

Kalamazoo Region Bike Route Committee Meeting NOTES

D1-Series Wayfinding Sign Agenda & Worksheet

Meeting held on July 24, 2023; 11-noon; Oshtemo Township Hall

Participants: Scott Fitzgerald, Tom Hohm, Paul Selden (Chair), Richard Skalski, Vanessa Street, Abigail Wheeler

Goal

Continue to facilitate discussion/brainstorming about destination place-names on the "D-1 Series" destination-direction-distance wayfinding signs on the Southwest Michigan Bikeway and their role in community-wide place-making. These destination-oriented signs are posted underneath the primary signs on the same post.

Example of this type of guide sign (in Portage at SE corner of Oakland Dr. at Romence Rd):



Agenda

Welcome

Introductions

D1 signs leading TO Kalamazoo FROM Portage on Oakland Dr. currently count down into the near-center of Kalamazoo's metropolitan center, starting in Portage at Romence Rd.

Review of Wayfinding Survey Input Received To Date (please request a survey if you would like one)

Straightforward place-name legends all informally confirmed (e.g., "Galesburg," "Vicksburg")

"Alamo Center" recently added to "Comstock Center" and "Cooper Center"

Today's focus: Destination Names Sign Legends Heading TO Oshtemo Township - see Oshtemo Worksheet

Next Scheduled Meeting: October 24, 2023; 11-noon; venue TBD

Agenda: discussion about emerging local sign legends and principles

*Thank you for your input and participation, and,
thanks to the Oshtemo Township for providing our meeting facilities today!*

Wayfinding Worksheet July 24, 2023

The following represents participant input; the worksheet itself is provided for context.

###

Please complete this worksheet and turn in to Paul Selden at the end of our session. This worksheet presents one example of what might be used in a more public manner with a larger audience. Your input is informal and unofficial, intended only to provide food for thought.

Name: _____

Part One - Brainstorming

Imagine you are a bicyclist riding TO Oshtemo FROM WMU's Main Campus on West Michigan Avenue (then, W. KL Ave) on the Southwest Michigan Bikeway.

Please take a few minutes to privately jot down your ideas as we cover these scenarios.

A. Signs Using Familiar Names/Logos

Destinations TO Oshtemo Township can:

Start from WMU's Main Campus using a familiar destination-based name/logo that reads:

1a. **Oshtemo Township; Oshtemo; Oshtemo; Oshtemo**

and **continues to display the same** at the Oshtemo Township border.

VS

Start from WMU's Main Campus using a familiar destination-based name/logo that reads:

1b. **Oshtemo Center; Oshtemo; Oshtemo; Oshtemo**

then, at the Oshtemo Township municipal border, **changes to display:**

1c. **Kal Haven Trail Head; no change until 9th: N → Twp Offices/Hall; S → DDA**

District (Flesher Field); Oshtemo Center; Oshtemo Town Hall; DDA; 9th St Area - Small Business District; Oshtemo Twp Hall; Oshtemo Center; Oshtemo Park

OR

B. Signs Using "Invented" Names/Logos (*to be established via public education/marketing)*

Destination names TO Oshtemo Township can:

Start from WMU's Main Campus using a new ("invented") name/logo, namely:

2a. **Oshtemo Village; Oshtemo Center; Oshtemo; Oshtemo Ctr**

and **continues to display the same** at the Oshtemo Township municipal border.

VS

Start from WMU using a new ("invented") destination-based name/logo that reads:

2b. **Mattawan / Paw Paw; split as above, but at 9th St.; Oshtemo Center; Oshtemo Border**

then, at the Oshtemo Township municipal border, **changes to display:**

2c. **Mattawan; Oshtemo Township Services (Hall, Fire, Park); Oshtemo Ctr**

Part Two - Discussion

Review and discuss brainstorming ideas. During the discussion please transfer your ideas to sticky notes, one per note and labeling each by number (e.g., 1a - 2c).

Part Three - Posting / "Straw Voting"

Depending on the results of Parts One and Two, time permitting, we will post the sticky notes in separate columns, 1a - 2c. Once all the notes have been posted, vote for your favorites by writing a "Y" on each. The number of votes to use will be limited depending on group size and scenarios completed.

1a

Oshtemo Twp Y: 3

Oshtemo Town Hall/Park: 1

1b

Oshtemo: 4

Oshtemo Ctr: 3

1c

Oshtemo Twp Hall: 5

Oshtemo Village

9th St/Stadium

Oshtemo Center

Oshtemo Park

2a

Oshtemo Village

2b

Mattawan/Paw Paw: 2

2c

Oshtemo Twp Offices/Library: 4

Oshtemo DDA/Flesher Field Park

Oshtemo Township Services?

KVCC - 9th/O Av

Background

The Southwest Michigan Bikeway (SWMB) is a destination-oriented regional bikeway recognized by the Kalamazoo Area Transportation Study in its 2045 and 2050 Metropolitan Transportation Plans and by the Michigan Department of Transportation in its 2020 Southwest Michigan Region Nonmotorized Transportation Plan. The SWMB is precedent-setting in its size of some 380 centerline miles, the number of municipalities it connects and in its ability to demonstrate principles of cross jurisdictional community development that can serve as a model for the rest of the region and beyond.

Regional Connections for Oshtemo Township

Connections to/from Oshtemo are illustrated in the KATS 2050 Metropolitan Transportation Plan (2050 MTP) in Maps 13 (Existing) and 17 (Proposed). The term “regional” is used to indicate the Southwest Michigan Bikeway, a name chosen and confirmed by participants in the Kalamazoo Region Bike Route Committee.

As illustrated in the 2050 MTP, in a more or less clockwise list starting from the north, SWMB routes connect TO or fall within Oshtemo Township’s borders, FROM:

- | | |
|----------------------------------|----------------------------|
| - Cooper Center | - Portage (via Oakland Dr) |
| - Parchment | - WMU Main Campus |
| - Richland | - WMU BTR Campus |
| - Comstock Center | - KVCC (Texas Twp Campus) |
| - Climax | - Oshtemo Twp |
| - Portage (east-side connection) | - Alamo Center. |
| - Texas Corners (Texas Twp) | |

The initial primary purpose of these To-From D1 signs is to provide direction to the named destinations. They may also be used for local wayfinding to other destinations (e.g., “Beach;” “Library;” “City Hall,” etc.).

With its more or less central location in Kalamazoo County, it is not surprising that many regional destinations of enduring importance connect to and from the City of Kalamazoo. The routes connect TO Kalamazoo nodes along what may be imagined as a “SWMB beltway” in order to avoid routing all connections through a single high-traffic node. This “beltway” will likely change as the downtown street configuration undergoes transformation.