

# Facilitate Easy Navigation in Lancaster with Comprehensive Wayfinding

**TOTAL NYF FUNDS REQUESTED** \$500,000

**TOTAL PROJECT COST** \$500,000

**% OF TOTAL PROJECT COST** 100%



## PROJECT DESCRIPTION

The Village of Lancaster proposes a comprehensive wayfinding and signage system, a strategic endeavor designed to transform the downtown experience for residents, businesses, and visitors alike. This initiative seeks to cultivate a vibrant and pedestrian-friendly downtown core consistent with the goals outlined in the NY Forward Vision.

An efficient, informative, and aesthetically appealing wayfinding system will make the Village center more navigable and accessible, enhancing the quality of life for residents, while improving visitor experiences. The project comprises several key elements, including square pylon park signs, sidewalk bronze castings, a park archway sign, and a revamp of existing monument and parking post signs. Each component is designed to unify the public realm and provide clear, concise, directional information while adding character to the downtown landscape.

The project also serves as an educational platform, providing historical and cultural insights about the Village via strategically placed signage. This, in turn, fosters a deeper connection between the community and its heritage, enhancing the sense of place and pride among residents and creating an engaging and enriching experience for visitors.

### PROJECT LOCATION

Downtown Lancaster, NY

### PROJECT SPONSOR

Village of Lancaster

### PROPERTY OWNERSHIP

Village of Lancaster



Regarding economic benefits, the project's enhancements promise to stimulate business activity within the Village center. By fostering an atmosphere that is attractive, navigable, and steeped in local character, the initiative has the potential to draw in new businesses, offering a diverse mix of shopping, entertainment, and service options. This surge in commercial activity is expected to generate job opportunities, contributing to local economic growth and diversification. By expanding the business district northward, the project can augment the local property tax base, providing additional resources for the Village's ongoing development.

From a social perspective, the comprehensive wayfinding and signage system is a cornerstone for community engagement and social interaction. An inviting and easy-to-navigate public space nurtures a sense of community and encourages residents and visitors to explore, interact, and take pride in their environment. By integrating seamlessly with the existing downtown fabric, the wayfinding system will promote inclusivity, accessibility, and a sense of belonging - all crucial to fostering a thriving, resilient, and sustainable community, as envisaged in the NY Forward vision.

## **CAPACITY**

The Village of Lancaster has demonstrated a strong capacity to execute complex, community-enhancing projects through its successful completion of multiple similar endeavors in the recent past. A track record of such successfully executed projects bodes well for any future ventures, showcasing the Village's capability to manage grants, collaborate with State and Federal agencies, and deliver results that significantly benefit the community.

These completed projects illustrate the Village's capability to effectively manage grants, engage in public-private partnerships, and execute transformative urban development projects that align with the strategic goals of NY Forward. Thus, it is evident that the Village of Lancaster possesses a robust capacity to take on new initiatives of similar scope and successfully implement them.

## **PROJECT PARTNERS**

Project partners for the proposed project will include NYSDOT for any signage installed along Broadway (a State road) and Norfolk Southern Rail, whose input will be vital in coordinating the installation of the overpass gateway signage on existing rail infrastructure.

## REVITALIZATION STRATEGIES

### NYF STRATEGIES

- **Preserve and celebrate what makes Lancaster unique:** The wayfinding plan can incorporate design elements that reflect Lancaster's unique history and architecture, contributing to the village's distinct sense of place. This also supports placemaking and ensures that Lancaster's heritage is visibly woven into the fabric of the village.
- **Foster a Thriving Local Business Environment that Encourages Entrepreneurship and Supports Business Growth:** By directing foot and vehicular traffic efficiently, the wayfinding signs can help to drive customers to local businesses, supporting their growth and sustainability.

### REDC STRATEGIES

- **Leverage the Region's Strategic Advantages:** The signage project enhances the Village's tourism sector by making it more navigable and visually appealing for visitors, leveraging one of the region's strategic industry sectors.

## DECARBONIZATION

This project does not meet the decarbonization criteria.

## RESILIENCY

The project does not incorporate any additional resiliency measures.

## PROJECT SYNERGIES

The wayfinding project would be a key connector amongst the proposed NYF projects and other recent and planned projects. The new overpass gateway signage would serve as a welcoming entrance into the Village, for those entering by car, bike, or foot along the proposed transformed Central Avenue streetscape. Once in the downtown core, the new wayfinding signage would guide visitors from the mobility hub and pocket park projects to the downtown's many offerings, including cultural institutions like the Opera House and Historical Museum, both proposed to be enhanced through NYF funding requests.

## PUBLIC SUPPORT

The proposed project was praised at Public Workshop #1 for its potential to facilitate movement and exploration and to create a more welcoming environment. As part of the public survey, which received over 1,800 responses, respondents were asked to rate the current wayfinding and ease of navigation downtown. Results showed opportunities for improvement, which the proposed project would address.

### BUDGET NARRATIVE

The project budget was initially developed by the Village engineer in 2023 and was reviewed and updated by LaBella Associates, a planning, engineering, and design firm. The Village is committed to maximizing the project funding request at \$500,000 and the specific wayfinding components will be developed to fit within this overall budget.

## BUDGET

Activity	Amount	Funding Source	Status of Funds
Construction	\$425,000	NYF	Requested
Permitting / Inspections	\$12,000		
Design	\$75,000		
Construction Administration	\$18,000		
Total NYF Funding Request			\$500,000
Total Funding from Other Sources			\$0
Total Project Cost			\$500,000
% Requested of Total Project Cost			100%

## PROJECT FEASIBILITY & IMPACT

The wayfinding initiative is highly feasible, backed by comprehensive research, public engagement, and an assessment of downtown Lancaster’s navigational challenges. The project responds to a clear community need for improved navigation and resonates with the aspirations of creating a more connected and vibrant downtown.

The economic impact is twofold: enhanced pedestrian movement can stimulate local business activity, and the historical and cultural signages serve as attractions, potentially boosting tourism. Environmentally, promoting walking reduces vehicular traffic and reduces carbon footprint.

The social benefits are profound, as residents feel a deeper connection to their heritage, and visitors leave with enriched experiences. The wayfinding system is an embodiment of Lancaster’s commitment to blending tradition with modernity, fostering a harmonious coexistence of history, culture, and urban life.

## REGULATORY REQUIREMENTS

SEQR will need to be completed, including SHPO consultation.

## TIMELINE FOR IMPLEMENTATION

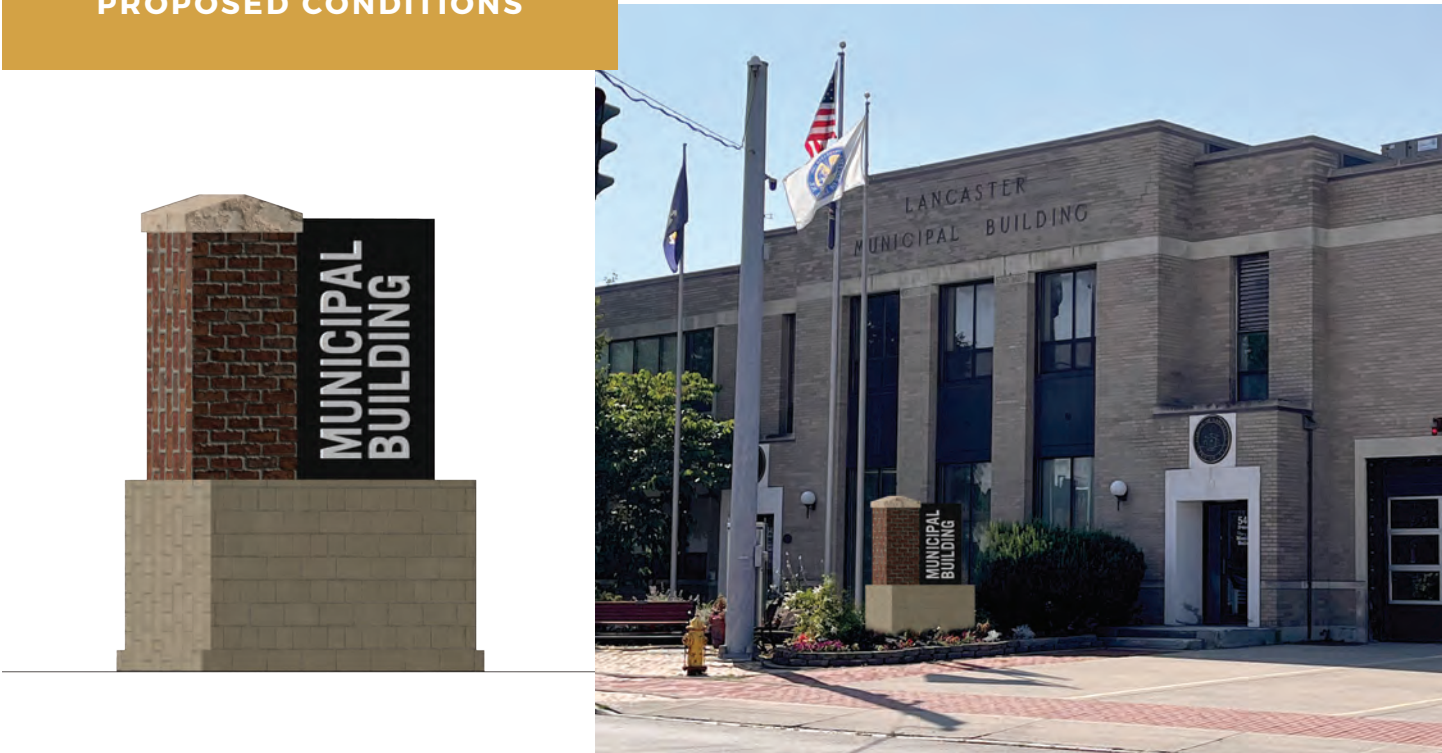
Anticipated Start Date: Spring 2024	
Project Stage	Timeframe
Design, Bid, and Fabrication Process <ul style="list-style-type: none"><li>• Solicit wayfinding design services</li><li>• Prepare wayfinding study and finalize signage design</li><li>• Signage fabrication</li></ul>	11 Months
Installation	2 Months
Total Time Frame	13 Months

Anticipated Completion Date: Spring 2025

**EXISTING CONDITIONS**



**PROPOSED CONDITIONS**



PROPOSED CONDITIONS

