

DECISION/DIRECTION NOTE

Title: Neighbourhood Profiles – Connecting St. John’s Neighbourhoods

Date Prepared: June 3, 2019

Report To: Committee of the Whole

Councillor and Role: Councillor Jamie Korab, Community Services

Ward: N/A

Decision/Direction Required: Approval to launch phase 1 of Neighbourhood Profiles – Connecting St. John’s Neighbourhoods initiative.

Discussion – Background and Current Status:

St. John’s has become a more livable city with a wide range of amenities, programs, and services that support a welcoming and diverse community. Smaller communities, local cultural areas, and neighbourhoods are the core building blocks for our city.

Neighbourhood Profiles are intended to present characteristics identified in 28 distinct neighbourhoods. These neighbourhoods are defined by their history, landscape, and unique cultural heritage and together they create the character of our city. An on line neighborhood profile system includes distinct neighbourhoods within stable working boundaries.

Neighbourhood Profiles includes information for residents and visitors of St. John’s and will assist those seeking data for program planning, community outreach, development, and also for those who may be relocating. The social information included can help increase awareness of the many activities, amenities and history that is available to residents in their own neighbourhood as well as neighbouring areas. This information is also helpful to both staff and council in supporting decisions on program and services offered.

The 28 neighbourhood profiles were developed to assist community organizations, businesses and governments with their short and long-term planning by creating meaningful boundaries to support the collection of data. Neighbourhood boundaries are simply a tool, they do not diminish the importance of wards or existing neighbourhood identification.

The boundaries for these neighbourhoods were developed using the following criteria:

1. originally based on planning areas, former municipal boundaries, and existing local cultural area neighbourhood boundaries;
2. respect of natural boundaries (rivers), and man-made boundaries (streets, highways, etc.);
3. recognize smaller neighbourhood sections within the larger neighbourhood boundaries; and

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4. the final number of neighbourhood areas be manageable for the purposes of data presentation and reporting.

Key Considerations/Implications:

1. Budget/Financial Implications: N/A
2. Partners or Other Stakeholders:
3. Alignment with Strategic Directions/Adopted Plans:
 - a. A Connected City
 - i. Increase and improve opportunities for residents to connect with each other and the City
 - ii. Develop and deliver programs, services and public spaces that build safe, healthy ad vibrant communities
4. Legal or Policy Implications: N/A
5. Privacy Implications: N/A
6. Engagement and Communications Considerations:
 - a. Communications is developing a plan to launch this initiative during St. John's Day celebrations
7. Human Resource Implications: N/A
8. Procurement Implications: N/A
9. Information Technology Implications: N/A
10. Other Implications: N/A

Recommendation:

That Council approve the launch of phase one of Neighbourhood Profiles – Connecting St John's.

Prepared by: Karen Sherriffs, Manager, Community Development
Approved by: Tanya Haywood, Deputy City Manager, Community Services

Report Approval Details

Document Title:	Neighbourhood Profiles - Connecting St. John's Neighbourhoods.docx
Attachments:	
Final Approval Date:	Jun 4, 2020

This report and all of its attachments were approved and signed as outlined below:

Karen Sherriffs - Jun 4, 2020 - 5:22 PM

Tanya Haywood - Jun 4, 2020 - 5:26 PM