

# COMMERCIAL DEVELOPMENT PLAN

## REPORT CARD



**ADOPTED BY COUNCIL ON DECEMBER 18, 2006**

### PURPOSE

The goal for the Commercial Development Plan is to provide a document that addresses issues and reflects the needs of the next Municipal Planning Strategy and Land Use Bylaws.

The vision for the final Commercial Development Plan is one that is strategically based on the commercial downtown and identifies priorities, provides market and economic information, and helps to: Define Wolfville; Addresses what is happening with commercial development in the area; Provide an spatial design strategy; Establishes the kind of environment that is appropriate to the Town; and Addresses what complimentary/compatible business/clusters should be encouraged in the Town.

### COMPLETED/OPERATIONALIZED - 26%

Green planning and design principles were incorporated into the 2008 MPS and LUB and adopted a Sidewalk Café Bylaw

Upgrades were made to Main St and Front St to enhance the image of the town including decorative lights on Front St, redevelopment of Central Ave, and Town Centre

Updated a Parks and Open Space Master Plan and completed a Water Conservation Plan

The Town's watershed was converted into 747 acres of NS Nature Trust

Worked with the WBDC to implement a Façade Program

Implemented a Way-finding signage system

### IN-PROGRESS - 5%

Develop a Management Plan for the Dykelands

Review the activities of the WBDC on an annual basis with a focus on their mandate to create value for tax payers

Streamline the planning approvals process and regulate most matters through land use bylaw conditions and a regular development permit process.

Position Wolfville as a culinary destination

Work with key businesses such as grocery stores and pharmacies to ensure that they remain a viable part of the economy

Promote the region and attract high level employees such as doctors, lawyers, scientists, etc. with neighbouring municipalities

Create incentives for residents to walk downtown by providing benches, overhead canopies, street trees, entertainment, etc.

Encourage alternate forms of transportation

Look for opportunities to use landscaping downtown including planter boxes, street trees, planed sidewalk areas

Develop a Wireless Program for entire downtown

### NOT TO BE DONE - 12%

Develop a Sustainable Waste Management Plan

Investigate bringing University retail into the downtown and support the efforts of the Atlantic Theatre Festival

WBDC should sponsor a course to teach members about retail storefront design, customer service theory, window dressing, and storefront lighting design

### NOT COMPLETED - TO BE DONE - 5%

Develop a Sustainable Stormwater Management Plan

### MOVED FORWARD - 52%

Develop an Environmental Plan to identify areas that should be preserved from development and encourage development in areas not limited by carrying capacity.

Work with the University to determine the requirements for potential business spin offs

The MPS and LUB needs a strategy to deal with vacant properties in the town

Continue to encourage second and third floor residential units with future downtown development and infill of vacant lots with buildings.

Create and implement a streetscape master plan for downtown that would include new pedestrian amenities.

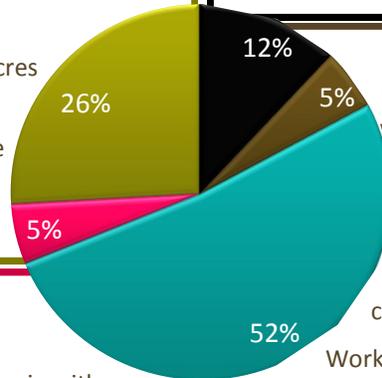
Institute a five year 'tax holiday' on the taxes that would be levied against increased assessments that result from new commercial construction, additions and renovations

Create a parkette adjacent to the street providing a pedestrian amenity and enhancing the streetscape

Work with property owners to explore the redevelopment potential of the block between the Tourist Bureau and Tim Hortons

Explore partnering with the University on a Welcome Centre

Investigate the potential of wind power on the dykelands



**The following recommendations are MOVED FORWARD to be considered in the Municipal Planning Strategy Review:**

- Rather than through a lengthy development agreement process, recommend most matters of concern be regulated through land use bylaw conditions and considered through a regular development permit process
- Focus on streamlining the planning approvals process so that existing and new business opportunities are not wasted
- The MPS and LUB needs a strategy to deal with vacant properties in the town
- Infill vacant lots with buildings
- Continue to encourage second and third floor residential units with future downtown development
- Create opportunities for more activity in the downtown to preserve expansion on valuable surrounding farmland
- Investigate the potential of wind power on the dykelands

**The following recommendations are MOVED FORWARD to be considered in the Economic Action Plan:**

- Work with the WBDC to identify and develop a small cultural facility/centre
- The Town and the WBDC should work with local businesses to reinforce the link to agricultural facilities, positioning Wolfville as the focus of a daytrip to the Valley from the Halifax region
- Position itself as a culinary destination - which might include the creation of a food and wine festival as part of the agriculture and artisan strategies
- Continue to work hard with key businesses such as grocery stores and pharmacies to ensure that they remain a viable part of the economy of downtown Wolfville
- Institute a five year 'tax holiday' on the taxes that would be levied against increased assessments that result from new commercial construction, additions and renovations
- Develop a wireless program for the entire downtown
- Explore partnering with the University on a Welcome Centre

**The following recommendations are MOVED FORWARD to be considered in the Downtown Development Plan (Imagine Our Downtown):**

- One of the very high priorities for Wolfville should be the creation and implementation of a streetscape master plan for downtown
- Wolfville would benefit from a concerted infill strategy for the downtown
- Create incentives for residents to walk downtown by providing benches, overhead canopies, street trees, entertainment and pedestrian friendly streets
- Improve waterfront trails and link trail networks into communities and University
- Work with the University to determine the requirements for potential business spin offs locating in the town
- The Town should work with Kings County and Kentville to promote region o attract and retain high level employees such as doctors, lawyers, scientists, professors etc.
- Work with property owners to explore the redevelopment potential of the block between the VIC and Tim Hortons
- One opportunity would be the creation of a parkette adjacent to the street - providing a pedestrian amenity and enhancing the streetscape

**Recommendations NOT TO BE DONE:**

- Support the efforts of the Atlantic Theatre Festival and offer to work with the Irving Centre on the preparation and Implementation of a Marketing Strategy
- Focus on small, high quality businesses that focus on niche products and customer service
- Develop a Sustainable Waste Management Plan for the downtown area
- WBDC should sponsor a course to teach members about retail storefront design, lighting design, customer service theory, etc.