



STAFF REPORT

SUBMITTED BY: Chris Frotten

DATE: May 3, 2020

SUBJECT: Beach Strategy Action Items Update

ORIGIN

On December 9th, 2019, Council approved the Municipality's first Beaches Strategy which outlines the vision and key action items to achieve the development of amenities at its local beaches to help increase their usage and awareness and increase the opportunity for local events. Work on key action items is underway and now require Council's approval before moving forward.

BACKGROUND

Since the approval of the beach strategy, planning has been underway on this year's action items. This report, along with the attached beach strategy report card, will serve as an update and request for decision on the following three action items:

1. Develop parking area at Stoney Island Beach

We have committed to assessing existing infrastructure that supports people's access to our beaches and maintain and further develop infrastructure on the appropriate beaches. Last year, we developed a parking area at Stoney Island Beach and are proposing to continue with the second phase of this project.

2. Structured Engagement Sessions

Public engagement on such important assets in our communities is crucial. Our strategy commits us to hosting community engagement activities to help keep our residents and visitors informed and have a more balanced approach to decision making.

3. Develop Signage and Directional Signage for the Beaches

Enabling our residents and visitors to easily find our beaches will help make the user experience that much better. Our beach strategy outlines the key action items which will allow us to share our story to add to the experience and help educate people on their surroundings and the habitat that share our beaches.

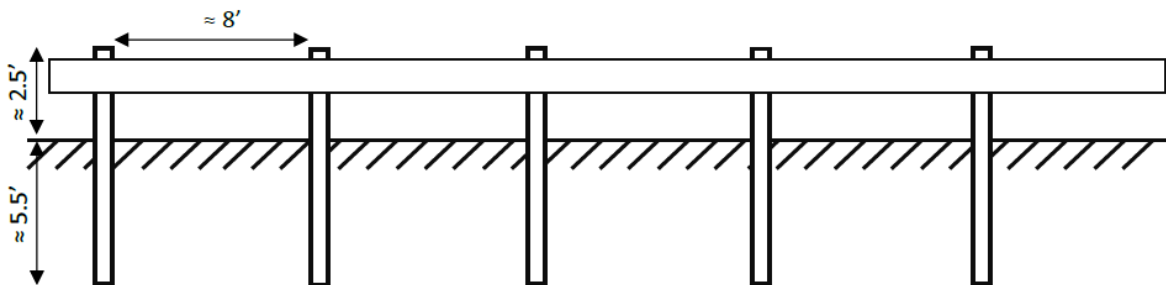
DISCUSSION

As noted above, we are at a point where we require Council's consideration and decision regarding some of the key action items listed above. Your decisions will allow staff to move forward in the implementation of the beach strategy. Here is a detailed update on each action item and the requested decision.

Develop parking area at Stoney Island Beach

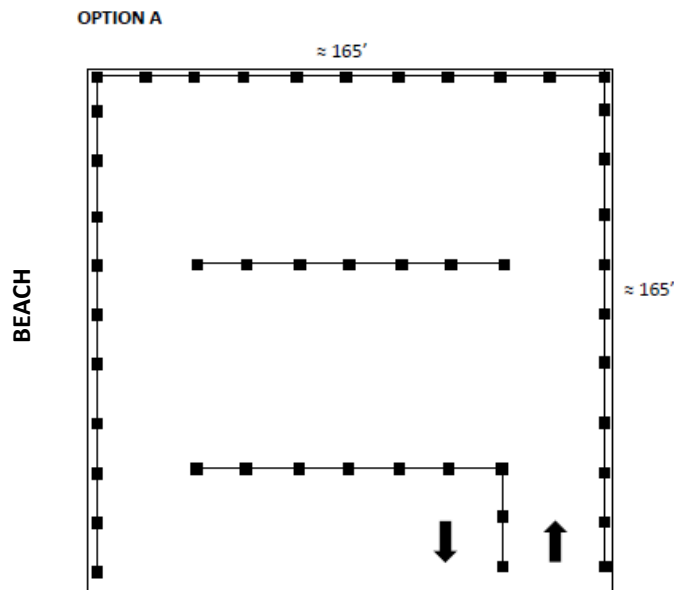
As noted, we developed a parking area at Stoney Island Beach last year and to continue the project, it has been proposed to install barricades to avoid vandalism and help with traffic flow.

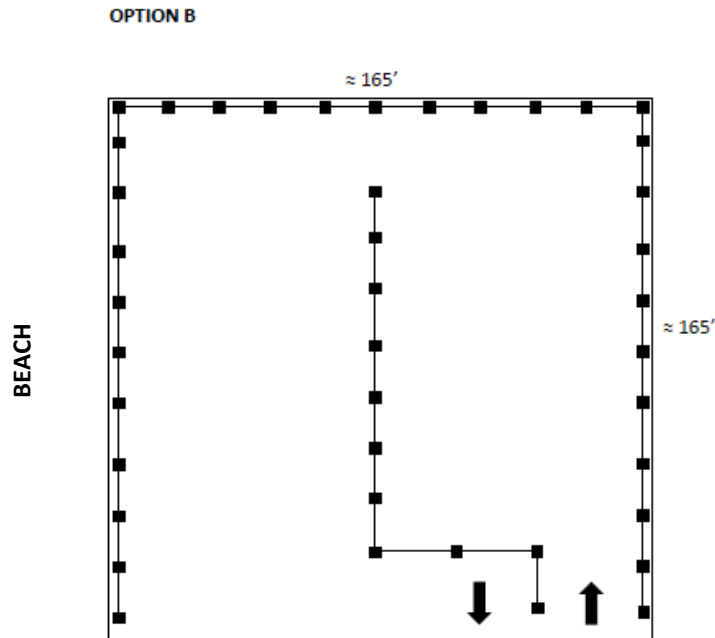
The proposed work is envisioned to resemble the parking area at Sandhills. It would include 8-foot 8x8 marine grade pressure treated wood posts every 8 feet and have a 2x8 guard rail approximately the same height as highway guardrails (2 feet) fastened with leg bolts.



We would perform the work ourselves and it would take approximately 4 days to complete. Ideally, we would complete this work before the beaches reopen or before the summer season arrives.

As for the pattern of the wooden posts – they could be laid out in two different ways:





Structured Engagement Sessions

Better engagement leads to better decisions, more buy-in and more people stepping up to share responsibility and workload. Each municipality has their own approach to involving people in their decision-making process and it can consist of a wide array of activities that range from informing to the cocreation of policy.

It's common to think of public engagement as the activities that you use to involve people in your municipality's decision-making process (e.g., focus groups, surveys, workshops). These activities are definitely core public engagement pieces, but there's also a lot more involved. That being said, before getting to deep into the elements of a public engagement system and how different pieces of a municipality's public engagement work and fit together – we must start with the core public engagement pieces.

For this reason, we are proposing that we launch a short (3-5 questions) survey that would ask residents and visitors to answer general questions about our beaches. Sample questions could be:

1. What activity do you typically do at our beaches?
2. Last summer, about how often did you visit one of our beaches?
3. In what seasons do you use our beaches?
4. How far do you typically travel to get to one of our beaches?
5. What would make you visit our beaches more often? (were better maintained, were safer, were open (lifeguarded) more often/longer hours, had better facilities (bathrooms/changing area), etc.)

We would post the survey on our municipal website and social media channels and have paper copies for those who do not have access to the internet or prefer to write their answers.

To ensure a good representation of answers, we would aim to get responses from at least 10% of our residents (647 responses) but would also have the survey open to non-residents (visitors) as they provide a different but valuable perspective.

Develop Signage and Directional Signage for the Beaches

Last month, you approved the beach signage plan which defines the location and design of new beach signage within the municipal boundaries.

Since that time, we have reached out to three local sign shops to get quotes and the results are included in the attached quote evaluation report.

As for the location of the signs, we have developed a google map which indicates the proposed locations of each sign. Please note that these locations are not set in stone and will be modified based on Council's feedback and DOT regulations.

The map can be accessed at:

<https://www.google.com/maps/d/drive?state=%7B%22ids%22%3A%5B%221keblpQzMsyMP6ofJ2dZ4gTnz3LgVz1%22%5D%2C%22action%22%3A%22open%22%2C%22userId%22%3A%22100862029533429877728%22%7D&usp=sharing>.

BUDGET IMPLICATIONS

Develop parking area at Stoney Island Beach

The budget for phase 2 of the Stoney Island Beach parking area project is as follows:

83 8x8 posts	\$5,395.00
104 2x8s	\$1,695.20
Leg Bolts	\$300.00
Gravel	\$1,500.00
HST	\$1,333.53
TOTAL	\$10,223.73

Structured Engagement Sessions

Other than for the nominal monthly subscription to the survey platform that we already pay, there would be no cost to launch the survey.

Develop Signage and Directional Signage for the Beaches

The estimated budget included in the signage plan was \$20,125.00. The quotes received range from \$22,000 - \$23,750 + HST.

A reminder that we will be applying to the Beautification and Streetscaping Program which is designed to support the development of attractive and inviting areas where visitors are enticed to spend money in a municipality. The Program can fund up to 50% of eligible project costs to a maximum of \$25,000.

Finally, all costs associated with the above action items have been included in the draft 20/21 budget.

LEGAL IMPLICATIONS

N/A

PUBLIC CONSULTATION/COMMUNICATIONS

N/A

RECOMMENDATION

Develop parking area at Stoney Island Beach

Due to the recent issues with vandalism at the parking area and the necessity to properly manage traffic flow, we recommend moving forward as soon as possible with phase 2 of the parking area project.

Structured Engagement Sessions

As we have not formally engaged the public on the enhancement of our beaches, we recommend beginning with a survey and consider the feedback during our planning process. The survey would also highlight common themes which we could build on in the future and guide our future engagement.

Develop Signage and Directional Signage for the Beaches

Based on the financial evaluation and provided scope, it is recommended that Causeway Computers be awarded the work for the quoted price of \$22,000.00 + HST.

SUGGESTED MOTION

Develop parking area at Stoney Island Beach

Move to recommend to Council to go forward with phase 2 of the Stoney Island Beach parking area project as described with a total budget of \$10,223.73 from the beach facilities capital budget.

Structured Engagement Sessions

Move to recommend to Council that a short (3-5 questions) survey that would ask residents and visitors to answer general questions about our beaches.

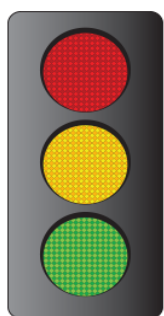
Develop Signage and Directional Signage for the Beaches

Move to recommend to Council that Causeway Computers be awarded the work of fabricating the beach signage for the quoted price of \$22,000.00 + HST.

ATTACHMENTS

- Beach Strategy Report Card
- Beach Signage Plan
- Beach Strategy
- Beach Signage Quote Evaluation Report
- Aerial Photo of the Stoney Island Beach Parking Area

BEACH STRATEGY REPORT CARD



ROADBLOCKS

SLOW PROGRESS

ON TRACK

STRATEGY NAME	Beach Strategy
LEAD	Chris Frotten
PROJECT CODE	N/A
DATE OF STATUS ENTRY	May 3, 2020
PERIOD COVERED	2019-2022

OVERALL STATUS THIS MONTH

OVERALL STRATEGY STATUS	ON TRACK	NOTES	Although we are still early in our work to complete the key action items within our beach strategy, we are still on track.
--------------------------------	-----------------	--------------	--

COMPONENTS

ACTION	STATUS	YEAR	NOTES
Purchase land at Stoney Island Beach	DONE	2019	Purchased the property.
Develop parking area at Stoney Island Beach	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	2019	Phase 1 (site work) complete. Working on phase 2 (leveling, wooden barricades).
Structured engagement sessions	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	2020	No work has begun on these yet. One possible first step would be to issue a survey throughout the municipality to get feedback
Assessment of existing infrastructure	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	2020	A quasi strategic planning discussion was held during budget deliberations. A high-level assessment was developed but more discussions are needed.
Assessing accessibility	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	2020	No work has begun on this yet.
Develop collaborations and partnerships	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	2020	Initial conversations with some key stakeholders have begun.
Organize yearly beach clean up	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	2020	We hope to be able to plan a beach clean up to coincide with our community litter clean-up day.
Provide waste bins to help keep our beaches clean	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	2020	We are currently sourcing possibilities.
Recruit and facilitate a Beach Resource Team	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	2020	No work has begun on this yet.

Support and promote stewardship of our beaches	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	2020	No work has begun on this yet.
Develop signage and directional signage for the beaches.	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	2020	Our beach signage plan was approved on April 27, 2020 and work has been on-going to source the signs.
Organize yearly beach clean up	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2021	
Seek funding opportunities to help build infrastructure	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2021	
Develop collaborations and partnerships	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2021	
Engage stakeholders to support and promote stewardship	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2021	
Develop new infrastructure as assessed.	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2021	
Organize yearly beach clean up	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2022	
Design and develop interpretive panels.	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2022	
Install beach logs.	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2022	
Include QR Codes on signage.	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2022	
Develop new infrastructure as assessed.	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2022	
Seek funding opportunities to help build infrastructure	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2022	
Support and promote stewardship of our beaches	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2022	
Reassess Beach Strategy to align with strategic planning and goals of council	<input type="radio"/> <input type="radio"/> <input type="radio"/>	2022	



An ocean of opportunity



MUNICIPALITY OF THE DISTRICT OF BARRINGTON
Beach Signage Plan



THE MUNICIPALITY OF
BARRINGTON

An ocean of opportunity

Introduction

The Municipality of Barrington determined in its most recent strategic plan that the promotion and support of the local tourism industry was a priority. One of the strategic actions outlined in this priority is the development of amenities at its local beaches to help increase their usage and awareness and increase the opportunity for local events.

On December 9th, 2019, Council approved the Municipality's first Beaches Strategy which outlines the vision and key action items to achieve the above-mentioned strategic goal.

One of the initial steps was to review the current state of beach wayfinding signage and gather all of the input received from the variety of businesses, community groups and other stakeholders.

The purpose of this signage plan is to outline a more defined plan for beach wayfinding in the Municipality of Barrington.

Overview

This plan provides guidance on the location and design of new beach signage within the municipal boundaries as well as suggests additional signage opportunities within the Municipality and how the beach signage plan could integrate in an overall signage strategy.

The primary intent of the new municipal beach signage is to attract, direct and inform people travelling through the Municipality to entice their further exploration of our beaches.

Therefore, the signs' design will be authentic to the Municipality's identity, strengthen the image the Municipality wishes to enhance, and foster pride among residents and organizations, especially those that attract and host visitors. The proposed design reflects the community's input, supports our existing brand and introduces new features that are functional and aesthetically complementary to existing community elements. It also offers a sustainable, cost-effective, time sensitive and flexible approach to growth and revision of sign and design elements over time.

In addition to wayfinding signage, we must recognize that the most effective wayfinding strategy also includes maps, handouts, and mobile or web-based resources. These supplementary resources, which will be developed over time, will reflect the design strategy and note the same amenities and facilities. In the future, other amenities and points of interest, which are not part of this plan, will be considered and added, especially to online resources.



Table of Contents

ALIGNMENT OF THE BRAND

WHAT WE HAVE

DESIGN DESCRIPTION and FEATURES

DESIGN SPECIFICATIONS

FUNDING



An ocean of opportunity



Alignment to Brand

The Municipality's vision is "a community shaped by the sea, that provides an ocean of opportunity to live, work and play."

The signage plan and sign designs build from and contribute to this vision by creating a more welcoming reception for visitors and tourists, reflecting a vibrancy in the colours, and considering the environment through grouping signs and minimizing maintenance. The plan and designs also considers the needs of citizens and the community by ensuring clear readability and consistency.

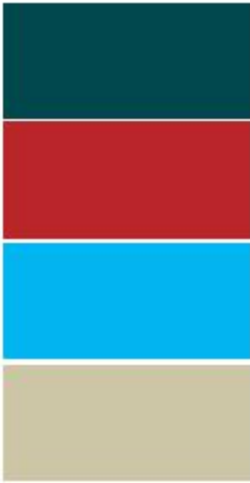
A defined brand allows the Municipality to build awareness of what it has to offer, while managing the tone and personality that the community portrays throughout various touchpoints.

As the most southern point in Atlantic Canada, we enjoy some of the most beautiful scenery and mildest winters in the province. Locals and visitors can experience exquisite seaside vistas from one of our many white sand beaches or visit the mysterious drowned forest at Hawk Beach. They can explore scenic trails that are a haven for nature lovers, bird watchers, and photographers, try rowing a traditional Nova Scotian dory, or explore our unique surroundings by canoe or kayak. The many lighthouses dotting our coastline, including the Maritimes' tallest lighthouse located on Cape Sable - best viewed from The Hawk are also a mainstay in our area.

It's no surprise that our status as the lobster capital of Canada comes with a long fishing history. Our brand speaks to the tradition of enjoying fresh seafood caught the same day, or by visiting our picturesque fishing villages known for the brightly coloured famous Cape Island Boats. Visitors can learn about Barrington's forestry heritage during their very own Lumberjack AXExperience alongside the Barrington River and visit our many museums including the Woolen Mill Museum where they'll find the very first piece of Nova Scotia Tartan and the unique Shag Harbour UFO Centre helps visitors learn more about the only government documented sighting in the world. All of these elements form our brand messaging which will play a big role as we move forward in future projects, including our beach signage plan.



COLOURS



The Municipality's main colours are green and red. They are on signs, logos, buildings, vehicles and have been adopted in other ways. The logo also includes blue and brown, which, with red and green reflect the natural elements around the Municipality.

Research shows that it is wise to keep these colours which therefore form the base of the signage program. To maintain a professional consistent identity the municipal colours are being adopted into the signage plan which will also help strengthen brand recognition.



LOGO

The Municipality's logo is a colourful landscape depicting our friendly seaside community with its rich history, fresh seafood, and mile long white sand beaches as far as the eye can see. The colours of the logo are being used in the signage plan and the outline shape is reflected in the signage design theme.

SLOGAN

The Municipality has had a history of slogans in recent memory. The research conducted as part of this branding review has shown that by tapping into the hearts and minds of our unique community through a variety of engagement sessions and workshops, the new slogan encompasses the Municipality's story in a voice that is authentic and meaningful. For the purposes of creating new beach signage, the slogan will be added to any signage to continue.

An ocean of opportunity





BARRINGTON TARTAN

The Cape Sable Historical Society has created Barrington's own tartan with colours that celebrate and embody our rich heritage.

Red represents our long tradition in the lobster fishery, and our reputation as the Lobster Capital of Canada. White symbolizes the many lighthouses that dot our shorelines, including the Maritime's tallest lighthouse located on Cape Sable. Brown is for the Municipality's forestry heritage and vibrant lumberjack culture. Blue is for the ocean, harbours, and lakes. For grey represents the many incredible beaches in the Municipality. Black is for the bird sanctuaries which attract rare and endangered migratory species. Finally, our tartan includes yellow in memory of our fishermen lost at sea.



What We Have



The current state of the Municipality's signs is poor. There is no consistency with the design or placement as most signs were installed on a case by case basis and many have been vandalized and/or are in need of repair due to their age. In terms of beach signage, most directional signs are blue with white lettering and direct motorists towards beaches that are close with arrows. As you approach a beach, there are, on occasion, small blue signs with white lettering directing you. At our beaches, some have welcome signs and interpretive panels that are beige in colour white green lettering.

Although this plan relates specifically to beach signage, any new signage should be considered with a comprehensive signage strategy in mind. The following sections provide an overview of the signs intended for welcoming and directing visitors and locals to our beaches and how they integrate in an full strategy for the future.



BEACH SIGNAGE

GATEWAY ENTRANCE SIGNAGE

Identity Signage

Positioned at the entrances, these signs welcome visitors to the beaches and establish the municipality's distinct identify as well as introduce the signage program's primary aesthetic.

*Crow Neck Beach signage currently has different restrictions in place, as it is owned by the Nature Trust and will not be included in all aspects of this plan.



WAYFINDING SIGNAGE

Municipal Signage

Once inside the municipal limits, the directional signs to community amenities and facilities will be themed. These signs have consistent features including black reflective lettering on white metal panels, colour-coded panels, use common symbols, and stand on wooden posts to coordinate with the standardized look. They also have a decorative finial on top to echo the tops of the other signs. The shape (round or square) and diameter of the posts will be determined in the requisitioning and estimating process.

FUTURE SIGNAGE IDEAS

The Municipality's new directional signage is of three versions:

1. **Stand Alone Signs** – These signs have two posts, finials, and metal panels slatted between the posts or on a solid metal panel to look like individual slats depending on construction.

2. **Lamp Post Metal Panels** – These signs are attached to the Lamp Posts and can point in any direction. Ideally there should be no more than four pointing in a single direction, and therefore if more than four sign metal panels are needed, more than one lamp post may be required to hold signs before each intersection. They will be mounted above the reach of pedestrians where possible.

3. **Trail Markers** – These stand-alone single poles are situated at the entrance to the community trail system. Each marker would use the provincial standard symbol to signify where each trail leads. For visibility, the symbols would be white paint on coloured square metal material matching their amenity type (green, brown, yellow, blue) and attached with brass or copper coloured hardware. Since these are smaller ground level posts which may be near to vehicles, it is recommended that these posts be yellow colour to avoid damage. They will be used to identify :

- boat/kayak launches
- walking trails to the arena, farmers market, and campground
- hiking trails
- dog walking paths.





ADDITIONAL SIGNAGE

The following sign types would be helpful for residents and tourists. Although not part of the beach signage plan, our review found additional opportunity for signage that the Municipality could further develop to make the community even more welcoming and memorable. These include:

Interpretative Signage

Common interpretive signs could be added for parks (e.g. Island View Park, Drinking Brook Park, etc.), walking and nature trails, historical buildings and lighthouses.



Service Club Identification Signage

Although independent from the municipality, knowledge, through signage, of the availability of service groups within the community can be of interest to travelling members and to show the level of community engagement that exists within the Municipality for potential future residents.

Facility Signs

The Municipality has somewhat inconsistent signage on many of its facilities. However there are some facilities such as the Pool which lacks signage entirely. These should be addressed in a timely manner, which would help to quickly identify Municipally owned properties.



Product & Installation General Outline

Free Standing Signs:

- Installed facing traffic in identified locations, not impeding pedestrian or vehicle traffic
- Two wooden posts
- Bottom most aluminum flat bar should be no lower than 180 cm (6') for visibility
- If more than one sign is needed they should be placed at least 30 m apart
- Aluminum flat bars should be 15 cm (6") with 7.5 cm (3") letters, including white symbol and colour coded arrow with white outline.
- Copper-coloured bracket

Trail Marker Posts

- 100 cm (40' high)
- Wooden Post
- White symbol on color coded metal plate
- Copper-coloured bracket

Lamp Post Signs

- Installed facing traffic in identified locations, not impeding pedestrian or vehicle traffic
- Aluminum flat bars should be 15 cm (6") with 7.5 cm (3") letters, including white symbol and colour coded arrow with white outline.
- If more than four signs are needed facing one direction, a second lamp standard should be used prior to the turning intersection.
- Copper-coloured bracket

Design Specifications Lettering, Symbols & Colours

To ensure consistency in application of colour, font, and symbols the following guidelines are presented. When identifying amenities, white lettering for the name and a white symbol shall be used. The directional arrow will be colour coded to match the type of facility. The colours for the arrows match the colours in the Municipality of Barrington logo. Additionally, the arrow shall be outlined in white. All white is to be reflective so it is visible easily at night.

Amenities & Facilities Colour Coding Table	Color	Significance	Pantone #
Parks/Trails	Green	Trees, grass	102c
Attractions	Blue	Typical of Provincial Attraction Signs	299c
Museums	Yellow		355c
Bird Watching	Brown	Parks Canada Colour	4975c
Beaches	Red		



As the colours are arbitrary to each category, additional amenities may be assigned to these five logo colours as needed and a consistent colour should set where more than one colour may naturally apply. However, additional colours should not be introduced as these five are directly associated with the corporate logo.

COLOUR SPECIFICATIONS

The colour references below have been taken from an electronic sampling of the provided logo using online calculations and may not be accurate for printing on all surfaces. It is absolutely mandatory to do optical checks and proper color proofing before using this information for production purposes. The following may be used for ease of reference.

Primary colours



Secondary colours



TYPEFACE

Best Practices

It is recommended the Municipality use a sans serif font in upper and lower case such as the standard Highway Gothic series used by the US and Canadian governments, and their sign suppliers.

The provincial and municipal street names use a different typecase for lettering. Street names in the Municipality are UPPERCASE. However, Upper and Lower Case letters (Title Case) is known to be easier and faster to read and is friendlier in appearance, especially in the current digital context when ALL UPPERCASE is considered the equivalent of “shouting.” Therefore, it is recommended the Municipality use a sans serif font in upper and lower case such as the standard Highway Gothic series used by the US and Canadian governments, and their sign suppliers.

This will ensure readability as well as consistency with the Police and Parking signs, which are to be ordered from the provincial government and will be used within municipal limits.

High contrast is also recommended and therefore the theme signs are designed to have white reflective letters, symbols, and white outline arrows on coloured metal panel. As a general guideline, the lettering should be 75- 100 cm (3 of 4”) high on a 12.5-15 cm (5 or 6”) high, allowing 30-50% of blank (negative) space above and below the lettering for readability purposes. According to the Legibility Index¹. a letter size of 2.75” Helvetica white on black could be read at over 60 feet. Provincial standards for lettering height should be followed.

Approved suppliers have ready-made signs and templates that are compliant with ministry of Transportation and Highways Manual to meet the standards of:

Letter height 3” (75 mm)

Height 6” (150 mm)

Lengths 18”, 24”, 30” 36” (450,600,750, 900mm)

Material Aluminum Flat Bar

Highway Gothic TrueType Font in a variety of widths

<http://www.cufonfonts.com/en/font/8582/highwaygothic>



Draft Budget

Description	Quantity	Cost	Total
Large Gateway Signs	3	\$1250.00	\$3750.00
Beach Gateway Signage	5	\$285.00	\$1425.00
Small Beach Gateway Signage	10	Individual signs vary in price	\$7450.00
Directional Signs	75	\$100.00	\$7500.00
Total			\$20,125.00

Prices to not reflect cost of poles and hardware, installation and does not include HST.

Funding

The Beautification and Streetscaping Program is designed to support the development of attractive and inviting areas where visitors are enticed to spend money in a municipality. Key investments can rejuvenate areas, foster local pride, encourage economic development and enhance the character of municipalities. The Beautification and Streetscaping Program may fund up to 50% of eligible project costs to a maximum of \$25,000. The applicant or other sources needs to fund the balance of the project.



*An ocean of
opportunity*

P.O. Box 100,
Barrington, Nova Scotia
B0W 1E0

902-637-2015

cfrotten@barringtonmunicipality.com

www.barringtonmunicipality.com



An ocean of opportunity

MUNICIPALITY OF THE DISTRICT OF BARRINGTON
Beaches Strategy



THE MUNICIPALITY OF
BARRINGTON

An ocean of opportunity

The Municipality of Barrington's Beaches Strategy is an encompassing strategy that makes clear the need to manage our beautiful beaches in consultation and collaboration with key stakeholders. The MODB identified our beaches as one of their key action items in its Strategic Plan under Promotion and Support of the Tourism Industry. Council has committed \$250,000 over the next 5 years to support the improvement and development of its beaches.

Beaches are an important part of life not only within the Municipality of Barrington, but in Nova Scotia as a whole. Tourism Nova Scotia identifies the seacoast as one of its biggest tourism strengths, people choose to come to Nova Scotia to explore our seacoast, beaches and ocean. Beaches provide many recreational opportunities for our residents and visitors. Boating, fishing, swimming, surfing, walking, beachcombing, bird-watching, playing and sunbathing are among the common activities our beachgoers enjoy. Many of our beaches provide unique habitats for a variety of plants and wildlife, including species at risk that depend on our beaches for their survival. Our beaches provide protection to residents living near the ocean by acting as a buffer against the high winds and waves of powerful storms. Finally, beaches also play an important role in the economy, as spending time at the beach is among the fastest-growing nature-based outdoor activities for visitors to Nova Scotia.

The MODB Beaches Strategy includes five strategic outcomes. These five outcomes compliment one another and addressing them as equal priorities will achieve the strategy's vision: Our beaches are welcoming, accessible, clean, safe and healthy, today and for future generations to come.

Our five strategic outcomes for our beaches are:

- » **Everyone can experience a day at the beach;**
- » **Our beaches are vibrant, healthy and clean;**
- » **Our infrastructure compliments the beach and nature of the beach and is respected & maintained;**
- » **Our beaches are easy to find and help to tell our history, heritage and habitat; and**
- » **There is collaborative stewardship of our beaches.**





The Municipality of Barrington's beaches extend from Baccaro to Cape Sable Island and play an important role for our residents and visitors alike. We understand the need for them to be maintained, protected and where necessary, enhanced to ensure future generations are able to enjoy them.

Some of our beaches are included in the international network of Important Bird Areas and are particularly special as they provide critical nesting habitat for endangered Piping Plovers or are important stopover sites for migrating shorebirds during the late summer and fall.

Our Property Services team currently manages the amenities provided at our beaches, except for Sand Hills Provincial Park which is maintained by the Department of Lands & Forestry. Our operational or maintenance work includes providing and maintaining garbage bins & picnic tables, organizing the installation of port-a-potties during the summer months, maintaining the boardwalk/gazebo at North East Point beach, general lawn/vegetation maintenance where necessary, installation of signage and maintenance of parking lots where necessary/required.

The Municipality also supports and participates on the Shelburne County Beach Stewardship committee which is committed to educating residents and visitors on the importance of healthy and safe beaches.



*Our beaches are welcoming,
accessible, clean, safe and healthy,
today and for future generations to come.*

Our Beaches



The Hawk Beach,

Cape Sable Island GPS: Lat 43.415975 - Lon -65.614321

The Hawk Beach is located on the most southerly tip of Nova Scotia. Walk this white sandy beach and explore the 1500 year old drowned forest exposed at low tide, a broad area of tree stumps still rooted in the original soil.

As part of the Cape Sable Important Bird Area (IBA) The Hawk is one of the best birding areas in Nova Scotia. From the beach you can view the Cape Sable Lighthouse, the tallest lighthouse in the Maritimes, standing at 101 feet tall.

Current Status

Parking	No	Beach Name Signage	No - Destroyed by storm
Washrooms	No	Other Signage	Yes (currently not installed)
Change Rooms	No	Picnic Tables	No
Garbage Bins	No	Boardwalk Access	Yes (but privately installed)



Daniel's Head (South Side) Beach,

Cape Sable Island GPS: Lat 43.513249 Lon -65.608507

Walk for miles on this white sandy beach. Like all our beaches, a great backdrop to your special day. A place to collect sea glass, swim or just relax and enjoy the sights and sounds! Another spot for that birding enthusiast.

Current Status

Parking	Yes	Beach Name Signage	Yes
Washrooms	Yes (Port-a Pottie)	Other Signage	Yes
Change Rooms	Yes	Picnic Tables	Yes
Garbage Bins	Yes	Boardwalk Access	Yes



Stoney Island Beach, Cape Sable Island GPS: Lat 43.463583 Lat -65.577334
 One of the more secluded beaches on Cape Sable Island. When you walk along the Stoney Island beach you will feel the warm silvery powdered sand between your toes. Another spot for swimming, walking, picnics or soothing the day away!

Current Status

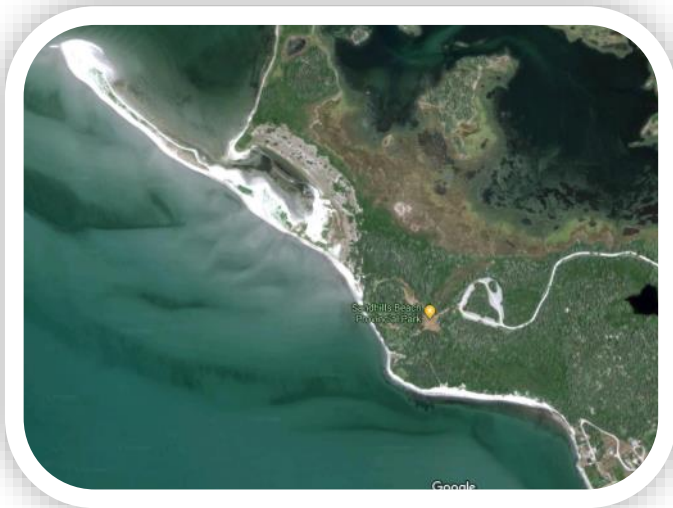
Parking	No	Beach Name Signage	No
Washrooms	No (Vandalized in past)	Other Signage	Yes
Change Rooms	No	Picnic Tables	No
Garbage Bins	Yes (no recycle bin)	Boardwalk Access	No



North East Point Beach, Cape Sable Island Causeway
 GPS: Lat 43.513249 Lon -65.608507
 Located across the Causeway from the center of Barrington Passage. This beach is a local hot spot for swimming, soaking in the sun, playing in the white sand or catching a boat race or two! Stroll along the boardwalk, have a picnic in the gazebo or watch the sailboats and dorys in the Bay.

Current Status

Parking	Yes	Beach Name Signage	Yes
Washrooms	Yes (Port-a-potties)	Other Signage	Yes
Change Rooms	No	Picnic Tables	Yes (Gazebo)
Garbage Bins	Yes	Boardwalk Access	Yes (Floating Dock access)
Other	Wi-Fi Hotspot & Power Access		



Sandhills Provincial Park,

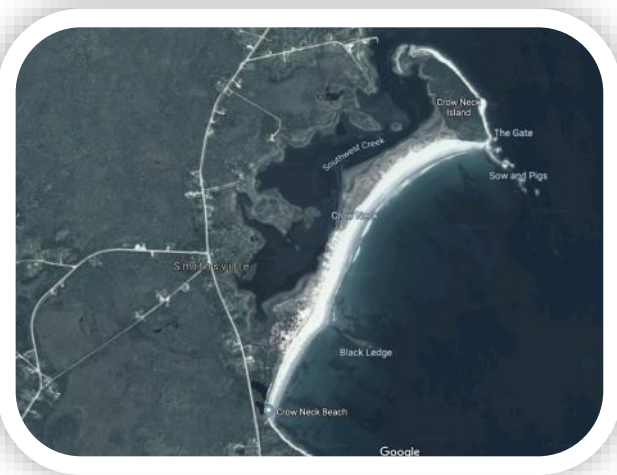
Villagedale GPS: Lat 43.530850 Lon -65.554485

Sandhills Provincial Park features a 2.5KM white sand beach. At low tide there are wide sand flats that are warmed by the sun, when the tide comes back in the water is warmed that makes this a unique beach for swimming and snorkeling. A spectacular sand dune system backs the beach area.

This provincial park offers the explorer beach combing, searching for sand dollars, deep sea clamming (in season), kite flying and so much more! Bring the family for the day, pack a lunch that can be enjoyed in the large picnic area. Sit back and soak up the fresh sea air!

Current Status

Parking	Yes	Beach Name Signage	Yes (Provincial)
Washrooms	Yes	Other Signage	Yes (Provincial)
Change Rooms	Yes	Picnic Tables	Yes
Garbage Bins	Yes	Boardwalk Access	Yes
Other	Outdoor Shower & Taps		



Crow Neck Beach,

Baccaro GPS: Lat 43.468787 Lon -65.470762

The property is owned by the Province, with the provision that it is protected as a Nature Reserve, and will also be protected through conservation by the Nature Trust and the Province.

Crow Neck, located in Baccaro, is another beach for bird watching, beach combing or taking a nice leisurely stroll next to the Atlantic Ocean. Baccaro is the oldest place name in Nova Scotia. Just around the corner is the Baccaro Lighthouse; rebuilt in 1934 this 45 foot tall lighthouse is land assessible.

Current Status

Parking	No	Beach Name Signage	No
Washrooms	No	Other Signage	No
Change Rooms	No	Picnic Tables	No
Garbage Bins	No	Boardwalk Access	No

Strategy Vision

The five strategic outcomes for the MODB’s Beaches Strategy are complimentary. Being able to deliver on these outcomes as equal priorities will achieve the strategy’s vision:

Our beaches are welcoming, accessible, clean, safe and healthy, today and for future generations to come.

STRATEGIC OUTCOMES



Everyone can enjoy a Day at the Beach

Our residents & visitors of all ages, abilities and backgrounds are able to enjoy the beach to explore, unwind & play on.



Our beaches are vibrant, healthy and clean.

Our residents and visitors are able to enjoy clean stretches of white sand beaches and help to maintain the cleanliness of them.



Our infrastructure compliments the beach and nature of the beach and is respected & maintained

Our infrastructure is planned, managed and maintained with the best interests of the beach, stakeholders, residents & visitors alike in mind.



Our beaches are easy to find and help to tell our history, heritage & habitat.

We install proper signage both at the beaches and wayfinding signage to guide our visitors to our beaches. We install stewardship signs and interpretive panels to help educate & inform.



There is collaborative stewardship of our beaches

All levels of government, key stakeholders, the community and visitors who benefit from the Municipality’s beaches contribute to their management.



Everyone can enjoy a day at the beach

With a growing, ageing and increasingly diverse population, it's very important to manage our beach environment so that everyone can experience a day at the beach.

For the Municipality of Barrington, this will mean

- » People of all abilities can enjoy a day at the beach. The beaches are open and accessible to everyone - whether you are on foot or in a wheelchair, you will be able to enjoy our beautiful beaches.
- » Residents and visitors will be able to enjoy a day at the beach swimming, surfing, body boarding, playing, sunbathing, birdwatching, photography or attending events



Action Items

1. Deliver infrastructure that will support beach access and use

We will conduct an assessment of existing infrastructure that supports people's access to our beaches. This will include parking, amenities, access points and equipment that will support better access to our beaches for everyone. We will maintain and further develop infrastructure on the appropriate beaches where and when necessary. We will conduct community engagement/surveys on beach experiences.



Our beaches are vibrant, healthy and clean

The value of a natural beach environment is often overlooked and provides significant social and economic benefits in addition to beach ecological values. The Municipality of Barrington is fortunate to have 6 naturally beautiful, white sand beaches. Maintaining these vibrant, healthy and clean beaches is important

For the Municipality of Barrington, this will mean

- » Reducing the flow of traffic over sand dunes, protecting them from negative impacts
- » Encouraging and educating people on the importance of litter free beaches
- » Organizing beach clean ups at least once a year
- » Working with local groups and organizations to help protect our beaches and wildlife
- » Residents and visitors will be attracted to our world class white sand beaches



Action Items

2. Monitor and improve the vibrancy of our beaches

We will work with local groups, residents and organizations who are actively engaged on our beaches to help maintain the vibrancy and health of our beaches for both visitors and wildlife.

3. Maintain clean beaches

We will ensure adequate garbage and recycling bins at each beach where deemed necessary. We will encourage residents to pick up after themselves and their pets when using our beaches. We will acknowledge the volunteers who take their time to clean our local beaches. We will organize a yearly beach clean up day.





Our infrastructure compliments the beach and nature of the beach and is respected and maintained

Each one of our beaches are unique and therefore should be managed with specific characteristics in mind. Not every beach needs infrastructure in place to improve the quality of the beach experience.

For the Municipality of Barrington, this will mean

- » Working with various levels of government, community groups, residents to support and analyze various types of infrastructure development and implementation on and around our beaches
- » Consider each beach individually and how it's used, promoted and managed and develop them according to their specific characteristics in mind
- » Maintain and improve the user experience at our beaches

Action Items

4. Develop a Beaches Resource Team who will work together with the best interests of our beaches, residents, wildlife and visitors in mind.

This will be made up of various government organizations, including Department of Natural Resources, Bird Studies Canada, Shelburne County Beach Stewardship Committee, council, staff and residents.

5. Fund, support and maintain infrastructure development at our beaches, that support our overall vision and outcomes of our beach strategy.

Our beaches are easy to find and help to tell our history, heritage and habitat

Enabling our residents and visitors to easily find our beaches will help make the user experience that much better. Sharing a bit of our story adds to that experience and helps to educate people on their surroundings and the habitat that share our beaches. Through the use of QR Codes, we can connect visitors and residents to relevant information, videos, resources (wildlife, flora, fauna) that pertain to each beach and surrounding area.

For the Municipality of Barrington, this will mean

- » Better signage that will allow residents and visitors to find our beaches
- » Interpretive panels that will help educate and inspire
- » Improve the overall beach experience, including Beach Logs where visitors can leave their comments, suggestion and experiences they have had on our beaches.



Action Items

6. Develop a signage strategy that incorporates wayfinding signage, beach signage and interpretive panels when and where required, which is consistent with our branding. This will work to incorporate the Municipal brand, logo and colours creating consistency with other signage within the Municipality.

7. Work with local historical societies/groups, government organizations and Bird Studies Canada for relevant photos and information for interpretive panels

8. Install and maintain all signage and interpretive panels.





There is a collaborative stewardship of our beaches

The beaches within the Municipality of Barrington are enjoyed by and provide benefits to many people. Residents, visitors, businesses, government/non profit organizations and wildlife either directly or indirectly benefit from our beautiful white sand beaches. It is important that we work together to ensure they are maintained and healthy for generations to come.

For the Municipality of Barrington, this will mean

- » Everyone understands the benefits to having vibrant, clean, healthy and accessible beaches
- » There is investment in managing our beaches from various levels of government and those who benefit from the beaches within the Municipality.
- » Research and community engagement activities help to keep everyone informed and have a more balanced approach to decision making
- » Stakeholders are informed and actively participate in actions required to manage, protect and maintain our beaches and those who use them.

Action Items

9. Develop collaborations and partnerships that support our beaches strategy

We will partner with other levels of government, community members and organizations that support our strategy and approach to our beach management. We will seek funding from various sources that will help to implement our plan.

10. Actively engage local stakeholders in regards to our beaches strategy

We will support and promote a joint stewardship for our beaches. We will provide opportunities for open communication and engagement with our residents about protecting our beaches and the wildlife that call them home. We will continue to educate users of our beaches on best stewardship practices.

The Local Wish List

Keeping in mind that each one of our beaches are unique, they should be managed with specific characteristics in mind. Not every beach needs permanent infrastructure in place to improve the quality of the beach experience.

Here is some of the feedback received from local residents on how we could create a better beach experience for everyone:

- » Accessibility - both for those with disabilities and just better access to our beaches
- » Better parking areas
- » Washroom facilities
- » Change Room Facilities
- » Outside fresh water tap - helpful for cleaning off sand after you are done at the beach
- » Picnic Tables
- » Bicycle Racks
- » Adequate Garbage and Recycle Bins
- » Camping facilities at Sand Hills Provincial Park
- » Better signage
- » Cleaner Beaches
- » Boardwalks
- » Seasonal buildings that can be rented out for tourism providers, food vendors, artisans, etc.





Overview of Key Actions

The key actions of the Beaches Strategy are laid out over the next 4 years. Key implementation actions identified in the strategy will be addressed through available core funding laid out by council and successful application through various funding programs. The strategy will assist staff and council in capital planning and annual work processes. At the end of year four, we will reassess the Strategy to align with the strategic planning and goals of council

2019

ACTION ITEMS

Purchase land at Stoney Island Beach

Develop parking area at Stoney Island Beach

2020

ACTION ITEMS

Structured engagement sessions - online surveys and community engagement sessions

Assessment of existing infrastructure and develop a plan for future infrastructure

Evaluation of our beaches and finding one that will work the best for accessibility

Develop collaborations and partnerships that support our beach strategy

Work with local groups, residents and organizations to organize yearly beach clean ups

Provide waste bins where appropriate and provide better opportunities to help keep our beaches clean

Recruit and Facilitate a Beach Resource Team

Actively engage stakeholders, residents to support and promote stewardship of our beaches

Develop signage and directional signage for the beaches that work with our branding.

2021

ACTION ITEMS

- Work with local groups, residents and organizations to organize yearly beach clean up
- Seek funding opportunities where needed to help build new infrastructure for our beaches
- Develop collaborations and partnerships that support our beach strategy
- Actively engage stakeholders, residents to support and promote stewardship of our beaches
- Develop infrastructure as assessed and planned in previous years

2022

ACTION ITEMS

- Work with local groups, residents and organizations to organize yearly beach clean up
- Design and develop Interpretive Panels where they are deemed necessary
- Install Beach Logs at designated beaches
- Include QR Codes on signage that will allow visitors and residents to access information on our beaches through the use of technology
- Develop appropriate infrastructure as assessed and planned in previous year
- Seek funding opportunities where needed to help build new infrastructure for our beaches
- Actively engage stakeholders, residents to support and promote stewardship of our beaches
- Reassess Beach Strategy to align with strategic planning and goals of council





Successful implementation of the Municipality of Barrington Beaches Strategy will be indicated by cleaner, healthy, vibrant, accessible beaches that will allow everyone, including wildlife to enjoy a day at the beach.

Improving the status of our beaches is a shared responsibility that requires action from more than just the Municipal government. Individual residents, community organizations, different levels of government also have an important advocacy and stewardship roles to play. We must remain respectful of the natural environmental roles our beaches play and keep in mind the unique users on all levels. Each strategic outcome in our plan compliment one another and all play an important role in the vitality and health of our beaches for our generation and into the future.

*Life is Better
at the Beach*





*An ocean of
opportunity*

P.O. Box 100,
Barrington, Nova Scotia
B0W 1E0

902-637-2015

cfrotten@barringtonmunicipality.com

www.barringtonmunicipality.com

QUOTE EVALUATION REPORT

Beach Signage Project

Description of Quotes

These quotes were attained for the fabrication of 157 signs of different sizes as specified in our request and made from aluminum board suitable for outdoor signage using reflective vinyl where possible.

Quotes Received

Number of Tenders Received: 3

Details of Tenders Received:

Tenderers	Tendered Sums Monthly Payments (lowest first)
Causeway Computers	\$22,000.00 + HST
Passage Print & Litho	\$22,435.00 + HST
Ocean Computer & Sign Shop	\$23,750.00 + HST

Compliance with Tender Specifications

Tenderers (in order of tendered sum)	Compliance with tender specifications	Details of any non- compliance
Causeway Computers	Yes	N/A
Passage Print & Litho	Yes	N/A
Ocean Computer & Sign Shop	Yes	N/A

Budget Implications

The estimated budget included in the beach signage plan was \$20,125.00 and this is included in our draft 20/21 budget. These quotes are slightly over that amount, but it seems we will require less directional signs which will bring it on par with the estimated budget.

A reminder that we will be applying to the Beautification and Streetscaping Program which is designed to support the development of attractive and inviting areas where visitors are enticed to spend money in a municipality. The Program can fund up to 50% of eligible project costs to a maximum of \$25,000.

Other

In reviewing the quotes, we focused our attention on the order time and ensuring the sign was fabricated to our specifications. As for ordering time, Causeway Computers had the shortest order time with 2 weeks. Ocean Computer & Sign Shop had a 3-week order time and Passage Print & Litho had a 30-day order time.

As for specifications, all suppliers met the required specifications, but did so in a different way. For example, Causeway Computers would not be laminating the signs as they are using solid color vinyl and solid color reflective which has a 7 year vertical UV rating whereas Passage Print & Litho would laminate for UV & durability protection as they are printing the entire artwork on highway grade reflective illuminite vinyl.

Recommendation

Based on the financial evaluation and provided scope, it is recommended that Causeway Computers be awarded the work of fabricating the beach signage for the quoted price of \$22,000.00 + HST.

AERIAL PHOTO

