



Central Avenue Rebuild

Business Toolkit

Supporting local businesses
through construction

JULY 2026





Phase One of the **Central Avenue Rebuild Project** is set to begin in July and finish in December 2026.

Introduction

Central Avenue Rebuild involves a full reconstruction of Central Avenue, including:

New water and wastewater piping and associated infrastructure.

Replacement of an existing wastewater lift station located near the Central Avenue trail crossing.

Improved sidewalks, multi-use paths, and crosswalks.

Streetscape and beautification enhancements.

A fully reconstructed roadway with upgraded stormwater systems, delivered in partnership with the Nova Scotia Department of Public Works.

The project is designed to create a safer and more accessible space for residents, businesses, and visitors while ensuring critical underground infrastructure can continue serving the community for decades to come.

Working Together

The Municipality of Inverness County understands the significant impact this project will have on businesses and is committed to keeping you informed and supported throughout this project. That means clear communication, responsive coordination, and collaboration wherever possible.

In that spirit, we've created this **Central Avenue Rebuild | Business Tool Kit** to help you navigate the changes ahead.

What's Inside

This toolkit includes practical, business-friendly strategies you can use to stay resilient during the construction period. Inside, you'll find:

Business Planning Tips

Ideas to help you prepare before work begins

Adapting for Impact

Strategies to stay flexible and connected during the project

Project Information

- ▶ What to expect (traffic, access, utilities)
- ▶ Tentative construction schedule
- ▶ Key contacts
- ▶ How to stay informed



Business Planning for Success



1 Prepare

The municipality, in consultation with the contractor, will share key details including traffic plans and work schedules as soon as they're available. With that information, talk with your team, map out scenarios, and explore ways to reduce possible impacts on your customers and operations. Many of the ideas that follow may already be on your radar, however we've included them here as a checklist.



5 Buddy Up

There's strength in numbers. Partnering with nearby businesses, whether to share parking tips, coordinate signage, or brainstorm creative marketing, can lighten the load and build community.



2 Call or Email

There's always a bit of buzz when big changes are happening, but not all of it will be accurate. Try to rely on updates directly from the municipality (we'll provide several ways to stay in the loop). If you're ever unsure about what you've heard, please reach out and ask.



6 Learn from Others

Talk to other business owners who've been through similar projects. Ask what worked, what they'd do differently, and what they wish they'd known ahead of time. If you're part of a franchise or larger network, your head office may also have helpful resources.



3 Plan Around the Disruptions

While dust, noise, and traffic disruptions can't be avoided entirely, you may want to consider ways to reduce their impact on your customer experience. Could you adjust hours? Offer delivery or curbside pickup? Post extra signage?



7 Strengthen Your Online Presence

If you haven't already, this is a great time to build (or boost) your website and online listings. Can customers view your products or services online? Is there an option for online shopping or delivery?



4 Keep Your Team in the Loop

Given your employees are on the front lines with customers, share project updates and encourage them to pass along feedback from your visitors. Consider posting updates in break rooms or work areas so your team stays informed.



8 Use Social Media to Stay Visible

Platforms like Facebook and Instagram are powerful (and free) ways to keep in touch with your customers. If possible, post updates, highlight promotions, and remind people that you're open.



9 Communicate Clearly with Customers

Help your customers navigate any changes in access, parking, or hours. Put up signs, share maps, and post updates online to reduce confusion.



13 Practice Patience

Construction comes with unavoidable noise and mess, but it's all part of building something better. Delays may happen, and conditions may shift. The more we can stay collaborative, and solution-focused, the better the experience will be for everyone.

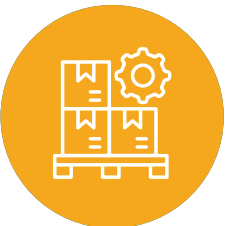
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10 Reward Loyalty

If a customer goes out of their way to support your business during construction, thank them! Loyalty programs or even just a heartfelt “thanks for sticking with us” can make people feel appreciated and encourage repeat visits.

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11 Adjust Inventory

Depending on your business, it may make sense to scale back stock during slower periods. Trust your instincts and use past seasons as a guide to help manage costs while staying responsive. If your business is new, reach out to other business owners nearby for advice.



12 Review Staffing Levels

If you expect changes in foot traffic, you might want to adjust schedules or explore job sharing or flexible hours with your team. Keeping open communication helps everyone plan together.



Adapting for Impact

Stay Connected

Open all communications from the Municipality of Inverness County. Email updates will come from CentralAve@invernesscounty.ca and contain timely, accurate information.

Sign up for project updates direct to your email inbox by visiting the project webpage.

Visit the Project Information Centre, located at the Inverness Fire Hall, 15797 Central Ave., Inverness. Check the project webpage for drop-in dates and times.

Keep Staff Informed

Make sure your team knows about any temporary access or parking changes. If they're informed, they can confidently answer customer questions.

Set the Tone

Try to create a welcoming, upbeat environment despite the disruptions. Frustration is natural but avoid letting it shape the customer experience.

Be Flexible with Hours

If possible, consider shifting or extending your business hours to work around the busiest construction periods. Be sure to update your hours on Google, social media, and anywhere else customers might look.



Keep Messaging Consistent

Post a simple “what to expect” script by the phone or register so staff can answer questions easily. We're happy to help you develop one that works for your business.

Get Creative

Could you partner with another local business to create a temporary pop-up space outside the construction zone? Offer joint promotions? It's a chance to be visible in new ways.

Coordinate with Delivery Drivers

Keep couriers and suppliers informed about road closures or alternate entrances. Scheduling deliveries outside of peak traffic hours may also help minimize delays.

Keep the Big Picture in Mind

We know this is a big adjustment, but it's also a once-in-a-generation investment in the heart of our community. The end result will be a safer, more beautiful, and more accessible street that benefits businesses, residents, and visitors alike.



What to Expect

During the construction project, the following impacts may occur. The project team will work to minimize disruptions wherever possible and provide advance notice when available.

Traffic Disruptions

Traffic will be impacted throughout the project, with periods where traffic is reduced to a single lane. Traffic control personnel will be onsite to manage flow and ensure safety. Impacts to business will be taken into account and where possible, adjustments will be considered.

Parking Restrictions

Onsite parking may be unavailable at certain times. Whenever possible, advance notice will be provided to business owners and the public to allow for planning and communication with customers and delivery services.

Sidewalk Closures

Portions of sidewalks may be temporarily closed, requiring pedestrians to take alternate routes. All closures will be clearly marked to ensure safety and accessibility.

Driveway Access

Access to driveways may be restricted at times. The contractor will coordinate with affected businesses and residents in advance to develop plans that support continued access for staff, customers, and deliveries.

Water and Wastewater Service Interruptions

Temporary disruptions to water and wastewater services may occur. Scheduled outages will be communicated in advance to allow for preparation.

Emergency Response Access

The municipality and contractor will coordinate with emergency services ahead of the project to ensure that access and response times are not compromised. Mitigation plans will be in place to support emergency situations.

Construction Schedule

Construction will kick off in early July until December 2026. Details regarding construction schedules, traffic impacts, detours, and project milestones will be shared as details are confirmed.

Who to contact:

Municipality of Inverness County: 1-866-258-0223, option 8 or CentralAve@invernesscounty.ca

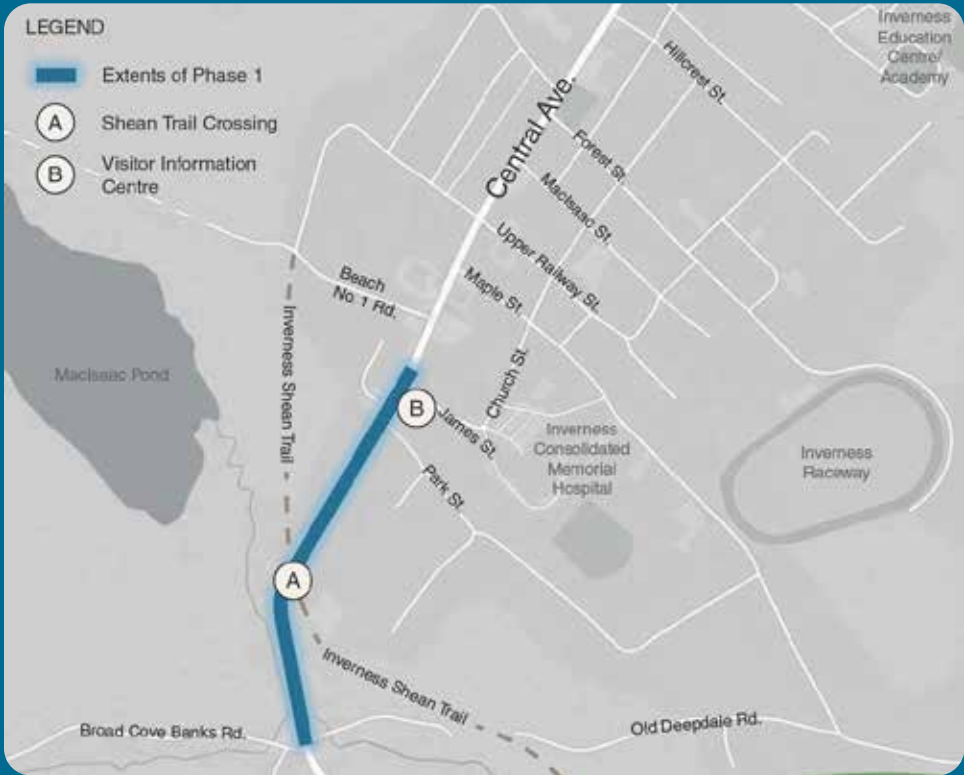
In case of an emergency: 1-866-258-0223, option 9

Nova Scotia Power: 1-800-428-6230

Nova Scotia Department of Public Works: 1-844-696-7737

Bell: 1-800-663-2600

Eastlink: 1-888-345-1111



How to stay informed

Visit www.invernesscounty.ca/CentralAveRebuild

Sign up for project updates on www.invernesscounty.ca/CentralAveRebuild

Drop by our Project Information Centre, Inverness Fire Hall, 15795 Central Ave., Inverness. Check the project webpage for dates and times.

Visit our Facebook page – [f Municipality of Inverness County](#)

Email CentralAve@invernesscounty.ca or call 1-866-258-0223, option 8