



# CITY OF SARATOGA SPRINGS

## PLANNING BOARD

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MARK TORPEY, Chair  
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JANET CASEY

July 9, 2015

John Franck, Commissioner  
Office of Commissioner of Accounts  
City Hall - 474 Broadway  
Saratoga Springs, New York 12866

RE: PB# 15.028 Saratoga Springs Wayfinding Program

Dear Commissioner:

On June 24, 2015, the Planning Board was provided a presentation by Mike Ingersoll of the LA Group to discuss the Saratoga Springs wayfinding program, and most recently completed Phase 2 Report-Design Concepts and Wayfinding Initiatives as completed on behalf of the Downtown Special Assessment District.

After discussion and response to questions, the Planning Board would like to offer their positive recommendation- passed 6-0 (In favor: Torpey, Bristol, Van Wagner, Lewis, Gaba, Pinsley; Absent: Casey) to the Council in support of the overall Wayfinding Program, and moving forward with specific implementation of the recommendations within the City's downtown area. The Planning Board feels that clear and consistent wayfinding to points of interest, reduction in visual clutter, and a consistent marketing image will benefit the City as a whole. Integrating e-mapping applications and successfully tying in physical wayfinding with technology in future steps is also strongly encouraged.

It is understood that the Planning Board may have future involvement in the review and adoption of any standard details related to the signage, and incorporating study recommendations into projects under review in the future. We look forward to these further steps.

If the Council would like to discuss any aspect of this recommendation more fully, I would be happy to do so.

Sincerely,

Mark Torpey  
Chair

cc: Mayor Yepsen  
Commissioner Madigan  
Commissioner Mathiesen  
Commissioner Scirocco  
Kate Maynard, AICP, Principal Planner  
Downtown Special Assessment District

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