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Birmingham to Hold Wayfinding Public Input Session

BIRMINGHAM, MI, April 5, 2023 – The City of Birmingham has announced a Public Input Session regarding the city’s Wayfinding/Signage Program will take place on Monday, April 17, 2023 from 5:30 – 7 p.m. in City Hall conference rooms 202 and 203. Representatives from the city’s design consultant, Corbin Design, will lead the meeting and gather input from the community.

Wayfinding and signage design programs establish a vision and long-range set of general guidelines for current and future signage needs. They serve an important directional function, but also play an integral role in identifying key points of interest. In a vibrant urban environment like Birmingham, clear and consistent wayfinding and signage is essential for residents and visitors alike.

In 2004, the City of Birmingham adopted a Citywide Wayfinding and Signage Design Program that provided a review of placement/need, detailed graphic guidelines, and an outline of different sign types and their respective uses. Last fall, the city’s Ad Hoc Wayfinding and Branding Committee reviewed the 2004 Wayfinding Program and determined it was in need of an update. Following a competitive bid process, the committee selected Corbin Design for the update.

“At the public input session, we will be introducing attendees to the concept of wayfinding and how it will benefit the community,” said Corbin Design Wayfinding Project Manager, Moira O’Polka. “We look forward to gaining input about hidden gems, top destinations, how people navigate the city, terminology used to describe different areas and, overall, how they describe and see Birmingham.”

Corbin Design is located in Traverse City, Michigan. With hundreds of successful wayfinding projects throughout North America, including more than 100 cities, Corbin Design is a leader in wayfinding consulting and signage system design. Corbin Design has demonstrated a proficiency in the nuances of signage and wayfinding, an attention to detail, and an up-to-date design capability that could include sustainable approaches and technological innovations.

Learn more about the Ad Hoc Wayfinding and Branding Committee at www.bhamgov.org/wayfinding.

City of Birmingham – A Walkable Community. Visit the city’s web site at www.bhamgov.org.

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