



City of Syracuse

Wayfinding Study
Phase II



Final Report - 7/10/14



Syracuse Metropolitan Transportation Council



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Final Report

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Executive Summary

The Syracuse Metropolitan Transportation Council (SMTC) agreed to complete this vehicular wayfinding study on behalf of the City of Syracuse in two phases. The SMTC conducted Phase I as part of the 2012-2013 Unified Planning Work Program (UPWP) year and conducted Phase II as part of the 2013-2014 UPWP year. Phase II incorporates Phase I by reference and serves as the final document for implementation.

This multi-jurisdictional study involved coordination among the following road owners: the City of Syracuse, the New York State Department of Transportation (NYSDOT), and the New York State Thruway Authority (NYSTA).

Study recommendations suggest the approximate sign location, sign orientation, destinations to list in the sign legend, and directional information. Branding, detailed sign design and legend text, and detailed assessment to determine exact sign placement and mounting needs are not part of this study.

Road owners are encouraged to fabricate and install signs together to ensure the efficient expenditure of resources, promote cost savings, minimize the number of signs installed, and ensure the establishment of a unified system that is easily recognizable by visiting motorists.

Communities that implement a coordinated multi-jurisdictional wayfinding and guide sign system improve a visitor's experience by enhancing one's ability to easily navigate an unfamiliar area. As such, Wayfinding signs should be designed and maintained to a high standard to ensure a positive visitor experience.

Study Process Overview

Phase I identified signs to direct traffic along the interstates and city roadways to 14 major destinations and then back to the interstates. Phase I targeted major traffic generating destinations that met criteria for guide signs along interstate highways.

Phase II considered additional destinations that did not meet the interstate highway guide sign criteria. Thus, Phase II identifies wayfinding sign needs to direct traffic between the 14 Phase I destinations and an additional 28 Phase II destinations along city roadways.

Wayfinding Signs and Guide Signs

Traffic control devices must comply with the Manual on Uniform Traffic Control Devices (MUTCD) and state-issued supplemental rules and regulations. Phase II recommends the following types of signs:

Wayfinding Signs



Example Wayfinding Sign with Enhancement Marker
(MUTCD 2E-24)

Interstate Guide Signs



Advance Guide Sign
(MUTCD 2E-22)



Supplemental Guide Sign
(MUTCD 2E-24)

General Information & Cultural Interest Signs



General Service Sign and Route Signs



Example of Interstate Route Sign M1-1 (MUTCD Figure 2D-3)

Gateway Signs



Example gateway sign in the city of Rochester

Recommendations by Road Owner

To establish who is responsible for which signs, recommendations are divided by road owner.

Wayfinding Signs on City Roadways (City)

Wayfinding Signs direct motorists along city roadways to major visitor destinations in the City of Syracuse. Additional signs include signs such as hospital, college, library, post office, and airport signs. In some cases, these signs are

recommended as a new assembly, and in other cases, they are recommended for collocation on a wayfinding sign.

Summary of City of Syracuse Sign Recommendations

Sign Type	Number of Signs
Wayfinding Signs	
With Three Destinations	124
With Four Destinations	54
Guide Signs	
Hospital (D9-2)	47
College Sign (NYM8-5)	11
Post Office (RM-110)	10
Library (I-8)	8
Airport (I-5)	2
Arrow	99
Gateway Signs	12

Interstate Guide Signs (NYSDOT & NYSTA)

Guide signs (e.g., Advance Guide Signs, Supplement Guide Signs, etc.) direct motorists traveling along interstates to major visitor destinations such as the Oncenter. Recommendations involve mounting signs to bridges, overhead structures, or on posts (i.e., poles) along the side of the highway.

The New York State Thruway Authority (NYSTA) is responsible for designing, fabricating, and installing signs along the Thruway.

Summary of New York State Thruway Sign Recommendations

Sign Type	Number of Signs
Supplemental Guide Sign (Pole)	7
Recreational and Cultural Interest Area Guide Sign (Pole)	2

The NYSDOT is responsible for designing, fabricating, and installing signs along the interstate highways.

Summary of NYSDOT Interstate Sign Recommendations

Sign Type	Number of Signs
Overhead Structure	16
Bridge Mounted	2
Pole-mounted Signs Along Interstate	~50

Route Signs on City Roadways (NYSDOT)

Route signs direct motorists along city roadways back to the interstate. In some instances, recommendations are made to collocate trailblazing signs such as hospital, airport, etc. to the route sign assemblies.

Summary of NYSDOT Route Sign Recommendations

Sign Type	Number of Signs
Shield	
“TO”	101
I-690	58
I-90	67
I-81	69
Direction (N, S, E, W)	46
Arrow (Left, Up, Right)	96
Airport (I-5)	14

Although located along city roadways, fabrication and installation of route signs are the responsibility of the New York State Department of Transportation.

Total Estimated Fabrication Cost

The total estimated fabrication cost for the entire wayfinding and guide sign system is approximately \$240,000 to \$330,000 depending on the price per square foot. This estimate does not include design, installation, etc. which could significantly increase project costs.

Working Together to Implement a Multi-jurisdictional Sign System

The City, NYSDOT, and the NYSTA must follow a cooperative process to implement a multi-

jurisdictional sign system. As such, the SMTC suggests the following three steps: 1) coordinate to design sign spec sheets, 2) coordinate to fabricate signs, and 3) coordinate to remove and install signs.

STEP 1 – Coordinate to design sign sheets

The City, NYSDOT, and the NYSTA are responsible for designing sign specification sheets for their roadways. This includes any engineering and site assessment work. Destination names listed in sign legends must be standardized such that the same verbiage appears on all signs along the entire route.

STEP 2 – Coordinate to fabricate signs

The City of Syracuse should submit a written request to the NYSTA and the NYSDOT for a joint review of final sign spec sheets to ensure that signs adhere to Phase II recommendations. Any changes to the sign system should be noted and each entity should ensure that subsequent signs in the system, regardless of owner, correspond with each other prior to fabrication and installation. Opportunities may exist to achieve cost savings by fabricating the entire system of signs together.

STEP 3 – Coordinate to remove and install signs

The City, the NYSTA, and the NYSDOT should coordinate the schedules of work crews, regardless if done “in-house” or by others under a separate contract, as part of a written agreement to ensure that all signs are in place to guide motorists to the destinations. Inspections should be conducted every 5 years and a procedure should be in place to repair and replace signs as necessary.

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1 - Introduction

The Syracuse Metropolitan Transportation Council (SMTC) agreed to complete this vehicular wayfinding study on behalf of the City of Syracuse in two phases. The SMTC conducted Phase I as part of the 2012-2013 Unified Planning Work Program (UPWP) year and conducted Phase II as part of the 2013-2014 UPWP year. Phase II incorporates Phase I by reference and serves as the final document for implementation.

This multi-jurisdictional study involved the following road owners: the City of Syracuse, the New York State Department of Transportation (NYSDOT), and the New York State Thruway Authority (NYSTA). The study seeks to establish a coordinated wayfinding and guide sign system on city roadways, the interstates, and on the New York State Thruway (Thruway).

Communities that implement a coordinated multi-jurisdictional wayfinding and guide sign system to community destinations improve a visitor's experience by enhancing their ability to easily navigate an unfamiliar area. Destination signage helps shape one's image and impression of a community and helps ensure a positive visitor experience.

The recommendations found in this study suggest the approximate sign location, sign orientation, destinations to list in the sign legend, and directional information. Branding, detailed sign design and legend text, and detailed assessment to determine exact sign placement and mounting needs are not part of this study.

Road owners may choose to brand, fabricate, and install signs together to ensure the efficient

expenditure of resources, promote cost savings, minimize the number of signs installed, and ensure the establishment of a unified system that is easily recognizable by visiting motorists.

1.1 Study Process Overview

Phase I identified sign recommendations that direct traffic along the interstates and city roadways to 14 major destinations and then back to the interstates. The first phase targeted major traffic generating destinations that met criteria for guide signs along interstate highways. The SMTC Policy Committee acknowledged the completion of Phase I on June 12, 2013.

Phase II considered additional destinations that did not meet the interstate highway guide sign criteria. Thus, Phase II identifies wayfinding sign needs to direct traffic between destinations along city roadways. As mentioned, Phase II incorporates Phase I by reference and serves as the final document for implementation.

1.2 Phase II Purpose and Objectives

Purpose: The purpose of Phase II is to identify vehicle wayfinding needs along city roadways to guide visiting motorists between destinations located within the City of Syracuse.

Directing motorists via wayfinding signs along city roadways between destinations will encourage them to visit other destinations within the City of Syracuse.

Objectives: Phase II will achieve the following objectives:

- Identify approximately 10 additional destinations and designated parking if it exists (The SAC identified 28 additional

destinations that were incorporated into this study's final recommendations).

- Identify appropriate routes between destinations along city roadways.
- Inventory existing destination signs along identified routes.
- Identify major gateways and potential gateway sign locations.
- Identify wayfinding sign, guide sign, and interstate shield symbol sign needs.
- Outline an implementation plan.

1.3 Study Area

Phase II destinations are located within the City of Syracuse.

1.4 Study Advisory Committee

As a technical assessment, the City of Syracuse and the SMTC determined that the formation and engagement of the Study Advisory Committee (SAC) would serve the public involvement needs for this study and that a Public Involvement Plan would not be prepared. No other public outreach was conducted.

Study Advisory Committee: Formed to provide technical and procedural guidance, the SAC consisted of representatives from the following member agencies:

- CenterState Corporation for Economic Opportunity
 - Syracuse Convention and Visitors Bureau
 - Downtown Committee of Syracuse
- New York State Department of Transportation
- Syracuse-Onondaga County Planning Agency
- Central New York Regional Planning and Development Board

- City of Syracuse
 - Department of Public Works
 - Department of Neighborhood and Business Development
- Central New York Regional Transportation Authority – Participated during Phase II only.

In addition to providing technical guidance, the SAC confirmed origins, destinations, and potential routes; provided input on sign regulations and reference materials; cost estimates, and provided review and oversight of the Draft Final Report.

The SMTC met with the SAC three times during the planning process. Although provisions for a Working Group were made, the SAC did not feel one was necessary and suggested meeting with individual member agencies, SAC members, and destination representatives during the planning process. Meeting summaries are provided in Appendix A.

2 – Destinations and Routes

The Syracuse Metropolitan Transportation Council (SMTC) and the Study Advisory Committee (SAC) brainstormed a list of Phase II destinations. Phase I destinations are incorporated by reference.

2.1 Phase I Destinations

The SMTC developed sign recommendations for the 14 following Phase I destinations:

Phase I Destinations

1. Syracuse University
2. State University of New York College of Environmental Science and Forestry
3. State University of New York Upstate Medical University
4. Upstate University Hospital/ Upstate Golisano Children's Hospital (Not Community Campus)
5. Crouse Hospital
6. Syracuse Veterans Administration Medical Center
7. The Oncenter (War Memorial, Civic Center, Convention Center)
8. Clinton Square
9. Armory Square
10. Everson Museum
11. Syracuse Hancock International Airport
12. Rosamond Gifford Zoo at Burnet Park
13. St. Joseph's Hospital Health Center
14. Downtown

Wayfinding signs may list up to three destinations. Since many of the signs recommended in Phase I have remaining space to list additional destinations, the Phase II Study identifies additional destinations to list within remaining Phase I sign space.

2.2 Phase II Destinations

The SMTC sought to identify up to 10 additional destinations. The SAC brainstormed a comprehensive list of destinations and organized them into four categories based on their perceived level of priority - Tier I being the highest and Tier IV being the lowest. See Appendix A for additional information.

After assessing the wayfinding sign system, the SMTC determined there was space to incorporate all 27 Tier I- Tier III destinations into the sign system. Tier IV destinations exist outside of the primary focus area and thus are not considered for listing on signs as part of this study. If desired in the future, the City of Syracuse could incorporate Tier IV destinations into their sign system after the initial wayfinding system is installed.

Tier I Destinations include:

- MOST (MOST)
- Landmark Theatre (LT)
- Bus/Train Station (BTS) (i.e., Regional Transportation Center)
- Regional Farmers Market (RFM)
- NBT Bank Stadium (NBT)
- Syracuse Stage (SS)
- Erie Canal Museum (ECM)
- Onondaga Historical Association (OHA)
- Syracuse Harbor (SH)/Amphitheater(AT)
- Downtown (DT)
- Little Italy (LI)/Northside (NS)

Tier II Destinations include:

- Centro Transit Hub (CTH)
- Franklin Square (FS)
- Columbus Circle (CC)
- Hanover Square (HS)
- City Hall (CH)
- Courthouse (CH)/Justice Center (JC)
- Federal Building (FB)
- Open Hand Theater (OHT)

Tier III Destinations include:

- Onondaga Creekwalk
- Jazz Central (Jazz)
- Tipperary Hill (Tipp)
- NYS Office Building (NYO)
- Syracuse Technology Garden (STG)
- Central Library (CL)
- Post Office (PO)
- Burnet Park (BP)/Golf Course (GC)

Tier IV Destinations include:

- City Parks/Scenic Viewsheds
- Department of Motor Vehicles
- Department of Environmental Conservation
- Oakwood Cemetery
- Onondaga Park
- Webster Pond
- Meachem Field
- Upstate University Hospital – Community Campus
- Onondaga Community College
- SRC Arena
- Ice Skating Rinks
- LeMoyne College
- Neighborhood Business Districts
- Community Centers
- Stickley Museum
- Manley Field House.

Phase II destinations rely on on-street parking or privately owned parking facilities to accommodate their parking needs. As such, directional signs recommended in this study direct motorists to the vicinity of Phase II destinations.

Private institutions are typically not listed on wayfinding signs. However, for their highways, the New York State Department of Transportation (NYSDOT) has a directive from 1982 that states if an attraction (public or private) generates more than 250,000 trips per year that they will provide signs. Destiny USA (i.e., a private institution) generates

approximately 25,000,000 annual visits. Given their high visitation rate, (ten times that of the state's standard) the SAC suggested that Destiny USA be considered as an optional fourth destination to list on Wayfinding Signs along City roadways. The SAC felt that signs to and from Destiny USA will encourage tourists to visit other parts of the city. Please see Appendix A for SAC meeting minutes.

2.3 Travel Routes

In addition to Phase I destinations, SAC members suggested that wayfinding signs be provided from the nearest interstate exit to the following Phase II destinations:

- Syracuse Harbor/Amphitheater,
- Landmark Theater,
- Bus/Train Station (i.e., Regional Transportation Center),
- NBT Bank Stadium, and
- Museum of Science & Technology (MOST).

The SAC also suggested that wayfinding signs direct motorists between the following:

- Zoo and Downtown
- Oncenter and Armory Square
- Destiny to Downtown, Zoo, Syracuse University, Everson Museum, Armory Square, Landmark Theater, MOST and to the Bus/Train Station.

State routes (e.g., Bear Street – Route 298) were prioritized to direct motorists to major destinations (e.g., Airport). Directness of travel, sightlines, feedback from the SAC, the presence of one-way streets, proximity to other destinations, web site directions, and roadway classifications were all considered when selecting appropriate travel routes.

3 – Sign Categories

All traffic control devices, including signs on roads open to public traffic, must comply with the 2009 Manual on Uniform Traffic Control Devices (MUTCD). New York State and the New York State Thruway Authority also establish supplemental rules and regulations.

3.1 Existing Guide Sign Inventory

The SMTC updated the Phase I Guide Sign inventory to include the new routes considered. Please see Appendix B for an inventory of guide signs that existed as of September 2013.

3.1 Phase II Signs

The Phase I Study serves as a useful reference that summarizes applicable rules, regulations, criteria, and sign system development options. Please refer to the Phase I Study Final Report for more information. In short, sign recommendations fall into the following categories:

Interstate Guide Signs



Example of an Advance Guide Sign
(MUTCD Figure 2E-22)



Example of a Supplemental Guide Sign
Freeway/ Expressway Mainline
(MUTCD Figure 2E-24)



Example of a Destination Guide Sign
Freeway/ Expressway Ramp
(MUTCD Figure 2D-8)

Wayfinding Signs



Example of a common white-on-green Guide Sign that could be used as a Wayfinding Guide Sign (MUTCD Figure 2D-11).



Example of a Wayfinding Guide Sign with Enhancement Marker
(MUTCD Figure 2E-24)

General Information & Cultural Interest Signs



I-5
Airport



I-6
Bus Station



I-7
Train Station



I-8
Library



NYMS-5



RM-110
Post Office

General Service Sign



D9-2
Hospital

Route Signs



Example of Interstate Route Sign M1-1
(MUTCD Figure 2D-3)



Example of an existing Gateway Sign – Rochester, NY

Example Gateway & Gateway Signs



Example of an existing Gateway Sign – Syracuse, NY



Example of an existing Gateway Sign – Rochester, NY

“Park Here for ...” Sign



Example of a “Park Here For...” Sign - Rochester, NY



Example of an existing gateway – Schenectady, NY

Street Name Signs



Overhead street name sign.



Example of Ornamental Street Name Sign, - Schenectady, NY



Example of an existing Gateway Sign – Rochester, NY



Street name sign above a STOP sign.



Route Shield Street Name Sign
(D3-1a)

4 - Outlining a Multi-jurisdictional Wayfinding and Guide Sign System

Communities that implement a coordinated multi-jurisdictional wayfinding and guide sign system improve a visitor's experience by enhancing one's ability to easily navigate an unfamiliar area. Destination signage helps shape one's image and impression of a community. To this end, guide signs and wayfinding signs should be designed and maintained to a high standard to ensure a positive visitor experience.

The following summary outlines the development of a comprehensive multi-jurisdictional wayfinding and guide sign system for the greater Syracuse area.

4.1 Coordination between Road Owners

As a multi-jurisdictional system, changes to a Phase II sign recommendation will likely cause system-wide impacts. As such, it is essential for road owners to communicate any necessary sign changes with each other. Moreover, road owners must agree to use destination names consistently throughout the entire system.

Communicating changes during the design process allows other road owners to update subsequent signs in the system as necessary. It is also important to use the same destination names (e.g., "Syracuse Harbor" verses "Syracuse Inner Harbor" verses "Inner Harbor" etc.) prior to sign fabrication and installation. Also, road owners must collocate all recommended guide signs (e.g., Airport, Hospital, etc.) to ensure a continuous sign network. A single contractor jointly hired by all

the road owners is the best way to ensure consistent sign system design.

4.2 Recommendations by Road Owner

Sign recommendations are outlined in Tables 1 to 3 and the location of signs are shown on Maps 1 to 3C. (The recommendation tables follow page 15.)

Wayfinding Signs on City Roadways (City):

Wayfinding Signs direct motorists along city roadways to major visitor destinations in the City of Syracuse. Wayfinding Signs may include up to three destinations listed on each sign. However, in some cases, an optional fourth destination is included for Destiny USA. (Reference page 6 for more information.)

Additional signs included with the wayfinding system include signs such as hospital, college, library, post office, and airport signs. In some cases, these signs are recommended as separate free standing assemblies, and in other cases, these signs are recommended for collocation on a wayfinding sign.

As the road owner, the City of Syracuse is responsible for the design, fabrication and installation of these signs. Wayfinding recommendations are identified in Table 1 and the location of the signs are shown on Map 1.

Interstate Guide Signs (NYSDOT & NYSTA): A variety of guide signs (e.g., Advance Guide Signs, Supplement Guide Signs, etc.) direct motorists traveling along interstates to major visitor destinations such as the Oncenter.

Recommendations involve mounting signs to bridges, overhead structures, or on posts (i.e., poles) along the side of the highway. Guide

signs are located along the interstates and the New York State Thruway. Thus, the NYSDOT is responsible for designing, fabricating, and installing signs along the interstate highways. The New York State Thruway Authority (NYSTA) is responsible for designing, fabricating, and installing signs along the Thruway.

Interstate/Thruway guide sign recommendations are identified in Table 2 and sign locations are shown on Map 2.

Route Signs on City Roadways (NYSDOT):

Route signs direct motorists along city roadways back to the interstate. In some instances, recommendations are made to collocate trailblazing signs such as hospital and airport symbol signs to the route sign assemblies.

Although located along city roadways, fabrication and installation of route signs are the responsibility of the New York State Department of Transportation.

Route sign recommendations including collocated trailblazing guide signs are identified in Table 3. The sign locations are shown on Map 3A, Map 3B, and Map 3C.

4.3 Estimated Fabrication Costs

The City and the NYSDOT requested a planning-level estimate of sign fabrication costs. The NYSDOT helped estimate the size of signs and the fabrication cost (\$20-\$30/square foot). Typically, NYSDOT pays \$23/square foot for an order of 1,000 square feet of signs.

The following estimates do not include costs associated with design, engineering, installation, mounting brackets/fasteners, updating non-MUTCD compliant signs, and the cost for the posts for ground-mounted signs. A

summary of estimated sign fabrication costs per road owner is provided in Table 4, 5, and 6.

Table 4. Estimated Sign Fabrication Cost for City of Syracuse Sign Recommendations

Sign Type	Number of Signs	Estimated Size of Each Sign in SF	Estimated Fabrication Cost at \$20/SF
Wayfinding Signs			
With Three Destinations	124	18.75	\$46,500
With Four Destinations	54	22.5	\$24,300
Guide Signs			
Hospital (D9-2)	47	4	\$3760
College Sign (NYM8-5)	11	4	\$880
Post Office (RM-110)	10	4	\$800
Library (I-8)	8	4	\$640
Airport (I-5)	2	4	\$160
Arrow	99	2.1875	\$4,860
Gateway Signs	12	20.25	\$4,455

TOTAL ESTIMATED FABRICATION COST (@\$20/SF): **\$86,335**

TOTAL ESTIMATED FABRICATION COST (@\$30/SF): **\$128,739**

ESTIMATED POSTS (2/sign X 200 signs*) X \$100/post: **\$40,000**

*178 Wayfinding signs, 11 Gateway signs, and approximately 10-11 new guide sign assemblies.

Table 5. Estimated Sign Fabrication Costs for NYSDOT Sign Recommendations

Sign Type	Number	Estimated Size of Each Sign in SF	Estimated Fabrication Cost at \$20/SF
Shield			
TO	101	2	\$4,040
I-690	58	5	\$5,800
I-90	67	4	\$5,360
I-81	69	4	\$5,520
Direction (N, S, E, W)	46	2	\$1,840
Arrow (Left, Up, Right)	96	2.1875	\$4,200
Airport (I-5)	14	4	\$1,120
Overhead Structure	16	Varies ~70	\$22,400
Bridge Mounted	2	Varies ~70	\$2,800
Pole-mounted Signs Along Interstate	~50	Varies ~36	\$36,000

TOTAL ESTIMATED FABRICATION COST (@\$20/SF): **\$89,080**

TOTAL ESTIMATED FABRICATION COST (@\$30/SF): **\$130,380**

ESTIMATED POSTS (2/sign x 100 signs*) X 100/post: **\$20,000**

*Based on number of new "Add" signs as listed in Table 3.

Table 6. Estimated Fabrication Costs for NYSTA Sign Recommendations

Sign Type	Number of Signs	Estimated Size of Each Sign in SF	Estimated Fabrication Cost at \$20/SF
Supplemental Guide Sign (Pole)	5-7	Varies ~36	\$3,600
Recreational and Cultural Interest Area Guide Sign (Pole)	2	6.25	\$250

TOTAL ESTIMATED FABRICATION COST (@\$20/SF): **\$3,850**
 TOTAL ESTIMATED FABRICATION COST (@\$30/SF): **\$5,775**
 ESTIMATED POSTS (2/sign x 7 signs) X 100/post: **\$1,400**

Based on the assumptions above, the total estimated fabrication cost for the wayfinding and guide sign system at \$20/SF is:

- \$179,265 + \$61,400 (posts) = **\$240,665**

At \$30/SF, total estimated fabrication cost for the wayfinding and guide sign system is:

- \$264,894 + \$61,400 (posts) = **\$326,294**

Therefore, the total estimated fabrication cost varies from approximately \$240,000 to \$330,000 depending on the price per square foot. According to the NYSDOT, price per square foot typically decreases as the size of the order increases. As such, it may be fiscally advantageous for the City of Syracuse, the NYSDOT, and the NYSTA to combine their order to receive the best possible price.

Please note: For comparison purposes, Cayuga County began to implement a guide sign and wayfinding sign system in 2014. Total system cost, which included design, fabrication, and installation, was \$435,500. The system included the following signs and associated costs:

- 12 Gateway Signs \$75,000
(one sided sign = \$4,250; two sided = \$6,250)
- 84 Green Guide Signs \$168,000
(\$2,000 per sign)
- 35 Wayfinding Signs \$192,500
(\$5,500 per sign)

Thus, for comparison, if the 178 wayfinding signs recommended in this study cost \$5,500 per sign, then the cost for [only] the wayfinding signs would be \$979,000. (Interstate signs and route signs on city roadways that direct motorists back to the interstate are not included in this cost estimate.) Therefore, there is significant additional cost [other than fabrication cost] associated with the design and installation of a coordinated sign system.

Funding Options

Several options exist to fund the development of a wayfinding and guide sign system. If available, road owners may use general funds. Developing a wayfinding and guide sign system is also a project eligible for Federal Highway Administration funds through the SMTC's Transportation Improvement Program (TIP). These funds require, at a minimum, a 20% local match. If sought, the Study Advisory Committee's (SAC's) preferred approach is for the City of Syracuse, the NYSDOT, and the NYSTA to submit a joint TIP application and share the local match. The SAC also wishes to have these agencies consider requesting a TIP amendment to initiate implementation as soon as possible.

The sign system also involves the potential inclusion of a private stakeholder who, if included, could provide assistance through a

public-private partnership. The SAC supported the establishment of a public-private partnership to assist with cost-sharing benefits.

4.4 Additional Options to Improve a Motorist's Experience Navigating Syracuse

Three optional actions may also be implemented that would improve a motorist's ability to navigate city roadways. These options are for consideration only and some of them are currently being implemented by the City of Syracuse. They include: 1) improve street name signs, 2) designate and consistently sign parking facilities, and 3) remove erroneous signs.

Street Name Signs Improvements: Street Name Signs and Parking Signs are basic, yet vital, components of a wayfinding system. Many cities are now implementing the following guidelines established in the 2009 MUTCD to improve sign appearance and visibility.

As such, the City of Syracuse may, if they so choose, take immediate action to install new Street Name and Parking Signs per the MUTCD guidelines within downtown, University Hill, the Inner Harbor, and along major corridors.

Improving Street Name and Parking signs may occur prior to, during, or after the installation of the wayfinding system.



Overhead street name sign.



Street name sign above a STOP sign.

According to the MUTCD, to optimize visibility, Street Name Signs should be mounted overhead, which is preferred, especially in urban areas or in areas that do not use Advance Street Name Signs.

Street Name Signs may also be placed above a regulatory or STOP or YIELD sign with no required vertical separation. In business or commercial areas and on principal arterials, Street Name Signs should be placed at least on diagonally opposite corners. Mast arm poles have recently been installed throughout the city along major corridors. Street name signs shall be fastened overhead on mast arm poles.

According to the MUTCD, Street Name Signs may have green, blue, brown, or white backgrounds and may or may not include a border. If a street has a name and is part of a numbered route, a sign (D3-1a) that incorporates a route shield may be used to assist visiting motorists who might not otherwise be able to associate the name of a street with the route number.



Route Shield Street Name Sign (D3-1a)

Designate Public Parking Facilities and Standardize Parking Signs:

The City could begin to fabricate and install standardized "P" Parking Signs for all parking facilities open to the public. The design of the "P" Parking Sign should be used consistently throughout the city for both public and private parking facilities.

Remove Erroneous Signs: The City may also choose to continue removing erroneous signs such as "Syracuse Discovery Trail" signs, unnecessary white-on-green parking guide

signs, “Basilica” signs, and “OnTrack” signs. A few of these signs have been identified and noted in Table 1, but many exist citywide so Department of Public Works (DPW) crews should be notified to remove these signs when they are observed.

4.5 Working Together to Implement a Multi-jurisdictional Wayfinding and Guide Sign System

The City, NYSDOT, and the NYSTA must follow a cooperative process to implement a multi-jurisdictional sign system. As such, the SMTC suggests the following three steps: 1) coordinate to design sign spec sheets, 2) coordinate to fabricate signs, and 3) coordinate to remove and install signs.

STEP 1 – Coordinate the development of sign spec sheets: The City, NYSDOT, and the NYSTA are responsible for designing sign spec sheets for their roadways. This includes any engineering and site assessment work necessary to determine the proper location of the sign and required installation needs.

Destination names listed in sign legends must be standardized such that the same verbiage appears on all signs along the entire route. Names identified for listing on sign legends within this report are suggested names only. Sign designers may need to modify the names listed for a variety of reasons (e.g., fit in the legend, etc.). If this occurs, road owners must coordinate with each other and agree to use the names consistently.

To initiate the sign design process, City should submit a written request to the NYSTA and the NYSDOT requesting that they update their signs

and develop spec sheets per the Phase II sign recommendations.

The City, NYSDOT, and the NYSTA may consider combining their resources to contract with a single entity to develop all sign spec sheets for city roadways, the interstates, and the Thruway. At the third and final SAC meeting, representatives from the City and the NYSDOT indicated that they prefer working together to hire a consultant/contractor to design and install all of the signs to ensure consistency throughout the entire system.

Wayfinding Signs

SAC members suggest using a single color background for wayfinding signs rather than a color-coded system.

The SMTC suggests that the City select a background color other than green to ensure that wayfinding signs are easily identified as part of a unified system distinct from other signs.

Therefore, the SAC suggests that the City of Syracuse select a design based on the following options:

- substitute the green background with an MUTCD approved background color
- decide if the wayfinding sign should include a sign border and/or an enhancement marker

Next, the City should develop a sign mounting, and installation spec sheet for each wayfinding



Example of a single-color background Wayfinding Sign with “Hamilton” Enhancement Marker and no sign boarder.

sign identified in Table 1. As part of the wayfinding sign assembly, sign designers should incorporate all recommended signs for collocation such as Airport (I-5) and Hospital (D9-2) signs.

Gateway Signs

Also, per Table 1, the City of Syracuse should develop distinct and attractive gateway signs e.g., “Welcome to Downtown Syracuse” and “Welcome to the City of Syracuse.” The City should collaborate with the Downtown Committee and with the Syracuse Convention and Visitors Bureau about appropriate designs.

The 2008 New York State Highway Design Manual (HDM) also encourages landscaping and other aesthetic improvements at gateway locations. To this end, the City should consider opportunities to improve the aesthetic appearance of the gateway locations, many of which involve bridge overpasses owned by NYSDOT and CSX.

For a case study of achievements in another community, the City of Rochester has many wonderful examples of how to improve the aesthetic appearance of non-city bridges and other gateways using gateway signage, landscaping, lighting, and public art (please see Phase I Final Report).

A coalition of stakeholders such as bridge owners, the Downtown Committee, the Syracuse Convention and Visitor’s Bureau, the University Hill Corporation, Syracuse University, 40 Below Task Force groups (e.g., Civic Engagement, It’s all Here, and Public Arts), and local artists could be organized to design and develop aesthetic gateways.

Additionally, the NYSDOT Main Office is studying how communities have been successful in painting railroad bridges as attractive gateways. In the future, there may be additional resources available to assist with the restoration of these facilities. Syracuse has had success in these efforts with the restoration of several NYS&W railroad bridges in and around Downtown.

Interstate and Thruway Guide Signs

The NYSDOT should develop sign spec sheets in accordance with recommendations in Table 2 and Table 3. The NYSTA should develop sign spec sheets in accordance with Table 2.

STEP 2 – Coordinate to fabricate signs: The City of Syracuse should submit a written request to the NYSTA and the NYSDOT for a joint review of final sign spec sheets to ensure that signs adhere to Phase II recommendations. Any changes to the sign system should be noted and each entity should ensure that subsequent signs in the system, regardless of owner, correspond consistently with each other prior to fabrication and installation. This will ensure the establishment of a seamless multi-jurisdictional wayfinding and guide sign system.

Opportunities may exist to achieve cost savings by fabricating the entire system of signs together. The NYSDOT suggested that the Onondaga County Department of Transportation (OCDOT) sign shop could be contacted to see if they can accommodate a large order for signs.

STEP 3 – Coordinate to remove and install signs: When a cooperative decision is reached to install guide and wayfinding signs, the City, the NYSTA, and the NYSDOT should coordinate

the schedules of its work crews, regardless if done “in-house” or by others under a separate contract, as part of a written agreement to ensure that all signs are in place to guide motorists to the destinations.

If the City of Syracuse, the NYSDOT, and the NYSTA are unable to coordinate on the installation, then priority for installation should be given in this order: 1) the City of Syracuse signs, 2) the NYSDOT signs, and 3) NYSTA signs. The NYSTA signs maybe be installed at any time because they do not require other signs to be installed as part of their network.

Work crews should remove all existing guide signs as recommended during the installation of new signs. Work crews should document the exact location and placement of new signs as part of their sketch plan notes, or more preferably, as part of an electronic database file that can be linked to a Geographical Information System (GIS). This information should be shared by the City of Syracuse with the NYSDOT and the NYSTA.

Inspections should be conducted every 5 years and a procedure should be in place to repair and replace signs as necessary. The City should notify destinations about the new signs so that they may update the directions on their websites.

Table 7 summarizes steps 1 to 3 and outlines applicable tasks and responsibilities for implementation.

4.6 Conclusion

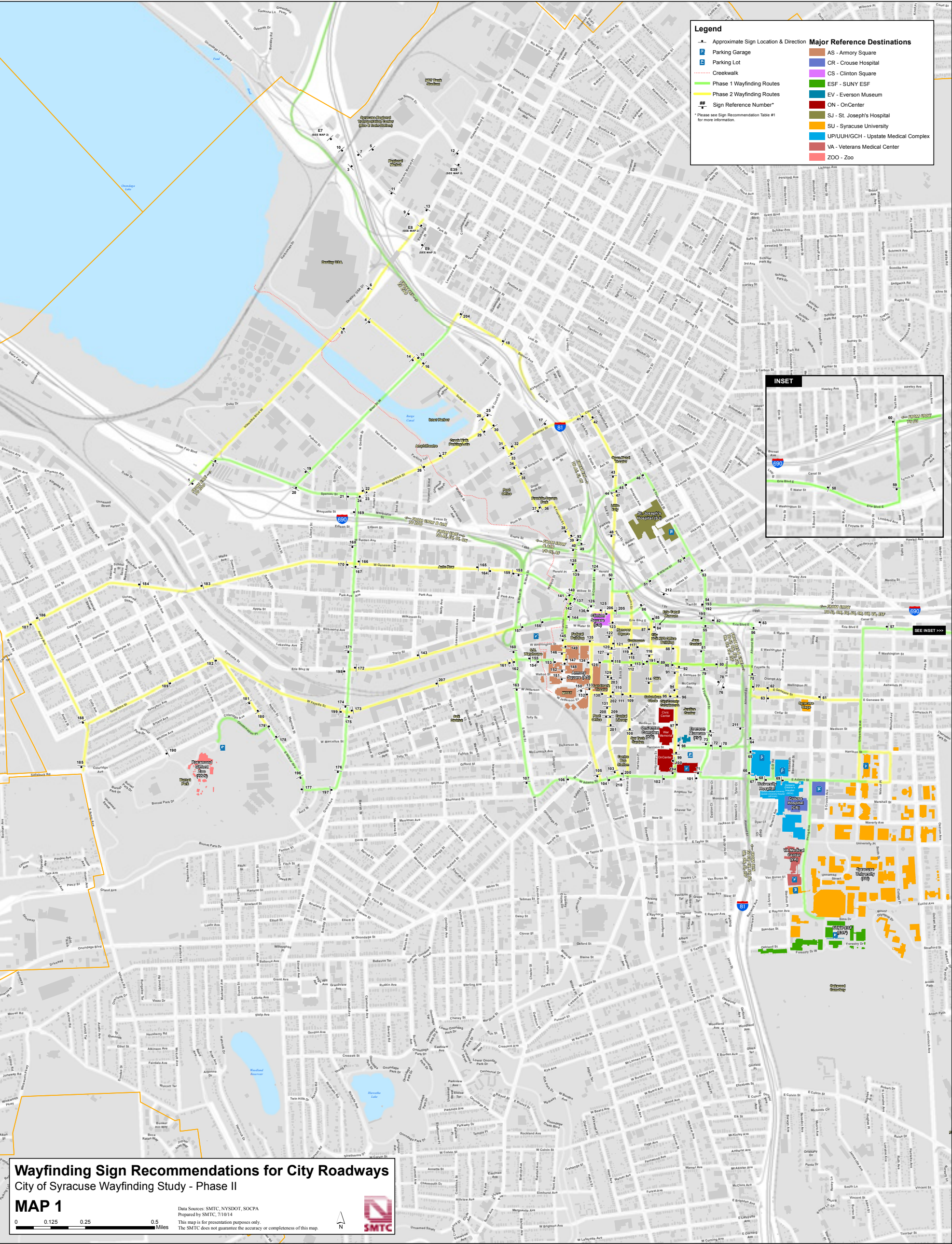
This Phase II study incorporates the Phase I study by reference and serves as the final document for implementation of sign

recommendations. Thus, this Phase II study outlines a multi-jurisdictional wayfinding and guide sign system that directs visiting motorists to and from various destinations and back to the interstates. Directional signs help shape one’s image and impression of a community. To this end, guide signs and wayfinding signs should be designed and maintained to a high standard to ensure a positive visitor experience.

City of Syracuse Wayfinding Study – Phase II

Table 7 - Next Steps Summary Table

Step	Tasks	Start - Finish
1	Coordinate the design of sign spec sheets for a multi-jurisdictional sign system: <ol style="list-style-type: none"> 1. City of Syracuse submits a formal request to NYSDOT and NYS Thruway Authority to update signs per Phase II recommendations. 2. City of Syracuse chooses the type of wayfinding sign it wishes to develop (i.e., a single – color sign with or without an enhancement marker and a border). 3. Road owners are responsible for developing their own sign spec sheets, but may combine their resources to contract with a single entity to design the entire system. The City, NYSDOT, and the NYSTA may choose to combine resources and contract out the sign design process, or they could each design their signs “in-house” and review them together when complete. 4. Regarding gateway signs and gateways, the City could take the lead to form a coalition of interested stakeholders to design and develop gateway signs and enhanced entryways into our community. 	Summer 2014 - Summer 2015
2	Coordinate to fabricate signs: <ol style="list-style-type: none"> 1. The City, NYSDOT, and NYS Thruway Authority need to review each other’s sign spec sheets to ensure that they comply with Phase II recommendations and that any changes from the recommendations are consistently applied across all sign systems. 2. The City of Syracuse reviews the NYSDOT and NYS Thruway sign spec sheets for consistency and obtains a memorandum of understanding (MOU) from both agencies before signs are fabricated. The MOU should itemize costs and funding responsibilities and state that all three entities have reviewed each other’s plans and that they concur with any modifications (and made necessary adjustments within their own sign system) to Phase II recommendations. 3. The City of Syracuse, the NYSDOT, and the NYS Thruway Authority may choose to send their spec sheets to a single sign fabricator to potentially reduce fabrication costs. 	Fall/Winter 2014 - Spring 2015
3	Coordinate to remove and install Signs: <ol style="list-style-type: none"> 1. The City of Syracuse should coordinate work crew schedules with NYSDOT and NYS Thruway Authority as part of a written agreement to ensure that old signs are removed and new signs are installed per Phase II sign suggestions. Respective agency work crews should document and inventory all new signs and provide copies of the inventory to the City of Syracuse. 2. The City of Syracuse should contact all destinations to notify them of the updated sign system so that they may update their website directions, etc. 3. Respective agencies should inspect signs every 5 years and replace signs as necessary. 	Spring/Summer 2015 - Ongoing
Optional Fourth Step	Optional recommendations to improve a motorist’s experience navigating Syracuse: <ol style="list-style-type: none"> 1. Improve street name signs. Install enhanced Street Name Signs for major corridors citywide in according with 2009 MUTCD guidelines. (e.g., mount signs to mast arm poles, use route shield street name signs, etc. See section 4.4 for more information.) 2. Designate and consistently sign parking facilities. Standardize and install Parking “P” signs for all lots and garages that are open to the public. 3. Remove erroneous signs. City of Syracuse Department of Public Works (DPW) should continue removing outdated signs such as “OnTrack” signs, “Discovery Trail” signs, and “Basilica” signs where observed. 	Ongoing



This map serves as a placeholder only. You may find a high resolution digital version of this map in the CD attached to this report. You may also request a large printed copy of this map by contacting the Syracuse Metropolitan Transportation Council (SMTC). The SMTC is located at 126 N. Salina Street, Suite 100, Syracuse, NY 13202 and can be reached by calling 315-422-5716.

Table 1. (City) Wayfinding Sign Recommendations for City Roadways (See Map 1)

Sign Number	Type	Destination 1	D1 Arrow	Destination 2	D2 Arrow	Destination 3	D3 Arrow	Destination 4	D4 Arrow	Col- locate Guide Sign	Arrow	Replace, Add, Remove	NOTES* (*When "replacing" local guide signs with wayfinding signs - please note the suggested placement of new wayfinding sign on the corresponding map. The new sign is not always suggested to be replaced in the same location.)
1	Wayfinding	Zoo	Left	Syracuse Harbor & Amphitheater	Left	*	*	Destiny	Left	*	*	Replace	Remove existing Zoo and Destiny USA guide signs and install new Wayfinding Sign in the location of the Destiny USA sign. Leave existing NBT Bank Stadium Sign.
2	Wayfinding	Zoo	Right	Syracuse Harbor & Amphitheater	Right	*	*	Destiny	Up	*	*	Replace	Remove existing Zoo guide sign and install new Wayfinding Sign.
3	Wayfinding	Syracuse Harbor & Amphitheater	Right	Zoo	Right	Downtown/ University Hill	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
4	Wayfinding	Syracuse Harbor & Amphitheater	Up	Zoo	Up	Downtown/ University Hill	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
5	Gateway Sign	*	*	*	*	*	*	*	*	*	*	Add	Install a "Welcome to Syracuse" sign across from Train & Bus Station driveway to welcome visitors to Syracuse.
6	Wayfinding	Syracuse Harbor & Amphitheater	Left	Zoo	Left	Downtown/ University Hill	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
7	Wayfinding	Downtown/ University Hill	Left	Syracuse Harbor & Amphitheater	Left	Zoo	Left	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
8	Wayfinding	Syracuse Harbor & Amphitheater	Right	Downtown/ University Hill	Right	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
9	Wayfinding	Syracuse Harbor & Amphitheater	Right	Zoo	Right	Downtown/ University Hill	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
10	Gateway Sign	*	*	*	*	*	*	*	*	*	*	Replace	Replace existing Welcome to Syracuse sign with a larger gateway sign. Consider improving façade of Railroad Bridge with public art. Refer to Rochester Case Study examples.
11	Wayfinding	Downtown/ University Hill	Left	Syracuse Harbor & Amphitheater	Left	Zoo	Left	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
12	Wayfinding	Downtown/ University Hill	Right	Syracuse Harbor & Amphitheater	Right	Zoo	Right	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
13	Wayfinding	Downtown/ University Hill	Up	Syracuse Harbor & Amphitheater	Up	Zoo	Up	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
14	Wayfinding	Zoo	Right	Syracuse Harbor & Amphitheater	Up	Downtown/ University Hill	Up	*	*	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign.
15	Wayfinding	Zoo	Up	Syracuse Harbor & Amphitheater	Left	*	*	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign. Place sign before Solar Street.
16	Wayfinding	Zoo	Left	*	*	*	*	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
17	Wayfinding	Syracuse Harbor & Amphitheater	Right	Franklin Square	Right	Little Italy	Left	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
18	Wayfinding	Zoo	Up	Syracuse Harbor & Amphitheater	Left	Creekwalk	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
19	Wayfinding	Zoo	Left	*	*	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign. Place sign south of Liberty Street intersection. Remove existing Zoo Guide sign at northwest corner of Spencer Street and Bear Street.
20	Wayfinding	Zoo	Right	Syracuse Harbor & Amphitheater	Right	*	*	*	*	Airport (I-5)	Up	Replace	Remove existing Zoo guide sign and install new Wayfinding Sign.
21	Wayfinding	Zoo	Right	Syracuse Harbor & Amphitheater	Up	*	*	*	*	*	*	Replace	Remove existing Zoo guide sign at southwest corner of Geddes Street and Spencer Street. Place new wayfinding sign in advance of intersection per MUTCD guidelines.
22	Wayfinding	Zoo	Left	Downtown	Left	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
23	Wayfinding	Syracuse Harbor & Amphitheater	Up	Creekwalk	Up	*	*	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
24	Wayfinding	Syracuse Harbor & Amphitheater	Right	Creekwalk	Right	*	*	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
25	Wayfinding	Syracuse Harbor & Amphitheater	Up	Creekwalk	Up	Franklin Square	Left	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
26	Wayfinding	Syracuse Harbor & Amphitheater	Left	Creekwalk	Left	*	*	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
27	Wayfinding	Syracuse Harbor & Amphitheater	Right	Creekwalk	Right	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
28	Wayfinding	Syracuse Harbor & Amphitheater	Right	Creekwalk	Right	Downtown/ University Hill	Up	*	*	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign.
29	Wayfinding	Franklin Square	Right	Downtown/ University Hill	Right	Little Italy	Right	Destiny	Left	H (D9-2)	Right	Add	No sign exists. Install a wayfinding sign.
30	Wayfinding	Syracuse Harbor & Amphitheater	Left	Creekwalk	Left	*	*	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.

Table 1. (City) Wayfinding Sign Recommendations for City Roadways (See Map 1)

Sign Number	Type	Destination 1	D1 Arrow	Destination 2	D2 Arrow	Destination 3	D3 Arrow	Destination 4	D4 Arrow	Col- locate Guide Sign	Arrow	Replace, Add, Remove	NOTES* (*When "replacing" local guide signs with wayfinding signs - please note the suggested placement of new wayfinding sign on the corresponding map. The new sign is not always suggested to be replaced in the same location.)
31	Wayfinding	Little Italy	Left	Franklin Square	Up	Downtown/ University Hill	Up	*	*	H (D9-2)	Left	Add	No sign exists. Install a wayfinding sign.
32	Wayfinding	Syracuse Harbor & Amphitheater	Right	Creekwalk	Right	Franklin Square	Left	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
33	Wayfinding	Syracuse Harbor & Amphitheater	Up	Creekwalk	Up	Little Italy	Right	Destiny	Up	H (D9-2)	Right	Add	No sign exists. Install a wayfinding sign.
34	Post Office (RM-110)	Post Office	Right	*	*	*	*	*	*	*	*	Add	Install a post office symbol sign (RM-110). No sign exists.
35	Post Office (RM-110)	Post Office	Left	*	*	*	*	*	*	*	*	Replace	Replace old post office sign with new sign.
36	Wayfinding	Syracuse Harbor & Amphitheater	Right	Post Office	Right	*	*	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
37	Wayfinding	Downtown/ University Hill	Left	Clinton Square	Left	Armory Square/ MOST	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
38	Wayfinding	Downtown/ University Hill	Up	Clinton Square	Up	Armory Square/ MOST	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
39	Wayfinding	Syracuse Harbor & Amphitheater	Up	Post Office	Up	*	*	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
40	Gateway Sign	Welcome to Downtown	*	*	*	*	*	*	*	*	*	Add	Add a "Welcome to Downtown Syracuse" gateway sign. Consider improving façade of bridge with public art. Refer to Rochester Case Study Example.
41	Wayfinding	Open Hand Theater	Right	Downtown	Right	*	*	*	*	H (D9-2)	Right	Add	No sign exists. Install a wayfinding sign.
42	Wayfinding	Syracuse Harbor & Amphitheater	Left	Franklin Square	Left	*	*	Destiny	Left	*	*	Add	No sign exists. Install a wayfinding sign.
43	Wayfinding	Downtown	Up	Clinton Square	Up	Franklin Square	Right	*	*	H (D9-2)	Left	Add	No sign exists. Install a wayfinding sign.
44	Wayfinding	Open Hand Theater	Left	Downtown	Right	*	*	*	*	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign.
45	H (D9-2)	H (D9-2)	Up	*	*	*	*	*	*	*	*	Add	No sign exists.
46	H (D9-2)	H (D9-2)	Right	*	*	*	*	*	*	*	*	Add	No sign exists.
47	Wayfinding	Syracuse Harbor & Amphitheater	Left	Franklin Square	Left	Open Hand Theater	Up	Destiny	Up	H (D9-2)	Right	Add	No sign exists. Install a wayfinding sign.
48	Gateway Sign	Welcome to Downtown Syracuse	Up	*	*	*	*	*	*	*	*	Add	Add a "Welcome to Downtown Syracuse" gateway sign. Consider improving façade of bridge with public art. Refer to Rochester Case Study Examples. Also, this area serves as a gateway from I-81 Exit 19 off-ramp. Consider beautifying area around the off-ramp with public art and gateway signage.
49	Wayfinding	Franklin Square	Up	Armory Square/ MOST	Left	Little Italy	Right	Destiny	Up	H (D9-2)	Right	Add	Place sign in median at bottom of the ramp.
50	Wayfinding	Clinton Square	Up	Hanover Square	Up	Landmark Theater	Up	*	*	H (D9-2)	Left	Add	No sign exists. Install a wayfinding sign.
51	H (D9-2)	H (D9-2)	Up	*	*	*	*	*	*	*	*	Replace	Replace existing "H" sign.
52	H (D9-2)	H (D9-2)	Left	*	*	*	*	*	*	*	*	Replace	Replace existing "H" sign.
53	H (D9-2)	H (D9-2)	Up	*	*	*	*	*	*	*	*	Add	No sign exists.
54	Wayfinding	Downtown/ Clinton Square	Left	Oncenter/ Everson Museum	Left	Erie Canal Museum	Left	*	*	H (D9-2)	St. Joseph's Hospital - Right	Replace	Replace Everson and Clinton Square signs with a wayfinding sign. Co-locate an "H" D9-2 sign with an Auxiliary Name Sign (for St. Joseph's Hospital) with a right arrow to the wayfinding sign.
55	Wayfinding	Clinton Square	Left	Erie Canal Museum	Left	City Hall	Left	*	*	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Sign to "H" stating "St. Joseph's Hospital".
56	Wayfinding	Clinton Square	Left	Erie Canal Museum	Left	City Hall	Left	*	*	H (D9-2)	Left	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Sign to "H" stating "St. Joseph's Hospital".
57	College Sign NYM8-5	Syracuse University	Left	SUNY E.S.F.	Left	SUNY Upstate	Left	*	*	*	*	Add	No sign exists. Install a General Symbol Information Sign NYM8-5 and list S.U., Upstate, and E.S.F.
58	College Sign NYM8-5	Syracuse University	Up	SUNY E.S.F.	Up	SUNY Upstate	Up	*	*	*	*	Add	No sign exists. Install a General Symbol Information Sign NYM8-5 and list S.U. and E.S.F.
59	College Sign NYM8-5	Syracuse University	Right	SUNY E.S.F.	Right	SUNY Upstate	Right	*	*	*	*	Add	No sign exists. Install a General Symbol Information Sign NYM8-5 and list S.U. and E.S.F.
60	College Sign NYM8-5	Syracuse University	Left	SUNY E.S.F.	Left	SUNY Upstate	Left	*	*	*	*	Add	No sign exists. Install a General Symbol Information Sign NYM8-5 and list S.U. and E.S.F.
61	Wayfinding	Downtown	Up	Armory Square/ MOST	Up	Oncenter/ Everson Museum	Up	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
62	Wayfinding	Downtown	Up	Armory Square/ MOST	Up	Oncenter/ Everson Museum	Up	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
63	Wayfinding	Syracuse Stage	Up	University Hill	Up	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.

Table 1. (City) Wayfinding Sign Recommendations for City Roadways (See Map 1)

Sign Number	Type	Destination 1	D1 Arrow	Destination 2	D2 Arrow	Destination 3	D3 Arrow	Destination 4	D4 Arrow	Col- locate Guide Sign	Arrow	Replace, Add, Remove	NOTES* (*When "replacing" local guide signs with wayfinding signs - please note the suggested placement of new wayfinding sign on the corresponding map. The new sign is not always suggested to be replaced in the same location.)
64	Wayfinding	Armory Square/ MOST	Up	Clinton Square	Up	Erie Canal Museum	Up	*	*	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Name Sign to "H" stating "St. Joseph's Hospital".
65	Wayfinding	Downtown/ Oncenter/ Everson Museum	Left	Armory Square/ MOST	Up	Clinton Square	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Name Sign to "H" stating "St. Joseph's Hospital". If "Downtown" doesn't fit on the sign remove it as necessary and be sure the legend now reads "Oncenter/ Everson Museum". This study recommends replacing the overhead signs owned by NYSDOT to say "Downtown" so it may not be necessary to list Downtown on the wayfinding sign.
66	Wayfinding	Downtown/ Oncenter/ Everson Museum	Up	Armory Square/ MOST	Up	Clinton Square	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Name Sign to "H" stating "St. Joseph's Hospital". If "Downtown" doesn't fit on the sign remove it as necessary and be sure the legend now reads "Oncenter/ Everson Museum". This study recommends replacing the overhead signs owned by NYSDOT to say "Downtown" so it may not be necessary to list Downtown on the wayfinding sign.
67	College Sign NYM8-5	SUNY Upstate Medical University	Right	Syracuse University	Up	SUNY E.S.F.	Up	*	*	*	*	Add	Remove existing "H" sign and replace with a General Symbol Information Sign NYM8-5 with three Name Auxiliary Signs for each listed college.
68	H (D9-2)	Upstate	Right	Crouse	Up	VA	UP	*	*	*	*	Add	Remove existing "H" sign and install a new General Service Sign D9-2. List hospital names on Name Auxiliary Signs. If possible, co-locate "P" parking sign with left Arrow Auxiliary Sign for SUNY Upstate Medical University.
69	College Sign NYM8-5	Syracuse University	Right	SUNY E.S.F.	Right	*	*	*	*	*	*	*	No sign exists. Install a wayfinding sign.
70	Wayfinding	Oncenter/ Everson Museum	Up	Courthouse/ Justice Center	Up	Syracuse Tech Garden	Up	*	*	H (D9-2)	See note.	Replace	Replace sign (Oncenter and Everson) with a wayfinding sign. Add Auxiliary Sign to "H" stating "St. Joseph's Hospital" with a right arrow. Add Auxiliary signs for "Upstate", "Crouse", "VA" with a left arrow.
71	H (D9-2) & NYM8-5	H (D9-2) & NYM8-5	Left	*	*	*	*	*	*	*	*	Replace	Remove S.U. directional sign. Add auxiliary name signs to the H (D9-2) and the NYM8-5 signs.
72	Guide Sign (Replace with Gateway Sign)	Remove Sign & Replace with a Gateway Sign	*	*	*	*	*	*	*	*	*	Remove & Replace	Remove sign as it is redundant. It lists Oncenter, Everson. Replace with a Welcome to Downtown Syracuse sign. Refer to Rochester case study examples.
73	Wayfinding	Oncenter/ Everson Museum	Right	Courthouse/ Justice Center	Right	Syracuse Tech Garden	Right	*	*	H (D9-2) and NYM8-5	Up	Add	No sign exists. Install a wayfinding sign. Co-locate "H" and "General Symbol Information Sign NYM8-5" to wayfinding sign.
74	Wayfinding	Armory Square/ MOST	Up	Onondaga Historical Association	Up	Clinton Square	Up	Destiny	Up	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign.
75	Wayfinding	Armory Square/ MOST	Left	Clinton Square	Up	Erie Canal Museum	Up	*	*	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Sign to "H" stating "St. Joseph's Hospital".
76	Wayfinding	University Hill	Up	Syracuse Stage	Up	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
77	Gateway Sign	*	*	*	*	*	*	*	*	*	*	Add	Add a "Welcome to Downtown Syracuse" gateway sign. Consider public art. Refer to Rochester Case Study Examples for additional bridge façade treatment options.
78	Wayfinding	Oncenter/ Everson Museum	Left	Onondaga Historical Association	Right	Armory Square/ MOST	Right	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
79	Wayfinding	Armory Square/ MOST	Left	Onondaga Historical Association	Left	Clinton Square	Up	Destiny	Left	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Sign to "H" stating "St. Joseph's Hospital".
80	Wayfinding	Armory Square/ MOST	Up	Onondaga Historical Association	Up	Landmark Theater	Up	*	*	H (D9-2)	Right	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Sign to "H" stating "St. Joseph's Hospital".
81	Wayfinding	Armory Square/ MOST	Right	Oncenter/ Everson Museum	Up	Onondaga Historical Association	Right	*	*	H (D9-2) and NYM8-5	Up	Add	No sign exists. Install a wayfinding sign. Co-locate "H" and "General Symbol Information Sign NYM8-5" to wayfinding sign.
82	Wayfinding	Clinton Square	Up	Erie Canal Museum	Up	City Hall	Up	*	*	H (D9-2)	Right	Add	No sign exists. Install a wayfinding sign. Add Auxiliary Sign to "H" stating "St. Joseph's Hospital".
83	Gateway Sign	Welcome to Downtown Syracuse	*	*	*	*	*	*	*	*	*	Add	Add a "Welcome to Downtown Syracuse" gateway sign. Consider public art. Refer to Rochester Case Study Examples for additional bridge façade gateway enhancement options.
84	Wayfinding	City Hall	Left	Onondaga Historical Association	Left	Columbus Circle	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
85	Wayfinding	Clinton Square	Right	City Hall	Left	Onondaga Historical Association	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
86	Wayfinding	Clinton Square	Left	Little Italy	Left	Armory Square/ MOST	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
87	Wayfinding	Columbus Circle	Right	City Hall	Right	Onondaga Historical Association	Right	*	*	*	*	Add	No sign exits. Add new wayfinding sign.

Table 1. (City) Wayfinding Sign Recommendations for City Roadways (See Map 1)

Sign Number	Type	Destination 1	D1 Arrow	Destination 2	D2 Arrow	Destination 3	D3 Arrow	Destination 4	D4 Arrow	Col- locate Guide Sign	Arrow	Replace, Add, Remove	NOTES* (*When "replacing" local guide signs with wayfinding signs - please note the suggested placement of new wayfinding sign on the corresponding map. The new sign is not always suggested to be replaced in the same location.)
88	Wayfinding	Jazz Central	Up	Oncenter/ Everson Museum	Right	Courthouse/ Justice Center	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
89	Wayfinding	Onondaga Historical Association	Left	Armory Square/ MOST	Up	Landmark Theater	Up	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
90	Wayfinding	Oncenter/ Everson Museum	Right	University Hill	Right	Courthouse/ Justice Center	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
91	Wayfinding	Courthouse/ Justice Center	Up	Oncenter/ Everson Museum	Up	University Hill	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
92	Wayfinding	Armory Square/ MOST	Left	Onondaga Historical Association	Left	Landmark Theater	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
93	Wayfinding	Armory Square/ MOST	Up	Franklin Square	Right	Syracuse Harbor & Amphitheater	Right	Destiny	Right	*	*	Add	Place sign after I-81 off ramp on Butternut St. Be sure that arrow to downtown directs motorists south on Franklin Street and not to West Street.
94	Wayfinding	Oncenter/ Everson Museum	Up	Courthouse/ Justice Center	Up	Columbus Circle	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
95	Wayfinding	Oncenter/ Everson Museum	Right	Justice Center	Right	University Hill	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
96	Wayfinding	Columbus Circle	Left	Landmark Theater	Left	Armory Square/ MOST	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
97	Wayfinding	Oncenter/ Everson Museum	Right	University Hill	Right	Courthouse/ Justice Center	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
98	Wayfinding	Syracuse Tech Garden	Up	Courthouse/ Justice Center	Right	Armory Square/ MOST	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
99	Wayfinding	Courthouse/ Justice Center	Up	Landmark Theater	Up	Armory Square/ MOST	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
100	Wayfinding	Armory Square/ MOST	Right	Landmark Theater	Right	University Hill	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
101	Wayfinding	University Hill	Up	Armory Square/ MOST	Left	Onondaga Historical Association	Left	Destiny	Left	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign.
102	Wayfinding	Oncenter/ Everson Museum	Left	Courthouse/ Justice Center	Left	University Hill	Up	*	*	H (D9-2)	Up	Add	No sign exists. Install a wayfinding sign.
103	Wayfinding	Oncenter/ Everson Museum	Left	Courthouse/ Justice Center	Left	University Hill	Left	*	*	H (D9-2)	Left	Add	No sign exists. Install a wayfinding sign.
104	Wayfinding	Oncenter/ Everson Museum	Up	Centro Bus Hub	Up	University Hill	Up	*	*	H (D9-2); Post Office (RM-110); Library (I-8)	See note.	Add	No sign exists. Install a wayfinding sign. Collocate Hospital (D9-2) sign with arrow up; a Library (I-8) sign with arrow left; and a Post Office (RM-110) sign with an arrow left.
105	Wayfinding	Oncenter/ Everson Museum	Left	Centro Bus Hub	Left	University Hill	Left	*	*	H (D9-2)	Left	Add	No sign exists. Install a wayfinding sign.
106	Wayfinding	Oncenter/ Everson Museum	Up	Centro Bus Hub	Up	University Hill	Up	*	*	H (D9-2)	Up	Replace	Replace existing Oncenter sign with new wayfinding sign.
107	Wayfinding	Oncenter/ Everson Museum	Left	Centro Bus Hub	Left	University Hill	Left	*	*	H (D9-2)	Left	N/A	The existing overhead sign in this location references the Oncenter.
108	Wayfinding	Oncenter/ Everson Museum	Right	Courthouse/ Justice Center	Right	Landmark Theater	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
109	Wayfinding	Armory Square/ MOST	Left	Landmark Theater	Left	Onondaga Historical Association	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
110	Wayfinding	Armory Square/ MOST	Up	Landmark Theater	Right	Clinton Square	Right	*	*	Post Office (RM-110); Library (I-8)	Left	Add	No sign exists. Install a wayfinding sign. Collocate Library (I-8) and Post Office (RM-110) signs to wayfinding sign.
111	Wayfinding	Columbus Circle	Up	City Hall	Left	Onondaga Historical Association	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
112	Wayfinding	Armory Square/ MOST	Left	Onondaga Historical Association	Right	City Hall	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
113	Wayfinding	Onondaga Historical Association	Right	Oncenter/ Everson Museum	Up	University Hill	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
114	Wayfinding	Armory Square/ MOST	Right	Oncenter/ Everson Museum	Left	Courthouse/ Justice Center	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.

Table 1. (City) Wayfinding Sign Recommendations for City Roadways (See Map 1)

Sign Number	Type	Destination 1	D1 Arrow	Destination 2	D2 Arrow	Destination 3	D3 Arrow	Destination 4	D4 Arrow	Col- locate Guide Sign	Arrow	Replace, Add, Remove	NOTES* (*When "replacing" local guide signs with wayfinding signs - please note the suggested placement of new wayfinding sign on the corresponding map. The new sign is not always suggested to be replaced in the same location.)
115	Wayfinding	Clinton Square	Left	City Hall	Right	Hanover Square	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
116	Wayfinding	Onondaga Historical Association	Up	Columbus Circle	Up	Oncenter/ Everson Museum	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
117	Wayfinding	City Hall	Up	NYS Office Building	Up	Onondaga Historical Association	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
118	Wayfinding	Armory Square/ MOST	Up	Clinton Square	Right	Landmark Theater	Left	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
119	Wayfinding	Hanover Square	Up	City Hall	Right	NYS Office Building	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
120	Wayfinding	City Hall	Right	Clinton Square	Up	Little Italy	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
121	Wayfinding	Clinton Square	Right	Little Italy	Right	Armory Square/ MOST	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
122	Wayfinding	Landmark Theater	Up	City Hall	Left	Onondaga Historical Association	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
123	Wayfinding	Erie Canal Museum	Right	Little Italy	Up	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
124	Wayfinding	Clinton Square	Up	Federal Building	Up	Landmark Theater	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
125	Wayfinding	Armory Square/ MOST	Up	Franklin Square	Up	Federal Building	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
126	Wayfinding	Federal Building	Up	Hanover Square	Left	Landmark Theater	Left	*	*	H (D9-2)	Right	Add	No sign exists. Install a wayfinding sign.
127	Wayfinding	University Hill	Left	Landmark Theater	Up	Armory Square/ MOST	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
128	Wayfinding	Clinton Square	Left	Landmark Theater	Right	University Hill	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
129	Wayfinding	Armory Square/ MOST	Right	Columbus Circle	Left	Centro Bus Hub	Up	*	*	Post Office (RM-110); Library (I-8)	Up	Add	No sign exists. Install a wayfinding sign. Collocate Library (I-8) and Post Office (RM-110) signs to wayfinding sign.
130	Wayfinding	Columbus Circle	Up	Landmark Theater	Left	Centro Bus Hub	Right	*	*	Post Office (RM-110); Library (I-8)	Right	Add	No sign exists. Install a wayfinding sign. Collocate Library (I-8) and Post Office (RM-110) signs to wayfinding sign.
131	Wayfinding	Centro Bus Hub	Up	Oncenter/ Everson Museum	Up	University Hill	Up	*	*	Post Office (RM-110); Library (I-8)	Up	Add	No sign exists. Install a wayfinding sign. Collocate Library (I-8) and Post Office (RM-110) signs to wayfinding sign.
132	Wayfinding	Landmark Theater	Up	Columbus Circle	Up	Oncenter/ Everson Museum	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
133	Wayfinding	Oncenter/ Everson Museum	Up	Armory Square/ MOST	Right	Landmark Theater	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
134	Wayfinding	Landmark Theater	Up	Clinton Square	Up	University Hill	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
135	Wayfinding	Armory Square/ MOST	Up	Landmark Theater	Up	Oncenter/ Everson Museum	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
136	Wayfinding	Federal Building	Right	Landmark Theater	Up	Little Italy	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
137	Wayfinding	Armory Square/ MOST	Left	Franklin Square	Right	Syracuse Harbor & Amphitheater	Right	Destiny	Right	H (D9-2)	Right	Add	No sign exists. Install a wayfinding sign and attach a hospital sign.
138	Wayfinding	Clinton Square	Up	Armory Square/ MOST	Up	University Hill	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
139	Wayfinding	Franklin Square	Up and Left	Syracuse Harbor & Amphitheater	Up and Left	Little Italy	Up and Right	Destiny	Up and Left	H (D9-2)	Up and Right	Add	No sign exists. Install a wayfinding sign.
140	Wayfinding	Clinton Square	Left	Armory Square/ MOST	Up	University Hill	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
141	Wayfinding	Clinton Square	Up	University Hill	Right	Armory Square/ MOST	Right	Destiny	Left	H (D9-2)	Left	Add	No sign exists. Install a wayfinding sign.
142	Wayfinding	Clinton Square	Right	Franklin Square	Up	Syracuse Harbor & Amphitheater	Up	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
143	Wayfinding	Zoo	Up	Tipp Hill	Up	Syracuse Harbor & Amphitheater	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
144	Wayfinding	Zoo	Up	Armory Square/ MOST	Left	Syracuse Harbor & Amphitheater	Right	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
145	Wayfinding	Armory Square/ MOST	Up	University Hill	Up	Federal Building	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.

Table 1. (City) Wayfinding Sign Recommendations for City Roadways (See Map 1)

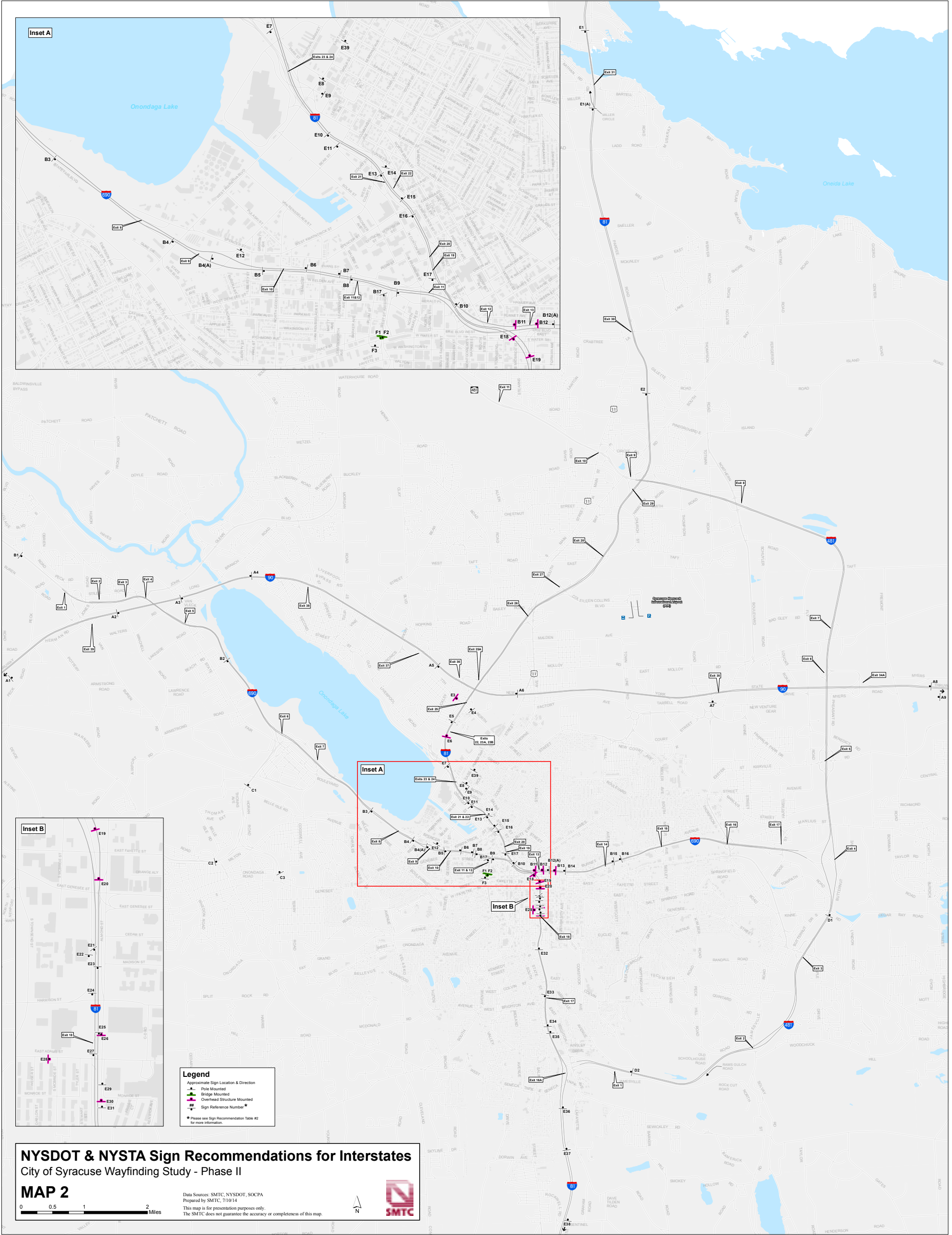
Sign Number	Type	Destination 1	D1 Arrow	Destination 2	D2 Arrow	Destination 3	D3 Arrow	Destination 4	D4 Arrow	Col- locate Guide Sign	Arrow	Replace, Add, Remove	NOTES* (*When "replacing" local guide signs with wayfinding signs - please note the suggested placement of new wayfinding sign on the corresponding map. The new sign is not always suggested to be replaced in the same location.)
146	Wayfinding	Armory Square/ MOST	Up	University Hill	Left	Zoo	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
147	Wayfinding	Armory Square/ MOST	Left	Zoo	Up	Syracuse Harbor & Amphitheater	Right	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
148	Wayfinding	Syracuse Harbor & Amphitheater	Up	Zoo	Left	University Hill	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
149	Wayfinding	Clinton Square	Up	Franklin Square	Up	Syracuse Harbor & Amphitheater	Up	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
150	Wayfinding	Landmark Theater	Left	Columbus Circle	Left	Oncenter/ Everson Museum	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
151	Wayfinding	MOST	Up	Landmark Theater	Left	Oncenter/ Everson Museum	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
152	Wayfinding	MOST	Up	Landmark Theater	Up	Oncenter/ Everson Museum	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
153	Wayfinding	Armory Square/MOST	Right	Landmark Theater	Up	University Hill	Up	Destiny	Left	*	*	Add	No sign exists. Install a wayfinding sign.
154	Existing Guide Sign	*	*	*	*	*	*	*	*	*	*	Remove	Remove existing Armory Square Guide Sign (co-located to traffic light pole).
155	Wayfinding	Zoo	Up	Tipp Hill	Up	Oncenter/ Everson Museum	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
156	Wayfinding	Clinton Square	Up	Armory Square/ MOST	Right	Syracuse Harbor & Amphitheater	Left	Destiny	Left	*	*	Add	No sign exists. Install a wayfinding sign.
157	Gateway Sign	*	*	*	*	*	*	*	*	*	*	Add	Add a "Welcome to Downtown Syracuse" gateway sign. Consider public art. Refer to Rochester Case Study Examples for additional gateway treatment options.
158	Wayfinding	Zoo	Right	Clinton Square	Left	Armory Square/ MOST	Left	*	*	H (D9-2)	Left	Add	Install a wayfinding sign. This location contains existing a gateway sign. Consider bridge as a gateway into Downtown and reference Rochester Case Study Examples. Remove Zoo guide sign from exit ramp.
159	Gateway Sign	*	*	*	*	*	*	*	*	*	*	Replace	Replace existing Downtown gateway sign to match new gateway signs. Consider improving façade of bridge with public art. Refer to Rochester Case Study Examples.
160	Wayfinding	Armory Square/ MOST	Left	Landmark Theater	Left	Oncenter/ Everson Museum	Up	*	*	H (D9-2)	Up	Replace	Replace existing Armory Square sign with a wayfinding sign.
161	Wayfinding	Downtown	Up	Armory Square/ MOST	Up	Oncenter/ Everson Museum	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
162	Gateway Sign	*	*	*	*	*	*	*	*	*	*	Add	Add a "Welcome to Downtown Syracuse" gateway sign. Consider improving façade of bridge with public art. Refer to Rochester Case Study Examples.
163	Wayfinding	Oncenter/ Everson Museum	Up	Centro Bus Hub	Up	University Hill	Up	*	*	H (D9-2)	Up	Replace	Remove existing Oncenter guide sign that is located in center median of West Street and replace with wayfinding sign on right hand side of the road.
164	Wayfinding	Downtown	Up	Clinton Square	Up	Armory Square/ MOST	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
165	Wayfinding	Zoo	Up	Syracuse Harbor & Amphitheater	Up	*	*	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
166	Wayfinding	Zoo	Left	Syracuse Harbor & Amphitheater	Right	*	*	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
167	Wayfinding	Downtown	Right	Clinton Square	Right	Syracuse Harbor & Amphitheater	Up	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.
168	Wayfinding	Zoo	Up	Downtown	Left	Clinton Square	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
169	Wayfinding	Zoo	Left	Syracuse Harbor & Amphitheater	Right	Downtown	Left	Destiny	Right	Airport (I-5)	Right	Add	No sign exists. Install a wayfinding sign. Add Airport I-5 sign to future Wayfinding Sign.
170	Wayfinding	Zoo	Right	Downtown	Up	Clinton Square	Up	Destiny	Left	*	*	Add	No sign exists. Install a wayfinding sign.
171	Wayfinding	Zoo	Up	Downtown	Left	Clinton Square	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
172	Wayfinding	Zoo	Left	Tipp Hill	Left	Syracuse Harbor & Amphitheater	Right	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
173	Wayfinding	Zoo	Left	Tipp Hill	Up	Syracuse Harbor & Amphitheater	Right	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
174	Wayfinding	Zoo	Up	Tipp Hill	Right	Armory Square/ MOST	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
175	Wayfinding	Downtown	Right	Armory Square/ MOST	Right	Oncenter/ Everson Museum	Right	Destiny	Up	*	*	Add	No sign exists. Install a wayfinding sign.

Table 1. (City) Wayfinding Sign Recommendations for City Roadways (See Map 1)

Sign Number	Type	Destination 1	D1 Arrow	Destination 2	D2 Arrow	Destination 3	D3 Arrow	Destination 4	D4 Arrow	Col- locate Guide Sign	Arrow	Replace, Add, Remove	NOTES* (*When "replacing" local guide signs with wayfinding signs - please note the suggested placement of new wayfinding sign on the corresponding map. The new sign is not always suggested to be replaced in the same location.)
176	Wayfinding	Zoo	Right	Burnet Park/Golf Course	Right	*	*	*	*	*	*	Replace	Remove existing Zoo Guide sign at northwest corner of Geddes Street and Seymour Street. Place new wayfinding sign in advance of intersection per MUTCD guidelines.
177	Wayfinding	Zoo	Right	Burnet Park/Golf Course	Right	Tipp Hill	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
178	Wayfinding	Zoo	Left	Burnet Park/Golf Course	Up	Tipp Hill	Up	*	*	*	*	Replace	Remove existing Zoo Guide sign and replace with a wayfinding sign.
179	Wayfinding	Downtown	Right	Armory Square/ MOST	Right	Oncenter/ Everson Museum	Right	Destiny	Right	*	*	Add	No sign exists. Install a wayfinding sign.
180	Wayfinding	Burnet Park	Left	Golf Course	Left	Tipp Hill	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
181	Wayfinding	Burnet Park	Right	Golf Course	Right	Zoo	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
182	Wayfinding	Zoo	Right	Burnet Park	Right	Golf Course	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
183	Wayfinding	Zoo	Up	Burnet Park	Up	Golf Course	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
184	Wayfinding	Zoo	Up	Burnet Park	Up	Golf Course	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign in front of Brooklyn Pickle.
185	Wayfinding	Burnet Park Entrance	Left	Golf Course Entrance	Left	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
186	Wayfinding	Zoo	Left	Burnet Park/Golf Course	Left	Tipp Hill	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
187	Wayfinding	Zoo	Right	Burnet Park/Golf Course	Right	Tipp Hill	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
188	Wayfinding	Burnet Park/Golf Course	Up	Zoo	Left	Tipp Hill	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
189	Wayfinding	Zoo	Up	Burnet Park	Up	Golf Course	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
190	Wayfinding	Burnet Park	Left	Golf Course	Left	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
191	Existing Guide Sign	*	*	*	*	*	*	*	*	*	*	Remove	Remove existing "Clinton Square" guide sign.
192	College Sign NYM8-5	Syracuse University	Left	SUNY Upstate Medical University	Left	SUNY ESF	Left	*	*	N/A	N/A	Add	No sign exists. Install a General Symbol Information Sign NYM8-5 with three Name Auxiliary Signs for each listed college.
193	H (D9-2)	Upstate	Left	Crouse	Left	VA	Left	*	*	N/A	N/A	Add	No sign exists. Install a General Service "H" Sign (D9-2) and hospital name auxiliary signs.
194	Wayfinding	University Hill	Left	Centro Bus Hub	Right	Armory Square/ MOST	Right	Destiny	Left	H (D9-2)	Left	Add	No sign exists. Install a wayfinding sign.
195	Wayfinding	Downtown/ Clinton Square	Right	Erie Canal Museum	Right	Oncenter/ Everson Museum	Up	*	*	H (D9-2) and NYM8-5	Up	Replace	Remove "Clinton Square" sign from corner of Water and Townsend. Install new wayfinding sign at northwest corner of Erie and Townsend. Co-locate "H" and "College Sign" to new sign.
196	Wayfinding	Downtown	Left	Armory Square/ MOST	Left	Oncenter/ Everson Museum	Left	Destiny	Left	*	*	Add	No sign exists. Install a wayfinding sign.
197	Wayfinding	Downtown	Left	Armory Square/ MOST	Left	Oncenter/ Everson Museum	Left	Destiny	Left	*	*	Add	No sign exists. Install a wayfinding sign.
198	Wayfinding	Downtown	Up	Clinton Square	Up	Zoo	Right	Destiny	Left	*	*	Add	No sign exists. Install a wayfinding sign.
199	Wayfinding	Downtown	Up	Armory Square/ MOST	Up	Zoo	Right	Destiny	Left	*	*	Add	No sign exists. Install a wayfinding sign.
200	Wayfinding	Landmark Theater	Right	Armory Square/ MOST	Right	Clinton Square	Right	*	*	Post Office (RM-110); Library (I-8)	Right	Add	No sign exists. Install a wayfinding sign. Collocate Library (I-8) and Post Office (RM-110) signs to wayfinding sign.
201	Wayfinding	Landmark Theater	Up	Armory Square/ MOST	Up	Clinton Square	Up	*	*	Post Office (RM-110); Library (I-8)	Up	Add	No sign exists. Install a wayfinding sign. Collocate Library (I-8) and Post Office (RM-110) signs to wayfinding sign.
202	Wayfinding	Armory Square/ MOST	Left	Columbus Circle	Right	Clinton Square	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
203	Wayfinding	Clinton Square	Up	Onondaga Historical Association	Right	University Hill	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
204	Wayfinding	Zoo	Left	*	*	*	*	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
205	Wayfinding	Armory Square/ MOST	Up	Little Italy	Right	Hanover Square	Left	*	*	*	*	Add	No sign exists. Install a wayfinding sign.

Table 1. (City) Wayfinding Sign Recommendations for City Roadways (See Map 1)

Sign Number	Type	Destination 1	D1 Arrow	Destination 2	D2 Arrow	Destination 3	D3 Arrow	Destination 4	D4 Arrow	Col- locate Guide Sign	Arrow	Replace, Add, Remove	NOTES* (*When "replacing" local guide signs with wayfinding signs - please note the suggested placement of new wayfinding sign on the corresponding map. The new sign is not always suggested to be replaced in the same location.)
206	Wayfinding	Little Italy	Left	Hanover Square	Right	Landmark Theater	Right	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
207	Wayfinding	Zoo	Up	Tipp Hill	Up	Syracuse Harbor & Amphitheater	Up	*	*	*	*	Add	No sign exists. Install a wayfinding sign.
208	Post Office (RM-110)	*	*	*	*	*	*	*	*	*	*	Add	No sign exists. Install a double-sided Post Office sign in front of the Post Office building.
209	Library (I-8)	*	*	*	*	*	*	*	*	*	*	Add	No sign exists. Install a double-sided Library sign in front of the Library.
210	Gateway Sign	Welcome to Downtown Syracuse	*	*	*	*	*	*	*	*	*	Add	No sign exists. Install a "Welcome to Syracuse" Gateway Sign. Review Rochester case study examples.
211	Guide Sign	"Discovery Trail Sign Assembly"	*	*	*	*	*	*	*	*	*	Remove	Remove old "Discovery Trail" sign assembly from I-81 off-ramp.
212	Gateway Sign	Welcome to Downtown Syracuse	*	*	*	*	*	*	*	*	*	Add	No sign exists. Install a "Welcome to Syracuse" Gateway Sign. Review Rochester case study examples. Consider placing sign between James Street and State Street at the southwest corner of the intersection against the bridge abutments. The bridge facades could be improved with public art and lighting to become a more welcoming gateway into downtown from James Street and from State Street. See Rochester case study examples.



This map serves as a placeholder only. You may find a high resolution digital version of this map in the CD attached to this report. You may also request a large printed copy of this map by contacting the Syracuse Metropolitan Transportation Council (SMTC). The SMTC is located at 126 N. Salina Street, Suite 100, Syracuse, NY 13202 and can be reached by calling 315-422-5716.

Table 2. Interstate Sign Recommendations (See Map 2)

Sign ID	Highway	Type	Suggested Text (Underlined text denotes "title of sign")	Arrow Direction/ Text	Replace, Add, Remove, Collocate	Responsible Agency	Notes
A1	NYS Thruway	Supplemental Guide Sign (Pole)	Greater Syracuse Metropolitan Area, NY - Next 6 Exits	N/A	Replace	NYSTA	Replace existing sign along NYS Thruway that says "Syracuse Next 6 Exits" with a sign that is more aesthetically pleasing to signify to drivers that they are entering the "Greater Syracuse Metropolitan Area, NY - Next 6 Exits." The design of sign A1 should be the same design as sign A9 and should be of high aesthetic quality. Although "Welcome to..." salutation signs are currently only permitted on conventional roadways, this is a good location for a welcome sign if one was ever permitted by the MUTCD. Provisions for an ornamental sign and/or landscaping if allowed per MUTCD and NYS Supplemental regulations should be considered.
A2	NYS Thruway	Supplemental Guide Sign (Pole)	Syracuse Airport 10 - Exit 36 (North); Downtown Syracuse 10 - Exit 36 (South)	See Suggested Text	Add	NYSTA	Install a supplemental guide sign 10 miles from the Airport on NYS Thruway heading east. Sign should be placed along Thruway east of the ramp once motorists have merged into eastbound traffic. May also list Downtown Syracuse as a second destination. The design of sign A2 should be the same design as sign A8.
A3	NYS Thruway	Supplemental Guide Sign White on Brown Section 2M.09 (Pole)	Historic Onondaga Lake Park - Syracuse, New York	N/A	Add	NYSTA	Install a white on brown sign at the border of the park that promotes the Historic Onondaga Lake Park in Greater Syracuse, New York. This sign should serve as an aesthetically pleasing white-on-brown ornamental sign to promote Syracuse and Onondaga Lake. The design of sign A3 should be the same design as sign A4.
A4	NYS Thruway	Supplemental Guide Sign White on Brown Section 2M.09 (Pole)	Historic Onondaga Lake Park - Syracuse, New York	N/A	Add	NYSTA	Install a white on brown sign at the border of the park that promotes the Historic Onondaga Lake Park in Greater Syracuse, New York. This sign should serve as an aesthetically pleasing white-on-brown ornamental sign to promote Syracuse and Onondaga Lake. The design of sign A3 should be the same design as sign A4.
A5	NYS Thruway	Supplemental Guide Sign (Pole)	Syracuse; Syracuse Airport	Exit 36	Replace	NYSTA	Replace existing "Airport Exit 36" sign with a new sign that also lists "Syracuse" or "City of Syracuse. Ensure there are signs directing motorists to the City of Syracuse and the Airport after they pass the toll terminal and before they enter I-81.
A6	NYS Thruway	Supplemental Guide Sign (Pole)	Syracuse; Syracuse Airport	Exit 36	Replace	NYSTA	Replace existing "Airport Exit 36" sign with a new sign that also lists "Syracuse" or "City of Syracuse. Ensure there are signs directing motorists to the City of Syracuse and the Airport after they pass the toll terminal and before they enter I-81.
A7	NYS Thruway	Supplemental Guide Sign (Pole)	Syracuse Airport	NYS Thruway West	Add	NYSDOT	Install a supplemental guide sign directing motorists to the Airport via 90 West. May want to consider placing guide signs directing motorists from hotels to airport via Carrier Circle and the NYS Thruway.
A8	NYS Thruway	Supplemental Guide Sign (Pole)	Syracuse Airport 10 - Exit 36 (North); Downtown Syracuse 10 - Exit 36 (South)	See Suggested Text	Add	NYSTA	Install a new supplemental guide sign 10 miles from Airport on NYS Thruway heading west. Place sign along Thruway east of Fremont Road. May include a second destination on the sign; perhaps list Downtown Syracuse. The design of sign A2 should be the same design as sign A8.
A9	NYS Thruway	Supplemental Guide Sign (Pole)	Greater Syracuse Metropolitan Area, NY - Next 6 Exits	N/A	Replace	NYSTA	Replace existing sign along NYS Thruway that says "Syracuse Next 6 Exits" with a sign that is more aesthetically pleasing to signify to drivers that they are entering the "Greater Syracuse Metropolitan Area, NY - Next 6 Exits." The design of sign A1 should be the same design as sign A9 and should be of high aesthetic quality. Although "Welcome to..." salutation signs are currently only permitted on conventional roadways, this is a good location for a welcome sign if one was ever permitted by the MUTCD. Provisions for an ornamental sign and/or landscaping if allowed per MUTCD and NYS Supplemental regulations should be considered.
B1	I-690	Supplemental Guide Sign (Pole)	Syracuse Airport - Take NYS Thruway to Exit 36	N/A	Add	NYSDOT	Install a supplemental guide sign. Place sign 800' beyond existing sign that references the NYS Thruway. May include a second destination on the sign; perhaps list Syracuse.
B2	I-690	Supplemental Guide Sign (Pole)	Syracuse Airport 10	N/A	Add	NYSDOT	Install a new supplemental guide sign 10 miles from airport (800' from existing supplemental guide sign in this area). May include a second destination on the sign; perhaps list Syracuse or NYS Fairgrounds.
B3	I-690	Supplemental Guide Sign (Pole)	Syracuse Airport / Syracuse Harbor - Exit 9	Exit 9	Add	NYSDOT	Install a new supplemental guide sign south of Willis Ave. The design of sign B3 is the same design as sign B4.
B4	I-690	Supplemental Guide Sign (Pole)	Syracuse Airport / Syracuse Harbor - Exit 9	Exit 9	Add	NYSDOT	Sign does not currently exist. Add new sign before Exit 9. The design of sign B3 is the same design as sign B4.
B4A	I-690	Supplemental Guide Sign (Pole)	Syracuse, New York	N/A	Add	NYSDOT	Place sign in center median that says: "Syracuse, NY". If the MUTCD ever allows salutations on signs along the interstate have it say: "Welcome to Syracuse, NY". This sign should be of high aesthetic quality and should contain ornamental landscaping.
B5	I-690	Supplemental Guide Sign (Pole)	Downtown/ Clinton Square / Armory Square	Exit 12	Replace	NYSDOT	Replace existing "Oncenter Sign" with a new one that lists Downtown, Clinton Square, and Armory Square. The design of sign B5 is the same design as sign B8.
B6	I-690	General Information Guide Sign (Pole)	Zoo (Left Arrow) / Syracuse Harbor - Syracuse Airport (Right Arrow)	N/A	Replace	NYSDOT	Replace existing Zoo sign along the exit ramp to also include Syracuse Harbor and Airport.
B7	I-690	Supplemental Guide Sign (Pole)	Zoo/ Syracuse Harbor/ Airport	Exit 10	Replace	NYSDOT	Replace existing guide sign so that it now reads "Zoo", "Syracuse Harbor", and "Airport".
B8	I-690	Supplemental Guide Sign (Pole)	Downtown/ Clinton Square / Armory Square	Exit 12	Add	NYSDOT	Install a sign before Exit 12. The design of sign B5 is the same design as sign B8.
B9	I-690	Supplemental Guide Sign (Pole)	Syracuse University/ Oncenter/ Everson Museum/ Hospital	Next Right	Replace	NYSDOT	Replace existing "Oncenter /Syracuse University - Next Right" Sign with a new one that also lists the Everson Museum and Hospital.
B10	I-690	Supplemental Guide Sign (Pole)	Clinton Square/Armory Square	Exit 11	Add	NYSDOT	Install a Supplemental Guide Sign on I-690 westbound before Exit 11. Sign does not currently exist.
B11	I-690	Destination Guide Sign (Overhead)	<u>Downtown Exit 13</u> Oncenter/Everson - Collocate H (D9-2)	N/A	Replace	NYSDOT	Replace existing overhead sign along the off-ramp with a new sign. Title sign "Downtown Exit 13" and list Oncenter and Everson and add a H (D9-2) sign. Do not list Syracuse University on this sign.
B12	I-690	Advance Guide Sign (Overhead)	<u>Downtown Exit 13</u> Oncenter/Everson - Collocate H (D9-2); Watertown/Syracuse Airport Use I-81 North	N/A	Replace	NYSDOT	Modify existing overhead signs to indicate that Exit 13 is the Townsend Street Downtown Exit. If possible, indicate: Oncenter, Everson Museum, Hospital. Also, indicate that Watertown and Syracuse Airport use I-81 North.

Table 2. Interstate Sign Recommendations (See Map 2)

Sign ID	Highway	Type	Suggested Text (Underlined text denotes "title of sign")	Arrow Direction/ Text	Replace, Add, Remove, Collocate	Responsible Agency	Notes
B12A	I-690	Supplemental Guide Sign (Pole)	Syracuse, New York	N/A	Add	NYSDOT	Add sign that says: "Syracuse, New York" near or on the old train station platform. If the MUTCD ever allows salutations on signs along the interstate have it say: "Welcome to Syracuse, NY". This sign should be of high aesthetic quality. Consider placing a white on brown sign if one is placed with the railroad station. If the railroad station platform is ever rehabbed in the future consideration should be given to use it as a gateway icon for the city. Perhaps it could include a Syracuse, NY sign.
B13	I-690	Advance Guide Sign (Overhead)	<u>Downtown Exit 13</u> Oncenter/Everson - Collocate H (D9-2); Watertown/Syracuse Airport Use I-81 North	N/A	Replace	NYSDOT	Modify existing overhead signs to indicate that Exit 13 is the Townsend Street Downtown Exit. If possible, indicate: Oncenter, Everson Museum, Hospital. Also, indicate that Watertown and Syracuse Airport use I-81 North.
B14	I-690	Supplemental Guide Sign (Pole)	<u>Downtown Exit 13</u> Oncenter/Everson - Collocate H (D9-2)	N/A	Replace	NYSDOT	Replace existing sign with a new one. Please note that the existing sign lists Syracuse University. SU will not be listed on the replacement sign as motorist will now be directed to the Teall Avenue Exit.
B15	I-690	Supplemental Guide Sign (Pole)	<u>University Hill</u> Syracuse University/SUNY ESF/SUNY Upstate	Left	Add	NYSDOT	No Sign exists. Install information guide sign along the Exit 14 off-ramp westbound.
B16	I-690	Destination Guide Sign (Pole)	<u>University Hill Exit 14</u> Syracuse University/SUNY ESF/SUNY Upstate	N/A	Add	NYSDOT	No sign exists. Install a sign before Exit 14 that directs motorists to University Hill (SU, ESF, Upstate).
B17	I-690 Off Ramp	Destination Guide Sign (Pole)	Downtown/ Clinton Square / Armory Square	Left	Replace	NYSDOT	Replace existing "Downtown" sign on the ramp.
C1	695	Supplemental Guide Sign (Pole)	Baldwinsville Keep Right; Syracuse/ Airport Keep Left	N/A	Replace	NYSDOT	Replace existing Baldwinsville Keep Right sign to also indicate Syracuse/Airport Keep Left.
C2	5	Supplemental Guide Sign (Pole)	Airport/Syracuse	Use I-690 East	Add	NYSDOT	Add new supplemental guide sign that says AIRPORT Use I-690 East to Exit 9. May consider adding a second destination to the sign such as Syracuse.
C3	5	Supplemental Guide Sign (Pole)	Airport/Syracuse	Use I-690 East	Add	NYSDOT	Add new supplemental guide sign that says AIRPORT Use I-690 East to Exit 9. May consider adding a second destination to the sign such as Syracuse.
D1	I-481	Supplemental Guide Sign (Pole)	Syracuse Airport	Use Exit 9S to 81 S	Add	NYSDOT	Install a new supplemental guide sign that says AIRPORT. Add in number of miles and if necessary add "Use Exit 9S to 81S".
D2	I-481	Supplemental Guide Sign (Pole)	Syracuse Airport	Use I-81 North	Add	NYSDOT	Sign does not currently exist. Add new sign across from OCRA between the two overhead signs.
E1	I-81	Supplemental Guide Sign (Pole)	Greater Syracuse Metropolitan Area	N/A	Add	NYSDOT	Add a new sign before Exit 31. The sign should say: "Greater Syracuse Metropolitan Area". This sign should be placed along the southbound lane before the bridge over the river.
E1A	I-81	Supplemental Guide Sign (Pole)	Syracuse Airport 10	N/A	Add	NYSDOT	Install a new supplemental guide sign 10 miles from airport (to be viewed by motorists coming from the hamlet of Brewerton). May include a second destination on the sign; perhaps list Syracuse.
E2	I-81	Supplemental Guide Sign (Pole)	Syracuse Airport 5	N/A	Add	NYSDOT	Install a new supplemental guide sign 5 miles from airport (the sign could be located 800 feet from the existing sign that states SYR Area Exits 28-17). May include a second destination on the sign; perhaps list Syracuse.
E3	7th North Street	Advance Guide Sign (Overhead)	Airport (I-5)	I-81 North Next Left	Collocate	NYSDOT	This overhead sign is located on the 7th North Street Bridge over I-81. A sign could be placed to direct motorists traveling east to Syracuse Airport I-81 North (Left lane). Co-locate I-5 sign to existing structure.
E4	7th North Street	Supplemental Guide Sign (Pole)	Airport (I-5)	I-81 North Next Right	Collocate	NYSDOT	Add I-5 Airport Sign - Next Right to existing guide sign on 7th North Street (eastbound) at I-81 North onramp.
E5	I-81	Supplemental Guide Sign (Pole)	Zoo / Syracuse Harbor	Exit 22	Replace	NYSDOT	Replace existing Zoo Exit 22 sign with a new sign that also lists the Syracuse Harbor.
E6	I-81	Advance Guide Sign (Overhead)	Syracuse Airport	Exits 27-28	Replace	NYSDOT	This overhead sign is located just north of the I-81 bridges over the Onondaga Lake Parkway. Install an Airport sign directing motorists to Exits 27-28 (North Syracuse).
E7	Park Street	Supplemental Guide Sign (Pole)	NBT Bank Stadium (Collocate Regional Market Sign)	Up	Collocate	NYSDOT	This sign exists along Park Street in Syracuse at the bottom of the exit ramp. Collocate Regional Market sign to existing NBT Bank Stadium Sign.
E8	Hiawatha Blvd	Supplemental Guide Sign (Pole)	Collocate "Baseball Stadium" to existing sign assembly	Left	Collocate	NYSDOT	Sign currently exists. Collocate ("Baseball Stadium" with a left arrow) below sign assembly.
E9	North Salina Street	Supplemental Guide Sign (Pole)	Collocate Regional Market/ Baseball Stadium to existing sign	Up and Right	Collocate	NYSDOT	Collocate Regional Market and NBT Bank Stadium Sign to existing Bus & Train Station sign.
E10	I-81	Supplemental Guide Sign (Pole)	Syracuse Harbor (Exit 21) / Downtown (Exits 20 and 19)	Exit 21	Add	NYSDOT	Add Syracuse Harbor sign before the Bear Street Bridge.
E11	I-81	General Information Guide Sign (Pole)	Zoo / Syracuse Harbor	Right	Replace	NYSDOT	Replace existing Zoo (Right) sign with a new sign that also lists the Syracuse Harbor (Right) along the off-ramp leading to Bear Street.
E12	I-690 Exit 9 Ramp	Supplemental Guide Sign (Pole)	Bus and Train Station/Airport/Syracuse Harbor	See Note	See Note	NYSDOT	This sign lists the Regional Transportation Center - all of the other signs have been updated to say Bus & Train Station. Also collocate Airport sign with an up arrow and a Syracuse Harbor sign with a right arrow to the sign assembly.
E13	I-81	Supplemental Guide Sign (Pole)	Syracuse Harbor (Right)/ Downtown (Exits 20 and 19)	See Suggested Text	Add	NYSDOT	Install a sign before off ramp. (Exit 21 is a short exit ramp that turns into a local road. There is a proposed wayfinding sign at the end of the road.)
E14	I-81	Supplemental Guide Sign (Pole)	Syracuse Harbor/ Zoo	Left	Add	NYSDOT	Install a sign at end of ramp.

Table 2. Interstate Sign Recommendations (7-10-14)

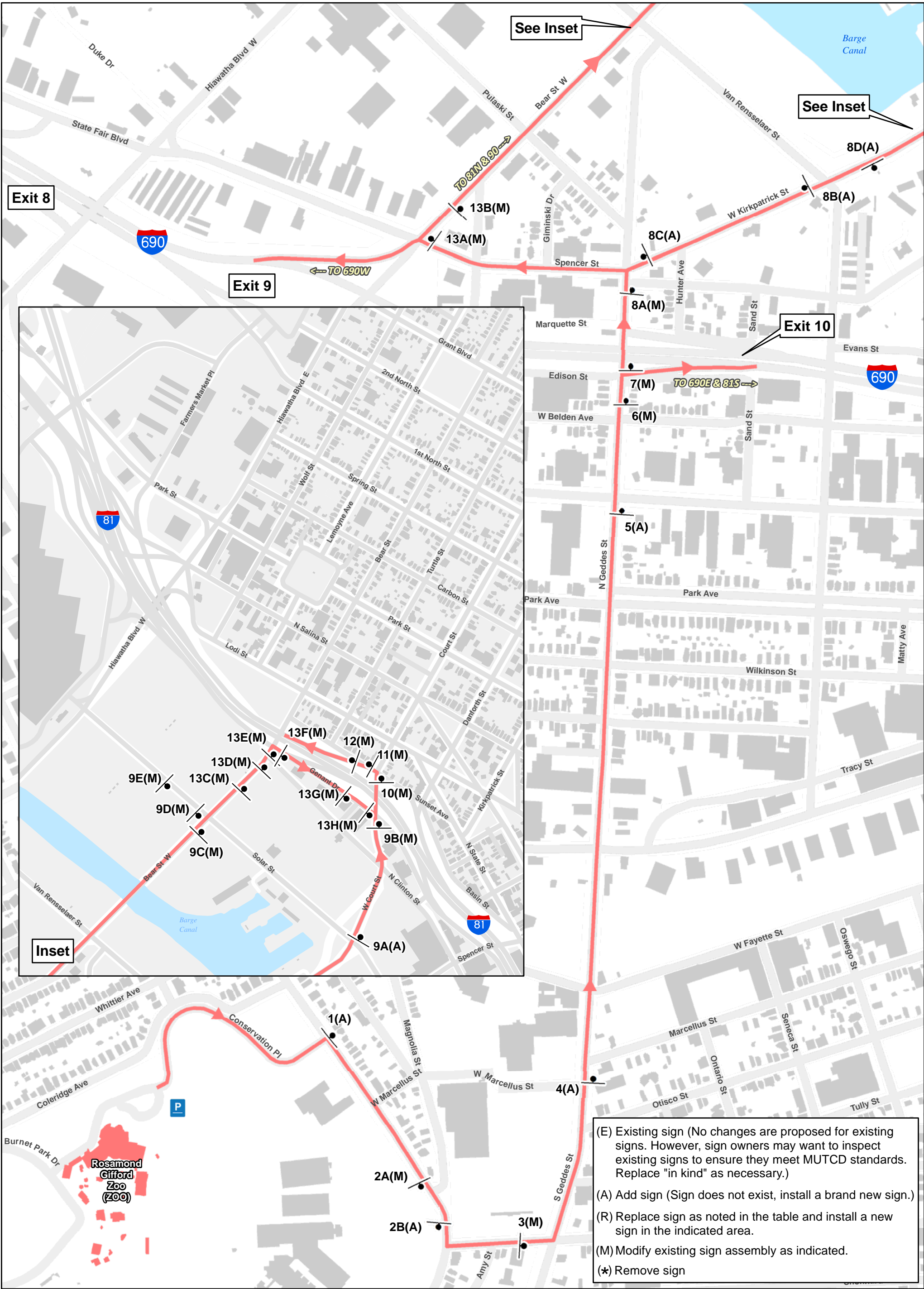
Table 2. Interstate Sign Recommendations (See Map 2)

Sign ID	Highway	Type	Suggested Text (Underlined text denotes "title of sign")	Arrow Direction/ Text	Replace, Add, Remove, Collocate	Responsible Agency	Notes
E15	I-81	Supplemental Guide Sign (Pole)	<u>Exit 22</u> - Syracuse Harbor/ Zoo	Exit 22	Add	NYSDOT	Install a sign after the Spencer Street bridge.
E16	I-81	Supplemental Guide Sign (Pole)	<u>Downtown Exits</u> Armory Square/MOST (Exit 20); Clinton Square/ Franklin Square/ Little Italy/ "H" (Exit 19)	See Suggested Text	Add	NYSDOT	Install sign after Spencer Street bridge.
E17	I-81	Supplemental Guide Sign (Pole)	Downtown/ Clinton Square (Up); Franklin Square/ Little Italy /Armory Square/ Hospital (Right)	See Suggested Text	Add	NYSDOT	Install sign after Butternut Street Bridge.
E18	I-81	Destination Guide Sign (Overhead)	<u>Downtown - University Hill Exit 18</u> Oncenter/Syracuse University/Hospital	See Suggested Text	Replace	NYSDOT	Replace existing overhead sign with a new one.
E19	I-81	Advance Guide Sign (Overhead)	Syracuse Airport	Down	Replace	NYSDOT	Existing Structures - Consider replacing I-81 to Watertown sign with new sign that directs motorists to Watertown and the Syracuse Airport.
E20	I-81	Advance Guide Sign (Overhead)	Syracuse Airport	Down	Replace	NYSDOT	Existing Structures - Consider replacing I-81 to Watertown sign with new sign that directs motorists to Watertown and the Syracuse Airport.
E21	Under Viaduct	General Symbol Information Sign NYM8-5 (Pole)	Collocate Syracuse University Auxiliary Name Sign to existing assembly.	Left	Collocate	NYSDOT	Add Syracuse University auxiliary name sign to the existing assembly.
E22	I-81 Off Ramp	Supplemental Guide Sign (Pole)	<u>Downtown</u> - Oncenter/ Everson Museum	Right	Replace	NYSDOT	Replace existing Guide sign to now include Downtown, Oncenter, Everson Museum.
E23	Under Viaduct	General Symbol Information Sign NYM8-5 (Pole)	Collocate Syracuse University Auxiliary Name Sign to existing assembly.	Keep Left	Add	NYSDOT	Add Syracuse University auxiliary name sign to the existing assembly.
E24	I-81	Supplemental Guide Sign (Pole)	<u>University Hill</u> - Adams Street/ Syracuse University (up) ; <u>Downtown</u> - Oncenter/Everson Museum (right)	See Suggested Text	Replace	NYSDOT	Replace S.U./Adams Street guide sign with new information guide sign and update destinations per suggested text. This sign exists on Almond Street under I-81 viaduct.
E25	Under Viaduct	General Symbol Information Sign NYM8-5 (Pole)	Collocate Syracuse University Auxiliary Name Sign to existing assembly.	Left	Collocate	NYSDOT	Add Syracuse University auxiliary name sign to the existing assembly.
E26	Almond Street	Destination Guide Sign (Overhead)	<u>Downtown</u> - Oncenter/Everson Museum	Left	Replace	NYSDOT	Replace existing sign with a new one. Also, there is an Everson Museum sign collocated to the structure. Remove that sign as it is damaged and would no longer be needed.
E27	Under Viaduct	General Service Sign D9-2 (Pole)	Upstate/Crouse/VA	Left	Collocate	NYSDOT	Consider collocating Upstate/VA/Crouse auxiliary name signs to existing D9-2 sign.
E28	Adams Street	Overhead Guide Sign (Overhead)	<u>University Hill</u> Syracuse University/SUNY ESF/SUNY Upstate - Collocate H (D9-2)	Up	Replace	NYSDOT	Replace existing overhead sign that says Medical Complex.
E29	I-81	General Information Guide Sign (Pole)	Collocate Syracuse University Auxiliary Name Sign to existing assembly.	Right	Collocate	NYSDOT	Add Syracuse University auxiliary name sign to the existing assembly.
E30	I-81	Supplemental Guide Sign (Overhead)	<u>Downtown</u> - Harrison St/ Oncenter Everson (Up); <u>University Hill</u> - Adams St (Right)/ Hospitals (Right)	See Suggested Text	Replace	NYSDOT	Replace existing sign with a new one.
E31	I-81	Destination Guide Sign (Pole)	See Note	See Note	Remove	NYSDOT	Remove existing OnTrack sign from Exit 18 off-ramp.
E32	I-81	Supplemental Guide Sign (Pole)	<u>Downtown & University Hill - Exit 18</u> Oncenter/ Everson Museum/ Syracuse University/ESF/ Hospital (D9-2)	See Suggested Text	Replace	NYSDOT	Replace existing sign with a new one. Current sign says S.U./ Oncenter/ H.
E33	I-81	Supplemental Guide Sign (Pole)	Collocate Auxiliary Name Sign of Hospital to existing D9-2 sign.	See Suggested Text	Collocate	NYSDOT	This is an existing sign. Please collocate hospital name to existing sign if possible. (Community Hospital Upstate Campus on Onondaga Hill). Check with hospital for preferred name.
E34	I-81	Supplemental Guide Sign (Pole)	Downtown & University Hill - Exit 18 Oncenter/ Everson Museum/ Syracuse University/ESF/ Hospital (D9-2)	See Suggested Text	Replace	NYSDOT	Replace existing sign with a new one.
E35	I-81	Destination Guide Sign (Light Pole)	See Note	See Note	Remove	NYSDOT	Remove existing NYM8-5 from light pole (Pole Number - 9626).
E36	I-81	Supplemental Guide Sign (Pole)	Syracuse Airport (Exit 27); Zoo Use I-690 West	Exit 27	Replace	NYSDOT	Existing sign that says "Zoo Use I-690 West" should be replaced with a larger sign that also says "Airport Exit 27".
E37	I-81	Supplemental Guide Sign (Pole)	Syracuse Airport (Exit 27); Zoo Use I-690 West	Exit 27	Replace	NYSDOT	Existing sign that says "Airport Exit 27" should be replaced with a larger sign that also says "Zoo Use I-690 West".
E38	I-81	Supplemental Guide Sign (Pole)	Greater Syracuse Metropolitan Area	N/A	Add	NYSDOT	Add a new sign approximately 800 feet before the northbound "Nedrow Exit 16" sign. The sign should say: "Greater Syracuse Metropolitan Area". This sign should be placed before the bend along I-81 before a motorist can view the City of Syracuse (off in the distance). Once the motorist travels beyond the sign and around the bend, the valley opens up a view of the valley with the City of Syracuse. This sign should be of high aesthetic quality and is intended to let the motorist know which city they are approaching. Perhaps, if allowed, the sign could be similar in nature to the white-on-brown signs that say: "Entering Erie Canalway National Historical Corridor."

Table 2. Interstate Sign Recommendations (7-10-14)

Table 2. Interstate Sign Recommendations (See Map 2)

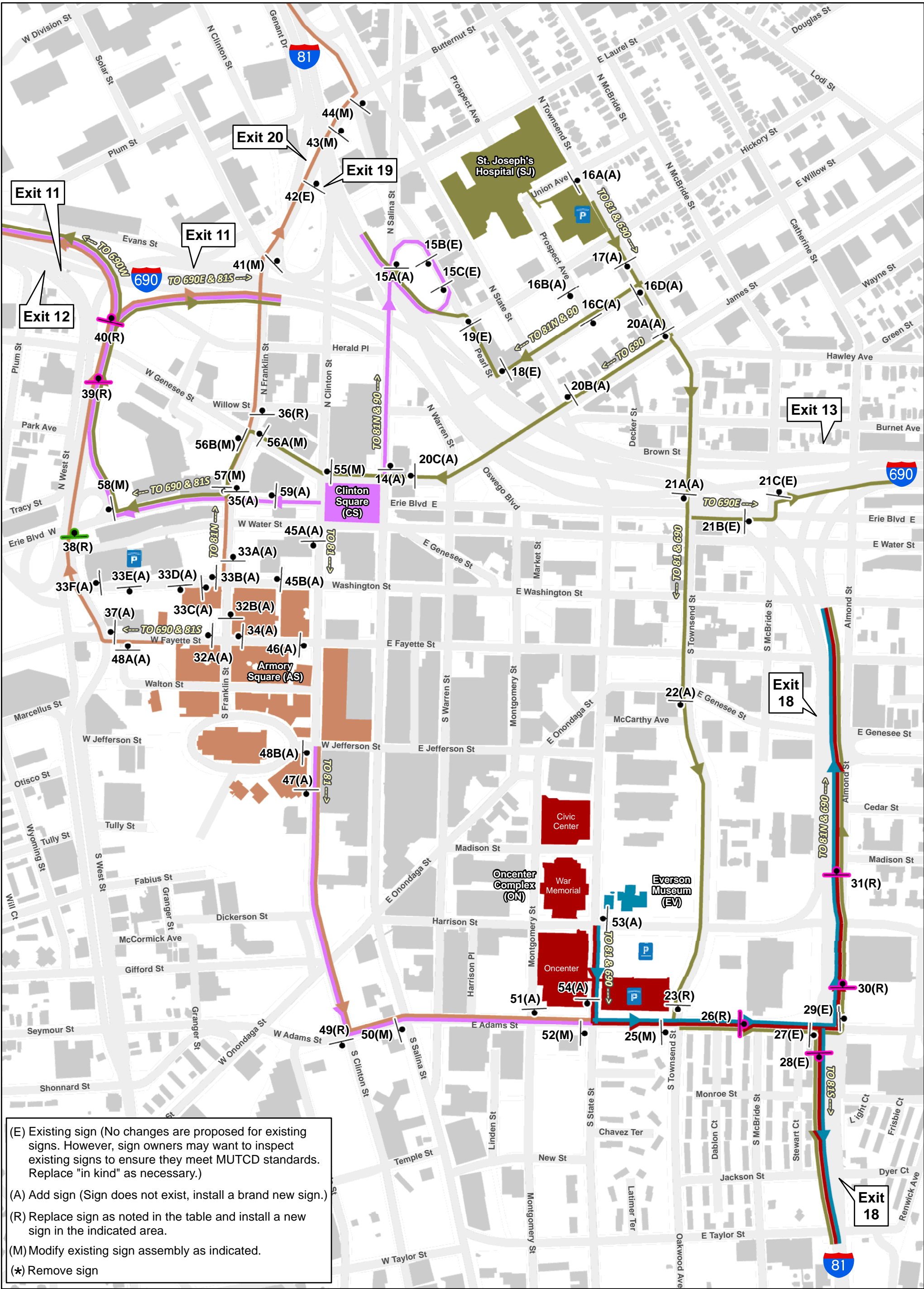
Sign ID	Highway	Type	Suggested Text (Underlined text denotes "title of sign")	Arrow Direction/ Text	Replace, Add, Remove, Collocate	Responsible Agency	Notes
E39	Hiawatha Blvd	Supplemental Guide Sign (Pole)	NBT Bank Stadium	Left	Add	NYSDOT	Install a NBT Bank Stadium sign with a left arrow at Hiawatha Blvd between Spring Street and 1st North Street.
F1	West Street	Destination Guide Sign (Bridge)	<u>Downtown</u> - Erie Boulevard/Clinton Square	Right	Replace	NYSDOT	Replace existing sign with a new one that also lists Clinton Square. The sign is mounted to the bridge.
F2	West Street	Destination Guide Sign (Bridge)	<u>Downtown</u> - Fayette Street/ Armory Square	500 Feet	Replace	NYSDOT	Replace existing sign with a new one that also lists Armory Square. The sign is mounted to the bridge.
F3	West Street	Supplemental Guide Sign (Pole)	Downtown/Clinton Square	Right	Add	NYSDOT	Install a new sign that lists Downtown and Clinton Square (Right) on the off ramp to Erie Boulevard.



Rosamond Gifford Zoo Area NYSDOT Route Sign Recommendations

City of Syracuse Wayfinding Study - Phase II

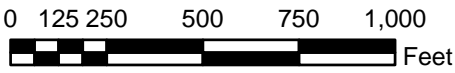
MAP 3A



Downtown Syracuse Area NYSDOT Route Sign Recommendations

City of Syracuse Wayfinding Study - Phase II

MAP 3B



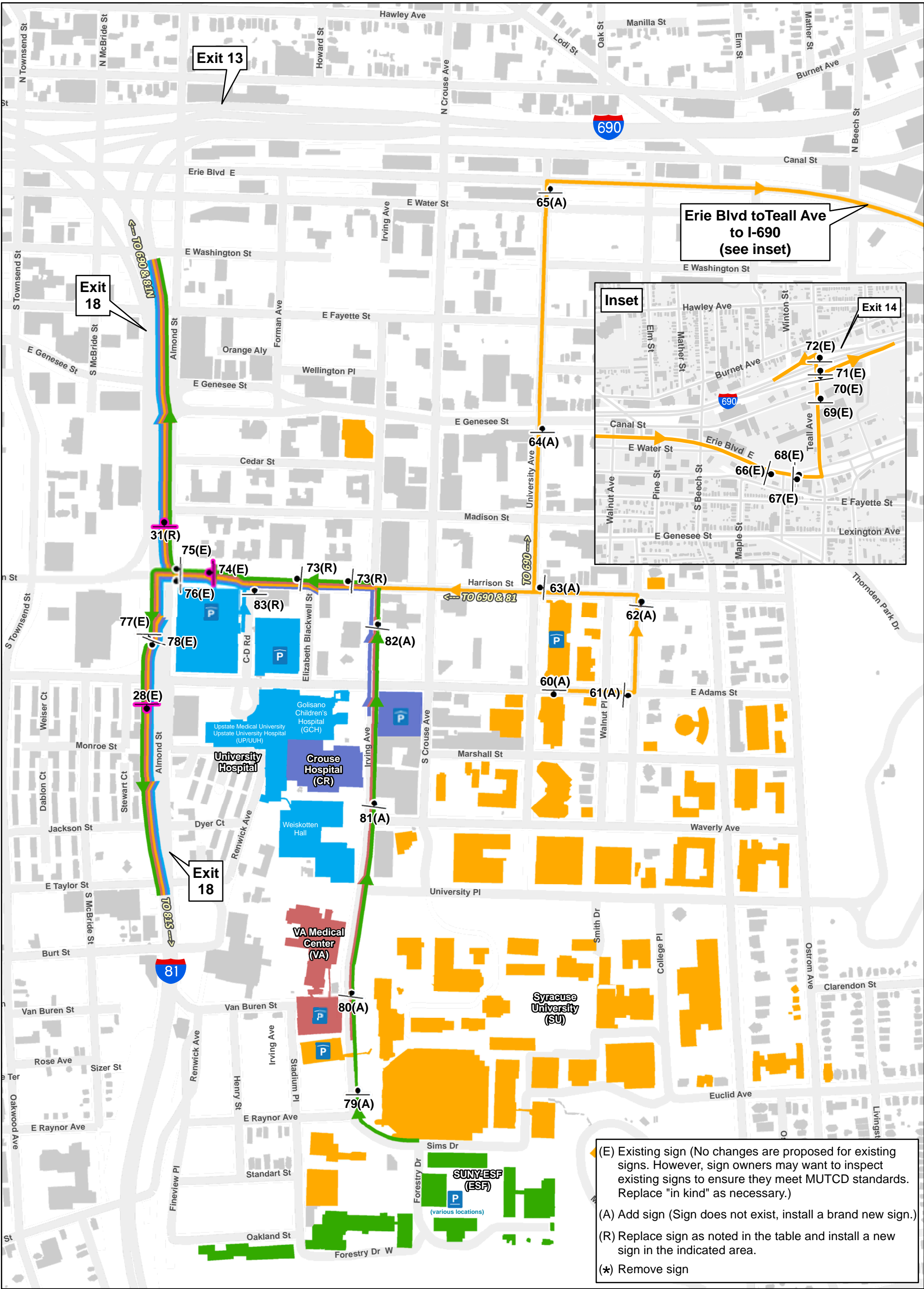
Data Sources: SMTC, NYSDOT, SOCPA
Prepared by SMTC, 7/10/14
This map is for presentation purposes only.
The SMTC does not guarantee the accuracy or completeness of this map.

Legend

- Approximate Sign Location & Direction**
- Pole Mounted
 - Bridge Mounted
 - Overhead Structure Mounted
 - Parking Garage
 - Parking Lot

- Building Footprint
- Routes from Clinton Square (CS)
- Routes from Armory Square (AS)
- Routes from Oncenter (ON)
- Routes from Everson Museum (EV)
- Routes from St. Joseph's Hospital (SJ)
- ## Sign Reference Number*

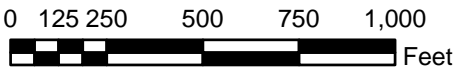
* Please see Sign Recommendation Table #3 for more information.



University Hill Area NYSDOT Route Sign Recommendations

City of Syracuse Wayfinding Study - Phase II

MAP 3C



Data Sources: SMTC, NYSDOT, SOCPA
Prepared by SMTC, 7/10/14

This map is for presentation purposes only.
The SMTC does not guarantee the accuracy or completeness of this map.

* Please see Sign Recommendation Table #3 for more information.

Table 3. NYSDOT Route Sign Recommendations (See Map 3A, 3B, and 3C)

Sign No.	Shield(s) Sign Assembly 1 (See footnote)	#1 Arrow Direction	Shield(s) Sign Assembly 2 (See footnote)	#2 Arrow Direction	Modify, Replace, Add, Remove	Collocate Sign (See footnote)	Arrow Direction	Notes (See footnote)
1	690/81/90	Right	*	*	Add	*	*	No sign exists. Install a sign.
2A	690/81/90	Up and Left	*	*	Modify	*	*	Add NYS Thruway Sign to existing sign assembly.
2B	690/81/90	Left	*	*	Add	*	*	No sign exists. Install a sign.
3	690/81/90	Left	*	*	Modify	*	*	Add NYS Thruway Sign to existing sign assembly.
4	690/81/90	Up	*	*	Add	*	*	No sign exists. Install a new sign assembly.
5	690/81/90	Up	*	*	Add	*	*	No sign exists. Install a new sign assembly.
6	690 East/81 South	Right	*	*	Modify	*	*	Add I-81 South Sign to existing sign assembly.
7	690West/90/81 North	Up	*	*	Modify	*	*	Add NYS Thruway Sign to existing sign assembly.
8A	690 West/90/81 North	Left	*	*	Modify	Airport I-5	Left	Add NYS Thruway Sign to existing sign assembly.
8B	690	Up	*	*	Add	*	*	No sign exists. Install a sign.
8C	690 East	Left	690 West	Up	Add	*	*	No sign exists. Install a sign.
8D	690	Right	81/90	Left	Add	*	*	No sign exists. Install a sign across from the Inner Harbor driveway exit.
9A	81/90	Up	*	*	Add	*	*	No sign exists. Install a sign.
9B	81 North/90	Up	81 South	Right	Modify	Airport I-5	Up	Add NYS Thruway Sign and Airport (I-5) Sign to existing sign assembly.
9C	81	Up	*	*	Modify	Airport I-5	Up	Add Airport (I-5) Sign to existing I-81 Sign.
9D	81/690 East	Left	690 West	Right	Modify	*	*	Modify existing sign assembly by removing "South" from the I-81. Add 690 West.
9E	81/690 East	Up and Left	690 West	Up and Right	Modify	*	*	Modify existing sign assembly by removing "South" from the I-81. Add 690 West.
10	81 North/90	Left	*	*	Modify	Airport I-5	Left	Add NYS Thruway Sign and Airport (I-5) Sign to existing sign assembly.
11	81 North/90	Left	*	*	Modify	Airport I-5	Left	Add NYS Thruway Sign and Airport (I-5) Sign to existing sign assembly.
12	81 North/90	Left	*	*	Modify	Airport I-5	Left	Add NYS Thruway Sign and Airport (I-5) Sign to existing sign assembly.
13A	690 West/90	Left	81	Right	Modify	Airport I-5	Right	Add Airport I-5 sign to existing sign assembly.
13B	81	Up	*	*	Modify	Airport I-5	Up	Add Airport I-5 sign to existing sign assembly.
13C	81/90/690 East	Up	*	*	Modify	Airport I-5	Up	Add NYS Thruway Sign and Airport (I-5) Sign to existing sign assembly.
13D	81/90/690 East	Up and Right	*	*	Modify	Airport I-5	Up and Right	Indicate 690 EAST (not To 690). Thus, add "EAST" to 690 sign. Also, add NYS Thruway Sign and Airport I-5 Sign to existing assembly.
13E	81/90/ 690 East	Right	*	*	Modify	Airport I-5	Right	Indicate 690 EAST (not To 690). Thus, add "EAST" to 690 sign. Also, add NYS Thruway Sign and Airport I-5 Sign to existing assembly.
13F	81 South/690 East	Left	81 North/90	Up	Modify	Airport I-5	Up	Add NYS Thruway Sign and Airport (I-5) Sign to existing sign assembly.
13G	81 North/90	Up	*	*	Modify	Airport I-5	Up	Add NYS Thruway Sign and Airport (I-5) Sign to existing sign assembly.
13H	81 North/90	Left	*	*	Modify	Airport I-5	Left	Add NYS Thruway Sign and Airport (I-5) Sign to existing sign assembly.
14	81 North/90	Up	*	*	Add	*	*	No sign exists. Install a sign.
15A	81 North/90	Right	*	*	Add	*	*	No sign exists. Install a sign.
15B	81 North - Jct	*	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance. Consider removing.
15C	81 North/90	Right	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
16A	81/690/90	Right	*	*	Add	*	*	No sign exists. Install a sign. If possible, place next to stop sign at SW corner.
16B	81/690/90	Up	*	*	Add	*	*	No sign exists. Install a sign.
16C	81 North/90	Right	690/81 South	Left	Add	*	*	No sign exists. Install a sign.
16D	690/81 South	Right	*	*	Add	*	*	No sign exists. Install a sign.
17	81 North/90	Right	690/81 South	Up	Add	*	*	No sign exists. Install a sign.
18	81 North/90	Right	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
19	81 North/90	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
20A	690 East/81 South	Up	690 West/81 North/90	Right	Add	*	*	No sign exists. Install a sign.
20B	81 North/ 90	Right	690	Up	Add	*	*	No sign exists. Install a sign.
20C	81 North/ 90	Right	690	Up	Add	*	*	No sign exists. Install a sign.
21A	690 East	Left	81/90/690 West	Up	Add	*	*	No sign exists. Install a sign.
21B	690 East	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
21C	690 East	Right	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
22	81/690/90	Up	*	*	Add	*	*	No sign exists. Install a sign.
23	690/81 North/90	Left (Left Lane)	81 South	Left (Right Lane)	Replace	*	*	Replace two existing signs with a single assembly. Use Auxiliary Sign indicating lane.
24	*	*	*	*	*	*	*	Please note there is no sign #24.
25	81/690/90	Up	*	*	Modify	*	*	Add New York State Thruway Sign and I-690 Sign to existing I-81 Sign.
26	690/81 North/90	Left	81 South	Keep Right	Replace	*	*	Replace overhead signs to indicate directions given. (i.e., Add NYS Thruway Sign.) Note far left lane for I-690 West. The other left turning lane should note I-690 East.
27	81 South	Right	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
28	81 South	Down	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
29	690/81 North/90	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
30	690 West/81 North/90	Down	690 East	Down	Replace	*	*	Replace overhead signs as necessary. (Add NYS Thruway.)
31	690 West/81 North/90	Down	690 East	Down	Replace	*	*	Replace overhead Watertown Sign to also include NYS Thruway.
32A	690/81 South	Up	*	*	Add	*	*	No existing sign. Install a sign.
32B	81 North/90	Up	*	*	Add	*	*	No existing sign. Install a sign.
33A	81 North/90	Up	*	*	Add	*	*	No existing sign. Install a sign.
33B	690/ 81 South	Up	*	*	Add	*	*	No existing sign. Install a sign.
33C	81 North/90	Left	*	*	Add	*	*	No existing sign. Install a sign.
33D	690/81 South	Right	81 North/90	Left	Add	*	*	No existing sign. Install a sign across from Washington Street Parking Garage exit.
33E	690/81 South	Right	81 North/90	Left	Add	*	*	No existing sign. Install a sign.
33F	690/81 South	Right	*	*	Add	*	*	No existing sign. Install a sign.
34	690/81 South	Up	81 North/90	Right	Add	*	*	No existing sign. Install a sign.
35	81 North/90	Up	*	*	Add	*	*	No existing sign. Install a sign.
36	81 North/90	Up	*	*	Replace	*	*	Replace existing sign. It is in poor condition and is mounted high and is hard to see. Add New York State Thruway Sign with the I-81 Sign.
37	690/81 South	Right	*	*	Add	*	*	No sign exists. Install a sign.
38	690 West	Down	690 East/81 South	Down	Replace	*	*	Replace existing overhead sign to also indicate how to get to I-81 South. (Place 81 South symbol under 690 East symbol.)
39	690 West	Down	690 East/81 South	Down	Replace	*	*	Replace existing overhead sign to also indicate how to get to I-81 South. (Place 81 South symbol under 690 East symbol.)
40	690 West	Left	690 East/81 South	Right	Replace	*	*	Replace existing overhead sign to also indicate how to get to I-81 South. (Place 81 South symbol under 690 East symbol.)
41	81 North/90	Up	*	*	Modify	*	*	Add NYS Thruway Sign to existing I-81 Sign.
42	81 North - Jct	*	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
43	81 North/90	Up and Left	*	*	Modify	*	*	Add NYS Thruway Sign to existing I-81 Sign.
44	81 North/90	Left	*	*	Modify	*	*	Add NYS Thruway Sign to existing I-81 Sign.
45A	690/81/90	Right	*	*	Add	*	*	No sign exists. Install a sign.
45B	690/81 South	Up	81 North/90	Right	Add	*	*	No sign exists. Install a sign.
46	81/690/90	Right	*	*	Add	*	*	No sign exists. Install a sign.
47	81/690/90	Up	*	*	Add	*	*	No sign exists. Install a sign.
48A	690/81 South	Left	*	*	Add	*	*	No sign exists. Install a sign.
48B	81/690/90	Right	*	*	Add	*	*	No sign exists. Install a sign.
49	81/690/90	Left	*	*	Replace	*	*	Replace existing I-81 and Route 11 Sign assembly. (Be sure to include Route 11 Sign in new assembly.) Review location of sign and adjust as necessary. Be sure to direct motorists in the proper direction.
50	81/690/90	Up	*	*	Modify	*	*	Add New York State Thruway Sign and I-690 Sign to existing I-81 Sign.
51	81/690/90	Left	*	*	Add	*	*	No sign exists. Install a sign.
52	81/690/90	Up	*	*	Modify	*	*	Add New York State Thruway Sign and I-690 Sign to existing I-81 Sign.
53	81/690/90	Left	*	*	Add	*	*	No sign exists. Install a sign.
54	81/690/90	Left	*	*	Add	*	*	No sign exists. Install a sign.
55	690/81/90	Up	*	*	Modify	*	*	Add New York State Thruway Sign and I-81 Sign to existing I-690 Sign.
56A	690/81 South	Left	81North/90	Right	Modify	*	*	Add New York State Thruway Sign and I-81 Sign to existing I-690 Sign.
56B	690/81 South	Left	*	*	Modify	*	*	Add I-81 South Sign to existing sign assembly.
57	690/81 South	Right	*	*	Modify	*	*	Add I-81 South Sign to existing sign assembly.
58	690/81 South	Right	*	*	Modify	*	*	Add I-81 South Sign to existing sign assembly.
59	690/81 South	Up	81 North/90	Right	Add	*	*	No sign exists. Install a sign.
60	81/90/690	Left	*	*	Add	*	*	No sign exists. Install a sign.
61	81/90/690	Left	*	*	Add	*	*	No sign exists. Install a sign.
62	81/90/690	Left	*	*	Add	*	*	No sign exists. Install a sign.
63	81/90/690	Up	*	*	Add	*	*	No sign exists. Install a sign.
64	690	Up	*	*	Add	*	*	No sign exists. Install a sign.
65	690	Right	*	*	Add	*	*	No sign exists. Install a sign.
66	690	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
67	690	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
68	690	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
69	690 West	Up	690 East	Right	*	*	*	No change to existing sign, but review for MUTCD compliance.
70	690 West	Up	690 East	Right	*	*	*	No change to existing sign, but review for MUTCD compliance.
71	690 West	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
72	690 West	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
73	81/90/690	Up	*	*	Replace	*	*	Replace both sign assemblies. (There are two sign assemblies along this roadway that state "I-690 East - Right Lane". Sign assemblies should indicate that motorist can get to 81, 90, 690.
74	81 South	Left	690/81 North/90	Right	*	*	*	No change to existing sign, but review for MUTCD compliance. If replacement is necessary, indicate that motorist can get to Thruway and Airport on proper sign.
75	81 South	Left	690/81 North/90	Right	*	*	*	No change to existing sign, but review for MUTCD compliance.
76	81 South	Left	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
77	81 South	Right	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
78	81 South	Right	*	*	*	*	*	No change to existing sign, but review for MUTCD compliance.
79	81/690/90	Up	*	*	Add	*	*	No sign exists. Install a sign.
80	81/690/90	Up	*	*	Add	*	*	No sign exists. Install a sign.
81	81/690/90	Up	*	*	Add	*	*	No sign exists. Install a sign.
82	81/690/90	Left	*	*	Add	*	*	No sign exists. Install a sign.
83	81/690/90	Left	*	*	Replace	*	*	Replace existing sign assembly to indicate 81, 690, 90 to the left.

Footnote:
Black-only text in sign column signifies existing signs - no proposed change to black text; add signs in **Red** as indicated. Also, two options exist for NYS Thruway signs - Route sign 90 or the NYS Thruway symbol sign. NYSDOT prefers to use the NYS Thruway symbol sign at a minimum and both signs if possible.

City of Syracuse Wayfinding Study - Phase II

Syracuse Metropolitan Transportation Council



Appendices

July 10, 2014

Appendix A – Meeting Summaries (On attached CD)

- Study Advisory Committee Kick-off Meeting #1, Wednesday 21, 2013
- Study Advisory Committee Meeting #2, Tuesday, December 3, 2013
- Study Advisory Committee Meeting #3, Monday, March 31, 2014

Appendix B – Sign Inventory Maps (On attached CD)

- Map 1A – Rosamond Gifford Zoo Area - Existing Destination Guide Signs
- Map 1B – Rosamond Gifford Zoo Area – Existing NYSDOT Route Signs
- Map 2A – Downtown Syracuse Area - Existing Destination Guide Signs
- Map 2B – Downtown Syracuse Area – Existing NYSDOT Route Signs
- Map 3A – University Hill Area – Existing Destination Guide Signs
- Map 3B – University Hill Area – Existing NYSDOT Route Signs
- Map 4 – Existing Bus/Train Station, Regional Market, NBT Bank Stadium, and Destiny USA Signs
- Map 5 – Existing Guide Signs to Syracuse Airport

Appendix C – City of Syracuse Wayfinding Study – Phase I (On attached CD)

Also on CD

- Map 1: Wayfinding Sign Recommendations for City Roadways (On attached CD)
- Map 2: NYSDOT and NYSTA Sign Recommendations for Interstates (On attached CD)

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**City of Syracuse Wayfinding Study Phase II
Study Advisory Committee (SAC) Meeting #1
SMTC Lower Level Conference Room
Wednesday, August 21, 2013
1:00 p.m. to 2:45 p.m.**

Attendees:

Mike Alexander, SMTC
Meghan Vitale, SMTC
Kevin Kosakowski, SMTC
Kevan Busa, SMTC
Paul S. Mercurio, City of Syracuse
Julie Bednar, NYSDOT
Megan Costa, SOCPA
Jeanie Gleisner, CNY RPDB
Adria Finch, Downtown Committee
Carl Thomas, City of Syracuse

Richard Landerkin (Centro) was unable to attend the SAC meeting. Mr. Alexander corresponded with Mr. Landerkin via phone and e-mail messages on August 26, 2013 and throughout the week of September 2, 2013.

David Holder (Syracuse Convention & Visitors Bureau) was unable to attend the SAC meeting. Mr. Alexander met with Mr. Holder on August 29, 2013.

The following meeting minutes include comments from Mr. Landerkin and Mr. Holder.

I. REVIEW PURPOSE

Mr. Alexander welcomed everyone to the meeting. He briefly reviewed the following purpose, goals, and objectives of Phase I and Phase II:

Phase I - Phase I directs motorists using guide signs along the interstate highway and wayfinding signs along local roadways to 14 major traffic generators, and then back to the interstate using interstate shield guide signs. Wayfinding signs that direct motorists between destinations were not identified in this phase.

Phase II - Phase II identifies which major traffic generators from Phase I to link together using wayfinding signs along city roadways. It also considers additional destinations not previously considered. The SMTC will prioritize destinations to list on remaining Phase I sign space and on signs along any new routes between destinations.

The intent of Phase II is to not sign the entire city, but to fill in remaining Phase I sign space and connect key destinations along new corridors. It also considers additional destinations not selected in Phase I.

II. REVIEW SCOPE

SMTC Responsibilities

- ID approximately ten (10) new destinations
- ID non-interstate origins (e.g., Zoo, Destiny, Oncenter, etc.)
- ID a few additional routes between non-interstate origins and destinations that we want to link (e.g., Zoo to Downtown, Destiny to Zoo/Downtown, Oncenter to Armory Square)
- If necessary, confirm routes & inventory existing guide signs
- ID destinations to list on remaining Phase I sign space; identify new sign needs.

Road Owner Responsibilities (Implementation)

- Coordinate with other road owners to confirm final sign location, mounting, installation needs
- Design the signs per applicable regulations and develop detailed spec sheets
- Fabricate/install signs/remove old signs in coordination with other road owners.

III. WORK SESSION

Mr. Alexander asked the SAC members to review the list of possible Phase II destinations and asked if any additional destinations should be considered. The following discussion occurred:

- **Hotel Signage** - Ms. Costa asked if we are able to use a “hotel” sign. She wishes to promote the Marriott in Armory Square and hotels on University Hill. Mr. Alexander said that signs cannot list the hotel’s name on a wayfinding sign because that is considered advertising. However, he said that we could indicate the location of a “hotel district” if one were to be designated.
- **Landmark Theatre** - Mr. Mercurio asked if the Landmark Theatre was a for-profit or a not-for profit entity. Mr. Alexander confirmed that it is a not-for profit institution.
- **Neighborhood Districts** - Ms. Gleisner suggested that we consider identifying districts such as the Lakeshore district, near Westside district (i.e., Salt District), Hawley-Green district, etc. Districts outside of our focus area will not be considered within Phase II.

The SAC brainstormed a list of destinations to consider during Phase II. Participants categorized destinations into four categories. The SMTC did not conduct an official ranking. Categorization is based on SAC perception of “very important” (i.e., Tier I Destinations), “important” (i.e., Tier II Destinations),

and “would be nice to list if sign space remains” (i.e., Tier III Destinations). SAC members also acknowledged additional destinations (i.e., Tier IV) outside of our focus area that could be included after the main wayfinding system is installed. Ms. Costa asked if we could list other destinations (i.e., Tier II and Tier III destinations) if legend space remains after considering Tier I destinations. Mr. Alexander said that we can list them if enough signs (with remaining space) lead to a destination. He wants to prevent fragmentation along the travel route. The Phase II destinations include the following:

Tier I Destinations include:

- MOST (MOST)
- Landmark Theatre (LT)
- Bus/Train Station (BTS) (i.e., Regional Transportation Center)
- Regional Farmers Market (RFM)
- NBT Bank Stadium (NBT)
- Syracuse Stage (SS)
- Erie Canal Museum (ECM)
- Onondaga Historical Association (OHA)
- Syracuse Harbor (SH)/Amphitheater(AT)
- Downtown (DT)
- Little Italy (LI)/Northside (NS)

Tier II Destinations include: (To be considered if enough sign space remains.)

- Centro Transit Hub (CTH)
- Franklin Square (FS)
- Columbus Circle (CC)
- Hanover Square (HS)
- City Hall (CH)
- Courthouse (CH)/Justice Center (JC)
- Federal Building (FB)
- Openhand Theater (OHT)

Tier III Destinations include: (To be considered if enough sign space remains.)

- Creekwalk
- Jazz Central (Jazz)
- Tipperary Hill (Tipp)
- NYS Office Building (NYO)
- Syracuse Technology Garden (STG)
- Central Library (CL)
- Post Office (PO)
- Burnett Park (BP)/Golf Course (GC)

• **Tier IV Destinations include:** (Destinations outside of focus area that could be considered in the future once the centralized sign system is in place.)

- City Parks/Scenic Viewsheds
- Department of Motor Vehicles
- Department of Environmental Conservation
- Oakwood Cemetery

- Onondaga Park
- Webster Pond
- Meachem Field
- Upstate University Hospital – Community Campus
- Onondaga Community College
- SRC Arena
- Ice Skating Rinks
- LeMoyne College
- Business Districts
- Community Centers
- Stickley Museum
- SU Warehouse
- Chamber of Commerce/CenterState CEO
- Thornden Park
- Manley Field House.

Mr. Alexander reminded the SAC that our focus area is Downtown, Zoo, Inner Harbor, and University Hill. SAC members agreed that there are several destinations outside of these areas that warrant wayfinding signs. However, the Phase II scope limits us to the centralized focus area because this is where the complex sign system will exist. Outlying areas are not as complex like the centralized system. So, for outlying areas, our scope only wants SMTC to acknowledge where these destinations exist and suggest that the City include them after they install the centralized system. The City has expressed a sincere interest in implementing this study ASAP, so recommendations need to stay focused on the centralized system. Any destination that does not fall into the focus area is classified as a Tier IV destination. Phase II's main focus is on Tier I destinations, but it will consider Tier II and Tier III destinations if space allows after all other destinations are considered.

Jeanie Gleisner suggested that we put 'Northside/Little Italy' under Tier I and move the Open Hand Theater (OHT) to Tier II. There are no other destinations in Little Italy (except St. Joes). Chances are, if signs are suggested for that area, a few of them may also list the OHT and St. Joes. 'Business Districts' are acknowledged in Tier II, but are limited to those located in our focus area. Outlying business districts such as Westcott and Eastwood are acknowledged under Tier IV.

Mr. Alexander asked the SAC if they feel other destinations not considered during Phase I warrant listing on signs from the interstate to the destination.

- **Baseball Stadium** - Mr. Mercurio asked if the baseball field was a for-profit enterprise. Mr. Alexander verified that it is a county facility operated by Onondaga County Parks Department. Mr. Mercurio suggested considering the baseball stadium. On September 3, 2013, Mr. Alexander e-mailed the NYSDOT requesting an inventory of existing baseball stadium signs. On September 6, 2013, NYSDOT replied saying a sign inventory does not exist for the baseball stadium.
- **Regional Transportation Center** – The NYSDOT provided Mr. Alexander with an inventory of the recently installed "bus/train station" signs for the Regional Transportation Center. Mr. Landerkin suggested that at the local street level we maintain the same sign design as the

NYSDOT used on the interstates, but change the wording to “Intercity Transit Hub” or something similar.

- **Regional Farmers Market** – Mr. Alexander confirmed that the Regional Market is a public authority. On September 3, 2013, Mr. Alexander e-mailed the NYSDOT requesting an inventory of existing Regional Farmers Market signs. On September 6, 2013, the NYSDOT replied saying a sign inventory does not exist for Regional Market.
- **MOST/Landmark** – Mr. Holder suggested keeping the MOST as the brand name and not to spell out the full name (i.e., Museum of Science and Technology). He suggested that we consider combining the “MOST” with the “Landmark Theatre” on signs if they were to be from the interstate.
- **LeMoyne College** - Mr. Thomas felt that LeMoyne College is an important destination. Mr. Mercurio noted that most of the LeMoyne College’s campus is located in the Town of DeWitt. Mr. Alexander suggested that the City of Syracuse consider coordinating with the Town of DeWitt and the NYSDOT to encourage them to place wayfinding signs from I-690 if they do not already exist.
- **Erie Canal Trail** - Ms. Gleisner suggested directing motorists to trailhead and/or parking venues associated with the future Erie Canal Trail.
- **Syracuse Stage** - Ms. Vitale asked those present if they felt that the Syracuse Stage was a big enough tourist attraction warranting its own signage from the interstate? Mr. Mercurio noted that it is on the Connective Corridor. Mr. Thomas questioned how many people actually drive from the interstates to Syracuse Stage. Mr. Mercurio would like to verify with Syracuse State if they feel there is a need to place wayfinding signs from the interstate. Mr. Alexander directed the question to Mr. Holder during their meeting. Mr. Holder suggested that we provide signs from the interstate to Syracuse Stage.
- **Courthouse/Justice Center** – Mr. Alexander met with Mr. Holder to discuss the visitation to the courthouse/justice center. Mr. Holder suggested directing motorists from the interstate to the courthouse/justice center.
- **Hanover Square** – Ms. Finch said that there are fewer events at Hanover Square and that it would not be necessary to have signs from the Interstate to Hanover Square. The SAC suggested listing Hanover Square on signs within 2-3 blocks.
- **Central Library** – The SAC decided to place a few signs indicating its location; it is not necessary to sign the library from the interstate.
- **Inner Harbor** – The SAC decided that if the Inner Harbor is acknowledged on signs, they should focus on the public aspect of the harbor and not the new private development. It was suggested to rebrand the Inner Harbor to something more logical such as the “Syracuse Harbor,”

the “Harbor,” or the “Barge Canal.” Regardless, Ms. Gleisner repeated the importance of it being signed. Mr. Alexander said that the City should celebrate its waterfront and consider placing signs on the NYS Thruway and the interstates directing motorists to the harbor.

- **500 Harrison Complex** – Ms. Costa noted that the 500 Harrison medical complex should receive some signage on city roadways, but not necessarily from the interstate. SUNY Upstate’s campus is expanding, and several medical complexes exist through the city. Perhaps institutions with large campuses and buildings located outside of the campuses should consider their sign needs and coordinate with the city once an official wayfinding system is in place. These signs could be different from a public city-sponsored wayfinding sign system.
- **Salt District** – Mr. Mercurio asked if “Salt District” signage should be placed on the interstate. Ms. Vitale was concerned about whether the “Salt District” name is an official branding term. It is not as well established as other districts like the Armory Square District for example. Mr. Mercurio mentioned that WCNY, Proliteracy, and the Delevan Center are just some of the places located within this district. Ms. Costa did not favor listing the “Salt District” on interstate signs. She asked why name that district and not the Eastwood Business District? Mr. Mercurio agreed that the Salt District should only be listed on Wayfinding Signs within 4-5 blocks of the district.
- **Hawley-Green** – Mr. Mercurio asked if areas like Hawley-Green Historic District should be identified. Ms. Costa felt that whatever you would do for Hawley-Green should be no different from what you would do for Tipp Hill.
- **Tipp Hill** - Mr. Mercurio recommended directing motorists to Tipp Hill toward the traffic light, but not list the upside down traffic light as a destination.

Mr. Alexander asked what destinations should be linked together and what routes should be chosen?

- **Zoo to Downtown** - Mr. Alexander asked the SAC along what route should be used between the Zoo and Downtown. Mr. Mercurio feels that W. Fayette is the most intuitive. Ms. Finch said that it is a nice route because it goes by the new hotel. Mr. Holder agreed with using W. Fayette Street.
- **Oncenter to Armory Square** – Mr. Mercurio said State Street to Fayette Street should be the route and everyone agreed. He also suggested that from Armory Square, Clinton St. and Adams St. could be as a possible alternative route and others agreed. Mr. Alexander said that Adams St. to Townsend St. to Fayette St. should also be considered due to cars exiting the Oncenter garage onto Adams St. Mr. Holder agreed with these routes. Mr. Holder also said not to divide the Oncenter into the Civic Center, War Memorial, and Convention Center. He said to keep it all branded as the “Oncenter.”
- **University Hill Origins/Destinations to Downtown** – The SAC members support using the Connective Corridor route (Genesee to University Avenue). Ms. Costa commented that Irving Ave. to Harrison St. may also serve as another route. Mr. Mercurio mentioned that Irving Ave is

a good route to connect ESF to Downtown and that it would allow motorists to also pass by the hospitals. Mr. Alexander reminded the SAC that University Hill has an established wayfinding sign system and that we will tie into that system. He also said that new signs are to be installed by the University Hill Corporation in the near future as part of an upgrade project.

- **Regional Transportation Center to Downtown/University Hill** – The SAC did not feel that the Regional Transportation Center (RTC) serves as an origin. Participants felt it serves as a destination from the interstates and perhaps from downtown/University Hill. Following the SAC meeting, Mr. Alexander spoke to Mr. Landerkin on August, 26, 2013. Mr. Landerkin said that he favors signs directing motorists to and from the interstates, Syracuse University, and SUNY Oswego. Mr. Holder suggested directing motorists to/from RTC and SU via Park Street to Hiawatha to Solar Street to Franklin Street to the Connective Corridor. Mr. Landerkin agreed with this route, but also suggested considering North Salina Street as well.

Mr. Alexander informed Mr. Landerkin that the NYSDOT provided record drawings for the newly installed RTC signs (now the “Bus/Train Station” signs) along the interstates and city roadways. Mr. Alexander intends to plot these signs on a map to see if they cover all of the necessary approaches. He will review his findings with Mr. Landerkin.

- **Baseball Stadium to other destinations** – Mr. Thomas was asked what his thoughts were on the need for signage linkage the baseball stadium to other destinations. Mr. Thomas was not aware of such a need.
- **Destiny to Downtown** – Ms. Costa noted that she was asked about how to get to the University Area from Destiny. SAC members felt that sending motorists through Franklin Square to Downtown was the way to go. Mr. Mercurio felt that Franklin Square was the appropriate route. Many felt the way to sign the route would be to sign it as “Downtown” when you are leaving Destiny and as you get closer to particular destinations, such as Armory Square, you can name those destinations more specifically. Perhaps from Downtown, drivers could follow the Connective Corridor to SU. Mr. Holder agreed with all of these ideas.
- **Destiny to Zoo** - SAC members felt that the route to direct motorist to the Zoo would be to direct them down Solar Street to Bear Street and then follow Phase I signs. Mr. Holder agreed with this suggestion.
- **Destiny to SU** - SAC member felt that one route to direct motorists to SU and University Hill would be to direct them down North Salina Street through Little Italy. This sparked a discussion over whether or not the area should be identified as “Little Italy”. A suggestion was made to identify it as the “North Salina Historic District.” Mr. Mercurio suggested that the SMTC reach out to the NorthsideUP to see what they feel North Salina and their neighborhood should be called if it were to be signed. Other participants suggested that Destiny be linked to SU via Solar Street to Franklin Street to the Connective Corridor. Mr. Holder agreed with using Solar and Franklin.

- **Bus Hub** – Ms. Vitale and Ms. Costa felt that the bus hub is a pedestrian destination. Following the SAC meeting, Mr. Alexander spoke to Mr. Landerkin on August 26. Mr. Landerkin requested that the SMTC consider placing wayfinding signs within 4-5 blocks of the Centro Transit Hub. He also asked the SMTC to consider linking the hub with SU as far as the vicinity of College Place via Waverly, Crouse, and Irving Aves and Harrison Street. Mr. Landerkin said there is no official drop off/pick up area at the hub due to site constraints. However, there's an area on Salina Street northbound next to the Hotel Syracuse garage where people drop-off/pick-up passengers. People have also been observed being dropped off in front of the CenterState building southbound on Salina.

Regarding the new Centro Transit Hub downtown, Centro's Marketing Department thinks "Centro Local Transit" or "Local Transit Hub" would be good to list on the signs. Mr. Landerkin wants to avoid confusion with the "bus/train station" signs used for the Regional Transportation Center.

Mr. Landerkin also agreed with directing motorists to and from SU - Regional Transportation Center by directing motorists via the same route between Destiny and Downtown. The connection could be made by sending motorists from the RTC up Park Street to Hiawatha Street. Mr. Landerkin also suggested considering Park Street to Hiawatha Street to North Salina Street to the Connective Corridor. Either of these routes could also link motorists to SUNY Oswego's Metro Campus in Downtown. Mr. Landerkin suggested that signs be placed on Hiawatha from I-690 to Park St. There are two routes between Oswego and Syracuse; Rt. 48/I-690 on the west side and I/481/I-81 on the east side. Signing Hiawatha covers both.

V. NEXT STEPS

Mr. Alexander asked the SAC if they felt there was a need to form and hold a Working Group Meeting to further dissect what was discussed at today's SAC meeting. Everyone felt that it is not necessary and that the SMTC can proceed with recommendations based on what was discussed at today's meeting. Mr. Mercurio, as project sponsor, gave permission to Mr. Alexander to fill in any remaining open sign space as necessary.

Before the meeting adjourned, a brief discussion began about parking and more specifically parking garages and whether there should be signage directing motorists to them. Ms. Finch will provide Mr. Alexander with a list of parking lots/garages and the destinations they serve.

The meeting was adjourned at 2:45 p.m.



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**City of Syracuse Wayfinding Study Phase II
Study Advisory Committee (SAC) Meeting #2
SMTC Lower Level Conference Room
Tuesday, December 3, 2013
1:30 p.m. to 3:15 p.m.**

Attendees:

Mike Alexander, SMTC
Meghan Vitale, SMTC
Kevin Kosakowski, SMTC
Kevan Busa, SMTC
David Holder, Syracuse Convention and Visitors Bureau
Richard Landerkin, Centro
Paul S. Mercurio, City of Syracuse
Julie Bednar, NYSDOT
Jim Lawler, NYSDOT
Megan Costa, SOCPA
Jeanie Gleisner, CNY RPDB
Adria Finch, Downtown Committee
Merike Treier, Downtown Committee

I. Welcome

Mr. Alexander welcomed everyone to the meeting. He reminded everyone that intent of Phase II is to not sign the entire city, but to fill in remaining Phase I wayfinding sign space to connect key destinations along new corridors.

II. Status Update

Mr. Alexander asked if the SAC had any comments on meeting minutes for the first SAC Meeting. Ms. Treier noted that the Creekwalk was not listed as a destination in any of the Tier I to Tier III tables. Mr. Alexander said he will include it in the table. No additional comments were provided.

Mr. Alexander indicated that the SMTC inventoried all of the Phase II corridors for existing guide signs. In addition, the SMTC was able to incorporate all of the Tier I to Tier III destinations into the draft Phase II wayfinding sign system because each sign can list up to three destinations and the network includes

several corridors that pass by most of the destinations. As it turned out, there was enough space to incorporate all of them, which maximizes the sign network's potential.

Mr. Alexander informed the SAC that staff from the SMTC met with representatives from the Connective Corridor on September 17, 2013, including their consultants, EDR. The purpose of the meeting was to observe their mock-up pedestrian wayfinding signs in the field to see how visible they'd be by motorists. Based on field observations, Mr. Alexander expressed concern to the Connective Corridor representatives that motorists will likely see the pedestrian wayfinding signs given their height and orientation. This could create confusion between the two systems as pedestrian wayfinding signs should not be able to be viewed by motorists. As a result, the representatives from the Connective Corridor indicated that they would reconsider the placement orientation of the signs.

Mr. Alexander summarized the following Phase II wayfinding recommendations: 179 wayfinding signs, 9 "University signs", 6 "Hospital" signs, 2 "Post Office" signs, and 9 "Gateway" signs. The SMTC identified 51 "Destiny" references. In comparison, the City of Rochester had 225 signs in a smaller area for fewer destinations.

Mr. Alexander also reminded the SAC that we received a formal request in writing dated October 8, 2013 from Destiny USA to be considered in the wayfinding sign network. Previously, the intent of the wayfinding study was to only sign public, not-for-profit institutions. However, the SMTC developed the following findings after reviewing the Manual on Uniform Traffic Control Devices (MUTCD) standards and guidelines, and after consulting with the New York State Department of Transportation (NYSDOT):

- Providing advertising on Traffic Control Devices is prohibited (Section 1A.01 of the MUTCD). According to NYSDOT correspondence dated Monday, November 18, 2013, *"This seems to indicate that if Destiny was used, their business logo could not be used on a wayfinding sign."*
- MUTCD, Section 2D.50 states that, *"Community Wayfinding Signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area."* Thus, with 25 million annual visitors, Destiny could be considered a "visitor" destination.
- Based on e-mail correspondence from NYSDOT dated Tuesday, November 19, 2013, *"Destiny meets our [NYSDOT's] visitor threshold."* According to NYSDOT, there is a 1982 Directive that states if an attraction generates more than 250,000 trips per year that they will provide signs along the interstates. Moreover, NYSDOT indicated *"We do already have attraction signs for Shoppingtown Mall on I-481 and Great Northern Mall on NY 481."*
- The City of Syracuse has the ability if it desires to recognize and apply the NYSDOT's standard limiting the signing of private for-profit entities that do not meet an annual visitation threshold of 250,000 trips. This could prevent other private, for-profit entities from requesting that they be listed on a wayfinding sign if they do not meet this threshold. Destiny USA generates 25,000,000 annual visits, the next largest destination (according to the Syracuse Convention and Visitors Bureau) is the Zoo with approximately 300,000 annual trips. The Downtown Committee

roughly estimated that downtown (in its entirety) generates 22,000,000 annual visits. Thus, the SMTC maintains that Destiny qualifies as a visitor destination.

As a result of these findings, the SMTC considered Destiny as an optional fourth destination and identified 51 sign location suggestions connecting the Zoo, University Hill, Downtown, Armory Square, and Little Italy to Destiny USA. Likewise, Downtown, the Zoo, University Hill, and Armory Square have signs from Destiny to these destinations. This will promote maximum visitation among all of the destinations and explains why there is a need for 51 Destiny signs (e.g., shoppers at Destiny will be directed to Downtown and from Downtown to Destiny. This will be mutually beneficial.)

The SAC agreed that Destiny should be included in the Wayfinding Study, but asked the SMTC if it could assess the proposed system to see if Destiny could be included as a third destination instead of a fourth destination. The SMTC conducted an initial assessment following the SAC meeting and determined that listing Destiny as the third destination would compromise the listing of several other destinations. Moreover, the SMTC also determined that in many cases, such as in Downtown, Destiny would have to remain listed as a fourth destination anyways because the first three destinations listed are too important to “bump” off the sign. On Wednesday, December 11, 2013, Mr. Alexander and Ms. Vitale met with Mr. Mercurio and explained these findings. Mr. Mercurio indicated that for planning purposes it is okay to list Destiny as an “optional” fourth destination.

Identifying the sign needs for Destiny and identifying them as a fourth destination provides the city the three options when designing, fabricating and installing wayfinding signs.

- **Option 1:** The City could install the system with the first three suggested destinations only and not include Destiny.
- **Option 2:** The City could install the system with Destiny listed as a fourth destination on the wayfinding signs. The SMTC confirmed (following the SAC meeting) that wayfinding signs may list more than three destinations if absolutely necessary. Listing three destinations is a guideline in the MUTCD, not a standard (MUTCD 2D.50, P22 states: *“Community wayfinding guide signs should [i.e., not shall] be limited to three destinations per sign.”*). Additionally, this option would not compromise public and not-for-profit destinations at the expense of a private-for-profit entity.

Under this option, the City would have the ability to coordinate with Destiny. Since Destiny is a private for-profit entity, the City could justify requesting that Destiny compensate the City for any costs associated with listing Destiny on the identified signs.

The SMTC will likely recommend Option 2 as the preferred alternative.

- **Option 3:** The City could install the system with the first three suggested destinations only and not include Destiny. The City could coordinate with Destiny to have them fabricate, install, and collocate Destiny signs to the wayfinding signs at their own expense.

Mr. Landerkin from Centro suggested that providing wayfinding signs directing motorists to the Centro Transit Hub only within a few blocks of the hub would be sufficient. He no longer felt it was necessary

to sign a route from University Hill. Mr. Alexander said that he will review RTC sign and Centro Hub sign suggestions with Mr. Landerkin to ensure he is comfortable with the recommendations.

Mr. Mercurio also requested that the SMTC meet with the City Sign Crew to review their procedures and to develop cost estimates for the system.

Mr. Alexander noted that he and Mr. Mercurio have been coordinating about signs to be removed. As a result of these discussions, the City of Syracuse has been removing unnecessary signs. Mr. Mercurio welcomed suggestions from the SAC to remove other unnecessary signs.

Mr. Alexander welcomes comments on all of the suggested sign legend names (i.e., what phrasing should we use?).

Mr. Alexander reminded the City and the NYSDOT that they need to:

1. Assess the suggested locations for the signs and determine if the signs can be installed in that general location within the block indicated.
2. Install the signs within the blocks indicated and not change any information on the signs such as directions or exit numbers. Doing so will negate the sign network.
3. Any changes that need to occur need to be coordinated between the City and the NYSDOT to ensure the integrity of the sign network.
4. Consider that existing signs may be damaged, destroyed, replaced or removed between the time they were inventoried by staff from the SMTC and when the study is complete. As such, recommendations from this study may be impacted if significant changes occur to signs in the field before the study is implemented. For example, new NBT Bank Stadium signs have been installed along new routes. In some cases these signs replaced "Alliance Bank Stadium" signs and in some cases these new NBT Bank Stadium signs have been placed in new locations. These signs have appeared following the inventory of signs for this study.

NYSDOT indicated that they will be installing new signs per a directive from the Governor. They will provide the SMTC with a copy of this inventory.

Mr. Alexander asked the SAC to review the electronic files he will send him to help check the accuracy of the sign suggestions. He will ask for all comments to be returned by Wednesday January 15, 2014.

The meeting was adjourned at 3:15 p.m.



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**City of Syracuse Wayfinding Study Phase II
Study Advisory Committee (SAC) Meeting #3
SMTC Lower Level Conference Room
Monday, March 31, 2014
1:30 p.m. to 3:00 p.m.**

Attendees:

Mike Alexander, SMTC
Meghan Vitale, SMTC
Kevin Kosakowski, SMTC
Carl Thomas, City of Syracuse
David Holder, Syracuse Convention and Visitors Bureau
James Effinger, Centro
Paul S. Mercurio, City of Syracuse
Julie Bednar, NYSDOT
Jim Lawler, NYSDOT
Megan Costa, SOCPA
Adria Finch, Downtown Committee

Welcome

Mr. Alexander welcomed everyone to the meeting. He reminded everyone that Phase II incorporates Phase I by reference, and that Phase II serves as the final document for implementation. He also said that the entire system as proposed (which includes new signs along the New York State Thruway, the New York State Interstate System, and along city roadways) will require that every sign be installed as recommended. Otherwise, there is no “system” and the sign route will be fragmented and “end” before people reach their destination.

The purpose of today’s meeting is to identify any new comments and determine the best approach to installing the recommended sign system.

- Mr. Alexander reviewed how he addressed all of the comments received by the SAC. The SAC had no additional comments.

Mr. Alexander had several questions for the SAC that included the following:

- Currently, two signs exist on I-690 East that direct motorists to the Oncenter/Everson Museum. The first sign directs motorists to West Street (Exit 11), and the second sign directs motorists to I-81 South to Harrison Street. Mr. Alexander asked the SAC which route they prefer. Mr. Lawler, Mr. Mercurio, and Mr. Thomas wish to direct motorists to I-81 South. Mr. Holder, agreed, but also sees the benefit of keeping the two signs in place because I-81 construction will eventually require folks to temporarily take West Street. So, to address all concerns, the report will note that I-81 South is the preferred route and that the following two options exist:
 - Option 1: Remove the existing sign that directs motorists to West Street (to be replaced with something else) and install a temporary guide sign directing cars to West Street only during the construction of I-81. This will be the official recommendation in the report because many additional temporary signs will be necessary during the construction of I-81.
 - Option 2: Keep both signs on I-690 that direct motorists to two different exits for the Oncenter/Everson. Because this option prevents us from signing other destinations (e.g., Armory Square, Clinton Square), it is not recommended.
- The study currently recommends seven new signs along the Thruway. The SAC suggested the following:
 - The outermost signs should say something to the effect of: “Welcome to Greater Syracuse Region, NY” or “The Greater Syracuse, NY Region Welcomes You.” Albany, NY has great examples of “Welcome to Greater Albany, NY” signs on the Thruway.
 - Two new signs should replace the existing Airport signs near Exit 36. The new signs should say “Syracuse” in addition to “Airport” and should direct motorists accordingly to I-81 North (for Airport) or I-81 South (for Syracuse).
 - The SAC agreed about the placement of the “Historic Onondaga Lake Park” signs and favor listing it as in “Greater Syracuse, NY” or the “Greater Syracuse Metropolitan Area.” Another option could be “Metro Syracuse.”
 - The SOCPA will let the SMTTC know if the County wants special “Onondaga County, NY” signs located at the county lines.
- The SAC requested that the report contain recommendations for the following additional welcome signs:
 - Mr. Mercurio would like to see a sign that says “Welcome to the Syracuse Metro Area” as you approach the City from the South on I-81. The sign should be located before you round the bend in Nedrow, where the entire valley opens up with the City of Syracuse in the background.

- The SAC requested that another sign be placed north of the Oneida River as it enters Oneida Lake, near Brewerton.
- Mr. Alexander suggested placing a welcome sign in the center median on I-690 East in the City by Exit 9 (Bear Street). Rochester, NY has a similar entry point into the City from I-490 and has placed a nice “Welcome to Rochester, NY” sign with landscaping, flowers, and an ornamental Horse statue. Syracuse could do something similar to captivate visitors. A gateway sign also could be placed on the opposite side of the city along I-690 West.
- If the former New York Central Railroad platform along I-690 is restored at some point in the future, it could serve as a location to place a “Welcome to Syracuse, NY” sign. Mr. Holder recommends having more discussion following the conclusion of this study to brand and use consistent terminology for all “welcome” signs.
- Mr. Alexander asked the SAC what destinations to list on Interstate Guide Signs for Exit 13 and 14 on I-690 East (i.e., the Teall Ave. – 14 and Townsend St – 13 Exits). Mr. Alexander mentioned (per Phase I recommendations) that signs for SU were to be changed directing motorists to Teall Ave. instead of Townsend St. From there, motorists would travel Teall Ave. south to Erie Boulevard and head west. The University Hill wayfinding signs will direct motorists from Erie Boulevard up (the now two-way) University Ave. The SAC agreed with this recommendation.

However, the SAC does not favor directing motorists back to Teall Avenue from University Hill. Instead, they want to direct motorist to I-81 and from there to I-690. Currently, Teall Ave. is not designed to accommodate a lot of cars entering onto the interstate and cars back up there during rush hour. Mr. Alexander reminded the SAC that the study already recommends directing motorists back to I-81. He also reminded them that the Carrier Dome is not one of the destinations considered for this study and that it should be conducted as a separate wayfinding study.

- Mr. Lawler said that the State plans to add signs along the Thruway near exists 35, 37, and 45, announcing destination attractions accessible from those exits. He also said that I-81 will likely have new signs installed for the Oncenter, Everson, etc. Mr. Alexander indicated that this could conflict with Phase II study recommendations and that the NYSDOT should share those files with the SMTC as soon as they are available. Mr. Alexander welcomes the opportunity to provide input about the signs’ location and legend before they are installed.

Mr. Lawler and Mr. Alexander reviewed NYSDOT Path Through History signs for city roadways and found that there was some duplication with the wayfinding signs, but in general, there were no significant conflicts with the directions indicated on the two different sign systems. Mr. Holder asked if the City wayfinding signs could be designed to complement the Path Through History sign. Mr. Alexander indicated that this is possible if the City is interested in taking this approach. The new signs on the Thruway and the Path Through History signs are to be installed by Memorial Day, 2014.

“I love New York” and “Taste of New York” signs are also being installed under a separate initiative, but these signs should not impact the City.

- Regarding the NYSDOT comments for Sign E33, Mr. Alexander said that he will follow up with NYSDOT separately about four locations where new signs should be recommended along exit ramps.
- Ms. Bednar asked if NYSDOT and the City can collaborate to place one combined wayfinding and guide sign project on the TIP. Mr. Alexander said that is the recommendation in the report. The SAC wanted the report to indicate under what TIP fund source this study is eligible. The SAC also discussed that this project could start moving forward now, and that an amendment to the existing TIP could be requested by the joint sponsors. If approved, that would allow the project to move forward and be implemented sooner. Mr. Mercurio expressed interest in starting the implementation process as soon as possible.
- Because Destiny USA (a private entity) may potentially be listed on more than 50 signs, the SAC wants the report to recommend a public-private partnership to achieve cost sharing. According to Mr. Holder, this precedent has been established in other communities.
- Mr. Holder expressed concern that the estimated costs (for fabrication only) seem low. Mr. Lawler responded by saying that the cost reflects fabrication only, and does not include bracket and fasteners, labor, design, engineering needs, etc. Mr. Alexander referenced the current Cayuga County Guide Sign and Wayfinding Sign study and said that their actual costs per sign were much higher, but that this reflected all associated costs, not just fabrication. Mr. Alexander will reference the Cayuga county study in the Wayfinding report.
- Mr. Mercurio wants the signs designed in a way so that the City DPW staff can maintain them in the future.
- The SAC would like the City to brand the signs and create a custom design using a single custom background color other than green. Mr. Holder wants the Syracuse Convention and Visitors Bureau to be a part of this process. Mr. Holder said he will also encourage the Downtown Committee to be part of that process and that he is interested in the establishment of a coalition of stakeholders to help brand and design gateway signs. Mr. Mercurio welcomed these suggestions.
- The City and the NYSDOT stated that they want to combine resources and hire a consultant/contractor to design and install the entire system. They indicated that this will be more cost effective, timely, and ensure it gets designed and installed properly as one unified system.

Mr. Alexander asked if the SAC had any additional comments on meeting minutes, on the draft report, or on the draft recommendations. The SAC had no additional comments.