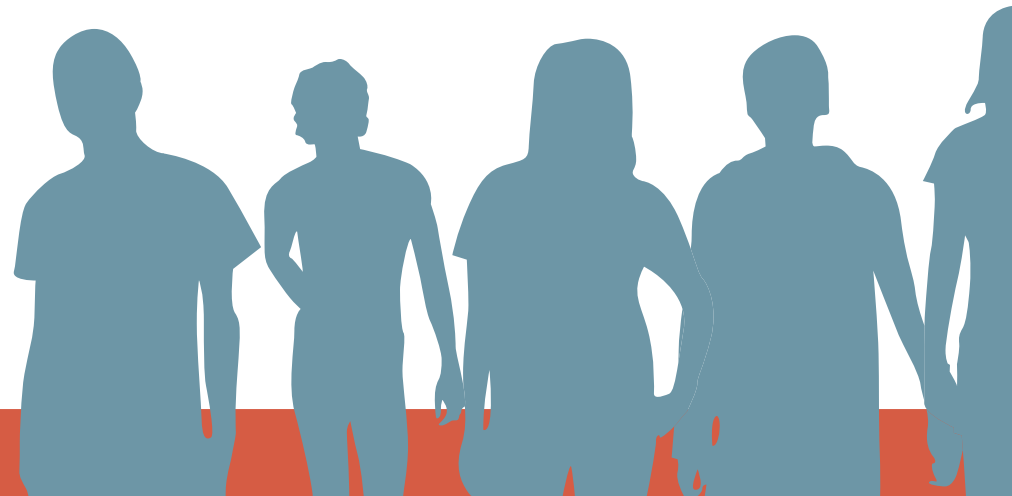


BUILD ON YOUR PHYSICAL BRAND



WHAT WE HEARD

- + Expand the streetscape on Detroit to the east and west to connect to other neighborhoods/districts and highlight the assets in Gordon Square
- + Connect to the lakefront, which is the neighborhood's strongest asset ("unique asset in Greater Cleveland" and "our proximity to the lake and Edgewater is pretty special and we can do more to take advantage of it")
- + Better signage, wayfinding and connections to the lakefront and along Detroit
- + New north-south streetscapes in addition to 73rd Street
- + More bike friendly
- + Better connections to RTA Station
- + Better transportation options

"Re-make the red line RTA station... allowing people to come in and directly walk into the district"

"One way to create connectivity is making it easier to bike"

"Expand streetscape East on Detroit and West onto Lake and Detroit"

"our proximity to the lake and Edgewater is pretty special and we can do more to take advantage of it"

"The Lakefront is a unique asset in Greater Cleveland"

"We need more signs on how to get to the lake"

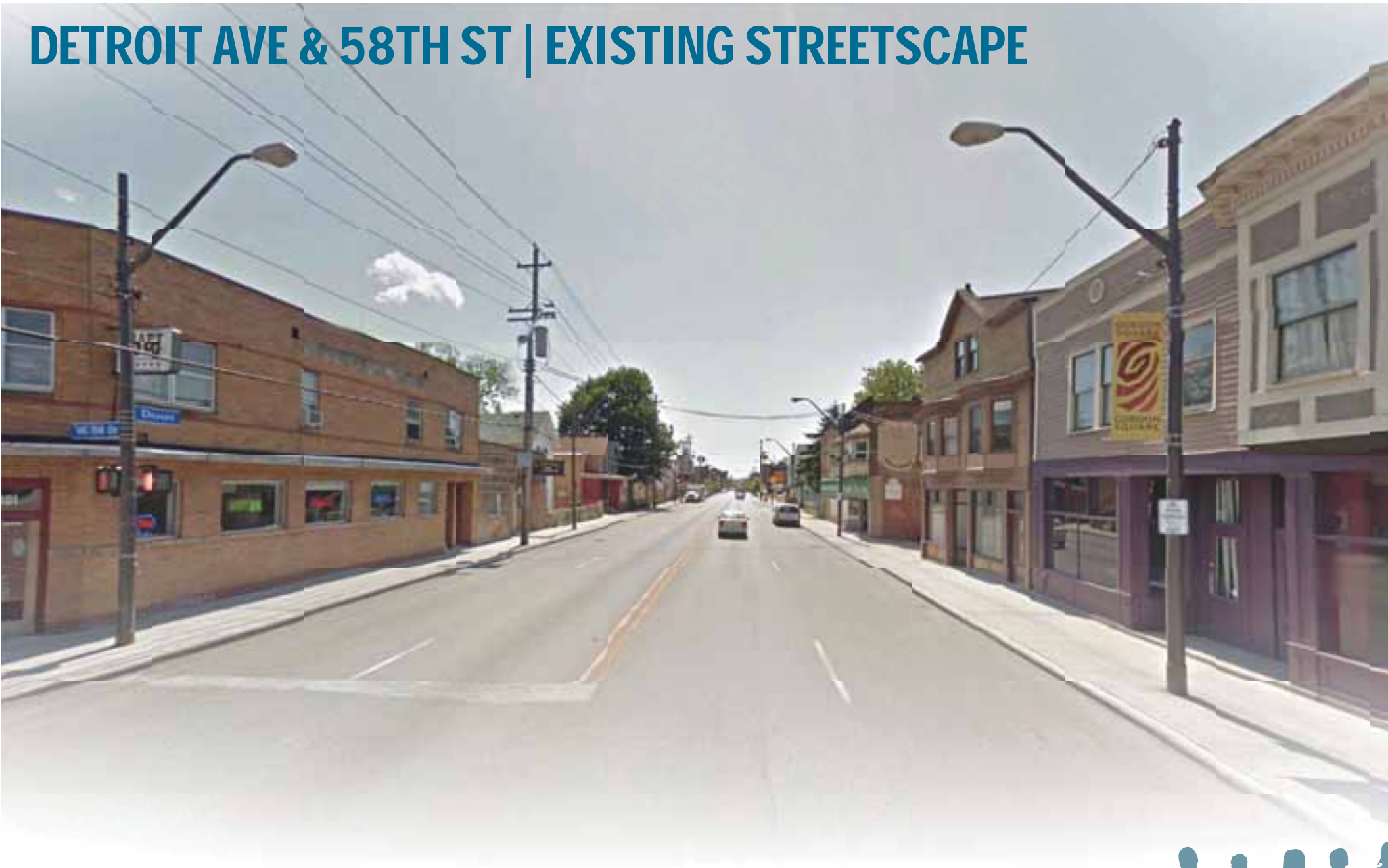
DETROIT AVE & 65TH ST | EXISTING STREETScape



DETROIT AVE & 65TH ST | STREETSCAPE COMPONENTS



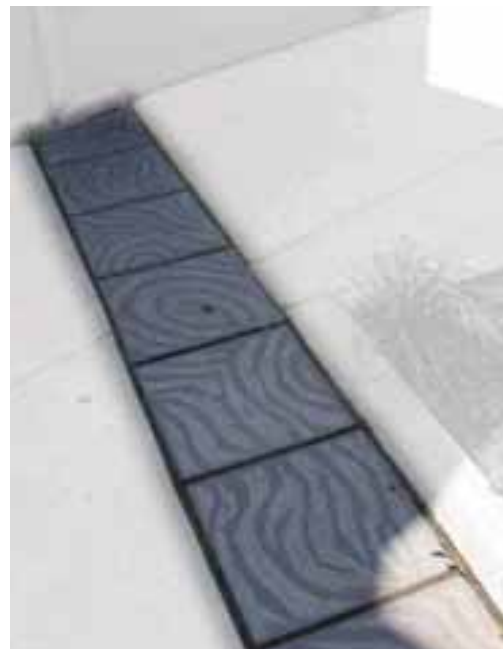
DETROIT AVE & 58TH ST | EXISTING STREETScape



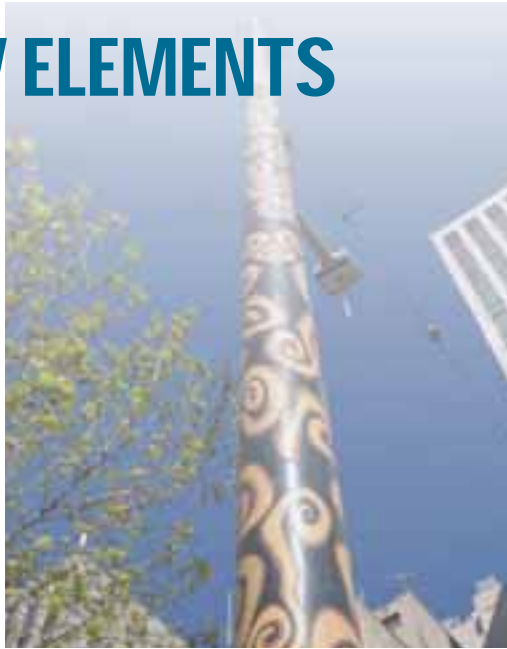
DETROIT AVE & 58TH ST | STREETSCAPE COMPONENTS



KIT OF EXISTING PARTS



POTENTIAL NEW ELEMENTS



EXTEND DETROIT AVE STREETSCAPE



EXTEND STREETSCAPE



76th ST

73rd ST

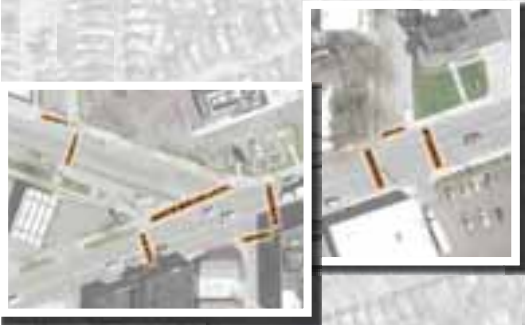
65th ST

58th ST

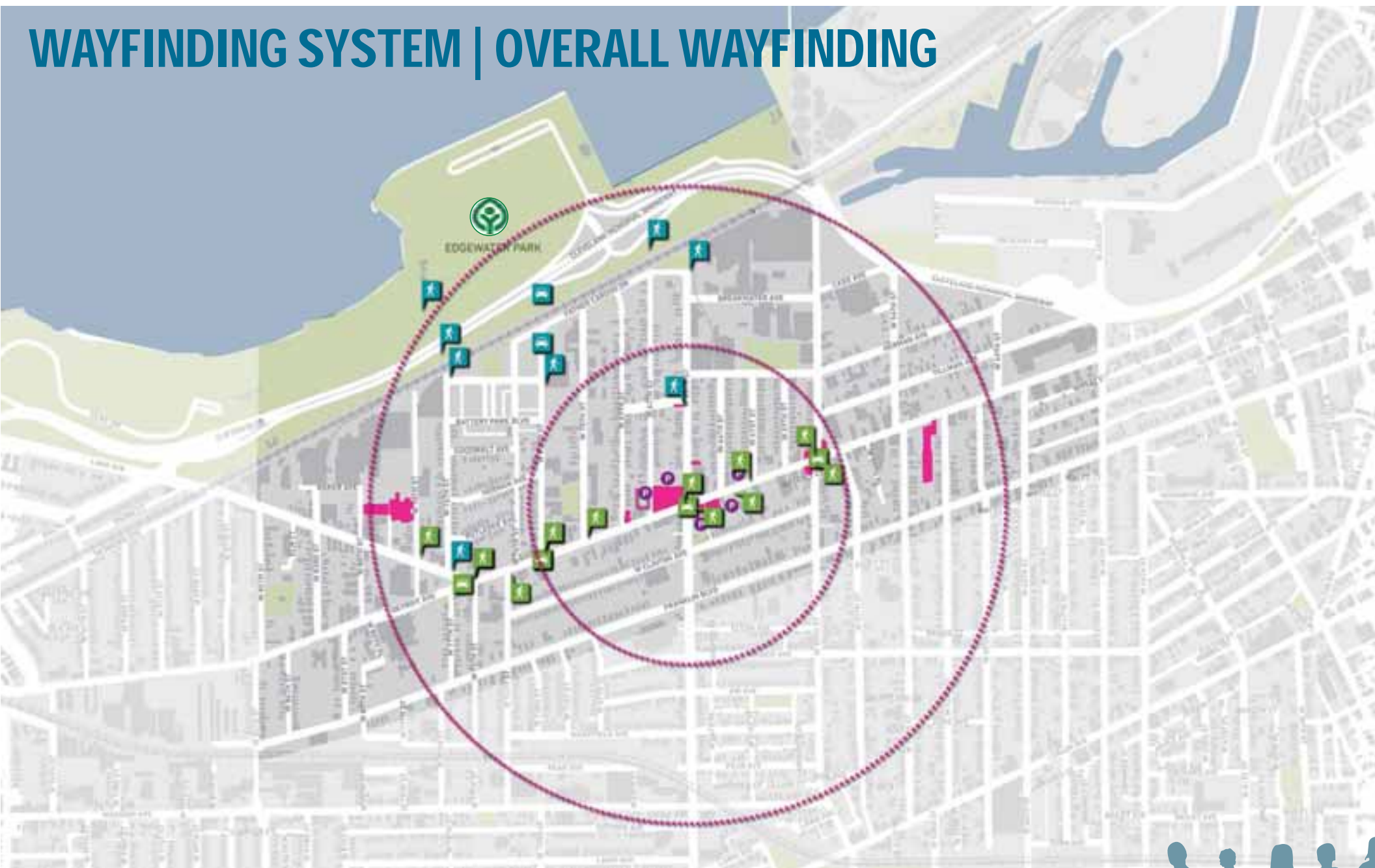
54th ST

49th ST

45th ST



WAYFINDING SYSTEM | OVERALL WAYFINDING

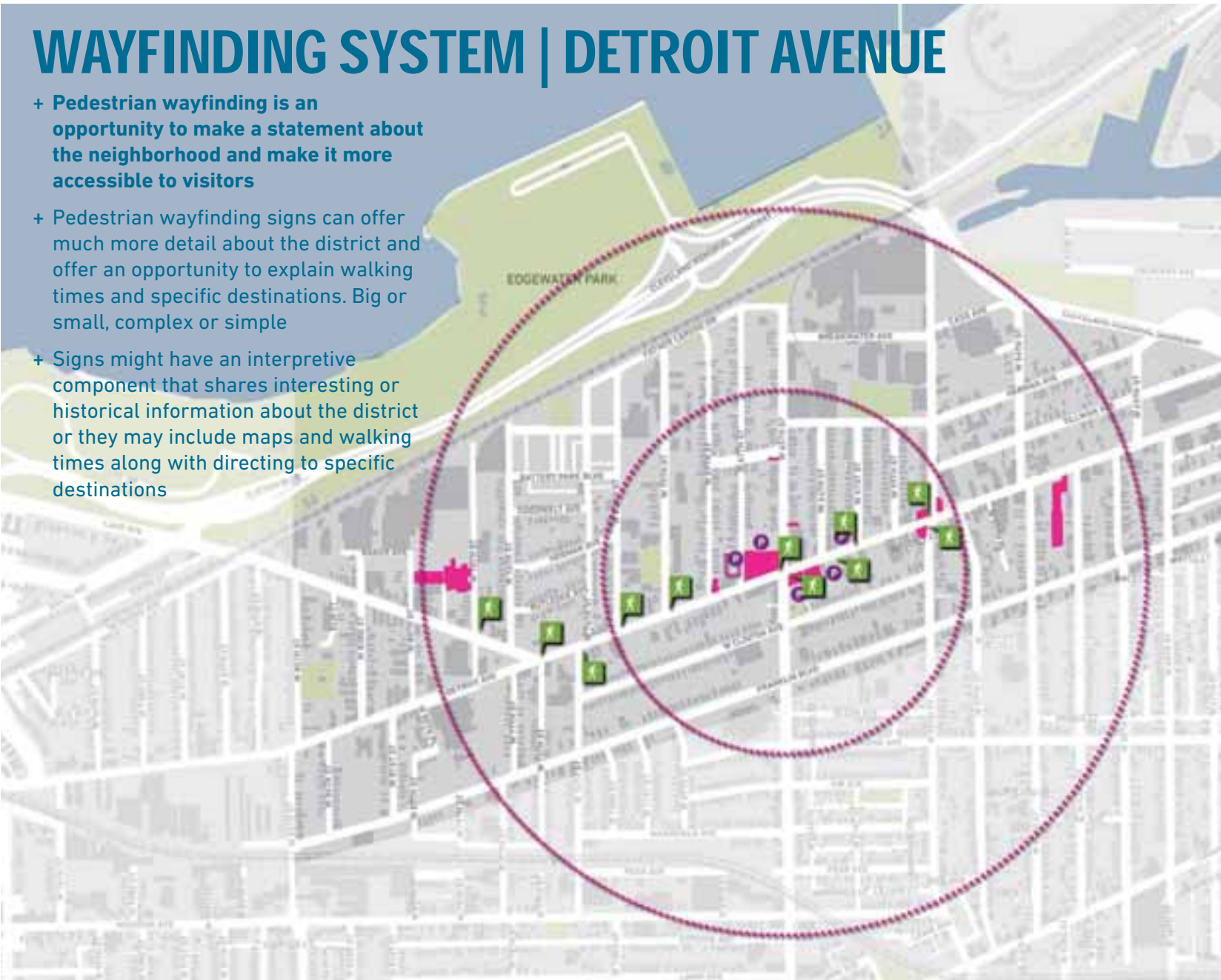


CURRENT WAYFINDING | DETROIT AVENUE



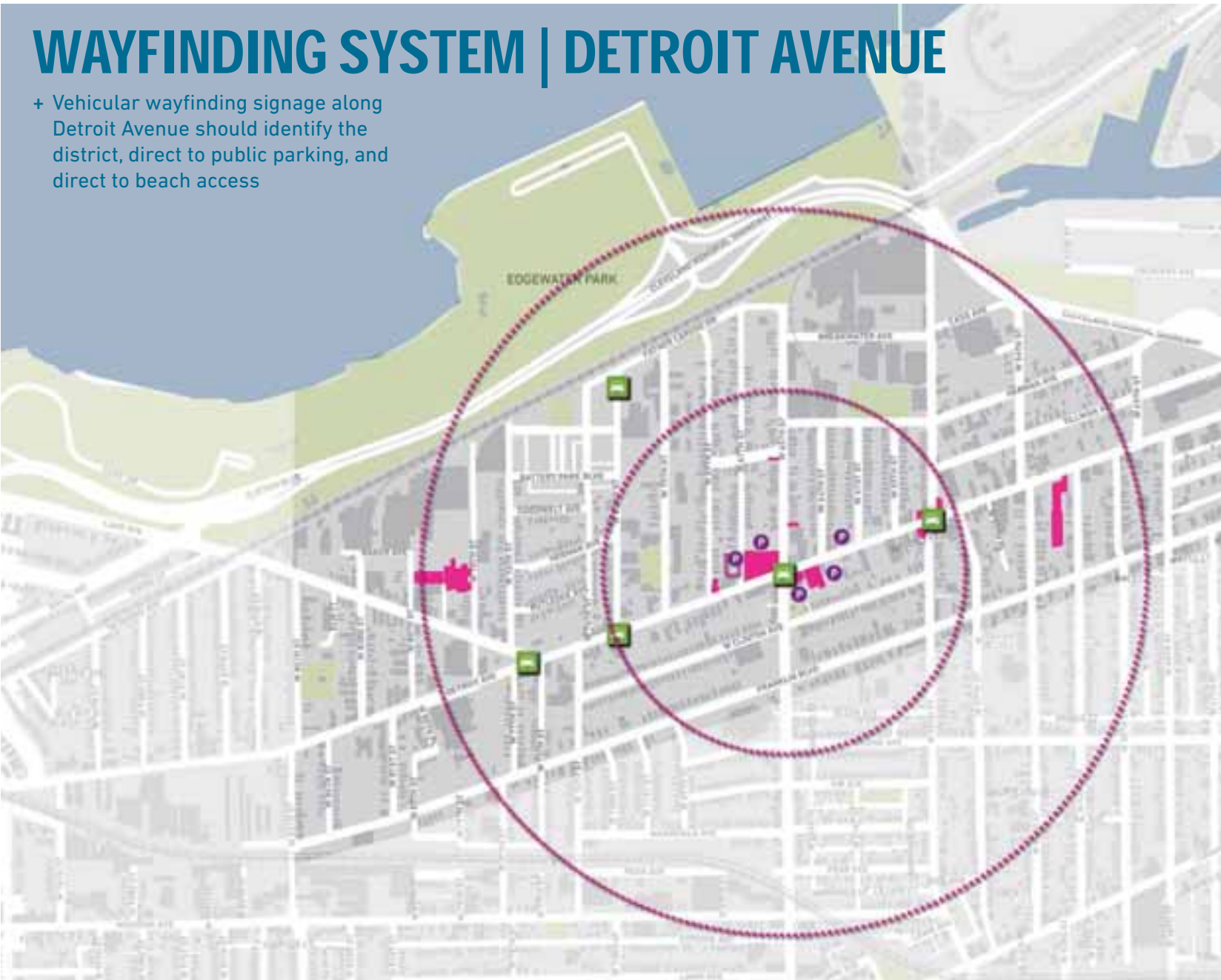
WAYFINDING SYSTEM | DETROIT AVENUE

- + Pedestrian wayfinding is an opportunity to make a statement about the neighborhood and make it more accessible to visitors
- + Pedestrian wayfinding signs can offer much more detail about the district and offer an opportunity to explain walking times and specific destinations. Big or small, complex or simple
- + Signs might have an interpretive component that shares interesting or historical information about the district or they may include maps and walking times along with directing to specific destinations



WAYFINDING SYSTEM | DETROIT AVENUE

- + Vehicular wayfinding signage along Detroit Avenue should identify the district, direct to public parking, and direct to beach access

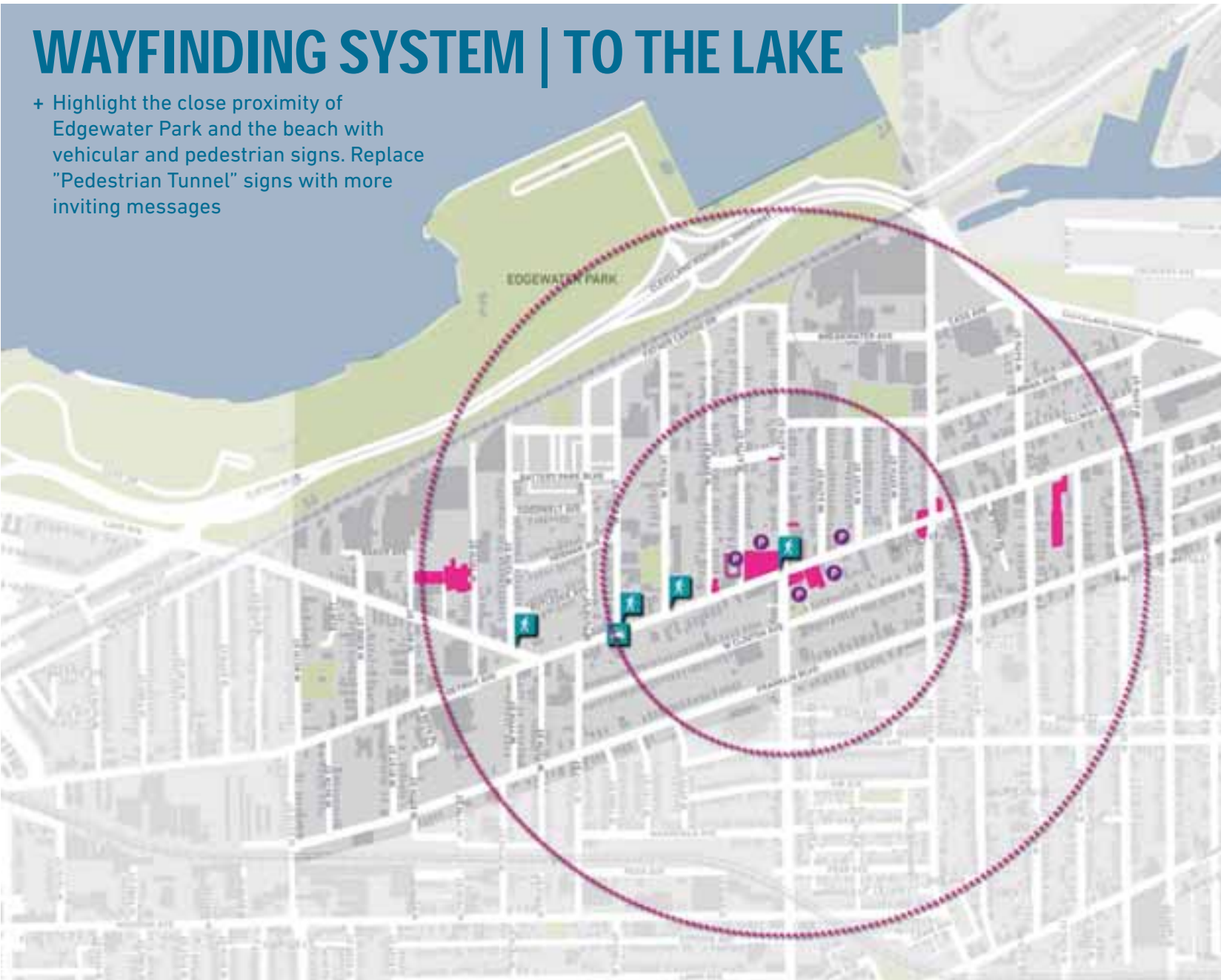


CURRENT WAYFINDING | TO LAKE

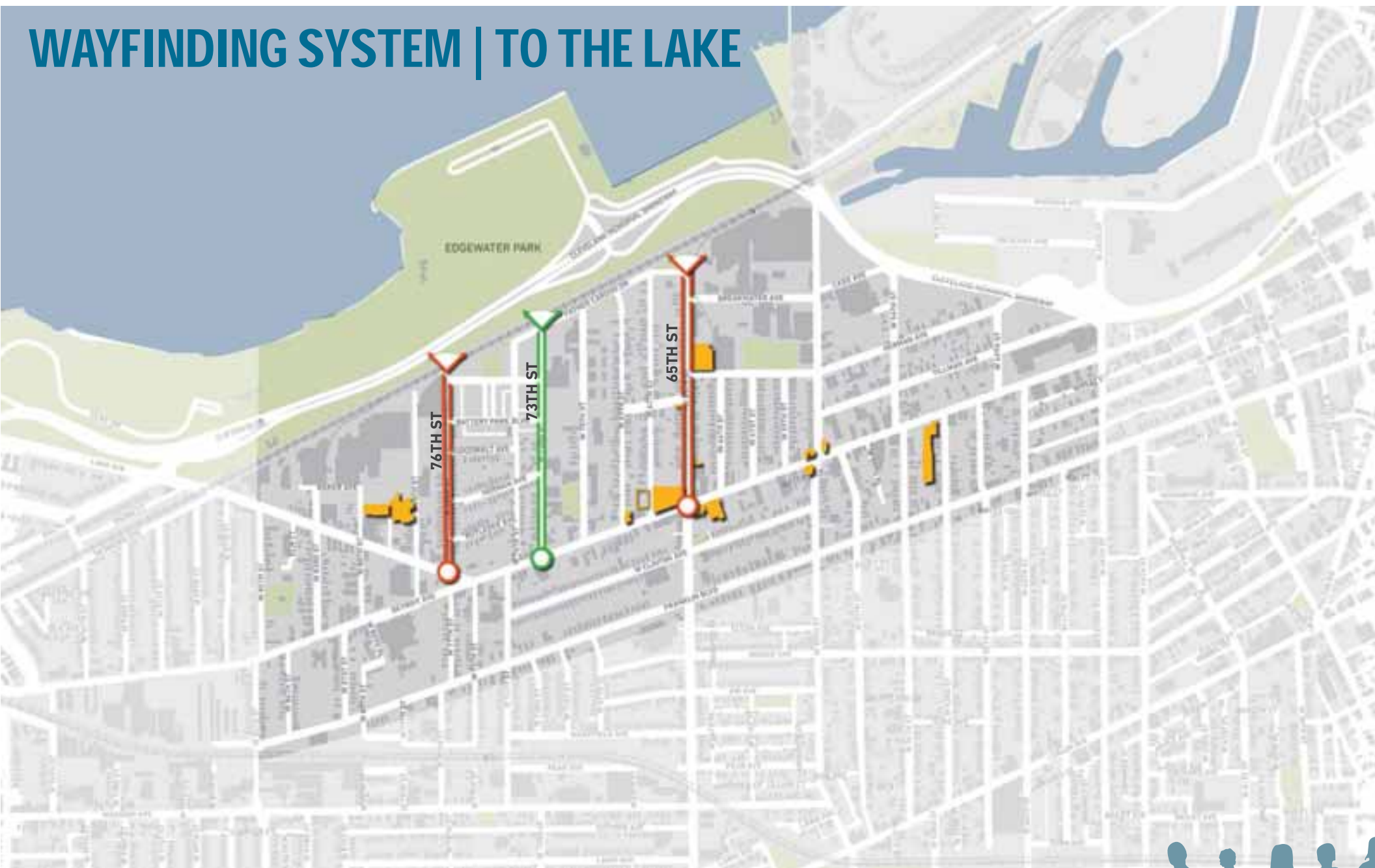


WAYFINDING SYSTEM | TO THE LAKE

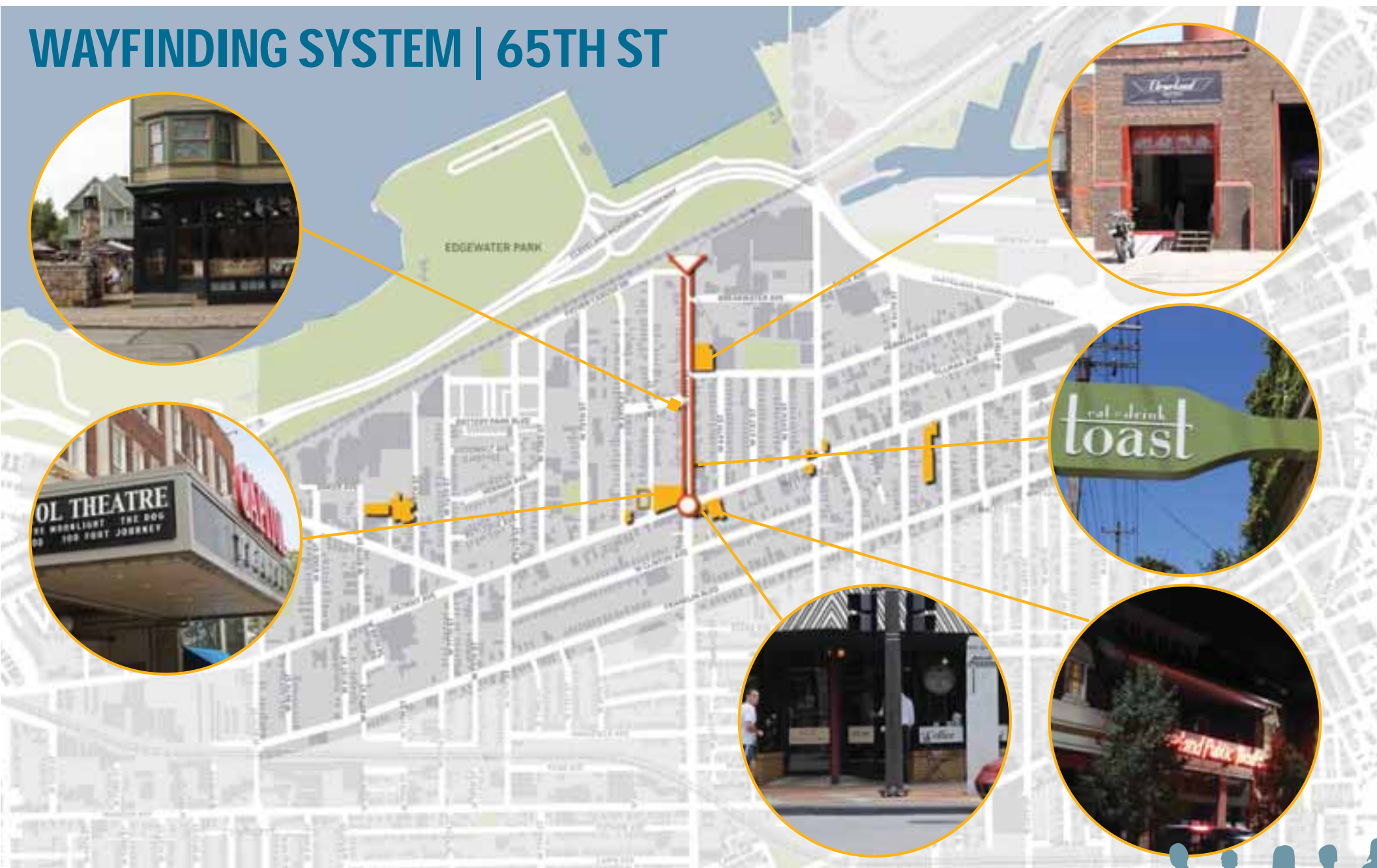
- + Highlight the close proximity of Edgewater Park and the beach with vehicular and pedestrian signs. Replace "Pedestrian Tunnel" signs with more inviting messages



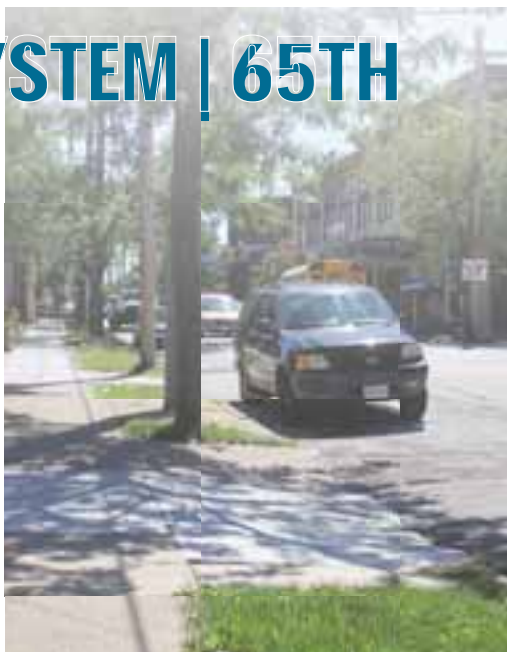
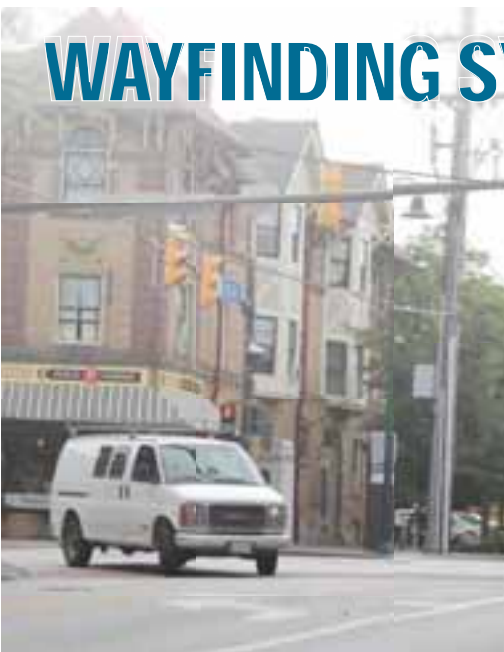
WAYFINDING SYSTEM | TO THE LAKE



WAYFINDING SYSTEM | 65TH ST



WAYFINDING SYSTEM | 65TH



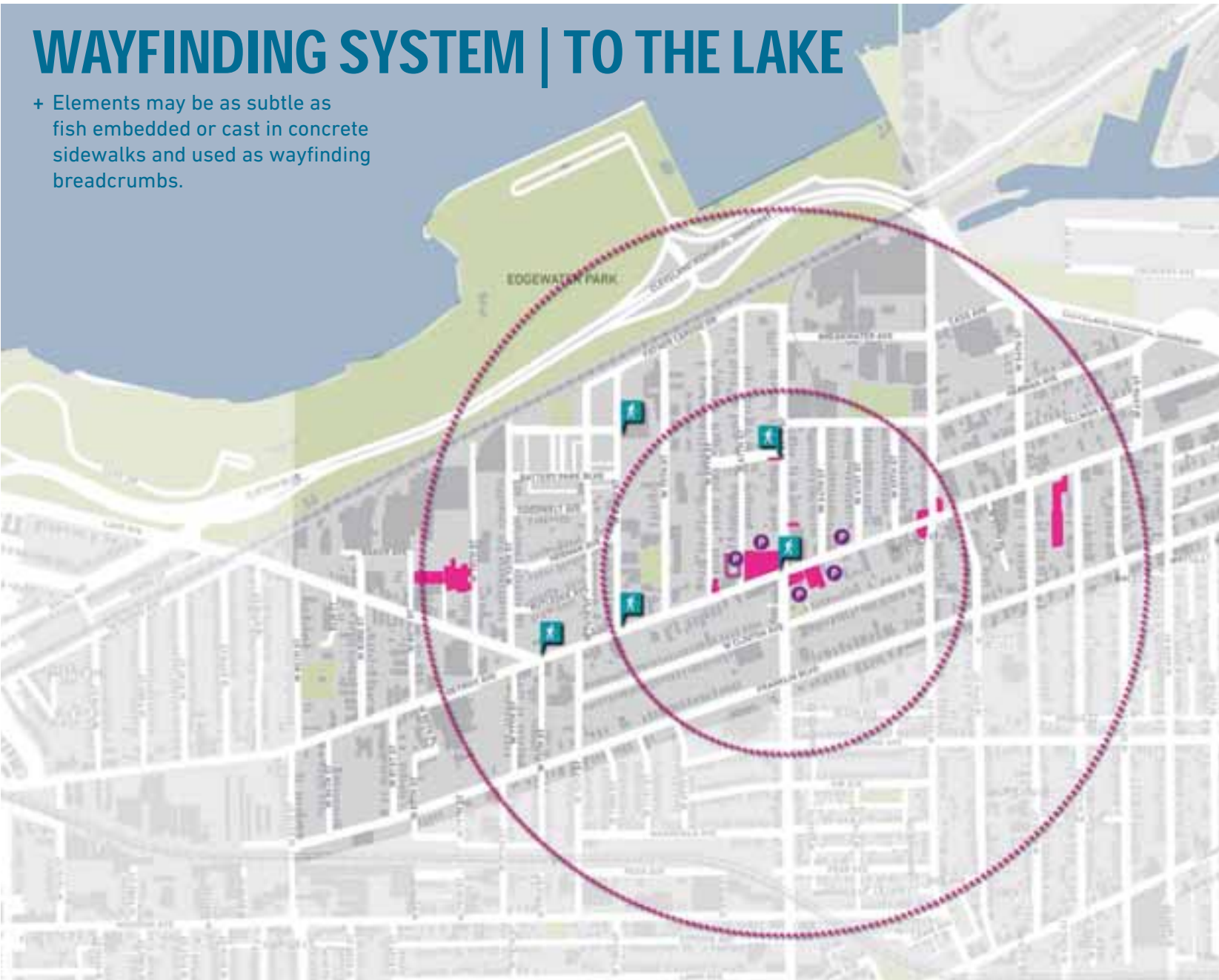
WAYFINDING SYSTEM | 65TH





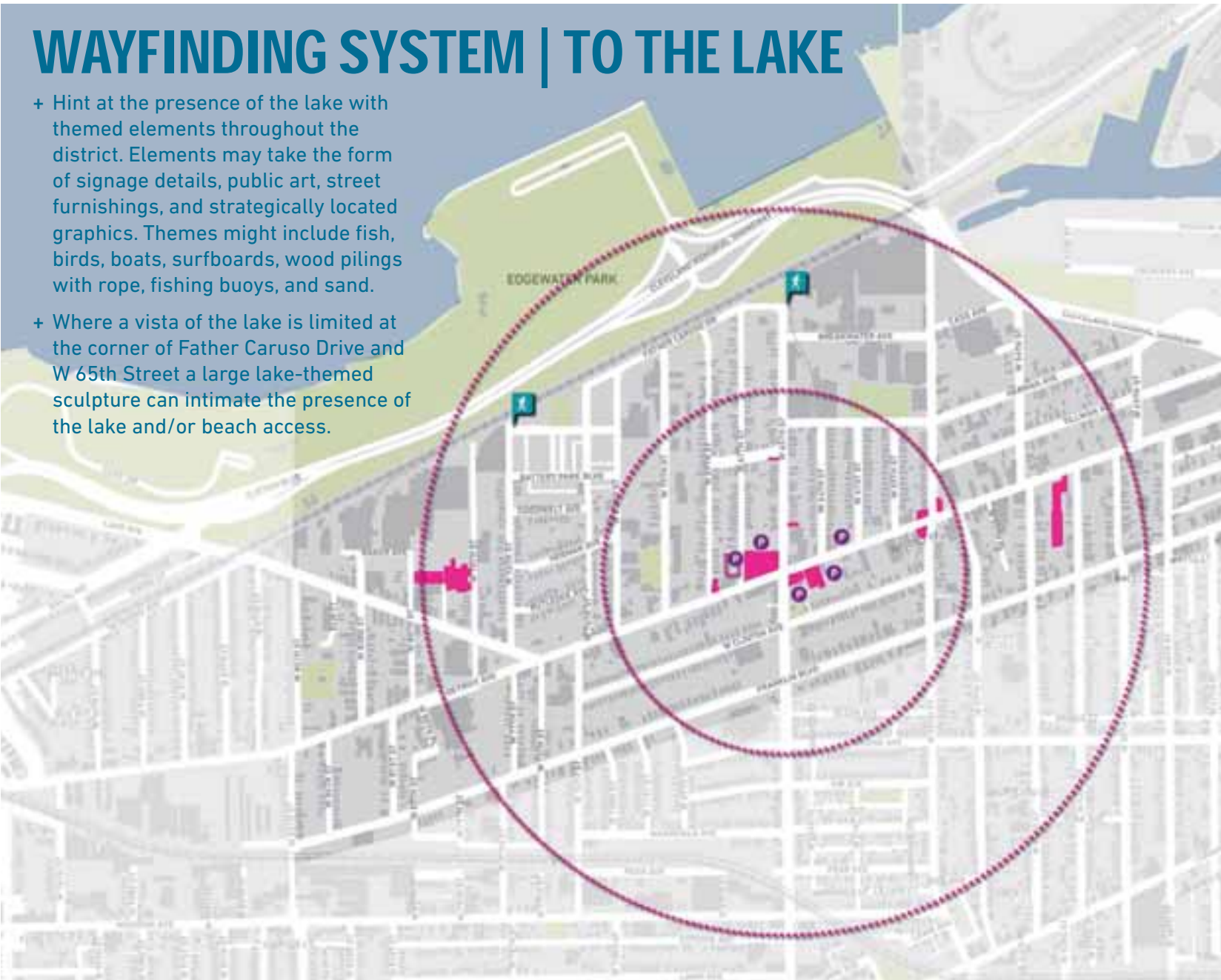
WAYFINDING SYSTEM | TO THE LAKE

- + Elements may be as subtle as fish embedded or cast in concrete sidewalks and used as wayfinding breadcrumbs.



WAYFINDING SYSTEM | TO THE LAKE

- + Hint at the presence of the lake with themed elements throughout the district. Elements may take the form of signage details, public art, street furnishings, and strategically located graphics. Themes might include fish, birds, boats, surfboards, wood pilings with rope, fishing buoys, and sand.
- + Where a vista of the lake is limited at the corner of Father Caruso Drive and W 65th Street a large lake-themed sculpture can intimate the presence of the lake and/or beach access.



WAYFINDING SYSTEM | TO THE LAKE

- + Improve the user experience in the tunnels with better lighting and improved safety measures



WAYFINDING SYSTEM | TO THE LAKE

- + Signs within Edgewater Park should show the proximity of the district to the park and/or direct visitors to the district. A series of interpretive signs might tell the story of the site and its relationship the district.

