A scenic view of a suspension bridge over a river in a forest. The bridge is made of metal and has a wooden deck. The river is blue and flows through a lush green forest. The trees are dense and cover the hillsides. The sky is blue with some light clouds. The overall scene is peaceful and natural.

FINDING ROSENDALE

Town of Rosendale Circulation and Wayfinding Plan

Agenda



- Project Sponsors
- Project Team
- Background
- Preliminary Observations
- Preliminary Wayfinding Concepts
- Experience Summary and Opportunities Map
- Next Steps
- Discussion Groups

Project Sponsor

- **Ulster County Transportation Council**

- Part of UCTC's 2014 Unified Planning Work Program
- Funded in part through grants from the Federal Highway Administration

- **UCTC Staff**

- Dennis Doyle, Executive Director
- Brian Slack, AICP - Senior Transportation Planner
- David Staas, Transportation Planner

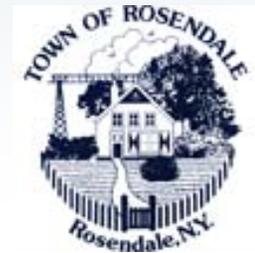


County Executive Michael P. Hein, Chairman

Project Team

- **Project Advisory Committee Representatives**

- **Supervisor Jean Walsh, Rosendale**
- **Councilwoman Jen Metzger, Rosendale**
- **Highway Superintendent Robert Gallagher, Rosendale**
- **Building Inspector Tom Fiori, Rosendale**
- **Executive Director Christie DeBoer, Walkkill Valley Land Trust**
- **Anne Johnson, Rosendale Main Street Association**
- **Sara McGinty, Rosendale Chamber of Commerce**



Project Team

- **Consultant Team**

Engineering, Landscape Architecture, Planning –
Barton & Loguidice, D.P.C.

- **Ted M. Kolankowski, RLA LEED AP**

Graphic Design - W Design

- **Dorene Warner, Owner**



Project Scope

A decorative graphic of a truss bridge structure, rendered in a light blue color, spans across the top of the slide. The bridge is composed of a series of interconnected triangles and rectangles, creating a complex lattice pattern.

- **Kick-Off and Project Area Familiarization**
- **Data Gathering and Analysis**
 - Review Previous Studies
 - On-Site Investigations, Data Collections, Photography
 - Opportunities Mapping
- **Public Outreach**
 - Public Information Meeting
 - Visioning Workshop
- **Report and Concept Plan**

Project Objective

- Increase economic opportunities in the community by improving circulation, connectivity and wayfinding between recreation areas, public parking lots and commercial properties in and around the Town center in a manner that respects private properties.



Basis for the Study

- 2013 Opening of the Rosendale Trestle
- Joppenberg Mountain Public Recreation Area Established
- Opening of the Williams Lake Project and Trails
- New Main Street Investment and Revitalization Projects



Project Need



- Provide visitors utilizing all modes of transportation needed information to help navigate safely and efficiently to and from facilities and into the town commercial center
- Wayfinding tools needed to direct visitors to the trail or those on the trail to the businesses located on Main Street
- Encourage additional visitors and capitalize on the influx
- Need to orient visitors and provide information to find and travel to services, parking, and recreation facilities
- Prevent infringement on private properties

Existing Conditions

- Trail popularity resulting in minor conflicts between trail users and adjacent land owners
- Ample parking capacity exists at designated locations but is difficult for visitors to find



Existing Conditions

- Rosendale Community Center increased role providing public space for a variety of activities and events including updates to the bathhouse and pool
- New park to be built with youth baseball fields on Creeklocks Road offers access to Rondout Creek



Existing Conditions

- A variety of “off-Main Street” retail shops and convenience stores lie on the periphery of the Main Street corridor and need to be considered.
- The Farmers Market off Main Street



Existing Conditions

- Assets, including the Adirondack Trailways bus station/NYSDOT Park and Ride lot are underutilized
- Lack of pedestrian crossing facilities at intersections on NYS Route 32 and NYS Route 213



Related Studies

A decorative graphic of a bridge with a truss structure, rendered in a light blue color, spans across the top of the slide.

- Town of Rosendale Comprehensive Plan – 2007
- Shawangunk Mountains Scenic Byway Corridor Management Plan - 2005
- Ulster County Non-Motorized Transportation Plan – 2008
- Shawangunk–Joppenbergh Public Planning Process Final Report and Recommendations Plan – 2012
- Joppenbergh Mountain Land Use Plan - 2012

Reference Standards

A decorative graphic of a bridge truss structure, rendered in a light blue color, spans across the top of the slide, partially overlapping the title.

- NYS Manual of Uniform Traffic Control Devices
- AASHTO Guide for the Development of Bicycle Facilities, 4th Edition
- Town of Rosendale Codes
- Route 32 Corridor Commercial/Industrial Design Guidelines
- Town of Rosendale Signage Code (Chapter 75-22)

Site Observations











Wayfinding



What is Wayfinding?

It's a system that helps a user on their journey to find a location.

A set of architectural or design elements that help orientate users (pedestrians, vehicular and cyclists) in their current state and directs them to another place.

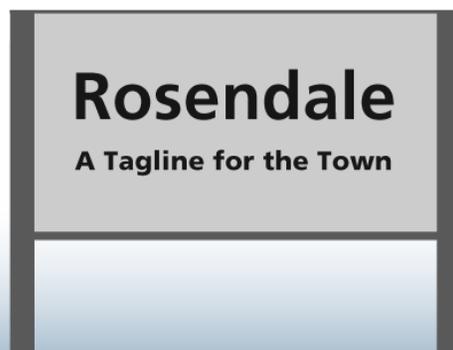
Sensory Cues:

- Narrowing of a street or pathway to slow traffic.
- Striping or painted symbols on the street to guide traffic flow.
- Signs
- Color
- Traffic Signals
- Lights
- Landscaping
- Activities and Pedestrian Use

Wayfinding

Types of Signs

- Gateway (“Welcome to Rosendale”)
- Arrival / Location (Entrance/exit of Rail Trail, Willow Kiln Park)
- Directional
- Interpretive
- Kiosks / Maps



Gateway
72" wide



Location
24" wide



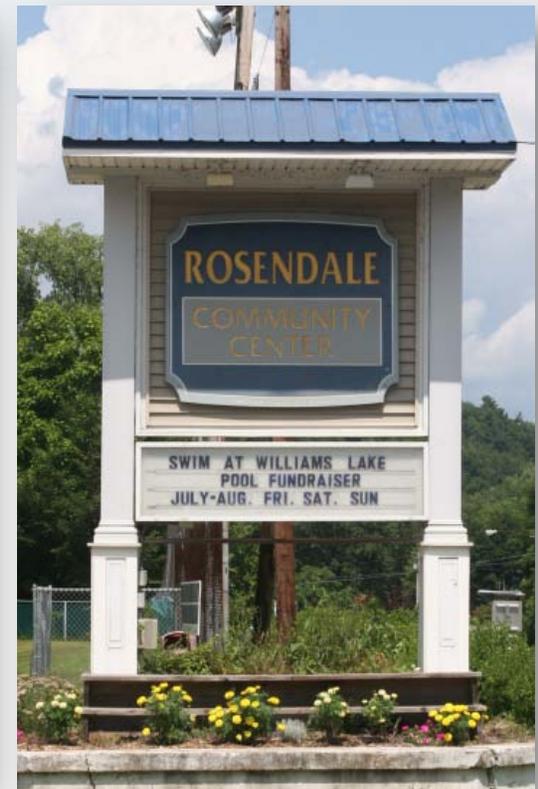
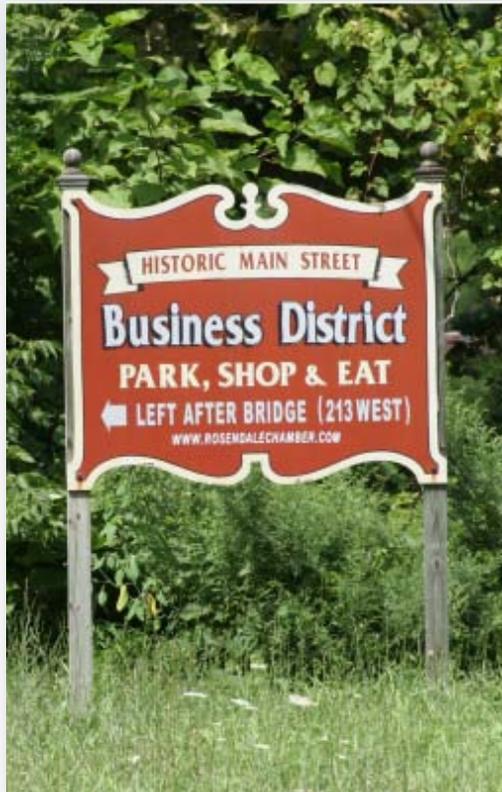
Directional
20" wide



Wayside
24" wide



Map
12" wide









Defining “Sense of Place”

What is Placemaking?

The process by which unassigned “spaces” are formed into and experienced as a “place.”

Trestle, Main St., Willow Kiln Park, Creek Locks Park, Recreation Center

Sensemaking

The process by which people give meaning to experience.



What is Rosendale's Identity or Brand?

- **What are Rosendale's unique characteristics?**

Rail Trail, Trestle, Main Street, Concrete Industry, town of festivals

- **What's the strong identity and character deeply felt by residents and visitors?**

Artistic, quirky, vibrant, historic, friendly, community pride, heritage / long-standing family connections

- **What's Rosendale's elevator speech or tagline?**

- **Does Rosendale have a logo or color scheme?**

Town seal









How to create a “Sense of Place”

Develop the Brand or “Look” for Rosendale

- Consistent Graphic Shape and Style
- Engaging and Harmonious Use of Color
- Legible Typeface(s) used in accordance with State and Federal Highway standards (MUTCD - Manual on Uniform Traffic Control Devices)

Branding / Wayfinding Examples



Branding / Wayfinding Examples

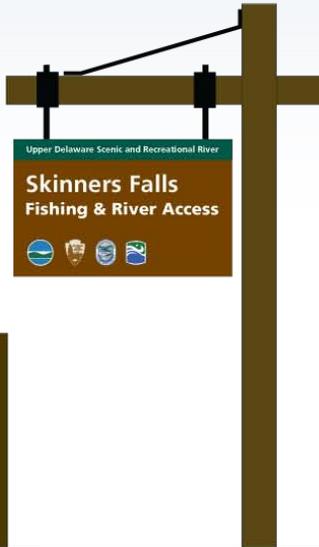


Branding / Wayfinding Examples





Gateway



Arrival



Directional
Vehicular and Pathway



High-Profile Wayside



River Landing



ADA Parking



Icon at Location



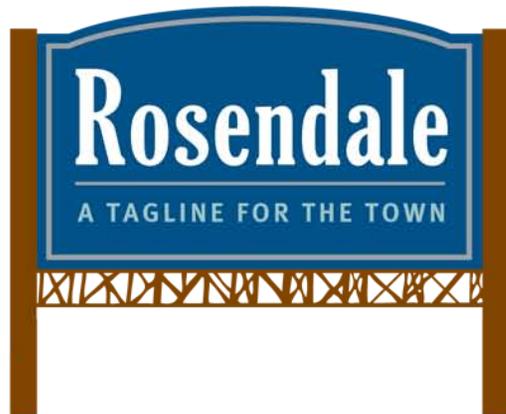
Swimming Warning



Gateway



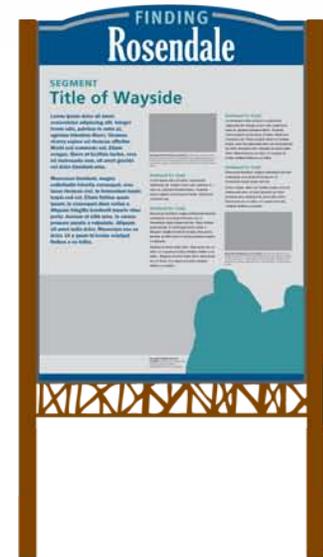
Preliminary Concepts



Gateway
72" wide

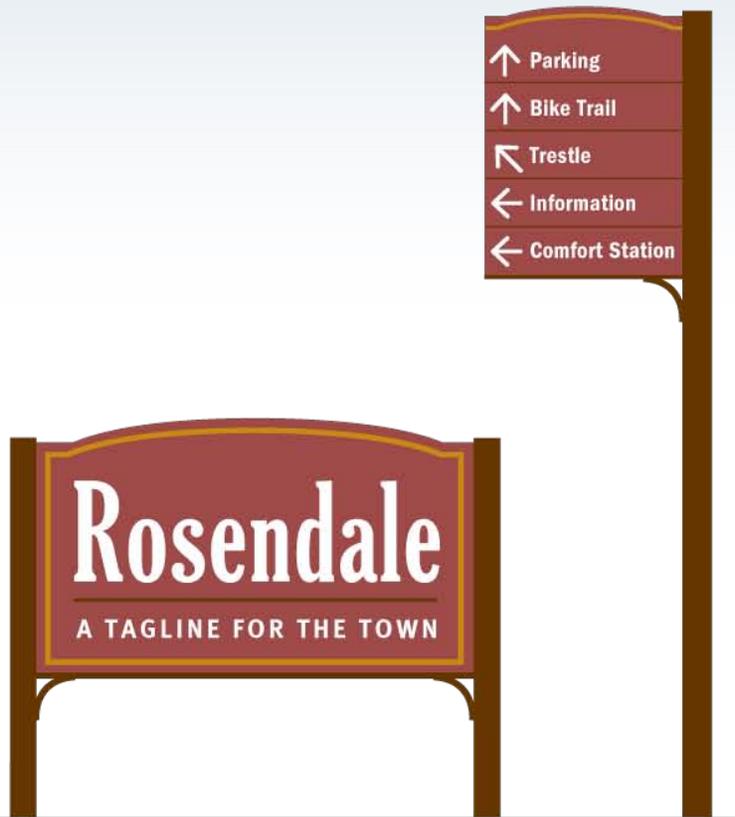


Directional
20" wide



Wayside
24" wide

Preliminary Concepts

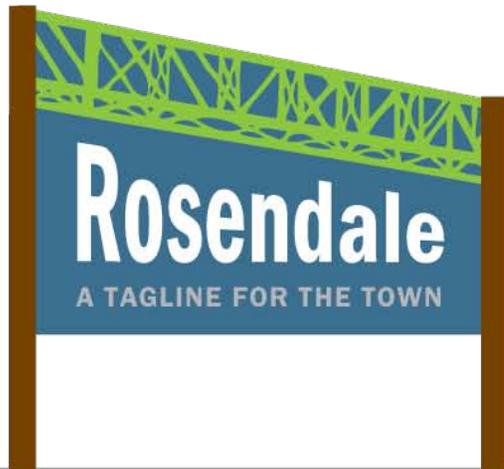


Color B



Color C

Preliminary Concepts



Gateway
72" wide



Directional
20" wide



Wayside
Each Panel 24" wide

Preliminary Concepts

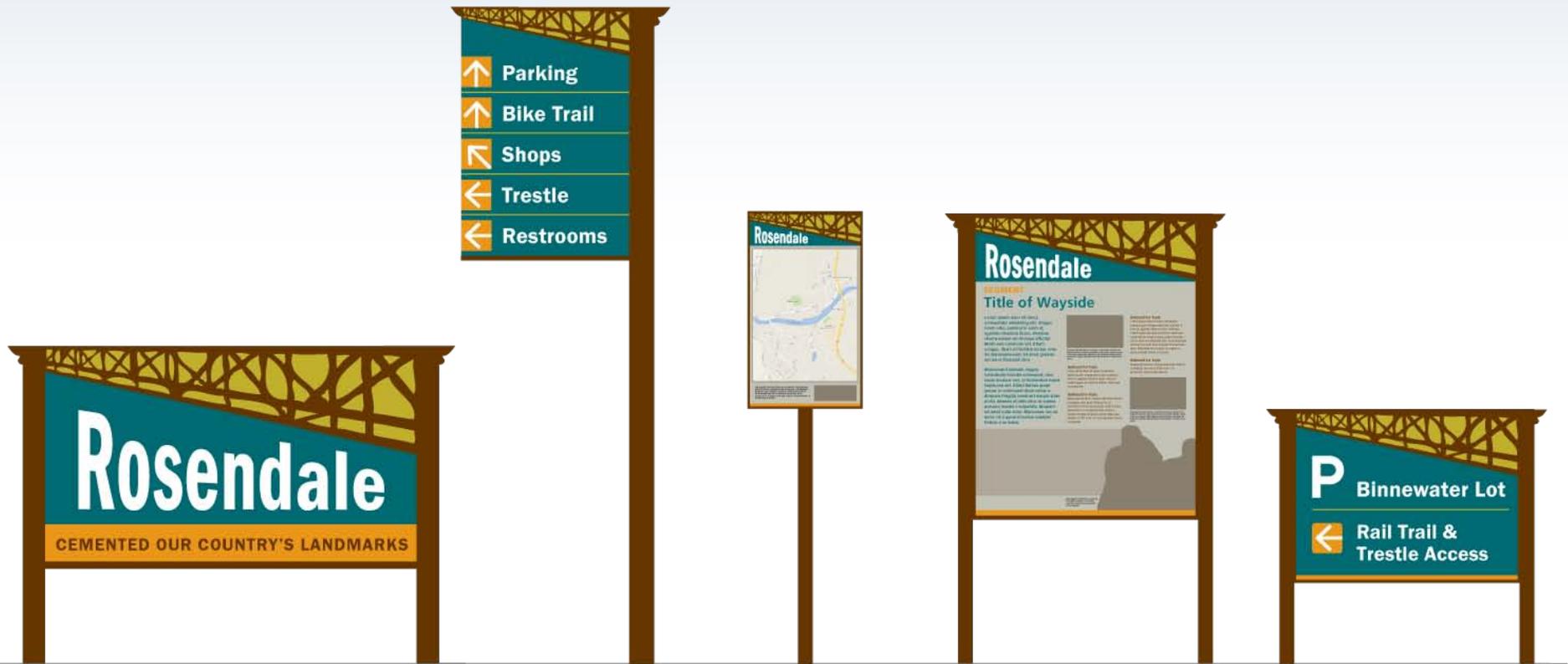


B



C

Preliminary Concepts



Gateway
72" wide

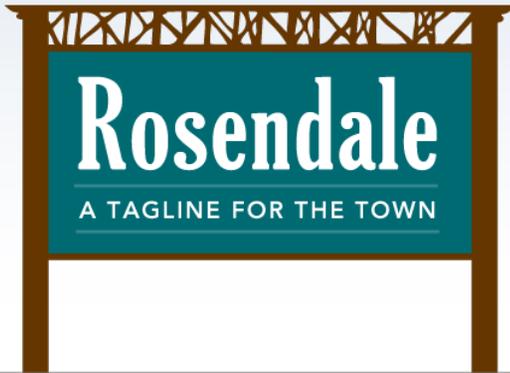
Directional
20" wide

Map
12" wide

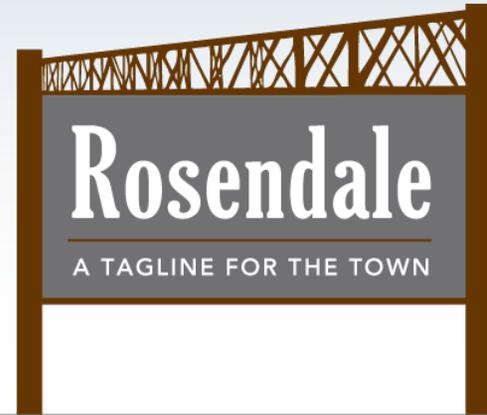
Wayside
24" wide

Parking
24" wide

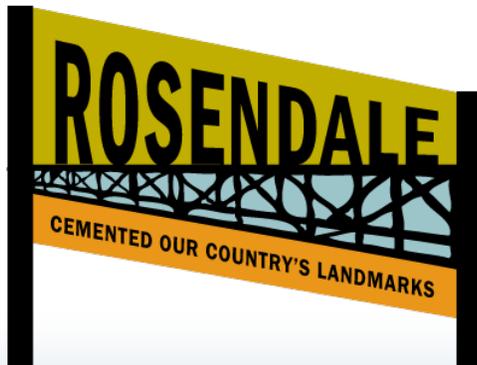
Preliminary Concepts



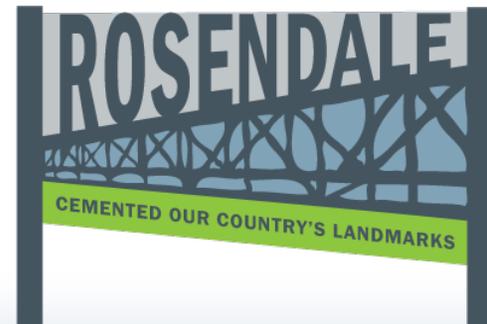
A



B



C



D

User Experience

A decorative graphic of a bridge with a truss structure, rendered in a light blue color, spans across the top of the slide.

- **Pull-off Gateway Locations**

- Route 32 South
- Route 32 North
- Route 213 West

- **Gateway Locations**

- Binnewater at Cottekill Tpk
- Creek Locks Road
- Elting Road



Legend
 Hamlet Parcels



Bike and Hike Routes

- Rec Center > Rte 32 > Rte 213 > Binnewater > WVRT > Keator > St. James > Rec Center
- Rec Center > Rte 32 > Creek Locks > ?Trail Head? > Rte 32 > D&H > Keator > St James > Rec Center
- Rec Center > St James > Keator > Elting > Wilbur > Elting > River Road Ext > WVLT > Breezy Hill Road > WVLT > Binnewater > 213 > Keator Bridge > St James > Rec Center

Walking Trail Routes

- D&H if inaccessible by bike
- Stairway connection to south abutment
- Binnekil Road Realign, shoulders between parking and 213
- Creek Lock Road > Park > Rondout > Rte 32 Bridge > Sidewalk > Rondout > Snyder > Rondout > Keater
- Joppenberg Trail at Willow Kiln

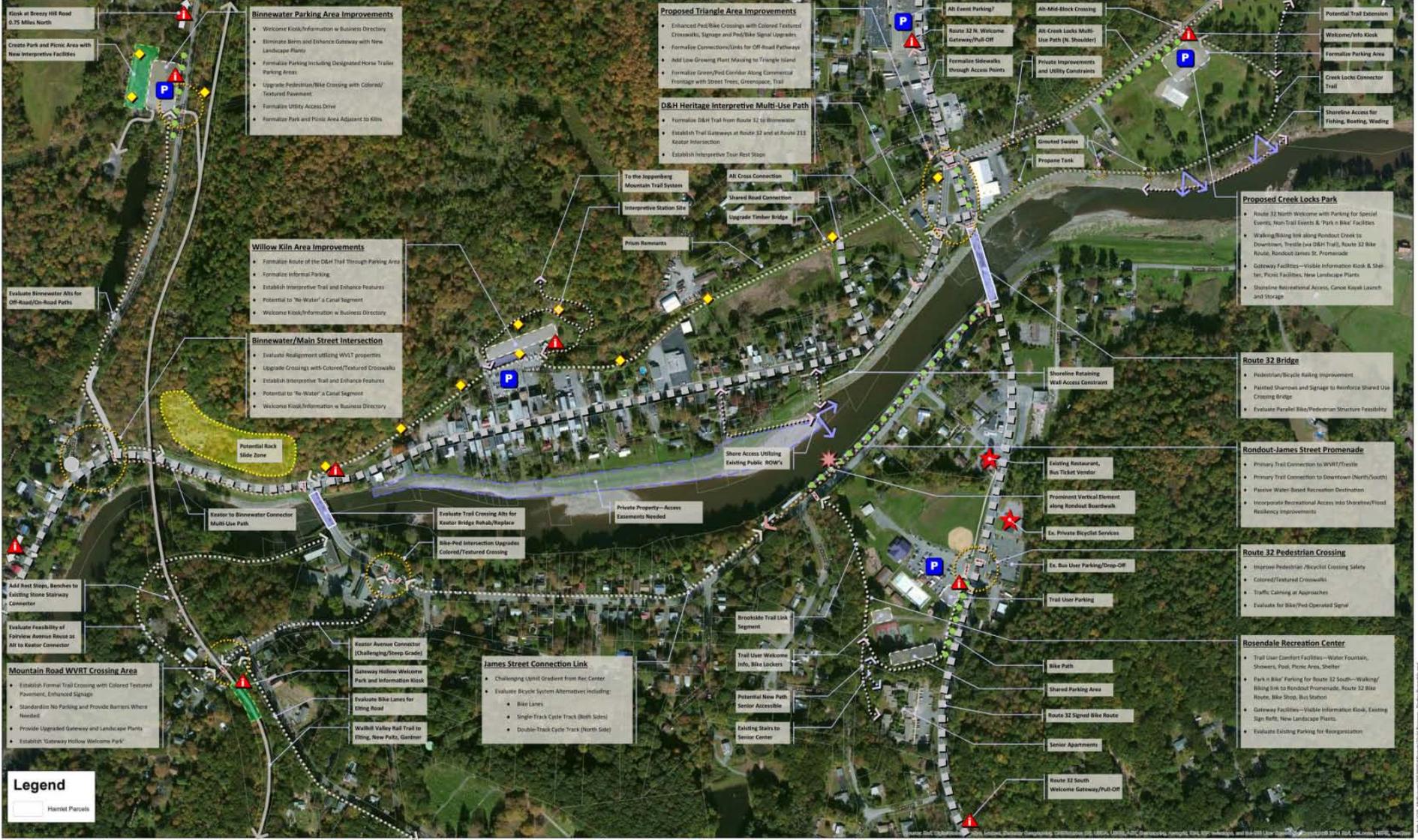


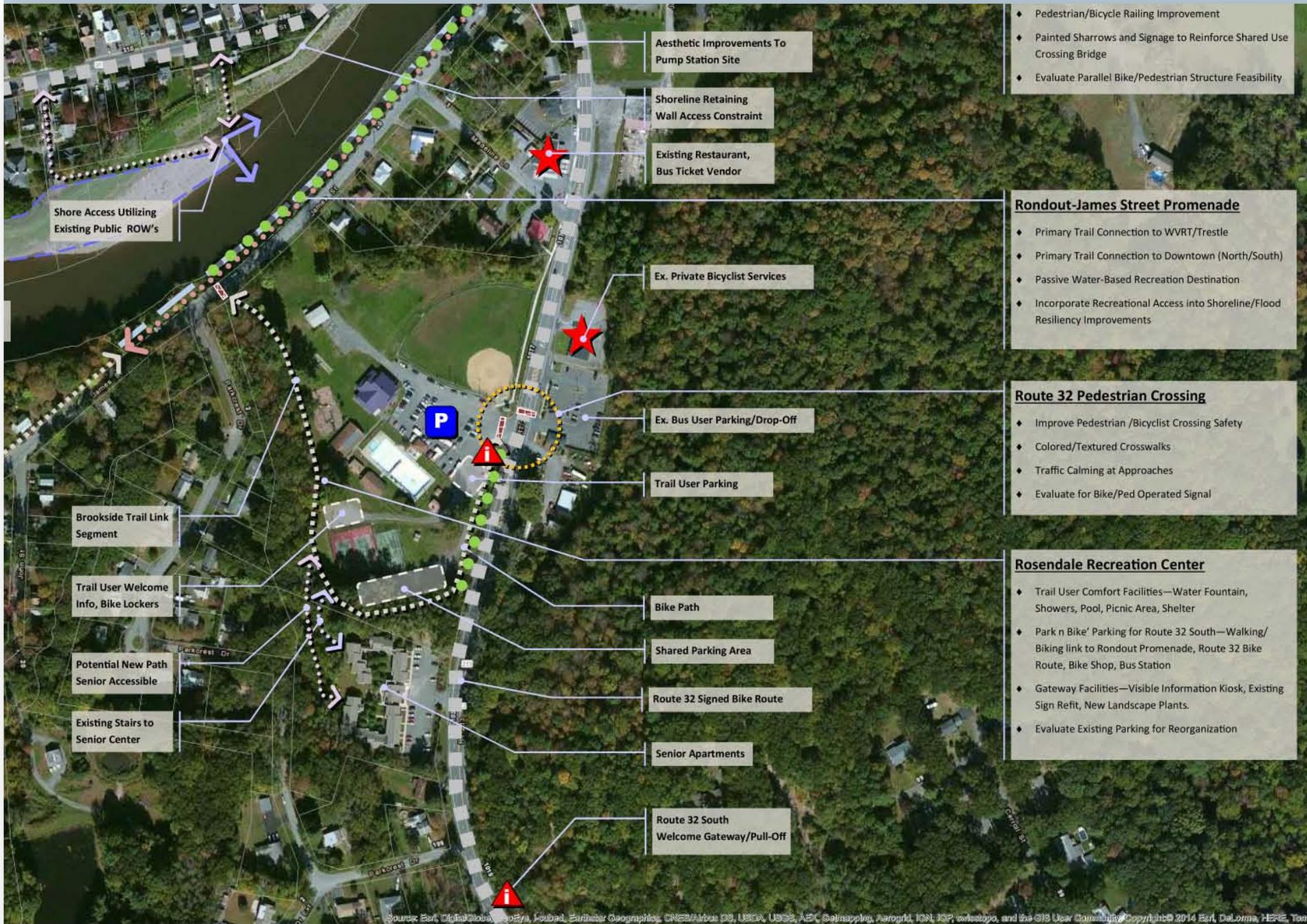












- ◆ Pedestrian/Bicycle Railing Improvement
- ◆ Painted Sharrows and Signage to Reinforce Shared Use Crossing Bridge
- ◆ Evaluate Parallel Bike/Pedestrian Structure Feasibility

- Rondout-James Street Promenade**
- ◆ Primary Trail Connection to WVRT/Trestle
 - ◆ Primary Trail Connection to Downtown (North/South)
 - ◆ Passive Water-Based Recreation Destination
 - ◆ Incorporate Recreational Access into Shoreline/Flood Resiliency Improvements

- Route 32 Pedestrian Crossing**
- ◆ Improve Pedestrian /Bicyclist Crossing Safety
 - ◆ Colored/Textured Crosswalks
 - ◆ Traffic Calming at Approaches
 - ◆ Evaluate for Bike/Ped Operated Signal

- Rosendale Recreation Center**
- ◆ Trail User Comfort Facilities—Water Fountain, Showers, Pool, Picnic Area, Shelter
 - ◆ Park n Bike' Parking for Route 32 South—Walking/ Biking link to Rondout Promenade, Route 32 Bike Route, Bike Shop, Bus Station
 - ◆ Gateway Facilities—Visible Information Kiosk, Existing Sign Refit, New Landscape Plants.
 - ◆ Evaluate Existing Parking for Reorganization

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, ISP, swisstopo, and the GIS User Community. Copyright © 2014 Esri, DeLorme, HERE, TomTom

Proposed Triangle Area Improvements

- ◆ Enhanced Ped/Bike Crossings with Colored Textured Crosswalks, Signage and Ped/Bike Signal Upgrades
- ◆ Formalize Connections/Links for Off-Road Pathways
- ◆ Add Low Growing Plant Massing to Triangle Island
- ◆ Formalize Green/Ped Corridor Along Commercial Frontage with Street Trees, Greenspace, Trail

D&H Heritage Interpretive Multi-Use Path

- ◆ Formalize D&H Trail from Route 32 to Binnewater
- ◆ Establish Trail Gateways at Route 32 and at Route 213 Keator Intersection
- ◆ Establish Interpretive Tour Rest Stops

ppenberg
n Trail System

ive Station Site

mnants

ons to Main St.

erty—Access
Needed

Shore Access Utilizing
Existing Public ROW's

Alt Cross Connection

Shared Road Connection

Upgrade Timber Bridge

Alt Event Parking?

Route 32 N. Welcome
Gateway/Pull-Off

Formalize Sidewalks
through Access Points

Alt-Mid-Block Crossing

Alt-Creek Locks Multi-
Use Path (N. Shoulder)

Private Improvements
and Utility Constraints

Grouted Swales

Propane Tank

Aesthetic Improvements To
Pump Station Site

Shoreline Retaining
Wall Access Constraint

Existing Restaurant,
Bus Ticket Vendor

Ex. Private Bicyclist Services

Potential Trail Extension

Welcome/Info Kiosk

Formalize Parking Area

Creek Locks Connector
Trail

Shoreline Access for
Fishing, Boating, Wading

Proposed Creek Locks Park

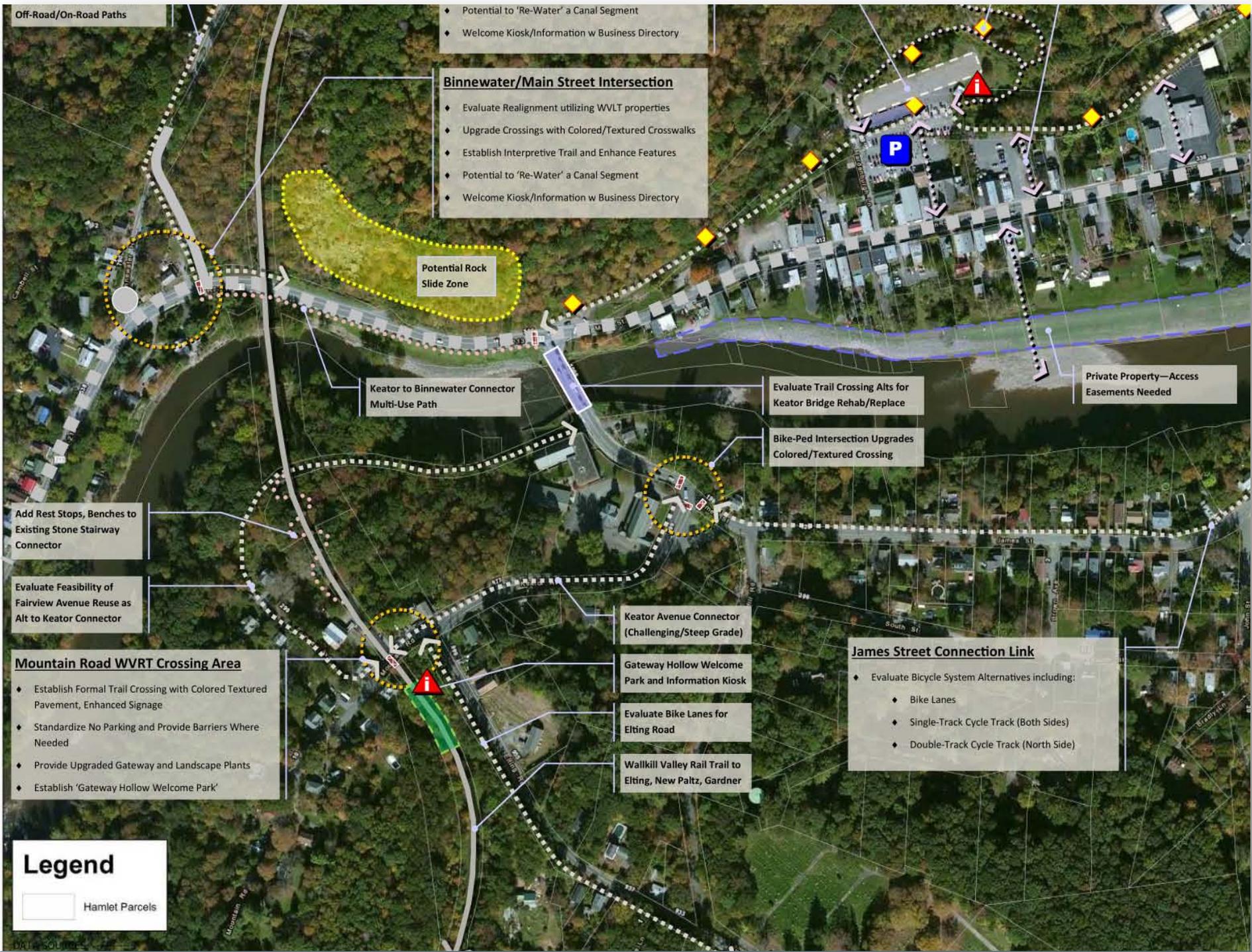
- ◆ Route 32 North Welcome with Parking for Events & 'Park n Bike' Facilities
- ◆ Walking/Biking link along Rondout Creek to Downtown, Trestle (via D&H Trail), Route 32 Bike Route, Rondout-James St. Promenade
- ◆ Gateway Facilities—Visible Information Kiosk & Shelter, Picnic Facilities, New Landscape Plants
- ◆ Shoreline Recreational Access, Canoe Kayak Launch and Storage

Route 32 Bridge

- ◆ Pedestrian/Bicycle Railing Improvement
- ◆ Painted Sharrows and Signage to Reinforce Shared Use Crossing Bridge
- ◆ Evaluate Parallel Bike/Pedestrian Structure Feasibility

Rondout-James Street Promenade

- ◆ Primary Trail Connection to WVRT/Trestle
- ◆ Primary Trail Connection to Downtown (North/South)
- ◆ Passive Water-Based Recreation Destination
- ◆ Incorporate Recreational Access into Shoreline/Flood Resiliency Improvements



Off-Road/On-Road Paths

- ◆ Potential to 'Re-Water' a Canal Segment
- ◆ Welcome Kiosk/Information w Business Directory

Binnewater/Main Street Intersection

- ◆ Evaluate Realignment utilizing WVLTP properties
- ◆ Upgrade Crossings with Colored/Textured Crosswalks
- ◆ Establish Interpretive Trail and Enhance Features
- ◆ Potential to 'Re-Water' a Canal Segment
- ◆ Welcome Kiosk/Information w Business Directory

Potential Rock Slide Zone

Keator to Binnewater Connector Multi-Use Path

Evaluate Trail Crossing Alts for Keator Bridge Rehab/Replace

Private Property—Access Easements Needed

Bike-Ped Intersection Upgrades Colored/Textured Crossing

Add Rest Stops, Benches to Existing Stone Stairway Connector

Evaluate Feasibility of Fairview Avenue Reuse as Alt to Keator Connector

Keator Avenue Connector (Challenging/Steep Grade)

Gateway Hollow Welcome Park and Information Kiosk

Evaluate Bike Lanes for Elting Road

Walkkill Valley Rail Trail to Elting, New Paltz, Gardner

James Street Connection Link

- ◆ Evaluate Bicycle System Alternatives including:
 - ◆ Bike Lanes
 - ◆ Single-Track Cycle Track (Both Sides)
 - ◆ Double-Track Cycle Track (North Side)

Mountain Road WVRT Crossing Area

- ◆ Establish Formal Trail Crossing with Colored Textured Pavement, Enhanced Signage
- ◆ Standardize No Parking and Provide Barriers Where Needed
- ◆ Provide Upgraded Gateway and Landscape Plants
- ◆ Establish 'Gateway Hollow Welcome Park'

Legend

Hamlet Parcels



- Binnewater Parking Area Improvements**
- ◆ Welcome Kiosk/Information w Business Directory
 - ◆ Eliminate Berm and Enhance Gateway with New Landscape Plants
 - ◆ Formalize Parking Including Designated Horse Trailer Parking Areas
 - ◆ Upgrade Pedestrian/Bike Crossing with Colored/Textured Pavement
 - ◆ Formalize Utility Access Drive
 - ◆ Formalize Park and Picnic Area Adjacent to Kilns

- Proposed Triangle Area Improvements**
- ◆ Enhanced Ped/Bike Crossings with Colored Textured Crosswalks, Signage and Ped/Bike Signal Upgrades
 - ◆ Formalize Connections/Links for Off-Road Pathways
 - ◆ Add Low Growing Plant Massing to Triangle Island
 - ◆ Formalize Green/Ped Corridor Along Commercial Frontage with Street Trees, Greenspace, Trail

- D&H Heritage Interpretive Multi-Use Path**
- ◆ Formalize D&H Trail from Route 32 to Binnewater
 - ◆ Establish Trail Gateways at Route 32 and at Route 213 Keator Intersection
 - ◆ Establish Interpretive Tour Rest Stops

- Willow Kiln Area Improvements**
- ◆ Formalize Route of the D&H Trail Through Parking Area
 - ◆ Formalize Informal Parking
 - ◆ Establish Interpretive Trail and Enhance Features
 - ◆ Potential to 'Re-Water' a Canal Segment
 - ◆ Welcome Kiosk/Information w Business Directory

- Binnewater/Main Street Intersection**
- ◆ Evaluate Realignment utilizing WVLT properties
 - ◆ Upgrade Crossings with Colored/Textured Crosswalks
 - ◆ Establish Interpretive Trail and Enhance Features
 - ◆ Potential to 'Re-Water' a Canal Segment
 - ◆ Welcome Kiosk/Information w Business Directory

- To the Joppenberg Mountain Trail System
- Interpretive Station Site
- Prism Remnants
- Connections to Main St.
- Alt Cross Connection
- Shared Road Connection
- Upgrade Timber Bridge

Create Park and Picnic Area with New Interpretive Facilities

Evaluate Binnewater Alts for Off-Road/On-Road Paths

Potential Rock Slide Zone

Keator to Binnewater Connector Multi-Use Path

Evaluate Trail Crossing Alts for Keator Bridge Rehab/Replace

Bike-Ped Intersection Upgrades Colored/Textured Crossing

Private Property—Access Easements Needed

Add Rest Stops, Benches to Existing Stone Stairway Connector

Evaluate Feasibility of Fairview Avenue Reuse as Alt to Keator Connector

Keator Avenue Connector (Challenging/Steep Grade)

Shore Access Utilizing Existing Public ROW's

Brookside Trail Link Segment

Trail User Welcome Info, Bike Lockers

James Street Connection Link

Implementation

- Pull-off Example





- Intersection Treatment



- Intersection Treatment



St. Petersburg, FL

Photo: www.pedbikelimages.org - Michael Frederick

- Mid-Block Crosswalk with Warning Beacon



- Major Intersection Crossing with Hybrid Signal



- Conventional Bike Lane



- Buffered Bike Lane



- Shared Road



- Shared Road



- Two-Way Cycle Track



- Raised Cycle Track

Next Steps



Public Visioning Workshop

- Mid-January 2015

Draft Plan and Wayfinding Concepts

- March-April 2015

Public Comment Meeting

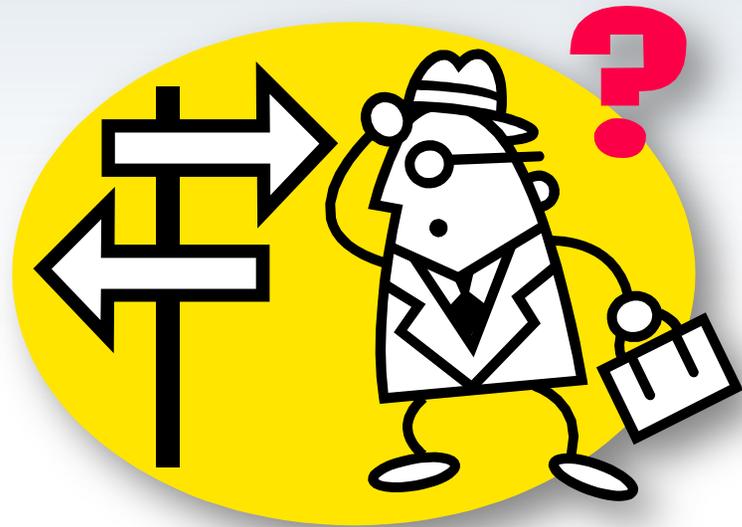
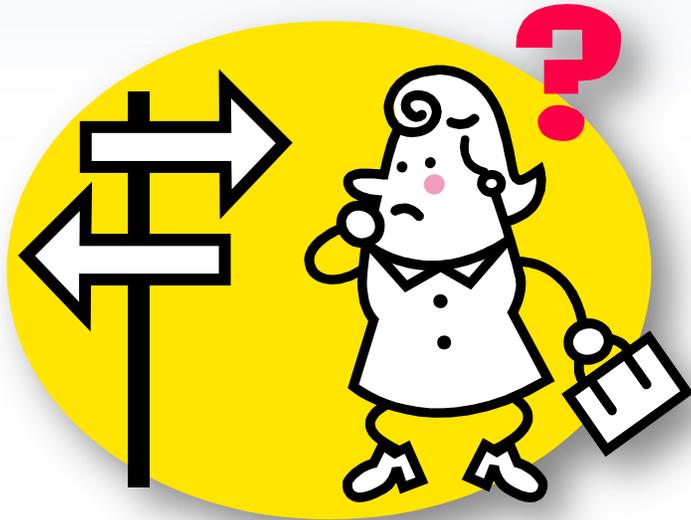
- April 2015

Final Draft and Wayfinding Concepts

- May 2015 (Project Complete)

Implementation - Grant Applications

Breakout Groups



Finding Rosendale?

The End



**HAPPY
THANKSGIVING!**