
CITY LAUNCHES *FIND YOUR CENTRE* – MOUNT PEARL CITY CENTRE RENEWAL PLAN
Long term strategy envisions renewed and transformed mixed-use city centre.

FOR IMMEDIATE RELEASE

June 15, 2021 (Mount Pearl, NL) – The City of Mount Pearl launched *Find Your Centre*, the **Mount Pearl City Centre Renewal Plan**, at City Hall this afternoon. Mayor Dave Aker, joined by members of Council, shared details about the long-term vision that outlines strategies for public and private investment, which will continue to encourage the city centre to grow and thrive.

Motivated by a desire to renew and reinvigorate the Mount Pearl city centre, with a primary focus on the Waterford River, the plan being released today is informed by a 2019 feasibility study.

“The city’s 2019-2023 strategic plan, *On The Horizon*, identified seven strategic pillars that included economic development and urban renewal. It also highlighted the value of prioritizing a revitalization of the Waterford River area,” said Mayor Aker. “These were among the catalysts for *Find Your Centre*, along with the input of our residents and business community members. This innovative plan is one we can all support, and it is certainly something the city is committed to bringing to life,” Mayor Aker continued.

The *Find Your Centre* plan was **developed over the past year based on community engagement and input** from many stakeholders, both public and private. Residents participated in the process through the project website, online surveys, a phone-in hotline, and a virtual open house. Key stakeholders included Conservation Corps NL, Grand Concourse Authority, Inclusion NL, the Business Innovation Advisory Group, the Waterford Valley Rotary Group, as well as private developers and businesses.

When this long-term plan is fully implemented, *Find Your Centre* **has the potential to deliver over 3,700 jobs and generate \$375 million in GDP**. It is also expected to **generate \$270 million in total household income and \$109 million in total government tax revenue**.

As part of today’s launch, **a 3D model rendering of the overall vision was unveiled at City Hall**. The model was created by Mills & Wright, who authored the plan and is one of the main project partners. Other partners for *Find Your Centre* include the Atlantic Canada Opportunities Agency (ACOA) and the provincial Department of Industry, Energy, and Technology.

The conceptual plan puts people first, expressing a bold and exciting vision for a variety of mixed-use environments rooted in the “three Rs” – retail, recreation, and relaxation. It will inform sound decision-making for future development to ensure the city centre becomes, and remains, a distinct core that contributes to Mount Pearl’s rich quality of life, a strong sense of place, and a prosperous economy.

The vision is realistic and practical as well as functional and feasible for the city and its partners to implement. Starting this week, visuals will be shared on the City of Mount Pearl's official social media profiles. The city, along with Mills & Wright, will also host a **virtual Citizen Engagement Session** detailing the plan on **Thursday, June 24 from 7pm to 8pm**. Registration details will be forthcoming.

Throughout the summer there will be additional opportunities for everyone to learn more, and some exciting initiatives with local partners.

Find your home. Find your place. Find your centre. Find out more by visiting www.findyourcentre.ca.

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