

**Welcome to a Celebration  
of the  
Village on Main**

**MAIN STREET  
DARTMOUTH  
BUSINESS  
IMPROVEMENT  
DISTRICT**



**The Village  
on Main**

We are a **Business Improvement District** of approximately one kilometre radius with **new mixed-use bylaws**



# Current Board Members

- **Susan Casey - Scotiabank**
- **Joe Sampson - Royal Bank**
- **Ehab Madoukh - CBMAS**
- **Greg Fong - Garden View Restaurant**
- **Rakesh Malhotra - Classic Physiotherapy**
- **Rick Martell - EP Bligh TV**
- **Andrew Wilson - Salvation Army Community Church**
- **DR, Erin Kept-Sutherland - Choice Chiropractic**
- **Shawn Chaisson - Devencore, Atlantic**



# **New Businesses to The Village on Main in 2015**

- **Gunners Tattoo**
- **National Association of Federal Retirees**
- **FitPlus Martial Arts**
- **Spartan Nutrition**
- **Veterans Emergency Transition Services**
- **LiCo Bookkeeping**
- **Fresh 21 Café**
- **Risk Marcker Inc.**
- **Inkredible Skin Designs**
- **SCO Electric**
- **Creative Freedom & Design**



# New Businesses to The Village on Main in 2015:



**Gunner's  
Tattoo**

**73  
Tacoma Drive**



# New Businesses to The Village on Main in 2015:

**73  
Tacoma  
Drive**

**National  
Association of  
Federal Retirees**



# New Businesses to The Village on Main in 2015:

**133 Main  
Street**



**Fit Plus  
Martial Arts**



# New Businesses to The Village on Main in 2015

**175  
Main Street**

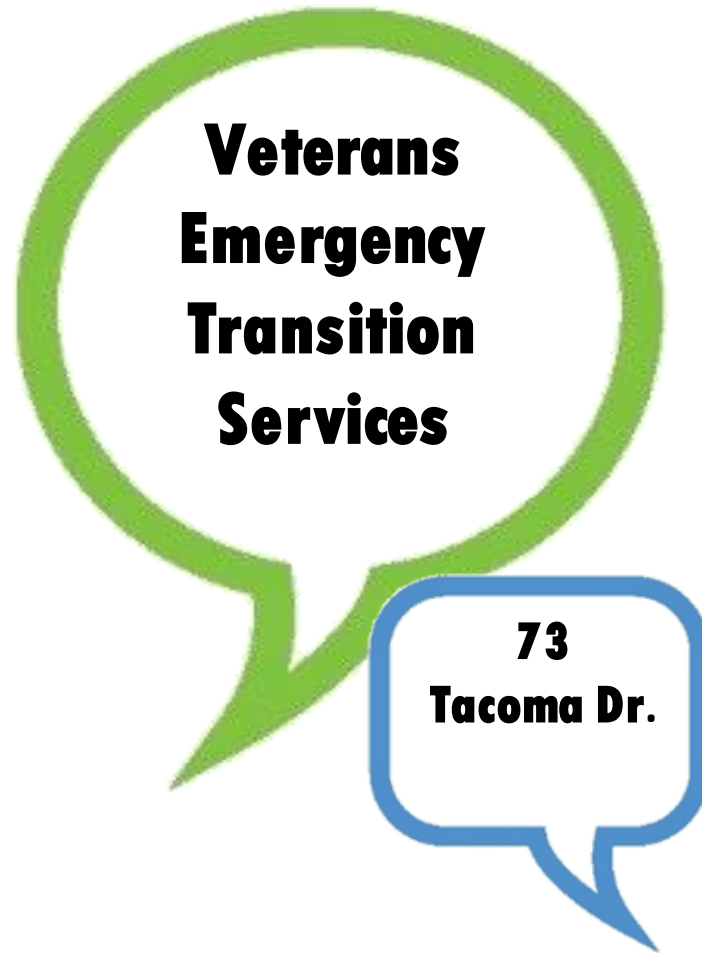


**Spartan  
Nutrition**

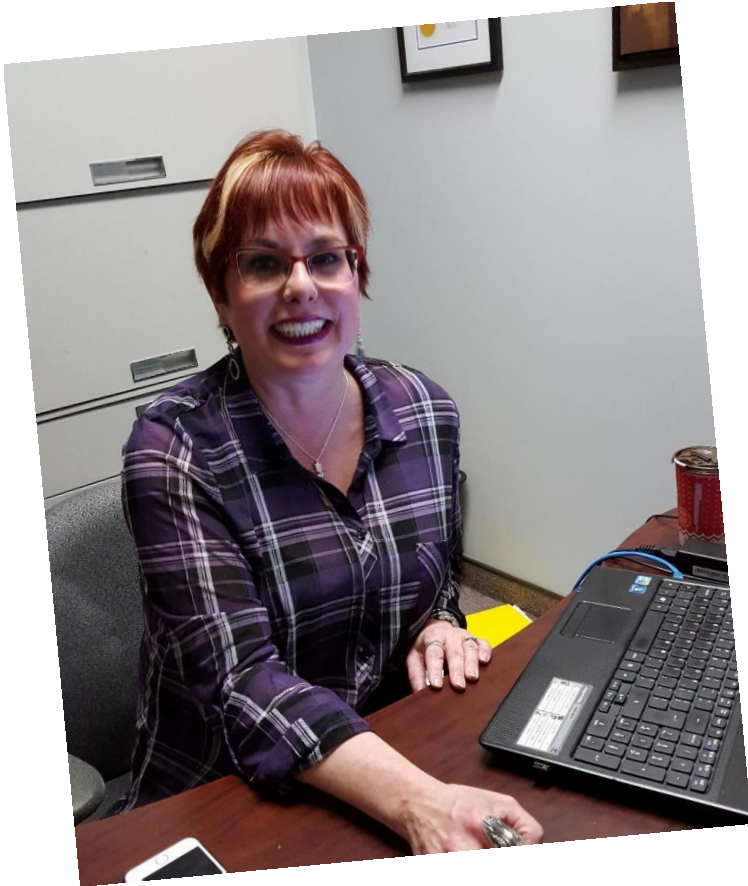




# New Businesses to The Village on Main in 2015:

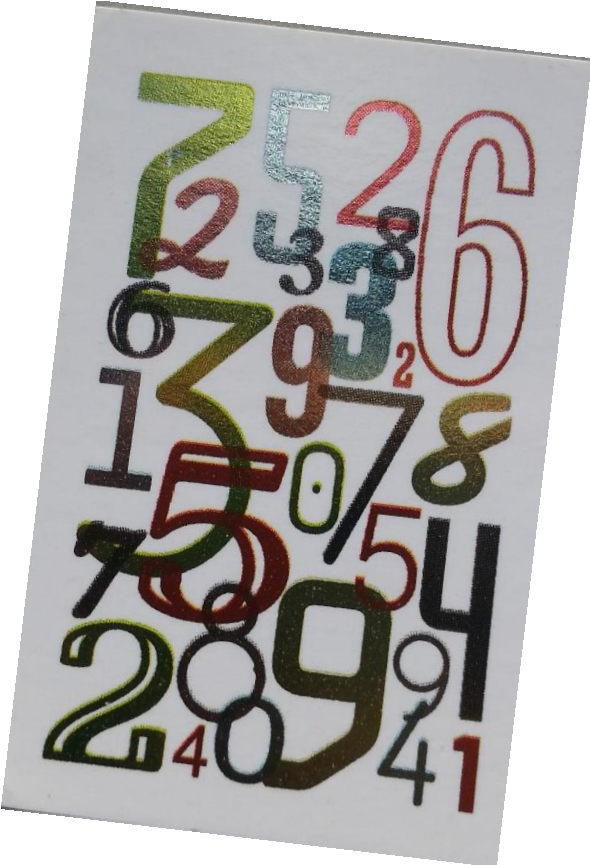


# New Businesses to The Village on Main in 2015



**LiCo  
Bookkeeping**

**175 Main  
Street**



# New Businesses to The Village on Main in 2015



# New Businesses to The Village on Main in 2015



**Risk  
Marcker  
Inc.**

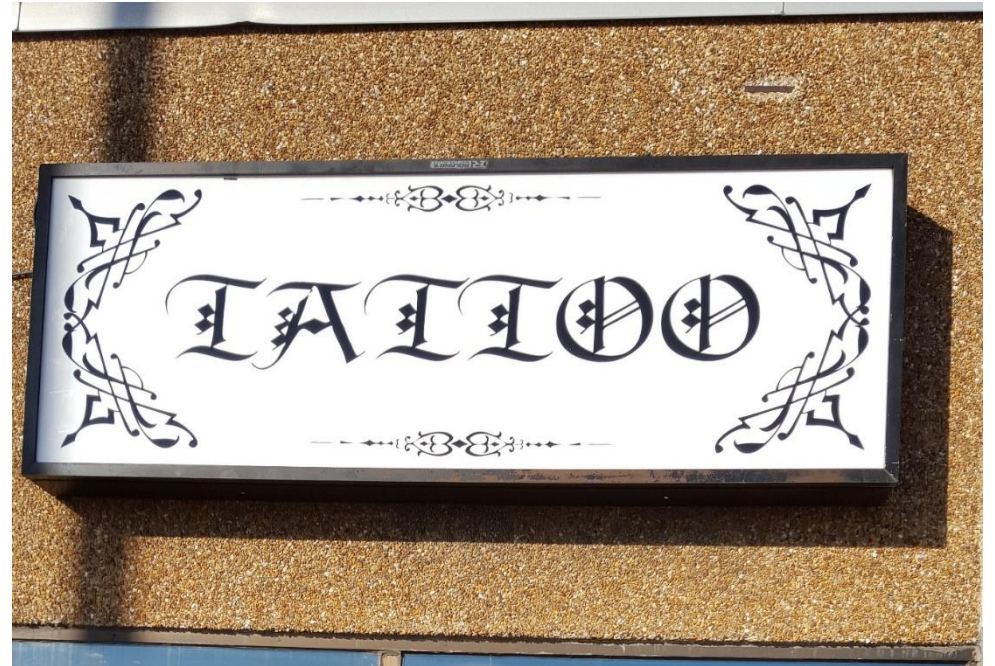
**175  
Main St.**



# New Businesses to The Village on Main in 2015

**Inkredible  
Skin Designs**

**169  
Main  
Street**



# New Businesses to The Village on Main in 2015



**SCO  
Electric Ltd.**

**73  
Tacoma  
Drive**



# New Businesses to The Village on Main in 2015

**Creative  
Freedom  
Marketing &  
Promotions**

**73  
Tacoma  
Drive**



**CF**

## Visible Improvements to Facade and Signage in 2015:

- **Tacoma Tower**
- **175 Main Street**
- **Stash Box**
- **Dave Doolittles**
- **NSCC**





# Visible Improvements to Facade and Signage in 2015:

**Tacoma  
Tower**



**Before**

# Visible Improvements to Facade and Signage in 2015:



**Tacoma  
Tower**

**After**



# Visible Improvements to Facade and Signage in 2015:

**175  
Main  
Street**

**Before**



**During**



 **The Village  
on Main**

# Visible Improvements to Facade and Signage in 2015:



**175  
Main  
Street**

**After**

# Visible Improvements to Facade and Signage in 2015:

**Before**



**Stashbox**

**After**



# Visible Improvements to Facade and Signage in 2015:

**Before**



**Dave  
Doolittle's**

**After**



# Visible Improvements to Facade and Signage in 2015:

**Before**



**NSCC  
Campus**

**After**



## **Businesses who have Expanded in 2015:**

- **Aabel Fuels**
- **Atlantic Sleep Therapeutics**
- **Queen Nails**
- **Westphal Pharmachoice**





# Businesses who have Expanded in 2015:



103 Main Street

Aabel Fuels



## Businesses who have Expanded in 2015:



**Atlantic Sleep  
Therapeutics' New Home  
at 50 Tacoma Drive**

# Businesses who have Expanded in 2015:



**Queen Nails & Spa**

**119 Main Street**



# Businesses who have Expanded in 2015:

**Westphal  
Pharmachoice**



**Old  
Location**



**New  
Location**

 **The Village  
on Main**

# New Development in 2015

**Before**



**46  
Lakecrest Dr.**

**During**



**Future**



 **The Village  
on Main**

**Teal Architects**

# Thanking Businesses, Organizations and Individuals who supported us in 2015

**EP Bligh TV**



**Marcus  
Garnet**

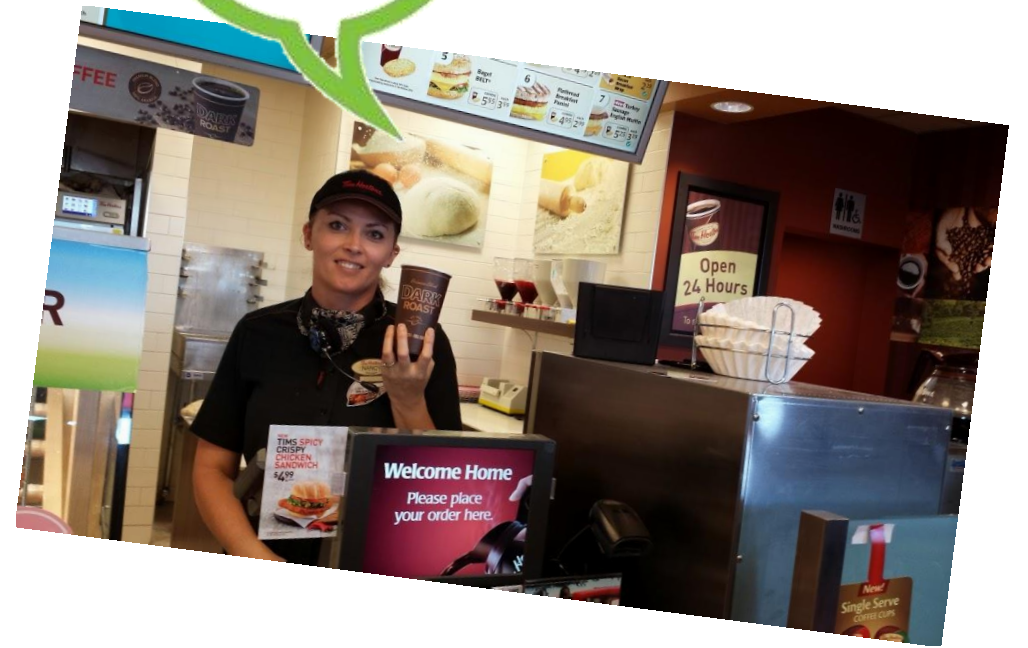


# Thanking Businesses, Organizations and Individuals who supported us in 2015

**Communications &  
Planning Team**



**Nancy Mitton,  
Tim Horton's**



# Thanking Businesses, Organizations and Individuals who supported us in 2015



**NSCC class from the 3D  
Modeling & Motion  
Capture CAPSTONE  
course, graduating 2015**



# Thanking Businesses, Organizations and Individuals who supported us in 2015



**Robert Chisholm,  
former MP**



**Darren Fisher,  
former HRM  
Councillor**



# Recognizing Past Board Members

- **Dan Anderson, Dairy Queen**
- **Ernie Arsenault, Smitty's**
- **Steve Breed, Tim Horton's**
- **John Dube, Family Music**
- **Angela Gloade, RBC Royal Bank**
- **Brice Guerin, THOT Business Solutions**
- **Heather Johnson, Smitty's**
- **Jim Knox, Remax Realty**
- **Thomas Nolte, formerly with Curves**
- **Ron Penny, Casey Rogers Chisholm Penny Duggan LLP**
- **Steve Vieau, formerly with The Hub Too**



# Recognizing Past Board Members



**Ernie Arsenault**



**Jim Knox**

# Recognizing Past Board Members



**Heather Johnson**



**Jim Knox and Steve Breed**

# Recognizing Past Board Members



**Ron Penny**



**Brice Guerin**

# Recognizing Past Board Members



**Steve Vieau and John Dube**



**Angela Gloade**

# Congratulations to the Award Winning Members of the Village on Main



**Glubes Audio Video Limited**

- **25 Years in Good Standing**  
**Better Business Bureau**



# Congratulations to the Award Winning Members of the Village on Main





# Congratulations to those who have received Professional Distinction

**Ehab Madoukh**

- **Certified Management Accountant Distinction**



# Highlights of 2015:

- **New branding to “Village on Main”**
- **New Web site**
- **Webcam on Main St.**
- **Transit Report**
- **Tax Reform for Small Business**
- **Developer Toolkit**
- **Presentation/Report for Active Transportation**
- **Presentation for Developers**

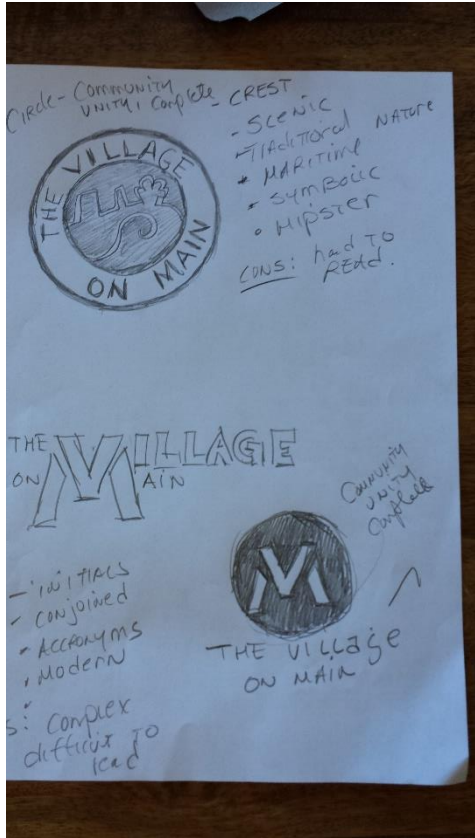


# From the Old Mainstreet Brand.....

**MAIN STREET**  
**Dartmouth** **BID**  
BUSINESS IMPROVEMENT DISTRICT



# On the way to the Creation of.....

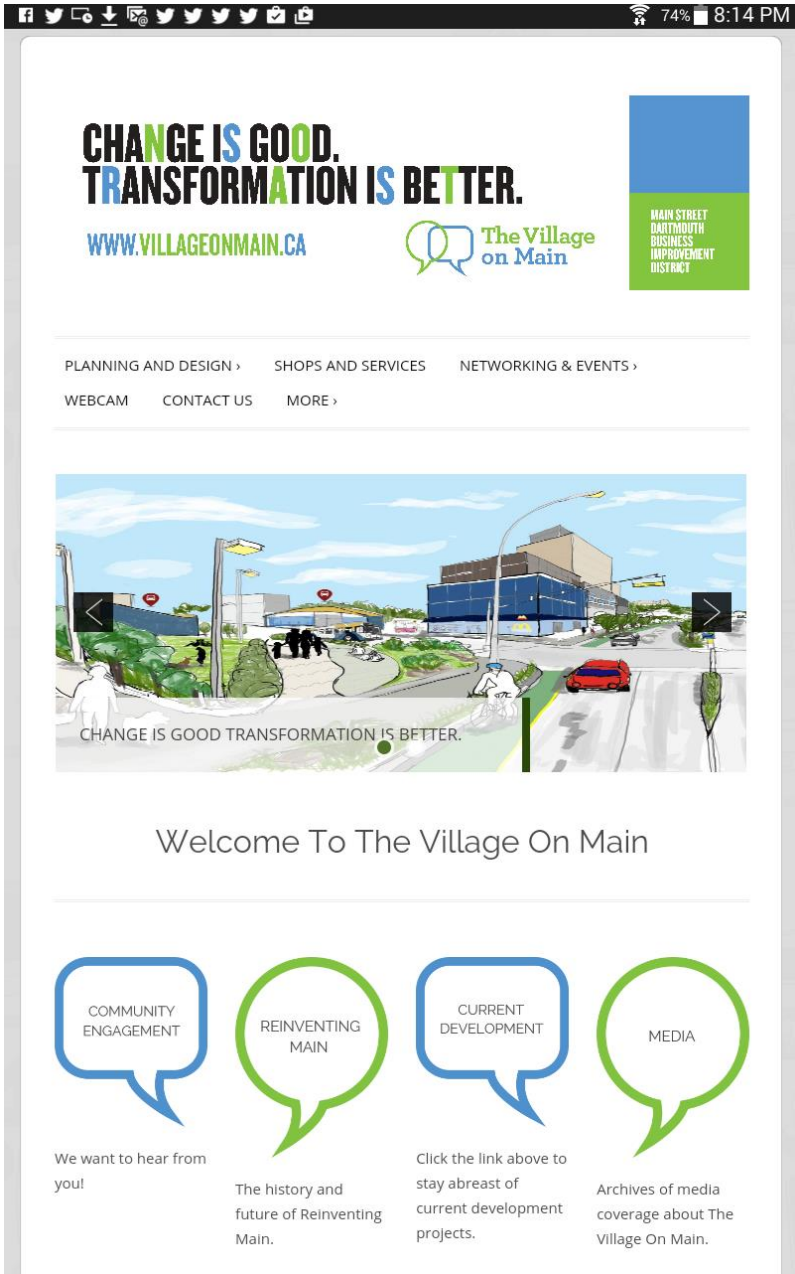


# ... our New Brand... “Village on Main”



# ... our New Branding of “Village on Main”





# New Web Site

**Home Page on our new web site**  
[www.villageonmain.ca](http://www.villageonmain.ca)

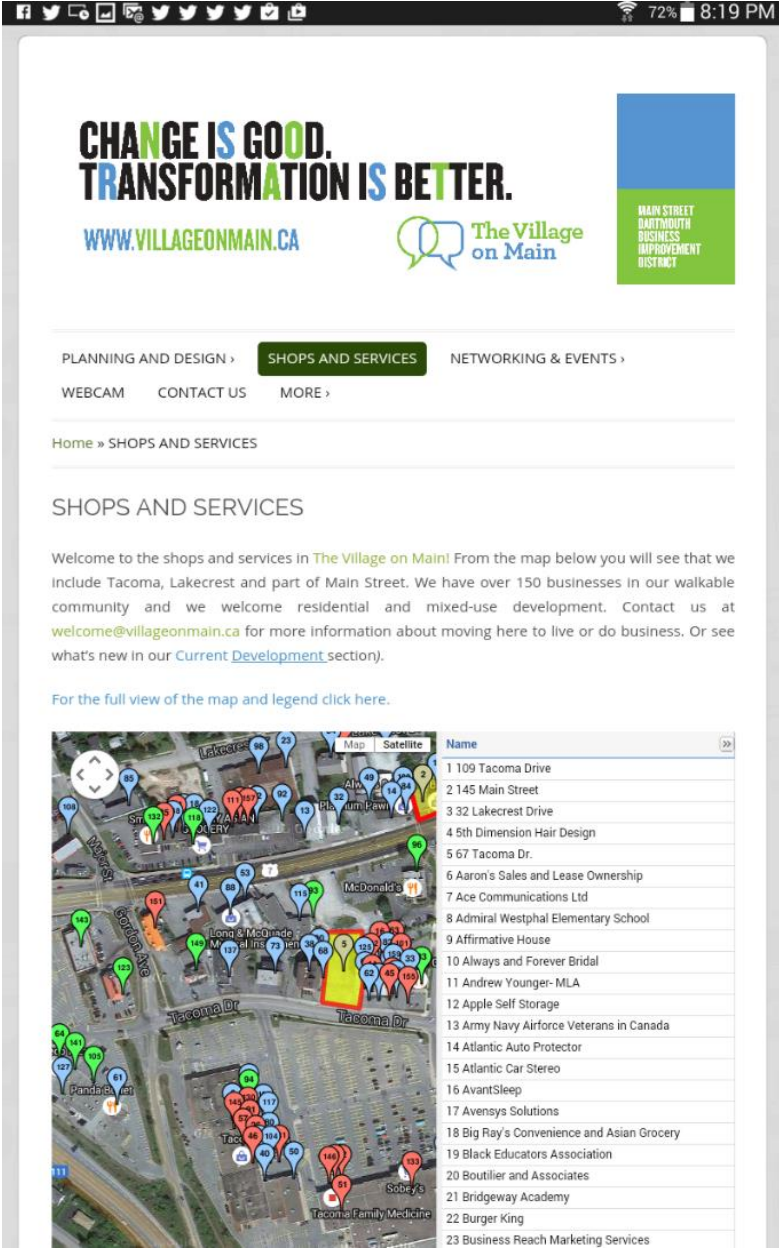
**Community Engagement is an important part of improving the Village on Main and we encourage everyone to share your thoughts and ideas!**



# New Web Site



**Web site also features an interactive map of the Shops & Services found in the Village on Main**



**CHANGE IS GOOD. TRANSFORMATION IS BETTER.**  
WWW.VILLAGIONMAIN.CA

**The Village on Main**  
MAIN STREET HARTFORDSHIRE BUSINESS IMPROVEMENT DISTRICT

PLANNING AND DESIGN > **SHOPS AND SERVICES** NETWORKING & EVENTS >  
WEBCAM CONTACT US MORE >

Home » SHOPS AND SERVICES

### SHOPS AND SERVICES

Welcome to the shops and services in **The Village on Main!** From the map below you will see that we include Tacoma, Lakecrest and part of Main Street. We have over 150 businesses in our walkable community and we welcome residential and mixed-use development. Contact us at [welcometo@villageonmain.ca](mailto:welcometo@villageonmain.ca) for more information about moving here to live or do business. Or see what's new in our [Current Development](#) section).

[For the full view of the map and legend click here.](#)

Map	Satellite	Name
		1 109 Tacoma Drive
		2 145 Main Street
		3 32 Lakecrest Drive
		4 5th Dimension Hair Design
		5 67 Tacoma Dr.
		6 Aaron's Sales and Lease Ownership
		7 Ace Communications Ltd
		8 Admiral Westphal Elementary School
		9 Affirmative House
		10 Always and Forever Bridal
		11 Andrew Younger- MLA
		12 Apple Self Storage
		13 Army Navy Airforce Veterans in Canada
		14 Atlantic Auto Protector
		15 Atlantic Car Stereo
		16 AvantSleep
		17 Avensys Solutions
		18 Big Ray's Convenience and Asian Grocery
		19 Black Educators Association
		20 Boutilier and Associates
		21 Bridgeway Academy
		22 Burger King
		23 Business Reach Marketing Services



# Webcam on

## [www.villageonmain.ca](http://www.villageonmain.ca)

CHANGE IS GOOD.  
TRANSFORMATION IS BETTER.

[WWW.VILLAGEONMAIN.CA](http://WWW.VILLAGEONMAIN.CA)



- PLANNING AND DESIGN >
- SHOPS AND SERVICES
- NETWORKING & EVENTS >
- WEBCAM**
- CONTACT US
- MORE >

Home > WEBCAM

## WEBCAM

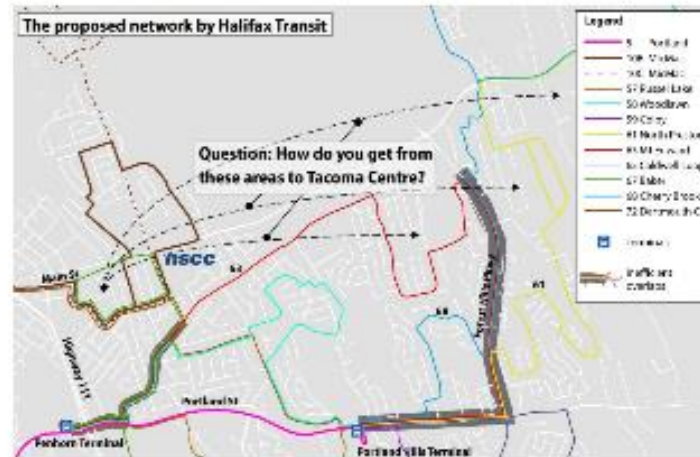
Since we are situated on Main Street, one of Dartmouth's two arterial roads, we are pleased to share our community webcams so that you can check on traffic and road conditions.



# Transit Report



**Our top two priority recommendations:** We are hopeful these two recommendations will be included in the new transit design to be released soon. Stay tuned!



Public Consultation Response to the Moving Forward Together. **Draft Plan.**

Transit Vision for the Main Street Dartmouth Area

Graziella Grbac, Executive Director  
Paul Dec, Urban Planning Consultant

on behalf of all members of the

Main Street Dartmouth and Area Business Improvement Association  
Suite 208 - 175 Main Street  
Dartmouth, Nova Scotia B2X 1S1

Cover picture: Amy Chen

MAIN STREET BUSINESS IMPROVEMENT DISTRICT

# Tax Reform for Small Business

## Statement on the necessity for property tax revision:

September 18, 2015  
Paul Dec on behalf of

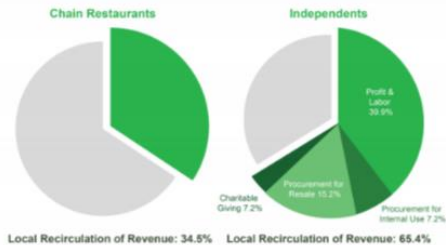


### Background and importance

Building a strong economy in Nova Scotia begins with local businesses. "Small businesses contribute to local economies by bringing growth and innovation to the community in which the business is established" (Brown, 2015). Locally owned and operated businesses play a significant role in keeping capital and revenue in the province, and create benefits to the community by securing the long term tax base. Small and medium enterprises from Nova Scotia that are rooted in an area they call home are more likely to reinvest profits into local business start-ups or expansions than national or international corporations.

A study conducted in the US State of Maine found that local businesses spend 55.3% of their revenue within the state and 44.6% of the total revenue remain at the business' location or in a neighbouring county. Large enterprises were found to leave only 14.4 percent within the State (Institute for Self-Reliance, 2003). A similar study in Texas revealed almost an almost identical situation (Writing, 2015).

### Local Benefit of Indie v. Chain Restaurants



\*Compiled results from nine studies by Civic Economics, 2012. www.civiceconomics.com  
Graph by American Independent Business Alliance. AMIBA.net

Chart 1: Research on Individual and Chain Restaurants from the US (AIBA, 2012)

### 1. Mechanism: The inflationary property assessment based taxation



Area	Assessment per sqft
Bayers Lake	16.35
Downtown Dartmouth	31.84
Village on Main	34.56
Dartmouth Crossing	38.43
North End	67.04
Quinpool Rd	98.70
Downtown Halifax	273.22
Spring Garden	292.48

Table 1: Average Property assessments per sq ft

The current taxation policy derives the taxable amount for each property directly from the assessment value. As pointed out in table 1, the majority of BIDs in Halifax are well above the average taxation of properties in business parks. This is a questionable practice, as several studies about the land use patterns in the Halifax Regional Municipality have proven that suburban development creates higher servicing cost: most notably the Stantec report as well as the Sustainable Prosperity Study (see chart 2)



Chart 2: Comparison of Municipal Expenses in the Halifax Regional Municipality

September 18, 2015

Paul Dec on behalf of the Village on Main Business Improvement District



# Developer Toolkit



Cristina Gbiac, Executive Director  
 Ross Grant, Student Planning Officer  
 Paul Dec, Urban Planning Consultant

On behalf of all members of Main Street Dartmouth  
 and Area Business Improvement Association  
 Suite 208-175 Main Street  
 Dartmouth, Nova Scotia, B2X 1S1



## The Village on Main

## BUILDING A COMPLETE COMMUNITY NOW

### A COMPLETE COMMUNITY

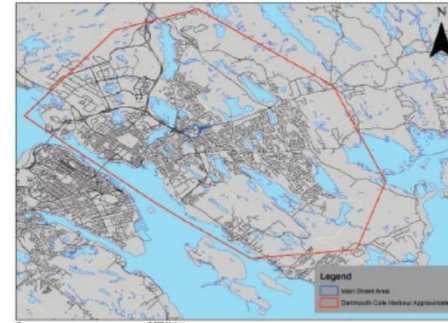
In 2013 the Halifax Regional Municipality (HRM) enacted impressive by-law amendments with the intent to increase residential and commercial density within the 3km square Main Street Dartmouth Area, now known as "The Village on Main". The by-laws, along with streetscape and infrastructure improvements for pedestrians and bicycles, will create a "complete community"- a community designed to encourage residents and shoppers to obtain their daily needs by walking or cycling. There are many advantages to this pattern of development for developers, residents and business owners. This information package outlines the exciting possibilities for development in The Village on Main.

The Village already provides many of the services that a community requires. With over 40 health and wellness businesses, and a diverse mix of commercial and retail business, and churches as well as schools from elementary to college, the Village on Main is already very walkable.

### CENTRAL AND CONNECTED

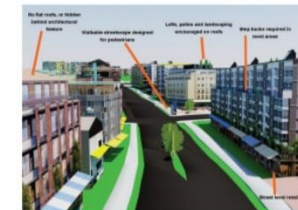
Situated in the geographic center of Dartmouth-Cole Harbour The Village on Main is surrounded by a population of approximately 95,000- roughly 10% of Nova Scotia's population. Pictured here, this area is entirely accessible by car within 10 minutes. The population density of this area is among the highest in Eastern Canada. Just outside Dartmouth the Halifax Peninsula has a population of about 60,000.

The 111 highway connects the area to the Halifax International Airport within 20 minutes. Downtown Dartmouth is a short 10 minute drive away while a trip to Halifax is about 15 minutes. Main Street connects to many other Eastern Dartmouth and Cole Harbour Communities. Several transit routes connect the area to the rest of metropolitan Halifax.



## ATTRACTIVE STREETSCAPES AND THE VILLAGE APPEAL

The Village on Main also has several architectural guidelines which will create attractive streetscapes. In addition to these guidelines the Business Improvement District (BID) has a mandate to improve the streetscape and other services in the area. Recently the BID has advocated for bike lanes, improved transit connectors, tree planting and bench installations in the area. The BID offers a unique advocacy unit which will improve the walkability and atmosphere of the Village on Main over time. As the area becomes more walkable and visually appealing developing in the area will become more attractive as well. The image below shows how the streetscape along Main Street will look according to the by-law.



The community that will develop as a result of the by-laws will be attractive to both seniors and millennials. Research indicates that baby boomers and millennials prefer living in apartments and condos to single detached homes. The Village on Main is also positioned to capture a more socially-conscious consumer in the 19-35 age range who is not interested in commuting to and from work in a car. This group is also attracted to living situations where they can obtain their daily needs without using a car. The by-laws for the Main Street Area aim to produce exactly this kind of development.

## CURRENT OPPORTUNITIES FOR DEVELOPMENT



<b>32 LAKECREST DRIVE</b> As of Right Development Opportunity Property size: 12,000 sq ft Building Footprint: 7,026 sq ft Building Type: Apartment Building Floors above ground: 4 Estimated sq footage: 28,130 sq ft	<b>67 TACOMA DRIVE</b> As of Right Development Opportunity Property size: 31,084 sq ft Building Footprint: 19,874 sq ft Building Type: Commercial / Residential Floors above ground: 8 Estimated sq footage: 158,996 sq ft
<b>145 MAIN STREET</b> As of Right Development Opportunity Property size: 14,482 sq ft Building Footprint: 9,688 sq ft Building Type: Commercial / Residential Floors above ground: 7 Estimated sq footage: 67,820 sq ft	<b>109 TACOMA DRIVE</b> As of Right Development Opportunity Property size: 14,242 sq ft Building Footprint: 8,011 sq ft Building Type: Apartment Building Floors above ground: 4 Estimated sq footage: 32,045 sq ft

# Presentation/Report for Active Transportation



Active Transportation Needs  
In the Village on Main

**The full presentation on  
Active Transportation can be found  
on our web site  
Under the Planning & Development  
Tab**



# Presentation for Developers

**Information for prospective developers and investors**

**The full presentation for Developers can be found on our web site under the **Planning & Development Tab****



# What to expect in 2016



- **More Business Skills Training**
- **Bike Fix-it Station**
- **News on Chebucto Ford property**
- **Sale of current properties on the market**
- **Better Transit....hopefully**
- **Village Festival – June 4<sup>th</sup> with Parade in Tribute To Veterans and Those Who Serve**

# More Business Skills Training





# Bike Fix-It Station



**A bike fix-it station similar to this one is scheduled to be installed in the Spring of 2016!**

**Thanks to our former Councillor Darren Fisher for providing the funding.**

# News on Chebucto Ford Dealership Property



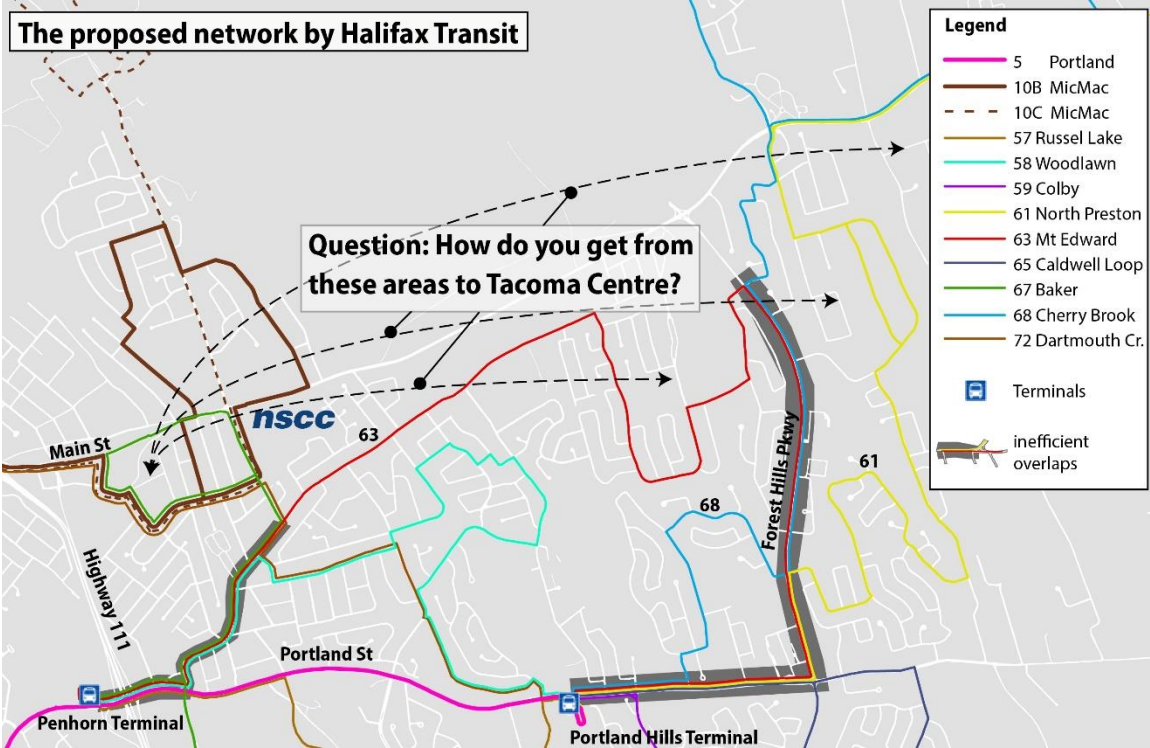
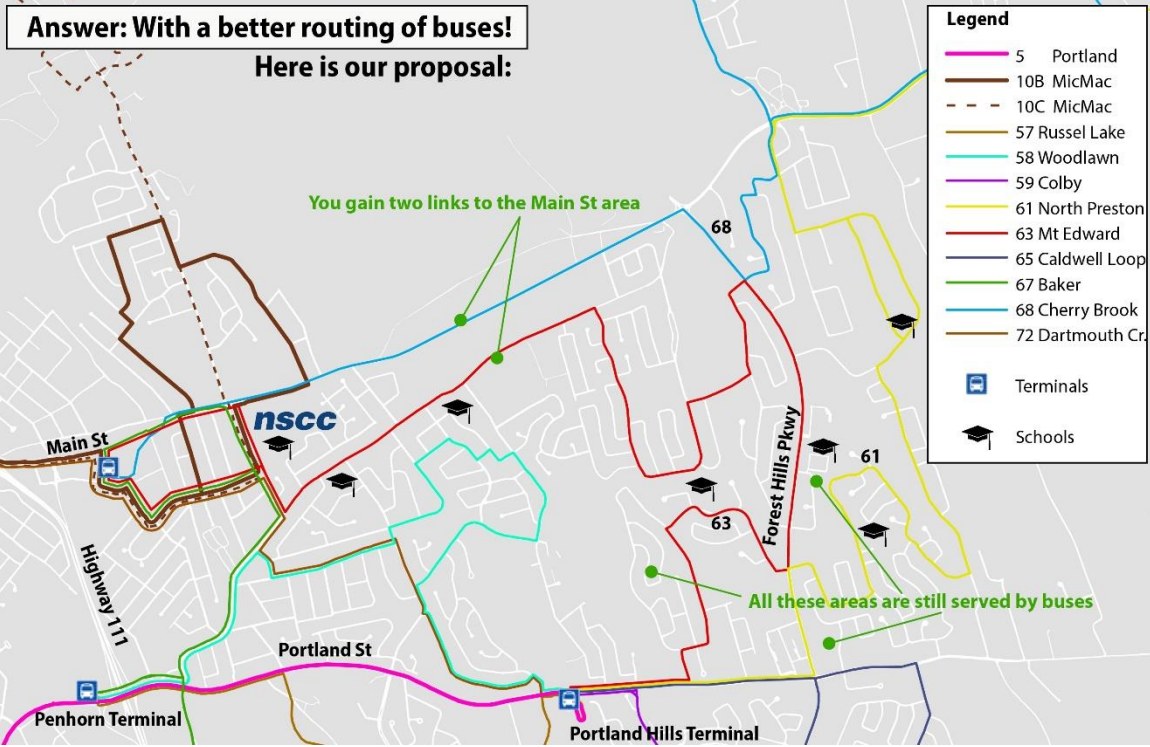
# Sale of Current Properties on the Market



**67  
Tacoma  
Drive**



# Better Transit.... hopefully



# Village Festival – June 4<sup>th</sup> with Parade in Tribute To Veterans and Those Who Serve



# Village Festival – June 4<sup>th</sup> with Parade in Tribute To Veterans and Those Who Serve



# Village Festival – June 4<sup>th</sup> with Parade in Tribute To Veterans and Those Who Serve



**For additional Information about the Village  
on Main, please continue to explore our web  
site.....**

**[www.villageonmain.ca](http://www.villageonmain.ca)**

**Sign up for our  
monthly  
Newsletter**

**Follow us on  
Facebook  
and Twitter...**



**The Village  
on Main**