

Van Dyke Avenue Corridor—Unifying Elements

In September 2008, the Shelby Township DDA developed the Van Dyke Corridor Strategic Planning Guidelines: Beautification Concepts and Design Standards to “serve as a template to ensure future improvements along the Van Dyke Road corridor will be implemented with a unified approach. The concepts include landscape treatments for the right-of-way and include specific streetscape amenities. With the current discussions regarding the widening of Van Dyke Avenue (between 23-24 Mile Roads), it may be helpful to revisit these concepts as they relate to lighting, signs and other furnishings. The use of all these elements is very common in historic districts and traditional downtowns, but the concepts can be successfully applied to a suburban commercial corridor.

Lighting & accessories (Banners, Flags, Plant Holders)



The use of uniform lighting creates a cohesive look to a place and an identity. Street light poles can be fitted with accessory brackets to support banners, flags and plant holders. These elements bring color and a sense of vibrancy to a place.



Sign Posts & Signage

While traffic signage is required to meet specific roadway standards, using sign posts with uniform color and shape can further contribute to a feeling of being in a “place.”

Directional signage that informs visitors how to get around in the commercial corridor is also useful in not only conveying important information about the community, but also helps repeat the identity of the corridor.



Other furnishings: mailboxes, art



Other furnishings, such as street furniture, drinking fountains and mailboxes, continue to reinforce the identity of a place and improve the appearance of a road corridor as mismatched street items are replaced with uniform elements that complement each other in color and style.

Public art is a great opportunity to generate interest in the commercial corridor as well as create landmarks useful in wayfinding. Using local artists promotes their work and can further enhance the cultural opportunities available in a community.

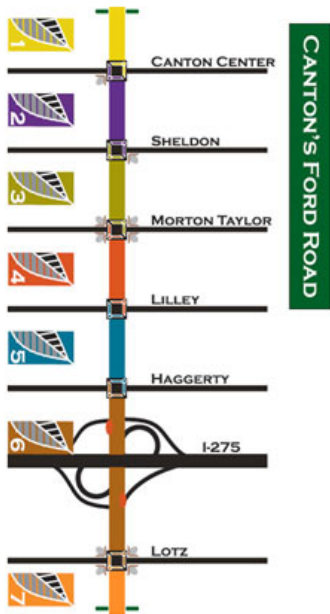
Van Dyke Avenue Corridor—Lighting & Accessories

Lighting & accessories—Banners, Flags, Plant Holders

The Ford Road corridor in Canton shows how light fixtures and banners can be used to break down a large corridor into smaller, more manageable zones. Along this corridor, each mile is assigned a number and color. The matching leaf pattern is the unifying element repeated in each district. Their website's business directory also references the district in which each business is located. Note also the landscaping below, which is simple and adds considerable vibrancy to the sidewalk edge.

Along the Van Dyke corridor, the districts could reference the historic street names:

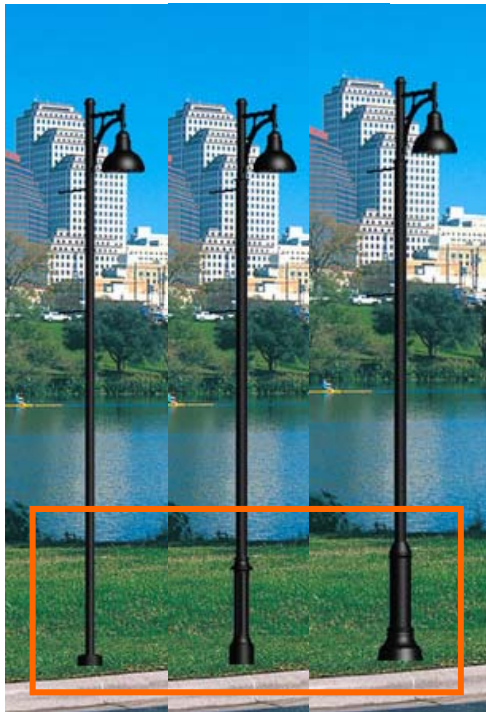
- Shoemaker District (21 Mile)
- Waldenburg District (22 Mile)
- Coldwater District (23 Mile)
- French District (24 Mile)
- Runyon District (25 Mile)
- Marine City Highway District (26 Mile)



Van Dyke Avenue Corridor—Lighting & Accessories

Lighting & accessories—Posts, Bases and Arm Brackets

In 2008, the design committee of the Shelby Township DDA selected the Hanover Series light fixture for use along the Van Dyke Avenue Corridor (see photo below, far left). This fixture includes brackets for hanging baskets, banners, and flags. The DDA may wish to revisit the selected fixture, to ensure the current board is in agreement with the selection. Modified bases and arms are shown below that may provide opportunities to match other posts for signage and mailboxes.

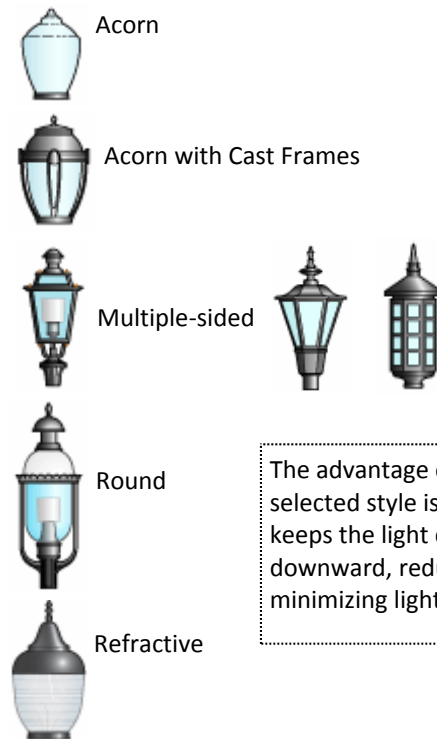


POST/BASE STYLES: 3 base styles (left to right): plain, Hartford, Philadelphia (all with smooth posts, rather than fluted)



ARM BRACKETS: Hartford pole with ringed luminaire w rim and arms (left to right): EAA4, EAJ41, EAG4

A wide variety of other luminaire styles are available.



The advantage of the originally selected style is that the fixture keeps the light directed downward, reducing glare and minimizing light pollution.

Van Dyke Avenue Corridor—Street Signs

Street Signs (Traffic and Wayfinding)

The possibilities are endless for decorative street sign posts. Many are sleeves that fit over traditional c-bracket sign posts. Unifying elements should tie into the street lighting, complementing the style and color. Bases and finials (if used) should match those of the light posts. A simple and affordable solution may be to use a smooth post in the matching color.

www.brandonindustries.com
4 INCH
...poles, bases & finials

4A
4B
4C
4D
4E

finials poles

Length	Channel	Fluted	Smooth
8' 3"	CP4X3	SP4X3	SP4X3
10' 6"	CP4X10	SP4X10	SP4X10
12' 6"	CP4X12	SP4X12	SP4X12
14' 0"	CP4X14	SP4X14	SP4X14

\$775

From Brandon Industries (above and right)

Classic Pole Series

- Sealed Base Column adds to appearance and value
- 3" O.D. Smooth Break Away Pole or 3" O.D. Fluted Pole
- Maintenance Free Powder Coated Finish
- Coordinating cast aluminum lighting, mailboxes, and posts available

A step up from a Vista Pole, the Classic Pole Series gives the appearance of a sculpted base without an added cost.

A coordinating mailbox post available, the SPK-92 (see page 44) matches the TRS-Stop Pole. Both poles feature the Wrap Around Base and are available in all Special Lite Products' finishes.

Classic Pole Series
Help promote the value of your Community by adding continuity to appearance and design.
Complements traditional and contemporary architecture.

Model # SA-41 (W) Classic Pole Series with TRS-92L
Model # SA-41 (W) Classic Pole Series with TRS-92L

\$568

From Special Lite Products (above)

Welcome to Martinsville

Downtown →

← Museum

Dining →

Shopping →

\$1,068

Wayfinding is a holistic approach to helping people get where they want to go. Using unifying elements of style and color helps people understand they are in a place, and special signage helps them navigate through the area.



A simple option used by the City of Birmingham is to paint the standard street sign posts and backs of signs the same color (in this case, Birmingham Green). This color is used throughout the City on a variety of streetscape elements. The City's DPW paints the sign posts and sign backs.

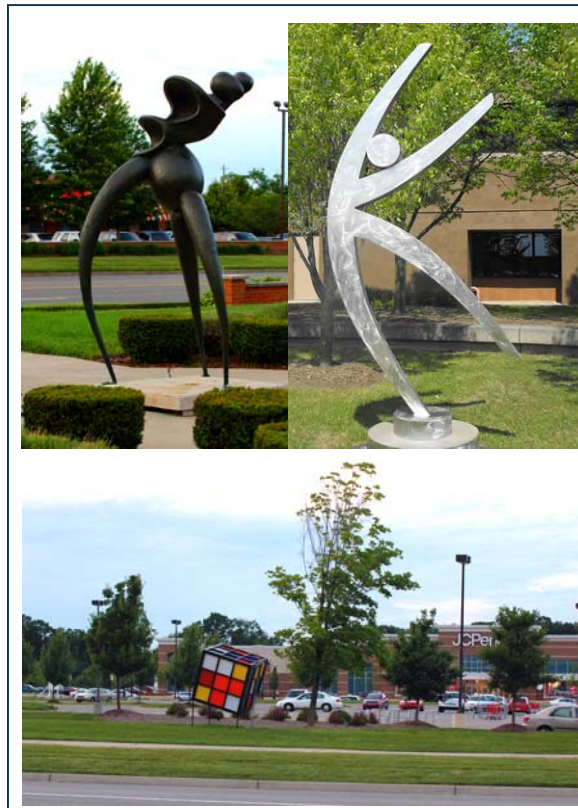
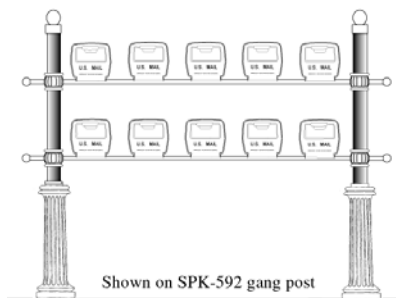
Van Dyke Avenue Corridor—Other furnishings

Other furnishings— Mailboxes and public art

In addition to benches, trash receptacles and street lights, mailboxes provide another opportunity to use functional objects to create an identity for the corridor. The use of a single color and style is a visual cue to visitors that they are in a place that is intended, rather than just another random commercial area.



Single mailboxes by Antique Street Lights (top left) and Brandon Industries (top right). Gang mailbox by Special Lite Products (below).



There are several public sculptures currently installed along Ford Road by the Canton Downtown Development Authority (photo at far left and below left). This is done in partnership with the Canton Cultural Commission's public art committee to add drama and interest to busy, auto-oriented Ford Road.

Temporary displays of art such as these strengthen the presence of the arts in the area. These sculptures are obtained from the Midwest Sculpture Initiative (photo at near left is on display in Novi), which provides outdoor sculpture exhibitions throughout the Midwest, promotes cooperation among art and civic organizations, advances the role that the visual arts play in the quality of life, and increases economic development.

See www.msisculpture.com