DOWNTOWN AND WATERFRONT

Wayfinding Strategy and Design Plan | **DRAFT report**

ROME, NEW YORK

2018

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introduction

"Finding your way has never been more important. Getting places on time, with minimum stress, is more valuable than ever. Easy accessibility to services whether on foot, by public transit or by automobile is not just a matter of courtesy or common sense. **It is an economic necessity."**

Lynch, *The Image of the City*

PEDESTRIAN CONNECTION TO THE ERIE CANALWAY TRAIL

The Project

Through the Downtown Rome Brownfield Opportunity Area and the Erie Boulevard Brownfield Opportunity Area (BOA) projects, the City of Rome identified the implementation of a cohesive vehicular and pedestrian wayfinding system as a key component to the revitalization of Downtown Rome and the waterfront. This plan fulfills a goal identified in the 2006 City of Rome Wayfinding Plan. Once implemented, the Downtown and Waterfront Wayfinding Strategy and Design Plan will improve navigation, overall aesthetics of the streetscape, and create dynamic and vibrant Downtown and Waterfront Districts. This plan will create a unified design strategy that outlines specific standards for signage based on location, type, and intended user.

It is intended that the implementation of the sign system will begin Downtown and on the waterfront, with the opportunity to expand the system throughout the entire City of Rome.

Importance of this Study

An effective wayfinding system, focused on all modes of transportation, will entice residents and visitors to explore beyond their traditional comfort zone. An appropriately designed system will function as the connective tissue of Downtown Rome, linking the myriad of major destinations, historic sites, trail systems, and other resources together in a cohesive wayfinding network.

The ability to easily and efficiently navigate an unfamiliar place is directly related to the enjoyment of that place. A healthy wayfinding system allows visitors to easily orient themselves and navigate between destinations. These systems are not limited to signage, but also include visual cues from the streetscape, landscape, and landmarks. The implementation of this plan will result in enhanced navigation and enjoyment of all Rome has to offer.

Objectives

The goal of this study was to develop a plan to improve the pedestrian and vehicular wayfinding experience within Downtown Rome.

The recommendations set forth in this plan, once implemented, will tie together various existing sign systems and direct visitors to key destinations and most importantly, create a seamless and unified experience throughout Downtown Rome.

Utilizing national best practices, the development of a new wayfinding system will provide clear and direct orientation and connections, allowing visitors to effortlessly navigate Downtown Rome.

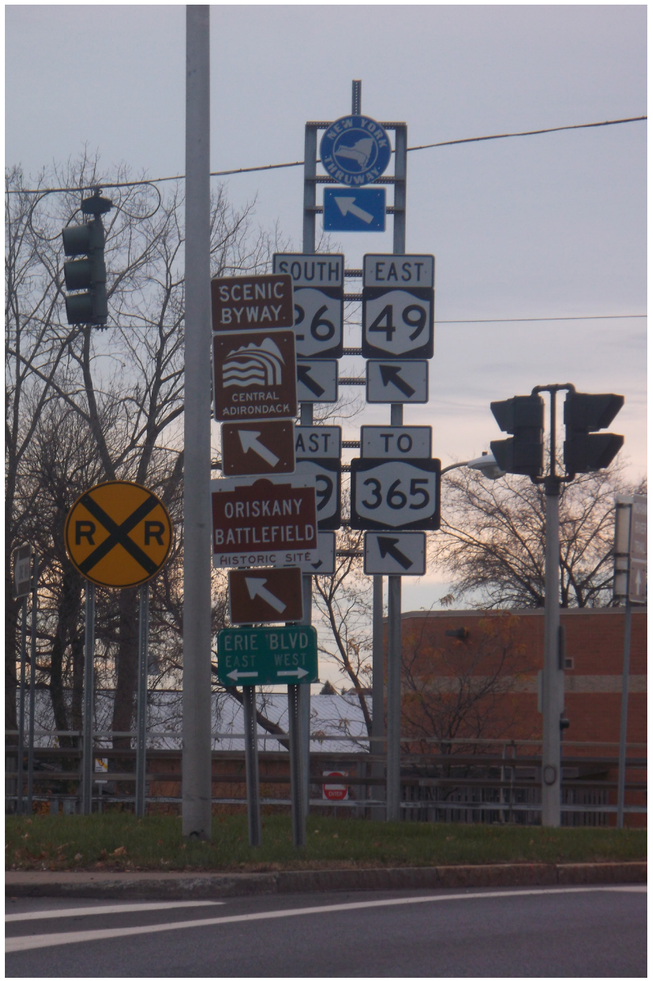
Success will be measured by the ability of visitors to determine their location in a larger setting, identify destinations and identify a preferred route. Ultimately, this will improve traffic flow and lead to an enhanced visitor experience.

Process

The project limits for this wayfinding study correspond with the Downtown Rome BOA and Erie Boulevard BOA study areas as depicted on Map 1.

Existing studies were evaluated and supplemented with in-field data collection to gain a comprehensive understanding of the existing conditions of the pedestrian and vehicular wayfinding systems. Existing conditions data was compiled into a series of maps, which were used as the baseline for wayfinding system recommendations.

After collecting the existing conditions information, best practices were reviewed and key design guidelines and recommendations were developed. These recommendations were used to develop a conceptual sign package which included sign types, sign locations, and design alternatives.



EXISTING WAYFINDING SIGNAGE IN THE CITY OF ROME

graphic standards and sign types

The Graphic Standards and Sign Types section of this document is a guide to implement a cohesive vehicular and pedestrian wayfinding system in the City of Rome. This section provides a palette of signs with a consistent look in their color, font, and materials to be used for vehicular and pedestrian wayfinding. The following pages introduce the vehicular and pedestrian wayfinding sign palettes and provide cut sheets for each sign providing its intended use, size, materials, location, and potential coordination with regulatory agencies.

Typography

The fonts used throughout this system are commonly available and recognizable to the intended user. When designing vehicular wayfinding signage, the requirements specified by the Federal Highway Administration's Manual on Uniform Traffic Control Devices (MUTCD) for letter height, font, color and material must be taken into consideration. Recognizing that all communities and sign settings are not the same, a dialogue between the New York State Department of Transportation (NYSDOT) or other regulatory agencies shall take place to determine the appropriateness of sign and font size as they relate to MUTCD standards.

Additional fonts may be used for the pedestrian wayfinding, park and trail identification signs. The font styles are identified in each of the sign type details. Care should be taken when selecting individual font styles and weights to achieve maximum legibility and consistency throughout the wayfinding system.

Sign Name and Line Breaks

When there is space provided, the messaging name should always be composed on a single line.

Symbols and Icons

City of Rome branding including logos will be provided to sign fabricators in Adobe Illustrator (.ai) and .pdf digital formats.

All icons used in park and trail identification signs are to follow the National Parks standard symbol library and sized appropriately.

Digital files of the National Parks Symbol Library can be found at https://www.nps.gov/maps/tools/symbol-library

Color Palette

The color palette below is for visual reference only and is not to be used for color matching. Colors are referenced using the Federal Standard Color ID#. Colors provided are consistent with Rome's current branding strategy. All colors provided are guidelines and final colors shall be approved by the City of Rome.

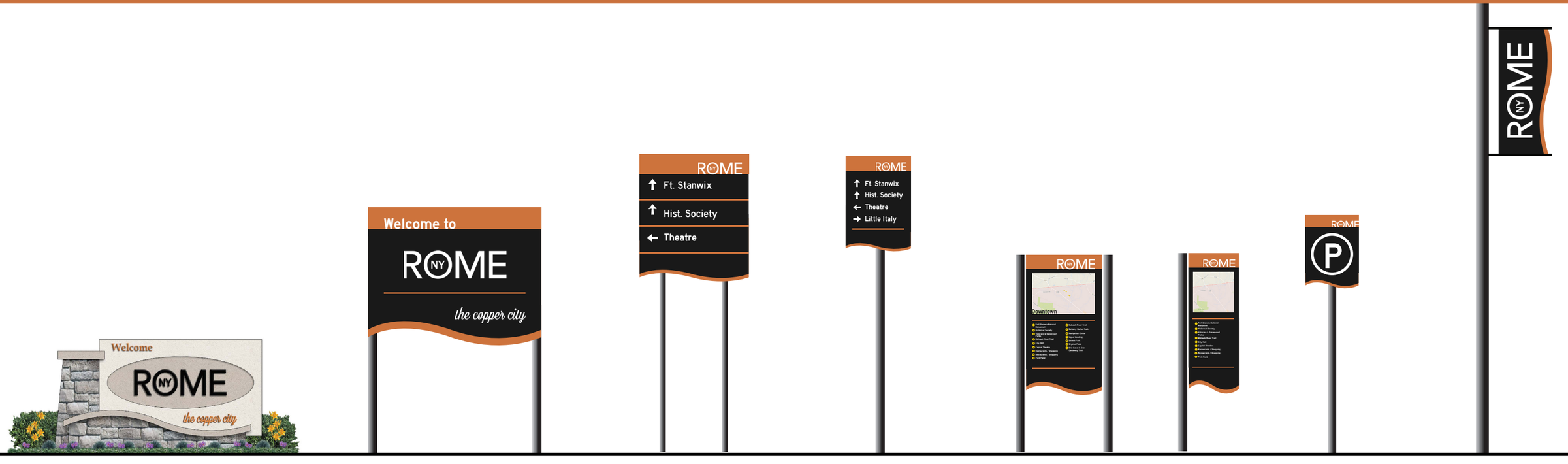
White: Federal ID# FS17925

Orange: Federal ID# FS32516

Black: Federal ID# FS27038

Green: Federal ID# FS34230

Vehicular + Pedestrian Wayfinding Sign Palette



Gateway Monument | Gateway Identification | Vehicular Directional | Pedestrian Directional | Major Kiosk | Minor Kiosk | Parking | Light Pole Banner

Park + Trail Identification Sign Palette

Park Identification Large | Park Identification Medium | Rule and Regulation | Trail Identification | Mile Marker | Events

Gateway Monument

Description

The Gateway Monument is reserved for major gateway entry points to the city of Rome. It is recommended the Gateway Monument be located on the right side of the road, perpendicular to the path of travel, however unique circumstances may warrant the Gateway Monument to be located on the left side of the road. Each monument 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.

Prior to the design and installation of the Gateway Monuments, 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 the City of Rome, Oneida 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.

Material Specifications

Panel: Precast stone field with 1/2” oval inset to receive City of Rome logo. Color and texture of precast stone field to be approved by the city of Rome.

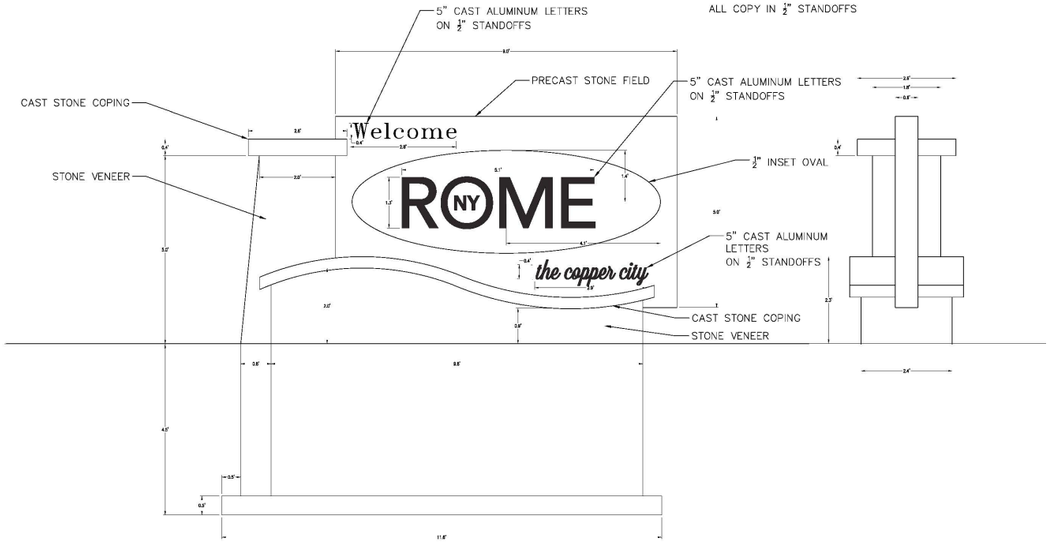
Message: Sign shall contain the messages “welcome”, “the copper city” and the Rome NY logo. Messages will be made from cast aluminum letters and applied to precast stone field with 1/2” standoffs.

Base: The base and side column of the monument sign will have an applied stone veneer. Color, texture and pattern of stone veneer to be approved by the City of Rome.

Coping: The base and side column will be topped with a cast stone coping. Color, texture and pattern of cast stone coping to be approved by the City of Rome.

Shop Drawings: Sign fabricator to submit engineered shop drawings for Gateway Monument, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $23,500 Each
Cost of Gateway Monument does not include permit fees, utility installation or relocation, or land acquisition needed for installation.



Gateway Identification

Description

Gateway Identification signs work in conjunction with the Gateway Monument. The Gateway Identification signs are reserved for major gateway entry points to the City of Rome where the Gateway Monument may not fit or be appropriate for the setting. The Gateway Identification sign can also be implemented as a minor gateway to the City of Rome.

It is recommended the Gateway Identification sign be located on the right side of the road, perpendicular to the path of travel, however unique circumstances may warrant the Gateway Identification sign to be located on the left side of the road. 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.

Prior to the design and installation of the Gateway Identification 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 such as the City of Rome, Oneida 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.

Colors

- White
- Orange
- Black

Material Specifications

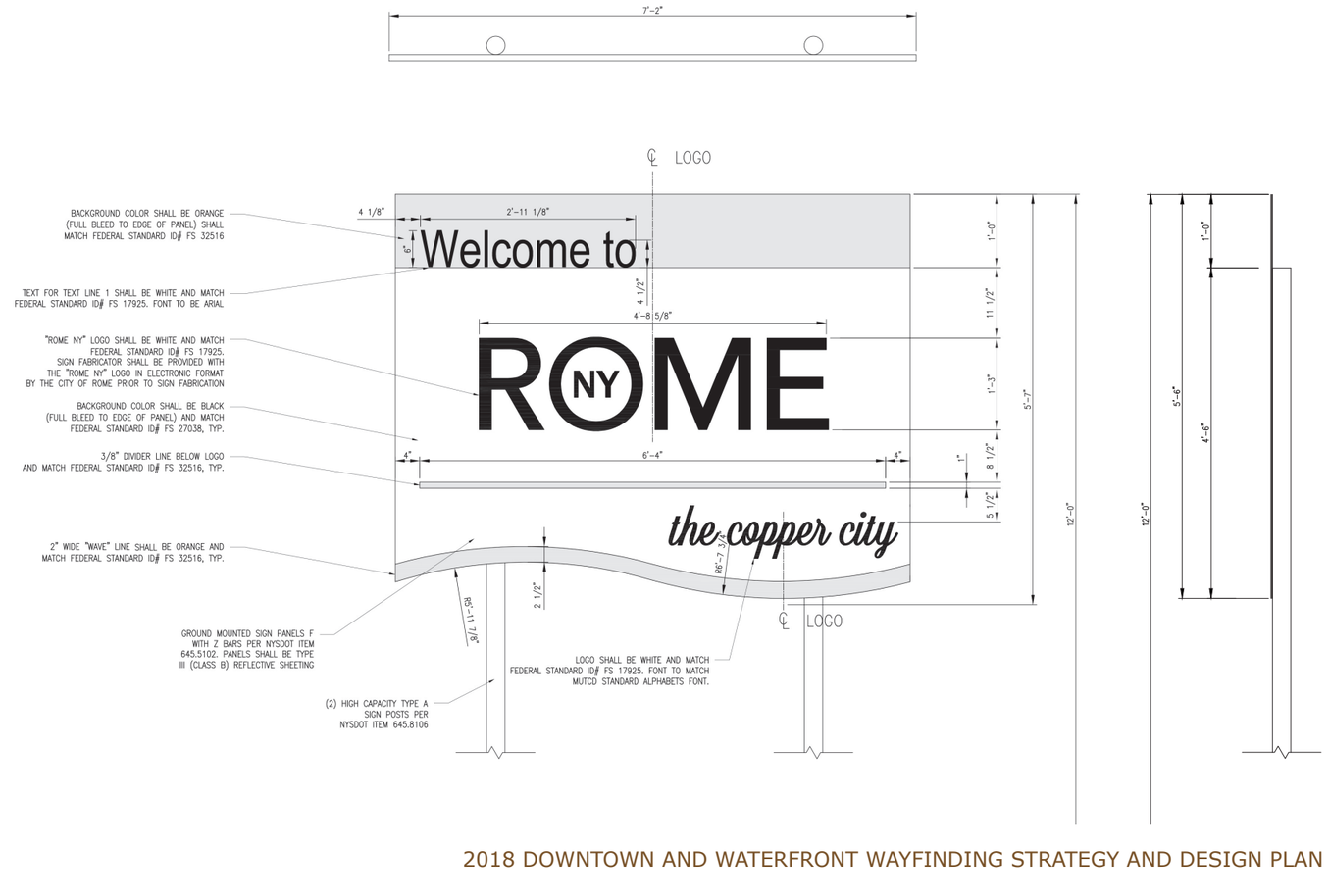
Panel: Single sided, reflective aluminum sign panel. Reference NYSDOT standard details and specifications and MUTCD requirements for material and installation details.

Message: Sign shall contain the messages “Welcome to”, “the copper city” and the Rome NY logo.

Posts: Sign posts to comply with NYSDOT standard details and specifications.

Shop Drawings: Sign fabricator to submit engineered shop drawings for Gateway Identification sign, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $7,000 Each
Cost of Gateway Identification sign does not include permit fees, utility installation or relocation, or land acquisition needed for installation.



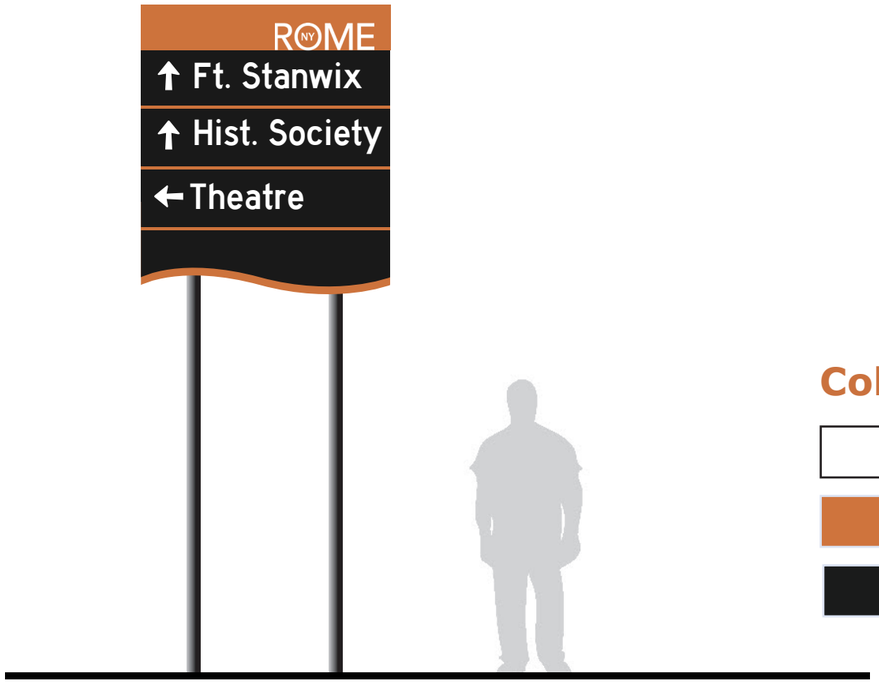
Vehicular Directional

Description

Vehicular Directional signs direct vehicular traffic to major destinations or points of interest in the City of Rome.

It is recommended the Vehicular Directional sign be 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 the 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 such as the City of Rome, Oneida 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. In addition, 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 they relate to MUTCD standards.



Colors

- White
- Orange
- Black

Material Specifications

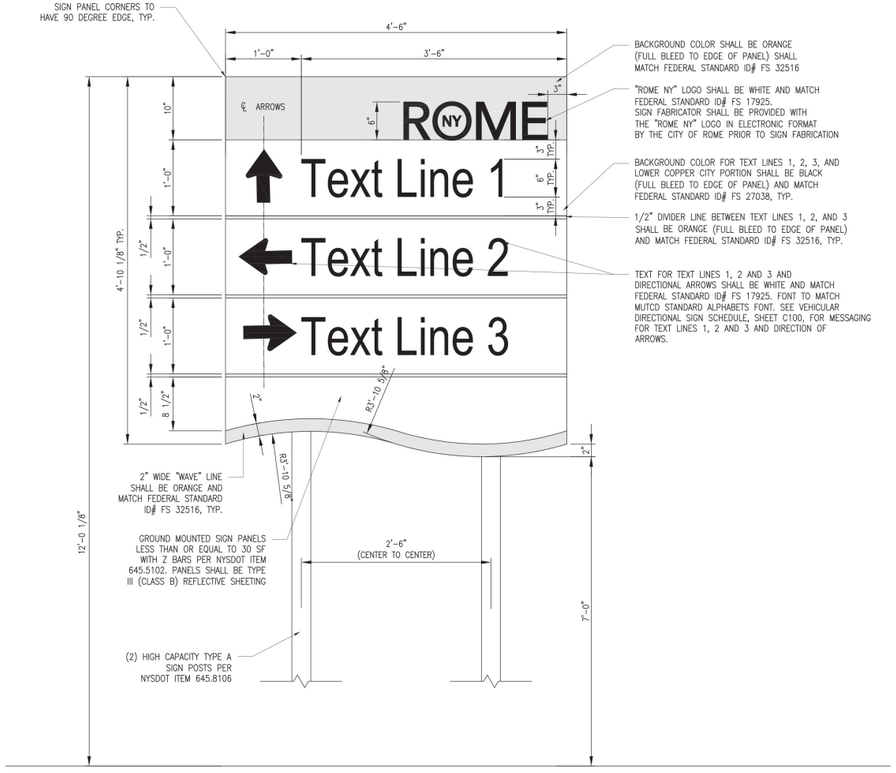
Panel: Single sided, reflective aluminum sign panel. Reference NYSDOT standard details and specifications and MUTCD requirements for material and installation details.

Message: Vehicular Directional messaging shall follow the best practices for wayfinding signage as described in Appendix A. Messaging shall fit cohesively within the system and shall be approved by the City of Rome prior to fabrication and installation.

Posts: Sign posts to comply with NYSDOT standard details and specifications.

Shop Drawings: Sign fabricator to submit engineered shop drawings for Vehicular Directional sign, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $6,500 Each
Cost of Vehicular Directional sign does not include permit fees, utility installation or relocation, or land acquisition needed for installation.



Pedestrian Directional

Description

Pedestrian Directional signs direct pedestrian traffic to major destinations or points of interest in the City of Rome.

It is recommended the Pedestrian Directional signs be placed at decision making points and mounted on existing light/utility poles where available. Each Pedestrian Directional 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 looked at on a case-by-case basis, keeping in mind sight distances, visual clearance, sign clutter, and vehicular and pedestrian safety.

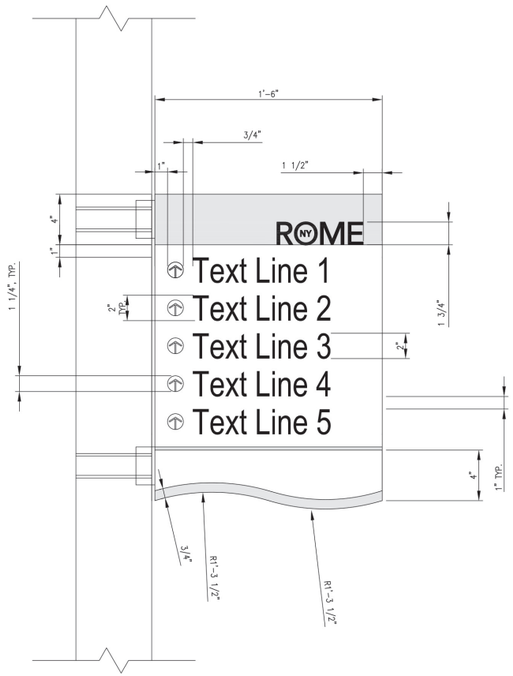
Prior to the design and installation of the Pedestrian Directional sign, ownership of the existing light poles to be used shall be determined and permission received from owner. Coordination with applicable regulatory agencies such as the City of Rome, Oneida County, and the New York State Department of Transportation (NYSDOT), should occur to obtain the necessary permits and approvals prior to design, fabrication, and installation.

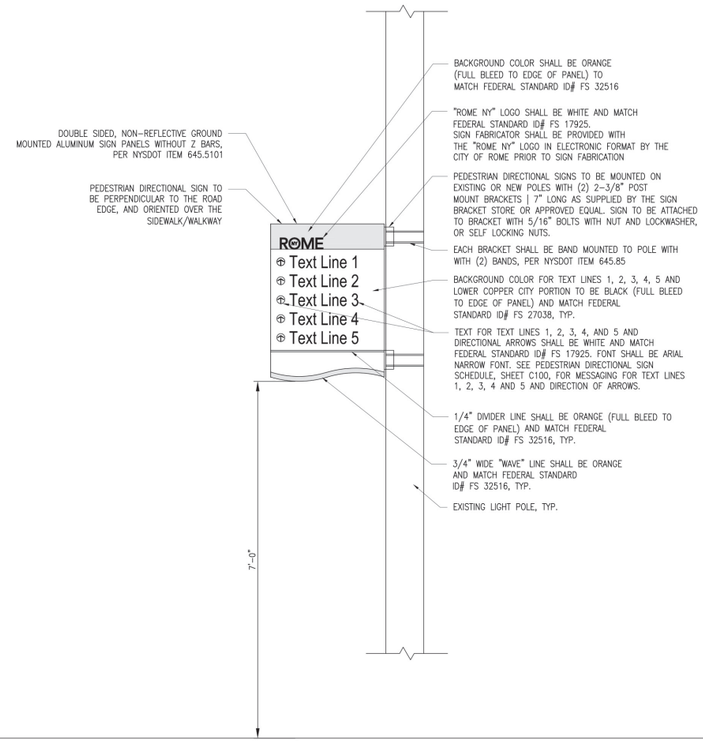
Colors

White

Orange

Black





Material Specifications

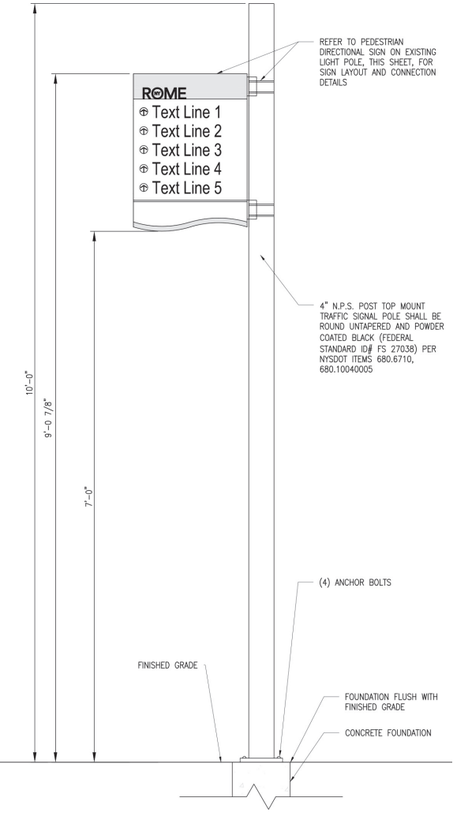
Panel: Double sided, non-reflective aluminum sign panel. Reference NYSDOT standard details and specifications for material and installation details.

Message: Pedestrian Directional messaging shall follow the best practices for wayfinding signage as described in Appendix A. Messaging shall fit cohesively within the system and shall be approved by the City of Rome prior to fabrication and installation.

Posts: Pedestrian Directional signs to be mounted on existing light/utility poles. In locations where no light/utility poles exists, a 4" top mount traffic signal pole shall be used, designed, and installed according to NYSDOT standard details and specifications.

Shop Drawings: Sign fabricator to submit engineered shop drawings for Pedestrian Directional sign, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $2,500 Each
Cost of Pedestrian Directional sign does not include permit fees, utility installation or relocation, or land acquisition needed for installation. Cost assumes installation on existing



Major Kiosk

Description

Major Kiosks help pedestrians orient themselves while navigating through the city environment. The Major Kiosks are design to be double sided, containing a map graphic on one side and an interpretive panel on the other. The map graphic highlights key destinations and provides direction to other destinations and points of interest. The interpretive panels detail historic events or significant information about the setting the Major Kiosk is located in.

The Major Kiosks will be field located and verified near major destinations, parks or points of interest. Each Major Kiosk 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.

Prior to the design and installation of the Major 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 such as the City of Rome, Oneida 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.

Colors

White

Orange

Black

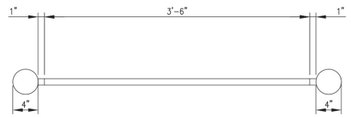
Material Specifications

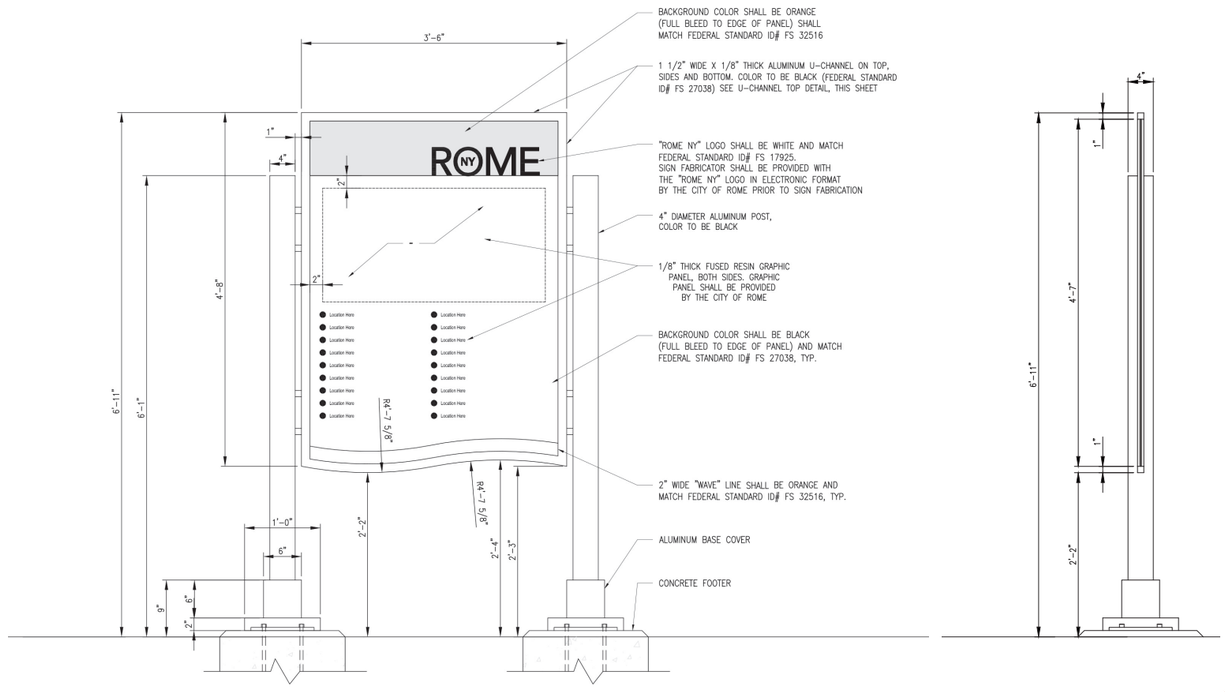
Panel: 1/8” thick fused resin graphic panel. Content for Major Kiosk map and interpretive panel graphics will be specific to each individual Major Kiosk. Content for map graphic and interpretive panel to be approved by the City of Rome prior to fabrication and installation.

Posts: 4” Diameter aluminum, color to be black

Shop Drawings: Sign fabricator to submit engineered shop drawings for Major Kiosk, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $10,000 Each
Cost of Major Kiosks does not include permit fees, utility installation or relocation, or land acquisition needed for installation.





Minor Kiosk

Description

Minor Kiosks help pedestrians orient themselves while navigating through the city environment. These kiosk are located in areas between Major Kiosks to help remind the user of their location and guide them to major destinations and points of interest. The Minor Kiosks are designed to be double sided, containing a map graphic on one side and an interpretive panel on the other. The map graphic highlights key destinations and provides direction to other destinations and points of interest. The interpretive panels detail historic events or significant information about the setting the Minor Kiosk is located in.

The Minor Kiosks will be field located and verified. Each Minor Kiosk 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.

Prior to the design and installation of the Minor 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 such as the City of Rome, Oneida 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.

Colors

White

Orange

Black

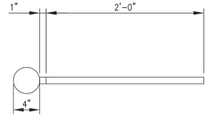
Material Specifications

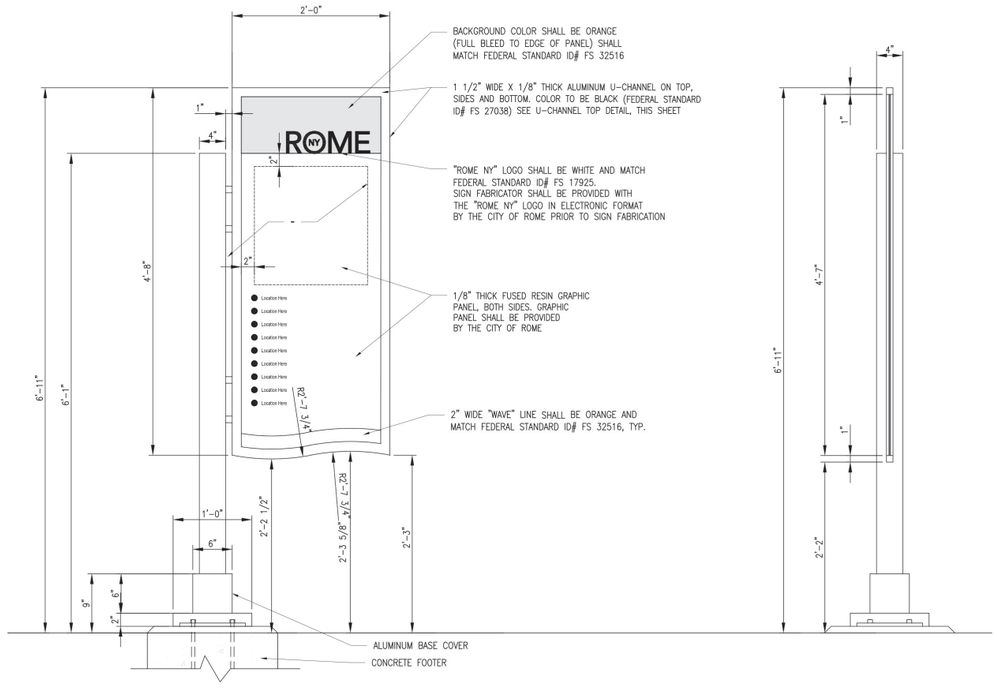
Panel: 1/8” thick fused resin graphic panel. Content for Minor Kiosk map and interpretive panel graphics will be specific to each individual Minor Kiosk. Content for map graphic and interpretive panel to be approved by the City of Rome prior to fabrication and installation.

Posts: 4” Diameter aluminum, color to be black

Shop Drawings: Sign fabricator to submit engineered shop drawings for Minor Kiosk, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $8,000 Each
Cost of Minor Kiosk does not include permit fees, utility installation or relocation, or land acquisition needed for installation.





Parking

Description

Parking signs help identify public parking facilities within the City of Rome.

It is recommended Parking signs within 25’ of the parking facility entrance and mounted on existing light/utility poles where available.

Prior to the design and installation of the Parking signs, ownership of the existing light poles to be used shall be determined and permission received from owner. Coordination with applicable regulatory agencies such as the City of Rome, Oneida 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.

Colors

- White
- Orange
- Black

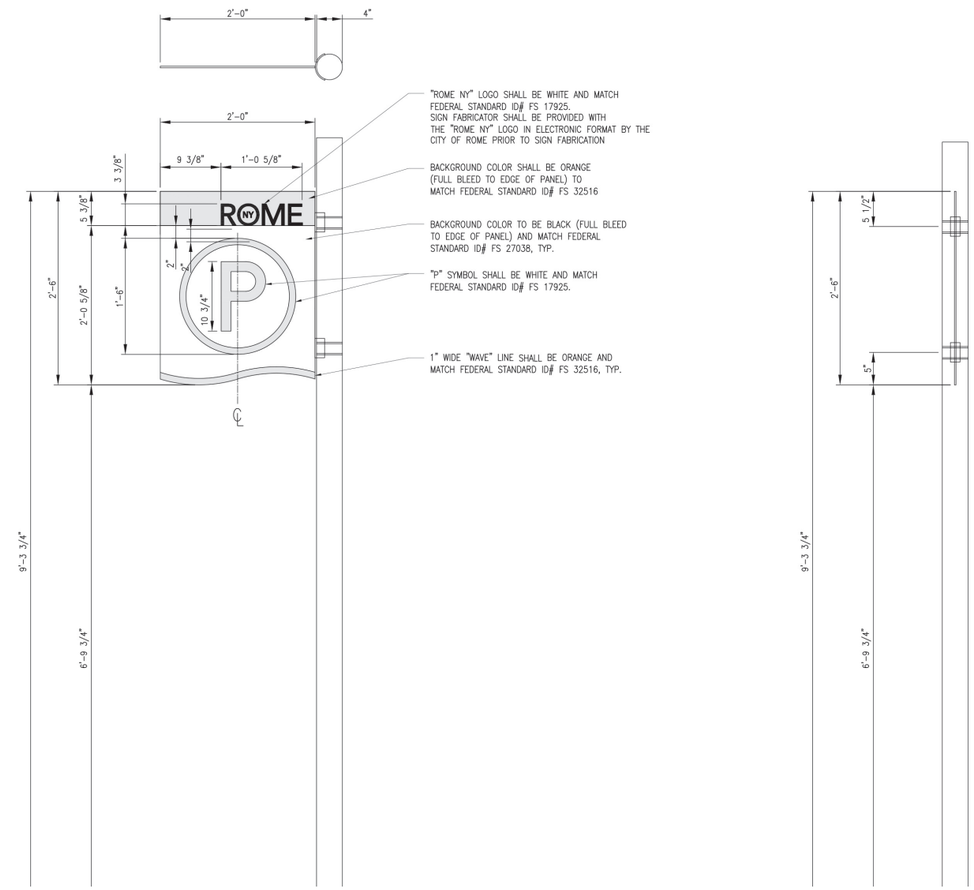
Material Specifications

Panel: Double sided, reflective aluminum sign panel. Reference NYSDOT standard details and specifications and MUTCD requirements for material and installation details.

Posts: Parking signs to be mounted on existing light/utility poles. In locations where no light/utility poles exists, a 4” top mount traffic signal pole shall be used, designed, and installed according to NYSDOT standard details and specifications.

Shop Drawings: Sign fabricator to submit engineered shop drawings for Parking sign, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $2,500 Each
Cost of Parking sign does not include permit fees, utility installation or relocation, or land acquisition needed for installation. Cost assumes installation on existing light/utility poles.



Light Pole Banner

Description

Light Pole Banners should located on existing light/utility poles on major vehicular corridors in the City of Rome. Banners are intended to be attached to existing light/utility poles with banner straps.

Prior to the design and installation of the Light Pole Banners, ownership of the existing light/utility poles to be used shall be determined and permission received from owner. Coordination with applicable regulatory agencies such as the City of Rome, Oneida 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.

Colors

- White
- Orange
- Black

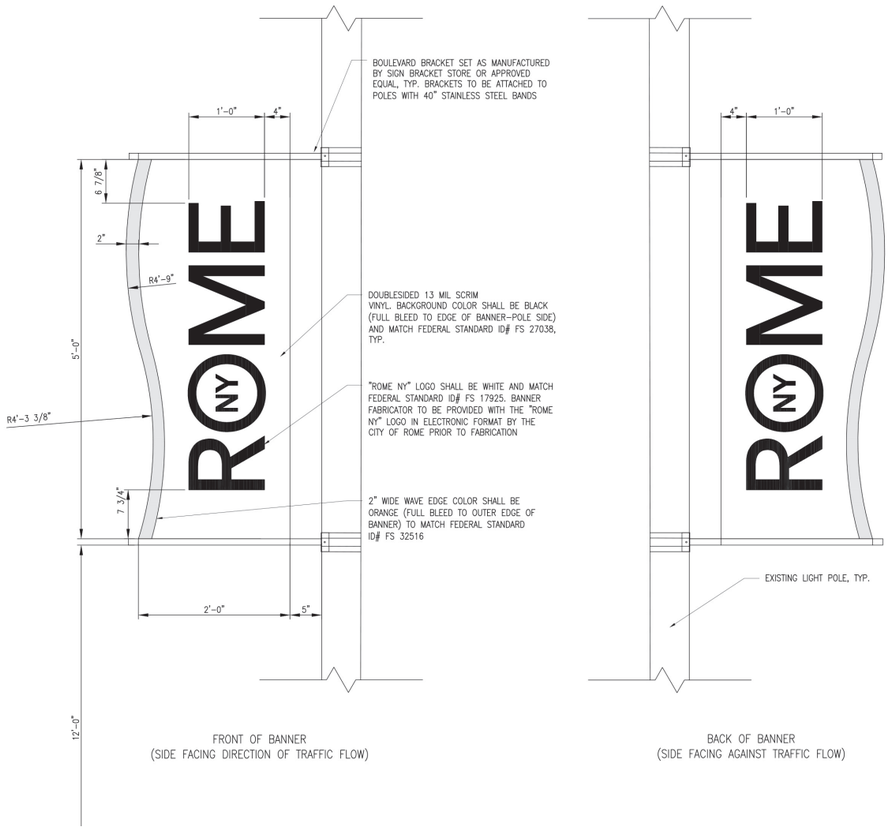
Material Specifications

Banner: Double-sided 13 mil. scrim vinyl banner

Message: Light Pole Banners to display the Rome NY Logo

Shop Drawings: Banner fabricator to submit shop drawings for Light Pole Banners, including the appropriate materials and attachment hardware, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $250 Each
Cost of Light Pole Banners does not include permit fees, utility installation or relocation, or land acquisition needed for installation.



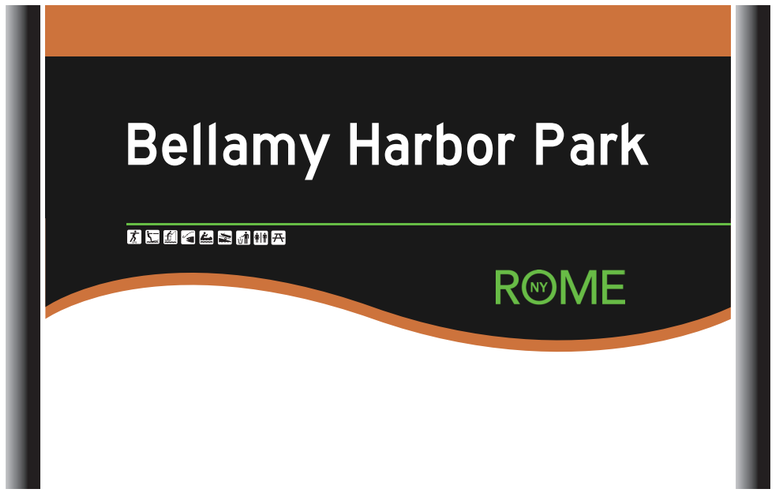
Large Park Identification

Description

Large Park Identification signs are used to identify larger parks such as Bellamy Harbor Park, where a larger sign can be accommodate and appropriately fits the scale of the park. The signs should be sited where most visible and appropriate for the entry to the park and perpendicular to the path of travel.

Each sign to contain icon graphics from the National Parks standard symbol library depicting the allowed uses in each of the parks.

Prior to the design and installation of the Large Park Identification 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 the City of Rome, Oneida 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.



Colors

- White
- Orange
- Black
- Green

Material Specifications

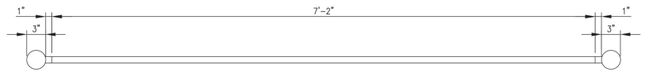
Frame: 1 1/2” wide x 1/8 thick aluminum u-channel top, sides and bottom. Color to be black.

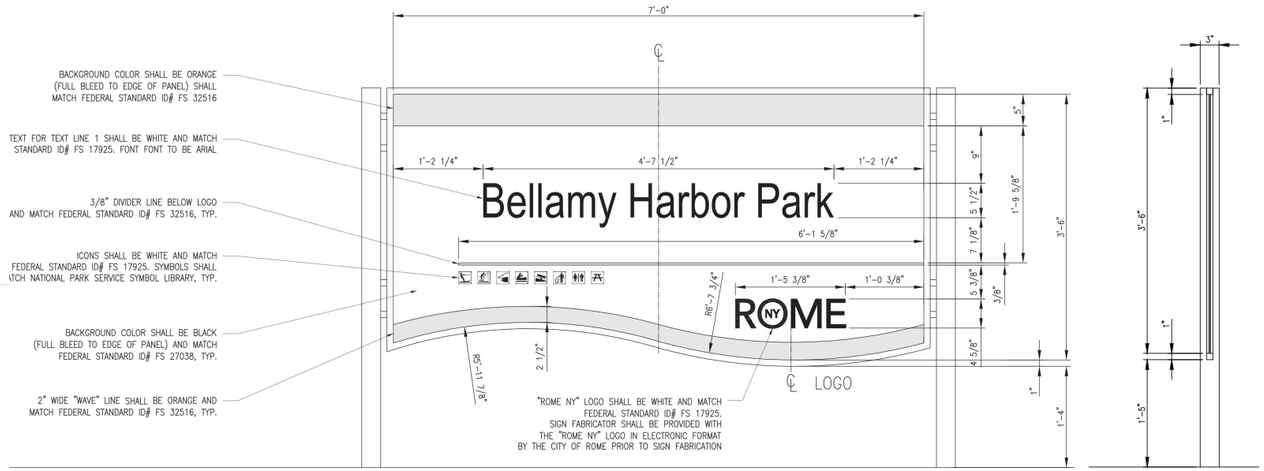
Panel: 1/8” thick fused resin graphic panel. Content for Large Park Identification sign panel graphics will be specific to each individual park. Content for sign panels to be approved by the City of Rome prior to fabrication and installation.

Posts: 3” diameter aluminum, color to be black.

Shop Drawings: Sign fabricator to submit engineered shop drawings for Large Park Identification sign, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $4,500 Each
Cost of Large Park Identification signs does not include permit fees, utility installation or relocation, or land acquisition needed for installation.





Medium Park Identification

Description

Medium Park Identification signs are used to identify parks where space may be limited and cannot accommodate the Large Park Identification sign. The signs should be sited where most visible and appropriate for the entry to the park and perpendicular to the path of travel.

Each sign to contain icon graphics from the National Parks standard symbol library depicting the allowed uses in each of the parks.

Prior to the design and installation of the Medium Park Identification 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 the City of Rome, Oneida 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.

Colors

- White
- Orange
- Black
- Green

Material Specifications

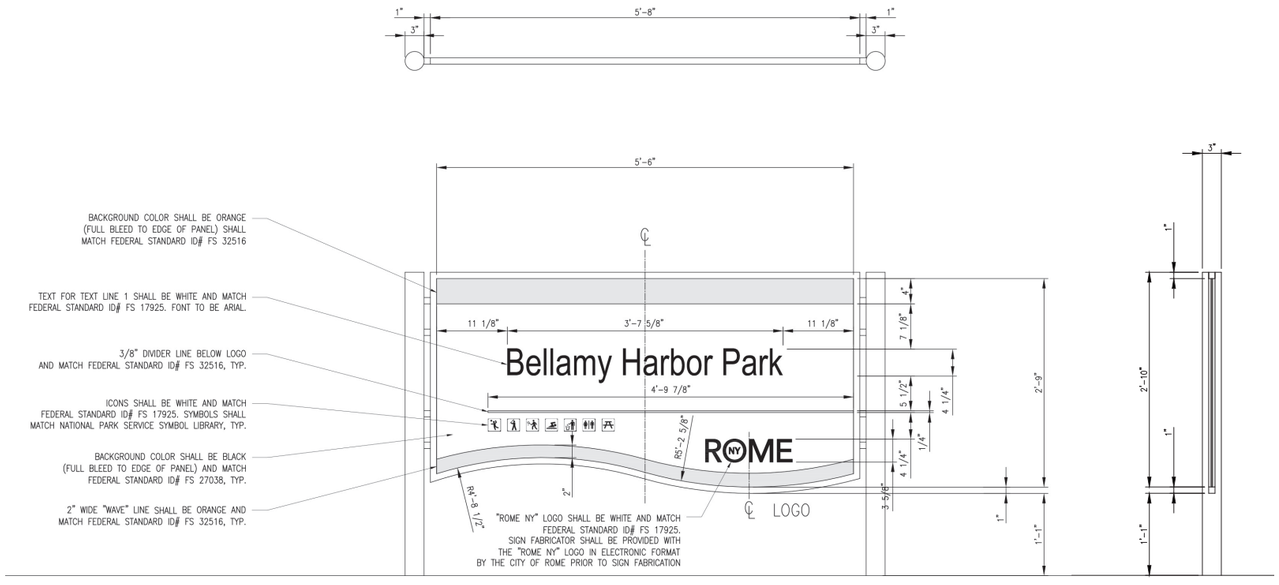
Frame: 1 1/2” wide x 1/8 thick aluminum u-channel top, sides and bottom. Color to be black.

Panel: 1/8” thick fused resin graphic panel. Content for Medium Park Identification sign panel graphics will be specific to each individual park. Content for sign panels to be approved by the City of Rome prior to fabrication and installation.

Posts: 3” diameter aluminum, color to be black.

Shop Drawings: Sign fabricator to submit engineered shop drawings for Medium Park Identification sign, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $3,500 Each
Cost of Medium Park Identification signs does not include permit fees, utility installation or relocation, or land acquisition needed for installation.



Rule and Regulation

Description

Rule and Regulation signage should be installed at or near major park amenities such as parking lots, playgrounds, picnic areas and boat facilities.

Each sign to contain icon graphics from the National Parks standard symbol library depicting the allowed uses and the rules and regulations specific to each park. The icon graphics and list of rules and regulations to be approved by the City of Rome prior to fabrication and installation.

Prior to the design and installation of the Rule and Regulation 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 the City of Rome, Oneida 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.

Colors

White

Orange

Black

Green

Material Specifications

Frame: 1 1/2” wide x 1/8 thick aluminum u-channel top, sides and bottom. Color to be black.

Panel: 1/8” thick fused resin graphic panel. Content for Rule and Regulation sign panel graphics will be specific to each individual park. Content for sign panels to be approved by the City of Rome prior to fabrication and installation.

Posts: 3” diameter aluminum, color to be black

Shop Drawings: Sign fabricator to submit engineered shop drawings for Rule and Regulation sign, including the appropriate details for sign fabrication and foundation design, for approval by the city of Rome prior to fabrication and installation.

Cost: +/- $3,000 Each
Cost of Rule and Regulation signs does not include permit fees, utility installation or relocation, or land acquisition needed for installation.

Trail Identification

Description

Trail Identification signs can be used at the entries to multi-use trails throughout the City of Rome. These signs will contain the trail facilities name and City of Rome logo.

Trail Identification signs to be located at trail heads or where the trail facility crosses a major road or pedestrian route.

Prior to the design and installation of the Trail Identification 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 the City of Rome, Oneida 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.

Colors

- White
- Orange
- Black
- Green

Material Specifications

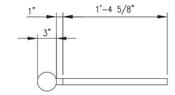
Frame: 1 1/2” wide x 1/8 thick aluminum u-channel top, sides and bottom. Color to be black.

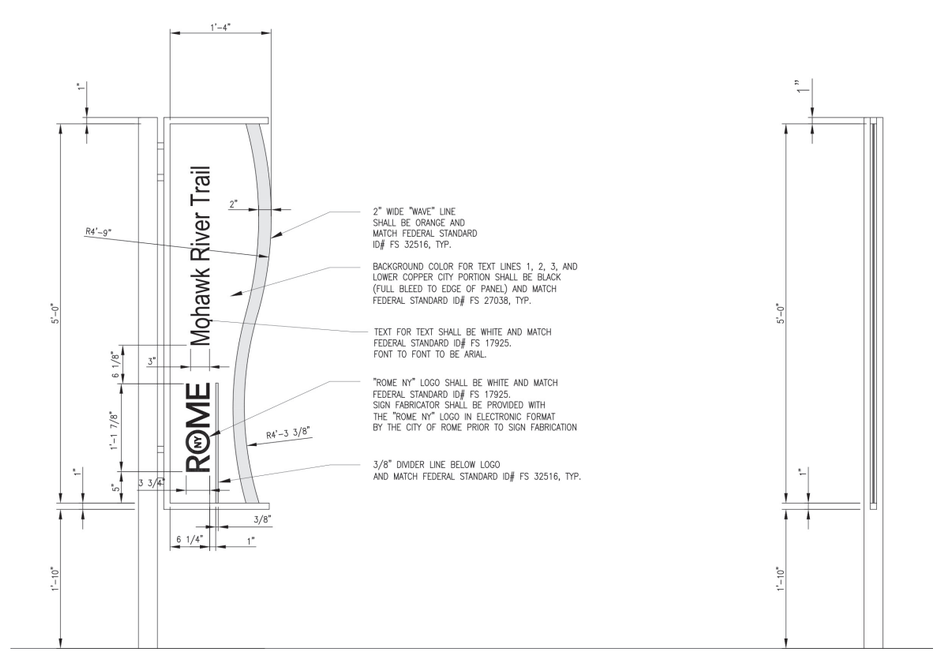
Panel: 1/8” thick fused resin graphic panel. Content for Trail Identification sign panel graphics will be specific to each individual park. Content for sign panels to be approved by the City of Rome prior to fabrication and installation.

Posts: 3” diameter aluminum, color to be black.

Shop Drawings: Sign fabricator to submit engineered shop drawings for Trail Identification sign, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $2,500 Each
Cost of Trail Identification signs does not include permit fees, utility installation or relocation, or land acquisition needed for installation.





Mile Marker

Description

Mile Markers help to provide distance markings on trail facilities and help to orient trail users on their location. Mile Markers should be double sided and located on the right or left side of the trail, perpendicular to the path of travel at a quarter mile interval.

Prior to the design and installation of the Mile Markers, 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 the City of Rome, Oneida 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.

Colors

- White
- Orange
- Black
- Green

Material Specifications

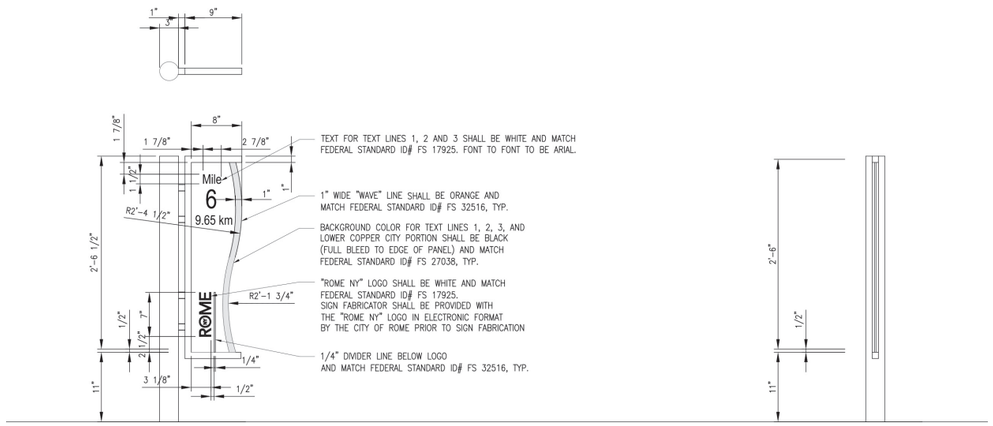
Frame: 1 1/2” wide x 1/8 thick aluminum u-channel top, sides and bottom. Color to be black.

Panel: 1/8” thick fused resin graphic panel. Content for Mile Marker panel graphics will be specific to each sign. Content for sign panels to be approved by the City of Rome prior to fabrication and installation.

Posts: 3” diameter aluminum, color to be black

Shop Drawings: Sign fabricator to submit engineered shop drawings for Mile Markers, including the appropriate details for sign fabrication and foundation design, for approval by the City of Rome prior to fabrication and installation.

Cost: +/- $2,000 Each
Cost of Mile Markers does not include permit fees, utility installation or relocation, or land acquisition needed for installation.



Sandwich Board

Description

Sandwich Board signs can be used to highlight event specific information such as, farmers markets, festivals, concerts, and event parking.

Sandwich Boards may be used at nearly any location where a temporary sign is needed.

Coordination with applicable regulatory agencies such as the City of Rome, Oneida County, and the New York State Department of Transportation (NYSDOT), should occur to obtain the necessary permits and approvals to locate a Sandwich Board Sign.

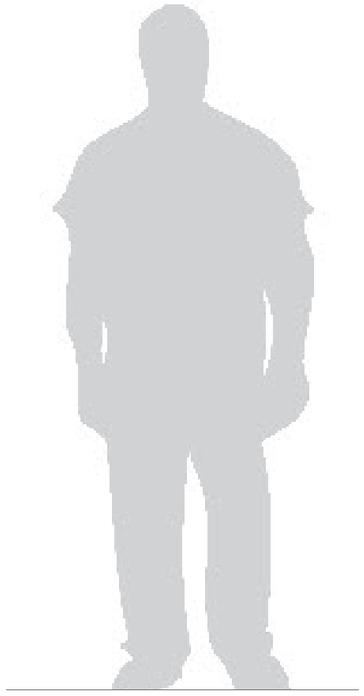
Material Specifications

Frame: 1” x 1/2” x 1/8 thick aluminum. Color to be black.

Panel: 1/4” thick marker reusable board.

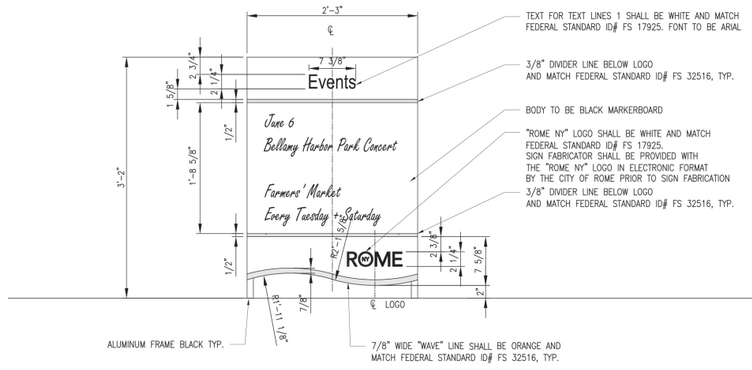
Shop Drawings: Sign fabricator to submit engineered shop drawings for Sandwich Boards, including the appropriate details for sign fabrication, for approval by the City of Rome prior to fabrication.

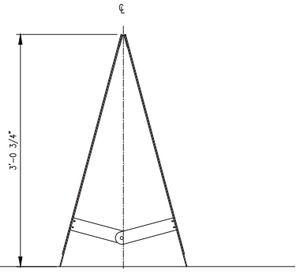
Cost: +/- $500 Each
Cost of Sandwich Board signs does not include permit fees.



Colors

- White
- Orange
- Black
- Green





appendix a | wayfinding best practices

wayfinding best practices

"Many parts of a town have boundaries drawn around them. These boundaries are usually in people's minds. They mark the end of one kind of activity and the beginning of another. In many cases the activities themselves are made more sharp, more vivid, more alive, if the boundary which exists in people's minds is also present physically in the world."

Alexander, *A Pattern Language*

BALTIMORE, MARYLAND

PHILADELPHIA, PENNSYLVANIA

CINCINNATI, OHIO

Introduction

Cities are complex and often confusing to the visitor. When it comes to helping people get from place to place a wayfinding system helps make the journey and experience more manageable and enjoyable by creating order.

A wayfinding system is made up of many components. It involves signs and information, landmarks, symbols, maps, environmental enhancements and, more recently, electronic media. These all work together to create a system that helps direct people to their destination, helps them understand when they have arrived and shows them how to exit.

For most visitors, wayfinding starts at home. The visitor typically does some research on the internet; they may research what a city has to offer, pick a place to visit or get directions. The maps, language and directions they receive should correspond to the information they see on the street.

Currently the City of Rome is lacking a consistent and easy to follow vehicular and pedestrian wayfinding system. The following guiding principles will help to create an effective wayfinding system to improve the pedestrian and vehicular experience within Downtown Rome.

The Best Practices in wayfinding design address the organization, design features, map design and layout, and accessibility. All of these principles were considered and incorporated, as applicable, in the recommended Downtown Rome vehicular and pedestrian wayfinding system.

Wayfinding Approach - System Organization

Most sign programs are organized on one of four strategies based on urban planning: districts, streets, connectors or landmarks. To choose a strategy, one needs to look at the city's layout, pedestrian and vehicular circulation patterns, the city's organization (district and street names), landmarks, unique highly-visited destinations, locations of visitor parking lots, transportation nodes and pedestrian entry points from parks, trails and surrounding neighborhoods.

Mapping sample journeys helps determine user circulation and what strategy is best used for the signage program. Sample journeys also help develop guiding principles for the sign program such as what sign types are needed, sign information requirements, where signs should be located and who has placement on the signs. The sign program also needs to take into account the functional component of how many listings can go on signs (sign size) and a strategy for updating content.

The system should take into account the unique needs of the city such as weather and existing sign systems, and be designed with a distinctive design vocabulary that reflects local character and architecture. It can tie existing systems into one continuous system. The system should also be easy to update and replace over time.

Once a determination has been made on the wayfinding strategy that will be implemented, a city needs to be evaluated to identify major decision points or landmarks. Once determined, sign criteria can be developed. Decision points, landmarks and sign criteria as they relate to wayfinding systems are described below.

Identify Decision Points & Landmarks

There are many aspects to wayfinding in the built environment. There are decision points, alternate decision points and important features or landmarks.

1. Decision points are intersections, nodes or crossroads where two or more paths intersect. At a decision point a change in direction may be necessary to follow the selected path.

2. Potential decision points are locations along the route where a change of path or direction is possible to select a more scenic or more frequently traveled route.

3. Landmarks are significant features, such as parks, sculpture or buildings that are useful in confirming your location and path choice. Routes enriched with landmarks lead to better wayfinding.

Identify eligibility criteria - Who gets on the signs? :

- Visitorship – places everyone is trying to find: markets, parks, amusement attractions
- Cultural attractions – museums, religious institutions, theaters, concert halls, landmarks, trails
- Transportation nodes
- Parking
- Offices and Government
- District / Neighborhood
- Hotels / Convention

Determine criteria for the number of messages that can go on a sign:

- Organizing information – subdividing to make information manageable, i.e. districts and walking distance
- Inclusion into the sign program
- Prioritizing destinations
- Proper naming of destinations

Design Features

General design guidelines that pertain to vehicular and pedestrian wayfinding systems appropriate for Downtown Rome include the following:

- The number of messages on vehicular wayfinding sighs should conform to New York State Department of Transportation (NYSDOT) and Manual of Uniform Traffic Control Devices (MUTCD) standards. Develop icons to make districts unique and memorable.

- 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 them consistently in all media (print, maps, web and signage).

- Limit number of messages (3 on vehicular signs and 8 to 12 on pedestrian signs to reduce sign size.

- Use "heads-up"mapping on mid-block maps (keeping what is in front of you directly ahead).

- Organize messages (top to bottom) by nearest destination.

- Include interpretive stories along the path to animate the visitor experience.
- Group messages by direction next to a single arrow or pair each with a directional arrow.
- Indicate distance from the sign/message to the destination.
- Indicate approximate walking time to the destination in minutes.
- Use accessibility symbols where appropriate.
- When listing directional messages on a single panel, organize messages closest to furthest from top to bottom.
- Use 3/4” cap height minimum for messages closer to the viewer’s line of sight.
- Use 1 1/8” cap height minimum for overhead pedestrian messages.
- Use 6” cap height minimum for overhead vehicular messages for speeds posted over 25 MPH, 4” cap height minimum for speeds 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 they relate to MUTCD standards.

ABOVE IMAGES ILLUSTRATE BEST PRACTICES IN MAP DESIGN AND MAP FEATURES

- Use 70% to 80% contrast level for white lettering on dark, semi-gloss field.
- Make sign panels changeable for easy updating and maintenance.
- Design signs so they can be used on their own poles or existing poles.
- Set height from bottom of overhead sign at 8’ from bottom of the sign to the sidewalk or the ground plane.
- Use color to help differentiate districts or neighborhoods in the messaging.
- Use color to support city and district branding.
- Limit branding to the city, neighborhood or district.

Map Design & Layout

Maps give an overview of the space and are the best way to help the visitor find destinations. They can show the layout and organization of a complex place, relationships between elements and the pathways between.

Although maps were not designed as part of this study, they should be incorporated into the wayfinding system. Listed below are best practice strategies for the design of and features to include on signs included in the pedestrian wayfinding system.

General Design Concepts

- A simple design and update-able map should work for print, web and the wayfinding system.
- Present appropriate information in the correct information hierarchy.
- Graphic language should be appropriate to the information requirements.
- Use graphic conventions such as color, line weight, pattern, symbols or drawing style (plan or axonometric) to organize, raise awareness and to establish importance.
- When using a triangle shape to point or give direction, modify the shape to ensure the viewer will understand direction (A triangle with equal leg lengths is confusing).
- For interstate roads, etc. use the nationally recognized shield/label instead of a circle.
- Label quadrants, districts, streets, destinations, landmarks, parks and waterways.

Map Features

- Use colors to differentiate between locations and features, such as roads, pathways, buildings, parks and waterways.
- Consider featuring other key landmarks to help orientation.
- Make key pedestrian walkways look different from roads.
- Label important landscape features (such as parks, streams and plazas) that people use to give directions.
- Distinguish bridges and overpasses with dotted line or drop shadows.
- Identify handicapped entrances.
- Indicate bike paths.
- Maps should have custom markers indicating map location ("You Are Here").
- Add north, south, east, and west orientation and a simple coordinate system (grid with alpha on one axis and numbers on the other axis).
- Include a comprehensive directory keyed to buildings (listings may be organized alphabetically, numerically or by key).
- Use a legend that explains how to decode symbols, marks and colors.
- Orient map illustrations and text the same way the viewer is standing ("heads-up" orientation) on minor kiosk maps since a map panel cannot be spun, as would a hand-held map.
- Simplify information as maps get smaller or are located above the viewer.
- Incorporate a method to mark one-way streets.
- Limit the number of vocabulary, elements, and colors.
- Make colors strong enough to ensure legibility after fading.
- Study contrast/legibility and reproducibility on copiers and faxes.
- Design map so it is usable online and in print brochures.
- For pedestrian directionals, create a simplified map designed to fit in a square or circle so it can be rotated easily.

Accessibility

There are several programs, agencies, and boards that have developed guidelines to address universal accessibility of the built environment. The proposed wayfinding design should consider the information available from the US Access Board, Americans with Disabilities Act, and the Architectural Barriers Act. With focus on wayfinding signage guidelines, the Society of Environmental Gaphic Design (SEGD) has issued a white paper in response to the ADA Act with interpretation and clarification for designers and sign fabricators.

The following principles should be followed to achieve universal accessibility in the proposed pedestrian wayfinding system.

- Utilize upper and lower case when designing visible type faces.
- Use 1" cap-height for every 25' of viewing distance for directional signs.
- Provide 70% contrast between background and text color.
- Simplify color selection and minimize including too many hues, as those with visual impairments may have trouble differentiating between hues.
- Use symbols and pictograms consistently and legibly.
- Include short simple words and limit message lengths to keep message clear and concise.

appendix b | sign design alternatives

sign design alternatives

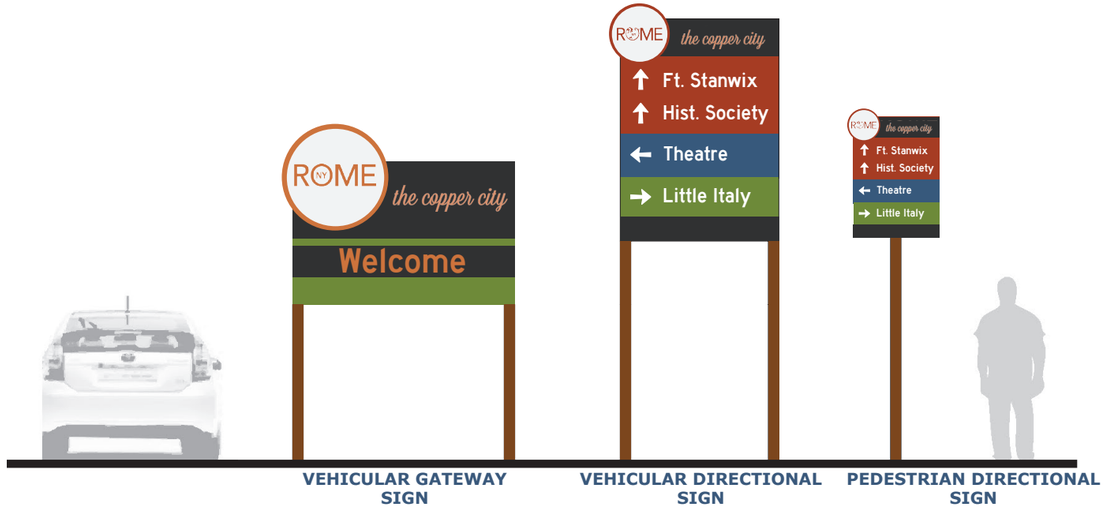
Using the best practices in wayfinding design and with community input from the City of Rome and residents, the following vehicular and pedestrian wayfinding sign types were identified for the City of Rome Wayfinding system.

Vehicular Wayfinding
- Monument Sign
- Gateway Sign
- Vehicular Directional Sign
- Parking Sign
- Light Pole Banners

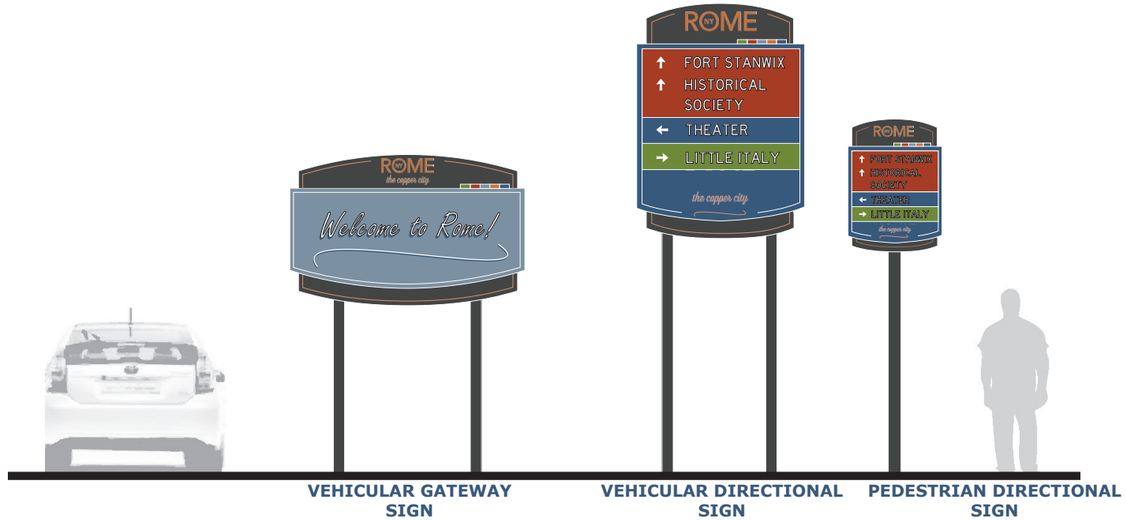
Pedestrian Wayfinding
- Kiosk
- Pedestrian Directional

Once the sign types were identified, four design concepts were developed as depicted on the following pages. The four concepts, Simply Copper, Spot on Rome, Classic Elegance, and Curve into Rome, were presented to the public at an open house for the Downtown and Erie Boulevard Brownfield Opportunity Area projects on March 20, 2017. The public was asked to vote for the concept they liked the best and to say what they liked and did not like about each option.

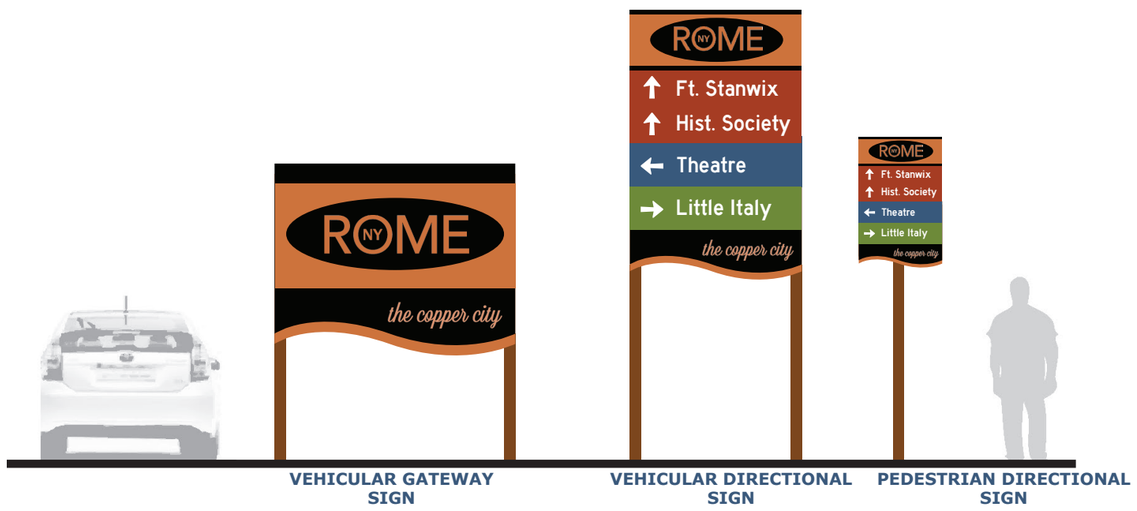
OPTION 1 - SIMPLY COPPER



OPTION 2 - SPOT ON ROME



OPTION 3 - CLASSIC ELEGANCE



OPTION 4 - CURVE INTO ROME

Option 1 - Simply Copper

The Simply Copper concept was developed to recall the history of copper wire production in the City of Rome. This was achieved with the use of the copper color and "the copper city" tag line and logo on all sign types. This concept was designed to be a simple and easily recognizable sign system throughout the City of Rome.

Option 2 - Spot On Rome

The Spot On Rome concept is a contemporary sign layout that places a "spot" on each sign type to locate the City of Rome logo, or the specific logo for the district the sign is located in. This concept also color codes the destinations on the vehicular and pedestrian directional signs to indicate the city district the destination is located in.

Option 3 - Classic Elegance

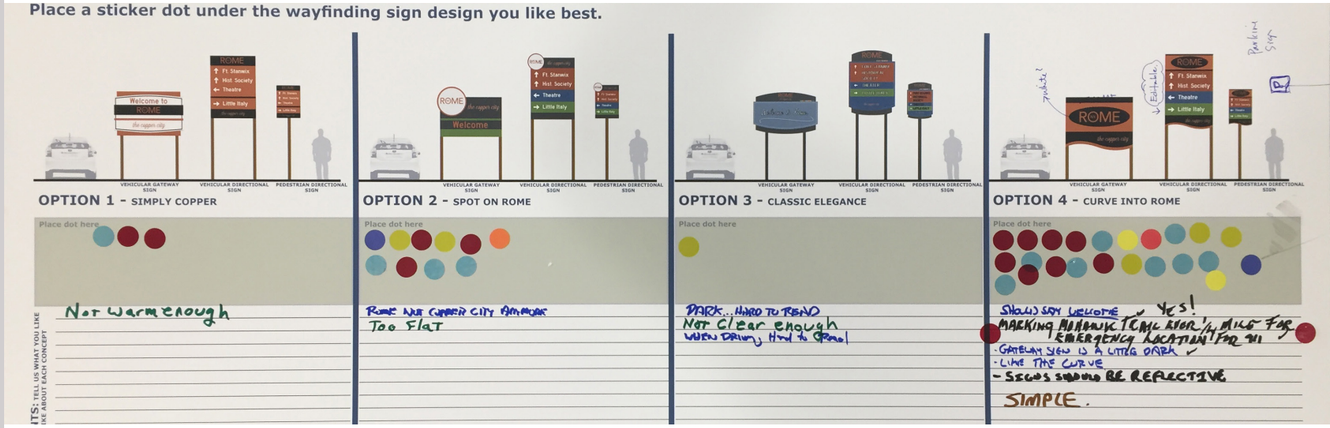
The Classic Elegance concept is a more traditional concept with the form and layout of each sign type. This concept also color codes the destinations on the vehicular and pedestrian directional signs to indicate the city district the destination is located in.

Option 4 - Curve Into Rome

The Curve Into Rome concept is a contemporary sign layout that incorporates a unique shape at the bottom of the sign for "the copper city" tag line to be used on all sign types. This concept also incorporates the "copper" color on each sign and also color codes the destinations on the vehicular and pedestrian directional signs to indicate the city district the destination is located in.

Preferred Alternate

The public overwhelming selected the Curve into Rome Option. The Curve into Rome concept was modified to address comments provided by the public and expanded to included all of the vehicular and pedestrian wayfinding signs to be included in the system. These vehicular and pedestrian wayfinding signs are illustrated on the following pages.



VOTING FROM THE MARCH 20, 2017 PUBLIC OPEN HOUSE

Vehicular Wayfinding Sign Criteria

Gateway Sign

- Located at City Boundaries
- Contains “Welcome”, Rome NY logo, and slogan
- No Advertising
- 1’-3” Lettering (ROME)
- 4” Lettering “Welcome”, “the copper city”
- 45 SF maximum for sign panel
- Cannot include directional signage
- Vertical distance shall be 5’-9” from the top of adjacent finished grade

Parking Sign

- Located at public parking lots
- 30”x24” sign panel
- Retro reflective
- Vertical distance shall be 7’ from the top of the adjacent pavement to the bottom of the sign.
- Aluminum sign panel on u channel sign post

Vehicular Directional Sign

- Located near decision points
- Contains Rome NY logo
- Standard colors of black, orange, or the florescent versions thereof are not to be used as a background color
- 6” Lettering
- 32 SF maximum size for sign panel
- Retro reflective
- Vertical distance shall be 7’ from the top of adjacent pavement to the bottom of sign
- Aluminum sign panel on 6” pressure treated pine pole
- Sign limited to 4 messages

Light Pole Banners

- Light pole banners to be located on existing light poles on major roadways in each district
- 2’x5’ banner size
- Color, logo, and name of the district to correspond to the district the banner is located in.
- Banner arms to be mounted to light poles with stainless steel bands
- Banners to be double sided vinyl and able to withstand the climate of central NY

Pedestrian Wayfinding Sign Criteria

Kiosk

- Located at major pedestrian intersections or at significant decision points
- Contain logo for the district the kiosk is located in and the name of the district
- Kiosk structure (7’x5’) to be aluminum painted black
- Kiosk sign panel (4.5’ x 4’) to be a resin graphic panel in a black aluminum frame
- Map and destinations to be custom to their locations
- Inclusion of a QR code or other means of linking the major kiosk to the City of Rome website, through a smart phone, for current events and information

Pedestrian Directional

- Located near decision points
- Contain logo for the district the kiosk is located in and the name of the district
- Sign panel to be 3.5’x2.5’
- Vertical distance shall be 7’ from the top of adjacent pavement to the bottom of sign
- Sign panel on u channel sign post or attached to existing light pole
- Sign limited to 4-6 messages
- Potential to incorporate walking times or distances for each destination

Digital Wayfinding

Globally we are experiencing rapid advancements in the dissemination of information. Interactive mapping applications are being utilized by cities to aid individuals in navigation through personal mobile devices. These applications enable visitors to orient themselves at any location within an area and personalize the information they are viewing.

It is recommended that the City consider the development of a digital wayfinding system for use on mobile devices that builds upon the built system. This is particularly valuable for Downtown Rome and the waterfront because services are not included on the proposed signage system.

Through digital wayfinding application services, organizations, cultural or historic resources and public transportation can be located and additional information can be easily accessed.

Simple free applications such as Google Maps, allow individuals to search services and routing. Through the use of Google Places, business owners can add their business to the map with a link to their website, at no cost. This application relies on the community to populate the maps and manage the relevance of the information through user reviews.

Alternatively, a more sophisticated application could be developed specifically for Downtown Rome, relying less on community participation to populate and maintain. Existing applications such as UpNext or CityMaps combine mapping and service information in an application that has an interactive user interface.

A final option would be to create an interactive map, branded the same as the proposed wayfinding system. This would reinforce the wayfinding system, providing a fluid experience from a user’s pre-visit online, arrival, and throughout their journey in the City of Rome. Interactive maps have been developed for various locations, such a large urban parks, zoos, historic districts, theme parks and other tourist attractions. The Buffalo Zoo, Central Park, SeaWorld, and other similar attractions have successful interactive maps available (usually at no cost) to visitors. An example of an enhanced interactive map is the application ‘It Happened Here’ which highlights nearby historic events for a user based on their current location in a city.

Digital wayfinding is an extraordinary opportunity to create a truly dynamic wayfinding system within the city and an opportunity for Rome to be on the forefront of technological advancements.

The information presented above is a very preliminary review of the current trends in digital wayfinding. When Rome is prepared to engage in the development of a digital wayfinding system it will be important to evaluate the

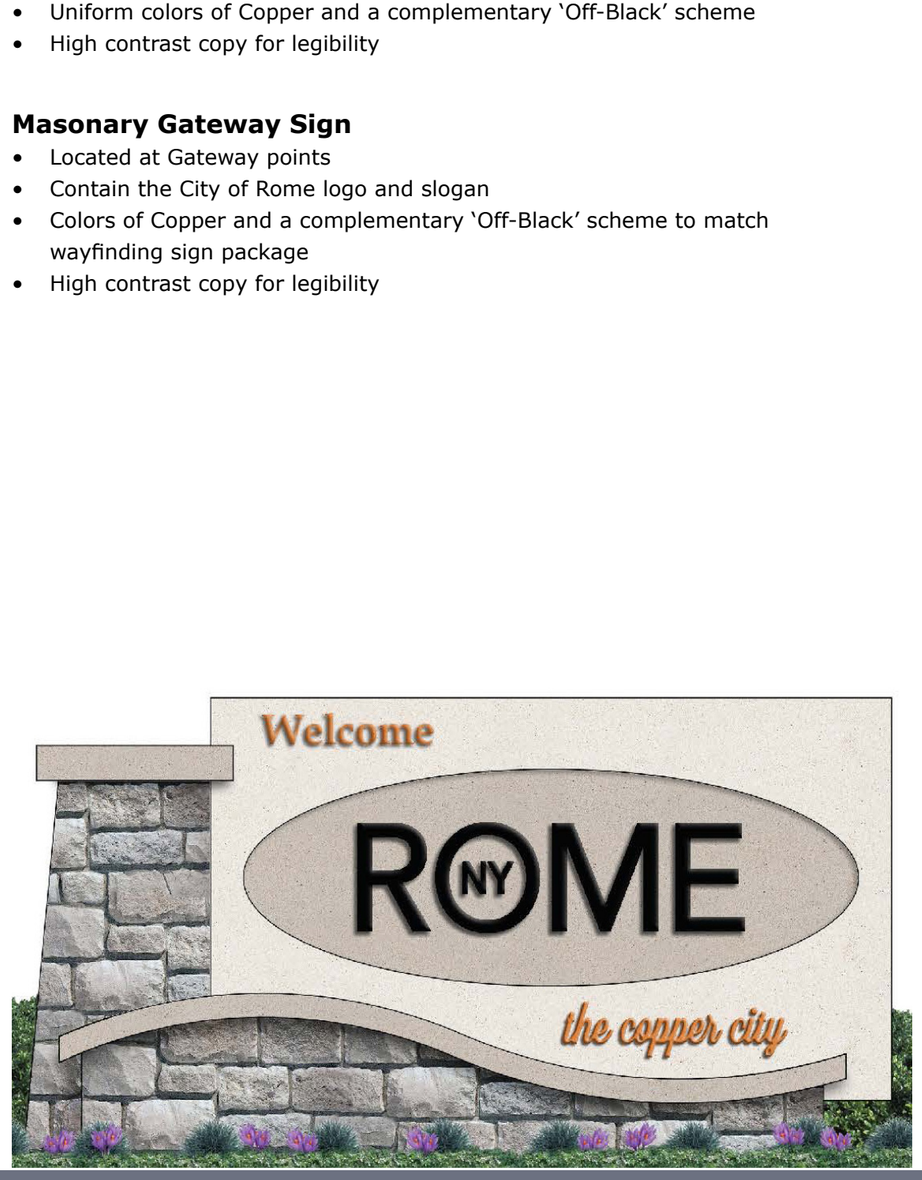
Wayfinding Sign Color Scheme Package

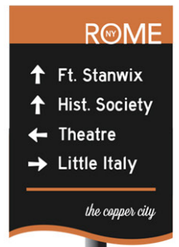
Wayfinding Sign Package

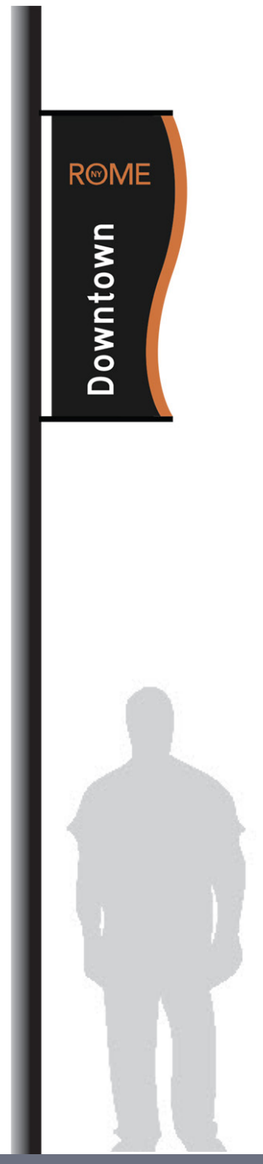
- Located near decision points
- Contain the City of Rome logo and slogan
- Uniform colors of Copper and a complementary 'Off-Black' scheme
- High contrast copy for legibility

Masonary Gateway Sign

- Located at Gateway points
- Contain the City of Rome logo and slogan
- Colors of Copper and a complementary 'Off-Black' scheme to match wayfinding sign package
- High contrast copy for legibility







Scheme 1 **Scheme 2** **Scheme 3** **Scheme 4** **Scheme 5**

Color Scheme

- These color schemes for consideration for the Gateways signs

appendix c | cost estimates and funding opportunites

cost estimates and funding opportunities

The intent of the following section is to guide the City of Rome in the implementation of the vehicular and pedestrian wayfinding system. Provided are phasing recommendations, potential funding opportunities, and cost estimates for each of the sign types.

Phasing

In order to successfully implement and introduce the vehicular and pedestrian wayfinding system, a phased approach is recommended:

Phase 1
- Remove existing gateway signage and replace with new Monument Gateway signs, introducing the new sign system branding and colors to the public.
- Install light pole banners on existing light poles to reinforce the new sign system branding and colors to the public.

Phase 2
- Install trail and park signage

Phase 3
- Install vehicular directional signs.
- Install parking signs at municipal lots.

Phase 4
- Install kiosks at key pedestrian locations.

Phase 5
- Install pedestrian directional signs to complete the system.

Funding Opportunities

The most likely means of implementing some or all of the wayfinding improvements identified in this study is through the use of multiple funding sources. Most wayfinding programs are developed using either a combination of public funding from various governmental levels or a combination of public and private funding. An overview of the potential funding sources for development of the Downtown and Waterfront Wayfinding Strategy are listed below:

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.

Transportation Enhancements Program (TEP) funds are administered by the New York State Department of Transportation (NYSDOT), TEP funds would support the development of maps and other wayfinding signage associated with the project

State Sources

Transportation Alternative Program (TAP)
The Transportation Alternative Program (TAP) authorizes funding for programs and projects defined as alternative transportation implementation, including on- and off-road pedestrian and bicycle facilities, infrastructure projects aim to improve non-driver access to public transportation and enhanced mobility. In 2011, the New York State Department of Transportation made available $98.7 million in funding to support bicycle, pedestrian, multi-use paths and other projects alike that reduce congestion and help the State meet the requirements of the Clean Air Act. TAP funding requires a 20% local match that may be task or in-kind services.

Local Sources

Limited federal and state funding opportunities for wayfinding development have led many communities to allocate more local funding for these types of projects. The most common sources of funds at the municipal level include allocations from specific departments (e.g., public works or economic development) or a line item in a community's annual budget and /or Capital Improvement Program (CIP). Additionally, development impact fees levied by a municipality or funding obtained through development incentive programs may also be allocated to capital wayfinding improvements.

Private Funding

There is the potential to partially or substantially fund wayfinding systems utilizing private funds from donations by businesses, corporate sponsorships, and various fundraising efforts, including the sale of advertising space on system amenities like signage and information kiosks.

Existing City of Rome gateway signage is not consistent with its messaging, materials, and branding

Individual Cost Estimates

City of Rome
Vehicular and Pedestrian Wayfinding

Project Budget Cost Estimate (Planning Level) June 21, 2018

Item Description	Unit	Quantity	Unit Price (2018 $)	Cost
Gateway Monument				
Structure Excavation / Backfill	CY	9	$74	$666
Precast Concrete Coping	LF	15	$47	$705
Concrete Footing and Foundation Pier	CY	3	$1,500	$4,950
Stone Veneer 4" thick	SF	70	$41.00	$2,870
"ROME" Sign Copy (14" high)	EA	4	$250.00	$1,000
"Welcome" Sign Copy (4" high)	EA	7	$50.00	$350
"The Copper City" Sign Copy (4" high)	EA	13	$50.00	$650
Precast Concrete Sign Body (5' x 9')	EA	1	$2,200.00	$2,200
			SUB-TOTAL	**$13,391**
Basic Work Zone traffic Control (5%)	LS	1		$670
Mobilization (4%)	LS	1		$536
Survey Operations (4%)	LS	1		$536
Erosion and Sediment Control (5%)	LS	1		$18
			SUB TOTAL (Gateway Sign)	**$18,500**
Contingency (15%)	LS	1		$2,775
Construction Inspection / RPR (12%)	LS	1		$2,220
			Grand TOTAL (Gateway Sign)	**$23,500**
Gateway Identification				
Sign Panel with Z-Bars	SF	50	$45	$2,250
Breakaway Wooden Sign Post (6" dia.) with Steel Sleeve	EA	2	$1,200	$2,400
Concrete Footing for Breakaway Wooden Sign Post	EA	2	$550	$1,100
Surface Restoration (4" Topsoil and Seed)	SF	80	$3.50	$280
			SUB-TOTAL	**$6,030**
Basic Work Zone traffic Control (5%)	LS	1		$302
Mobilization (4%)	LS	1		$241
Contingency (5%)	LS	1		$302
Erosion and Sediment Control	LS	1		$50
			TOTAL (Community Wayfinding Sign-New Posts)	**$7,000**
Vehicular Directional				
Sign Panel with Z-Bars	SF	37	$45	$1,665
Breakaway Wooden Sign Post (6" dia.) with Steel Sleeve	EA	2	$1,200	$2,400
Concrete Footing for Breakaway Wooden Sign Post	EA	2	$550	$1,100
Surface Restoration (4" Topsoil and Seed)	SF	80	$3.50	$280
			SUB-TOTAL	**$5,445**
Basic Work Zone traffic Control (5%)	LS	1		$272
Mobilization (4%)	LS	1		$218
Contingency (5%)	LS	1		$272
Erosion and Sediment Control	LS	1		$50
			TOTAL (Community Wayfinding Sign-New Posts)	**$6,500**

Item Description	Unit	Quantity	Unit Price (2018 $)	Cost
Pedestrian Directional				
Sign Panel with Z-Bars	SF	8.00	$45	$360
High Capacity Type A Sign Post	EA	1	$675	$675
Concrete Footing for Breakaway Wooden Sign Post	EA	1	$550	$550
Surface Restoration (4" Topsoil and Seed)	SF	80	$3.50	$280
			SUB-TOTAL	**$1,865**
Basic Work Zone traffic Control (5%)	LS	1		$93
Mobilization (4%)	LS	1		$75
Contingency (5%)	LS	1		$93
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Single Location)	**$2,500**
Major Kiosk				
Kiosk Structure and Graphic Panel	EA	1.00	$9,000	$9,000
			SUB-TOTAL	**$9,000**
Basic Work Zone traffic Control (5%)	LS	1		$450
Mobilization (4%)	LS	1		$360
Contingency (5%)	LS	1		$450
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Double Location)	**$10,000**
Minor Kiosk				
Kiosk Structure and Graphic Panel	EA	1.00	$6,750	$6,750
			SUB-TOTAL	**$6,750**
Basic Work Zone traffic Control (5%)	LS	1		$338
Mobilization (4%)	LS	1		$270
Contingency (5%)	LS	1		$338
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Double Location)	**$7,750**
Parking				
Sign Panel with Z-Bars	SF	8.00	$45	$360
High Capacity Type A Sign Post	EA	1	$675	$675
Concrete Footing for Breakaway Wooden Sign Post	EA	1	$550	$550
Surface Restoration (4" Topsoil and Seed)	SF	80	$3.50	$280
			SUB-TOTAL	**$1,865**
Basic Work Zone traffic Control (5%)	LS	1		$93
Mobilization (4%)	LS	1		$75
Contingency (5%)	LS	1		$93
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Single Location)	**$2,250**

Item Description	Unit	Quantity	Unit Price (2018 $)	Cost
Light Pole Banner				
Banner	EA	1.00	$100	$100
Mounting Brackets	EA	1	$100	$100
			SUB-TOTAL	**$200**
Basic Work Zone traffic Control (5%)	LS	1		$10
Mobilization (4%)	LS	1		$8
Contingency (5%)	LS	1		$10
			TOTAL (Destination Sign-Single Location)	**$250**
Large Park Identification				
Sign Panel with Z-Bars	SF	30.00	$45	$1,350
High Capacity Type A Sign Post	EA	2	$675	$1,350
Concrete Footing for Breakaway Wooden Sign Post	EA	1	$550	$550
Surface Restoration (4" Topsoil and Seed)	SF	80	$3.50	$280
			SUB-TOTAL	**$3,530**
Basic Work Zone traffic Control (5%)	LS	1		$177
Mobilization (4%)	LS	1		$141
Contingency (5%)	LS	1		$177
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Single Location)	**$4,500**
Medium Park Identification				
Sign Panel with Z-Bars	SF	18.00	$45	$810
High Capacity Type A Sign Post	EA	2	$675	$1,350
Concrete Footing for Breakaway Wooden Sign Post	EA	1	$550	$550
Surface Restoration (4" Topsoil and Seed)	SF	80	$3.50	$280
			SUB-TOTAL	**$2,990**
Basic Work Zone traffic Control (5%)	LS	1		$150
Mobilization (4%)	LS	1		$120
Contingency (5%)	LS	1		$150
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Single Location)	**$3,500**
Rules and Regulations				
Sign Panel with Z-Bars	SF	14.00	$45	$630
High Capacity Type A Sign Post	EA	1	$675	$675
Concrete Footing for Breakaway Wooden Sign Post	EA	1	$550	$550
Surface Restoration (4" Topsoil and Seed)	SF	80	$3.50	$280
			SUB-TOTAL	**$2,135**
Basic Work Zone traffic Control (5%)	LS	1		$107
Mobilization (4%)	LS	1		$85
Contingency (5%)	LS	1		$107
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Single Location)	**$3,000**

Item Description	Unit	Quantity	Unit Price (2018 $)	Cost
Trail Identification				
Sign Panel with Z-Bars	SF	8.00	$45	$360
High Capacity Type A Sign Post	EA	1	$675	$675
Concrete Footing for Breakaway Wooden Sign Post	EA	1	$550	$550
Surface Restoration (4" Topsoil and Seed)	SF	80	$3.50	$280
			SUB-TOTAL	**$1,865**
Basic Work Zone traffic Control (5%)	LS	1		$93
Mobilization (4%)	LS	1		$75
Contingency (5%)	LS	1		$93
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Single Location)	**$2,500**
Mile Marker				
Sign Panel with Z-Bars	SF	5.00	$45	$225
High Capacity Type A Sign Post	EA	1	$675	$675
Concrete Footing for Breakaway Wooden Sign Post	EA	1	$550	$550
Surface Restoration (4" Topsoil and Seed)	SF	40	$3.50	$140
			SUB-TOTAL	**$1,590**
Basic Work Zone traffic Control (5%)	LS	1		$80
Mobilization (4%)	LS	1		$64
Contingency (5%)	LS	1		$80
Erosion and Sediment Control	LS	1		$50
			TOTAL (Destination Sign-Single Location)	**$2,000**
Sandwich Board				
Sign Panel with Z-Bars	SF	6.00	$45	$270
			SUB-TOTAL	**$270**
Mobilization (4%)	LS	1		$11
Contingency (5%)	LS	1		$14
			TOTAL (Destination Sign-Single Location)	**$500**

Assumptions

1. Unit pricing is based on appropriate NYSDOT signage items, Standard Specifications Section 645-Signs.
2. Any necessary permits are not included in the costs noted above. Permit fees are the responsibility of the individual municipality.
3. No clearing and grubbing is necessary for the installation of the signs.
4. No underground utility relocations are included in the costs noted above.

appendix d | Downtown Rome BOA | existing conditions

Downtown Rome BOA existing conditions

"Wayfinding is the process of utilizing multiple pieces of information to understand and navigate a space via *'the consistent use of organization of definite sensory cues from the external environment.'* A healthy wayfinding system organizes information spatially and provides an easily understood hierarchy that improves the user's ability to find their way."

Lynch, *The Image of the City*

EXISTING PARKING SIGN ON ERIE BOULEVARD EAST

Introduction

The documentation of existing conditions is critical in providing a baseline of information for the analysis and recommendations in this report.

Existing condition maps were prepared which identify the project boundary and major destinations. In field data collection confirmed the location and type of existing signage within Downtown Rome. Utilizing this data, a series of existing conditions maps were prepared documenting the sign systems, sign types, and intended viewers (Appendix A).

Physical Organization of Downtown Rome

Downtown Rome is the heart of the city with the convergence of major roadways from the north, south, east and west in the vicinity of the Fort Stanwix National Monument.

Districts

In Rome, districts are defined by either the concentration of unique services or amenities, cultural identity, or character of a geographic region or neighborhood.

The major districts in the study area (as illustrated in Map 2) build upon the significant districts or corridors identified in the 2006 City of Rome Wayfinding Plan. These include the Waterfront District, Historic District, Little Italy District, the Arts and Culture District, and South James Street District.

Waterfront District

The Waterfront District is located adjacent to the historic Erie Canal and Mohawk River. The Waterfront District contains a number of waterfront destinations and recreational opportunities including Bellamy Harbor Park, the recently constructed Navigation Center, and the Erie Canalway and Mohawk River Trails. West of the Mohawk River, Erie Boulevard, a major roadway into the City of Rome, runs through the district and contains a number of small business and restaurants with adjacent existing residential neighborhoods. Future plans west of the river include new mixed-use redevelopment, residential development, and opportunities for increased public access to the waterfront. East of the Mohawk River existing and future industrial uses are located north of Bellamy Harbor Park and the Navigation Center.

Historic District

The Historic District is located in the heart of Downtown Rome. The main identifying feature of the Historic District is the Fort Stanwix National Monument. Fort Stanwix is a major tourist destination bringing people to Rome from all over the country and the world. The Rome Historical Society is located in the Historic District along with several parks including the Veterans Memorial Park and Ganesvoort Park.

Little Italy District

The Little Italy District has been enhanced with identity branding over the past several years with the implementation of custom street signs, light pole banners, and decorative crosswalk treatments identifying the area along East Dominic Street. The district contains a number of culturally themed restaurants and is adjacent to Pinti Field, an active recreation park facility located north of the Little Italy District and along the Mohawk River.

Arts and Culture District

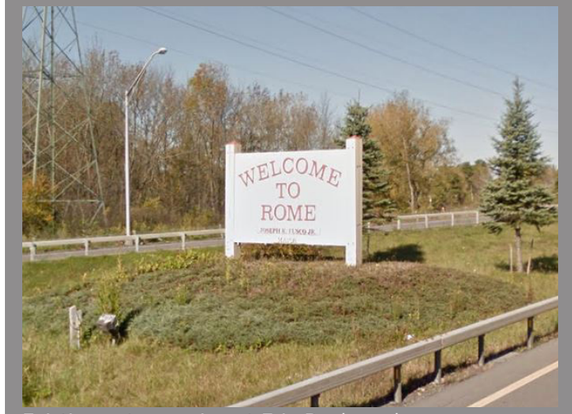
The Arts and Culture District is not located in the study area boundary, but immediately adjacent to the west. The district contains the historic Capitol Theatre, a key destination and amenity in the City of Rome with current efforts underway for restoration. The Arts and Culture District is also the location of City Hall.

South James Street District

South James Street is the main road traveling through the South James Street District into the City of Rome and contains small business and restaurant uses surrounded by existing residential neighborhoods.

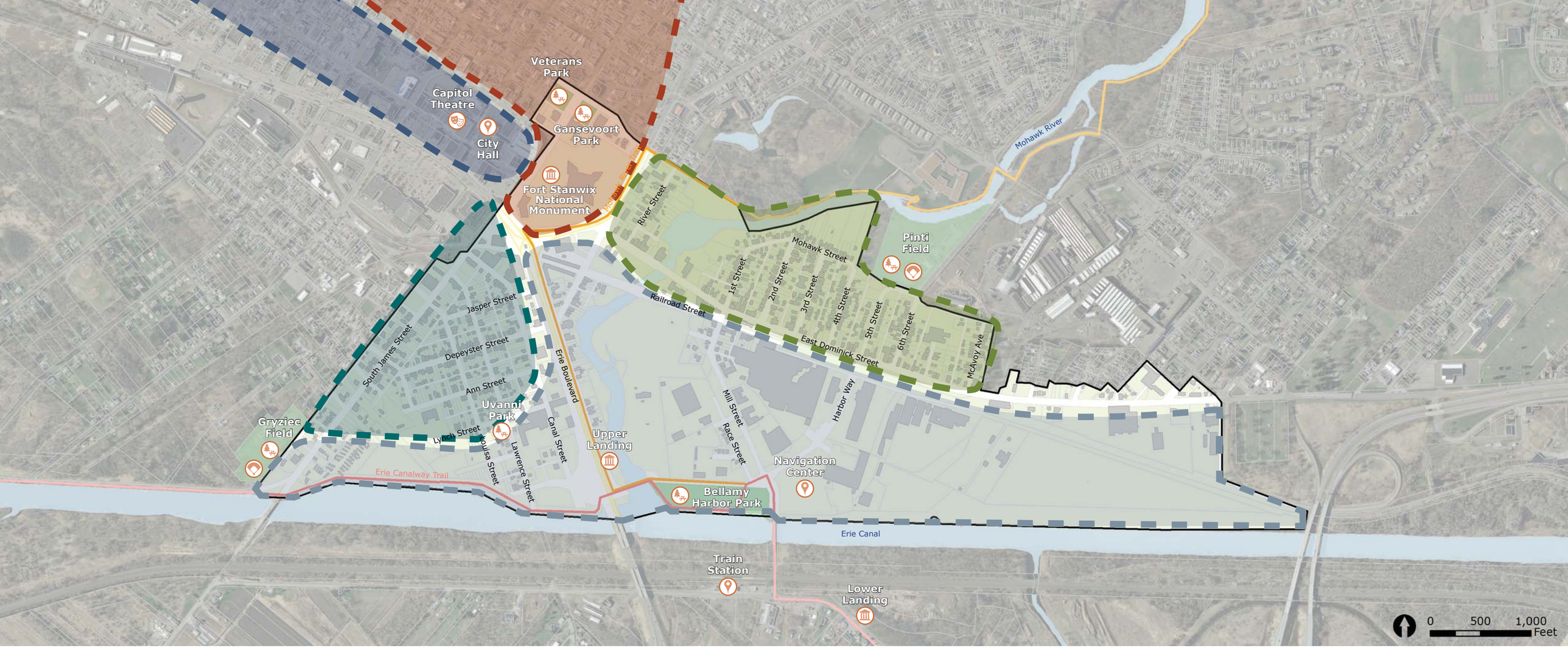
Existing City of Rome gateway signage is not consistent with its messaging, materials, and branding

Existing gateway sign at South James Street



Existing gateway sign at Erie Boulevard

Existing gateway sign at East Dominick Street



LEGEND

Districts

- Waterfront
- Historic
- Little Italy
- Arts & Culture
- South James Street

Key Destinations

- Park
- Ball Field
- Historic Site
- Theatre
- Points of Interest

District Branding

ROME NY ARTS & CULTURE | ROME NY HISTORIC | ROME NY LITTLE ITALY | ROME NY WATERFRONT | ROME NY GRIFFIS PARK

Trails

- Erie Canalway Trail
- Mowhawk River Trail

MAP 2

ROME NY the copper city

EXISTING CONDITIONS | DISTRICTS AND DESTINATIONS

Downtown and Waterfront | Wayfinding Strategy and Design Plan

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Destinations

The destinations identified on Map 2 were determined during the existing conditions inventory and analysis phase. The criteria used for identifying destinations include:

- **Permanent**- Destinations that will be around for the foreseeable future such as civic buildings or historic sites. This does not include retail or restaurant destinations that can change names frequently over time.

- **Publicly Accessible** - Destinations that are accessible to the general public such as parks and recreational facilities. This does not include destinations such as private golf clubs.

- **Significant to Rome** - Destinations that are significant to both visitors and residents of Rome that bring people to downtown and the waterfront.

The following is a list of the major destinations identified in or immediately adjacent to the study area:

- Bellamy Harbor Park,
- Navigation Center,
- Upper Landing,
- Uvanni Park,
- Gryziec Field,
- Train Station,
- Lower Landing,
- Fort Stanwix National Monument,
- Veterans Park,
- Gansevoort Park,
- Pinti Field,
- Capitol Theatre, and
- City Hall.

Circulation

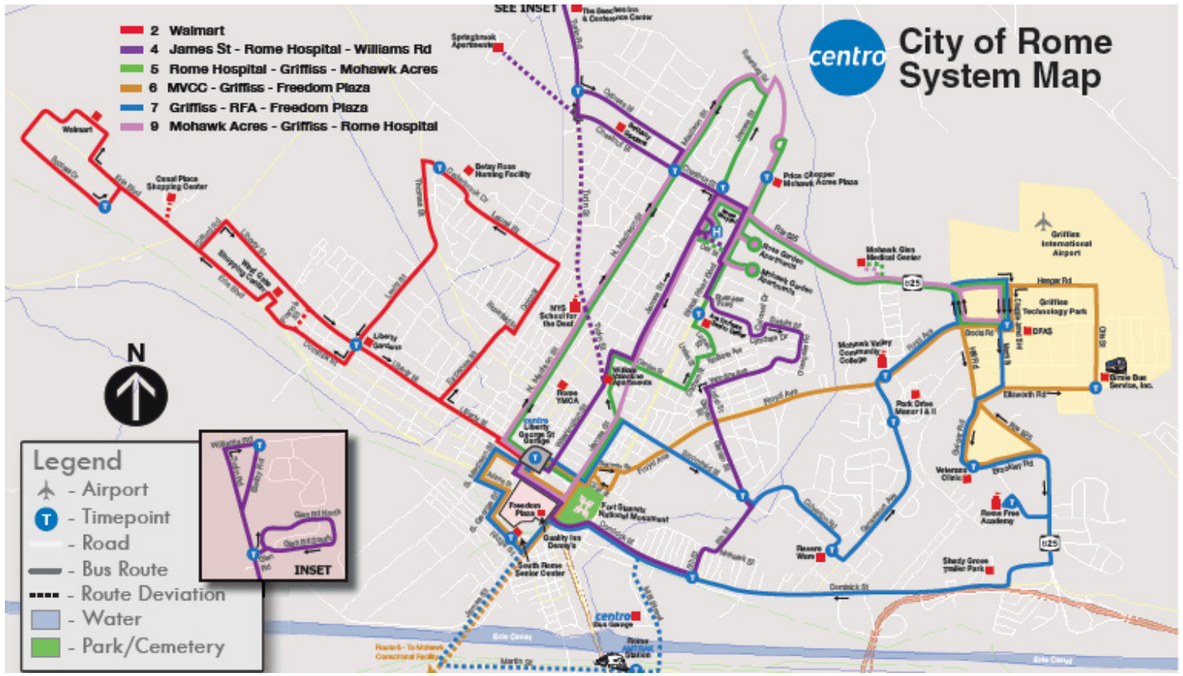
Pedestrian and Bicycle Routes (Sidewalk and Trails)

Universal pedestrian accessibility is critical when routing visitors through a city. There are several options for pedestrians to navigate downtown Rome and the waterfront both on-road and off-road. Throughout the study area sidewalks exist on a majority of the roadways. The Erie Canalway Trail and Mohawk River Trail provide an alternative east/west and north/south route for pedestrians and bicyclists through the study area.

In the vicinity of Fort Stanwix, the roadway network is confusing to both motorists and pedestrians to traverse through and is an area where the sidewalk network and the Mohawk River Trail converge. Existing signage in this area is predominately geared to the vehicle and can appear to be confusing. This is an area where consistent and legible vehicular and pedestrian wayfinding signage is essential.

Public Transit Routes

Public transportation options available within the study area include the public bus system, operated by the Central New York Regional Transportation Authority (Centro). The Rome Centro transportation center is located at the Liberty and George Street garage just west of the study area. In the study area, 11 bus stops exist on East Dominick Street and 5 on North and South James Street.



CITY OF ROME CENTRO SYSTEM MAP

Existing Sign Systems

An inventory of existing signage was conducted within the study area. Information such as sign system, viewer, sign type, and condition were documented for each sign as illustrated in the Downtown & Waterfront Signs information graphic on the next page and in the existing conditions maps.

Within the study area there are a total of 34 wayfinding signs from a variety of sign systems.

Historic Signs are vehicular-oriented directional signs leading to significant historic sites such as Fort Stanwix and the Oriskanay Battlefield. These DOT signs are reflective brown and white aluminum panels mounted on u channel sign post or existing light poles. They are located in the Right of Way (ROW) and are in good condition.

The **Mohawk River Trail** and **Erie Canalway Trail** sign systems are pedestrian-oriented systems located along their respective routes. The Mohawk River Trail signs consist of DOT reflective brown and white aluminum panels mounted on u channel sign posts with directional arrows. The Erie Canalway Trail Signs are round reflective signs mounted on wood posts with directional arrows. These signs are located near decision making points along both trails in the ROW. The existing signage is in excellent or good condition.

The **City Gateway Signs** located in or immediately adjacent to the study area are made from a variety of materials such as aluminum, wood, and formed concrete and are located in the ROW. The signs do not contain consistent messaging or branding.

In the study area there are destination monument signs at **Fort Stanwix National Monument** and city **Parks**. These signs are vehicular-oriented signs to signal you have arrived at a destination. The destination signs are made from a variety of materials and are in good condition.

DOT **Parking Signs** are vehicular-oriented directional signs located near municipal parking lots. The signs are reflective green and white aluminum panels mounted on u channel sign posts with directional arrows. They are located in the ROW and are in good condition.

Other vehicular oriented signs include **Scenic Byway Signs, Train Station Directional Signs, State Park Directional Signs, Hospital Directional Signs, Capitol Theatre Directional Signs, and MVCC Directional Signs.** These signs are DOT reflective aluminum panels mounted on u channel sign posts or existing light poles located in the ROW. These signs are in good condition.

Of the 34 wayfinding signs inventoried, 25 are intended to be viewed by a vehicle while only 9 signs are pedestrian-oriented. A majority of the existing signage is providing vehicular directional information and nearly all of the signs inventoried were in good or excellent condition. The existing signage systems within the study area are not tied or linked together to form one cohesive signage system.

DOWNTOWN & WATERFRONT SIGNS

LEGEND

INTENDED SIGN VIEWER

Indicates the **percentage** of signs intended for the vehicular or pedestrian viewer.

100%

0%

SIGN TYPE

Indicates the **percentage** of signs that are informational or wayfinding.

100% 0% **Informational Signs** identify current location and do not provide information to navigate beyond that location, this includes: historic/interpretive, gateway identifiers, destination identifiers, and parking.

100% 0% **Wayfinding Signs** provide information to navigate beyond current location and may identify current location, this includes: directional signs, trail markers, and maps.

SIGN CONDITION

Indicates the **percentage** of signs that are in excellent, good, and poor condition.

- **Excellent Condition**
  Sign information is legible, materials are in new or like-new condition.
- **Good Condition**
  Sign information is legible, materials indicate normal wear and weathering.
- **Poor Condition**
  Sign information may not be legible or materials are in disrepair. Need replacement or repair.

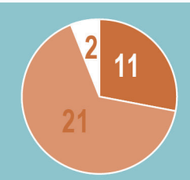
SYSTEM	# NUMBER	VIEWER	TYPE	CONDITION
18% Historic Site Sign	5			
15% Mohawk River Trail	5			
12% Erie Canalway Trail	4			
12% Train Station Directional Sign	4			
12% City Gateway Sign	3			
8% Scenic Byway	3			
5% Parking	2			
3% Capitol Theatre Directional Sign	1			
3% MVCC Directional Sign	1			
3% State Park Directional Sign	1			
3% Fort Stanwix National Monument Sign	1			
3% Hospital	1			
3% Park Sign	1			

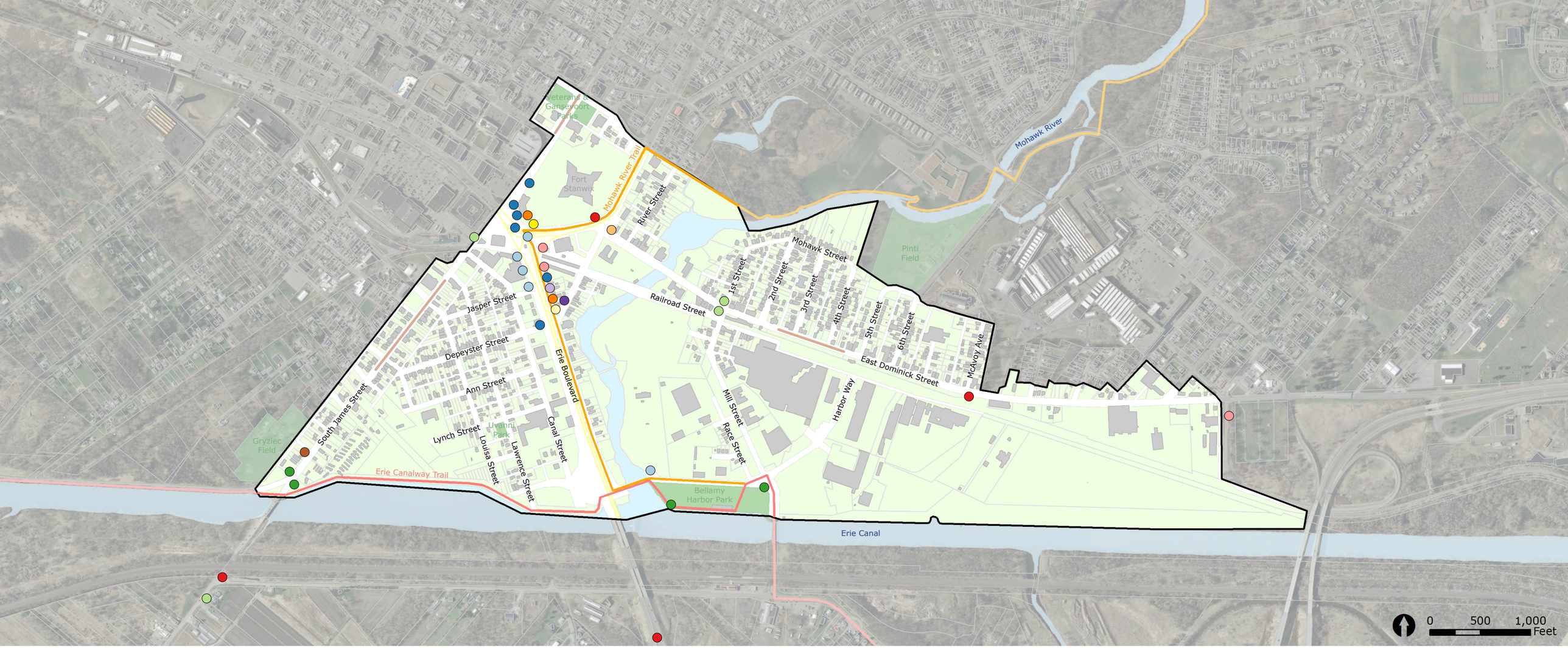
TOTAL QUANTITY

34 SIGNS

9 25

7 27





LEGEND

- Historic Site Sign (18%)
- Mohawk River Trail (15%)
- Erie Canalway Trail (12%)
- Train Station Directional Sign (12%)
- City Gateway Sign (12%)
- Scenic Byway (8%)
- Parking (5%)
- Capitol Theatre Directional Sign (3%)
- MVCC Directional Sign (3%)
- State Park Directional Sign (3%)
- Fort Stanwix National Monument Sign (3%)
- Hospital (3%)
- Park Sign (3%)
- Existing Light Pole Banners

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EXISTING CONDITIONS | SIGN SYSTEM

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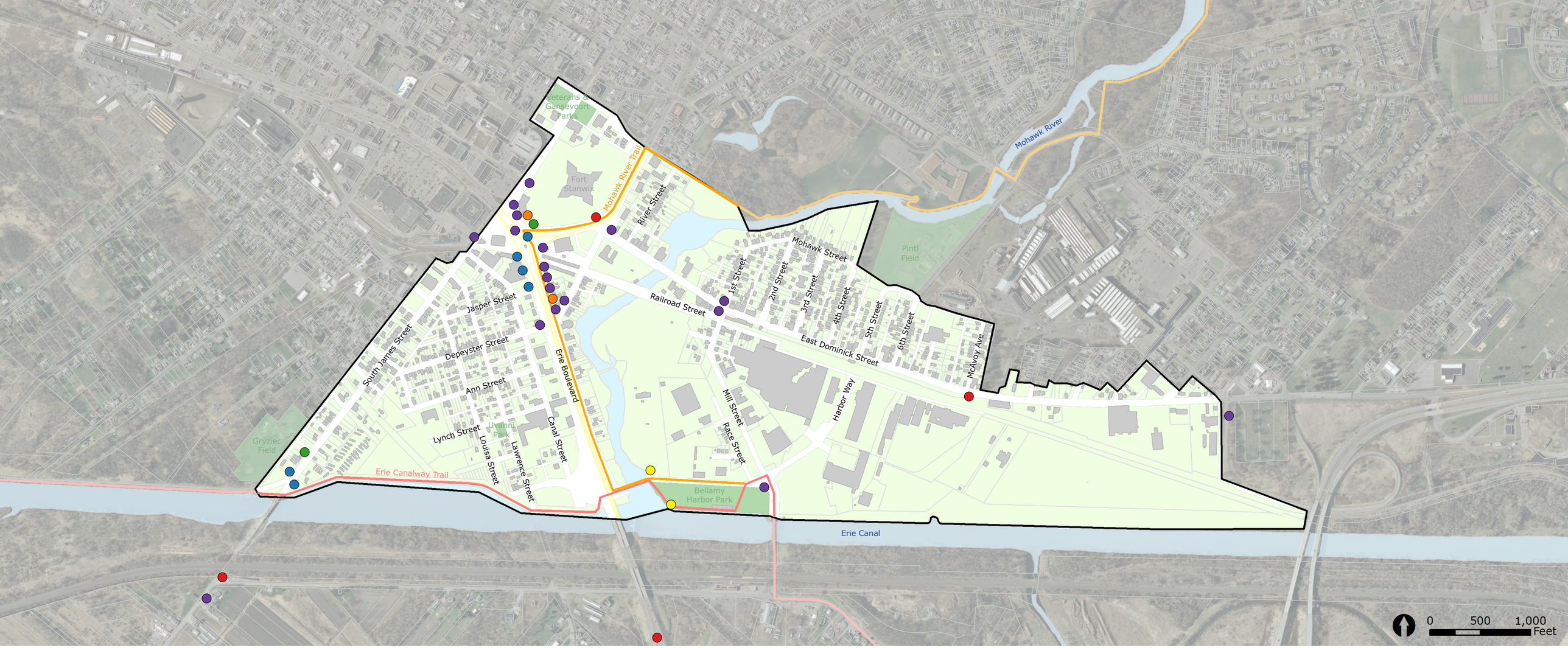

LEGEND

- Directional (53%)
- Trail Marker (18%)
- Gateway Identifier (11%)
- Destination Identifier (6%)
- Parking (6%)
- Map (6%)

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EXISTING CONDITIONS | SIGN TYPE

Downtown and Waterfront | Wayfinding Strategy and Design Plan

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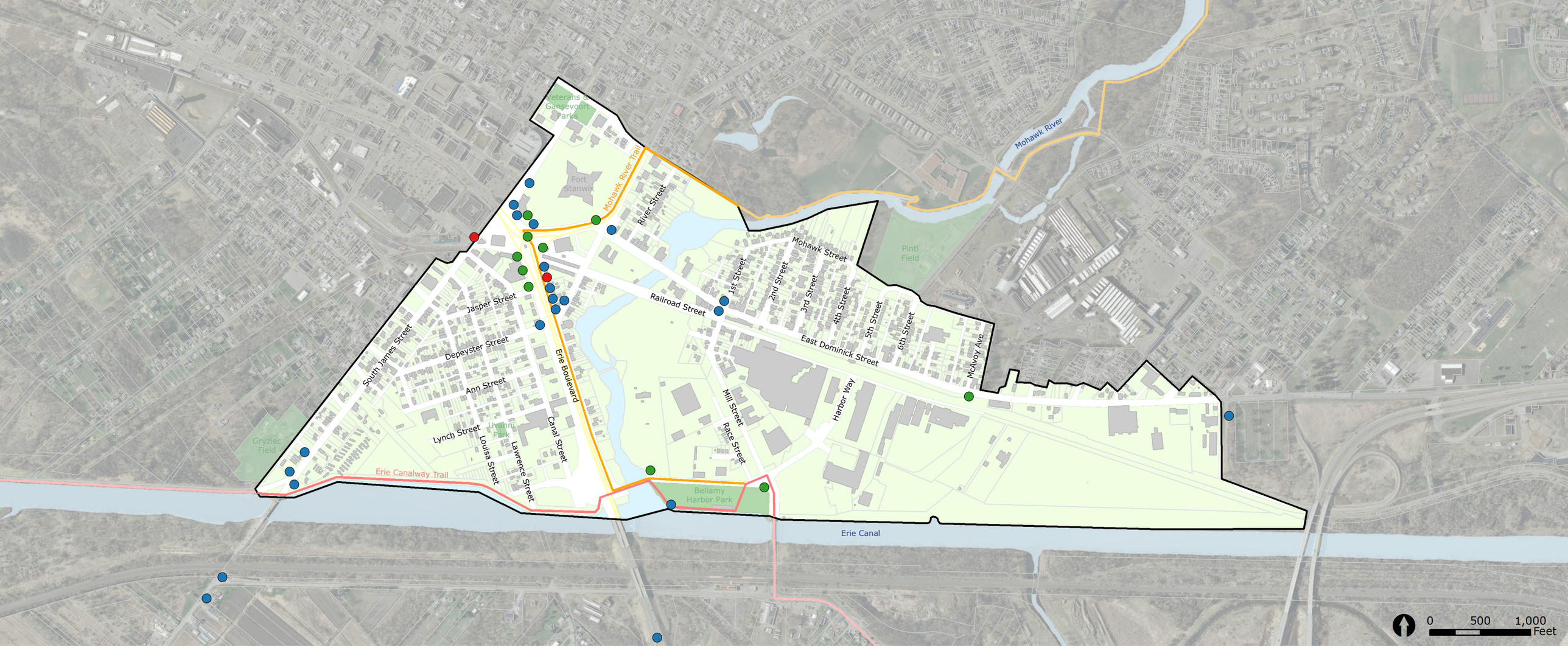

LEGEND

- Excellent (29%)
- Good (65%)
- Poor (6%)

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EXISTING CONDITIONS | SIGN CONDITION

Downtown and Waterfront | Wayfinding Strategy and Design Plan

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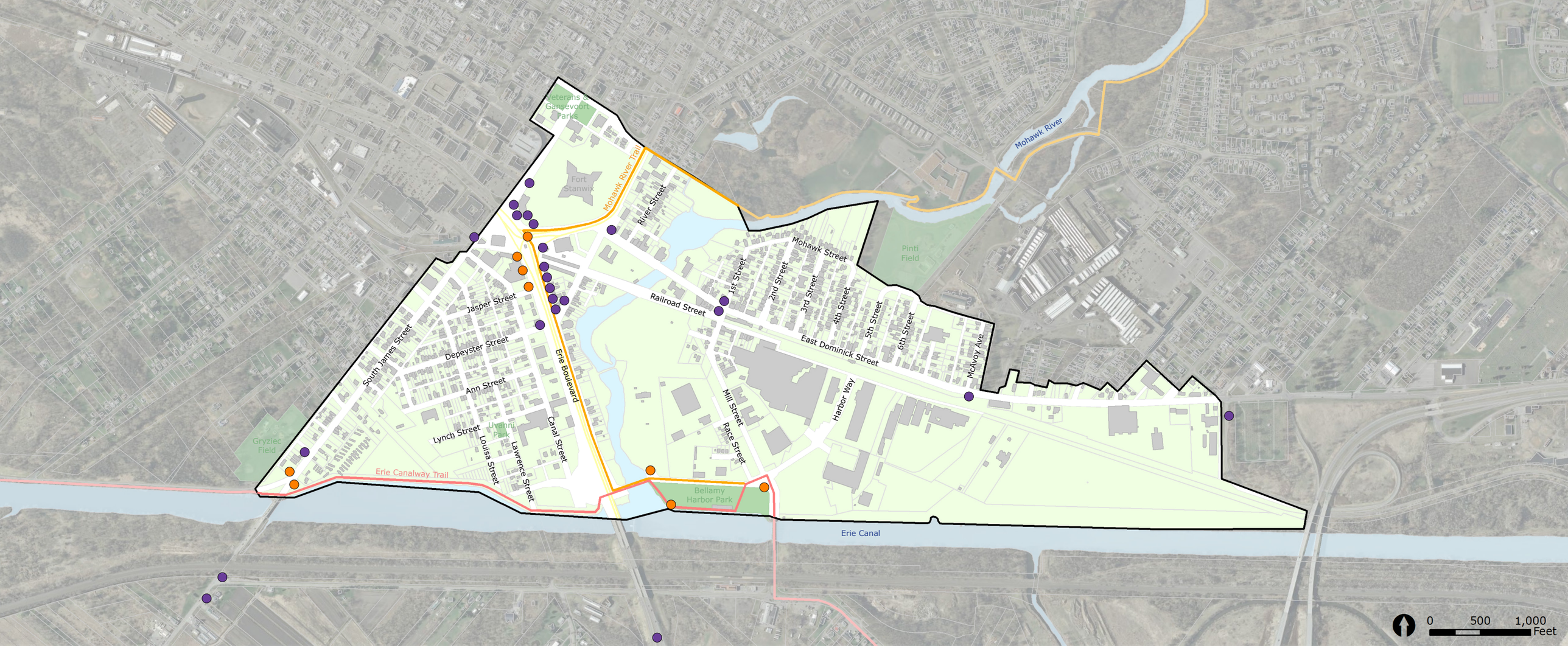

LEGEND

- Vehicular (71%)
- Pedestrian (29%)

ROME NY
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EXISTING CONDITIONS | INTENDED SIGN VIEWER

Downtown and Waterfront | Wayfinding Strategy and Design Plan

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appendix e | Downtown Rome BOA | recommendations

Downtown Rome BOA recommendations

Based on the existing conditions analysis, major vehicular and pedestrian circulation routes were determined in order to create sample journeys to help determine sign type, location, and messaging.

Vehicular

In order to design an effective wayfinding system, you need to know where people are coming from and where they are going. For the vehicular wayfinding system there are four major roadways entering the study are; which are the primary vehicular gateways into the study area.

- South James Street,
- Erie Boulevard,
- East Dominick Street, and
- Black River Boulevard.

Once you know where people are coming from you need to determine where they are going. As discussed in the existing conditions section of this report, there are several districts (example, Historic District and Waterfront District) located in the study that contain key destinations (example, Fort Stanwix National Monument and Bellamy Harbor Park).

In order to determine / confirm the best path of travel from the point of origin to the destination, four vehicular sample journeys were conducted. Ease of the route and the experience on the route were both factored into the determination of the path of travel:

- Black River Boulevard to Bellamy Harbor Park,
- East Dominic Street to the Capitol Theatre,
- South James Street to the Little Italy District, and
- Erie Boulevard to the Fort Stanwix National Monument.

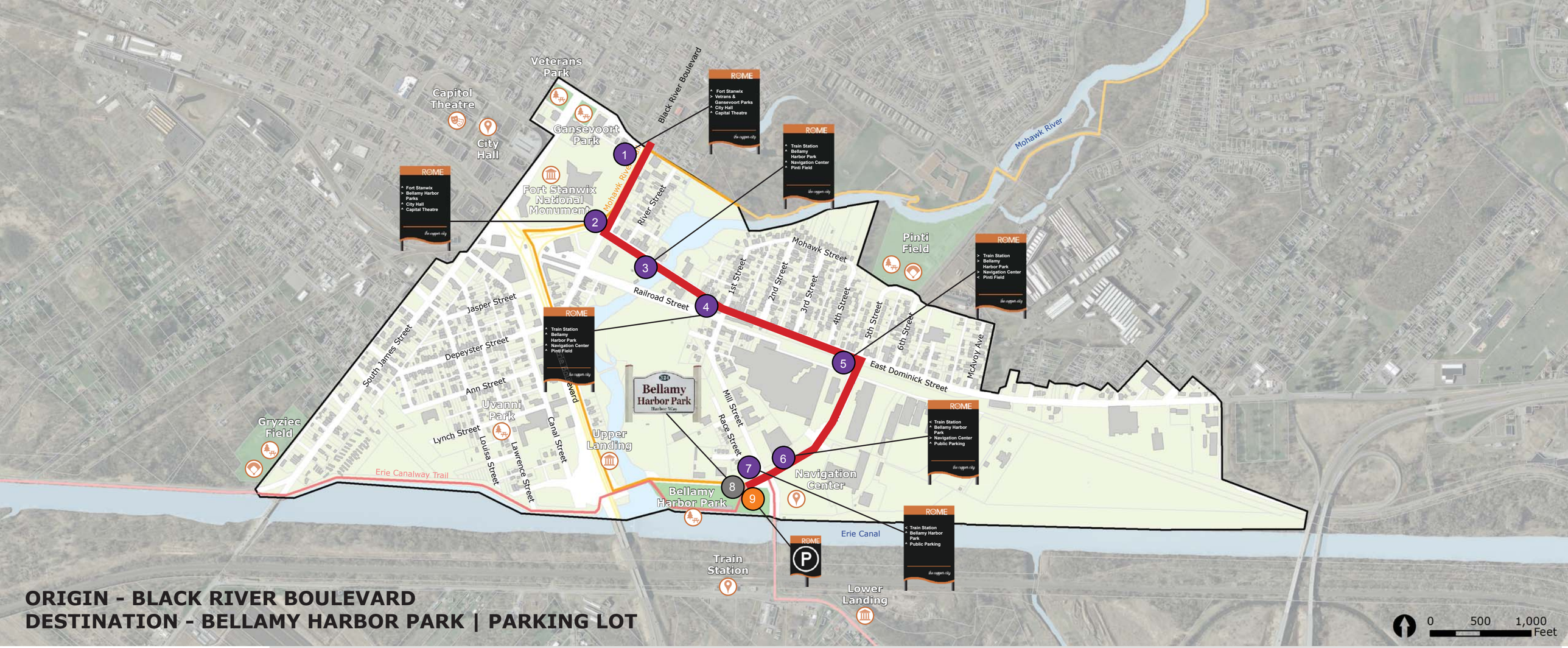
Pedestrian

For the pedestrian wayfinding system, Bellamy Harbor Park was determined to be a major point of origin for pedestrian traffic entering into the study area from tourists traveling along the canal and docking at Bellamy Harbor Park.

In order to determine / confirm the best path of travel from Bellamy Harbor Park to the major destinations in the study area, three sample journeys were conducted. Ease of the route and the experience on the route were both factored into the determination of the path of travel:

- Bellamy Harbor Park to the Capitol Theatre,
- Bellamy Harbor Park to the Little Italy District, and
- Bellamy Harbor Park to the Fort Stanwix National Monument.

The vehicular and pedestrian sample journeys, found on the following pages, not only helped confirm the major paths of travel to the major districts and destinations in the study area, but also helped to determine sign type, location, and messaging.



ORIGIN - BLACK RIVER BOULEVARD
DESTINATION - BELLAMY HARBOR PARK | PARKING LOT

LEGEND

- XX Gateway Sign
- XX Vehicular Directional Sign
- XX Parking Sign
- XX Existing Sign to Remain

SIGN MESSAGING

1 | Vehicular Directional

^ Fort Stanwix
> Veterans & Gansevoort Parks
^ City Hall
^ Capital Theatre

2 | Vehicular Directional

^ Fort Stanwix
> Bellamy Harbor Park
^ City Hall
^ Capitol Theatre

3 | Vehicular Directional

^ Train Station
^ Bellamy Harbor Park
^ Navigation Center
^ Pinti Field

4 | Vehicular Directional

^ Train Station
^ Bellamy Harbor Park
^ Navigation Center
^ Pinti Field

5 | Vehicular Directional

> Train Station
> Bellamy Harbor Park
> Navigation Center
< Pinti Field

6 | Vehicular Directional

^ Train Station
^ Bellamy Harbor Park
< Navigation Center
^ Public Parking

7 | Vehicular Directional

< Train Station
^ Bellamy Harbor Park
> Navigation Center
^ Public Parking

8 | Existing Bellamy Harbor Park sign

9 | Parking Sign

MAP 1

ROME NY
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VEHICULAR SAMPLE JOURNEY | BELLAMY HARBOR PARK

Downtown and Waterfront | Wayfinding Strategy and Design Plan

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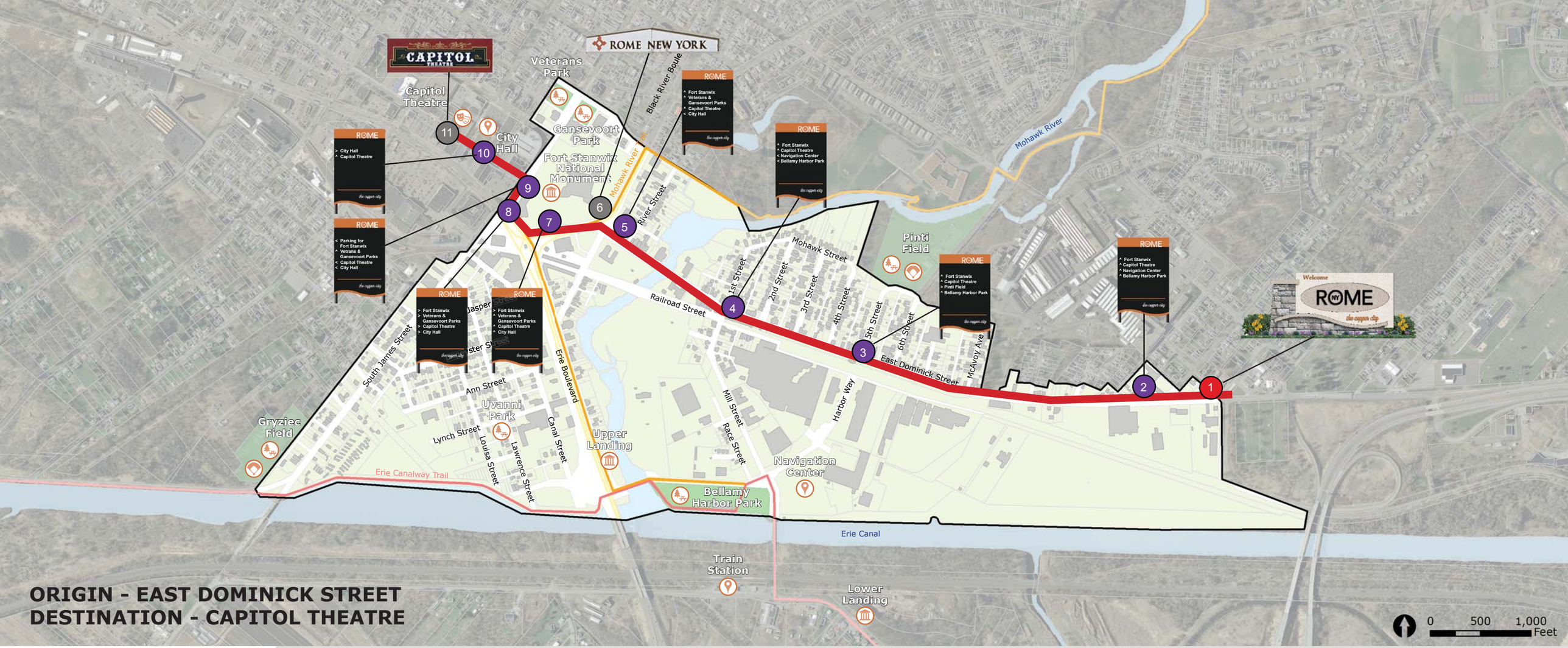

ORIGIN - EAST DOMINICK STREET
DESTINATION - CAPITOL THEATRE

LEGEND

- XX Gateway Sign
- XX Vehicular Directional Sign
- XX Parking Sign
- XX Existing Sign to Remain

SIGN MESSAGING

1 | Gateway Sign

Welcome to Rome
The Coper City

2 | Vehicular Directional

^ Fort Stanwix
^ Capitol Theatre
^ City Hall
^ Bellamy Harbor Park

3 | Vehicular Directional

^ Fort Stanwix
^ Capitol Theatre
> Pinti Field
^ Bellamy Harbor Park

4 | Vehicular Directional

^ Fort Stanwix
< Bellamy Harbor Park
< Navigation Center
^ Capitol Theatre

5 | Vehicular Directional

^ Fort Stanwix
^ Veterans & Gansevoort Parks
^ City Hall
^ Capitol Theatre

6 | Existing Gateway Sign

7 | Vehicular Directional

> Fort Stanwix
^ Veterans & Gansevoort Parks
^ City Hall
^ Capitol Theatre

8 | Vehicular Directional

> Fort Stanwix
> Veterans & Gansevoort Parks
> City Hall
> Capitol Theatre

9 | Vehicular Directional

< Parking for Fort Stanwix
^ Veterans & Gansevoort Parks
< City Hall
< Capitol Theatre

10 | Vehicular Directional

> City Hall
^ Capitol Theatre

11 | Existing Capitol Theatre Sign

MAP 2

ROME NY the copper city

VEHICULAR SAMPLE JOURNEY | CAPITOL THEATRE

Downtown and Waterfront | Wayfinding Strategy and Design Plan

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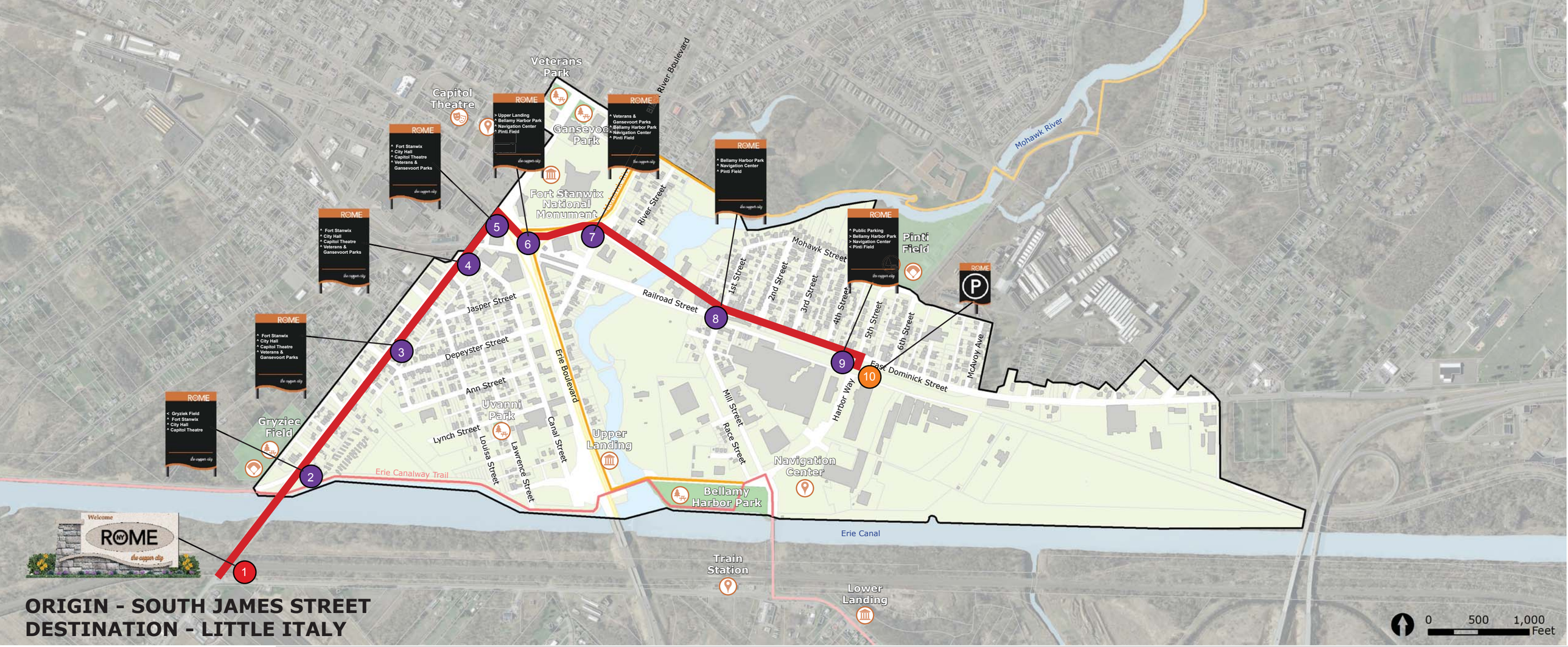


ORIGIN - SOUTH JAMES STREET
DESTINATION - LITTLE ITALY

LEGEND

- Gateway Sign
- Vehicular Directional Sign
- Parking Sign
- Existing Sign to Remain

SIGN MESSAGING

1 | Gateway Sign

Welcome to Rome
The Copper City

2 | Vehicular Directional

^ Gryziec Field
^ Fort Stanwix
^ City Hall
^ Capitol Theatre

3 | Vehicular Directional

^ Fort Stanwix
^ Veterans & Gansevoort Parks
^ City Hall
^ Capitol Theatre

4 | Vehicular Directional

^ Fort Stanwix
^ Veterans & Gansevoort Parks
^ City Hall
^ Capitol Theatre

5 | Vehicular Directional

^ Fort Stanwix
^ Veterans & Gansevoort Parks
^ City Hall
^ Capitol Theatre

6 | Vehicular Directional

> Upper Landing
^ Bellamy Harbor Park
^ Navigitation Center
^ Pinti Field

7 | Vehicular Directional

< Veterans & Gansevoort Parks
^ Bellamy Harbor Park
^ Navigitation Center
^ Pinti Field

8 | Vehicular Directional

^ Bellamy Harbor Park
^ Navigitation Center
^ Pinti Field

9 | Vehicular Directional

> Bellamy Harbor Park
> Navigitation Center
< Pinti Field

10 | Parking Sign

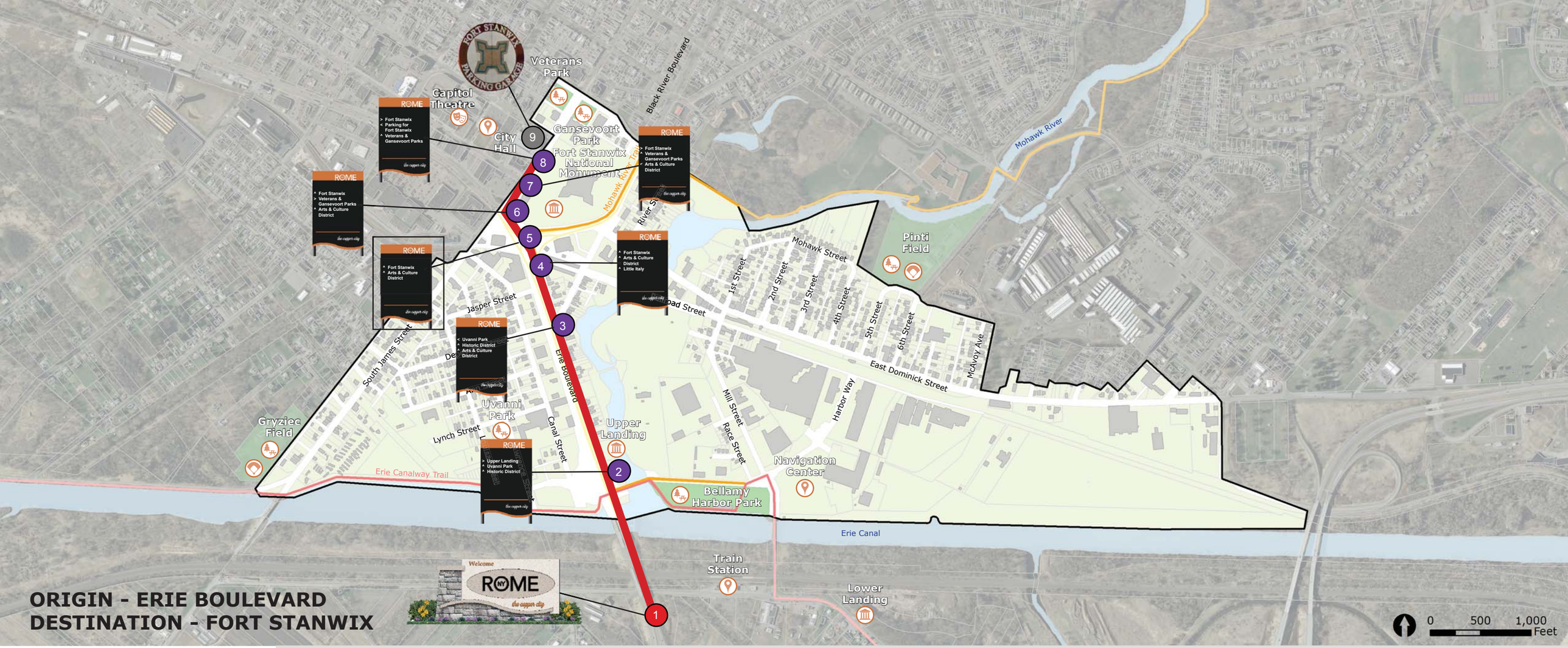
MAP 3

ROME NY the copper city

VEHICULAR SAMPLE JOURNEY | LITTLE ITALY DISTRICT

Downtown and Waterfront | Wayfinding Strategy and Design Plan

BERGMANN ARCHITECTS ENGINEERS PLANNERS



ORIGIN - ERIE BOULEVARD
DESTINATION - FORT STANWIX

LEGEND

- XX Gateway Sign
- XX Vehicular Directional Sign
- XX Parking Sign
- XX Existing Sign to Remain

SIGN MESSAGING

1 | Gateway Sign

Welcome to Rome
The Copper City

2 | Vehicular Directional

> Upper Landing
^ Uvanni Park
^ Historic District

3 | Vehicular Directional

< Uvanni Park
^ Historic District
^ Arts & Culture District

4 | Vehicular Directional

^ Fort Stanwix
^ Arts & Culture District
^ Little Italy

5 | Vehicular Directional

^ Fort Stanwix
^ Arts & Culture District

6 | Vehicular Directional

> Fort Stanwix
> Veterans & Gansevoort Parks
> Arts & Culture District

7 | Vehicular Directional

> Fort Stanwix
^ Veterans & Gansevoort Parks
< Arts & Culture District

8 | Vehicular Directional

> Fort Stanwix
< Parking for Fort Stanwix
^ Veterans & Gansevoort Parks

9 | Existing Parking Garage Sign

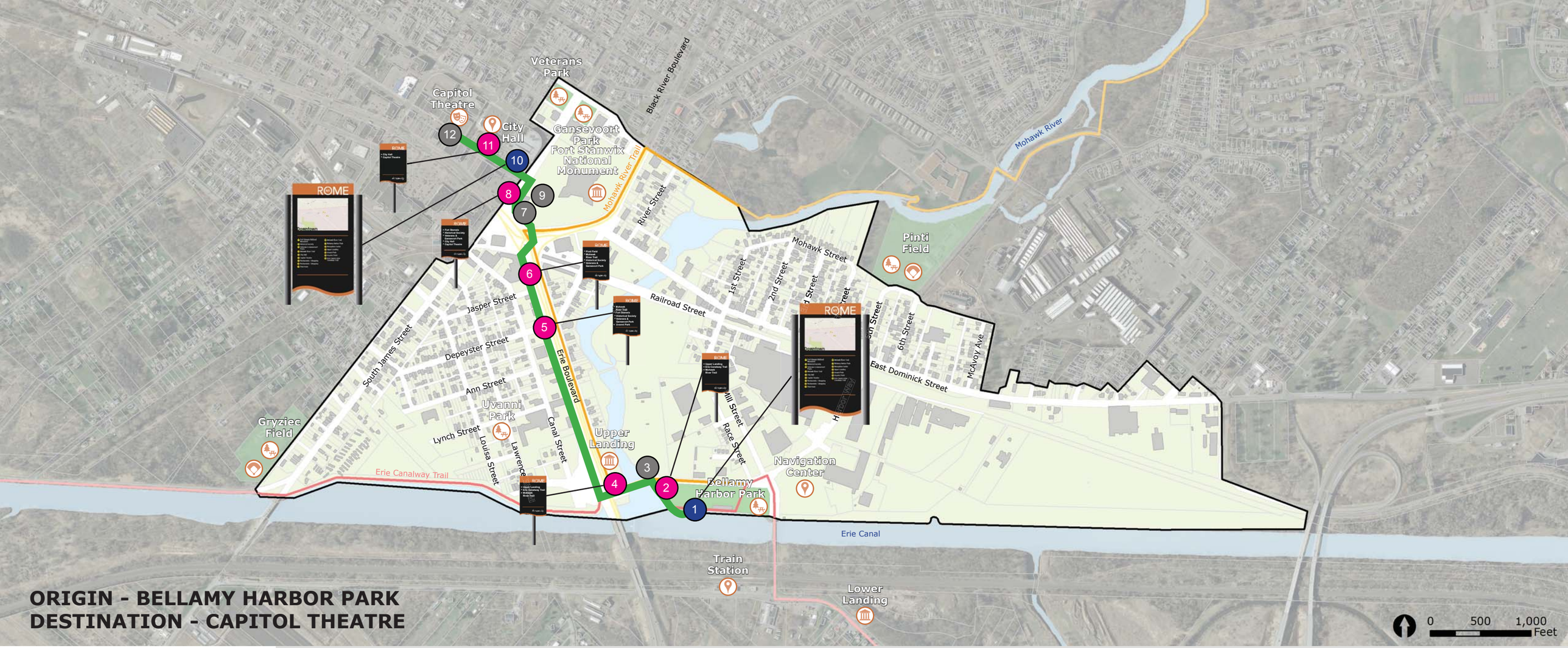
MAP 4

ROME NY the copper city

VEHICULAR SAMPLE JOURNEY | FORT STANWIX

Downtown and Waterfront | Wayfinding Strategy and Design Plan

BERGMANN ARCHITECTS ENGINEERS PLANNERS



ORIGIN - BELLAMY HARBOR PARK
DESTINATION - CAPITOL THEATRE

LEGEND

- XX Kiosk
- XX Pedestrian Directional Sign
- XX Existing Sign to Remain

SIGN MESSAGING

1 | Kiosk

2 | Pedestrian Directional

< Upper Landing
< Erie Canalway Trail
< Mohawk River Trail

3 | Existing Mohawk River Trail Map

4 | Pedestrian Directional

> Upper Landing
^ Erie Canalway Trail
> Mohawk River Trail

5 | Pedestrian Directional

^ Mohawk River Trail
^ Fort Stanwix
^ Historical Society
^ Veterans & Gansevoort Park
< Uvanni Park

6 | Pedestrian Directional

^ Fort Stanwix
^ Mohawk River Trail
^ Historical Society
^ Veterans & Gansevoort Park

7 | Existing Fort Stanwix Sign

8 | Pedestrian Directional

> Fort Stanwix
^ Historical Society
^ Veterans & Gansevoort Parks
^ City Hall
^ Capitol Theatre

9 | Existing Fort Stanwix Sign

10 | Kiosk

11 | Pedestrian Directional

> City Hall
^ Capital Theatre

12 | Existing Capitol Theatre Sign

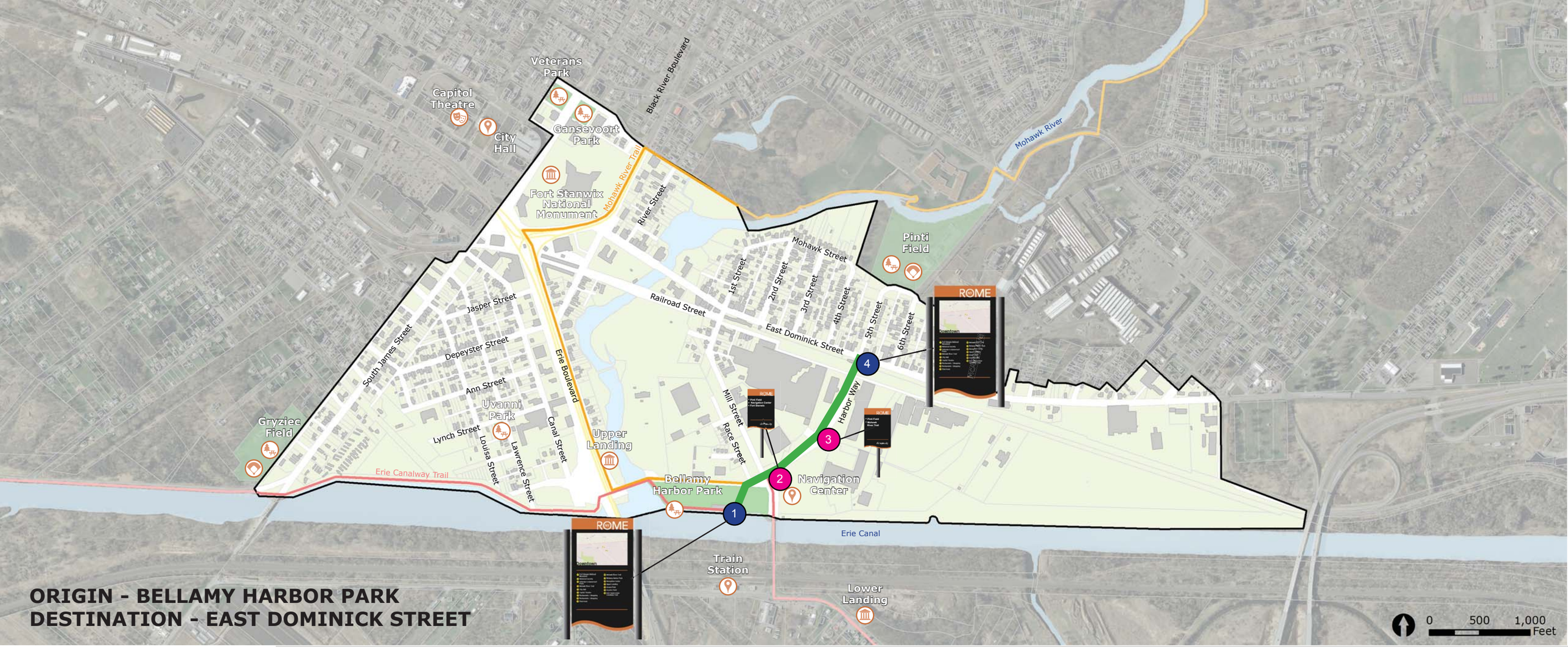
MAP 5

ROME NY
the copper city

PEDESTRIAN SAMPLE JOURNEY | CAPITOL THEATRE

Downtown and Waterfront | Wayfinding Strategy and Design Plan

BERGMANN
ARCHITECTS ENGINEERS PLANNERS



ORIGIN - BELLAMY HARBOR PARK
DESTINATION - EAST DOMINICK STREET

LEGEND

- XX Kiosk
- XX Pedestrian Directional Sign
- XX Existing Sign to Remain

SIGN MESSAGING

1 | Kiosk

2 | Pedestrian Directional

^ Pinti Field
> Navigation Center
< Fort Stanwix

3 | Pedestrian Directional

^ Pinti Field
^ Mohawk River Trail

5 | Kiosk

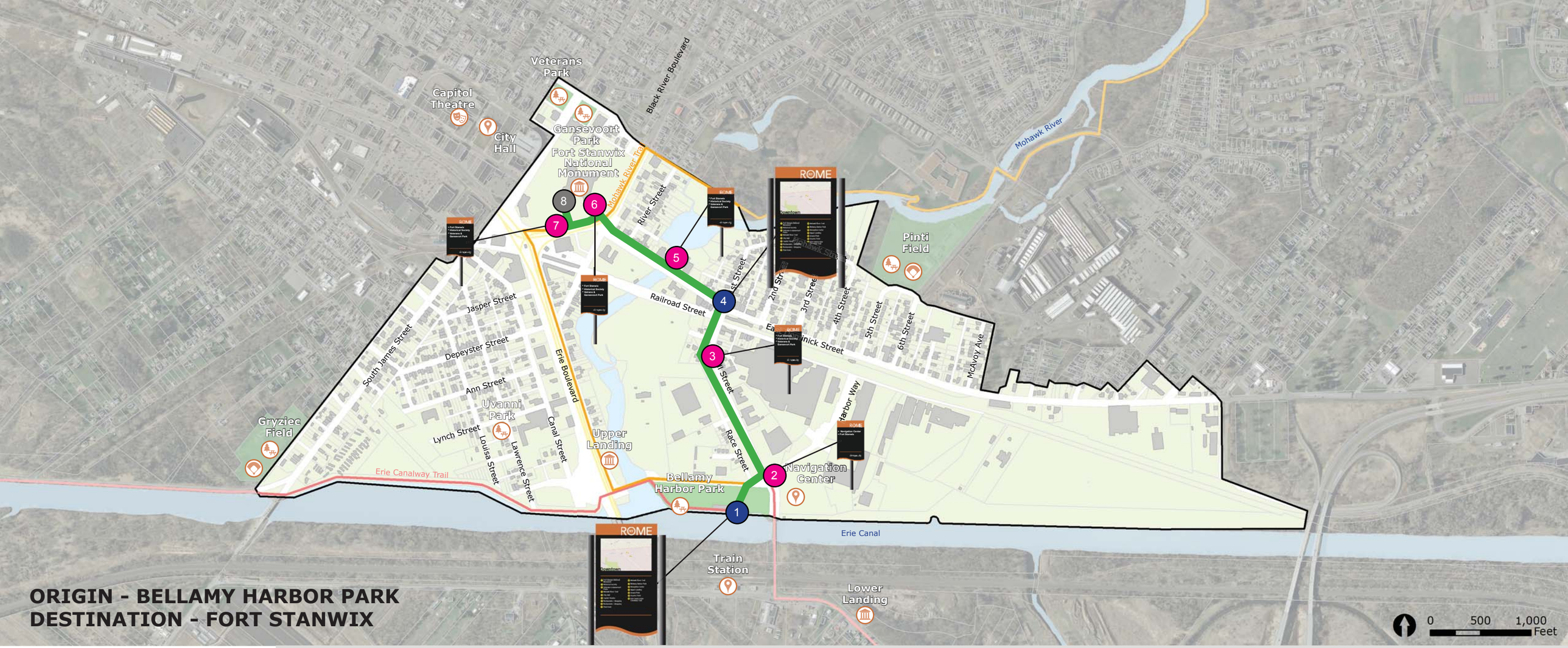
MAP 6

ROME NY the copper city

PEDESTRIAN SAMPLE JOURNEY | LITTLE ITALY DISTRICT

Downtown and Waterfront | Wayfinding Strategy and Design Plan

BERGMANN ARCHITECTS ENGINEERS PLANNERS



ORIGIN - BELLAMY HARBOR PARK
DESTINATION - FORT STANWIX

LEGEND

- XX Kiosk
- XX Pedestrian Directional Sign
- XX Existing Sign to Remain

SIGN MESSAGING

1 | Kiosk

2 | Pedestrian Directional

> Navigation Center
< Fort Stanwix

3 | Pedestrian Directional

^ Fort Stanwix
^ Historical Society
^ Veterans & Gansevoort Park

4 | Kiosk

5 | Pedestrian Directional

^ Fort Stanwix
^ Historical Society
^ Veterans & Gansevoort Park

6 | Pedestrian Directional

^ Fort Stanwix
^ Historical Society
^ Veterans & Gansevoort Park

7 | Pedestrian Directional

> Fort Stanwix
^ Historical Society
^ Veterans & Gansevoort Park

8 | Existing Fort Stanwix Sign

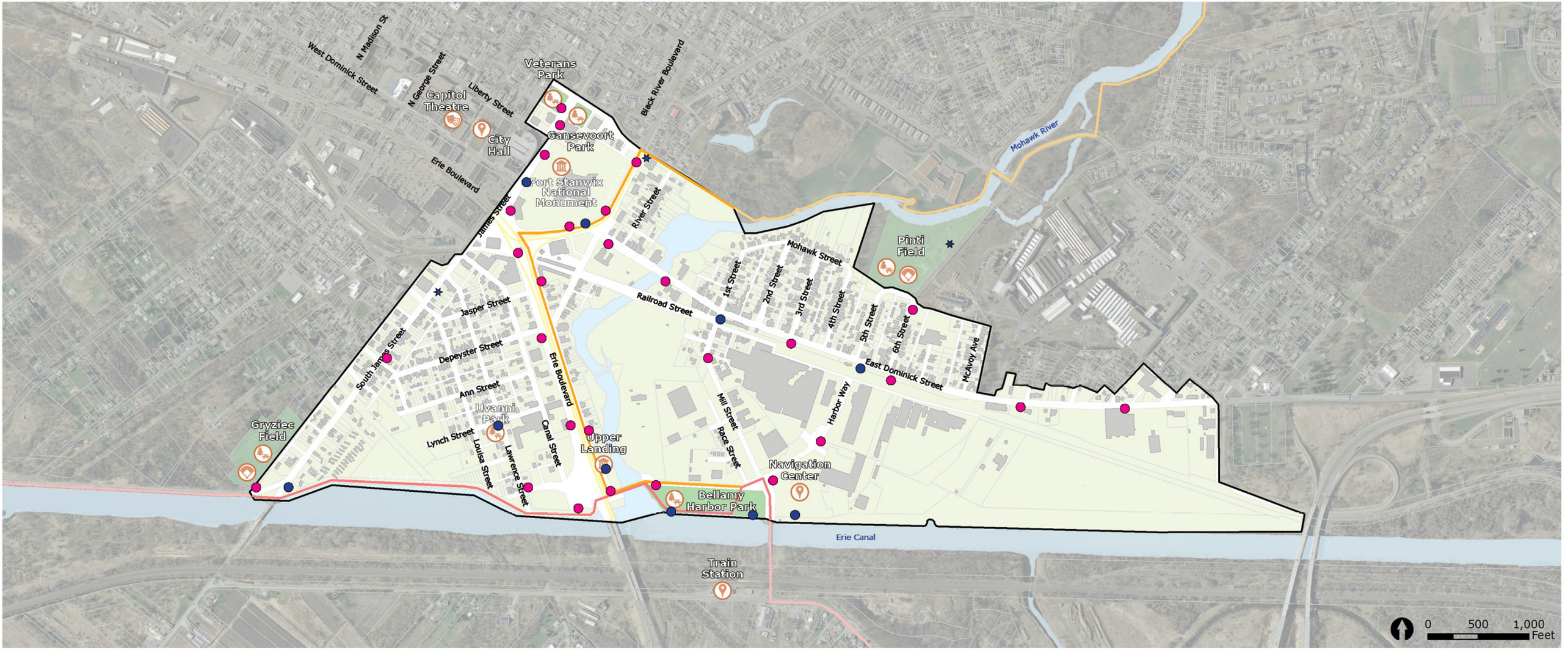
MAP 7

ROME NY the copper city

PEDESTRIAN SAMPLE JOURNEY | FORT STANWIX

Downtown and Waterfront | Wayfinding Strategy and Design Plan

BERGMANN ARCHITECTS ENGINEERS PLANNERS



LEGEND

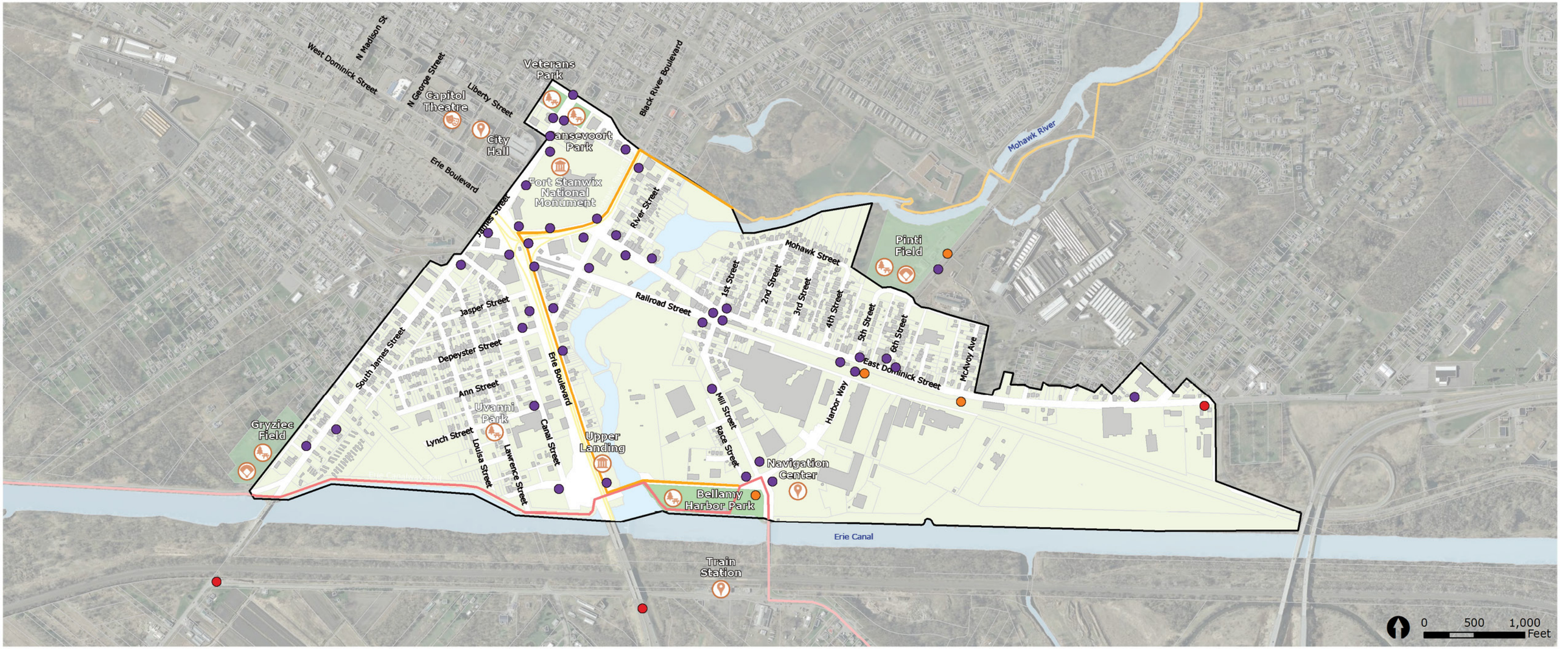
- Major Kiosk (10)
- Minor Kiosk (3)
- Pedestrian Directional Sign (28)

Sign Locations

After the completion of the sample journeys and the determination of the wayfinding signage types, sign location plans were developed for both the vehicular and pedestrian wayfinding systems, as depicted on this and the following map (Map 8 and Map 9). Sign criteria stated in the Sign Design and Messaging section of this report was used to locate vehicular and pedestrian wayfinding signage to successfully navigate vehicular and pedestrian traffic on the determined primary routes to the primary destinations.

Signage is located on the sign location plans for the Downtown Rome BOA study area by type.

MAP 8



LEGEND

- Gateway Sign (3)
- Vehicular Directional Sign (45)
- Parking Sign (4)

Banners (110)	East Dominick Street	(40)
	South James Street	(20)
	North James Street	(15)
	Erie Boulevard East	(20)
	Black River Boulevard	(15)

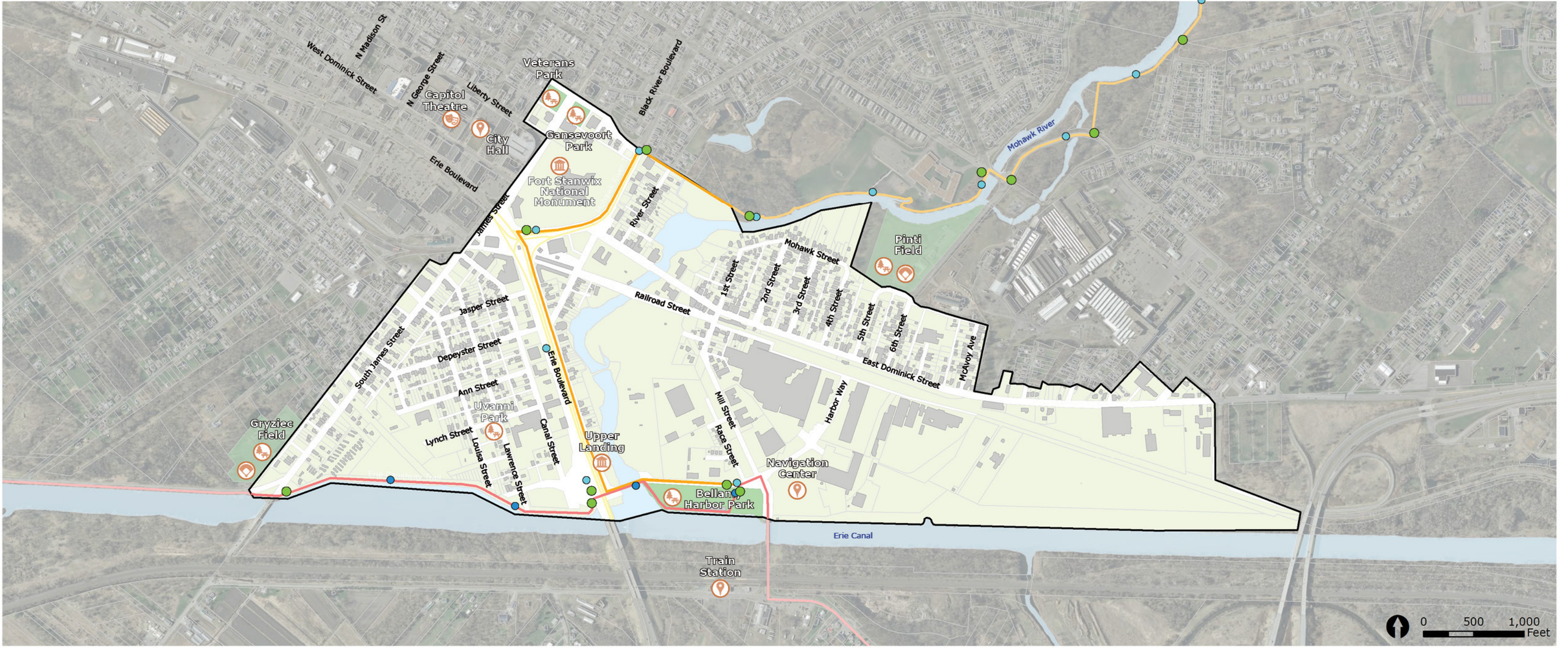
MAP 9

ROME NY the copper city

PROPOSED SIGN LOCATION MAP | VEHICULAR SIGNAGE

Wayfinding Design Plan | Downtown and Waterfront

BERGMANN ARCHITECTS ENGINEERS PLANNERS



LEGEND

- Trail Sign (12)
- 1/4 Mile Marker Sign (15)

ROME NY
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PROPOSED SIGN LOCATION MAP | TRAIL SIGNAGE

Wayfinding Design Plan | Downtown and Waterfront

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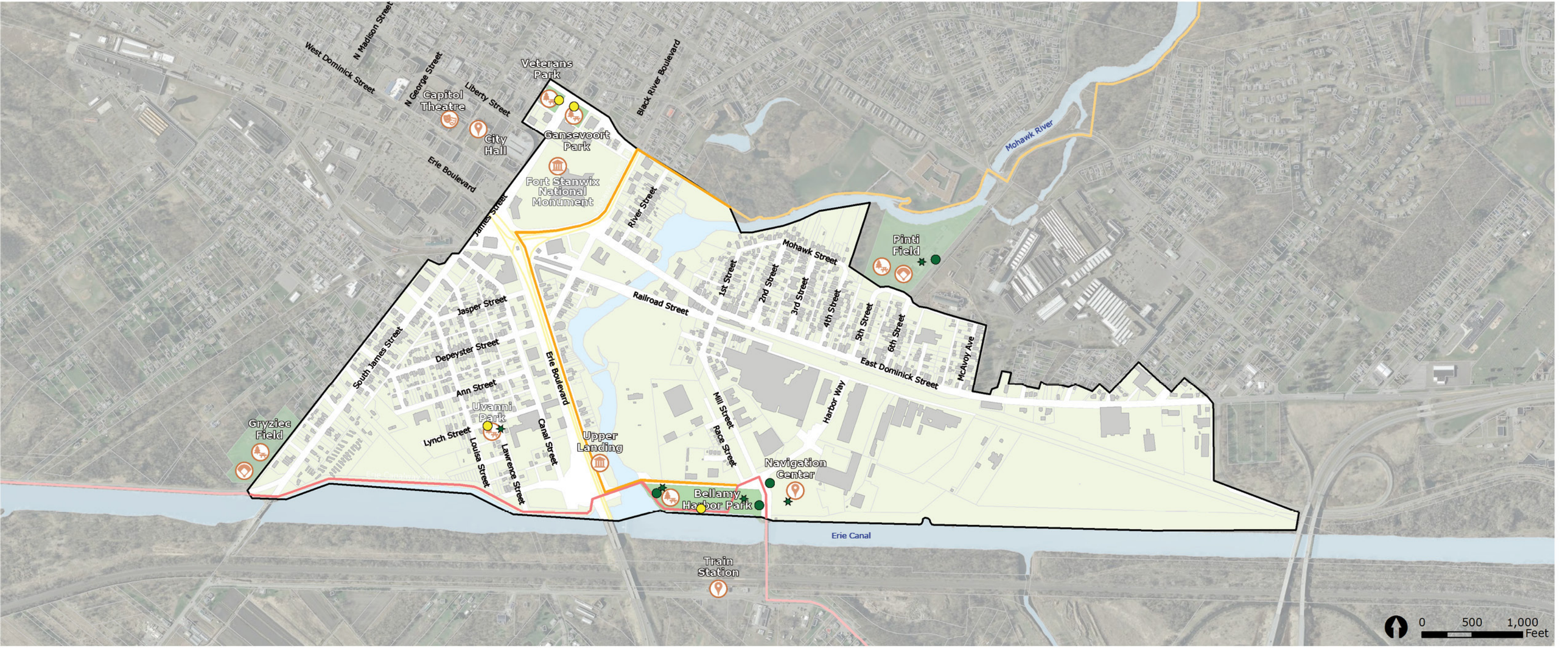
ARCHITECTS ENGINEERS PLANNERS



LEGEND

- Park Identification Medium (4)
- Park Identification Large (4)
- Park Rules (5)

ROME NY
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PROPOSED SIGN LOCATION MAP | PARK SIGNAGE

Wayfinding Design Plan | Downtown and Waterfront

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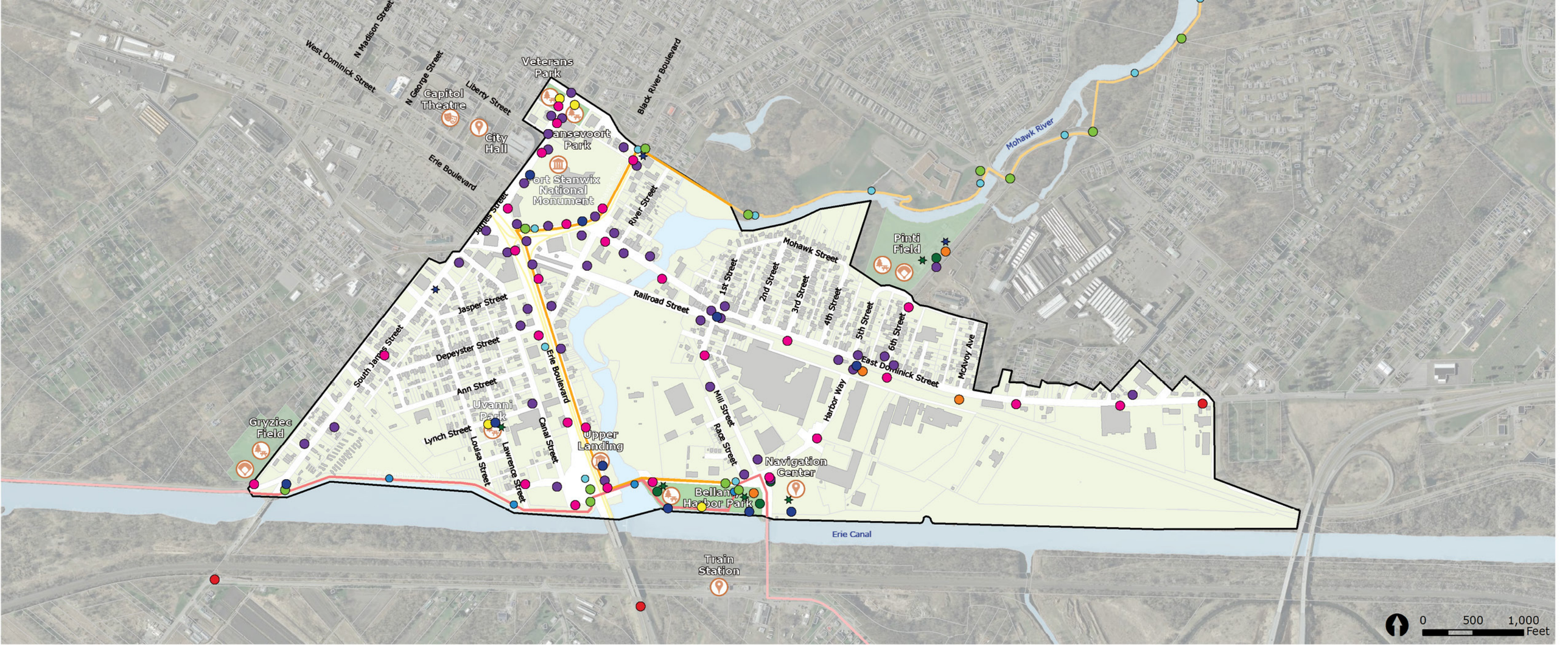
ARCHITECTS ENGINEERS PLANNERS



LEGEND

- Major Kiosk (10)
- Minor Kiosk (3)
- Pedestrian Directional Sign (28)
- Gateway Sign (3)
- Vehicular Directional Sign (45)
- Parking Sign (4)
- Trail Sign (12)
- 1/4 Mile Marker Sign (15)
- Park Identification Medium (4)
- Park Identification Large (4)
- Park Rules (5)

Banners (110)

East Dominick Street	(40)
South James Street	(20)
North James Street	(15)
Erie Boulevard East	(20)
Black River Boulevard	(15)

ROME NY
the copper city

PROPOSED SIGN LOCATION MAP | WAYFINDING SIGNAGE

Wayfinding Design Plan | Downtown and Waterfront

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appendix f | Erie Blvd BOA | recommendations

LEGEND

- Major Kiosk (10)
- Minor Kiosk (2)
- Pedestrian Directional Sign (9)

ROME NY the copper city

PROPOSED SIGN LOCATION MAP | PEDESTRIAN SIGNAGE

Wayfinding Design Plan | Erie Boulevard BOA

BERGMANN ARCHITECTS ENGINEERS PLANNERS

LEGEND

- Vehicular Directional Sign (13)
- Parking Sign (4)

Banners (30)

West Dominick Street	(10)
Erie Boulevard West	(10)
West Liberty Street	(10)

ROME NY the copper city

PROPOSED SIGN LOCATION MAP | VEHICULAR SIGNAGE

Wayfinding Design Plan | Erie Boulevard BOA

BERGMANN ARCHITECTS ENGINEERS PLANNERS

LEGEND

- Park Identification Large (1)
- Park Rules (1)

ROME NY the copper city

PROPOSED SIGN LOCATION MAP | PARK SIGNAGE

Wayfinding Design Plan | Erie Boulevard BOA

BERGMANN ARCHITECTS ENGINEERS PLANNERS

LEGEND

- Minor Kiosk (2)
- Pedestrian Directional Sign (9)
- Vehicular Directional Sign (13)
- Parking Sign (4)
- Park Identification Large (1)
- Park Rules (1)

Banners (30)

West Dominick Street	(10)
Erie Boulevard West	(10)
West Liberty Street	(10)

ROME NY the copper city

PROPOSED SIGN LOCATION MAP | WAYFINDING SIGNAGE

Wayfinding Design Plan | Erie Boulevard BOA

BERGMANN ARCHITECTS ENGINEERS PLANNERS