



What We Heard Report

Town of Yarmouth, Nova Scotia
Municipal Plan Review

June 2024

Yarmouth
PLANNING ON THE EDGE
PLANIFICATION À LA LIMITE





This report was prepared by UPLAND Planning + Design Studio for the Town of Yarmouth in June 2024

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01 Introduction



Photo credit: Town of Yarmouth 2024

About the Project

The Town of Yarmouth Planning Review is a project that was launched in winter 2024 to revise the Town's core planning documents. *The Municipal Government Act*, which governs how municipalities operate in Nova Scotia, requires planning documents to be reviewed at least once every 10 years. The Municipal Planning Strategy (MPS), Land Use Bylaw (LUB) and Subdivision Bylaw are what guide all future growth and development in Yarmouth and last underwent a major review in 2016. The goal of this project is to create a new MPS and updated bylaws that will better meet the needs of the town and guide development over the next 10 years.

One of the main priorities of this Planning Review is to collaborate with stakeholders and community members to ensure that the planning documents align with the community's vision for itself and addresses topics and issues that are important to the town's residents. This Plan will be reflective of the residents' needs and aspirations and will aim to better serve the community over the coming decade.

The Planning Review is being carried out by UPLAND Planning + Design Studio in collaboration with municipal staff.



What are the core planning documents for Yarmouth?

Municipal Planning Strategy (MPS)

A Municipal Planning Strategy (MPS) is the primary planning document for the Town. It establishes the vision, goals, and policies for growth and development. In other words, it is the road map that helps to guide decision making relating to what we build, where, and at what intensity.

An MPS looks at many different aspects of life in the community including (but not limited to) housing, economic development, drinking water, and infrastructure. It also looks at important environmental considerations like the effects of climate change, coastal erosion and flooding, and the impacts that these have on development.

Land Use Bylaw (LUB)

The Land Use Bylaw (LUB) is the companion document to the MPS, and puts the vision, goals, and policies into action through specific regulations that have to do with development activities. The LUB sets out things like the land use zones (zoning), permitted uses for these zones, standards for development, performance standards, developments to be considered by development agreement, and developments to be considered by the site plan approval process, among other things.

Subdivision Bylaw (SDB)

The Subdivision Bylaw (SDB) is a document that regulates how land in the Town of Yarmouth can be divided to create new lots, consolidated to create larger lots and adjusted for new boundaries. It establishes a process of approvals and standards that apply to all subdivisions of land in Yarmouth. It guides decisions on the construction of services being built in new communities, such as streets, parkland, sidewalks, water lines and sewers.

What is planning and why does it matter?

Planning is the process by which communities can control change and development in their physical environment. Planning seeks to balance the needs of people, the economy, and the environment by determining where, at what intensity, and in what form certain land uses should take place. It plays a significant role in keeping populations safe and healthy and allocates growth through proactive (or deliberate) transportation and infrastructure planning, making it easier and more efficient for people to get around.

Planning matters because...



It **helps us prepare for change** such as environmental change, like sea level rise, or social change, like an aging population.



It **supports our community's character and culture** by promoting good urban design, a quality public realm, and by keeping development consistent and complementary.



It **protects special and sensitive environments** by preventing or limiting development in these areas.



It **helps to protect people** from developing in areas where the natural environment presents a high risk.



It **helps to maintain a healthy, sustainable economy** by ensuring there is a good balance and proximity between places of work and places to live. It ensures there is enough available land for resource, industrial and commercial uses.



Planning helps to **enable different types and densities of housing** to make sure there are lots of options for residents to call home.

How will this report be used?

This report serves as a summary of the information that was shared by stakeholders and community members about life in the town and their priorities for the future. This feedback has been organized into themes and is discussed in detail in the following sections of the report. This report - alongside background analysis, research and existing policies and strategies - will be used to identify the key issues and options for the future. The next phase of engagement will dive deeper into these topics to explore how the project can address them and together, this will form the foundation of the draft planning documents.

Some of the feedback that has been summarized in this report is outside of the purview of the project (such as pest management), and may not be addressed in the final planning documents. Such comments have been included in this report for the purpose of understanding the full scope of challenges facing residents, and may help to prioritize efforts by the Town on other issues.

02 What We Did



Project Website

The Get Involved Yarmouth website is an online engagement tool that allows residents to contribute their ideas and provide feedback on town projects. It is intended to share details and engagement opportunities so that residents can feel empowered to help shape their community's future. On the site there is a dedicated page for the Town of Yarmouth Planning Review.

To visit the website: getinvolvedyarmouth.ca/planningreview

Launch Meetings

An in-person launch meeting at the Yarmouth Town Hall (April 16th, 2024) and an online launch meeting (May 1st, 2024) were held to kickstart the initial engagement phase of the project. During these meetings, an overview of the project such as the purpose, timeline and goals were presented by the project team. There was an opportunity given to meeting attendees to share their vision for the future of the town with prompts such as “In 15 years I want the Town of Yarmouth to be...”, and “How important is it to you that the MPS addresses transportation?”.



Public Survey

The online public survey was open to the general population of Yarmouth and surrounding communities for the purpose of gathering input from as many individuals as possible. The questions were designed to gain an understanding of life in Yarmouth from their perspective about the challenges, strengths and hopes for the town's future. The main topics of interest were housing, transportation, the economy, zoning controls and socioeconomic information. This survey was answered by 323 individuals.

Business Survey

The Yarmouth online business survey invited local business owners to answer questions related to the challenges and opportunities they face. Feedback on what regulations were working for them or against them was encouraged. They were asked about their satisfaction with the availability of serviced land for doing business in the town, satisfaction with their facilities, what they plan to do with their business in the next 5 years, and what kinds of businesses they think should be planned for. This garnered responses from 43 individuals from a wide range of business sectors including retail, professional service, accommodation and food service, construction and industrial operations.

Stakeholder Engagement

Stakeholder interviews helped the project team gain a deeper understanding of the issues that are important to residents, business owners and other organizations in the town. The Town identified a diverse list of community members who have a depth of experience as advocates, leaders and knowledge keepers. The project team conducted interviews with a wide range of stakeholders to hear more about specific issues in the community such as recreation, the environment, arts and culture, to name only a few.

Stakeholder Groups We Spoke With:

- Western Region Enterprise Network
- Tusket River Environmental Protection Association (TREPA)
- Yarmouth Environmental Think Tank
- Southwest Nova Biosphere Association
- Yarmouth Recreation
- Yarmouth & Acadian Shores Tourism Association (YASTA)
- African Nova Scotian Affairs

Public Survey Demographics

It is important to understand the degree to which survey responses represent the general population. In other words, whose voice is being heard and whose might be missed. This can help with interpretation of the results, and may also inform future engagement efforts to target underrepresented opinions. We compared the public survey respondents to the general population information from the most recent census of population information to ensure that the feedback we received will be representative of residents in the town and surrounding area.

How well do the survey participants reflect Yarmouth's general population?

Socioeconomic information from the public survey such as age, household income, identity characteristics and household size were compared with Statistics Canada 2021 Census data to determine groups which may be underrepresented. The respondents of this survey reflect Yarmouth's general population well, but there are gaps that should be noted. Figure 1 below shows how Yarmouth residents in the 15 to 24 year-old and 75+ age groups are underrepresented in the survey. Contrarily, responses from residents who are between the ages 35 and 54 are overrepresented.

Fig 1. Age Distribution

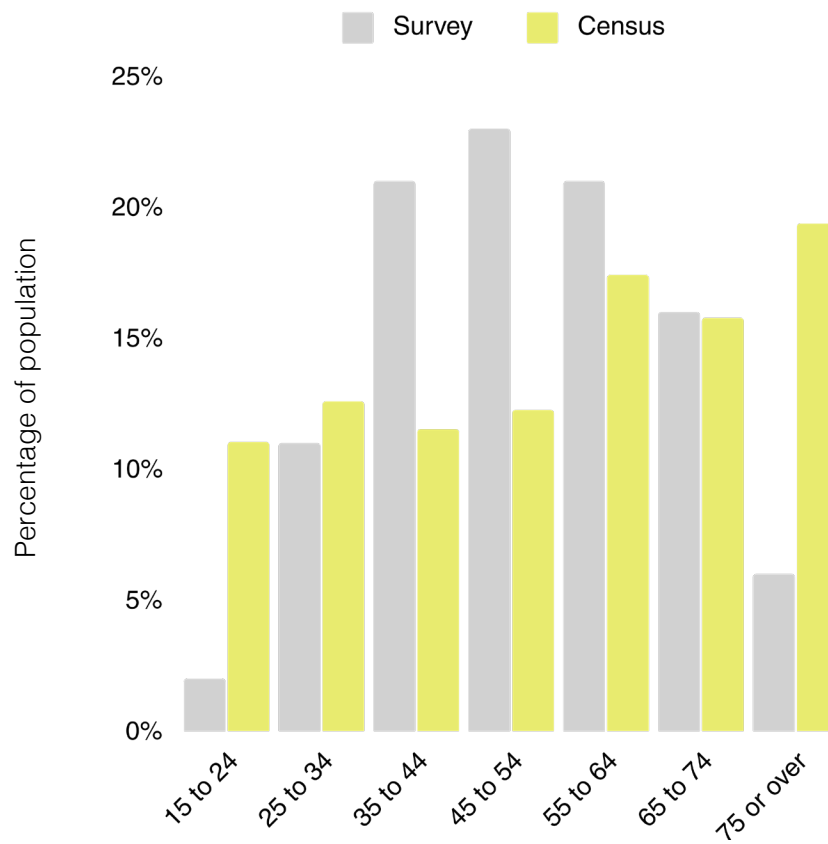
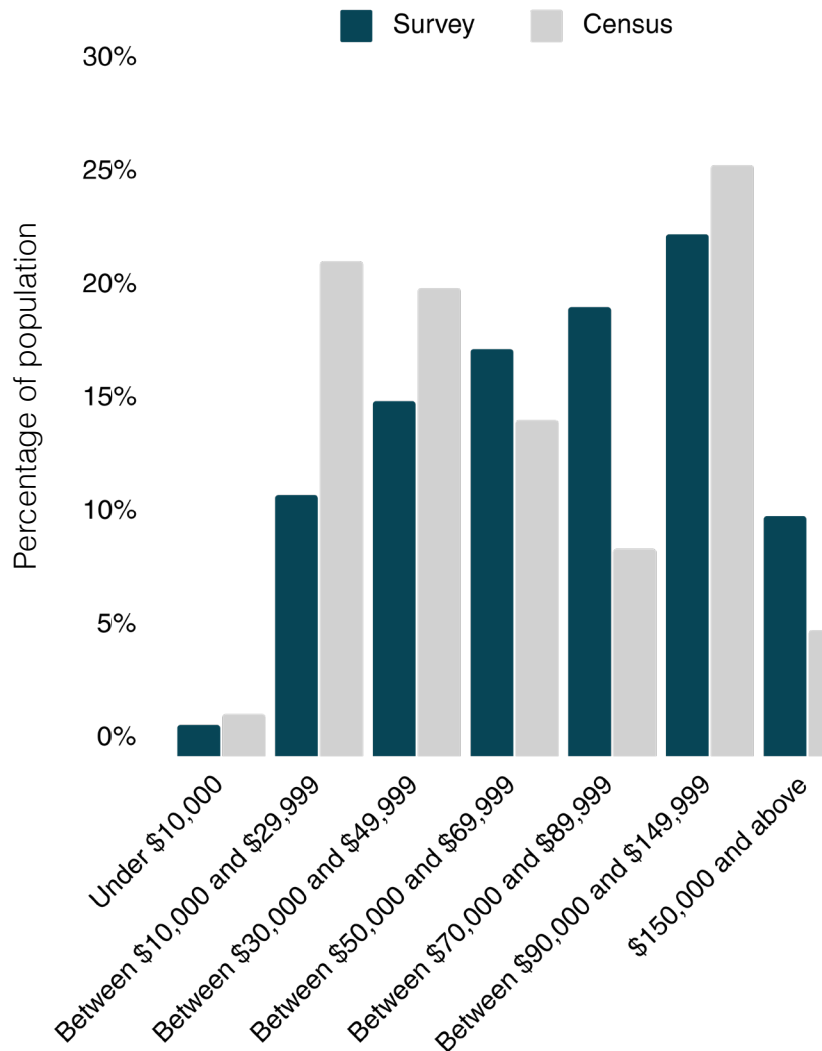


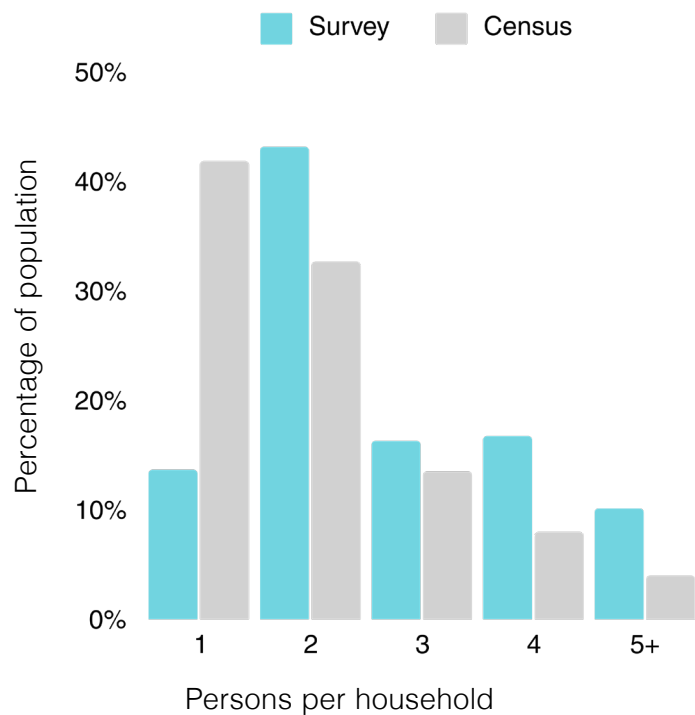
Figure 2 below compares the income levels of survey respondents to the general Yarmouth population. The survey respondents reflect the population well with the exception of the \$10,000 to \$29,000 group being underrepresented and the \$70,000 to \$89,000 group being overrepresented.

Fig 2. Household income compared to 2021 Census



The number of people living in one dwelling is referred to as household size. As shown in Figure 3 below, household sizes of survey respondents reflect the overall population well with the exception of single-person households. Single-person households account for 44% of the Yarmouth population but are underrepresented in the survey.

Fig 3. Household size compared to 2021 Census



Figures 4 to 6 below show the public survey's level of representation for equity deserving groups by comparing the rates to the 2021 Census of Population for the Town of Yarmouth. Figures 7 and 8 have been compared to the general Canadian population as localized data is unavailable. The graphs below show if the group was over or underrepresented in the public survey, which helps identify which perspectives may be missing in the public feedback we received.

Fig 4. Representation of individuals who identify as Black or African Nova Scotian

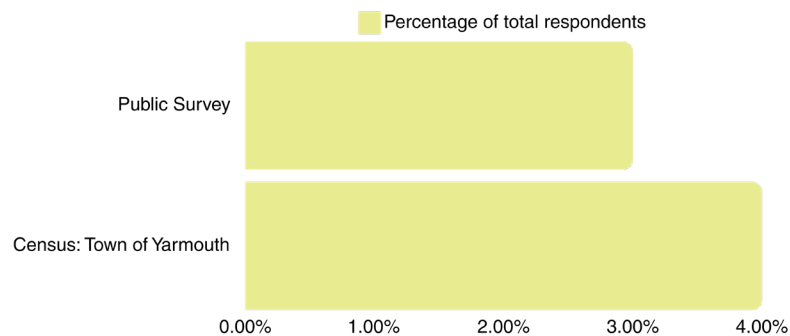


Fig 5. Representation of individuals who identify as Indigenous

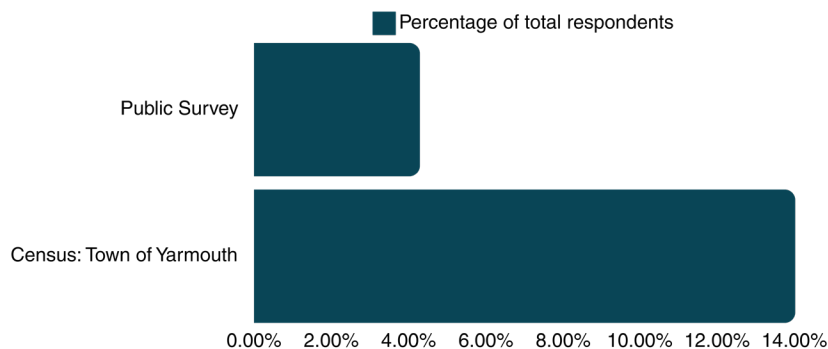


Fig 6. Representation of other individuals who identify as a visible minority

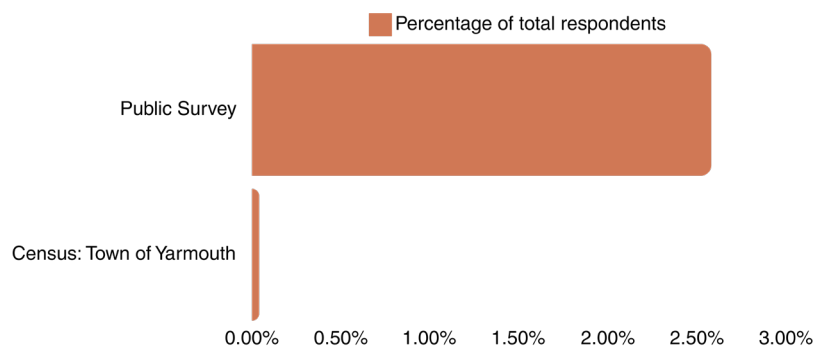


Fig 7. Representation of individuals who identify as a part of the LGBTQIA2S+ community

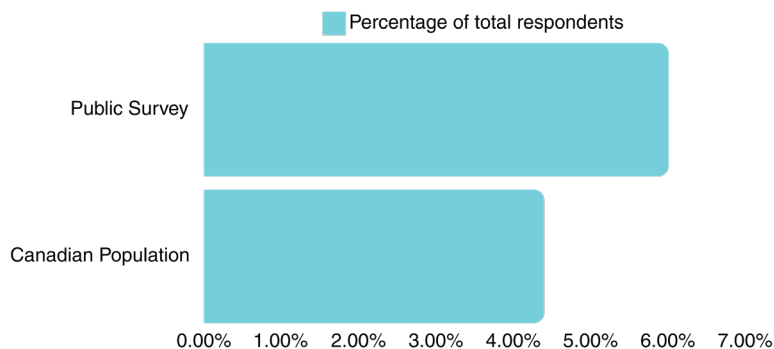


Fig 8. Representation of individuals who identify as having a disability or disabilities

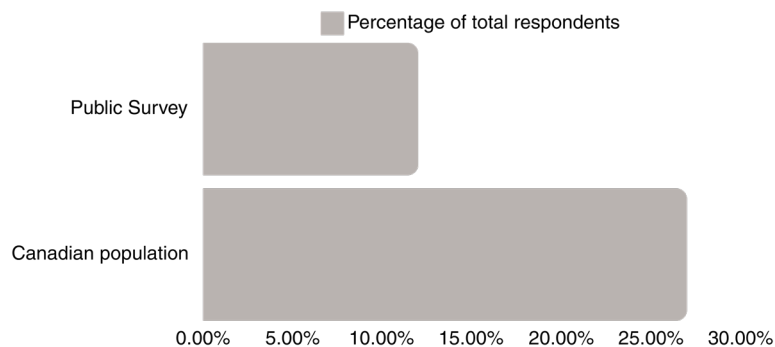


Fig 9. Survey responses to “How long have you lived in Yarmouth?”

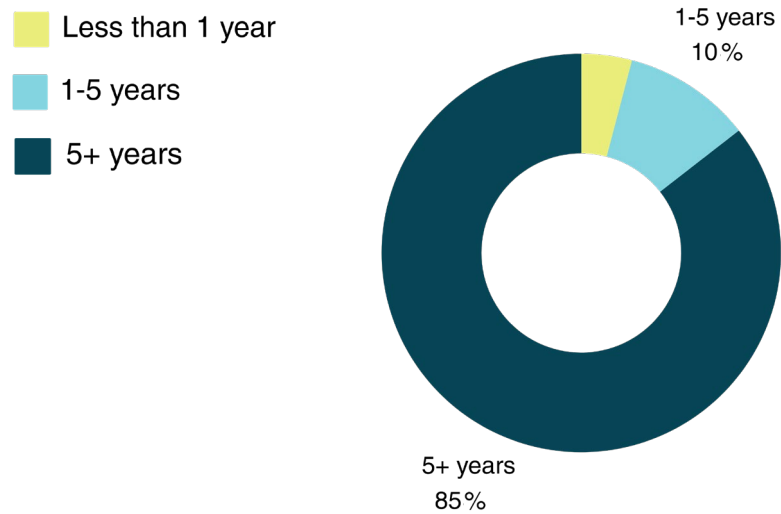
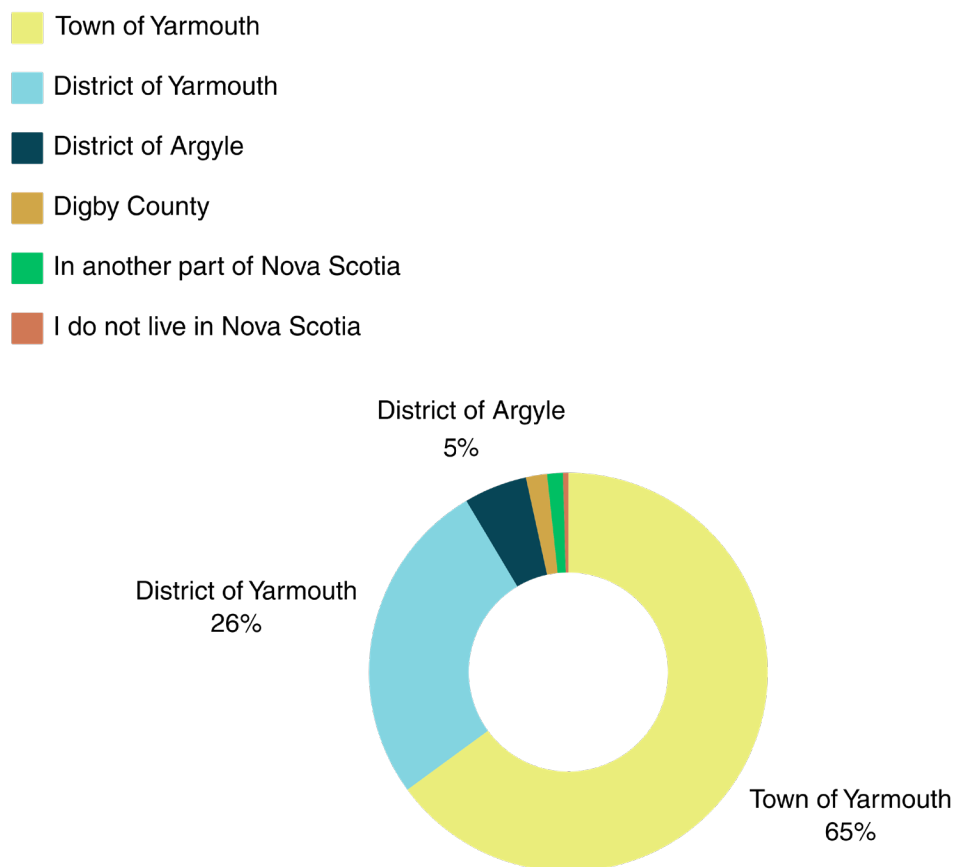


Fig 10. Survey responses to “In what community do you live?”



03 What We Heard





Introduction

Over the course of the engagement period, we heard a considerable amount of feedback from community members. One thing was consistent throughout the vast majority of our conversations - residents love the Town and feel a strong sense of pride about living in Yarmouth. We often heard how the Town is a community that “punches above its weight” - conveying how the community makes the most of its assets and does a lot with what it has. When survey respondents were asked what three words they would use to describe the Town the top responses were: “friendly, historic, small, beautiful and quaint”. We also heard a lot about the Town’s progressive spirit and resilience in the face of adversity.

When asked what makes Yarmouth a great place to live, residents responded overwhelmingly that it was the **people** (the small town atmosphere, friends and family, and the sense of community) and the **place** (the access to nature, trails, parks and open space) that make it so special.

“In 15 years, I want the Town of Yarmouth to be...”

When asked what residents wanted the Town to be in 15 years, we heard about a future where the community is “alive and thriving” with diverse industries and ample employment opportunities. Residents see a strong value in preserving the Town’s historical charm, while embracing modern development and enhancing the availability of housing options, especially for the most vulnerable members of the community. Survey respondents also envision a more widely connected community, expanding both local and regional transportation options and inviting more people to visit and settle in the community, and improving accessibility.

**“Friendly,
historic,
small,
beautiful,
quaint” -
how survey
respondents
describe the
Town**



The following chapter explores the major themes that emerged during the initial phase of engagement and details what we heard from residents about those topics. We will dive deeper into these subjects during the next phase of engagement in early 2025.

These topics include:

- Housing
- Transportation
- Economic Development
- Arts, Culture & Heritage
- Recreation
- Healthcare & Social Services
- Pest Management
- Climate Change Preparedness



Housing

Affordability, availability & condition of rental housing

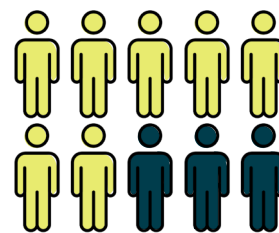
We heard that the overwhelming majority of survey respondents and stakeholders agree that there is a shortage of rental housing options in the town. One in three survey respondents spend over 30% of their household income on rent, which the Canadian Housing and Mortgage Corporation considers unaffordable. The survey also showed that half of renters who answered the survey said that the homes they rent are in need of major maintenance or repairs. It was made clear in feedback that adequate housing options and social supports are needed to improve the quality of life for residents of Yarmouth who are struggling to meet their basic needs.

Potential for adaptive reuse

From stakeholder interviews, we heard that there are a significant number of empty buildings in Yarmouth that some residents would be happy to see converted to housing. They also added that some of these empty buildings are of heritage significance and should be restored and maintained while being used to their full potential, even if ongoing maintenance requires municipal funding.

High property taxes

There was a significant amount of feedback about high property taxes in the town. 36% of homeowners who answered the survey said they had difficulty paying property taxes, and was the third most popular response when asked about the challenges of living in Yarmouth.



7 in 10 survey
respondents
feel that
housing
is **very**
difficult
to find in
Yarmouth

Increasing housing diversity

When asked about their support for increasing housing diversity and affordability, many survey respondents were open to alternative approaches. Adaptive reuse, tiny homes, backyard suites, physically accessible homes, co-operative housing, basement apartments and options for 1-person households all had the support of over 50% of survey respondents.



Tiny homes



Co-operative housing



Backyard suites



Adaptive re-use

The majority
of survey
respondents
strongly
support
alternative
housing options

Impacts on young people and families

We heard that 56% of survey respondents between 15-34 years old are renting homes in need of major maintenance or repair. We also heard that 23% are living in unsuitable living conditions, which includes but is not limited to couch surfing or overcrowding. When compared to the rest of the survey population, these statistics were cut in half, demonstrating that the youth and young adult population face challenges to secure suitable housing.

From the survey,
over **half** of
renters under 35
live in homes in
need of major
repairs



Transportation

International connections

Yarmouth residents feel geographically isolated. Some long-time residents of Yarmouth said that it was difficult to have lost the passenger airline and train services that used to be available. When asked what Yarmouth was missing that would encourage them to stay long term, many survey respondents said passenger flights from the Yarmouth airport. A three hour drive to the nearest international airport not only creates a barrier for residents to move in and out of the province for work, pleasure and other opportunities, but deters visitors and new residents to the area. Some believe that this is a barrier that prevents skilled workers such as physicians from committing to move to the area permanently.

Connections to nearby municipalities

The lack of transportation connections to other municipalities in the province causes difficulty for those who need to travel for medical appointments and specialized services that are unavailable in Yarmouth. We also heard that the lack of transportation options hinders the ability for tourists coming off of the CAT Ferry to leave downtown Yarmouth, especially because there is usually a shortage of rental vehicles during peak periods.

Connections within town

According to residents, the downtown area is well connected by bike lanes and walking paths, but 75% of survey respondents say that they still use their car to drive into downtown from elsewhere. The biggest reason why 86% of residents rely on using a personal vehicle to get around Yarmouth is because their destination is not connected to a bus route, or is too far away to walk or bike. Many expressed the desire for more bus routes and more frequent service in the area, even connections to surrounding municipalities such as Digby or to recreational settings such as beaches and parks.

“A 3 hour drive to the nearest international airport not only creates a barrier for residents to move in and out of the province for work, pleasure and other opportunities, but deters visitors and new residents to the area.”



Photo credit: Town of Yarmouth 2024



Economic Development

Professional services

We heard a range of opinions about the Land Use Bylaw provisions that exclude professional services from operating on Starrs Road. We heard from some residents who saw the bylaw as a crucial regulation that has prevented the erosion of downtown, as experienced in some other communities. However, we also heard from business owners who provide professional services that they are frustrated by the limitations of the downtown for reasons such as difficulty parking, building size, accessibility and outdated facilities. Additionally, we heard that there are empty storefronts in central locations which residents feel should be occupied by retail or professional service businesses.

Support for small business

Business owners shared that they wished there was more support for small businesses to get started in Yarmouth, even to encourage those who are coming from other places. We heard the sentiment that many wished for more options and competition between restaurants as the market feels monopolized, especially along the waterfront.

Employment

Nearly half of survey respondents said that the lack of employment opportunities is one of the hardest things about living in Yarmouth. Stakeholders mentioned that there should be more effort to support non-traditional occupations in order to diversify the employment sector in the region. A long-time resident said that it was a wonderful place to grow up and retire in, but difficult to find and maintain a career. Some residents expressed concern over the reliance on the fishery and the need to attract more large-scale employers to the region.

47%
of survey
respondents
say one of
the **biggest**
challenges of
living in Yarmouth
is the lack of
employment
opportunities

Profile of local businesses

Over half of the businesses who responded to the Business Survey have been operating in Yarmouth for over 10 years. They say that the biggest limitations that they face are property taxes, size of their facilities and energy consumption. Only 4% of respondents plan to sell their business in the next 5 years, while the majority plan to stay the same, renovate or expand in the same or larger location.

Tourism

We heard that when the ferry service from Bar Harbour, Maine was suspended in 2009, several businesses in the town of Yarmouth had to shut their doors due to a drop in patronage. Stakeholders shared that the Yarmouth ferry is equally important for the economy of the town as it is to the entire province and surrounding areas. Visitors would tour through Nova Scotia on their way to PEI and tour back through New Brunswick, which is why some Yarmouth residents stressed that the contentious ferry service is not just a Yarmouth interest - and that it should be protected.



*“There should
be **more to do.**
The area needs
to be promoted
more so that
people coming
off the ferry want
to stick around
instead of **driving
through.”***



Photo credit: Fathom Studio 2021



Arts, Culture & Heritage

Honoring the African Nova Scotian Community

We heard that there are interpretive plaques throughout downtown that illustrate historical events, places and people, but none that reflect on the presence or impact of the local African Nova Scotian (ANS) community. Members of the ANS community expressed the desire to see their history celebrated and shared throughout the town.

We also heard the need for more diverse representation in Town leadership. Some feel that the public servant workforce does not reflect the region's diverse population, and that their perspectives are often left out of decision-making. It was also mentioned that the ANS community feels overlooked when it comes to municipal funding opportunities, and would like to see investment in programs that contribute to the community. One example given by a community member was the possible contribution from the Town to the restoration of a historic ANS church on Yarmouth's south side.



82%
of survey
respondents
feel it is
important
to preserve
heritage
properties

Built heritage

Downtown Yarmouth's heritage buildings are seen as an important part of the town's sense of place and many feel that the protection of them should be prioritized in the planning review. We heard that some homeowners are finding it challenging to keep up their properties, due to the cost of maintenance. There was feedback that there should be support available to heritage homeowners to help offset this cost, and that support to divide them into apartment units could be helpful.

Arts venues

We heard feedback that residents in the region would love to see a new multi-disciplinary arts centre in town. Stakeholders mentioned that the arts entertainment industry has potential to thrive in the region with new infrastructure as there is currently only one arts centre in the area and a very active artistic community. We also heard that the closing of the Art Gallery of Nova Scotia's Yarmouth branch feels like a loss for the community and that these kinds of cultural spaces are important to protect.

Nightlife

It was clear in the public survey that many residents agree that there are limited things to do downtown in the evenings. Many survey respondents expressed the desire for businesses to be open past 9pm. We heard ideas from residents that a bustling nightlife could be supported by new businesses such as cocktail bars and fine dining restaurants, as well as an attractive new venue for theatre, music or cultural events.

Accessibility

We heard that there is a need for better accessibility infrastructure in the town. One stakeholder suggested that municipal staff and decision-makers should be planning with equity and representation in mind, meaning that they should become more attuned to the needs of vulnerable populations. They also suggested that business owners, developers and the general public should be educated on where funding for accessibility improvement projects can be sourced.



**When asked
what Yarmouth
was missing,
45% of
respondents
said inclusive
cultural spaces
and community
events**



Recreation

Activities for children

We heard that options for children's activities in the town are mostly limited to organized sports. Many families are satisfied with the opportunities for their children to play sports and enjoy nature outdoors, but feel that there aren't enough alternatives. Indoor play facilities and all-ages cultural spaces such as museums and science centres are lacking in Yarmouth even though there is a large demand for them. This is why many are excited for the expansion of the Mariner's Centre as they feel this will help to provide an all-ages space to enjoy, though some are concerned that cost will be a barrier for some residents.

Multi-use trails

We heard that the network of mixed-use trails in the area is an asset that many people use practically for getting around and for recreation. Some residents support the use of ATVs on the trails because it supports alternatives to cars. However, we also heard from some residents who say that they feel unsafe using the trails when ATVs are nearby because of their size, speed and the loud noise that they make.

Challenges to accessing recreation services

We heard from a few residents that the process for booking public recreation spaces such as sports fields and courts is not easy or straightforward. It was suggested that this system be reviewed to ensure easy access for clubs and individuals.

We also heard that there is a need for a free, drop-in community centre for youth, preferably in the south end or downtown, so that it can be easily accessed on foot or by bus. Free programming is essential for families who cannot afford to pay for recreation programs or memberships to facilities such as the Mariner's Centre.

Many expressed the desire for more family and child-friendly activities, especially those that are free or low cost and in an indoor setting



Photo credit: Town of Yarmouth 2024



Healthcare and Social Services

Accessing healthcare

The majority of those we heard from said that access to healthcare and social services was a major challenge of living in Yarmouth. We heard that since there is no full-time walk in clinic and not enough doctors or specialists in town, residents sometimes drive to Halifax to receive care for basic ailments or injuries. We also heard that there are not enough long-term care facilities for seniors in the region. With an aging population, this is becoming a concern for residents who are expecting to need this service in the future and wish to remain in the community.

Support for addictions and mental health

We heard that there is a significant number of individuals who struggle with mental health challenges and substance use disorders in Yarmouth. Residents noted that many of these individuals are youth and should be supported more through programming and services to help them lead healthier lives. It was noted that there are also many people in Yarmouth experiencing poverty and struggling to meet their basic needs due to the high cost of living, coupled with little to no increase in income supports to account for inflation. Because it is a regional service centre, some individuals have come from other communities to access support in Yarmouth, especially from rural areas outside of town. This has put significant strain on the already limited resources available in the town.



63%
of survey
respondents
say access to
healthcare and
social services
is one of the
biggest
challenges
of living in
Yarmouth



Pest Management

Deer population

Many residents stated that the deer population in Yarmouth has grown out of control. Deer in the town consistently damage residents' gardens and lawns to the point where many homeowners don't bother planting or maintaining gardens anymore. Others feel that they are a safety hazard for drivers on the road as herds run freely through the streets. It was mentioned several times that the deer affect beautification efforts of residents and the town even if there are fences present. To learn more about the Town's work studying the deer population, and the results from last year's public survey, [click here](#).

"The deer are destroying all attempts at making our property nice. I am afraid to drive after dark because they have jumped out in front of me."



Climate change preparedness

Lobster fishing industry

We heard from stakeholders that there is a concern for the future of Yarmouth's lobster industry. The concern is that as ocean water warms, cold-water lobsters will move north to adapt to their needs. They suggested that Yarmouth should be prepared for a shift in the town's dominant industry.

Waterfront flooding

We heard that the waterfront should be planned with the expectation that buildings on the water's side will be subject to frequent flooding in the future. Some buildings on the waterfront have already flooded during extreme weather events in the recent past, so community members are concerned about further development on the water for fears of this occurring regularly.

Droughts

We also received feedback that protecting the town's drinking water supply was one of the most important things to plan for as droughts may become more frequent. Additionally, with more frequent and longer droughts, wildfires should be expected and planned for.



Additional comments & feedback

Regional amalgamation

We heard from one stakeholder that the municipalities surrounding Yarmouth should join together to create one municipality. They expressed that most of the other municipalities have similar goals and are small communities, so joining together could be beneficial in terms of funding and reaching goals faster.



Demographic comparison

How do perspectives differ between young people and those who are middle-aged?

There are significantly more people between the ages of 15 and 34 who plan to move away from Yarmouth than people between 35 to 64 years old. 44% of respondents between 15 and 34 plan to move away in the next 5 to 10 years, versus only 28% of those between 35 to 64 do. When asked what would convince them to stay, the younger group focused on themes of child-friendly activities, affordable housing options, healthcare, shopping variety and social support. The middle-aged group focused more on themes of healthcare, more restaurants and shopping, housing options, arts and culture and community events.



44%
of respondents
between 15 and
34 plan to move
away in the next
5-10 years

How do results change when you look at the responses from low-income respondents?

The biggest challenges facing low-income respondents were similar to the overall results. The top three concerns were the quality of roads, lack of affordable housing and access to healthcare. When asked what Yarmouth was missing, low-income respondents focused on all-ages community activities, affordable housing and social supports. The overall response to this question highlighted the need for more inclusive cultural and recreational spaces, access to healthcare and more variety for restaurants and shopping. 71% of low-income respondents spend over 30% of their pre-tax income on rent, which the Canada Mortgage and Housing Corporation considers unaffordable. Out of all survey respondents, only 38% do. Additionally, 37% of low-income residents do not own a vehicle compared to 9% of total survey respondents. These figures show that transportation and housing are far more challenging to afford for low-income residents in Yarmouth.



71% of
low-income
respondents
spend more than
30% of their
income on rent

What issues are most important to seniors?

One of the most widely stated issues facing seniors in Yarmouth is the lack of transportation links to Halifax. Even though 98% of senior respondents own a personal vehicle, the 3 hour drive to Halifax for services and amenities such as the airport is a barrier to access. The biggest challenges of living in Yarmouth according to seniors are the poor quality of roads, access to healthcare, the cost of housing and high property taxes. Although 56% of senior respondents find housing very difficult to find, 76% plan to stay in Yarmouth long term as the majority are retired and close to their family. Some raised the issue that there were not enough activities for seniors in Town. This is made clear by the fact that 82% of respondents go downtown primarily to access the bank. When asked about the most important planning issues to be addressed, they focused on the aging population, housing options, drinking water quality and the quality of rivers and streams.



76%
of senior
respondents
plan to stay in
Yarmouth long-
term

04 Vision & Principles



The initial engagement feedback that is summarized in this report has provided a very clear image of both the challenges residents face as well as their vision and hopes for the town's future. To help guide the next phases of the project, we have drafted a vision statement and core planning principles that encompass the most important issues brought forward at this stage in the project. Adapted versions of these will be part of the final planning documents once all phases of engagement and consultations with Town staff members are complete.

Draft Vision Statement

"The Town of Yarmouth is a charming, friendly and beautiful community with deep ties to the Atlantic ocean. We envision a future where residents have access to housing, employment, and opportunities that meet their diverse needs and where generations of families can grow and thrive together. We embrace our position as a regional service centre and seek to strengthen our connections both locally and abroad. We celebrate our growing diversity and continue to foster a strong sense of community in our corner of the Province. We acknowledge and value our heritage, learn from our past and carry those lessons into our future, building our resilience and embodying our Town motto: Progress."

Draft Planning Principles

- Adapting to a changing climate
- Social equity
- Accessibility
- Supporting a diverse economy
- Enabling mobility locally and regionally
- To provide a spectrum of housing options
- Celebrating and preserving heritage
- Promoting a healthy community