




MAIN ST. B.I.D.: STRATEGY FOR BETTER PUBLIC TRANSIT

9.3.1
COMMUNITY COUNCIL HARBOUR EAST MARINE DRIVE
FEB 5, 2015

HISTORY OF MAIN ST. BID:

- **Jan. 2008 HRM Council approves “Main Street Dartmouth Planning Vision and Streetscape Concept”**
 - **March 2009 BID established**
 - **2009 – 2011 HRM supports BID: re-zoning C-3 to C-2 & streetscape improvements – trees, sidewalk, pocket park, way sign and LED lighting**
 - **2011 – 2014: pole wraps, pole banners, litter and graffiti control, community partnerships, networking, yearly parade, sense of community, engaged membership**
 - **2013: Main Street Designation within the Dartmouth Municipal Planning Strategy approved by Council**
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5:10 MAIN STREET DESIGNATION

Pg 90: Dartmouth Municipal Planning Strategy

“There are three key objectives to this Designation:

- ☐ **Foster incremental development of a mixed-use town centre;**
- ☐ **Focus housing close to shops, services, employment and [transit](#); and**
- ☐ **Encourage walkable streetscapes. “**



NEXT STEP: COMPLETE COMMUNITY

PHYSICAL

- *Main St.
Designation*
- *Branding:
(banners, way
sign, pole wraps)*
- *Website, brochure*

COMMUNITY

- *Social media*
- *Events: (parade,
networking)*
- *Partnerships;
(nsc, Our HRM
Alliance, IMTB, BID
membership)*

MIXED-USE BYLAWS; FORM BASED CODING

- **Encourage residential development**
- **Promotes density through affordable quality housing**
- **Expand on existing mix of services**
- **Be innovative with the surrounding residential needs (seniors and families transitioning)**



SOCIAL ENTERPRISE MODELS


- **Affirmative Industries: Horizon on Main, Common Values**
- **Garden View Restaurant: Village**



CHURCHES:

- **St. Lukes Anglican**
 - **Stevens Road United Baptist**
 - **St. Thomas More Catholic**
 - **Salvation Army Dartmouth Community Ministries**
 - **Seventh Day Adventist**
 - **New Hope Community**
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SCHOOLS:

- **ELEMENTARY: Admiral Westphal**
 - **JUNIOR HIGH: Caledonia Rd**
 - **HIGH SCHOOL: Prince Andrew**
 - **COLLEGE: NSCC Akerley**
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Our 45 Health & Wellness Services in the Main Street Business District

Doctors

Dr. Adele Belliveau Dr. Bond Dr. Susan Webster
Dr. Gordon R. Mahaney Dr. Sanders

Clinics

Woodlawn Medical Clinic (30 doctors)
Tacoma Family Medicine (9 doctors)
East Dartmouth Community Health Team (0 doctors)

Chiropractic / Physiotherapy / Massage

Choice Chiropractic and Integrated Health Center
Classic Physiotherapy and Work Rehabilitation Center
The Physioclinic
Massage Addict
Decus Massage Centre

Dental/Orthodontics

Happy Smiles Dental Hygiene Dr. John Miller, Dentistry Inc.
Schaefer Dental Lab Dr. Gene Jensen Orthodontics Inc.
Granville Dental Office Lovett Stone Denture Clinic
Dr. San. Fung B.Sc., DDS Tacoma Dental

Pharmacy

Sobeys Pharmacy Pharmachoice
Shoppers Drug Mart Lawton's Drugs

Fitness

Metro Karate Training Center Way Less Curves
Sunrise Yoga Fit Plus Martial Arts YMCA

Pet Healthcare

Pet Value
Global Pet Foods
Dartmouth Veterinary Hosp.

Sleep Clinics

Atlantic Sleep Apnea
Avant Sleep
MedSleep

Eye Care

Family Vision Clinic
IC Optical

Caregiving

Nightingale Nursing Services
Clamar Residential Care Facility

Non-Profit Advocacy

Affirmative House
Canadian Celiac Association
(Halifax Chapter)

Wellness; Other

Holistic Beauty & Wellness
by Kristy
Popeye's Supplements

  Like
mainstreetdartmouth

 shop_mainstreet

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Dartmouth, NS • B2X 1S1
(902) 407-3533
info@mainstreetBID.com

www.ShopMainStreetDartmouth.com



BID COMMUNITY BENEFITS:

- **Marketing:** over 3500 social media followers
- **Recognition:** 17 new businesses 2012- 2014
- **Branding:** mascot, signage, BID Bucks, etc
- **Networking:** monthly within district; Engaged community
- **Partnership projects:** NSCC bike racks
- **Business Skills Training:** marketing, social media, coaching, essential skills
- **Yearly events:** Parade In Tribute to Veterans and Those Who Serve, Fiddle Festival



DIVERSE DEMOGRAPHICS:

- **Aging population** living in adjacent bungalows
- **Young families** with children in Elementary, Junior High, High School
- Salvation Army Ministries and Store serve **families and low income**
- Black Educators Association, Sylvain Learning, Common Values serve **diverse** population of **all ages**, many youth and young adults.
- Army Navy Airforce Club and Claymare serve **seniors**



COMPLETE COMMUNITY

WWW.COMPLETECOMMUNITIES.ORG



***...”ONE THAT INCORPORATES ELEMENTS THAT
CONTRIBUTE TO THE QUALITY AND CHARACTER OF
THE PLACES WHERE PEOPLE LIVE, WORK, MOVE
AND THRIVE”***

www.completecommunities.org



COMPLETE COMMUNITY:

***“one that
incorporates
elements that
contribute to the
quality and
character of the
places where
people live,
work, move and
thrive”***

LIVING –

to create and
preserve
communities that
provide affordable
housing,
integrated
transportation
systems and
quality
education.



COMPLETE COMMUNITY:

***“one that
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thrive”***

WORKING –

to enhance regional
economic
prosperity through
jobs, training
and **education**
accessible to
people, which are
designated to
retain and attract
new business



COMPLETE COMMUNITY:

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MOVING-

to promote increasing
and improving
movement around
the region using
public transit,
electric cars, and
encouraging **walking**
and **bicycling** to
achieve better
physical well-being

COMPLETE COMMUNITY:

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THRIVING –

To support
communities that
provide access to
healthy foods, arts,
recreation and
entertainment,
which make us
happy and feel
meaningful through
**active civic
engagement.**



WHY TRANSITION TO A COMPLETE COMMUNITY?

Our unique make-up within walkable reach is a breeding ground for creating a liveable neighborhood within a vibrant city offering an affordable, high quality of life for *all ages to live, work, move and thrive*:

- **Diverse businesses, social, education and wellness services**
 - **Underdeveloped land**
 - **Strong connection to peripheral communities**
 - **Much of the needed infrastructure is already in place; it is equipped be built upon for growth.**
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HOW WILL WE TRANSITION TO A COMPLETE COMMUNITY?

1. Using Dartmouth Municipal Planning Strategy: two objectives in place to guide the plan for growth (pg 10)

“Directions for Growth

- (a) to identify areas for new growth
- (b) to maximize the use of existing infrastructure”

2. Community consultation and feedback. (Partners: Its More Than Buses, Our HRM Alliance, etc.)



YOU'RE INVITED! FEB 10, 7PM

To our first of a series of community engagement sessions
on Tuesday Feb 10 from 7 – 9pm
at the Garden View community room.

One of our **PRIMARY OBSTACLES** to Complete Community status:

Efficient and effective connections to **public transit** including arterial transit routes along the length of Main St.



TRANSIT ON ARTERIALS

Pg 117, Dartmouth Municipal Planning Strategy:

Main Street (No.7 Highway) - Main Street is the **major entrance way** into the City from the eastern shore. This highway carried high volumes of traffic at peak hours and is further congested by the strip of commercial development along it.

To assist in alleviating the congestion on Main Street, it has been widened to four lanes... will not in itself alleviate all the congestion problems ... A concentrated effort must be made in negotiating driveway consolidations, common parking areas, etc., to **allow Main Street to function as an effective arterial** (Policy T-8)



FEB 10: VOICE OF DARTMOUTH TRANSIT

We will consider the IMTB principals and Halifax Transit's network goals as a backdrop for priority connections in Dartmouth and prepare for a strategic response to the city's draft release.

IMTB principles are:	Halifax Transit's new transit network goals:
<ul style="list-style-type: none">• frequent service• good, simplified, straight transit corridors that connect communities and hubs• a transfer based network to eliminate redundancy• reliability: shorter waits, quicker trips and priority to corridors• focus on high ridership; urban core and suburban corridors	<ul style="list-style-type: none">• Taking a comprehensive approach• Reducing redundancies• Developing a system that works within existing resources, improves customer experience and increases ridership

FUTURE SESSIONS:

...for our BID as a Complete Community

- Demographic implications
- Active transportation
- Community Art
- Recreation
- Green space
- Entrepreneurship

...and much more



**THANK YOU;
WE LOOK FORWARD TO YOUR CONTINUED SUPPORT
AS WE
MOVE FORWARD TOGETHER!**

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