



## ***PROJECTS ESSENTIAL TO THE DEVELOPMENT PATH IN THE VILLAGE ON MAIN***

### **VILLAGE ON MAIN (Main St. Dartmouth BID)**

#### **OVERVIEW**

The Village on Main (Main Street BID), is seeking support from the municipal government to further lay the groundwork for development by installing mitigation-focused strategies to create the best possible community moving forward. Thus far, the city has played a valuable role by aiding in securing form-based coding for the region, allowing the community to become a model for suburban transformation. Our Village and process has been displayed at multiple Atlantic and National Planning Conferences, giving the HRM Canada-wide exposure regarding our innovative and ground breaking development path.

The following document outlines the two projects the BID views as essential to the process: **a street design guide/policy** (complementary to the HRM Municipal Design Guidelines, the Nova Scotia Building Code Regulations, the 2006 Ekistics Main Street Design Project, and our Public Infrastructure Plan) and a **utilities services plan**. The former addresses the proper placement and appearance of infrastructure and features, most importantly utilities, whereas the latter determines whether existing capacity can match forecasted growth and consequent demand.

The Village on Main BID already functions under form-based code and therefore dictates the allowances for buildings that are regarded as-of-right within its boundaries. There are still, however, gaps in guidelines related to design features unrelated to the building that can be overlooked or allowed due to the fact that public consultation is not required. To limit negative reaction to development and to ensure the district and its developers adhere to an accepted design standard, the street design guideline (a document of architectural design controls) and the subsequent infrastructure research will determine how to physically transition between both the public and private properties in a manner that is seen positively by residents and stakeholders.

By outlining each design feature, the municipality consequently creates a list of priorities and needs for the Village on Main (Main Street designation) area. Knowing what is required and when (based on growth/demand timelines outlined below), the municipality can allocate funds for investments into the district's streetscape. Finally, this street design guideline may become a template for future large-scale development projects, such as construction on Spring Garden and Quinpool Road.

Attached as appendices to this document are forecasted growth timelines, with estimations of value-generating development milestones that vary based upon the rate of increased population density.

## **INFRASTRUCTURE WISH LIST PRIORITIES**

- Street Design Guideline: sparked initially by the need to create design policy for utilities (key priorities include use of concrete poles, placement of service laterals and easements, burying of utilities wiring including phone and electrical), the design controls can be used to create accessibility, open space, pedestrian circulation, landscaping, and safety standards (among others) that are appropriate for the Village on Main area.
- Utilities Services Plan: this incorporates a study to determine the capacity of water and sewer pipes in the region to determine if the existing infrastructure can handle increased demand from forecasted growth. If the capacity is found to be lacking, a plan must then be created to increase capacity and mitigate potential issues.

## **VALUE/ROI OF PROJECT**

- Getting the groundwork laid now speeds up the process and maps out the district's future, decreasing need for municipal oversight.
- Ensures that The Village on Main remains people centric (as per its community vision) by implementing community friendly design principles.
- Facilitates streetscape and open space planning through design uniformity.
- Create a template for how to develop an aesthetically appealing and community-focused design guide for comparable areas such as Quinpool and Spring Garden Road.
- Study measuring the value of utilities capacity demonstrates public sector focus upon development and will serve as catalyst to spur private sector investment.
- Increases accountability for utilities companies and minimizes future expenses to remediate potential overload issues by placing all development underground.

## **SHORT AND LONG TERM IMPACTS OF PROJECT**

### *Short Term*

- Immediate sign to developers that the municipality views the Village on Main as a project worth supporting and investing in, which will spur private sector investment and interest.
- Gaining political capital by sponsoring the creation of innovative template and guideline for future developments within the HRM.
- Will create a development template for communities outside the immediate HRM Centre Plan, potentially replicable for communities internationally
- Achieve municipal objectives while strengthening academic partnerships and by working with student teams to add value into non-profit sector and aid in youth engagement in Halifax's private sector.

### *Long Term*

- Will minimize community opposition towards complete community development and utilities installations. This opposition can be seen in case studies of Quinpool Road and Spring Garden Road.
- Will reduce expenditures related to installation of additional utility capacity as the regional population grows.
- Will provide the template for controlled growth in the Village on Main, with the municipality having guiding hand and stamp upon the ultimate success story of innovative development.
- Reduced capital investments long term regarding utilities negotiations, reduced bureaucracy and reduced supervision required from municipal agencies.

## APPENDICES

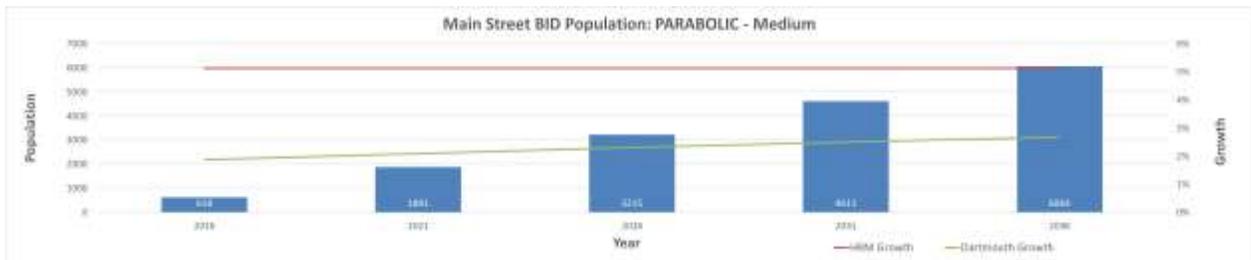
### 1) FORECASTED GROWTH TIMELINES

The following population timelines are the result of a forecasting model that takes into consideration past census population data and future growth expectation for the Halifax Regional Municipality and the City of Dartmouth. Please contact [welcome@villageonmain.ca](mailto:welcome@villageonmain.ca) if you require the data sheet.

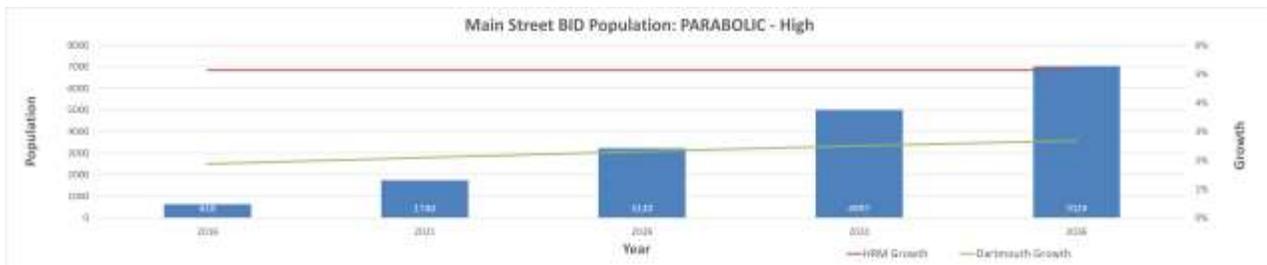
#### a) LINEAR GROWTH



#### b) MODERATE GROWTH



#### c) SIGNIFICANT GROWTH



## 2) POTENTIAL FOR ACADEMIC PARTNERSHIP

The Village on Main views this as an opportunity that can further develop partnerships moving forward for all relevant stakeholders. In an effort to reduce financial barriers, the Dartmouth Main Street BID identified an opportunity for a team of Masters of Planning students from Dalhousie University to work with the municipality to put together a preliminary Street Design Guide. This partnership will serve to

strengthen ties between municipal agencies and provide opportunities for students to get real world experience in a tangible project setting. Additionally, student contractors will allow for reduced overhead expenditures in a project budget, therein minimizing the financial burden for all parties.

### **3) TIMELINE (KEY POINTS)**

**Integration of comprehensive and accessible transit system:** The first step in designing a complete community is the development of a comprehensive multi-model transit system that serves all community members. The goal is developing this comprehensive transit system before development occurs to allow for increased walkability and accessibility. A 2016 study published at the University of Florida outlined the value of multi-modal transit, indicating that better served areas had happier and healthier residents in their communities.

**First development completed and occupied:** This milestone indicates a key step; the completion and occupation of the first development in the Village on Main. By breaking ground and seeing development occurring, it will serve as the catalyst to attract new developers into the area and will further the region's reputation as a vibrant community. Further, it will provide incentives for current property owners to pursue development options.

**Targeted threshold of private sector investment reached:** By demonstrating the commitment to creating an accessible region and showing marked progress with age friendly and accessibility initiatives already underway, the Village on Main expects to reach its targeted threshold of private sector investment in the region within the next 10 years. Currently, the Village is creating tools for developers and pursuing marketing avenues to best communicate our vision and facilitate this transition. This will take the form of the majority of properties being purchased with the intent to develop upon in the spirit of following the Village on Main brand.

**General street redesign:** We envision that, once a significant volume of development is occurring or has been formally announced, a redesign of the street will be in order to better espouse our shared values and accommodate the needs of the growing and expected population. This redesign will take place on all major roads, as well as consist of the installation of a "city centre" on Hartlen Street. The Street Design Guide will be the redesign tool, therefore it requires completion in early stages of growth.

**Further integration of social and commercial enterprises as development proceeds:** As the region is redeveloped by both the public and private landscape, zoning bylaws dictate that development must include commercial enterprises. The Village is also targeting residential facilities that offer middle class residents affordable quality. Businesses that fit within our Village on Main values, such as the over 40 health and wellness facilities in the region that are aiding in growing that target sector, will further shape the landscape in the creation of our complete and inclusive community for both business owners and residents.

**50% of development threshold reached:** A crucial milestone of success is when over 50% of the properties within the region are developed to fit within the Village on Main mission of creating a sustainable and inclusive community. Once this occurs, the Village on Main can officially be declared as a success to investors and the community.

**Development of Public Parks and Community Spaces:** The development of public parks and green spaces will occur throughout this development process. However, this marks the point where all green

and community spaces should be completed for further the accessibility and interaction between community members. Parks and community spaces have been shown to boost civic participation and engagement, a large component of becoming an inclusive and interactive community.

**Transition into global benchmark for sustainable communities:** The Village on Main is well-reputed to be a model for how to lay the groundwork for creating a sustainable community due to our unique form-based coding policies and regional-level project support. The final phase of the project will be realizing that potential. Once the Village is asserted to have been developed both privately and publicly and aligns more closely with the vision of the community, it can be seen as a model for a sustainable community globally and used as such.

#### **4) VILLAGE ON MAIN VISION & MISSION**

##### **Mission**

We're a business improvement district leading the transformation of our community into a village that blends commercial and residential opportunities with pedestrian-friendly living. We're putting people first - everything we do is run collaboratively for the community, by the community.

##### **Vision**

An inclusive and sustainable community where spaces and neighbours are welcoming and connected.