

Downtown Advisory Board
AGENDA ITEM SUMMARY



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** February 8, 2022

TITLE OF ITEM: 7th Avenue Visioning - *Jamie Carpenter, Downtown Manager*

SUMMARY:

In 2021, the Downtown Workplan included a 7th Avenue branding/visioning process. In spring, 2021, an RFP was released to find a consultant who can help guide the process, including public input and participation. Deliverables requested include:

- An outline for public input that includes price breakout and areas department staff will be needed for support or facilitation.
- A simple brand story or theme outline that includes a brief summary for how that brand was developed by a public input process, and any additional recommendations.
- A logo design that can be adapted for multiple formats, including:
 - Full color version on black, white and transparent background
 - Single color version on black, white and transparent background
 - Grayscale version on black, white and transparent background
 - Horizontal and vertical layout (if necessary)
 - High resolution vector logo that can be scalable and includes layered images of the final approved logo, as well as flattened images in .jpeg, .png and pdf formats.
- Consultation on style for gateway signage that will be installed as a part of the streetscape improvement that fits within the context of the brand story.

The project was put on pause in June 2021, due to a separate discussion regarding the naming of the Green Meadows / Brooklyn neighborhood. The Downtown Advisory Board took the pause in order to make space for those discussions occurring within the neighborhood. While this was a separate project, the residents of Green Meadows / Brooklyn are neighbors and stakeholders of the 7th Avenue Business District. The visioning process for 7th Avenue will include public input meetings that invite and involve the residents in the Spring.

Timeline:

- **March** - Present to City Council, Interview Motley Local, Destination by Design, Arnett Muldrow
- **April** - Select consulting firm
- **May – June** - Launch project, including timeline for public meetings and public participation using guidance from firm; Community input during Farmers Market; Public meetings and information gathering
- **July-September** - Complete visioning, unveil logo and design guidelines