



SECTION C11

Tourism & Heritage

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Tourism

The rich natural landscape and unique communities of East Hants make the area highly marketable as a tourist attraction and provide many community development opportunities. The benefits of a healthy local economy, including local employment and business development, can provide both communities and the Municipality as a whole, with improved long-term, social, economic, and environmental sustainability.

The tourism industry in East Hants has not yet neared its potential and many opportunities for tourism development still exist. As with many communities throughout the province, East Hants has potential in the areas of experience based tourism which, if developed, could provide benefits to communities far beyond economic growth.

Utilizing natural and heritage resources for tourism purposes could foster a greater sense of community pride and awareness, a greater commitment to the conservation of these resources, and a financial means for their preservation. Such long-term community benefits are the true value in developing the industry and should provide the incentive for future efforts to establish a stronger tourism sector in East Hants.

Policy Goal

Council's goal is to identify and develop tourism opportunities and to ensure that tourism growth will not jeopardize the existing identity and character of East Hants communities and will occur in an environmentally and socially responsible manner.

Policy Statements

TH1. Council shall develop a Tourism and Place

Marketing Strategy to identify tourism opportunities and guide the development and management of the tourism industry in East Hants.

- TH2.** Council shall consider agri-tourism through the Rural and Agricultural Lands Section of the Municipal Planning Strategy.

Signage and Tourism

Signage is crucial to improving access to East Hants for visitors and enhancing their ability to travel throughout the Municipality. Appropriate signage can help to provide a positive visitor experience and assist in easier travel throughout East Hants.

The Provincial government have developed a program for the signing of tourist attractions along the Province's 100 Series Controlled Access Highway system. The program is intended to identify Nova Scotia's significant tourist attractions, encourage travelers to leave the 100 Series Controlled Access system and direct visitors to attraction locations.

Off-Premise Signage is a type of signage that directs and informs the public to attractions, services and businesses which are not located on the same site as the sign. Tourism PEI have a Directional Signage Program and is considered a good example of providing a consistent design for their directional signage. Within a Tourism Directional Signage Program, signage for parks, tourism and recreational facilities could be included.

At the Plan Review Design Workshops held in the Fall of 2014, the public made requests for community signage including: community notice boards, interpretation signage, wayfinding signage and for community entryway signage.

Policy Goal

Council's goal is to encourage signage within the Municipality to direct and educate visitors.

Policy Statements

- TH3.** Council shall establish design standards for the different forms of community signage, to meet Municipal brand goals.
- TH4.** Council may develop and manage off-premise signage with a program which would include creating municipal standards for directional signage.
- TH5.** Council may develop a strategy to provide funding for community notice boards through a project fund, or partnership(s) with developer(s).
- TH6.** Council may provide funding for wayfinding and interpretive signage, for areas of historical or cultural importance, through the Tourism Development Grant program.
- TH7.** Council may develop a community gateway signage program.

Large Scale Special Events Policy Goal

Council's goal is to encourage large-scale special events while protecting the health and safety of East Hants residents and event attendees and participants, and protecting private property.

Policy Statements

- TH8.** Council shall regulate large-scale special events through the Land Use Bylaw, in all regions of the municipality, including where the comprehensive community plan is not implemented.

Heritage

Heritage is a priceless legacy manifested in the built and natural environment and in the people who have shaped a community over time. Just as our personal experiences guide us through life, community heritage guides us toward the future and allows for the

evolution of people and places.

The preservation of heritage resources holds considerable importance to a community's development by reinforcing the established identity and character of place. Responsible community development occurs with an understanding and appreciation of the community's identity and enhances the existing area. Therefore, it is essential that architectural, natural, and cultural heritage be considered a significant component of a community's development.

Preservation of Heritage

Heritage protection and promotion occurs at the Municipal, Provincial, Federal and International level. At the Municipal level a Municipal Registry of Heritage Properties is a list of properties and structures that have been deemed to have a local or community level of heritage value. The Municipality has adopted the Heritage Property Bylaw which administers the protection of the registered heritage properties.

Heritage value may extend beyond a single building to a group of related structures and their overall setting. In this case, several properties can be collectively protected through the establishment of a heritage conservation district. In 1995 Maitland was declared Nova Scotia's first Heritage Conservation District. Heritage conservation districts help to protect a greater piece of a community's history and identity.

Policy Goal

Council's goal is to take measures to protect and preserve heritage resources for the social, physical and economic benefit of the Municipality. Council recognizes heritage as being important to the identity and character of East Hants communities.

Policy Statements

- TH9.** Council shall work to raise public awareness surrounding heritage conservation issues including the production and distribution of educational material.
- TH10.** Council shall explore funding opportunities and financial incentives for property owners and community groups wishing to preserve heritage resources within the Municipality.
- TH11.** Council shall encourage the preservation of heritage buildings through the Municipal Heritage Property Registration Program.
- TH12.** Council shall undertake a comprehensive inventory of heritage resources in East Hants with the intention of identifying heritage resources that could potentially qualify for formal designation as registered heritage properties.
- TH13.** Council shall take measures to protect traditional architecture in the Village Core (VC) Zone, through architectural and landscape design standards under the Land Use Bylaw for new development, alterations and additions to existing development.
- TH14.** Council shall review a means of preserving significant archaeological sites along the Shubenacadie and Nine Mile river.
- TH15.** Council shall encourage the promotion of significant heritage sites as a means to attract tourists to the area.
- TH16.** Council may work with the Sipekne'katik community to highlight the heritage of this First Nation community.



Alternative Development for Historic Buildings

Preservation of buildings of historical significance is in the public interest. While every possible means shall be explored to allow a building to be used for a use normally permitted within the zone in which the property is located, it is recognized that alternative development may be considered to provide an opportunity to preserve a historic building. Such alternative developments may include multi-unit residential, institutional, tourist accommodation and tourist commercial uses which enhance the cultural or historic heritage of East Hants.

Policy Goal

Council's goal is to encourage the preservation of historic buildings through the re-use of buildings and alternative development, which is appropriate for the building.

Policy Statements

TH17. Council may consider proposals for the development of buildings of historical significance in a manner which would not

normally be permitted within the zone in which the property is located subject to the proponent entering a Development Agreement with Council under the relevant policies of this Strategy and the provisions of the *Municipal Government Act*. Eligible uses include institutional, tourist accommodation, tourist commercial and multi-unit residential. In considering entering into a Development Agreement, Council shall have regard to the following:

- a) The building proposed to be developed is recognized as being of historical significance and as such is registered as a Municipal Heritage Property or a Provincial Heritage Property.
- b) Where the proposal is for a tourist commercial use the activity should be appropriate to the historical significance of the building in terms of compatibility with the features of the building which make it historically significant.
- c) The architectural design in terms of

building materials, exterior treatment, roof lines, bulk and scale and the landscaping features of any proposed additions shall be compatible with the historical significance of the building.

- d) The privacy of adjacent residential uses can be protected where required through the provision of natural or artificial buffering.
- e) The proposal does not adversely impact upon adjacent uses by reason of matters such as traffic generation, parking, outdoor display and storage, noise and hours of operation.
- f) The proposal is in keeping with all applicable policies of this Strategy.

the development agreement, for the development of buildings of historical significance in a manner which would not normally be permitted within the zone, to regulate matters included in other policies of this Municipal Planning Strategy and any of the following:

- a) Architectural compatibility with the historical significance of the building in terms of design, scale and building materials and the external appearance of structures.
- b) The public display of advertisements including the materials, type, size and description of any advertisement displayed.
- c) The location and materials of fences and walkways.

TH18. Council may consider conditions of

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