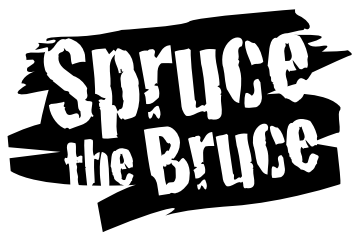


# Lucknow

A Community of Huron Kinloss



## Executive Summary



# Executive Summary

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. This 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. This Spruce the Bruce program is modelled 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 Lucknow. It showcases Lucknow and its unique identities and opportunities and also provides the community with a road map to enhance its downtown both economically and aesthetically. Lucknow’s location at the intersection of two county roads with significant traffic travelling along its main street is a major advantage. This positions Lucknow to have an important economic role within its trade area.

This Toolkit highlights a 5-year *Action Plan* for Lucknow that begins to address the economic development 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 “General Store” identity for Lucknow into practical solutions.

This 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

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 buttermilk from the dairy. 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.



# Action Plan Timeline

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>GOAL 1: To foster an environment of organization, leadership and management;</b>					
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	•	•			
<b>GOAL 2: To increase the range of businesses and reduce the commercial vacancy rate;</b>					
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				•	•
<b>GOAL 3: To improve the physical design of the main streetscape and the primary intersection;</b>					
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		•			
<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	•				
<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				•	•



# Summary

Spruce the Bruce and the community of Lucknow 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 ensure that it is a useful roadmap that, if followed consistently, will lead Lucknow towards a more vital downtown.

Beginning the process of implementing the Action Plan is the next step for Lucknow. 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 Township of Huron Kinloss or the Spruce the Bruce team at [sprucethebruce@explorethebruce.com](mailto:sprucethebruce@explorethebruce.com).

