

# Lucknow 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 Lucknow – what it has and where the community wants to go.

Let's Get Spruced!

# Introduction

The Township of Huron Kinloss, with its population of just over 6500, is located in the southwest corner of the County of Bruce. Huron Kinloss is located on the east shore of Lake Huron and boasts some of the world's best sunsets, spectacular beaches and has two friendly villages full of community spirit- Lucknow and Ripley. These communities are rich in history dating back more than 150 years and are home to active horticultural societies and fall fairs highlighting their strong ties to agriculture.

Economically, the Township of Huron Kinloss depends heavily on agriculture, agricultural services and food processing such as the Pine River Cheese factory. A number of residents work in Kincardine or Goderich with the Bruce Nuclear Generating Station being the largest area employer. Tourism is also economically prominent within the Township.

As tourism is the second largest economic generator in Bruce County, visitor's experiences and our interactions with them are essential to our economic well-being. It is important to acknowledge that not all of our downtowns

are going to be tourism destinations on their own and that there are a variety of roles our downtowns play in developing a larger regional tourism product. Some may be supply towns, others may be a pass-through to a destination and some have a specific tourism draw (like rock-climbing or beaches). Tourists and residents alike are attracted to places that offer unique and exciting opportunities and are more likely to return to places where they experience this. Residents and visitors stay longer, spend more, return to, and speak well about places where they form strong, positive impressions.

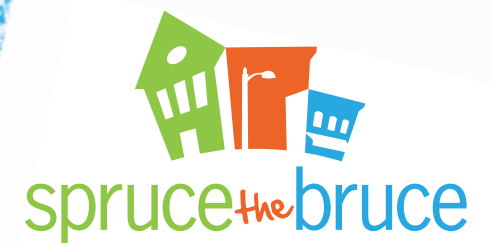
Each community in Huron Kinloss possesses an individual character and history. Although they are part of the amalgamated Township of Huron Kinloss, the goal of these Toolkits' is to showcase each community's unique identity for the purpose of enhancing their distinctive characteristics and inherent charms. The Toolkits are complementary to one another and contain consistent elements to indicate that they are part of the broader Corporation.





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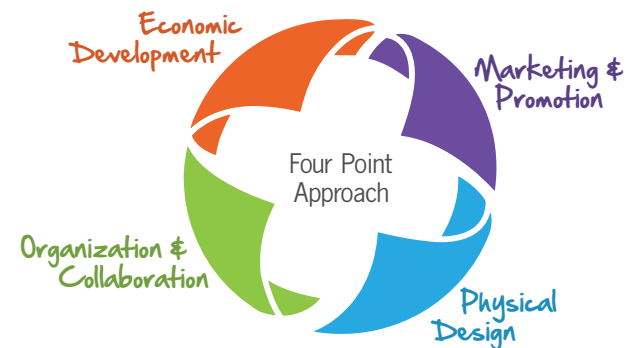
## Section 1

# 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.



# 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.

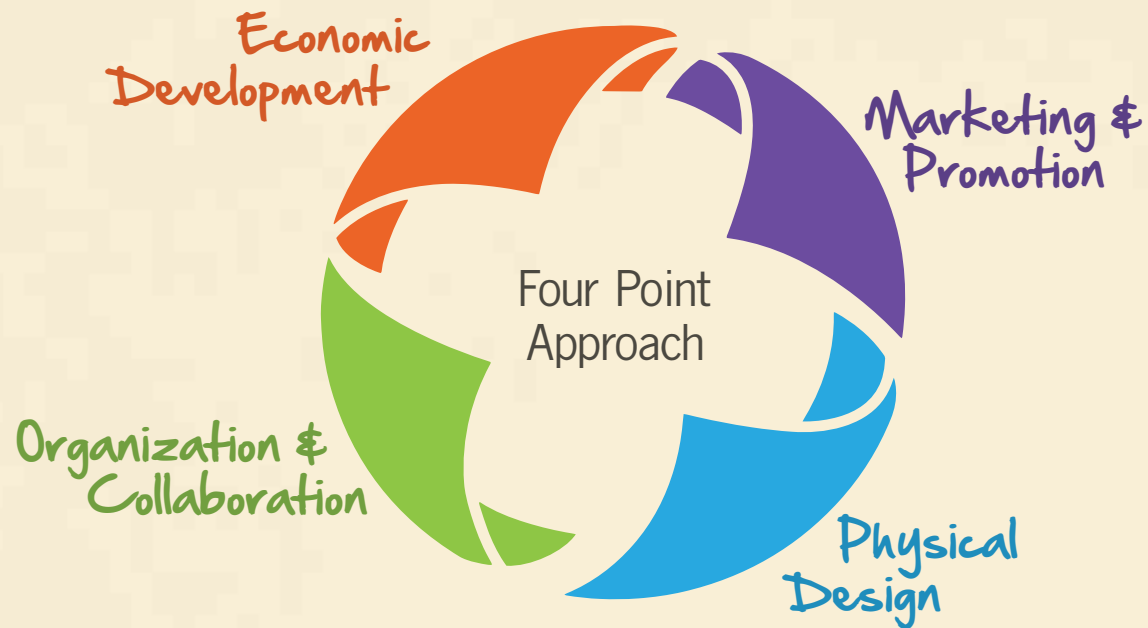
## The Municipality

- 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.

# Main Street Four-Point Approach ®



The key to any successful downtown revitalization program is to build a solid foundation. The Main Street® program and Spruce the Bruce's work in other communities has taught us that there are a few things that need to be in place if a downtown revitalization program is going to be successful.

Before tackling design, promotion, or economic development activities, stakeholders must first get organized into a local revitalization committee.

Support from a variety of interests is key to developing a successful committee because these people can serve as future volunteers, members, and financial contributors, donors of in-kind services, advocates, event participants, and customers. The Spruce the Bruce program encourages this Organization Pillar to be developed first before starting to tackle the other pillars as it will allow these additional efforts to be more coordinated, concentrated and successful!



# Purpose of a Community Toolkit

This Community Toolkit showcases Lucknow and its unique identities and opportunities that, if applied consistently, will provide the community with the potential to enhance its downtown both economically and aesthetically. Lucknow has the advantage of being at the intersection of two county roads with significant traffic traveling along its mainstreet. While not an independent tourism destination on its own, Lucknow has the potential to play an important economic role within its trade area.

By focusing efforts and being strategic with both public and private undertakings, Lucknow 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 guidance 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 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 such as those outlined in this document will, over time, allow the vision for downtown Lucknow to be realized!

## Section 2

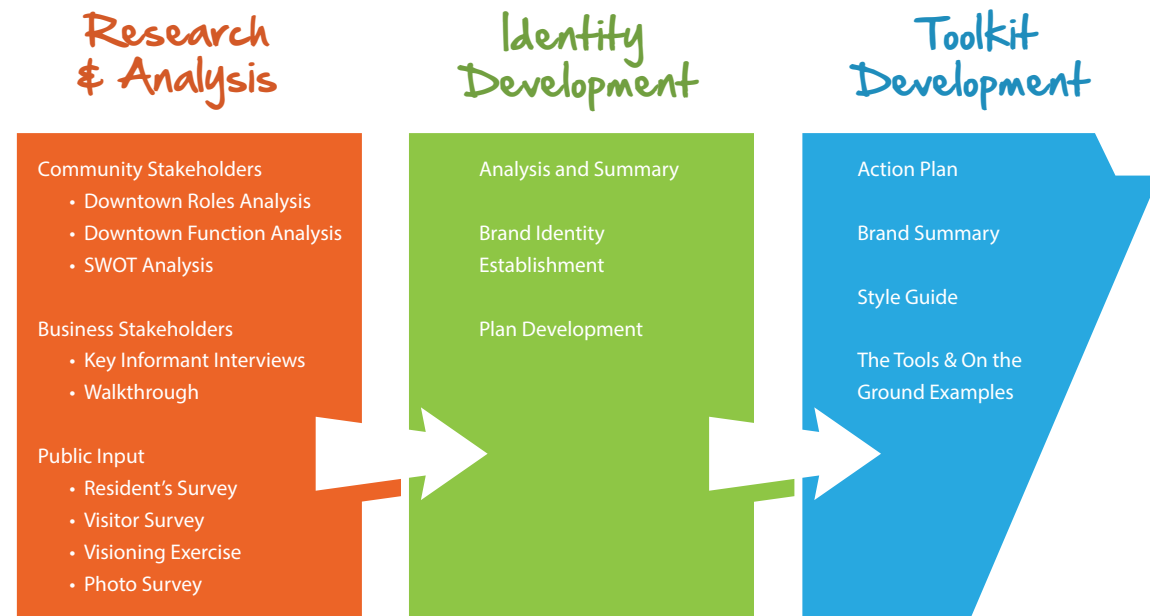
# The Research

# The Research

The Township of Huron Kinloss official plan promises to “To maintain and enhance the Township as a caring, progressive community, rich in its diversity of amenities, with quality of life and economic prosperity strived for throughout the Township’s communities.” With additional actions to “guide future land use decisions in the Township in a manner that recognizes the rural nature of the municipality and the strong physical and economic predominance of the agricultural community” and to “promote and facilitate local business retention and new business attraction opportunities throughout the Township with particular focus on the commercial core areas in the Villages of Lucknow and Ripley.”

The Community Toolkit development process began in the spring of 2010 with the launch of the Spruce the Bruce Committee in Huron Kinloss. The Committee is composed of key staff at the Township as well as community stakeholders from both Lucknow and Ripley.

Developing this toolkit was a 10 month process and involved conducting extensive community based research that culminated in the formation of this Toolkit. This Toolkit includes an Action Plan, Brand Summary, Style Guide, and On the Ground Examples which are essential to the revitalization of downtown Lucknow. The Toolkit examined previous community plans, research and feedback to develop a comprehensive Toolkit for Lucknow.



In the summer of 2010 the Spruce the Bruce (STB) team collected background information regarding the health of downtown Lucknow

to develop a structured and focused downtown revitalization program. The team solicited feedback from a number of sources and this document represents a summary of those research findings. The sources included:

1

Community Downtown Diagnostic exercises ;

2

Business Stakeholder Interviews

3

Public input: Resident's Survey, Visitor's Survey and Photo Survey.



# 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



1.6/4

### Organization

indicates that the downtowns ability to meet the characteristics for Organizations was weak to moderate.

2.2/4

### Marketing & Promotion

this score suggests that the downtown meets the criteria moderately well.

2.1/4

### Economic Development

demonstrates that Lucknow meets this criterion moderately well.

1.9/4

### Physical Design

overall score implies that there are areas for improvement and overall Lucknow meets the criteria moderately in this category.

Score

49/100

This score indicates that although the downtown meets several criteria weakly to moderately well, the downtown needs a complete revitalization strategy that focuses on organization and design.

The other diagnostic tool utilized was a SWOT analysis. Significant discussion points arose from each of the areas in the SWOT analysis of which, some are highlighted below.

## Highest Rated Strengths:

- 1) Strong business support by municipality, Chamber of Commerce & local service clubs
- 2) Strong core of essential services available directly in town (grocery, bakery, butcher, hardware, doctor, dentist etc)
- 3) Location- being directly on a main highway & travel route to Lake Huron

## Biggest Challenges:

- 1) Multiple empty store fronts discourage people from stopping and shopping
- 2) Absentee landlords, limited building maintenance
- 3) Lack of focus on community identity

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## Opportunities:

There is significant opportunity to strengthen marketing initiatives through a “Shop Local in Lucknow campaign”, improving the downtown streetscape by coinciding timing for improvements with current street repair projects (including street trees additions) and encouraging business owners/ landlords to participate in façade improvements. Lucknow can continue to strengthen local business organizations and committees working together to recruit new businesses to fill empty storefronts.

## Threats:

With any shift in the Economy, Lucknow could be susceptible to population shifts (population is mainly lower – middle class) and will continue to feel the pressure of being in proximity to larger centers who offer expanded shopping opportunities (Goderich, and Kincardine). Lack of funding opportunities to make downtown improvements could also be a concern for Lucknow.



# Business Stakeholders Key Informant Interviews

Key Informant Interviews in the form of a survey were conducted in July and August 2010 with business owners and operators in downtown. The goal was to determine what is currently working or not working in the downtowns as well as what changes they would like to see that would help to improve the business environment of the downtown area.

The first set of questions asked respondents to rate items as excellent (4), good (3), fair (2), or poor (1). The questions were broken down into seven categories: Physical setting, Transportation, Parking, Gateway/Entrances, Storefronts, Competitive position, and Joint marketing/promotion. The average for each item was between fair and good.

# Stakeholder Interviews

When the respondents were asked to provide suggestions for improving the retail environment, **removing eyesore buildings and creating uniform hours of operation** were the top two suggestions. The next most popular suggestion included increasing festivals and events, improved streetscape and improved parking.

Respondents indicated that they would benefit from programs, grants and services including façade improvement grants, joint marketing ventures and improvements to public physical infrastructure.

Lastly, respondents were asked (1) why people were coming downtown; (2) what would be the one thing they would like to see improved to downtown; and (3) what they thought was preventing downtown from being a success.

The survey concluded that people are coming downtown to shop for necessities; that they would like to see more stores and the downtown cleaned up; and that politics and a lack of funding are preventing improvement from happening.

- Downtown is the place to go to shop for necessities
- Downtown could benefit from additional shops & cleaner appearance
- Limited funds for downtown projects is challenging

# Public Input Residents Survey

Every household in Huron-Kinloss was mailed a survey in July 2010 asking them specific questions regarding the town they lived closest to (i.e. either Ripley or Lucknow). The questions touched on **marketing and economic development elements in the downtown**. The survey concluded with some basic demographic questions. In total, 2480 surveys were mailed out, 740 with the postal code N0G 2H0 (Lucknow). In total, 52 households with this postal code responded to the survey resulting in a response rate of 7%.

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## Marketing

Residents were asked if they were familiar with any specific identity elements for both the Township and their community and whether these elements were recognized by visitors. Nearly 60% indicated that they were familiar with the identity elements for the Township and nearly 58% indicated they were familiar with identity elements for their community. Those who were familiar with identity elements were asked to name the elements that they were familiar with. Most respondents indicated the Huron Kinloss logo on Township trucks and entrance signs.

As for the Village of Lucknow, Donald Dinnie, Paul Henderson, horseshoes, tartan, Sepoy town and drive canny, were popular responses. **However, 51% of respondents felt that these elements did not accurately reflect the community**, and 79% felt that visitors to the community did not recognize these identity elements.

Respondents generally indicated that the **best assets in Lucknow were that all the basic retail necessities (bakery, butcher shop, grocery store, bank, hardware, LBCO) were all in close proximity to one another and readily accessible.**

- 1 Green space / Parks
- 2 Downtown
- 3 Community Heroes
- 4 Community

# Public Input Residents Survey

## Economic Development

Respondents were asked about their shopping habits to help determine the local attitude towards the business environment in town as well as the overall economic health of the community. 79% of respondents indicated that they shop in downtown Lucknow at least two times per week. 72% of people are running quick errands, 60% are doing their grocery shopping in town and 42% work in downtown more than twice a week. 74% indicated that they shop out of Lucknow at least once a month. The majority of respondents replied that most of their shopping was conducted in Lucknow. Respondents were also asked if they would use extended hours for businesses and 46% indicated they would. Goderich was highlighted as a popular destination Lucknow residents went for clothing, furniture and automotive shopping. They also indicated that the main reasons for choosing to shop out of town: better selection (61%) and products were unavailable to purchase in Lucknow (43%).

The majority of people strongly agreed or somewhat agreed that the stores in the downtown sold the products they wanted, the prices were reasonable, the shops were open when they wanted to shop, and that they tried to shop locally whenever possible. Further, respondents were asked what new businesses they would like to see in downtown. **The top three responses were additional clothing stores, especially for men and children, more restaurants and a gym or fitness centre.**

Finally, respondents were asked to provide some general feedback regarding the retail environment in downtown. Most people felt that the customer service they received was good and that the clerks were friendly and helpful. Repeated comments about how empty storefronts are detracting from the streetscape and should be filled to make downtown Lucknow more attractive and positive should be noted. Additional suggestions included planting trees, pulling weeds, and cleaning up the empty buildings.

## Respondents like:

- Being able to purchase a variety of goods and services in Lucknow

## Respondents would like:

- New businesses in downtown such as clothing store, a fitness centre and more restaurants

# Photo Survey

In June 2010, disposable cameras were handed out to a variety of people (i.e. student; senior; visitor; resident; business owner; etc) within the community in order to undertake a photo analysis of what defined their community. The participants were given 3 weeks to take photos of Lucknow and all the cameras were returned at which time staff sorted all the pictures into like groupings. The themes that were highlighted through this exercise were:

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The themes that were highlighted through this exercise were:

**Green space / Parks** ..... with Caledonia Park

**Downtown** ..... with pictures of streets and shops

**Community Heroes** ..... with iconic pictures of Paul Henderson

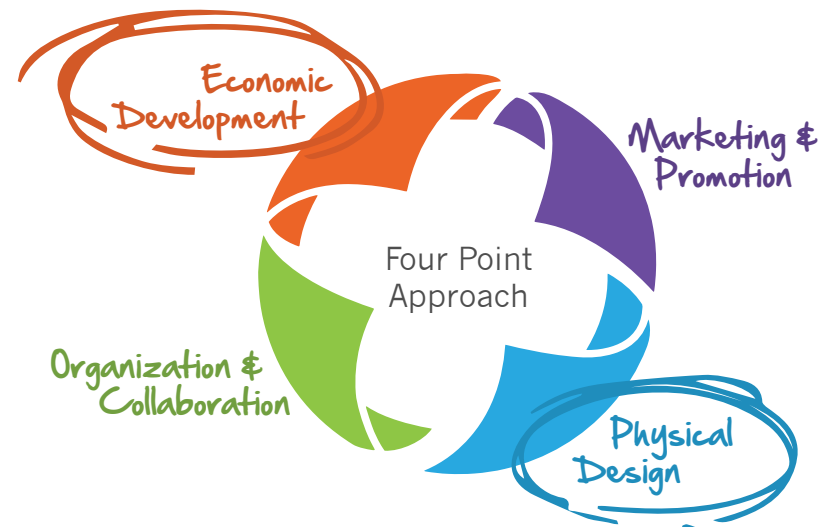
**Community** ..... with pictures of neighbourhoods, family and friends

# Summary & Recommendations

Each of these research tools provides insights into achieving a continuous downtown revitalization in (insert community name here). As noted, downtown revitalization is focused around four key pillars; Organization; Economic Development; Marketing and Promotion; and Physical Design. The priority areas for Lucknow are primarily **Economic Development** (including specific marketing campaigns) and a coordinated approach to **Physical Design**.

1) Economic Restructuring or Development is about strengthening a community's existing economic assets while expanding and diversifying its economic base. There is a need to sharpen the competitiveness of existing business owners and recruit compatible new businesses and new economic uses to build a commercial district that responds to today's consumer's needs. Converting unused or underused commercial space into economically productive property also helps to boost the profitability of the downtown.

2) Design means getting Lucknow's downtown into top physical shape. Top shape means capitalizing on its best assets to create an inviting atmosphere for all visitors and residents of the downtown. This can be



created through attractive window displays, parking areas, building improvements, street furniture, signage and landscaping to convey a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices, enhancing the physical appearance by rehabilitating buildings, encouraging appropriate new construction, developing a culture of good design, and long-term planning.



## Section 3

# Branding



SELF SERVE FRESH PRODUCE & CUT FLOWERS

# Developing the Plan

The Spruce the Bruce team has been working with local municipalities to develop a destination development strategy for the entire County where each Town has a specific yet equally important function to play.

As noted, before tackling any of the revitalization pillars for downtown, both the community and the revitalization program must first get organized. **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. Much has been written about brands in general; many 'branding' consultants have attempted to give relatively unknown cities, downtowns, and businesses clever branding treatments – catchy slogans about whatever the downtown wants to be. Brands seek to place in the prospective visitor's head a belief that "this is the place to go for.....". The key distinction between a brand and a vision is that a brand describes the image you want people to have of your downtown right now, while a vision describes what the downtown will look like at some point in the future.

## Vision

Downtown Lucknow is the General Store where residents and tourists alike come to enjoy friendly personalities, general goods and everyday needs. Lucknow is small-town charm with the everyday essential goods that people will not travel out of town to get. The businesses are bustling in Lucknow and people are enjoying the street and the local, grassroots experiences where they know where the products they are purchasing have come from and build a relationship with those that are serving them.



# The Identity



## The General Store

In the same way a general store would be run, Lucknow needs to run its downtown as a unified traditional retailer carrying a broad selection of merchandise packed into a relatively small area where travelers and people from the town and surrounding rural areas can come to purchase all their general goods. The bones of this concept exist today, with friendly personalities and essential products that range from fresh local food to all you need to build a house. People do travel out of town for some specialized items (i.e. electronics), the same way you had to order specialty items into the general store or from catalogues. However, there is plenty of opportunity for Lucknow to meet the community's everyday needs.

Additionally, Lucknow has the potential to cater to a growing consumer trend related to the small, localized shopping experience. People want to know where their products are coming from and build a relationship with those that are serving them. People want to buy their meat from the butcher, apples from the local orchard, and buttertarts from the bakery. Lucknow has all the makings of the local general store with unparalleled customer service. With some ingenuity and dedication to developing this identity and targeting the traveling visitor market, the downtown can return to a bustling commercial area.



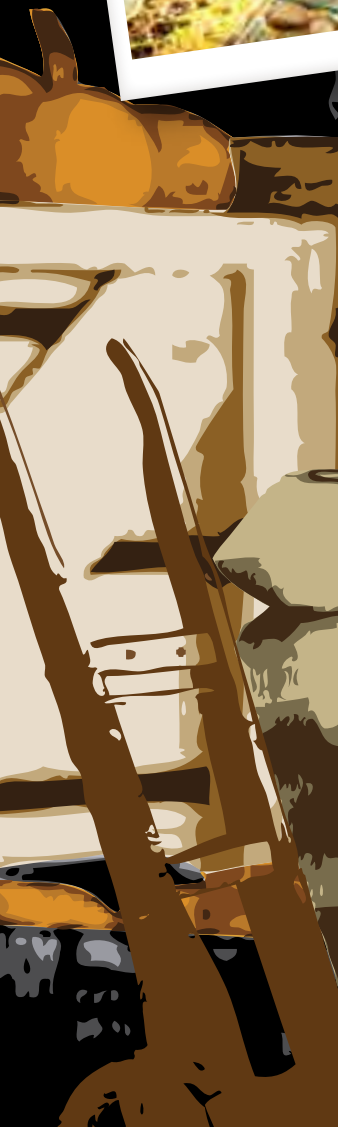
# Mission

A Mission statement takes Lucknow'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 you there. The mission statement for Lucknow is:

To reestablish the range of businesses and services to downtown Lucknow and improve the overall physical environment to support economic growth.



# LUCKNOW



# Action Plan Summary

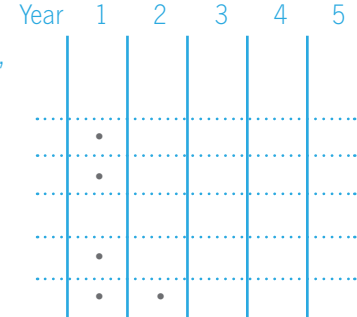
## 2013 Action Plan

Goals transform the Mission statement into priority areas for downtown. The following Action Plan chart was established by the local Spruce the Bruce committee as areas of primary focus.



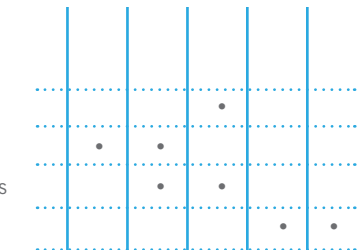
**GOAL 1:** To foster an environment of organization, leadership and management;

- Develop Lucknow STB Sub Committee
- Lucknow STB Sub Committee involves business community
- Lucknow STB Sub Committee involves Lucknow Beautification Committee
- Lucknow STB Sub Committee involves stakeholders



**GOAL 2:** To increase the range of businesses and reduce the commercial vacancy rate;

- Develop a Downtown Economic Strategic Plan
- Implement a Business Retention & Expansion Study
- Rehabilitation of vacant, derelict buildings and absentee landowners
- Implement workshops and business recruitment program



**GOAL 3:** To improve the physical design of the main streetscape and the primary intersection;

- Map physical profile of the downtown streetscape
- Research and secure funding for streetscape improvements
- Complete Streetscape Master Plan (tree coverage, pedestrian signage, traffic calming and beautification)
- Complete a design workshop for downtown design issues and solutions
- Fill vacant storefronts with community displays/local event
- Develop interpretive signs & public art related to General Store identity
- Install planters & street trees in downtown
- Add floral displays to high traffic areas



	Year	1	2	3	4	5
<b>GOAL 4: To improve the physical appearance and functionality of main street buildings;</b>						
Complete a Community Improvement Plan		•				
Compile a Building and Business Inventory		•				
Create an Incentive Program for facades, signage, structural, accessibility improvements etc.			•	•	•	•
Established the physical boundary of downtown		•				
Complete a baseline map of physical profile of downtown			•			

	Year	1	2	3	4	5
<b>GOAL 5: To develop a Marketing Strategy to attract the appropriate target market for downtown.</b>						
Chamber of Commerce/ BIA initiate strategic and coordinated initiatives of marketing strategy		•	•	•	•	•
Downtown Strategic Market Plan					•	•
Establish physical design improvements and create a travel destination					•	
Create an Economic Recruitment Package specific to retail gaps identified in the Economic Strategic Plan					•	•
Create workshops on business planning and recruitment program			•	•	•	•
Create consistent signage throughout downtown			•			

# Action Plan Summary

These action steps will begin to organize the committee base in order to achieve long lasting success. Once the committee structure is in place, it's important to undertake initial steps: 1) Short-Term Wins and 2) Develop long-range plans related to the other priority goals and pillars. The action plan goals then become the road map for the revitalization of Lucknows downtown.

As the committee moves forward with the implementation of its revitalization efforts, it should ensure that the activities includes a mix of quickly achievable actions as well as those that will take longer to realize.

It is essential that the local Spruce the Bruce committee meets regularly and monitors the progress of the Action Plan, revise the goals and develop annual work plans- based on the progress made, obstacles encountered and changes happening in downtown. An annual updates or report is an effective tool to ensuring that the downtown Action Plan is continually evolving.



Keywords

Countryside

Traditional Customer Service

General Supply and Goods

Bustling Supply Town

Localized Shopping Experience

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**



**Antiques**



**Vintage Materials**



**Cast Iron**



**Leather**

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Development in Lucknow should enhance the historic downtown buildings with additional architectural details such as canopies (covered sidewalks) and awnings that are a throwback to the turn of the century with a country feel. Enhancements to the streetscape should create street presence, and the feeling of an outdoor room that is reminiscent of the General Store identity.

Buildings should use natural materials like brick and wood; timber posts can add a structural flair. Retention of existing brick structures is encouraged along with restoration of original facades. Stucco, vinyl and metal siding are not appropriate for commercial areas that are visible from the mainstreets.

**Materials:** rough cut lumber, brick, wood, and cast iron

Graphic Elements such as banners, signage or advertising should reference the General Store theme while focusing on the rural cultural amenities that make this area unique. Street furniture and improvements should be inspired by historical objects like rocking chairs, barrels, and wagon wheels.

# Typography

## Primary Font

**ASHWOOD CONDENSED WF**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Complimentary Font

**Georgia - Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Georgia - Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



## Colour Palette



### Supply Town

CMYK 00/95/100/00  
RGB 238/49/36/  
PMS 485 C



### General Supply

CMYK 00/06/14/31  
RGB 187/176/163  
PMS 402 C



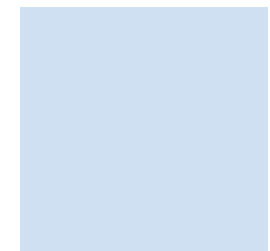
### Countryside

CMYK 00/28/100/18  
RGB 213/159/15  
PMS 1245 C



### Traditional

CMYK 00/100/30/61  
RGB 120/00/50/  
PMS 7421 C



### Shopping Experience

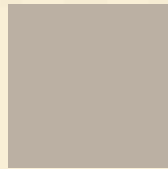
CMYK 17/06/00/00  
RGB 207/224/243  
PMS 2707 C

# 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.



**Ruby Red**



**Gray Horse**



**Buttercup**



**Cherokee Brick**



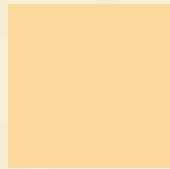
**Blue Flower**



Ravishing Red



Cocoa Brown



Creamy Beige



Gull Wing Gray



Iron Mountain



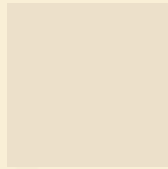
October Sky



Tapestry Gold



Green Sponge



Vanilla Milkshake



Dark Burgundy



Brookside Moss



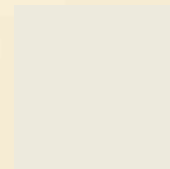
Colorado Gray



Provice Blue



Freenwood Green



Patriotic White

# Logo Design

The logo conveys the character of the rural traditional community. The style is of a rustic nature that has stood the test of time giving visitors the friendly relaxed feeling the second they enter the town. It is easily transferable to different mediums from stationary to signage. The earthy textures and colours refreshes the existing brand and expresses the “General Store” theme to stops travelers on their way through.

Please see the following rules that apply to the Lucknow logo.



# Logo Colour Variations

Colour versions of the logo are the preferred application, and should be used when the background of the application is light in colour.



Black and white version to be used on a light coloured background



Grayscale version to be used on a light coloured background



Reversed version to be used on a dark coloured background



# Signage Design

The purpose of this Signage section is to illustrate the parameters for each businesses sign on the main street of Lucknow. The intent for the downtown signage is to create a unified theme that will translate into visitors experiencing the “General Store” theme when visiting.

The following pages outline the Lucknow “General Store” theme and logo and how to apply to each business looking to participate in the signage system. This applies to both single sided and double sided perpendicular signs.

Double Sided  
(Perpendicular)



Single Sided



# Signage colours, font & material

**Colours** - The signage system should use the Primary (siding) and Secondary (trim) colours of their building. If there is not enough contrast between the primary and secondary colours, the primary colour (lettering) should be lightened or darkened to ensure the sign is legible. The below examples illustrate this system:

Primary (Siding)

Secondary (Trim)

Lettering

|  
(HSB) B+20%



Primary (Siding)

Secondary (Trim)

Lettering



**Sign** - To capture the "General Store" theme, it is recommended the signs be constructed out of wood and the lettering be sandblasted.

**Brackets** - It is recommended that each sign in the system use the exact same bracket.

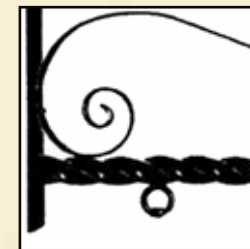
Selected bracket is: Decorative Scroll Bracket 24" (Deco24)

**Sign Maker** - To ensure consistency across all the signage, it is recommended that a preferred supplier be appointed to this project. By having a preferred supplier, the quality and pricing will be consistent for all signs.

**Installation** - At a minimum the bottom of the sign should be 10 feet (3 meters) above the sidewalk.



**Sandblasted Wood**

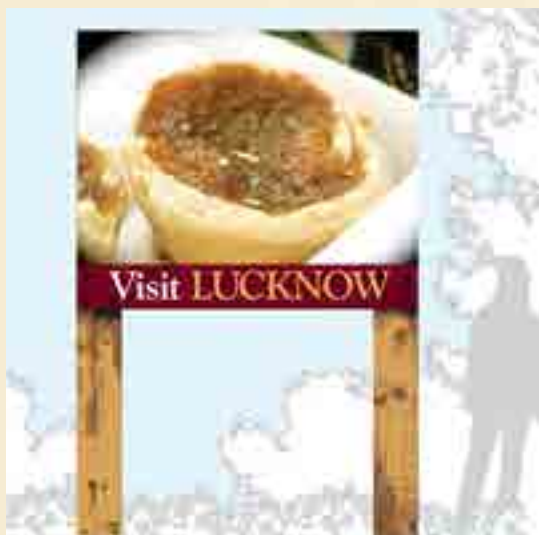
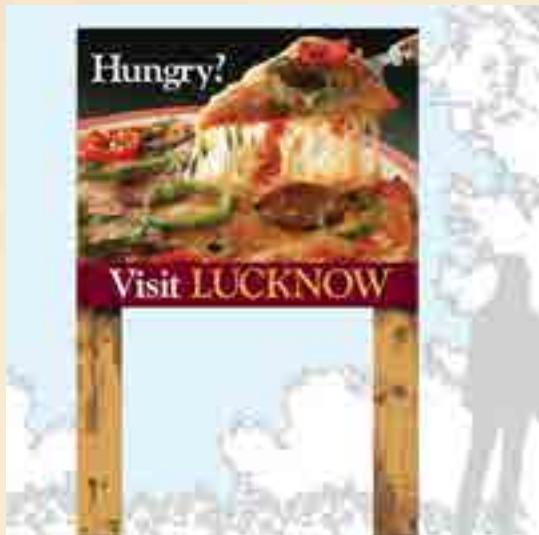


**Metal Bracket**

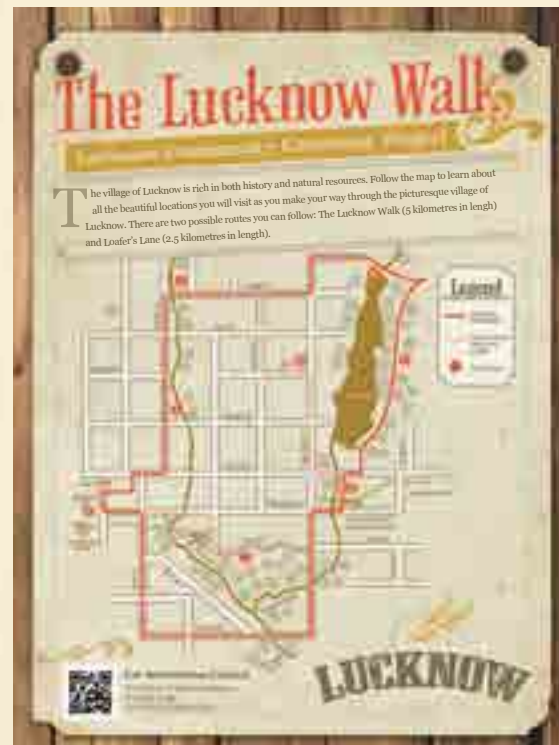
# Street Banners



# Economic Development Boards



Postcard



Interpretive Signage



Downtown Poster



Interpretive Signage

## Wayfinding signs



## Bike Racks



# Benches, Planters & Recycling



# Public Art



**Wind sculptures, Azorina**



**Copper Sculpture, Calgary**



**Stone pathway, England**



**Store Mural, Oregon**



**Life-size Checkers Game, Camden USA**



**Wagon Wheel Sculpture**

# Lighting



wall sconce and mounted lights



Street Lights



# Gateway Entrance Signage



# Façade Examples

Existing buildings could enhance the store fronts with covered sidewalks with architectural features that highlight rustic posts and side brace.



**Jerome, Arizona**



**Wisconsin, USA**



**Virginia City, Nevada**



**highlights porch with post, side brace and exposed beams**



**Tuscan, Arizona**



**Dallas, Texas**

# Local Façade



Before



After



# Summary

Spruce the Bruce has developed with the community of Lucknow, 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 developing and fostering the brand and in moving the Action Plan forward. The methods employed to create this Toolkit combines 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 Lucknow Spruce the Bruce local committee.

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



# Credits

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