



Left to right: Supply and Services Minister Roly MacIntyre, East Point Shopping developer Troy Northrup, Premier Shawn Graham, Mayor Norm McFarlane and Transportation Minister Denis Landry after the unveiling of the shopping complex's signature sign at the corner of Westmorland Road and Retail Drive Monday.

New East Point Shopping sign adds to mystique: developer

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SAINT JOHN – Shoppers looking to spend an afternoon at the East Point Shopping complex will know when they've made it to the right place.

On Monday the complex unveiled its new 13-metre-high welcome sign at the complex's entrance.

The elaborate structure is built out of slate and features two stone towers on either side of a large metal compass pointing east.

Developer Troy Northrup said the sign was designed to welcome shoppers onto the site and represent the high standards they can expect to find in the complex.

"I'm a real believer that first impressions are everlasting," he said. "I think it makes a statement, it

adds to the mystique and the interest level and it sets the expectation, the idea when people drive in."

Northrup said the two towers represent the two peaks of land on the shopping site while the compass pointing east represents the complex's name.

He said the cost to build the sign was "significant" but said he didn't know the exact figure.

Construction workers put the final touches on the sign a few weeks ago and it was officially unveiled Monday with Premier Shawn Graham, Transportation Minister Denis Landry and Mayor Norm McFarlane helping Northrup do the honours.

Graham was in the area to announce \$700,000 in provincial funding to build an exit ramp leading to the complex.

"(The new ramp) will allow spon-

taneous shoppers easy and quick access to Rothesay Avenue, to the shopping in the East End where before they would come from uptown and they'd drive out and they'd have to meander through probably a dozen traffic lights in order to get to the shopping," he said.

"You'd come from uptown and you'd say, 'I'd like to go get something to eat' and then you would think about the headache and the traffic and just go home."

The new exit from Highway 1 ramp is also a tool Northrup can use to convince more businesses to set up shop in the complex.

He said over the next few weeks the company will be making some announcements regarding new businesses coming to the complex. But would not go into more detail, citing contractual obligations.