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### ***We're piquing the interest of new businesses and land developers! Why?***

We've put ourselves in the spotlight within Atlantic Canada and farther afield, showcasing our great quality of life in Nova Scotia, changing the conversation and opening our doors to do business.

The Town is focused, with additional resources, in Economic Development and Planning, engaging and collaborating with community stakeholders to develop strategies, initiatives and plans that are innovative and future reaching.

As the regional hub for South West Nova Scotia, the Town of Yarmouth is home to a full suite of financial and legal services, government agencies, construction and commercial suppliers and both community college and university graduates available to enter the labour pool.

Our seasoned business community has international presence in Canada's key industry sectors in Fisheries, Healthcare, Tourism, Education and Automotive, and we are working with our regional economic development partner (Western REN) to attract opportunities to diversify our local economy in new sectors, such as life sciences, biotechnology, digital media and manufacturing

technologies.

To learn about how your business can live here, please contact: Economic Development, Natalie Smith, at [edo@townofyarmouth.ca](mailto:edo@townofyarmouth.ca) or 902-742-1505.

## Exploring the air over South West Nova

### ***Western REN works with Yarmouth airport towards renewed passenger service***

We recognize the Yarmouth airport as an important regional infrastructure, and have heard from the business community about the importance of improved transportation into and out of South West Nova. We have been working alongside the Yarmouth International Airport Corporation towards their goal of resumed air passenger service. The Western REN provided expertise for the preparation and presentation to passenger carriers at the recent Altitudes East conference in Halifax. We continue to support the effort by creating a full synopsis of all previous endeavours to maintain or renew passenger service. We hope this captures lessons learned and provides an opportunity to compare past results against current economic and political climates.

**[Keep informed on initiative](#)**



## Hawthorne Street - building community and sustainability!



### Yarmouth Farmers' Community Market

Each Saturday morning, Hawthorne Street comes alive with the bustling of shoppers ready to purchase what's in season and to catch up with the week's news from the market vendors. During the summer season, the street overflows with market goers and visitors to the Town. The newly-constructed sidewalks, lighting poles and plantings have enhanced the 'old Barn' as a true community destination and have been well received by both the Market vendors and goers!



### Rain Gardens designed to help with storm water run-off.

Have you had a chance to walk along Hawthorne Street to check out the Town's new Rain Gardens? A key design criteria in the Town's Sustainability Plan is to introduce Green Infrastructure in our streetscape. Rain gardens not only bring a splash of colour to urban settings, they also help to absorb large amounts of water into the plants' root systems and slow down storm water runoff with pollutants into our sewers and ocean! So please take some pictures and remember to not pick the daisies!

## Town Priorities to align with One Nova Scotia report.

**Town Council has adopted the One Nova Scotia's (Ivany Report) 12 Strategic Directions as Council's priorities.** Jeff Gushue, the Town's Chief Administrative Officer, stated in his presentation to Town Council, "Our priorities guide the decisions we make and give us focus. If that focus is clearly aligned with the strategic directions of the One NS report, it should be the case that we will be aligned with municipalities, businesses, citizens, and NGOs focused on setting the direction for a more prosperous Nova Scotia."

Council's Twelve Priorities ( Ivany report):

1. New politics;
2. Attitude shift - shared commitment to growing Nova Scotia's one economy;

3. Strategic priority on business start-ups and growth-oriented enterprises;
4. Renewing rural industries;
5. A shared commitment to sustainable development and regulatory excellence;
6. Rebuilding our trade economy;
7. Excellence in education and training;
8. Becoming a more inclusive and welcoming province;
9. Promoting entrepreneurship;
10. Integrating economic development services;
11. Better management of economic development investment funds; and
12. Finding a committed federal partner.



[Access to OneNS report](#)

**A year of Planning**

## ***Town Planning & Development department have been busy!***

The Town has been working with local business owners and developers to make amendments to the current Municipal Planning Strategy (MPS) and Land Use By-Law (LUB) to support immediate needs for expansion and growth that would be integrated into the Town's new MPS scheduled to be released in the spring of 2016.

Some of the policy changes that have been made over the last year:

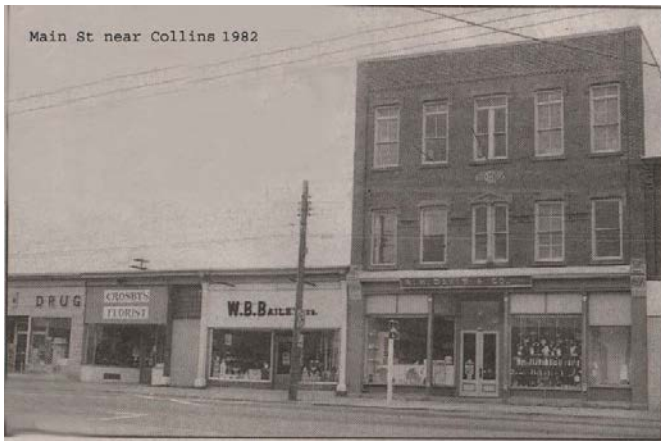
- Relaxed parking of commercial vans and trailers in residential areas to help caterers, renovation contractors, carpenters and tourism experience operators that require commercial vehicles for their businesses.
- Created the Health and Wellness Zone to support and encourage private health care business in the Town.
- Performed a complete review of the Sign Section of the Town's Land Use By-Law with the goal to make this section easier to read and understand and more effective from an urban design perspective. Those proposed amendments are expected to be adopted by Council in October, 2015.
- Created the R2-M Zone that permits small scale commercial opportunities on Main Street connecting the existing commercial zones, expanding the Downtown from "fountain to fountain" (Chestnut St. to Adelaide St.).
- Expanded the Town's Central Business District North to King Street to encompass existing large institutional properties creating more commercial development opportunities.

If you have any questions or would like to provide feedback, please contact Caroline King, Director of Planning and Development, at: [planning@townofyarmouth.ca](mailto:planning@townofyarmouth.ca) or 902-742-1505 or stop by the office on the 3rd floor of Town Hall.





## R.H. Davis & Co. Ltd. - end of an era!



### ***R.H. Davis & Co. Ltd. an end of an era as told by John Clulee.***

Ralph Harold Davis began the enterprise, R.H. Davis & Co. Ltd., with his older brother, Oscar, in 1897. It was situated on the corner of Main and Parade (where the Bank of Nova Scotia is located today). They were financed by their father, sailing ship Captain - Samuel B. Davis, who shared with his sons that the future of sailing ships may be in

question. Using the contacts from years of sea shipments from England and other port cities, R.H. Davis & Co. set up a large printing facility, printing on their own watermarked paper from England, a range of business forms for other business. There was a book bindery, and, for a short time, a cooking liquids operation (vanilla, etc.). A front store was opened to sell paper products and inks to the general public...hence the birth of a retail/wholesale business. The wholesale trade was all of Nova Scotia with Oscar Davis opening a storefront in Sydney, N.S., some time in the early 1900's. Business forms evolved into a full blown Office Products operation. Printing saw the retail take on magazines and books, models and whatever gifts became the current rage. When High School students had to buy their books, R. H. Davis and Co. was there...with hilroy scribblers, etc., etc. R.H. Davis & Co. Ltd. has been run over the 118 years by five family members spanning 3 generations. The final family owners, John and Jean Clulee, (the first husband and wife tandem) completed a 30-year stint. With no interested 4th generation, the business was sold to a P.E.I. business woman who will operate the wholesale side under the same company name. For any business to survive today, the owner must have a good source of capital (a good relationship with a bank). A strong work ethic is critical, focused on going to work every day, a belief and practice style in human relations that recognizes and supports the people with whom you work as the critical cogs in the wheel. Of course for this to blossom, one has to be a very good picker of team members...not unlike fielding a winning sports team...understanding critical measures in an enterprise...margins; landed cost; your own market forces; cycles; big picture within which the small picture develops; a strong sense and practice in the "futures" that impact your enterprise, and most importantly, an abiding knowledge in self that recognizes how much we can learn each day.

***We wish John and Jean Clulee the very best in their future adventures!***



### Downtown Façade Program update!

**Still time to apply.** The façade program ramped up in late spring and is bringing a fresh and colourful energy to the downtown streetscape. The Façade Society is expecting to end Phase I of the program with 24 applicants participating. Some of the work will extend beyond the closing date of October 31st due to contractors' availability and weather.

Application packages available at Town Hall-3rd floor  
or email: [edo@townofyarmouth.ca](mailto:edo@townofyarmouth.ca)



### Mini Boom on Starr's Road

This spring/summer construction season has seen a significant uptick in retail space development along Starr's Road with the reshuffling of retailers at the 130 Starr's Road Plaza for Giant Tiger, new retailers at the Yarmouth Mall for

Winners, Rossy's Department Store and the Canadian Dollar Store and a new car dealership, Murray Dodge, renovating the former Frenchy's at 113 Starr's Road.

### **South End neighbourhood improvement program underway!**

Housing NS has a new initiative they are offering to property owners in the South End of the Town of Yarmouth. The neighbourhood improvement program provides grants for minor exterior property improvements for homeowners and landlords in the designated area. Home owners in the area can qualify for a grant of up to \$3000 for any improvements done to the front of their home including, but not limited to, new windows, new doors, porch/stair improvements, painting, landscaping, etc. Landlords are also eligible for this program; they can qualify for up to \$2000 matched contributions per unit for exterior upgrades and up to \$5000 per property. Many home owners have already taken advantage of this opportunity and you may have noticed improvements in your neighbourhood. Applications for the program should be submitted as soon as possible; the deadline for receiving applications is November. All work must be approved before completed.

For more information or to find out if you qualify, contact David Brewster  
[david.brewster@novascotia.ca](mailto:david.brewster@novascotia.ca).

To support the neighbourhood improvement program and all residential home improvements in the Town, Council has also approved a new program in which Building Permit fees for non-structural residential improvements up to \$50 will be waived.

### **Look for our Winter Issue - January 2016!**

We hope that you will find the information being shared to be informative. If you have any suggestions or topics you would like in a future newsletter, please feel free to contact us at [edo@townofyarmouth.ca](mailto:edo@townofyarmouth.ca) ). Look for our Winter edition in early January 2016.

Sincerely,

Natalie Smith  
e- Newsletter Editor, Town of Yarmouth



