‘I Love This Town’ by Joel Plaskett

Listen up kid, it’s not what you think
Stayed out too late, had a little to 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.
“People tend to sit where there are places to sit.”

William H. Whyte
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

PROJECT FOR PUBLIC SPACES
Cater to the Senses

http://ianthedesigner.com
Cater to the Senses

x10  x10  x10  x10  x10  x10

http://ianthedesigner.com
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)
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.
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
THANK YOU