



# Streetlights, Signage, & Sidewalks

Building a Design Framework  
for Middletown



# Background

- ◆ Strong & wide-spread community interest in improving the look of downtown
- ◆ Middletown Code of Ordinances, Section 26-10

Middletown Code of Ordinances

Sec. 26-10

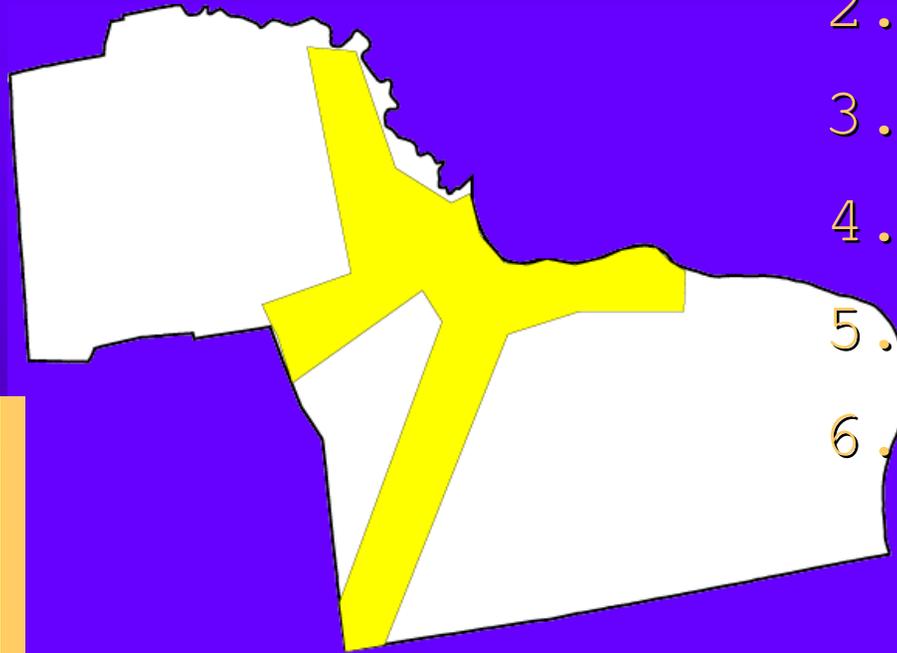
"...The [Middletown Design Review and Preservation] Board shall create guidelines for; and, when requested, shall review designs for exterior rehabilitation or new construction in business zones, including signage; and advise the Planning and Zoning Commission and the Redevelopment Agency regarding their appropriateness..."



# The Process

- ◆ Maximum involvement at the planning stage
- ◆ Feedback and revisions
- ◆ Promotion and Implementation

# Priority Locations



1. Downtown
2. Village Dist.
3. Route 66
4. Route 3
5. Route 17
6. Waterfront

# Priority Issues



- ◆ Signage
- ◆ Streetlights
- ◆ Greening
- ◆ Activities
- ◆ Gateways
- ◆ Public Art, Space



# Signage

- ◆ External illumination
- ◆ Pedestrian-friendly
- ◆ Avoids tree conflicts
- ◆ Accurate placement

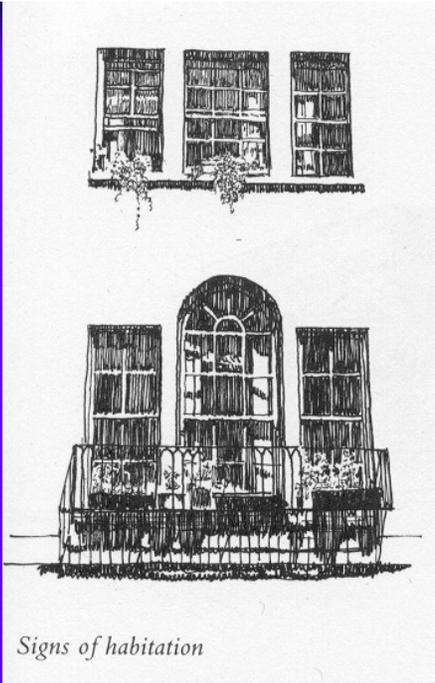




# Streetlights

- ◆ Scale
- ◆ Historicity
- ◆ Brightness
- ◆ Cost efficiency

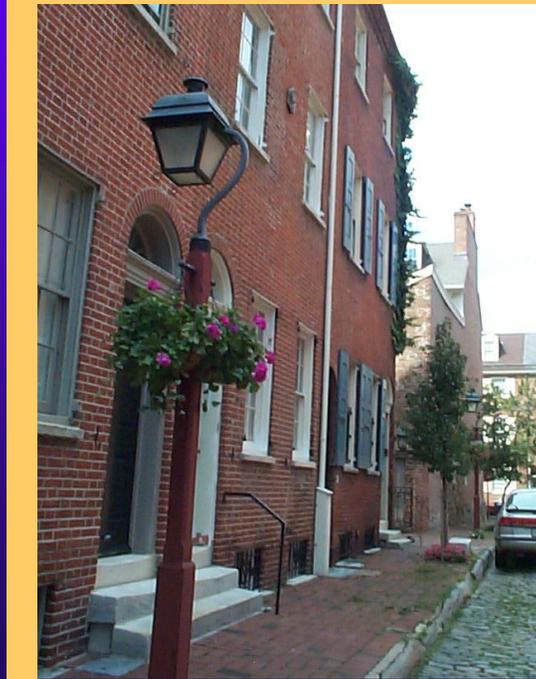




*Signs of habitation*

# Greening

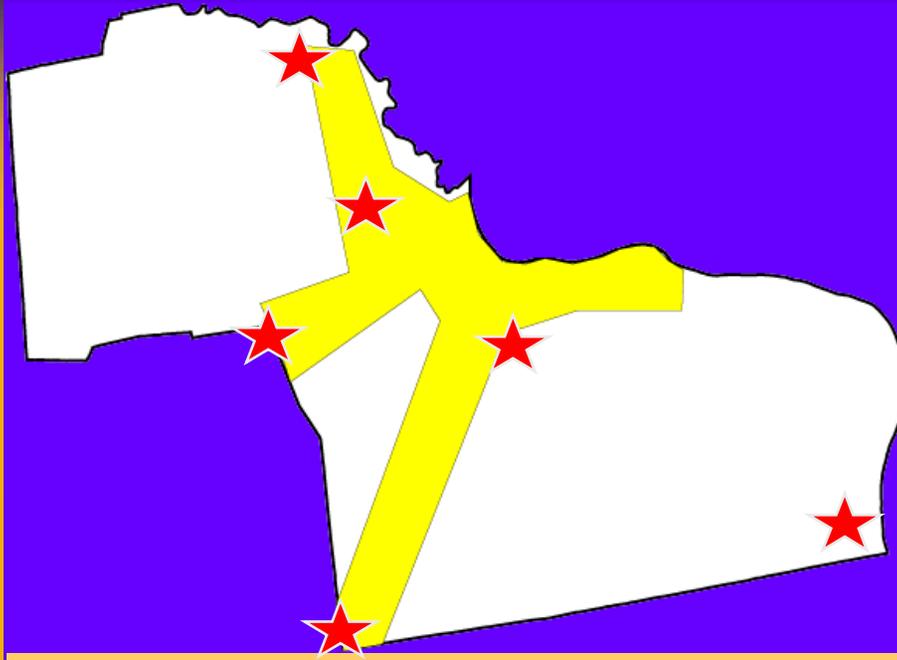
- ◆ Tree maintenance
- ◆ Planters
  - Windows
  - Streetlights
  - Street-level



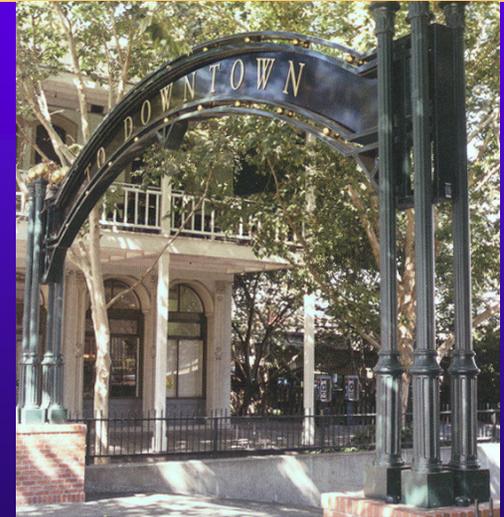


# Activities

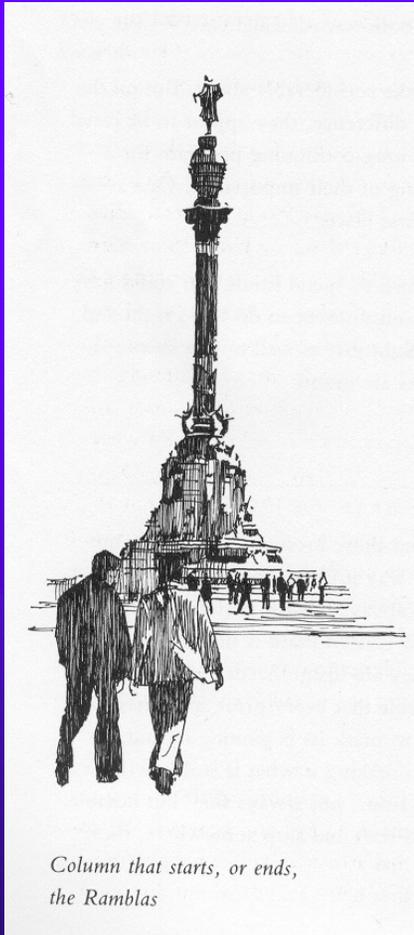
- ◆ Sidewalk Cafes
- ◆ Open Markets
- ◆ Parades
- ◆ etc.



# Gateways



# Public Art, Space



*Column that starts, or ends,  
the Ramblas*



# Implementation



Main St. Mdtm

Business

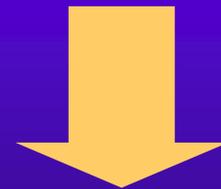
Arts Office

Public Works

City Forrester



Design Review &  
Preservation Board



DPCD