LivCo
Wayfinding Strategy

Connecting Livingston County Communities

EXECUTIVE SUMMARY

April 2021

ACKNOWLEDGMENTS

GTC'S COMMITMENT TO THE PUBLIC

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REPORT PREPARATION

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

B **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.

LEGEND

— Livingston County Boundary
— Town Boundary
■ Village Boundary
■ Park/Wildlife Management Area
— Major Road
— I-390
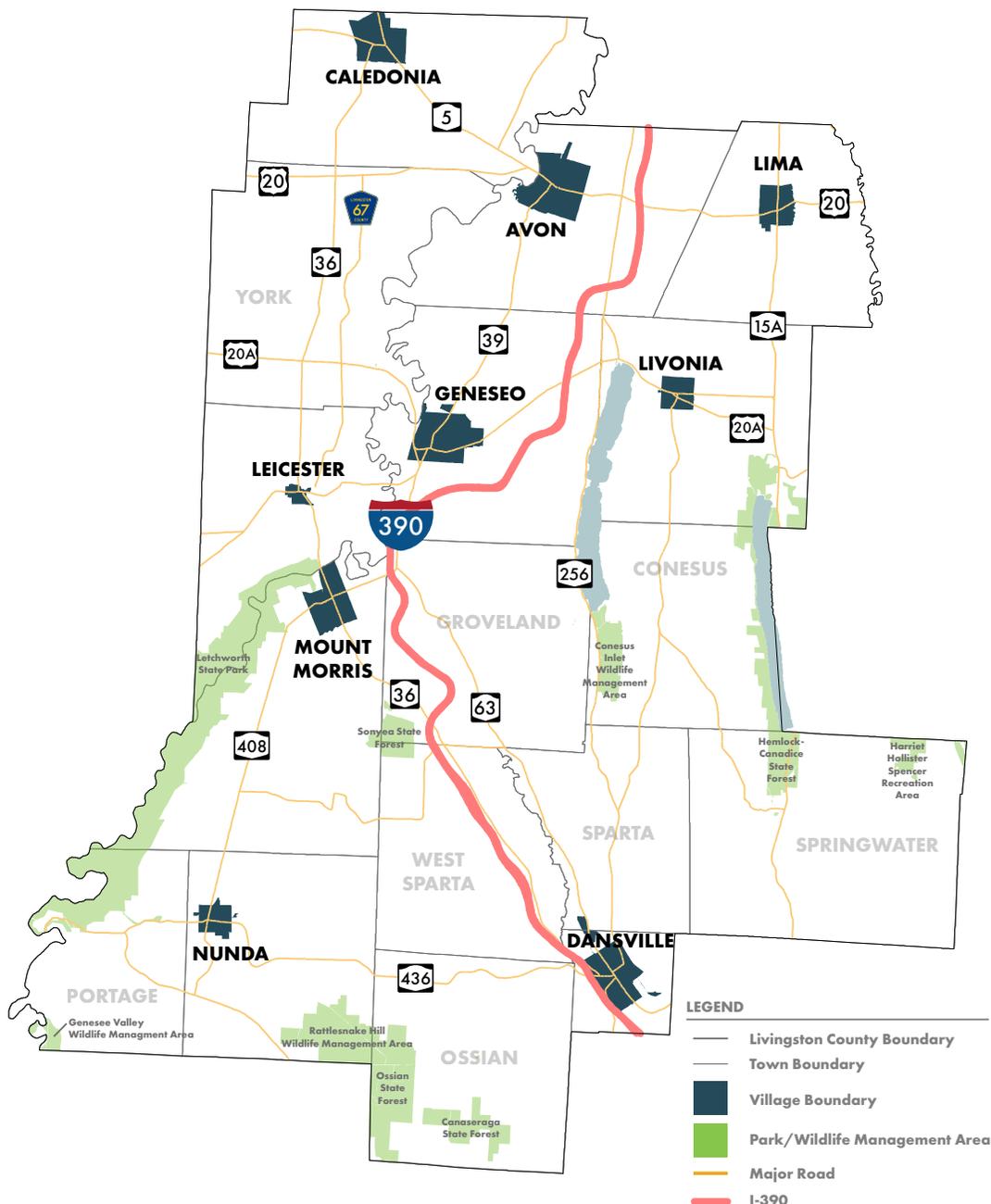
COMMUNITY ENGAGEMENT

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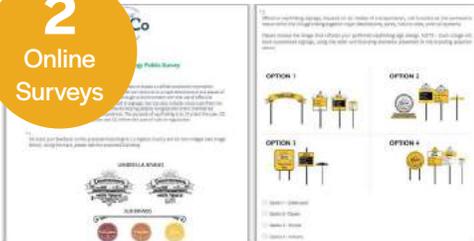
ONLINE SURVEYS
Two online surveys were created for the community to provide feedback on the County-wide branding and wayfinding recommendations. The results of the survey helped inform the preferred sign design and destinations to be included in the proposed system.

4 Public Meetings

PUBLIC MEETINGS
Public meetings where 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
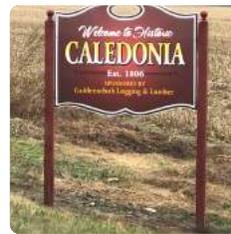
Historical Marker

Kiosk

Other

Parking Sign

Recreational & Cultural Interest Sign

Service Sign

Trail Sign

Existing Sign Statistics (County-Wide)

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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 **INFORMATIIONAL**

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.

360 Signs Inventoried

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

57% Directional

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

85% Vehicular Oriented
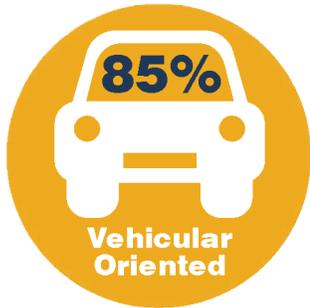
A majority of the signage is geared toward a person in a vehicle.

43% Info

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

15% Pedestrian Oriented

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

Sign Condition
8% Poor
35% Good
57% Excellent

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.

Leicester

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 ARE SUBJECT TO CHANGE. AS COLORS ARE REFINED, MUTCD COLOR STANDARDS SHALL BE REFERENCED FOR CONFORMANCE)

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 identifiably 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.

Historic Downtown
← Library
Post Office →
EST. 1845
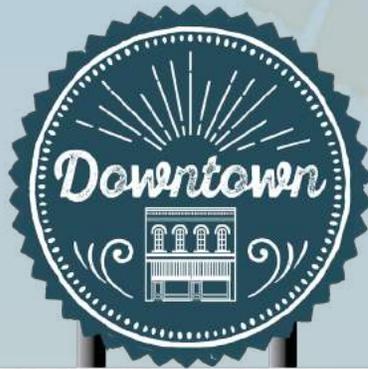
Downtown

Downtown

Gateway Monument With Stone Base   OR   Gateway Monument

Vehicular Directional

Downtown
EST. 1821

P

Library   Local School
Museum   Historic Downtown   0.25 miles
Post Office Local Park   0.25 miles
             Local Government   0.25 miles

Downtown   Liv Co   Liv Co

Downtown
EST. 1832

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

| Gateway Monument With Stone Base | Vehicular Directional | Light Pole Banners | Parking | Pedestrian Directional | Kiosk | Temporary Signage |

LIVONIA

| Gateway Monument With Stone Base | Vehicular Directional | Light Pole Banners | Parking | Pedestrian Directional | Kiosk | Temporary Signage |
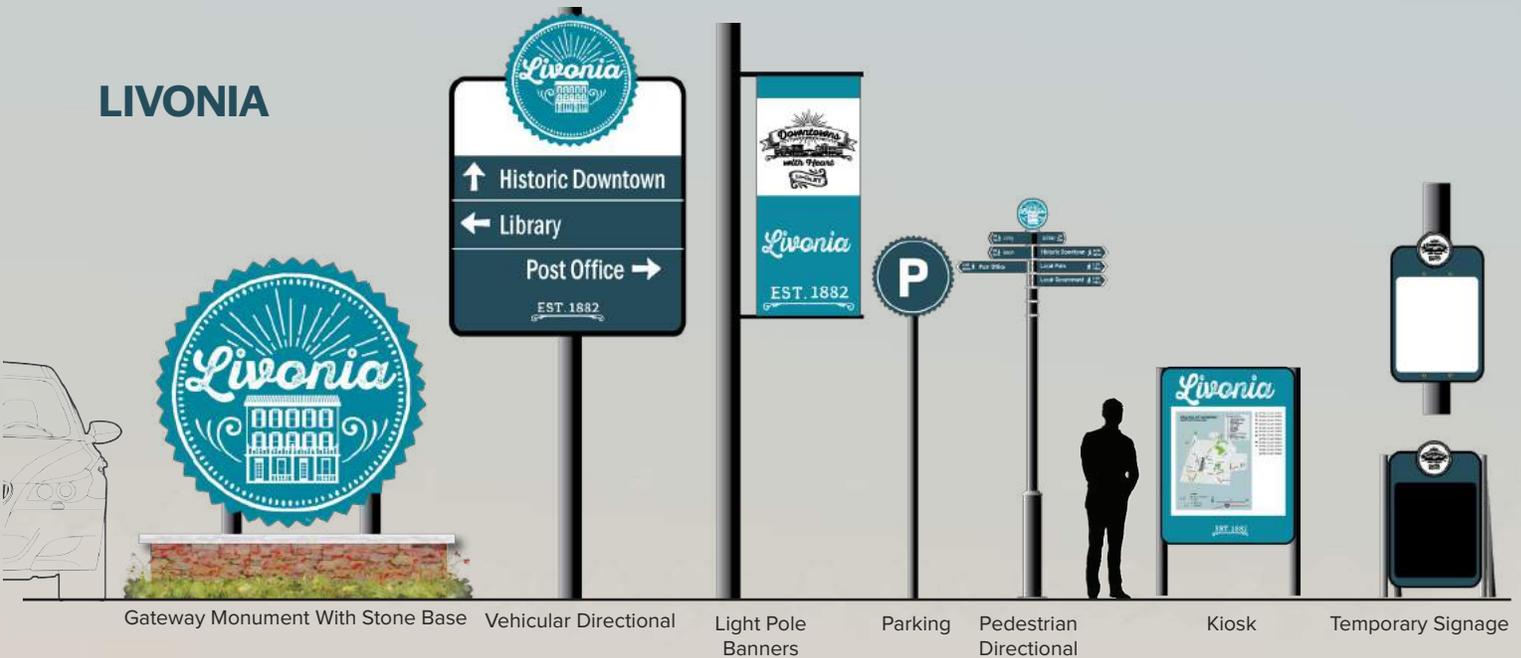
SIGN PLACEMENT AND MESSAGING

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.
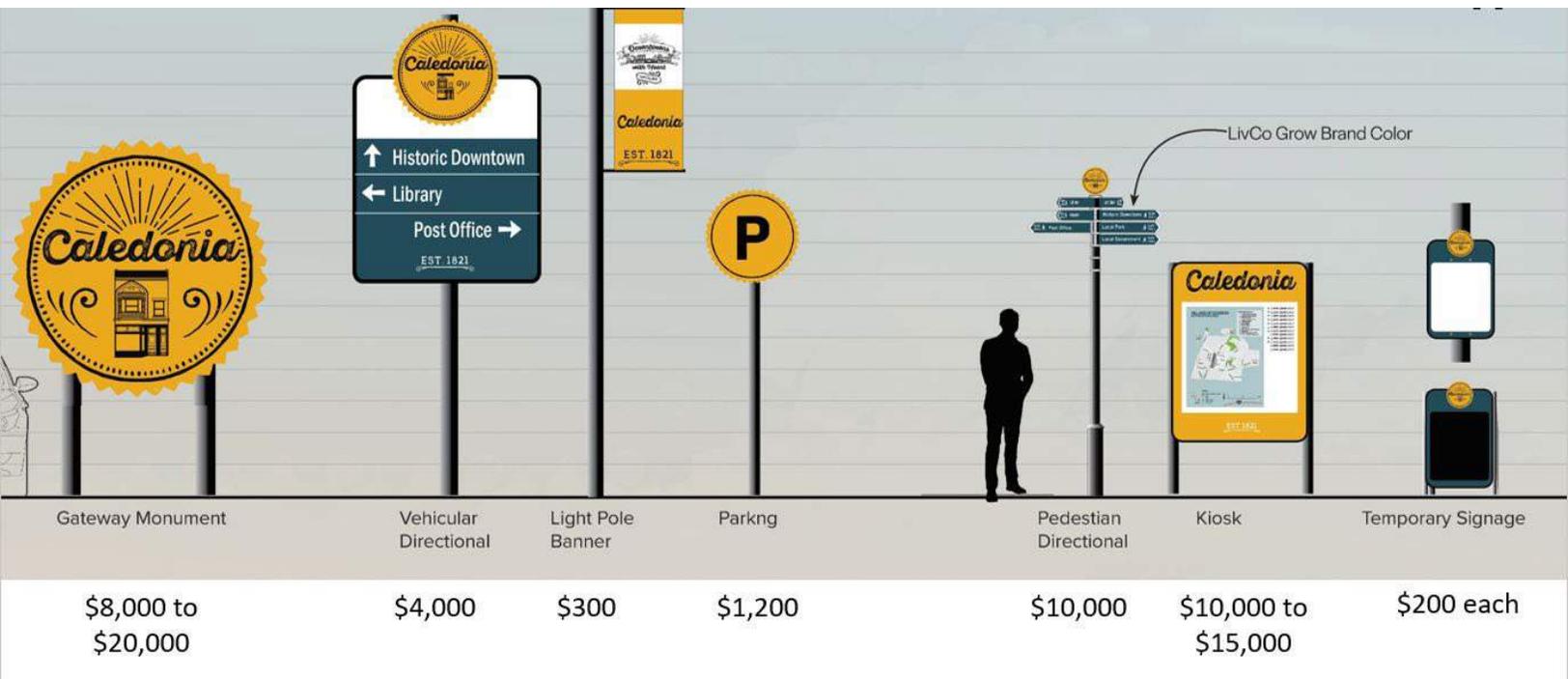
I-390 travels north/south through Livingston County. This plan also makes recommendations for additional signage or modifications to existing signage to help guide visitors to each of the downtowns from this corridor. Adding or modifying existing destination signs on I-390 will be reviewed by NYSDOT on a case by case basis during future capital 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 capital 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.

Gateway Monument	Vehicular Directional	Light Pole Banner	Parkng	Pedestian Directional	Kiosk	Temporary Signage
$8,000 to $20,000	$4,000	$300	$1,200	$10,000	$10,000 to $15,000	$200 each

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.

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