

Northville DDA Design Committee Meeting

Monday, January 13, 2020 - Meeting Room A – 8:30 am

Meeting Agenda

1. Approval of Meeting Minutes from December 7, 2019 (Attachment 1)
2. Project Updates (Attachment 2)
3. Review Logo concepts and Entranceway Signage (Attachment 3)
4. Review Design Committee Goals and Objectives 2020-21 (Attachment 4)
5. Bench Sponsorship Update
6. 2020 Design Committee Meeting Dates (Attachment 6)
7. Next Steps
8. Adjourned

MEETING MINUTES

December 7, 2019

Meeting Called to Order: At 3:40 pm

Attendance: Lori Ward, Robert Miller, Chuck Murdock, Fred Sheill, Carol Maise, DJ Boyd, Alan Somershoe

Minutes of Prior Meeting: Not discussed.

New Brand Logo:

Buzz Bizzell, of Bizzell Design Inc., sent us revised proposals for a new branding image, based on the feedback of the last meeting. He was on standby for a conference call. Following was discussed:

- Lori read comments sent in by Suzie, as she could attend. Suzie thought the logo concept was too contemporary. Also, she did not like the green color.
- Lori also mentioned that the mayor wants to add “a clock” into the logo. The mayor mocked up a design. Also, Buzz included a full clock image in one of his revised proposals. After some discussion, it was agreed to try a proposal which included a faded “clock head” image with a rosette as the clock face (no clock numbers). Lori will explain the concept to Buzz, and he’ll work with it.
- The green color – lots of discussion. Is it too bright? Is it color that will still be relevant 10-20 years from now? Would a darker color be better, but, will it read correctly on a brown background? Is there a slightly darker green color that’s classic, and will stand the test of time?
- Color palette? There are two colors in the December proposal that look very similar, but different – a brown and a burgundy/brown. They have the same pantone number – are they the same or not? Also, what color are the welcome signs? They look more orange.
- The logo on page 2, which has the faded rosette, looks much better. But, the fading is still too abrupt – it needs to be smoother.
- The recommended graphic fonts were agreed to be acceptable.
- The fine details of the center of the rosette appear to be used in some applications, but, not others.
- Stone vs Brick -- as was discussed at the last meeting, a classic brick is more appropriate for an historic downtown image.
- Black lettering outline -- the Northville road sign in the proposal appears to have a black outline for the “Northville” lettering. This seems to be a nice enhancement.
- Backlighting – at the last meeting, we requested proposals for backlighting. We still want to see proposals. One alternative is a “stand off” letters, with internal backlighting behind the letters, creating a “halo” effect.
- The use of “Michigan” in the logo. We should not use “Michigan” in applications in which it’s obvious we’re in Michigan (like the city entry signs). We should use “Michigan” in applications which may be viewed from anywhere in the US/world (like stationary or website applications).

General Sign Discussion:

- Brick, not stone. Plus, post alternatives.
- Need backlighting alternatives.
- Darker, classic green alternatives.
- Pursue black outlining of “Northville” lettering.
- No digital message boards.

Specific Sign Discussion:

- Northville Road, near Cady St -- “City of Northville, Welcome”. “Historic Downtown”. Needs brick base. Lots of discussion about where along Northville Rd the sign should be placed – no conclusion. Backside will be rosette.
- N. Griswold St, south of 8-Mile – “City of Northville, Welcome”. “Historic Downtown”. Post design. Need to investigate easement requirements for median placement. Backside will be rosette.
- 8-Mile, near Novi Rd -- “City of Northville, Welcome”. Brick base design.
- Center St and 8-Mile Rd – “City of Northville, Welcome”. “Historic Downtown”. Brick base design. Placed parallel with 8-Mile near the location of the present sign.
- Randolph St and 8-Mile – “City of Northville, Welcome”. “Historic Downtown” with a directional arrow. Post design. In the median.
- Town Hall Building -- “City of Northville”. “Municipal Building”, City Hall”, Police Dept”. Stone design.
- Police Station -- as proposed.
- 7-Mile and Center St -- Deleted temporarily, until Downs development progresses.

Meeting Adjourned: 5:30 pm

Submitted: C. Murdock 12/11/2019



January Design Committee Updates

Bench Sponsorship Project



All 10 of the benches have been sponsored. The DDA is awaiting the plaques for 4 of the benches. Once received, they will be installed at DPW and placed in their selected spots throughout the downtown. At the Design Committee's January meeting, the group will discuss whether to

place another order for additional benches. Given how quickly the 10 benches were sponsored, the DDA may want to place an additional order. There are still 8 of the old wooden benches that need to be retired. In addition, DDA staff has identified an additional 7 locations where no bench currently exists, but is a desired location. Given the success of the sponsorship program, there may be an opportunity to create a sponsorship program for the bike racks that will be ordered this spring. The Design Committee will discuss the opportunity at its January meeting.



Induction Lighting

Approximately 75 downtown streetlights remain to be converted from High Pressure Sodium to Induction Lighting. It has been suggested that the DDA consider the replacement of the existing HPS lights with LED lighting. DDA staff has researched the two alternatives and is recommending that the DDA continue with Induction lights. Rather than replacing the head of each of the HPS lights at a cost of \$1425 a piece, staff is recommending that the DDA/City retrofit the existing head at a cost of \$187.80 per light. The total to retrofit the remaining 75 lights totals \$14,085. This does not include the cost of installation that could either be contracted out or completed by DPW. In earlier talks with the DPW Director, it was thought that the 75 lights could be rolled out this spring over time by DPW, 10 or so at a time. This would need to be confirmed by DDA. DPW has a sample retrofit kit that it will install in the next couple of weeks. DDA is currently waiting for an additional part. DDA has budgeted \$30,000 in the fiscal year 2019-20 to complete this project.

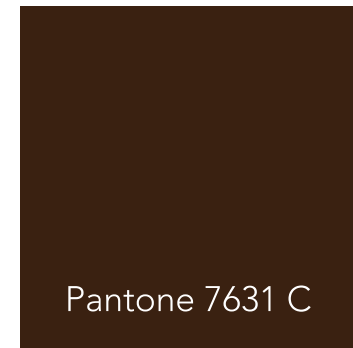


Version 2 can be used as the Official Downtown & Tourism Marketing



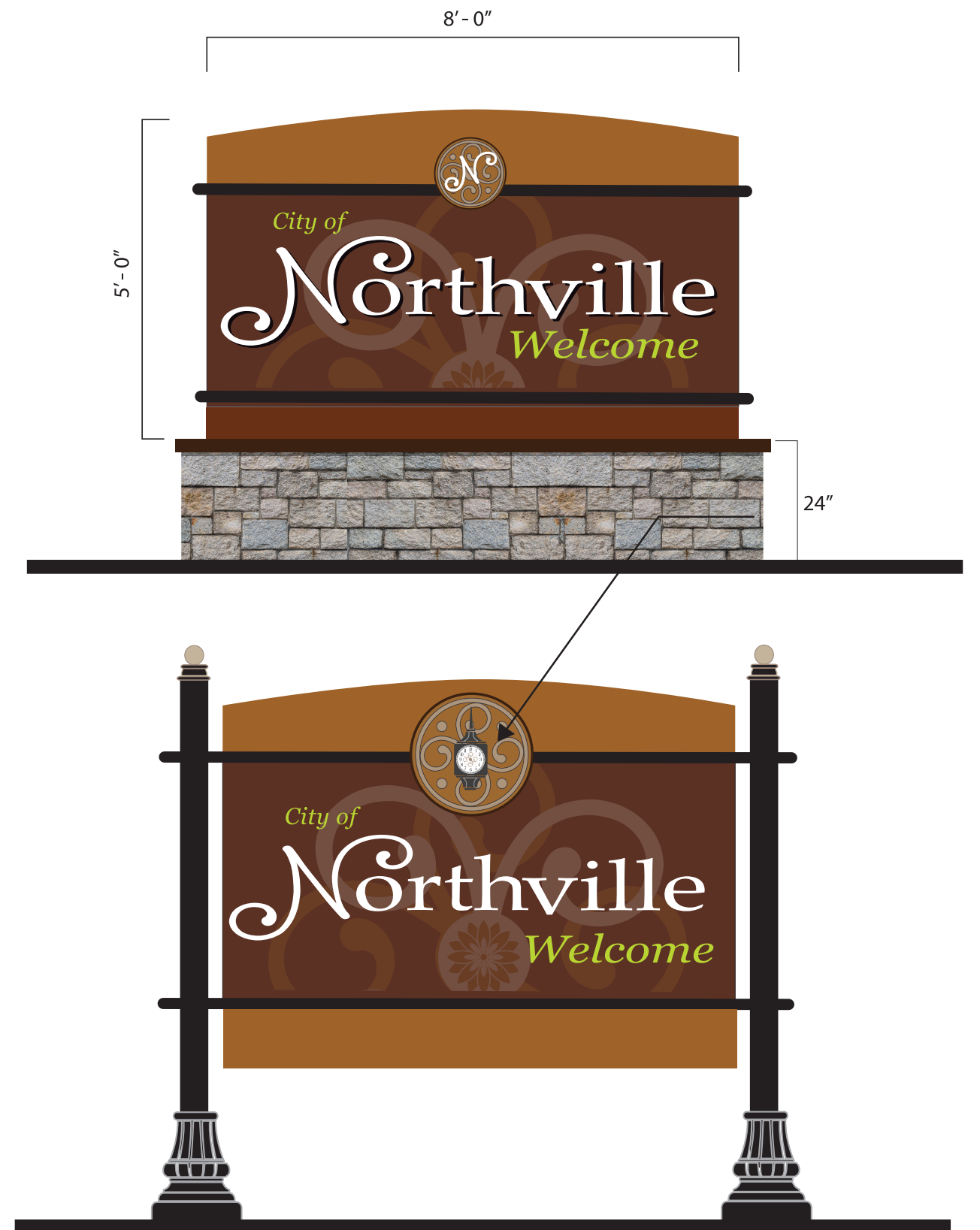
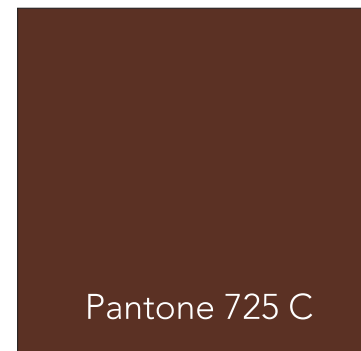
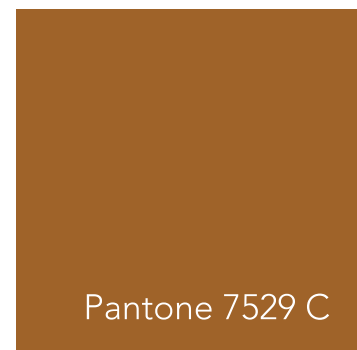
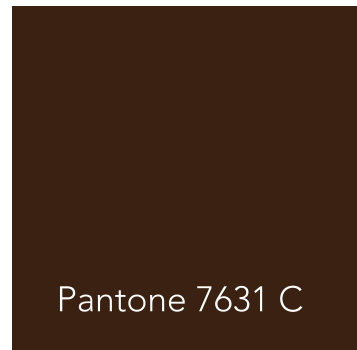
Version 3 can be used as the Official City Logo

Colors for print graphics



Note: Full Scale Color Proofs Will Be Created for Final Approval.

Colors for Signage



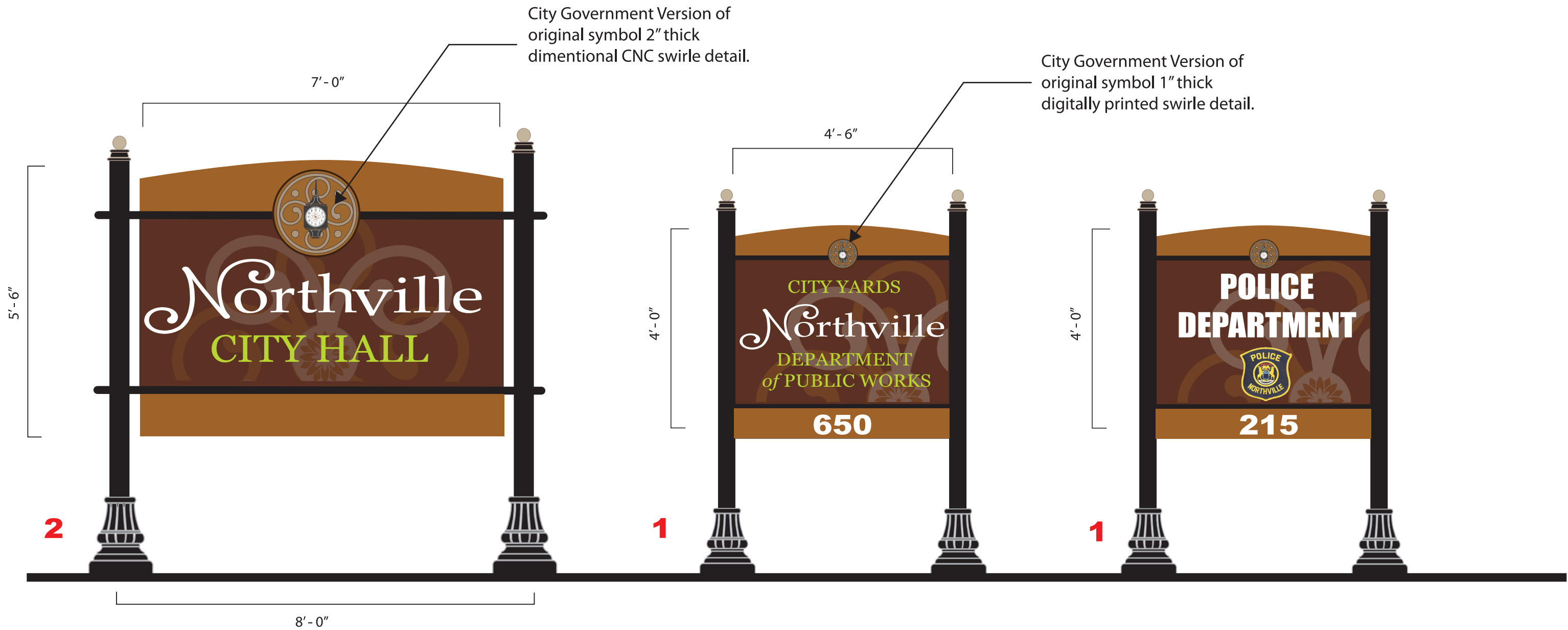
Large monument for major boulevard entrances
Option II Lettering can be illuminated.

NE intersection of 8 Mile Road and Novi Road. There is a wayfinding sign to the northeast of this on Northville Rd (South Main) Near Cady Road.

SW corner of Center and 8 Mile near the middle school.



Large monument for major boulevard entrances
Option II Lettering can be illuminated.



1- Double Faced shown as Above
1- Single Faced Sign at
N. Griswold Street, south of 8 Mile Road
w/ Gateway Copy

Single Faced Department ID Sign.

Double Faced Department ID Sign.

Northville Downtown Development Authority
Design Committee
FY 2020-21 Goals and Objectives

The work of all committees will support the implementation of the vision created during the Updated Strategic Planning process.

Goal	Objective	Action Steps
<i>Design Committee:</i> Implement Wayfinding and Signage Systems for Downtown to assist residents and visitors in navigating our community and in learning about Northville's unique heritage.	Work with other Northville Organizations to develop Signage, Historic Markers and Walking Tour Programs	<ul style="list-style-type: none"> ▪ Using the design standards developed in the Wayfinding and Signage Program, work with the others to develop prototype for Historic Markers Program to tell Northville's unique story. ▪ Work with the Northville Historical Society to develop a walking map and app to highlight Downtown Northville's history and architecture. ▪ Research funding sources to assist with the implementation of the Historic Markers program. ▪ Implement, where appropriate mural projects that receive the support of the community and HDC.
	Add additional directory locations in the Downtown	<ul style="list-style-type: none"> ▪ Acquire Easement to allow design and installation of a wall mounted directory sign near the Comerica Community Connection.
<i>Design Committee:</i> Develop sponsorship and memorial program	Develop guidelines to allow for sponsorship of street furnishings.	<ul style="list-style-type: none"> ▪ Retire old program, return plaques. ▪ Develop guidelines for new program to allow the sponsorship of street furnishings and trees.
<i>Design Committee:</i> Continue to develop connections in the Downtown area that make the Downtown more accessible and easier to navigate.	Continue to explore creation of physical link from Downtown to Ford Field and other areas.	<ul style="list-style-type: none"> ▪ Work with Parks and Recreation Department and Northville Rotary to explore design solutions and funding options to visually and physically link Ford Field with the Downtown. ▪ Explore foundation or other grant support for project.
	Continue to promote and develop Northville as a non-motorized community.	<ul style="list-style-type: none"> ▪ Encourage citizens to ride, for recreation and for their health, including the placement of more bicycle racks.

	<p>Provide high quality maintenance in the Downtown and ensure that the infrastructure systems are operational.</p>	<ul style="list-style-type: none"> ▪ Work with DPW staff to perform regular maintenance items including: painting and repair of trash receptacles, planters, drinking fountains and other furnishings. ▪ Supervise seasonal maintenance staff responsible for daily upkeep of the Downtown. ▪ Oversee contractor routine maintenance of irrigation system and snow melt systems, tree pruning, holiday lighting, and other repairs as necessary. ▪ Explore opportunities to contract maintenance work out with outside vendors.
	<p>Continue to Replace High Pressure Sodium lighting in the Downtown with Energy efficient lighting.</p>	<ul style="list-style-type: none"> ▪ Develop and Implement phasing plan for the replacement of High Pressure Sodium lights in the downtown with high efficiency Induction lighting. ▪ Review options to replace parking lot lighting with high efficiency lighting. ▪ Explore creating a dark-sky program to reduce light pollution and provide lighting regulations for Downtown Northville.
<p><i>Design Committee:</i> Create energy efficient and environmentally friendly Downtown.</p>	<p>Provide recycling opportunities for visitors.</p>	<ul style="list-style-type: none"> ▪ Explore adding recycling receptacles to high traffic locations, particularly for special events.
	<p>Participate in sustainable practices with the City of Northville</p>	<ul style="list-style-type: none"> ▪ Explore projects and operational methods that provide energy efficiency and positively impact the environment.
	<p>Monitor parking occupancy in parking decks, lots, and on-street.</p>	<ul style="list-style-type: none"> ▪ Investigate/implement other high tech options of collecting parking count data to provide accurate and comprehensive information. ▪ Develop a parking app using parking count data collected. ▪ Improve buffering of the surface parking lots.

Northville DDA
Design Committee Schedule for 2020
215 West Main Street, Meeting Room A

January 13, 2020

February 10, 2020

March 9, 2020

April 13, 2020

May 11, 2020

June 8, 2020

July 13, 2020

August 10, 2020

September 14, 2020

October 12, 2020

November 9, 2020

December 14, 2020

All meetings held at 8:30 am