



MEDIA ADVISORY

Mayor: Randy McClement

CONTACT: Susan Harding, Public Information Officer, 301-600-1385
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NEW WAYFINDING SIGNAGE SYSTEM INSTALLATION UNDERWAY IN DOWNTOWN

Frederick, MD -- On March 12th The City of Frederick unveiled the prototype signs for the Wayfinding Project to kick off the installation and final phase of a multi-year effort to improve the ability of City residents and visitors to find the many cultural and historic attractions in Frederick. At the unveiling, four particular signs were highlighted; a Pedestrian Kiosk, a Pedestrian Wayfinding Sign, a Vehicular Directional Sign, and a Garage Banner. Those signs remain in place today and can be viewed at the Square Corner in downtown Frederick (intersection of Patrick and Market Streets) and on the S.W. corner of the Carroll Creek Parking Deck located at 44 East Patrick Street.

The fabrication and installation of a comprehensive wayfinding system is a critical component of the community's efforts to promote, preserve and enhance the vitality of Downtown Frederick and Frederick overall. The resulting signage will market the wealth of experiences to be found in the community. In addition to adding new signs, the old and out of date signs will be removed.

Weather permitting, installation of the footings will begin in locations outside of the core downtown area and will continue over the next several weeks. The project will slowly make its way into the downtown area of the City. The footing installation process is a long and laborious part of the project while the actual sign placement goes rapidly.

“As a small business owner, and now the Mayor of the City, I am very pleased to have this new tool to assist our citizens and visitors alike in getting around town. This new wayfinding system functions in ways that will not only directly benefit the many cultural and historic attractions, but there will be positive economic gains to all of our downtown businesses. Look for changes around town in the next 4-6 weeks as the old signs come down, and the new ones go up.” said Mayor Randy McClement.

The resulting system includes gateway, vehicular, parking and pedestrian signage. The gateway signage will include the placement of signs welcoming visitors to The City of

Frederick as well as Downtown Frederick at key intersections. The vehicular signage will guide drivers to their intended destinations. The parking signage is multi-layered and will include information directing drivers to the most appropriate parking garage, new signage placed on the garages that includes the name of each facility and additional signage, including banners and murals, to help drivers identify parking garage entrances when they are hidden from view. The parking garages also will have additional internal signage to guide exiting drivers to the nearest interstate or highway to assist visitors trying to leave Frederick. The pedestrian signage will guide those visiting Downtown Frederick on foot. Key intersections will have signage to point pedestrians to area local attractions. In addition, pedestrians will be guided by new and improved kiosks located at key points throughout Downtown Frederick

Please visit the City Website, www.cityoffrederick.com and sign up to receive fast and accurate information at www.NIXEL.COM for updates as they become available. For the most current information, contact Tim Davis, City Planner at tdavis@cityoffrederick.com or 301-600-1884.

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