



SALISBURY TOURISM AUTHORITY  
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SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION  
Minutes of the Destination Development Committee  
July 7, 2010

The Salisbury Tourism and Cultural Development Commission's Destination Development Committee met in the Council Chamber at 217 South Main Street at 3 p.m. This meeting was posted on the doors of City Hall and on the City Web site under Special Meeting Notices.

**In attendance were:** Buzz Bizzell of Bizzell Design, Inc., Bill Burgin, Trey Cleaton, Kat Clifton, Randy Hemann, Mark Lewis, James Meacham, Barbara Perry (Chair), Joe Morris, Diana Moghrabi, Krista Osterweil, Clyde Overcash, Lynn Raker, David Redden, Barbara Sorel, and Gail Elder White

#### **WELCOME AND OPENING REMARKS**

Barbara Perry welcomed everyone to this presentation of way-finding signage by Buzz Bizzell of Bizzell Design, Inc., <http://www.bizzelldesign.com/>, Davidson, NC.

Arnett Muldrow, Associates did the original planning and destination site listings for way-finding signage. Six months of meetings and 40 percent of the legwork is done. Destination rankings were created (copies sent to the Commission via email). That plan was not initiated partially due to the changes in the NC Department of Transportation standards.

Joe Morris introduced Buzz (Harry) Bizzell. Joe has known Buzz for ten years and has seen examples of his work. Buzz has submitted a proposal that has design and development aspect, a phase that includes project design study, a phase for mapping and placement and a phase that deals with schematic design and documentations. The project fee estimate is \$14,376. That does not build any signs, but provides everything up to the fabrication of signs.

Buzz has good relationships with the NC Department of Transportation (NCDOT) and a working knowledge of the standards. Salisbury now has a funding stream (occupancy tax) that they did not have when the plan originated.

- Salisbury has a brand.
- Salisbury has a framework of a plan.
- Salisbury has the ability to engage NCDOT.
- Salisbury has the funds to hire some that can do the quality work desired.

## PRESENTATION

The industry has grown; nearly every city has some branding and signage effort creating their identity. Bizzell Design, Inc. is one of few companies that have experience in architectural design, graphic design, and industrial design. That is a complete package.

NCDOT changed the rules in the 2009 Rule Book; therefore, it was pointless to see designs before 2009. The new rules have been a challenge.

- NCDOT governs the size of the letters.
- NCDOT governs a maximum of four destinations per sign.
- Five percent of the sign's space can be the City identity.
- Craftsmanship is allowed to be displayed (poles).
- An "outside of the right-of-way" sponsor/partnership is an option for gateway signage.
- Break-away poles cost \$599 each.
- Land locations will be mapped and photographed.
- Work with the City's GIS Department. City staff is currently doing an inventory of way-finding signage we now have. If you demonstrate to NCDOT that you can eliminate some of their sign liability, they see that as being to their advantage.
- The Brevard, NC example costs were about \$88,000 for way-finding signage (20 signs) and about \$90-100,000 for a gateway.

If signage is kept architectural, it is timeless and never goes out of style. Mr. Bizzell plans to capture the spirit of the town by studying visual patterns in architecture, streetscapes and current trends. He photographs buildings that may appear on signs at sites further out of the City to draw interest. Where there is architecture, you don't allow signs to compete.

Elements of design are seen first in the logo, then lamp posts. Signage is arranged like furniture in a room. The color pallet is taken from the City. A system of banners includes historical sites. Try to keep message short on large roads and highways. Find location partners and private property owners that will allow signage and graphics out of the right-of-way.

Bizzell's way-finding system will not tell you where to go but where to park. Historic walking tours/kiosks are designed to direct people. He plans to divide the city into districts, direct to those districts first using key destinations. Once you are in that district the message begins to be more specific.

One of the services Mr. Bizzell offers is that he will work with local fabricators so it is a sustainable system. He works with public works using part of their workshops.

At the end of his project, all of the designs are ready with a package of costs and who to call.

## **DISCUSSION**

Randy Hemann did not think the current brand would translate to signage very well. Buzz said that the logo (graphics) can be used on the back of signs. Banners can be attached to signage.

Clyde Overcash said he was tired of the Salisbury “Discover” brand. The brand will not be replaced. The brand does not have to be used “verbatim.”

The Destination Development Committee wants to meet before it recommends entering into a contract with Buzz Designs, Inc. The full STCDC will have to approve the system and make a presentation to City Council. Signs in the downtown will have to be presented to the Historic Preservation Commission. Staff will have to check on the appropriate language for way-finding signage in the City’s sign ordinance. The Community Appearance Commission provided the current gateway signage and should be included in discussions. (Joe Morris recalled the first welcome sign of the series being placed at Catawba College - installed in 1987.) There will be a focus group or community meeting as part of this process.

Randy Hemann made a MOTION to send this item to the full Salisbury Tourism and Cultural Development Commission for their consideration at their next meeting. Lynn Raker seconded the motion with all members voting AYE.

The meeting was adjourned.

Respectfully submitted,

Diana Moghrabi