



WAYFINDING AND GATEWAY SIGNAGE COMMITTEE AGENDA

Members: Doug Fehan, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie

VanGelderen, Kevin Hart, Marianne Gamboa, Claire Galli, Carrie Laird,

Ryan Weingartz

Date and Time: Monday, May 9, 2022 at 1:00 p.m.

Location: City Hall Second Floor Conference Room

Zoom Link for the public: https://us06web.zoom.us/j/83884242537

AGENDA

Info Only: Update Concerning Open Meetings Act Memo

- 1. Call to Order
- 2. Roll Call
- 3. Public Comment
- 4. Approval of Minutes None
- 5. Ad Hoc Committee
 - New Name for Committee
 - Branding Professional on Committee
 - Future Status of Committee
- 6. Brand Book / New Logo Style Guide
- 7. Roll Out Plan for New Logo
- 8. New Logo Requests
 - City vehicle decals
 - DPS uniforms
 - Water towers
- 9. Wayfinding Refresh RFP Posting
- 10. Adjourn



MEMORANDUM

City Manager's Office

DATE: April 18, 2022

TO: Thomas M. Markus, City Manager

FROM: Jana Ecker, Assistant City Manager

SUBJECT: Ad Hoc Wayfinding and Gateway Signage Committee Report

INTRODUCTION:

In August 2021, with the prospect of the streetscape reconstruction project on South Old Woodward scheduled for the summer of 2022, the Birmingham Shopping District ("BSD") recognized an opportunity to improve the public space at the intersection of South Old Woodward and Woodward Avenue. The BSD sought to establish an ad hoc committee to explore the development and placement of gateway features, landscaping elements, or other enhancements in this area as it is a major gateway into the downtown with high visibility on Woodward Avenue.

BACKGROUND:

At the recommendation of the City Manager, the BSD expanded the scope of the committee noting that a wayfinding study had previously been conducted by the city in 2004. The Ad Hoc Wayfinding and Gateway Signage Committee ("WGS") was thus created and charged with reviewing the wayfinding plan and all related efforts, and bringing together the principles of landscape design, public art, place-making, community branding, marketing, and wayfinding at the southern gateway to Downtown Birmingham.

The BSD recognized how important it was that the WGS be composed of relevant community stakeholders, such as those who have an interest in public art, urban design and place-making, as well as members of the business community. The final composition of the newly formed WGS included a member of the Public Arts Board ("PAB"), a BSD board member, a downtown business owner, individuals with specialized knowledge, and members of City staff from the City Manager's Office and the Planning Department.

At the first meeting of the committee, members discussed the placement of a wayfinding structure in the open grass triangular area of public property south of Haynes Street. Committee members expressed interest in wayfinding signage, public art pieces, fountains, landscaping or other decorative features to enhance the entry to downtown in a high visibility area on Woodward Avenue. It quickly became evident that there were numerous issues and overlapping projects ongoing within the City already that may impact future recommendations for the southern gateway to downtown, including, but not limited to the following:

- Right-of-way and property boundary issues;
- Citywide Wayfinding Plan (2004);
- Stalled City Logo Update (2017);

- Public Arts Board Prioritized Site Locations (2017);
- Terminating Vista Plan (2020);
- Draft 2040 Plan recommendations for Haynes Square (2021);
- Parking Structure Signage Upgrade (2021);
- Comprehensive Style Guide (In Progress); and
- Design Plans for S. Old Woodward Improvements Phase 3 (2022).

Accordingly, the committee commenced a review of each of the overlapping plans and projects to bring all existing ideas together, study options and prepare a comprehensive report with recommendations for the future. The findings of the WGS are included in the attached Ad Hoc Wayfinding Gateway Signage Committee Report.

LEGAL REVIEW:

The City Attorney has reviewed the report of the WGS and the suggested resolutions and has no objections as to form and content.

FISCAL IMPACT:

No additional funds are needed to finalize the design of the recommended logo. However, approving the use of a new City logo will have cost implications. The WGS recommends a cost-effective approach to switch over to the new logo by using all supplies with the current logo first, and ordering supplies with the new logo once existing stock is depleted. This approach will work well for stationary and other office supplies, uniforms, marketing materials and similar items. The WGS recommends immediate logo updates for the City's website, social media applications and electronic content such as e-newsletters and e-blasts. In addition, WGS recommends the immediate purchase of new decals for all City vehicles using the new logo, which would cost approximately \$3,500.00. Finally, WGS also recommends prioritization of the placement of the new logo on the existing water towers that are currently on the schedule for repainting this spring.

PUBLIC COMMUNICATIONS:

The Ad Hoc Wayfinding and Gateway Signage Committee began meeting in the fall of 2021. Public notice for committee meetings has been posted around City Hall, and on the City's website. The public was invited to attend either in person or via Zoom.

SUMMARY:

While the original intent of the WGS was to explore the development and placement of gateway features, landscaping elements, or other enhancements in the area at the south end of downtown, the committee determined that a review of all overlapping plans and projects was required first. Accordingly, the WGS reviewed all relevant plans to determine if any previous recommendations were applicable to the southern gateway area, and studied numerous options as to how to proceed. The WGS quickly determined that a comprehensive approach was needed to create a cohesive brand, image and wayfinding system for the entire City prior to developing concept plans at specific locations such as the southern gateway to downtown. Thus, the WGS recommends the approval of an updated logo for the City, using the option identified as Logo #1 also recommended by McCann Detroit in 2017. The WGS also recommends that the City issue an RFP to update the 2004 Wayfinding Plan to include the use of new technology and the updated brand and image reflected in the new City logo. The WGS further recommends that the City Commission convert the WGS into a standing committee to prepare a comprehensive plan for implementation

of the City's new logo, and to act as a clearinghouse to review and coordinate branding and image decisions. Such decisions could include the design application of the logo on stationary, department level projects such as parks or parking facility signage, City vehicle signage, wayfinding and other related applications to ensure consistency throughout the BSD and across the City.

ATTACHMENTS:

Please find attached the Ad Hoc Wayfinding Gateway Signage Committee Report, as well as the following documents:

- 2004 Wayfinding Plan
- 2017 Logo Report
- Pre-qualified Public Art Priority Locations Map
- Public Arts Board Sculpture Tour and Brochure
- Terminating Vista Plan
- Draft 2040 Plan excerpts
- Draft Birmingham Style Guide
- S. Old Woodward plans
- Draft Wayfinding RFP

SUGGESTED COMMISSION ACTION:

Make a motion adopting a resolution to approve the City logo as recommended by McCann Detroit and the BBDC in 2017, and the Wayfinding and Gateway Signage Committee in 2022;

AND

Make a motion adopting a resolution to authorize the City Manager to issue an RFP for an update of the 2004 Wayfinding Plan;

AND

Make a motion adopting a resolution to establish the Ad Hoc Wayfinding and Gateway Signage Committee as a standing committee to act as a clearinghouse to review and approve branding and logo applications to ensure consistency across the City and BSD, and add a representative from each of the following groups to the standing committee;

- BSD Marketing Committee member
- Representative from the Department of Public Services
- Representative from the Parking Department or Advisory Parking Committee.

AND

Make a motion adopting a resolution to direct the standing committee to work on concept plans for the northern and southern gateways to downtown to create consistent entry designs.

Ad Hoc Wayfinding Gateway Signage Committee Report



Committee Members:

Doug Fehan Kevin Hart Sarvy Lipari Annie VanGelderen Nicholas Dupuis Jana Ecker Claire Galli Marianne Gamboa Sean Kammer

April 2022

In August 2021, with the prospect of the streetscape reconstruction project on South Old Woodward scheduled for the summer of 2022, the Birmingham Shopping District ("BSD") recognized an opportunity to improve the public space at the intersection of South Old Woodward and Woodward Avenue. The BSD sought to establish an ad hoc committee to explore the development and placement of gateway features, landscaping elements, or other enhancements in this area as it is a major gateway into the downtown with high visibility on Woodward Avenue.

At the recommendation of the City Manager, the BSD expanded the scope of the committee noting that a wayfinding study had previously been conducted by the city in 2004. The Ad Hoc Wayfinding and Gateway Signage Committee ("WGS") was thus created and charged with reviewing the wayfinding plan and all related efforts, and bringing together the principles of landscape design, public art, place-making, community branding, marketing, and wayfinding at the southern gateway to Downtown Birmingham.

The BSD recognized how important it was that the WGS be composed of relevant community stakeholders, such as those who have an interest in public art, urban design and place-making, as well as members of the business community. The final composition of the newly formed WGS included a member of the Public Arts Board ("PAB"), a BSD board member, a downtown business owner, individuals with specialized knowledge, and members of City staff from the City Manager's Office and the Planning Department.

As noted above, the original intent of the ad hoc committee was to explore the development and placement of gateway features, landscaping elements, or other enhancements in the area at the south end of downtown where Old Woodward splits off from Woodward Avenue to enter the walkable, downtown area. At the first meeting of the committee, members discussed the placement of a wayfinding structure in the open grass triangular area south of Haynes Street. Committee members expressed interest in wayfinding signage, public art pieces, fountains, landscaping or other decorative features to enhance the entry to downtown in a high visibility area on Woodward Avenue. It quickly became evident that there were numerous issues and overlapping projects ongoing within the City already that may impact future recommendations for the southern gateway to downtown, including, but not limited to the following:

- Right-of-way and property boundary issues;
- Citywide Wayfinding Plan (2004);
- Stalled City Logo Update (2017);
- Public Arts Board Prioritized Site Locations (2017);
- Terminating Vista Plan (2020);
- Draft 2040 Plan recommendations for Haynes Square (2021);
- Parking Structure Signage Upgrade (2021);
- Comprehensive Style Guide (In Progress); and
- Design Plans for S. Old Woodward Improvements Phase 3 (2022).

Accordingly, the committee commenced a review of each of the overlapping plans and projects to bring all existing ideas together, study options and prepare a comprehensive report with recommendations for the future.

Right-of-way and Property Boundary Issues

The WGS was created to study the area at the south end of downtown where Old Woodward splits off from Woodward Avenue and the open space located within the triangle of space between the two roadways, and to explore the development and placement of gateway features, landscaping elements, or other enhancements in the area. Initial concepts introduced by committee members assumed that the City owned the entire triangle of green space south of Haynes Street and the 555 Building. However, a review of plat maps and property boundaries demonstrated that while the City does own the property located on approximately the western two-thirds of the triangular green space, the Michigan Department of Transportation owns the eastern third, which is part of the right-of-way for Woodward Avenue. The map below illustrates the area available for use by the City for the placement of wayfinding signage, public art, landscaping or other decorative features.



Citywide Wayfinding Plan (2004)

In 1996, the City of Birmingham completed a master plan for downtown to cover the next 20 years, known as the 2016 Plan. An analysis of the streetscape conducted during the master planning process determined that the public signage system was based on the Michigan Manual for Uniform Traffic Control sign standards, as well as ad hoc, internally lit signs. The 2016 Plan

recommended that the City reduce sign clutter within the community, and develop a wayfinding system which directs people and symbolizes the historical and cultural character of Birmingham.

In 2002, the City issued a request for proposals for preparation of a wayfinding plan to create a coordinated system of words and graphics to create a brand for the City and to develop a Citywide wayfinding system to inform and direct people, not only downtown, but throughout the entire community, and to develop one seamless and cohesive signage system.

In 2004, the City adopted a Citywide Wayfinding and Signage Design Program ("Wayfinding Plan") that established a unified and consistent approach to branding, design and signage for the City. The Wayfinding Plan established an overall brand or image for the City with consistent nomenclature, color usage and typography for City signage. The Wayfinding Plan established the basic criteria upon which future signs, graphics and standards should be based, but recognized that more specific criteria relating to graphic layout, size relationships, color relationships and sign types, illumination and general fabrication specifications would be set forth in a future signage manual. In addition, the Wayfinding Plan made recommendations for signage placement to welcome people entering the City at primary and secondary entrances to Birmingham, to direct drivers and pedestrians to key destinations within the City, and to create visual interest at certain locations to draw attention to the City and create a sense of place and community identity.

Both primary and secondary City gateway locations were identified in the Wayfinding Plan, which included the major points of origin for vehicular traffic coming into the City. Sign structures and designs were recommended for installation at each of these gateways, four of which have been installed, two on Woodward, and two on Maple Road at all primary gateways.



While the public space between S. Old Woodward and Woodward south of Haynes Street was not deemed a primary gateway to the City as a whole, it was identified as a "Primary Vehicular Decision Point", as the main entrance to Downtown Birmingham from the south. This designation supports the improvement of this area to draw attention to the entrance to Downtown Birmingham, to direct drivers and pedestrians to key destinations in the downtown, and to contribute to a sense of place.

The WGS reviewed and discussed the Wayfinding Plan adopted in 2004. The WGS supports the existing Wayfinding Plan in concept, but recommends a modern "refresh" of the branding and signage designs contained within the plan to provide an updated and consistent brand and image for the City.

Stalled City Logo Update (2017)

The Ad Hoc Birmingham Brand Development Committee ("BBDC") was created July 22, 2016, to select and work with a design firm to assist in the process of filtering ideas for and recommending a new city logo. The BBDC was comprised of one member from the Parks and Recreation Board, one member from the Birmingham Shopping District (BSD), one member from the Planning Board, two City Commissioners, and two at-large members drawn from different neighborhoods. The goal of the rebranding initiative was to establish a new brand with a logo that communicates Birmingham's image in a positive, evolving and refreshing way.

The BBDC's first meeting took place Sept. 29, 2016, and McCann Detroit was selected to design a new City logo. This process involved having McCann conduct three stakeholder meetings which took place December 13, 14 and 15th, 2016. These meetings were designed to gather input about Birmingham from three core stakeholder groups, one representing residents, a second representing business owners, and a third representing current board or committee members. During these meetings, participants were asked a series of questions such as what Birmingham means to them, and what makes Birmingham different from other cities.



McCann presented their first designs to the BBDC on January 30, 2017, and the Committee held a total of nine public meetings, evaluating more than 50 logo designs. Toward the end of the process, the BBDC directed McCann to focus on specific words to use as logo guideposts which included:

- Timeless/Classic,
- Distinctive/Unique,
- Fresh,
- Clean,
- Sophisticated/Refined.

The Committee asked McCann to focus on the iconic historic side of Birmingham for inspiration, and eventually narrowed their logo selection down to three.

On June 22, 2017, the BBDC voted on which design would be the preferred design to recommend to the City Commission. The final vote and recommendation for the Commission was for Logo #1, as shown below. The logo selected used an icon modelled after the Marshall Fredericks' sculpture in Shain Park, along with the words "Birmingham" and "A Walkable City" tagline beneath the icon.





McCann Detroit ultimately recommended this logo which was inspired by late Birmingham resident Marshall Fredericks' "Freedom of the Human Spirit" sculpture, which was originally created for the New York World's Fair in 1964. The sculpture was designed to depict human figures soaring as if in migratory flight with huge swans, an ancient symbol of eternal life, in honor of the New York World's Fair theme of "Peace through Understanding". In 1983, Marshall Fredericks donated the design for this sculpture to his adopted hometown of Birmingham in honor of the city's 50th anniversary, and the bronze sculpture was commissioned by the City of Birmingham and dedicated in 1988. Marshall Fredericks resided in Birmingham with his wife Rosalind Cooke Fredericks until his death in 1998.

The committee agreed with McCann Detroit's reasoning that the distinctive icon captures the essence and energy of a focal point in Shain Park, and when combined with a classic font for the city name, and balanced with the simple tagline, embodies the modern yet timeless nature of Birmingham. The recommendation was presented to the City Commission in 2017, but no action was taken to adopt a new City logo at that time.

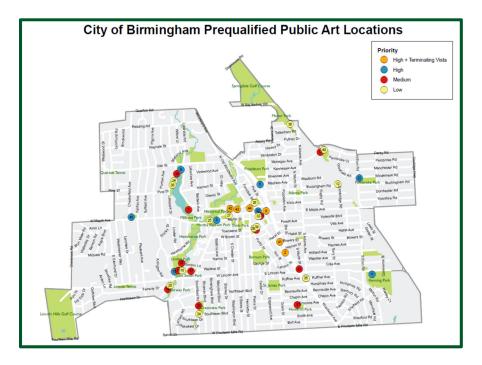
The WGS reviewed and discussed each of the top logo selections recommended by the BBDC in 2017, and determined that a comprehensive report to bring together the principles of landscape design, public art, place-making, community branding, marketing, and wayfinding must start with recommendations for an updated and consistent brand and image for the City, starting with a refreshed City logo. The WGS supports the recommendations of the BBDC in 2017 to move forward with an updated logo for the City of Birmingham, using the option identified as Logo #1. Upon approval of an updated logo for the City, the WGS can then begin pulling together a comprehensive report with future recommendations for the southern gateway and Citywide wayfinding infrastructure utilizing a consistent brand and identity for both the City and the BSD.

Public Arts Board Prioritized Site Locations (2017)

Public art adds value to the cultural, aesthetic and economic vitality of Birmingham. It also fosters community pride, as do appealing storefronts, attractive streetscapes and public trees and landscaping. Public art also provides an opportunity for everyone to engage in and feel part of the local culture. Specifically, a publication of Americans for the Arts states:

Public art can be an essential element when a municipality wishes to progress economically and to be viable to its current and prospective citizens.....Cities with an active and dynamic cultural scene are more attractive to individuals and business. Public art can be a key factor in establishing a unique and culturally active place.

Accordingly, in 2017, the Public Arts Board (PAB) established a master list of prioritized site locations for the placement of public art throughout the City.



One of the prioritized locations identified included the public open space between S. Old Woodward and Woodward Avenue just south of the 555 Building and Haynes Street.

In discussing applications for the above site at S. Old Woodward and Woodward, the Public Arts Board determined that this is an important location for public art as it is a gateway to the City, and recommended that special consideration and funding be allocated for this location to attract the loan or donation of a large sculpture appropriate for this space.

The WGS supports the recommendations of the PAB to prioritize placement of a large art piece in the southern gateway area south of the 555 Building and Haynes Street. The WGS recommends that public art and wayfinding initiatives be considered in coordination to ensure a comprehensive and consistent approach to the City's brand and imaging.

Terminating Vista Plan (2020)

In 2020, the Public Arts Board was directed to create a report on ways in which public art can be used to enhance public spaces at terminating vistas. Terminated Vistas are defined in the Zoning Ordinance as "a building or structure, or a portion thereof, as designated on the Regulating Plan, that terminates a view with architectural features of enhanced character and visibility". Birmingham's Downtown Overlay Standards state that "any building that terminates a view, as designated on the Regulating Plan, shall provide distinct and prominent architectural features of enhanced character and visibility, which reflect the importance of the building's location and create a positive visual landmark."

The report created by the PAB and adopted by the City Commission includes a section titled "Best Practices in Public Art for Terminating Vistas" where sculptures, furniture, utilities, wall art, and landscaping are all recommended to enhance public spaces. The report also includes photos of all locations deemed as "terminating vistas" in the Zoning Ordinance, as well as locations for additional consideration. A number of such locations are considered gateways to downtown Birmingham, including location 20 below, which includes the public open space immediately south of the 555 Building and Haynes Street that the WGS was directed to study.



The WGS supports the recommendations contained in the Terminating Vista Plan adopted by the City Commission in 2020 to include the southern gateway area south of the 555 Building as an important and prominent vista upon entry to downtown from the south.

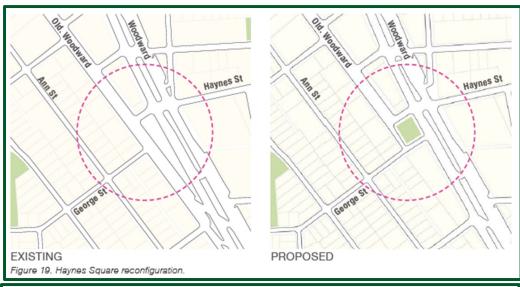
Draft 2040 Plan recommendations for Haynes Square (2021)

The current draft of the Birmingham Plan 2040 suggests creating a new public space referred to in the plan as Haynes Square at the intersection of Woodward, Old Woodward and Haynes Street in order to create a more prominent entrance to downtown Birmingham. The existing space at this intersection consists of a mostly unused triangular greenspace and a complicated and dangerous intersection of Old Woodward and Woodward Ave. The creation of a Haynes Square district is meant to enliven S. Old Woodward and create greater continuity with the Triangle District across Woodward Avenue.

The draft master plan recommends narrowing S. Old Woodward at Haynes Street to

accommodate green space and parking, and then closing off S. Old Woodward entirely after George Street. The intent is to provide a greater sense of place in the S. Old Woodward corridor with public open space and additional commercial space, and to eliminate the dangerous merging at the current intersection of Woodward and S. Old Woodward.

The Draft 2040 Plan recommends that Haynes Square be similar in design and landscaping to Shain Park and include a cafe, outdoor seating, and restrooms. The Draft 2040 Plan also recommends that the streets surrounding Haynes Square be lined with trees to provide an attractive entrance to Downtown Birmingham.





Parking Structure Signage Upgrade (2021)

Parking facilities are often designed to blend into the cityscape, and thus can be difficult to locate and identify. Unique exterior identifiers such as murals, signage or other artistic applications can make each structure easily identifiable. Parking structures were identified in the Wayfinding Plan as key destinations, and thus signage designs were included in the plan, as well as directional signage to direct drivers and pedestrians to the public parking structures and lots within the City.



However, as the Wayfinding Plan was prepared almost 20 years ago, there was little use of technology incorporated into the signage proposals for the inside or outside of public parking facilities.

Over the past several months, the Advisory Parking Committee ("APC") has been discussing creating identities for each public parking facility, and color coding each level of the structures to assist with vehicle retrieval (see illustration below). The APC has also been looking to increase the use of digital signage within the structures to direct people to the areas with available parking.



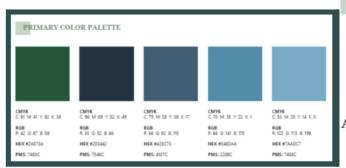
Interactive digital signage in the stairwell lobbies and on the exterior of public parking structures has also been discussed to direct pedestrians to key destinations. The purpose of the signage study by the APC has been to create a recognizable identification system for public parking

facilities that can communicate critical parking information, increase visibility of public parking facilities and reduce confusion for parkers.

The WGS agrees that a recognizable identification system for public parking facilities is needed, and should incorporate new technology wherever possible to enhance the user experience. The WGS also believes that a consistent brand and identify for the City should be created, and any parking signage should be consistent with this brand.

Comprehensive Style Guide (In Progress)

Presently, the BSD utilizes two, sometimes three, official branding designs, which is entirely separate from the designs used on social media and promotional materials used by the city. This can generate confusion as far as advertising designs, marketing materials, and our collective sense of identity. As a result, the Communications Department began work on a comprehensive style guide that will help establish a cohesive look through all City branding and design elements. While still in progress, the style guide began with a selection of primary and secondary color palettes and typography styles for use in all City applications.



Avenir Next Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10

<u>Georgia Bold</u>
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 10

The style guide is intended to govern the general look-and-feel of the City's overall branding, with standards for logo usage, writing, design, formatting, typography, and graphics for use on everything from stationary and publications to vehicle, park, parking and wayfinding signage.

The WGS agreed that a comprehensive style guide was important to create a consistent brand and identity for the City. The WGS recommends completing a style guide before moving forward with any recommendations for wayfinding or gateway elements.

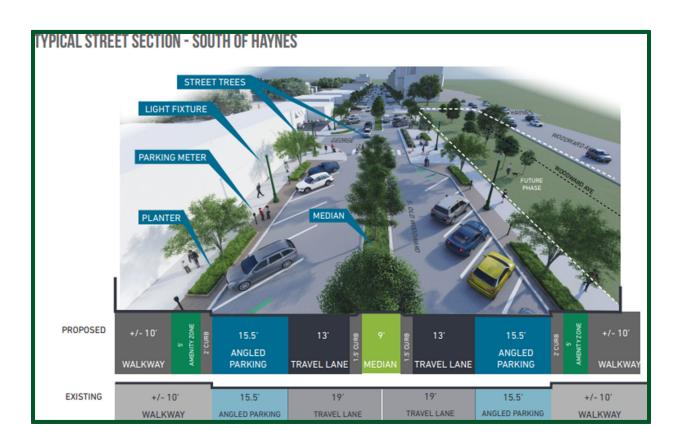
Design Plans for S. Old Woodward Improvements – Phase 3 (2022)

The City of Birmingham has approved new design plans for S. Old Woodward Phase 3 reconstruction from Brown Street to Landon. Similar to Phases 1 and 2, the City will be updating the underground sewers and utilities while installing new streetscape amenities to enhance the safety and aesthetics of the area.

The sidewalks are proposed to be widened to provide more pedestrian space and numerous benches will be added to provide places for rest and relaxation. A tree lined median is proposed along with multiple planters with additional greenery along the sidewalk. Sidewalk bumpouts will

be included at each intersection to reduce the road crossing distance and enhance pedestrian safety. The vehicular travel lanes will also be narrowed to encourage slower speeds through downtown.

The S. Old Woodward project (Phase 3) also includes landscaping enhancements for the public property located between S. Old Woodward and Woodward south of Haynes Street. While the proposed plans do not include improvements at the north end of this open space, they do include landscape features at the south end starting at the Old Woodward cutoff to Downtown Birmingham. The WGS is supportive of the proposed landscape improvements in this area, and further recommends that a concept plan for the entire southern gateway to downtown be developed, in conjunction with a consistent entry design for the northern gateway to downtown on the public property located between N. Old Woodward and Woodward north of Oak Street.



Summary:

While the original intent of the WGS was to explore the development and placement of gateway features, landscaping elements, or other enhancements in the area at the south end of downtown, the committee determined that a review of all overlapping plans and projects was required first. Accordingly, the WGS reviewed each of the plans outlined above to determine if any previous recommendations were applicable to the southern gateway area, and studied numerous options as to how to proceed. The WGS quickly determined that a comprehensive approach was needed to create a cohesive brand, image and wayfinding system for the entire City prior to developing concept plans at specific locations such as the southern gateway to downtown. Thus, the WGS's first recommendation is to have the City Commission approve an updated logo for the City of

Birmingham, using the option identified as Logo #1 and recommended by McCann Detroit in 2017. Once this logo has been approved, the WGS's second recommendation is to have the City Commission issue an RFP to update the 2004 Wayfinding Plan to include the use of new technology and the updated brand and image reflected in the new City logo. The WGS also recommends the City Commission convert the WGS into a standing committee to prepare a comprehensive plan for implementation of the City's new logo, and to act as a clearinghouse to review and coordinate branding and image decisions. Such decisions could include the design application of the logo on stationary, department level projects such as parks or parking facility signage, City vehicle signage, wayfinding and other related applications to ensure consistency throughout the BSD and across the City. Further, the WGS recommends that the City Commission add a representative from each of the following groups to the standing committee:

- BSD Marketing Committee member;
- Representative from the Department of Public Services; and
- Representative from the Parking Department or Advisory Parking Committee.

Long term recommendations of the WGS also include directing a new standing committee to work on concept plans for the northern and southern gateways to downtown to create consistent entry designs after the City logo and Wayfinding Plan have been updated and approved, and implementing the Haynes Square concept should the Draft 2040 Plan be approved.

CITY OF BIRMINGHAM, MICHIGAN

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

SIGNAGE AND WAYFINDING STUDY

MAY 2004

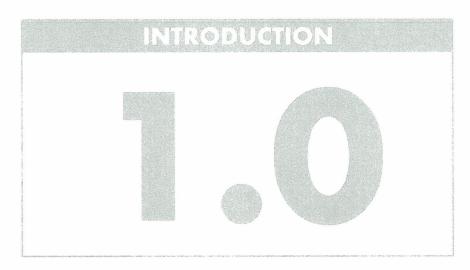
Carter::Burgess



TABLE OF CONTENT

SECTIO	N P.	AGE
1.0	INTRODUCTION 1.1 Background 1.2 Purpose 1.3 Scope 1.4 Philosophy 1.5 Methodology	1 1 1 1 2
2.0	GRAPHIC GUIDELINES2.1 Overview2.2 Typography Standards2.3 Arrows/Symbols	10 10 13
3.0	3.1 Vehicular Directionals 3.2 Pedestrian Directionals 3.3 Parking Identification 3.4 City Identification 3.5 Information Directories	17 18 19 21 23
4.0	GENERAL LOCATION PLANS	24





SECTION			PAGE
1.0	INT	RODUCTION	
	1.1	Background	1
	1.2	Purpose	1
	1.3	Scope	1
	1.4	Philosophy	1
	1.5	Methodology	2

1.0 INTRODUCTION

BACKGROUND

In order to better understand the criteria introduced here, it is important to explain the general background behind the development of this document. In September of 2002, the City of Birmingham, Michigan contracted Carter & Burgess to analyze and make general recommendations on a citywide wayfinding and signage system that would help alleviate some of the confusion and clutter that is currently being experienced around the commmunity. Other criteria included developing a signage system that would complement both the modern and historical aspects of Birmingham. Through a series of information gathering meetings and presentations with the citizens, Planning Board and other interested parties, Carter & Burgess developed the guidelines and recommendations presented within this document.

12 PURPOSE

The Birmingham, Michigan Citywide Wayfinding and Signage Design Program is designed to establish a vision and longrange set of general guidelines for the community's current and future signage needs. One purpose of this document is to serve as a blueprint for addressing the signage system as it relates to wayfinding around the city and identification of key points of interest within the overall community. The development framework recommended will ensure that such signage will be consistent during short-term and long-term community development. To ensure a consistent approach to the design of the signing and graphics system for the City of Birmingham, the guidelines set forth in this document shall establish the general parameters that should be adhered to in order to maintain a consistent and high quality signing system. This document shall be the basic criteria upon which future signs, graphics and standards are based, and will provide citywide consistency in the presentation of it's information.

More specific criteria relating to graphic layout, letter style, arrow use, size relationships, color relationships, illumination, sign types/characteristics, mounting conditions and general fabrication will be set forth in a future signage guidelines manual.

The overall goals for this sign program include:

- Building recognition for a citywide wayfinding system
- •Identifying and prioritizing all destinations which will be displayed on the signage
- Identifying primary and secondary entrance points into the city (gateways)
- •Identifying primary and secondary general traffic flow paths throughout the city
- Establishing a separate identity (branding) for Districts and Neighborhoods
- •Creating a uniform and recognizable identification system for parking decks and surface lots
- Trailblazing to parking garages and surface lots
- Establishing consistent nomenclature and terminology for use on all applicable signage
- Reducing current citywide sign clutter
- Minimizing legal signs and consolidating where needed
- •Increasing visibility of signage by using common shapes, and appropriate placement and sizing of elements
- •Limiting directional messaging to 2-3 messages per direction
- Establishing graphic consistency for message organization, color usage, typography and symbols
- Establishing directories as a recognizable icon of information

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

1.3 SCOPE

The Birmingham, Michigan Citywide Wayfinding and Signage Design Program's scope of work includes the development of the general criteria for the signage and wayfinding system, especially for primary areas used throughout the community by the public (see Figure 1.5.3 Destination Location Diagram). The general guidelines established by this document can be found in Section 2.0: Graphic Standards.

Additionally, sign type guidelines, layouts and general details are included in this document. These are intended to be used as a reference when designing any wayfinding, identification and informational signage for the City of Birmingham.

General signage guidelines included in this document:

- Typography
- •Color Standards
- Arrow/Symbols
- Sign Types
- •General Locations

Signs Regulated by this document:

- All city destination pedestrian directional signs
- All city destination vehicular directional signs
- •Identification signs for Downtown parking garages and surface lots
- •Identification signs for surrounding community districts and neighborhoods
- Identification signs for City gateways
- City destination informational signs (directories)

Signs Not Regulated by this document:

- •Tenant/Concession Identification
- Pedestrian or Vehicular Regulatory signs
- •DOT signs
- Vehicular pavement markings
- •Interior Parking Garage signage
- Work Zones (Construction)

1.4 BIRMINGHAM SIGNAGE PHILOSPHY

1. Develop ONE Signage System

Though there are varying conditions within the city that will be supported by the signage, it must always maintain continuity throughout. Development of separate unassociated systems for each area (roadways, parking, walkways, etc) could dramatically alter the overall wayfinding. For example, additions, modifications and/or relocation of signs on the roads could have an affect on the wayfinding along pedestrian routes. Therefore, developing and maintaining one cohesive, consistent and comprehensive system will enhance the users decision making process and perception of Birmingham as a whole.

2. Create an Identity for Birmingham

One of the most important aspects of the signage system is the opportunity it offers to establish an entirely new visual image for the City of Birmingham. With a fresh, consistent, and dynamic visual image in place, the public will be encouraged to take another look at how to navigate Birmingham. But the changes must be more than skin deep. Real communications improvements must be made, and the more significant the change, the more significant the awareness of it will be.

3. Design a System for Today and the Future

In an ever changing environment such as a city, there is rarely a good time to implement a major change-out of the signage program. Current uses often compete with future needs for available dollars. Good design practice requires stepping back, taking a hard look at the long term, and developing a series of scenarios, which serve both the near and long term. If planned properly, flexibility and fluidity of design will address most of the issues that arise.

City of ${\mathcal B}$ irmingham

INTRODUCTION BACKGROUND/PURPOSE/SCOPE

Carter:Burgess May 2004

1.5 METHODOLOGY

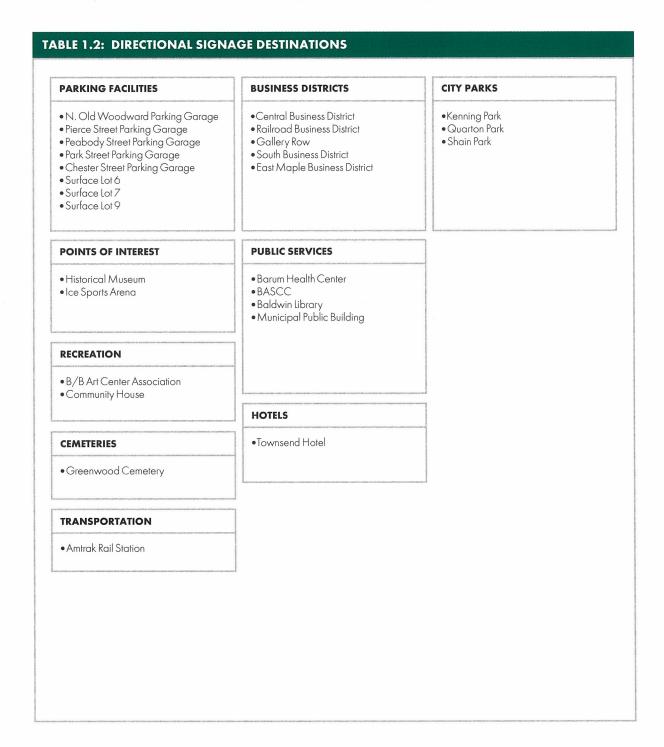
To properly coordinate a complete and comprehensive citywide wayfinding system, the project team had to complete an indepth analysis of the city's overall vehicular roadway traffic flows, entry gateways and pedestrian use of the Downtown area. This was achieved through on-site surveys, documentation review and information gathering meetings with Planning Board members, citizens and key interest groups.

1.5.1 DESTINATION LISTINGS

A complete list of all city destinations, including the Downtown and surrounding community areas was compiled through the aforementioned meetings with the City and other interested parties. This list revealed to the Project Team how the city generally functioned and what information and destinations were most important to it's citizens. It also gave the Project Team a better understanding of how the City's vehicular and pedestrian traffic currently flowed and which of these destinations should be included as appropriate messaging on directional, identification and informational signage (see *Table 1.1*).

TABLE 1.1: INITIAL PRELIMINARY DESTINATIONS PARKING FACILITIES BUSINESS DISTRICTS CITY PARKS • N. Old Woodward Parking Garage Bowers Business District • Pembroke Park • Pierce Street Parking Garage Railroad Business District Kenning Park Peabody Street Parking Garage Central Business District • St. James Park Park Street Parking Garage • North Business District Poppleton Park • Howarth Park • Chester Street Parking Garage • Gallery Row South Business District • Crestview Park Surface Lot 6 • Surface Lot 7 • East Maple Business District • Linden Park • Surface Lot 9 • Smith Park • Manor Park • Quarton Park • West Lincoln Park POINTS OF INTEREST **PUBLIC SERVICES** • Martha Baldwin Park • Shain Park Barum Health Center • Historical Museum • Ice Sports Arena BASCC Baldwin Library Springdale Golf Course **NEIGHBORHOODS** • Lincoln Hills Golf Course • Municipal Public Building • Service Department • Southfield Road Post Office Ravines Neighborhood RECREATION Adams Fire Station Central Lincoln • Chesterfield Fire Station Central Birmingham • B/B Art Center Association Birmingham Villas Community House Birminaham Estates •YMCA • Coryell Park **HOTELS** • Crestview Fairfield Holiday Inn Express **CEMETERIES** Pembroke Manor Townsend Hotel HAL Neighborhood Hamilton Hotel • Greenwood Cemetery • Torry/Sheffield Estates Clover Hill Cemetery • Hidden Ravines HISTORIC NEIGHBORHOODS Quarton Lakes Holy Name/Mill Pond TRANSPORTATION • Howarth - St. James • Shain Park Historical South Poppleton Central Downtown Amtrak Rail Station • Manors of Birmingham • Bates Historical District Hazel/Chestnut/Forest Due to the overwhelming number of listings and impracticality for complete implementation into a signing system, it was determined that the destinations needed to be streamlined to a much smaller set of primary destinations. This refined list was decided upon through meetings and presentations with the Planning Board, citizens and other interest parties of Birmingham. These destinations are intended to be included on directional, identification and informational signage as deemed appropriate by the location of each individual sign and it's intended level of viewing (see Tables 1.1, 1.2, 1.3).

The following refined destination lists are to be used only with their specified sign types:



City of Birmingham

1.0 INTRODUCTION

METHODOLOGY

TABLE 1.3: IDENTIFICATION SIGNAGE DESTINATIONS

PARKING FACILITIES

- N. Old Woodward Parking Garage
- Pierce Street Parking Garage
- Peabody Street Parking Garage Park Street Parking Garage
- Chester Street Parking Garage
- Surface Lot 6
- Surface Lot 7
- Surface Lot 9

BUSINESS DISTRICTS

- Bowers Business District
- Central Business District
- North Business District Gallery Row
- South Business District
- East Maple Business District

NEIGHBORHOODS

- Southfield Road
- Ravines Neighborhood
- Central Lincoln
- Central Birmingham Birmingham Villas
- Birmingham Estates
- Coryell Park
- Crestview
- Fairfield
- Pembroke Manor
- HAL Neighborhood Torry/Sheffield Estates
- Hidden Ravines
- Quarton Lakes
- Holy Name/Mill Pond
- Howarth St. James
- South Poppleton
- Manors of Birmingham
- Hazel/Chestnut/Forest

TABLE 1.4: INFORMATIONAL (DIRECTORY) SIGNAGE DESTINATIONS

PARKING FACILITIES

- N. Old Woodward Parking Garage
- Pierce Street Parking Garage
- Peabody Street Parking Garage
- Park Street Parking Garage
- Chester Street Parking Garage
- Surface Lot 6
- Surface Lot 9
- Surface Lot 7

- Historical Museum Ice Sports Arena
- Springdale Golf Course

POINTS OF INTEREST

• Lincoln Hills Golf Course

RECREATION

- B/B Art Center Association
- Community House
- YMCA

CEMETERIES

- Greenwood Cemetery
- Clover Hill Cemetery

TRANSPORTATION

Amtrak Rail Station

• Bowers Business District • Railroad Business District

BUSINESS DISTRICTS

- Central Business District
- North Business District
- Gallery Row
- South Business District
- East Maple Business District

PUBLIC SERVICES

- Barum Health Center
- BASCC
- Baldwin Library
- Municipal Public Building
- Service Department
- Post Office
- Adams Fire Station
- Chesterfield Fire Station

HOTELS

- Holiday Inn Express
- Townsend Hotel
- Hamilton Hotel

HISTORIC NEIGHBORHOODS

- Shain Park Historical
- Central Downtown Bates Historical District

CITY PARKS

- Pembroke Park
- Kenning Park
- St. James Park
- Poppleton Park
- Howarth Park
- Crestview Park
- Linden Park
- Smith Park
- Manor Park Quarton Park
- West Lincoln Park
- Martha Baldwin Park
- Shain Park

NEIGHBORHOODS

- Southfield Road
- Ravines Neighborhood
- Central Lincoln
- Central Birmingham
- Birmingham Villas Birmingham Estates
- Coryell Park
- Crestview Fairfield
- Pembroke Manor
- HAL Neighborhood
- Torry/Sheffield Estates
- Hidden Ravines
- Quarton Lakes Holy Name/Mill Pond
- Howarth St. James
- South Poppleton • Manors of Birmingham
- Hazel/Chestnut/Forest

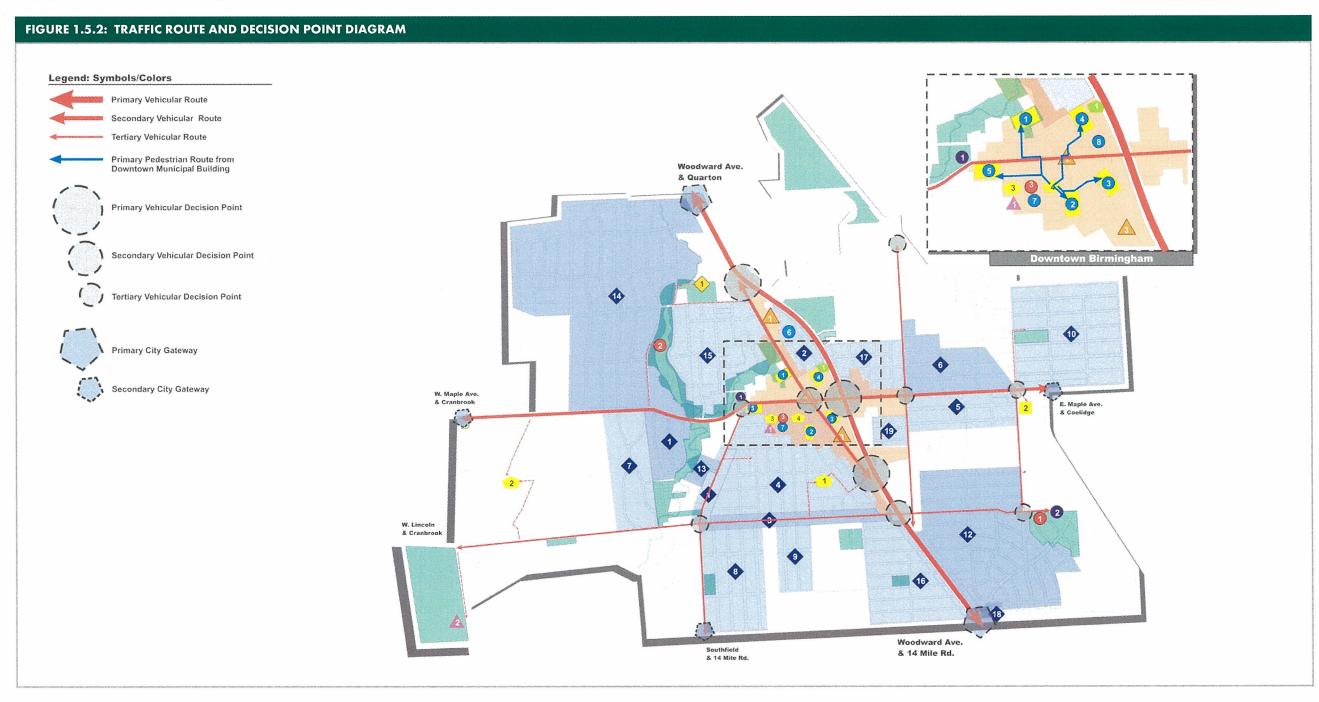
City of Birmingham

INTRODUCTION

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

1.5.2 TRAFFIC ROUTES AND DECISION POINTS

The Project Team reviewed city maps, documentation and photos to help identify primary and secondary vehicular entry gateways into the city of Birmingham. These gateways were defined by the Project Team as the primary or secondary points-of-origin for all major vehicular traffic coming into the city. Additionally, in order to better understand the city's traffic flow patterns, all primary, secondary and tertiary streets were identified in a schematic format to depict the most frequently traveled vehicular routes within the city limits. Major vehicular decision points were then identified and also shown schematically. Pedestrian routes from the center of the Downtown area to the surrounding parking facilities were also briefly identified and shown for reference. This schematic diagram was presented to the city for reference and to aid in explaining the project teams understanding of existing conditions within the City of Birmingham (see Figure 1.5.2).



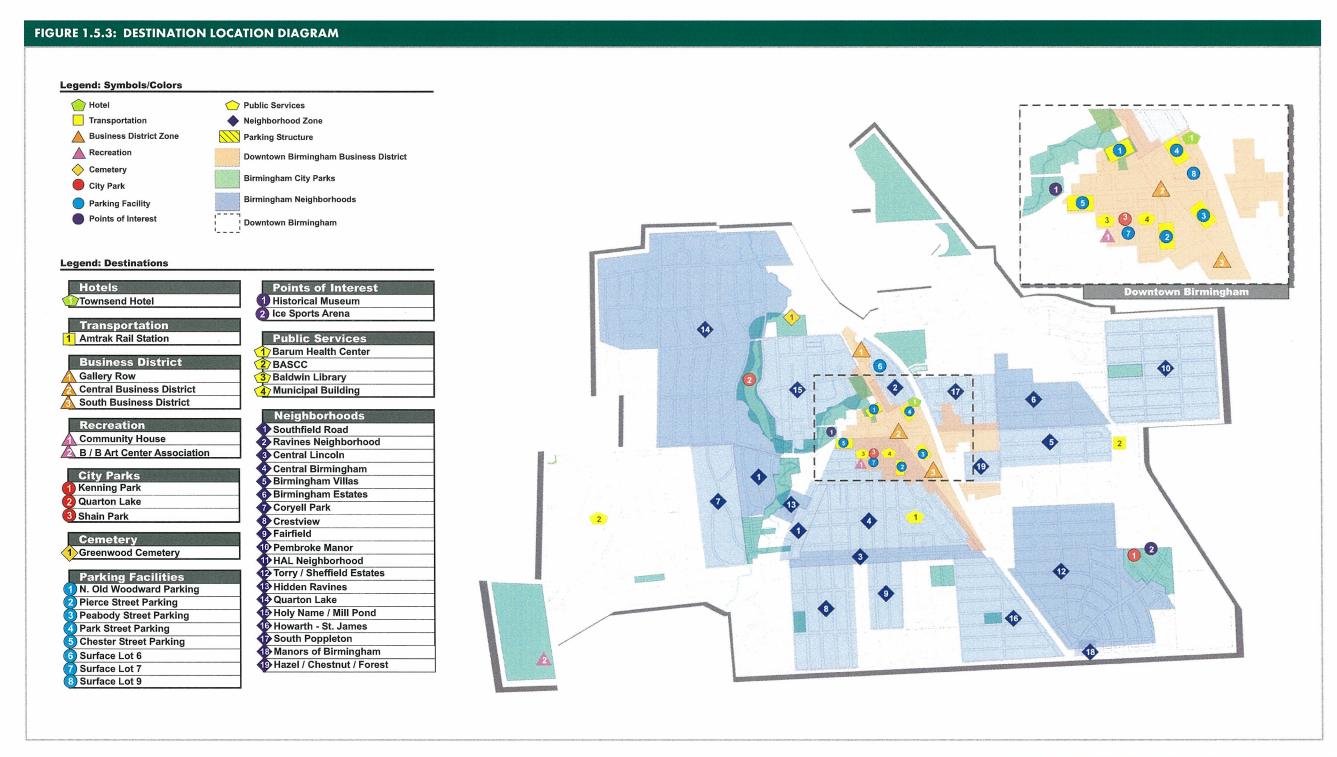


1.0 INTRODUCTION
METHODOLOGY

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

1.5.3 DESTINATION LOCATIONS

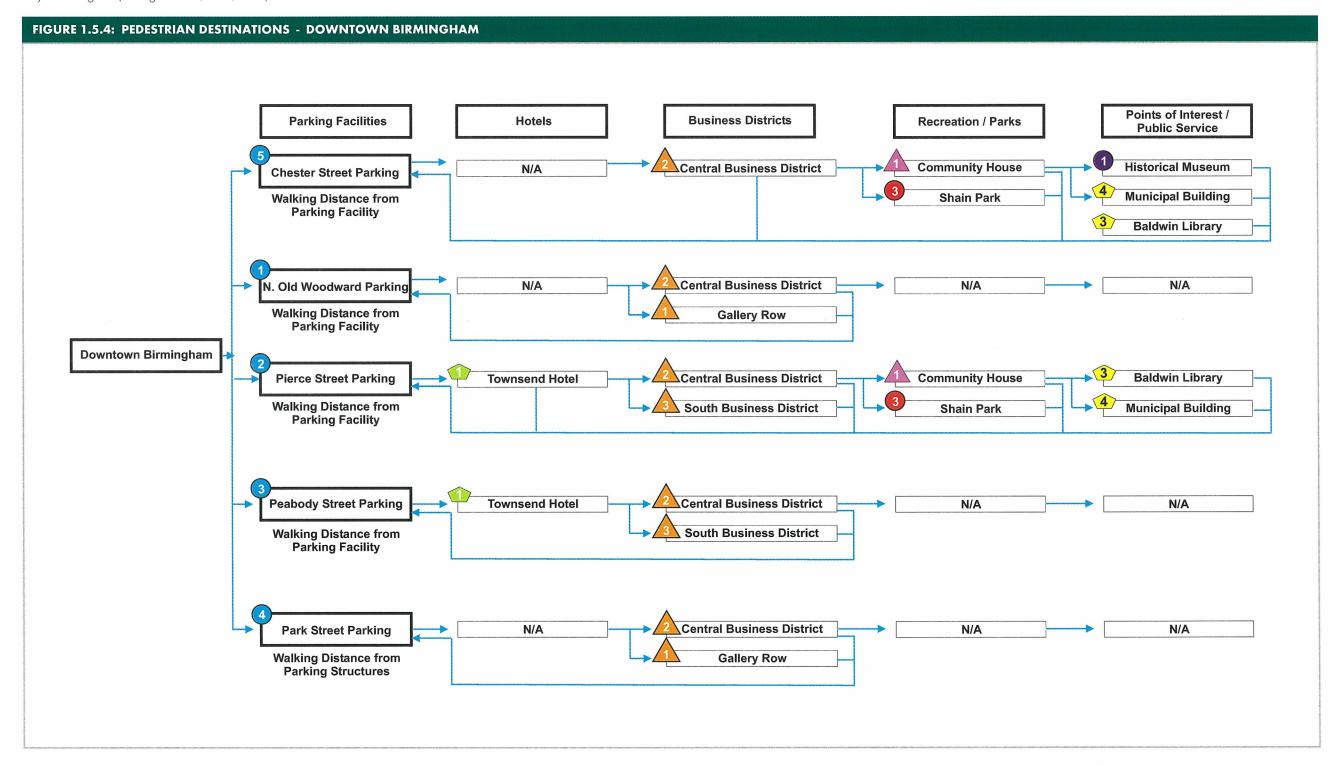
Using the destination listings developed during the initial analysis, the project team created a legend and schematic diagram to clearly depict these various destination categories. This diagram was also presented to the city for reference and to aid in explaining the project teams understanding of the final destinations locations within the City of Birmingham (see Figure 1.5.3).





1.5.4 DECISION FLOWCHARTS

There are usually two major levels of sign viewing within most wayfinding systems: pedestrian and vehicular. Both vehicular and pedestrian users were considered when developing the decision flowcharts. These flowcharts were developed to explain graphically the process in which decisions are made and how users get from one destination to another within the City of Birmingham (see Figure 1.5.4, 1.5.5, 1.5.6).



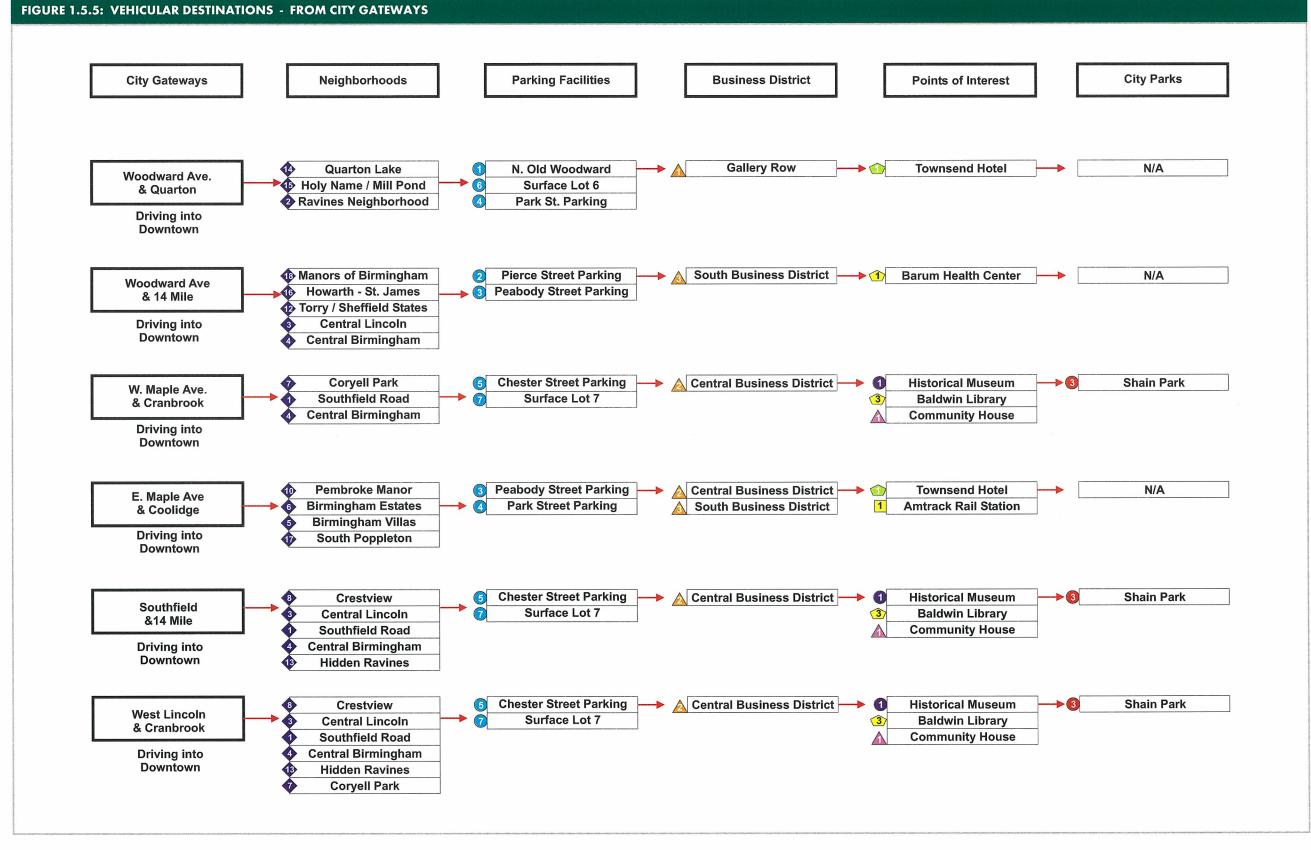


1.0 INTRODUCTION

METHODOLOGY

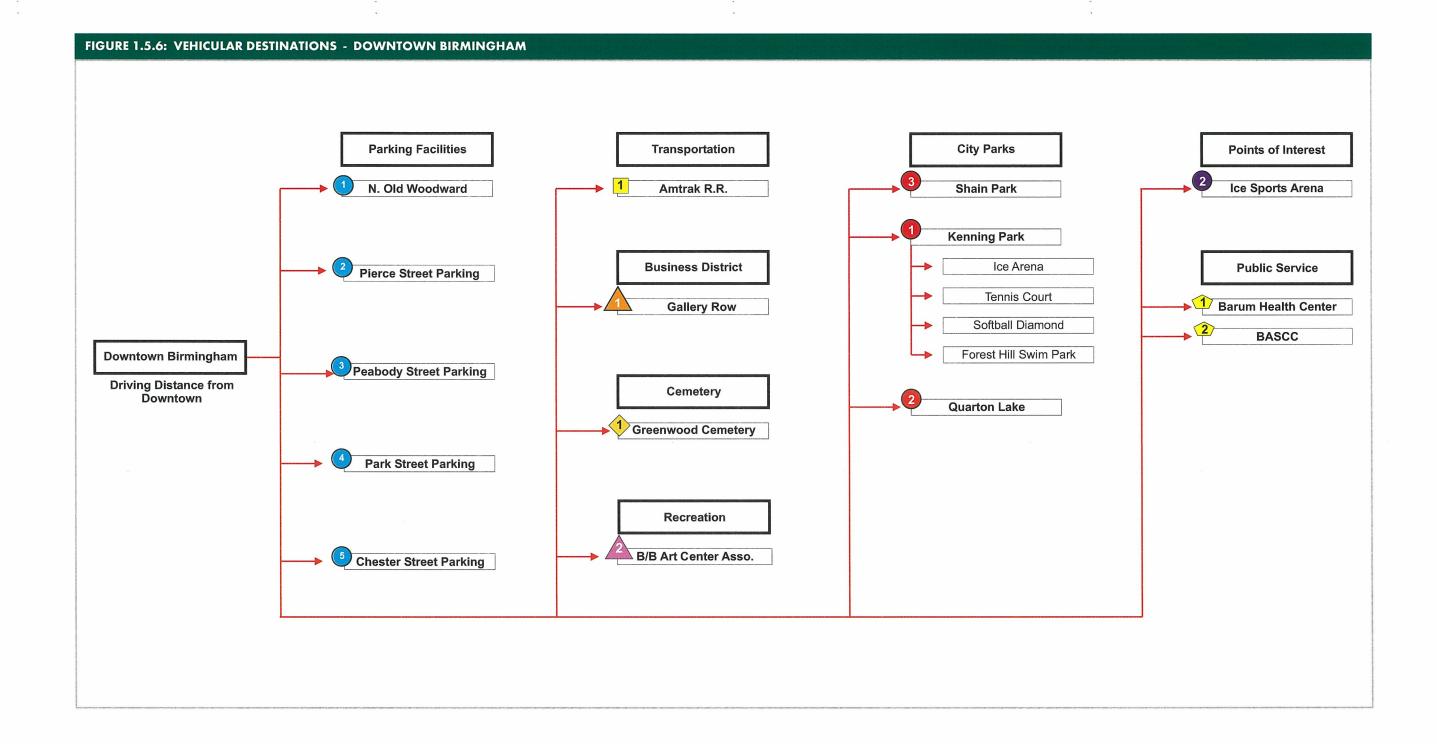
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CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM





1.0 INTRODUCTION
METHODOLOGY



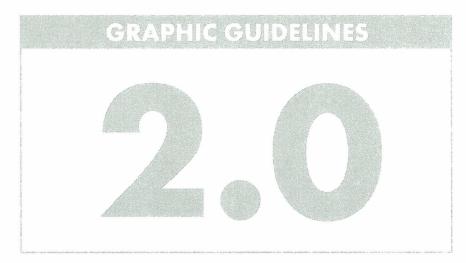
City of Birmingham

INTRODUCTION METHODOLOGY

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

May 2004

8



SECTION

PAGE

GRAPHIC GUIDELINES

10 10 13

2.1 Overview2.2 Typography Standards2.3 Arrows/Symbols

May 2004



2.0 GRAPHIC GUIDELINES

2.1 OVERVIEW

Understanding the needs of the traveling public and how it will react to a system of graphic displays is as much a study of human behavior as it is a study of graphic design. In order to get the desired results from a sign system, a logical method of thinking on the part of city management, environmental graphic consultants, fabricators and designers must be employed.

It is important for signs to adhere to a basic guideline of copy styles and sizes, consistent terminology, recognizable and universally acceptable symbols and uniform colors for standard functions. Message content must be in layman's language, understandable by first-time as well as frequent travelers. This section covers key elements that impact the effectiveness of a signage system and overall wayfinding within the City of Birmingham.

This document attempts to highlight several ideas, but the primary goal is the development of <u>ONE</u> seamless and cohesive signage system. In order for this critical objective to be accomplished, design of new signs must take into consideration the overall impact. In order to be optimal, citizens and visitors should be presented with one consistent system from the roadways and walkways of the city. Designers must understand that their design in a specific area is but one piece in the overall signage puzzle. To guide all stages of development of the signage system it is necessary to envision what it can and should be. Without a unified vision the resulting system will likely become fragmented with less than expected results.

With this being said, there are several components that must come together to make-up an effective signage system. Consistency in the application and usage of each of these is paramount in the development of an optimal system. This section seeks to identify and set guidelines for these components as they relate to signage within the City of Birmingham. The following elements will be covered in general detail to help establish a consistent signage system:

- •Font types, size relationships, kerning, spacing
- Nomenclature and terminology
- Message hierarchy
- •Color standards
- Arrow orientation and sizing
- Symbols
- Branding of particular elements
- Mounting requirements

2.1.1 GENERAL GUIDELINES

The following general guidelines should also be adhered to when developing any signage that will be a part of the overall wayfinding system within the City of Birmingham:

- Eliminate visual clutter by concentrating and organizing messages into fewer and more deliberate signs
- Visualize signage as a wayfinding highlight, interesting and pleasing in form and graphics
- Control and limit the diversity of signage materials and sign types
- Successfully integrate some elements of Birmingham's character within this style
- Utilize appropriately sized graphics
- Display limited, succinct and consistent nomenclature
- Be supported by international symbols as appropriate
- Streamline ADA seamlessly into signage
- Nomenclature, design styles, colors, typography, symbols and other design details should be appropriately consistent throughout all parts of the sign system
- The sign system should utilize a discreet family of sign types and maximize their use, while minimizing the use of non-standard sign types
- Identify and reserve a color palette exclusive for signage, and apply this in a limited and controlled fashion
- Enhance ease of wayfinding
- Focus on delivering the right message, in the right place, and at the right time
- Be harmonious with the history and environment of the city

2.2 TYPOGRAPHY

2.2.1 CAPITALIZATION

Aside from special decorative identification uses and certain regulatory signs, all sign word messages should be in initial uppercase followed by lowercase. The following should also be adhered to:

- As required by the Americans with Disabilities Act, all messages should be appropriately sized per viewing level and height of sign face from the ground
- For better legibility, lower case letters should have a lowercase "x" height that should be approximately twothirds the height of the uppercase letter
- All words should be capitalized except for articles, prepositions and conjunctions
- A consistent capital letter height will be maintained when signs are used in sequence

2.2.2 TYPOGRAPHIC RESTRICTIONS

Typefaces or weights not described above should not be used within the City of Birmingham. Modification of letter shapes is prohibited. Condensed, extended, slanted, outlined or otherwise distorted type should not be used unless deemed appropriate for the sign type and it's intended message and audience.

2.2.3 LETTER SPACING

Unless otherwise indicated, all sign messages shall follow the vendor's normal or "kerned" letter spacing standards. Messages set according to the type vendor's letter spacing standards will not normally require adjustment. In some circumstances, modification of spacing between individual letter pairs may improve the appearance of a sign message. Designers are required to review sample messages for all sign projects and shall recommend spacing modifications where they can be shown to be advantageous. In these instances hand-kerning will be required to adjust spacing. Also, hand-kerning may be required on internally illuminated signs to prevent "halation." Note that messages on highway signage must be verified by a licensed traffic engineer for adequate spacing.

Reducing normal letter or word spacing (e.g. to fit a lengthy message within a restrictive layout area) should be avoided.

Punctuation marks, which relate to two letters should be spaced equally from both letters.

2.2.4 WORD SPACING

Word spacing between related words is normally $\frac{3}{4}$ (.75) times the capital letter height. (For example, a message using 4" cap letters will have 3" between words). (See Figure 2.2.5).

2.2.5 LINESPACING

Line spacing shall be $\frac{1}{2}$ (.50) times the cap letter height for words of a related message line. Spacing between unrelated message lines shall typically be 1 times the cap letter height. (See Figure 2.2.6).

2.2.6 TYPE SIZES

Standard type sizes will be listed for each specific sign type per each individual layout.

City of Birmingham

2.0 GRAPHIC GUIDELINES

OVERVIEW/TYPOGRAPHY

Carter::Burgess
May 2004

FIGURE 2.2.1: TYPEFACE - BELL GOTHIC BLACK BT

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z abcdefghijklmn opqrstuvwxy 1 2 3 4 5 6 7 8 !@#\$%^&*()/?'",.

FIGURE 2.2.3: TYPEFACE - NEW CALDONIA REGULAR

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z abcdefghijklmn opqrstuvwxyz 1 2 3 4 5 6 7 8 9 !@#\$%^&*()/?'",.

FIGURE 2.2.2: TYPEFACE 2 - BELL GOTHIC BT BOLD

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z abcdefghijklmn opqrstuvwxyz 1 2 3 4 5 6 7 8 9 !@#\$%^&*()/?'",.

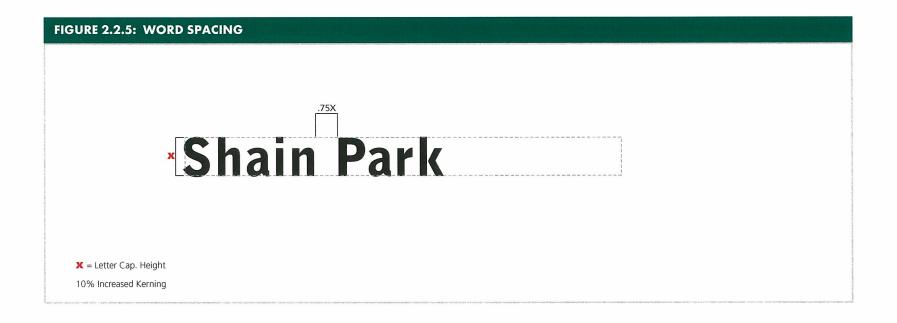
FIGURE 2.2.4: TYPEFACE - CYGNET ROUND REGULAR

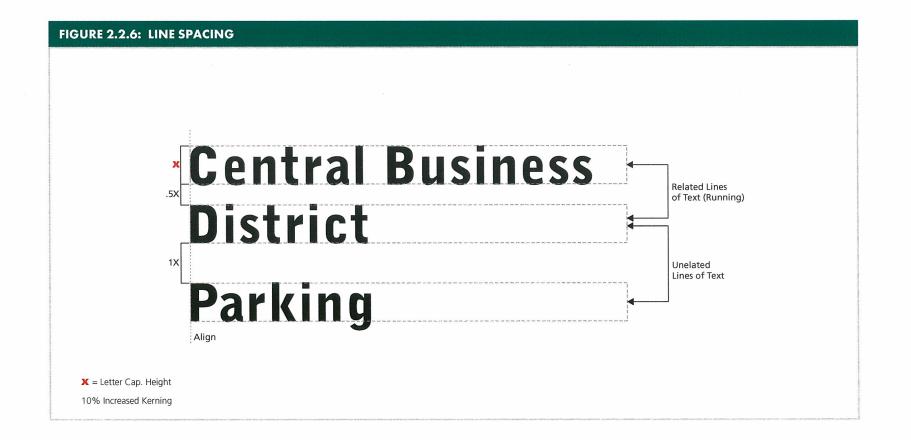
AB6DEFGHIJKLMN O L 2 R S T U V W X Y Z a b c d e f g h i j k l m n opqrstuowxyz 1234567890 ! @ # \$ % & *()/?'",.

Refer to Section 3.0: Sign Types for correct usage

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM









2.0 GRAPHIC GUIDELINES
TYPOGRAPHY

2.3 ARROWS/SYMBOLS

2.3.1 ARROWS

Arrow symbols used as directional elements are more flexible and require less sign layout space than messages. Careful review of sign layouts must be done in order to produce proper proportioning between arrows, messages, symbols and sign panel dimensions (see Figure 2.3.1).

The orientation and directional information that arrow symbols intend to convey is of equal importance to the consistent use of the recommended single style arrow. The arrow orientation to convey "straight ahead" is of particular interest. Either "up arrow" or the "down arrow" can be used. Once a method has been selected for the "straight ahead" arrow orientation, consistent application should be continued throughout the signage system. The following are a few guidelines for the use of arrows:

1. Arrow Orientations/Applications (see Figures 2.3.2, 2.3.3)

- •The standard arrow can be rendered in eight (8) different orientations. No alternate orientations are acceptable.
- Roadway Signs: Arrow orientation should follow the guidelines provided in the Manual of Uniform Traffic Control Devices (MUTCD). Arrow position on overhead signs shall relate to the traffic lanes.
- Exterior Signs: Arrow orientation should follow the guidelines provided in this section. Straight-ahead pedestrian movement should be indicated by upward-facing arrows, unless a downward-facing arrow can be shown to be clearly advantageous in a specific circumstance. Straight downward-facing arrows are normally reserved to indicate movement to a lower level.

2. Arrow Layout (see Figure 2.3.4)

- The placement of arrows on sign faces should conform to the standard guidelines provided. Arrows may not be positioned in any other location on the sign face.
- Arrows should not point into text. Left-facing arrows should be located on the left side of signs, and right-facing arrows should be located on the right side of signs. Upward-facing arrows are normally located closest to the flow of traffic.
- Roadway Overhead Signs: Arrows should be held within a designated area along the lower edge of the message area. Arrows are normally positioned flush with the bottom edge of the designated arrow area.
- Roadway Ground-Mount Signs: Arrows should be held within a designated vertical column along the left or right side of the message area.
- Exterior Signs: Arrows should be held within a designated vertical column along the left or right side of the message area.

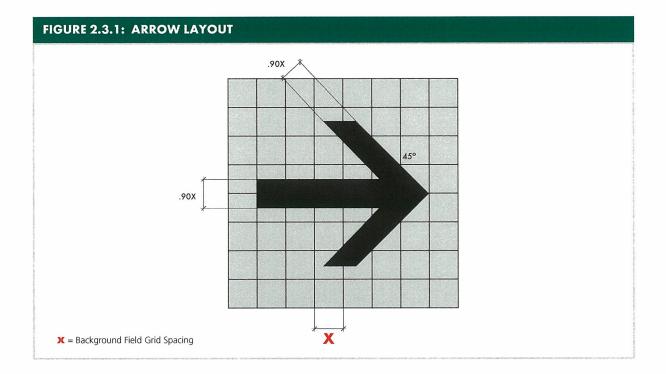






FIGURE 2.3.3: ARROW APPLICATIONS

ARROW ORIENTATION	LOCATION PLAN EXAMPLE	INTERPRETATION
^	↑	Straight Ahead
↑	₩P	Up
K	+	Ahead on Left
K		Up on Left
		Ahead on Right
		Up on Right

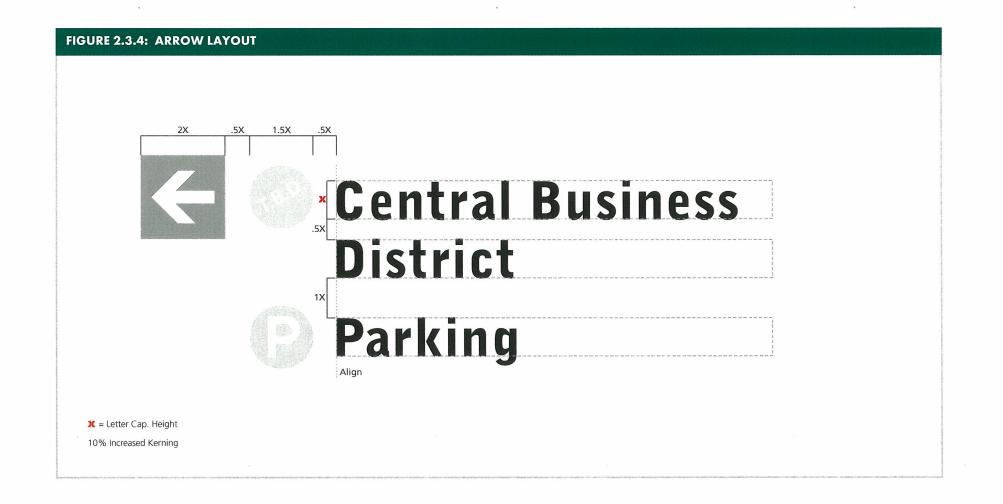
ARROW GRIENTATIÓN	LOCATION PLAN EXAMPLE	INTERPRETATION
→		Right
7	1	Down on Right
		Left
L		Down on Left
		Down



GRAPHIC GUIDELINES ARROWS

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

May 2004



City of Birmingham

2.0 GRAPHIC GUIDELINES
ARROWS

2.3.2 SYMBOLS

In addition to arrows, the development of a cohesive bank of symbols is as critical to the creation of a comprehensive messaging system. These symbols must work in harmony with the messages, and with great consistency between different sign types.

The American Institute of Graphic Arts (AIGA), under contract to the US Department of Transportation have long since developed a series of international symbols in an effort to provide the public with recognizable characters. Today there are more than 46 recognizable symbols available and additional symbols are being developed from time to time.

The following are a few guidelines in the use of symbols:

- 1. The use of short verbal messages along with symbols is more effective than the use of symbols alone.
- 2. To mix messages and symbols for relatively minor or secondary functions, activities or tenants with essential public messages and main directional information weakens the overall communication of the entire system.
- 3. Too many symbols or arrows at any one particular location can be counter- productive to the information being provided.

The following figure (Figure 2.3.5) details the initial list of acceptable symbols and their intended accompanying message.

FIGURE 2.3.5: SYMBOLS **North Business District Central Business District South Business District Gallery Row** Parking (All) Ice Sports Arena Historical Museum **Baldwin Library** Parks (All) **Barum Health Center Municipal Building** B/B Art Center Assoc.

City of Birmingham

GRAPHIC GUIDELINES

SYMBOLS

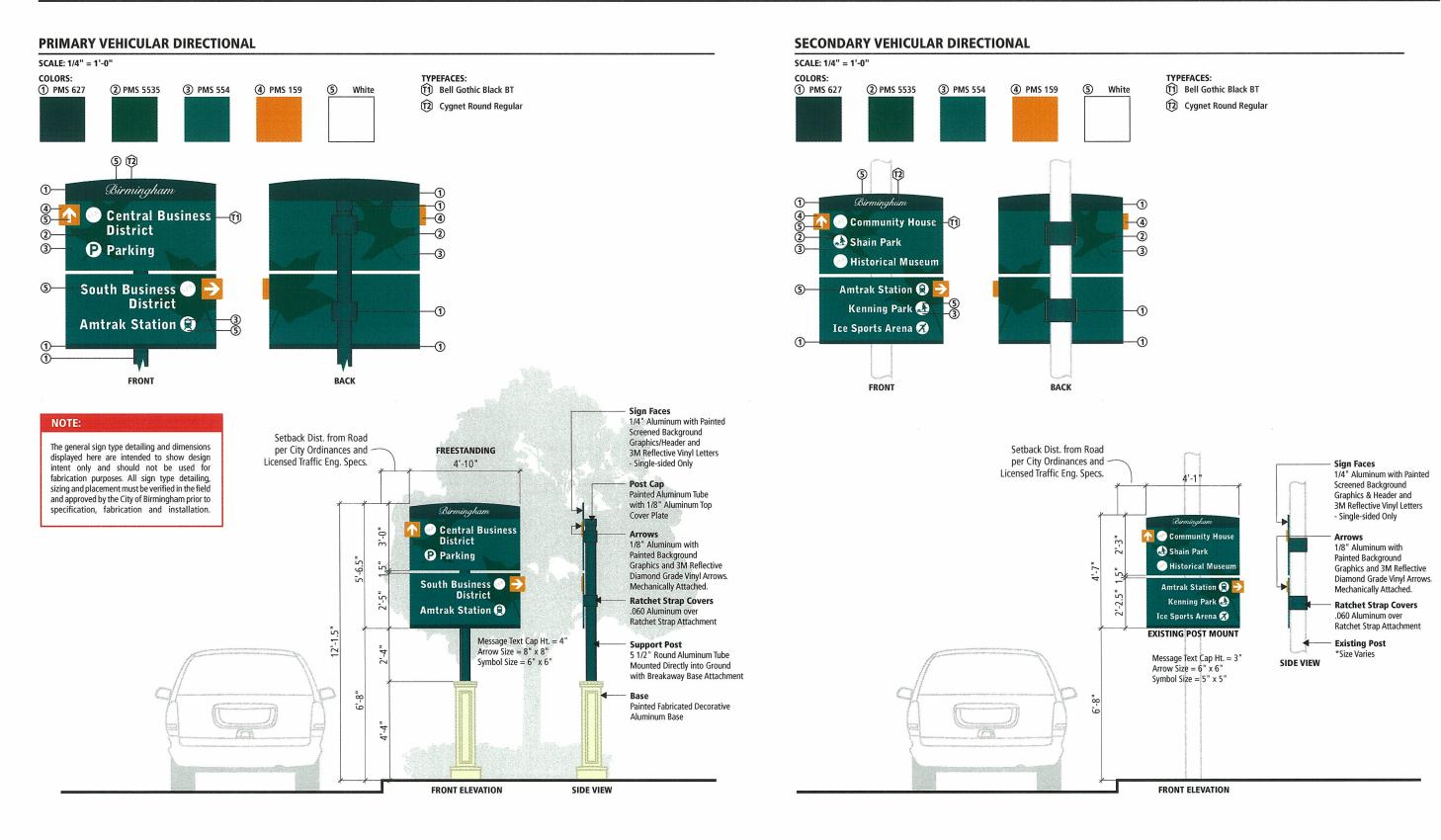
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CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

May 2004



SECTION	PAGE
3.0 SIGN TYPES 3.1 Vehicular Directionals 3.2 Pedestrian Directionals 3.3 Parking Identification 3.4 City Identification 3.5 Information Directories	17 18 19 21





3.0 SIGN TYPES

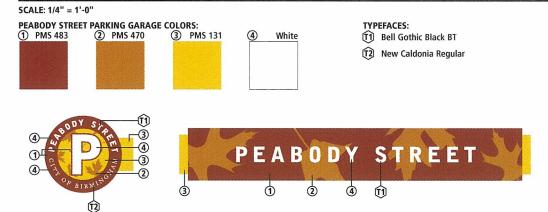
VEHICULAR DIRECTIONALS

PEDESTRIAN DIRECTIONAL PARKING TRAILBLAZER SCALE: 3/8" = 1'-0" SCALE: 3/8" = 1'-0" TYPEFACES: COLORS: COLORS: ③ PMS 554 ① PMS 627 ② PMS 5535 ③ PMS 554 4 PMS 159 (5) 1 Bell Gothic Black BT ① PMS 627 ② PMS 5535 4 PMS 159 NOTE: (T2) Cygnet Round Regular The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation. Birmingham Community House -11 Municipal Building -2 @ Baldwin Library **(5)**-N. Old Woodward (P) Gallery Row -① FRONT BACK (IF SINGLE-SIDED) Shain Park 🔝 1)-1)-FRONT BACK (IF SINGLE-SIDED) PARKING GARAGE/SURFACE LOT IDENTIFICATION BUTTONS *(See Parking Garage/Surface Lot Identification Detail Pages for Color Specifications) Sign Faces 1/4" Aluminum with Painted Existing Post **Existing Light Poles** *Size Varies *Downtown Area Screened Background 2'-11" Graphics/Header and 3M Reflective Vinvl Letters - Single or Double-sided **FREESTANDING FREESTANDING** Post Cap Painted Aluminum Tube Sign Faces/Arrows 1/4" Aluminum with Painted with 1/8" Aluminum Top 10 Screened Background Cover Plate Graphics/Header and Maintain Consistent Arrows 3M Reflective Diamond Ht. Above Ground 15 7/8" 1/8" Aluminum with **Grade Vinyl Letters** Painted Background **EXISTING POST MOUNT EXISTING DOWNTOWN LIGHT POLE MOUNT** - Single or Double-sided Graphics and 3M Reflective Diamond Grade Vinyl Arrows. . Old Woodward P Mechanically Attached. Ratchet Strap Covers Support Post 3" Round Aluminum .060 Aluminum over Message Text Cap Ht. = 1.5" Ratchet Strap Attachment **Tube Mounted Directly** into Ground with Breakaway Support Post Symbol Size = 2.5" x 2.5" Base Attachment 2.5" Round Aluminum Tube Mounted Directly into Ground with Breakaway Base Attachment Base Base Painted Fabricated Decorative Painted Fabricated Decorative Aluminum Base Aluminum Base SIDE VIEW FRONT ELEVATION FRONT ELEVATION FRONT ELEVATION SIDE VIEW FRONT ELEVATION

City of Birmingham

3.0 SIGN TYPES PEDESTRIAN DIRECTIONALS

PARKING GARAGE IDENTIFICATION

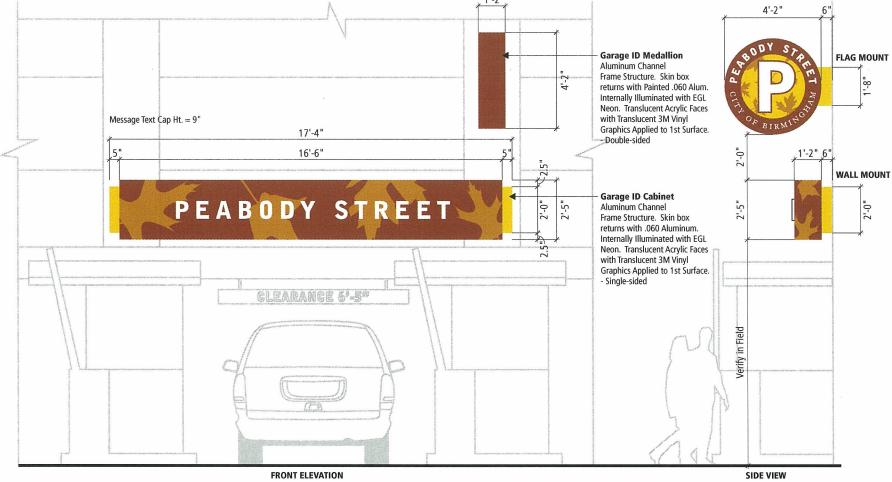


NOTE:

The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation.

> Message Text Cap Ht. = 4" "P" Symbol Cap Ht. = 27.5"







CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

PARKING IDENTIFICATION

May 2004

SURFACE LOT PARKING IDENTIFICATION

SCALE: 3/8" = 1'-0" COLORS: ① PMS 627









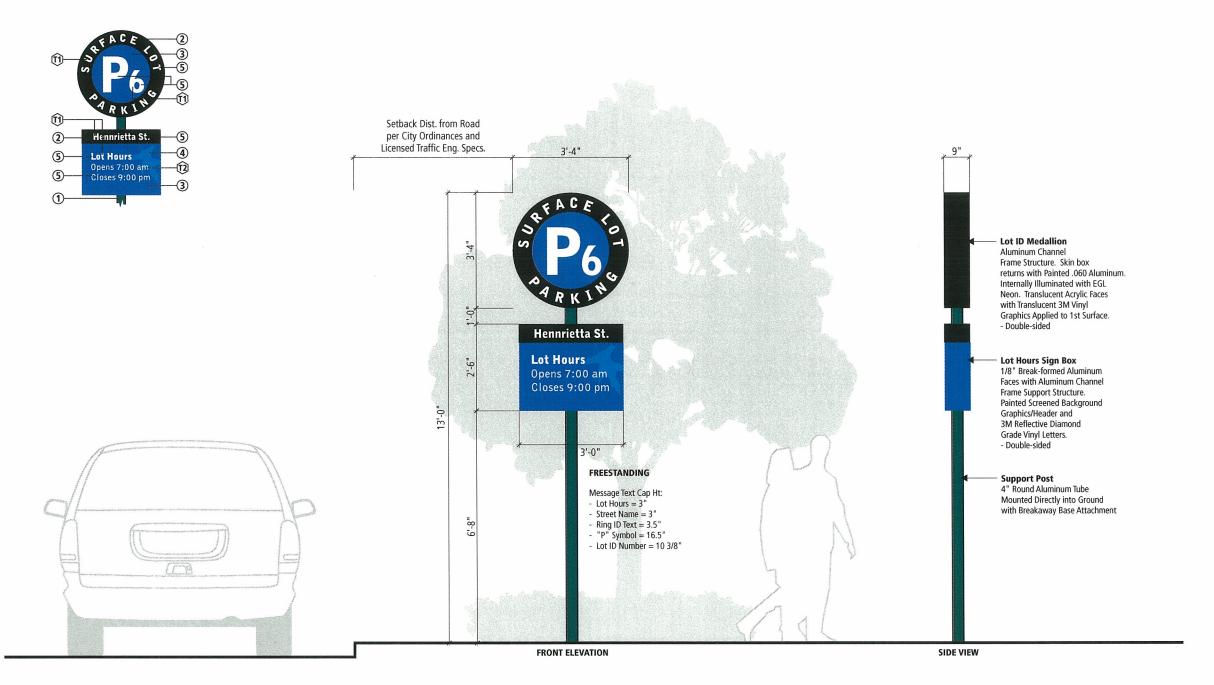


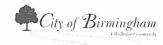
TYPEFACES: 1 Bell Gothic Black BT

(12) Bell Gothic BT Bold

NOTE:

The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation.





SIGN TYPES PARKING IDENTIFICATION

NEIGHBORHOOD IDENTIFICATION

COLORS:

① PMS 627

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











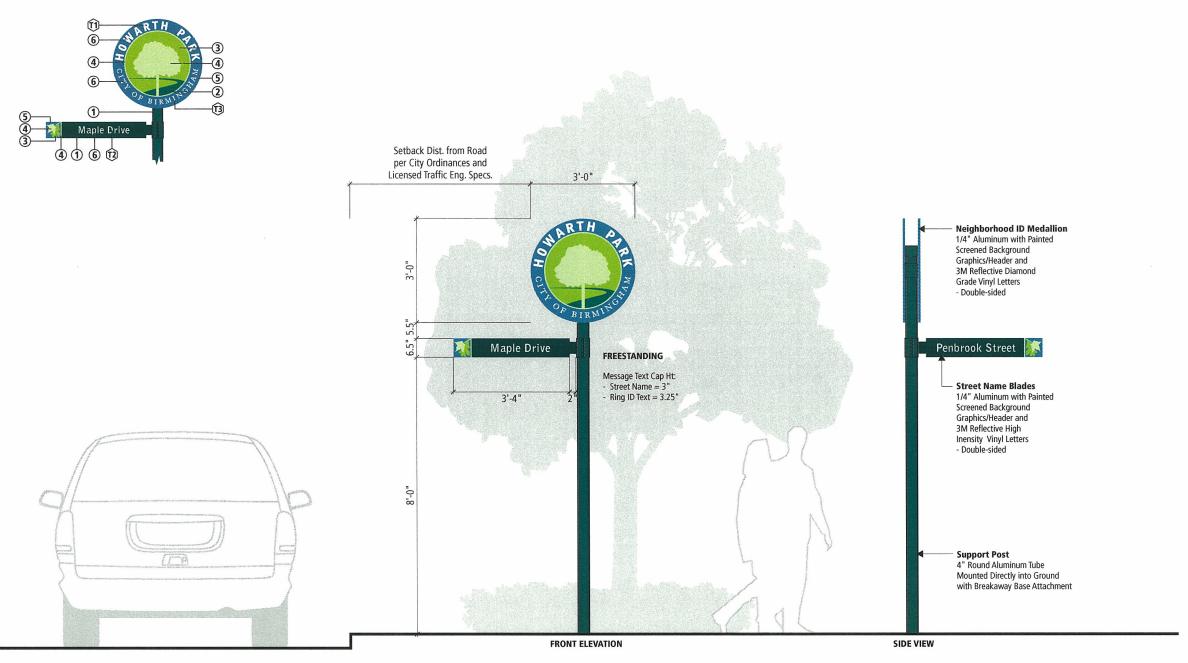
TYPEFACES:

White

- 11 Bell Gothic Black BT
- (T2) Bell Gothic BT Bold
- 13 New Caldonia Regular

NOTE:

The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation.





SIGN TYPES CITY IDENTIFICATION

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

GATEWAY IDENTIFICATION

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

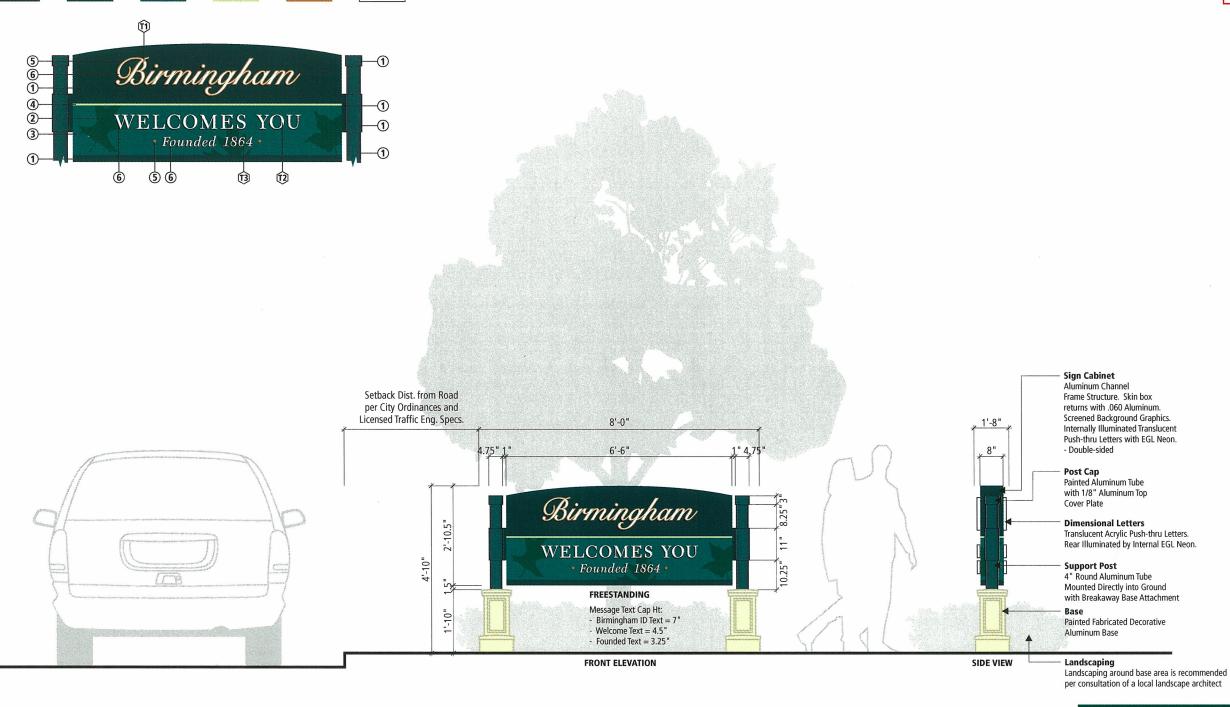
COLORS:
① PMS 627 ② PMS 5535 ③ PMS 554 ④ PMS 577 ⑤ Gold ⑥ White

TYPEFACES:

- (T) Cygnet Round Regular
- 12 New Caldonia Regular
- (13) New Caldonia Regular Italic

NOTE:

The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation.





CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

3.0 SIGN TYPES
CITY IDENTIFICATION

INFORMATION DIRECTORIES

SCALE: 3/8" = 1'-0" TYPEFACES: ② PMS 5535 ③ PMS 554 4 PMS 577 ① PMS 627 White (1) Cygnet Round Regular 12 Bell Gothic Black BT 3 **Symbol Medallion** Aluminum Channel Frame Structure. Skin box returns with Painted .060 Aluminum. Internally Illuminated with EGL Neon. Translucent Acrylic Faces with Translucent 3M Vinyl. 2'-8" Graphics Applied to 1st Surface. - Double-sided **Directory Cabinet** Aluminum Channel Frame Structure. Skin box returns with Painted .060 Aluminum. Screened Background Graphics.
Internally Illuminated Map, "Information"
and Header with EGL Neon. Translucent Acrylic Push-Thru Letters with Translucent 3M Vinyl. Graphics Applied to 1st Surface. Translucent Map Graphics Applied Second Surface. - Double-sided Post Cap
Painted Aluminum Tube with 1/8" Aluminum Top Cover Plate **Support Post** 3" Round Aluminum Tube Mounted Directly into Ground with Breakaway Base Attachment Painted Fabricated Decorative Aluminum Base

FRONT ELEVATION

NOTE:

The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation.



SIGN TYPES **INFORMATIONAL DIRECTORIES**

GENERAL SIGN LOCATIONS

SECTION

PAGE

24

4.0

GENERAL SIGN LOCATIONS

City of Birmingham

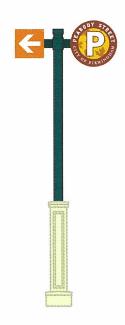
CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

Carter::Burgess

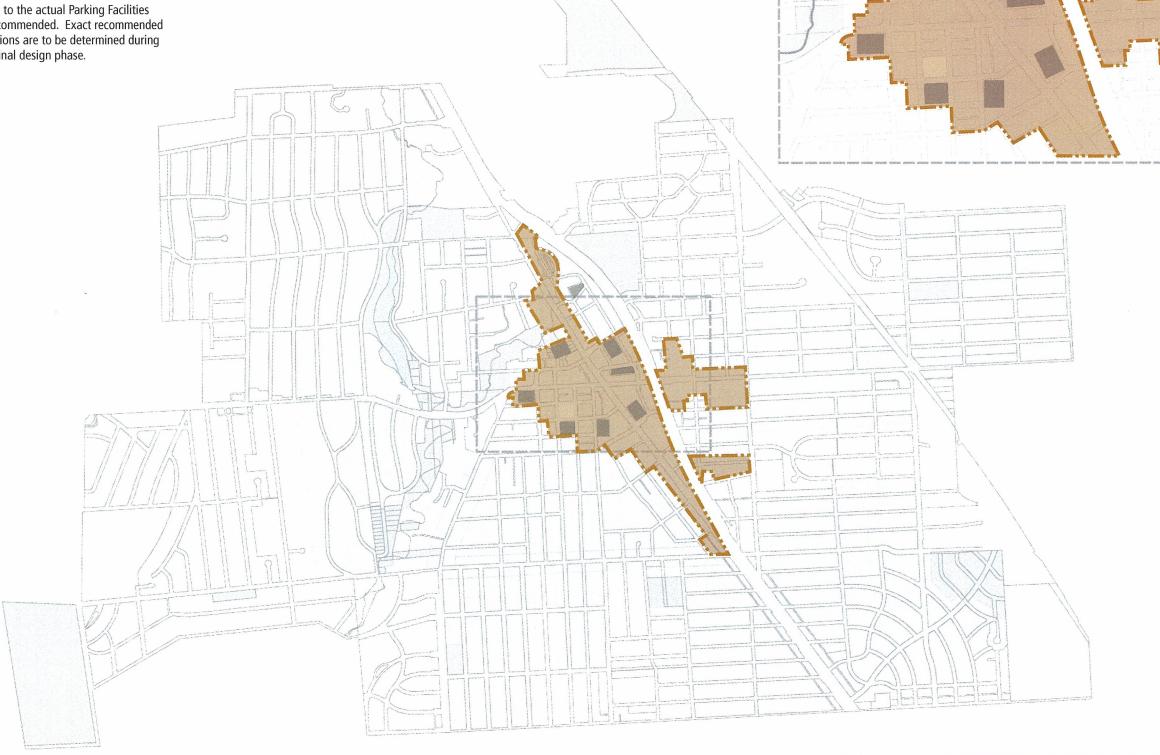
PARKING TRAILBLAZERS

NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.



*Sign Type Specific Note: Care must be taken not to over sign with Parking Trailblazers. Limiting signs to major decision points, occasional reinforcement locations and areas close to the actual Parking Facilities is recommended. Exact recommended locations are to be determined during the final design phase.





4.0 GENERAL SIGN LOCATIONS

PARKING TRAILBLAZERS

PARKING IDENTIFICATION: GARAGES

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.

*Sign Type Specific Note:

One set of signs located at major entrances into each Parking Garage is recommended. Exact recommended locations are to be determined during the final design phase.







NORTH OLD WOODWARD



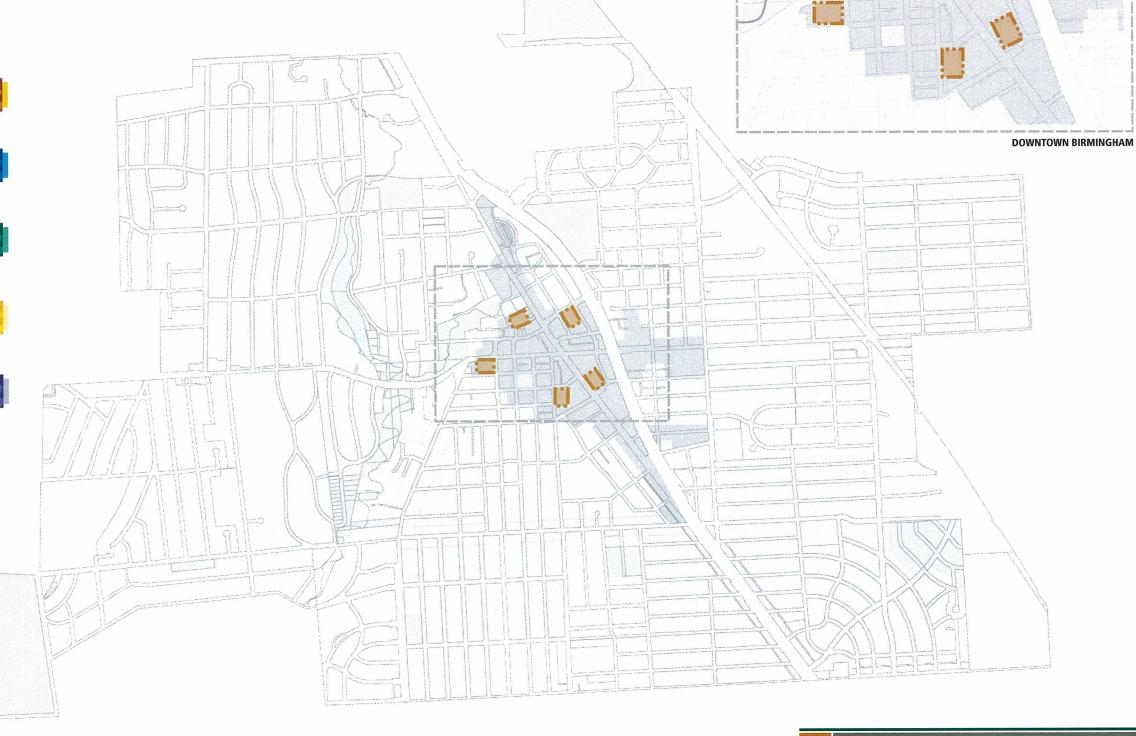
PIERCE STREET

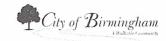


CHESTER STREET



PARK STREET





GENERAL SIGN LOCATIONS

PARKING IDENTIFICATION: GARAGES

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

PARKING IDENTIFICATION: SURFACE LOTS

NOTE:

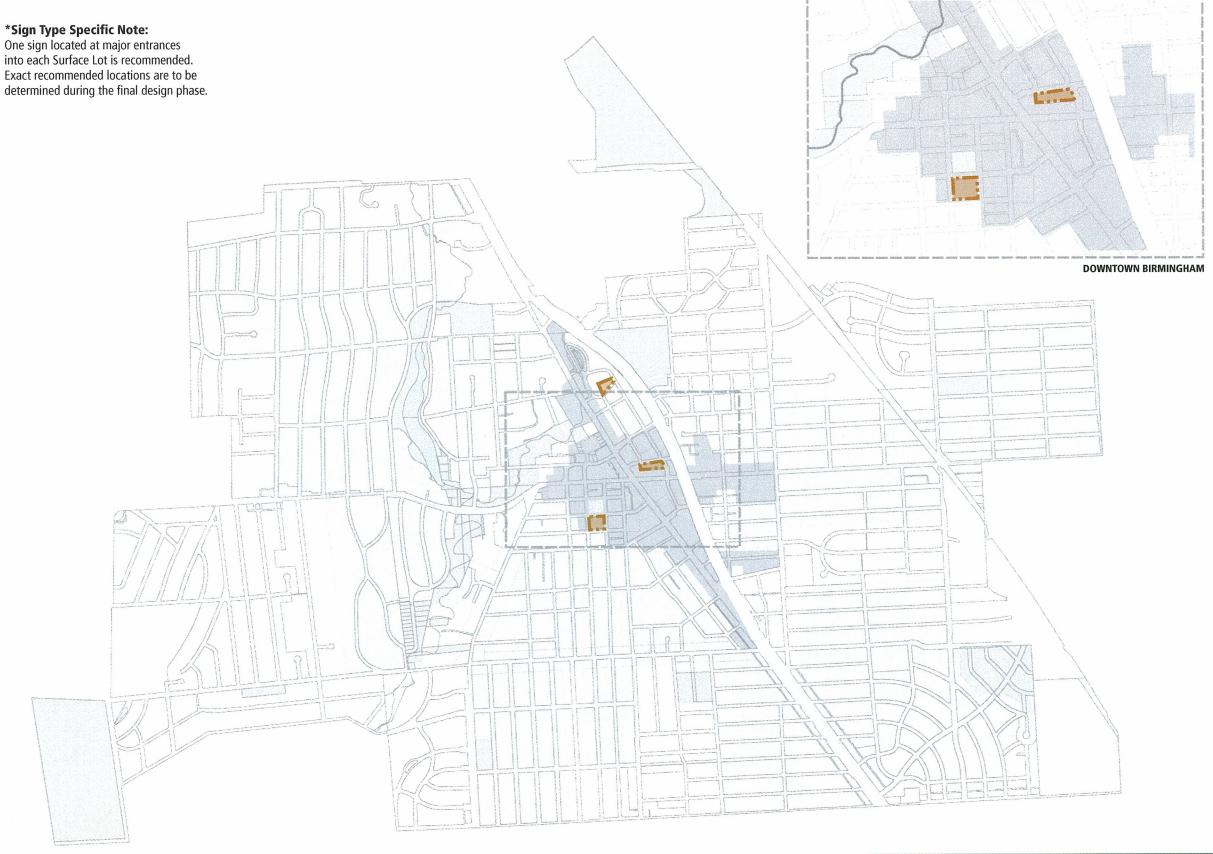
General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.

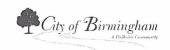


Hennrietta St.

Lot Hours

Opens 7:00 am
Closes 9:00 pm





4.0 GENERAL SIGN LOCATIONS
PARKING IDENTIFICATION: SURFACE LOTS

CITY IDENTIFICATION: NEIGHBORHOODS

NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.



*Sign Type Specific Note:

Care must be taken not to over sign with Neighborhood Identification signage. One sign per major arterial entrance into each neighborhood is recommended. Exact recommended locations are to be determined during the final design phase.





4.0 GENERAL SIGN LOCATIONS

CITY IDENTIFICATION: NEIGHBORHOODS

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

CITY IDENTIFICATION: GATEWAYS

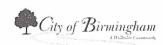
NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.



*Sign Type Specific Note: One sign per major arterial entrance into the city is recommended. Exact recommended locations are to be determined during the final design phase. *DownTown Birmingham*





4.0 GENERAL SIGN LOCATIONS

CITY IDENTIFICATION: GATEWAYS

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

GENERAL LOCATIONS

INFORMATION DIRECTORIES

NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.







GENERAL SIGN LOCATIONS INFORMATION DIRECTORIES

May 2004 Carter::Burgess



MEMORANDUM

Office of the City Manager

DATE: July 13, 2017

TO: Joseph A. Valentine, City Manager

FROM: Joellen Haines, Assistant to the City Manager

SUBJECT: Recommendation by the Ad Hoc Birmingham Brand

Development Committee (BBDC) for a new Birmingham city logo

The Ad Hoc Birmingham Brand Development Committee (BBDC) was created July 22, 2016, to select and work with a design firm to assist in the process of filtering ideas for and recommending a new city logo. The Ad Hoc BBDC is comprised of one member from the Parks and Recreation Board, one member from the Birmingham Shopping District (BSD), one member from the Planning Board, two City Commissioners, and two at-large members drawn from different neighborhoods. The goal of the rebranding initiative is to establish a new brand (logo) that communicates Birmingham's image in a positive, evolving and refreshing way.

The Committee's first meeting took place Sept. 29, 2016, and McCann Detroit was selected October 17, 2016, to design a new city logo using the process determined by the City. This process involved having McCann conduct three stakeholder meetings which took place December 13, 14 and 15th, 2016. These meetings were designed to gather input about Birmingham from three core stakeholder groups, one representing residents, a second representing business owners, and a third representing current board or committee members. During these meetings, participants were asked a series of questions such as what Birmingham means to them, and what makes Birmingham different from other cities. As a follow up to these meetings, McCann provided a brief summary of this feedback in the attachment titled: "Diverse Stakeholders with Different Needs."

McCann presented their first designs to the Ad Hoc Committee on January 30, 2017, and the Committee held a total of nine public meetings, evaluating more than 50 logo designs. Toward the end of the process, the Committee directed McCann to focus on specific words to use as logo guideposts which included: Timeless/Classic, Distinctive/Unique, Fresh, Clean, Sophisticated/Refined. The Committee asked McCann to focus on the iconic historic side of Birmingham for inspiration, and eventually narrowed their logo selection down to three. They decided to vote on which design would be the one preferred design to recommend to the City Commission, with a second and third alternate.

On June 22, 2017, the final vote and recommendation for the Commission was for Logo #1 as their preferred recommendation, with Logo 2 and 3 as alternates in order of preference. The preferred Logo #1 uses an icon modelled after the Marshall Frederick's sculpture in Shain Park, along with the words "Birmingham" and "A Walkable City" tagline beneath the icon. The second choice was Logo #2, using the words only of Birmingham, with an elongated R, and tagline. The third choice was Logo #3, with a square icon resting above the word Birmingham, and

includes the tagline. See the attached designs marked Logo 1, Logo 2 and Logo 3. After identifying their first choice of Logo 1, the Ad Hoc Committee felt it would be beneficial for the City Commission to see the two alternates that came in second and third.

SUGGESTED RESOLUTION:

To approve Lo	ogo #	# 1	as t	he	preferred	logo	by	the	Ad	Нос	BBDC	as	the	new	Birmingham	city
logo,																
Or,																

To approve Logo ____ as the new Birmingham city logo.

DIVERSE STAKEHOLDERS WITH DIFFERENT NEEDS

RESIDENTS



- Sophisticated, professional, proud of their achievements, respectful, educated, many age ranges — but more mature, stylish, classic, progressive, open
- Friendly residents you can say hello to anyone on the street — it doesn't matter who you are
- Close-knit, family-oriented community
- Active lifestyle, healthy, dog friendly enjoy the many parks in the city
- See the city as quaint and charming

BUSINESSES



- Eclectic blend of businesses restaurants, salons/spas, gift stores, art galleries, library, movie theaters, shops, grocery stores, technology, advertising, banking, doctors, lawyers, etc.
- Unique concepts and boutiques/individual proprietors — you will only find it here
- Birmingham is the perfect city to meet, network and ask people to come to
- City has stature and prestige clients want to come to us

VISITORS



- Visit out of curiosity, come back for a treat
- Central place to meet with friends to shop, go to the movies or dine, exciting nightlife
- Perfect "date night" location
- See it as quiet, clean, safe (even at night)
- Enjoy the parks, recreation and community areas
- Viewed as walkable, but occassionally not pedestrian-friendly
- Viewed as unapproachable, elitist, pretentious by outsiders
- Tough to get in and out, traffic and parking are hurdles

BIRMINGHAM MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE

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going<sub>Prime</sub>
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           Alwāys ŠEatSomething M O
Birmingham
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                                                                                                                                              theater/marquee Compact
        manufactured Pride old
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         community enough
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           Destination something
                                                                                                                                                                         Well-crafted little gardens Architecture paths suburban
                     environment neighbors DIQ
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                          things Fresh Preservation amenities additions and Historic close know place Old Classy walkable Stylish
       parks
                       Hang
                                                                                                                                                                                                                                                             Stylish
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LOGO GUIDEPOSTS

Timeless/Classic

Distinctive/Unique

Fresh

Clean

Sophisticated/Refined



LOGO 1



This logo is inspired by Birmingham resident Marshall Frederick's "Freedom of the Human Spirit" sculpture.

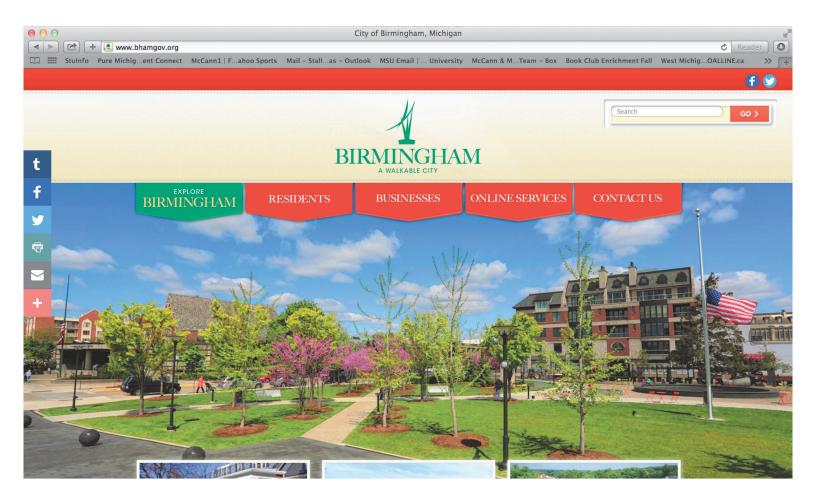
The distinctive icon captures the essence and energy of this focal point of Shain Park.

When combined with a classic font for the city name, and balanced with the simple tagline, this logo embodies the modern yet timeless nature of the city itself.

This logo is versatile. The elements can be used together, separately or arranged differently, depending upon the specific application.















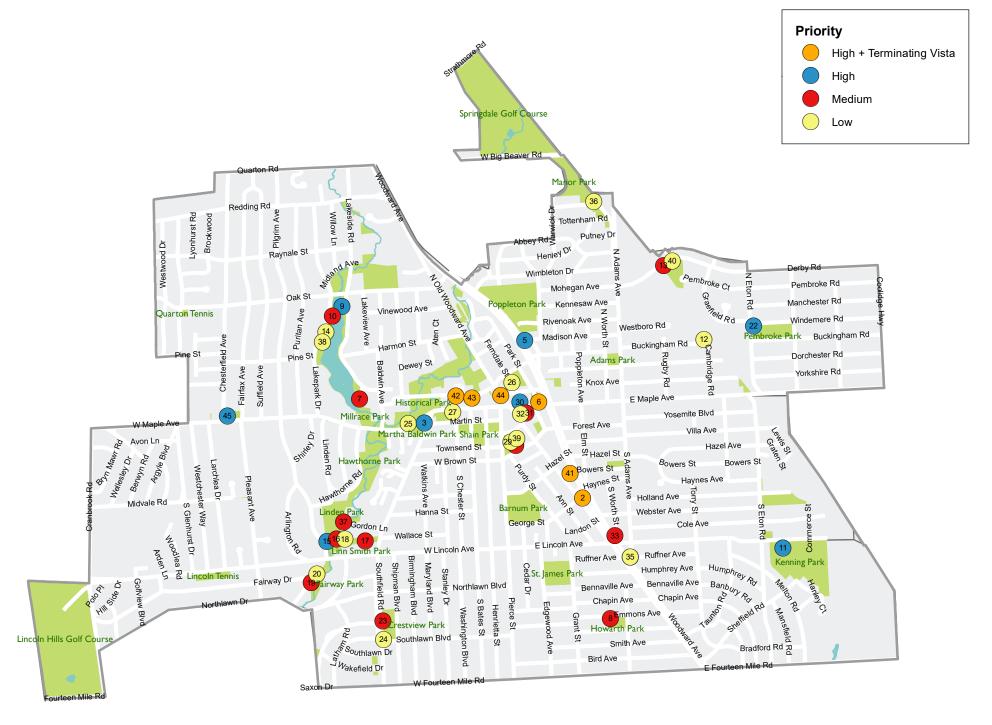
HOLLY JOHNSON | Director of Marketing 151 Martin Street Birmingham, MI 48012 | 248.530.1800

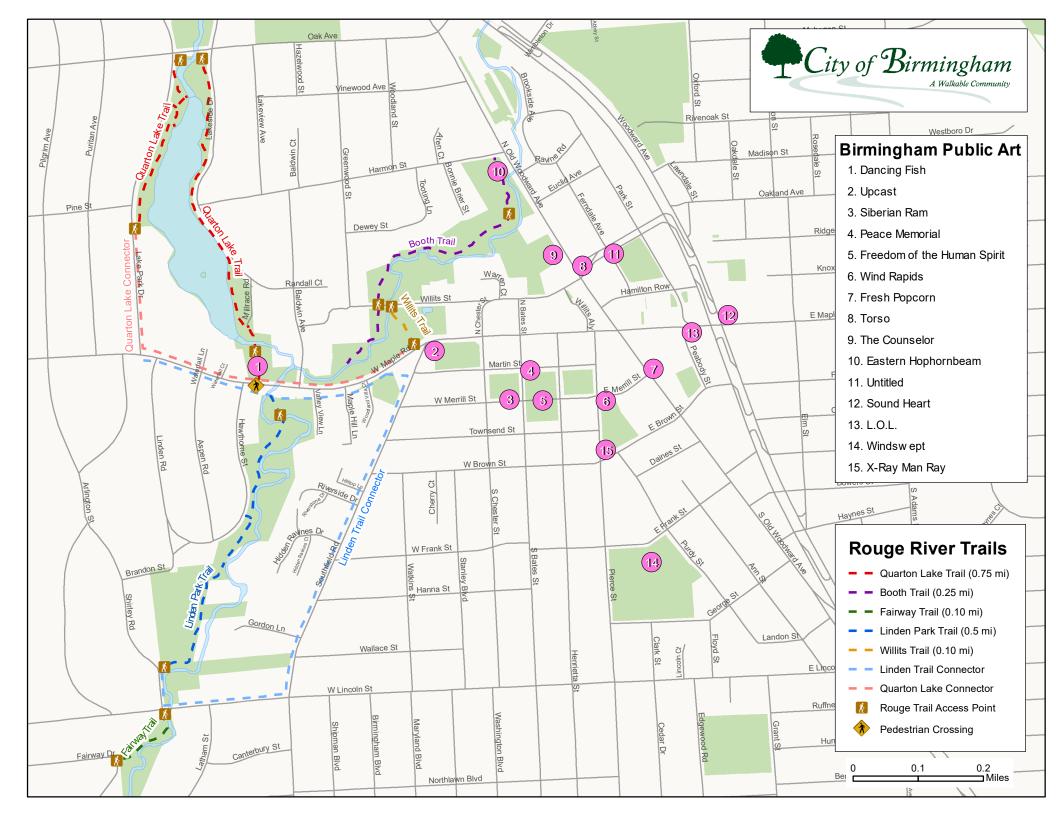






City of Birmingham Prequalified Public Art Locations







Dancing Fish
James Clover (b.1938)
Painted aluminum, 1993
Donated by the Artist, 2007
Quarton Lake Park



Upcast
Clement Meadmore (b.1929 - 2005)
Bronze, 1987
Donated by Frederick A & Barbara M. Erb, 2007
Southfield Road and Maple Avenue



Siberian Ram Marshall M. Fredericks (b.1908-1998) Limestone Donated by Fidelity Bank, 1966 Baldwin Public Library



Peace Memorial
Marshall M. Fredericks (b.1908-1998)
Bronze relief, white Indiana limestone, 1951
Donated by Birmingham Rotary Club, 1952
Shain Park – Merrill Plaza



Freedom of the Human Spirit
Marshall M. Fredericks (b.1908-1998)
Bronze, 1983
Community Gift in Honor of the 50th Anniversary
Shain Park – Merrill Plaza



Wind Rapids
Russell Thayer (b. 1934)
Aluminum, 2006
Donated by the Artist, 2017
North side of Pierce Street parking structure



Fresh Popcorn
John and Anne Ritchie
Electrical Box, 2019
Public Arts Board recomendation, 2019
North Old Woodward amd Merrill



Torso
Herb Babcock (b.1946)
Cast glass, bronze, Michigan stone, 2005
On loan from the Artist, 2008
North Old Woodward and Oakland



The Counselor
Christopher Yockey (b. 1976)
Painted steel, 2008
City of Birmingham purchase, 2019
East face of N. Old Woodward parking structure



Eastern Hophornbeam Robert Lobe (b. 1945) Hammered and tempered aluminum, 1993 On loan from the Artist, 2019 Booth Park



Untitled #2
Nathan Diana (b.1974)
Painted steel, 2008
On Ioan from the Artist, 2008
Southeast corner, Oakland Ave. and Ferndale





L.O.L.
Kirk Newman, (b. 1926 - 2017)
Bronze, 2013
On loan from the Catalyst Development Co.
Maple Road and Peabody Street



Windswept
Gary Kulak (b. 1953)
Powder coated steel, 2014
On loan from the Artist, 2018
Barnum Park



X-Ray ManRay
Terry Lee Dill (b.1950)
Poly-Glass and Steel, 2005
Donated by Dr. Mark Berman in 2010
Northeast corner of Brown and Pierce w

Terminating Vistas in Downtown Birmingham

A Report by the Birmingham Public Arts Board



Report Summary

On May 20th, 2019 The Birmingham Public Arts Board was asked by City Commission to evaluate ways to enhance Terminating Vistas in Birmingham's downtown through the use of Public Art.

The concept of Terminating Vistas having enhanced design features was first introduced to the City in the Downtown Birmingham 2016 Plan and the designated locations were approved as a part of the Downtown Overlay District in 1997.

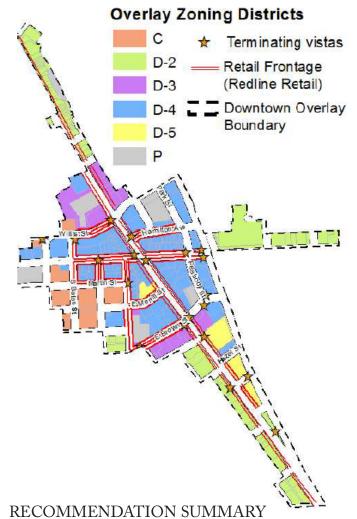
Terminated Vistas are defined in the Zoning Ordinance as "a building or structure, or a portion thereof, as designated on the Regulating Plan, that terminates a view with architectural features of enhanced character and visibility" (Section 9.02 Definitions).

Section 3.04(E)(15) of the Downtown Overlay Standards states that "any building that terminates a view, as designated on the Regulating Plan, shall provide distinct and prominent architectural features of enhanced character and visibility, which reflect the importance of the building's location and create a positive visual landmark."

The Downtown Overlay Zoning Districts Map has designated 20 locations as Terminating Vistas. The Birmingham Public Arts Board used these locations as a guide to evaluate Terminating Vistas and make recommendations relative to ways in which public art may help enhance the City's Terminating Vistas. Recommendations for prominent intersections that could benefit from enhanced design features were also made.

The Public Arts Board evaluated various types of public art that could be placed in Terminating Vistas such as sculptures, furniture, artistic utilities, landscaping and murals. Current City policy affecting the review process and installation process was also considered and recommendations were made regarding City standard furniture, landscaping, utilities and signage policy.

Lastly, the Public Arts Board evaluated City policy impacting the installation process of public art and has provided policy recommendations to assist in the implementation of the public art recommendations.



- 1.) Use public art such as sculptures, artistic furniture, artistic utilities, landscaping and wall art to enhance the City's Terminating Vistas.
- 2.) Revise the sculpture installation process to incentivize sculptures on loan and to make the installation process more efficient for artists and City staff.
- 3.) Revise City policy towards City-standard benches, light poles, landscaping and utility boxes to permit an occasional artistic variation.
- 4.) Amend the sign ordinance and create a new design review policy to allow murals to be placed on the exterior of buildings.
- 5.) Create a public notification process for art in public spaces.

Terminating Vista Locations in Birmingham













Terminating Vista Locations in Birmingham













Terminating Vista Locations in Birmingham













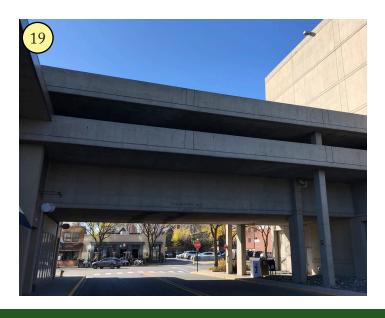
Terminating Vista Locations in Birmingham











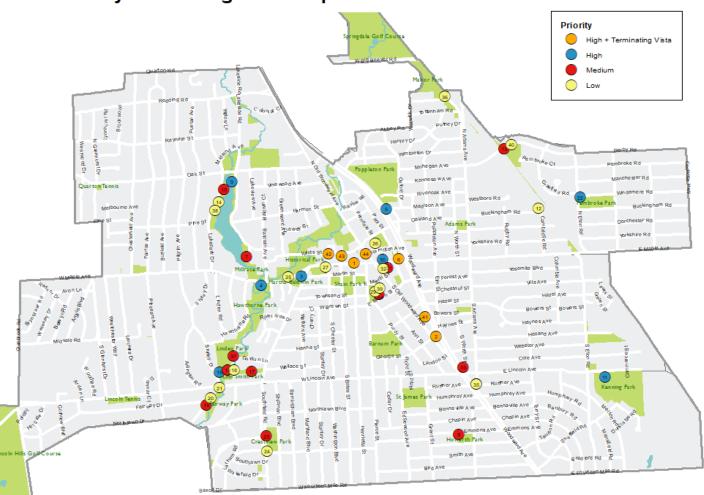


Prioritized Locations for Public Art

The Public Arts Board maintains a map of prioritized locations for public art. It is used as a reference whenever a sculpture for loan or donation is made to the City. Each point is numbered for reference, and the colors indicate areas with higher priority. The priorities are meant to serve as a guideline, though the Public Arts Board has indicated that each sculpture will be evaluated on a case-by-case basis so that it can be contextual with its surroundings.

The Public Arts Board reviewed the various Terminating Vistas and selected seven of the locations to add to their priority map for sculptures. These locations include N. Old Woodward and Hamilton Row, Chester & Willits, Bates & Willits, Maple & Henrietta, Park & Maple, S. Old Woodward & Bowers, and S. Old Woodward & Woodward. The updated Prequalified Public Art Locations Map is pictured below where downtown Terminating Vistas were placed as a high priority.

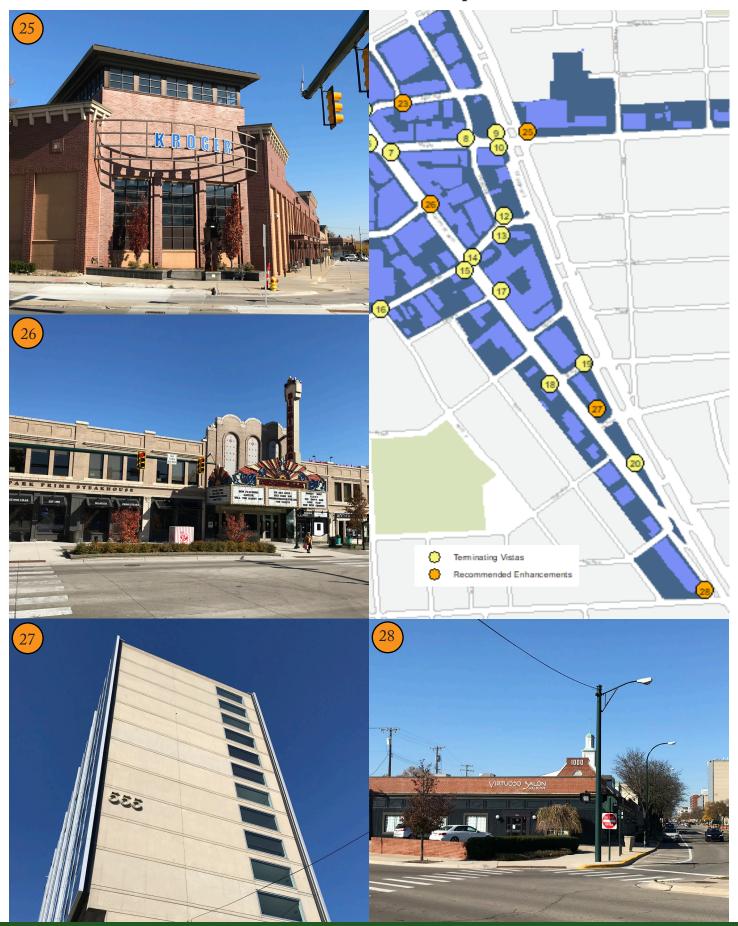
City of Birmingham Prequalified Public Art Locations



Recommended Locations for Public Space Enhancements

Terminating Vista locations are defined by the Downtown Overlay zoning map, as specified in Section 3.04(E)(15) of the Zoning Ordinance. Upon evaluation, the Public Arts Board finds that Terminating Vistas there are other intersections throughout downtown Recommended Enhancements Birmingham that merit enhanced architectural and streetscape design features to create a positive visual landmark for that intersection which are included in the orange locations in the adjacent map. If the City wishes to officially deem these locations as Terminating Vistas, the Zoning Ordinance would have to be reviewed by the Planning Board and amended by the City Commission.

Recommended Locations for Public Space Enhancements



Best Practices in Public Art for Terminating Vistas: Sculptures

Sculptures are one way in which public art can be used to enhance the architectural features of a Terminating Vista. Doing so may effectively draw more attention and bring more prominence to the surrounding buildings. Birmingham currently has fifteen sculptures throughout the City that have either been purchased, donated or placed on loan, though only one is currently in a designated Terminating Vista which is located at the corner of Pierce and Brown Street.

Public sculptures have the ability to compliment the surrounding buildings and invigorate public spaces. The various colors and shapes of sculptures provide the ability for art to interact with the surrounding building and public right-of-way, potentially enhancing the connection between the two. Unique public art may create a stronger sense of place and identity for the building and intersection where it is placed in a Terminating Vista. Such sculptures may capture the eye of a passer-by, bring more attention to the civic environment and contribute to a greater sense of civic vitality.

Lawrence Argent, Denver, 2005



Best Practices in Public Art for Terminating Vistas: Artistic Furniture

Artistic furniture is another way public art can be used to enhance the character of a Terminating Vista. Doing so may accent the surrounding buildings while providing a unique public space for socializing or respite.

The City of Birmingham is a walkable city with pedestrian oriented design throughout its downtown and neighborhoods. Unique public furniture may invite a variety of uses that activate a Terminating Vista and promote social interaction. The shape and color of artistic furniture may also have an aesthetic contribution to the right-of-way and surrounding buildings. An artistic bench can be more inviting for a pedestrian to relax and enjoy a section of the City they may have otherwise walked past, and may provide an enhanced civic experience for leisure and appreciation of the surrounding cityscape. Artistic furniture can provide the opportunity to activate Terminating Vistas with people-oriented architectural streetscape design.



dSPACE Studio, Chicago, IL, 2014

Best Practices in Public Art for Terminating Vistas: Artistic Utilities

Artistic utilities may also enhance a space and bring more prominence to the surrounding buildings. Many cities, including Birmingham, Michigan have painted electrical boxes with an interesting design to add more character to a utility box placed in the right-of-way. Cities such as Milwaukee, Wisconsin have commissioned artists to paint numerous utility boxes throughout their downtown with a theme to be determined by the artist. There are other examples of cities having sculptors create artistic coverings for electrical boxes that are equipped with hinges and gates for access to interior controls. These coverings provide opportunities for other types of art to be placed on and around them to compliment the surrounding space and improve the aesthetics of public utilities.

Artistic lighting could also be used to enhance the pedestrian experience and illuminate architectural features in a Terminating Vista. Cities such as Portland, Oregon and Seattle, Washington have explored various solar powered lights and sculptures with an artistic design and ambient glow to create unique public spaces. A well placed artistic light can enhance the character of the area and create an interesting talking point while highlighting the surrounding buildings.



Best Practices in Public Art for Terminating Vistas: Wall Art

Outdoor wall art such as murals, mosaics, and ceramic tiling are another example of public art that can enhance a public space and the surrounding architectural features.

Wall art can be temporary or permanent. For local examples, The Park Shelton mural in Detroit, MI has been up since 1978, meanwhile Detroit's Eastern Market cycles through numerous murals every year.

Temporary murals can be done on materials such as plywood or canvas and be applied to the exterior of a building for a length of time and then be removed, thus maintaining the original design and color and the building. Mosaics and ceramic tiles can also be used to provide an interesting texture to the artistic experience.

The various forms of wall art can be especially effective in activating Terminating Vista spaces that have large sections of blank walls.



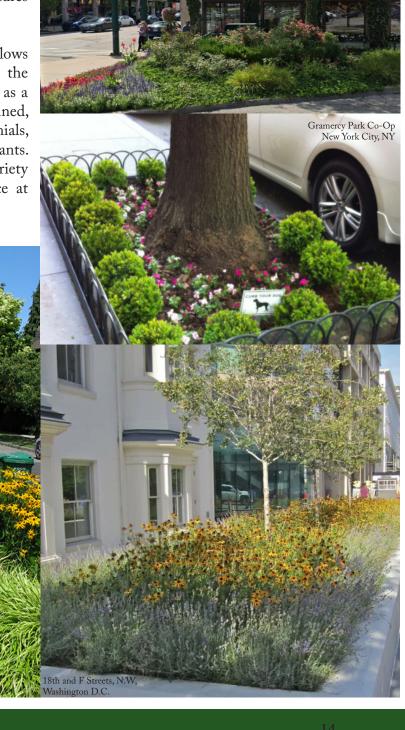
Best Practices in Public Art for Terminating Vistas: Landscaping

Pazzi Community Garden Park & Maple, Birmingham, MI

Integrating artistic landscaping with art and design can be another way to enhance Terminating Vistas. Birmingham has a number of green spaces and planters surrounding buildings at prominent intersections. An example is at Park and Maple where a community garden welcomes people into the downtown. This garden blends well with the Pazzi Building immediate behind it, and provided a natural landscaping to screen the electrical box located within it. Landscaping could be an effective medium to connect buildings, utilities, furniture and sculptures together into one cohesive artistic experience.

As another example, the City of Seattle allows property owners and tenants to garden in the planting strip in front of their property as long as a proper street use permit is obtained. Once obtained, the plantings may include low growing perennials, ornamental grasses, shrubs, herbs, or edible plants. Doing so could encourage more interesting variety in landscape design and create a unique space at prevalent intersections.

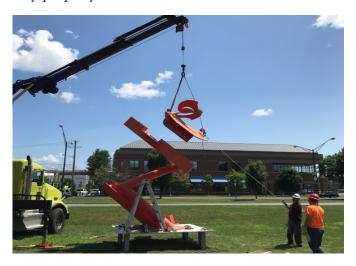
Planting Strip



SCULPTURES

Birmingham currently has sculptures on display that were either donated to the City, purchased by the City, or placed on loan to the City for a certain period of time. If the sculpture is donated and placed on public property, the City is responsible for installation and maintenance of the sculpture. If a sculpture is on loan, the loan agreement specifies that the artist is responsible for installation, maintenance and removal.

An issue with the current policy for sculpture installation is that each piece is unique and may require special care for installation. This includes but is not limited to how the sculpture is transported to the installation site, how to safely secure the sculpture to the location, how to create the necessary base and fabricate proper mounts. City staff may not have adequate experience to handle the installation process of various unique sculpture shapes and sizes. Requiring the artist to be responsible for all installation and removal processes may also create issues related to the artist operating machinery on City property.



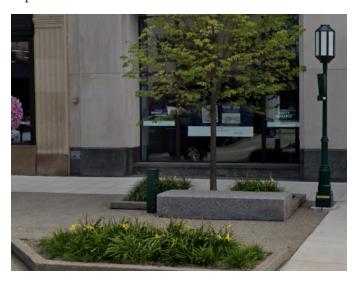
Local art museums such as the Detroit Institute of Arts and Cranbrook Museum have employees who specialize in the installation of sculptures. The Public Arts Board recommends that the City of Birmingham consult with such specialists for installing sculptures that have been either donated or loaned to the City. Doing so would enable a more efficient installation process in areas such as Terminating Vistas.



ARTISTIC FURNITURE

Downtown Birmingham has City-standard green metal benches installed along the sidewalks as well as granite benches that were a part of the downtown Old Woodward and Maple Reconstruction projects. This classic design for public furniture fits in with the surrounding streetscape and does not detract from the architectural style of downtown Birmingham.

The Public Arts Board recommends that Birmingham consider allowing more creative and artistic furniture that will contribute a positive design aesthetic to the character of the area. Doing so could enhance the pedestrian space in Terminating Vistas and be used to activate the public space and compliment the surrounding architecture. The City's current approach to streetscape furniture with City-standard benches should remain relatively consistent, but the Public Arts Board recommends that an occasional deviation from City-standard furniture in Terminating Vistas could create a unique pedestrian experience and enhance the character of the area.



PUBLIC UTILITIES

Birmingham's streetscape contains electrical utility boxes and a number of light-poles in the right-of-way in Terminating Vistas. The City-standard light poles and electrical boxes are all painted Birmingham green, with the exception being the recent popcorn box art project at the intersection of Merrill and Old Woodward.

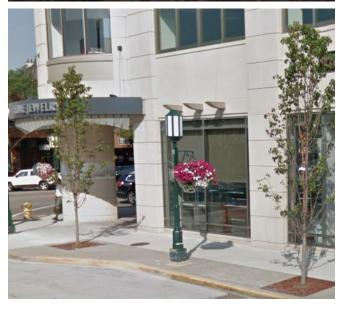
The Public Arts Board has considered a number of different ways to paint and decorate electrical boxes throughout downtown. Various themes were discussed, as well as whether or not the design should be contextual with the surrounding. It was determined that each box should be considered on a case-by-case basis and should not be directly tied to any theme or be required to be related to the surrounding use. The Public Arts Board recommends the City be open to all types of artistic designs for electrical boxes.

Sculptural enclosures for such utility boxes have also been considered by the Public Arts Board. The Public Arts Board recommends that these be considered on a case-by-case situation as well, and not be tied to any theme or surrounding context. Given the intended function of electrical boxes, any sculpture placed on or around the electrical box should provide easy access to the interior controls and should only be mounted on the ground. The Public Arts Board does not recommend drilling holes or attaching public art directly to the electrical boxes in order to maintain the integrity of the box.

The Public Arts Board also recommends that the City consider allowing unique designs in lighting that are in Terminating Vistas. Lighting can be used for either function or form to create a unique aesthetic from the shape of the lantern and the ambient glow of the light. An occasional artistic light pole to replace a city standard lamp in front of a Terminating Vista could enhance the interaction between the streetscape and surrounding buildings. City standard lights should remain relatively consistent, but the Public Arts Board recommends an occasional deviation in this pattern to allow for unique designs.







WALL ART

Artistic paintings such as murals on the front, side or rear of buildings are not currently permitted in Birmingham. Such paintings are considered a sign and section 1.03(D) of the Sign Ordinance states that "No sign may be painted directly onto any building or surface."

The Public Arts Board recommends that the City re-evaluate its policy towards wall art and create a design review process for such art work. There are several Terminating Vistas with large blank walls that the Public Arts Board believes would be ideal for murals, but current policy restricts the building owner from pursuing such design enhancements.

The 2020 Birmingham Plan Draft recommends implementing a mural policy in the Lower Rail District to extend and improve upon the area's current character, though the Public Arts Board recommends that such a policy be implemented throughout the entire City. A temporary mural program is also recommended where the painting could be placed on some type of material which is then attached to the building.

Murals could be another form of public art used to enhance Terminating Vistas throughout downtown. There are some Terminating Vistas that are more suitable than others and the Public Arts Board recommends that the review process engage the public for input so there is support on a community level.

In order to permit murals and various types of wall art, the Public Arts Board recommends that the City amend the Zoning Ordinance and Sign Ordinance to allow wall art and to define a proper review process by the necessary boards. This would also include creating a public notification process for public art in the municipal code.







LANDSCAPING

The City of Birmingham is an excellent example for maintaining high quality landscaping throughout its streetscape in downtown. Well-maintained flower pots can be found hanging from the lamp posts while an array of plants can be found within the gardens along the sidewalks. The landscaping blends well with the surroundings and provides a complimentary aesthetic to the area.

For instances when a public utility is placed within a planter box in a prominent intersection, the Public Arts Board recommends that special consideration for landscaping is made to help screen the utilities from view, especially in cases where no artistic design has been applied to the utility.

When a piece of art is placed within a planter box, the Public Arts Board recommends that special consideration also be made regarding the size and types of plantings surrounding the artwork in order to allow the aesthetics of the art, landscaping and surrounding buildings to work together in a complimentary manner.

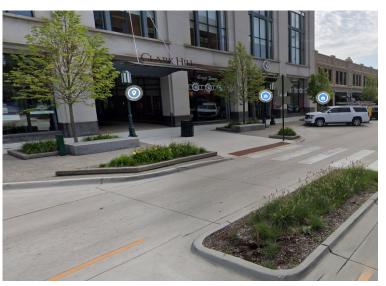
The Public Arts Board also recommends the City consider allowing adjacent businesses in downtown design their own planter garden in front of their store. Proper permitting and design process would have to be created and implemented. Doing so could allow some unique designs regarding landscaping and how the plantings interact with the surroundings.

PUBLIC NOTIFICATION

At the moment, there are no formal requirements for public notification regarding proposals for sculptures, artistic furniture and artistic utilities. The item is posted on the Public Arts Board Agenda and City Commission Agenda, but notifications are not required to be sent to surrounding businesses and residents for public art projects. In order to promote public input at the Public Arts Board and City Commission, the Public Arts Board recommends establishing a public notification policy for public art projects on City property.







Recommendation and Implementation Priorities

Recommendation 1: Use public art such as sculptures, artistic furniture, artistic utilities, landscaping and wall art to enhance the City's Terminating Vistas

Implementation: Actively seek artists to provide various forms of artwork. Advertise in the art community for the type of art the City is seeking.

Recommendation 2: Revise the sculpture installation process to incentivize sculptures on loan and to make the installation process more efficient for artists and City staff.

Implementation: Establish an agreement with a professional sculpture installation specialist to consult and assist with sculpture installations in Birmingham. Amend the City's art on loan agreement to require approval of sculpture installation from installation consultant.

Recommendation 3: Revise City policy towards city-standard furniture and utilities to allow for an occasional artistic variation.

Implementation: Amend the Zoning Ordinance to allow an occasional deviation from city-standard benches and light poles where such items may be replaced by an artistically designed light or bench.

Recommendation 4: Create a new policy and review process to allow murals and other various forms of wall art to be placed on the exterior of a building.

Implementation: Amend Zoning Ordinance and Sign Ordinance to allow for placement of temporary and permanent murals and other various forms of wall art. The amendment should include review process by all relevant boards.

Recommendation 5: Establish a public notification policy for art projects on public property.

Implementation: Create a provision in the Public Art Section of the Municipal Code to require public notifications to be sent to residents for public art projects proposed within their area.



Terminating Vista Recommendation and Implementation Framework

Priority	Recommendation	Background		Implementation	Costs	A	pproval Process
1	Use public art such as sculptures, artistic furniture, artistic utilities, landscaping and wall art to enhance the City's Terminating Vistas.	Public Arts Board is responsible for recruiting and recommending public art in various locations throughout the City.	2.	Public Arts Board creates call for entry to recruit art donations and loans. This includes a request for an artist stipend fund to assist with installation before sending out. Public Arts Board reviews art pieces submitted and selects artwork for recommendation.	\$2,000 per piece if approved, no more than \$10,000 total per year.	 2. 3. 	Recreation Board (if on greenspace)
2	Revise the sculpture installation process to incentivize sculptures on loan and to make the installation process more efficient for artists and City staff.	Issues have arisen regarding responsibility for installation and removal. City Employees may not have expertise to install unique pieces of art. Sculpture installation requirements have varied over the years, particularly related to concrete pads.	2.	art on loan agreement to allow City to assist with installation and removal to ensure quality control and manage liability.	Up to \$5,000 for art installation specialist per year. Costs associated with concrete base pad installation (Much more cost efficient to incorporate with Engineering sidewalk program).	1. 2. *	Public Arts Board City Commission Input from Engineering and DPS strongly recommended
3	Revise City policy towards city- standard furniture and utilities to allow for an occasional artistic variation in Terminating Vistas.	City-standard benches and lightpoles are required in the downtown.	1.	Planning Board reviews Terminating Vista report to consider additional Terminating Vista locations as well as possible ordinance changes to permit artistic furniture and utilities.	No Cost (In house)	1.	J
4	Create a new policy and review process to allow murals and other various forms of wall art.	The Sign Ordinance currently prevents wall art.	1.	Design Review Board considers definition for wall art in Sign Ordinance and Zoning Ordinance to help clarify difference between art and commercial signage. Design Review Board considers review process for wall art that possibly includes Public Arts Board.	No Cost (In house)	 2. 3. 	Design Review Board Public Arts Board City Commission
5	Establish a public notification policy for art projects on public property.	There is no formal public notification process for art proposals on public property.	1.	Public Arts Board reviews public notification options for public art and makes recommendations for notifications process.	No Cost (In house)	1. 2.	Board

Terminating Vista Recommendation and Implementation Framework Suggested Timeline Goals

Recommendation Priorities

- 1 Recruit public art
- 2 Revise installation process
- 3 Allow artistic City furniture and utilities
- 4 Permit wall art such as murals
- 5 Establish public notification policy for artwork proposals

Priority	Implementation	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21
	1 - Create Call for Entry to recruit new artwork	Public Ar	ts Board	Parks and Rec	City Commission						
1	2 - Application for artwork review and recommendation								Public Arts Board	Parks and Rec	City Commission
	1 - Consider revisions to Art on Loan Agreement			Public Arts Boa			City Commission				
2	2 - RFQ for sculpture installation specialist			Public A	Arts Board	City Commission					
	3 - Coordinate basepads with Engineering's Sidewalk Program								Public Arts Board		
3	1 - Planning Board review Terminating Vista report										TBD - Joint Meeting
4	1 - Design Review Board consider permitting wall art		Design Review Board		Public Arts Board	City Commission					
	2 - Design Review Board consider wall art review process			Design Review Board			Public Arts Board	City Commission			
5	1 - Establish Public Notification Process for Public Art						Public Arts Board		City Commission		

City Commission
Public Arts Board
Planning Board
Design Review Board
Parks and Recreation Board

Ch 1. Connect the City

Implement Haynes Square

Implement Haynes Square

Connecting the city requires a change in perception about Woodward. No greater opportunity exists to change this perception than Haynes Square. South of Frank Street, the character of downtown changes, expressed in zoning, street life, and business success. Rather than consider South Old Woodward an inferior retail district, the area can be combined with the lower Triangle District, spanning big Woodward. The Haynes Square district is bound by Bowers to the North, Adams to the East, and Lincoln to the South. Its size is similar to the active office and retail core of Maple and Woodward.

Street reconfigurations to achieve this result in a public open space at south Old Woodward and Haynes Street. This square is the new heart of a district independent from Maple and Woodward. (See Figure 19) The square should be similar to Shain Park from a design perspective, but about half its size, with a cafe, seating, and restrooms as is recommended for other urban parks. Lined by trees along its edges, the square will provide an attractive entrance to the greater downtown area, flanked by tall, new development east along Woodward and the 555 building to its north.

This combined district represents Birmingham's greatest opportunity for the development of both extensive middle-income housing—a deficiency that should be addressed—and emerging commercial business spaces. While Maple and Woodward includes a significant presence of offices, Haynes Square should focus on residential above commercial uses, and on commercial uses that serve a different market than the core shopping district of Maple and Woodward.

To capitalize on its potential, two major investments are required: reconfiguring the intersection between Woodward and Old Woodward, and constructing a parking garage on the east side of Woodward.

Street and Property Reconfiguration

A pair of related issues make clear the need for street and property reconfiguration in this area. First, the intersection of Old Woodward and Woodward occurs at a very acute angle and requires a dangerous northbound left turn. The intersection also creates a narrow and unusable strip of land which mirrors the poor frontage condition of the South Woodward Gateway. Second, properties that are located along Old Woodward south of George Street are zoned for taller buildings, but have not seen redevelopment

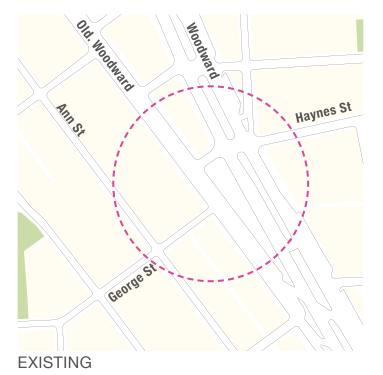


Figure 19. Haynes Square reconfiguration.



Ch 1. Connect the City

Implement Haynes Square



Figure 20. Redevelopment of Haynes Square.

due in part to parking issues. The parking necessary to redevelop properties south of George St is difficult to accommodate with shallow lots that back onto single-family properties. This plan recommends that Old Woodward be reconfigured to alleviate the awkward intersections and provide larger building sites. George St. is extended to big Woodward, and Old Woodward removed south of George. South of George St, properties are extended to big Woodward, providing sites that can accommodate buildings and parking. Property extensions may be traded for a public surface parking lot where buildings currently sit along Old Woodward, 70 feet deep measured from the alley, which leaves over 100 feet of property for development, deeper than current properties.

Through this redevelopment, Haynes St. crosses Woodward to meet Old Woodward at a new signal. On the east side of Woodward, Haynes becomes a main street, paired with Worth Street. To support the main street with additional traffic, as Maple and Woodward is supported by Maple's

traffic, Adams should be slightly adjusted so that southbound traffic uses Haynes to access Woodward. This adjustment is detailed in Figure 15.

Public Parking

Due to the odd lot shapes in the district, significant zoned capacity, and lack of access to the downtown parking district, private development is unlikely to take the first step to launch the Haynes Square, as has been the case for the Triangle District, which is synonymous. To successfully launch Haynes Square, the City needs to invest in a parking garage. Unfortunately, neither of the 2007 Triangle District plan's proposed public parking structures nor its proposed parking assessment district have been implemented. A new garage is needed and should be suited to meet most of the needs of the district, alleviating developers from the burden of parking with both commercial and residential parking permitted. With a structure in place, and mixed-use residences able to unbundle parking (See the Mixed-use Districts section), new housing and businesses

Ch 1. Connect the City

Implement Haynes Square

are likely to developed quickly. Due to the district's size and low existing intensity, development will bring significant increases in tax revenue. While a smaller garage has been discussed, which may be pursued to whet the appetite of developers, the construction of multiple smaller garages is less efficient in the long run than one higher-capacity structure.

Other Area Improvements

At the intersection of Haynes and Worth Streets, the 2007 Triangle District plan recommends a triangular green called Worth Park. This space provides an important focal center for the east side of Haynes Square. It also provides needed open space for the Torry neighborhood. Like other urban parks discussed in this plan, Worth Park should have ample seating, shade, and areas for children to play. Worth Street, which has few existing buildings facing onto it, should be considered for a shared-use treatment to provide interest and connect with the South Woodward Gateway alley system. Worth Park may be built in the form of a plaza - mostly paved - which is a type of civic open space Birmingham does not yet have. New buildings in the area can take advantage of the dynamic and pedestrian-centric streetscape and plaza.

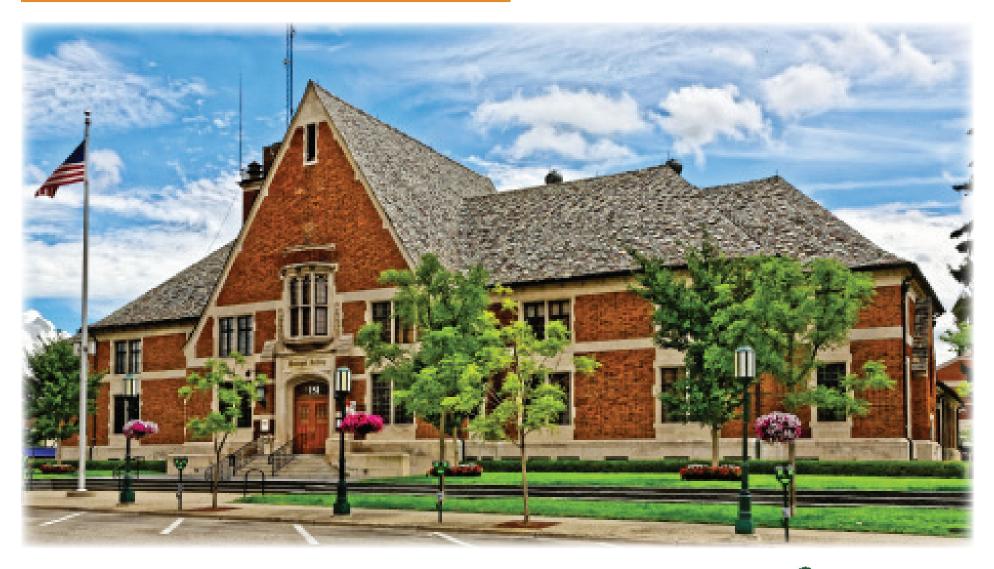
A missing piece for decades has been the Adam's Square shopping center, which represents the greatest single redevelopment site in the City. With an active Haynes Square district adjacent, redevelopment is likely to occur. To prepare for this, zoning and subdivision requirements should be considered such that Adam's Square provide open space for the Torry neighborhood and public parking in exchange for development capacity modeled upon the Triangle District Overlay.

MASTER PLAN ACTIONS

- **1.** Implement the public parking deck recommendation of the 2007 Triangle District Plan.
- 2. Create a parking assessment district, per the 2007 Triangle District Plan, or incremental tax district as necessary for land purchases and for financing the development of parking structures.
- **3.** Study the potential for Public Private Partnerships to construct parking structures in the Triangle District.

- 4. Create a Haynes Square Plan which provides the details, timing, and funding for implementing Haynes Square. This may be an update to the 2007 Triangle District Plan. This plan should:
 - a. Reconfigure the streets around Haynes Square to create the square and fix the acute intersection between Woodward and Old Woodward.
 - **b.** Build the public square with a cafe, trees, seating, a kids play area, and other civic features.
 - c. Consider revising the design of Worth Park in the form of a plaza and other opportunities for shared streets and passageways, civic art, traffic calming, and way-finding.
 - **d.** Detail streetscape and landscape improvements along Worth, Bowers, Haynes, and Webster.
 - **e.** Improve pedestrian linkages to the surrounding neighborhoods, especially along Adams.
 - **f.** Consider swapping land to install a public parking lot along the south Old Woodward alley.
 - g. Create a parking district for Haynes Square which allows residences to purchase parking passes in public garages, in addition to commercial parking.
 - **h.** Install metered, on-street parking along Adams and Lincoln Roads.
 - i. Create subdivision and zoning standards to encourage redevelopment of the Adam's Square shopping center, offering significant development capacity in exchange for a public open space and public parking.
 - j. Consider streetscape improvements along Woodward to improve the walkability to both downtown and the market districts.
 - **k.** Consider green stormwater management opportunities made possible through the area's growth and redevelopment.

STYLE GUIDE





About the City of Birminghampg	. 3
Communications Checklistpg.	4
Logo Usagepg.	. 5-6
Color Palettepg.	7-8
Typographypg.	9
Templatespg.	10
Wayfinding Signagepg.	11
Gateway Signagepg.	. 12
Parks & Recreation Signagepg.	. 13
Parking Structure Signagepg	. 14



The City of Birmingham is located approximately halfway between the City of Detroit and the City of Pontiac, in Oakland County. Easily accessible to all major freeways and the airport, Birmingham is also bordered by Bloomfield Hills, Bloomfield Township, Beverly Hills, Royal Oak and Troy. Birmingham is vibrant and prosperous, with a population of approximately 21,000. Covering only 4.73 square miles, our community is able to maintain the feel of a small town, while experiencing the benefits and amenities of an affluent urban area.

Nestled amid some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social and cultural activities. The City has a lively, pedestrian-friendly downtown offering one of the Midwest's premiere shopping districts. Comprised of more than 300 retailers, the City offers a wonderfully diverse assortment of restaurants, clothing and gift shops, salons, spas, antiques and art galleries. Movie theatres and a centrally located park complete the city center.

Whether you want to stroll the streets with your family and grab an ice cream, or check out the latest in designer fashion and enjoy some of Metro's Detroit's finest dining, Birmingham offers it all. Our city is truly a place to "live, shop, and play". Birmingham appreciates art and culture in its many forms. Visitors can spend a summer evening listening to a concert in the park, attend one of our many festivals, take a Sunday morning stroll at the Farmers Market, browse galleries or take in the latest movies at one of our two theatres.

Birmingham's recreational amenities are plentiful, with 26 parks offering passive and active recreational opportunities. Tennis courts, two municipal golf courses, baseball diamonds, soccer pitches, playground equipment and picnic areas await visitors. A wooded trail system, urban bike paths and the Rouge River all wind their way through the heart of the City.





Before publishing a communication from the City of Birmingham, please review the following checklist:

- 1 Does your message address who, what, where, when, why and how?
- 2 Is there unnecessary information that can be removed?
- 3 Is the language understandable with a professional tone?
- 4 Is the message engaging and useful?
- **5** Is there a call to action or link for more information?
- 6 Have the links, emails, phone numbers, etc. been tested? Has your document been reviewed by the Communications Team? Remember, we're here to help!



Proper logo usage is important for consistency of brand. Please use the following guidelines when using the City of Birmingham logo:

- 1 Use the full color logo whenever possible.
- 2 Maintain the minimum clear space around the logo.
- 3 Use the appropriate file type and resolution for your project.
- 4 Maintain proper logo proportions do not stretch, distort or modify the logo in any way.
- 5 Maintain the logo design do not edit the logo in any way with additional words, marks, etc.



FOR PRINT

EPS, AI or high resolution JPG or PDF files (minimum of 300 dpi) in CMYK format should be used for print production. Use of the full color logo is encouraged - please try to avoid using dark backgrounds which require a different logo version.

FOR WEB

PNG or JPG files (minimum of 72 dpi, maximum 96 dpi) in RGB format should be used for web. Use of the full color logo is encouraged - please try to avoid using dark backgrounds which require a different logo version.

Full color version (preferred):



Reverse version to use when printing on a dark background:



CLEAR SPACE

Maintain a minimum clear space around the logo. The space should remain free of text and other images.



EXAMPLES OF IMPROPER LOGO USE

Remember to always maintain proper logo proportions - do not stretch, distort or modify the logo in any way. See examples below for improper logo use.







Example of text placed too close to the logo Example of text placed too close to the logo Example of Birminghame logo Exam

Example of text placed too close to the logo Example of text placed too close to the logo Example of text placed too close to the logo



PRIMARY COLOR PALETTE











CMYK C: 81 M: 4	41 Y: 8	82 K: 3	38
RGB R: 42 G: 8	37 B: !	58	
HEX #2A5	73A		
PMS: 7483	С		

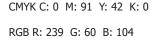




CMYK C: 70 M: 35 Y: 22 K: 1 RGB R: 84 G: 141 B: 170 HEX #548DAA PMS: 2208C CMYK C: 53 M: 20 Y: 14 K: 0 RGB R: 122 G: 173 B: 199 HEX #7AADC7 PMS: 7458C

SECONDARY COLOR PALETTE





HEX #EF3C68 PMS: 191C



RGB R: 145 G: 237 B: 242 HEX #91EDF2 PMS: 304C

CMYK C: 36 M: 0 Y: 10 K: 0

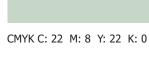


RGB R: 158 G: 180 B: 197 HEX #9EB4C5 PMS: 536C



CMYK C: 28 M: 21 Y: 0 K: 15 CMYK C: 93 M: 77 Y: 6 K: 1 RGB R: 42 G: 81 B: 154

HEX #2A519A PMS: 7685C



RGB R: 199 G: 213 B: 198 HEX #C7D5C6 PMS: ?



CMYK C: 7 M: 12 Y: 38 K: 0 RGB R: 236 G: 217 B: 168 HEX #ECD9A8 PMS: 7506C



RGB R: 181 G: 90 B: 48



RGB R: 230 G: 27 B: 41

HEX #B55A30 PMS: 7592C HEX #E61B29 PMS: 1788C HEX #9E4778



CMYK C: 22 M: 73 Y: 93 K: 10 CMYK C: 4 M: 100 Y: 95 K: 1 CMYK C: 39 M: 85 Y: 28 K: 4 CMYK C: 88 M: 27 Y: 80 K: 13 RGB R: 158 G: 71 B: 120

PMS: 682C



RGB R: 0 G: 125 B: 86 HEX #007D56 PMS: 2419C

CMYK C: 9 M: 5 Y: 21 K: 0

RGB R: 231 G: 230 B: 205

HEX #E9E7CD PMS: ?



PRIMARY TYPOGRAPHY

Avenir Demi Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Use: headlines on website and in newsletters and other published materials

<u>Georgia Bold</u> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Use: sub-headlines on website and in newsletters and other published materials

<u>Tahoma Bold</u> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Use: internal and external documents including public notices, agendas and minutes, memos, presentations, press releases, etc. Also for use in other materials when Avenir is not available.

SECONDARY TYPOGRAPHY



Use: as accent text on website and in newsletters and other published materials

Avenir LT Std 65 Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Use: body copy on website and in newsletters and other published materials

Georgia Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Use: sub-headlines on website and in newsletters and other published materials

<u>Tahoma Regular</u> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Use: internal and external documents including public notices, agendas and minutes, memos, presentations, press releases, etc. Also for use in other materials when Avenir is not available.



ACCESS TEMPLATES FOR THE FOLLOWING ITEMS AT S:\Communications Team\Style Guide\Communications Templates

MEETINGS

Public Notices

Agenda

Minutes

STAFF REPORTS

Staff Memo

PowerPoint Presentation

COMMUNICATIONS

Press Releases

Constant Contact Message

Email Signature

WEBSITE

Webpage Enotify Message

Website Calendar Event Description









SEWER SERVICE PLAN - S. OLD WOODWARD AVE. 16+00 TO 24+00 C10 SEWER PROFILES (1 OF 2)

C11 SEWER PROFILES (2 OF 2)

C12 WATER MAIN PLAN & PROFILES (1 OF 4)

C13 WATER MAIN PLAN & PROFILES (2 OF 4) C14 WATER MAIN PLAN & PROFILES (3 OF 4)

C15 WATER MAIN PLAN & PROFILES (4 OF 4) C16 GRADING PLAN - S. OLD WOODWARD AVE P.O.B. TO 4+00

C17 GRADING PLAN - S. OLD WOODWARD AVE 4+00 TO 8+00 C18 GRADING PLAN - S. OLD WOODWARD AVE 8+00 TO 12+00 C19 GRADING PLAN - S. OLD WOODWARD AVE 12+00 TO 16+00

C20 GRADING PLAN - S. OLD WOODWARD AVE 16+00 TO 20+00 C21 GRADING PLAN - S. OLD WOODWARD AVE 20+00 TO 24+00

C22 GRADING DETAIL AREAS (1 OF 3)

C23 GRADING DETAIL AREAS (2 OF 3) C24 GRADING DETAIL AREAS (3 OF 3)

C25 PAVING PLAN - S. OLD WOODWARD AVE P.O.B. TO 8+00

C26 PAVING PLAN - S. OLD WOODWARD AVE 8+00 TO 16+00 C27 PAVING PLAN - S. OLD WOODWARD AVE. 16+00 TO 24+00

C28 OLD WOODWARD AVENUE EXISTING & PROPOSED CROSS-SECTIONS

C29 STREET LIGHT, PARKING METER POST & UNDERDRAIN PLAN P.O.B. TO 8+00 C30 STREET LIGHT, PARKING METER POST & UNDERDRAIN PLAN 8+00 TO 16+00

C31 STREET LIGHT, PARKING METER POST & UNDERDRAIN PLAN 16+00 TO 24+00

C32 STREET SIGN PLAN (1 OF 3) C33 STREET SIGN PLAN (2 OF 3)

C34 STREET SIGN PLAN (3 OF 3)

C35 ADVANCED WARNING SIGNAGE DIAGRAM - PHASE

C36 ADVANCED WARNING SIGNAGE DIAGRAM - PHASE 2 C37 PEDESTRIAN FENCE DIAGRAM (1 OF 2)

C38 PEDESTRIAN FENCE DIAGRAM (2 OF 2) C39 PEDESTRIAN FENCE DIAGRAM (3 OF 3)

C40 PHASING & TRAFFIC MAINTENANCE PLAN (1 OF 3)

C41 PHASING & TRAFFIC MAINTENANCE PLAN (2 OF 3)

C42 PHASING & TRAFFIC MAINTENANCE PLAN (3 OF 3)

C43 NOTES & DETAILS (1 OF 3)

C44 NOTES & DETAILS (2 OF 3) C45 NOTES & DETAILS (3 OF 3)

COVER/ KEYMAP/ SYMBOL SHEET 1/ SYMBOL SHEET 2

DETAIL SHEET 1-3/ PROPOSED ROUTE 1 PROPOSED ROUTE 2-5

E-1 ELECTRICAL COMPOSITE PLAN AND SCHEDULES

E-3 PARTIAL ELECTRICAL PLAN E-4 PARTIAL ELECTRICAL PLAN

E-5 PARTIAL ELECTRICAL PLAN E-6 PARTIAL ELECTRICAL PLAN

E-6A PARTIAL ELECTRICAL PLAN

E-7 DETAILS AND DIAGRAMS

E-8 DETAILS AND DIAGRAMS E-9 DETAILS AND DIAGRAMS

E-10 POWER RISER DIAGRAMS AND SCHEDULES

IR-1 IRRIGATION DESIGN

IR-2 IRRIGATION DESIGN

IR-3 IRRIGATION DETAILS SHEET L0.0 PLANT SCHEDULE & NOTES

L1.0A OVERALL LANDSCAPE PLAN

L1.0 LANDSCAPE PLAN L1.1 LANDSCAPE PLAN

L1.2 LANDSCAPE PLAN

L1.3 LANDSCAPE PLAN L1.4 LANDSCAPE PLAN

L1.5 LANDSCAPE PLAN

L1.6 LANDSCAPE PLAN

L1.7 LANDSCAPE DETAILS L1.8 LANDSCAPE DETAILS

L2.0A OVERALL SOILS PLAN L2.0 SOILS PLAN

L2.1 SOILS PLAN L2.2 SOILS PLAN

L2.3 SOILS PLAN L2.4 SOILS PLAN

L2.5 SOILS PLAN L2.6 SOILS PLAN

L2.7 SOILS DETAILS

Q1 QUANTITIES

CBD STREETSCAPE STANDARD DETAILS OLD BRICK PAVER SIDEWALK DETAILS* SEWER STANDARD DETAILS WATER MAIN STANDARD DETAILS



BENCHMARK NOTE BENCHMARKS SET AND SHOWN PER SHEET WERE ESTABLISHED OFF OF THE CITY OF BIRMINGHAM BENCHMARK DATUM.

CIVIL ENGINEER

NOWAK & FRAUS ENGINEERS 46777 WOODWARD AVENUE PONTIAC. MI 48342 CONTACT: MR. BRETT BUCHHOLZ, P.E. CONTACT: MR. PAUL TULIKANGAS, P.E. PHONE: (248) 332-7931

A Walkable Community

ENGINEERING DEPARTMENT SOUTH OLD WOODWARD AVENUE RECONSTRUCTION PROJECT (PHASE 3) CONTRACT #1-22(P)



These notes shall apply for all work within this contract:

1. The contractor shall notify MISS DIG 1-800-482-7171 at least 3 working days excluding Saturday, Sunday, and Holidays before making any excavations and notify the City of Birmingham Engineering Department a minimum of 24 hours prior to the start of construction (248-530-1850).

2. See the City of Birmingham drawings "Sewer Standard Details" and "Water Main Standard Details" for details of manholes, catch basins, inlets, and related sewer

3. All excavation under or within three feet of pavement, public or private, shall be backfilled and compacted with sand.

4. The joints at the edges of all excavations in the pavement shall be sawcut, or pavement will be removed to existing joints, as directed by the Engineer. There is no separate pay item for saw cutting pavements.

5. The contractor shall be responsible for damage to existing utilities, pavement, trees, landscaping, gravel, etc., whether located on public or private property.

6. Catch basin and inlet castings scheduled for replacement, or new construction shall be EJIW 5000Z4 DI / 5000M4 DI Hinged Assembly unless specified otherwise. Manhole castings shall be EJIW 1040-A cover as noted on the detail sheets and plans, unless otherwise specified.

7. Storm, sewer and water main trench shall be backfilled with MDOT Class II sand and properly compacted to 95% of modified proctor density.

8. A permit from the Michigan Department of Environmental Quality (MDEQ) is required for all new water main installations. No work shall be allowed on the combined sewer system until appropriate permits have been received by the Michigan Department of Environmental Quality (MDEQ).

9. The contractor shall coordinate and cooperate with all other utility companies working in the same area, project related or not, during the same allotted

10. Allowable trucking routes for this project are as shown on the City map this sheet. Trucks for this project shall not be permitted elsewhere in the City.

ALL WATER MAIN, STORM AND SEWER TRENCH SHALL BE BACKFILLED WITH COMPACTED GRANULAR CLASS II (SAND) MATERIAL.

CAUTION!!! LIVE WATER MAIN PRIOR TO CUTTING IN NEW MAIN FITTINGS, THE CONTRACTOR SHALL BE RESPONSIBLE FOR COORDINATING THE EXISTING WATER MAIN SHUT-DOWN WITH THE CITY. MORE IMPORTANTLY, THE CONTRACTOR SHALL BE RESPONSIBLE FOR SAFELY ENSURING THAT PRESSURES DO NOT EXIST IN THE MAIN AFTER SHUT-DOWN & PRIOR TO CUTTING THE MAIN. IF REQUIRED, THE CONTRACTOR SHALL UTILIZE A HYDRO-STOP DEVICE TO CLOSE OFF FLOW WHILE CUTTING IN NEW TEE.

WATER / SEWER SERVICE NOTE ALL WATER AND SEWER SERVICE LATERAL INFORMATION IS SHOWN PER RECORD, WITHIN THE PUBLIC RIGHT OF WAY. THE CONTRACTOR SHALL COORDINATE WITH CITY FOR ALL PRIVATE-SIDE WATER AND SEWER LATERAL INFORMATION, AS REQUIRED, TO CONSTRUCT THE PROJECT (INC.).

UTILITY NOTE

THE LOCATIONS AND ELEVATIONS OF SOME OF THE EXISTING UNDERGROUND UTILITIES AS SHOWN ON THE SURVEY DRAWING WERE OBTAINED FROM MUNICIPAL AND UTILITY COMPANY RECORDS AND MAPS. THEREFORE, NO GUARANTEE IS EITHER EXPRESSED OR IMPLIED AS TO THE COMPLETENESS OR ACCURACY THEREOF. THE CONTRACTOR SHALL BE RESPONSIBLE FOR DETERMINING THE EXACT UTILITY LOCATIONS AND ELEVATIONS PRIOR TO THE START OF CONSTRUCTION.

EMAIL: BBUCHHOLZ@NFE-ENGR.COM EMAIL: PTULIKANGAS@NFE-ENGR.COM

LANDSCAPE ARCHITECT

4219 WOODWARD AVE., STE. 305 DETROIT, MI 48201 CONTACT: MS. HALEY WOLFE PHONE: (313) 652-1101 EMAIL: HWOLFE@MKSKSTUDIOS.COM

CITY ELECTRICAL

BERBIGLIA ASSOCIATES, INC.

36400 W. TWELVE MILE RD. FARMINGTON HILLS, MI 48331 CONTACT: MR. JOHN BERBIGLIA, P.E., LEED AP PHONE: (248) 489-3100 EMAIL: JBERBIGLIA@BERBIGLIAASSOC.COM EMAIL: TGLASS@TKNS.NET

CITY FIBER CONDUIT

TURNKEY NETWORK SOLUTIONS 7020 SOUTHBELT DRIVE SE CALEDONIA, MI 49316 CONTACT: MR. TOM GLASS PHONE: (616) 455-9840

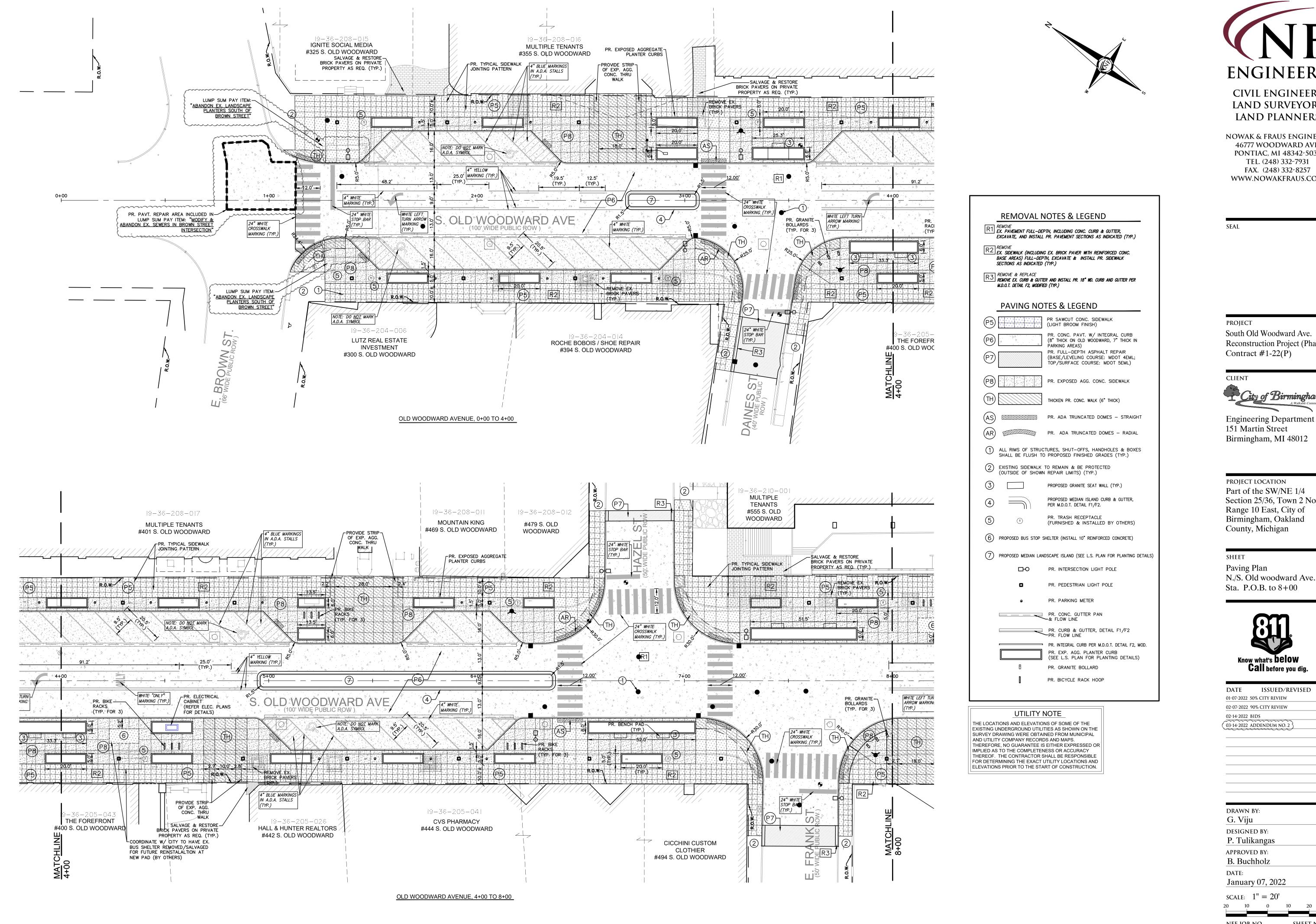
APPROVED

MARCH 17, 2022 ADDENDUM NO.3

PRO NO L TRUC' ONS \circ WOODWARD OLD

3

S



ENGINEERS

CIVIL ENGINEERS LAND SURVEYORS LAND PLANNERS

NOWAK & FRAUS ENGINEERS 46777 WOODWARD AVE. PONTIAC, MI 48342-5032 TEL. (248) 332-7931 FAX. (248) 332-8257 WWW.NOWAKFRAUS.COM

South Old Woodward Ave. Reconstruction Project (Phase 3

City of Birmingham

Birmingham, MI 48012

Part of the SW/NE 1/4 Section 25/36, Town 2 North, Range 10 East, City of Birmingham, Oakland

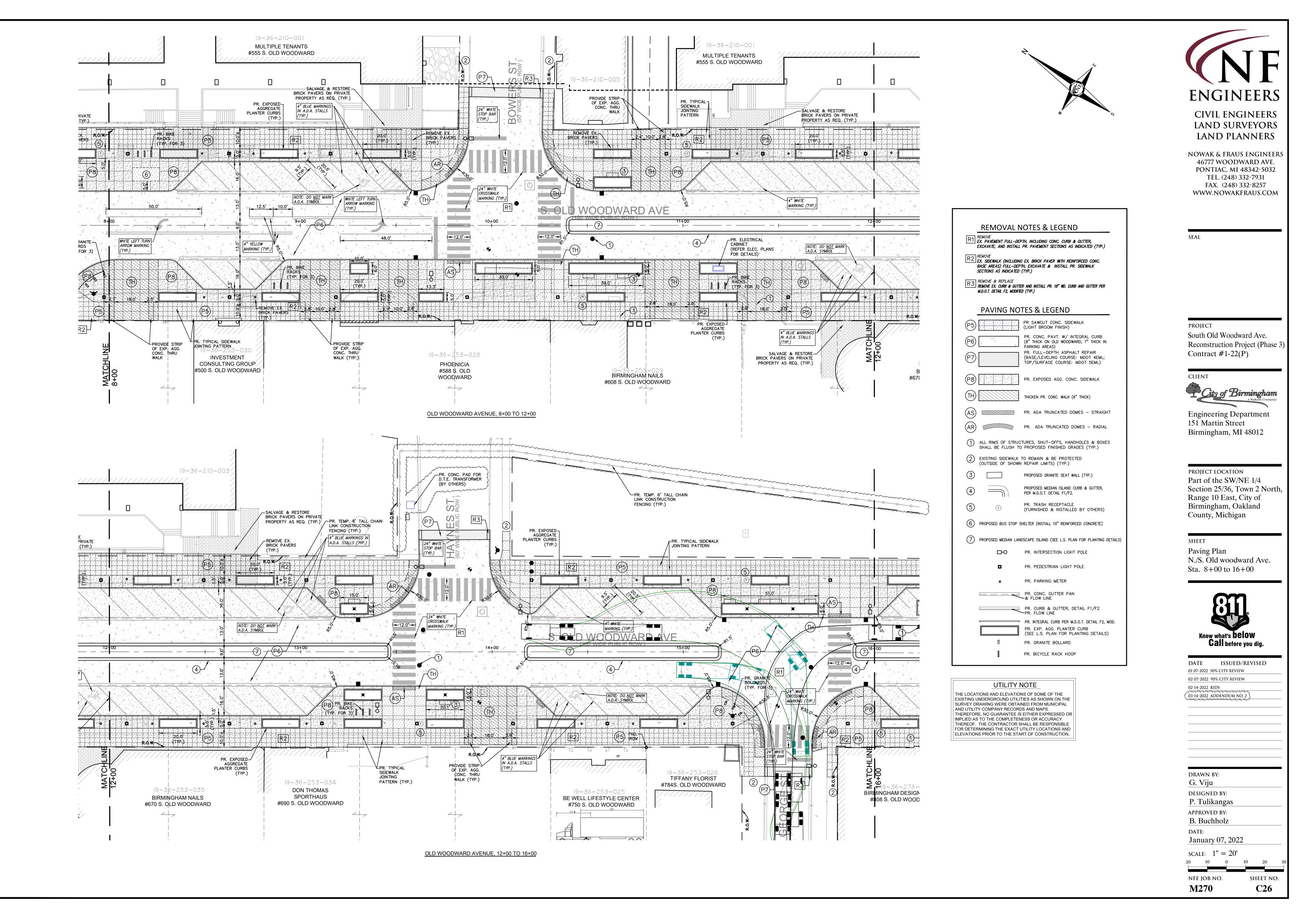
N./S. Old woodward Ave.

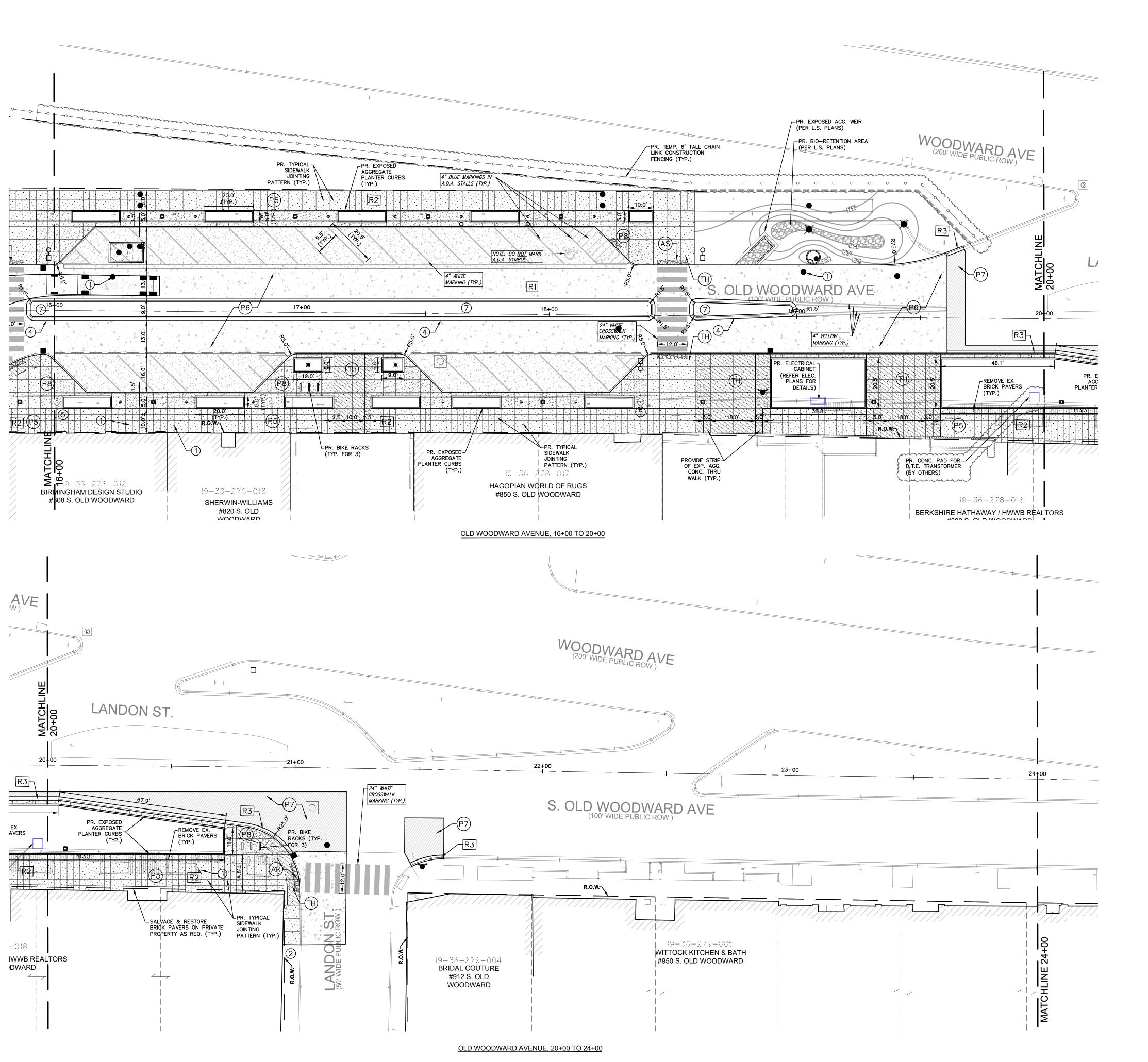


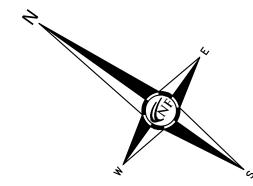
DATE ISSUED/REVISED

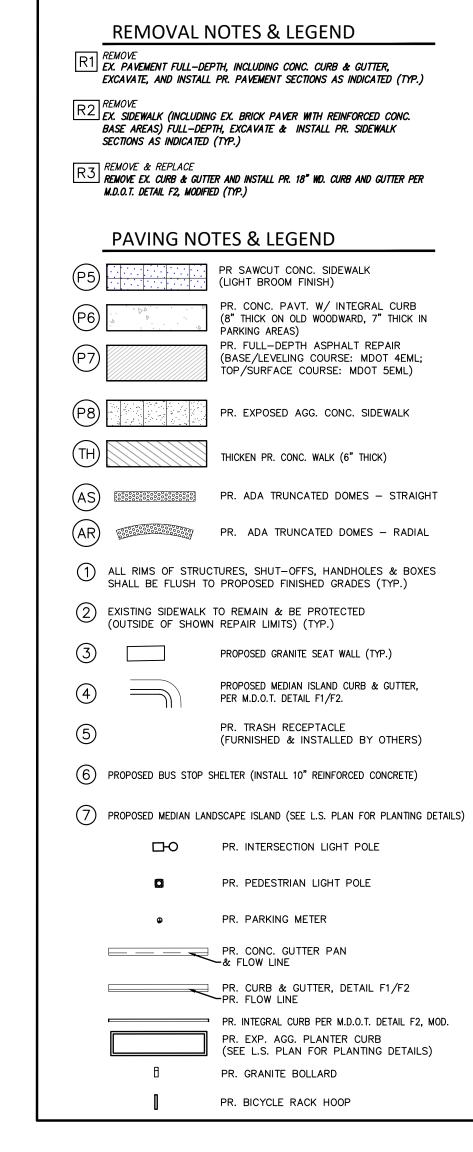
NFE JOB NO.

SHEET NO. C25 M270



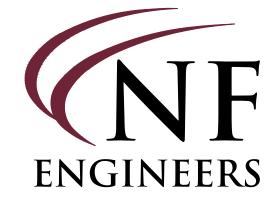






UTILITY NOTE

THE LOCATIONS AND ELEVATIONS OF SOME OF THE EXISTING UNDERGROUND UTILITIES AS SHOWN ON THE SURVEY DRAWING WERE OBTAINED FROM MUNICIPAL AND UTILITY COMPANY RECORDS AND MAPS. THEREFORE, NO GUARANTEE IS EITHER EXPRESSED OR IMPLIED AS TO THE COMPLETENESS OR ACCURACY THEREOF. THE CONTRACTOR SHALL BE RESPONSIBLE FOR DETERMINING THE EXACT UTILITY LOCATIONS AND ELEVATIONS PRIOR TO THE START OF CONSTRUCTION.



CIVIL ENGINEERS LAND SURVEYORS LAND PLANNERS

NOWAK & FRAUS ENGINEERS 46777 WOODWARD AVE. PONTIAC, MI 48342-5032 TEL. (248) 332-7931 FAX. (248) 332-8257 WWW.NOWAKFRAUS.COM

PROJECT

South Old Woodward Ave. Reconstruction Project (Phase 3 Contract #1-22(P)

CLIENT

City of Birmingham
A Walkable Community

Engineering Department 151 Martin Street Birmingham, MI 48012

PROJECT LOCATION
Part of the SW/NE 1/4
Section 25/36, Town 2 North,
Range 10 East, City of
Birmingham, Oakland
County, Michigan

SHEET
Paving Plan

N./S. Old woodward Ave. Sta. 16+00 to 24+00



DATE ISSUED/REVISED

01-07-2022 50% CITY REVIEW

02-07-2022 90% CITY REVIEW

02-14-2022 BIDS

03-14-2022 ADDENDUM NO. 2

DRAWN BY:
G. Viju

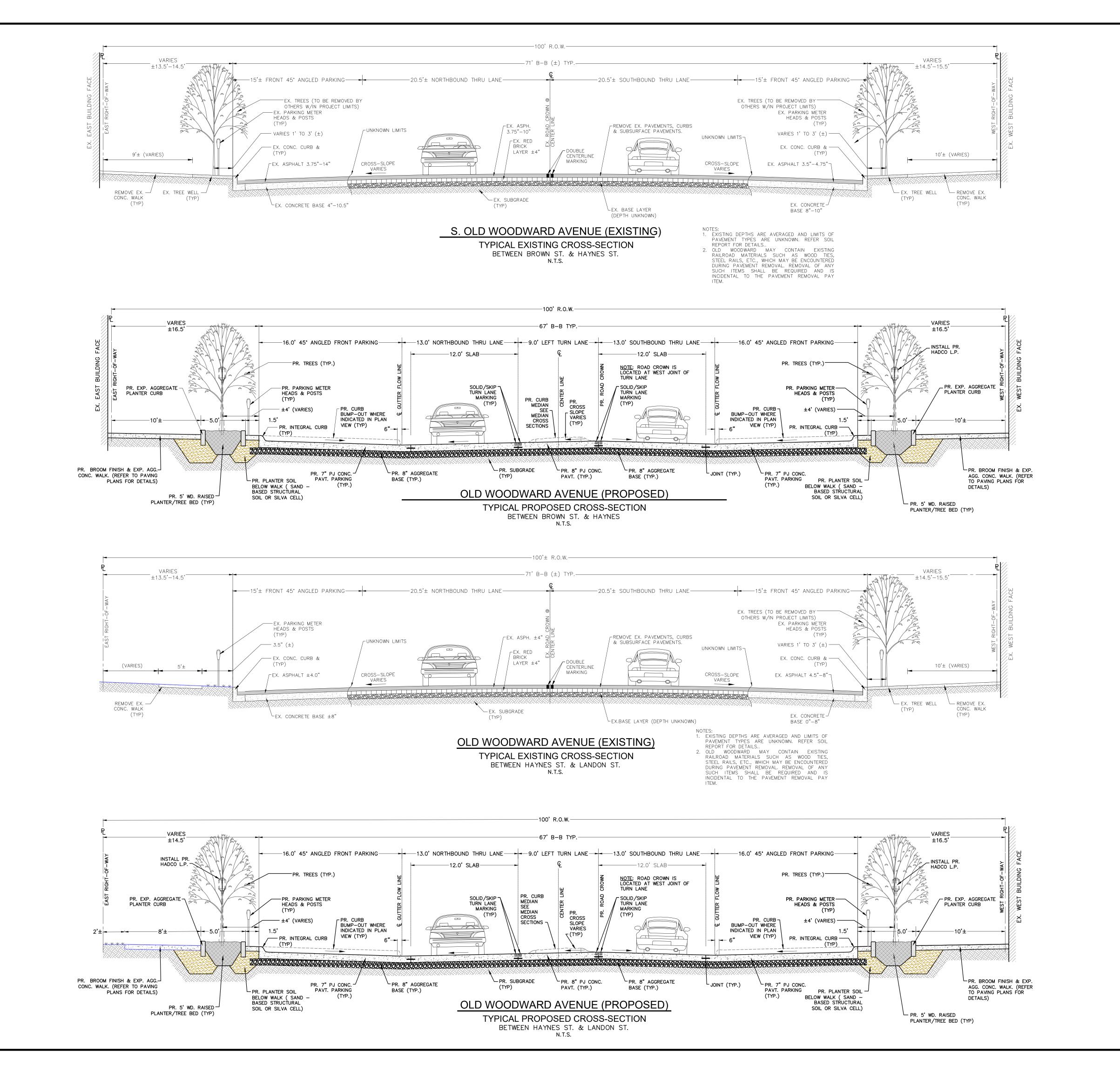
DESIGNED BY:
P. Tulikangas

APPROVED BY:
B. Buchholz

DATE:
January 07, 2022

SCALE: 1'' = 20'

NFE JOB NO. SHEET NO. **M270 C27**





NOWAK & FRAUS ENGINEERS 46777 WOODWARD AVE. PONTIAC, MI 48342-5032 TEL. (248) 332-7931 FAX. (248) 332-8257

PROJECT

South Old Woodward Ave. Reconstruction Project (Phase 3) Contract #1-22(P)

CLIENT



Engineering Department 151 Martin Street Birmingham, MI 48012

PROJECT LOCATION

Part of the Southeast \(\frac{1}{4} \) of Section 36, Town 2 North, Range 10 East, City of Birmingham, Oakland County, Michigan

SHEET

Existing & Proposed Road Cross-Sections



DATE ISSUED/REVISED
01-07-22 50% CITY REVIEW
02-07-22 90% CITY REVIEW
02-14-22 BIDS

DRAWN BY:

G. Viju

DESIGNED BY:

D. Tulikanga

P. Tulikangas

APPROVED BY:

B. Buchholz

DATE: January 07, 2022

SCALE: N.T.S.

NFE JOB NO. **M270**

SHEET NO.



REQUEST FOR PROPOSALS FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

Sealed proposals endorsed "**WAYFINDING/SIGNAGE PROGRAM UPDATES**", will be received at the Office of the City Clerk, 151 Martin Street, Birmingham, Michigan, 48009; until **(INSERT DATE)** after which time bids will be publicly opened and read.

The City of Birmingham, Michigan is accepting sealed bid proposals from design professionals to help the city update its existing Citywide Wayfinding and Signage Design Program. This work must be performed as specified in accordance with the specifications contained in the Request For Proposals (RFP).

The RFP, including the Specifications, may be obtained online from the Michigan Intergovernmental Trade Network at http://www.mitn.info or at the City of Birmingham Community Development Department, 151 Martin St., Birmingham, Michigan.

The acceptance of any proposal made pursuant to this invitation shall not be binding upon the City until an agreement has been executed.

Submitted to MITN: (INSERT DATE)
Deadline for Submissions: (INSERT DATE)

Contact Person: Nicholas J. Dupuis, Planning Director

151 Martin Street Birmingham, MI 48009 Phone: 248-530-1856

Email: ndupuis@bhamgov.org



REQUEST FOR PROPOSALS FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

Contents

INTRODUCTION	Pg.
SCOPE OF WORK	Pg.
DELIVERABLES	Pg.
TIME SCHEDULE AND COST PROPOSAL	Pg.
INVITATION TO SUBMIT A PROPOSAL	Pg.
SUBMISSION REQUIREMENTS	Pg.
INSTRUCTIONS TO BIDDERS	Pg.
EVALUATION PROCEDURE AND CRITERIA	Pg.
TERMS AND CONDITIONS	Pg.
CITY RESPONSIBILITY	Pg.
SETTLMENT OF DISPUTES	Pg.
INSURANCE	Pg.
CONTINUATION OF COVERAGE	Pg.
EXECUTION OF CONTRACT	Pg.
INDEMNIFICATION	Pg.
CONFLICT OF INTEREST	Pg.
EXAMINATION OF PROPOSAL MATERIALS	Pg.
PROJECT TIMELINE	Pg.
ATTACHMENTS	-

INTRODUCTION

For purposes of this request for proposals, the City of Birmingham will hereby be referred to as "City" and the private consulting firm or firms will hereby be referred to as "Contractor."

The City of Birmingham is seeking the services of a design professional to work with members of its Community Development Department, Birmingham Shopping District, Communications and residents to update an existing wayfinding/signage program for the entire City. The purpose of this RFP is to request sealed bid proposals from qualified candidates. The bid shall include presentation of qualifications, capabilities, and costs for providing a design services in accordance with the following objectives:

- 1. Evaluate and update the Citywide Wayfinding and Signage Design Program (2004); and
- 2. Review recommendations within the City's various master plans including (but not limited to) the Parks and Recreation Master Plan, Triangle District Urban Design Plan, Eton Road Corridor Plan, and The Birmingham Plan 2040 for inclusion in new document.

The goal of this project is to integrate all municipal signage into a cohesive, user-friendly program that will provide fresh and consistent wayfinding for the City of Birmingham. Several different municipal operations and initiatives will need to be incorporated into the plan including, but not limited to:

- New city logo design
- Parking system signage
- Birmingham Shopping District
- City parks
- Gateway signage
- Birmingham Museum
- Baldwin Public Library
- Historic Districts
- Public Art

It is anticipated that the selection of a firm will be completed by **(INSERT DATE)**. An agreement for services will be required with the selected Contractor. A copy of the Agreement is contained herein as Attachment A. Contract services will commence upon execution of the service agreement by the City.

This work must be performed as specified in accordance with the specifications outlined by the Scope of Work contained in this Request for Proposals (RFP).

SCOPE OF WORK

The selected Contractor will work with the City to update the Citywide wayfinding and Signage Design Program and provide the City with a new, official guide for all City wayfinding signage. The scope of services is as follows:

1. Review related documents and master plans.

- 2. Review City Style Guide and other publications to create cohesive design.
- 3. Recommend changes to typography, symbology and other graphics.
- 4. Provide specific recommendations for updated locations.
- 5. Develop a system maintenance program.
- 6. Provide recommendations on new technology.
- 7. Provide a timeline for project implementation, including costs and potential funding sources.

This outline is not necessarily all-inclusive and the Contractor shall include in the proposal any other tasks and services deemed necessary to satisfactorily complete the project. Additional meetings with both the Planning Board and City Commission may be requested as needed.

DELIVERABLES

Deliverable #1 – A first draft of a proposal for an updated Citywide Wayfinding and Signage Design Program for review by the Wayfinding and Gateway Signage Committee.

• One (1) electronic PDF version of the document.

Deliverable #2 – A complete final draft with proposed updates and recommendations for signage across the City.

- One (1) electronic PDF version of final document.
- Five (10) bound hard-copy sets of the final document.

TIME SCHEDULE AND COST PROPOSAL

All proposals must include a proposed time schedule for completion of the report and a fixed price agreement with an associated fee schedule for extra meeting costs, should they be required.

The Contractor shall perform all services outlined in this RFP in accordance with the requirements as defined and noted herein.

All work must be completed prior to (INSERT DATE).

INVITATION TO SUBMIT A PROPOSAL

Proposals shall be submitted no later than (INSERT DATE) to:

City of Birmingham Attn: City Clerk 151 Martin Street Birmingham, Michigan 48009

One (1) electronic copy and one (1) hard copy of the proposal must be submitted. The proposal should be firmly sealed in an envelope, which shall be clearly marked on the outside, "**WAYFINDING/SIGNAGE PROGRAM UPDATES**". Any proposal received after the due date and time cannot be accepted and will be rejected and returned, unopened, to the proposer.

Respondents may submit more than one proposal provided each proposal meets the functional requirements.

SUBMISSION REQUIREMENTS

All proposals that wish to be considered must contain the following:

- 1. Cover Letter;
- 2. Qualifications of the Contractor and of the key employees that will be involved in the project. The project team should include each of the following skill sets:
 - a. Experience with the preparation of design plans;
 - b. Mastery of graphic design; and
 - c. Understanding of wayfinding and signage.
- Details of Contractor(s) experience with the preparation of wayfinding design plans, including references from at least two relevant communities where such guidelines have been completed. (Portions of sample plans prepared by the Contractor should be submitted with the proposal, up to a maximum of twenty-five (25) pages);
- 4. List of sub-contractors and their qualifications, if applicable;
- 5. Overview of the scope of work to be completed, broken down into the following separate components:
 - a. Review of related documents and master plans.
 - b. Review of City Style Guide and other publications to create cohesive design.
 - c. Recommendations for changes to typography, symbology and other graphics.
 - d. Providing specific recommendations for updated locations.
 - e. Developing a system maintenance program.
 - f. Providing recommendations on new technology.
 - g. Providing a timeline for project implementation, including costs and potential funding sources.
- Project timeline addressing each section within the Scope of Work and a description of the overall project approach. Include a statement that the Contractor will be available according to the proposed timeline and an understanding of the anticipated project completion timeline;
- 7. Agreement (Attachment A only if selected by the City)
- 8. Bidders Agreement (Attachment B);
- 9. Cost Proposal (Attachment C);

10. Iran Sanctions Act Vendor Certification (Attachment D); and

INSTRUCTIONS TO BIDDERS

- 1. Any and all forms requesting information from the bidder must be completed on the attached forms contained herein (see Contractor's Responsibilities). If more than one bid is submitted, a separate bid proposal form must be used for each.
- 2. Any request for clarification of this RFP shall be made in writing and delivered via email to Nicholas Dupuis at ndupuis@bhamgov.org. Such request for clarification shall be delivered, in writing, no later than 5 days prior to the deadline for submissions. Email requests must contain in their subject line "Request for Clarification". All inquiries received will be answered and posted on MITN at least 3 days prior to the RFP submission due date.
- 3. All proposals must be submitted following the RFP format as stated in this document and shall be subject to all requirements of this document including the instruction to respondents and general information sections. All proposals must be regular in every respect and no interlineations, excisions, or special conditions shall be made or included in the RFP format by the respondent.
- 4. The contract will be awarded by the City of Birmingham to the most responsive and responsible bidder, and the contract will require the completion of the work pursuant to these documents.
- 5. Each respondent shall include in their proposal, in the format requested, the cost of performing the work. Municipalities are exempt from Michigan State Sales and Federal Excise taxes. Do not include such taxes in the proposal figure. The City will furnish the successful company with tax exemption information when requested.
- 6. Each respondent shall include in their proposal the following information: Firm name, address, city, state, zip code, telephone number, and fax number (if applicable). The company shall also provide the name, address, telephone number and e-mail address of an individual in their organization to whom notices and inquiries by the City should be directed as part of their proposal.

EVALUATION PROCEDURE AND CRITERIA

The City will utilize a qualifications-based selection process in choosing a Contractor for the completion of this work. The evaluation panel will consist of City staff, board members, and/or any other person(s) designated by the City who will evaluate the proposals based on, but not limited to, the following criteria:

- Ability to provide services as outlined.
- Experience of the Contractor with similar projects.
- Content of Proposal.

- Cost of Services.
- Timeline and Schedule for Completion.
- References.

TERMS AND CONDITIONS

- 1. The City reserves the right to reject any or all proposals received, waive informalities, or accept any proposal, in whole or in part, it deems best. The City reserves the right to award the contract to the next most qualified Contractor if the successful Contractor does not execute a contract within ten (10) days after the award of the proposal.
- 2. The City reserves the right to request clarification of information submitted and to request additional information of one or more Contractors.
- 3. The City reserves the right to terminate the contract at its discretion should it be determined that the services provided do not meet the specifications contained herein. The City may terminate this Agreement at any point in the process upon notice to Contractor sufficient to indicate the City's desire to do so. In the case of such a stoppage, the City agrees to pay Contractor for services rendered to the time of notice, subject to the contract maximum amount.
- 4. Any proposal may be withdrawn up until the date and time set above for the opening of the proposals. Any proposals not so withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days, to provide the services set forth in the proposal.
- 5. The cost of preparing and submitting a proposal is the responsibility of the Contractor and shall not be chargeable in any manner to the City.
- 6. Payment will be made within thirty (30) days after invoice. Acceptance by the City is defined as authorization by the designated City representative to this project that all the criteria requested under the Scope of Work contained herein have been provided. Invoices are to be rendered each month following the date of execution of an Agreement with the City.
- 7. The Contractor will not exceed the timelines established for the completion of this project.
- 8. The successful bidder shall enter into and will execute the contract as set forth and attached as Attachment A.

CITY RESPONSIBILITY

The City will provide a designated representative to work with the Contractor to coordinate both the City's and Contractor's efforts and to review and approve any work performed by the Contractor.

SETTLEMENT OF DISPUTES

The successful bidder agrees to certain dispute resolution avenues/limitations. Please refer to paragraph 17 of the Agreement attached as Attachment A for the details and what is required of the successful bidder.

INSURANCE

The successful bidder is required to procure and maintain certain types of insurances. Please refer to paragraph 12 of the Agreement attached as Attachment A for the details and what is required of the successful bidder.

CONTINUATION OF COVERAGE

The Contractor also agrees to provide all insurance coverages as specified. Upon failure of the Contractor to obtain or maintain such insurance coverage for the term of the agreement, the City may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the contract amount. In obtaining such coverage, Birmingham shall have no obligation to procure the most cost effective coverage but may contract with any insurer for such coverage.

EXECUTION OF CONTRACT

The bidder whose proposal is accepted shall be required to execute the contract and to furnish all insurance coverages as specified within ten (10) days after receiving notice of such acceptance. Any contract awarded pursuant to any bid shall not be binding upon the City until a written contract has been executed by both parties. Failure or refusal to execute the contract shall be considered an abandonment of all rights and interest in the award and the contract may be awarded to another. The successful bidder agrees to enter into and will execute the contract as set forth and attached as Attachment A.

INDEMNIFICATION

The successful bidder agrees to indemnify the City and various associated persons. Please refer to paragraph 13 of the Agreement attached as Attachment A for the details and what is required of the successful bidder.

CONFLICT OF INTEREST

The successful bidder is subject to certain conflict of interest requirements/restrictions. Please refer to paragraph 14 of the Agreement attached as Attachment A for the details and what is required of the successful bidder.

EXAMINATION OF PROPOSAL MATERIALS

The submission of a proposal shall be deemed a representation and warranty by the Contractor that it has investigated all aspects of the RFP, that it is aware of the applicable facts pertaining to the RFP process and its procedures and requirements, and that it has read and understands the RFP. Statistical information which may be contained in the RFP or any addendum thereto is for informational purposes only.

ANTICIPATED PROJECT TIMELINE

Evaluate Respondents May/June 2022 Award Contract June/July 2022 Project Kick-Off Meeting

First Draft Due

Second Draft Due

January 2023

July 2023

Final Draft of Plan Completed

October 2023

All work must be completed prior to **(INSERT DATE)**. The final project schedule will be developed in conjunction with the City and the contractor upon contract award.



ATTACHMENT A AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

This AGREEMENT, made this day of, 2022, by and between CITY
OF BIRMINGHAM, having its principal municipal office at 151 Martin Street, Birmingham, M.
(hereinafter called "City"), and, Inc., having its principal office a
(hereinafter called "Contractor"), provides as follows:
WITNESSETH:
WHEREAS, the City of Birmingham has heretofore advertised for bids for the
procurement and performance of services required to perform design services to provide
wayfinding/signage program updates, and in connection therewith has prepared a request for
sealed proposals ("RFP"), which includes certain instructions to bidders, specifications, terms and
conditions.
WHEREAS, the Contractor has professional qualifications that meet the project
requirements and has made a bid in accordance with such request for cost proposals to crate a
new comprehensive set of historic design guidelines;
NOW, THEREFORE, for and in consideration of the respective agreements and
undertakings herein contained, the parties agree as follows:
1. It is mutually agreed by and between the parties that the documents consisting of the
Request for Proposal to provide wayfinding/signage program updates and the Contractor's
cost proposal dated, 2022 shall be incorporated herein by reference
and shall become a part of this Agreement, and shall be binding upon both parties hereto
(Attachment A). If any of the documents are in conflict with one another, this Agreemen
shall take precedence.
2. The City shall pay the Contractor for the performance of this Agreement in an amount no
to exceed, as set forth in the Contractor's, 2022
cost proposal to perform the scope of work as contained in the RFP (Attachment A).
This Agreement shall commence upon execution by both parties, unless the City exercises its option to terminate the Agreement in accordance with the Request for Proposals.
its option to terminate the Agreement in accordance with the Request for Proposals.
4. The Contractor shall employ personnel of good moral character and fitness in performing
all services under this Agreement.
5. The Contractor and the City agree that the Contractor is acting as an independent
Contractor with respect to the Contractor 's role in providing services to the City pursuan to this Agreement, and as such, shall be liable for its own actions and neither the
Contractor nor its employees shall be construed as employees of the City. Nothing
contained in this Agreement shall be construed to imply a joint venture or partnership and
neither party, by virtue of this Agreement, shall have any right, power or authority to ac

or create any obligation, express or implied, on behalf of the other party, except as

specifically outlined herein. Neither the City nor the Contractor shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. The Contractor shall not be entitled or eligible to participate in any benefits or privileges given or extended by the City, or be deemed an employee of the City for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the City.

- 6. The Contractor acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. The Contractor recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the City. Therefore, the Contractor agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. The Contractor shall inform its employees of the confidential or proprietary nature of such information and shall limit access thereto to employees rendering services pursuant to this Agreement. The Contractor further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.
- 7. This Agreement shall be governed by and performed, interpreted and enforced in accordance with the laws of the State of Michigan. The Contractor agrees to perform all services provided for in this Agreement in accordance with and in full compliance with all local, state and federal laws and regulations.
- 8. If any provision of this Agreement is declared invalid, illegal or unenforceable, such provision shall be severed from this Agreement and all other provisions shall remain in full force and effect.
- This Agreement shall be binding upon the successors and assigns of the parties hereto, but no such assignment shall be made by the Contractor without the prior written consent of the City. Any attempt at assignment without prior written consent shall be void and of no effect.
- 10. The Contractor agrees that neither it nor its subcontractors will discriminate against any employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment because of race, color, religion, national origin, age, sex, height, weight or marital status. The Contractor shall inform the City of all claims or suits asserted against it by the Contractor's employees who work pursuant to this Agreement. The Contractor shall provide the City with periodic status reports concerning all such claims or suits, at intervals established by the City.

- 11. The Contractor shall not commence work under this Agreement until it has, at its sole expense, obtained the insurance required under this paragraph. All coverages shall be with insurance companies licensed and admitted to do business in the State of Michigan. All coverages shall be with carriers acceptable to the City of Birmingham.
- 12. The Contractor shall maintain during the life of this Agreement the types of insurance coverage and minimum limits as set forth below:
 - a. <u>Workers' Compensation Insurance</u>: Contractor shall procure and maintain during the life of this Agreement, Workers' Compensation Insurance, including Employers Liability Coverage, in accordance with all applicable statutes of the State of Michigan.
 - b. Commercial General Liability Insurance: Contractor shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than \$2,000,000 per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Contractors Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.
 - c. <u>Motor Vehicle Liability</u>: Contractor shall procure and maintain during the life of this Agreement Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than \$1,000,000 per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.
 - d. <u>Additional Insured</u>: Commercial General Liability and Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following shall be *Additional Insureds*: The City of Birmingham, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof. This coverage shall be primary to any other coverage that may be available to the additional insured, whether any other available coverage by primary, contributing or excess.
 - e. <u>Professional Liability</u>: Professional liability insurance with limits of not less than \$1,000,000 per claim if Contractor will provide service that are customarily subject to this type of coverage.
 - f. <u>Cancellation Notice</u>: Workers' Compensation Insurance, Commercial General Liability Insurance and Motor Vehicle Liability Insurance (and Professional Liability Insurance, if applicable), as described above, shall include an endorsement stating the following: "Thirty (30) days Advance Written Notice of Cancellation or Non-

- Renewal, shall be sent to: Finance Director, City of Birmingham, PO Box 3001, 151 Martin Street, Birmingham, MI 48012-3001.
- g. <u>Proof of Insurance Coverage</u>: Contractor shall provide the City of Birmingham at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the City of Birmingham, as listed below.
 - i. Two (2) copies of Certificate of Insurance for Workers' Compensation Insurance;
 - ii. Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
 - iii. Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
 - iv. Two (2) copies of Certificate of Insurance for Professional Liability Insurance:
 - v. If so requested, Certified Copies of all policies mentioned above will be furnished.
- h. <u>Coverage Expiration</u>: If any of the above coverages expire during the term of this Agreement, Contractor shall deliver renewal certificates and/or policies to the City of Birmingham at least (10) days prior to the expiration date.
- i. <u>Maintaining Insurance</u>: Upon failure of the Contractor to obtain or maintain such insurance coverage for the term of the Agreement, the City of Birmingham may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the City of Birmingham shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.
- 13. To the fullest extent permitted by law, the Contractor and any entity or person for whom the Contractor is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the City of Birmingham, its elected and appointed officials, employees and volunteers and others working on behalf of the City of Birmingham against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from and the City of Birmingham, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Birmingham, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the City of Birmingham.
- 14. If, after the effective date of this Agreement, any official of the City, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested

in this Agreement or the affairs of the Contractor, the City shall have the right to terminate this Agreement without further liability to the Contractor if the disqualification has not been removed within thirty (30) days after the City has given the Contractor notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

- 15. If Contractor fails to perform its obligations hereunder, the City may take any and all remedial actions provided by the general specifications or otherwise permitted by law.
- 16. All notices required to be sent pursuant to this Agreement shall be mailed to the following addresses:

City of Birmingham

Attn: Nicholas Dupuis 151 Martin St. Birmingham, MI 48009 (248)-530-1856

CONTRACTOR		

- 17. Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL§600.5001 et. seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in the Oakland County Circuit Court or the 48th District Court.
- 18. FAIR PROCUREMENT OPPORTUNITY: Procurement for the City of Birmingham will be handled in a manner providing fair opportunity for all businesses. This will be accomplished without abrogation or sacrifice of quality and as determined to be in the best interest of the City of Birmingham.

IN WITNESS WHEREOF, the said parties have caused this Agreement to be executed as of the date and year above written.

CONTRACTOR	
By:	
Its:	
STATE OF MICHIGAN) COUNTY OF OAKLAND) ss:	
On this day of, who acknowledged the to do so he/she signed	
Notary Public County, Michigan Acting in County, Michigan My commission expires:	
CITY OF BIRMINGHAM	
By: Therese Longe	By:Alexandria Bingham
Its:	Its:
APPROVED	
Nicholas Dupuis, Planning Director (Approved as to Substance)	Mark Gerber, Director of Finance (Approved as to Financial Obligation)
Mary Kucharek, City Attorney (Approved as to Form)	Thomas M. Markus, City Manager (Approved as to Substance)

ATTACHMENT B BIDDERS AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

BIDDERS AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

In submitting this proposal, as herein described, the Contractor agrees that:

- 1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
- 2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.

PREPARED BY (PRINT NAME)	DATE
AUTHORIZED SIGNATURE	
TITLE	EMAIL ADDRESS
COMPANY	
ADDRESS	PHONE
NAME OF PARENT COMPANY	
ADDRESS	PHONE

ATTACHMENT C COST PROPOSAL FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

COST PROPOSAL FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

*Attach technical specifications for all proposed materials as outlined in the Submission Requirements section of the RFP (pg. 5-6)

COST PROPOSAL		
ITEM	BID AMOUNT	
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
TOTAL BID AMOUNT	\$	
ADDITIONAL BID IT	EMS	
Additional Meetings with City Staff and Boards	\$	
Other -	\$	
Other -	\$	
GRAND TOTAL AMOUNT	\$	

Firm Name:	
Authorized Signature:	Date:

ATTACHMENT D

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

PREPARED BY (PRINT NAME)	DATE
AUTHORIZED SIGNATURE	
TITLE	EMAIL ADDRESS
COMPANY	
ADDRESS	PHONE
NAME OF PARENT COMPANY	
ADDRESS	PHONE