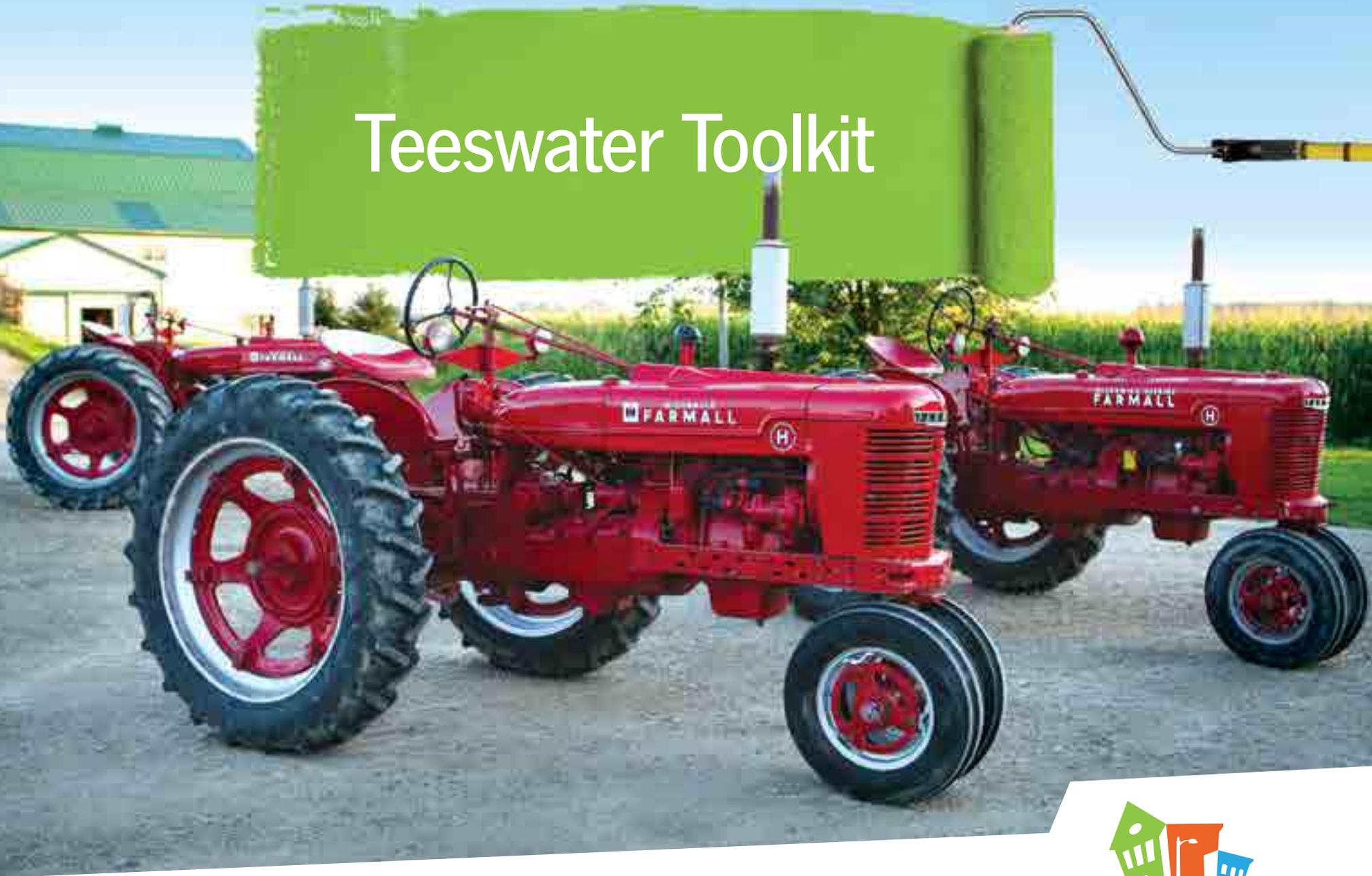


# Teeswater Toolkit



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

Let's Get Spruced!

# Introduction

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The Municipality of South Bruce is located in the southeastern corner of Bruce County, adjoining the Grey County and Huron County borders. The Municipality contains some of the best farmland in Bruce County and their agricultural roots grow deep within the community. It is home to the communities of Mildmay, Teeswater, Formosa and the hamlets of Culross and Carrick.

The village of Teeswater takes its name from the river that runs through it named for the Tees River in England. This historic rural community dates back over 150 years to a time when four local farmers had their lands surveyed into village lots.

In 1999, Teeswater-Culross amalgamated with the Township of Mildmay-Carrick to form the new Municipality of South Bruce. Teeswater is the largest community within the Municipality of South Bruce.

Agriculture and farming are at the heart of Teeswater and it weaves itself into the cultural fabric of the community. It boasts annual Fall Fairs, tractor competitions and is home to Teeswater Custom Tractor, (the only Canadian maker of detailed farm machinery replicas) along with the famous “Farmall Square Dancing Tractors”.

As you travel through Teeswater, you’ll notice a co-operative grocery store proudly owned by the community and the stainless steel tankers of the Teeswater Creamery, Canada’s oldest butter-making facility, now operated by Gay Lea Foods Co-operative Ltd.





# Table of Contents

Why Mainstreets Matter .....	page 07
Your Role in Downtown Success .....	page 08
Purpose of a Community Toolkit .....	page 10
The Research .....	page 11
Research Summary .....	page 14
Developing the Plan .....	page 17
Developing the Brand .....	page 18
The Tools .....	page 24
Logo Guide .....	page 29
On the Ground Examples .....	page 33
Summary .....	page 41



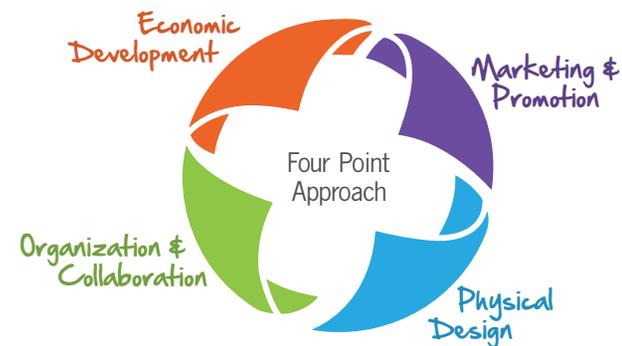
# Section 1

# 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.

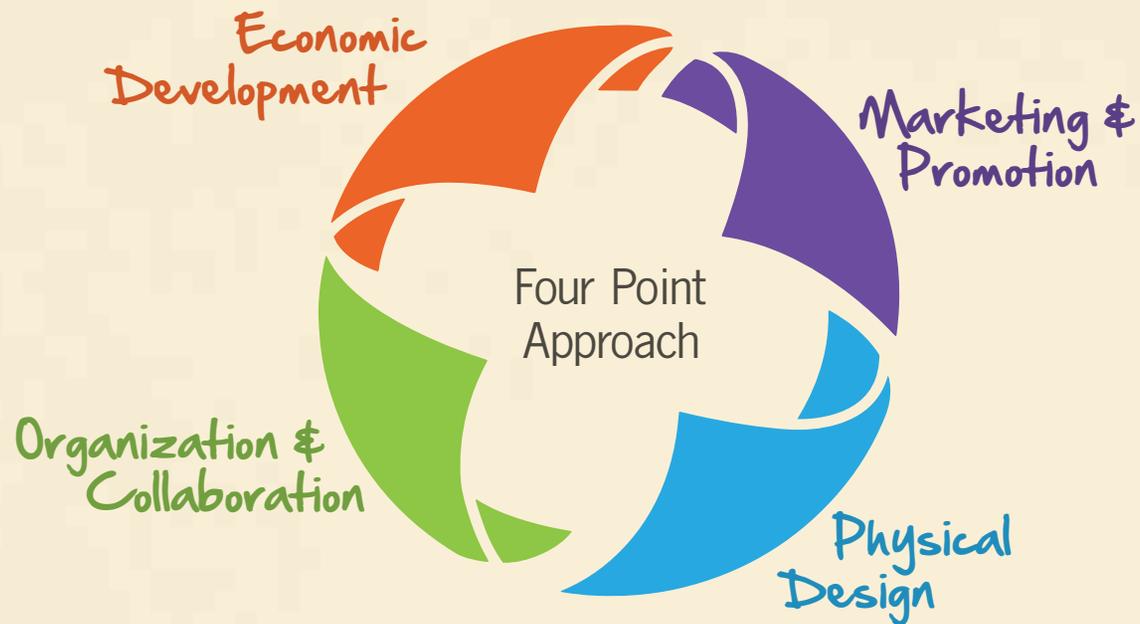
## The Municipality

- 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 Teeswater 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. Teeswater has the advantage of being situated on some of the best farmland in the region and these agricultural ties are the backbone of the community. Teeswater has the potential to play an increased tourism and economic role within the County of Bruce by recreating itself as a distinctive downtown.

By focusing efforts and being strategic with both public and private undertakings, we have 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 brand; 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.

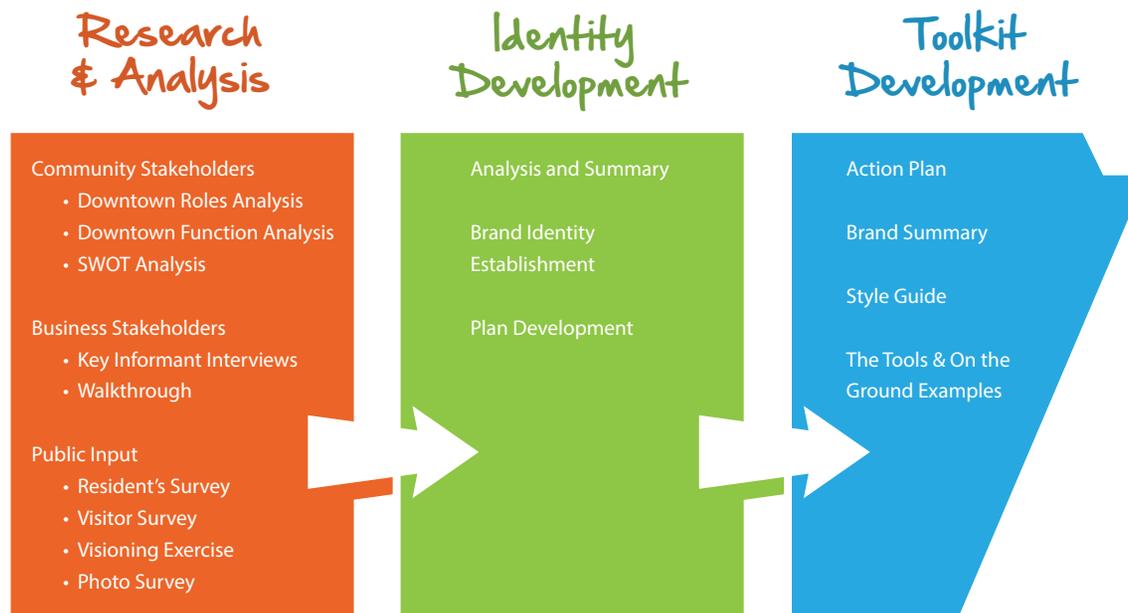
While sweeping changes are not expected overnight, community-wide participation and implementation through small incremental changes that use the tools outlined in this document will, over time, allow the vision for downtown Teeswater to be realized!

## Section 2

# The Research

# The Research

The Municipality of South Bruce Official Plan sets out to “To maintain the downtowns as the major focus of commercial activity in Formosa, Mildmay and Teeswater and to promote an intensification of the downtowns through commercial, residential, recreational and institutional development” while ensuring that “the development within Formosa, Mildmay and Teeswater contributes to the creation of a small town rural environment and enhances the function as a local service center for the surrounding agricultural community”.



Throughout 2012, the Teeswater Spruce the Bruce Team went through a variety of intense branding and marketing analysis to develop a unified identity for downtown Teeswater.

These exercises included:

**1** Community Downtown Diagnostic exercises

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**2** Brand identity Boot Camps

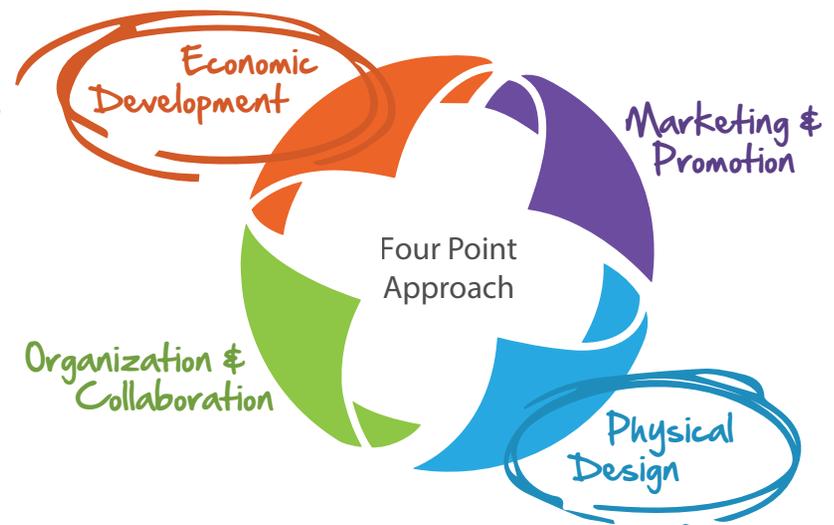
# Summary & Recommendations

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

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

With the completion of the recent “Big Dig” downtown infrastructure project, Teeswater has an ideal opportunity to focus on a coordinated approach to physical design initiatives. Aligning new initiatives such as street furniture, plantings and signage with recent improvements to sidewalks, light standards and pedestrian crossings will establish downtown Teeswater as a people-friendly place and an economic engine for the Municipality. Maintenance practices that enhance the physical appearances of buildings should be investigated and pursued. Teeswater should encourage appropriate new construction, developing sensitive design management systems and long term downtown planning strategies.

Downtown Teeswater needs to focus on Economic Development revitalization which includes strengthening and diversifying businesses within the downtown. One of the first steps is to create a downtown



inventory assessment in an effort to understand what business types are missing in Teeswater. Having a list of what exists and what business types are missing will feed into business recruitment plans which can be used to convince future businesses to relocate to Teeswater. Other Economic Development opportunities include: developing business clusters, engaging in collaborative marketing initiatives, researching additional co-operative business models, understanding local vs visitor demand spending in Teeswater and investigating municipal business improvement tax rebates.

## Section 3

# Branding



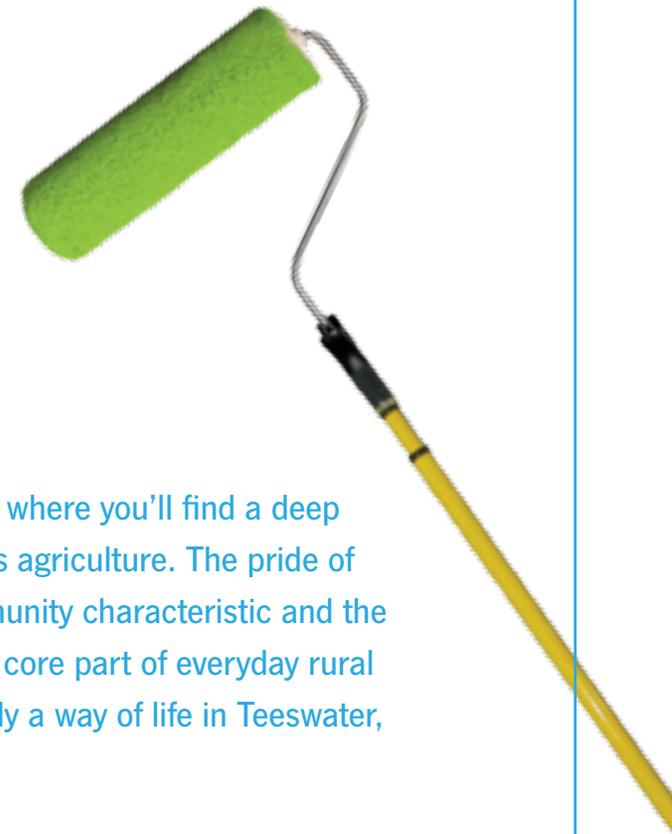
# Developing the Plan

Developing the Plan starts with articulating common goals and objectives as well as outlining the steps necessary for achieving them. It is important to distinguish between a vision and a brand. The key distinction between a brand and a vision is that a brand describes the image you want people to have of your downtown right now, while a vision describes what the downtown will look like at some point in the future.

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. Teeswater's function is one of agricultural flair with its strengths being the hard working farming roots that have grown deep in Teeswater. Teeswater is proud of its connection with the land and that is evident by the communities support, pride and love for all things agriculture.

## Vision

**Downtown Teeswater is where you'll find a deep rooted love for all things agriculture. The pride of farming is truly a community characteristic and the farm fresh values are a core part of everyday rural life. Tractors are not only a way of life in Teeswater, they're a lifestyle.**



# The Brand

## Tractor Town

The Teeswater Tractor Town Brand promise is one of all things authentic to the farm. It boasts of hard working industrial machinery, strong agricultural colours and farm fresh ideals. Teeswater evokes a memory of a simpler time- where food was homegrown and cooked with care, rolling hills expanded over the countryside and rich history was unearthed with every season. The pride of agriculture is felt at the heart of the community- Teeswater is Tractor Town.





**TEESWATER**  
ONTARIO

The logo features a silhouette of a tractor on a hill with a barn in the background, positioned above the text.



# Mission

A Mission statement takes Teeswater'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 downtown Teeswater is:

**To enhance downtown Teeswater by encouraging and supporting a range of agricultural themed businesses and services to relocate and expand in Teeswater, in turn, supporting the local community needs year-round while thematically tying into the Tractor Town Brand.**



# 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.



ORGANIZATION PILLAR	ACTION ITEM GOALS	WHEN
	Fundraising: coordinate with local community groups	MT
	Volunteer recruitment	ST
	Terms of Reference - define who needs to be on STB committee	ST
	Coordinate with local business groups	ST
	Prepare downtown presentations	MT
	Speak with Kinettes / Beautification committee to discuss overlap	ST
	Develop communication strategy to businesses	MT
	Toolkit Development	MT
	Presentation to Council - Budget Considerations / Update	MT

PHYSICAL DESIGN PILLAR	ACTION ITEM GOALS	WHEN
	Coordinate clean up day	ST
	Apply for Streetscape Furnishings Grant	ST
	Organize Holiday décor including funding options	MT
	Research and develop Tractor seat benches in downtown	LT
	Clean up entrance sign plantings	ST
	Take photos of the Good/ Bad / Ugly to figure out areas of improvement	MT
	Agro parts treasure hunt	MT
	Integrating tractors and farm parts into downtown décor	LT

ECONOMIC DEVELOPMENT PILLAR	ACTION ITEM	WHEN
	GOALS	
	OMAFRA application	ST
	Residents survey	MT
	Business survey	ST
	Collect Ministry of Tourism data to find out developing markets	MT
	Analyze traffic counts	ST
	Figure out how to move businesses into downtown/ deal with vacancies	LT
	Work with landlords to apply for façade improvement grant applications through STB	MT
	Tax deferral- improvement rebates	LT

MARKETING AND PROMOTION	ACTION ITEM	WHEN
	GOALS	
	Junk Yard Wars	LT
	Marketing Campaign for Tractor Town	LT
	Implementing logo on promotional materials including signage, billboards	LT

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

Bringing the agricultural way of life into downtown will provide that authentic experience that people are looking for. Careful attention to physical design and streetscaping details that are unique and authentic as outlined in this toolkit, in conjunction with recent downtown infrastructure work, perfectly positions a downtown revitalization strategy to be successful in Teeswater. As noted, these details go a long way to creating a more positive environment for the residents and businesses that are located in Teeswater and in turn will provide the incentive to bring more businesses and visitors to the area as an economic generator.

It is essential that the Teeswater STB committee meets regularly and monitors the action plan- revise as needed and develop annual work plans. Based on the progress made, obstacles encountered and changes happening in downtown, it is vital to review monitor and enhance the goals for downtown to ensure that the downtown is continually improving and evolving.

Keywords

Tractors

Rolling Hills

A Simpler Time

Farm Fresh

Hands On

Roots

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



**Reclaimed Wood**



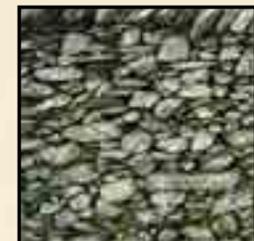
**Barn Board**



**Rubber**



**Aluminum**



**Stone**

---

Initiatives and new development in Teeswater should strive to capture the Agricultural flare and farming history of Teeswater by directly utilizing farming equipment, materials and implements in their design decisions in a effort to create an authentic “Tractor Town” community.

Building materials such as reclaimed wood, barn board, rubber, aluminum and stone should be used to capture the essence of Tractor Town and the pride of agriculture.

Graphic elements such as banners, perpendicular signage or advertising should pay careful attention to the theme. Street furniture, improvements and public art should directly reference the agricultural industry through design, layout and material choices.

Classic Tractor themed colours should be utilized whenever possible on buildings, signage and public art as it is an opportunity to tie directly into Teeswater’s Brand while adding splashes of colour into downtown.

# Typography

## **Nimbus Sans D - Bold Extended**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789**

## **Nimbus Sans D - Bold Extended**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789**

## **Nimbus Sans D - Regular**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789**

## Nimbus Sans D - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789



## Colour Palette



**Massy Ferguson Red**

CMYK 0/100/100/30

RGB 177/17/22



**Corn Stalk Yellow**

CMYK 0/15/94/0

RGB 255/213/32



**John Deere Green**

CMYK 70/0/100/24

RGB 61/149/58



**Tire Black**

CMYK 0/0/0/100

RGB 35/31/32



**Open Skies Tractor Blue**

CMYK 70/16/0/0

RGB 42/169/224

# 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.



**Million Dollar Red**



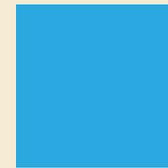
**Yellow**



**Traffic Light Green**



**Jet Black**



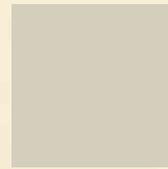
**Sailor's Sea Blue**



Ruby Red



Avocado



Barren Plain



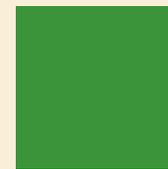
Yellow Flash



Durango



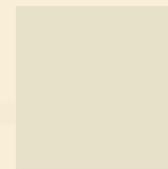
Deep Rose



Fresh Lime



Split Pea



Stone White



Black Iron



Terra Cotta Tile



Rosemary Sprig



Blue Dragon



Barrel Brown



Taupetone

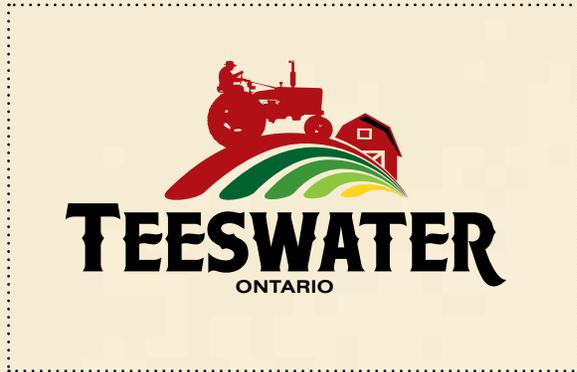
## Logo Design

Teeswater's logo conveys the character of a rural farming community. The design encompasses rolling hills, classic red hip barn architecture and tough rustic tire inspired fonts. Pulling colours from both nature and classic farm machinery, the vivid and bold colours create a sense of freshness while tying into the farm. The logo expresses and ties into the Tractor Town Brand for Teeswater.

Please see the following rules that apply to the Teeswater 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.

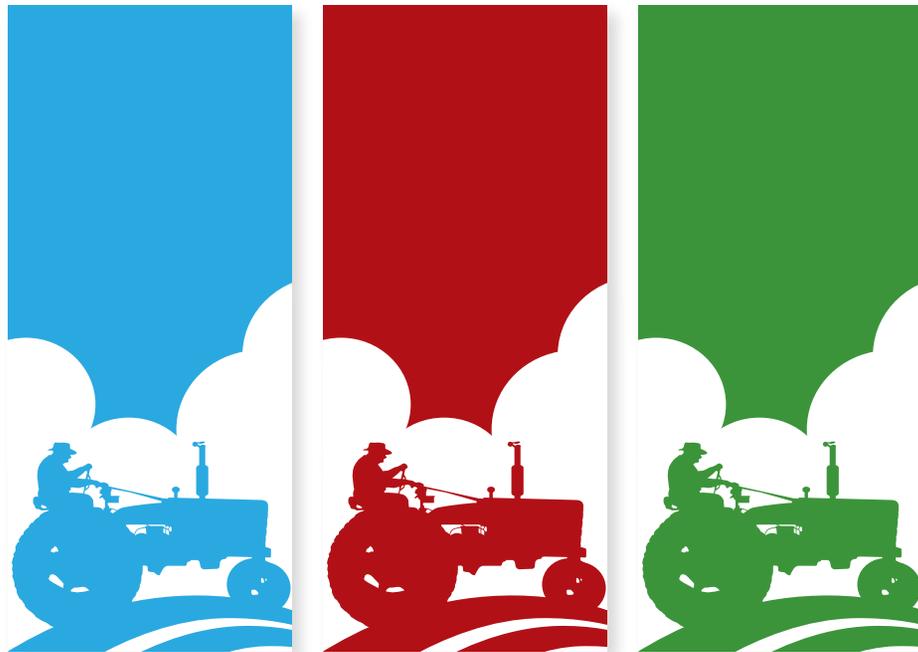


A black version of the logo should be used when the background of the application is light in colour and grayscale.



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

# Street Banners



# Billboards



# Signage Headers



# Bike Racks

Bicycle racks which all have an agricultural flair should be utilized and can double as public art pieces.



# Planters

In Teeswater, flower pots and accent plantings can be done with plants like corn, hay, canola, sunflowers, etc or other natively occurring plant species that are harvested in the area. Physical planters should mimic these same plant shapes in their design.



# Benches

Park benches should have an agricultural flair and potential ideas include: reclaimed barn board benches, barn board strung between two milk canisters or recycled tractor seats as single bench seats.



# Public Art

Public art creates character and adds visual interest to a mainstreet. By utilizing tractor pieces and farming references-outdoor sculptures will directly lend themselves to the development of the Tractor Town Brand in Teeswater.



**1) Recycled tractors**



**Corn sculptures, Waterloo ON**



**Maple key sculpture, Cambridge ON**



**Tractor playground equipment**



**Tractor playground equipment**



**Tires as playground equipment**

# Lighting

Agricultural themed light standards should be unique and mimic the lighting that one would see around the farm. Examples of light fixtures are included below. Playful downtown business gooseneck lighting made from a bucket, echoes the agricultural theme, creates a sense of whimsy and adds to those unique, authentic elements that visitors to the town will remark upon.



# Gateway Entrance Signage



Current



# Façade Examples



**Brentwood County Market, California**



**Barn house, Washington DC**



**Blue Slip, Knoxville Tennessee**



**Stew Leonards, New York**



**Farm Market, Meaford, ON**



**Farm Market, Meaford, ON**

# Facades





# Summary

Spruce the Bruce has developed with the community of Teeswater, 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 Teeswater 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 Teeswater 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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