



Birmingham Shopping District
Wayfinding and Gateway Signage Committee
Meeting Date: 3/07/2022
151 Martin Street
Birmingham, MI 48009
ALLINBirmingham.com

WAYFINDING AND GATEWAY SIGNAGE COMMITTEE AGENDA

Members: Doug Fehan, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie VanGelderren, Kevin Hart, Marianne Gamboa
Staff: Sean Kammer, Claire Galli
Date and Time: Monday, March 7, 2022 at 1:00 p.m.
Location: City Hall Second Floor Conference Room

Zoom link for the public is provided to observe the meeting and participate in public comment: <https://us06web.zoom.us/j/83884242537>

AGENDA

1. Call to order
2. Roll Call
3. Public Comment
4. Approval of Minutes
5. Discussion Items:
 - a) Commission Report
 - b) Staff Memorandum
 - c) Updates to Style Guide
6. Informational: Meeting Calendar
7. Adjourn



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WAYFINDING AND GATEWAY SIGNAGE COMMITTEE MEETING SUMMARY

Date and Time: Monday, February 7, 2022 at 1:00 p.m.
Location: City Hall Second Floor Conference Room

Item #1:

Call to order by committee chair Doug Fehan

Item #2:

Roll Call:

Present: Doug Fehan, Jana Ecker, Nicholas Dupuis, Annie
VanGelderren, Sarvy Lipari, Marianne Gamboa

Absent: Kevin Hart

Others present: Sean Kammer, Claire Galli

Item #3:

Public comment: none

Item #4:

Approval of minutes; motion by Van Gelderen, second by Lipari; unanimously approved.

Item #5:

Logo Update: Ecker presented material on logo recommendations. McCann staff offered to provide all information and is willing to rework the project to create official graphic files. Fehan



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confirmed that the city was never in possession of electronic graphic files. Ecker added that the logo has many opportunities for application, including shirts, hats, city vehicles, etc. Gamboa added that city staff asked about two variations of the logo, one light and one dark with the colors reversed. Fehan stated that the two versions were part of the original proposal and that both should be incorporated for various uses.

Ecker suggested that a report be written to the city commission that will include the materials from McCann. Ecker offered to assemble the report. Kammer would write the introduction.

Item #6:

RFP for Wayfinding Study Update: Dupuis took the RFP from 2002 and updated it in order to conform to the new standards in the city's RFP template. Dupuis said that the scope of work in the draft RFP on page 3 needs revision. Dupuis asked the committee for feedback to complete the scope of work, emphasizing the revision of deliverables. Ecker said that the RFP should mention that there will be a logo change. Gamboa added that the Style Guide should be included as a resource for the firm. The committee concurred that the introduction should be revised to explain how all of the branding initiatives need to be combined. Ecker asked about the Style Guide status. Gamboa said that the Style Guide updates require a logo design and fonts.

Ecker asked Kammer to write the introduction for the report. Kammer stated that he already has numerous written narratives on this project contained in various reports and memos, which could all be used to assemble an introduction.

Fehan asked if Hart could create illustrations for the report. Ecker asked Van Gelderen if there could be public arts recommendations in the report, regarding the statues, monuments, etc. The committee concurred that the Style Guide would be added at the end of the report. Fehan said that this report brings together elements around the city.

Fehan said he will address the BSD Executive Committee. Committee also discussed upcoming City Commission workshops

Meeting adjourned at 1:53 p.m.



MEMORANDUM

DATE: February 28, 2022

TO: Department Heads

FROM: Wayfinding and Gateway Signage Committee

SUBJECT: City Logo and Wayfinding/Signage Program RFP

At the direction of the City Commission, the Wayfinding and Gateway Signage Committee is reviewing the City of Birmingham and Birmingham Shopping District's branding in an effort to standardize themes that will be reflected in the city's style guide and wayfinding/gateway signage. The committee is working to develop branding that will create a cohesive look through all city elements. From stationary and publications to vehicles and signage, it is important that the community have a consistent brand and image. Establishing a collective community identity helps generate community pride, increases awareness of our city, and supports economic development.

The committee will soon go before the City Commission to recommend a new city logo. Additionally, the committee will request approval to move forward with a Request For Proposal (RFP) for a Wayfinding/Signage Program. The program will result in an updated version of the 2004 Citywide Wayfinding and Signage Design Program, and recommendations for master plans such as the Parks and Recreation Master Plan, the Triangle District Urban Design Plan, the Eton Road Corridor Plan and The Birmingham Plan for 2040.

The ultimate goal of the Wayfinding and Gateway Signage Committee is to create a style guide that draws together multiple elements of the city to create a cohesive look for all city departments. The guide will govern the general look-and-feel of our branding, with standards for logo usage, writing, design, formatting, typography, wayfinding, gateway and parking signage.

Department heads are encouraged to share this information with their boards and committees, as the style guide and updated Citywide Wayfinding and Signage Design Program may impact future projects as it pertains to branding.



Birmingham Shopping District
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Meeting Date: 1/24/2022
151 Martin Street
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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.