

COMMITTEE OF THE WHOLE COUNCIL MEETING

March 16, 2020

The meeting was called to order by the Chair at 7:00 p.m., in the Conference Room, in the Administrative Centre, in Barrington, NS, with the following members present:

- Shaun Hatfield, Chair
- Jody Crook - conference call
- Murray Atkinson
- George El-Jakl
- Lindsay (Eddie) Nickerson

- Chris Frotten, CAO
- Lesa Rossetti, Municipal Clerk

ADDITIONS TO THE AGENDA

It was agreed that the following item be added to the Agenda:

- Letter of Support - CRTC Broadband Fund Application.

APPROVAL OF AGENDA

Being duly moved and seconded that the agenda be approved as amended.

Motion carried unanimously.

APPROVAL OF MINUTES

Being duly moved and seconded that minutes of the meeting held March 9, 2020, be approved as circulated.

Motion carried unanimously.

NOVEL CORONAVIRUS (COVID-19) UPDATE

By way of email, the CAO has been keeping members up-to-date as it relates to the coronavirus. This morning he met with staff and they understand the current Provincial guidelines and was informed to assist anyone from the public who calls our offices.

He advised that as of this morning, we have taken the following steps:

- put up signs at the entrance of our municipal offices and facilities to promote proper hygiene and notify residents that anyone that has recently returned from outside of Canada should not enter and that they can contact us by phone.
- asked all municipal employees who are ill or have a compromised immune system to stay at home for 14 days beginning immediately.

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- we will be practicing social distancing of two metres or six feet. Social distancing measures can take the form of modifying the frequency and type of face-to-face employee encounters (e.g., placing moratoriums on hand-shaking, substituting teleconferences for face-to-face meetings, staggering breaks, posting infection control guidelines).
- we have cancelled all business related travel and are now suggesting that nobody travel within the Province for any non-essential reason.

In light of the recent Provincial update and as part of the collective effort to reduce the spread of the virus, one additional measure that could be taken would be to close all municipal offices/facilities until March 30, 2020. Arrangements would be made with some staff members to ensure that essential services are provided.

The CAO reported that some municipal units (Lunenburg and Argyle) are beginning to close their offices for 2-3 weeks. CAOs/Clerks and Wardens/Mayors of Shelburne County have had discussions regarding common actions that could be taken. Another meeting is scheduled for tomorrow morning.

During discussion of this matter it was noted that our next Council meeting is scheduled to be held on Monday March 23, 2020. It was agreed that this meeting be cancelled and a Special Meeting of Council be called if necessary.

Resolution COW200302

Being duly moved and seconded that recommendations put forth by the CAO be accepted and municipal offices close effective Wednesday March 18th to March 30, 2020.

Motion carried unanimously.

STAFF REPORT RE: DEED TRANSFER TAX REVENUE

At the last meeting of the Committee, a Staff Report regarding the use of Deed Transfer Tax revenue was presented. Staff is requesting clarification in order to properly prepare the upcoming budget and to report financial statements. After much discussion it was agreed that the matter be brought back to this meeting for further consideration.

Being duly moved and seconded that it be recommended to Council to direct staff to allocate revenue generated from the Deed Transfer Tax to any capital costs/projects within a given fiscal year's capital budget only if financially feasible and without impacting the net income of the budget.

Being duly moved and seconded that the above motion be amended by inserting the words "with a priority to recreation" after the words "costs/projects".

AFFIRMATION

Murray Atkinson
Jody Crook
Shaun Hatfield

NEGATIVE

George El-Jakl
Eddie Nickerson

Motion carried.

The motion as amended now reads as follows:

Resolution COW200303

Being duly moved and seconded that it be recommended to Council to direct staff to allocate revenue generated from the Deed Transfer Tax to any capital costs/projects, with a priority to recreation, within a given fiscal year's capital budget only if financially feasible and without impacting the net income of the budget.

AFFIRMATION

Murray Atkinson
Jody Crook
Shaun Hatfield

NEGATIVE

George El-Jakl
Eddie Nickerson

Motion carried.

APPOINTMENTS TO PLANNING ADVISORY COMMITTEE

Advertisements have been placed in the Lobster Bay Shopper and on Social Media inviting Expressions of Interest from individuals wishing to serve on the Planning Advisory Committee. The deadline for applications was Wednesday March 11, 2020. Only one application was received and that was from Cecil Swimm who has served on the committee in the past.

It was noted that there are currently two vacancies existing on the Committee.

Resolution COW200304

Being duly moved and seconded that it be recommended to Council that Cecil Swimm be appointed to serve on the Planning Advisory Committee for a two year term to expire March 31, 2022.

Motion carried unanimously.

Steps will be taken to continue to advertise the remaining vacancy on the committee.

APPOINTMENTS TO ACCESSIBILITY ADVISORY COMMITTEE

Advertisements have been placed in the Tri-County Vanguard Newspaper and on Social Media inviting applications from individuals that have a disability or represent an organization that represents people with disabilities to serve on the Accessibility Advisory Committee. The deadline for applications was today at 2:00 p.m. No applications were received.

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It was agreed that further attempts be made to find community representatives interested in serving on this committee and the matter be brought back to committee at a future date.

STAFF REPORT RE: JANITORIAL SERVICES

Previously members were informed that Enslow's Maintenance and Cleaning Services is unable to accept the tender awarded to them for janitorial services as changes have taken place in their workforce. Mr. Enslow has agreed to provide janitorial services for the next few months to give us an opportunity to address our needs. Due to this decision and the high tendered price of the other bidder, the outsourcing of this service has been analyzed. A copy of the Staff Report is attached a forms part of the minutes.

Resolution COW200305

Being duly moved and seconded that it be recommended to Council that they approve the addition of a Municipal Janitorial service.

Motion carried unanimously.

DRAFT BEACH SIGNAGE PLAN

In advance to the meeting members were provided with a copy of the Draft Beach Signage Plan of which a copy is attached a forms part of the minutes.

Resolution COW200306

Being duly moved and seconded that it be recommended to Council that the Draft Beach Signage Plan be approved as presented.

Motion carried unanimously.

Resolution COW200307

Being duly moved and seconded that it be recommended to Council that we immediately proceed with the implementation of the beach signage plan and \$20,125.00 be included in the 2020/21 Municipal Budget.

Motion carried unanimously.

LETTER OF SUPPORT – CRTC BROADBAND FUND APPLICATION

The CAO informed members that correspondence has been received from Bell Aliant advising that they will be making application to the CRTC Broadband Fund. If their application is successful, residents and businesses located in Port LaTour, West Baccaro, East Baccaro, Baccaro, Blanche and Cape Negro will benefit from improved internet access.

Bell Aliant is requesting a letter of support of their application indicating that access to high-speed internet is a priority for our community.

Resolution COW200308

Being duly moved and seconded that it be recommended to Council that a letter of support be provide to Bell Aliant in support of their application to the CRTC Broadband Fund to provide high-speed internet service to the communities of Port LaTour, West Baccaro, East Baccaro, Baccaro, Blanche and Cape Negro.

Motion carried unanimously.

It was noted that this recommendation will be ratified by Council at their meeting to be held on April 27, 2020 as the Letter of Support is required by March 20, 2020.

ADJOURNMENT

The meeting was adjourned at 9:22 p.m.

Chair

Secretary for the Meeting



STAFF REPORT

SUBMITTED BY: Chris Frotten

DATE: March 6, 2020

SUBJECT: Janitorial Services

ORIGIN

On February 7, 2020, Richard Enslow of Enslow's Maintenance & Cleaning Services notified the Municipality that he would not be accepting the tender we awarded to him for the municipality's janitorial services. Due to this decision, and the high tendered price of the other bidder, we have been forced to analyze the outsourcing of this service.

BACKGROUND

Since 2014, The Municipality has been contracting janitorial services to Enslow's Maintenance and Cleaning Services for the Administrative Centre, Recreation Centre and Library/CED Centre. In addition to the contracted services for those facilities, we also contract the cleaning of Dr. Yee's intern's office and exam room and Dr. Pierce's medical clinic. Since contracting the service, the arena and VIC have been cleaned by municipal staff when needed and possible.

Prior to contracting this service, the Municipality employed a municipal janitor which provided the janitorial services to all our facilities. The cleaning of Dr. Yee's intern's office and exam room has always been separate and now we have since added the cleaning of Dr. Pierce's medical clinic.

DISCUSSION

The only other bidder's total cost for the first year of the contract would have been \$90,541.80. For this reason, we have been forced to analyze the outsourcing of this service and consider whether performing the duties in-house would benefit the Municipality.

Outsourcing is not appropriate or cost-effective in every situation, but it does provide the potential to reduce costs or improve service quality. Furthermore, the act of considering outsourcing is part and parcel of ongoing efforts to ensure that services are provided at the desired quality and at the lowest available cost.

Outsourcing does not concern itself with who provides the service but rather on key factors that tend to matter to residents – is the service being provided effectively, are performance goals being met, and is the cost of doing so as low as possible.

In this case, we analyzed the three following factors:

Cost

Outsourcing can reduce costs relative to public sector service provision. Financial savings are often possible through the ability to access lower private market wage and benefit rates and by receiving the benefit of capital assets, operating techniques and knowledge of external parties who specialize in particular services. In addition, outsourcing allows municipalities to shift the cost of unemployment benefits, workers compensation and other items to the contractor, generally reducing the direct cost of these items to the taxpayers.

That being said, services that are difficult to define and whose outcomes are difficult to quantify are generally difficult to outsource. Seeking private competition for these services could potentially be unproductive or result in higher costs if the work is not properly defined or if outcomes are improperly measured.

A cost analysis is provided in the “budget implications” section.

Market Competition

Outsourcing often involves market competition for services. This provides public sector agencies the opportunity to access more modern, flexible approaches to providing a service than may not have evolved through internal service provision. That being said, services that rely on only one or two potential vendors can be more expensive and bring less innovation to an outsourcing. Lack of competition can also force a municipality to remain in an unsuccessful contract because it can not easily cancel a contract and engage another vendor. It is important to analyze the municipality’s ability to in-source the service if necessary, including the availability of land, capital, equipment and staff, as appropriate.

In this case, there are very few local companies and only a handful of companies provincially that provide an all-inclusive cleaning service. There are private individuals that provide small-scale cleaning, but it would take a number of these individuals to fulfill our needs which is not effective.

Measuring and Managing Outcomes

Other than cost, this is the most important factor in the analysis. Shifting staffing responsibilities to a contractor allows us to focus on measuring and managing outcomes rather than dealing with significant input issues. For example, in order to manage in-house service provision, we must hire and manage personnel, address HR issues and ensure sufficient staff is on hand each day who are appropriately trained. We must also ensure necessary and adequate equipment and supplies are also available to provide the service in question.

By the same token, employers can, in certain circumstances, shift employees to other functions depending on the needs of the department which provides greater flexibility. For example, a Property Services Technician could be assigned to rebuild a storm water drain on Monday and then to solid waste removal on Tuesday. This is often not the case with an outsourced service.

In comparing the time required to manage an employee versus measuring and managing outcomes of a contractor providing the entire service, there is very little difference in this case. However, hiring a number of local individuals to fulfill our needs would be more time consuming and would not be feasible for senior management to maintain direct oversight of the outsourced service for an extended period of time to ensure problems are being addressed and the individuals are receiving appropriate feedback from municipal agencies.

Also, due to the fluid scheduling of our facilities and, in some cases, unique uses, the flexibility of a municipal janitor would outweigh any additional time needed to manage an employee. For example, our multipurpose room is often used in the evenings and may need to be cleaned early the following morning for another user. A municipal janitor could be asked to come in for that purpose whereas a contractor may not be able to.

BUDGET IMPLICATIONS

At this time, the total cost for janitorial services for the Administrative Centre, Recreation Centre and Library/CED Centre would have been \$40,163.25 in the first year of the contract with Enslow's. In addition, we spend approximately \$200/month to clean Dr. Yee's intern's office and exam room and approximately \$600-\$700/month to clean Dr. Pierce's medical clinic.

Therefore, our annual expense for janitorial services within a year is at a minimum, \$49,763.25. Cleaning supplies are additional but will not be included in this report as any option would require the Municipality to purchase its own cleaning supplies. However, the purchase and maintenance of any required equipment (mop, vacuum, etc.) would be an added expense if the Municipality were to hire a janitor.

The only other bidder's total cost for the first year of the contract would have been \$90,541.80. For this reason, we have been forced to analyze the outsourcing of this service and consider whether performing the duties in-house would benefit the Municipality.

If the Municipality chose to hire a number of individuals to clean our facilities, the cost to fulfill 1,820 hours in the year of cleaning (which is equivalent to a full-time position), at a rate of \$20-\$25 per hour (average cost per hour for this service in the area) would be approximately \$36,400 to \$45,500. Although this option is slightly less expensive, the measurement and management of outcomes would be time consuming as noted above and we would still be required to provide equipment and cleaning supplies.

If the Municipality were to hire a municipal janitor, the position would report to the Director of Property Services and would have a salary range between \$34,680 to \$39,780, plus benefits at a maximum of \$8,400 for a total cost to the municipality of approximately \$48,180, at the highest.

LEGAL IMPLICATIONS

N/A

PUBLIC CONSULTATION/COMMUNICATIONS

N/A

RECOMMENDATION

Based on the outsourcing analysis, which favours both financially and operationally the hiring of a municipal janitor, I recommend hiring a municipal janitor to provide the janitorial services for all municipal facilities and Dr. Pierce's clinic.

SUGGESTED MOTION

Move to recommend that Council approve the addition of a Municipal Janitor position.

ATTACHMENTS

- Proposed Municipal Janitor Job Description
- Tender Evaluation Report – MODB1907

JOB DESCRIPTION

Position Title:	Municipal Janitor
Salary Band:	Supporter Salary Band
Department:	Property Services
Reports to:	Director of Property Services
Status:	Permanent, Fulltime
Location:	Various municipal locations.
Hours:	Normally 12:00 p.m. to 7:00 pm (35 hours/ week) with other hours for bookings or events outside of normal hours.
Date:	February 11, 2020

SCOPE

The role of the Municipal Janitor is to clean and sanitize offices, meeting rooms, bathrooms, lunchrooms and dining room and public areas at the following municipal facilities:

- Administrative Centre
- Library/CED Centre
- Dr. Pierce's Clinic
- Sherose Island Recreation Centre Building
- Sandy Wickens Memorial Arena
- Visitor Information Centre
- Other buildings/facilities to be assigned from time to time

QUALIFICATIONS

- High School Diploma, or the equivalent work-related experience.
- Previous custodial and grounds experience preferred.
- Strong organizational skills with the ability to multi-task.
- Strong attention to detail.
- Ability to work early morning or late-night shifts, if needed.
- Ability to understand and follow verbal and written instructions.
- Ability to lift and carry up to 25 pounds.
- Ability to climb ladders and work from heights.
- Ability to work independently and have strong self-motivation.

- Ability to manage time efficiently.
- Possess working knowledge of the methods, technique, and materials used in custodial work.
- Comfortable squatting, twisting, bending, and kneeling while using tools and performing maintenance tasks.
- Familiar with operating, caring for, and storing custodial equipment and supplies.

SUMMARY OF FUNCTIONS

Principle Duties and Responsibilities:

The Municipal Janitor shall work directly under the Director of Property Services. The following is a general outline of the duties and responsibilities. The listing is not intended to be all inclusive or to limit initiative to expand his/her function beyond this scope nor is it intended to limit the Director of Property Services and CAO's right to assign other duties.

General

1. Perform the regular daily janitorial duties required to keep buildings in a clean and neat condition.
2. Report any property damage or plumbing problems immediately to the Director of Property Services.
3. Carry out any and all duties and responsibilities that the Director of Property Services and CAO shall see fit to direct or that shall arise from time to time.

Daily Cleaning

4. Entrances and Lobbies
 - a. Tile floors to be dry and damp mopped with detergent.
 - b. Door glass to be cleaned (both sides) and metal doorframes to be wiped clean.
 - c. Horizontal surfaces (within reach) to be dusted.
 - d. Carpets and catch-mats to be vacuumed and cleaned as required.
 - e. Waste receptacles to be emptied and waste removed to a designated area.
 - f. Clean debris in front of outside doors to a maximum of six (6) feet (butts, cans, cups, paper, etc.) and around the property.
5. Corridors
 - a. Floors to be dry and damp mopped with detergent.
 - b. All horizontal ledges (within reach) to be dusted.
 - c. Waste receptacles to be emptied and waste removed to a designated area.

- d. Carpet runners to be vacuumed and stains removed.
6. Washrooms
- a. Floors to be swept and washed with germicidal cleaner.
 - b. Mirrors, counter tops, faucets, etc. to be cleaned and polished.
 - c. Basins, bowls (including undersides) to be washed and sanitized.
 - d. Toilet seats (including undersides) to be washed and sanitized.
 - e. Tops of partitions and other ledges to be dusted.
 - f. Paper towels and sanitary disposal receptacles to be emptied and cleaned.
 - g. Standard office waste receptacles to be emptied and damp wiped.
 - h. All toilet supplies to be replenished.
7. Offices, Conference Rooms, Multipurpose Room and Meeting Rooms
- a. Floors (carpet and hard) to be vacuumed and stains removed.
 - b. Standard office waste receptacles to be emptied and damp wiped.
 - c. Horizontal surfaces of furniture, fixtures, business equipment to be dusted.
8. Lunchrooms
- a. Tables and chairs to be damp wiped.
 - b. Microwave to be cleaned.
 - c. Countertops, sinks and faucets to be washed with germicidal cleaner.
 - d. Dishes to be cleaned and stored.
 - e. Waste receptacles to be emptied and waste removed to a designated area.

Periodic Cleaning

9. Entrances and Lobbies
- a. Hard floors to be washed monthly with germicidal cleaner.
 - b. Light fixture coverings to be washed as required.
10. Washrooms
- a. Partitions to be washed and sanitized.
11. Offices, Conference Rooms, Multipurpose Room and Meeting Rooms
- a. Vertical surfaces: sides of desks, tables, filing cabinets to be dusted once a week.
 - b. Wall hangings, tops of doors, etc. to be dusted once a week.
 - c. Window ledges and baseboards damp-wiped once a week.
 - d. All carpets to be completely vacuumed monthly with all dirt spots, smudges and stains removed.

12. Lunchrooms

- a. Fridge to be cleaned monthly and outdated food disposed of.
- b. Water cooler to be cleaned on a regular basis.

13. Windows

- a. The inside of all windows is to be cleaned as required.
- b. All exterior windows are to be cleaned as required.

DRAFT

TENDER EVALUATION REPORT MODB1907

Description of Tender

This tender is for the provision of janitorial services for a three-year period at various municipal buildings located throughout the Municipality.

Details of Invitation

Tender invitation method: Open tender posted on the Nova Scotia Procurement website.

Tender invitation date: November 15, 2019

Tender closing date: November 28, 2019

Tender packages were opened on November 28, 2019 at 2:00 p.m. In attendance: Chris Frotten (Chief Administrative Officer), Suzy Atwood (Recorder) and two representatives of Buff Zone Cleaning Services Inc.

Tenders Received

Number of Tenders Received: 2

Details of Tenders Received:

Tenderers	Tendered Sums for First Year* (lowest first) + HST				
	Admin Ctr.	Library	Rec Ctr.	Arena	VIC
Enslow's Maintenance & Cleaning Services	\$20,780.00	\$7,969.50	\$11,413.75	\$10,171.75	\$2,909.50
Buzz Zone Cleaning Services Inc.	\$47,541.00	\$19,527.00	\$23,473.80	\$37,970.70	\$6,009.90

*The costs increase by approximately 1.5% - 2.0% each year for the duration of the agreement.

Compliance with Tender Specifications

Tenderers (in order of tendered sum)	Compliance with tender specifications	Details of any non-compliance
Enslow's Maintenance and Cleaning Services	Yes	N/A

Buzz Zone Cleaning Services Inc.	Yes	N/A
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Budget Implications

The annual budgeted amount for this service is typically \$35,000 but this year, it was increased to \$40,000. The new annual cost for the same service for the first year would be \$40,163.25.

Added Locations

Two new locations – the Arena and the VIC – were added to this tender to assess the feasibility of procuring janitorial services for these locations. The Arena is currently cleaned by one of the two Arena Technicians. It is very difficult for the arena technicians to keep pace with the regular cleaning requirements in the washrooms, change rooms and public spaces – especially after large events/gatherings. For this reason, the cleaning has been inconsistent and is sometimes completed by volunteers. The VIC is open from May-September but does not receive regular cleaning during those months. Most of the minimal cleaning is performed by the seasonal employees of the VIC. Although this has met the minimum requirements, we were interested in learning what the cost may be provide a more consistent and higher level of service.

Outsourcing Analysis

Upon an outsourcing analysis, it is recommended to continue outsourcing this service. However, based on the increasing costs, it is suggested to analyze this in great detail before the completion of this contract.

Recommendation

It is recommended that the tender submitted by Enslow's Maintenance & Cleaning Services, without the cleaning of the Arena and VIC, be selected for the following reasons:

1. Upon evaluating the two tenders using the prescribed evaluation criteria, Enslow's Maintenance & Cleaning Services attained the most points.
2. The tendered cost of janitorial services for the Arena and VIC does not justify the procurement of this service.



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MUNICIPALITY OF THE DISTRICT OF BARRINGTON
Beach Signage Plan



THE MUNICIPALITY OF
BARRINGTON

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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.



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ALIGNMENT OF THE BRAND

WHAT WE HAVE

DESIGN DESCRIPTION and FEATURES

DESIGN SPECIFICATIONS

FUNDING



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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.

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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 identity 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



Pantone 7476 CP
C89 M22 Y34 K65
R13 G82 B87
HTML #005257

Pantone 7627 CP
C5 M94 Y88 K22
R167 G43 B42
HTML #A72B2A

Pantone 2995 CP
C83 M1 Y0 K0
R0 G169 B224
HTML #00A9E0

C20 M17 Y37 K0
R205 G198 B166
HTML #CDC6A6

Secondary colours



Pantone 583 CP
C26 M1 Y100 K10
R183 G191 B16
HTML #B7BF10

Pantone Warm Gray 9CP
C23 M32 Y34 K51
R131 G120 B111
HTML #83786F

Pantone 130 CP
C0 M32 Y100 K8
R242 G169 B0
HTML #F2A900

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*

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