



Erie Canal Harbor
Development
Corporation

For Immediate Release: October 11, 2016

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ECHDC Approves Contract for Canalside Wayfinding and Interpretive Signage Project

Entro Communications, Inc. will provide design, fabrication and installation services

Erie Canal Harbor Development Corporation (ECHDC) met today and approved a contract with Entro Communications, Inc. for design, fabrication and installation services of ECHDC's Canalside Wayfinding and Interpretive Signage project. The summer of 2016 was the most successful to date with more than 1.2 million visitors and more than 2,500 events and activities at Canalside. It was evident by the size and consistency of the crowds that wayfinding and interpretive signage is needed to connect and showcase all the great assets Canalside has to offer.

"Canalside requires a wayfinding and placemaking program that enables visitors to get to their destinations and navigate the environment with ease," said **ECHDC Chairman Robert Gioia**. "We look forward to working with Entro Communications to identify key features and attractions, and enable visitors to learn about the historical significance of the district."

"We are thrilled and very much looking forward to working together with ECHDC and our project partners on this exciting project," said **Entro Principal Associate Randy Johnson**. "We've watched the transformation of Canalside from across the lake in Toronto and recognize the potential of this great destination. We see this program as an essential component in the development of a seamless transition between the waterfront and downtown Buffalo. Beyond navigability, the planned wayfinding and interpretive signage program is also a fantastic opportunity to reinforce sense of place and all the character, memory, identity, and fun that is reflective of the Canalside experience."

Entro Communication is internationally renowned for building experiences through visual communications. The \$1,150,000 contract between ECHDC and Entro Communications has a goal to design, fabricate and install a comprehensive signage program that welcomes and guides visitors from major highways and entrance points into the Canalside District and establishes design standards for district-wide wayfinding

signage that is reflective of Canalside's fun, colorful and eclectic identity. While guiding visitors through the Canalside District with ease, the team's program will also educate and enlighten visitors on the historical significance of and the role the terminus of the Erie Canal played in both Buffalo and the United States' history.

The Entro team includes the Crystal McKenzie, Inc. (M/WBE), Design Communications, Inc. and Signs and Decals (MBE) and is well suited for the project, having completed similar projects in entertainment and waterfront districts, including Downtown Yonge (Toronto, Ontario), Prince Arthur's Landing (Thunder Bay, Ontario) and elements at Governor's Island (New York, New York). The Entro team has extensive experience and expertise in architecture, graphic design, media, fine arts, industrial design, engineering, planning and project management.

Design services are expected to begin in November 2016. The fabrication and installation phase is expected to begin in March 2017. It is anticipated that various components, for example highway signs and on-street wayfinding signs, will be complete by summer 2017. The project funding source is the New York Power Authority (NYPA).

About Erie Canal Harbor Development Corporation

The ECHDC is governed by a nine-member board consisting of seven voting directors and two non-voting, ex-officio directors. The seven voting directors are recommended by the New York State Governor and are appointed by the New York State Urban Development Corporation d/b/a Empire State Development as sole shareholder of ECHDC. The two nonvoting, ex-officio director positions are held by the Erie County Executive and the City of Buffalo Mayor.

As a subsidiary of Empire State Development, the state's chief economic development agency, the Erie Canal Harbor Development Corporation supports and promotes the creation of infrastructure and public activities at Canalside, the Ohio Street corridor and the Outer Harbor that is attracting critical mass, private investment and enhance the enjoyment of the waterfront for residents and tourists in Western New York. Its vision is to revitalize Western New York's waterfront and restore economic growth to Buffalo based on the region's legacy of pride, urban significance and natural beauty. For more information on ECHDC, visit www.eriecanalharbor.com.

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