



LOVE THIS
TOWN

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develop
NOVA SCOTIA



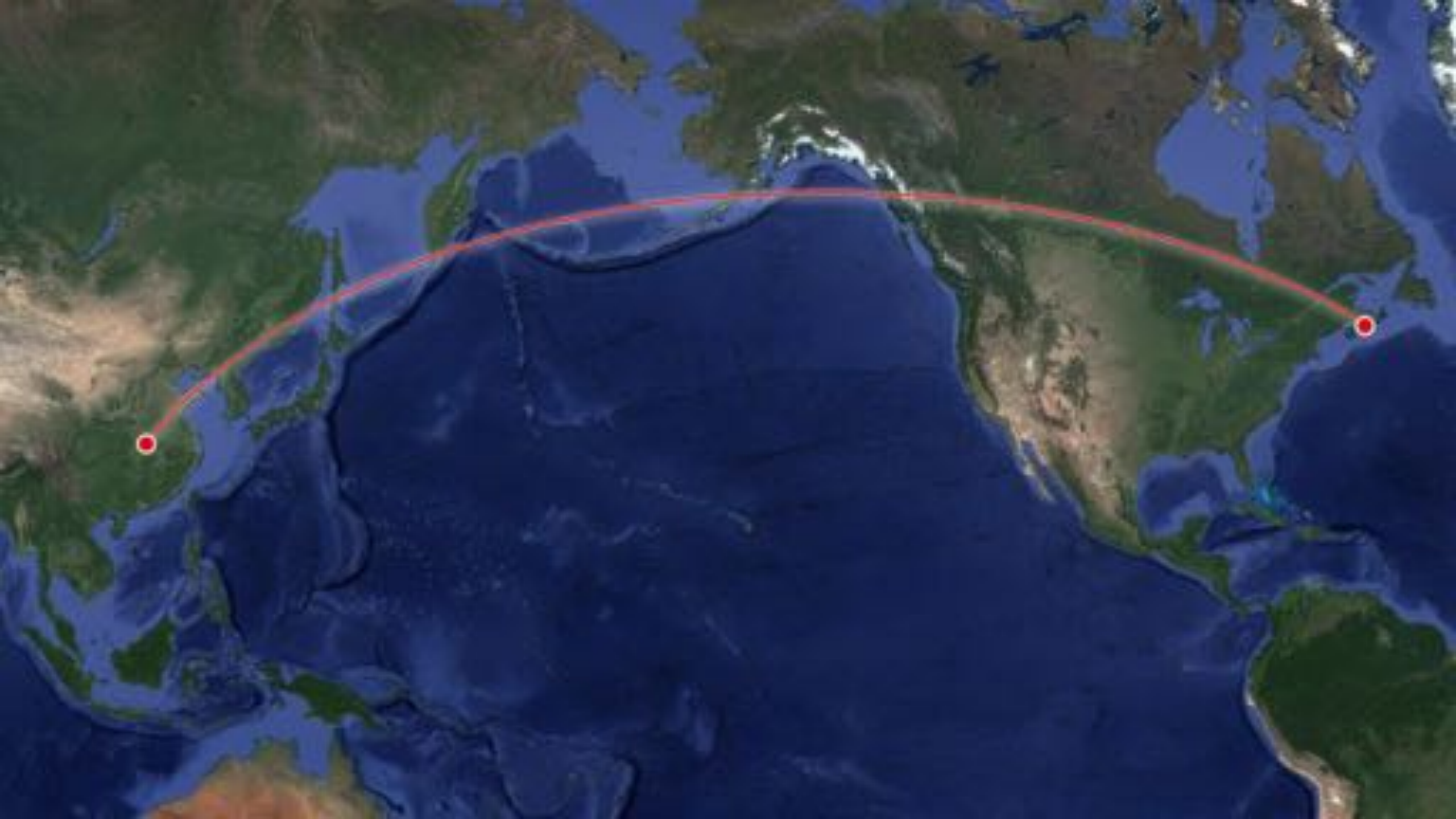




'I Love This Town' by Joel Plaskett

Listen up kid, it's not what you think
Stayed out too late, had a little too much to drink
Walked home across the bridge, when the Marquee shut down
There's a reason that I love this town

Nobody cares how much money you have
If you've got enough to get in a cab
There'll be drinks on the house if your house burns down
There's a reason that I love this town

























who were we?

Redevelop & revitalize lands surrounding Halifax Harbour & any other lands designated by our shareholder, the Province of Nova Scotia.



Waterfront Development















HALIFAX WATERFRONT
NOVA SCOTIA, CANADA



HALIFAX WATERFRONT
NOVA SCOTIA, CANADA











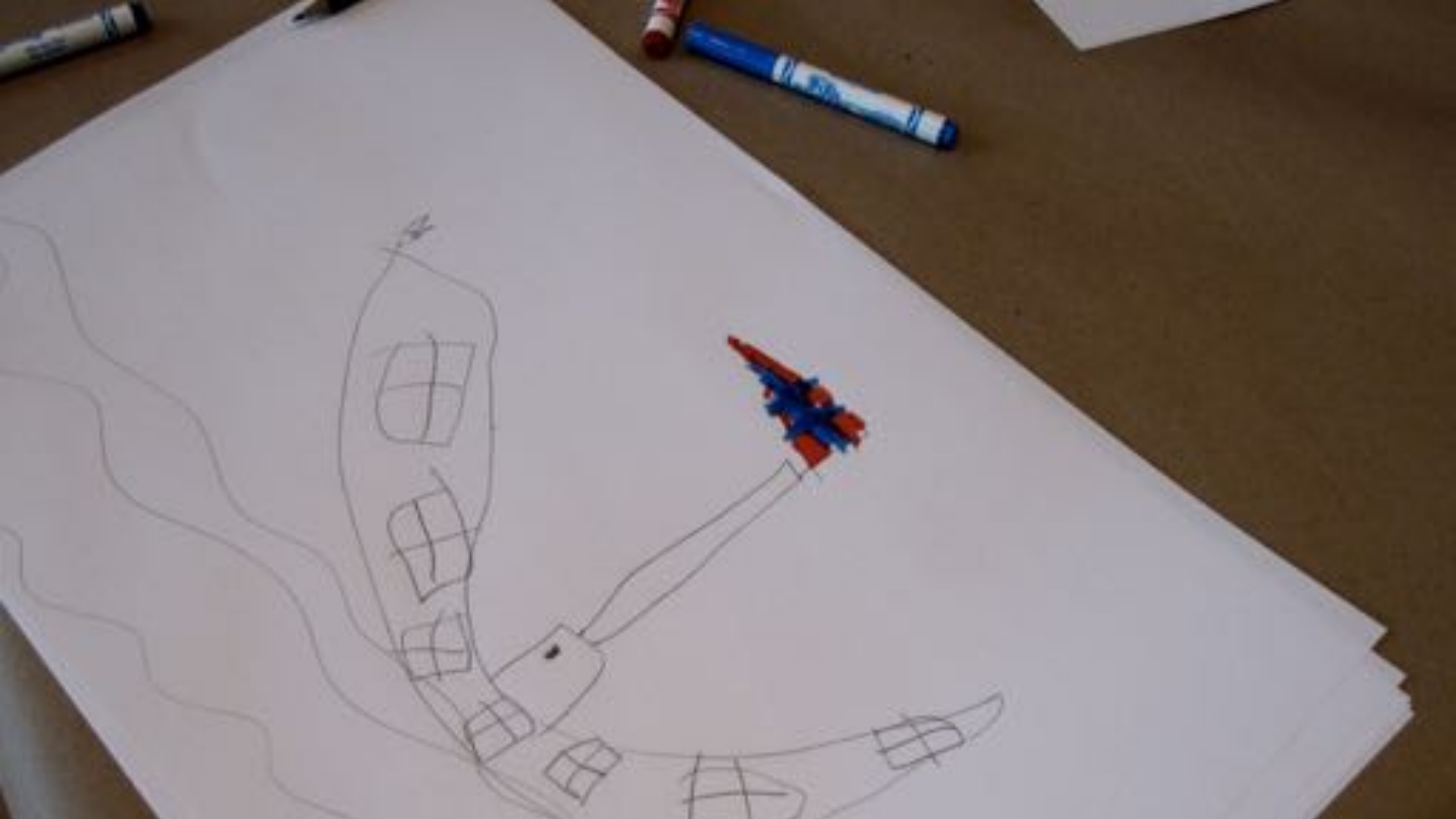




ELLE



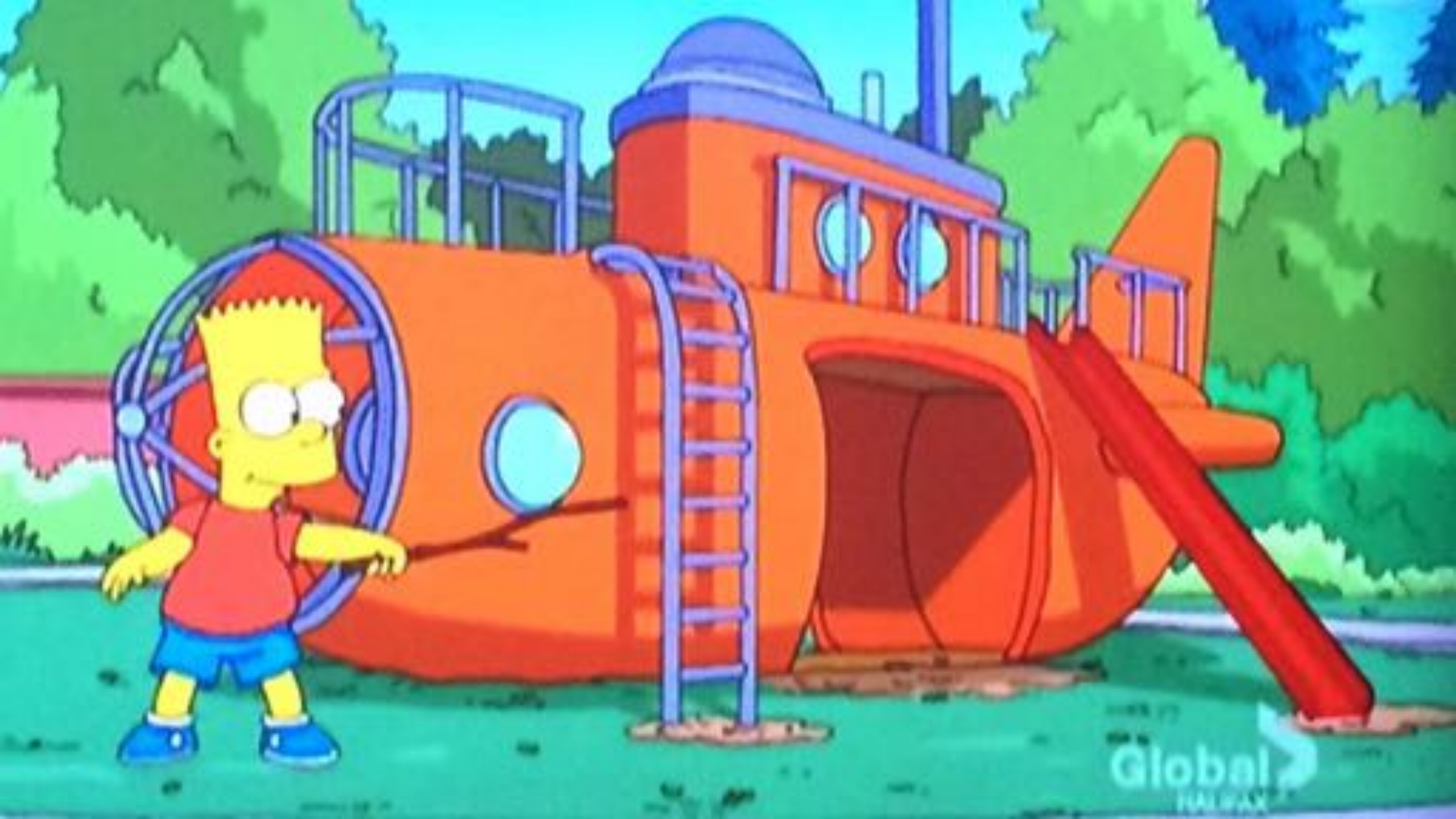












“People tend to sit
where there are
places to sit.”

William H. Whyte



WATERFRONT.ca













QUEEN'S MARQUE






QUEEN'S MARCH





MURPHY'S  Restaurant

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PHOTO CREDIT: RIVER HEIM









COVE

centre for ocean
ventures & entrepreneurship

PHOTO CREDIT: TJ MAGUIRE



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HALIFAX'S EMERGING INNOVATION DISTRICT

Examples of some of the companies and major entities driving innovation.







POWER OF 10+

HOW CITIES TRANSFORM THROUGH PLACEMAKING



City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

Cater to the Senses



Cater to the Senses



x10



x10



x10



x10



x10







Key Lessons for Waterfronts:

1. Think of the Harbour (or river) as the centre.
2. Encourage people to wander and explore.
3. Provide opportunities to touch the water and boats.
4. Don't forget about the little things.
5. Cultivate a series of small experiences that cater to the senses
6. Have spaces for people to 'get away'.
7. The accessibility effort makes it better for everyone.
8. Make it welcoming for all, offer new experiences, and events.
9. Be open for Business, and help make good ideas happen.
10. Take a chance and try it (Lighter, Quicker, Cheaper)



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NOVASCOTIA

Mandate

Lead sustainable development of high potential property and infrastructure to drive inclusive economic growth in Nova Scotia.

Vision

Nova Scotia is among the world's great places.

Mission

We will create sustainable places in Nova Scotia that attract and inspire people and investment.





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NOVA SCOTIA



What Next? (Canadian Context):

1. Placemaking & Co-Creation
2. Placemaking Network
3. Value of conversations
4. Community resilience (Sea Level Rise & Storms)
5. Work to do on Inclusion, Equity & Reconciliation











A large white heart outline is centered over a city skyline at night. The skyline features several illuminated buildings, with their lights reflecting on the water in the foreground. The text "THANK YOU" is written in white, bold, sans-serif capital letters across the center of the heart.

**THANK
YOU**

