

# Port Elgin 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 Port Elgin- what it has and where the community wants to go.

Let's Get Spruced!

# Introduction

Port Elgin is located within the Town of Saugeen Shores on the beautiful shoreline of Lake Huron in Ontario, Canada. The Town includes Port Elgin, Southampton and Saugeen Township. The community has a strong commercial backbone including close proximity to major industries related to nuclear power. Port Elgin's downtown core is situated along the Highway 21 corridor -meaning substantial volumes of travelers pass through year-round.

Since the early 1900's, Port Elgin has been a popular summer beach vacation destination offering campgrounds, cottages and cabins to the abundance of families who visit each year. Boasting 6 distinct beaches and a bustling downtown core, families can easily walk throughout the entire community and stop at many scenic vistas along the way. Extensive trails networks including the Saugeen Rail Trail and close proximity to MacGregor Point Provincial Park link outdoor recreation activities. Port Elgin is also renowned for its spectacular sunsets, all within view from an accessible expansive shoreline. Port Elgin's visiting population is an integral component of the town's economy, annually attracting thousands of seasonal visitors to the area who shop and spend money in the community.

Port Elgin's annual Fall Pumpkinfest Festival (started in 1986) has literally grown and expanded its seasonal offerings and attractions. Port Elgin's Pumpkinfest is part of the "World Pumpkin Confederation" featuring an official weight station for oversized vegetables. The 2-day festival boasts an annual visitation of over 50,000 people who travel to see the world class pumpkins on

display. The Festival has received notorious recognition as being part of the broader Tourism product offering, including winning the "People's choice award" for Best Festival in Ontario by Events Ontario. The festival continues to win provincial awards and recognition as one of the Top 100 Events in Ontario.

The Town of Saugeen Shores strives to meet its goals of providing a place for business, tourism, families and retirees; ensuring growth and development are accompanied by cultural, social, environment and economic benefits. While being aware of current heritage and physical assets, Port Elgin cherishes the uniqueness of being a family friendly waterfront community.

Visitors 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. They stay longer, spend more, return to and speak well about places where they form positive impressions.

While preserving the identity and diversity of each community that forms Saugeen Shores (while enhancing their unity) is acknowledged, the goal of this Toolkit is to showcase Port Elgin's unique Brand for the purpose of creating a distinct destination.







# Table of Contents

Why Mainstreets Matter .....	page 07
Your Role in Downtown Success .....	page 08
Purpose of a Community Toolkit .....	page 12
The Research .....	page 13
Research Summary.....	page 26
Developing the Brand .....	page 31
The Tools .....	page 38
Logo Guide .....	page 43
On the Ground Examples.....	page 45
Summary.....	page 55



## Section 1

# Why Mainstreets Matter

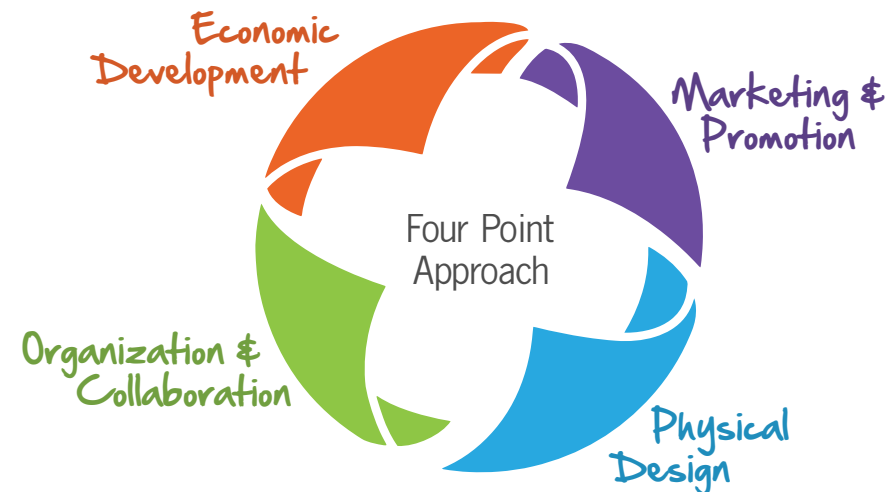


We all know where our mainstreets are, but do we know what they are and why they matter? Whether they are named First Avenue or King Street, are a County Road or Provincial Highway, what they represent is universal. Mainstreet is the economic engine, the big stage and the core of the community. Bruce 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 where people 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 downtown improvement agenda that embraces 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 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 springboard for 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.



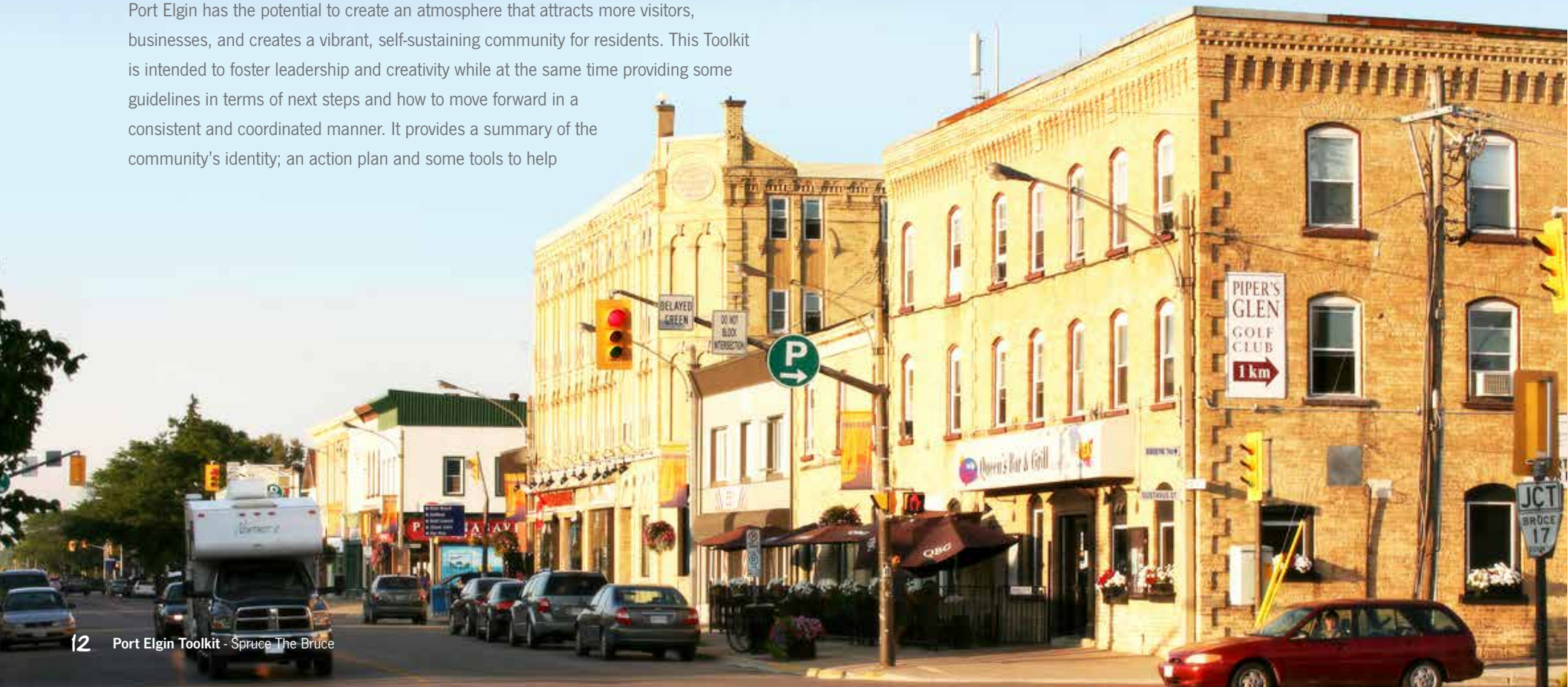
# Purpose of a Community Toolkit

This Community Toolkit showcases Port Elgin, its unique identities and opportunities that if applied consistently, will provide the community with a revitalization plan focused on the core of downtown Port Elgin. Having a downtown that is situated directly on a major thoroughway to visiting traffic is an opportunity for the community and downtown to encourage people to stop and stay. Port Elgin can increase its tourism presence and economic role within the County of Bruce by enhancing its unique destination characteristics.

By focusing efforts and being strategic with both public and private undertakings Port Elgin 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 Port Elgin to be realized!



## Section 2

# The Research





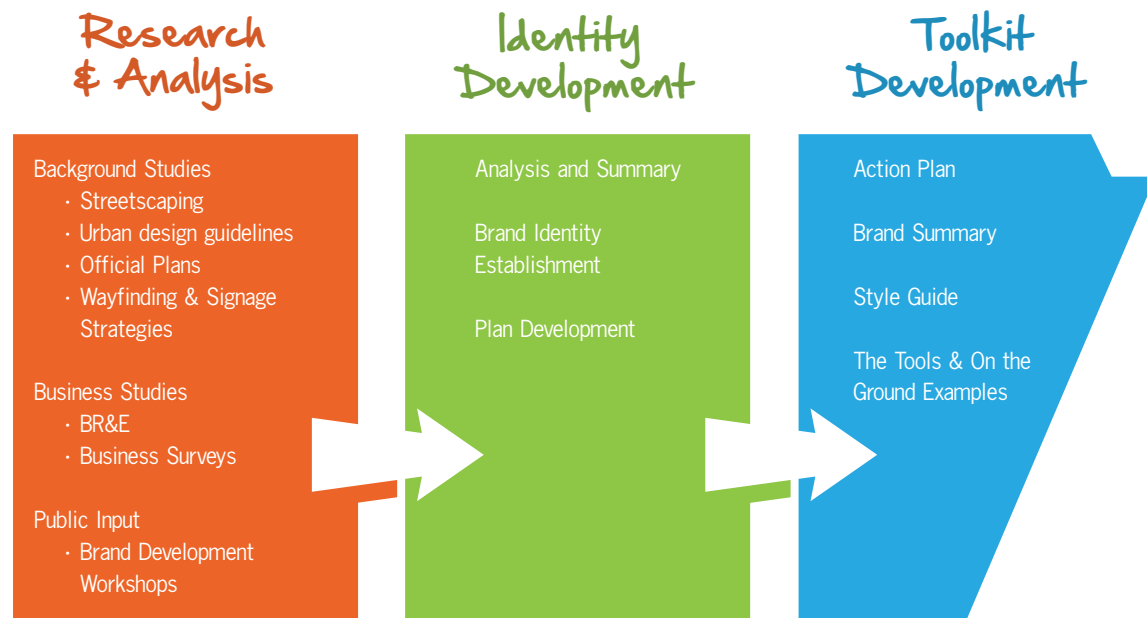


# The Research

The Community Toolkit development process began with the Port Elgin Group (PEG) in 2012 which is in transition to become a subcommittee of the BIA. PEG focuses on action oriented, results driven initiatives, centralized in downtown Port Elgin. PEG reports to and participates in the Saugeen Shores Downtown Revitalization Advisory Committee (DRAC). Both groups are comprised of key downtown stakeholders including business owners, town staff, the Chamber of Commerce, engaged citizens and service group representatives.

The core purpose of the committee is to redevelop downtown Port Elgin as an economic generator for the community and the Lake Huron shoreline, thereby increasing economic opportunities (job creation, expanded tax base, tourism, youth opportunities, better quality of life, etc.) for the whole community.

Developing this Community Toolkit involved examining community based research including official plans, waterfront master plans, business recruitment and expansion studies, brand development workshops, streetscaping and design guidelines, wayfinding signage strategies, and Saugeen Shores strategic plans. This Toolkit includes an Action Plan, Brand Summary, Style Guide and on the ground examples which are essential to the revitalization of downtown Port Elgin.





# Background Research Downtown Diagnosis

## 25 Characteristics of a well functioning Downtown

This is a tool developed to evaluate the function of downtown. Characteristics of a downtown are divided into four categories- organization, marketing, economic development and design. Each characteristic is ranked on a scale of 0 to 4 to yield a final score out of 100.

0

Does not meet criterion

1

Weakly meets criterion

2

Meets criterion moderately well

3

Meets criterion reasonably well

4

Very strongly meets criterion



# 2.5/4

## Organization

This indicates that the downtown meets these criteria. The downtown committee (PEG) is centralizing information and communications between stakeholder groups, A BIA coordinator is an organizational asset to this community.

# 1.6/4

## Marketing & Promotion

This score suggests that the downtown does not meet the criteria well, especially related to event centralization/ promotion and use of consistent graphics and imagery in marketing materials.

# 2.3/4

## Economic Development

Implies that the downtown meets these criteria moderately well. Working with businesses to standardize/ extend hours was noted as an area of improvement. Creating a business mentorship program could strengthen business turnover rates and downtown vacancy concerns.

# 2.4/4

## Physical Design

Suggests the downtown meets the criterion moderately well. Additional improvements including enhancement of public gathering spaces would be beneficial alongside continued investment in private building improvements.

# Score

# 56/100

40-59 points: Your downtown is in significant need of a revitalization strategy. The areas of weakness identified by this diagnostic assessment should be used as the starting point for the development of a revitalization strategy.

This diagnostic evaluation tool is utilized by each community on an annual basis to review their downtown revitalization efforts, understand strengths and challenges and focus on areas of opportunity.



# Research highlights

The Business Recruitment and Enhancement Study (BR&E) undertaken in 2012 noted the following economic advantages and challenges to the local economy in Saugeen Shores.

## Advantages to doing business in Saugeen Shores:

- Personal Satisfaction
- Quality of life
- High average household income
- Natural geography

## Challenges:

- Population dramatically increases for a short timeframe;
- Promoting a 4 season destination often difficult due to weather conditions;
- Noted decrease in farming employment attributed to the loss of farmland/automation of farming practices;
- Affordable housing concerns; and
- A lack of economic diversity (in major industry) directly impacts Saugeen Shores economy- limited diversity could be problematic.

75% of business owners surveyed rated the community's 'quality of life' as excellent- clearly demonstrating their love for the community. Provincial average for this same question was 48%. With a healthier business climate and happier owners and employees, more new businesses will be encouraged to open their doors in Saugeen Shores.





The study also poised insights into opportunities that can integrate into an effective downtown revitalization plan.

## Business Recruitment & Expansion Action Recommendations:

1. Municipality to be more involved with Economic Development;
2. Municipality to improve customer service to businesses and reduce red tape;
3. Improve downtown vitality;
4. Improve communication between businesses & government agencies;
5. Address workforce development concerns;
6. Prioritize affordable housing;
7. Improve communication with farming industry; and
8. Address difficulties in acquiring land for expanded industry.

# Research Highlights (Continued)

Previous studies including branding workshops, design guidelines, and community engagement sessions typically portray the community of Port Elgin as a fun, contemporary, and inviting beach community and attribute these characters to:

- A comparatively more commercial atmosphere than the rest of Saugeen Shores with a long straight commercial ribbon that is the backbone of the Town;
- A thriving young, family-based community;
- A laid back atmosphere attributed to a robust beach/ tourist economy; and
- An increase in new commercial development and housing

Community feedback gathered for consideration in the most recent update to the Saugeen Shores official plan in 2012 identified the following values are of enduring importance to the residents of Saugeen Shores:

## Highlighted Values

- Small town atmosphere
- High quality of life
- Natural Attractions (Waterfront, Beaches, River, Trails)
- Tourism Amenities & Activities
- Rich Cultural Heritage

# Research Highlights (Continued)

The Municipality of Saugeen Shores held public workshops through both the creation of the Design Guidelines and their Community Improvement Plan. These outreach initiatives identified issues and themes to be addressed and highlighted the following areas of focus. These items have been taken into consideration with the development of this Community Toolkit:

- Incorporate good design principles into new development
- Protect and enhance the natural environment
- Create a gateway or entrance to the community
- Improve the streetscape in core areas and extend design elements along Highway 21
- Incorporate mixed use buildings in the commercial areas
- Make corridor accessible and convenient for pedestrians and cyclists
- Improve traffic circulation and parking functionality
- Acknowledge the unique character in both Port Elgin and Southampton
- Implement a design theme to guide development
- Maintain a small town atmosphere/ character
- Manage signs and billboards in an appropriate fashion
- Improve Property standards/ historical preservation









# Research Highlights (Continued)

During the development of the Wayfinding Signage initiatives, Saugeen Shores completed branding exercises in an effort to attribute keywords and descriptions associated with each community in Saugeen Shores. These included the following words for Port Elgin: sunsets, vibrant, friendly, family, progressive, beach, growth, casual, safe, relaxed, lifestyle, and home.

The approach taken in this Toolkit recognizes that Port Elgin and Southampton have subtle differences in their built form and population

characteristics, and that there are different ways of incorporating waterfront opportunities into their downtowns. These characteristics will translate into different approaches for each community's downtown revitalization plan. These unique approaches will go a long way to creating a positive environment in downtown. Both residents and businesses will benefit from an enhanced commercial core and by improving the downtown we create opportunity to bring more businesses and visitors to the area as an economic generator.

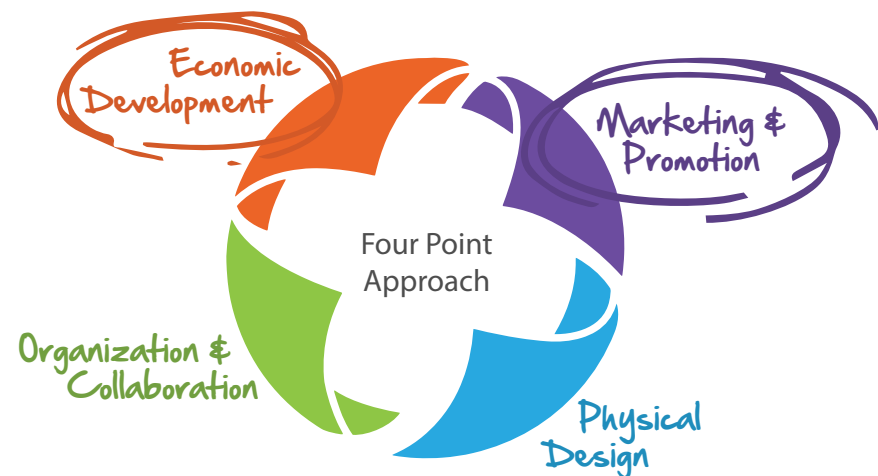
# Summary & Recommendations

Each of these research tools provides insights into achieving a continuous downtown revitalization in Port Elgin. As noted, downtown revitalization is focused around four key pillars; Organization; Economic Development; Marketing and Promotion; and Physical Design.

The priority areas for Port Elgin are primarily **Economic Development** and a coordinated approach to **Marketing and Promotion**.

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 Port Elgin. Understanding where the gaps are and the potential areas of opportunity will feed into business recruitment plans encouraging future businesses to relocate to and expand in Port Elgin. Other Economic Development opportunities include: recruiting Brand based businesses, collaborative marketing initiatives, facilitating standardized retail hours, downtown programming and understanding local vs. visitor spending/demand.

Downtown Port Elgin can additionally benefit from increased attention on the Marketing & Promotion pillar by creating coordinated events, sale days and promotions, bringing family friendly festivals into downtown, coordinating advertising campaigns and targeting marketing initiatives.



The key opportunity afforded by this Community Toolkit is to identify ways to embrace the connections between the key commercial corridors and the best asset of the community- the waterfront. Careful attention to physical design and streetscaping details that are unique and authentic as outlined in this Toolkit, will position Port Elgin's downtown revitalization strategy for success. This Toolkit includes recommendations directed towards the public and private realm, and many projects will involve collaboration with one another.



## Section 3

# Branding

# Developing the Plan

Developing the plan starts with articulating common goals and objectives as well as outlining the steps necessary for achieving them. It is important to distinguish between a Vision and a Brand. The key distinction between a Brand and a Vision is that a Brand describes the image you want people to have of your downtown while a Vision describes the full potential for the revitalization efforts of what downtown will look like at some point in the future. The Brand and Vision need to align and form the first steps in developing the revitalization path forward.

The Spruce the Bruce team has been working with local municipalities to develop destination development strategies for the entire County where each Town has a specific yet equally important function to play. Port Elgin's function is one of a contemporary, fun, family friendly beach community. Its strength lies in its connection to a thriving young, family-based community, a strong downtown core, a robust beach atmosphere and strong and commercial development.

## Vision

Downtown Port Elgin is the home to a one-of-a-kind boardwalk vibe. This year-round centre of activity is the heart of the county's shopping and entertainment opportunities bringing together big-city energy and small-town quality. Vibrant, fun waterfront energy epitomizes Port Elgin and the friendly hospitality is found from playground to patio - making Port Elgin the place where family memories are created. Nowhere else but in Port Elgin can you experience the boardwalk atmosphere and find it leads to more activities than the day is long.













# The Boardwalk Vibe

Collect sunsets like you collect memories in Port Elgin: home to an exciting boardwalk vibe like no other. If you're looking for the perfect place to have a great time, look no further than Port Elgin - a vibrant, fun, and entertaining downtown with a casual atmosphere.

Located just a couple of blocks from the beach, downtown Port Elgin is the place people come with friends to celebrate the good things in life: sweet treats, casual food and brilliant shops.

Stroll from the boardwalk shops to one of the dozens of sunset vantage points along the shoreline. With expansive views of Lake Huron, it's hard to imagine a better location to have fun with your family by your side.

Après sunset return to downtown to complete your journey and enjoy a festival or event and be part of the entertainment and nightlife. Downtown is the place to be after work and on weekends.

Exciting boardwalk experiences begin in Port Elgin - where there is ALWAYS something going on.









# Mission

A Mission statement takes Port Elgin's Vision and translates it into a stated purpose for the downtown revitalization effort; it can be viewed as the public statement for accomplishing the Vision and the pathway in order to get there. The mission statement for downtown Port Elgin is:

To develop a diversified and healthy business climate in downtown Port Elgin that will support local needs and act as a shopping and entertainment hub for the broader community incorporating a boardwalk vibe and feeling into both the public and private spaces that shoppers will experience.

# Action Plan Summary

## Action Plan



These Action Plans were developed at the grassroots level in downtown Port Elgin with a dedicated group of vested individuals. They represent a summary of the priority actions in order to transform the downtown into a destination and to help guide the revitalization plan forward. Goals transform the Mission statement into priority areas for downtown and assist with moving the vision forward. The following Action chart was established by the PEG Committee as primary areas of focus and are recommended to the Saugeen Shores Downtown Revitalization Action Committee for consideration.

ORGANIZATION	ACTION ITEM	WHEN
	Solidify reporting process with DRAC	ST
	Brand Statement- Council Adoption	ST
	Create Terms of Reference & communication strategy	ST
	Search out and secure façade improvement funding	ST
	Creation of Toolkit, Vision with adoption by Council	ST
	Complete a downtown vacancy map	MT
	Complete Tourism SWOT Analysis with Chamber	MT
	Research options for uniform hours for businesses, pilot program	MT
	Coordinate vehicle/ pedestrian counts	MT
	Organize for municipal budget considerations 2015	LT

ECONOMIC DEVELOPMENT	ACTION ITEM	WHEN
	Downtown Wi-Fi- work with BIA, Chamber, BMTS, Municipality	ST
	Development of gathering place/ public square/ splash pad programming	MT
	Work on downtown data collection	MT
	Growing and enhancing farmers market- year round	MT
	Review signage bylaw	MT
	Public market business plan	LT
	Create business investors packages	LT
	Investigate options for Economic development officer	LT
	Harbor business development	LT
	Business cluster development	LT
	Investigate Ministry of Tourism funding for Market study	LT

PHYSICAL DESIGN	ACTION ITEM	WHEN
	Coulter Parkette redesign and development	ST
	Create demonstration block rendering of streetscape (façade, trees, signage)	ST
	Develop coordinated options for street furnishings	ST
	Update signage for parking - both short term and long term	ST
	Signage for public washrooms	ST
	Remove fencing around trees in downtown	ST
	Review outdoor patio bylaw- pilot with local businesses	ST
	Create empty storefront staging concept	MT
	Research and secure Streetscaping funding	MT
	Downtown Port Elgin Streetscaping advancement	LT
	Downtown Gateway entrance sign/ District Naming	LT

MARKETING AND PROMOTION	ACTION ITEM	WHEN
	Create Retail beautification pamphlets- did you know	ST
	Downtown coordinated business signage/ promotions	ST
	RED Destination Downtown Brand Development Project	MT
	Develop Activities/ entrainment ideas to animate the street	MT
	Coordinate downtown events with chamber, BIA, Tourism & other groups	MT

Short Term. . . . . (3-4 months)      Medium Term. . . . . (6-12 months)      Long Term. . . . . (1 year +)









# Downtown Public Spaces

In realizing the Vision for Port Elgin as the hub of the entertainment and shopping area within the County, one of the central components to making this happen is the development of a downtown public green space / plaza area. This has been highlighted in the Action Plan. The development of such a space would draw additional activity, pedestrian traffic and cash flow into the downtown while providing an opportunity for programming that will foster community engagement. Downtown public plazas continue to increase in popularity as research points to them being a crucial ingredient for successful communities and business

districts. They have the ability to revitalize and create economic and social development opportunities while hosting markets, events, classes and other community building endeavors.

Visitors and locals alike are looking for “things to do and experience” more than just “things to see”. A programmed downtown public plaza can assist with this attraction appeal by encouraging people to spend more time in downtown. Programmed public markets can stimulate retail shopping in the downtown core, bringing much needed cash and foot traffic to a

centralized area- providing a multiplier effect to surrounding attractions, businesses and neighbourhoods.

The addition of a public plaza and green space in downtown Port Elgin was identified as a priority in order to add interest, activity and economic stimulus to the downtown. This initiative has the ability to attract new customers, increase business, and create a sense of place that makes downtown a vibrant and thriving destination for locals and visitors alike.



Keywords

Vibrant Memories  
Sunsets  
Family-Friendly  
Casual  
Beach boardwalk

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



**Board and Baton**



**Colourful  
Fabrics/ Canvas**



**Yellow Brick**



**Horizontal Siding**



**Frosted Glass**

Material guidelines help to articulate the design direction outlined by addressing key design considerations for the community and in doing so, promote a higher standard for development that is suited to the distinct identity of Port Elgin. Building materials should be scaled in a way that supports and maintains the historical pattern of building development and be appropriately placed on the building and engage with surroundings when possible. Careful attention to building details such as the placement and proportions of windows, doors and other architectural details can improve the coherence of a building and the street.

Downtown Port Elgin currently features a variety of mixed historical architecture including an abundance of yellow-brick buildings. Materials in local construction should try to reinforce a relaxed family -friendly beach atmosphere and are encouraged to use materials such as: board and baton, horizontal siding, beach stone, canvas fabrics, natural wood, frosted

glass, sand and a variety of layered architectural details such as moldings, pergolas, columns, cornices, shutters and canvas awnings. Buildings should use neutral colours as their base and highlight unique features with splashes of bold colour through the use of landscaping, grass plantings, awnings and signage.

In order for downtown to enhance its destination potential, it needs to move the Vision and Mission forward through a focused channel. The Toolkit has taken previous background research and studies and focused in on elements in an effort to create a cohesive, unique and authentic flavor in the downtown. In order for the Brand to be realized on the ground- a more focused approach to thematic elements and materials has been presented in this Toolkit.

# Typography

## Arno Pro - Caption

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz123456789

## The Great Escape - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

## Myriad Pro - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

## Myriad Pro - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

## Verdana - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789





## Colour Palette



### Sunset Orange

CMYK 0/48/95/0  
RGB 248/151/40  
PMS 021 CV  
HEX f89829



### Beachball Red

CMYK 00/100/100/0  
RGB 220/41/30  
PMS 485 C  
HEX dc291e



### Fresh Breeze Blue

CMYK 58/13/0/0  
RGB 88/180/229  
PMS 2915 C  
HEX 58b4e5



### Wave Blue

CMYK 85/24/0/0  
RGB 0/150/214  
PMS Process Blue CVC  
HEX 0096d6



### Lifeguard White

CMYK 0/0/0/0  
RGB 255/255/255  
HEX ffffff

# 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.



**Sunset Orange**



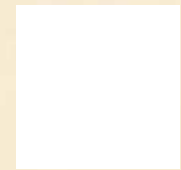
**Beachball Red**



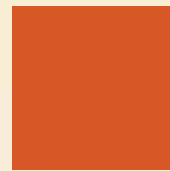
**Fresh Breeze Blue**



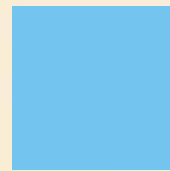
**Wave Blue**



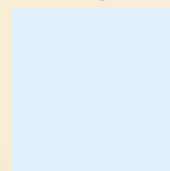
**Lifeguard White**



Racing Orange



Blue Marguerite



Cumulus Cotton



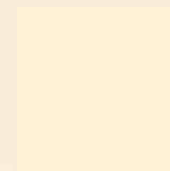
Semolina



Deep Rose



Spectra Blue



Mayonnaise



American Cheese



Patriot Blue



Peony



Blue Belle



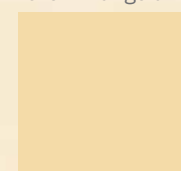
Hibiscus



poolside Blue



Yellow Marigold



Cream Yellow



# Logo Design

The logo conveys the character of Port Elgin and its connection with the shoreline and spectacular sunsets. The relaxed styled font and flowing graphics are integrated into a contemporary design. Combining the sun, sand, flowing shoreline and fresh air help to reinforce the relaxed beach community atmosphere.



**Sunset Orange**

CMYK 0/48/95/0

RGB 248/151/40



**Beachball Red**

CMYK 00/100/100/0

RGB 220/41/30



**Fresh Breeze Blue**

CMYK 58/13/0/0

RGB 88/180/229



**Wave Blue**

CMYK 85/24/0/0

RGB 0/150/214

# Logo Colour Variations

This is the preferred version of the logo



A coloured version of the logo should be used when the background of the application is light in 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 logo version with a white background should be used when the background of the application is any colour other than white.



A greyscale version with a white background should be used when the background of the application is any colour other than white and grayscale has been requested.



# Street Furnishings & Banners



Planter

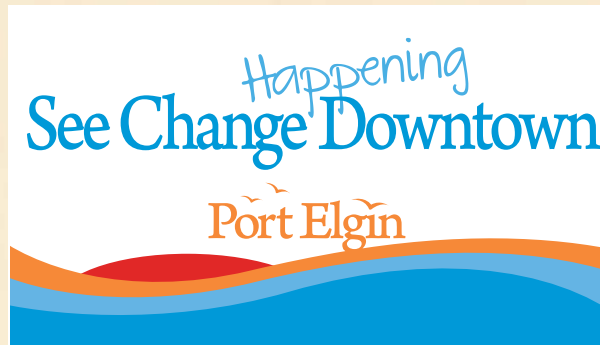


Street Banners

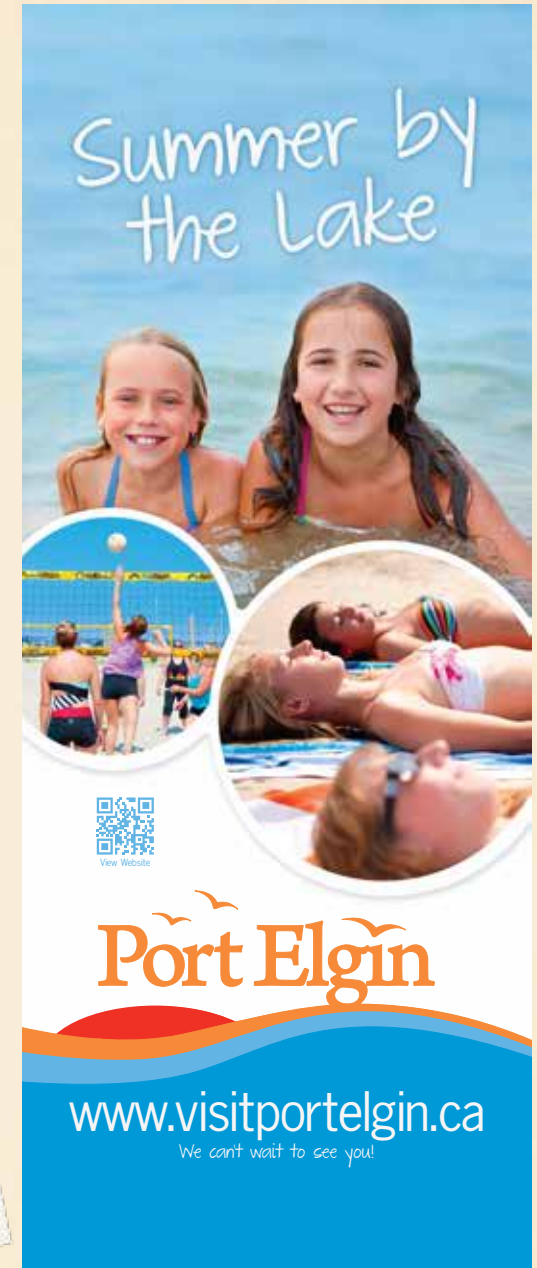


# Advertising

Transition Stickers



Banner stand



Website



Sandwich Board





# Signage & Bike Racks

**Bike Racks**



**Signage Headers**



# Benches & Waste Receptacles

## Benches



Waste Receptacles

# Public Art

Public art is an opportunity for the community of Port Elgin to create public spaces and displays that reflect the local talents and the community Brand.



**Bournemouth Beach, United Kingdom**



**Queensland, Australia**



**Melbourne, Australia**



**Oversized art beachball, Pier Park**



**Boardwalk Design**



**Water feature, Darling Harbour**



# Lighting



Light Wall



Street Lights



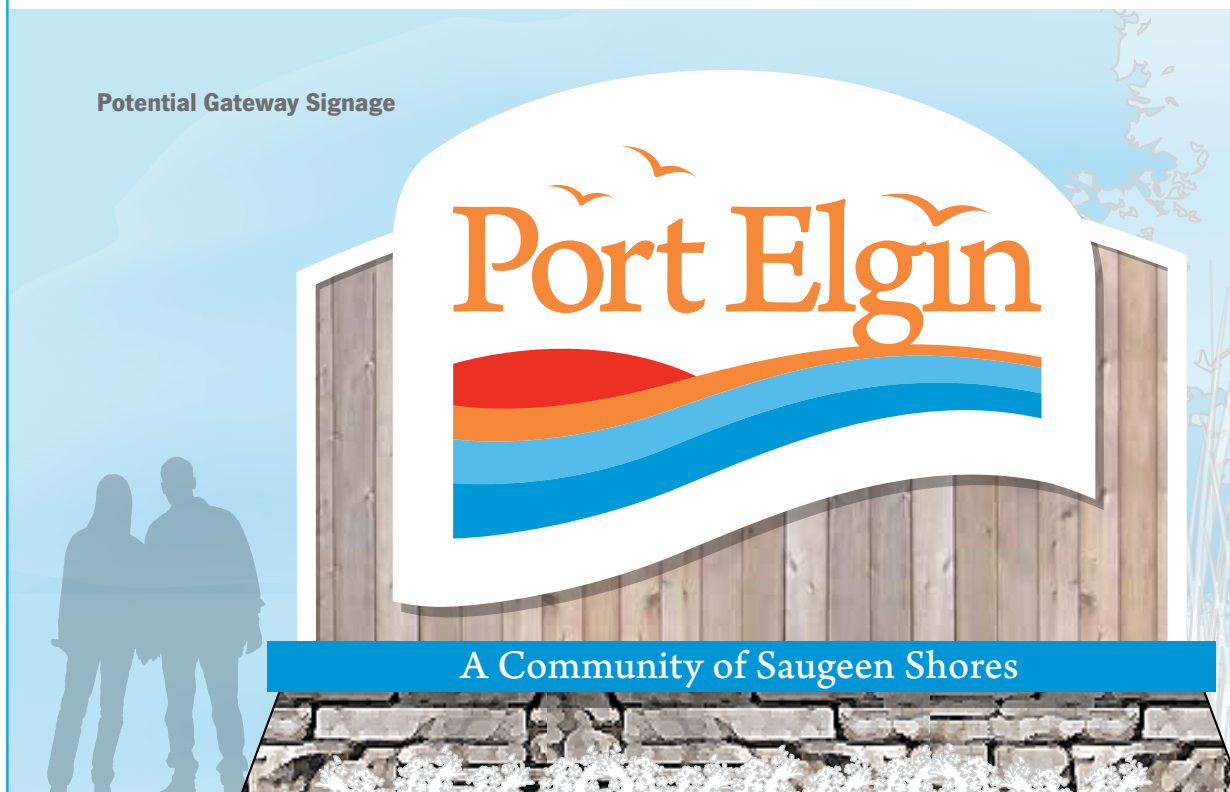


## Other Infrastructure

Splash Pad

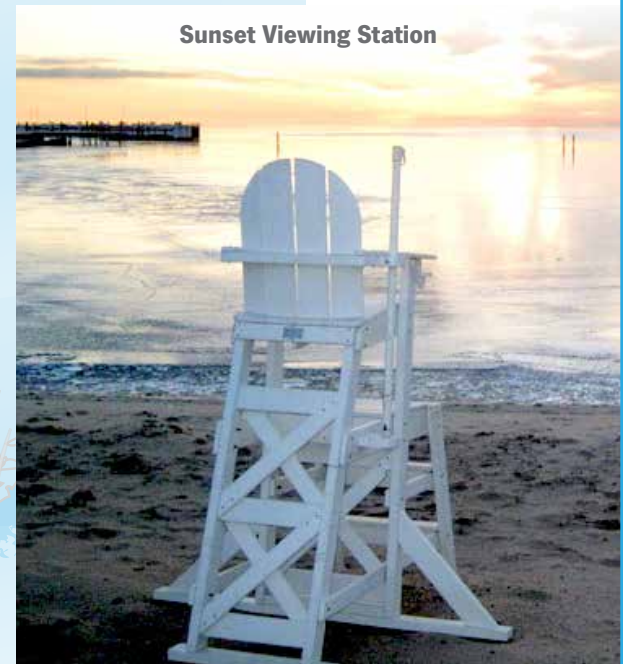


Potential Gateway Signage



A Community of Saugeen Shores

Sunset Viewing Station



# Facade Examples



Boardwalk Bakery, Florida



Chicago Navy Pier



Disney boardwalk, Florida



Ron Jon Surf Shop, Pier Park USA



Pier Park, USA



Atlantic City New Jersey



# Local Facades

Beachin' Before



After



Downtown businesses Before



After



Belle Abode Before



After









# Summary

Spruce the Bruce has developed with the community of Port Elgin, a Toolkit that creates the basis for a successful revitalization program for downtown. Ownership is the key to developing an authentic and believable Brand for a community. All members of the community have a role to play in 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 when applied consistently. Too many times downtown redevelopments buy the same historic coach lamp as the community next door, which dilutes the authenticity of the place. Be known for something different and make your community stand apart from the crowd!

In closing, we offer the following inspiration.

1. Creating successful downtowns is about more than planning. 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, Vision and an 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 Port Elgin Spruce the Bruce local committee.

---

This Toolkit is a starting point and illustrates possibilities. For more information or support with your local project please contact the Port Elgin Spruce the Bruce committee or the Spruce the Bruce Program at [STB@brucecounty.on.ca](mailto:STB@brucecounty.on.ca)



# Credits

## Acknowledgements

Authors:

Kara Van Myall

Alanna Young

Produced By:

Bruce County Planning and Economic Development  
Department "Spruce the Bruce" Program

Design Concepts:

Canvas Studios

[www.canvasstudios.ca](http://www.canvasstudios.ca)

Port Elgin, Ontario

Photography:

ImagePort Photo Agency & Studio

Port Elgin, Ontario

Client:

Town of Saugeen Shores



© 2014. County of Bruce. All rights reserved. No part of this publication may be reproduced in any form or by any means without the written permission of the County of Bruce, Planning and Economic Development Department.  
Printing Date: 2014

