
THE TOWN *of* SPRING HOPE

Marketing Position, Branding and Implementation strategy



BIZZELLDESIGN

WAYFINDING
CIVIC BRAND / IDENTITY
THEMED ARCHITECTURAL
ENVIRONMENTS

December 22, 2022



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Andrew Delonno, Town Manager
Town of Spring Hope
118 W Railroad Street
Spring Hope, NC 27882

RE: Branding RFQ Marketing Position, Branding and Implementation strategy

Dear Mr. Delonno,

I thoroughly enjoyed meeting with you and your stakeholders' group last August. Everyone involved in the meeting had a genuine interest in making Spring Hope a memorable destination and enhancing their citizen's quality of life by creating a strategy for a better downtown. As a beginning point, the scope of work in this RFQ can serve as a quick start to an organized plan. I am very excited about working with Spring Hope to enhance your visitor experience with a fresh approach to brand, design, and graphic communication.

It takes experience to create a Civic Brand Story, and our focus and expertise in designing the elements that come together to create that story: Graphic Design, Architecture, Public Space Concepts, and the understanding to inspire current business owners to be an active part of it all will be the key to a positive perspective.

I look forward to the opportunity to work with you!

Sincerely

HL Bizzell, SEGD
President, Bizzell Design, Inc.





Harry L. Bizzell III , SEGD
Signage & Wayfinding Design Consultant

Professional Affiliates: Society of Environmental Graphic Designers, Industrial Design Society of America, International Downtown Association, NC Mainstreet, Congress for the New Urbanism (an NC Chapter, Founding Member)

Experience:
1989 to Present, Bizzell Design, Inc. Charlotte, NC
President / Creative Director

With thirty three years of professional “Main Street” design experience, Bizzell leads this highly specialized consulting firm working with town planners, economic development groups, land planners, architects and real estate developers. His knowledge and practical experience in ordinances and codes, architectural design, graphic communication allows him to bridge the creative process, presenting designs and solutions that mutually benefit Economic Development and Downtown Associations. His organized, total approach has made him a key partner in some of the area's most successful projects. In 1995 he began creating identity and signage concepts for Neo-Traditional communities. This new concept in housing blends both residential and commercial architecture, signage and streetscape elements into a coordinated environment. This science creates market position and is referred to as “Place Making “. With much of this work being presented to town planners, Bizzell's “ place-making “ work has naturally progressed to consulting and designing signage and wayfinding programs for Cities and Towns.

Bizzell has also experienced success in the design of outdoor clothing, furniture, luggage and lighting. In 1998 he created “Beyond this Battlefield” a bronze and granite Veterans Memorial that illustrates the words of an inspirational poem he also wrote. In 2000 he designed the “Crown of Life” one of the nations largest limestone sculptures, he personally supervised the work in Verona, Italy. In 1994 created the initial design concepts for the Carolina Panthers monuments for Georgia Granite, the contractor.

May 1978 - December 1988 Naturecraft Corporation, Charlotte, NC
President / Creative Director

Bizzell developed several unique concepts for signage construction and applied them to lead NatureCraft Corporation into one of the nations most respected signage firms. As president and creative director he expanded the company opening offices in major Southeastern USA markets, (Dallas TX , Atlanta, GA, Nashville, TN and Charlotte, NC) NatureCraft produced an average of eighty projects a month installing programs from Boston to Miami and as far west as New Mexico. His duties included overall creative control of the company brand/identity and marketing programs. As creative director he designed and developed signage and brand identity for some of the nations top multifamily and resort real estate development firms.

Education

1978 Central Piedmont Community College

Bizzell attended community college and received a practical education in Architectural Drafting and Graphic Design. As a member of the Society of Environmental Graphic Designers, Urban Land Institute and other professional trade organizations he continues to develop educational depth in design and planning profession.

Interests

Gardening, Home Design, Equestrian Sports, Sailing, Cycling, Music, Travel & Art History.

Civic and District Branding
City Gateway and Monuments
Murals • Wayfinding Sign Programs
Information Kiosks
Themed Architectural Design



What began as a wayfinding sign program soon became an overall brand strategy for the City of Northville

It began with a local architects (Greg Presley) dream of creating open common gathering space for Downtown Northville. Greg called in Bizzell Design after seeing his work in Davidson NC. Greg's focus was on a small parking lot and he created a successful outdoor gathering space. An abstract Band Shell became the primary element for the Town's Branding. Bizzell Design created whimsical wayfinding signage, banners murals and a special parking and pedestrian signage program to encourage walking in the downtown area. The logo designed by Bizzell is applied to all civic communication, marketing & signage. Bizzell was also called in to name the newly formed Social District. **"The Twist"** has captured the imagination and heart of the Town's original brand and created an amazingly popular four season outdoor destination!

Overall program budget for design, wayfinding signage...\$125K

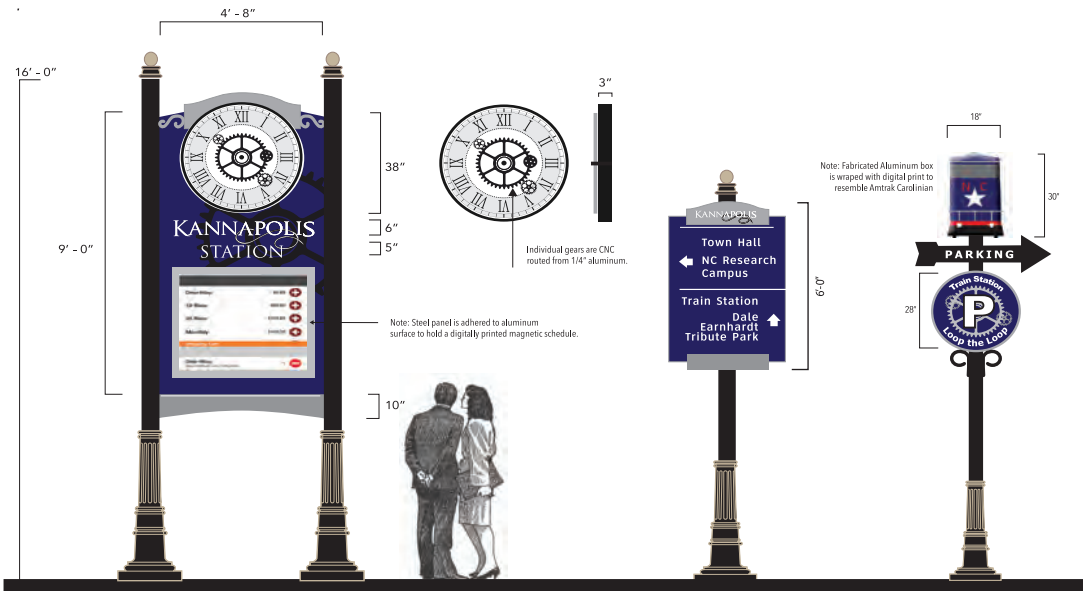


The website photos show the vibrance of the Downtown Area





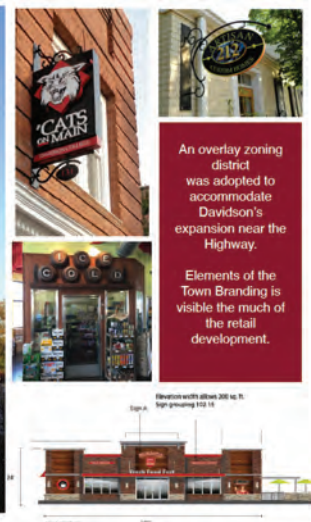
The city of Kannapolis is undergoing a downtown transformation. Civic leaders have worked to develop a new vision for the downtown area to include a fresh, new entertainment district, a baseball stadium and two blocks of the renovated-historic building. All of this connects to the classic NC Research Campus and a brand new Town Hall. The initial strategy was to create a new civic brand and wayfinding program to show visitors and residents a fresh new organized approach to navigating the city. We also designed coordinated signage for all of the parks and civic buildings. Included in the scope of work was the design of six massive brick monument gateway signs at each I-85 intersection. Design, Branding Wayfinding Signage and West Avenue Signage and Murals Budget \$525K



City of
KANNAPOLIS NC

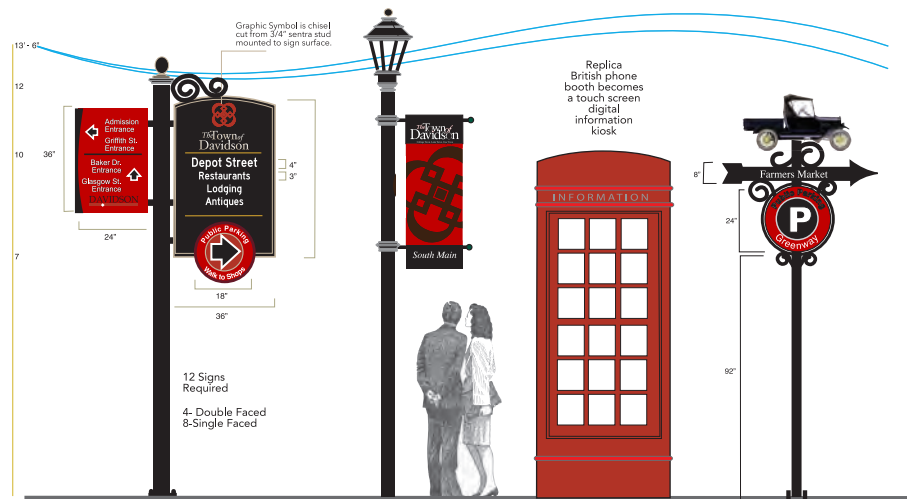
“Our initial brand studies served as a guide for Kannapolis as their city transitioned the downtown into an exciting entertainment district.”

“Creating a brand strong enough to span 17 years requires experience directly related to small town vision and destination marketing.”



PROJECT PROFILE / DAVIDSON, NORTH CAROLINA

A 200 year old university campus creates an amazing backdrop for this small town. Our goal through wayfinding signage was to develop a system of signs that served both the college and the town's cultural amenities. Inspired by Tom Clark, a Davidson professor who is famous for sculpting whimsical characters, we designed a collection of unforgettable signs to create an amazing accent to the already charming streetscape. Parking was a perceived problem in town so we focused on "making parking fun" by adding vintage cars, fire trucks, bicycles and mailboxes to the parking signs. The results helped motorists identify where they were immediately. Replica British phone booths have become computerized information kiosks for pedestrians to locate specialty shops and restaurants. Initial wayfinding program \$60k, Parking \$24k, Touch Screen Information Directory Replica Phone Booths \$49k Each



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URBAN IDEAS

RE: Branding RFQ Marketing Position, Branding and Implementation strategy

Project overview:

Based on the initial conversations with the Stakeholders' group we will create an overall "theme outline" that covers the physical needs of the community. Then we will assemble the information and identify a (wish list) vision for Spring Hope that encompasses an organized graphic approach, architectural concepts and improvements that will set a standard for new growth and revitalization. Our methods will involve interactive workshop, public engagement meetings with downtown merchants and property owners, park and recreation officials, real estate professionals and government officials. What will Spring Hope be known for? We will guide the groups involved to that answer, which is the point where our scope of work begins to implement the plan.

Scope of Work:

1- Brand strategy

Within the context of information and ideas assembled from the engagement of downtown merchants and property owners, park and recreation officials, real estate professionals and government officials, we will begin the planning and design process to create a visual brand guideline.

2. Develop a new, revised Town logo.

Following the design parameters of **Architectural, Organic & Abstract**. We will create logo concepts and graphic options that identify the Brand Strategy. These concepts will be presented to the assembled groups involved in the initial meetings for comments and possible revisions. A final presentation will be created showing the selected/ revised brand concept.

3. Application of the Selected Brand

We will create a presentation showing the new Brand (logo) applied to Town of Spring Hope communications materials, wayfinding signage, gateway, information and directional signage. In addition we will create examples of the logo shown on Civic Uniforms, Vehicles, Seasonal Banners, Event Banners & appropriate merchandise.

4. Implementation Plan (Deliverables)

A branding guidebook will be created showing all examples of design application. Along with digital files and applied layouts in vector format for flawless reproduction. Referring back to the initial Brand Strategy meetings, a level of importance of brand application will be developed. Research and cost estimates will be developed and applied to the top five brand application projects.

Total Design Budget.....\$15,000.00

Sincerely

HL Bizzell, SEGD
President, Bizzell Design, Inc.

Design Team:

Principal Designer: HL (Buzz) Bizzell, SEG, IDSA

Project Engineer: Clinton Robertson, PE Leed AP BD+C

Interactive Mapping: John White

References:

Contact: Kim Fleming, Downtown Economic Development for Town of Davidson, NC
(704) 892-7592 / 216 S. Main Street / Davidson, NC 28036 / kflemming@ci.davidson.nc.us

Contact: Annette Prevette-Keller, Director of Communications
City of Kannapolis / (704) 920-4311 / aprivettekeller@kannapolisnc.gov

Contact: James Meacham, Executive Director of Salisbury / Rowan County TDA
(704) 433-8468 / 204 Innes Street / Salisbury, NC 28144 / meacham@visitsalisburync.com

Contact: Anne-Marie Knighton / Edenton Town Manager
(252)-482-7352 / PO Box 300 / Edenton, NC 27932 / anne-marie.knighton@edenton.nc.gov

Contact: David Pugh / Town Manager / Town of Cramerton, NC
(704) -824-4337 / 155 Main Street / Cramerton, NC 28032 / dpugh@cramerton.org

Contact: Kelly Arnold / Town Manager / Town of Rolesville, NC
(919) -556-3506 / PO Box 250 / Rolesville, NC 28032 / kelly.arnold@rolesville.nc.gov

Contact: Lori Medlin / President/CEO / Halifax County Convention & Visitors Bureau
(252)-535-1687 / 260 Premier Blvd. Roanoke Rapids, NC 27870 / lmedlin@visithalifax.com