



Lambert-St. Louis International Airport®

News

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For Immediate Release:

Lambert to install new roadway signs, rename terminals

Regional Business Council contributing \$200,000 for more roadway improvements

(St. Louis) Lambert-St. Louis International Airport is kicking off 2010 with a campaign to overhaul its main roadway with all new signs and other infrastructure enhancements. The \$1.2 million Wayfinding Signage Project will greatly improve visitor experiences by simplifying and improving airport messaging which will include renaming Lambert's terminals.

The signage improvement project will receive an additional \$200,000 contribution from St. Louis' Regional Business Council to complete the transformation of Lambert International Boulevard by giving the Airport a new signature look which will include the painting of sign structures, guardrails, street lights and fencing. The RBC is a consortium of presidents and CEOs representing 100 of the largest companies in the St. Louis region.

"The entire overhaul of roadway signage has been needed for years. We know the new signage will make it easier for our passengers and visitors to navigate their way to airport destinations," said Director Richard Hrabko. "The RBC's contribution is the first of its kind. It's a tremendous civic investment for the region for work that will complement the new signage improving Lambert's image for all of our visitors."

Lambert has been developing its new sign program for more than a year working with airport designers and sign experts. The addition of all new signs now makes it possible for Lambert to adopt numerical terminal designations which are commonly used because they are sign friendly, easier to understand and easier to remember. The "Main Terminal" will become **Terminal 1**. The "East Terminal" will become **Terminal 2**. Other features of the new signage program includes simple consistent messaging, color-coded symbols, distinct interstate signage, airline terminal locations, improved car rental signage and improved parking lot information.

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Lambert renaming terminals and upgrading roadway signage-2

The installation of 75 new overhead and ground mounted signs along two miles of Lambert International Boulevard will begin in January 2010. The RBC-related project work will begin after all the signs are installed. Lambert is also working with the Missouri Department of Transportation on a plan to improve and increase highway trailblazing signage to the Airport throughout the St. Louis Metro area.

The signage improvement project is part of Lambert's modernization and renovation campaign, called the Airport Experience Program.

Sample of new roadway signs
at Lambert-St. Louis
International Airport



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Lambert-St. Louis International Airport is the 30th busiest airport in the U.S. as ranked by Airports Council International-North America. Lambert serves more than 14 million passengers a year with an average of 280 daily departures to 70 national and international destinations. Lambert-St. Louis International Airport is an Enterprise Fund Department of the City of St. Louis. It is wholly supported by airport user charges. No general fund revenues are used for the operation, administration, promotion or maintenance of airport facilities. For more information on flights and services at Lambert-St. Louis International Airport, log onto www.flystl.com.