



# NEWS RELEASE

**For immediate release**

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**Photo: Wayfinding signs are being installed in historic Beaufort.**

## **City, Main Street Beaufort installing new ‘wayfinding’ signs to help guide pedestrians to shops, parking**

New signs in downtown Beaufort will help visitors and locals alike find their way to shops, restaurants and parking.

Installation of the easy-to-read signs began Tuesday and should be completed by the end of the week.

“The idea is to help guide people, to help them explore downtown and know what might be around the next corner,” Beaufort City Manager Bill Prokop said. “The wayfinding signs will help pedestrians, but they also point the way to parking lots.”

The “wayfinding” signage is a joint effort of the City of Beaufort and Main Street Beaufort USA. The two split the approximate \$30,000 cost.

The project was identified in Beaufort’s Civic Master Plan and also has been a priority with the Main Street merchants’ organization. The Beaufort Redevelopment Commission asked Main Street to take the lead with support from the city’s planning department.

The project includes:

- signage from the Beaufort city limits to the downtown shopping district
- directory signs in the historic downtown
- a business directory at the West Street Plaza
- and Waterfront Park signs with rules and regulations.

“We are happy to see this project complete after more than a year of planning, and many more years of identifying this type of signage as an important need for the city,” said LaNelle Fabian, executive director of Main Street Beaufort USA.

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