

Installation of Central Business District way-finding signage underway

New signs to enhance ability to locate points of destination

(December 6, 2005) DALLAS - Visitors to the Dallas Central Business District (CBD) will find it easier to find destinations once a new project to erect way-finding signs is completed, according to Dallas Public Works and Transportation Director David Dybala.

The combined cost of designing, fabricating and installing the signs is \$536,000, 80 percent of which is covered by federal funding. The remaining 20 percent will come from the Downtown Improvement District.

The effort was initiated and led by the Central Dallas Association's Downtown Improvement District. Installation, which began in the Arts District in October, is expected to be completed by March 2006.

While most of the 220 signs are being installed within the freeway loop, a few will be located on main arterials leading into the CBD. Other nearby commercial districts may be considered for inclusion in the project in the future.

"The new signs will provide citizens and visitors clear direction to major destinations located within the Central Business District," said Dybala. "We expect this new feature, in addition to other recently-constructed amenities in the CBD, will create a more pleasant experience for those who visit the district," he continued.

The highly-visible signs are two feet high and five feet wide, and are installed on metal posts at a height of seven feet, making them easily visible by passengers in cars, buses or trains. A distinctive Pegasus silhouette design feature adds to the signs' uniqueness.

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