

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 21-16 Accepting the Livingston County Downtown Wayfinding Master Plan Final Report as evidence of completion of UPWP Task 6312

WHEREAS,

1. The *FY 2020-2021 Unified Planning Work Program* includes Task 6312, Livingston County Downtown Wayfinding Master Plan to develop a Master Plan to create a unified, consistent impression across Livingston County's nine downtown districts to effectively and safely connect the travelling public to local assets;
2. Said Task included an analysis of existing conditions including an inventory of existing wayfinding signage, historic resources, attractions, destinations, parking and amenities within the nine downtown districts; development of branding designs and standards that can be utilized by all the villages to create a unified and consistent impression; identification of signage types, locations, treatments and prioritized phases of installation; and the development of a final Master Plan that 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.
3. Said Task has been completed and has resulted in the *Livingston County Downtown Wayfinding Master Plan Final Report*; and
4. Said Report has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the Livingston County Downtown Wayfinding Master Plan Final Report as evidence of completion of UPWP Task 6312; and
2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on June 10, 2021.

Date _____

KEVIN C. BUSH, Secretary
Genesee Transportation Council



LivCo

Wayfinding Strategy

Connecting Livingston County Communities

EXECUTIVE SUMMARY

March 2021

ACKNOWLEDGMENTS

This study was funded with a combination of federal planning funds made available through Genesee Transportation Council's (GTC) Unified Planning Work Program (Task 6312- Livingston County Downtown Wayfinding Master Plan) and a contribution from Livingston County, the project sponsor. The process was guided by an active Steering Committee representing the nine Villages of Livingston County, State Parks and regional organizations. The committee provided valuable input and feedback regarding the county-wide wayfinding system.

PROJECT SPONSOR LEADS

Louise Wadsworth
Maureen Wheeler

Livingston County Office of Economic Development
Livingston County Office of Economic Development

STEERING COMMITTEE MEMBERS

Barry Briffa	Mayor, Village of Leicester
Zachary A Cracknell	Livingston County Highway Department
Megan Crowe	Livingston County
Margaret Duff	Mayor, Village of Geneseo
Mike Falk	Supervisor, Town of Lima
Dave Fanaro	Supervisor, Town of Leicester
Tom Finch	New York State Department of Transportation
Rob Hayes	Village of Avon
Jason Hunt	Village of Caledonia Planning Board
Laura Lane	Livingston County Area Chamber of Commerce and Tourism
Cal Lathan	Mayor, Village of Livonia
Eddie Lee	Village of Geneseo
Lora Leon	New York State Department of Transportation
Lori Maher	Genesee Transportation Council
Nicole Manapol	Letchworth Gateway Villages
Jack Morgan	Mayor, Village of Nunda
Frank Provo	Mayor, Village of Mount Morris
Nina Piccini	Letchworth Gateway Villages
Andrew Quinn	New York State Department of Transportation
Paul Spitzer	New York State Department of Transportation
Kristine Uribe	Genesee Valley Greenway State Park
Peter Vogt	Mayor, Village of Dansville
John Wadach	Mayor, Village of Lima
Bill White	Village of Caledonia
Roy Wood	Clerk, Village of Nunda

GTC'S COMMITMENT TO THE PUBLIC

The Genesee Transportation Council assures that no person shall, on the grounds of race, color national origin, disability, age, gender, or income status, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. GTC further assures every effort will be made to ensure nondiscrimination in all of its program activities, whether those programs and activities are federally funded or not.

REPORT PREPARATION

This report was prepared for Livingston County by Bergmann with assistance from AllieWay Marketing.



BERGMANN
ARCHITECTS ENGINEERS PLANNERS

EXECUTIVE SUMMARY

Livingston County identified the need to undertake a County-wide Wayfinding Study with the overarching goals of:

- 1 Improving navigation throughout the County.
- 2 Supporting economic development within the County's downtowns.
- 3 Visually connecting downtowns and destinations through uniform and consistent signage.
- 4 Promoting the County's unique assets and destinations. The design and implementation of a wayfinding system will weave together the nine villages of Avon, Caledonia, Dansville, Geneseo, Leicester, Lima, Livonia, Mount Morris, and Nunda through a cohesive vehicular and pedestrian signage system, guiding people to Livingston County's unique destinations and promoting tourism, recreation and economic development.

PROJECT PURPOSE

Aided by a robust public engagement strategy, this study identifies the unique assets and destinations within Livingston County and identifies recommendations for wayfinding signage design and location. Along with the recommendations, phasing plans and cost estimates are provided to assist the County and Villages in obtaining financial resources for implementation. Streetscape recommendations and guidelines are also included with the goal of improving pedestrian safety and navigation for all modes of transportation, and to further help visually connect each village while creating a strong identity.

Recommendations in this study, take into account other regional and local initiatives in the County including the Genesee Valley Greenway State Park signage project, Genesee Valley Trail Town Initiative, Livingston County Commercial District Assessment study and Letchworth Gateway Villages programs to name a few. Synergies between these initiatives and ongoing coordination with each other will help create a robust identity for Livingston County, promoting tourism and economic development for the region.

PURPOSE OF WAYFINDING



1 **ORIENT**
THE USER



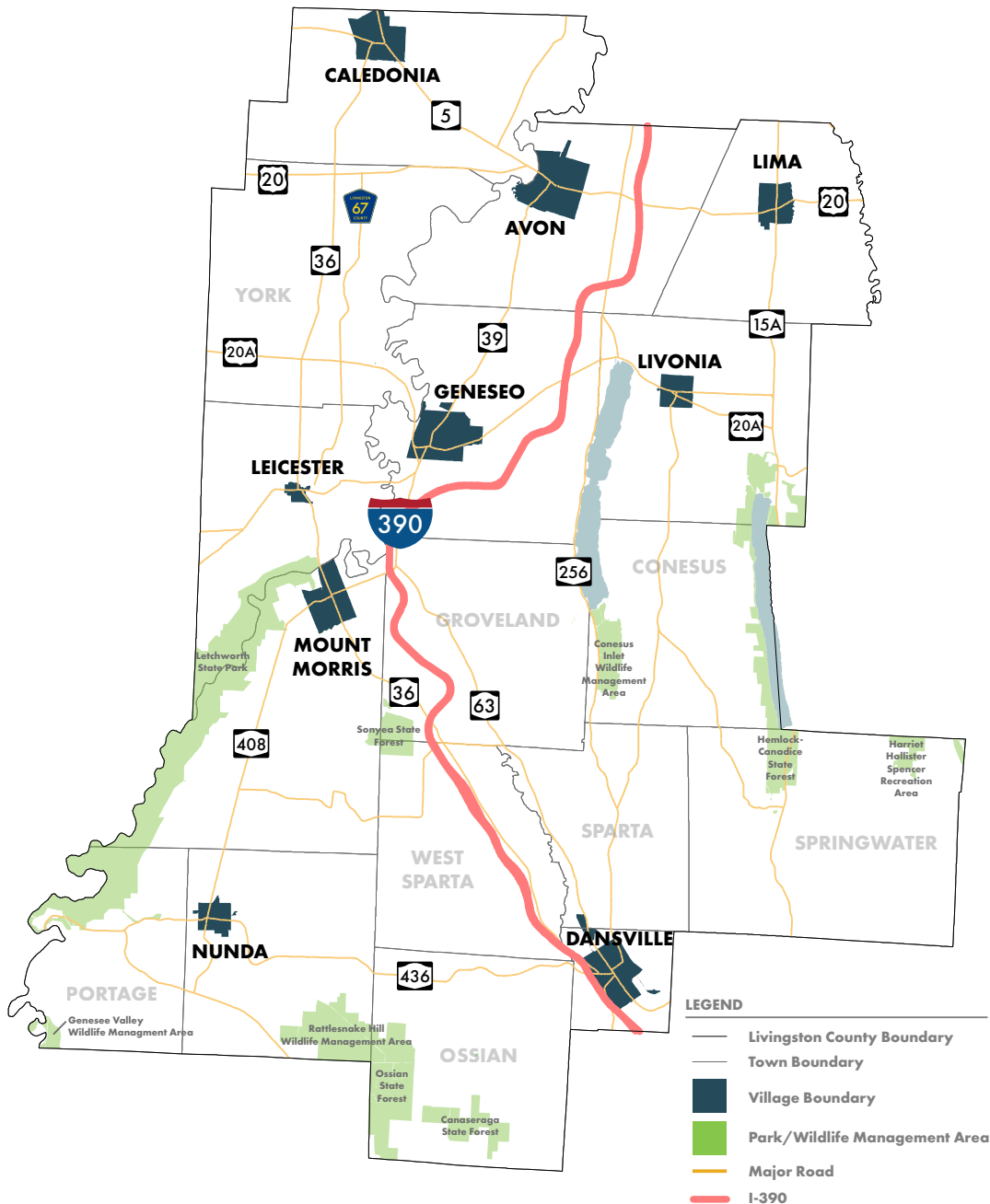
2 **DIRECT**
THE USER TO THEIR DESIRED
LOCATION



3 **INFORM**
THE USER OF RULES OR
REGULATIONS

STUDY AREA

The study area consists of the entirety of Livingston County, with an emphasis on the nine downtowns as a focus of regional activity. Livingston County is located in the Finger Lakes region of New York State and is approximately 640 square miles in size with a population of 65,000 people. Nature and history abound in the county with natural wonders including the Genesee River and the gorges of Letchworth State Park, and the beauty and draw of Conesus and Hemlock Lakes. The County is also home to major educational institutions including SUNY Geneseo bringing approximately 5,500 students and their families to the region. The County is served by a number of major highways include I-390 and Routes 5&20, 15A, 36, and 39 which connect visitors to destinations throughout the County.



COMMUNITY ENGAGEMENT

Soliciting and receiving input from the community is critical for building project support and buy-in. Throughout the study process, community and local stakeholders were engaged to understand the unique aspects of the nine Villages and to provide feedback on wayfinding design and streetscape recommendations.

4

Committee Meetings



STEERING COMMITTEE MEETINGS

Steering Committee meetings were held regularly throughout the project to discuss project progress, review deliverables and provide guidance on recommendations.

9

Stakeholder Meetings

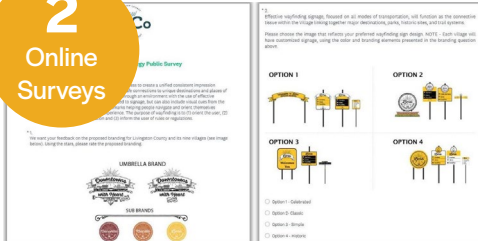


STAKEHOLDER MEETINGS

Stakeholder meetings and tours were held in each of the nine Villages. Meeting participants provided local insight and shared unique aspects of each Village, helping to inform the wayfinding strategy, as well as streetscape recommendations and guidelines.

2

Online Surveys



ONLINE SURVEYS

Two on line surveys were created for the community to provide feedback on the county-wide branding and wayfinding recommendations. The results of the survey helped inform the preferred sign design and destinations to be included in the proposed system.

4

Public Meetings



PUBLIC MEETINGS

Public meetings were held during the planning process to inform and engage the community. The purpose of these meetings was to educate participants on the role and purpose of wayfinding, branding and how they relate to community development.

1

Project Website



PROJECT WEBSITE

A project website was created for this planning effort which allowed interested parties to stay involved and up to date on project progress. The website provided access to documents, project related surveys, and provided the opportunity for community members to share feedback with the project team.

EXISTING SIGN INVENTORY

To create a comprehensive wayfinding plan, you first need to understand what signage is already in place, who is the intended user, and what gaps or deficiencies exist in the system. An inventory of existing wayfinding signage was conducted throughout the nine Villages and along major vehicular routes in Livingston County. With the use of a GIS phone application, each sign was located and categorized according to which sign “system” it fell within, intended viewer, sign type and general condition.

For this study the following existing sign systems were inventoried:

Community Entrance Sign



County Entrance Sign



Destination Sign



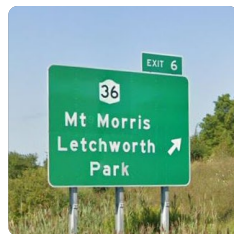
Directional Sign



Distance Sign



Exit Sign



Gateway Sign



Historical Marker



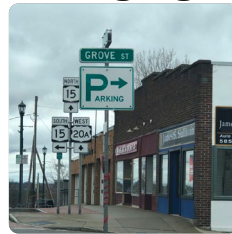
Kiosk



Other



Parking Sign



Recreational & Cultural Interest Sign































Service Sign



Trail Sign



Existing Sign Statistics (County-Wide)

	SIGN SYSTEM	SIGN #	VIEWER	TYPE
14%	Distance Sign	51		
12%	Destination Sign	43		
12%	Gateway Sign	42		
8%	Service Sign	29		
8%	Exit Sign	28		
8%	Other Sign	28		
8%	Community Entrance	27		
6%	Directional Sign	23		
6%	Historical Marker	23		
5%	Parking Sign	18		
5%	Recreational and Cultural Interest Sign	17		
3%	Trail Sign	12		
3%	Kiosk	11		
2%	County Entrance Sign	8		

LEGEND



Indicates if the intended sign viewer is **VEHICULAR** or **PEDESTRIAN**



Indicates if the sign is **DIRECTIONAL** or **INFORMATIONAL**



COUNTY-WIDE EXISTING SIGN INVENTORY

Understanding what sign systems exist, the intended viewer and sign condition is key to inform recommendations for future sign type, location and messaging. The infographics below provide a snapshot of the existing Livingston County wayfinding system as a whole.

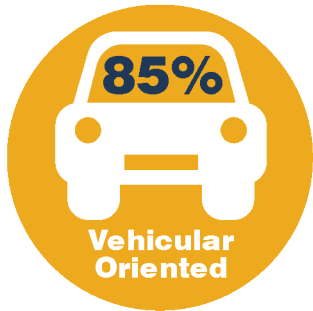
In addition to the county-wide analysis, a comprehensive inventory and analysis for each of the nine individual Villages was conducted.



In total 360 wayfinding signs were inventoried in and between the nine Livingston County Villages.



Over half the existing signage directs individuals to destinations including nearby towns and villages, parks and educational institutions.



A majority of the signage is geared toward a person in a vehicle.



Informational signs make up nearly half of the existing signage which includes Gateway and Cultural & Recreational signs.



Pedestrian signs are less prevalent, a majority of them consist of Historical Markers or Trail Signage.



A majority of the signs inventoried were identified to be in Excellent or Good conditions. A small percentage of signs are in Poor Condition, a majority of those being Historic Markers.

THE LIVCO SYSTEM

The purpose of the wayfinding is to provide an informative, functional and identifiable system that clearly directs users to significant destinations within Livingston County and each of the nine Villages. Consistent design, including colors and materials, are key components for ensuring an identifiable and recognizable wayfinding system. The proposed system includes a hierarchy of signage to address the needs of a variety of users at the county level (gateway and destination) and at the Village level (gateway, destination, identification and kiosk signs).

The sign design was based on a branding effort undertaken by the County to promote the downtowns. The design team considered local needs and best management practices when developing the sign hierarchy and concepts for Livingston County.

REGULATORY AGENCY COORDINATION

Prior to the final design and installation of signs, site specific surveys should be conducted to confirm property ownership, the location of under and above ground utilities, and any other potential conflicts. Coordination with applicable regulatory agencies such as each Village government, Livingston County, and the New York State Department of Transportation (NYSDOT), should occur to obtain the necessary permits and approvals prior to design, fabrication, and installation.



COUNTY AND VILLAGE BRANDING

The branding selected for the County-wide Wayfinding Program stems from two projects working hand-in-hand. Parallel to the wayfinding effort, Livingston County Downtown Partnership recently embarked on a larger-scale Downtown Branding initiative which is intended to be used to promote the county's unique downtown areas on a broad scale. The wayfinding program is just one initiative in which the larger branding will be used to visually and cohesively connect downtowns throughout Livingston County, while simultaneously highlighting their unique identity and attributes. An overall Downtown umbrella brand was established, as depicted below, with unique sub-brands for each downtown. The recommended wayfinding system incorporates the color and logos created as part of the Downtown Branding initiative.

UMBRELLA BRAND



INDIVIDUAL VILLAGE BRANDS (* PROPOSED COLORS ASSOCIATED WITH EACH DOWNTOWN IS SUBJECT TO CHANGE)





SIGN HIERARCHY

Based on the existing conditions analysis and input received through the public engagement process, a Sign Hierarchy was developed to infill gaps in the existing system. The goal of the sign hierarchy is to create a comprehensive and easily identifiable wayfinding system throughout nine Villages of Livingston County. The proposed sign hierarchy includes the following sign types:

GATEWAY MONUMENT

Typically located at major entrances to a village or municipality. These signs will be the first exposure visitors will have to the wayfinding signage system.

VEHICULAR DIRECTIONAL

Located at major decision points within the Village limits these signs will direct vehicular traffic to the downtown core, available public parking and major destinations within each Village.

BANNERS

One of the easiest and most inexpensive ways to promote the Downtowns With Heart branding is with Light Pole Banners. These banners can be seasonally changed or incorporated into an existing light pole banner program in each Village.

PARKING

Available public parking should be clearly identified. The round “P” will be located at all public parking facilities. A consistent sign color will be utilized throughout Livingston County providing consistency in the system.

PEDESTRIAN DIRECTIONAL

In the downtown core of each Village, Pedestrian Directional signs will be located at major destination points, directing visitors who are on foot to downtown destinations and attractions.

KIOSKS

Kiosks can display a variety of information including a downtown map listing business, restaurants and local attractions, county-wide destinations and interpretive historic information. Kiosks are typically located in public parking facilities or at major destinations to act as the first point of information for a user exiting their car.

TEMPORARY SIGNS

The most flexible sign in the hierarchy, Temporary Signs offer the ability to quickly advertise and brand local short-term events such farmers markets, festivals, and downtown businesses.

UMBRELLA BRAND

Utilizing the Downtown Umbrella brand, several concept designs were developed ultimately leading to a preferred design concept.

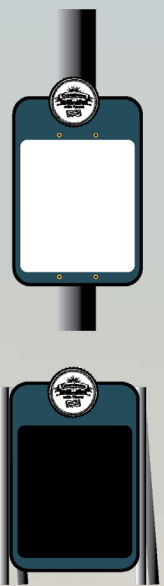


Gateway Monument With Stone Base

OR

Gateway Monument

Vehicular Directional



Light Pole Banners

Parking

Pedestrian Directional

3 Sided Kiosk

OR Kiosk

Temporary Signage

INDIVIDUAL VILLAGE BRANDS

The “Downtowns with Heart” overarching umbrella brand can be used as is, or customized for each of the nine Villages, creating a unique identity while still providing a cohesive county-wide brand. Below is an example of the signage system utilizing the customized brand for Caledonia and Livonia.

CALEDONIA



LIVONIA



SIGN PLACEMENT AND MESSAGING

Through a series of committee, stakeholder and public meetings, major destinations were identified in each of the nine Villages of Livingston County. Knowing where you want to direct vehicular and pedestrian traffic is key in identifying decisions points, locating signs and providing the correct sign messaging. For each of the nine Villages, a Vehicular and Pedestrian sign location plan was developed. The number of signs for each community will vary based on their physical size and the number of destinations located within the Village limits. The sign location plans in the main document illustrate the complete overall system for each Village, which have the ability to be phased in over time as funding resources become available.

In addition to providing the tools to navigate around each of the nine Villages, defining clear routes and providing wayfinding signage between each of the Villages is important for tourism and economic prosperity. Detailed maps in the main document provide suggested enhancements to the standard green and white NYSDOT signage, to guide vehicular traffic to each of the nine Villages and destinations throughout Livingston County.

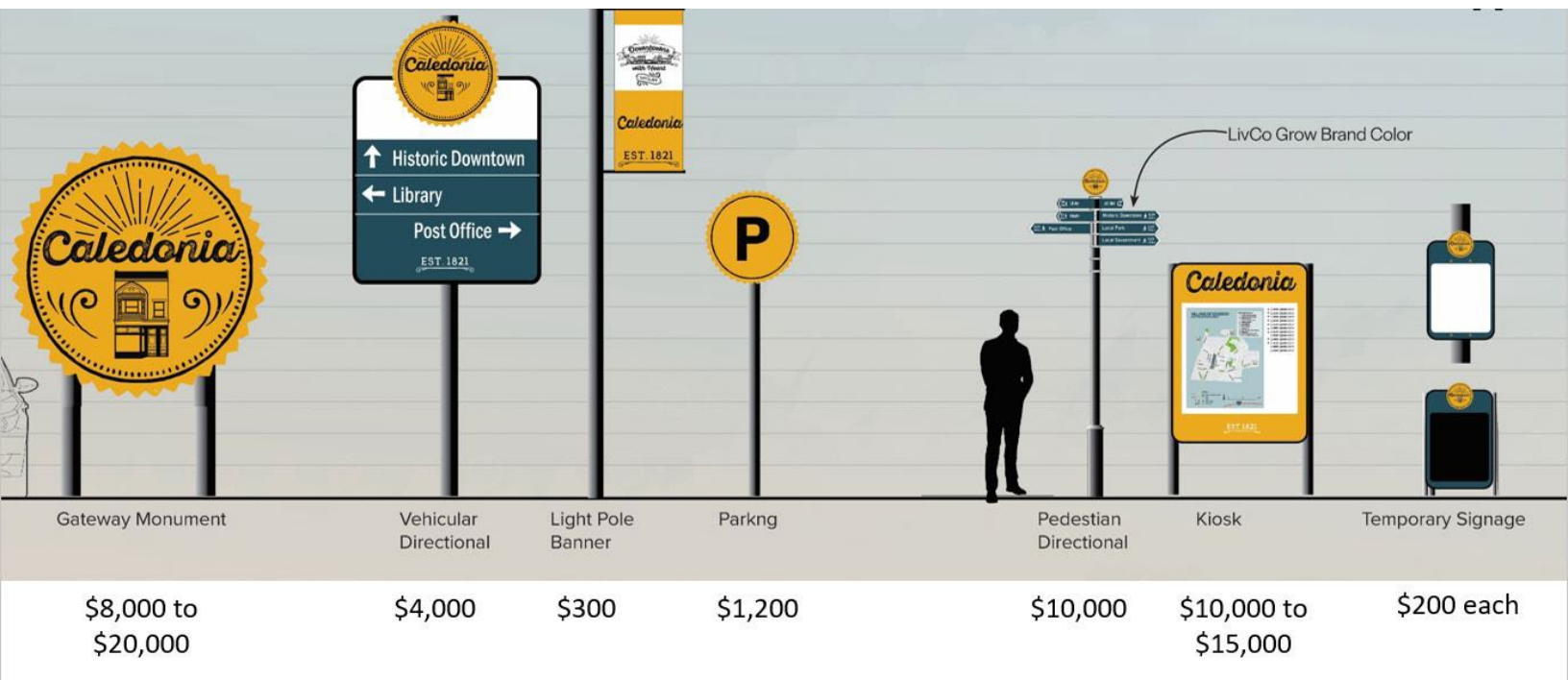
I-390 travels north/south through Livingston County. This plan also makes recommendations for additional signage or modifications to existing signage to help guide visitors to each of the downtowns from this corridor. Adding or modifying existing destination signs on I-390 will be reviewed by NYSDOT on a case by case basis during future capitol improvement projects. NYSDOT Traffic & Safety board will refer to the goals and recommendations in this plan and make adjustments when appropriate. **It will be important for Livingston County, the nine Villages and/or a designated organization to champion the wayfinding recommendations, and stress the importance of their implementation to NYSDOT in regards to regional tourism and economic development.**

COST ESTIMATES & PHASING PLANS

To guide Livingston County and the nine Villages in the implementation of the Wayfinding Strategy, planning level cost estimates and phasing plans were developed for each Village. This information is key in planning for future capitol improvement funding and considering future grant opportunities. Recognizing the signage priorities for each Village may be different, phasing plans were developed to help each of the Villages plan for and prioritize the installation of the wayfinding system as funds become available. As the wayfinding system is implemented, efficiencies and cost savings may be realized with the repeat utilization of a preferred sign manufacturer, implementation of signage in bulk quantities and the sharing of detailed design drawings amongst the nine Villages and the County.

Livingston County may choose to jump start the implementation process by installing or providing Banner, Parking, Kiosk or Temporary signage with the Downtown's With Heart branding for each of the nine Villages. Implementing these sign types all at once will create efficiencies and reduce design cost with the exception of the Kiosk design.

Cost estimates and phasing plans apply to each of the nine Villages only. Signage located on State Routes or on I-390 will be the responsibility of the NYSDOT.



DOWNTOWN PLACEMAKING RECOMMENDATIONS

In addition to wayfinding signage, creating an inviting, comfortable and navigable environment is critical to downtown economic revitalization. A series of downtown placemaking recommendations provide a manual of general streetscape design guidelines for consideration by each Village. High level streetscape recommendations tailored to each individual Village are also identified based on site observations, best management practices and related planning initiatives.

GENERAL STREETScape DESIGN GUIDELINES

The following five design elements are meant to guide the decision making process in regards to public realm improvements, across each of the County's downtowns. General guidelines, which should be applied to each downtown in a manner consistent with local zoning codes, design standards and recent/ongoing planning initiatives, are identified in the Wayfinding Strategy.

- 1 Street Trees:** Recommended street tree species and planting techniques to aid in tree health and longevity.
- 2 Street Amenities:** Streetscape elements that improve the pedestrian experience and foster a unique sense of place.
- 3 Pedestrian Access / Safety:** Sidewalk and street crossing features related to pedestrian movement, accessibility and traffic calming.
- 4 Parking Solutions:** Strategies to maximize public parking along streets or public parking facilities.
- 5 Alleyscape:** Features to brighten alleys creating an inviting and safe environment for pedestrian movement.

VILLAGE STREETScape RECOMMENDATIONS

Using the General Streetscape Design Guidelines as a base, high level recommendations tailored to each of the nine individual Villages are provided in the main document. These recommendations are based on site observations, input gathered at community stakeholder and public meetings, and best management practices. Related past and on-going planning initiatives were reviewed to provide consistency with suggested recommendations and the future vision of each community.

