



# Town Planning: The Business Perspective

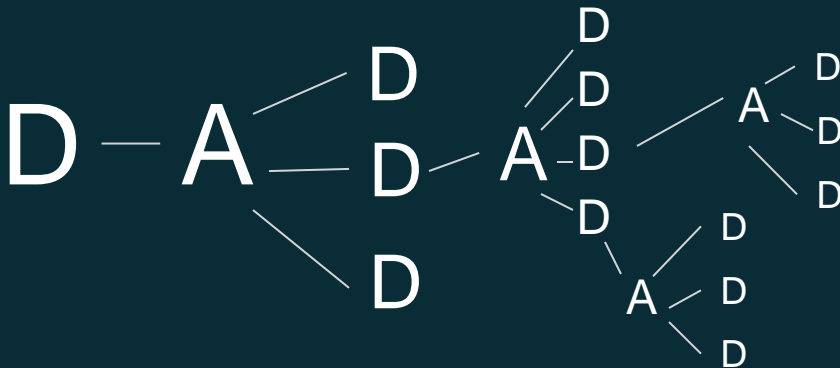
Caroline King  
Director of Planning

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EVERYWHERE

# What Makes a Strong Town?

- $D + A = nD$   
(Division of labor) + (new activity) = indeterminate number of new divisions of labour

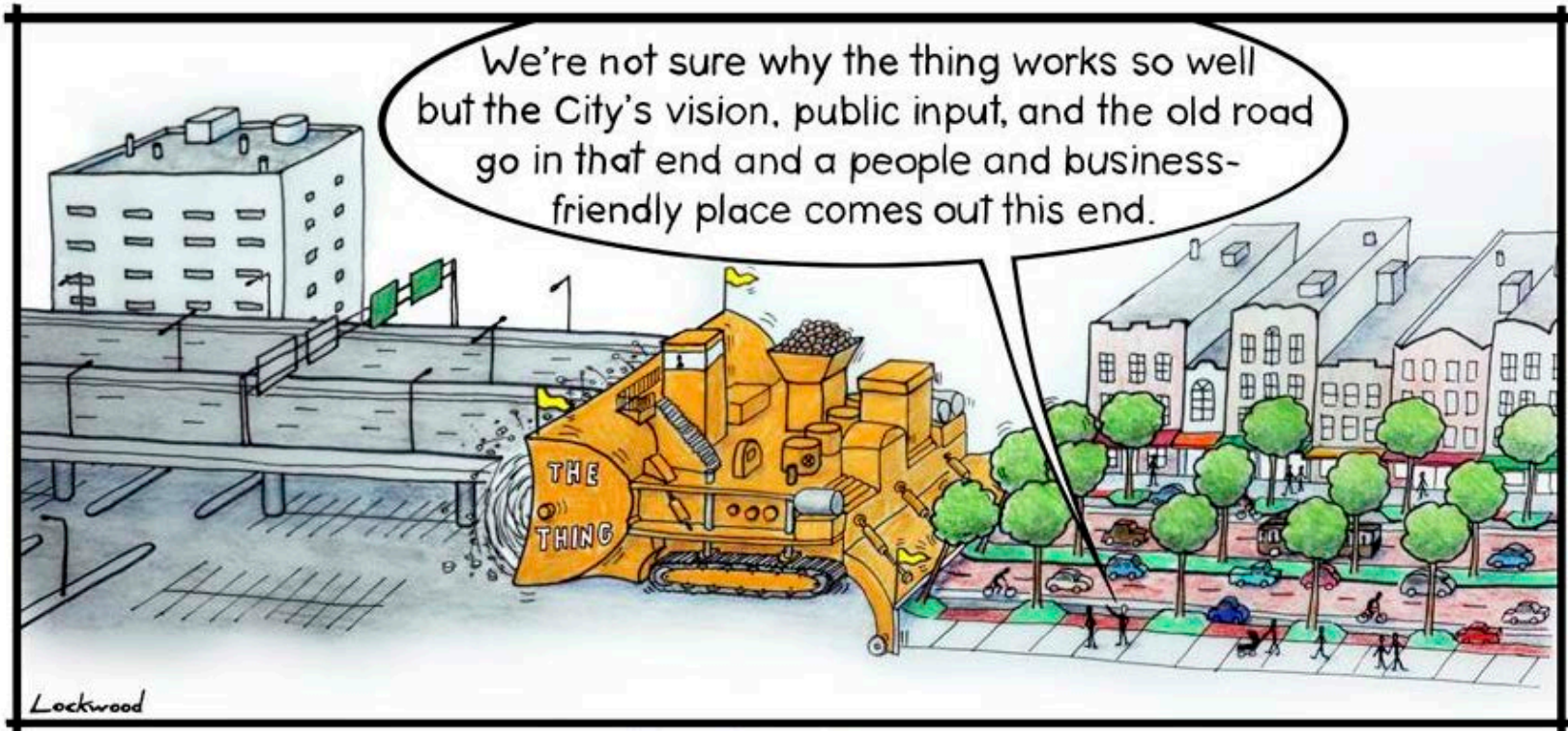
Example: Sweater/clothes producer expanding into the urban agriculture and producing their own wool.



“I will [tell] the story as I go along of small cities no less than of great. Most of those which were great once are small today; and those which in my own lifetime have grown to greatness, were small enough in the old days” - Herodutus

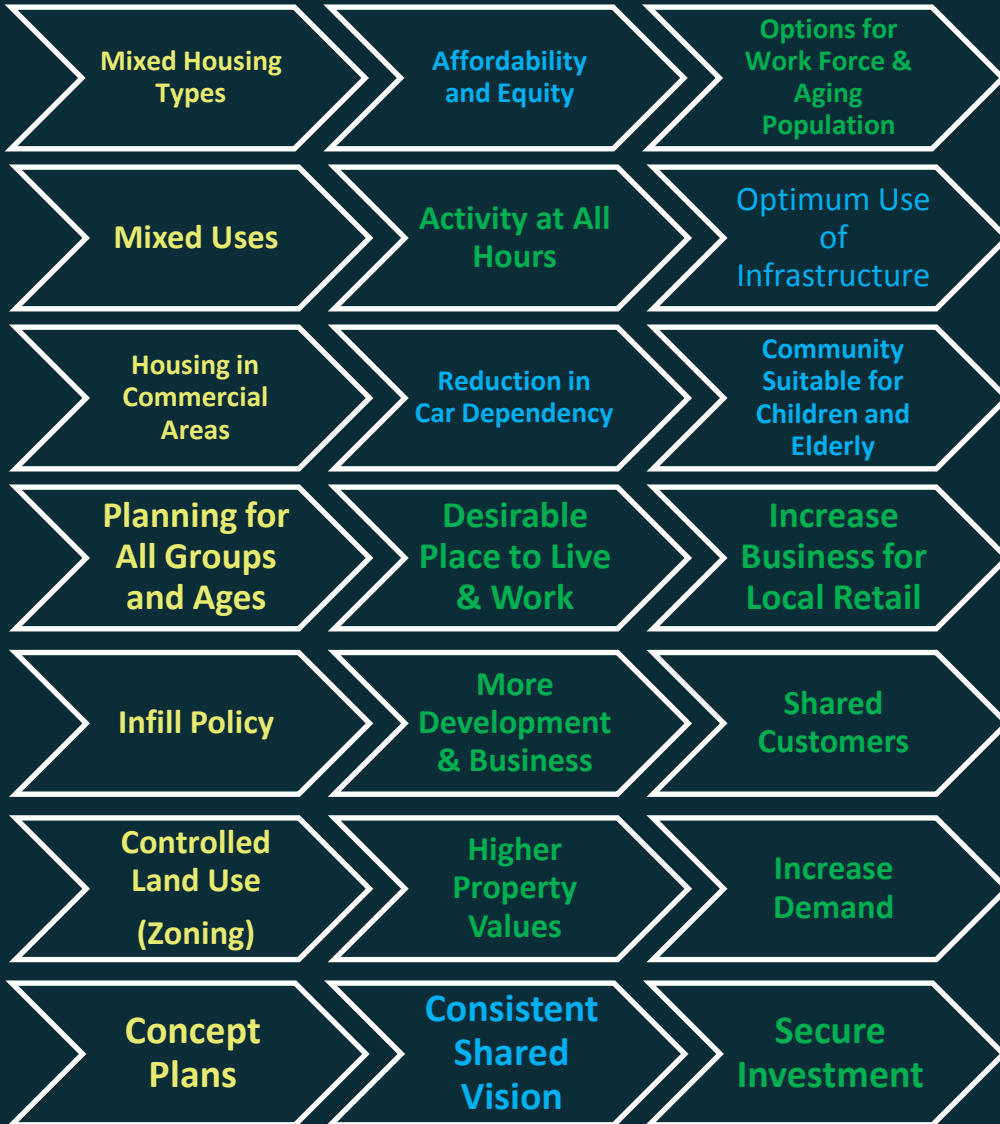
“Our ancestors did not expand their economies by doing what they have always done, they expanded their economies by adding new kinds of work “ Jane Jacobs

# What is the Role of Planning?



The Thing Is ...

# What is the Role of Planning?



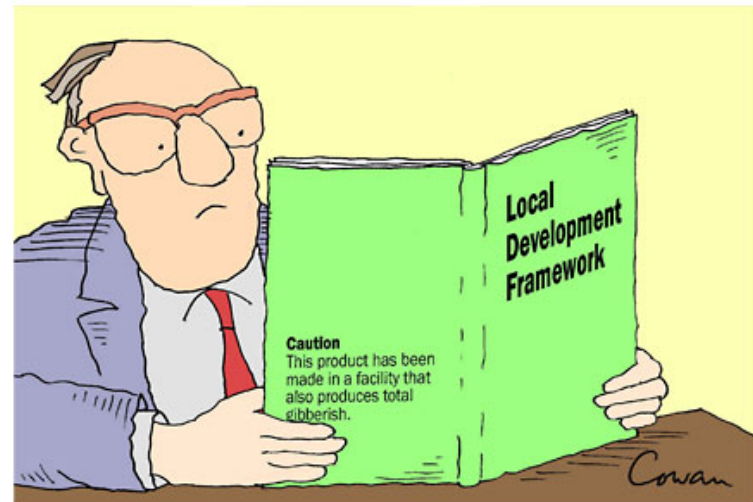
A community's vitality depends on the vitality of the businesses in the Town



# Town of Yarmouth Public Perception

## •Negative Notions & History

- Regulatory
- Rigid
- One-Size fits all
- Downtown - South End -  
Starrs



"OK, LET'S SEE YOUR BUILDING PERMIT"

# Business Friendly Planning Initiatives 2015/2016

- Relaxing Institutional Zone Permitted Uses
- Relaxed Parking Requirements for Commercial Vans in Residential Areas
- Created the R-2M & Health Campus Zones
- Expanded the CBD
- Revamped the Sign Section of LUB
- Revamped Seasonal Retail Use (Vendor) Policies
- Relaxed Requirements to be Considered for a Residential Development Agreement





# Municipal Planning Strategy Review

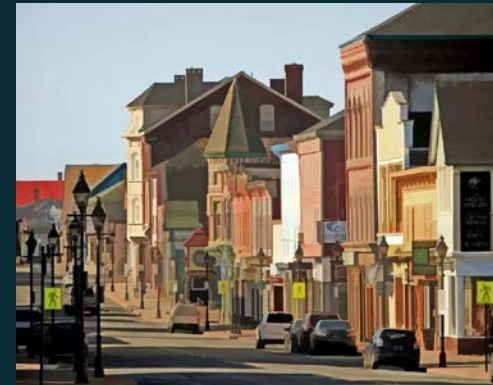
- Rethink Traditional Planning
  - Do we need this?
  - Why do we have this?
  - What are we trying to achieve?
- Commenced March 2015
- MMM Group & Maurice Lloyd
- Collaboration with Town Staff



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# Areas of Interest

- Healthy Living
- Historic Property Preservation
- Economic Development
- Immigration
- Ageing Population
- Family Retention
- Climate Change and Nature Protection
- Affordable Housing



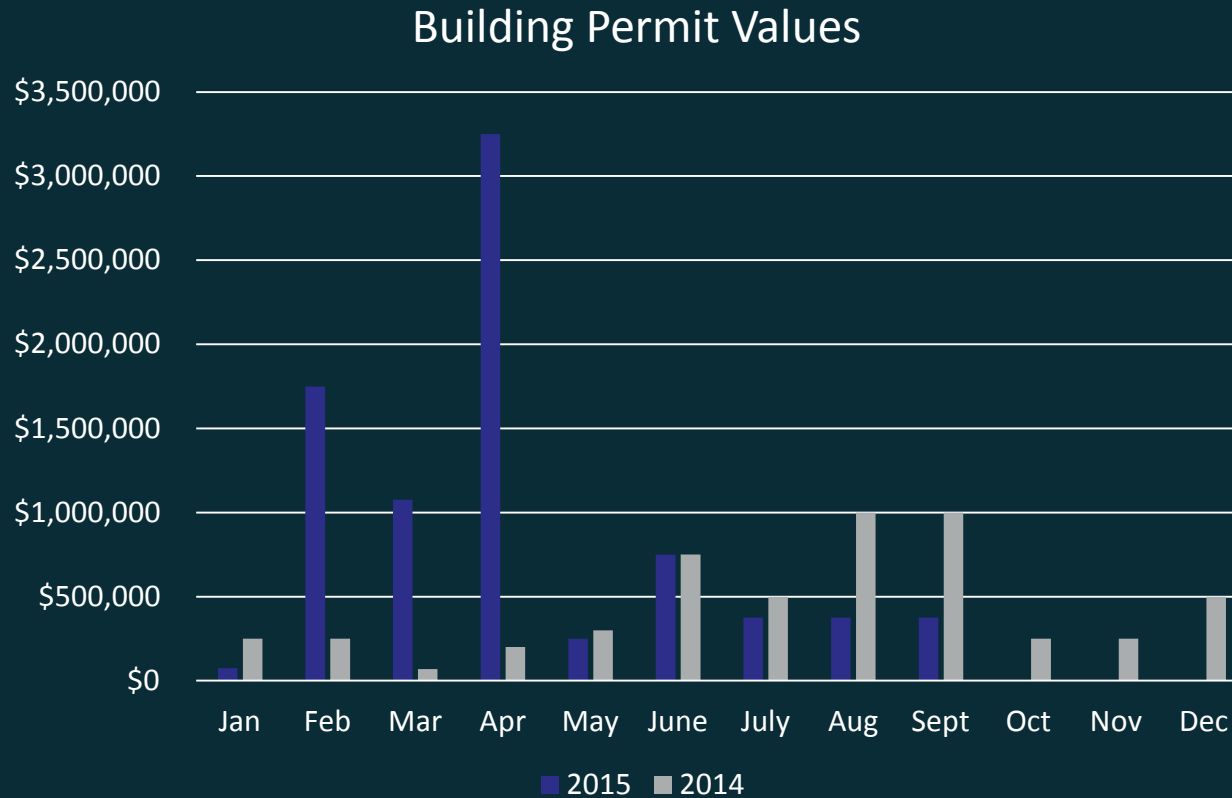


# How is the Town of Yarmouth Doing? Strong Town?

- Many Changes
- Rise and Decline of Population
- Market Area = Digby, Yarmouth, & Shelburne Counties  
(59 000 people)
- 70% of Town Workers Live OUTSIDE our Community
- Largest Employers
  - Hospital
  - School Board
  - NSCC
  - Walmart
  - Scotia Garden Seafood
  - Tri-Star
  - Canadian Tire
  - IMO Foods



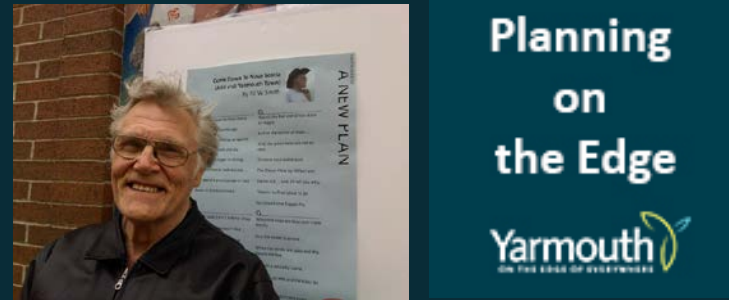
# How is the Town of Yarmouth Doing? Strong Town?



- The Year to Date (2015) Total Estimated Construction Value of Building Permits is **\$8,235,630**
- Compared to **\$4,673,382** (2014)
- Increase of **+\$3,562,248**

# Public Participation as a Measuring Tool

- Social Media Campaign
- Survey Monkey Surveys
- Planning Newsletter
- Podcast – Planning on the Edge
- Attend Local Meetings
- Roundtable Public Meeting
- Staff Strategy Workshops
- Private Meetings
- Planners on the Street
- What Would You Like to See?



# How Does the Public See Us?

Lots of Low  
Income  
Jobs

Employment  
Centre

Downtown  
Dies After  
6:00 PM!

Fill the  
Vacant  
Store Fronts

Need More  
Business  
Opportunities  
in Heritage  
Buildings

Restrictive  
Land Use

Encourage  
More Live  
Where You  
Work

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# Starrs Road

## Strengths

- Traffic Volume
- Retail Hub for Region
- Accessible
- Entrance to both Highways
- Concentration of Variety of Business
- All Familiar – Known Stores
- Thoroughfare

## Opportunities

- Land Use Policies that Allow for Expansion ( of commercial areas)
- Enhancement of Pedestrian and Bike Riders
- Soften and Improve Appearance of Area (Sidewalks, Landscaping)

## Weaknesses

- Difficult Left Turns
- Congestion
- Lack of Pedestrian Infrastructure
- Lack of Access B/W Lots
- Incomplete Accesses (Burton Avenue)
- Some Areas Cannot Be Developed (Regulations and Physical Constraints )

## Threats

- Land Use By-Law Inhibiting Expansion
- Highway Changes (Linking 103 & 101)
  - Impact on traffic

# Recommended Planning: Economic Development

- Incorporate One Nova Scotia Goals Directly into the MPS
- Concept plans for active transportation and street design
- Reduce Planning Documents
  - Remove unnecessary provisions
  - Clarity
  - Simplify wording (reduce jargon)
  - Streamline processes for business

## 7.13 Minimum Main Building Width- Architectural Design Features

Except in the Mobile Home Park (R-M) zone, no main building located within the R-1, R-2, R-3, & R-H zones shall have a width b/w any two (2) main walls of less than 6.1 m (20ft). For the purpose of this Part, a main wall is any exterior wall of the building running a linear distance of fifty (50) percent or more of the overall length of width of the building.

Intent? Result?

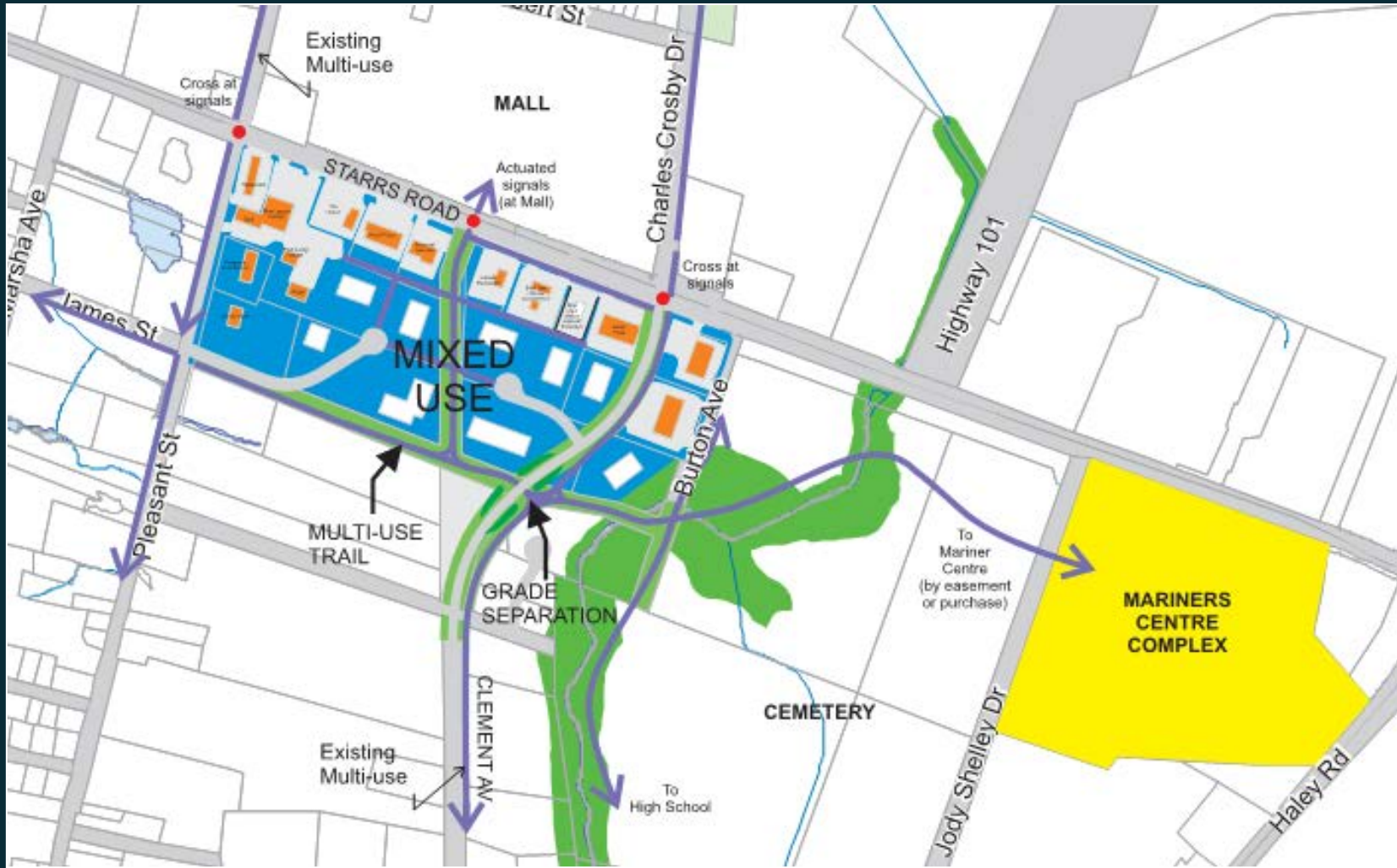


# Recommended Planning: Economic Development

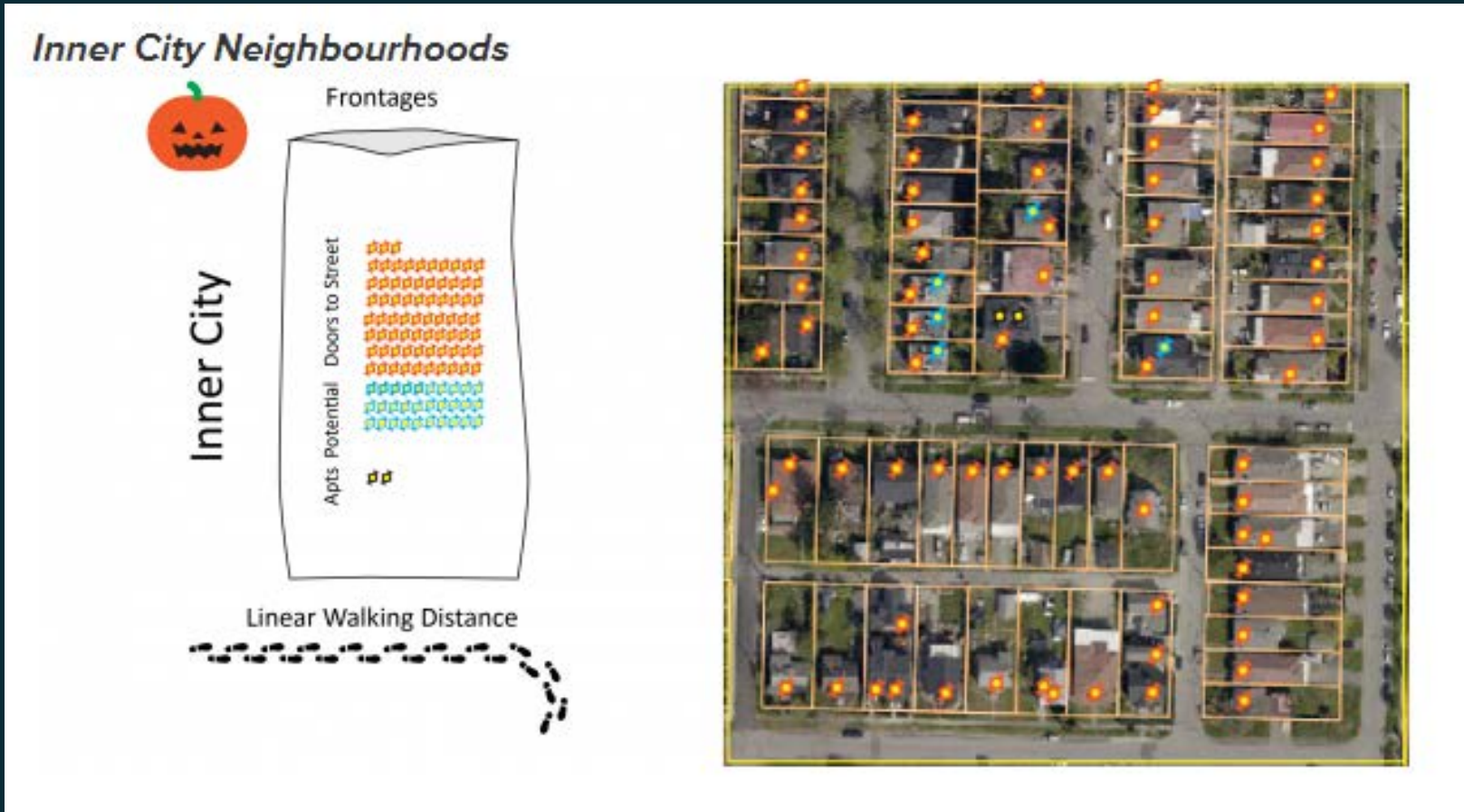
- Allow for Infill & Increased Development
  - Remove parking requirements
  - Reduce lot requirements
  - Reduce accessory building requirements
  - Introduce more uses (i.e. housing, urban agriculture,
  - Incentives for landscaping and design features



# Encouraging Infill with Concept Plans



# Next Steps

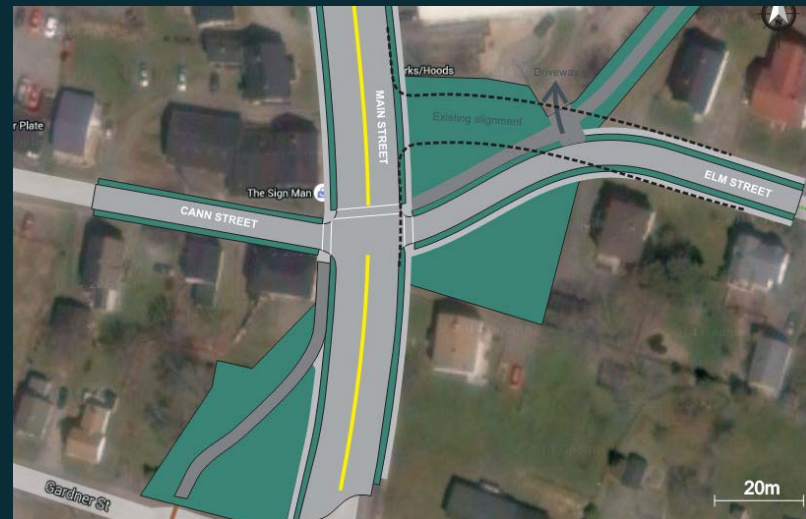
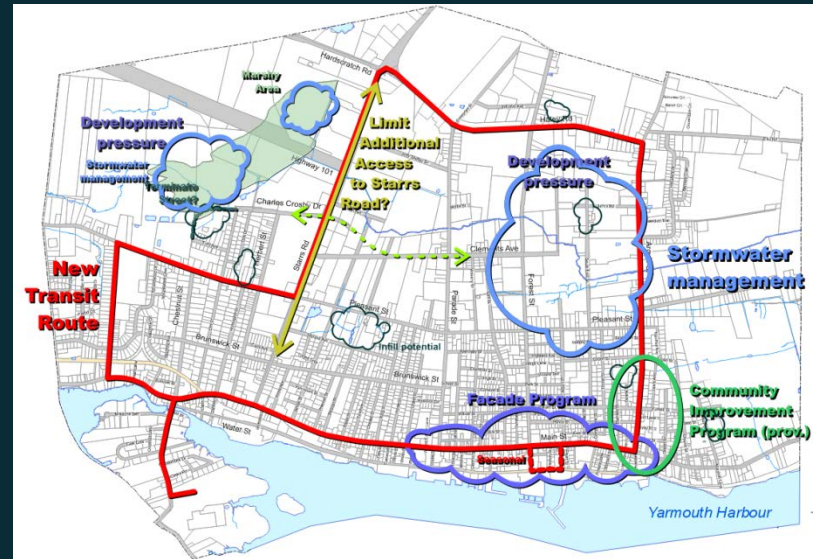


- Draft Strategy for Dec
  - Study of Neighbourhood Design Features & Translate to Policy
  - Further Public Participation
  - Bring to Council



# Finished Product

- Complete & Adopt by March 2016
- Strong Clear Document
  - Supports development
  - Represents feedback from residents, developers, and businesses





Thank You

Caroline King  
Director of Planning

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