

# **Bloomfield Crossing Entrance Sign Replacement Project**

(Entrance sign damaged in February 2020)

The Homeowners Association Board of Directors assembled this review as an example of how the Board approaches projects with transparency and financial prudence.

- ❑ Collaborative effort with the whole neighborhood.
- ❑ Impactful to the Bloomfield Crossing brand image.
- ❑ Large in scope.
- ❑ Conducted during the challenging pandemic time period.

The following slides provide the high points of the HOA Board's approach, plans, and assumptions made early and throughout the project to bring the project to a successful completion.

# Bloomfield Crossing Entrance Sign Replacement Project

## Summary of the High Points:

- HOA Board created collaborative effort and was extremely transparent to the neighborhood.
  - ❑ Several updates sent to the whole neighborhood.
  - ❑ Many discussions within the HOA Board at every step to get Board consensus/approvals. Included thorough reviews of all inputs from any Homeowner that communicated their ideas, concerns or advice.
  - ❑ Formed a Taskforce and Homeowners Advisory Inputter Group.
    - Process used to develop parameters and design ideas.
    - Many communications between Advisory Inputter Group members and Board members.
- Multiple Decision Components including:
  - ❑ Significant enhancements/updates rather than “*just replacing with the same sign*”.
  - ❑ Voluntary Entrance Contribution Fund. Over 40% of Homeowners contributed.
  - ❑ Multiple vendor quotes, balance cost/quality, and focus on immediate requirements.
- Successful Result!
  - ❑ *Thank you to all the volunteers and Homeowners that provided their time, ideas and advice.*
  - ❑ *Thank you to the many Homeowners that have gone out of their way to compliment the new sign!*

To the Entrance Sign Taskforce and Inputter Group,

As promised, the HOA Board is sending more detailed updates to the Taskforce and Inputters Group (thus the length of this message). Over the next weeks, shorter updates will go to the Owners that contributed to the Entrance Fund, and then to the whole neighborhood.

Thank you all for your passion and engagement as we've journeyed through this unusual year of COVID. Through several discussions with you, either individually or in small groups, your advice shaped the specifications of the sign.

1. Beautiful, Sleek, Updated and Eloquently Magnificence!

Smooth limestone behind the lettering, and dark painted etched letters pop the lettering with an eloquent look. Under the lettering and on the pillars, light grey Silver Alabaster Shadowstone will provide a subtle texture and contrast to the lettering's smooth limestone so it will not detract from the horizontal "Bloomfield Crossing".

2. Substantial Presence Without Being "Too Much": A solid 4-feet high rising from the ground, and 9-feet long (including the pillars) will look appropriately substantial without being overwhelming.

3. Multiple Vendors:

The Taskforce and HOA Board have worked with several vendors. Given COVID restrictions, vendors and the insurance agency only started working with us in a significant way until July/August, and were slow to respond in the midst of getting caught up with their work. The project was recently awarded to Signs and More. Their cost quote was about 15% lower cost than the other vendor, Pro-scape. Plus, Signs and More provided many services for free over the last many months, including design advice. A third vendor provided a cost quote but it did not meet our specifications and they were not motivated to re-quote. A fourth vendor chose not to quote since they were too busy catching up from not being able to conduct business earlier this year. A fifth vendor was contacted, but declined to quote on a project this small.

4. Pillars Removed: Envision removed the 2 old pillars and the footers. A very professional company. They did not quote on the whole project since they couldn't install until late Spring or Summer. Not only were the broken and unsightly pillars removed right away, but also, the HOA saved at least \$300 versus the Signs and More quote to remove the pillars and or \$750 versus Pro-scape.

5. Budget/Funding: Various funding sources will cover 95% - 100% of the sign's cost. If we need to cover the remaining 5% or so, or if additional unanticipated minor costs occur, we may need to tap into the cash reserves (maybe \$2k - \$3k). In the 2020 annual meeting, we reviewed the rationale for the cash reserve and it included occasional entrance enhancement, repair, or maintenance. Rough breakdown:

- a. Insurance Claim: 59%
- b. Entrance Fund (Contributions from over 40% of Owners): 21%
- c. Insurance deductible (budgeted): 5%
- d. Maintenance/Enhancement (budgeted): 4%
- e. Overall underspend of other Budget line items: 7%

## TRANSPARENCY

***HOA Board communicated to the Sign Taskforce and Advisory Inputter Group on the status of the sign project, costs and funding. Several similar updates were communicated to the whole neighborhood.***

*(page 1 of 2).*

The 12/3/2020 email was sent to the Taskforce and Advisory Inputter Groups. In addition, several conversations were conducted to ensure all inputs were heard and discussed.

The 12/3/2020 email included:

- Sign design description.
- Size/Dimensions description.
- Process used to get multiple vendor quotes.
- Announced that the old pillars were removed right away rather than waiting for the sign installation timing.
- Review of the budget for the new sign and estimated funding sources.

email: 12/3/2020 Page 2 of 2

6. Township/County Permits/Approval Timing: The Township Zoning Board has its agendas filled for December and January, so we are trying to get on the February agenda. Signs and More will stand ready to begin the install after approvals are obtained.

7. Permits, Approvals, and Codes: The sign height, length and placement are within codes and should help smooth the approval process. Plus, placing the sign on the island will be a substantial help in getting through the approval processes. Incidentally, most Owners in the Taskforce and the Inputter Group agreed that placement on the island was preferred.

8. Timeline: Much depends on getting on the Zoning Board schedule, obtaining other Township and County approvals, and any further State COVID-related restrictions. With that caveat, we are looking to begin the install in April or May. We're looking at ways to accelerate that timeline.

Thank you again for all your suggestions and advice. We'll keep you informed of progress.

Thank you,  
The HOA Board Members  
December 3, 2020

\* HOA Board and Advisory Inputter Group members were listed in the original 12/3/2020 email.

## TRANSPARENCY


The second half of the 12/3/2020 email included:

- Timeline for Township/County/Other permits/approvals.
- Sign dimensions and placement to adhere to codes and getting ready for Township/County reviews.
- Installation timeline, albeit caveated by the many possible delays due to COVID disruptors. Indeed, many hurdles had to be addressed and the install was delayed beyond the estimate in this email.

### **The Whole Neighborhood Received Several Updates:**

For example, a slightly condensed version of the 12/3/2020 Taskforce/Advisory Group update was sent to the whole neighborhood on 1/22/2021 with a few minor updates that occurred since the 12/3/2020 communication.

# SIGNS AND MORE QUOTE



**Signs & More**  
 1371 Souter Drive  
 Troy, MI 48063  
 Ph: (248) 852-0683  
 FAX: (248) 852-0804  
 Email: signsandmore@gmail.com  
 Web: http://signsandmoremi.com

**Order #: 39820**

Order Created: 12/7/2020 11:54:14AM

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Order Date: 12/7/2020 11:54:14AM

Account No.: 2374

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**Billed To:** Bloomfield Crossing  
**Contact:** Greg Filipowicz  
**Address:** 692 E. Sq Lake Road  
 Bloomfield Hills, MI 48063-3093

**Email:** filipowicz.greg@gmail.com  
**Office Phone:** (248) 885-0380

**Created Date:** 12/7/2020 11:54:14AM

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**Description:** Entry Sign - 4' X 9' X 18" Deep Columns

	Product: Miscellaneous	Quantity	Unit Price	Subtotal
1	<b>Description:</b> 4'(H) X 9'(W) Two Sided Monument Sign. Limestone cap (22" X 22") / 18" X 18" Columns. 2' (H) X 6'(W) X 12" Deep Limestone Center Panel with Engraved Lettering/Paint Filled Dark Grey. Realstone Silver Alabaster Thin Version. (No Sparkle) 2' X 9' limestone faces engraved and paint filled dark grey. Columns to be 18"(W) X 24"(Deep)  <b>Quantity:</b> 1 <b>Side(s):</b> Double Sided <b>Product Code:</b> SMS-MISC <b>Height:</b> 46 in <b>Width:</b> 144 in <b>Text:</b> BLOOMFIELD CROSSING	1.00	\$10,425.00	\$10,425.00
2	<b>Description:</b> Labor to excavate new footing and pour 3500 psi concrete, remove all of excavated dirt, debris hauled away. Build of new sign.  <ul style="list-style-type: none"> <li>Quantity: 1</li> <li>Side(s): Single Sided</li> <li>Product Code: SMS-MISC</li> <li>Height: 0 in Width: 0 in</li> </ul>	1.00	\$7,500.00	\$7,500.00
3	<b>Description:</b> City of Bloomfield Hills Design Review \$100  Oakland County Road Commission \$100 Application \$50.00 Permit Fee \$300.00 Estimated Inspection Fee  Staff Time - No Charge  <ul style="list-style-type: none"> <li>Quantity: 1</li> <li>Side(s): Single Sided</li> <li>Product Code: SMS - Permits</li> <li>Height: 0 in Width: 0 in</li> <li>Background Color: Not Assigned Foreground Color: Not Assigned Font: Not Assigned</li> </ul>	1.00	\$550.00	\$550.00

Quick action by the HOA Board enabled removal of the unsightly damaged pillars and their footers right away instead of waiting for the sign installation scheduled for the following year. The Envision Company charged \$998 for the removal.

With the old pillars already removed, Signs & More reduced their quote by \$1,300 which provided a net savings to the HOA of \$302 (\$1,300 less the \$998 actual cost).

The Board decided it would be lower cost to repair (versus replace) the existing flood lights and consider enhancements to the lighting sometime in the future years. The \$250 cost for lighting was removed from the Signs & More quote.

With diligence of the HOA Board and Signs & More to work through the review processes with the County and Township, the sign installation was approved and additional reviews were not necessary. Thus, the estimate for permits (a pass-through cost) was reduced by \$200.

The math:

Original Quote:	\$20,225
Less: Pillar Removal Cost:	(\$1,300)
Less: No Lighting Enhancements	( \$250)
Less: Fewer Permit Fees	( \$200)

**Final Quote from Signs & More: \$18,475**

## **Bloomfield Crossing Entrance Sign Replacement Project**

### ***A Note From the HOA President***

Thank you to all the volunteers and HOA Board members for such a successful project outcome! The beautiful new sign will provide substantial homeowner value and enhance the Bloomfield Crossing brand image.

Each Board member devoted an extraordinary amount of time to ensure all inputs from all Homeowners were mindfully reviewed, cost/quality tradeoffs struck the right balance, and a collaborative effort with the whole neighborhood was enabled.

In addition to the Taskforce and Advisory Inputter Group volunteers, there were many other Homeowners that contributed their time, ideas, constructive concerns and advice. Also, I want to thank the over 40% of Homeowners that contributed to the Voluntary Entrance Fund which was a key enabler to deliver a beautiful sign!

Thank you!

Larry Lloyd, HOA President