

MEMORANDUM



TO: PETE AUGER, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNICATIONS
SUBJECT: BEAUTIFICATION COMMISSION
DATE: AUGUST

The Novi Beautification Commission (NBC) would like to create a Gateway/Entryway sign sponsorship project. The project would allow local corporate entities, groups, and individuals to adopt one of Novi's "Welcome to Novi" signs. The project would encourage corporate entities to maintain the area surrounding the entryway signs and keep them tidy at certain identified, safe community entrances in the City for a minimum period of two years. In return for their sponsorship efforts, the City would recognize and acknowledge the spirit and generosity of such sponsorship through an appropriate, City-approved placement of the name of the entity on a sign or plaque to be placed near the gateway sign for a specified period of time as well as recognition on the City's website.

Corporate entities, groups, or individuals wishing to sponsor a Gateway sign would complete a **"Welcome to Novi Sign Adoption Program"** application and provide a plan for planting and/or upkeep of the area surrounding the sign. Plans should be practical, environmentally sound, and contribute to the surrounding ecosystem. A list of available signs would be available on the City's website along with the application. A draft application is attached. The City of Novi and the Novi Beautification Commission will review and approve applications. All plans must be approved prior to planting and other upkeep under consideration to ensure no foreign or invasive materials are present in the area surrounding the entry sign.

The NBC would like to implement this program by **November 1**, 2018 in order for corporate entities, groups, or individuals to have time to develop a plan and submit an application and approval to be received in time for the 2019 spring season.

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