Mayor Pam Mood and Planning Advisory Committee
400 Main St
Yarmouth, N.S. B5A 1G2

September 8th, 2025

Re: Concern Regarding Proposed Redevelopment

Mayor Mood and Planning Advisory Committee,

I am writing to express my deep concern regarding the direction of the redevelopment in Yarmouth, and the potential impacts of the current proposal under consideration.

I was born and raised in the south end of Yarmouth, and I remember a time when we had both a vibrant uptown and a downtown. I also remember when Starr's Road began to be developed, along with the new hospital, and I witnessed firsthand the effect this had on our community. For people like my mother, who did not drive or own a car these changes made access to essential services and shops are more difficult.

I also watched as long established shops- too many to name-were forced to close while the shopping centre drew in corporate chains. The result was the hollowing out of our town's core and a decline in the walkable accessible community that had once served residence so well.

When I made the decision to open my store, I believed being in the downtown core was important for many reasons being within walking distance for many residents, supporting accessibility for those without cars and contributing to the stability of a strong, connected community were all key factors. I remain committed to Main Street because I believe our downtown should be the heart of Yarmouth– a place where people can gather, shop, access services, and feel a sense of belonging.

For small independent businesses like my own, recent times have been difficult enough to navigate. COVID-19 changed the shopping habits of many people, leading to reduced foot traffic downtown. The closure of our YMCA removed another important anchor that brought people into the community core. Although The building has been repurposed as Mariners on Main, it will close once the new Credit Union rec Plex opens. Each of these losses has made it harder for independent operators to survive, and the prospect of further development that pulls energy and resources away from Main Street only adds to those challenges.

Independent businesses are the heart of a community; we are the community. We believe in the cooperative spirit and help our town thrive. Allowing more development on Starrs Road will only draw even more traffic away from the centre of Yarmouth and once again, cause independent businesses to close. We cannot afford to repeat the mistakes of the past at the cost of our communities future.

I urge the Planning Advisory Committee to take these concerns seriously, and to carefully consider the long-term impacts of this proposal, not just in terms of short-term growth, but in terms of how it will shape Yarmouth for generations to come.
Thank you for your time and your commitment to our town.

Sincerely,
Joanne Wallace
Owner/ Operator
Friends of Jane's / Naelem Holdings
278 Main St.
Yarmouth