

NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT

RE: **MULTI-MODAL WAYFINDING SIGN SYSTEM**, Authorization for application for and acceptance of \$670,000 grant from the U. S. Department of Transportation under its Transportation, Community and System Preservation Program (Economic Development Administrator).

REPORT: 1455-03

ADVICE: Approval

BACKGROUND

Before the Board of Aldermen is a petition for authorization for the Mayor to apply for and accept a grant for \$670,000 from the USDOT for design and implementation of a new wayfinding sign system in the City. The existing system which has been in place for more than 25 years has become outmoded and no longer serves our City's needs. It will be replaced with a new system updated to assist not only motorists but also cyclists and pedestrians in reaching their destinations and meeting their transit needs.

The City has partnered with the Town Green Special Services District to initiate a concept plan with stakeholders, develop a cost estimate and to identify funding sources for implementing a new system to replace the deteriorated signs which are a City responsibility to maintain. The City is applying for the funding from the Transportation, Community and System Preservation Program of USDOT and will put up the 20% local match of \$180,000 using a combination of capital funds, private contributions, and/or Connecticut transportation planning funds.

The proposed system includes a detailed installation schedule for pedestrians, bicyclists, and transit riders. The signs feature large font text signs for motorists that point out directions, major attractions and points of interest, as well as parking and transit options. There will be second tier signage for pedestrians, which will include text signs and maps highlighting directions and walking routes that include the distance between locations both by mileage and minutes to walk. The pedestrian signs will encourage people to walk to buses, train, historical points of interest and other frequently visited destinations.

PLANNING CONSIDERATIONS

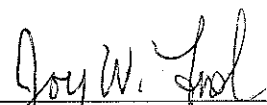
As stated in the submission the project supports the City's overall development of Downtown as a growing community of employers, visitors and residents and is consistent with the City's new Complete Streets Design Manual and sustainable transportation framework. The signs will help alleviate traffic congestion in the Downtown by reducing confusion, assist in flow between neighborhoods, and further encourage a shift from motorist to increased cycle and pedestrian uses as a primary mode of transportation. The new signs will be more user friendly, and easier and less costly to maintain. If the grant is awarded, the signs could be in place by early 2013. Prior to placement, the sign system will be brought before the Commission for review.

ADVICE

The Commission is pleased to recommend approval.

ADOPTED: August 17, 2011
Roy Smith, Jr.
Vice Chair

ATTEST:



Joy W. Ford
Planner