A WAYFINDING PROGRAM for the

SARATOGA SPRINGS DOWNTOWN SPECIAL ASSESSMENT DISTRICT

PHASE 3 REPORT: BROADWAY STUDY AREA

LEGEND

AD-# Proposed Auto Directional Signs
including directional signs to Downtown
Public Destinations and Public Parking
Areas on or off of Broadway.

PD-# Proposed Pedestrian Directional Signs
including directional signs to Downtown
Public Destinations

KS-# Proposed Information Kiosk Signs
including public destinations and business
locations

PI-# Parking Identification Signs
identifying public parking locations

N

Approx. Scale 1"=100'-0"

0   50'   100'   200'
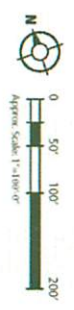
NOTES:

1. Proposed sign locations as shown are approximate.

2. Proposed signs shown are for destinations within this two block area study, and therefore do not represent comprehensive signage throughout the Saratoga Assessment District.

Map labels:

CITY HALL

US POST OFFICE

ADIRONDACK TRUST CO.

SARATOGA DOWNTOWNER HOTEL

ADELPHI HOTEL

CHURCH STREET

CAROLINE STREET

BROADWAY

DIVISION STREET

PHILA STREET

WASHINGTON STREET

AD-10
Chamber of Commerce →
Train Station →
Hospital →

AD-9
City Hall →
Post Office ↑

AD-8
Military Museum →
Farmers Market →
Parking →

PD-4
Post Office →
Kiosk →
Chamber of Commerce →
City Hall (Restroom) →

KS-1

AD-1
Military Museum →
Farmers Market →
Parking →

AD-2
Hospital →
Chamber of Commerce →
Train Station →
City Hall →
Post Office ↑

AD-3

PD-3
Kiosk ↑
City Hall →
Post Office →
Chamber of Commerce →
Military Museum →
Farmers Market →

AD-7
Childrens Museum →
Library →
Parking →

AD-4
Childrens Museum →
Library →
Parking →

KS-4

PI-1

PD-1
Childrens Museum →
Library (Restroom) →
Post Office ↑
City Hall →
Kiosk ↓
Arts Center →
Saratoga History Museum (Restroom) ↓
Visitors Center (Restroom) ↓

PD-2
Childrens Museum →
Library (Restroom) →
Post Office ↑
City Hall (Restroom) ↑
Kiosk ↓
Arts Center →
Saratoga History Museum ↓
Visitors Center (Restroom) ↓

KS-2

AD-6
Parking →

AD-5
Parking →

KS-3

ELEMENTS OF WAYFINDING

Overview

LandWorks has developed a series of wayfinding elements and recommendations for wayfinding initiatives that are presented in this design report. Included in this presentation are the following topics and design concepts:

1. Design Principles

This is an introduction to the outline of the elements which could/should comprise an holistic wayfinding system for Saratoga Springs, including the "family" of proposed signs and related elements.

2. Design Concepts

Two options are presented for an initial family of wayfinding elements for review as part of developing a final design for a wayfinding program in Saratoga Springs.

3. Kiosks and Directories

It is recommended that Saratoga Springs consider alternative concepts for developing an effective means of guiding residents and visitors alike to retail, commercial, cultural and public destinations and facilities (i.e. public rest rooms, wi-fi locations, etc.) within the downtown district. Kiosks are one means of accomplishing this.

4. Other Wayfinding Considerations

There are a number of interconnected wayfinding and circulation opportunities, including the integration of the system with bicycle routes and guidance, as well as the notion of "smart signs" - changeable messaging that, in many cities provides real time information about parking locations and availability.

5. Branding

An open issue remains as to how to best convey the brand of Saratoga Springs (beyond the notion of "health, history and horses") through the opportunities presented by a wayfinding and information system. Further discussion is warranted regarding what is the brand and how to convey it.

6. Streetscape

How do wayfinding elements, signs, street furniture, landscape, pedestrian circulation all work together to create order and synchronicity (versus an uncoordinated set of colors, designs, graphics) How to integrate the wayfinding system (and associated elements) within the context of the location and design of existing streetscape elements that include regulatory signs, light posts, specific street and sidewalk widths, etc.
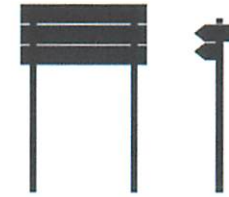
7. "E- Mapping" and Electronic Wayfinding

It is urged that Saratoga Springs consider options for reinforcing and enhancing wayfinding and information guidance for visitors to Saratoga Springs using current technology for electronic wayfinding including cell phone applications.
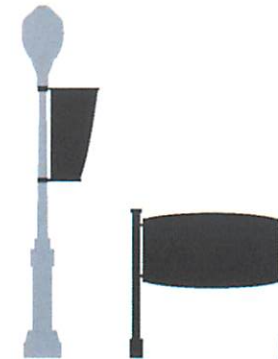
Information
Maps, directories, symbols.

Directional
Signs which guide drivers & pedestrians.

Identification
Parking, shopping centers, districts, regions, etc.

Branding
Gateway signs or banners.

Street Name

Streetscape
Light Post

Info
Directional

Landscape
Street Tree

Street Furniture
Decorated Lamp

Info
Street Scape

Route
Numbers

Regulatory

Directional
Business

Regulatory
Pedestrian Info

Landscape
Planting Bed

Street Furniture
Receptacle

Street Furniture
Bicycle Rack

Street Furniture
Bench

The Broadway streetscape presents some formidable challenges for the pedestrian and motorist alike. It is a rich street and sidewalk environment, but one that needs some refinement and/or reorganization so as to not risk and overabundance of clutter and uncoordinated elements.

The key task is to successfully integrate the wayfinding system (and associated elements) within the context of the location and design of existing streetscape elements that include regulatory signs, light posts, various forms of street furniture taking into account specific street and sidewalk widths, as well as the function and aesthetic qualities of this main downtown destination environment, Broadway. The drawing and photograph referenced provide a sense of the existing conditions and the both the challenges and opportunities they present.

One final and critical consideration is to reduce overall sign clutter and numbers - as set forth in the inventory and analysis phase of this project. This can and should be accomplished in concert with the implementation of the new wayfinding signs and elements and typically includes the following three steps: 1) Eliminating unnecessary or duplicative signs; 2) Co-locating or combining existing or duplicative signs; and/or 3) Relocating existing signs to reduce visual conflicts. The primary goal with regard to the streetscape is to reduce overall clutter (signs and streetscape elements) and to provide an improved sign environment and/or visual landscape that promotes traffic and pedestrian safety.

Existing Wayfinding & Streetscape Elements
The visual clutter at Broadway and Church Street is overwhelming and confusing. This is typical along Broadway.

Design Concepts & Wayfinding Initiatives • A Wayfinding Program for the Saratoga Springs Downtown District • OCTOBER 2010

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STREETSCAPE

Existing Wayfinding & Streetscape Elements

One of the key challenges for the wayfinding system has to do with the organization of the street and sidewalk. In particular, the sidewalks of Saratoga Springs represent one of the key pieces of the city's infrastructure that serve the visitor and contribute to the vitality and sense of place for the downtown An article entitled "Essential Elements of Sustainable Design" in the March 2010 issue of Planning magazine highlights the role of the sidewalk in addressing "green urbanism":

"The public right-of-way should be designed to be used by the community in a uniquely flexible and social manner. Sidewalks and plazas should accommodate a wide variety of activities depending on location, adjacency, and time of day.

Sidewalks should accommodate a variety of activities throughout the day. "Zoning" the sidewalks for window shopping and dining, strolling, and street infrastructure is an important step toward sustainability.

WiFi access, seating areas, newsstands, bike racks, public bathrooms, and information kiosks are other important amenities that can be incorporated into sidewalk designs so that sidewalks are not just pedestrian movement areas but a "third place" so essential for the social life of the city."

Location Map

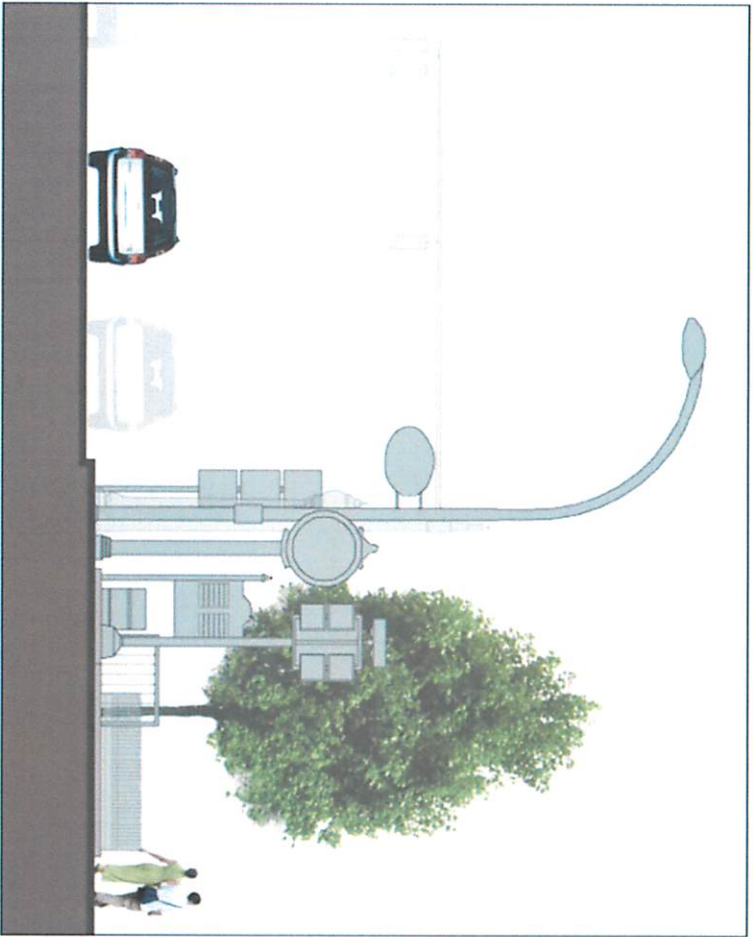Section-Elevation at Broadway and Church Street / Lake Avenue Looking South
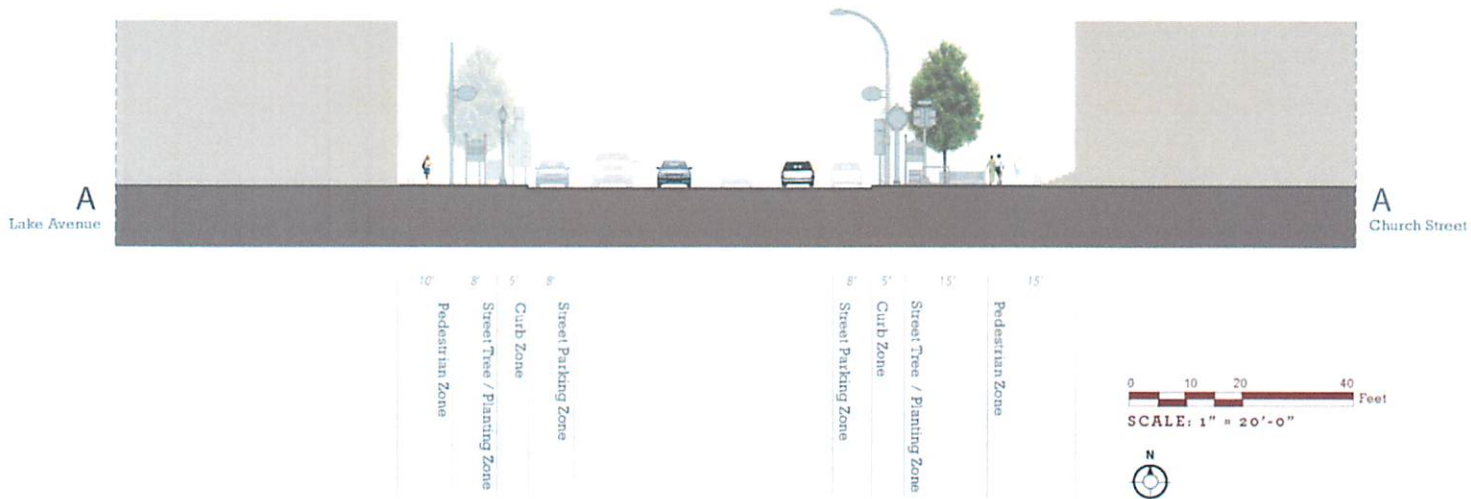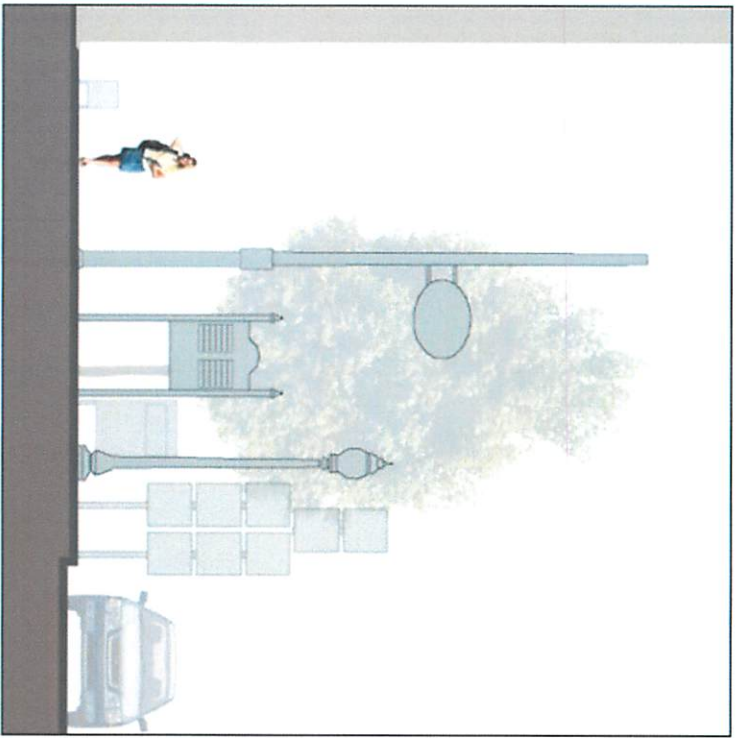
A
Lake Avenue

A
Church Street

10' 8' 5' 8'

Pedestrian Zone
Street Tree / Planting Zone
Curb Zone
Street Parking Zone

8' 5' 15' 15'

Street Parking Zone
Curb Zone
Street Tree / Planting Zone
Pedestrian Zone

0   10   20   40 Feet

SCALE: 1" = 20'-0"

N

6
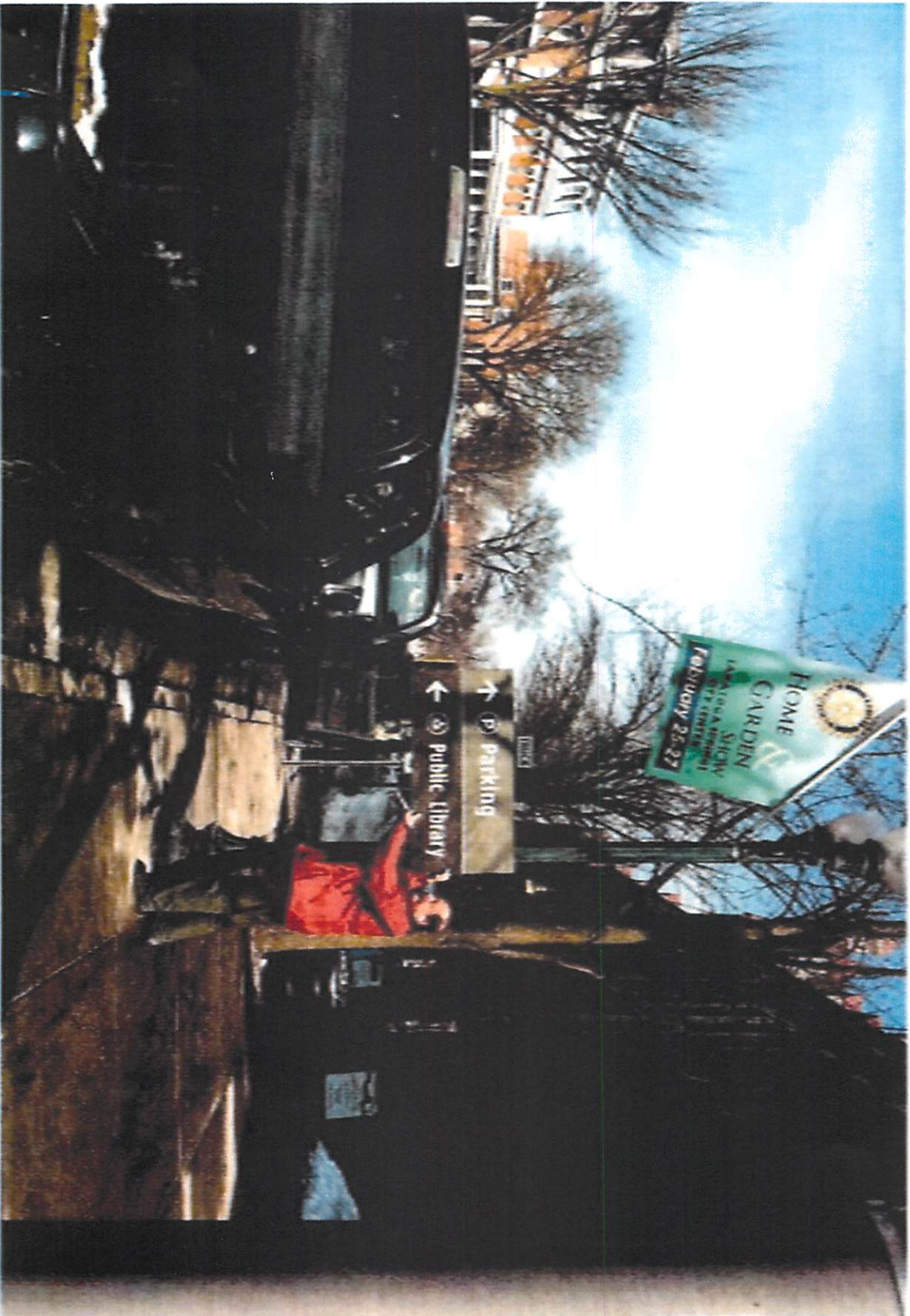
Branding takes many forms. It is the opportunity to convey the memorable message and/or takeaway for visitors - it is both expectation and experience. Saratoga Springs has a "good" challenge with its branding - there are a number of elements which can and do convey Saratoga Springs to the visitor:

1. **The Spa & Springs** - the imagery and architecture of Congress Park

2. **Horses, Racing & the Race Course** - the horse sculptures on Broadway are clear evidence of this heritage

3. **The Performing Arts** - the Saratoga Performing Arts Center being a nationally, if not internationally recognized venue

4. **Museums and the Arts** - there are 9 museums or cultural heritage resources in an around Saratoga Springs including the National Historical Park

5. **Skidmore** - the college as a destination and key resource for the region and city

6. **Broadway and the Downtown**- the rich history and current vitality of Broadway and environs is both attractive and memorable for visitors

Elements such as the gateway areas, banners and printed and electronic information can present and promote the brand of Saratoga Springs; the wayfinding system as a whole can convey the brand in more subtle and indirect ways.
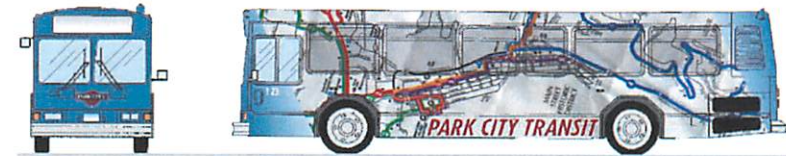
E-MAPPING, ELECTRONIC WAYFINDING AND SUSTAINABLE DESIGN

There is great promise for this aspect of communicating cultural recreational and retail opportunities in a downtown or region. Already major destinations have begun to do this with I-phone applications, web site options and other interesting programs and applications. This is the wave of the future but will never entirely replace the basic and traditional wayfinding methods and elements.

Sustainable design methods are also being readily incorporated into wayfinding signs and elements. From audible messaging and tactile signing, to solar powered kiosks and directories, to selecting recycled metal and non-VOC paint finishes, there are a number of green design initiatives that can and should be incorporated into wayfinding programs and downtown and city wide streetscape elements.

There are many potential components that should be considered for a city-wide wayfinding systems. Saratoga Springs needs to consider ways in which to integrate information, signing and even structures with regard to bicycle circulation and public transit to create a seamless system of guidance and communication for getting around Saratoga Springs and for understanding what it has to offer, for both visitors and residents.

The examples shown on this page provide a sense of some of the different components to consider when creating the final wayfinding program for Saratoga Springs.

1. Parking lot signs with electronic messaging employing LED sign components to be constructed during 2010 for the city of Burlington, Vermont. Some of these signs will be powered by solar panels.

2. A coordinated system of parking signs (and downtown bike signs) compliant with the provisions of the MUTCD (Manual on Uniform Traffic Control Devices) would reduce visual clutter and provide a systematic approach to this key element of the downtown.

3. Church Street Marketplace in downtown Burlington, Vt. is identified and branded by a system of street signs. Street signs are effective in delineating special districts in a city.

4. Bus shelters can also become part of a coordinated design a approach to transportation infrastructure. These bus shelters proposed for the Jackson, Wyoming public transit system use the same materials and design motifs employed in the signs which are part of the city's overall wayfinding program.
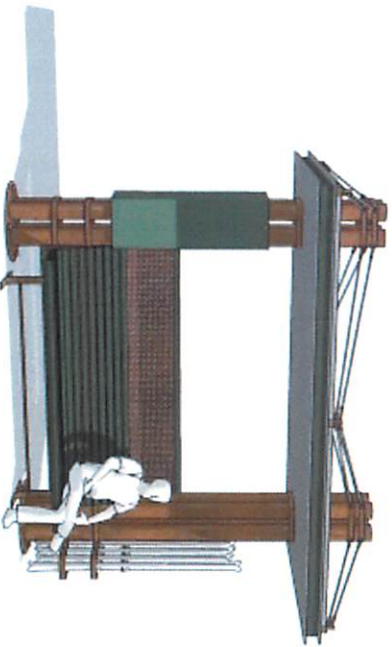
BRINGING IT ALL TOGETHER

The Legible City

Together the aspects of signing and information dissemination can combine to create what has been referred to as the "Legible City". Bristol, England has pioneered this approach to a comprehensive information system that is based on the following premise:

"Successful cities will be those that connect people, movement and places efficiently. They will be engaging, welcoming, accessible and easily understood."

From Building Legible Cities by Andrew Kelly, Bristol Cultural Development Partnership, Bristol, England, 2001
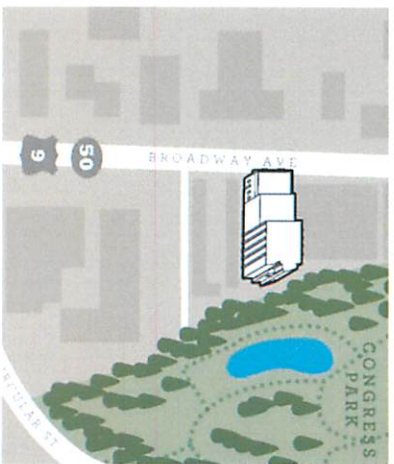

Top Left Map for Teton Village with 3-D views of building (LandWorks)

Bottom Left Downtown map for the city of Burlington, Vermont, with 3-D views of landmark buildings. (LandWorks)

Middle Top Legible London wayfinding sign with overview and detail maps, as well as directional signs, which have been integrated at the top.

Right Top An example of the 3-D map approach applied to Saratoga Springs.

DESIGN CONCEPTS

Overview of Design Approach

The initial design concepts presented in this phase of the project are intended to provide a sense of what is appropriate for themes, graphics and structural components that may comprise a coordinated wayfinding and information system for Saratoga Springs. The overall design intent is to create a timeless, innovative and sustainable system that recognizes the city and region as a destination environment and references the rich history, architecture and sense of place that distinguishes Saratoga Springs and sets it apart from other cities and downtowns. These elements are proposed to be integrated and interconnected, and to encompass web based information and wayfinding tools as well as signs and streetscape elements. The desire is to create an aesthetically appropriate and graphically legible and accessible information system that incorporates current practice and technology in environmental graphic design.

The concepts presented represent a design approach that sets forth a timeless, elegant and contextual set of graphics, structures and shapes. Note that final typefaces and design for the words "Saratoga Springs" are subject to review and that the displayed typeface is a placeholder.
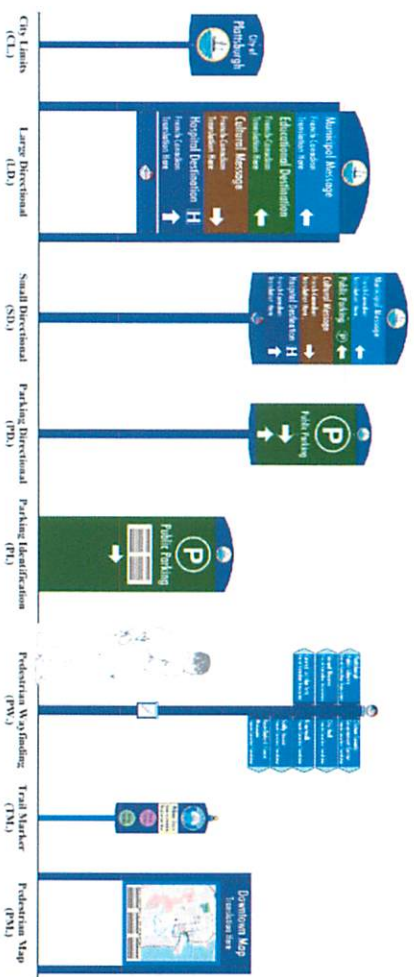
This comprehensive wayfinding system was implemented in Plattsburg, New York and was well received by residents and visitors. See a review of the project in the "Benefits and Effectiveness of Wayfinding" section.

City Limits (CL.) Large Directional (LD.) Small Directional (SD.) Parking Directional (PD.) Parking Identification (PI.) Pedestrian Wayfinding (PW.) Trail Marker (TM.) Pedestrian Map (PM.)

MARK

LOGO

SARATOGA
SPRINGS

SEAL

TYPEFACES

Archer
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789

Clearview Hwy 2-W
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789

Clearview Hwy 1-W
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789

COLORS ARE REPRESENTATIONAL ONLY
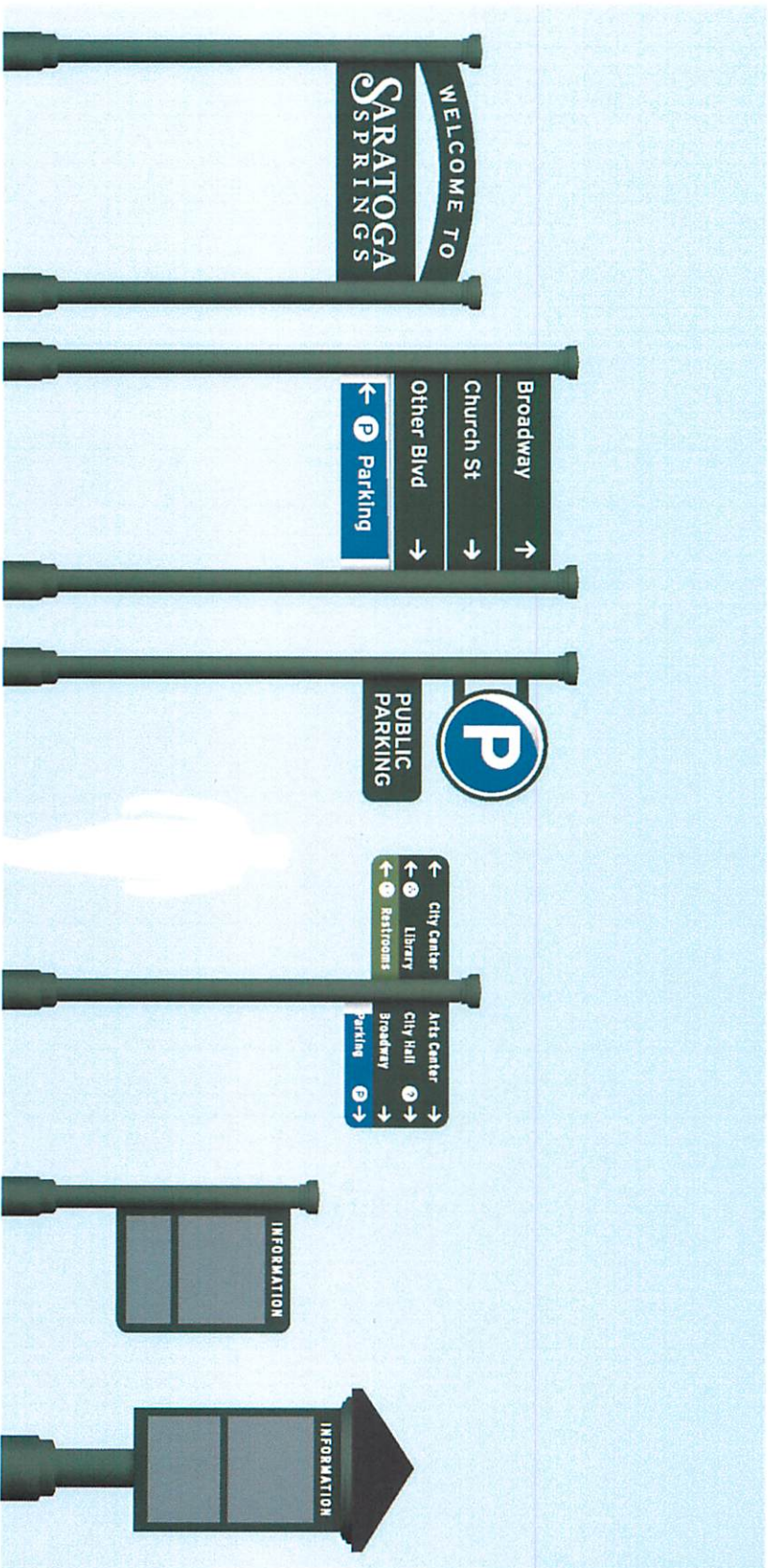
LOGO, ELEMENTS & TYPEFACES | Saratoga Springs, New York   3.1.11   228 Maple Street, Suite 32 | Middlebury, VT 05753   **LandWorks**

WELCOME TO
SARATOGA SPRINGS

Broadway →
Church St ↓
Other Blvd ↓
P Parking ←

PUBLIC PARKING
P

↑ City Center
↑ Library
↑ Restrooms

Arts Center ↓
City Hall ↓
Broadway ↓
Parking →

INFORMATION

INFORMATION
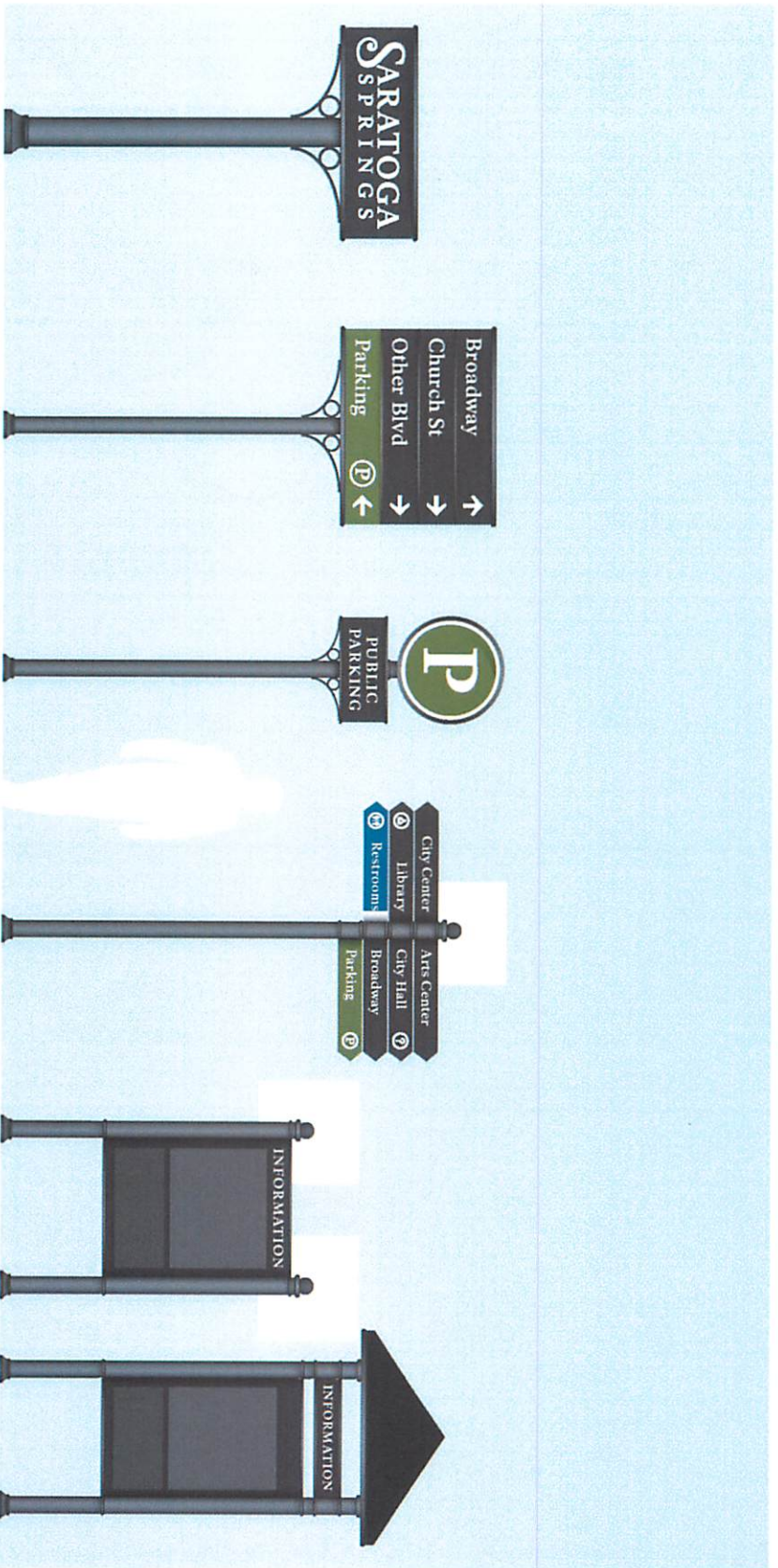
Saratoga Springs Wayfinding Family

GATEWAY

SARATOGA
SPRINGS

Health · History · Horses
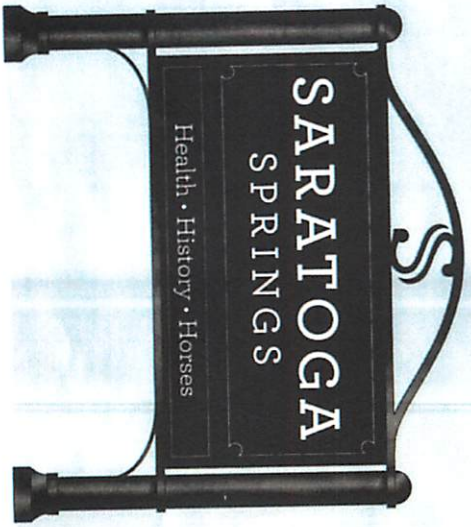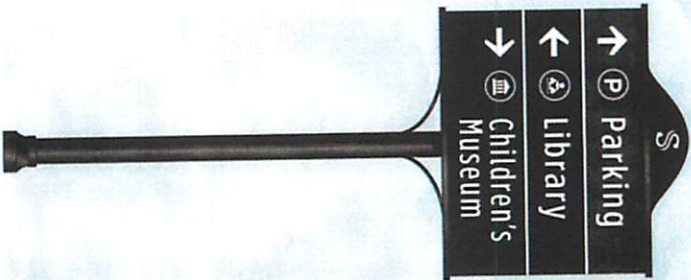
VEHICULAR DIRECTIONAL

→ Ⓟ Parking
← ♿ Library
↓ ▥ Children's Museum

PEDESTRIAN DIRECTIONAL

City Center
♿ Library
▥ Restrooms

Arts Center
⑦ City Hall
Broadway
Ⓟ Parking

LandWorks

SARATOGA
SPRINGS

Health · History · Horses

SIGN FAMILY - Gateway | Saratoga Springs, New York

3.1.11

228 Maple Street, Suite 32 | Middlebury, VT 05753
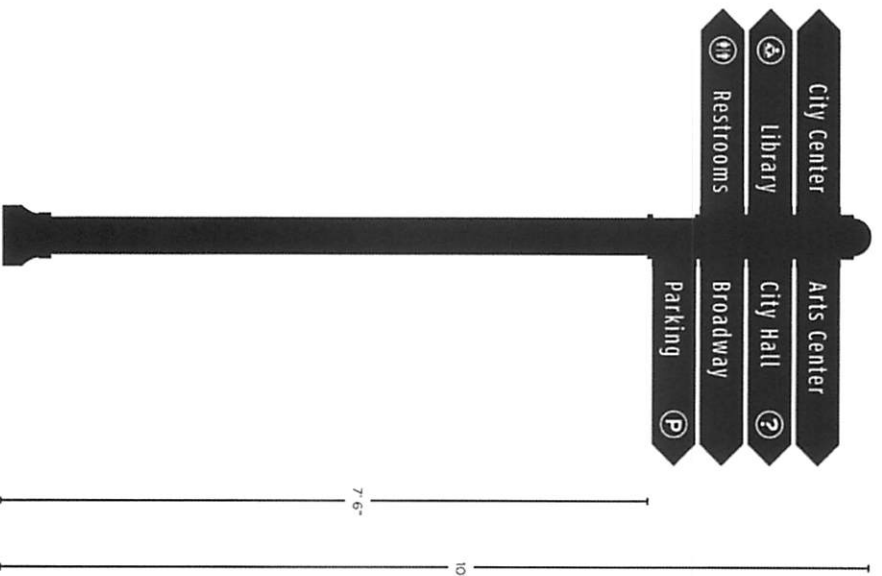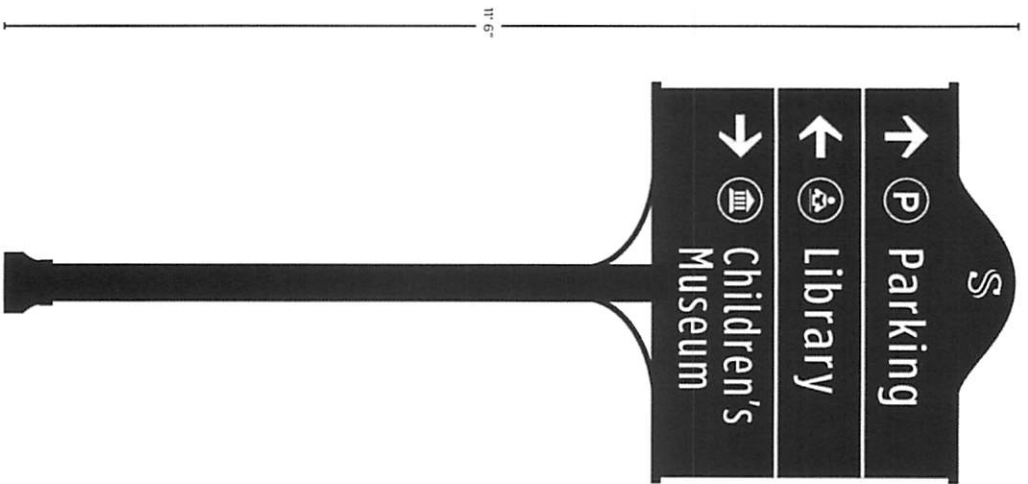
LandWorks

SCALE: .75" = 1'

SIGN FAMILY - Vehicular & Pedestrian Directional | Saratoga Springs, New York

11' 6"

→ Ⓟ Parking
↑ ⛲ Library
↓ 🏛 Children's Museum

City Center
Library
Restrooms

Arts Center
City Hall
Broadway
Parking

7' 6"

10'

LandWorks

STREET

CHURCH ST

PARKING

PUBLIC
PARKING

P

INFORMATION
KIOSK

INFORMATION

S

BANNERS

SARATOGA
SPRINGS

S

SARATOGA
SPRINGS

S

LandWorks

SCALE: .75" = 1'

SIGN FAMILY - Street & Parking | Saratoga Springs, New York

3.1.11

CHURCH ST

9'-3"

PUBLIC PARKING

P

7'-6"

12'-7"

228 Maple Street, Suite 32 | Middlebury, VT 05753

COLORS ARE REPRESENTATIONAL ONLY

LandWorks

SCALE: 1" = 1'

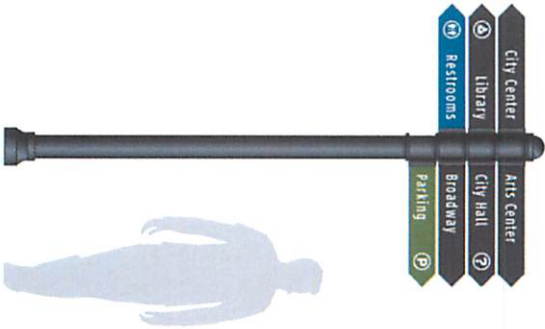**SIGN FAMILY - Kiosk** | Saratoga Springs, New York

3.1.11

9'

INFORMATION

S

228 Maple Street, Suite 32 | Middlebury, VT 05753

LandWorks

SARATOGA SPRINGS

Health · History · Horses

→ Ⓟ Parking
↑ Ⓐ Library
↓ 🏛 Children's Museum

City Center
Library
Restrooms
Arts Center
City Hall
Broadway
Parking

S Center
adway
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king
P
?

CHURCH ST

PUBLIC PARKING
P
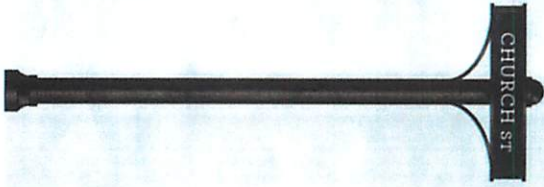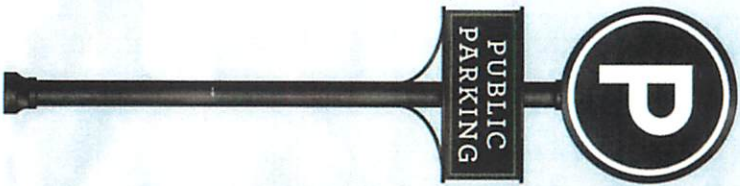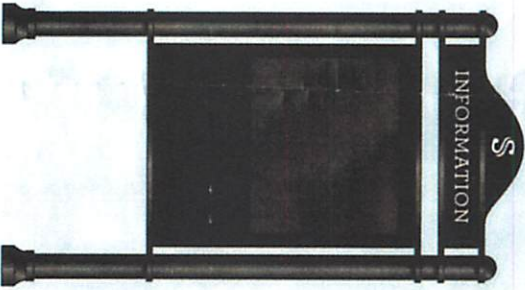
INFORMATION
S
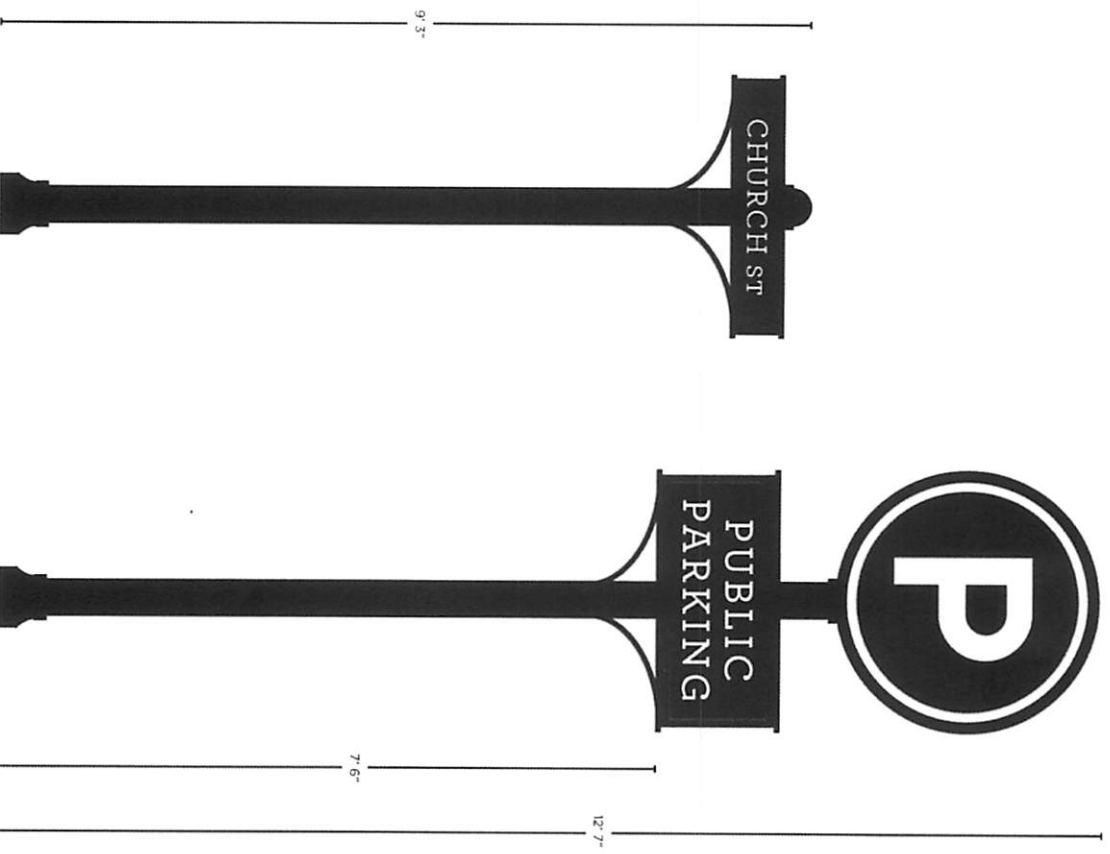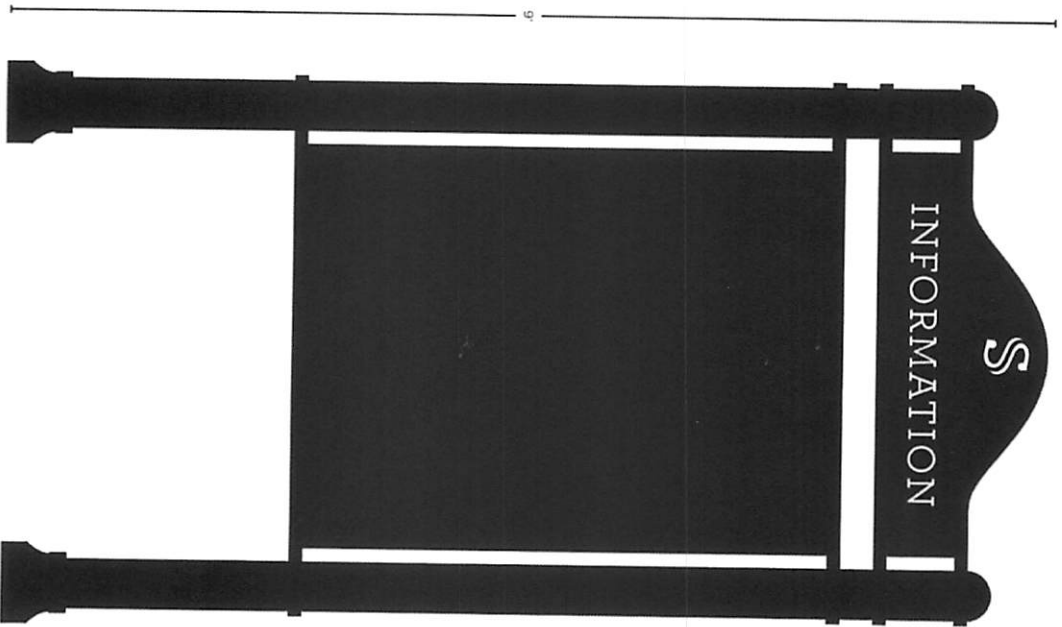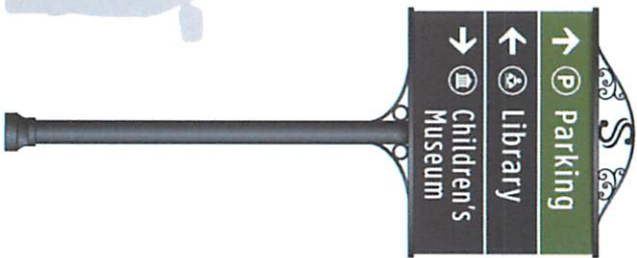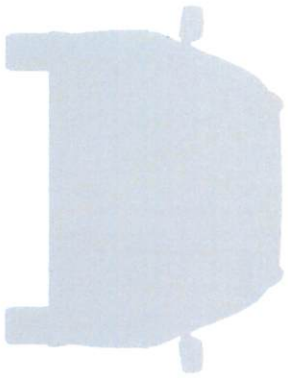
SARATOGA
SPRINGS
S
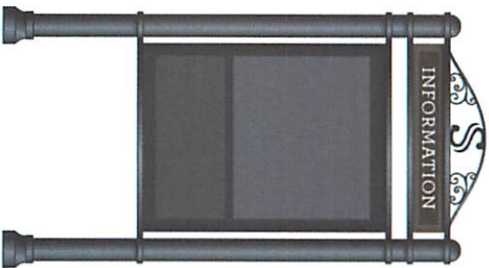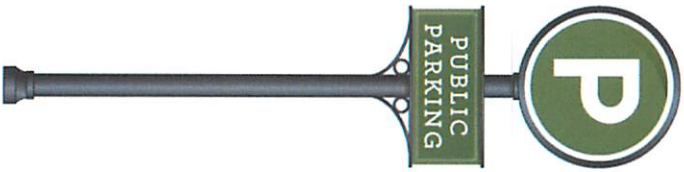
SARATOGA
SPRINGS
S

DESIGN CONCEPTS

A Closer Look

Concept A

Modern sans-serif lettering

Double sided aluminum sign blade bolted with tamper resistant hardware

Green powder coated steel post

City Center
Library
Restrooms
Arts Center
City Hall
Broadway
Parking

Reflective vinyl lettering

Universal pictograms

Color-coded amenities

Concept B

Modern, yet classic style serif lettering

Arrow shaped sign provides directional guidance

Double sided aluminum sign blade with band style attachments

Black powder coated steel post

City Center
Library
Restrooms
Arts Center
City Hall
Broadway
Parking

Two kiosk designs that have been developed by LandWorks are presented in these photographs above. The kiosk in the top photo is a directory for an historic mixed use area, the Marble Works in the downtown of Middlebury, Vermont. It provides store listings and locations and has an interpretive element on the back side of the kiosk panel. The structure in the bottom photo is part of the "Park and Walk" system developed for Manchester Center, Vermont. The system is designed to guide visitors to municipal parking lots so that they may walk to all the stores and attractions of this bustling village, and therefore reduce traffic. The Kiosks, located at all the parking lots, provide maps with walking distances and times, listings of all the stores and services in the village, takeaway maps and brochures, current events in the town and information about the history and culture of the region. The kiosk, funded by the town, is maintained and updated by the local chamber of commerce.
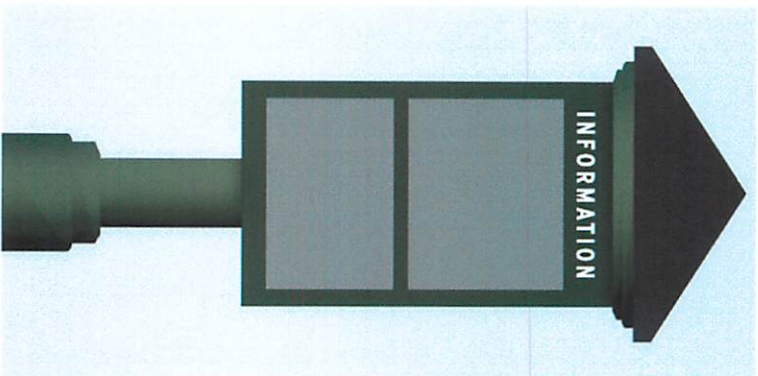

Kiosk Concept A

Kiosk Concept B

As stated in the Overview, it is recommended that Saratoga Springs consider alternative concepts for developing an effective means of guiding residents and visitors alike to retail, commercial, cultural and public destinations and facilities (i.e. public restrooms, wi-fi locations, etc.). These alternatives can include downloadable maps and guides that are interconnected with a downtown kiosk and directory system.

In the article "Ten Tips for Designing A Consumer Friendly Downtown", in the April 2003 edition of Planning Magazine, Mark Broduer highlights the importance of wayfinding and underlines the importance of developing "clear, engaging and beautiful downtown wayfinding programs of signs, directories, banners and even interpretive elements", and how this adds value to the downtown experience and encourages destination shopping and dining.
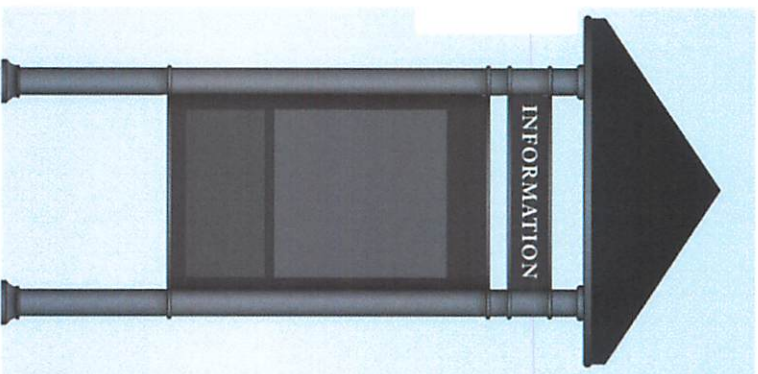
Two options for kiosk designs in Saratoga Springs that have some historic architectural references and are meant to be compatible with other streetscape elements. These kiosks can be built with or without roofs, and can include solar powered lighting and audible messaging. These kiosks are designed to replace, in part, current signboards already in place on Broadway.

DESIGN CONCEPT FEED BACK

Saratoga Special Assessment District Member Comments

On July 7, 2010 LandWorks presented the Wayfinding System concepts and designs to members and guests of the Saratoga Springs Downtown Assessment District. The following key points were made by participants during the meeting or as notes and preferences indicated on the handouts:

- The majority of participants preferred family B. There was distinct sentiment that the designs should covey the historic feel and look of Saratoga Springs - that history is a big draw for tourists.

- The sign types that participants felt were of highest priority were: parking, pedestrian directional, automobile directional, small gateway (in approximate order of importance).

- One individual really liked the concept of the district street signs (similar to those on Church Street Marketplace in Burlington, VT).

- Several comments indicated that SAD members and the guests present at the presentation felt that the streetscape elements needed to support the signage - that there needs to be some connectivity and unity between the various elements including trash cans, bike racks, street signs, street lights, crossing lights.

- There was positive response to mapping and iPhone apps

- Many of those who responded want the city to use the same typeface everywhere for consistency! (and this would reinforce the City's branding - "we're all on the same team!")

- There was widespread support for the use of international symbols - particularly as applied to parking.

- There was also interest in having an electronic aspect to a kiosk- and the suggestion was to have same information on a website.

- One individual highlighted the importance of public input and suggested that a workshop would be helpful, along with input from store owners. It was also suggested that City Council input would be desirable at this juncture and that involving various outside groups would also be appropriate.

- One member indicated that "SAD should set up the template for the future" and avoid having the project controlled by elected officials.

- There was a question as to whether the city can adapt DOT signs to its own design (Rochester, NY and Ontario County are working on this as part of an effort by the Genesee/Finger Lakes Regional Planning Council and to some extent there is an opportunity for the NY version of the MUTCD sign manual to be revised to reflect this. Saratoga Springs could monitor and participate in this effort given the wayfinding initiative underway.)

Additional specific comments included:

"Clutter reduction is key!"

"Is there a way to collocate kiosks and signage with benches and bike racks?

"Consistent branding can be used in wayfinding, city collateral, chamber/tourism collateral and convention/tourism collateral."

"Motor-coach drop off signage is important to group tour operations as the perception among this market segment we are finding is that Saratoga is not motor-coach friendly -which costs us business."

"I really like the banner themes to organize the neighborhoods or districts....but (it needs) consistent size and placement."

It can be concluded from this meeting that there is widespread support for the program and the designs (and design components) and that the City should move ahead in some form or fashion to begin the process of addressing the details of the project and its implementation.

Outline of Phase 2 Components

1. The next phase for the project, Phase 2, is designed to develop detailed sign specifications, locations and schedules for an overall downtown wayfinding system to include directional signs, a parking sign system, gateway signs and kiosks. Street signs will be added to this list of components within the budget set forth for this.

2. Included in this next Phase will be a focus on 2 blocks of Broadway to demonstrate how the wayfinding system will be implemented in concert with all the existing signing present. This will include identifying existing signs that can be removed, relocated or collocated. This approach will illustrate specifically what new sign and wayfinding elements we would propose in concert with both refinements to streetscape components and their location, as well as demonstrating how we can remove, relocate or replace existing signs as part of a clutter reduction effort. Approaching Phase 2 in this manner would also be most effective in working with City Public Works and Public Safety Departments as well as NYDOT in demonstrating how the new signing system would work, and improve the overall function, safety and visual qualities of the downtown's primary street.

3. Full scale mock-ups of a minimum of 2 of the proposed sign types will also be included to finalize size and lettering and to test the overall efficacy of the designs. Implementing this phase of the project will provide all the products, specifications and information necessary to complete the planning and development of a comprehensive wayfinding program that the city could implement over time.

4. At some point during this next phase of work it may be desirable to present the Wayfinding Program to both the public as a whole (downtown merchants, property owners, etc.) and the City Council and/or appropriate Departments/Boards. Plans and designs and the implementation process can and should be reviewed with key Department members to solicit input and buy-in.

5. The New York Department of Transportation will need to be consulted with regard to the relationship of the project designs with the Manual on Uniform Traffic Control Devices and the implementation approach in the City (which may require removal and/or relocation of some existing signs). NYDOT is working with other municipalities in New York in adapting local wayfinding initiatives to conform with the provisions of the MUTCD. Ontario County is a prototype for this collaboration and approach.

6. Following the completion of this next Phase, a final design phase for the project would be focused on detailed kiosk and banner designs and protocols, as well electronic wayfinding elements, for implementation and management. With the complete program in place, the City can then explore how best to fund, fabricate and install the project components.

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→ Giant Anteater
← Kids' Farm
← Amazonia

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