



*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.

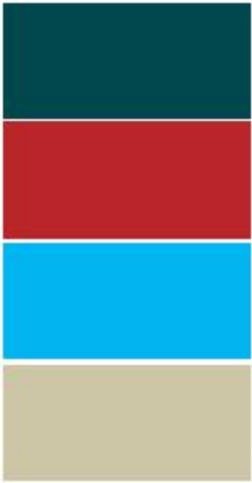
A defined brand allows the Municipality to build awareness of what it has to offer, while managing the tone and personality that the community portrays throughout various touchpoints.

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 with 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



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 Index<sup>1</sup>. 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
<b>Total</b>			<b>\$20,125.00</b>

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](mailto:cfrotten@barringtonmunicipality.com)

[www.barringtonmunicipality.com](http://www.barringtonmunicipality.com)