

**January 12, 2015 – PRESS RELEASE**

**Newtown Awarded \$10,000 Grant to support Sandy Hook Village Signage & Wayfinding Design Plan**

**Newtown, CT** – Connecticut Main Street Center (CMSC), the downtown revitalization and economic development non-profit, has awarded the Town of Newtown a \$10,000 Preservation Place Grant (POP) for the creation of a Sandy Hook Village Signage and Wayfinding Design Plan. Newtown was one of eight organizations and municipalities to be award a 2015 Preservation of Place Grant.

As part of the Sandy Hook Village economic recovery and branding efforts completed by Arnett Muldrow & Associates in 2013, it was recommended that a signage and wayfinding study be completed. This effort will help determine signage needed to direct the public to Sandy Hook Village and notify travelers of parking, restaurant, arts, etc. Currently, there is lack of directional signage indicating the location of Sandy Hook Village in the areas of both exit 10 and 11 of I-84. The addition of directional signage for parking, restaurants, entertainment, etc. within the village will help drive traffic and increase awareness of the services available. The Town worked closely with the Sandy Hook Organization for Prosperity (SHOP) leadership and other Sandy Hook Village stakeholders to complete the grant application which included letters of support within the grant application.

The next steps include releasing a RFP (request for proposals) for a consultant to complete the study. The Town and stakeholders will work together, creating a steering committee and select a consultant whom they'll work closely with through the evaluation and fact finding process. The consultant will determine signage recommendations for design and location to help increase traffic and awareness of the village amenities. This is an effort to continue the Sandy Hook Village long term recovery process and increase business vitality. The project will be completed by September 2015.

**This project was partially funded by a grant from Connecticut Main Street Center and the 'Preservation of Place' program in cooperation with the state of State of Historic Preservation Office of the Department of Economic and Community Development with funds from the Community Investment Act of the State of Connecticut.**

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