

**BIRMINGHAM CITY COMMISSION
SPECIAL MEETING AGENDA
WORKSHOP
MONDAY, DECEMBER 6, 2021
6:00 P.M.**

WORKSHOP SESSION

This will be considered a workshop session of the City Commission. No formal actions will be taken. The purpose of this workshop is to participate in a discussion regarding Wayfinding.

I. CALL TO ORDER

Therese Longe, Mayor

II. ROLL CALL

Alexandria Bingham, City Clerk

III. PRESENTATION & DISCUSSION

A. Introduction – Tom Markus, City Manager

B. Staff Update

C. City Commission Questions, Discussion and Comment

1. Is there support for the continued implementation of the existing Wayfinding Plan?
2. Does the Wayfinding Plan need to be refreshed or updated?
3. Is there support for a comprehensive gateway design at the south and/or north end of Old Woodward in addition to a public art installation?
4. Is there support for a uniform and recognizable identification system for public parking facilities? Should this system be consistent with the existing or an updated Wayfinding Plan?
5. Is there support for the establishment of a consistent citywide nomenclature, typography, color palette, and / or brand design to establish graphic consistency across the board for all city applications?

D. Attachments

IV. PUBLIC COMMENT

V. ADJOURN

This meeting is open to the public and the public is welcome to attend.

Should you wish to participate in this meeting, you are invited to attend the meeting in person or virtually through ZOOM: <https://zoom.us/j/655079760> Meeting ID: 655 079 760

You may also present your written statement to the City Commission, City of Birmingham, 151 Martin Street, P.O. Box 3001, Birmingham, Michigan 48012-3001 prior to the hearing.

NOTICE: Individuals requiring accommodations, such as mobility, visual, hearing, interpreter or other assistance, for effective participation in this meeting should contact the City Clerk's Office at (248) 530-1880 (voice), or (248) 644-5115 (TDD) at least one day in advance to request mobility, visual, hearing or other assistance.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al (248) 530-1880 por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).



CITY COMMISSION WORKSHOP PROTOCOLS

WORKSHOP PURPOSE

- Workshops are for seeking deeper levels of understanding in order to make informed decisions in the City's best interest. While discussion should be encouraged, debate and advocacy should be discouraged in this forum.
- No formal decisions will be made in a workshop session, decisions must be made in regular City Commission meetings.

WORKSHOP ROUTINES

- The Mayor will open the workshop meeting.
- The City Manager will give an overview of the workshop. This may include introducing the topic, objectives and pacing, as well as reminders of expected conduct as needed.
- City Staff and Guest Speakers will prepare and present a series of short informative modules throughout the workshop framed around the big questions on the topic for the City Commission to explore.
- After each informative module the City Commission will have time to discuss the essential question or big idea for the topic at hand.
- The Mayor will call for public comment at the end of the workshop to make sure the City Commission has as much time as possible throughout the workshop to learn, explore, discuss and hear the publics' thoughts as well.
- The workshop must end on time or hopefully a few minutes early to allow for a quick break as the regular City Commission Meeting must start on time.

WORKSHOP CONDUCT

- Start on time and end on time.
- Cell phones must be on mute, no outside or behind the scenes communication on the content is permitted.
- Stay focused on the topic or question at hand.
- Actively listen and participate in discussion.
- Attack the issue, not the person.
- Maintain an open and positive mindset, explore multiple perspectives, and discuss potential outcomes.
- Workshops are not a place to argue or set policy. Formal decisions can only be made at the regular City Commission meeting, not during a workshop.
- Public comment is to be heard, not responded to.

ADOPTED BY RESOLUTION ON FEBRUARY 8, 2021

- Resolution #02-028-21
- Motion by Commissioner Baller, Second by Mayor Pro Tem Longe
 - 7 Ayes, 0 Nays



Gateway and Wayfinding Project

CITY OF BIRMINGHAM
DECEMBER 6, 2021

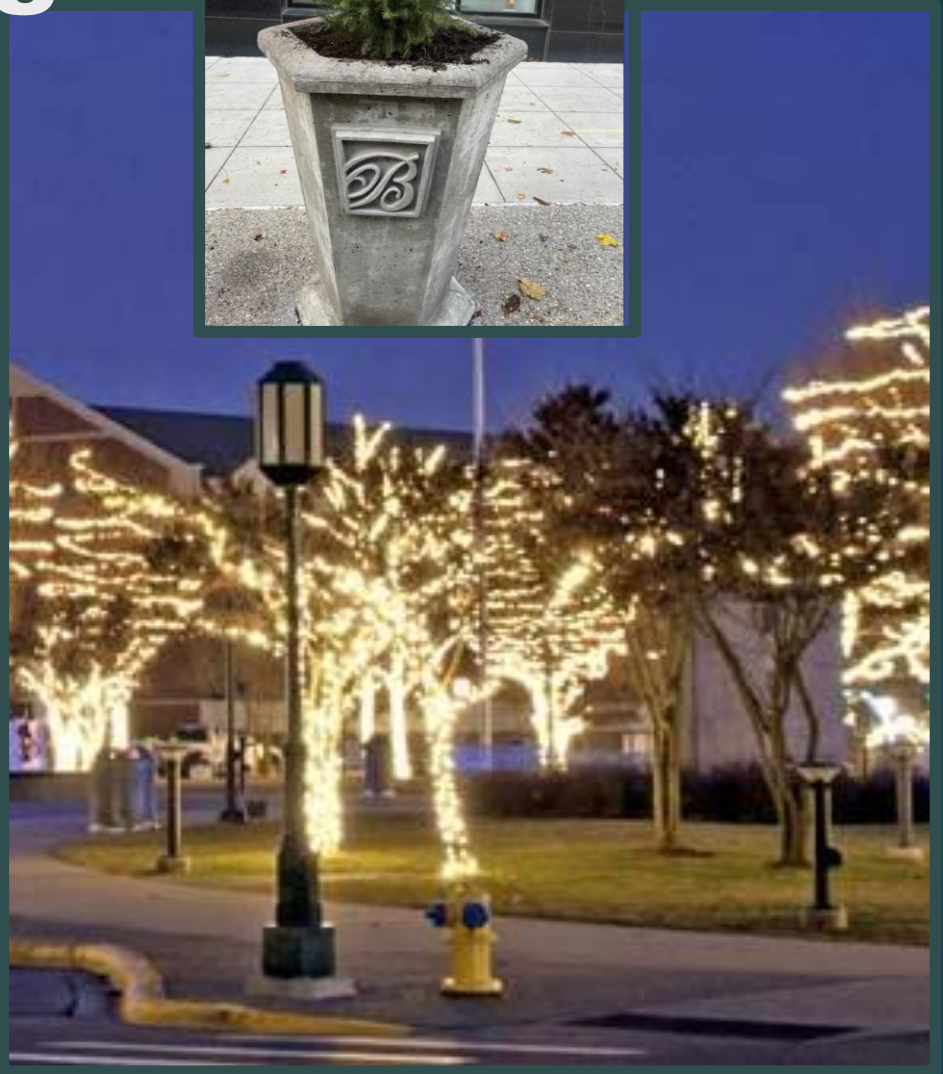
- Organized in 1993 to manage downtown Birmingham
- Includes business development, advertising and marketing, special events, and infrastructure maintenance and improvements
- Four committees devoted to these functions

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Infrastructure Improvements

- ▶ BSD funds improvements and maintenance within its borders in the downtown
- ▶ This includes snow removal, power washing, holiday decorations, and other public improvements
- ▶ BSD also funds infrastructure improvements to adorn new, vibrant public spaces created



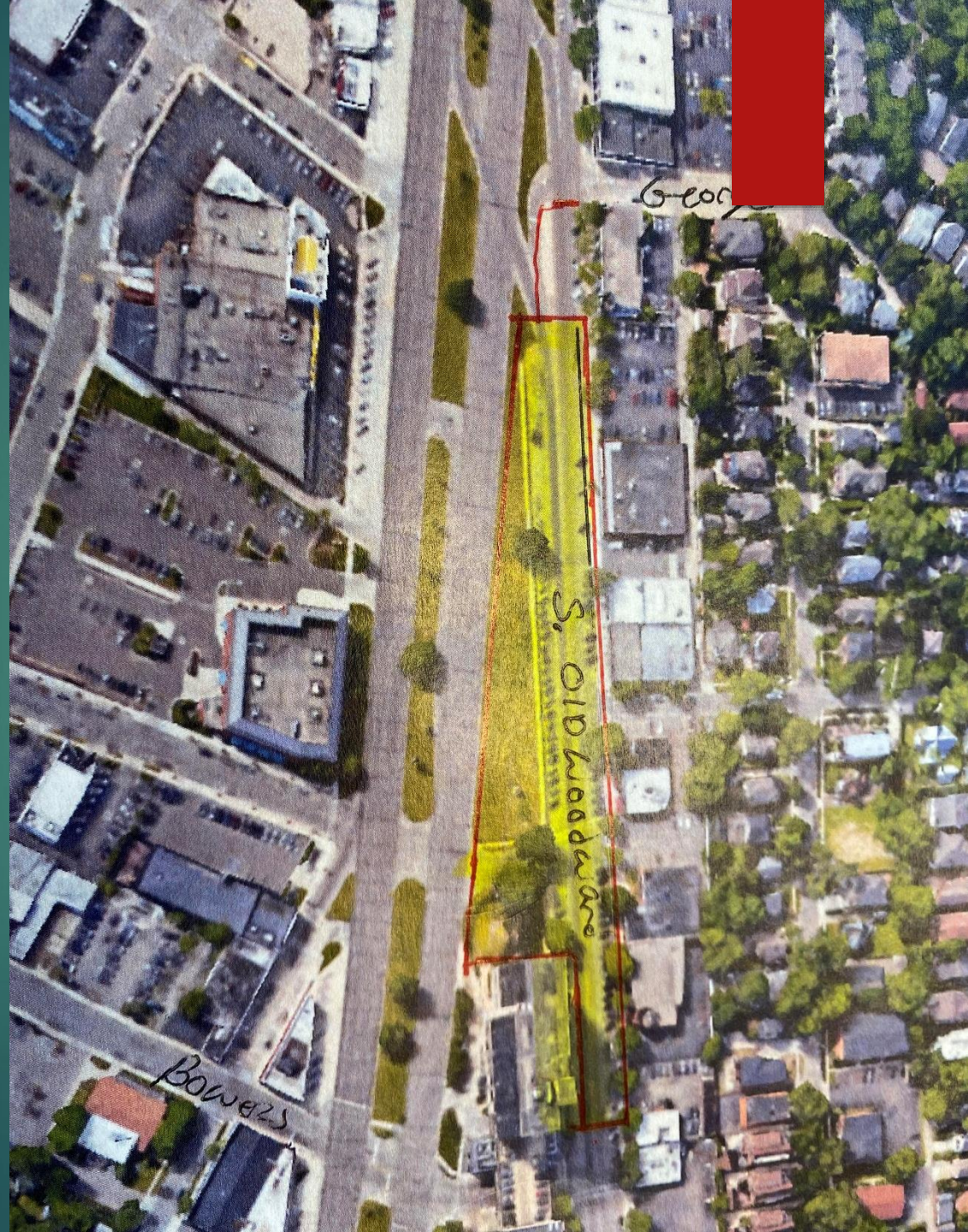
Major Construction Projects

- ▶ The BSD has previously supported businesses and encouraged foot traffic in the downtown during large construction projects to help business and shoppers cope with the disruptions
- ▶ The BSD sponsored art decorating contests at the construction sites
- ▶ Lights were strung along the pedestrian walkways to make the construction area seem more festive
- ▶ Special events were planned around the area to encourage pedestrian traffic



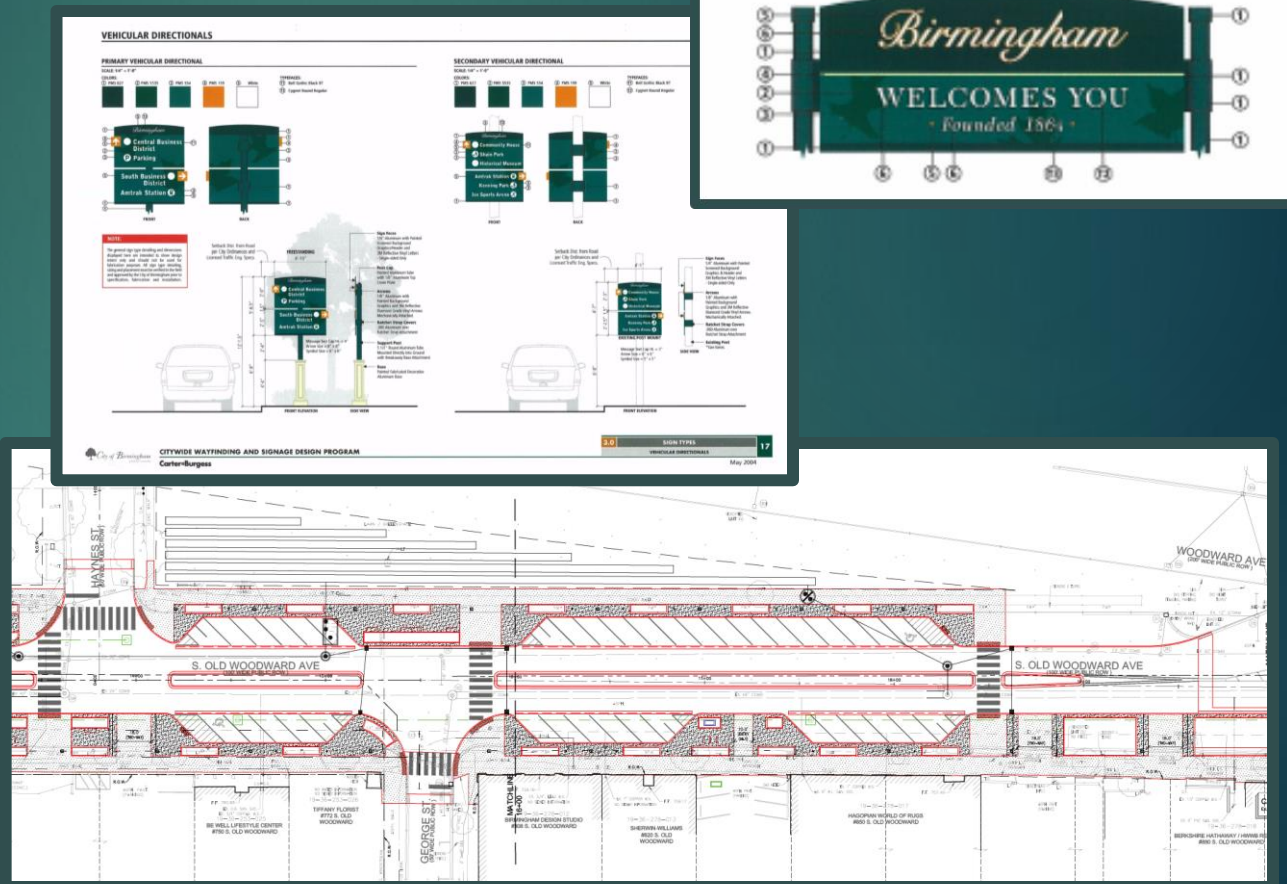
Upcoming S. Old Woodward Construction

- ▶ The BSD sees opportunity in contributing to a vibrant and meaningful sense of place
- ▶ Potential monument in the city owned “grassy triangle” where the road intersects with Haynes and Woodward Avenue



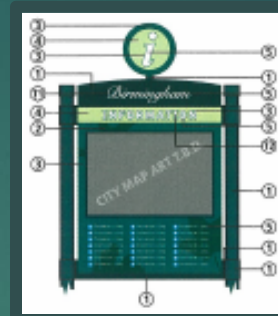
Working with City Partners

- ▶ In 2002, the city developed a wayfinding and signage program that was partially implemented
- ▶ Construction is planned for 2022 for S. Old Woodward
- ▶ We have an opportunity to combine projects and enhance the southern gateway to downtown



Wayfinding Plan

- ▶ Create a brand for the City
- ▶ Build recognition for a citywide wayfinding system
- ▶ Identify and prioritize all destinations which will be displayed on the signage



Legend: Symbols/Colors

Hotel	Public Services
Transportation	Neighborhood Zone
Business District Zone	Parking Structure
Recreation	Downtown Birmingham Business District
Cemetery	Birmingham City Parks
City Park	Birmingham Neighborhoods
Parking Facility	Downtown Birmingham
Points of Interest	

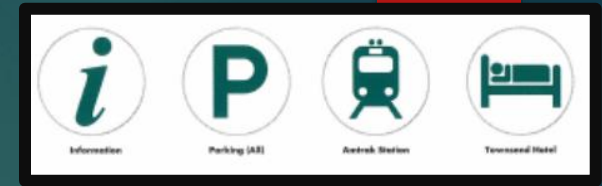
Legend: Destinations

Hotels	Points of Interest
1 Townsend Hotel	1 Historical Museum
Transportation	2 Ice Sports Arenas
1 Amtrak Rail Station	Public Services
Business District	1 Barum Health Center
1 Gallery Row	2 BASCC
1 Central Business District	3 Baldwin Library
1 South Business District	4 Municipal Building
Recreation	Neighborhoods
1 Community House	1 Southfield Road
1 B/B Art Center Association	2 Ravines Neighborhood
City Parks	3 Central Lincoln
1 Kenning Park	4 Central Birmingham
2 Quanton Lake	5 Birmingham Villas
1 Shain Park	6 Birmingham Estates
Cemetery	7 Coryell Park
1 Greenwood Cemetery	8 Crestview
Parking Facilities	9 Fairfield
1 N. Old Woodward Parking	10 Pembroke Manor
2 Pierce Street Parking	11 HAL Neighborhood
3 Peabody Street Parking	12 Torry / Sheffield Estates
4 Park Street Parking	13 Hidden Ravines
5 Chester Street Parking	14 Quanton Lake
6 Surface Lot 6	15 Holy Name / Mill Pond
7 Surface Lot 7	16 Howarth - St. James
8 Surface Lot 8	17 South Poppleton
	18 Menors of Birmingham
	19 Hazel / Chestnut / Forest

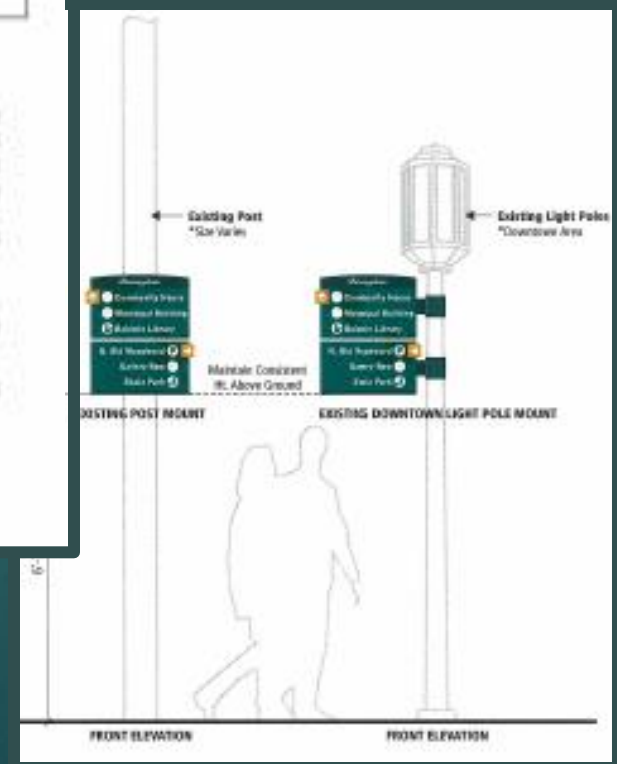


Project Goals

- ▶ Reduce citywide sign clutter
- ▶ Minimize legal signs and consolidate where needed
- ▶ Establish consistent nomenclature and terminology for use on all applicable signage
- ▶ Establish graphic consistency for message organization, color usage, typography, and symbols
- ▶ Increase visibility of signage by using common shapes, and appropriate placement and sizing of elements

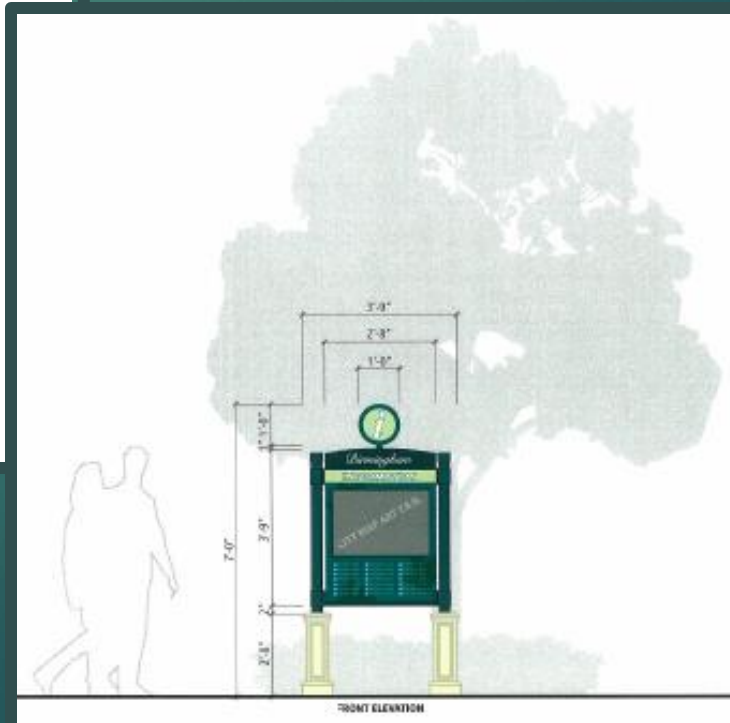
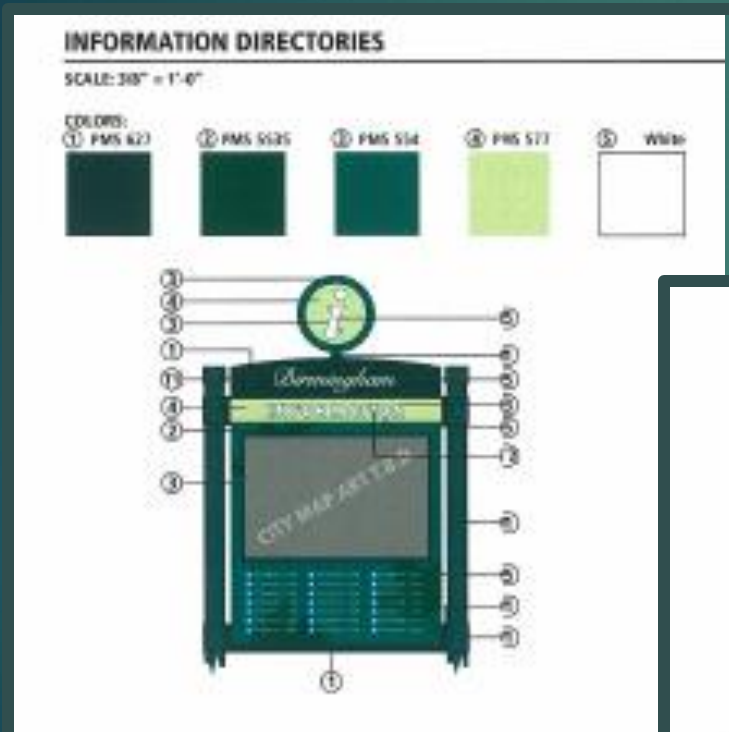


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- FRONT ELEVATION**
- FREESTANDING**
- Dimensions:
- Overall Height: 7'-0"
 - Sign Height: 3'-5.5"
 - Post Height: 1'-6.5"
 - Base Height: 3'-0"
 - Sign Width: 2'-0"
 - Sign Depth: 5.00"
- Sign Content:
- Destination
 - Connecting Street
 - Historical Building
 - Cultural Library
 - K. B. Memorial
 - Golfing Area
 - State Park
- Message Text Color: White
- Arrow Size = 2"
- Symbol Size = 2"



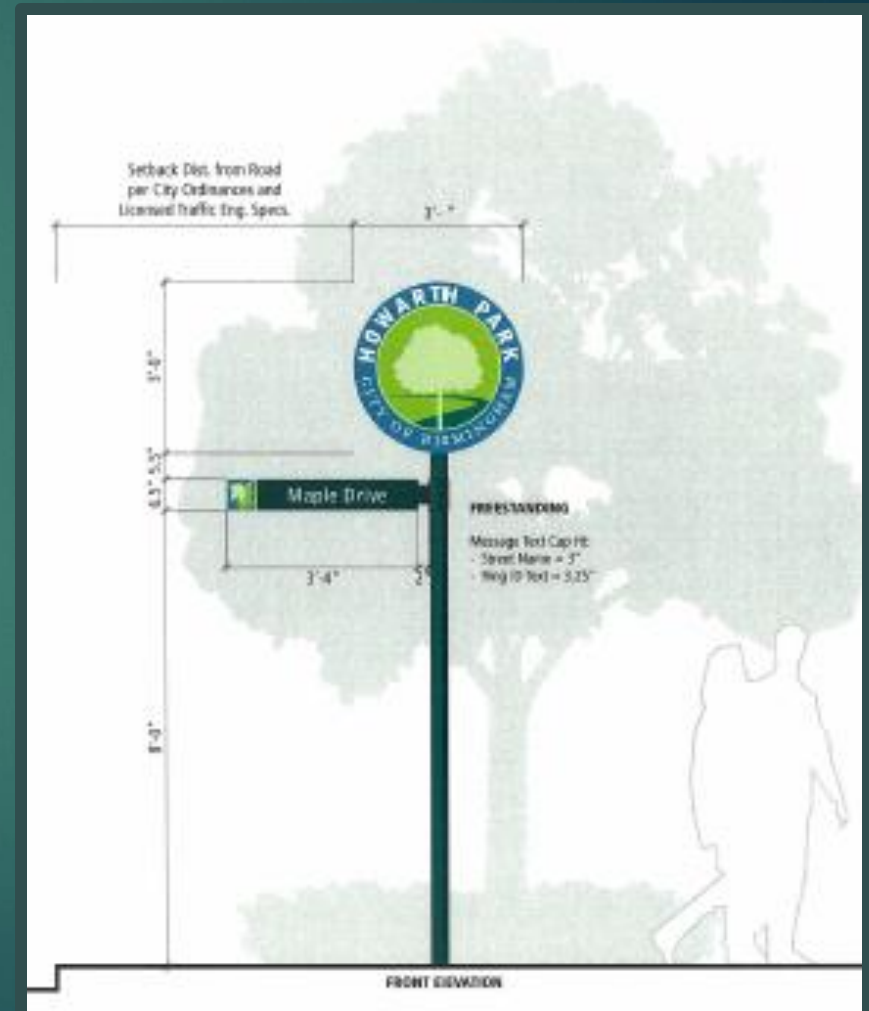
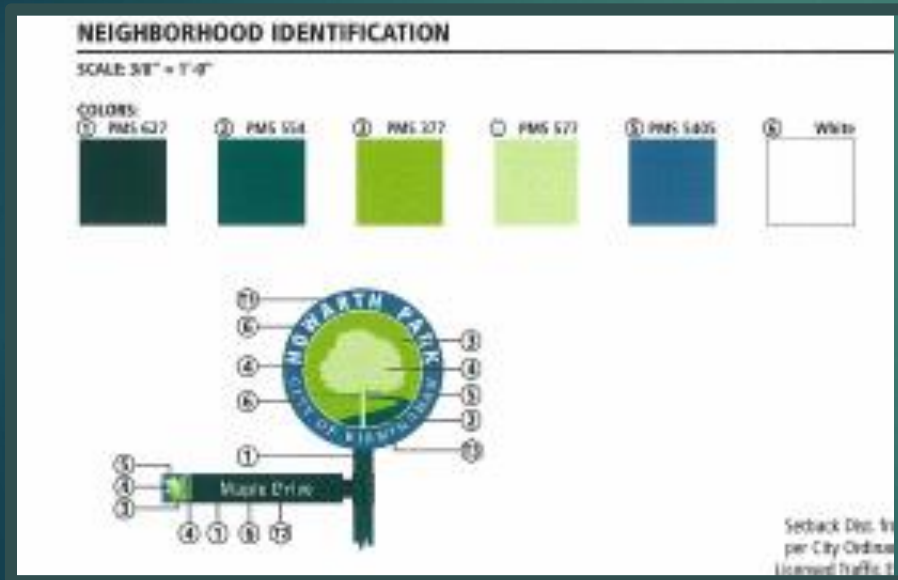
Pedestrian Wayfinding

- Establish directories as a recognizable icon of information to direct pedestrians to key destinations and areas of interest



Neighborhood Identity

- Establish a separate identity for Districts and Neighborhoods



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- Front Elevation:** The main sign is a horizontal rectangle with a brown background and yellow text "PEABODY STREET". Above it is a smaller brown rectangle with a yellow "P" and "CITY OF BERMINSDEN" text. Below the main sign is a "CLEARANCE 6'-6\"
- Side View:** Shows the structure's profile with dimensions: 4'-2" (width), 6" (height), 1'-2" (width of top section), 6" (height of top section), 2'-0" (height of middle section), 2'-5" (height of bottom section), 2'-0" (width of bottom section), 2'-5" (height of bottom section), 2'-0" (width of bottom section), 2'-5" (height of bottom section).
- Garage ID Medallion:** Aluminum Channel. Frame Structure. Skin box returns with Painted .060 Alum. Internally Illuminated with EGI Neon. Translucent Acrylic Faces with Translucent 3M Vinyl Graphics Applied to 1st Surface. Double-sided.
- Garage ID Cabinet:** Aluminum Channel. Frame Structure. Skin box returns with .060 Aluminum. Internally Illuminated with EGI Neon. Translucent Acrylic Faces with Translucent 3M Vinyl Graphics Applied to 1st Surface. Single-sided.
- Message Text Cap Ht. = 4"**
"P" Symbol Cap Ht. = 27.5"
- Front Elevation**
- Side View**



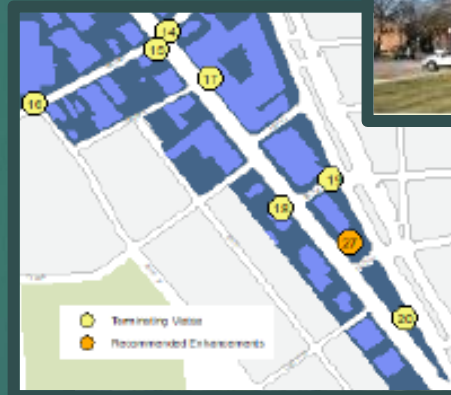
Gateway & Wayfinding Committee

- ▶ The BSD proposed an Ad Hoc committee made up of a cross section of community stakeholders
- ▶ Purpose of the committee is to develop recommendations to:
 - ▶ Enhance the vacant public space at Woodward, S. Old Woodward and Haynes;
 - ▶ Introduce gateway features at the major entrances to downtown; and/or
 - ▶ Provide wayfinding into and within downtown.

Chair	Douglas Fehan
BSD Member	Sarvi Lipari
City Manager's Office	Jana Ecker
Planning Department	Nicholas Dupuis
Public Arts Board	Marla Kaftan
Birmingham Bloomfield Arts Council	Annie VanGeldereren
Downtown Business Owner	Kevin Hart

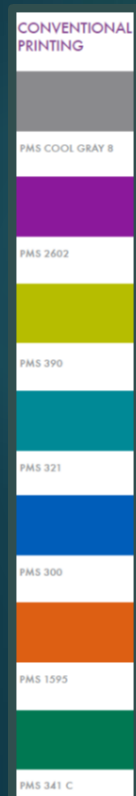
Kick Off Meeting

- ▶ Gateway & Wayfinding Committee met to discuss their purpose and establish goals
- ▶ Quickly became evident that there are numerous projects already underway in the City that are related to gateway and public space enhancement, including, but not limited to:
 - ▶ Creation of Downtown Overlay District and Terminating Vistas in 1998
 - ▶ Adoption of Terminating Vistas in Downtown Birmingham Plan in 2020
 - ▶ Approval of Pre-qualified Public Art Locations in 2020
 - ▶ Public Art Call for Entry (Priority location at S. Old Woodward/Haynes) in 2021
 - ▶ Draft 2040 Plan – Creation of Haynes Square

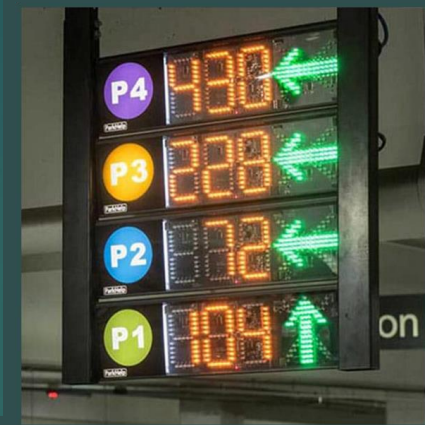


- ▶ Also numerous projects already underway in the City that are related to branding including, but not limited to:

- ▶ Adoption of new branding package for the BSD in 2016 for banners, signage and marketing of Birmingham and BSD events and promotions
- ▶ Communications team currently working on a Style Guide for all City public communications



- ▶ Also numerous projects already underway in the City that are related to wayfinding, including, but not limited to:
 - ▶ Adoption of Wayfinding Plan in 2002
 - ▶ Partial implementation of the Wayfinding Plan, including the installation of 2 gateway signs on Woodward, 2 on Maple
 - ▶ Parking team is currently working on Public Parking Signage Plan



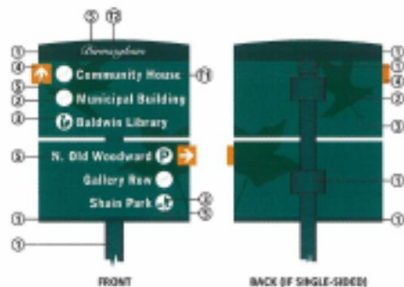
NEIGHBORHOOD IDENTIFICATION

SCALE: 3/8" = 1'-0"



PEDESTRIAN DIRECTIONAL

SCALE: 3/8" = 1'-0"



Level Identification 1 & 2



Discussion Topics:



- ▶ Is there support for the continued implementation of the existing Wayfinding Plan?
- ▶ Does the Wayfinding Plan need to be refreshed or updated?
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Questions?