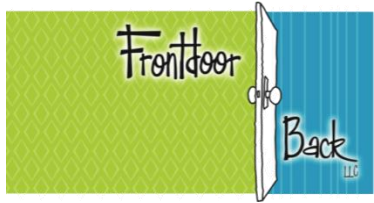


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DATE: January 9, 2023

SITE VISIT: Wednesday, November 16, 2022

CLIENT: **Midtown Ballroom**, 51 NW Greenwood Ave, Bend, OR 97701

PROJECT: Storefront Consultation Summary Tier I +

OBJECTIVE: Summary of top-level observations and recommendations following a 1-hour on-site consultation

MIDTOWN BALLROOM

January 2023

Jim,

Thank you so much for participating in the storefront consultation provided by the City of Bend and Bend Chamber of Commerce. We appreciate that you have an eye on your future growth and that you're making your store the best it can be.

We have summarized our observations and recommendations on pages 3 through 7 for our **Tier-I** report. Tier-I reports put in writing our top 5 +/- recommendations for improving a store's façade. The City of Bend is generously sponsoring this level of consultation. We did, however, veer into providing some creative direction that would have been reserved for a Tier-II report in pages 6 through 19. We felt words alone couldn't convey our aspirations for your building.

If you have questions about anything in the report or want to discuss further consultation, please call or email. We are excited to share our ideas with you and look forward to seeing you take action.

Warmest regards,



Seanette

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MIDTOWN BALLROOM: Existing Conditions



Day and evening views were taken into consideration when making recommendations for façade improvements. Any solutions to address updates should acknowledge the 24/7 character of the venue.

As visitors to Bend, our interaction with your property yielded a variety of first impressions. Unfortunately, we were unsure if this building housed the iconic 'Midtown' due to lack of prominent signage of any sort. We know locals know who and where you are but out-of-towners coming in for a show won't. Confusion or doubt is not a reaction that a venue's street presence should engender.



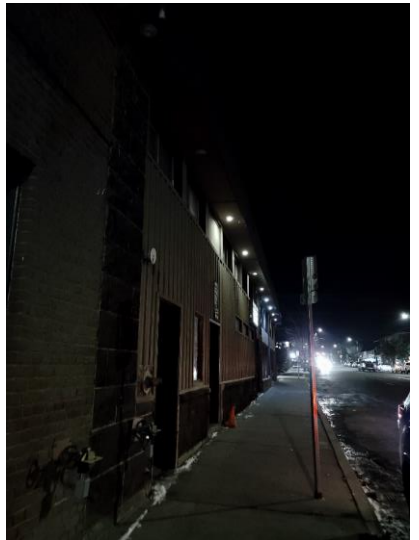
MIDTOWN BALLROOM: Existing Conditions



Top photos illustrate pedestrian views (walking **east** on Greenwood) both day and night.

Bottom photos illustrate pedestrian views (walking **west** on Greenwood) both day and night.

Notice in the nighttime photos, even though the soffit lights are on, there is very little light cast onto the sidewalk to facilitate pedestrian traffic. Our recommendations are focused around creating greater brand clarity and visibility while also improving curb appeal to further leverage your positive contribution as a destination venue for the region. We want locals and out-of-towners alike to easily locate and enjoy your venue. These improvements are also aimed at making sure that the Midtown continues to be a good connector and neighbor to the residents and businesses of Bend, especially as improvements to the corridor get underway.



MIDTOWN BALLROOM: Evaluation

The following are specific façade design shortcomings to address:

Architectural Dimension and Interest:

The building's **façade is not coherent**; there are too many elements in play (column and window patterns disrupted and paint schemes half completed) that do not lend to a unified look for the full façade.

Lighting:

The lights in the 2nd story soffit are working although several were out. Regardless of operability, **incorrect bulbs are being used**. They do not provide adequate light (foot candles) on the walking surfaces below and multiple color temperatures are present when a single Kelvin (3000K) should be used throughout.

Where there is signage, at the Domino Room, it lacks **signage lighting** to introduce it during low-light and evening hours.

Entryway lights were absent or not functioning.

The **building itself lacks any architectural lighting** that would serve to accent its form or any aspects of its structures.

Windows:

The windows adjacent to the ballroom entrance are not contributing to the building's dialogue with the street. Aside from a few posters taped to the glass in some of the windows, these windows are not being utilized to fully promote upcoming events nor are they relevant in telling a story about the space inside.

From the inside, these windows appear to be a nuisance behind the bar where dark fabric is being used as curtains to block what would be an unattractive view in (the back sides of refrigerators and other equipment).

Signage:

Building Signage: The building at large **lacks signage— it is not identifiable** as Midtown Ballroom. The exceptions are the Midtown name and logo on the exterior entry door to the Ballroom and the domino icon above the Domino Room entry and in the window adjacent to the door. The size of these Domino signs, however, makes it difficult to read/decipher from a moving car, nor is the sign pedestrian-oriented.

Informational and policy signage, currently taped to the building and printed on the double-door exit, is not always professionally created nor effectively displayed.

The **reader board's orientation makes it ineffective** for viewing from a car traveling down Greenwood.

Event posters' locations and manner of posting feel like an afterthought.

Door Signage: The doors are being used to convey messages (advertising private parties and special events, list of prohibitions, show posters, etc.) that would be better located elsewhere.

Sidewalk signage: The very narrow sidewalk limits the ability to add sandwich boards to inform or direct pedestrians thereby making the journey along the building tedious and confusing by not knowing where the entrances are.

MIDTOWN BALLROOM: Recommendations

Based upon our evaluation of areas for improvement we suggest taking the following corrective actions:

However, prior to making any changes, address all areas of disrepair (dry rot, broken cement, chipped stone, peeling paint, etc.). These recommendations are called out visually on the following pages:

Architectural Dimension and Interest:

–Use color at a minimum, to "Calm" the façade with a unified paint scheme, most likely a single color. Create further uniformity by repeating key textures (board and batten) and forms (such as the middle level signage band) across the full face of the building. This will create a coherence to the building.

–Further "calm" the face of the building by covering the six Ballroom windows (that back the bar) in the same board and batten as is found on the Domino Room side of the façade.

–Identify and celebrate the Domino Room entry by creating the illusion of a larger entrance (with paint or with a treatment such as wood or cut out metal that is proud of the building).

Lighting:

Install multiple forms of light (Signage, Pathway, Architectural and Ridgeline) to:

- support visibility during darkness
- allow safe and pleasant passage and navigation
- define and promote the building and the two different venues

Windows:

–Cover the 6 windows adjacent to the Ballroom entrance in board and batten to match that surrounding the entrance to the Domino Room.

–Create a defined area on this new surface to place a variety of or quantity of the same event posters to inform as well as visually cue the audience of the venue's purpose. Measures can be taken to creatively address protecting the posters from wind and rain and tampering.

MIDTOWN BALLROOM: Recommendations (continued)

Signage:

Work with a graphic artist to **create one, consistent brand look and feel**. Graphic design is integral to branding and should not be taken lightly—hire a professional for this task. Graphic designs, font families and protocols considered successful will be adaptable and effective when utilized in all your various platforms such as thumbnails for your social media and ticket purchasing options to the following areas on your building:

Building Signage: Identify the building (night and day) with overarching MIDTOWN signage on the upper corrugated face of the building. Use contemporary bullet lights to illuminate this sign.

—Further down the building's face, within the sign band, incorporate lettering to identify the BALLROOM to its side of the building. Add the DOMINO ROOM's name to its side of the building.

Reader Boards: Reposition the reader board to become a Domino-specific reader board on the face of the building near the Domino Room entrance.

—Position an additional BALLROOM-specific reader board on the food truck side of the building for better viewing for passing traffic.

—Be cognizant of sign code parameters for back-lit reader boards meant to minimize light trespass. These require that background fields be dark with contrasting light-colored lettering.

Informational and policy signage: (if it is needed outside versus inside) should be posted in an enclosed bulletin board frame to the right of the front door. The font size should be readable from a parked car (about 1" – 1.5" tall). Don't use fonts with flourishes, hand-written characteristics or heavy calligraphy pen strokes as these styles minimize the authority of the policy's voice and reduce legibility.

Sidewalk Signage: Utilize gobos to identify which venue is in use. Gobos should be specific to the space (e.g. "Domino Room" or "Ballroom" vs. "Midtown").

Door Signage: Create a blank slate by removing all existing decals, papers and signage. Reapply name and contact information in vinyl lettering per the updated brand graphics. We can provide a simple set of protocols for the door when the time comes.

—Signage regarding minors is a blind spot for us. Its size and positioning is likely dictated by Oregon Liquor Control and may be limiting. Once we know the legal parameters, we can direct how this sign can be effectively incorporated.

—Information regarding policies and prohibitions should be more prominent. Consider a wall mounted enclosed bulletin board installed on the wall section below the address plaque, between the single and double doors.

—Rather than calling out specific offerings ("Private Parties" and "Special Events") with signage on the door, pull this information onto the building for increased exposure. We suggest locating it under the area created for mass display of posters.

MIDTOWN BALLROOM: Creating Cohesiveness

This top image shows the building as it exists.



The middle image has been rendered to show the building with board and batten covering the six Ballroom windows and an extension of the wide band (that's found beneath the upper windows) into the Domino Room half of the building. This repetition of forms and textures visually organizes the façade.



The bottom rendering shows a calmer, more coherent façade. All surfaces of the building have been painted a deep charcoal. Absolute black is too harsh and lacks nuance so avoid the temptation to use what you might have on hand. The characteristics of any color painted on large exterior surfaces is amplified. Given the scale of this building, the outcome will be worth the effort to find the right balance of undertone and hue.

MIDTOWN BALLROOM: Creating Cohesiveness



To the calmer "canvas", signage can be added to label the building at-large and its two venues. A naming hierarchy is introduced by placing MIDTOWN at the top of the building signifying that ALL entities found within are part of Midtown.

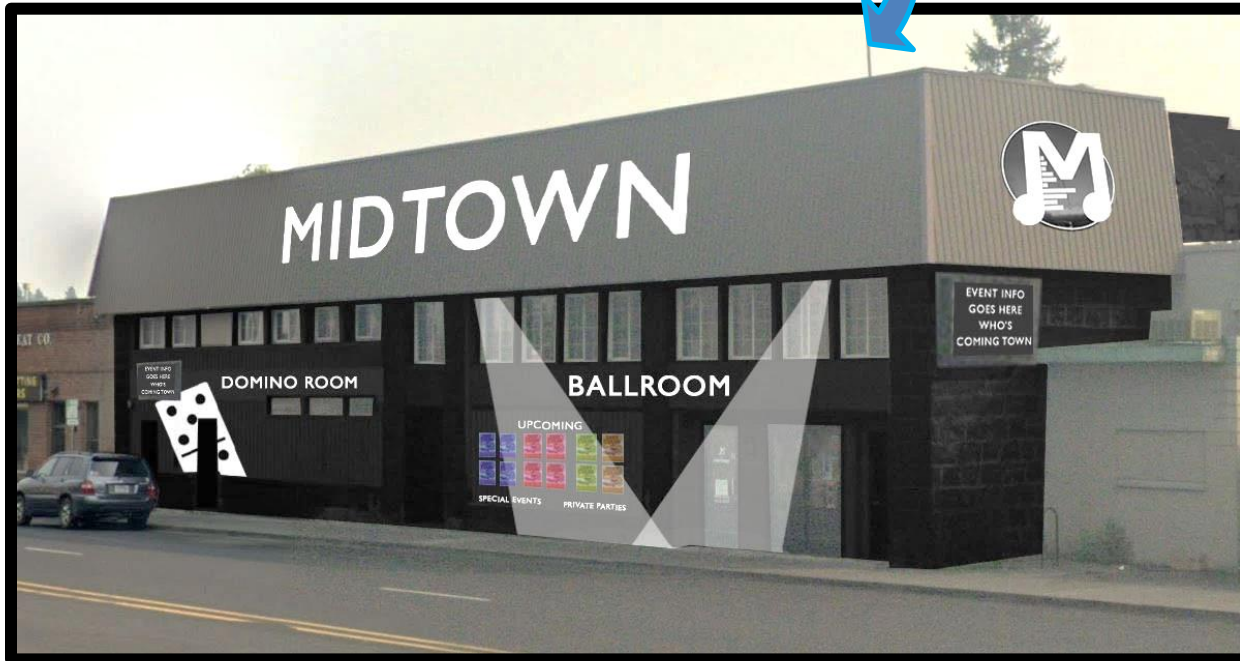


- This bottom rendering shows the Ballroom and Domino Room are identified within their respective zones of the facade.
- The existing Ballroom's reader board has been repositioned to the west side of the building to better speak to oncoming car traffic.
- To help establish it as its "own" venue, a second reader board has been added to the Domino Room side. This reader board will not only serve as a visual cue that this is a second venue but will speak to pedestrian traffic.
- Be mindful of Bend sign codes when acquiring reader boards—internally lit boards may have special considerations.

MIDTOWN BALLROOM: Creating Cohesiveness



Once the building is calmed, cohesive, and labeled, assist in visually cueing people where to enter. Begin to introduce brand personality (graphics, icons, or colors) that relates to each unique venue.



- To call out its entrance and celebrate the venue as unique, an oversized domino was added around the Domino Room entrance. Note that the graphic is at an angle—angles are dynamic and capture attention.
- To add personality to the Ballroom side of the building, faux beams of light have been added to frame the Ballroom entrance. These beams of light would be painted on the surfaces where shown to create the effect. Aspects of the beams that cross the glass, would be perforated vinyl to keep the effect uninterrupted.
- The board and batten covering the ground floor windows has been activated with event posters. Measures can be taken to creatively address protecting the posters from weather elements and tampering.

MIDTOWN BALLROOM: Existing and Proposed Facade

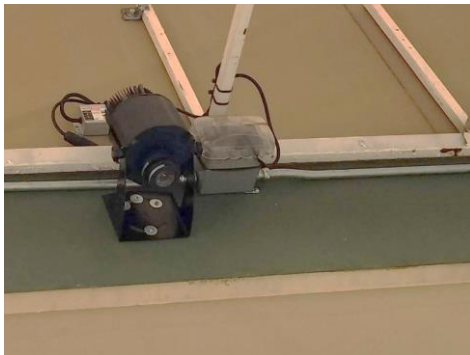


MIDTOWN BALLROOM: Lighting



1. Ridgeline– to define the building against the night sky
2. Primary Signage– Your name, on the building, should always be lighted.
3. Pathway lighting in soffits– The existing soffit lights need updated lamps. These lights not only light the pathway but wash the face of the building keeping it "awake" at all hours.
4. Event posters– Once it's decided how these are presented, they should be lit.
5. Architectural / columns– to further enhance what is a rather flat façade, the lighting of the columns creates visual interest and defines the width of the façade.

Not shown is a light in the entrance to the Domino Room.



Gobo projector



Gobo result

Used at night and low-light hours, gobo lights, mounted over each entryway and casting onto the sidewalk, would further activate the side of the building being used and call out where to enter. Each entrance would have its own unique stencil.

MIDTOWN BALLROOM: Lighting



The building above, during the day, is not noteworthy but because of its lighting treatment, grabs attention at night with up/down sconces accentuating the vertical aspects of the structure. We explored this approach for the columns in your façade.



The example shown to the left illustrates lighting emanating from soffit fixtures. PAR style LED lamps were used to create this effect. Notice the volume of light, even at this great height, reaches the walking surface. We are recommending this approach for your soffit lights.

MIDTOWN BALLROOM: Lighting



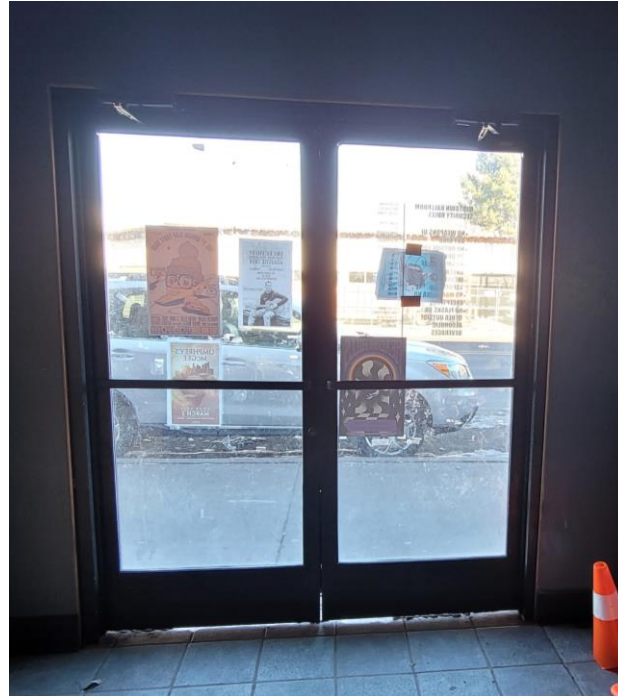
Signage, wherever it is found on the building, should be illuminated. We recommend front-lighting the signs with contemporary bullet spotlights. The location, frequency and length of the spotlights' arms will be determined by the size of your signs. Your primary signage, MIDTOWN lettering and logo, should receive light no matter what. Your secondary name signs on the signage bands will be visible (although not highlighted) with the soffit lighting grazing down the face of the building.



The Before and After photos of Esty's Auto Repair show multiple layers of light contributing to a cohesive evening presentation of the building.



MIDTOWN BALLROOM: Miscellaneous



Glass doors are not clean and clear of tape residue or smudges. TAPE in fact, is not an appropriate device to post signs. If information of any sort is important enough to be posted, use the appropriate sign holder to convey its value and relevancy. We recommend purchasing a supply of repositionable sign holders in assorted sizes that affix to glass without leaving a residue. Information on ordering these sign holders can be found in the Reference pages.

Keep in mind what the backsides of any posters and notices look like once they're positioned on the glass. To avoid presenting the blank backsides, double face the posters then sandwich a blank page between the two to block out sunlight bleeding through. Patrons will then have an opportunity to read about upcoming events on their way out too.

Establish a frequent cleaning schedule as part of your daily maintenance and readiness routines. Clean glass sets a positive tone and creates expectations of cleanliness inside as well.

REFERENCES:

REFERENCES: Tapeless Signage Holder

Rather than using tape when affixing information on windows or doors, this product offers an easy, flexible way to add and then easily reposition posters.



Reusable Frame - 8.5"w x 11"h
1/2" Black Border 5/Pack

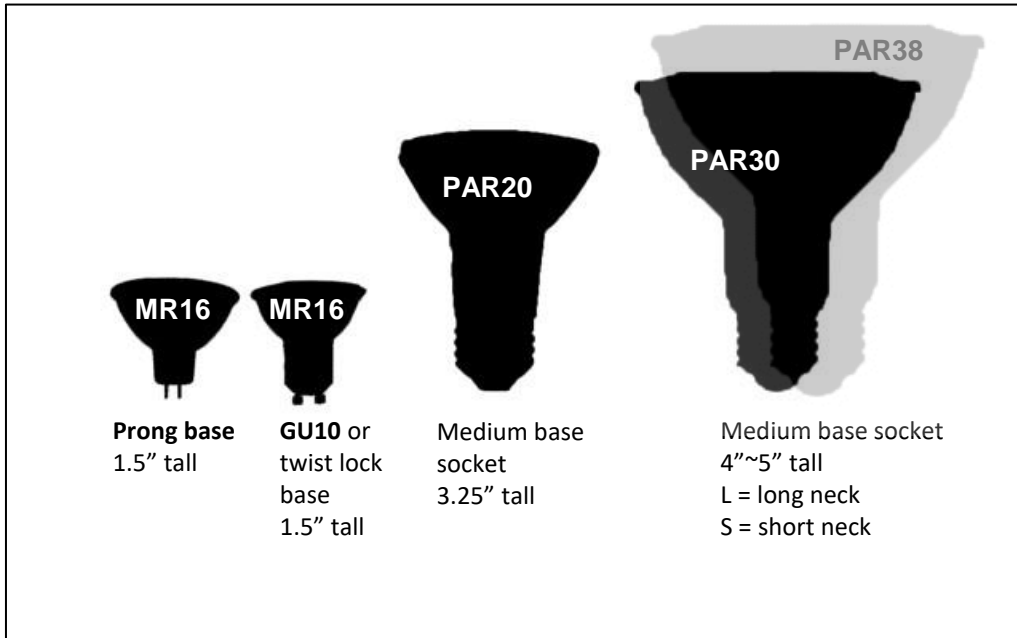
<https://www.magikframe.com/>

<https://stmdisplays.com/poster-sign-holders/magik-frame>

Also available in 11" x 17" and other sizes. Both Landscape and Portrait orientations are available.

Order with Black 1/2" border clings as black becomes almost invisible to the eye when viewed from outside the building.

REFERENCES: Commercial LED Light Bulbs for Retail Use



STYLE / DIAM

PAR (short for parabolic aluminized reflector) is the previous name for the style of the lens that is needed. PAR style bulbs typically have flat fronts and send out a focused beam of light.

“16” or “20” or “30” refer to the diameter of the face of the lens (bigger # = wider face)

High Ceiling: PAR30 or PAR 38

Low Ceiling: PAR20

Close to products: MR16

AVOID frosted and domed or bulb lenses

COLOR / APPEARANCE

The **Kelvin** number refers to the appearance of the color of the ‘white’ light ranging from warm to cool.

CRI (Color Rendering Index) indicates how true the colors of the product appear under a particular bulb.

Kelvin: 2700K or 3000k
CRI: 90 or greater

LUMENS

Lumens is the volume of light being emitted by the LED bulb. (Old terminology related to output for incandescent and halogen bulbs was watts). Watts was and is simply the energy being used.

OLD equivalency	NEW
100 watts	1600 lumens (16-18w)
75 watts	1100 lumens (13w)
60 watts	800 lumens (9-10w)
40 watts	450 lumens (6w)

BEAM SPREAD

Spread refers to the size and shape of the light beam coming from the bulb. It is expressed numerically in degrees of angles or with adjectives such as “spot” or “flood”. Think of the beam of light like water coming out of a spray nozzle that you can adjust for a wide or narrow flow.

Spot and Narrow Spots
Flood and Narrow Flood

Choices depend on how far away the product is, lumens needed, size of the area needing light and the effect desired.

REFERENCES:

AVOID omni-directional light fixtures as shown below:

