



Birmingham Shopping District  
Wayfinding and Gateway Signage Committee  
Meeting Date: 1/24/2022  
151 Martin Street  
Birmingham, MI 48009  
ALLINBirmingham.com

## WAYFINDING AND GATEWAY SIGNAGE COMMITTEE AGENDA

**Members:** Doug Fehan, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Marla Kaftan, Annie VanGelderren, Kevin Hart  
**Staff:** Sean Kammer, Claire Galli  
**Date and Time:** Monday, January 24, 2022 at 1:00 p.m.  
**Location:** City Hall Second Floor Conference Room

**Zoom Link for the public:**

<https://us06web.zoom.us/j/82515222999>

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### AGENDA

1. Call to order
2. Roll Call
3. Public Comment
4. Approval of minutes from 12-17-2021 meeting
5. Legal guidance concerning Open Meetings Act and committees and subcommittees (City Attorney memorandum)
6. Discussion of branding and color choices
  - a) Review options for City logo and branding
  - b) Review City brand and style guide
7. Wayfinding and Gateway Signage Study proposed updates
  - a) Updates to signage
    - i. Locations/destinations in the downtown
    - ii. Locations/destinations city-wide
    - iii. Parks signage and branding
    - iv. Farmers Market signage
8. Monument/signage on city-owned parcel
  - a) Overview of area after S. Old Woodward Construction
  - b) Overview of area in Master Plan
  - c) Proposals for monument/signage in area
9. Adjourn



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## WAYFINDING AND GATEWAY SIGNAGE COMMITTEE MEETING SUMMARY

**Date and Time:** Friday, December 17, 2021 at 10:00 a.m.  
**Location:** City Hall Second Floor Conference Room

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1. Call to order by committee chair Doug Fehan
2. Roll Call:

**Present:** Doug Fehan, Jana Ecker, Nicholas Dupuis, Marla Kaftan, Annie VanGelderens, Kevin Hart

**Absent:** Sarvy Lipari

**Others present:** Sean Kammer, Claire Galli

3. Approval of minutes: (There were no minutes to approve.)
4. New business:
  - a) Discussion of logo, branding and color choices

The committee discussed previously submitted logo designs. The committee discussed support for one design in particular, to be revisited at the next committee meeting.

Committee reviewed the City's Style Guide.

Committee discussed reaching out to McCann for records of previously submitted logo and branding design work.



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b) Wayfinding and Gateway Signage Study proposed updates

The committee discussed the city going out for RFP to update the Citywide Wayfinding and Signage Design program.

Committee members discussed how signage updates could possibly include parking, parks, and gateway areas.

Comments from the public: (no public was present)

The meeting adjourned at 11:00 a.m.

## **MEMORANDUM**

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**DATE:** January 5, 2022  
**TO:** All Departments  
**FROM:** Mary M. Kucharek  
**SUBJECT:** Open Meetings Act

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The Open Meetings Act is a Michigan statute which basically provides that all meetings of a public body shall be open to the public and shall be held in places available to the general public. According to the Michigan Court, the intent of the Open Meetings Act is to facilitate public access to governmental decision making and the statute should be broadly interpreted and its exemptions strictly construed. The question presented is whether committees and subcommittees, which are advisory in nature only, are subject to the Open Meetings Act and its regulations. In order to determine whether a meeting or situation requires regulations of the Open Meetings Act, four questions need to be asked:

**1. Whether the committee or subcommittee is a public body.**

According to the Open Meetings Act:

“Public body’ means any state or local legislative or governing body, including a board, commission, committee, subcommittee, authority, or council, that is empowered by state constitution, statute, charter, ordinance, resolution, or rule to exercise governmental or proprietary authority or perform a governmental or proprietary function; a lessee of such a body performing an essential public purpose and function pursuant to the lease agreement; or the board of a nonprofit corporation formed by a city under section 40 of the home rule city act.”

To simplify, a public body is a group whose work and purpose is part of the process of government. A committee or a subcommittee which has been created by recommendation,

resolution or direction by the legislative body is a public body. Also, if a quorum of an elected body is present, it is instantly a public body.

## **2. Whether there is a meeting of the public body.**

"Meeting" is defined in the Open Meetings Act as:

"The convening of a public body at which a quorum is present for the purpose of deliberating toward or rendering a decision on a public policy."

The inquiry is whether or not, when the group of people meet, are they working towards or rendering a decision, in order to make an advisory recommendation to the legislative body? If the group is deliberating and collectively decide a recommendation, then pursuant to the Michigan Court of Appeals, it is in fact a meeting.

## **3. Whether a decision effectuating public policy will be made.**

Pursuant to the Open Meetings Act, a decision is "a determination, action, vote or disposition upon a motion, proposal, recommendation, resolution, order, ordinance, bill or measure on which a vote by members of a public body is required and by which a public body effectuates the form of public policy." In *Schmiedicke v Clare School Board*, 1998, the Court of Appeals analyzed whether or not a committee was, in fact, making a "decision" according to the Open Meetings Act. The court ruled it is important to determine if a recommendation is actually made. The recommendation is a delegation of authority to perform an act. "The focus of inquiry is the authority delegated to the committee not the authority it exercised." The Court of Appeals pointed out "the primary purpose of the Open Meetings Act is to ensure that public entities conduct all their decision making activities in open meetings and not simply hold open meetings where rubber stamped decisions were previously made behind closed doors." Therefore, when a subcommittee makes a recommendation, and if that subcommittee was not open to the public,

it effectively forecloses any involvement by members of the public, and essentially means that the decision made by the subcommittee at a closed meeting is fait accompli. The definition of fait accompli means "a thing that has already happened or decided before those affected hear about it, leaving them with no option but to accept."

#### **4. Whether any exceptions are applicable.**

Exceptions are listed in the Open Meetings Act with specificity.

The Attorney General of Michigan has created an *Open Meetings Act Handbook*. One paragraph in the handbook states, "Open Meetings Act does not apply to committees and subcommittees composed of less than a quorum of the full public body, if they are merely advisory and capable of making recommendations concerning the exercise of governmental authority." I have previously contacted the Attorney General's Office and spoke with James Kelley, who was the expert regarding the Open Meetings Act. I asked him how that paragraph as written by Attorney General Frank Kelley in 1997, be true in light of the *Schmiedicke* case? Mr. Kelley advised the cited paragraph applies when an advisory committee is meeting and their purpose is to collect information, report and then make a recommendation to the governing body. They may do so without being an open meeting only if the recommendations that they give to the governing body, include all of the potential options available before they make a recommendation. As an example, if a committee is collecting information and then come before the governing body, and state, for instance, there were five different choices to an issue, and then state, we believe choice number 3 is the correct way to go, they may do so as long as they advise about all five choices. In this example, there is not an "open meeting" because they did not make a decision. However, if the members of the advisory committee discuss, weigh and determine ahead of time at their meeting before presenting to the governing body their choice of one option, and then

they make a recommendation to the Council and do not advise about all possible options, then they were making a "decision," and are therefore in violation of the Open Meetings Act.

Mr. Kelley and I concur, the practice of failing to notice all committees, even those that are advisory in nature, is a "slippery slope". His recommendation is to notice each and every meeting that occurs, including every committee, subcommittee, ad hoc committee, etc.

New Year...New Logo





# New Year-New Logo

Thursday, March 08, 2018

# 1739

**Total Responses**

Date Created: Tuesday, November 28, 2017

Complete Responses: 1739

## Q8: Rank the designs from 1 to 6, 1 being your favorite and 6 being your least favorite.

Answered: 1,739 Skipped: 0

	1	2	3	4	5	6	TOTAL	SCORE
	34.73% 604	22.14% 385	15.41% 268	8.97% 156	6.50% 113	12.25% 213	1,739	4.33
	31.80% 553	21.33% 371	14.38% 250	11.39% 198	10.87% 189	10.24% 178	1,739	4.21
	15.01% 261	14.66% 255	16.96% 295	20.07% 349	17.42% 303	15.87% 276	1,739	3.42
	7.30% 127	21.28% 370	26.16% 455	20.87% 363	14.32% 249	10.06% 175	1,739	3.56
	5.98% 104	10.98% 191	13.00% 226	19.21% 334	25.59% 445	25.24% 439	1,739	2.77
	5.18% 90	9.60% 167	14.09% 245	19.49% 339	25.30% 440	26.34% 458	1,739	2.71

# **Birmingham**

## **City Logo Survey**

Conducted Jan. 1-31, 2018

1. Reporting data from the survey
2. Analyzing the comments
3. Breakdown of suggestions
4. Conclusions

# 1. Reporting data from the survey

## Question 1: Respondent demographic

### Demographic

### Percentage

### Number

- |   |        |            |
|---|--------|------------|
| • I am a Birmingham resident                    | 59.63% | 1,037      |
| • I am not a Birmingham resident                | 31.22% | 543        |
| • I own a business or property<br>in Birmingham | 9.55%  | <u>166</u> |

Total: 1,746

**1,739 actual**

Some fit both categories of being a resident  
and a business or property owner

# Survey Questions 2, 3 and 4: data summary



Q2 Sculpture



Q3 Words only



Q4 Cube

## Question summary

• Liked the logo concept	29%	14%	16%
• Liked the font	27%	29%	28%
• Represents Bham	11%	7%	7%
• Disliked logo concept	47%	47%	26%
• Disliked font	37%	35%	38%
• Not rep. Bham	37%	37%	20%

The logos and fonts had low scores for being liked, and high scores for being disliked

# Survey Questions 5, 6 and 7: data summary



Q5 Existing logo



Q6 Circle Tree





Q7 Shield/Crest

## Question summary

• Liked the logo concept	57%	37%	53%
• Liked the font	39%	18%	40%
• Represents Bham	41%	12%	32%
• Disliked logo concept	28%	48%	35%
• Disliked font	26%	47%	25%
• Not rep. Bham	15%	27%	18%

The logos and fonts for Q5 and Q7 had high scores for being liked. The existing logo and Shield or Crest Logo were very close in almost every field except “Represents Bham.”




## Questions 8: Rank designs 1-8, 1 being your favorite.

	1	2	3	4	5	6	TOTAL	SCORE
	34.73% 604	22.14% 385	15.41% 268	8.97% 156	6.50% 113	12.25% 213	1,739	4.33
	31.80% 553	21.33% 371	14.38% 250	11.39% 198	10.87% 189	10.24% 178	1,739	4.21
	15.01% 261	14.66% 255	16.96% 295	20.07% 349	17.42% 303	15.87% 276	1,739	3.42
	7.30% 127	21.28% 370	26.16% 455	20.87% 363	14.32% 249	10.06% 175	1,739	3.56
	5.98% 104	10.98% 191	13.00% 226	19.21% 334	25.59% 445	25.24% 439	1,739	2.77
	5.18% 90	9.60% 167	14.09% 245	19.49% 339	25.30% 440	26.34% 458	1,739	2.71

The top three logos had trees, which shows the importance of trees in the design.



## 2. Analyzing the Comments

<u>Comment summary</u>			
	<u>Q5 Existing logo</u>	<u>Q6 Circle Tree</u>	<u>Q7 Shield/Crest</u>
1. Positive comment	149	28	98
2. Negative comment	157	175	225
3. Don't spend money	6	3	2
4. Like the graphic	15	0	0
5. Keep existing logo	0	27	0
6. Have suggestion	53	80	99
7. Tagline comment	38	30	4
8. Random comment	7	2	4
<b>Total Comments</b>	<b>442</b>	<b>322</b>	<b>433</b>

The existing logo received the highest positive comments, and the Shield/Crest logo received 75 more negative comments than the existing logo. The Shield/Crest logo had double the suggestions compared to the existing logo.

### 3. Breakdown of suggestions



#### Suggestion summary

Q5 Existing logo

Q6 Circle Tree

Q7 Shield/Crest

Totals

• Update/dif. font	<b>25</b>	<b>41</b>	<b>22</b>	<b>88</b>
• Different tree	<b>18</b>	<b>11</b>	<b>4</b>	<b>30</b>
• Keep walkable	<b>2</b>	<b>12</b>	<b>20</b>	<b>34</b>
• Hate walkable	<b>15</b>	-	-	<b>15</b>
• Needs tagline	-	<b>27</b>	-	<b>27</b>
• Keep “city of”	-	<b>5</b>	-	<b>5</b>
• Likes tree Q5	<b>13</b>	-	-	<b>13</b>
• Likes tree Q6	-	<b>28</b>	-	<b>28</b>
• Likes tree Q7	-	-	<b>28</b>	<b>28</b>

Update the existing font, but don't get too modern in selection; walkable is missed when not included; update the tree to a more modern, crisp piece of artwork.

## 4. Conclusions from Logo Survey Data



1. Keep the existing layout and design, but change and update it.
2. Update the font, bring in fresh and modern
3. Incorporate a new tree graphic, but do not use an abstract version. Trees define Birmingham.
4. Tagline is missed when not included.

# STYLE GUIDE

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PRIMARY COLOR PALETTE



**CMYK**  
C: 81 M: 41 Y: 82 K: 38

**RGB**  
R: 42 G: 87 B: 58

**HEX** #2A573A

**PMS:** 7483C



**CMYK**  
C: 86 M: 69 Y: 52 K: 49

**RGB**  
R: 35 G: 52 B: 66

**HEX** #233442

**PMS:** 7546C



**CMYK**  
C: 79 M: 58 Y: 38 K: 17

**RGB**  
R: 66 G: 92 B: 115

**HEX** #425C73

**PMS:** 4137C



**CMYK**  
C: 70 M: 35 Y: 22 K: 1

**RGB**  
R: 84 G: 141 B: 170

**HEX** #548DAA

**PMS:** 2208C



**CMYK**  
C: 53 M: 20 Y: 14 K: 0

**RGB**  
R: 122 G: 173 B: 199

**HEX** #7AADC7

**PMS:** 7458C

SECONDARY COLOR PALETTE



**CMYK** C: 0 M: 91 Y: 42 K: 0

**RGB** R: 239 G: 60 B: 104

**HEX** #EF3C68 **PMS:** 191C



**CMYK** C: 36 M: 0 Y: 10 K: 0

**RGB** R: 145 G: 237 B: 242

**HEX** #91EDF2 **PMS:** 304C



**CMYK** C: 28 M: 21 Y: 0 K: 15

**RGB** R: 158 G: 180 B: 197

**HEX** #9EB4C5 **PMS:** 536C



**CMYK** C: 93 M: 77 Y: 6 K: 1

**RGB** R: 42 G: 81 B: 154

**HEX** #2A519A **PMS:** 7685C



**CMYK** C: 22 M: 8 Y: 22 K: 0

**RGB** R: 199 G: 213 B: 198

**HEX** #C7D5C6 **PMS:** ?



**CMYK** C: 7 M: 12 Y: 38 K: 0

**RGB** R: 236 G: 217 B: 168

**HEX** #ECD9A8 **PMS:** 7506C



**CMYK** C: 22 M: 73 Y: 93 K: 10

**RGB** R: 181 G: 90 B: 48

**HEX** #B55A30 **PMS:** 7592C



**CMYK** C: 4 M: 100 Y: 95 K: 1

**RGB** R: 230 G: 27 B: 41

**HEX** #E61B29 **PMS:** 1788C



**CMYK** C: 39 M: 85 Y: 28 K: 4

**RGB** R: 158 G: 71 B: 120

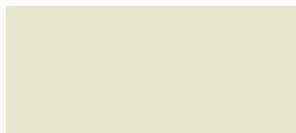
**HEX** #9E4778 **PMS:** 682C



**CMYK** C: 88 M: 27 Y: 80 K: 13

**RGB** R: 0 G: 125 B: 86

**HEX** #007D56 **PMS:** 2419C



**CMYK** C: 9 M: 5 Y: 21 K: 0

**RGB** R: 231 G: 230 B: 205

**HEX** #E9E7CD **PMS:** ?

PRIMARY TYPOGRAPHY

Avenir Next Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10

Avenir LT Std 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10

SECONDARY TYPOGRAPHY

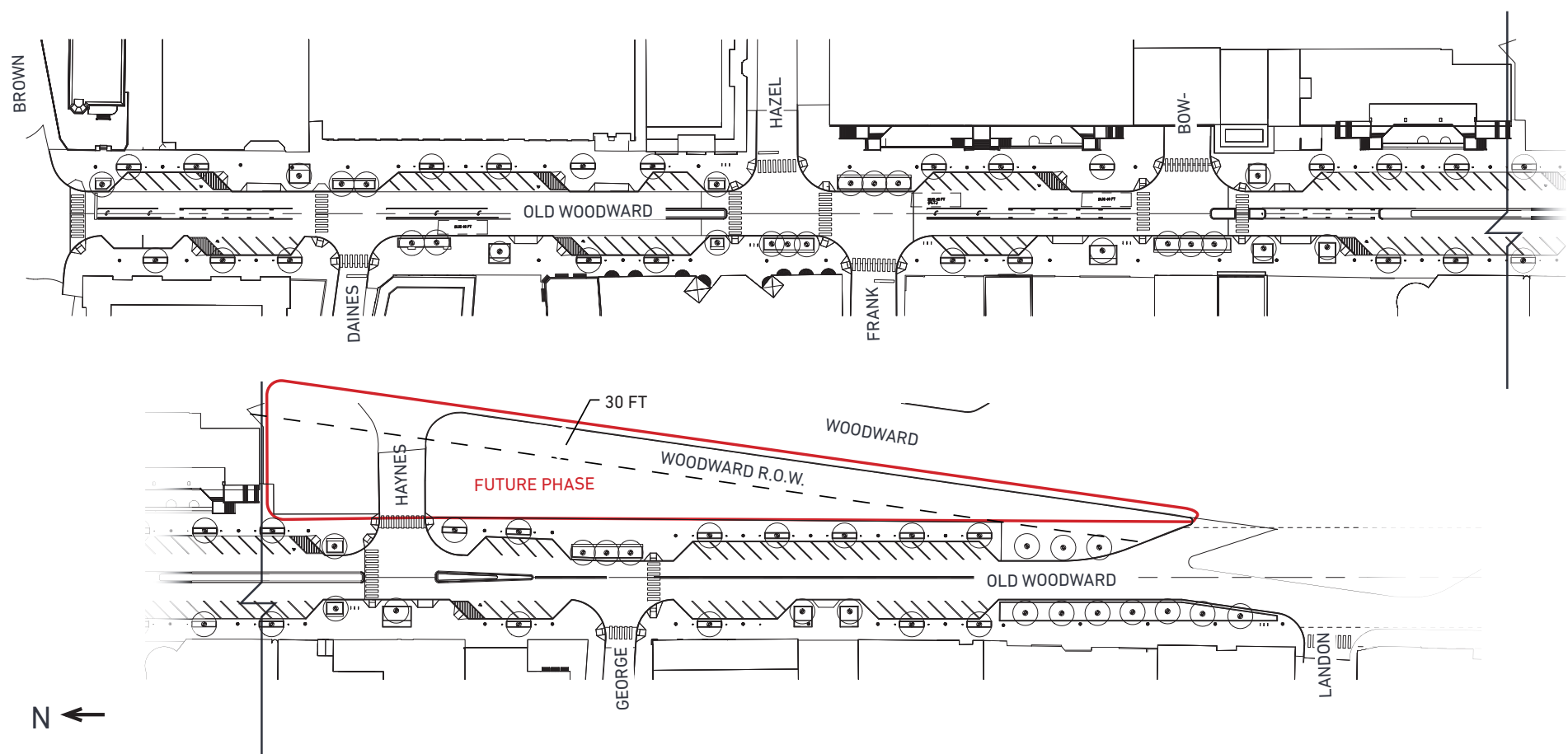
Jellytta

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10

# 2021 CONCEPT - OVERALL PLAN



MKSK







# The Birmingham Plan 2040 —Draft #2

## Haynes Square Proposal



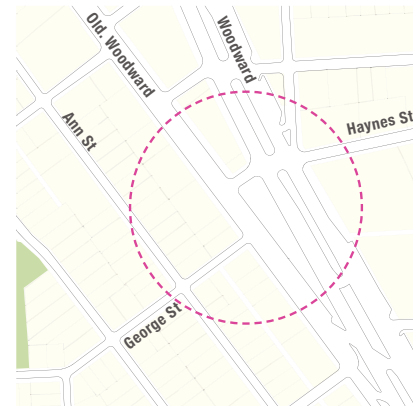
# Implement Haynes Square

## Key Recommendations

- a. Build a public parking deck and create a parking assessment district in the Triangle District.
- b. Study Public Private Partnerships for future parking structures.
- c. Create a Haynes Square Plan, possibly updating the Triangle District Plan, including:
  - a. Street reconfiguration
  - b. A new public square
  - c. Triangle district streetscape improvements
  - d. Consideration for land dispensation
  - e. Parking district creation
  - f. Metering on-street parking
  - g. Subdivision and zoning standards for Adam's Square
  - h. Woodward improvement in the vicinity
  - i. Green stormwater management

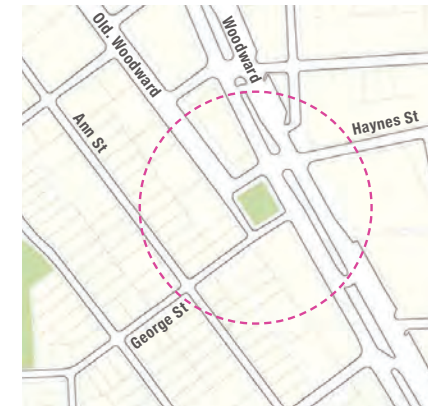


Figure 20. Redevelopment of Haynes Square.



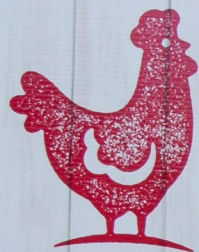
EXISTING

Figure 19. Haynes Square reconfiguration.



PROPOSED





BIRMINGHAM  
**FARMERS MARKET** 2019

**SUNDAYS**  
9 A.M.-2 P.M.

**MAY 5TH -  
OCT 27TH**

**OPENING DAY**  
SUN, MAY 5

**CHEF CLASH**  
SUN, JUNE 23

**CORN FESTIVAL**  
SUN, AUG 11

**HARVEST FEST**  
SUN, SEPT 15

**END OF SEASON  
CELEBRATION**  
SUN, OCT 27

**660 N. OLD WOODWARD**

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## **WAYFINDING AND GATEWAY SIGNAGE COMMITTEE**

### **Proposed Meeting Dates**

Monday, February, 7, 2022 at 1:00 p.m.

Monday, February 21, 2022 at 1:00 p.m.

Monday, March 7, 2022 at 1:00 p.m.

Monday March 21, 2022 at 1:00 p.m.