

October 9, 2015

Captain Bill Breault
Field Operations Division
Dover Police Department
Dover, NH 03820

Dear Mr. Breault,

The Greater Dover Chamber of Commerce - City Lights Committee would like to make a donation of \$500 towards the flag display for the new Police Station. We understand the estimate for the (3) poles and flags to cost \$11,684.00. Being a small committee with limited funding we are unable to cover the full cost, but we hope the \$500 can be applied towards the cost of the flags. Our thanks to the Dover Police department for your continued services to the community.

May the flags fly high, the color symbolize the patriotic ideals and spiritual qualities of our citizens. The red stripes proclaim the fearless courage and integrity of Americans. The white stripes stand for liberty and equality for all. The blue is blue of heaven, loyalty, and faith. These represent the eternal principles: liberty, justice and humanity.

SECTION 107500 FLAGPOLES: One (1) 30' flagpole (ECX30IH) and two (2) 25' flagpoles (ECS25IH), installed = \$11,684.00

Item 002270: (1) 5' x 8' Annin brand United States flag (nylon) = \$63.98
Item 002730: Option: 5' x 8' Annin brand United States flag (Tough-Tex) = \$84.00
Item 143470: (1) 4' x 6' Annin brand New Hampshire flag (nylon) = \$50.48
Item 000999: (1) 4' x 6' Annin brand City of Dover flag (nylon) = \$239.00*

The Greater Dover Chamber of Commerce - City Lights Committee is a community based group within the Dover Chamber of Commerce, made up of local citizens, area businesses, The City of Dover and members of the Dover Main Street organization. The committee is volunteer based, with a primary focus to raise funds used for lighting the downtown community and surrounding areas with holiday lights and American flags

Since 2011, The Greater Dover Chamber of Commerce - City Lights Committee has hung over 75 American Flags along Central Ave.

Sincerely,



Jonathan Burns
Greater Dover Chamber of Commerce - City Lights Committee
550 Central Ave
CC: Doug DeDe, Pam Simpson, Judy Santin, Anthony Colarusso

Proposed Color Palette and Iconography for Dover's Orchard Street Parking Garage

OBJECTIVES

Phase One: Devise a color scheme and icon set that will visually differentiate the five floors of the Orchard Street Parking Garage while also highlighting interesting aspects of Dover's history.

Phase Two: Facilitate a public art project for the garage, such as painted murals or tile mosaics, by collaborating with grant making agencies, other funders, and local artists. (A separate proposal addressing the details of phase two will be presented at a later date.)

CONSIDERATIONS

1. Colors and icons should be visually distinct to clearly distinguish each of the five levels.
2. Given the warm, earthy colors of the brick and concrete structure, muted tones are preferable to vivid, highly saturated hues.
3. While lighter/brighter colors will be more visible and impactful in the low-light of the garage, pale or pastel hues tend to show dirt quite readily and should be avoided.
4. Colors should be dark enough to provide good contrast against the lighter hues that will be used for the accompanying text and icons.
5. Icons should highlight familiar city landmarks, notable aspects of Dover's history, or other unique community attributes.

COLOR PALETTE

Since color will be the primary visual element to identify each level, we recommend painting the walls surrounding each elevator vestibule in a solid color. The proposed palette is intended to compliment the natural, earthy colors of the parking structure and is derived from Benjamin Moore Affinity Colors, a collection of 144 cultivated hues that seamlessly harmonize with one another. Because color accuracy can vary greatly depending on the output device, it is important to note that the examples below are approximations of the actual colors. *To ensure accurate color matching, please refer to the physical color chips provided.*



(1) AF-530 Lucerne



(2) AF-460 Jojoba



(3) AF-345 Honeymoon



(4) AF-280 Salsa Dancing



(5) AF-165 Kona

ICONS

In addition to using color to distinguish the five floors of the parking garage, each level could feature a unique icon inspired by a Dover landmark or notable community attribute. The examples below represent some easily recognizable features that could be adapted for this purpose.

Dover Mounted Patrol (Blue, Level 1)

The Dover Mounted Patrol began service in May of 1998 with the goal of enhancing police presence in the downtown area while fostering a positive image of the department and encouraging better communication with members of the public in order to prevent “quality of life” crimes and make Dover a better place to live.

Garrison Hill Tower (Green, Level 2)

The Garrison Hill Tower was constructed and opened to the public in 1880 and was purchased by the City of Dover in 1888. The park itself is listed in the National Register of Historic Places. On a clear day, one can see the Isles of Shoals and Mt. Washington from the top of the tower. The view from the Tower is topped only by Mt. Agamenticus.

City Hall (Gold, Level 3)

Although founded in 1623, and serving as a state capitol in 1792, Dover did not become a city until 1855, and even then the vote was by a narrow margin. The building that is known as City Hall is not the original building, but the history of Dover City Hall is a long one. Originally combining a city hall and opera house, the second building burned in 1889 and the third burned in 1933.

Mill Buildings (Red-Orange, Level 4)

The Cocheco Mills have a long legacy of firsts in U.S. history. For example, in 1827, the first calico print manufactured in the United States was made in Dover at the Cocheco Mills and the first strike by female millworkers was held in 1828. The mills remained in operation under various owners until 1937, when the Great Depression took its toll on manufacturing.

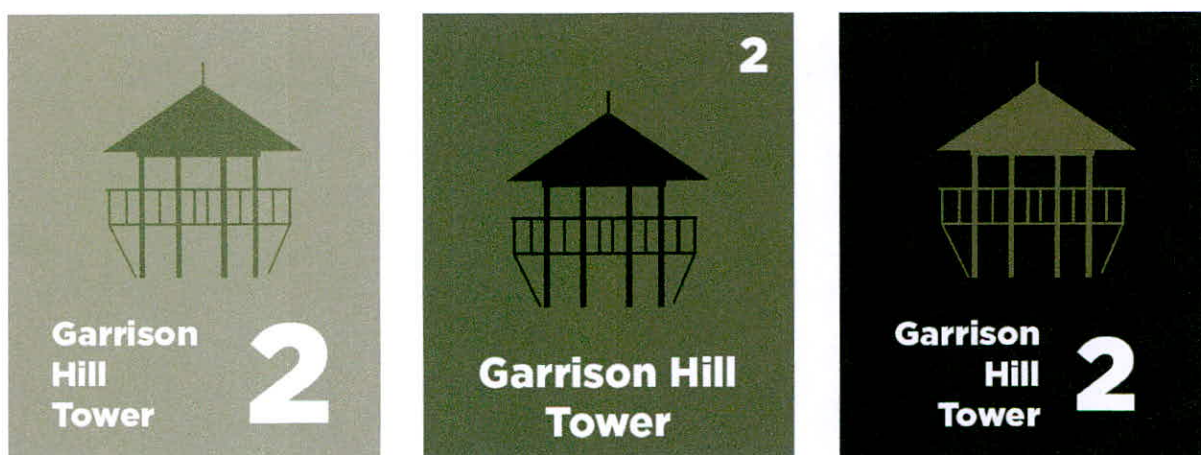
Gundalow (Brown, Level 5)

The gundalow, a flat-bottomed watercraft indigenous to the Piscataqua region, played a key role in Dover’s early commercial shipping success. In the days before proper roads, gundalows dominated local riverways and were the main method of transporting goods from the seagoing vessels to inland areas. The gundalows’ low bottoms and wide decks, made them ideal for navigating the shallow rivers and inlets of the Seacoast area.

The Arts Commission has collected representative images for each of the items above and would welcome the opportunity to team up with a graphic designer or sign maker to help transform the concepts into a cohesive set of icons.

ICON TREATMENT

Whether installed as separate signage (our recommendation), or stenciled directly on the walls beside the elevator doors, the icons could be combined with text to identify each floor by name and number. The examples below illustrate some different styles that could be employed in creating a set of unique Dover icons.



DIRECTORY

Additionally, a directory showing all floors and their associated icons could be a helpful addition inside each elevator.



Wayfinding Card Holder
TRCH1

CONCLUSION

The Dover Arts Commission is excited about this unique opportunity to collaborate with the Parking Garage Committee to inject some color, creativity, and community history into the new Orchard Street Parking Garage. If you have questions about this proposal, please contact Mark Cuddy or Kim Schuman.

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