

Overview of Inverness County's Signature Spaces & Signage Strategy

The strategy combines the attractive branding of “Canada’s Musical Coast” for visitors along with a strong pride of place for current and potential residents. Essentially we are enhancing public spaces by upgrading essential services and amenities.

Phase 1 of the total project is to be carried out over 3 years (year 1 almost completed.)

ACOA's contribution: \$999,170

The Province of Nova Scotia's contribution: \$398,500

The Municipality & Community groups: \$477,153



Signage

Partners:

- NS Transportation Infrastructure & Renewal

Stakeholders:

- Community Development Associations
- DFO - Small Craft Harbours
- Local Harbour Authorities

Goals:

Installation of advance warning signage and wayfinding signage for harbours and beaches.



FIGURE 153. DESTINATION DIRECTIONAL (DD)

Mabou Beautification

Partners:

- Mabou & District Community Development Association

Goals:

- Updating directional, banners and kiosk signage;
- Seasonal beautification efforts (flowers & maintenance).



Inverness Growth Strategy

Location:

Inverness

Partners:

- Develop Nova Scotia

Goals:

The intent of the Growth Management Strategy is to identify key strategic infrastructure and land use planning initiatives that must first be put in place to create a platform that encourages continued investment and supports inclusive and sustainable growth and development.



Whycocomagh Façade & Streetscape



Whycocomagh Façade & Streetscape

Partners:

- Whycocomagh Planning & Streetscape Management Committee

Stakeholders:

- NS Transportation and Infrastructure Renewal
- Inverness County Trails Federation
- Area Businesses
- We'koqma'q First Nation

Goals:

- Increased lure/attraction capacity;
- Community-shared infrastructure via streetscape improvements and upgrades;
- Elevate the community's attraction and capability and thereby improve volume of business traffic and support local business;
- Increased walkability;
- Increased visitor and residential experiences;
- Increased civic pride.



We'koqma'q/Whycocomagh Signature Space

Partners:

We'koqma'q First Nation Band Council

Stakeholders:

Skye River Trail

Goals:

- Joint art installation along Skye River Trail;
- Relationship building.



Judique Signage and Streetscape

Partners:

- Judique & Area District Development Association

Goals:

- Branding and beautification;
- Identify amenities and provide wayfinding signage;
- Improve visitor experiences;
- Bolster civic pride.



Margaree Brand, Signage & Streetscape

Partners:

- Margaree and Area Development Association

Stakeholders:

- Margaree Salmon Museum Association
- Heritage River
- Margaree Salmon Association

Goals:

Conceptual brand development and unique signage plan to improve visitor navigation.



Gypsum Mine Trails Project

Partners:

- Highland Trail Groomers Association
- Highland ATV Club
- Velo Club Cheticamp
- CEC Cheticamp

Goals:

- Improve/enlarge parking areas;
- Trail resurfacing, ditching and culverts;
- Change rooms;
- Beautification;
- Interpretive panels.



Inverness County Trails Federation Strategy

Partners:

- Inverness County Trails Federation and Inverness County trail organizations
- NS Trails Federation
- Tourism Nova Scotia
- Destination Cape Breton

Goals:

With over 50 trail (maintained by volunteers) systems in Inverness County, a trails strategy is needed:

- To align with the Provincial Trails Strategy;
- To lead trail development, sustainability and promotion of Inverness County trails.



Chéticamp Boardwalk

Locations:

Chéticamp

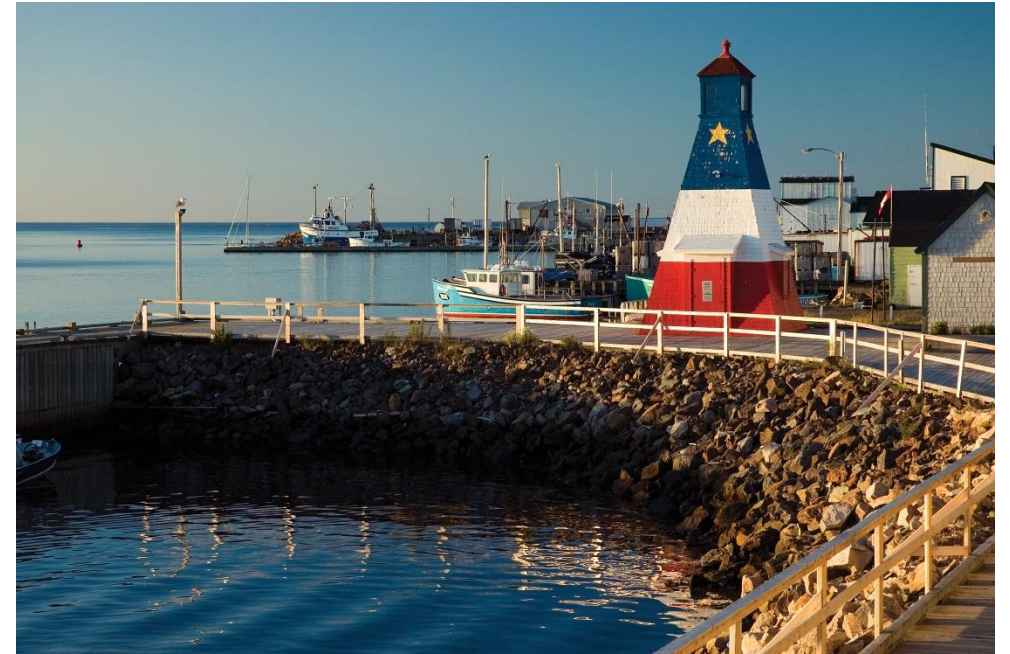
Partners:

- Community & Business Stakeholders

Goals:

Assisting with a condition assessment. Partnering with community and business stakeholders to improve the accessibility, usability and safety of gateways/entrances to the boardwalk with a special focus on existing Municipal and community initiatives and partnerships

Example: the Gypsum Mine Trail and improvements to the Quai Mathieu.



Cabot Trail Comfort Centres

Locations:

Margaree Forks and Pleasant Bay

Partners:

- Margaree & Area Development Association
- Friends of the Whale Watch Cape Breton
- Tourism NS

Goals:

To deliver increased availability of accessible public washrooms along the Cabot Trail under the provincial Tourism Revitalization of Icons Program (TRIP).

