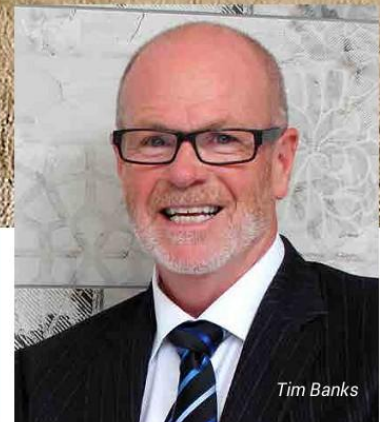




THE NEW NIRVANA ON PRINCE EDWARD ISLAND

A 21st century residential gem, Blackbush is rising up from the sands of time

Words by **Wayne Blanchard** | Photos provided by **Blackbush**



Tim Banks



Just 25 minutes' drive from downtown Charlottetown, or a mere 18 from its airport, is Blackbush at Old Tracadie Harbour. Nestled along the north shore of Canada's smallest province, this new eco-friendly lifestyle-oriented resort community is the latest and surely most unique and engaging venture to ensure rustic Prince Edward Island's position as one of North America's most desirable destinations for family living and holiday fun.

The Engaging Realness

"This," reveals Tim Banks as he gestures to the surroundings, "is where the Mi'kmaq spent summers fishing and hunting. Their community of shanties on stilts served as a refuge for fishermen sailing out in search of their livelihood."

Not surprising for such a beautiful location, Blackbush isn't the first resort to rise above the red seaside sands of Old Tracadie Harbour. Towards the end of the 1800s there was the renowned Lorne Hotel. Later re-named the Acadia it was a highly reputable health resort, though a devastating fire burned that dream destination down to the ground.

Then, in 1937, the Government of Canada purchased many hundreds of acres of land plus kilometres of shorefront within the vicinity, Blackbush Island included, and created Prince Edward Island National Park, which now borders this resort community. That vast conservation space ensures that the sense of seaside solitude that prevails here today is natural, pure and permanent.



Brand Mastering

Though his role is manifold, to the public Tim Banks is the face of Blackbush. The visionary driving this bold initiative, he is the brand master of a narrative packed with premium propositions and is tangibly enthused by the prospect of seeing this ambitious vision coming to life.

When reviewing the very impressive images of the five-floor, thirty-suite hotel and various house designs on offer, one readily shares that enthusiasm. But there is more to this than what we see, because the Blackbush vision encompasses an even greater mission.

Banks aims to create a social enterprise that brings jobs, people and business to the community of Grand Tracadie. "With its beautiful scenery and endless beaches," he says with the wave of a hand towards the calm waters of Tracadie Bay, "this is a tourist hotspot in the summer. But its potential extends beyond that. So we will become the foundation on which this community builds year-round economic resilience."

A Stunning Initiative

In addition to its hotel and various features, Blackbush at Old Tracadie Harbour will have 99 residential lots available within three communities: The Commons, The Stages, and The Homesteads.

The first community to be developed is The Commons. Privately managed via Blackbush, its vacation homes offer a turn-key option that not only eases and improves the holiday experience, but should the owner choose to do so, their property can be rented out via the Blackbush Rental Program, to earn income when not in use.

**DELIVERING
ABOVE
EXPECTATION
IS CENTRAL TO
THE BLACKBUSH
BRAND**

PRESERVING THE COASTAL SANCTUARY IS TOP PRIORITY

The Stages is the first private community of its kind on PEI. Perfect for investing in premium real estate, its modern homes will all have clear views of Tracadie Bay, Blackbush Island and the Gulf of St. Lawrence.

The Homesteads, where treed lots of one to three acres, are available for building eco-friendly homes, is a more economical option via which to savour the seaside lifestyle of Blackbush.

Conveniently, roads from the communities lead to FiN Folk Food, a popular on-site casual seafood restaurant overlooking vast sandy beaches, grand dunes and numerous walking trails. “Plus,” adds Banks as he turns his gaze inland, “this is all within 25 minutes’ drive to great golfing, fine dining, cultural entertainment and all the amenities one would expect to find so close to a historic capital city. “However,” he continues, “once settled in it is difficult to get motivated about leaving, even if only for a quick trip to Charlottetown.”

Top Priority Preservation

This coastal sanctuary may seem like some surreal bit of fiction, but as Banks and his family have enjoyed the property for over 40 years, one gets the sense that he is embracing this history as part of his own.

For 20 years, Banks has been a donor to and board member of the Nature Conservancy of Canada (NCC), so it comes as no surprise to hear how important sustainability and environmental protection are to the resort. “As much as our history is important, we must preserve the natural beauty of our coastal landscape.”

“We designed Blackbush,” he continues, “for families and others seeking to live in a safe, quiet, and clean neighbourhood where ecological and environmental concerns including preserving the coastal sanctuary while living a sustainable way of life are the top priority.

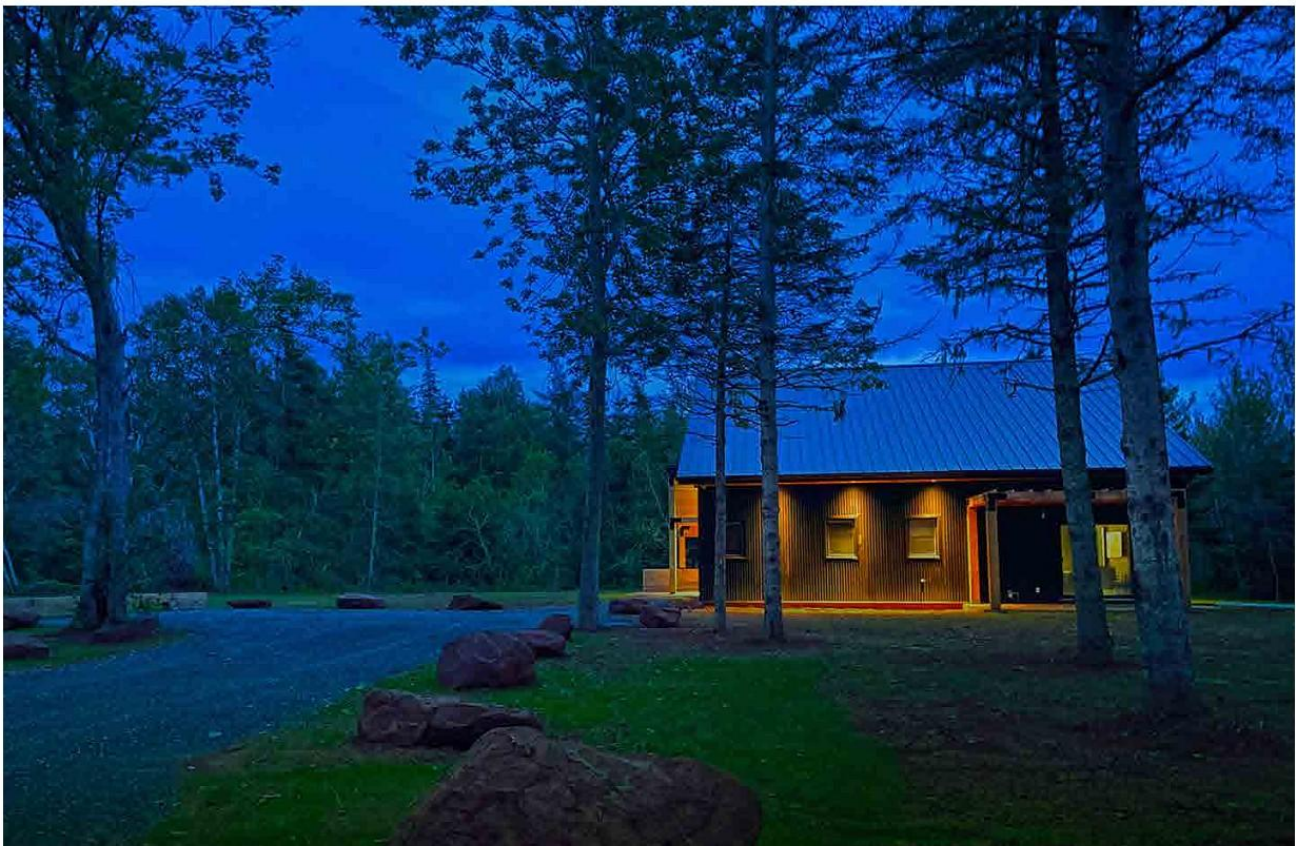
“Blackbush at Old Tracadie Harbour may be a lifestyle beach resort, but it

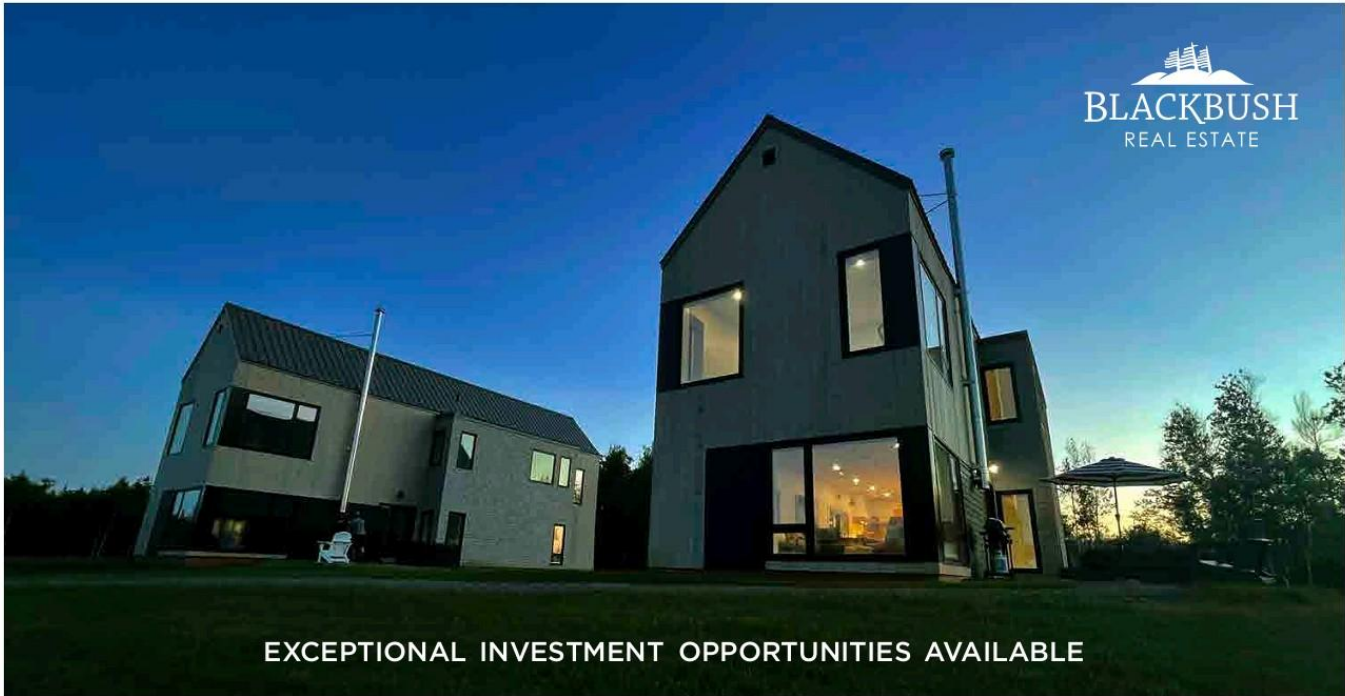


provides much more than a comfortable way of living; it gives you the freedom to relax at your own extreme.”

As you have likely determined by now, delivering above expectation is central to the Blackbush brand. And the decidedly modern community rising up from this historic ghost of Old Tracadie Harbour will definitely revitalize this area. It will also surely revitalize the lives of those who choose to visit, live, work or play here.

“We are,” Banks concludes, “bringing this historic place back to life.”





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