



# Planning for Family Retention

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EVERYWHERE

# Town of Yarmouth Public Perception

- Negative Notions & History
  - Regulatory
  - Rigid
  - One-Size fits all
  - Downtown - South End - Starrs

- ***Declining Population***

- ***No Options for Youth***
- ***No Jobs for Families***



# Economic Development Initiatives 2014/2015

- Amended Public Participation Policy
- Implemented (in process) Public Transit System
- Revamped Vendor Policies
- Created Health Campus
- Relaxed Requirements Residential Development Agreement

In the works...

- Allow creative redevelopment of existing institutional buildings through DA



# 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
- Collaboration with Town Staff



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# Areas of Interest

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



# One Nova Scotia Areas of Focus

- Renewing Education & Future
- Our Universities
- Energizing Entrepreneurship & Innovation
- Rebuilding our Trading Economy
- Responsible Development of Natural Resources
- Adapting to Changing Demographics



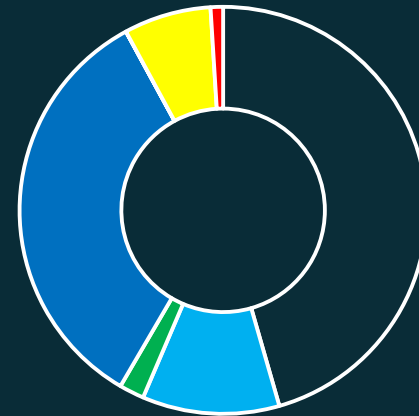
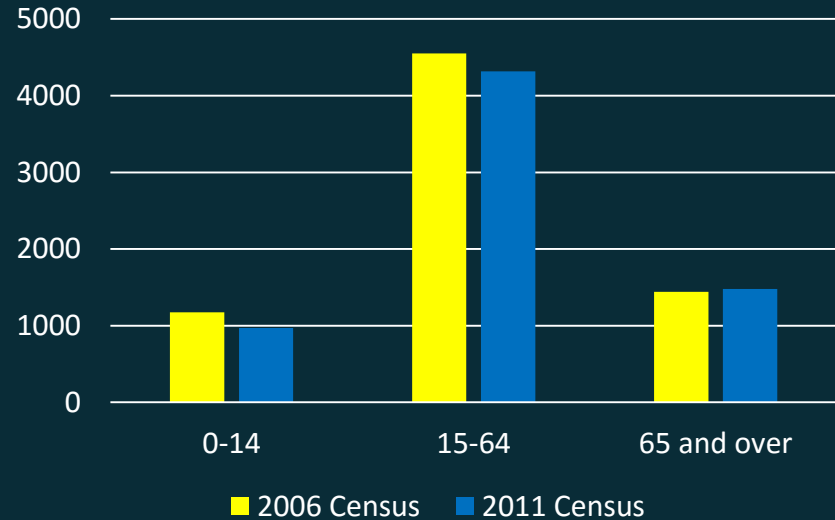
"How long did it take for you to get firmly rooted in your ways?"

# Family Retention

## What are the issues?

- Gradual Population Decline
- Rise in Median Age
- Decline in Household Size
- Limited Diversity in Housing Options
- Loss of Good Paying Jobs
- Limited Secondary Education Options
- Limited Diversity in Residents
  - Missing Men
  - Missing Young

Population by Age



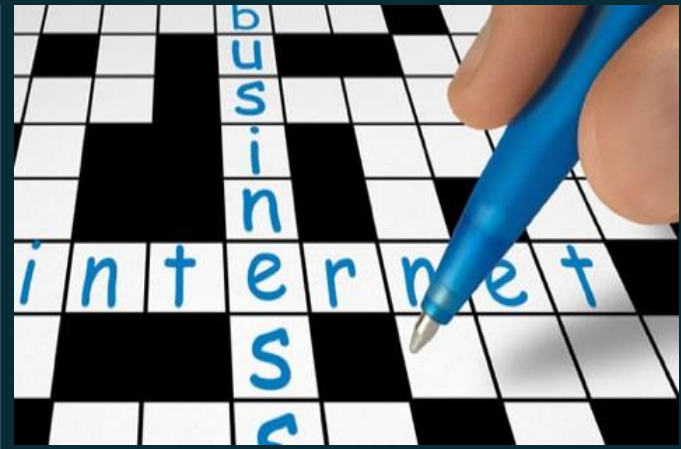
- Single Detached House
- Semi Detached House
- Row House
- Apart <4 Storeys
- Apart >4 Storeys
- Apart Duplex
- Mobile Dwelling

# What does the MPS say?

“The Town expects a **projected population growth** of two to three percent over the next five year.

“The Town also expects to experience **pressures as a service centre**, particularly if the majority of County growth continues to take place within the Municipality of the District of Yarmouth within a short distance of the Town. “

“The Town will experience **additional needs to support the aging population** as the percentage of seniors increase” (pg. 10)





# 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?



# What did we hear?

It's all about  
Healthy  
Living

Build On  
Health Care  
and  
Education

Need to  
Support Young  
Families

Many  
underutilized  
buildings

Lack of well-  
paying jobs

More  
opportunities for  
entrepreneurs

Better access  
to services

Utilize the  
airport

Bilingualism

Culture and  
lifestyle

# Recommended Planning: Family Retention

- Clear & Simple Policy
  - Enabling Document
- Ensure Land is Available
  - Infill & Directed Growth
- Enable Staff to Use their Discretion
  - Simplify planning statement
  - Introduce guidance and intent



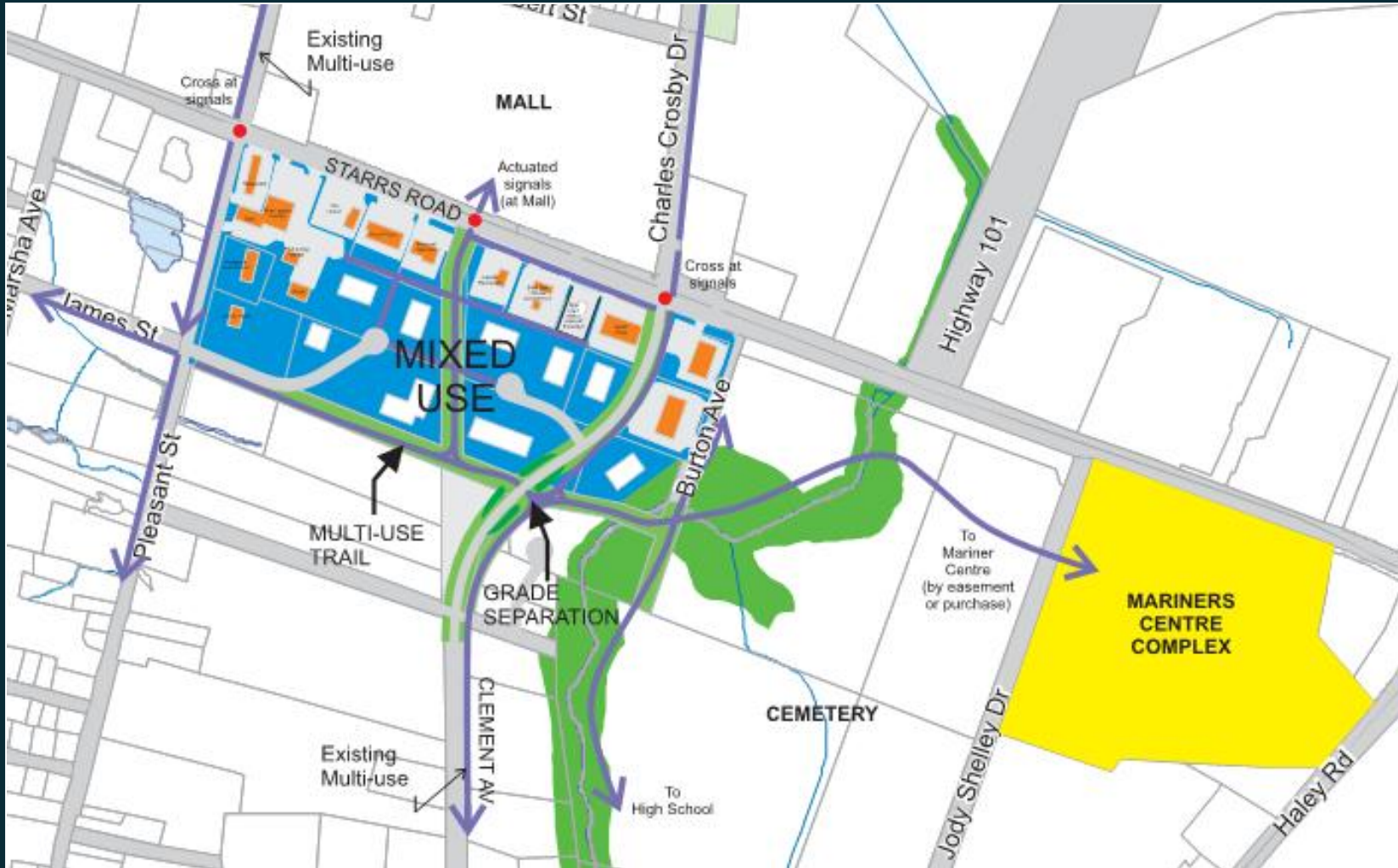
# Recommended Planning: Family Retention

- Planning Beyond the Car
  - Human Scale 8-80
- Economic Development Strategy
  - Support Global Business (Export)
  - Encourage Local Start-up & Expansion
- Flexible Housing Types
  - Types of Dwellings
  - Family Structures (In-Law Suites, etc.)



# Planning for Family Retention

## Create a nice place to live...



# Next Steps

- A Draft Strategy for the Public
  - More public participation
  - Further editing
- Complete & Adopt by March 201
  - Strong Document
  - Supports development
  - Represents feedback of stakeholders

# CREATING PLACES FOR PEOPLE

A **Community Strategy** for the **Town of Yarmouth**



Thank You

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