

SWARTZ CREEK DDA

Agenda

**Downtown Development Authority, Thursday, April 11, 2024, 6:00 P.M.
City Hall 8083 Civic Drive, Swartz Creek Michigan, 48473
Virtual (Zoom) Meeting Available for General Public**

1. CALL TO ORDER:

2. PLEDGE OF ALLEGIANCE:

3. ROLL CALL:

4. APPROVE AGENDA:

4A. Proposed or Amended Agenda, April 11, 2024

5. MOTION TO APPROVE MINUTES:

5A. Board Meeting, March 7, 2024

6. REPORTS & COMMUNICATIONS:

Page No:

6A. Resolutions

02

6B. March 7, 2024 Minutes

10

6C. April 11, 2024 Meeting Letter

12

6D. Draft Budget for Fiscal Year 2025 (Includes Budget Report)

16

6E. Holland Square Concept

18

6F. Social District Rules and Guidelines

20

6G. Wayfinding Proposal

26

6H. Jeepers Creekers Support Letter

41

7. MEETING OPENED TO THE PUBLIC:

7A. General Public Comments

8. BUSINESS:

8A. FY 2025 Draft Budget

8B. Makers Market Request

8C. Holland Square Concept

8D. Wayfinding Plan

8E. Social District

9. MEETING OPENED TO THE PUBLIC:

9A. General Public Comments

10. REMARKS BY MEMBERS:

11. ADJOURNMENT:

CITY OF SWARTZ CREEK
DOWNTOWN DEVELOPMENT AUTHORITY
RESOLUTIONS
THURSDAY, APRIL 11, 2024

Resolution No. 240411-01

Agenda – April 11, 2024

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the agenda for the March 7, 2024 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 240411-02

Minutes – March 7, 2024

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the Minutes for the March 7, 2024 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 240411-03

**RESOLUTION TO APPROVE THE FISCAL YEAR
2025 DDA BUDGET**

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approve the proposed 2025 fiscal year budget for the Downtown Development Authority for distribution and review by the city council.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 240411-04

**RESOLUTION TO APPROVE SPONSORSHIP
SUPPORT FOR JEEPERS CREEKERS**

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority sponsor the 2024 Jeepers Creekers downtown event in the amount of \$2,000.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 230411-05

RESOLUTION TO REQUEST AD HOC COMMITTEE TO FINALIZE HOLLAND SQUARE DEVELOPMENT PROPOSAL

Motion by Board Member: _____

I Move the Swartz Creek DDA recommend that the city council authorize the Holland Square development, in concept, and establish an ad hoc steering committee under DDA leadership to finalize details.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 230411-06

RESOLUTION TO REQUEST AD HOC COMMITTEE TO DEVELOP A CITY-WIDE WAYFINDING SIGN PROGRAM

Motion by Board Member: _____

I Move the Swartz Creek DDA allocate up to \$20,000 to match state support for the wayfinding project, recommend that the city council authorize the city wayfinding program development, enter into agreement with Guide Studios as included in the April 11, 2024 packet, and establish an ad hoc steering committee under DDA leadership to finalize details.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 240411-07

Adjourn

Motion by Board Commission Member: _____

I Move the Swartz Creek Downtown Development Authority adjourns the April 11, 2024 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____
Voting Against: _____

**CITY OF SWARTZ CREEK
VIRTUAL DOWNTOWN DEVELOPMENT AUTHORITY MEETING ACCESS INSTRUCTIONS
THURSDAY, APRIL 11, 2024, 6:00 P.M.**

The regular virtual meeting of the City of Swartz Creek park board is scheduled for **April 11, 2024** starting at 6:00 p.m. and will be conducted virtually (online and/or by phone), due to health concerns surrounding Coronavirus/COVID-19 and rules promulgated by the Michigan Department of Health and Human Services.

To comply with the **Americans with Disabilities Act (ADA)**, any citizen requesting accommodation to attend this meeting, and/or to obtain the notice in alternate formats, please contact Connie Olger, 810-429-2766 48 hours prior to meeting,

Zoom Instructions for Participants

To join the conference by phone:

1. On your phone, dial the teleconferencing number provided below.
2. Enter the **Meeting ID** number (also provided below) when prompted using your touch-tone (DTMF) keypad.

Before a videoconference:

1. You will need a computer, tablet, or smartphone with speaker or headphones. You will have the opportunity to check your audio immediately upon joining a meeting.
2. Details, phone numbers, and links to videoconference or conference call is provide below. The details include a link to **“Join via computer”** as well as phone numbers for a conference call option. It will also include the 9-digit Meeting ID.

To join the videoconference:

1. At the start time of your meeting, enter the link to join via computer. You may be instructed to download the Zoom application.
2. You have an opportunity to test your audio at this point by clicking on “Test Computer Audio.” Once you are satisfied that your audio works, click on “Join audio by computer.”

You may also join a meeting without the link by going to join.zoom.us on any browser and entering the Meeting ID provided below.

If you are having trouble hearing the meeting, you can join via telephone while remaining on the video conference:

1. On your phone, dial the teleconferencing number provided below.
2. Enter the **Meeting ID number** (also provided below) when prompted using your touchtone (DMTF) keypad.
3. If you have already joined the meeting via computer, you will have the option to enter your participant ID to be associated with your computer.

Participant controls in the lower left corner of the Zoom screen:



Using the icons in the lower left corner of the Zoom screen you can:

- Mute/Unmute your microphone (far left)
- Turn on/off camera (“Start/Stop Video”)
- Invite other participants
- View participant list-opens a pop-out screen that includes a “Raise Hand” icon that you may use to raise a virtual hand during Call to the Public
- Change your screen name that is seen in the participant list and video window
- Share your screen

Somewhere (usually upper right corner on your computer screen) on your Zoom screen you will also see a choice to toggle between “speaker” and “gallery” view. “Speaker view” show the active speaker.

Connie Olger is inviting you to a scheduled Zoom meeting.

Topic: DDA- Downtown Development Authority Meeting
Time: April 11, 2024 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83096401128>

Meeting ID: 830 9640 1128

One tap mobile

+13017158592,,83096401128# US (Washington DC)

+13126266799,,83096401128# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 830 9640 1128

Find your local number: <https://us02web.zoom.us/u/kz4Jb4etg>

If you have any further questions or concern, please contact 810-429-2766 or email rkraft@cityofswartzcreek.org.

A copy of this notice will be posted at City Hall, 8083 Civic Drive, Swartz Creek, Michigan.

**CITY OF SWARTZ CREEK
VIRTUAL (ELECTRONIC) MEETING RULES AND PROCEDURES**

In order to conduct an effective, open, accessible, and professional meeting, the following protocols shall apply. These protocols are derived from the standard practices of Swartz Creek public meetings, Roberts Rules of Order, and city board & commission procedures. These procedures are adopted to govern participation by staff, councilpersons and members of the public in all City meetings held electronically pursuant to PA 228 of 2020. Note that these protocols do not replace or eliminate established procedures or practices. Their purpose is to augment standing expectations so that practices can be adapted to a virtual meeting format.

The following shall apply to virtual meetings of the city’s public bodies that are held in accordance with the Open Meetings Act.

1. Meetings of the City Council, Planning Commission, Zoning Board of Appeals, Downtown Development Authority, Park Board, or committees thereunder may meet electronically or permit electronic participation in such meetings insofar as (1) the Michigan Department of Health and Human Services restricts the number of persons who can gather indoors due to the COVID-19 pandemic; (2) persons have an illness, injury, disability or other health-related condition that poses a risk to the personal health or safety of members of the public or the public body if they were to participate in person; or (3) there is in place a statewide or local state of emergency or state of disaster declared pursuant to law or charter by the governor or other person authorized to declare a state of emergency or disaster.
2. All meetings held hereunder must provide for two-way communication so that members of the public body can hear and respond to members of the general public, and vice versa.
3. Members of the public body who participate remotely must announce at the outset of the meeting that he/she is in fact attending the meeting remotely and by further identifying the specific physical location (by county, township, village and state) where he/she is located. The meeting minutes must include this information.
4. Notice of any meeting held electronically must be posted at the City Offices at least 18 hours before the meeting begins and must clearly explain the following:
 - (a) why the public body is meeting electronically;
 - (b) how members of the public may participate in the meeting electronically, including the specific telephone number, internet address or similar log-in information needed to participate in the meeting;
 - (c) how members of the public may contact members of the public body to provide input or ask questions on any business that will come before the public body at the meeting;
 - (d) how persons with disabilities may participate in the meeting.
5. The notice identified above must also be posted on the City’s website homepage or on a separate webpage dedicated to public notices for non-regularly scheduled or electronic public meetings that is accessible through a prominent and conspicuous link on the website’s homepage that clearly describes the meeting’s purpose.

6. The City must also post on the City website an agenda of the meeting at least 2 hours before the meeting begins.
7. Members of the public may offer comment only when the Chair recognizes them and under rules established by the City.
8. Members of the public who participate in a meeting held electronically may be excluded from participation in a closed session that is convened and held in compliance with the Open Meetings Act.

MAINTAINING ORDER

Public body members and all individuals participating shall preserve order and shall do nothing to interrupt or delay the proceedings of public body.

All speakers shall identify themselves prior to each comment that follows another speaker, and they shall also indicate termination of their comment. For example, "Adam Zettel speaking. There were no new water main breaks to report last month. That is all."

Any participants found to disrupt a meeting shall be promptly removed by the city clerk or by order of the Mayor. Profanity in visual or auditory form is prohibited.

The public body members, participating staff, and recognized staff/consultants/presenters shall be the only participants not muted by default. All other members must request to speak by raising their digital hand on the meeting application or by dialing *9 on their phone.

MOTIONS & RESOLUTIONS

All Motions and Resolutions, whenever possible, shall be pre-written and in the positive, meaning yes is approved and no is defeated. All motions shall require support. A public body member whom reads/moves for a motion may oppose, argue against or vote no on the motion.

PUBLIC ADDRESS OF BOARD OR COMMISSION

The public shall be allowed to address a public body under the following conditions:

1. Each person who wishes to address the public body will be first recognized by the Mayor or Chair and requested to state his / her name and address. This applies to staff, petitioners, consultants, and similar participants.
2. Individuals shall seek to be recognized by raising their digital hand as appropriate on the digital application.
3. Petitioners are encouraged to appropriately identify their digital presence so they can be easily recognized during business. If you intend to call in only, please notify the clerk in advance of your phone number.
4. The city clerk shall unmute participants and the members of the public based upon the direction of the mayor or chair. Participants not recognized for this purpose shall be muted by default, including staff, petitioners, and consultants.
5. Individuals shall be allowed five (5) minutes to address the public body, unless special permission is otherwise requested and granted by the Mayor or Chair.
6. There shall be no questioning of speakers by the audience; however, the public body, upon recognition of the Mayor or Chair, may question the speaker.

7. No one shall be allowed to address the public body more than once unless special permission is requested, and granted by the Mayor or Chair.
8. One spokesperson for a group attending together will be allowed five (5) minutes to address the public body unless special permission has been requested, and granted by the Mayor or Chair.
9. Those addressing the public body shall refrain from being repetitive of information already presented.
10. All comments and / or questions shall be directed to and through the Mayor or Chair.
11. Public comments (those not on the agenda as speakers, petitioners, staff, and consultants) are reserved for the two "Public Comment" sections of the agenda and public hearings.

VOTING RECORD OF PUBLIC BODIES

All motions, ordinances, and resolutions shall be taken by "YES" and "NO" voice vote and the vote of each member entered upon the journal.

**CITY OF SWARTZ CREEK
SWARTZ CREEK, MICHIGAN
MINUTES OF THE DOWNTOWN DEVELOPMENT AUTHORITY MEETING
MARCH 7, 2024**

The meeting was called to order at 6:06 p.m. by Board Member Beedy in the Swartz Creek Council Chambers with a virtual (Zoom) meeting available for the general public.

Board Members Present: Beedy, Krueger, King, Jesme, Barclay.

Board Members Absent: Toms, Parenteau, Ryan, Whittey.

Staff Present: Adam Zettel.

Others Present: Nate Henry, Betty Binder, Dave Spillane, Lania Rocha (virtual).

APPROVAL OF AGENDA:

Resolution No. 240307-01

(Carried)

Motion by Board Member Krueger
Second by Board Member Barclay

I Move the Swartz Creek City Downtown Development Authority approves the agenda for the March 7, 2024, Downtown Development Authority Meeting as amended.

Unanimous affirmative voice vote: Motion declared carried.

APPROVAL OF MINUTES:

Resolution No. 240307-02

(Carried)

Motion by Board Member Krueger
Second by Board Member Barclay

I Move the Swartz Creek City Downtown Development Authority approves the minutes for the November 09, 2023, Downtown Development Authority meeting.

Unanimous affirmative voice vote: Motion declared carried.

MEETING OPEN TO PUBLIC:

No comments given.

Updates (Cosmos on the Creek)

A generous donor closed the gap and the goal exceeded \$25,000. No contingency is needed.

SWARTZ CREEK FINE ARTS ASSOCIATION

Resolution No. 240307-03

(Carried)

Motion by Board Member Krueger
Second by Board Member Barclay

I Move the Swartz Creek DDA approves payment of \$300 to the Swartz Creek Fine Arts Association to support programming for the 2024 concert season.

Unanimous affirmative voice vote: Motion declared carried.

MEETING OPEN TO PUBLIC:

None.

REMARKS BY BOARD MEMBERS:

Member Barclay questioned dirt vs. grass at the corner of Holland and Miller. Discussed a bathroom downtown at Holland Square or Shoemaker Park. Member Krueger mentioned that we would need funding for concepts in Holland Square.

ADJOURNMENT:

Resolution No. 240307-04

(Carried)

Motion by Board Member Krueger
Second by Board Member Barclay

I Move the Swartz Creek Downtown Development Authority adjourns the March 7, 2024, Downtown Development Authority meeting at 7:21 p.m.

Unanimous affirmative voice vote: Motion declared carried.

Adjourn at 7:21pm

Renee Kraft, CMC, MiPMC,
City Clerk



SWARTZ CREEK DDA
SWARTZ CREEK CITY OFFICES
8083 CIVIC DR.
SWARTZ CREEK, MI 48473

PHONE: 810-635-4464
FAX: 810-635-2887

Date: April 4, 2024

To: DDA Board Members
From: Adam Zettel
RE: April 11, 2024 DDA Meeting

Hello everyone,

There will be a meeting of the DDA at 6:00 p.m. on Thursday, April 11, 2024. All board members must now attend in person to participate. This will also be broadcast virtually via Zoom for the general public. Instructions and guidelines for the virtual meeting are in the packet.

This is a very busy meeting because we have two new business items and three items to follow up on; Holland Square, social districts, and wayfinding. To get started, I am including a draft budget. Revenues and savings are in a good position, which enables the DDA to pursue many different projects simultaneously. By establishing an operational and investment budget, we know where we stand with routine expenses, standard operations (like facades and movies), as well as new initiatives such as those on the agenda.

I have crafted a budget that accomplishes all existing service needs. It also incorporates funds for the Holland Square project. To start, you will notice that our revenues are largely unchanged. This is, of course, neither good nor bad. However, we do have a relatively good amount of funds to work with given past needs. This year, we have some more wiggle room because the \$40,000 annual debt payment to the city for the streetscape is paid off!

You will see that I have reduced the administrative contractual services amount. There are simply no expenses expected here. I am increasing the administrative service amount to \$10,000. This amount had been lowered substantially during lean years. It goes towards routine services that the city performs for housekeeping (audit, monthly finances/accounting/accounts payable, my time, supplies, etc.). I promise this is still a very good deal.

Under economic development, I increased the amount to account for 3/4 of Samantha's position and the potential for MDOT logo sign reimbursements, which have not been asked after yet. The big additions are for Holland Square under Streetscape as well as an increase to the façade program (why not?). Overall, this puts us in a slight deficit spending position, which I think is very acceptable given the one-time expense for Holland Square.

Concerning the previously discussed initiatives, the DDA is leaning towards tackling all three projects through the establishment of a steering committee by the city council. I expect such committees to include DDA members, planning commission members, and other stakeholders. As such, the goal for each initiative is to set basic project deliverables and to request council to affirm the undertaking of each project and the establishment of ad hoc committees.

First, we revisit the Holland Square project. This is something that has been in the works for well over a year. The idea is to better activate the space at Holland Square so that it has a greater ability to drive recreation, culture, and hospitality for that area. Doing so will add intrinsic value to the community in the form of enjoyable events. It will also help the local businesses prosper.

With the understanding that parking and gathering are still key functions to the site, the design was going to compliment those by adding some more functional vendor spaces and multi-purpose space that is conducive to an array of different events, gatherings, or entertainment functions. The structure will provide a degree of shelter, visibility, sound, lighting, and electricity.

Funding is expected to be through the Michigan Economic Development Corporation's crowdfunding campaign. This is what the community used to successfully fund Cosmos in the Creek. Essentially, we expect to budget about \$150,000 to complete the project. The state will then match up to \$75,000 of community donations. This can include city general fund and DDA contributions to a degree. (Given our limits on fundraising, we may need to pursue a more reasonable match, as noted at the March meeting).

The concept was reviewed at a joint meeting of the DDA and PC in February. It was recommended to consider alternate layouts, including one with the pergola structure on the west lot line instead of the north. This concept was drawn and reviewed by the DDA on March 7th, with some PC member input. It was thought that the original concept is superior. The next step is to proceed with detailed plans for the layout, design, and features (electricity, lighting, sound, shading, etc). A resolution to move forward is included.

Once this review is complete, the project may undergo site plan review by the planning commission and/or approval by the city council. Please take a look and explore the square. This is the area that is currently used for summer Maker's Markets, Christmas tree lighting, and similar events.

Another potential initiative is the pursuit of a wayfinding and branding sign plan for the entire city. For many years, we have aspired to invest in a sign system that would provide for gateway signs into the community and/or downtown, direct visitors, highlight attractions, and promote the Swartz Creek brand. Until now, this was not an affordable possibility. However, two circumstances are now going the city's way. First, the Michigan Economic Development Corporation is willing to fund \$20,000 of professional services for such a study because of the city's Redevelopment Ready Community status. In addition, the DDA revenues are exceeding expectations.

With that said, the DDA is able to proceed with engaging in professional services to fund a complete wayfinding sign scheme, as well as to fund initial investments in the signs. I am including the professional services agreement provided by the consultant. This illustrates the design process and the deliverables. Again, the DDA will need the city council to affirm the project and establish a steering committee to guide the details. A resolution is included.

Lastly, the city council approved application for a liquor license from a downtown business (8010 Miller Road; formerly Ken's Barber Shop). This is now to be a coffee shop and bookstore that could maintain a full bar. If this occurs, the city will be able to consider a social district with a commons area. This will allow the downtown taverns to serve to-go beverages with alcohol that can be carried and consumed in public areas defined by the city.

With that said, the DDA noted at the March meeting that this could be a powerful incentive to attract other events, new patrons, and new businesses. There are guidelines to follow per Michigan statues and promulgated rules. I am attaching these and an example of a social district from Brighton. As you can see, a defined common area must be determined and mapped. There must also be rules on the days, times, and manner of consumption. Like the other projects, this is something the DDA could pursue with a committee, pending council acceptance of the concept. At this point, the city is not yet eligible, so our deliberation is for informational purposes only.

Last but not least, we have a recurring applicant to support and sponsor the fall Jeepers Creekers event that is downtown. This event is very popular, creates a nice crowd downtown, and is fun for families. They have sent a letter requesting \$2,000 in support. I think this is a great event to assist. Note that the DDA used to directly participate by providing for expenses such as portable toilets, entertainment, etc. At this point, we believe it is better to build capacity for existing event organizers to conduct the event independently and at their discretion. Essentially, this takes the DDA out of the role of paying direct for something like a band by providing the financial resources to the event planner to execute their various functions.

For these and other happenings, please read the city manager's report in every council packet. I encourage members to participate directly in the city's other meetings or potential steering committees.

That is the news! Contact me directly with any questions, comments, or agenda items. Please see the city council packets for updates of other downtown and community projects! **Please let us know if you can attend or not.** We have struggled to get a quorum recently.

Sincerely,

A handwritten signature in blue ink that reads "Adam Zett". The signature is fluid and cursive, with the first name "Adam" and the last name "Zett" clearly legible.

Adam Zettel, AICP
City Manager
azettel@cityofswartzcreek.org

BUDGET REPORT FOR CITY OF SWARTZ CREEK
 Calculations as of 03/31/2024

GL NUMBER	DESCRIPTION	2022-23 ACTIVITY	2023-24 ACTIVITY THRU 03/31/24	2023-24 AMENDED BUDGET	2023-24 PROJECTED ACTIVITY	2024-25 REQUESTED BUDGET	2024-25 RECOMMENDED BUDGET
ESTIMATED REVENUES							
Dept 000.000 - General							
248-000.000-402.000 * *	Current Tax Revenue	108,889	169,834	167,746	167,746	167,297	
248-000.000-664.000	Interest Income	31	151	117	117	30	
Totals for dept 000.000 - General		108,920	169,985	167,863	167,863	167,327	
TOTAL ESTIMATED REVENUES		108,920	169,985	167,863	167,863	167,327	
APPROPRIATIONS							
Dept 173.000 - DDA Administration							
248-173.000-745.000	Postage	3	3	3	3	100	
248-173.000-801.000	Contractual Services	1,120	685	20,000	20,000	5,000	
248-173.000-825.000	Admin Services	2,500		5,000	5,000	10,000	
248-173.000-961.000	Miscellaneous	1,300	1,300	1,300	1,300	1,300	
Totals for dept 173.000 - DDA Administration		4,923	1,988	26,303	26,303	16,400	
Dept 728.000 - Economic Development							
248-728.000-801.000 * *	Contractual Services	2,969	1,672	33,375	33,375	30,799	
248-728.000-961.000	Miscellaneous	283				2,500	
248-728.000-976.000	Equipment		10,383	5,000	5,000	5,000	
Totals for dept 728.000 - Economic Development		3,252	12,055	38,375	38,375	38,299	
Dept 728.002 - Streetscape							
248-728.002-726.000	Supplies	3,628		500	500	100,000	
248-728.002-967.101	Contribution to General Fund	40,000	40,000	40,000	40,000		
248-728.002-968.000	Depreciation Expense	472					
Totals for dept 728.002 - Streetscape		44,100	40,000	40,500	40,500	100,000	
Dept 728.003 - Facade Program							
248-728.003-801.000	Contractual Services	9,475	7,258	12,500	12,500	20,000	
Totals for dept 728.003 - Facade Program		9,475	7,258	12,500	12,500	20,000	

Dept 728.004 - Family Movie Night						
248-728.004-726.000	Supplies	1,296	1,600	2,000	2,000	2,000
248-728.004-801.000	Contractual Services	1,345	1,700	5,000	5,000	2,500
248-728.004-968.000	Depreciation Expense	1,794		1,794	1,794	2,000
Totals for dept 728.004 - Family Movie Night		4,435	3,300	8,794	8,794	6,500
<hr/>						
TOTAL APPROPRIATIONS		66,185	64,601	126,472	126,472	181,199
<hr/>						
NET OF REVENUES/APPROPRIATIONS - FUND 248		42,735	105,384	41,391	41,391	(13,872)
BEGINNING FUND BALANCE		96,870	139,606	139,606	139,606	180,997
ENDING FUND BALANCE		139,605	244,990	180,997	180,997	167,125
DEPARTMENT 000.000 General						

J. W. MORGAN CONSTRUCTION, LLC

**7152 SEYMOUR RD.
SWARTZ CREEK, MI 48473
810-635-9228 OFFICE/FAX
810-691-6281 CELL
LIC# 2102148537**

PROPOSAL

City of Swartz Creek
Miller Road Streetscape

February 2, 2024

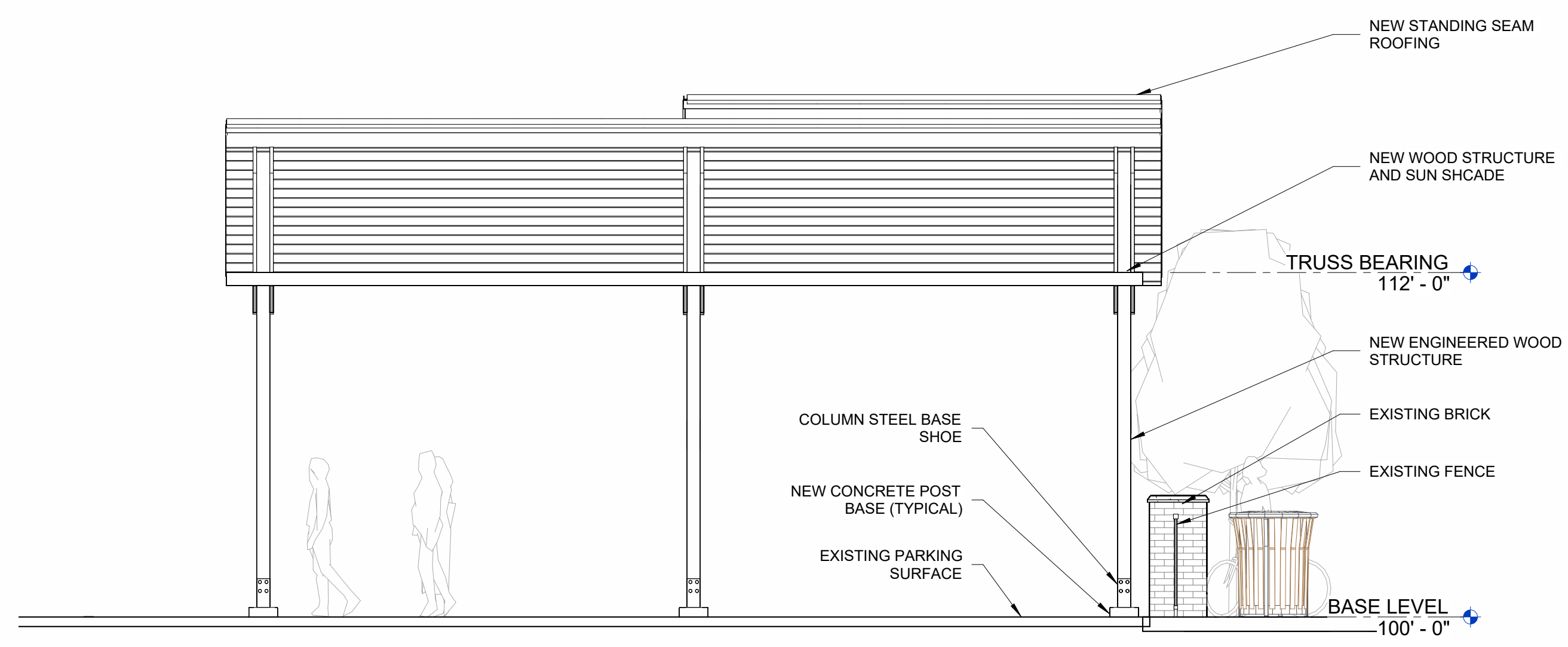
We hereby propose to provide the materials and labor necessary to complete the following:

- Construct the gazebo and trellis structure per the revised drawings provided using pro-rib steel roofing fastened with exposed screws
- We will bore through the asphalt parking lot and pour concrete footings to support the structure
- We will use 6x6 cedar columns supporting cedar Glulam beams and #2 common cedar 2x8 joists

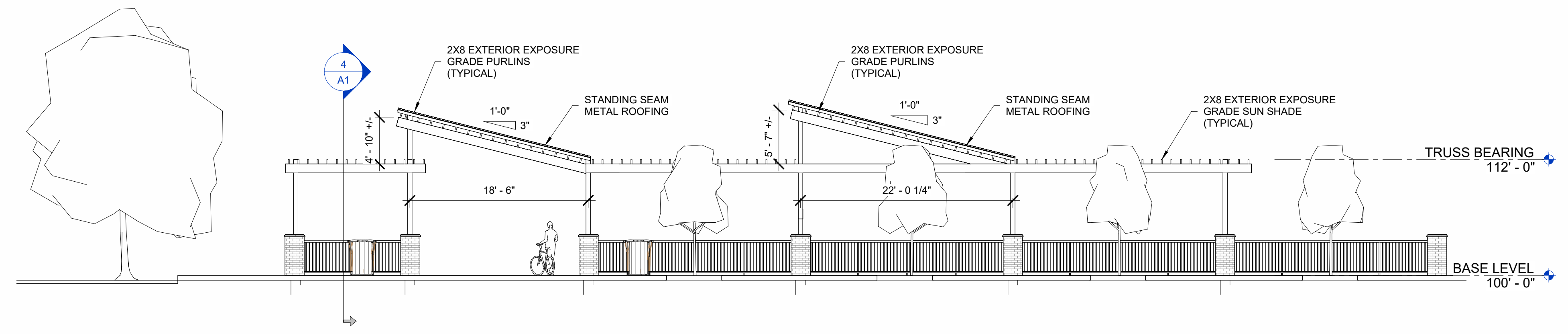
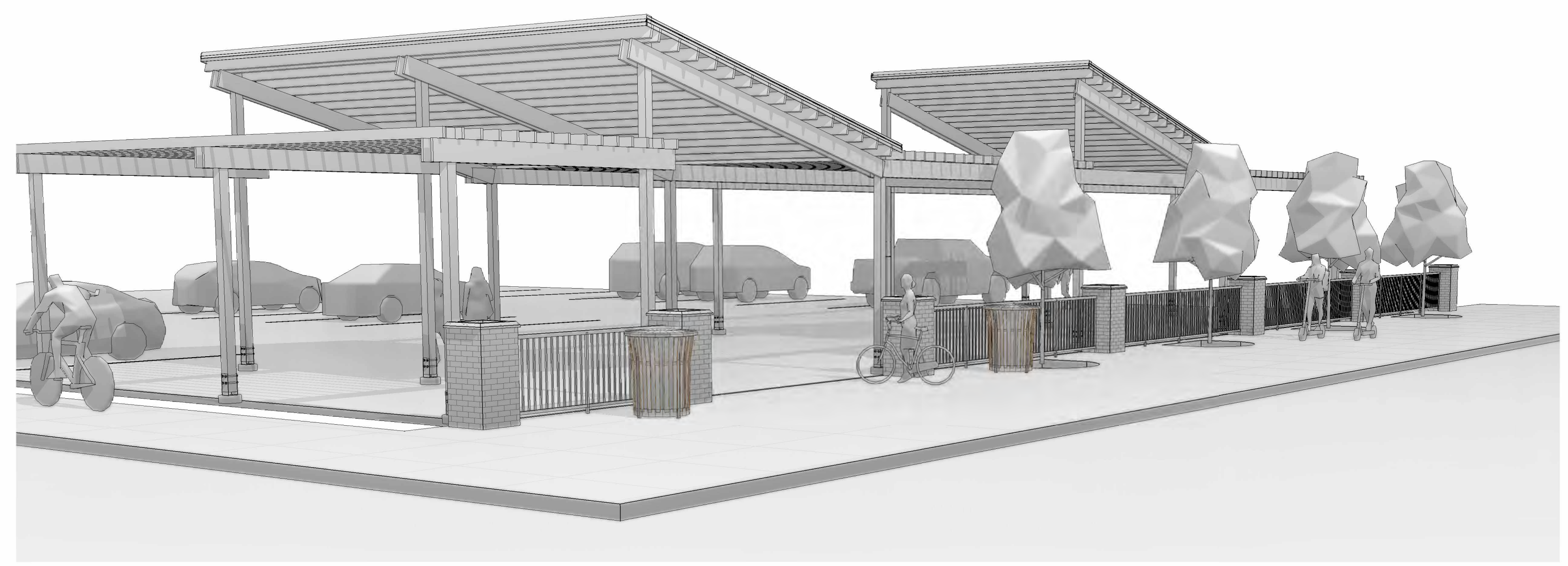
Total Labor and materials **\$142,000 ***

*Price does not include permits

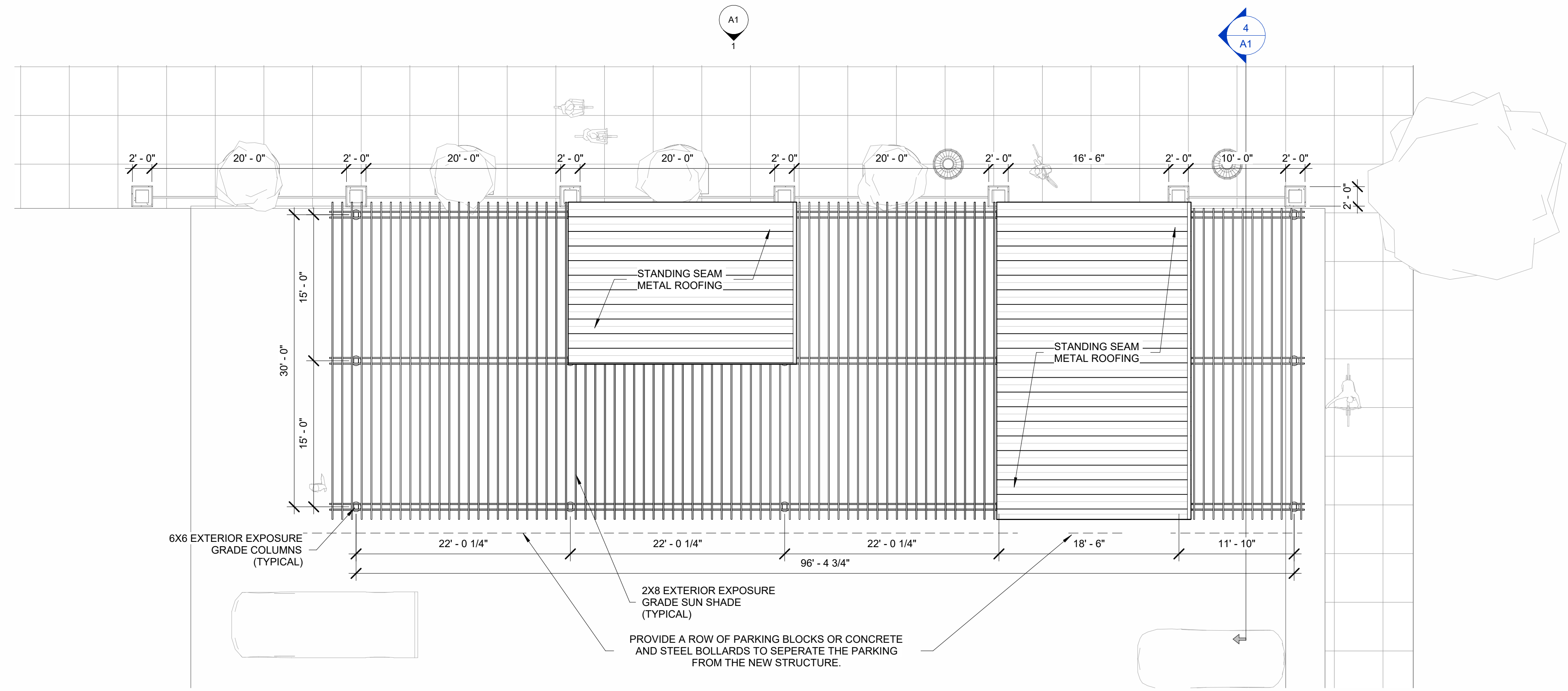
**I will apply a 5% credit to the job as my portion of donated funding (\$7,100)



SECTION 1
1/4" = 1'-0"



MILLER ROAD ELEVATION
1/8" = 1'-0"



LAYOUT PLAN
1/8" = 1'-0"

**NOT FOR
CONSTRUCTION**



Michigan Liquor Control Commission (MLCC)
Constitution Hall, 2nd Floor, 525 W. Allegan St, Lansing, MI 48933
P.O. Box 30005, Lansing, MI 48909
866-813-0011 – www.michigan.gov/lcc

Social District Permit Information For Local Governmental Units

Pursuant to MCL 436.1551, the governing body of a local governmental unit may designate a Social District within its jurisdiction. Qualified licensees whose licensed premises are contiguous to the commons area within the Social District, and that have been approved for and issued a Social District Permit, may sell alcoholic liquor (beer, wine, mixed spirit drink, spirits, or mixed drinks) on their licensed premises to customers who may then consume the alcoholic liquor within the commons area of the Social District.

If a non-profit organization requests a Special License for a location within a Social District commons area, the governing body of the local unit of government shall delineate the portion of the commons area to be utilized exclusively by the Special Licensee and the portion of the commons area to be used exclusively by Social District permittees. The Special License applicant must submit documentation from the local governmental unit, including a clear diagram, with its application.

The term commons area is defined by MCL 436.1551(8)(a):

"Commons area" means an area within a social district clearly designated and clearly marked by the governing body of the local governmental unit that is shared by and contiguous to the premises of at least 2 other qualified licensees. Commons area does not include the licensed premises of any qualified licensee.

The term qualified licensee is defined by MCL 436.1551(8)(c):

"Qualified licensee" means any of the following:

- *A retailer that holds a license, other than a special license, to sell alcoholic liquor for consumption on the licensed premises. (This includes the following license types: Class C, Tavern, A-Hotel, B-Hotel, Club, G-1, G-2, Brewpub.)*
- *A manufacturer with an on-premises tasting room permit issued under section 536.*
- *A manufacturer that holds an off-premises tasting room license issued under section 536.*
- *A manufacturer that holds a joint off-premises tasting room license issued under section 536.*

A list of all licensees, sorted by county and local governmental unit, may be found on the MLCC website.

The governing body of a local governmental unit may designate a Social District pursuant to MCL 436.1551 under the following conditions:

- Designate a Social District that contains a commons area, as defined in MCL 436.1551(8)(a).
- Establish local management and maintenance plans, including hours of operation, for a commons area.
- Define and clearly mark with signs the designated commons area.
- A governing body of a local governmental unit shall not designate a Social District that would close a road unless the governing body receives prior approval from the road authority with jurisdiction over the road.
- The governing body shall maintain the commons area in a manner that protects the health and safety of the community.

- The governing body may revoke the designation if it determines that the commons area threatens the health, safety, or welfare of the public or has become a public nuisance. Before revoking the designation, the governing body must hold at least 1 public hearing on the proposed revocation. The governing body shall give notice as required under the open meetings act of the time and place of the public hearing before the public hearing.
- The governing body shall file the designation or revocation of the Social District with the MLCC.

Before applying to the MLCC for a Social District Permit, a qualified licensee must first obtain approval from the governing body of the local governmental unit. A fillable resolution for this approval is part of the Social District Permit Application (LCC-208).

Filing the Designation of a Social District with the MLCC

A local governmental unit must file the following items with the MLCC when designating a Social District:

- A copy of the resolution passed by the governing body designating the Social District and commons area.
- A copy of the management and maintenance plans, including the hours of operation, established by the local governmental unit for the Social District and commons area.
- A diagram or map that clearly shows the boundaries of the Social District and commons area. Please indicate the name, address, and location of the qualified licensees that are contiguous to the commons area on the diagram or map.

Submit the items above to:

By Mail: Michigan Liquor Control Commission - P.O. Box 30005 - Lansing, MI 48933

By Fax: (517) 763-0059

By Email: mlccrecords@michigan.gov

Additional sections of the Liquor Control Code for a local governmental unit to consider when establishing a Social District or commons area within a Social District:

[MCL 436.1915](#) - Possessing or consuming alcoholic liquor on public highway or in park, place of amusement, or publicly owned area; authority of local governmental unit or state department or agency to prohibit possession or consumption of alcoholic liquor; definitions.

(1) Alcoholic liquor shall not be consumed on the public highways.

(2) Except as provided in subsections (3) and (4), alcoholic liquor may be possessed or consumed in public parks, public places of amusement, or a publicly owned area not licensed to sell for consumption on the premises.

(3) The governing body of a local governmental unit may prohibit by ordinance, order, or resolution the possession or consumption of alcoholic liquor in any public park, public place of amusement, or publicly owned area that is owned or administered, or both, by that local governmental unit. When land is leased from a department or agency of this state, an ordinance, order, or resolution adopted pursuant to this subsection shall be subject to the approval of the department or agency.

(4) A department or agency of this state that administers public lands may prohibit by rule, order, or resolution the possession or consumption of alcoholic liquor on the public land under its jurisdiction.

(5) As used in this section:

(a) "Local governmental unit" means a county, city, township, village, or charter authority.

(b) "Publicly owned area" means an area under the jurisdiction of a local governmental unit.

MCL 436.1913(1), (2), & (5) - Prohibited conduct; unlicensed premises or place; unlawful consumption of alcoholic liquor; exceptions; construction of section; "consideration" defined.

(1) A person shall not do either of the following:

(a) Maintain, operate, or lease, or otherwise furnish to any person, any premises or place that is not licensed under this act within which the other person may engage in the drinking of alcoholic liquor for consideration.

(b) Obtain by way of lease or rental agreement, and furnish or provide to any other person, any premises or place that is not licensed under this act within which any other person may engage in the drinking of alcoholic liquor for consideration.

(2) A person shall not consume alcoholic liquor in a commercial establishment selling food if the commercial establishment is not licensed under this act. A person owning, operating, or leasing a commercial establishment selling food which is not licensed under this act shall not allow the consumption of alcoholic liquor on its premises.

(5) As used in this section, "consideration" includes any fee, cover charge, ticket purchase, the storage of alcoholic liquor, the sale of food, ice, mixers, or other liquids used with alcoholic liquor drinks, or the purchasing of any service or item, or combination of service and item; or includes the furnishing of glassware or other containers for use in the consumption of alcoholic liquor in conjunction with the sale of food.

MICHIGAN LIQUOR CONTROL CODE OF 1998 (EXCERPT)
Act 58 of 1998

436.1551 Social district permit; local management and maintenance plans; revocation; notice; liquor sale requirements within district; special license; removal of container requirements; annual permit; fee; definitions.

Sec. 551. (1) The governing body of a local governmental unit may designate a social district that contains a commons area that may be used by qualified licensees that obtain a social district permit. A governing body of a local governmental unit shall not designate a social district that would close a road unless the governing body receives prior approval from the road authority with jurisdiction over the road. If the governing body of a local governmental unit designates a social district that contains a commons area under this section, the governing body must define and clearly mark the commons area with signs. The governing body shall establish local management and maintenance plans, including, but not limited to, hours of operation, for a commons area and submit those plans to the commission. The governing body shall maintain the commons area in a manner that protects the health and safety of the community. Subject to this subsection, the governing body may revoke the designation if it determines that the commons area threatens the health, safety, or welfare of the public or has become a public nuisance. Before revoking the designation, the governing body must hold at least 1 public hearing on the proposed revocation. The governing body shall give notice as required under the open meetings act, 1976 PA 267, MCL 15.261 to 15.275, of the time and place of the public hearing before the public hearing. The governing body shall file the designation or the revocation of the designation with the commission. As used in this subsection:

(a) "Local road agency" means a county road commission or designated county road agency or city or village that is responsible for the construction or maintenance of public roads within this state.

(b) "Road authority" means a local road agency or the state transportation department.

(2) The holder of a social district permit may sell alcoholic liquor for consumption within the confines of a commons area if both of the following requirements are met:

(a) The holder of the social district permit sells and serves alcoholic liquor only on the holder's licensed premises.

(b) The holder of the social district permit serves alcoholic liquor to be consumed in the commons area only in a container to which all of the following apply:

(i) The container prominently displays the social district permittee's trade name or logo or some other mark that is unique to the social district permittee under the social district permittee's on-premises license.

(ii) The container prominently displays a logo or some other mark that is unique to the commons area.

(iii) The container is not glass.

(iv) The container has a liquid capacity that does not exceed 16 ounces.

(3) If the commission issues a special license to a special licensee whose event is to be held within a commons area located within a social district, for the effective period of the special license, and subject to the commission's approval, the governing body of the local unit of government shall delineate the portion of the commons area to be utilized exclusively by the special licensee and the portion of the commons area to be used exclusively by social district permittees.

(4) A purchaser may remove a container of alcoholic liquor sold by a holder of a social district permit under subsection (2) from the social district permittee's licensed premises if both of the following conditions are met:

(a) Except as otherwise provided in subdivision (b), the purchaser does not remove the container from the commons area.

(b) While possessing the container, the purchaser does not enter the licensed premises of a social district permittee other than any of the following:

(i) The social district permittee from which the purchaser purchased the container.

(ii) A social district permittee whose licensed premises is a class B hotel.

(5) The consumption of alcoholic liquor from a container described in subsection (2)(b) in the commons area as allowed under this section may occur only during the hours of operation under the local management and maintenance plans established by the governing body of the local unit of government under subsection (1).

(6) A qualified licensee whose licensed premises is shared by and contiguous to a commons area in a social district designated by the governing body of a local governmental unit under this section may obtain from the commission an annual social district permit as provided in this section. The social district permit must be issued for the same period and may be renewed in the same manner as the license held by the applicant. The commission shall develop an application for a social district permit and shall charge a fee of \$250.00 for a

social district permit. An application for a social district permit must be approved by the governing body of the local governmental unit in which the applicant's place of business is located before the application is submitted to the commission and before the permit is granted by the commission. The \$250.00 permit fee under this subsection must be deposited into the liquor control enforcement and license investigation revolving fund under section 543(9).

(7) As used in this section:

(a) "Commons area" means an area within a social district clearly designated and clearly marked by the governing body of the local governmental unit that is shared by and contiguous to the premises of at least 2 other qualified licensees. Commons area does not include the licensed premises of any qualified licensee.

(b) "Local governmental unit" means a city, township, village, or charter authority.

(c) "Qualified licensee" means any of the following:

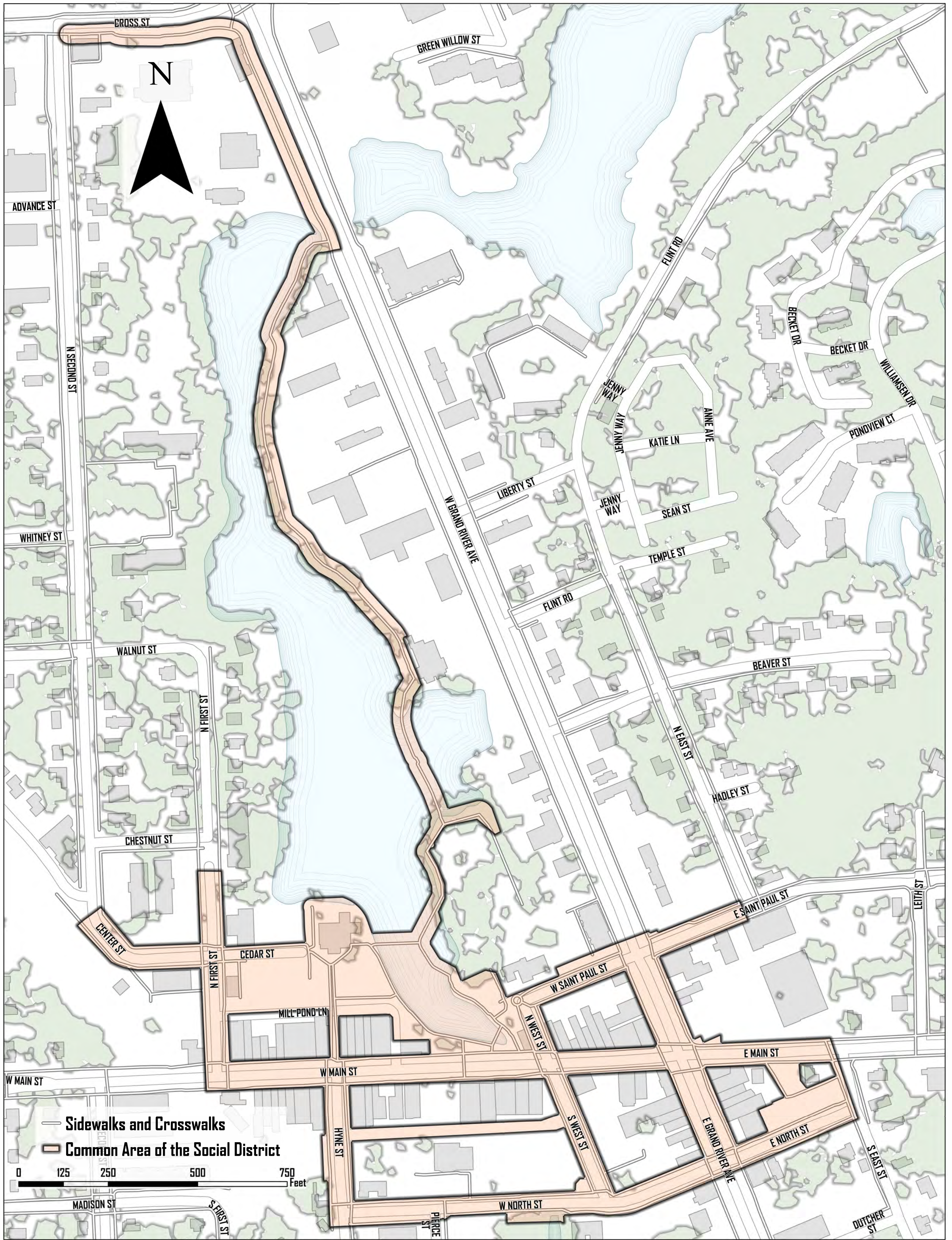
(i) A retailer that holds a license, other than a special license, to sell alcoholic liquor for consumption on the licensed premises.

(ii) A manufacturer with an on-premises tasting room permit issued under section 536.

(iii) A manufacturer that holds an off-premises tasting room license issued under section 536.

(iv) A manufacturer that holds a joint off-premises tasting room license issued under section 536.

History: Add. 2020, Act 124, Imd. Eff. July 1, 2020;—Am. 2021, Act 64, Imd. Eff. July 13, 2021;—Am. 2022, Act 27, Imd. Eff. Mar. 10, 2022.



Sidewalks and Crosswalks

Common Area of the Social District

0 125 250 500 750 Feet



Adam Zettel
Swartz Creek, MI
8083 Civic Drive
Swartz Creek
MI 48473

Guide Studio, Inc.
34194 Aurora Road Ste160
Solon, OH 44139-3803

Quoted By: Erica Deutsch

Quote

QUOTE DATE	QUOTE TOTAL	VALID TO
03/07/2024	37,000.00	05/06/2024

Exhibit A: Wayfinding Assessment & Schematic Plan

PROJECT SCOPE

Guide Studio will develop a Wayfinding Assessment and Schematic Plan for the City of Swartz Creek, Michigan.

PROJECT APPROACH

See attached Exhibit B Project Approach

PROJECT PARAMETERS

We expect to deliver this work within the context outlined below:

Project Timelines

We establish timelines with project milestone dates at the beginning of the project. These milestone dates are for review feedback, presentations, and/or meetings, and are set early to ensure all parties have proper notice for review time and attendance to presentations/meetings.

- Milestone meetings that need to be rescheduled within a week of the original date should not affect project timelines. However, milestones that are pushed back by the client team more than a week may get pushed 3-4 weeks back depending on Guide Studio's Active Project schedules.
- If a project is pushed back more than 2 months, additional time and service fees to manage the project back on track will be required.

Project Review and Feedback

Review and feedback from the Client Team and Owner/Approval Entity are required throughout the project. This feedback is critical for the development of the project but it can be difficult to decipher the desired direction when each person presents feedback separately.

- Rounds of revisions considered in scope are documented above based on the deliverable. A round of revisions is defined as any change or update requested by the Client or the Client's representative.
- We require that comments/feedback from the Owner/Approval Entity be consolidated by the Client Team to minimize the time spent on multiple rounds of revisions.
- The Client Team (with support from Guide) is responsible for approving the final direction based on the comments/feedback presented by the Owner/Approval Entity.
- Any revisions and requests for changes made after sign-off will be considered out-of-scope and a Change Order will be submitted prior to completing work. Additional revisions billed hourly.

Approvals

- Sign-off on work completed/approved direction of current Phase is required for all work to move into a new Phase.

	AMOUNT
Professional Service Fees	
Step 1	(TE)
Community Engagement & Discovery	9,500.00
Step 2	(TE)
Wayfinding Assessment & Conceptual Plan	15,500.00
Step 3	(TE)
Schematic Design & Programming	12,000.00
	Subtotal 37,000.00
	Total USD\$ 37,000.00

Terms:

DEPOSIT

Upon approval of this Proposal, we will send an invoice for the 20% deposit typically requested for the start of projects.

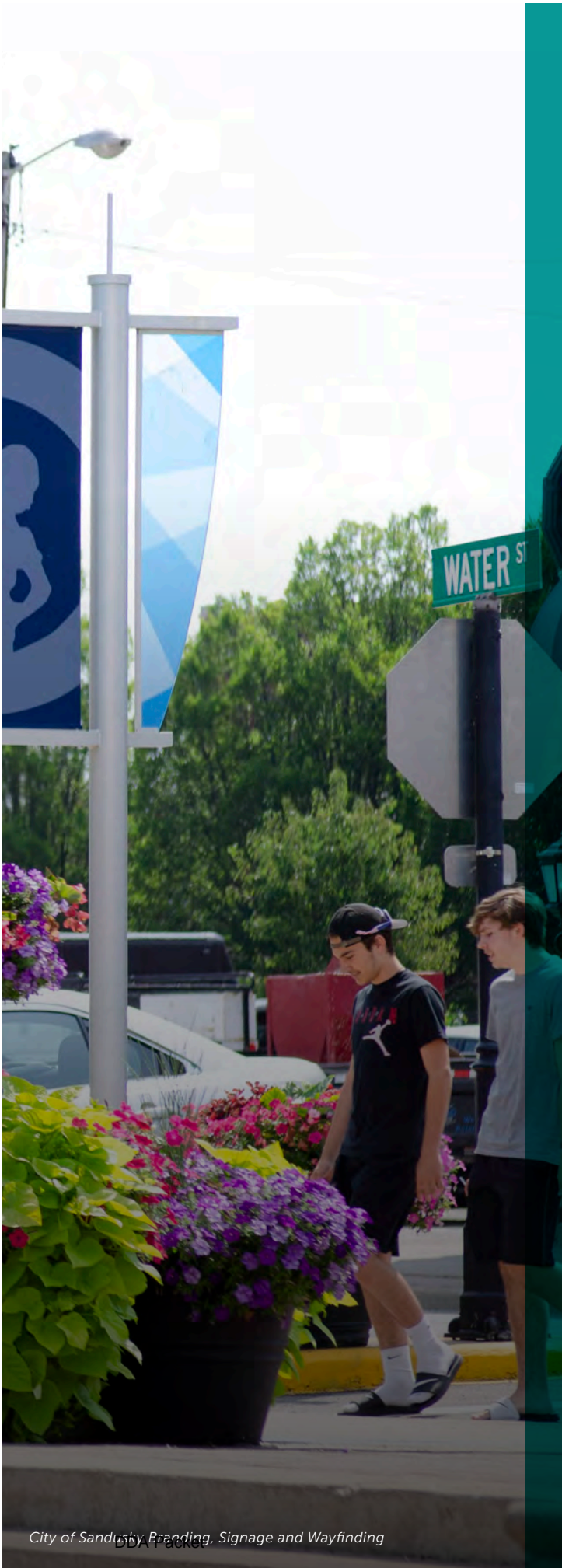
REIMBURSABLE EXPENSES (Included)

In-house reimbursable expenses such as travel expenses, mileage, digital outputs (color), digital output (b/w), large format output (color), presentation materials, CDs, scans, postage/couriers, and other incurred costs are included in the total fee.

Fees and expenses estimates do not include applicable sales or use tax.

Acceptance

Signed: _____ Date: _____



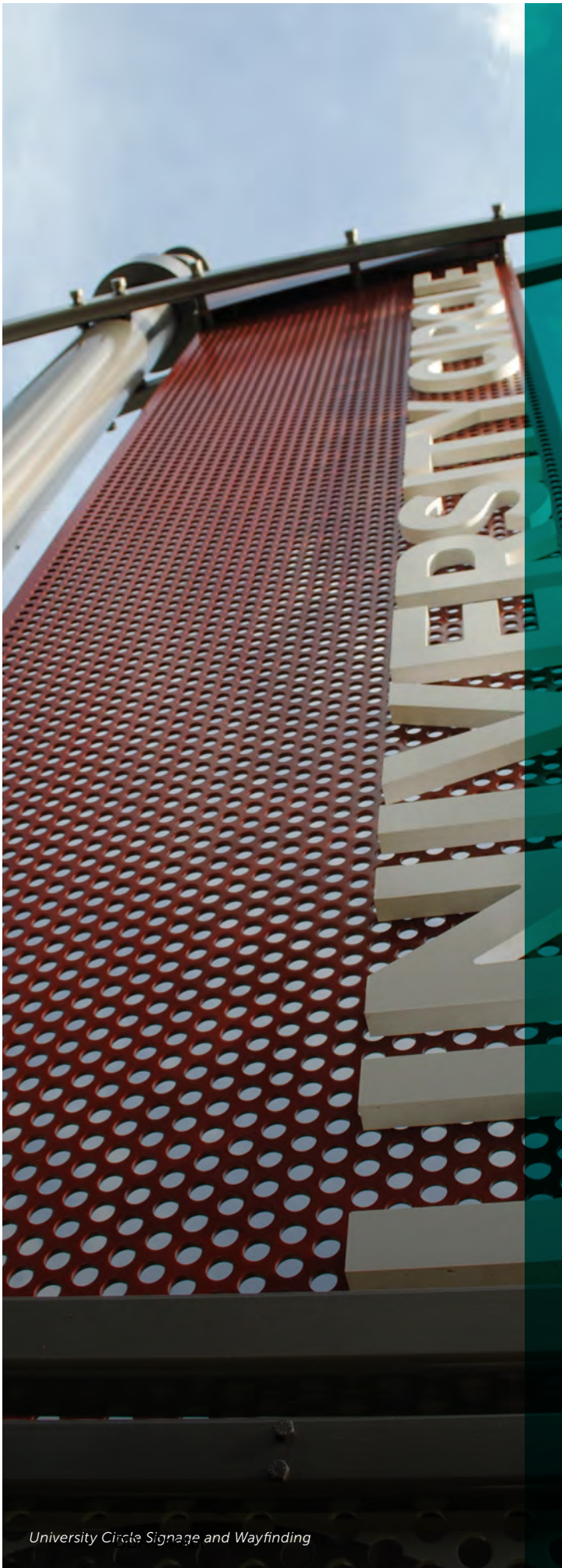
Guide[↑]

Branding & Wayfinding for Places with People-traffic

Guide Studio is a multidisciplinary design studio that helps communities and public places engage people, manage image, and enhance experience — so these organizations can work to strengthen pride and attract investment in their communities.

When we approach any project, we consider the opportunities each person has to engage with your place. We help you create the image you want and provide the tools that ensure your brand is positively and appropriately represented in each interaction — from the first visit to your website to the moment they walk through your streets and any communication that follows.

Communities and public places share the unique challenges of connecting philosophical, physical and virtual experiences. When each touch-point represents your vision and values, the visitors, residents, and stakeholders that engage and trust become champions by demonstrating pride and investment.



Services

We believe that Brand and Wayfinding are powerful communication tools that can improve image, elevate experience, and contribute to positive economic growth for communities and public places.

When people experience a place, they encounter many touch-points – each interaction an opportunity for things to go wrong (or right!). Guide Studio services make building your image and managing your reputation easier while helping you create positive, lasting impressions along the way.

Wayfinding

Wayfinding is one of the most valuable communication tools that public places can use to set up a positive and engaging experience for people who are new to or unfamiliar with a place. Signage and technology are part of the wayfinding tool kit; but more than that it's a strategy that provides information in the right way, at the right moments, so people don't get lost or confused.

Place Branding

Branding is important to any public place. It defines the critical elements that people value about a community and provides a foundation for how to express these things to the most people in the most consistent way.

Brand Implementation

A place brand is so much more than a logo. Understanding how to use a brand platform to effectively communicate to audiences, attract new people or businesses, and improve the image of place requires planning, creative implementation and resource management.



Methodology

Design With Direction®

Since 1997, Guide Studio has partnered with communities and place-based organizations to communicate and engage with their residents, visitors, and local businesses — helping them create places where people thrive.

Investing in signage and wayfinding can positively shape people's experiences and perceptions. **Design With Direction®** is the 4-step methodology that helps us develop thoughtful strategies, plans, and designs that will help improve the use, understanding, and enjoyment of your environments.

- 1 ENGAGE**
It starts with people.
- 2 PLAN**
A blueprint for everything.
- 3 DESIGN**
Tools to tell your story.
- 4 IMPLEMENT**
Guidance and support to help you succeed.



Design With Direction®

1 ENGAGE *It starts with people.*

The best part of our jobs is getting to know new people and places! We have developed a tool box of fun and engaging exercises that allow us to facilitate strength-based conversations. From these we can gain an understanding of how people perceive, use, and navigate your places and spaces.

We are experienced facilitators who value appreciative inquiry and face-to-face engagement with the people of your community. While we may have the expertise to develop wayfinding strategies and designs, the members of your community hold the knowledge to inform how these plans influence the desired experience.

DISCOVERY DAYS

Our community engagement begins with a multi-day visit. It is important that we spend uninterrupted time with your people and place. During our time with you we will conduct a variety of focus groups and exercises which may include:

- Two-hour wayfinding discovery workshop(s) with your steering committee and with an invited group of community stakeholders
- Windshield and Walking tours of your parks
- Focus groups and interviews for more specific feedback. This may include: children and teens, visitor-based organizations, residents groups, etc.

ONLINE SURVEYS

We use online surveys for broader outreach. We do this to gain information on initial beliefs, perceptions, and experiences.



Design With Direction[®]

2

PLAN

A blueprint for everything.

Effective wayfinding is essential for creating a positive user experience and can help to improve comfort, safety, and accessibility for all users. A wayfinding strategy and plan defines the visual cues and navigational tools to help people find their way in your environment. It aims to create a user-friendly experience that guides people efficiently and effectively while minimizing confusion and frustration.

We begin with the end in mind, our responsibility is an project that reaches our clients' goals. From our discovery sessions and visit, we develop a Wayfinding Framework that outlines the strategies and tactics for improving the experience of your environments.

Wayfinding strategy and planning include the following exercises:

- Analysis of streets, facilities, places and spaces to identify key points of interest, decision points and navigation challenges.
- Audience assessment to understand the expectations and needs of various user groups such as people with disabilities, non-native speakers, or children, to ensure that the wayfinding experience is accessible to all.
- Research related to Department of Transportation standards and best practices, state and federal regulations, accessibility requirements and guidelines, and other rules that apply to your environments.

Your Wayfinding Framework contains the following documentation which will be the foundation of your program:

- User profiles and recommendations
- Sign Type Hierarchy
- Naming Convention/Nomenclature Matrix for messaging
- Preliminary location planning
- Preliminary budget development
- “Beyond signage” placemaking and experience recommendations



Design With Direction®

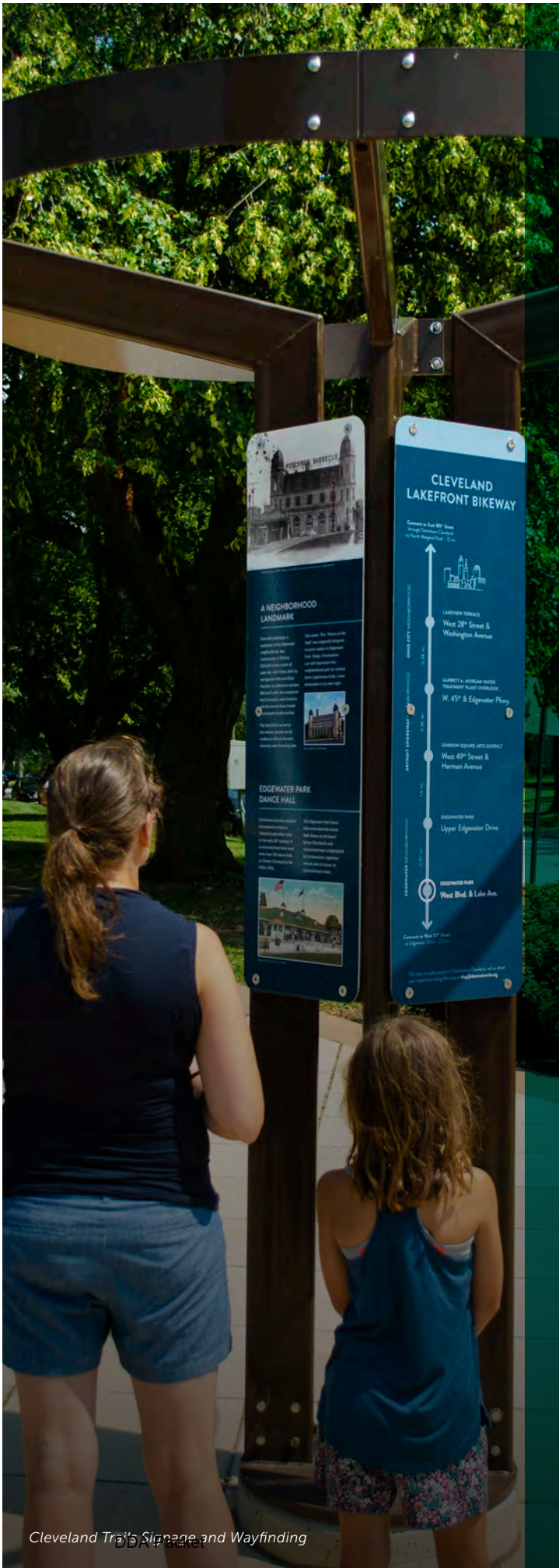
3 DESIGN *Tools to tell your story.*

Design is time for creativity combined with problem-solving, allowing you to see your wayfinding strategy converted into tangible visual tools to guide people through your desired experience.

Signage is a complex form of communication. Clear, consistent visual language that reflects your community's character and provides users with the information they need in the right way, at the right moments, so people don't get lost or confused.

When designing signage and wayfinding systems, we use a three-step iterative design process that allows for your team's review and input at each stage. Through the design solutions we present, our team is always keeping the following in mind:

- **Messaging:** This is the main purpose of signs, which means the message not only needs to fit the sign, but context, placement, and legibility must all be considered as part of the design.
- **Context and placement:** The environment where the sign will be placed also affects the sign's design.
- **Regulatory parameters:** Many different types of sign codes and regulations affect the size of signs, lettering reflectivity for night visibility, placement or location of signs, accessibility considerations, and even the materials used in construction. Local, state, or federal agencies dictate these, and our team investigates these requirements so they are taken into consideration during design.
- **Updateability and maintenance:** How signs are constructed, as well as the materials used, affect the use, durability, and longevity of a sign program. Industry best practices, along with your expectations, are taken into consideration as part of the sign program design.
- **Budget:** We continually review and consider your budget in the design decisions we recommend. Our team of experienced designers knows how to provide cost-effective design adjustments without sacrificing the quality of the design.



Design With Direction[®]

4

IMPLEMENTATION

Guidance and support to help you succeed.

Signage and wayfinding programs are all fun and games until they have to be built and installed. The plan and design – won't be worth your investment if it's not fabricated and implemented to spec, making your vision the reality. The process involves third parties, long timelines, materials, and lots of documentation and communication. Needless to say, things can get complicated.

We recognize that implementation is a major investment for our clients. Our responsibility is to ensure the finished product aligns with the original design intent and quality expectations. We coordinate with the selected contractors, carefully review their documents and materials, and bring up any questions and concerns so they can be addressed before construction and installation begin.

Our involvement in the implementation phase provides the following:

- **Elevated accountability:** The finished program is a reflection of our wayfinding and design expertise, so we take full accountability for design coordination, production, and installation.
- **Attention to detail:** Implementation requires a lot of details. Our team will carefully review all contractor's documentation, proofs, and final materials and bring up any questions or concerns on your behalf.
- **Cost savings:** We have worked with fabrication and installation contractors for over 20 years. We understand the industry and our collaboration with these partners can uncover recommendations that maintain or improve the finished product's quality while bringing cost savings to you.
- **Less worries:** We know you have a variety of other responsibilities. If our team is involved, all the coordination legwork is off your plate.

Our Promise

- To guide you through a creative and strategic process that helps you understand how brand, wayfinding and placemaking tools can be effectively used in YOUR community;
- Provide a process that allows you and your stakeholders to feel that you contributed and feel a sense of ownership for the project and its outcomes;
- And project deliverables that allow your team to feel prepared to confidently implement this work when you are ready.
- That you have supportive partners in our team as you begin to work on your image and experience.

Project Scope

1. **Project Work Area** We will study and provide comprehensive recommendations for the entire Swartz Creek area that guides travelers to key public destinations including landmarks, points of interest, parks, shopping, dining, and parking opportunities utilizing Gateway, vehicular and pedestrian directionals.
2. **Discovery & Engagement** We involve members of the community to provide their own observations regarding signage and wayfinding issues and experiences as well as tapping into their expertise of place — understanding the character, personality and unique stories that make your community special.
3. **Wayfinding Assessment and Framework** The Framework will present our observations and recommendations for improving the experience of your City.
4. **Sign System Design** The design phases are through DRAFT Programming and Schematic Design.
5. **Program Budget and Development Proposal** We will present a budget for the implementation of the program, and a recommended scope and approach for the next phase of development.

Project Approach

Getting Started

- **Client Team:** We refer to the Client Team as the one to two individuals from your organization who will act as the project managers on the client side.
- **Steering Committee:** For balanced support throughout the project process, we will utilize a Steering Committee made up of local and civic organizations. With the support of Guide, this group will be responsible for advising the process, making decisions and advocating for the determined solution.

Research

- **Kick-off Meeting with the Client Team:** To establish priorities, define the work plan and project timeline, set benchmarks, define the working relationships, and identify the appropriate public and/or internal communication process. We will determine the approach to gathering both qualitative and quantitative data and learn about challenges as you see them to help guide our Phase 1 work.

- **Existing Brand, Master Plans, Special Initiatives Review:** We will request any existing strategic plans, narratives, brand and identities currently in use for review and analysis. This information helps to inform how we develop our discovery sessions as well as future recommendations.

Based on our Methodology Design With Direction® outlined in the previous pages, we expect to include the following tasks, activities and deliverables to fulfill your expectations.

1

COMMUNITY ENGAGEMENT

Discovery for Wayfinding Assessments We recommend in-person discovery that includes the following activities:

- **Experience Tour and meeting with the project team:** This will be a mix of windshield and walking tours where you highlight for us, all the amenities and experiences offered in your community.
- **Discovery Workshop:** The consulting team will conduct Discovery Workshops with the Steering Committee. This workshop will help us understand in greater detail what your stakeholders see as the biggest challenges and greatest opportunities for the ideal experience.

Wayfinding Planning session Our project team will spend the next morning analyzing the results of the site visit and discovery workshop to begin developing the wayfinding strategy.

- **Preliminary Wayfinding Strategy Working Meeting w/Steering Committee:** On the afternoon of the second day, we will conduct a meeting to share with you the initial thoughts from our Planning Session — the foundation for the wayfinding strategy. This working session allows us to make sure we all are on the same page before we begin to develop the Signage and Wayfinding Plan.

2

SIGNAGE & WAYFINDING ASSESSMENT

Assessment Development

The Assessment contains our recommendations for signage and wayfinding for your community. This comprehensive document may contain the following information:

- User profiles and recommendations
- Present an audit and analysis of the study area
- Destination List
- Sign Type Hierarchy that outlines and defines the recommended sign types
- Naming Convention/Nomenclature Matrix for messaging
- Preliminary Location Plan
- Preliminary budget development
- “Beyond signage” placemaking and experience recommendations

Conceptual Ideation

- **Conceptual Ideation** will address functional and aesthetic goals for your sign program. We will present up to (2) conceptual design themes for the proposed program. Client team/Steering Committee will select a conceptual direction to move forward and provide consolidated feedback to inform the next phase of development.

- Conceptual Design typically includes hand sketches, support imagery and notations to describe the concepts.

- 4-6 sign types will be selected from the Sign Type Hierarchy to demonstrate the conceptual design themes.
- We will present the completed Framework and Conceptual Ideation to the Steering Committee.
- Based on selected direction and the preliminary location plan, we will develop your preliminary program budget.

3

SIGN PROGRAM DESIGN

Based on the selected concept direction, our team will begin to develop the sign family, which includes the development of a coordinated Message/Content Schedule and Location Plan. Activities and deliverables include:

- **Programming** We will create message schedules and location plans for the sign program. Client team will review and provide consolidated feedback.
 - Review, comment and update of location plans and message schedule will occur at the time of fabrication and installation to ensure an accurate program at the time of implementation.
- **Sign Family Design (30% Schematic):** Based on the selected Conceptual Theme, we will develop designs for all the sign types recommended.
 - Schematic level designs provide scaled drawings with basic dimensions, material, color and recommended fabrication techniques. Client team will review and provide consolidated feedback. Any revisions will be presented in the Design Development completed in collaboration with selected fabricator.

Schematic Design and Programming Presentation Progress will be presented to the client team for review and comment on the design direction before moving on to the development of the project budget and implementation plan.

Implementation Plan

- **Updated Program Budget** we will work with a fabrication partner to get budget numbers based on the selected design.
- **Phased Implementation Plan** we will provide recommendations on how the Sign Program may be implemented over a period of time with alignment of projects and resources.

Proposed Project Schedule

WEEKS 1-2

- **Kick-off meeting with client team via online meeting**
 - Internal project & Discovery Workshop preparation
 - Conduct initial research; Review of existing research, plans, etc.
-

WEEK 3

- **Visit #1: Discovery Workshop**
-

WEEKS 3-7

- Conduct Wayfinding Assessment and develop Wayfinding Assessment
 - Conceptual Sign Program Design
 - **Visit #2: Presentation of Wayfinding Assessment and Concepts to Client Team/Steering Committee**
-

WEEKS 8-12

- Sign System Programming (Round 1)
 - Schematic Design (30%)
 - **Presentation of Design Development to Client Team/Steering Committee via online meeting**
-

WEEKS 13-15

- Budget and next step proposal development
 - **Presentation of Budget and Implementation Plan via online meeting**
-

Next Steps

Once we know and understand the exact needs of your community and you have decided on the design direction, we will be able to provide you with a formal proposal for the development of the full system or specific focus areas based on your budget and priorities.

The following are considered the next steps of design development and are not included in this proposal.

3

SIGN PROGRAM DESIGN

Based on the selected concept direction, our team will begin to develop the sign family, which includes the development of a coordinated Message/Content Schedule and Location Plan. Activities and deliverables include:

- **Sign Family Design (60% Design Intent):** Based on the selected Conceptual Theme, we will develop designs for all the sign types recommended.
 - Design Intent includes more functional details with selected material, color, finishes, etc. Detailed views of architectural elements, construction and installation will also be developed in this step. Mock-ups/photo renderings of the signs within the context of the proposed environment will be developed.

Design Intent Presentation Final presentation of the Wayfinding Signage Program. This would also be a great time to regroup with Stakeholders to share the progress of the work they helped develop.

Bid/Construction Documentation

Based on the phasing plan, we will create Bid/Construction Documents for each “project”.

- Sign System Programming: Location plans and a coordinated message schedule will undergo a final update including notations for barriers to installation.
- Sign Type Drawings: Drawings may include additional views and details for each sign type along with more extensive dimensioning of sign structure components. Material and installation specifications will be finalized.

4

IMPLEMENTATION

Implementation Support

While design may be complete, the implementation phase is when the sign program comes gets built and installed. Our team will be there every step of the way to help in finding qualified contractors and ensuring that the program being fabricated meets design intent and quality expectations.

- **Pre-Bid Meeting:** if applicable, we will attend a pre-bid meeting to aid in presenting the project intent to potential contractors and answer any questions that will aid them in submitting a proposals.
- **Bid RFI's - Answer** Requests for Information during the bidding/Requests for Proposal process, our team will formally respond to requests for information (RFI's).
 - Bid Review and Evaluation - The project team will review submitted proposals and provide the client with a compilation of project bids and evaluation report, along with a formal recommendation for the project award.

- **Fabrication Support Includes:**

- Meeting with the selected contractor(s) for the start of work to review all program documents.
- Shop Drawing/Sign Face Layout Review - Colors, materials, and fabrication methods via the review of shop drawings and message layouts. We will red-line shop drawings and send them to your team for review and understanding of any design intent issues we may find with the recommended fabrication methods.
- Material and Finish Review - Material samples and sign-type mock-ups (if specified) to confirm that all submitted items comply with our design intent.
- Sign Location verification and walk-through with client and contractor.
- Survey of the finished project; prepare a detailed punch list.



Jeepers Creekers is a non-profit, volunteer organization that coordinates the annual fall festival which draws more than 1,000 children and their families to downtown Swartz Creek.

The festival committee relies on community support to cover the bills, such as insurance and porta-potties, and pay for some of the attractions. This year, we are hoping to also provide one bag of candy to everyone who signs up for the trunk-or-treat. Last year, only half of the registered “trunkers” showed up. We believe that was due to the price of candy.

Jeepers Creekers helps promote activity and commerce downtown, and reinforces a positive image of the community. For this reason, we endeavor to make sure everyone has an enjoyable experience. Part of that is ensuring there are sufficient trunks for the trunk-or-treat.

We are asking the Downtown Development Authority to consider being the title sponsor again this year. We are requesting \$2,000, or whatever the DDA deems appropriate. We will include the city/DDA logo on print and online marketing, and a banner displayed during the festival and summer makers’ markets.

Thank you for your consideration.