

BAIE SAINTE-MARIE



EXISTING CONDITIONS

CLIMATE CHANGE + SEA LEVEL RISE

According to recent reports, rates of sea level rise in Nova Scotia are higher than they are globally. Because of rising sea levels, the Baie Sainte-Marie region may experience moderate and high degrees of impact, including:

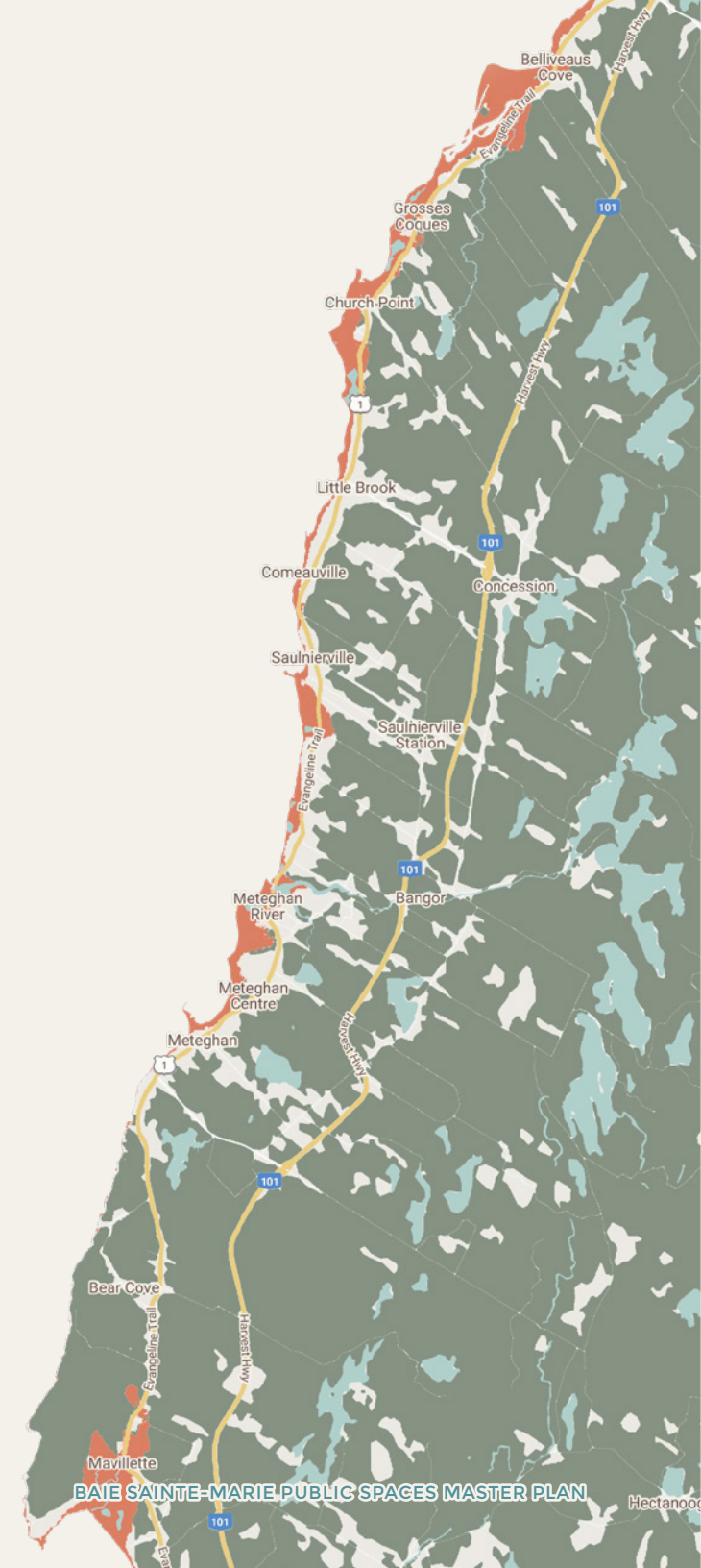
- Damage to underground water supply infrastructure;
- Damage to docks and piers;
- Permanent and temporary inundation of roads and bridges;
- Loss of beaches;
- Loss of coastal wetlands and freshwater systems due to saltwater intrusion; and
- Loss of coastal lands and parks.


With increases in ocean temperatures, the Baie Sainte-Marie area could experience more extreme storm events such as hurricanes and extra-tropical cyclones (Nor'easters), warmer atmospheric temperatures, increased precipitation and more intense precipitation events. These extreme weather events can also bring high waves, strong winds and heavy snowfall. As sea levels rise, the impacts of storm surge may also increase. Storm surge,

which is caused by strong on-shore winds that push water towards the shore, may increase erosion along the coast and cause damage to coastal infrastructure and buildings.

Rising atmospheric temperatures impact both human and ecological systems and can cause unpredictable weather patterns with varying precipitation which can cause storms or droughts. Effects of extreme temperatures include:

- Low precipitation could diminish ground water supplies during dry seasons;
- Roads and bridges may become more susceptible to freezing and ice and warmer winters can reduce risks of freezing; and
- Increased temperatures could heighten risks of marine parasites and invasive species.



 Predicted sea level rise

TOPOGRAPHY

The Baie Sainte-Marie area is located on an undulating to gently rolling, drumlin till plain characterized by freshwater lakes and rivers. The 50 kilometres of coastline boasts a variety of interesting landscapes, such as low-lying sandy beaches with brackish salt marshes (eg; Mavillette Beach), delta deposits marshland (e.g. L'Anse-des-Belliveau) to rugged, granite cliffs (e.g. Cap Sainte-Marie).

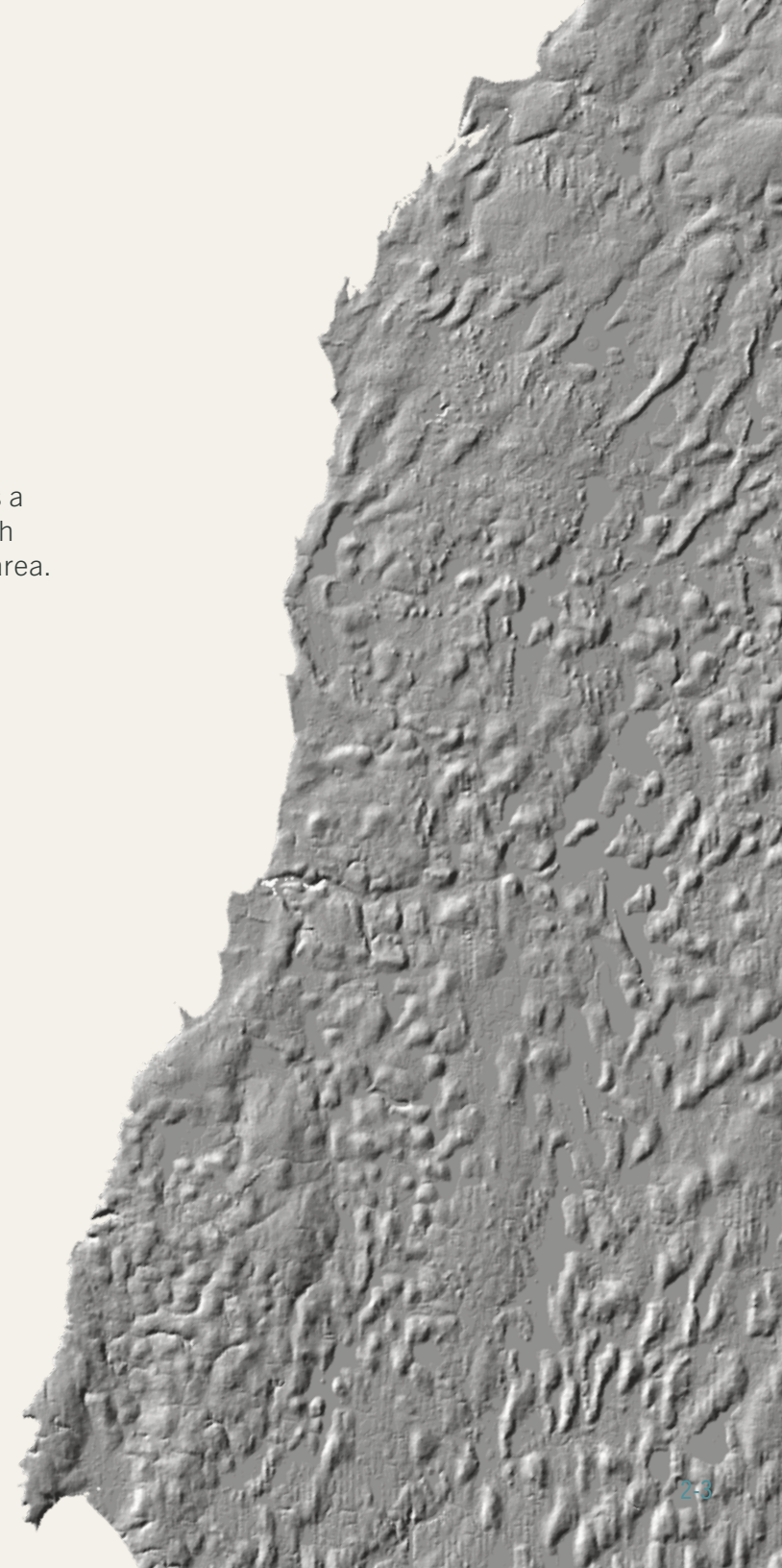
Inland Clare is dominated by a combination of freshwater lakes and drumlins that are generally 20 m or less in height. Eskers (long, winding ridge of consolidated sand and gravel) are located near Wentworth Lake.

Major rivers in the area include the Silver, Sissiboo, Meteghan and Salmon, and drain into the Baie Sainte-Marie. Many of the tributaries are slow moving and pass through wetlands including saltwater marshes, bog, deep marsh, fen, lakeshore wetland, meadow, seasonally flooded flats, shallow marsh, shrub swamp, and wooded swamp. Bogs and fens are most common, accounting for more than 60% of

the wetlands area. The largest of these is a 46 hectare salt marsh at Mavillette Beach Provincial Park in the Cap Sainte-Marie area. Wetlands in the region provide valuable ecological services that include:

- Groundwater recharge & discharge
- Sediment stabilization
- Flood flow attenuation
- Water quality maintenance
- Fish & wildlife habitat
- Climate moderation
- Shoreline protection
- Food production
- Recreation

Hillshade map showing the region's drumlins and hummocky terrain.





COASTAL WILDLIFE

Coastal areas attract high concentrations of migratory birds who winter in the Baie Sainte-Marie, including black duck, common eider, long-tailed duck, and common merganser. Black ducks can be found in coastal salt marshes year-round. In late summer, plovers are common along the shore, particularly the Black-bellied Plover, with its white head, patterned wings and black underbody.

Baie Sainte-Marie is rich with marine life that contributes to the regional economy, with commercial fisheries for lobster, scallops, clams, herring, haddock and other groundfish species. Whales, dolphins and seals pass through the Baie Sainte-Marie to enter the Bay of Fundy during the summer months.

Coastal waterbodies contain a high availability of aquatic plants and invertebrates that support semi-aquatic mammal species, such as beaver and muskrat; waterfowl species, particularly ring-necked duck, common merganser and black duck; and amphibians and reptiles, including frogs, snakes, and turtle species.

TERRESTRIAL WILDLIFE

Softwood forests, some occurring in wooded swamp areas, form an ideal habitat for white tailed deer, particularly in the winter. The snowshoe hare is also commonly seen in wooded swamps and mature softwood forests.

The region is also home to prominent birds of prey including osprey and red-tailed hawks. Goshawks can be seen in old growth forests and hardwoods for nesting.

Freshwater fish species include white perch, yellow perch, and brook trout in small tributaries. With highly acidic watercourses in the Clare region, there is low productivity amongst local fish species. River systems also support seasonal runs of gaspereau, rainbow smelt, and striped bass. Spawning fish attract predators such as otters, common loons and osprey to these areas.

Along with the identified plant species, several terrestrial wildlife species are listed as at risk within Canada, Nova Scotia or both. These species fall under one or both of the Canadian Species at Risk Act (SARA) or the Nova Scotia Endangered Species Act (NS ESA).

- American Marten
- Eastern Moose
- Common Nighthawk
- Rusty Blackbird
- Short-Eared Owl



VEGETATION

Over three-quarters of the region is forested, with 39% of stands being red spruce dominant softwood forests located on well-drained sites. These forests also contain eastern hemlock and white pine. Wetter sites with poorly drained soils are generally dominated by black spruce. Mixedwood forests tend to be dominated by red maple with red spruce, eastern hemlock, white pine, sugar maple, yellow birch, and beech.

The Clare region hosts an unusually rare plant species group known as the Atlantic Coastal Plain Flora (ACPF). These plants were established in Nova Scotia between 10,000-14,000 years ago. The Clare region hosts 18 ACPF species which are at risk in Nova Scotia, and five of them are listed under the Nova Scotia's Endangered Species Act. An example of the most endangered and rare species include:

- Pink coreopsis (*Coreopsis rosea*)
- Plymouth gentian (*Sabatia kennedyana*)
- Many-flowered pennywort (*Hydrocotyle umbellata*)
- Sweet pepperbush (*Clethra alnifolia*)
- Long's bulrush (*Scirpus longii*)

In addition to the plants listed in the ACPF, four species are considered to be at risk including:

- Eastern White Cedar (*Thuja occidentalis*)
- Northern maidenhair fern (*Adiantum pedatum*)
- Farwell's water-milfoil (*Myiophyllum farwellii*)
- Silky willow (*Salix sericea*)





TOURISM DEVELOPMENT

The Municipality of Clare generally uses the *Baie Sainte-Marie* brand to promote tourism in the region, although occasionally different names are used, such as “Clare Acadian Shore,” “Baie Sainte-Marie Clare,” or “Saint Mary’s Bay.”

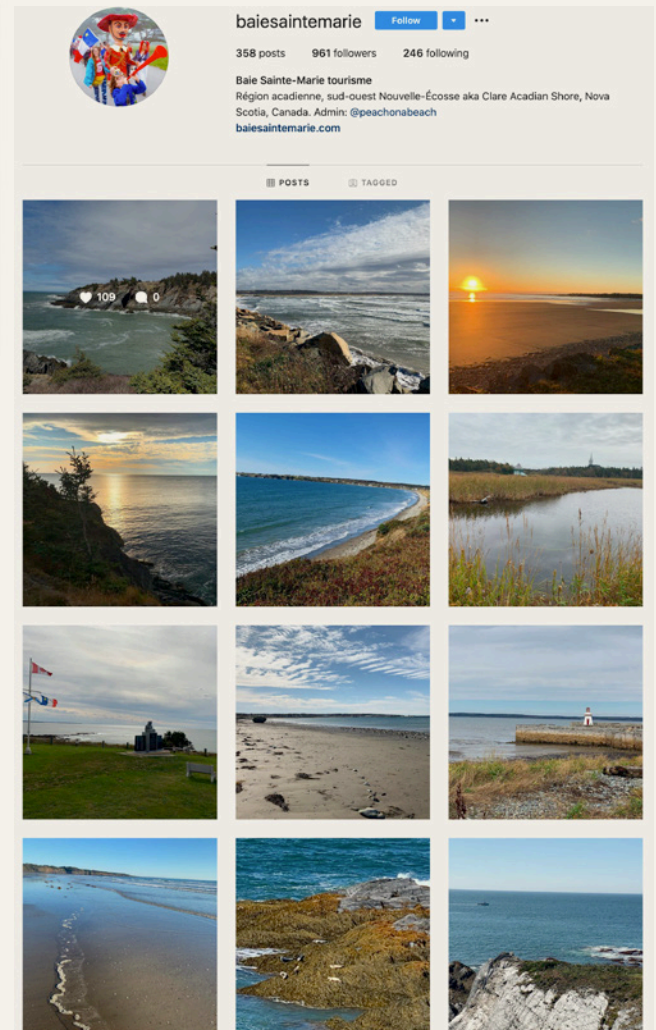
The Baie Sainte-Marie brand does not have a standardized logo, but relies on traditional Acadian symbols and colours. The branding for its website uses a cursive wordmark next to an Acadian star, along with traditional Acadian blue, red, yellow and white colours. Other materials (brochures, maps, signage) use different fonts, colour tones and symbols, but are all related to an Acadian aesthetic.

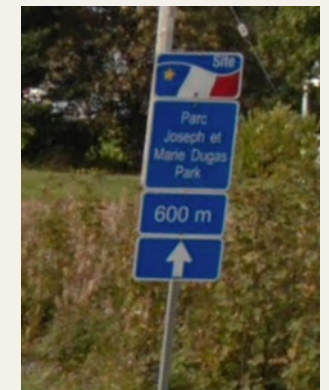
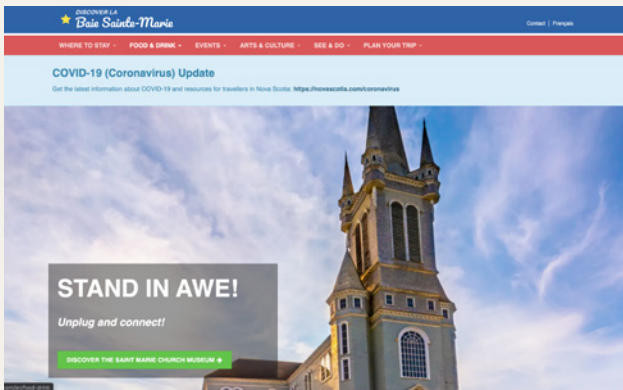
In 2019, the Municipality of Clare developed a 40 second-long promotional video that includes high resolution footage of tourists making their way through the region’s key tourism destinations and attractions.

The Municipality also manages several social media handles, including Facebook, Twitter, and Instagram. All handles are well used and regularly updated.



Instagram	358 posts / 961 followers
facebook	1,803 likes/ 1,840 followers
twitter	1,344 tweets / 533 followers





PRE-TRIP PLANNING TOOLS

The promotion of municipal tourism assets is supported through several tools that help future visitors learn about the region and plan their upcoming trips. The Baie Sainte-Marie region is promoted through several websites, including novascotia.com (under the Yarmouth and Acadian Shores area) and baiesaintemarie.com.

Some specific places within the region also have their own websites, such as Cap Sainte-Marie (capsaintemarie.ca), and both provincial park sites.

The Municipality also actively promotes its sites through Tripadvisor and answers questions and responds to reviews from visitors. Most of the destinations in Clare receive excellent to very good reviews.



VISITOR SERVICES

Once in Clare, visitors can learn more about things to do and places to visit through a variety of ways. First, they can visit the **Rendez-vous de la Baie Visitor Centre**. Situated on the campus of Université Sainte-Anne in Pointe-de-l'Église, Rendez-vous de la Baie is both an interpretive centre on the rich culture and heritage of the Acadians of Clare and a visitor information centre with knowledgeable and friendly staff that can help plan a stay in the Baie Sainte-Marie region.

Here, visitors can also collect maps and brochures of the area, including the **Baie Sainte-Marie Clare Activity Guide**, which is a 64 page brochure highlighting key attractions and 64 things to do in the area.

Finally, a series of approximately 35 Acadian branded wayfinding signs help guide visitors to their destinations. These signs are placed along Trunk 1 and provide guidance for motorists and highlight areas that are worth stopping at. The wayfinding signs are made up of four vertically aluminum panels, including an Acadian themed header, the name of the destination, the distance and the direction.

Welcome signs are located at the major entry points to the Municipality, principally along Trunk 1 in areas where the 101 exits feed the trunk road. Variations of the welcome signs are used within the municipality as identification signs at specific sites (like Parc Joseph et Marie Dugas) and also as directional signs to key attractions (such as the one near Smuggler's Cove/Le Fourneau).

SWOT ANALYSIS

STRENGTHS

- Beautiful natural setting with an iconic coastline.
- Resilient and vibrant community that upholds Acadian culture and language.
- Strong sense of community pride celebrated through many festivals and events.
- Public spaces have great natural heritage amenities.
- Public spaces are located within 35 min drive from one another.
- Some site experiences are well-promoted on local websites and visitor guides.
- Quality interpretive panels exist at some of the public spaces.
- Three of the sites host webcams promoted on the NS network.

OPPORTUNITIES

- Improving site infrastructure may extend stays for visitors and create amenities to be used by local residents year-round.
- The interest in investment in public open space for the Congrès mondial acadien will undoubtedly benefit the local community for the future. There is an importance of understanding local demands to ensure site experiences respond in terms of facilities and design.
- The beautiful landscapes of the Baie Sainte-Marie region offer diverse microclimates, topography, plant communities and wildlife that create unique sites. The landscape should be a key foundation to tourism and visitor experiences, requiring minimal intervention or disruption.

WEAKNESSES

- Public spaces lack cohesion and linkages with one another.
- Experiences within public spaces are underrepresented in terms of marketing and promotion.
- Infrastructure is aging and requires renovations and improvements in order to be accessible.
- Site experiences lack diversity; limited site experiences are tailored to children or young adults.
- Tourism offer is currently seasonal and with few opportunities for winter-based activities or festivals.
- The boom and bust of tourism and seasonal events leave some of the public spaces underutilized during off-season.

THREATS

- Aging populations and changing tourism trends may reduce the demand for history and culture-based experiences, which has been a key attraction for the region.
- The effects of climate change challenge the marine industry and physical infrastructure along the water's edge.
- The introduction of greater tourism numbers could threaten sensitive habitats such as wetlands or coastal dunes, and wildlife.
- Some sites are not currently serviced with power or potable water.

REGIONAL RECOMMENDATIONS

The Baie Sainte-Marie region is an amazing experience that speaks for itself when visitors arrive. There are, however, tools and strategies that can be employed to further improve the visitor experience while building a stronger identity and sense of place.

The recommendations in this section aim to develop a cohesive identity and associated tools and strategies for Baie Sainte-Marie that will unite the entire region. The following recommendations will help to accomplish this, and are described in more detail on the following pages.

BSM1

Develop a Baie Sainte-Marie Graphic Identity

BSM2

Develop a Baie Sainte-Marie Architectural Vernacular

BSM3

Develop a Baie Sainte-Marie Wayfinding System

BSM4

Develop a Baie Sainte-Marie Interpretive System

OBJECTIVES



TIMELINE



A strong and attractive visual identity for Baie Sainte-Marie region will help establish a robust identity for the region and help encourage more people to visit Baie Sainte-Marie.

The proposed visual identity evokes the many Acadian flags that can be seen flying throughout Clare. The mark depicts an Acadian flag flying above an iconic bay view with the landmass of Digby Neck in the distance. Three variations of the concept are shown.

Version 1-A:
Acadian flag over the Baie, daytime view

Version 1-B:
Acadian flag over the Baie, sunset view in soft focus and more realistic representation

Version 1-C:
Acadian flag over the Baie, sunset view in a more abstract representation

The brand uses an ultra-bold display typeface with a rustic edge detail, set in all capital letters. Sample bylines have been added to the brand below the place name.

ALTERNATIVE OPTION

Another variation of the brand demonstrate how the Version 1 brand can be simplified by reducing it to its key elements – flag, sky, and water.

Version 2-A: This representation uses the type to create the sky and the bay waters.

Version 2-B: In this version, the sky and water are only implied by the colouring of the type.

Version 2-C and 2-D: Variations of version 2-B with alternate bylines below the place name.



OBJECTIVES



TIMELINE

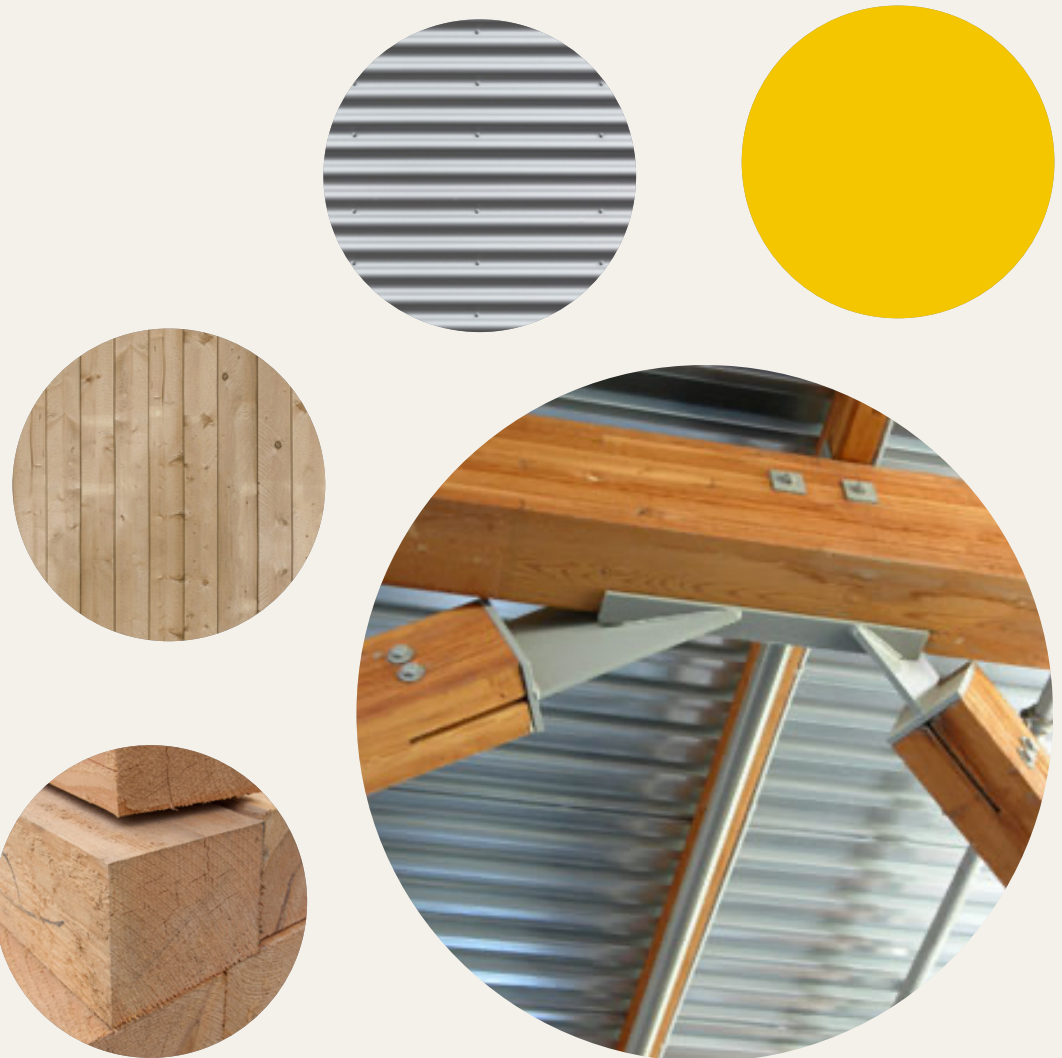


The design strategy for all architectural elements in the project was to develop an overarching framework that could be tuned to meet the specific needs of all sites and programmes. Understanding that the Baie Ste-Marie area is extensive and diverse, and that each site will have particular requirements with respect to landscape, climate, views, user needs, and building use, it was determined that this flexible strategy was the best way to meet all needs instead of custom designing something new for each space.

Each intervention has two parts: the “box” and the “frame”. Depending on the site’s requirement, these boxes and frames can be manipulated to form the architectural response appropriate for the site. With wood being the primary material, we ensured that the new buildings would be in keeping with the local, traditional vernacular. We also drew inspiration from the Acadian Star and have integrated yellow to be the key colour scheme for all interventions.

The theme of bricolage and Acadian resourcefulness takes form through varied cladding materials and asymmetric roof lines. The architectural features will in turn act as cultural markers and serve as key attractions for visitors. The family of structures includes:

- Signage
- Experience Centre
- Visitor Information Kiosks/ Pavilions
- Birding Towers
- Observation Decks



OBJECTIVES



TIMELINE



A well designed and organized wayfinding signage strategy will help visitors move through the region easily and locate key destinations and develop a recognizable identity. There are three types of signs that belong to an effective wayfinding system:

Identification signs indicate the name of destinations within the Baie Sainte-Marie area. They include the name and amenities of the public space or building.

Directional signs provide the necessary information to circulate visitors through the area. These signs must be located at key decision points such as road and trail junctions.

Orientation signs are maps or trailhead kiosks that present information that allow users to orient themselves and plan their visit. They typically include a “you are here” indicator for visitors to find their location quickly and easily.

IDENTIFICATION SIGNS

Identification signs are used to welcome visitors to a site and indicate the various types of services and amenities that are available. An attractive identification sign will give visitors a comfortable sense of arrival.



DIRECTIONAL SIGNS

A network of off-site directional signs can help visitors easily find their way to their intended destination. Along Trunk 1 and local roads, directional signs can be placed alongside the road that will help direct people to their destination while also promoting other destinations in the region to travellers who maybe were not planning on visiting. The

proposed signs are large and small vehicular directional signs that include a list of key regional destinations as well as an arrow and distance markers.

The siting and permitting for all signs on highways must be approved and managed by the Nova Scotia Department of Transportation and Infrastructure Renewal.





PROVINCIAL PARK TRAILHEAD SIGN



MUNICIPAL PARK TRAILHEAD/ ORIENTATION SIGN

ORIENTATION SIGNS

Once they have arrived, visitors will desire information about the site and how they should organize their visit. Orientation signs (or trailhead signs) provide visitors with an overall sense of direction and purpose when they arrive. These signs should include a map of the site, interpretive information, as well as any rules or regulations that may apply to the site.

Different styles of orientation signs are used for provincial and municipal sites, but they both include similar information. The provincial signs proposed are similar to signs that are being introduced in other provincial parks across Nova Scotia, including Cape Split Provincial Park.

The header and footer of the municipal signs use a similar approach to the provincial trailhead signs and the proposed directional signs. The body of the sign is proposed to utilize a similar style and layout as the trailhead sign used for Le Petit Bois.



EXISTING



OPTION 1



OPTION 2

GATEWAY SIGNS

New gateway signs are proposed to update and modernize the look and feel of the existing signs. Two options are provided. Text message “Communaute Acadienne” in both languages has been removed. The Acadian message is carried by the tricolor banding and Acadian star on the sign background.

Option 1

- Same general shape, but larger sign size than existing sign
- Larger and more legible type on all messages on the sign with larger star
- Blue, white and red color fields on the sign are evenly portioned to give the appearance of the Acadian flag.

Option 2

- Taller and wider sign with a curved top edge to match flag contour.
- Larger and more legible type
- More contemporary typographic treatment with an asymmetrical layout.
- French text “Colonisee en 1768” changed to “Fondée en” to avoid the evolving negative connotations of ‘colonisation’.

