



## WAYFINDING AND GATEWAY SIGNAGE COMMITTEE AGENDA

**Members:** Doug Fehan, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie VanGelderren, Kevin Hart, Marianne Gamboa, Claire Galli, Carrie Laird, Ryan Weingartz  
**Date and Time:** Wednesday, May 23, 2022 at 1:00 p.m.  
**Location:** City Hall Second Floor Conference Room

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### AGENDA

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of Minutes – May 11, 2022
5. Ad Hoc Committee
  - New Name for Committee
  - Branding Professional on Committee
6. Brand Book / New Logo Style Guide
7. Roll Out Plan for New Logo
8. New Logo Requests
  - City Stationary
  - DPS uniforms
  - DPS vehicle decals
  - Park Signs
  - Public Notice Signs
  - Water Towers
  - ParkMobile Stickers
9. Adjourn

**Wayfinding Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**May 11, 2022**

Chairperson Fehan called the meeting to order at 1:34 p.m.

**In Attendance:** D. Fehan (Chairperson), J. Ecker, M. Gamboa, N. Dupuis, A. VanGeldereren, K. Hart, C. Galli, E. Bassett, R. Weingartz, L. Wood

**Absent:** S. Lipari

There was no public comment.

There were no minutes for review and approval from the last meeting due to staff departures.

**Commission Update:**

Ms. Ecker advised that the City Commission approved the logo recommended by the Wayfinding Committee, and recommended moving forward with the Request for Proposals to refresh the City's 2002 Wayfinding plan. Ms. Ecker advised that the City Commission requested consideration of a new name for the committee, and draft ordinance language for their review if the committee was to be considered as a permanent, standing committee.

Committee members discussed if the committee should remain ad hoc or become permanent. Consensus was to keep the committee ad hoc at this time. Members discussed adding specific members to the committee, including a branding professional possibly from McCann Detroit. The committee would like to invite a member of the BSD Marketing Committee as well.

Ms. Ecker advised that the funds for the Wayfinding Refresh RFP are proposed in the Planning Department's budget for FY 22-23. Should the City Commission approve this budget in June, the Wayfinding Committee will be able to issue the RFP any time after June 30, 2022.

**Style Guide:**

The new logo is in the process of being slowly rolled out throughout the City. The Committee reviewed envelope and letterhead options and reached consensus on the preferred option.

The committee members also discussed the use of decals with the new logos on DPS vehicles, as well as use of the logo on uniform items. Ms. Wood agreed to bring sample uniform items for consideration at the next meeting. It was determined a decision will be made by July 1 regarding the logo design for uniforms and decals.

Ms. Gamboa advised that a horizontal version of the logo will be created for employees to use on other supplies and throughout the City as needed.

Committee members agreed that the Police and Fire Department logos should be added to the brand book.

**Wayfinding:**

The damaged gateway sign on Woodward at Quarton/Big Beaver Road will not be repaired or replaced until the wayfinding refresh is complete due to the high cost.

Mr. Weingartz discussed the City plan to use color coding for the floors in the parking structures, as well as new signage. The consensus of the committee was to wait on implementing these changes until the wayfinding refresh is further along.

Meeting adjourned at 2:43 p.m.

DRAFT

## Main City Logo

Birmingham Font: Big Caslon Medium  
A Walkable City Font: ITCAvantGardeStd-Md



## Logo Variations



**City of Birmingham Police Department and Fire Department Logos**





151 Martin Street • P.O. Box 3001  
Birmingham, Michigan 48012-3001



**City of Birmingham**  
*A Walkable Community*

## SKATE PARK GUIDELINES

**Hours of Operation: Dawn to Dusk**  
**IN CASE OF EMERGENCY, CALL 911**

- Use of this facility is at your own risk. The City does not assume responsibility for injury or for any loss, theft or damage to personal items.
- You are responsible for the park's future - help keep it safe, clean and friendly. Do not litter or abuse the park in any way. Report any damage, acts of abuse or suggestions to the City Parks and Recreation Department, 248-530-1642.
- Be responsible for yourself, take turns and respect the skill level of others and the equipment. Be courteous to other skaters. Roughhousing and violence are not permitted.
- No scooters, personal ramps, motorized equipment.
- No makeshift or street items. Existing park equipment may not be modified or moved.
- Food, drink and glass containers are prohibited inside the fence.
- Smoking, profanity and loud music are prohibited.
- No spectators inside the fence. Spectators assume risk for themselves.
- Use of safety equipment such as helmets, gloves, knee and elbow pads, wrist supports and proper shoes is recommended. Skaters are responsible for providing their own skateboard, skates and other equipment. Skaters are responsible for inspecting equipment prior to use to insure their safety (do not use if broken or wet)
- This is an alcohol, weapon and drug free zone.
- Items brought into the Skate Park are subject to inspection at any time.
- The City reserves the right to schedule organized activities at any time without notice.
- Know your own abilities - skate safely. The Skate Park is used by both experienced and inexperienced skateboarder and skaters. Serious injury may result from being hit by a skateboard, falling or colliding.
- Rule violators may be cited, ejected or have their skate park privileges revoked. Loitering and trespassing are strictly prohibited.
- The Skate Park may be closed during inclement weather.

These rules are subject to change at any time and without prior notice.





Marianne Gamboa &lt;mgamboa@bhamgov.org&gt;

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## Re: Water Tower Dimensions

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**Jim Surhigh** <cityengineer@bhamgov.org>  
To: Marianne Gamboa <MGamboa@bhamgov.org>

Fri, May 13, 2022 at 11:51 AM

Marianne,  
Attached is a page from the original construction plans showing the dimensions of the tank in elevation view. The tank is approximately 60.5 feet in diameter, and the height of the "flat" band around the middle is about 10.5 feet tall. Hope this helps!

Thanks,  
Jim

On Thu, May 12, 2022 at 10:15 AM Marianne Gamboa <MGamboa@bhamgov.org> wrote:

Jim, at our Wayfinding Committee meeting yesterday we discussed usage of the new city logo for various applications such as the water towers. The committee requested the dimensions of the water towers. Could you send me this information prior to May 23rd?

Thank you,  
Marianne

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Marianne Gamboa  
Communications Director  
[City of Birmingham](#)  
[151 Martin Street](#)  
Birmingham, Michigan 48009  
Phone 248.530.1812  
Fax 248.530.1072

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### \*Important Note to Residents\*

Let's connect! Join the Citywide Email System to receive important City updates and critical information specific to your neighborhood at [www.bhamgov.org/citywideemail](http://www.bhamgov.org/citywideemail).

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 **Pages from WatertankDetails\_W158-177.pdf**  
759K



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