

Town of Stellarton Strategic Plan

2025-2028



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Mission, Vision, and Values

Mission

Working together to address Stellarton’s needs, build a vibrant community, and create an environment that encourages growth.

Vision

Stellarton is a thriving community that is safe, healthy, inclusive, and engaged with a robust economy that appeals to businesses, citizens, and visitors alike.

Values

Stellarton has identified five driving factors for our continued success. We strive to be a steward in the following areas:

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| Community | To be established as a place where people can live safely, be included, and have access to all programs, services, and facilities. |
| Infrastructure | To provide safe, reliable, efficient, and consistent roadways, as well as the delivery of services such as water and sewer. |
| Finance | To operate efficiently and effectively for the success of the town, while maximizing taxpayer dollars. |
| Climate | To operate with a state of preparedness for matters pertaining to climate such as snow, flooding, hurricanes, etc., and to ensure the safety of residents throughout significant weather events and climate change. |
| Staffing | To attract, recruit, and retain qualified and engaged personnel. |

Strategic Priorities

The Town of Stellarton Council and Staff have identified the following four priorities, which align to the Town’s vision, mission, and values, and are to be implemented and executed over the next three to five years:

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| Town Hall | Currently, Town Hall is inaccessible to many citizens, resulting in challenges being faced by individuals looking to access basic services like paying water bills, getting a criminal record check, etc.. Nova Scotia implemented the Accessibility Act in 2017, emphasizing the |
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need for accessibility and the obligation of municipal services to be accessible to all.

Stellarton developed an Accessibility Plan in 2021 and have been working to eliminate barriers since its implementation. Town Hall is the next major project in the plan.

Business Park

The Albion Business Park has proven to be a valuable asset to the town in terms of services offered to citizens, and increased tax revenue. It has grown to include a wide variety of businesses and still has land that could be utilized.

Deer Population

The growing population of deer has proven to be an ongoing issue across Pictou County and beyond. The influx of deer has been causing property damage, is becoming hazardous for drivers, and is having an overall negative impact on the community. It's an issue that needs to be addressed before it gets worse.

Recreation

Stellarton has the most recreation fields and facilities in the county that are often underutilized throughout the day, year-round. Recreation has proven to be beneficial in the physical, mental, and social health of individuals. It would be of benefit to all to be able to offer opportunities directly within the community in spaces that already exist for recreation services.

Action Plans

Town Hall

To eliminate barriers for accessibility and provide goods and services to all Stellarton citizens from Town Hall in an equitable manner.

Actions

- Identify the cost for both building new and retrofitting existing Town Hall and choose the option to move forward.
- Determine the location for the Police Department.
- If renovating, identify where Administration and Police will operate during renovations.
- Identify detailed designs for project.
- Implementation of the plan.

Town Lead

- The Town Engineer will bring forward budget recommendations and plans for Council to consider, as well as oversee the project once it begins.

- Council will make the decision to either build a new Town Hall or to retrofit the existing Town Hall, as well as determining the location for the Police Department.
 - RFPs will be solicited.
 - Funding and/or borrowing may need to be secured for larger projects within the plan.
- How this goal will be achieved**
- A fully accessible Town Hall by 2030.
- Expected Outcome**

Business Park

To continue expansion of the Albion Business Park, offering more services to citizens, increasing tax revenue, and establishing Stellarton as a hub for businesses to thrive.

- Identify areas that could be developed with planning costs associated.
 - Complete identified tasks to make the land viable for sale.
 - Engage potential business about opening or relocating in the Stellarton area.
- Actions**
- The Town Engineer will bring forward budget recommendations and plans for Council to consider, as well as oversee the project once it begins.
 - Council will make the decision to begin this project and will engage business community.
- Town Lead**
- RFPs will be solicited.
 - Funding and/or borrowing may need to be secured for larger projects within the plan.
 - Incentives for businesses to open in Stellarton.
- How this goal will be achieved**
- Additional businesses opening in the Business Park; All viable land in the park sold and developed.
- Expected Outcome**

Deer Population

To reduce the deer population in an efficient manner that not only reduces the population immediately, but that impacts the population for years to come.

- Collaborate with other local municipalities to identify a regional approach.
- Actions**

	<ul style="list-style-type: none"> - Contact province to identify which departments would help to address the issue. - Develop a by-law to deter feeding deer in town. - Communication of identified actions and plans to residents; Encourage residents to actively participate in reduction plans.
Town Lead	<ul style="list-style-type: none"> - CAO and Council to collaborate with local area and provincial departments and to develop by-law. - Staff to develop communications material and circulate publicly.
How this goal will be achieved	<ul style="list-style-type: none"> - Municipalities will share strategies to implement regional practices. - Council will champion reduction tactics for the public to follow.
Expected Outcome	<ul style="list-style-type: none"> - Implemented strategies that reduce the deer population and discourage repopulation of deer; Less damage and additional negative impacts throughout the community.

Recreation

To establish a sustainable recreation program that is accessible to residents.

Actions	<ul style="list-style-type: none"> - Identify staffing gaps. - Engage community to identify specific program needs and wants. - Develop recreational program; Implement.
Town Lead	<ul style="list-style-type: none"> - CAO and Council to address staffing gaps. - Staff to engage community, as well as develop and implement the program.
How this goal will be achieved	<ul style="list-style-type: none"> - Cost-sharing opportunities like the MPAL (Municipal Physical Activity Leadership) Program with the province. - Partnerships with local community sport and recreation organizations to share facilities and program opportunities.
Expected Outcome	<ul style="list-style-type: none"> - A recreation program operating throughout the year offering opportunity for residents to participate in active living opportunities in every season.