Southampton 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 Southampton—what it has and where the community wants to go.

Let's Get Spruced!
Introduction

Southampton is located within the Town of Saugeen Shores on the beautiful shoreline of Lake Huron in Ontario. The Town includes Port Elgin, Southampton and Saugeen Township. The community has a rich cultural heritage with the Lake Huron shoreline and the Saugeen River as main attractions.

Southampton benefits from its compact, vibrant, commercial core stretching to the waterfront and its cozy, cottage-type community with treed lanes and comfortable streets. Southampton’s summer vacationing population 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 shoreline.

The community is also renowned for the Chantry Island lighthouse - well within view from the white sand beach. Southampton’s main street touches the water edges and its noticeable cape cod styled architecture encourages you to slow down and take notice. The wooden Long Dock once connected Chantry Island to the shore, with a gap allowing boats to travel through. The cribs are still visible at the water’s edge and, with well-worn paths down the centre of each, make a great place for youngsters to explore with net and bucket in hand.

Over the years, Southampton has received recognition as being part of the broader Ontario Tourism product offering, including winning the Canadian Tourism Commission’s “Best Hidden Travel Gem” in 2010. Renowned for the Chantry Island lighthouse - well within view from the white sand beach, Southampton’s main street touches the water edges and its noticeable cape cod styled architecture encourages you to slow down and take notice. The wooden Long Dock once connected Chantry Island to the shore and demonstrated the community’s fascination with the island.

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.

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, Southampton cherishes the uniqueness of having a downtown that connects directly to the waterfront.

While preserving the identity and diversity of each community that forms Saugeen Shores (while enhancing unity) is acknowledged, the goal of this Toolkit is to showcase Southampton’s unique Brand for the purpose of creating a distinct destination.
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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, 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 Design Toolkit showcases Southampton, its unique identities and opportunities that if applied consistently, will provide the community with a revitalization plan focused on the core of downtown Southampton. Having a downtown that is situated so closely to the Lake Huron shoreline is a major advantage for the community and a way to connect visitors directly from the beach to the downtown. Southampton 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 Southampton 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 Southampton to be realized!
Section 2

The Research
The Research

The Community Toolkit development process began with the Core Action Team Southampton (CATS) in 2013 which is in transition to become a subcommittee of the proposed BIA. CATS focuses on action oriented, results driven initiatives, centralized in downtown Southampton. CATS 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 CATS sub-committee is to redevelop downtown Southampton 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 Toolkit involved examining community based research including official plans, waterfront master plans, brand development workshops, business recruitment & enhancement studies, 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 Southampton.
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
Organization
This indicates that the downtown weakly meets these criterions. The downtown committee (CATS) is working towards centralizing information and communications between current committees and stakeholder groups including, the Chamber, and Municipality alongside additional committees.

Marketing & Promotion
This score suggests that the downtown weakly meets the criteria, especially related to event centralization/promotion and use of consistent graphics and imagery in marketing materials.

Economic Development
Implies that the downtown weakly meets these criterions. Limited commercial vacancies were noted but business retirement/ succession planning was ID as potential concern. A good base of retail and services were the strongest characteristics in this component. Gaps identified included restaurants.

Physical Design
Suggests the downtown meets the criterion moderately well. Additional improvements including the enhancement of public gathering spaces, private building improvements and signage for public washrooms were noted.

Score
42/100

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.
Previous studies including branding workshops, design guidelines, and community engagement sessions typically portray the community of Southampton as a trim, historical beach community with character arising from:

- A compact, vibrant, commercial core terminating at the waterfront;
- Historic shore lighthouses and harbour;
- A cozy, cottage-type community with treed lanes and comfortable streets; and
- Strong cultural institutions including the Art School & Museum

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
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 Southampton: lighthouse, heritage, culture, sophisticated, elegant, sunsets, beach, and natural beauty.

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 Southampton. As noted, downtown revitalization is focused around four key pillars; Organization; Economic Development; Marketing and Promotion; and Physical Design.

The priority areas for Southampton are primarily Organization and a coordinated approach to Marketing and Promotion.

Organization is the essential starting point for any revitalization effort. It encourages consensus and cooperation by building partnerships among the various groups that have a stake in the downtown. By getting everyone working toward the same goals, the revitalization program will provide effective, ongoing management and advocacy for the downtown. Volunteer recruitment and collaboration with a broad cross section of the community will bring a wide range of perspectives into the revitalization efforts. Essential to the Organization pillar is to structure the program in such a way that it divides the workload and clearly delineates responsibility, but also gets people excited about working together.

Downtown Southampton can benefit from increased attention on the Marketing & Promotion pillar by coordinating existing marketing, bringing additional nautical elements into downtown advertising campaigns and targeted business recruitment efforts.

The key opportunity afforded by this Toolkit is to identify ways to embrace the connections between the 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 Southampton’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/Vision

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. Southampton’s function is one of a nautical destination with its strengths connected to its deep marine heritage, inherent Cape Cod styled architecture and relaxed lifestyle.

Vision

The heart of Downtown Southampton is its sense of culture and nautical character. Community pride in these attributes creates a vibrant and sophisticated downtown experience. When you enter downtown you feel a sense of arrival while you meander through this relaxing retreat. Business and creativity have combined in downtown to deliver a quaint yet sophisticated destination.
Ontario’s Hamptons

Ontario’s premier lakeside destination is relaxation at its finest. This quaint lakeside town has nautical roots as deep as the lake providing its backdrop. “Heading to the Hamptons”, can easily refer to Southampton, Ontario: a coastal retreat with a distinctive northern flair. This destination is a treasure and features some of the finest collections of art, boutique shopping and shoreline properties in all of Canada.

Southampton is where you can enjoy a romantic getaway or permanent year round vacation. In this sophisticated, peaceful community you will find the Chantry Island Lighthouse standing tall as the village icon. Beaconing you to the stunning accommodations, historic architecture and intimate eateries and shops of this quaint downtown. Southampton is a premier shopping district that provides a spectacular view. Unwind in Ontario’s Hamptons – Southampton – an upscale destination whether you’re here for a weekend or a lifetime.
Mission

A Mission statement takes Southampton’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 Southampton is:

To enhance the charming destination flavour of downtown Southampton by encouraging and supporting a range of niche businesses that centre on the cultural and nautical experiences of this community.
## Action Plan Summary

These Action Plans were developed at the grassroots level in downtown Southampton 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 CATS Committee as primary areas of focus and are recommended to the Saugeen Shores Downtown Revitalization Action Committee for consideration.

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>ACTION ITEM</th>
<th>WHEN</th>
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<tbody>
<tr>
<td></td>
<td>Establish Communication Outreach program</td>
<td>ST</td>
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<td></td>
<td>Coordinate with Community Fundraising Events/ Chamber</td>
<td>ST</td>
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<td></td>
<td>Create Toolkit with Brand Statement and Vision solidified</td>
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<td></td>
<td>Council Adoption of Community Toolkit</td>
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<td>Signage and Awning By-law Review</td>
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<td></td>
<td>Review Outdoor Patio By-law Review and pilot project</td>
<td>MT</td>
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<td></td>
<td>Investigation of options for permanent funding / BIA</td>
<td>MT</td>
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<tr>
<td></td>
<td>Good Bad and Ugly Photo Collage</td>
<td>LT</td>
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<thead>
<tr>
<th>ECONOMIC DEVELOPMENT</th>
<th>ACTION ITEM</th>
<th>WHEN</th>
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<tbody>
<tr>
<td></td>
<td>Postal Code Formal Collection for potential OMAFRA submission</td>
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<td></td>
<td>Renew Program - Investigate program to fill empty store fronts</td>
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<td></td>
<td>Implement warning ticket/ sample in Our Town</td>
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<td></td>
<td>OMAFRA Trade Area Analysis and Market Analysis Report</td>
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<td></td>
<td>Mentorship for Intended Businesses</td>
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<td></td>
<td>Develop a Handout on Vacancy Opportunities for local real estate agents</td>
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<td>Collect Downtown Management Information - Vacancy / Gaps Analysis</td>
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<td></td>
<td>Establishing an Intended Retail Mix in Downtown (i.e. Recruitment of Bed &amp; Breakfasts)</td>
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<td></td>
<td>Create Welcome Package for new Business including relevant data</td>
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<tr>
<td>PHYSICAL DESIGN ACTION ITEM</td>
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<tr>
<td>Create Streetscape Plan - in conjunction with the town</td>
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<tr>
<td>Streetscape Study working plans, public meetings</td>
<td>ST</td>
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<tr>
<td>Removal of Highway billboard signs</td>
<td>ST</td>
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<tr>
<td>Installation of streetscaping furnishings starting with chairs at Town Hall</td>
<td>ST</td>
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<tr>
<td>Town Hall Improvements - Signage/Beautification/Infrastructure Improvement</td>
<td>MT</td>
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<tr>
<td>Plan for potential development of Alleyways</td>
<td>MT</td>
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<tr>
<td>Property Standards Enforcement for downtown (results from Good/Bad/Ugly)</td>
<td>MT</td>
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<tr>
<td>Downtown Entrance signs</td>
<td>LT</td>
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<tr>
<td>Community Gateway Signs</td>
<td>LT</td>
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<tr>
<td>Development of Places to Pause on Main street (from Streetscape Drawings)</td>
<td>LT</td>
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<tr>
<td>Development of Public Square or Outdoor Space - Millard Blvd / Town Hall Area</td>
<td>LT</td>
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<tr>
<td>Development of a Compelling boardwalk between Gerry’s Fries and Downtown</td>
<td>LT</td>
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<tr>
<td>Facade and Building Stock Improvement (Renderings of the key downtown blocks)</td>
<td>LT</td>
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<tr>
<td>Albert Street Improvements - 2 blocks either side of High St - Mac’s Milk to Elk and Finch</td>
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<table>
<thead>
<tr>
<th>MARKETING AND PROMOTION ACTION ITEM</th>
<th>WHEN</th>
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<tbody>
<tr>
<td>Coordination with Chamber for Events/ Activities</td>
<td>ST</td>
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<tr>
<td>Investigate Cooperative Marketing Opportunities between businesses - Cross Promotion</td>
<td>ST</td>
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<tr>
<td>Investigate a single web based community calendar</td>
<td>ST</td>
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<tr>
<td>Marketing / Signage Opportunities at key attractions (i.e. Museum, Gerry Fries, etc.)</td>
<td>MT</td>
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<tr>
<td>Develop contest for design of “Southampton Chair”</td>
<td>MT</td>
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<tr>
<td>More events to animate the mainstreet in 2014</td>
<td>LT</td>
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<tr>
<td>Development of a Thursday Night promotion - extended Operator Hours</td>
<td>LT</td>
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<tr>
<td>Program to encourage Outdoor Merchandizing (at a minimum at events)</td>
<td>LT</td>
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<tr>
<td>Work with Chamber to develop a Downtown Movie Nights for 2014</td>
<td>LT</td>
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<tr>
<td>Brand Development Project including workshops, marketing and education</td>
<td>LT</td>
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</tbody>
</table>

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

Nautical
Coastal cruising
Refined living
Relaxation
Sophistication

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

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 Southampton. Building materials should be scaled in a way that supports and maintains the historical pattern of building development and is appropriately placed on the building to engage with the 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.

Southampton’s strength comes from its marine heritage and its timeless natural beauty. Materials in local construction should draw on this charm and reinforce a relaxed sophisticated atmosphere by using materials such as: board and batten, horizontal shiplap siding, natural wood, frosted glass, yellow brick, rounded riverstone and a variety of layered architectural details such as detailed moldings, cornices, cedar shakes, and crisp awnings. Windows should have grilles to divide the glass surface into smaller panes. Classic nautical themed colours should be utilized whenever possible on buildings, signage and public art as it is an opportunity to tie directly into Southampton’s Brand while adding splashes of colour into downtown.

Balance and proportion are particularly important design considerations to create a feeling of order, comfort, and refuge on the edge of water. Making connections with the waterfront throughout downtown will collectively enhance the best features of the downtown core.
Typography

Ashbury - Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz123456789

PT Sans - Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz123456789

PT Sans - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz123456789

Arial - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz123456789
Colour Palette

**Nautical Blue**
- CMYK: 100/72/00/18
- RGB: 00/73/144
- HEX: #004990

**Blue Flag**
- CMYK: 85/24/00/00
- RGB: 00/150/214
- HEX: #0096d7

**Soft Sand Beige**
- CMYK: 18/02/44/00
- RGB: 213/225/164
- HEX: #D5E1A4

**Bright Dune Grass**
- CMYK: 42/00/80/00
- RGB: 158/206/99
- HEX: #9ece63

**Crisp Linen 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.
Logo Design

The logo conveys the character of Southampton and its close ties to nautical heritage. The classic styled font integrated with the iconic lighthouse imagery creates a timeliness reference to the water. Southampton’s marine history is displayed in the colour palette and wave design, repeatedly calling you back to the shoreline.

![Logo Design](image)

**Nautical Blue**
- CMYK: 100/72/00/18
- RGB: 00/73/144

**Blue Flag**
- CMYK: 85/24/00/00
- RGB: 00/150/214

**Sunset Magenta**
- CMYK: 30/100/09/00
- RGB: 181/30/132
Logo Colour Variations

This is the preferred version of the logo.

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

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

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

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

Nautical themed flags

Seating

Planters
SATISFYING

A cold drink? A hot meal? A culture-fix? You’ll find whatever you’re looking for Downtown. Now share it!

visitsouthampton.ca
Signage & Bike Racks

Signage Headers

Bike Rack

Potential Gateway Sign
Benches & Waste Receptacles

Waste Receptacles

Benches
Public Art

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

Compass, Coruna, Spain

Ship in a bottle, United Kingdom

Pyero Madryn, Argentina

Sculpture by the Sea, Bondi Australia

Shipping Mural, Boston

Sculpture by the Sea, Bondi Australia
Lighting & Banners

Light Wall

Street Lights

Single Globe - 16'-1" Ht.
Single Globe - 18'-0" Ht.
Twin-20
Twin-25 with lamp post
Other Infrastructure

Shipwreck Sculpture

Ship Playground

Herringbone Brick Pattern

Binoculars
Facade Examples

Historic properties, Halifax

Hyannis, Massachusetts

Nantucket Antique Shop

Storefront, East Hampton

Hermosa Beach

Storefront, East Hampton
Local Facades

Cook’s Cupboard Before

Harrigan’s Food Market Before

Paul Easelson’s Furniture Before

After

After

After
Summary

Spruce the Bruce has developed with the community of Southampton, a Toolkit that creates the basis for a successful downtown revitalization program. 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 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 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 Southampton 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 Southampton Spruce the Bruce committee or the Spruce the Bruce Program at STB@brucecounty.on.ca
Credits

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