



the town of
**Conception
Bay South**

Bright town. Bright future.

*Everything
You Need*







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Everything You Need

The Town of Conception Bay South is a progressive community nestled on the south side of the titular bay on the east coast of the province of Newfoundland and Labrador. It is strategically located just minutes from the City of St. John's, the provincial capital. Since incorporating in 1973, the Town has experienced tremendous growth and development that has made it the second largest municipality in the province, with a population of approximately 26,000 and a growth rate of over 13% since 2006.

In the coming years, Conception Bay South is projected to continue experiencing substantive growth in its commercial, industrial and residential sectors. With this growth comes opportunity and potential. Entrepreneurs, investors, commercial developers and retailers – even busy professionals and families searching for a vibrant place to call home – would all be wise to take note. “Conception Bay South has everything you need,” says Mayor Steve Tessier.



For one, the Town is in close proximity to the province’s capital city, and thus reaps the benefits of that market. Within its borders, it boasts affordable real estate, a beautiful shoreline, and the best weather in the region. “The people who live in Conception Bay South get the advantages of a country atmosphere with city benefits,” Tessier says. “They can commute to and from work in St. John’s, but can live outside the city and enjoy the coastline, the larger building lots, and a more rural lifestyle. That’s certainly a selling point for our residents.”

Dan Noseworthy, Chief Administrative Officer of the Town, agrees with Tessier’s assessment. He himself only moved to Conception Bay South from Mount Pearl this year, and he was amazed by the different experiences the two areas have to offer, despite their close proximity to one another. “The weather is completely different,” he affirms. “It’s a much warmer, more seasonable climate than exists just 10 minutes away. It’s amazing; you almost have to experience it to believe it.”

Residents of Conception Bay South also have access to sustainable educational facilities,



including five elementary schools, two middle schools, two high-schools, a public college, and private post-secondary opportunities. Recreational and tourism experiences are not lacking, as Conception Bay South offers multiple hiking and walking trails that take users along beautiful river valleys and shorelines. Residents and visitors alike can also partake in boat tours, scuba diving, whale watching, and recreational fishing (in season). They also have ready access to an extensive beach with a picnic area, playground and amphitheatre at Topsail Beach Rotary Park. Each July, they are also invited to take part in

the Kelligrews Soiree, which features several days of music, folklore, and family events. Businesses, meanwhile, experience many of their own benefits in the Town. Notably, they are supported by a united pro-growth Council and an active Chamber of Commerce, as well as a dedicated Economic Development and Tourism Department focused on investment attraction and retention. The Economic Development and Tourism Department, led by Director Jennifer Lake, has a lot to boast about when it comes to Conception Bay South. Their list of benefits includes a commercial tax rate lower than the



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“As a resident of Conception Bay South, I am excited about the innovative and creative direction CBS is taking in developing the community.”

Rob Menchenton - Partner



The Lilly Building - Choices for Youth, St. John's, NL
Winner of the inaugural Lieutenant Governor Award for Architectural Excellence.

regional average, the availability of serviced commercial and semi-serviced industrial land for development, the Town’s rapidly growing population and consumer base, and a Business Tax Incentive Program that offers tax relief for three-to-five years to businesses who are not detrimental to existing businesses in the Town – plus a lot more.

Exciting opportunities

In recent years, Conception Bay South has invested in and commenced several major projects to accommodate and bolster the Town’s evolution. A key example is the

gateway at Conception Bay South, a 220-acre commercial development that aims to increase the profile of the Town across the province and the Atlantic region as a whole through the creation of a state-of-the-art regional shopping centre.

the gateway is strategically positioned to offer an optimal location for retailers in Conception Bay South. When Phase I is completed, the development will be the “ultimate one-stop destination,” as it will comprise a comprehensive retail mix including big boxes, mid boxes, and strips and pads (all complemented by a recently



completed \$21 million civic centre), that will offer residents and visitors opportunities for shopping, dining and recreation. the gateway is also adjacent to an integrated walking trail network that spans the entire length of the community, which provides spectacular views across Conception Bay and its islands. “With a ready and prosperous consumer base, meaningful business incentives, and a prime location, the gateway is a rare and exciting retail opportunity,” says Tessier. From day one, Tessier adds, the gateway received higher-than-anticipated interest from major retailers, and it has been highly

rewarding for Council to watch their vision for the development steadily come to life. Another important focus for Conception Bay South is the realization of the Main Street Improvement Plan, which was developed in 2013 with the goal of revitalizing Conception Bay South’s main commercial area. Through the formation of the Main Street Business Improvement Association (a body of business people who have come together to mutually support business activity in the area), the project is gaining traction and key elements of the Plan are being implemented.



High standards

The vision of the Main Street Business Improvement Association is to establish Main Street as a distinct urban district within the Town. By creating a safe and attractive streetscape, interesting and accessible public spaces, and a diverse mix of shops, services and housing, they aim to transform the area into “a significant core of a thriving local business community, and an exciting destination for local residents and visitors alike.”

As part of the Main Street Improvement Plan, Conception Bay South is currently developing a Harbour Plaza concept, which will eventually see the creation of a new public space and include construction of a large pier behind Main Street’s row of businesses. It is anticipated that this pier will be wide enough to accommodate a variety of public events, including an outdoor market, public concerts and festivals.

Harbour Plaza will be located adjacent to a 110-acre water lot in Conception Bay South’s central core, which the Town recently acquired from the federal government. Earlier this year, Mayor Tessier said in a speech that Council is confident the Harbour Plaza development “is realistic, and will become a major attraction within the Town.”

Even as Conception Bay South looks to the future, it is keeping a close eye on the environment and the sustainability of its municipal actions. Being a coastal community, Council recognizes that the Town is vulnerable to the effects of climate change, including sea level rise, adverse weather events such as hurricanes and resultant flooding and storm surges, and coastal erosion. As such, it is doing all it can to reduce greenhouse gas emissions.

In 2012, the Town adopted a Greenhouse Gas Mitigation Plan; the next year, it started a bi-weekly curb-side recycling program for paper, cardboard, and plastic containers.

Most recently, the Town constructed three municipal buildings (a Town Hall, a Fire Station, and an Arena) to LEED (Leadership Energy and Environmental Design) certified standards, at an approximate cost of \$35 million. Each building incorporated geothermal wells for heating/cooling, sustainable materials that reduced the carbon footprint, and waste material diversion.

The Town’s new arena also includes an advanced refrigeration-heating system that recycles the heat removed from the ice surface



to help warm the building; the geothermal wells act as a backup system, and supplement the heating of the structure.

Conception Bay South is also committed to keeping the natural environment free of waste and debris. As part of this commitment, the Town's Municipal Enforcement Unit has been using hidden surveillance cameras to help curtail illegal dumping, resulting in a number of charges laid under the Environmental Protection Act. This project has raised awareness that the Town has zero tolerance for illegal dumping.

The Town also encourages residents, businesses, and community groups to do their part. An annual community clean up takes place each June, during which time stakeholders come together and clean up Conception Bay South. This "3 Hour Challenge" recently celebrated its 10th year, and the community clean up program has recently seen the addition of a second clean up taking place in October.

These many efforts have not gone unnoticed. The provincial Multi-Material Stewardship Board (MMSB) identified Conception



Bay South as an example of best practice for tackling illegal dumping; the Town, in cooperation with MMSB, has been sharing its expertise with communities around Newfoundland and Labrador.

Moving forward, Tessier says the Town will continue to uphold its environmental commitment, even as it continues its ascent in both population and commercial and industrial activity.

“Conception Bay South is a family-oriented community which values its scenic coastline, landscape, waterways and recreational

opportunities,” he says. “We strive to ensure high standards of environmental protection, a vibrant commercial sector, and an efficient street network connecting safe, well-designed neighbourhoods that enable healthy and active lifestyles.”

To learn more about Conception Bay South, the gateway, and the Town’s many competitive advantages and opportunities, visit www.entrepriseCBS.ca



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