

Expansion of City Dock Project Construction Fencing:

Business Support and Mitigation Strategies

Background: On the afternoon of Wednesday December 17th, The Economic Development Manager (EDM) and the Public Information Officer (PIO) were alerted by Public Works that the City Dock Project construction fencing, currently encompassing the portion of the City Dock West of Craig Street, would expand to include the southern span of Dock Street, removing a portion of the existing parking. This would transform Dock Street into a one-way road for the remainder of the project. The implementation of this was initially scheduled to occur on Monday, January 5th.



Response: Given the limited time available, the PIO and EDM lobbied Public Works and the construction contractor, Whiting Turner, to extend the date of implementation for another two weeks. They agreed to extend the period to allow for both offices to alert the community, and for the businesses to prepare. The extension of the fencing is scheduled to be deployed on Monday, January 19th.

Immediate Action: The EDM scheduled one-on-one meetings with every business on Dock Street to alert them of this development and gather feedback. Meetings were conducted throughout the day of Friday, December 19th. Feedback was documented in the form of questions, concerns, recommendations and preferences. The following week, action items were derived from said feedback.

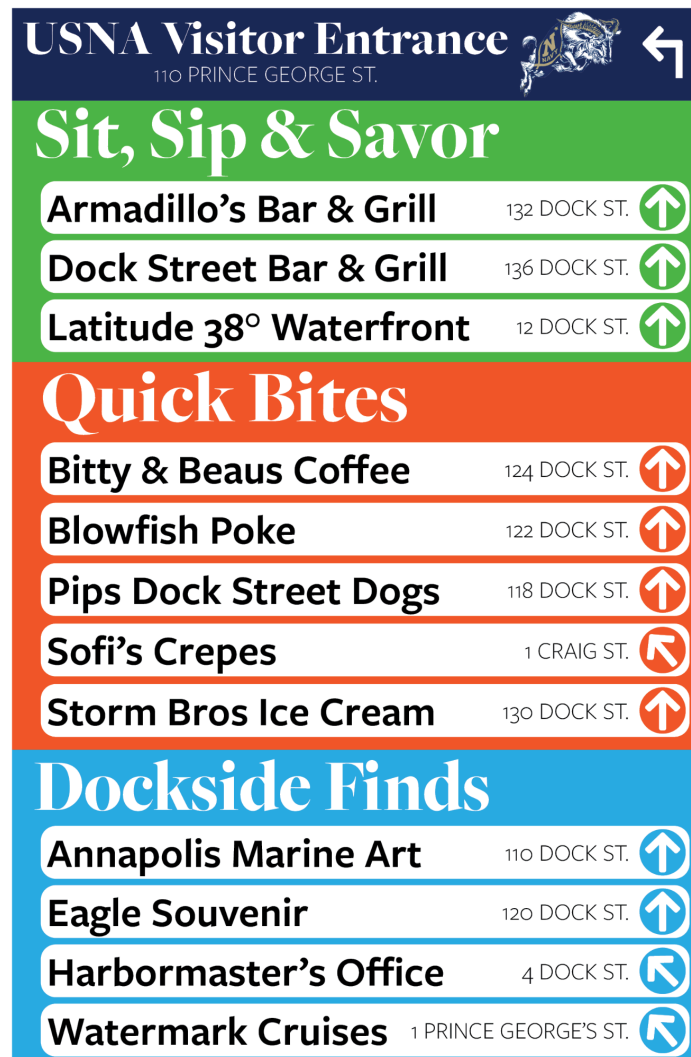
While this was occurring, the PIO began drafting signage to help with wayfinding and to promote Dock Street Businesses. It was decided that a concerted “Dock Street is Open” branding campaign is needed to help create public awareness of those businesses being open during construction.

Initial Branding and Signage

In order to meet the deadline of January 19th, some signage has already been designed, produced and delivered. The following items are ready to be deployed on day-one of the construction fencing being installed.

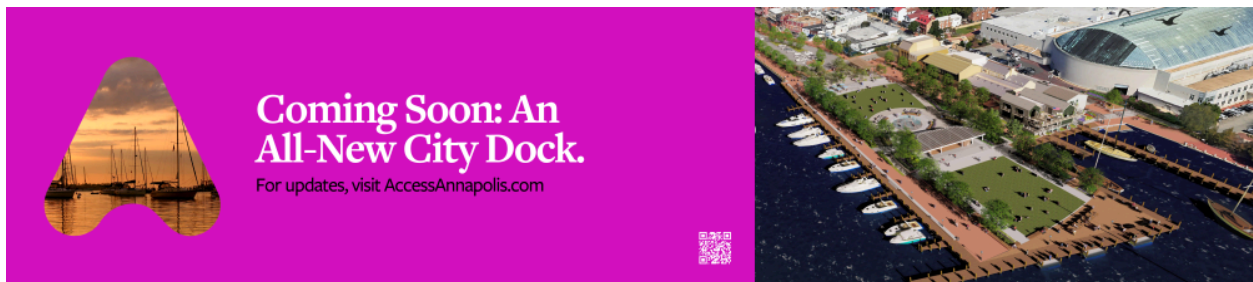
Sandwich Board (A Frame) Sign

This sign will be on Dock and Randall Streets, near the construction fence, so as to entice passersby to visit the shops and restaurants along Dock Street. It also provides wayfinding to the Naval Academy via the Barry Gate, to help move pedestrian foot traffic along Dock Street:



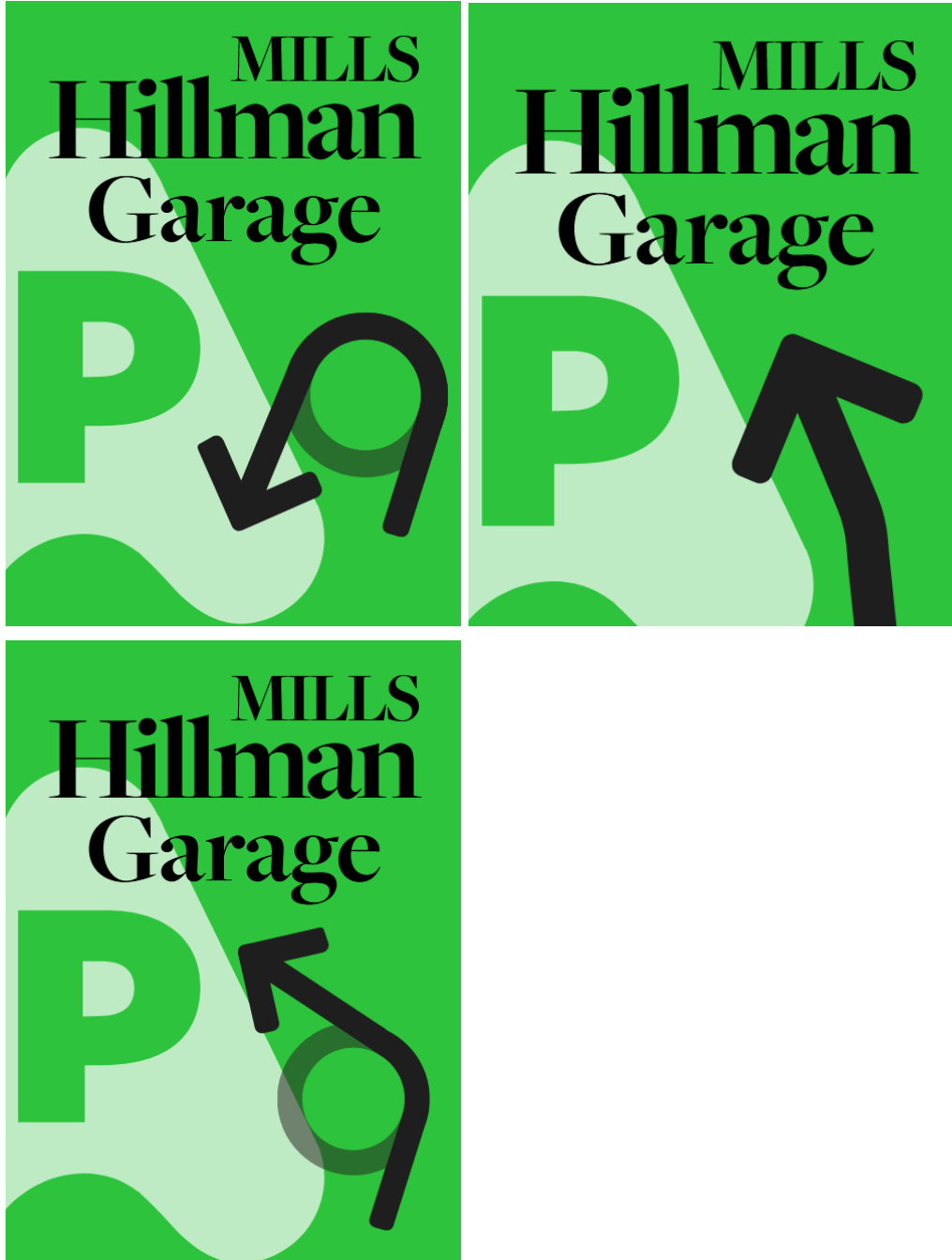
Fence Signage

To be deployed on day-one of the extension of the construction fencing, these signs help with placemaking and reinforcing the “Dock Street is Open” branding campaign. While these signs will be facing the businesses on the north portion of the construction, we are planning to deploy signs on the south side of the fence, facing Compromise Street:



Parking Wayfinding

Using the same branding, the parking signage will be located around the Compromise Street traffic circle, to help direct traffic towards the parking garage. There, additional signage (yet to be designed and printed) will direct visitors to Dock Street:



Additional Considerations - Immediate Actions

- A list of questions from the Dock Street Businesses is being circulated to the relevant parties within and without City Government
- All of the Dock Street Stakeholders are being included in regular communications, in which other digital solutions are being considered to streamline the feedback loop
- The Dock Street Businesses overwhelmingly requested that one way Dock Street traffic be directed from east to west, with drivers turning right on Dock Street from Randall Street, and then making a left on Craig Street to Prince George Street, which will both be one way
- Dock Street Businesses requested that all parking spaces be restriped, so that they would face the traffic and be head-in, rather than back-in, which was agreed to by Public Works, who also agreed to restripe the parallel spaces along Dock Street