



For Immediate Release

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Figueroa Corridor and Greater Downtown To Feature Largest Wayfinding Program in Nation

The Figueroa Corridor is once again leading the way in urban streetscape design. In addition to its recently installed Community Medallions and soon-to-be rolled out Angel's Walk stanchions, the Corridor will also be one of nine downtown districts to feature the nation's largest urban wayfinding program, *Downtown L.A. Walks*.

Downtown L.A. Walks will consist of more than 1,300 pedestrian and vehicular signs pointing people in the right direction to famed attractions, freeway entrances, and other frequently visited places.

The Partnership's very own management consultant, Urban Place Consulting Group, is the program manager for all phases of the project. Partnership Executive Director and Urban Place President Steve Gibson said, "This program is very exciting for L.A. Not only will it allow residents and visitors to better navigate their way around the various downtown districts, but it also puts L.A. on the map for having the largest such program in the nation."

Partnership Deputy Director and Urban Place Program Manager Aaron Aulenta said the Figueroa Corridor signs will highlight such attractions as the Exposition Park museums, USC, and the Shrine Auditorium, as well as lesser-known destinations, like Mercado La Paloma, which sits just outside the district to the east. "Thousands of people visit the Corridor each year to attend football games, concerts, museums, and other events, and these signs will help them get where they need to go without getting lost," he said.

The signs will also help "brand" the downtown business districts by displaying each district's brand logo and color. For example, the Figueroa Corridor signs will feature the Figueroa Corridor Partnership's logo and brand color of teal.

The first sign is scheduled to go up April 26, and installation will complete by September. The program includes three types of signs: large-font text signs for drivers, text signs for pedestrians, and colorful pedestrian maps.

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The Confederation of Downtown Associations (CDA) spearheaded the effort and provided oversight for the project through a contract with the L.A. Department of Transportation. The CDA is an alliance of nine downtown-area business improvement districts (BIDs) and business associations: Central City East, Chinatown, Downtown Center, Fashion District, Figueroa Corridor, Historic Downtown, Little Tokyo, South Park, and Toy District.

Urban Place was contracted by the CDA to manage the project, and each BID will maintain the signs in each district. Hunt Design Associates and Corbin Design created the signs, and Fluoresco Lighting and Signs, Inc. are fabricating and installing them.

Downtown L.A. Walks cost just over \$2 million, and approximately 70% of the funding came from two federal transportation grants. The City's Department of Transportation, Community Redevelopment Agency, and the nine downtown BIDs provided the 30% local match.

Partnership Chair Darryl Holter, who led the fundraising effort and who is a founding member of the CDA, said, "This program shows that L.A. cares about its visitors and that we want them to have an enjoyable time exploring our wonderful neighborhoods. The Figueroa Corridor has a wealth of cultural institutions, beautiful architectural works, and other visitor attractions. We are thrilled to be involved in a program that highlights the treasures of our neighborhood."

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*** Color Sign Images Available Upon Request ***

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