

## CITY OF PORTSMOUTH



## PRESS RELEASE

**FOR  
IMMEDIATE  
RELEASE**

**August 25, 2015**

### **Second Phase of City Wayfinding Program Underway**

PORTSMOUTH, NH – The City of Portsmouth has begun to implement the next phase of its Wayfinding Program as part of an ongoing effort to provide reliable guidance for both vehicular and pedestrian traffic throughout the City.

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](http://www.planportsmouth.com/wayfinding.html). The City awarded the contract for the second phase of the program to Architectural Graphics, Inc., the same firm that recently completed Phase 1 of this project which included fabrication and installation of parking lot signage and directionals for the downtown area.

As a complement to Phase 1, 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. The total cost of this contract is \$495,656, which includes fabrication and installation of 80 signs of varying styles that are oriented toward roadway users. The signs will be fabricated over the next few months and installations of the signs should begin in early fall, with the full Phase complete by October.

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, please contact Transportation Planner Juliet Walker at [jthwalker@cityofportsmouth.com](mailto:jthwalker@cityofportsmouth.com) or 610-7296.

SPECIFICATIONS	
<p><b>NOTES:</b></p> <ol style="list-style-type: none"> <li>1. Consider L with the mounting condition and provide detail drawing for each mounting condition, give in table below. Vehicular road signs appear from the driver or rider perspective only to the left.</li> <li>2. Signs shall be placed in accordance with the Manual on Uniform Traffic Control Devices (MUTCD).</li> <li>3. All signs shall be placed in accordance with the Manual on Uniform Traffic Control Devices (MUTCD).</li> <li>4. All signs shall be placed in accordance with the Manual on Uniform Traffic Control Devices (MUTCD).</li> </ol>	<p><b>ENVIRONMENTS &amp; EXPERIENCES</b></p> <p><b>merje</b> 120 North Church Street Suite 200 West Chester, PA 19380 T 610.250.0549 <a href="http://www.merjedesigns.com">www.merjedesigns.com</a></p>
<p><b>DATE:</b> 11/19/2013</p> <p><b>DESIGNED BY:</b> JH, PR</p> <p><b>CLIENT / PROJECT:</b> PORTSMOUTH, NH Wayfinding and Signage System</p> <p><b>PROJECT NO.:</b></p> <p><b>SHEET TITLE:</b> Vehicular Signage Overview</p> <p><b>SHEET NO.:</b> C.2</p>	<p><b>REVISIONS:</b></p>