

Lion's Head

A Community of North Bruce Peninsula



Executive Summary



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Spruce the Bruce is a local community improvement initiative sponsored by the County of Bruce. Its goal is to enact positive change to support livable, economically viable communities. The program focuses on downtown cores as Bruce County mainstreets represent over 70% of our commercial assessment and are the main point of contact with tourism dollars – our second largest industry. The Spruce the Bruce program is modeled on the National Trust for Historic Preservation “Main Street Approach®” downtown revitalization program that has helped many commercial districts become prosperous and sustainable.

This Community Design Toolkit is one step in the overall program to enhancing downtown Lion's Head. It showcases Lion's Head and its unique identities and opportunities and also provides the community with a road map to enhance its downtown both economically and aesthetically. Lion's Head harbour location surrounded by the most dramatic landscape feature on the peninsula is a major advantage. Lion's Head's vacation retreat potential coupled with its majestic outdoor setting position it to have an important economic role within its trade area.

This Toolkit highlights a 5-year *Action Plan* for Lion's Head that begins to address the organization and physical design pillars that were identified in the research as needing attention. Additionally, there are *The Tools* that illustrate some possibilities of how to translate the vacation retreat identity for Lion's Head into practical solutions.

Lion's Head's Toolkit is intended to foster leadership and creativity while providing some guidance in terms of next steps for moving forward in a consistent and coordinated manner. In order to support a coordinated approach, it is recommended that all community partners from suppliers 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.



Identity

The backdrop for Lion's Head's brand should feature its dramatic setting. Lion's Head's downtown is within one of the most dramatic landscape features in the County. Imagery that comes to mind are places like the small coastal communities. Lion's Head echoes the experiences found in a quaint Newfoundland village hugging jagged cliffs on the Atlantic ocean. The rugged cliffs coupled with the warm hospitable local flavour define this community. Lion's Head should embrace the contrast between the stunning escarpment and the turquoise waters of Georgian Bay. Lion's Head is intriguing and draws visitors to explore its coastlines, escarpment, trails, marina and adventure sports. The community's dedication to maintaining a balance of development and natural environment through its dark skies initiative is a strong asset that enhances its distinct setting.



Lion's Head is a place to get away, relax, and enjoy the meeting of blue and green under the shadow of the majestic escarpment, an appealing place for both local residents and tourists alike. The calm, peaceful nature of the Town is in sharp contrast to those areas of the County that are high energy and oriented for day trippers. Lion's Head needs to promote its uniqueness, its tranquility and its vacation retreat potential.



Recommendations

The following list has taken the Streetscape Study recommendations and coupled them with the goals and objectives that were highlighted through the STB process to develop a list of Municipality driven successes for Lion's Head.

- Enhance the waterfront area by phasing out the municipal campground and converting the space to public space for festivals and community events;
- Extend the waterfront walkway in Lion's Head southward through the campground to the south end of Town (school and hospital) and continue the walkway into downtown;
- Improve the state of the sidewalks in downtown Lion's Head and the key streets that lead to the waterfront;
- Provide consistent, legible municipal / public signage throughout downtown;
- Incorporate street trees to create visual rhythm, a more uniform edge to the streetscape, to provide shade and to highlight the communities dedication to environmental awareness;
- Develop interpretive signage (rock puzzles) and public art opportunities that relate to the natural features that Lion's Head is renowned for;
- Encourage landowners to screen other unsightly structures adjacent to the street
- Enhance both visual and physical linkages between the downtown and waterfront;
- Add floral displays at focal points and areas of high pedestrian traffic;
- Develop Highway billboard signage that markets the uniqueness of Lion's Head and will draw traffic off Highway #6; and
- Develop murals where possible that echo the identity of Lion's Head (i.e. a mural of the actual Lion's Head)



Summary

Spruce the Bruce and the community of Lion's Head have developed a Toolkit that creates the basis for a successful downtown revitalization program. The methods employed to create this Toolkit and the positive community feedback ensures that it is a useful roadmap that, if followed consistently, will lead Lion's head towards a more prosperous downtown.

Beginning the process of implementing the Action Plan is the next step for Lion's Head. Organizing local capacity is an important starting point in order to move the process forward and ownership is the key to developing an authentic and believable brand identity for the community. All members of the community have a role to play in developing and fostering the brand identity and in moving the Action Plan forward. Regular monitoring of the Action Plan, reviewing the goals and objectives as they change, developing manageable annual work plans, and addressing obstacles encountered along the way will ensure that this Toolkit continues to be relevant.

For more information or support with your local project please contact the Municipality of North Peninsula or the Spruce the Bruce team at sprucethebruce@explorethebruce.com.

