



City of Kingston, NY wayfinding assessment

August 22, 2018

City of Kingston, New York

merJE

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WAYFINDING ANALYSIS / SCHEMATIC DESIGN

1. WAYFINDING ANALYSIS

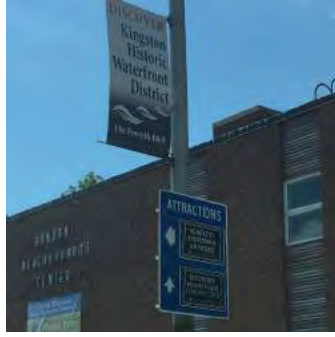
- Wayfinding Tools
- Wayfinding Analysis
- Administrative Strategies

2. SCHEMATIC DESIGNS / 3 OPTIONS

3. DISCUSSION POINTS

- District Terminology
- Design Options
 - Basis for Design
 - District Identity

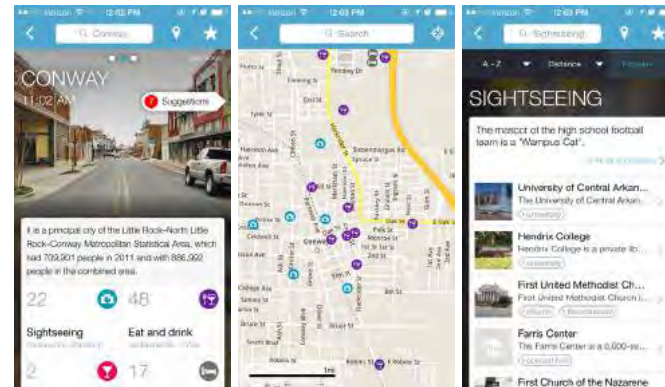
3.2 Section 3 - Wayfinding Analysis



Examples of existing signage



Examples of Mobile App Engagement



Arkansas Travel Guide App by Triposo

Kingston Landmarks



Top, then left to right:
The Hudson River / Rondout Creek
The Rondout Lighthouse
Kingston's Four Corners

Good examples of consistency in an orientation mapping system



Fredericksburg Logo



Fredericksburg TX shopping/dining map



RECOMMENDATIONS LAYERS

Things to explore
Things to consider

SOCIAL LAYERS

Friends
Calendars
Local News

CURATED CONTENT LAYER

Points of Interest
Major Destinations
Tours/Routes
Trails
History & Culture

TRANSPORTATION LAYERS

Bike Routes
Trails
Gondola
Handicap Access

BASE MAP LAYERS

Streets
Trails
Parking
Landmarks

USER PREFERENCES

Language
Metrics
Notifications/Alerts

Credit: Winfield & Co.



Trails App



Historic Tour App



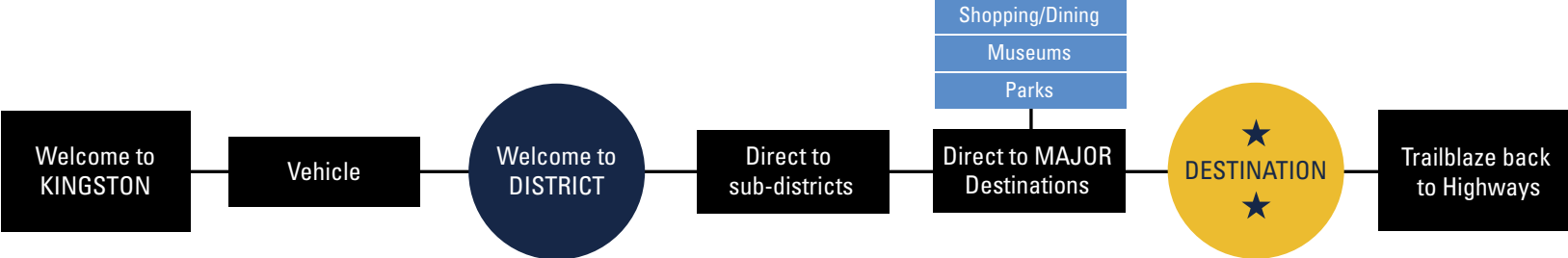
Mural Tour App

POTENTIAL FEATURES

The following are potential features that may be considered within the mobile application. These may be integral to the data feed or provide the ability to link to a third party source.

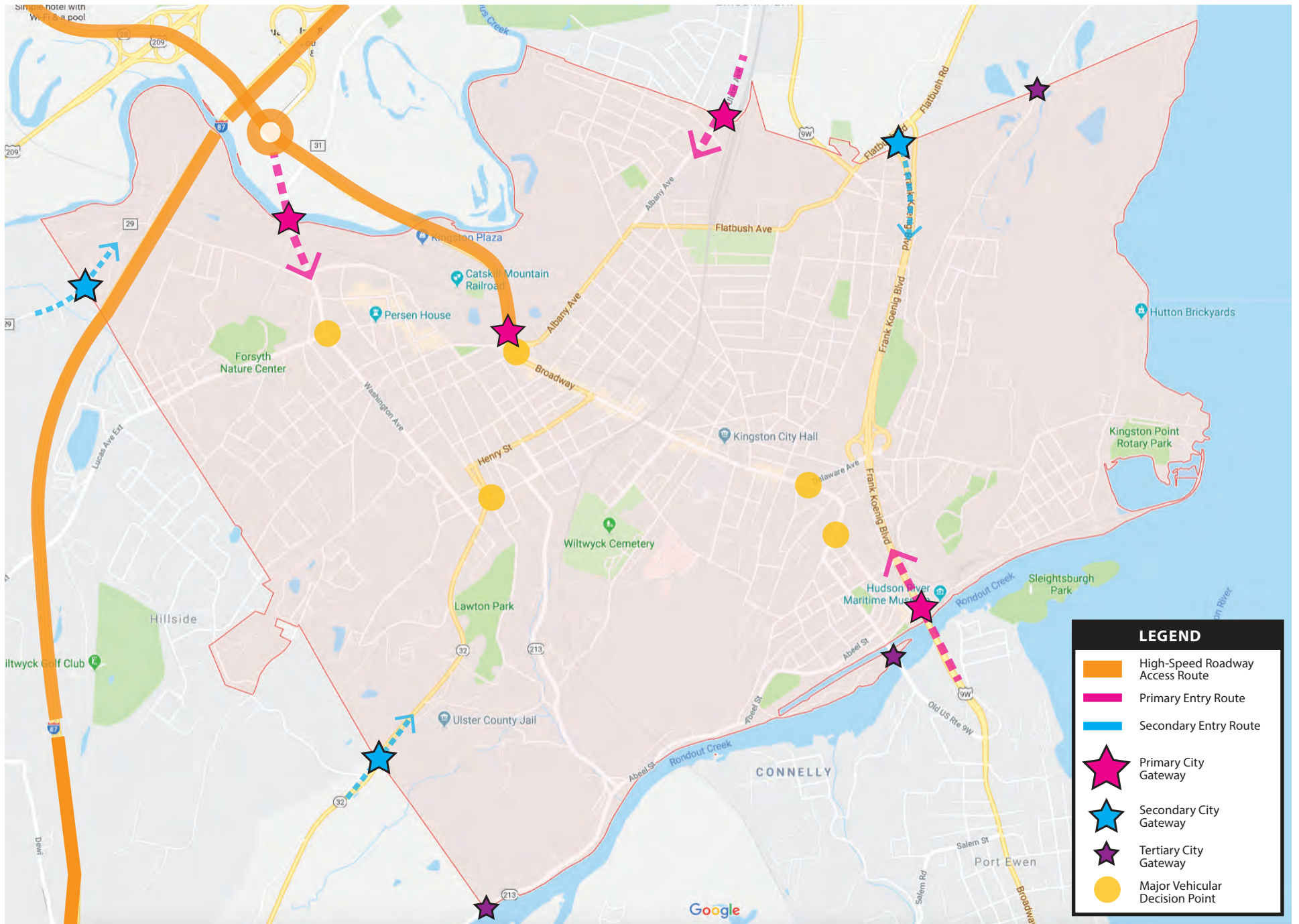
- City Wayfinding Map
- Attractions Info
- Events calendar
- Parking Information/ Trailheads
- Multiple languages
- Trail/Road Closures
- Push Alerts (Opt-In)
(i.e. construction, events, etc.)
- Post to social media
- User Feedback
- Accessibility Information
- Audio Tour - Historic / Murals / District
- Fitness Info
 - Calories Burned
 - Distance Traveled
 - Total Time on Trail
- Public Restrooms
- Emergency Contact
- Purchase Tickets/reservations
- Landmark Wayfinding Features
- Overnight Accommodations

information hierarchy










| | | | | | | |
|---------------|-------------------|-----------|-------------|-------------|--------------|-------------------|
| Vehicular | Vehicular | Vehicular | Vehicular | Vehicular | Pedestrian | Vehicular |
| HIGHWAY SIGNS | DIRECTIONAL SIGNS | GATEWAY | DIRECTIONAL | DIRECTIONAL | ARRIVAL SIGN | DIRECTIONAL SIGNS |

| | | | | | | |
|--|---|---|--|--|---|---|
| <p>The primary focus will be to coordinate terminology to create consistent messaging and provide a seamless journey for visitors as they transition from the Freeways and State roads to the City of Kingston wayfinding program.</p> | <p>Depending on the type of arrival, different types of directional signs will be utilized. Vehicular sign types will be designed to meet DOT (Department of Transportation) criteria for messages, number of messages per panel, character height, and contrast.</p> | <p>The design team will consider a variety of elements which welcome visitors to the City of Kingston. This can include architectural elements, public art, lighting, landscaping, and of course signage.</p> | <p>These sign types will be designed to meet DOT (Department of Transportation) criteria for messages, number of messages per panel, character height, and contrast.</p> | <p>These sign types will be designed to meet DOT (Department of Transportation) criteria for messages, number of messages per panel, character height, and contrast.</p> | <p>If the destination does not have an existing sign, one matching the Wayfinding system can be provided.</p> | <p>Departure routes are equally important to arrival. These trailblazer signs utilize standard MUTCD highway and State roadway shields to provide clear pathways to the nearest roadway from the many destinations within the City of Kingston.</p> |
|--|---|---|--|--|---|---|



LEGEND

-  High-Speed Roadway Access Route
-  Primary Entry Route
-  Secondary Entry Route
-  Primary City Gateway
-  Secondary City Gateway
-  Tertiary City Gateway
-  Major Vehicular Decision Point

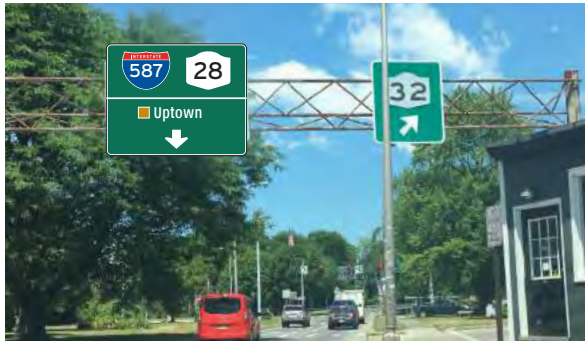


Photo Renderings



Opportunity to enhance bridge in Midtown



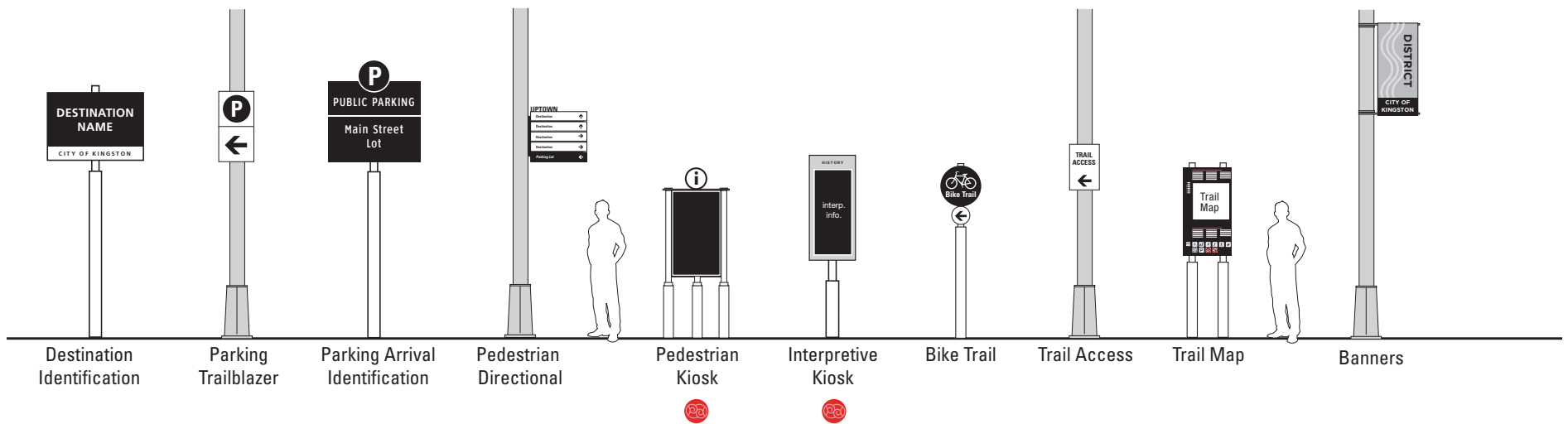
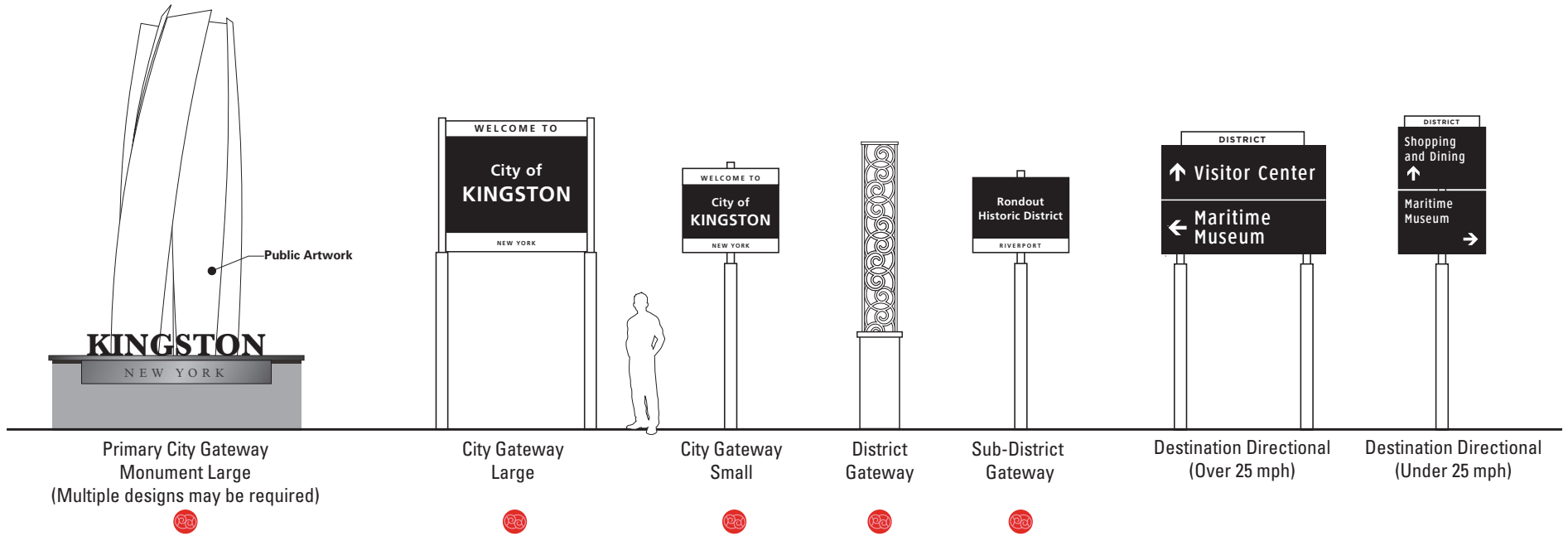
Examples of Bridge Underpass Enhancements

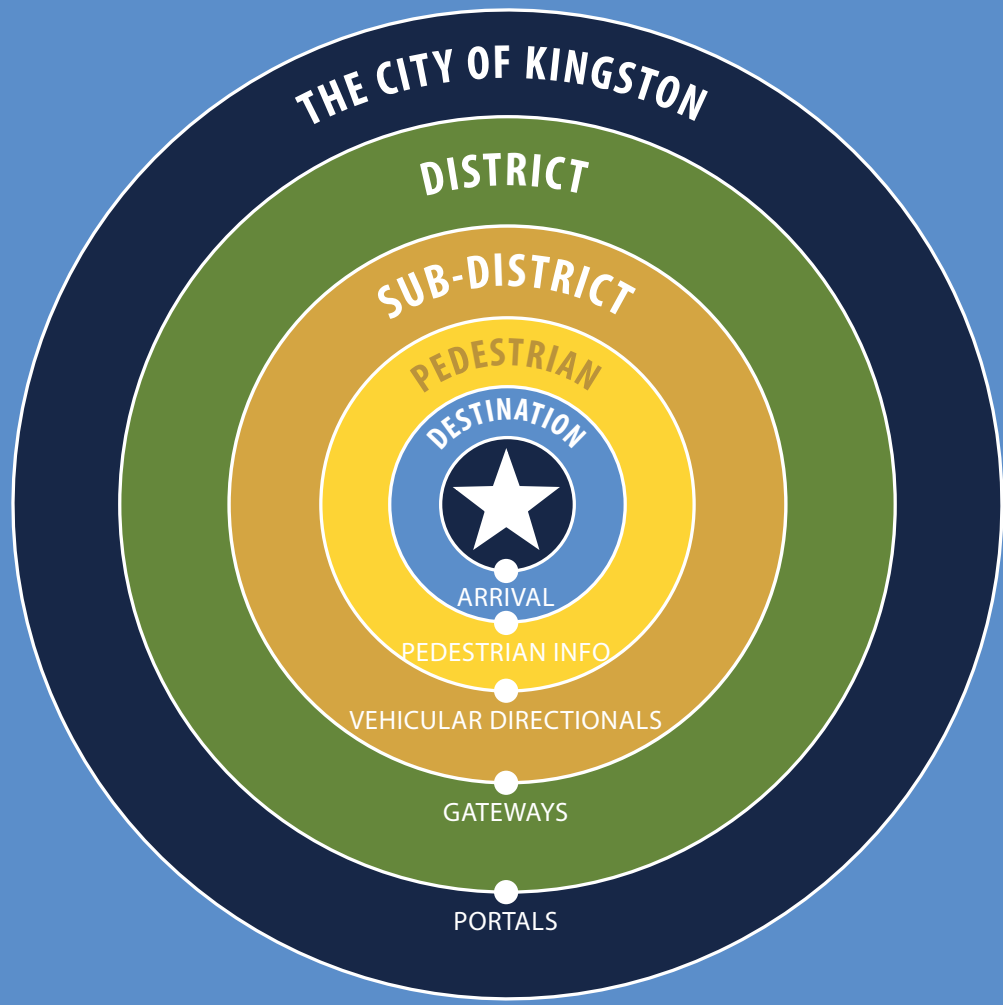


Examples of Bridge Underpass Enhancements

3.26 Section 3 - Wayfinding Analysis

 Opportunity for Local Art



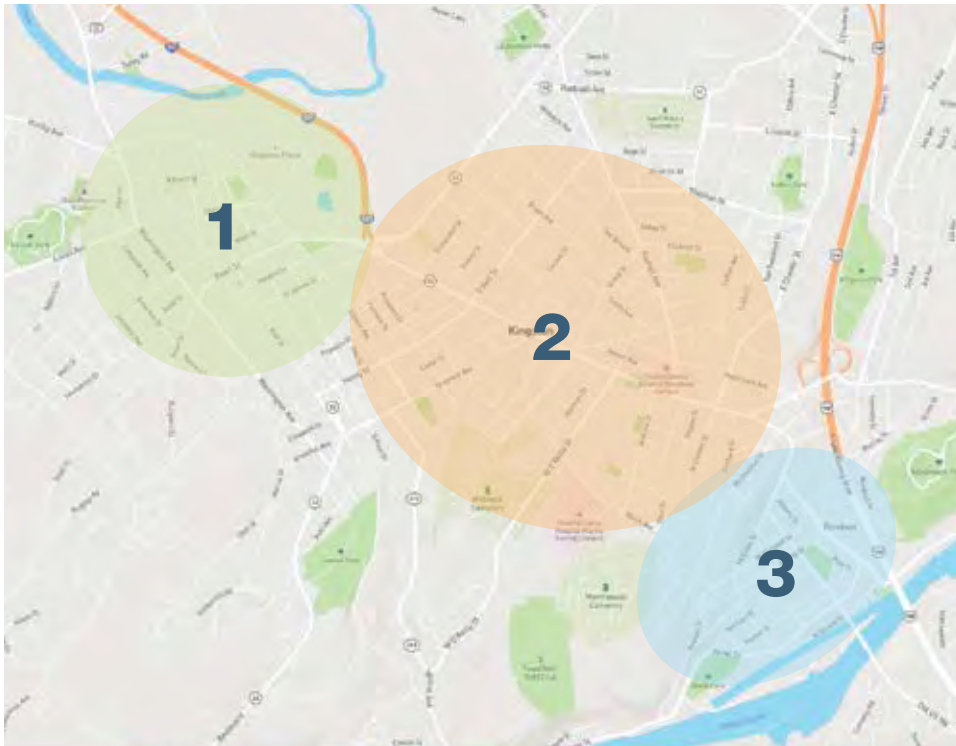


NAMING OF DISTRICTS

District names should...

- Be understood by a first time visitor
- Provide orientation
- Reflect the environment
- Market the area

3 Primary Districts



Names Currently Used

Uptown
Stockade District

Midtown
Midtown Arts District

Downtown
Rondout
Rondout Riverport
Rondout Historic District
Waterfront Business District
Historic Waterfront
The Strand
Lower Broadway

PROJECT ISSUE: NAMING OF DOWNTOWN

| Existing Names | Pros/ Cons |
|----------------|--|
| DOWNTOWN | Multiple downtown environments in Kingston |
| RONDOUT | Historic Name / Gives no orientation / Lacks marketing reach |
| WATERFRONT | Business Association / Name is misleading |
| THE STRAND | Retail buildings / Singular destination |
| LOWER BROADWAY | Not commonly used / No cultural reference |
| RIVERPORT | Marketing Opportunity / Orientation / Describes Destination |

ORIENTATION • MARKETING • ENVIRONMENT • DESCRIPTION

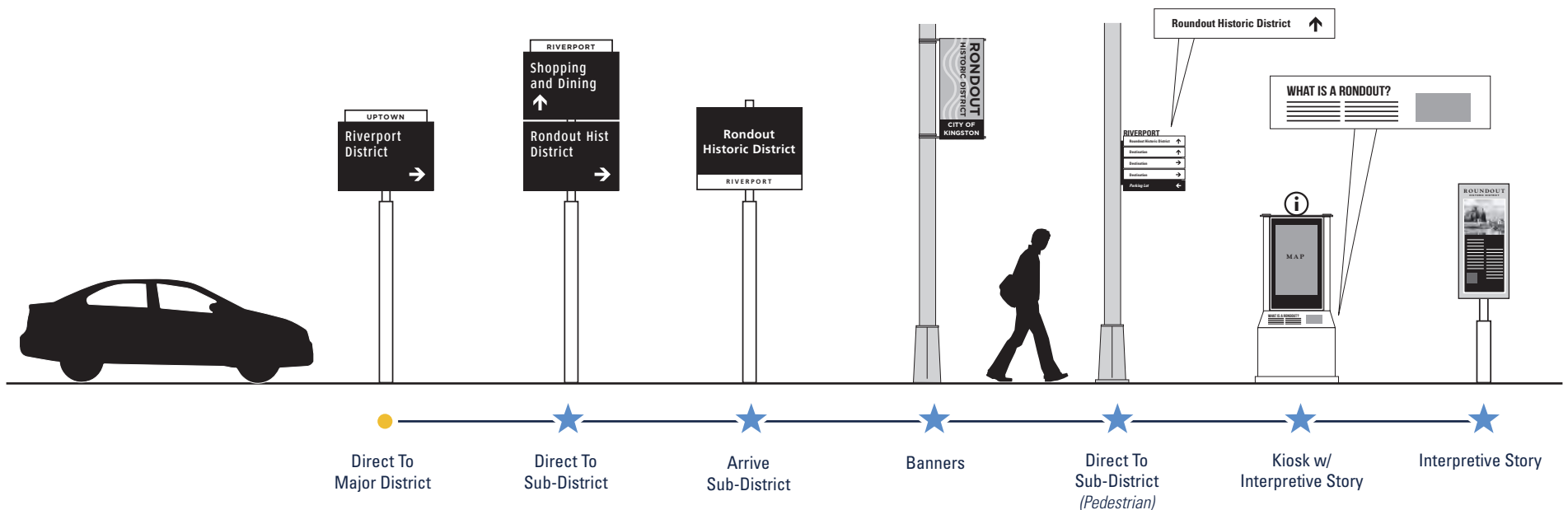
districts cont.



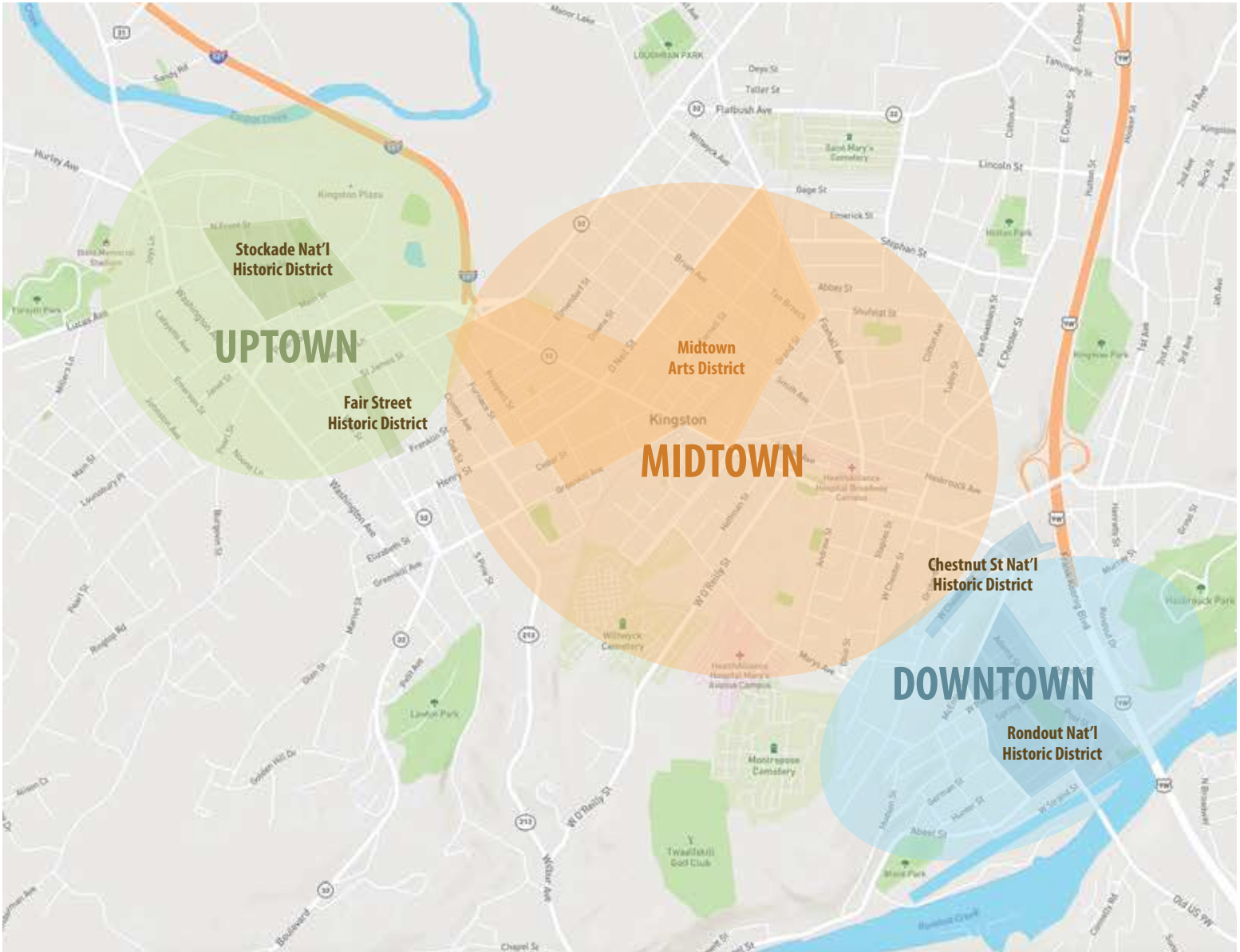
Many names were explored for the southern district of Kingston. The recommendation of this analysis is to use RIVERPORT for the district name. It gives a visitor orientation by telling them the district is near the River. It also describes the main district destination, the actual marina. There has been a marketing push to refer to the area as Riverport.

Rondout has a historic association to the area, but that heritage is already recognized in the name of the defined sub-district Rondout National Historic District.

THE RONDOUT STORY

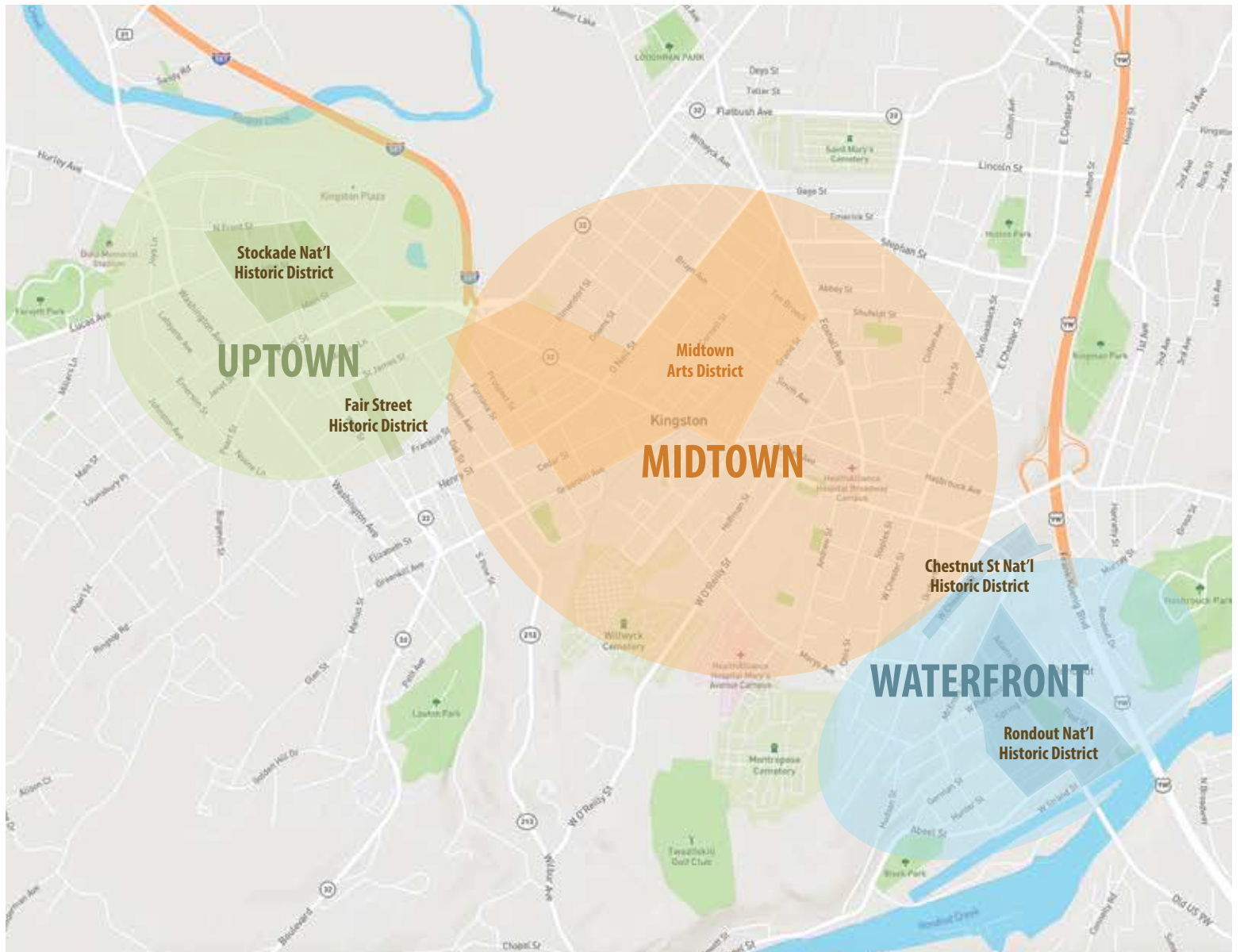


OPTION 1



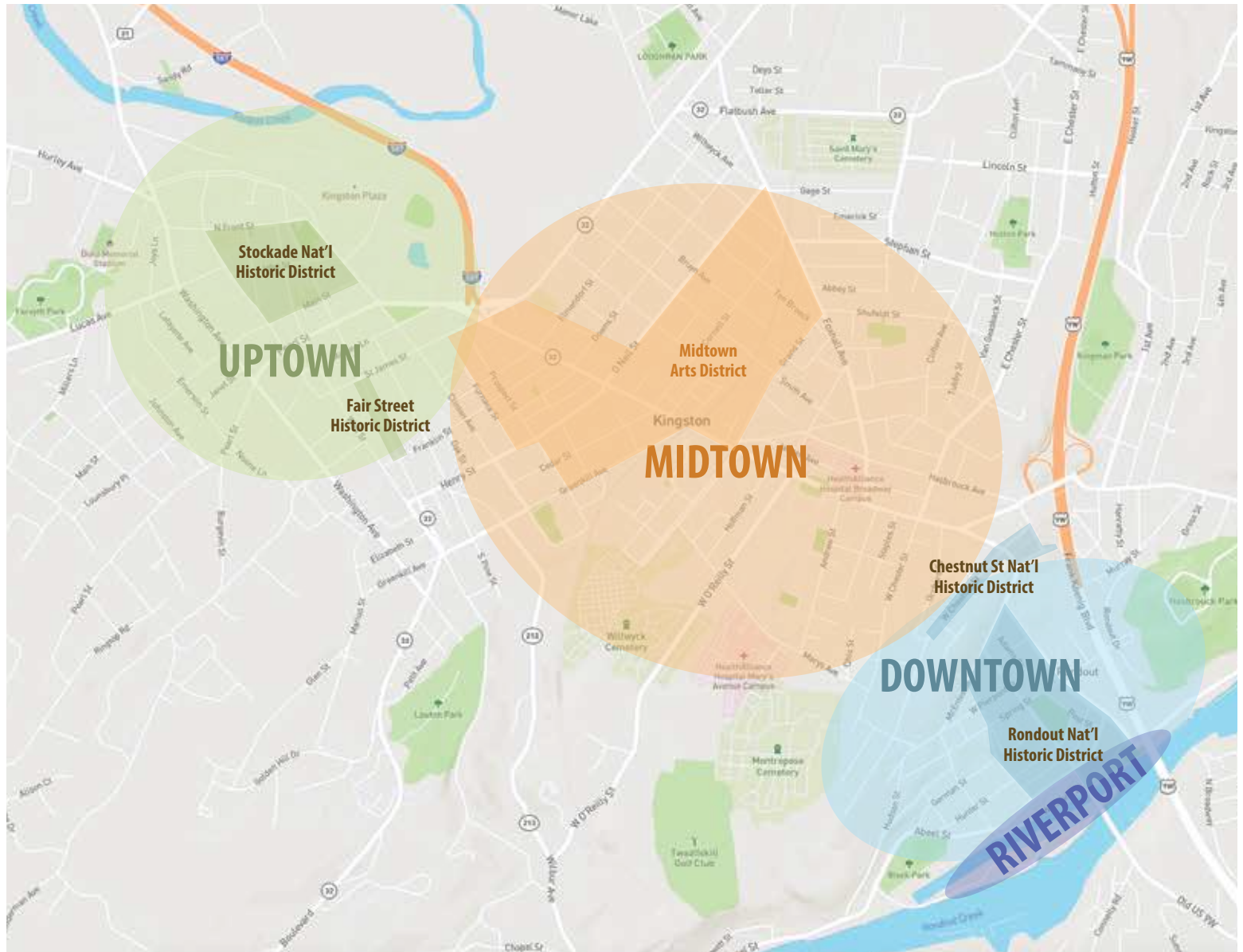
Pro: Intuitive, Typical wayfinding terminology **Con:** Downtown name is misleading - Multiple Downtown Environments

OPTION 2



Pro: Provides orientation **Con:** Name can be misleading to actual activities at the water

OPTION 3



Pro: Riverport gives orientation **Con:** More districts, downtown misleading

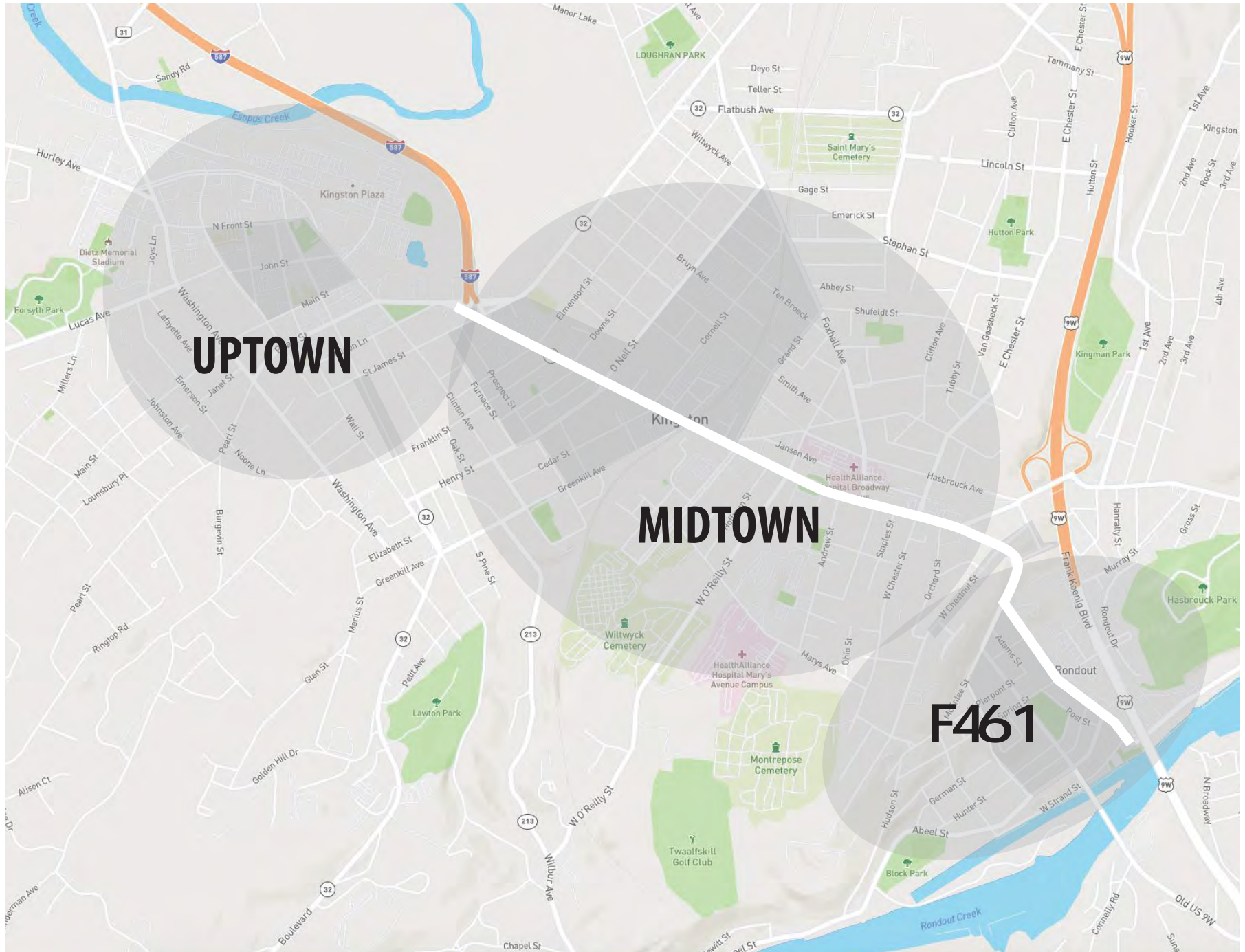
OPTION 4



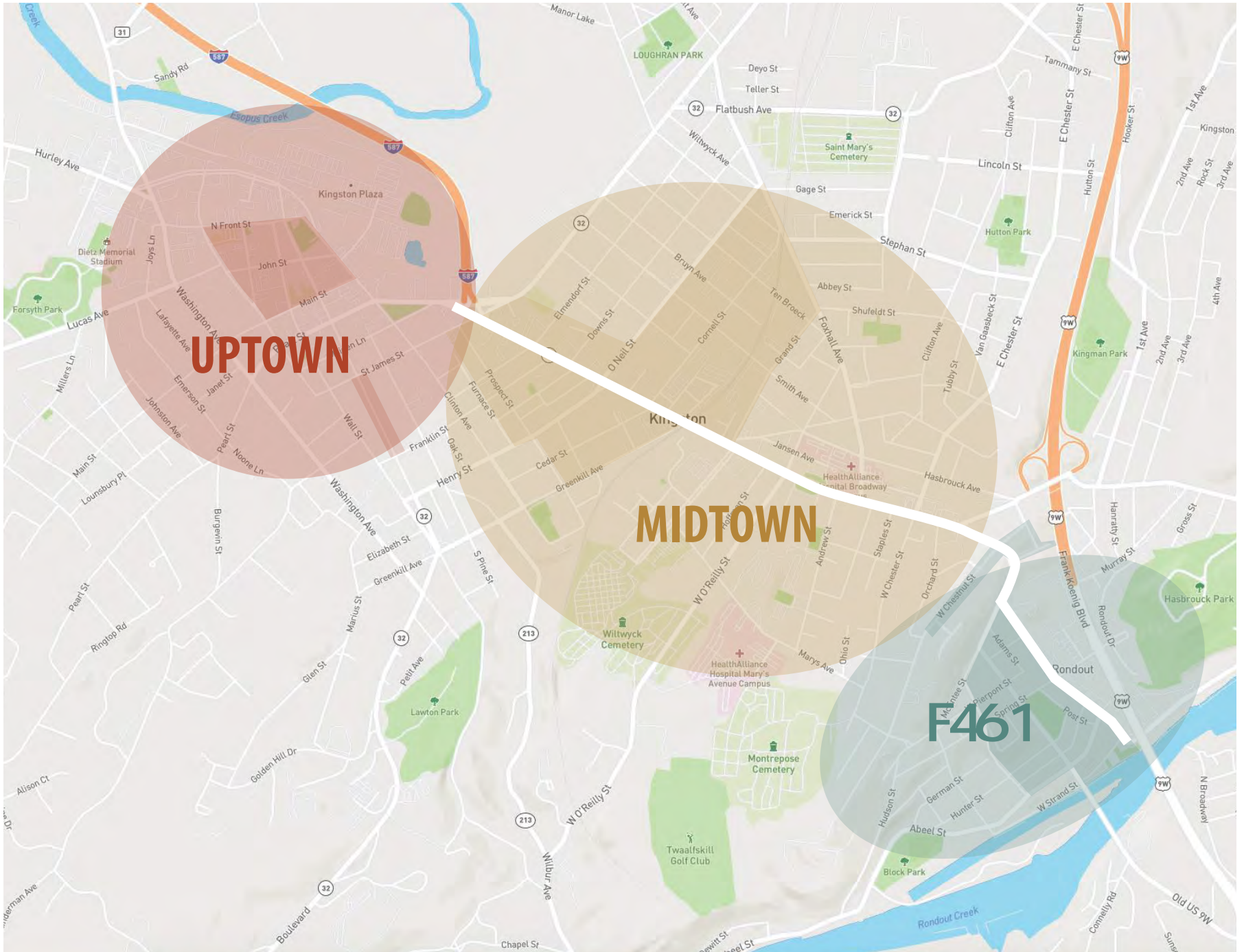
Pro: Gives orientation, aligns with new marketing initiatives Cons: New Terminology / No Local Cultural Reference

SCHEMATIC DESIGN

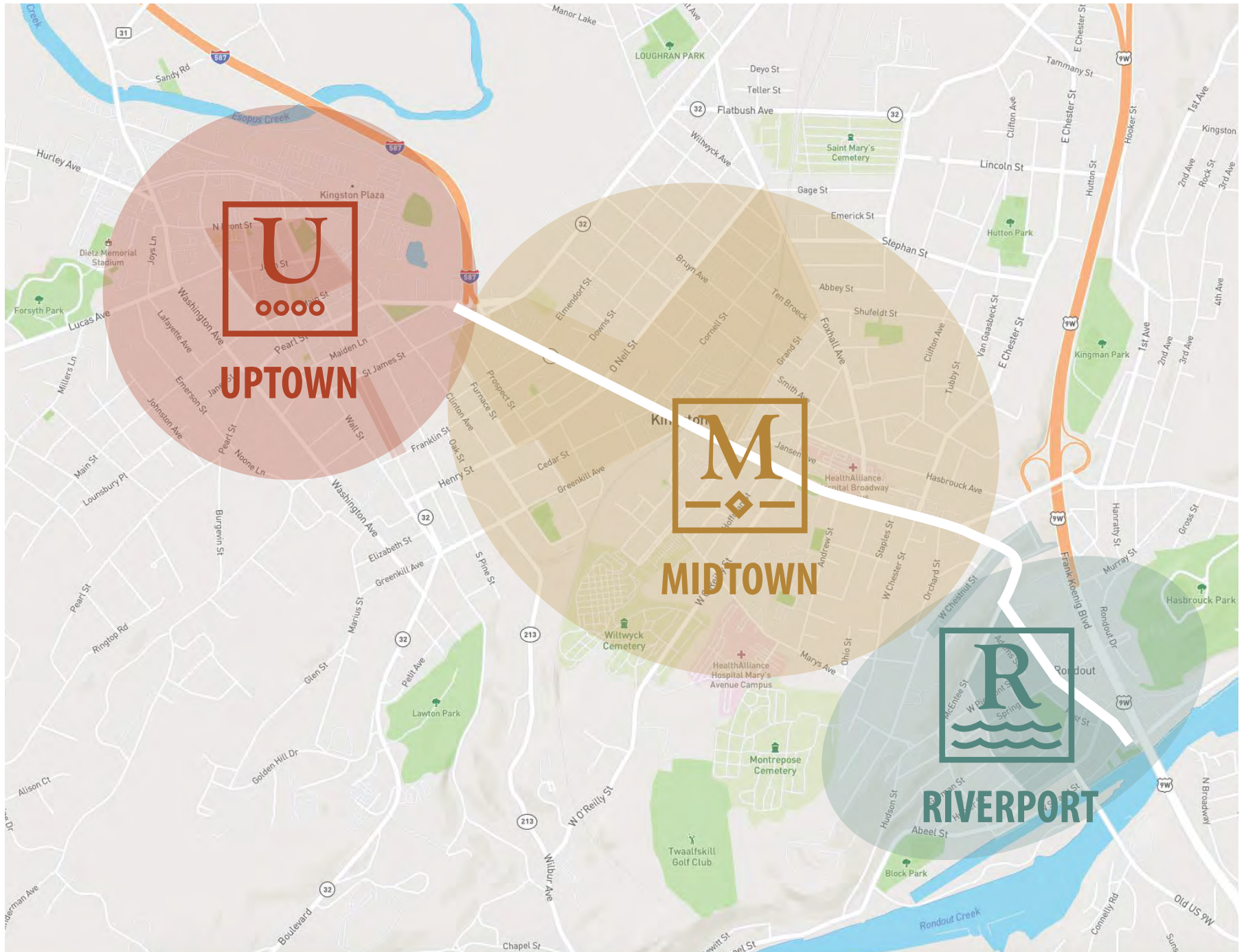
NAME



COLOR



COLOR & ICON





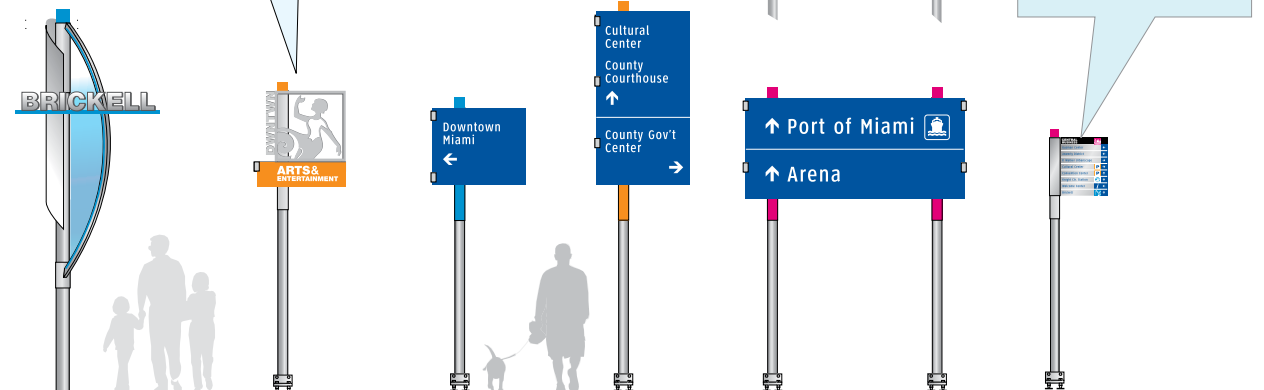
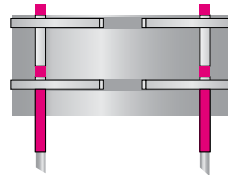
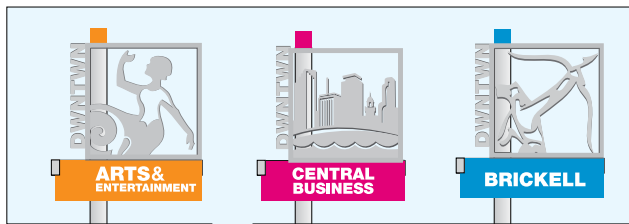
**ARTS &
ENTERTAINMENT**



**CENTRAL
BUSINESS**



BRICKELL



District Identity: Downtown Miami

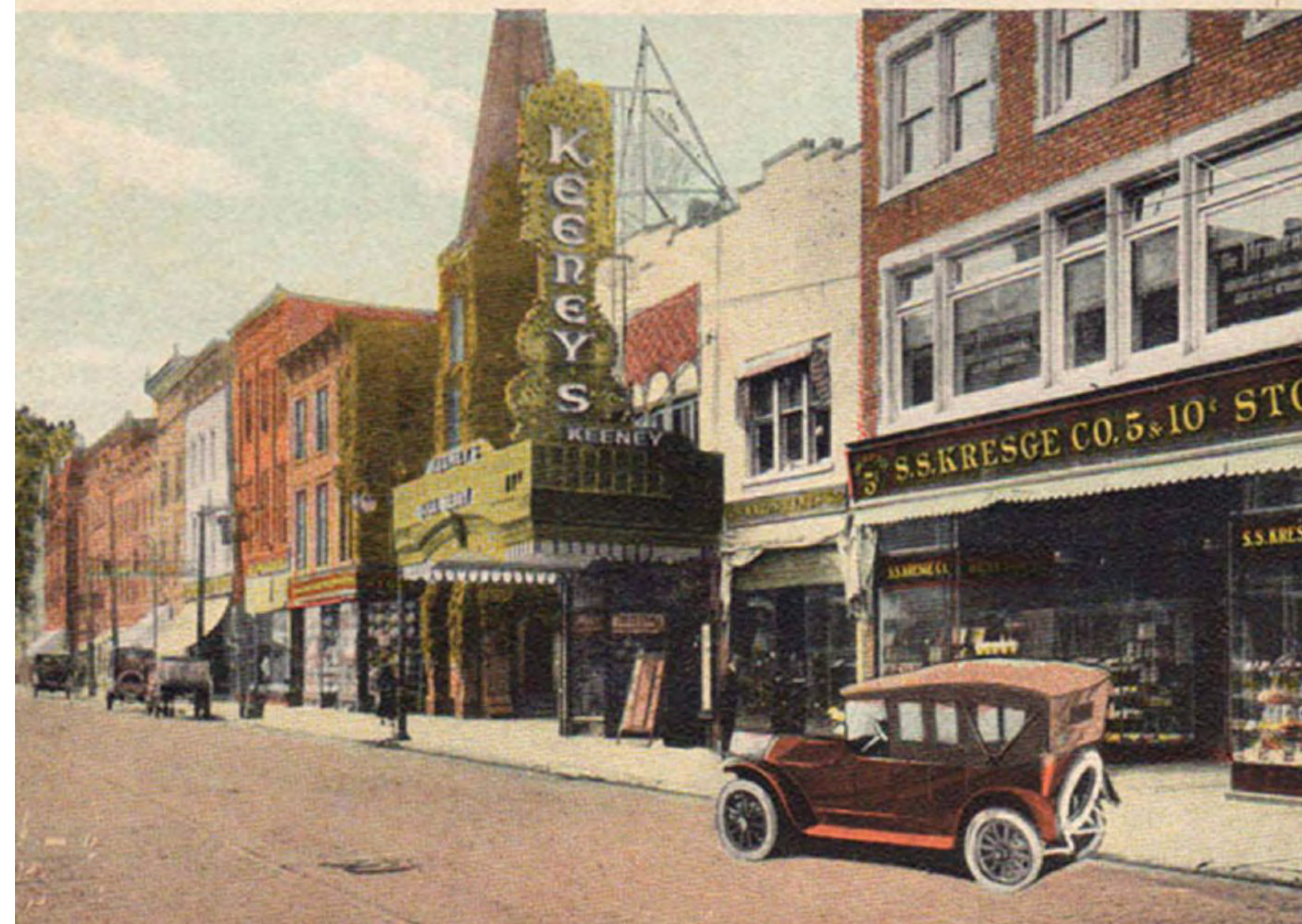
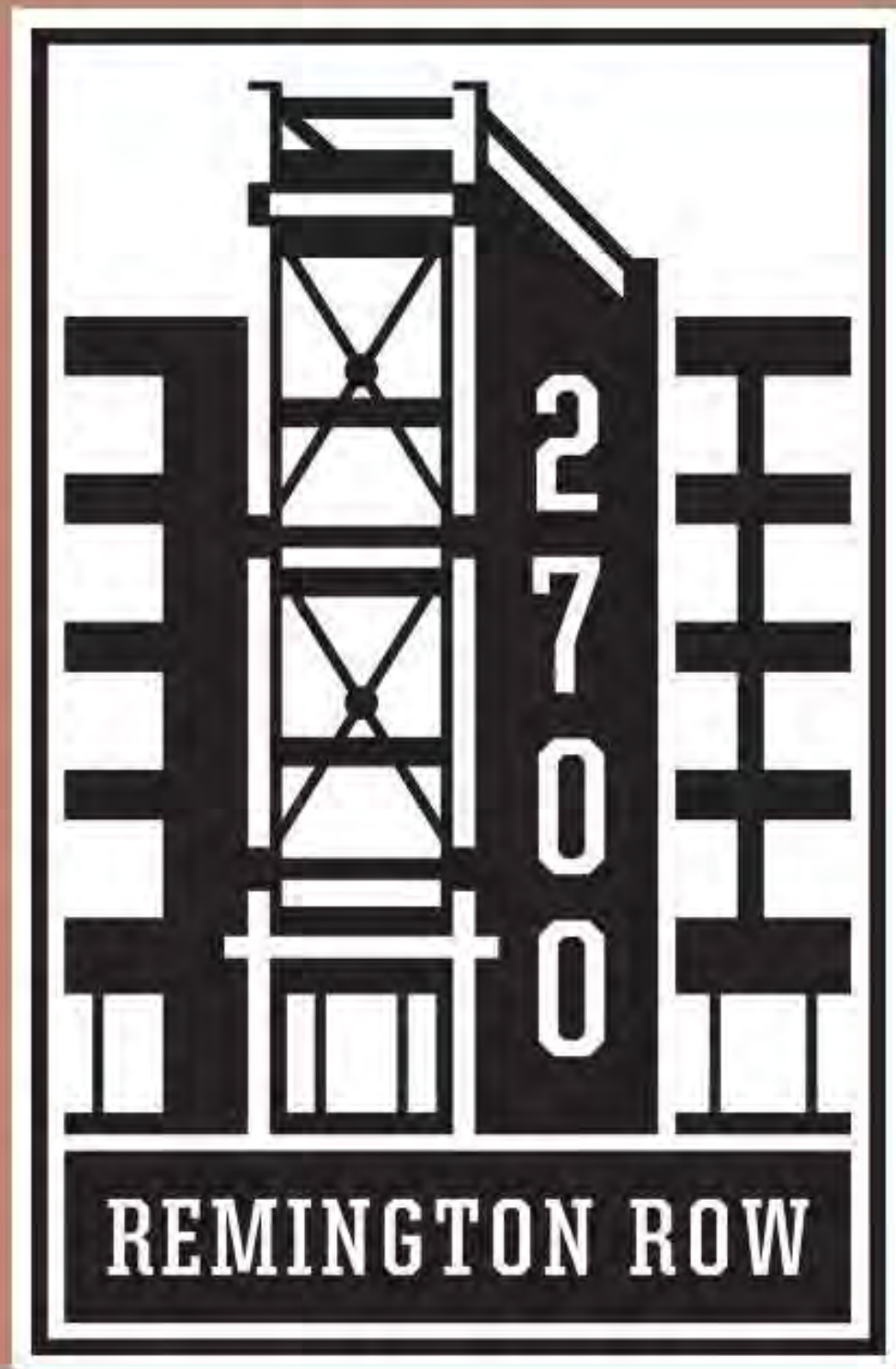
COLOR & SHAPE



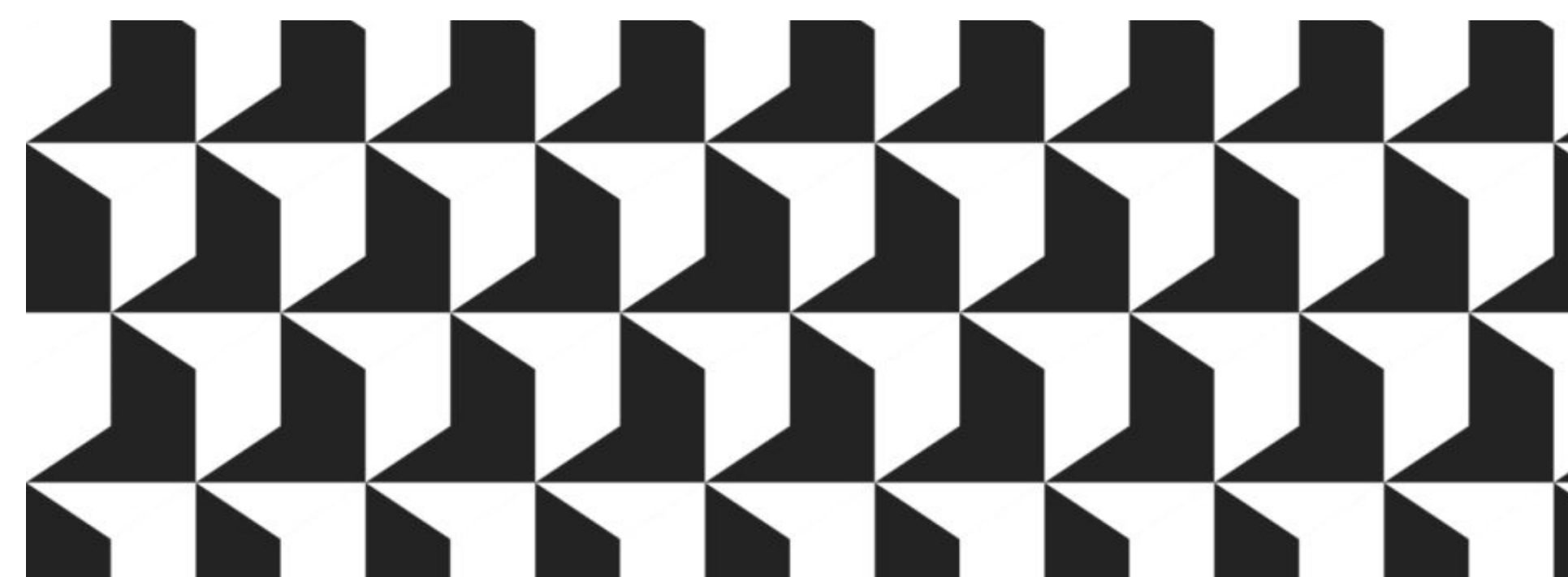
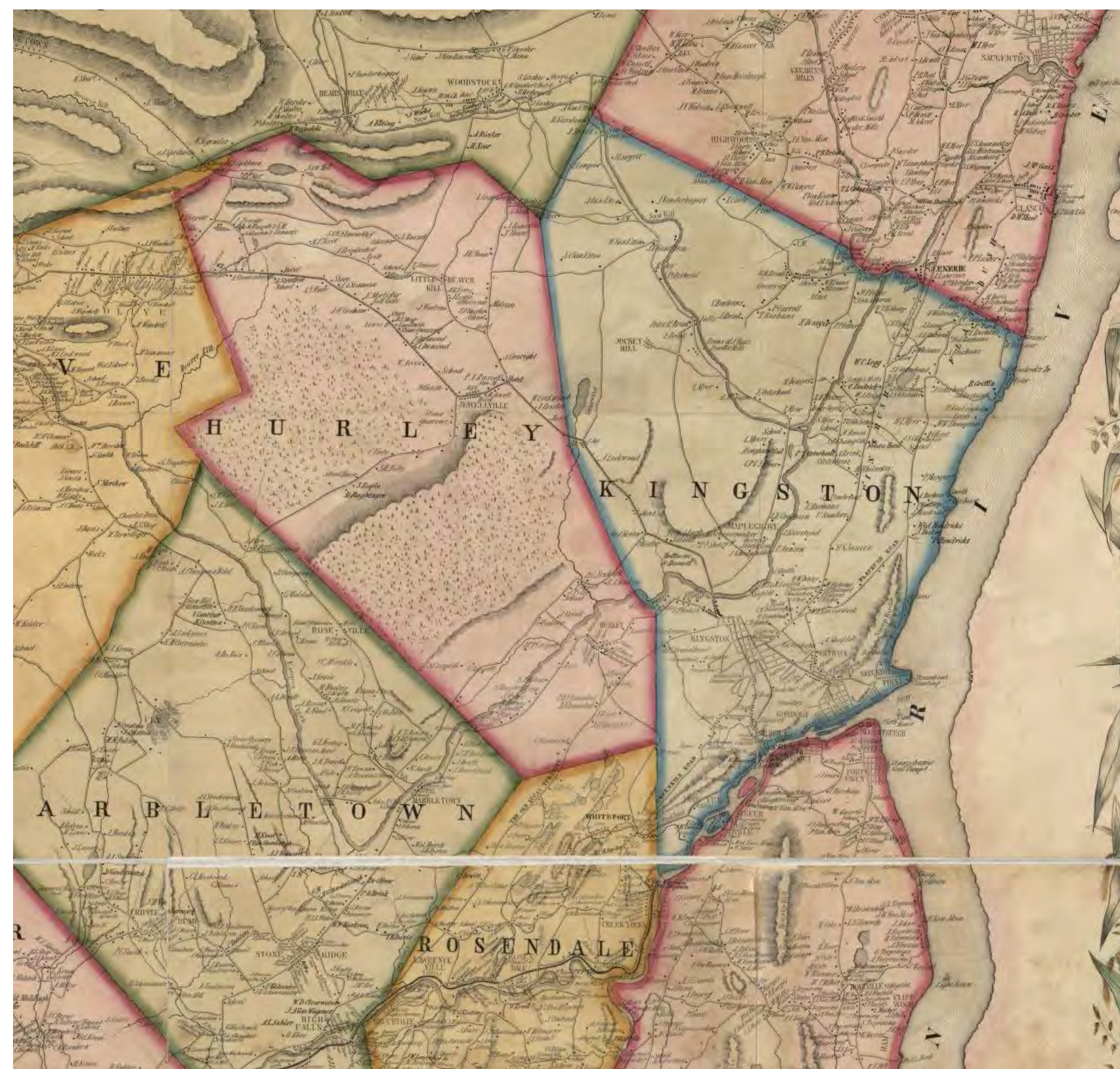
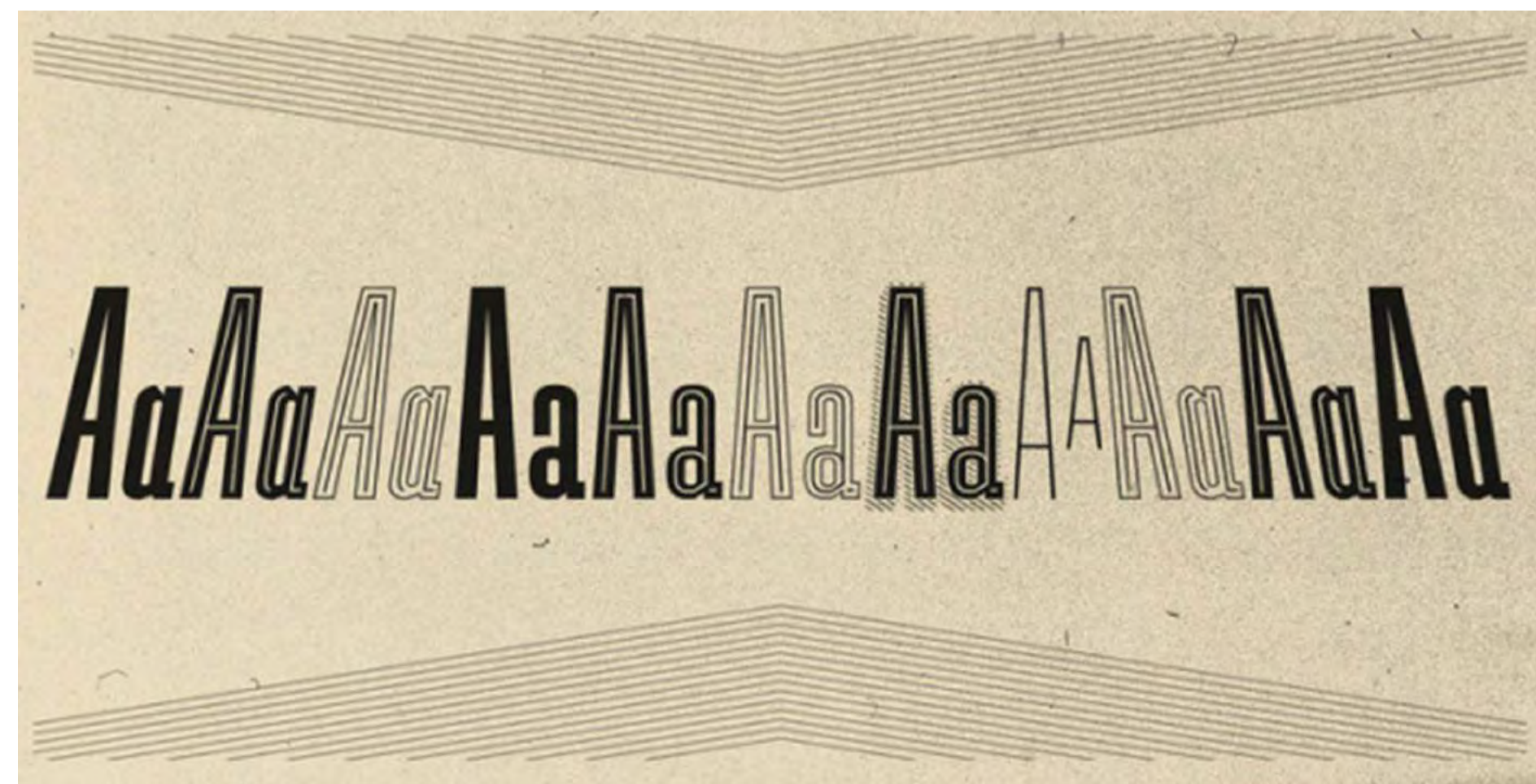
COLOR & PATTERN

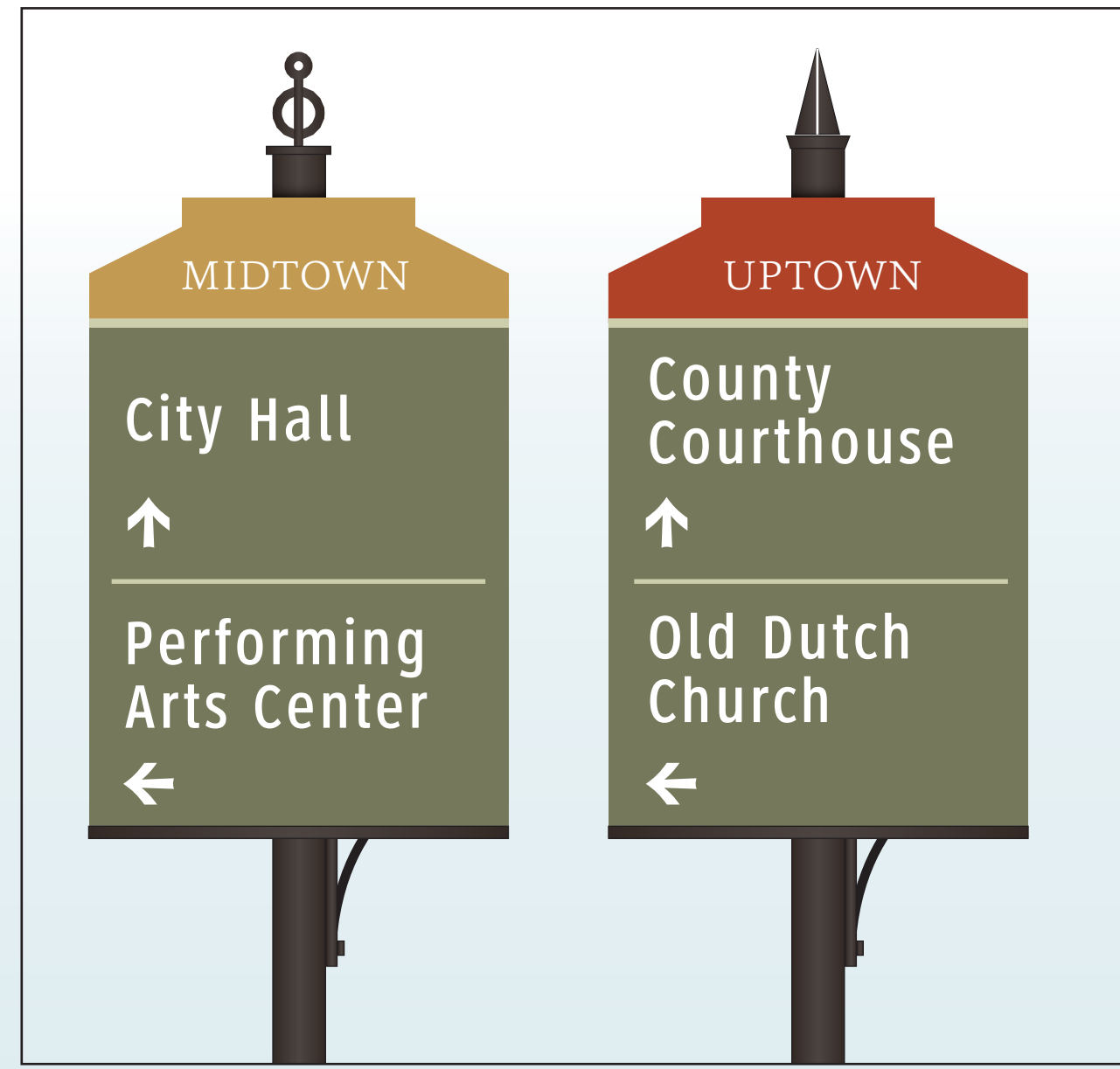


OPTION 1

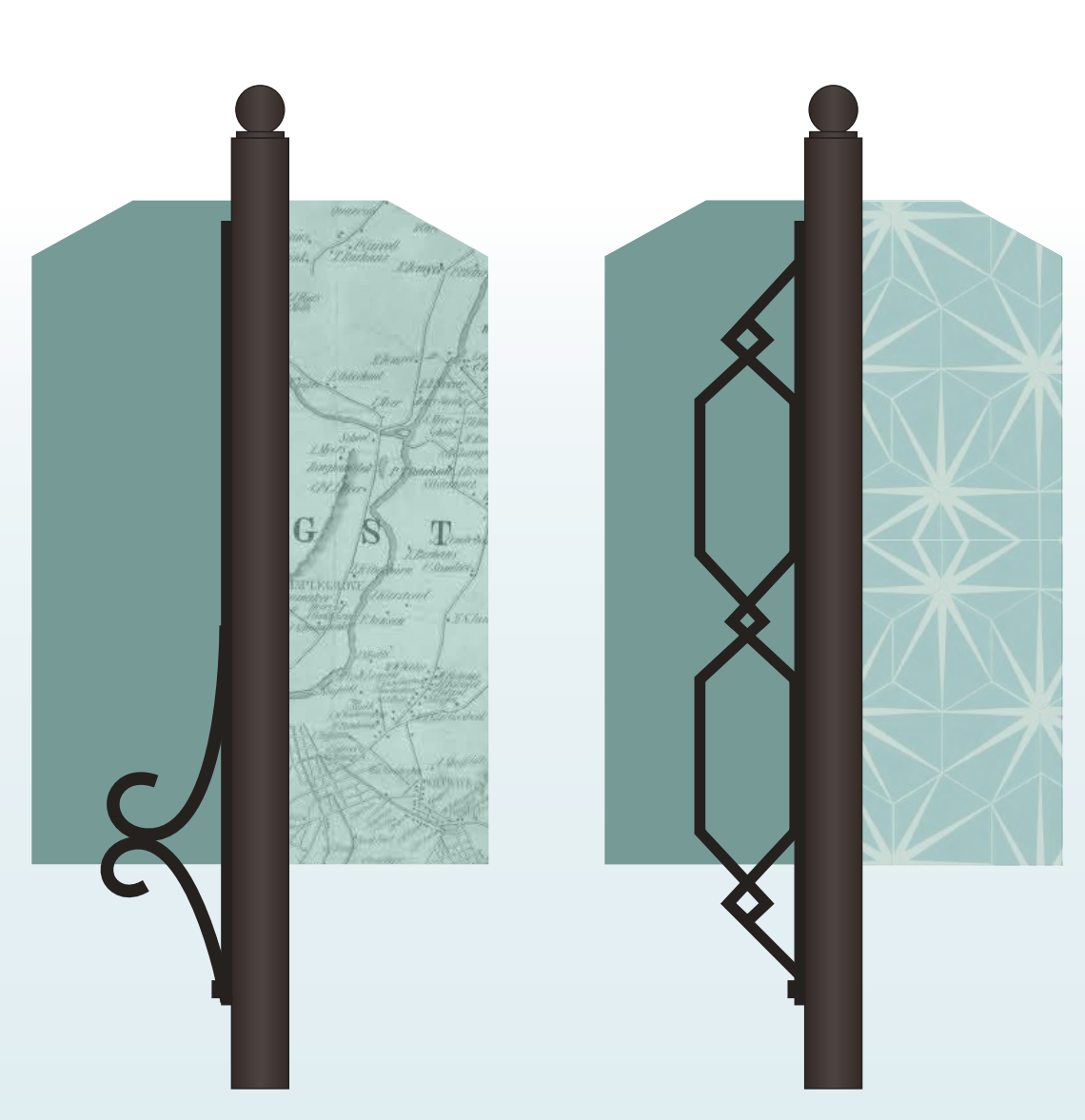


— since 1888 —
THE BARREL BROTHERS
— company. —





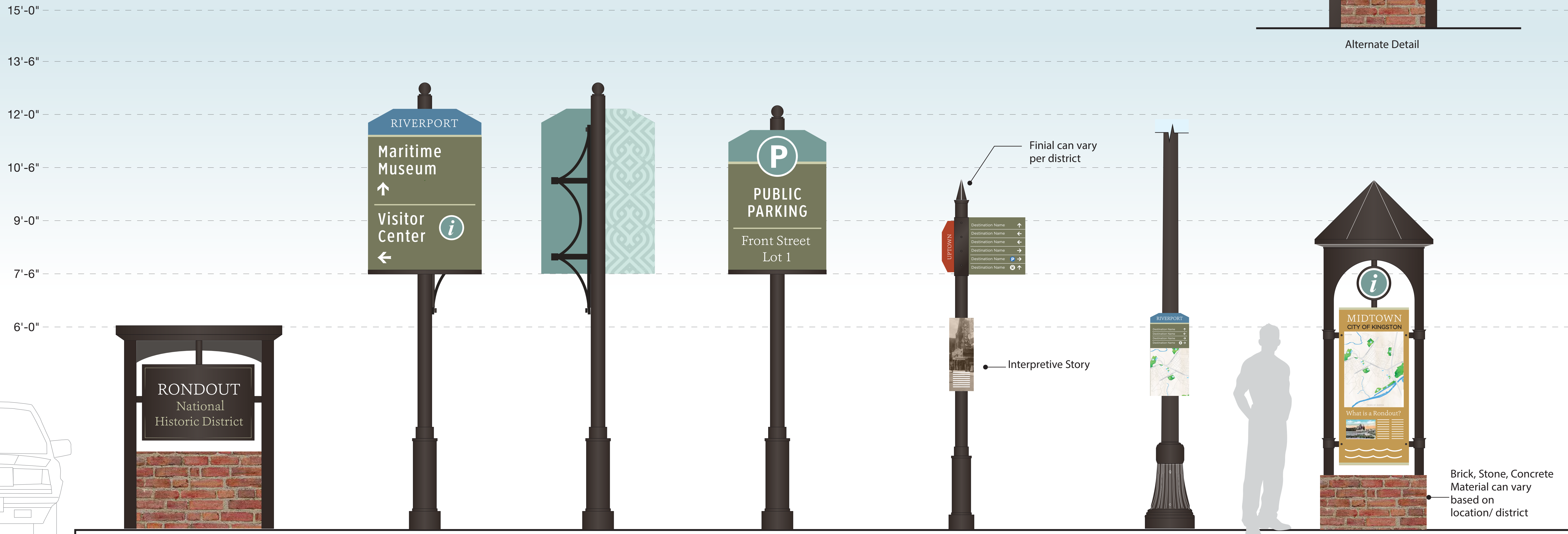
(Alternate Panel Shape)



Brackets & Patterns can vary



Alternate Detail



SCALE: 3/4" = 1'-0"

Sub-District Gateway

Vehicular Directional

Back View

Parking Lot ID

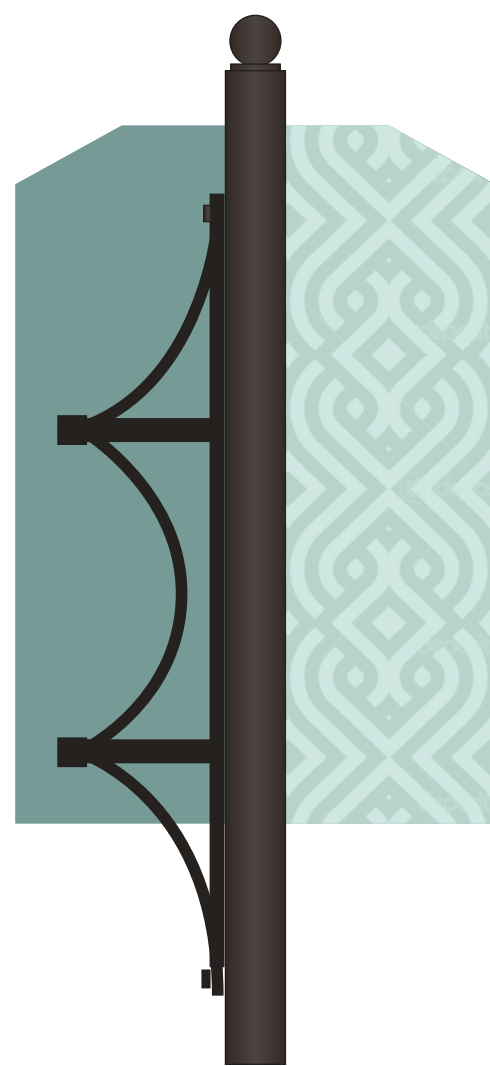
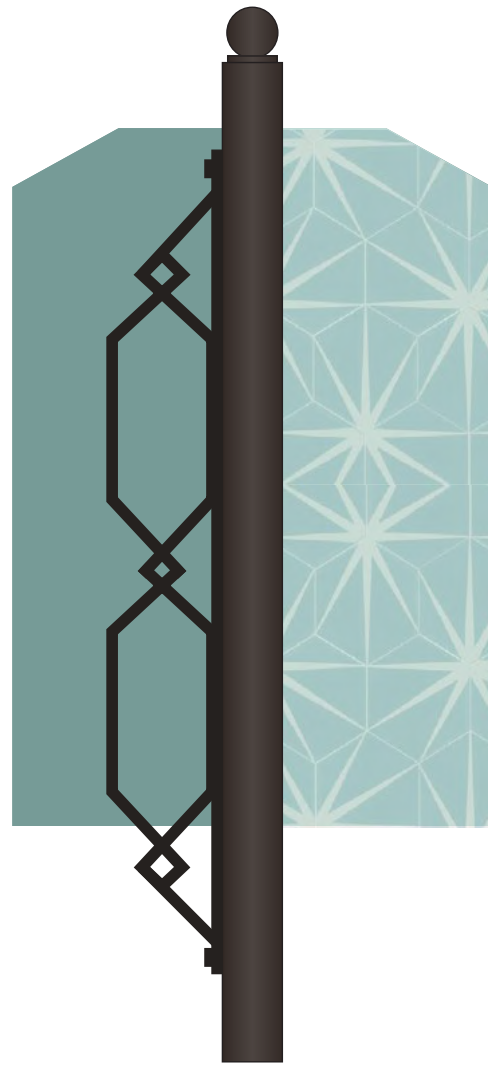
Pedestrian Directional

Pedestrian Directional

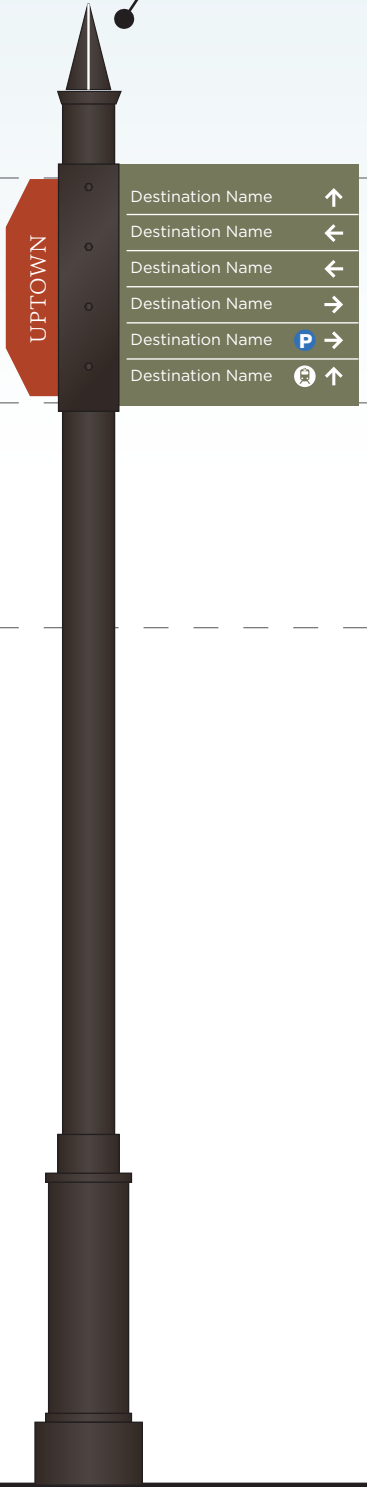
Kiosk
3 or 4 sided

Brick, Stone, Concrete
Material can vary
based on
location/ district





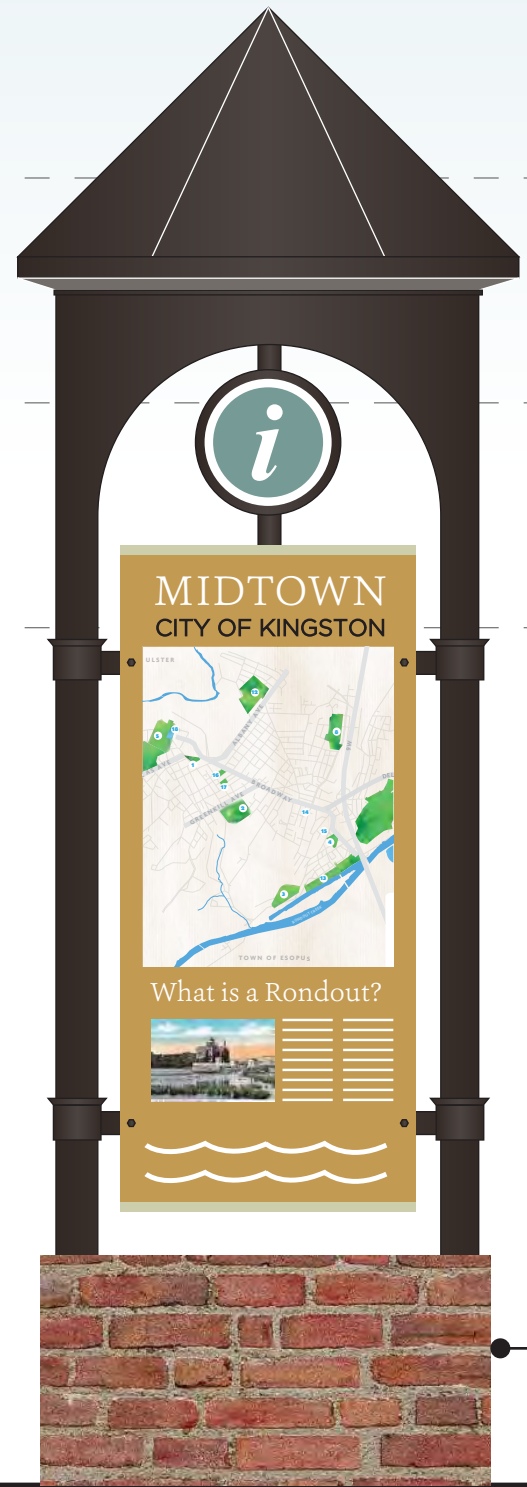
Finial can vary per district



Pedestrian Directional

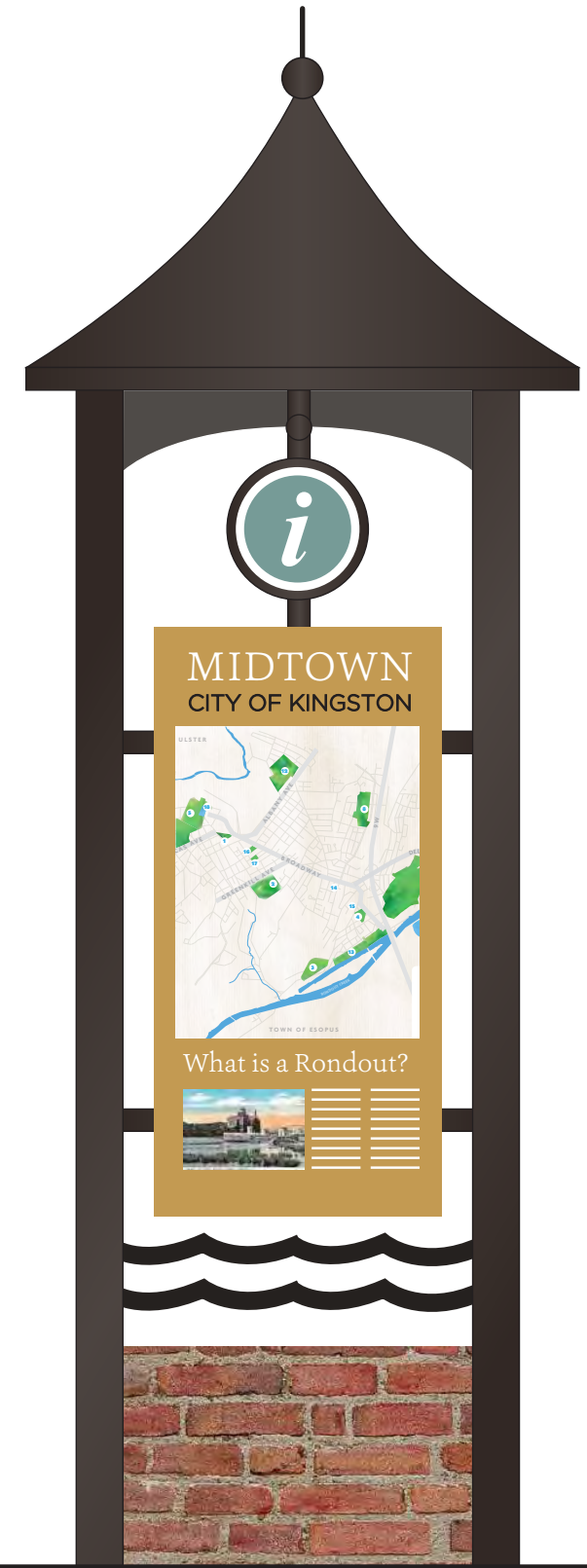


Pedestrian Directional

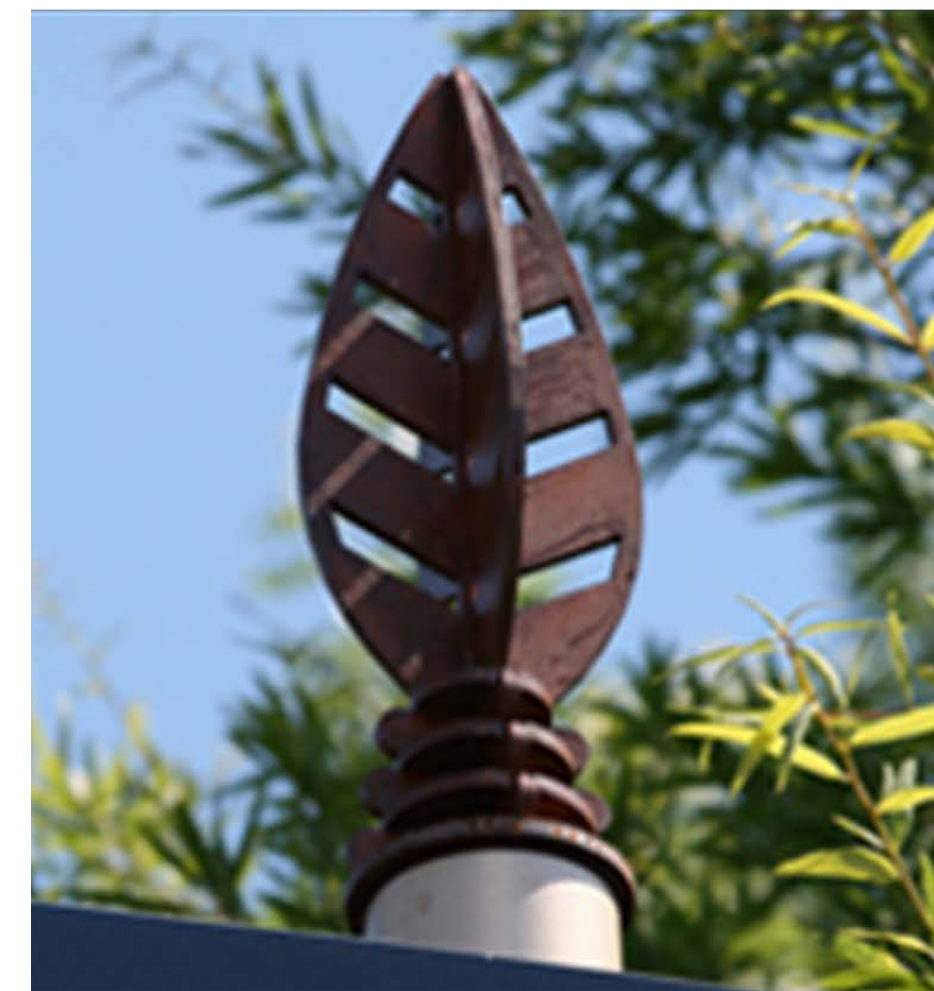
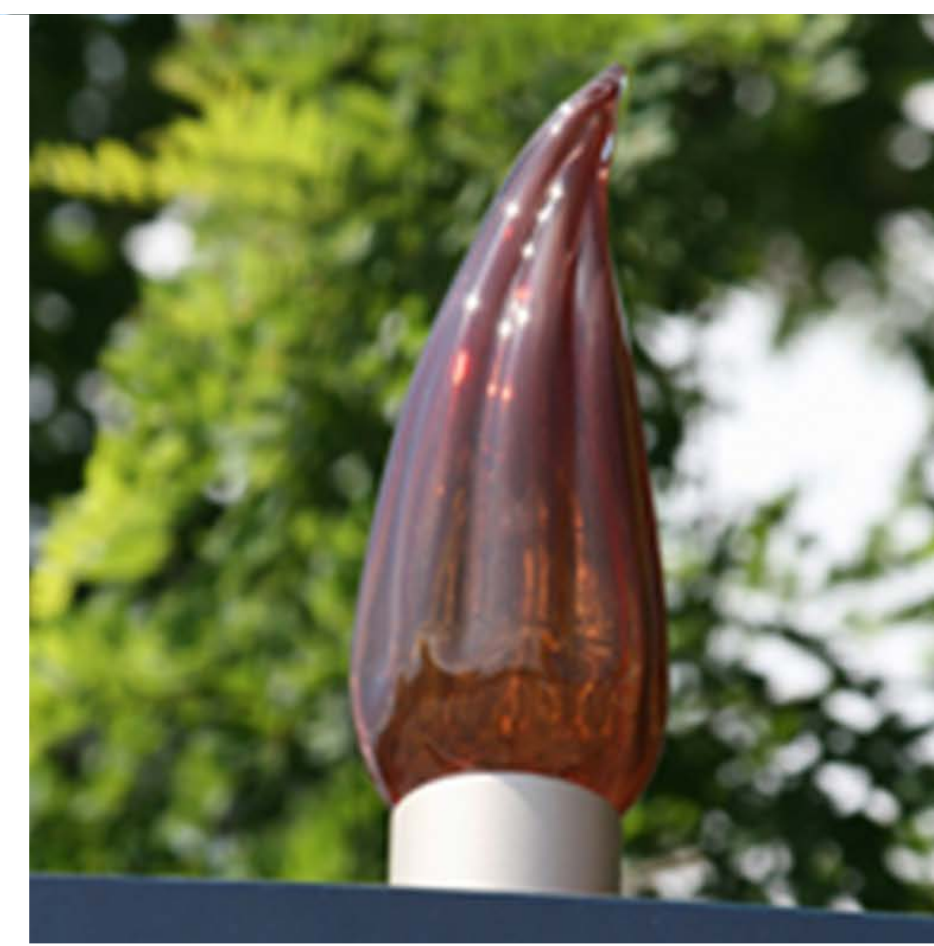
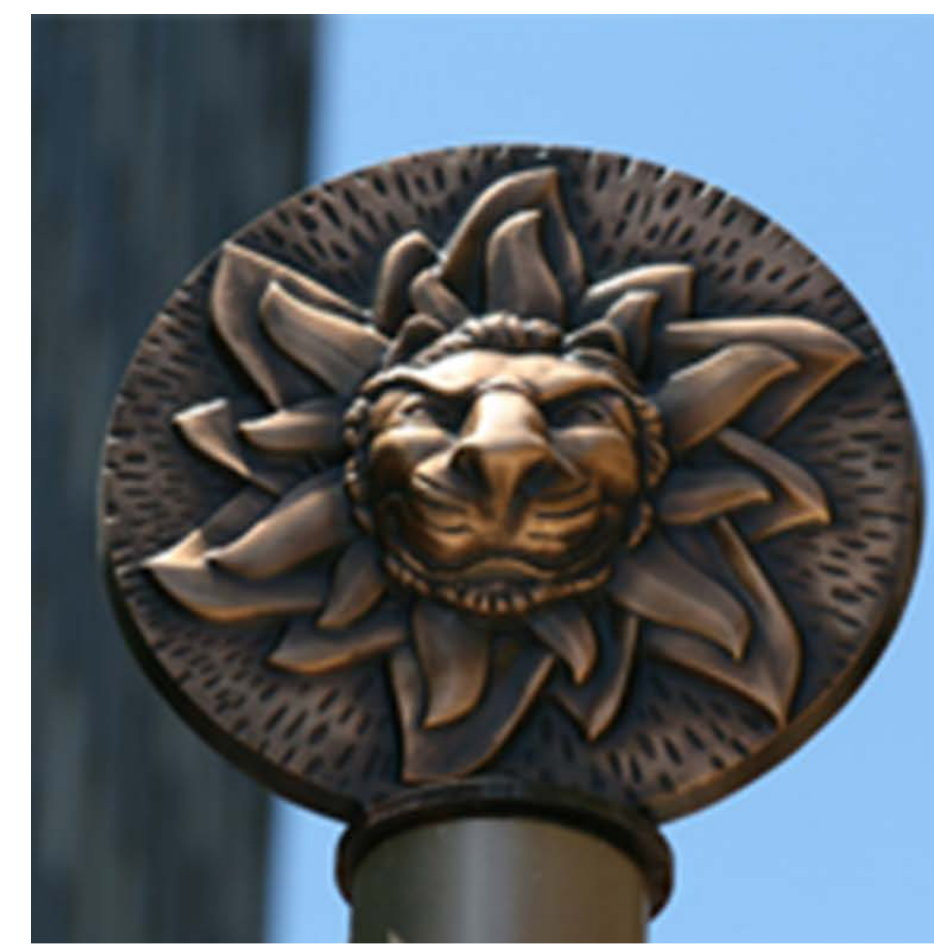
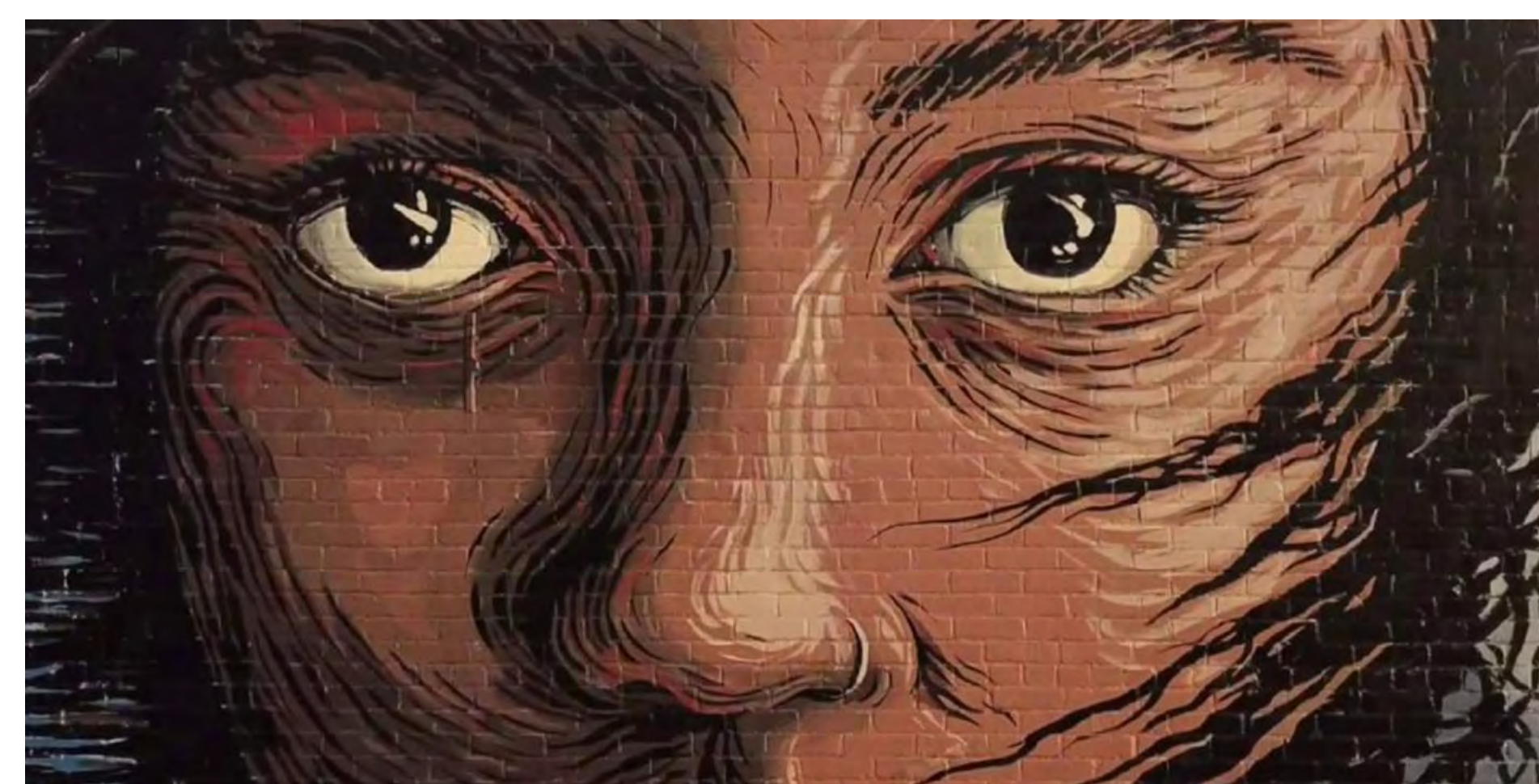


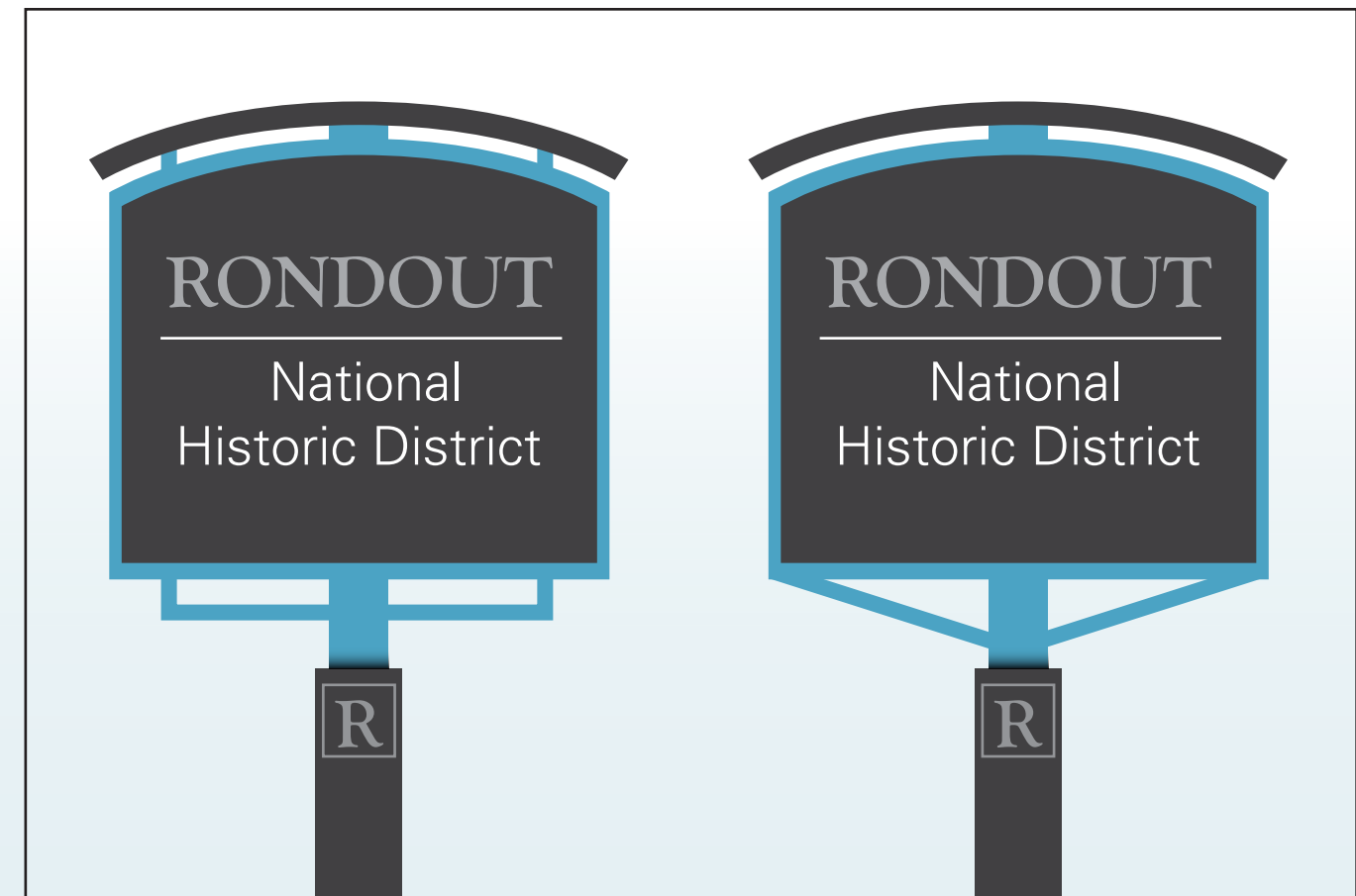
Kiosk
3 or 4 sided

Brick, Stone, Concrete
Material can vary
based on
location/ district

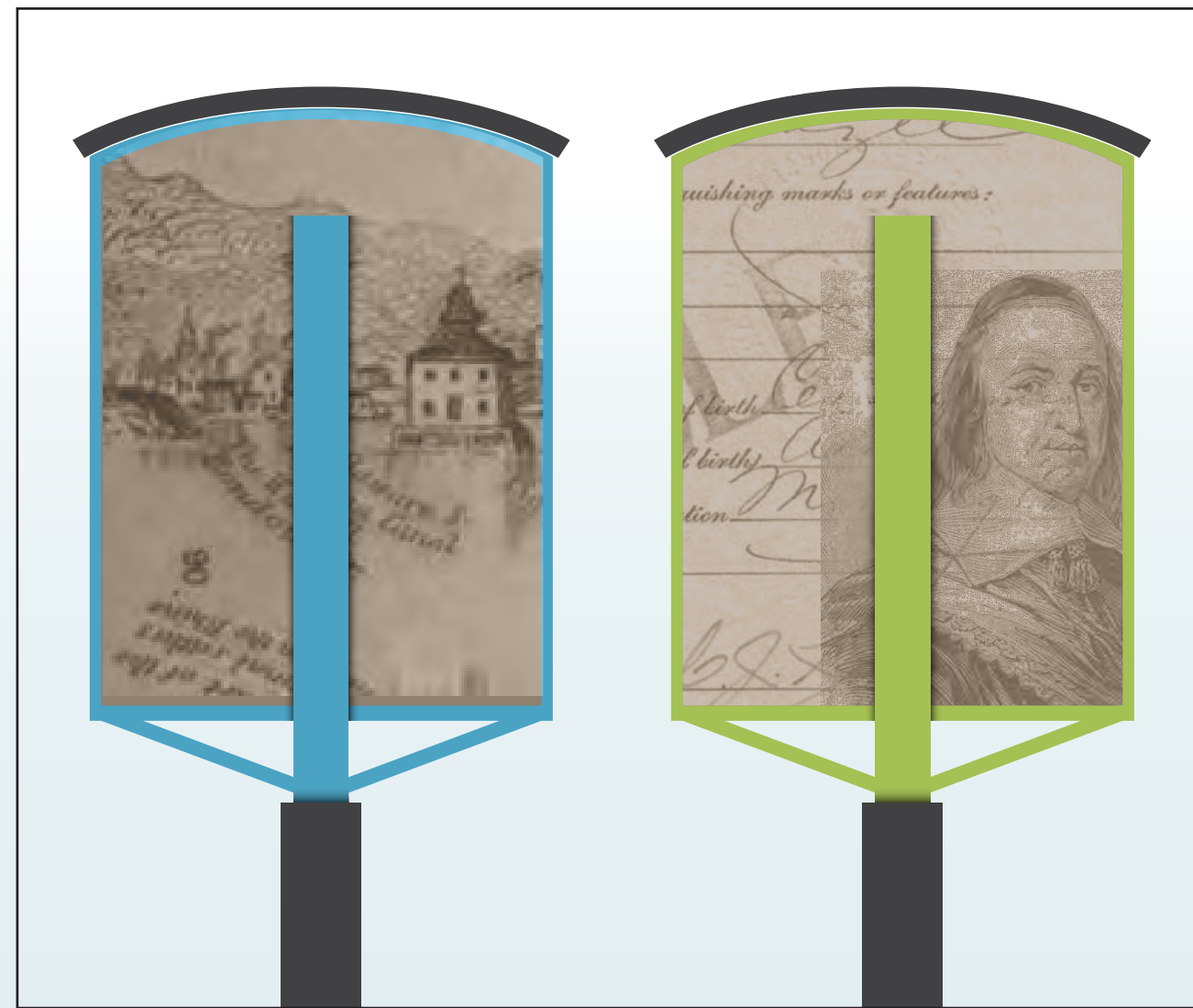


OPTION 2

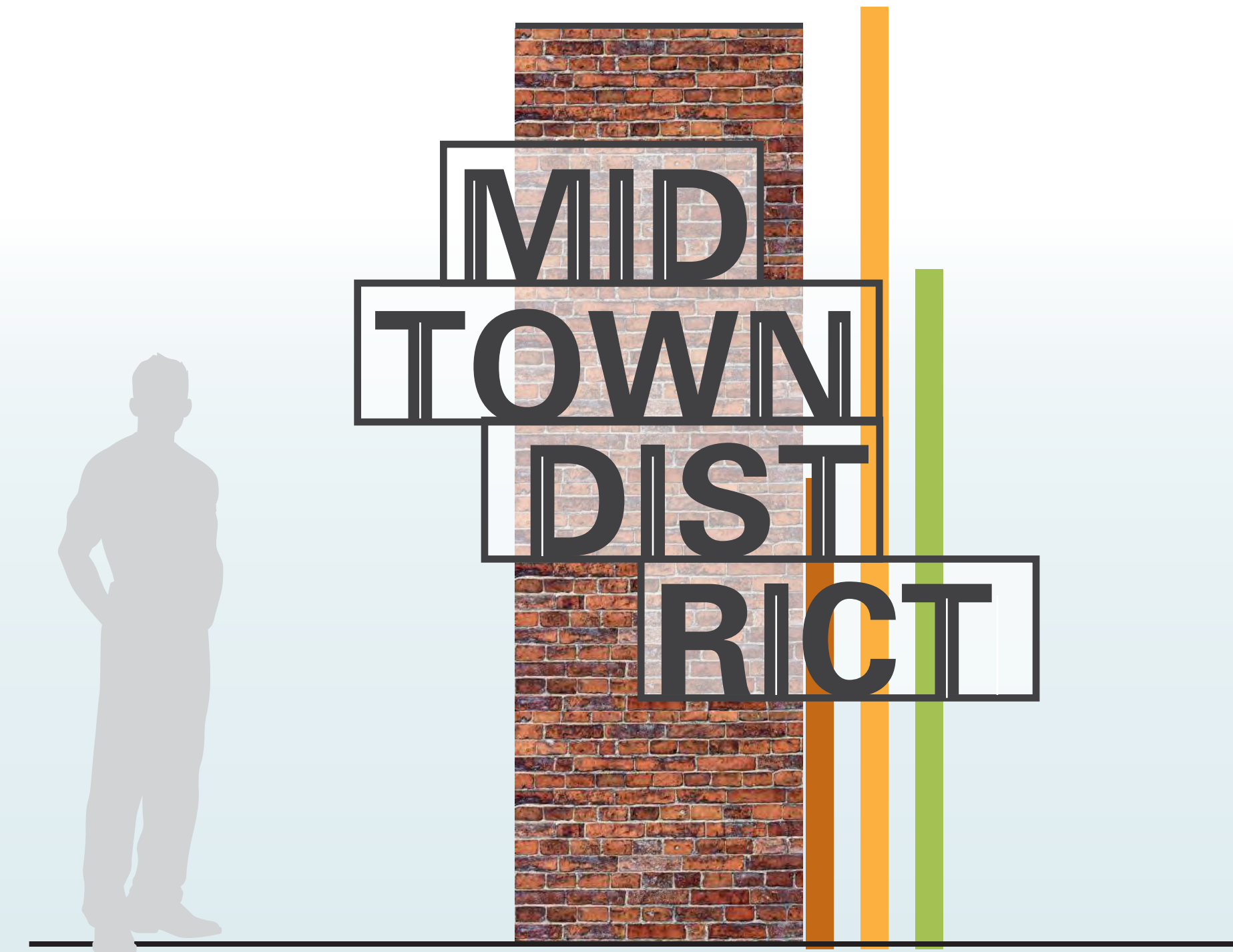




Shape Alternates



Back View Alternates



District Gateway Alternate



Riverport Midtown Uptown

District Icons

13'-6"

12'-0"

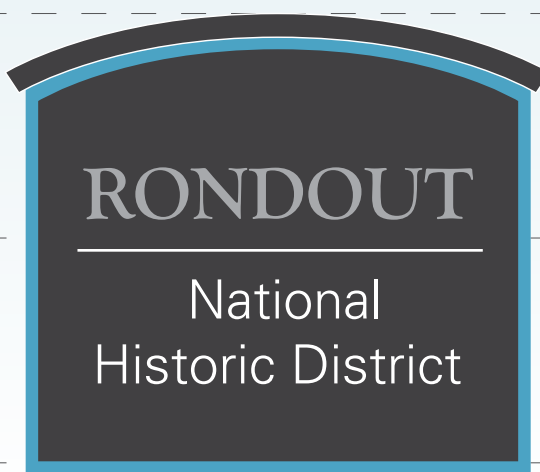
10'-6"

9'-0"

7'-6"

6'-0"

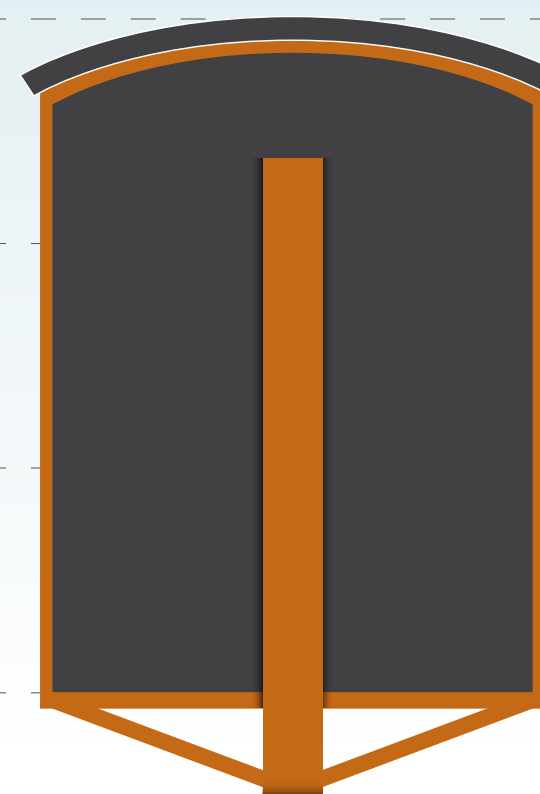
MIDTOWN



Sub-District Gateway



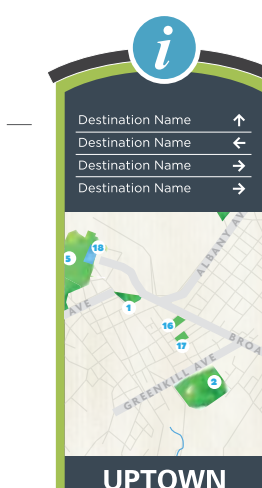
Vehicular Directional



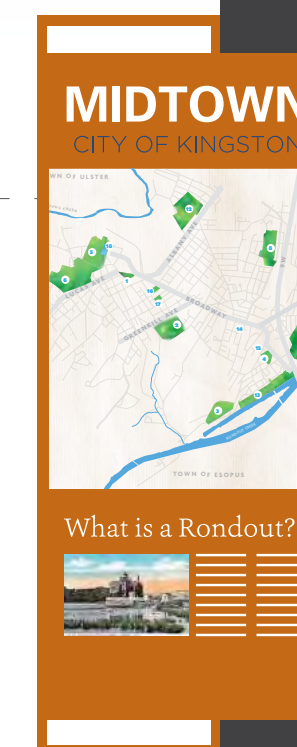
Back View



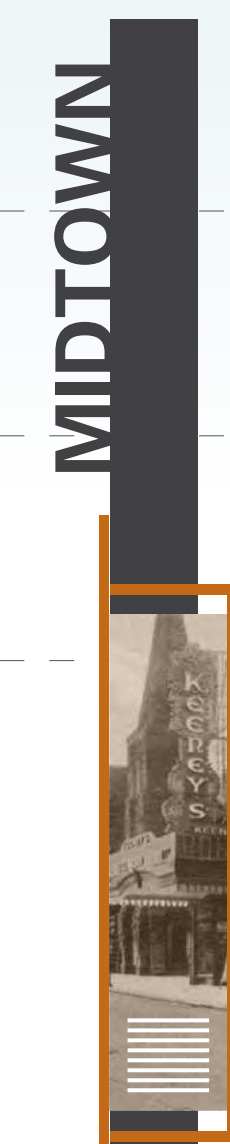
Parking Lot ID



Pedestrian Directional



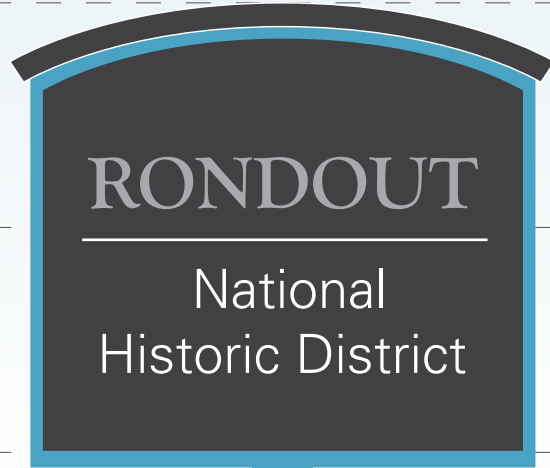
Kiosk



Side View

SCALE: 3/4" = 1'-0"

District Gateway



R

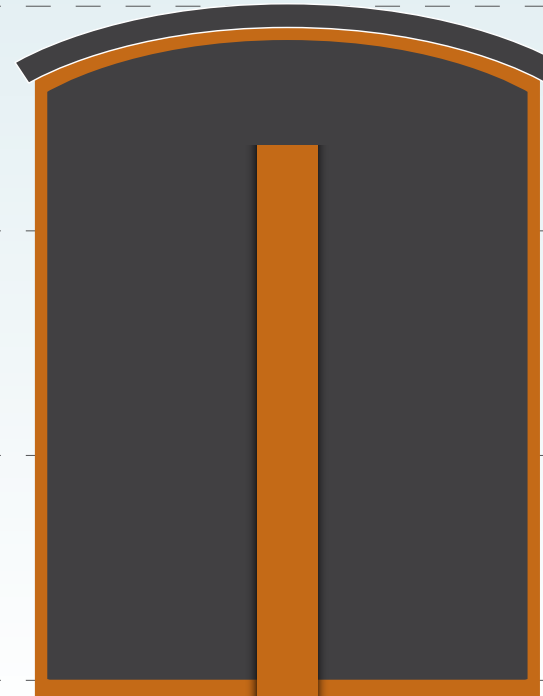
● District ID on post

Sub-District Gateway



M

Vehicular Directional

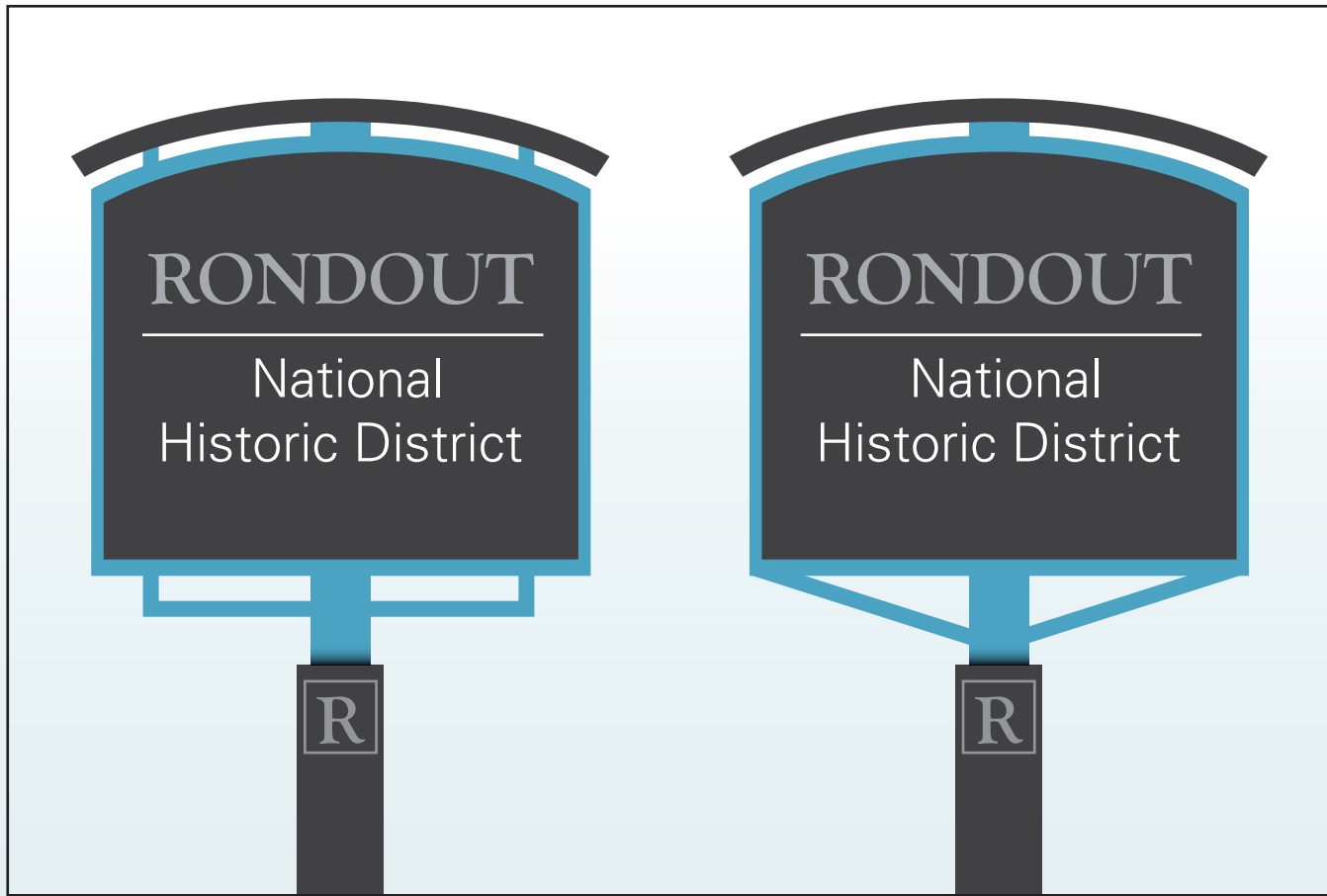


Back View

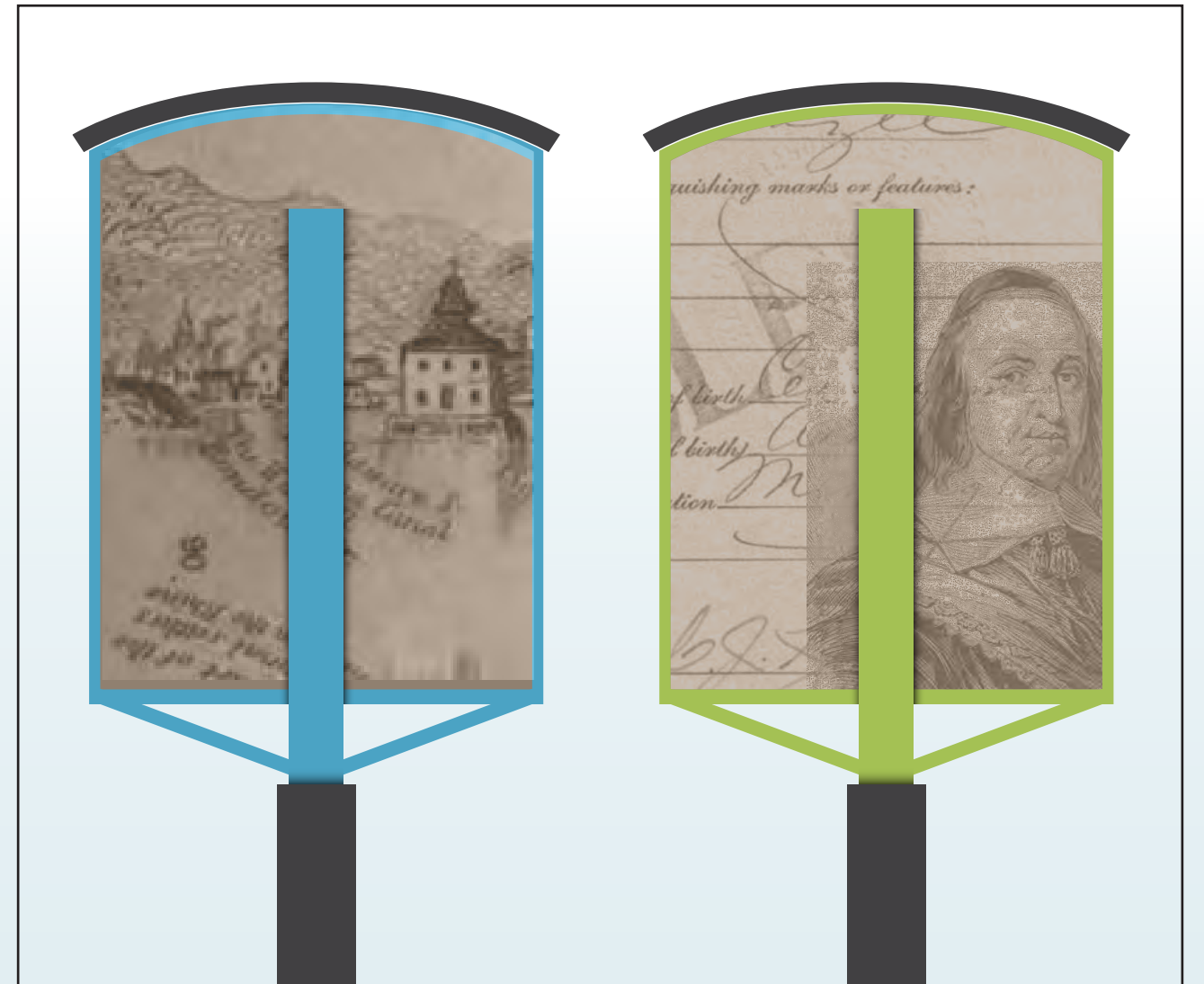


U

Parking Lot ID



Shape Alternates



Back View Alternates



Riverport



Midtown

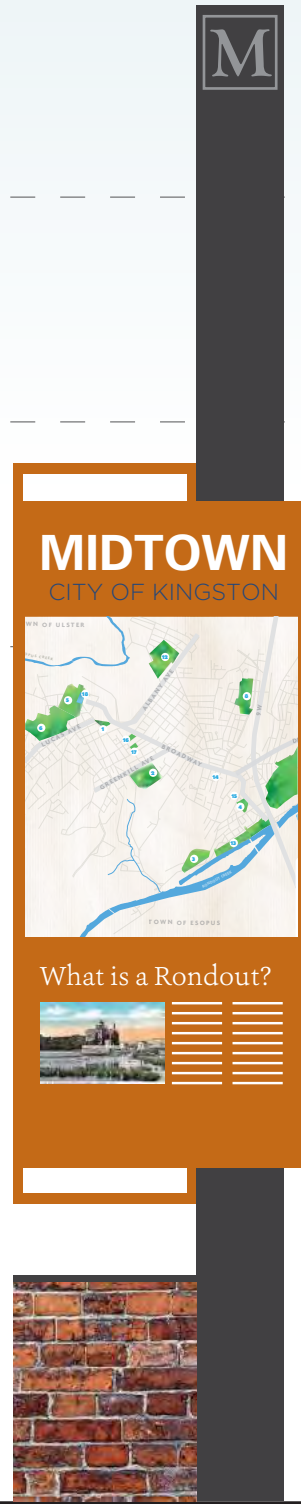


Uptown

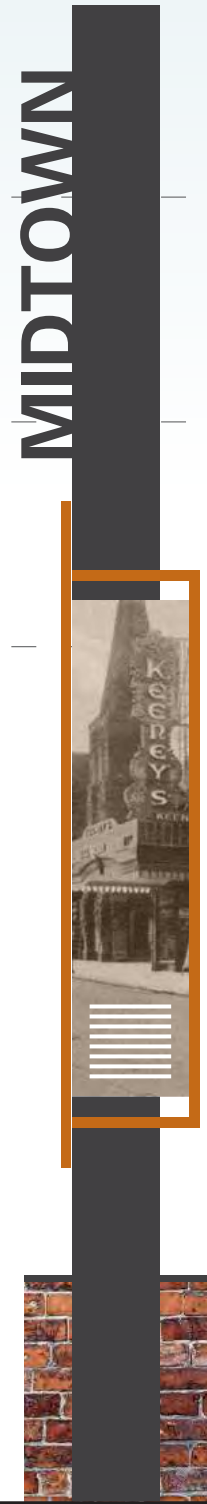
District Icons



Pedestrian Directional

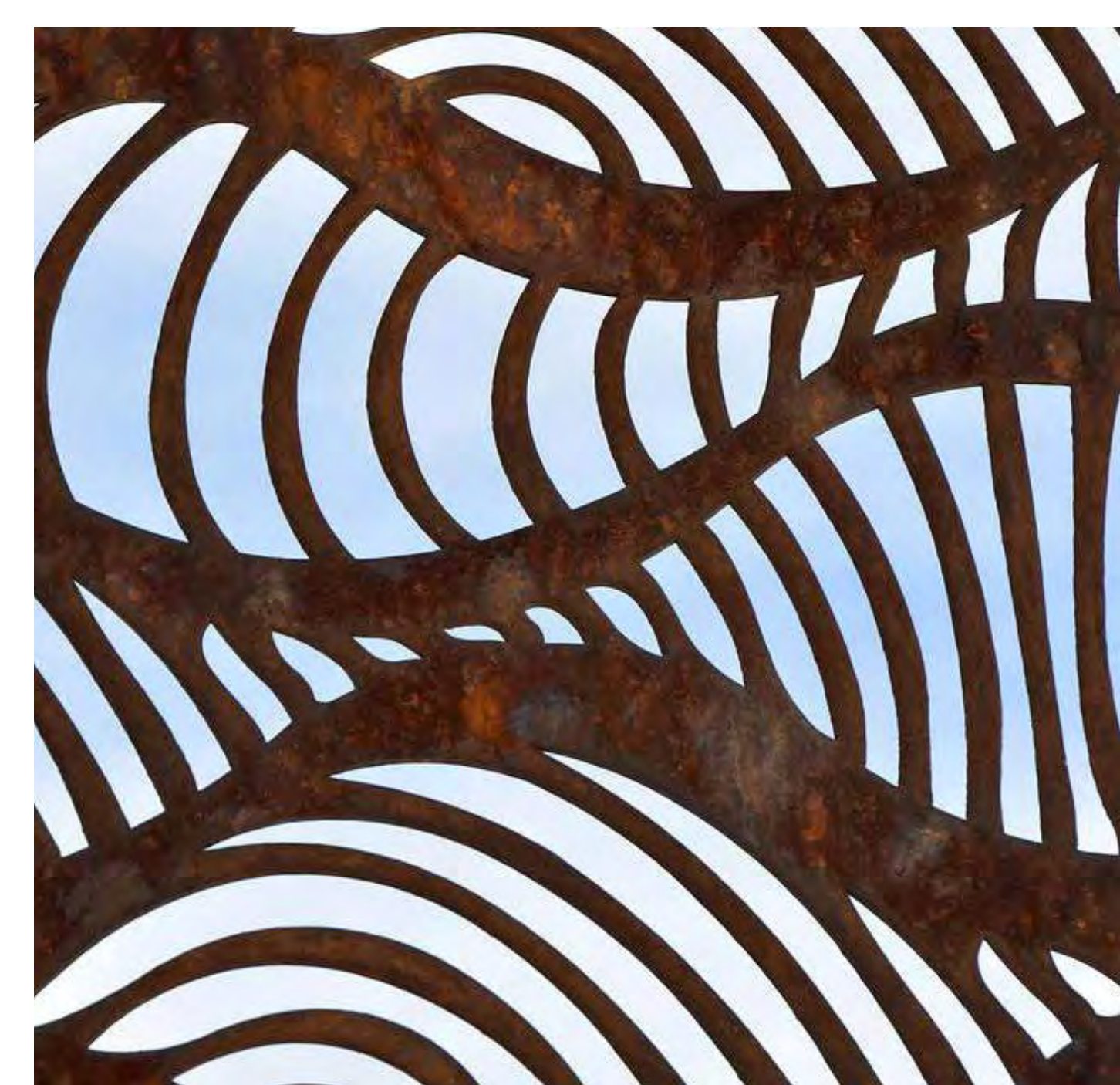
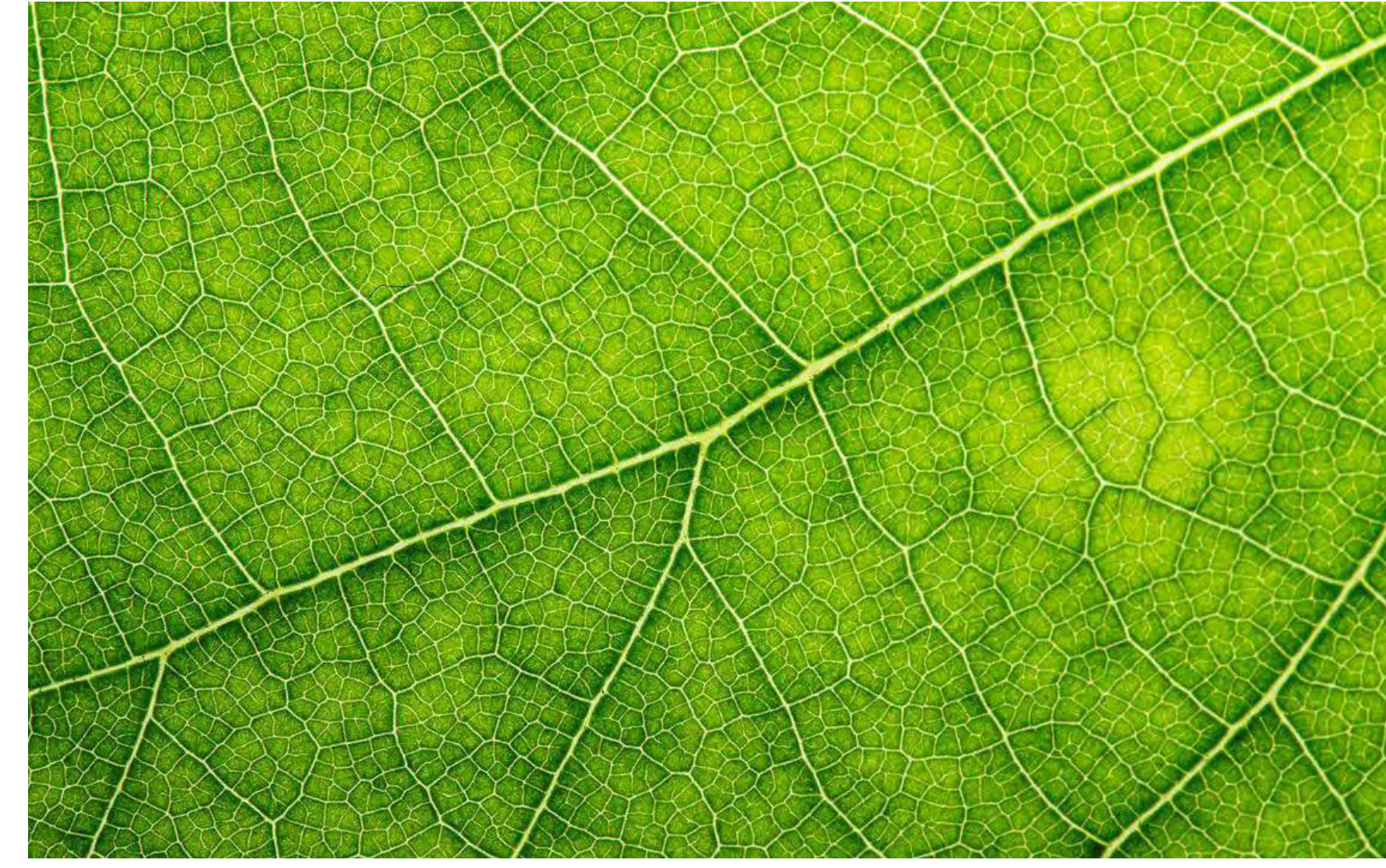


Kiosk



Side View

OPTION 3





Same Design Throughout City



Park Sign Alternate



15'-0"

13'-6"

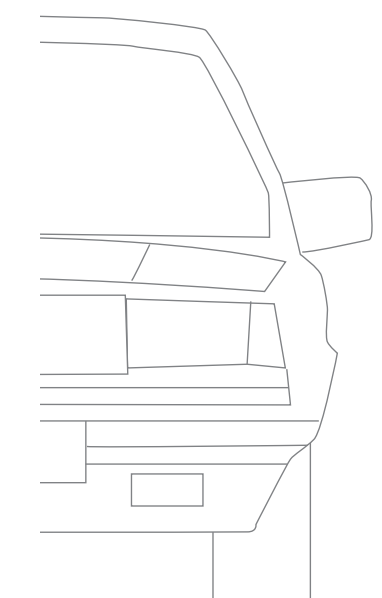
12'-0"

10'-6"

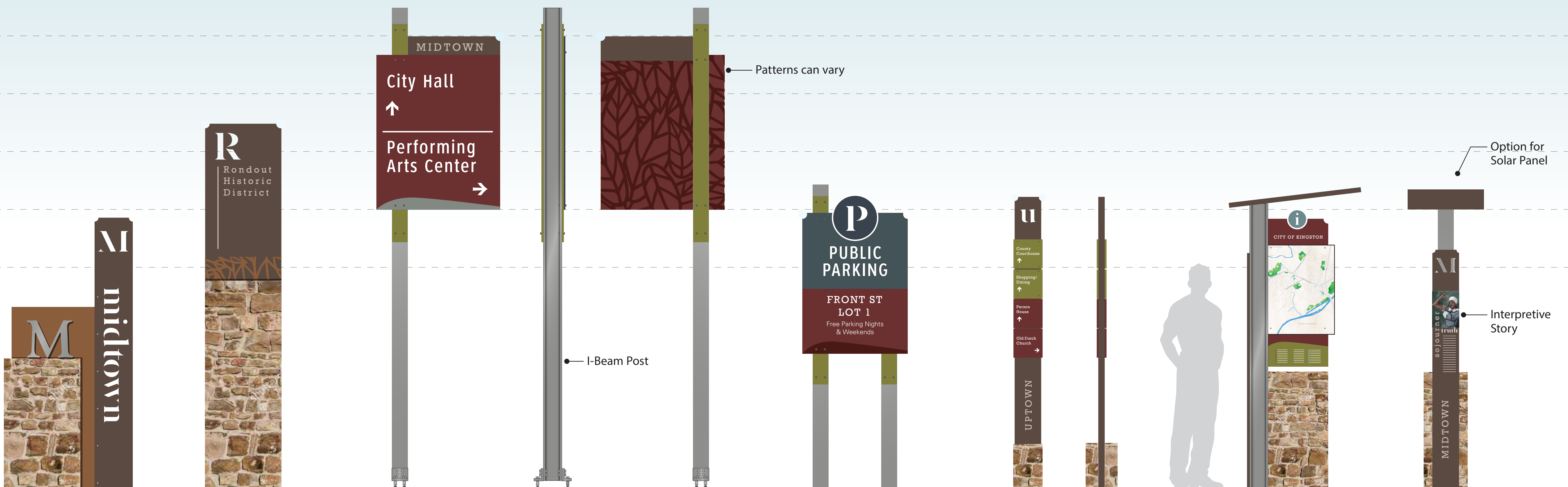
9'-0"

7'-6"

6'-0"



SCALE: 3/4" = 1'-0"



District Gateway

Sub-District Gateway

Vehicular Directional

Back View

Parking Lot ID

Pedestrian Directional

Kiosk

Side View



Same Design Throughout City

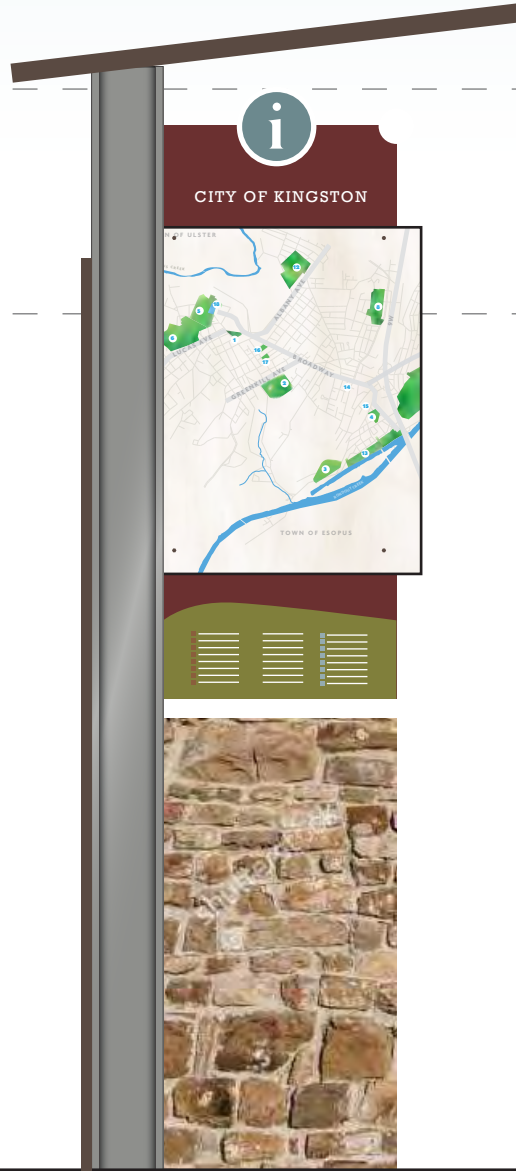


Park Sign Alternate

Option for Solar Panel



Pedestrian Directional



Kiosk



Side View

Interpretive Story

PHOTO RENDERINGS

Albany Ave

Uptown
Senate House
Firemans Museum →

NO TURN ON RED
MON-FRI
8AM-3PM



Albany Ave

Senate House
Firemans Museum



NO TURN ON RED
MON-FRI
8AM-3PM



Albany Ave



NO TURN ON RED
MON-FRI
8AM-3PM



UPTOWN

Senate House

Firemans Museum





Midtown

City Hall
Performing
Arts Center



Library →

seven2
media cent

roadway



City Hall
Performing
Arts Center
↑
Library →

M

seven2
media center

seven2
media center

roadway

©2018 Google

©2018 Google



MIDTOWN

City Hall
Performing
Arts Center



Library →

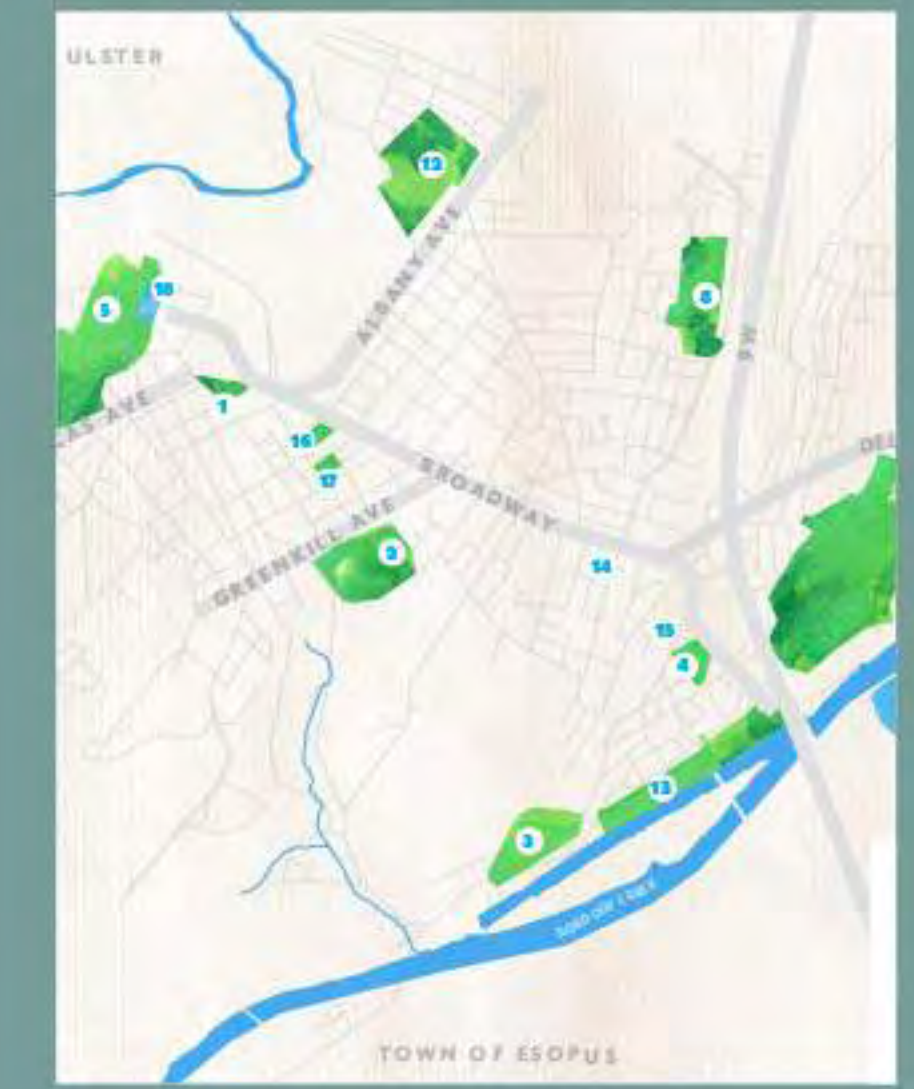
roadway

seven2
media center

Library



RIVERPORT
CITY OF KINGSTON

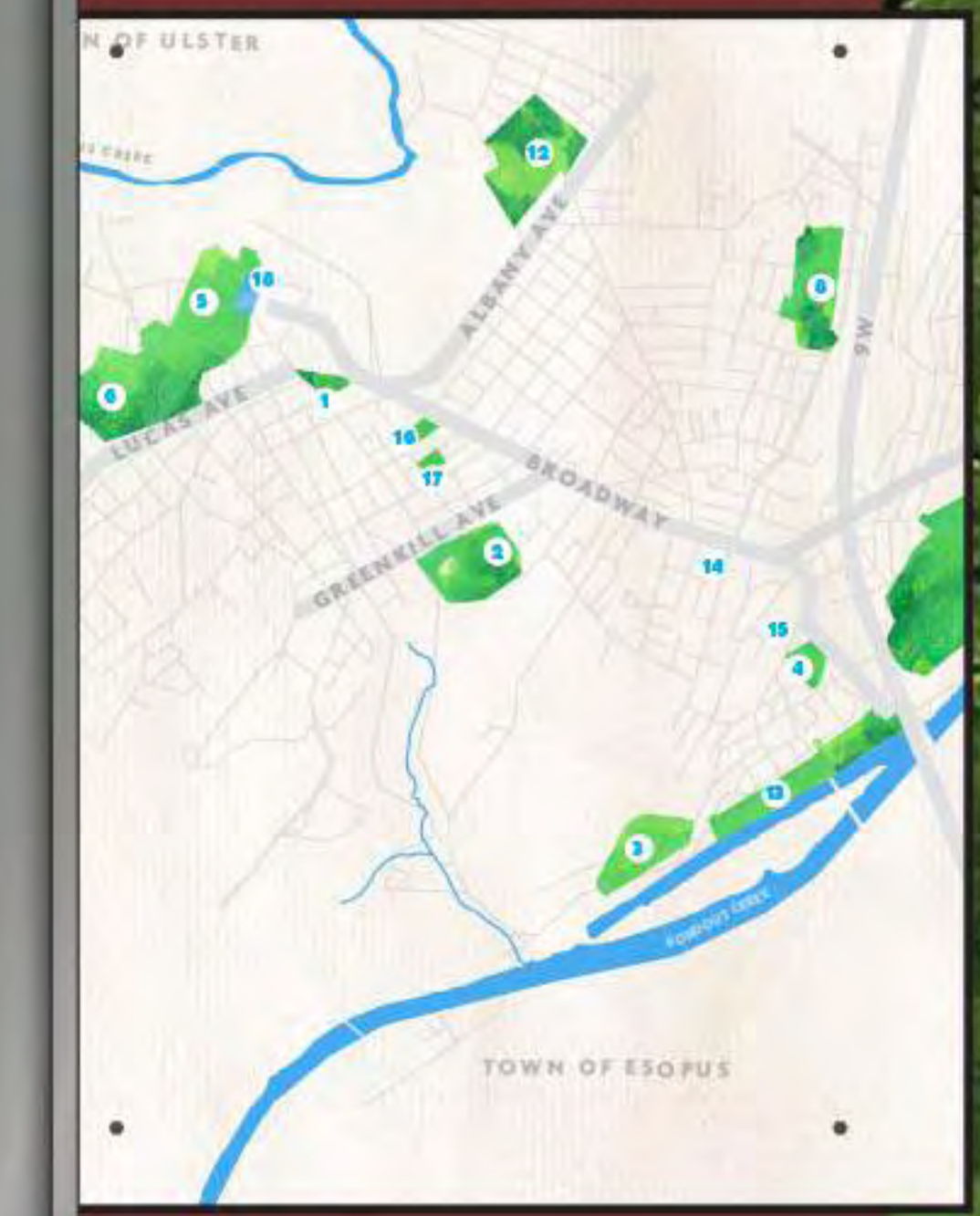


TOWN OF EDGEMOOR

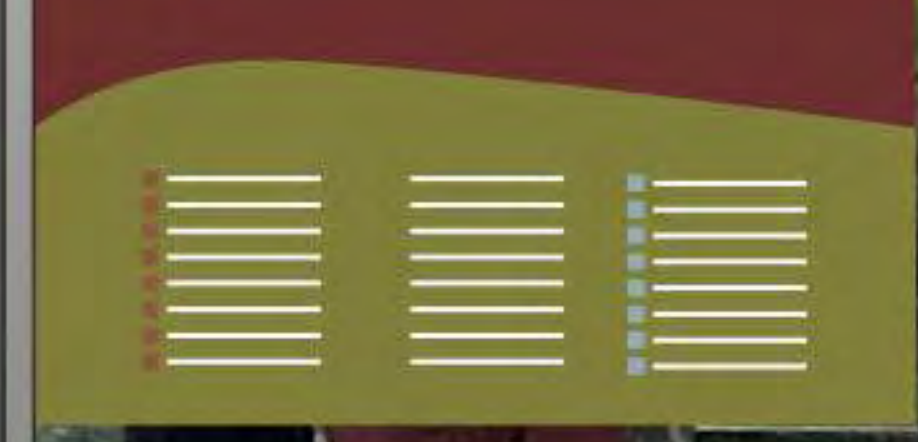
What is a Rondout?
[Small image of a building]



CITY OF KINGSTON



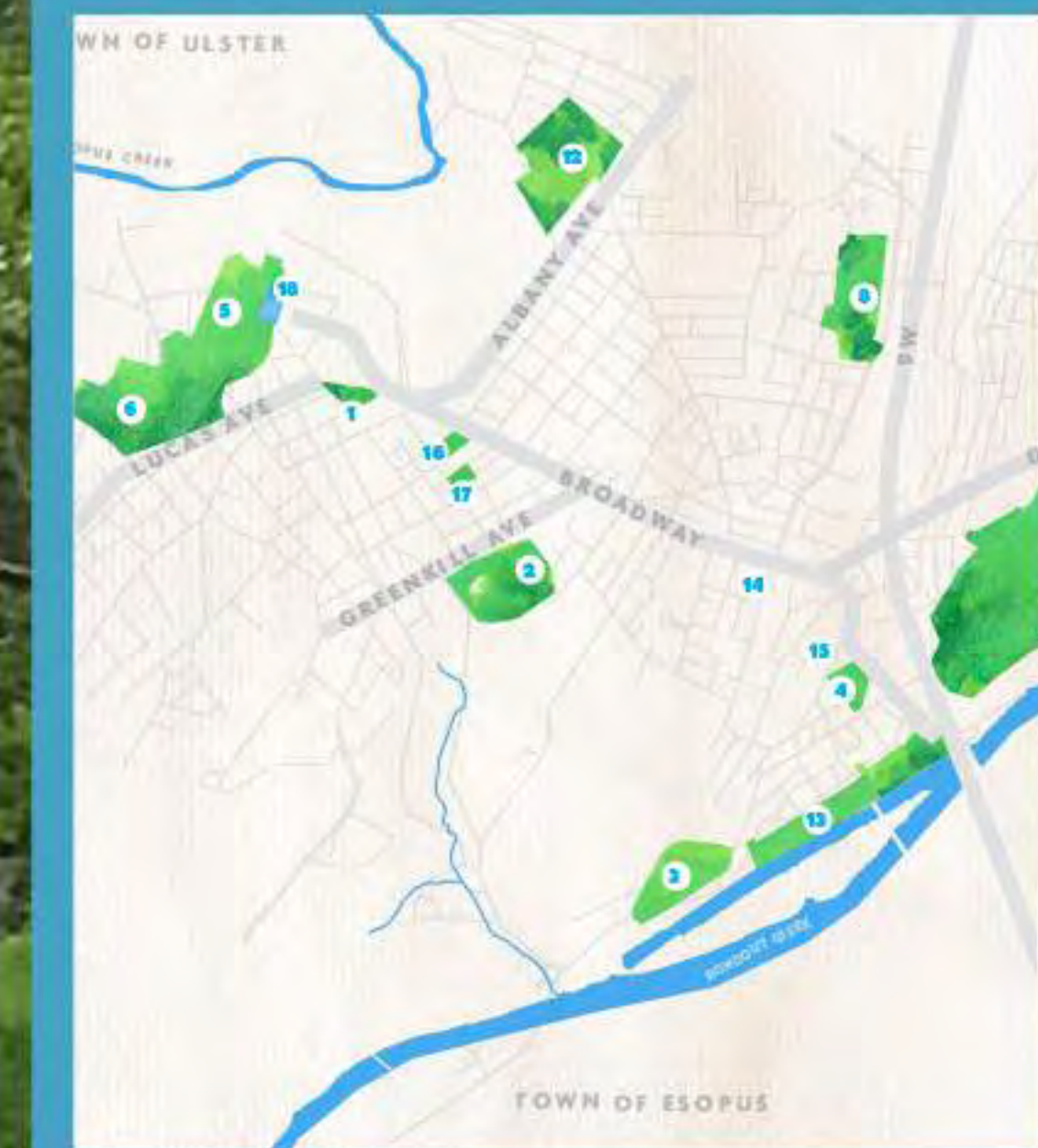
ESOPUS
UPTOWN



R

RIVERPORT

CITY OF KINGSTON

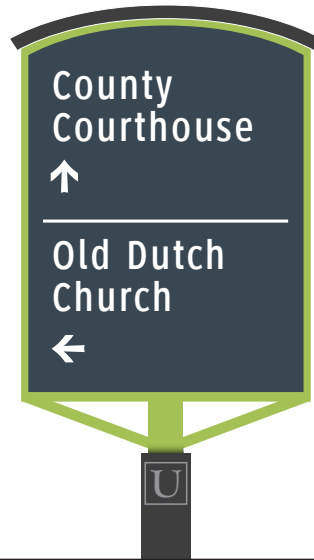


What is a Rondout?





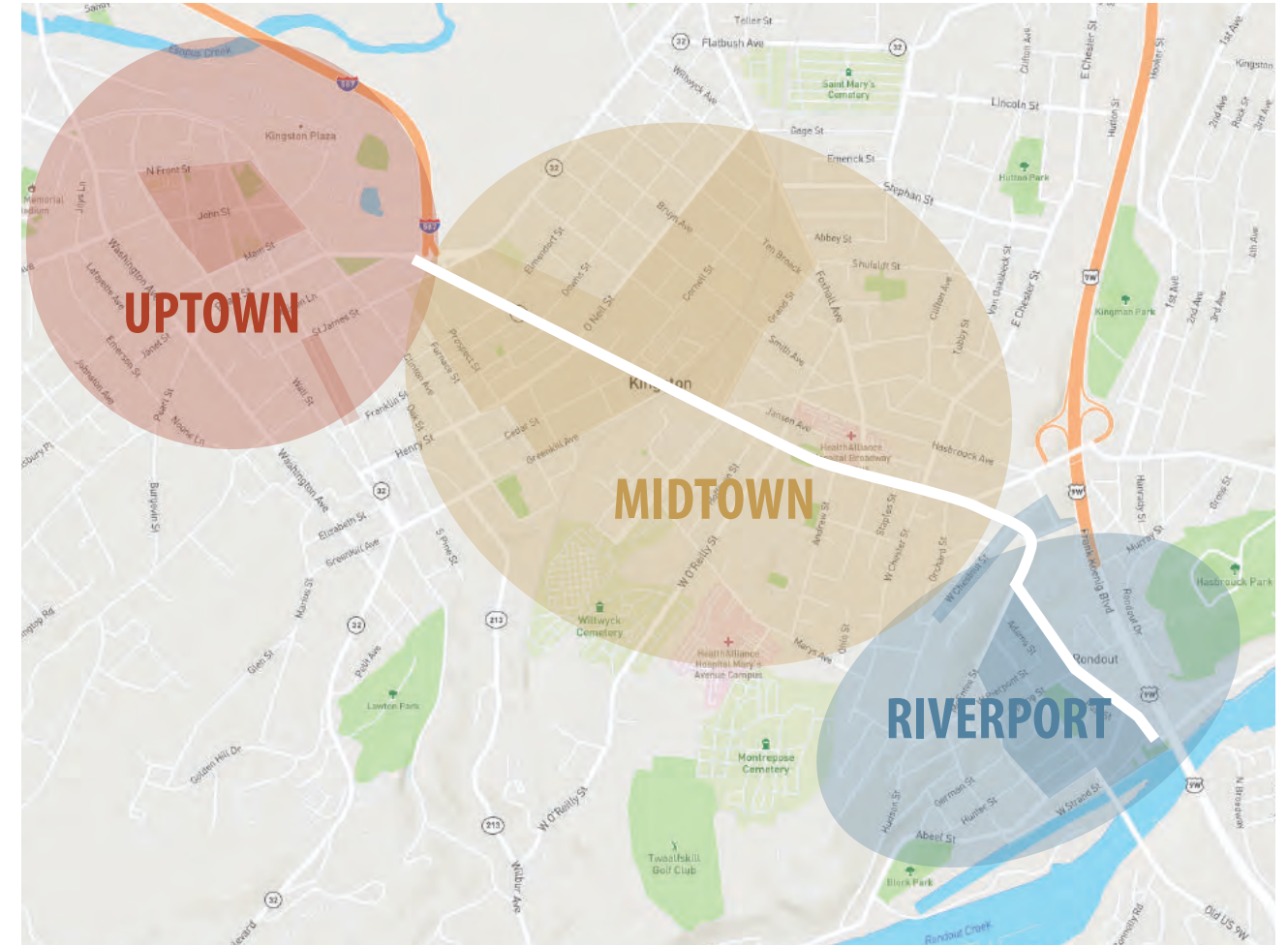
OPTION 1



OPTION 2



OPTION 3



QUESTIONS ANSWERS