

GREATER SAINT JOHN

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Developers making room for more retail at East Point

Growth Better-than-expected Christmas sales make east side complex's retailers optimistic

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(Excerpts from original article)

SAINT JOHN – The East Point shopping complex is poised to nearly double in size as the remaining rock is blasted away to make room for more retail, service providers, and hospitality venues.

With more than 37,161 square metres (400,000 square feet) of shopping available now, the east side development will encompass more than 65,000 square metres (700,000 square feet) when all is said and done, says developer Troy Northrup.

“Our goal was to develop a New Brunswick premiere shopping destination, to be different than what's been built in the province, and I think we've certainly established that,” he said.

“When completed, it will be the largest shopping centre in New Brunswick.”

Furthermore, sales this Christmas surpassed what was expected.

“It's early for all the numbers to come in, but I have talked to a few key retailers, and the sales well exceeded forecasts,” he said.

Along with Tweed and Hickory, last fall East Point welcomed Pseudio, Tip Top Tailors, Mr. Big & Tall and TD, along with Sally Beauty, which Northrup describes as the largest cosmetics company in the world. That's in addition to at least 15 other established retailers and service-providers, including Costco and Home Depot.

“It tells me that 2011 was a good year from a retail perspective,” said Board of Trade president Imelda Gilman.

“We've seen a lot of growth in the last couple of years all over the city.”



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