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## MEMORANDUM

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To: Douglas Downtown Development Authority

From: Rich LaBombard  
City Manager

Date: March 22, 2023

RE: Gateway Sign Canvas Presentation

Art in Douglas, made up of six galleries that include Water Street Gallery, Ox-Bow House, Mr. Miller's Art Emporium, Button Gallery, Mixed Media Gallery, and LebenArt Gallery, would like to make a presentation to the DDA Board and make a recommendation to update and repair the signage at Blue Star Highway and Center Street and Blue Star Highway and Main Street.

### **Discussion Item**

March 16, 2023

To: DDA  
cc: City of Douglas

From: "Art In Douglas" Galleries  
Members: Water Street Gallery, Ox-Bow House, Mr Miller's Art Emporium, Button Gallery, Mixed Media Gallery, LebenArt Gallery

Topic: Signage for Downtown Douglas

It has come to the attention of many that the signage directing people to downtown Douglas needs to be addressed. The current two signs are no longer relevant and in need of repair.

The 6 galleries, which are members of Art In Douglas, would like to respectfully make the following proposal. Our recommendations can be found on the next page. We have also included a presentation of design options to replace the signage currently being displayed at Blue Star & Center and Blue Star & Main. We feel that these proposals will benefit all the galleries, shops and restaurants along Center Street.

We would like to request time on the agenda for the DDA meeting on March 22 for a representative of our group to submit a proposal for updates to the two signs. We would also like to ask for time for our group to entertain and respond to questions from the Board.

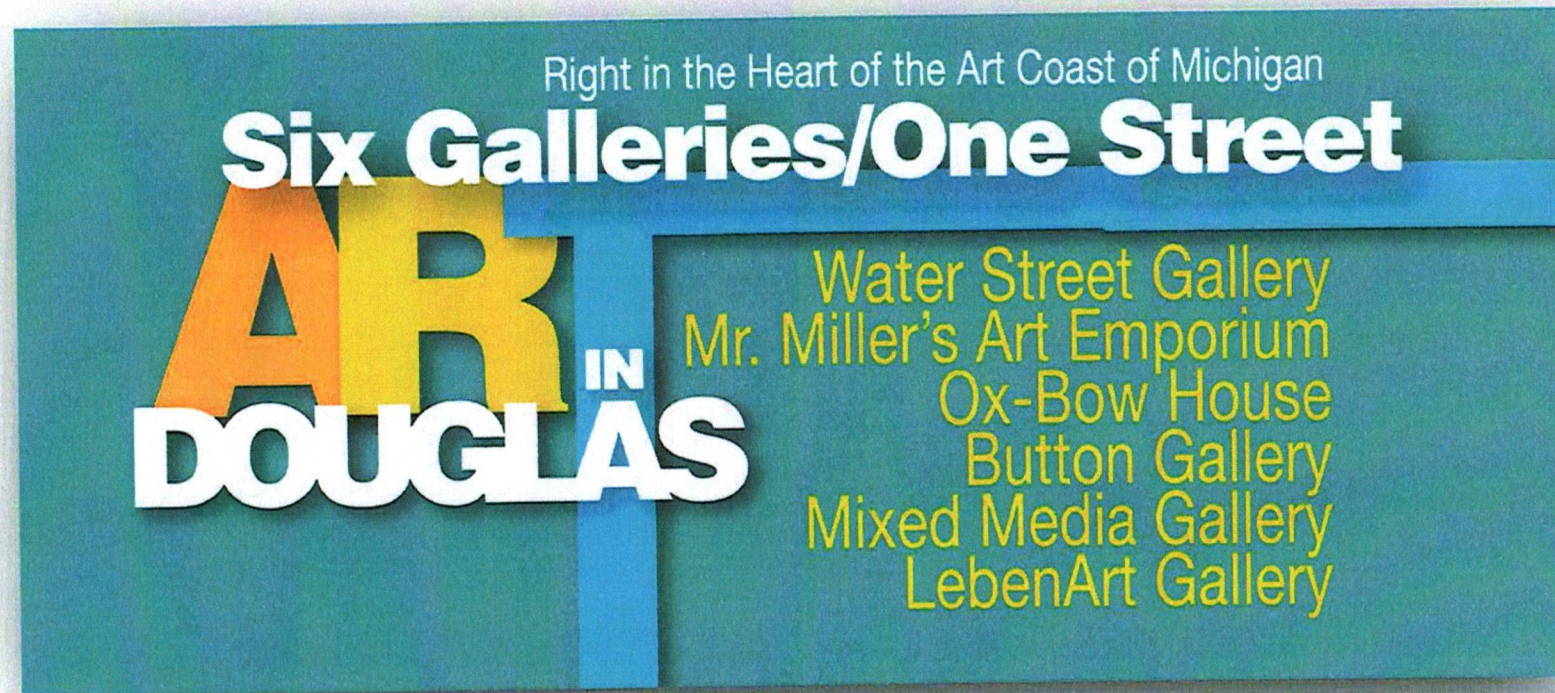
It is our hope that you will agree with us that this matter needs to be addressed immediately and the new signage be installed before the 2023 tourist season begins.

Thank you for your consideration.  
Respectfully submitted,  
Art In Douglas Galleries



# A New Sign Proposal

by the Six Galleries in Art in Douglas





## Downtown Douglas Signage Proposal Details

### DESIGN OPTIONS

We have included design options for the DDA Board to consider. These are suggestions we believe best communicate the message we want to send to prospective visitors to the Downtown area of Douglas. We believe these designs are clean, easy to read and will benefit the entire downtown area. One of the designs shows how the new city logo can be added to the side of a sign in a creative manner.

### VINYL WRAPS

The sign on Center & Blue Star can easily be replaced with new 54"x104" vinyl wraps at a small cost. The current wrap is held on by screws and grommets. Our proposal calls for the old vinyl wraps to be removed and new ones attached with screws or grommets. Source One Digital from Muskegon printed the vinyl wraps that are currently on the sign. These are the same vinyl wraps used on the CVB's billboard and they have held up well. The cost for 3 new vinyl wraps in 2022 was \$328.16. (The estimated price would probably be somewhat higher for 2023.)

### ARROWS

We propose the council chooses sign designs which include a prominent arrow directing people to where the downtown area is located. This would make the need for the large red arrows currently at the bottom of the sign unnecessary. This would also allow for the bushes to accent the sign instead of hindering it. This will also give the sign a cleaner and greener feeling.

### LIGHTING

We propose that the marquee lights currently on the sign be removed. They do not add to the readability of the sign at night. We suggest lighting the sign from the ground upward would be more a more effective plan. During winter holidays, festive lighting could be added to the bushes for a decorative look.

### SIGN AT MAIN & BLUE STAR

The sign at Main & Blue Star can use the same method of attaching a vinyl wrap with some minor modifications. We propose adding a 4x8 piece of 3/4" ACX sanded plywood or similar weather proof board to the surface of the sign. Enlarging the sign would improve its impact and visibility. This would allow for a vinyl wrap 4'x8' to be attached with screws or grommets to cover the area. One of the graphics that we have submitted shows how this enlarged signage area would appear. (We estimate the cost of the wood and hardware to be around \$200.)

### PAINTING

We propose that both signs be painted in a color to match the colors in the vinyl wrap or colors in the new Douglas logo. This would further enhance the design of the two signs.

## **Our Vision**

**It is 1pm on a summer Wednesday in Downtown Douglas Michigan.**

**Drivers are in search of a parking space.**

**Shop doors are open and colorful flags are hanging.**

**Pedestrians are strolling the sidewalks.**

**All the restaurants are open for lunch where groups are enjoying a relaxed meal.**

**Folks are resting on city benches with shopping bags at their feet and a latte in their hands.**

**People are walking their dogs and pausing near the pet store.**

**Others are visiting galleries and sculpture gardens.**

**These folks followed a sign and found their vacation destination.**

**And.....**

**If you listen carefully.....**

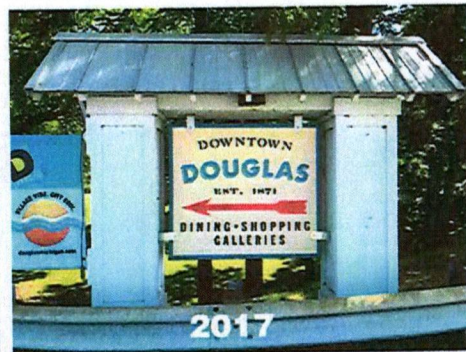
**you can hear the sound of credit card taps, swipes and inserts.**

**Please help us reach for this vision in 2023.**

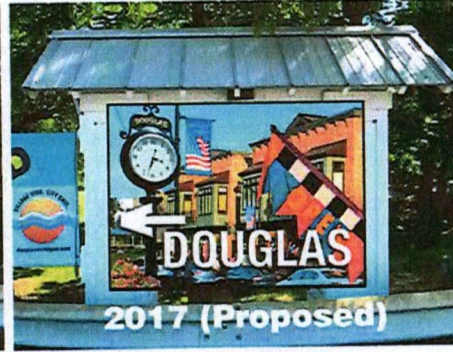
**Members of Art In Douglas**



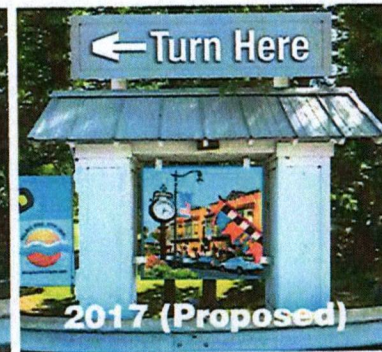
# The Sad & Frustrating History of the Douglas Sign



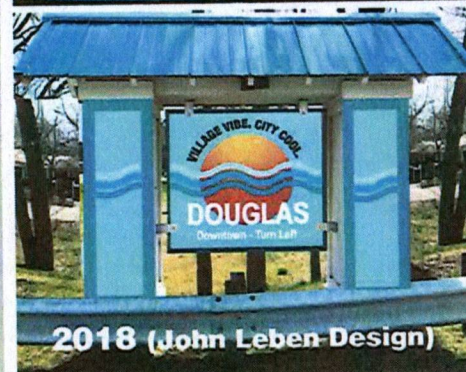
2017



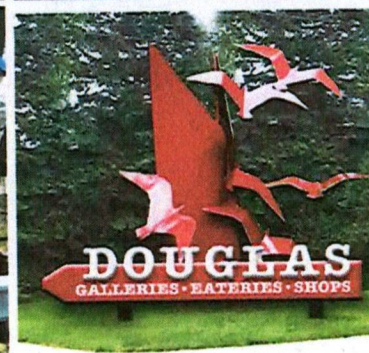
2017 (Proposed)



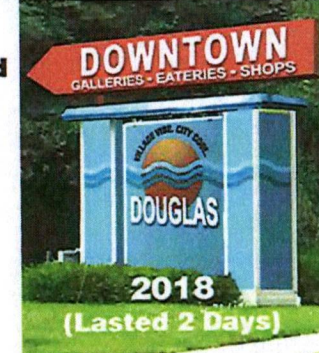
2017 (Proposed)



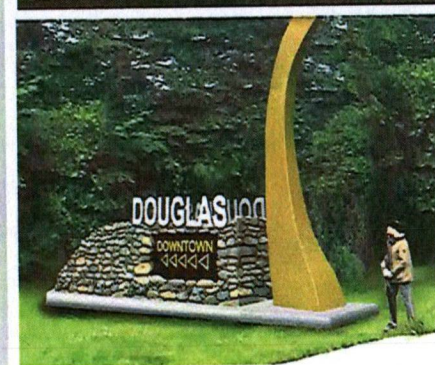
2018 (John Leben Design)



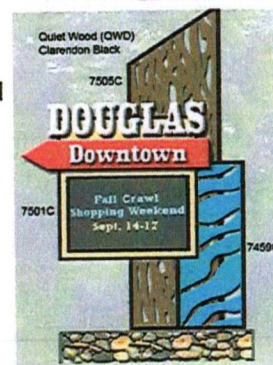
Proposed  
by John  
Leben @  
Cynthia  
McKeen  
2018



2018  
(Lasted 2 Days)



Proposed  
by John  
Leben @  
Cynthia  
McKeen  
2019



Proposed  
DDA  
Committee  
2020

A visual  
history of  
John Leben's  
frustrating  
interaction  
with the  
Douglas Sign.



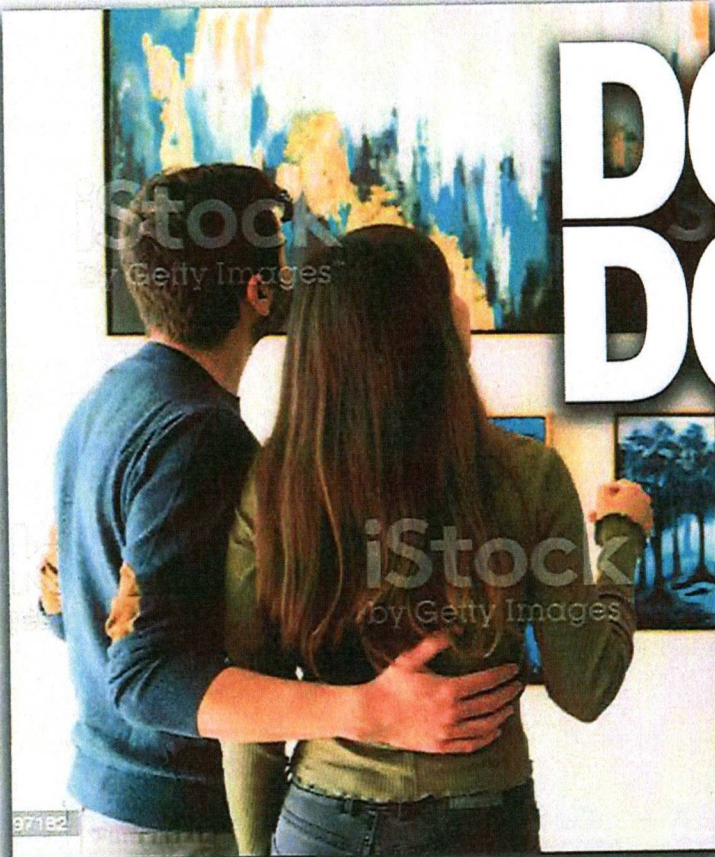
# DOWNTOWN DOUGLAS



**boutiques  
galleries  
eateries**

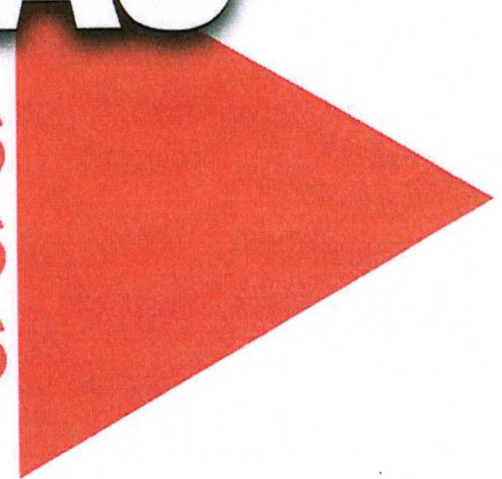






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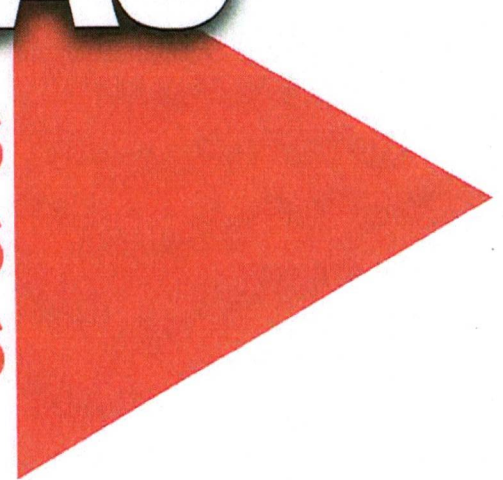




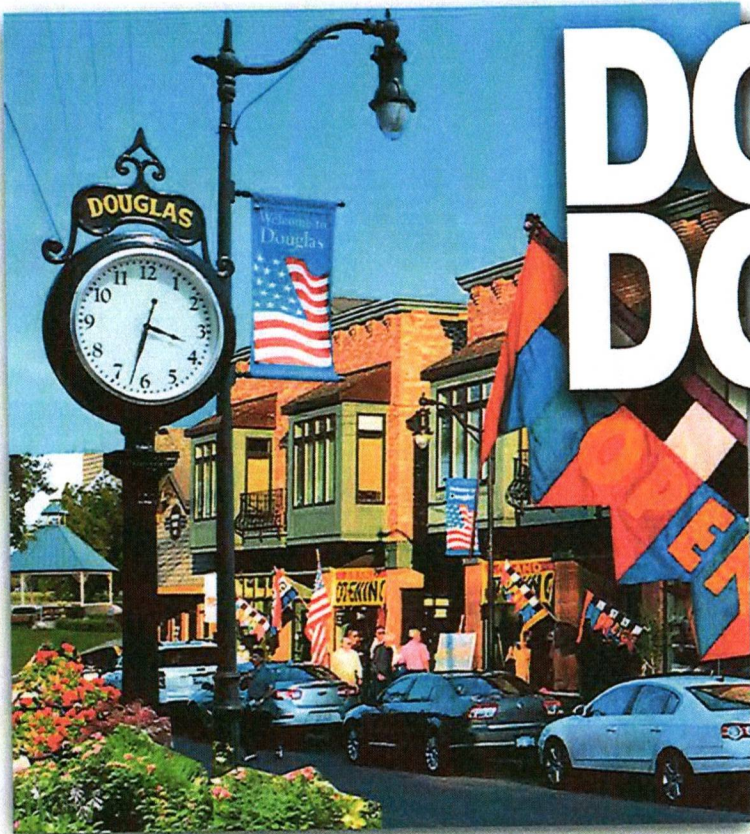


# **DOWNTOWN DOUGLAS**

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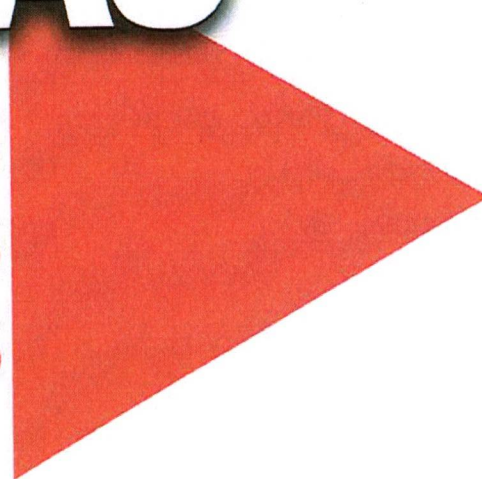






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