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CITY OF NEWARK
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FOR IMMEDIATE RELEASE
May 13, 2015

Pavement Markings Improve Wayfinding to Municipal Parking Lots

Downtown Newark's patrons should find it easier than ever to locate off-street parking lot entrances with the installation of pavement markings in four locations on East Main Street. Each marking consists of a five-foot diameter green and white "P" along with a directional turn arrow measuring approximately five feet square, and is positioned in advance of parking lot entrances to Municipal Lots 1, 3 and 4 from East Main Street.

In such a dense, vibrant business district, directional and informational signage can make it difficult for motorists to identify parking-specific signage. Additionally, the sheer number of intersections, driveways and entrances to private lots along East Main Street, the experience can be confusing to motorists unsure of which entrance leads to a public municipal lot. "These markings, directly in the line of sight of motorists, break new ground in wayfinding, and unlike traditional signs, are not constrained by locations of buildings or poles for mounting" states Joe Charma, chair of the Downtown Newark Partnership's Design Committee, "we have sought this type of improvement for years, and it's gratifying to see it come to fruition, thanks to the willingness of DeIDOT officials to try something new."

Markings have been installed just to the east of the East Main Street entrances to Lots 4, 3 (two entrances) and Lot 1. City officials are looking forward to feedback from visitors to downtown, and may consider additional markings in the future. Parking Manager Marvin Howard said that the first four locations show motorists the way to entrances that Downtown patrons say they miss the most, but the City "could use a similar strategy on our Center Street and Delaware Avenue municipal lot entrances as well if feedback is positive."

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Marking installed on East Main Street east of entrance to Lot #4

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Marking leading to the entrance to Lot #1.

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