

OSWEGO CANAL CORRIDOR BOA

APPENDIX H: DOWNTOWN OSWEGO WAYFINDING STRATEGY

NOVEMBER 2019

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DOWNTOWN OSWEGO
WAYFINDING STRATEGY





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Image Credit: Bergmann

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The Project

Through the Oswego Brownfield Opportunity Area (BOA) project, The City and County of Oswego identified the implementation of a cohesive vehicular and pedestrian wayfinding system as a key component to the revitalization of Downtown Oswego. The plan recommends wayfinding signage strategies that will improve navigation for all modes of transportation, enhance the streetscape, and create strong connections between downtown, the waterfront, municipal parks and historic sites.

It is intended for the implementation of the wayfinding system to begin in Downtown Oswego within the BOA project study area, with the opportunity to expand the system throughout the entire City of Oswego.

The Importance of Wayfinding

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. An affective 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 Oswego, linking together major destinations, historic sites, trail systems and other resources in a cohesive wayfinding network.

The ability to easily and efficiently navigate a 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 Oswego has to offer.

Objectives of the Plan

The objectives of this plan were to assess existing wayfinding signage in Oswego to determine the condition and effectiveness of the signage, determine the key destinations and possible districts to be highlighted and included in sign messaging, recommend signage types, incorporate existing Oswego branding efforts to create a consistent and easily identifiable look to the system, provide conceptual sign designs, and identify their locations.

INTRODUCTION



Image Credit: Bergmann



WAYFINDING STUDY AREA BOUNDARY

LEGEND

- City Limits
- - - BOA Boundary
- Wayfinding Boundary
- Municipal Parks
- Existing Trails



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Existing Sign System

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.

Of the 82 wayfinding signs inventoried, 52 are intended to be viewed by a vehicle while only 30 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.

EXISTING CONDITIONS

EXISTING SIGN TYPE + LOCATION WITHIN STUDY AREA





EXISTING SIGN TYPE + LOCATION BEYOND STUDY AREA

LEGEND

- City Limits
- BOA Boundary
- Wayfinding Boundary
- Municipal Parks
- Existing Trails
- Oswego Gateway
- Seaway Trail ID
- Historic Site Directional
- SUNY Oswego Directional
- Fort Ontario ID Sign

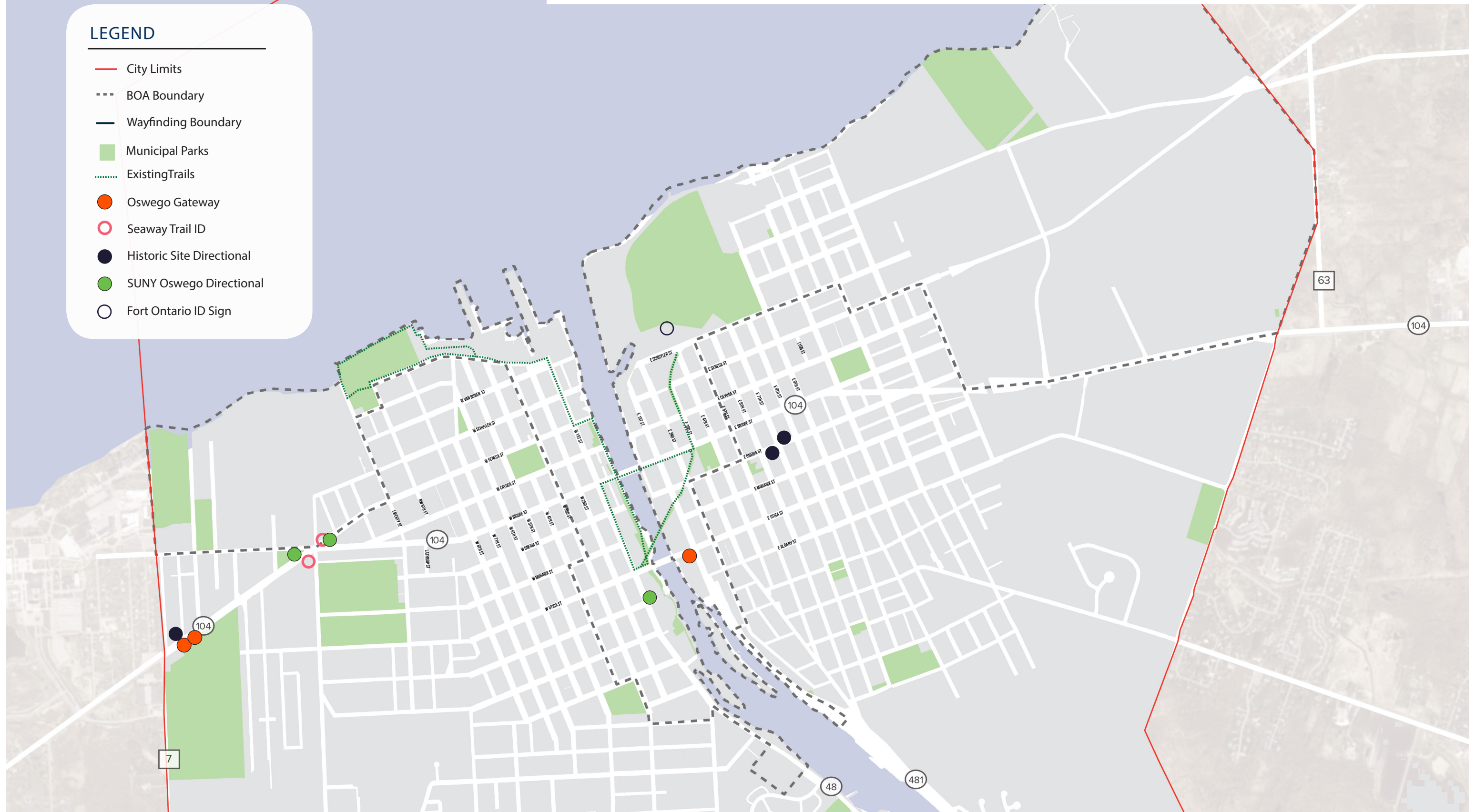




Image Credits: Bergmann

Gateway Signs



Banners

Existing Vehicular Wayfinding

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

The City has banners in several locations. There are banners mounted to existing light poles across bridge on East Bridge Street. Additionally, there are separate white metal poles where banners can be mounted near City Hall, and similar banner poles near Breitbeck Park.

Historic Signs are vehicular-oriented directional signs leading to significant historic sites such as Fort Ontario and the H.Lee White Marine Musuem. 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.



Vehicular Directional Signs

Existing Vehicular Wayfinding (continued)

In the study area there are destination identification/directional signs at Fort Ontario and Maritime district. These signs are vehicular-oriented signs to signal destinations within each area beyond this point. The sign materials are aluminum colored with white text and arrows posted on two u channel sign posts.

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

Other vehicular oriented signs include Veterans Memorial Park Directional Signs, Scenic Byway Signs, SUNY Oswego Directional Signs, State Park Directional Signs, Hospital Directional Signs, and New York Canals Lock 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.





Pedestrian



Kiosk

Existing Pedestrian Wayfinding

The Harbor River Trail is a pedestrian-oriented system located around Breitbeck Park and along Lake Street to West First Street. The pedestrian Harbor River Trail Signs are round reflective signs mounted on white metal posts with directional arrows. These signs are located near decision making points along the trail in the ROW. The existing signage is in excellent or good condition.

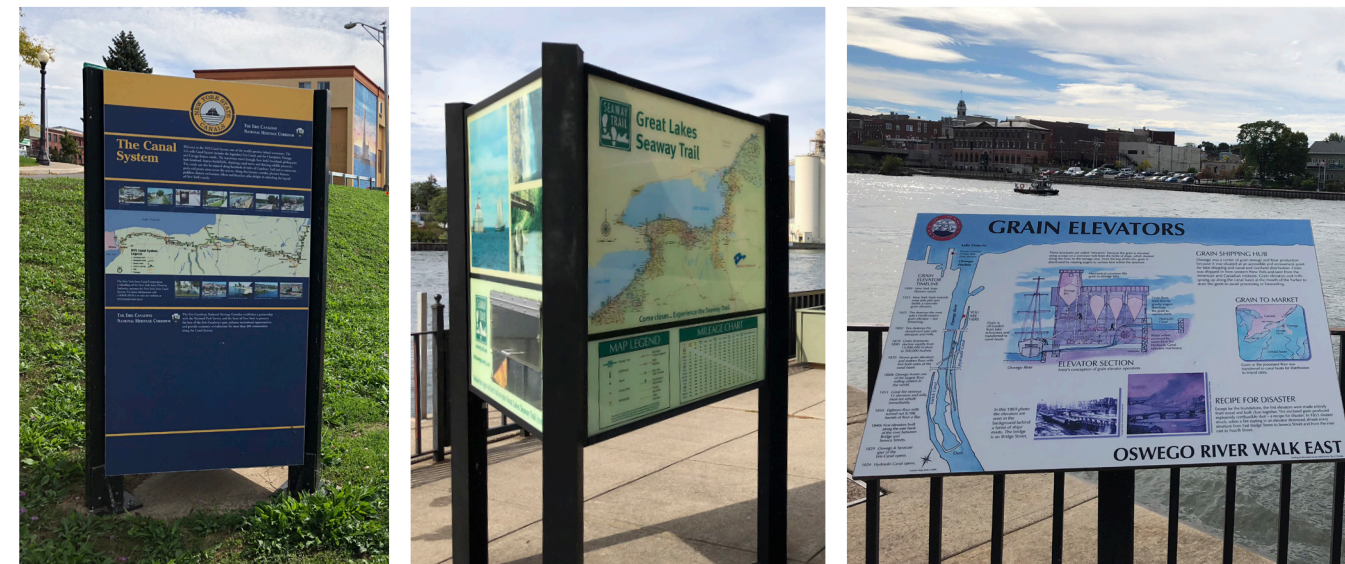
The Harbor Rail Trail River Walk signs consist of custom aluminum panels mounted over head the pedestrian bridge connecting Oswego River Walk West and Oswego River Walk East. Accompanying the monument signs attached to the chainlink fence there are aluminum signs with hours listed and a surveillance announcement.

The O & W Railroad Pedestrian Promenade and Bikeway signs consist of custom four-panel kiosk. These are located along the trail at intersections from East First Street north to the entrance of Fort Ontario at East Fourth Street and East Schuyler Street.

The Oswego Healthy Miles system is a pedestrian-oriented system located along its respective route. These are custom directional signs mounted on u channel sign posts or existing light poles. These signs are located near decision making points along the trail in the ROW. The existing signage is in excellent or good condition.



Interpretive Sign



Interpretive Signs

Existing Park + Trail Identification

Additionally, there are park identification signs at each park. These signs are vehicular and pedestrian-oriented signs to signal you have arrived at a destination. The destination signs are made from a variety of materials and colors; they are in good condition.

In addition to the trail signs and kiosks, there are various interpretive signs made from a variety of materials located along the trails.



Park Identification Signs



The following graphic standards were used to develop a palette of signs for Oswego's Wayfinding System.

Graphic Standards

Design Guidelines

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

- The number of messages on vehicular wayfinding signs should conform to New York State Department of Transportation (NYSDOT) and Manual of Uniform Traffic Control Devices (MUTCD) standards. 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 relate to MUTCD stands.
- 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.

WAYFINDING SIGN DESIGN GUIDELINES

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 signs shall conform with Oswego’s current Branding Strategy. These fonts include Bookman Swash and Lato. The font styles for directive and informative text shall be Arial. Other font styles maybe used if approved by the City of Oswego. 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 Oswego 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 Pantone#, CYMK and RGB. Colors provided are consistent with Oswego’s current branding strategy. All colors provided are guidelines and final colors shall be approved by the City of Oswego.



BASE PALETTE

PMS 276 C
CMYK C100 M100 Y10 K79
RGB R34 G28 B53
HEX #10104E

PMS 021 C
CMYK C0 M65 Y100 K0
RGB R254 G80 B0
HEX #FE5000

SUPPORTING

PMS 276 C
CMYK C100 M100 Y10 K79
RGB R34 G28 B53
HEX #10104E

PMS 7685 C
CMYK C57 M41 Y0 K42
RGB R63 G87 B148
HEX #3F5794

PMS 660 C
CMYK C56 M38 Y0 K22
RGB R87 G123 B198
HEX #577BC6

PMS 284 C
CMYK C40 M23 Y0 K15
RGB R130 G168 B217
HEX #82A8D9

PMS 123 C
CMYK C0 M18 Y72 K6
RGB R240 G196 B66
HEX #F0C442

PMS 155 C
CMYK C0 M11 Y32 K8
RGB R234 G208 B160
HEX #EAD0A0

PMS 021 C
CMYK C0 M65 Y100 K0
RGB R254 G80 B0
HEX #FE5000

PMS 1375 C
CMYK C0 M32 Y77 K11
RGB R227 G155 B53
HEX #E39B35

PMS 187 C
CMYK C0 M76 Y67 K42
RGB R147 G36 B48
HEX #B932430

PMS 7625 C
CMYK C0 M60 Y68 K21
RGB R202 G80 B64
HEX #CA5040

PMS Black C
CMYK C66 M64 Y67 K67
RGB R46 G42 B37
HEX #2E2A25

PMS Cool Gray 11C
CMYK C65 M57 Y52 K29
RGB R86 G86 B90
HEX #58585A

PMS 2331C
CMYK C0 M2 Y5 K33
RGB R171 G167 B162
HEX #ABA7A2

PMS Cool Gray 1C
CMYK C0 M2 Y5 K10
RGB R229 G224 B218
HEX #E4E5E6

PMS 187 C
CMYK C0 M76 Y67 K42
RGB R147 G36 B48
HEX #932430

PMS 709 C
CMYK C0 M69 Y29 K0
RGB R239 G96 B121
HEX #ef6079

SUPPORTING

PMS 7625 C
CMYK C0 M60 Y68 K21
RGB R202 G80 B64
HEX #CA5040

PMS 2985 C
CMYK C60 M0 Y3 K0
RGB R91 G194 B231
HEX #5bc2e7

PMS 2735 C
CMYK C100 M96 Y7 K1
RGB R43 G54 B139
HEX #2B368B

PMS 248 C
CMYK C42 M100 Y0 K0
RGB R165 G24 B144
HEX #a51890

PMS 245 C
CMYK C16 M56 Y0 K0
RGB R221 G127 B211
HEX #dd7fd3

SUPPORTING

PMS 284 C
CMYK C40 M23 Y0 K15
RGB R130 G168 B217
HEX #82A8D9

PMS 374 C
CMYK C27 M0 Y77 K0
RGB R195 G218 B101
HEX #C3DA65

PMS 7650 C
CMYK C53 M100 Y31 K24
RGB R101 G30 B91
HEX #651E5B

PMS 7732 C
CMYK C89 M0 Y96 K30
RGB R0 G122 B62
HEX #007a3e

PMS 360 C
CMYK C63 M0 Y84 K0
RGB R108 G194 B74
HEX #6cc24a

SUPPORTING

PMS 021 C
CMYK C0 M65 Y100 K0
RGB R254 G80 B0
HEX #FE5000

PMS 346 C
CMYK C51 M0 Y56 K0
RGB R129 G200 B146
HEX #81c892

PMS 660 C
CMYK C56 M38 Y0 K22
RGB R87 G123 B198
HEX #577BC6

PMS 300 C
CMYK C99 M50 Y0 K0
RGB R0 G94 B184
HEX #005eb8

PMS 2985 C
CMYK C60 M0 Y3 K0
RGB R91 G194 B231
HEX #5bc2e7

SUPPORTING

PMS 123 C
CMYK C0 M18 Y72 K6
RGB R240 G196 B66
HEX #F0C442

PMS 3385 C
CMYK C64 M0 Y51 K0
RGB R84 G191 B155
HEX #54BF9B

PMS 307 C
CMYK C95 M63 Y13 K1
RGB R0 G97 B157
HEX #00619D

PMS 575C
CMYK C61 M29 Y100 K11
RGB R61 G89 B123
HEX #6D893A

PMS 2645 C
CMYK C40 M44 Y0 K0
RGB R173 G150 B220
HEX #ad96dc

SUPPORTING

PMS 459C
CMYK C14 M21 Y67 K0
RGB R221 G193 B111
HEX #DDC16F

PMS 7625 C
CMYK C0 M60 Y68 K21
RGB R202 G80 B64
HEX #CA5040

PMS 7680 C
CMYK C89 M84 Y0 K0
RGB R63 G73 B158
HEX #3F499E

PMS 123 C
CMYK C0 M18 Y72 K6
RGB R240 G196 B66
HEX #F0C442

PMS 3385 C
CMYK C64 M0 Y51 K0
RGB R84 G191 B155
HEX #54BF9B

SUPPORTING

PMS 123 C
CMYK C0 M18 Y72 K6
RGB R240 G196 B66
HEX #F0C442

PMS 3385 C
CMYK C64 M0 Y51 K0
RGB R84 G191 B155
HEX #54BF9B

PMS 307 C
CMYK C95 M63 Y13 K1
RGB R0 G97 B157
HEX #00619D

PMS 575C
CMYK C61 M29 Y100 K11
RGB R61 G89 B123
HEX #6D893A

PMS 2645 C
CMYK C40 M44 Y0 K0
RGB R173 G150 B220
HEX #ad96dc

SUPPORTING

PMS 459C
CMYK C14 M21 Y67 K0
RGB R221 G193 B111
HEX #DDC16F

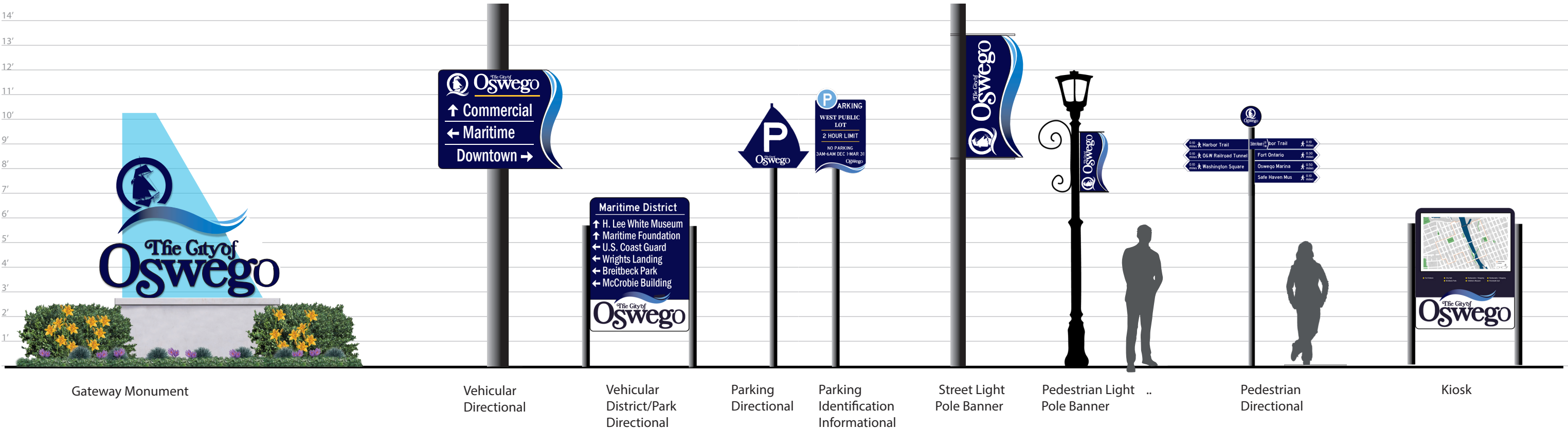
PMS 7625 C
CMYK C0 M60 Y68 K21
RGB R202 G80 B64
HEX #CA5040

PMS 7680 C
CMYK C89 M84 Y0 K0
RGB R63 G73 B158
HEX #3F499E

DOWNTOWN OSWEGO WAYFINDING STRATEGY / WAYFINDING SIGN DESIGN GUIDELINES / 13

Sign Palette

Vehicular + Pedestrian Wayfinding



Park + Trail Identification

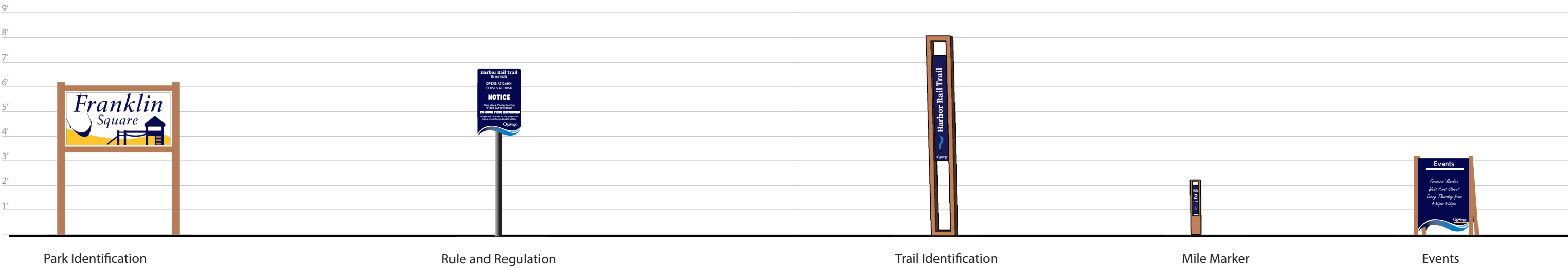




Image Credit: Bergmann

SIGN DETAILS

Introduction

These sign designs have a consistent look in their color, font, and materials which can be used for vehicular and pedestrian wayfinding. The following pages introduce the vehicular and pedestrian wayfinding sign palettes and provide detail sheets for each sign providing its intended use, size, materials, location, and potential coordination with regulatory agencies.

Sign Details

Monument Sign

DESCRIPTION

The Gateway Monument is reserved for major gateway entry points to the City of Oswego. 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 Oswego, Oswego 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: Sign message shall be attached to a 2” thick, blue, opaque, angled cut to represent a sail. The glass color and opacity to be approved by the City of Oswego.

Message: Sign shall contain the City of Oswego Logo and message “The City of Oswego”. Messages will be made from cast aluminum letters and applied to glass with 1/2” standoffs.

Base: The base of the monument sign shall be a smooth precast concrete. Color and texture to be approved by the City of Oswego.

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

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 Oswego prior to fabrication and installation.

Cost: +/- \$25,000 Each
Cost of Gateway Monument does not include permit fees, utility installation or relocation, or land acquisition needed for installation.



Vehicular Sign

DESCRIPTION

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

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 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 Oswego, Oswego 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.



Proposed Vehicular Sign Render

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 Design Guidelines. Messaging shall fit cohesively within the system and shall be approved by the City of Oswego prior to fabrication and installation.

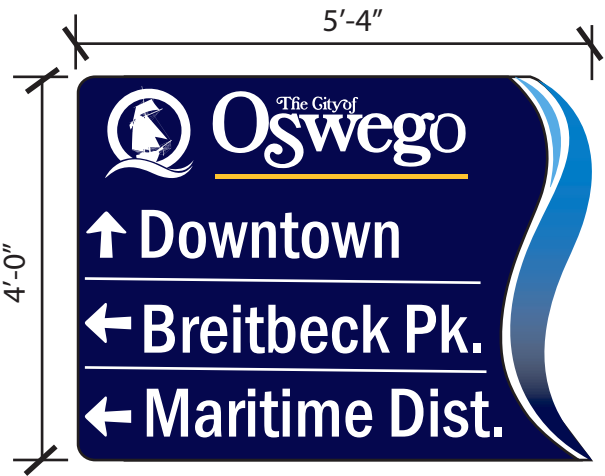
Posts: Sign posts to comply with NYSDOT standard details and specifications.

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 Oswego prior to fabrication and installation.

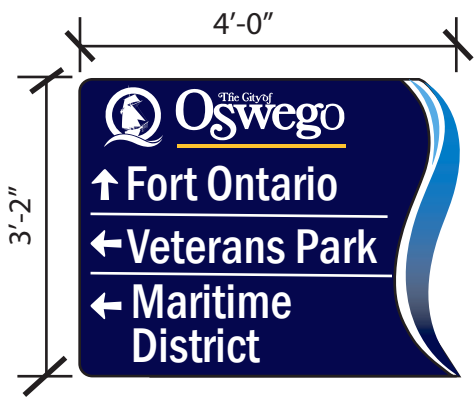
Cost: +/- \$5,000-5,700 Each

Cost of Vehicular Sign does not include permit fees, utility installation or relocation, or land acquisition needed for installation.

6 INCH LETTER HEIGHT



4 INCH LETTER HEIGHT



Vehicular District and Park Directional Sign

DESCRIPTION

The District and Park Vehicular Directional Signs are designed to replace existing signs that direct vehicular traffic to specific destinations within that designated area.

It is recommended these directional signs replace the existing signs located at the Maritime District and Fort Ontario Park.

Prior to the design and installation of the sigs, 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 Oswego, Oswego 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.

MATERIAL SPECIFICATIONS

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

Message: District and Park Vehicular Directional Sign messaging shall follow the Design Guidelines. Messaging shall fit cohesively within the system and shall be approved by the City of Oswego 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 Oswego prior to fabrication and installation.

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



Proposed Vehicular Park Directional Sign Render



Parking Sign

DESCRIPTION

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

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

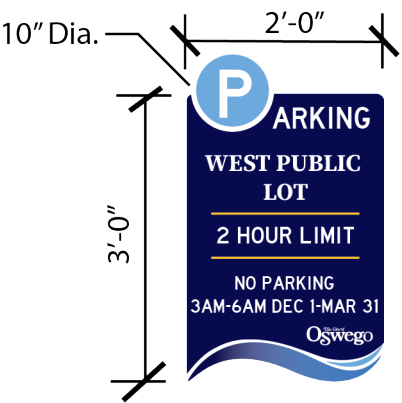
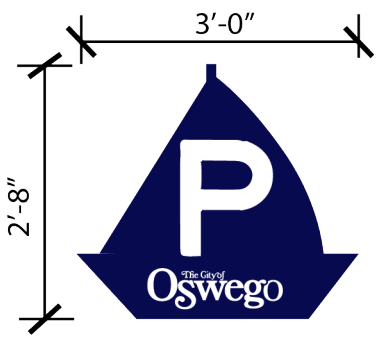
Posts: Parking signs to be mounted on poles. In locations where no poles exist, a 4” top mount traffic signal pole shall be used, designed, and installed according to NYSDOT standard details and specifications.

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 Oswego 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.

Proposed Parking and Regulations Signs Render



Street and Pedestrian Light Pole Banners

DESCRIPTION

The Street Light Pole Banners should be located on existing street light/utility poles on major vehicular corridors in the City of Oswego. The Pedestrian Light Pole Banners should be located on existing pedestrian light poles Downtown. Banners are intended to be attached to 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 Oswego, Oswego 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

Banner: Double-sided 13 mil. scrim vinyl banner

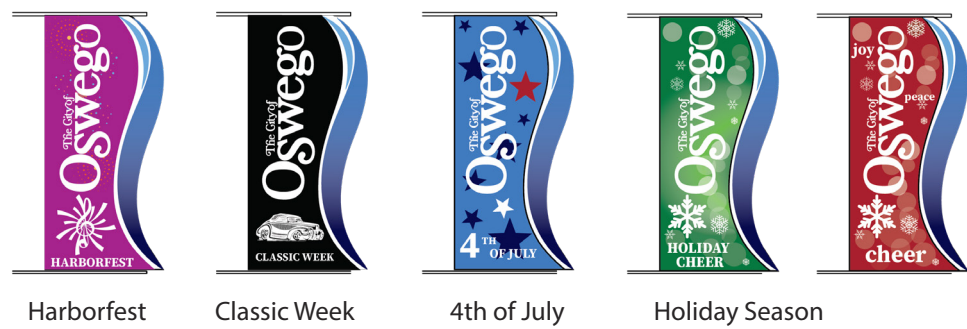
Message: Light Pole Banners to display the Oswego NY Logo. See Seasonal Banner Ideas to highlight special events or holidays throughout the year.

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 Oswego prior to fabrication and installation.

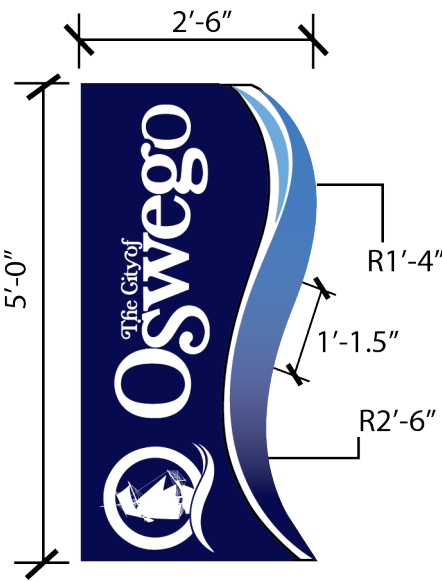
Cost: +/- \$250 Each

Cost of Light Pole Banners does not include permit fees, utility installation or relocation, or land acquisition needed for installation.

SEASONAL BANNER DESIGN IDEAS



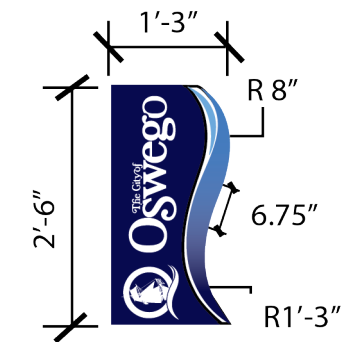
Proposed Street Light Pole Banner Render



Street Light Pole Banner



Proposed Pedestrian Light Pole Banner Render



Pedestrian Light Pole Banner

ALTERNATIVE SEASONAL BANNER IDEAS



Harborfest



Classic Week



4th of July



Holiday Season

Pedestrian Sign

DESCRIPTION

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

It is recommended the Pedestrian Directional signs be placed at decision making points. 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 Oswego, Oswego 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

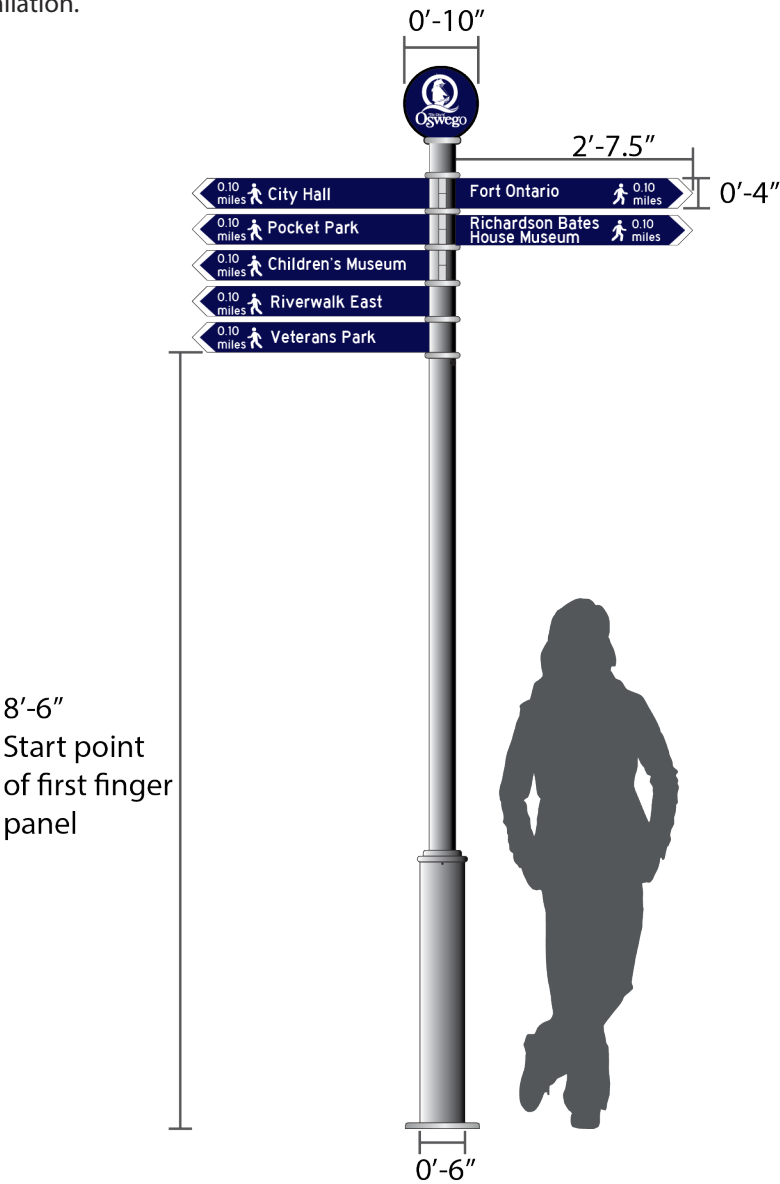
Product: As manufactured by ENCOMPASS or approved equal. OCTOPUS Fingerpost System- Standard Design Sign Type A with 4 sign finger directions. The Octopus post at a height of 10.8 ft tall, and 8.5 ft to underside of first finger, leaving 2.3 ft in the ground, supplied with anti rotational cross pins and a quantity of 5 collars per post, with arrow finger panel 900mm x 101.6mm (2.9 ft x 4 in.) to include end caps. Painted post and decorated fingers.

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

Cost: +/- \$7,800-\$8,800 Each
Cost of Pedestrian sign does not include permit fees, utility installation or relocation, or land acquisition needed for installation. Cost assumes installation on new poles.



Proposed Pedestrian Sign Render



Kiosk Sign

DESCRIPTION

Kiosks help pedestrians orient themselves while navigating through the city environment. The 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 Kiosk is located in.

The Kiosks will be field located and verified near major destinations, parks or decision points. Each 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 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 Oswego, Oswego 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.

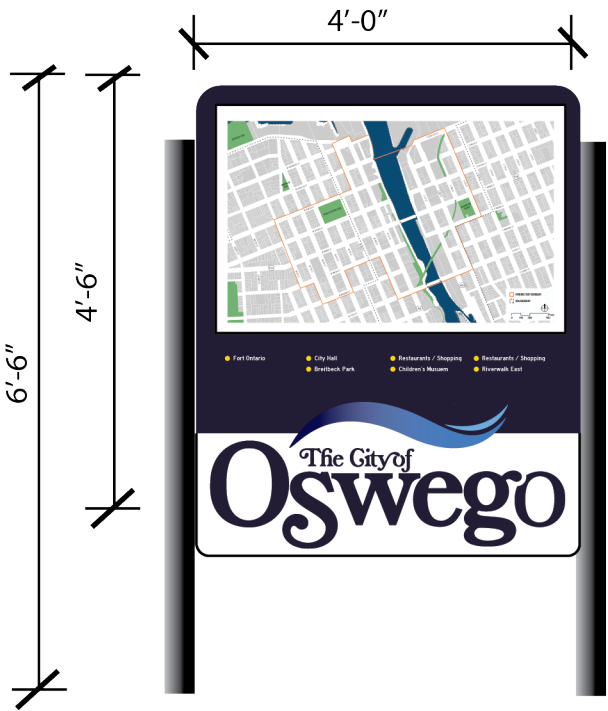
MATERIAL SPECIFICATIONS

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

Posts: Two, 4" Diameter aluminum, color to be black

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

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



Park Identification Sign

DESCRIPTION

Park Identification signs are used to identify parks such as Franklin Square Park. The signs should be sited where most visible and appropriate for the entry to the park and perpendicular to the path of travel.

Prior to the design and installation of the 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 Oswego, Oswego 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.

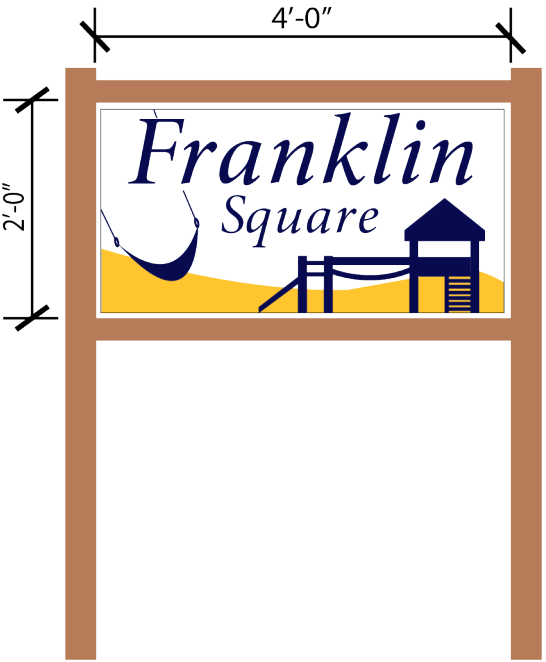
MATERIAL SPECIFICATIONS

Panel: Single sided, painted wood panel. Sign design to use same font and coloring as the main park gateway sign to Breitbeck Park pictured to the right. The design shall be unique and represent the character of each park.

Posts: Wooden panels to be to be mounted and framed by 6"x6"wooden posts.

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

Cost: +/- \$6,500 Each



Park Rules and Regulations Sign

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

Posts: Rules and Regulations sign to be mounted on new 3” diameter, aluminum, color to be black, post.

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

Cost: +/- \$2,500 Each



Proposed Park Rules and Regulations/Trail Identification Signs Render



Trail Identification Sign

DESCRIPTION

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

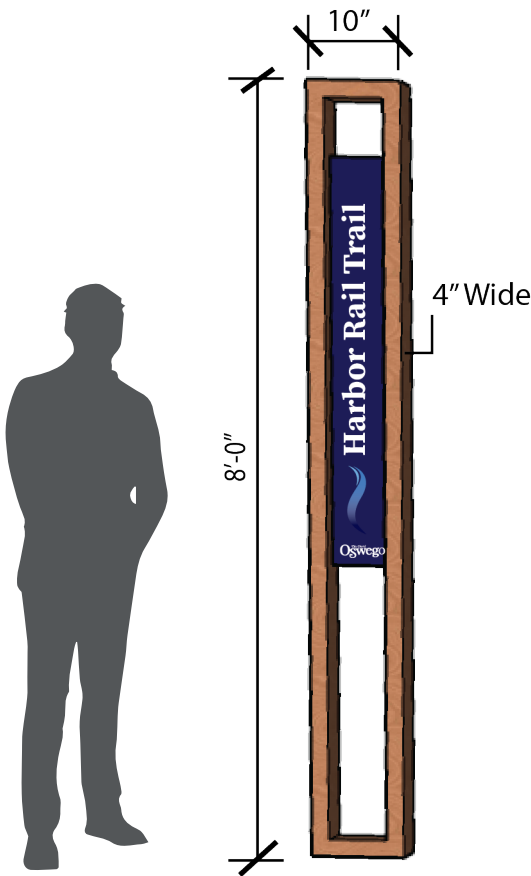
MATERIAL SPECIFICATIONS

Panel: Single sided, reflective aluminum sign panel 9"x48".

Post/Frame: Trail Identification Panel to be inserted to wooden frame.

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

Cost: +/- \$2,000-\$4,000 Each



Mile Marker Sign

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 Oswego, Oswego 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.

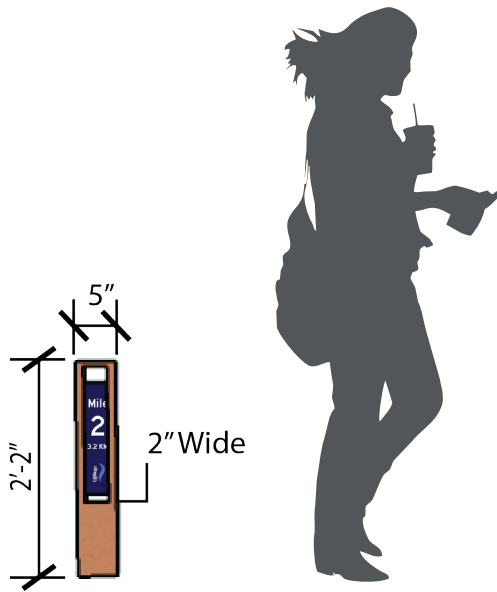
MATERIAL SPECIFICATIONS

Panel: Single sided, reflective aluminum sign panel 4"x12".

Post/Frame: A smaller version of the Trail Identification sign, the wooden frame will hold the Mile Marker panel.

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

Cost: +/- \$600-\$1,500 Each



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 Oswego, Oswego 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 wood. Stained.

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.



Proposed Sandwich Board Render





WAYFINDING SYSTEM RECOMMENDATIONS

Introduction

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 Oswego is lacking a consistent and easy to follow vehicular and pedestrian wayfinding system. The following guiding principles were used create an effective wayfinding system to improve the pedestrian and vehicular experience within Downtown Oswego.

The wayfinding design for Oswego addresses the organization, design features, map design and layout, and accessibility. All of these principles were considered and incorporated, as applicable, in the recommended Downtown Oswego vehicular and pedestrian wayfinding system.

System Approach

Most sign programs are organized in 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 destinations. Once determined, sign criteria can be developed. Decision points, landmarks and sign criteria as they relate to wayfinding systems are described on the following pages.

IDENTIFY DECISION POINTS & DESTINATIONS

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

1. Major 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. Destinations are significant features, such as parks, sculpture or buildings that are useful in confirming your location and path choice. Routes enriched with destinations 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

DETERMINE CRITERIA FOR THE NUMBER OF MESSAGES 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

Destinations

The sign locations, and messaging were determined based on the existing conditions analysis of existing signage, parking analysis, destinations, major vehicular and pedestrian circulation routes.

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 three major roadways entering Oswego; which are the primary vehicular gateways into the study area.

- Route 104 from the west,
- Route 104 from the east, and
- Route 481 from the south.

Knowing where people are coming from we need to determined where they are going. Looking at the possibility of eliminating/consolidating directional messages of existing signage, major destinations were determined for vehicular travel. These destinations include Downtown, Fort Ontario, SUNY Oswego, H. Lee Maritime Museum, Maritime District, Breitbeck Park, Veterans Memorial Park and Stage, Franklin Square Park and Port of Oswego.

Pedestrian

For the pedestrian wayfinding system, the Oswego Harbor Trail is the major path of travel for pedestrian traffic traveling around the study area.

List of Destinations

The destinations include Public Services, Entertainment, Historic Sites, Parks ,Trails and Recreation, Maritime Destinations and Educational Institutions. For the purpose of fitting destination titles within the sign size constraints here is a list of suggested abbreviations of each destination.

FULL NAME	ABBREVIATION
Public Service	
① Hospital	Hospital
② Oswego Police Department	Police
③ Oswego City Hall	City Hall
④ Oswego Public Library	Library
⑤ Port of Oswego Authority	Port Authority
Entertainment	
⑥ The Children’s Museum of Oswego	Children’s Mus
⑦ Downtown	Downtown
⑧ Oswego Farmer’s Market	Farmer’s Market
⑨ Oswego Players, Inc	Oswego Players
⑩ Oswego Speedway	Speedway
Historic Sites	
⑪ Fort Ontario State Historic Site	Fort Ontario
⑫ Richardson Bates House Museum	Rich. Bates House
⑬ Safe Haven Museum	Safe Haven Mus.
⑭ Oswego Canal Lock 7	Canal Lock 7
⑮ Oswego Canal Lock 8	Canal Lock 8
⑯ H. Lee White Marine Museum	Marine Mus
Parks + Trails + Recreation	
⑰ Anthony J Crisafulli Skating Rink	Skating Rink
⑱ Breitbeck Park	Breitbeck Pk
⑲ Crisafulli Park	Crisafulli Pk
⑳ Fort Ontario Park	Fort Ontario Pk
㉑ Franklin Square	Franklin Sq
㉒ Oswego Harbor Rail Trail	Harbor Trail
㉓ Montcalm Park	Montcalm Park
㉔ Market Street Pocket Park	Market St. Park
㉕ O&W Railroad Tunnel	O&W Tunnel
㉖ Veterans Memorial Park	Veterans Park
㉗ Riverwalk Park	Riverwalk Park
㉘ Washington Square	Washington Sq
Maritime	
㉙ Oswego Marina	Oswego Marina
㉚ Wright’s Landing Marina	Wright’s Marina
㉛ Maritime District	Maritime Dist
Education	
㉜ SUNY Oswego	SUNY Oswego

Map of Destinations

Public Service

- ① Hospital
- ② Oswego Police Department
- ③ Oswego City Hall
- ④ Oswego Public Library
- ⑤ Port of Oswego Authority

Entertainment

- ⑥ The Children’s Museum of Oswego
- ⑦ Downtown
- ⑧ Oswego Farmer’s Market
- ⑨ Oswego Players, Inc
- ⑩ Oswego Speedway

Historic Sites

- ⑪ Fort Ontario State Historic Site
- ⑫ Richardson Bates House Museum
- ⑬ Safe Haven Museum
- ⑭ Oswego Canal Lock 7
- ⑮ Oswego Canal Lock 8
- ⑯ H. Lee White Marine Museum

Parks + Trails + Recreation

- ⑰ Anthony J Crisafulli Skating Rink
- ⑱ Breitbeck Park
- ⑲ Crisafulli Park
- ⑳ Fort Ontario Park
- ㉑ Franklin Square
- ㉒ Oswego Harbor Rail Trail
- ㉓ Montcalm Park
- ㉔ Market Street Pocket Park
- ㉕ O&W Railroad Tunnel
- ㉖ Veterans Memorial Park
- ㉗ Riverwalk Park
- ㉘ Washington Square

Maritime

- ㉙ Oswego Marina
- ㉚ Wright’s Landing Marina
- ㉛ Maritime District

Education

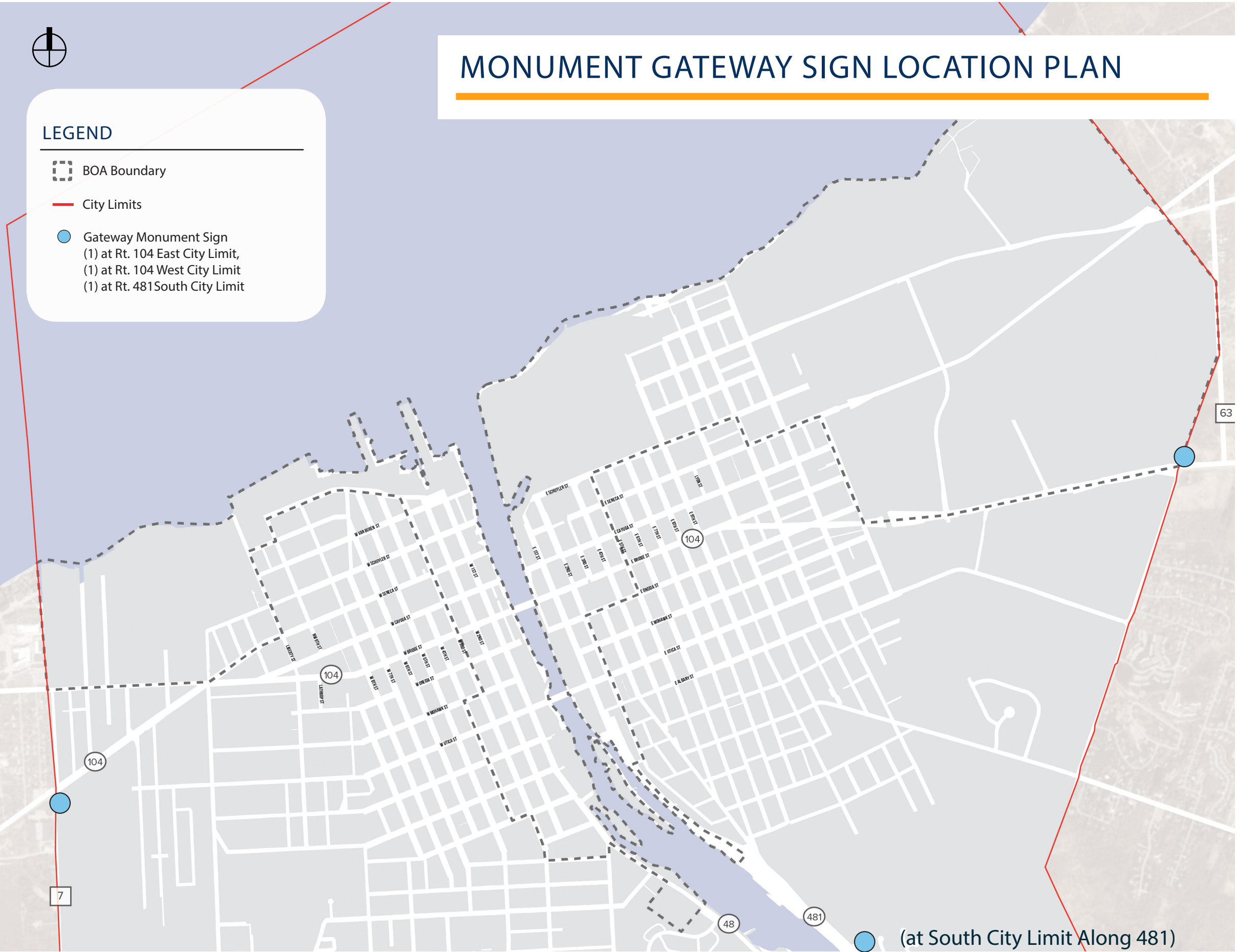
- ㉜ SUNY Oswego



Sign Location + Messaging

In order to determine / confirm the best path of travel from the point of origin to the destination, sample journeys were conducted from each gateway to the above mentioned destinations, limiting the messages to three per sign and considering distance from destination. Ease of the route and the experience on the route were both factored into the determination of the path of travel.

After the completion of the possible journeys and the determination of the wayfinding signage palette, sign location plans were developed for both the vehicular and pedestrian wayfinding systems, as depicted on the following Sign Location Maps. 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.



(at South City Limit Along 481)



VEHICULAR SIGN LOCATION + SAMPLE MESSAGING PLAN

LEGEND

- Municipal Parks
- Municipal Parking Lots
- Existing Trails
- Vehicular Directional Signs (12)
- Fort Ontario Park Directional Sign (1)
- Maritime District Directional Sign (1)
- Public Parking Sign (20)



PEDESTRIAN SIGN LOCATION PLAN



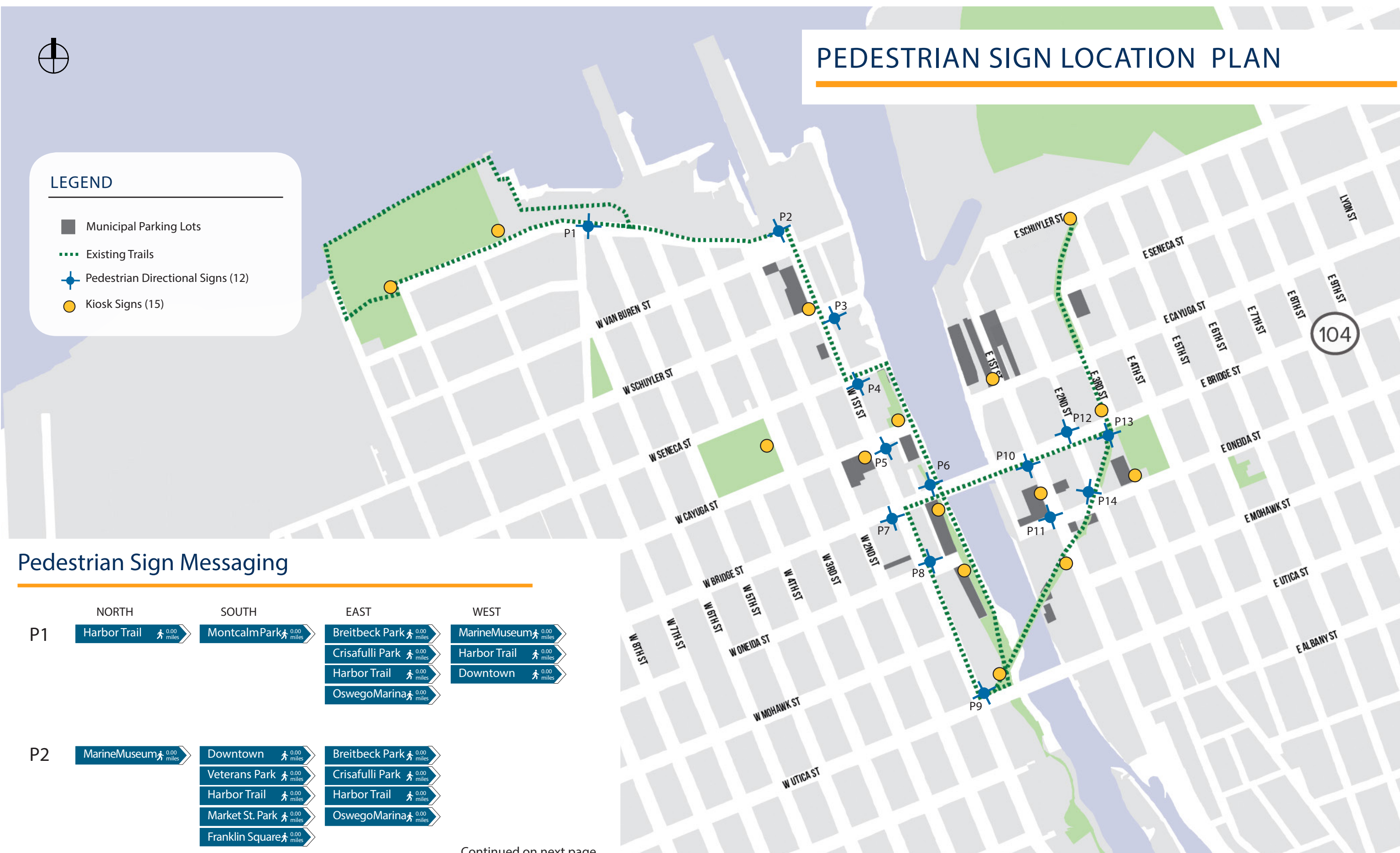
LEGEND

Municipal Parking Lots

Existing Trails

Pedestrian Directional Signs (12)

Kiosk Signs (15)



Pedestrian Sign Messaging

	NORTH	SOUTH	EAST	WEST
P1	Harbor Trail 0.00 miles	MontcalmPark 0.00 miles	Breitbeck Park 0.00 miles Crisafulli Park 0.00 miles Harbor Trail 0.00 miles OswegoMarina 0.00 miles	MarineMuseum 0.00 miles Harbor Trail 0.00 miles Downtown 0.00 miles
P2	MarineMuseum 0.00 miles	Downtown 0.00 miles Veterans Park 0.00 miles Harbor Trail 0.00 miles Market St. Park 0.00 miles Franklin Square 0.00 miles	Breitbeck Park 0.00 miles Crisafulli Park 0.00 miles Harbor Trail 0.00 miles OswegoMarina 0.00 miles	

Continued on next page..

Pedestrian Sign Messaging

	NORTH	SOUTH	EAST	WEST
P3	Marina District 0.00 miles MarineMuseum 0.00 miles OswegoMarina 0.00 miles Breitbeck Park 0.00 miles Crisafulli Park 0.00 miles	Harbor Trail 0.00 miles Franklin Square 0.00 miles Veterans Park 0.00 miles Market St. Park 0.00 miles Downtown 0.00 miles	MontcalmPark 0.00 miles	
P4	Marina District 0.00 miles MarineMuseum 0.00 miles OswegoMarina 0.00 miles Breitbeck Park 0.00 miles Crisafulli Park 0.00 miles	Market St. Park 0.00 miles Downtown 0.00 miles Children's Mus. 0.00 miles Farmer's Market 0.00 miles Police Dept 0.00 miles	Franklin Square 0.00 miles	Harbor Trail 0.00 miles Veterans Park 0.00 miles
P5	Marina District 0.00 miles MarineMuseum 0.00 miles OswegoMarina 0.00 miles Breitbeck Park 0.00 miles Franklin Square 0.00 miles	Downtown 0.00 miles Children's Mus. 0.00 miles Farmer's Market 0.00 miles Police Dept. 0.00 miles Riverwalk Park 0.00 miles	Franklin Square 0.00 miles	Harbor Trail 0.00 miles Market St. Park 0.00 miles Veterans Park 0.00 miles
P6	Market St. Park 0.00 miles Veterans Park 0.00 miles Harbor Trail 0.00 miles Franklin Square 0.00 miles Marina District 0.00 miles	Riverwalk Park 0.00 miles Harbor Trail 0.00 miles Police Dept. 0.00 miles City Hall 0.00 miles	Children's Mus. 0.00 miles Farmer's Market 0.00 miles	Canal Lock 8 0.00 miles Harbor Trail 0.00 miles Library 0.00 miles Fort Ontario 0.00 miles
P7	Franklin Square 0.00 miles Marina District 0.00 miles Market St. Park 0.00 miles Veterans Park 0.00 miles MarineMuseum 0.00 miles	Farmer's Market 0.00 miles Police Dept. 0.00 miles City Hall 0.00 miles Riverwalk Park 0.00 miles Harbor Trail 0.00 miles	Hospital 0.00 miles	Canal Lock 8 0.00 miles Harbor Trail 0.00 miles Library 0.00 miles Fort Ontario 0.00 miles
P8	Farmer's Market 0.00 miles Children's Mus. 0.00 miles Downtown 0.00 miles Market St. Park 0.00 miles Veterans Park 0.00 miles	City Hall 0.00 miles Harbor Trail 0.00 miles	Police Dept. 0.00 miles Hospital 0.00 miles	Children's Mus. 0.00 miles Canal Lock 8 0.00 miles Harbor Trail 0.00 miles Riverwalk Park 0.00 miles Library 0.00 miles

	NORTH	SOUTH	EAST	WEST
P9	Downtown 0.00 miles Harbor Trail 0.00 miles Clty Hall 0.00 miles Police Dept. 0.00 miles Children's Mus. 0.00 miles			Riverwalk Park 0.00 miles Harbor Trail 0.00 miles
P10		Harbor Trail 0.00 miles	Downtown 0.00 miles Children's Mus. 0.00 miles Market St. Park 0.00 miles Veterans Park 0.00 miles Harbor Trail 0.00 miles	Harbor Trail 0.00 miles O&W Tunnel 0.00 miles Library 0.00 miles Fort Ontario 0.00 miles WashingtonSq. 0.00 miles
P11	Downtown 0.00 miles	Harbor Trail 0.00 miles		Library 0.00 miles O&W Tunnel 0.00 miles WashingtonSq. 0.00 miles Fort Ontario 0.00 miles Harbor Trail 0.00 miles
P12		Library 0.00 miles O&W Tunnel 0.00 miles Harbor Trail 0.00 miles	Canal Lock 8 0.00 miles Harbor Trail 0.00 miles Downtown 0.00 miles Children's Mus. 0.00 miles Veterans Park 0.00 miles	O&W Tunnel 0.00 miles WashingtonSq. 0.00 miles Fort Ontario 0.00 miles
P13	O&W Tunnel 0.00 miles Fort Ontario 0.00 miles	O&W Tunnel 0.00 miles Library 0.00 miles Harbor Trail 0.00 miles	Canal Lock 8 0.00 miles Harbor Trail 0.00 miles Downtown 0.00 miles Children's Mus. 0.00 miles Veterans Park 0.00 miles	
P14	NORTHWEST O&W Tunnel 0.00 miles WashingtonSq. 0.00 miles Fort Ontario 0.00 miles	SOUTHEAST Harbor Trail 0.00 miles		



PARKS + TRAIL IDENTIFICATION SIGN LOCATION PLAN

LEGEND

- Municipal Parks
- Municipal Parking Lots
- Existing Trails
- Existing Park Identification Signs (3)
- Proposed Park Identification Signs (10)
- Trail Identification Signs (6)



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