

SEEDS TO STREETS

Kerrytown
Wayfinding Proposal



DREAMWEAVER
CONCEPTS



Primary Wayfinding Interventions:

Our "Seeds to Streets" concept draws upon the natural and cultural heritage of Kerrytown, transforming the streetscape into an inspiring pathway that bridges the community's history with its aspirations for the future. Kerrytown has long been a place of gathering and growth—from its roots as a thriving Black community to its present as a hub of creativity and commerce anchored by the farmers market.

Nature is at the heart of our design, creating a perpetual spring-like atmosphere that reflects the market's plant-centric focus while symbolizing growth, renewal, and connection. By weaving elements inspired by Michigan's native plants, the Huron River, and Kerrytown's art-centric identity into the diverse built environment, the project softens the urban landscape and encourages pedestrians to slow down, observe, and engage with their surroundings.

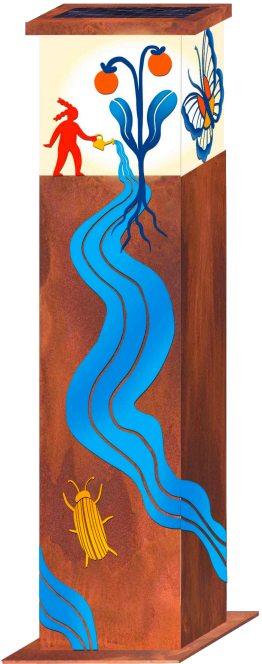
This design offers more than wayfinding—it's a framework for discovery and connection. Inspired by the idea of "planting trees under whose shade you do not expect to sit," it celebrates the resilience of the past while fostering a sense of investment in Kerrytown's future. "Seeds to Streets" invites the community to see the neighborhood as a living, evolving ecosystem where every step tells a story of shared history, creativity, and hope.

1. **Solar Lighting Installations:** We propose four artistically expressive solar lighting installations to enhance the pathway, paired with corresponding mural work to give each location a unique identity. These installations aim to inspire pedestrians during daytime market hours while adding value by increasing safety and activity during evening hours across all seasons.
2. **Metal Artwork for Parking Garage Facade:** Our design features five large-scale metal art pieces for the parking garage facade, thoughtfully scaled to complement its imposing structure. Recognizing budget considerations, we've included an alternative option for lower cost artwork, allowing for additional investments in lighting and mural work if desired.
3. **Ground-Level Mural Work:** Inspired by Kerrytown's natural and cultural heritage, our mural concepts blend decorative and interactive elements. These include an intersection mural co-created with the community to honor the market's legacy and establish a vibrant, engaging streetscape.

Solar Light Installations

Our process began with initial brainstorming sketches and renderings showing how bollard-style light fixtures and corresponding murals would enhance the street. These lights, designed to reflect growth cycles from produce seeds to ecosystems, will serve as artistic markers along the pathway. We have preliminary ideas for their placement but we wish to collaborate further with community stakeholders for valuable input.

Our goal is to position these lighting installations at key intervals, creating illuminated artistic nodes along the commuter path from the parking garage. The surrounding murals will enhance this experience, and we welcome diverse perspectives to refine placement decisions.



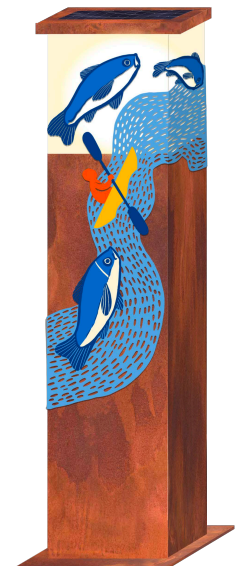
SAMPLE
LIGHTING
PLAN

- PEDESTRIAN PATHS & HUBS
- CAR PATHS
- LIGHTS

PEDESTRIAN PATH PERSPECTIVES

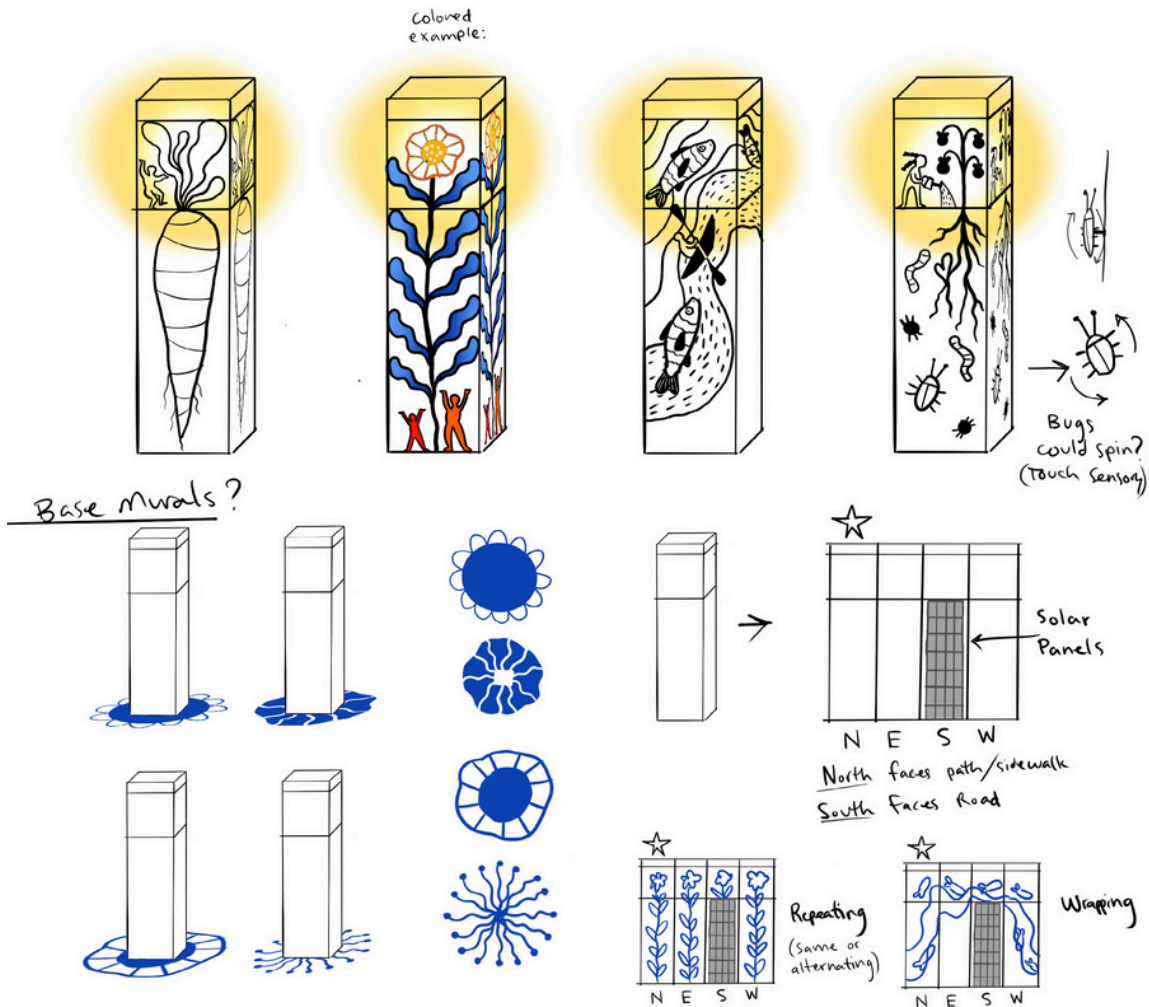


PLACED NEXT TO EXSISTING LIGHTING



PLACED AWAY FROM EXSISTING LIGHTING

Themes: Flowers, Fish, Garden, People, Plants, Makers Market



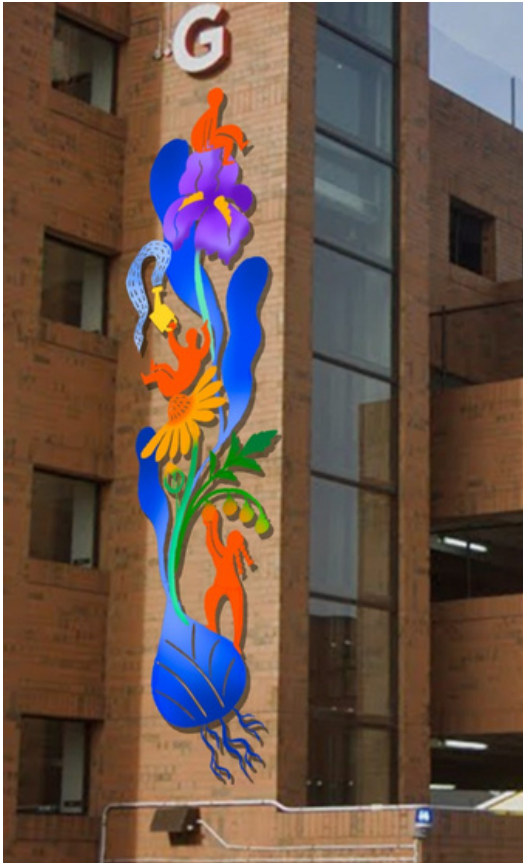
FABRICATION

After being selected as finalists, we collaborated with **Solartonic** in Detroit who provided insight into the design, construction, and installation process for the solar light fixtures, along with an initial quote. Due to the tight timeline and holiday schedule, we were limited in the number of quotes we could obtain as many fabricators were closed from December 20th to January 6th.

If awarded the contract we will seek additional quotes to ensure cost efficiency for the installations. The artwork for the light fixtures will be applied with custom cut metal.



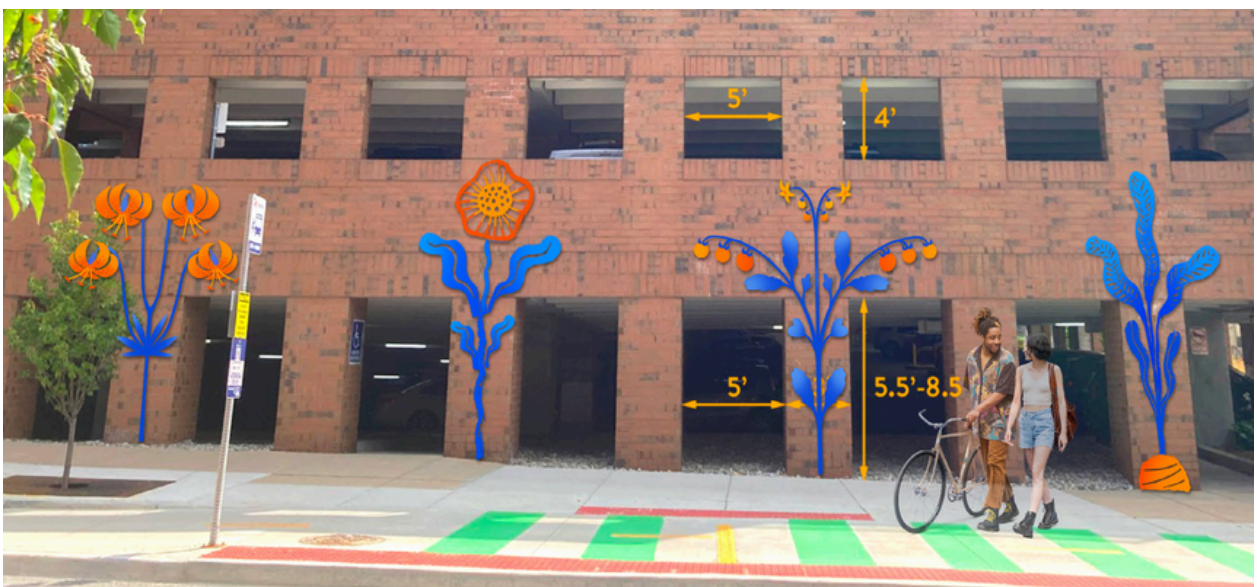
Sculpture



The metallic artwork, designed by Natalie Price, has been refined based on feedback and cost considerations. The four sculptures have been slightly reduced in size, while the tall sculpture on the tower remains as a focal point—an anchor for the entire design. This centerpiece embodies the theme of growth and connection, drawing inspiration from Kerrytown's natural and cultural heritage.

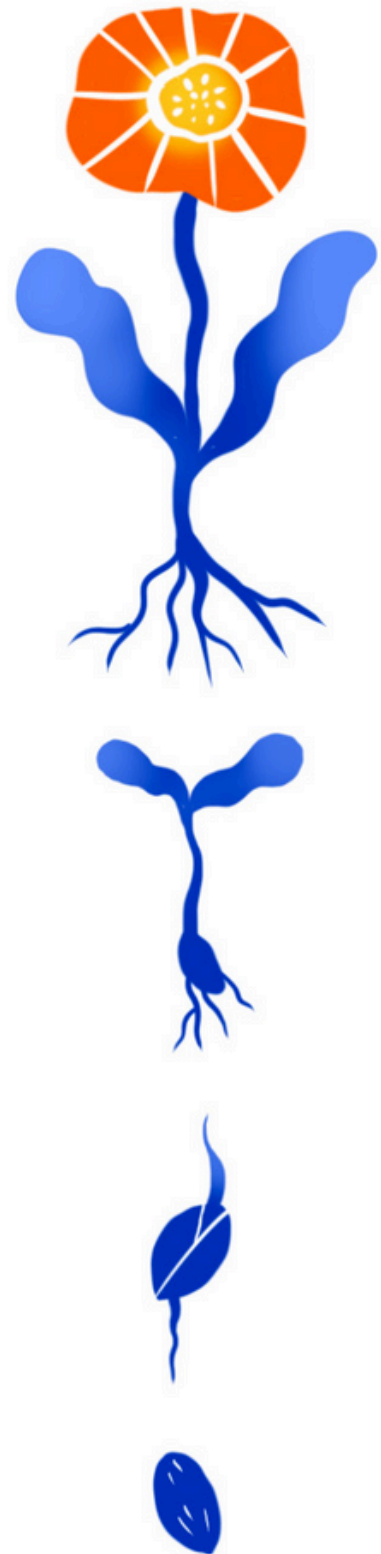
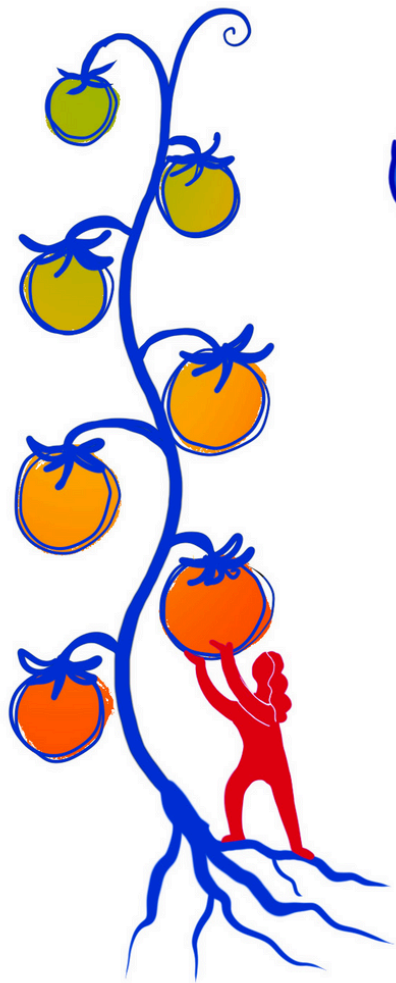
For fabrication, we've partnered with Artistic Disenos in Detroit who provided a quote for 3/16-inch hot rolled steel plate material. While we explored alternatives such as 1/4-inch aluminum and PVC, steel emerged as the most durable and cost-effective option for this project.

We are also offering a pivot option to replace the metal with removable adhesive decals, maintaining the design's integrity while adapting to budgetary needs. The next page features additional mural concepts that complement these sculptures and enhance the pathway's storytelling.

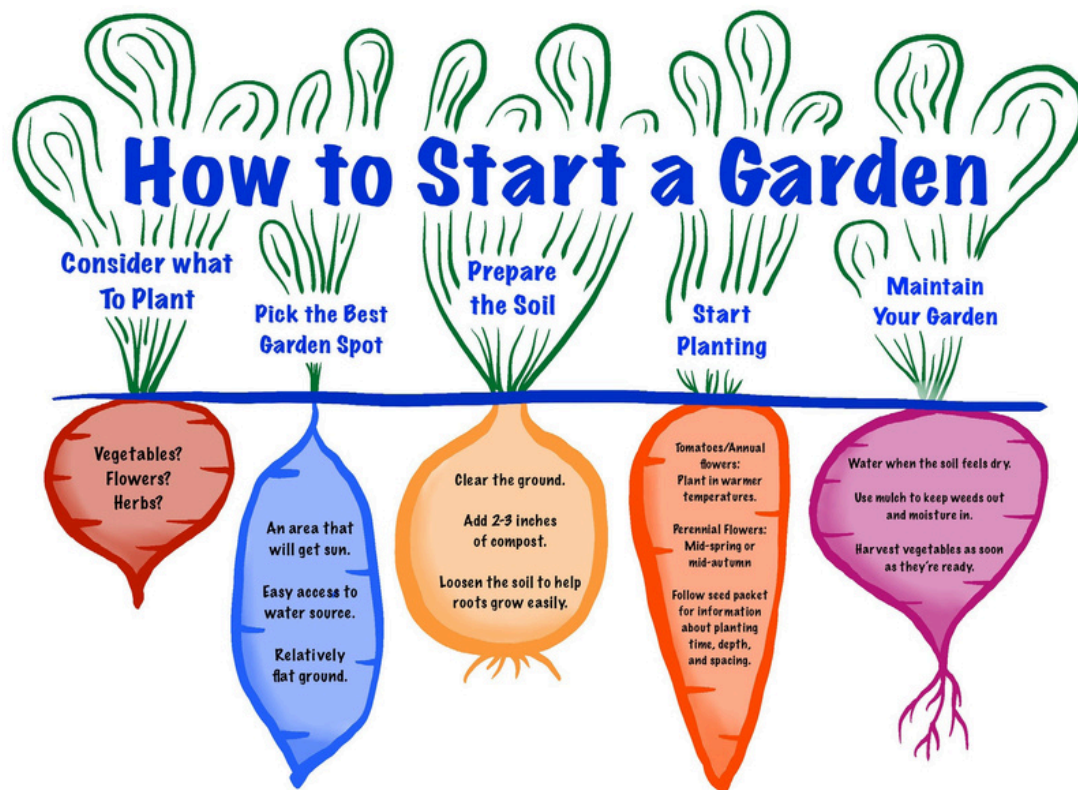


Sidewalk Murals

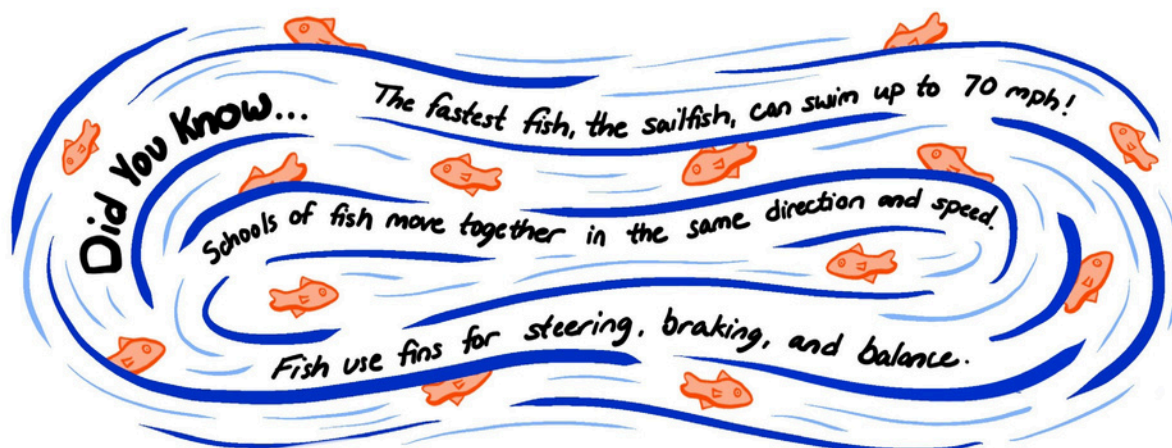
To complement the solar lighting and metal installations, we plan to cover a lot of ground with vibrant mural work, extending the themes of the marketplace, native plant life, the Huron River, and the artistic spirit of Kerrytown. Our mural designs will include both stand-alone pieces and stenciled patterns that allow for repetition, creating dynamic visual interest through varied color schemes.



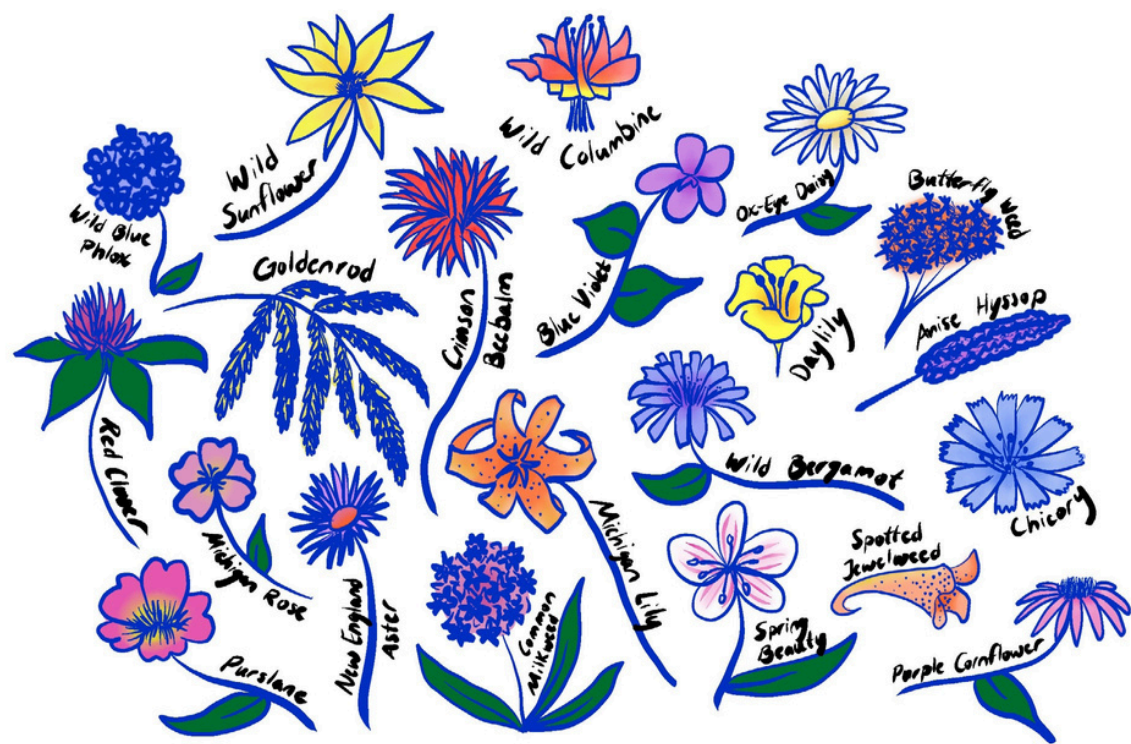
Interactive Themes by Natalie Price



Educational Theme #1 by Madison Fischer



Educational Theme #2 by Madison Fischer



Educational Theme #3 by Madison Fischer

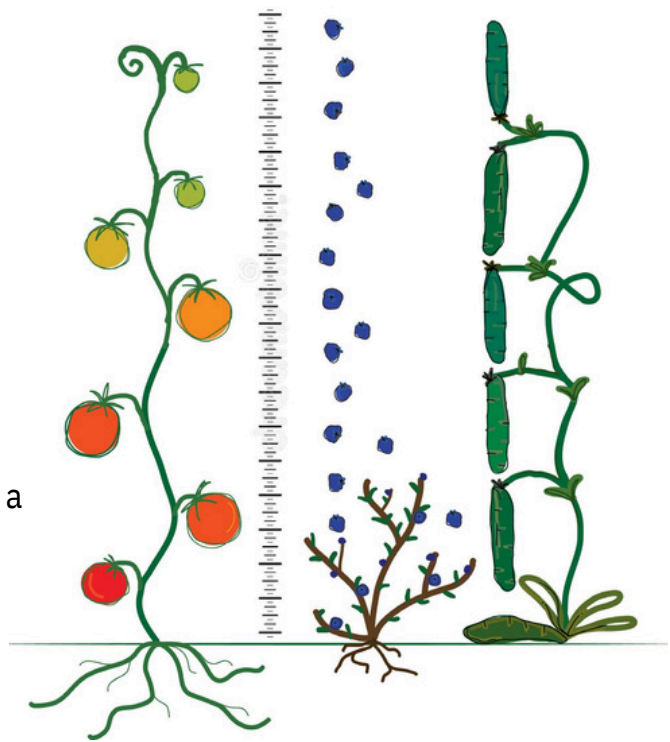


Hopscotch Theme by Madison Fischer

How Many Blueberries Tall are You?

The concept to the left was designed by Sofia Solianyk and it is primarily geared towards children. It presents a type of mathematical equation that challenges visitors to figure out how tall are they in blueberries, tomatoes, or zucchinis.

This concept seeks to bring enjoyment to the often not-so-fun topics of math and vegetables. This concept would be best for a wall along the path and we would like to seek recommendations from the contract provider regarding optimal locations.



Educational Theme by Sophia Solianyk

Pocket Park

This directional and nature themed mural was designed by Mary Hodges for the pocket park on 4th and Catherine.

The intention behind the color scheme is to brighten up this area and the use of the compass calls attention to a desired destination being in close proximity.



Garage Entry Murals



The mural boards, staircase concept, and the Kerrytown sign redesign was drawn up by Mary Hodges. These are initial concept sketches that we put together late in the process after we felt we had room in the budget to expand the mural work. The purpose of these particular murals is to serve as a base for the metal artwork on the tower.

The conduit beneath the metal artwork poses a design challenge but we would like to add another complimentary piece in this location. If we are selected for this contract we will begin working on refining these concepts further.



4th & Catherine Intersection Mural



We would like to leverage this space as an opportunity for community engagement purposes through including community members in the design and painting processes. We are recommending that flowers native to Michigan be the primary source of inspiration and community members will take the lead in determining how this will be arranged and presented.

Dreemweaver Concepts will manage a process where community members will provide input which we will convert into conceptual sketches to be reviewed. We will start the process off with this example sketch that was designed by Ana Yocum and encourage community members to visualize their own unique display.

About the Team



Daniel Klinkert

Key Responsibilities:

- Project Management
- Contract Provider Liaison
- Community Engagement
- Photography and Videography
- Mural Painting



Natalie Price

Key Responsibilities:

- Solar Lighting Final Design
- Metal Artwork Final Design
- Stencil Design
- Artwork Supervision
- Additional Creative Input



Ana Yocum

Key Responsibilities:

- Mural Final Design
- Muralist Support
- Stencil Design
- Artwork Supervision
- Project Management Support



Mary Hodges

Key Responsibilities:

- Mural Painting
- Community Artist Recruitment
- Community Engagement
- General Project Support



Madison Fischer

Key Responsibilities:

- Design Support
- Mural Work Support
- Concept Research
- General Project Support



Sofia Solianyik

Key Responsibilities:

- Mural Painting
- Community Artist Assistance
- Concept Research
- General Project Support

Project Deadline:

Our goal would be to complete this project just before the Ann Arbor Art Festival, ideally by the first week of July, 2025

Key Project Phases:

Award Notification to March 15th - Planning Phase

- Engage fabrication contractors in finalizing details and specs for installations.
- Begin community outreach efforts to develop a network of emerging artists and advisors from the community.
- Revisit initial designs to apply any feedback from contract provider.
- Finalize all installation and mural concepts (outside of the intersection mural).

March 15th to May 15th - Preparation Phase:

- Complete the design and fabrication process for the sidewalk mural stencils.
- Specifically map out where each individual sidewalk mural will be placed along the path.
- Engage emerging artists and advisors from the community for the community bouquet intersection mural and finalize this design.
- Continue coordination with fabricators, stakeholders, community members, and contract provider.

May 15th to July 12th - Installation Phase:

- Provide necessary support and coordination to installation contractors for project completion.
- Complete all sidewalk murals with muralist team.
- Complete community bouquet intersection mural with emerging artists from the community.
- Document the installation process with professional quality photography and videography.

Project Budget:

Five Metal Art Pieces, Fabricated and Installed on the Parking Garage	\$65,000
Four Bollard-Style Solar Lamps, Fabricated and Installed	\$35,000
Installation Final Design Work	\$4,000
Mural Final Design Work	\$3,500
Mural Work Completed in the Field - Supplies and Compensation	\$27,000
Stencil Creation - Design and Manufacturing	\$2,000
Community Engagement Work	\$3,000
One Week Site Visit for Portland Staff (Travel, Lodging)	\$2,500
Project Management – Planning, Oversight, Coordination, Misc	\$5,000
Community Artist Stipends for Work on the Intersection Mural	\$3,000
Project Total:	\$150,00

Project Budget Notes:

Estimates for the metal art and bollard-style solar lamps are on the high end. If we are awarded this contract we will expand our search for contractors who may be able to reduce these costs. If costs are lowered excess funds will be applied to additional sidewalk mural work. While it may be possible to lower costs these will still end up being expensive components.

All stencils that are created will be given to the Ann Arbor Art Center to be used for future touch ups. We intend on applying a protective finish to all ground murals and we will use whatever type of product is desired by the City, DDA, etc.

We are open to negotiating any aspects of the proposed budget

Potential Pivot

We want to offer a pivot option due to a substantial cost difference between the metal artwork and a recommendation we received for a removable vinyl adhesive material made by 3M. This would allow us to keep the size of the garage tower design and extend the four art pieces on the side of the garage to 25 feet for a grand total of \$30,000. This would create a \$35,000 surplus that could be applied towards more solar lighting and mural work. Below is a sample of how this material looks.



We greatly appreciate being selected as finalists and we look forward to hearing back from you on our proposal.

Contact Info:
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