Southampton Toolkit

SaugeenShores
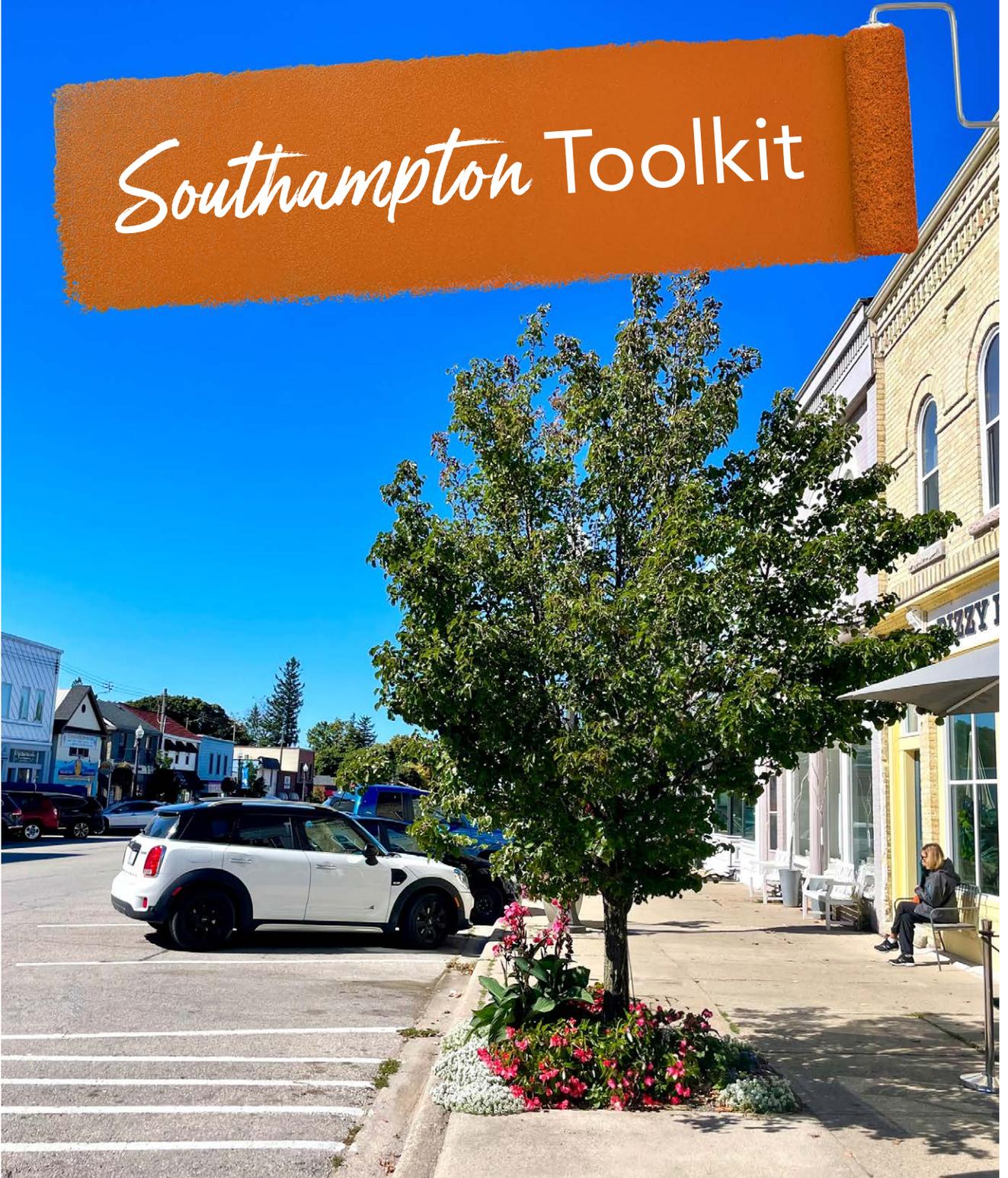
We acknowledge the traditional lands and treaty territory of the Saugeen Ojibway Nation, which consists of the Chippewas of Saugeen and the Chippewas of Nawash Unceded First Nation.

We understand this land holds immense significance to the people of Saugeen Ojibway Nation. We appreciate those who live and work alongside us today and who continue the traditions of their ancestors as stewards of the land we are privileged to inhabit. We thank them for the contributions they have made in both caring for the land and in shaping this community.

We commit to truth and reconciliation. To acknowledging the truth about what happened to Indigenous peoples because of colonization, and to reconciliation — which begins with each and every one of us.

As a local government and public organization, we are dedicated to learning about Indigenous culture, to fostering a better relationship with First Nations and their people, and we commit ourselves to actions that move us forward on a path to healing along with the Saugeen Ojibway Nation.

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 to 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.

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.

Contents

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 two-thirds 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 Main Street Program was 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 Community Toolkits and is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional downtowns.

Main Street Four Point Approach

Economic Development · Marketing & Promotion · Four Point Approach · Organization & Collaboration · Physical Design
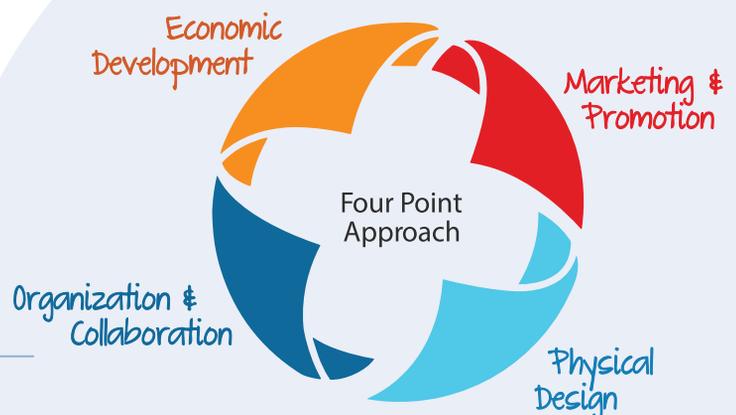
The Role of...

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.

Fairy Lake
Lookout

Emergency Info: Call 911
2 Lakeland Dr., Saugeen Shores

The 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.

Stop

Is Organizational capacity established?

If YES, move onto the 3 pillars.

If NO, complete Organizational capacity before continuing.

Economic Development

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

Marketing & Promotion

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

Physical Design

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

Purpose of a Community Toolkit

This Community Toolkit showcases 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!

The *Brand*

Ontario's ~~Hamptons~~ *Southampton*

A cool crisp lakeside breeze, washing over the waves of the shoreline—all enjoyed with your feet up relaxing; every day in Southampton is truly bliss. 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 lakeside community is a treasure to those that have discovered it and features some of the finest collections of art, boutique shopping and shoreline properties in all of Canada.

Standing tall as the village icon, the Chantry Island Lighthouse beckons you year round to the shoreline. In Southampton, you feel like you've finally escaped as you slip on your sandals and slide into a peaceful Adirondack chair. Ontario's Southampton is where you'll create one-of-a-kind memories much like the undiscovered relics buried in the sand.

Enjoy a romantic getaway or permanent year round vacation being swept away by refined lakeside living in this sophisticated, peaceful community. Southampton is a premier lakeside destination in Ontario and much like the waves lapping on the shore — you'll be sure to unwind in Southampton whether you're here for a weekend or a lifetime.

Beach Road
Beach Access

In Emergency Call 911
1 Beach Rd. Saugeen Shores

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.

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.

What We Heard

In May 2024, key downtown stakeholders including the Southampton Business Improvement Area, Town staff, and the Chamber of Commerce, were asked to participate in a forum to review current community development efforts and action items. Attendees provided feedback using The Characteristics of a Well-Functioning Downtown survey to help inform the Action Plans.

This tool was developed to evaluate the function of downtown. The characteristics of a downtown were divided into five categories: organization, marketing, economic development, product development, and design.

Each characteristic is ranked on a scale of 1 to 5 to yield a final score out of 100, with 1 representing "Does not meet criteria" and 5 indicating it "Very strongly meets criteria".

THE RESULTS

Characteristic	Score (out of 5)
Organization	3.6
Economic Development	3.5
Community Design	3.4
Product Development	3.3
Marketing & Promotion	2.9
Overall Score	**3.3**

66%

NOTABLE FEEDBACK

- Lack of strong data collection to illustrate who visitor and residents are.

- There are minimal opportunities downtown to spend money after 6pm.

- Not enough on and off-street parking signage.

- There is an opportunity to encourage visitors and residents to visit downtown year-round.

- Lack of "gateway" when entering downtown.

- Minimal coordinated advertising.

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 charts were established as primary areas of focus and are recommended for consideration.

ORGANIZATION

Action Item	Lead	Timeline
Support the creation of a full time BIA coordinator role.	BIA, Town	MT
Build a contact database of visitors and residents to create communications programs.	Town	MT
Develop a communications plan for toolkit users to encourage use of the updated toolkit and brand guidelines.	Town	MT
Develop a community art strategy to encourage more art installations throughout the community and trails.	Town	LT
Establish biennial data collection to illustrate who visitors and residents are.	Town	LT

MARKETING AND PROMOTIONS

Action Item	Lead	Timeline
Enhance promotional partnerships with businesses and community organizations.	BIA, Chamber	ST
Working with downtown businesses, develop a pilot program for "stay open late" night encourage shoulder season spending.	BIA	ST
Support and facilitate Saugeen Shores gift card program.	BIA	ST
Annual planning of two to four pop-up events.	BIA	ST/MT
Develop a bi-annual direct mail campaign to residents promoting community events and activities.	Town	MT/LT
Coordinate a Winter/Christmas market and food festival.	BIA	MT/LT
Identify platform and develop digital itineraries and tours.	BIA, community orgs	LT
Develop programming to nurture and encourage engagement with visitors and residents.	Town	LT

PHYSICAL DESIGN

Action Item	Lead	Timeline
Promote programs that support a more accessible downtown.	Town	ST
Large physical displays for attraction and photo taking.	BIA	MT
Review the wayfinding and signage plan to ensure actions were implemented.	Town	MT
Encourage Indigenous art installations.	BIA, Town	MT/LT
Consider how the visitor information signage is supporting downtown businesses.	Town	LT
Gateway landmarks / signage to direct residents and visitors to downtown experiences.	BIA	LT

ECONOMIC DEVELOPMENT

Action Item	Lead	Timeline
Work with downtown businesses to adopt consistent store hours and days of operation.	BIA	ST
Increase participation in the Spruce the Bruce community development program.	BIA	ST/MT
Develop eligible branding criteria for Spruce the Bruce projects.	Town	MT
Establish biennial data collection to illustrate who visitors and residents are.	Town	LT
Encourage food and retail businesses on main streets.	Town	LT

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

The *Tools*

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.

KEYWORDS

Nautical

Coastal Cruising

Refined Living

Relaxation

Sophistication

Materials

| Shiplap | Rope | Riverstone | Wood | Iron |

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 be appropriately placed on the building and engage with surroundings when possible. Careful attention to building details such as the placement and proportions of windows, doors and other architectural details can improve the coherence of a building and the street.

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
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

PT Sans - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Arial - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
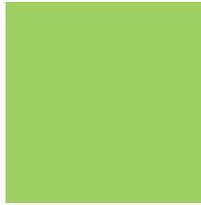NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

PT Sans - Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Colour Palette

Dune Grass

CMYK 18/2/44/0
RGB 213/225/164
HEX d5e1a4

Bright Dune Grass

CMYK 42/0/80/0
RGB 158/206/99
HEX 9ece63

Nautical Blue

CMYK 100/72/0/18
RGB 0/73/144
HEX 004990

Blue Flag

CMYK 85/24/0/0
RGB 0/150/214
HEX 0096d7

Soft Sand Beige

CMYK 10/11/20/0
RGB 228/218/201
HEX e3dac9

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.
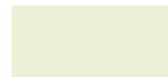
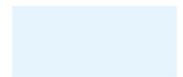| Blue Viola | Queen's Wreath | Scenic Drive |
Heather Field	Tea Light	Cloud Cover
Dune White	October Mist	Ice Sculpture
Sweet Pea	Blue Wave	Bashful Blue
Sandy Brown	North Sea	Ice Sculpture

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.

Nautical Blue

CMYK 100/72/0/18

RGB   0/73/144

Blue Flag

CMYK 85/24/0/0

RGB   0/150/214

Sunset Magenta

CMYK 30/100/9/0

RGB   181/30/132

LOGO COLOUR VARIATIONS

PREFERRED VERSION

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

On the Ground Examples

STREET FURNISHINGS

Nautical themed flags

Planters

Seating

ADVERTISEMENTS

SATISFYING

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

Southampton

Rack Card

visitsouthampton.ca

Southampton

Print Ad

BENCHES & WASTE RECEPTACLES

Benches

Waste Receptacles

SIGNAGE & BIKE RACKS

Bike Rack

Signage Headers

Potential Gateway Sign

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, UK

Pyerto Madryn, Argentina

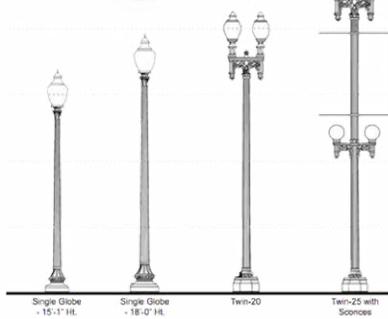Sculpture by the Sea, Bondi, AU

Shipping Mural, Boston

Sculpture by the Sea, Bondi, AU

LIGHTING & BANNERS

Light Wall

Street Lights

FACADE EXAMPLES

Historic Properties, Halifax

Hyannis, Massachusetts

Nantucket Antique Shop

Storefront, East Hampton

Hermosa Beach

Atlantic City, New Jersey

LOCAL FACADES

Before

Before

Before

After

After

After

OTHER INFRASTRUCTURE

Herringbone Brick Pattern

Binoculars

Shipwreck Sculpture

Ship Playground

Summary

The Town of Saugeen Shores, in collaboration with community stakeholders, has developed 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 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 community stakeholders.

This Toolkit is a starting point and illustrates possibilities. For more information or support with your local project, please contact the Town's Community Development team at: visit@saugeenshores.ca