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FOR IMMEDIATE RELEASE

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Pictou Waterfront Draft Plan Roll Out and Community Engagement

(Pictou, NS) - The Town of Pictou is excited to share the summary of the draft Waterfront Plan, which will be presented to the community virtually on Thursday, Jan. 27, at 6:30 p.m., followed by a question and answer session.

The community will be invited to share feedback on draft recommendations until Feb. 4, to shape the final plan expected this spring.

In 2021, the Town of Pictou partnered with Develop Nova Scotia to find a qualified consultant to support a master plan for Pictou's Waterfront. The plan leverages work already taking place in the area to create a cohesive vision for the future of this community asset, led by community. This will help ensure that the waterfront is developed in a strategic and sustainable manner, providing places for community to gather, businesses to start-up and grow and marine industry to thrive.

With investment from the Government of Canada, through the Atlantic Canada Opportunities Agency (ACOA), the Government of Nova Scotia through Develop Nova Scotia, and the Town of Pictou, Dartmouth-based Upland Planning and Design Studio was awarded the project.

A key piece of the plan includes Pictou's marine infrastructure improvements. Pictou is identified as an important destination by boat and part of a provincial network of high quality marine destinations. Vessels can come via the Northumberland Strait and in transit via the St. Lawrence Seaway for marine visitation and servicing.

"The growth and promotion of our working waterfront as a tourist destination by land and sea is of great importance to the people of the Town of Pictou and serves as an economic driver along the Northumberland Shore. As the gateway to the rivers of Pictou County, our beautiful harbour will continue to be a favorite gathering place for residents and visitors," said Mayor Jim Ryan, Town of Pictou.

"The Town is grateful for its partnership with ACOA and Develop Nova Scotia in providing expertise and financial support in the creation of our Waterfront Master Plan. We would look forward to working with them again on future initiatives," Ryan notes.

The call was shaped by input from a working group composed of representatives from ACOA, the Town, Pictou Landing First Nation, Develop Nova Scotia and waterfront stakeholders who continued to meet at important milestones throughout the project.

A robust community and stakeholder engagement initiative was initiated which included an online interactive map, online small group resident discussions, local and regional stakeholder focus groups and interviews, and waterfront pop-ups, walking tours, including with staff from Pictou Landing First Nation, and intercept surveys.

Engagement initiatives resulted in over 300 engagement interactions over a six-week period in the fall of 2021 helping to shape the draft plan.

The draft plan includes a summary of the planning process, the waterfront's history/context, assets and gaps/opportunities, and what was heard through the engagement. From there, the detailed concept for each area of interest (eg. publicly owned wharf) is shown and includes a short description of the proposed changes. For each area of interest, there is an opportunity for the public to provide feedback on the proposed concept.

Additional Quotes:

"The Pictou waterfront is an absolute gem. It is a place where residents and visitors can learn about the rich history of our region, enjoy a meal at one of the restaurants overlooking the harbour, or take in a live performance. This comprehensive development plan will chart a new course to boost tourism opportunities for marine, retail, restaurant, and industry users. I am so pleased to help Pictou create an attractive community space, tourism destination, and sustainable, good-paying jobs at home."

- The Honourable Sean Fraser, Minister of Immigration, Refugees and Citizenship and Member of Parliament for Central Nova

"The Pictou waterfront is a beloved spot for locals and tourists alike. This development plan is a great example of partners and community coming together, supported by the team at Develop Nova Scotia, with the shared goal of enhancing our communities and creating exciting new spaces. We look forward to seeing this vision come to life once the plan is finalized."

-The Honourable Susan Corkum-Greek, Minister of Economic Development, Province of Nova Scotia

Quick Facts:

- The Atlantic Canada Opportunities Agency's (ACOA) non-repayable \$31,500 contribution was matched by a Develop Nova Scotia investment with additional funding from the Town of Pictou.
- The Province of Nova Scotia committed \$250,000 in funding through the Nova Scotia COVID-19 Response Council (NSCRC) to Pictou for waterfront development as part of its Thriving Communities funding stream.
- The draft summary plan can be reviewed in advance at <https://www.townofpictou.ca/assets/PDFs/Waterfront/Pictou-draft-Waterfront-Plan-Takehome.pdf>

- Link to register for the virtual community engagement session:
<https://us02web.zoom.us/meeting/register/tZYsfu2spz4sHNYvhYcdUrpPMiVhCPSkFX3c>
- Feedback is welcome until Feb. 4. Additional opportunities to provide feedback on the draft summary plan are available at <https://www.townofpictou.ca/town-hall/pictou-waterfront-master-plan/>

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