

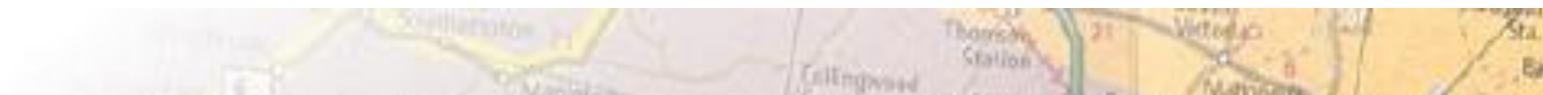
RISING TIDE SHORE

WELCOMING VISITORS ON HIGHWAY 215 - A SIGNAGE & WAYFINDING APPROACH



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Introduction

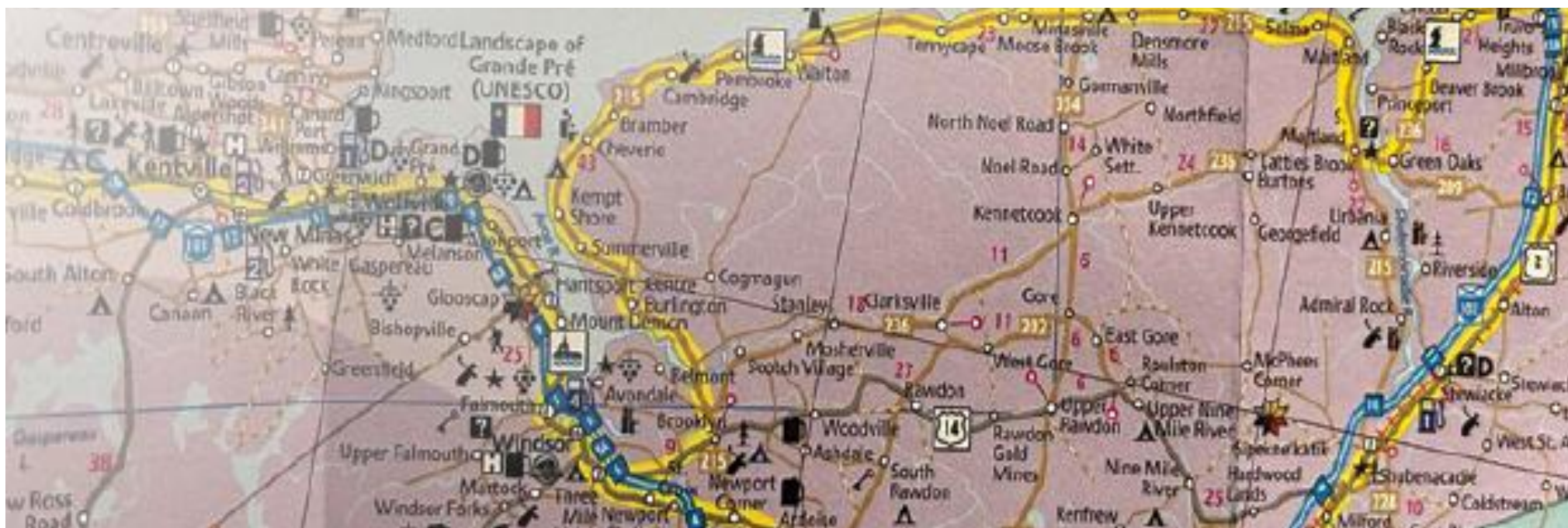
The Rising Tide Shore, for the purposes of this plan, refers to the scenic shoreline route of NS-Highway 215. The roadway is located in Hants County, with portions located in both East and West Hants municipalities. This area is already established as the home of the highest recorded tides on Earth (measured specifically at Burntcoat Head, Nova Scotia, centrally located midway along Highway 215.)

With a variety of businesses and attractions located along this route, a unified approach to wayfinding signage would be beneficial to the visitor experience as well as the local economy. Currently, signage along this route is comprised of business signage, municipal attraction signage, provincial attraction signage, and general provincial highway signage. There is a lack of cohesion and intention behind current signage, which will be identified later in this document.

Related existing Municipal strategies and documents: East Hants Tourism Strategy

Purpose of this signage program:

- Improve visitor experience and encourage economic activity
- Position Highway 215 as the *Rising Tide Shore*
- Enhance pride of place for residents and businesses



Design and Branding



- Left: proposed logo to brand Rising Tide Shore (left is all MEH colours, right is 2 MEH colours and 2 WH colours)
- Bottom left: proposed Trans-Canada community sign addition using logo and basic text
- Bottom middle: proposed/draft directory signs for secondary highway junctions
- Bottom right: Current attraction wayfinding signage. Will potentially need to be redesigned or amended as part of overall approach - potential amendment to add Rising Tide Shore logo sign to existing signs, as pictured.



Phased Approach

Approach to enacting this signage manual will focus firstly on the highest-traffic locations, working inward to junctions along Highway 215, then toward more rural areas/specific attractions. Over time, it will be necessary to consult with local businesses and operators to find a way to include market-ready attractions on directory and wayfinding signage.

Phase 1: Trans-Canada Highway Signage (Tier 1)

Proposed timeline: 2025 to coincide with Provincial Beautification & Streetscaping funding (\$10,000)

Cost: Approximately \$10,000-\$15,000 per sign amendment, recommend to amend 2 signs to start- for an approximate total of \$20,000-30,000 spent this fiscal

Collaboration:

- West Hants for discussion/approval around the Rising Tide Shore logo (signs are MEH owned and would not require West Hants approval).
- NS Public Works for approval on sign design, as well as signage ordering, production and installation.

Community identity signage already pictured Burntcoat Head Park, however, no distinction of Highway 215 or the park itself is made.

Signs are 17 feet by 10 feet in size. They are owned by the Municipality; however, work or maintenance is done by Public Works.

Signs are constructed in panels 17 feet wide and 12 inches tall. We are able to amend specific panels (e.g. remove and replace panels) and may also add panels (not recommended due to wind load, but risk may be assumed by MEH).

Pictured is a sign amendment example replacing the bottom 12-inch panel, and adding one more 12-inch panel.



Proposed timeline: fiscal 2025-26

Cost: Competition/procurement dependent. Likely \$15,000-\$20,000 per sign. West Hants has allotted \$50,000 to this project and cost sharing considerations for any signs in their jurisdiction.

Collaboration:

- *West Hants for consensus on the design and location of the signs.*
- *NS Public Works approval on placement and permission to install on secondary highways.*

To further expand upon the initial community identity signage along major Trans-Canada routes 101/102, further directory signs at key secondary highway junctions can be installed.

At least 2 of these key junctions would be located in East Hants, at the junction of Highway 215 and Highway 236 in South Maitland, as well as the junction of Highways 354 and Highway 215 in Noel.

In West Hants, we would seek feedback on preferred locations and the attractions to be named on the signage. Proposed locations could include the junction of Highway 215 and 236 in Brooklyn, Trunk 14 and Highway 215 in Brooklyn, and/or junction of Trunk 1 and Highway 215 in Newport Corner.





Phase 3: Individual Attraction Signage/Further Branding (Tier 3)

Currently, it has been identified that the Rising Tide Shore area of Highway 215 from West to East Hants lacks cohesive marketing effort and general branding. The final phase of enacting a Rising Tide Shore wayfinding approach would be to create marketing collateral (print, online) for the Rising Tide Shore as well as implement an individual wayfinding signage program for attractions and businesses along the route, tying into the umbrella brand of Rising Tide Shore for familiarity and consistency for travelers.

- Individual attraction signage to mostly mirror what currently is in place.
- Find a way to bring in privately-owned attractions and businesses.
- Further branding:
 - o Brochures (to replace previous East Hants-focused ones, pictured below).
 - o Web branding (an opportunity to work with Tourism Nova Scotia on their thoughts/ideas, potential funding).





So much to explore!

Spend some time immersed in history at the Lower Seima Museum. This designated Heritage Property brings history to life.

Gallery 215 in Maitland is home to the cream of the crop of local artists. Stop in and see what we have to offer and take home a piece of Nova Scotia!

Have a picnic in Anthony Park and enjoy a peaceful walk along the beach at low tide.

Learn to make your own beeswax candles at the Garden Bee in Seima Centre, Rawdon.

All that you need

East Hants is the perfect blend of urban and rural communities. Hop off Highway 102 at Elmsdale, Enfield or Shubenacadie to pick up all the things you need. You'll find everything from gas to groceries and restaurants, playgrounds to hiking trails and recreation opportunities.

Historic Maitland, Nova Scotia's first Heritage Conservation District, is home to the Fraser & Roy Canada outlet continually operating general store. You'll also find museums, art and craft galleries, and the High Tides Art & Community Centre.

Get out and enjoy nature at its finest with Evangeline Trail Rides in Stanley. If you prefer to enjoy nature under pedal-power, hit up Empire Trails in Gore.

The Walton Lighthouse stands proud as the last original lighthouse in Hants County. Visit this piece of history and enjoy a picnic while you watch the tides.

Explore the entire Rising Tides Shore where you will find craft beer, fine wines, culinary experiences, and endless opportunities to make lasting memories.

When you're exploring our Fundy Shore, there are plenty of places to stop and restock. Kennetcook, located in the centre of East Hants, has a gas station, grocery store, pharmacy, hardware store, coffee shop, ice cream shop and restaurants.

From Highway 103 take Exit 3 where Mount Unlace is ready to welcome you. Explore local parks, the Unlace Estate Alumni Park, play a round of golf and grab a bite to eat at Unlace Pines Golf Course.



Experience the Rising Tides Shore. Find even more to see and do in East Hants

VisitEastHants.ca

Additional Information

Links to bylaws, regulations:

- <https://www.easthants.ca/wp-content/uploads/2024/03/Bylaw-P-300-Provincial-Right-of-Way-Signage-Bylaw.pdf>
- <https://novascotia.ca/just/regulations/regs/phadsign.htm>
- https://tourismns.ca/sites/default/files/tourist_attraction_program_attraction_updated_july_2015.pdf

Guiding documents:

- [East Hants Tourism Strategy \(2019\)](#)
- [Assessment Findings and Suggestions Report, Roger Brooks \(2015\)](#)
- [Cliffs of Fundy Geopark Wayfinding Signage Plan \(2023\)](#)
- [Fundy Shore Signage Identity Program \(2011\)](#)