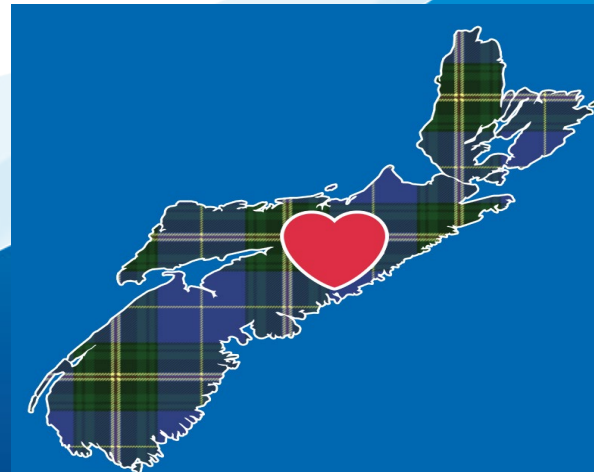


A Beating Heartland

Quality of Place in the Truro Colchester Region

Nova Scotia Main Streets Ideas Exchange Conference

April 27, 2023



About TCPEP

- A Partnership between Truro, Colchester, Stewiacke, Millbrook, the local business community, and the Province
- One of 7 Regional Enterprise Networks (REN) in Nova Scotia
- Incorporated in 2017
- Focused mainly on: (1) business growth, attraction, and retention and (2) strategic population growth
- Supported more than 300 businesses in the region
- Helped secure more than \$5 million in funding

“Something is happening in Truro!”



Truro Colchester

- A region of more than 51,000 people and growing at about 2%
- The heartland and hub of Nova Scotia
- Truro is the largest town in NS, population 14,020
- 2 post-secondary institutions
- 6 business parks
- One of two counties with two ocean coasts

A Tale of 2 Towns and 3 Villages



Truro & Colchester **Partnership**
for Economic Prosperity

What we Offer

A vibrant, diverse, prosperous, and growing community



Truro & Colchester *Partnership*
for Economic Prosperity

Balanced living



Loads of outdoor activities



And indoor activities



Truro & Colchester *Partnership*
for Economic Prosperity

History and culture



Shopping and services



Truro & Colchester *Partnership*
for Economic Prosperity

Cool businesses



Markets



Truro & Colchester *Partnership*
for Economic Prosperity

Challenges

- A lack of long-range strategic vision that has created a disjointed and utilitarian streetscape is slowly but surely being overcome.
- Lack of building maintenance and upgrades.
- Overcoming a reputation of homogeneity and “Victoriana”.
- Labour (and materials) crises impacting housing development.
- An overall labour crisis.
- Slow population growth (but still growth).
- Truro: Space

Purchase Drivers of a Place

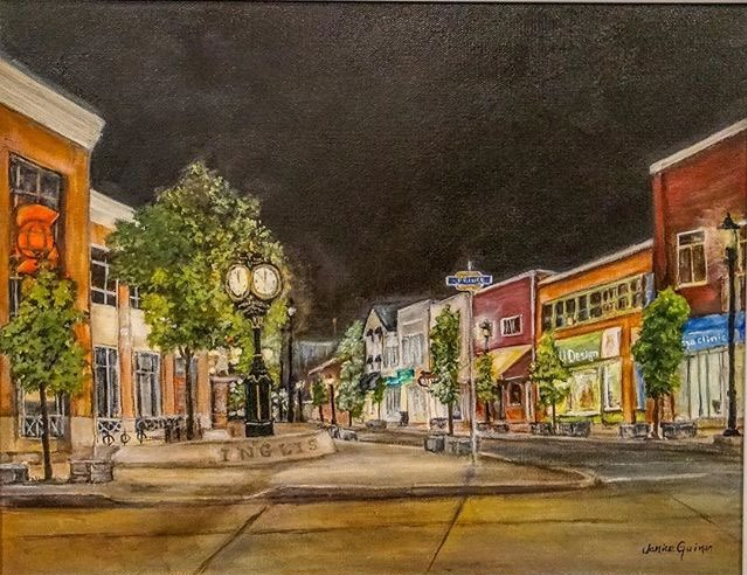
Functional



Emotional



The "Feels"



We've made mistakes...

Old



New



And we've learned...

1970s



2000s



And we've learned...

1970s



1990s



And we've learned...

Then



Now



New and upcoming

- Community Strategic Planning underway in Truro, Colchester, and Stewiacke
- A pan-regional, proactive Business Attraction initiative is underway
- A new Foodland and a new Library for Stewiacke
- Railyard Bike Trails expansion in Truro
- Truro Stadium and TAAC Grounds upgrades forthcoming
- 3 8-storey apartment buildings approved in Truro, two with designated affordable units.
- Housing development proposed for Debert, near the Business Park.
- Truro Business park vacant land being repurposed to residential.

Desired Community Experience

Functional

- Easily accessible and navigable
- Safe and Clean
- Complete urban service framework
- Complete urban retail ecosystem
- Accessible housing
- Sufficient medical care
- Support system for people with special needs
- Something for everyone to do
- Good schools
- Rural infrastructure and Connectivity

Emotional

- Warm and Welcoming
- Community Spirit
- Diverse
- Dynamic and vibrant
- Entertaining
- “A breath of fresh air”
- Relaxing
- Balanced quality of life
- Compassionate and Open-minded
- Idyllic
- Unique and quirky

Portapique - Resilience in Action



THANK YOU!