

# GI Grant Program for the Combined Sewer Area Education Signage Guidelines

## Introduction

The District is committed to ensuring that all construction projects include adequate public outreach and educational signage. This document outlines the minimum requirements for such signage to be adhered to by all applicants. Contact Jessica S. Cotton, GIP, Grants Program Administrator @ 216.881.6600 x6458.

## **PUBLIC OUTREACH AND EDUCATION SIGNAGE REQUIREMENTS**

### **1. Responsibility**

- The fabrication, installation, maintenance, and replacement (if necessary) of the signage will be the responsibility of the Grantee for the design life expectancy of the Project.
- The Sewer District is responsible for providing minimum criteria regarding signage to be associated with all applicable GI practices.
- The Sewer District shall be permitted and have the right to photograph any project that has been selected for funding, to use for public outreach and education projects.

### **2. Coordination And Approval**

- Once the project is constructed, the Grantee shall coordinate the educational signage content and placement with the District, utilizing the District's guidelines & templates, or the signage could be customized for applicable GI practices (preferred).
- The Grantee must utilize the District's guidelines and templates for applicable GI practices.
- Educational signage must be installed within thirty (30) days of the substantial completion of the Project.

### **3. Fabrication, Installation, And Maintenance**

- Applicants are required to fabricate, install, maintain, and replace (as necessary) permanent educational signage for the entire design life expectancy of the project.
- The signage must include specific language related to the Green Infrastructure (GI) components of the project.
- The District Logo must be included on the education sign. See branding in this document.
- All signage designs shall be approved by the District before fabrication.

### **4. Eligible Expenses**

- The cost to design, fabricate, and install 1 permanent signage is an eligible expense that can be included within your grant request.

### **5. Acknowledgment**

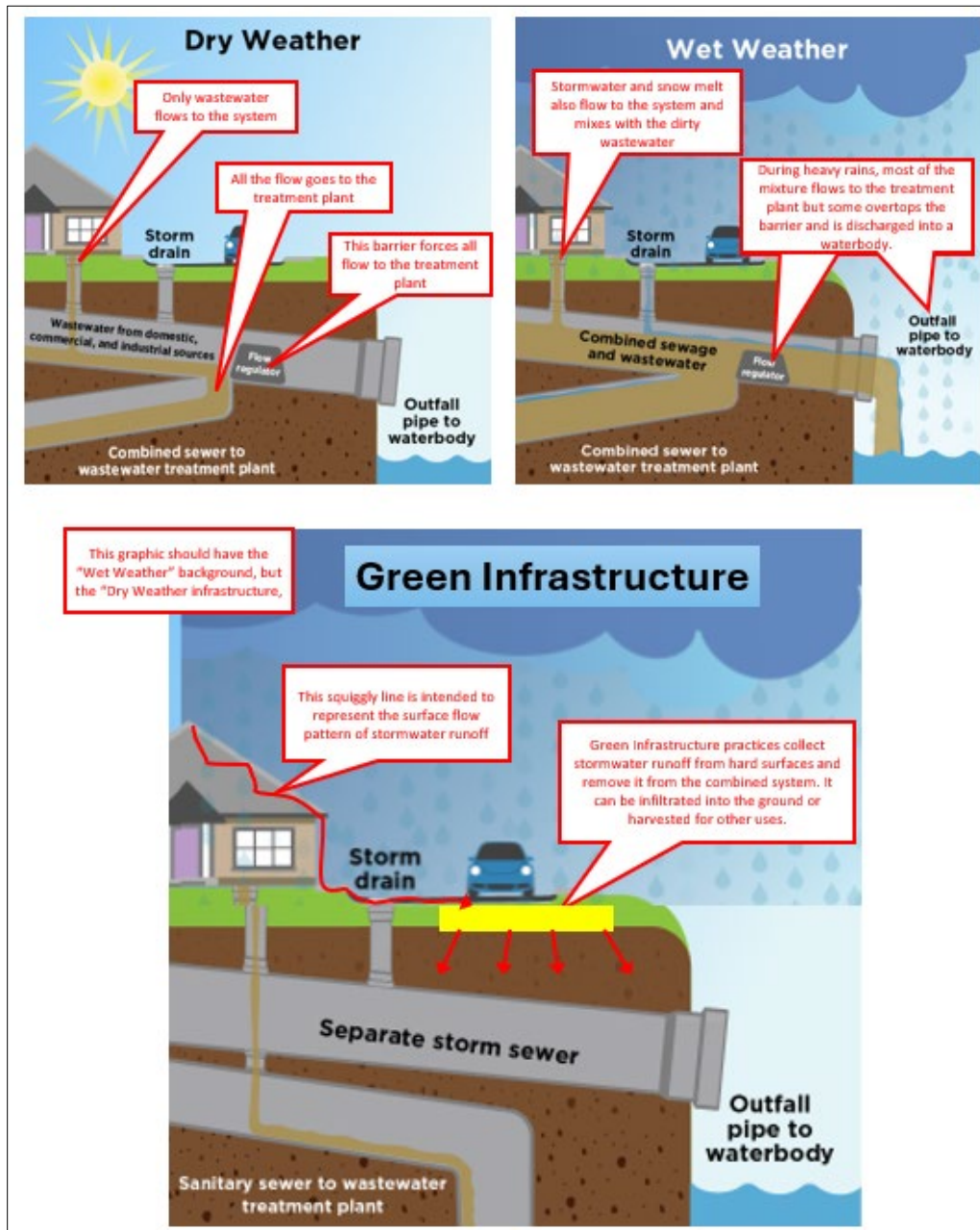
- The District must be acknowledged in any public advertisement or outreach efforts related to the project.
- The following standard language **MUST** be included on the education sign.

1. **This project was made possible through funding** from the Northeast Ohio Regional Sewer District Green

Infrastructure Grant Program.

2. **What are Combined Sewers?** Stormwater runoff is a major source of urban water pollution. Cities like Cleveland use combined pipes to carry both sewage and rainwater to treatment plants. During heavy rain, these pipes can overflow, releasing untreated sewage and stormwater directly into our streams, rivers, and Lake Erie.
3. **What is Green Infrastructure?** Green Infrastructure manages stormwater at its source through natural or man-made features like wetlands, bioretention, and permeable pavement. It reduces runoff, helps rainwater soak into the ground, and decreases sewer overflows and water pollution.

Figure 1: Below is an example Illustration of a Combined Sewer System and Green Infrastructure



## SPECIFICATIONS AND MEASUREMENTS

The signage for green infrastructure projects should follow the example imagery provided. While there are no maximum dimensions, the following minimum specifications and considerations must be adhered to:

### 1. Size and Visibility

- Minimum specs include a height above ground of approximately 3 feet (36 in).
- Panel dimensions of 2 feet x 3 feet (24 in x 36 in).
- The signage should be clearly visible from the intended viewing distance.
- The size of the signage should be appropriate for the viewing distance and the amount of information to be displayed.

### 2. Fonts and Text

- Fonts should be legible and easy to read.
- The size of the text should be large enough to be readable from the intended distance.
- Use a font color that provides good contrast with the background color to enhance legibility.

### 3. Colors and Contrast

- Select colors that are visually appealing and attention-grabbing.
- Ensure there is sufficient contrast between the background color and the text or images.
- Consider color combinations that comply with accessibility guidelines, such as those for individuals with color blindness.

### 4. Material and Durability

- Choose materials that are durable and suitable for the signage's intended outdoor location.
- Outdoor signage should be weather-resistant and able to withstand environmental factors like rain, sunlight, and temperature changes.

### 5. Mounting and Installation

- Determine the appropriate mounting method based on the signage type (e.g., wall-mounted, freestanding, hanging, single post, double post).
- Consider factors like height, angle, and location to ensure optimal visibility and accessibility.
- Customized signage is highly recommended.

### 6. Regulatory Compliance

- Adhere to local regulations and standards regarding signage size, placement, and content.
- Consider accessibility guidelines to ensure signage is readable and usable by people with disabilities.

### 7. Branding and Design

- Maintain consistency with your brand identity, including logo, colors, and typography – see on next page.
- Ensure the design elements align with the intended purpose and target audience of the signage.

*Note: The Sewer District heavily encourages each project to take their own unique approach and design to their signage. Below are some examples. These specifications provide a general framework for signage design and development. However,*

*it's essential to consult with signage professionals, graphic designers, or local authorities to ensure compliance with specific requirements and regulations in your area.*

# NORTHEAST OHIO REGIONAL SEWER DISTRICT BRANDING AND LOGO

It is required to incorporate the District’s current logo on all educational signage. Below are the logos. You can also find the logos on the website.



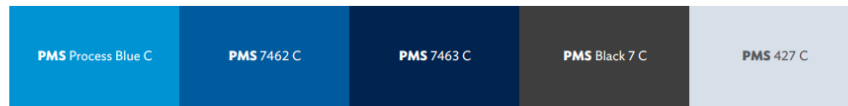
## GREEN INFRASTRUCTURE GRANT PROGRAM

### 5

### Color

The primary palette are the core colors of the brand. They help audiences to quickly identify the brand. NEORS Blue is the main brand color.

#### PRIMARY PALETTE



NEORS BLUE		NEORS DARK BLUE		NEORS NAVY BLUE		NEORS DARK GRAY		NEORS LIGHT GRAY	
R 0	C 100	R 0	C 100	R 0	C 100	R 88	C 0	R 216	C 14
G 146	M 15	G 92	M 56	G 38	M 53	G 89	M 0	G 222	M 8
B 210	Y 0	B 159	Y 0	B 79	Y 0	B 91	Y 0	B 232	Y 4
#0092D2	K 6	#005B9E	K 16	#00254F	K 72	#404041	K 90	#D7DEE7	K 0

The secondary palette highlight and compliment the primary colors. These supporting colors are permitted with limited use.

#### SECONDARY PALETTE



NEORS PURPLE		NEORS GREEN		NEORS COPPER		NEORS YELLOW	
R 190	C 3	R 0	C 93	R 148	C 32	R 255	C 0
G 0	M 100	G 170	M 0	G 117	M 46	G 211	M 16
B 117	Y 0	B 79	Y 100	B 110	Y 45	B 52	Y 89
#BD0074	K 20	#00A94E	K 0	#93756D	K 21	#FFD333	K 0

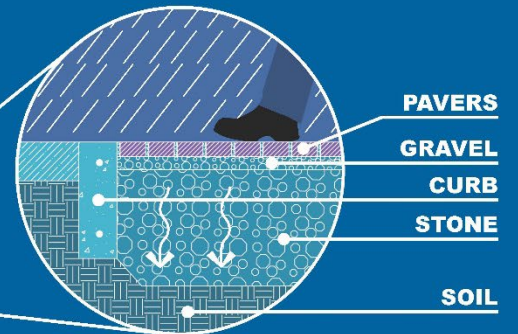
In instances where secondary palette is needed, art direction will be needed. Contact the Communications department for appropriate team member.

# PERMEABLE PAVERS KEEPING OUR GREAT LAKE GREAT

*This project was funded by The Northeast Ohio Regional Sewer District Green Infrastructure Grant Program. The purpose of the project is to remove stormwater from the combined sewer system.*



**PERMEABLE PAVERS** are more than just surfaces for plazas and parking lots; they also help the environment! Right now, you are standing on a complex stormwater management system consisting of the pavers you see, followed by layers of gravel, stone, and eventually the soil below. Together, this system protects Lake Erie by allowing stormwater runoff to infiltrate through the surface to the ground below rather than having it flow into our sewers.



**RESEARCH SHOWS** that permeable pavers help remove pollutants from surface runoff. The underlying gravel captures excess nutrients, like phosphorus and nitrogen, as well as heavy metals (zinc or copper) and oils. Then, the filter stone traps these pollutants, which microorganisms break down as the water filters through.

Northeast  
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GREEN  
INFRASTRUCTURE  
GRANT PROGRAM

**DUNHAM**  
TAVERN MUSEUM & GARDENS

# MENLO PARK ACADEMY NATURE LAB

How stormwater management at our school works to protect Lake Erie

## WHAT IS GREEN INFRASTRUCTURE?

Stormwater runoff is a major source of water pollution in urban areas. Historically, cities have used infrastructure like pipes and gutters to collect stormwater runoff and move it to treatment facilities through combined pipes (pipes that carry both sewage and rainwater). Sometimes, rainstorms produce more runoff than the pipes can hold. So what happens next?! The overflow, a combination of untreated stormwater and sewage from the "combined" pipes, is released directly into Lake Erie! Yikes!

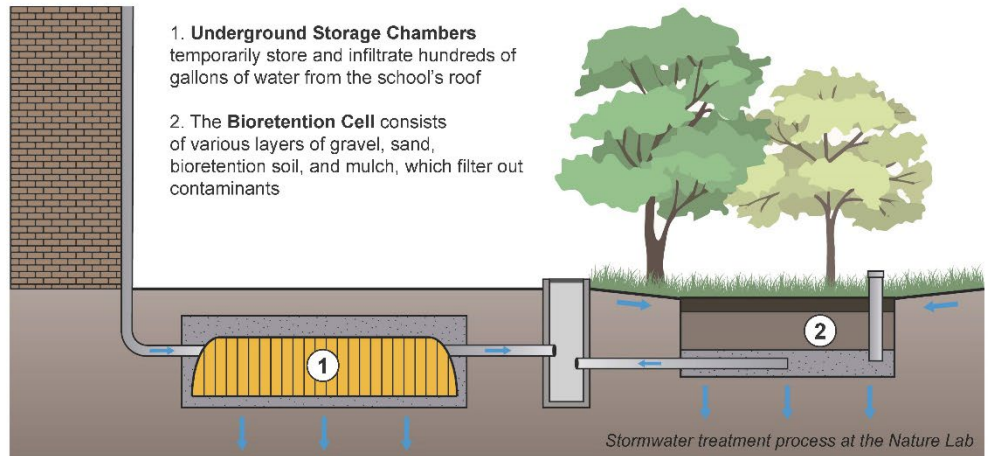
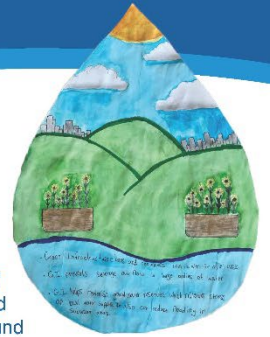
Green Infrastructure is a different approach to stormwater management that collects, absorbs, and filters stormwater where it falls. Green Infrastructure can be natural or man-made and includes elements such as wetlands, cisterns, soils, permeable pavement, infiltration basins, and more. These elements mimic, protect, and restore the natural water cycle. They are designed to allow rainwater to percolate through the soil, reducing the amount of runoff in the sewer system, which in turn reduces overflows and pollution.



## GREEN INFRASTRUCTURE AT MENLO PARK: THE NATURE LAB!

The Nature Lab, generously funded through the Northeast Ohio Regional Sewer District's Green Infrastructure Grant Program, will be used to foster hands-on connections between learning and nature. A bioretention cell collects surface runoff and facilitates stormwater percolation into and through the soils below our feet, and 100% of the rainwater runoff from the school's rooftop is diverted into underground chambers for infiltration.

As stormwater slowly moves through the soil (instead of into pipes), our school is helping to restore the natural hydrologic functions of our regional watershed. By keeping Menlo Park's stormwater out of the combined sewer system, we are helping reduce the risk of overflows and pollution within our community!



# CAPTURING STORMWATER AND SLOWING TRAFFIC IN THE MORELAND NEIGHBORHOOD

This innovative project was inspired by active residents who sought to slow traffic and sustainably beautify the Moreland Neighborhood. Traffic calming bump-outs are formed, in part, by creating a series of environmentally friendly bioretention basins. Together they narrow the roadway to slow vehicular traffic and collect and clean stormwater runoff. The environment is improved by reduced pavement and increased landscaping and safety is enhanced by slower moving vehicles.

## What is Green Infrastructure?

Green infrastructure filters and absorbs stormwater where it falls, reducing flow into sewer systems and reducing water pollution. Three green infrastructure bioretention basins have been installed in the Moreland neighborhood. These basins help developed areas act more like natural areas, mimicking nature's processes which soak stormwater into the ground and filter it with soil and vegetation. This reduces the amount of stormwater that enters the combined sewers, reducing stress on the sewer system, and decreasing sewer backups and pollution. This helps protect our streams and Lake Erie.

## Native Plantings

Native plants play a major role and are well adapted to green infrastructure areas. These plants have evolved and adapted to a particular region's climate, soil, and water needs. Their fibrous root systems anchor the soil, slow down water flow, and increase infiltration. They help remove pollutants, and many are significant habitat and food sources for our local pollinator insects and butterflies.

## Infiltration

When it rains, rainwater flows down the street gutter along the curb and into the bioretention basin. The collected stormwater is absorbed by the sandy soil on the top and stone layer on the bottom, seeping into the ground in a process called infiltration. This collected water will be absorbed by the plants' extensive root systems, cleaning the water of various pollutants from vehicles, waste, and sediment runoff as it filters into the ground.

 Northeast Ohio Regional Sewer District

 SHAKER HEIGHTS



# SHOWERS AT STONEBROOK

## BIORETENTION AT THE STONEBROOK-WHITE MONTESSORI CAMPUS

### What is a Bioretention Garden?

Think of it as a sponge with plants! After it rains, a **Bioretention Garden** soaks up stormwater runoff from the parking lot, filtering out pollutants and sediment. The garden consists of special soils, stones, and plants that work together to clean the water.

After the stormwater is cleaned, it is released back into the ground. All water eventually returns to our streams and lakes. Cleaning it in the garden helps keep our water healthy!



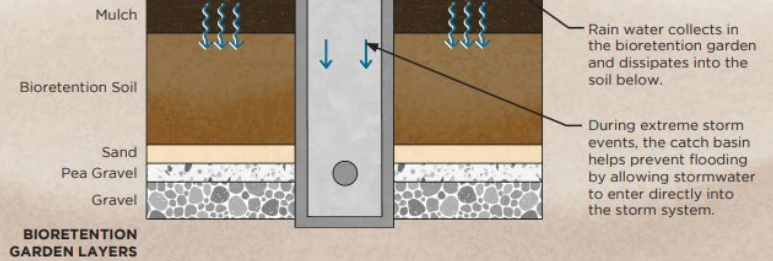
### Did You Know?

Cleveland has many historic sand ridges that are now covered by roadway and parking lot pavement. This pavement blocks rainwater and stormwater from soaking into the ground.

**Northeast Ohio Regional Sewer District**



This garden also removes stormwater from combined sewer systems. Why is this important? When it rains, these systems can become overloaded, causing flooding and even releasing dirty water in the environment. Yuck!



EXAMPLE OF A FUNDED PROJECT SIGNAGE



Northeast Ohio Regional Sewer District GREEN AMBASSADOR PROJECTS ACROSS THE REGION

# Keeping our Great Lake great

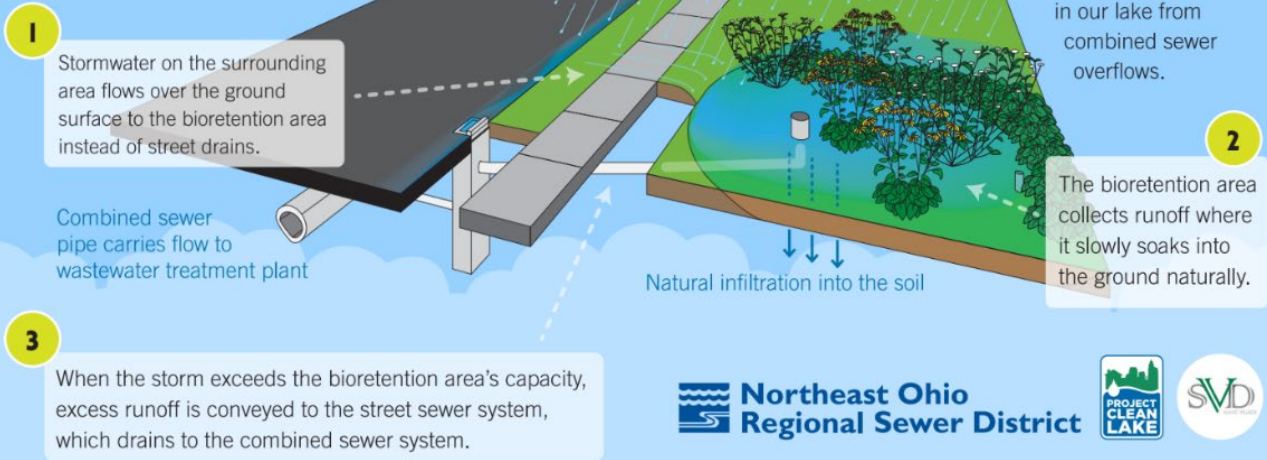
## How a landscape helps protect Lake Erie water quality

When rain hits hard surfaces like roadways, it flows to the lowest point and carries pollution with it to sewers and nearby streams. The greenspace you see here (and the sewers you don't) now work together to keep stormwater out of the sewer system and pollution out of our environment. Here's how the system works:

### FASTFACTS

What is Green Infrastructure?

Green infrastructure projects control stormwater before it enters the combined sewer system. This means less pollution in our lake from combined sewer overflows.



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