

New London Main Street
Design Committee Workplan
2009-2010

Project	Description	Timeline	Partners	Chair	Funding Sources	Budget	Notes
Highway Sign Project	Replace green signs which read "Downtown New London" to brown signs which read "New London Historic Waterfront District"	Oct. 2010	CT DOT, City Council	Nicole Benoit	none required		
District Gateways No. 1 & 2 Bulb Planting	Plant bulbs in gateway sites	September, October, 2010		Kate Wick/Lesley Roberts	Paid for with gateway funds from prior year		
Lightpole banners	Beautify the district with colorful and artistic banners	Winter, Spring			A revenue positive initiative	60 banners @ \$90 each and 60 slices at \$40 each = \$7,800	
Plaque Maintenance	Create a Coast Guard Community Service event to clean & polish the Heritage Trail plaques & provide lunch		USCGA, 2 Wives for lunch ??			\$200	
Ice Skating Rink	Identify optimal type of rink and related amenities to install on Parade Plaza. Recommend administrative structure, fundraising & marketing strategies from models found in comparable places. Explore possibility of renting rink, including management. Explore NL Garden Club role in making rink attractive with evergreen plantings in tubs, etc.			Steve Harrington, Intern Lincoln Wesley	CDBG, \$10K, admission and skate rentals, potential \$30K	\$40,000	
Photo documentation of streetscapes that mix residential and commercial use	Assist in creation of design standards for converting retail spaces to town houses for residential use				Kate Wick	\$300 for travel, meals, photo display	
Design Standards for District Signs	Develop recommendations to Public Works for all downtown signage based on existing new signage.	FY11	NL Public Works			no funding required	
Removal and upgrading of derelict and outdated signs. Street sign replacement with signs consistent with District graphics.	Once we get agreement on standards for District signs, review all non-conforming and out dated signs and make recommendations for removal and upgrading.	FY11-12	NL Public Works			no funding required	