

THE NORTH END NEIGHBOURHOOD SIGNAGE PUBLIC ART PROJECT



Public Consultation Results (November 5th to 25th)

General Comments

I believe all three artists have captured the requirements and spirit of this exercise with their own unique interpretation. They are all reflective of the community. Good job!

I love all three, but if I had to rank them, it would be Whitney, Fletcher, Culture of Small. All three convey the theme well, and include depictions of water and community that are important to north-enders. I prefer the more dynamic colour palette in Whitney's, but wonder if Fletcher's would withstand the elements and sun-bleaching better when printed. I think his choice of a simpler design theme is also worthy. Culture of Small's submission is simple, but I don't love the choice to have half of it given over to text.

The signage has to be readable. Culture of Small's is the only one that is not too busy; although Matt Fletcher's is nice with big wording.

All three entries seem to me to respond well to the competition goal.

I think all 3 are very good and you should use them all in different spots around the North End.

The three submits are equally lovely and pleasing to the eye. They are easily understood and direct in message!! Bravo. Why not all three!!?? Two spots of location for each one. They are too terrific to repeat only one item six times!! Think about it.

Artist: Matt Fletcher

I think they are all appropriate, and reflect the goal and theme. The submission by Culture of Small is likely to translate most easily into welcome signs, because it is the least busy of the three. But I think the other two are more interesting visually. I especially like the very graphic approach of the submission by Matt Fletcher.

I believe Matt Fletcher's piece is most representative of the North End. His art includes features, such as the water, the anchor, trees, unique housing, and Liuna Station, that are distinctive to the neighbourhood.

Matt Fletcher's proposal best captures the character of the North End Neighbourhood. I like that he's shown cycling, sailing and other water recreation activities, as well as a variety of housing styles. I like the colours but would prefer that the lettering of "North End" be solid blue so that it is easier to read.

Matt Fletcher's piece seems most appropriate as it has excellent design, features the words NORTH END as the prominent focus, and ties in a range of institutional and community spaces into the overall design. The classic design also seems very appropriate to the history of the neighbourhood. As a north end resident, this sign speaks to me and I would be proud to see it as a welcome to our community. Thank you for the opportunity to share this feedback.

I visually love Matt Fletcher's proposal!

Love Matt Fletcher's design, colour scheme, and style. I can see banners on posts, simple but graphic design. Love that his design showcases activities that we all love to partake in, at the Bay without it looking cheesy or obvious. His design is thought provoking allowing viewers to search and piece together images that they connect with. Very well done.

Preferred design by Matt Fletcher. Everything required is captured in a visually pleasing graphics that is easy to absorb.

Matt Fletcher's piece looks great - love the graphics - would only suggest that the 'north end' be in black with the same font (making it easier to read) :-) Very nice!

I love Matt Fletcher's sign the very best. A slight increase in colour vibrancy would be good. Culture of Small's sign is too simplistic and Kayla Whitney's makes me dizzy

The proposal by Matt Fletcher should win. It is the most aesthetically pleasing and entry. The design feels cohesive and complete, it incorporates elements of the neighborhood as per the terms of the prompt for the competition, and the color palate is superior to the other two entries. The second entry looks like it was cobbled together from/to become Microsoft Word clip art. The third entry gives me a feeling which I'm having difficulty describing, like it's simultaneously underdeveloped and too busy, like it lacks cohesion.

I like the first submission. Clear and easy to interpret the meaning and beauty all the north end has to offer

I like all 3 submissions however I was most drawn to Matt Fletchers work, I enjoy the colours and the imagery that he chose to use. As someone who grew up in the North End and currently resides in the Downtown Area I think Matt's sign would be a great choice and addition to the neighborhood.

Matt Fletcher has done a solid job of designing a gorgeous representation of the North End. From the colours to the geometry to the overall contemporary feel, it's a classic look for a wonderful neighbourhood.

Number 1 is the most aesthetically pleasing and has the nicest overall design. Number two looks more like the actual concept ask, number three doesn't look like the Bay Area / north end at all and is hard to read.

Number one is most reflective of the goal and theme, and most appropriate for the site. It's perfect, a stand-out design. The stylization is great, minimal colours so that the message is clearly communicated.

I MUCH prefer the Matt Fletcher design for its content and style. This sign will display a positive impression at the entries to our neighbourhood. The Culture of Small's design is too juvenile and the Kayla Whitney design, although containing good content, is simply too busy.

The first proposal, by Matt Fletcher, is the most attractive by far, as well as meeting all of the goals of the competition. It's beautiful and eye catching.

I love and vote for Matt Fletcher's artwork.

I like Matt Fletchers submission. Looks the most professional and unique.

The one by Matt Fletcher is the best. The symbols of our neighbourhood are stronger than the words.

I believe the first one best meets the goal and theme. Our unique landscape, architecture, and activities are all addressed through images that are unique to the North End. I see the sailing clubs, Liuna Station, McNab Street row houses, and Bayfront Park - all truly the North End. The other two use images that are not unique to our neighbourhood and could be easily be used in say, Burlington. I also like how the ""Welcome to the North End"" is the most dominant text, while the tagline ""Neighbourhood by the Bay"" is smaller. I voted for this slogan, but I know it was not everyone's favourite. Highlighting the Welcome part - something I think everyone would agree on might be a good way to focus on what we are celebrating...the North End. Thanks for the work you are all doing...I'm sure you have a tough decision."

#1, best; #3, second best; #2, third best. #1 - Best graphic standards, clear message, equal balance between nautical and residential themes with some biking included. #3 - More of an inclusive looking design showing the diverse range of buildings and people. Not as exciting graphically. Orients water as the main feature everything is gathering around. #2 - Looks like 90's clip art; nothing is distinguishable about it, nothing that is representative of Hamilton or the bayfront specifically. Colours are terrible.

I like Matt's art piece the most

Matt Fletcher's illustration is the one best suited as an entry sign for the North End. It seems timeless, in my opinion, because of its simplicity. I can see this sign lasting 20+ years.

I like Matt Fletcher's sign. It has many elements that represent our neighbourhood, sailing, biking, Liuna Station, and the row houses. Plus, it looks cool. The other signs are ok but they could really be anywhere. They don't speak specifically to our neighbourhood in my opinion.

Artist: Culture of Small

I like the design by Culture of Small. Simpler and to the point.

My vote would be for the sign by Culture of Small for the following 4 reasons:

1. It prioritizes water and green space over development, and shows in its composition that development projects must always support and prioritize the health of the land and water that in turn sustain us.
2. The colours and design are evocative of the 1960s or 1970s, a period of cultural awakenings and mass effort to advance civil rights, environmental movements, etc. It is a good time now to be reminded of that shared history and possibility.
3. I believe a child would feel welcomed by this sign, in its joyful, colourful simplicity. I also think it is more readable for those with less than perfect vision, such as the elderly. It is a good time now to make sure that the very young and the very old matter to us and feel welcome in our community.
4. The amount of white space acts like breathing room to the eye, and evokes a spirit of openness and welcome. It says "We have space for you, we have space to be calm, we have space to dream and remember and play."

The vibrancy of the colours on the Culture of Small signs make them more noticeable to drivers entering the neighbourhood--which is the first step in getting them to alter their driving habits when in the neighbourhood. It would be my choice. (Last time I looked, LIUNA Station is not in the North End neighbourhood.)

I think Culture of Small's submission is great! It is a clean design in a timeless manner. It conveys the overriding character of the neighbourhood. On another note, the design has to reflect its placement and public signage needs to be concise to convey its purpose and for public safety.

I favour the Second one by Culture by Small. The first one is very good but I can't tell if that thing on the right is a 'sex identity' sign or an anchor??? Too confusing. The one by Kayla is unreadable. There are too many people in there and doesn't speak to the community at large. Not sure anyone would be able to understand what the area is about. So, why the one by Small? It's clear, it's not confusing, captures park and water and housing. There is no attempt to try and include everyone under the sun in there. After all, isn't this supposed to be about environment? Houses take care of people. Enough said!

The Culture of Small submission is visually striking, yet simple enough to grasp as one drives by. It is uncluttered (unlike the other two which I find too "busy") yet it captures through easily recognized images/symbols the key elements of pride for the neighbourhood.

I believe that the purpose of signage is wayfinding (Where am I) for drivers and pedestrians; to communicate the nature of the place that you are entering; and to be inviting - among many other things. The design by Culture of Small does that most successfully in my opinion. The text is uncluttered and easy to read quickly - no squinting necessary from a bus or car. The colours and design overall is clean and vibrant. The buildings in the foreground reflect the variety of our built environment well.

My 1st selection would be the " Culture of Small".

I like the colours and simplicity of Culture of the Smalls submission. It is a welcoming picture and easy to read. The other submissions are too busy. My vote is for culture of the small.

The simplicity and timeless design of the Culture of Small proposal reflects what I see living in the North End. With easy to read, simple lettering and a fun, nature focused representation of the North End landscape I feel welcome looking at it. It is an inviting and pleasant way to greet those who live here, are visiting or just passing through. Thanks!

I can't say that I am enthusiastic about the submissions. Out of the three submitted "Culture of Small" would clearly win. Simple, colourful design that emphasizes the bay, green space and urban environment in equal measure. Matt Fletcher's design needs some green to reflect the area. It would be a great t-shirt design but too busy for a sign. Kayla Whitney's design: The 80s called, they want their PSA back. Seriously no! This is looking back in time before the redevelopment of the bay and greenspaces, unless the wading pool in the middle represents the bay. A really awkward and unsuccessful stab at diversity that leaves a lot of people out.

The 2nd submission I think is the best one. (Culture of Small) Matt Fletcher's (1st submission) is too busy for a sign and the colour scheme isn't the best. People are driving by this sign and both Matt's and Kayla's (3rd one) is too busy to really get across what the North End is. The 2nd one (Culture of Small) is simpler, bright colours, has the water, trees, and even the different houses we have in our neighbourhood.

The Culture of Small focuses on the comparative sizes and therefore the importance of parks, bay and colourful homes in the North End. It is clear what the references are. They appeal to the coming and going and importance of sea traffic with the ship. Also, the trees reflect nature and the environment. The simplicity of the design makes the message easy to understand.

Artist: Kayla Whitney

I love this! My favorite one is the circulator themed one by Kayla Whitney!

I love Kayla Whitney's work! A true display of community and diversity.

What an excellent idea to have a public art project for the signage for the "Neighbourhood by the Bay". A beautiful community that I am learning about every day in a city full of beautiful public art and murals. My vote is for Kayla Whitney Her vision and theme are very moving. Her passion for her community and her art and are both reflected this piece of work..... WELL DONE KAYLA!

What better way to showcase this neighbourhood than Kayla Whitney's submission. It brings everything in the neighbourhood together in unity by forming the circle to showcase how proud they are of this area. The colours also show this same unity to bring everything together as one to set the scene for a magnificent and relaxing area to visit. She had done a fantastic job on this project and it would be a great addition to this site for everyone to enjoy. Absolutely beautiful!!!

What wonderful art from our community! If I had to choose one, it would come down to Kayla and Matt, but I think Kayla's use of local themes, bright colours and an inclusive message really wins out. I think it has a very modern, bright and inviting aesthetic, and really communicates a sense of community even without the titling. I think Matt's design work is really great too, but his colours are a bit limited and some of the text and style choices remind me of a Northern Ontario campaign, vs the North End.

Preference is by Kayla Whitney. Shows diversity and inclusiveness of neighbourhood.

I really like the concept and layout of Kayla Whitney's submission. The circular theme is more welcoming and inclusive. The radiating rings seem to clearly suggest the priorities of this community; people first, homes next then businesses. Love this concept.

Like the community feel of the Whitney art

Artist: Kayla Whitney

Kayla's design reflects the idea that people of the community are the integral, important & infinite part of the North End neighbourhood. It's fun, eye-catching & memorable! Everyone of all ages will enjoy looking at this and will feel welcomed & embraced by this community!

My favourite is the sign by Kayla Whitney. To me it is the most attractive but it also encompasses the feel of the neighbourhood. Every time I look at it I see something new and I think that for decades to come, people will stop and look at the details of the picture to see north end historic buildings even if the building/businesses don't survive.

I really like Kayla Whitney's proposal as she highlights not only the buildings but also the people who make the North End Hamilton community so special. I really like the people in her sign joined in a circle.

I propose that Kayla Whitney's design is the best suited to our community. It's a compelling circular design on a rectangle. It reminds traffic to drive slowly with the adults and children in the design. Excellent that the sign will include businesses of the North End. It is easy to read (hopefully slow down too) and memorable. Unique.

I prefer the Whitney entry for its subtle colouration. I suppose subtlety is not often a virtue in signage, but we are going to have to look at these things for quite a long time. . .

Both 1 and 2 are lovely proposals... but miss the most important thing about the North End. Although Liuna Station is nice and the bay is essential.... it's all about the people and sense of community which is clearly reflected in Kayla's proposal.

I like the sign Kayla Whitney made. It's much nicer than the others. For the first one the colors are weird and the second one looks like it was made by a toddler. Kayla's has nice colors and looks like a works blended together.

I like the submission by Kayla Whitney best as it covers all aspects of life in the North End, including important community hubs, schools and its diverse population, as well as its unique setting. Culture of

the Small is gives a nice picture of the North End, but is not so inclusive of all its aspects. Matt Fletcher's submission is totally inappropriate. If the artist had done any research, he would have realized that Liuna Station is not located in the North end and that the neighbourhood is more than cycle trails and parks.

I like Kayla Whitney's poster: shows different cultures, circle represents everyone coming together; like a family; blue – water area; green – parkland; walking trails; and different houses for everybody (mixed income).

They're all great but I really like Kayla's the best. It's colourful and vibrant like the community and the circles of people etc. show co-operation and support.

I like Kayla Whitney's the best.

My favourite is Kayla Whitney's.

I like Kayla Whitney's.

I like the one where the people are in a circle at the centre. It shows how we as a community work together and are an important component in what makes are community as wonderful as it is. The people in the circle also provide a good representation of our diversity. People are the centre and most important part of the North End. I also like how the buildings are actual buildings from our community.

The sign by Kayla Whitney is the only thing that makes our community what it is - the neighbours that live in it. Well done Kayla. I strongly feel we "The North End" should put up all 3 signs in 3 different entrances to our North End!!

None of the Above

I don't feel that any of these portray the North End. The traffic plan identified a child friendly neighbourhood and implemented speed limits to reflect that. All of these are trying to fit too much into the box. They are too busy with "stuff" that they think will give the broadest reach. Totally disappointing.

The Matt Fletcher proposal is way too busy and everything seems to mesh together as a boarder around the slogan. The slogan is not prominent enough, all you see is North End at first glance. As a note, Liuna Station is neither the entrance to the North End or in the North End. The boundaries of the North End are the CNR tracks to the south, Bay St. to the west, Wellington St. to the east and the harbour to the north. The Culture of Smalls proposal is the better of the three proposals. Simple and the slogan stands out. I don't think anything in the artist's write up is shown in the proposal. All I see is housing, a park and the harbour and the slogan. This proposal catches my eye. The Kayla Whitney proposal is not eye appealing. It is too busy and I feel no one will notice anything on the sign except for the slogan. Our neighbourhood doesn't go all the way around the harbour, even though it is supposed to represent the harbour being the centre of all that goes on in the North End. Finally, the businesses and housing

represented, represent the present, not what will be around in 10 - 20 years. I would have liked to have seen the other proposals.

I'm not a big fan of any of these, but if I had to rank them it would be 1) Culture of Small - clean, simple, easy to read design, highlights how we are a neighbourhood that is so lucky to living by the bay and by so much green space. and a homage to our boating/shipping community 2) Matt Fletcher - kind of busy, but shows the great unique things about my neighbourhood, I don't like the limited use of colour, could use some green to highlight how much greenspace we are so lucky to have in the NE, not a fan of the reddish colour, fix up the lettering for better readability 3) Kayla Whitney - really dislike this one and would not want to look at it every day as I walk to work, this would become so dated in 5 minutes because of the limited perspective of the NE, no forward view of how this neighbourhood is transforming in such a positive way, way too busy for drivers, and where's the Bay??? Also, I'm so very happy we have a new slogan that is inclusive of anyone and highlights the Bay - so happy the old slogan is gone!

Other

I believe this portrayal best represents diversity and inclusion! Definitely a winner!

This one is my favourite. I like how it shows the diversity of the neighbourhood and conveys a feeling of wrapping you in community.