

**Resolution Regarding Signage in the Midtown Greenway
Approved by Lake Street Council Board on 1/17/08 and
by the Midtown Greenway Coalition Board on 1/24/08**

Preface

1. Way-finding Signs in the Midtown Greenway that are unrelated to Midtown Greenway use would primarily serve a way-finding function to guide Greenway users to destinations not visible from the Greenway, such as on Lake Street. These signs will impact Greenway users and should follow certain guidelines.
2. Signs on adjacent property and visible from the Midtown Greenway, such as attached to building walls visible from the Greenway, should relate to the uses in these building, and these signs also impact the Greenway user's experience and guidance for these signs is also appropriate.
3. Community Information Signs in the Midtown Greenway and on adjacent public lands may be appropriate if done thoughtfully.
4. Signs outside the Greenway to get to the Greenway would primarily serve a way-finding function to guide people to the Greenway from Lake Street and the 16 Greenway neighborhoods. These signs should be thought of as part of a larger plan for signage in and around the Greenway and should follow certain guidelines.

1. Way-finding Signs in the Midtown Greenway

Whereas the Midtown Greenway is a top notch transportation corridor moving thousands of people each day across Minneapolis; and

Whereas the Midtown Greenway runs parallel to Lake Street a major commercial corridor in Minneapolis; and

Whereas the Midtown Greenway should serve Lake Street businesses and the neighborhoods,

Now therefore be it resolved that:

- a. The Midtown Greenway Coalition and the Lake Street Council support limited and basic signs in the Greenway at access points identifying nearby business nodes (but not specific businesses or their logos) in conjunction with larger, more detailed signs at the top of ramps and at each rail transit station giving more detail about the specific business districts and perhaps naming individual businesses. One scenario that is supported by the Coalition includes signs that include simple symbols, similar to international signage, only more artistic.
- b. Business nodes and neighborhood groups should determine what kind of signage they would like at the top of Greenway trail entrance ramps where greater detail may be used than down in the Greenway gorge.
- c. All attempts should be made to avoid new free-standing signs in the Greenway, seeking opportunities to attach signs to bridge structures, fencing, retaining walls, etc.

- d. The Midtown Greenway Coalition and the Lake Street Council encourage the use of public art such as murals on retaining walls that also can communicate place and destinations in the neighborhoods surrounding the Midtown Greenway. These organizations further encourage engaging artists to develop creative new signage and art solutions that are sensitive to the Greenway and respond effectively to Lake Street businesses' marketing challenges and opportunities. For example, a tile mosaic in the Greenway depicting people enjoying international foods might be fitting near Eat Street or the Midtown Global Market and murals or sculptures of puppets and as well as Hispanic-theme art might be appropriate near Bloomington Avenue.

2. Signs on adjacent property and visible from the Midtown Greenway

Whereas the Midtown Greenway offers views of greenery, reduced sound levels and a simple visual experience; and

Whereas part of the power of the Midtown Greenway in supporting Lake Street as a synergistic pair involves maintaining its quiet, park like experience juxtaposed with vibrant commercial Lake Street,

Now therefore be it resolved that:

- a. Business and property owners are encouraged when planning identification signs and building addresses placed on walls facing the Greenway, to respond creatively to the challenge of signage consistent with green corridor sensibilities, especially when considering size, design, placement, and lighting techniques or the absence thereof.
- b. Providing new advertising space on buildings, free standing signs, or otherwise visible to Greenway users for purposes other than those specific to that property shall not be allowed.

3. Community Information Signs in the Midtown Greenway

Whereas limited community information signage in the Midtown Greenway could inform the Greenway-using public of upcoming public events or projects in the Midtown Greenway or on Lake Street,

Now therefore be it resolved that community information signage in the Midtown Greenway should be allowed according to the following conditions:

- a. The management of the signs and their content are to be the responsibility of the Lake Street Council and the Midtown Greenway Coalition and these two organizations should jointly develop and follow a process for approving information to be displayed in the signs;
- b. Both the Lake Street Council and the Midtown Greenway Coalition agree before implementation that they have the organizational capacity to maintain such community information signs;

- c. There should be a limited number of signs targeting trail users in each of the west, middle, and east segments of the Midtown Greenway, focusing on trail head sites or key trail intersections, with the exception of rail transit station;
- d. One such sign should be allowed at each rail transit station;
- e. Such signs should work to avoid new free-standing structures, and instead be attached to existing or planned infrastructure serving other purposes.
- f. In locations where freestanding signs are needed, attention to location and design of other amenities in the area should be planned as a whole and not separately.
- g. The size of the community information signage should be modest and the duration of specific postings should be limited.
- h. The design of such signs should be consistent with each other and with other way-finding amenities and signs.

Signs outside the Greenway to get to the Greenway

Whereas maximizing the benefit of the Midtown Greenway as a transportation and recreation facility serving the residential and business communities, and drawing people from the larger region to this part of town, requires clear signage to let people know how to enter the Greenway,

Now therefore be it resolved that:

- a. Clear and consistent way finding signage should be implemented to direct people from Lake Street business nodes and the 16 adjacent neighborhoods to the Greenway; and
- b. While short-term implementation is likely to be utilitarian, in the long-term more creative solutions should be explored such as murals, sculptures, pavement inlays or coloring, banners or landscaping themes.