



The East Point Shopping spotlights will go on every night at dusk and will light up the development until closing time.

HOLLYWOOD GLITZ COMES TO CITY

Commerce

Developer says he wants to help make Saint John drive-in city

DAVE MACLEAN
TELEGRAPH-JOURNAL

SAINT JOHN – East Point Shopping will look like Hollywood or the Las Vegas Strip beginning tonight.

The bustling East Side retail development has added four spotlights – clearly visible from points as far away as Rothesay, the South End and the West Side – to help attract shoppers by shining beams of light into the night sky.



PETER WALSH/TELEGRAPH-JOURNAL

Troy Northrup says the spotlights have set a precedent in the country.

Developer Troy Northrup says the goal is to create interest from tourists and area residents alike.

“We’re hoping to get all those people who use that highway and often drive past Saint John to pull in,” said Northrup. “As a community we need to do everything we can to make sure Saint John is a drive-in city, not a drive-by city.”

“We’re trying to add a level of excitement and curiosity. If there’s one thing that we’ve learned about retail shopping, it’s that it’s all about the experience. And creating that experience is what East Point is all about. This is just one more thing that goes toward enhancing that experience.”

East Point has been successful in attracting a number of clothing stores and has recently

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Northrup estimates entire process to cost about \$100,000

HOLLYWOOD ← C1

added Indigo music and book retailer and the Starbucks coffee chain. Northrup is aggressively courting other retailers and says generating traffic for the current tenants will help attract further development.

“It’s all part of selling the community,” he said.

“The decision-makers are sitting in their offices in Chicago and Seattle and New Jersey and Vancouver and Toronto and they don’t know Saint John. We need to sell the community to them. Our site, quite frankly, is an easy sell. What’s tough is selling Saint John to people who aren’t familiar with the city and that’s why we need the endorsement of the community.

“Everyone has a part to play in helping sell the community to those outside. That benefits all of us. This is a community project and it’s going to help our lifestyle.”

The spotlights will be turned on each night at dusk and will light up the sky above the popular development until closing time.

But it wasn’t simply a matter of buying the spotlights and turning them on, Northrup said.

“There was quite a process we had to go through,” he said.

“We were the first in Canada to apply and get permission since 9/11.

“We were setting a new precedent, so we had to jump through one pile of hoops. We had to make sure we were the proper

distance away from the airport. (Transport Canada) wanted to know the strength of the beams and where they were going to be pointed to make sure it wasn’t going to be a navigational hazard. It wound up setting a new precedent in the country.”

Northrup said the entire process cost an estimated \$100,000.

East Point is also busy getting into the Yuletide spirit. Northrup said crews have begun installing some of the nearly 50,000 energy-efficient LED Christmas lights that will adorn trees on the property.

“It’s not the little things that will draw crowds and make us successful,” he said.

“But it’s the sum of many little things that can carry us a long way.”
