



## Improve Signage and Wayfinding

### DRI Funding Request

DRI Funding Request: \$250,000  
Total Project Cost: \$500,000

### Project Description

This project will install new wayfinding to direct visitors and residents to destinations throughout the DRI area. It will also install new informational signage to educate viewers about Schenectady's notable cultural and historical features.

Signage and wayfinding downtown is dated, lacks consistency, and is not prevalent enough. With all the recent growth happening, new signage and wayfinding is needed to communicate a consistent brand and direct visitors to new attractions. Expanding to more locations such as Mohawk Harbor and the Mohawk-Hudson Bike-Hike Trail will encourage visitors to explore more of downtown, supporting local businesses and increasing pedestrian activity.

### Project Location

Key locations throughout the DRI area. Existing signage along State Street will be replaced. New signage will be installed at other gateways to downtown and key attractions such as the MHBH trailhead on Jay Street, Mohawk Harbor, City Hall, the Amtrak station, and the CDTA bus hub.

### Property Owner/Sponsor

City of Schenectady is the sponsor and owns the public right-of-way.



*Current wayfinding / signage in Schenectady's Downtown needs to be updated and expanded to more locations.*

### Capacity

The City has the demonstrated capacity to provide signage and complete this initiative. It already fabricates and maintains existing signage and has personnel, equipment and facilities dedicated to this task.

### Project Partners

None.

### Strategies

This project aligns with the following DRI strategies:

- Invest in improved wayfinding for the city to facilitate convenient resident and visitor movement
- Support existing businesses and increase new retail in strategic locations
- Support and advertise existing institutions including the numerous colleges in the area

### Anticipated Revitalization Benefits

- Increased number of visits to sign-marked destinations.
- Increased knowledge about Schenectady's cultural and historical background.

### Public Support

This project received significant community support at the second public meeting. Signage and wayfinding were high priorities expressed by the community. Bicyclists have asked for better signage to direct trail users to downtown destinations. LPC members further reinforced this sentiment. Signage was described as how downtown communicates with its customers, and is particularly important as new restaurants and businesses continue to open downtown. Members emphasized the importance of thoughtful design to facilitate easy wayfinding for residents and visitors.

### Jobs Created

No permanent jobs will directly result from this project.

### Project Budget and Funding Sources

	Cost Estimate
Design	\$100,000
Pedestrian wayfinding: labor and materials	\$200,000
Informational signage: labor and materials	\$200,000
<b>TOTAL:</b>	<b>\$500,000</b>

Sources	Amount	Uses
City of Schenectady	\$250,000	Design, labor and materials
DRI Request	\$250,000	Labor and materials
<b>TOTAL</b>	<b>\$500,000</b>	

### Feasibility and Cost Justification

Costs were developed by the City and Metroplex's construction manager and are based on signage projects in comparable communities, including several previous DRI communities. New signage and wayfinding will improve connectivity throughout the study area and between destinations and local businesses.

### Regulatory Requirements

Signage and wayfinding will be installed in the public right-of-way. Article IX of the zoning code addresses signage requirements.

### Timeframe for Implementation and Project Readiness

The project sponsor is prepared to begin work upon award.

#### **Design:**

- Branding/signage design: 6-8 months

#### **Construction:**

- Fabrication and installation: 6-10 months

**Total:** 12-18 months

### Project Reporting

The project sponsor will report on key milestones. Metrics include:

- Restaurant and business referrals and activity
- Visitor sentiment