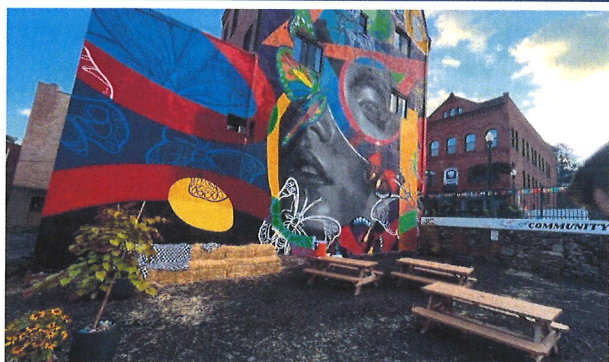


# REDISCOVER NORWICH



## NAVIGATING OUR HISTORIC DOWNTOWN DISTRICT



### THE VISION

The primary objective of this project is to enhance the perception of Norwich by implementing an effective and aesthetically pleasing signage system. This system aims to guide residents and visitors efficiently, promoting ease of navigation and an improved experience within downtown Norwich.



### PROJECT OVERVIEW

Our vision is to transform Norwich into a vibrant and walkable destination by implementing a comprehensive signage system that reflects the city's unique character and heritage. We aim to create a seamless and welcoming experience for residents and visitors alike, fostering a strong downtown identity and enhancing the overall perception of our city. Through clear, attractive, and strategically placed wayfinding and gateway signage, we bring Norwich to life as a radiant, accessible city.

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# TIMELINE

## PLANNING & DESIGN

April - May 2024

## GATHER

## COMMUNITY INPUT

April - June 2024

## PAINTING CROSSWALKS AT CLIFF AND MAIN ST

June 2024

## GATHERING FEEDBACK

June - September 2024

## GET INVOLVED!

Join us in making our downtown a safer and more beautiful place to experience. Together, we'll create a vibrant and welcoming feel to downtown Norwich.

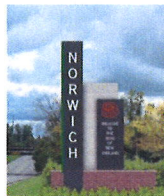
For more information and to get involved, visit our website at [EnvisionNorwich360.com](http://EnvisionNorwich360.com) or contact us at [info@askncdc.com](mailto:info@askncdc.com).



## KEY ELEMENTS

### GATEWAY SIGNAGE

Creates a sense of arrival into downtown which improves navigation for those unfamiliar with the area and enhances visitor first impressions.



### WAYFINDING SIGNAGE

Engaging signage will provide information about local eateries and shops as well as highlight the prominent community buildings.

### PARKING SIGNAGE

Clearly identified parking locations will enhance incoming traffic as people can clearly identify where to park leading to better business engagement.



### PAINTED CROSSWALKS

Painted crosswalks will create a visual cue to drivers and pedestrians that people are crossing, creating a safer environment for both walkability and drivability in downtown.



## COMMUNITY BENEFITS

### WALKABLE DOWNTOWN

The increased navigation will lead to more foot traffic as visitors to downtown feel comfortable navigating through downtown on foot.

### BEAUTIFICATION

Enhances the aesthetic appeal of our downtown, making it a more attractive and vibrant place to live, work, and visit.

### DISTINCT IDENTITY

Creates a cohesive and recognizable downtown image, enhancing community pride while reflecting the historical and cultural essence of the city, making it more attractive to residents and tourists.

### LOCAL ECONOMY

Boosts local businesses as residents and tourists frequent downtown to enjoy the shops, restaurants, and amenities.



Intersection at Cliff St and Main St