

CITY OF PORTSMOUTH



PRESS RELEASE

**FOR
IMMEDIATE
RELEASE**

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Phase 2 of City's Wayfinding Program Continues

PORTSMOUTH, NH – The City of Portsmouth will be continuing to work on the implementation of its city-wide Wayfinding Program throughout the winter season. Taking advantage of the unseasonably warm weather, the City's contractor will be installing the footings at various locations within and around the downtown area for the next round of wayfinding signs. As a complement to Phase 1, which focused on the City's public parking areas, the Phase 2 signs will facilitate navigation to key visitor destinations within Portsmouth.

Signs in this phase will be located within and around the downtown area as well as along the primary road corridors into downtown including Islington Street, Middle Street and Sagamore Avenue. This phase initially included approximately 80 signs. However, after some field investigations, staff decided to eliminate some locations by consolidating and relocating some of the signs. At present, approximately 60 signs will be installed as part of this phase. "We are pleased that we'll be able to move forward with the installation process this winter," said Juliet Walker, the City's Transportation Planner. "Once we get the footings in, we'll begin installation on the signs themselves. We'll make as much progress on the signs as we can until the snow falls and then continue our work in the spring."

This phase will also provide an opportunity for a unique collaboration with ArtSpeak to work with local artists to develop designs for the back side of some of the one-sided signs in certain locations. City staff will be working with ArtSpeak to develop a Request for Proposals for local artists. Initially, the signs will be installed with a temporary graphic design on the back panel, but once the public art process has been complete, the locally designed panels will be installed at select locations.

Another aspect of the continuing Wayfinding Program includes interior wayfinding for the Hanover Parking Garage. Improvements being considered will include guidance for drivers and pedestrians accessing and circulating through the Parking Garage, as well as aesthetic enhancements and information to guide visitors to key destinations from the Parking Garage. Once the City's consultant completes the design plan for the interior improvements, visitors to the garage should expect to see improvements being implemented by the end of the winter in 2016.

In early 2014, the City completed development of a citywide Wayfinding Plan that identified appropriate wayfinding types, messaging and locations in a uniform and recognizable design menu that is unique to the City. The City was assisted by MERJE, a consulting firm with extensive community wayfinding experience, in the preparation of the Plan and the design menu. The Plan documents are available online at www.planportsmouth.com/wayfinding.html.

This entire wayfinding system is outlined in four total phases and includes a combination of citywide signage as well as online and mobile tools to assist pedestrians, bicyclists and transit users, as well as motorists to navigate efficiently to their destinations.



Front View: VDIR.2

Back View: VDIR.2

Side View: VDIR.2