INVERNESS COUNTY 2017

SIGNATURE SPACES & SIGNAGE STRATEGY

CANADA'S

MUSICAL
coast

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INVERNESS BEACH SITE

1.0 INTRODUCTION & BACKGROUND

1.1 INVERNESS SIGNATURE SITES

In 2014, the Municipality of Inverness County (MIC) commissioned the "Destination Inverness County" report to develop a tourism enhancement strategy for the municipality. The report's goals was to:

» Undertaking a situation analysis by assessing the market ready travel product/experiential inventory of Inverness County;

» Identifying new travel product/ experiential opportunities for Inverness County;

» Ensuring total strategic alignment with key stakeholders and influencers;

» Examining the role and cultural significance of the five main arts and cultural centres of Inverness County, including the Celtic Music Interpretive Centre, Strathspey Place, the Inverness County Centre of the Arts, Le Centre de la Mi-carême and the Pere Anselme Place des Arts;

The report further recommended a brand strategy focusing on "*Canada's Musical Coast/*

La côte musicale du Canada" and subsequently a brand standards manual was produced in 2016. The brand standards manual outlined the tag line, logo, and colour schemes to reinforce the brand of the municipality. The brand is now being adopted for the municipal website and future print collateral.

By way of extension, the *Destination Inverness County* report also recommended a place-based improvement and investment strategy for some of the key tourism assets in the municipality including signature beaches, waterfalls, ports and parks.

In 2016, an RFP was prepared by the municipality to plan these signature spaces and civic signage for the County. Ekistics Plan+Design and its partner, Form: Media, were awarded the project and work began in May of 2016. This report is the culmination of our findings, experiences, research, and recommendations for the design and implementation of the signature public spaces tourism design strategy for the Inverness County region of Cape Breton. The theme of *music* and *sound*, as recommended in the Destination report, will represent an important connecting thread and tangible imprint throughout all 39 sites.

Divided into 7 chapters, the report begins

with an introduction to project goals, historical context, and economic and tourism development in the region. Following from this, the report explores a number of recommendations, and discusses a common design vocabulary. It also provides site information, recommends signage types and eventually explores an implementation strategy.

1.2 PROJECT GOALS

The goal of this project is to encourage visitors and even locals to stay longer at these signature sites and provide a more enduring and unforgettable experience. To that end, it is important that people know about the network of sites, are able to find them; and once there, be left with an indelible impression that will encourage them to linger longer and explore the region.

In a world of cheap imitations and generica, authentic experiences like those found in Inverness are increasingly hard to come by. The unique landscapes, distinct wildlife and strongly rooted cultural experiences help to cement our bonds to a place and keep them returning year after year. The strategy uses design as a means for story telling where visitors become an active and willing participant in the narrative.

Correct use of the logo and colour palette will ensure optimum presentation and maximum impact of the brand.

↓

Logo Colour Palette

Pantone™ 7738
R - 70
G - 161
B - 71

Pantone™ 7700
R - 30
G - 90
B - 123

Pantone™325
R - 104
G - 200
B - 199

CANADA'S MUSICAL coast
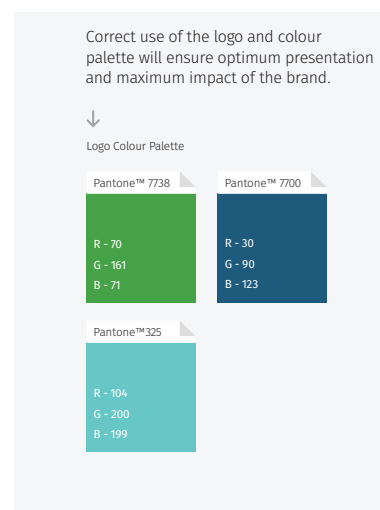
FIGURE 1. INVERNESS COUNTY BRAND STANDARDS MANUAL LOGO AND COLOUR SCHEME.

Authentic experiences can be diluted and special landscapes cheapened by adding generic, off-the-shelf elements in the surroundings. On the other hand, well thought out and unique installations that are designed in harmony with natural surroundings can heighten peoples experience by helping them witness and understand their surroundings. While it may not be cost efficient to implement place-specific design for every area of the municipality, it does make sense to identify special civic places and protect and enhance them with deeply considered open space design.

This is the purpose of this manual; to create a network of signage to attract and direct people to these special areas, and then once there, connect with people on a deeper level and encourage them to bond with the place. The objective is to preserve the "golden goose" while adding deliberate interventions that will heighten the experience. This can be achieved by ensuring that site interventions do not detract but fit and solve a basic need; namely, the need to understand what makes each place unique. It also means that there is a common design vocabulary throughout the designated sites.

The process began with a research analysis phase, where best practices were reviewed. This phase is followed by stakeholder and public consultation, where we conducted meetings, organized community workshops and produced an online survey. A site reconnaissance phase required a project landscape architect to visit each of the 33 sites over a three week period.

Following phases 1-3, a half-day Tourism-Harbour Alliance Symposium session was organized with local harbour authorities and like-minded community organizations to explore ways to maximize the opportunities for diversifying the coastal economy in the municipality. Next is the development of a signage and wayfinding design manual and the site design of 39 sites, along with cost estimates.

The scope of this project doesn't allow for detailed design of the 39 sites, but instead tries to identify needs and opportunities which can be realized in a more detailed design phase. The goal of this report is to frame the vision for later implementation. Likewise, the signage will need another more detailed level of design which can either be undertaken by consultants or signage manufacturers in order to create the text needed for each sign. This report is the first step in a more detailed design process.

1.3 PLACE BRANDING PRECEDENTS

Special and unique landscapes form part of our collective memory when we think of places. The rusty outback of Australia, the Deep valleys of the Grand Canyon and the castles of the Scottish highlands; all memorable experiences punctuated by man-made interventions carefully designed to create the postcard memory that sticks with us for life or reinforces our conscious and subconscious.

We have all experienced special places where the design intervention has gone horribly wrong at the expense of the experience (e.g. Niagara Falls). We have also witnessed the successful implementation of a network of experiences, joining together disparate experiences into a unified whole (e.g. the Napa Valley Wine Tours).

The design of a network experience is particularly challenging because it takes a wide range of stakeholders all aligned with the same goal. This is the challenge for Inverness County, but realizing the challenge is half the battle. How can we invest in a network of special sites in a way that the whole network feels unified and part of a greater regional experience?

Fortunately there are some good examples to follow. Perhaps the most exquisite and exceptional network is the National Tourist Routes of Norway.
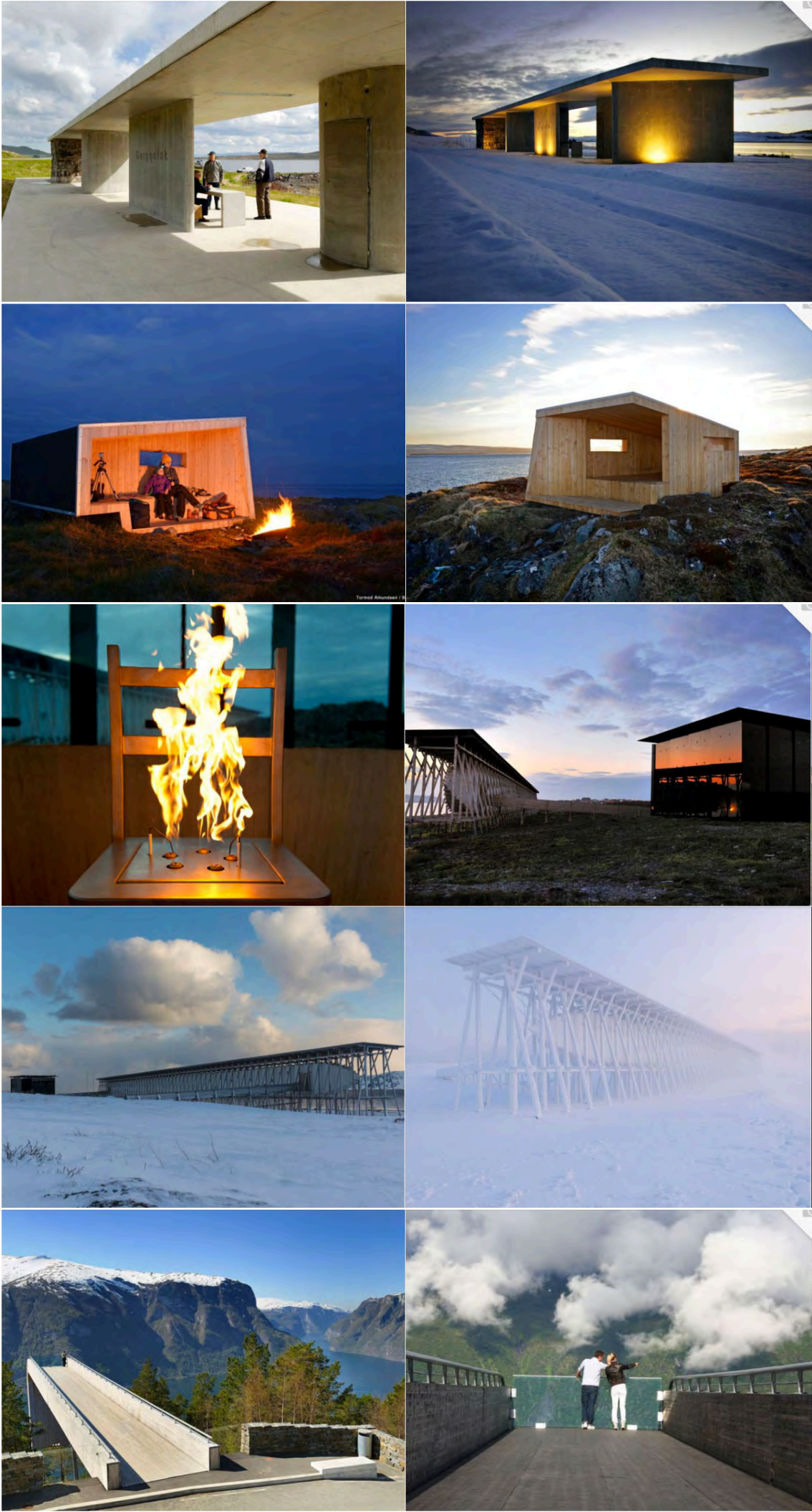
FIGURE 2. NATIONAL TOURIST ROUTES OF NORWAY

THE NATIONAL TOURIST ROUTES OF NORWAY.

The National Tourist Routes of Norway include eighteen highways in Norway designated by the *Norwegian Public Roads Administration* for their picturesque scenery and tourist-friendly infrastructure, such as view parks, rest stops and parks. The routes cover 1,800 kilometres along the West Coast of Norway and the routes have been branded as a national network of tourist sites along the 18 highway routes. The overall goal of the project is to increase tourism in the rural areas. A website, touring guide, directional signage and coordinated branding effort went into creating the network. As well, individual site designs were prepared for dozens of sites coordinated by the Department of Transportation. The upgrades cost 800 million Norwegian kroner (ca. €100 million) including building resting places, parking lots, viewpoints, parks and clearing vegetation to open up views.

In Norway, there is the long tradition of adapting architecture to the landscape. More than 50 architects, landscape architects, designers and artists known for their innovative and creative work are engaged in the National Tourist Routes of Norway. For most Norwegian designers, the goal of the architecture is to adjust and form a relationship with nature, while also assuming the status of an attraction. The role of artwork is to reinforce the character of the route and suggest narratives.

The Public Roads Administration's goal is to enhance the visitor experience along the route. Several of the projects have won national design awards, increasing the visibility of the network and encouraging more visitation.

The NPRA is responsible for developing National Tourist Routes as an attraction and a brand. External quality control—Quality Council, Architecture Council and Art Council—is responsible for the management of the National Tourist Routes. The Architecture Council is in charge of creating high visual quality of site interventions and installations and an arts curator is hired to ensure that valuable artwork is included in these areas.

1.4 THE TOURIST ROUTES OF CAPE BRETON

The National Tourist Routes of Norway is an exemplary process for all of Cape Breton but one that should find its beginnings in Inverness County. Route 19 is the perfect canvas to roll out this network. It begins by identifying special sites along the way and finding the stories that can be interpreted in a unique way. The stories should help express the history of the place and how it is used by locals today. Like Norway, a website,

"Like Norway, a website, touring guide, directional signage and individual site designs should be established to promote the network"
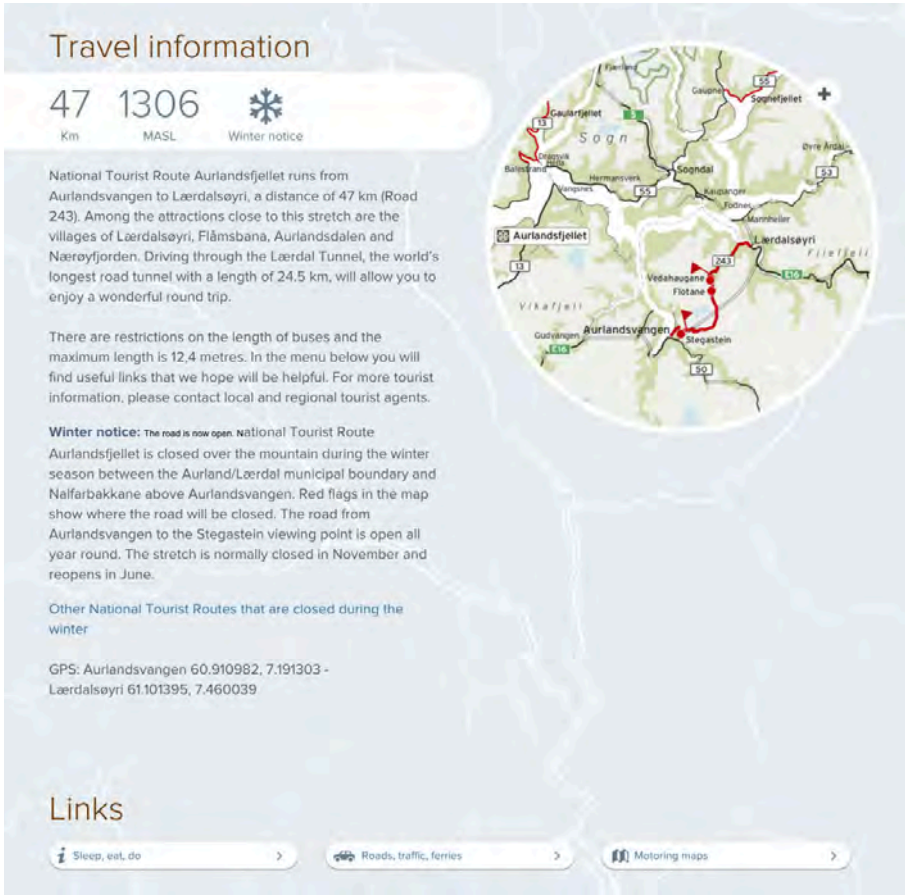
FIGURE 3. PAGE FROM THE NATIONAL TOURIST SITES OF NORWAY WEBSITE

touring guide, directional signage and individual site designs should be established to promote the network. Norway's example should be the benchmark for the network even though the budget's for Cape Breton will be smaller. Understanding how their program works, how it is funded, how economic results are measured and how the program is administered is all part of the equation for Inverness; and ultimately for Cape Breton Island.

SENJA – OCEAN, FJORD AND MOUNTAINS

⚙ Senja

4

FIGURE 4. NATIONAL TOURIST SITES OF NORWAY
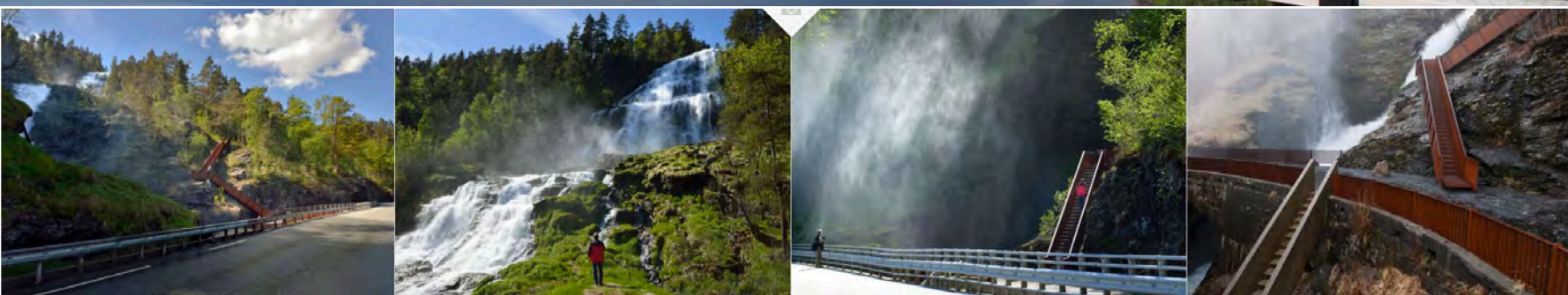
Q11 Do you think that a themed route approach would help in tourist wayfinding?

Answered: 11   Skipped: 1
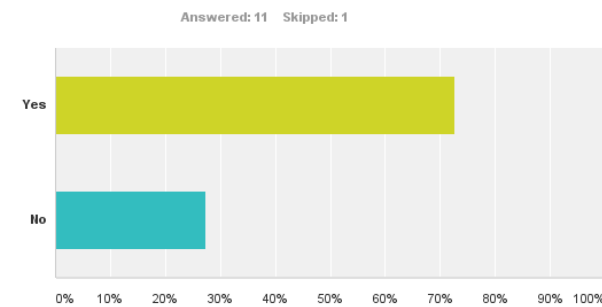
1.5 COMMUNITY ENGAGEMENT

On a signature spaces project like this, it is the community that knows the details about how a place is used, what areas may be encumbered, the areas history and the special nuances that make each site unique. If the site's are more meaningful to locals, they will be more meaningful to tourists. Engaging the community to highlight the issues at each site was part of the design process for this project.

The community workshops also provided the designers the opportunity to demonstrate how other communities and regions like Norway had planned their network. In this respect, the workshops provided a necessary two way flow of information between the communities and the designers and it helped to elevate the vision from a simple park design process to better understanding the context of a signature sites network.

The engagement process included 2 community workshops, a harbours symposium and an online survey. The results from these sessions are highlighted below:

COMMUNITY WORKSHOPS

Two community workshops were conducted on May 10th and May 11th, 2016, from 7pm to 9pm. The workshop format was generally the same using different sites to represent the two regions (north and south Inverness). After a short presentation by the consultants showing the Norway network example, 6-8 people worked at tables answering specific questions using maps. The presentation helped to elevate the vision for the network with participants and steering committee.

The intent of the workshops was to gain insight into the site design priorities for all 39 sites, the high priority sites, and the wayfinding strategies both existing and proposed for the region of Inverness County. Groups of five or six people worked together to answer four questions at one of the 39 possible sites (some even worked on 2 or 3 sites). Each group picked the most familiar site map to work on at their table responding to the questions posed, and then they presented back to the group at the end of the workshop session. The questions were purposely

open ended designed to spur discussion at each table.

1. What challenges need to be overcome at your site?
1. What are the main themes or stories at your site? What are the main things visitors NEED to see at your site?
1. Design your ideal site to incorporate your ideas for site amenities, and experiences/events. What are the main activities that will keep you there?
1. Name the 3 top priority sites in the network

Many of the workshop ideas were used directly in the design stages and have fully influenced the design program for the sites. The attendants were excited at the prospect of an integrated network of signature sites and responded enthusiastically to the workshops.

The sessions were well attended; there were approximately 20 community members who attended the first workshop in Port Hood and roughly 25 people who attended the session in Belle Cote.

ONLINE SURVEY

In effort to gather the community`s impressions about the development of the new signature places and signage initiative in Inverness County, an online survey was developed. A link to the survey was posted on the Municipality of the County of Inverness website. There were only 11 respondents who contributed.

Out of the 11 respondents, six were male and five were female. The majority of the respondents were from the ages 41 to 60 years of age. The communities that were represented were Mabou, Port Hood, Inverness, Bornish, Port Hastings, Margaree, West Bay, and Chéticamp.

When asked about unique destinations in Inverness County, respondents mentioned the Celtic Music Interpretive Centre, Inverness Beach, Cabot Links, Red Shoe Pub, and Glenora Distillery. Most respondents mentioned that visitors have difficulty finding attractions and amenities that are
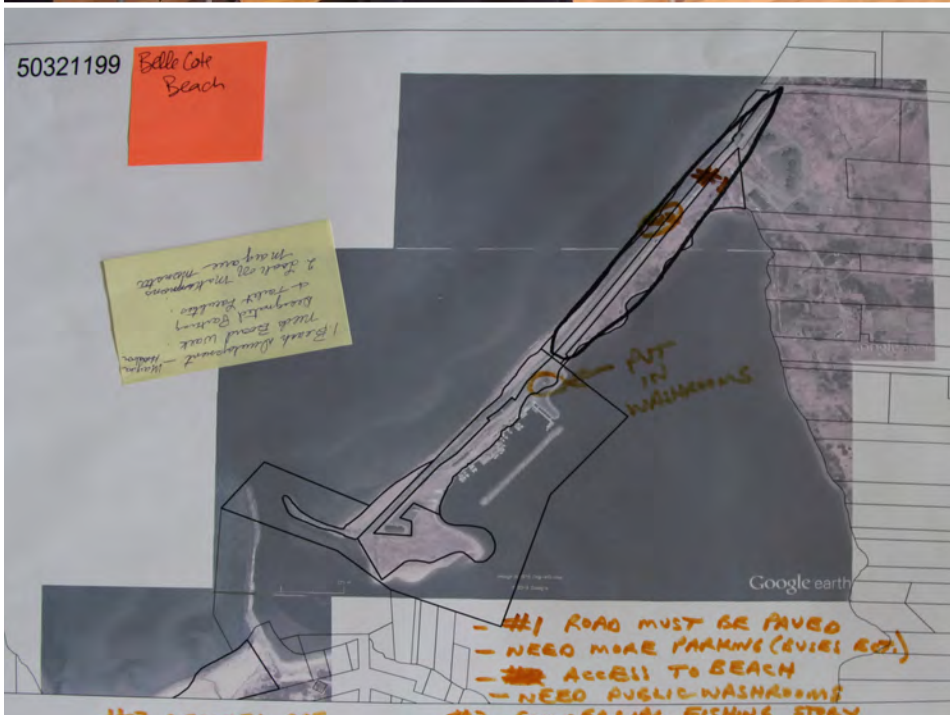
Q1 Gender of participants

- Female
- Male
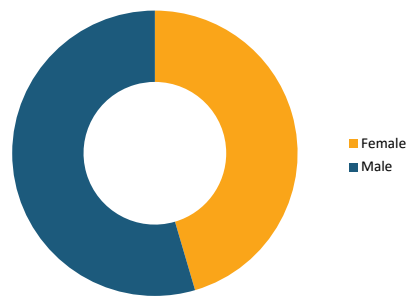
Q2 Which age category do you fall into?

- 21-40
- 41-60
- 60 +
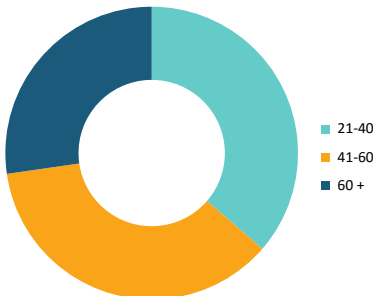
Q3 What community do you live in?

- Inverness
- Mabou
- Port Hood
- Bornish
- Port Hastings
- Margaree
- West Bay
- Cheticamp
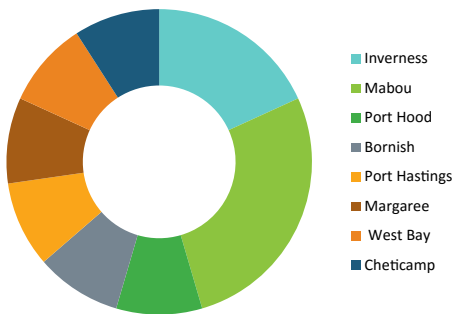
Q9 Do you think the existing tourism signage is equally spread throughout the county?

- no
- yes

not located on Route 19, 219 or Cabot Trail and that for the most part, trails and beaches are difficult to find. In terms of signage, participants suggested that beaches and museums need to be announced prior to entering communities. There is also a need for directional signage at each of the roads accessing these sites and assurance markers along the main highway.

The majority of the respondents believed that the county is not well served by tourism signage and that the existing tourism signage is unequally represented throughout the County. Most participants thought a themed route approach would help in tourist wayfinding. They suggested themes that emphasize the cultural, historical and maritime qualities of the region as well as themes of exploration, nature and music.

When asked to name the top three public spaces in the County, the most common answers were the Celtic Coastal Trail, beaches (in general), and Cape Mabou Trails. Public space challenges that need to be addressed were mainly the fact that there is a lack of amenities (public washrooms), access to fresh water, and lack of infrastructure at waterfront spaces. To improve the County's signature open spaces and encourage longer visits to the County, respondents suggested improving the quantity and quality of amenities/public restrooms and adding food concessions, recreation equipment rentals, more frequent highway pull-offs, and viewpoints. They also suggested more guided recreational and cultural experiences for visitors. One respondent suggested improving and connecting existing hiking and biking trail.

TOURISM HARBOUR ALLIANCE SYMPOSIUM

In Inverness County, harbours, wharves, and ports serve as natural gathering places. They provide strong economic, traditional and emotional connections. Their role in the community is incredibly important and therefore, it is crucial to include the community in the development of the design of these spaces.

A half-day Tourism-Harbour Alliance Symposium session was coordinated with local harbour authorities and like minded community organizations on July 6, 2016. A morning session with the steering committee was arranged to narrow the goals and objectives of the project followed by an afternoon strategic planning session with local Harbour Authorities. With approximately 20 people in attendance, the afternoon session involved a presentation of best practice research findings, examples from other regions and a community based workshop session similar to the initial workshop sessions in May. Each group looked at site maps that they were familiar with and came up with answers to three questions. Only 7 harbour sites were discussed. These

sites included: Chéticamp, Murphy`s Pond, Inverness Harbour, Little Judique, Finlay Point, Pig Cove, and Whycocomagh. During the group presentations at the end of the day, several important problems/ideas were brought up.

SHORT TERM GOALS INCLUDED:

» Dredging channels

» Create more views (Might have to do some selective thinning of trees in certain areas)

» Need to build more floating docks

» Create gazebos for music events

» Need more drinking water stations and public washrooms

LONG TERM GOALS INCLUDED:

» Provide berthing for small cruise ships

» During the busiest work months, have an adjacent space available for tourists

» Build more boardwalks

» Establish more recreational boating areas

» Come up with a solution for congested parking lots during the summer months

» Need to upgrade infrastructure

» Need to create opportunities for new businesses

» Create new trail systems on-site

A number of harbours are interested in accommodating cruise ships. However, if cruise ships are to dock at these different sites, dreging needs to be done more regularly and space needs to be made available for this new activity. Another idea was to create tourist friendly areas on Harbour Authority land adjacent to Cheticamp harbour for months that are too busy and dangerous for visitors. There would be opportunities to have pop-up fish markets, a similar structure to outdoor fish markets in Marseille, France. There should also be space for food trucks and stands.

ONLINE SURVEY RESULTS

Multi-Cultural Area

Gaelic, Acadian, Mi'Kmaq

Music, food, arts and crafts

Storytelling

Golf

Coal Mining and Fishing Industries

Whiskey

Explorations of nature
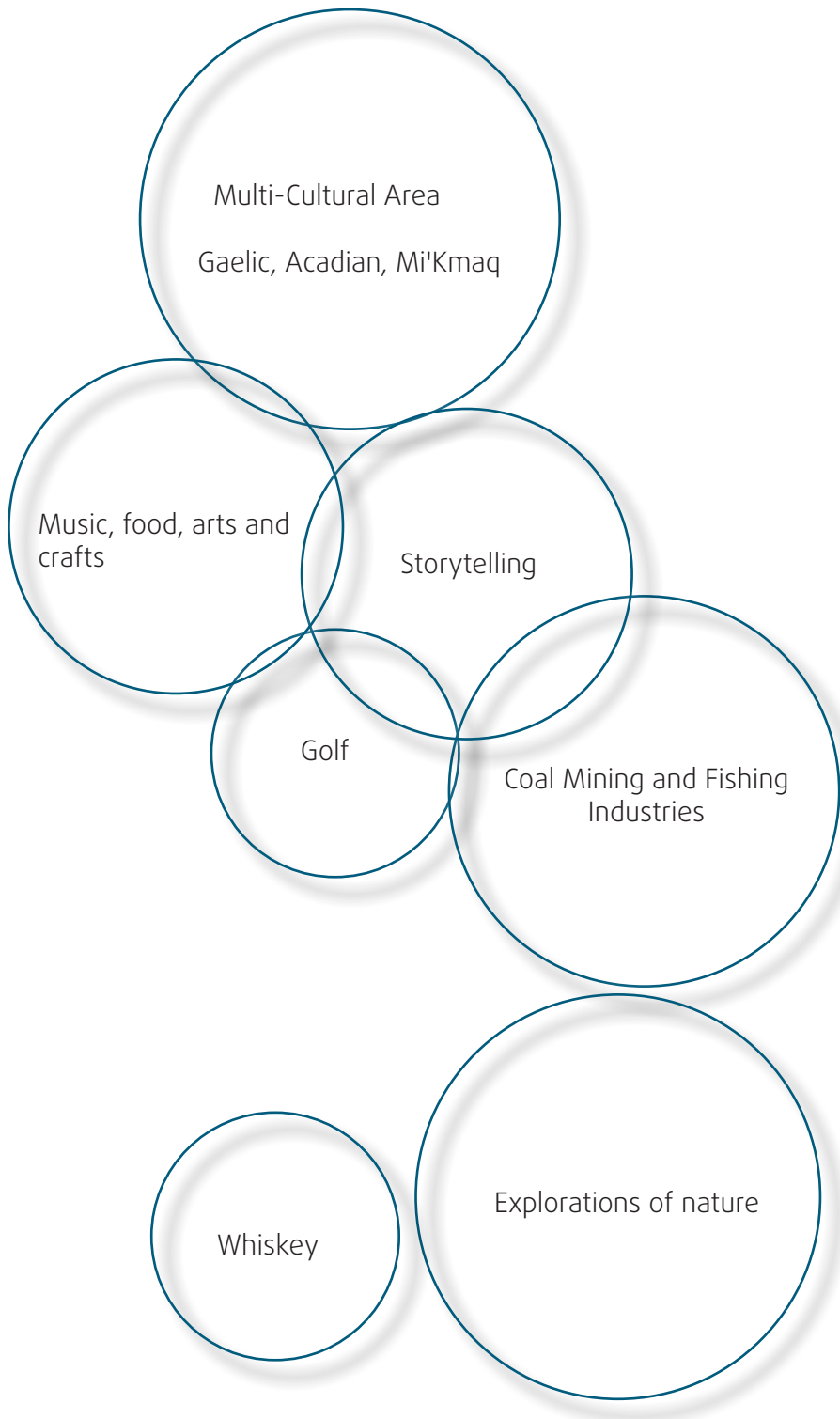
FIGURE 6. THEMES

INVERNESS ART CENTRE

CELTIC MUSIC INTERPRETIVE CENTRE

CHIMNEY CORNER BEACH

MABOU COAL MINES BEACH

INVERNESS BEACH

OLD GYPSUM MINES

THE MANOR IN INVERNESS

THE MONKHOUSE AND RED RIVER ROAD

CELTIC SHORES COASTAL TRAILS

CABOT LINKS

HIGHLAND NATIONAL PARKS

MARGAREE HERITAGE RIVER

RED SHOE PUB

GLENORA DISTILLERY

MABOU FARMERS MARKET

LA MI'CAREME MUSEUM AND G.A.M.S IN GRAND ETANG

JUDIQUE CENTRE

FIGURE 7. TOP DESTINATIONS

Better signage at the causeway to direct travellers to attractions on Route 19.

Themed signage directing visitors to destinations off the highway and along the side roads.

Coordinate signage strategy with existing tourist brochures and websites.

Announce beaches and museums prior to entering communities.

Mabou hiking trails need directional signage at each road access point.

Google maps should be updated.

The Cabot Trail has a better signage strategy than the Ceilidh Trail.

Signage is far too sparse between villages.

Cut back on tourism signage.

Tourism signage needs to be more consistent.

Improve the quality and quantity of amenities (washrooms, fresh water, garbage, food concessions, and recreation equipment rentals)

There is a lack infrastructure at waterfronts.

There needs to be more highway pull-offs and look-offs.

Create more guided experiences for visitors (recreational and cultural).

Provide themed travel packages to make people stay longer.

FIGURE 8. SURVEY PARTICIPANT FEEDBACK

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1.5 SUMMARY

Designing a network of signature sites requires the coordination of landscape architecture, architecture, signage and wayfinding design, web design and graphic design. This is a multi-disciplinary undertaking and every design profession needs to coordinate their efforts in order to create a deliberate coordinated experience. Norway's National Tourism Routes provides a good template for Inverness County. Though the budget won't be the same, the concerted coordination between design professionals will result in a strategy that is uniquely tailored to Inverness and vernacular driven. The intent is to create a network of spaces that have special meaning and significance for local residents, will attract tourists to stay longer,and will create more memorable and fulfilling experiences for visitors. The built forms should not compete with the natural features but instead should be inspired to play 'second fiddle' to the surrounding beauty and context. This type of design will take restraint and deep understanding rather than showy design.

It will be the responsibility of the municipality to ensure that all design interventions respect the genus loci (the prevailing character or atmosphere of a place) and the vernacular imperatives that have given rise to the special places visible in the County today.

FIGURE 9.   HARBOUR SYMPOSIUM

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2.0 INTERPRETIVE FRAMEWORK

The history of each geographic area in the municipality is diverse. Natural and cultural themes are pervasive and provide a framework for education and artistic expression at each of the sites. Part of the detailed site design phase (a later project) will be to identify the special stories and express them in a way that is creative and provocative. The overall theme of "Canada's Musical Coast" should be somehow expressed at each site. Additional interpretive themes should guide the design narrative of each site. In some places, the cultural history of the region will be part of the narrative. In other places, the natural history of the region will take centre stage. Some of these cultural and natural themes are outlined below.

2.1 CULTURAL HISTORY OF CAPE BRETON

At a time when waterways were the main transportation routes, the vast shores, islands, rivers and lakes of Cape Breton made the island easily accessible to early visitors. The plentiful fish and wildlife, diverse forest, moderate temperatures and the bounty of natural resources made it a year round and seasonal destination for First Nations and European visitors alike. Before the Europeans arrived, the first residents on the island were the Mi'kmaq. In 1497, the European explorer, John Cabot, visited the island and his discovery led to eventual settlement by Europeans, Scots, Irish, French and English. These unique cultural groups and their native traditions still exist today and are part of the rich tapestry of Cape Breton.

The eventual plan for each signature site should help to expose the nuances of each of these cultural groups in the area where is culture is prevalent. For instance, in the French regions of Chéticamp and Grand Etang there are distinctions in architecture, art, music, food, and of course language. Signage should be English and French on these sites to reinforce the multi-cultural make-up of the island. Installations should expose expressions of that culture at each site. Some of the more prevalent cultural groups and their geographic locations are listed below.

ACADIAN CULTURE

In 1605, Acadians established a settlement at Port Royal, on the north bank of the Annapolis Basin. By the 1700`s the population grew to thousands with fishing villages along the southern coast of Nova Scotia and farming communities to the north, stretching from Grand-Pre to Amherst and into New Brunswick.

Acadia was fought over a number of times and exchanged hands between England and France. When mainland Nova Scotia was under British rule in 1713 and the French were in conflict with the English, Acadians remained neutral. When the English and French were at war in 1744, the Acadian population outnumbered the British. Due to this imbalance between population numbers, the Acadians were perceived as a threat. From 1755 to 1763, the British uprooted and deported the Acadian population forcing 6,000 people to live in American colonies and roughly a quarter of the population to French territories Île Saint-Jean (Prince Edward Island), Île Royale (Cape Breton), and New Brunswick and Québec. Approximately 3,000 were deported to France when the British captured Fortress Louisbourg in 1758.

After the war in 1764, Acadians returned to Nova Scotia to resettle along the coast. They lived off the sea and established strong communities that still exist today, including Chéticamp and Isle Madame on Cape Breton Island.

Many Acadians and Francophones in Cape Breton are actively involved in fishing, forestry, and tourism industries. Fishing is most prominent in Isle Madame and Chéticamp. Acadian communities offer many cultural tourism experiences that are an important part of Nova Scotia tourism. Therefore, bilingual signage is important at signature sites in French speaking communities.

SCOTTISH INFLUENCE

The name Nova Scotia, latin for 'New Scotland,' was given to this region of Canada in 1621. In 1773, large numbers of Scots came to Nova Scotia to establish permanent residence, as a result of the highland clearances. In 1775, Michael MacDonald, a Scottish poet and sea captain, arrived on the western shores of Cape Breton from Prince Edward Island. MacDonald's family and friends developed farming and fishing industries in Inverness County, marking the beginning of Gaelic culture on Cape Breton Island.

FIRST NATIONS

The Mi'kmaq are the founding people of Nova Scotia. They remain a prominent indigenous group within the province to this day. Before the arrival of European settlers, their territory encompassed all of Nova Scotia and Prince Edward Island. Today, there are a total of 8 First Nations communities on Mainland Nova Scotia and 5 First Nations communities on Cape Breton Island. The communities on Cape Breton Island include Eskasoni, Membertou, Wagmatcook, Waycobah, and Potlotek (Chapel Island).

» Eskasoni First Nation is located along the Bras d'Or Lake in eastern Cape Breton. Eskasoni is the largest Mi'kmaq community in the world, with a total of 4,000 community members.

» Membertou is situated 3 kilometres from the city of Sydney, within its tribal district of Unama'ki (Cape Breton). Membertou is an urban First Nation community consisting of over 1050 community members.

» Wagmatcook First Nation is situated in the Cape Breton highlands and can be found 16 kilometres west of Baddeck. The area is also surrounded by the Bras d'Or Lakes. Wagmatcook hosts events throughout the year, including craft demonstrations, dance performances and concerts.

POPULATION OF CAPE BRETON

135,974

POPULATION OF CHETICAMP

3,039

POPULATION OF ISLE MADAME

4,300

MOTHER TONGUE IN CAPE BRETON, 2011 CENSUS

- ■ English
- ■ French
- ■ Non-official language
- ■ Multiple responses
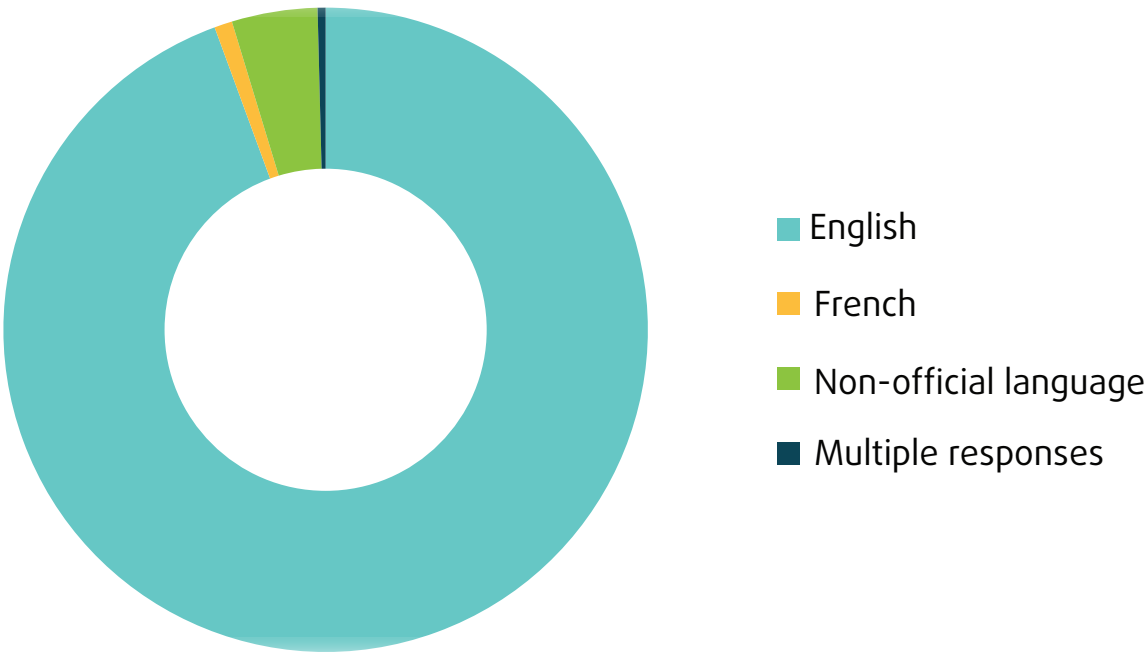
MOTHER TONGUE IN THE PROVINCE, 2011 CENSUS

- ■ English
- ■ French
- ■ Non-official language
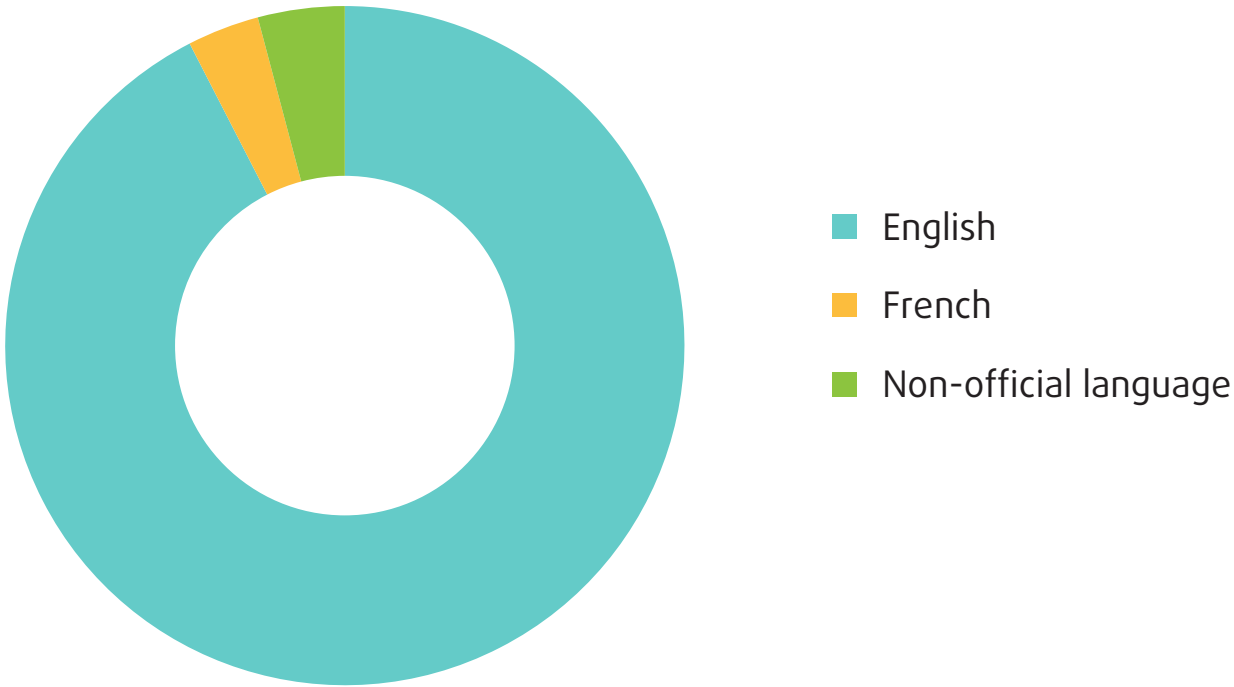
» Waycobah First Nation is an historic Mi'kmaq community nestled along the shores of the world-famous Bras d'Or Lakes. Our traditional name is We'ko'kmaq and our community members enjoy a long history of pride in our heritage. Today's Waycobah is a thriving community with a state-of-the-art school and health centre, private businesses that cater to Cape Breton Island tourists and local residents, and a vibrant cultural environment. see article http://thechronicleherald.ca/novascotia/1423762-waycobah-first-nation-receives-funding-to-develop-tourist-venue

» Potlotek (Chapel Island), designated a National Historic Site of Canada in 2003, is recognized as an ancient meeting place for the Mi'kmaq and a traditional meeting place for the Grand Council. The council gathered in the area to discuss matters of governance and treaties with other tribes and nations.

1. Wagmatcook
2. Waycobah
3. Potlotek (Chapel Island)
4. Eskasoni
5. Membertou
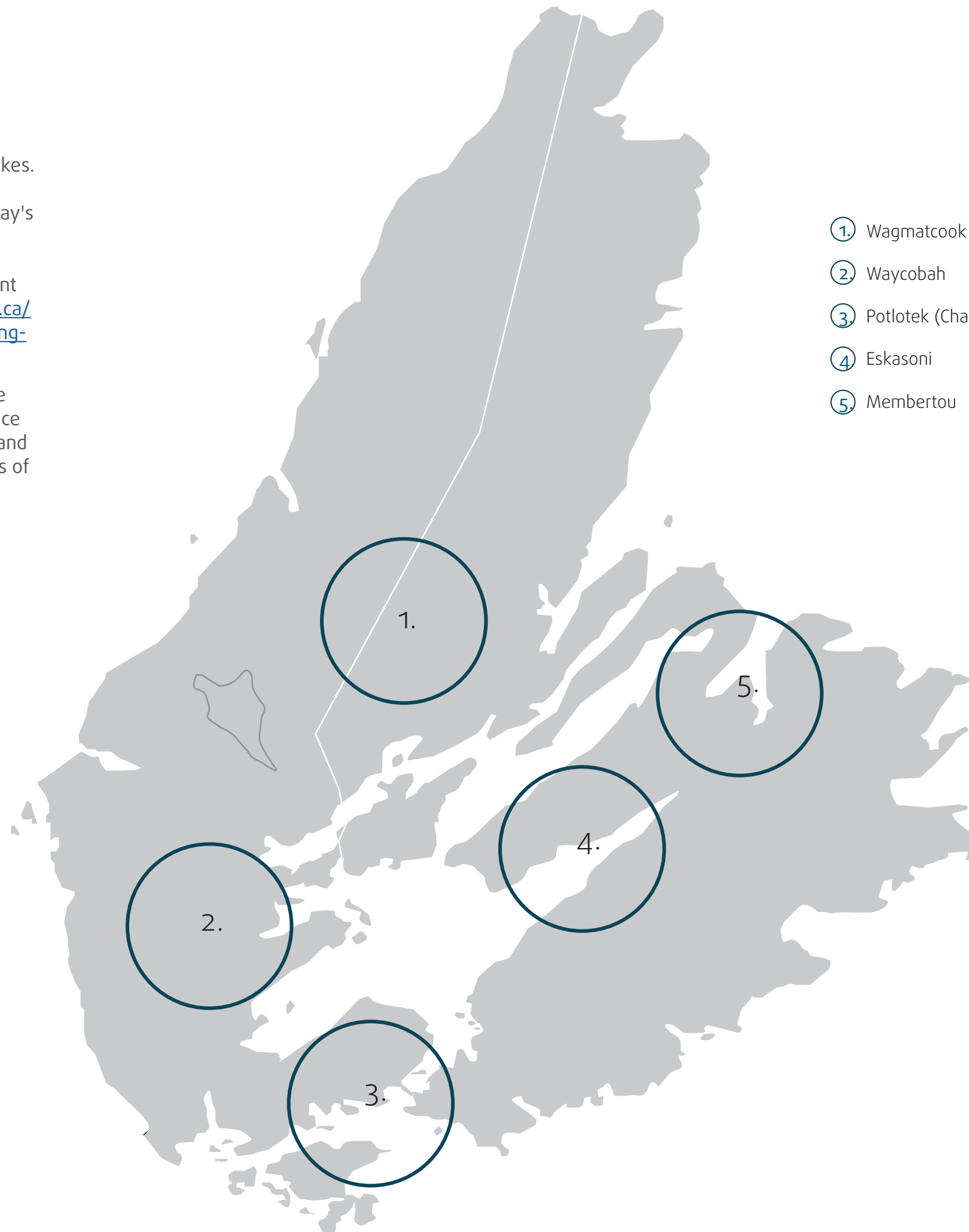
2.2 NATURAL HISTORY OF CAPE BRETON

THE NOVA SCOTIA HIGHLANDS ECOREGION

Ecological land classification units group distinct ecological compositions and connections between areas on the Earth's surface, such as landforms, soils, water, and vegetation. This classification system recognizes the integrated nature of ecosystems, as smaller ecosystems are embedded into larger ones. Ecosystems can range from natural systems to those modified by humans. In Cape Breton, land use such as forestry, farming, and coal mining have greatly influenced the character of delicate ecosystems.

BREAKDOWN OF ECOLOGICAL UNITS

Ecozones define the ecological pattern of Canada on a subcontinental scale. Ecoregions are a step down the ladder in terms of scale. They are characterized by distinct assemblages of regional land form, macro or meso climates, vegetation, soils, water, and regional human land use patterns. Finally, ecodistricts are subdivisions of ecoregions, characterized by distinct collections of land form, relief, geological material, soil, water bodies, vegetation, and land uses.

The Nova Scotia Highlands Ecoregion is made up of 10 ecodistricts. Canada's Musical Coast Route travels through the Highlands National Park Ecoregion, which consists of a complex band of plateaus separated by lower elevation uplands and lowlands. The ecoregion includes the Cobequid Mountains to the west, the Antigonish Highlands in the centre, and the Cape Breton Hills to the Northeast. The uplands and lowlands are characterized by stony glacial till, with a layer of Paleozoic shale, sandstone, and conglomerate underneath.

The climate is warm with rainy summers and mild to cold, snowy winters. This Acadian Forest region is made unique by the abundance of yellow birch, which are able to survive at higher elevations. The mixed-wood forest consists of sugar and red maple, yellow birch, red and white spruce, and balsam fir.

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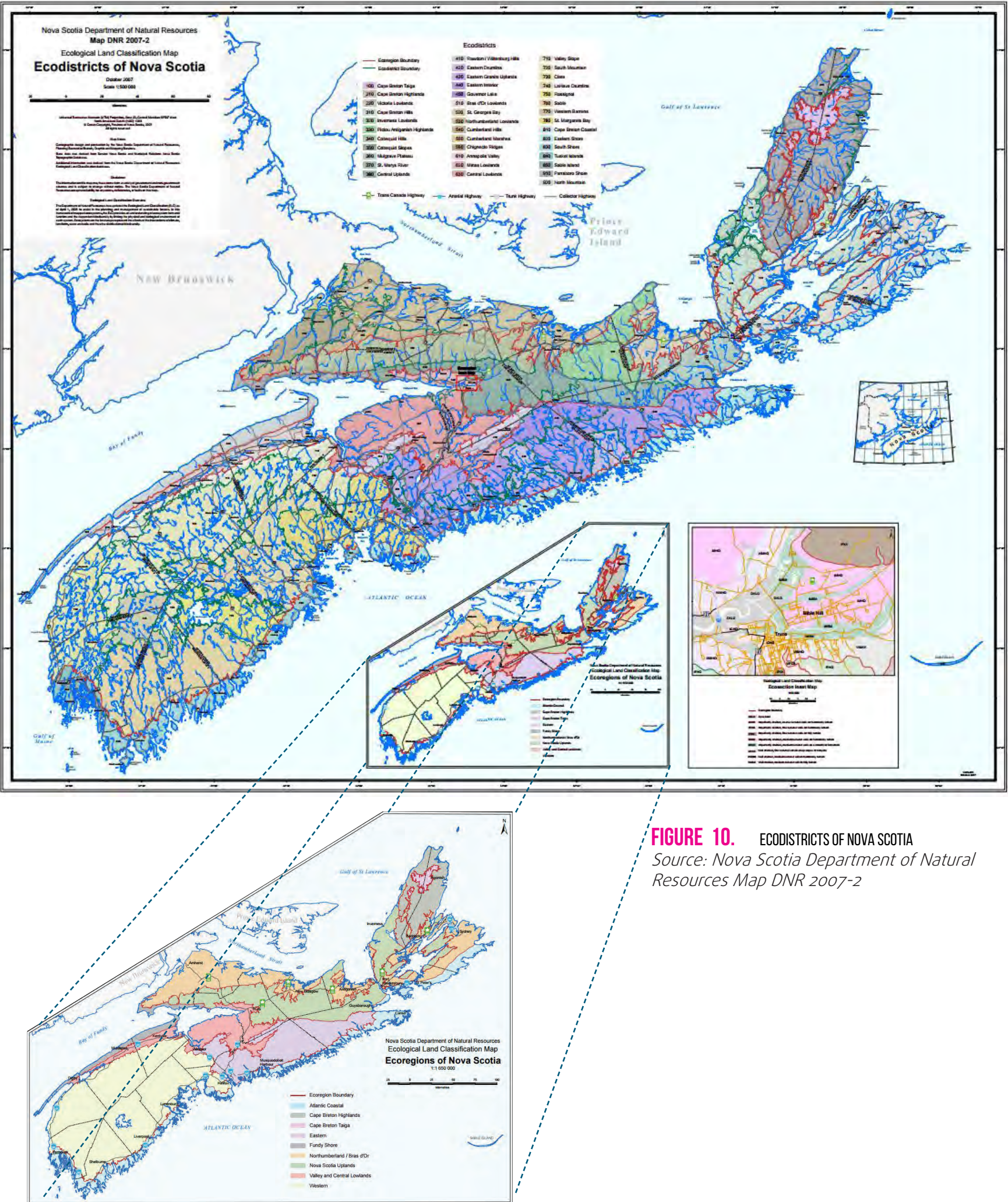
FIGURE 10. ECODISTRICTS OF NOVA SCOTIA
Source: Nova Scotia Department of Natural Resources Map DNR 2007-2

BUNCH BERRY

LILY-OF-THE-VALLEY

DROOPING WOOD SEDGE

WOOD ASTER

TWIN FLOWER

EVERGREEN WOOD FERN

TREE LAYER (MEAN % COVER)

White spruce   68%
Picea glauca

Balsam fir   11.5%
Abies balsamea

Yellow birch   6.5%
Betula alleghaniensis

Heart-leaf birch   6.0%
Betula cordifolia

Red maple   3.0%
Acer rubra

Red oak   3.0%
Quercus rubra

White birch   3.0%
Betula papyrifera

Pin cherry   0.1%
Prunus pensylvanica

WHITE SPRUCE

HEART-LEAF BIRCH

RED MAPLE

YELLOW BIRCH

BALSAM FIR

RED OAK

PIN CHERRY

WHITE BIRCH

SHRUB LAYER (MEAN % COVER)

Wild lily-of-the-valley   8.0%
Convallaria majalis

Bentgrass   3.0%
Agrostis

Evergreen wood fern   2.5%

Twinflower   2.5%
Linnaea

Goldthread   2.0%
Coptis

Fibrous-root sedge   1.3%
Cyperus esculentus

Rock polypody   1.0%
Polypodium virginianum

Spinulose wood fern   1.0%
Dryopteris carthusiana

Sarsaparilla   1.0%
Smilax ornata

Wood-sorrel   1.0%
Oxalis

Wood aster   0.9%
Eurybia divaricata

Bluebead lily   0.5%
Clintonia borealis

Bunchberry   0.3%

Cornus canadensis

Large-leaved goldenrod   0.2%
Solidago canadensis

Drooping wood sedge   0.1%
Carex arctata

Hay-scented fern   0.1%
Dennstaedtia punctilobula

Pearly everlasting   0.1%
Anaphalis margaritacea

Starflower   0.1%
Borago officinalis

HERB LAYER (MEAN % COVER)

Hypnum moss   7.5%
Hypnum cupressifrome

Broom moss   3.5%
Dicranum scoparium

Stair-step moss   1.0%
Hylocomium splendens

Fern moss   0.1%
Hylocomium splendens

WILDLIFE WATCH

Highlands National Park Ecoregion provides habitat for white-tailed deer, moose, black bear, snowshoe hare, fisher, coyote, and porcupine. There are a number of endangered and threatened species identified in the area by Parks Canada.

ENDANGERED SPECIES
- » The American Marten
- » Piping Plover
- » Harlequin duck
- » Leatherback turtle
- » Atlantic Salmon
- » Atlantic Sturgeon

THREATENED SPECIES
- » Harbour Porpoise
- » Canada Lynx
- » Bicknell`s thrush
- » Northern wolffish
- » Spotted wolffish
- » Jutta Arctic butterfly
- » Quebec emerald dragonfly
- » Yellow lamp mussel

FIGURE 11. AMERICAN MARTEN
© 2009 Jim Scarff

FIGURE 14. PIPING PLOVER

FIGURE 17. ATLANTIC STURGEON

FIGURE 12. ATLANTIC SALMON

FIGURE 15. LEATHERBACK TURTLE

FIGURE 18. HARLEQUIN DUCK

FIGURE 13. HARBOUR PORPOISE

FIGURE 16. BICKNELL`S THRUSH

2.4 TOP BIRDING IN CAPE BRETON

Cape Breton is well known as a top birding destination in Nova Scotia. Most of these destinations are located on the eastern coast of the island, however, there are several important areas along Canada's Musical Coast Route in the west.

CAPE BRETON HIGHLANDS NATIONAL PARK

Cape Breton is well-known for its diverse bird populations. Around 200 species of birds have been observed in and around the Highlands National Park. Approximately half of these birds are known to breed in the area, while the other half uses the park as a resting place during annual migrations.

In the summer, coastal birds such as herring, great black-backed gulls, black guillemots and double-crested cormorants nest on rock pillars, ledges and headlands. In the spring and fall, shorebirds travel through the area. Northern Cape Breton is not a significant flyway. A few species such as the spotted sandpiper are known to breed in this location. The common loon and common murres winter along the coast. A number of sea ducks, including the common elder, common goldeneye, scoter and red-breasted merganser float on the grey seas.

BRAS D'OR LAKES

Around the inland shores of Bras d'Or Lake, the bald eagle can be found in greater numbers than in any other part of North America. Point Michaud is one of the best places to observe transient shorebirds. A bird sanctuary accessible from the Donkin turnoff and Port Morien, is a favourable place for ducks and Canada geese from mid-September to March. Gulls, terns, and shorebirds including willets are also found here during the summer. Big Bras d'Or is an launching point for expeditions to Bird Island. This is an important birding area. Leach's Petrels, razorbills, black guillemots, puffins, cormorants and gulls can be found in this area.

MARGAREE

Located along the Northeastern Margaree River, Big Intervale Margaree is a good place for viewing woodland birds, which is where the signature site, Cape Clear can be found.

LITTLE JUDIQUE

Finally, Little Judique Ponds, a series of barrier beach ponds, are ideal for ducks, shorebirds and bald eagles. Two signature sites can be found in this area, Little Judique Harbour and Little Judique Harbour Beach.

Cape Breton Highlands National Park

Cheticamp Island

Ingonish beach

Bird Island

North East Margaree

Point Aconi

Big Bras d'Or

Long Island

Schooner Pond (Donkin Bay)

Big Glace Bay Lake Bird Sanctuary

Long Hill

Little Judique

Bras d'Or Lakes

Fortress of Louisbourg National Historic Site

Point Michaud
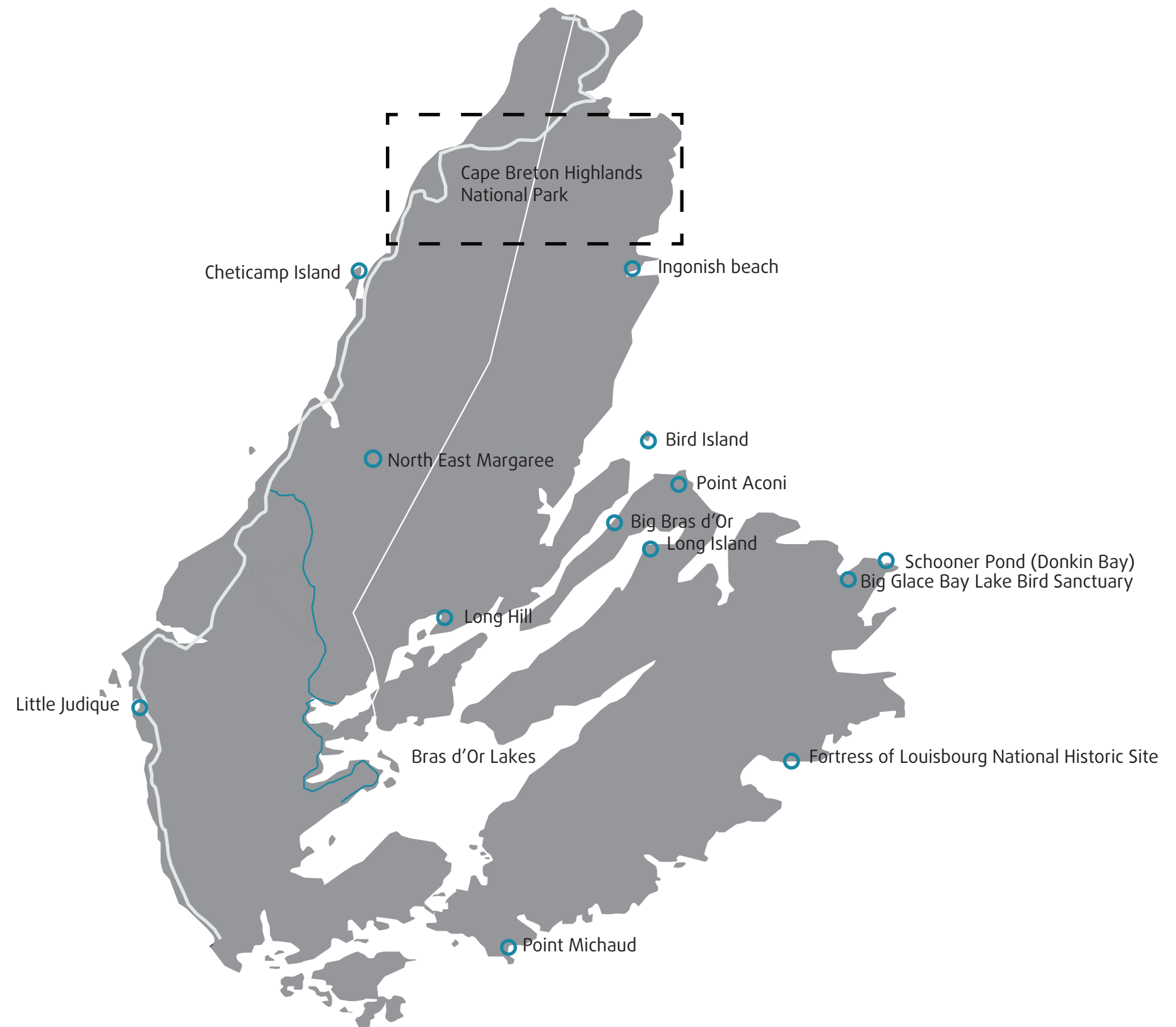
2.3 CREATING NARRATIVE THROUGH SOUND

The County would like to explore the "Canada's Musical Coast" theme as an over-riding element for all 39 sites. This design element could be done in a number of ways and this section explores ways to celebrate music through site design.

There are different ways to classify 'music' or auditory theming for the sites. Some are more intrusive than others. For instance, continuous sounds generated by wind has the potential to impact people who live nearby or wildlife habitat in negative ways. The following list explores some of the potential ways to integrate a musical design element into site design.

1. Musical sculptural elements that use wind, waves or nature based energy to create soundscapes.

1. Sound amplification structures

1. Play structures that create sound through participation

1. Performance spaces for musical events

1. Activity hubs for learning to make a musical instrument or learning to play a musical instrument.

1. Interpretive elements that explore music related themes

1. Abstract representations of sound, such as site furniture that is designed to look like sound waves.

Actual design installations should be part of every site design project. The following three design distinctions have been made as a way to categorize design decisions: passive sound, active sound and abstract interpretation of sound. Passive sound represents objects that create sound through natural elements, such as wind. Active sound is created through human participation. Abstract interpretation of music is the representation of sound through artistic and conceptual means.

SOUND AMPLIFICATION

SOUND AMPLIFICATION

Croatian Sea Organ uses waves to power an organ sound.

PASSIVE SOUND PLAY

Pierce's Park - Baltimore, MD

PASSIVE SOUND

Musical chimes

A Mark Nixon's Chimecco Sculpture

ACTIVE SOUND PLAY

Xylophone play
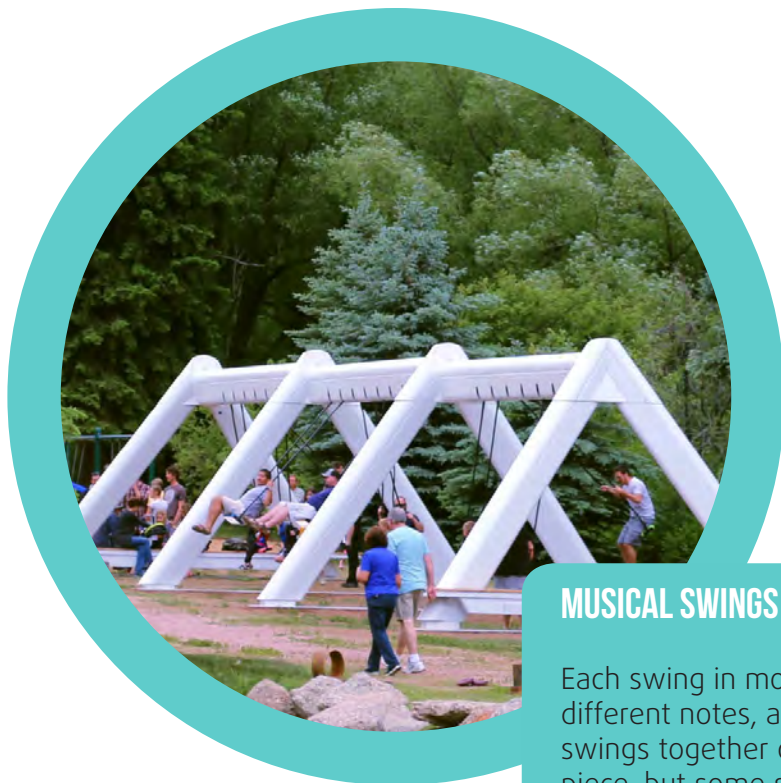
MUSICAL SWINGS

Each swing in motion triggers different notes, all the swings together compose a piece, but some sounds only emerge from cooperation.

SOUND SCULPTURE

The sculpture hums in a different key when the wind shifts in different directions

SOUND AMPLIFICATION

Amplifying Sound over distance

SOUND AMPLIFICATION

Which sound tube connects to which other tube?

SOUND SCULPTURE

This Tvisongur Sound Sculpture creates an echo chamber when inside.

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SOUND SCULPTURE

Sound Sculpture

Mitzpe Ramon Park, Negev Desert, Israel

SOUND SCULPTURE

Michele Spanghero "Echea Aeolica" (2015) sound sculpture. Can be moved in the direction of the wind to create a deep tone.
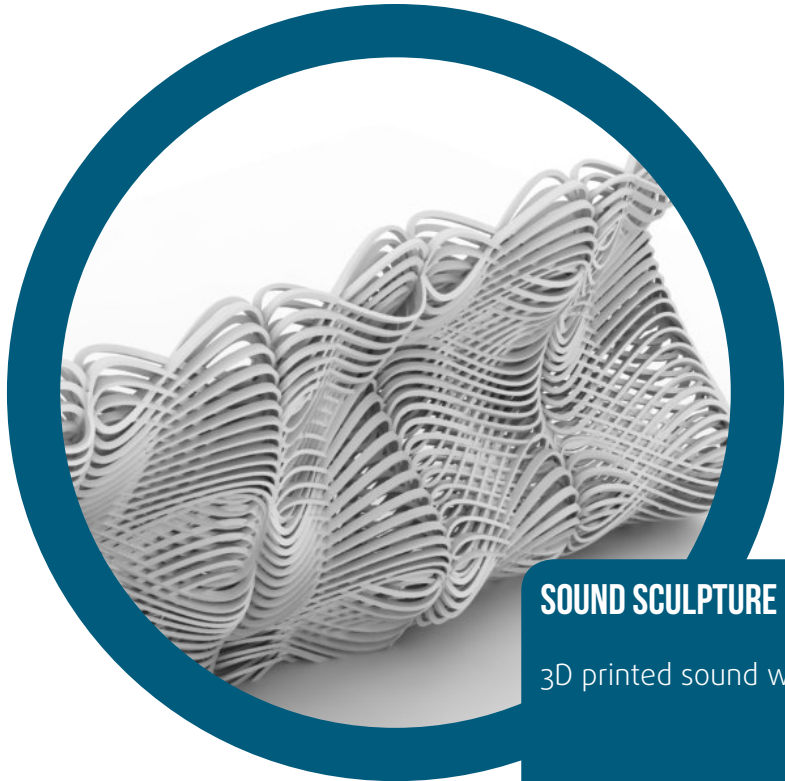
SOUND SCULPTURE

3D printed sound wall

SOUND SCULPTURE

The wind cries Caithness

Glass music sculpture in Scotland.

SOUND SCULPTURE

Hydrophone

Ontario Science Centre

SOUND SCULPTURE

Music Box at the Figment Interactive Sculpture Garden, Governors Island, New York.
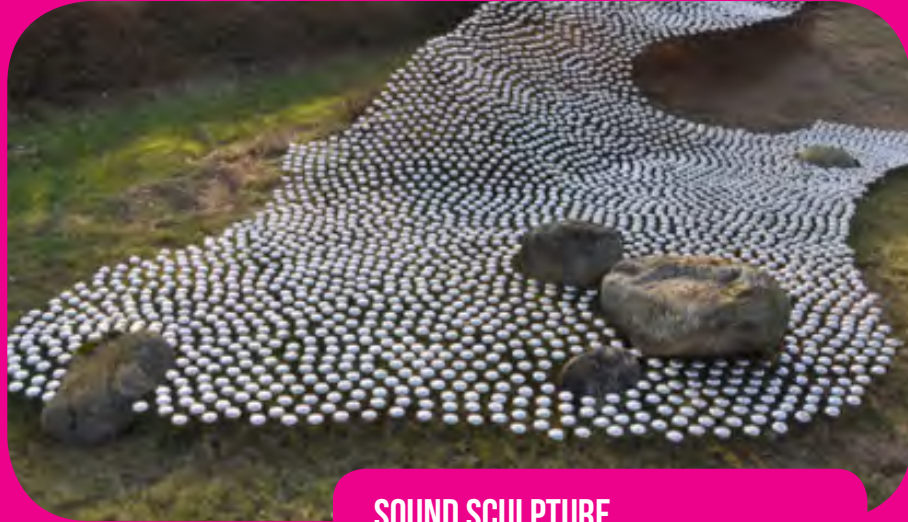
SOUND SCULPTURE

5000 bicycle Bells sing with the wind by Ronald van der Mejis

ACTIVE SOUND PLAY

Drum set designed by Percussion Play.

Acoustic ecologists have developed three categories to describe sound: biophony, geophony and anthrophony. Biophony are sounds generated by organisms such as bird calls. Geophony represent sounds created by non-living elements of nature, such as wind and waves. Finally, anthrophony are sounds produced by humans.

SOUND AS A CONNECTING ELEMENT

Sound producing elements and representations of sound could be used as a way to strengthen the existing character of Signature Sites in Inverness County and could evoke a common narrative. Site signage could incorporate musical instruments such as zilaphones, which could have a different tune depending on which site is visited. Colourful zilophone mallets could be sold at local stores and marketed as a collectible item for children visiting the area.

Another way to explore this musical theme would be employing a geo-tagged mobile app which plays different music or sounds depending on your geographic location. In these applications, a geographic location will trigger a mobile player to play a song, tell a story or create an ambient background based on location.
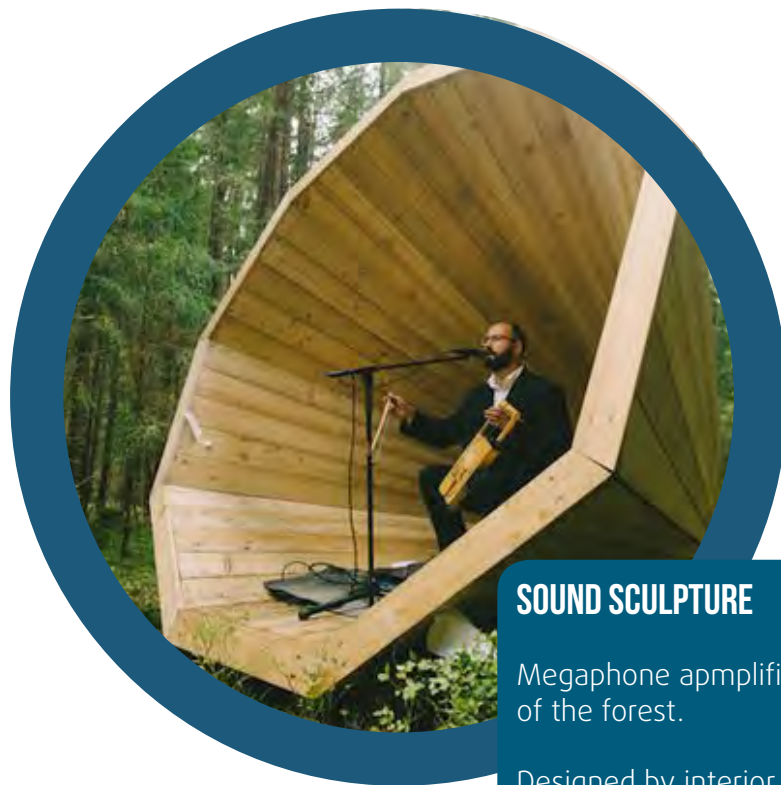
SOUND SCULPTURE

Megaphone apmplifies the sounds of the forest.

Designed by interior architecture students from Estonia
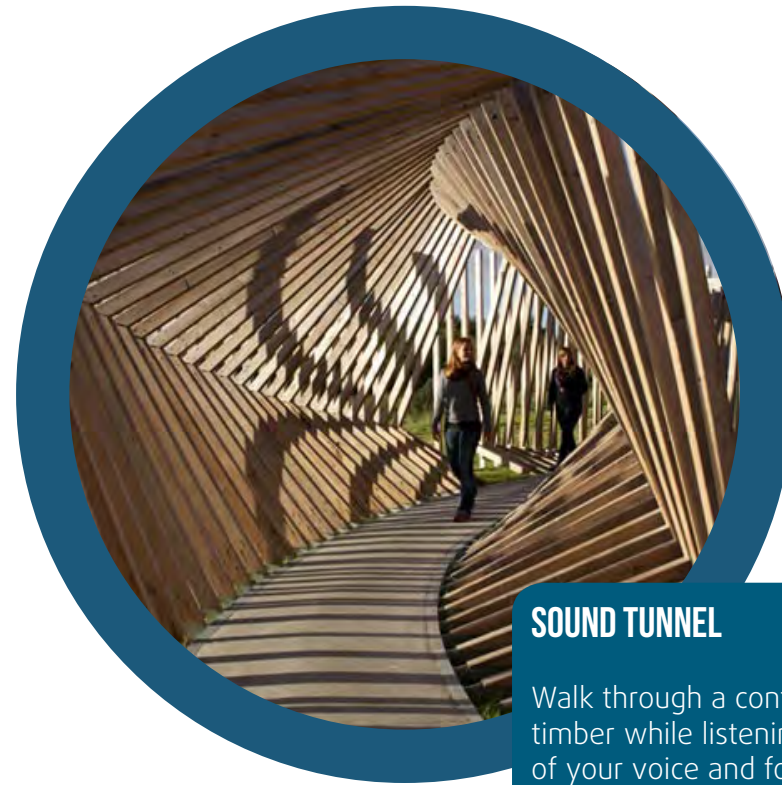
SOUND TUNNEL

Walk through a contorted loop of timber while listening to the sounds of your voice and footsteps.

Art by Thilo Frank

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19

2.4 SIGNIFICANT THEMES AND STORIES

There are several different themes that can be identified at each of the 39 signature sites in Inverness County, Cape Breton. These themes and stories of the past ground these spaces and make them unique destinations for both locals and visitors alike. When the European settlers arrived in Cape Breton Island they worked in the fisheries, the forest, the coal mines, built ships, and established trade networks. Remnants of the past are still visible at each of the 39 sites. There are 6 significant themes that will be used to guide the site design process.

1. Coal mining
1. Fishing
1. Farming and agriculture
1. First nations traditions
1. Acadian traditions
1. Celtic traditions

COAL MINING

Many sites along Canada's Musical Coast Route are old coal field sites and mining towns. The coal industry, dating back nearly three centuries, provided the most important energy source to fuel expanding rail and steamship networks, stoke industrial machinery, fire lights, and heat homes in cities.

In Cape Breton, Nicholas Denys first identified coal deposits in 1672 and in 1720, the first underground mining methods were exploited. Annual coal production increased considerably in Nova Scotia from one million tonnes in 1880 to more than 7 million tonnes in 1913. After World War II, when the coal mines became obsolete, people abandoned the area in search of work elsewhere. A total of eight coal seams are found at Mabou Coal Mines and Finlay Point. Other coal fields can be found in Inverness and Port Hood.

The story of coal mining could be told in a number of creative ways. Site interventions could imitate coal mining structures, such as a look-off points/viewing platforms or the materials selected for a pedestrian bridge could be reminiscent of old mining shafts.

FISHING

In the 16th Century, Cape Breton was an important whaling and cod-fishing centre for the Basque fishermen. Throughout the centuries, fishing provided Islanders with many economic opportunities. The opening of lobster canneries in the late 19th century gave women the opportunity to leave home for the first time to make money.

Grand Etang, is an area rich in rural fishing stories. Creative techniques to share these stories could be explored in site design interventions. For example, playgrounds could be a story-telling mechanism. The equipment could be designed in the shape of a fishing boat or sounds associated with working on a ship could be woven into site materials. Materials used for sails could serve as a shelter from the sun or the echo of foot steps could be exaggerated by using hollow boards to make pedestrian bridges.

FARMING & AGRICULTURE

Agricultural practices began with the Mi'Kmaq and were soon adopted by European settlers. Because of the challenges faced by failing industries, many families in Cape Breton turned to small-scale farming. By the 1850's, the island's agriculture had moved past a subsistence stage as farmers were beginning to export produce and livestock.

Signature sites could reflect Cape Breton's agricultural history through incorporating community gardens into designs or introducing more edible plants. First Nations "healing plants" could be employed at sites to demonstrate medicinal remedies and treatments.

FIRST NATIONS TRADITIONS

In the early historic period, the extended family was the unit of Mi'kmaq society, consisting of the leader (sagamaw) and of a group of relatives. This included the sagamaw's immediate family, his married children and their families. During more prosperous times, a number of groups could form bands ranging from two to three hundred people. Councils were also formed as a way to discuss matters such as peace and war. Land was divided into regions, each area was led by a chief.

The Mi'kmaq depended on the resources of the forest and sea. Seal was hunted off the coasts and moose, caribou, beaver and bear were hunted

inland. Migratory birds and salmon were plentiful as well as shellfish. The Mi'kmaq developed a migration schedule depending on where they could locate their food.

A wide range of tools were used to hunt. These tools included spears, bows and arrows, harpoons, as well as snares. Birchbark 'callers,' looked like old fashioned megaphones and were used by skilled hunters to imitate the call of moose.

The form and sound of a birchbark 'caller' could inspire sound sculptures or other site interventions. Materials used for tools such as bone and stone could be used as materials in site signage or infrastructure. Wildlife observatories could make reference to Wigwams made by the Mi'kmaq and textures and patterns for design could be inspired by the old Mi'kmaq storage containers decorated with dyed spruce roots and porcupine quills.

ACADIAN TRADITIONS

In addition to working on farms or fisheries, women produced practical and decorative goods through techniques of rug hooking and quilting skills. These skills have been passed down for generations. Nowadays, traditional crafts are less common and only a small number of people have the knowledge to continue the skill set. For example, in the French speaking region of Cheticamp, these crafts can still be found. A number of local residents own small businesses and make money by selling their craft.

In terms of design for Canada's Musical Coast, the colours and textures of Acadian craft could provide inspiration for site design and materials. Shade and wind structures could be made from woven materials reminiscent of old rug hooking techniques. The wooden floor of a viewing platform could have the look of patches from a quilt.

CELTIC TRADITIONS

As was mentioned in Chapter 2, Celtic culture has been prominent in many areas of Inverness County ever since the highland clearances in 1773. During the Scottish emigration, many Lowland Scots coal miners came to work in new mining towns such as New Glasgow, Inverness and Sydney. The languages spoken were English and Lowland Scots dialect. Whycocomagh, Mabou, Grand Narrows and West Bay were primarily Gaelic-speaking. Gaelic song and story, piping and fiddle music were shared amongst these circles of people. Storytelling and the recitation of

historical events as well as familial connections became part of socializing.

Site development could encourage social gatherings such as these through creating performance stages or leaving open space. These intentional spaces could help to accommodate festivals such as Celtic Colours.

2.9 DESIGN THEMES

The unique and colourful history Inverness County should eventually be weaved into the design vocabulary and themes of both the signature sites and signage projects. While each site will include 'musical elements' as described above, the historic and cultural themes of the regional will provide some design cues for future designers of the network.

Like in the Norway example above, there is a strict adherence to traditional architectural forms, authentic building materials and traditional building methods, and place-specific design treatments. The following list provides some guidance for the eventual design vocabulary.

» Coastal areas in Inverness are very windy and as a result, the architecture and weathering process are defining characteristics for built structures along the coast. Buildings are typically weathered from the wind and as a result, even the brightest paints have been dulled and muted by the force of the weather. String materials like wood and stone are often used.

» Traditional French communities like Cheticamp and Grand Etang rely on colourful architecture of primary colours. Blues, reds, whites, and yellow.

» Site design interventions should not compete with the landscape, but draw inspiration and likeness from nature. Landscape inspirations—such as texture, colour, complexity, contrast, and form - should provide cues and precedents. Historic architectural forms still prevail today. Simple maritime vernacular building styles are typical throughout Inverness

County. Timber buildings, boardwalks and roofs are still prevalent today.

» Coastal landscapes vary from rocky cliffs and be an integral part of the signage. bluffs, to protruding sand dunes and wind sculpted grassy knolls

» The industrial and maritime history of Inverness is pervasive and is part of the longterm story of the island. These industrial forms blend with the natural vernacular to form a unique overlay of natural and industrial archetypes.

» The Musical Coast brand is a strong theme that has been adopted for the civic brand of the municipality. Weaving in the musical themes into the sites should be part of every site design and should reflect the history and culture of the community.

Texture and material quality of wood weathered by the elements

Colourful architecture

»

Industrial forms blend with the natural vernacular of the region

3.0 REGIONAL GEOGRAPHY

The spatial geography of the region forms the backdrop for the signature sites in the network. Some of the areas have built up infrastructure like commercial areas, restaurants, beach facilities, trails, ports and marinas; others have very little infrastructure but very desirable destination appeal with excellent views, wildlife, thematic potential, and unique activities. Most of the signature sites are located on Route 19 along the western coastline of Inverness County. These areas offer outstanding ocean views, swimming, boating, walking trails and other nature experiences.

Like Norway, the coastal routes of Inverness provide dramatic views; some close to the edge of the water and some with high elevations and panoramic landscapes. This chapter outlines some of the existing infrastructure which will support the network of sites and signage.

This chapter provides information on where communities and towns are located along Canada's Musical Coast as well as wilderness areas, built up areas and trail systems. Information is provided for different sections of the collective trail system, Celtic Coastal Trail. The chapter concludes with tourism statistics.

3.1 LOCATIONS OF VILLAGES AND TOWNS IN INVERNESS COUNTY

Meat Cove

Pleasant Bay

Chéticamp

Inverness

Mabou

Port Hood

Judique

Wilderness Area

Celtic Coastal Trail

Built-Up Area

Beach

Highlands National Park

Lake Ainslie

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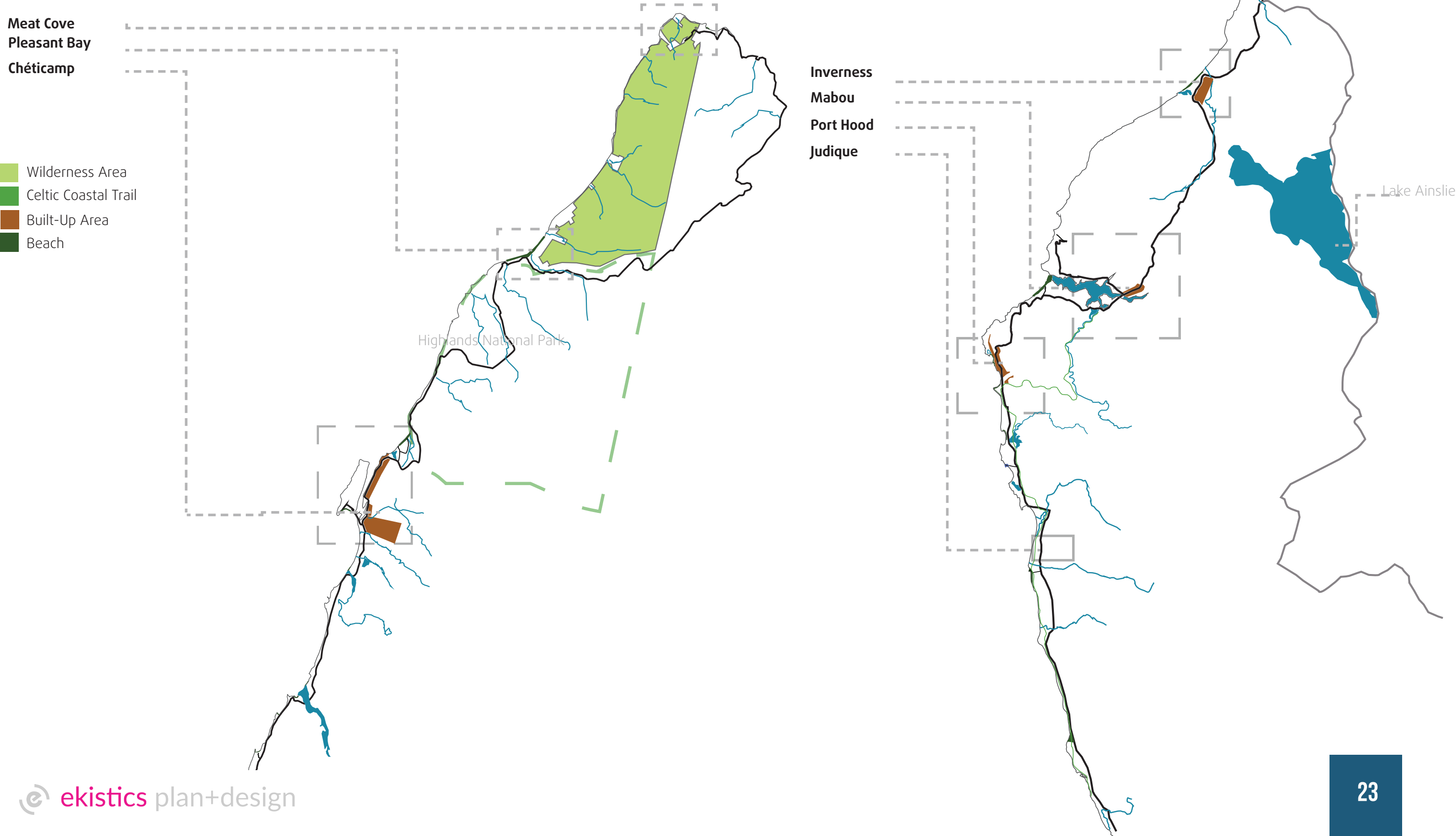
3.2 VILLAGES AND TOWNS IN INVERNESS COUNTY

INVERNESS

History

Inverness was once a bustling coal mining town. The coal mines attracted people to the area and stimulated the growing economy. After the coal mines closed, the population dwindled and the community experienced economic hardship.

Today, Inverness's economy benefits from a growing tourism industry and a world class golf course called, Cabot Links. The course was created in 2008 and is located on a former mine site along the coast. New businesses have sprung up along Route 19 contributing to the growing appeal for the area.

Destinations and Activities

- Inverness Miners' Museum, located in the Canadian National Railway Station (1909)

- Golfing, boat charters, and whale watching

- Inverness Railway Station is a registered heritage property

- Inverness Raceway (1926)

- Inverness Beach

Sites in Inverness include: Inverness Harbour, Inverness Harbour Beach, Inverness County Centre for the Arts, Inverness Beach / Harbour

PORT HOOD

History

The waters of the Northumberland Strait and natural resources from the land are key factors in the development of Port Hood. The protected harbour and low-lying beaches made it a natural stopping place for many early settlers. Permanent settlement of the area began with the French in the 17th century. Initially, Port Hood Island was connected to the mainland by an isthmus which contained a stone quarry. Resource extraction and a local fishing port drove the economy and drew settlers to the area.

Today, Port Hood is well-known for its beaches and sunsets. The intersection of High Road and Main Street constitute the geographic centre. Murphy's Pond Harbour, a well-known fishing port, is the main economic generator of Port Hood. Catch includes Lobster, crab, tuna and mackerel.

Destinations and Activities

- Ceilidh Coastal Trail

- Beaches

- Boating

- Beautiful sunsets

Sites in Port Hood include: Lawrence's Beach, Day Park & Boardwalk Beach, Sunset Beach (known as Lifeguard Beach by the locals), Murphy's Pond and Murphy's Pond Beach, .

MABOU

History

The village is located at the edge of Mabou Harbour on the Gulf of St. Lawrence and is surrounded by the Cape Breton Highlands. Route 19 runs through the village, forming the village spine. Mabou is at the point where the Mabou and Southwest Rivers meet. The name 'Mabou' is thought to have originated from the Mi'Kmaq name for 'place where two rivers meet.'

History of coal mining in the area began in the 19th century and declined by the end of World War II. Mabou's economy evolved to one based on fishing, agriculture, and tourism.

Nowadays, Mabou is known for its historic architecture, vibrant Celtic culture, and active arts community. The famous musical family, the Rankins are from Mabou and continue to perform in Canada and abroad. Gaelic culture is strong in the village of Mabou. There are many instances where signs have both English and Gaelic.

Red Shoe Pub, Mabou

Cabot Links golf course, Inverness

Destinations and Activities

· Red Shoe Pub

· Gaelic music, square dancing

· Small but active lobster fishery and agricultural industry

· Cape Mabou Trails

· Birding

· Oyster farms

Sites in Mabou include: West Mabou Beach, Mabou Marina, Mabou Harbour, and Finlay Point.

JUDIQUE

History

The first settlers of Judique were the Highland Scots. Their community stretched from Long Point in the south to the Little Judique River. During this time, the economy was mostly fuelled by fishing, forestry, and lumbering.

The community is known for its talented musicians, step dancers and storytellers.

Destinations and Activities

· Celtic Music Interpretive Centre

· Access to Celtic Coastal Trail

· Great area for swimming

· Boat tours out of Little Judique Harbour

· Spectacular sunsets 7 Tartan Gardens

· Judique Historical and Cultural Society and Storytellers Gallery

· Ceilidh and storytelling events during the summer

Sites in Judique include: Baxter's Cove Beach, Baxter's Cove Harbour Beach, Pig Cove, Little Judique Harbour, Little Judique Harbour Beach.

CHETICAMP

History

In 1782, the Bois and Richard families settled in the area. Eight years later, the number of Acadian families in the region grew to 26. In 1820, the population of Chéticamp reached 784. Early industries included fish plants, lobster canneries, cod liver oil extraction, and mining for gold and galena.

Nowadays, Chéticamp depends on fishing, farming, tourism, and craft making. The town makes up the largest Francophone enclave in Cape Breton. Chéticamp is known for its impressive landscape of grassy hills, cliffs, beautiful ocean views and proximity to the mountains of Cape Breton Highlands National Park.

Destinations and Activities

· Traditional Tapestry: Rug Hooking

· Festival de L'Escaouette

· Boat tours

· Le centre de la Mi-carême

· Acadian cuisine, music

· Cape Breton Highlands National Park

Sites in Chéticamp include: Grand Etang, Grand Etang Beach, Belle Cote Beach, Margaree Harbour, Plage St. Pierre, Chéticamp, Chéticamp Wharf, and Petit Etang.

Celtic Music Interpretive Centre, Judique

Le centre de la Mi-carême, Grand Etang

Map

Little Judique Harbour
Little Judique Ponds
Little Judique
Maryville
Judique Intervale
Judique North
Michael's Landing
Judique Station
St. Georges Bay
Judique
Baxter's Cove
Judique South
Walker's Cove
Centennial
Chisholm's Brook (Long Point)
Long Point
Christie's Look-Off
St. Georges Bay
Craigmore
Craigmore Station
Creignish Hall
Creignish
Troy
Troy Station
Bantam Marker (Canso Canal)
Port Hastings

Legend:
- Trailhead kiosk/Access/Parking
- Judique Flyer TCT
- Ceilidh Coastal TCT

3.3 EXISTING TRAIL NETWORKS

HISTORY

In 1887, the Inverness and Richmond Railway was incorporated with a charter to construct a railway from Tupper Junction, near Port Hawkesbury to Broad Cove, near Inverness. This is the route of the Judique Flyer—a coal fired steam train that ran the sixty mile rail line during the 1900's. The train carried residents, visitors, soldiers and supplies to communities along the rail line. For over two decades, volunteers developed this abandoned rail line into the Trans Canada Trail and International Appalachian Trail.

In 2008, five trail sections opened: The Ceilidh Coastal Trail, Judique Flyer Trail, Chestico Trail, Mabou River Trail, and Inverness Shean Trail: Collectively known as the Celtic Coastal Trail.

DESTINATION TRAILS

According to The Atlantic Canada Trails Association, destination trails are defined as, "distinctive (outdoor) landscapes that reflect a region's most distinguishing characteristics, such as views, natural features, culture, or heritage." These trail networks serve as major tourism attractions, drawing people to the area for activities such as walking, hiking, and cycling.

The Celtic Shores Coastal Trail is Nova Scotia's first destination trail targeting cyclists. It is one of the key motivators for people looking to visit Cape Breton. According to Nova Scotia Tourism, outdoor adventurers are more likely to stay for a longer period of time and spend more money than "all pleasure visitors."

Examples of future services, amenities, and goods planned along the trails include:

1. Easy access to water bottle fill-up stations
1. Bike and bike equipment rentals and repair services
1. Bike shuttle services
1. Secure, overnight bike storage
1. Public washroom near the trail
1. Maps that indicate distances between villages and location of amenities

Map 1 — Mabou River TCT

- Riverville
- Black River
- Blackstone
- West mabou
- Glenora Falls
- Smithville
- Hawleys Hills
- Glendyr
- Glendyer Station
- Mabou Harbour
- Mabou
- Mabou Station
- Hillsboro
- Rankinville
- West Mabou Road
- South West Mabou Trailhead

Legend:
- Trailhead kiosk/Access/Parking
- Mabou River TCT

Map 2 — Chestico TCT

- Port hood
- Southwest mabou
- Port Hood Station Trailhead
- Port Hood Station
- Dungarry
- Port Hood Station
- Glencoe Station
- Glencoe Station Hall
- Harbourview
- Little Judique Harbour
- Northumberland Strait
- Maryville

Legend:
- Trailhead kiosk/Access/Parking
- Chestico TCT

3.4 VISITOR PROFILE

Unfortunately, current Visitor Exit Survey (VES) on tourism in Cape Breton is not available until the fall of 2016. The most recent information is from the 2011 VES. This report will use statistics from 2011 to help provide a basis for understanding tourism activity in the region. By all accounts, 2016 is turning out to be a banner year for tourism (especially in Cape Breton) with increases of 15-20% over 2015 as a result of the high US dollar, increased marketing, the "Trump Bump", and improved tourism products like the new Inverness Golf Courses.

INVERNESS COUNTY AND THE PRIMARY TRAVEL MOTIVATORS

According to the Forerunner Inverness Strategic Tourism Plan Final Report, visitors to Atlantic Canada are looking for the following things:

1. Coastal experiences
1. Sightseeing and touring
1. Culture, entertainment and heritage
1. Culinary experiences
1. Outdoor activities
1. Major and international events
1. Experiential accommodations

With this in mind, site designs for Canada's Musical Coast strategy should reflect these seven 'Primary Travel Motivators.' Another list of essential Cape Breton travel experiences was produced by Cape Breton Island Tourism.

1. Theme-brand
1. Essence of Cape Breton

1. Authenticity
1. Accessibility
1. Emotional Trigger
1. Sense of Place
1. Education
1. Entertainment
1. Enrichment/Accomplishment
1. Hands-on
1. Value Added Exceed Expectations

The following table illustrates which local visitor centres are frequented the most by tourists. These numbers can help provide a better understanding of which areas of Cape Breton are more popular amongst tourists or need more attention when creating a signage strategy.

Airports have been located on a map of Cape Breton to show the directional flow of visitors to the area. There are a total of three airports. Based on information gathered from the Visitor Exit Survey from 2015, more tourists enter Cape Breton via the causeway. With this in mind, it is important to have more signage directing people through the roundabout and onto Canada's Musical Coast Route.

LOCAL VISITOR INFORMATION CENTRE — VISITORS COUNSELLED, 2010 TO 2014

LOCATIONS	2010	2011	2012	2013	2014
Destination Cape Breton Association (DCBA)	92,100	83,600	88,800	99,300	89,000
Baddeck	18,400	20,600	21,900	25,200	23,000
Chéticamp/Les Trois Pignons	17,200	16,000	15,100	15,000	14,300
Inverness	2,800	4,100	5,500	4,600	6,000
Little Narrows	Closed	Closed	Closed	Closed	Closed
Louisbourg	9,900	7,000	6,900	8,300	6,700
Margaree Forks	7,400	6,800	7,800	8,700	6,200
North Sydney	1,200	Closed	Closed	Closed	Closed
Port Hood	700	Closed	Closed	Closed	Closed
St. Peter's	14,900	13,900	13,600	14,400	14,000
Sydney	19,800	15,200	18,400	23,300	19,000
Sydney Airport	Closed	Closed	Closed	Closed	Closed
Total Local VICs	362,100	309,800	314,000	347,100	344,600
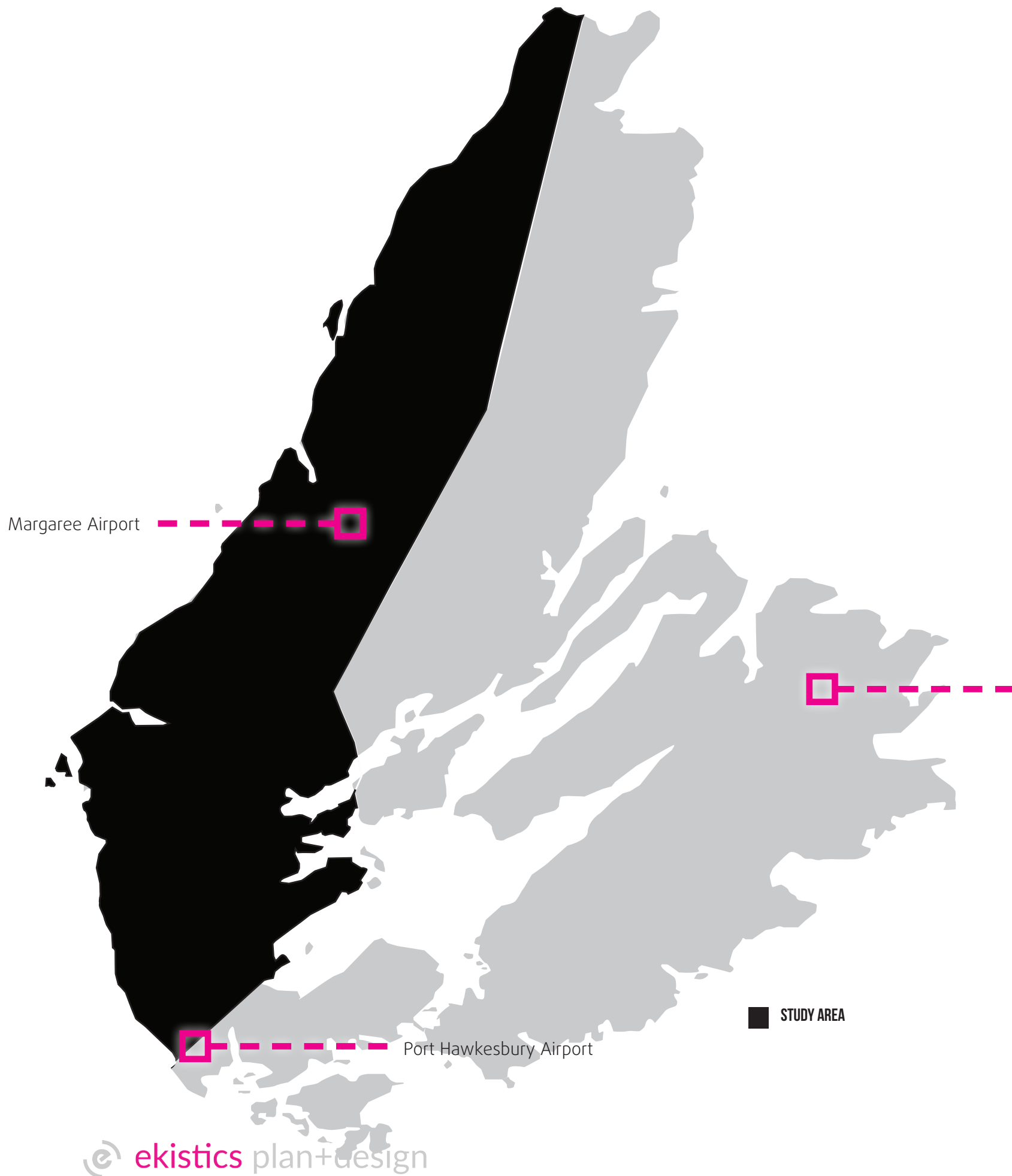
AIR VISITATION VS ROAD VISITATION, 2015

Number of visitors

Air
Road

Margaree Airport

Sydney/ JA Douglas
McCurdy Airport

Port Hawkesbury Airport

STUDY AREA

ekistics plan+design
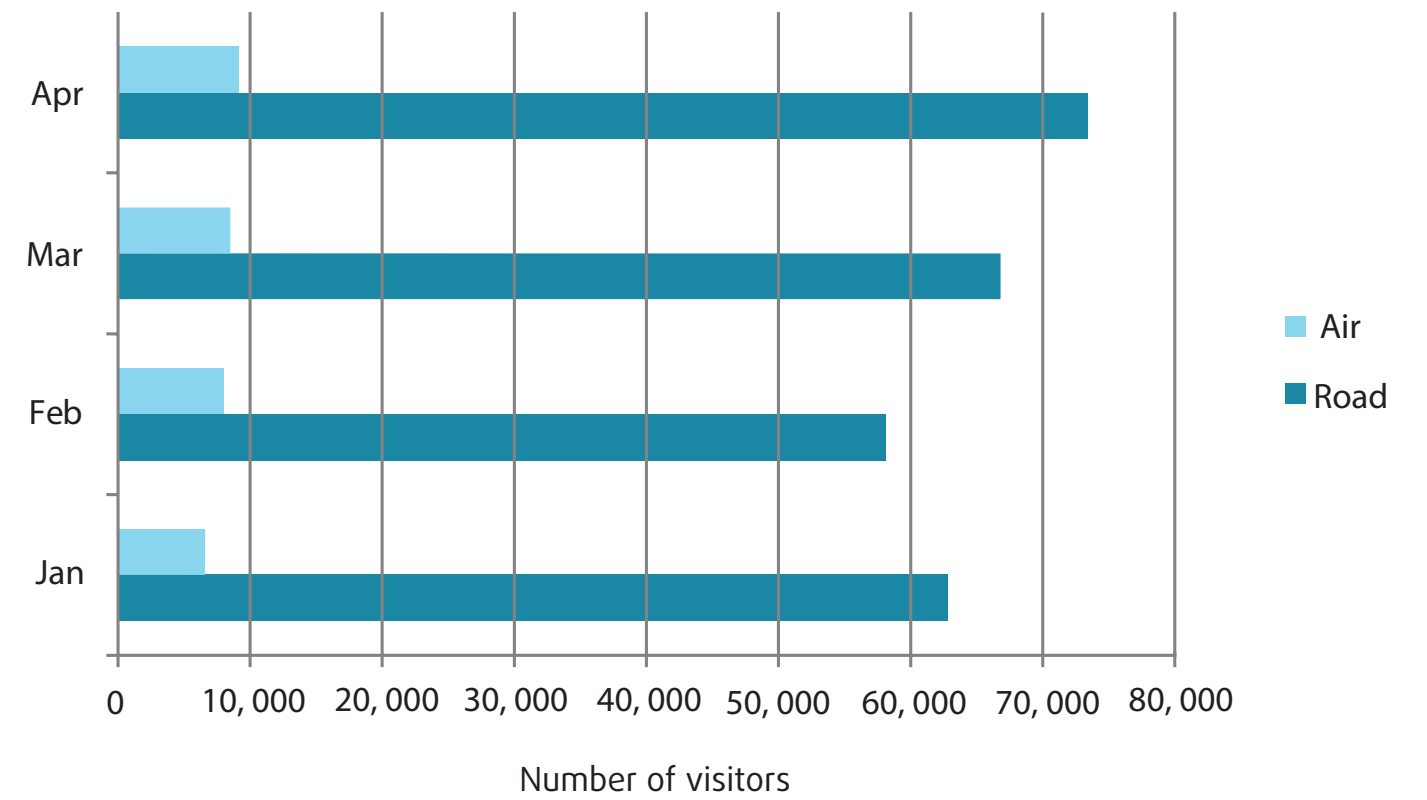
4.0 TOURISM SIGNATURE SITES NETWORK

3.1 THE TOURISM SIGNATURE SITES NETWORK

A *tourism signature sites network* includes a family of special outdoor destination sites, connected together with signage and branding to create awareness of the network. This report is the first in a series of required design studies needed to implement the plan.

As discussed in the preceding chapter, a signature sites network will require the coordination of several design elements including:

1. Site planning for each site

1. Signage design for a family of sign types

1. A signage schedule showing the location and quantity of signs required to navigate the network

1. Detailed site and architectural design for each site

1. A website (and possibly a mobile app) and social media platform that brands the network. This should be an adjunct but separate from the municipality's website.

1. A network map which would be a print piece available from the website and throughout various locations

This report deals with the first 3 items in the list above. Items 4-5 will be done as part of a more detailed scope of design work once budgets have been approved following the adoption of this report. This chapter focuses on the design inspirations and early site scoping that will eventually guide the detailed planning and design of the various sites in the network.

This report deals with the conceptual framework plans for each site and does not get into detailed site development plans or any detailed plans or designs of structures. These will come at a later stage of planning.

3.2 THE 33 SITES

A total of 33 sites were chosen by the municipality as destinations for the tourism signature sites strategy. The majority of these sites are located along the Western coastline of Cape Breton (along the Provincial Route 19 and Cabot Trail), while two sites are located at the Northern tip of Inverness County and four sites located in the interior of the county.

There are two schools of thought with implementing such a network over time.

1. invest a little bit of money at all the sites so that the investment is spread out and build on each site incrementally over time.

1. Invest the money into a few priority sites, do them well and then add other sites to the network as investment capital becomes available.

The steering committee has advised that option 2 (spending more money on fewer sites) is the preferred strategy to roll out this program. This approach is elaborated in chapter 5 of this report.

The following pages present the 33 site concepts, generally from south Inverness to north Inverness.

PRIMARY ROUTE

SECONDARY ROUTE
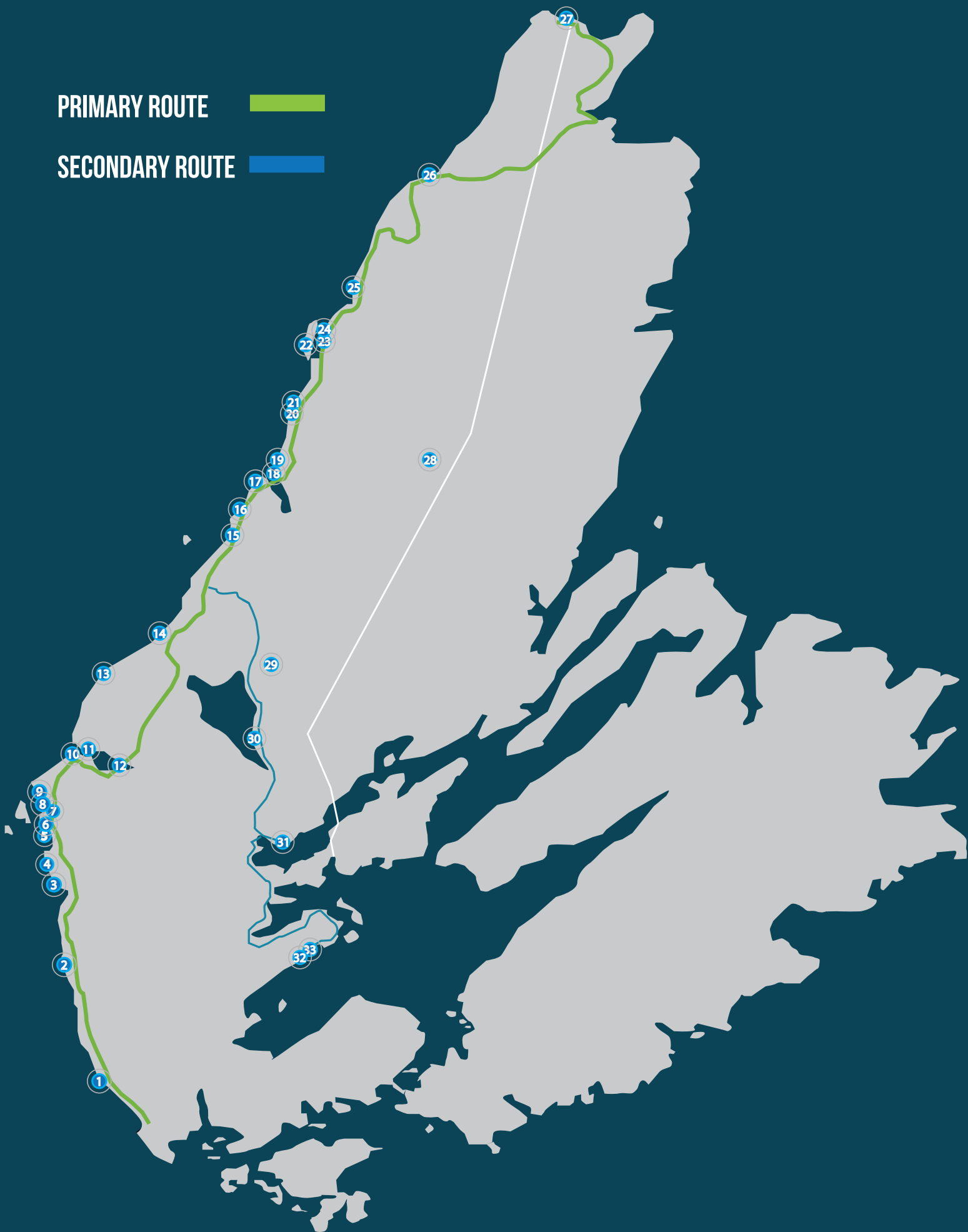
3.1 LIST OF SITES

Site	Beach	Harbour	Scenic Look-Off	Waterfall
1. Creignish Beach	●	○	○	○
2. Baxter's Cove Beach/Harbour	●	○	○	○
3. Pig Cove	○	●	●	○
4. Little Judique Harbour/Beach	●	●	○	○
5. Lawrence's Beach	●	○	○	○
6. Sunset Beach	●	○	●	○
7. Courthouse Beach	●	○	○	○
8. Murphy's Pond Beach	●	●	●	○
9. Murphy's Pond Harbour	●	●	●	○
10. West Mabou Beach	●	○	●	○
11. Mabou Marina	○	○	●	○
12. Mabou Harbour	○	●	○	○
13. Finlay Point	●	●	○	○
14. Inverness Harbour/Beach	●	●	●	○
15. Chimney Corner Beach	●	○	○	○
16. Whale Cove	●	○	●	○
17. Margaree Habour Beach	●	○	○	○
18. Margaree Harbour	●	●	○	○
19. Belle Côte Beach	●	●	○	○
20. Grand Etang	●	●	○	○
21. Grand Etang Beach	●	●	○	○
22. Plage St-Pierre Beach	●	○	○	○
23. Chéticamp Wharf	○	●	○	○
24. Chéticamp	○	●	○	○
25. Petit-Étang	●	○	○	○
26. Pleasant Bay Harbour/Beach	●	●	●	○
27. Meat Cove Beach	●	○	○	○ (dashed)
28. Cape Clear	○	○	●	○
29. Egypt Falls	○	○	●	●
30. Lake Ainslie	●	○	○	○
31. Whycocomagh Waterfront	○	●	○	○
32. Marble Mountain/Beach	●	○	●	○
33. Margaree River	●	○	○	○

BEACH SITES

56.4%

HARBOUR SITES

30.8%

7.6%

LOOK-OFF SITES

WATERFALLS
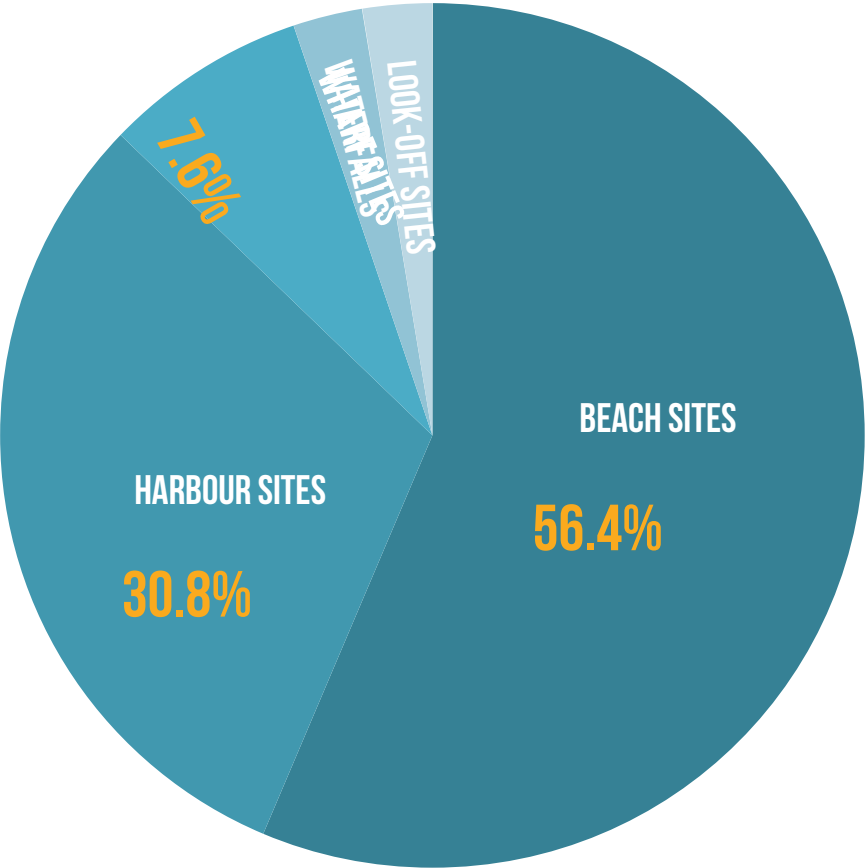
3.3 NETWORK OPPORTUNITIES AND CONSTRAINTS

The Tourism Signature Sites Network is a new way to look at and organize spaces that already exist in the Municipality. The sites need to be upgraded and connected to each other in a way that is meaningful for the tourist. In this respect there are many opportunities and constraints that should be realized.

OPPORTUNITIES:

- » Inverness County is already one of the most scenic of coastlines in the Canada
- » The cultural history (music, languages, food, sports) of the region provide a strong allure to tourists
- » The natural history and ecology of the region is unique
- » The warmest beaches north of North Carolina
- » World class golf courses are drawing golf tourists from around the world.
- » The north west facing coastline results in stunning sunsets throughout the summer.
- » The Celtic Shores Coastal Trail is drawing tourists to the region and keeping them in the region longer.
- » The Blue Route Trail in the Bras d'Or is also gaining in popularity and aiming for completion in 2017
- » Winter ski-doo tourism is growing
- » The sites are already well used by locals all year round.

CONSTRAINTS:

- » The tourism network has not been 'packaged' until now.
- » The civic brand is just taking hold
- » Web and other social media packaging has yet to begin
- » The sites are raw and undeveloped (this also presents an opportunity to do it right).
- » The financial resources for developing these sites and signs will be phased over time so it will be hard to imagine the outcome and maintain the pressure to see the network realized.
- » The design capacity to assess individual design proposals for each site doesn't currently reside in-house in the Municipality.
- » This Signature Sites network approach is new in Cape Breton so it will require time to understand and implement.

The following table outlines general constraints specific to the different categories of sites: Waterfronts, waterfalls, viewpoints, harbours/wharves and beaches.

3.4 GENERAL CHALLENGES TO OVERCOME

WATERFRONTS	WATERFALLS	VIEW POINTS	HARBOURS AND WHARVES	BEACHES
LACK DIRECTIONAL SIGNAGE	SOME ARE ON PRIVATE LAND	ROAD CONDITIONS ARE POOR IN SOME AREAS AND POT HOLES ARE A PROBLEM	INDUSTRY AND TOURISM DO NOT ALWAYS MIX	LACK SIGNAGE
NEED PUBLIC TOILET FACILITIES	SITES ARE NOT WELL KNOWN	NO DIRECTIONAL OR SITE SIGNAGE	SOME PORTS DO NOT WANT TOURISTS	DUNE EROSION IS A PROBLEM
LACK SEATING AREAS	NEED BETTER DIRECTIONAL SIGNAGE	SOME ROADS ARE NOT ACCESSIBLE	BUILDINGS AND SHEDS ARE IN NEED OF REPAIR	NO ACCESS TO DRINKING WATER
NEED GARBAGE BINS	TRAILS ARE NOT ALWAYS ACCESSIBLE TO VISITORS	SOME COULD BE DANGEROUS IN THE WINTER	ROAD NEEDS MAINTENANCE	LIMITED PARKING
PROBLEMS WITH HIGH WINDS	NEED TO BE PHYSICALLY FIT IN ORDER TO VISIT THESE SITES	LONG DRIVE TO THE SITE	LIMITED PARKING	CONGESTED IN THE SUMMER MONTHS
LIMITED PARKING	LOCATIONS CAN BE DANGEROUS FOR YOUNG CHILDREN	LACK OF DEVELOPED FACILITIES	STRONG WINDS CAN BE A PROBLEM	NEED PLACES TO BUY FOOD
NEED LOOK-OFFS AND PULL-OFFS	LACK PUBLIC TOILETS	LACK PICNIC AREAS/SHELTERS	LACK OF DEVELOPED FACILITIES	SHADE STRUCTURES ARE NEEDED
COASTAL EROSION IS A PROBLEM	LACK OF DEVELOPED FACILITIES	NEED TO BE DRAMATIC BECAUSE ROAD VIEWS ARE ALREADY DRAMATIC	BILINGUAL SIGNAGE NEEDS TO BE CONSIDERED FOR SEVERAL SITES	LACK GARBAGE CANS
FOOD AND DRINK NOT READILY AVAILABLE	CAN BE DANGEROUS AND ARE REMOTE		BEACH/ WATER IS NOT ALWAYS ACCESSIBLE	BOARDWALKS NEED REPAIR
			SHADE STRUCTURES ARE NEEDED	DANGER OF RIPTIDES AND UNDERTOES
			COASTAL EROSION	ROADS CROSS TRAIL SYSTEMS
			NEED PLACES TO BUY FOOD	DUNES ARE ALWAYS MOVING
				BILINGUAL SIGNAGE NEEDS TO BE CONSIDERED FOR SEVERAL SITES
				HIGH WINDS CAN BE A PROBLEM

CREIGNISH

Highway Route 19

Access to Celtic Coastal Trail

ROCKY BEACH

PROPOSED DECORATIVE STEPS

Existing coniferous forest

PROPOSED ART BENCHES ($6K)

PROPOSED PLATFORM LOOKOFF ($15K)
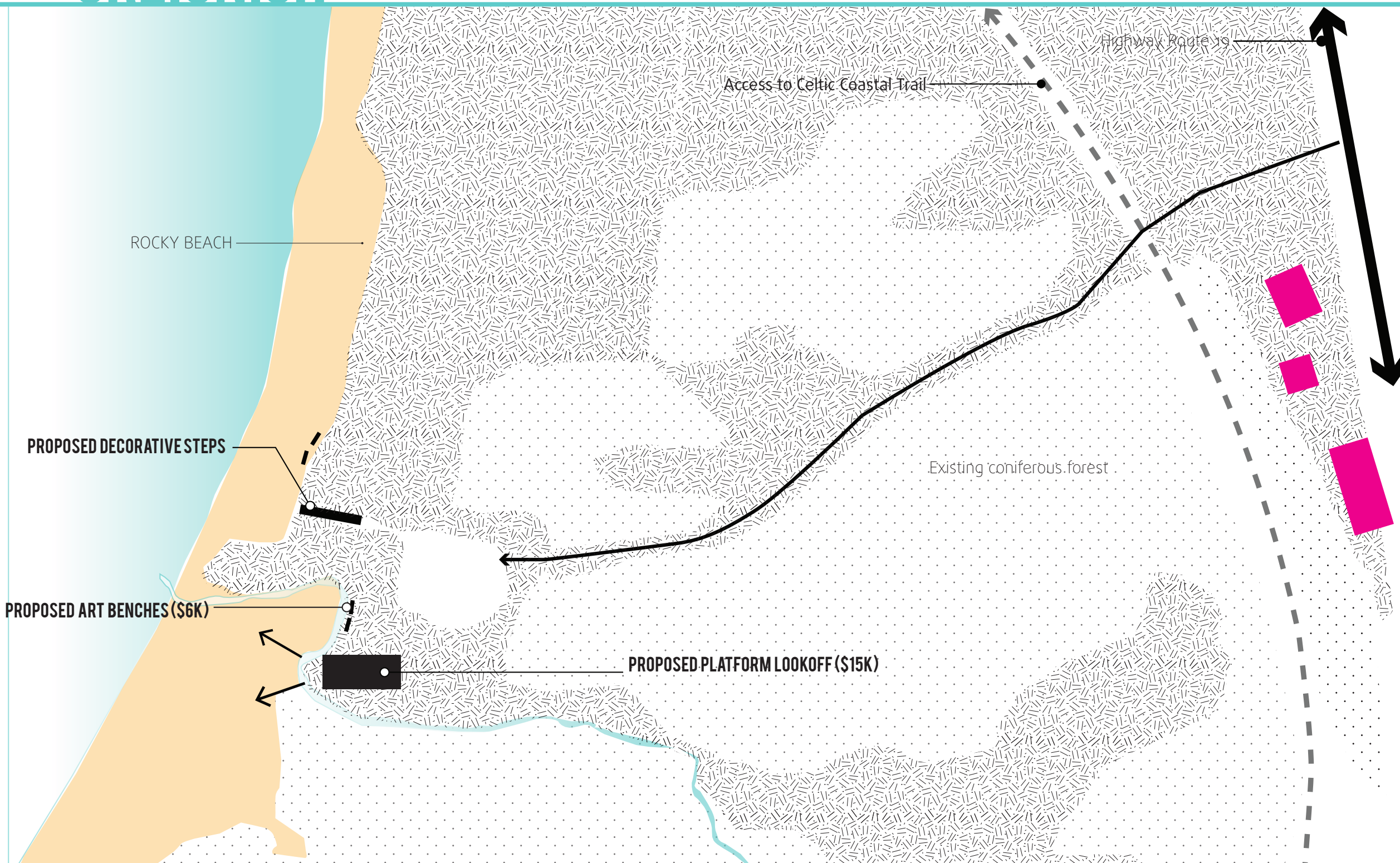
NOTES

» Access to Celtic Shores Coastal Trail

» Forested area makes this beach site unique

» Need benches on rocky beach

» Creignish community centre holds Celtic jam sessions and square dances

» The road leading to the beach is full of pot holes
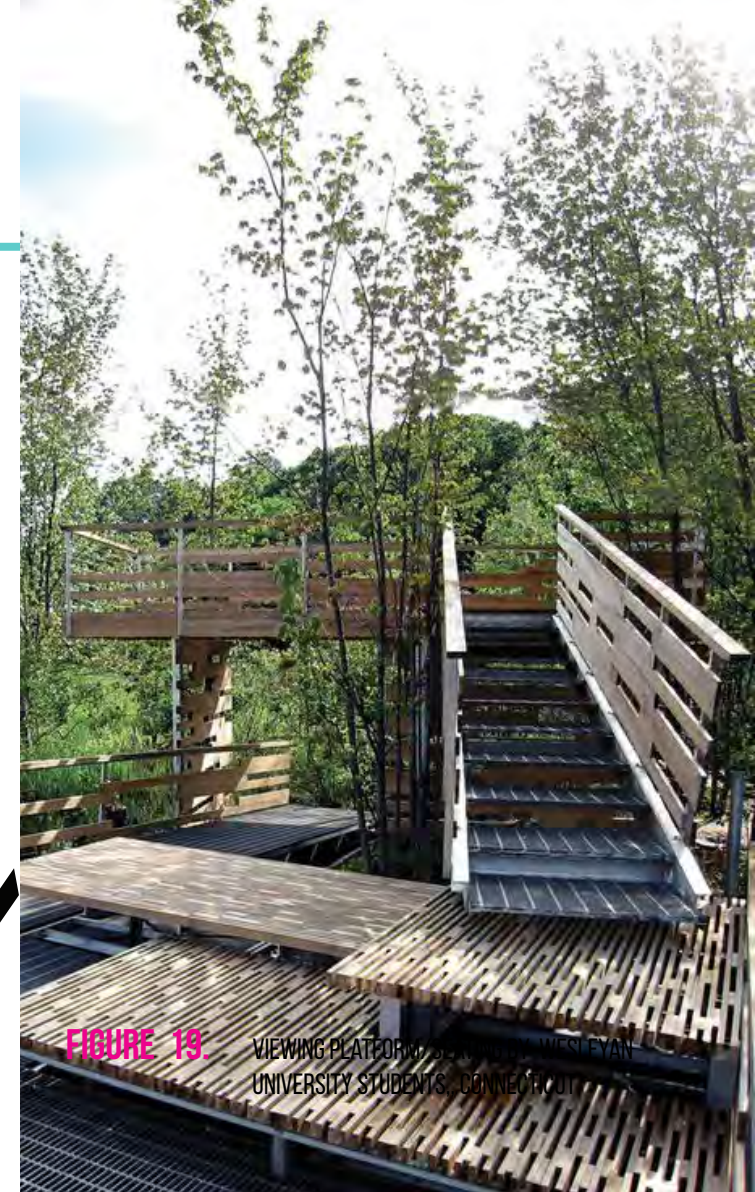
35

BAXTER'S COVE BEACH

*Active fishing wharf north of site

Existing trail look-off

Existing grass

Existing coniferous trees

White sand beach

Celtic Coastal Trail

Grass

PROPOSED DECORATIVE BENCHES ($6K)

PROPOSED INTERPRETIVE PANEL ($4.5K)

PROPOSED WILDLIFE OBSERVATORY ($25K)

PROPOSED BOARDWALK ($66K)

Existing parking

Wetland

Existing Trail map and picnic shelter
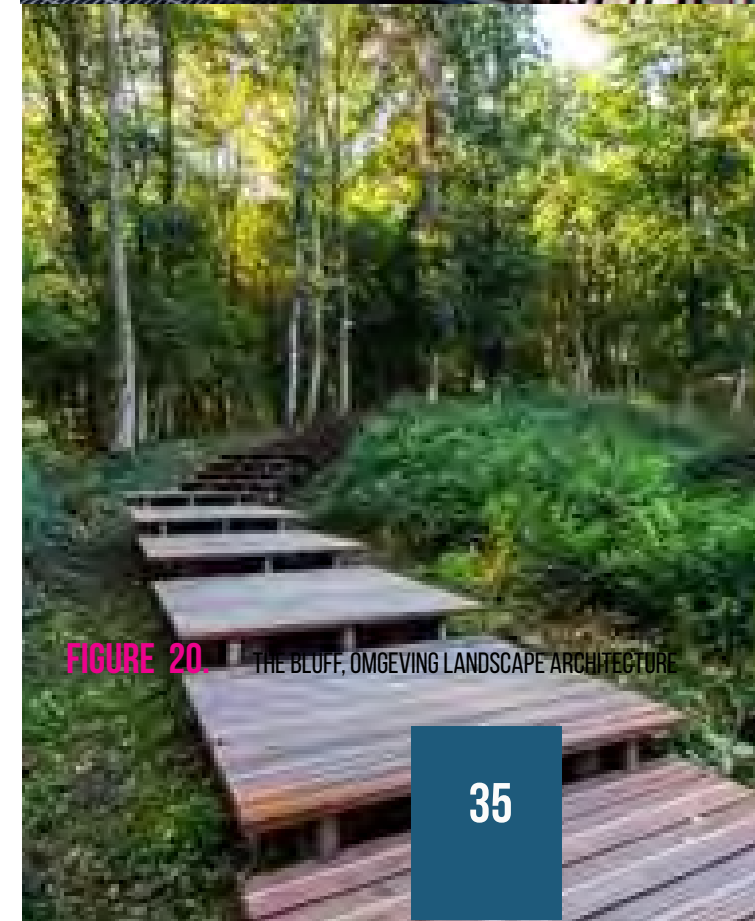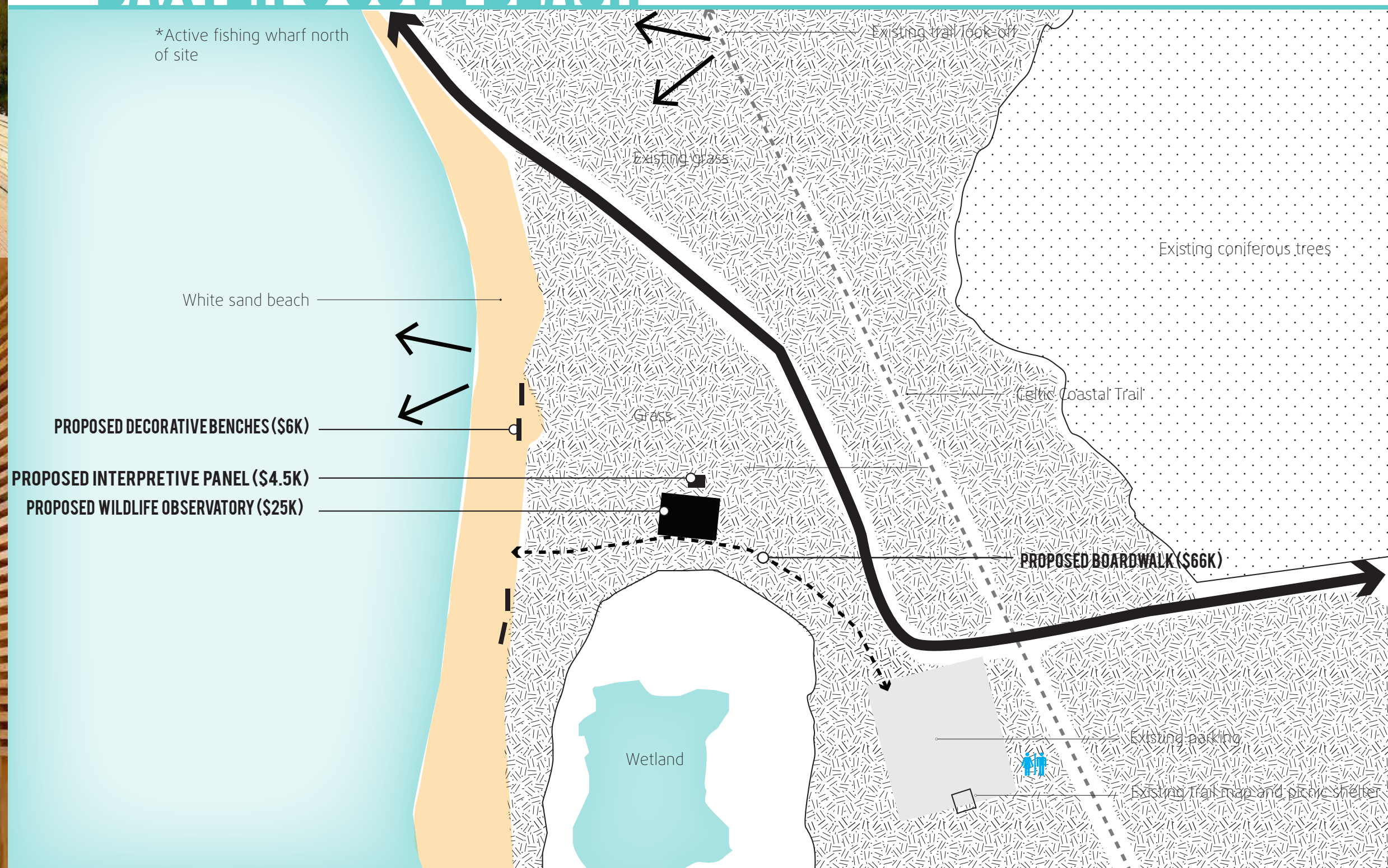
NOTES

» Access to Celtic Shores Coastal Trail

» New gravel road and parking lot

» Wildlife watch (Pilot whales, coastal birds and Bald Eagles)

» Protect existing wetland

» Opportunity to create a boardwalk and wildlife observatory adjacent to the wetland

» Swimming lessons are held here

» Benches are needed along the beach

BAXTER'S COVE HARBOUR

Sand and rock beach

PROPOSED SCULPTURE TO AMPLIFY THE SOUNDS OF THE FOREST ($25K)

Existing coniferous trees

Existing Celtic Coastal Trail

PROPOSED DECORATIVE BENCHES ($6K)

PROPOSED STEPS ($1.4K)

Existing parking

Existing shed

Harbour

NOTES

» Proposed sound sculpture to amplify the sounds of the forest
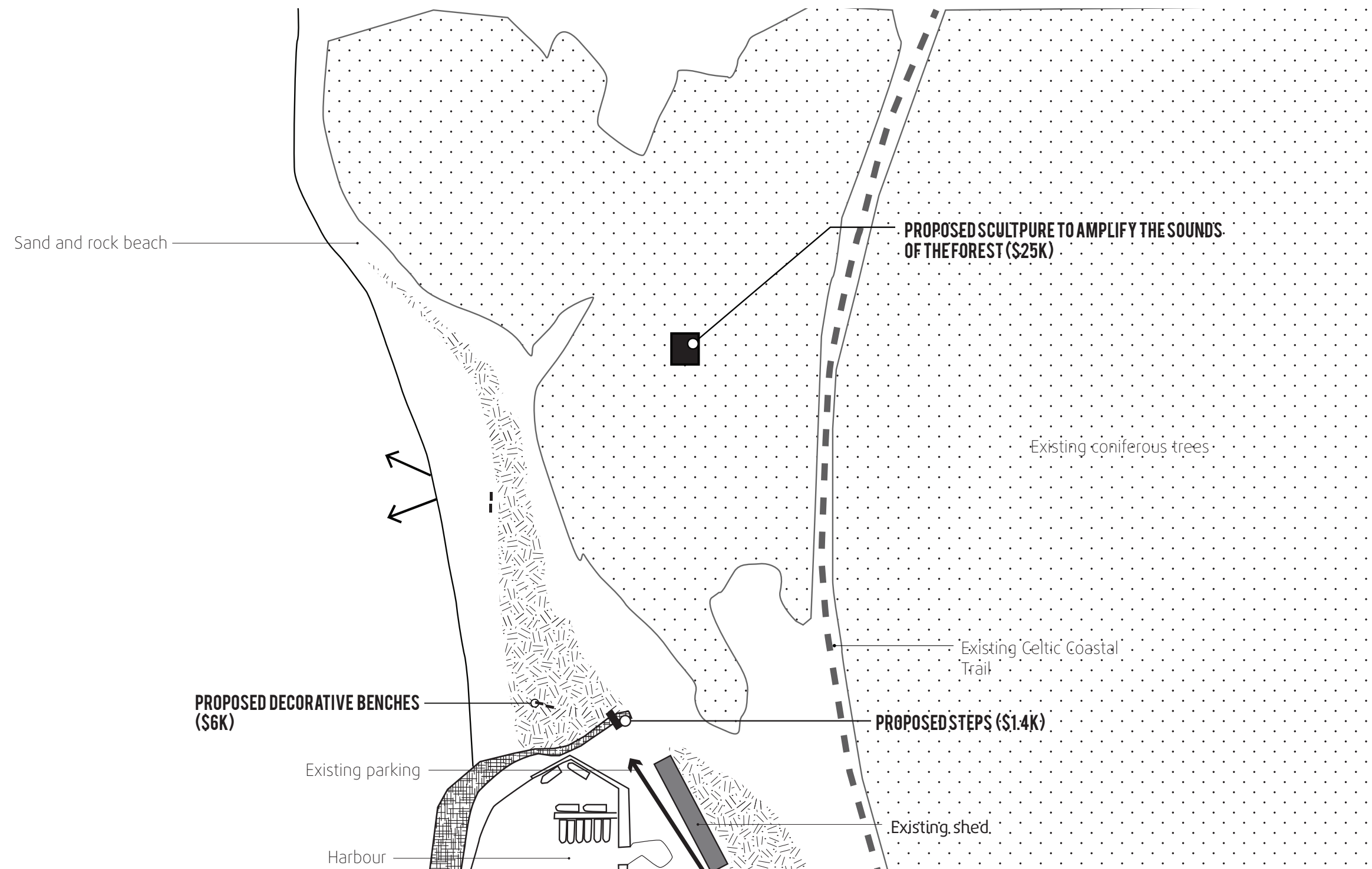
» Stories of ship wrecks

» History of canneries and factories

» Access to Celtic Shores Coastal Trail

PIG COVE

Existing Coniferous forest

PROPOSED WILDLIFE OBSERVATORY ($25K)

Existing parking area

PROPOSED WILDLIFE OBSERVATORY ($25K)

Existing parking

Existing ramp

PROPOSED HILL SEATING AREA ($36K)

PROPOSED VIEWING PLATFORM ($15K) *KEEP EXISTING MEMORIAL BENCH

Existing parking

Cliff edge
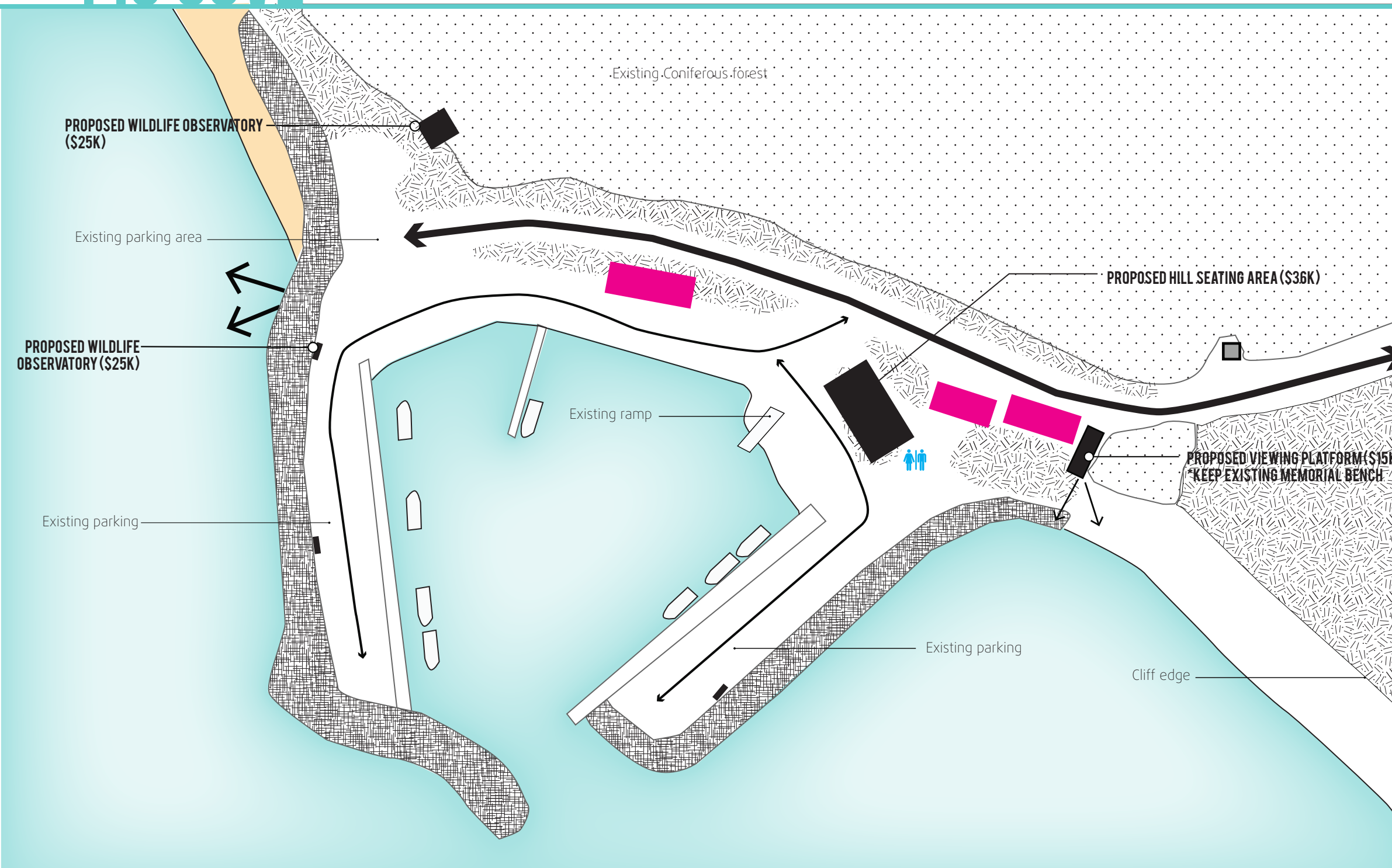
NOTES

» Commercial fishing harbour

» No beach area

» Opportunity to connect to the Celtic Coastal Trail (located north east to the site)

» Proposed wildlife observatory tucked away in the forest will provide opportunities to learn about species in the area

» The site is not ideal for swimming

» Story of where the name 'Pig Cove' came from could be shared with visitors

» Need seating areas on the site

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FIGURE 29. RESPONSIVE SURFACE STRUCTURE, STEFFEN REICHERT

FIGURE 30. NATURAL PLAYGROUND, LAKE PLACIDE, ADIRONDACK S.
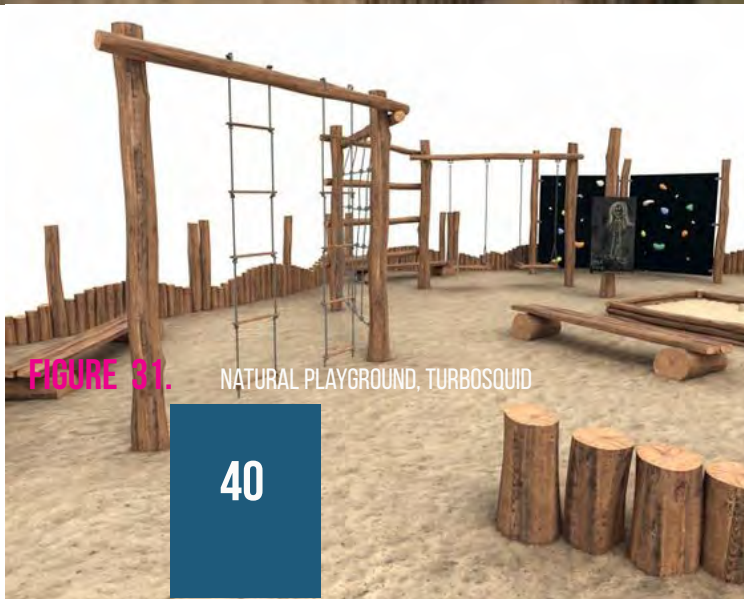
FIGURE 31. NATURAL PLAYGROUND, TURBOSQUID

ABANDON OLD DIRT ROAD

DECORATIVE SEATING (6K)

Existing Judique Flyer Trail

Fine sand beach

Existing Wetland

Existing Bridge
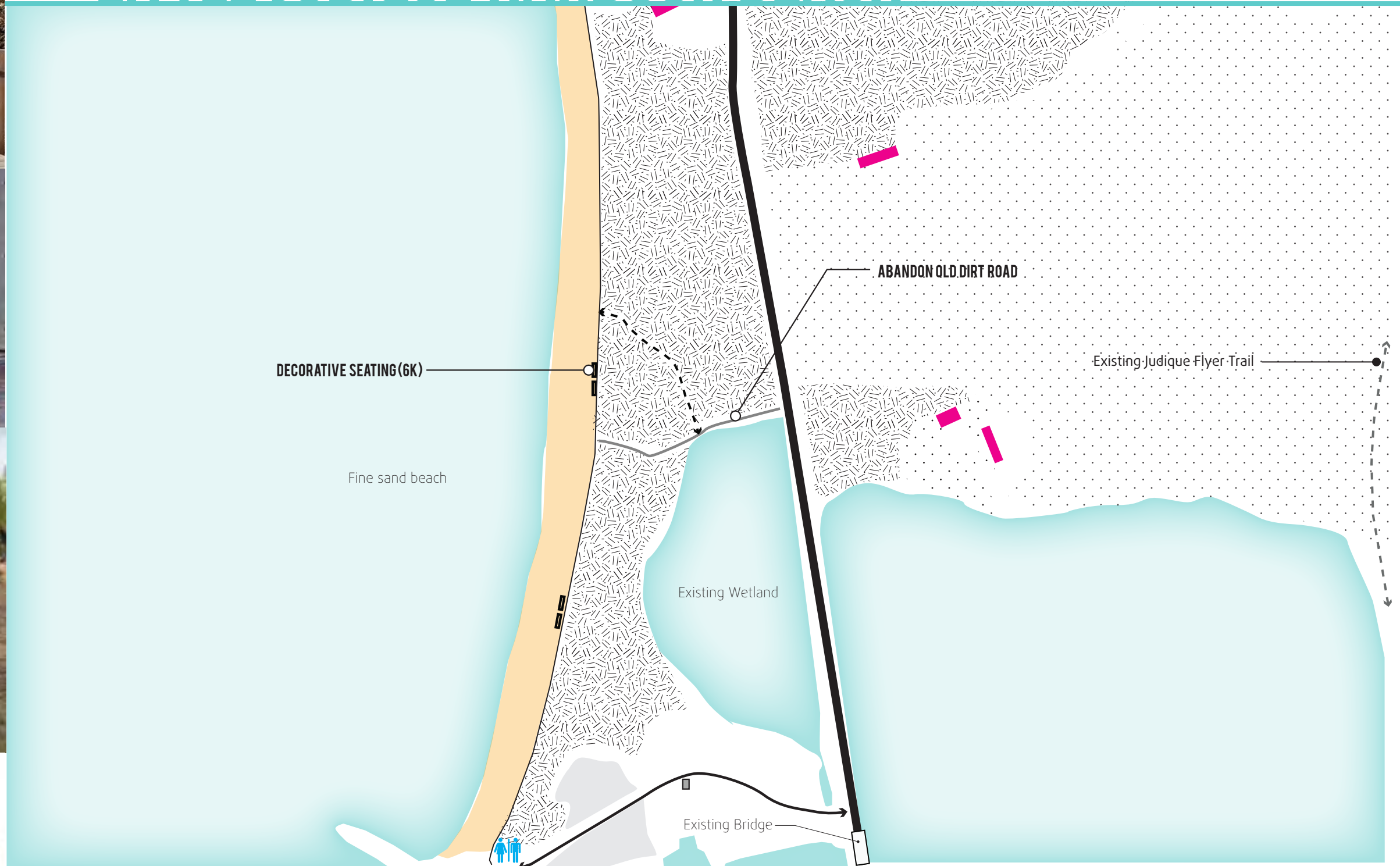
NOTES

» Two entrances to the beach (private dirt road and harbour)

» Abandon old dirt road entry

» Create a boardwalk that connects to the Celtic Shores Coastal Trail

» Protect existing wetland and ponds

» Create a natural playground for kids

» Seating is needed on the beach

» Potential for recreational boat rentals/tours

LITTLE JUDIQUE HARBOUR

Cars travel at high speeds along Shore Road
*Issue for visitors

Exisiting pond

PROPOSED PEDESTRIAN BRIDGE CROSSING ($40K)

Existing parking

Existing parking

Harbour working area

Existing shed

PROPOSED BOARDWALK

FLOATING VIEWING PLATFORM ($25K)

PROPOSED DECORATIVE SEATING

FIGURE 32. FLOATING VIEWING PLATFORM FOR CAMLEY STREET NATURE PARK, REGENT'S CANAL

FIGURE 33. GENERAL MAISTER PARK, BRISTOL LANDSCAPE ARCHITECTURE

FIGURE 34. SALTWATER COAST IN MELBOURNE'S SOUTH-WEST SUBURB OF POINT COOK

NOTES

» There is a boat launch for recreational boats

» Propose a pedestrian bridge crossing to create access to each side of the harbour

» Provide beach access in the south, below the harbour working area

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LAWRENCE'S BEACH

Existing cottages

Day Park Beach north of site

BOARDWALK NEEDS REPAIR

Existing dunes

PROPOSED SHELTER STRUCTURE ($21K) AND PICNIC TABLES

REPLACE SAND TRAIL WITH BOARDWALK ($112K)

Maintained lawns

PROPOSED ART BENCHES ($7.5K)

Protected fine sand beach

Frenchmen's Mine

NOTES

» The area is more protected than Day Park Beach

» No designated parking area

» Wildlife watch (Piping Plover)

» Opportunity to tell stories about mining in the area

» Dunes are eroding and sand is covering the boardwalks

» Access to adjacent cottages

» Limited access to site

» Parking area is on private land

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BOARDWALK BEACH, PORT HOOD

Existing Parking

Existing shelters and picnic tables

PROPOSED HORSE SHOE PITS & BEACH VOLLEYBALL

Abandon look-off

PLANNING THE DEVELOPMENT OF A NEW PATH (7K)

PROPOSED LOOK-OFF (15K)

Water pump

Existing toilets and change rooms

NATURALIZE AREA

Issues with dune erosion

Existing seating area

PROPOSED SEATING AREA (30K)

Abandon existing seating area

Existing Wetland

NOTES

» Abandoned coal mine site can be dangerous and an opportunity for interpretation.

» Dunes and beach are overtaking the existing boardwalks and parking areas

» Parking area could be expanded by removing the central island.

» Boardwalk could be looped to provide a better range of natural experiences

» Watchable Wildlife area on the wetland fringes (endangered Piping plover)

» Cranberry bog harvest in the fall

» Dune erosion is a problem

» Need to work with DNR and Provincial Parks

» Connect to the Celtic Shores Coastal Trails

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SUNSET BEACH

FIGURE 44. Courthouse Beach Design, Port Hood Conceptual Development Plan, Ekistics, 2014

- ● Interpretive Panels
- ● Community Maps
- ● Wayfinding
- ● Gateway Sign

NOTES

» Refer to Courthouse Beach, Port Hood Conceptual Plan, 2014

» Public access has been improved to the beach

» Formal boardwalk

» New kiosks

» On-site parking uses portions of private and public land, at the corner where Court Street & Water Street meet, will improve the identification of access, and reinforces the formal entrance

» Sensitivity of the dunes needs to be noted (introduce light impact paths)

» The new addition of public fire pits along the beach create additional recreational opportunities

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MURPHY'S POND BEACH

NOTES

» Boardwalks and kayaks on Murphys pond

» Relocate tourist road behind admin building so there are no conflict with fishermen

» Develop picnic tables and shelters near the breakwater

» Dramatic cliff look-off with view to the island.

» Connect beach at port to other beaches

» Commercial kiosks or ice cream stand?

» Nature trails through woods

» History of fishing, active ports, formation of the island and tombolo beaches
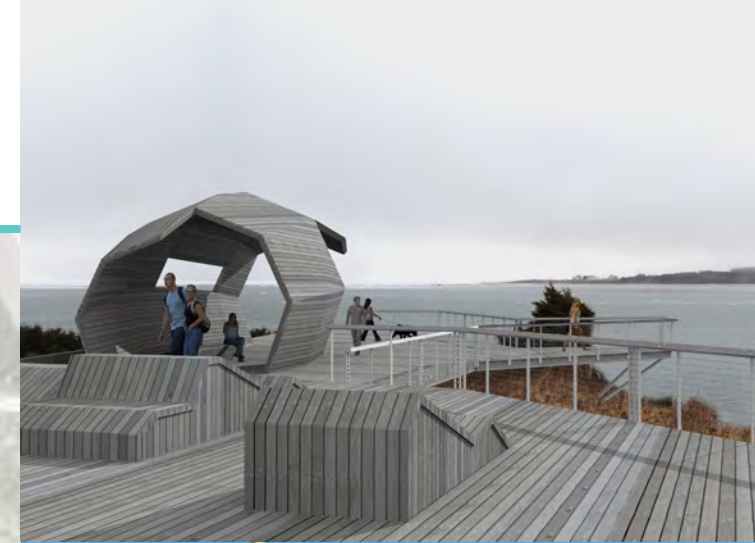
45
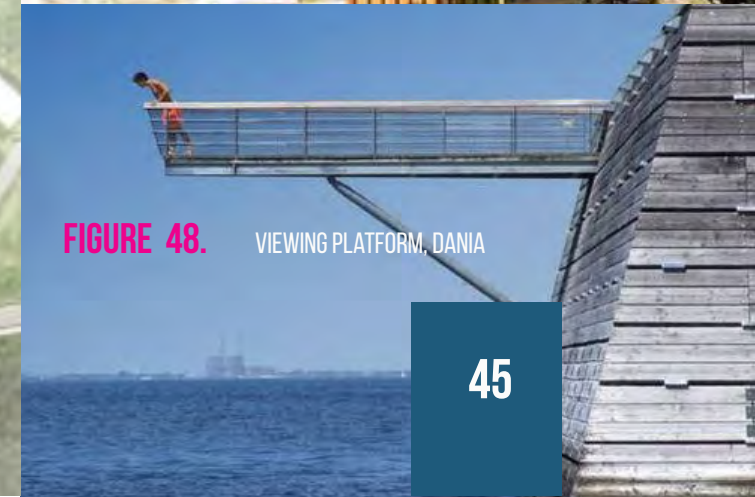
MURPHY'S POND BEACH

FIGURE 49. WATERFRONT BY STEFANO SANTAMBROGIO, ITALY

MURPHY'S POND

PROPOSED PICNIC TABLES

Fine sand beach

Existing rocks

PROPOSED DECORATIVE BENCHES ($3K)

PROPOSED BOARDWALK TO COURTHOUSE BEACH

Main Street
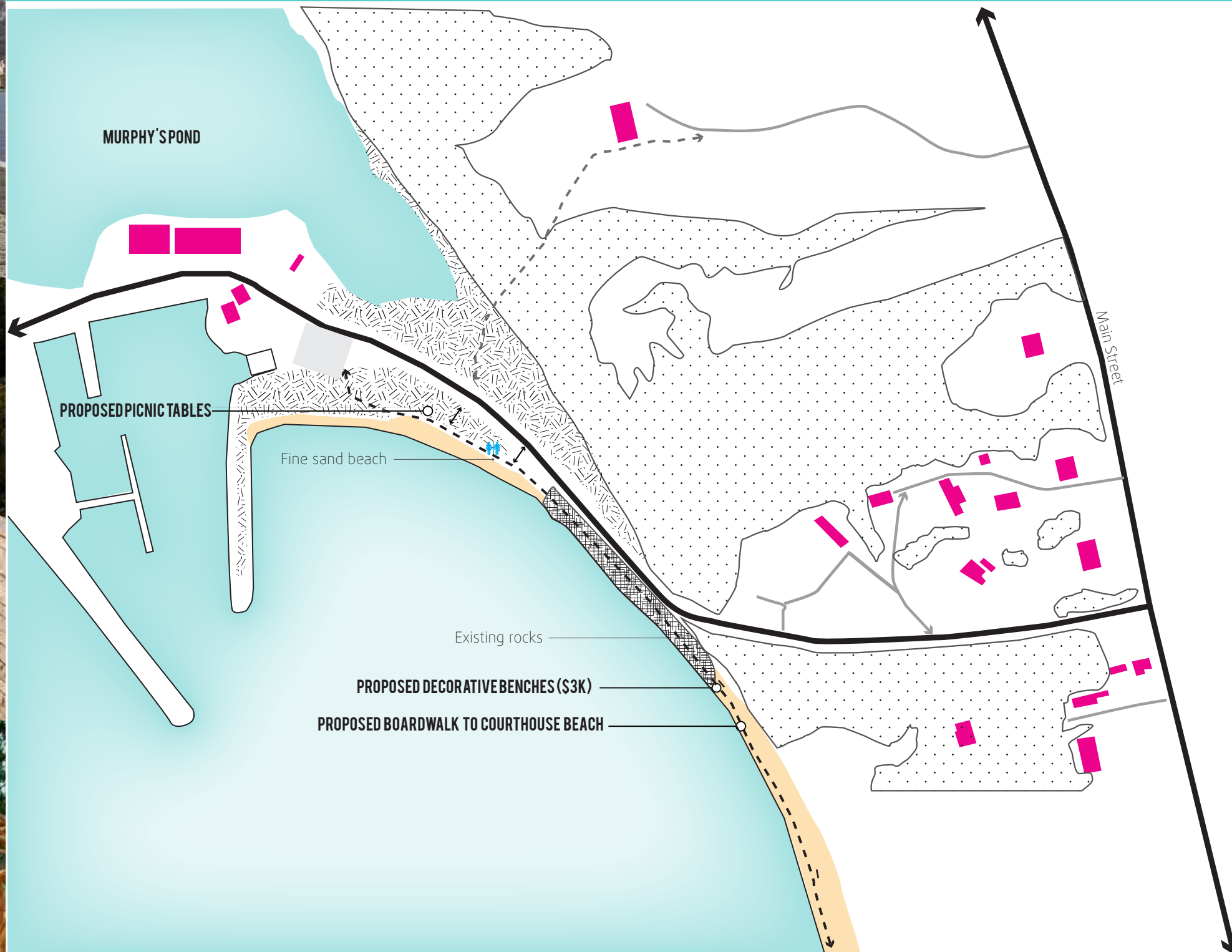
NOTES

» Develop the beach area

» Known for beautiful sunsets

» There is an opportunity to link sites along the coast via a boardwalk

» Access to downtown shops

WEST MABOU BEACH

Mabou Harbour

Exposed and windy area
Fine sand beach

PROPOSED LOOKOFF ($15K)
PROPOSED DECORATIVE BENCHES & PICNIC
TABLES NEAR LOOKOFF

Two existing toilets
Access to hiking trails
Existing interpretive panels and signage

Existing parking lot
Existing Johny Bans Pond

Existing coniferous forest

ATTRACTION MARKER

NOTES

» Need to improve amenities

» West Mabou Beach is very popular

» Known for beautiful sunsets

» West Mabou Trails can be accessed on site

» Oyster farms are located on site

» Provincially owned property

» Existing 20 min/week maintenance schedule

» Create a rising station area

MABOU MARINA

PROPOSED SELECTIVE THINNING OF TREES TO RESTORE HISTORIC VIEW OF THE WHITE CHAPEL ($15K)

Deciduous trees

PROPOSED BOARDWALK

PROPOSED VIEWING PLATFORM

Existing parking

PROPOSED HILLSIDE SEATING AREA

Highway Route 19

Existing memorial gazebo

Existing floating docks and boat tour launch site

Access to the Celtic Shore Coastal Trail
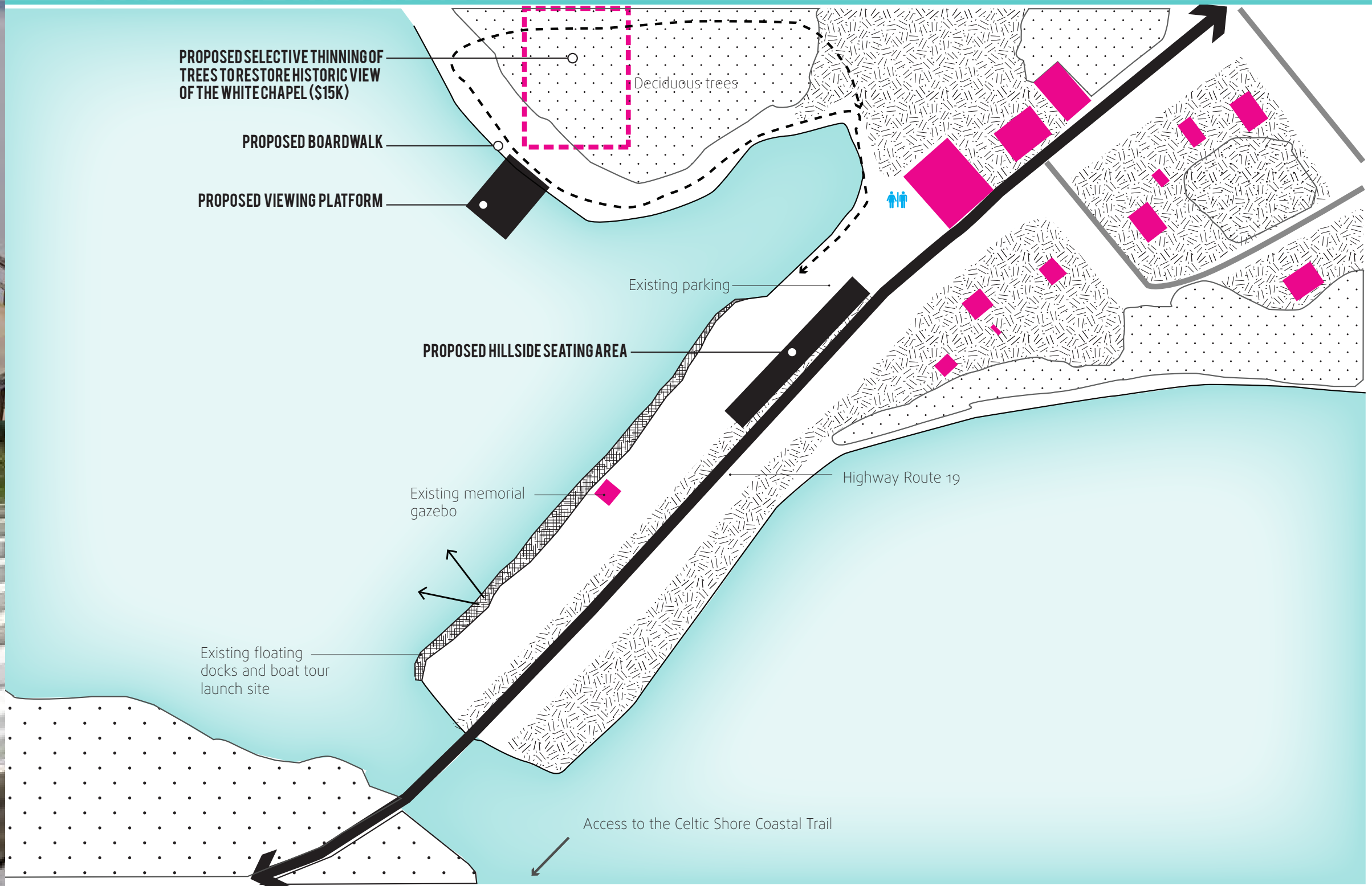
NOTES

» Commercial fishing harbour

» No beach area

» Opportunity to connect to the Celtic Shores Coastal Trail

» Open area, visible from all directions

» Create more seating areas

» Thinning of trees could re-establish views of the historic white chapel

MABOU HARBOUR

PAVE EXISTING DIRT ROAD

Existing coniferous trees

Existing gear shed

PROPOSED TRAIL

Existing granite walls

PROPOSED LOOK-OFF ($15K)

Existing lighthouse
PROPOSED TOURIST ACCESS

Existing parking lot

Existing ramp

Narrow and shallow channel

Grass area
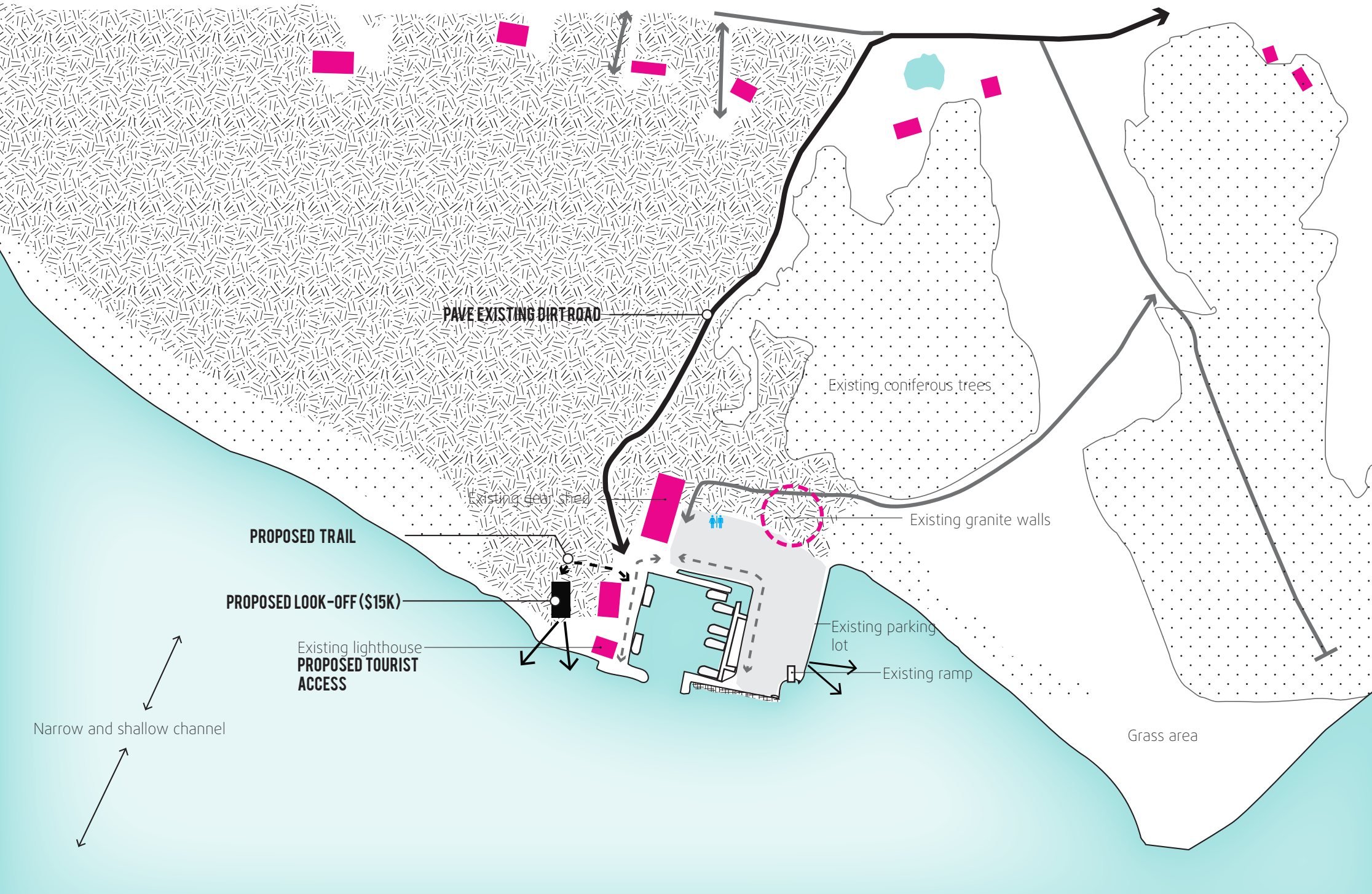
NOTES

» Narrow channel continually fills with silt (dredging is needed)

» This is the location for the annual boat parade

» Lighthouse is an important landmark

» Working fishing wharf

» Potential for a look-off point

» Create a designated tourist area

» Open the lighthouse to visitors

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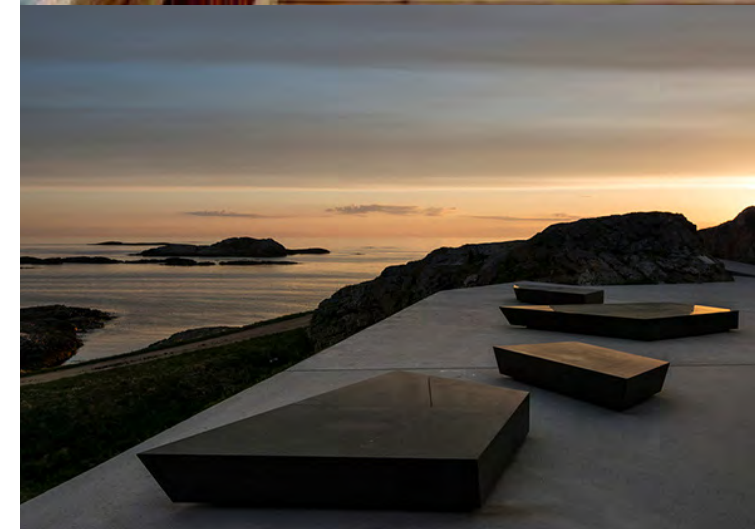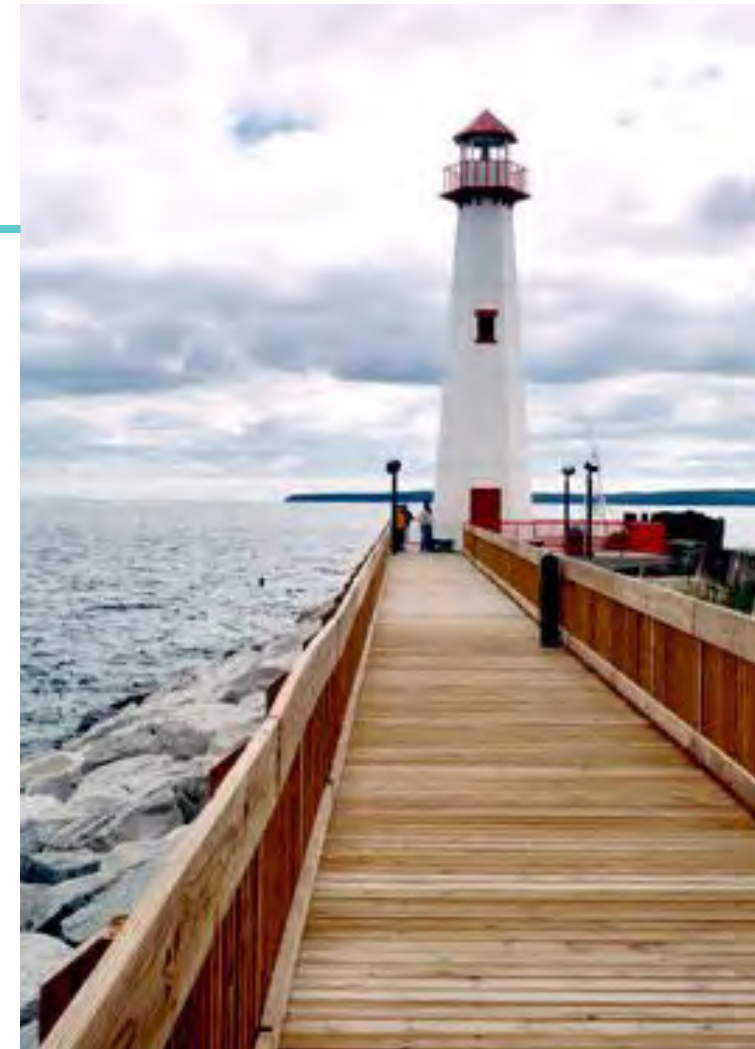
MABOU COAL MINES

Macdonalds Glen

PROPOSED MINING SHAFT LOOK-OFF ($15K) WITH DECORATIVE BENCHES ($4.5K)

PROPOSED BOARDWALK TO PLATFORM ($36K)

PROPOSED PARKING ($250K)

Coniferous trees

Road needs maintenance
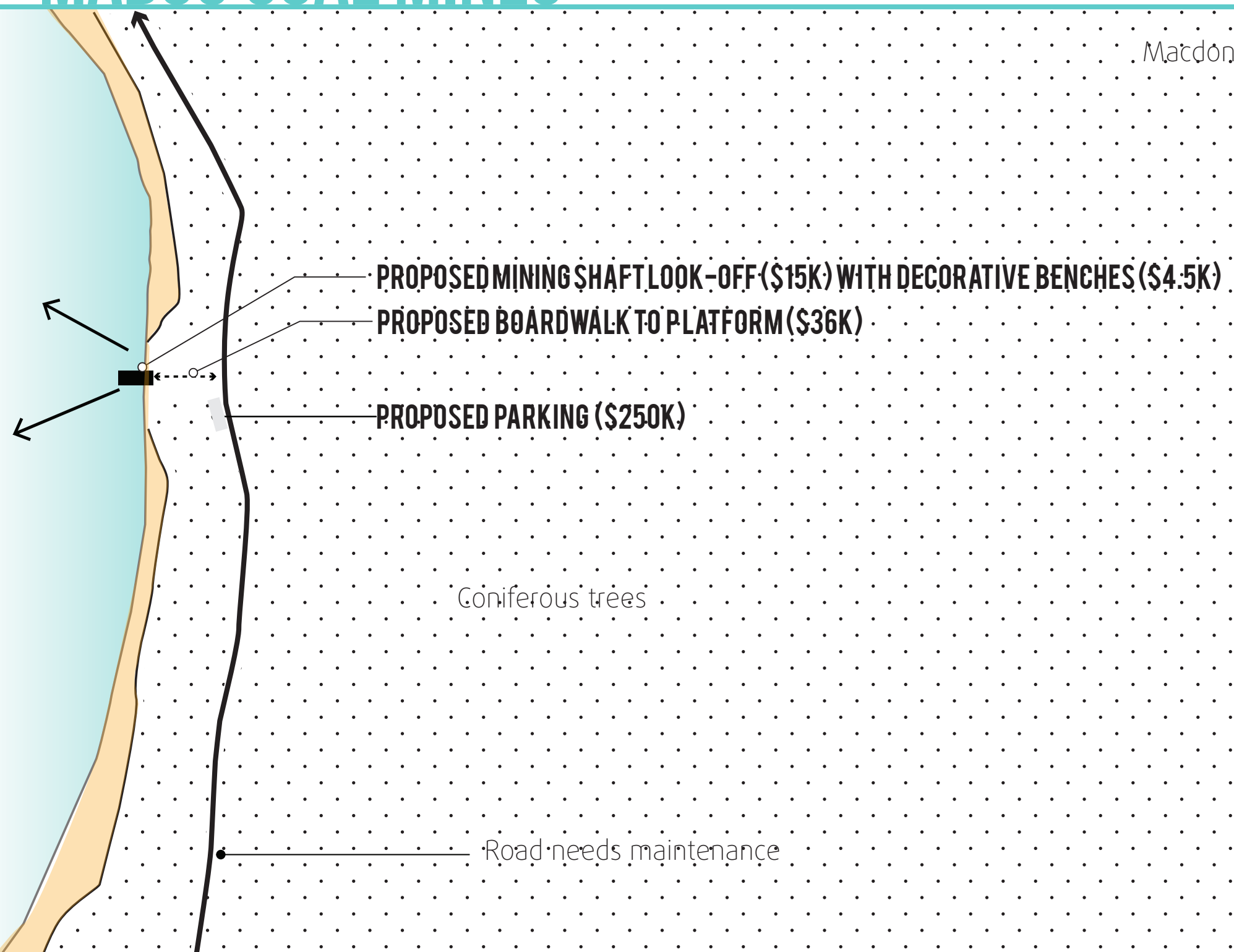
NOTES

» History of coal mining

» Potential viewing platform could be inspired by

» Develop bike trail

» Cape Mabou trail head needs signage

» Views out to the open ocean

» Quiet and secluded
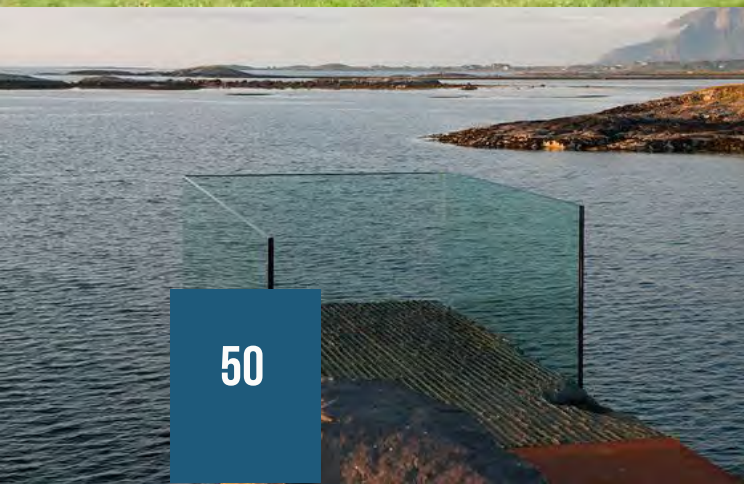
FINLAY POINT
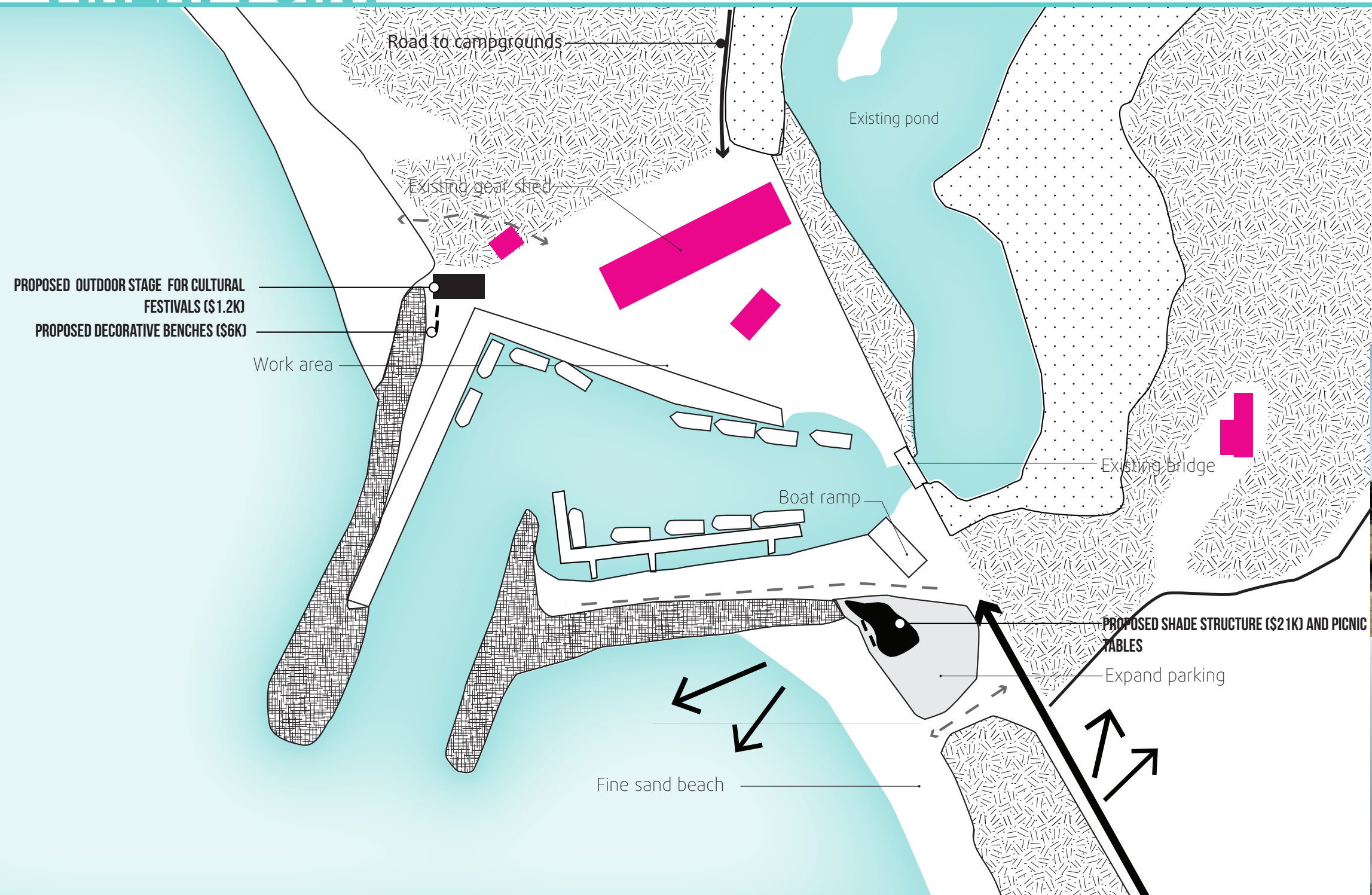
Road to campgrounds

Existing pond

Existing gear shed

PROPOSED OUTDOOR STAGE FOR CULTURAL FESTIVALS ($1.2K)

PROPOSED DECORATIVE BENCHES ($6K)

Work area

Existing bridge

Boat ramp

PROPOSED SHADE STRUCTURE ($21K) AND PICNIC TABLES

Expand parking

Fine sand beach
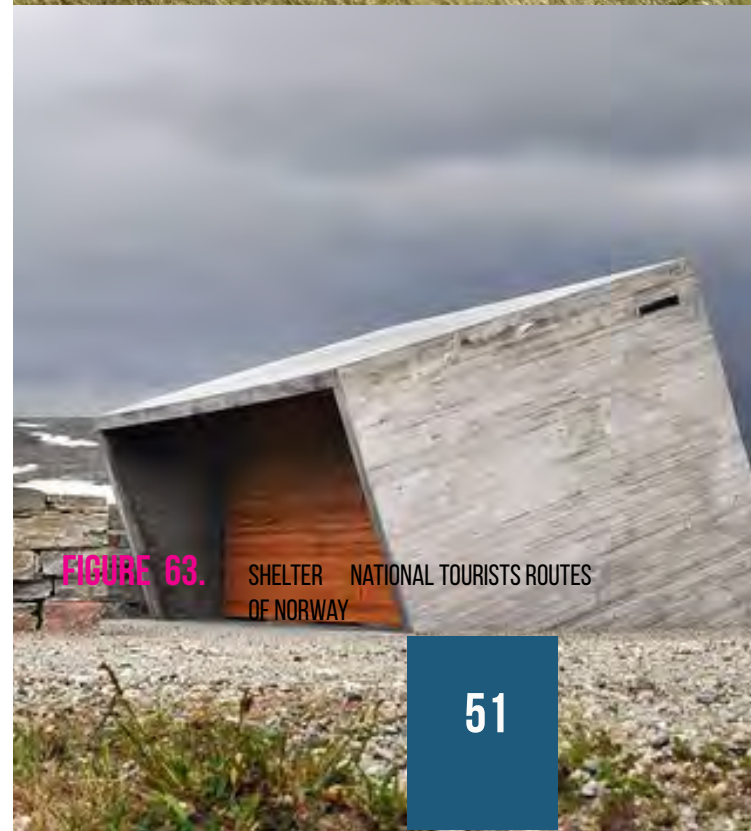
NOTES

» History of coal mines could be told

» The site is located at a distance from Route 19 (signage is crucial)

» No drinking water access (the existing well is located on private land)

» The road and land surrounding the harbour (including the beach) is privately owned

» The proposed outdoor stage can support the annual ceilidh on the wharf

» Shade structure is needed near the beach

» Proximity to Cape Mabou Highlands Trails

INVERNESS HARBOUR

SHELTER STRUCTURE ($21K)
Existing Gear Sheds
ART SEATING ($10K)
Existing Stairs
Existing cairne

PROPOSED PARKING LOOP ($6K)
EXISTING CANTEEN AND WASHROOMS NEEDS REPAIR ($20K)
STAIRS ($6K)

Existing boardwalk
Existing parking
DROP-OFF LOOP ($12K)

Boat Ramp

Parking

Existing boardwalk

Active harbour

NEW BOARDWALK ($280.5K)

Fine sand beach

Dunes

PROPOSED PLATFORM LOOKOFF ($15K)

FIGURE 57. MICROCOSTAS, GUALLART ARCHITECTS

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NOTES

» Existing gear sheds and canteen are in need of repair

» Improve parking with drop off area

» Create a new beach shelter

» Improve parking area

» New stairs needed

» Look-off near pond entrance

» Road improvements for parking.

» Extend Boardwalk

» Viewing platform for golf and coastline

» Bike racks are needed

» Create Interpretive signage for the sensitive dune ecosystem

INVERNESS BEACH

**PROPOSED NEW VIEWING PLATFORM AT THE END OF BOARDWALK ($21K)

Fine sand beach

NEW BOARDWALK ($#K)

Existing boardwalk (ends here)

STAIRS TO THE BEACH ($2.8K)

DECORATIVE BENCHES ($9K)

Cabot Links Golf Course

Central Ave

PROPOSED BOARDWALK

SHELTER STRUCTURE

Existing Parking lot

DROP-OFF LOOP

Existing gear sheds

Inverness Miner's Museum

NOTES

» Coal mine site

» Dune erosion is a problem

» Sand has buried seating areas and sections of boardwalk

» Access to Cabot Links golf course

» Access to Inverness Miner's Museum and shops downtown

» Need steps to the beach

ekistics plan+design
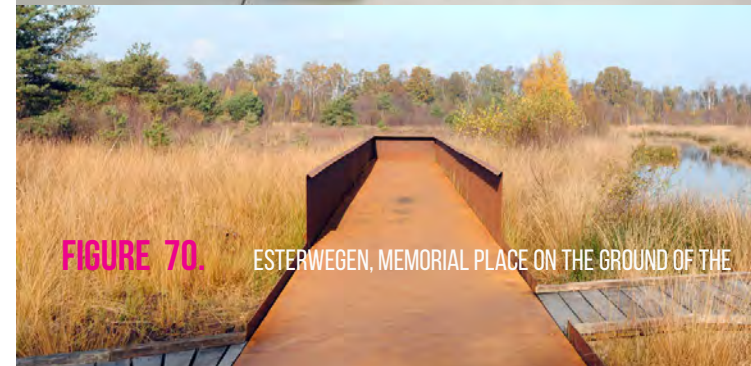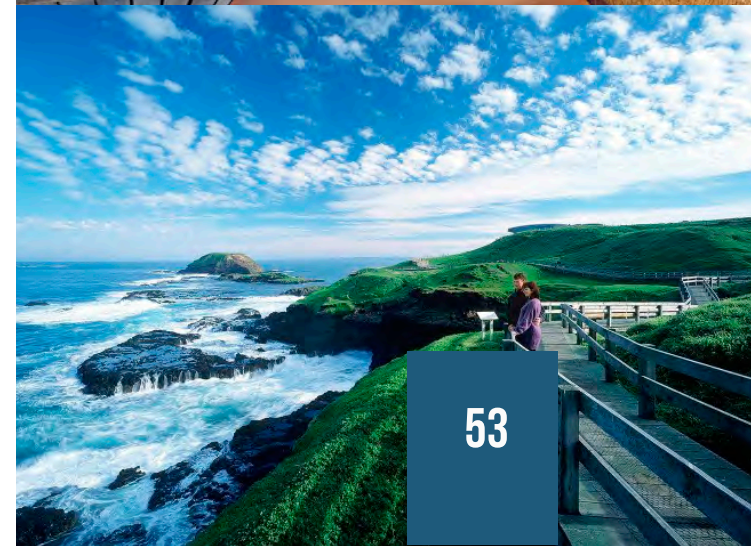
MARBLE MOUNTAIN BEACH

FIGURE 72. ORNESVINGEN VIEWING PLATFORM, HIGH ABOVE GEIRANGERFJORD IN NORWAY.
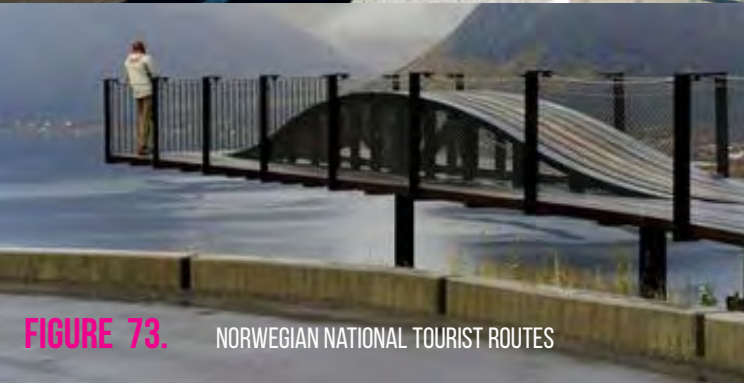
FIGURE 73. NORWEGIAN NATIONAL TOURIST ROUTES

FIGURE 74. URBAN REEF, VANCOUVER, CANADA
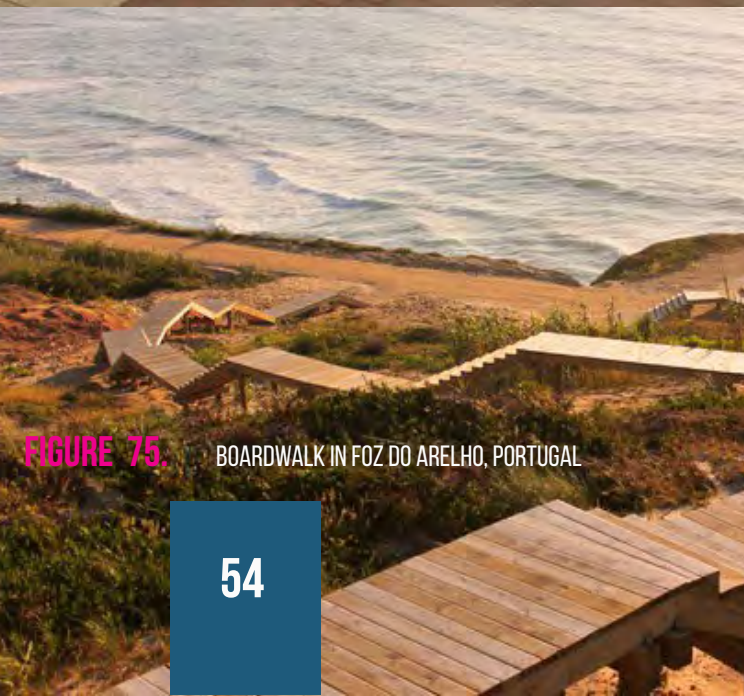
FIGURE 75. BOARDWALK IN FOZ DO ARELHO, PORTUGAL

Existing coniferous trees

Marble mountain road

PROPOSED LOOK-OFF ($15K)

PROPOSED DECORATIVE SEATING

PROPOSED INTERPRETIVE SIGNAGE

PROPOSED STAIRS TO BEACH

Existing old mining shafts

Existing white sand beach

NOTES

» Known for spectacular views of the Bras d'Or Lakes

» Develop access to the beach

» There needs to be more seating opportunities on the look-off

» Create access to the beach (create stairs)

» Interpretive panels could provide information on the remnant mining shafts on site

» The site is located at a distance from the Canada's Musical Coast route

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CHIMNEY CORNER

Cliff edge

Rocky area

Secluded fine sand beach

Margaree Island vista

Existing coniferous trees

PROPOSED BOARDWALK
PROPOSED ART BENCHES ($6K)

PROPOSED PICNIC/SEATING AREA ($15K)

Existing dunes

Existing coniferous trees
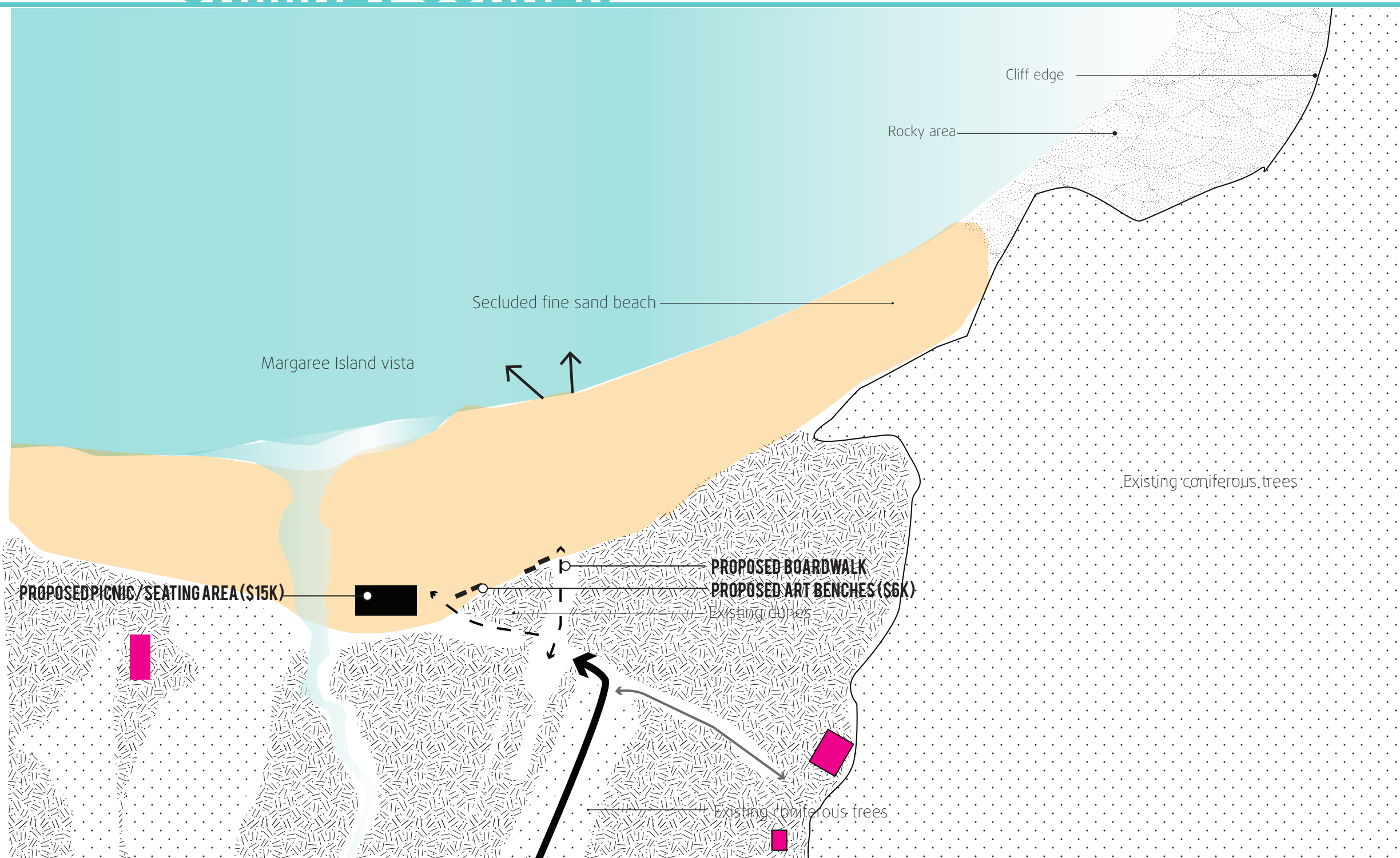
NOTES

» History of the coal mines could be shared with visitors

» Opportunity for Kayak rentals

» The beach is privately owned

» Jelly fish

» Margaree Island Vista

» Known for beautiful sunsets

» Great area for snorkeling

» Private Land

FIGURE 77. GARDEN OF GIANTS, MUTABILIS LANDSCAPE ARCHITECTURE

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WHALE COVE

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WHALE COVE

PROPOSED VIEWING PLATFORM ($15K) AND SEATING AREA ($15K)

Existing stairs

Cliff edge

DECORATIVE BENCHES ($9K)

EXPAND EXISTING PULLOFF ($15K)

Existing cemetary

COTTAGES

PROPOSED PARKING ($#K)

Existing coniferous trees
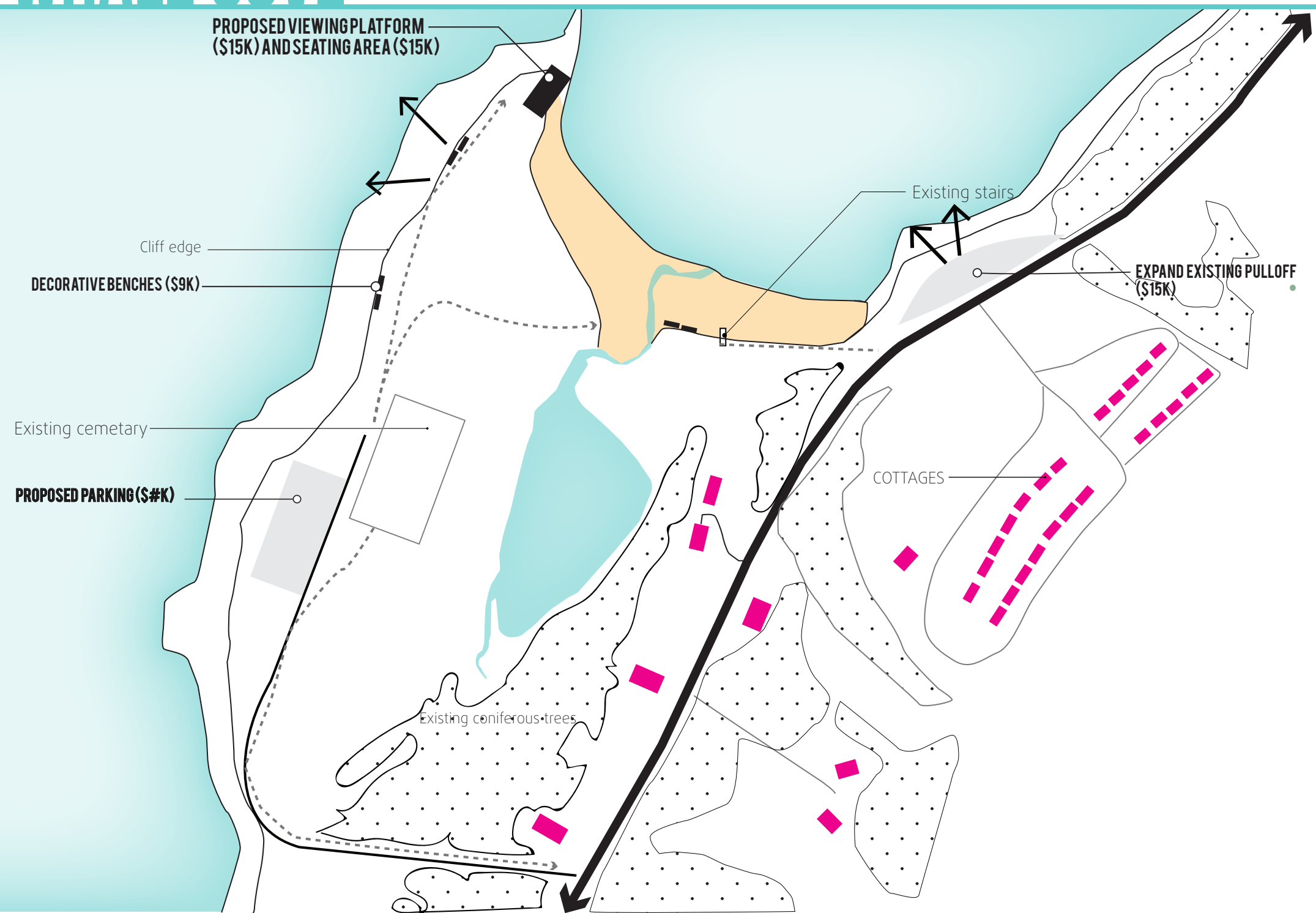
NOTES

- » Parking is a problem
- » Access to hiking
- » Blueberry picking in the summer
- » Established beach volleyball area
- » Known for the beautiful views
- » Cottages are nearby could be used by visitors
- » Potential for viewing platform
- » Need seating on the hill top
- » Private land

FIGURE 78. BONDI TO BRONTE COAST WALK

FIGURE 79. PORT BOTANY LOOKOUT, AUSTRALIA

FIGURE 80. WMBSTUDIO BEACH MICROPARK LONDON, ENGLAND

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MARGAREE HARBOUR BEACH

Fine sand beach

PROPOSED SEATING STRUCTURES

PROPOSED GRAVEL PARKING LOT

Existing sand dunes

EXISTING CONIFEROUS TREES

PROPOSED DECORATIVE ART BENCHES

PROPOSED STEPS

PROPOSED PEDESTRIAN BRIDGE (40K)

Existing pond
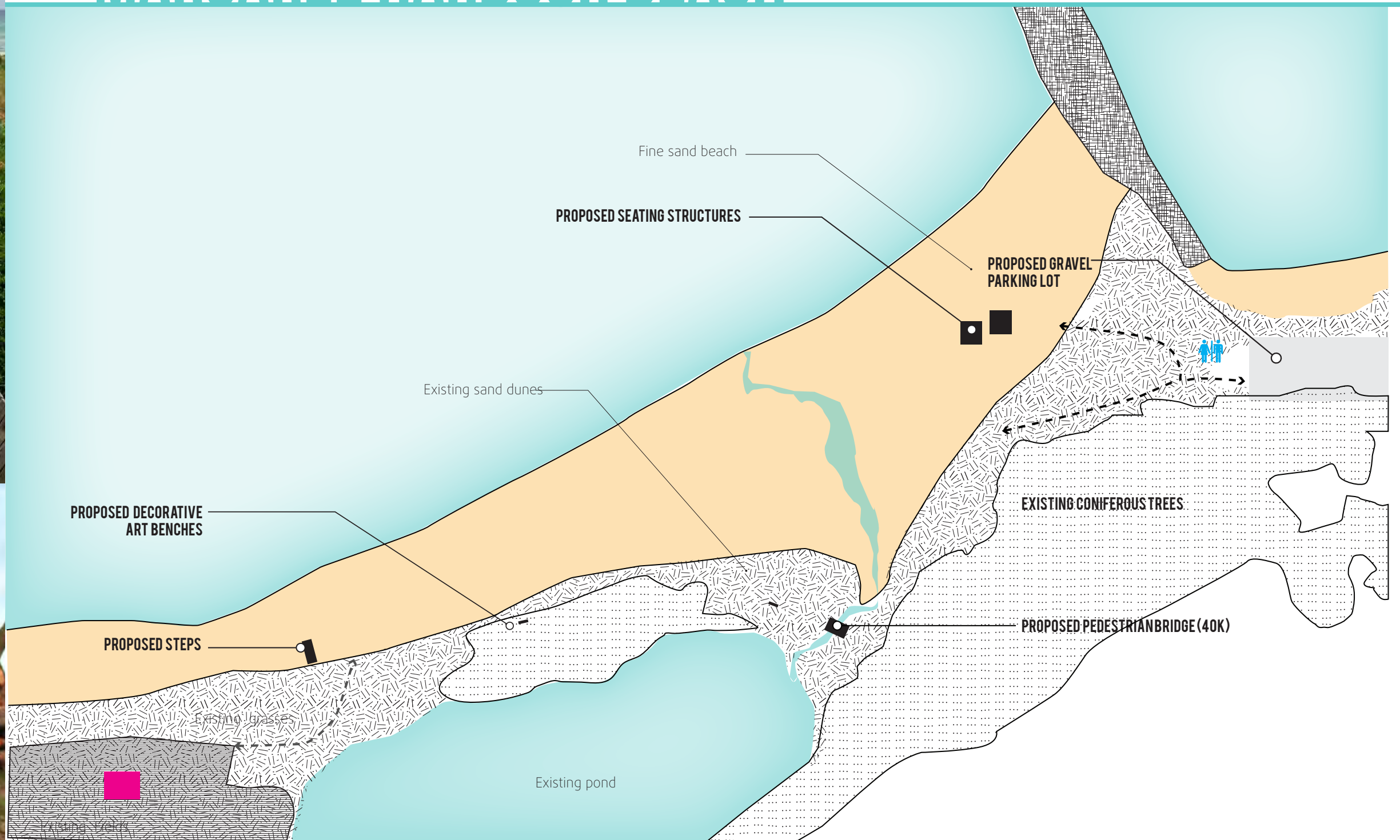
NOTES

» Deep channel in beach (need to build a pedestrian foot bridge)

» Area is known to have riptides and undertows

» Known for beautiful sunsets

» Great place to take photographs

» History of the fishing village and small port

» There is access to the Margaree River for kayaking

» Boat tours to Margaree island

» Larchwood business nearby

» Opportunity for artwork that reflects the industrial history and rural lifestyle of Margaree Harbour

MARGAREE HARBOUR

PROPOSED BOARDWALK TO BELLE COTE BEACH

EXISTING MARGAREE HARBOUR MANAGER'S OFFICE

PROPOSED BOARDWALK SEATING AREA

OPPORTUNITY FOR FOOD TRUCKS

PROPOSED VISITOR PARKING AREA

Existing gravel parking lot

Existing gear shed

PROPOSED VIEWING PLATFROM

Existing seagall nesting ground

NOTES

» Commercial fishing harbour

» Lobster pound across the road

» Proposed viewing platform could provide views of "Margaree Monster"

» The seagull nesting ground is noisy

» Potential for a viewing platform

» Establish a visitor area

» Potential area for food trucks and markets

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BELLE COTE BEACH

Existing Lobster Pound Bistro

Existing parking lot

Existing Island sunset restaurant

Beach Cove Ln

PROPOSED DECORATIVE BENCHES ALONG THE BOARDWALK ($9K)

Grass

PROPOSED SEATING AREA ($15K)

PROPOSED BOARDWALK ($330K)
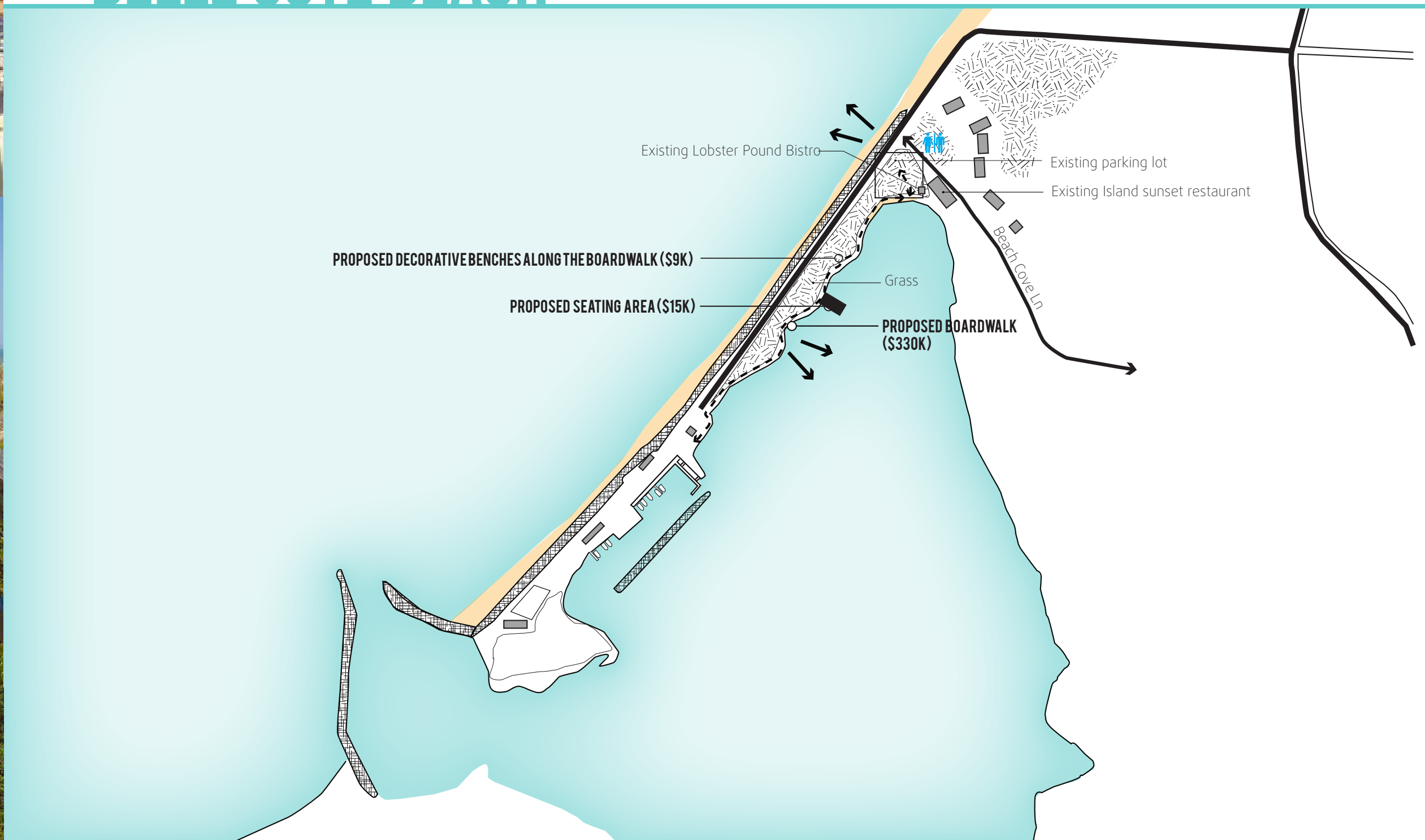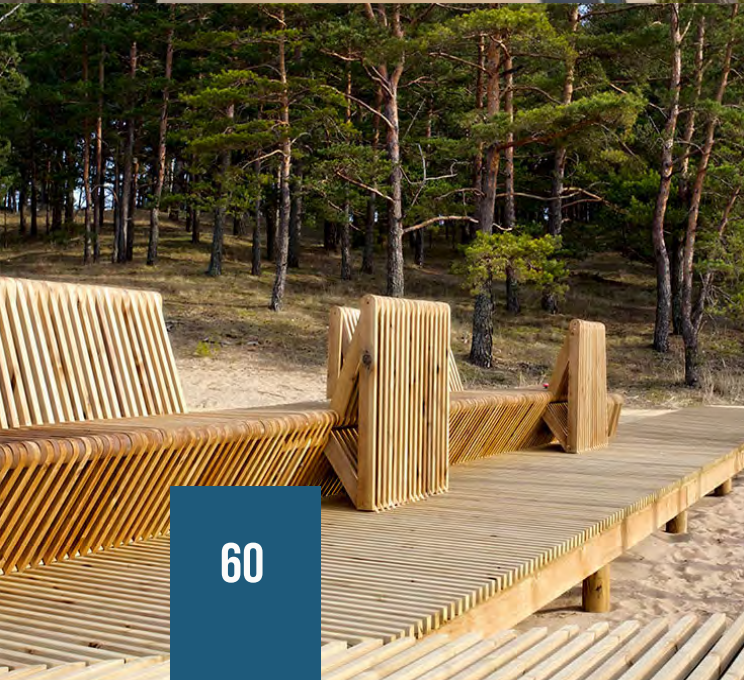
NOTES

- » Dangerous undertows and riptides
- » Create better access to the beach
- » Area known for great sunsets
- » There is access to an outdoor bistro, restaurant, and accommodation
- » Create a boardwalk that travels along the water
- » Develop visitor friendly areas
- » Seating is needed along the water (potential for decorative/artistic seating designs)

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GRAND ETANG

Abandon existing parking

PROPOSED CAFE WITH SUNSET VIEW ($15K)

Existing the Centre de la Mi-Carême

PROPOSED VIEWING PLATFORM ($15K)
PROPOSED STAIRS ($1.8K)
Existing Ice cream shack

PROPOSED COASTAL SHELTER ($21K)
AND PICNIC AREA

PROPOSED ROAD RELOCATION

ECO-TRAIL WITH
INTERPRETIVE PANELS ($8X4K)

PROPOSED FENCE FOR SAFETY

PROPOSED OUTDOOR STAGE ($20K)

PROPOSED DECORATIVE BENCHES ($4.5K)

PROPOSED SCARECROW GARDEN ($8K)

Existing interpretive sign

Existing visitor parking

PROPOSED GULF MARINE CENTRE LOCATION

Existing Golf Area Marine Station Cooperative

Working Harbour
*Busy and congested during the summer months

FIGURE 89 VIEWING PLATFORM, KOKNESE, LATVIA

NOTES

» Viewing platform on roof of La Mi-Careme Centre or near beach

» Stories of rural fishing life and Acadian culture can be told

» Picnic shelter from high winds

» Wind turbine interpretation

» Additional retail kiosks

» outdoor stage for events

» Existing ice cream shack on site and access to a Co-op grocery store located on the adjacent property

» Access to Gulf Marine Centre (Gulf Aquarium and Marine Station Cooperative)

» Proposed outdoor stage to support music events

» Community gardens are a learning opportunity for children and adults alike

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GRAND ETANG BEACH

Existing fields

Beach access

PROPOSED STEPS TO BEACH ($2K)

Existing parking lot

Existing rocks

Existing boat ramp

**PROPOSED DECORATIVE SEATING
STRUCTURE ($15K) AND PICNIC TABLES**

La Mi-Carême Centre

» Potential seating platform for visitors
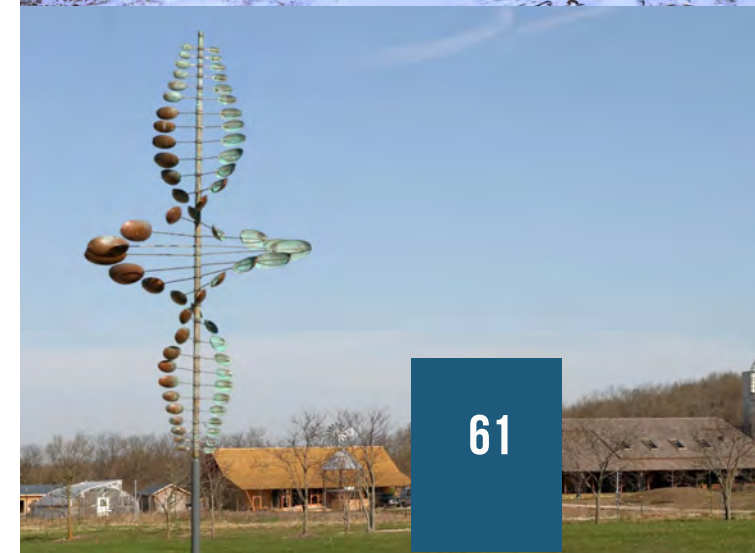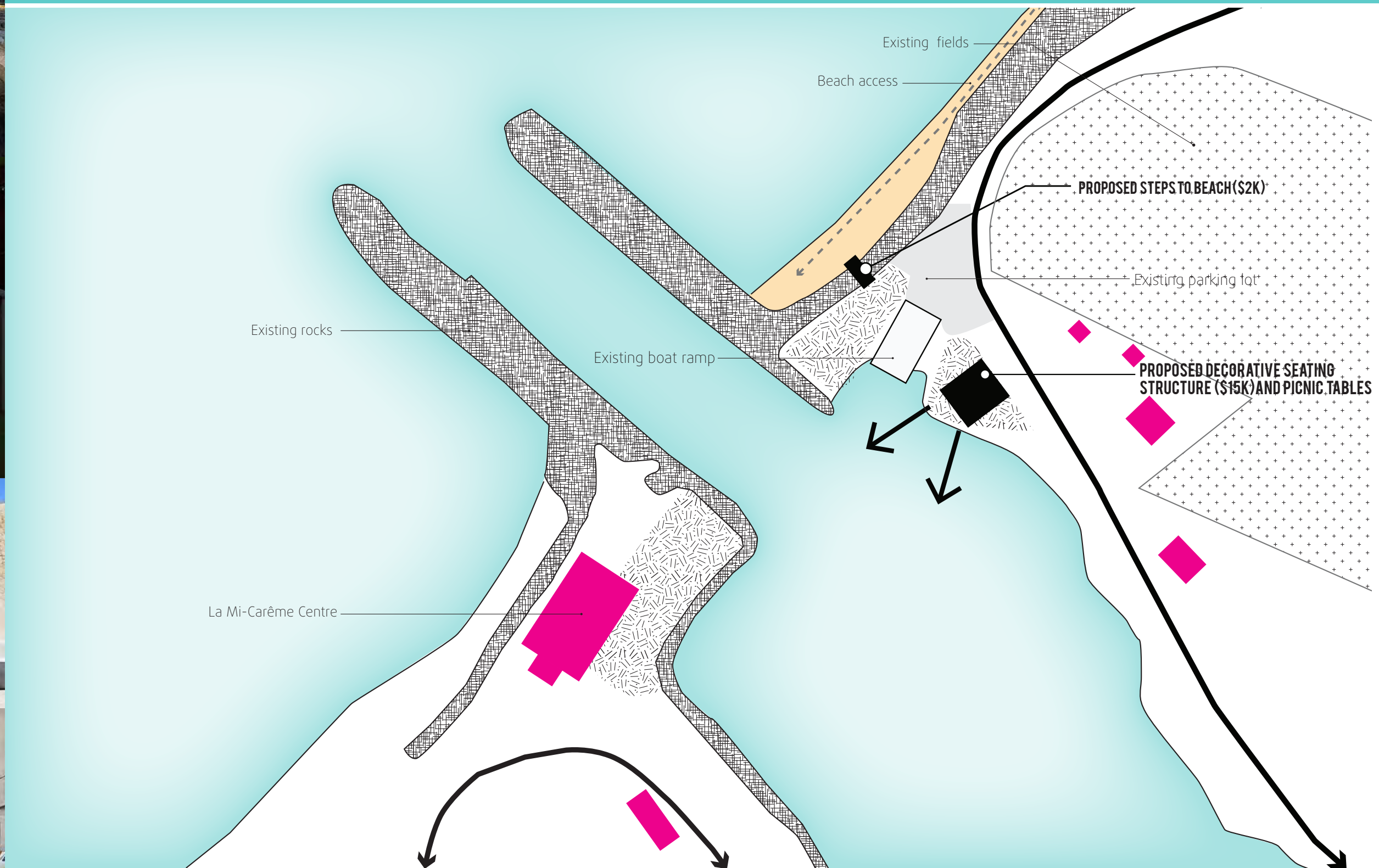
NOTES

» Need to create access to the beach (stairs)

» Views of the **Mi-Carême Centre**

PLAGE ST-PIERRE BEACH

Existing camp sites and RV park

Existing tennis courts

Existing sign for Plage St. Pierre Beach and campsite

Existing mini golf park
Existing sports field

VISITOR'S CENTRE AND CANTEEN AND WASHROOMS

Existing parking

Existing playground

PROPOSED BOARDWALK LOOP ($36K)

Existing foot bridge

PROPOSED DECORATIVE BENCHES

Existing boardwalk

Existing waste receptacles

Fine sand beach

SITE SIGNAGE AT TRAIL ENTRY POINTS & DIRECTIONS TO CAMPGROUNDS

NOTES

» Visibility issues during the summer months (parking is a problem along the side of the road/causeway)

» Existing private campsites and RV park

» Trails through the forest could be improved and more intentional (directional signage is needed)

» The existing playground could be enhanced

» Beautiful views to Cheticamp

CHETICAMP ISLAND

Proposed coastal trail

Rocky shore

Existing gear sheds

ATV trails

PAVE BEACH PARKING LOT

Wharf is under construction

PROPOSED PICNIC PLATFORM ($15K)

Fine sand beach
Shallow, warm waters

Existing dirt parking lot

Grass and low-lying shrubs

Rocks

POTENTIAL AREA FOR A RESTAURANT OR CAFE

PROPOSED DECORATIVE BENCHES

**ALTER EXISTING ATV TRACK
INTO A COASTAL TRAIL SYSTEM**

PROPOSED LOOKOFF ($15K)
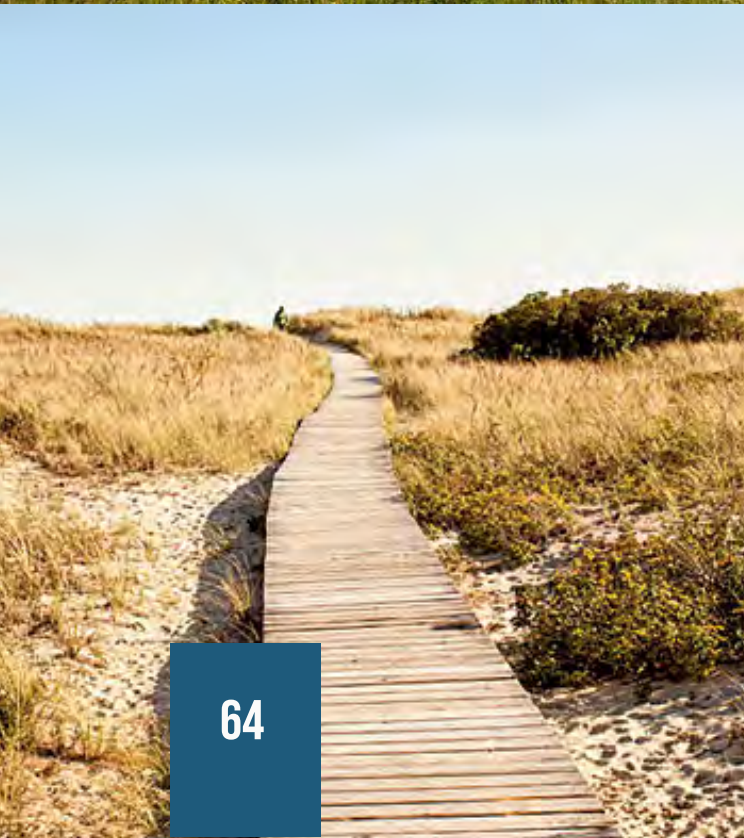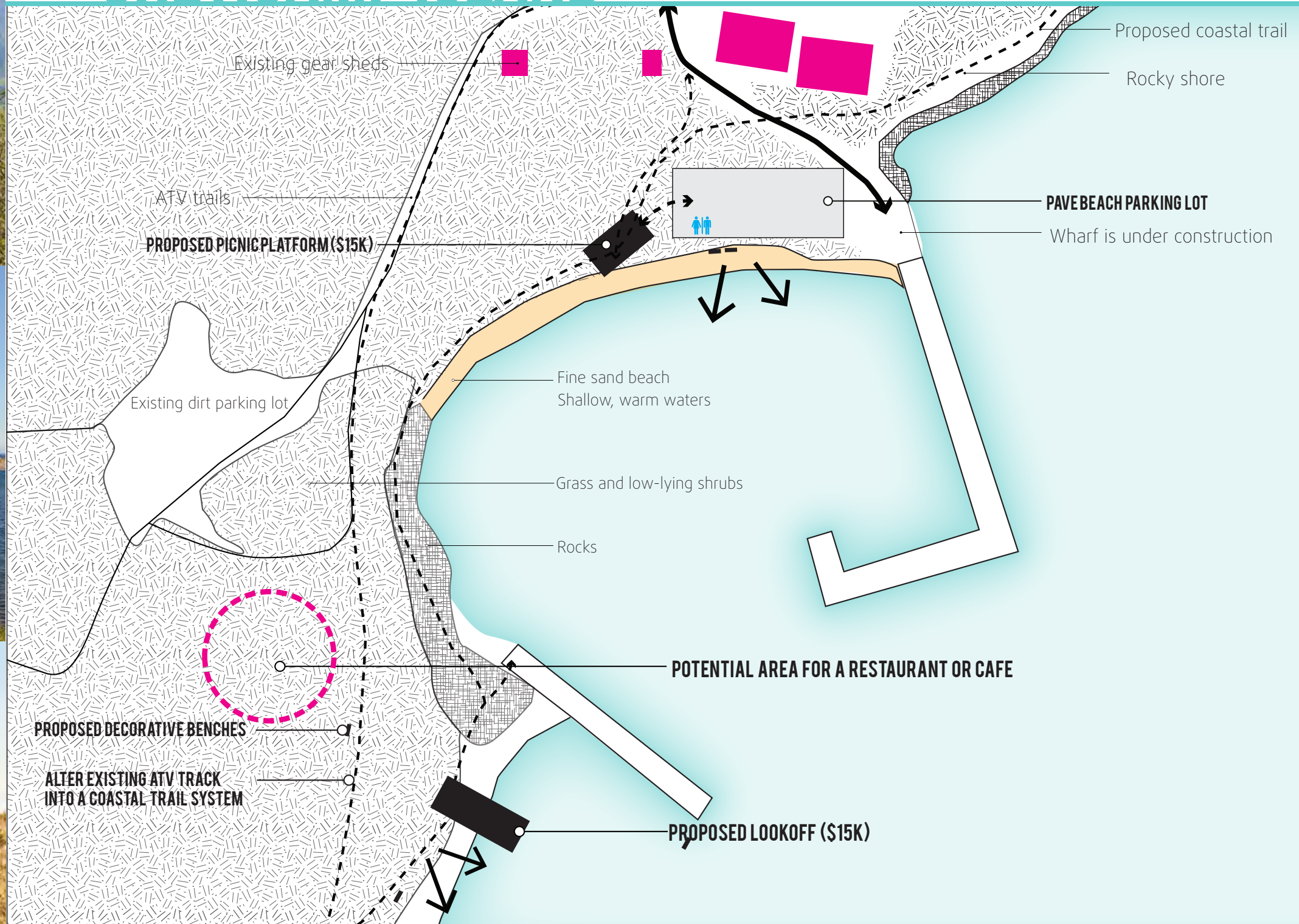
NOTES

- » Need to develop a parking system
- » The wharf is not well used

- » Top of Mountain Road, by the towers, could be a potential look-off
- » Propose a coastal trail system
- » Potential look-off out to Cheticamp

- » Restaurant or cafe would be located on the hill overlooking the harbour

CHETICAMP WHARF

PROPOSED PLATFORM LOOKOFF ($15K)

Existing rocks

PROPOSED BOARDWALK ($99K)

Adjacent parking lot

PROPOSED DECORATIVE BENCHES ($9K)

Calixte Poirier Road

Existing parking lot

PROPOSED HARBOUR SEATING/ STEPS TO THE WATER

SAIL BOAT SEAT FOR CHILDREN

Fiset Road
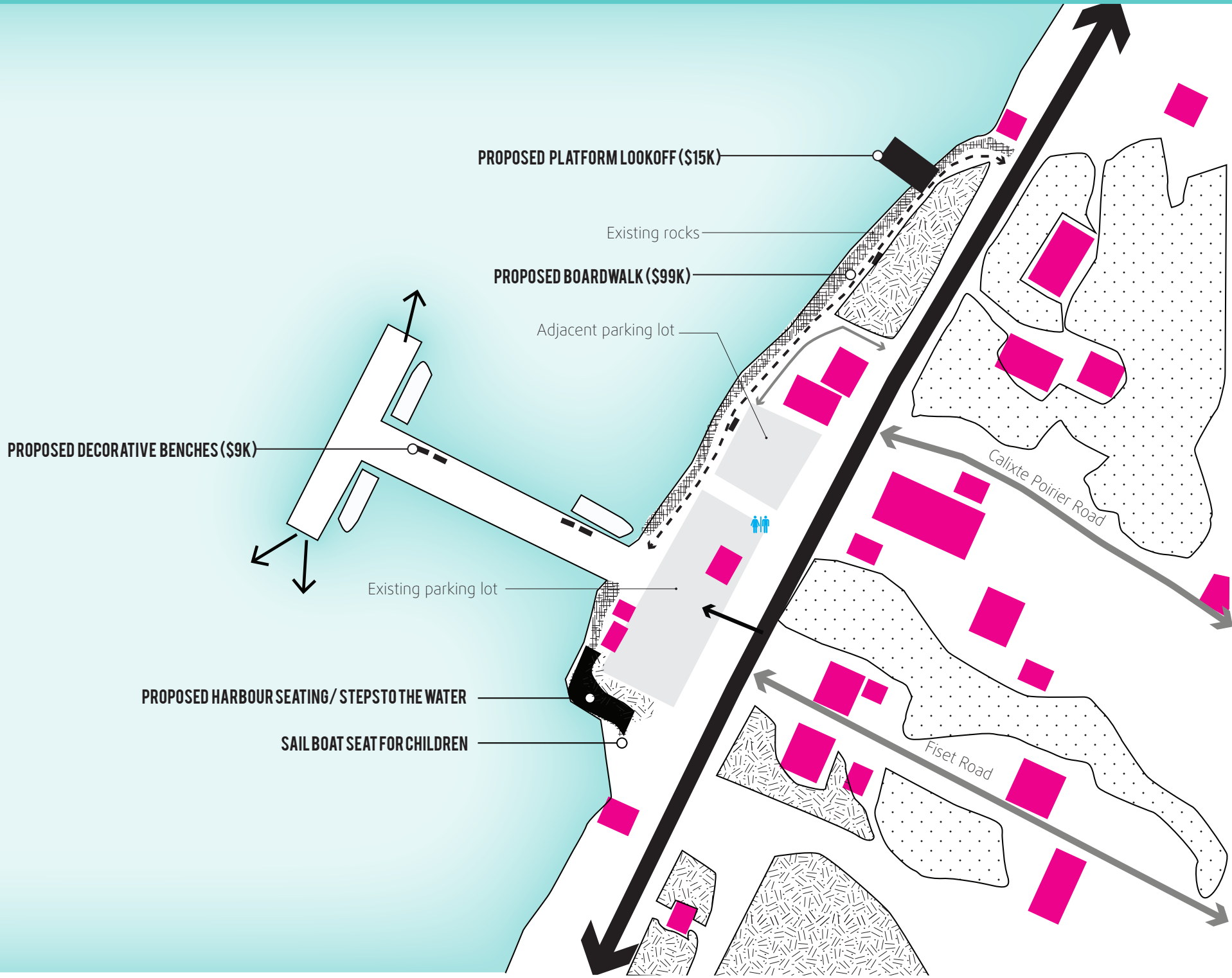
NOTES

» Bilingual community (signage should have both French and English)

» Quai Matthieu is used as a gathering space

» Farmers market is located nearby

» Gypsum Mine Trail is located across the street

» Harbouring seating is needed

» Develop tourist areas in site

» Views of Cheticamp island

» Access to downtown stores

CHETICAMP

PROPOSED PAVILION ($90K)

PROPOSED PLATFORM LOOKOFF ($15K)

PROPERTY OWNED BY THE HARBOUR AUTHORITY
*PROPOSED AREA FOR POP-UP FISH MARKET
AND FOOD TRUCKS

Existing parking

Existing Harbour Authority Office

Rocks

Existing asphalt parking

PROPOSED BOARDWALK
OPPORTUNITY TO MAKE A CONNECTION TO EXISTING BOARDWALK
(QUAI MATHIEU)

New Wharf

Existing zodiac tour area

Laurie Way

Roach Road

Legion Road

Bichoure Road

Quai Mathieu

FIGURE 107. FISH MARKET IN MARSEILLE, FRANCE

NOTES

»   Problems with eroding coastline

»   Cruise ships can dock on the new arm of the harbour and the fishermen can dock on the sheltered side

»   May to August are the busiest months (create an adjacent location for tourism during this time period)

»   Adjacent area could be used for an outdoor fish market

»   There is commercial whale watching

»   Access to downtown stores

»   Not an ideal site for swimming

»   Access to Quai Mathieu (consider connecting boardwalks)

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PETIT ETANG

PROPOSED SEATING AREA

Rocky/sand beach

PROPOSED DECORATIVE BENCHES

VIEW OF CABOT TRAIL AND MOUNTAINS

PROPOSED GRAVEL PARKING LOT

Cheticamp River

PROPOSED PICNIC SHELTER ($15K)

OPPORTUNITY FOR A FLOATING DOCK

PROPOSED BOARDWALK

Bourgeois Rd.

Etang a Johnny a Eusebe Lake

NOTES

» One of the best views of the Cabot Trail

» Quiet, calm and serene area

» Great swimming area

» Lobster boils

» Parking is an issue (limited and congested in the summer)

» Freshwater on one side and salt water on the other side

» Campers from the National Park use the beach

» Known for beautiful sunsets

» Well used by the locals

FIGURE 108. VISITORS TO THIS INSTALLATION IN NORTHERN DENMARK BY GERMAN ARTIST THILO FRANK ARE INVITED TO WALK THROUGH A CONTORTED LOOP OF TIMBER WHILE LISTENING TO THE SOUNDS OF THEIR VOICES AND FOOTSTEPS PLAYED BACK TO THEM

FIGURE 109. PERREUX RIVER BANKS, BASE LANDSCAPE
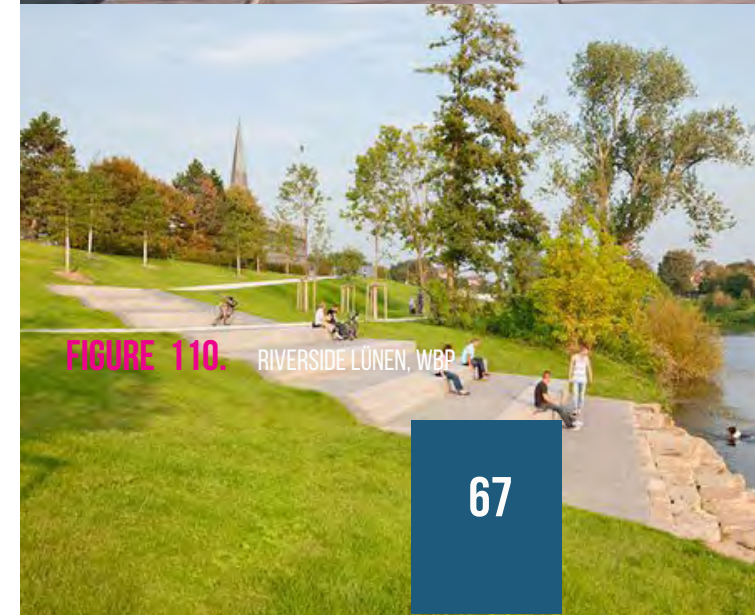
FIGURE 110. RIVERSIDE LÜNEN, WBP

FIGURE 111. OBSERVATION PLATFORM BY JAVIER MERA, JORGE

FIGURE 114. INSPIRATION FOR HILL TOP SEATING. TOWN HALL SQUARE.

PLEASANT BAY BEACH

Existing ball field

Existing trail

PROPOSED HILL TOP SEATING AREA

Existing look-off point

PROPOSED VIEWING PLATFORM ($15K)

Existing gravel parking lot

Pleasant Bay Harbour

Existing Mid Trail Motel

Existing Whale Interpretive Centre

Cabot Trail Road.

Existing Coniferous forest
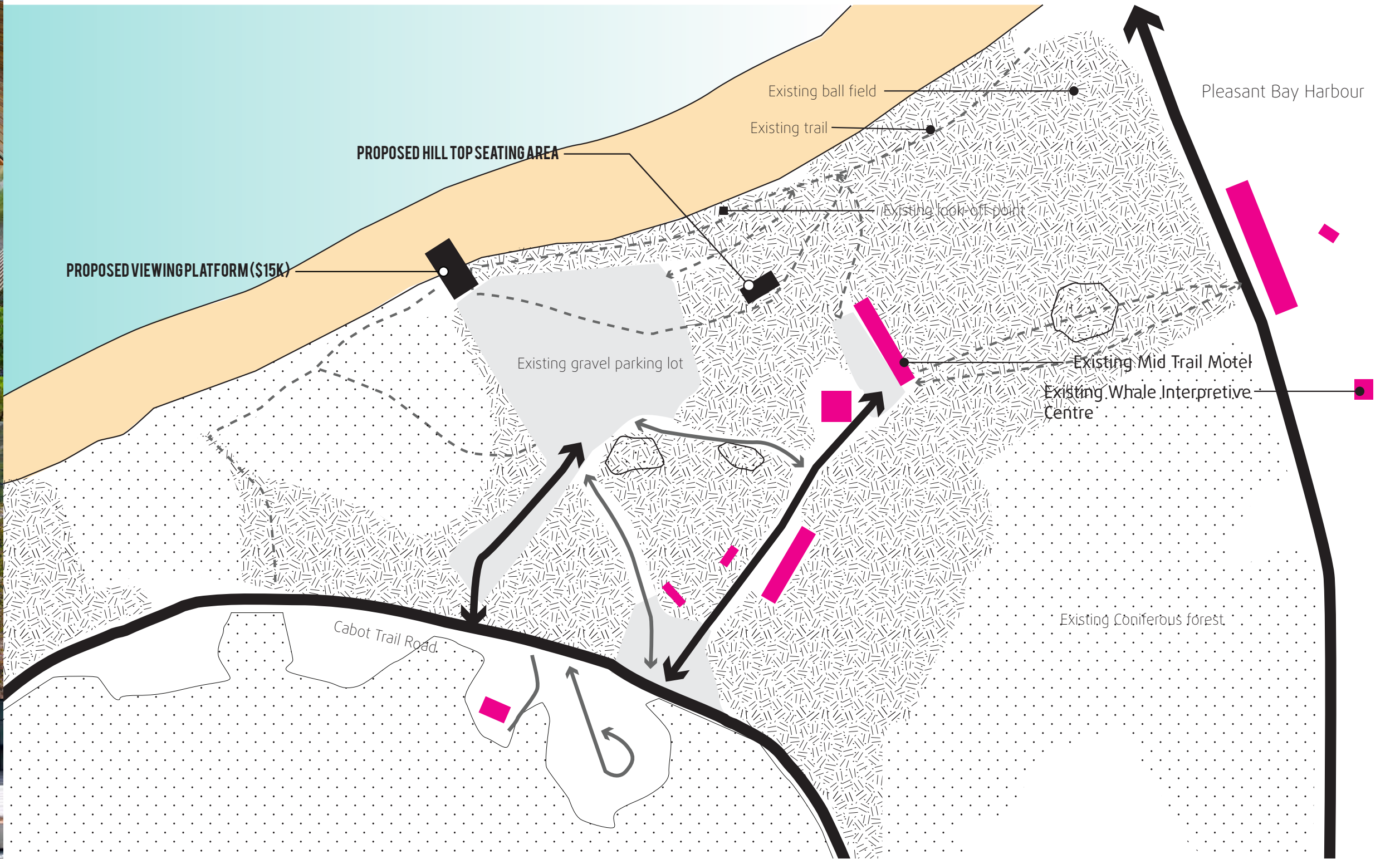
NOTES

» Options for accommodation are on-site (Midtrail Motel)

» Proximity to a working harbour (interesting for tourists to experience

» Great look-off opportunities

» Existing ball field

» Access to activities on the harbour (whale watching, museums, fishing, etc)

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PLEASANT BAY HARBOUR

PROPOSED LOOK-OFF TOWER ($52K)

WHALE TAIL SCULPTURES($50K)

GRAVEL PARKING LOT($45K)

PROPOSED NATURAL PLAY GROUND ($50K)

Existing stairs (approx. 24 risers)

Hight point

Existing storage shed

Cliff

Rocky beach

Existing whale watching kiosks

Existing parking lot

Existing ball field

ABANDON EXISTING SEATING AREA
PROPOSED ART BENCHES ($3K)
SHELTER STRUCTURE ($21K)

PROPOSED PEDESTRIAN BRIDGE ($40K)

Opportunities for fishing

Existing Storage sheds

Wetland

Existing look-off

Whale Interpretive Centre

PROPOSED VIEWING PLATFORM ($15K)

Coniferous trees

NOTES

» Look-off near breakwater

» Expand parking area with interpretive

signage

» Natural play playground with whale theme

» Wetland boardwalks

» Whale exterior exhibits

» Access to whale watching

» Close proximity to Red River hiking

FIGURE 115. THE BLUE WHALE IN PLIKTA PARK,

FIGURE 116. BIRD OBSERVATORY BY MAURICIO ORLANDO

FIGURE 117. WHALE TAILS SCULPTURE IN VERMONT

FIGURE 118. THE LAKESIDE OBSERVATION PAVILION BY

MEAT COVE BEACH

Existing campground

Cliff edge

PROPOSED LOOK-OFF ($15K)

Rock/sand beach

Existing house

Existing cottages

Existing shrubs

PROPOSED DECORATIVE BENCHES

Meat Cove Road

Existing bridge

LIMITED ON-SITE PARKING *LOOK AT PARKING OPTIONS OFF-SITE

PROPOSED STAGE

PROPOSED WIND CHIME SOUND INSTALLATION

Existing boardwalk
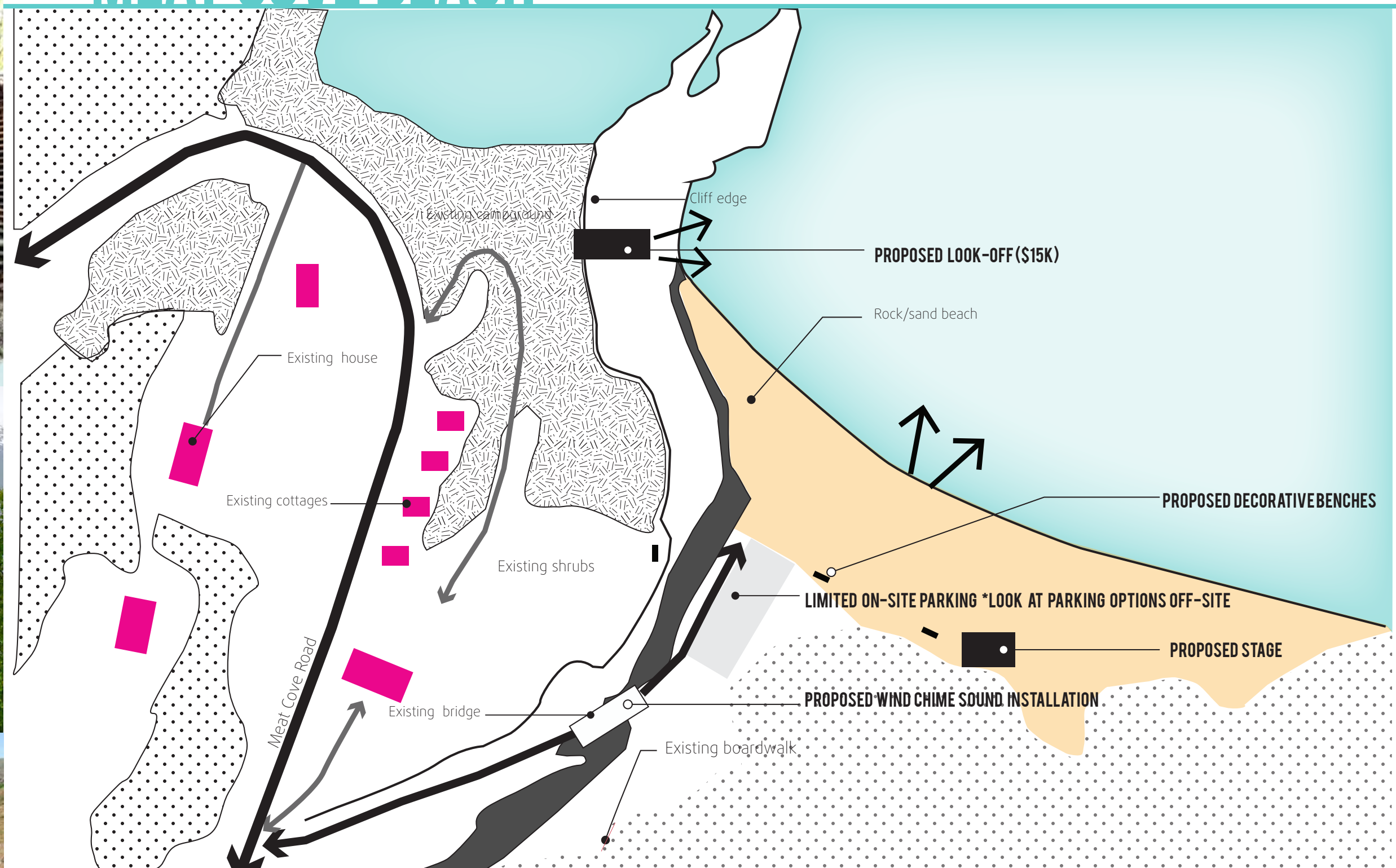
NOTES

» Coastal erosion is an issue

» The area is only a tourist destination during the summer months

» There is a lack of signage at trail heads

» The remoteness of the area is intriguing to visitors

» It is located at the northern tip of Cape Breton

» There is access to the Seawall Trail

» Camping is available near the beach area

CAPE CLEAR

Poor road conditions *pot holes

Existing Coniferous forest

PROPOSED SHADE STRUCTURE
($21K)

PROPOSED VIEWING PLATFORM ($15K)
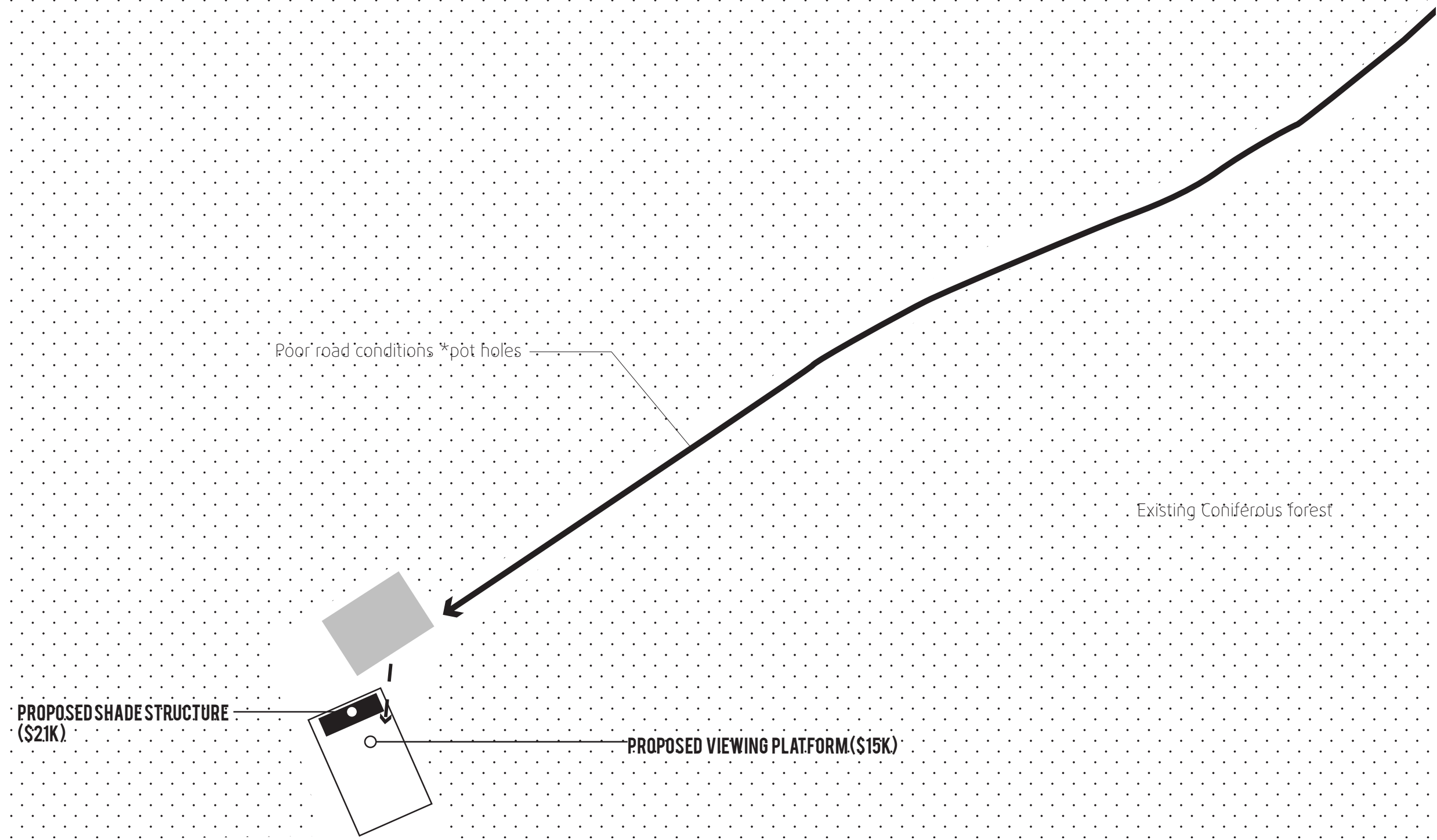
NOTES

» Best views of the head water of Margaree River

» The drive is long and the road is in poor condition

» Highly recommended area by the local residents

» Limited on-site parking

» Wildlife watch (Moose, deer etc)

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EGYPT FALLS

Existing Building

Existing Gravel Road

Existing Forest

Proposed Gravel Parking

Existing Forest

Existing Trail

Existing Property Boundary

Existing Forest

Proposed Wood Stairs

Proposed Wood Deck

Proposed Trail

Proposed Falls Look-Off

Existing Stream
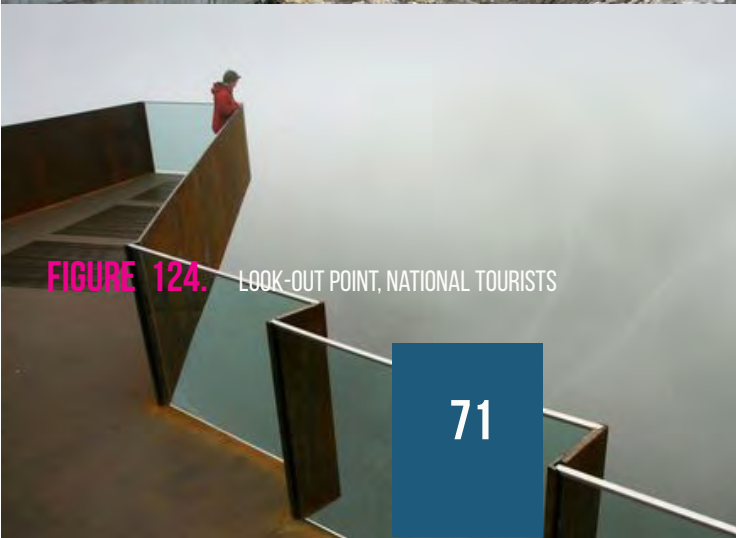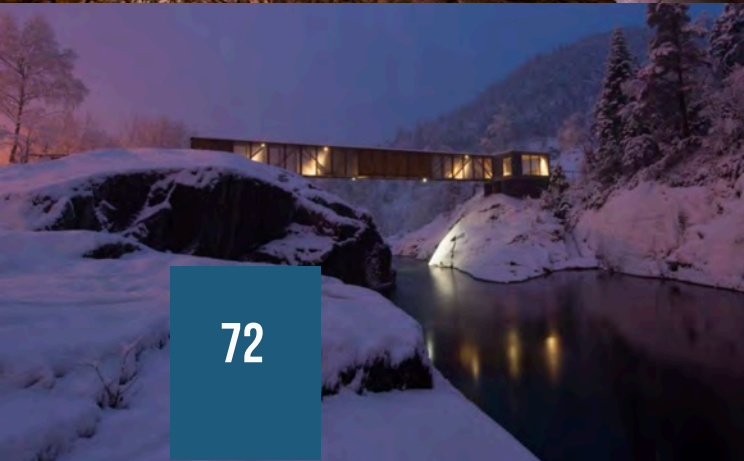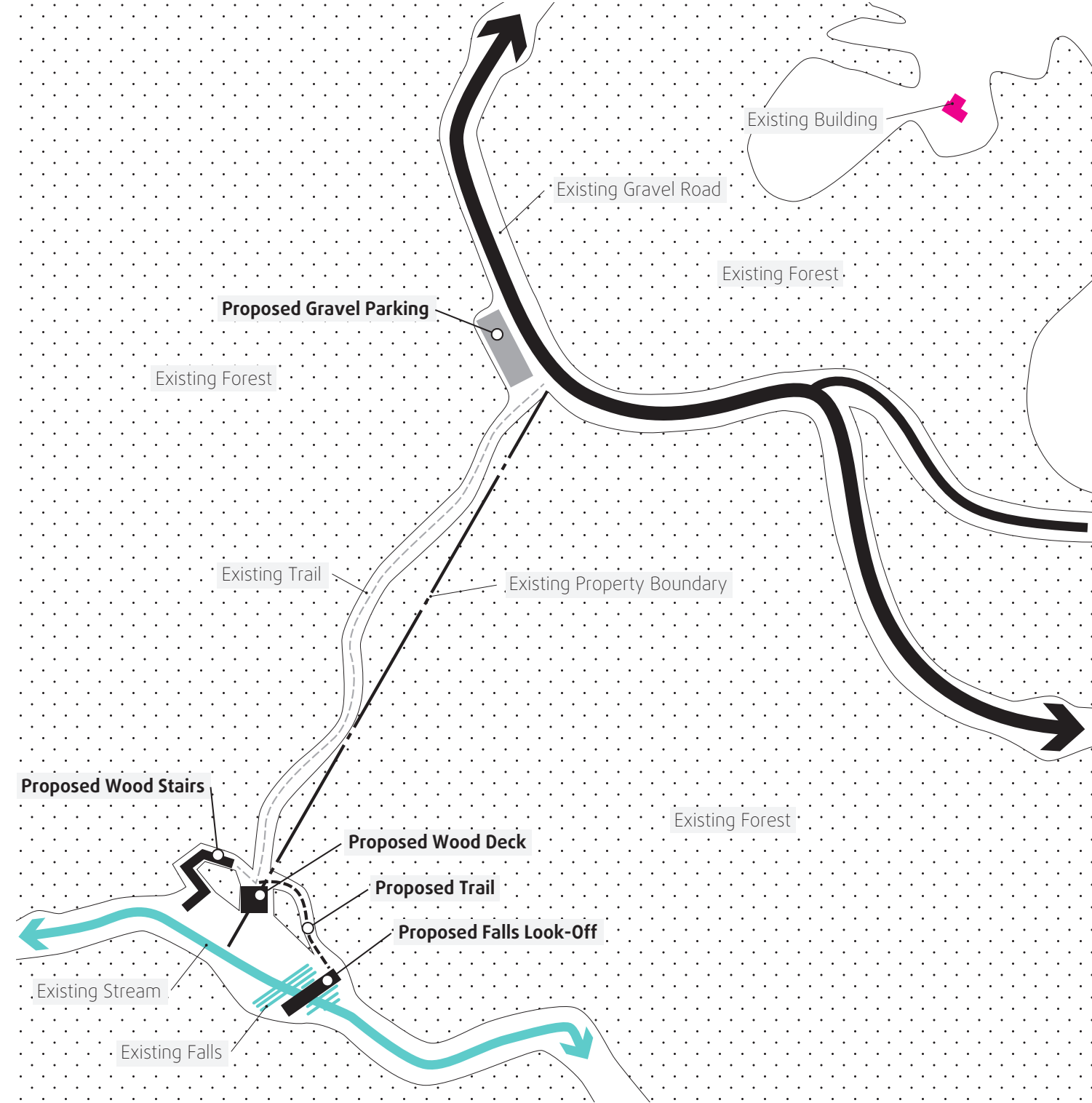
Existing Falls

NOTES

» Proposed Look-off to provide views of falls

» Proposed wood dock

» Proposed trail connecting look-off and dock

» Proposed wood stairs leading down to stream

» Proposed parking lot along existing gravel road

» Existing trail from proposed parking to proposed wood deck

LAKE AINSLIE

Trout Brook Provincial Park

PROPOSED VIEWING PLATFORM

Existing parking

Existing washrooms

PROPOSED BOARDWALK

Existing coniferous trees

Existing mowed grass

Mackinnon's campgrounds

Existing RV park

Pedestrian access

Existing boat rentals

NOTES

»   Scenic drive along the lake

»   The site is located at a distance from Canada's Musical Coast Route

»   Access to campgrounds, boat rentals, and swimming

»   Washrooms exist on site

»   Create more seating opportunities along the beach

»   Proposed viewing platform could provide a view out to the lake

»   Provincial park land

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WHYCOCOMAGH WHARF

FIGURE 130. CANAL SWIMMER'S CLUB ON BRUGES WATERWAY

FIGURE 131. PUBLIC TOILETS IN THE TOTE D'OR PARK / JACKY SUCHAIL

FIGURE 132. COPENHAGEN'S KALVEBOD WAVES BOARDWALK

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PROPOSED BOARDWALK TO WHYCOCOMAGH WATERFRONT CENTRE ($128K)

Existing deciduous trees

Bras d'Or Lake

Trans Canada Hwy

PROPOSED DECORATIVE BENCHES ($6K)

Existing parking lot

Existing gear shed

Adjacent property is Whycocomagh Provincial Park

Residential home
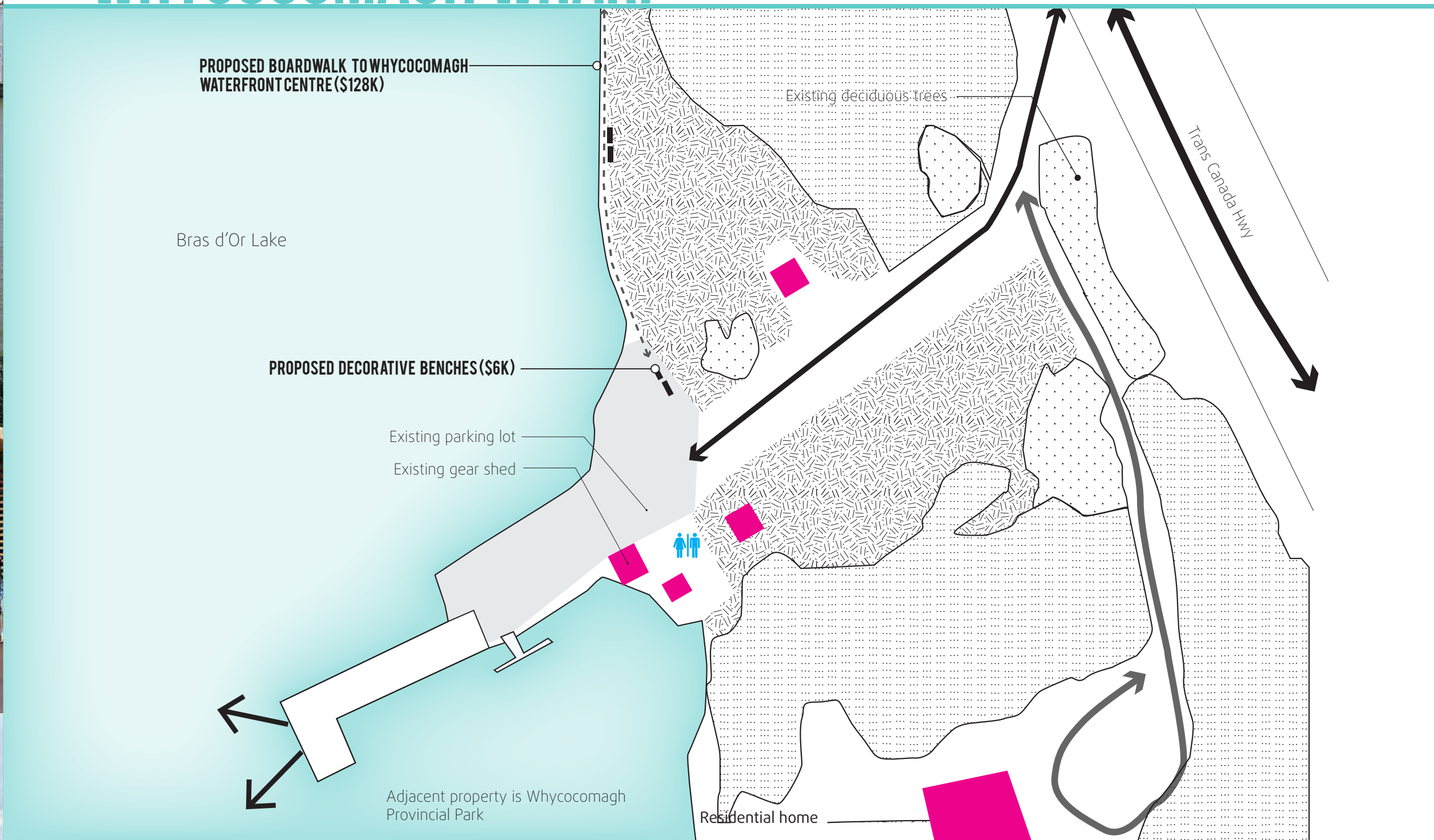
NOTES

» Access to TCT Trails
» Provincial Park is located south of the site
» There is a pump up station on-site

» Floating docks are needed
» Festivals occur at the waterfront centre
» There are restaurants across the highway
» War memorial site

» Former Legion Property
» Create a boardwalk that connects this site with the Whycocomagh Waterfront Centre

MARBLE MOUNTAIN LOOK-OFF

MARBLE MOUNTAIN WHARF

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White sand/gravel beach

Pedestrian movement

PROPOSED SHADE STRUCTURE ($21K) AND PICNIC TABLES

DECORATIVE ART BENCHES ($4.5K)

Existing house

Existing ramp

Existing wharf

PROPOSED IMPROVEMENTS TO EXISTING STAGE

Mixed woody shrubs
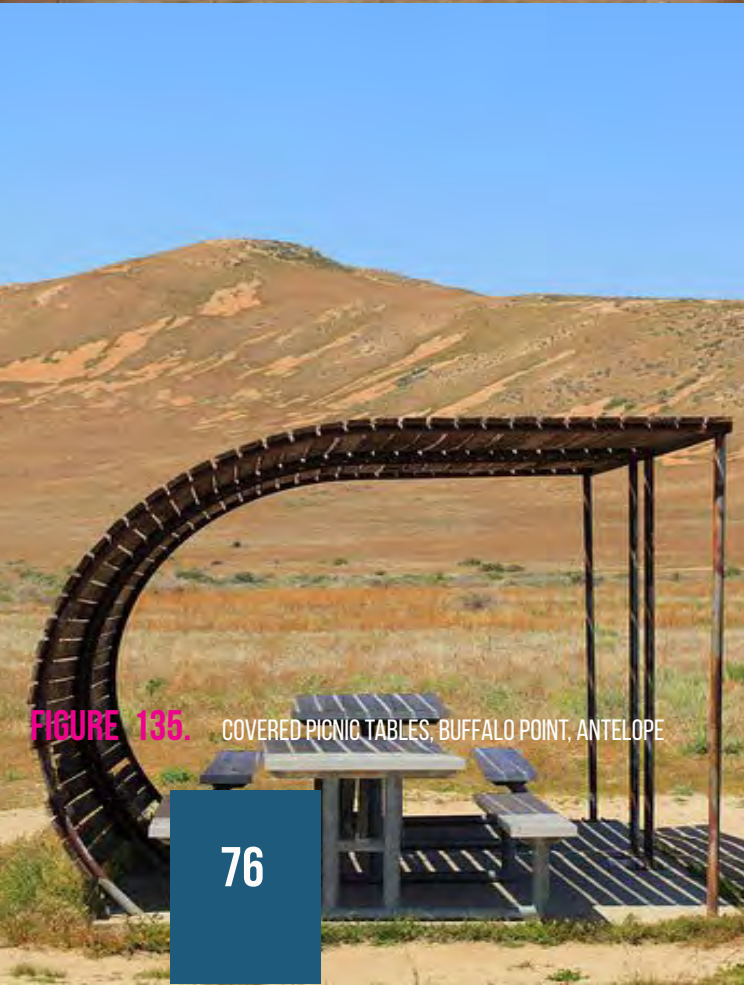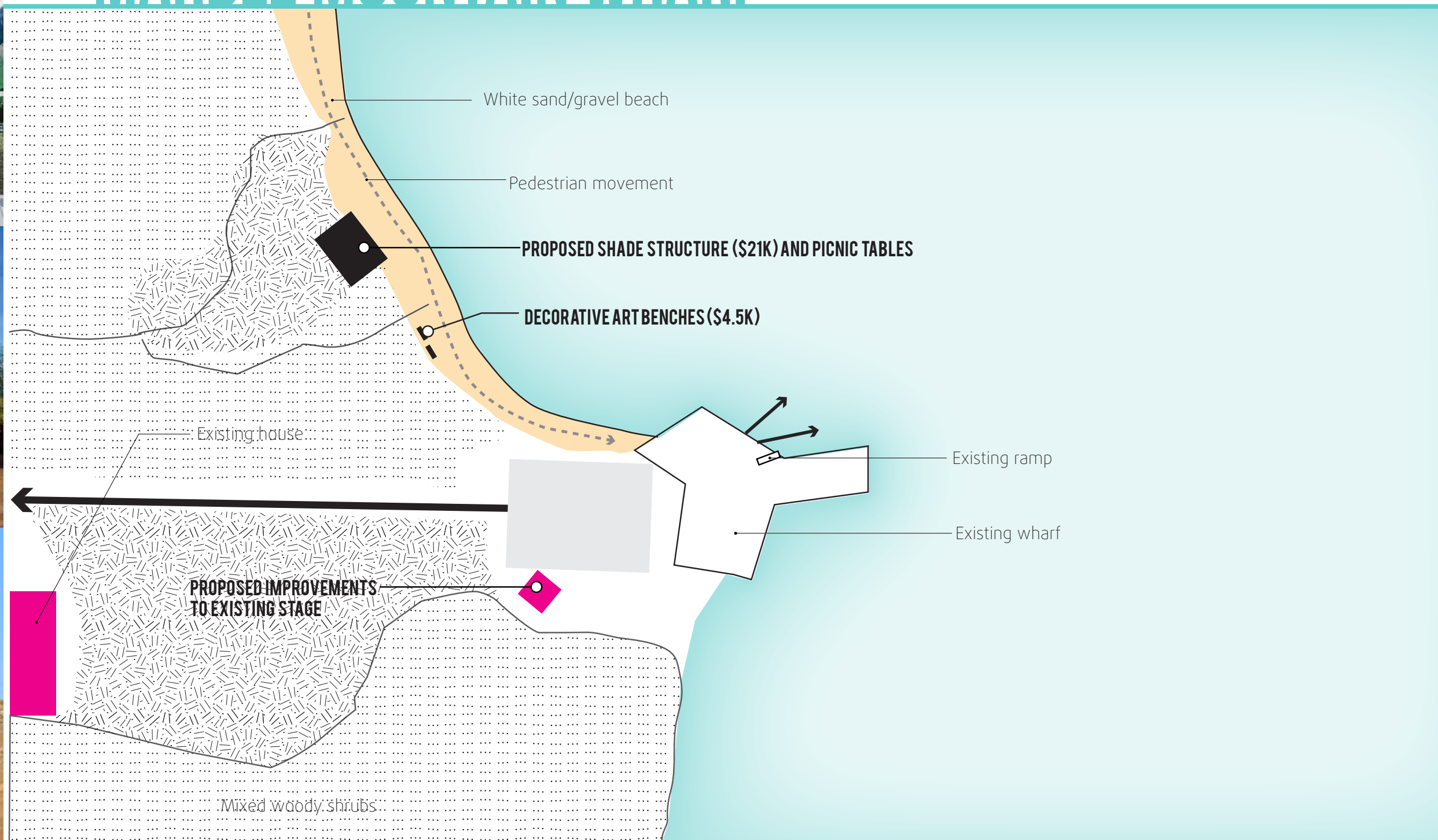
NOTES

» Popular venue for festivals and other events (ex. Celtic Colours)

» Mining communities

» TCT launch site (newly developed)

» Space is rented out to lobster fishermen

» Community centre is located off Marble Mountain Road (It is a great resource for tourists)

» Cottages located along the lake

» Locals use this site for swimming

» Change-rooms and washrooms are located on site

» Existing stage could be enhanced

» Site is located a ways from the main tourist route

MARGAREE HERITAGE RIVER

Existing A.T.V. Trails

PROPOSED DECORATIVE BENCHES

PROPOSED DOCK / SEATING AREA

PROPOSED INTERPRETIVE SIGNAGE

Existing Trails

PROPOSED BOARDWALK

Existing Cody Tompkins Library

Cabot Trail

Route 19

FIGURE 137. WET MEADOW AND SOURCE OF THE RIVER NORGES. PHOTO CREDIT: NICOLAS WALTEFAUGLE

FIGURE 138. WET MEADOW AND SOURCE OF THE RIVER NORGES. PHOTO CREDIT: NICOLAS WALTEFAUGLE

NOTES

» The resource of the Margaree River has been used for centuries

» Pristine environment needs to be preserved

» There are no new laws about controlling and using the water shed

» Focus on the health of the tributaries

» Shallow river heats up, affecting salmon

» Accessibility and interpretation of the river

» Culturally rich area

» The majority of river banks are privately owned by long term residents

» Fishing licenses are needed in order to access the area

» Cody Tompkins Library to River Forks is located on a floodplain

5.0 SIGNAGE STRATEGY

The signage strategy is a key component of the Signature Sites Network. Coupled with a marketing plan for the network and a dedicated website like the National Tourist Routes of Norway, the signage strategy will direct people to sites in the municipality that they were looking for or perhaps didn't know existed. Once implemented, this program will self-guide visitors to tourist amenities and destinations within the region—including directions to and through its communities. It will also help to cement the brand of the municipality. Signs in this wayfinding program use colours and typefaces selected for the Inverness brand, and employ symbols which reinforce the brand promise.

Signage is a familiar means of providing visitors with relevant information and a means to reach their desired destination. Through rationally placed directional wayfinding elements, this signage program will provide tourists with a 24/7 system to complement smartphone and in-vehicle GPS navigation.

Some municipalities have incorporated signage fabrication facilities into their municipal works departments allowing them to manufacture signs quickly and inexpensively. Others prefer to outsource signage to local sign manufacturers in the region. The relatively low cost of vinyl printers and cutting machines has tempted some municipalities to keep this work in house, but there are savings and benefits from outsourcing fabrication to experienced companies.

This document addresses:
» Vehicular circulation patterns

» Primary entry areas into the region and potential capture points (critical to retain visitors within the Inverness region)

» Decision points

» The Inverness signage system

» The Inverness implementation plans

The designs are intended to be flexible and inexpensive to produce allowing the system to grow and change as tourism destinations, amenities and routes develop.

5.2 WAYFINDING STRATEGIES

Not all informational challenges can be solved by signage, but there are a few major problems which signs address very well:

» Getting an initial awareness of the Inverness region: what it is, where it is, what it is for

» How it can be experienced, by what route

» What experiences are available

ROUTING

Most of the destinations the Municipality of the County of Inverness wishes to promote are along the Gulf of St. Lawrence, on or near Nova Scotia Route 19. The concept of this program uses highway 19 as the main-line, with major spurs to destinations a long distance from the coast (e.g. Lake Ainslie, Whycocomagh), and minor spurs which take visitors

from the main road to the destination. With most of the destinations only a short distance from this main-line keeps the system easy to understand for the visitor.

To achieve this, a tourist must have an understanding of amenities and their respective location within the region. This information must be provided immediately upon entering the system.

Currently, highway 19 is loosely branded as the Ceilidh Trail by a scenic travelways program instituted in the [1970s]. Many of the scenic routes are not actively being promoted, and the brands, including the Ceilidh Trail, have only weak recognition. It is suggested to rebrand our main-line through Inverness County as "Canada's Musical Coast" (see Figure 134).

Until the "Canada's Musical Coast" brand is formally recognized by the Tourism Nova Scotia (a Crown corporation under the NS Department of Business) it may not be actively depicted on Transportation and Infrastructure Renewal (TIR) highway signs.

Please see "5.8 Sign Implementation Notes" on page 91 for additional information.

DESTINATION NAMING

Destination names must be consistent throughout the system; though locals may have short-forms and nicknames for familiar places, visitors can't enjoy such playfulness while trying to find their destination. Even small variations can be confusing: are Mabou, Mabour Harbour and Mabou Harbour Mouth the same place, or three different places?

For amenity destinations, it is recommended to use a standard form: a given distinctive name followed by a descriptive element. For example, Margaree Forks Waterfall would describe a waterfall accessible in the community of Margaree Forks. "Margaree Forks" is the distinctive title

and "Waterfall" is descriptive. The descriptive title gives the visitor the main reason to go there. If there are several things one may do at a destination, choose the one which has the broadest possible appeal.

Given this form, amenity destination names should be as short as possible to make them easy to use on signs.

OTHER DEVICES

As noted, to ensure consistency and recognizability it is very important that branding is consistently used in all informational tourism materials (e.g. websites, paper maps, brochures, signage). Visitors and other users will build an association with the symbols, colours, typefaces and the messages—and to associate the visuals and messages with the place.

Though other wayfinding devices are not addressed in this program, it may be worth considering related strategies such as maps on sign-panels, paper, the web and mobile devices. Uniformity within such elements is critical to the success of the system (e.g., printed maps must be consistent with installed panel maps).

Given that many visitors will use Google Maps and other wayfinding applications to navigate their way to Inverness and to plan trips, it is highly recommended that Inverness add all newly developed points-of-interest to online mapping systems. Two systems make it easy to add user-supplied data to online maps:

https://www.google.com/mapmaker

https://www.openstreetmap.org/

Google is, of course, very well known, but Openstreetmap is the primary source of geospatial data for Apple, Wikipedia, Strava and many web-mapping services.
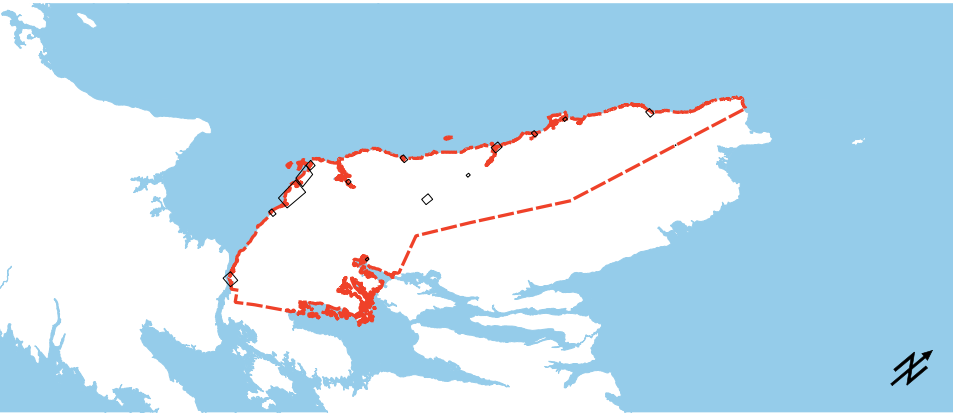
FIGURE 137. CANADA'S MUSICAL COAST

5.3 CANADA'S MUSIC COAST AESTHETIC

Rationale

ViBE Creative Group produced a visual identity for Inverness in 2016, including a logo, a family of related wordmarks and a colour palette, based on an idea:

Canada's Musical Coast is a string of beautiful communities and majestic coastline vistas bound together by musical traditions. The music culture here is written into the story...the very fabric of the coastline. During harsh winters and trying times, music and dance were neither indulgence or luxury, but rather survival. Music culture here is honest, authentic and shared directly from the heart — this is a coast shaped by music.

Because wayfinding is so intertwined with brand, this program uses the scheme and symbols faithfully with light touches of related symbols—curves representing waves—and complementary typography which is easily seen and read from a distance.

On the next page you'll see how the visual identity was integrated into the sign hierarchy from large gateway signs, to small highway route signs.

FIGURE 138.   EXISTING BRANDMARK

FIGURE 139.   PRIMARY COLOUR PALETTE

PMS 325

PMS 7738

PMS 7700

FIGURE 140.   BRAND TYPOGRAPHY

Custom typography comprised of two typefaces to create a unique brand signature.

Fontin Sans (Canada's)

Fontin Serif (Modified)

Kigara ('C' and 'O' only)

FIGURE 141.   EXISTING BRAND COLLATERAL

5.4 SIGN HIERARCHY

Signage Hierarchy

The hierarchy was developed to integrate with the Canada's Musical Coast brand, and well as to be flexibile and cost-effective.

The Municipality of the County of Inverness is very large in area, and needs a system which can grow and change with the municipality.

The largest signs establish a welcome for people in vehicles to the region, and the smallest deal with a change of mode: where people park their cars to get out to enjoy.

The curved sign elements are influenced by the curves of a fiddle's bouts, as well as the swell of ocean waves.

EXIT 10

Welcome to
INVERNESS COUNTY

CANADA'S
MUSICAL
coast

www.invernesscounty.ca

WELCOME TO
St. Joseph du Moine

CANADA'S
MUSICAL
coast

CANADA'S
MUSICAL
coast
Inverness County

WELCOME TO
**Pleasant
Bay**

FIGURE 142. GATEWAY (GW)

FIGURE 143. COMMUNITY ID (CI)

FIGURE 144. BANNER ID (BI)

FIGURE 145. DESTINATION (DI)

← 500m **Courthouse Beach**
via Court Street
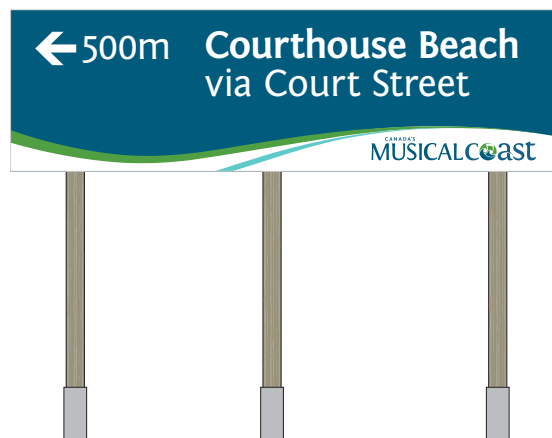
FIGURE 146. DESTINATION DIRECTIONAL (DD)
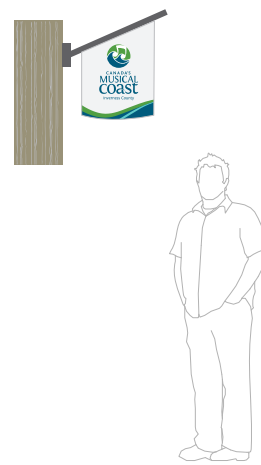
FIGURE 147. BRANDED BANNER (BB)

front   back

Venue
Identifier

FIGURE 148. VENUE ID (VI)
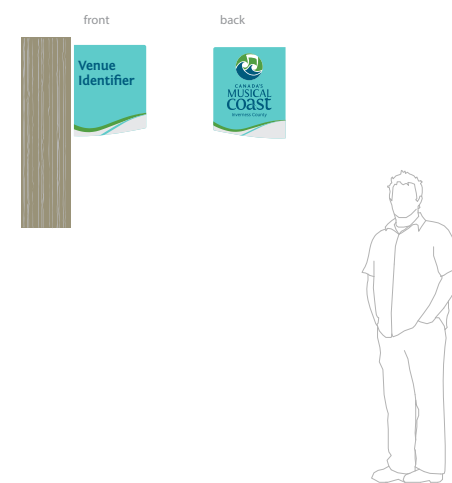
Venue
Identifier
text here

FIGURE 149. VENUE ID A-FRAME (VA)

5.5 SIGN TYPES

Gateway

The gateway signs provide the user with a sense of arrival and inform them that they are entering a special region. This element provides the visitor with a visual introduction to the area's signage aesthetic, to be strengthened by all the other signs in the system.

Gateway signs are large in size, and are bilingual to welcome both anglophone and francophone visitors.

Nova Scotia Transportation and Infrastructure Renewal (NSTIR) does allow municipalities to locate and install gateway signs on major highways. NSTIR is responsible for approving locations and design, and managing fabrication and installation.

FIGURE 150. GATEWAY (GW)

Community ID (CI)

These signs identify smaller communities within the municipality which do not have their own visual identity or branding.These signs are generic with a balance between the community name and the "Canada's Musical Coast" wordmark.

These signs have not been specifically sited as they may be installed at the request of communities who want them, and depending on the municipality's fabrication budget. Placement of these signs should occur at the two boundaries of each participating community, along the route of "Canada's Musical Coast".

Community ID signs may be in English or French, based on NSTIR's policy on community language. Local NSTIR staff can provide guidence on this. Offical place names must be used.

Banner ID (BI)

Pageantry affixed to existing light standards and utilitiy poles gives a sense of arrival within specific communties. Whereas the community ID signs announce a community's boundary, the banner IDs will be sited on the main retail street of a community to mark the central business district of a place.

These signs are not specifically sited, but may be installed in any interested communities within the Municipality of the County of Inverness.

WELCOME TO

St. Joseph du Moine

CANADA'S
MUSICAL
COAST

84"

48"

4"

6"

FIGURE 151. COMMUNITY ID (CI)

WELCOME TO

Pleasant Bay

CANADA'S
MUSICAL
COAST
Inverness County

20"

24"

36"

27"

FIGURE 152. BANNER ID (BI)

Destination directional (DD)

These signs direct visitors onto the driveway or access road to one of the sites in the Inverness system.

Currently, DD signs are not allowed for in the NSTIR system except where installed as "advertising signs". Advertising signs require a permit from NSTIR and they must be installed 300 metres from an intersection, or 500 metres where the speed limit is above 80 km/h. They must be a certain distance from the centreline of the highway or edge of pavement, and must be a specific distance from any other NSTIR signs.

The attached location plans for DD signs assume 80 km/h throughout the system, and have therefore been placed approximately 500 metres away both directions from a turnoff.

FIGURE 153. DESTINATION DIRECTIONAL (DD)

Destination ID (DI)

This sign announces the traveller's arrival at a "place"—a beach, wharf, etc.—and then inform them what they may do there.

Destination ID signs should be placed at a change of mode, i.e. where people park their cars to get out and walk to a destination, or at a trailhead.

This sign type may contain amenity and interpretive information, depending on the needs of the site. The sign may be bilingual, English and French, as required.

Where ID signs are to be installed on municipally-owned land or on an easement, there is no restriction on their placement.

FIGURE 154. DESTINATION (DI)

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Branded banner (BB)
These are durable fabric banners, hung from a post mounted to an existing pole or building face. Branded banner signs carry the Canada's Musical Coast visual identity generically, without custom messages.

Venue ID (VI)
These ID signs are mounted to existing poles or posts, and carry on the front face an identifier for a venue which is nearby. The back of the sign may duplicate the front message, or carry a generic branded message.

BB and VI signs have not been sited in the attached location plans.
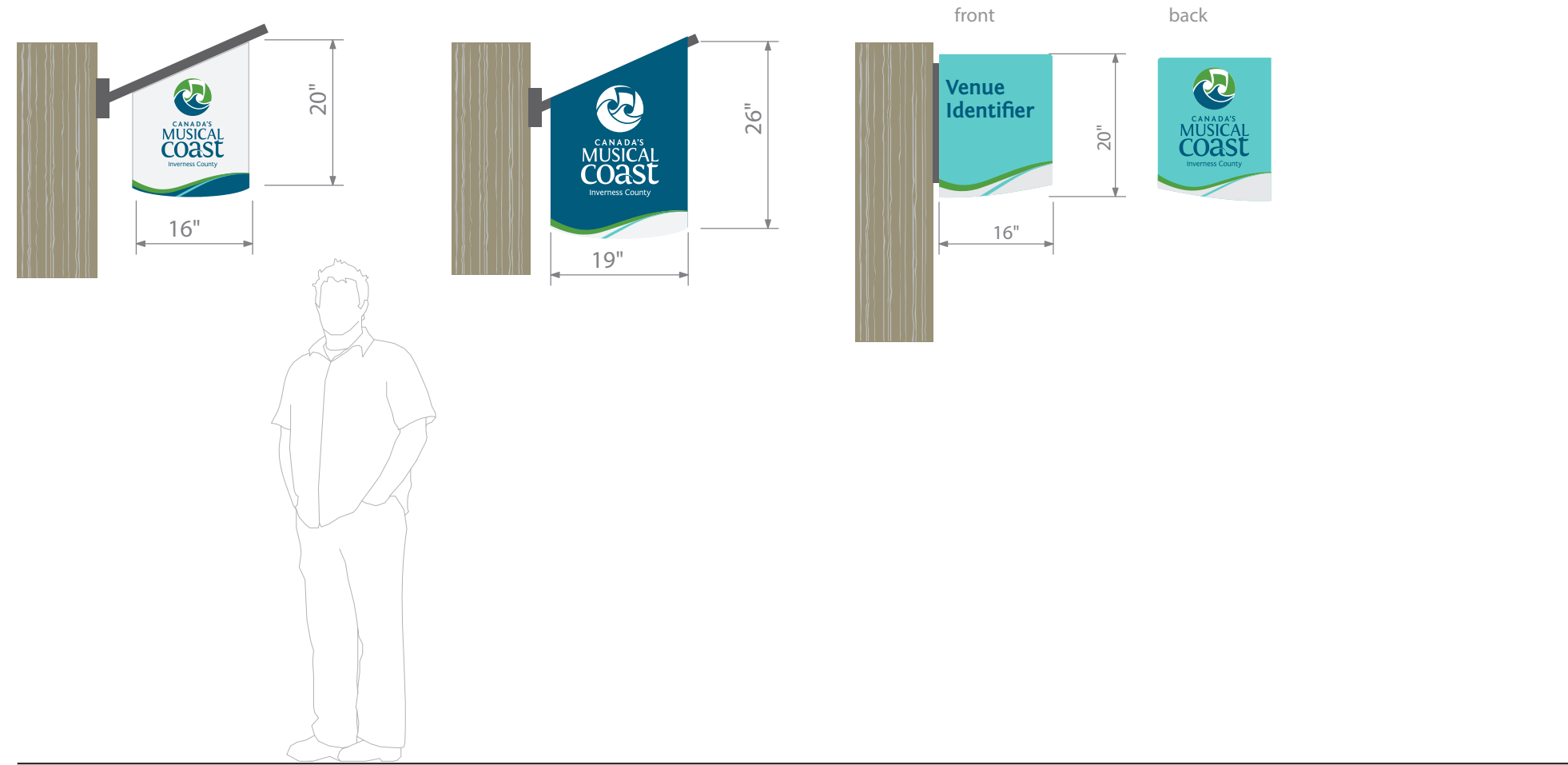
FIGURE 155. BRANDED BANNER (BB)

FIGURE 156. VENUE ID (VI)

Venue ID A-frame (VA)

Like the VI sign, above, the A-frame sign identifies a venue. These A-frames, of course, are flexible and can be put out and removed depending on when a given venue is operating. The sign pictured below may be a single permanent venue message, or may be complemented with a whiteboard or chalkboard which can carry any kind of changable message such as: "concert tonight".

VA signs have not been sited in the attached location plans.
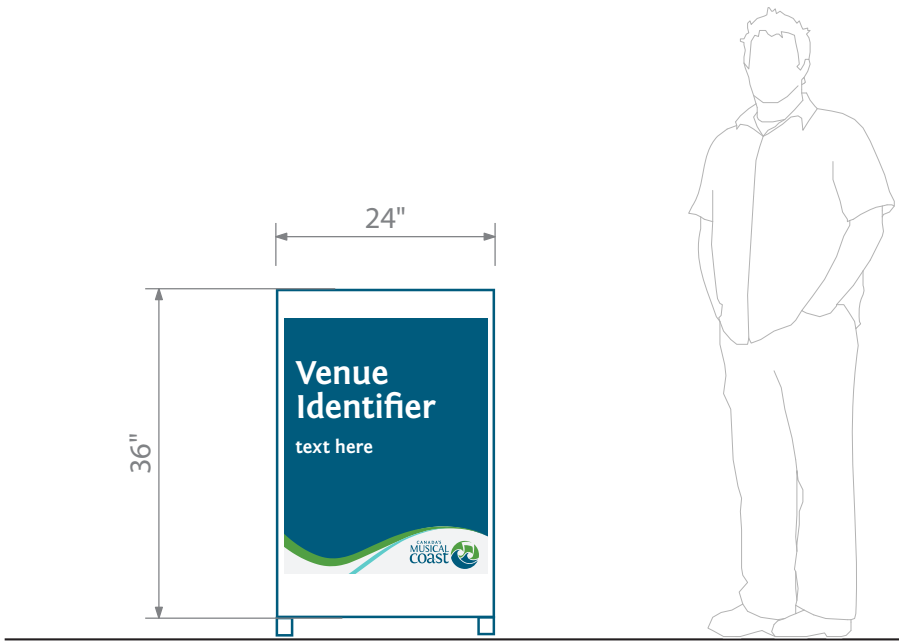
FIGURE 157. VENUE ID A-FRAME (VA)

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4.6 INFORMATION SYMBOL SCHEDULE

The destination ID sign has an area for icons showing what is possible and what is prohibited on each site. It is recommended to use the standard SEGD set of icons, which are heavily tested, widely used in North America, and widely understood by travellers. They are also free to use.
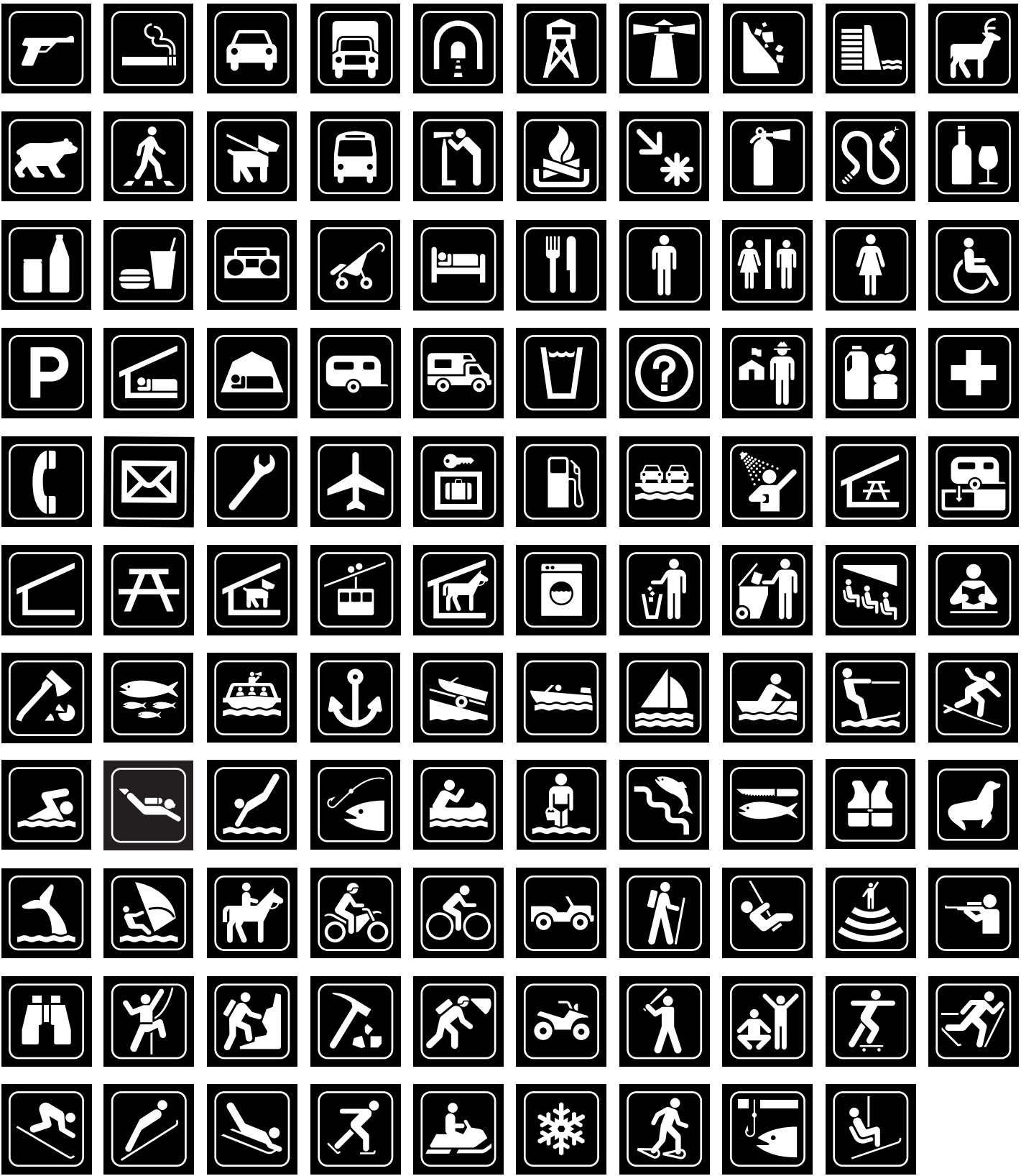
FIGURE 158. SEGD UNIVERSAL SYMBOLS FOR RECREATION

5.7 LOCATION PLANS

On the following pages are location plans intended as a starting point to site sign types within the county.

Locations are provisional. Each location will require "ground truthing" by the client prior to fabrication and installation to ensure that the proposed locations are feasable:

- Is there available space?
- Are there existing signs which must be removed to avoid duplication?
- Does the client have the right to install a sign (e.g. land ownership or easement, or there is a permit in place with the landowner)?
- Are traffic sightlines clear?
- Are views to provincial signs not impeded?
- Do sign designs and locations follow applicable provincial and municipal legislation?
- If the sign is being installed on a provincial highway, is a sign permit in place?

Locations are based on data which are known and available for this report.

We have located route-based signs (GW, DD) types as they are essential for all phases of the plan. Locations are specified as ideal for user decision points, but may not fit within current NSTIR policies. Destination directional (DD) and destination ID (ID) signs have been sited only for destinations marked as in phase one or two earlier in this report.

Community ID (CI) signs must be sited per NS Transportation and Infrastructure Renewal rules at community boundaries. Number of CI signs and locations depend on the number of communities that wish to have a sign, and the municipality's budget.

5.8 SIGN IMPLEMENTATION NOTES

Existing signs and brands

There is an existing brand for highway 19, which uses the route name "the Ceilidh Trail". It is still promoted by NS TIR and Tourism Nova Scotia (TNS).

In this program the existing route brand "the Ceilidh Trail" will co-exist with "Canada's Musical Coast". While the Ceilidh Trail runs exclusively through Inverness County, and change to the Ceilidh Trail system would need to have the approval of NSTIR and TNS, and there is currently no plans to move away from the Ceilidh Trail brand.

Permits for route signs

Current NSTIR policy for signs on provincial highways does not allow tourism-oriented directional signage except in a tightly controlled system of standard fingerboard signs. The general process for locating signs should be:

- Identify the community or attraction to be signed.

- Refer to the location plan to establish the provisional locations for signage.

- Contact TIR with a proposed location, sign type and message.

- Coordinate with TIR to locate the sign so that if followes all TIR standards.

- Communicate with landowners, owners of adjacent properties, and any other stakeholders (local tourism operators, etc.) so that they are aware of the planned signage. This is to avoid complaints by residents who may otherwise be upset by the unexpected installation of signs.

- Coordinate with TIR for fabrication and installation.

1: CANSO CAUSEWAY

id	sign type	type code	tier	notes
60	gateway	GW	1	Canada's Musical Coast; location to be confirmed by TIR

○ sign locations

○ sites
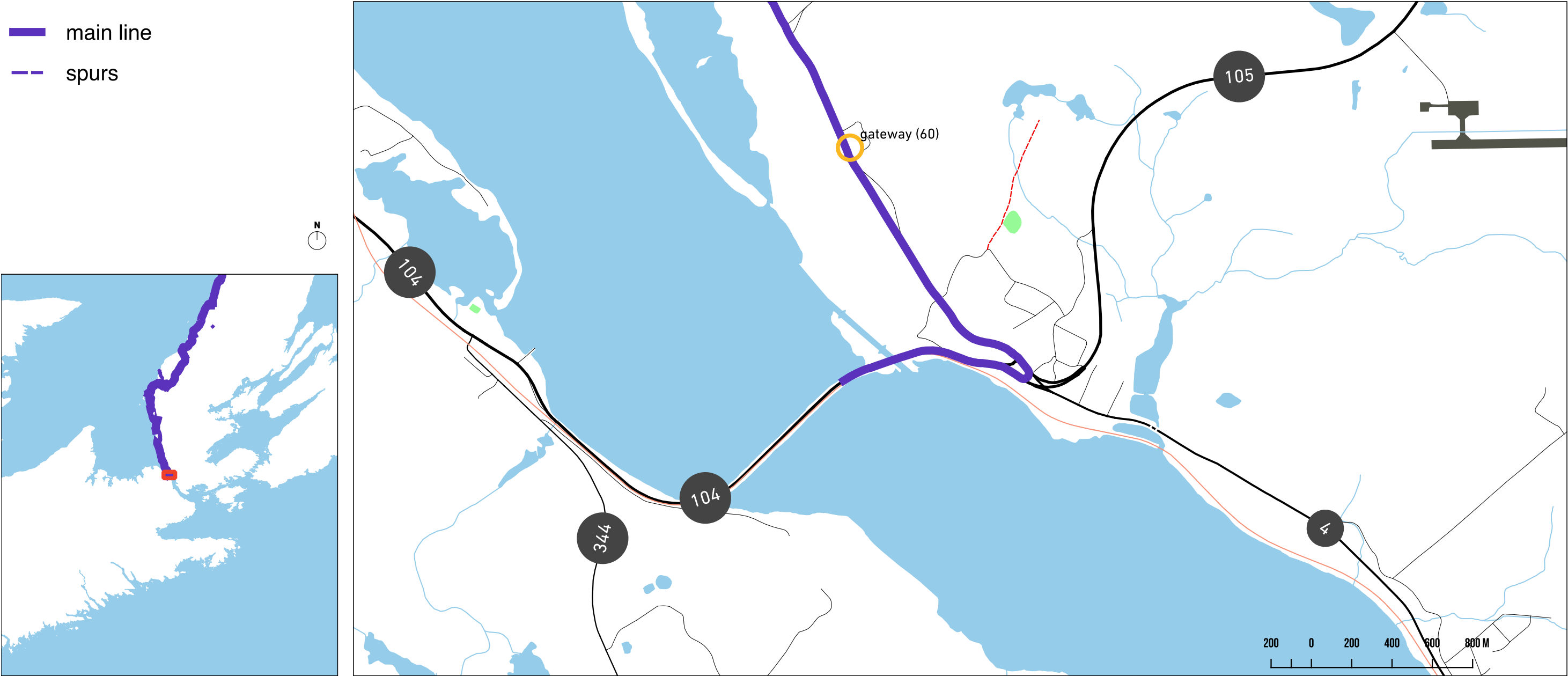
routes

━━ main line

- - - spurs

N

gateway (60)

104

105

344

104

4

200 0 200 400 600 800 M

2: BAXTER'S COVE BEACH

id	sign type	type code	tier	notes
10	destination ID	DI	2	Baxter's Cove
95	directional	DD	2	[arrow left] Baxters Cove Beach 500 m
96	directional	DD	2	[arrow left] Baxters Cove Beach 500 m
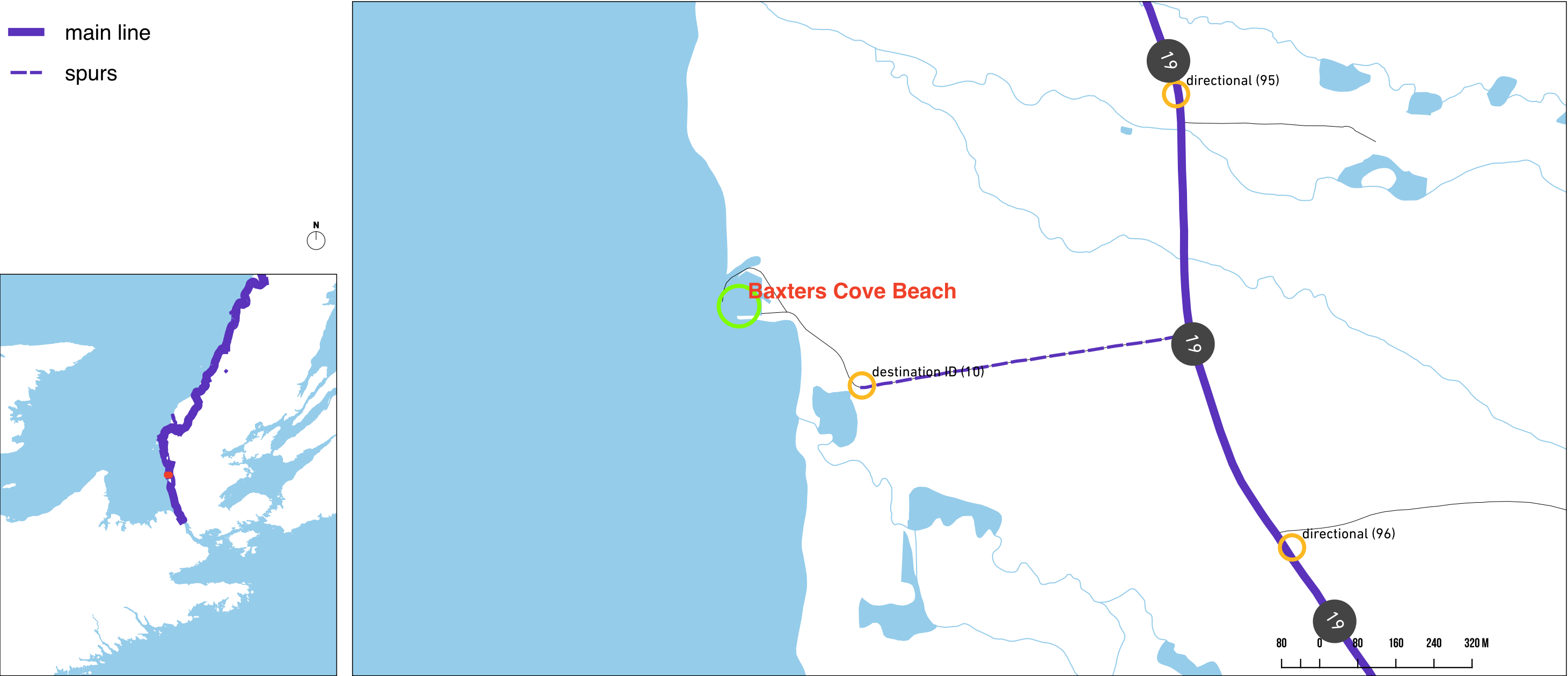
sign locations

sites

routes

main line

spurs

N

Baxters Cove Beach

directional (95)

19

destination ID (10)

19

directional (96)

19

80 0 80 160 240 320 M

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93

3: LITTLE JUDIQUE

id	sign type	type code	tier	notes
13	directional	DD	2	[arrow left] Little Judique Beach 500m; replace existing sign if possible
14	ID	DI	2	Little Judique Beach
97	destination	DD	2	[arrow left] Little Judique Beach
99	directional	DD	2	[arrow right] Little Judique Beach 500m; replace existing if possible

○ sign locations

○ sites

routes

━━━ main line

╌╌╌ spurs

N

directional (99)

Little Judique Beach

Little Judique Harbour

ID (14)   directional (13)

19

destination (97)

500   0   500   1000   1500   2000 M

4: ROUTING TO LITTLE JUDIQUE FROM THE NORTH

id	sign type	type code	tier	notes
98	directional	DD	1	[arrow right] Little Judique Beach via route in 500m

○ sign locations

○ sites

routes

━━━ main line

╍╍ spurs

N

directional (98)

19

300 0 300 600 900 1200 M

ekistics plan+design
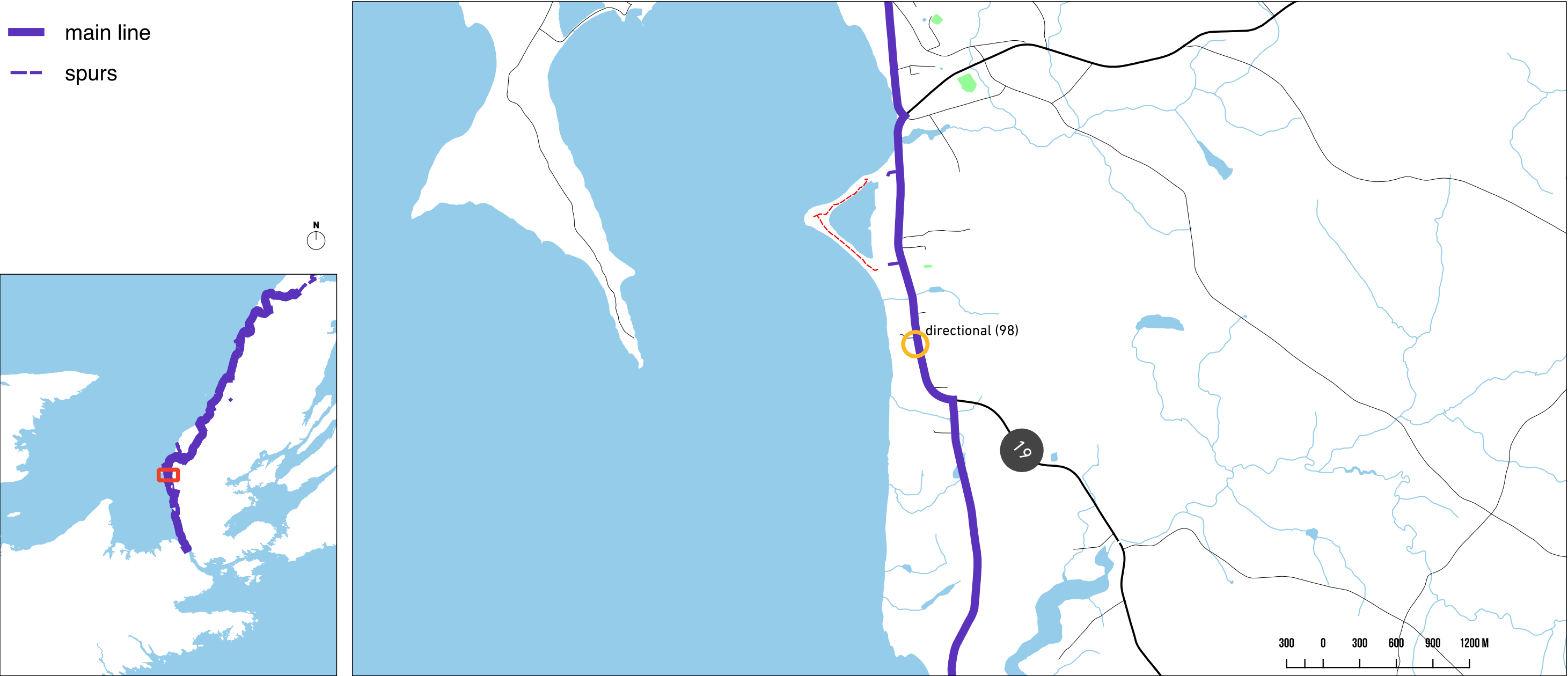
5: MURPHY'S POND / COURTHOUSE BEACH

id	sign type	type code	tier	notes
26	ID	DI	2	marking Courthouse and access to beach
91	destination ID	DI	1	Murphy's Pond Harbour parking
101	directional	DD	1	[arrow right] Murphy's Pond Harbour 500m
108	directional	DD	2	[arrow left] Sunset Beach 500m

○ sign locations

○ sites

routes

━━ main line

╍╍ spurs

notes:
Because of TIR's 500 m buffer around intersections, no DD sign may be sited for Murphy's Pond Harbour from the south nor for Courthouse Beach from the north.

N

directional (101)

Murphy's Pond Harbour

destination ID (91)

Sunset Beach

ID (26)

directional (108)

100 0 100 200 300 400 M

id	sign type	type code	tier	notes
35	directional	DD	2	[arrow right] Mabou Marina 600m
102	directional	DD	2	[arrow left] Mabou Marina 500m
122	destination ID	DI	2	Mabou Marina

sign locations

sites

routes

main line

spurs

N

directional (35)

Mabou Marina

destination ID (122)

directional (102)

19

252

19

19

80 0 80 160 240 320 M

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7: INVERNESS

○ sign locations

○ sites

routes

━━━ main line

╌╌ spurs

id	sign type	type code	tier	notes
67	destination ID	DI	1	Inverness Beach trailhead
68	directional	DD	1	to Inverness Harbour
69	destination ID	DI	1	Inverness Harbour
70	directional	DD	1	[arrow left] Inverness Harbour and Beach 500m
103	directional	DD	1	[arrow right] Inverness Harbour and Beach 500m
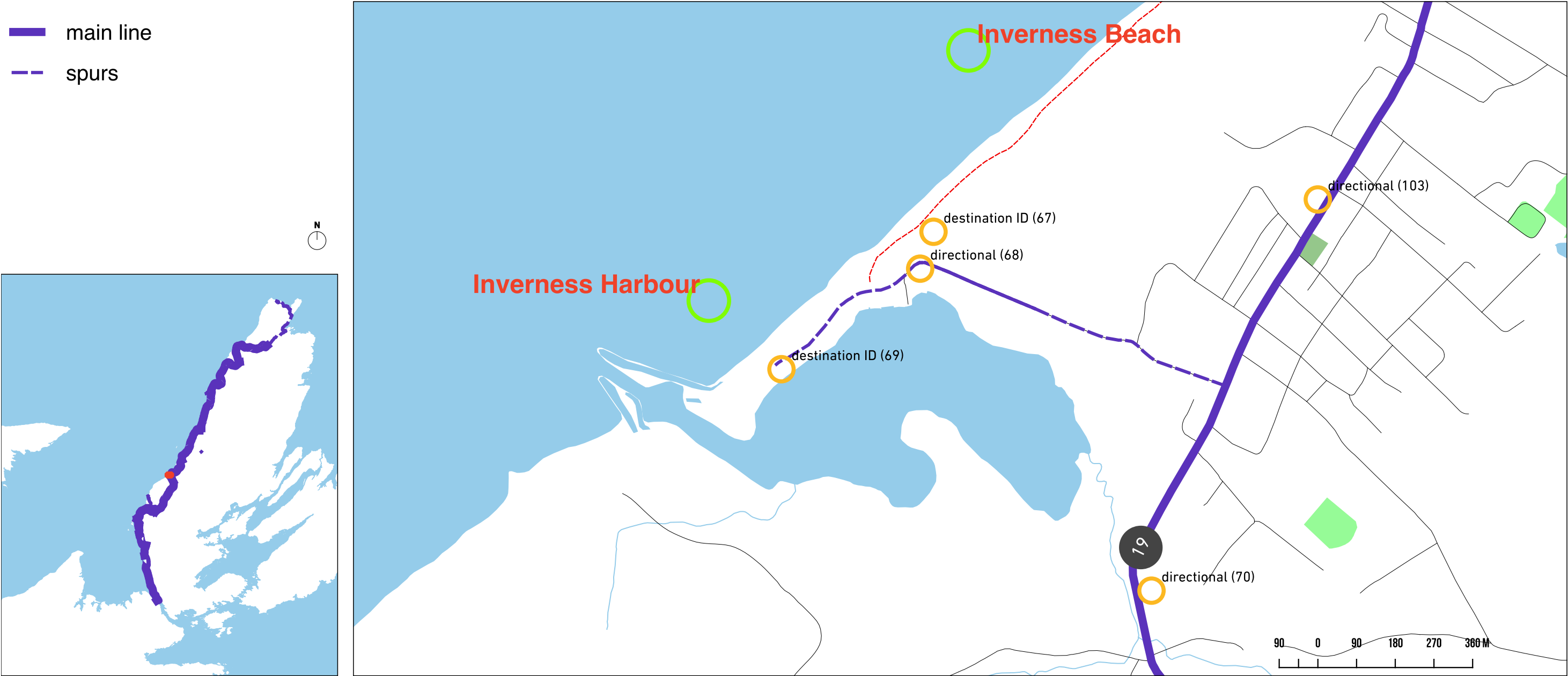
Inverness Beach

directional (103)

destination ID (67)

directional (68)

Inverness Harbour

destination ID (69)

19

directional (70)

90   0   90   180   270   360 M

8: BELLE COTE & MARGAREE HARBOUR

id	sign type	type code	tier	notes
113	directional	DD	1	[arrow right] Belle Cote Beach 500m
114	directional	DD	1	[arrow left] Belle Cote Beach 500m
120	directional	DD	2	[arrow right] Margaree Harbour Beach 900m
121	discovery	DD	2	[arrow left] Margaree Harbour Beach 500m
126	destination ID	DI	1	Belle Cote Beach
127	destination ID	DI	2	Margaree Harbour Beach

O sign locations

O sites

routes

main line

spurs

N

directional (113)

Belle Cote Beach

CT

directional (114)

destination ID (126)

Margaree Harbour Beach

destination ID (127)

219

directional (120)

CT

discovery (121)

180 0 180 360 540 720 M

ekistics plan+design

99

9: GRAND ÉTANG

id	sign type	type code	tier	notes
1	directional	DD	1	[arrow left] Grand Étang 500m
72	destination ID	DI	1	Grand Étang
73	directional	DD	1	[arrow right] Grand Étang 500m

○ sign locations

○ sites

routes

—— main line

– – spurs

N

Grand Étang

destination ID (72)

CT

directional (73)

CT

CT

directional (1)

CT

70   0   70   140   210   280 M

10: CHÉTICAMP HARBOUR

id	sign type	type code	tier	notes
85	directional	DD	1	[arrow right] Chéticamp Harbour 500m
86	destination ID	DI	1	Chéticamp Harbour
106	directional	DD	1	[arrow left] Chéticamp Harbour 500m

○ sign locations

○ sites

routes

━━ main line

╌╌ spurs

N

directional (85)

Chéticamp Harbour

destination ID (86)

directional (106)

70 0 70 140 210 280 M

11: PLEASANT BAY

○ sign locations

○ sites

routes

━━ main line

‒ ‒ spurs

id	sign type	type code	tier	notes
3	directional	DD	1	[arrow right] Pleasant Bay Harbour and Beach 500m
6	directional	DD	1	[arrow left] Pleasant Bay
7	directional	DD	1	[arrow right] parking
79	destination ID	DI	1	Pleasant Bay Beach
89	destination ID	DI	1	Pleasant Bay parking
107	directional	DD	1	[arrow left] Pleasant Bay Harbour and Beach 500m

Pleasant Bay Harbour

Pleasant Bay Beach

destination ID (79)

destination ID (89)

directional (7)

CT directional (107)

directional (6)

directional (3)

N

100 0 100 200 300 400 M
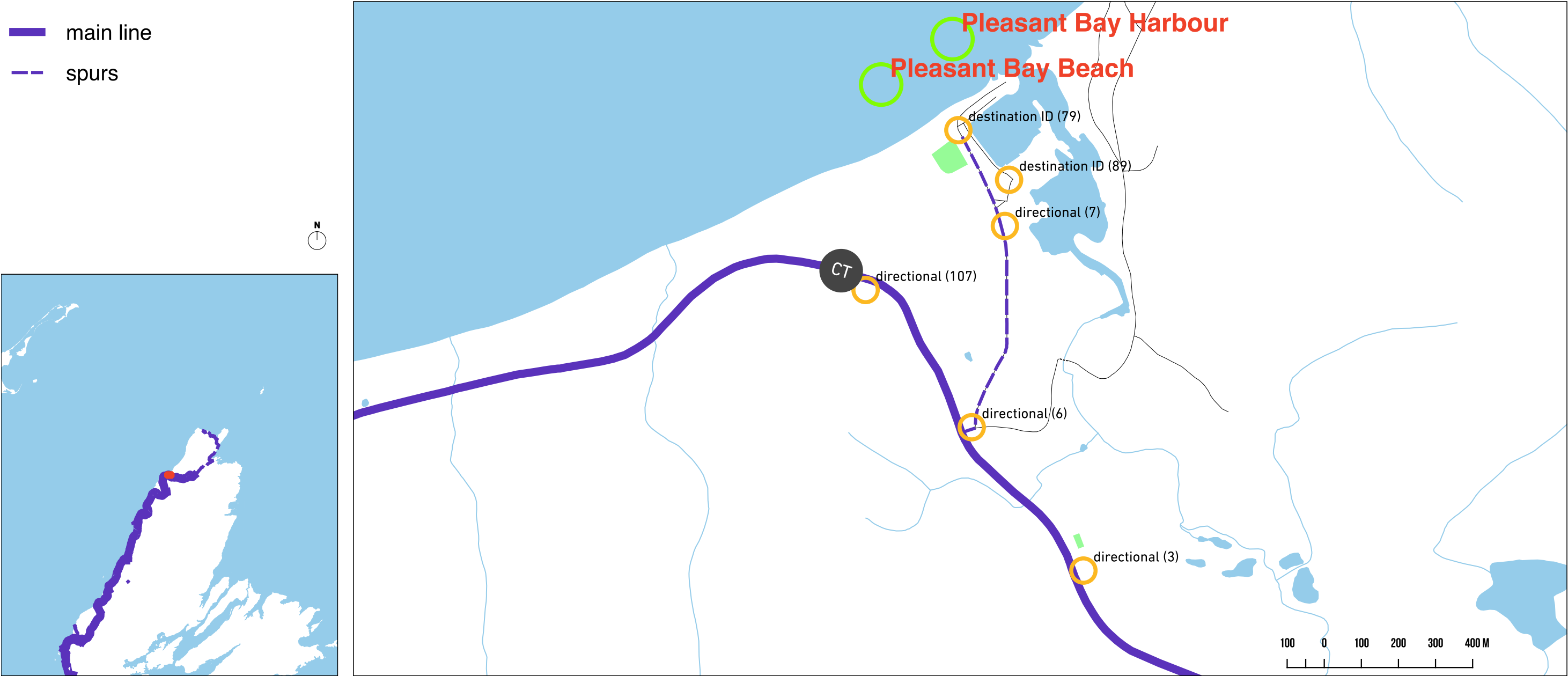
12: INVERNESS/VICTORIA MUNICIPAL BOUNDARY

id	sign type	type code	tier	notes
80	gateway	GW	1	Canada's Musical Coast
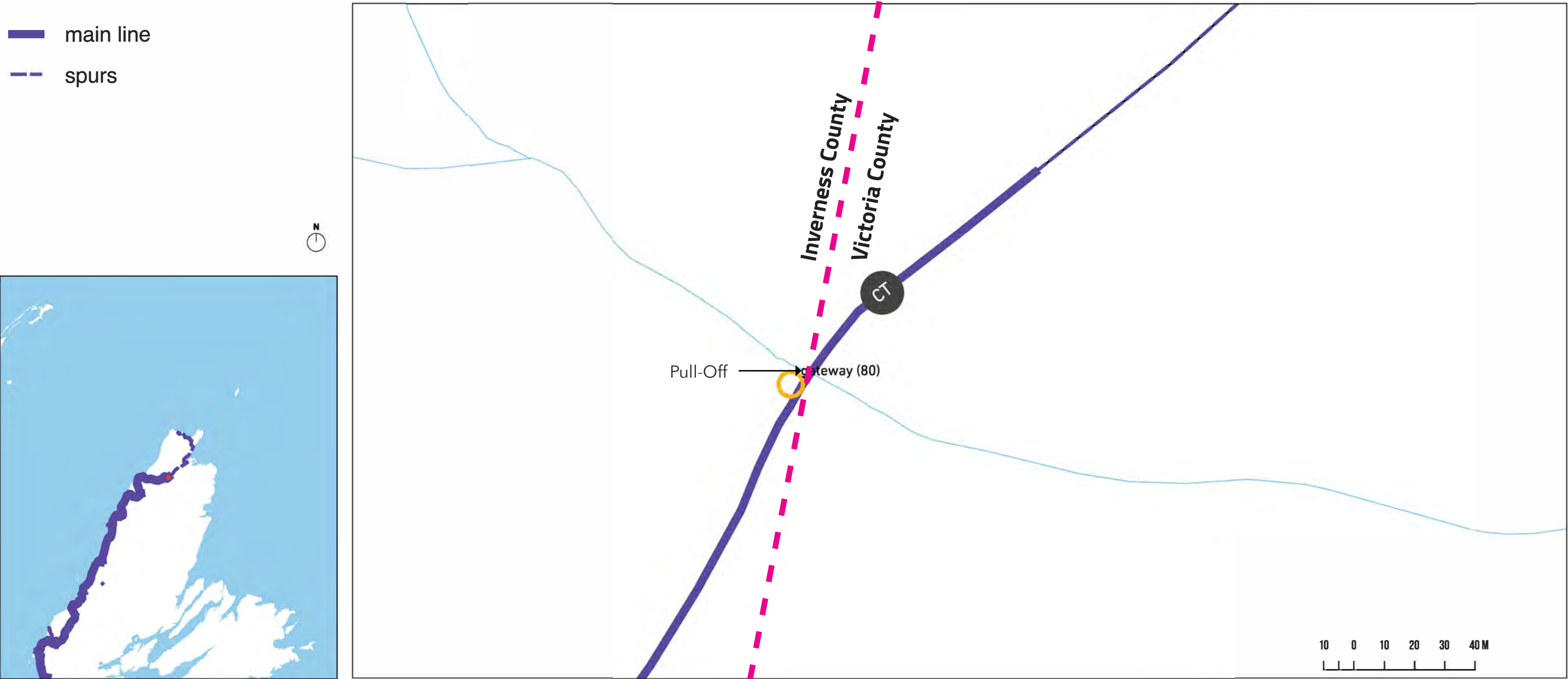
○ sign locations

○ sites

routes

━━ main line

- - - spurs

N

Inverness County

Victoria County

CT

Pull-Off ⟶ Gateway (80)

10   0   10   20   30   40 M

13: MARGAREE HERITAGE RIVER

id	sign type	type code	tier	notes
115	destination ID	DI	1	Margaree Heritage River
116	directional	DD	1	[arrow left] Margaree Heritage River 500m
117	directional	DD	1	[arrow left] Margaree Heritage River 500m
119	directional	DD	1	[arrow right] Margaree Heritage River 700m

○ sign locations

○ sites

routes

— main line

-- spurs

N

directional (116)

CT

Margaree Heritage River

destination ID (115)

CT

19

directional (117)

directional (119)

60 0 60 120 180 240 M

14: EGYPT FALLS

id	sign type	type code	tier	notes
109	directional	DD	2	[arrow left] to Egypt Falls 300m
110	directional	DD	2	[arrow right] to Egypt Falls 300m
111	directional	DD	2	[arrow right] Egypt Falls 300m
112	destination ID	DI	2	Egypt Falls
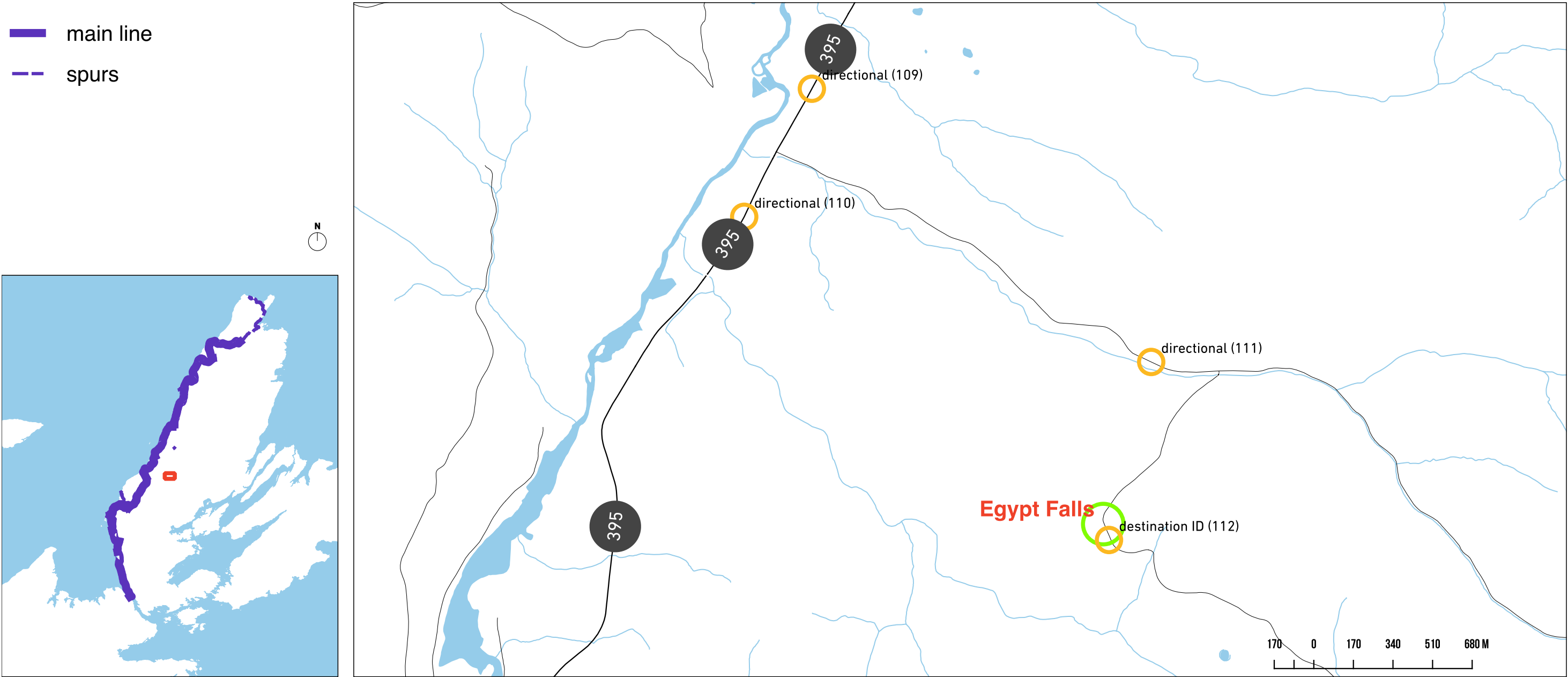
○ sign locations

○ sites

routes

— main line

-- spurs

N

395

directional (109)

395

directional (110)

directional (111)

395

Egypt Falls

destination ID (112)

170 0 170 340 510 680 M

ekistics plan+design

15: WHYCOCOMAGH WHARF

id	sign type	type code	tier	notes
123	destination ID	DI	2	Whycocomagh Wharf
124	directional	DD	2	[arrow right] Whycocomagh Wharf 500m
125	directional	DD	2	[arrow left] Whycocomagh Wharf 500m

○ sign locations

○ sites

routes

━━━ main line

─ ─ spurs

N

directional (124)

105

destination ID (123)

Whycocomagh Wharf

105

105

directional (125)

60 0 60 120 180 240 M
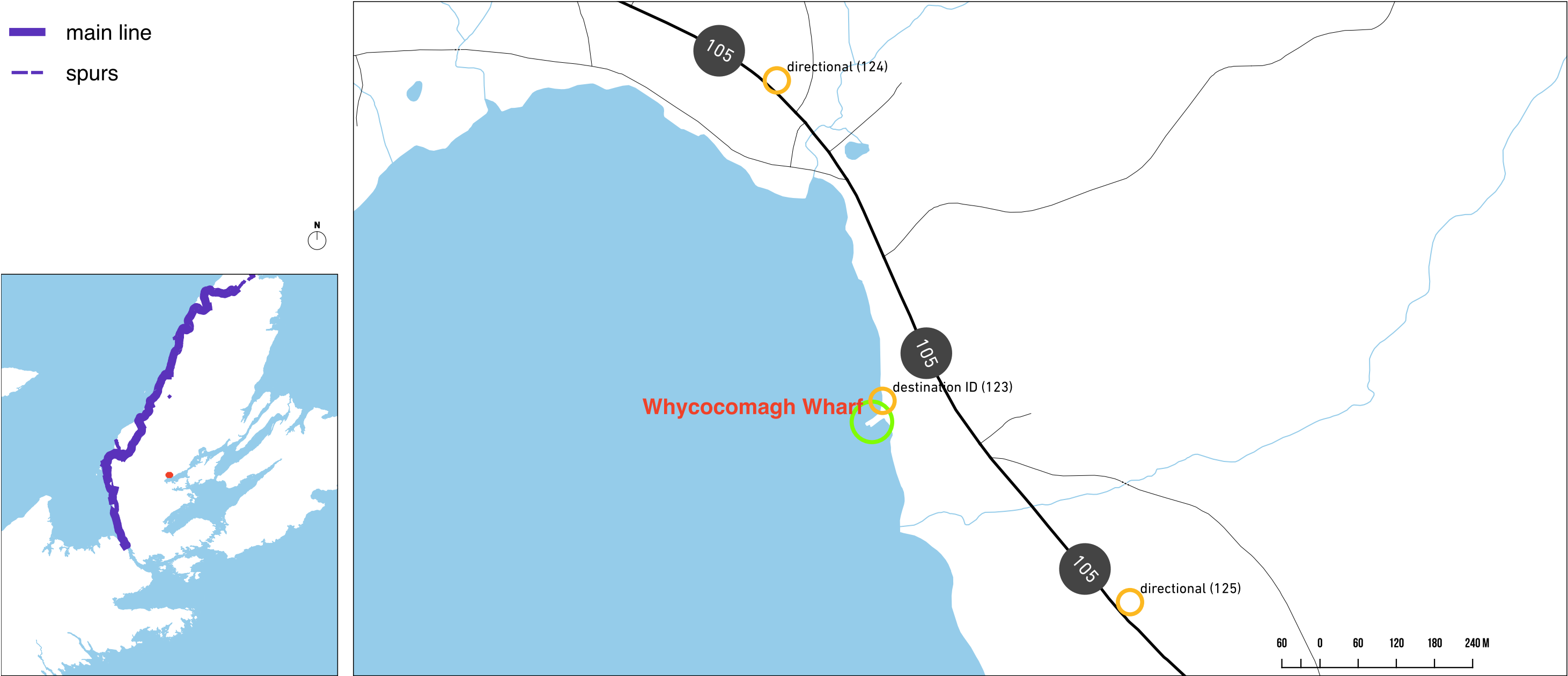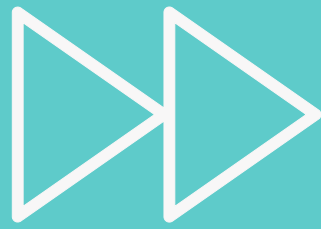
6.0 IMPLEMENTATION

The report describes a signature sites and tourism signage strategy for Inverness County and provides a series of recommendations to achieve this unique vision in line with the 2015 tourism development plan. This final chapter presents the phasing, cost estimates an implementation strategy for the network. Four distinct phases of site development have been established as well as a list of criteria for each phase. Cost estimates have been included for each of the 33 sites and recommendations for a digital strategy.

33 sites and a network signage system is a large undertaking with a large price tag for municipality. While this report presents a long term vision (build-out could exceed 10 years), there are short term projects that could be implemented to create traction and uptake for the signature sites network. This approach relies on ensuring the first several projects are implemented to a high quality so that everyone can imagine what a fully built out network could look like.

It will also be important to try to establish the cost-benefit for the initiative. This will require post occupancy evaluations for each site to measure the number of people visiting, their satisfaction and their duration of stay before and after the projects are built. This chapter presents a framework for that evaluation work.

Lastly, the success of this project will hinge on relationships, partnerships and cooperation. This chapter presents some considerations for maximizing those relationships in order to properly administer the projects.

6.1 PRIORITY SITES AND PHASING

A realistic multiple phase development plan has been created and recommended for Canada's Musical Coast signature sites. The first priority would be to tackle sites listed in Phase 1. These sites have been selected based on a review process with the steering committee. Phase 1 sites represent cornerstone projects that will help with the development of sites listed in Phase 2 and 3. They can give us a better understanding of what works and what does not work in site design and development. These sites should have strong destination potential but they should also be viewed as test sites to test the success of the ideas presented in this report. Depending on the post occupancy outcomes, these sites may eventually need to be 'tweeked' to maximize the destination potential, draw appeal and their ability to respond to the users that visit the sites. These sites will be the laboratory for further site developments.

Nine of the 33 sites have issues with private land ownership. These lands will either need to be purchased by the municipality or a use easement drawn up with the property owners and insurance dealt with. The issues of land ownership and adjacent land owner cooperation will need to be coordinated and dealt with at the municipal level. In some cases, there may be partnerships with port authorities or Provincial Parks (e.g. Boardwalk Beach).

The overall cost of implementing 33 high quality sites is about $8.4 million (including design and HST) and the cost of implementing the signage is $858k (2016 $). Done over a 9 year period, that is about $1.03 m per year for the sites and signage.

The signage network can either be done as one initial project (identifying the full network of signature sites on day 1) or it can be done incrementally over time as each of the 33 signature sites are developed. Ideally it will be done on day 1, launching alongside a digital strategy (described in this chapter).

The implementation strategy illustrates how the recommended projects could be completed in 3 phases over 9 years. These estimates assume 2016 dollars and should be adjusted for inflation over the 9 year period.

The signage implementation at $858 k includes design, tender and installation for the proposed signage network from Chapter 4.

The total implementation budget for the 9-year Inverness County Signature Sites Network is approximately $8.4 m dollars (2016 dollars). This includes materials and installation as well as tax (which the municipality can partially recoup) and design and engineering. Design and engineering can vary significantly depending on the scope of work at each project. For some simple projects like paving, it could be as low as 3% of the construction budget, for larger more complex projects it could be in the 15-18% range for design and construction administration (CA) services. Full design and CA services would be closer to the 18% but if the municipality can manage some of the CA work through it's engineering department, it would be safe to lower the estimate to about 12% for design and partial CA services (12% was assumed in the total project cost spreadsheets). Exact costs will depend upon detailed designs and bidding climate prevailing at the time of implementation. All projects require detailed design to facilitate quality implementation.

If the County and project funding partners were able to contribute approximately $1 m (2016 dollars) per year in capital or in-kind to the projects identified each year, all works could be completed within 9 years.

PROCESS FOR SITE DEVELOPMENT

The Signature Sites Network has been imagined as a grass roots cooperative effort between various local community

Some of the capital required may already exist within annual budgets for maintenance and renewal of the streets, parks and other related infrastructure. Materials and quantities were derived from measurements taken from the 1" = 200' geo-referenced base mapping. This level of accuracy is sufficient for general planning; however, more accurate estimates will be required during the detailed design and construction stages before going to tender with proposed work. Actual costs may be plus or minus 20%. All quotes reflect Aug 2016 'installed' prices, not including tax. With recent ballooning petroleum prices, prices could increase rapidly in line with petroleum prices. The County may want to consider adding a 20% contingency on these numbers

It is important to recognize that the drawings and designs in this document are conceptual only. A qualified design firm/team should be commissioned to prepare schematic and detailed design drawings and contract documents for each individual project. This additional cost has been accounted for in the cost spreadsheet.

FIGURE 155. COST ESTIMATES FOR EACH PHASE

Phase 1: Year 1-3

Sub-Total	$	1,818,650.00
Design (12%)	$	218,238.00
HST (15%)	$	272,797.50
TOTAL	**$**	**2,309,685.50**

Phase 2: Year 3-6

Sub-Total	$	2,291,060.00
Design (12%)	$	274,927.20
HST (15%)	$	343,659.00
TOTAL	**$**	**2,909,646.20**

Phase 3: Year 6-9

Sub-Total	$	2,502,570.00
Design (12%)	$	300,308.40
HST (15%)	$	375,385.50
TOTAL	**$**	**3,178,263.90**

TOTAL All 3 Phases	$	6,612,280.00
Design (12%)	$	793,473.60
HST (15%)	$	991,842.00
TOTAL	**$**	**8,397,595.60**

PHASE 1.0

1-3 YEARS

Pleasant Bay

Plage St. Pierre

Grand Etang

Inverness Harbour/Beach

Egypt Falls

Sunset Beach

A total of 6 sites are listed for Phase 1.0. These sites have been chosen based on their high level of development, destination appeal, municipal ownership and are considered 'ready' for visitors as they currently stand. They are also relatively equally distributed throughout the municipality. Sites listed in Phase 1 are located on mostly publicly owned lands. They already have facilities and amenities, such as public washrooms and access to drinking water and they are also currently enjoying a high level of visitation. Most Phase 1 sites have strong pedestrian and vehicular access as well as strong natural and cultural heritage elements. In other words, they should be the first sites to be developed along Canada`s Musical Coast Route.

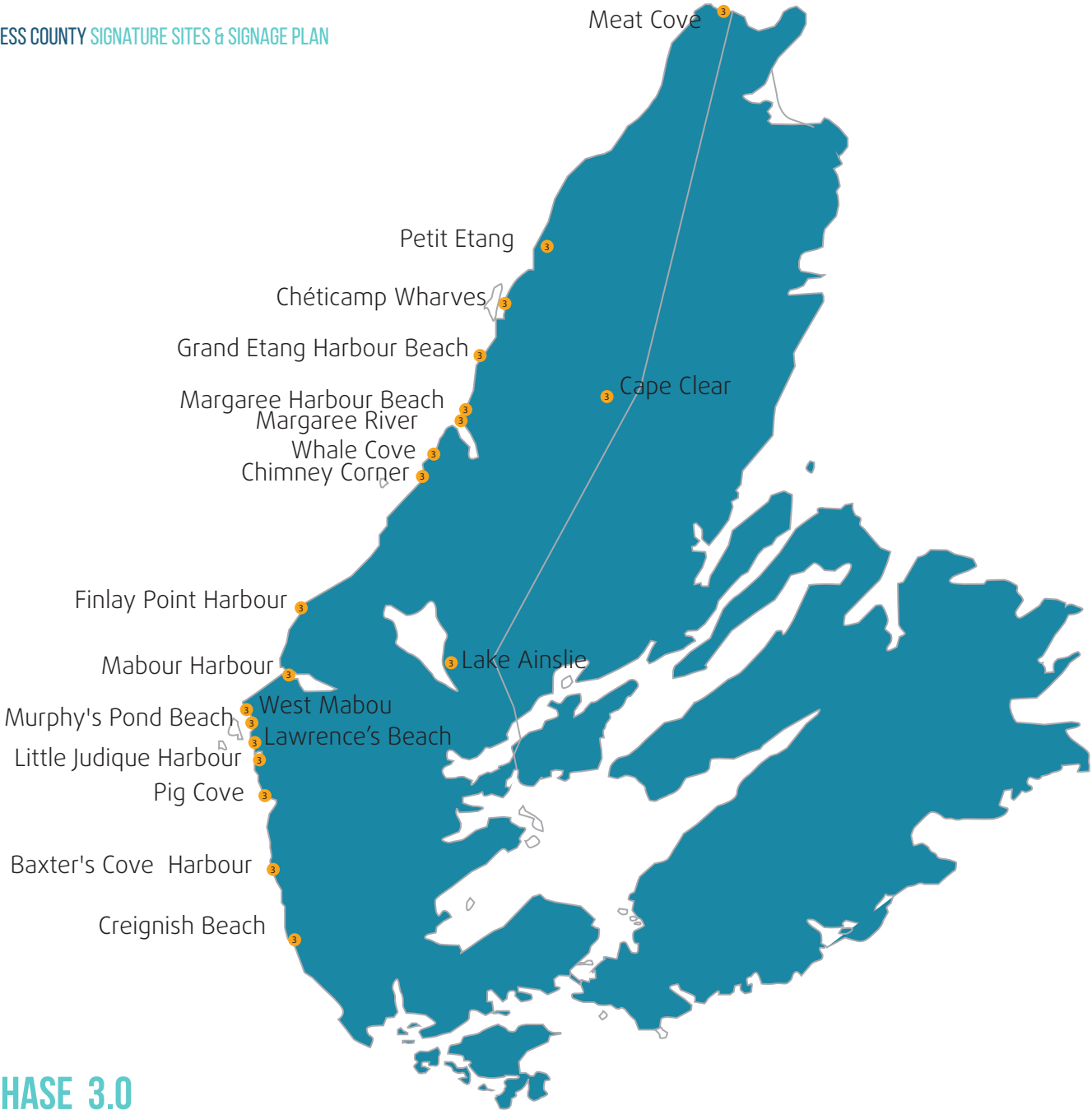The total cost for phase 1 is $2.31m including tax and design fees.

PHASE 2.0

3-6 YEARS

Chéticamp

Belle Cote
Margaree Harbour

Boardwalk Beach

Mabou Marina

Whycocomagh

Little Judique

Baxter's Cove Beach

Marble Mountain

A total of 9 sites have been selected for Phase 2 development. These sites did not make the list for Phase 1 for several reasons. The majority of these sites are located on private property, with the exception of Cheticamp. As a result, more coordination and time will be taken in order to alter these sites.

Phase 2 sites have a lot of potential in terms of tourist draws. They have strong natural and cultural heritage aspects,however, they lack most facilities such as washrooms and drinking stations. They have medium to strong pedestrian and vehicular access and are located close to Canada`s Musical Coast Route (Route 19, Shore Road, Cabot Trail).

The total cost for phase 2 is $2.91m including tax and design fees.

Meat Cove

Petit Etang

Chéticamp Wharves

Grand Etang Harbour Beach

Cape Clear

Margaree Harbour Beach
Margaree River
Whale Cove
Chimney Corner

Finlay Point Harbour

Mabour Harbour

Lake Ainslie

Murphy's Pond Beach
West Mabou
Little Judique Harbour
Lawrence's Beach

Pig Cove

Baxter's Cove Harbour

Creignish Beach

PHASE 3.0

6-9 YEARS

Most of the 18 sites listed in Phase 3 could be considered as 'secret gems.' Little work has been done on them in terms of preparing them for tourists. They are difficult to locate as they lack basic signage and are found at a distance from Canada's Musical Coast Route. A considerable amount of work needs to be done in order to get these sites 'ready' for visitors. Sites listed in Phase 3 lack amenities, facilities and site infrastructure. Pedestrian access is medium and weak, with a few exceptions -Cheticamp Wharf and Mabou Marina. Sites in this list have medium to strong natural and cultural features.

The total cost for phase 3 is $3.18 m including tax and design fees.

groups, the Municipality and its funding partners. The project will be overseen and administered by the Municipality, and managed and maintained by a partnership between the community and the Municipality. In that light, the following process is proposed for implementing the network:

1. The finalized conceptual plan "Inverness County 2016 Signature Spaces & Signage Strategy" will be presented to stakeholders and community groups via information sessions held in all 6 districts.

2. A Signature Sites Steering Committee (SSSC) will be established to prepare submission guidelines for the community group, select candidate communities for implementation, liaise with local groups through the design and construction tendering phase, and work with the Municipality in ensuring the maintenance and management standards are maintained.

3. The Municipality will confirm funding for implementation (in association with its funding partners) on an annual basis so that budgets are established prior to applications being submitted. The municipality will confirm tendering procedures and insurance requirements for sites.

4. In response to the submission guidelines, communities or community groups will work with Municipality to submit a funding proposal to develop any of the sites proposed in this document. The submission will include a program for site development if it differs from the program outlined in this report, the maintenance protocols being proposed, and the Municipal partnership needs that are in place to promote and maintain the site after construction.

5. The SSSC will select successful candidate sites and communities through a review process which weighs the cost and economic benefits, as well as the capabilities for implementing and maintaining the site by the candidate communities.

6. The Municipality, community group/stakeholder and land owner will form a Memorandum of Understanding (site specific) to move forward with execution of lease agreements, design work and implementation of the site development.

7. The SSSC and the community group will oversee the selection of design consultants who will implement the tender drawings and specs for implementation.

8. The SSSC and the community group will oversee the tendering and selection of contractors who will implement the construction.

9.

6.2 ADMINISTRATIVE STRUCTURE

DIVISION OF RESPONSIBILITIES

The National Tourist Routes of Norway provides a good example of a successful administration structure. The Director General of the Norwegian Public Roads Administration (NPRA) is responsible for the development of 18 route systems as an attraction and a brand. The County administrations and the NPRA Regions are road owners. They are responsible for the operation and maintenance of roads and road improvements among other things. The Tourist Routes Section of the NPRA is responsible for the planning and building of picnic areas and viewpoints and are also in charge of the maintenance of site installations and furniture. Other stakeholders are involved in providing food, accommodation, hospitality, marketing and developing businesses along the routes. The project relies on coordination amongst 10 county administrations, 64 municipalities, businesses, and organizations.

PROPOSED ADMINISTRATIVE FRAMEWORK FOR CANADA'S MUSICAL COAST

1. The Municipality of the County of Inverness will have a central role in the design implementation process for Canada's Musical Coast Route and Signature Sites. Currently the Municipality of Inverness County has four municipal departments. These departments include the following: Administration, Finance/Taxation, Public Works and Recreation/Tourism. Clearly Recreation/Tourism should lead an initiative such as this with assistance from other departments.

2. There is one destination marketing organization/tourism industry association on Cape Breton Island that would be invited to participate in the process; this organization is Destination Cape Breton Association (DCBA). Their main objectives are to focus on marketing, tourism product development, and visitor servicing. They would act as a partner/advisory on the implementation of this plan. The Province of Nova Scotia, both Tourism Nova Scotia (TNS) and Communities, Culture and Heritage (CCH) and the Atlantic Canada Opportunities Agency (ACOA), a partnership resource for the renewal of existing and the creation of new tourism infrastructure in Cape Breton, should also be involved. Nova Scotia's Department of Transportation and Infrastructure Renewal (NSDTIR) should also have a say in what occurs during the implementation process if it relates to provincial roads. With respect to harbours and beaches, Department of Natural Resources (DNR) as well the Department of Fisheries and Oceans (DFO) will also need to be consulted.

FIGURE 156. PROPOSED BREAKDOWN OF RESPONSIBILITIES
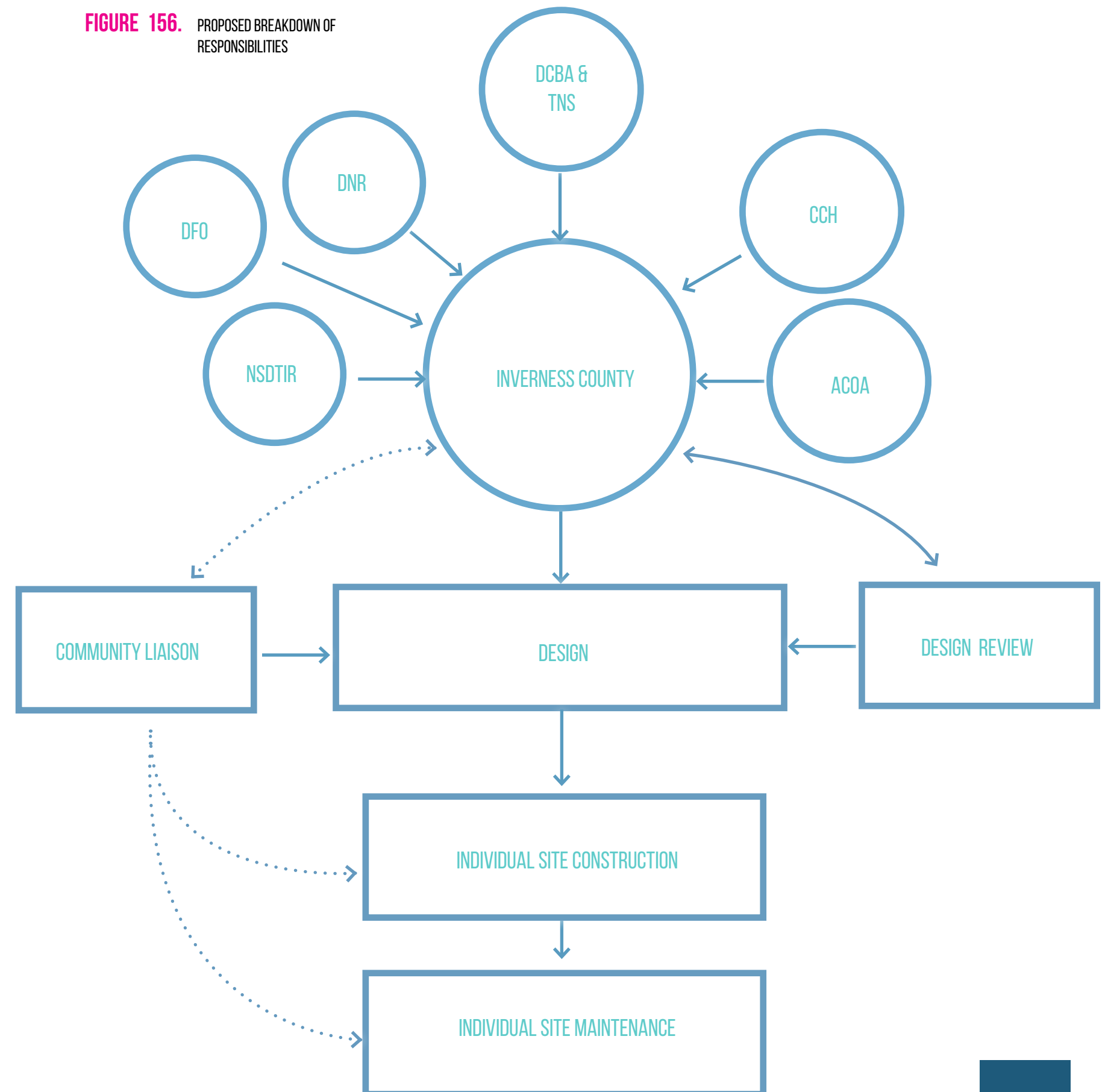
3. The Municipality will make decisions based on the information provided to them by DCBA, TNS, CCH, NSDTIR, DNR, DFO and ACOA. They will use these ideas to establish a design goal.

4. Community liaisons could be involved as they could provide a crucial link between the local residents and the municipality. These individual groups or local communities would be responsible for advancing each project through an application process to the SSSC. Each community group would

   » confirm the design program outlined in this report and make changes where needed

   » coordinate with the Municipality on the design of the site

   » assist with tendering of the project and identifying what aspects of the design the local community might be able to advance internally.

   » Assist with construction as may be needed in association with the municipality.

   » Assist with site maintenance

   » Assist with marketing and promotions at each site with the Municipality.

5. An MOU would establish the maintenance and management protocols for each site once it is constructed.

6.3 DIGITAL STRATEGY

The digital strategy developed by the National Tourist Routes of Norway provides a great jumping off point for Canada's Musical Coast tourism and signage strategy. The website includes a route map that identifies 18 destinations. Each of these 'tear drop' shaped icons can be clicked on for more site specific information. The history of the area is provided as well as suggestions for different outdoor experiences. Important travel logistics (maps and brochures) are also available for website users. There is also the option to add routes to 'My Trips' and share links.

A digital strategy could be developed for Canada's Musical Coast Route and Signature Sites using a similar framework. The website could start by mapping out the Signature Sites listed for Phase 1. At this point, the 'Route' could be loosely described on a site map. Icons could be used to describe locations for "complete sites" and "incomplete sites" and could provide information on an approximate time line for each site design completion.

The website could further develop the theme of music as a connecting element throughout all 33 sites. Site installations, incorporating music/sound, could have an important place on the website. There could be a call out to both local and international artists and designers to participate in creating these sound-based site interventions. An virtual 'art gallery' of sound-based work could also be accessible on the website.

As was previously mentioned in chapter 3, the Forerunner Inverness Strategic Tourism Plan Final Report created a list of travel motivators in regard to tourists interested in travelling to Atlantic Canada. These travel motivators include coastal experiences, sightseeing and touring, culture, entertainment and heritage, culinary, outdoor activities, experiential accommodation, and international events.

The proposed website for Canada's Musical Coast could help to further emphasize these 7 travel motivators by recommending and lending out site specific information. The website could be used as a way to tie everything together into a workable package.

6.4 SITE POST OCCUPANCY EVALUATION

This Signature Sites Initiative is a first for the municipality and indeed the Province. As such, it will be important to measure and monitor visitors and the intended outcomes to reassure the economic viability of the project. This should include:

» An inventory of users and frequency of use before starting construction. This could include profiles by the community or even installation of a cheap ($50) laser break beam counter to measure how many people are crossing various points on the sites. There should be a survey created first to gather baseline data for the sites.

» The 2016 Tourism Exit Survey Information will create a high level baseline for tourists in the region. This data is too high level for individual sites or communities but it does provide a high level profile for the municipality.

» Construct the site, then measure how different variables change over time including use, visitation time, visitor satisfaction, visitor profiles, etc.

» Determine any potential impacts in the business community as a result of the network. These would be qualitative or quantitative interviews with business owners.

Post Occupancy Evaluations are an important and vital tool to confirm that the investment has a payback.
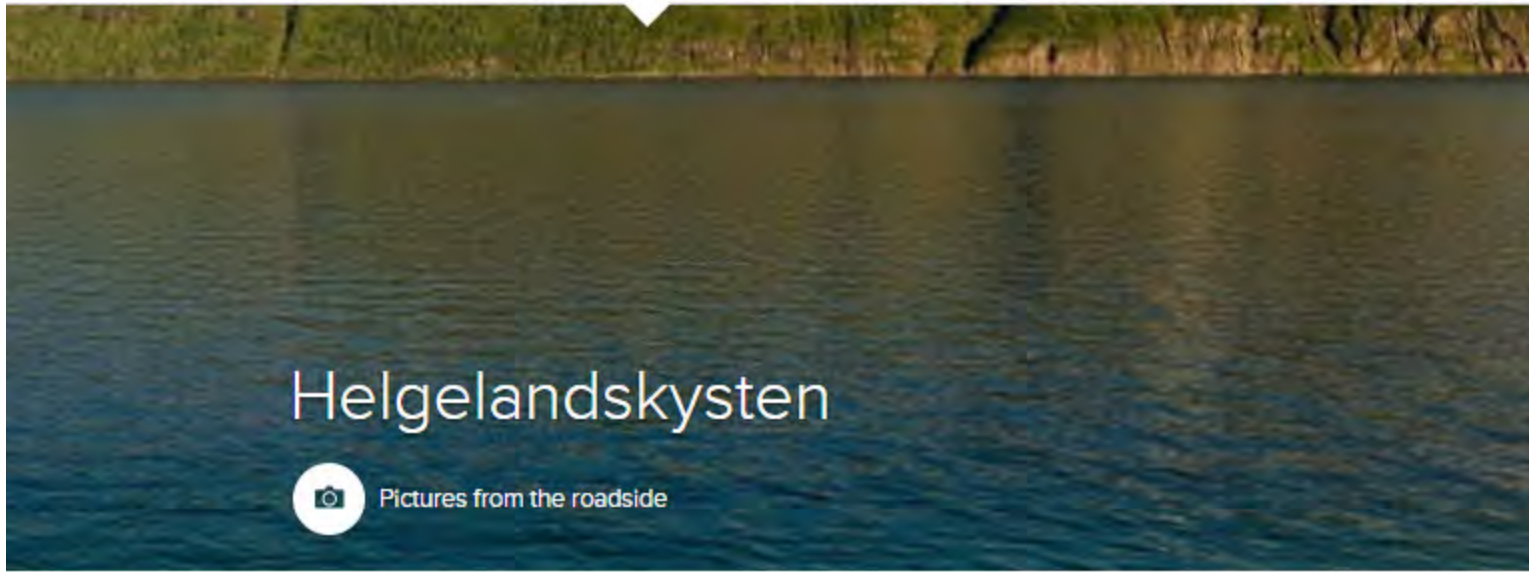
Helgelandskysten

📷 Pictures from the roadside

The National Tourist Route Helgelandskysten is the longest of the 18 National Routes. The six ferry trips and the contrasts the route presents mean that you must set aside plenty of time for the drive. Going from Jektvik to Kilboghamn you cross the Arctic Circle at 66 degrees northern latitude. On this journey you will also encounter many other unique natural phenomena. Saltstraumen is the world's largest tidal maelstrom while Svartisen is Norway's second largest glacier. You can also marvel at the hole through the Torghatten peak and ponder on whether the legend of the Seven Sisters is true. The road follows the coast but its character changes underway from the long line of peaks in the north to the fjords and mountains until the scenery becomes more gentle with the archipelago and the islands out at sea. Even in the fertile cultivated landscape to the south, the vicinity of the sea is essential to the experience. Keep in mind that you can also see the midnight sun south of the polar circle, even though it just barely dips into the sea. The Vega Island features on UNESCO's World Heritage list, but you can also pick another of the thousands of islands where you can experience something equally special. Four hundred kilometres adrift with natural and cultural experiences will have an impact on you –and will do you the world of good.

History

Along the coast of Helgeland the main livelihood of the population has been agriculture and fishing. This is still the case but there are other sides to the story. It's all about exploiting the resources – hydropower, industry and mining operations - and about people who have sought to realize nature's potential ever since the Stone Age. The Petter Dass museum is the millennium site of the County of Nordland and presents exciting exhibitions all year round. You will also find war memorials and war cemeteries along the route.

Experiences

Helgelandskysten is perfect for cycle trips – the terrain is flat and the roads are wonderful. You can take breaks wherever you want to. Since the landscape surrounding the mountains is fairly flat, the view from the summits makes the trip to the top very worthwhile. There is a wealth of trips to lofty mountain tops and to islands, and in the archipelago a kayak is a splendid means of transport. The multitude of islands ensures that you can paddle for long distances without having to cross wide expanses of open sea. In a kayak you are in close contact with

Add to MyTrips

Share

Brochure

Map

Attractions

Rjupa

Steinplassen

Vargebakkane

Gjende

6.5 CONCLUSION AND SUMMARY

A Signature Sites Network is an exciting concept for Inverness County and could have implications for tourism development right across the Province. Using the Norway Tourism Network as a model, the potential design, construction and packaging of these sites could have a profound impact on both resident satisfaction and tourist satisfaction in the municipality.

Though the price tag is relatively high for a small municipality, phasing the sites over a 10 year period significantly reduces the initial capital outlay while providing time to gather baseline data and post occupancy data to substantiate the initial investment.

The outcomes of this project should:

» Increase resident satisfaction and aid in place recognition

» Increase the municipality's brand awareness through implementation of the musical themes.

» Improve tourist satisfaction, keep tourists in the region longer, spending more money in the region.

» build on the strong destination appeal that the municipality and new Inverness Golf Courses are now building over the last few years.

» increase the economic development potential in the region for local businesses, designers and craftspeople.

A number of elements will be needed in creating the vision of Canada's Musical Coast. First and foremost, there needs to be a balanced approach to design that recognizes the needs of the local residents. This will be achieved through ongoing participation from local residents and through the hard work of community liaisons.

The concept of sound/music is the most important theme for Canada's Musical Coast as it will provide the foundation for the project. Ultimately, each site will reference the idea of sound through the three design distinctions: passive sound, active sound and abstract interpretation of sound.

Canada's Musical Coast brand could serve as an educational tool. The project could bring awareness to the importance of preserving cultural and natural heritage landscapes. These sensitive areas could be identified and promoted through low impact and thought provoking sound-based artwork. For example, when a visitor is approaching a heritage feature, a musical element (such as wind chimes, musical steps etc.) to bring attention to the existence of special features. The project would support cultural tourism by investing in these signature cultural attractions.

The goal of Canada's Musical Coast Route and Signature Sites to draw people to the natural and culturally rich area of Inverness County and convince them to stay longer. This tourist route will provide structure for the attraction of Canada's Musical Coast. Signature sites will represent anchor points that will ground the project through bringing together history, culture, recreation, ecology and sound.

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Webb, K., Marshall, I., & Canada. Agriculture Agri-Food Canada. (1999). Ecoregions and ecodistricts of Nova Scotia. Truro, N.S.]: Agriculture and Agri-Food Canada.

2010 Nova Scotia Visitor Exit Survey-Regional Report: Cape Breton

WEBSITES

Municipality of the County of Inverness website

National Tourist Routes of Norway: http://www.nasjonaleturistveger.no/en

Cape Breton Island Tourism: http://dcba-info.com/product-development/news-product-development/cape-breton-island-tourism-industry-begins-critical-planning/

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Miners Museum, Cape Breton: http://www.minersmuseum.com/history-of-mining/

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Port Hood History: http://porthood.ca/history

Tourism Nova Scotia: https://tourismns.ca/historical-tourism-activity-o

Historica Canada, Cheticamp: http://www.thecanadianencyclopedia.ca/en/article/cheticamp/

Nova Scotia Canada, Acadian Affairs: https://acadien.novascotia.ca/en/community

Historica Mining, Coal Mining: http://www.thecanadianencyclopedia.ca/en/article/coal-mining/

Nova Scotia Archives: https://archives.novascotia.ca/genealogy/scots

Unama'ki: http://www.unamaki.ca/first-nation-communities.asp

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