

CITY OF PORTSMOUTH



PRESS RELEASE

**FOR
IMMEDIATE
RELEASE**

March 6, 2020

Phase 3 of City's Wayfinding Program Resumes

PORTSMOUTH, NH – The City of Portsmouth has resumed the implementation of its city-wide Wayfinding Program, developed to enhance wayfinding types, messaging and locations in a uniform and recognizable design menu that is unique to the City. As a complement to Phases 1 and 2, which focused on the City's public parking areas and key visitor destinations within Portsmouth, Phase 3 will include 3 kiosks for facilitating pedestrian movement within the downtown core and will also reach key visitor destinations outside of the downtown.

Approximately 25 signs will be installed as part of this phase, being placed along the primary road corridors into downtown, including Market Street, Lafayette Road and Sagamore Ave. This work is anticipated to be substantially complete by June 30, 2020.

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.

For more information on the Wayfinding Program, please visit

<http://planportsmouth.com/wayfinding.html>, or contact Jillian Harris, Planner at

jharris@cityofportsmouth.com or 610-7296.



KIOSK.1
Pedestrian Map + Information



KIOSK.2a
Kiosk Panel Sign

KIOSK.2b
Kiosk Sign

KIOSK.2c
Kiosk Map

KIOSK.2a-2c
Pedestrian Kiosk
(Reface Existing)



VDIR.1L



VDIR.2L



VDIR.3L

