



Committee of the Whole Excerpts
April 8, 2025

RISING TIDE SHORE SIGNAGE PROJECT EXCERPT

The Municipality of East Hants staff took the lead in developing a draft signage plan for the Highway 215 project to improve the region's signage for consistency and continuity. The Rising Tide Shore signage project needs a unified approach to strengthen the area's identity.

East Hants proposed a phased-in approach, which WHRM staff also supports. With Council's approval, WHRM staff will continue to work with the Municipality of East Hants to implement the signage project and promote the Rising Tide brand, highlighting all attractions along Highway 215.

The recommended motion was that Committee of the Whole recommend that ...

COUNCIL SUPPORTS THE ADVANCEMENT OF THE RISING TIDE SHORE SIGNAGE PROJECT WITH THE MUNICIPALITY OF EAST HANTS, TO DEVELOP SIGNAGE ALONG HIGHWAY 215; TO ENHANCE THE VISITOR EXPERIENCE; SUPPORT ECONOMIC DEVELOPMENT; AND INCREASE WAYFINDING.



WEST HANTS REGIONAL MUNICIPALITY REPORT

Information ☐	Recommendation ☒	Decision Request ☐	Councillor Activity ☐
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To: West Hants Regional Municipality Committee of the Whole

Submitted by: _____
VanEssa Roberts, Manager, Community Economic Development

Date: April 2, 2025

Subject: Rising Tide Shore Signage Project - Recommendation Report

LEGISLATIVE AUTHORITY

Municipal Government Act Section 65

RECOMMENDATION

Committee of the Whole recommends....

... that Council supports the advancement of the Rising Tide Shore Signage project with the Municipality of East Hants, to develop signage along Highway 215; to enhance the visitor experience; support economic development; and increase wayfinding.

BACKGROUND

Property ☐	Public Opinion ☐	Environment ☐	Social ☒	Economic ☒	Councillor Activity ☐
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In 2019, Windsor, West Hants and East Hants applied to and were accepted into Tourism Nova Scotia's Digital Content Marketing Program. That project created video content for the "Rising Tides Shore" region from Maitland to Windsor. From that project, the municipalities agreed that a unified signage program was needed to promote businesses and attractions along Highway 215.

In November 2023, East Hants and West Hants staff discussed developing a Rising Tide signage project. East Hants allocated \$100,000 to the project. West Hants allocated \$50,000 to support the Rising Tide Shore Signage project in the WHRM Capital budget of 2024/2025.

DISCUSSION

The Municipality of East Hants staff took the lead in developing a draft signage plan for the Highway 215 project to improve the region's signage for consistency and continuity.

The Rising Tide Shore signage project needs a unified approach to strengthen the area's identity.

At the Municipality of East Hants March 18, 2025, Executive meeting, Council supported the Staff Report with the following motion:

Moved that Parks, Recreation and Culture Committee recommends that Council gives the CAO direction to continue on the Rising Tide Shore signage program as outlined in this report.

East Hants proposes a phased-in approach, which WHRM staff also supports.

- Phase 1 100 series Highway signage – blades under the existing community identity signs
- Phase 2 Directory signs at key junctions such as Brooklyn and Newport Corner
- Phase 3 Individual attraction signs and further branding.

Provincial approval will be required for Phases 1 and 2.

Brand Alignment:

In keeping with the West Hants brand, the Rising Tide signage will be the same along Highway 14 for continuity but will change to West Hants brand colours within our region.

NEXT STEPS

With the Council's approval, staff will continue to work with the Municipality of East Hants to implement the signage project and promote the Rising Tide brand, highlighting all attractions along Highway 215.

FINANCIAL IMPLICATIONS

In the 2024/25 Capital Budget, Council approved \$50,000 towards the Rising Tide signage program to be funded through operating reserve. Those funds will be deferred to the 2025/26 Capital Budget.

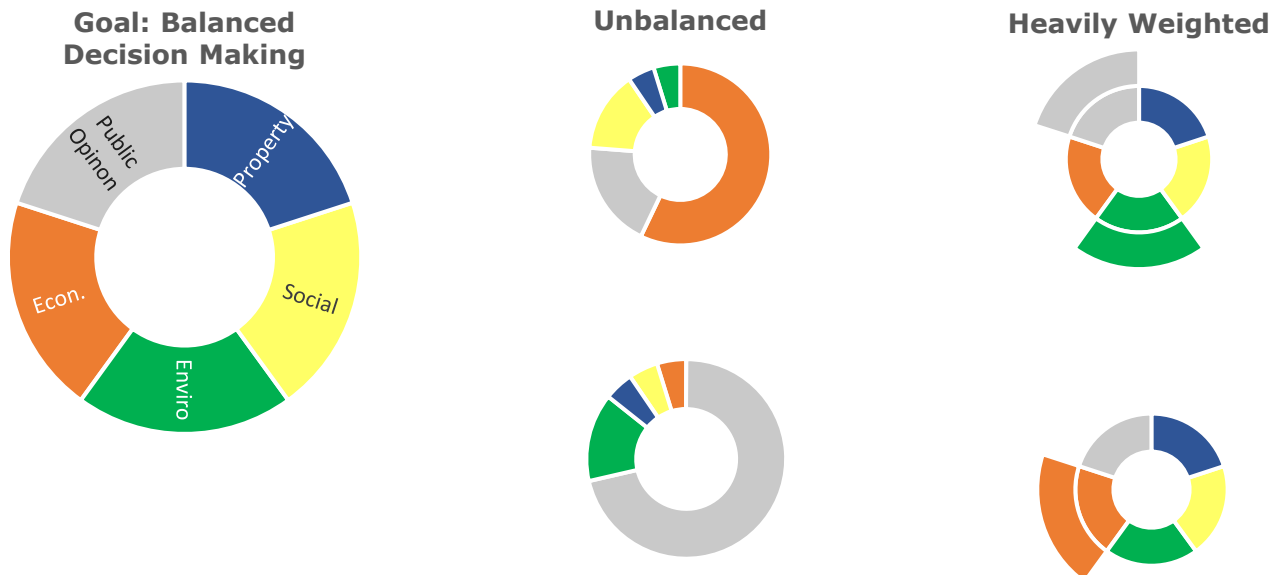
ALTERNATIVES

Committee of the Whole may choose not to proceed with the implementation of this project, this is not the course of action recommended by staff.

ATTACHMENTS

East Hants - Rising Tide Shore Signage Manual - draft

CHIEF ADMINISTRATIVE OFFICER REVIEW



(For use if report is from a Councillor. CAO to provide additional comments on background, department/staff responsible and workload, budget, options, preferred strategy. State “Not Applicable” if report is from staff which already incorporates CAO review.)

Report Prepared by: _____
VanEssa Roberts, Manager, Community Economic Development

Report Reviewed by: _____
Kathy Kehoe, Director, Community Development

Report Reviewed by: _____
Carlee Rochon, Director, Financial Services

Report Approved by: _____
Mark Phillips, Chief Administrative Officer

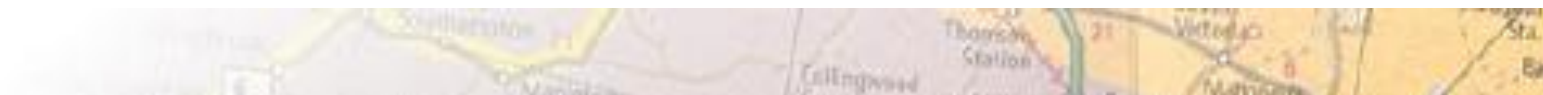
RISING TIDE SHORE

WELCOMING VISITORS ON HIGHWAY 215 - A SIGNAGE & WAYFINDING APPROACH



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Introduction

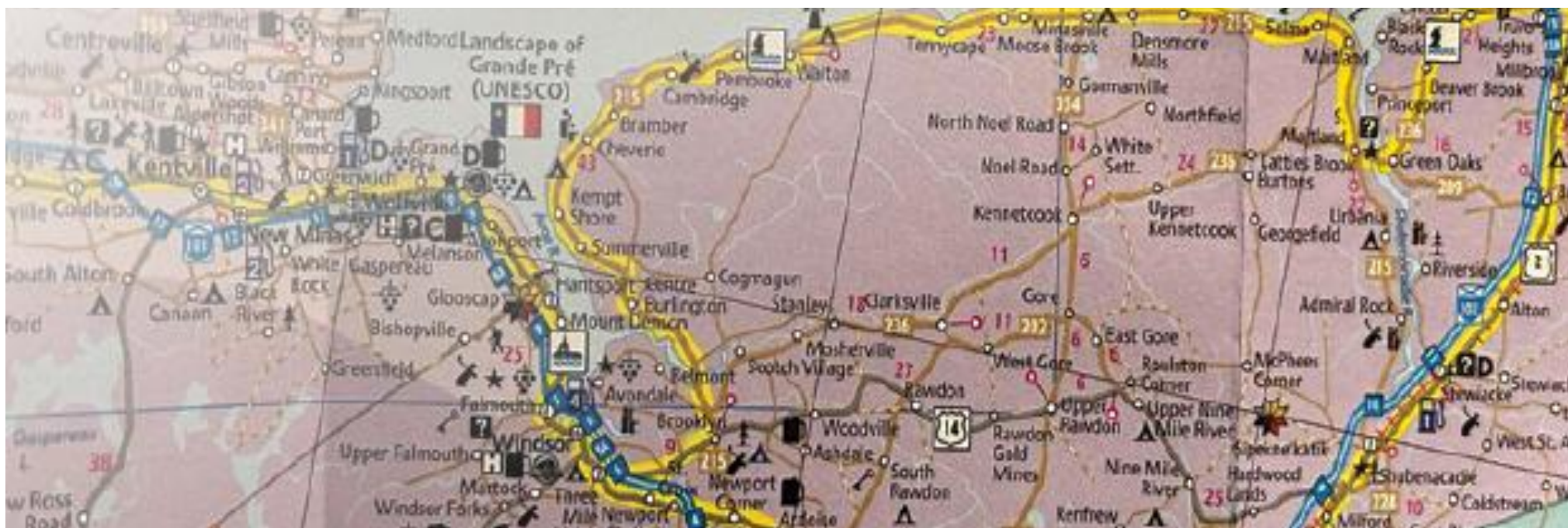
The Rising Tide Shore, for the purposes of this plan, refers to the scenic shoreline route of NS-Highway 215. The roadway is located in Hants County, with portions located in both East and West Hants municipalities. This area is already established as the home of the highest recorded tides on Earth (measured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

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

Related existing Municipal strategies and documents: East Hants Tourism Strategy

Purpose of this signage program:

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



Design and Branding



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



Phased Approach

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

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

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

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

Collaboration:

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

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

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

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

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



Phase 2: Directory Signage at Junctions (Tier 2)

Proposed timeline: fiscal 2025-26

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

Collaboration:

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

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

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

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



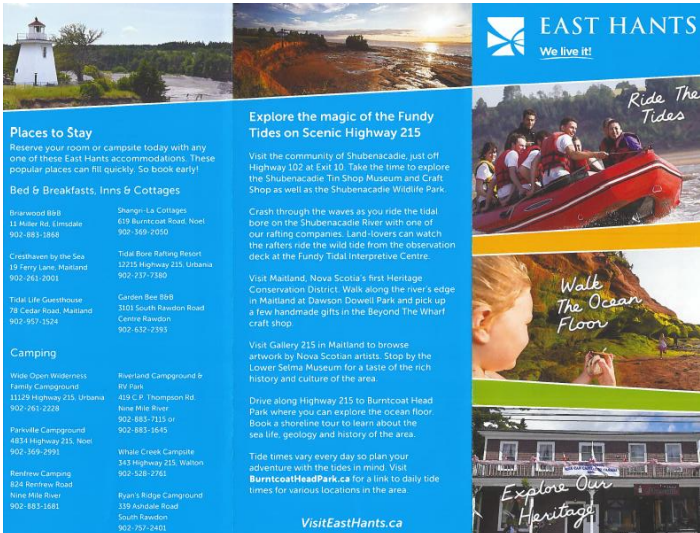


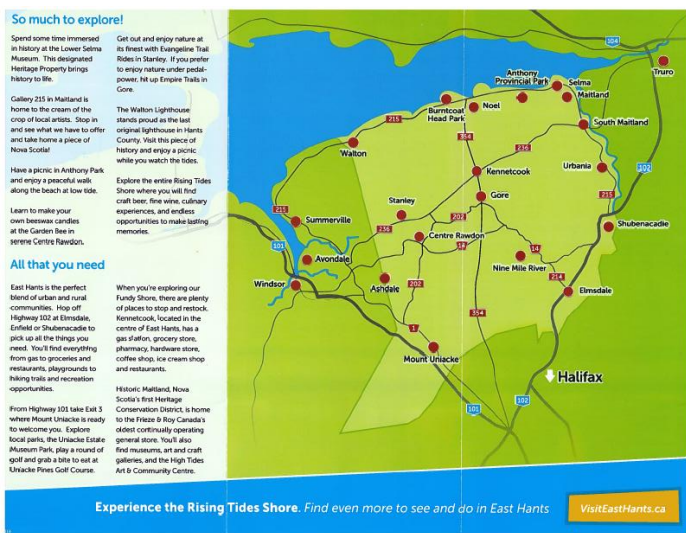
Phase 3: Individual Attraction Signage/Further Branding (Tier 3)

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

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







Additional Information

Links to bylaws, regulations:

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

Guiding documents:

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