

Warton Toolkit

Launched in 2010, the Spruce the Bruce Program supports the revitalization of Bruce County downtowns. Spruce the Bruce has taken its genesis from the Main Street USA Four Point Approach®, which emphasizes Organization, Physical Design, Economic Development, Marketing and Promotion as integral components to successful downtowns.

Using insights from tourism destination development, Spruce the Bruce supports local community efforts to bring stakeholders together through Brand development that will build successful destinations. The program supports communities through strategic policy and capital investment.

This Community Toolkit tells a story about downtown Wiarton- what it has and where the community wants to go.

Let's Get Spruced!

Introduction

The Town of South Bruce Peninsula is comprised of the two main urban communities of Wiarton and Sauble Beach and includes the rural hamlets of Allenford, Hepworth, Oliphant, Colpoys Bay, Red Bay and Howdenvale. Geographically, the town of Wiarton is defined by the rugged limestone cliffs of the Niagara Escarpment and the picturesque shores of Colpoys Bay.

Over the years, communities and features within Wiarton have received recognition as being part of the broader Ontario Tourism product offering, including:

- “Sauble Beach – One of Canada’s Top 10 Beaches”
- “Sauble Beach – Voted Best Beach in Ontario”
- “Warton – Home of Canada’s Foremost Weather Prognosticator, Warton Willie”
- “Warton – Gateway to the Bruce Peninsula”
- “Oliphant – One of the Best Kite Boarding Sites in Ontario”
- “Colpoys Bay – Home to the first Freeride Mountain Bike Park east of the Rockies”
- “Georgian Bay – Voted Canada’s # 1 Hidden Travel Gem”
- “Niagara Escarpment – A UNESCO World Biosphere Reserve”
- “The Bruce Trail – Canada’s Longest Footpath”

Warton is affectionately known for Warton Willie, the albino groundhog who predicts the length of winter every Groundhog Day and tourism is an integral part of the town’s economy, attracting seasonal visitors to the area’s cottages and resorts and to the

town’s extensive marina. The community is also renowned nationally and internationally for its landscape, UNESCO World Biosphere Reserve Designation and local limestone quarries. Part of the local landscape includes the Bruce Trail, Canada’s oldest and longest footpath, which provides public access to the 895-kilometre-long Niagara Escarpment directly through the town.

Tourists and residents alike are attracted to places that offer unique and exciting experiences and are more likely to return to places where they have experienced this first hand. Residents and visitors stay longer, spend more, return to and speak well about places where they form positive impressions.

The Town of South Bruce Peninsula represents a number of distinct communities working together for sustainable growth and prosperity for the municipality. The Town strives to meet its goals of supportive and accountable municipal governance, promoting healthy and vibrant communities, the development of sustainable infrastructure and a stable economy, and the protection and preservation of our natural environment. Each community possesses a unique character and history and although they are part of the amalgamated Corporation of the Town of South Bruce Peninsula, the goal of this Toolkit is to showcase Wiarton’s unique brand for the purpose of creating distinct destinations.





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Section 1

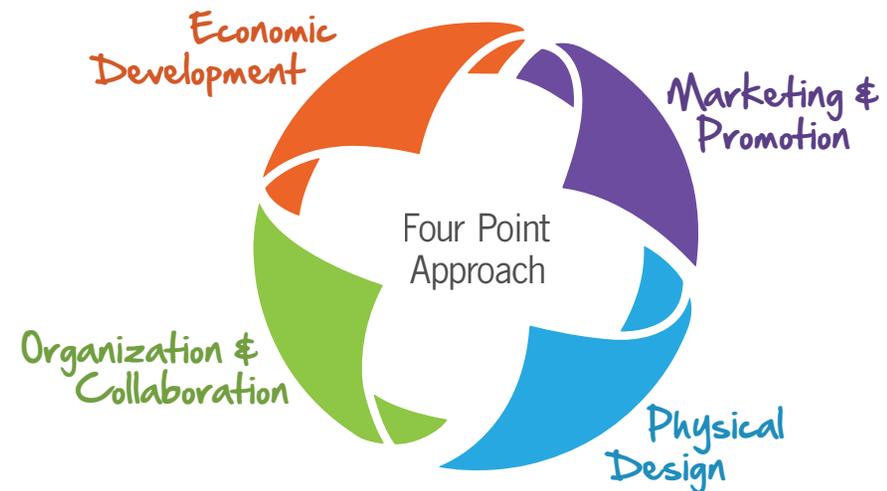
Why Mainstreets Matter

We all know where our mainstreets are, but do we know what they are and why they matter? Whether they are named First Avenue or King Street, are a County Road or Provincial Highway, what they represent is universal. Mainstreet is the economic engine, the big stage and the core of the community. Bruce County's downtowns represent 2/3rds of our commercial assessment value and are the main point of contact with tourism dollars- our second largest industry. Our mainstreets tell us who we are, who we were and how the past has shaped us. We do not go to our commercial strips to learn about our past, explore our culture or discover our identity. Our mainstreets are the places of collective memory and where people still come together.

The Spruce the Bruce Program had its genesis from the Main Street Program developed by the National Trust for Historic Preservation in the United States, but focuses on a destination-oriented downtowns improvement agenda that embrace brand development to create unique and successful downtowns.

So what is mainstreet? When we talk about mainstreet, we are thinking of real places doing real work to revitalize their economies and preserve their community's character. The Main Street Four-Point Approach® is a unique preservation-based economic development tool that enables communities to revitalize downtowns and neighbourhood business districts by leveraging local assets-from historic, cultural and architectural resources to local enterprises and community pride. The Four-Point Approach ® is the genesis of the Spruce the Bruce program and is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional downtowns.

Main Street Four Point Approach



The Role of...

The Business

- Be proud and take ownership of the community brand;
- Incorporate the brand into their daily business life;
- Adapt and adopt the brand into their business (i.e. Façade alignment, business signage, themed sale days, etc.)
- Work with their local Chamber of Commerce and Business Improvement Areas to create special events themed around the community brand; and
- Support municipal infrastructure upgrades that align with the community brand.

The Community

- Be proud and take ownership of the community brand;
- Incorporate the brand into their daily quality of life;
- Support the broader community businesses and municipality to showcase the brand; and
- Seize opportunities to promote the brand to friends, family and people from outside the area.

The Municipality

- Be proud and take ownership of their community brand;
- Incorporate the community brand into daily municipal life;
- Promote the community brand in municipal marketing materials; and
- Use beautification and infrastructure projects such as streetscaping, signage, park development, municipal building facades and urban design initiatives to enhance the community's brand.

The County

- Be proud and support the local identities and brands of the communities within the County;
- Promote the individual brands in County marketing materials;
- Use the individual brands and identities to create a unique tourism product offering; and
- Assist municipalities with the delivery of projects to enhance their brand.

Spruce the Bruce Approach

Organization

The most important pillar as it is the Leaders in the community who can accomplish the goals and objectives set out by the program. It brings partners together and gets everyone working towards the same goal.



Is Organizational capacity established?

If **YES**, move onto the 3 pillars

If **NO**, complete Organizational capacity before continuing

Economic Development

Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base.

Marketing & Promotion

You need to know who you are before you can know where you're going. Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your downtown.

Physical Design

Community Design is about how the physical design of buildings, roads, parks and neighborhoods fit together.

Purpose of a Community Toolkit

This Community Design Toolkit showcases Wiarton and its unique identities and opportunities that if applied consistently, will provide the community with a revitalization plan focused on the core of downtown Wiarton. Being on a main thoroughway for visitors travelling up the Bruce Peninsula has its advantages and Wiarton is poised to increase its tourism presence and economic role within the County of Bruce by being a destination unto itself.

By focusing efforts and being strategic with both public and private undertakings Wiarton has the potential to create an atmosphere that attracts more visitors, businesses, and creates a vibrant, self-sustaining community for residents. This Toolkit is intended to foster leadership and creativity while at the same time providing some

guidelines in terms of next steps and how to move forward in a consistent and coordinated manner. It provides a summary of the community's identity; an action plan and some tools to help get started. In order to support a coordinated approach, it is recommended that all community partners from business owners and community groups to Town Council and staff embrace this Toolkit and follow this guide as closely as possible, recognizing that it is a living document that will evolve with time.

While sweeping changes are not expected overnight, community-wide participation and implementation through small incremental changes that use the tools outlined in this document will, over time, allow the vision for downtown Wiarton to be realized!



Section 2

The Research

Tuxedo Rental & Postcard

LEGO • Nerf • Mattel • Hasbro

LEANIN' TREE

Housewares & Small Appliances

Handbags & Fashion Accessories

WOOLRICH

Family Clothing

Chocolate Bars & Candy

Tammy/Leanne/Nations

McGregor • MacMillan

Wholesale Importers & Distributors

1000 Lakeshore Blvd. E. Unit 100
Warton, Ontario N0B 1P0
Tel: (519) 861-1111



Warton
ONTARIO
DIG FOR
DISCOUNTS
HERE



Throughout the past five years, Warton has collected background information regarding the health of its downtown

in an effort to develop a structured and focused downtown revitalization program. It has also developed the Warton Revitalization committee who's purpose is to redevelop downtown Warton as an economic generator for the Community and the Peninsula, thereby increasing economic opportunities (job creation, expanded tax based, tourism, youth opportunities, better quality of life) for the whole community. Warton solicited feedback from a number of sources and this document represents a summary of those research findings. These sources included:

1

Community Downtown Diagnostic exercises

2

Trade Area Analysis

3

First Impressions Surveys

4

Community Strategic Plans

Summary & Recommendations

Each of these research tools provides insights into achieving continuous downtown revitalization in Warton. As noted, downtown revitalization is focused around four key pillars: Organization; Economic Development; Marketing and Promotion; and Physical Design. The priority areas for Warton are primarily **Economic Development** and a coordinated approach to **Marketing and Promotion**.

Collaboratively, Spruce the Bruce, the Warton Revitalization committee, the local Chamber of Commerce and the Town of South Bruce Peninsula have continued to spearhead and progress the development of downtown revitalization initiatives including streetscape, activity programming and infrastructure upgrades.

This same level of collaboration is required for Marketing and Promotion initiatives moving forward. Consistently utilizing the same Branded marketing materials is essential to ensure the entire community is presenting the same message about the community and it's Brand. Areas to focus on include the creation of a graphic style guide, tag lines, photography and distribution methods will ensure the same visual representation is being consistently promoted for Warton.

Focusing on Economic Development includes strengthening and diversifying businesses within the downtown, as well as addressing seasonality concerns related to retail business.



One of the first steps is to create a downtown inventory assessment in an effort to understand what business types are missing in Warton. Understanding where the gaps are and potential areas of opportunity will feed into business recruitment plans which can be used to convince future businesses to relocate to and expand in Warton.

Other Economic Development opportunities include: recruiting Brand based businesses, collaborative marketing initiatives, creating a waterfront master plan, facilitating standardized retail hours, downtown programming and understanding local vs. visitor spending/demand in Warton.



Section 3

Branding



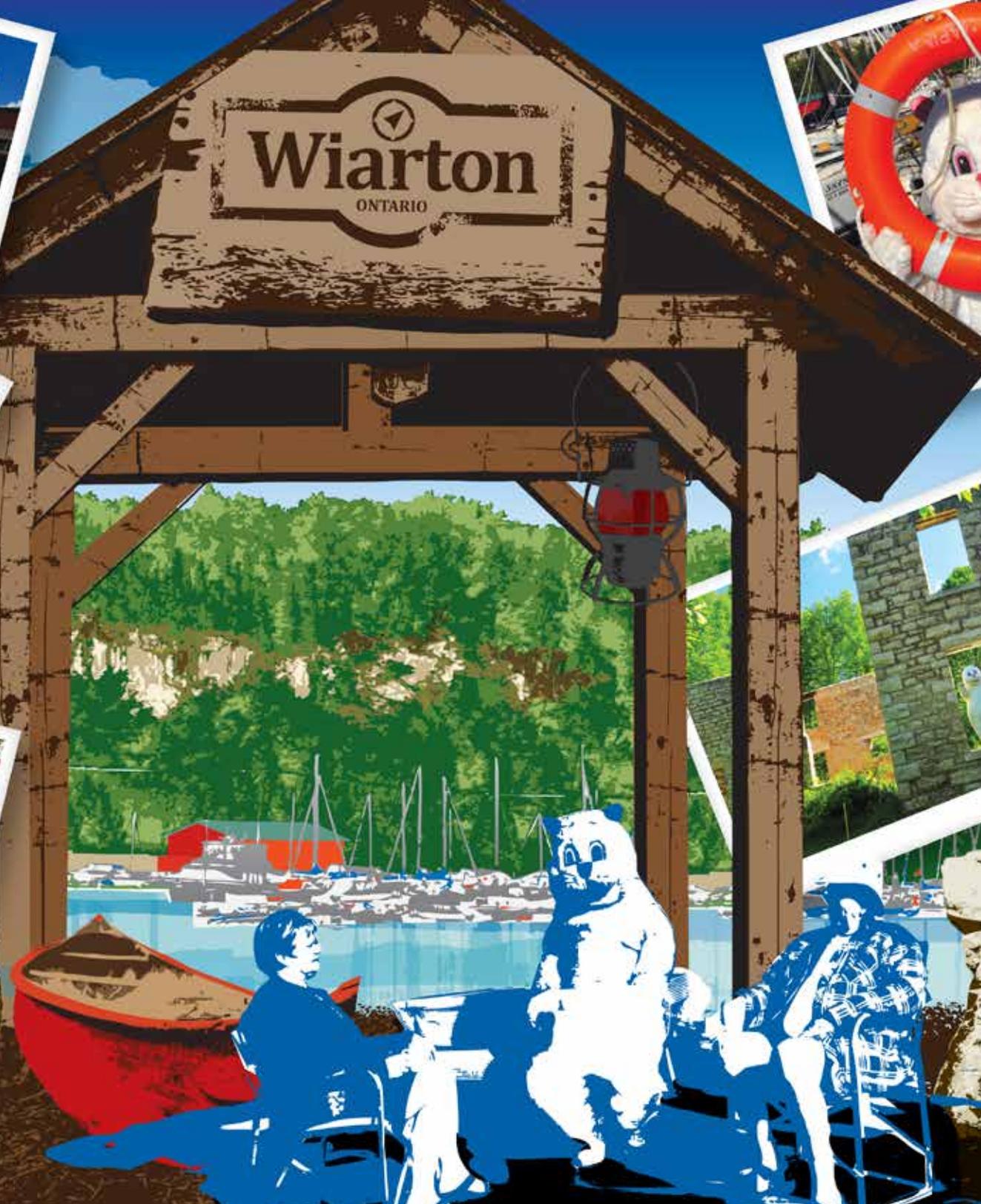
The Brand

Basecamp to the Bruce Peninsula

As the provisioning headquarters to the beautiful Bruce Peninsula, Wiarton is the perfect central basecamp for any day hike, boat trip or camping adventure. Park your bags and explore the wilderness of the region and look forward to coming home to Wiarton. Nestled between the rugged limestone cliffs of the Niagara escarpment and the shores of Georgian Bay, you can't help notice the stunning landscape and opportunities to touch, climb and experience the outdoors right at your fingertips.

Combining a sense of outdoor adventure with the iconic Wiarton Willie—Canada's foremost weather prognosticator, Wiarton is a central basecamp throughout all seasons for your Bruce Peninsula adventures.

Wiarnton
ONTARIO



Action Plan Summary

5 year Action Plan

The following Action Plan chart was established by the Warton Revitalization Committee and highlights areas of primary focus.



ORGANIZATION PILLAR	YEAR	1	2	3	4	5
Develop Public Communication Strategy	
Determine potential sources of project funding	
Develop stakeholder relationships	
Apply for funding under the Rural Economic Development Fund for Marketing and Business Enhancement		.				

MARKETING & PROMOTION	YEAR	1	2	3	4	5
Develop a Strategic Marketing Plan based on developed brand/product and activities			.	.		
Develop an Investors Package for realtors/developers/potential investors			.	.		
Work with community, organizations and businesses to promote activities that supports the Bascamp brand	
Create a Warton marketing piece base on Basecamp brand			.			
Promote activities/programming throughout 4 seasons	
Work with businesses to develop packages relevant to basecamp theme	

PHYSICAL DESIGN & IMPROVEMENTS	YEAR	1	2	3	4	5
Develop a downtown streetscape improvement plan		•	•	•	•	•
Review Property Standards and associated by-law enforcement		•	•	•	•	•
Develop a plan to support ongoing garden & landscaping support to the Town		•	•			
Implement better signage to downtown public parking/reduce signage clutter		•	•			
Develop banners for changing seasons/events			•			
Install more garbage bins and benches downtown		•				
Establish a storefront signage program that reflects a consistent vision			•	•		
Update Community Design Toolkit and Façade Improvement Guidelines		•	•			
Add benches and furnishings to Bluewater Park and complete pier improvements		•				
Develop a shade structure for Berford Street Parkette			•			
Install Community Event Sign Board			•			
Investigate flood lighting at Gateway Sign			•			
Install Wiarthon Willie Photo Board			•			

ECONOMIC RESTRUCTURING	YEAR	1	2	3	4	5
Execute a Business Owner Survey		•	•			
Complete Downtown Market Analysis (OMAFRA) - Identify gaps in product/services		•	•	•		
Undertake a comprehensive inventory of properties for sale/rent on Berford Street - target gaps in product/services		•	•			
Make contact with vacant buildings/absentee landlords		•	•	•	•	•
Consider feasibility of making Wiarthon the destination in the Bruce for a vibrant nightlife; if appropriate, implement				•	•	•
Support programs to encourage businesses to stay open later		•	•	•	•	•

Keywords

Basecamp

Natural Environment

Wiaraton Willie

Family Adventure

Provisioning

The images and colours shown are for illustration purposes only, and are intended to illustrate a desired style and effect, not to define a specific product or colour palette, and are not intended to serve as working drawings or templates for production.

Materials



Wood (cedar)

rough timber & finished



Limestone



Aged Brick



Iron



Local Stone

Development in Warton should highlight the natural features of the surrounding escarpment and the plentiful outdoor opportunities that abound in and around the town. Developments should have a classic frontier feel and architecture that integrates the escarpment stone and natural timber into the streetscape and buildings is encouraged.

Local white cedar timber, posts, trim and flagstone in irregular sizes are materials that can easily adapt to exterior and interior finishes. Natural stone boulders in different sizes and colours can create naturally defined areas, sculptural elements and photo opportunities. Pine trims and siding are readily available in rough or planned and the flexible colour options make it an ideal product once coated.

Buildings should utilize natural materials available locally such as Warton limestone and white cedar for structural elements and highlights. Preservation of downtown architecture and existing brick structures is encouraged. Vinyl and metal siding is not appropriate for commercial areas that are visible from the mainstreets.

Warton stone is also known as Dolostone, Warton Black Dolostone, Ledgerrock, Eramosa and ranges in colour from beige to black and is a medium-hard limestone. Stone adds a natural aesthetic to building and landscape projects. By integrating surrounding natural elements into downtown Warton, Warton will highlight itself as an outdoor adventure basecamp.

Typography

Cambria - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Light up the World - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Helvetica Neue - Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Helvetica Neue - Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789



Colour Palette



Family Adventure

Pantone 511 C
CMYK 60/91/41/33
RGB 95/41/79
Web #5f294f



Provisioning

Pantone 280 C
CMYK 100/89/24/19
RGB 0/40/120
Web #002878



Bruce Peninsula

Pantone 574 C
CMYK 67/47/97/43
RGB 68/80/38
Web #445026



Basecamp

Pantone 462 C
CMYK 40/59/78/50
RGB 96/68/43
Web #60442b



Natural Environment

Pantone 466 C
CMYK 22/26/57/0
RGB 201/178/128
Web #c9b2805



Wiarthon Willie

Pantone 672 C
CMYK 8/42/0/0
RGB 226/164/202
Web #e2a4ca

Build a Better Palette

The colour palette selected is a summary of exterior paint swatches that can be utilized on facades and other application to enhance the Toolkit Brand. The colours shown are drawn from Benjamin Moore colour swatches and are intended for illustration purposes only. This Toolkit does not provide an endorsement of any specific product or paint brand and utilizes these palettes to illustrate a desired style and effect only.



Ferret Brown



Grassy Field



Pearl Harbor



Passion Pink



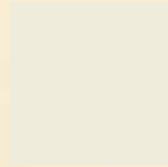
Mulberry



Big Country Blue



thicket



deep in thought



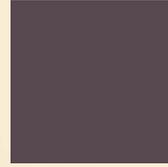
jute



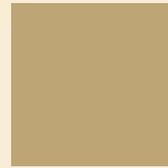
thicket



schooner



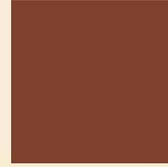
chambourd



rattan



silhouette



rustique



violetta



calm



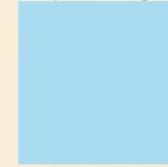
caponata



aplomb



deep in thought



turquoise haze



blue echo



flint



jute

Logo Design

Please see the following rules that apply to the use of the Wiarthon Willie logo.



Logo Colour Variations

The distressed versions of the Wiarton logo is preferred and should be used whenever possible.



The coloured version of the logo can be used on a light or dark coloured background.



The grayscale version of the logo can be used on a light or dark coloured background.



A coloured version of the logo should be used when the background of the application is light in colour.



A reverse version of the logo should be used when the background of the application is a dark colour.



A grayscale version of the logo should be used when the background of the application is light in colour and grayscale has been requested.



A black version of the logo should be used when the background of the application is a light colour and grayscale has been requested.



Solid variations of the Wiarnton logo can be used when the other versions are not applicable or if the application of the logo is small.

Wiarthon Willie Logo Design

Please see the following rules that apply to the use of the Wiarthon Willie logo.



Logo Colour Variations

Below are examples of the logo used in colour and grey scale. Colour versions of the logos are the preferred version, and should be used whenever possible. The logo can be used when the background of the application is a dark colour.



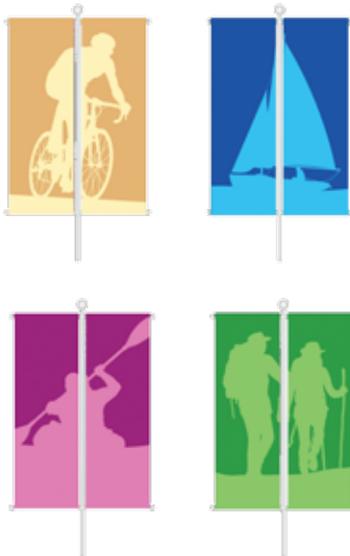
Streetscape Beautification



Planters



Banners



Banners



Street Furniture

Garbage Bin



Natural Seating

Bench



Bench



Community Signage & Bike Racks

Bike Rack



Bike Rack



Signage Header



Gateway Sign



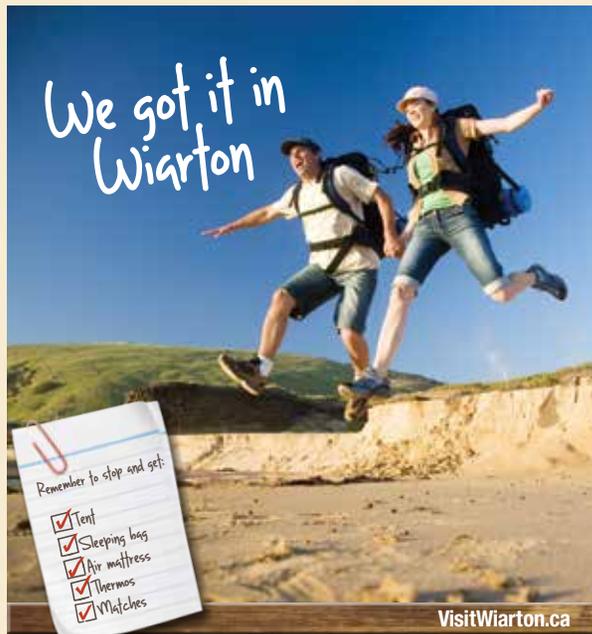
Sandwich Board



Advertisements

Willie, the “guide” should be shown enjoying the town’s many features and amenities including in advertising opportunities. It is essential to highlight on the variety of experiences and adventures available within a short drive of Wiarton and is the key to Wiarton’s unique downtown positioning. Graphic elements such as banners, signage or advertising should reference both the many adventures you can take while calling Wiarton your basecamp home, and feature Wiarton Willie the “guide” along for the ride. By focusing on the outdoor adventure and natural amenities that make Wiarton unique, will further Wiarton’s Brand positioning.

Advertisement



solor maio to cupuatius esam an senti quatin rem rae et rae necto mossuntiat. ium quiat ium velleseque pliquis maximiliat quer odit por sit quam or ipsum rem harcidem velliberspiet optat. Ed que sequi as vpiant aut eos sunt a volume ten or excedia visit us at see why all of your adventures start here in Wiarton.



Rack Card



Web Banner



Wiarnton Wednesdays

Kick-Off event on July 3rd

Live Music & Entertainment, Market Vendors, Special Promos, Demonstrations and more.

Every Wednesday in July & August Stores Open Late

The Cluttered Cupboard	563 Louisa Street
Great Canadian Dollar Store	564 Berford Street
Northern Confections	651 Berford Street
Unforgettable Petz	636 Berford Street
Cocoa Vanilla	627 Berford Street
Karen's Scrapbooking	632 Berford Street
Crabby Cabbie	676 Berford Street
Lloyd's Smoke Shop	570 Berford Street
Balloon Headquarters/The Painted Turtle ..	499 Berford Street
Home by Design	552 Berford Street
Bluewater Travel	566 Berford Street
The Green Door	563 Berford Street
Foodland	46 William Street
Josie's Fashions	618 Berford Street
Rankin River Trading Co.	559 Berford Street
Ram Trophies and Sportswear	676 Berford Street
Wiarnton Home Building Centre	010189 Hwy 6
Wiarnton Home Décor Centre	160 Berford Street
Wiarnton Farmer's Market	Berford Street Parkette
The Wiarnton Inn	666 Berford Street

Public Art

Public art is an opportunity for downtown Warton to create dynamic public spaces and site specific works of art which reflects local creativity and the community's brand.



Mural, Warton



Warton Willie Themed Wood Sculptures, Warton



Warton Willie Themed Stone Sculptures, Warton



Robert McLaughlin Gallery, Oshawa



Beaver dam Canoe Landing park, Toronto



Lewiston, Idaho

Lighting

Street Lights



Light Wall



Façade Examples

Public art is an opportunity for downtown Warton to create dynamic public spaces and site specific works of art which reflects local creativity and the community's brand.



Banff, Alberta



Banff, Alberta



Warton, Ontario



Banff, Alberta



Collingwood, Ontario



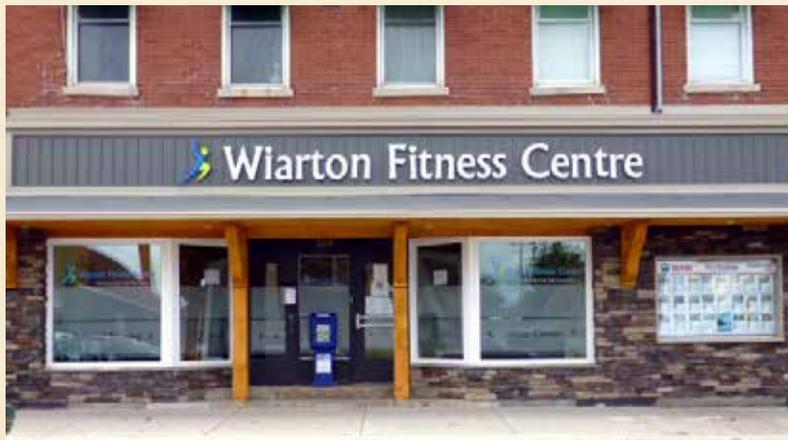
Whistler, Alberta

Local Facades

Facade restoration and upgrades are a great opportunity to implement the Basecamp Brand into visual design. These local examples illustrate how colour and materials transformed the appearance of an existing building to further Warton's brand identity.



Before



After



Before



After



Summary

In summary, STB has developed with the community of Wiarton, a Toolkit that creates the basis for a successful revitalization program for downtown. Ownership is the key to developing an authentic and believable Brand and identity for a community. All members of the community have a role to play in developing and fostering the Brand and in moving the Action Plan forward. The methods employed to create this Toolkit combined with positive community feedback ensures that this Toolkit is destined for success if the organizational capacity is developed and the Toolkit is applied consistently. Make your community known for something different and stand apart from the crowd!

In closing, we offer the following inspiration.

1. Creating successful downtowns is about more than planning and many great plans get bogged down because they are too big, too expensive and simply take too long to happen. **Short-term actions**, like planting flowers, can be a way of not only testing ideas, but also giving people the confidence that change is occurring and that their ideas matter. Short-term actions need to occur at the outset and then be evaluated while longer term planning is in progress.
2. **Money is not the issue.** All too often money is used as an excuse for doing nothing, which is why you hear people say “It can’t be done!”. In fact, too much money or money spent on consultants actually discourages the inventiveness and creativity required to create a great street or downtown. When money becomes an issue, it is generally an indication that the wrong concept is at work. So don’t worry about the money, just get started!
3. **You are never finished.** Creating a great place is not about developing a plan or a design. It is based on community passion and vision and on an ever evolving Action Plan. Part of any plan has to be the management of the downtown. No matter how good the buildings look or how many hanging baskets are hung, the downtown will never be successful unless it is well managed by the Wiarton Spruce the Bruce Committee.

This Toolkit is a starting point and illustrates possibilities. For more information please contact the Wiarton Revitalization Committee, the Town of South Bruce Peninsula or the Spruce the Bruce team at STB@brucecounty.on.ca

Credits

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