



SANDUSKY BAY PATHWAY UPDATE

SANDUSKY, OHIO



MAY 2018



TITLE	1
EXECUTIVE SUMMARY	5
PROJECT STAKEHOLDERS	6
STEERING COMMITTEE/CONSULTANT TEAM	7
PROJECT BACKGROUND	9
MAPPING + ANALYSIS	15
STAKEHOLDER + PUBLIC INVOLVEMENT	23
FACILITY TYPES	39
RECOMMENDED ALIGNMENT	43
FUNDING + IMPLEMENTATION	55
BRANDING, SIGNAGE, AND WAYFINDING DRAFT CONCEPTUAL DESIGN	61
BRANDING, SIGNAGE, AND WAYFINDING FINAL CONCEPTUAL DESIGN	69
APPENDIX	79

TABLE OF CONTENTS



The Sandusky Bay Pathway Update is a re-envisioning of the 2006 Sandusky Bay Pathway Study that explored ways of connecting the residents and visitors of Sandusky to Downtown and the waterfront. The purpose of this update is to research and determine new and additional ways to accomplish these connectivity goals, while also validating the original plan framework. The numerous changes that have occurred along the Bay since 2006, including environmental and property conditions, required the team to re-investigate potential connections and develop new and creative ways to connect the Pathway to destinations throughout the city.

The study area stretches from the community of Bay View, west of the city limits, east along Route 6 and the waterfront corridors of the city to the planned Landing Park development beginning at Castaway Bay. Continuing through Landing Park, the study area ends at the eastern connection to the existing Huron Township trail facilities north of Route 2. The City of Sandusky served as the project lead and sponsor, with the help of a robust team of stakeholders including members from: City of Sandusky Staff, Erie MetroParks, Erie Regional Planning Commission, and the Murray Legacy Fund. Environmental Design Group was hired to conduct the study.

Extensive public and stakeholder involvement was solicited over the course of two public meetings and three stakeholder meetings. Significant base mapping and analysis was performed prior to presenting the updated draft plans to the public and stakeholders, and their input was subsequently integrated into the final recommendations included in this plan.

In addition to the Sandusky Bay Pathway Update recommended alignment, a detailed cost opinion, phasing plan and branding, signage and wayfinding conceptual design was created to guide the development, branding, and generate funding support for the Pathway. These key components will allow the City of Sandusky to actively seek funding sources for the design and construction of this impactful project.

The final alignment recommendations include facility types ranging from paved asphalt shared-use paths, sidepaths, widened sidewalks, to improved natural experience trails and themed downtown loops that connect Pathway users to their environment and history. In all, fourteen segments comprising over twenty-one miles in length were proposed as part of the plan. These segments combine to create not only an enhanced linear transportation network, but a recreational destination experience that is unrivaled in the region.



CITY OF SANDUSKY OHIO

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PROJECT STAKEHOLDERS

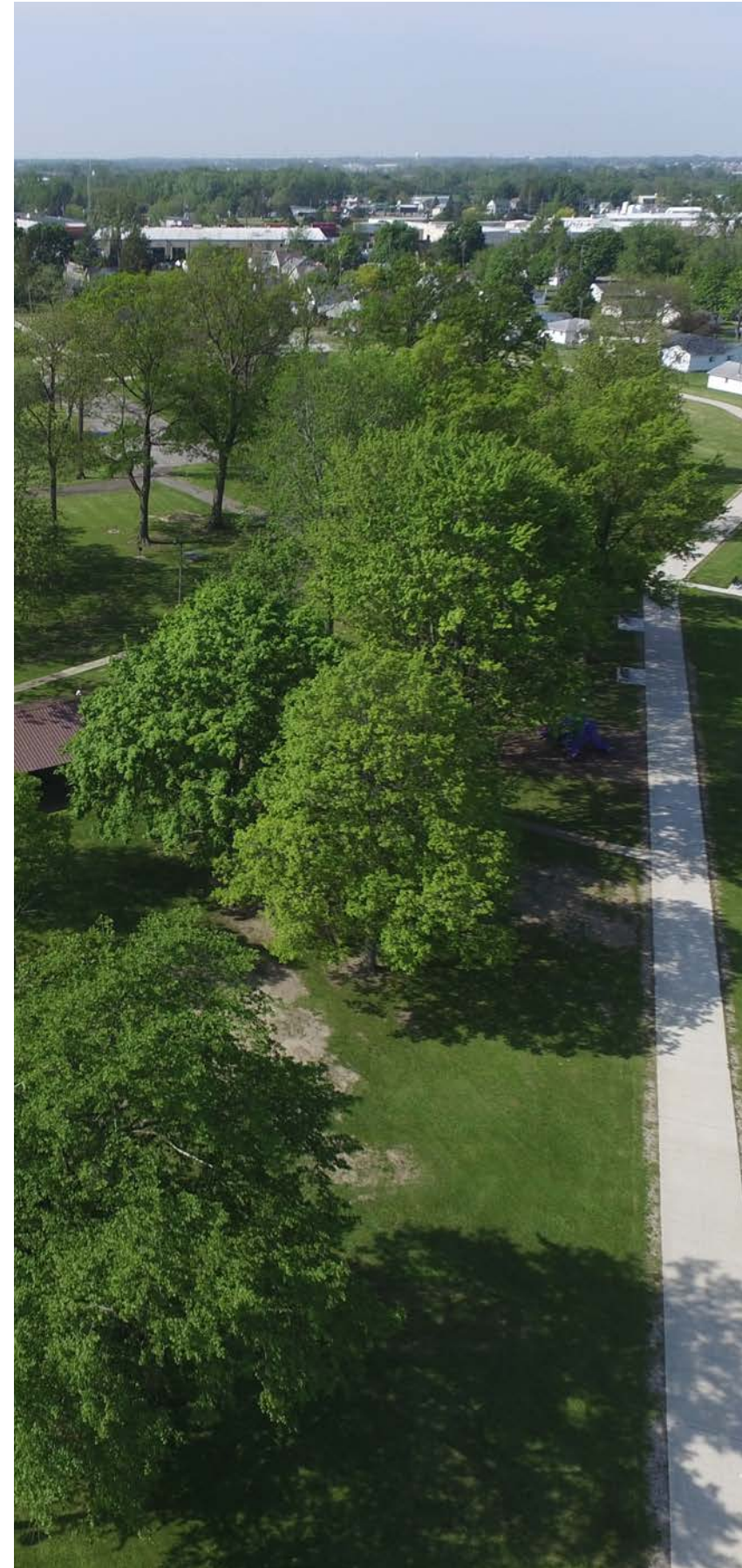
STEERING COMMITTEE/CONSULTANT TEAM



PROJECT BACKGROUND



- Review the 2006 Sandusky Bay Pathway alignment and investigate any new opportunities or challenges that may exist.
- Incorporate new trail sections and multi-modal connections that have been established or planned since the completion of the 2006 study.
- Explore potential connections to regional trail systems to create a broader impact and leverage funding opportunities.
- Create a phased implementation plan that segments the new alignment into thoughtful, practical, and fundable pieces.
- Include detail on amenities proposed for each of the respective segments.
- Provide detail on final selected trail amenities.
- Explore and develop a trail branding plan that creates a cohesive and enjoyable user experience.



The Sandusky Bay Pathway is a coastal trail envisioned by the City of Sandusky in 2006. The pathway stretches along the waterfront from the east corporation limit to the west corporation limit with several other on-street and off-street trails networking city roads and the city-wide park system. During the Bicentennial Vision process in 2015, residents and stakeholders expressed much interest in re-establishing an idle program for recreational and cycling trails.

In the Spring of 2017, the City of Sandusky hired Environmental Design Group to conduct a thorough updated analysis of the 2006 Sandusky Bay Pathway alignment, and to create a reinvigorated concept that builds on the prior study while incorporating the last decade's changes in the built and natural environment. In many instances, land ownership, use, or occupancy has had a significant effect of the feasibility of the original 2006 alignment. A thorough analysis of the existing conditions and a 'boots-on-the-ground' approach allowed proper investigation and vetting of the original segments to determine what portions could be

adapted or enhanced to create a better overall trail experience.

Since the development of the original plan, several regional trails have been developed that would allow greater regional connectivity for the Sandusky Bay Pathway. Most prominently, the recently completed Lake Shore Electric Trail stretching through Huron, east of Sandusky, would allow a logical connection to an eastern-reaching Sandusky Bay Pathway alignment. Other opportunities for connections include planned projects such as the Castalia Quarry Trail, connection into the City of Sandusky from the southwest, and the Pipe Creek Connector Trail connecting areas of western Castaway Bay to the Pipe Creek Nature Preserve.

By conducting a thorough evaluation of the previous study, discovering new route opportunities, and developing a cohesive, feasible, and branded trail experience, the updated Sandusky Bay Pathway Plan will provide increased opportunities for residents and visitors to connect with the City, the waterfront, and the region.

PROJECT GOALS

PROJECT BACKGROUND



Originally founded as "Portland Township" in 1816, Sandusky received its name in 1817 meaning "at the cold water" in the Wyandot language. Erie County was established in 1838 with Sandusky as the county seat.

Two railroads and a significant harbor on Lake Erie lead to rapid economic development and population growth. By 1846, Sandusky was home to approximately three thousand residents and a robust wheat exportation center. White sand beaches and the opening of the Cedar Point amusement park primed Sandusky as a vacation destination, further increasing economic development and the local population.

By 1880, the population had increased to almost sixteen thousand residents and the import and export of goods increased to include tools, paper, baskets, chalk, crayons, beer, railroad locomotives and cars, wheels, carriages, and lime. Stonecutters of mainly Irish and German descent incorporated the plentiful limestone into the architecture, reflecting the cultural diversity of the time, while keeping

pace with the expanding population's needs. Sandusky became the United States' leading contributor of wooden wheels, home to a top fish hatchery, and a center of paper-making.

The advent of automobiles and trucking weakened the railroads and harbor as Sandusky's economic drivers. The railroad tracks downtown have been removed, allowing the areas to serve other purposes such as park space and marina dockage. Similarly, the Griffing Sandusky Airport, which began operations in 1937 serving smaller single engine planes used for general aviation and air taxis, ended service in 2013. Portions of the one hundred and thirty-three acre airport property have evolved to host a Cedar Point Sports Complex.

The city's era as a shipping center has lessened while its dexterity in tourism and the fishing industry continues to gain momentum. Downtown Sandusky is going through a renaissance with public and private reinvestment occurring throughout the central business district. Today, the population of Sandusky sits at just over twenty-five thousand.

AREA HISTORY

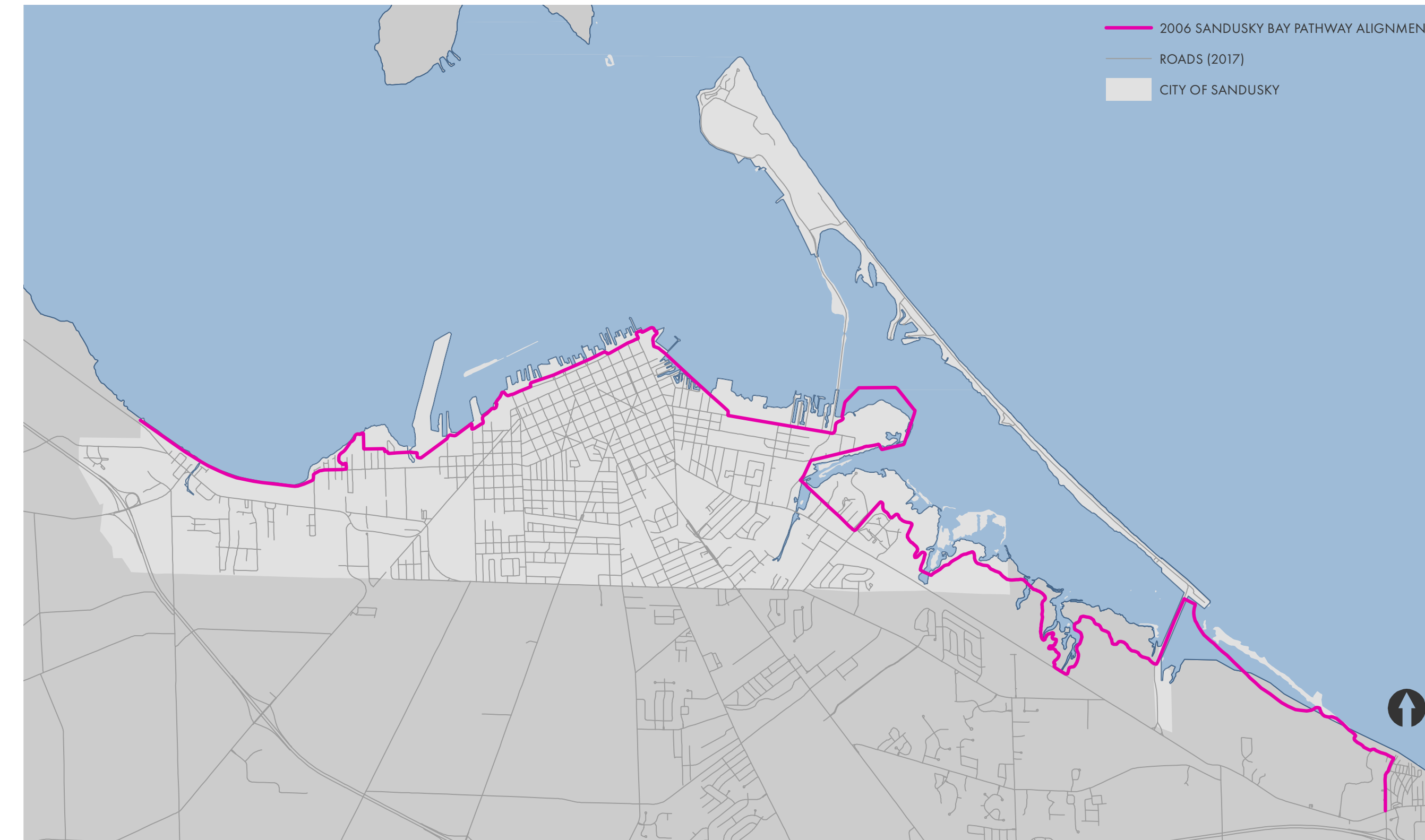


MAPPING & ANALYSIS

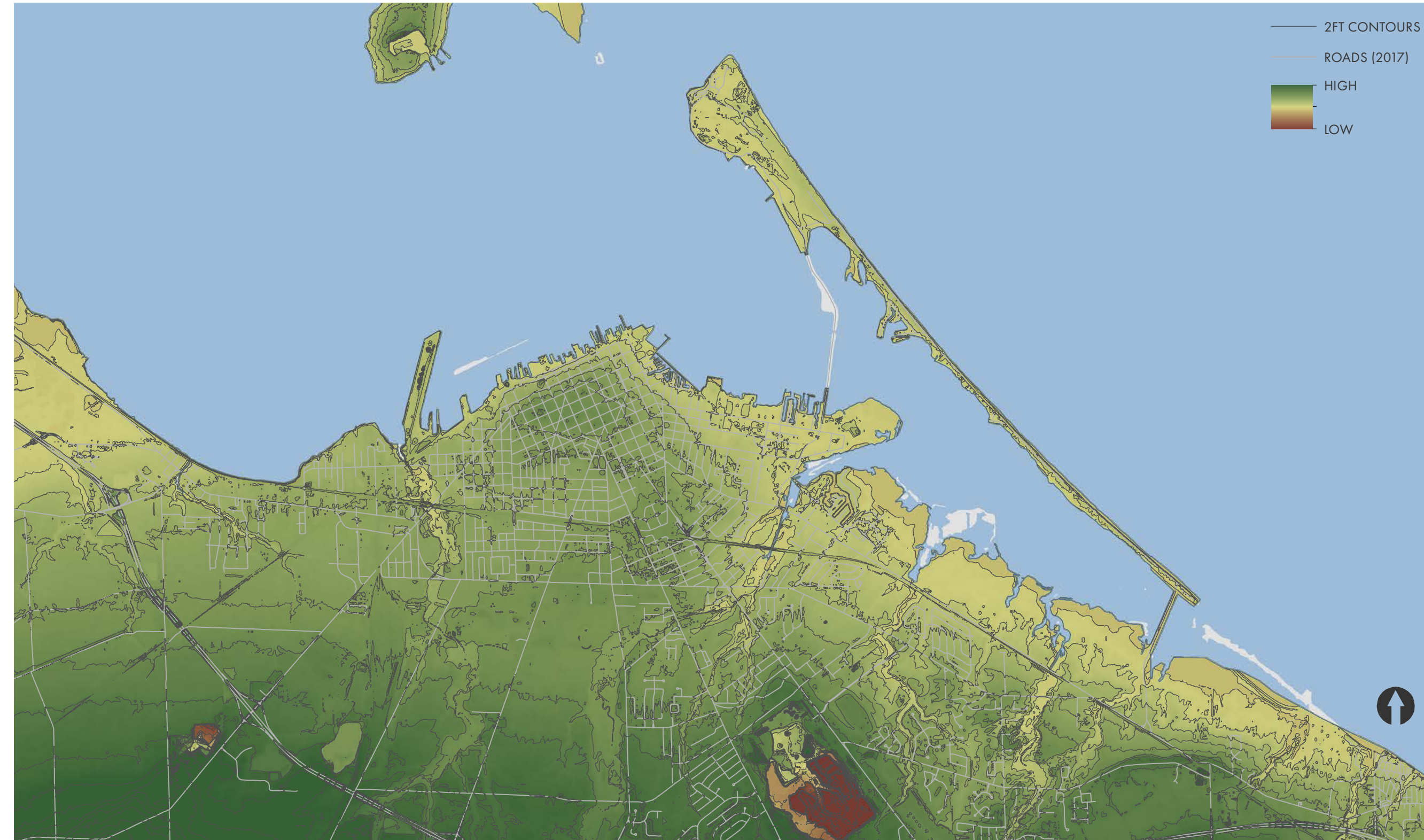




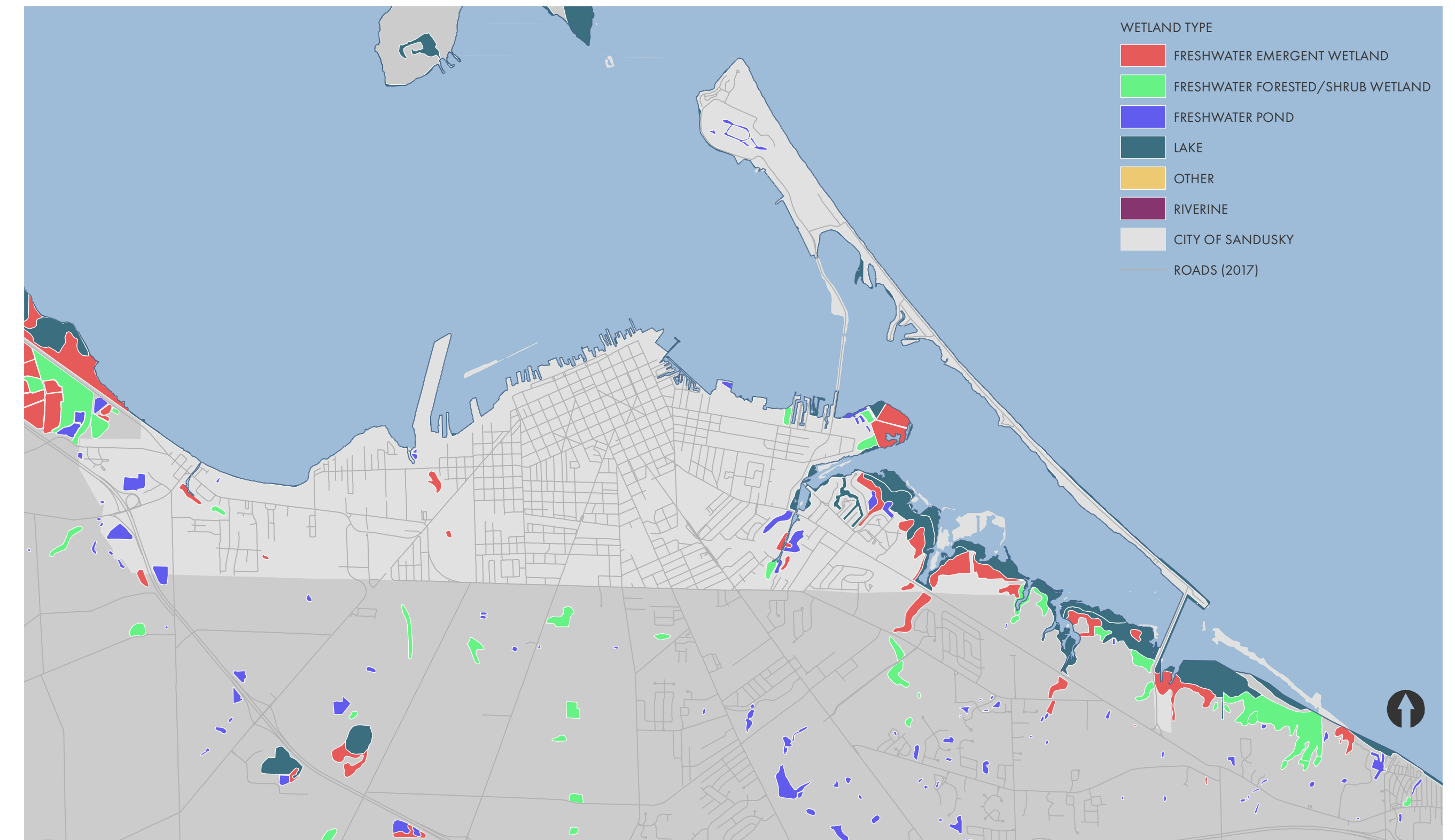
STUDY AREA: The area of study for the Sandusky Bay Pathway Update primarily consists of the waterfront areas of the city itself, as well as areas of Huron Township to the east and westward toward Bay View along Barrett Road. The exact eastern and western boundaries were left open to allow for creative connections in and out of the city to be explored.



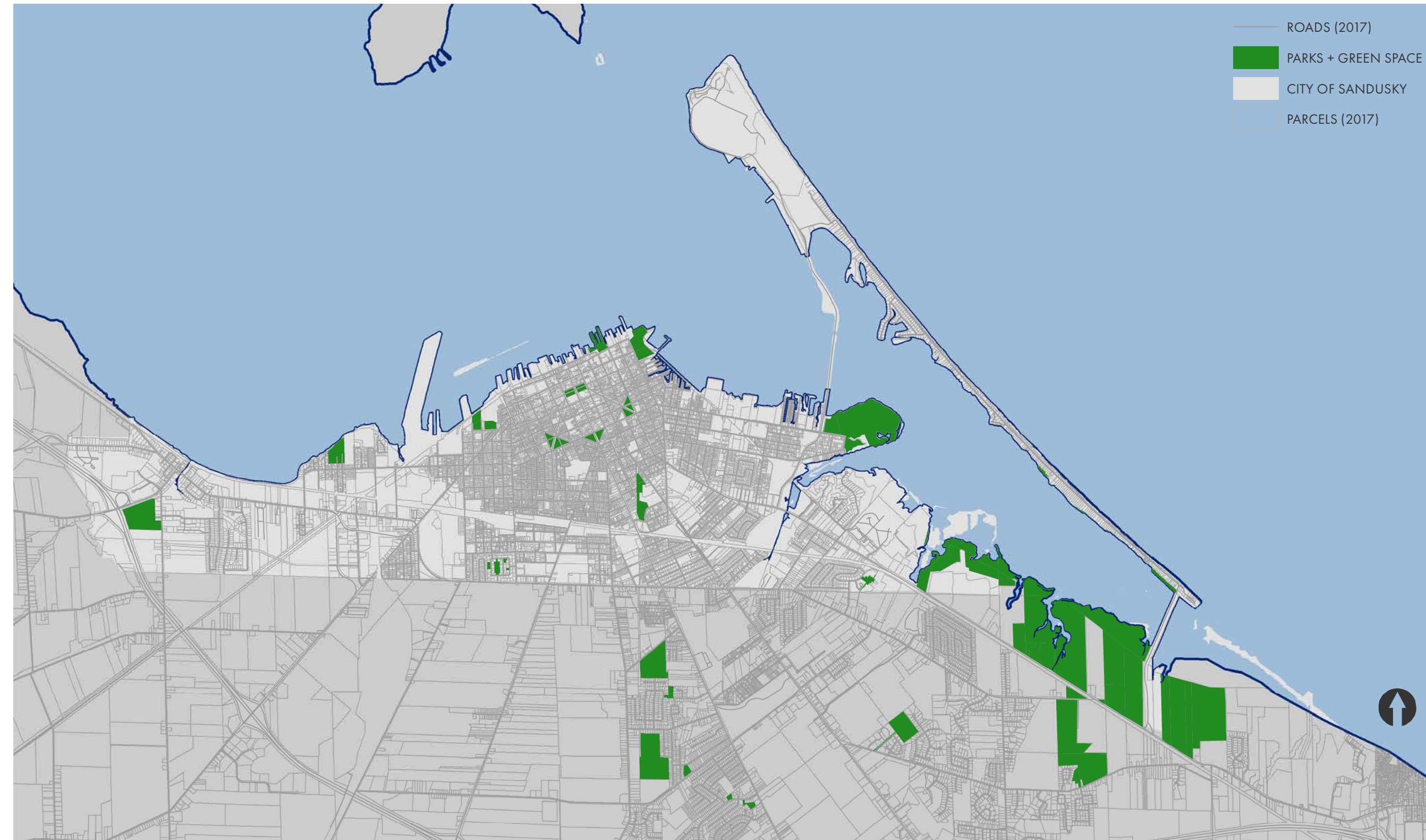
2006 SANDUSKY BAY PATHWAY ALIGNMENT: The 2006 Alignment was unique in many aspects. Although some segments have since been determined as infeasible, the corridor is similar in profile to that of the Pathway Update. The desire to explore additional connections outside of Sandusky led to the increased study area size.



TOPOGRAPHY: The coastline and inland areas of the City of Sandusky are low-lying, and generally flat with few significant exceptions. In the figure above, the south-central depression shown in darker brown is as existing quarry.



WETLANDS: Given the nature of the developed core of the City of Sandusky, most significant areas of wetlands are located in the preserved natural areas along the bayfront. On the western edge of the city, a large swatch of wetlands extends from Route 2 up the coastline. On the eastern side of the study area, Erie MetroParks and ODNR State Parks dominate the waterfront. (Source: National Wetland Inventory)



PARKS AND PUBLIC GREEN SPACES: In addition to connecting residents and visitors to the waterfront, leveraging the many parks and public green spaces in the area provides an opportunity to create an improved trail experience. By making connections to these places, it allows trail users to stop and experience additional amenities provided at those locations.



COASTLINE EVOLUTION: Changes in the waterfront are unavoidable, whether man-made or resulting from natural events. The map above displays the fluid, ever-changing nature of the Bay, especially along the eastern "Back Bay." Three different coastlines are apparent between the aerial image, state-sourced data, as well as manual digitization of the coast, created for this project, in 2017.



STAKEHOLDER & PUBLIC INVOLVEMENT



Successful planning or development studies often rely upon the creative and thoughtful input gained from community engagement. Project stakeholders, local business leaders, politicians, and the public at large can provide meaningful ideas and feedback enabling the project to better fulfill the community's needs and objectives.

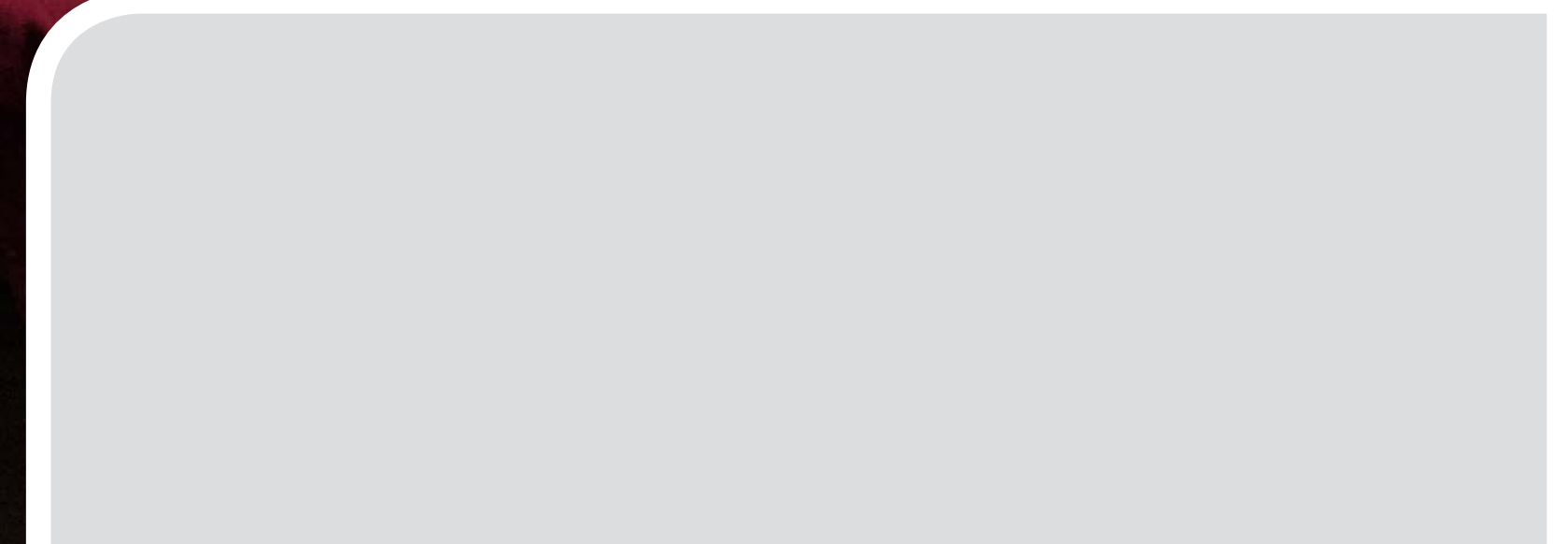
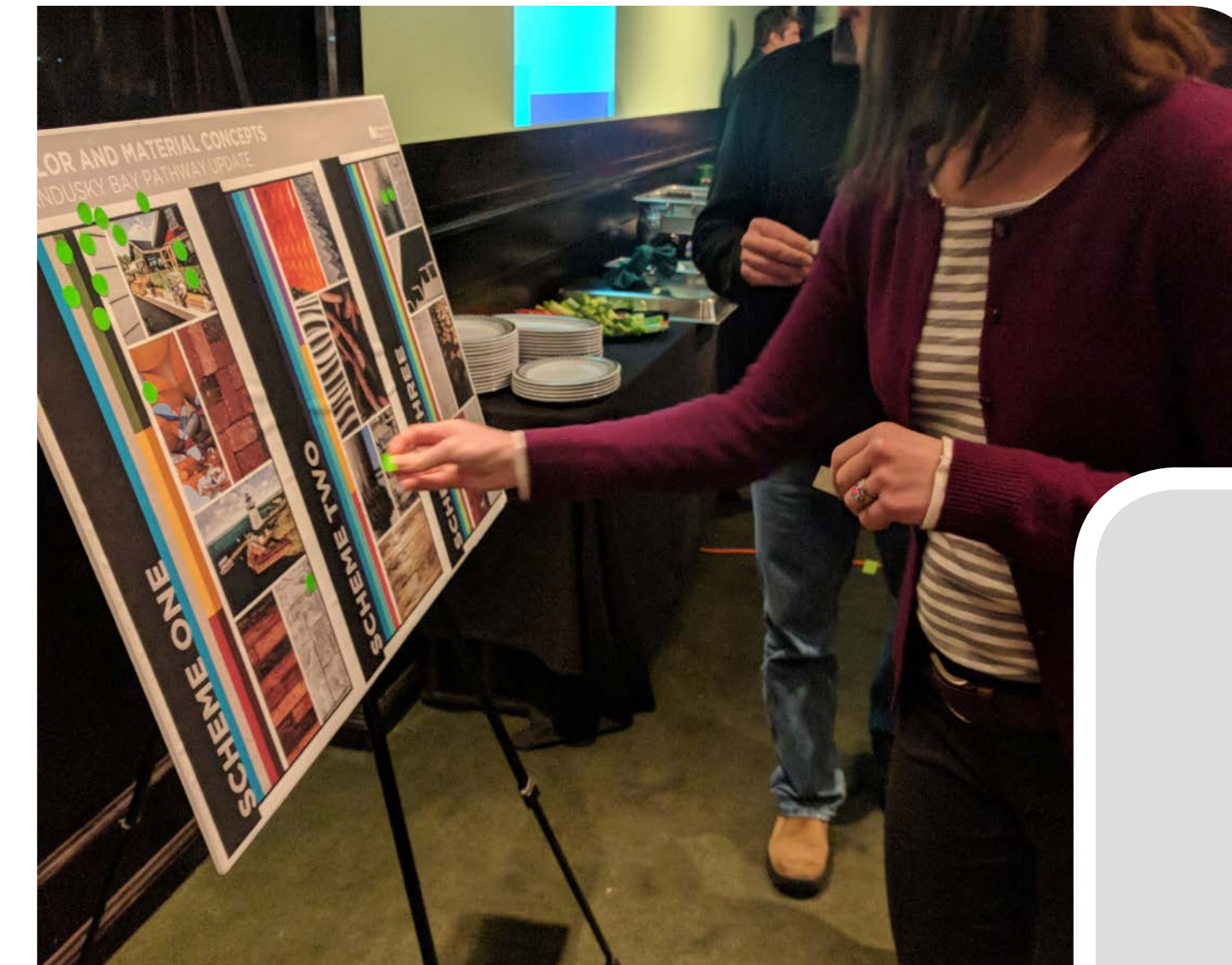
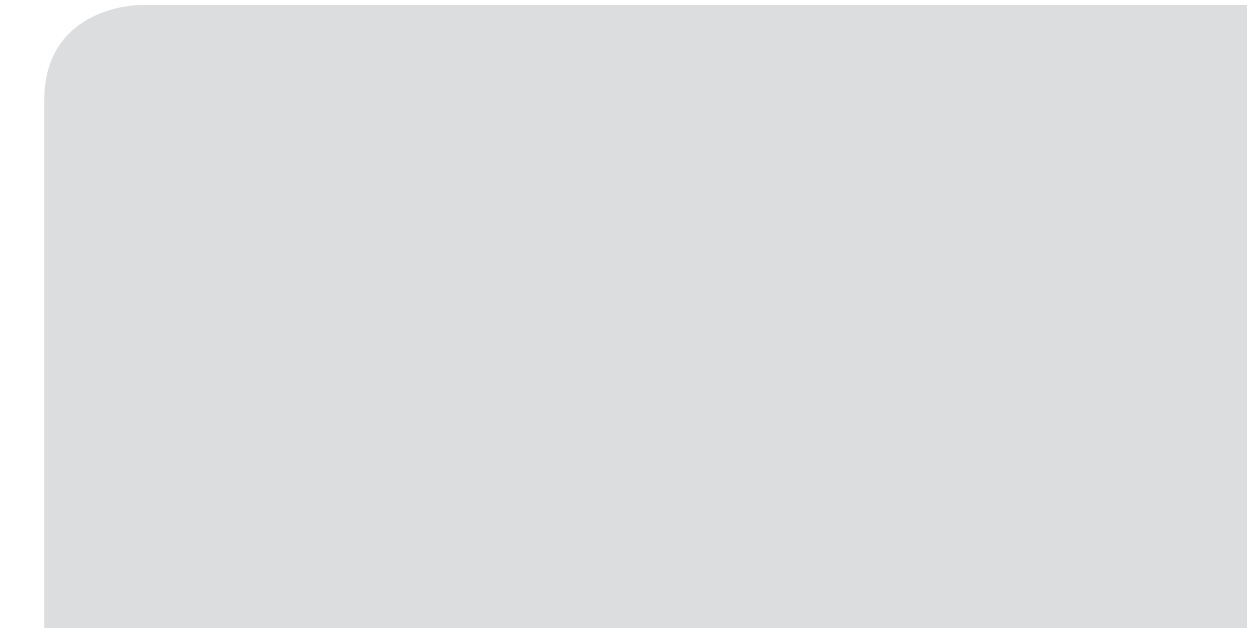
Engaging these parties into the project from the beginning often raises the status and potential impact of the plan. In the case of the Pathway Update, project stakeholders and the public were engaged over the course of seven total formal meetings. The stakeholder meetings provided crucial technical and advisory feedback on the pieces and parts of the plan, and refinement of the ideas to be presented at the subsequent public meetings.

Two public meetings were conducted, and over 70 people participated in the public involvement process for this study. The public meetings provided opportunities to educate attendees on types of trail and pedestrian connectivity, define user groups, and present alignment ideas for feedback. The kickoff public

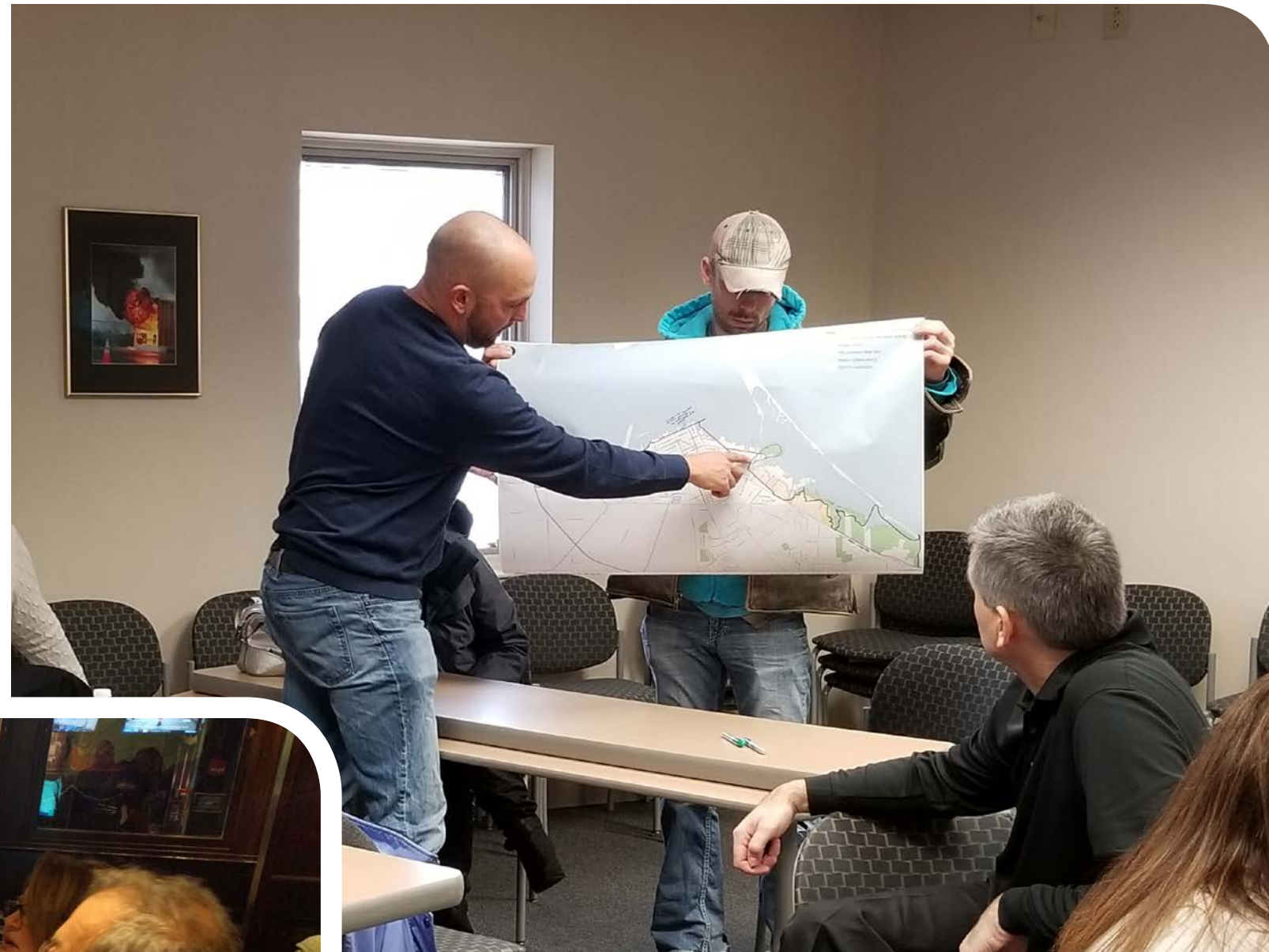
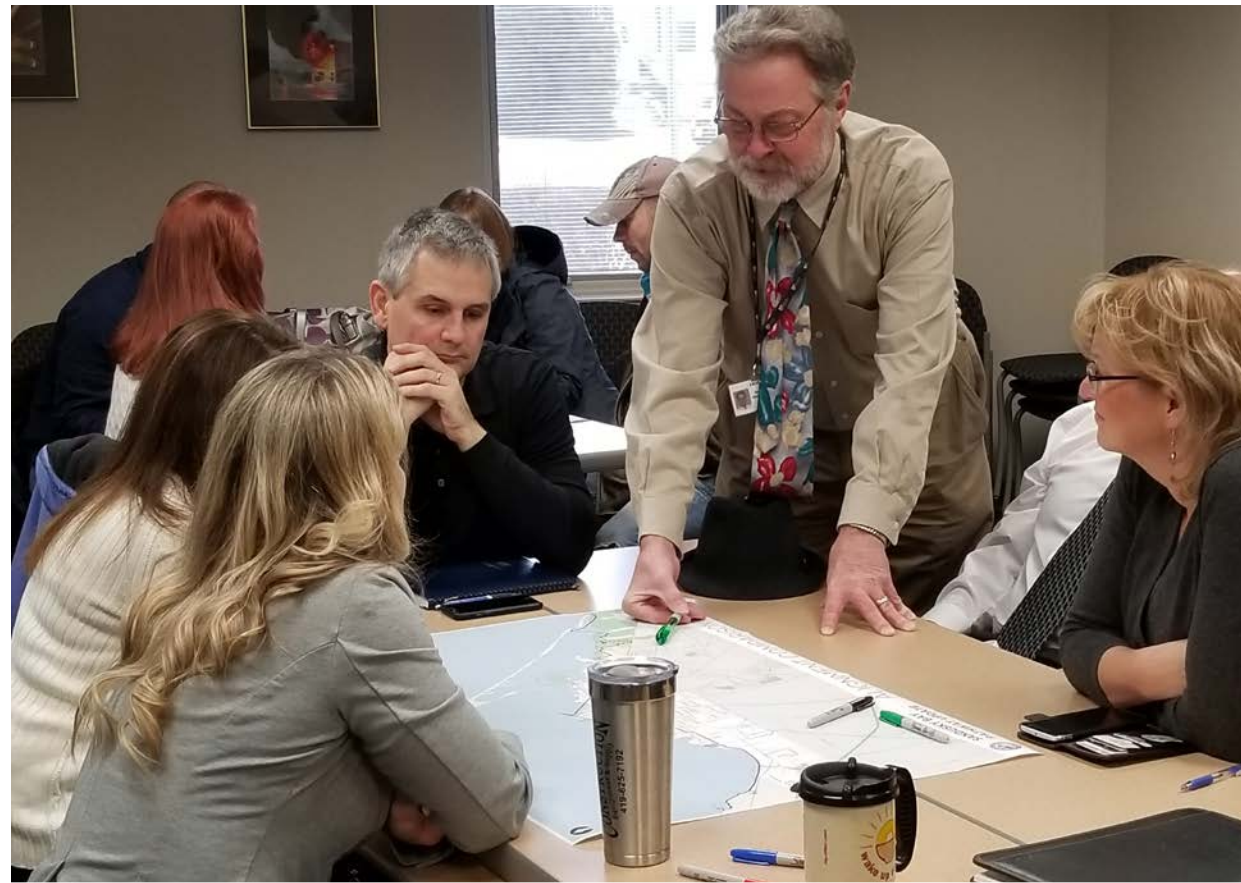
meeting was dedicated to reviewing the original 2006 Alignment alongside a new, revised draft route. Public opinion and preference on signage and finding, and the associated color and material palette was also collected.

In addition to providing feedback on the proposed Pathway network, attendees also had an opportunity to rank project segments and features in importance and preference. During the final public meeting attendees were provided with a set of "project dollars" to spend. The "project dollar" stickers were applied to the various segments and alternatives to gain insight into the public's preferences on funding and implementation priorities.

As the study progressed, all aspects of the public and stakeholder feedback were considered and thoughtfully applied to the study elements to ensure a final product that would generate excitement and consensus from the communities. Public meeting fliers were widely distributed to announce the upcoming meeting locations and dates. Facebook, Twitter and various stakeholder websites were also used to advertise the meetings.



BUILDING CONSENSUS

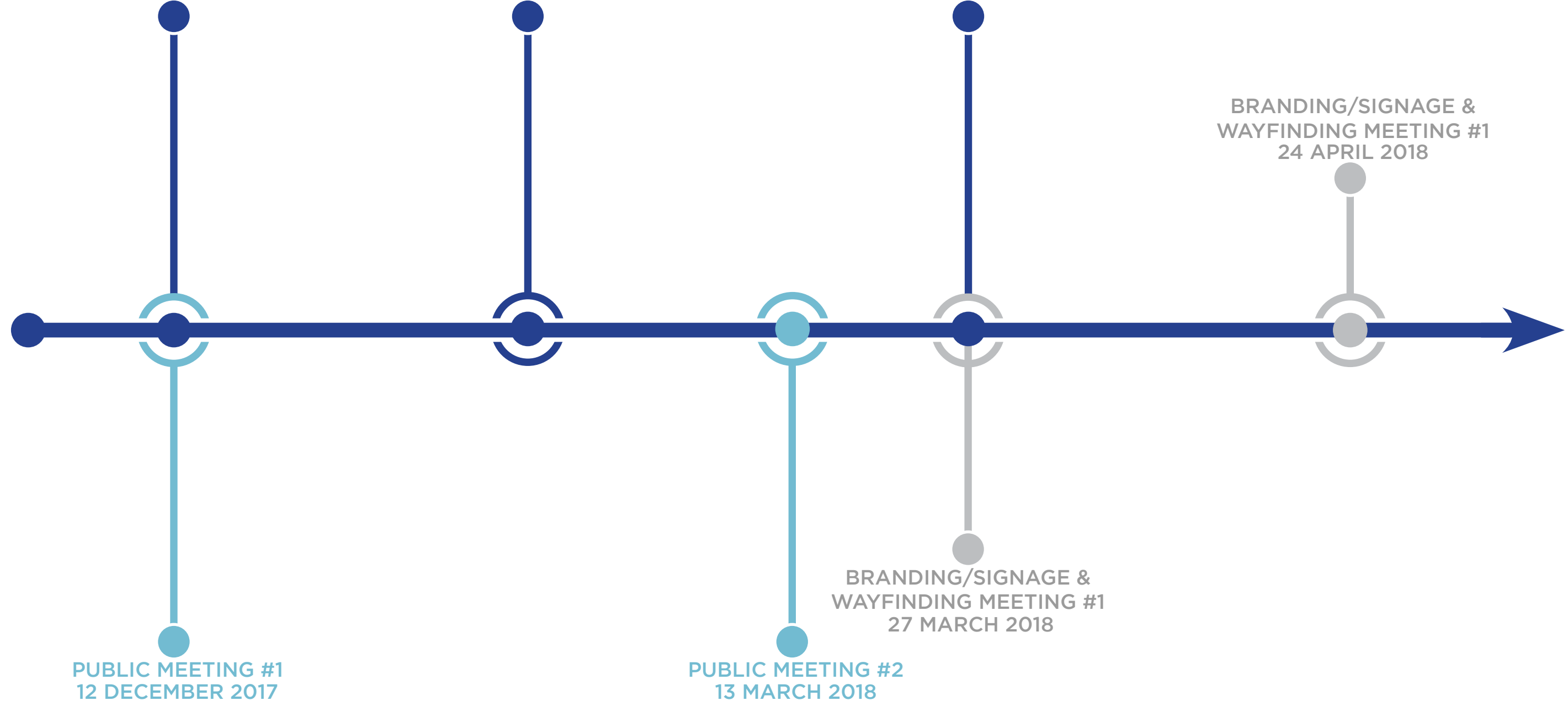


STAKEHOLDER MEETING #1
12 DECEMBER 2017

STAKEHOLDER MEETING #2
14 FEBRUARY 2018

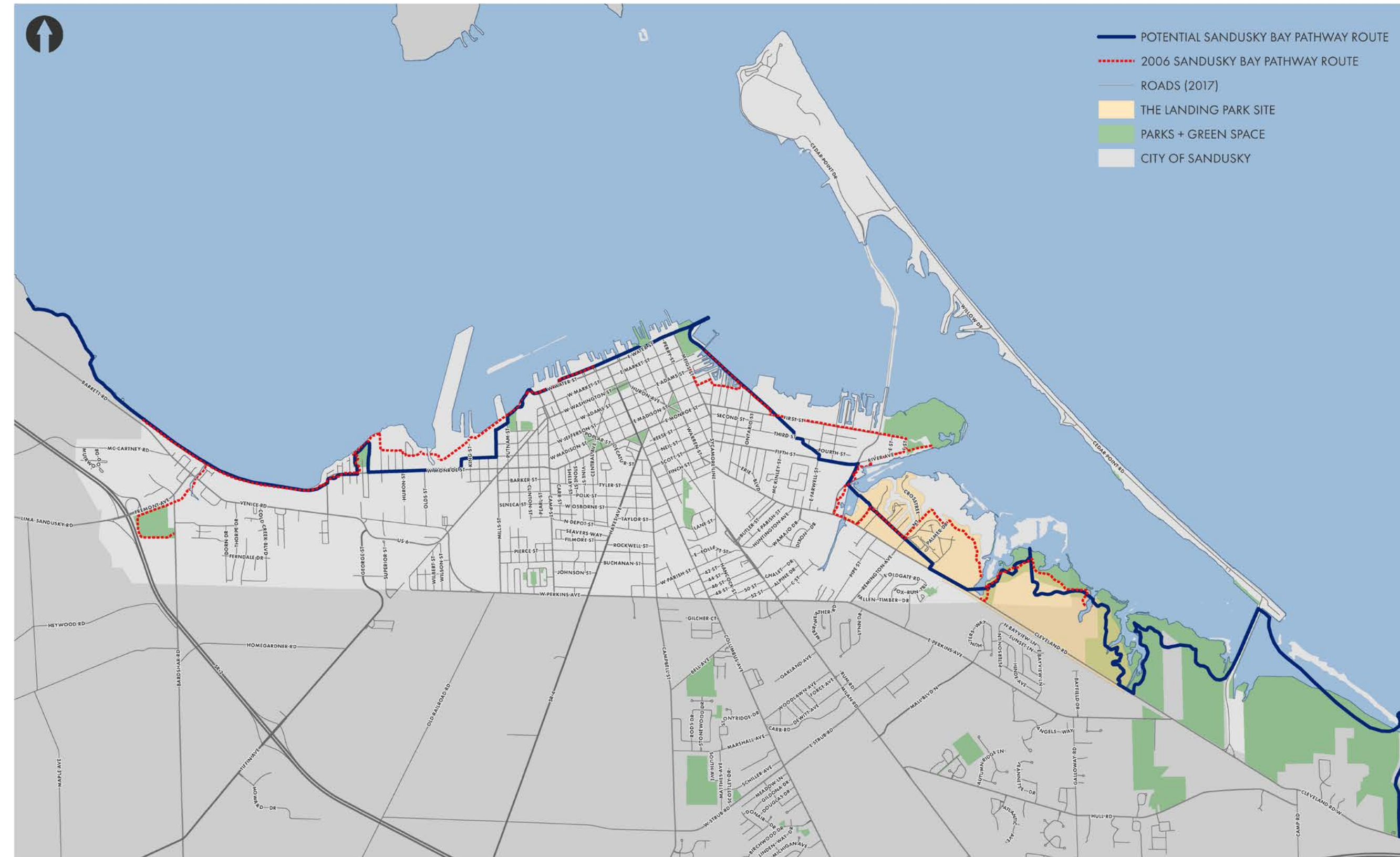
STAKEHOLDER MEETING #3
27 MARCH 2018

BRANDING/SIGNAGE &
WAYFINDING MEETING #1
24 APRIL 2018



STAKEHOLDER & PUBLIC INVOLVEMENT

MEETING SCHEDULE



**SANDUSKY BAY
PATHWAY UPDATE**

ALIGNMENT COMPARISON

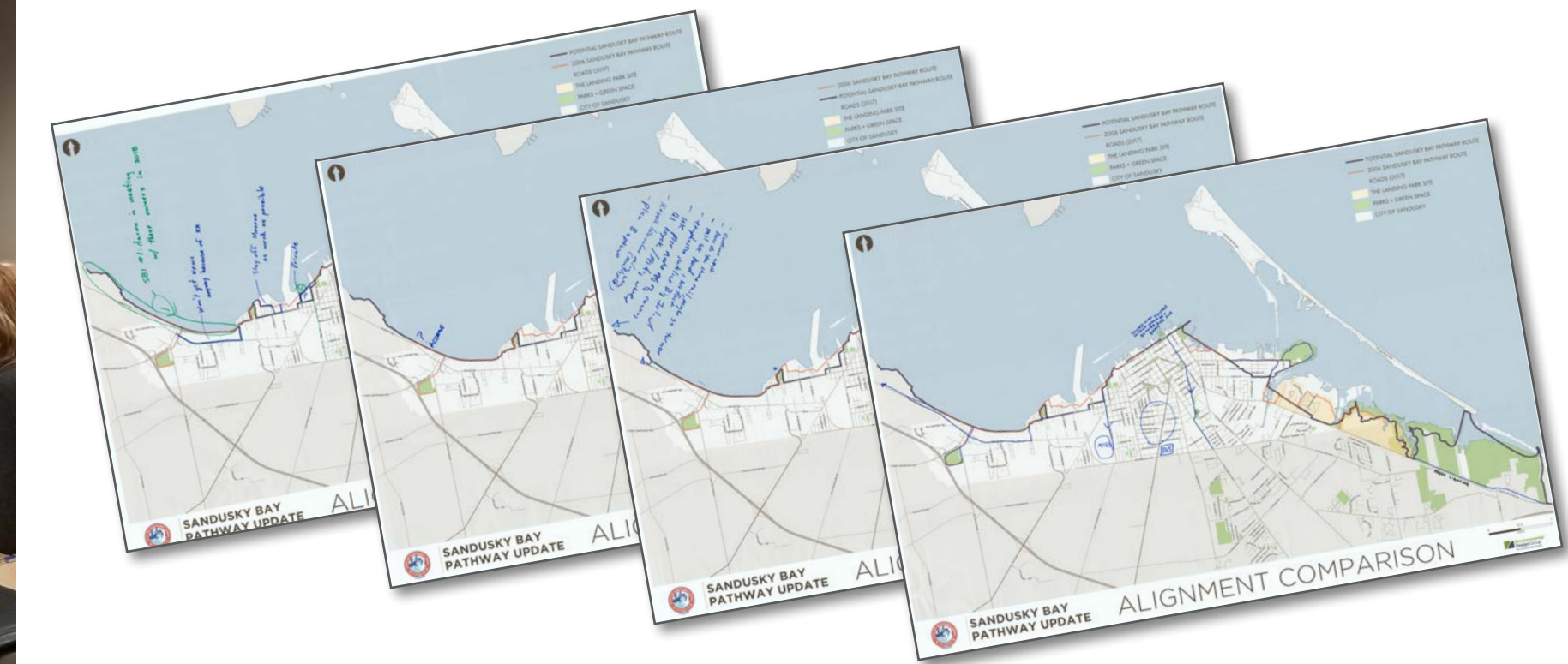


MEETING GOALS

- Review the 2006 Sandusky Bay Pathway Alignment and discuss its impact and relevance to the Pathway Update.
- Review a draft alignment of the Pathway in the context of the original 2006 proposed alignment.
- Solicit technical and advisory feedback on potential alignment conflicts and possible solutions.
- Gain insight into challenges faced by stakeholders with the 2006 Pathway alignment.
- Gather direct route feedback through a round-table discussion of the proposed Pathway Update.

MEETING OUTCOMES

- Significant environmental challenges may make a boardwalk crossing along the beach at Sheldon Marsh impossible. Additional routes were desired to show other potential connections in this area.
- Additional downtown-oriented connections should be explored, though not necessarily an off-road facility.
- The City outlined areas where potential development and roadway enhancement projects interact with the draft alignment. These locations were studied in greater detail and adjusted for the next iteration of the alignment.



(ABOVE) Stakeholders participated in a round-table exercise where they discussed and commented on large format prints of the draft alignment map. Their feedback was collected and used to update the proposed alignment.

STAKEHOLDER + PUBLIC MEETING #1: The exhibit above was presented to the stakeholder group to compare the draft Pathway concept alongside the 2006 route. Conflict areas and pinch points were discussed, and alternatives proposed for subsequent iterations of the Pathway Update alignment.

STAKEHOLDER MEETING #1 RESULTS



MEETING GOALS

- Present base knowledge of trail user types and configurations to allow for a robust and informed public dialogue.
- Review a draft alignment of the Pathway in the context of the original 2006 proposed alignment.
- Gather feedback from participants on potential route conflicts, safety concerns, and opportunities for additional connectivity.
- Conduct a voting exercise to gain insight into the public's preference for various potential theme and material schemes to be incorporated into the signage and wayfinding plan.

MEETING OUTCOMES

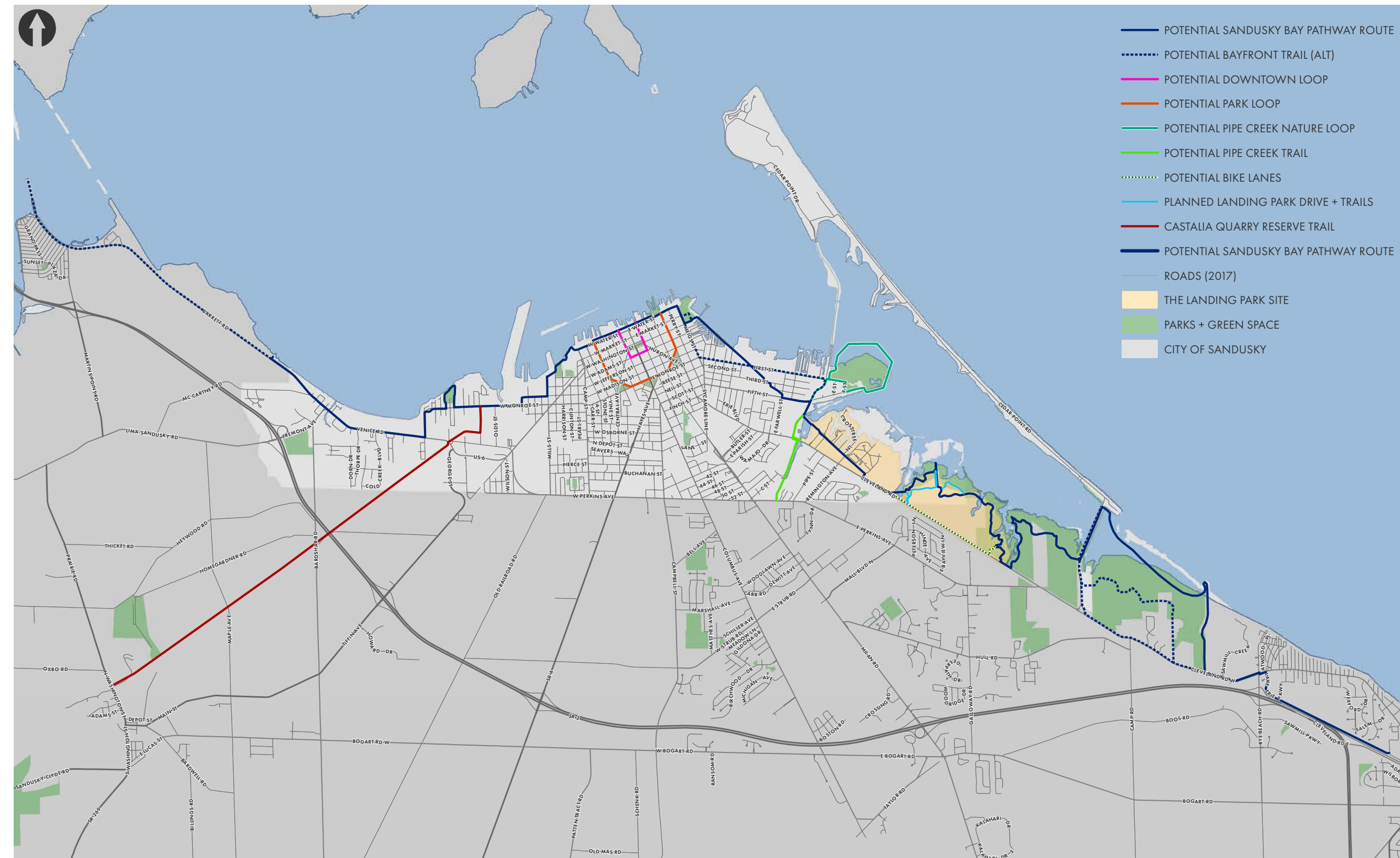
- Public preference is to use a Lake Erie Coastal theme and materials palette for the signage and wayfinding plan.
- Significant discussion and strong opinions on the topic of using the abandoned pier track crossings as an off-road trail connection. Concerns focused on the issues of boat traffic and clearance relative to a potential bridge.
- Additional routes were desired to connect residential areas of the city to the Pathway and waterfront.
- The project team incorporated feedback from the public into the development of additional routes and potential solution options for the pier track crossing.



(ABOVE) As with the first Stakeholder Meeting, Public Meeting 1 attendees participated in a round-table exercise where they discussed and commented on large format prints of the draft alignment map. The well-attended meeting provided crucial feedback to the project team on alignment preferences, safety concerns, and additional connections desired by the public.

PUBLIC MEETING #1: Attendees were presented information on the project background, trail users and types, and the goals of the Pathway Update. In addition to the round-table style exercise to discuss the alignments, participants also voted on a preferred theme and material scheme for the signage and wayfinding plan.

PUBLIC MEETING #1 RESULTS



SANDUSKY BAY PATHWAY UPDATE

ALIGNMENT UPDATE



MEETING GOALS

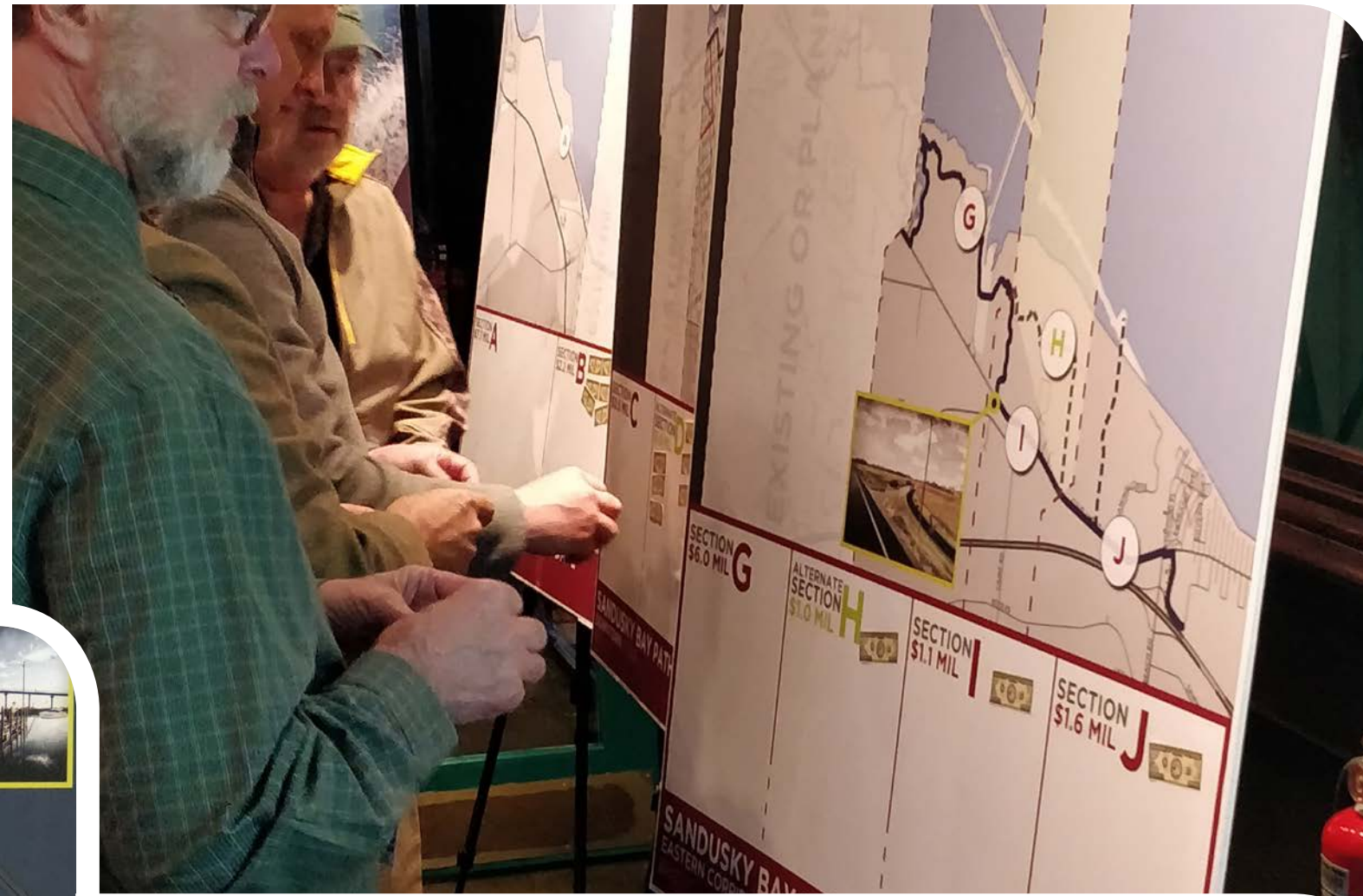
- Update the Stakeholder Group on feedback received at Public Meeting #1.
- Review the updated draft alignment plan and discuss challenges identified along the route.
- Address the desire to maintain a primary recommended alignment along the Pier Track. Several bridge height and crossing options were presented for discussion.
- Solicit technical and advisory feedback on potential alignment conflicts and possible solutions.
- Discuss feasibility of modifying the existing pedestrian bridge over Cedar Point Rd.
- Review environmental concerns associated with the development of a route along the Sheldon Marsh beach front.

MEETING OUTCOMES

- First Street presents a better connection opportunity through eastern portions of the city, compared to a route on Fifth Street.
- Additional downtown-oriented connections should be explored, though not necessarily an off-road facility.
- The City outlined areas where potential development and roadway enhancement projects interact with the draft alignment. These locations were studied in greater detail and adjusted for the next iteration of the alignment.

STAKEHOLDER MEETING #2: The exhibit above was presented to the stakeholder group to address changes incorporated based on feedback from the first public and stakeholder meetings. Signification adjustments include addressing a western trail terminus in Bay View, as well as exploring Sheldon Marsh alternatives to the east.

STAKEHOLDER MEETING #2 RESULTS

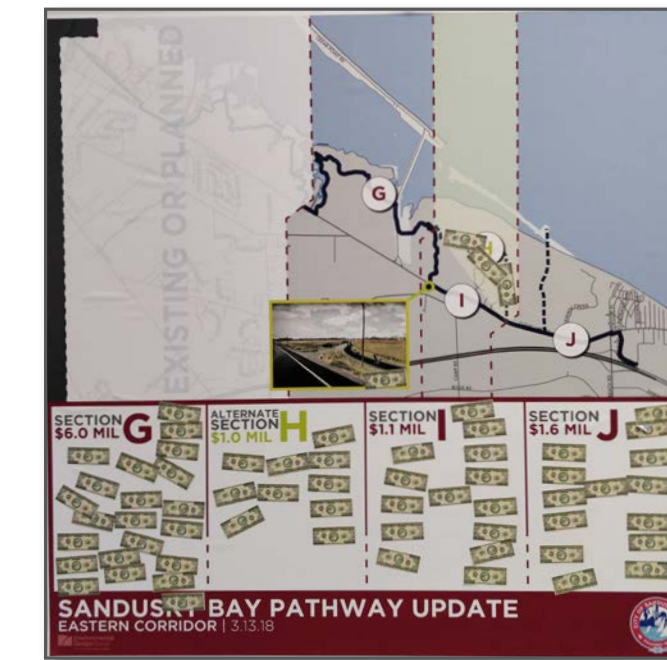
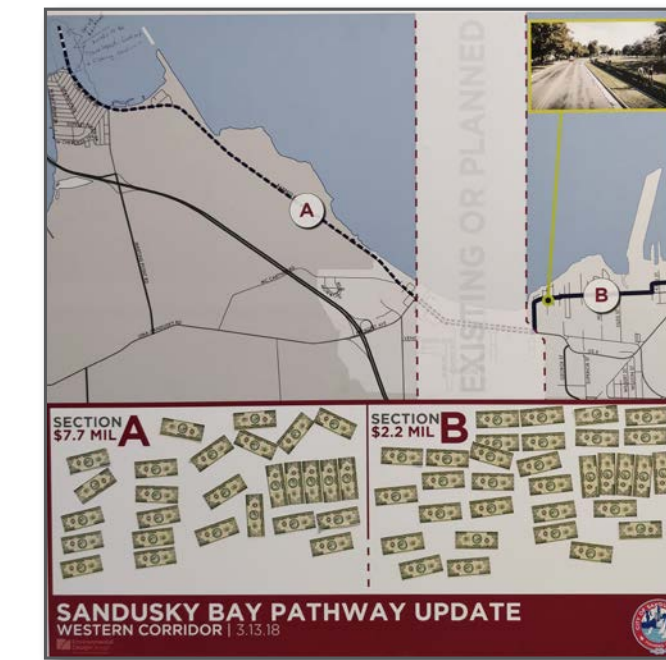


MEETING GOALS

- Present updated Pathway alignment segments.
- Discuss each alignment area in detail to gather feedback and address pinch point concerns.
- Present graphic renderings of the potential Pathway segments in various locations along the alignment.
- Specifically address boating concerns raised as they relate to the options for a bridge crossing at the Pier Track.
- Conduct a “Show Me The Money” voting exercise to gain insight into the public’s preference for alignment prioritization. Participants were allowed a limited number of million dollar stickers to place on their preferred segments.

MEETING OUTCOMES

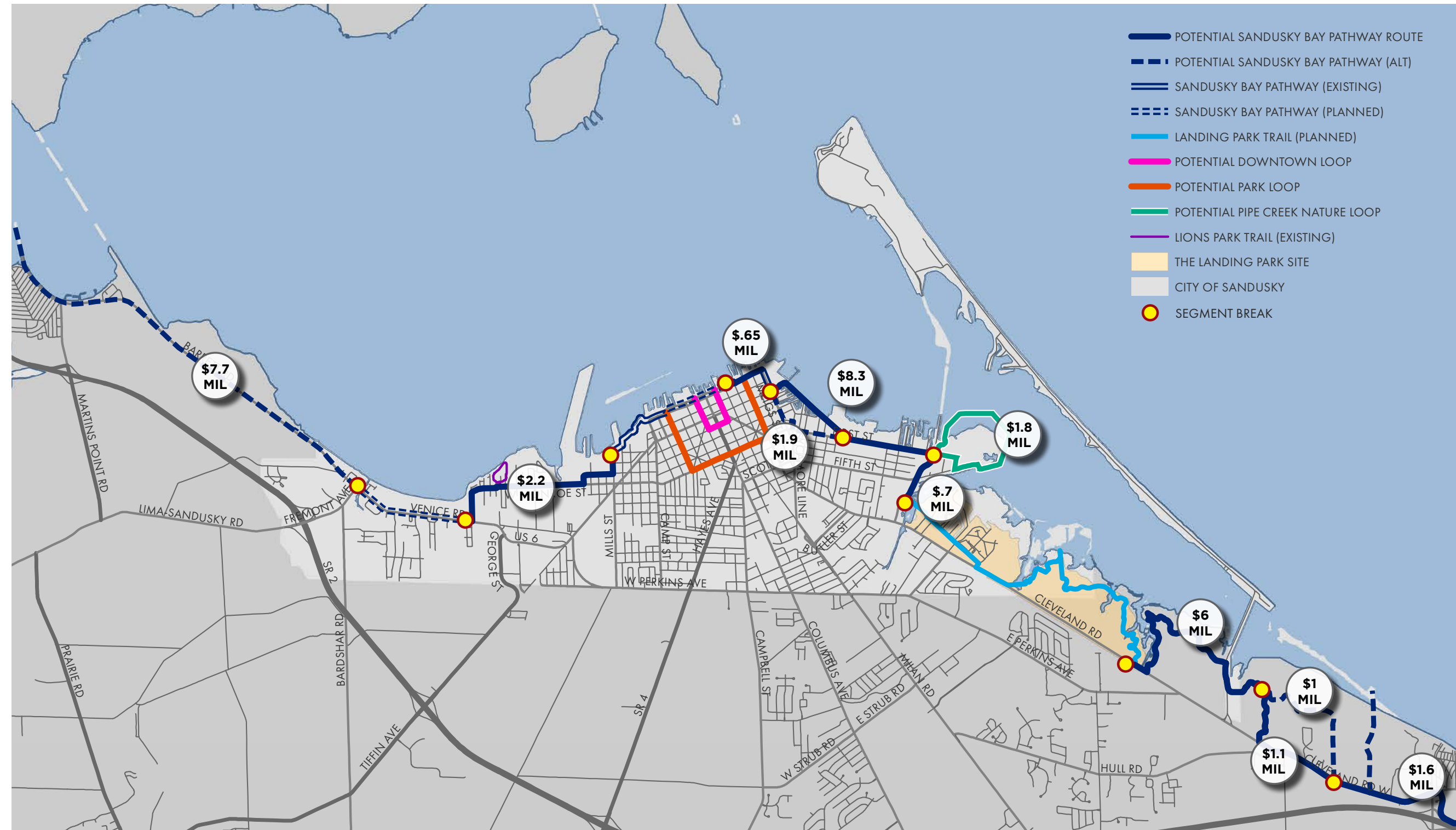
- Public preference based on the voting exercise was focused on the segments that connected Castaway Bay to Downtown Sandusky.
- The specifics of the Pier Track bridge crossing were discussed, and public preference was for a fixed, elevated bridge. The bridge option gained more support in the voting exercise than the on-road alternative presented.
- The project team incorporated feedback from the public into the development of the final recommended Pathway alignment plan.



(ABOVE) Show Me The Money Voting Exercise: The attendees of the second public meeting were each provided ten individual million dollar stickers and were allowed to apply the stickers to the alignment they preferred. The majority of the votes focused on the segments connecting Castaway Bay to Downtown Sandusky. Public preference also showed the Pier Track bridge connection to be desired over the alternative on-road option.

PUBLIC MEETING #2: Attendees were presented the updated alignment options developed from the feedback received at prior meetings. In addition to the specific alignment segment review, attendees were allowed to vote on their preferred alignments and alternatives.

PUBLIC MEETING #2 RESULTS



SANDUSKY BAY PATHWAY UPDATE

SEGMENT COSTS

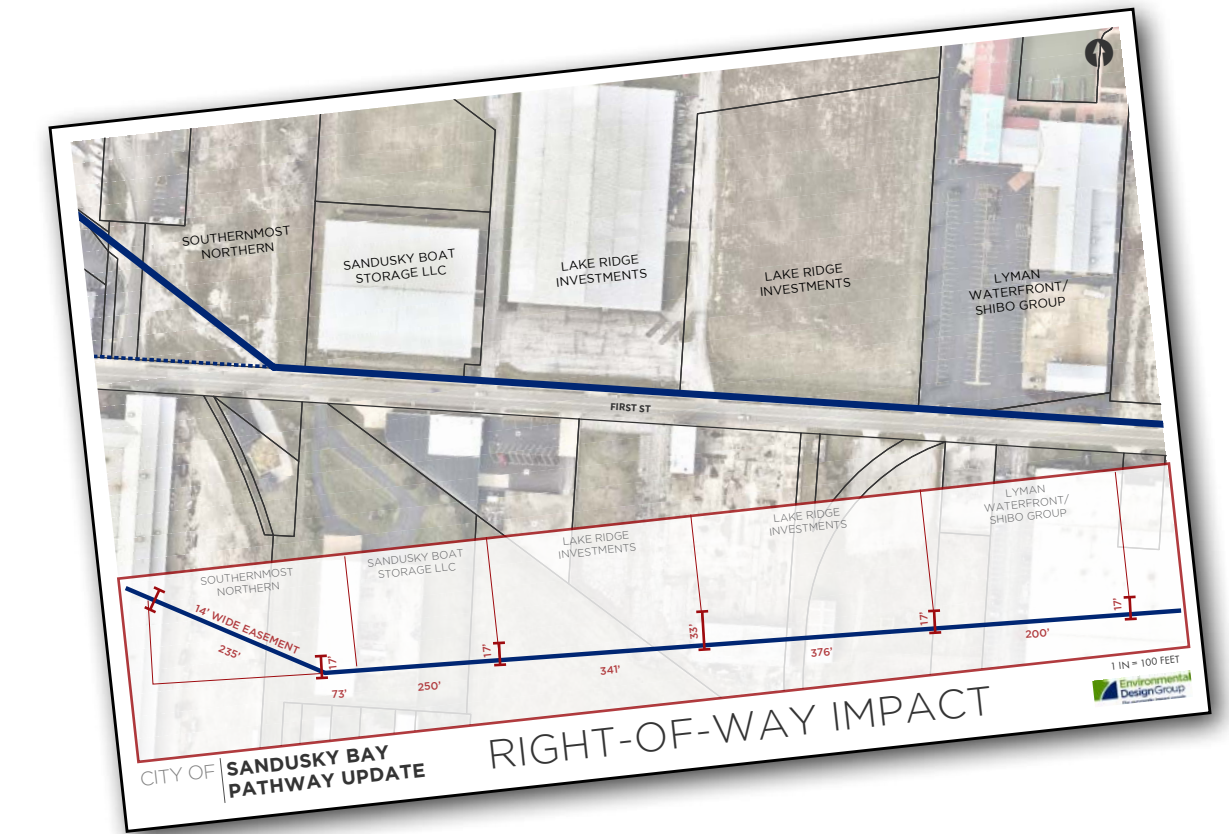


MEETING GOALS

- Review the feedback received from Public Meeting #2.
- Discuss the voting and prioritization (“Show Me The Money”) exercise results from Public Meeting #2 and review how that informed the potential phasing plan.
- Present the finalized draft alignment plan to the Stakeholder Group.
- Review the draft costs associated with each individual segment of the alignment.
- Present a draft phasing and implementation plan that takes into account funding feasibility and availability, as well as desired priority connections.
- Review and discuss right-of-way width concerns raised along First St. and potential property impacts.

MEETING OUTCOMES

- Consensus reached regarding the right-of-way availability along First St.
- While intersection improvements at First St. and Cedar Point Dr. are needed in the short-term, the adaptive re-use of the pedestrian bridge over First St. is a desirable long-term solution that should be included in the plan.
- Feedback regarding the cost opinion and segment priorities was gathered and incorporated into the final alignment plan.



(ABOVE) Stakeholders were presented with a right-of-way impact analysis for the properties along First St. Concerns were raised prior to the meeting about the available right-of-way limitations and how deep into the parcels the potential trail alignment would impact. The figure shows parcel frontage along the north side of the street, along with the specific impact depths associated with the alignment.

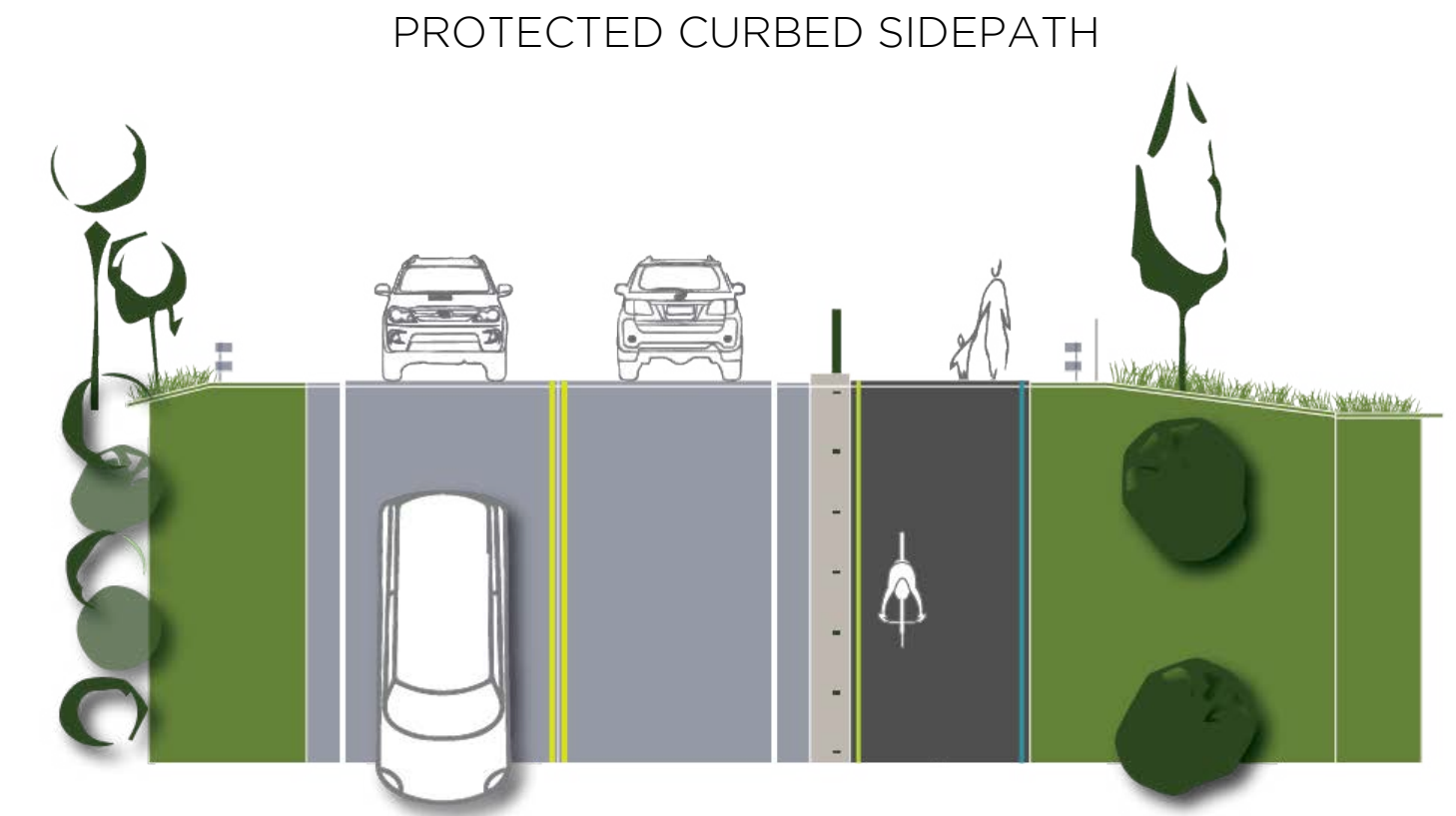
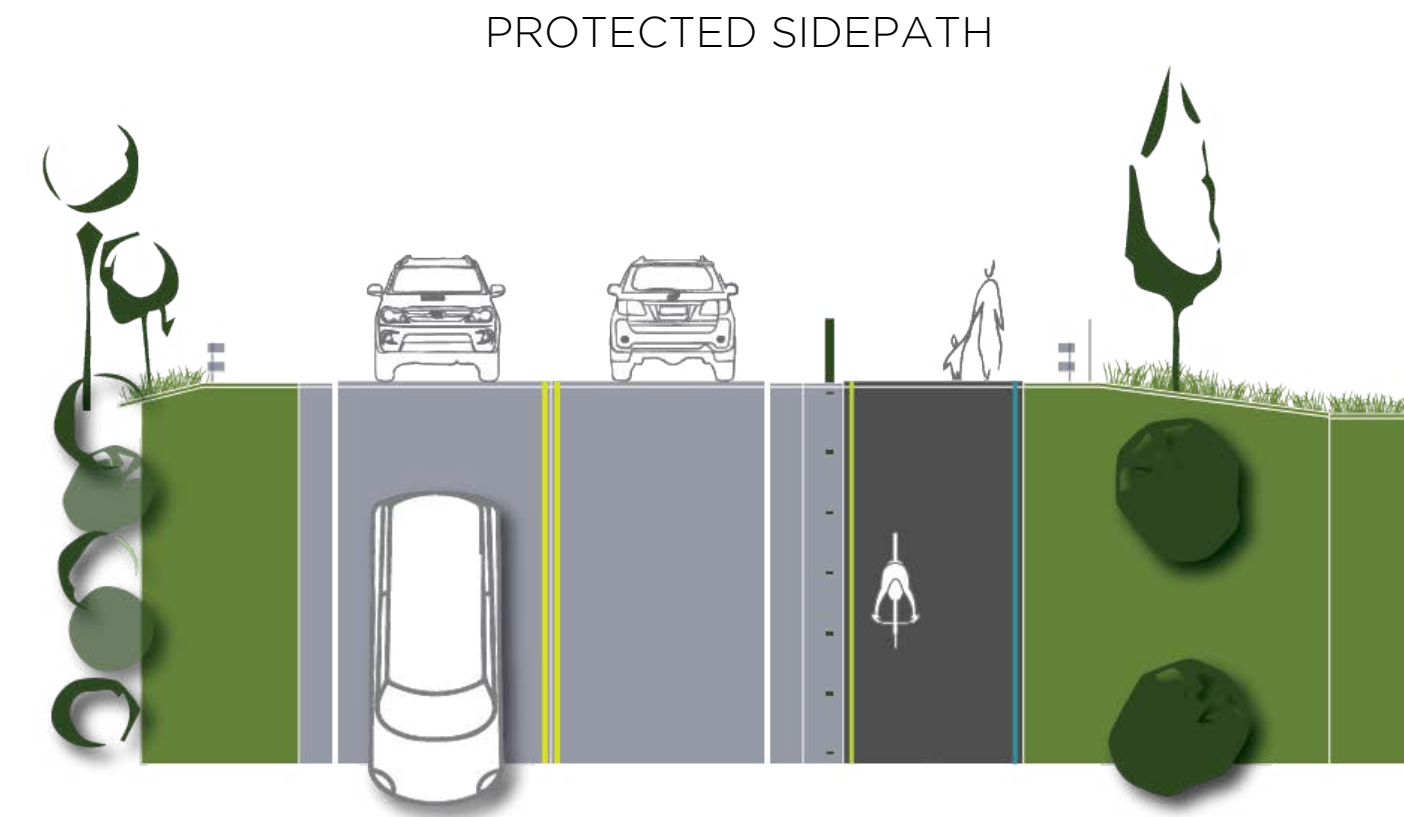
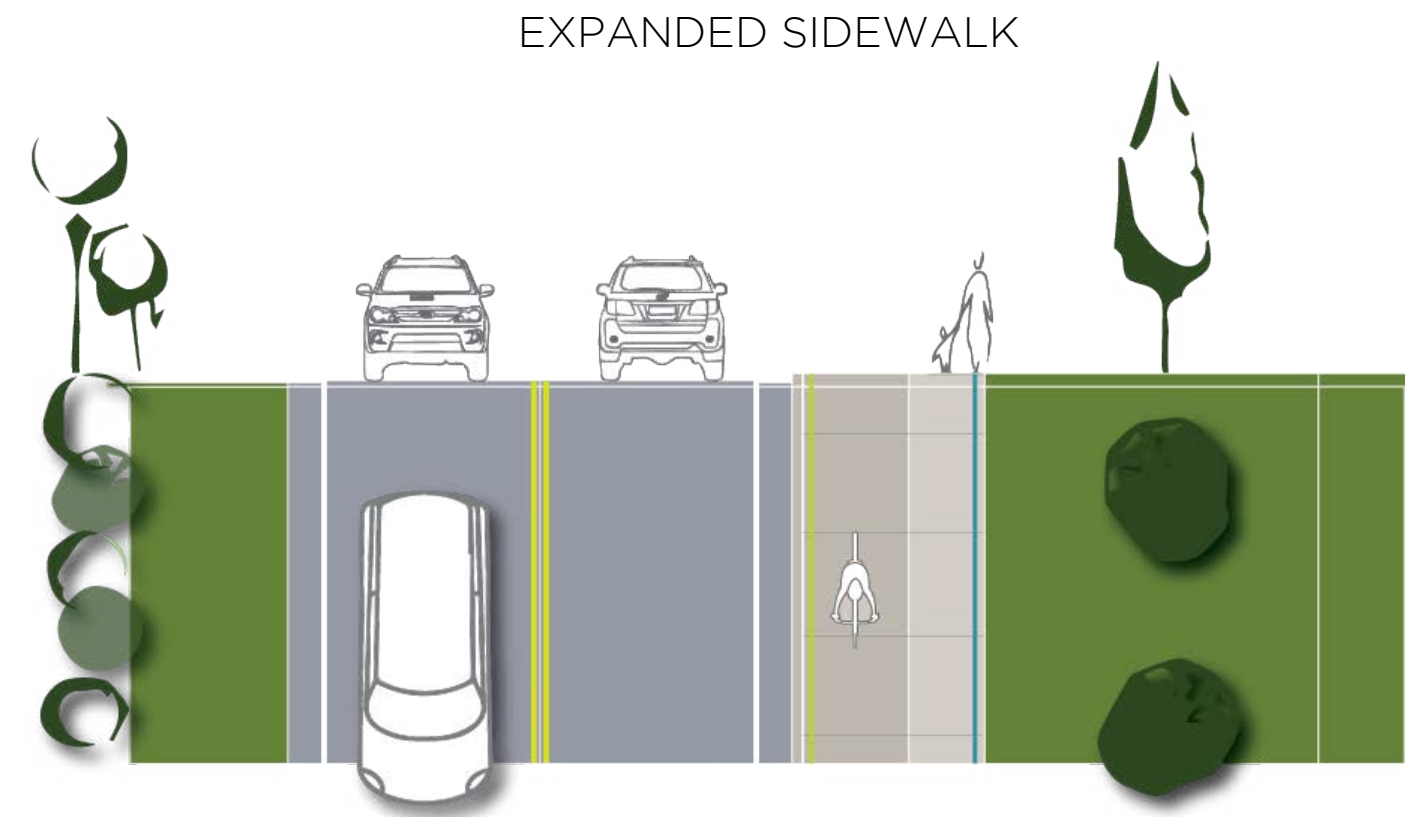
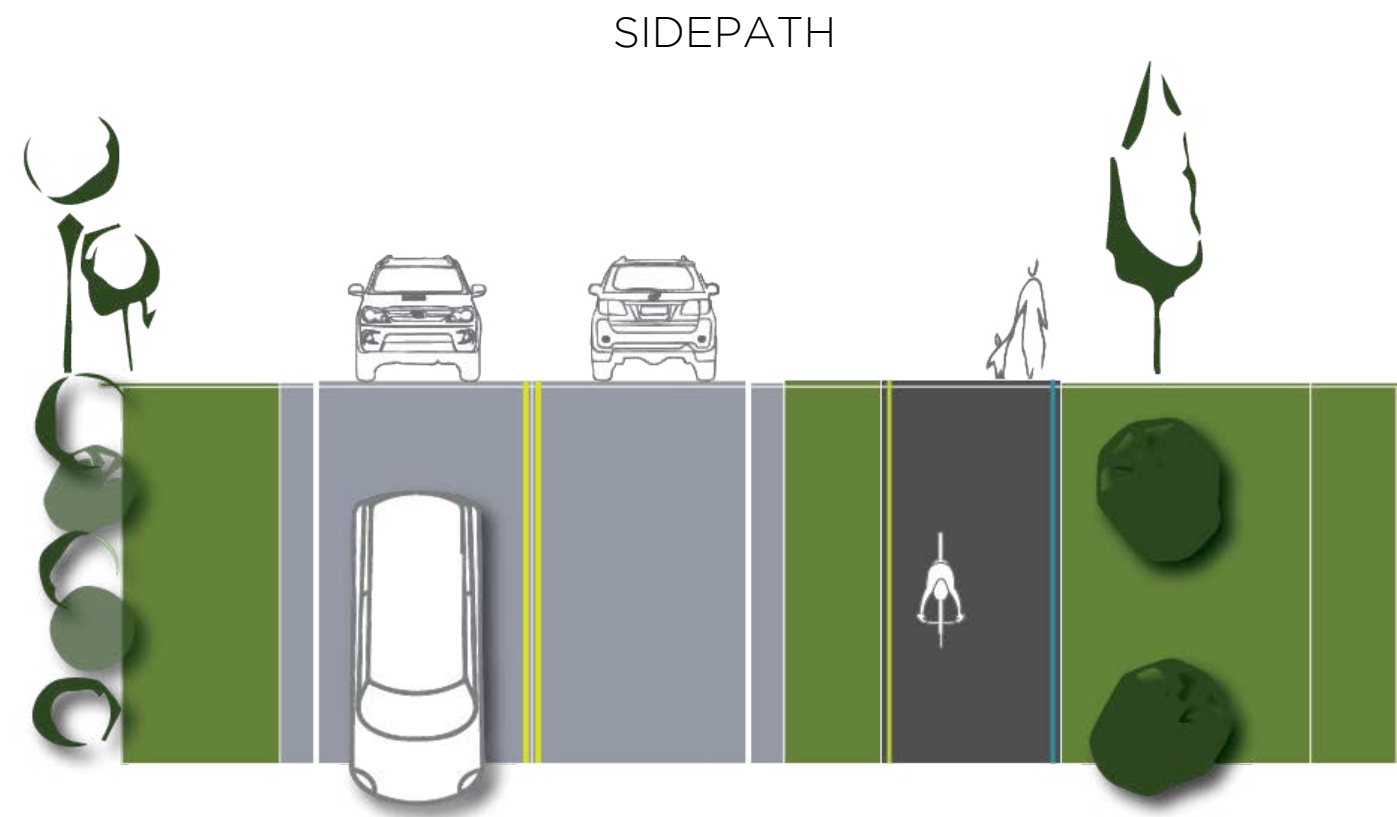
STAKEHOLDER MEETING #3: The exhibit above was presented to the stakeholder group to display finalized changes based on feedback received following Public Meeting #2. The draft cost opinion was presented with individual segment totals displayed along the alignment.

STAKEHOLDER MEETING #3 RESULTS



FACILITY TYPES





The overall goal of this study was to update the 2006 Sandusky Bay Pathway plan with recommendations for a 100% off-road trail network that connects residents, business owners and visitors along the waterfront, through and to downtown, as well as reaches the western and eastern edges of the City limits. Given that off-road facilities were desired, variations of shared use paths, sidepaths, and widened sidewalk networks were the facility types explored, and preferred, for this study.

Shared use paths, commonly known as trails, accommodate bicyclists, pedestrians, and bi-directional traffic. If the project is federally funded, shared use paths must be a minimum of ten feet wide with a two foot clear-zone buffer on either side of the path. If adjacent to a roadway, a 5-foot buffer is required between the roadway and shared use path. ADA compliance requires no greater than a 5% vertical slope and 2% cross-slope. According to Federal Highway Administration (FHWA), roughly 93% of people who own a bike are only comfortable riding in a completely separated facility, such as a shared use

path or sidepath (as described on the next page). While many people associate shared use paths/trails as being for recreational purposes, these facilities are also commonly used for transportation and commuter purposes. Per the MUTCD, signage is very flexible for shared use paths, and often, custom-designed branding, signage, wayfinding and kiosks are developed for path/trail networks.

Sidepaths are essentially the same facility and design as a shared use path, but generally run adjacent to a roadway for long distances at a time. Given that

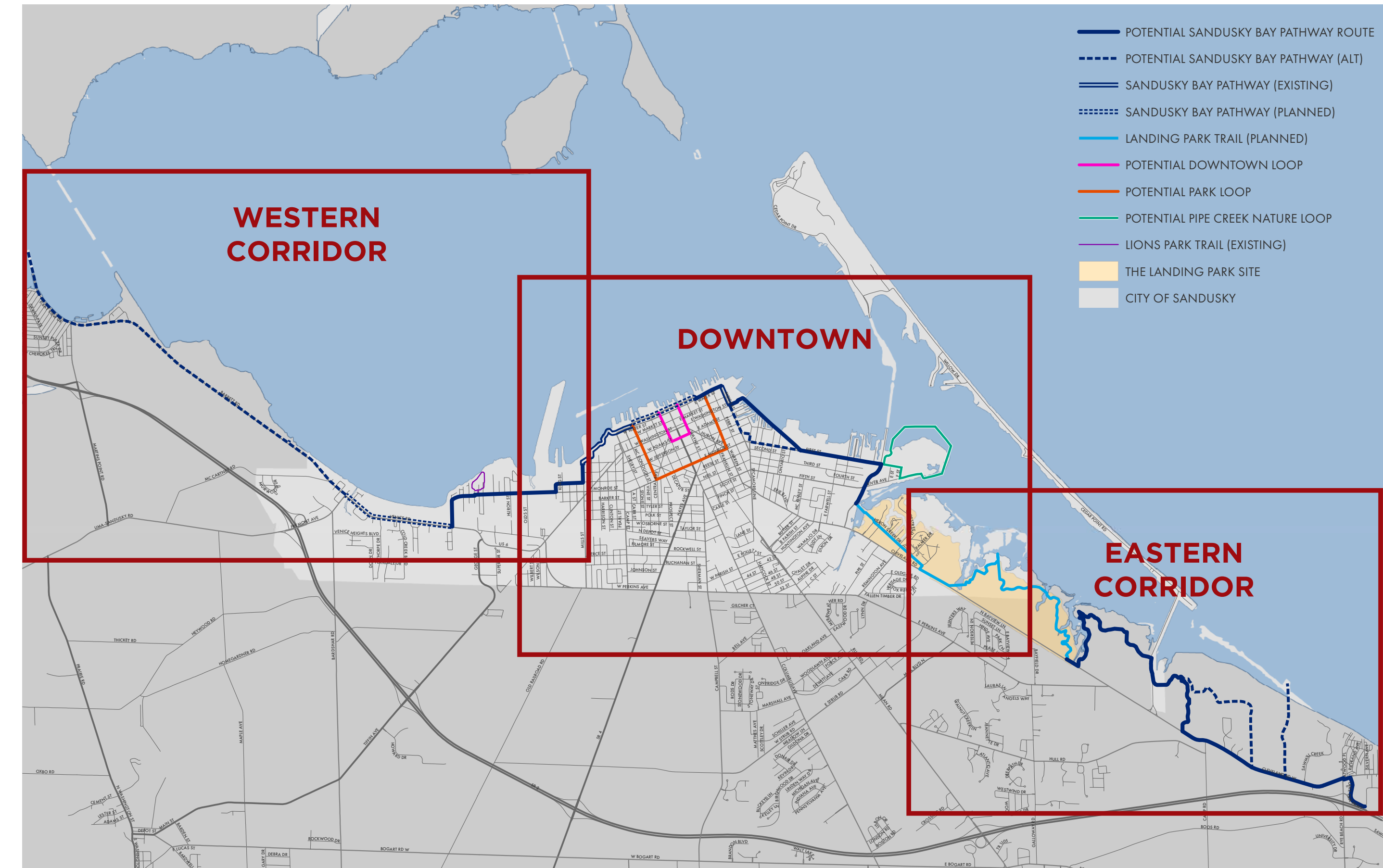
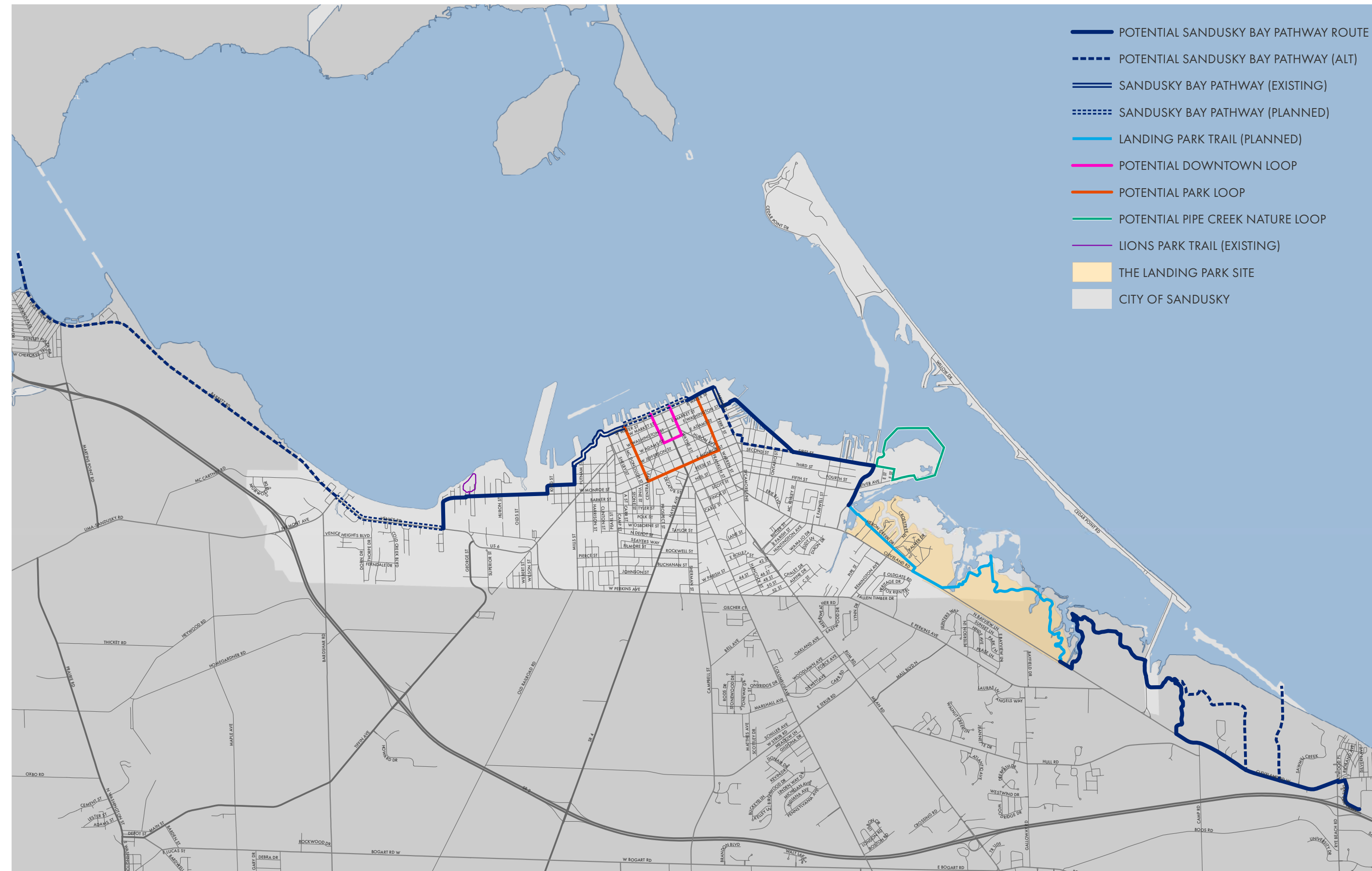
sidepaths are adjacent to roadways, the 5-foot buffer design is important to address as a case-by-case basis with context-sensitive-solutions. On low-volume roadways, grassy or vegetative buffers are appropriate.

Next to higher speed roadways (typically above a posted speed of 35 mph), a more physical separation should be explored for sidepath buffers. These can include raised curbs, planters, bollards, jersey barriers, etc.



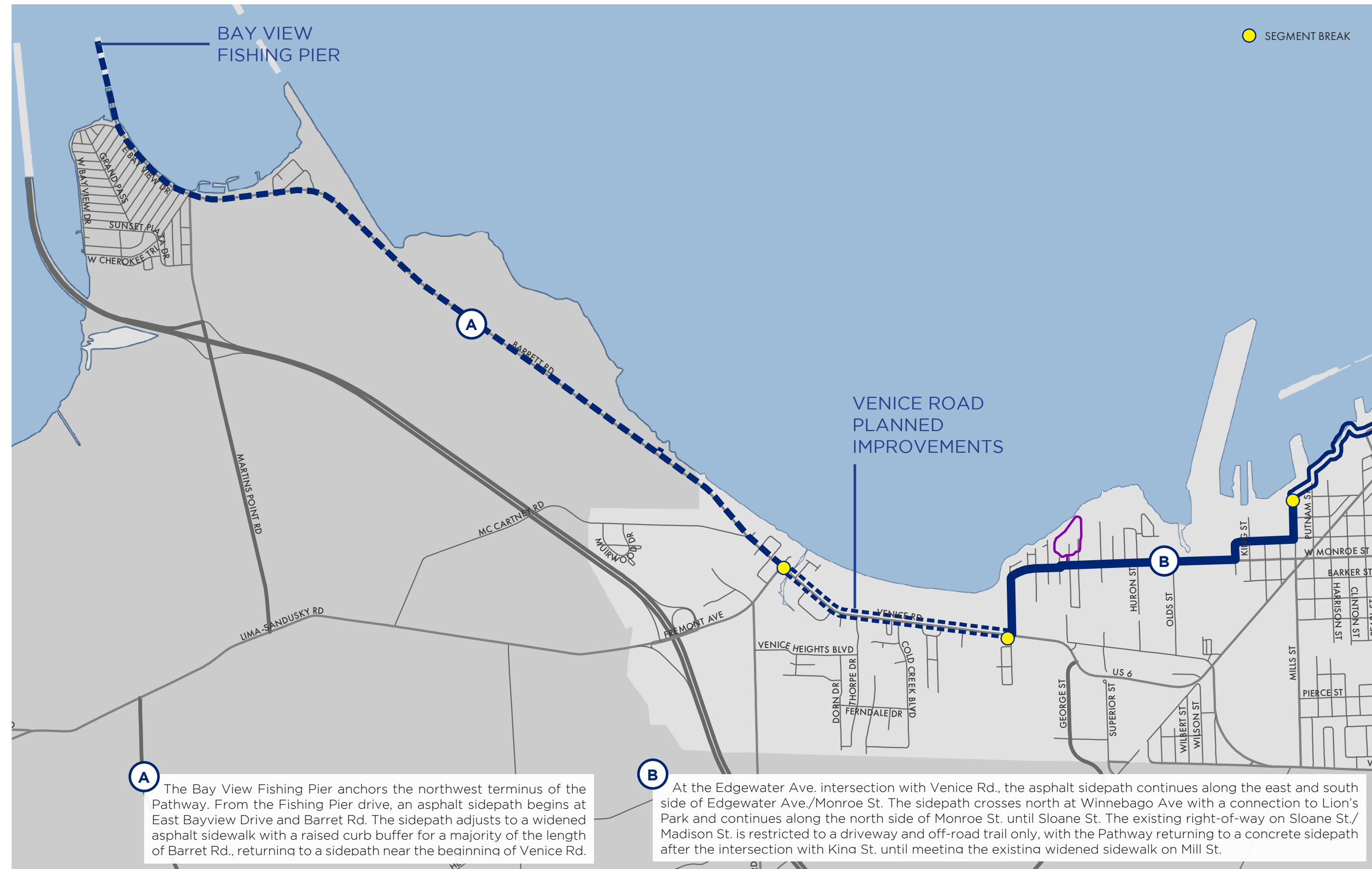
RECOMMENDED ALIGNMENT





RECOMMENDED ALIGNMENT

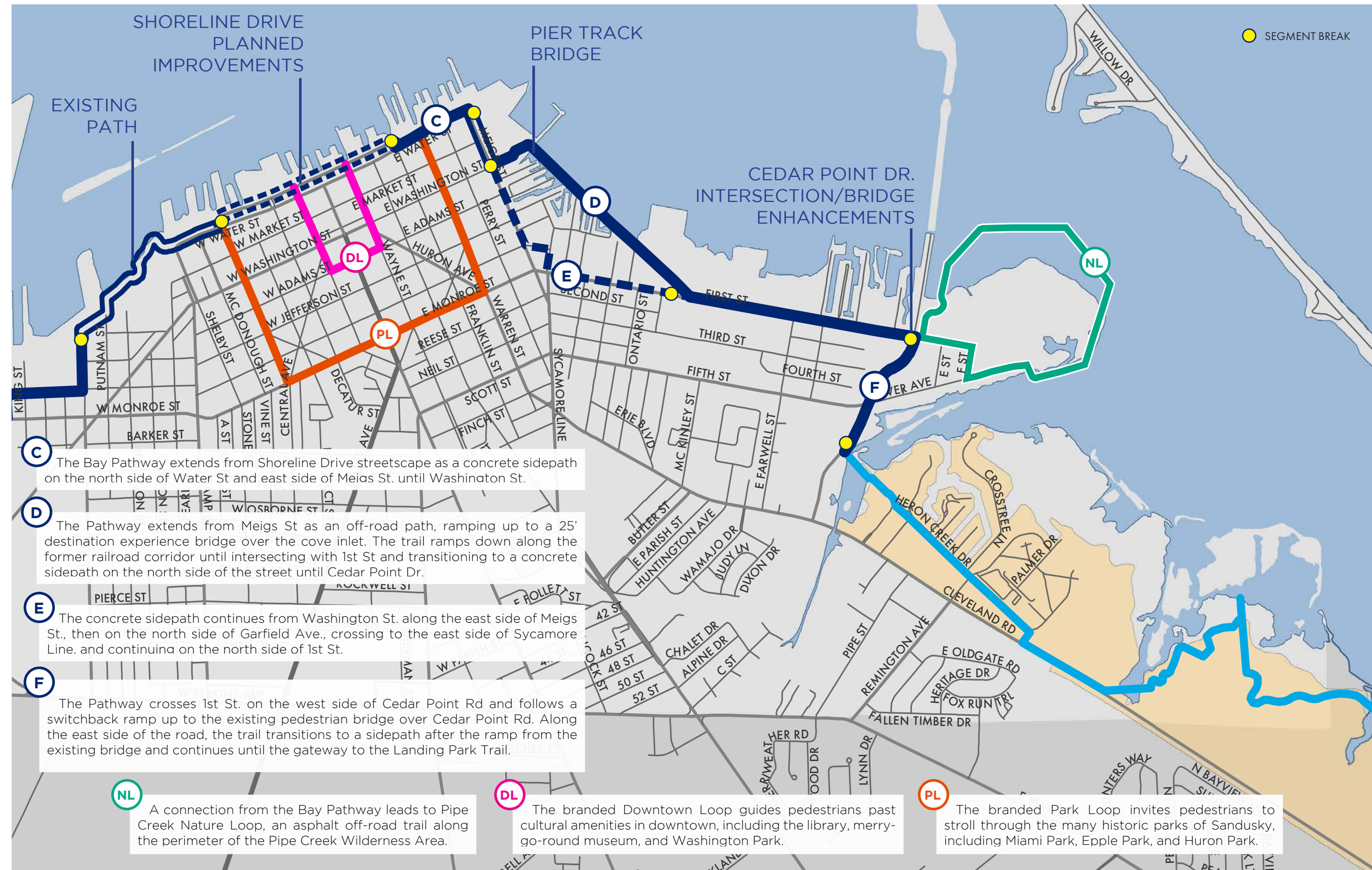
ALIGNMENT SECTIONS



EDGEWATER AVE AT W. MONROE ST: The Pathway helps connect residential areas of the city to the numerous amenities along the waterfront. This stretch of the Pathway along Edgewater and Monroe will allow western neighborhoods to better access Lions Park and Downtown.

WESTERN CORRIDOR

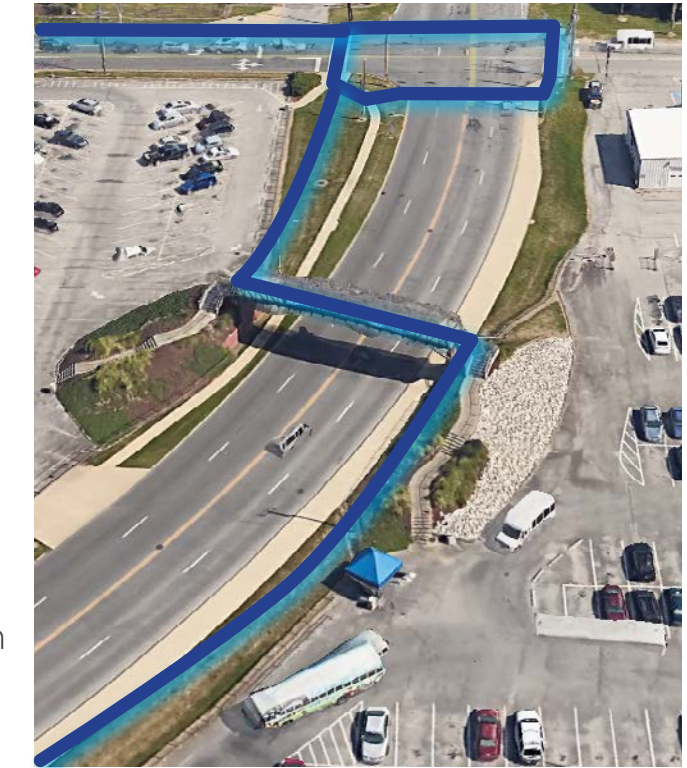
WESTERN CORRIDOR



ALIGNMENT F

PEDESTRIAN BRIDGE MODIFICATION

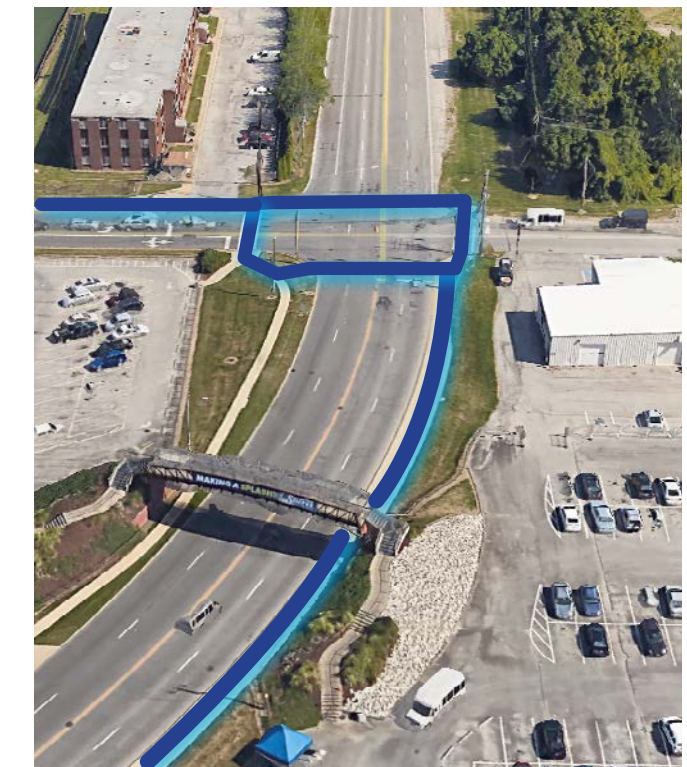
- addition of ADA-compliant ramps from sidewalk up to existing pedestrian bridge
- re-stripe crosswalks at 1st St. & Cedar Point Dr. intersection
- pedestrian crossing signal to allow safer crossing from the south side of 1st St. to the north side



ALTERNATE F

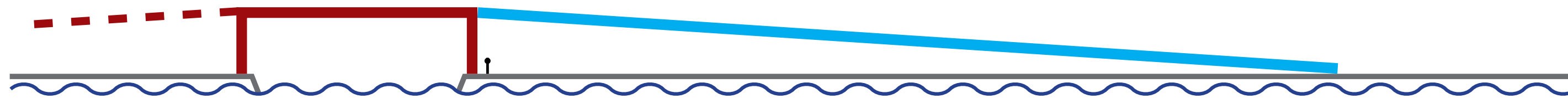
ENHANCED CEDAR POINT DR. CROSSING

- addition of pedestrian actuated crossing signals at each corner of the 1st St. and Cedar Point Dr. intersection
- re-stripe crosswalks at 1st St. & Cedar Point Dr. intersection
- trail plaza node at northeast corner of intersection
- enhanced trail signage and wayfinding



25' VERTICAL CLEAR BRIDGE OPTION

ESTIMATED COST:
\$4 Million



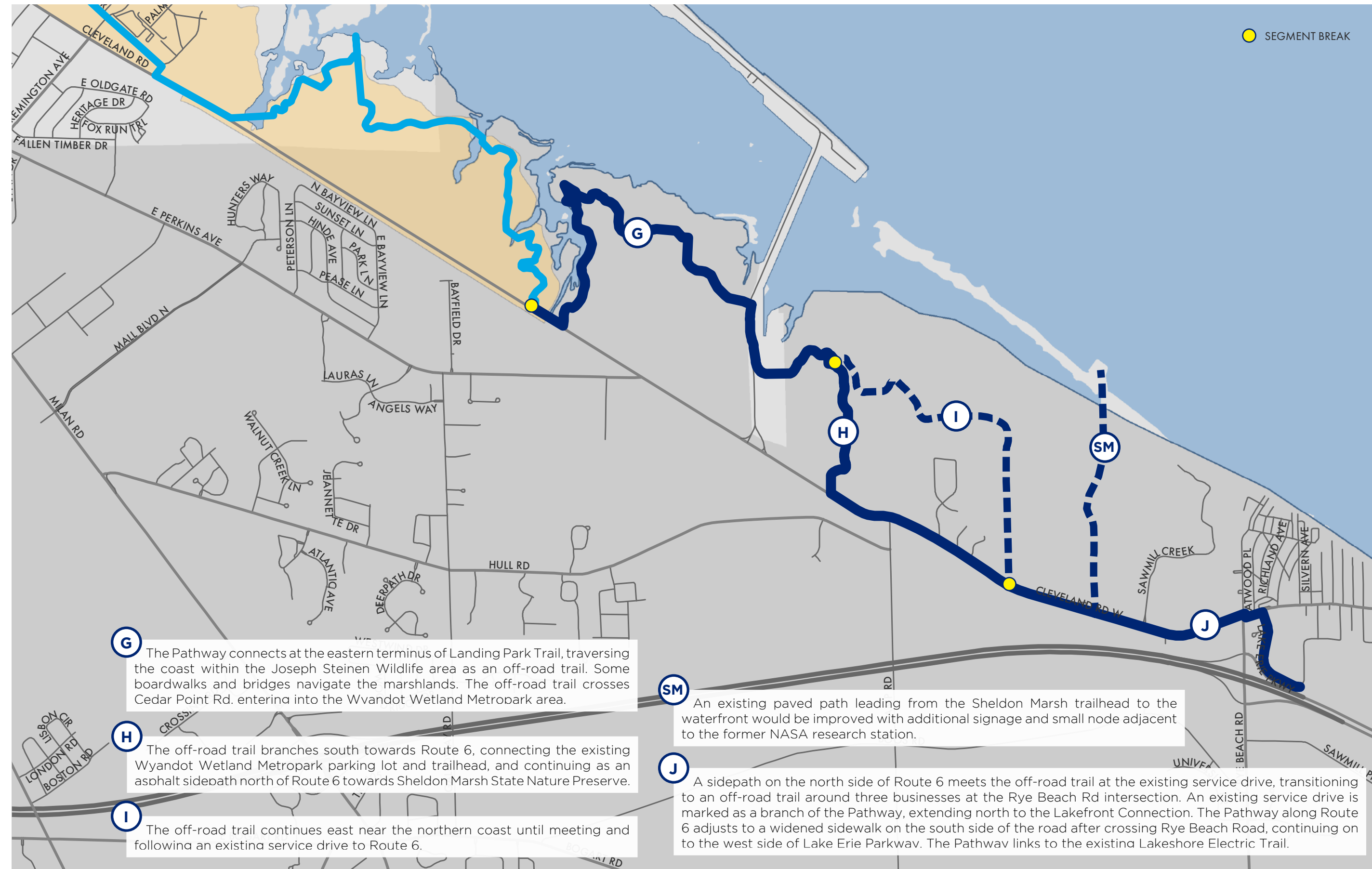
PIER TRACK BRIDGE: Several bridge designs and heights were considered during the development of the Pathway Update. After determining that a movable bridge would potentially be a long term maintenance concern, consensus was reached that a fixed bridge with a 25-foot vertical clearance balanced the needs of the marine community, typical vessel heights for Lake Erie, and the desire to bring the Pathway along the waterfront.



ABOVE: While the development of the Pier Track alignment faced several constraints, there was an opportunity to create a thoughtfully designed, iconic experience for users of the trail. With the incorporation of color and lighting elements into the bridge support structures, users can view the lights and excitement of Cedar Point across the bay at dusk (LEFT), or commute to work on their bicycle in the glow of the morning sunrise (RIGHT).

PIER TRACK BRIDGE

PIER TRACK BRIDGE



WYANDOT TRAILHEAD: The existing Wyandong Meadow features numerous criss-crossing mown pathways that allow scenic experiences for pedestrians traffic visiting the property. By improving one of the existing routes with a paved trail, the Pathway will introduce additional user types and provide a natural connection from the improved trailhead at Cleveland Rd. to the rest of the Pathway.

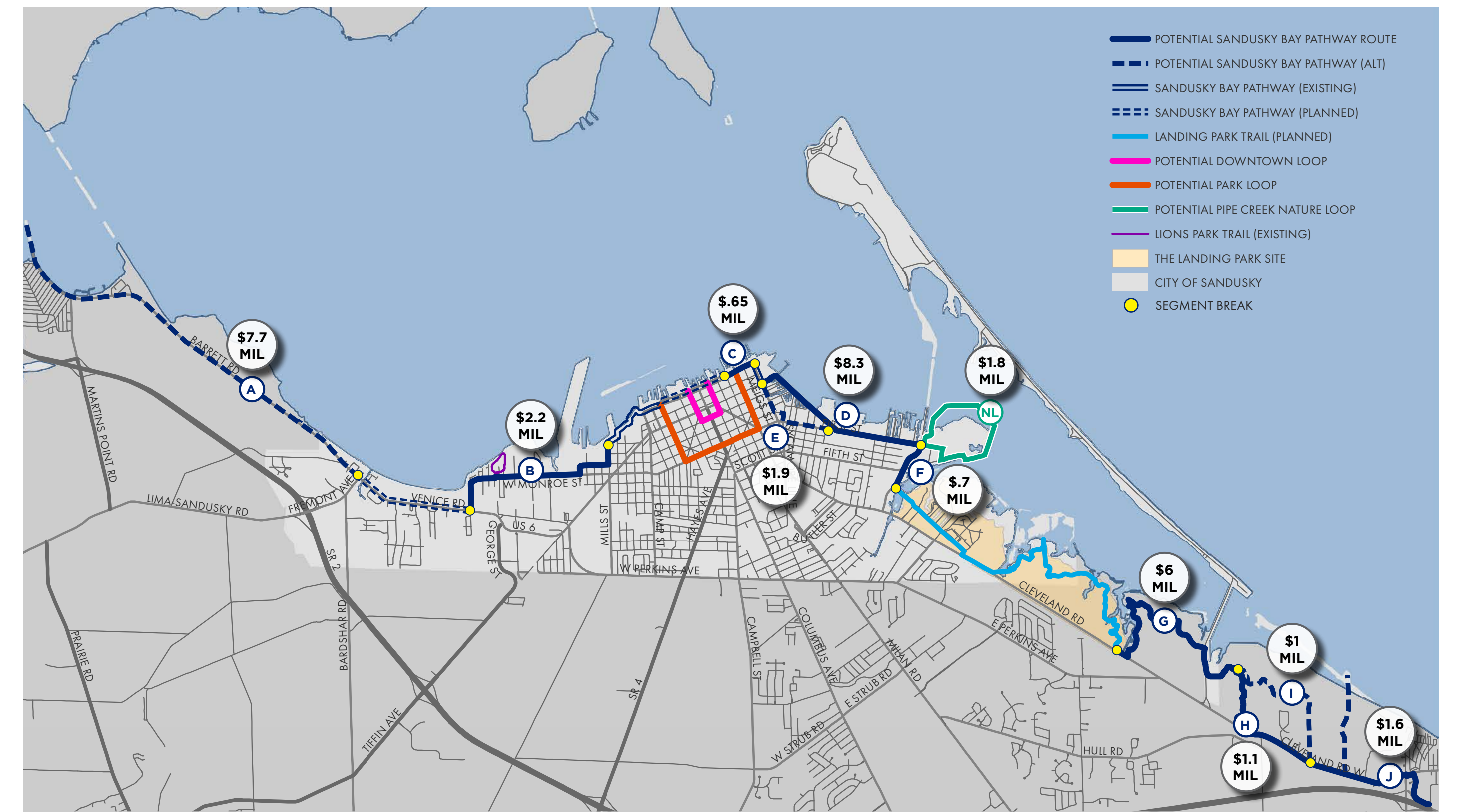
EASTERN CORRIDOR

EASTERN CORRIDOR



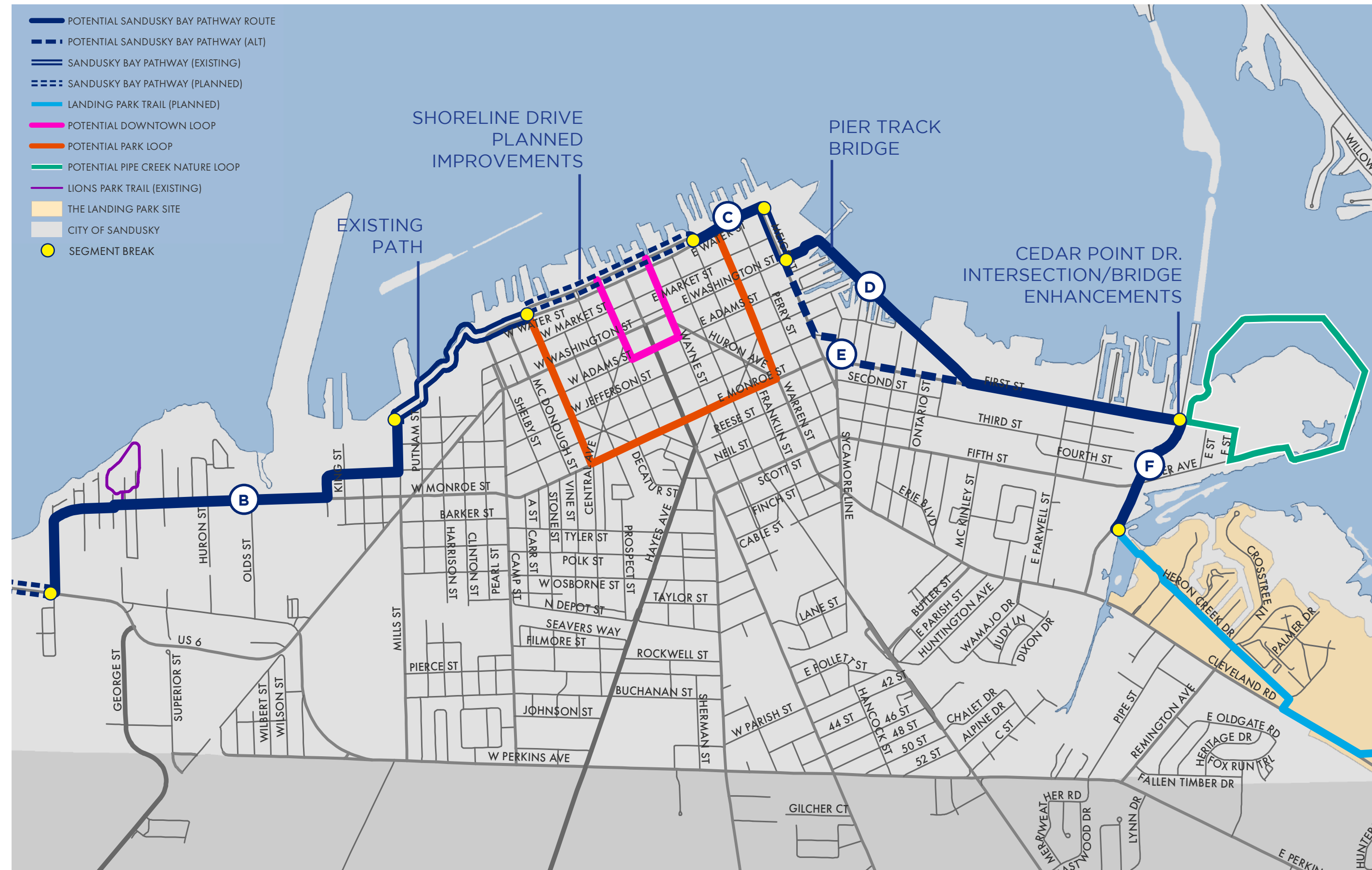
FUNDING + IMPLEMENTATION





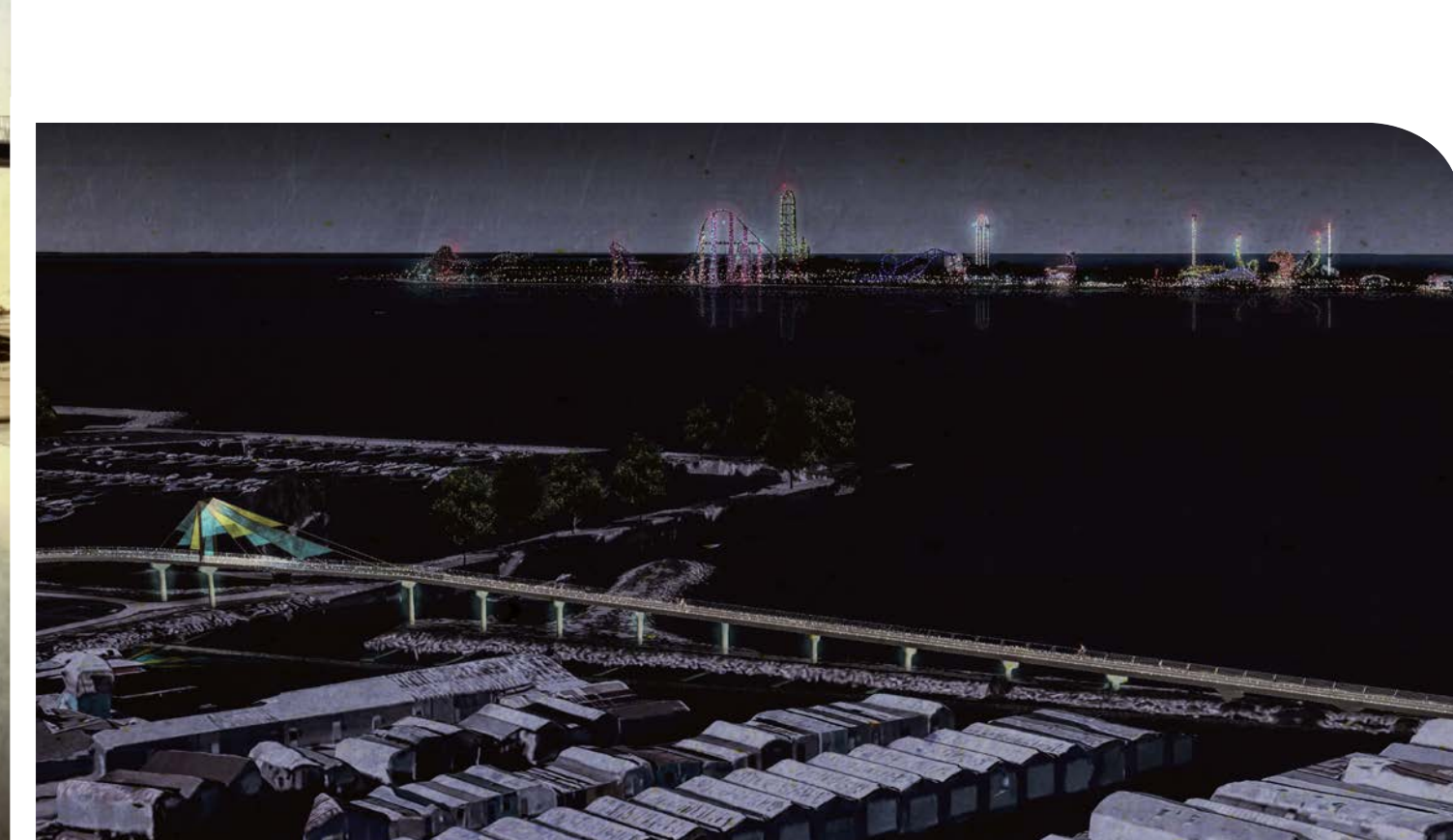
SEGMENT COST DETAIL: The figure above shows the estimated costs based on the individual segments of the Pathway. Full construction estimates with annual inflation adjustments are included in the appendix of this report.

COST SUMMARY



During the course of this study, funding and implementation was always in the forefront of the minds of stakeholders, the general public and the consultant team. Initially it was decided that federal funding would be sought as a major funding source for the project.

As the study progressed, it became clear that TIF (Tax Increment Financing) funding was a strong possibility as a major funding source for the Sandusky Bay Pathway. The Sandusky School Board and City of Sandusky were in frequent and positive talks and negotiations for multiple TIF districts within the City.



PHASE I RECOMMENDATIONS: Through extensive public and stakeholder involvement, it was determined that connecting to downtown Sandusky was the first priority in developing the Pathway. The segments B, C, D, and F shown above accomplish this goal by connecting the western areas of the city (B) and the planned Landing Park development to Downtown Sandusky (C, D, F). Alignment E functions as a potential short term connection while the Pier Track bridge is developed.

PHASE I RECOMMENDATIONS



BRANDING, SIGNAGE, AND WAYFINDING
DRAFT CONCEPTUAL DESIGN





KIOSK



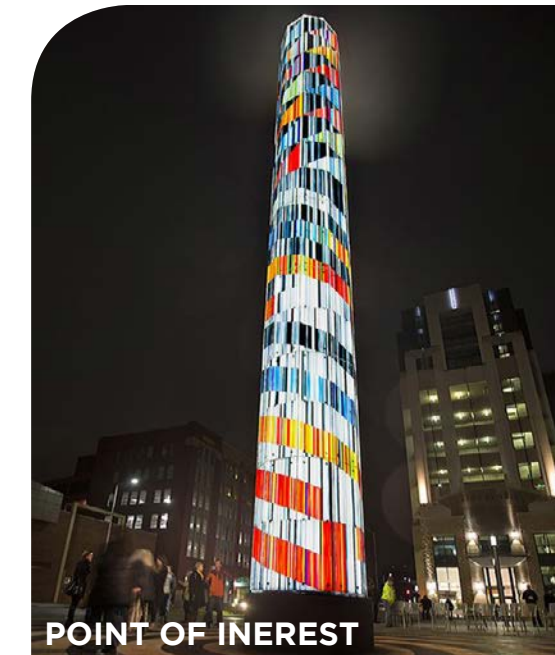
KIOSK



DIRECTIONAL SIGNAGE



DIRECTIONAL SIGNAGE



POINT OF INTEREST



POINT OF INTEREST



BANNER



BANNER



MILE MARKER



MILE MARKER



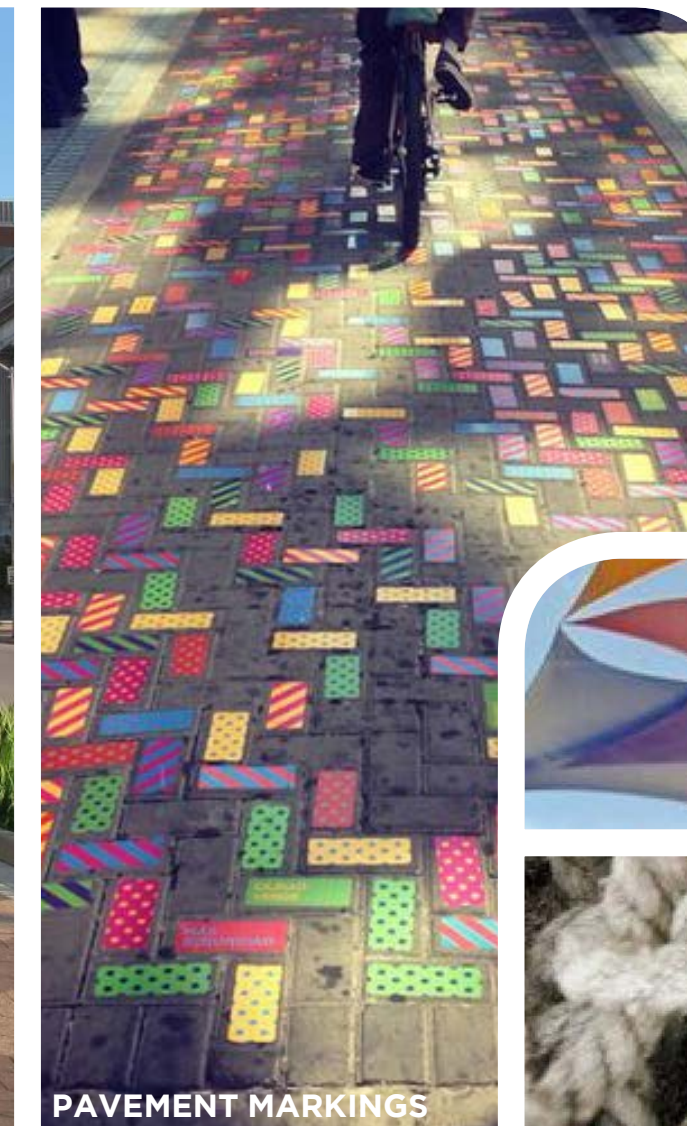
MILE MARKER



MILE MARKER



PAVEMENT MARKINGS



PAVEMENT MARKINGS



To kick-start the Branding, Signage, and Wayfinding planning process, an online survey was conducted and sent to the Branding, Signage and Wayfinding Steering Committee (Committee) members. The survey focused on gathering information on what the Committee felt was the best suited aesthetic that resonated with the City of Sandusky and future pathway.

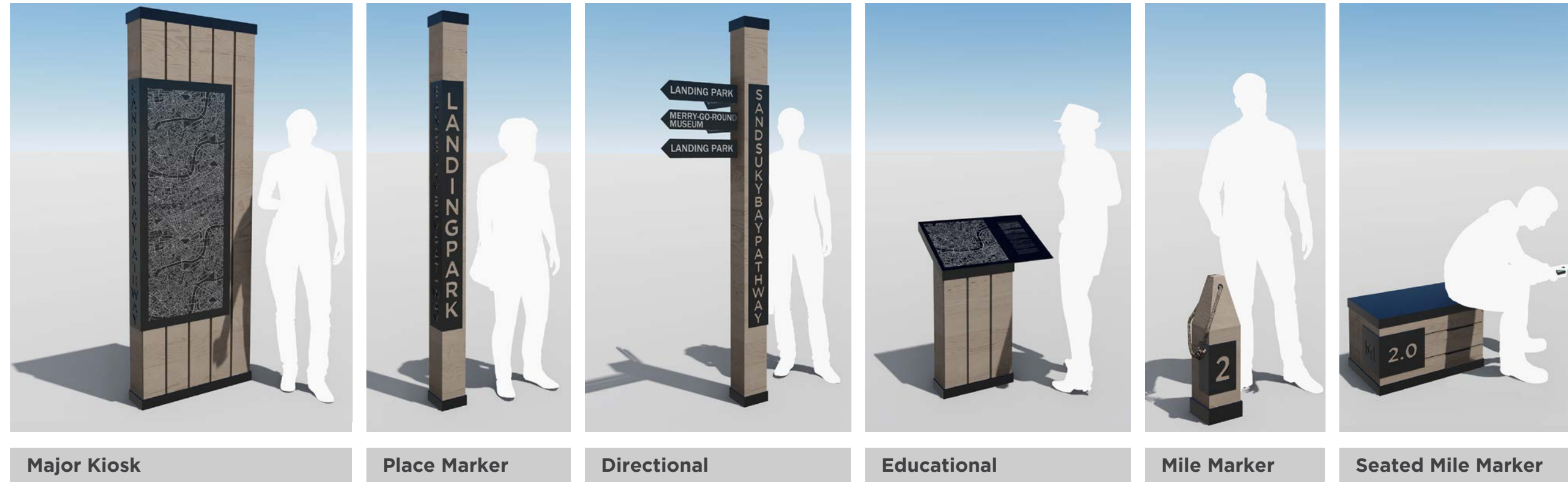
The first question dealt with the trails nomenclature. Designating a specific name to the trail creates a brand (no matter where it goes). "Sandusky Bay Pathway" was the strongly preferred designation.

The next few questions related to the overall appearance of the signage in relation to Sandusky.

A variety of image options displaying various materials, styles, aesthetics, and scales were presented in each of the focused elements of the Signage plan, including; kiosks, banners, pavement markings, directional signage, point of interest branding/signage, and mile markers.

Final responses were tallied creating an image inventory of aesthetics decision for the Sandusky Bayfront Pathway branding, signage, and wayfinding design.

ONLINE SURVEY



Major Kiosk Place Marker Directional Educational Mile Marker Seated Mile Marker

Through the Sandusky Bay Pathway public meetings and branding, signage and wayfinding Committee involvement process, it was determined that the over-arching theme for the Sandusky Bay Pathway will follow that of the "Great Lakes Coastal" theme created for Landing Park. Building off the collection of images created from the online survey, as well as the conceptual design developed for the Great Lakes Coastal theme, two conceptual signage

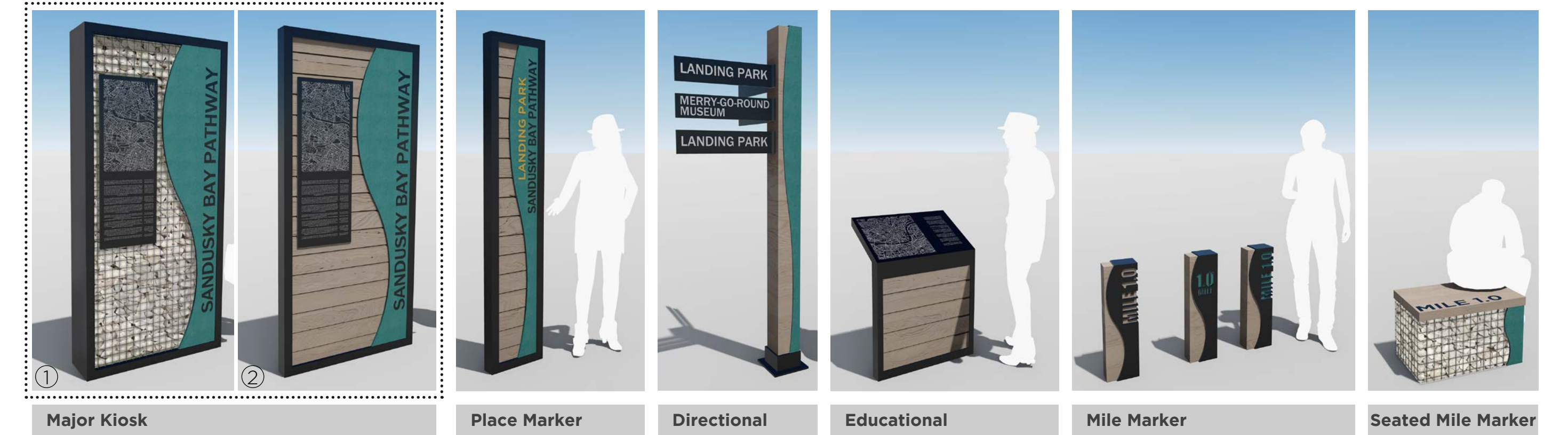
and wayfinding schemes were created as part of this planning process.

Option 1 creates clean edges using minimal materials, using prefabricated wood posts, meant to resemble Lake Erie drift wood, to create a backdrop for metal information panels.

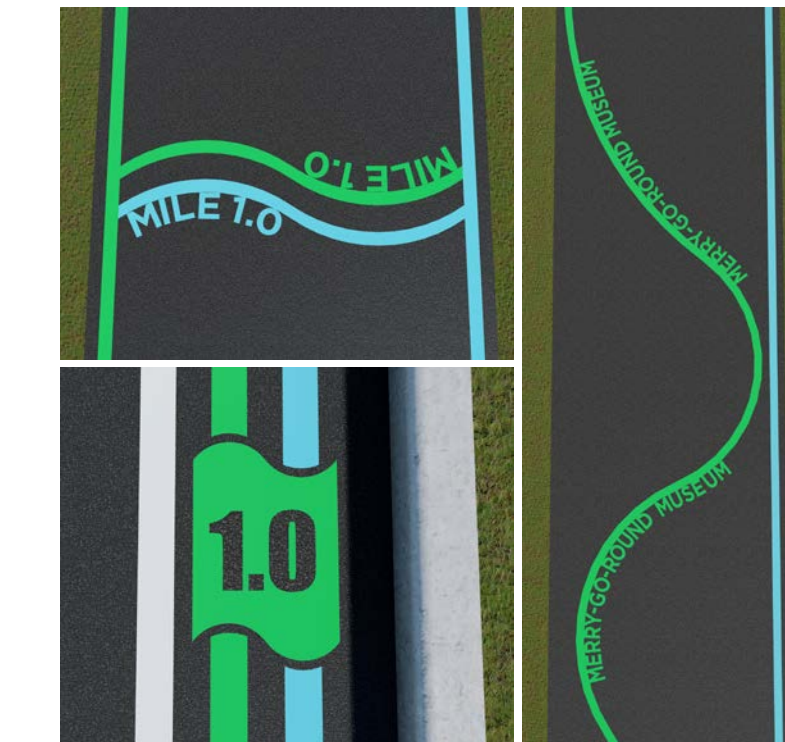
Pathway pavement markings were also developed for Option 1 and Option 2.



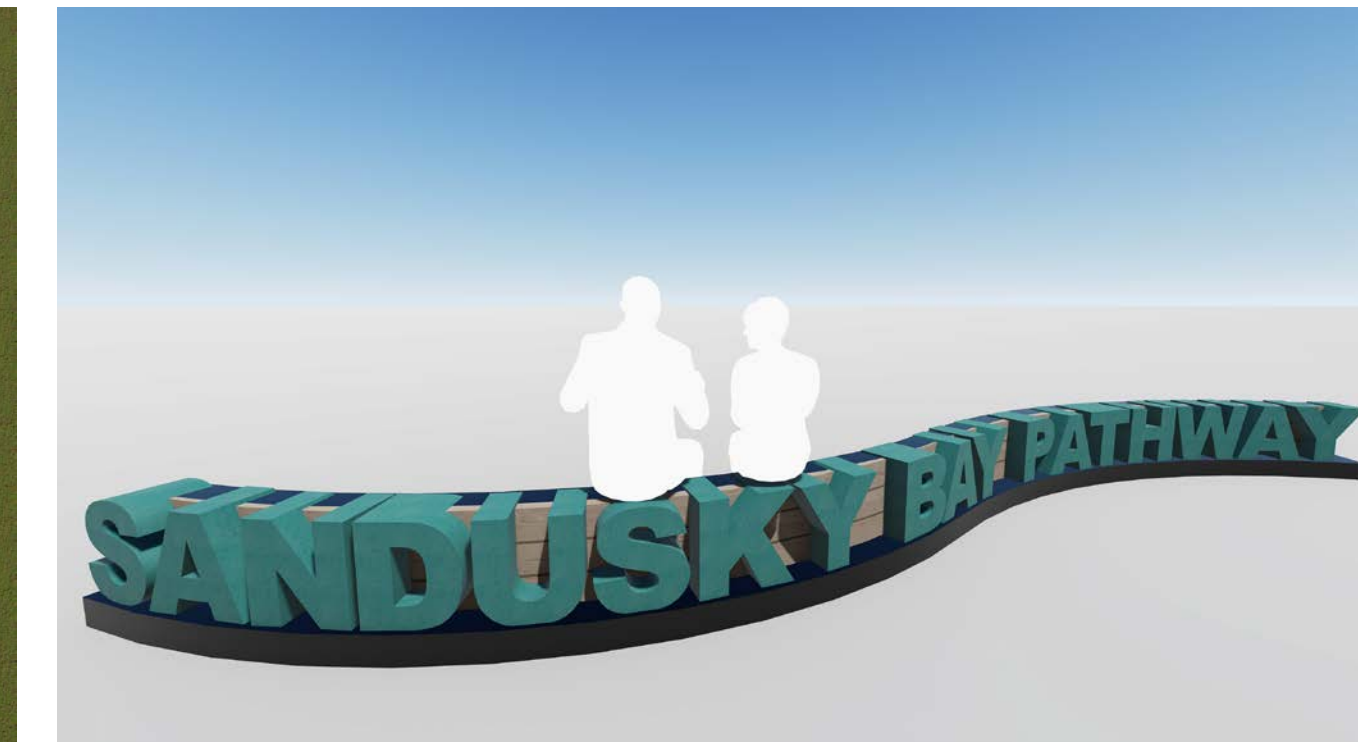
Pavement Markings



Major Kiosk Place Marker Directional Educational Mile Marker Seated Mile Marker



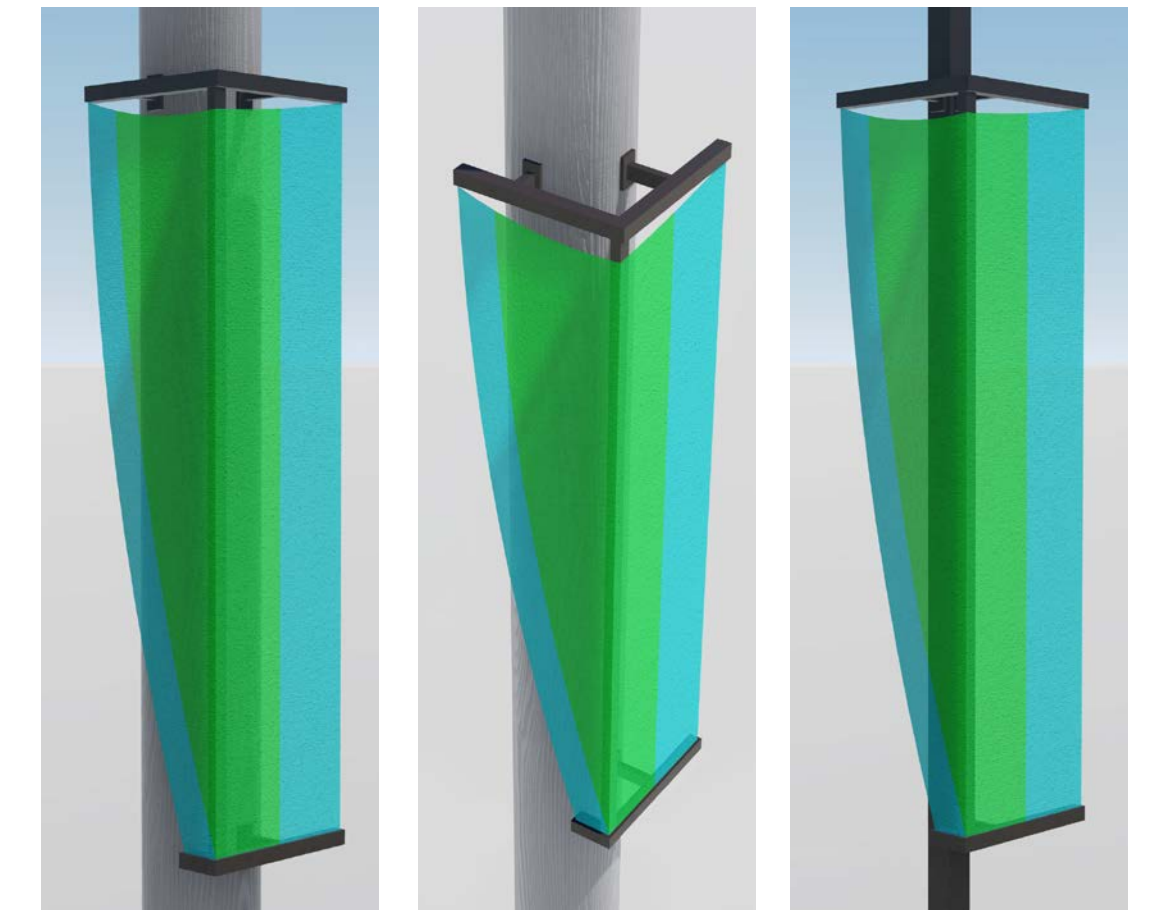
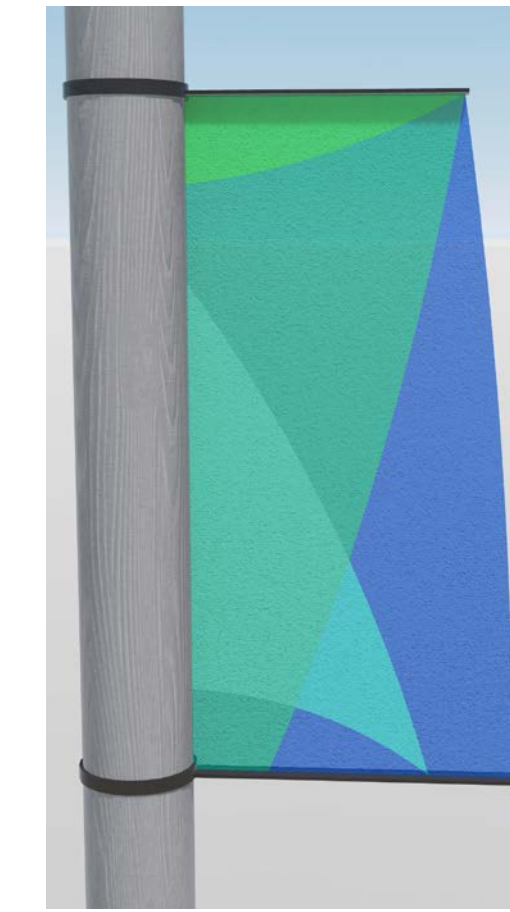
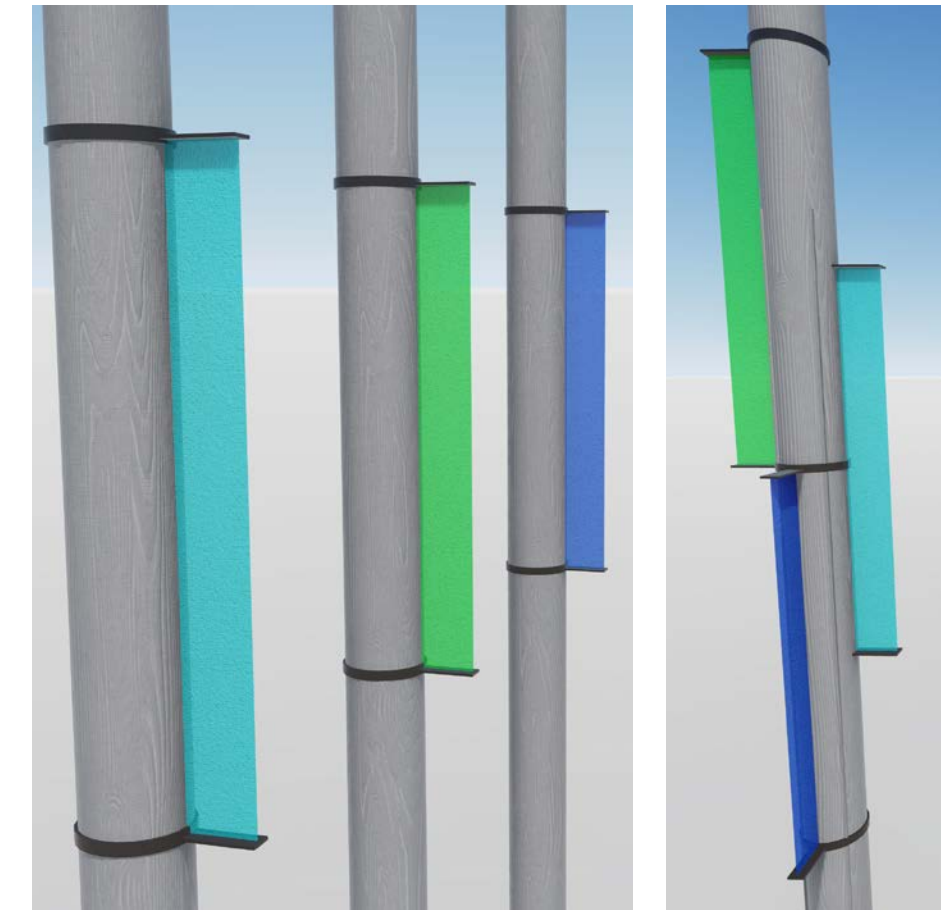
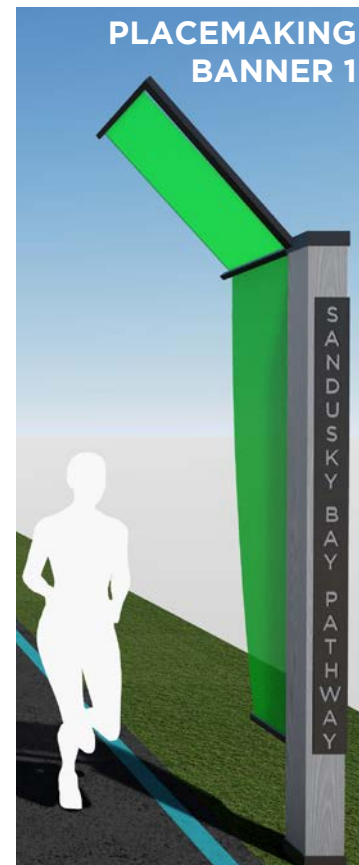
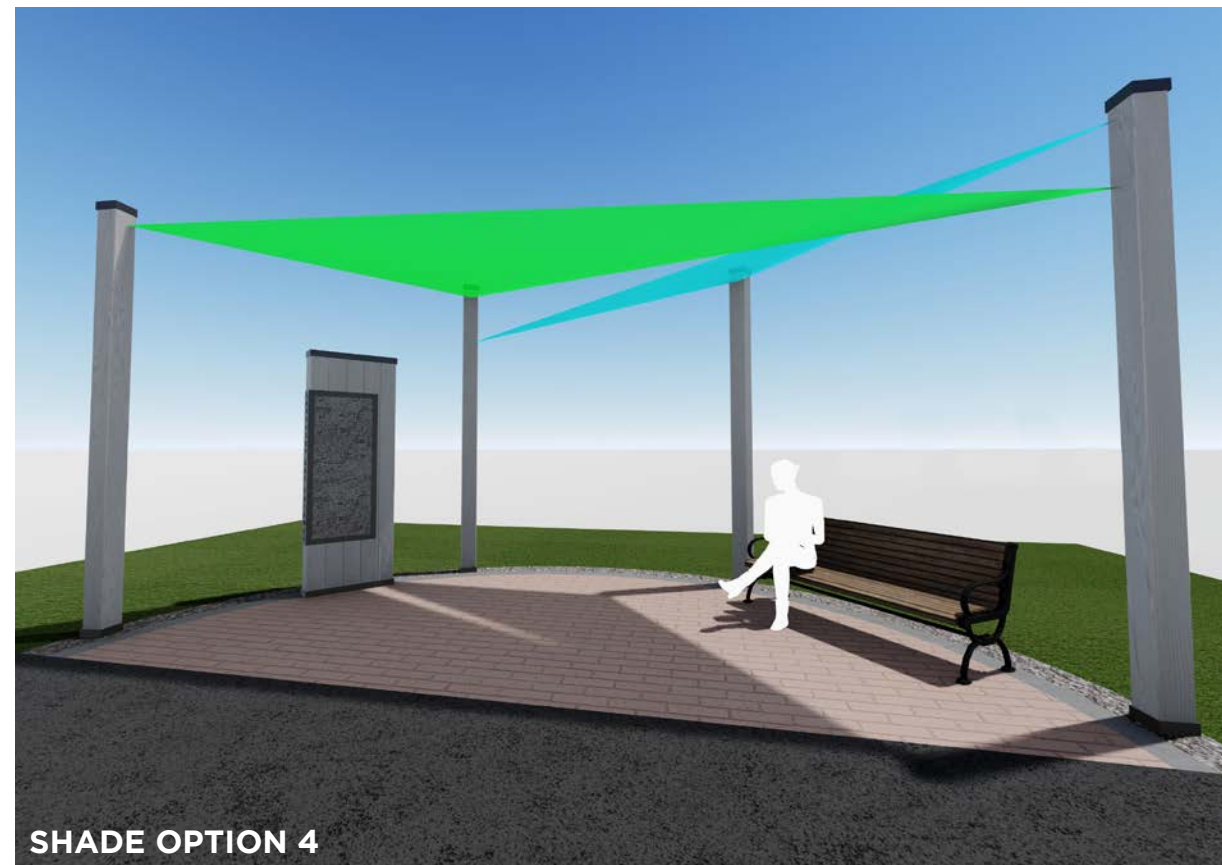
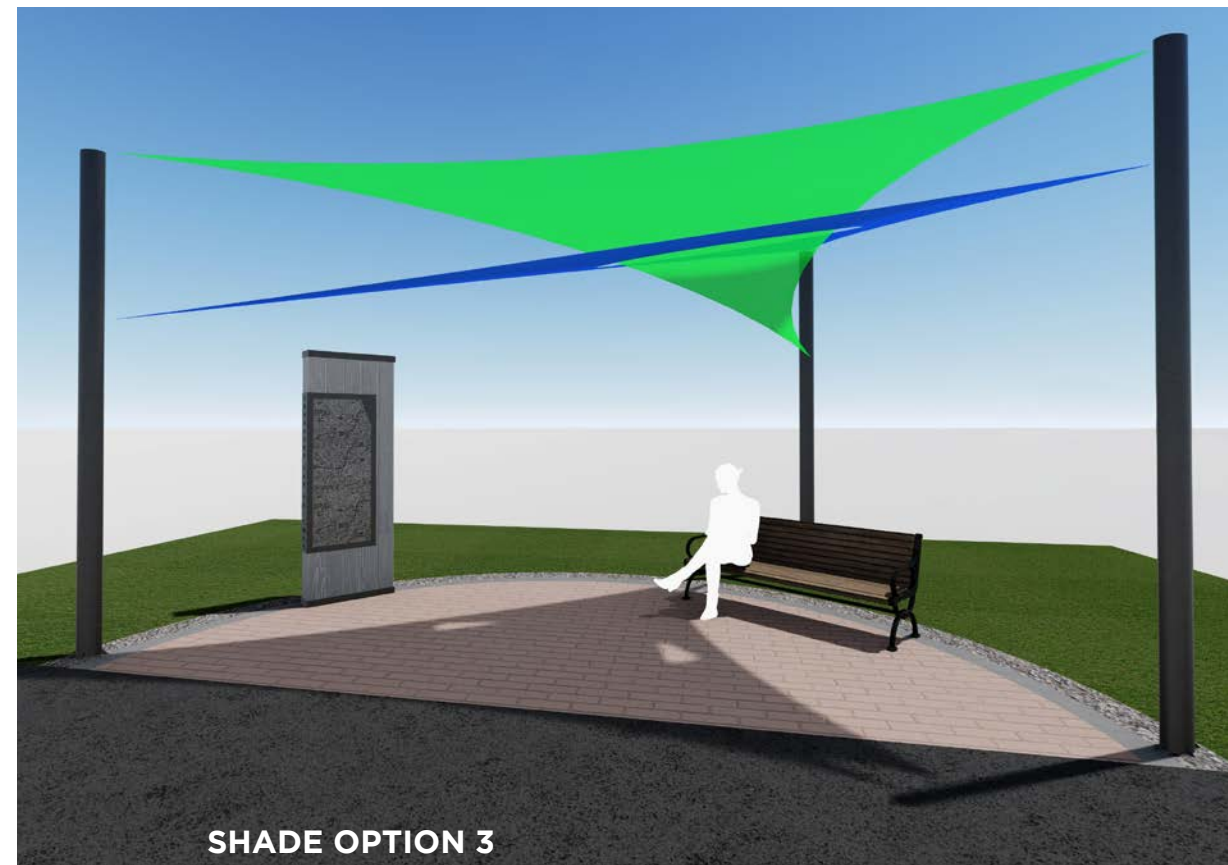
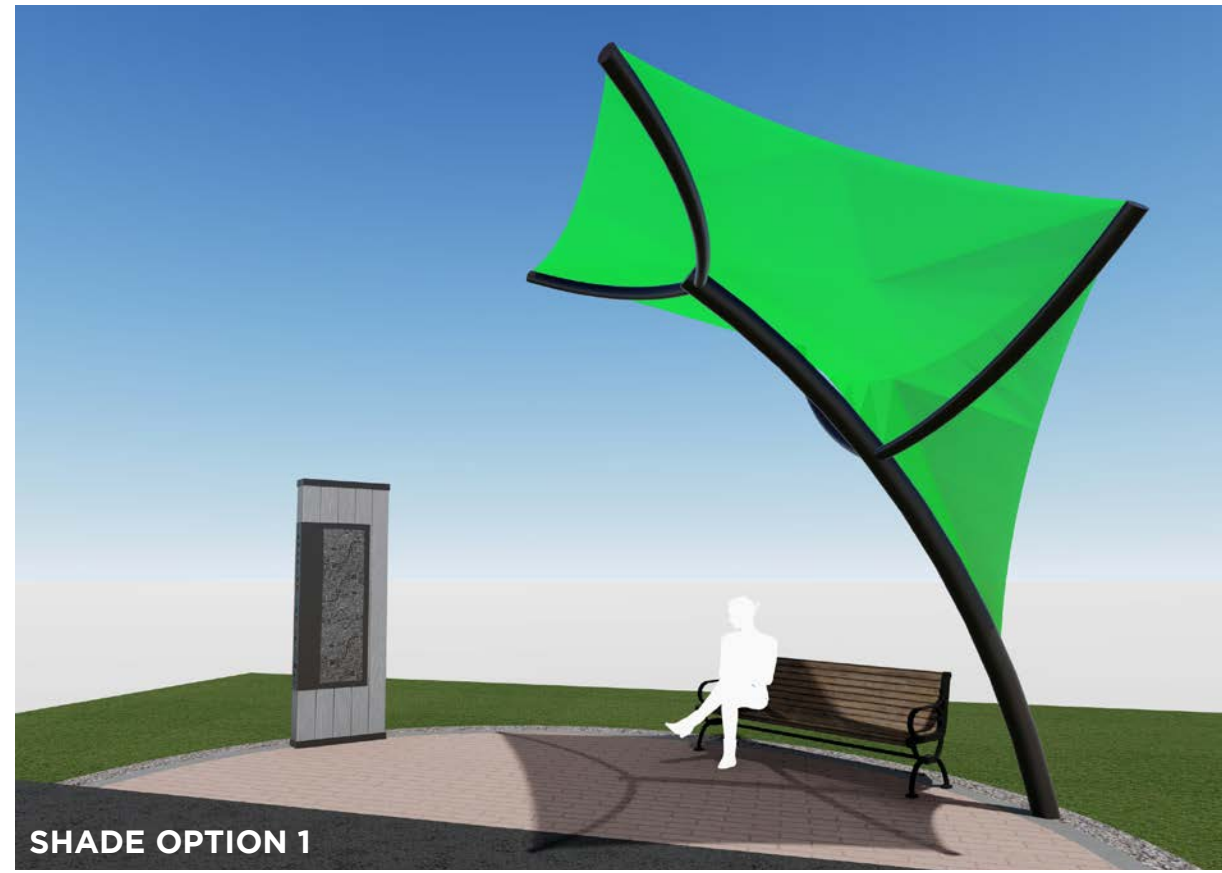
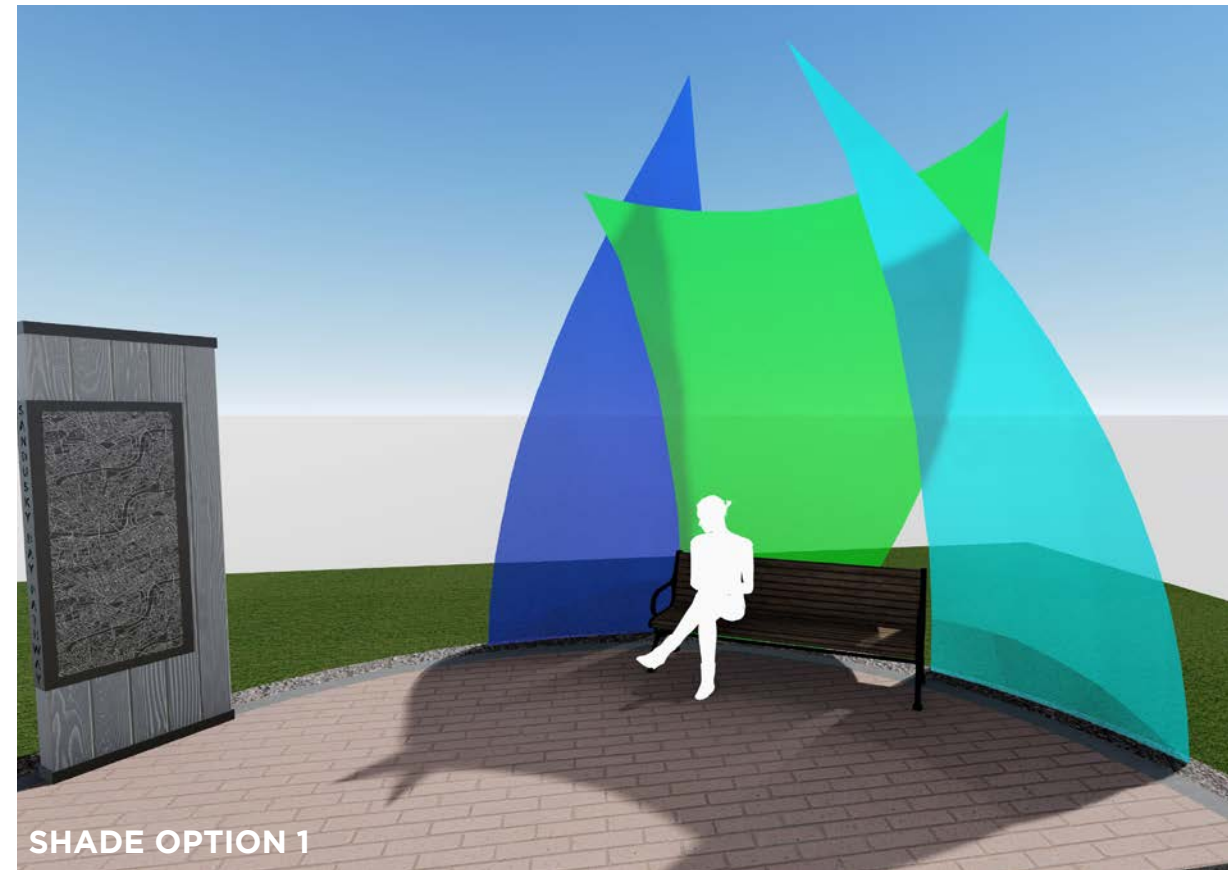
Pavement Markings



Seat Wall

Option 2 utilizes a metal frame, reminiscent to gabion baskets commonly used to combat erosion along the coast of Lake Erie, which can be filled with rocks local to the area. The metal frame can also be used to create a clap board paneling onto which signage can adhere. The teal panel is meant to resemble an "S" for "Sandusky" or the shape of a wave coming from Lake Erie.

A seatwall was developed to compliment the "S" and/or wave and could potentially becomes a destination and branding element in itself due to its size.



Banner Option 1

Banner Option 2

Banner Option 3

Using the “Great Lakes Coastal” color scheme, a variety of pole-mounted and overhead banner options were developed as part of the branding, signage and wayfinding conceptual design process. Style, shape, and overall conceptual design was focused on for this process. It was determined that text, font color and font type would be selected during the future detailed design phase of the branding, signage and wayfinding process.

Banner Option 1 reflects the simplicity of the vertical metal bars as shown in Signage Option 1. The design is flexible in that it can have one

banner per pole, or at a major intersection or point of interest, all three banners can be mounted on the same pole facing different directions.

Banner Option 2 is a play on sails. While the banner itself is only one single piece of fabric or metal, it is meant to show a more 3-dimensional overlap of various sails, shown as different colors in the banner, floating and passing each other along Sandusky Bay. It is the most whimsical design of the three conceptual banner designs developed for the project.

Banner Option 3 combines the verticality shown in Banner Option 1 and the play on a sailboat sail in Option 2. It is a more literal interpretation of the sail and physically wraps the pole, with the sail shape making a 90 degree angle with the vertical banner.

The overhead banners were developed to fit a variety of scales and spaces along the Pathway. While most of the overhead banners were custom designed for the project, a few of the options are prefabricated and were pulled from existing manufacturers.

OVERHEAD BANNER OPTIONS

POLE-MOUNTED BANNER OPTIONS



BRANDING, SIGNAGE, AND WAYFINDING
FINAL CONCEPTUAL DESIGN



PRIMARY



METAL

PRIMARY



WOOD

SECONDARY



C: 56 R: 104
M: 0 G: 199
Y: 24 B: 201
K: 0



C: 79 R: 37
M: 26 G: 147
Y: 33 B: 162
K: 1

ACCENT



C: 42 R: 162
M: 10 G: 188
Y: 98 B: 61
K: 0



C: 0 R: 250
M: 41 G: 163
Y: 97 B: 34
K: 0



C: 24 R: 160
M: 100 G: 27
Y: 86 B: 44
K: 20

PRIMARY MATERIAL



WOOD



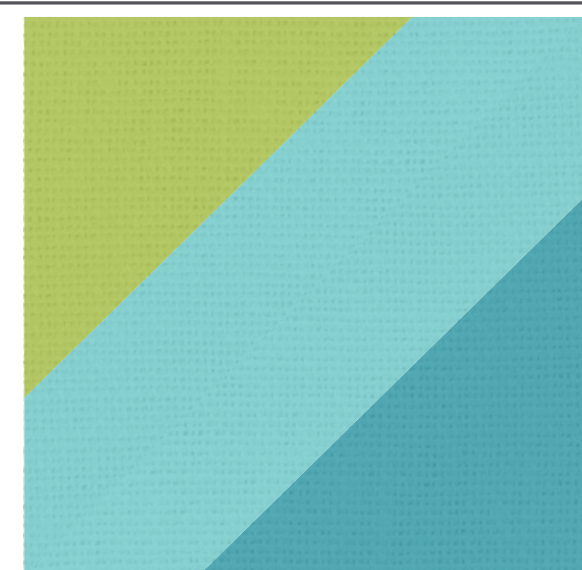
METAL

PRINT SURFACE



Dark Duranodic Aluminum

SUPPORT MATERIAL



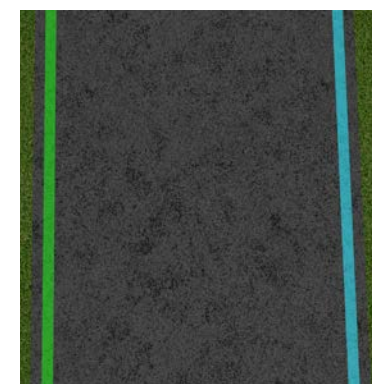
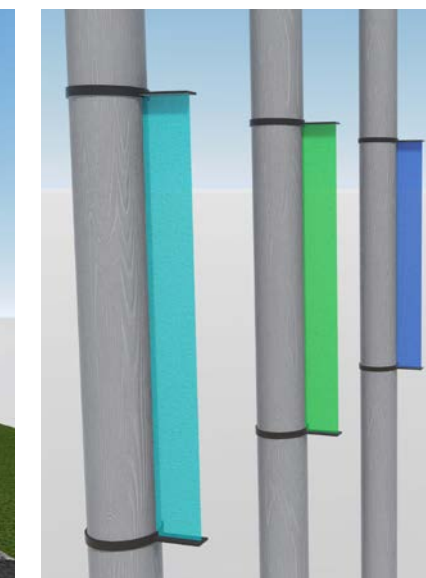
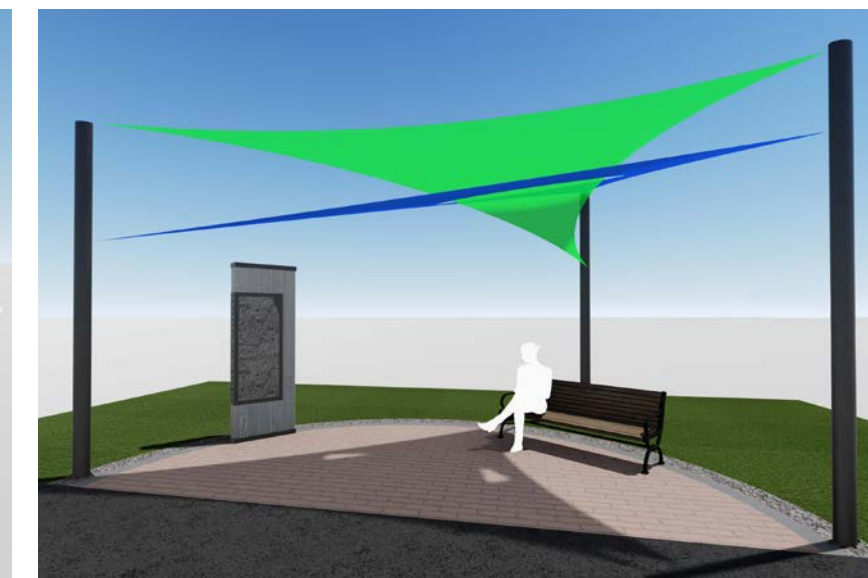
COLORED FABRIC

In addition to the stakeholder meetings conducted for the overall Sandusky Bay Pathway project, two Branding, Signage and Wayfinding Steering Committee meetings were conducted to develop the conceptual branding, signage and wayfinding conceptual design for this project.

The first goal of the Committee was to set a vision for the branding, signage and wayfinding, and the second goal was to ultimately guide the consultant team in developing a physical conceptual design for the branding, signage and wayfinding itself.

When asked to describe the future Sandusky Bay Pathway, words like impactful, rustic, accessible, happy, charming, fun, transformative, easy-to-use, and coastal were used to set the vision of the Pathway by the Committee.

Ultimately, the Committee chose to move forward with Signage Option 1 and the vertical pole-mounted banners. The seatwall developed as part of Signage Option 2 was a Committee favorite and redesigned to fit the overall style of Signage Option 1.



BRANDING, SIGNAGE & WAYFINDING STEERING COMMITTEE

- | | |
|------------------|-----------------------------------|
| Angela Byington | City of Sandusky |
| Aaron Klein | City of Sandusky |
| Daniel Murray | Michael J. Murray Foundation |
| Tami Murray | Michael J. Murray Foundation |
| Steve Poggiali | Erie Regional Planning Commission |
| Melissa Price | Erie MetroParks |
| Casey Sparks | City of Sandusky |
| McKenzie Spriggs | City of Sandusky |
| Ethan Unzicker | Erie MetroParks |
| Greg Voltz | City of Sandusky |
| Eric Wobser | City of Sandusky |



Major Kiosk



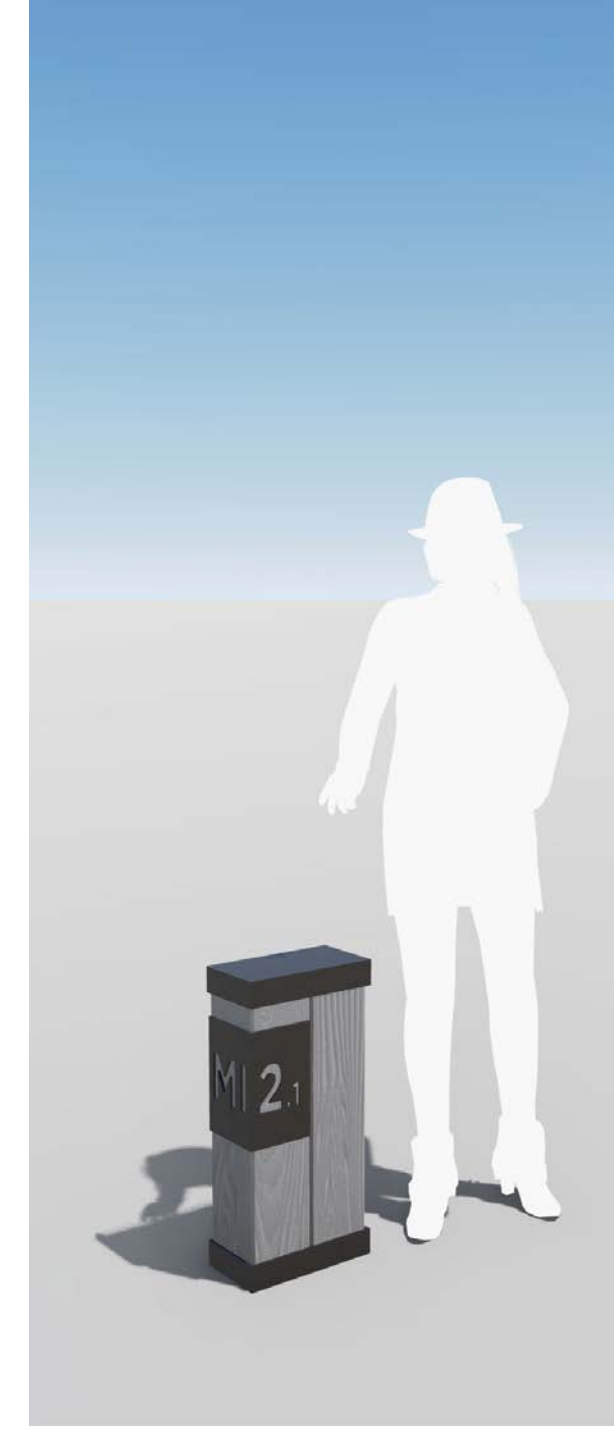
Place Marker



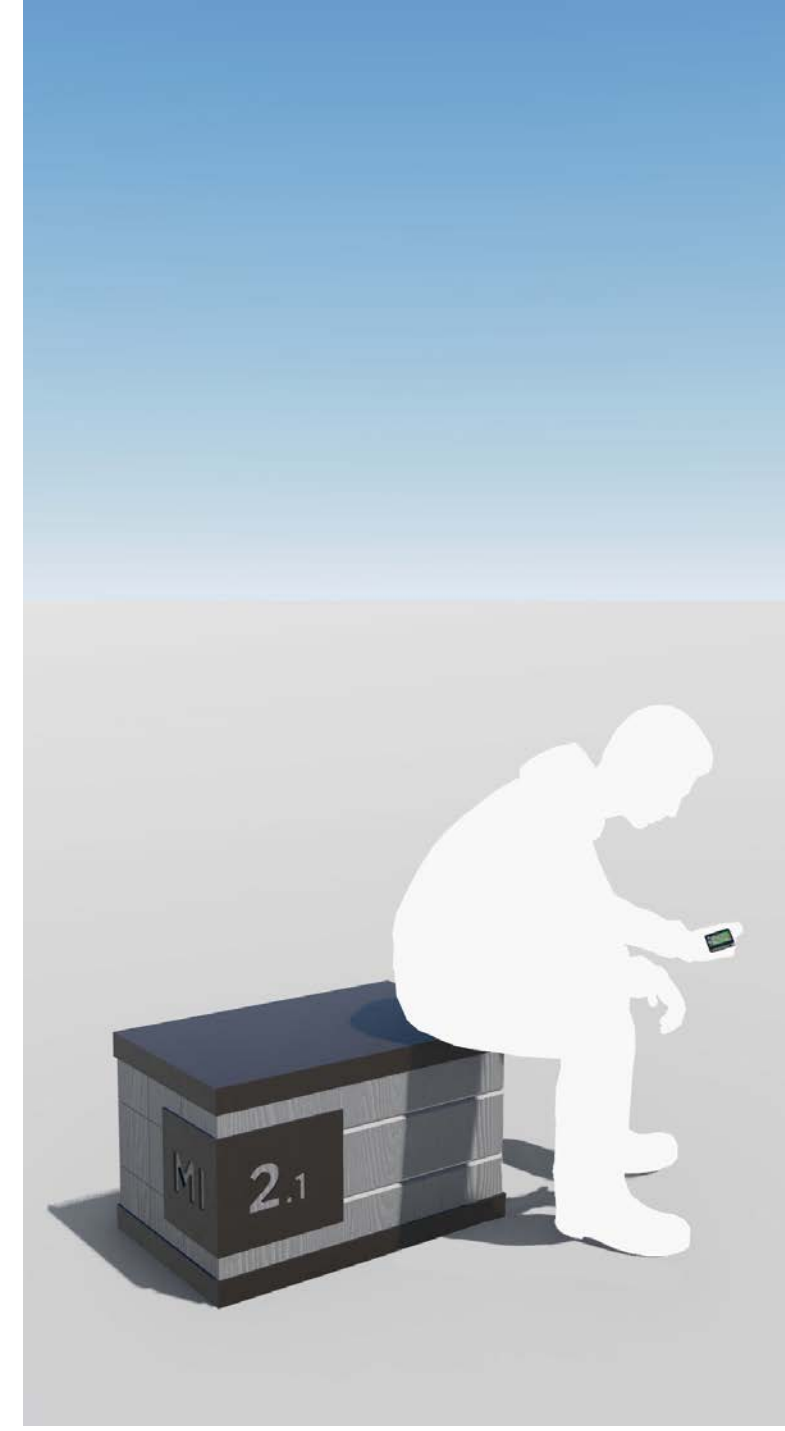
Directional



Educational



Mile Marker



Seated Mile Marker

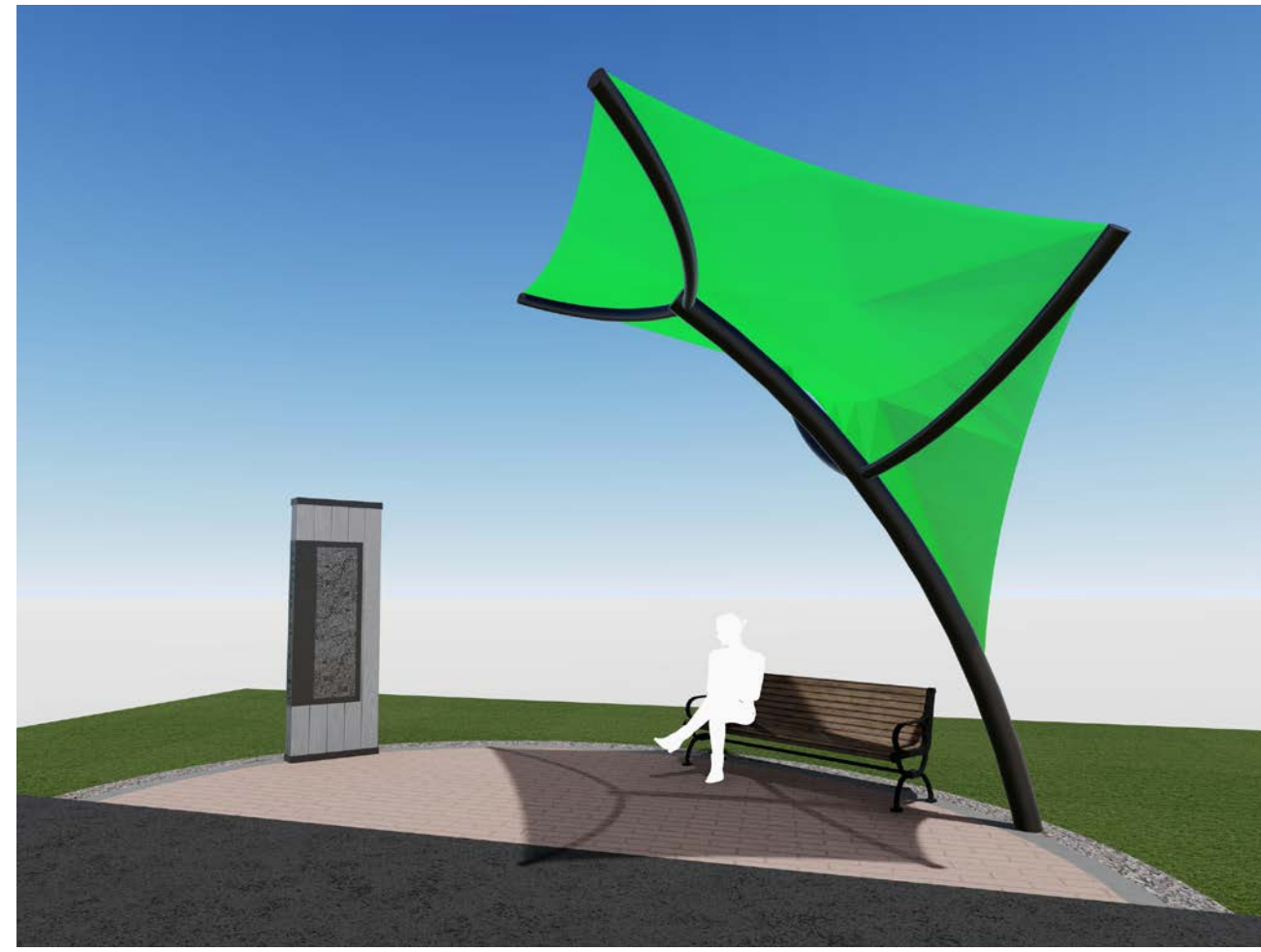
The Committee overwhelmingly selected Signage Option 1 as the preferred conceptual design for the signage and wayfinding portion of the project. The Committee liked the rustic, simplistic and yet coastal feel of the design. A few minor changes were made to the final conceptual design of Signage Option 1 compared to the draft conceptual design. The Directional signage was increased in height due to Committee

concerns of pathway users conflicting with the wayfinding arrows. Two posts were added to the length of the Educational sign and the Mile Markers were redesigned from the original buoy concept to a two-post system to better coordinate with the design intent of the comprehensive signage and wayfinding package.

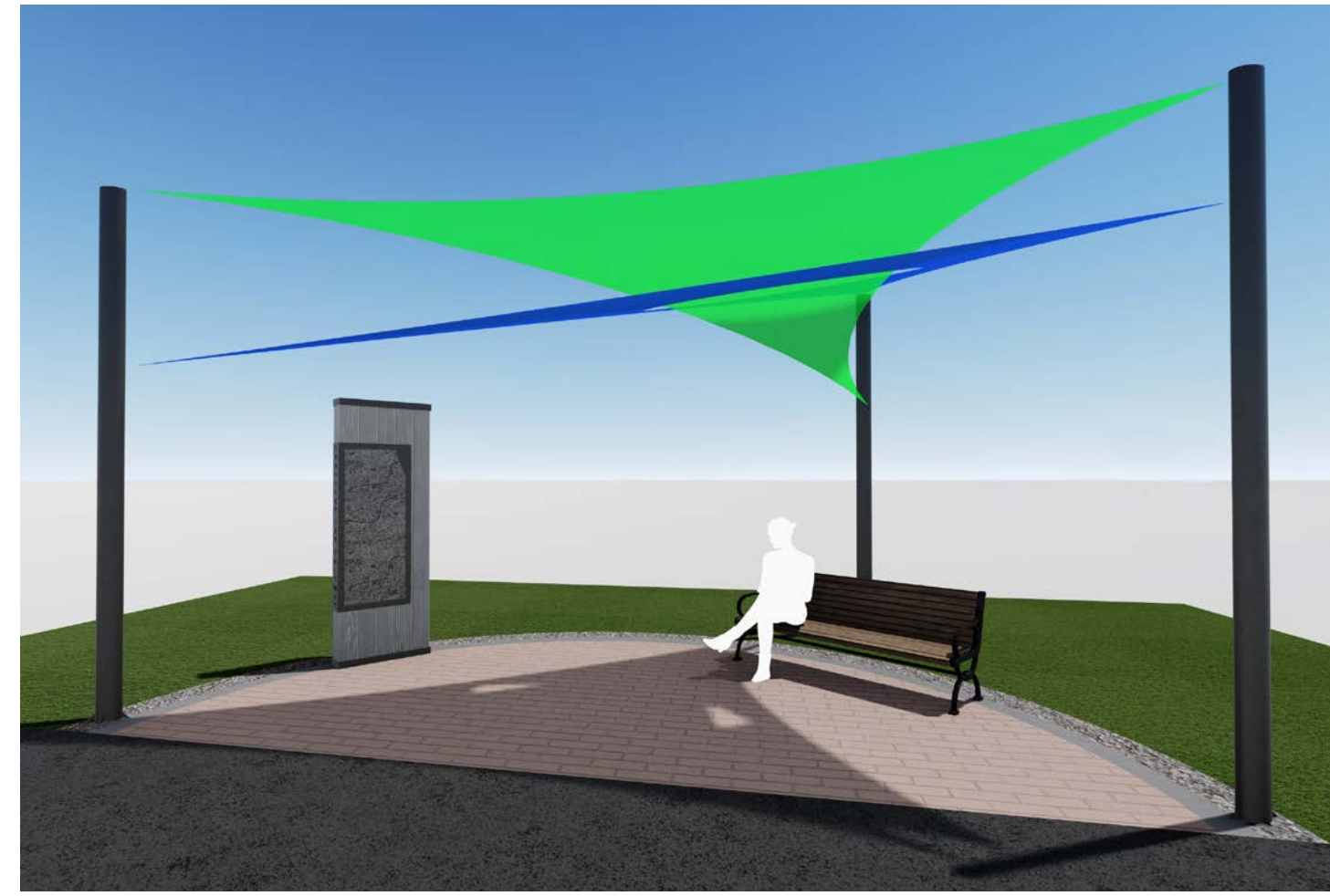
While the wooden posts in the preferred signage option are meant to look like Lake Erie drift wood, a prefabricated wood or synthetic post will be used for the constructed signage and wayfinding design.

Committee members liked the reflection of the "Great Lakes Coastal" theme, the simplicity of the design, and the relatively low implications this design has on ongoing operations and maintenance.

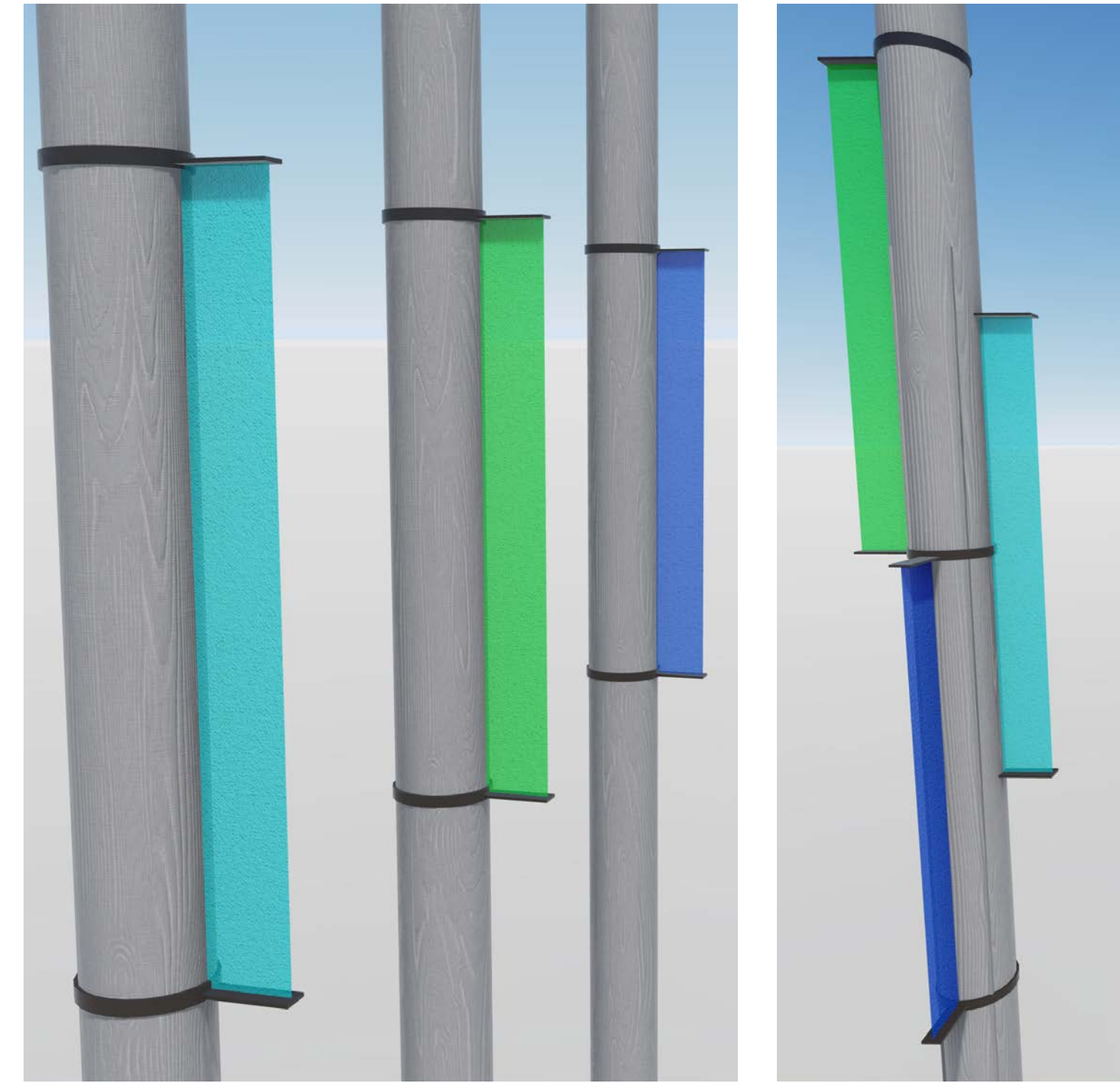
FINAL SIGNAGE & WAYFINDING



Small Shade Banner



Large Overhead Banner



Pole-Mounted Banner

POTENTIAL OVERHEAD BANNER AND/OR NODE LOCATIONS

- Cold Creek
- Margaritaville
- Coal Docks View
- Grassy area of NW corner of Chesapeake Lofts
- Along Water or Trees by the Salt Piles
- Sandusky Bay Pathway Seatwall at Columbus Avenue
- Dead End of Ogontz St
- East Side Café Building
- Apex Site next to Lyman Harbor Townhomes/Condos
- Sandusky Bay Pathway Seatwall I on Cedar Point Dr
- Sycamore by the Cove
- Tofts Dair Ice Cream Parlor
- Lions, Shoreline and Battery Park
- Shade Creation along First Street
- Pipe Creek Wildlife Area
- Cold Creek
- Mills Street Turnaround
- East side of Pier Track

**An important point brought up by the Committee was that the views of Cedar Point and the Bay should not be blocked by the placement of the overhead banners.*

The Committee selected two final overhead banners as the preferred alternatives. The Small Shade Banner is meant for “minor” nodes along the pathway and the Large Overhead Banner is meant for “major” nodes along the Pathway. Both overhead banners selected by the Committee are prefabricated units. Option 1 of the Pole-Mounted Banners was selected as the preferred alternative. The Committee liked the simplicity of

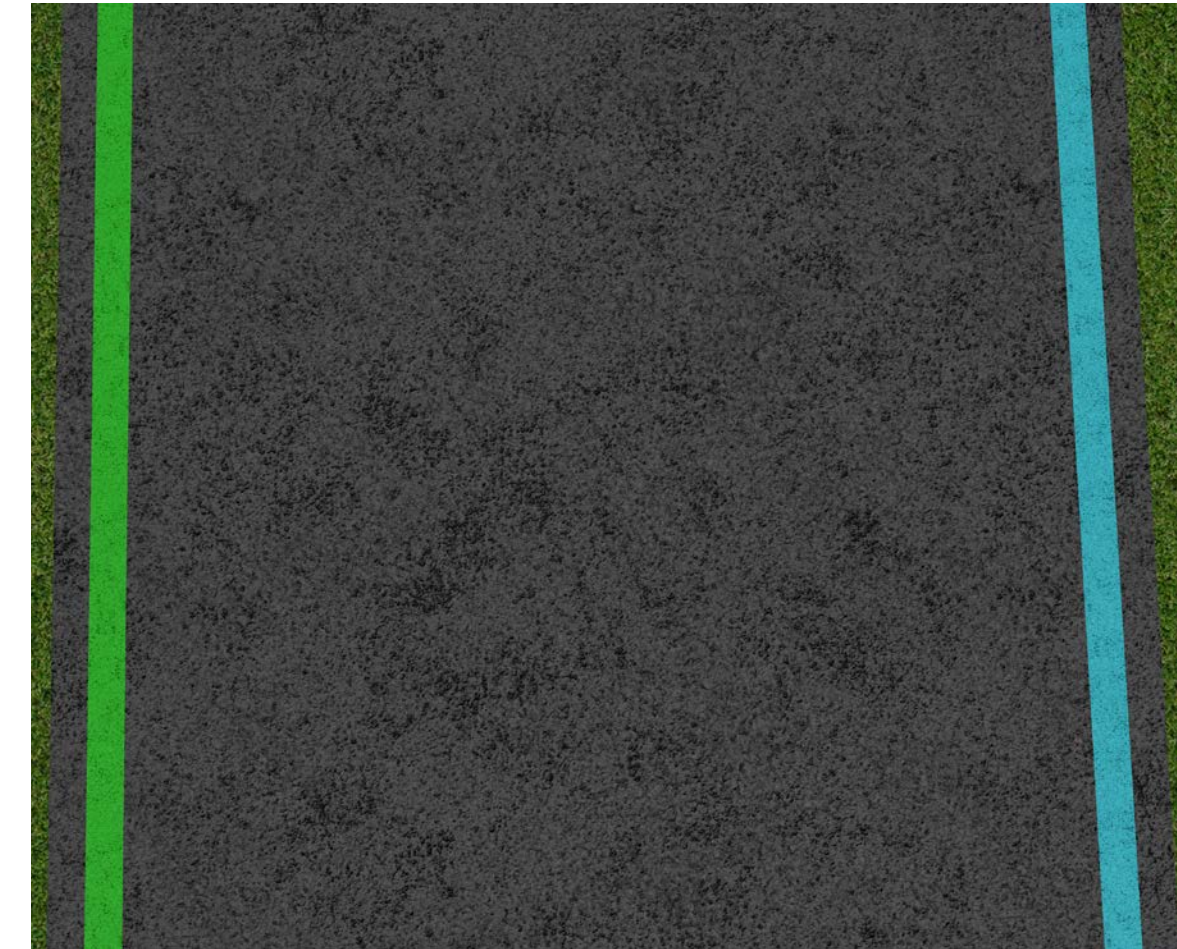
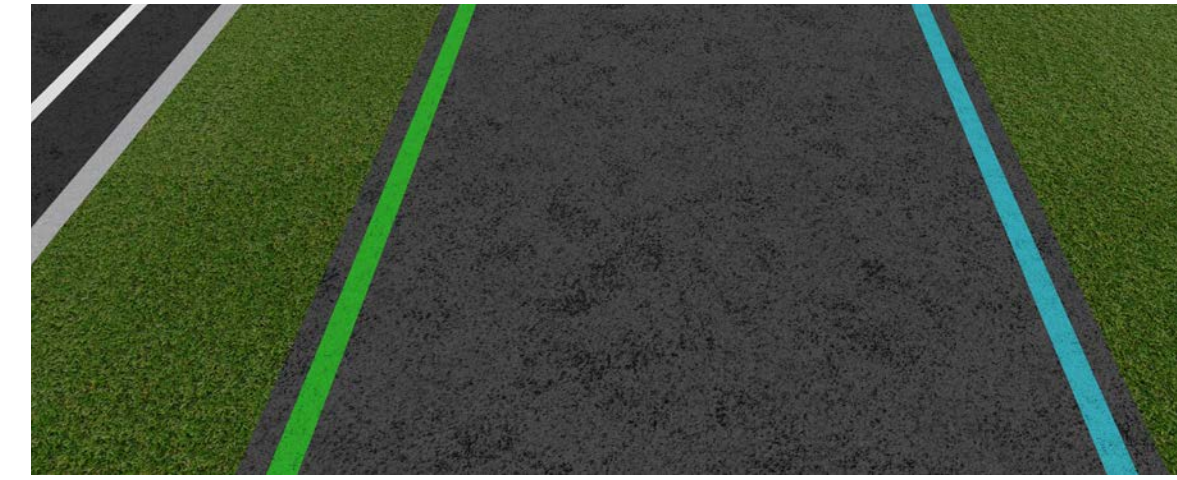
the design and the continuation of the verticality shown in the Signage and Wayfinding package. The pole-mounted banners can be applied to existing poles along the Pathway, but the Committee thought it was also important to add banners and poles in areas where poles do not currently exist to carry-forward the branding and identity of the alignment, and the concept of being able to “follow the yellow brick road”.

FINAL OVERHEAD BANNERS

FINAL POLE-MOUNTED BANNERS

The Committee determined that while pavement markings were important along the entire length of the Pathway, the pavement markings themselves needed to be simple. The notion of being able to “follow the yellow brick road” was always on the forefront of people’s minds, and for the Sandusky Bay Pathway, the “yellow brick road” will consist of two simple painted lines/stripes, one green (painted on the south and west sides of the pathway) to represent the “land” side, and one blue (painted on the north and east sides of the pathway) to represent the “waters ‘edge”. The two stripes will be painted on all asphalt and concrete surfaces along the Sandusky Bay Pathway. While the painted stripes are easy to follow, they are also relatively easy to maintain and reapply.

It was decided by the Committee to let the detailed design process determine if the painted lines would be applied to the boardwalk portions of the built trail. The same consensus was determined regarding the application of the on-pavement mile markers as well.



Pavement Markings



Seat Wall

FINAL PAVEMENT MARKINGS

FINAL SEAT WALL

