

Item 10.1.1

Better Vibe.

coffee corner + ice cream

PlanApp 2024-00311

204 Conrad Road Lawrencetown



Introduction

Starting Our Family

My partner Jordyn and I met in 2019 while serving in the military in Wainwright, Alberta. Jordyn gave birth to Ezra in April 2020 at the onset of Covid-19.

A Cross-Country Road Trip

As restrictions were lifted, we travelled across the country to introduce our son to both sides of the family.

Falling in Love with Lawrencetown

While visiting my sister in Lawrencetown we fell in love with the community and decided to leave the military to set up our family in Nova Scotia.

The Proposal

A Clear Need

A community seeking a “third place” for connection.

Endless queues of beachgoers and trail users along Conrad Road, many stopping residents to ask them where to park, eat, recharge, or use the bathroom.

Resounding Community Support

With a lot of support and encouragement from friends and neighbours we started to get Better Vibe Café off of the ground in 2022.





Pillar to Post Home Inspectors- The Ryan...

Colony Way

Atlantic View Elementary School

Terra Marina Boarding Kennels

West Lawrencetown

Moore Dr

Lahry Dr

Lawrencetown Lake

Cerberus Pottery

Merson Hill Sport Horses

DavesDrones

East Lawrencetown

Parkwood Dr

Salt Marsh Trail End

Good Shepherd Congregational Church

Lawrencetown Community Ctr

Lawrencetown Grocery & Pizza

4G custom and fabrica

NAUGLE

Swell Equestrian Centre

Better Vibe Coffee Co

Leslie Rd

Ataraxy Farm

Kestrel Builders

W Lawrence Rd

Conrad's Beach

Stoney Beach

Conrad's Beach

Lawrencetown Beach Cafe

Atlantic View Trail

Lawrencetown Beach Provincial Park

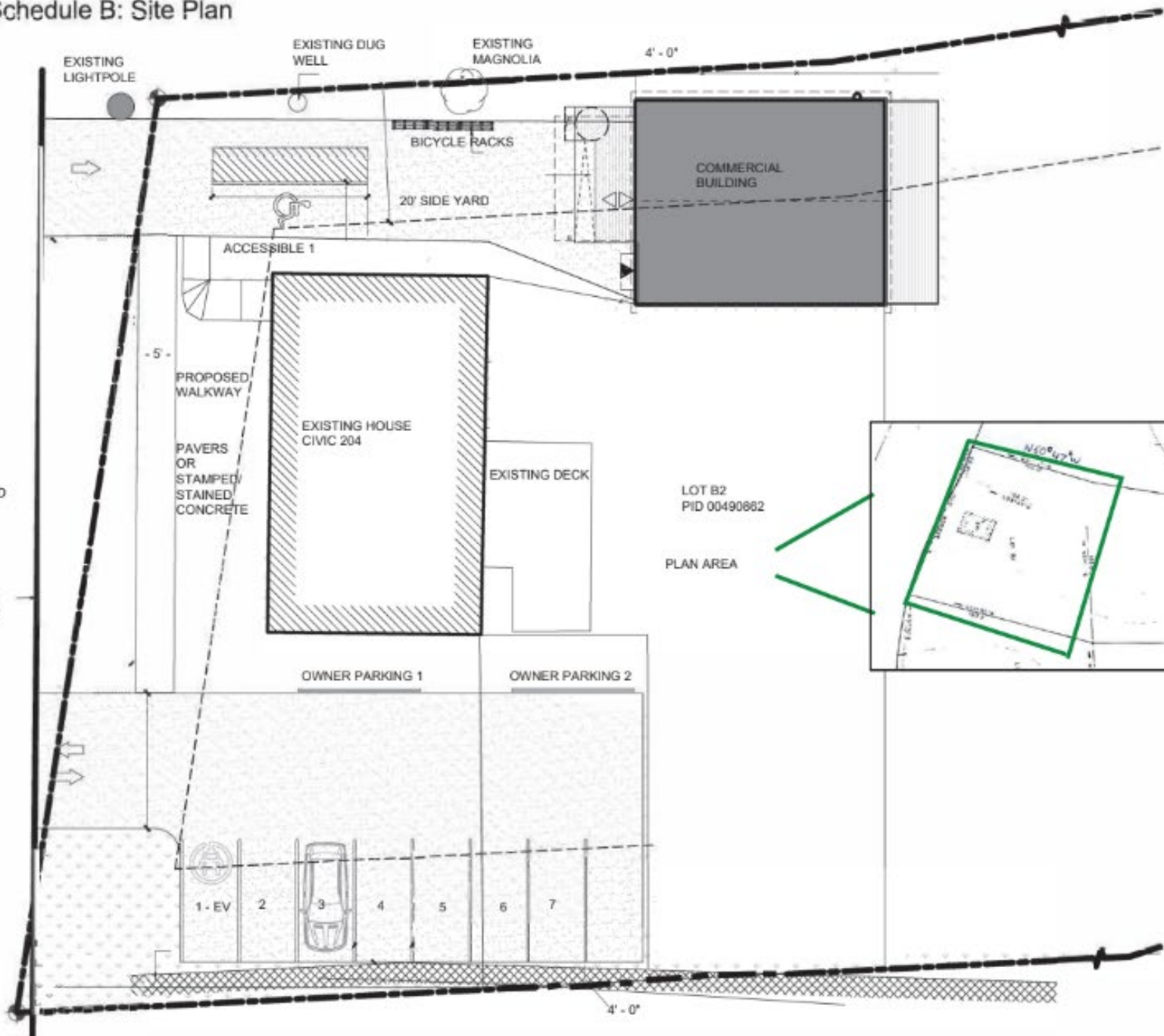
Lawrencetown Beach

Tanner's Sandy Point

Schedule B: Site Plan

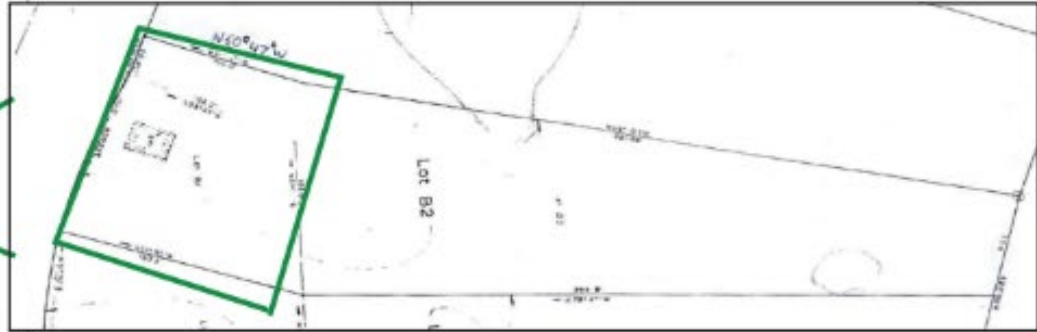
LOT B4
PID 66482786

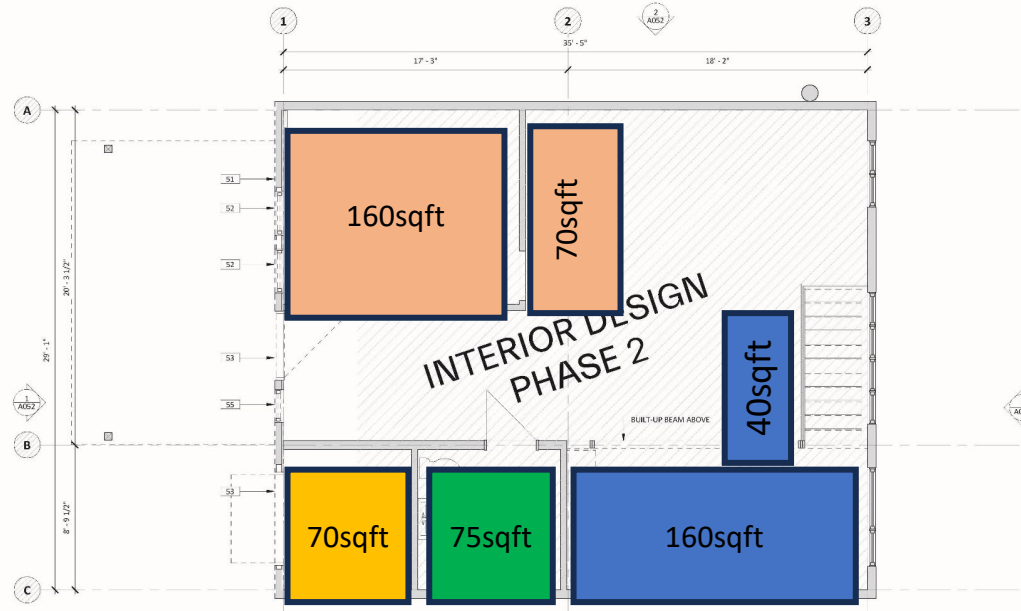
CONRAD ROAD
EDGE OF ASPHALT



LOT B2
PID 00490882

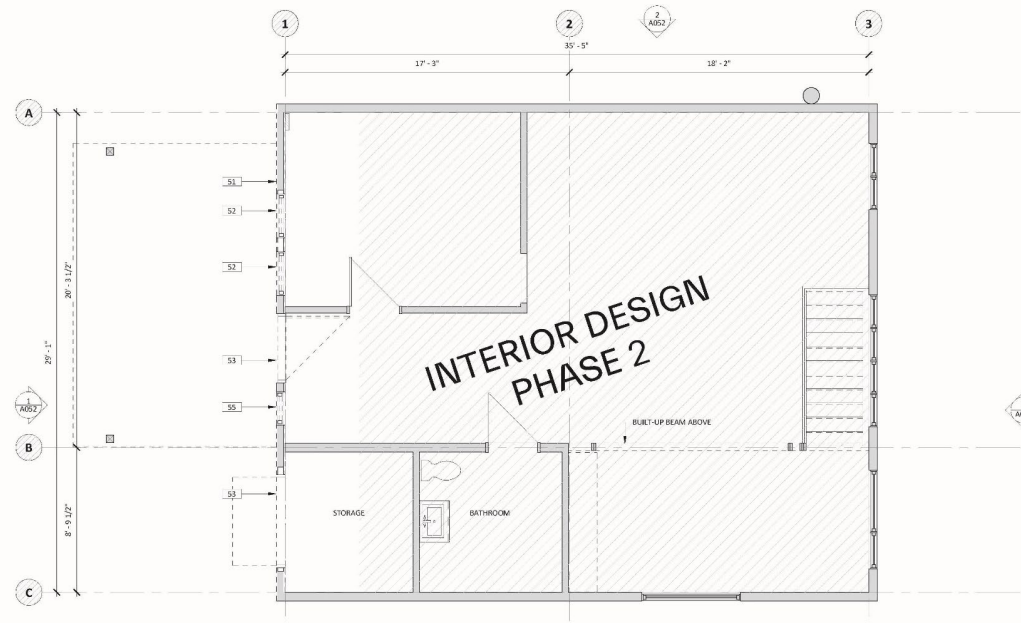
PLAN AREA

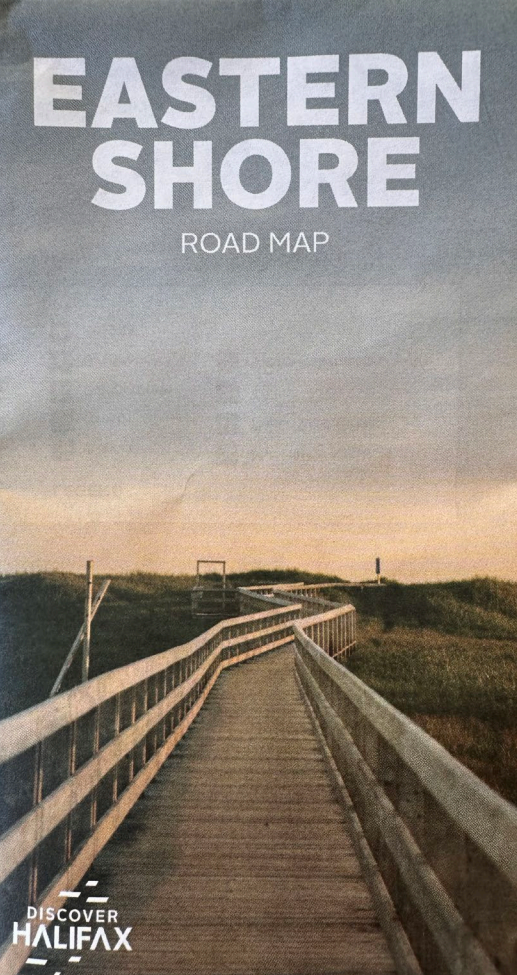




Main Floor (1100 sqft)

- 230 sqft of food service prep area
- 200 sqft of seating area
- 75 sqft accessible, unisex bathroom
- 70 sqft food storage/pantry
- Remaining 525 sqft of wide hallway thoroughfare and queueing with retail shelving





halifax's coolest Ice Cream Shops

Scoop up a cone at one of these delicious local ice cream shops.

Better Vibe

Eastern Shore

What To Expect: Small-batch ice cream made with local ingredients.

Black Bear Ice Cream

Downtown Halifax

What To Expect: Old-fashioned homemade ice cream in a waterfront location.

Bubba Magoos

Peggy's Cove Coastal Region

What To Expect: Take out window serving creamy Maritime-made ice cream and other savoury snacks.

Booza Emessa

Bedford-Sackville

What To Expect: Small-batch Syrian ice cream made with local ingredients.

Cavicchi's Meats

Peggy's Cove Coastal Region

The Dairy Bar

Downtown Halifax

What To Expect: Soft-serve and sundaes made with seasonal ingredients, fun cereals, and junk food.

Get your dairy dog a pup cup – and don't forget to tag @dogsofdairybar on Instagram!

Dee Dee's Ice Cream

North End Halifax

What To Expect: Small-batch homemade ice cream made with local ingredients.

Flynn's Dairy Bar & Convenience

Downtown Halifax | North End Halifax | Peggy's Cove Coastal Region

What To Expect: Tons of flavours of milkshakes, sundaes, and scoops!

The Fog Company

Downtown Halifax

What To Expect: Imaginative ice cream and



What's This

What's This

What's This

What's This

What's This

What's This

What's This

Previous business use

- Industrial carpentry shop constructing, sanding, and spraying cabinetry and custom kitchens, stairwells, tables, and served as a warehouse for wood and materials. It employed 13 carpenters, and both previous owners.

Business use since purchase

- We have been running Better Vibe as a takeout café for the past two years, while registered with the Province as a food establishment and public water drinking source, and registered federally with the CRA.

Proposed Use

- We envision Better Vibe Café as a hub for community reconnection in the post-COVID-19 era. Our cafe will offer a warm, welcoming space, to rekindle community bonds and serve as a gathering spot for neighbours and local interest groups of all ages.
- We aim to provide support to the neighbourhood during extreme weather events and power outages with generator backed services, free clean drinking water, and a medical first aid and defibrillator station. We will also provide a free bicycle maintenance station.



Community Connection and Strong Relationships

- Our neighbours often remark how happy they are to have a place to happen by each other.
- Since opening in 2022, Better Vibe Cafe has enjoyed robust backing from the community and has become a favored destination for both the hyper local community of Conrad Road and the wider community of HRM and the Eastern Shore.

Accessibility and Inclusivity

- Better Vibe will always be a place where all are welcome.
- Many of the businesses on the Eastern Shore are in heritage properties, which often pose accessibility challenges, Better Vibe Cafe is committed to providing an accessible and barrier-free environment for all visitors and community members.

Community Small Business Network

- Better Vibe Café has become another hub for people local people running events, businesses, and community initiatives to connect and get the word out.
- Many people who work from home or provide professional services in the area leverage Better Vibe as a break from their home office, or use it as a venue to meet clients.





Commitment to Fair Wages, Charitable Contributions and Community Support

- Our staff's well-being is central to our business ethos, evidenced by our policy of paying a minimum wage of \$20 per hour and paying \$25 to culinary/NSCC grads.
- We have employed six to ten local residents employed depending on the season, along with the two owners. Our staff to-date has consisted of local high-school students, university students, and NSCC graduates.
- We have been actively engaged in making charitable donations and supporting local initiatives that benefit Lawrencetown and Halifax residents. To date we have made donations to the Adsum House, the Mi'kmaw Native Friendship Centre, local kids surf competitions, the Lawrencetown community centre, Open-View Preschool, and have provided free food, beverages, generator-based power, and clean drinking water to the neighbourhood during hurricanes.

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Questions?



Alignment with Municipal Planning Strategy

Our April 30th, 2024 Team Review Letter outlines alignment with the MPS.

- **P-39** Within the Lawrencetown Designation, it shall be the intention of Council to accommodate existing commercial and industrial uses as permitted uses and to provide for their expansion by including them in Appendix B or C of the land use by-law. **Uses listed in Appendix B will be permitted to expand subject to the requirements for existing commercial uses in the Rural Residential Zone (Policy P-2)**
- **P-61 (a)** that the proposal is in conformity with the intent of this strategy and with the requirements of all other municipal by-laws and regulations
 - **Satisfied.** The proposal generally conforms with the intent of the MPS and other by-laws and regulations.



Alignment with Municipal Planning Strategy

- **P-61 (c)** that controls are placed on the proposed development so as to reduce conflict with any adjacent or nearby land uses...
 - **(i) Satisfied.** The proposed commercial use will be located within a residential neighbourhood. However, the land use by-law recognizes through Appendix C the existing industrial use on the property and the MPS allows for Council's consideration of a change in use.
 - **ii) Revisions and additional information required.** Though there is currently high traffic demand on Conrad Rd given the limited parking at Conrad's Beach, the TIS confirms that the majority of the trips to the café are from drive-by vehicles. Therefore, the café is not anticipated to unreasonably increase the traffic beyond existing conditions. The TIS also notes that the proposed development is not anticipated to increase demand beyond the capacity of Conrad Rd.
- **Policy P-61 (d)** that the proposed site is suitable with respect to the steepness of grades, soil and geological conditions, locations of watercourses, marshes or bogs and susceptibility to flooding; and
 - **Satisfied.** The proposal generally conforms with the intent of the MPS and other by-laws and regulations.



Alignment with Municipal Planning Strategy

- **G-14A** In considering development agreements or amendments to development agreements, or any proposed amendments to the Regional Plan, secondary planning strategies, or land use bylaws, in addition to the policies of this Plan, HRM shall consider the objectives, policies and actions of the priorities plans approved by Regional Council since 2014, including: (a) The Integrated Mobility Plan; (b) Halifax Green Network Plan; (c) HalifACT; (d) Halifax's Inclusive Economic Strategy 2022-2027; and (e) any other priority plan approved by Regional Council while this policy is in Effect (d) Halifax's Inclusive Economic Strategy 2022-2017:
- **The proposed development supports the tourism economy by providing a service to cyclists, beachgoers, and visitors to Lawrencetown. This generally supports the strategic goal of the plan of "Making Halifax a Better Place to Live and Work", by attracting and retaining visitors.** The objectives, policies, and actions in the Priorities Plans outlined in policy G-14A will not impact or be affected by this proposal.



Halifax Active Transportation Plan

• **Page 31: R#8** Walking can also be encouraged by improving the walking environment (e.g. streetscaping). The specific characteristics of the built environment that improve walkability include:

- A buffer of landscaping and/ or parked cars between pedestrians on the sidewalk and the street; An improved sidewalk environment with more trees and amenities, better lighting, and special pavements.
- Façade transparency: i.e. larger windows at ground level versus solid walls or fences; appropriate scale: walkability increases when there is a good ratio between building height and street width
- Active street frontages: Certain types of commercial uses at street level help create walkable environments (e.g. retail, restaurants versus industrial or automotive uses)



• **Page 33: R#14.D Pedestrian Connections in Commercial Establishments.**

- Sidewalks or paths from the public right of way, through the parking lot, directly to the building entrance can help improve the pedestrian experience in auto-oriented commercial establishments.
- **An even more pedestrian friendly solution would be to have parking in the side or rear yard and the building entrances close to the public sidewalk or street. Such measures would prioritize pedestrian connections over vehicle access, and create more pedestrian friendly communities.**





Shared Strategy for Trails in Nova Scotia

- encourage more people to use of trails for active transportation
- demonstrate how the benefits that arise from trail use relate to the goals of governments, organizations, agencies and businesses
- promote the benefits and encourage the locating of amenities and services in close proximity to trails including equipment rental and guiding businesses, interpretive resources, restaurants, and accommodations