

greater Saint John



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An artist's rendering of the planned Sobeys and NB Liquor complex at East Point Shopping near Westmorland Road. PHOTO ILLUSTRATION: COURTESY OF EAST POINT SHOPPING

Mall offers convenience, CEO says

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in the details."

He said the tiniest details, from landscaping to facility maintenance, can change a person's shopping experience. And it's now all about the experience for customers, he said.

"There's a lot of options out there for retail these days and I think the experience is becoming more and more important for the consumer. It's not just about going in and buying goods."

Northrup said the centre offers things other locations can't, specifically the ease and convenience of driving up to stores and not having to haul goods through the mall.

"We're able to offer the consumer (the ability to) drive up to the door of the retailer and not have to walk a long distance to get to a store. We offer a great convenience there and an easy access to the stores."

East Point has emerged as one of the city's trendiest shopping destinations in the past decade. Home Depot opened in January 2006 with construction on the strip mall starting in the summer of the same year. A handful of stores and restaurants opened between then and the Hampton Inn, which threw open the doors in fall 2007.

Indigo launched its store in August 2008 and in May 2010, Costco caused traffic jams with its Saint John debut.

With Sobeys moving out of McAllister Place and the recent exit of Target, mall general manager David Greene said they aren't worried about the turnover.

"We are not concerned," he said via an emailed statement after declining an interview. With respect to Target, he added, "Tenant turnover and renewal is part of the normal course of business in the shopping centre industry."

He said Sobeys and McAllister Place have a long-standing positive relationship which he looks forward to continuing. He wouldn't comment on the East Point construction. "Any queries regarding Sobeys' development plans would be best directed to Sobeys themselves," said Greene.

Target pulled out of the mall in April 2015 after the American company announced it was exiting the Canadian market.

At the time, Greene said there were no immediate plans to replace Target with something else because the company has signed a long-term lease with the mall. The legal contract means the mall can't negotiate with a new tenant.

While discussing the exit on Tuesday, Greene said the mall is in discussions with prospective retailers about the location although he couldn't provide further details.

Sobeys, NB Liquor combo breaks ground

The combined stores are set to join the rapidly growing East Point Shopping centre on Saint John's east side

KELSEY PYE
TELEGRAPH-JOURNAL

SAINT JOHN • Work has begun on a massive new Sobeys location with an adjoining NB Liquor store on the east side, part of East Point's push to create a one-million-square-foot shopping destination.

The stores have broken ground across from TD Bank, and will open their doors in 2016, said Shauna Selig, a spokeswoman for Sobeys Atlantic.

The new Sobeys location will be the first new-concept store in the province for the company, which will feature "new meal solutions" not found in New Brunswick, Selig said, but would not elaborate on details.

An artist's rendering shows a large building with ample parking that runs the length of the complex, manicured lawns and trees and modern lighting for nighttime shopping. The stores share the building but their respective colour schemes and logos keep the businesses separate.

The change is exciting for Sobeys, Selig said.

The Sobeys store will be 60,000-square feet, while NB Liquor will cover an additional 15,000-square feet.

"We're pleased that the store will be located at East Point," she said via email. "It's a convenient location (and) easy to access."

NB Liquor will also provide a bigger selection, wine-tasting area, growler



Construction is underway at East Point, where a new Sobeys location is scheduled to open in mid-2016. A spokesperson for the company said the grocery store chain would be pulling out of McAllister Place. PHOTO: KELSEY PYE/TELEGRAPH-JOURNAL

service and an automated tasting and customer service station, a press release from East Point Shopping says. The store is also expected to include a product education area.

Attempts to contact NB Liquor for further information were unsuccessful.

East Point CEO Troy Northrup said the addition of the two stores will bring East Point's footprint up to 600,000-square feet. He said the goal is to hit one million-square feet in the next five to 10 years and when completed will be the largest single retail centre in the province.

Northrup is from Saint John and said he chooses to develop here because it's an ideal place for a centre like East Point. The centre is located at the top of

East Point through the years

- 2006: Home Depot
- 2007: Moores, Hampton Inn, Starbucks
- 2008: Indigo, Montana's Cookhouse
- 2009: Nakai Spa, Christmas Discounters
- 2010: Costco, Wok Box, Sally Beauty, Tip Top Tailors, Big and Tall, TD Bank
- 2011: Tweed and Hickory, Pseudio
- 2012: Gap
- 2013: Princess Auto
- 2014: Ana Banana, Gojis, Wicker Emporium, Mr. Lube

Westmorland Road and draws the eye, he said.

"The plateau, it's certainly one of the most visible sites in Atlantic Canada."

At East Point they also push to enhance customers' shopping experience.

"When you go into a centre you either like it or you don't," he said. "A lot of people can't articulate what they like or they don't like, they just know. And it's all

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