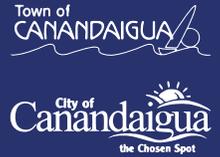


Canandaigua



»»» Signage and Wayfinding Plan | DRAFT 11.18.22

»»» Uptown



»»» Historic Corridor



»»» Downtown



»»» Lakefront



Acknowledgments

»» Project Funding

This project was funded through the Canandaigua Local Development Corporation (CLDC). Members of the CLDC board provided direction and feedback throughout the wayfinding study.



»» CLDC Board of Directors

Terry Fennelly - President, Voting Director
Thomas Lyon - Vice-President, Voting Director
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John Goodwin - Secretary, Ex-Officio Director
Andy Griffith - Voting Director
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Doug Finch - Ex-Officio Director

This study was prepared by Bergmann



Bergmann has joined Colliers Engineering & Design

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Plan

Introduction



Plan Purpose

»» At A Glance

The City of Canandaigua and Town of Canandaigua have recently completed several initiatives related to active transportation with the goal of enhancing multi-modal connections, walkability and tourism opportunities from the Uptown Canandaigua area, through downtown to the Canandaigua lakefront. As a result of those initiatives, the need to undertake an area-wide signage and wayfinding plan was identified to increase user navigation and support economic development opportunities in the Canandaigua area.

This plan identifies the unique assets and destinations in the Canandaigua area and provides recommendations for wayfinding signage design and locations along the State Route 332, Main Street, and Lakeshore Drive corridors. This plan also includes a phasing plan and cost estimates to assist the City and Town in securing funding for future implementation.

»» What is Wayfinding?

Wayfinding enables people to navigate through an environment with the use of effective signage and visual cues. An effective wayfinding system, focused on all modes of transportation, can entice residents and visitors to explore beyond their traditional comfort zone. Wayfinding is not limited to signage, but can also include visual cues from the streetscape, landscape, and significant landmarks helping people navigate and orient themselves creating an enjoyable and informative experience.

WAYFINDING GOALS



ORIENT the user

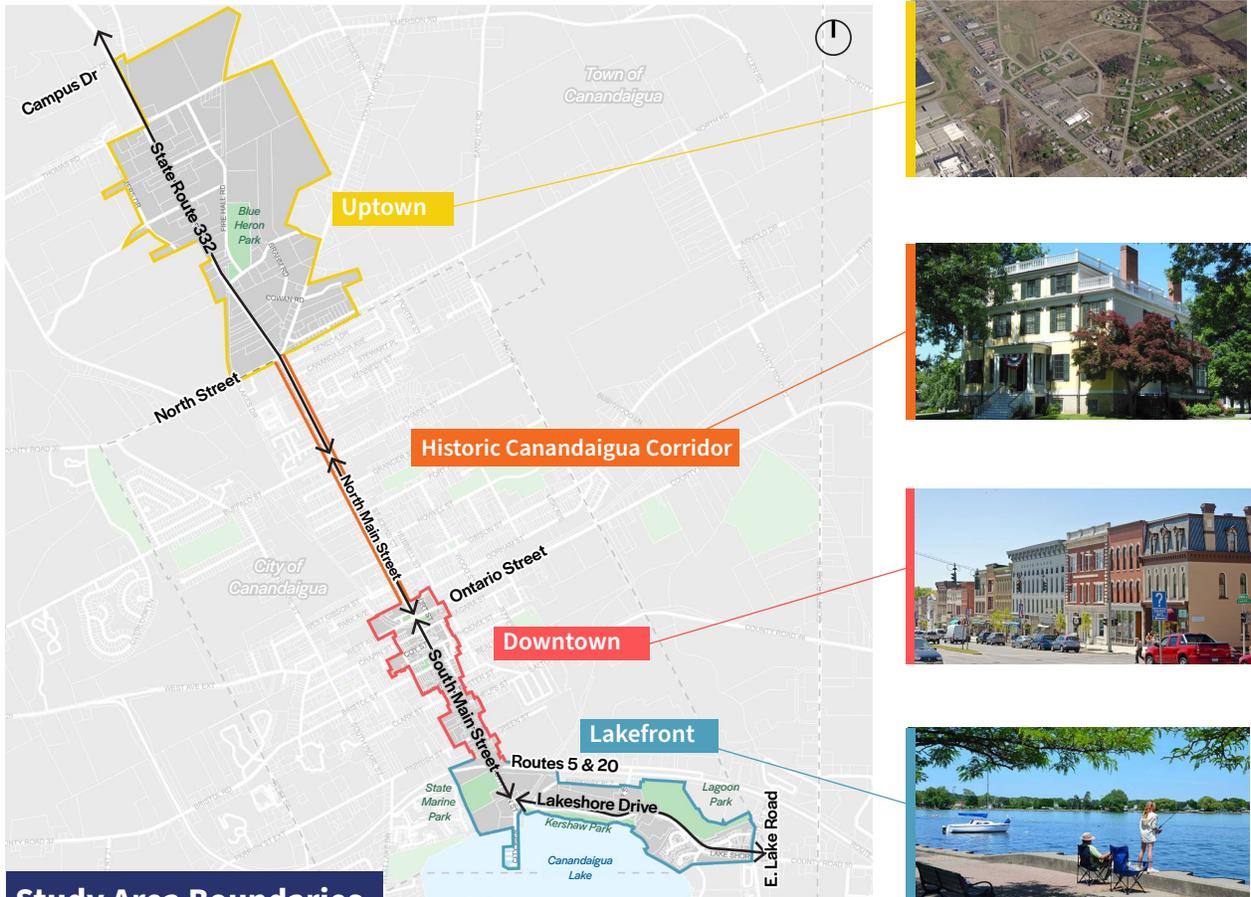


DIRECT the user to their desired location



INFORM the user of rules or regulations

Boundaries of The Study Area



»» Study Area Boundaries

The study area is focused on the State Route 332, Main Street and Lakeshore Drive corridors, which extend from the Town to the City of Canandaigua. The northern portion of the study area, beginning near Campus Drive to North Street is known as Uptown Canandaigua and includes a growing residential, employment, and industrial hub. The central portion of the study area from North Street to approximately Ontario Street is characterized as the Historic Canandaigua corridor, while South Main Street extending to the Routes 5 & 20 intersection is the charming and active Downtown mixed-use corridor. The southern portion of the study area includes the scenic lakefront tourism and recreational destination extending from Routes 5 & 20 to East Lake Road.

Past Planning Efforts

The Signage and Wayfinding Plan builds upon efforts by the City and Town of Canandaigua, including the Uptown Canandaigua Corridor Study, Middle Cheshire Road Active Transportation Plan, Canandaigua Waterfront Active Transportation Plan, and Canandaigua Waterfront Parks Master Plan. These plans are intended to connect residents and visitors in the region to local destinations and assets. Within many of these plans the development of a cohesive wayfinding strategy was recommended as a priority, short-term action.

»» Uptown Canandaigua Study

The 2019 Uptown Canandaigua Corridor Study created a set of recommendations and development alternatives to support expanded mixed-use and infill development, create a stronger sense of place, and provide a range of pedestrian and bicycle facilities. This plan recommended the creation of a signage and wayfinding system for the Uptown area to connect users to key assets.

»» Middle Cheshire Corridor Active Transportation Plan

The Town of Canandaigua completed the Middle Cheshire Road Active Transportation Plan in 2021 to increase connectivity to key destinations along the corridor and to enhance safety for all modes of transportation. The Study recommended several treatments including enhanced crosswalks, ADA accessibility improvements, separated bike/pedestrian facilities, accommodations for multi-modal users, and implementation of directional and wayfinding signage focused on strategic connections to City destinations.

»» Canandaigua Waterfront Active Transportation Plan

The City, in collaboration with the Town of Canandaigua, recently completed the Canandaigua Waterfront Active Transportation Plan, which focuses on S. Main Street and Lakeshore Drive from Foster Street to Route 364. The plan sets forth a vision and strategy to enhance safe, multi-modal connections from the downtown to the lakefront and implement projects that improve the public realm and user experience.

»» Canandaigua Waterfront Parks Master Plan

The City completed a Waterfront Parks Master Plan for recreational assets along Canandaigua Lake in September 2022. The plan identifies recommendations to enhance public access to the lake shoreline for Town and City residents, and visitors.

»» Section 01

Existing Signage in Canandaigua



Existing Sign System Inventory

»» Overview

To create a comprehensive wayfinding plan, it is important to understand what signage is already in place, who the intended users are, and what gaps or deficiencies exist. An inventory of existing wayfinding signage was conducted throughout the study area. To ensure there is adequate signage provided to direct users entering the study area to key destinations, an inventory of signs just outside of the boundary was collected and analyzed. With the use of a GIS phone application, each sign was located and categorized according to which sign “system” it fell within, intended viewer, and general condition. The collection of signs was categorized as follows:

- Community Entrance Sign
- Destination Sign
- Directional Sign
- Distance Sign
- Gateway Sign
- Historical Marker
- Kiosk
- Other
- Parking Sign
- Service Sign



CITY OF CANANDAIGUA GATEWAY SIGN

Existing Sign System Inventory

Examples of Existing Signs

COMMUNITY ENTRANCE



Standard DOT signs that are typically located at City and Town boundaries.

HISTORICAL MARKER



Located at points of historical significance providing information and history of a site.

DESTINATION



Located at decision making points. These standard DOT signs direct users to major destinations.

KIOSK



These signs are typically located at public parking facilities or adjacent to Main Street in the downtown.

DIRECTIONAL



Located at decision making points. These standard DOT signs direct users to major destinations, City or Town Centers.

OTHER



These signs typically contain informational and tourist information throughout the study area.

DISTANCE



Located at decision making points and major roadways. Standard DOT signs provide direction and distances to nearby destinations.

PARKING



Located near public parking facilities. Direct users to available public parking.

GATEWAY



Found at City and Town boundaries and announce arrival into a community. Typically unique to each community.

SERVICE



Inform vehicular travelers of nearby, restaurants, gas stations, hotels or other service oriented destinations.

Existing Sign System Inventory

>>> Sign System Composition

A snapshot of the existing Canandaigua wayfinding system is provided below.



In total, 115 signs were inventoried within and directly adjacent to the study area.



The majority of the existing signage is geared toward persons driving in a vehicle.



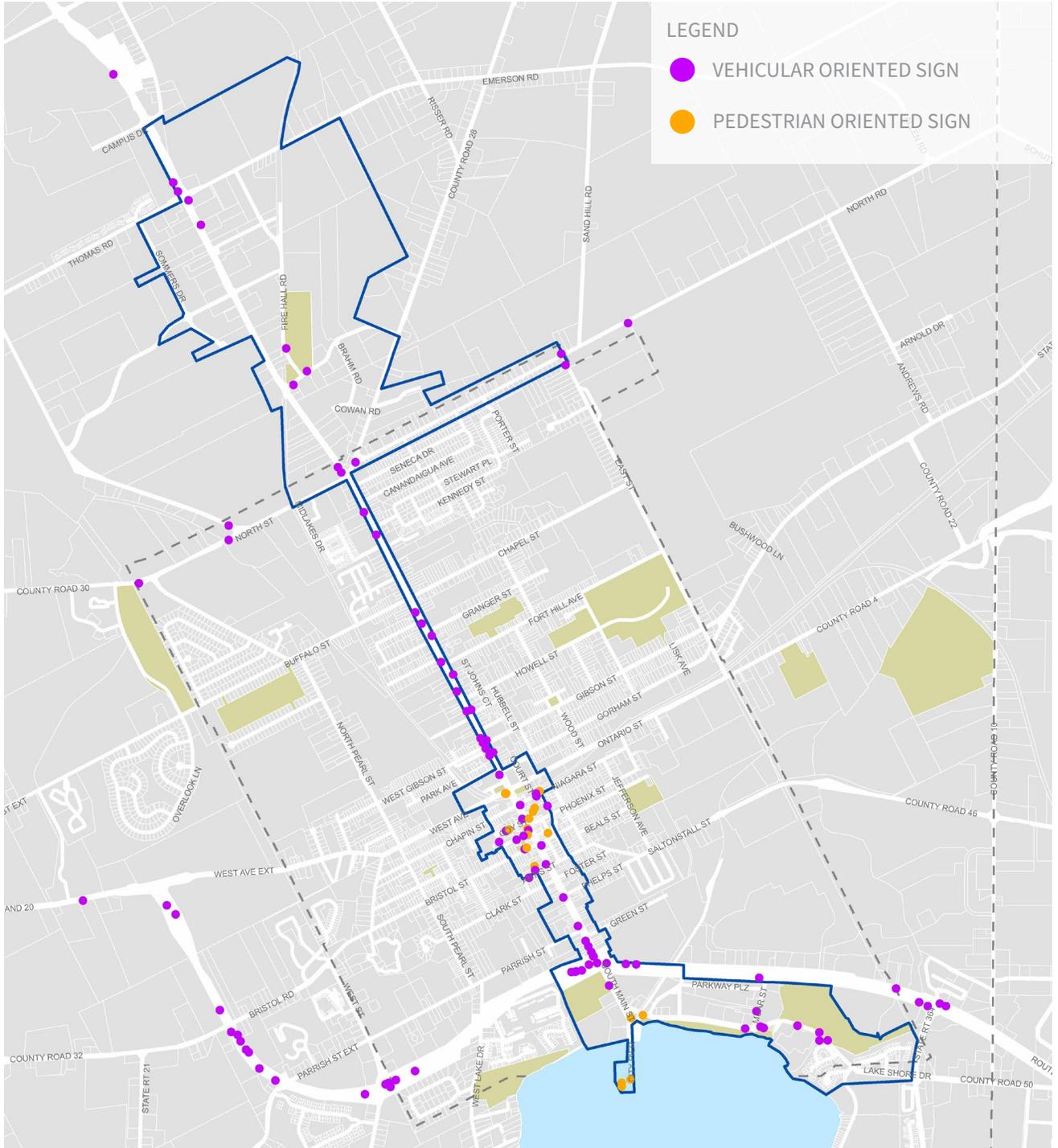
A smaller percentage of pedestrian-oriented signs were identified in the study area. The majority of pedestrian signs are located in the downtown area.



A majority of the existing signs are in excellent or good condition. Very few signs are in poor condition.

Existing Sign System Inventory

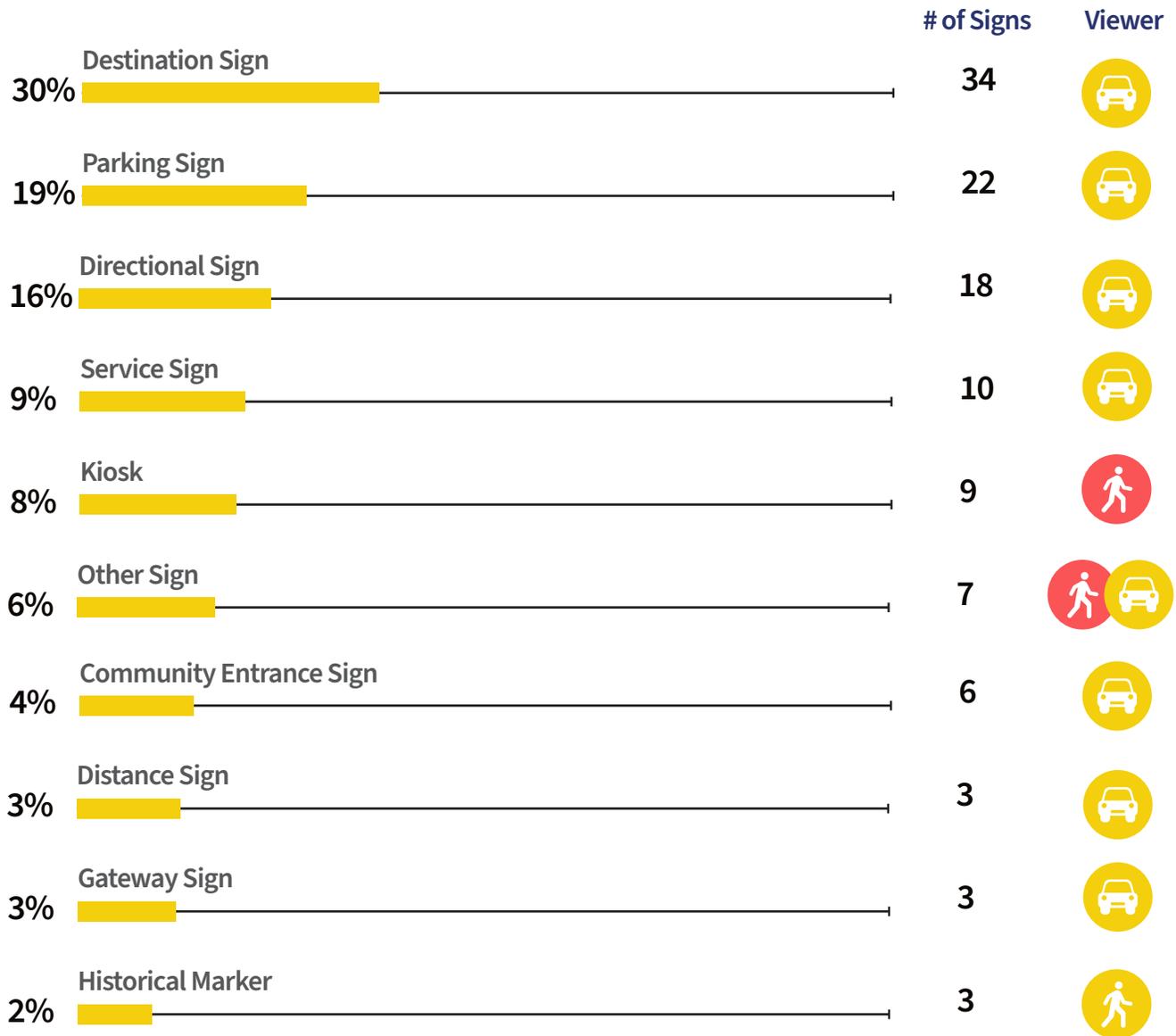
EXISTING SIGN LOCATION MAP



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Existing Sign System Inventory

>>> Sign System Breakdown



Vehicle



Pedestrian

Existing Sign System Inventory

Signs in the Uptown Area



In total, 17 signs were inventoried in the Uptown Area and immediately adjacent to the study area.



All signage within the Uptown Area is for vehicular driver use.



No signage within the Uptown Area is geared toward pedestrian use.



A majority of the existing signs are in excellent or good condition. Very few signs are in poor condition.

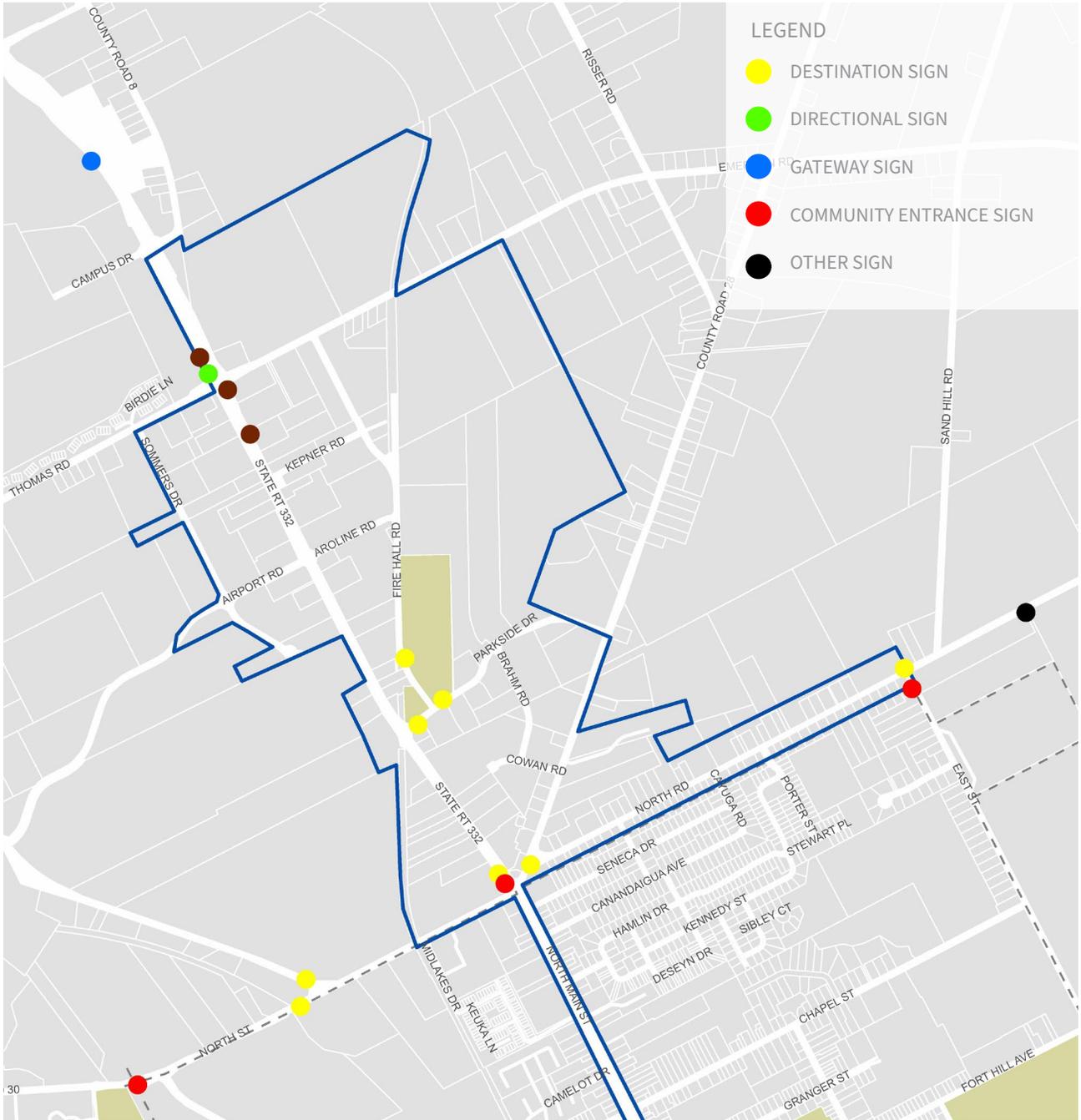
Sign Type	Sign Count
Community Entrance	4
Destination Guide	7
Directional	1
Gateway	1
Other	1
Service	3
TOTAL	17

KEY TAKEAWAY

Recent efforts with the Town of Canandaigua have identified the goal to increase pedestrian facilities and amenities. Based on the lack of pedestrian signage, installing pedestrian-oriented signs within the Uptown Area would, in combination with other amenities, help to foster a pedestrian friendly and welcoming environment.

Existing Sign System Inventory

Signs in the Uptown Area



Existing Sign System Inventory

Signs in Historic Canandaigua Corridor



In total, 16 signs were inventoried along Main Street in the Historic Canandaigua Corridor Area.



All signage within the Historic Canandaigua Corridor Area is for vehicular driver use.



No signage along Main Street in the Historic Canandaigua Corridor Area is geared toward pedestrian use.



A majority of the existing signs are in excellent or good condition. Very few signs are in poor condition.

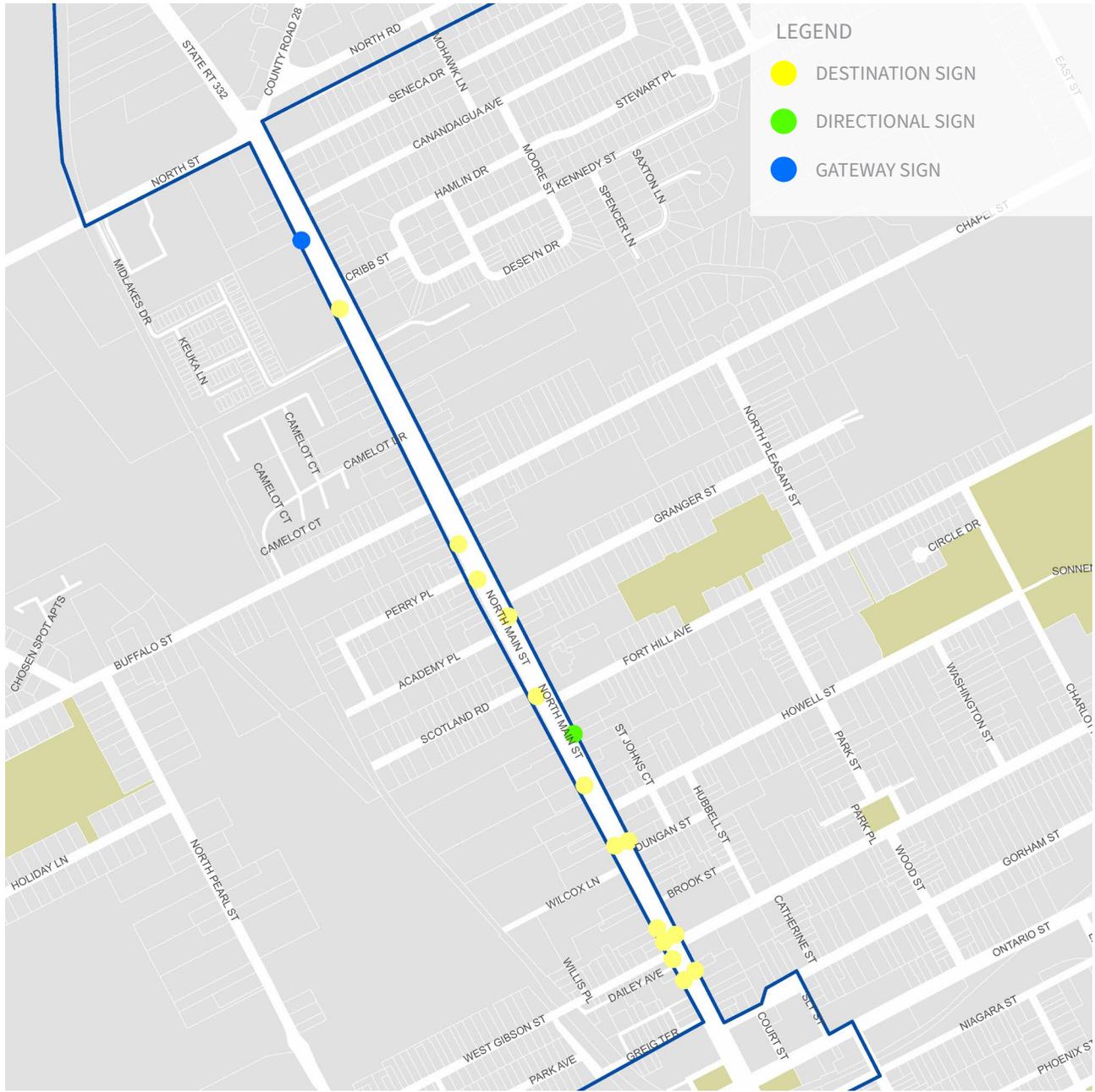
Sign Type	Sign Count
Destination Guide	14
Directional	1
Gateway	1
TOTAL	16

KEY TAKEAWAY

The addition of pedestrian oriented signage in this segment would help to create a strong sense of walkability and identity. With a number of significant historic sites and structures, the addition of historic and interpretive signage would help celebrate the unique Canandaigua history.

Existing Sign System Inventory

»» Signs in Historic Canandaigua Corridor

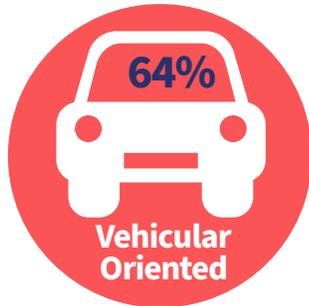


Existing Sign System Inventory

Signs in Downtown Canandaigua



In total, 37 signs were inventoried along Main Street in downtown Canandaigua.



More than half of the existing signage in downtown Canandaigua is geared toward drivers.



Approximately 1/3rd of the signage within downtown Canandaigua is for pedestrian use.



A majority of the existing signs in downtown Canandaigua are in good condition.

Sign Type	Sign Count
Destination Guide	4
Directional	1
Historic Marker	3
Kiosk	9
Other	4
Parking Sign	14
Service Sign	2
TOTAL	37

KEY TAKEAWAY

Downtown Canandaigua contains a mix of signage types for use by drivers and pedestrians. Some of the existing signage, such as kiosks, provide information including location of downtown business and major destinations. As downtown is a walkable and pedestrian oriented environment, additional pedestrian oriented signage including directional signs and historic markers, would enhance the user experience.

Existing Sign System Inventory

Signs in Downtown Canandaigua

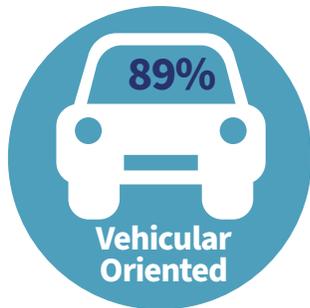


Existing Sign System Inventory

Signs along the Lakefront



In total, 45 signs were inventoried along in and immediately adjacent to the Lakefront area.



A majority of signage in and immediately adjacent to the Lakefront area is geared toward drivers.



A low percentage of signs within the Lakefront area are for pedestrian users.



A majority of the existing signs in the Lakefront area are in good or excellent condition.

Sign Type	Sign Count
Community Entrance	2
Destination Guide	9
Directional	14
Distance	1
Gateway	1
Historic Marker	2
Kiosk	1
Other	2
Parking Sign	8
Service Sign	5
TOTAL	45

KEY TAKEAWAYS

The Lakefront area is a prime recreational and tourism destination in Canandaigua. Recent initiatives identified the need to expand wayfinding throughout the Lakefront area to provide better access to key destinations and the downtown area for multi-modal users. Additional pedestrian signage, directional signage, and parking identification signs in this section of the study area, would help to achieve the City’s goals.

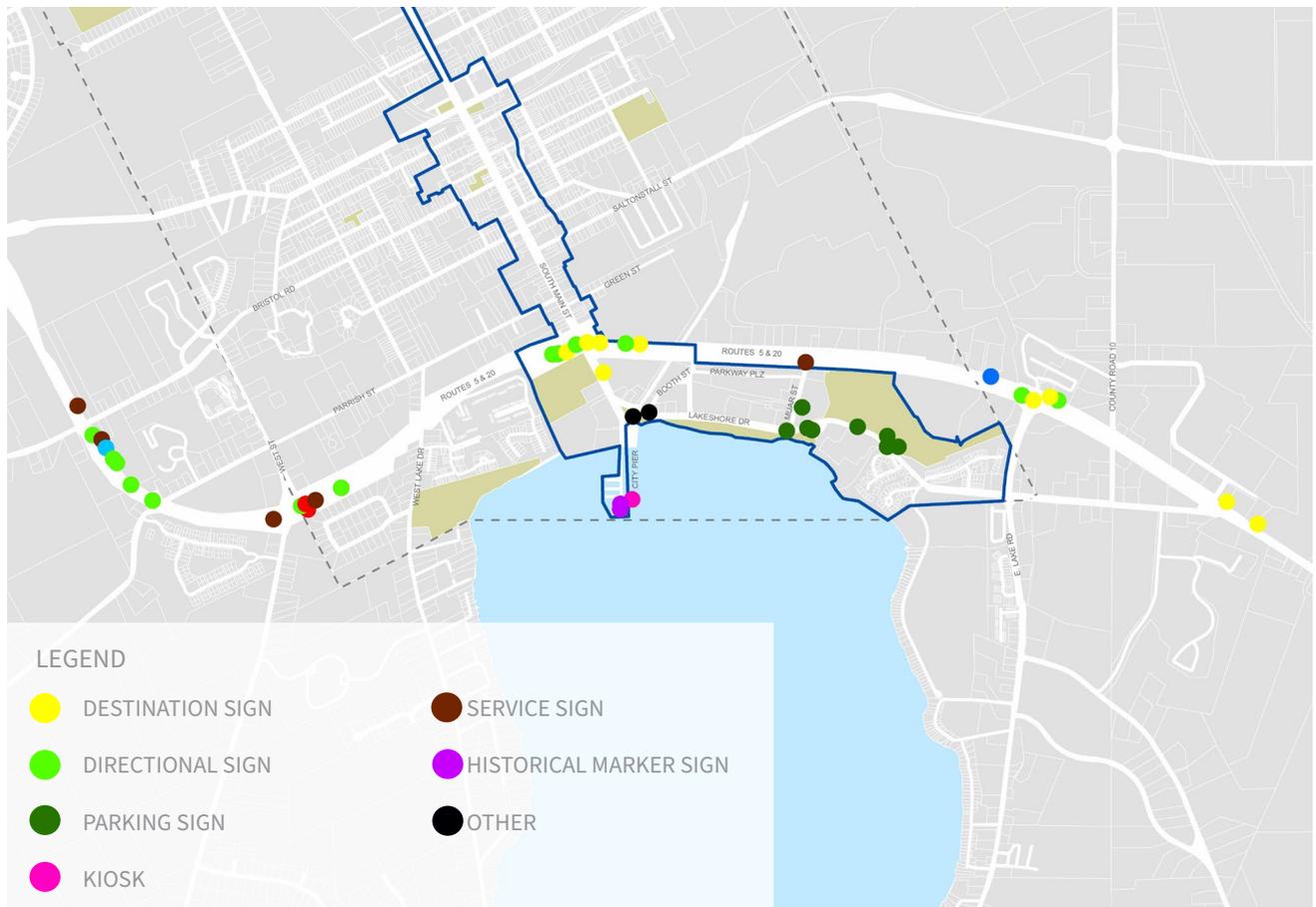
Existing Sign System Inventory

Signs in the Lakefront Area



Existing Sign System Inventory

Signs near the Lakefront Area

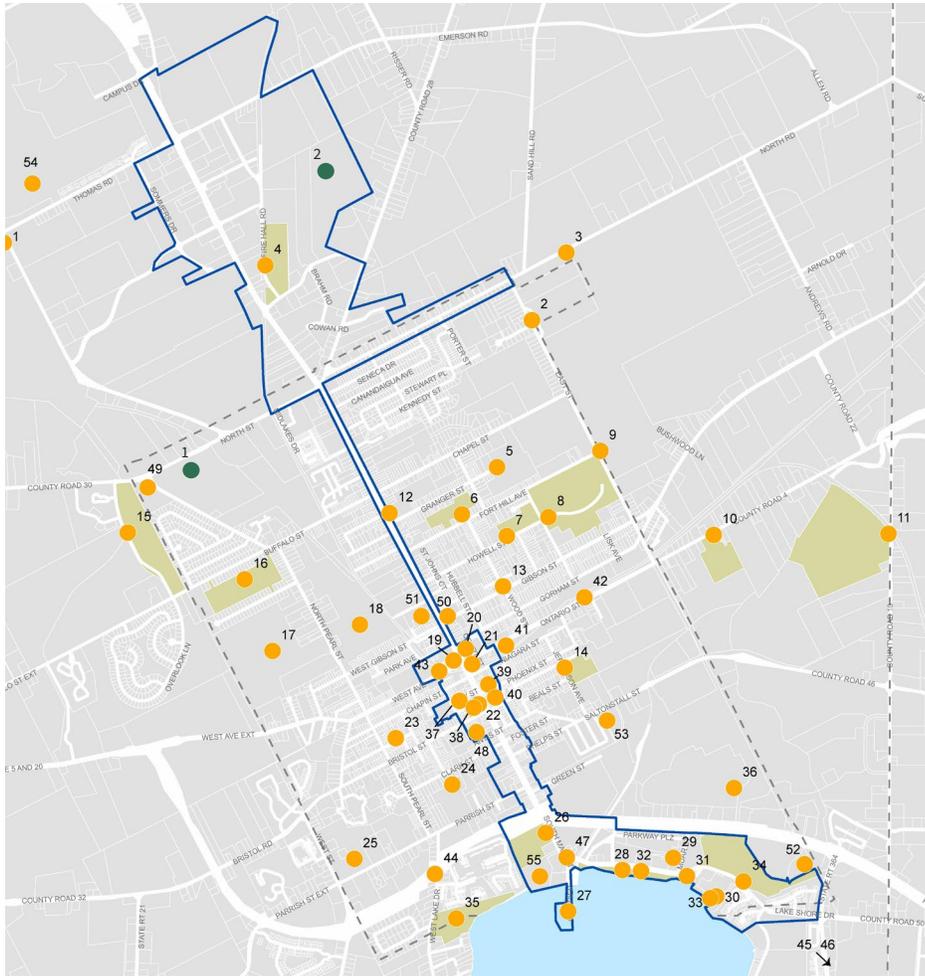


SIGN INVENTORY

The Lakefront area is comprised of signs located within and immediately adjacent to the study area. These signs were captured since many visitors to key destinations may start their travel journey prior to entering the study area boundaries. Signs outside the Lakefront area boundaries are located on Routes 5 & 20, which is a major travel route into the downtown and lakefront area of Canandaigua. As expected on a major vehicular route, the majority of the signs are geared to drivers.

Existing Sign System Inventory

Key Destinations



LEGEND

EXISTING KEY DESTINATIONS

- 1 CANANDAIGUA AIRPORT
- 2 CANANDAIGUA ACADEMY
- 3 CANANDAIGUA ACADEMY SPORTS FACILITY
- 4 BLUE HERON PARK
- 5 CANANDAIGUA MIDDLE SCHOOL
- 6 EVANS FIELD
- 7 SONNENBERG PARK
- 8 SONNENBERG GARDENS + MANSION
- 9 VA MEDICAL CENTER
- 10 JUNIOR BASEBALL + SOFTBALL
- 11 ONTARIO COUNTY FAIRGROUNDS
- 12 GRANGER HOMESTEAD
- 13 GIBSON STREET PARK
- 14 JEFFERSON MEMORIAL PARK
- 15 OUTHOUSE PARK / MOTION JUNCTION
- 16 BAKER MEMORIAL PARK
- 17 WOODLAWN CEMETERY
- 18 CANANDAIGUA ELEMENTARY + PRIMARY
- 19 ATWATER PARK / CITY HALL
- 20 ONTARIO COUNTY MUNICIPAL COMPLEX
- 21 ONTARIO COUNTY PUBLIC SQUARE
- 22 THE COMMONS
- 23 TELYEA STREET PARK
- 24 CALVARY CEMETERY
- 25 FF THOMPSON HOSPITAL
- 26 CANANDAIGUA LAKE STATE MARINE PARK
- 27 CITY PIER
- 28 KERSHAW PARK
- 29 PUBLIC PARKING
- 30 HOTEL CANANDAIGUA / PUBLIC PARKING
- 31 PUBLIC PARKING
- 32 PUBLIC PARKING
- 33 LAKEFRONT PARK
- 34 LAGOON PARK
- 35 ATWATER MEADOWS PARK
- 36 ROSELAND WATERPARK
- 37 PUBLIC PARKING
- 38 PUBLIC PARKING
- 39 PUBLIC PARKING
- 40 PUBLIC PARKING
- 41 PUBLIC PARKING
- 42 ONTARIO PATHWAYS
- 43 PEANUT LINE TRAIL
- 44 SWITCHBACK TRAIL
- 45 FINGERLAKES COMMUNITY COLLEGE
- 46 CMAC
- 47 TRIANGLE PARK
- 48 PUBLIC PARKING
- 49 CANANDAIGUA CIVIC CENTER
- 50 ONTARIO COUNTY HISTORICAL SOCIETY
- 51 WOOD LIBRARY
- 52 CANANDAIGUA POST OFFICE
- 53 HURLEY BUILDING
- 54 CENTERPOINTE GOLF COURSE
- 55 THE LAKE HOUSE

POTENTIAL FUTURE DESTINATIONS

- 1 CANANDAIGUA YMCA
- 2 UPTOWN LANDING

A comprehensive signage and wayfinding system not only connects people to key assets within the immediate vicinity, but provides users awareness of surrounding destinations. Key destinations in proximity to the study area have been identified and were utilized to determine user decision-making points.

Existing Sign System Inventory

»» Key Destinations



BLUE HERON PARK



CANANDAIGUA ACADEMY



SONNENBERG GARDENS



CITY PIER



KERSHAW PARK



CMAC

Existing Sign System Inventory

»» Key Findings

Key findings related to the existing wayfinding system within the study area are summarized below:

- Pedestrian-oriented signage is lacking throughout each of the subareas within the study area.
- Historic sites and landmarks are not adequately signed throughout the study area.
- Park spaces, especially along the Lakefront, do not have directional signage for vehicular or pedestrian users.
- The study area contains a number of gateway signs which are in good condition and appropriately placed gateway signs do not need to be replaced.
- Vehicular oriented signage throughout the study area can be expanded to enhance the user journey to key destinations.
- Some existing signs, including those located near Blue Heron Park and Canandaigua Academy, should be replaced for legibility purposes. All signs with deterioration condition should be replaced.
- The potential exists to create a uniform wayfinding system throughout the study area to enhance user navigation with a defined brand, logo and color scheme. Utilizing a consistent brand with varying colors to differentiate specific character areas in Canandaigua will create an identifiable and recognizable system.
- A sign removal plan should be developed and implemented in conjunction with the installation of new signage. This will ensure repetitive and duplicative signs are removed.

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»» Section 02

Canandaigua's Proposed **Wayfinding System**



Canandaigua's Proposed **Wayfinding System**

»» Overview

The purpose of wayfinding is to provide an informative, functional and identifiable system that clearly directs users to significant destinations within the Town and City of Canandaigua. 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 in Uptown, the Historic District, Downtown and the Lakefront.

The sign design was based on existing logos and colors currently used in Canandaigua. Colors and logos will help differentiate the subareas, while at the same time, the sign design and shape will provide a unifying element to the system. The design team considered local needs and best practices when developing the sign hierarchy and concepts for Canandaigua.

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 Canandaigua Town and City government, Ontario County, and the New York State Department of Transportation (NYSDOT), should occur to obtain the necessary permits and approvals prior to fabrication and installation.



BEST PRACTICES IN WAYFINDING DESIGN

General design guidelines which were considered when developing the Canandaigua Signage & Wayfinding Plan include the following:

MESSAGING

- The number of messages on vehicular wayfinding signs should conform to New York State Department of Transportation (NYSDOT) and Manual of Uniform Traffic Control Devices (MUTCD) standards. On vehicular signs, no more than 3 destinations should be listed.
- Organize messages (top to bottom) by nearest destination and by the direction they are in. Destinations straight ahead are first, to the left second and to the right third.
- When there is space provided, the sign messages should always be composed on a single line.
- Clearly delineate between destinations heading in different directions.
- Indicate distance from the sign/message to the destination when applicable depending on sign type.
- If abbreviating a destination is necessary, be sure the abbreviations are easily recognized and are consistent throughout the entire system.

LETTERING

- There should be a strong contrast between letter color and sign background for legibility.
- Use a 6" capital letter height on vehicular signs located on roads with a posted speed limit over 25 MPH, 4" capital letter height on roads with a posted speed limited under 25 MPH. Recognizing that all communities and sign settings are not the same, a dialogue between the NYSDOT or other regulatory agencies shall take place to determine the appropriateness of sign and font size as relate to MUTCD standards.
- Use accessibility symbols where appropriate.

DESIGN /MAINTENANCE

- Vehicular wayfinding sign materials and sizes should conform to NYSDOT and MUTCD standards.
- Tie system together through hardware, color palettes and sign geometry.
- Simplify nomenclature and use consistently in all media (print, maps, web and signage).
- Design signs so they can be used on their own poles or existing poles.
- Set height at minimum 7' from bottom of the sign to the sidewalk or the ground plane.
- Make sign panels changeable for easy updating and maintenance.

Canandaigua's Proposed Wayfinding System

>>> Sign Hierarchy

Based on the existing conditions analysis and input received from the CLDC, a Sign Hierarchy was developed to infill gaps in the existing system and replace existing signage over time to create a unified wayfinding system. The goal of the sign hierarchy is to create a comprehensive and easily identifiable wayfinding system throughout the Town and City of Canandaigua. The proposed sign hierarchy includes the following sign types:

Vehicular Directional

Located at major decision points within the study area these signs are intended to direct vehicular traffic to Uptown, the Historic Corridor, Downtown, the Lakefront, available public parking and major destinations within the Town and City of Canandaigua.

Pedestrian Directional

Within the study area, Pedestrian Directional signs are located at major decision making points, directing visitors who are on foot to destinations and attractions.

Banners

One of the easiest and most inexpensive ways to promote the Canandaigua Wayfinding brand is with Light Pole Banners. These banners can be seasonally changed or incorporated into an existing light pole banner program.

Park Signs

Identifying public spaces like park and recreation facilities is key when providing direction to potential users. Park Signs identify these important destinations and let users of the wayfinding system know they have arrived.

Street Sign Medallion

The Street Sign Medallions offer a quick and easy way to identify what area of the Town or City users are in. These signs can easily be mounted to existing poles adjacent to existing street signs, providing an opportunity to display the brand of each segment of the study area.

Kiosks

Kiosks can display a variety of information including a downtown map listing business, restaurants and local attractions, regional 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. The kiosks are designed to be easily updated to provide the latest information including businesses and restaurants.

The following pages contain the sign hierarchy for the project study area.

Canandaigua's Proposed Wayfinding System

>>> Uptown Sign Hierarchy



Vehicular



Pedestrian



Banner



Park Sign



Street Sign with Medallion



Kiosk

Canandaigua's Proposed Wayfinding System

»» Historic Corridor & Downtown Sign Hierarchy



Vehicular



Pedestrian



Banner



Park Sign



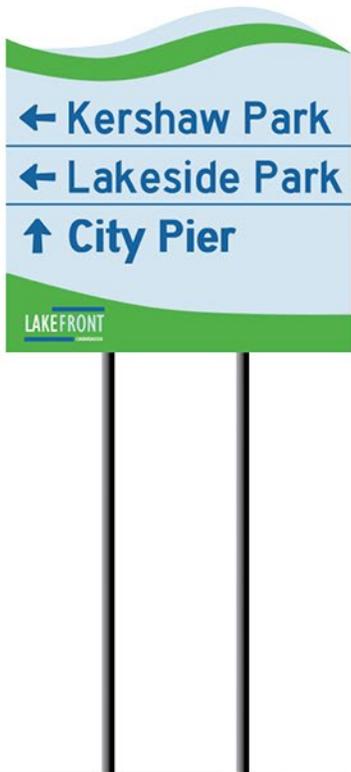
Street Sign with Medallion



Kiosk

Canandaigua's Proposed Wayfinding System

>>> Lakefront Sign Hierarchy



Vehicular



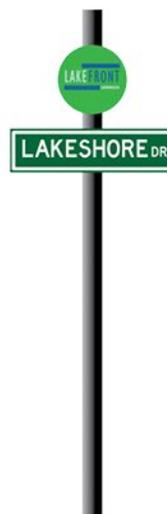
Pedestrian



Banner



Park Sign



Street Sign with Medallion



Kiosk

Sign Design Details

Vehicular Directional

Description

Vehicular Directional Signs are placed at decision making points and located on the right side of the road, perpendicular to the path of travel. Each sign location should be looked at on a case-by-case basis, keeping in mind sight distances, visual clearance, sign clutter, and vehicular and pedestrian safety. The placement of the Vehicular Directional Signs shall follow NYSDOT standard details and specifications for sign placement.

Prior to the design and installation of the Vehicular Directional Sign, 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 should occur to obtain the necessary permits and approvals prior to design, fabrication, and installation.

Panel

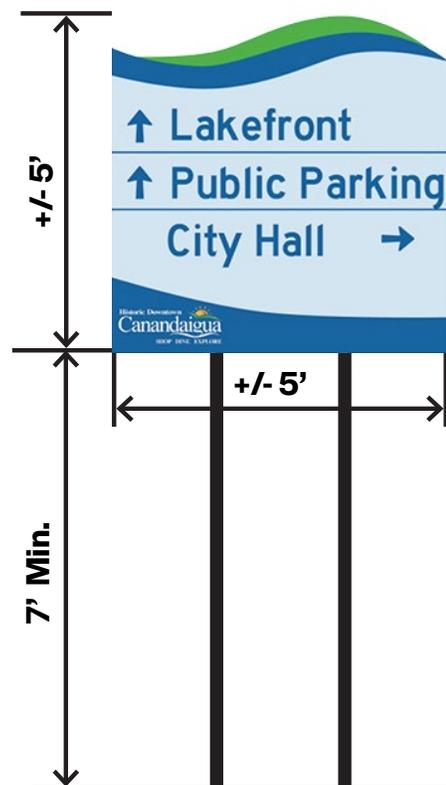
Single sided, reflective aluminum sign panel. Reference NYSDOT standard details and specifications for material requirements. Font shall have a 6" capital letter high and comply with the MUTCD Standard Alphabets Font. Color shall comply with the Town and City of Canandaigua branding and any NYSDOT and MUTCD requirements.

Posts

Sign shall be mounted on (2) Type A high capacity sign posts and comply with NYSDOT standard details and specifications.

Approximate Cost: \$8,000 EA

Estimated cost of Vehicular Directional sign does not include permit fees, utility installation or relocation, land acquisition or final design details. Estimated costs will vary by fabricator.



Sign Design Details

Pedestrian

Description

Pedestrian Directional Signs are located at major decision making points along a path of travel. Each sign should be oriented away from the road and towards the pedestrian walkway, preventing confusion between vehicular and pedestrian signs. Each sign location should be evaluated on a case-by-case basis, keeping in mind sight distances, visual clearance, sign clutter, and vehicular and pedestrian safety.

Two options for the Pedestrian Directional Signs are recommended. A larger panel with a map graphic is intended to be located at major intersections and at key destinations to provide additional wayfinding information. A smaller directional sign is intended to be located at secondary intersections and destinations. Both signs will be double sided to provide clear and efficient information in multiple directions.

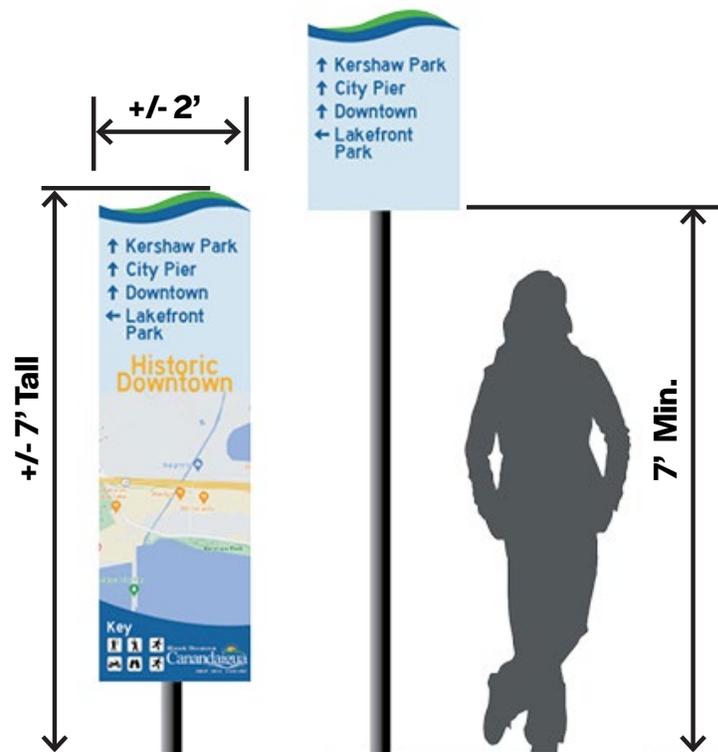
Prior to the design and installation of the Pedestrian Directional Signs, site specific surveys should be conducted to confirm property ownership, the location of under and above ground utilities, and any other potential conflicts. Coordination with applicable regulatory agencies should occur to obtain the necessary permits and approvals prior to design, fabrication, and installation.

Panel

1/8" thick fused resin graphic panel. Panels can be mounted to existing light poles or new standalone poles.

Approximate Cost: Map Panel \$10,000 EA | Sign Panel \$3,000

Estimated cost of Pedestrian Directional Sign includes the installation of post, panel and concrete foundation. Cost does not include permit fees, utility installation or relocation, land acquisition or final design details.



Sign Design Details

Light Pole Banners

Description

Light Pole Banners should be located along major vehicular corridors in Uptown, the Historic District, Downtown and the Lakefront. Prior to the design and installation of the Light Pole Banners, ownership of existing light/utility poles shall be determined and permission received from owner. Coordination with any existing light pole banner programs in Canandaigua should occur to include the wayfinding brand, while supporting the individuality and banner needs for each segment of the study area.

Banner

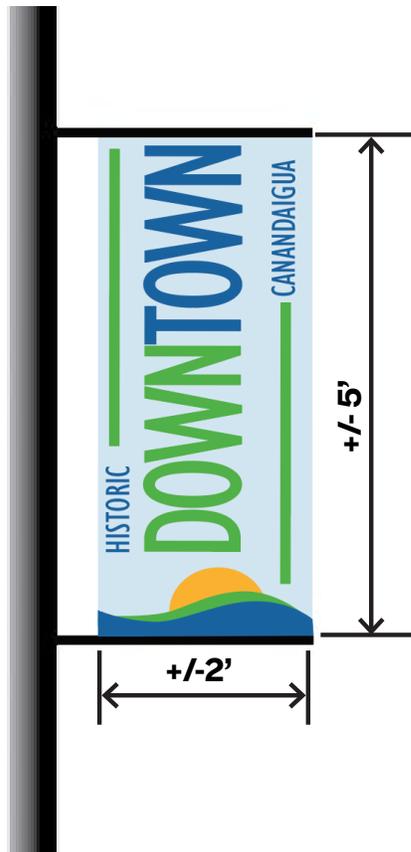
Double sided 13 mi. scrim vinyl banner. Banner graphics and colors shall follow Town and City of Canandaigua branding.

Brackets

Light Pole Banners shall be installed with typical banner brackets and stainless steel bands.

Approximate Cost: \$300 EA

Estimated cost of Light Pole Banners includes fabrication, brackets and connection hardware. Cost does not include permit fees or final design details.



Sign Design Details

Park Signs

Description

Park Signs are used to identify public parks and are typically located in a visible spot near the park entrance. Prior to the installation of the Park Signs, site specific surveys should be conducted to confirm property ownership, the location of underground and above ground utilities, and any other potential conflicts. Coordination with applicable regulatory agencies such as the Town and City of Canandaigua, Ontario County and NYSDOT shall occur to obtain the necessary permits and approvals prior to design, fabrication and installation.

Panel

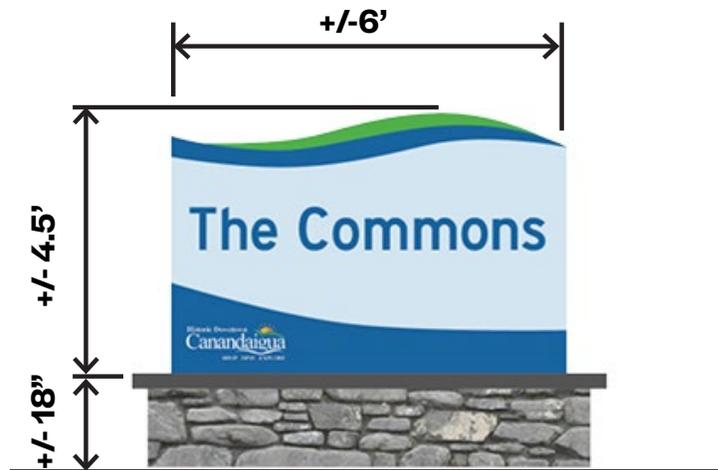
1/8" thick fused resin graphic panel. Park Sign shall have the ability to be both single or double sided based on location. Panel shall be contained in 4" wide aluminum cabinet with a 1-1/2" wide x 1/8" thick u-channel on top, sides bottom of sign. Color of the aluminum cabinet shall match the light blue background of the sign.

Base

The base of the sign shall be faced with natural stone with a cast stone coping.

Approximate Cost: \$25,000 EA

Estimated cost of Park Sign does not include permit fees, utility installation or relocation, land acquisition or final design details. Costs will vary based on materials.



Sign Design Details

Street Sign Medallion

Description

Street Sign Medallions should be located along major vehicular corridors in Uptown, the Historic District, Downtown and the Lakefront. Prior to the design and installation of the Street Sign Medallions, ownership of existing light/utility poles shall be determined and permission received from owner. The intent of the Street Sign Medallions is to provide an easy way to let users know which section of Canandaigua they are located in. These signs would be located on existing light poles above existing street signage.

Panel

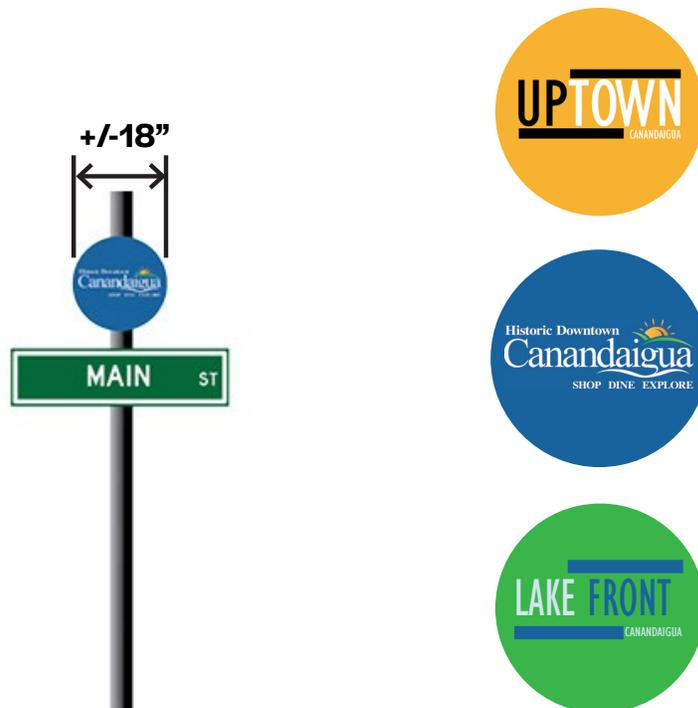
Single sided, reflective aluminum sign panel. Reference NYSDOT standard details and specifications for material requirements. The diameter of the medallions shall be 18”

Mounting

Sign shall be mounted on existing light poles with typical metal sign straps.

Approximate Cost: \$750 EA

Estimated cost of Street Sign Medallion does not include permit fees or final design details.



Sign Design Details

Kiosk | Uptown

Description

Kiosks are designed to be double sided, containing a map graphic on one side and an interpretive panel or changeable cabinet on the other. The map graphic should highlight key destinations and provide direction to other points of interest. The cabinet can contain interpretive information detailing historic events or significant information about the setting the Kiosk is located in.

Prior to the design and installation of the Kiosks, 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 should occur to obtain the necessary permits and approvals prior to design, fabrication, and installation.

Panel

1/8" thick fused resin graphic panel. Content for Kiosk map and interpretive panel graphics will be specific to each individual Kiosk. Frame shall be constructed to allow for easy removal and replacement of graphic panel.

Materials

Two, 4" Diameter posts. Posts and frame structure shall be constructed out of aluminum and powder coated black.

Approximate Cost: \$15,000 EA

Estimated cost of Kiosk includes the installation of concrete foundations. Cost does not include permit fees, utility installation or relocation, land acquisition or final design details.



Kiosk | Historic District, Downtown & Lakefront

Description

The City of Canandaigua currently has an existing wood kiosk with map panels and changeable displays implemented throughout downtown at key destinations and public parking facilities. This study recommends the continued use of the existing kiosk design for consistency and to build upon a signage system already in place.

Approximate Cost: \$15,000 EA

Estimated cost of Kiosk includes the installation of concrete foundations. Cost does not include permit fees, utility installation or relocation, land acquisition or final design details.



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»» Section 03

Implementing **The Wayfinding System**



Implementing The Wayfinding System

»» Overview

This chapter provides recommendations for placement and messaging of vehicular and pedestrian wayfinding signage in the Uptown, Historic District, Downtown and Lakefront areas of Canandaigua.

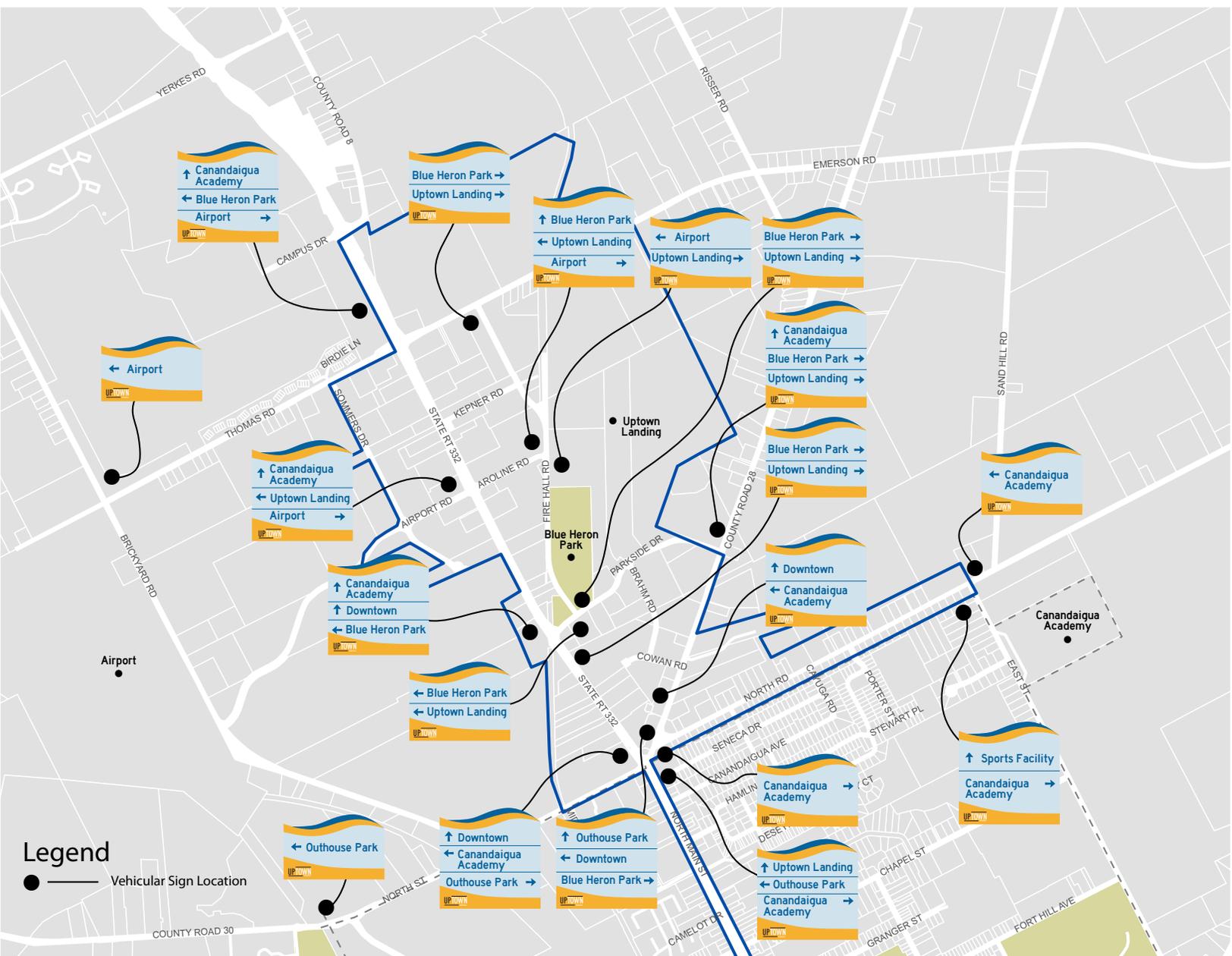
Through coordination with the CLDC, major destinations were identified in and around the study area. Knowing where you want to direct vehicular and pedestrian traffic is key in identifying decisions points, locating signs and providing the correct sign messaging. For each of the Canandaigua sub areas, a Vehicular and Pedestrian sign location plan was developed. The number of signs for each area varies based on their physical size and the number of destinations located within them. The following plans represent the overall system for each sub area, which have the ability to be phased in over time as funding resources become available.

Coordination with the New York State Department of Transportation (NYSDOT) will be required as vehicular signage locations are identified and detailed design is completed. As signs are planned for installation, obtaining the proper permits and locating of existing signs, utility poles and other features will need to be identified to meet municipal and NYSDOT requirements. The location of the vehicular signage in this report is approximate.



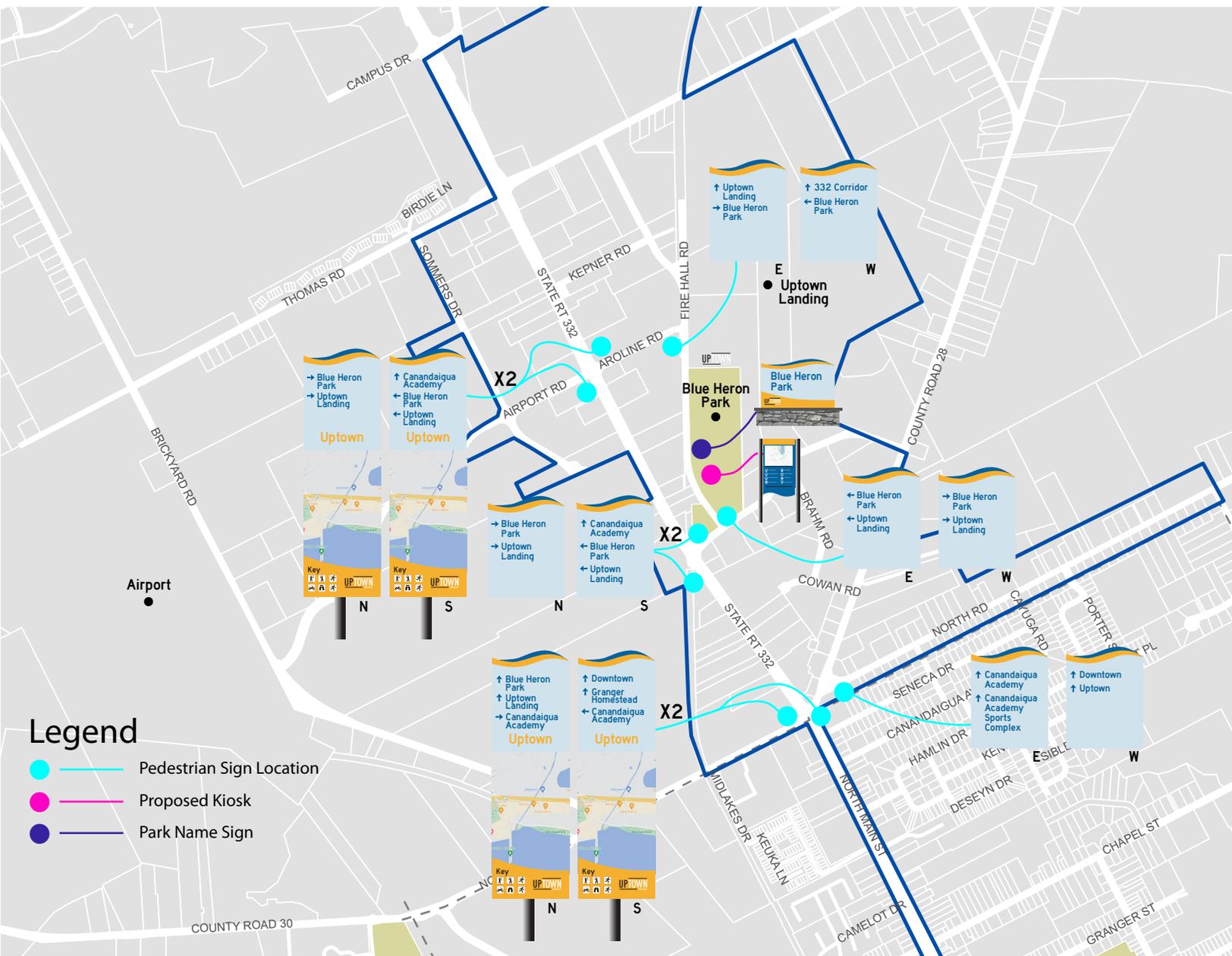
Implementing The Wayfinding System

Uptown Vehicular Sign Location Plans



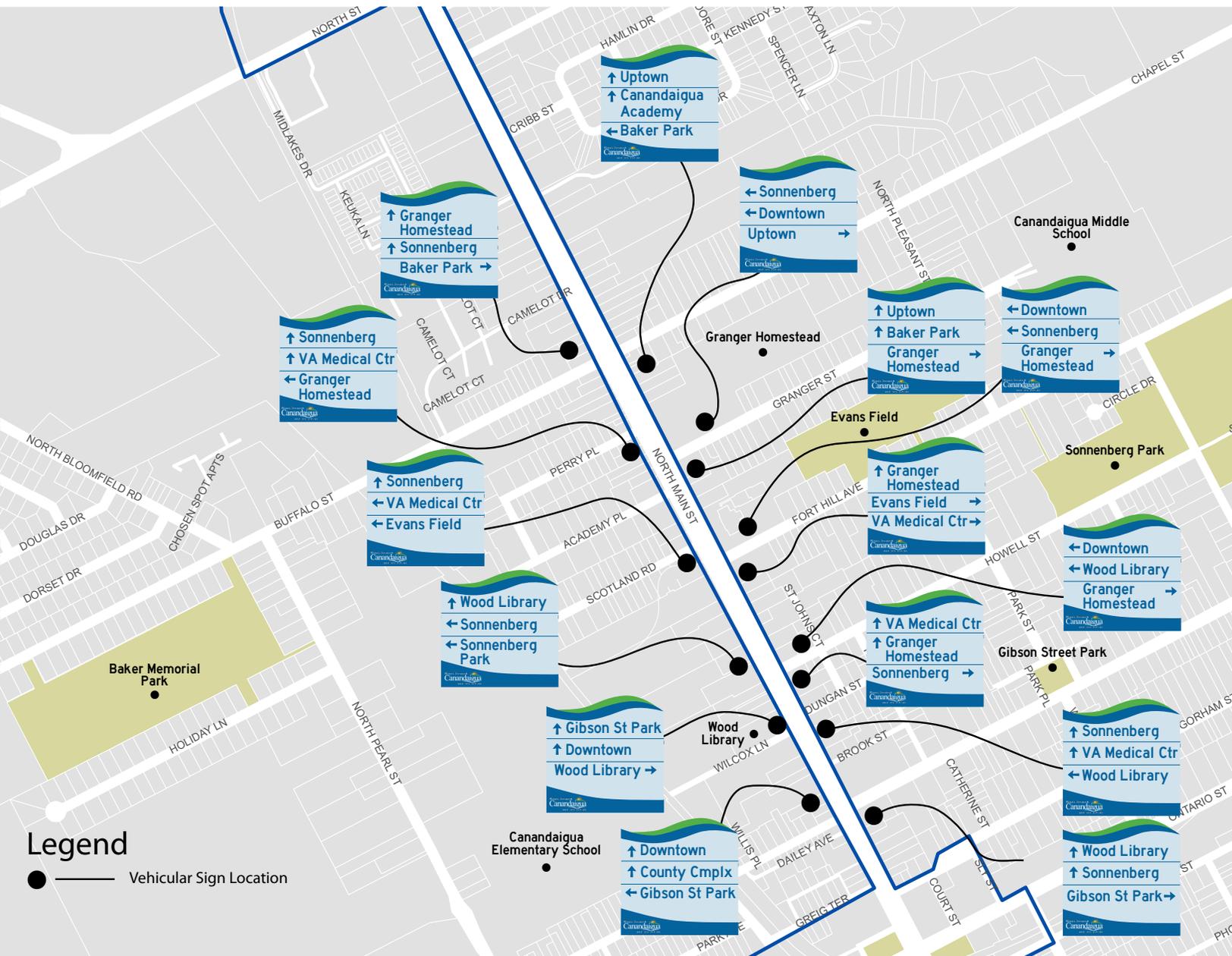
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Uptown Pedestrian Sign Location Plan



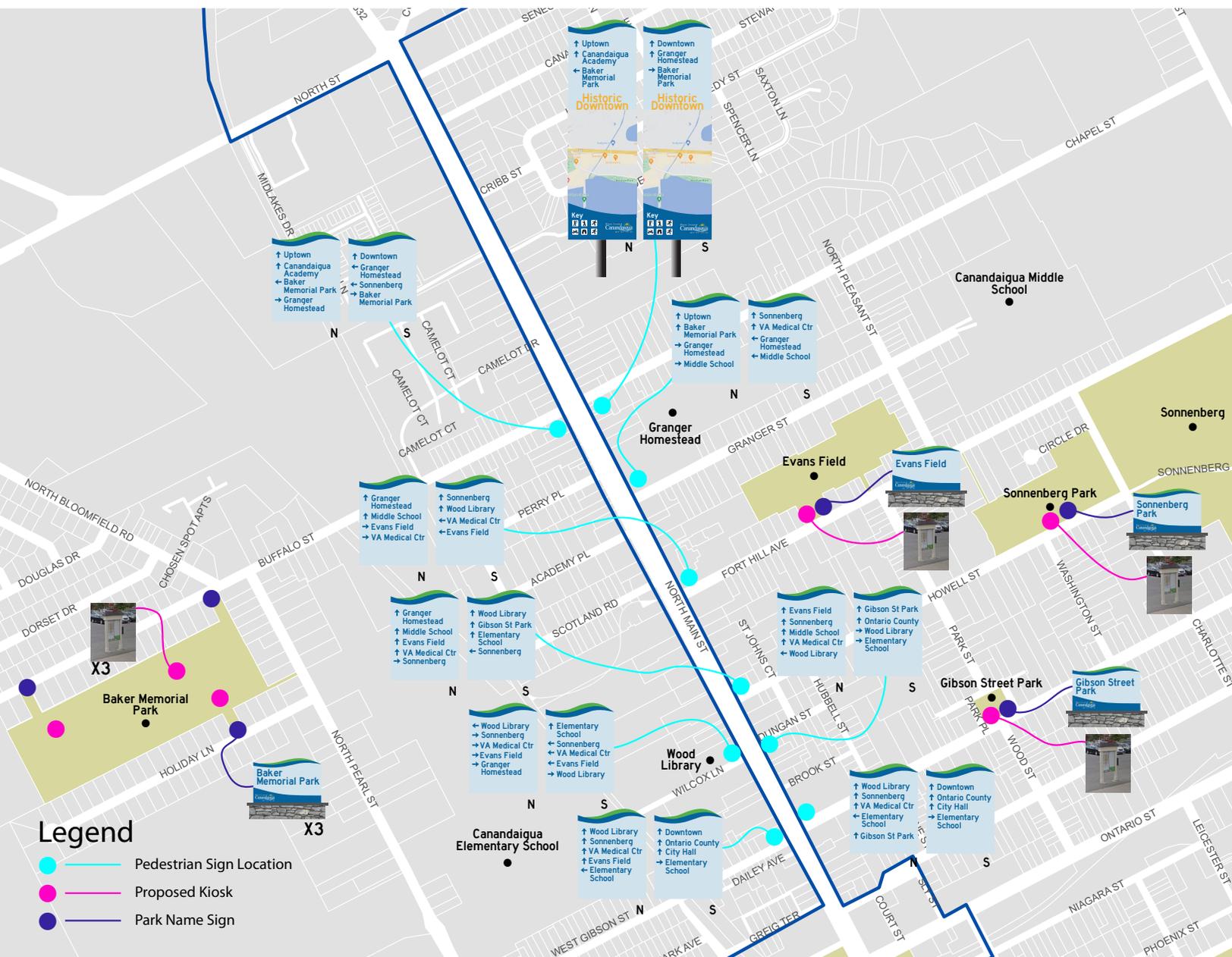
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Historic District Vehicular Sign Location Plan



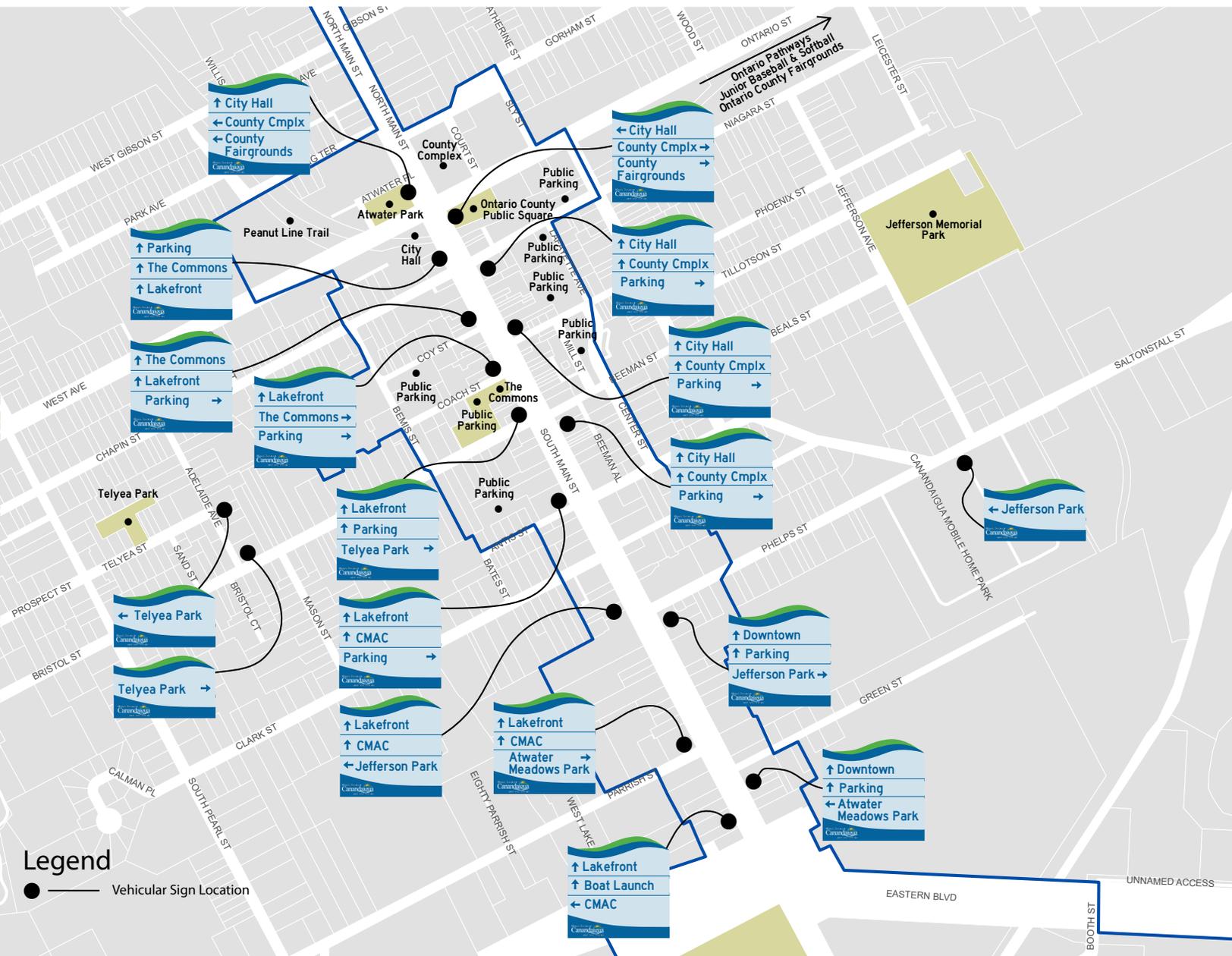
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Historic District Pedestrian Sign Location Plan



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»» Downtown Vehicular Sign Location Plan



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Downtown Pedestrian Sign Location Plan



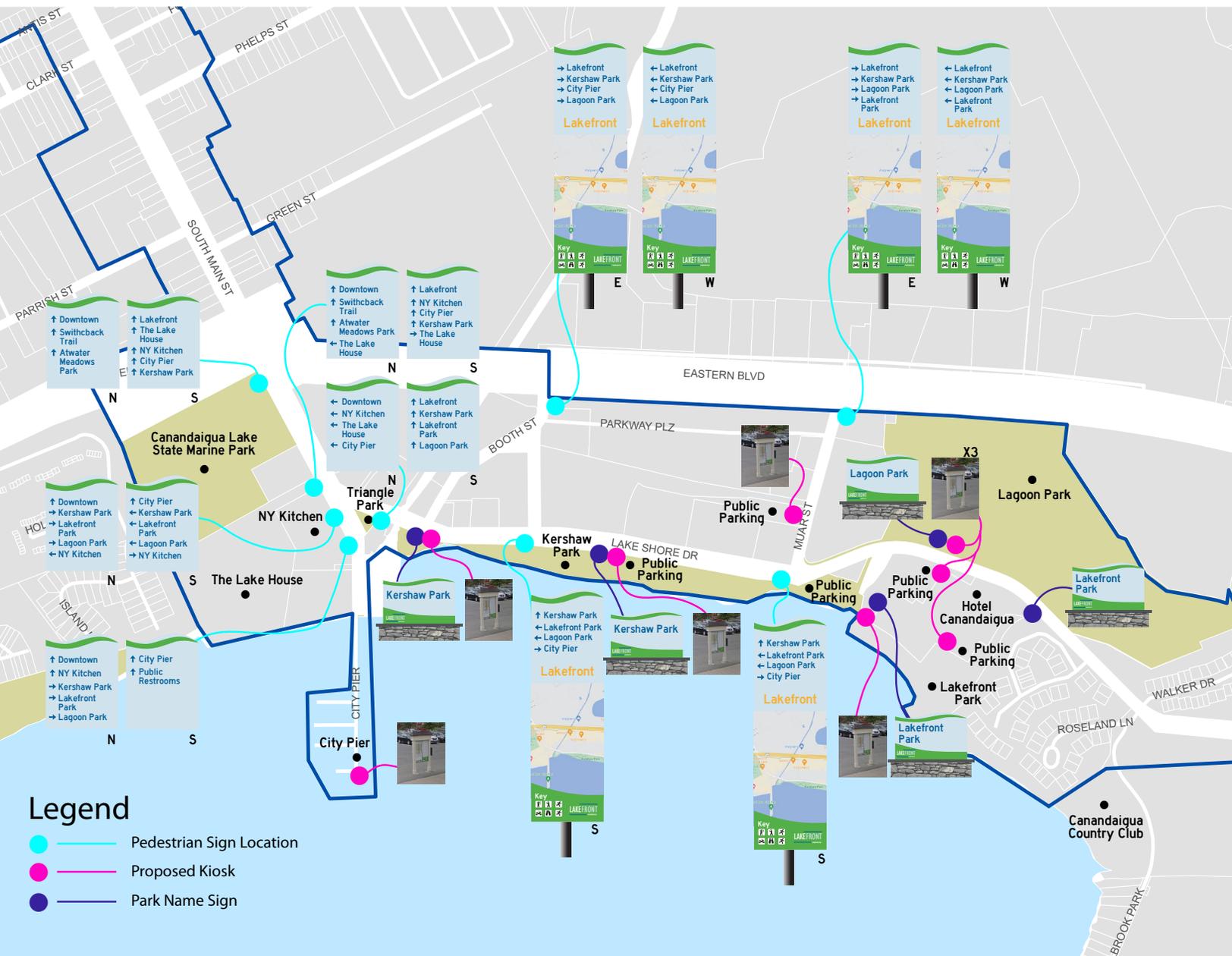
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»» Lakefront Vehicular Sign Location Plan



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»» Lakefront Pedestrian Sign Location Plan



Implementing The Wayfinding System

»» Sign Removal Plans

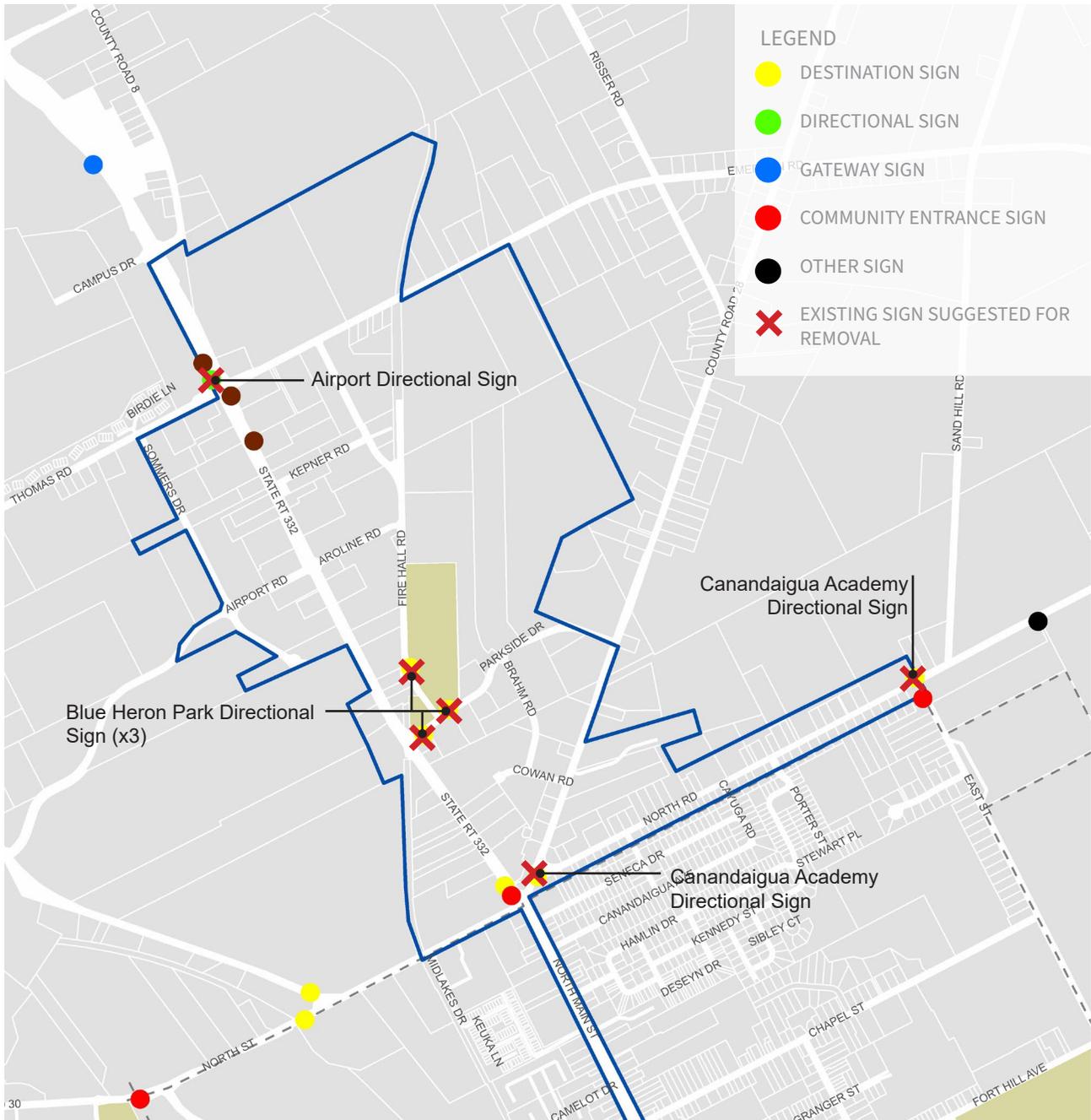
With the implementation of the new Vehicular Directional signage, the duplication of signs may occur, resulting in the need to remove existing signage. This will help to reduce sign clutter and confusion for the user of the wayfinding system. The following pages provide suggested sign removals for the Uptown, Historic District, Downtown and the Lakefront areas of Canandaigua.

Before any signs are removed, ownership must be determined and permission for removal granted by the owner.



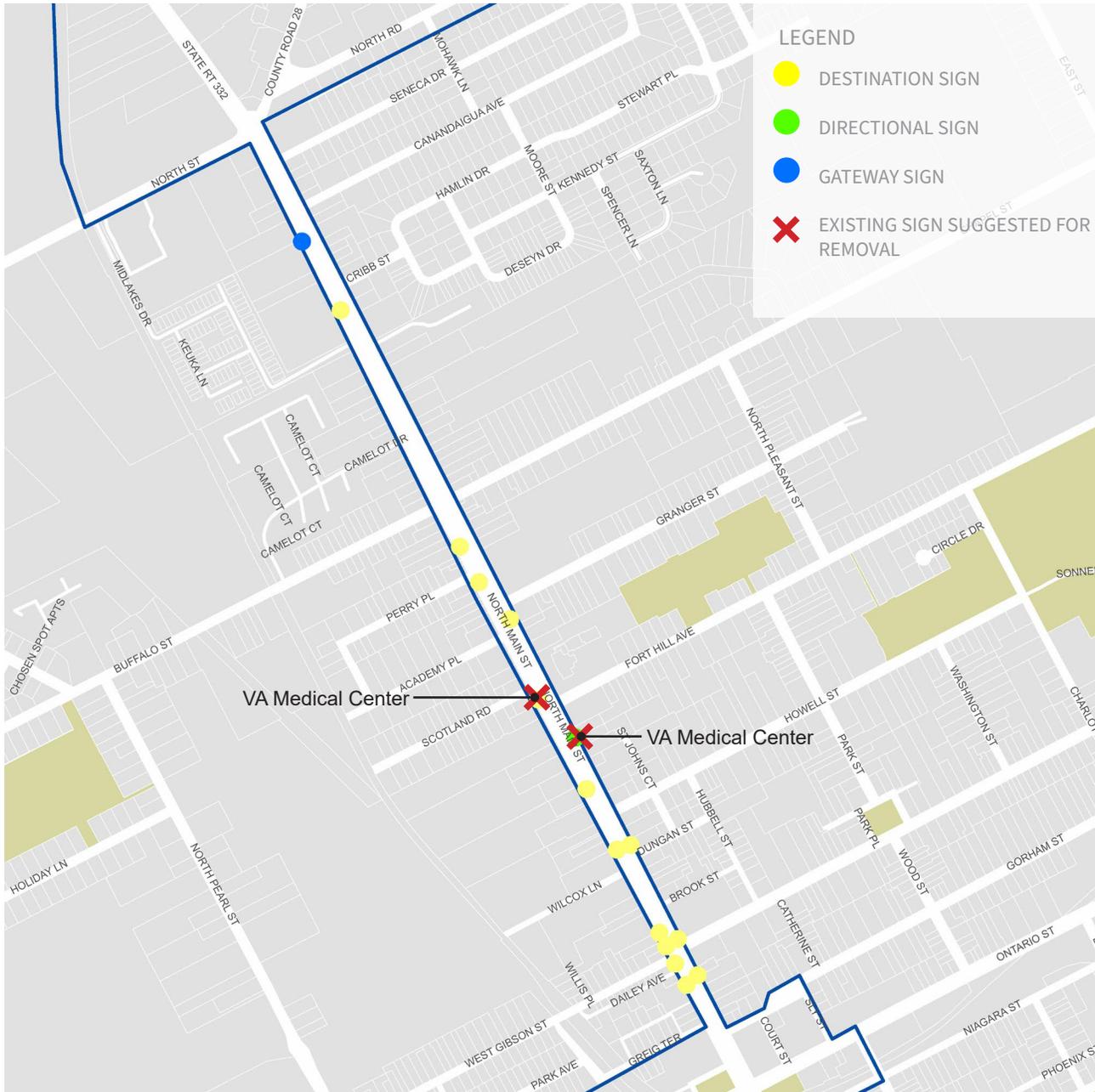
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Uptown Sign Removal Plan



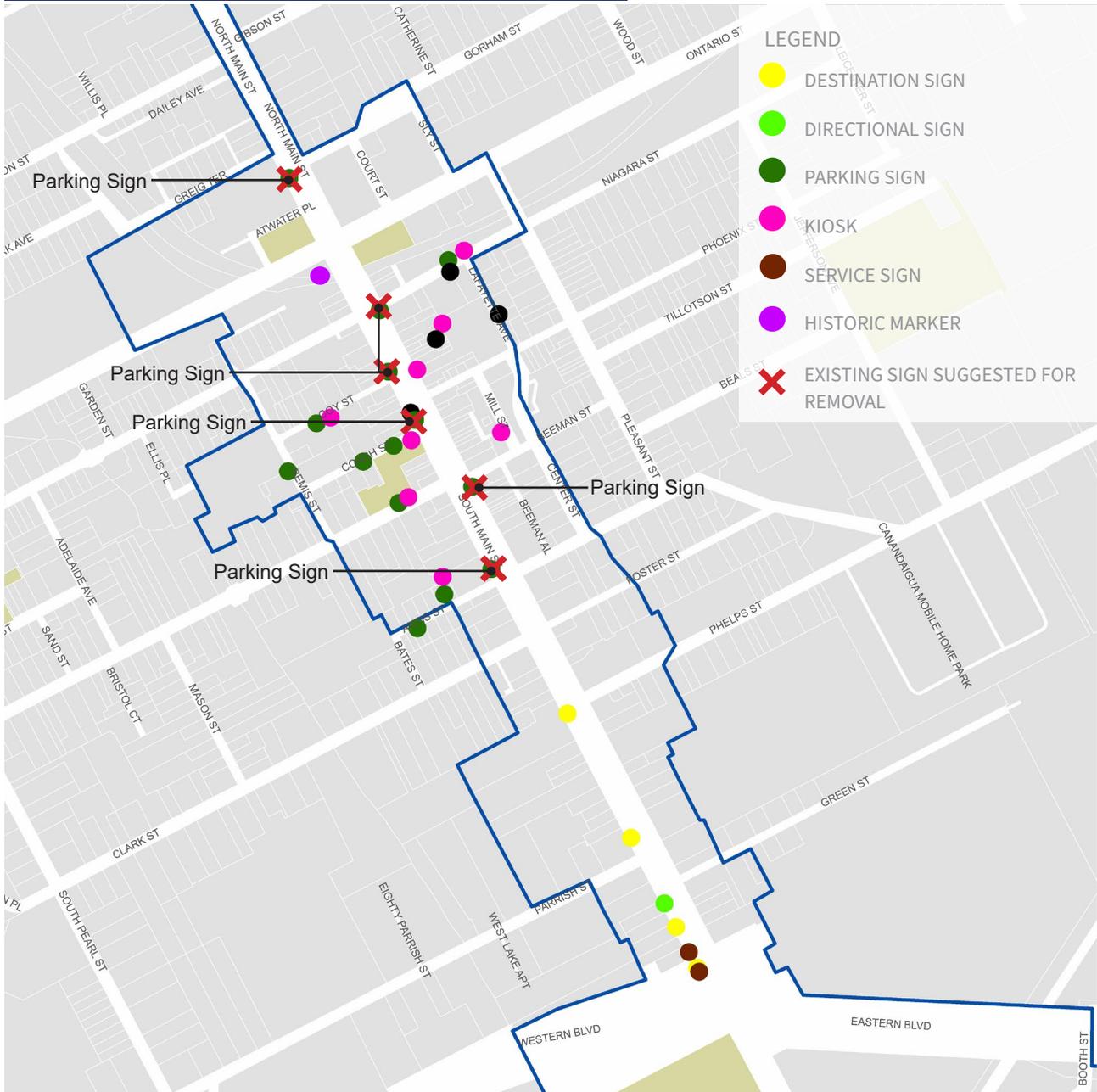
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»»» Historic District Sign Removal Plan



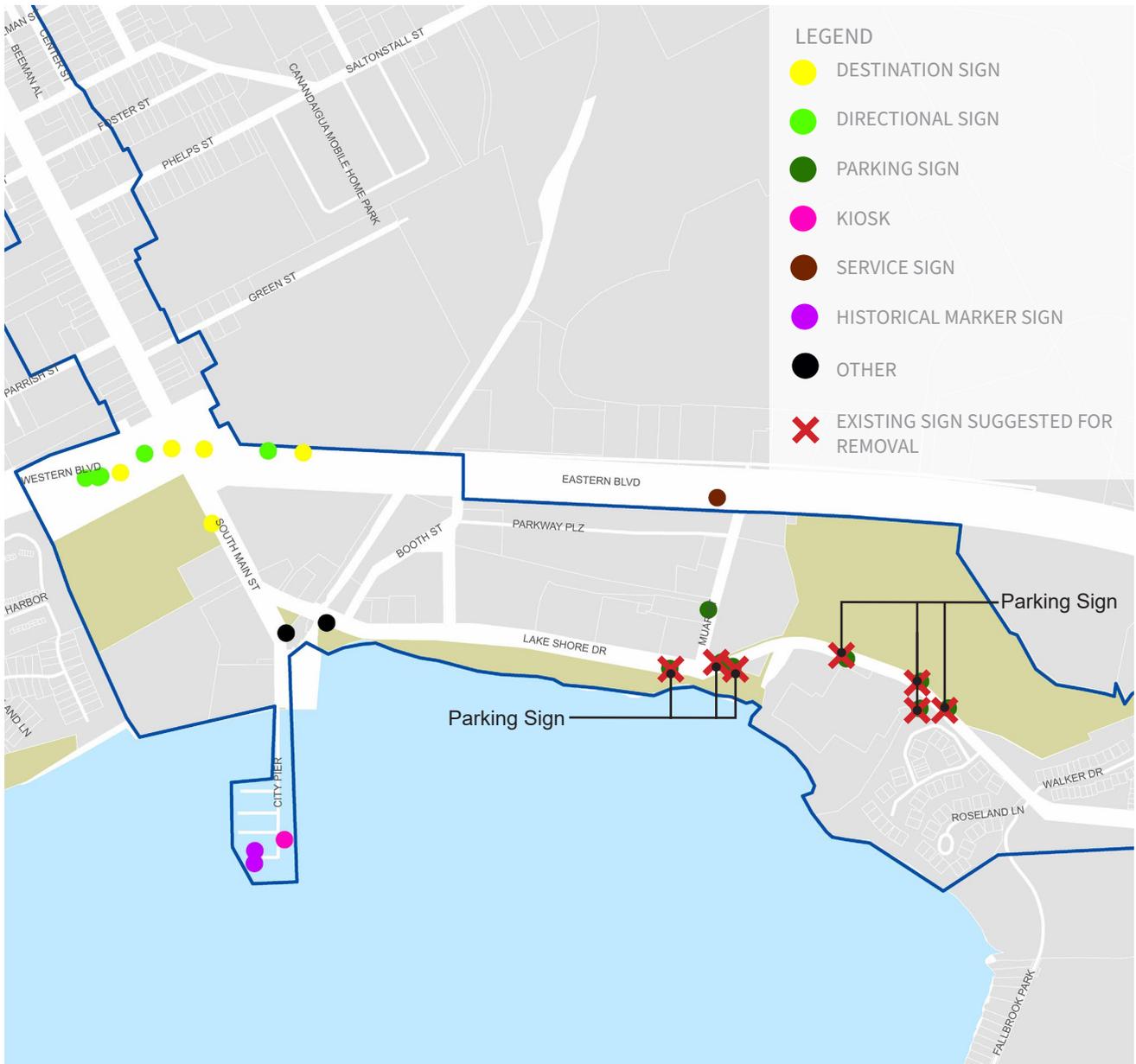
Implementing The Wayfinding System

»» Downtown Sign Removal Plan



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»» Lakefront District Sign Removal Plan



Implementing The Wayfinding System

»» Cost Estimates and Phasing

To guide the Town and City of Canandaigua in the implementation of the Wayfinding Strategy, planning level cost estimates and phasing plans were developed for Uptown, the Historic District, Downtown and the Lakefront. This information is key in planning for future capitol improvement funding and considering future grant opportunities. Recognizing the signage priorities for each subarea of Canandaigua may be different, phasing plans were developed to help the Town and City of Canandaigua 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.

For each sign type a 20% construction contingency is incorporated into the planning level cost estimates to account for any unknown factors that may arise during implementation. A detailed breakdown of the planning level cost estimates can be found in Appendix A.

Implementing The Wayfinding System



»» Uptown Cost Estimate & Phasing Plan

The following planning level cost estimate reflects the recommendations made on the Uptown Vehicular and Pedestrian Sign Location Maps. Dollar figures are estimated from 2022 and include final design, fabrication, installation and construction contingency costs. A detailed breakdown of the cost estimates for each sign type can be found in Appendix A.

SIGN TYPE & QUANTITY	FINAL DESIGN	CONTINGENCIES	FABRICATION & INSTALLATION	TOTAL
VEHICULAR DIRECTIONAL SIGN (19)	\$15,000	\$67,000	\$150,000	\$232,000
PEDESTRIAN WAYFINDING SIGN (12)	\$6,500	\$29,000	\$64,000	\$99,500
LIGHT POLE BANNERS (65)	\$1,000	\$1,000	\$19,500	\$21,500
PARK SIGN (1)	\$2,500	\$11,250	\$25,000	\$38,750
STREET SIGN MEDALLION (20)	\$1,000	\$6,750	\$15,000	\$22,750
KIOSK (1)	\$3,000*	\$6,750	\$15,000	\$24,750
			GRAND TOTAL	\$439,250

* Cost includes map/interpretive panel design for each Kiosk location.

To successfully implement the Vehicular and Pedestrian recommendations in Uptown, a Phasing Plan is outlined below to prioritize sign installation as funding sources become available.

PHASE I: Priority Signage (0 to 1 year) - \$44,250

Installation of Light Pole Banners and Street Sign Medallions is an easy cost effective way to bring recognition to the brand and system identity.

PHASE II: Short Term (1 to 3 years) - \$63,500

Phase II builds off of the recognition of the wayfinding system identified in Phase I. Phase II includes the installation of Park Signs and Kiosks.

PHASE III: Mid Term (3 to 5 years) - \$331,500

Signage installed in Phase III will build off of the initial investment and brand recognition with the installation of the Vehicular Directional and the Pedestrian Wayfinding signs, directing users to major destinations within Uptown and towards the Historic District, Downtown and the Lakefront.

Implementing The Wayfinding System



»»» Historic District Cost Estimate & Phasing Plan

The following planning level cost estimate reflects the recommendations made on the Historic District Vehicular and Pedestrian Sign Location Maps. Dollar figures are estimated from 2022 and include final design, fabrication, installation and construction contingency costs. A detailed breakdown of the cost estimates for each sign type can be found in Appendix A.

SIGN TYPE & QUANTITY	FINAL DESIGN	CONTINGENCIES	FABRICATION & INSTALLATION	TOTAL
VEHICULAR DIRECTIONAL SIGN (15)	\$12,000	\$53,000	\$118,000	\$183,000
PEDESTRIAN WAYFINDING SIGN (18)	\$7,000	\$31,000	\$68,000	\$106,000
LIGHT POLE BANNERS (65)	\$1,000	\$1,000	\$19,500	\$21,500
PARK SIGN (6)	\$15,000	\$67,500	\$150,000	\$232,500
STREET SIGN MEDALLION (20)	\$1,000	\$6,750	\$15,000	\$22,750
KIOSK (6)	\$18,000*	\$40,500	\$90,000	\$148,500
			GRAND TOTAL	\$714,250

* Cost includes map/interpretive panel design for each Kiosk location.

To successfully implement the Vehicular and Pedestrian recommendations in the Historic District, a Phasing Plan is outlined below to prioritize sign installation as funding sources become available.

PHASE I: Priority Signage (0 to 1 year) - \$44,250

Installation of Light Pole Banners and Street Sign Medallions is an easy cost effective way to bring recognition to the brand and system identity.

PHASE II: Short Term (1 to 3 years) - \$381,000

Phase II builds off of the recognition of the wayfinding system identified in Phase I. Phase II includes the installation of Park Signs and Kiosks.

PHASE III: Mid Term (3 to 5 years) - \$289,000

Signage installed in Phase III will build off of the initial investment and brand recognition with the installation of the Vehicular Directional and the Pedestrian Wayfinding signs, directing users to major destinations within the Historic District and towards Uptown, Downtown and the Lakefront.

Implementing The Wayfinding System



»»» Downtown Cost Estimate & Phasing Plan

The following planning level cost estimate reflects the recommendations made on the Downtown Vehicular and Pedestrian Sign Location Maps. Dollar figures are estimated from 2022 and include final design, fabrication, installation and construction contingency costs. A detailed breakdown of the cost estimates for each sign type can be found in Appendix A.

SIGN TYPE & QUANTITY	FINAL DESIGN	CONTINGENCIES	FABRICATION & INSTALLATION	TOTAL
VEHICULAR DIRECTIONAL SIGN (18)	\$15,000	\$64,000	\$141,000	\$220,000
PEDESTRIAN WAYFINDING SIGN (18)	\$8,200	\$37,000	\$82,000	\$127,200
LIGHT POLE BANNERS (65)	\$1,000	\$1,000	\$19,500	\$21,500
PARK SIGN (4)	\$10,000	\$45,000	\$100,000	\$155,000
STREET SIGN MEDALLION (17)	\$1,000	\$5,750	\$12,700	\$19,450
KIOSK (2)	\$6,000*	\$13,500	\$30,000	\$48,500
			GRAND TOTAL	\$591,650

* Cost includes map/interpretive panel design for each Kiosk location.

To successfully implement the Vehicular and Pedestrian recommendations in Downtown, a Phasing Plan is outlined below to prioritize sign installation as funding sources become available.

PHASE I: Priority Signage (0 to 1 year) - \$40,950

Installation of Light Pole Banners and Street Sign Medallions is an easy cost effective way to bring recognition to the brand and system identity.

PHASE II: Short Term (1 to 3 years) - \$203,500

Phase II builds off of the recognition of the wayfinding system identified in Phase I. Phase II includes the installation of Park Signs and Kiosks.

PHASE III: Mid Term (3 to 5 years) - \$347,200

Signage installed in Phase III will build off of the initial investment and brand recognition with the installation of the Vehicular Directional and the Pedestrian Wayfinding signs, directing users to major destinations within Downtown and towards the Historic District, Uptown and the Lakefront.

Implementing The Wayfinding System



»» Lakefront Cost Estimate & Phasing Plan

The following planning level cost estimate reflects the recommendations made on the Lakefront Vehicular and Pedestrian Sign Location Maps. Dollar figures are estimated from 2022 and include final design, fabrication, installation and construction contingency costs. A detailed breakdown of the cost estimates for each sign type can be found in Appendix A.

SIGN TYPE & QUANTITY	FINAL DESIGN	CONTINGENCIES	FABRICATION & INSTALLATION	TOTAL
VEHICULAR DIRECTIONAL SIGN (30)	\$23,550	\$106,000	\$235,500	\$365,050
PEDESTRIAN WAYFINDING SIGN (16)	\$9,000	\$40,500	\$90,000	\$139,500
LIGHT POLE BANNERS (95)	\$1,000	\$1,000	\$28,500	\$30,500
PARK SIGN (5)	\$12,500	\$56,250	\$125,000	\$193,750
STREET SIGN MEDALLION (15)	\$1,000	\$5,065	\$11,250	\$17,350
KIOSK (8)	\$24,000*	\$54,000	\$120,000	\$198,000
			GRAND TOTAL	\$944,150

* Cost includes map/interpretive panel design for each Kiosk location.

To successfully implement the Vehicular and Pedestrian recommendations in the Lakefront area, a Phasing Plan is outlined below to prioritize sign installation as funding sources become available.

PHASE I: Priority Signage (0 to 1 year) - \$365,050

Installation of the Vehicular Directional Signs is recommended for Phase I implementation in the Lakefront area. The vehicular signage will help guide users to available public parking which is critical at the Lakefront on weekends in the summer months.

PHASE II: Short Term (1 to 3 years) - \$337,500

Phase II builds off of the vehicular wayfinding in Phase I with the installation of the Pedestrian Wayfinding signs and the Kiosks. This signage will help to guide users between the public parking facilities and major destinations along the Lakefront area.

PHASE III: Mid Term (3 to 5 years) - \$241,600

Signage installed in Phase III will complete the wayfinding system in the Lakefront area with the installation of the Light Pole Banners, Street Sign Medallions and Park Signs to further bring recognition to the Lakefront brand and system identity.

Implementing The Wayfinding System

»» Funding Resources

Successful implementation of the Canandaigua Signage and Wayfinding Plan will likely require a combination of federal, state and local funding. Available funding sources change annually; therefore The Town and City of Canandaigua should evaluate federal funding opportunities and the New York State Consolidated Funding Application (CFA) on an annual basis and identify potential match funding in annual operating budgets.

FEDERAL FUNDING

The Surface Transportation Block Grant program (STBG) provides flexible funding that may be used by States and localities for projects to preserve and improve the conditions and performance on any Federal-aid highway, bridge and tunnel projects on any public road, pedestrian and bicycle infrastructure, and transit capital projects, including intercity bus terminals.

STATE FUNDING

Market New York is a grant program established to strengthen tourism and attract visitors to New York State by promoting destinations, attractions and special events. Funding is available for tourism marketing initiatives and capital/construction project that will create an economic impact by increasing tourism throughout the state.

By expanding walking and biking options and/or connections to transit, **Transportation Alternatives Program (TAP)** funding helps communities deliver safe, transformative, and innovative projects of value to the public. Programs and projects defined as alternatives to single occupancy vehicle (SOV) transportation contribute to the revitalization of local and regional economies. Projects are expected to improve mobility, accessibility, and the community's transportation character such that the street network is more vibrant, walkable, and safer for all transportation mode users; pedestrians, bicyclists, transit users, and drivers.

Similarly, the **Congestion Mitigation and Air Quality Improvement Program (CMAQ)** provides funding to State and local entities for transportation projects that reduce vehicle emissions and traffic congestion in areas where air quality does not meet or previously did not attain the National Ambient Air Quality Standards.

LOCAL FUNDING

Limited federal and state funding opportunities for wayfinding development have led many communities to allocate local funding for these types of projects. The most common sources of funds at the municipal level included department allocations (public works or economic development) or inclusion in annual budgets or Capital Improvement Program (CIP).

PRIVATE FUNDING

Wayfinding implementation could be substantially funded utilizing private donations by businesses, corporate sponsorships and various fundraising efforts, including the sale of advertising space on informational kiosks.

