

APPENDIX III: Sign Schedule

The included sign schedule is a sample only. A new sign schedule will be issued with each sign order.

Genesee Riverway Trail

Exterior Signage Schedule

Maplewood & Lower Falls Park / Waterways Center

September 26, 2002

**(THIS SCHEDULE IS FOR EXAMPLE ONLY, A NEW
SCHEDULE IS PRODUCED FOR EACH ORDER)**

Signage Categories

Category	Description	Details
A-1	Major Kiosk	
B-1	Minor Kiosk	
C-1	Vehicular Directional	
D-1	Trail Directional (large)	
D-2	Trail Directional (small)	
E-1	Hazard/Warning	
F-1	Trail Marker	
F-2	Flexible Trail Marker	
F-3	Directional Trail Marker	
G-1	Free Standing Interpretive	
G-2	Adjustable Mount Interpretive	

Key Number Code

The first two letters (**A1.SW.001**) of the Key Number are based on the above signage categories and tell you what type of sign is being referred to.

The second set of letters (**A1.SW.001**) refers to the quadrant of the City that the sign is or is to be installed in. The City is divided into 4 quadrants using the intersection of the Genesee River and Main Street as the epicenter. The four resulting quadrants are as follows SW, SE, NW and NE.

The final three dig (**A1.SW.001**) it number is the number unique to that sign and distinguishes it from other similar sign types in the same quadrant.

Message Key

Sign Copy is shown in the Message column on the following pages. Information presented in parenthesis denotes sign elevation description or logo usage and does not indicate sign copy.

Key No.

Message

Remarks

A1.XX.XXX	(N Elevation) (GRT Logo) Welcome to the GENESEE RIVERWAY (Arrow up-left & up-right) Genesee Riverway Trail (arrow 45 degrees left of north) Center City (arrow up-right) (logo) Greenway Trail (logo) Canalway Trail (3'-0" x 1'-0" GRT Citywide Map) (1'-0" x 1'-0" GRT Legend) (1'-0" x 1'-0" GRT Regional Trail Map) (1'-0" x 1'-0" Trail Description/ADA Information) (City of Rochester logo) City of Rochester	(N Elevation) (GRT Logo) Welcome to the GENESEE RIVERWAY (Arrow up-left & up-right) Genesee Riverway Trail (arrow 45 degrees left of north) Center City (arrow up-right) (logo) Greenway Trail (logo) Canalway Trail (3'-0" x 1'-0" GRT Citywide Map) (1'-0" x 1'-0" GRT Legend) (1'-0" x 1'-0" GRT Regional Trail Map) (1'-0" x 1'-0" Trail Description/ADA Information) (City of Rochester logo) City of Rochester	TEXT CHANGE TEXT CHANGE
B1.XX.XXX	(_ Elevation) (GRT Logo) Welcome to the GENESEE RIVERWAY (Arrow up-left & up-right) Genesee Riverway Trail (arrow 45 degrees left of north) Center City (arrow up-right) (logo) Greenway Trail (logo) Canalway Trail (3'-0" x 1'-0" GRT Citywide Map) (1'-0" x 1'-0" GRT Legend) (1'-0" x 1'-0" GRT Regional Trail Map) (1'-0" x 1'-0" Trail Description/ADA Information) (City of Rochester logo) City of Rochester	(S Elevation) (GRT Logo) Welcome to the GENESEE RIVERWAY (Arrow up-left & up-right) Genesee Riverway Trail (arrow 45 degrees left of north) Center City (arrow up-right) (logo) Greenway Trail (logo) Canalway Trail (3'-0" x 1'-0" GRT Citywide Map) (1'-0" x 1'-0" GRT Legend) (1'-0" x 1'-0" GRT Regional Trail Map) (1'-0" x 1'-0" Trail Description/ADA Information) (City of Rochester logo) City of Rochester	TEXT CHANGE TEXT CHANGE

Location: At drive loop in front of Genesee Waterways Center. Need to remove the existing sign.

GENESEE RIVERWAY
 (arrow right)
Genesee Valley Ice Rink
 (arrow 45 degrees right of south)
Center City
 (2'-0" x 1'-0" GRT Loop Trail Map)
 (1'-0" x 1'-0" GRT Legend)
 (2'-0" x 1'-0" GRT Attractions and ADA)
 (1'-0" x 1'-0" Postcard Image)
 (City of Rochester logo)
City of Rochester

Location: At drive loop in front of Genesee Waterways Center. Need to remove the existing sign.

C1.XX.XXX **(W Elevation)**
 (GRT Logo)
Genesee Riverway Trail
 (arrow up)
 (City of Rochester logo)
City of Rochester

Location: North side middle path from parking lot to trail.

D1.XX.XXX **(N Elevation)**
 (GRT Logo)
Welcome To **(Large Font)**
LOWER FALLS PARK **(Large Font)**
No Gorge Access **(Small Font)**
Use Seth Green Drive **(Small Font)**
 (City of Rochester logo)
City of Rochester

(S Elevation)
 (Blank)

Location: West side of entrance to LFP at top of Hastings Street.

D2.XX.XXX **(E Elevation)** **We will try vinyl lettering for this**
 (GRT Logo) sign on a test case basis.
 (arrow right)
Driving Park Ave.
 (arrow left)
Lower Falls Park
 (City of Rochester logo)
City of Rochester

Location: At end of trail from Maplewood Park to Lower Falls Park at Hastings Street.

E1.XX.XXX **(N Elevation)**
 (steep slope logo)
CAUTION
STAY ON
TRAIL

STEEP
GORGE WALLS

Location: At trail split at bottom of Hastings street.

F1.XX.XXX (N Elevation)
(GRT Logo)

Location: East bank trail terminus on South Avenue & Woodbury Street.

F2.XX.XXX (N Elevation)
(GRT Logo)

Location: East bank trail terminus on South Avenue & Woodbury Street.

F3.XX.XXX (S Elevation)
(GRT Logo)
(arrow to point 45 degrees right of N)

Location: S of trail departure to Maplewood Ave. River side of trail.

G1.XX.XXX Custom graphics

Location: East bank trail terminus on South Avenue & Woodbury Street.

G2.XX.XXX Custom graphics

Location: East bank trail terminus on South Avenue & Woodbury Street.

**NOTE: FOR ADDITIONAL INFORMATION, QUESTIONS, OR CONCERNS CONTACT JEFF MROCCZEK,
ASSISTANT LANDSCAPE ARCHITECT, CITY OF ROCHESTER @ 428-7124.**

APPENDIX IV: Graphic Panels, Logos & Pictographs

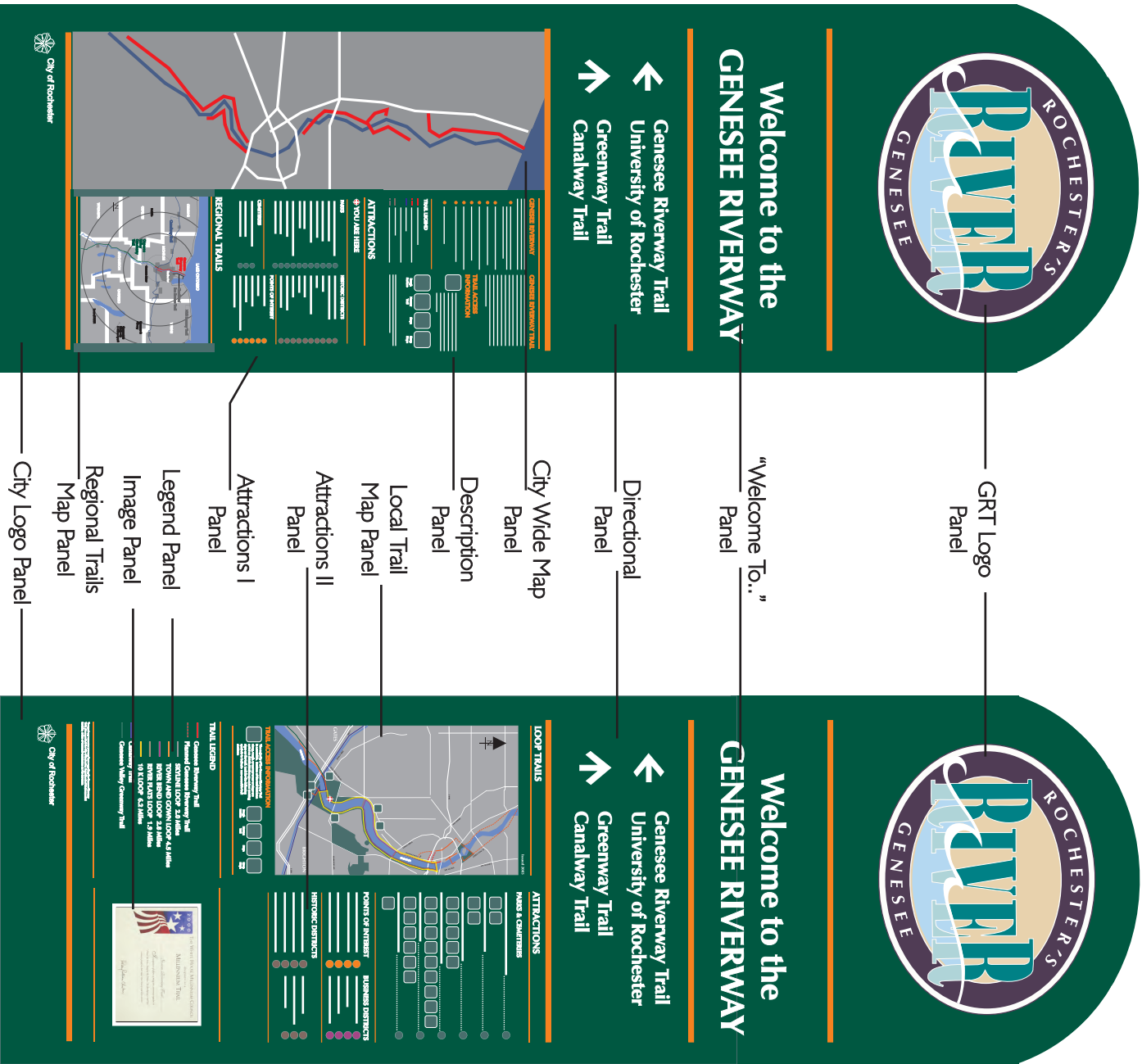
The included graphic panels, logos and pictographs are samples only and shall only be used for reference purposes. Digital graphics will be issued by the City of Rochester - Department of Environmental Services/ Development Division upon request.

Graphic	Page Number
Graphic Panels	
Kiosk Panel Layout	G-1 of 18
Attractions I	G-2 of 18
Attractions II	G-3 of 16
City Wide Map	G-4 of 16
Description	G-5 of 16
Image	G-6 of 16
Legend	G-7 of 16
Local Trail Map	G-8 of 16
Regional Trail Map	G-9 of 16
"Welcome To.."I	G-10 of 16
Directional	G-11 of 16
City Logo	G-12 of 16
Logos	
Genesee Riverway Trail	G-13 of 16
Genesee Valley Greenway Trail	G-14 of 16
Canalway Trail	G-15 of 16
Pictographs	G16 of 16

Kiosk Panel Layout

City Wide Sign Face

Local Sign Face



Note - The kiosk panel layout is the same for both the A-1 Major Kiosk and the B-1 Minor Kiosk. Not shown is the A-1 Major Kiosk awning.

ATTRACTIONS

YOU ARE HERE

PARKS

- Bausch & Lomb Riverside Park **27**
- Durand Eastman Park **4**
- Genesee Gateway Park **25**
- Genesee Valley Park **31**
- High Falls Terrace Park **12**
- Highland Park **28**
- Lower Falls Park **11**
- Maplewood Park & Rose Garden **9**
- Ontario Beach Park **1**
- Seneca Park & Zoo **8**
- Turning Point Park **5**

HISTORIC DISTRICTS

- Bridge Square/ Cascade **18**
- Brown's Race/ High Falls **13**
- Corn Hill **23**
- East Avenue **19**
- Erie Canal Aqueduct **22**
- Grove - Gibbs **15**
- Mt. Hope **26**
- Maplewood **10**
- Old Rochester ville **14**
- Susan B. Anthony **20**

POINTS OF INTEREST

- Blue Cross Arena **21**
- Center City **17**
- Corn Hill Landing **24**
- Frontier Field **16**
- Genesee/ Charlotte Lighthouse **3**
- Port of Rochester **2**
- University of Rochester **29**

CEMETERIES


- Holy Sepulchre Cemetery **7**
- Mt. Hope Cemetery **30**
- Riverside Cemetery **6**

Attractions II Panel



ATTRACTIONS


PARKS & CEMETERIES

Genesee Gateway Park 25
    

High Falls Terrace Park 12
 

Lower Falls Park 11
 

Maplewood Park & Rose Garden 9
     

Seneca Park & Zoo 8
 

POINTS OF INTEREST

Blue Cross Arena 21
Center City 17
Corn Hill Landing 24
Frontier Field 16
High Falls E
Lower Falls A
Middle Falls B

BUSINESS DISTRICTS

Jefferson Avenue G
Lake Avenue C
Lyell Avenue D
South Avenue H
West Main Street F

HISTORIC DISTRICTS

Bridge Square/Cascade 18
Brown's Race/High Falls 13
Corn Hill 23
Erie Canal Aqueduct 22
Grove - Gibbs 15
Maplewood 10
Old Rochester ville 14
Susan B. Anthony 20

Note - Information presented on this sign will vary depending upon location of kiosk.

City Wide Map Panel



You
Are
Here

Note - The only information to change on this panel is the "You Are Here" bullet.

Description Panel

GENESEE RIVERWAY

Rochester's Genesee Riverway contains a remarkable array of scenic, recreational, educational and cultural assets. The Genesee Riverway is:

- Ten parks featuring a beach, boardwalk, carousel, zoo, rose garden, swimming pool, ice rink, fishing areas, picnic areas, tennis courts, and ball fields;
- Three waterfalls, wilderness areas, and a scenic gorge;
- Center City riverwalks and an exciting downtown entertainment district;
- Tour boats, canoe rentals, boat launches and docking facilities;
- Museums, a lighthouse, and a world-class university;
- Restaurants, shops, historic sites, and attractive urban neighborhoods;
- Connections to a network of regional trails including the Canalway Trail, the Genesee Valley Greenway Trail, and the Seaway Trail;
- AND MUCH, MUCH MORE!

GENESEE RIVERWAY TRAIL

The Genesee Riverway Trail is a multi-use trail and gateway open to non-motorized users for bicycling, hiking, skating, and cross-country skiing. It is planned as a continuous north/south system through the center of Rochester. When completed it will extend from the Canalway Trail and Genesee Valley Greenway Trail to the Port of Rochester at Lake Ontario and the Seaway Trail, following the course of the Genesee River gorge. The trail will connect a variety of parks, residential neighborhoods, natural areas, and historic, cultural, and business districts.

TRAIL ACCESS INFORMATION



The majority of the Genesee Riverway Trail is accessible. Sections of the trail that have steep, rough, or narrow areas or steps are noted on detailed trail maps and on warning signs on the trail. Look for the following symbols to indicate non-accessible trail sections:



Rough Surface



Narrow Trail



Steps



Steep Slope

TRAIL LEGEND

- Genesee Riverway Trail
- Planned Genesee Riverway Trail
- Canalway Trail
- Genesee Valley Greenway Trail
- NYS Seaway Trail
- Irondequoit Lakeside Trail
- Lake Ontario State Parkway Trail
- Proposed ElCamino/Butterhole Trail
- Proposed Charlotte/Sea Breeze Trail
- Proposed Highland / Canalway Trail

To report any concerns you may have regarding the Genesee Riverway and Trail, please contact the City of Rochester Office of Customer Service at 585-428-5990 or One Call to City Hall - 311.

Image Panel






Note - The information on this panel may be different than shown.

Legend Panel



TRAIL LEGEND

-  **Genesee Riverway Trail**
-  **Skyline Loop - 2.0 miles**
-  **Town and Gown Loop - 4.5 miles**
-  **River Bend Loop - 2.8 miles**
-  **River Flats Loop - 1.9 miles**
-  **10K Loop - 6.2 miles**
-  **Planned Genesee Riverway Trail**
-  **Genesee Valley Greenway Trail**
-  **Canalway Trail**
-  **Proposed El Camino / Butterhole Trail**

To report any concerns you may have regarding the Genesee Riverway Trail, please contact the City of Rochester, Department of Environmental Services, Office of Customer Satisfaction at 585-428-5990 or 311 - One Call to City Hall.

Note - The information on this panel will vary depending upon kiosk location.

Local Trail Map Panel

LOCAL TRAIL MAP

Issued 2005

TRAIL ACCESS INFORMATION

The majority of the Genesee Riverway Trail is accessible. Sections of the trail that have steep, rough, or narrow areas or steps are noted on detailed trail maps and on warning signs on the trail. Look for the following symbols to indicate non-accessible trail sections:

- Accessible
- Rough Surface
- Narrow Trail
- Steep Slope
- Bicycle Access

Note - The information on this panel will vary depending upon kiosk location.

Regional Trail Map Panel

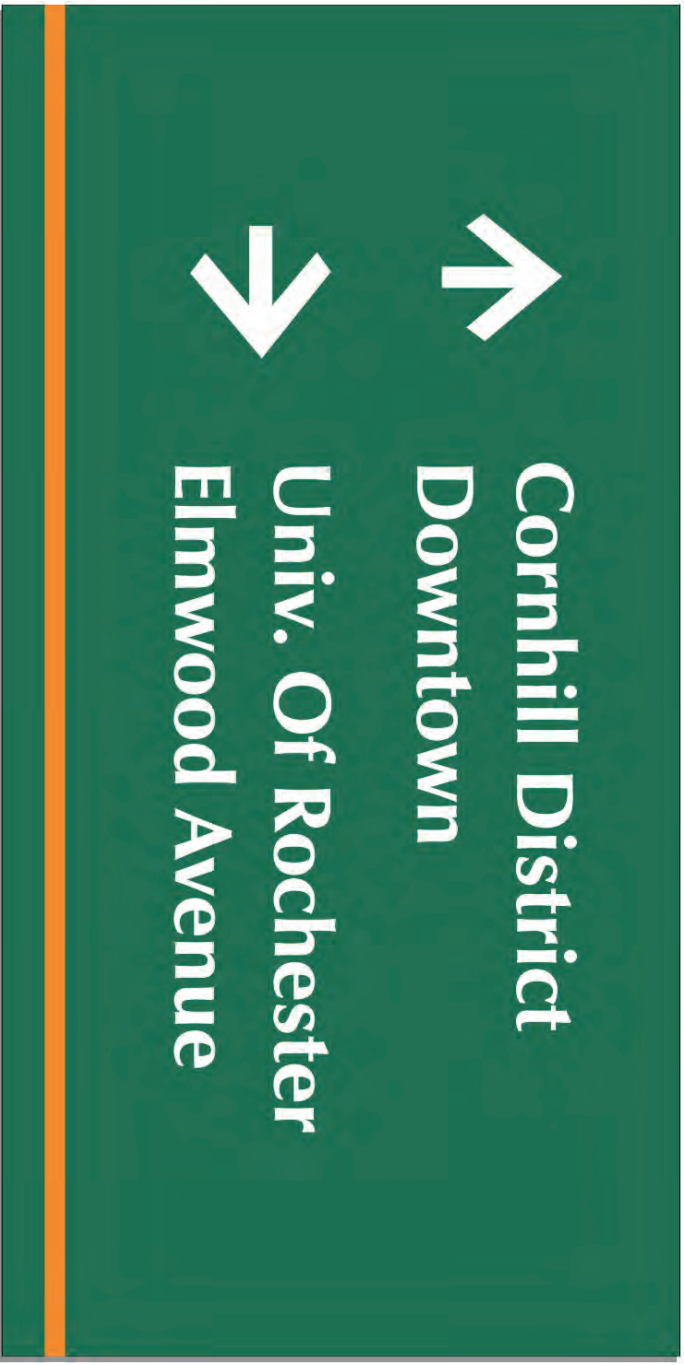
REGIONAL TRAILS



“Welcome To” Panel



Directional Panel



City Logo Panel



Robert J. Duffy, Mayor
Rochester City Council
City of Rochester, NY

This signage was prepared for the New York State
Department of State Division of Coastal Resources
with funds provided under Title 11 of the
Environmental Protection Fund

Secretary of State
Lorraine Cortés-Vázquez

Governor
David A. Paterson



Robert J. Duffy, Mayor
Rochester City Council
City of Rochester, NY

Genesee Riverway Trail Logo



pms 518

pms 467 (20%)

pms 518

letters print white

pms 467 (20%)

pms 467 (100%)

pms 322 (100%)

wave prints white

pms 322 (50%)

pms 290 (100%)

letters print white

Genesee Valley Greenway Trail Logo



pms 342

Canalway Trail Logo



Pictographs

