



Design Committee

Quarterly Report – Fall 2008

By Penny Parsekian, Acting Chair

The Design Committee's main focus has been The District Gateways project with a goal to create five "gateways" or attractive entrances to The District. The Gateway Committee, headed by Kate Wick, has identified five gateway locations – at the exit from the Cross Sound Ferry terminal, on Eugene O'Neill Drive at the police station, on Huntington Street near the courthouse, on Bank Street near the firehouse and at the entrance to The District from Waterfront Park at Union Station. Each gateway will consist of landscaping, wayfinding signs, the removal of obsolete signs, special crosswalk treatments, an architectural element to designate The District and possibly lighting. Landscape Architect Elena Pascarella has developed schematics for each of the locations, and the committee is zeroing in on the Cross Sound location for a more detailed presentation. Meetings have been held with City departments and Council and with those working on the Parade Plaza redesign and transportation center study in order to coordinate this effort properly.

To reach the goal to change the interstate highway signs from "Downtown New London" to "New London Historic Waterfront District" per the designation given to our downtown by City Council in 2003, Highway Sign Subcommittee chair Jennifer Griffis learned we will have to be the squeaky wheel! After initially being told "no", Jennifer was persistent and learned that our project is in queue.

Finally, the Banner Subcommittee, under Marybeth Quaadgras's direction, has decided to keep the current "branding" banner up for another year. To support our sponsors during this economic downturn, they will only be asked to pay a nominal fee to renew. If you don't currently own a banner, now is the time to purchase one for 2009 – interested? Email Board President Frank McLaughlin at frank@mclaughlin-companies.com!

The Design Committee meets on the fourth Wednesday at 5:30pm at the Main Street office. Please join us to learn more about our exciting design initiatives. All are welcome!