



City of Saratoga Springs

DESIGN REVIEW COMMISSION

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June 18, 2015

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

RE: DRC #2015.074 Saratoga Springs DSAD Wayfinding Program

Dear Commissioner:

On June 17, the Design Review Commission received a presentation from Michael Ingersoll of the LA Group, on behalf of the Downtown Special Assessment District (DSAD), detailing the proposed Saratoga Springs Wayfinding Program.

This three-phase project initially focused on creating an inventory of existing conditions and developing an analysis of the current state of the visual landscape, signs and wayfinding in downtown Saratoga Springs. The second phase of the project provided initial concepts and options to consider in developing a comprehensive Wayfinding Program for the Saratoga Springs Downtown. Program goals included:

- promote a distinct downtown community identity and raise awareness of Saratoga Springs' unique character
- enhance visitors' and residents' navigation through the district to key destinations
- decrease in traffic congestion by improving navigation to key destinations and parking
- removal of redundant and unnecessary signage

The third, and most recent, phase progressed these concepts into a coordinated signage design and specifications document for implementation within the Downtown Special Assessment District.

Following discussion and consideration of this proposed Wayfinding Program, the Design Review Commission voted unanimously (6-0) to endorse the Wayfinding Program, including the signage design and specifications document, and to encourage the City Council to adopt this program as policy.

The Design Review Commission commends the Downtown Special Assessment District for their initiative and investment in this effort and looks forward to working with DSAD, the City Council, and local business and community enterprises to implement this comprehensive and coordinated wayfinding program.

Sincerely yours,


Steven Rowland, Chair

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

