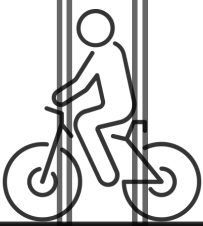




Connecting Communities

CREATING A SAFER AND MORE ACCESSIBLE MAINSTREET



**The Village
on Main**

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Who We Are



Village on Main Community Improvement District

The original business improvement district was formed as a non-profit in 2008 as the Main Street Dartmouth & Area Business Improvement District, and rebranded in 2015 as the Village on Main Community Improvement District. Located in the centre in the former city of Dartmouth, The Village on Main has lived up to the 'village' moniker, supporting the facilitation of a vibrant community focused on more than just business. Our logo, two overlapping speech bubbles, represent the respectful dialogue and cohesive nature of the district. The Village on Main takes steps to produce tangible results that make Main Street Dartmouth the best it can be in the image of the community. In that vein, their tagline is "Change is Good, Transformation is Better".

Main Street in Dartmouth has been a business hub since the 1950's. It survived before and after the boom of nearby MicMac Mall, and more recently is transforming into a community driven, walkable district with 'sticky streets'. The Village on Main currently contains over 60 health and wellness facilities, 5 churches, as part of over 180 businesses in a 1 kilometre radius. The organization promotes mixed use development, and valuing community enterprise to drive our sense of place.

Who We Are

Main Street in Dartmouth originated as a corridor between Downtown Dartmouth and the farming community of Preston to the east. It continues as an essential commuter route as it still sees over 40,000 vehicles pass through daily. Despite looking and feeling much the same way since the automobile oriented development pattern of the 70's shaped the area's growth, a spirit of transformation has taken hold. In 2007 a Main Street Streetscaping Plan was commissioned by Halifax Regional Municipality (HRM) and carried out Ekistics Planning and Design that radically reimagined the existing highway commercial feel of Main Street. The district's new vision is a "dense, mixed-use village core with great pedestrian spaces, goods and services and facilities that invite residents to walk or bicycle to obtain daily needs and, in so-doing, informally interact with their neighbours". This plan was subsequently adopted in principle by Halifax Regional Council in 2008.

Recent Initiatives like The Village on Main's Age Friendly Community Plan from 2017 and amendments to the Dartmouth Land-Use-Bylaw have sparked the Village on Main's transformation into a mixed use development with emphasis on becoming more active-transportation friendly. Now almost ten years underway, this community and pedestrian-focused rebranding has begun to shape the Village on Main into a neighbourhood hub.

Our Inspiration

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

VISION

Our vision is to create an intimate, walkable community whose mixed-use diversity of commercial and residential space creates an area for everyone. We want to be friendly, green, accessible, inclusive, and collaborate with our community to make sure everyone's voices are heard.

MISSION

We are a Community Improvement District (CID) leading the transformation of our suburban community into an urban village that blends commercial and residential opportunities. By putting people first, we are creating the freedom to develop friendly and open spaces in a collaborative way.

VALUES

The Village on Main has developed a set of values that all initiatives that we undertake must be:

SUSTAINABLE and **ACCESSIBLE**
FRIENDLY and **INCLUSIVE**
GREEN and **COLLABORATIVE**
AGE FRIENDLY

Our Inspiration

Strategic Goals

Governance and Membership

To build organizational capacity & strengthen the BID's ability to be responsive to constituents.

Marketing and Promotions

To improve the branding and marketing of the district and bring more pedestrian traffic into the area.

Advocacy

To provide constituents with a medium / mechanism for communicating collective concerns and interests to relevant parties, and for effecting positive change.

Enhanced Maintenance and Beautification

To enhance the experiences of visitors to the community, to enhance pride of place, to discourage vandalism, and to improve the street-level image of the district.

Safety and Security

To improve the sense of security and well-being in the area and surrounding areas, and to keep the community safer.

Business Recruitment and Retention –

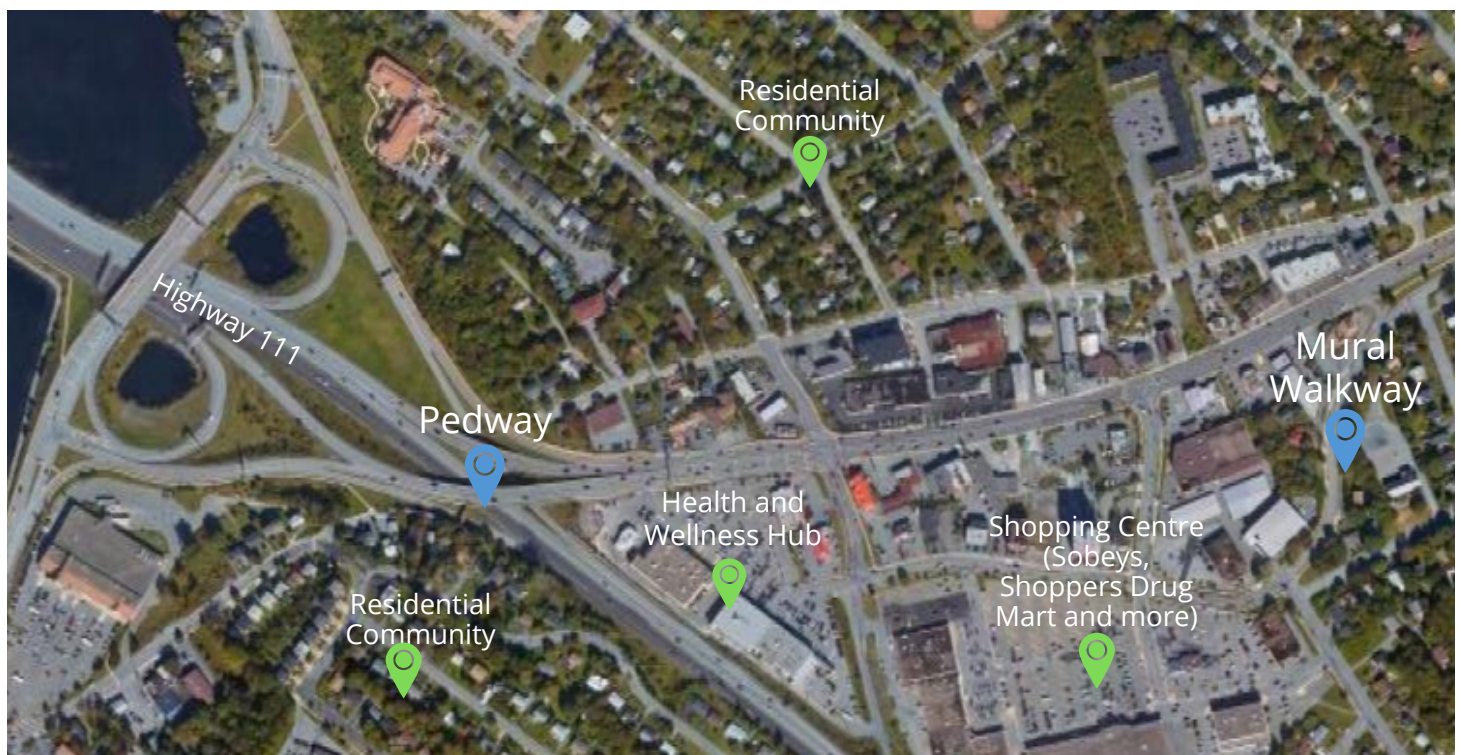
To promote a desirable business and service mix, to achieve vacancy reduction, to market to investors, and to attract financial incentives for new and expanding businesses

The Project

The Pedway & Mural Walkway

The Pedway that crosses over Highway 111 is a vital piece of infrastructure connecting communities in Dartmouth. It is the only pedestrian access to schools, churches, shops, restaurants, and the wide variety of essential health & wellness services that the Village on Main offers. Due to the current state of the pedway, it is largely underutilized, exposing missed opportunities that would benefit local residents and the community at large.

The mural walkway is located along Tacoma Drive, where many community members walk to access the range of amenities in the Village on Main.



Health and Wellness Services Include:

- Christ the King Parish
- Dartmouth Podiatry
- East Dartmouth Community Centre
- Inari Wellness
- Dartmouth Lions Club
- Kinsmen Club of Dartmouth
- Nova Scotia Community College
- Physiotherapy Function
- Prince Andrew High School
- St. Luke's Anglican Church

The Project

The Pedway

The rusted fence that encloses the pedway, as seen on page 7, contributes to a low perception of safety. Combined with the deteriorating concrete base, the pedway is not inviting, resulting in community members choosing alternative transportation methods to get to their destination. It contributes to more cars on the road, takes away from the community's sense of security and safety, and is an overall unsightly characteristic of our growing community. It is also in need of better lighting as the lack of visibility contributes to the unsafe stigma that is associated with the pedway.

While the structure itself is sound, the appearance of the pedway is challenging our ability to achieve the goals of becoming an accessible, sustainable, and inclusive community. An increased perception of safety and a better utilization of this space would allow for the pedway to be a functional focal point of the community. Improvements to this pedway are an integral part of improving pedestrian and cyclist safety, strengthening community connectivity, achieving greater accessibility and overall community health.

"Its too difficult to walk on, so I just use my car."

Community Senior

"Its creepy. I don't feel safe in it so I don't use it."

Local Student

"I have always told my kids to avoid it."

Mother of 3



The Project

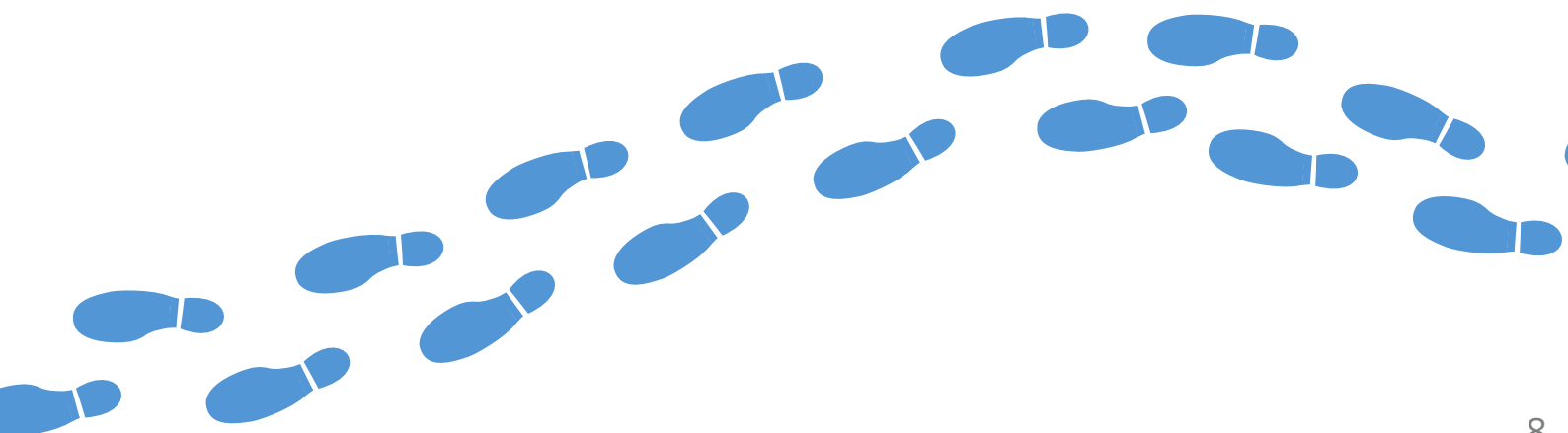
The Mural Walkway

During the Summer of 2020, we commissioned local artist Lynda McConnell to design a concept for a mural that would transform a 440' foot concrete wall along Tacoma Drive. The mural will not only represent the new sense of energy in our community but it will also add colour to the Village on Main and enhance the pedestrian experience.

By creating a colourful and modern mural we will announce to our community that the Village on Main is undergoing an exciting transformation and is becoming an increasingly vibrant community in HRM.

Lynda's colourful and eye-catching design captures the sense of life in The Village on Main, Darmouth, and Nova Scotia. Sections of the mural include; a veteran's tribute, rowing on Lake Banook and Lake Micmac, books authored by Nova Scotians, Mi'kmaq Medicine Wheel, LGBTQIA2S+ flag, and more.

The lack of lighting limits visibility along this walkway which limits its potential. This walkway provides crucial access to groceries, health services, restaurants, and shopping in The Village on Main. Not only does the dark street hide the vibrant mural, it creates an uninviting space for pedestrians.





The Project

The vision for this project is to transform this uninviting and underutilized pedway and mural walkway into a community focal point that benefits all members of the community and the city at large.

Goals

1

TO CREATE A VIBRANT COMMUNITY SPACE

Adapt to Public Health Guidelines

Public Health and Safety Guidelines are ever-changing as the pandemic unfolds, so our designs have been focused on the use of this outdoor space, which is a safer way to maintain the sense of a community while encouraging healthy living and active participation. The proposed outdoor pedway design maintains an open concept where the walls and roof consist of chain link fencing, allowing proper airflow, an essential aspect of managing the transmission of the COVID-19 virus. The design also incorporates activities along the pathway to promote a contactless interactive pedestrian experience.

Celebrate Community Identity

There are few public spaces in the Village on Main that have the opportunity to showcase and celebrate our local identity. Since the amalgamation of HRM in 1996, Dartmouth has lost its name as the 'City of Lakes' but residents maintain pride in that identity and we wanted to create a functional space that honours the unique Dartmouthian culture. We will engage the public to inform tasteful design elements that align with the pride and history of the area, including lakes and world-class paddling events. The lake-themed pedway will not only increase community connectivity and promote active participation in a COVID-19 safe environment, it will also serve as a vibrant and inviting community focal point. The mural is a new addition to the community that showcases our identity, better lighting is needed to help this mural shine.

The Project

Goals

2

TO IMPROVE COMMUNITY MOBILITY

Create Safe and Inviting Mobility Options

This project was born out of the need for improved mobility options around the community, and the biggest obstacle in the area is safety. There are some essential upgrades that need to be implemented into the pedway and the mural walkway for it to be safe for people to use every day in every part of the day. The pedway is structurally sound but it is unlit, has a neglected pathway surface, visibility is low both into and within the structure. These factors all contribute to an unpleasant pedestrian experience, leading to the underuse of the pedway. We propose to add solar-powered lighting, a convex safety mirror, resurface the damaged pathway, and add a webcam surveilling the pedway's length. The chief public concern about the pedway is its safety issues, and we propose to tackle them head-on.

In order for the pedway and mural walkway to be used to their full potential, it not only has to be safe but also gives off the perception of safety. The lack of lighting is one of the key causes of the stigma surrounding it. We have incorporated both fun and functional design elements that contribute to a safer and more inviting atmosphere. More lighting will draw attention to a safe pedestrian route, contributing to a safer, more active, and better-connected community. By taking additional safety measures and focusing on the community connection, the space will be more inviting and better utilized, both important parts of achieving our community goals of a healthier and more sustainable community.

The Project

Goals

2

Deliver a Range of Mobility Options

One of the biggest challenges facing the Village on Main is the major highway that crosses directly through the center of the community. With the majority of the physical infrastructure being vehicle-oriented, we need to maximize the few available active transportation opportunities. The Village on Main, the Dartmouth community, and The City of Halifax have focused attention on shifting towards a more active and accessible city. In 2017, The City of Halifax introduced the Integrated Mobility Plan, which states their goals of achieving 30% of all trips to be made by public or active transportation methods (Integrated Mobility Plan, 2017). We believe that upgrading this pedway and the mural walkway are important parts of helping The Village on Main and The City of Halifax reach their goal for a safer, more active, and better-connected community.

Provide Safe Community Connectivity

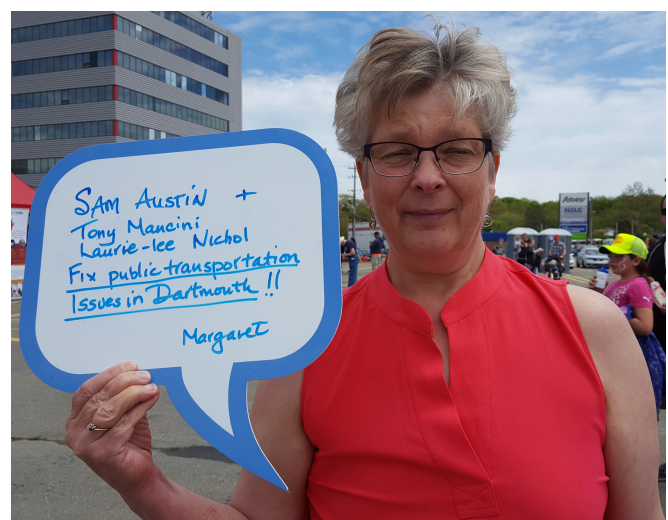
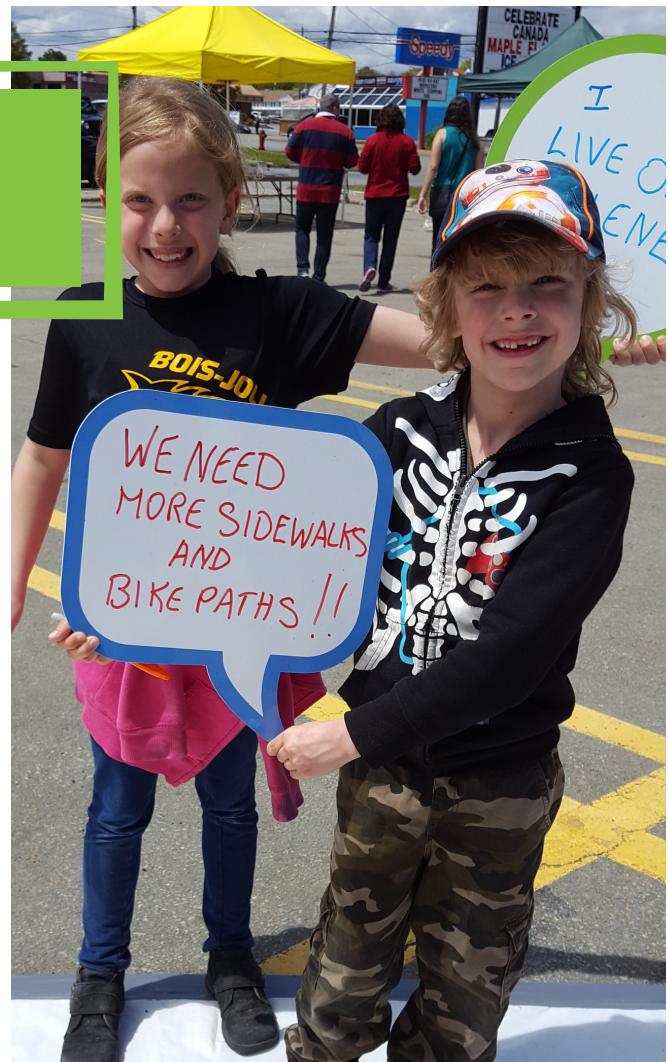
Within the 1km radius of our district, there are over 40 health & wellness facilities of which people from surrounding areas rely on. The pedway and mural walkway have the potential to be an accessible transportation option to better connect both Village on Main and greater Dartmouth East community members to their health & wellness facilities. The pedway is also a key connector to public transit options. As of now, the pedway and mural walkway are not providing the safe community connectivity that the Village on Main is aiming to achieve. The HRM Regional plan has designated the Main St. area as a high-growth area, so investing in it as the area grows will lay a foundation of active transportation options. This project is an important part of connecting our community to each other and the essential services they rely on.

Engagement

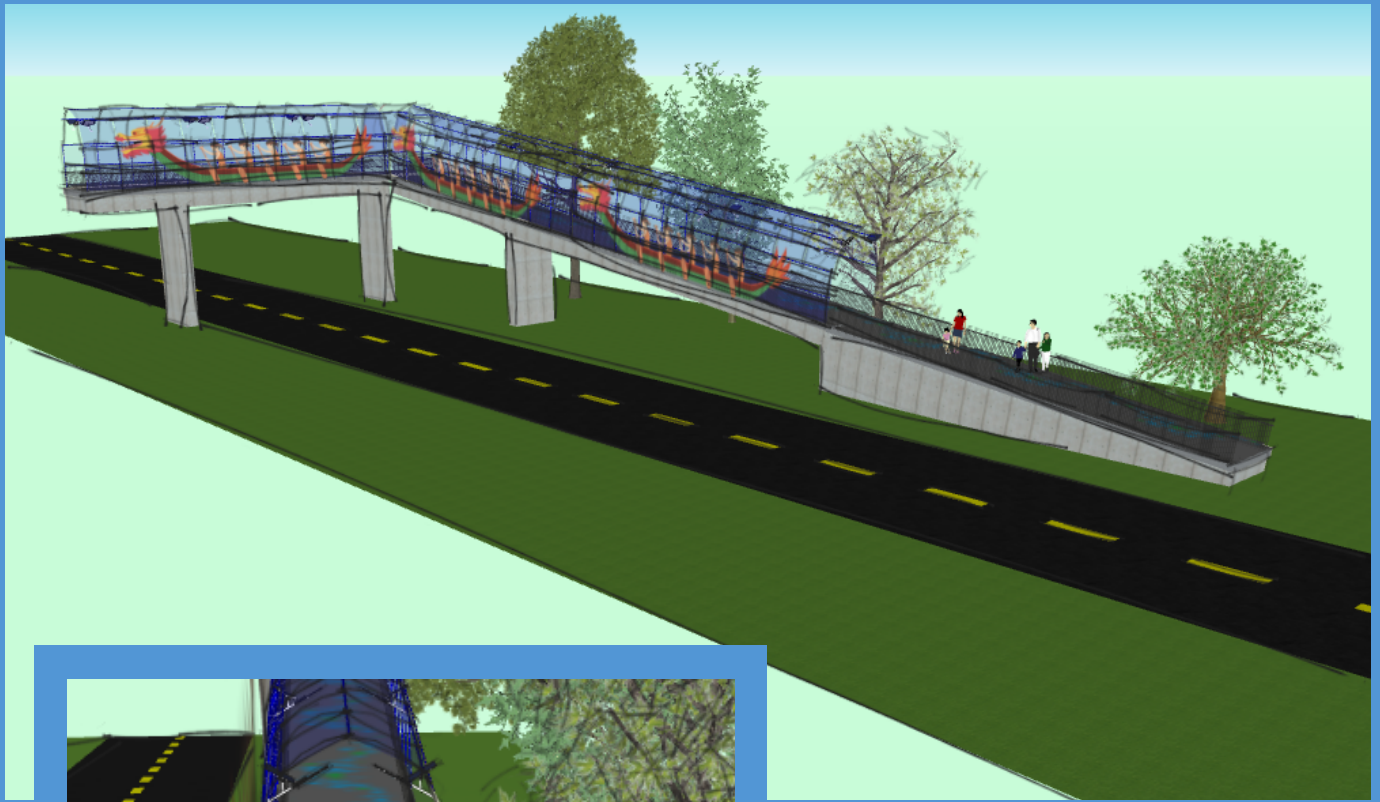
Engagement for this project has been ongoing for years. The pedway has a stigma surrounding it and public sentiment is that without significant change, the pedway will continue to be underutilized. Community members have told us that they either haven't heard of the pedway or actively avoid it. We have already heard from local residents, business owners, and politicians about the need for pedway and mural walkway improvements.

Based on our engagement thus far, we have created three design proposals that we believe reflect the history, identity, and needs of the community. The proposed designs (and some new ones) will be workshopped with community members to ensure that the pedway's and mural walkway improvement design truly aligns with the interests and needs of the community.

We have already substantial community support for this project. We have gathered and attached letters of support from local businesses, community organizations and politicians attached. Including local MLA, and walking advocacy groups. We listen to our community on all of our projects, holding many events throughout the year, so engagement is our identity.

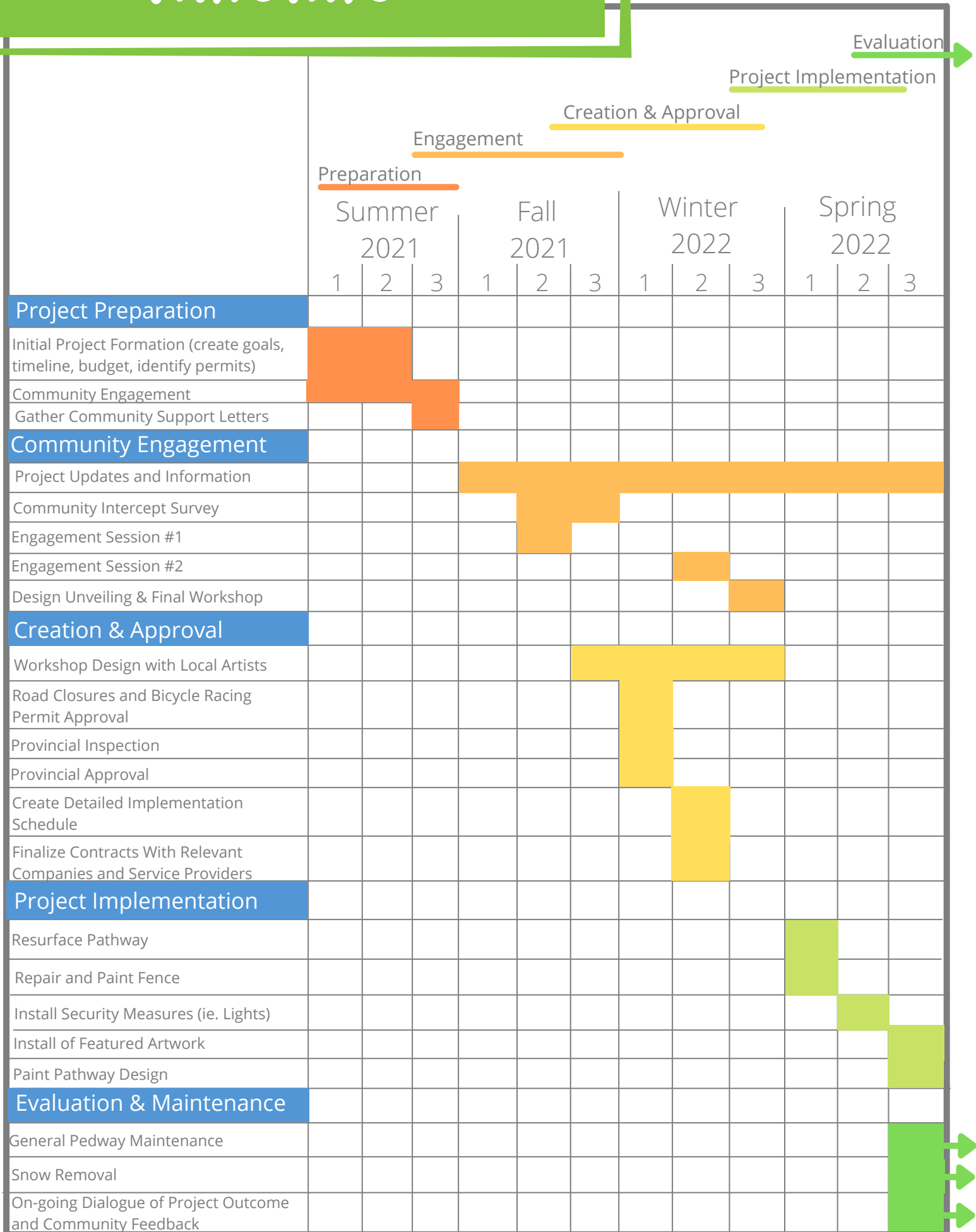


Project Designs



This projects will provide a vibrant public space that invites and excites pedestrians. These preliminary designs are inspired by Dartmouth, "City of Lakes", including dragon boats and interactive pathway art. A large portion of our public engagement process will involve finalizing a design that the community will be proud of. We have also been working closely with the province of Nova Scotia who are supportive of this style of design updates.

Timeline



Budget

Name of Item	# Of Items	Cost
Solar Powered Cameras	4	\$5,880
Solar Powered Lighting	15	\$19,200
Convex Mirror	1	\$400
Cameras, Lighting & Convex Mirror Installation	N/A	\$2,000
Artistic Redesign	N/A	\$22,000
Fence Repairs and Upgrade (Including Materials)	N/A	\$2,000
3 Days of Traffic Control	N/A	\$2,750
Concrete Repair	N/A	\$6,250
Part Time Planning Coordinator for Project Implementation	1	\$6,000
TOTAL		\$66,480



Please Support Us in Creating a More
Connected Community!



Thank you