

BACKGROUND REPORT
NOVEMBER 28, 2021

Pictou

A coastal scene featuring a rocky waterfront in the foreground. Behind the rocks, several houses are visible, including a prominent orange house, a yellow house, and a blue house. A boat is docked at a pier to the left. The sky is bright and overcast.

WATERFRONT
MASTER PLAN

UPLAND

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1. INTRODUCTION

1.1 A WATERFRONT IN TRANSITION

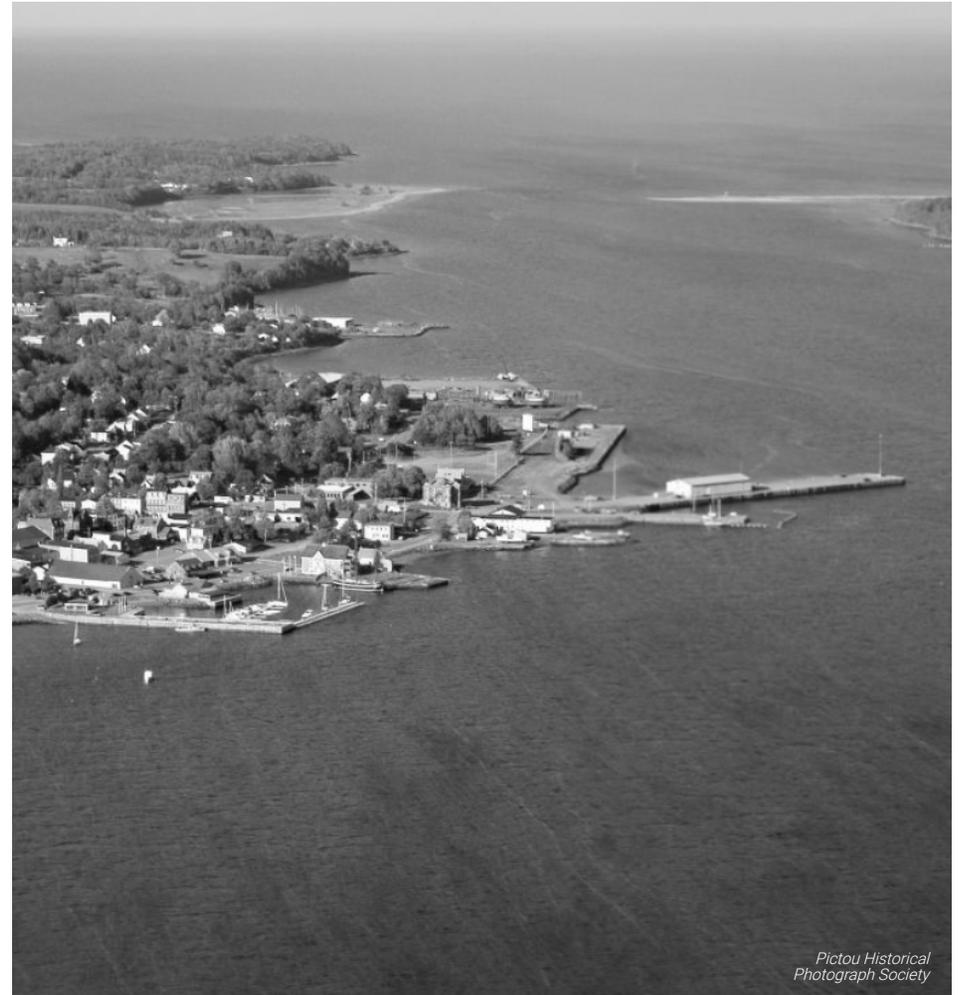
The waterfront in the Town of Pictou has a long history as a site of human activity, ingenuity, and perseverance. The Mi'kmaq people, who are indigenous to these lands, have been present for nearly 7,000 years, using the traditional territory of Mi'kma'ki, for fishing, hunting, and agriculture before the arrival of European settlers. These coastal lands have offered access to rich fresh and tidal waters for centuries.

The abundance of resources and topography of the region made Pictou's harbour an ideal location for a settlement, and following the arrival of Scottish immigrants in the 18th century, the Town of Pictou began to grow steadily—yielding its title "Birthplace of New Scotland." As a nascent Nova Scotia and Canada began to grow, Pictou found itself at the forefront of industrial growth, spurred on by shipbuilding and the rapidly expanding railroad network, with its waterfront at the centre of economic activity. This rapid growth led to the mixing of residential, commercial, and industrial uses—land use patterns that we still see in the present day.

Though the Town has experienced periods of growth and decline through its history, the significance of the waterfront has been forever present. Wharves, factories, and shipyards all line the shoreline which reinforce Pictou's working waterfront.

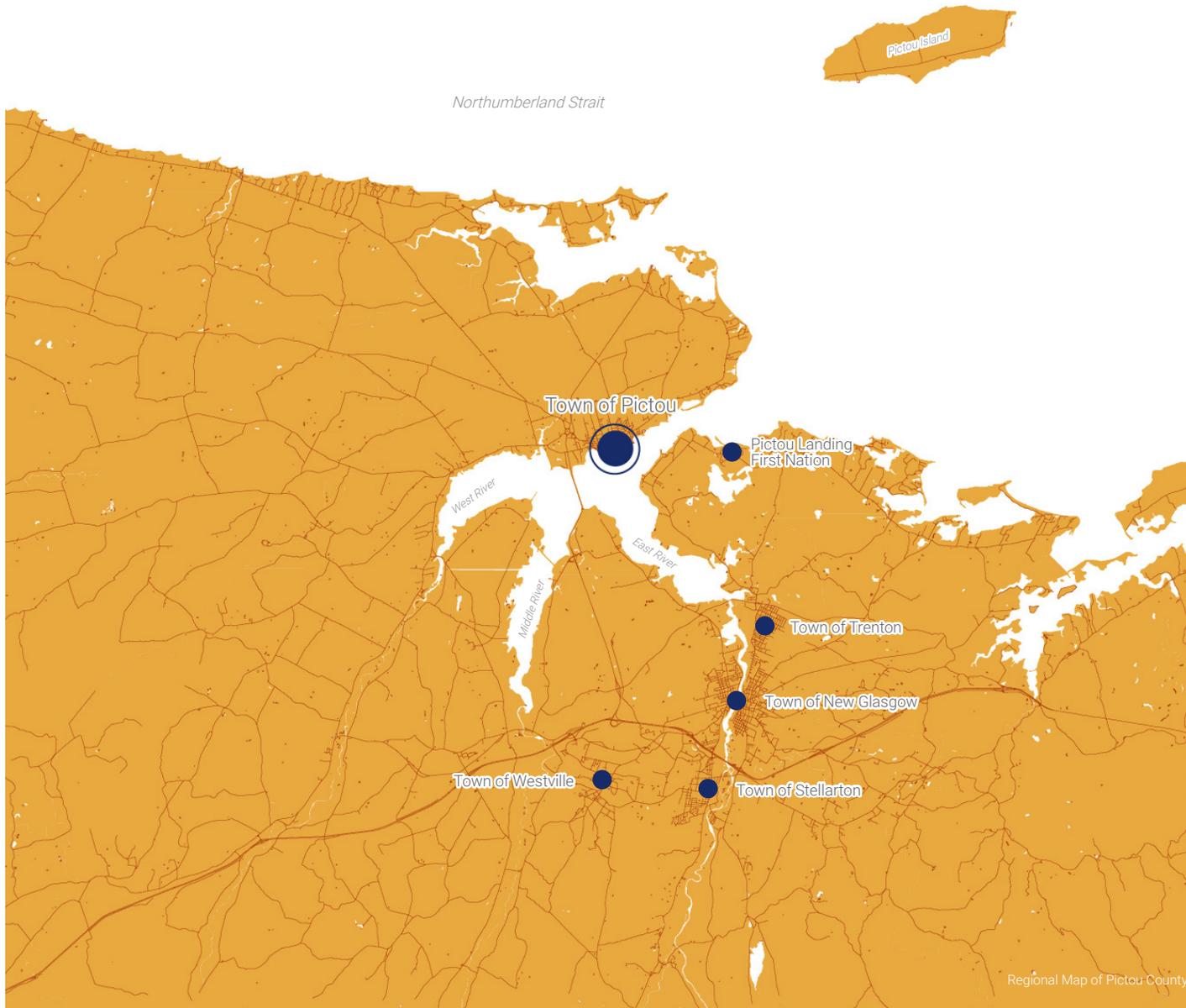
During the 1980s, as marine industry waned, parts of the waterfront were redeveloped as public spaces for residents and visitors to enjoy. The evolution of the waterfront has created a cherished public space, though there remain gaps in the fabric of the downtown and waterfront that represent opportunities for future development.

Anticipating opportunities for the waterfront and recognizing some of its underutilized potential, the Town of Pictou undertook several initiatives to leverage the waterfront as a catalyst for growth and development. The redevelopment and renewal of the deCoste Performing Arts Centre, Library, Hector Heritage Quay Interpretive Centre and Ship Hector Replica created opportunities for education, entertainment, and culture while improvements in marine infrastructure and coastal protections reinforced Pictou as a progressing coastal community. The Pictou Waterfront Master Plan will tie these efforts together and present a strategic vision for the future that includes a waterfront concept that celebrates the uniqueness of Pictou.



*Pictou Historical
Photograph Society*

1.2 TOWN OF PICTOU CONTEXT



The Town of Pictou is located in Pictou County along the Northumberland Shore of Nova Scotia. Situated on the northern side of Pictou Harbour, the Town is located at the convergence of the West River, Middle River, and East River. The coming together of these fresh and tidal water creates a unique, brackish environment that is a highly productive habitat for a variety of aquatic species such as oysters, clams, mackerel, herring, and Atlantic salmon.¹

Throughout the Town's history and still to this day, Pictou has been defined by its access to the water. The waters of Pictou Harbour presented the only direct connection between the Town and the rest of the world during the 18th, 19th, and 20th centuries. As the largest harbour on the North Shore and with some of the warmest waters in all of Atlantic Canada, it is no coincidence that Pictou has been the site of both Indigenous and European settlements. Today, a network of roads, ferries, and rail trails connect Pictou to the rest of Nova Scotia and beyond.

According to the 2016 Statistics Canada Census, 3,186 people call Pictou home.² Pictou is supported by a strong downtown core that celebrates the community's identity with a variety of marine and land bases-services, industrial areas, and a burgeoning artistic and cultural scene.

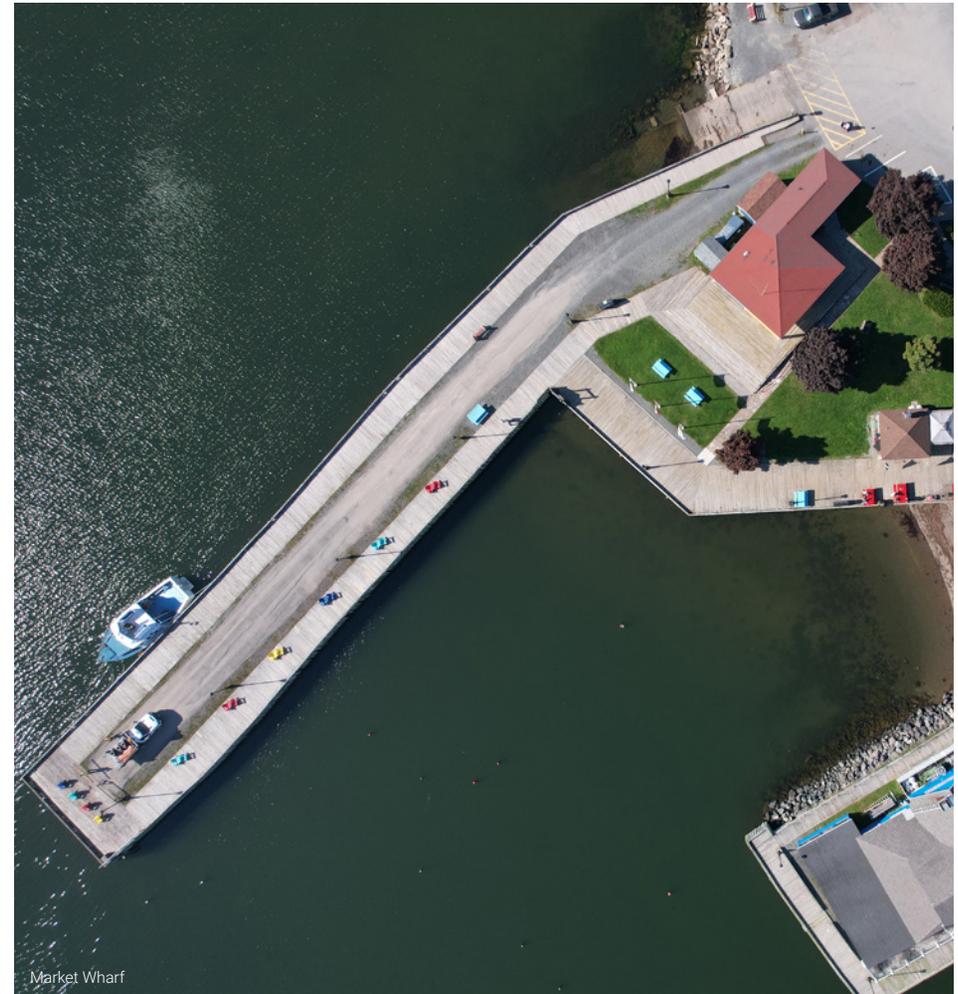
From a regional perspective, the Town of Pictou is wholly situated within the Municipality of the County of Pictou (pop. 20,692)—so too is the Town of Westville (pop. 3,628), the Town of Stellarton (pop. 4,208), the Town of New Glasgow (pop. 9,075), and Town of Trenton (pop. 2,474). The combined population of the Municipality of the County of Pictou and the five towns within its jurisdiction is 43,748 people.³

Spatially, Pictou is relatively isolated from the four other towns in Pictou County. They are located across the Harvey A. Veniot causeway and are approximately a 15- to 20-minute drive from the Town of Pictou. This spatial disconnect is highlighted as the Town of Pictou has not been included within the initial Pictou County Transit project, a three-year pilot project providing public transit between the towns of New Glasgow and Stellarton.

While all four towns are connected to Pictou through the provincial highway system, marine connections are limited between Pictou and these towns. There is a full-service marina in New Glasgow—including fuel, water, and electricity; however, river depth and infrastructural barriers, particularly bridges, limit the size of boats that can travel up the river.

All four towns have strong commercial cores and are supported by a variety of municipal and county institutions, recreation, and health services. There is, however, a lack of high-quality outdoor public spaces, especially those with direct access to the waterfront. The Town of Trenton's waterfront is primarily industrial in nature, with few public spaces. Similarly, there are few public space areas along Stellarton's or New Glasgow's waterfronts, positioning Pictou to fill a regional public space need in Pictou County.

Although not a municipality, another significant community near the Town of Pictou is the Pictou Landing First Nation. The Pictou Landing First Nation is a Mi'kmaq First Nation band with five reserves, including at Boat Harbour. Ironically, of the four towns in Pictou County and Pictou Landing First Nation, the First Nation is the closest to the Town of Pictou, but, due to travel distances by car, it is the farthest in terms of travel time. From a marine perspective, however, travel time and distance between the Town of Pictou and the Pictou Landing First Nation is the shortest among the four towns and the First Nation.



1.3 THE HISTORY OF PICTOU AND ITS WATERFRONT



Pictou's waterfront is not only the geographic centre of the community, but it has long been the commercial, industrial, and institutional focal point for the Town and its residents. However, before the arrival of Europeans, what is now the Town of Pictou and its surrounding areas were long the traditional and unceded territory of the Mi'kmaq peoples.

The presence of the Mi'kmaq in the Pictou region is believed to have begun 3,500 to 7,000 years ago,⁴ and Pictou Harbour was a significant area for the Mi'kmaq. One of the main Mi'kmaq villages in the Pictou region was at A'Se'k, Mi'kmaw for "the other room," and is today known as "Boat Harbour." A'Se'k and the areas near the entrance of Pictou Harbour provided the Mi'kmaq with a "region for hunting, fishing, farming, and for protection from the brutal North Atlantic winds that blew down the Northumberland

during winter."⁵ The significance of these lands, and those around Pictou County, have long been defended by the Mi'kmaq throughout history—from European settlers and foreign Indigenous communities.⁶ Stories dating back to the 17th century of the Mi'kmaq defending Pictou County from invading Mohawk warriors still circulate today.⁷

Although historians debate the exact date of the first European arrival in Pictou, Nicolas Denys, a French merchant and explorer, arrived in Pictou in 1672. Along with the Acadians, who were settled along the Northumberland Shore, Nicolas Denys traded with the Mi'kmaq for fish and furs. The Acadians, however, were deported as part of the British military campaign during the French-Indian War, resulting in large tracts of land along the Northumberland Shore becoming vacant.⁸

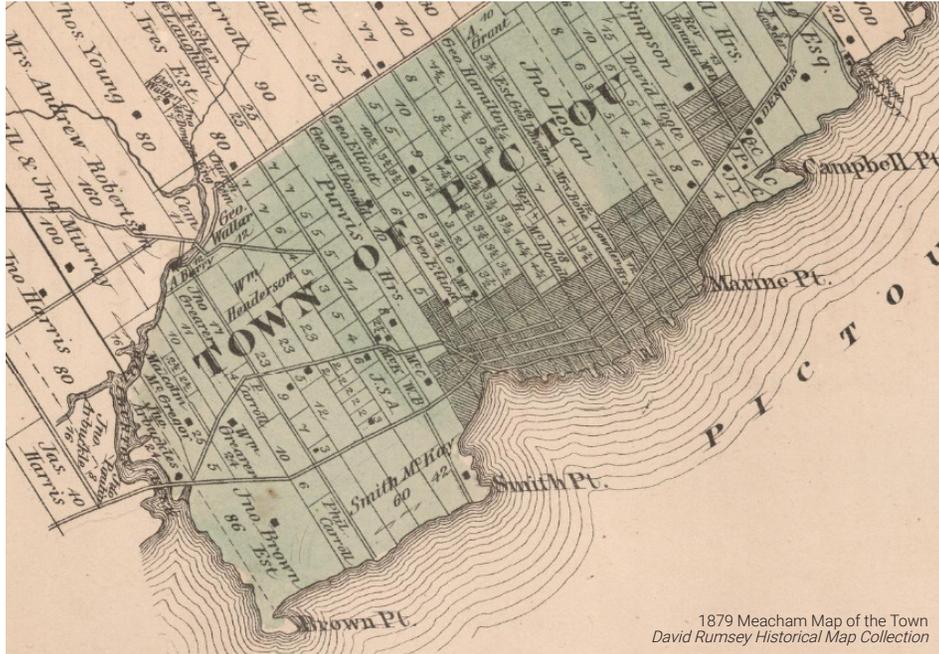
This vacancy, along with the geopolitical situation in Europe—particularly in Scotland—would ultimately lead to the settlement of Pictou and the surrounding areas. Land grants conditional on settling a certain number of people were acquired by British and American merchants who sought to re-sell the land for a huge profit. The need to settle these areas as conditions of the grants created an urgency to bring people to Pictou.

Included within the land that was deeded away was the land around A'Se'k which was given to a regiment of the American Revolutionary War. Although few of the soldiers came to claim *their* land, this underscores the persistent threats to the Mi'kmaq following the arrival of European settlers.⁹ Over the proceeding hundred years, the Mi'kmaq had maintained their presence at A'Se'k, despite attempts to

remove them from the area and pressure when settlers began to build homes on Mi'kmaq lands.¹⁰

Although the ship Hector is often considered the first ship to have arrived in Pictou, six years prior in 1767, the Betsy arrived from Philadelphia with six Scottish-Irish families. Many of these families settled and by 1769 there were 120 inhabitants of "Donegal Township". There was little interest, however, in moving to the region from New England. This resulted in merchants looking to take advantage of troubles occurring in Scotland to meet the conditions of the land grants.

For about one hundred years starting in the 18th century, Scottish agricultural tenants were evicted from their land—colloquially known as the "Highland Clearances"—driving immigration to North America.



Merchants saw this as a great opportunity to fulfill the requirements of their land grants and in 1773, the ship Hector arrived carrying nearly 190 passengers from Scotland.¹¹

Following the arrival of the ship Hector, immigrants continued to arrive to settle the land. However, without the assistance of the Mi'kmaq, the settlers may not have survived the conditions presented to them in Pictou. "From them (the Mi'kmaq) they learned to make and use snow-shoes, to call moose, and other arts of forest life."¹²

The word from which the name Pictou is believed to have been derived—Piktuk—is a Mi'kmaq word for "exploding gas",¹³ which is likely related to the nearby coal fields and the spontaneous eruption of methane gas that would occur. With a growing population, coal extraction became an

important industry in the early days of Pictou's history. Coal was first "discovered" by Scottish immigrants in the late 18th century and used as household fuel before significant extraction efforts began during the 1820s and 30s. While lumber exports were Pictou's primary industry in the early 1800s, coal soon became a significant industry for the Town.¹⁴

In 1827, King George IV granted exclusive mining rights to the British company General Mining Association (GMA).¹⁵ Soon, coal was brought in from the local coalfields and shipped nationally and internationally. Pictou's early days as an export hub for timber and salted fish meant the Town had much of the marine infrastructure needed for coal export.¹⁶ Coal exploration and extraction in Pictou County had significant spin-off effects and facilitated further industrial development.

HISTORICAL TIMELINE

The shores along Pictou Harbour were visited by Breton and Basque fishermen who established trade relations with the Indigenous peoples

1500-1600

The ship Hector sailed from Loch Broom, Scotland, with nearly 190 passengers and arrived in Pictou

1773

Truro to Pictou Landing railway completed

1867

Town of Pictou to Stellarton railway completed

1887

Significant wartime shipbuilding in Pictou

1940s

A fire once again destroys the waterfront

1959

The Harvey A. Venoit Causeway is built across Pictou Harbour

1968

Northern Pulp Mill forced closure by the Province of Nova Scotia

2020

250th Anniversary of the landing of the Ship Hector

2023

Pre 1500
The Mi'kmaq used the land throughout the Pictou region for hunting and fishing for generations prior to the arrival of European settlers. Mi'kmaq presence has continued to the present day.

1672
Nicholas Denys, a French merchant, visited the region, giving Pictou Harbour the name "La riviere de Pictou"

1767
The ship Betsy arrives from Philadelphia with 36 Scottish-Irish settlers, two slaves, and a convict

1788
The first wharf and ship were built in Pictou by Thomas Copeland

1827
King George IV gives exclusive coal mining rights to General Mining Association

1874
The Town of Pictou is incorporated

1917
Freight and passenger terminal moved to Port Tormentine from Pictou

1946
Fire destroys wharves, sheds, rail cars, and freight on Pictou's waterfront

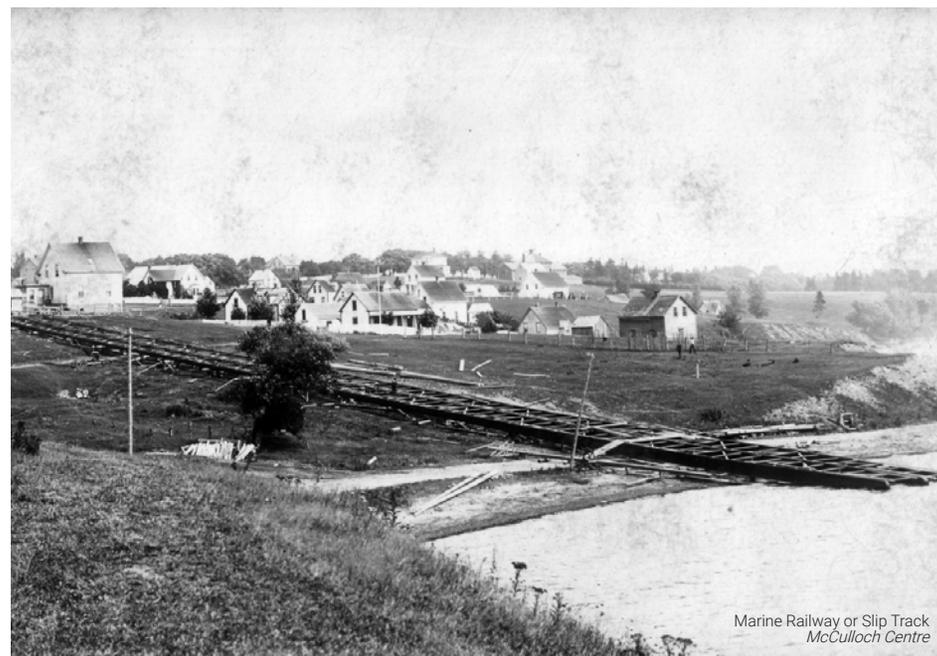
1967
Northern Pulp begins its operations at Ambercrombie Point

2021
Waterfront Master Plan is initiated by the Town of Pictou

2024
150th Anniversary of the Town's incorporation



Aerial View of Shipyard circa 1950s
Pictou Historical Photograph Society



Marine Railway or Slip Track
McCulloch Centre

With the need to ship coal, Pictou leveraged its expertise in shipbuilding, and with the expansion of the railroad, Pictou soon became a major hub in Atlantic Canada. In 1867, a railway was completed from Truro to Pictou Landing, making Pictou the connecting port to Upper Canada at the time. Passengers, freight, and mail being shipped from Atlantic Canada would connect in Pictou for steamship service to Prince Edward Island and Quebec. It wasn't until 1887 that the Town of Pictou was connected to Stellarton via rail.¹⁷

Pictou was such an important shipping port that there are tales "that one could cross the mile-wide harbour without ever wetting a foot, by stepping from one ship's deck to the next."¹⁸ Pictou's significance was also not lost on the American government which established a consulate in the Town of Pictou.¹⁹ The building in

which the consulate was located still exists today at 157 Water Street.

Despite Pictou's emergence, the Mi'kmaq continued to confront challenges associated with the lack of formal land rights. In 1829, Chief James Lulan wrote a letter to the government seeking formal land rights as European settlers encroached on their traditional hunting and fishing grounds and prevented the Mi'kmaq from practicing agriculture on their territory. However, this land had already been deeded to settlers, "causing friction between the government's settlement plans, and the Mi'kmaq refusal to uproot from lands they had occupied for centuries."²⁰ It was not until 1864 when the land at A'Se'k was secured for the Mi'kmaq when the Provincial Government purchased a 50-acre plot for \$401.25. By 1928, the Mi'kmaq had secured an additional 400

acres, but this describes the centuries-long struggles the Mi'kmaq faced as colonial expansion occurred around them.²¹

The legacy of shipbuilding in Pictou continued through the 20th century, especially during World War II. During the war, the Town's shipyard was the site of a phenomenal wartime effort in the construction of 24 Park Ships—ships that carried Canadian and Allied personnel, munitions, weapons, and food across the world's oceans. This effort resulted in a population boom in Pictou where the population of the Town doubled during 24 months²² and an entirely new neighbourhood was created to house the workers called Victory Heights.

During the 20th century, fire ripped through the Pictou waterfront on two separate occasions. In July of 1946, a fire destroyed

\$2 million worth of wharves, sheds, freight, and rail cars, putting 60 people out of work. Exactly 13 years later, despite efforts to rebuild with steel and concrete instead of wood, another blaze destroyed Pictou's waterfront in 1959.²³

One of the most consequential changes to Pictou's waterfront did not happen on the waterfront, but happened across the harbour at Ambercrombie Point—the Province of Nova Scotia endorsed the development of what would become the Northern Pulp Mill. In 1964, the Province announced the project, with construction beginning in 1966 and the mill fully operational by 1967.²⁴ Shortly thereafter, the causeway across the harbour—the Harvey A. Venoit Causeway—was built in 1968.²⁵



Last Passenger Train in Pictou circa 1985
Pictou Historical Photograph Society

After decades of controversies surrounding the mill, particularly around the environmental impact caused by the mill's effluent and the nature in which the Province acquired rights to Boat Harbour to treat the effluent, the *Boat Harbour Act* was passed in 2015. This law established January 31, 2020, as the final day Boat Harbour could be used for the reception and treatment of effluent. On January 31, 2020, the Northern Pulp Mill stopped its operation.

Today, the Town and community are looking to guide the future of the waterfront and its ongoing evolution. The waterfront and shoreline have shaped how the Town has developed and played an integral role in the storied history of Pictou. From tales of "ghost ships" that have haunted the Northumberland Shore for the past 250 years, to the days of ice skating on the

harbour and the first lobster carnival in 1934 celebrating the multi-million dollar lobster industry in the region, Pictou's history has shaped the identity of its residents that is still evident today.



Park Ship Launch Onlookers
Pictou Historical Photograph Society

1.4 WATERFRONT TRANSFORMATION

Pictou's waterfront has undergone a significant physical transformation over the past several centuries. Not only have the types of buildings and industries present on the waterfront changed, but the layout and form have evolved throughout the Town's history.

Beginning from an untouched, natural coastline, the Town's physical layout and form changed as it grew. The early days of Pictou consisted of a handful of roads, pathways, and shoreline wharves; however, as the shipping and shipbuilding industries grew, as did the number of roads, structures, and wharves on the waterfront.

By 1864, much of Pictou's street grid had been established, with Water Street functioning as the main waterfront artery. But to accommodate the expansion of the railway, large tracts of land were infilled along the shoreline. Land on the seaward side of Water Street and Front Street were infilled, creating a whole new section of the waterfront for the railway and marine uses. This would eventually become Caladh Avenue and house much of the industrial uses that exist today.



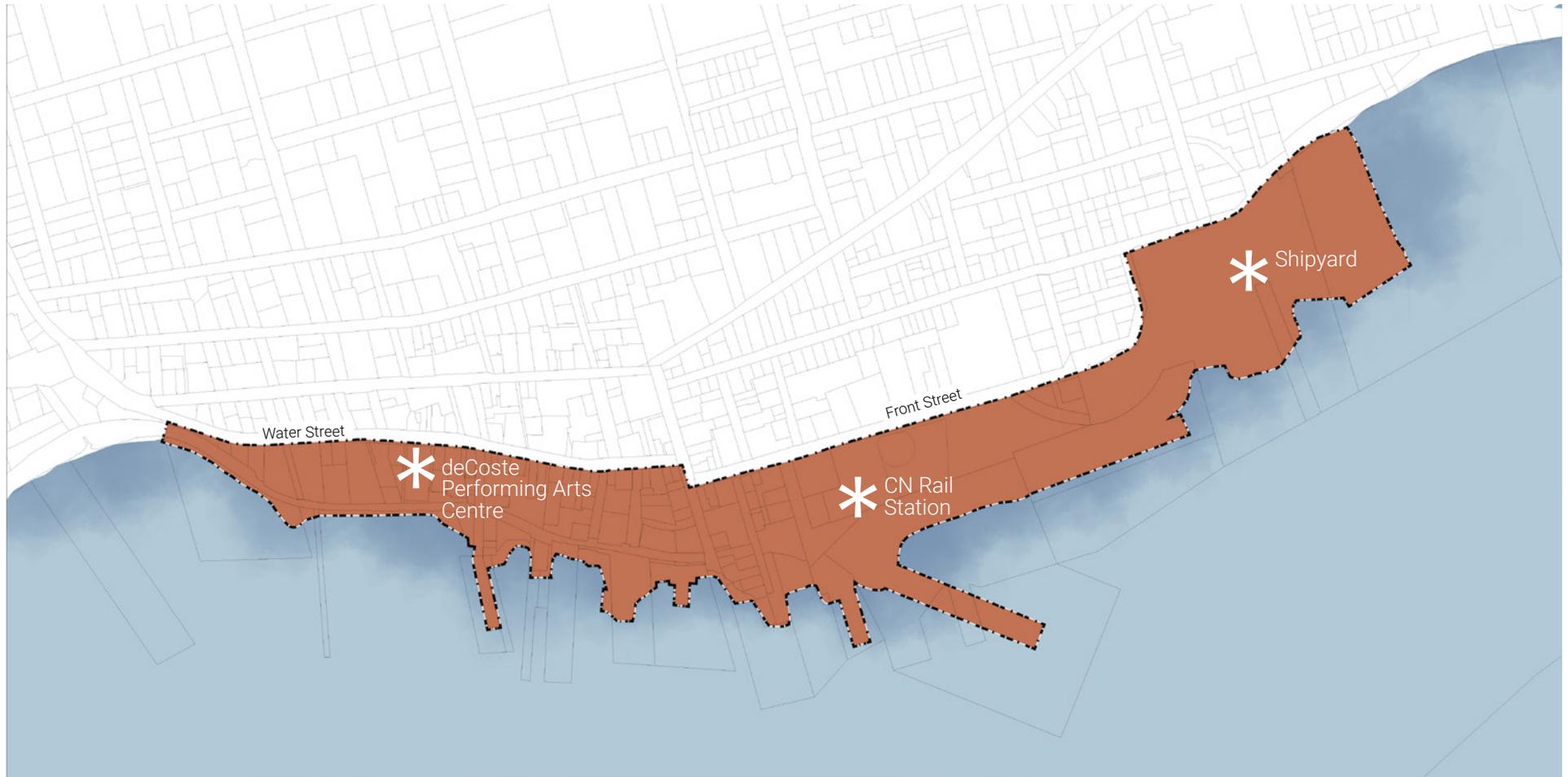
1864 Shoreline Compared to 2021 Shoreline

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2. EXISTING CONDITIONS

2.1 SITE INVENTORY AND ANALYSIS



SITE OVERVIEW

The Waterfront Master Plan includes the most active parts of the waterfront and downtown, including the deCote Performing Arts Centre, the CN Rail Station, and the shipyard. It extends inland from the Pictou Harbour to the upper boundary formed by Water Street and Front Street.



BUILT ENVIRONMENT

A few defining land-use patterns can be identified in the built environment of the plan area:

Historic Commercial Streets: Water Street, Front Street, and Coleraine Street have retained their commercial character over time. Although some historic buildings have been demolished, these streets still have a distinct feel, characterized by pedestrian-oriented street-level uses and zero (or minimal) setbacks from the street to the building facades.

Rail History: The history of rail transportation in Pictou is still evident in the built environment. The rail line used to follow the present-day Jitney Trail and continue along what is now known as Caladh Avenue to access the CN Rail Station and waterfront piers.

Uniquely Waterfront Uses: As expected, some of the plan area consists of buildings that are uniquely located and built to take advantage of their waterfront location. Although historically these would have been almost entirely industrial buildings, today they are a mix of industrial, commercial, and tourism uses that functionally rely on the waterfront.

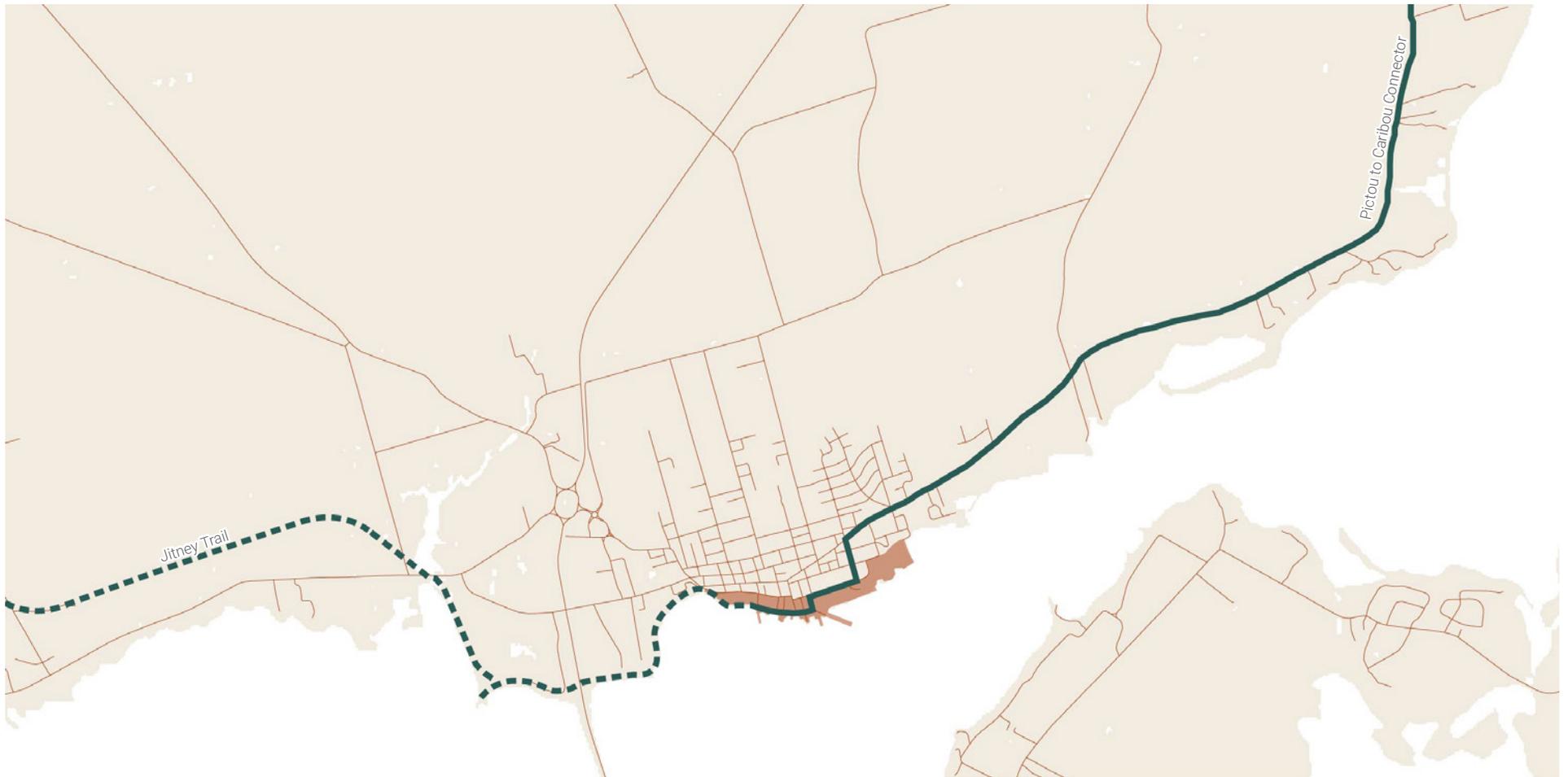
Civic Buildings: A final pattern visible in the project site is that of large civic buildings located in the downtown area near the waterfront. These include the deCoste Performing Arts Centre, Provincial Court House, Pictou Curling Centre, RCMP detachment, and Canada Post building.



TOPOGRAPHY & SEA LEVEL RISE

This map illustrates the topography of the plan area with one-metre contour lines. The blue area represents the area of the site potentially at risk of flooding due to sea level rise by the year 2100. Note that this model is based on a "worst-case scenario" projection of sea level rise (RCP8.5) that assumes high worldwide carbon dioxide emissions sustained over time. Using this model, sea level in the Pictou area could rise by 0.74 metres, flooding the area shown in blue. This would have the most impact on the western end of the project site in the low-lying areas around the deCoste Performing Arts Centre, the Courthouse, and the Curling Centre.

The nature of the waterfront means that many areas could become temporarily flooded or permanently inundated in the future due to sea level rise. Because of this, consideration must be given to how the waterfront develops and transitions over time. What types of development can happen where, and under what conditions must all be considered as the waterfront develops.



REGIONAL ACTIVE TRANSPORTATION

As shown in the map above, the waterfront is accessible by active transportation from the Jitney Trail and Pictou to Caribou Connector sections of the Trans Canada Trail. This is a particularly significant asset, as all Trans Canada Trail users on their way to or from the PEI ferry will pass through Pictou's waterfront. It should be noted that the Jitney Trail also allows motorized vehicles (potentially allowing ATV access to the site) and that the Pictou to Caribou Connector runs along Beeches Road / Three Brooks Road and is shared with vehicular traffic.

- Trans Canada Trail Road
- Jitney Trail and Bikeway route to Gut Bridge



REGIONAL STREET HIERARCHY

Pictou's waterfront is located within two kilometres of Nova Scotia Highway 106 providing access to the Wood Islands / Caribou Ferry and the Sunrise Trail (Route 6). A secondary route runs from the Pictou Rotary through downtown Pictou and east to Caribou / Munroe's Island Provincial Park and the Caribou ferry terminal. This route is formed by West River Road, Church Street, Denoon Street, Beeches Road, and Three Brooks Road. To access the waterfront from Highway 106, most drivers exit off of West River Road to Water Street, a five-point intersection that can create difficulties for first-time visitors. Wayfinding signage and/or realigning this intersection could present an opportunity to direct people to the waterfront and simplify the intersection.

- Arterial
- Collector
- Local



STREET NETWORK & PARKING

Pictou's waterfront and downtown have been developed on an irregular grid pattern. Water Street and Front Street form the upper boundaries of the plan area. Streets within the site include Caladh Avenue, Commercial Street, Kemp Street, the lower end of Colerain Street, Creighton Street, Depot Street, and Battery Street. All the streets within the project area are owned and maintained by the Town of Pictou. For those arriving at the waterfront from Highway 106, Water Street would be the most likely choice, placing emphasis on the need for clear wayfinding and directional signage along Water Street and directing drivers to Water Street from surrounding areas.

Once an automobile has arrived in the downtown, there is both on-street and off-street automobile parking available. Along Caladh Avenue, there are approximately 35 on-street parking sites, including accessible parking, while there are over 100 parking spaces on private lots between Water Street and Caladh Avenue. There is also a tour bus parking site in front of the Hector Heritage Quay and Water Street, which is a one-way street, has parking available on both sides of the street.



SIDEWALKS & CROSSWALKS

The above map illustrates existing sidewalks, boardwalks, and pedestrian crosswalks. Note that this does not illustrate gravel paths. Pictou's waterfront is well connected by sidewalks, but width and condition vary. Streets perpendicular to Water Street and Caladh Avenue typically have narrower sidewalks than elsewhere along the waterfront. Gaps also exist where pedestrians must cross gravel parking lots or other undefined areas where it may not be clear who has right-of-way (cars or pedestrians).

Due to the nature of the street pattern in Pictou, there are street crossings that may be awkward for pedestrians or areas where additional crossings may be needed. The orientation of streets creates the need for angled street crossings in some situations which results in significantly longer crossing distances for pedestrians. The non-uniform street and lot pattern also requires mid-block crossings, such as the crossing on Caladh Avenue near the Hector Heritage Quay Marina; however, there are long stretches of roadway, such as between Market Street and George Street, where no pedestrian crossing option exists.



GREEN SPACE & TREES

Much of the waterfront is dedicated to parking and paved surfaces. A few pockets of green space exist along the waterfront, although many of these are residual space, and not dedicated for public use, such as the spaces around the Market Wharf and Marina building. On the north side of Caladh Avenue from the Curling Centre east towards the CN Rail Station, there is a progressively wider strip of green space along the edge of the street between the sidewalk and the nearest building. Landscaping along the waterfront is generally limited to grass surfaces with limited vegetation variation, though the Town attaches hanging baskets to some utility poles in the downtown during the summer.

Trees are also limited along the waterfront, with the exception of the area surrounding the Market Wharf and Marina building and small pockets along Caladh Avenue. Trees offer shading during the summer months and can act as windbreaks and shelter during inclement weather. Potential locations for increased landscaping include along Caladh Avenue and in proximity to key assets such as the deCoste Performing Arts Centre and the Hector Heritage Quay.



HOUSING & ACCOMMODATIONS

Residential uses along Pictou's waterfront are concentrated in the eastern and western extent of the waterfront and downtown area. On the north side of Front Street, after Chapel Street, there is a string of residential dwellings, followed by several commercial properties. This pattern is also evident on the opposite side of the waterfront along Water Street where there are several residential uses before transitioning to primarily commercial uses. There are, however, some residential uses in the central areas of the project site. There is at least one dwelling on both Kempt Street and Depot Street, and there is a multi-unit apartment building on Creighton Street.

Accommodations on the waterfront are predominately bed and breakfast style accommodations and inns. These accommodations mostly occupy former residential and commercial properties. Traditional fixed-roof accommodation types such as hotels or motels are not present along the waterfront.



ACCESSIBILITY

The built environment in Pictou, as well as its topography, can create barriers and challenges which prevent people with disabilities from fully enjoying the waterfront and downtown. Although a comprehensive accessibility audit was not completed for this master plan, the map above highlights some of the built environment features that can create barriers for waterfront users. These barriers include uneven surfaces and potholes, missing sidewalks or gaps in the sidewalk network, and steep topography



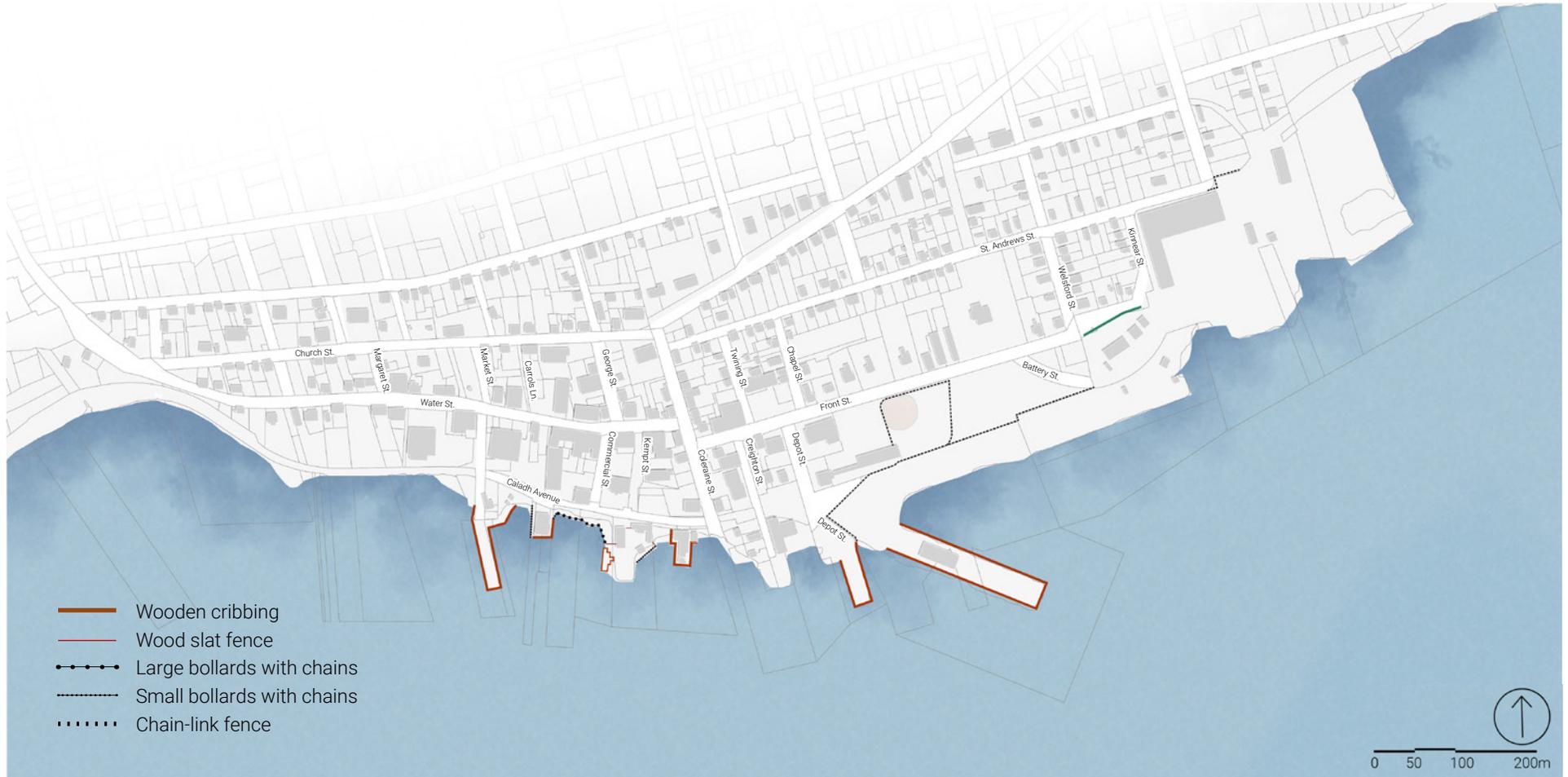
LAND OWNERSHIP

The above map illustrates land ownership within the plan area. While properties that are owned by the Town are the most favourable location for improvements proposed in this master plan, Provincially and privately owned properties may also be appropriate depending on the situation. Regardless, cross-jurisdictional and public-private coordination and cooperation will be integral to the success of the waterfront.



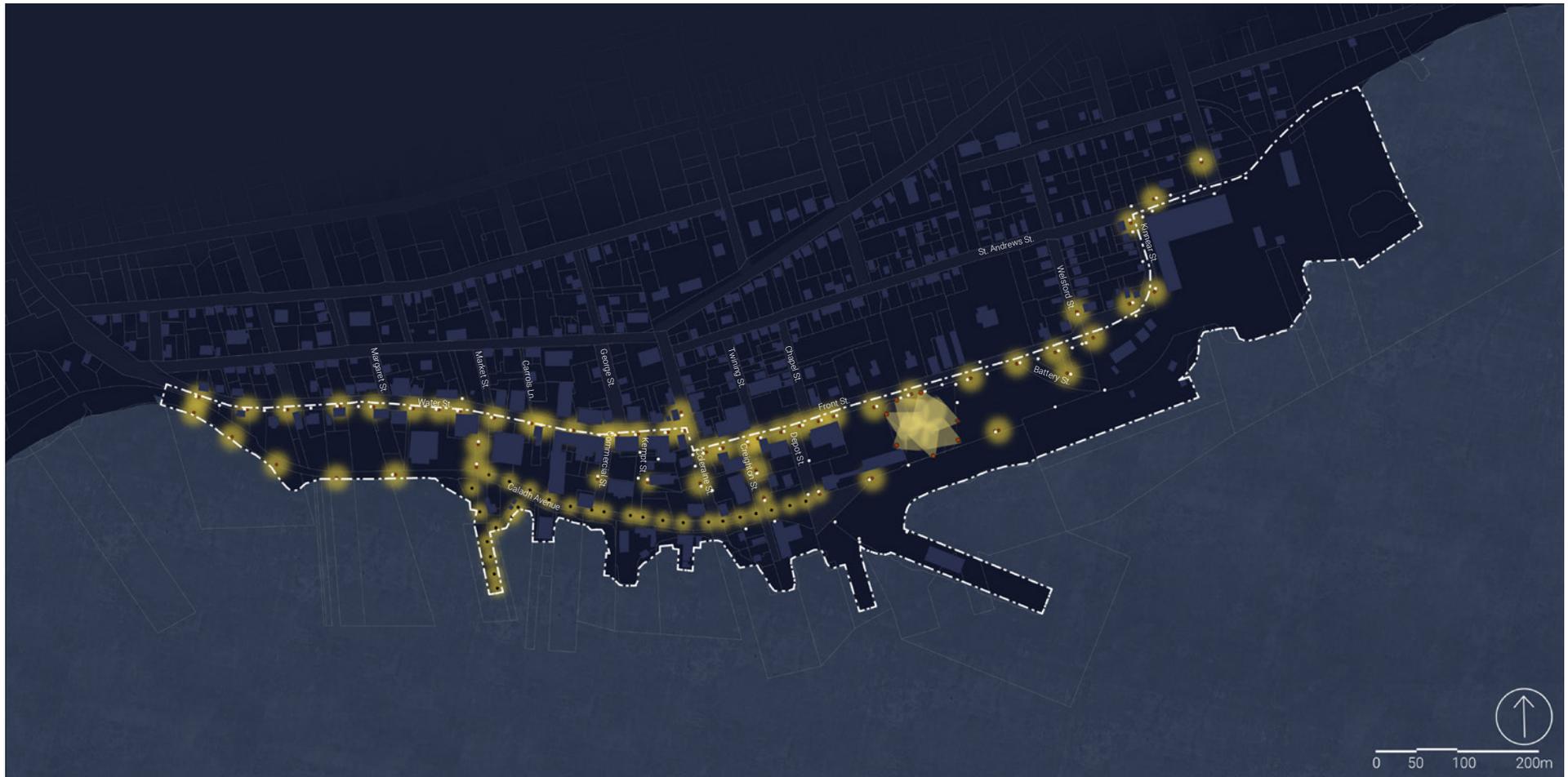
WATERFRONT & DOWNTOWN AMENITIES

As the key destination of the Town of Pictou, the waterfront and downtown have a number of amenities for residents and visitors. The above map categorizes these amenities as public and recreation, cultural, commercial, and marine industrial. Along Water Street and Caladh Avenue there are numerous restaurants and cafés, public amenities, and waterfront uses—including the marina and baseball diamond. The Curling Centre and deCoste Performing Arts Centre offer cultural/recreational amenity.



FENCING AND BOLLARDS

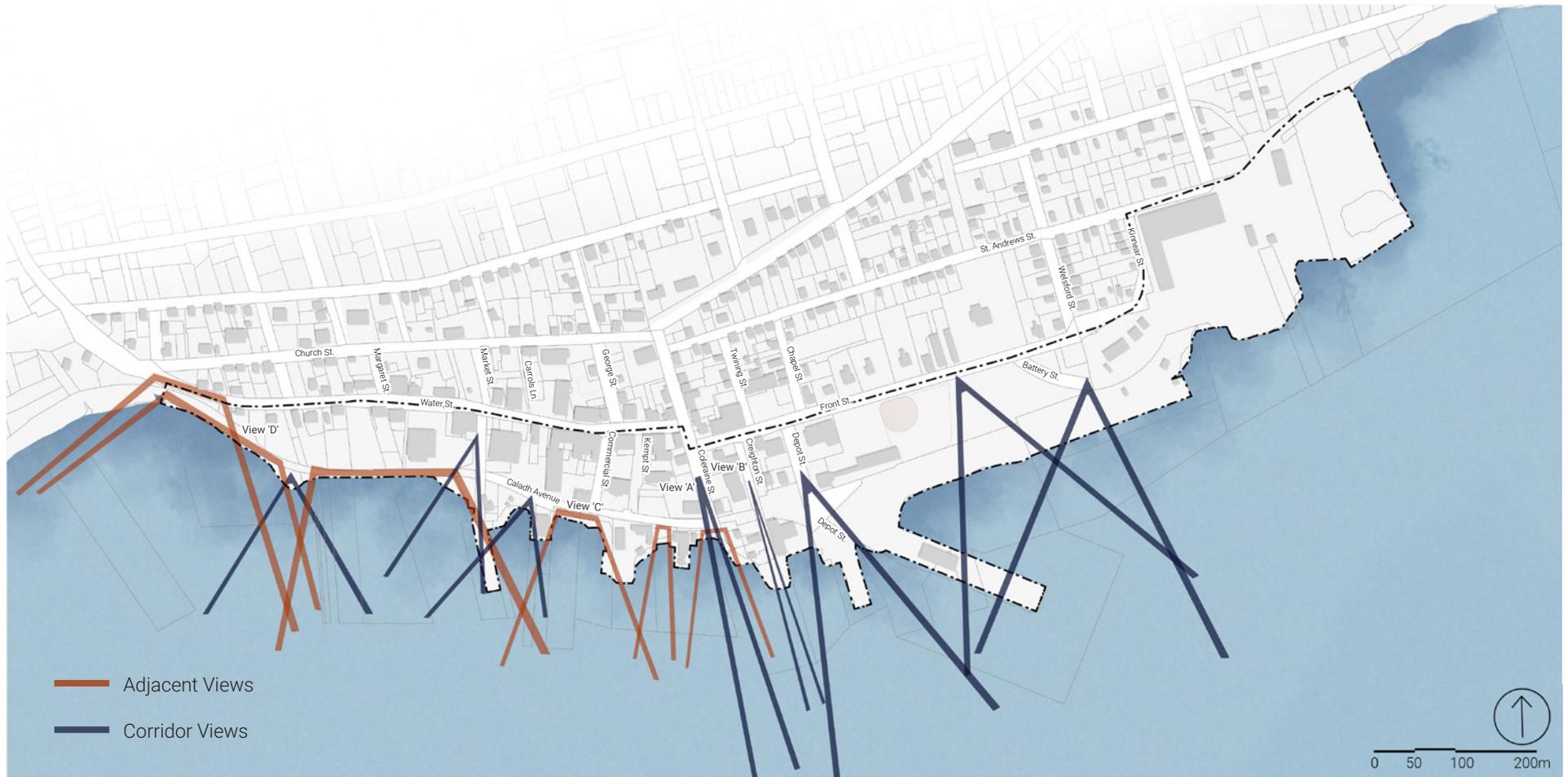
The waterfront is marked by a variety of barriers used to control access for safety and security. These range from the wooden cribbing at the edge of wharves, wood slat fences, large bollards with chains, small bollards with chains, and chain-link fences. There are a few issues raised by these barriers. One is that the variety keeps the waterfront from having a cohesive look and feel. Another is that barriers (by definition) keep people out—or at least at a distance. As such, barriers in a public place can result in an unfriendly atmosphere where people are hesitant to spend time.



STREET LIGHTS AND UTILITY POLES

On Caladh Avenue, there are few electric utility poles within the right-of-way, with electric wiring underground. Street lighting on Caladh Avenue and the Market Wharf and Marina are lantern-style, different from the traditional overhead lighting seen throughout the rest of the plan area. In the areas outside of Caladh Avenue and the Market Wharf and Marina, electric utility poles are located within the street right-of-way and street lights are co-located on utility poles. Though this approach to street lighting and electricity supply is generally more cost-effective than providing utilities underground, it can impact how pedestrians use a space and the general feel of an area.

-  Decorative Streetlight
-  Streetlight
-  Utility poles
-  Field Light

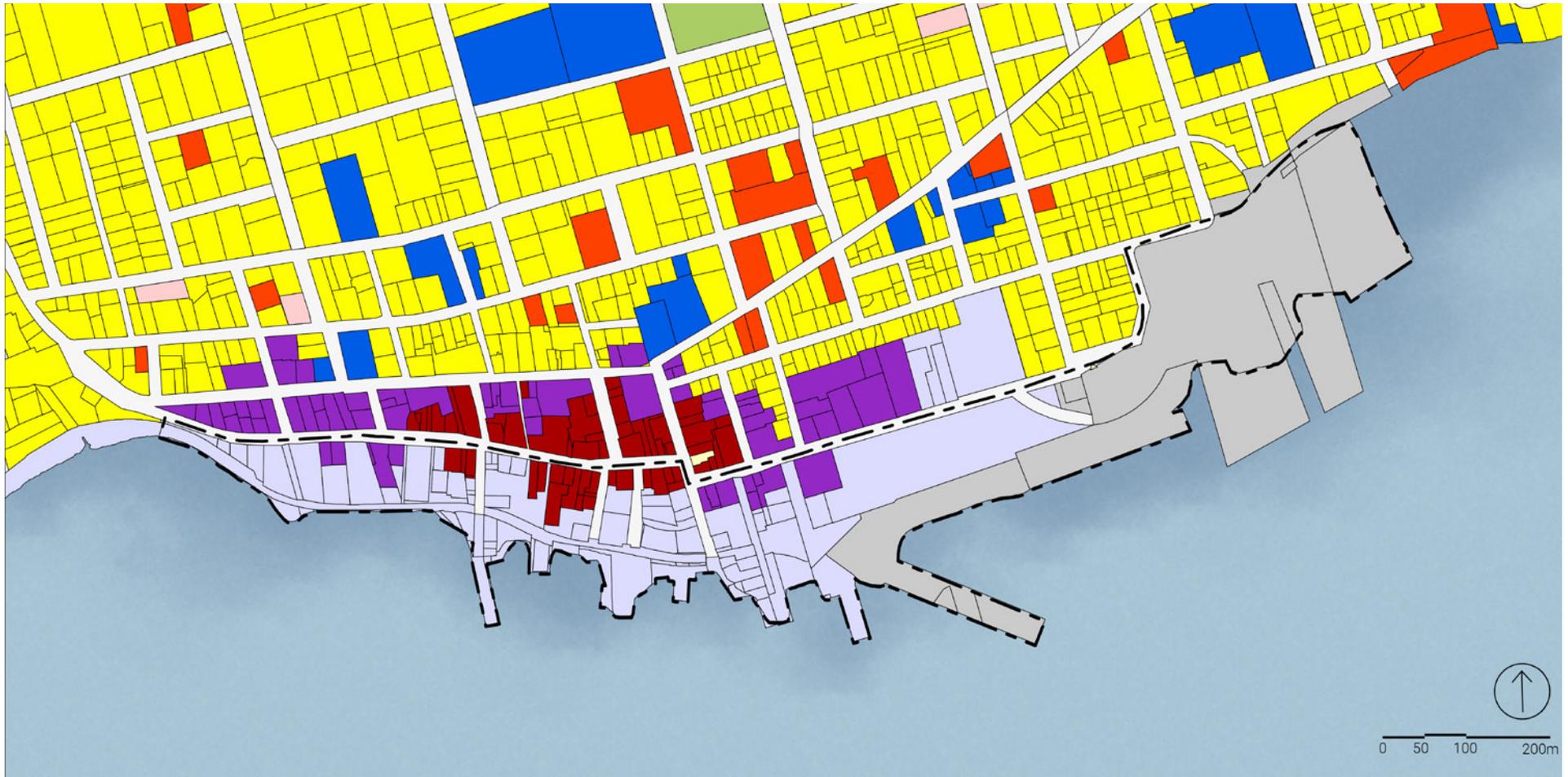


VIEWS

The openness of the waterfront results in tremendous views of Pictou Harbour, Pictou Landing, and Abercrombie Point. These views can be categorized as adjacent views (views seen beside a path) and corridor views (views seen at the end of a path). In the above map, adjacent views are illustrated in red along Caladh Avenue. Corridor views are illustrated in blue where streets or open spaces end with a view of the harbour. It should be noted that corridor views are important wayfinding features as they provide pedestrians and automobile drivers in spatial cues and a visual reference for how to access the waterfront. Views 'A', 'B', 'C', and 'D' are shown on the following page.

From the other direction there are also unique views of the waterfront from outside of the Town's boundary. Those arriving by boat experience a unique perspective of Pictou, looking towards the Town from the harbour. Additionally, partial views of the Town from the Harvey A. Venoit Causeway give automobile drivers the first glance of Pictou and may even serve to draw visitors off the highway into the Town.





ZONING

Zoning determines the types of buildings and uses that are permitted on a property. In the focus area, there are four land use zones. A large portion of the focus area is zoned Waterfront. The Waterfront Zone enables a mix of accommodation uses, recreational uses, and services, such as restaurants and cafes. Sections of Front Street and Water Street are zoned Downtown Core and Downtown Commercial. Both of these zones prioritize commercial development in the downtown core of Pictou, while the shipyard and marine terminal area are zoned Light Industry. This zone prioritizes light industrial uses such as manufacturing, processing, and recycling, but also enables commercial uses such as offices and restaurants.

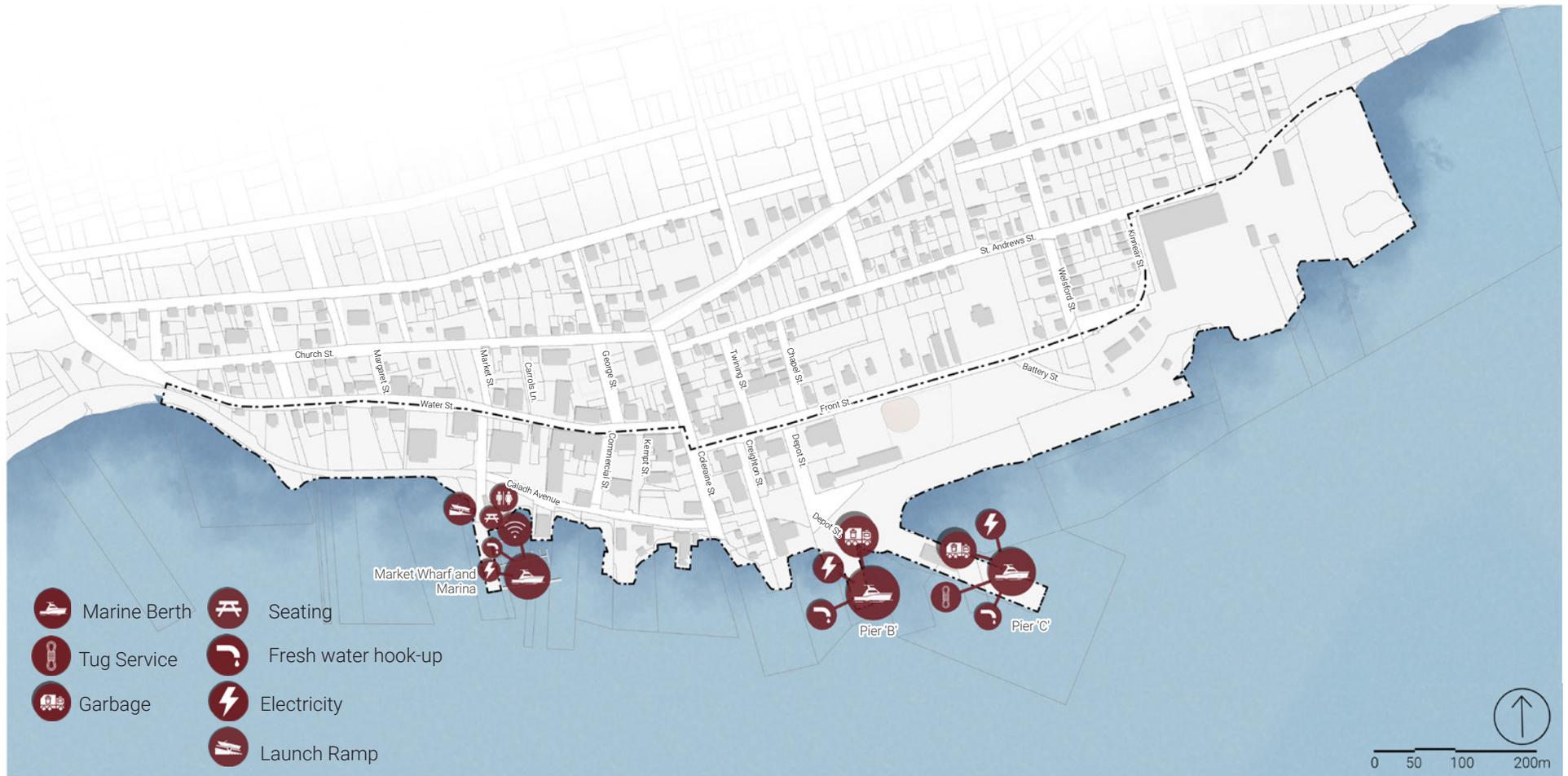




MUNICIPAL SERVICING

The Town of Pictou has a comprehensive water supply system, completed in 2018, that supplies clean drinking water to residents and businesses. The Town draws its drinking water from groundwater wells that contain high levels of naturally occurring iron and manganese, but the new facility can remove over 90% of these elements. With a comprehensive water supply system and a waterfront and downtown that are fully serviced, there is potential for future commercial, residential, marine, and industrial development in these areas.

The Town also operates a municipal sewer treatment facility that treats and disposes of municipal wastewater and stormwater. Residential and commercial wastewater and stormwater are transported to the Town's Sewage Treatment Plan at Brown's Point before treated effluent is disposed of in the harbour. Although the effluent is treated, the perception that the harbour is unsafe to swim could prevent residents and community members from fully enjoying the waterfront.



MARINE AMENITIES

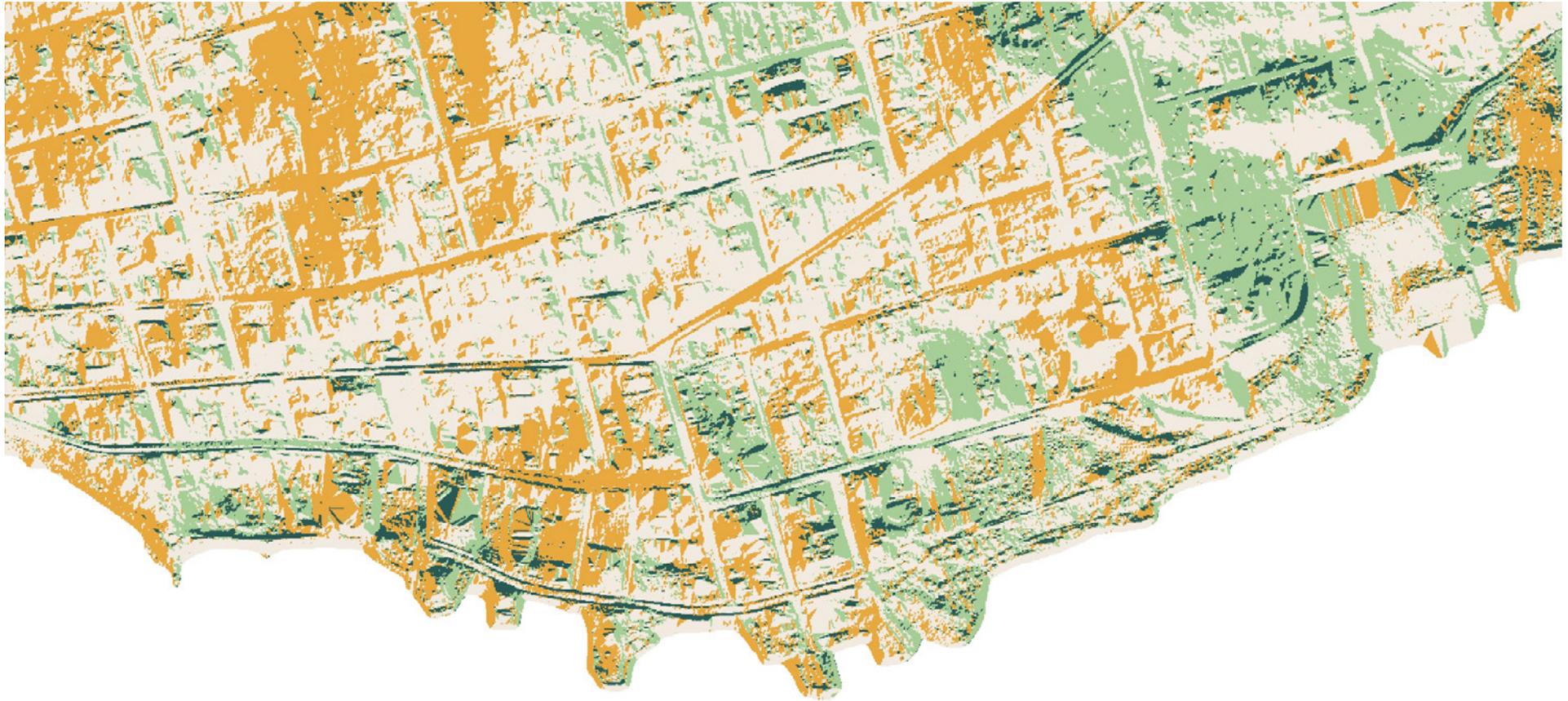
Pictou Harbour and the marine infrastructure along the shoreline are used by a variety of operators and service providers. There is one commercial boat tour operator in Pictou Harbour and one recreational fishing guide, while there are a number of commercial and recreational fishing vessels that use the harbour for lobster, mackerel, striped bass, and eel fishing. The Canadian Coast Guard also has an inshore rescue program operating out of the Town of Pictou.

The Market Wharf and Marina is a publicly owned wharf that has 40 berths, six of which are designed for visitors. The marina offers fresh water and electricity to boaters, and there are laundry and shower services available. During the 2021 boating season, however, work undertaken by the Town to improve the breakwater reduced the overall capacity of the Market Wharf and Marina. Approximately 25 boaters used the marina during the 2021 boating season with an additional 10+ boats use the mooring balls in the harbour. The marina uses a flat rate fee for recreational boating berths—between \$600 and \$1500 per berth and \$25 per night for the mooring balls.



There are also two privately-owned wharves along Pictou's waterfront: Pier 'B' and Pier 'C'. The Pier B marina has 12 berths that are available and can accommodate boats up to 30 feet, and two up to 40 feet. Each berth is serviced with fresh water, electricity, garbage removal and keyed access to floats. Neither the Market Wharf and Marina nor Pier 'B' offer fuel services; however, fuel is available from the Pictou Marina, a private marina within the Town. The Marina has berths available for reservation in addition to a marine supply store.

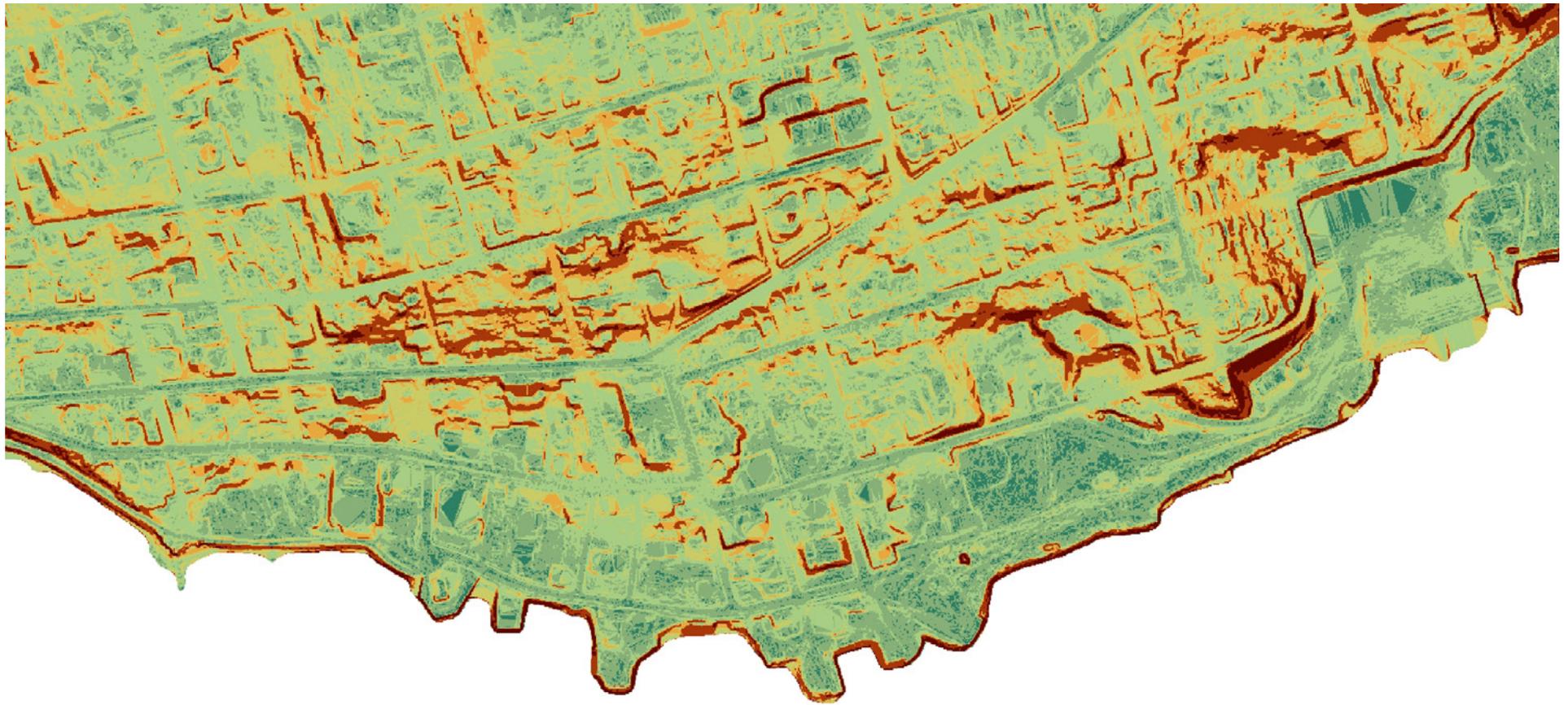
Pier 'C' is an approximately 185-metre long wharf. It is privately owned but allows public access when ships are not docked. Pier 'C' is suitable for cruise ship and freight ship docking and offers garbage and tugboat services, as well as electricity.



ASPECT

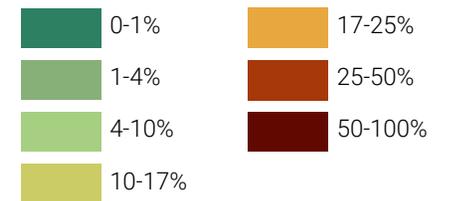
Aspect describes the direction a slope faces which determines how much solar radiation a specific location receives. In the northern hemisphere, south-facing slopes are those which generally receive the most solar radiation, and the opposite is true for north-facing slopes. West-facing slopes are also typically warmer than east-facing slopes as the sun's rays come from the west during the hottest part of the day. Within the plan area, there are many south- and west-facing slopes that provide the opportunity to capitalize on the sun's rays on the waterfront. However, due to limited vegetation and sheltering along the waterfront, consideration must be given to mitigating warm temperatures, especially during the summer months.

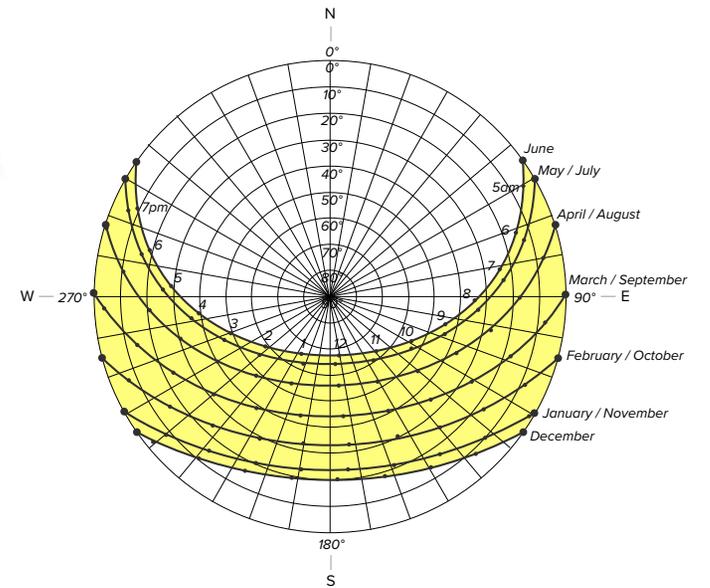
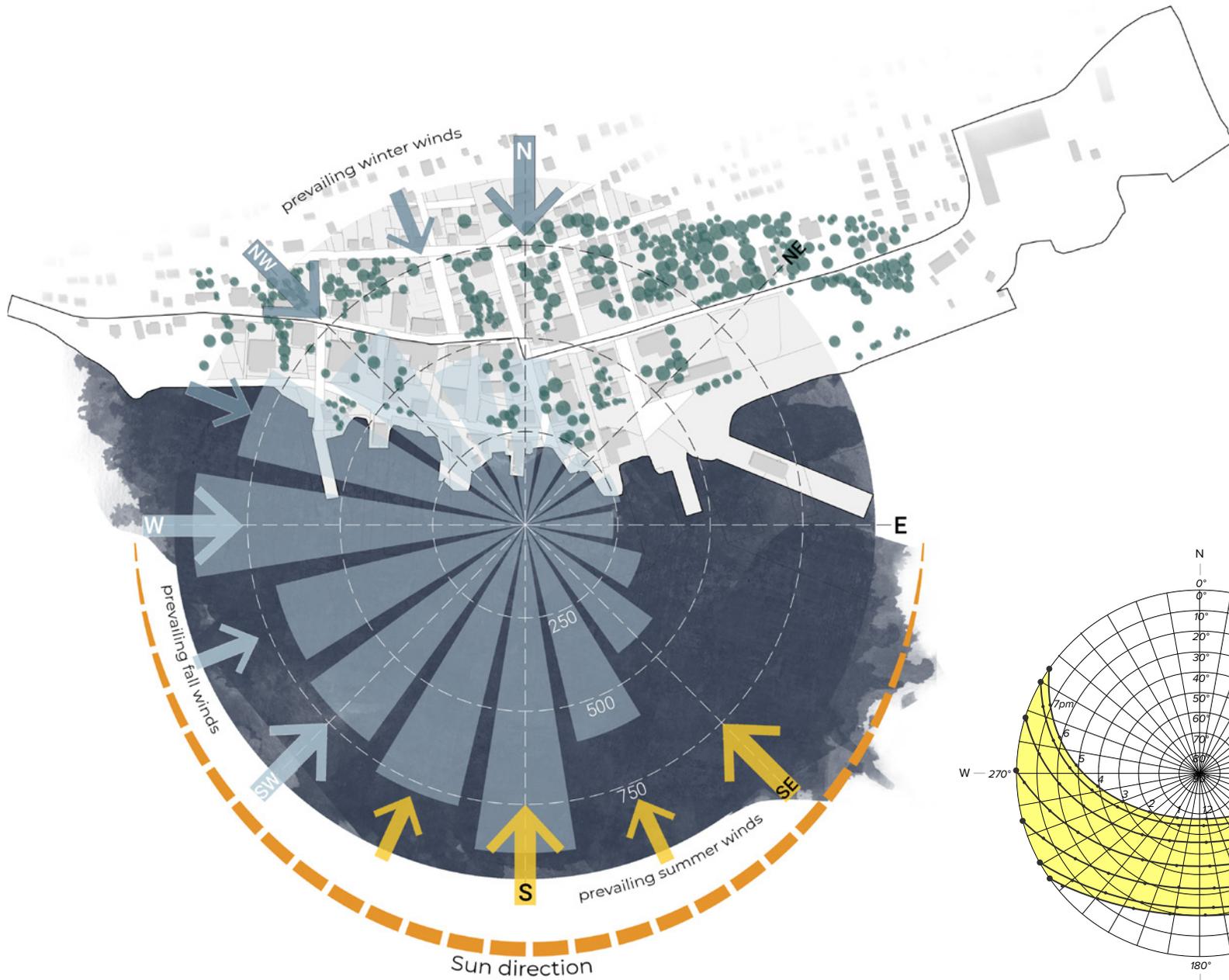




SLOPE

Slope describes the change in elevation and the steepness of that change. Elevation not only impacts how people move through an area, but also impacts how water and precipitation impact a site. Generally, Pictou's waterfront has a gently sloping topography that gradually decreases in elevation towards the shoreline, with few changes major throughout the project area. Areas of significant change within the project area are mostly the result of alterations to the natural environment such as retaining walls and landscaping. These areas may create localized flooding or drainage issues. The most significant elevation changes within the project area are within the forested area between Front Street and Battery Street.

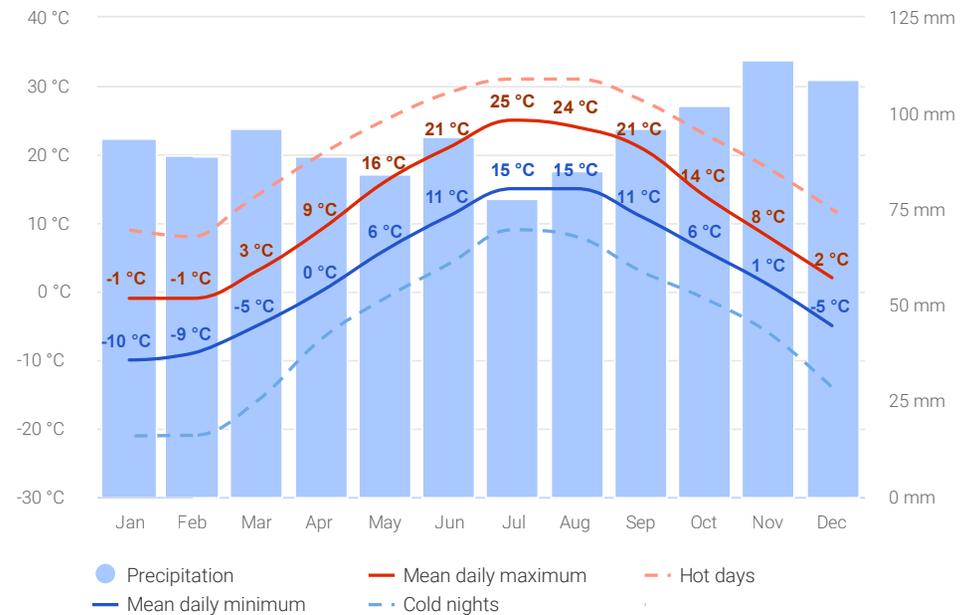
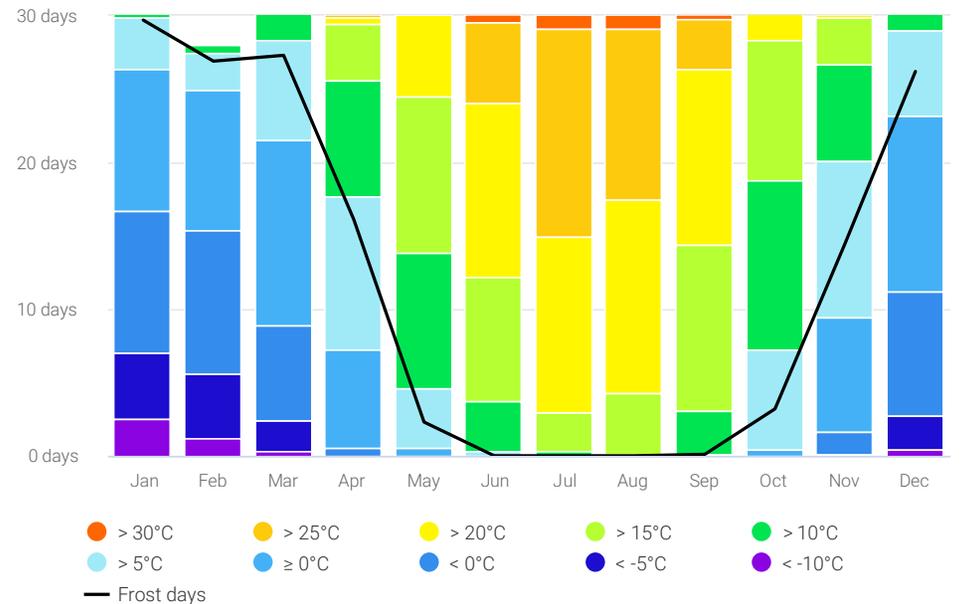


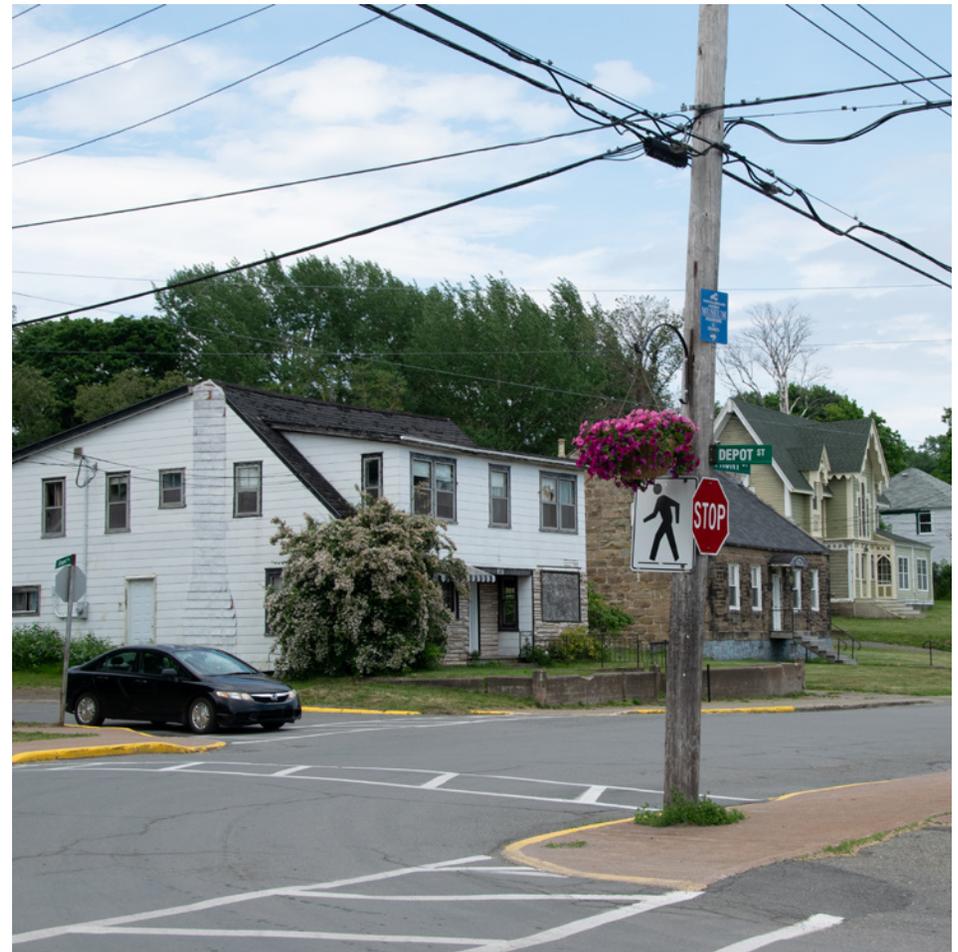


MICRO-CLIMATE

The orientation of buildings and structures, proximity to the ocean, landscaping and trees, and prevailing winds can all impact the climate for a specific location—otherwise known as the micro-climate. As a south-facing waterfront, Pictou's waterfront receives significant solar exposure throughout the year. Warm daytime temperatures during the summer months, ranging from 20 to 25 degrees, also bring onshore, southerly winds. However, without a significant tree canopy along the waterfront, opportunities for shade are limited.

Through the fall and the winter, maximum daytime temperatures decrease and prevailing winds shift from the west and southwest in the fall to winds from the north and northwest in the winter. During the transition from summer to winter, precipitation amounts also increase from approximately 75 millimeters in July, to over 100 millimeters in November and December. During the winter months, winds may feel most severe walking north from the waterfront on streets perpendicular to Caladh Avenue. Limited windbreaks, and vacant, empty lots may exacerbate windy and rainy conditions in the Town by creating 'tunnelling' effects. Mitigating these factors through landscaping and the layout and design of buildings represent opportunities to improve year-round use of the Pictou waterfront.





WAYFINDING AND INTERPRETATION

Pictou's waterfront includes a mix of wayfinding (directional) and interpretive signage elements. Wayfinding maps bookend Caladh Avenue (pictured above) that provide a map of the Town and its surrounding area for those using the waterfront. Along the waterfront and in the immediate areas, there are few wayfinding signs directing people to the waterfront or amenities in the downtown. Where wayfinding signage does exist, it does not follow uniform design standards or practices, which may prevent downtown and waterfront users from orienting themselves while also negatively impacting the overall branding and sense of place in Pictou.

As the "Birthplace of New Scotland," the Town and the waterfront have a strong Scottish and Gaelic identity—tartan banners and ship Hector commemorations are found throughout the downtown and waterfront. However, there is limited reference to and commemoration of the Indigenous peoples and culture along the waterfront and in the downtown. The significant Indigenous history in Pictou and the surrounding area and the presence and prominence of the Pictou Landing First Nation warrant the integration of Indigenous history and culture into the waterfront.



3. WATERFRONT INSPIRATIONS AND TRENDS

3.1 WATERFRONT INSPIRATIONS

LUNENBURG WORKING WATERFRONT TOWN OF LUNENBURG, NOVA SCOTIA

The Town of Lunenburg is a coastal town on Nova Scotia's South Shore and was one of the first British settlements in the province outside of Halifax. Lunenburg is located approximately 100 kilometres south of Halifax and has an economy that has traditionally been oriented towards marine industrial uses including fishing and shipbuilding. In some areas of the Town much of the original 18th and 19th century architecture remains today, with Lunenburg being declared a UNESCO World Heritage Site in 1995. Many prominent ships were built in Lunenburg in its day including the Bluenose and the Bluenose II, a replica of the original racing schooner.

Lunenburg has one of the few remaining "working waterfronts" in Nova Scotia, where shipbuilding and fishing uses are still conducted today. Lunenburg, however, also has a thriving tourism industry. Where wharves are no longer used for marine industries, they have been converted to public spaces and are connected by a boardwalk that links the many wharves and piers with museums, monuments, and amenities in the Town.

Lunenburg's waterfront is owned and managed under a complex structure of government, private, and crown corporation ownership. The success and maintenance of the working waterfront can be partially attributed to initiatives by Develop Nova Scotia, a crown corporation of the Province, that purchased several properties in the early 2000s. Since that time, Develop Nova Scotia has repaired several key assets and properties, including the "Big Boat Shed," and opened up key areas of the waterfront to the public. For the properties they do own, Develop Nova Scotia has signed long-term leases with tenants, which helps to fund waterfront initiatives. The success of Lunenburg's waterfront can also be attributed to comprehensive land use planning and architecture regulations that help to ensure private development is in keeping with the general character of the Lunenburg.

Summary:

- Lunenburg has successfully leveraged its working waterfront and UNESCO heritage district to draw hundreds of thousands of visitors each year.
- Lunenburg's waterfront has a high degree of public access, including on former industrial wharves but continues to promote working waterfront uses.
- Comprehensive land use planning regulations can help to fill gaps in government ownership by ensuring private development is in keeping with the general character of the Town.



HALIFAX WATERFRONT HALIFAX REGIONAL MUNICIPALITY, NOVA SCOTIA

Halifax's waterfront is located in the heart of Halifax Regional Municipality—Nova Scotia's capital and largest municipality. Halifax Harbour is a major port of call in Nova Scotia and Atlantic Canada and can accommodate watercraft under 50 feet, all the way up to super yachts (over 80 feet) and commercial cruise ships. The waterfront includes multiple fixed docks and floating docks and provides services including electricity, security, waste disposal and water services for people arriving by boat.

From its early days as a prime industrial area, Halifax's waterfront has transformed into the heart of Halifax through a placemaking and programming approach that seeks to enhance the overall experience of waterfront users.

Continuity and authenticity of place underscore the success of the waterfront. The waterfront is lined by a four-kilometre continuous boardwalk that connects the many waterfront destinations and features. Hammocks, picnic tables, movable seating, and other features have all been integrated into the function of the waterfront. Much of the waterfront is owned and managed by Develop Nova Scotia, giving the crown corporation the ability to strategically program and manage spaces along the waterfront with their specialists in placemaking, programming, and marine management.

Summary:

- Halifax has emphasized and capitalized on recreational boaters by ensuring adequate space and services for those arriving by boat.
- Through a placemaking approach, the Halifax waterfront been transformed. This approach also enables the form and function of spaces to change in an iterative manner.
- Greater emphasis has been placed on activation of the waterfront during the winter months, in addition to re-introducing swimming in the harbour.
- Development along the waterfront has prioritized the maintenance of public access to the waterfront. While there is residential development along the waterfront, the majority of street level structures are commercial and service oriented.
- The Halifax waterfront is often the site of festivals including Buskers Festival and Jazz Festival. During the summer months, yoga and salsa dancing are often practiced along the waterfront.



Develop Nova Scotia

RIMOUSKI BREAKWATER REDEVELOPMENT CITY OF RIMOUSKI, QUEBEC

The City of Rimouski is located in Quebec along the St. Lawrence River at the mouth of the Rimouski River and is approximately 315 kilometres north of Quebec City. The City has long had an economy that has leveraged its location on the St. Lawrence River with economic development around the City's port which was originally developed in 1855.

In 2015, as part of waterfront improvement initiatives, the Rimouski River breakwater was redesigned. The redesign emphasized creating a relaxing public space for residents and visitors all the while ensuring the breakwater maintained the look and feel of traditional industrial infrastructure. Furniture, small seating, and landscaping were integrated into the design of the breakwater to enhance user experience.

As part of the waterfront experience, and highlighting the City's relationship to the tidal nature of the St. Lawrence River, "Tidal Towers" were installed at two locations in the City including near the redesigned breakwater. These towers indicate the tidal level in real-time and also show whether the tide is increasing or decreasing.

Summary:

- The breakwater redesign project highlights how character-defining elements (e.g., working waterfronts and the marine industry) can be carried forward through redesign projects that prioritize public space.
- Digital, interactive interpretation can enhance user experience and enhance the connection between the natural and built environments.
- Significant public spaces, like the Rimouski breakwater, can function as convergence spaces for the public while also acting as buffers and transition zones between residential, commercial or industrial land uses.



DOWNTOWN SHEDIAC STREETSCAPING TOWN OF SHEDIAC, NEW BRUNSWICK

The Town of Shediac, New Brunswick, otherwise known as the "Lobster Capital of the World", is appropriately 30 kilometres north of Moncton and is one of the province's fastest growing municipalities. Shediac in the 17th and 18th centuries served as a warehousing and resupply area for French troops in new Acadia, and by the 19th century, shipbuilding took off, thanks to the abundant supply of timber and ideal access to the ocean. As lobster fishing and processing began in Shediac, a marina was developed to accommodate the needs of lobster fishers in the region.

With a history dating back hundreds of years and with ageing infrastructure, the Town took advantage of a Federal funding opportunity to modernize its water supply, sanitary sewer and storm water infrastructure on Main Street. In addition to these infrastructure upgrades, the Town saw an opportunity to revitalize the public spaces along Main Street. Between 2015 and 2017, downtown Shediac underwent a streetscape renewal process to improve the overall character and appearance of Main Street. The renewal included safe pedestrian crossings, unit paver sidewalks, decorative street lighting, furniture, and street tree planting.

Summary:

- Streetscaping improvements can be integrated into infrastructure renewal and implementation projects to take advantage of government funding opportunities.
- Through the implementation of simple streetscaping and design features, Shediac's core has been vastly improved for pedestrians.
- There is now a cohesive pedestrian corridor in Shediac, linking various commercial and service assets that run parallel to the waterfront.



THUNDER BAY SPIRIT GARDEN CITY OF THUNDER BAY, ONTARIO

Thunder Bay is located in Northern Ontario and is one of the largest municipalities in the region—a region with significant Indigenous history. Anthropological evidence points to human habitation of the area dating back as much as 10,000 years. When European settlers arrived in the Thunder Bay region in the 17th century, the Ojibway peoples were the dominant culture in the area, stretching along the north shore of Lake Superior and Lake Huron and beyond from Georgian Bay to the prairies.

As part of the City's waterfront redevelopment, and in consultation with First Nations and Métis community members, the "Spirit Garden" was developed as a multi-use landscape, incorporating and celebrating Indigenous culture and use of land. Traditional building techniques used by First Nations and art were incorporated into the design of the Spirit Garden while also restoring parts of the waterfront with native vegetation. Along with the physical design features, Indigenous interpretation was incorporated to heighten awareness and knowledge of Indigenous culture.

Summary:

- The redevelopment and redesign of Thunder Bay's waterfront offered an opportunity to work with Indigenous communities to integrate Indigenous history, culture, and art into the design and interpretation the waterfront.
- The waterfront development has been phased as a series of projects over time. Individual projects have been completed as component parts of an overall development plan.



YARMOUTH WATERFRONT DEVELOPMENT CORPORATION TOWN OF YARMOUTH, NOVA SCOTIA

In 1993, the Town of Yarmouth established the Yarmouth Waterfront Development Corporation to oversee the development of the waterfront. The Corporation was incorporated as a limited corporation (shareholders are not responsible for a corporation's debts) and is led by a ten member board. The board is made up of elected officials, municipal staff, and private sector representatives who make decisions about waterfront development projects. With private sector members on the board, it helps to bridge public-private knowledge gaps and helps to facilitate a coordinated approach to development, especially where there are large portions of the waterfront that are privately held.

Since its inception, and through a coordinated approach, the Town's Waterfront Development Corporation has undertaken a variety of waterfront development and beautification projects to promote tourism, business, and the town and region's history. Waterfront development corporations operate under a strict set of bylaws, standards, and policies and are often at an "arm-length" of the government, but are still subject to government oversight.

Summary:

- Limited liability waterfront development corporations provide municipalities with a potential avenue to solve the community's needs, especially where municipal governments are limited in their capacity.
- Waterfront development corporations have different funding parameters, including sources of initial investment, ongoing operational funding, and project by project funding.



Town of Yarmouth



Lost to the Sea

3.2 WATERFRONT TRENDS

Waterfront users cannot be thought of as a single demographic or population. Town and County residents, business owners and employees, and visitors all have unique needs and experience waterfronts differently. The future of Pictou's Waterfront, therefore, must be based on a symbiotic, mutually beneficial, relationship where the needs of different waterfront users are considered and strategic efforts are coordinated to improve the waterfront for all.

As evidenced from other waterfronts and downtowns across Canada, the most successful are those which are public spaces, and they are often at the heart of a coastal community. Pictou's waterfront, like many of the successful case studies from around Canada, has undergone a transformation from a primarily industrial waterfront to one that balances industrial, commercial, residential, and public uses.

Like any public space, waterfronts need people to achieve their full potential. From the examples on the previous pages, and based on findings from the Project for Public Spaces,²⁶ an organization that focuses on improving public spaces, there are key principles to make a waterfront successful. They are discussed on the following pages.



Create Multiple Destinations

A waterfront needs destinations for people to visit and experience. The most successful waterfronts have embraced the 'power of 10' rule, where 10 distinct destinations are needed for a successful waterfront.



Ensure Connections Between Destinations

Destinations must be supported by a logical and accessible transportation system. This should include a comprehensive wayfinding and branding strategy.



Ensure Public Access

Waterfront users should have easy access to destinations along the waterfront, discouraging the use of fencing or barriers. Offer the public the opportunity to interact with the water itself.



Leverage the Vibrancy of the Waterfront

Waterfronts, by their very nature, are never static and this should be leveraged and enhanced in the design of the public space.



Support Multi-Modal Activities and Limit Areas Devoted to Cars

Limiting the space dedicated to cars, including parking, will maximize public space. Balance this by making the waterfront accessible by other transportation options.



Allow for Experimentation

Not all spaces need to have a prescribed use. Rather, designing flexible spaces that can be used in new and creative ways allows the waterfront to change over time.



Promote Year-round Activities

Waterfront programming should include cold-, windy-, and rainy-day programming. Amenities and landscaping can all provide protection from undesirable weather.



Promote Development that Complements the Waterfront

Over-emphasizing residential development can reduce potential for activities such as festivals and concerts. Development should balance commercial and public uses.



Leverage Existing Iconic Assets

Leverage the community's current connections with existing buildings or structures so they can serve multiple functions along the waterfront.



Dedicate Time and Resources to Waterfront Management

Waterfront are constantly adapting and changing and require attention and management to ensure their long-term success.



3.3 PROVINCIAL TOURISM INITIATIVES



There is immense potential in the tourism industry in Nova Scotia and in the Town of Pictou. Acknowledging such, the Provincial Government has undertaken initiatives to grow the tourism industry. In the years following the release of *Now or Never: An Urgent Call to Action for Nova Scotians* (the "Ivany Report"), which established the goal to expand Nova Scotia's tourism industry to \$4 billion in revenues by 2024, Tourism Nova Scotia was established.²⁷

Tourism Nova Scotia is a Crown Corporation that was tasked with growing the tourism industry to \$4 billion in revenues by 2024. In 2018, Tourism Nova Scotia released the 2018-2023 Strategic Plan²⁸ to drive that growth which included four key pillars of the Plan:

1. Attract First-time Visitors

The Plan identifies first-time visitors as a key market for tourism growth. First-time visitors tend to spend more money when they travel and can have their travel influenced by marketing efforts. There is also potential in first-time visitors for repeat visits, depending on the quality of their experiences.

2. Invest in Markets of Highest Return

Tourism Nova Scotia identifies target markets for visitors to Nova Scotia using a traveller segmentation approach. The approach, first developed by Destination Canada, segments visitors based on age, income, gender, family status or education level, as well as social and travel values, travel motivations and behaviours. This approach, called the Explorer Quotient (EQ)²⁹, divides the population into nine different EQ types—three of which Tourism Nova Scotia has identified as target markets. They are:

Authentic Experiencers

- appreciate the beauty of natural and cultural environments
- quickly adapt to personal challenges and travel-related risks
- want to be fully immersed in travel experience
- tend to stay away from group tours and rigid plans

Cultural Explorers

- seek opportunities to embrace and immerse in cultural experiences
- do not watch from the sidelines
- want to participate in modern culture
- converse with locals and likely to attend a festival
- go off the beaten path to discover how people truly live

Free Spirits

- like to experience a bit of everything
- always planning for the next trip
- prefer traveling with like-minded people and to the tourist "hot spots"
- lots of energy and want to see and do everything

3. Focus on World-Class Experiences

New approaches and ideas will be needed to motivate people to visit the province. Travellers and tourists are always looking for high-quality attractions and experiences.

4. Build Tourism Confidence

Growth in the significance of tourism as an industrial core in Nova Scotia must be matched by confidence among the tourism industry and the general public. These efforts will seek to emphasize the importance of tourism in Nova Scotia.

With these four pillars of Tourism Nova Scotia's Strategic Plan, there are opportunities for the Town and its partners to piggyback on the initiatives and programming that emerges from it. For example, among the three target markets (Cultural Explorer, Free Spirit, and Authentic Experiencer) there are similarities among preferred activities and travel patterns. All three market profiles have some level of interest in:

- Entertainment, Performing Arts and Amusement Parks
- Cruises & Touring, including marine life viewing
- Shopping, Dining and Other Food-related Activities
- Shopping, Dining and Other Food-related Activities
- Exhibits, Architecture, Historic Sites/ Buildings, Museums

Activities and travel patterns for these three market segments can all be accommodated on the Pictou waterfront. Note, however, that the descriptions of these market segments emphasize the need for high-quality attractions and activities for visitors. As discussed on the following pages, Pictou is competing with other similar attractions across the Province.



3.4 TRENDS IN TOURISM

Nova Scotia Tourism Trends

Just as it is important to understand the types of travellers that Tourism Nova Scotia and local tourism agencies are looking to attract, it is important to measure the number of people entering the province and throughout certain regions to understand how they travel within Nova Scotia.

While the Town of Pictou does not collect statistical information for its visitors, Tourism Nova Scotia collects visitor statistics to understand how many people are visiting the province each year.

The number of visitors to Nova Scotia increased substantially from 2013 to 2017 from 1,893,000 visitors to 2,433,000 visitors. However, year on year, visitation decreased in both 2018 and 2019. The decline in 2019 visitation numbers can partially be explained by the disruption caused by Hurricane Dorian, a storm that knocked power out for hundreds of thousands of Nova Scotians for up to a week after the storm during the height of the tourism season. Updated numbers which include the impact of the COVID-19 pandemic on tourism are not yet available.³⁰

While precise visitation numbers do not exist for the Town of Pictou, Tourism Nova Scotia's Visitor Exit Survey—a

periodical survey used to understand the travel patterns and preferences of visitors—attempts to shed light as to the destinations tourists visited, in addition to the activities they participated in while travelling in Nova Scotia.

In 2019, according to the Survey, 18% of visitors visited the Northumberland Shore (considered as Antigonish County, Pictou County, and the northern half of Colchester and Cumberland Counties), down from 22% of visitors in 2017. The Northumberland Shore is, according to the Survey, the fourth-most visited tourism region in the province, behind the Halifax Region (73%), Bay of Fundy and Annapolis Valley (37%), and the South Shore (30%) and is tied with Cape Breton Island (18%). There is a correlative relationship between distance from Halifax and the percentage of people that visit a certain region—generally, the farther a region is from Halifax, the fewer number of visitors visit that region.

Of the 18% of visitors who travelled to the Northumberland Shore in 2019, 26% visited the Town of Pictou. This means that just over one-quarter of people who visit the Northumberland Shore make a stop in the Town of Pictou. The Town is the third most popular destination in the region, behind Antigonish (35%) and New Glasgow (31%), and followed by Amherst (20%).³¹

Marine User and Visitor Needs and Trends

The marine-based tourism and recreation economy continues to grow across Canada and Nova Scotia. Across the country, marine sector employment in the tourism and recreation economy has grown from 55,926 people in 2014 to 63,587 people in 2018.³² This increase in employment also coincides with increasing marine visitation across Nova Scotia, particularly for recreational boaters. Investments in marine infrastructure, services, and programming have resulted in year-on-year growth of visitation by recreational boats in locations across Nova Scotia.³³

Globally, the recreational boating market is expected to continue to grow into the late 2020s, from a value of \$16.4 billion (USD) in 2021 to \$23.6 billion (USD) in 2027. This expected growth is linked to a growing tourism industry, growing levels of disposable income, and decreasing technical skill levels needed to operate modern marine vessels.³⁴

With an expected growth in the marine tourism industry, this will require additional infrastructure, services, and programming in Pictou to meet the needs of these sea-based users. Recreational boaters, in addition to commercial boaters, have specific needs that impact the function of a waterfront. Like visitors who arrive

by automobile or tour bus, boaters need spaces to adequately store and service their boat and obtain services such as fuel, wastewater disposal, restrooms and showers, and laundry. In addition to marine-specific services, recreational boaters also need high-quality services and amenities once they arrive at their destination. This may include culinary experiences and outdoor recreation opportunities. In this case, there is a significant overlap between the land-based needs of those who arrive by boat and those who arrive by automobile or bus—high quality experiences.

Anecdotal information in Pictou would suggest the primary users of the Pictou waterfront and harbour are Nova Scotians who may not necessarily require technical marine details or marine guidebooks; however, visitors from outside of the region, including international visitors would need such information to comfortably navigate the Pictou Harbour. Technical information for recreational boaters must also be accompanied by marine-focused itineraries for marine visitors.

COVID-19 Impact on Tourism

This report comes after two tourism seasons were disrupted by the COVID-19 Pandemic in which the number of visitors to Nova Scotia was greatly reduced. Although, at this time, short- and long-term implications on the tourism industry cannot be made with certainty, some potential impacts include³⁵:

- Domestic tourism is expected to benefit as people look for 'staycations'.
- New market segments or niches are expected to emerge with the disruptions made to the tourism industry.
- Safety and hygiene will become a key factor of travel.
- Employment shortages as former employees have been redeployed to other industries.
- Digitization of tourism services is expected to accelerate.

Key Findings

Parallels can be drawn between the most popular attractions, events, and activities in Nova Scotia; visitor travel patterns; and the existing assets on Pictou's waterfront. The Halifax Waterfront, museums and historic sites, and the Bluenose II are three of the top eight most popular places to visit among travellers visiting Nova Scotia for pleasure³⁶—assets that all currently exist in Pictou in some form or another. Taking into account the travel patterns of visitors and the attractions and activities that visitors choose most frequently to experience, insights can be made with regard to improving the success of Pictou's waterfront:

- Strengthen and develop the waterfront to make Pictou an even better place to live, and focus on improving the waterfront for all users.
- The Pictou Waterfront can fill a regional need for public waterfront spaces.
- Strengthen existing assets on the waterfront and grow the number of high-quality events and attractions. The Hector Heritage Quay and deCoste Performing Arts Centre are two examples of unique and keystone assets in Pictou.
- Celebrate Pictou's unique history and culture by differentiating from what currently exists. Leverage the Town's Scottish-Gaelic history and the historic

and continued presence of Indigenous people in Pictou.

- The marine recreational tourism market is expected to continue to grow over the next decade.

ENDNOTES

- 1 <https://www.canlii.org/en/ns/nspc/doc/2016/2016nspc29/2016nspc29.html?autocompleteStr=r%20v.%20northern%20pulp&autocompletePos=1>
- 2 Statistics Canada. 2017. Pictou, T [Census subdivision], Nova Scotia and Pictou, CTY [Census division], Nova Scotia (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.
- 3 Statistics Canada. 2017. Pictou, CTY [Census division], Nova Scotia and Pictou, CTY [Census division], Nova Scotia (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.
- 4 <https://www.saltwire.com/atlantic-canada/holidays/pastimes-mikmaq-presence-in-pictou-county-1800-1867-360161/>
- 5 <https://activehistory.ca/2019/10/asek-boat-harbour-a-site-of-centuries-long-mikmaw-resistance/>
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