



CITY OF CONCORD

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Carlos P. Baía, Deputy City Manager – Development

DATE: September 2, 2015

SUBJECT: References to City Garages in Main Street Wayfinding Signage

Recommendation

Accept this report.

Background

The City's Parking Consultant, Nelson Nygaard, in its preliminary findings, suggested the “best practice” of having the City refer to its garages (in wayfinding signage) is by their street names. In many cities, this practice has been found to be the easiest way for drivers to find parking structures.

Discussion

As the new Main Street project wayfinding signage is meant to facilitate the visitor experience to downtown, the project's street-level directional signs will incorporate this “best practice” referring to the garages as:

“Storrs St. Garage” for the Capital Commons Garage;

“School St. Garage” for the Durgin Block Garage; and

“State St. Garage” for the Firehouse Block Garage.