

Alley Project

West 2nd

Presented by Destination Cleveland a private, non-profit destination marketing and management organization whose mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel.

Destination Cleveland Proposal for West 2nd Alley

1. Destination Cleveland has a mission to vinyl wrap alleys as a way to connect downtown areas and improve pedestrian access for visitors to explore Cleveland.
2. Timeline: Installation to occur in Spring 2024 in time for the national and international sporting events, conventions and cruise ship passengers.
3. Proposed West 2nd Alley Project – Install shrink wrap vinyl design only to the brick on the building located at 205 West St. Clair on the alley side half way up the building and up the back of the building. Install non-slip paint design on alley roadway.
4. Term – The art installation would remain in place for up to five (5) years.
5. Estimated installation timeline for building design 1-2 days. Street Design installation timeline to be determined.
6. Destination Cleveland responsible for all maintenance and required to return the building and roadway to its original condition.



Alley Wrap

The organic shapes of the color blobs would seamlessly wrap around corners and can incorporate Cleveland branding.

With the freedom of these shapes, we can ensure that the location of the artwork does not interfere with necessary view (i.e. apartment/shop windows), disrupt signage etc., while still being able to create a continuous flow of color and shape across many various building walls and floor space.

