

Cayuga County Vehicular Wayfinding System

Schematic Design Package September 23, 2013

Prepared for:
Cayuga County Office of Tourism

Prepared by:


architects // engineers // planners

In Association with:



CLOUD GEHSAN ASSOCIATES

Design Consultants

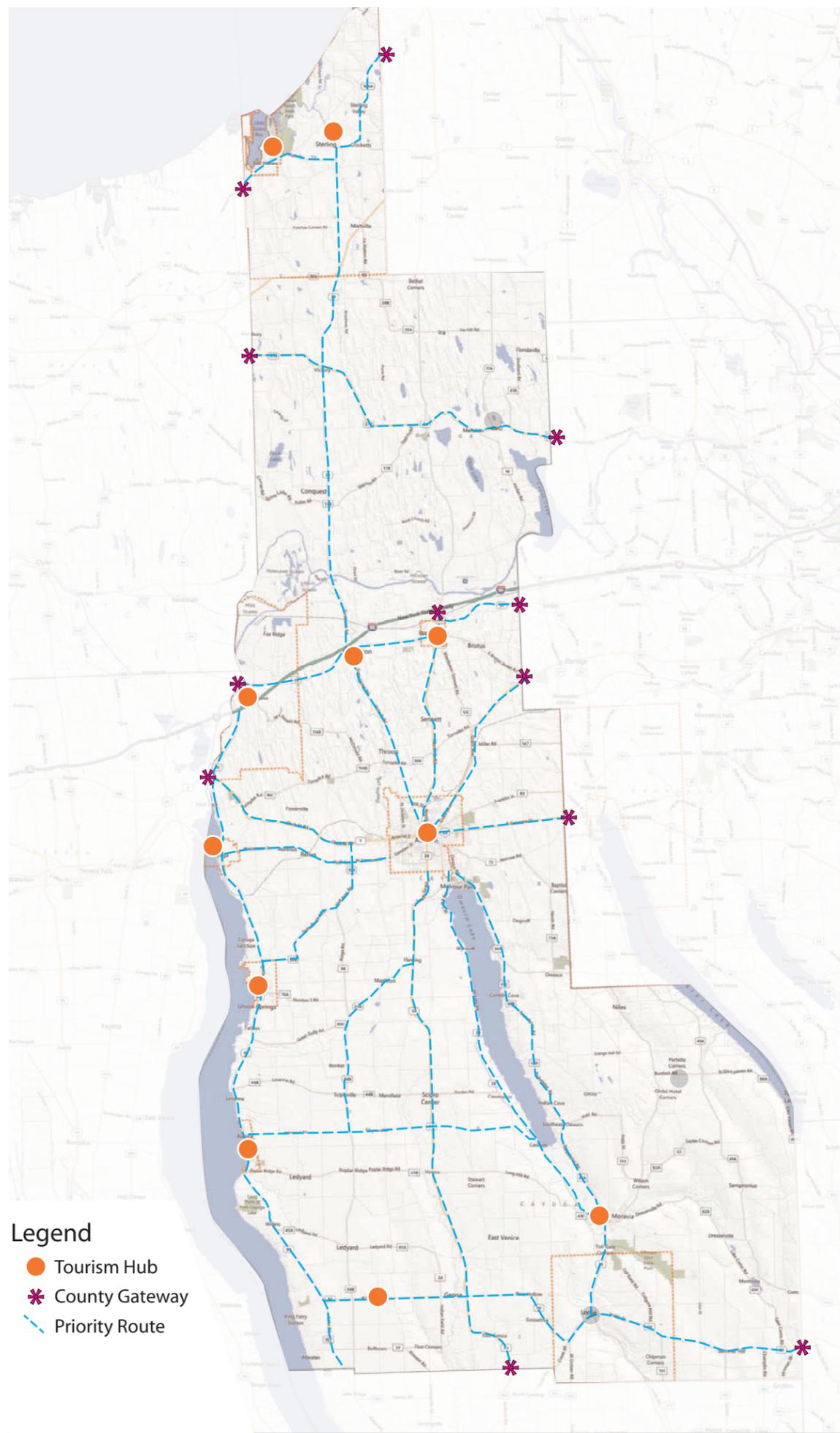
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Tourist Attractions

Boating	Lakefront Park	Food
Lake Ontario	Museums	Wineries
Lake Access	Park	Gas
Marina/Boating	State Park	Services
Aqueduct Site	Wildlife Refuge	Downtown
Canal Park	Campground	Visitor Info
Canal Trail	Lodging	Owasco Lake
Nature Center	Dining	Lake Ontario
Historic Sites	Shopping	Cayuga Lake

Tourism Hub Attractions

Fair Haven	Marinas, Boating, Shopping, Lodging, Dining
Sterling	Campground, Nature Center, Lake Ontario
Auburn	Lodging, Dining, Shopping, Lake access, Museums, Downtown, Historic Sites
Weedsport	Shopping, Lodging, Dining, Canal Park, Campground
Port Byron	Gas, Services, Canal Trail, Park
Montezuma	Canal Trail, Aqueduct Site, Wildlife Refuge, Park
Aurora	Lodging, Dining, Historic Sites, Wineries
Union Springs	Shopping, Lakefront Park, Lakefront Access, Wineries,
Cayuga	Wineries, Marina, Lakefront Park, Wildlife Refuge
King Ferry	Dining, Museums, Lodging, Wineries
Moravia	State Park, Historic Sites, Food
New Hope	
Locke	
Cato	



Legend
 ● Tourism Hub
 * County Gateway
 - - - Priority Route

Font

Clearview 5W

The Quick Brown
Fox Jumps Over
The Lazy Dog. **g**

abcdefghijklmnopqrstuvwxyz0123456789 [] () { } / \ < > ?

Color Palette

The color palette responds to the committee's 'Water & Wine' theme and is derived from the current Cayuga County Office of Tourism Website.

Tourism Website Colors



Water & Wine | Finger Lakes Region



Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Font Selection and
Color Palette

Sheet No:

2

Date:

September 23, 2013

Notes:

This drawings represents design intent only. Fabricator will be responsible to verify all conditions in field prior to developing shop drawings.

Prepared By:

 **Bergmann**
associates
architects // engineers // planners

**Cayuga County
Vehicular Wayfinding**

Design Package

Sheet Title:

Copy Fitting

Sheet No:

3

Date:

September 23, 2013

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5'-7 1/2"

45"

↑ New Hope
→ Moravia
← Locke
King Ferry
Aurora
Union Springs
Cayuga
Skaneateles
Auburn
Weedsport
Port Byron
Montezuma
Sterling
Cato
Fair Haven

5'-7 1/2"

45"

↑ Boating
→ Lake Ontario
← Lake Access
Marina/Boating
Aqueduct Site
Canal Park
Canal Trail
Nature Center
Historic Sites
Lakefront Park
Museums
Park
State Park
Wildlife Refuge

5'-7 1/2"

45"

↑ Campground
→ Lodging
← Dining
Dining/Lodging
Shopping
Food
Wineries
Gas/Services
Downtown
Visitor Info
Owasco Lake
Lake Ontario
Cayuga Lake
Fine Dining

Preferred Concept

scale: 1/2"=1'-0"



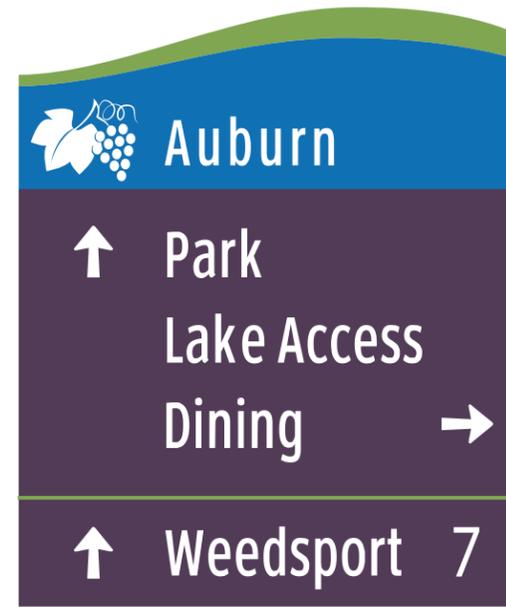
Gateway Sign - front



Gateway Sign - back



Destination Guide Sign



Community Wayfinding Sign

Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Sign Types and Specifications

Sheet No:

4

Date:

September 23, 2013

Sign Location & Intent

- Located at the County geographic bounds
- Indicates arrival and welcomes visitor

- Located at decision points and along priority routes
- Directs to 'Tourism Hubs'

- Located near points of entry or within the 'Tourism Hubs'
- Directs to attractions within the 'Tourism Hub'

Design Criteria

- Contains 'Welcome..' and a slogan
- No advertising
- 6-8" Height Lettering
- 32 Square Feet maximum
- Cannot include directional signage
- Retro reflective
- Vertical distance shall be 5' from the top of adjacent pavement to the bottom of sign in locations of few expected pedestrians (7' height otherwise)
- Offset from road varies based on location (2'-12')

- No more than three destinations names
- 6" Height Lettering, font Clearview™ in accordance with the MUTCD 'Design and Use Policy for Clearview Alphabet'
- White message and border on a green background
- The closest destination straight ahead should be listed first, followed by the closest destinations to the left and to the right (in that order)
- 42" Sign Width
- In high speed areas locate 200' or more in advance of the intersection. In urban areas shorter distances may be used.

- Standard colors of red, orange, purple, or the florescent versions thereof, are not be used as a background color
- 6" Height Lettering, font Clearview™ in accordance with the MUTCD 'Design and Use Policy for Clearview Alphabet'
- Luminance ration of legend to background complies with the 3:1 minimum
- Retro reflective
- Limit to three destinations per sign. The current design includes a fourth listing, to indicate the tourism hub at the bottom of the sign and reduce the quantity of destination signs.
- Horizontal lines of color that contrasts the sign background is used to separate groups of destinations in different directions from each other

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Sheet Title:

Sign Details

Sheet No:

5

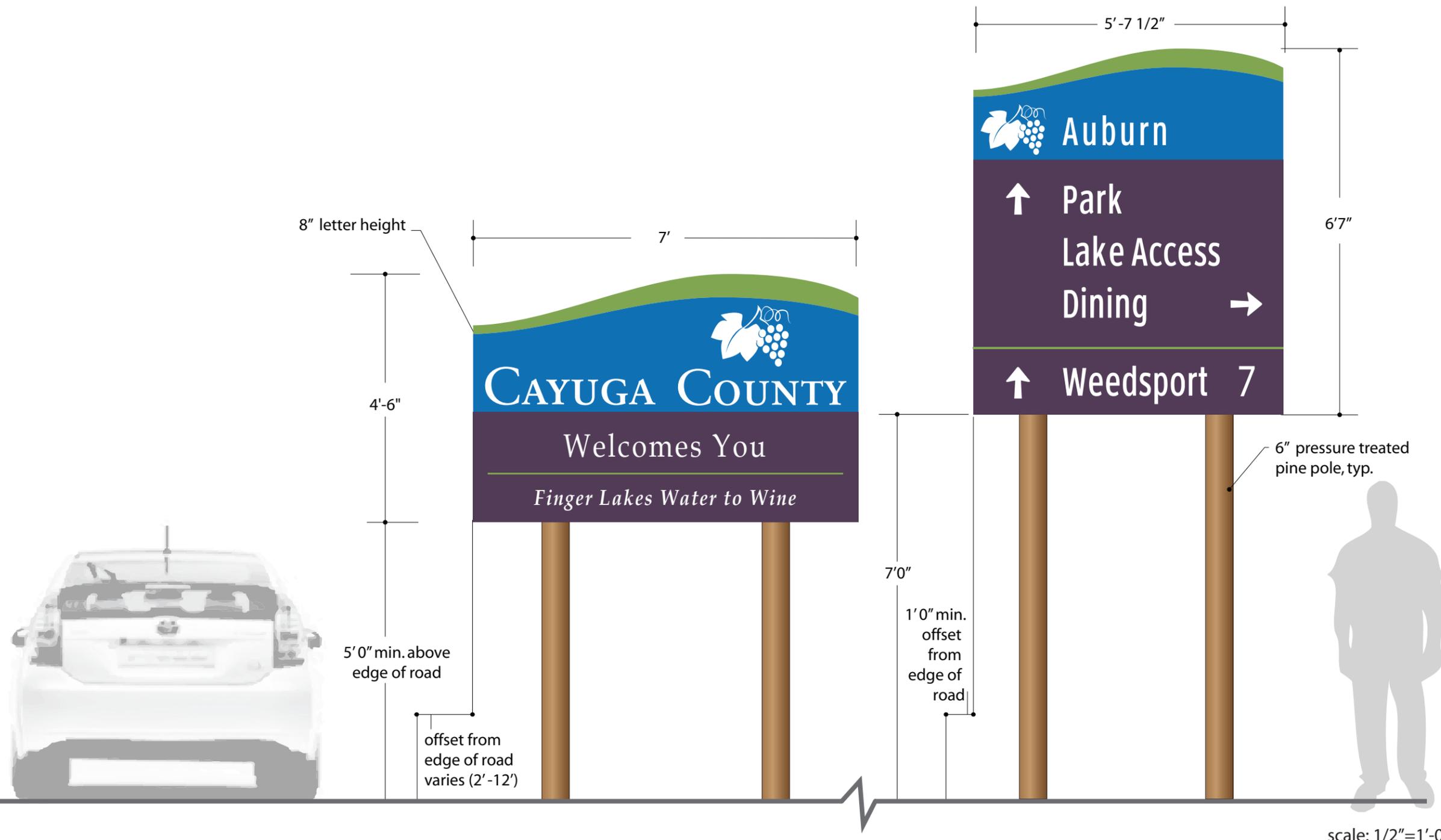
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Prepared By:



scale: 1/2"=1'-0"

Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Priority Route Map & Sign
Location Key Plan
(see sheets 7-13 for
enlarged sign location plans)

Sheet No:

6

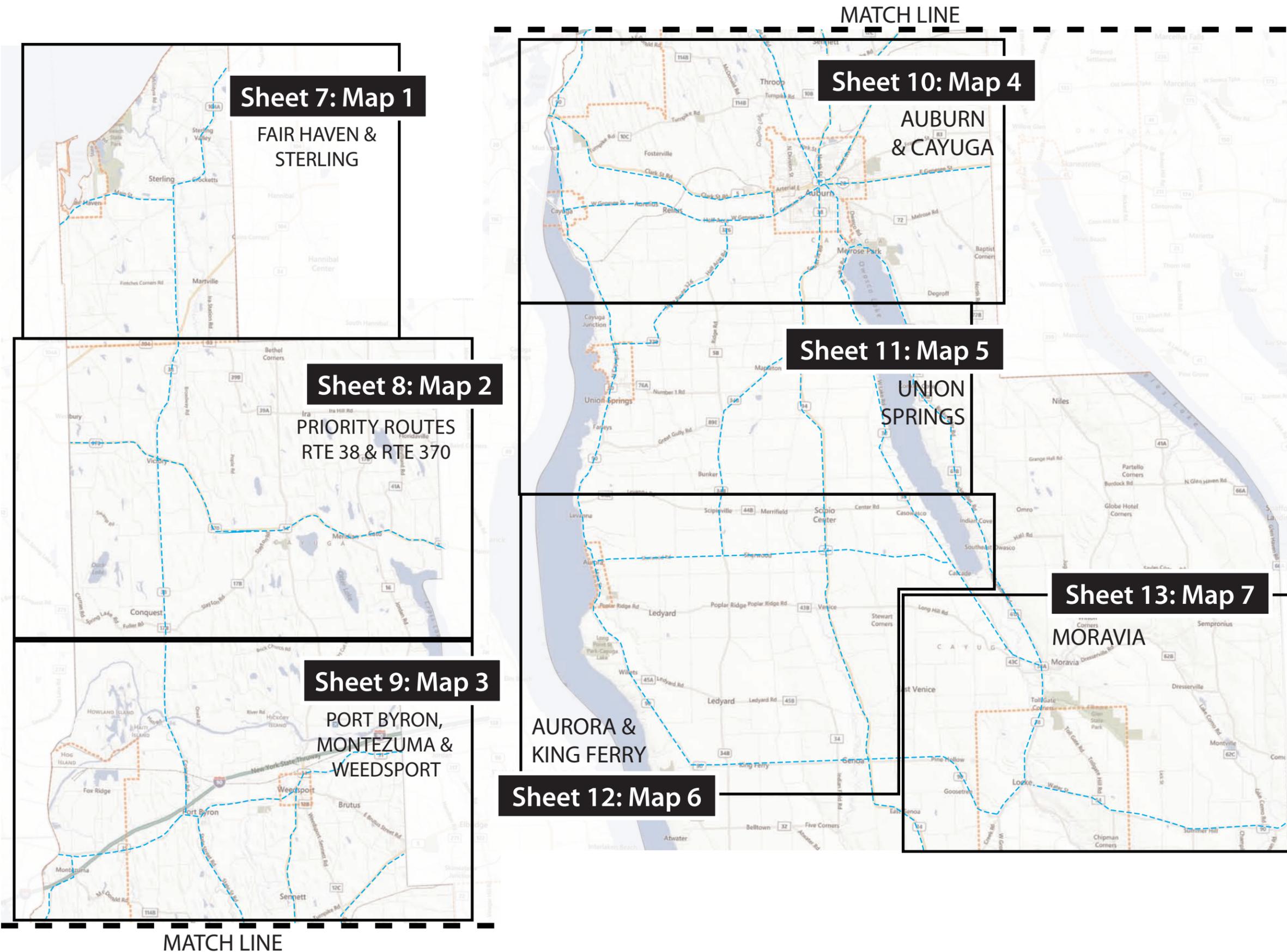
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Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Sign Location Map 1: FAIR HAVEN & STERLING

Sheet No:

7

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Final messaging and layout should be detailed during the Construction Document Phase.

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Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Sign Location Map 2: Priority Routes RTE 38 & RTE 370

Sheet No:

8

Date:

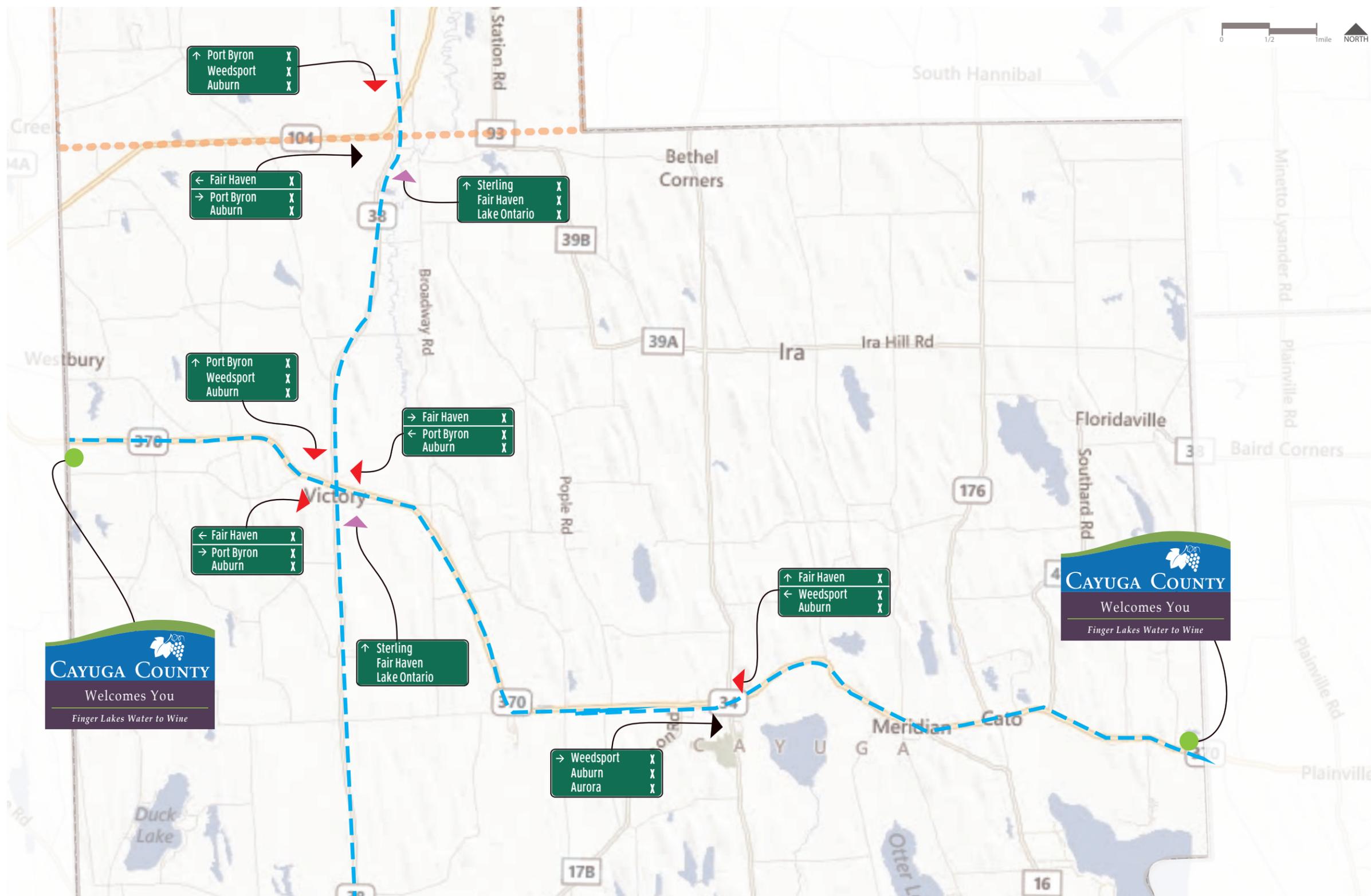
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Design Package

Sheet Title:

Sign Location Map 3: PORT BYRON, MONTEZUMA & WEEDSPORT

Sheet No:

9

Date:

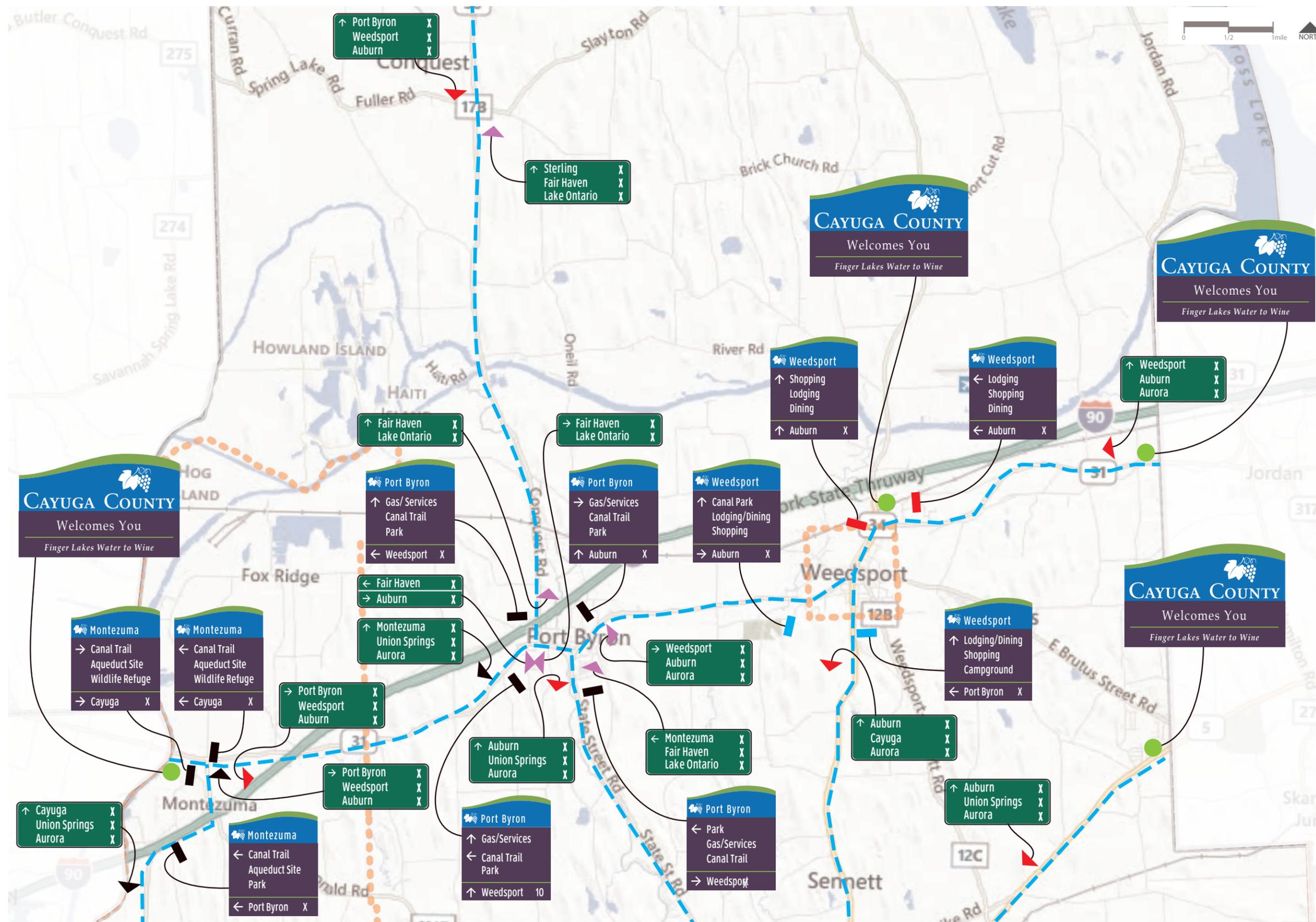
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Design Package

Sheet Title:

Sign Location Map 4: AUBURN & CAYUGA

Sheet No:

10

Date:

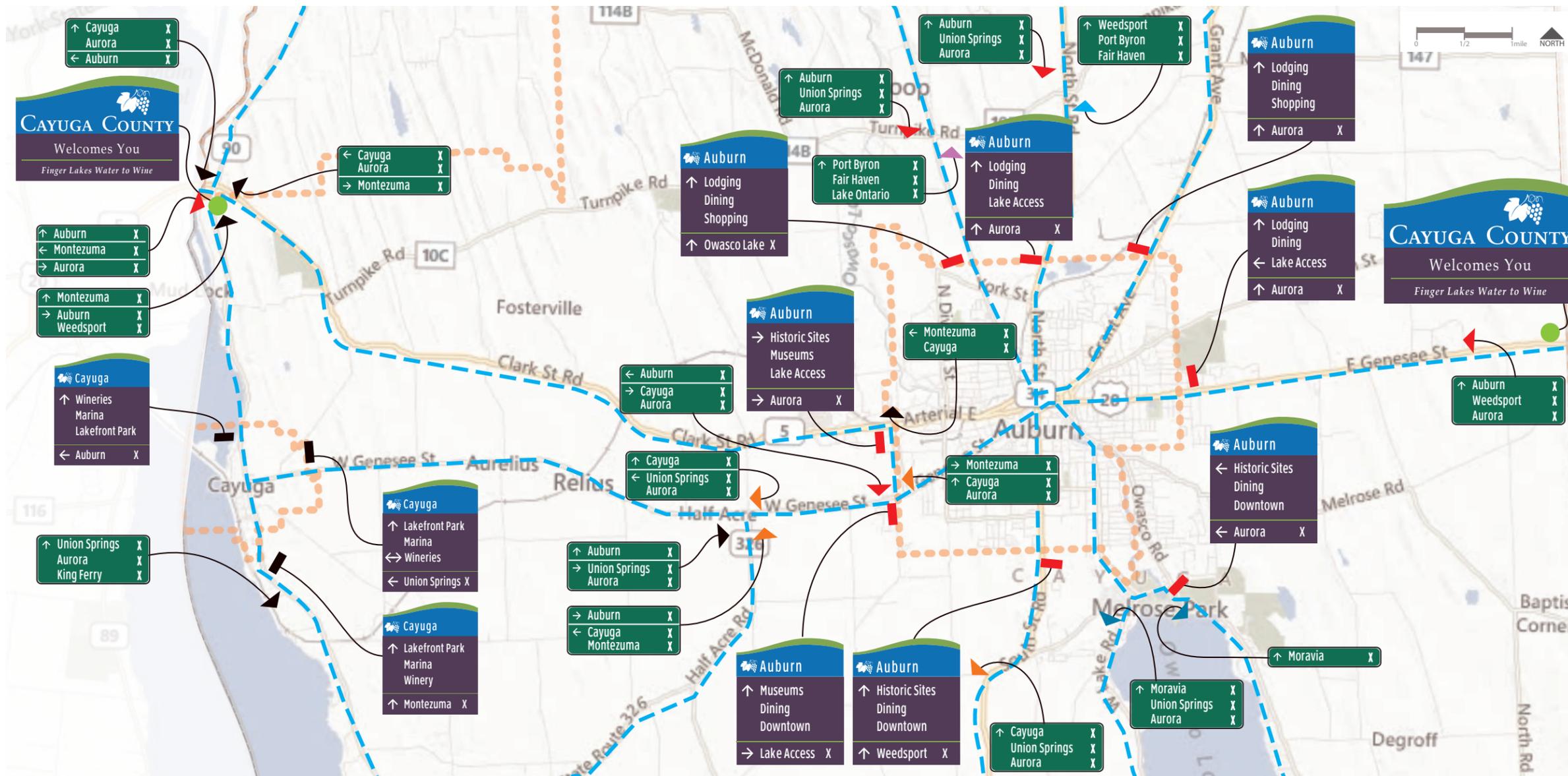
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Design Package

Sheet Title:

Sign Location Map 5: UNION SPRINGS

Sheet No:

11

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Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Sign Location Map 6: AURORA & KING FERRY

Sheet No:

12

Date:

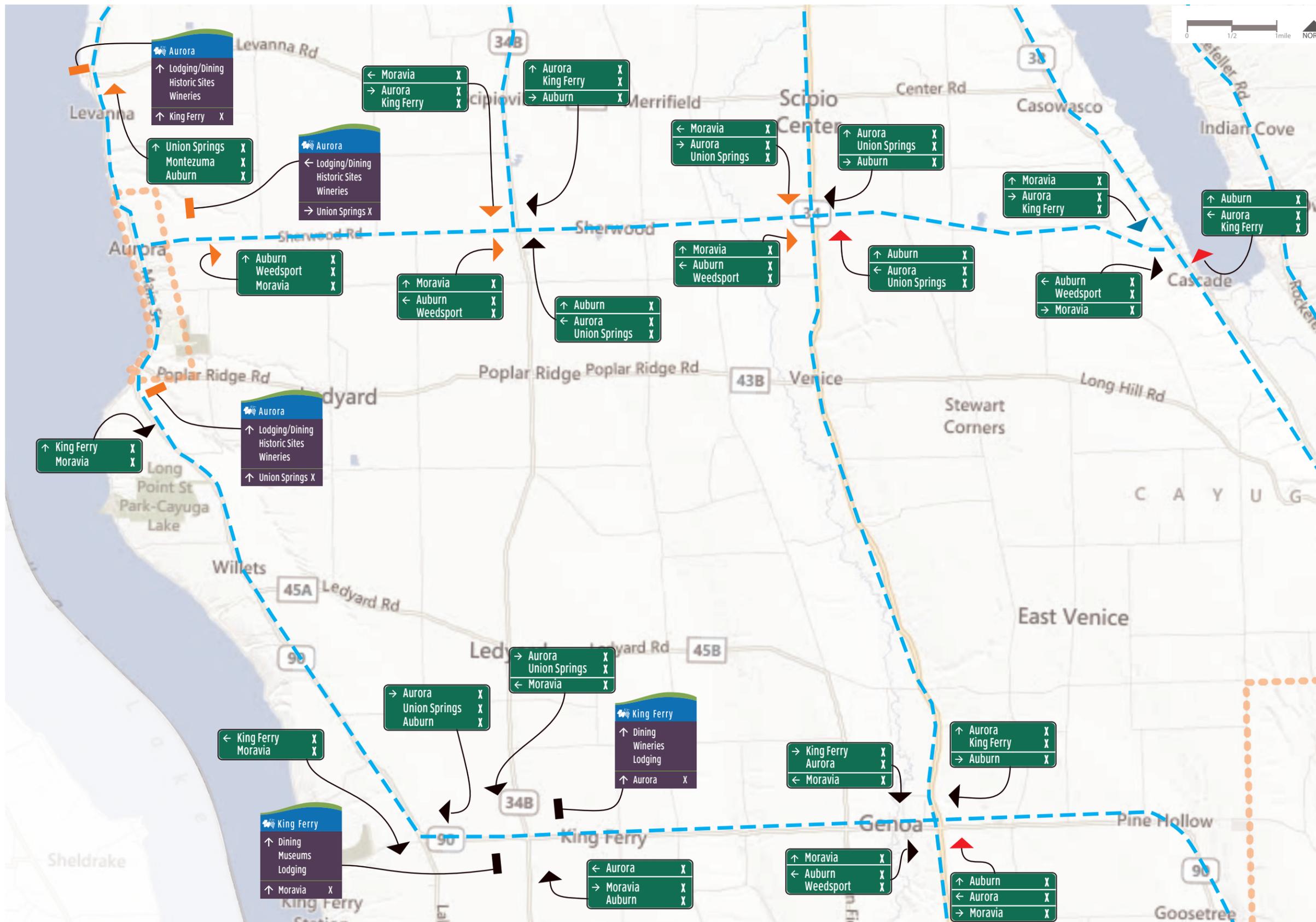
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Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Sign Location Map 7: MORAVIA

Sheet No:

13

Date:

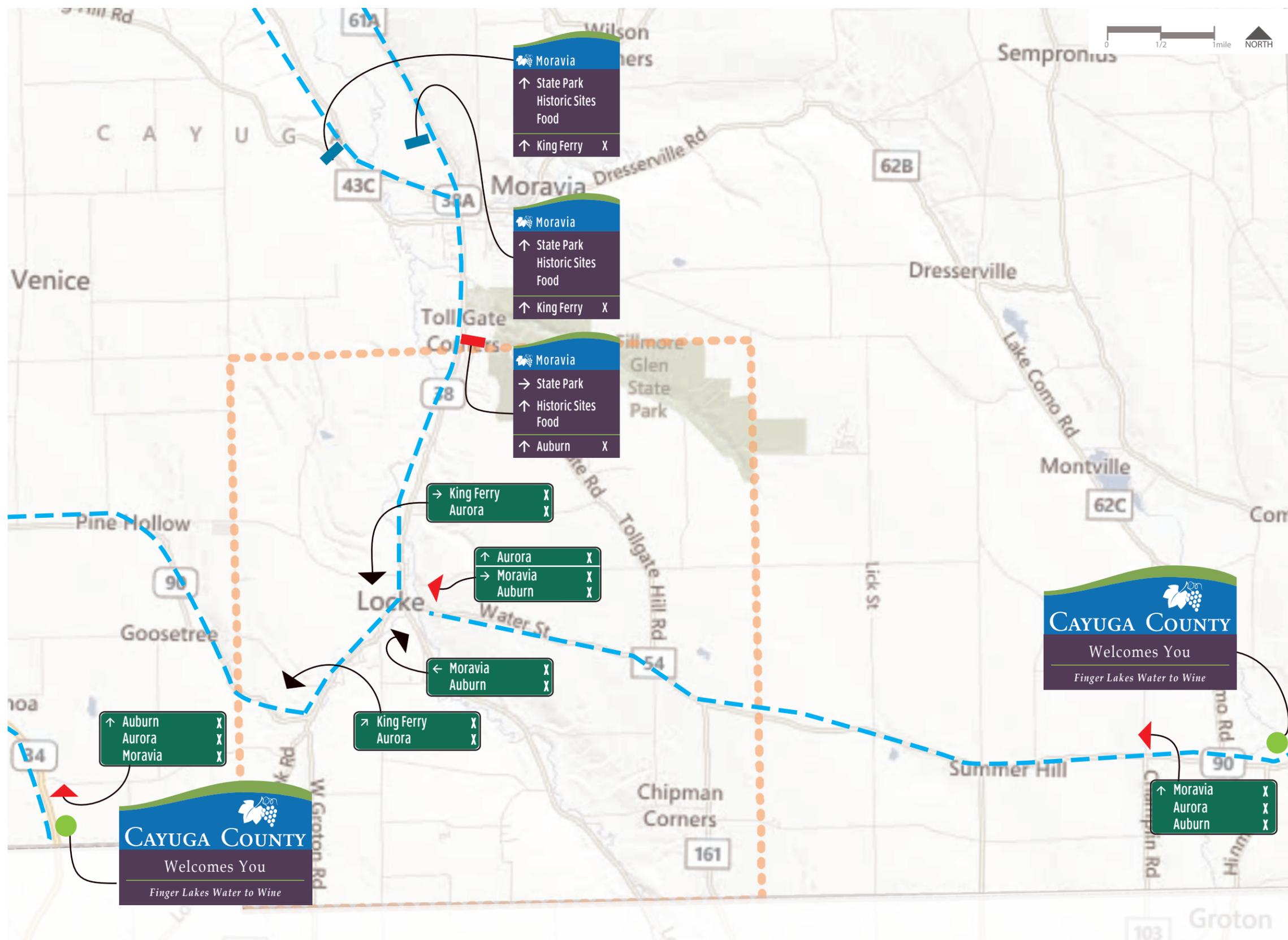
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Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Phasing and Implementation Strategy

Sheet No:

14

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Bergmann
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architects // engineers // planners

Sign Fabrication and Installation Costs

1 Gateway Signs \$75,000

Install all County Gateway Signs.

County Gateway Signs 12 Total

2 Gateways > Auburn \$112,500

Includes all signs that direct to Auburn from the Gateway locations.

Community Wayfinding Signs 11 Total
Destination Signs 26 Total

3 Auburn > Aurora \$57,500

Includes community wayfinding signs along priority route between Auburn and Aurora, via Union Springs.

Community Wayfinding Signs 5 Total
Destination Signs 15 Total

4 Auburn > Fair Haven \$30,500

Includes community wayfinding signs along priority route between Auburn and Fair Haven/ Sterling.

Community Wayfinding Signs 3 Total
Destination Signs 7 Total

5 Auburn > Weedsport \$13,000

Includes community wayfinding signs along priority route between Auburn and Weedsport.

Community Wayfinding Signs 3 Total
Destination Signs 7 Total

6 Auburn > Moravia \$21,000

Includes community wayfinding signs along priority route between Auburn and Moravia.

Community Wayfinding Signs 2 Total
Destination Signs 5 Total

7 Remaining Signage \$126,000

Community Wayfinding Signs 12 Total
Destination Signs 30 Total

* The costs associated with each phase is dependent on the implementation of the previous phase(s).

Individual Sign Costs

Cost includes 5% construction contingency.

County Gateway Signs \$6,250

Community Wayfinding Signs \$5,500

Destination Signs \$2,000

Sign System Cost

County Gateway Signs \$75,000
(12 x \$6,250)

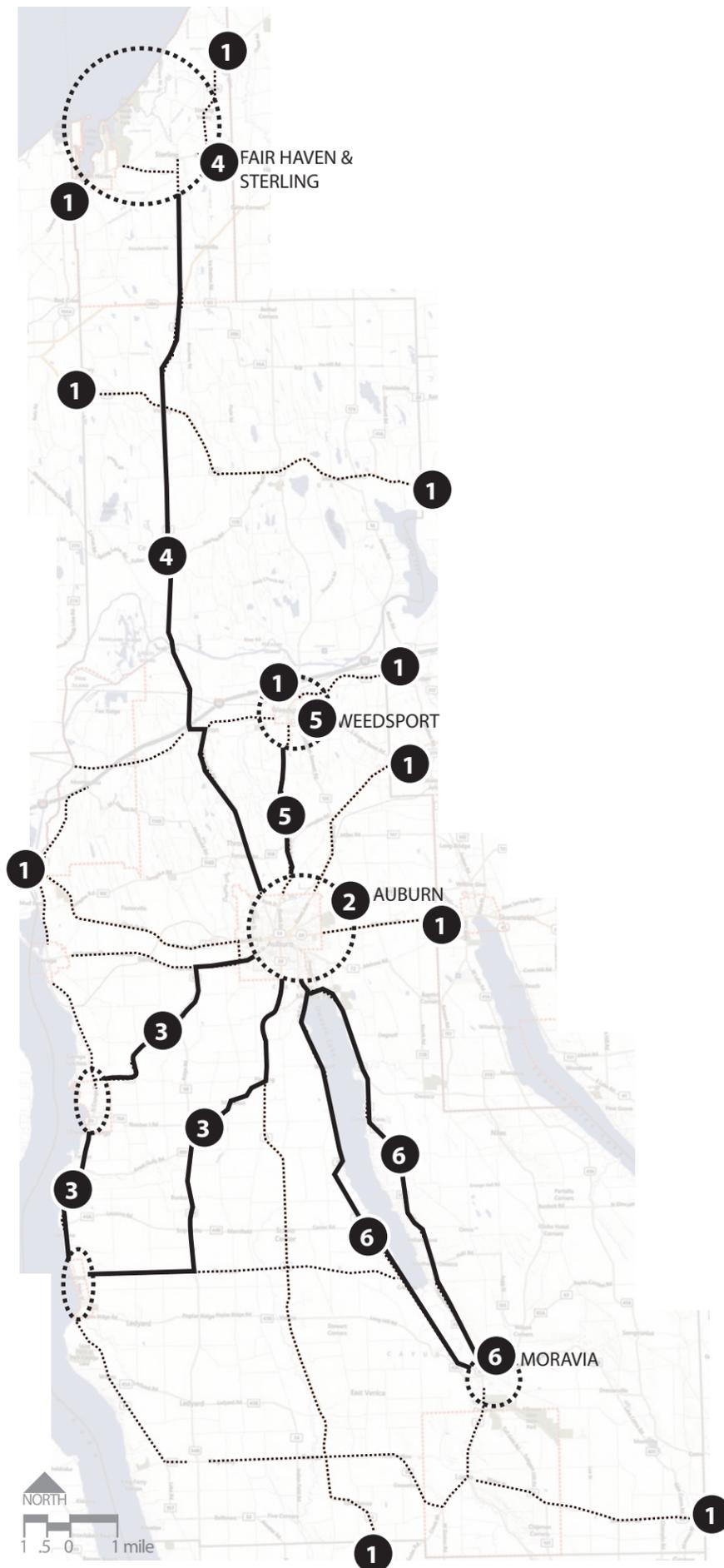
Community Wayfinding Signs \$192,500
(35 x \$5,500)

Destination Signs \$168,000
(84 x \$2,000)

Soft Costs (25%) \$ 108,875

Total Cost \$544,375

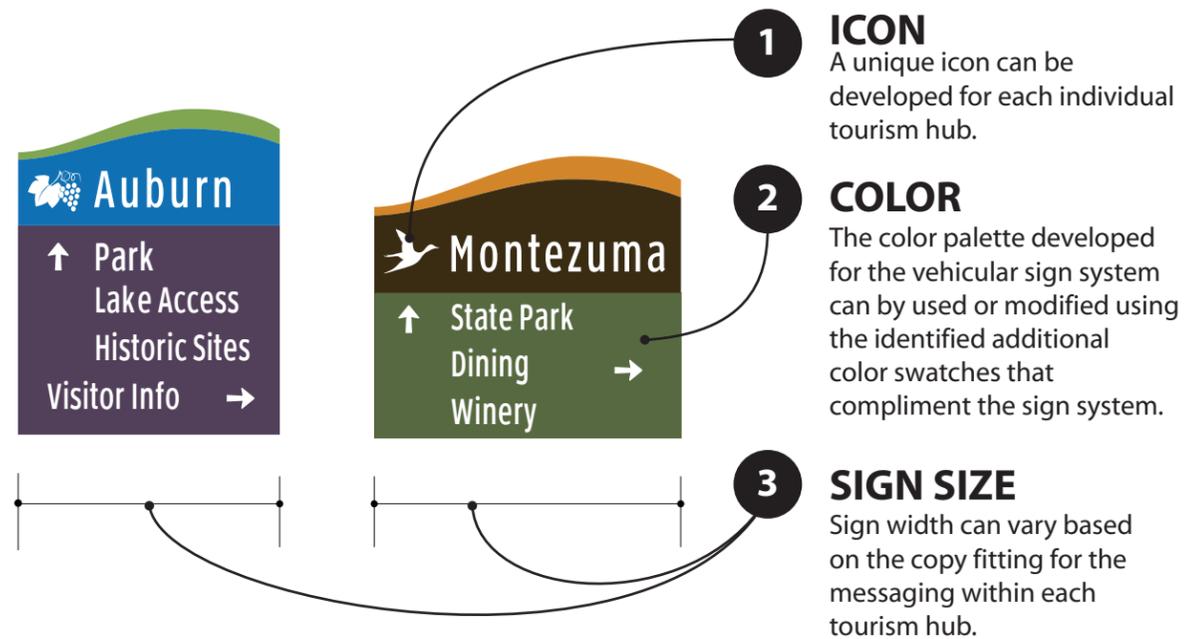
* Costs associated with consultant services for field survey, final design, preparation of construction documents, specifications and coordination associated with permitting.



Pedestrian Wayfinding System

To maintain continuity throughout the wayfinding system, the pedestrian sign system should build off the vehicular systems design. The sign shape and materials should remain the same as the vehicular system. Each tourism hub can modify the system in three ways to make the system function best in their community.

Each municipality will be required to undertake a pedestrian sign design development project prior to implementation. Through this process each municipality would develop a unique pedestrian sign that reflects the character of the community. The process will also identify the types of signs required, sign locations, and messaging.



Color Palette

	Vehicular System				Additional Color Swatches			
C	50	85	50	40	60	50	10	10
M	60	50	10	80	30	60	90	50
Y	20	0	80	10	80	80	100	100
K	50	5	10	0	30	60	20	0

Sample Color Combination Options



Materials

Pedestrian oriented signs must be constructed of durable materials. The materials should compliment the vehicular signs, by use of a wood post. Aluminum or resin could be used to fabricate the sign panel. The signs should be detailed to provide quality, durable connections between the sign panel and the post.

Cayuga County Vehicular Wayfinding

Design Package

Sheet Title:

Preliminary Pedestrian Wayfinding System Design Guidelines

Sheet No:

15

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