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To: pselden@aol.com <pselden@aol.com>
Cc: sdeisler@texastownship.org <sdeisler@texastownship.org>
Subject: Southwest Michigan Bikeway signs and recommendation
Date: Thu, Sep 13, 2018 8:36 am

Hi Paul & Kalamazoo Region Bike Route Committee,

Having given the matter long and careful consideration, please accept this e-mail as my intention to support and encourage implementation of the Southwest Michigan Bikeway, also known as Map 7 in the KATS 2045 Metropolitan Transportation Plan, using the guidelines for signing recommended by the Kalamazoo Region Bike Route Committee. Although I would ultimately still prefer more time to discuss the final sign design with key stakeholders, the KRBRC-recommended sign known as the M1-8a, together with the other ancillary MMUTCD-based wayfinding signage, would in theory provide a more distinctive and marketable image for the regional network we are hoping to accomplish than the alternatives I've seen placed along 12th Street.

I have already recommended KRBRC's sign guidelines (in concept) to my colleagues and top management, and will continue to do so to the extent consistent with my obligations to make our community even more attractive as a leisure/sports tourism destination. In my personal opinion, the sooner we move toward implementing a consistent sign policy along these lines, the better it will be for the Kalamazoo region.

Thank you for your consideration.

Brian

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