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## MEMORANDUM

To: Board of Directors  
From: Executive Director

Date: Meeting of the Board  
July 16, 2024

TOPIC: **LUMBER YARD MARKETING AND PROJECT IDENTITY**

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The DDA is about to move into the demolition, clean up and planning phase of the Lumber Yard Project. As part of that effort our office is planning several things:

1. A Volunteer Walk through and sign up day
2. Clean out of the Office Building and Main Barn
3. Engaging engineering to draw building footprints/build areas
4. Finishing Due Care plans for ground remediation and demolition activity
5. Deconstruction of certain walls and roof areas in pre-demo building prep to save material
6. New construction barrier fencing for security
7. Possible grant acceptance and inter-local agreement(s)

These are just a scratch of the surface of the next steps. To better coordinate people, access, and identity, applications, etc., we need to confirm the project name and identity. This would allow the following:

- a. Design and Order t shirts with the name and project so people on site are identified for safety purposes.
- b. Production of marketing and promotion materials for the attraction of a private partner for the gateway frontage.
- c. Unifying current and anticipated application materials for grants, plan approvals, demo permits, etc.
- d. Lots more.....

The following pages are an outline of the questions we should answer to settling on a final project name, which will become the permanent identity, along with my recommendation.

## **How to Develop a Project Name**

Developing a project name involves several key considerations. Here are some questions to guide the process:

1. Historical Significance:
  - a. What is the historical significance of the lumber yard?
  - b. Are there any notable events or figures associated with the site?
2. Location:
  - a. How does the location next to a creek influence the character of the project?
  - b. Are there any local landmarks or geographical features that could be incorporated into the name?
3. Purpose and Vision:
  - a. What is the main purpose of the project (e.g., community space, commercial development)?
  - b. What is the overall vision or theme of the project?
4. Target Audience:
  - a. Who is the primary audience or community that the project will serve?
  - b. What image or feeling do you want the project name to convey to this audience?
5. Aesthetic and Style:
  - a. What aesthetic or style are you aiming for (e.g., vintage, modern, rustic)?
  - b. How do you want the name to reflect the architectural and design elements of the project?
6. Naming Conventions:
  - a. Are there any naming conventions or traditions in the area that should be considered?
  - b. Do you want to include words like "historic," "preservation," or "heritage"?
7. Practical Considerations:
  - a. Is the name easy to remember and pronounce?
  - b. Is the name unique and not already in use by another project or business?
8. Emotional and Cultural Impact:
  - a. What emotions or cultural significance do you want the name to evoke?
  - b. How does the name honor the history and culture of the area?
9. Stakeholder Input:
  - a. What feedback or input do stakeholders, such as local residents, historians, and business owners, have about potential names?
  - b. How can you incorporate their suggestions and concerns into the final decision?
10. Future Growth and Flexibility:
  - a. Will the name be flexible enough to accommodate future growth or changes in the project?
  - b. Does the name allow for potential expansion or additional phases of development?

Answering these questions will help create a meaningful and effective project name that aligns with our goals and resonates with the community.

## **RECOMMENDATION**

With no pressure or expectation of automatic adoption, our office has been using “Lumber Yard at Paint Creek”. This is a simple title that is easy to say, remember and recall. It doesn’t have a persons name, and while seemingly general, it identifies the historic name of the site and its placement along the Paint Creek.

It is the hope of the project charettes, and much of the dialogue in this year, that the project open up better access and sue of the Paint Creek, the pedestrian path/bridge and improvement of the MDOT owned property. Using a title that pulls together location and history, allows the project to become a greater destination.

We don’t go to “Sandusky Amusement Park” we go to “Cedar Point”

We don’t go to "Orion Township Amphitheater" we go to “Wildwood”

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It is recommended that we adopt “Lumber Yard at Paint Creek” as the official project name and apply that title to all marketing, application and other materials to begin building an identity around the project. **THIS IS ONLY A RECOMMENDATION**

What steps could we take?

1. Refer this to a sub-committee
2. Host a brainstorm meeting with Main Street Committee members
3. Adopt a name at this meeting (Preferred)

If we do move forward with “Lumber Yard at Paint Creek” what would it look like on day one...



*Lumber Yard at Paint Creek*

