



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>

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