

LEGISLATIVE SUMMARY
Mayor's Office of Capital Projects
Division of Engineering and Construction

MidTown Cleveland, Inc. Encroachments
Wayfinding Signage Program

Ordinance Number: 439-2019

Description: Authorizing the Director of Capital Projects to issue a permit to MidTown Cleveland, Inc. to encroach into the public right-of-way of the Midtown District by installing, using, and maintaining the MidTown Wayfinding Signage Program.

Purpose: MidTown Cleveland, Inc., the organization charged with developing a dynamic neighborhood that unites the city's downtown and innovation districts, has undertaken a wayfinding process to help an influx of visitors safely navigate our streets and feel a sense of place. MidTown is home to incredible destinations that attract hundreds of thousands of visitors each year. The Agora Theatre, Masonic Temple, The Children's Museum of Cleveland, and the Morgan Conservatory are just a few of the well-known destinations in MidTown. Working with local partner Guide Studio, we are working to create a more connected and complete community by implementing a Signage and Wayfinding Plan. The primary objective of this plan is to develop a framework to establish a functional system of community signage that embodies our unique character and effectively directs visitors to local amenities. The plan will get visitors (those unfamiliar to the area) to the front door of major visitor-based destinations.

Specifically:

1. Create a consistent signage and wayfinding system across a range of signage mediums;
2. Create guidelines for a signage and wayfinding system that directs visitors to landmarks, facilities, activity centers, and services;

3. Improve navigation for all modes of travel with a focus on establishing signage and wayfinding links for cars, bicycles and transit;

4. Reinforce the identity of MidTown as a destination for business, residential, and entertainment activity.

In April 2018, Guide Studio held a series of Discovery Sessions with key stakeholders. During this outreach, we were able to find consensus on the neighborhoods major destinations, public parking priorities, perceived points of arrival into the neighborhood, routes with the best driving experiences, and areas with the most pedestrian and bike activity.

A consent form acknowledging approval of this request will be forthcoming from the Council Members.

Wards:

Ward 7, Council Member Basheer S. Jones

Ward 5, Council Member Phyllis Cleveland