



## Committee of the Whole

Town of Truro  
Thursday, March 28<sup>th</sup>, 2024 – 4:00 p.m.  
Town Hall – Council Chambers

A Committee of the Whole meeting for the Town of Truro took place on Thursday, March 28<sup>th</sup>, 2024, at 4:00 p.m. in Council Chambers.

Present: Mayor W.R. (Bill) Mills, Deputy Mayor C. Hinton, Councillors W. Talbot, A. Graham, B. Thomas, I. McGrath, J. Flemming

In Attendance: CAO M. Dolter, Director of Public Works A. MacKinnon, Director of Planning J. Fox, Director of Parks, Recreation & Culture A. Simms, Fire Chief B. Currie, Police Chief D. MacNeil

Regrets: Director of Corporate Services B. Coulter

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*Mayor B. Mills called the meeting to order and began with a Land Acknowledgment, recognizing that we are in Mi'kma'ki, the ancestral and traditional lands of the Mi'kmaq people.*

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1. **APPROVAL OF THE AGENDA**

On motion of Councillor J. Flemming and Councillor I. McGrath, the agenda was approved as circulated. Motion carried.

2. **APPROVAL OF MINUTES**

On motion of Councillors B. Thomas and Deputy Mayor C. Hinton, the minutes of February 29, 2023, were approved as circulated. Motion carried.

3. **TCPEP Update**

J. David Phillips provided an update on the activities of Truro Colchester Partnership for Economic Prosperity and future plans. The presentation is attached to these minutes.

4. **South William Barnhill Drive/South Young Street Sales Strategy**

Alison Grant, Manager of Strategic Initiatives and Communications, presented land sale options for parcels of land owned by the Town located at South William Barnhill Drive and South Young Street. A copy of the presentation is attached to these minutes.

5. **Council Meeting Bylaw Amendment – General Discussion**

Councillors discussed the possible benefits and detriments to holding the Public Council Meetings in the evening as opposed to the afternoon as currently scheduled. Councillors agreed to speak to constituents to evaluate the level of interest in this change from the public.

6. **ADJOURNMENT**

There being no further business, the meeting was adjourned at approximately 5:39 p.m.

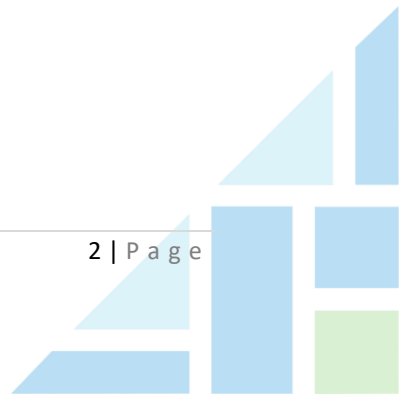
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W. R. (Bill) Mills  
Mayor

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M. Dolter  
Chief Administrative Officer

DRAFT





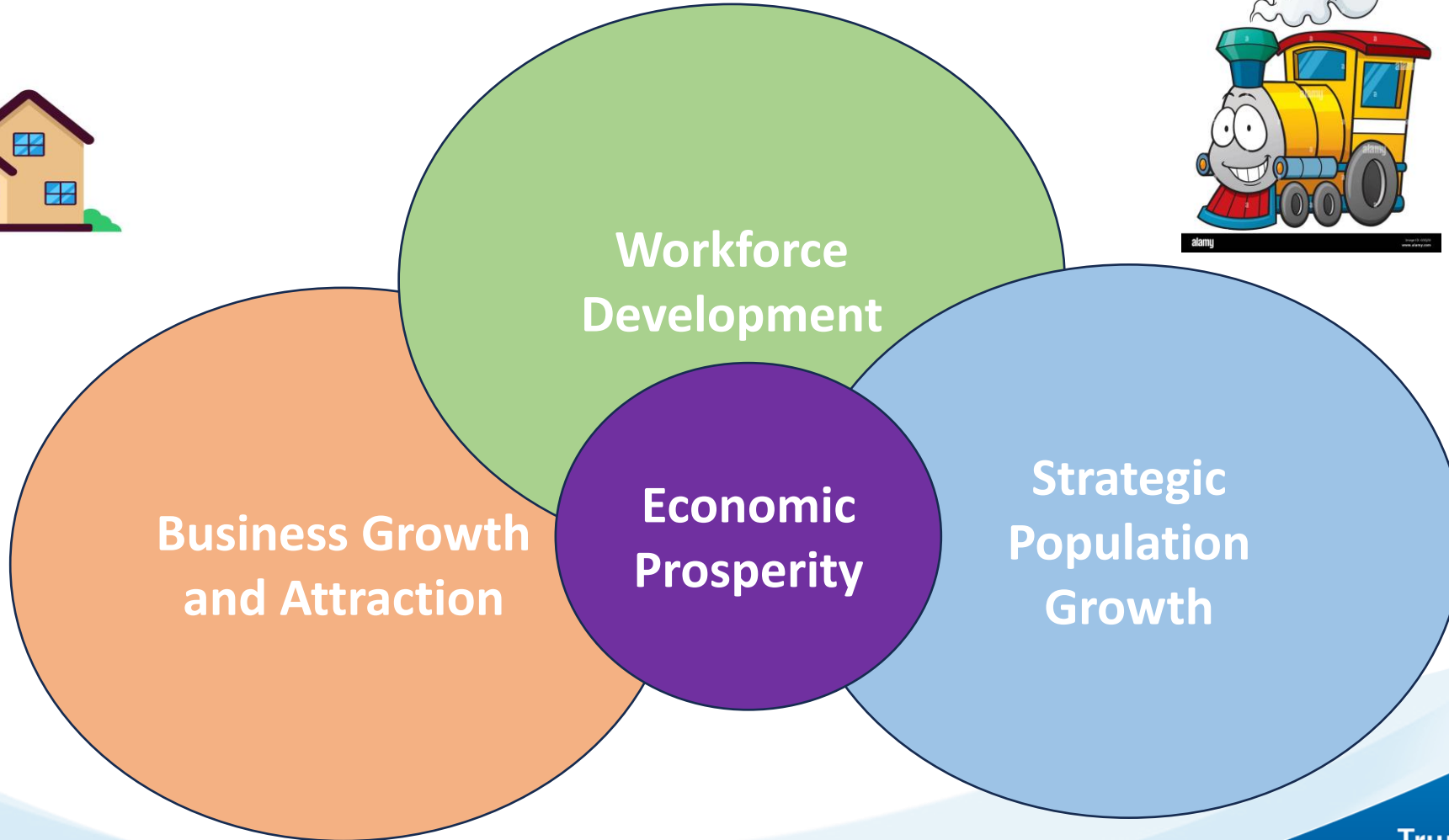
# CEO UPDATE

Presentation to the Truro Town  
Council  
March 28, 2024

J. David Phillips



# TCPEP's Mandate



# Big Wins in 2023-24

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1. Helped secure more than \$1.6M in expansion funding within the region.
2. Provided objective, expert advice and guidance to more than 80 businesses and startups across a number of Key Performance Indicators:
  - Better Profitability
  - Cost reductions
  - Expanded workforce
  - Funding support
  - Incremental revenues
  - Process improvements
  - Resource navigation
3. Spearheaded the successful launch of the new Truro Colchester Welcome Network

# Big Wins in 2023-24

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4. Launched innovative new Physician Recruitment marketing campaign featuring Truro Colchester – targeting UK physicians – which received national media attention.
5. Helped recruit 4 new doctors to the region.
6. Led the submission of an unsolicited proposal to NSH regarding a new Collaborative Clinic in Truro. News coming.
7. Aggressively promoted the region as a smart, affordable, and profitable place in which to invest, relocate or expand a business in such publications as Business In Focus and Site Selection Magazines, both with North America-wide circulation.
8. Invested more than \$40K in new regional tourism content. All this content has been used by Explore Central NS, the municipalities, the Province, and in our own marketing and promotions.

# Plans for 2024-25

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- Regional Business Attraction Project Phase 2
  - Production of Marketing Plan, Tools, Lead Generation
- Housing Symposium
- Agriculture-Agribusiness Engagement Plan
  - eg Entrepreneur in the Making
  - MIT-REAP
- Workshops for Businesses
  - Resilience
  - Succession Planning
  - Priority and Time Management
  - Business 101 for Under-represented groups
  - “Like a Boss” breakfasts
- Thought Leadership on Key Issues Facing the Community

# Plans for 2024-25

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- Establish a formalized Succession Planning Program
- Build TCPEP Awareness
- Drive for greater collaboration and role clarity among business advisement service providers
- Contribute thought leadership across multiple areas:
  - Public transportation and commuting options
  - Housing Technology
  - Community-building
  - Trades promotion in schools
  - Women in Trades
  - Customer Service
  - Cultural Sensitivity

THANK YOU!



# Land Sales Strategy

William Barnhill Drive and  
South Young Street



# Overview of Town Owned Lands - South End of Truro



# Overview of Sales Area



- **Area 1: South Young Street (West Side)**
  - PID# 20483251 and a portion of 20482992.
  - Approx 10 acres total.
- **Area 2: South Young Street (East Side)**
  - PID# 20492807 and 20492476
  - Approx 14 acres total.
- **Area 3: South William Barnhill Drive**
  - Portions of PID# 20405916 and 20447181
    - Approx 17 acres total.
  - Portion of PID#20204871.
    - Approx 10 acres total.
  - Portion of PID#20204871 and PID#20327268 and 20173761
    - Approx 24 acres total.

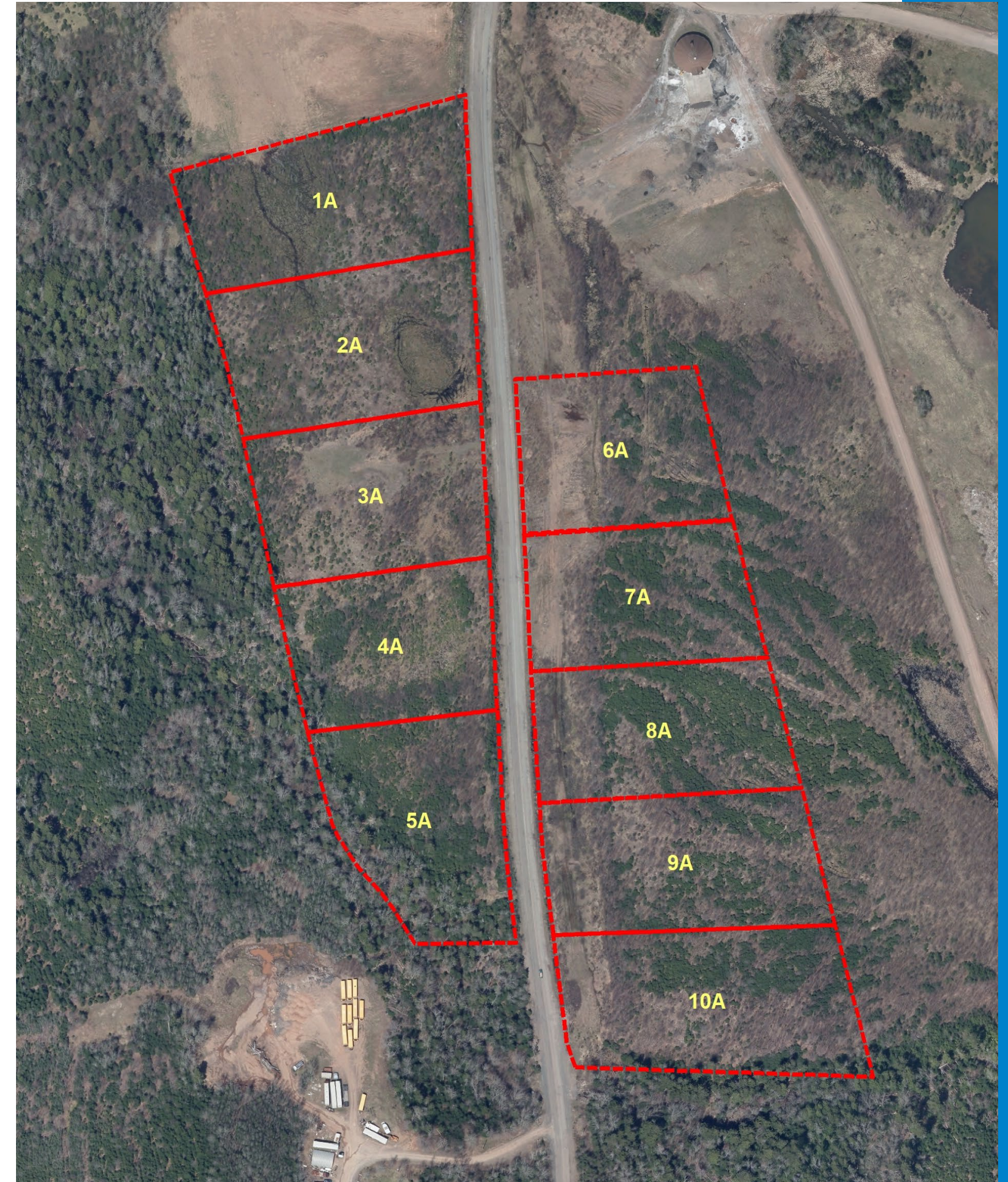
# Background

- Originally these lands were purchased and consolidated for the future expansion of the Truro Business Park.
- Lands in yellow are under the ownership of the Town of Truro or the Truro Industrial Development Society (TIDS).
- TIDS is a society registered to the Town of Truro, and was set up for sale of property and development of the Truro Business Park.



# Background

- Lands in the south Young Street area (10 lots) were marketed for sale as Industrial Lands from 2016 – 2022.
- While four of the lots sold to two developers, they were left undeveloped as industrial properties.
- Ultimately, industrial lands in this area had limited appeal due to:
  - Exposure
  - Access
  - Remoteness/Safety
  - Disconnected from existing Business Park/no catalyst in the area (industrial).



# Business Park Master Plan

- Truro Business Park Master Plan was done in 2021/22 to determine considerations and requirements for expansion of the Truro Business Park into this larger area.
- Truro Business Park Master Plan determined that expansion of Industrial lands could happen in a limited way, but it would be very costly in terms of infrastructure requirements and land development costs. There was also ownership challenges on the most suitable lands for development.
- This report and a recommendation was presented to Council in May 2022. As a result of that, it was decided to abandon the Industrial land sales strategy in this area and examine mixed use zoning in this area as part of the Community Plan review process (which is now complete, approved Nov 2023).



# Current Opportunities

- Residential development is pushing south in Truro.
  - PID #20173753, 656 Young Street (5.5 acres) sold in December 2021. Proposal with PAC, Spring 2024.
  - PID # 20173860, 536 Young Street (5.25 acres)-Approved DA for four townhouses and three 4-storey multi-unit residential buildings, consisting of a total of 167 units.
  - PID # 20489324, 225 William Barnhill Drive (4 acres). Approved DA for 10 townhouse units, one 4-storey, 56-unit building and one 4-storey, 55-unit building, consisting of a total of 121 units.
  - PID# 20496618 and 20173621, DA approved for 12 townhouse units.
- Strong Interest in Town Lands from Residential/Mixed-Use Developers
  - Numerous developers have expressed interest in purchasing bulk landholdings in the expansion area for mixed residential development.
- Interest in other small parcels for recreational/tourism opportunities on the east side of Young Street (adjacent to Victoria Park/Railyard).

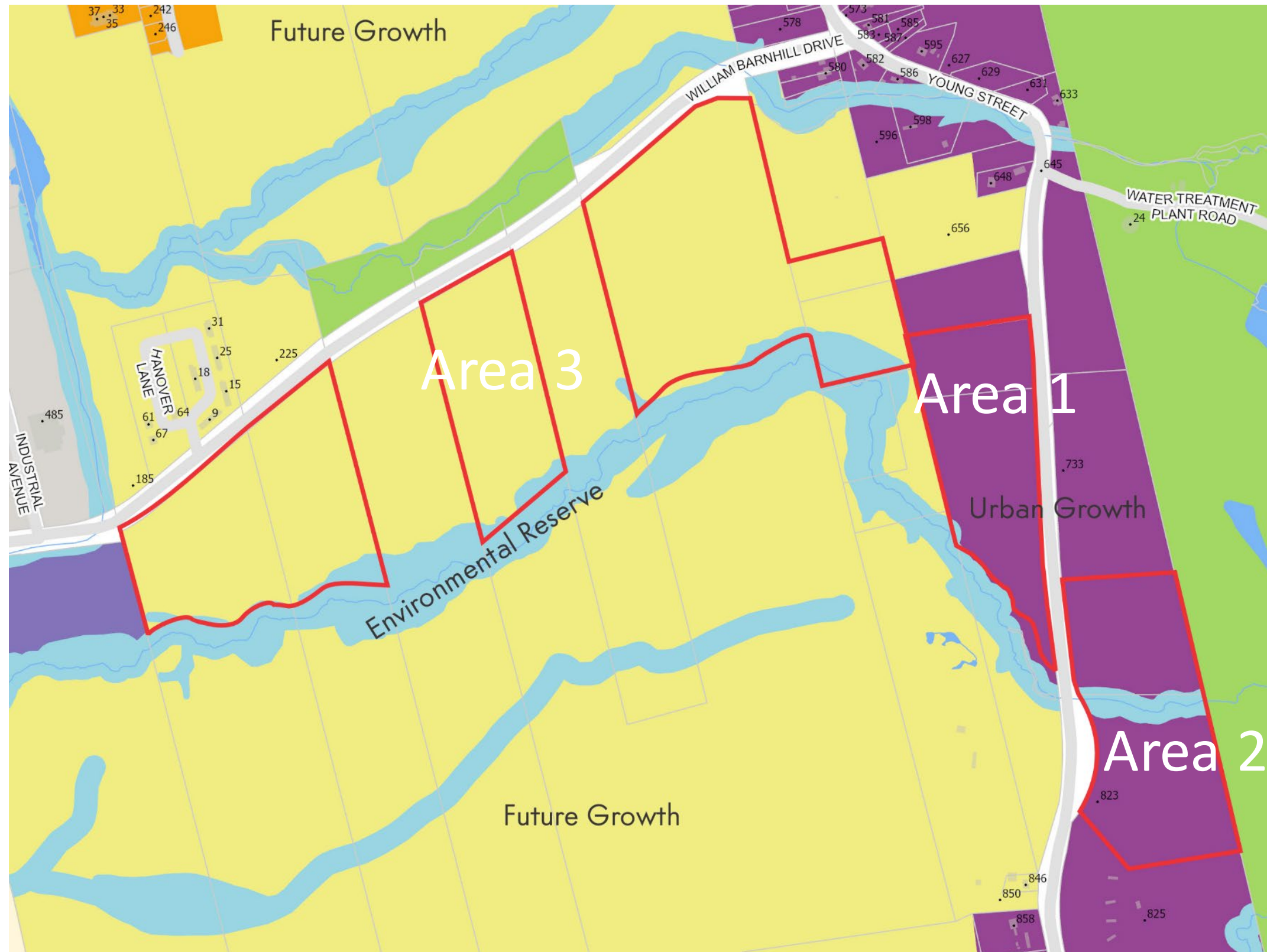




# Community Plan -Current Zoning

- As instructed by Council in May 2022, the new Community Plan examined the suitability and desirability of these lands for mixed-use purposes.
- Through this process it was determined that the land was most suitable for a mix of residential and commercial purposes, including tourism/recreational uses on the east side of Young Street.
- All lands in this area were rezoned and now reflect:
  - Future Growth Zone (lands south of William Barnhill Drive)
  - Urban Growth Zone (lands on the east and west side of south Young Street)

# Zoning Map – Areas to be Considered





# **Land Sales Strategy**

**South Young Street  
and William  
Barnhill Drive**

## Area 1: South Young Street (West Side)

- Most desirable lands (development friendly) for mid-high density residential development.
  - Extensive street frontage (with limited access points, but easy to subdivide).
  - Lands are partially cleared and relatively level.

### Strategy 1:

- Issue an RFP for lands on west side of Young Street (10 acres total).
- The RFP would seek to maximize Council's objectives:
  - Affordable housing
  - Active transportation
  - Include parkland/street trees/plantings (connection to the street).
  - Variety of housing types.
  - Timeline for development.
- Allows for numerous potential buyers to all submit bids on this parcel, with well designed developments for consideration.
- Allows to Town to be most fair and transparent with interested parties.

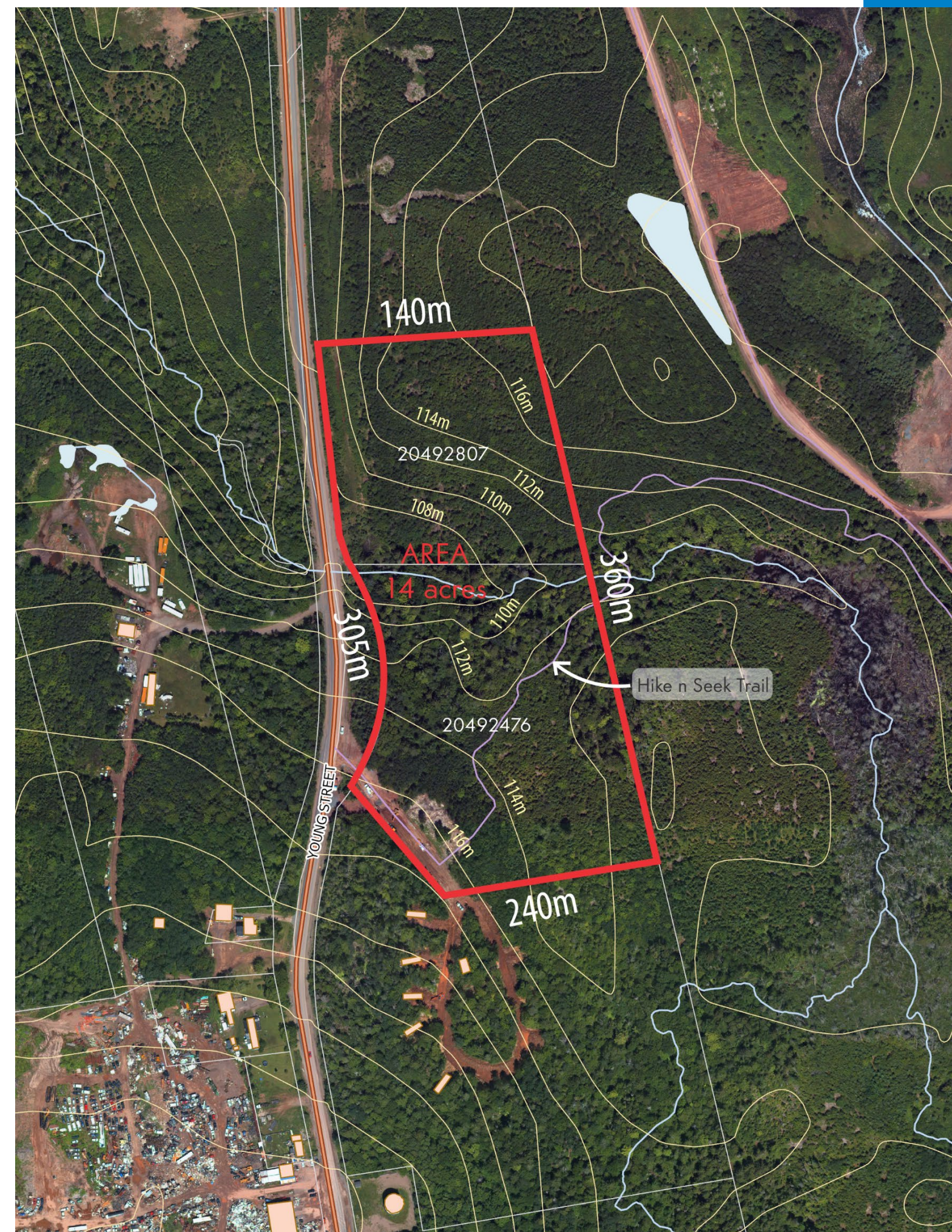


## Area 2: South Young Street (East Side)

- Most desirable lands for recreational/tourism opportunities.
  - Adjacent to Victoria Park and Railyard.
  - Reflects opportunities that align with the Railyard Master Plan.
  - Creates a pocket/cluster of tourism businesses.
  - Considers Town's entrance and Hide and Seek trail to the Railyard which runs over Town owned properties.
  - Needs to comply with our Purchase and Sale Agreement with Seek. (250 m from Seek)

### Strategy 2:

- Market the lands for sale through our contract with Viewpoint Realty (14 acres total), through our website, etc.
- Work with potential purchasers as they are identified and fine tune proposals that best align with the tourism/recreational strategy in this area.

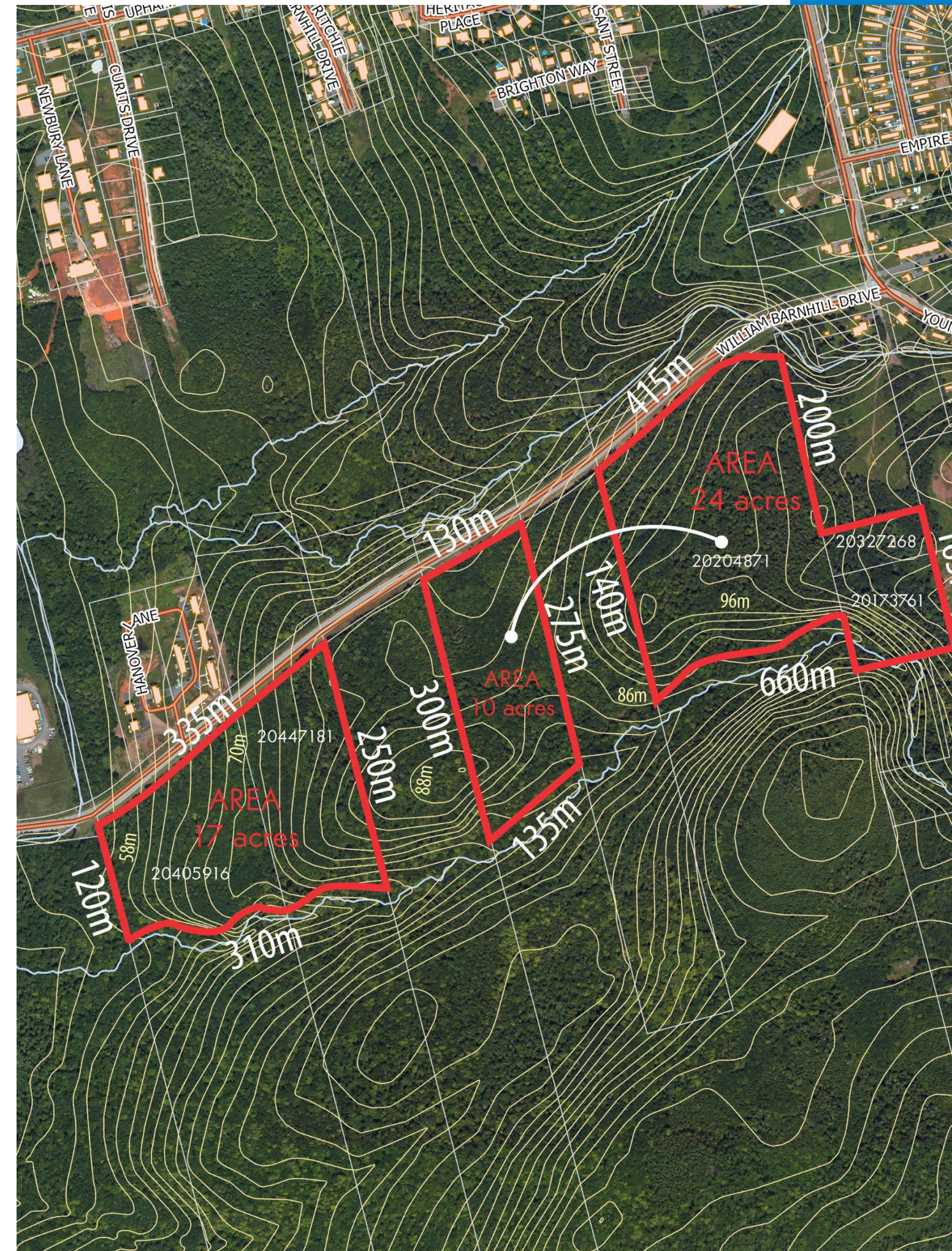


## Area 3: South William Barnhill Drive

- Most desirable lands for mixed-use development.
  - Lands will require much more extensive infrastructure and site development.
  - Developments in this area will require extensive consultation with Town staff (Planning and Engineering) to ensure developments align with the Future Growth Zone in the Community Plan and that infrastructure considerations are in place from the beginning.

### Strategy 3:

- Market the lands for sale through our contract with Viewpoint Realty, website, etc (3 different parcels, but could be subdivided further).
- Work with potential purchasers to fine tune proposals that best align with Council's Strategic Priorities and that maximize value for the Town.
- These properties will require extensive conversations and negotiations with the Town as they require significant undertakings to be developed.
- Currently in the process of having an external appraisal conducted on the lands due to the complexity of the sales process.



# Recommendation

Staff are recommending that Town Council approve proceeding with the presented land sales strategies for Areas 1, 2 and 3 in the areas of south Young Street and south of William Barnhill Drive.

A Request for Decision will be presented to Town Council at the April 8, 2024 Public Council meeting.

