

# Livingston County Downtown Wayfinding Master Plan

## Scope of Work

### A. Objective

The primary project objective is to develop a Master Plan to improve the pedestrian, tourist, and visitor experience navigating to and within the nine downtown districts in Livingston County. The project will inventory local sites and assets to be included in the wayfinding Master Plan and identify signage types, locations, treatments and prioritized phases of installation. The Master Plan should create a unified, consistent impression across Livingston County's nine downtown districts to effectively and safely connect the travelling public to local assets.

### B. Background

The County's formation in 1821 coincided with the construction of the Erie Canal, which influenced western migration and residential development more than any event of the nineteenth century. Commerce grew rapidly along the Canal after it opened in 1825. This led to the development of the major East/West transportation routes—NYS Route 5, US Route 20, and US Route 20A—that in turn dictated the pattern of Livingston County's residential development. Seven of its nine incorporated villages are located on or near one of these highways. With the construction of Interstate 390, a stunning 70% of Livingston County's workers now commute to their primary jobs outside of the County and visitors are able to easily bypass some of Livingston County's greatest assets: our historic village cores.

Recognizing the important role our downtown districts play in economic development, the Livingston County Board of Supervisors established a Main Street Revitalization Program in 2003. The Downtown Partnership, as it is now known, exists under the Livingston County Development Corporation and is staffed by one fulltime Downtown Coordinator. The mission of the Downtown Partnership is to promote and enhance the unique, authentic and vibrant villages of Livingston County through programming in downtown revitalization and community development, preservation and enhancement of downtown buildings, integrated marketing of the existing businesses and community, and entrepreneurship development and recruitment of new businesses. The work completed through the Downtown Partnership over the past 15 years has positioned our nine commercial cores as an integrated network that can together compete with the suburban retail complexes by creating sense of place, offering unique work spaces and shopping alternatives, develop and enhance special events and cultural activities, and preserve the historic structures that are so important in defining village living.

In 2016 the County completed a Strategic Plan for Economic Development. The plan acknowledged the County's downtown districts as unique assets that provide opportunity for business, resident, and visitor attraction. The recommendation was made to further develop and promote these districts. As a result, in 2017 a Commercial District Analysis was conducted for the County and its nine downtown districts. The goal of the analysis was to determine where targeted investment should be incentivized and to determine what physical improvements and projects should be prioritized. Both studies recommended a coordinated branding effort for the downtowns of Livingston County to be used for retail

attraction marketing, promotion of the communities, and articulated through streetscape, wayfinding and signage improvements. Public meetings have shown overwhelming support for this idea.

### **C. Tasks**

1. Establish a project steering committee to include representatives from Livingston County Economic Development, County Planning, County Highway, Genesee Transportation Council, NYS Department of Transportation, local business/tourism agencies, and representation from each of the nine villages: Avon, Caledonia, Dansville, Geneseo, Leicester, Lima, Livonia, Mount Morris and Nunda.
2. Develop Request for Proposals, advertise, and select/hire consultant.
3. Prepare public participation plan that meets GTC requirement
4. Existing conditions analysis: Identify/inventory existing wayfinding signage, historic resources, attraction, destinations, parking and amenities within the nine downtown districts.
5. Public meeting to present the findings of the existing conditions.
6. Develop and adopt branding designs and standards that can be utilized by all the villages to create a unified and consistent impression
7. Develop a wayfinding system for the nine downtown districts that improves the pedestrian/tourist/visitor experience navigating to and within the nine downtown districts.
8. Public meeting to present recommendations.
9. Prepare final report with schematic/conceptual plan summarizing data collection, analyses and final project recommendations.

### **D. Products**

The final deliverable will be a Livingston County Downtown Wayfinding Master Plan which will serve as a guiding document for supporting and funding projects, initiatives and services that promote collaboration and partnerships for improved wayfinding and connectivity to enhance the County's downtown districts.

Key products that will be produced include a Public Participation Plan as well as any public meeting materials including but not limited to presentations, flyers, factsheets, etc. Upon completion of the plan, a final report and executive summary should be produced that will summarize recommendations regarding improving the tourist/visitor experience within and the overall pedestrian circulation system into and through Livingston County's nine downtown districts.

### **E. Public Participation Plan**

It should be noted that significant public participation has already been achieved to get to this point. Through a recently completed Commercial District Analysis, this recommendation was discussed and advanced by a group of more than 200 people. Well attended follow up meetings have been held in all nine villages to discuss next steps. Additional public participation will be achieved through a variety of efforts. A consultant will work with the Project Steering Committee to create a public participation plan for the project in conformance with GTC requirements. Information and opportunity for participation will be

made available to the public. It is anticipated that there will be a minimum of 2 public meetings. Efforts will be made to identify effective outlets for advertising public meetings and obtaining public input, such as flyers, email distribution lists, press releases, and information posting on the County website. The Downtown Coordinator will report progress at steering committee meetings and provide regular updates to Village Boards.

**F. Schedule**

Scope of work approved	May 2019
Consultant selected	August 2019
Project kick off meeting	September 2019
Inventory of conditions	November-Dec 2019
Public meeting	January 2020
Develop branding design	February-March 2020
Second public meeting	April 2020
Finalize brand & design	May-June 2020
Draft report	July 2020
Final report	August 2020

**G. Project Budget**

Sources of Funds		Uses of Funds	
	FY 2019-20		FY 2019-20
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$80000	Staff	\$0
FTA	0	Contractual	\$0
Subtotal	\$80000	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	\$0	Contractual	\$90000
Local (Cash)	\$10000	In-kind Exp.	\$0
Subtotal	\$10000	Subtotal	\$90000
<u>Total</u>	<u>\$90000</u>	<u>Total</u>	<u>\$90000</u>

*(The in-kind local match was decreased to maintain 5% of the overall program. Livingston County is expected to maintain their local match commitment of \$20,000 as noted in their UPWP application.)*