

DONOVANS' VISION STATEMENT

Donovans Business Park will be the destination for industrial and tech innovation in the Avalon region. Its businesses and workforce will enjoy access to superior infrastructure and community amenities and are proud to call Dovnovans home.

THE PLACE

Donovans has been an industrial hub in the North East Avalon since the 1970s, from shipping, to transport, to shopping, Dovnovans has grown year upon year. But with this growth comes challenges. While it is a highly sought-after destination to do business, its low vacancy rates have made it so companies cannot expand within its boundaries. Companies that do expand are faced with logistical challenges like employee parking shortages. Many of its buildings are ageing, and its streetscape lacks a sense of place.

THE CHALLENGE

To make Dovnovans a business hub of the 21st Century, we must create the conditions where Dovnovans mainstay sectors — manufacturing, wholesale trade, tech, construction — can continue to grow, thrive, and innovate. The businesses and workers of the 21st Century have more choice than ever before on where they want to locate and work. Our challenge was to make Dovnovans the premier location to do business on the Avalon Peninsula.

This action plan is the result of extensive engagement with businesses within Dovnovans, including two brain-storming sessions and a comprehensive survey. It is backed by a statistical assessment of Dovnovans key sectors and deep dives into the future of those sectors provincially, nationally, and internationally.



This action plan will be executed over 36 months, from 2020–2023.

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CONSIDER IT DONOVANS

A Reimagination Plan for Dovnovans Business Park



THE REIMAGINATION



ASSET INVESTMENT

Asset Investment includes any objectives and associated actions that involve making improvements to Donovans Business Park. These actions stem from imagining the park as a product that can be improved through City investment. Previous initiatives and reports have shown that improvements to Donovans have been top of mind and identified as a need since 2013. This action area will prioritize some of those improvements and set a rough timeline for their implementation.

CAPACITY BUILDING

Capacity Building is focused on building business capacity within Donovans. It is focused on continuing engagement efforts with the business community, increasing interaction among businesses, and taking Donovans' status as an innovation hub to the next level.

COMMUNICATE

The City of Mount Pearl has been building relationships with Donovans' businesses through a targeted BR&E program. Those relationships have allowed the City to identify some of Donovans' challenges and competitive strengths. The action area 'Communicate' includes actions that enhance those lines of communication and takes it a step further. It is also about communicating to the outside world who Donovans is as an innovation hub of the 21st century.



YEAR 1	YEAR 2	YEAR 3	ONGOING
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ASSET INVESTMENT

Objective 1: Address parking and transportation needs

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| 1.1 Explore the feasibility of a central parking structure | █ | | | |
| 1.2 Increase access to public transportation | █ | | | |

Objective 2: Create a vibrant streetscape in Donovans

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| 2.1 Expand the utility box beautification project into Donovans with local artists | █ | | | █ |
| 2.2 Explore mural project in partnership with Donovans businesses and local artists | | █ | █ | |
| 2.3 Partner with a community group on tree planting program | | | | █ |
| 2.4 Create incentives to encourage landscaping on business properties | | | █ | |
| 2.5 Continue to develop the green improvement incentive | █ | | | |
| 2.6 Implement cohesive building design standards | | | | █ |

Objective 3: Increase walkability and pedestrian safety in Donovans

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| 3.1 Implement main throughfare sidewalks | | | | █ |
| 3.2 Increase nature trail connectivity | | | | █ |
| 3.3 Implement traffic calming measures | | | | █ |

CAPACITY BUILDING

Objective 4: Facilitate connections among business owners

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| 4.1 Develop a Donovans Business Directory | █ | | | |
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Objective 5: Create the conditions for increased tech innovation activity

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| 5.1 Create a Donovans business mentorship program in partnership with local post-secondary institutions | | | █ | |
| 5.2 Continue outreach with industry associations & strengthen relationships with leaders Donovans' key sectors | | | | █ |
| 5.3 Host another hackathon in partnership with a relevant industry association | | █ | | |

Objective 6: Attract culture to Donovans

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| 6.1 Find a home for a craft entrepreneur market space in Donovans | █ | █ | | |
| 6.2 Attract a brewery to Donovans | █ | █ | | |

COMMUNICATE

Objective 7: Rebrand Donovans

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| 7.1 Develop new logo & brand identity for Donovans | █ | | | |
| 7.2 Implement gateway and comprehensive wayfinding signage | █ | █ | | |

Objective 8: Promote Donovans' businesses

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| 8.1 Create 'Consider it Donovans' video series | | | | █ |
| 8.2 Communicate successes of incentive programs | | █ | | |
| 8.3 Communicate new green incentive programs | █ | █ | | |