

DOWNTOWN WAYFINDING PROJECT DESCRIPTION ATTACHMENT

This streetscape project consists of a comprehensive system of wayfinding signs located in the sidewalk right-of-way. An overall downtown wayfinding sign program and design phase has been completed and paid for by the City, the Capital Crossroads Special Improvement District, the Columbus Downtown Development Corporation, Capitol South and Experience Columbus. The wayfinding sign program consists of five related sign types:

1. Vehicular Overhead Signs	\$ 98,400
2. Vehicular Directional Signs	\$489,840
3. Parking Directional Signs	\$ 27,600
4. Parking ID/Rate Signs	\$ 35,000
5. Pedestrian Directory/Directional Signs	\$190,000

Although their designs are coordinated, each of the above related sign types can be installed and operate independently of one another. The total budget for the Downtown Wayfinding Signage project is \$838,000. Capital Crossroads Special Improvement District has applied for Federal Highway funding for vehicular sign types 1 and 2. The total Federal grant funding award would be \$480,000 plus \$120,000 local share match from the City's Public Service Department, for a total amount of \$588,000. The federal funding award will not be announced until late November 2006. The \$250,000 in City Downtown Streetscape funding is for the fabrication and installation of sign types 3, 4 and 5, as follows.

Sign Type 3 - Parking Directional Signs

Up to 30 pole mounted signs guiding motorists to major public parking facilities.

Sign Type 4 - Parking ID/Rate Signs

Up to 10 changeable, pole mounted, parking rate signs with standard "P" symbol adjacent to major public parking facilities.

Sign Type 5 - Pedestrian Directory/Directional Signs

Up to 50 wayfinding maps guiding pedestrians and transit riders to downtown attractions and districts, mounted on two or three sided kiosks.

The applicant for downtown streetscape funding assistance is the Capital Crossroads Special Improvement District. The applicant is working closely with the City's Public Service Department in the implementation of this program. The Capital Crossroads Special Improvement District is providing up to \$100,000 over the next 24 to 30 months to retain a project manager to oversee all aspects of the Wayfinding Program. The applicant is also seeking partial funding from the parking industry for signs that would benefit public parking facilities. Any such funding could reduce the amount of streetscape funds actually drawn down from this Downtown Streetscape Program request. Finally, the Capital Crossroads Special Improvement District will establish a maintenance fund, and through a combination of Capital Crossroads staff and contracts with licensed sign erectors, maintain all wayfinding signs, at no cost to the City.