

appendix a

referenced resources

Rochester Pedestrian Wayfinding Study

Referenced Resources

Existing Location Maps:

1. Pedestrian Routes
 - a. Genesee Riverway Trail – Trail Location Map (PDF) & Design Manual
 - b. Heritage Trail – Trail Location Map (PPT) & Use W Main St. dwgs - Berg. Project
 - c. Skyway – Location map (PDF)
 - d. Bicycle Route – Location and Prioritization map (PDF)
 - e. Erie Canalway – Trail Location Map (PDF)
2. Sign System:
 - a. Vehicular Signs (CPA/Corbin) - Sign Locations (GIS) & Design Standards
3. Existing/Planned Wayfinding Elements
 - a. Destinations - 'Welcome to Downtown Rochester' Map-PDF
[attractions differ from GRT map]
 - b. Historic Districts – Preservation District Maps (PDF)
 - c. Downtown Parking - map of surface, underground and above ground garages
 - d. Downtown Nightlife/Restaurants – Map (PDF)
 - e. Development Sites – Location Map (PDF)

Location Maps:

1. RGRTA
2. Downtown Circulation Study
3. Midtown Streets Re-Alignment
4. Circulator Study
5. Bicycle Master Plan – Amenities
6. Aqueduct/Historical Canal District

Existing Sign Standard Manuals

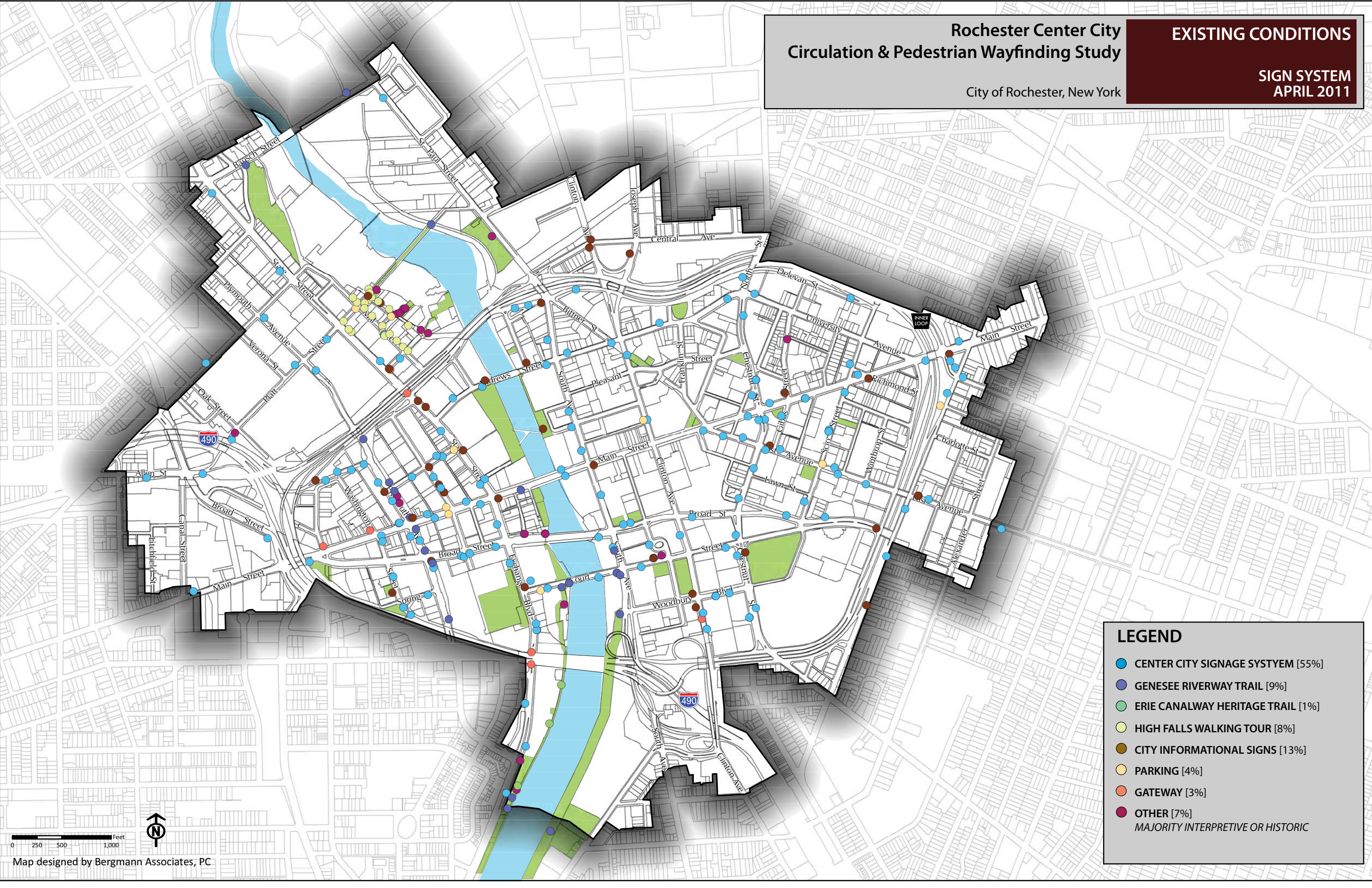
Genesee Riverway Trail Signage
Center City Signage System

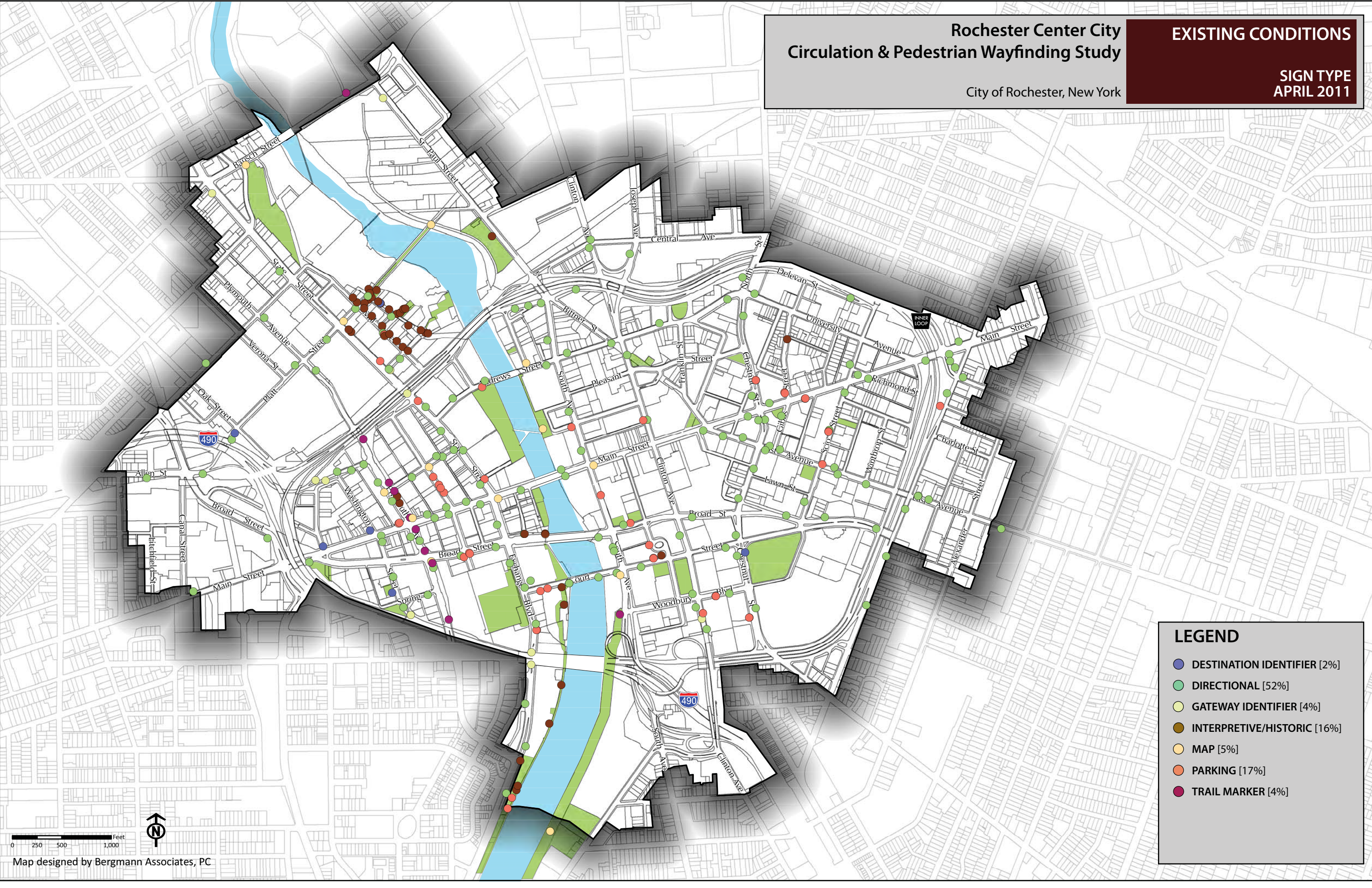
Reports

2008 Vision Plan – RRCDC
Center City Master Plan 2003
Rochester Comprehensive Plan 2010

appendix b

existing condition maps





LEGEND

DESTINATION IDENTIFIER [2%]

DIRECTIONAL [52%]

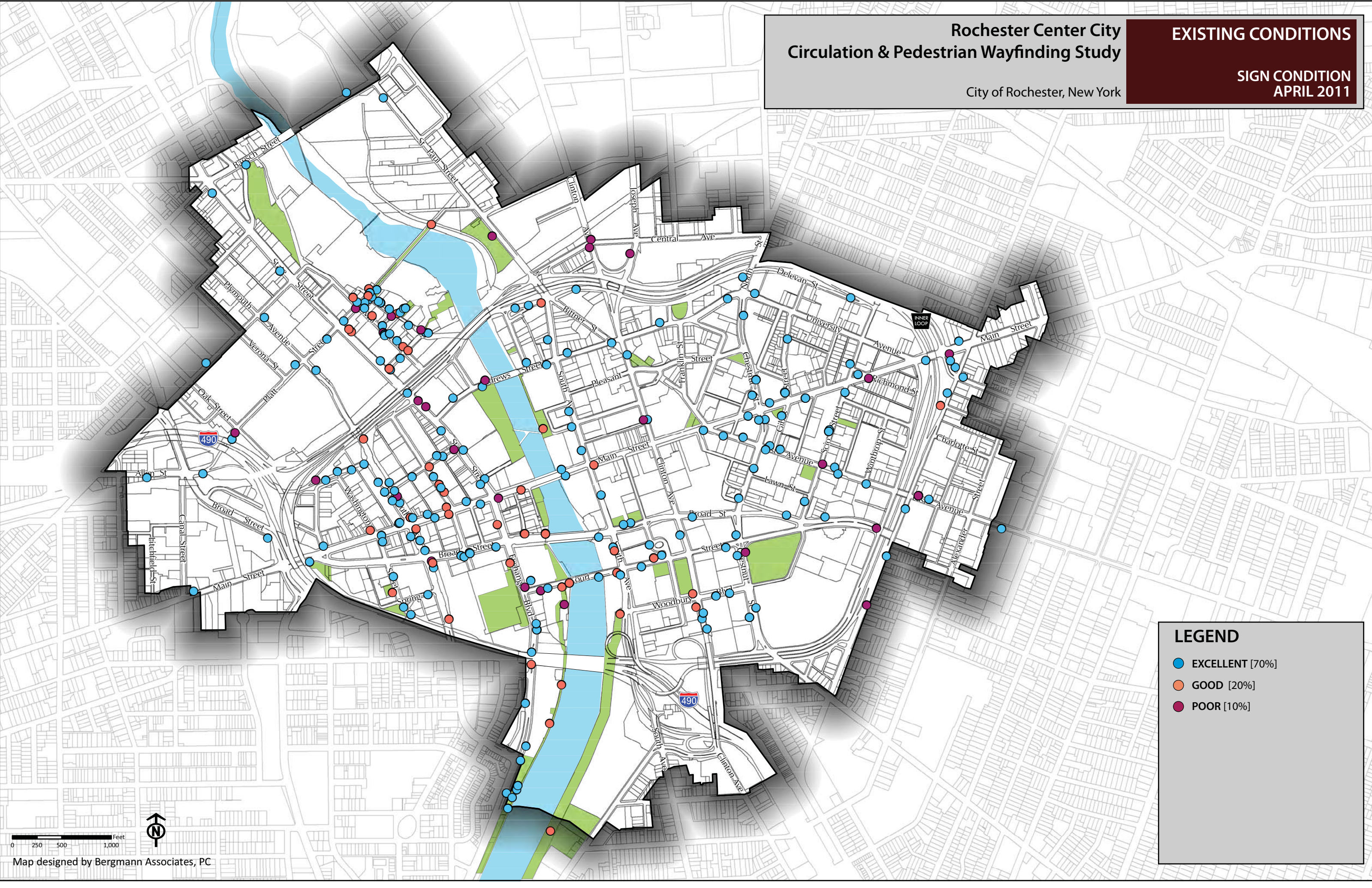
GATEWAY IDENTIFIER [4%]

INTERPRETIVE/HISTORIC [16%]

MAP [5%]

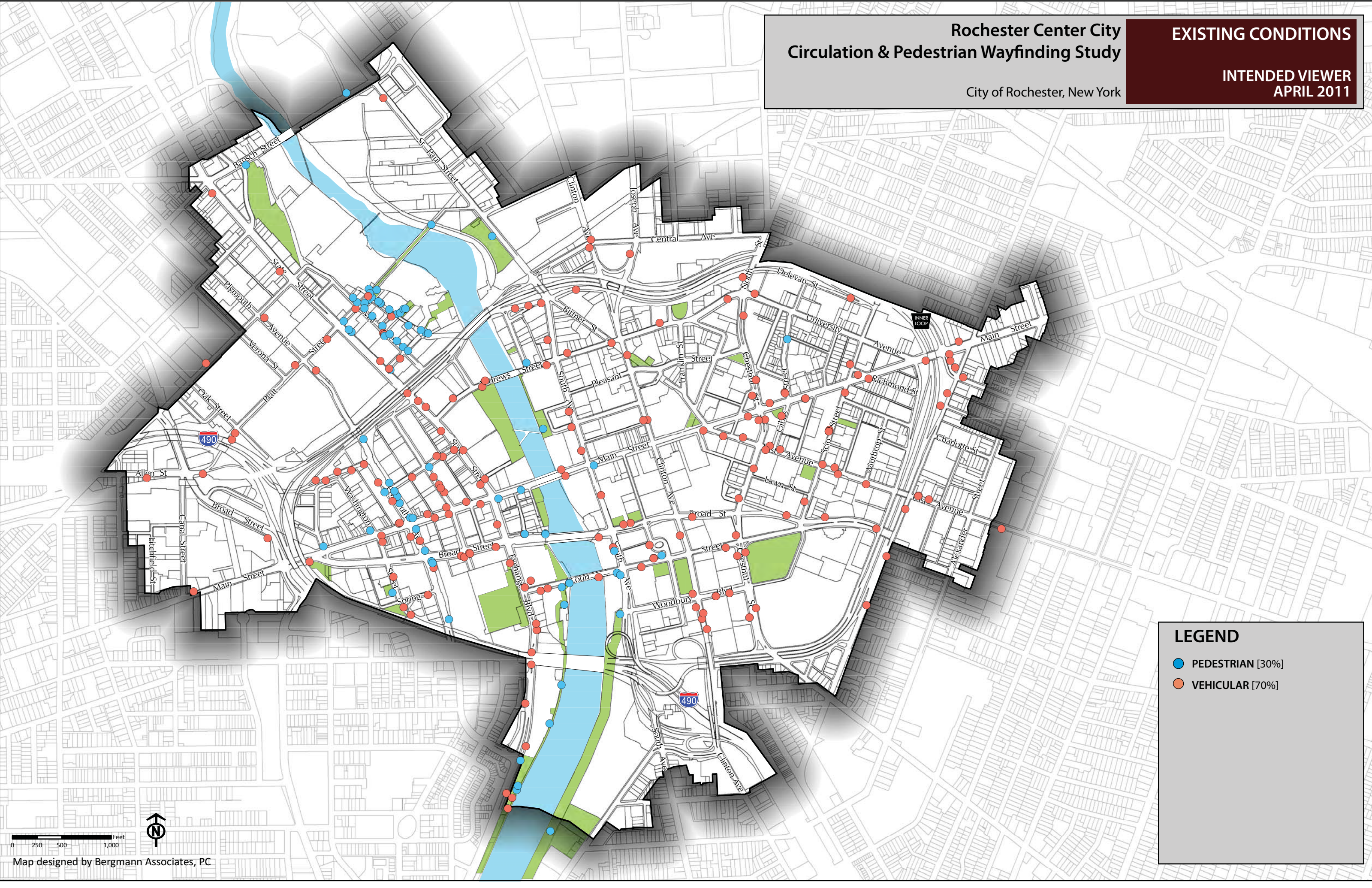
PARKING [17%]

TRAIL MARKER [4%]



LEGEND

- EXCELLENT [70%]
- GOOD [20%]
- POOR [10%]



- LEGEND**
- PEDESTRIAN [30%]
 - VEHICULAR [70%]

appendix c

final schematic design package



CLOUD GEHSHAN ASSOCIATES

Design Consultants

400 Market Street
Suite 300
Philadelphia, PA 19106

TEL 215 829 9414
FAX 215 829 9066
www.cloudgehshan.com



The City of Rochester

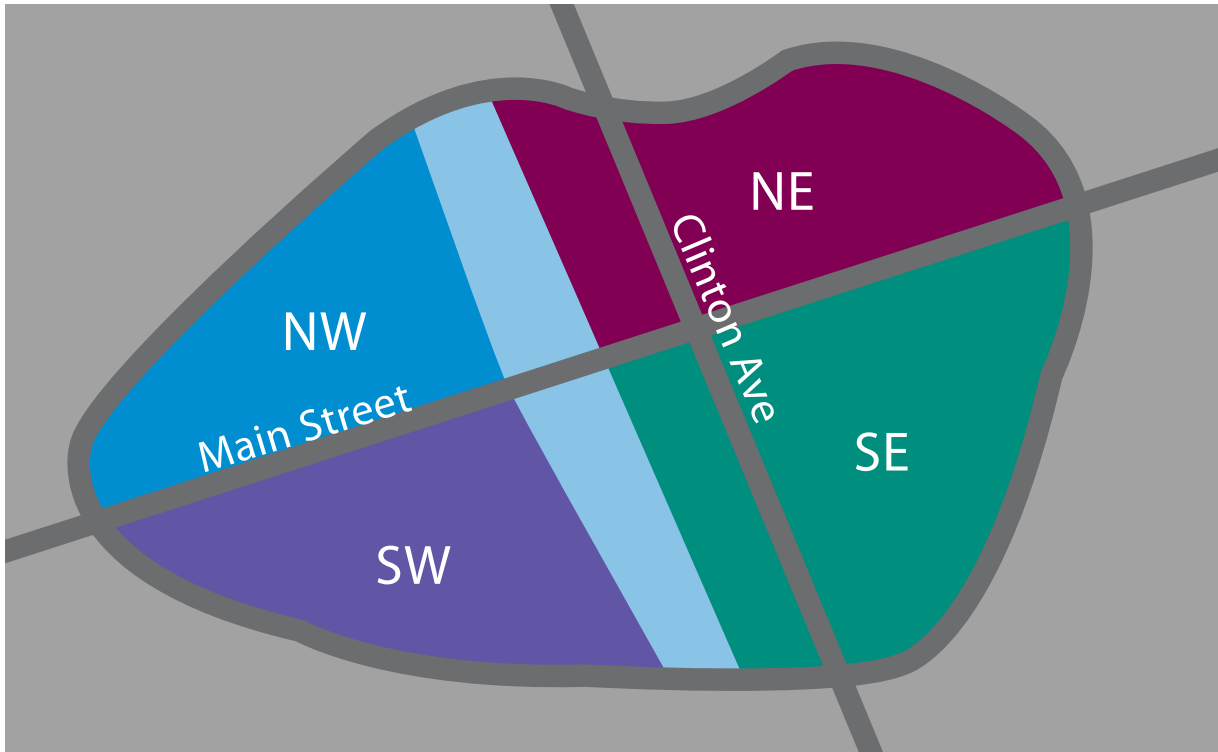
Pedestrian sign system and wayfinding

Schematic Design

May 11, 2012

The Quadrants

City of Rochester – Downtown



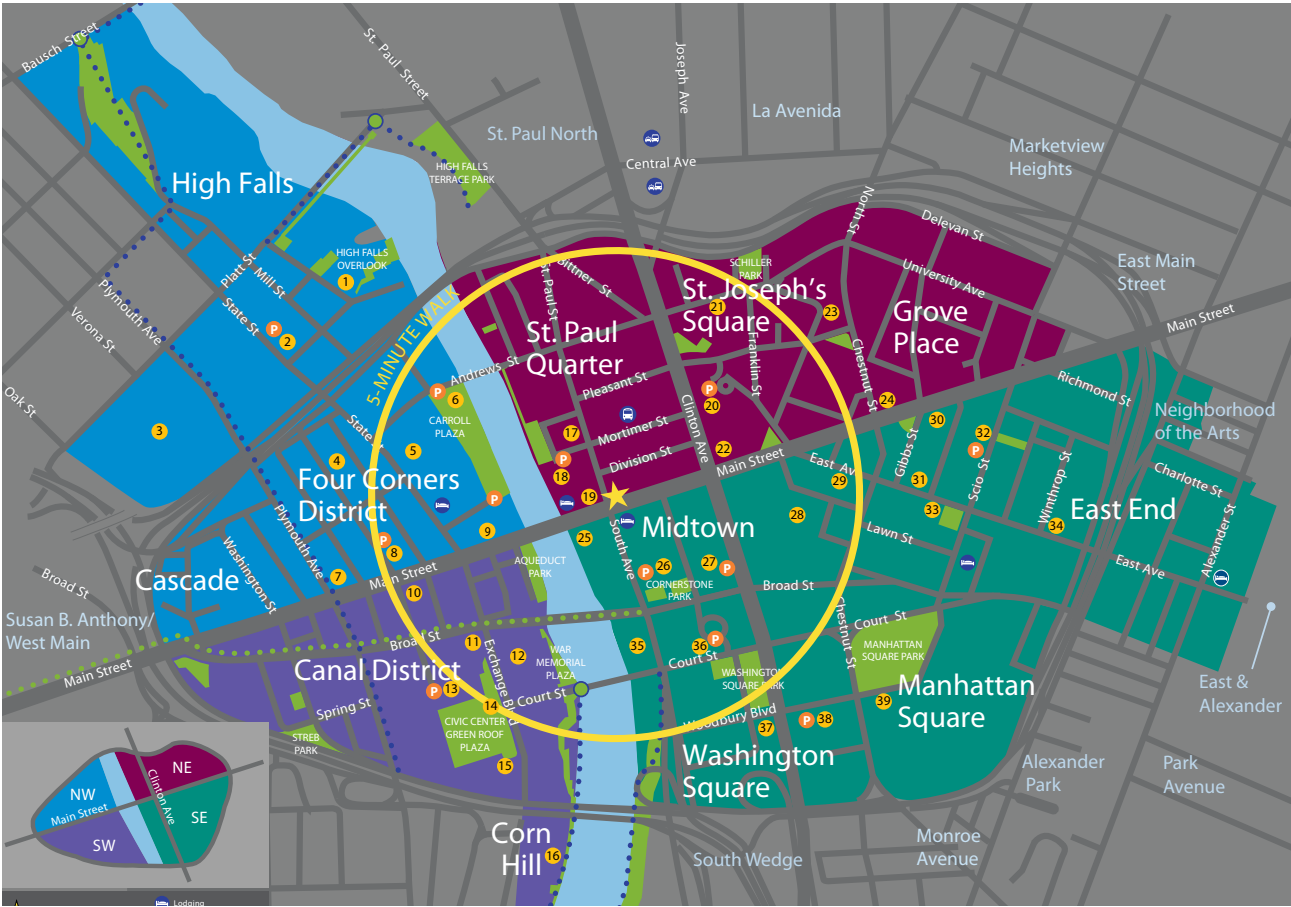
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FABRICATOR WILL BE RESPONSIBLE TO VERIFY ALL
CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11CR222001
Date	Revisions	Scale
05.11.12		As noted

The Quadrants and Districts

NorthWest

NorthEast



SouthWest

SouthEast

NorthWest

High Falls
Cascade District
Four Corners District

SouthWest

Canal District
Corn Hill

NorthEast

St. Paul Quarter
St. Joseph's Park
Grove Place

SouthEast

Washington Square
Manhattan Square
East End
Midtown

The city has been organized into four quadrants with river and Main Street as the organizing structure. The river and Main Street should always be featured prominently as an organization feature.

The districts have been realigned so that none of them cross over Main Street or the river with the exception of Midtown.

Midtown only in the SouthEast Quadrant and extend St. Paul Quarter and St. Joseph Park districts to Main Street.

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Pedestrian Signage and Wayfinding

1.4 ENVIRONMENTAL AUDIT

Organizing Features

Information Architecture – Destinations

City – black & gold

Quadrants – colors as noted

Districts – color/no color

City of Rochester

NorthWest

High Falls
Cascade District
Four Corners District

SouthWest

Canal District
Corn Hill

NorthEast

St. Paul Quarter
St. Joseph's Park
Grove Place

SouthEast

Washington Square
Manhattan Square
East End
Midtown SE

Destinations

Center at High Falls
City Hall
Frontier Field
Genesee Crossroads Garage
High Falls Garage
Hochstein School of Music
Reynolds Arcade (Traffic Court)
Sister Cities Garage
U.S. Federal Building

Blue Cross Arena
City Public Safety Building
Civic Center Garage
Corn Hill Landing
Hall of Justice/ Courts
Monroe County Office Building
Riverside Festival Site

Downtown Information Center
Harro East Thtr and Ballroom
MCC Damon City Campus
Mortimer Street Garage
Parking Garage
SUNY Brockport Metro Campus
SUNY Educational Opp Center
YMCA Metro Center

Central Library
Clinton Square Garage
Court Street Garage
GeVa Theater
Kodak Hall at Eastman Theater
Little Theater
Midtown
NYS Appellate Court Library
Riverside Convention Center
RoCo Art Center
Scio Street Garage
The Strong
South Avenue Garage
Visit Rochester
Washington Square Garage

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Pedestrian Signage and Wayfinding

1.5 ENVIRONMENTAL AUDIT

Abbreviations

If an abbreviation is used for one destination then it should be used consistently throughout the system, such as Ctr for Center.

Other destinations should be shortened to understandable terms that the visitor will understand. An example would be to change Rochester Rhinos Soccer Stadium to Soccer Stadium.

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Destinations – Copy fitting

Destinations
Copy that extends past the
pink line will not fit on signs
without being abbreviated.

Center at High Falls
City Hall
Frontier Field
Genesee Crossroads Garage
High Falls Garage
Hochstein School of Music
Reynolds Arcade (Traffic Court)
Sister Cities Garage
U.S. Federal Building

Blue Cross Arena
City Public Safety Building
Civic Center Garage
Corn Hill Landing
Hall of Justice/ Courts
Monroe County Office Building
Riverside Festival Site

Downtown Information Center
Harro East Thtr and Ballroom
MCC Damon City Campus
Mortimer Street Garage
Parking Garage
SUNY Brockport Metro Campus
SUNY Educational Opp Center
YMCA Metro Center

Central Library
Clinton Square Garage
Court Street Garage
GeVa Theater
Kodak Hall at Eastman Theater
Little Theater
Midtown
NYS Appellate Court Library
Riverside Convention Center
RoCo Art Center
Scio Street Garage
The Strong
South Avenue Garage
Visit Rochester
Washington Square Garage

Abbreviations

High Falls
City Hall
Frontier Field
Genesee Crossroads Garage
High Falls Garage
Hochstein School/Hall
Reynolds Arcade/Traffic Crt
Sister Cities Garage
U.S. Federal Bldg

Blue Cross Arena
City Public Safety Bldg
Civic Center Garage
Corn Hill Landing
Hall of Justice/ Courts
Monroe County Office Bldg
Riverside Festival Site


Downtown Info Ctr
Harro East Thtr and Ballroom
MCC/Damon Ctr
Mortimer Street Garage
Parking Garage
SUNY Brockport
SUNY Educational Opp Ctr
YMCA Metro Center

Central Library
Clinton Square Garage
Court Street Garage
GeVa Thtr
Eastman Schl/Thtr
Little Thtr
Midtown
NYS Appellate Court Library
Riverside Convention Ctr
RoCo Art Ctr
Scio Street Garage
Strong Museum
South Avenue Garage
Visit Rochester
Washington Square Garage

Information Architecture

NorthWest

High Falls
Cascade District
Four Corners District



NORTHWEST

Four Corners District

^ Listing 1

< Listing 2

> Listing 3

^ Listing 4

^ Listing 5

< Listing 6

> Southwest Quadrant


< Southeast Quadrant

^ Transportation Listing 1

< Transportation Listing 2

SouthWest

Canal District
Corn Hill



SOUTHWEST

Canal District

^ Listing 1

< Listing 2

> Listing 3

^ Listing 4

^ Listing 5

< Listing 6

> Northeast Quadrant


< Northwest Quadrant

^ Transportation Listing 1

< Transportation Listing 2

NorthEast

St. Paul Quarter
St. Joseph's Park
Grove Place



NORTHEAST

East End

^ Listing 1

< Listing 2

> Listing 3

^ Listing 4

^ Listing 5

< Listing 6

> Southeast Quadrant


< Southwest Quadrant

^ Transportation Listing 1

< Transportation Listing 2

SouthEast

Washington Square
Manhattan Square
East End
Midtown SE



SOUTHEAST

Washington Square

^ Listing 1

< Listing 2

> Listing 3

^ Listing 4

^ Listing 5

< Listing 6

> Northwest Quadrant

< Northeast Quadrant

^ Transportation Listing 1

< Transportation Listing 2

Organizing Features

Quadrants – colors as noted

Districts – no color

Headers have city color

Quadrant name can appear above or below district name

Only destinations within quadrants are listed on quadrant color:
Destinations outside of quadrants are not listed.

Direct to adjacent quadrants/districts using their colors as wayfinding handle

Transportation zone in city color

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Organizing Features

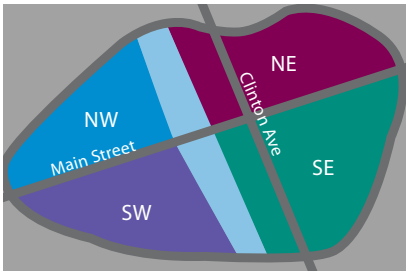
The existing quadrant colors are dark with the burgundy in particular reading like black. It is recommended that the quadrant colors be brightened to add character to the system.

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Color as an Organizing Feature

Vehicular Quadrant Colors



Pedestrian Quadrant Sign/Map Colors

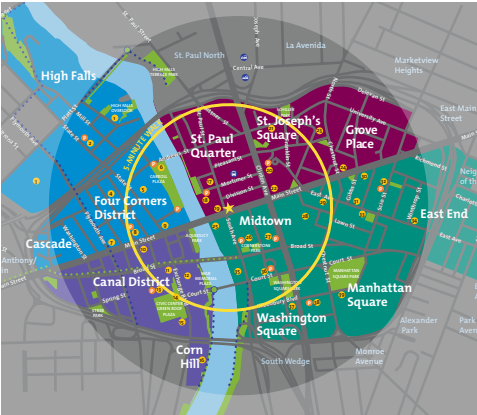


City Colors



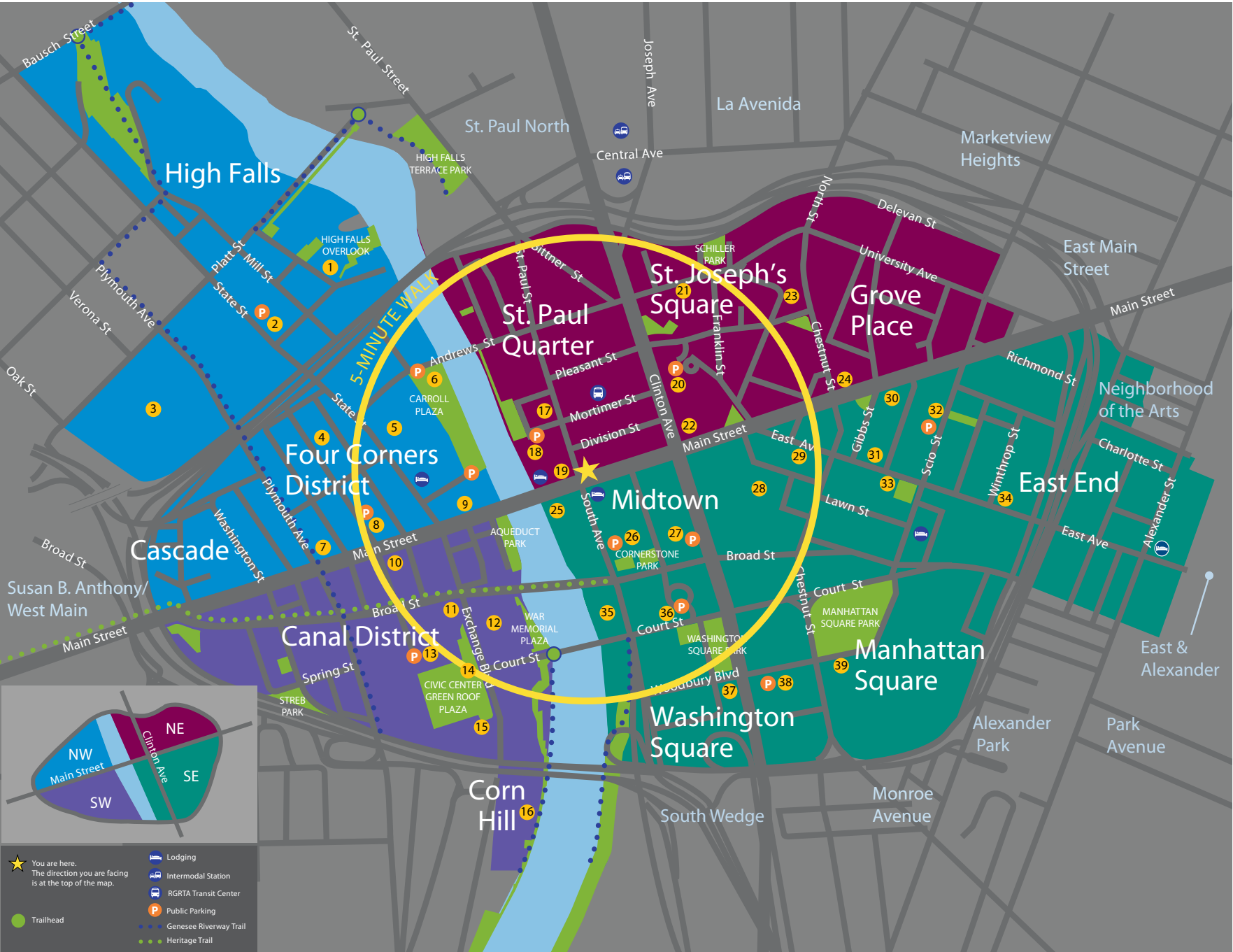
Neutrals

Maps



Mid-City Map
As the Rochester study area is rectangular a device was needed to create a consistent geometry that could be rotated on a single-sign design.

For the pedestrian mid-city map a circle was laid on top that focuses on the immediate area around the viewer but gently obscures the surrounding area. This allows the visitor to orient themselves to the city.



Organizing Features

For the system to be successful the maps should be always be positioned in a head's up orientation, meaning that what's ahead of you is at the top of the map.

- Features for the Minor Kiosk include:
- Map oriented as head's up
 - Key map showing major road network show inner loop
 - Study area and part of surrounding area
 - Genesee River and Main Street
 - Quadrants
 - District Names
 - Streets & Key Street Names
 - Key features such as parks & landmarks
 - Visitor parking garages
 - You are here star centered in the middle of map
 - 5-minute walking radius use 1/4 mile walking distance
 - Trails and trail heads
 - Legend
 - Help info: i.e., 311
 - QR code and City & GRVC website
 - Centered on current location at large scale

- Features for the Major Kiosk include:
- All features for the Minor Kiosk
 - Adjacent neighborhood destinations identified

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Typography

After extensive research a family of typefaces was chosen. The faces have a contemporary look but also feel industrial relating to Rochester's heritage. The x-height is larger than typical fonts increasing legibility from distances.

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Fonts

F1 – The Sans Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."

F2 – The Mix Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."

F3 – The Mix Bold

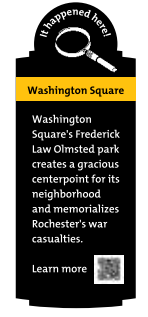
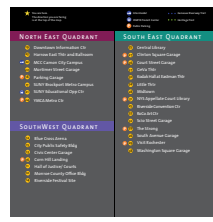
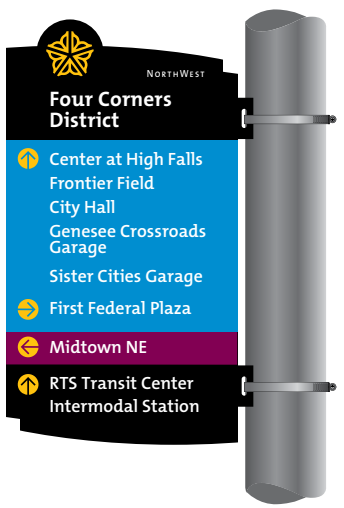
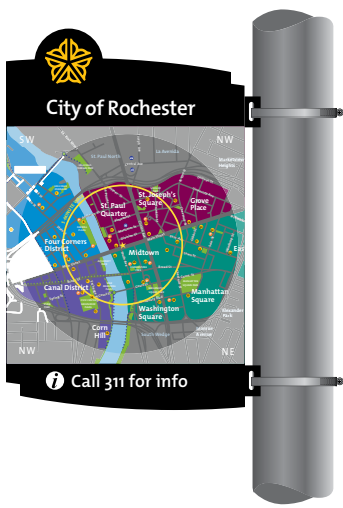
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."

1.10 SCHEMATIC DESIGN

Chosen Concept

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Major Kiosk

Minor Kiosk

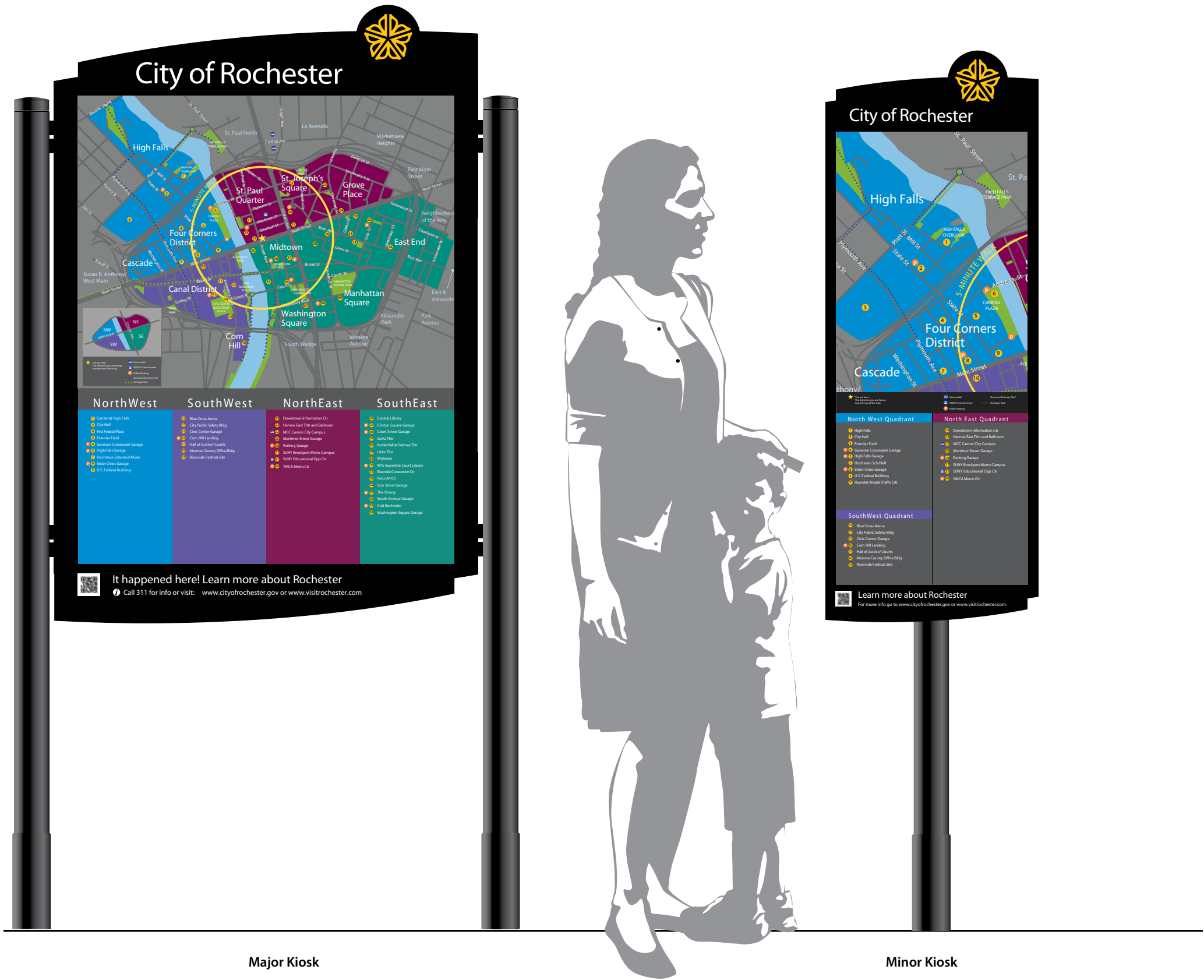
Mid-Block Map

Directional Sign

Interpretive/Trailblazer
scale 1 1/2"=1'-0"

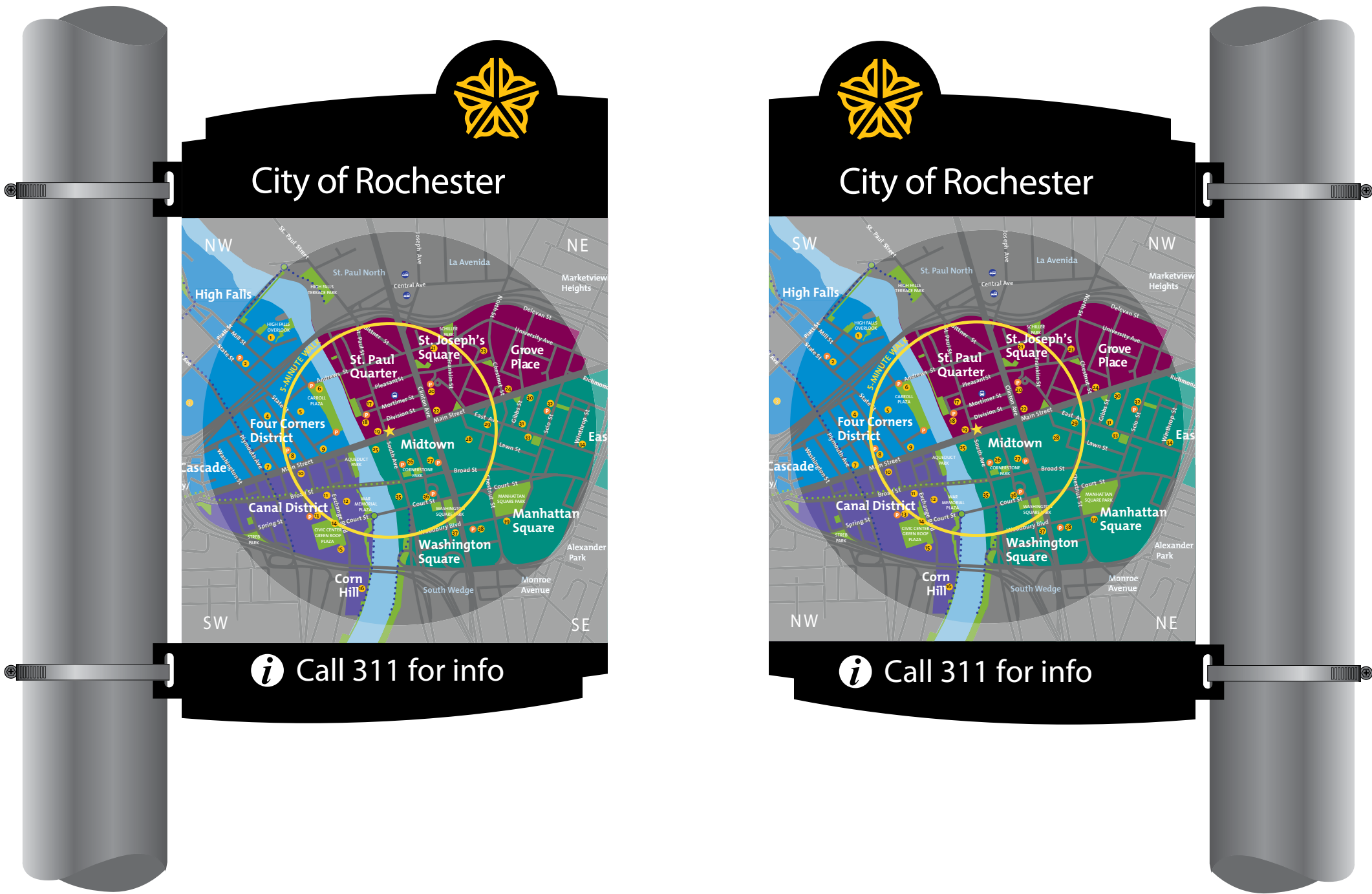
1.11SCHEMATIC DESIGN

Major & Minor Kiosk



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Mid-block Map



City of Rochester, NY

Pedestrian Signage and Wayfinding

1.12 SCHEMATIC DESIGN

Mid-Block Map Pole Mounted

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1.13 SCHEMATIC DESIGN

Directional Sign Pole Mounted



Directional

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1.14

SCHEMATIC DESIGN

Interpretive/ Trailblazer



Interpretive/Trailblazer

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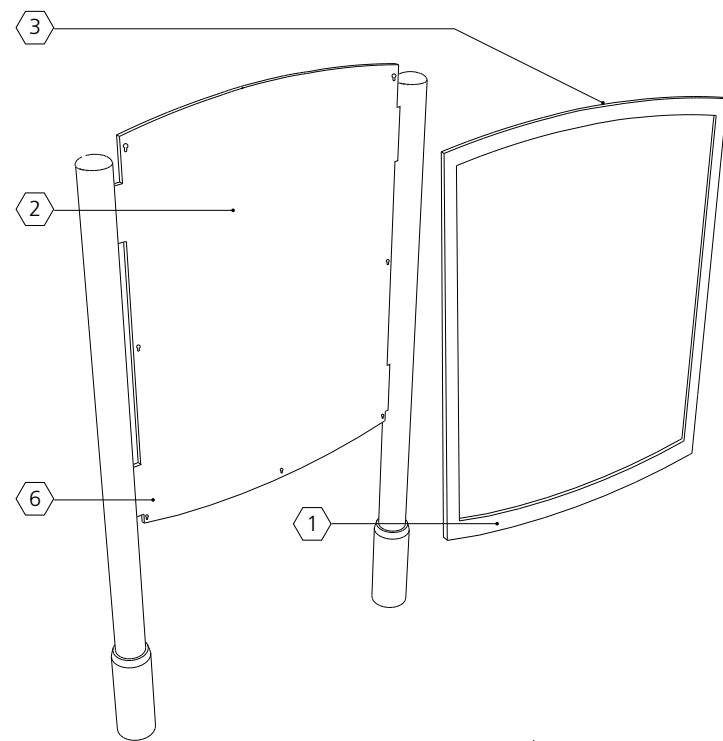
City of Rochester, NY

Pedestrian Signage and Wayfinding

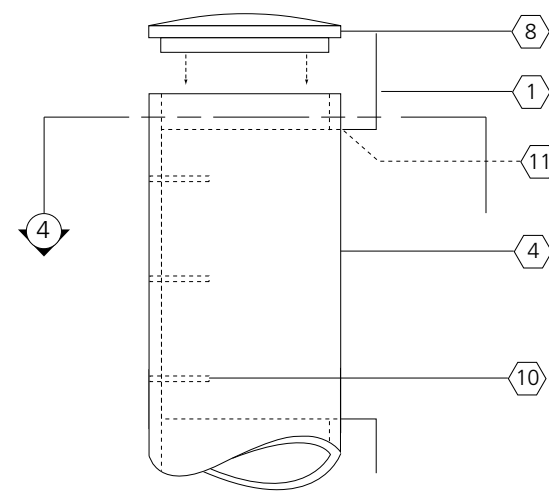
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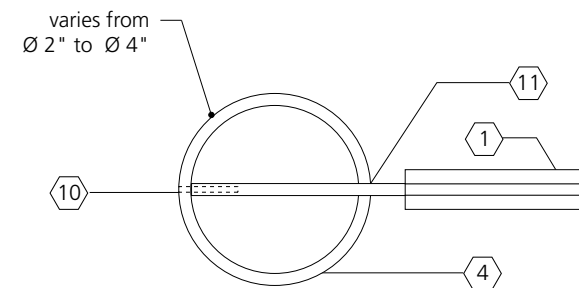
Construction Details (for example only)



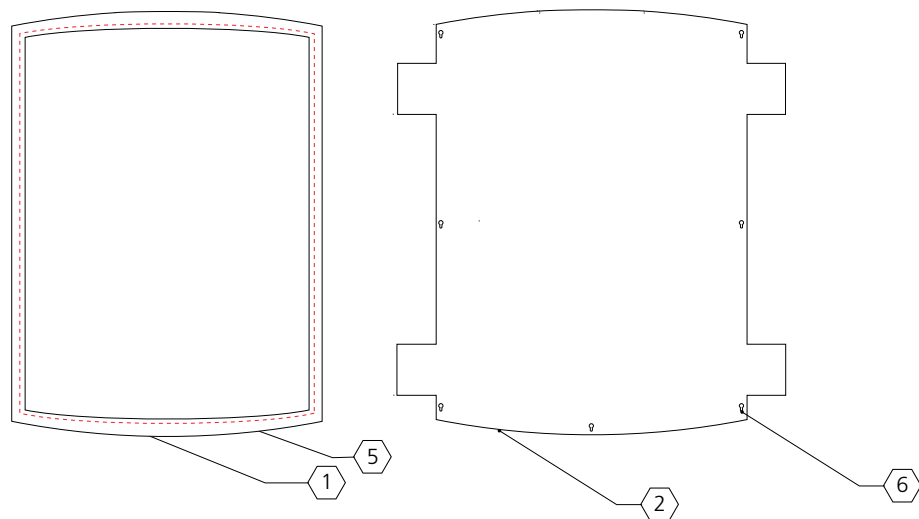
2 Perspective
nts



3 Detail - Elevation
quarter scale

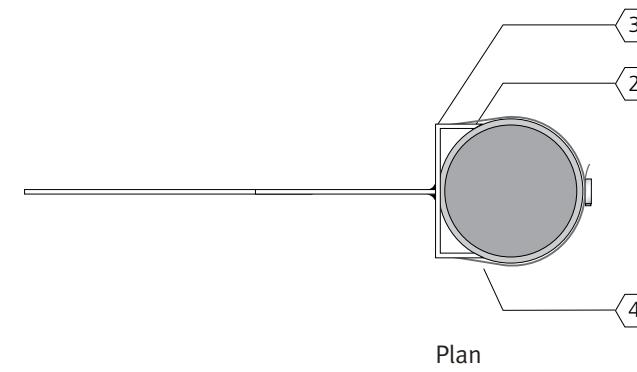


4 Detail - Plan
quarter scale

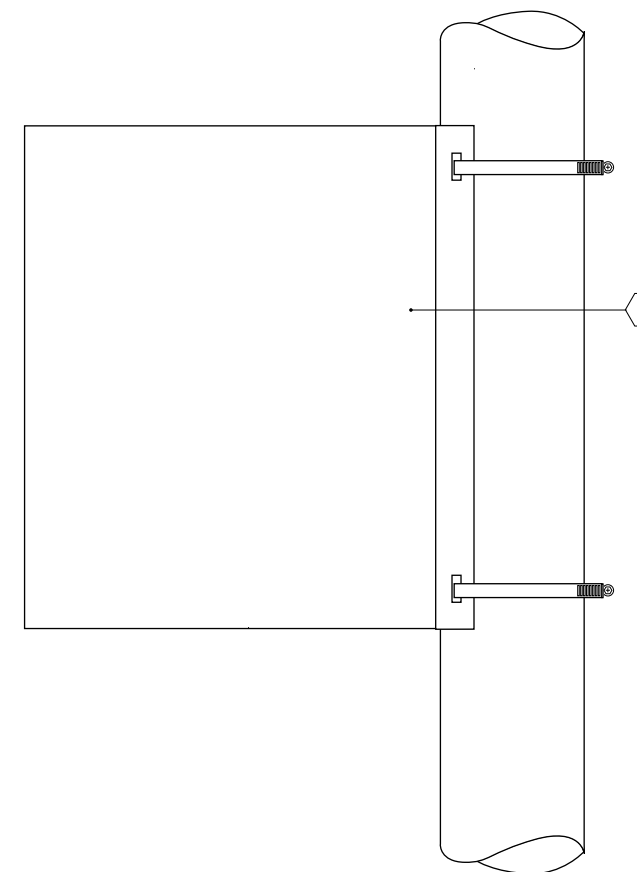


1 Panel Elevation
scale: 3/4"=1'-0"

- 1 Aluminum inner and outer frame
- 2 3/8" aluminum center panel with tabs
- 3 Screened copy onto frame
- 4 Aluminum extruded upright tube, size varies from Ø 2" to Ø 4"
- 5 Dotted red line represents routed area
- 6 1" key lock with machine screw 10-24 thread, 1/2" length for future removal of porcelain panel
- 7 Set screw with vandal resistant spanner head
- 8 Cold cast resin post cap
- 9 Aluminum extruded upright tube, size varies from Ø 2" to Ø 4"
- 10 Plug weld center panel to upright tube
- 11 Seal tab penetration with versilok



Plan



5 Pedestrian sign and map typical detail
scale: nts

- 1 1/4" aluminum panel
- 2 Weld
- 3 Aluminum bracket
- 5 Bandit strap and Clamp

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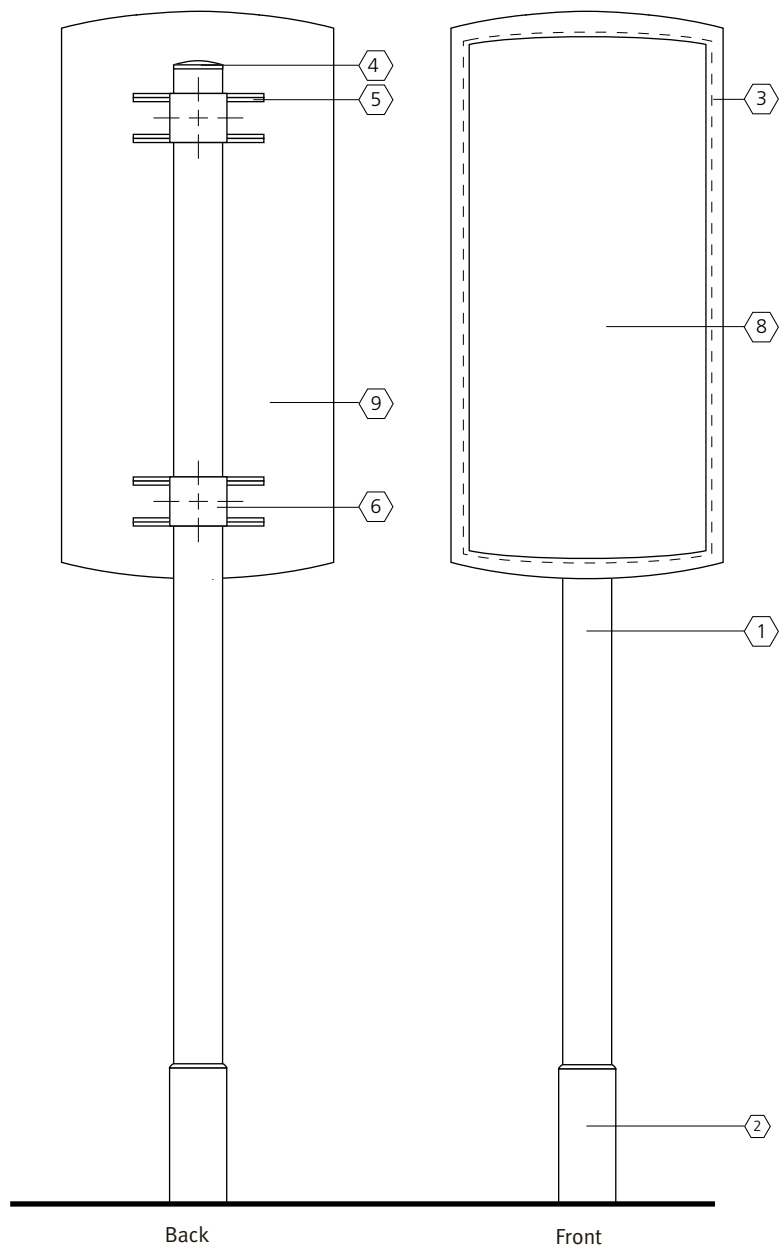
City of Rochester, NY

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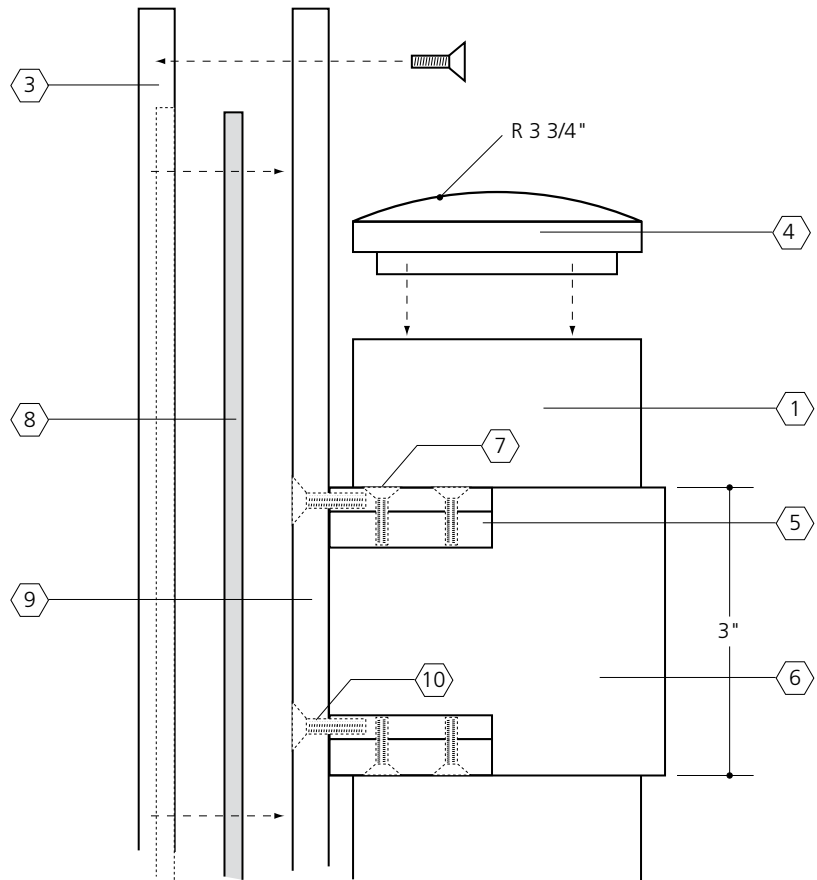
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SCHEMATIC DESIGN

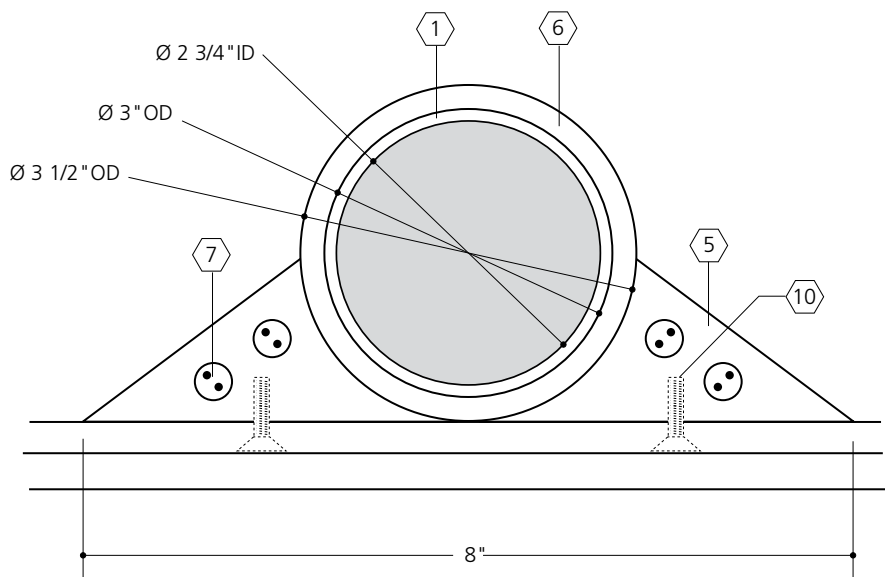
Construction Details (for example only)



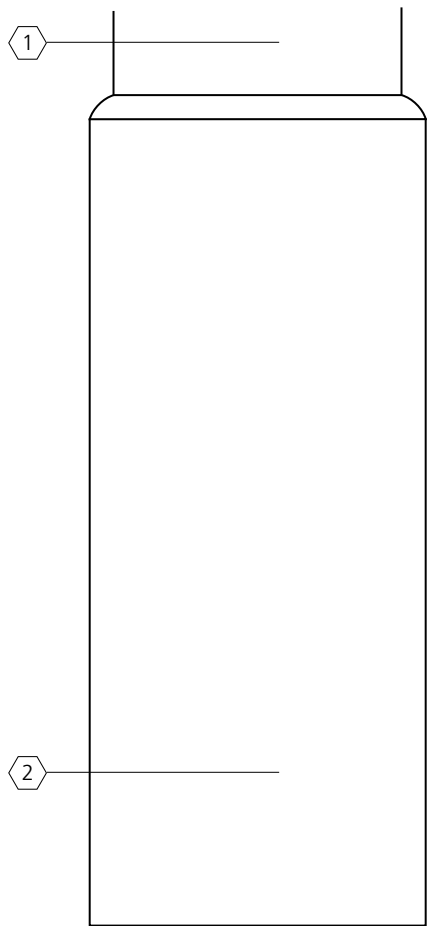
1 Typical detail for a single-faced minor kiosk
scale: 1"=1'-0"



2 Detail - Elevation
half scale



3 Typical construction & mounting details
half scale



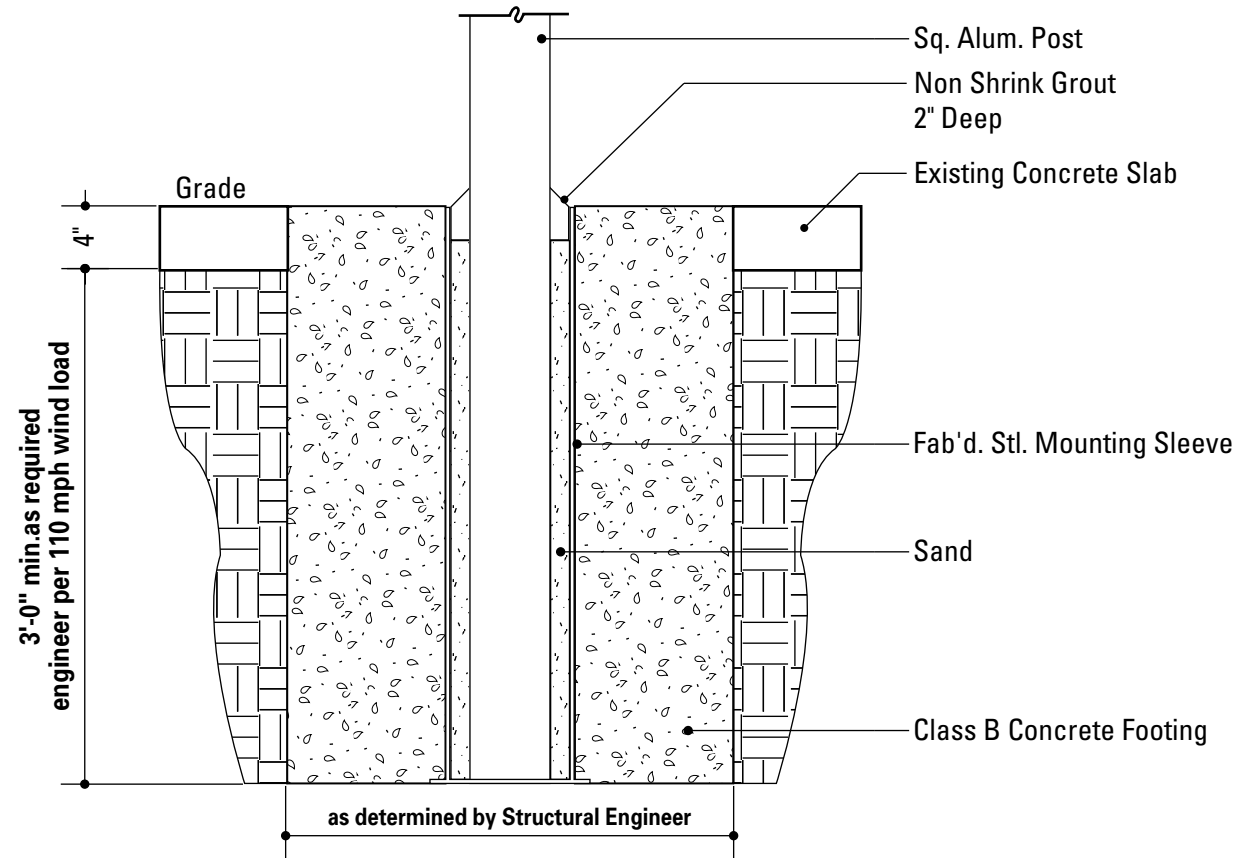
- 1 Ø 3" extruded aluminum vertical tube
- 2 Ø 3 1/2" extruded aluminum tube base with bell-rout 1/4 round at top of base
- 3 3/8" routed aluminum frame
- 4 Machined post cap versiloc to top of tube
- 5 1/4" alum gusset welded to cuff.
- 6 Ø 3 1/2" extruded aluminum cuff
- 7 Vandal-resistant set screws
- 8 Image panel (artwork to be provided by client)
- 9 3/8" aluminum back panel
- 10 Screws through back panel into gussets for added shear strength

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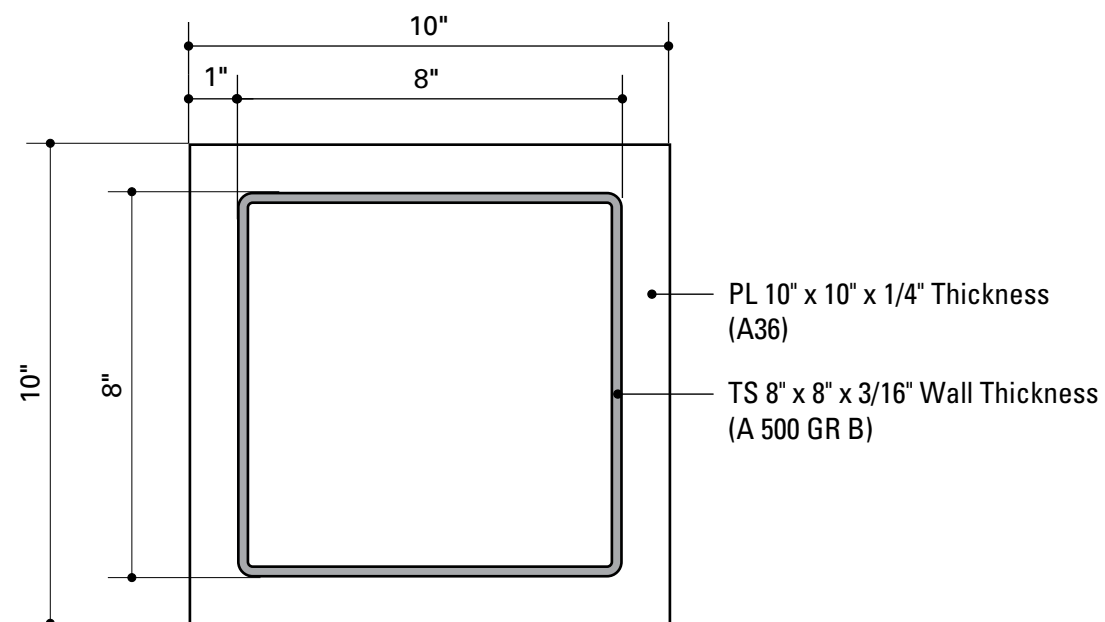
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Original detail

Note: Design Wind load 300 PSF 120 MPH,
3 Sec Gust Wind, Exp C

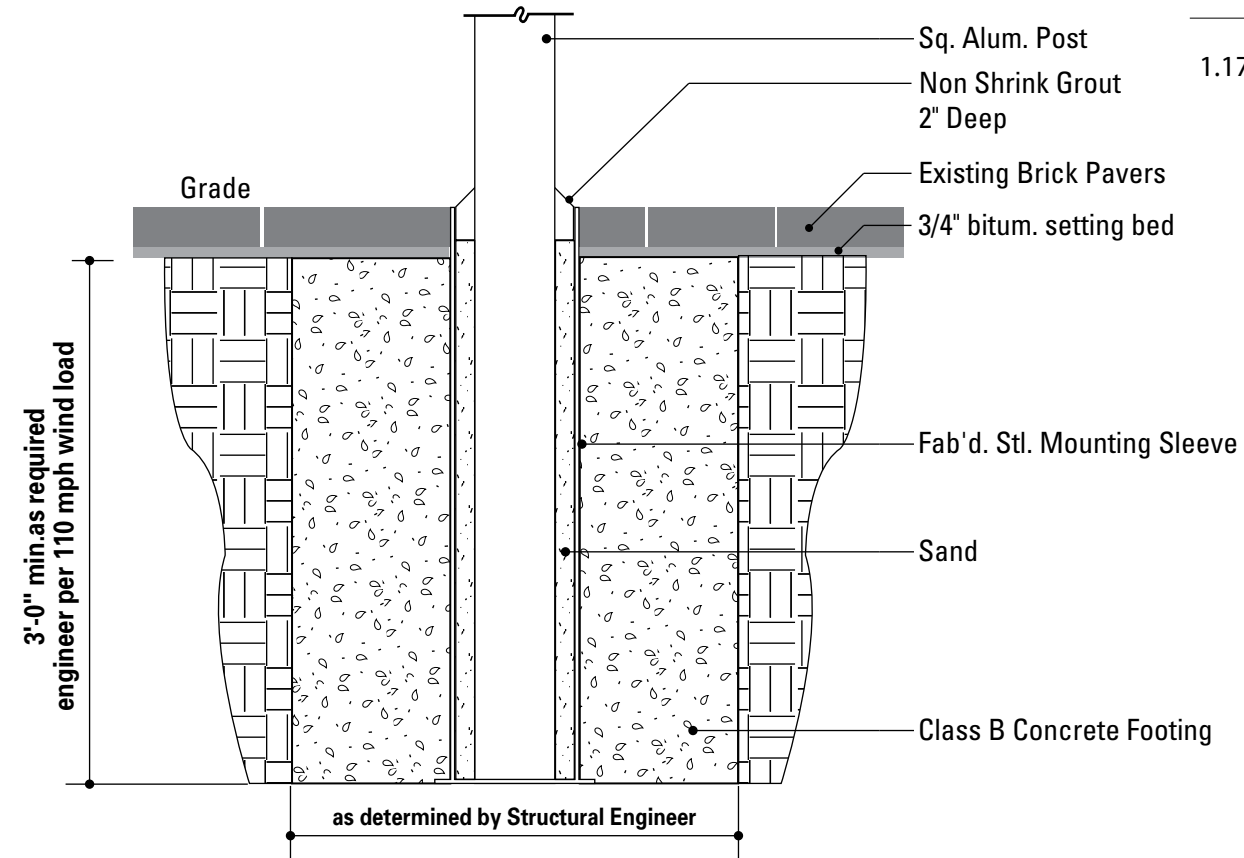


1 Section View: Sleeve Foundation: Concrete
SCALE: 1" = 1'-0"



3 Section View: Sleeve Foundation: Sleeve Detail
scale: $1/4" = 1"$

Note: Design Wind load 300 PSF 120 MPH,
3 Sec Gust Wind, Exp C



2 Section View: Sleeve Foundation: Brick
SCALE: 1" = 1'-0"



City of Rochester, NY

Pedestrian Signage and Wayfinding

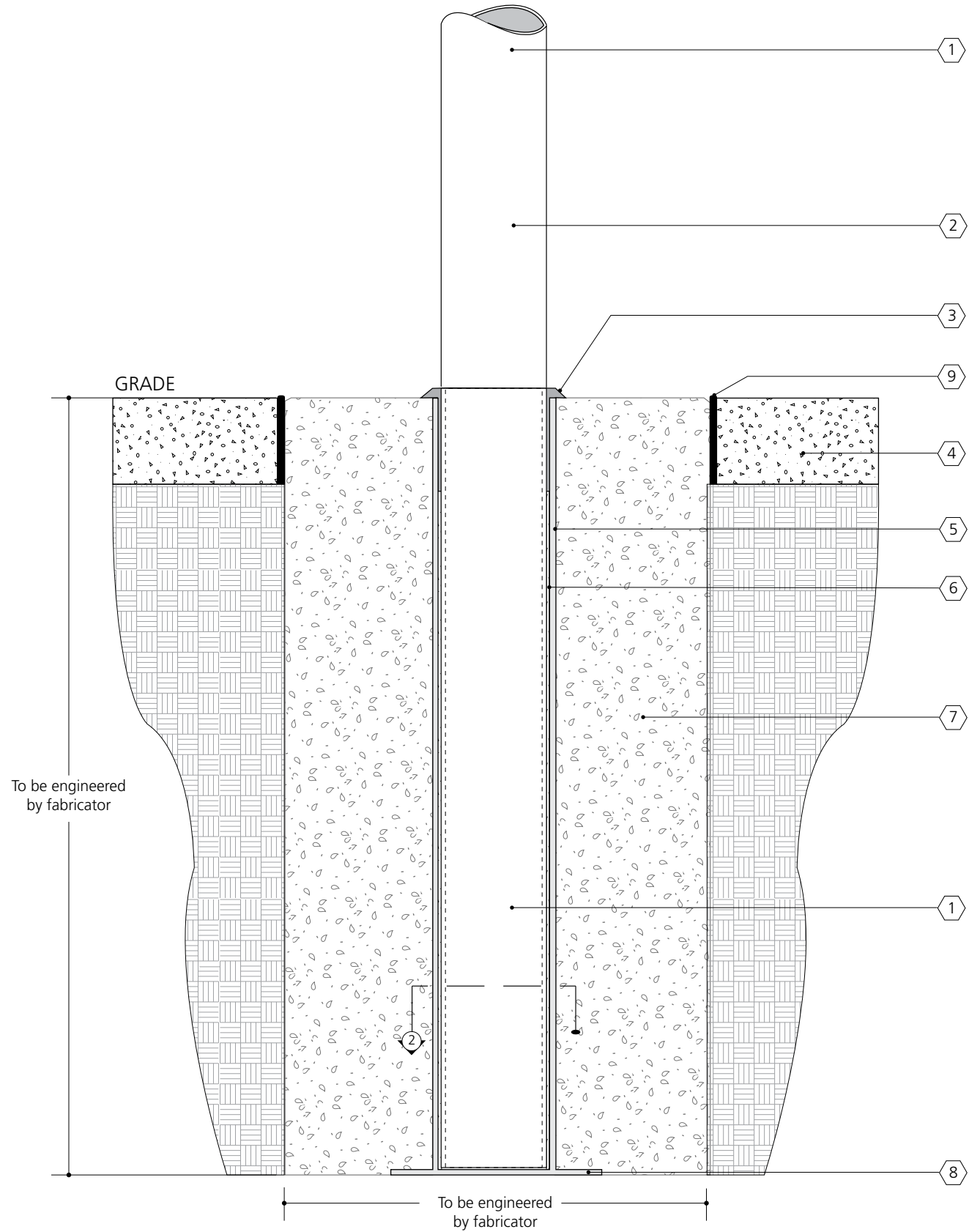
1.17

SCHEMATIC DESIGN

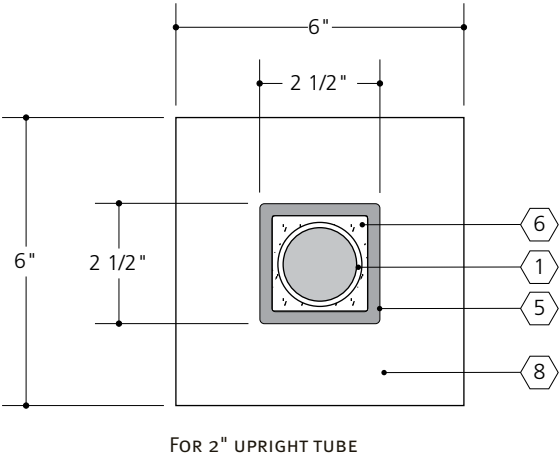
Construction Details (for example only)

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1 Section Concrete Sleeve Footer
scale: 3"=1'-0"



2 Section Steel Mounting Tubes
scale: 3"=1'-0"

- 1 Ø 3" aluminum extruded upright tube
- 2 Ø 3 1/2" extruded aluminum tube base with bell-round 1/4" round at top of base
- 3 Non-shrink grout 2" deep
- 4 Existing concrete sidewalk or soil/grass condition
- 5 1/4" thick steel mounting tube
- 6 Sand fill
- 7 Concrete footer (size to be engineered by fabricator)
- 8 1/4" thick steel plate welded to mounting tube
- 9 Expansion joint filler



City of Rochester, NY

Pedestrian Signage and Wayfinding

1.18 SCHEMATIC DESIGN

Construction Details (for example only)

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1.19

SCHEMATIC DESIGN

Construction Details (for example only)

KEY:

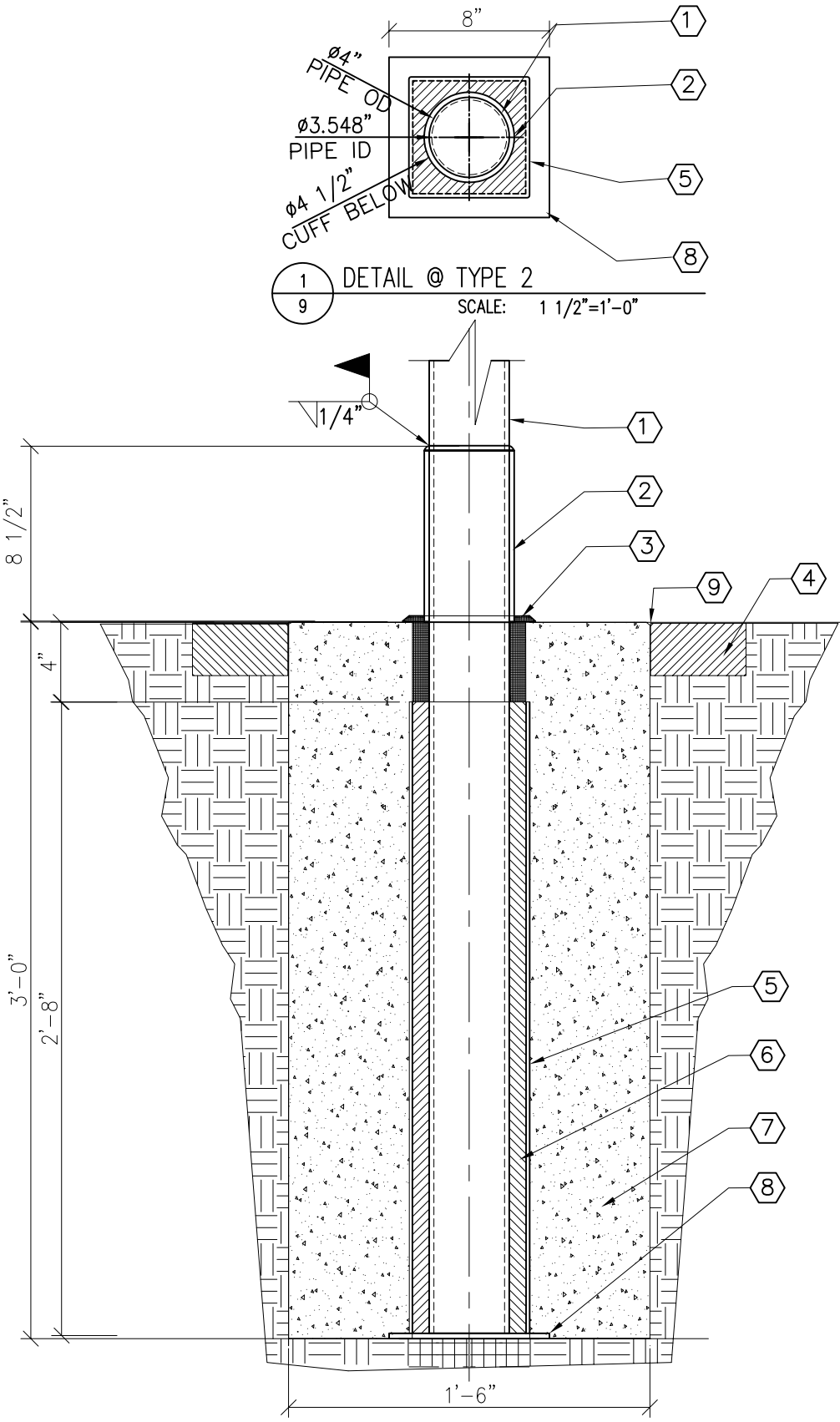
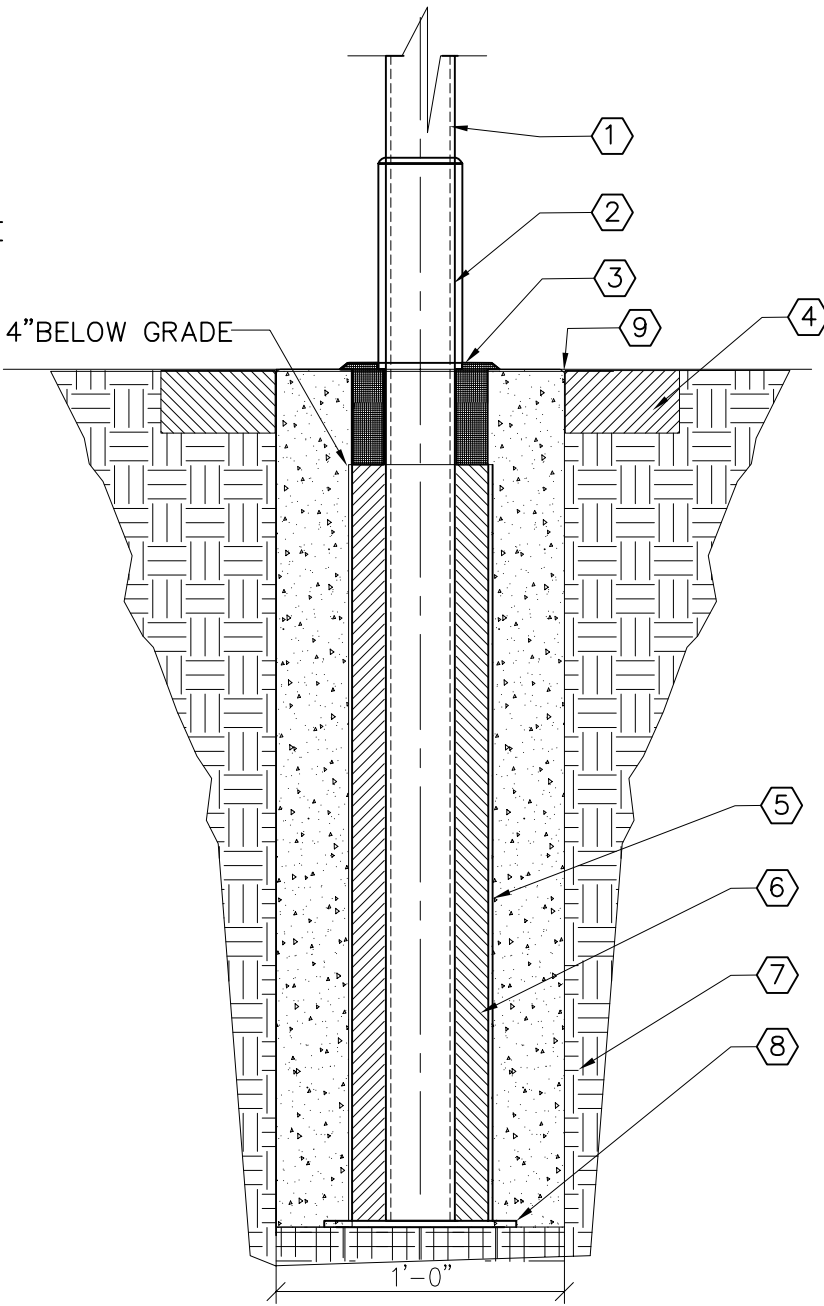
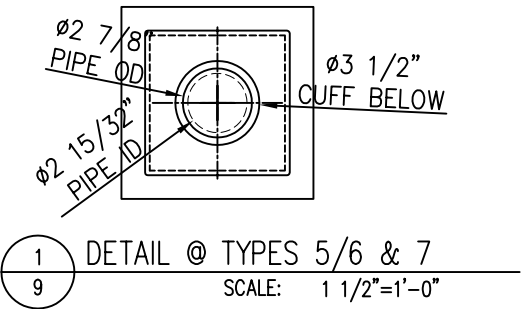
- ① TYPICAL @ SIGN TYPES 5/6
2 1/2"Ø(SCH 40) PIPE
SUPPORT=2 7/8"OD x2.469"ID
x.218"WALL
@ SIGN TYPE 7
1 1/2"Ø(SCH 80) PIPE
SUPPORT=1.9"OD x1 1/2"ID
x.200"WALL
- ② TYPICAL @ SIGN TYPES 5/6
3"Ø(SCH 80) PIPE CUFF=3 1/2"OD
x2.90"ID x.300"WALL
WITH BELL-ROUT 1/4
ROUND AT TOP OF BASE WELD TO
UPRIGHT PIPE
@ SIGN TYPE 7
2"Ø(SCH 80) PIPE CUFF=2 3/8"OD
x1.939"ID x.218"WALL
WITH BELL-ROUT 1/4
ROUND AT TOP OF BASE
- ③ NON-SHRINK GROUT 2" DEEP
- ④ EXIST'G CONCRETE SIDEWALK OR
SOIL/GRASS CONDITION TO BE
VERIFIED
- ⑤ 6 X 6 X 1/4THK STEEL MTG TUBE
4" BELOW GRADE
- ⑥ SAND FILL
- ⑦ CONCRETE FOOTING
- ⑧ PL 1/4" X 8" X 8" STL PLT
WELDED TO MTG TUBE
- ⑨ EXPANSION JOINT FILLER

THIS DRAWING REPRESENTS DESIGN INTENT ONLY.
FABRICATOR WILL BE RESPONSIBLE TO VERIFY ALL
CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project The City of Rochester Pedestrian Signage & Wayfinding Program		Project No. 11CR222001
Date 05.11.12	Revisions	Scale As noted

KEY:

- ① 3 1/2"Ø(SCH 40) PIPE SUPPORT=4"OD
x3.548"ID x.266"WALL
- ② 4"Ø(SCH 40) PIPE CUFF=4 1/2"OD
x4.06"IDx.237"WALL
WITH BELL-ROUT 1/4
ROUND AT TOP OF BASE
- ③ NON-SHRINK GROUT 2" DEEP
- ④ EXIST'G CONCRETE SIDEWALK OR
SOIL/GRASS CONDITION TO BE
VERIFIED
- ⑤ 6 X 6 X 1/4THK STEEL MTG TUBE
- ⑥ SAND FILL
- ⑦ CONCRETE FOOTING
- ⑧ PL 1/4" X 8" X 8" STL PLT
WELDED TO MTG TUBE
- ⑨ EXPANSION JOINT FILLER



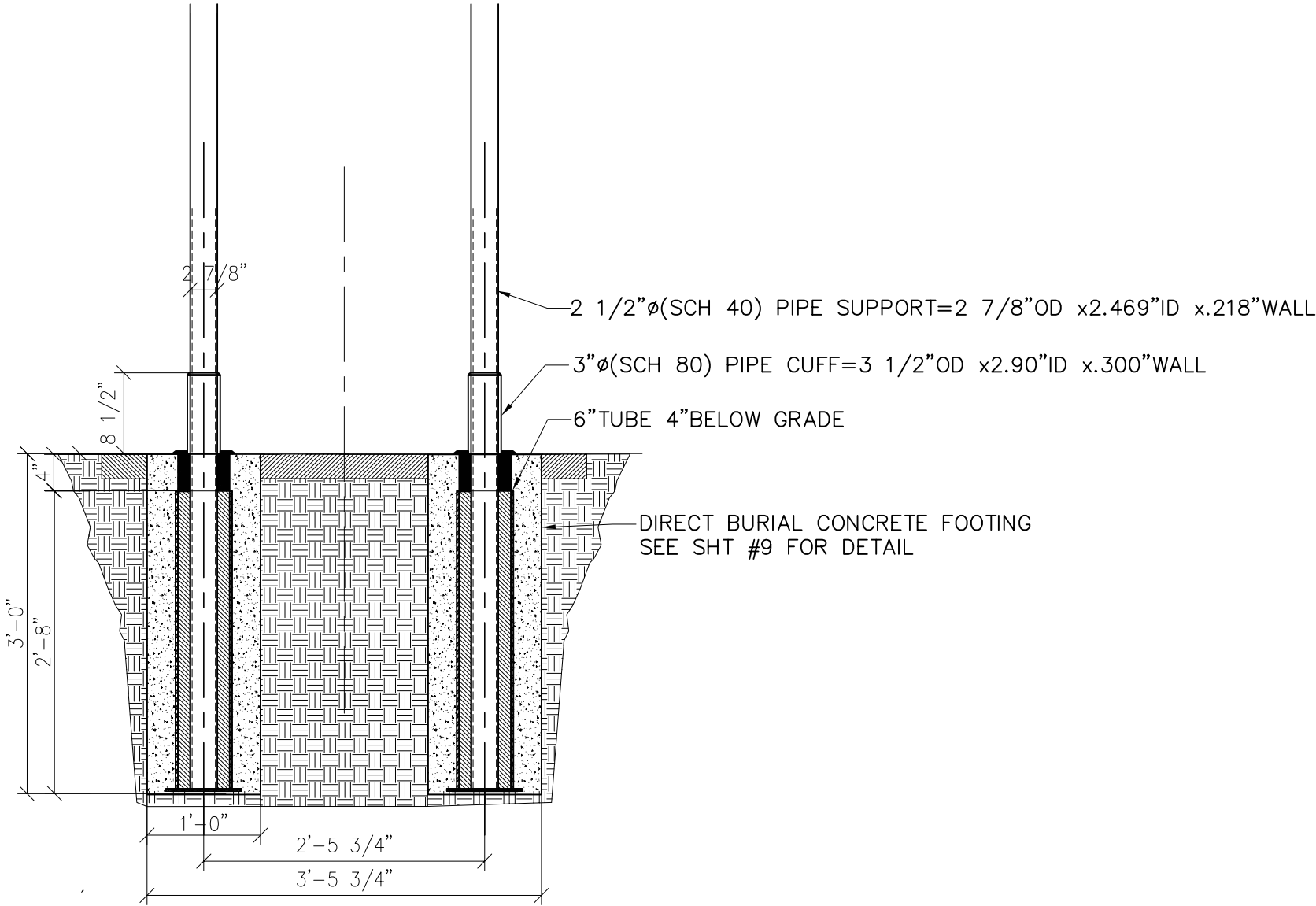
1
9
DETAIL @ SIGN TYPE 2
SCALE: 1 1/2"=1'-0"

2
9
SIM DETAIL @ TYPES 5/6 & 7
SCALE: 1 1/2"=1'-0"

1.20 SCHEMATIC DESIGN

Construction Details (for example only)

Kiosk- Two legs



1 D/F NON-ILLUM DIRECTIONAL
10 (SIGN TYPE 5) SCALE: 3/4"=1'-0"

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11CR222001
Date	Revisions	Scale
05.11.12		As noted

appendix d

schematic design package 1



Major Kiosk

Minor Kiosk

Directional Sign

Interpretive Sign

Mid-Block Map



City of Rochester, NY

Pedestrian Signage and Wayfinding

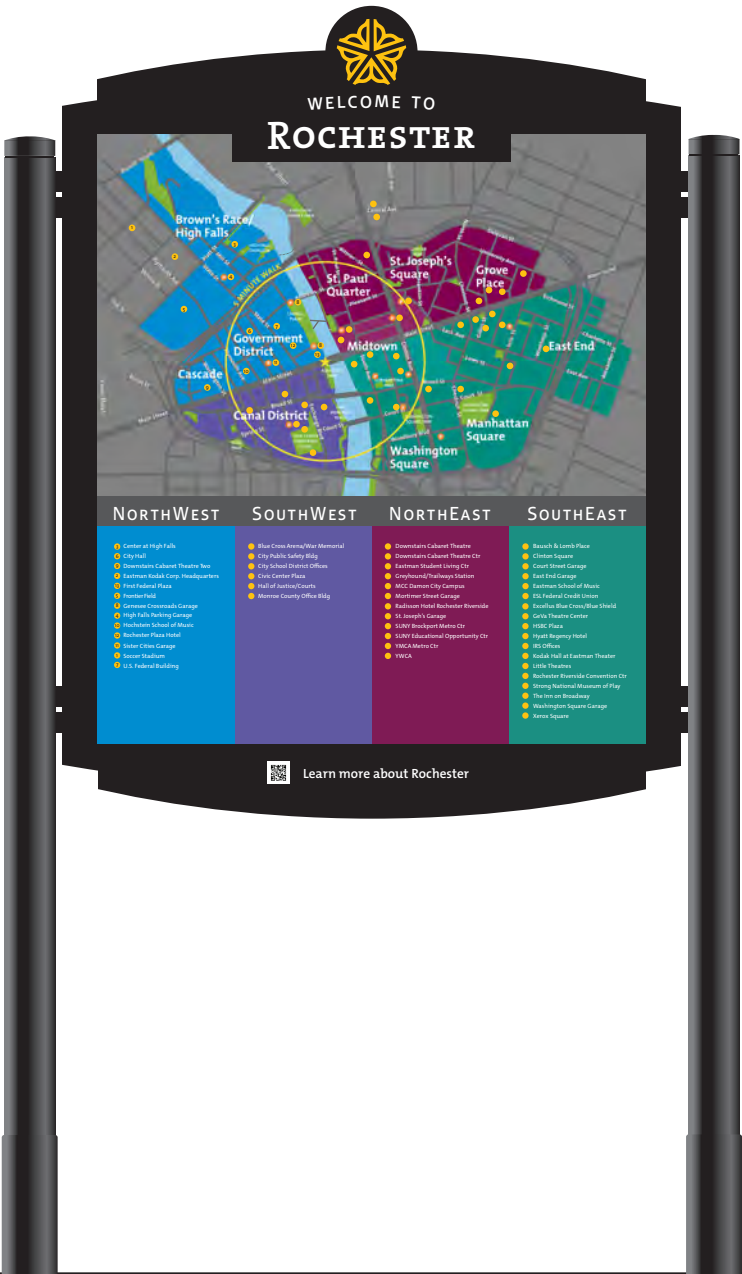
1.13

SCHEMATIC DESIGN

Concept 1 – Traditional

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



Major Kiosk

1.14SCHEMATIC DESIGN

Concept 2

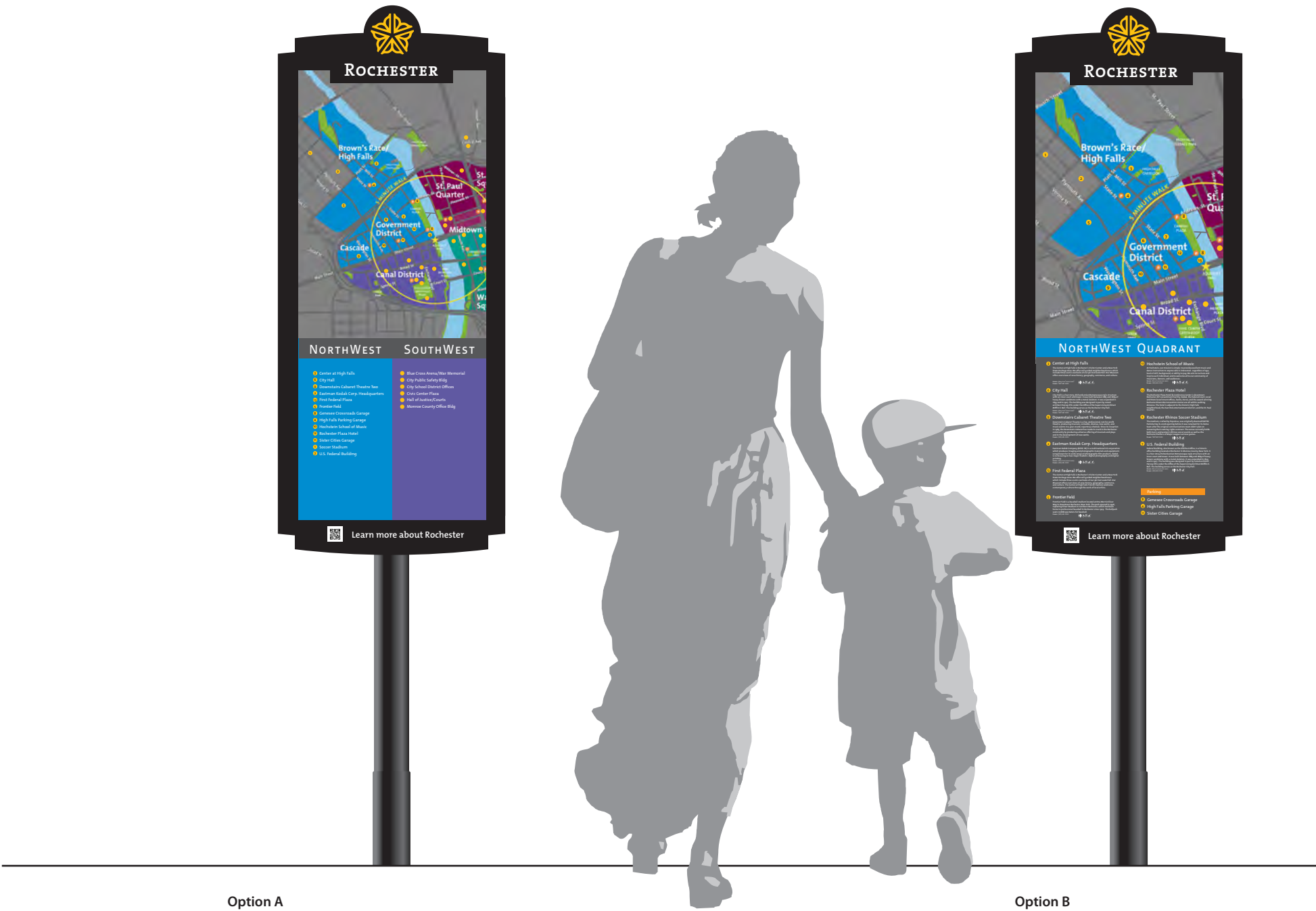
THIS DRAWING REPRESENTS DESIGN INTENT ONLY.
FABRICATOR WILL BE RESPONSIBLE TO VERIFY ALL
CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project The City of Rochester Pedestrian Signage & Wayfinding Program		Project No. 11222001
Date 09.13.11	Revisions	Scale As noted

1.15

SCHEMATIC DESIGN

Concept 1 – Traditional



Option A

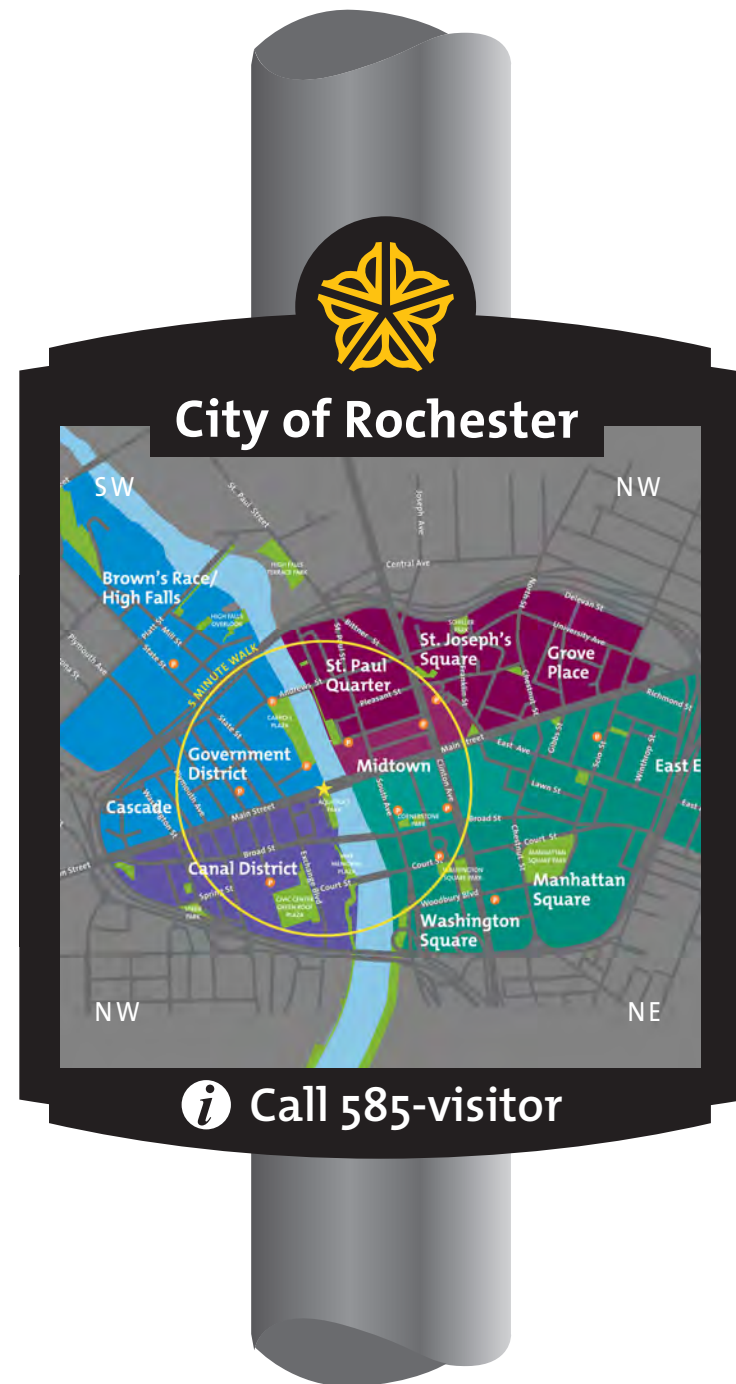
Minor Kiosk – East/West

Option B

Minor Kiosk – Quadrant

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



Mid-Block Map



Directional Sign – Option 1

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



Directional Sign – Option 2 -Brick red



Directional Sign – Option 3-Icon on directional signs

1.17

SCHEMATIC DESIGN

Concept 1 – Traditional

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FABRICATOR WILL BE RESPONSIBLE TO VERIFY ALL
CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

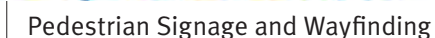
Client/Project
The City of Rochester
Pedestrian Signage & Wayfinding Program

Project No.
11222001

Date
09.13.11

Revisions

Scale
As noted



1.18

SCHEMATIC DESIGN

Concept 2



Option A

Option B

Option C



Option A

Interpretive Sign

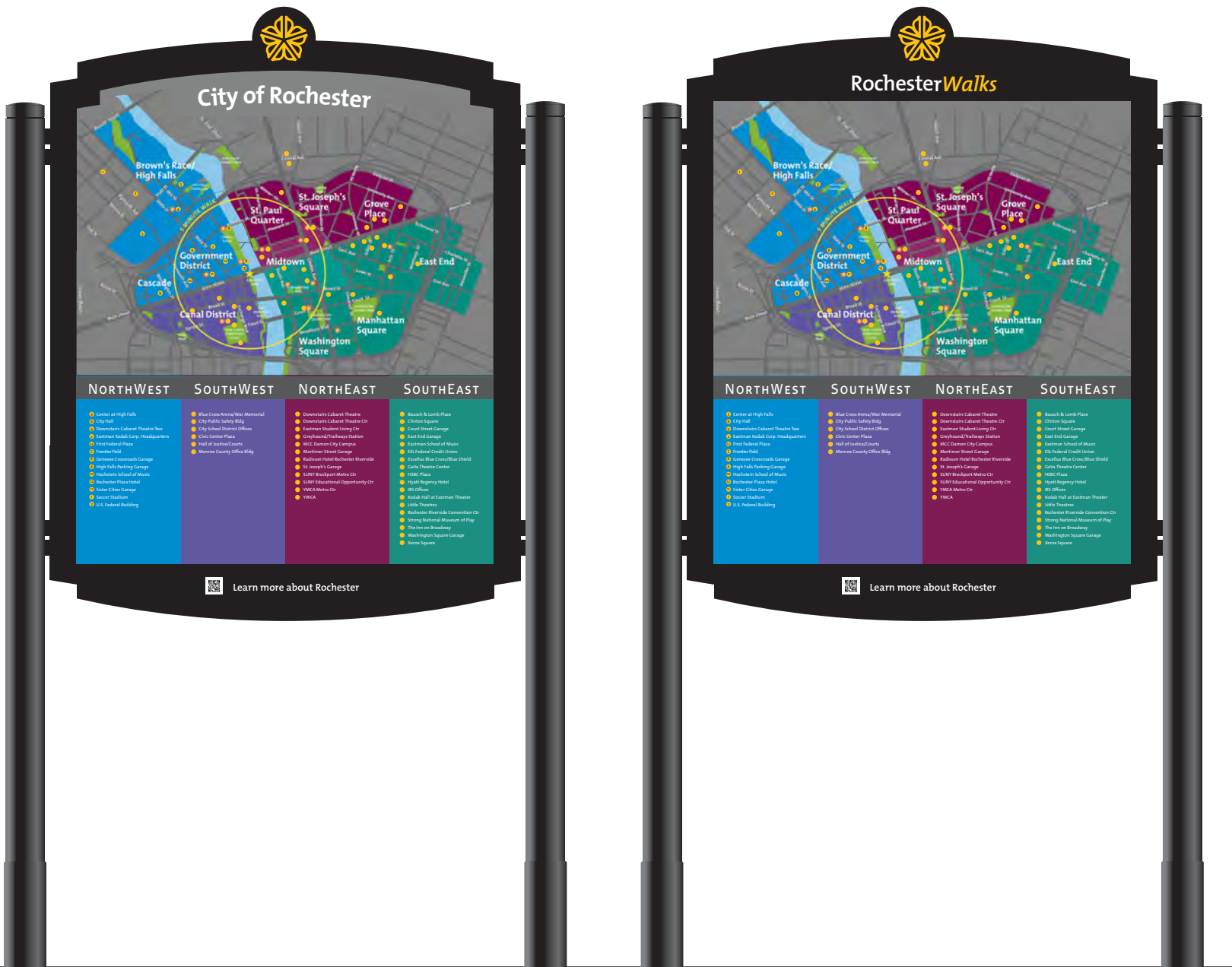
Mid-Block Map

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FABRICATOR WILL BE RESPONSIBLE TO VERIFY ALL
CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project	The City of Rochester Pedestrian Signage & Wayfinding Program		Project No.	11222001
Date	Revisions		Scale	As noted
09.13.11				

Major Kiosk

Minor Kiosk



Major Kiosk

1.19 SCHEMATIC DESIGN

Concept 2

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Client/Project The City of Rochester Pedestrian Signage & Wayfinding Program		Project No. 11222001
Date 09.13.11	Revisions	Scale As noted

1.20

SCHEMATIC DESIGN

Concept 2



Option A

Option B

Minor Kiosk – East/ West

Minor Kiosk – Quadrant

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



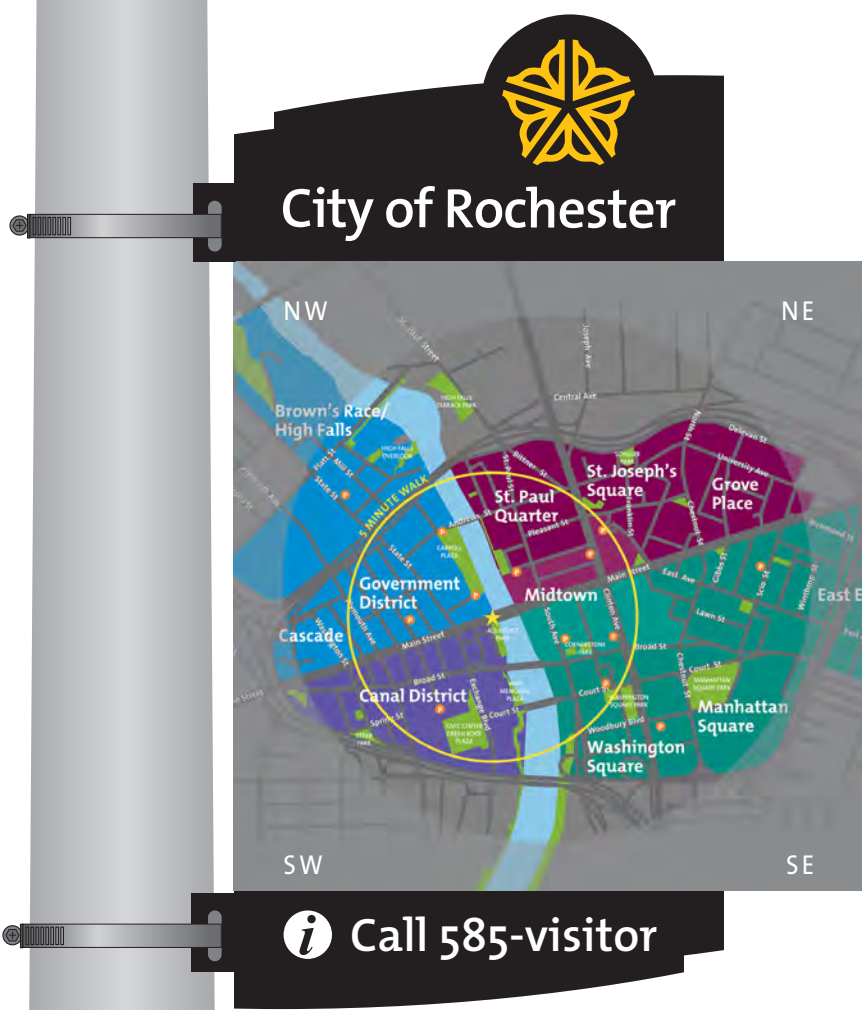
City of Rochester, NY

Pedestrian Signage and Wayfinding

1.21

SCHEMATIC DESIGN

Concept 2



Option A



Option B

Mid-Block Map

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Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



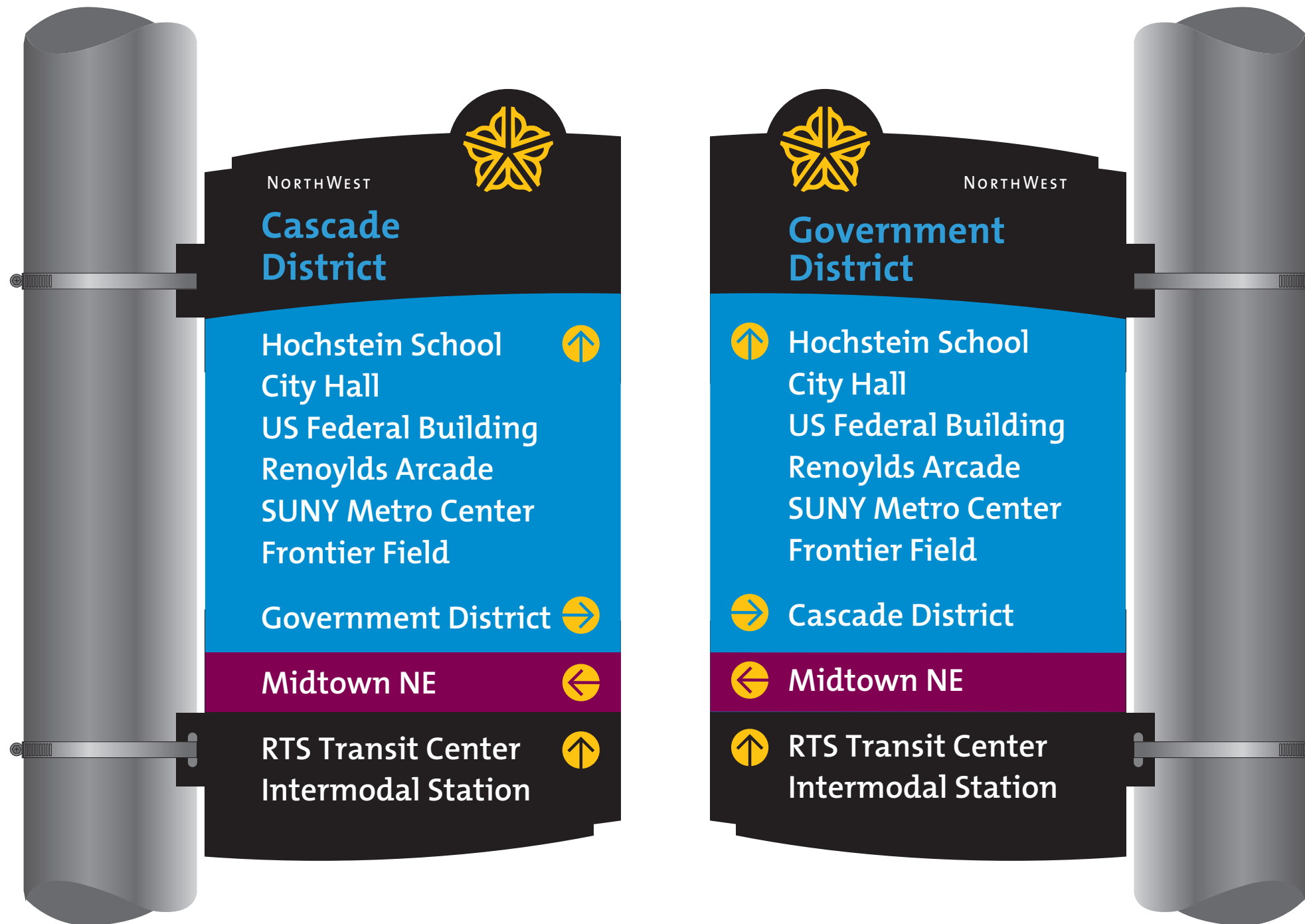
City of Rochester, NY

Pedestrian Signage and Wayfinding

1.22

SCHEMATIC DESIGN

Concept 2



Directional Sign – Option 1

Reverse Elevation

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Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted

1.23SCHEMATIC DESIGN

Concept 2

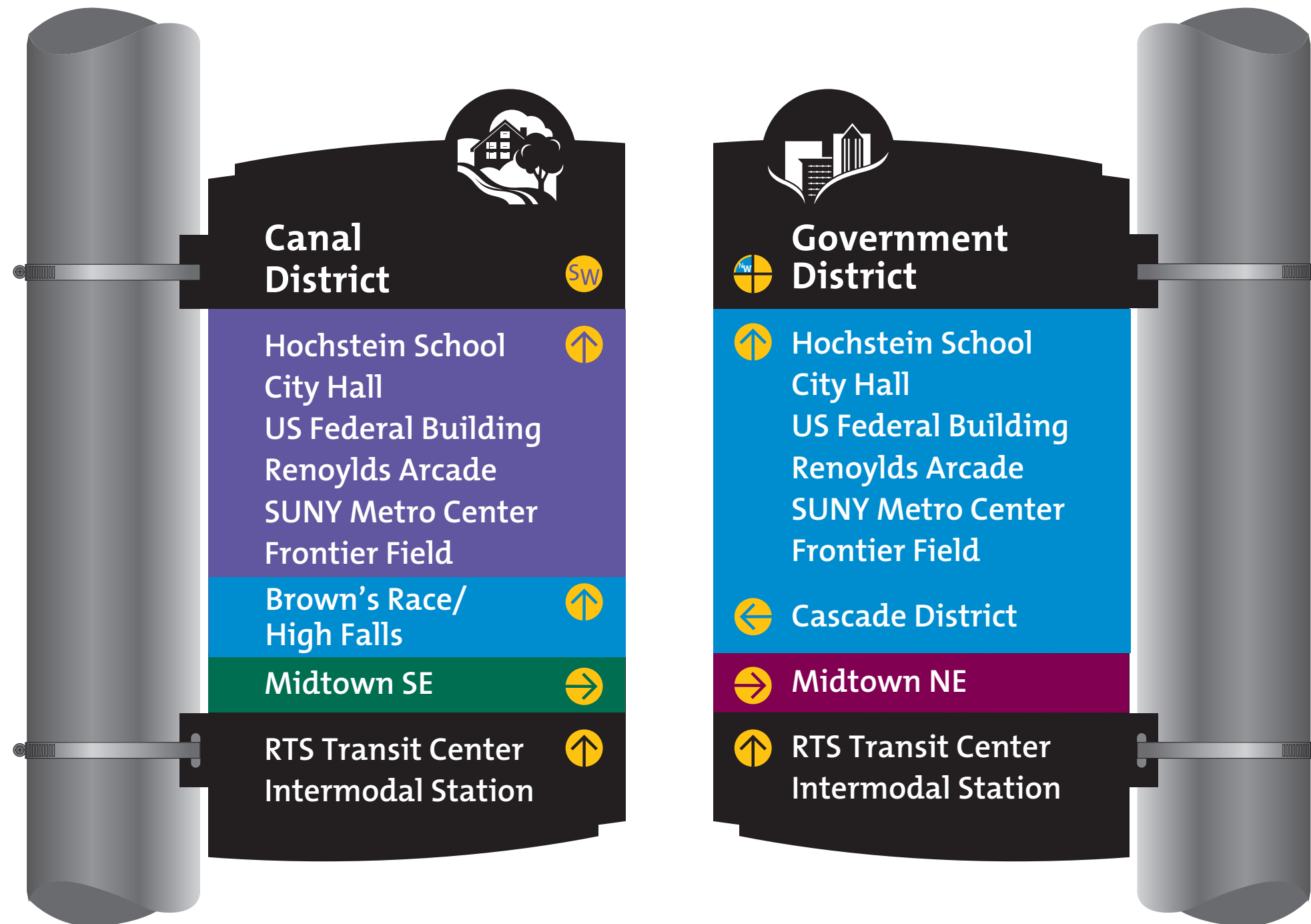


Color Study (Messages are placeholders only)

Directional Sign – Option 2

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The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



Color Study (Messages are placeholders only)

Directional Sign – Option 3 (color/icon study)



City of Rochester, NY

Pedestrian Signage and Wayfinding

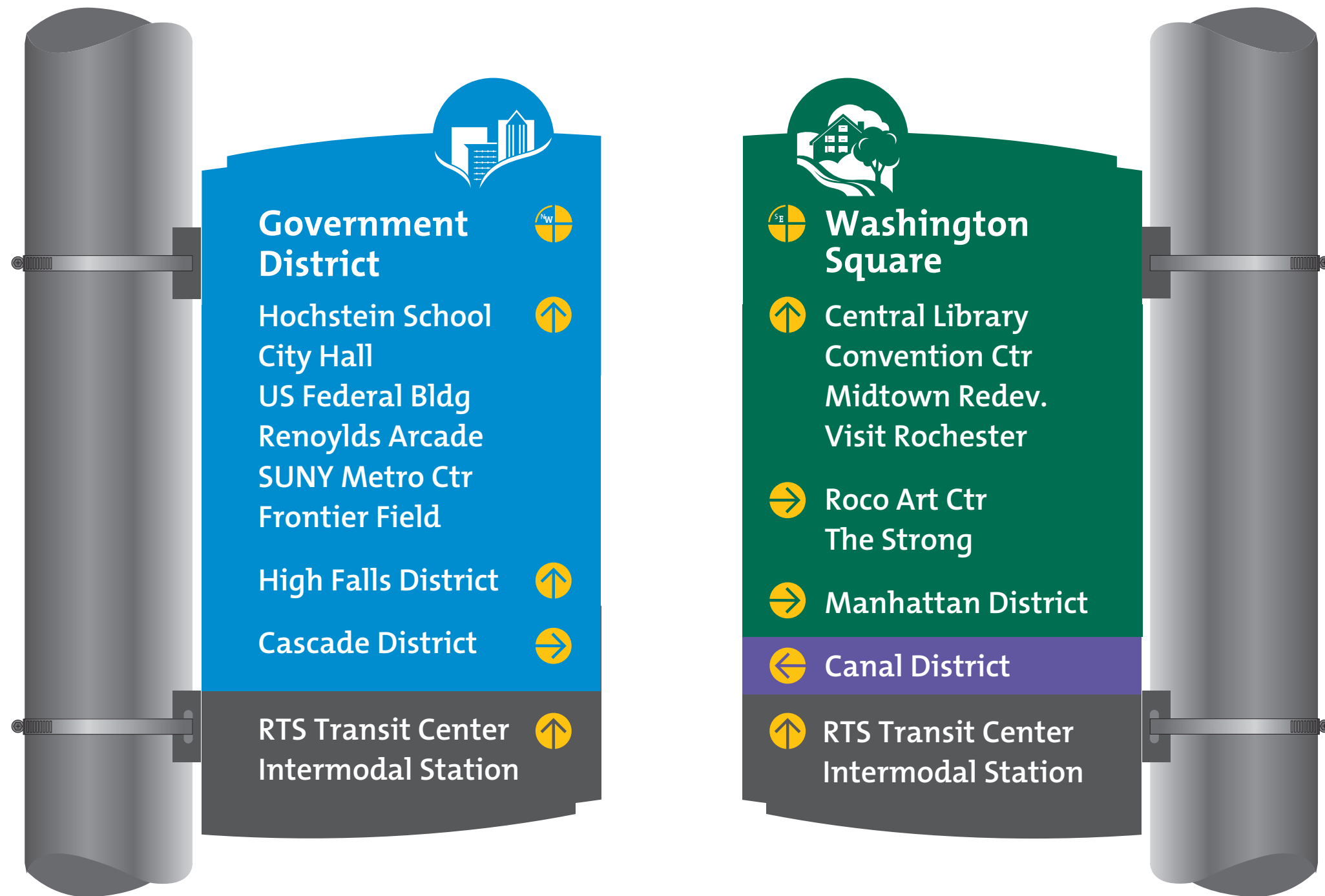
1.24

SCHEMATIC DESIGN

Concept 2

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Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



Directional Sign – Option 4



City of Rochester, NY

Pedestrian Signage and Wayfinding

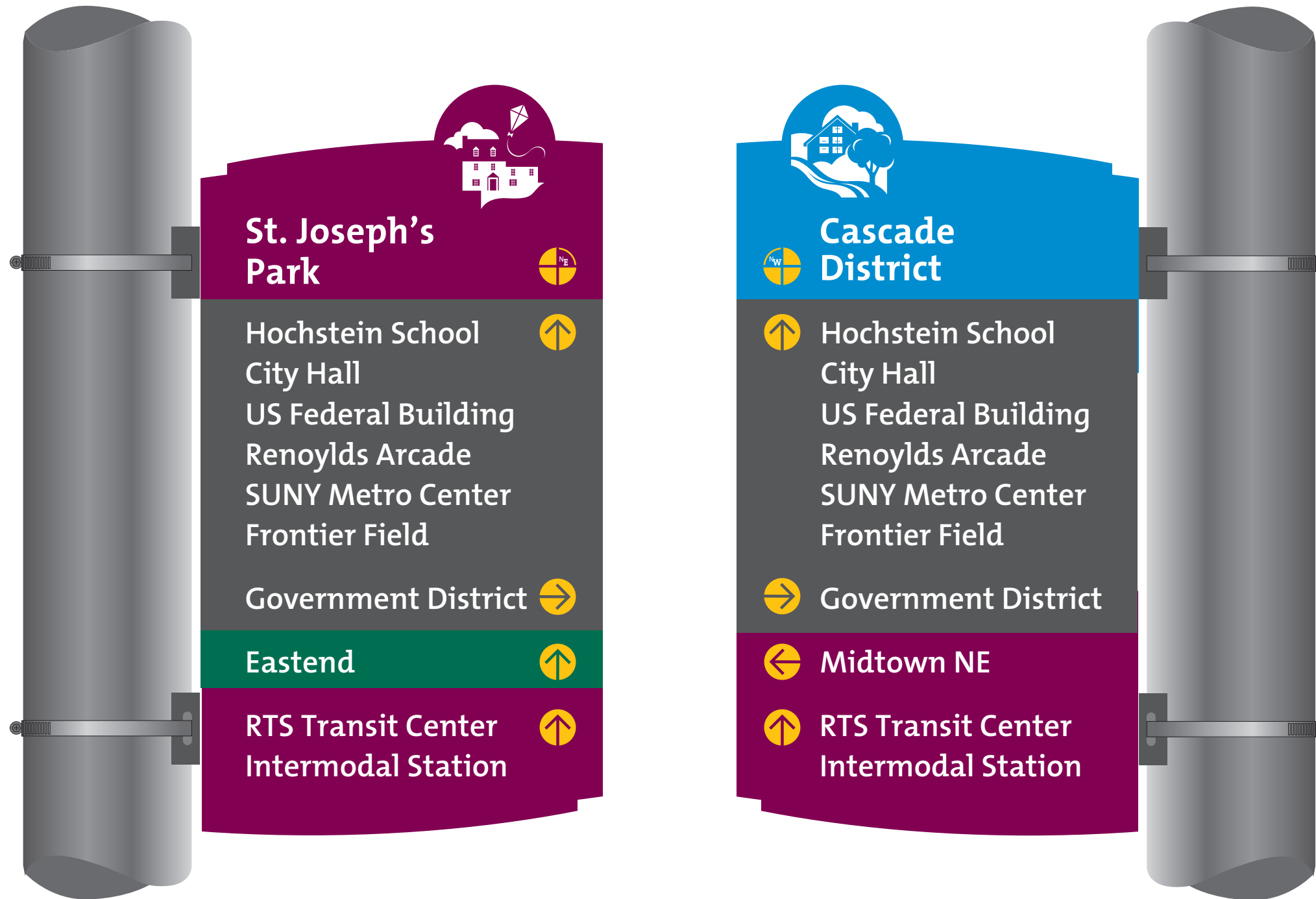
1.25

SCHEMATIC DESIGN

Concept 2

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



Directional Sign – Option 5

1.26

SCHEMATIC DESIGN

Concept 2

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted

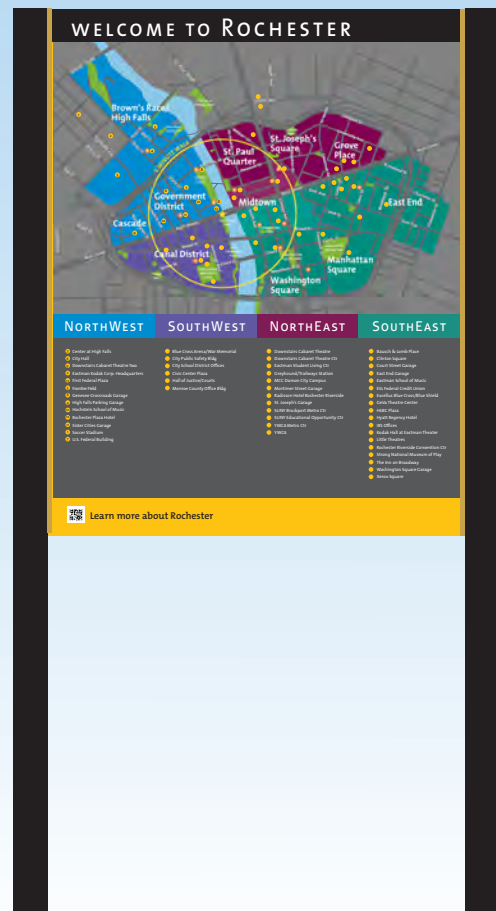
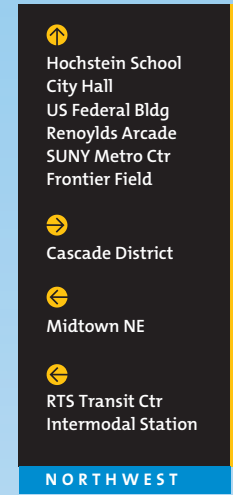
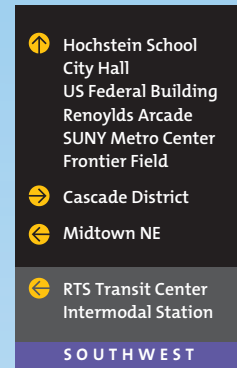
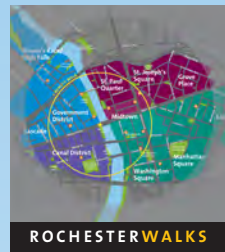
1.27

SCHEMATIC DESIGN

Concept 3

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



Major Kiosk



Minor Kiosk



Mid-Block Map

Option A
Directional Sign

Option B

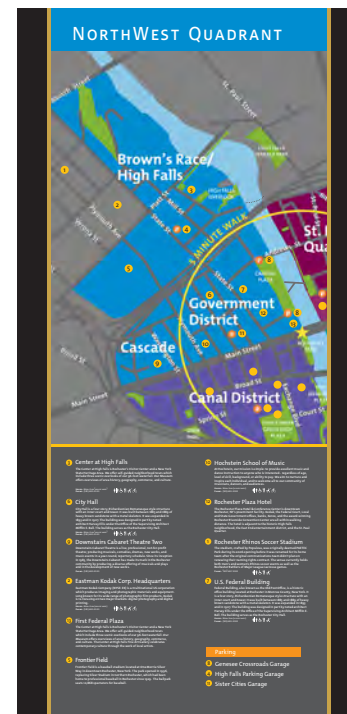


1.28 SCHEMATIC DESIGN

Concept 3



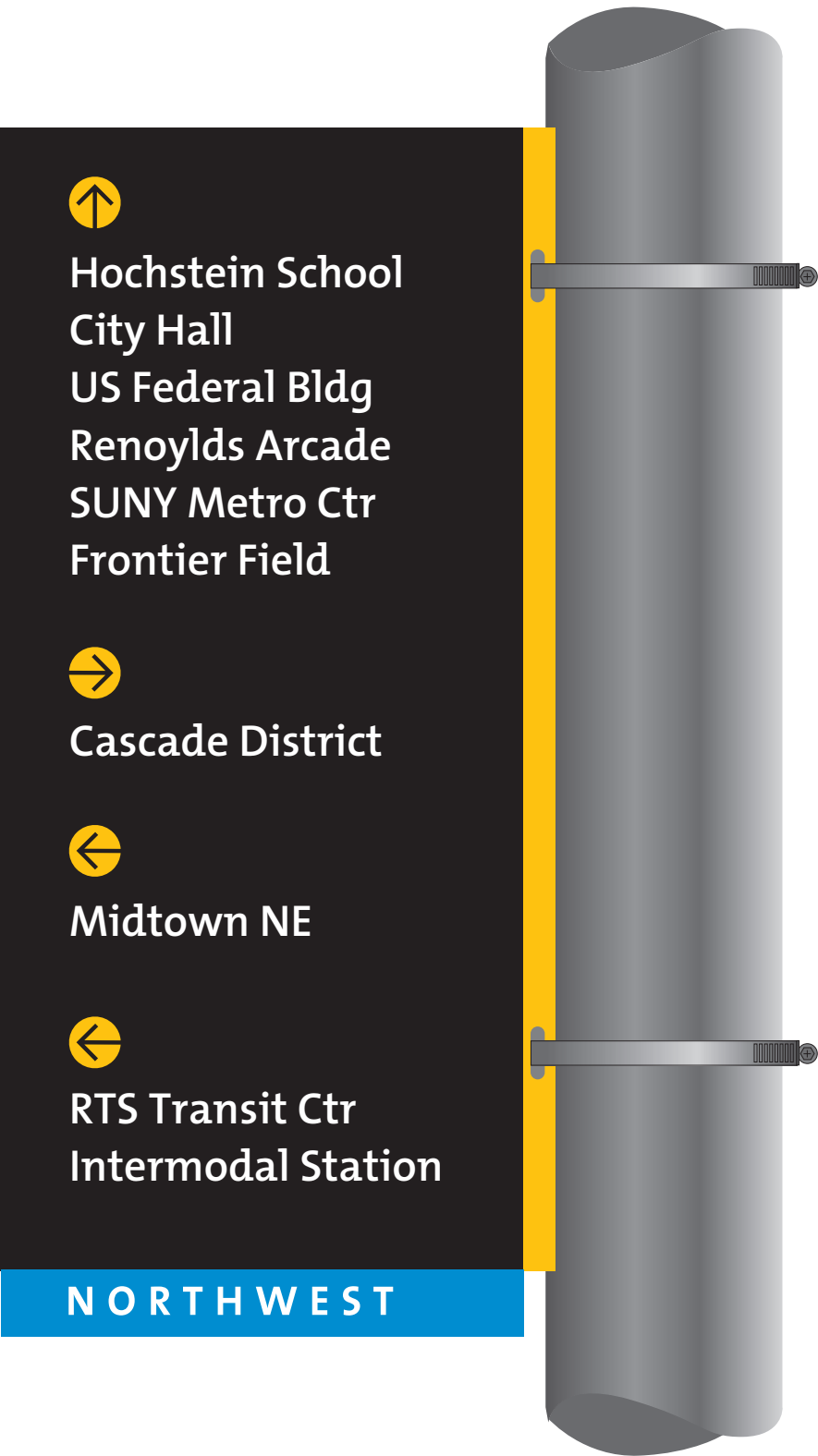
Major Kiosk



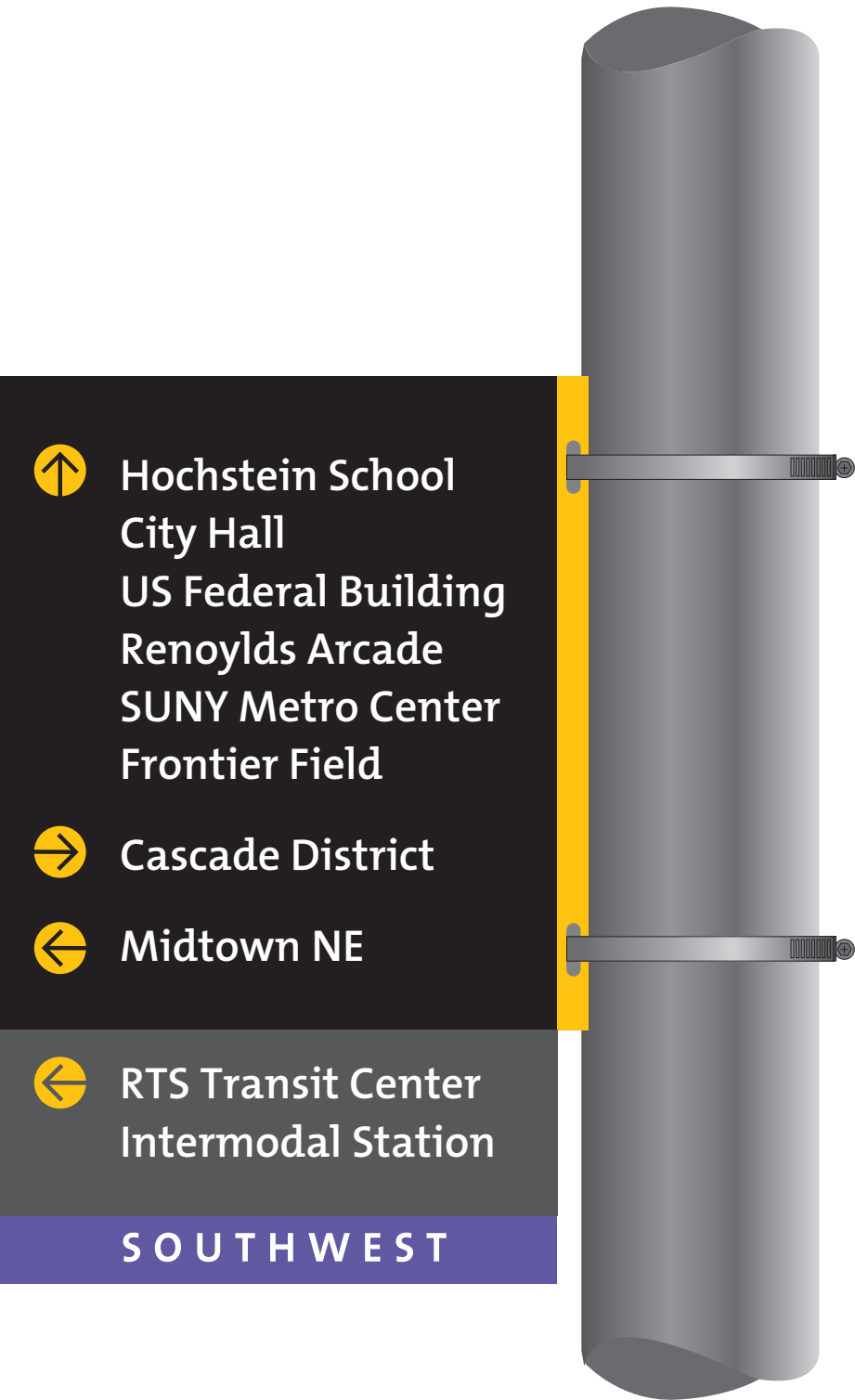
Minor Kiosk

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project The City of Rochester Pedestrian Signage & Wayfinding Program		Project No. 11222001
Date 09.13.11	Revisions	Scale As noted



Directional Sign – Option 1



Directional Sign – Option 2

<div><div>City of Rochester, NY</div><div>Pedestrian Signage and Wayfinding</div></div>		
1.29	SCHEMATIC DESIGN	
	Concept 3	
<div>THIS DRAWING REPRESENTS DESIGN INTENT ONLY. FABRICATOR WILL BE RESPONSIBLE TO VERIFY ALL CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS</div>		
Client/Project The City of Rochester Pedestrian Signage & Wayfinding Program		Project No. 11222001
Date 09.13.11	Revisions	Scale As noted
© 2011 Cloud Gehshan Associates		

1.30

SCHEMATIC DESIGN

Concept 3



Mid-Block Map

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project		Project No.
The City of Rochester Pedestrian Signage & Wayfinding Program		11222001
Date	Revisions	Scale
09.13.11		As noted



Interpretive/Interactive Trailblazer

1.31 SCHEMATIC DESIGN

Interpretive Concept

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CONDITIONS IN FIELD PRIOR TO SHOP DRAWINGS

Client/Project
**The City of Rochester
Pedestrian Signage & Wayfinding Program**

Project No.
11222001

Date
09.13.11

Revisions

Scale
As noted

appendix e

cost estimate

2012 Center City
 Pedestrian Circulation and Wayfinding Study
 Rochester, New York

Engineer's Estimate for Probable Construction Costs

Wayfinding Signage - Double Sided Kiosk Costs

Item Description	Unit	Unit Cost	QTY	Total Cost	Total Cost
Major Kiosk					
Double Sided - Surface Mounted (including 42" deep footing)	EA	\$ 9,700.00	21	\$203,700.00	
Double Sided - Embedded Posts	EA	\$ 8,800.00	21		\$184,800.00
Minor Kiosk					
Double Sided - Surface Mounted (including 42" deep footing)	EA	\$ 5,900.00	17	\$100,300.00	
Double Sided - Embedded Post	EA	\$ 5,600.00	17		\$ 95,200.00
Mid-Block Map					
Double Sided - Pole/Post Mounted	EA	\$ 2,100.00	12	\$ 25,200.00	\$ 25,200.00
Directional Sign					
Double Sided - Pole/Post Mounted	EA	\$ 1,900.00	54	\$102,600.00	\$102,600.00
Interpretive	EA	\$ 400.00			
Trailblazer	EA	\$ 200.00			
				\$431,800.00	\$407,800.00

Wayfinding Signage - Single Sided Kiosk Costs

Item Description	Unit	Unit Cost	QTY	Total Cost	Total Cost
Major Kiosk					
Single Sided - Surface Mounted (including 42" deep footing)	EA	\$ 8,600.00	21	\$180,600.00	
Single Sided - Embedded Posts	EA	\$ 7,700.00	21		\$161,700.00
Minor Kiosk					
Single Sided - Surface Mounted (including 42" deep footing)	EA	\$ 5,000.00	17	\$ 85,000.00	
Single Sided - Embedded Post	EA	\$ 4,700.00	17		\$ 79,900.00
Mid-Block Map					
Double Sided - Pole/Post Mounted	EA	\$ 2,100.00	12	\$ 25,200.00	\$ 25,200.00
Directional Sign					
Double Sided - Pole/Post Mounted	EA	\$ 1,900.00	54	\$102,600.00	\$102,600.00
Interpretive	EA	\$ 400.00			
Trailblazer	EA	\$ 200.00			
				\$393,400.00	\$369,400.00

appendix f

meeting minutes

Meeting Summary

City of Rochester Pedestrian Wayfinding Study

DATE February 24, 2011

MEETING NOTES

STUDY AREA

- ✓ Study area boundaries shall be consistent with the CCD Zoning District.

PROJECT ADVISORY COMMITTEE

- ✓ Current committee composition is consistent with proposal review committee. Doug to provide updated list of membership.
- ✓ Additional members of committee to be identified. RGRTA? Representative from Disability Rights group? Downtown representation?

CONTRACT AND BUDGET

- ✓ Contract and City voucher forms provided to Bergmann.
- ✓ Invoicing to occur at the end of Phase 1, Phase 2 and Phase 3 in lump sum amounts as identified in Section 3 of contract.
- ✓ Bergmann will prepare GTC forms and submit to City with invoices and vouchers.

TASK 1: EXISTING PLANS (BACKGROUND DOCUMENTS)

- ✓ Documents provided electronically when possible
- ✓ Documents to be provided over course of next 2 weeks
- ✓ Relevant documents to be provided:
 - Center City Master Plan
 - Erie Harbor Master Plan
 - Genesee River Trail
 - Heritage Trail grant application
 - RGRTA
 - Midtown GEIS
 - Downtown Circulation Study
 - Midtown Street Re-Alignments
 - Circulator Study
 - Bike Master Plan – Routes and Amenities
 - RDDC Destination Map
 - Updated Maps on Kiosks – colors, matches vehicular system
 - Aqueduct / Historic Canal District
 - RDDC Strategic Development Sheet
 - Map with existing signage located from City

ADDITIONAL CONSIDERATIONS

- ✓ RGRTA recognizes need to start thinking about wayfinding in and around new transit center.
- ✓ Need to make sure plan makes mention of accommodating people with disabilities and limited English proficiency.
- ✓ How does technology get integrated (I-phone applications, etc.) – out of scope but consideration and recommendations should be made in report.
- ✓ Possible sponsorship of signs? Signs as revenue generators?
- ✓ RGRTA plans to have bicycle parking (20 spots) at new transit center, as well as bike maintenance and sales.
- ✓ Make sure existing skyway system is addressed. Current map is 15+ years old. On RDDC website.
- ✓ Overarching goal of project is to connect the various trail systems so there is the perception of seamless integration.
- ✓ RDDC online map: <http://www.rochesterdowntown.com/locator/locator.html>
- ✓ Need street re-alignments proposed as part of Midtown. Wayfinding plan should consider road configurations 5 years from now, not today.
- ✓ Get map from Steve (RDDC) showing all the proposed projects in downtown. Need to connect key development areas.
- ✓ Existing conditions should result in a map with existing sign locations including an understanding of those associated with the vehicular wayfinding program, historic markers, kiosks, bus stop locations, any bike lockers in garages, etc.
- ✓ CG – Really interested in learning about best practices / examples from other communities.

NEXT STEPS

- ✓ Public meeting #1 – held at conclusion of Phase 1 tasks. Target end of April or early May.
- ✓ Next PAC meeting tentatively scheduled for Thursday, April 14th at 2:00 PM at Bergmann Offices (19th floor board room).

Center City Circulation and Pedestrian Wayfinding Study Project Advisory Meeting No. 2 Meeting Minutes

April 14, 2011 | 1:30-3:00pm at Bergmann Associates

Attendees:

Doug Benson	City of Rochester, Planning
Josh Artuso	City of Rochester, Planning
Andrew Raus	Bergmann Associates
Kimberly Baptiste	Bergmann Associates
Mark Johns	Bergmann Associates
Barbara Schwarzenbach	Cloud Gehshan Associates
Tony Hubbard	City of Rochester, Parking
Tony Favro	Genesee Transportation Council
Jeff Mroczek	City of Rochester, DES
Sean Phelan	Rochester Downtown Development Corporation
Steve Golding	City of Rochester, Dept. of Neighborhood and Business Development
Brent Penwarden	Monroe County Dept. of Transportation

This meeting was held to review the documented existing conditions, discuss the Center City destinations, review best practices in wayfinding system design and to plan the first public meeting. A PowerPoint presentation was led by Kimberly Baptiste and Barbara Schwarzenbach. Handouts included an agenda and existing condition maps. The following is a summary of the discussion, decisions, and action items from this meeting.

Sign System Comments:

1. Large map to grab attention 'Super Size'
2. Historic figures could be used to identify quadrants
 - a. visitor will get history with people 'showing/guiding them around'
3. Iconic buildings could be used to identify quadrants/districts
4. Consider incorporating audio
5. Incorporate interpretive storytelling
6. Referenced Freedom Trail [Boston, Ma]
 - a. Heritage trail utilizes same concept with marking in ground
7. Would like new kiosks
 - a. easy to update and replace
 - b. low cost and easy
8. System should be playful
9. Old signs should be replaced with new signs
10. The group decided there should be 6 major pedestrian gateways
 - a. modeled after the vehicular gateways.



Wayfinding and Orientation:

1. Main Street and Genesee River should be used as organizing elements
2. Direct visitors to district, not destinations
3. Use hierarchy
 - a. Quadrant > District > Destination

Design Aesthetic:

1. Some would prefer modern design – more interesting and exciting
2. Some would prefer classic and timeless design
3. Maps in grand – sculpture parks – in addition to sign system
 - a. create a social gathering area

Destinations and Districts:

1. Destinations should have permanence.
2. No private services will be listed on destinations.
3. Add parks and open space to destinations
4. Add future transit center to destinations
5. Districts should be re-evaluated, should not force districts

Action Items:

Design Team:

1. Revise Existing Condition Maps to include items noted
2. Prepare master list of all possible destinations for PAC review (attached)
3. Complete Inventory and Analysis Report [Task One]
4. Prepare Schematic Sign System Design for Public Meeting
5. Identify Preliminary Routes for Public Meeting
6. Schedule Public Meeting No. 1

Project Advisory Committee:

1. Review master destination list and provide consultant with edited list (attached)

CC: All Meeting attendees



Center City Circulation and Pedestrian Wayfinding Study

Project Advisory Committee Meeting #3

June 2, 2011 • 1:30 – 3:00 PM

Meeting Attendees

- (1) Kimberly Baptiste, Bergmann Associates
- (2) Mark Johns, Bergmann Associates
- (3) Doug Benson, City of Rochester
- (4) Josh Artuso, City of Rochester
- (5) Jeffery Mroczek, City of Rochester
- (6) Tony Favro, GTC
- (7) Susan Welk Lindsay, City of Rochester / Visible Rochester

Meeting Summary

- (1) Welcome
 - Susan Welk Lindsay was added to the Steering Committee, representing the City of Rochester Office of Real Estate and the *Visible Rochester* committee

- (2) Preliminary Findings/Recommendations and Discussion

- a. Sign System Features

Quad
District Icon
Destinations
Transportation Features

*Idea for general sign
design/organization*

- Three alternatives should be developed: 1) Traditional (build on black and gold), 2) Modern (clean and simple), 3) free card (Cloud Gehshan to identify)
 - Critical to keep quadrant organization integrated into sign system – integrate colors or names
 - “Free card” design option could include a concept that more abstractly incorporates quadrants
 - Mount Vernon example – green base could be quadrant color
 - We should not expect too much from signage – no need to be artistic
 - Think about future incorporation of audio / smart phone / interpretive elements
- b. Sign System Organization
 - Districts are appealing as part of organization framework / create a special context for visitors

- If a site is located somewhere in Center City that is not within a district, it can have a generalized Center City icon/brand
- Specific icons associated with each district to be determined – get community feedback at public meeting #1?
 - High Falls image of falls
 - East End could be people
 - Icons should be graphic with a modern silhouette

c. Districts

Modifications to District Map:

- Join East End and Upper East End Districts into one
- Add Cascade District back in, drop Bridge from name
- Add Grove Place
- Add St. Joseph's Square

d. Destinations and Routing

- Specific destinations noted during meeting with master list to be updated
- Fall back on Center City Vehicular signage list as starting point
 - Jeff to provide final list from Vehicular system
- Map must also incorporate / be organized around quad system
- Hotels should be a key orientation and arrival points with map and signage
- Look at journeys and routes developed by Rochester Design Center – review evaluation of streetscapes identified as part of charrettes

(3) Feedback on Working Report

- Comfortable with overall look, content, etc.

(4) Public Informational Meeting #1

- Open house format as opposed to traditional presentation
- Scheduled for June 29 from 4-7 PM at City Hall
- Identify 4 stations where people can learn / interact / participate
 - Station #1 - Best Practices (educational, rank of likes and dislikes)
 - Station #2 – Districts / Icons (feedback on proposed districts, ideas for icons)
 - Station #3 – Confirmation of destinations
 - Station #4 – Map (highlight routes, key features, important nodes, etc.)

(5) Next Steps / Miscellaneous

- Should reach out to hotels to get real visitor feedback
- After public meeting consultant team will begin conceptual planning and present preliminary ideas back to Steering Committee
- Visible Rochester – get focus group summaries that group hosted

Center City Circulation and Pedestrian Wayfinding Study
Project Advisory Committee Meeting #4 • September 13, 2011 • 1:30 – 3:00 PM
MEETING SUMMARY

Meeting Attendees

- Doug Benson, City of Rochester
- Josh Artuso, City of Rochester
- Pam Delany, City of Rochester
- Jeffery Mroczek, City of Rochester
- Tony Favro, GTC
- Sean Phelan, RDDC
- Susan Welk Lindsay, City of Rochester / Visible Rochester
- Kimberly Baptiste, Bergmann Associates
- Sue Steele, Bergmann Associates
- Barbara Schwarzenbach, Cloud Gehshan Associates

Meeting Summary

Presentation of Schematic Design and Discussion

The purpose of Meeting #4 was to present initial work developed in association with Phase 2 of the Wayfinding project.

Districts

An updated downtown district map was distributed based on feedback received at committee meeting #3 and public open house #1.

Committee agreed to the following:

- Midtown district would be limited to area south of Main Street.
- Grove Place boundaries should extend to inner loop.
- Government District should be renamed. New name to be discussed in follow-on working sessions of the steering committee. Ideas discussed for consideration include Four Corners and State Street District.
- Possibly providing direction to outlying districts (such as Susan B. Anthony) and nearby destinations even if they are not within official study area boundaries.

Destinations were also revisited and have been updated based on previous comments.

- Cloud Gehshan will update their Schematic Design book to account for updated destination list.
- Trailheads should also be added as destinations so they show up on directional signage.

- Consultant team to review abbreviations of destination from vehicular system to ensure continuity between vehicular and pedestrian wayfinding systems.

Signage Criteria, Locations and Sample Journey

Bergmann Associates distributed and reviewed three new maps that identified the proposed signage hierarchy, criteria for sign placement, locations of proposed signage system and sample journey #1.

Signage Criteria Map:

- Additional “nodes” to be added at each intersection along Main Street.

Signage Location Map:

- Bergmann to revisit signage on Main Street to identify additional kiosk locations.
- Street names to be added to map.
- Kiosk on State Street at Inner Loop.
- Revisit signage hierarchy in vicinity of Corn Hill / Exchange Boulevard per committee members comments.

Sample Journey

- Depict 2 to 3 additional sample journeys as examples. Good example may be Corn Hill to Eastman Theatre.

Schematic Design

Cloud Gehshan presented a Schematic Design book to take the committee through the design process. The following key comments and decision resulted from a review of this document and associated three signage concepts:

General

- Maps in Schematic Design book should be updated to reflect full CC Zoning District as portrayed on Bergmann maps to include small portion of Corn Hill and all areas to the west and east of Inner Loop that fall within the CC Zoning District boundaries.
- Brown’s Race reference should be deleted from “High Falls” District throughout.

1.4 and 1.5 - Destinations

- Bergmann and Cloud will work together to update destinations list and identify abbreviations, considering those already developed for vehicular system. Some discrepancies may be required as a result of less space available on pedestrian signage. The final destinations list and abbreviations will be provided to the committee for final approval at an upcoming working session.

1.10 and 1.11 - Maps

- Discussion of radius line on map depicting 5 minute walk. Majority of committee members agreed that it should remain as a good reference for pedestrians to gauge distances.
- Make sure boundaries are consistent. Add district names, including outlying district names such as Susan B. Anthony, Frederick Douglas, and Corn Hill.
- Consider making grey outlying area lighter so center city really pops.

1.12 - Fonts

- Confirm there is no federal funding requirement for font styles and sizes.

Schematic Design

- Like City logo and idea that icon can be interchangeable.
- Like ability to add a whimsical element to the back of the kiosks (interpretive, fun facts, etc.)
- Like tagline – “Walk Center City”
- Concept 2 / Option B of Midblock Map...like modern lines with classic / traditional character. Modify kiosk in Concept 2 to better incorporate mix of modern and traditional consistent with design of midblock map. Provide updated kiosk design back to committee for review and discussion at one of the committee working sessions.
- General consensus favored Concepts 1 and 2. Concept 3 may be too simple and contemporary.

Public Open House

Public Open House #2 is scheduled for September 13, 2011 at City Hall – Council Chambers from 5-8 PM.

Next Steps

- Provide Sean Phelan boards to display at Downtown Information Center and RDDC luncheon on 9/28. Boards should be self-explanatory and include a “fun” exercise for viewers that also provides meaningful feedback.
- Committee members shall meet independently of consultant team over course of September and October to discuss design aesthetic and preferred design alternatives for wayfinding program.

DECISIONS TO BE MADE BY COMMITTEE AT UPCOMING WORKING SESSIONS

Destinations

- 1 After list with proposed abbreviations provided by Bergmann, confirm and approve list and abbr.

Districts

- 2 Identify alternate name for "Government" District.

Information Hierarchy

- 3 Do you think the signs should direct to:
 - A) destinations within a quadrants only , then to other quadrants
 - B) destinations within a district only , then to other districts and quadrants
 - C) destinations within a certain radius including quadrants and/or districts
- 4 If you answered C, then do you think:
 - A) it is easier for the visitor to have the destinations be grouped by quadrants and sit within a color coded band? (see information architecture 1)
 - B) The destinations should be grouped and sit within a neutral color band? (see information architecture 2)
 - C) Do you think there should be a combination of both approaches? (not shown, would need to revise information architecture 3)

Design

- 5 Which design direction do you prefer?
 - A) Traditional
 - B) Traditional with contemporary approach
 - C) Modern
- 6 Do you think the headers should use the
 - A) city logo
 - B) unique icon for each quadrant (icons to be developed in a separate study)
 - C) unique icon for each district (icons to be developed in a separate study)
- 7 If you like design concept A (traditional) do you prefer:
 - A) a black sign (with gold or white icon)
 - B) a brick colored sign to relate to the architecture of Rochester

- 8 Do you agree the colors for the quadrants should be consistent with those on the vehicular system?

Major Kiosk

Major Kiosk is for overall city study area and is labeled City of Rochester.

- 9 Do you agree with following key features to include on Major Kiosk? Please delete or add features as you see fit.

- Map oriented as head's up
- Study area and part of surrounding area
- Genesee River and Main Street
- Quadrants
- Districts
- Streets
- Key features such as parks & landmarks
- Visitor parking lots and garages
- You are here star
- 5 minute walking radius
- Trails and trail heads
- Legend
- Major transit stops
- Help info: phone numbers for organizations that may provide add'l information
- Room for QR code and web site info
- Key map showing major road network
- Building footprints?

Minor Kiosk

- 10 Should the minor kiosk map feature?

- A) either the west or east side of the study area in which its located
- B) the quadrant in which its located
- C) the district in which its located
- D) centered on the current location and at a larger scale than the Major Kiosk (can include multiple districts and quadrants depending on location)

- 11 Do you agree with following key features to include on Minor Kiosk? Please delete or add features as you see fit.

- Map oriented as head's up
- Study area and part of surrounding area
- Genesee River and Main Street

- Quadrants
- Districts
- Streets
- Key features such as parks & landmarks
- Visitor parking lots and garages
- You are here star
- 5 minute walking radius
- Trails and trail heads
- Legend
- Major transit stops
- Help info: phone numbers for organizations that may provide addt'l information
- Room for QR code and web site info
- Key map showing major road network
- Building footprints?

Mid-block map

12 Do you agree with following key features to include on Mid-block map? Please delete or add features as you see fit.

- Study area
- Genesee River and Main Street
- Quadrants
- Districts
- Key streets
- Key features such as parks
- Visitor parking lots and garages
- You are here star
- 5 minute walking radius
- Help info phone number

Trailblazers

13 Do you like the idea of a small sign that can be used to trail blaze a specific walking route, heritage trail or tell interpretive stories?

Center City | Circulation and Pedestrian Wayfinding Study

Public Meeting No. 1

June 29, 2011 • 4:00 – 0:00 PM

Meeting Attendees

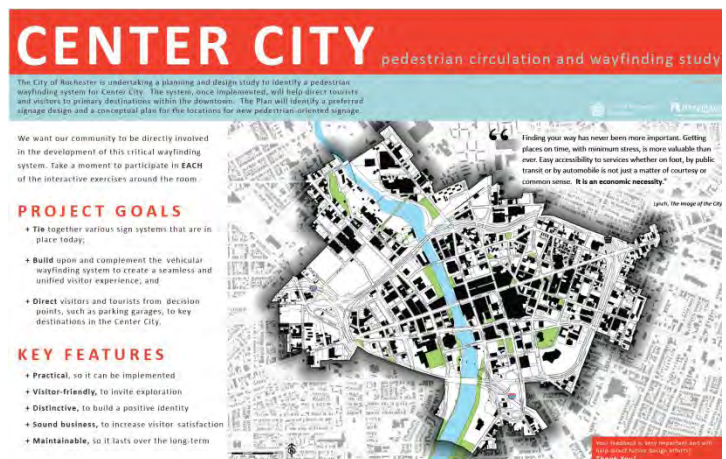
- (1) Doug Benson, City of Rochester
- (2) Josh Artuso, City of Rochester
- (3) Kimberly Baptiste, Bergmann Associates
- (4) Mark Johns, Bergmann Associates
- (5) Sue Steele, Bergmann Associates
- (6) Jeffery Mroczek, City of Rochester
- (7) Tony Favro, GTC
- (8) Susan Lindsay, City of Rochester / Visible Rochester
- (9) Marcia Barry, City of Rochester
- (10) Patti Donoghue, Visit Rochester
- (11) John Campolieto, City of Rochester
- (12) Tom Hack, City of Rochester
- (13) Mike Alexander
- (14) Mike Governale
- (15) Bill Collins
- (16) John Lam
- (17) Douglas Fisher

This meeting was held to introduce the public to the Center City Circulation and Pedestrian Wayfinding Study. The open house meeting included four stations that illustrated the existing condition analysis and solicited feedback from attendees on various elements that will be used to develop the signage concepts during the next phase of design. The attendees were given a handout (attached) which explained the project goals and identified the project schedule. The following is a brief summary of the items discussed and feedback received at this meeting:

Meeting Summary

STATION No.1: Welcome and Introduction

1. This station included a board with a basic introduction to the project.
2. Attendees were asked to sign in and encouraged to review a draft report during their visit.
3. No comments were received at this station.



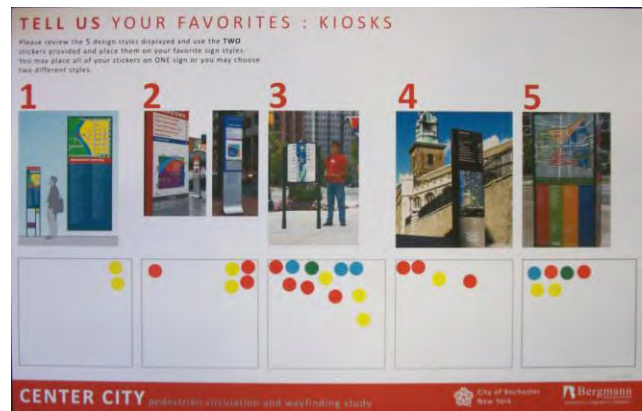
Introduction and Welcome Board

STATION No.2: Sign and Kiosk Design Styles

- Attendees were given four stickers to rank design style. Attendees were asked to place 2 stickers on their preferred style of the directional signs and 2 stickers on their preferred kiosk design style. Attendees were informed that both stickers could be located on one image, or they could be placed each sticker on two different images.



Direction Signage Styles



Kiosk Style

- The two most preferred directional sign styles are depicted in the images below:



Style No. 1 Preferred Directional Sign Style



Style No. 5 Second Most Preferred Directional Sign Style



Style No. 3 Preferred Kiosk



Style No. 5 Second Most Preferred Kiosk

3. Comments left at this station include:
 - a. Like the circles that represent walking distances in minutes. People should know how far they are from something.
 - Agree
 - AGREE (walking/cycling times and distances)
 - b. Directions to Southwedge, East Avenue, Art Walk.
 - c. Strong need to link the existing trails to overall plan (i.e. history trail, Genesee Riverway Trail, etc).
 - d. Shape and color of signs should be unique so that visitors easily pick them out from all other signage.
 - e. N/S/E/W indicators should be included so traveler can orient themselves.
 - f. #4 directional style is nice, but it does not show arrows to any destinations. If signs below were co-located with arrows I would choose with design.

STATION No.3: District Icons

1. The district map (below) was presented to a smaller group during a luncheon earlier in the afternoon, the boards were presented again at the open house. The comments drawn on both overall district map include :
 - Divide 'Four Corners' and 'Cascade' at Main Street,
 - add 'Canal District' south of Main Street;
 - revise the north part of 'Four Corners' to 'Government District'
 - combine Washington and Manhattan Districts and use a 'PLAY' theme (Strong and Geva)



District Map



District Map

2. Attendees at the afternoon luncheon and at the public meeting were asked to suggest icons for each of the 9 districts identified on the district map. The following suggestions were made:

Cascade

Suggested name: Canal District or Bridge Square
 Clock kiosk sculpture
 Re-watered canal
 Public art along canal
 Aqueduct
 Rochester's heritage trail banners
 Arts Craft Optic Building, Buckingham Commons



Icon Suggestions

Brown's Race High Falls

Falls, High falls
Water, water, everywhere
Watered section of brown's race
Ponte de Rennes bridge
Celebrate cool old industrial buildings

Four Corners

Suggested name: Government District
2 (the number)
Powers Building
Government District (star symbol)
Money/Government
\$ (dollar sign)
City Hall
Aqueduct/Canal District
Empty Square
Top Hat

St. Paul Quarter

Little 'S'
Water Street Music Hall
Water Street
Last survivals of downtown's post-milling industrial heritage
Brick

St. Joseph's Square

Steeple (Bell Tower)
Railroad Station
'Hinge' Per pedestrian route as shown on that board - icon
Linking view from Eastman Theater and from Falls Field

Grove Place

Brownstone Apartments
Wonderful Historic Area
Selden's Workshop (image of a car)
Brick
Street Art
Decorative Benches
Windsor Streets
Formal

East End

People
Gibbs Street
Sagamore
Music, Music Note, Eastman Theater, Guitar or Trumpet,
Spontaneous Outdoor Live Music, Jazz Festival
Entertainment, The Little (Movie Theater), Bars
Spot Café
Arenas Florist
Magnificent Church garden
Pocket Parks
Historic Walking Area



Icon Suggestions



Icon Suggestions



Icon Suggestions

Manhattan Square

Manhattan Square Park, Water Fountain, Skating Rink
Kids Playing
Space Frame
Concrete, Concrete, Everywhere
Strong Museum, Museum of Play
Opportunity

Washington Square

The Monument
GEVA Theater
Central Library
St Mary's Church
Wonderful Meditation Garden
Hot Dog Vendor
Farmer's Market
Capron Street Lofts

STATION No.4: Destinations and Sign System Feedback

Two boards were located at this station, one asking attendees to review and comment on the proposed destinations (below) and another to ask for additional feedback on the preferred Pedestrian Routes, Gateways, and Intersections (next page). See the comments provided on each board below.



Destination Map

Comments on Destinations:

Revise several spelling and location errors.

Landmarks:

Rochester's Historic Canal District
Erie Canal Aqueduct
Watts Building
One Washington Building
Historic ENTIRE Erie Canal Route
Unitarian/Universalist Church on Washington Sq.
Frederick Douglas/Susan B Anthony Bridge

Entertainment/Cultural:

River Trails and Access Points
VisitRochester Info Center (East Avenue)
Nick Tahoe's
Midtown Development
East End entertainment District



Routes, Gateways, and Intersections Map

Comments on Routes, Gateways, and Intersections :

Key Gateways:

West - Main St/Broad St, North – State St/Inner Loop, East – Main St/Inner Loop

Important Intersections:

State St/Main St, Broad St/South Ave, East Ave/Main St (at Liberty Pole)

Routes:

- Need a river level walkway, which are very popular on the Seine in downtown Paris (access via stairs from street as indicated on map in blue lines along river),
- Eastman Theater to Falls Field with the Bell Tower at the 'Hinge',
- (at Midtown redevelopment site) A pedestrian walkway would suffice, rather than an auto route (street), as currently planned why the auto emphasis?
- (at broad street) Erie Canal Towpath with re-watered canal

General Comments/Discussion

- The suggestion was made to include technology and digital wayfinding as part of the signage recommendations.
 - a. The project team will make general recommendations regarding the incorporation of technology with the wayfinding system.
- The suggestion was made to include a public transit representative on the steering committee.