

W.M. Patrick Madden
Mayor



John Salka
Deputy Director of Public Information

Monica Kurzejeski
Deputy Mayor

Office of the Mayor
City Hall
433 River Street
Troy, New York 12180

Phone: (518) 279-7131
Fax: (518) 270-4546
john.salka@troyny.gov

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Mayor Madden: City to Update Directional Signs to Improve Pedestrian, Vehicle Navigation Across Troy

TROY, NY – Following the completion of the first phase of updates to Troy’s downtown public parking network, the City of Troy is seeking proposals to redesign the Collar City’s wayfinding & directional signage system.

Mayor Patrick Madden said, “The growing excitement and interest in Troy as a destination for culture, cuisine, and entertainment demonstrates our community’s ongoing economic rebirth. Changes to existing signs & directional markers will help residents & visitors better navigate and locate important amenities like public parking, municipal facilities, and local businesses across Troy’s diverse neighborhoods and improve gateways throughout the community.”

Earlier this year, the city completed the first phase of updates to the downtown parking system. The updates included the deployment of upgraded pay stations and redeployment of existing meters to higher-demand areas. As part of the next phase of updates, the city will seek to replace outdated and inconsistent wayfinding signage to reflect changes to Troy’s attractions and amenities and improve navigation within the city.

Wayfinding helps the public find local amenities such as public parking, government & retail buildings, business locations, performance venues and public green spaces. The new signage system will help better identify Troy’s cultural, historical, geographical, and recreational destinations, and create a more welcoming community at the city’s gateways.

The wayfinding project is supported by the Troy Redevelopment Foundation – including Rensselaer Polytechnic Institute, The Sage Colleges, Emma Willard School, and St.

Peter's Health Partners – and the Troy Local Development Corporation and the Troy Industrial Development Authority.

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Press Contact:

John Salka, Deputy Director of Public Information
John.Salka@troyny.gov / (518) 279-7131