

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

MidTown Cleveland, Inc. Encroachment
Asiatown "Pie Slice" Blade Signage Program

Ordinance Number: 440-2019

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 Asiatown "pie slice" blade signage program.

Purpose: In an effort to brand and market the Asiatown neighborhood in the City of Cleveland, MidTown Cleveland, Inc. and St. Clair Superior Development Corporation worked collaboratively with a group of community members and stakeholders to create "street blade signs" with culturally appropriate branding. The group collectively believes these signs will create more identity in the public realm, helping to signal to visitors their arrival in a new cultural district and to build neighborhood pride among residents. Current precedents for this signage are in the Ohio City and Brooklyn Centre neighborhoods.

Because the Asiatown neighborhood reflects a multitude of Asian cultures and languages, the collective group decided to include blade signs translated into six different Asian languages including: Chinese, Korean, Tagalog (spoken in the Philippines), Vietnamese, Hindi and Thai. One side will consistently be in English while the other side will have a composition of one of the other languages.

The signs will be located on poles with street signs, two per pole, along Payne Avenue and Superior Avenue from E. 27th St., to E. 40th St., denoted by the orange and yellow locations on the map below. In addition, there will be one pole at E. 40th and King Avenue.

Total number of street signs 56.

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

Ward: Ward 7, Council Member Basheer S. Jones
Ward 5, Council Member Phyllis Cleveland