

Ad Hoc Wayfinding & Branding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
April 17, 2023

Chairperson D. Fehan called the meeting to order at 1:03 p.m.

In Attendance: D. Fehan (Chairperson), C. Sheppard-Decius, A. Ford, J. Ecker, N. Dupuis, M. Gamboa, D. Trombly, C. Laird, E. Bassett, S. Zielinski

Guests: J. Frank, R. Dixon, M. O'Polka

Absent: S. Lipari, A. VanGelderren, K. Hart

There was no public comment.

Approval of Minutes

Approval of minutes was motioned by N. Dupuis and seconded by D. Trombly.

Yeas: D. Fehan (Chairperson), C. Sheppard-Decius, A. Ford, J. Ecker, N. Dupuis, M. Gamboa, D. Trombly, E. Bassett, C. Laird, S. Zielinski

Nays: None

Wayfinding/Signage Program Kick-Off Meeting

N. Dupuis introduced the Corbin Design team and provided an update on the tour that occurred earlier in the day. Following the introduction, the Corbin team continued with a project kick-off presentation followed by a Q&A session with the committee. The following questions/topics were discussed:

- MDOT approvals and rules along Woodward Avenue
- District names – existing nomenclature and proposed names in the 2040 Citywide Master Plan, Multimodal plans, etc.
- Consider public feedback that was previously collected via survey in 2017 and most recently in 2023 during the Birmingham Shopping District's Strategic Planning.
- Consider the significance of educating the public on parking options, particularly in structures.
- How will changes to directories be managed – digital directory option for businesses?
- Consider/review the sign, ambient light and other relevant ordinances
- Identify centers of activity, natural districts
- Consider unique challenges with foot, bike and vehicle traffic
- Consider Woodward Avenue corridor neighbors (Royal Oak, Berkley, Bloomfield Hills, etc). A few committee members mentioned an MDOT corridor plan and a Woodward Avenue Action Association.
- Consider the city's architecture, historical charm, current art installations, landscaping, sustainability initiatives, and longevity when designing creative concepts.

- Review the Bloomfield and Beverly Hills sign ordinances as they may pertain to areas surrounding Lincoln Hills and Springdale Golf Courses.
- Become familiar with the Trail System and other parks and recreation opportunities

The committee and Corbin team discussed the city's approval process and timeline for public engagement. Later this year, the Ad Hoc Wayfinding and Branding Committee will review and select concepts for recommendation to the City Commission. The committee discussed showing two design concepts to the City Commission, but recommending one design based on committee and public feedback received on Engage Birmingham. Throughout the process, commissioners and other board and committee members will be kept informed via updates in the City Manager's Report.

Future Meeting Dates

Monday, May 8 at 1 p.m.

Monday, June 12 at 1 p.m.

Monday, July 10 at 1 p.m.

Monday, August 14 at 1 p.m.

Monday, September 11 at 1 p.m.

Monday, October 9 at 1 p.m.

Monday, November 13 at 1 p.m.

Monday, December 11 at 1 p.m.

Meeting adjourned at 3:05 p.m.