

Northville DDA Design Committee Meeting

Monday, July 23, 2020 Meeting Room A – 9:00 am

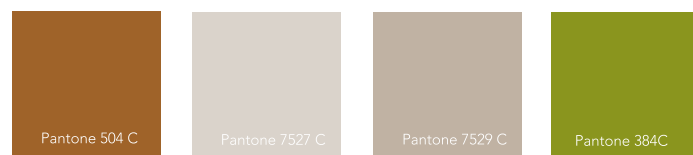
Meeting Agenda

1. Review Branding and Entranceway Signage (Attachment 1)
2. Project Updates (Attachment 2)
3. Next Steps
4. Adjourned

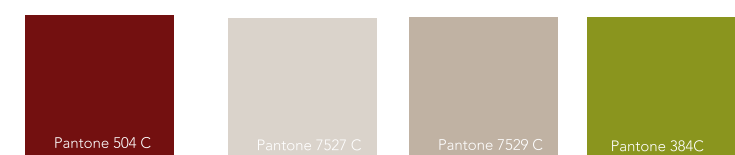


When you combine all of the rich colors from the mural, the copper toned Standard red horse, sage green grass and warm gray sky we have a tangible theme we can follow. These colors applied to the whimsical swirl logo and to the concert poster all come together to convey a bright, earthy feeling.

Colors for print graphics.



Option A Colors for print graphics.



Option B Colors for print graphics.

Note: These color choices are selected to be applied to a white background.

Logo Design/ Application



Colors for print graphics



Version 1 can be used as the Official Downtown & Tourism Marketing
Once we approve the design we will show layouts on print media, business cards, etc.



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

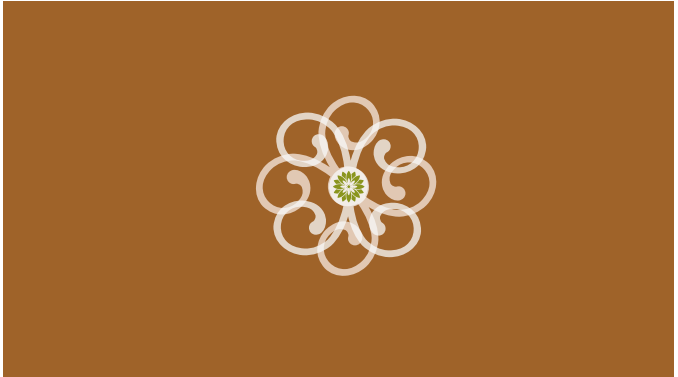


The shape and layout of the graphic symbol varies depending on
the application. However, it does not lose the overall brand interpretation.

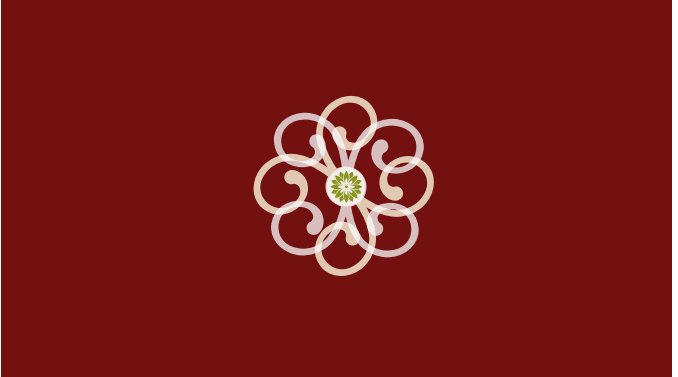
Logo Design/ Business Card Application



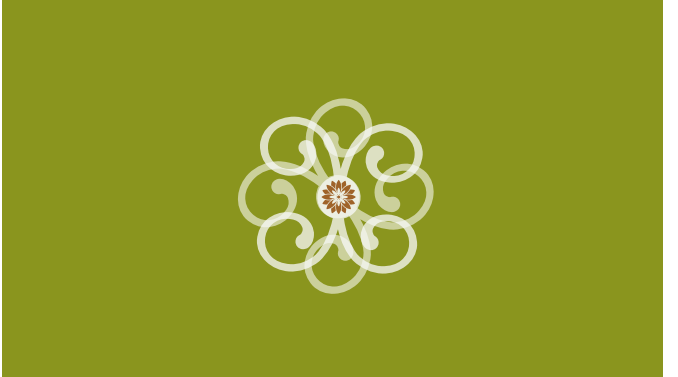
Design option A for the Official City Brand



Design option B for the Official City Brand

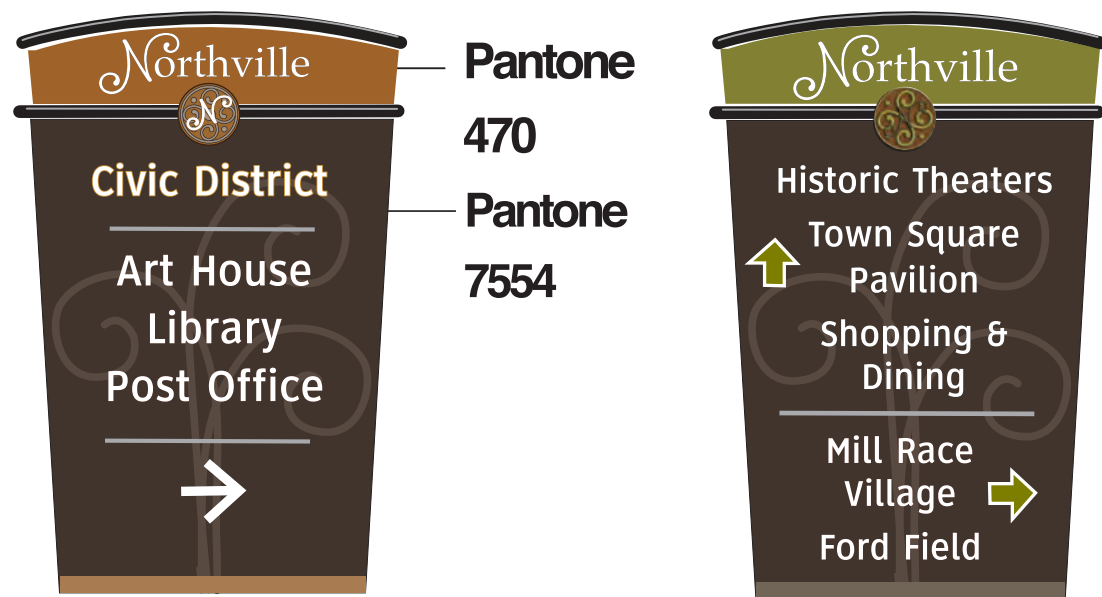


Designs for Downtown Marketing and Tourism Graphics

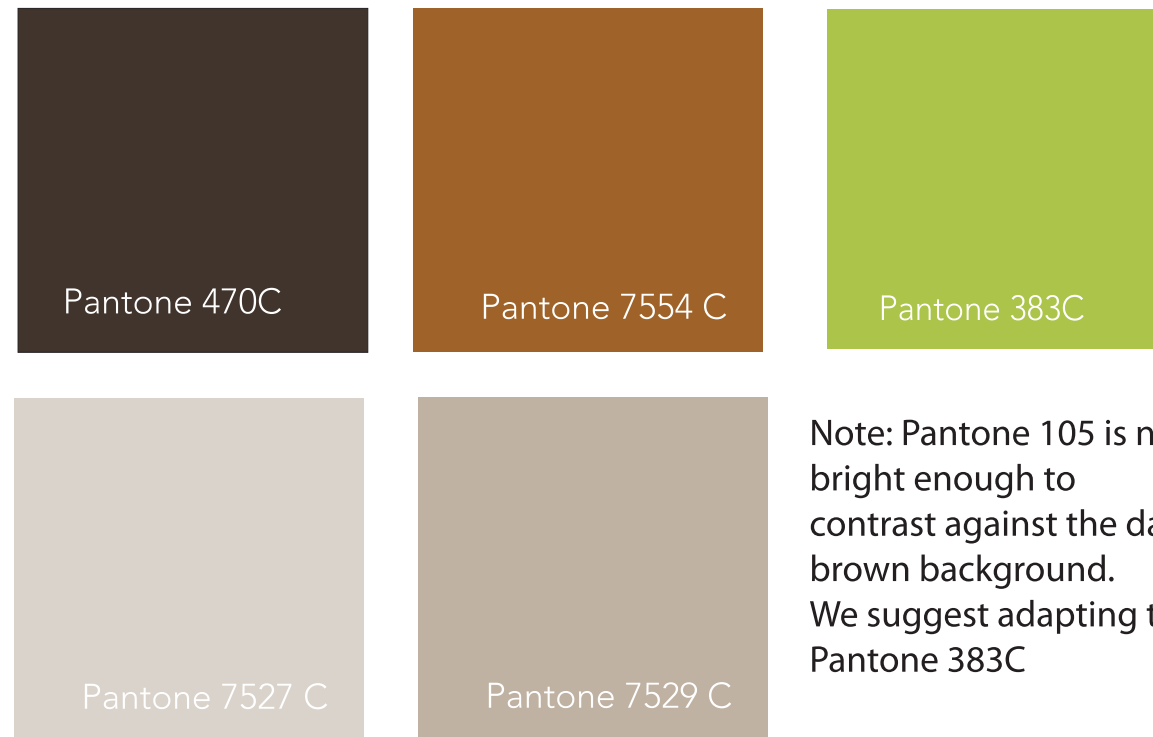


Logo Design/ Letterhead Application





Colors for Signage are from original color specifications.



Note: Process Application Color Proofs Will Be Created for Final Approval.

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



All copy will be reflective.

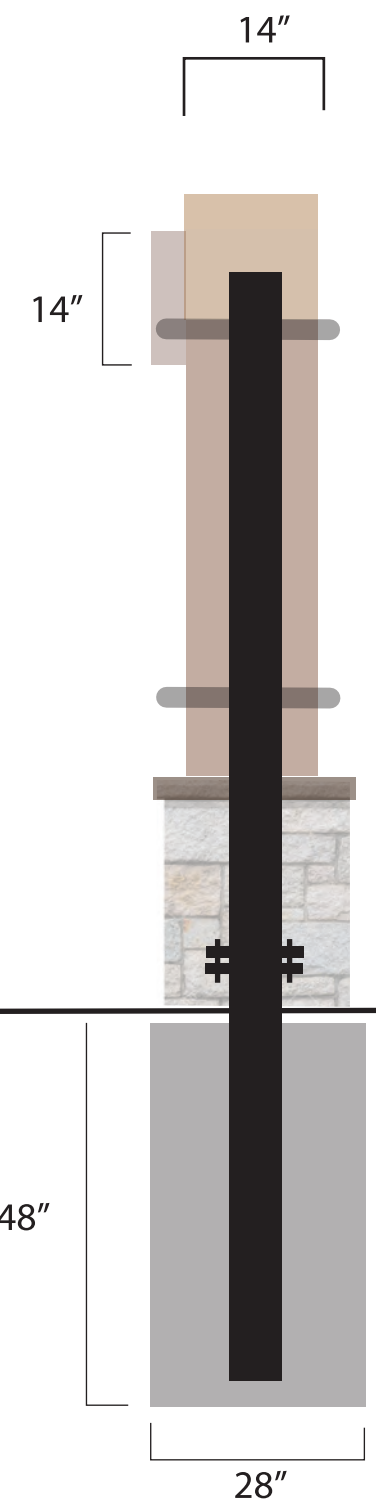
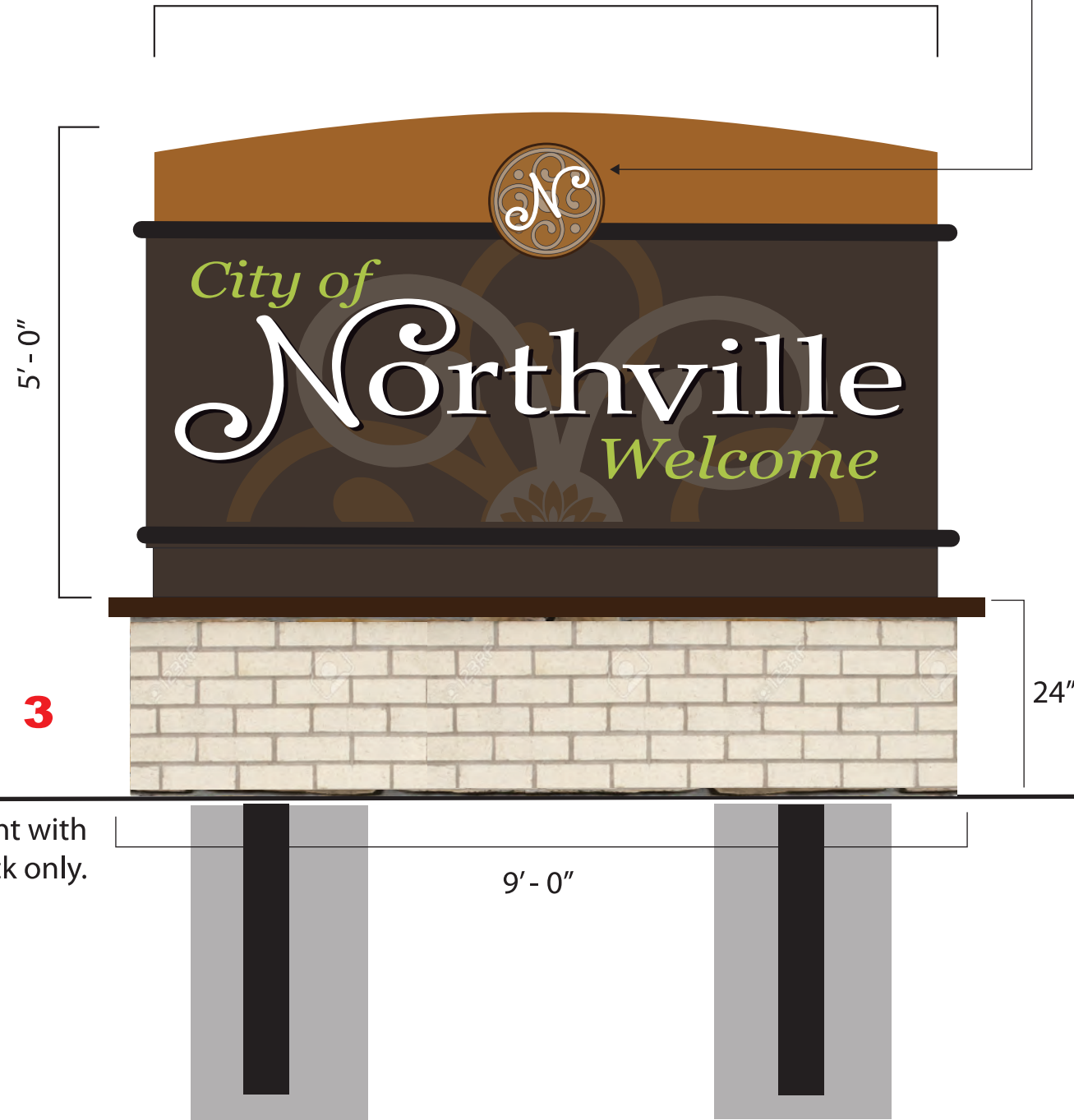
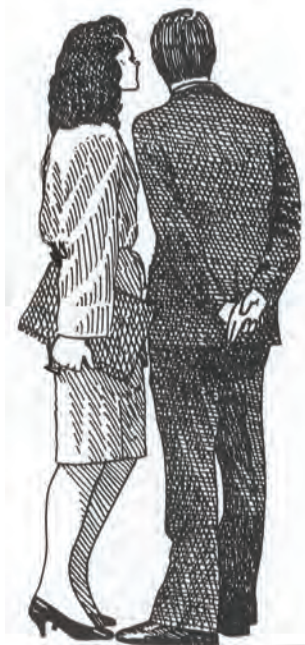
Logo Design / Application / Signage / Green Type Option

NE intersection of 8 Mile Road and Novi Road.
 Northville Rd (South Main) Near Cady Road.
 SW corner of Center and 8 Mile near the middle school.

Note: Diameter of Northville
 "Cartouche" is 14.5 %
 of the signs width.



Sign Design Options
 All copy will be reflective
 or internally illuminated.



5" aluminum poles are
 welded to 2" x 2" square
 aluminum frame, then
 joined with 1/2" aluminum
 base plate with four- 5/8"
 breakaway bolts

Brick base matches brick
 from the Albert Kahn
 designed Ford Plant.

Single faced monument with
 swirl graphic on back only.

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



Photo example of lighted sign



Night view of internally illuminated sign.



Brick matches
Ford Valve Plant

Brick base matches brick
from the Albert Kahn
designed Ford Plant.



Brick base matches brick
from the Albert Kahn
designed Ford Plant.

Logo Design / Application / Municipal Building Signage / Warm Gray Type Option



All copy will be reflective.

City Government Version of original symbol 2" thick dimensional CNC swirl detail.
Note: Diameter of Northville "Cartouche" is 14.5 % of the signs width.

City Government Version of original symbol 1" thick digitally printed swirl detail.
Note: Diameter of Northville "Cartouche" is 14.5 % of the signs width.



2
1- Double Faced shown as Above
1- Single Faced Sign at
N. Griswold Street, south of 8 Mile Road
w/ Gateway Copy

1
Single Faced Department ID Sign.

1
Double Faced Department ID Sign.

City Limit Sign.

Note: Final messaging and layouts along with location mapping will be produced after concept approval.

Logo Design / Application / Municipal Building Signage / Green Type Option



All copy will be reflective.

City Government Version of original symbol 2" thick dimensional CNC swirl detail.
Note: Diameter of Northville "Cartouche" is 14.5 % of the signs width.

City Government Version of original symbol 1" thick digitally printed swirl detail.
Note: Diameter of Northville "Cartouche" is 14.5 % of the signs width.



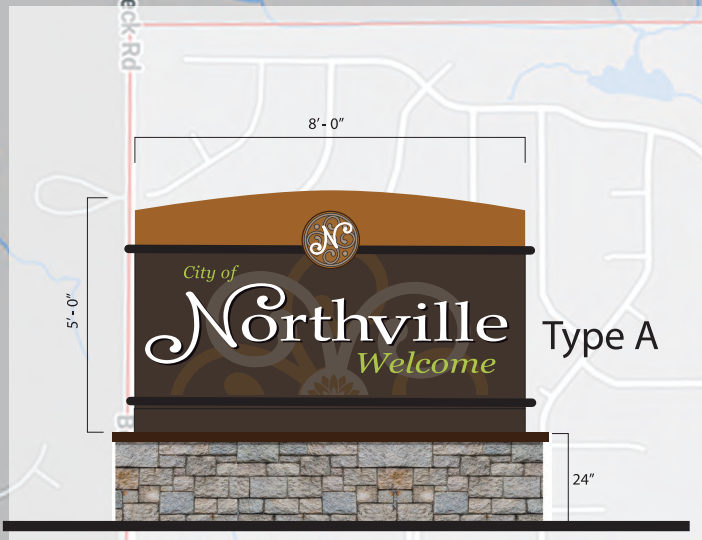
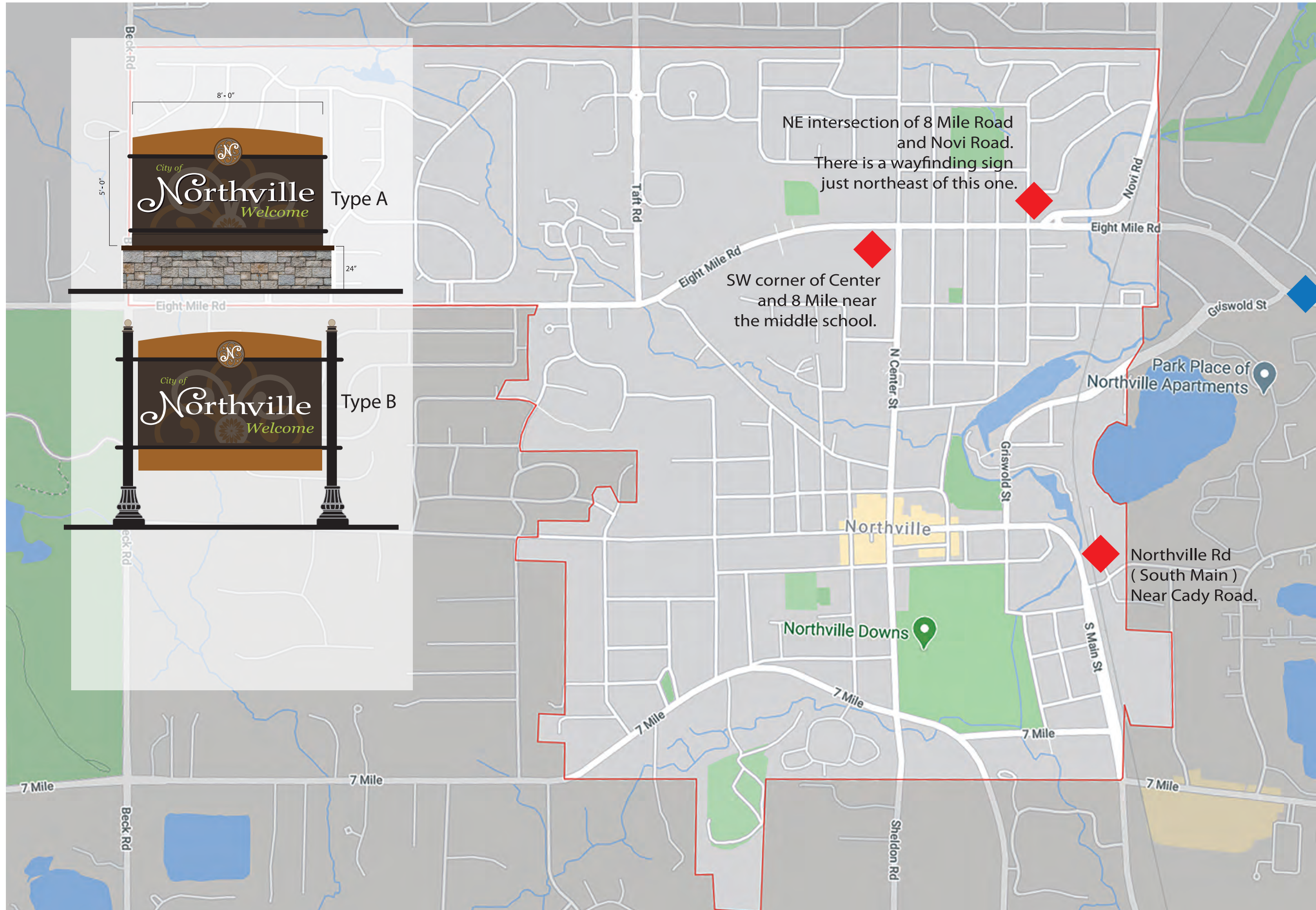
1- Double Faced shown as Above
1- Single Faced Sign at N. Griswold Street, south of 8 Mile Road w/ Gateway Copy

Single Faced Department ID Sign.

Double Faced Department ID Sign.

City Limit Sign.

Note: Final messaging and layouts along with location mapping will be produced after concept approval.



NE intersection of 8 Mile Road and Novi Road. There is a wayfinding sign just northeast of this one.

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

Northville Rd (South Main) Near Cady Road.

◆ Type A

◆ Type B

Downtown Entryway on Northville Rd



Baseline Road



Eight Mile & Center Street



Griswold Street



City Hall



Police Department

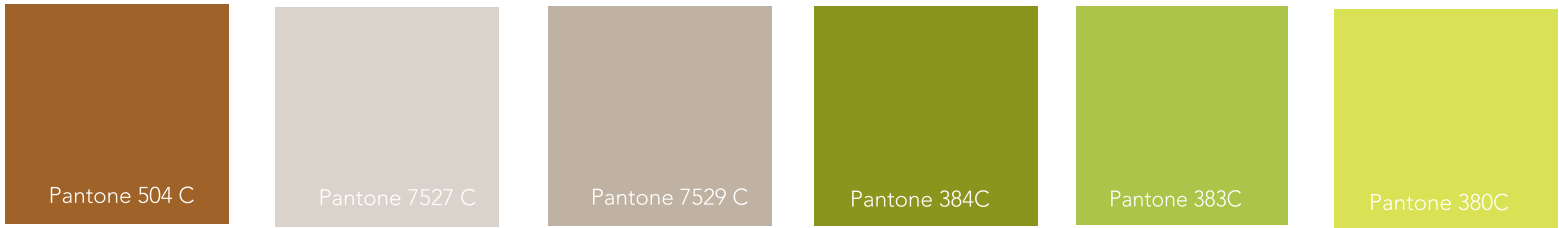


Banner Concepts

The artwork below are concepts to show how the Northville Brand adapts to events and festivals. The overall theme is the swirls and the consistent logotype. Final application may change to adapt to festival graphics.



When considering the application of a city brand, combined with downtown marketing, banners are by far the most efficient way to make an impression! These banners can also become window posters.



For print application, the color range can expand.

Mural Concept



Design and actual creation of grand scale illustration and preparation of digital files for printing 12' x 36' mural.

\$3500.00

Printing of digital mural and application to brick surface.

\$5,800.00

Note: We can also coordinate the printing and installation locally for a reduced cost.

Budget for Fabrication and Installation

Non- Illuminated Sign Option

All signs are fabricated from aluminum according th the concept drawings. Painted with Matthews polyurethane acrylic (Highest industry standard. Background graphics are digital printed on reflective 3M scotchlite media. The Northville logotype will be 3-D cut letters. Decorative posts are cast aluminum. Cultured stone base is fabricated in shop on aluminum frame and installed on site.

Gateway monuments

Three (3) Large Monument Signs with Cultured Stone Veneer Base
 Non Illuminated Option.....\$9675.00.....\$29,025.00
 One (1) Single Faced Gateway Monument Sign (8-Mile & Griswold).....\$3100.00

Civic Building Identity

(1) Double Faced City Hall Identification Sign.....\$4300.00
 Panel Size- 5'6" x 7', 5 Inch diameter aluminum post with decorative base & finial.

One (1) Single Faced Dept of Public Works Sign
 Panel Size = 4' x 4'6".....\$1893.00

One (1) Double Faced Police Dept Sign
 Panel Size = 4' x 4'6".....\$2493.00

Eleven (11) Single faced city limit signs
 Panel size 18" x 48" w/ 3" square post.....\$3740.00

Mobilization and Installation of All Signage.....\$24,550.00
Three installation techs, Crane Truck and Equipment Rental, 6-days Lodging, Labor, Mileage/Fuel, Footings & Installation

Total Fabrication and installation.....\$69,101.00

Illuminated Sign Option

All signs are fabricated from aluminum according th the concept drawings. Painted with Matthews polyurethane acrylic (Highest industry standard. Background graphics are digital printed on reflective 3M scotchlite media. The Northville logotype will be 3-D cut letters. Decorative posts are cast aluminum. Cultured stone base is fabricated in shop on aluminum frame and installed on site.

Gateway monuments

Three (3) Large Monument Signs with Cultured Stone Veneer Base
 Illuminated Option.....\$13,100.00.....\$39,300.00
 One (1) Single Faced Gateway Monument Sign (8-Mile & Griswold).....\$3100.00

Civic Building Identity

(1) Double Faced City Hall Identification Sign.....\$4300.00
 Panel Size- 5'6" x 7', 5 Inch diameter aluminum post with decorative base & finial.

One (1) Single Faced Dept of Public Works Sign
 Panel Size = 4' x 4'6".....\$1893.00

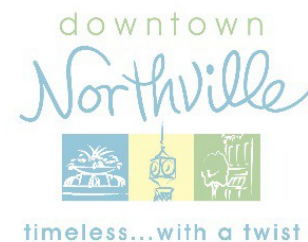
One (1) Double Faced Police Dept Sign
 Panel Size = 4' x 4'6".....\$2493.00

Eleven (11) Single faced city limit signs
 Panel size 18" x 48" w/ 3" square post.....\$3740.00

Mobilization and Installation of All Signage.....\$24,550.00
Three installation techs, Crane Truck and Equipment Rental, 6-days Lodging, Labor, Mileage/Fuel, Footings & Installation

Total Fabrication and installation.....\$79,376.00

*Note: Cost for installation does not include supplying power to the sign site,
 but does include electrical connection.*



Design Committee Updates

Bench Program

Of the original bench order, all of the benches have been sponsored and have been installed. One bench will be installed in Joe Denton Park when DPW is able to pour the concrete pad. The DDA budget for fiscal year 2020-21 includes the purchase of 10 additional benches, whose cost will be offset by sponsorship. There are currently 5 of the older wooden benches still installed downtown. Two of the benches that are part of the second order have been purchased. The fabrication of the benches and plaques was slowed considerable due to the pandemic. The 2nd order of benches is due end of August.

Downtown Mural

DDA Board, members expressed support for a horse racing themed mural at Main and Centre Streets rather than a historic photo of the downtown. The mural is included in the bid package along with the Entranceway Signage. DDA staff asked Bizzel Design to look at ways to bring the cost down. The size of the sign was reduced. Buzz is providing a new quote for the mural.

Entranceway Signs

Discussion to finalize Bizzel's new signs and logo design to take place at the Design Committee's July 23rd meeting. See attached packet.

Bike Racks and Hoops

Now that Main and Center Streets have been closed through the end of October the DDA has witnessed an increase in bike traffic. The DDA staff would like additional bike racks at all the major intersections so people can park their bikes and walk the streets. There is no bike riding allowed in the closed off areas for pedestrian safety. The Northville Police have put up "No Biking" signs at all the major intersections. The DDA reached out to D&D Bikes to see if they had any bike racks they would be willing to share during the shutdown. Ordering new bike racks and single hoops is a top priority for the DDA.

Fountain Repair

The DDA Board decided to hire Empire Tile & Marble Company to repair the fountain. Their bid was the most reasonable (\$3,980.00) because they were just repairing the missing tiles and not redoing the entire fountain. This is not a permanent fix but should last 3-5 years. At that time, the DDA will need to reevaluate what is needed for a more permanent fix. This could be done in conjunction with a project to repair the pavilion. The DDA Board also discussed a cover to protect the fountain during the winter.

Induction Lights Retrofit

The City's new Sustainability Committee has been meeting and discussing the use of LED vs. Induction lighting for the retro fit kits. They are recommending Induction. DDA staff has an estimate for the kit itself which is \$187.80. In addition, a mounting bracket is

required. The DDA has one estimate from out lighting company to manufacture the bracket for \$ 53 a pole. Ward has reached out to Rick Cox, to see if he can manufacture the part locally. DPW has indicated that they are too busy and do not necessarily have the correct licensing to install all of the kits and the DDA will need to contract out the labor. There is a current budget of \$30,000.

Overhead Festoon Lights

DDA Board approved the repair of the Festoon Lighting by Green Electrical. The total cost was \$11,800 and the job has been completed. The budget was \$18,000 so there was a considerable cost savings and the lights look like new.



Cross Street Banners

DDA staff would like more than a plain pole. Signs by Crannie has provided one pole and Buzz has supplied another. The cost for Buzz's design, fabrication and installation of the two sets of poles is \$45,000. The overstreet banners can be fabricated at a reduced cost using cast aluminum poles and mesh banner fabric. DDA staff has provided the curb to curb street width so that Buzz can prepare wind load calculations and develop a final cost. The difference between steel and aluminum is about \$5000 less in materials.

Trash Receptacles



Given the recent shutdown of the Main & Center Streets the Downtown is generating more garbage. Temporarily, we have put out uncovered red barrels from the DPW yard. These are not a long-term solution given they have no lid to protect the garbage from rain and this makes disposing of the trash heavy and wet. Also, these red barrels are unattractive and have only been used for shorter weekend events. DDA staff has done research into other trash receptacles with lids that would be a more attractive and permanent solution to the increased trash.

Earlier this week, the DDA ordered 10 new 42-gallon black waste container and dome lid set. Additionally, the lid works to prevent rain water from filling the bag and keep patrons from placing trash on the lid's top. The total cost with shipping was \$2,100.

Tables, Chairs, Umbrellas:

With the requirement for social distancing the DDA recommended the purchase of additional Tables, Chairs, and umbrellas for downtown. Old Church Square and Town Square are being utilized as common areas and tables, chairs and umbrellas have provided an alternative place for people to sit and have a cup of coffee or meet a friend. DDA staff has spoken to the owners of Center Street Grill and Tuscan Café who have both offered to assist the DDA with picking up Old Church Square, wiping down tables and putting down the umbrellas as the end of the day.



The DDA purchased a style of chair that is similar to, but not exactly the same as the chairs in Town Square. The original chairs require a 16 week lead time to fabricate and ship. The total cost for 16 chairs, 4 tables were approximately \$2,500. In addition to the table and chairs the DDA has purchased 4 new umbrellas and refurbished some of our older umbrellas. In addition to Old Church Square we have also added more seating to the area on N. Center street near Main. There is plenty of space in the streets and the tables and chairs are being well utilized. DDA staff is considering more tables and chairs should the Social District be approved by City Council.