

Why Main Streets & How Can We Strengthen Them?



Nova Scotia Main Streets Exchange, Apr 27th 2023
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FBM



connect2





Who is here today?

Economic Developers
Councillors and Mayors
Sustainable Transportation
Coordinators
Municipal Physical Activity Leaders
Planners
Architects
Landscape Architects
Health Promoters
Transportation Planners and Engineers
Municipal and Village Administrators
Community Group Leaders
Advocates

*"Developing a Vision for Mainstreeting Nova Scotia Communities"
Focus Group Meeting in the Town of Westville, Feb 2020*

An aerial photograph of a residential neighborhood in Parrsboro, NS. The image shows a mix of houses, trees, and a large body of water. A road, identified as Main Street, runs through the scene. The text 'Why Main Streets?' is overlaid in large white letters on a semi-transparent blue background.

Why Main Streets?

*Main Street
Parrsboro, NS*

Confluence of disciplines



ACCESSIBILITY

LOCAL BUSINESS

VILLAGE AND MUNICIPAL SERVICES

SENSE OF PLACE

ROAD NETWORK

MEETING POINT

HEALTH AND WELLBEING

COMMUNITY RESILIENCE

HERITAGE

NATURAL SYSTEMS

TRAFFIC CALMING

ACTIVE TRANSPORTATION

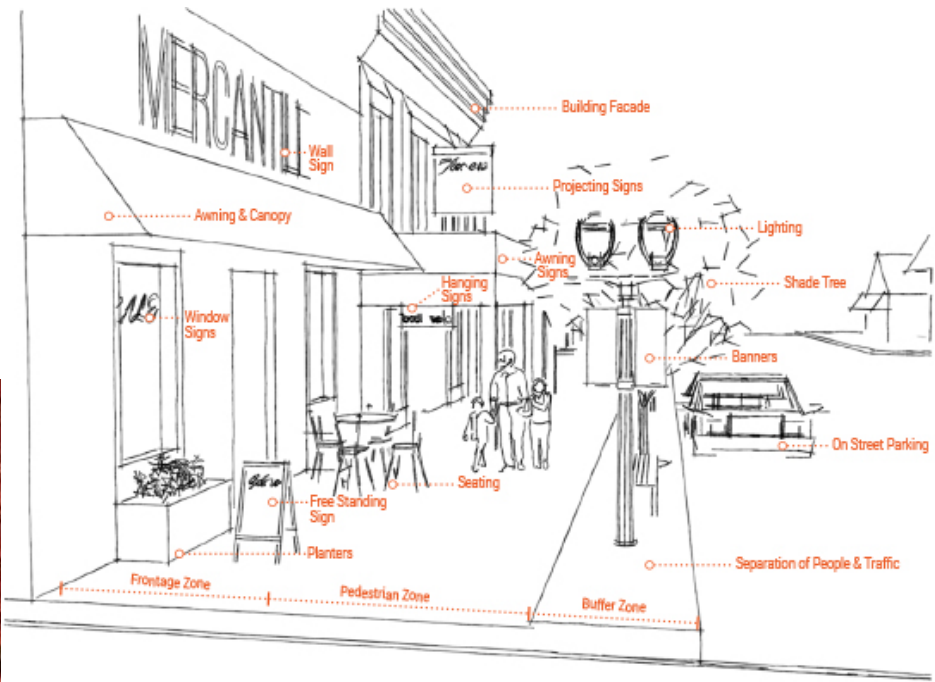
HOUSING OPTIONS

CULTURE

VISITOR EXPERIENCE

Main Street
Parrsboro, NS

On-the-ground perspective of design



Wheeling, West Virginia
(Photo by Ben Muldrow)

Main Street, Antigonish



Capturing the heart of communities



Main Street, Antigonish, Nova Scotia. -9



Problem Statement for envisioning the future of Main Streets:

Are Main Streets bringing communities together or splitting them apart?
Are they a destination themselves? Or are we just trying to pass through?



DESTINATIONS

PLEASE USE DOTS TO LET US KNOW:

- WHERE YOU LIVE
- YOUR TOP DESTINATIONS IN AND AROUND ST. PETER'S



ST. PETER'S



Westville's Main Street Area



Placemaking Group 2

When you think about these elements in your Main Street area, what do you think is working well and what could be working better?



An aerial photograph showing a residential neighborhood on the left and a large, winding body of water on the right. A road, identified as Main Street, runs along the water's edge. The text "How to strengthen Main Streets?" is overlaid in large white font on a semi-transparent blue background.

How to strengthen Main Streets?

*Main Street
Parrsboro, NS*

Creating Change on Main Streets - The Main Street Assessment Method

STEP 1 Core Group Formation & Networking

Bring people together

*Who is your “core group” and
what motivates you to create
change on Main Street?*



STEP 2 Getting to Know Your Main Street Area

Take an inventory

*Where is your Main Street area
and what destinations are there?*



STEP 3

Perspectives On Your Main Street Area

Get a diversity of insights

What other perspectives on Main Street are we missing?



give solutions to children instead of "kicking them out".. inspire them to do better. give them a space to express themselves.

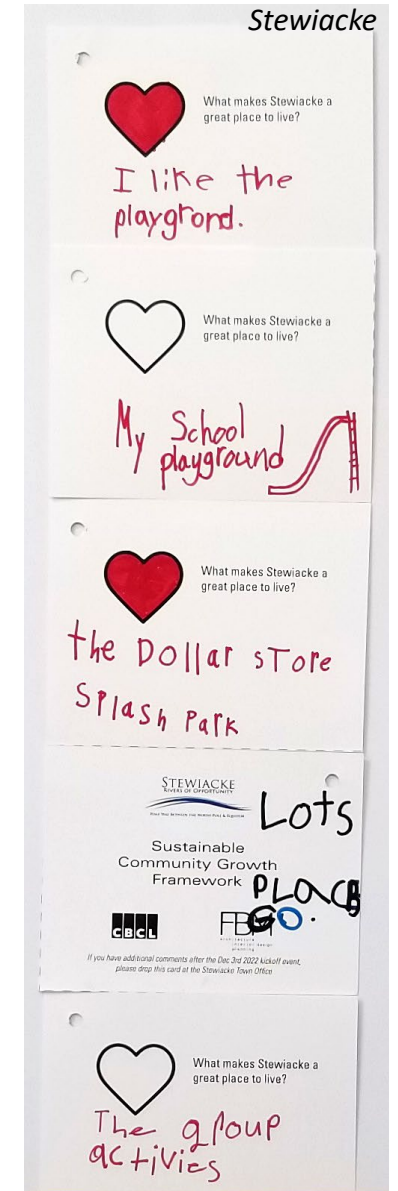
provincial government - need better mental health support

Build pride

PROMOTE culture diversity within the community.

Take ownership and pride of community and works in partnership with business and community itself

Northside CBRM



STEP 4 Conversation Starters

Identify what's most important to work on

What is working well and what could be working better on Main Street?



Dartmouth

Sense of Arrival

3 😊

2 😐

1 ☹️

Are there road or walkway changes, visual cues or changes to buildings or other elements that let people know they are approaching a community?

Yes

Somewhat

Not really

Do vehicles tend to slow down when they enter the community?

Yes

Somewhat

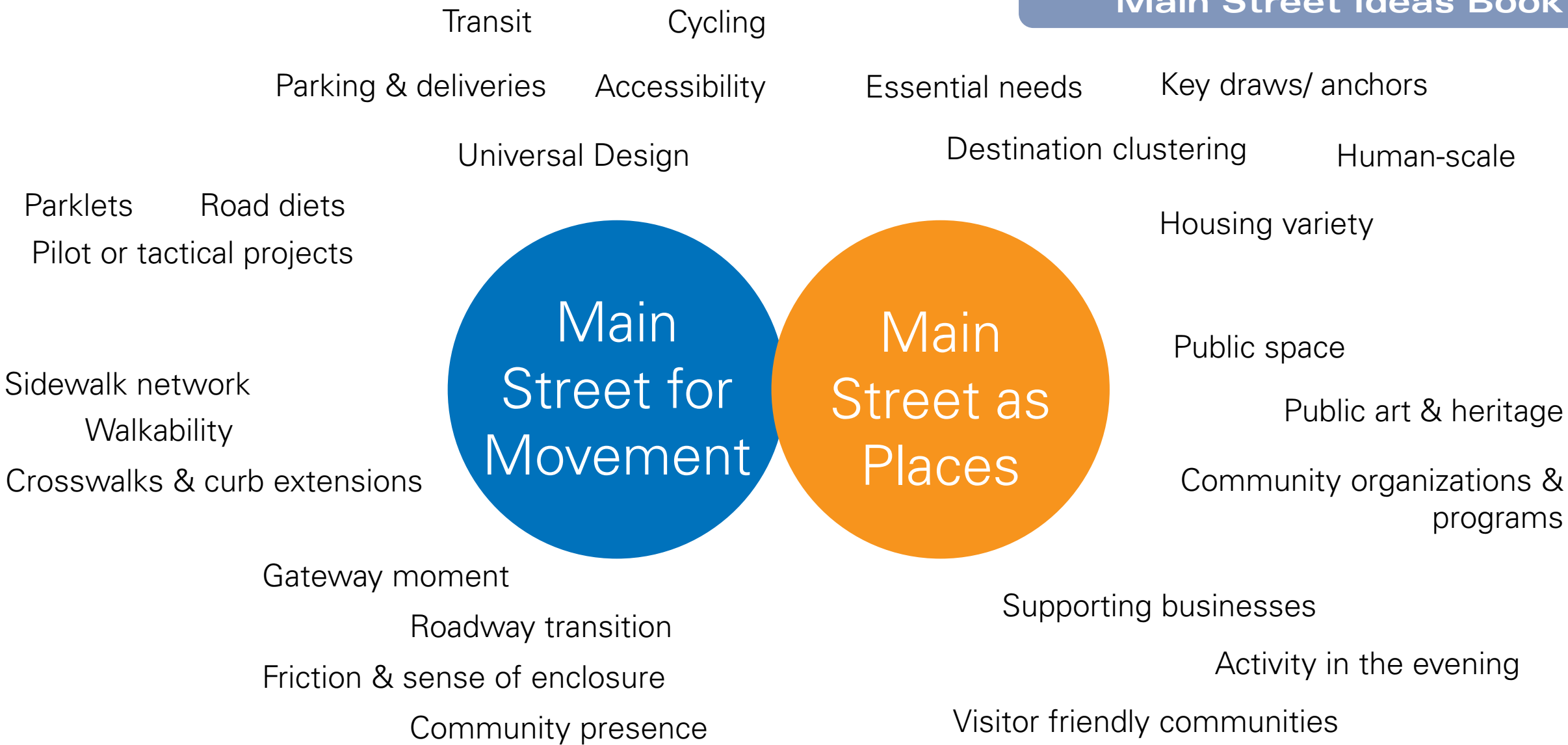
Not really

OVERALL: How are we doing in this category?

Great

Okay

Room to improve



STEP 5 Community Conversations

Hold meetings, online conversations or walking tours to refine your ideas with others

What information do we need to share back to our community and what discussions do we need to have?



STEP 6

Goal Setting & Follow Through

Develop a vision and action plan for quick wins and long-term goals

What is our vision for Main Street and what are our next steps?

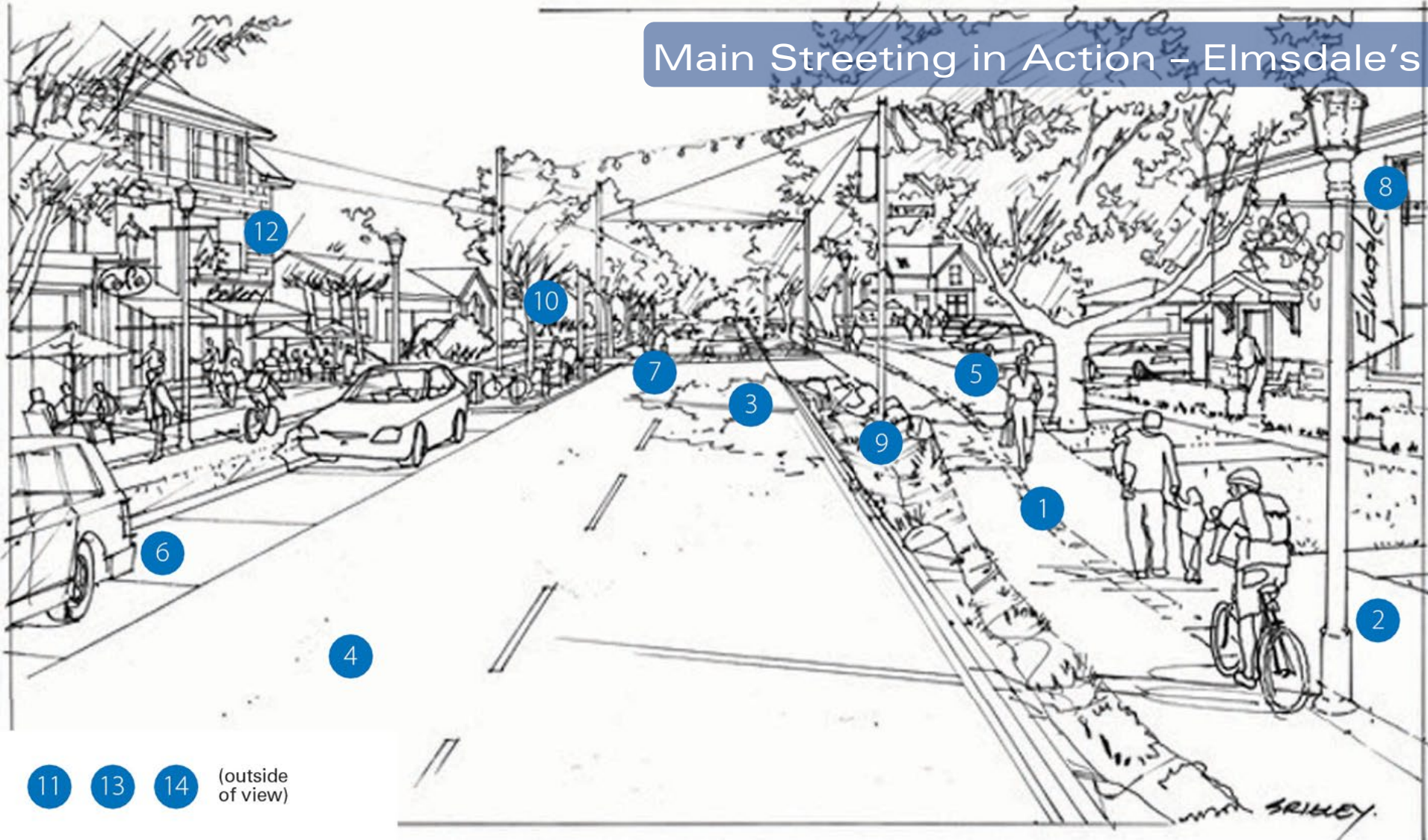
3-month Check-in

Meeting date:		Attendees:	
What has changed on your Main Street since your group formed?	What progress did you make on your goals?	What next steps or tasks need to be completed to reach your goals?	Notes and reflections

Main Streeting in Action – Elmsdale's Trunk 214



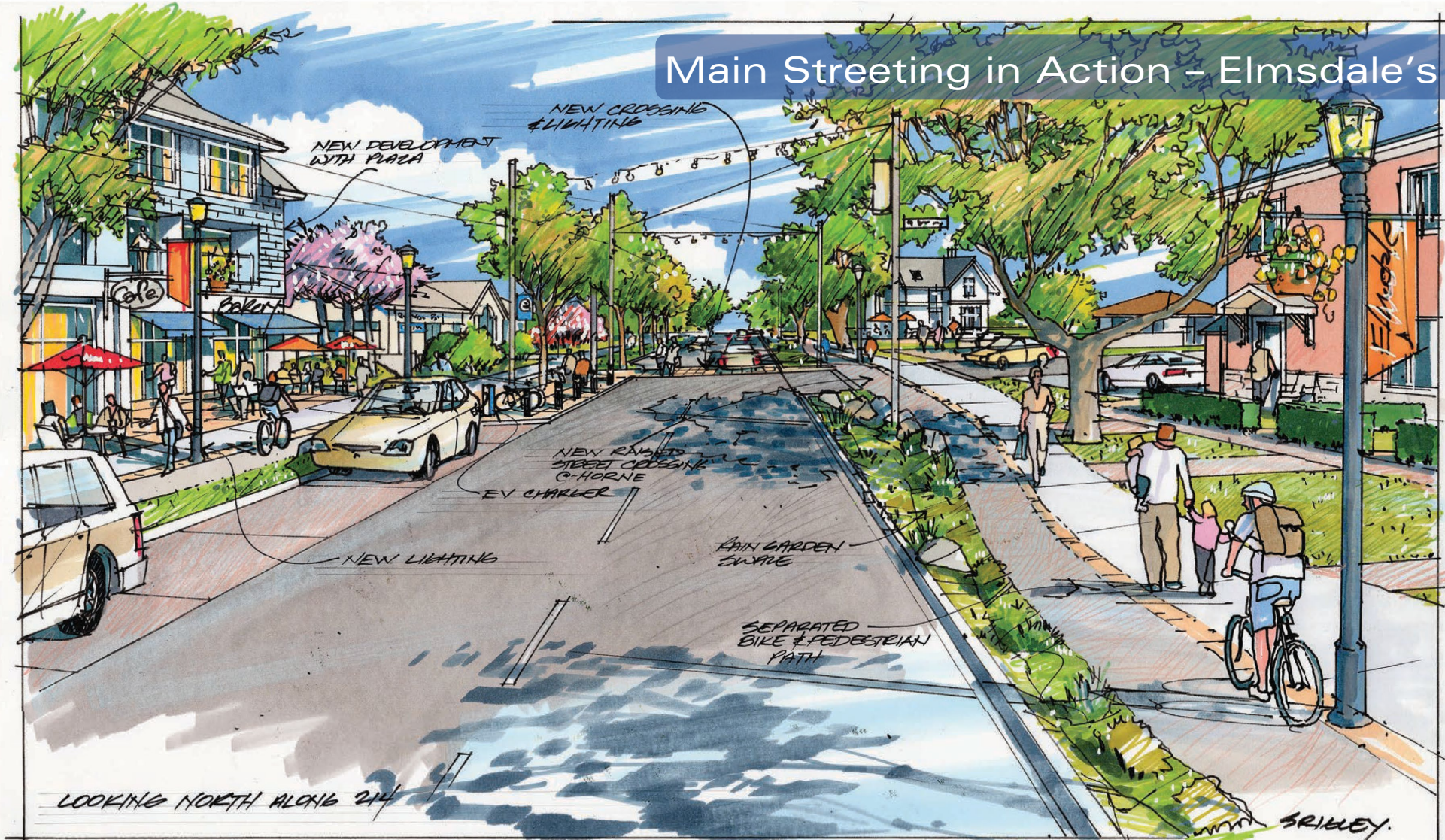
Main Streeting in Action – Elmsdale’s Trunk 214



11 13 14 (outside of view)

- | | | |
|---|---|--|
| 1. Walking and Active Transportation | 6. Parking | 11. Parks and Squares |
| 2. Accessibility | 7. Potential Future Transit | 12. New Development and Infill |
| 3. Crossings | 8. Beautification and elements unique to Elmsdale | 13. Gateway elements |
| 4. Roadway design | 9. Trees and Landscaping | 14. Collaboration, Phasing, Implementation & Maintenance |
| 5. Access Management (Driveways & side-streets) | 10. Small Public Spaces | |

Main Streeting in Action - Elmsdale's Trunk 214



LOOKING NORTH ALONG 214

SRILEY.



As you go through the conference today, consider....

What would it take to make your Main Street be the place people want to be?

Thank you!

Reach out
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902-429-4100