

A stylized map of the North End of Halifax, Nova Scotia, in shades of orange. The map shows a grid of streets and the coastline. A large circular area in the upper left is filled with blue diagonal stripes. A smaller rectangular area in the center is also filled with blue diagonal stripes.

# n<sup>o</sup>rthend

BUSINESS ASSOCIATION

FACTS & FIGURES 2019

**n<sup>o</sup>rthend**  
BUSINESS ASSOCIATION

(902) 483-1896  
[gonorthhalifax.ca](http://gonorthhalifax.ca)

# Getting Around

## ACTIVE TRANSPORTATION

Active transit is anything that can be considered self propulsion, such as biking or walking. Currently 58% of the population in the North End walk or bike to work, meaning that there is lots of foot traffic. The North End boasts a strong Walkscore of 90/100, implying that the North End is a complete community where you can walk to essential daily services. The importance of foot traffic for business is enormous. Research suggests that 85% of all retail purchases happen in physical locations and that a large portion of this business is generated by people walking by.

The North End has a Bike Score of 62/100, meaning it is bike friendly. Research suggests that people who bike are more likely to interact with storefronts much like pedestrians do. Current bike lane expansions in the North End includes a quiet street design on Isleville/ Maynard, and protected lanes on Almon, Windsor, Barrington, Cunard, and Cogswell. The bike access ramp to the Macdonald Bridge is also being redesigned to make it more accessible. This new biking infrastructure is likely to increase bike traffic in the North End. High levels of active transportation are also known to boost property values, and increase worker productivity of those who partake.

## 58% Active Transport

58% walk or bike to work

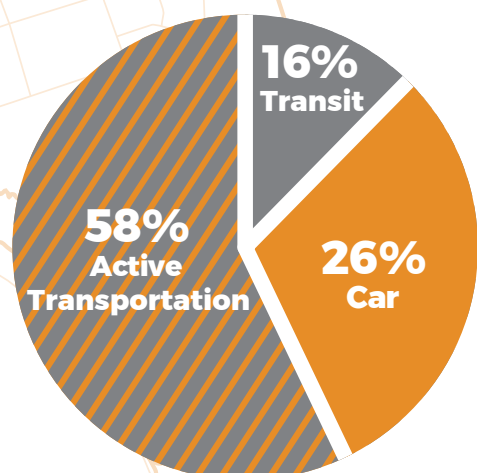
## Walker's Paradise

meaning the North End, on walkscore.com, averages a score of 90/100 daily errands don't require a car.

## Bikeable

on walkscore.com, average score of 62/100

## Modes of Transit in North End



## ROAD ACCESS

The North End is easy to get to by car as it is accessible from Hwys 102 and 103 via Bayer's Road, Hwys 118 and 11 via the MacDonald and Mackay Bridges, and the Bedford Hwy (#2) via the Windsor Street Junction and Lady Hammond Road. Gottingen is a key north-south connector, with approximately 8,500 (2012) cars passing by daily. Gottingen and Agricola also provide access between

downtown Halifax and the MacDonald Bridge – which has an average of 40,000 crossings daily. The district sits between two major arterial roads, Robie Street and Barrington Street, making it a stone's throw to some of the most travelled roads in the municipality, giving the North End easy access to major population centres within the city.



## TRANSIT ACCESS

With 17 bus routes stopping along Gottingen and a Transit Score of 72/100, the North End is a very easy area to access via public transit from anywhere in the city. This provides year-round reliable transportation for staff, as well as visitors to the area. During peak hours, it is estimated that approximately 2,600 bus passengers pass through the Gottingen corridor (WSP, 2018). With additional routes along Robie, Cornwallis, Cogswell, and Barrington, the North End is a transited orientated neighbourhood.

## 17 Bus Routes

Service Gottingen during peak hours

## 16% Public Transit

16% of North Enders take the bus to work

## Excellent Transit Score

average transit score of 72/100 on [walkscore.com](https://www.walkscore.com)

# 40k

**Vehicles Daily across  
MacDonald Bridge**

## DESTINATIONS

The North End is not just a location, but a destination anchored by the highly attractive commercial streets of Agricola and Gottingen. These two streets—along with the connecting commercial streets of Cornwallis, Cunard, North, Almon and Young—make the North End Business District a walkable, shoppable neighbourhood destination known in particular for its food, drinks, culture, and historical built environment.

As a 250+ year old area, the district contains three unique historic conservation districts, and is home to The Little Deutsch Church (the second oldest building in Halifax circa 1756). Recently notable is the recognition of local resident and business woman, Viola Desmond on the new ten dollar Canadian bill. The district is also the gateway to the beautifully redesigned Fort Needham Park and Halifax Explosion Memorial. An interesting place to enjoy and visit, the North End has started to be recognized as one of the must see tourist destinations in Halifax.

Home to the Halifax Armouries, St. Georges Round Church, the Little Deutsch Church, home to civil rights activist Viola Desmond, and the childhood home of Prime Minister Sir John Thompson.

The North End is recognized for its colourful and unique rowhomes, historic streetscapes, and diverse community.





# Business

## ACCESS TO TALENT

The North End has a diverse and skilled local workforce. Home to roughly 9,960 people of working age, over 23% of people have a high school degree, 43% post-secondary education, and 20% an apprenticeship, trade, or other non-university certificates. The North End Business Association is a strong supporter of inclusive hiring, and there are many employment programs and initiatives to assist businesses in connecting to local talent to fulfill their hiring needs.

## 63% of Local Working Age Population

have a post secondary education

## Close to Universities

10 minutes to Dalhousie University and  
15 minutes to St Mary's University

## 7,715 Working Age People

live in the North End

**350+**  
**Businesses**  
**in the North End**

## OCCUPATIONS

Businesses within the North End Business District are varied. The largest employers are in the food service and retail industries. Adjacent to our district is the CFB Stadacona and the Irving Ship Building Yard, making the North End one of the densest employment areas on the peninsula with approximately 8,000 jobs/km<sup>2</sup> (Statistics Canada, 2016).

**21.7% of North End Business is in Food and Drink Industry**

**16.4% of North End Business**

is in Neighbourhood Services

**8,000 Jobs Per Sq KM**

within the North End

## NEBA Business Types

breakdown by business type



## GROWTH

The North End Business Association is in an area of prime growth with over 1,000 new residential units slated or currently under development. With increased density zoning from the newly improved Centre Plan, the North End Business District is slated to keep growing well into the future. Currently, there are 16 proposed developments within or adjacent to the district area, which is estimated to add 2,500 people to the North End (not including the Cogswell District, which could add an additional 2,000+ people over the next 10 years.) The population in the area has increased by 2.8% from 2011 to 2016.

The growth of the North End is not just limited to residential, there has also been a 14% growth in new businesses in the North End. There will continue to be opportunity for commercial operations with the addition of new commercial spaces being built on the ground floor of many of the new developments.

## 16 Proposed Developments

16 significant approved/proposed multi-unit developments in the North End

**+2,576  
People**

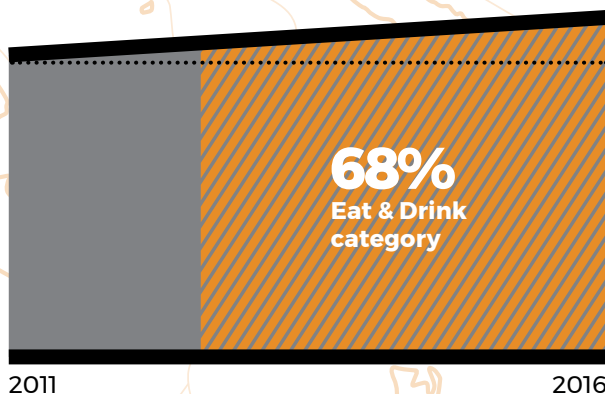
Population is projected to increase by 2,576 people based on new developments

**2.8%  
Increase**

in population of North End Halifax  
between 2011 and 2016

**14% increase**

in new businesses in the North End





## DEMOGRAPHICS

The North End is increasingly growing in population and wealth. The Halifax peninsula has an average household income of \$62,000 while the North End has an average household income of \$47,000. The population remains very young in the North End with 33% of the population aged 15-29 and 24% aged 30-44. The average age in the North End is 40. North Enders primarily work in three industries; 14% in Accommodations and Food Services; 13% in Professional, scientific and technical services; 11% Health care and social assistance.

## \$47k Median Household Income

Income in the North End

## 77% are 15-64

77% of the population of the North End are between 15-64 years of age

## 38% of North Enders work in 3 industries:

Accommodations and Food Services;  
Professional, Scientific and Technical services;  
Health Care and Social Assistance.



# 62k

Median income on  
Halifax Peninsula

# Development

## COMMERCIAL REALTY

Currently, the North End is an affordable location for businesses to rent commercial spaces, with the newest commercial spaces renting for just over \$30/sq ft gross, and older Class B and C commercial space going for around \$20/sq ft. This is significantly less expensive than commercial rents in downtown which can easily exceed \$35/sq ft for new Class A space, and \$25/sq ft for older Class B and C space. Buying commercial property in the North End Business District is also more affordable, with current existing structures selling at an average price of \$218/sq ft, and vacant land sells for an average of \$168/sq ft.

## RESIDENTIAL REALTY

Rental prices in the North End tend to be a little less expensive than other communities on the peninsula. There is an average rental price just above \$1,000/month for a single bedroom. Buying a house remains reasonable as well, with average costs of \$422/sq ft and \$376/sq ft for condos. The cost of realty and prime location to amenities and downtown is attracting a younger population to the neighbourhood, contributing to its continued growth.

**\$23.93**  
**Per Sq Ft\***

Average price for Commercial Leasing, includes A, B, C commercial spaces

**\$218**  
**Per Sq Ft\***

Average price for commercial building space

**\$168**  
**Per Sq Ft\***

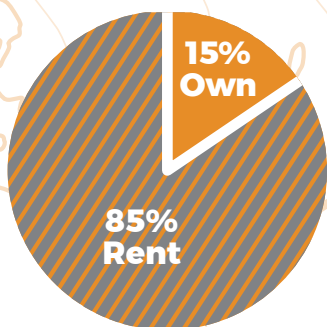
Average price for vacant commercial land

**\$376**  
**Per Sq Ft\***

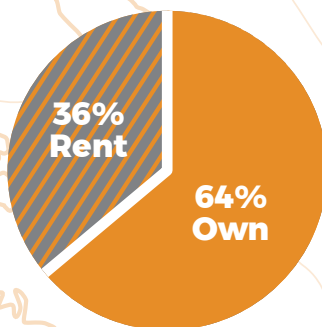
Average condo price in the North End

\*based on 2019 data

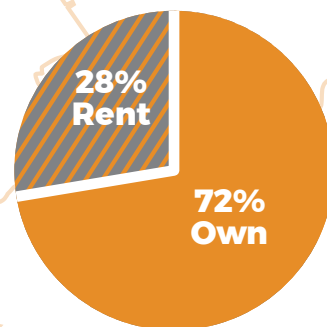
### North End

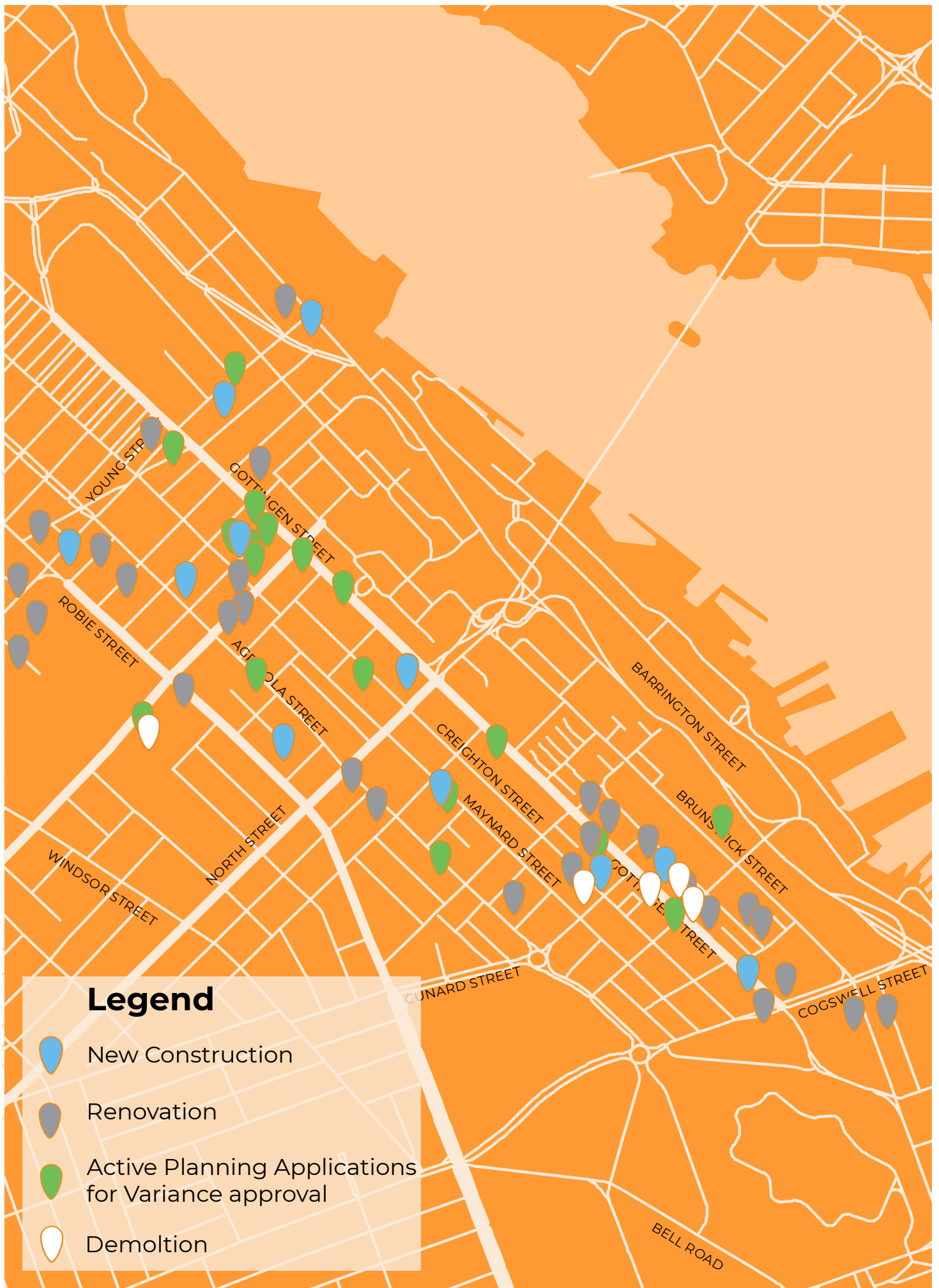


### Halifax



### Nova Scotia





# Vibrant Neighbourhood



## COMMUNITY

The North End is an important part of Halifax's rich history and cultural scene. Currently the North End is known as the home of Pride Halifax, Music NS, Halifax Pop Explosion, Delmore Buddy Daye Learning Institute, the YMCA and much more. This vibrant community shines through the large LGBTQ community, the historic black community, the indigenous, and strong arts community that all call the North End home.

Rated a top 10 best neighbourhood to call home, life in the North End extends to both the day and nighttime economy. From early morning breakfasts to late night dancing, there is always something happening here. With over 350 business, the North End has something for everyone. With almost daily events and several outdoor festivals each year, the North End is filled with life, action, and people.

**9,550  
People**

live in the North End

**632,000  
People**

live on the Halifax Peninsula

**403,390  
People**

live within Halifax Regional Municipality



## ACCOLADES

The North End District is a community comprised of unique independent businesses which contribute to a strong urban community. The restaurant industry is growing more diverse and renowned each year, making the North End a destination for foodies in Nova Scotia and beyond. It has several award winning restaurants, was called the songwriting capital of Nova Scotia by SOCAN, and recognized as one of the best neighbourhoods to call home in Canada by Huffington Post.

## EVENTS

The North End Business Association hosts about 9 events annually that attract thousands of people to the area. The events take place at various times year round and showcase local vendors, artists, and businesses.

## 9 Local Annual Events

Focused around community engagement

**Open City**

**Switch**

**Live on Agricola**

**Agricola Street  
Holiday Market**

**Agricola Window  
Display Competition**

**Merry & Bright North  
by Night**

**North by Night**

**Gottingen Festival**

**Halifax Pop  
Explosion**



# Bid Benefits

## BID BENEFITS

The North End Business Association is a not-for-profit with goals and objectives to improve economic development in the area. This is done through marketing and promotion of the area, supporting business development, advocacy, placemaking, and community engagement. The North End Business Association works behind the scenes with various stakeholders to ensure that business can continue to grow and thrive in the North End while encouraging a strong sense of community and partnerships among local stakeholders.

- Enhanced maintenance
- Priority Snow removal
- Member Meet and Greet
- Newsletters
- Events and Festivals
- Webpage and Directory
- Marketing and Branding
- Advocacy and Representation of Association Businesses



