

# **Find Your Main Street**

**Meet Your Main Street**

**A Wayfinding and Storytelling Project, 2018-19**

## Project Goals

* Encourage downtown visitors to explore beyond their usual destinations.
* Tell stories of civic engagement and creativity that visually demonstrate the diversity and passion of Middletown’s entrepreneurs & business community.
* Increase self-awareness for businesses of Middletown.

## Sign Specifications

* Three-sided sign structure, wraps every other streetlight pole.
* Base of folded black aluminum.
* Top panel of 9.5” x 25” aluminum, screwed to base
* Signage printed on vinyl laminate, sticker adhered to top panel (specs).
* For easy updating, make spare set of top panels.
* In sign shop, use heat gun to strip sign from old panel for use in next cycle.
* Installed at 44’ to 48” at bottom of sign. Tension bracket to mount onto pole
* Match colors/branding with other downtown marketing

## Map Panel Considerations

* Reprint every 6 months or as needed.
* Print all storefront names, including non-profits/services.
* Use larger icons for landmarks and amenities.
* Color/shape key to identify restaurants, retail, services etc.
* Option to call out short term events/exhibits within timeframe in blank areas.
* Install map with real east/west orientation for clarity of use

## Story Panel Considerations

* Identify 25 candidates for profile, considering diversity of age, gender, race/ ethnicity, business type, role/status in business, alt/mainstream character.
* Install signs at a distance from store/location of profile subject.
* Photo essay includes subject’s other interests, personal journey, 3 photos
* Reprint annually as needed.

## Banner Panel Considerations

* Redesign and replace seasonally. Panel is parallel to street, seen by cars.
* Option to invite artists/businesses/students to design changing panel.

## Project Process

* Approval from Public Works, Planning, Mayor, Chamber & stakeholders.
* Funding from Downtown Business District (initial costs, $1,500 writing/ photography; $4,500 graphic design; $13,000 sign construct/install. Annual update costs $5,000).
* Recruit team: graphic designer, writer/photographer, signmaker, coordinator.
* Coordinate selection of subjects; agreement/release from subjects, scheduling of interview/photos, review editing and design drafts, secure final approval from subjects before printing.
* After completion, load profiles to downtown website & hold a celebration!
* Timeline: soft planning phase 1-2 years, active phase 6-8 months



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