

Sauble Beach 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 Sauble Beach – what it has and where the community wants to go.

Let's Get Spruced!

Introduction

Sauble Beach is the second longest fresh water beach in the world on the pristine shores of Lake Huron. Sauble Beach was originally named by the French explorers for the sandy sable river that empties into the lake at Sauble Falls. “La Riviere Au Sable” was its original name, which means “River to the Sand”. This title was used on maps until 1881, when it was changed to “Sauble River.” Soon after, the beach was named “Sauble Beach” which when translated means Sand Beach or Beach of Sand. The first settler is reported to have been John Eldridge, who built a cottage nearby in 1877. A number of people followed and Sauble Beach began to grow steadily to become the community it is today. It began with a few people building cottages, then a boarding house and finally a store. Development proceeded south and eventually east. In the 1900’s a large sawmill was located just below the falls on the Sauble River, employing 40 people. Although it burned to the ground in 1906 taking half of the surrounding forest with it, dedicated reforestation by Bruce County and the Province has resulted in beautiful tall pine groves.

In the early decades of the 20th century, Sauble Beach became an increasingly popular vacation destination in concert with the growth of the automobile and leisure time among the middle class. Most of the resort

development of the modern beach area dates from about 1948, including still-surviving attractions like the Driftwood restaurant, Sauble Lodge Motel and the Crowd Inn hot-dog stand. The main street has remained relatively untouched in the past 50 years, drawing visitors back year after year and reminding them of simpler, more carefree days.

Over the years Sauble Beach has received notable Tourism recognition including:

- “Sauble Beach – One of Canada’s Top 10 Beaches”
- “Sauble Beach – Voted Best Beach in Ontario”
- “Sauble Beach- Named one of Canada’s Top 5 beaches”

Each community possesses a unique character and history and although Sauble Beach is part of the amalgamated Corporation of the Town of South Bruce Peninsula, the goal of this Toolkit is to showcase Sauble Beach’s specific and unique community brand and distinct destination development.

The Sauble Beach toolkit is presented to be complimentary to other Town of South Bruce Peninsula toolkits and contains consistent design elements to indicate that they are part of the broader Corporation.



Welcome to
SAUBLE BEACH



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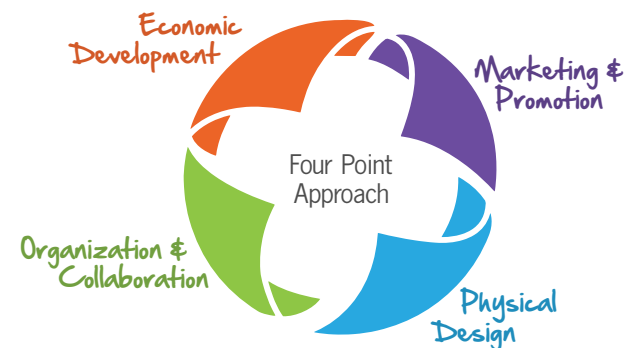
Section 1

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.

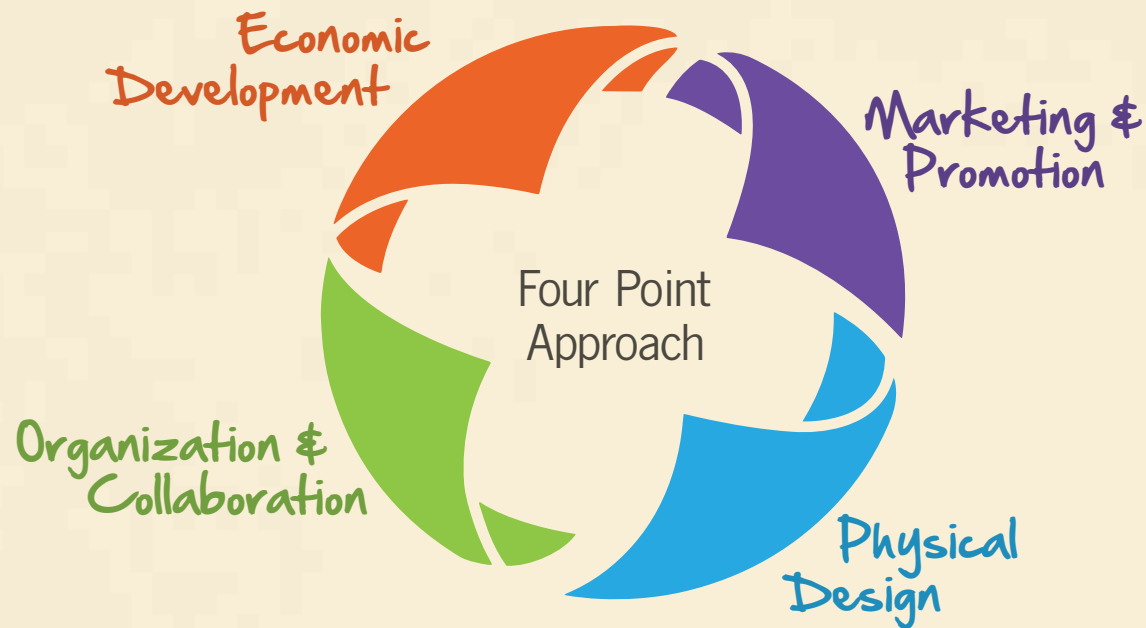
The Municipality

- 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 Sauble Beach and the unique identities that if applied consistently, will create a distinctive destination within Bruce County.

By focusing efforts and being strategic with both public and private undertakings, Sauble Beach 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 Sauble Beach to be realized!



Section 2

The Research



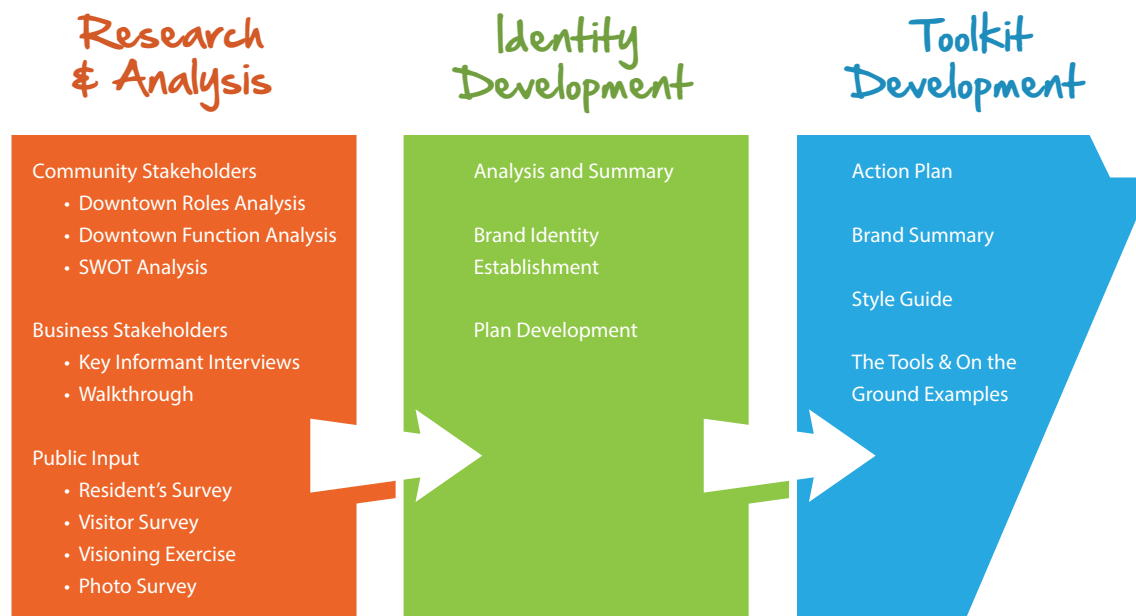
The Research

The Community Toolkit development process for Sauble Beach began in the spring of 2009. Due to the seasonal nature of Sauble Beach, it was essential to undertake the development process during peak summer months.

The local Sauble Beach Spruce the Bruce Committee is composed of key staff at the Town as well as community stakeholders, Sauble Beach

Chamber of Commerce and business owners.

Developing this Toolkit 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 Sauble Beach. The Toolkit examined community plans, research and feedback to develop a comprehensive Toolkit for Sauble Beach.



Summary & Recommendations

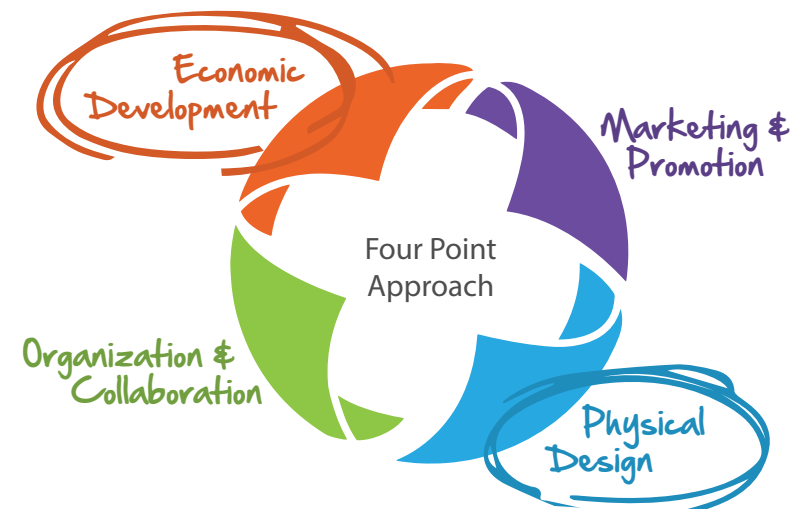
Each of these research tools provides insights into achieving continuous downtown revitalization in Sauble Beach. As noted, downtown revitalization is focused around four key pillars; Organization; Economic Development; Marketing and Promotion; and Physical Design.

The priority areas for Sauble Beach are primarily **Economic Development** and a coordinated approach to **Physical Design**.

Aligning new physical design initiatives such as street furniture, plantings and signage to pull from Retro Beach Branding initiatives will establish downtown Sauble Beach as a distinctive pedestrian friendly destination and an economic engine for the Municipality. Maintenance practices that enhance the physical appearances of buildings should be investigated and pursued. Sauble Beach should encourage appropriate new construction, developing sensitive design management systems and long term downtown planning strategies.

Downtown Sauble needs to focus on Economic Development revitalization which includes strengthening and diversifying businesses within the downtown, as well as addressing seasonality concerns of 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 Sauble Beach.



Understanding where the gaps are and potential areas of opportunity will feed into business recruitment plans which can be used to convince future businesses to relocate/expand in Sauble Beach.

Other Economic Development opportunities include: developing retro based businesses, engaging in collaborative marketing initiatives, researching alternative parking model strategies, creation of standardized retail hours, and understanding local vs. visitor demand spending in Sauble Beach.



Section 3

Branding



The Brand

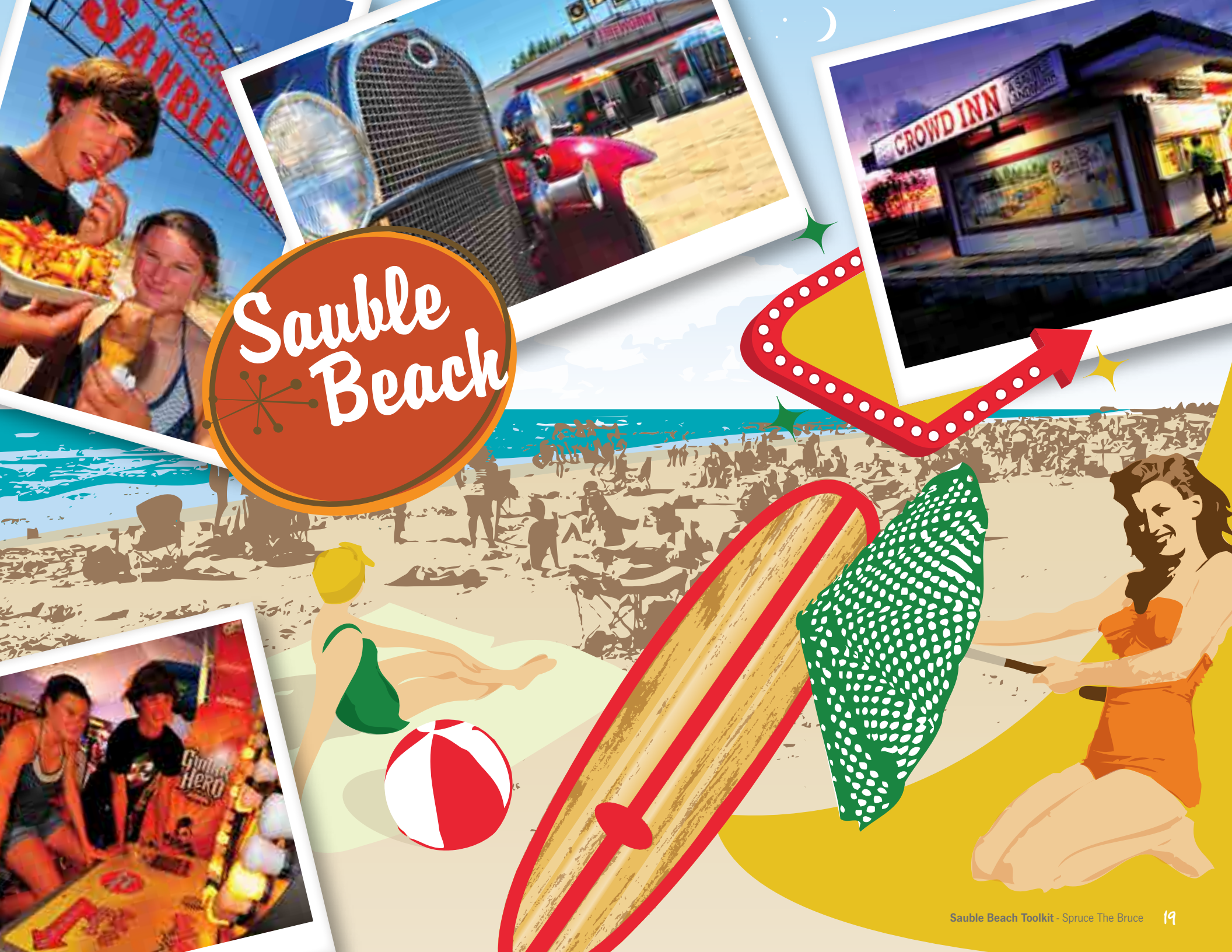
Retro Sauble Beach

Sauble hit its stride in the late 1940's when much of the commercial area was under development. Most of the resort development on the current beach area dates to 1948, including the still-surviving attractions like the Driftwood Café, Sauble Lodge Motel and the Crowd Inn hot-dog stand. The main street still reflects the atmosphere of the bygone days.

The identity for Sauble Beach should reflect a throwback atmosphere to the mid-20th century with art deco elements and retro-sleek design featuring exciting colours which portray an era and attitude of optimism and opportunity.

Sauble Beach brand promise is one of time spent at the beach reflecting on the good old days of summer. The Sauble Beach experience is one of summer family fun, old fashioned values, retro flashbacks all set on a beautiful beach.





Sauble Beach

Action Plan Summary

2013 Sauble Beach Spruce the Bruce Committee 5 year action plan



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

Develop Sauble Beach STB Sub-Committee
 Review and modify Sauble Beach STB Sub-Committee
 Sauble Beach STB Sub Committee involves the business community
 Sauble Beach STB Sub Committee involves stakeholders
 Review and report on public washrooms, availability, technology, recommended toilets per volume level
 Implementation of public washroom results based on reviews and reports

Year	1	2	3	4	5
Develop Sauble Beach STB Sub-Committee	.				
Review and modify Sauble Beach STB Sub-Committee		.	.	.	.
Sauble Beach STB Sub Committee involves the business community	.	.	.	.	.
Sauble Beach STB Sub Committee involves stakeholders	.	.	.	.	.
Review and report on public washrooms, availability, technology, recommended toilets per volume level		.			
Implementation of public washroom results based on reviews and reports			.	.	.

GOAL 2: To improve the physical design of the main streetscapes within the Sauble Beach Community Improvement Plan Project Area

Research and secure funding for streetscape improvements
 Complete a Community Improvement Plan
 Review and update the Community Improvement Plan
 Offer SBCC members business advertising opportunities on new commercial wayfinding signage
 Research options available for installation of bicycle racks, Sauble Bulletin and Sauble map outdoor rack holders
 Review and update options for installation of bicycle racks and outdoor racks
 Review and research details to be obtained on bylaws in regards to streetlights
 Review and report on priority sequence of street lighting required
 A "Welcome to" Sauble Beach sign

Year	1	2	3	4	5
Research and secure funding for streetscape improvements	.	.	.	.	.
Complete a Community Improvement Plan	.				
Review and update the Community Improvement Plan		.	.	.	.
Offer SBCC members business advertising opportunities on new commercial wayfinding signage	.				
Research options available for installation of bicycle racks, Sauble Bulletin and Sauble map outdoor rack holders		.			
Review and update options for installation of bicycle racks and outdoor racks			.		
Review and research details to be obtained on bylaws in regards to streetlights	.				
Review and report on priority sequence of street lighting required	.	.	.	.	.
A "Welcome to" Sauble Beach sign		.			

	Year	1	2	3	4	5
GOAL 3: To improve the physical appearance and functionality of main street and main street buildings within the South Bruce Peninsula Community Improvement Plan Project Area and retro theme;						
Complete a Community Improvement Plan		•				
Compile a Building Inventory			•			
Review and update the Building Inventory				•	•	•
Compile a Business Inventory			•			
Review and update the Business Inventory				•	•	•
Create an Incentive Program for facades, signage, structural, accessibility improvements etc.		•				
Research public washroom facades			•			
Review and update public washroom facade recommendations				•	•	•
Implement bathing suit program with cutout signage		•				
Review and update bathing suit program with cutout signage			•	•	•	
Research Walk Signage Sauble History Past and Present with businesses		•				
Review and update Signage Sauble History Past and Present with businesses			•	•	•	•
Planning to be reviewed as to whether a permanent square-like permanent town gathering area could occur			•			
If a permanent town square could be implemented look into funding and implementation			•	•	•	•

	Year	1	2	3	4	5
GOAL 4: To develop a Marketing Strategy to promote the target market tourism of Sauble Beach showcasing the changes from the South Bruce Peninsula Community Improvement Plan;						
Spread the word regarding the facade improvement grants among the community and SBCC members		•	•	•	•	•
Sauble Beach Chamber of Commerce initiate strategic and coordinated initiatives of marketing strategy		•	•	•	•	•
Establish physical design improvements and create as travel destination			•	•	•	•

Keywords

Summer Family Fun
Old Fashioned Values
Retro Flashback
Beautiful Natural Beach
A Simpler Time

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



Bright Colours



Sleek Surfaces



Strong Lines



Chrome



Neon

Initiatives and new development in Sauble Beach should strive to capture the mid 20th century era with a flair for the resort development that took place at this time. The retro-sleek design should use bright colours, contrast, strong lines and glossy finishes highlighting waves and sunshine wherever possible.

Buildings should utilize strong horizontal lines and angular planes. Building materials including concrete, stone, wood, glass and chrome can be used to create beach architecture that captures the post war attitude of progress and prosperity.

Graphic elements such as banners, signage or advertising should pay careful attention to the retro theme, considering concentric circles, waves, sun bursts, and retro elements as suggested in this Toolkit while at the same time illustrating imagery related to the natural beauty of the area and the area's biggest asset - the beach.

Typography

Briquet - Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Compressed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Bold Condensed

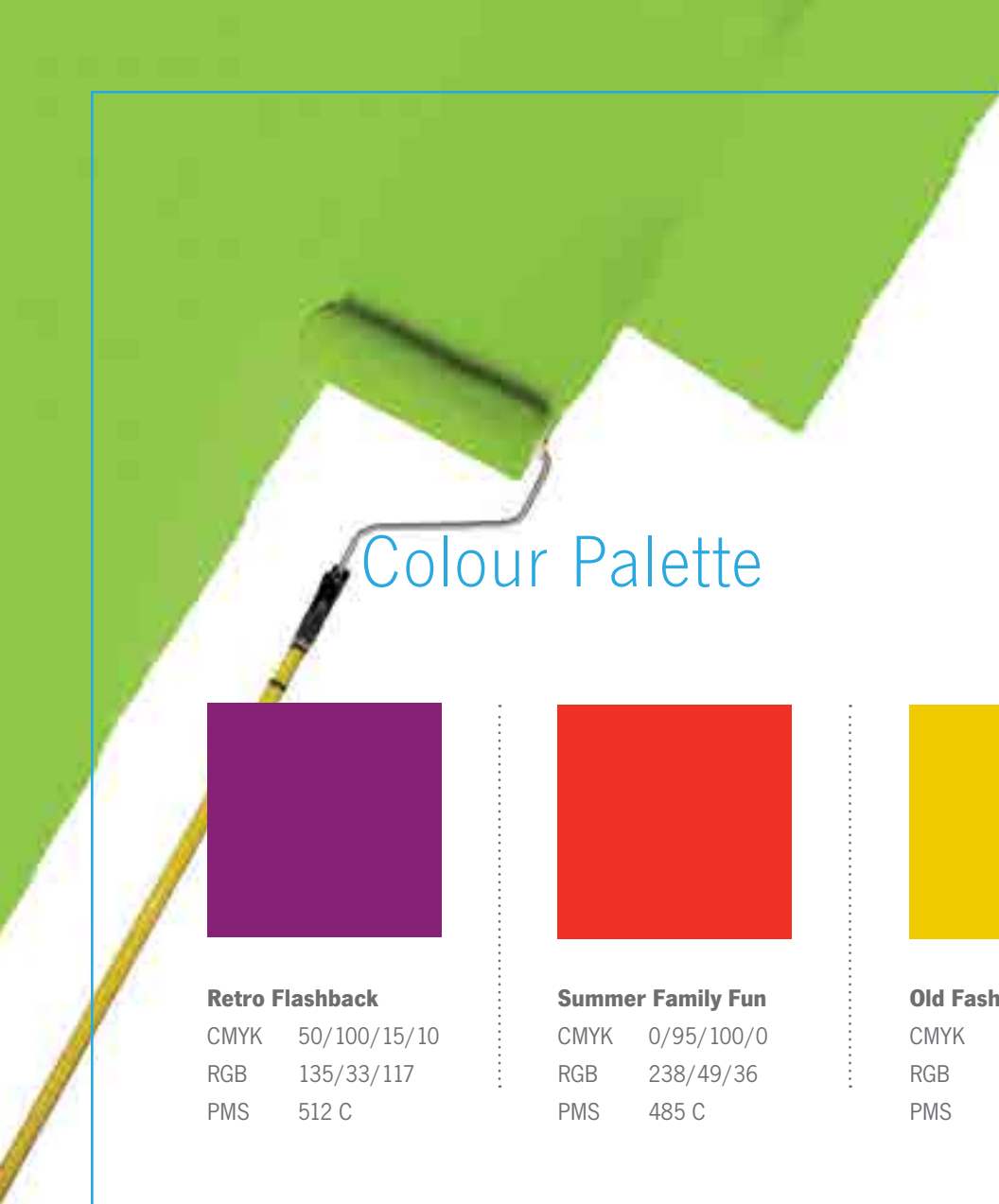
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Narrow

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Colour Palette



Retro Flashback

CMYK 50/100/15/10
RGB 135/33/117
PMS 512 C



Summer Family Fun

CMYK 0/95/100/0
RGB 238/49/36
PMS 485 C



Old Fashioned Values

CMYK 0/12/100/7
RGB 241/203/0
PMS 110 C



Natural Beach

CMYK 38/4/0/19
RGB 126/176/204
PMS 550 C



Simpler Time

CMYK 20/0/100/19
RGB 178/187/30
PMS 383 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.



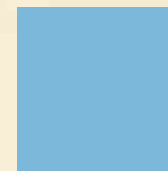
Mulberry



Tomato Red



Lemon



Tidal Wave



Eccentric Lime



Twilight Magenta



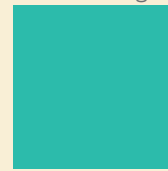
Costa Rica Blue



Paradise Green



Rumba Orange



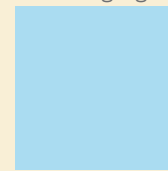
Green Sponge



Yellow Rain Coat



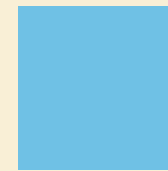
Yellow Highlighter



Turquoise Haze



Citrus Green



Cayman Blue



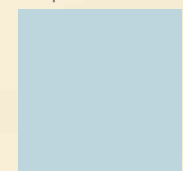
Smouldering Red



Mysterious



Grape Green



Watercolour



Butter

Logo Design

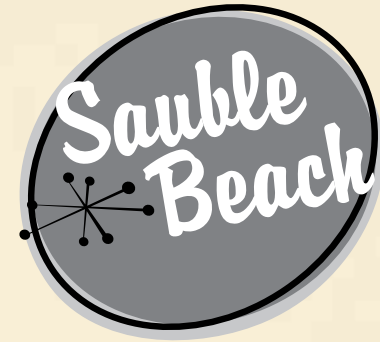
The Sauble Beach logo has been developed to highlight retro-sleek design while featuring exciting colours. The logo conveys the fun, classic character of Sauble Beach and quickly reiterates that Sauble Beach's Brand is Retro.

Please see the following rules that apply to the Sauble Beach logo.



Logo Colour Variations

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



Street Furnishings

Interactive Retro Art



Sand Bucket Planters



Street Banners



Advertisements

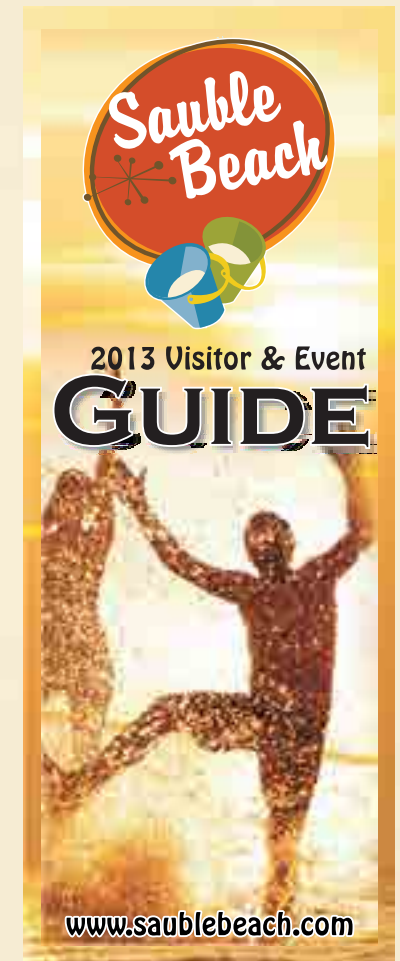
Print Advertising



Website



Visitor & Event Guide 2013



Signage & Bike Racks

Bike Racks



Signage Headers

Gateway Signs



Benches & Waste Receptacles

Sauble Beach park benches should be fun and funky; however to reduce the risk of theft, benches along the beach should continue to be made of heavier concrete and wood.



Benches



Waste Receptacles



Public Art

Public art is an opportunity for the community of Sauble Beach to enhance public spaces through pieces that reflect the local talent and retro vibe of downtown Sauble Beach.



Water Sculpture, Perth Australia



Bandshell, New York



Mural in downtown Sauble Beach



**Oversized animated sculptures,
Spain**



Wave Sculpture



**Sleek surfboard inspired sculptures,
Imperial Beach California**

Lighting

Wall Light



Street Light



Other Infrastructure

Shade Shelters



Picnic Shelters



Public Green Spaces



Bandshells



Façade Examples



Coney Island, NY



Miami, Florida



Safeway, Winnipeg



Crowd Inn, Sauble Beach

Local Façades

Façade Restoration/ upgrades can be a great opportunity to implement the retro Sauble Beach brand. These examples are intended to illustrate how colours and materials could transform the appearance of an existing building to further the brand identity.



After



Before



After



Before



Summary

Spruce the Bruce has developed with the community of Sauble Beach, 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 Sauble Beach 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 Sauble Beach Spruce the Bruce committee or the Spruce the Bruce Program at STB@brucecounty.on.ca



Credits

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