

Task 6: Project Advisory Committee (PAC) Meeting #4 - Meeting Summary

Location: Fair Haven Fire Hall, 14447 Fair Haven Rd, Fair Haven, NY 13064 and via Video Conference via Microsoft Teams

Date: Thursday, March 14, 2024; 6:00 P.M.

PAC Attendees: Walt Aikman, Chris Colloca, Tim Howell, June Smith

Staff Attendees: Kari Terwilliger, April Brun, Amy Dellio, Thomas M. Robinson, Hanna Quigley, Celeste Hyde, Jonathan Anna

Handouts: Meeting Agenda and packet sent in advance via email to all participants with branding/logo and tagline options plus an updated trail alternatives map.

Discussion: Led by: Hanna Quigley, Landscape Designer and Thomas M. Robinson, RLA, Design Lead-Landscape Architecture both from Colliers Engineering & Design; and Celeste Hyde from Allieway Marketing, Inc.

Topics: See copy of agenda below

Meeting Start: 6:04 P.M.

Meeting End: 7:48 P.M.

Task 6: Project Advisory Committee (PAC) Meeting #3

AGENDA

March 14, 2024 at 6:00 PM
Fair Haven Fire Hall, 14447 Fair Haven Rd
Fair Haven, NY 13064
OR
Via Video Conference via Microsoft Teams

1. **Branding, Update Led by Allieway**
 - a). Review of branding and tagline options
2. **Task #8- Schematic Design, Update Led by Tom & Hanna**
 - a). Project Goals
 - Review project objectives
 - Establish design criteria that will be used to prioritize trail segments and improvements
 - b). Potential Alternatives
 - Review updated alternatives diagram
 - Review sketches, image boards, and cross sections of site-specific improvements
3. **Open Discussion & Next Steps**
4. **Public Meeting #1**
 - a). April 11, 2024; Fair Haven Fire Hall; 7pm – Review Schematic Designs
 - b). Review list of displays and deliverables to share with public

1. Branding, Update Led by Allieway

Kari opened the meeting and told the group that a copy of the full slide deck from tonight's presentation would be attached to the meeting summary that they would all get via email. Hanna then began with an update and reviews of the agenda for the meeting, as well as the goals and objectives of the project. She then asked Celeste to introduce herself and her role in the project, and then asked all other participants to introduce themselves to Celeste. Celeste then reviewed the branding materials from the meeting packet and the updated versions of the two options for logos, providing background and the thinking/intention behind each one. She then asked the group for their input. Comments from participants included (paraphrased):

- In option #1 the color difference for "CCT" is not very different in color from the rest of the letters so it is hard to distinguish, and there is no contrast in the black and white version. The "CCT" stands out better in option 2, but again there is no contrast in the black and white version.

- I like concept #1 better than #2 because it stands out more especially for people in cars driving by the trail to know what the trail is. People may be confused by #2.
- I like the shape of #1 but it doesn't speak to who we are and what we are, but I like the badge very much. I like the outline of the bay in #2 but maybe we could fill in the bay with a solid blue color and use just one bold outline around the bay with no circles to represent the trail.
- I don't really like the tagline, it doesn't really hit the goal of the trail, so maybe something more like "Safely Connecting People & Places".
- I like logo #2 better and would also like to see the bay filled in because it would make it more distinct to here in Fair Haven.
- The tagline needs more words that are distinctive to Fair Haven.
- We need to balance speaking locally and also regionally to show the connection to other trails in the area too.
- "Discovery" is too broad of a word.
- I really like concept #2 better with the local geographic connection. More people are looking at maps all the time because they are looking at their phones all the time to navigate, so it helps to have the logo in a map related concept.
- The colors need to be examined to avoid issues for colorblind people to be able to read it. Consider changing the colors to be more contrasted so that color blind people can see it better.
- The tagline is not specific to our area, but the "CCT" call out is great. Maybe make it even bolder or a different font/case from the rest of the letters to make it stand out even more.
- "CCT" makes me think of "Cayuga County Trail" because most things with "CC" in our area stand for "Cayuga County".
- Maybe we should consider a trail name like "Northern Cayuga Community Connection Trail" or something that is more specific to our location. Brand it to Fair Haven because that is more well known.
- Maybe the official name of the trail can be the "Sterling-Fair Haven Community Connection Trail" like this project name, or switch the municipalities if you want it in alphabetical order, but the "Sterling-Fair Haven" portion can be shown in smaller font on the logo and in branding/marketing pieces so that the "Community Connection Trail" and "CCT" can still be prominent and the shorthand for the trail as it is now, but you get that sense of place location on a map that you are looking for.
- It might be too long to say the whole thing out loud all the time, but yes if we can do it and still use "CCT" as the shorthand that makes sense.
- Could we add "Sterling-Fair Haven" to the top of logo #2 in a smaller font; get rid of the circles but see how symbols for the state park, winery, etc. look without being too cluttered; and keep a tagline in the same location?
- Can we use a version of the existing tagline for the trail that the Non-Profit group created?
- What was the process and objectives that AllieWay went through to develop the tagline?
- We looked at a long list and a lot of things with the objective of finding a key word to generate excitement and to root the tagline in the benefit(s) of the trail. We didn't want to add too many words or symbols because we didn't want to distract from the logo. The tagline doesn't need to be part of the logo, we could just use it and add it to other collateral (website, etc.).
- Safety is original the #1 thing this trail was supposed to address. It's not really regional with just Sterling, Fair Haven and Wolcott. The main purpose is safety, second is connection people throughout the community.
- Safety can be a positive or a negative if it is used in a forward-thinking tagline. The tagline should

answer the question: “Why should I care?” or “Why should I be interested?”.

- Discovery can work with all of the wildlife that you can see along the trail that you will “discover” while walking, biking, etc.
- Maybe instead of using “Sterling-Fair Haven” in the trail name you could just use something like “Little Sodus Bay Community Connection Trail” to drive home the location.
- Could you maybe put the lake vector from option #2 into the badge version in option #1 to help make it more localized and still have that “sign” look and feel to the logo?
- Kari noted that Tom and Hanna may explore the branding of certain trail spurs dependent on the final messaging, tagline, and input from the stakeholders.

At the end of the conversation, the participants agreed that option #2 for the logo was the preferred logo with some adjustments as described above in their comments. Celeste, Hanna, and Kari explained that the timeline for work on the logo is short, so they asked the committee to be responsive quickly to future emails regarding the logo and tagline to provide their input for consensus. The consultant team needs to work on developing the materials for the public meeting coming up on April 11th, so the committee needs to send additional feedback to them via email right away. Development of the website is dependent on the finalization of the colors, tagline, messaging, and logo design.

2. Task #8- Schematic Design, Update Led by Tom & Hanna

Hanna continued the meeting with an overview of the design criteria considerations for the trail and then reviewed each of the individual design/route alternatives for each of the four main trail segments (see attached slide deck for details). At the end of Hanna’s presentation, the following comments were made by the participants (paraphrased):

- This looks wonderful, I love the crossing over the wetlands by Meadow Cove. Let’s try this!
- The trail and crossing at Turtle Cove/Smith Road are very nice too, much safer than it is right now for fishing and watching turtles.
- The crosswalks with the blinking lights and signs are a great feature to help slow people down on West Bay Road. I really like the wooden elevated walkways.
- Is there any way to put a plastic cover over the drainage areas that could be the trail surface but still let drainage flow under? I have seen elsewhere where it could go over the grass swales so we could still have off-road access but in the right-of-way. It’s a heavy duty plastic that cars can use.
- I have seen that used for short distances but its not suitable for long stretches, but we’ll look into the feasibility of using it.

3. Open Discussion & Next Steps

Hanna asked the committee to send her feedback later via email after they have had more time to digest all of the information in her presentation, and after they can see it with the meeting summary.

4. Public Meeting #1

Hanna shared with the group that they are developing visuals and boards (showed some examples) to engage with the public and get them to help inform the project. She mentioned that they plan to give a short PowerPoint Presentation with a brief overview of the project and what we have been working on; and that they will also bring posters with maps and visual examples to ask the community to select their preferences for the trail segments and branding. Hanna then asked the group if there was anything else that they should add. The following comments were made by the participants (paraphrased):

- The public will be very interested in the sensitive areas like Meadow Cove and Turtle Cove/Smith Road. They should be excited to see the safety improvements in those places.
- Do we need to discuss or have a policy about easements and liability for off-road segments? Do we need to discuss it at the public meeting? A: Not at this time, there is still a lot left to figure out, but the final report will identify where we may have willing landowners for easements and what that might look like. We are doing our best to avoid the properties that we know are a “no go” because Tom & Hanna have been having conversations with landowners already with a few more to go very

soon. We also haven't had conversations just yet with County Parks or others about ownership and maintenance of the trail. So all of that will be discussed in more detail near the end of the project and before we apply for funding to build the trail. It was noted that this may also be viewed as an opportunity for landowners to conserve and protect sensitive environmental areas and open space.



Sterling Fair Haven Community Connection Trail

Project Branding & Design Alternatives

March 14, 2024

The Sterling Fair Haven Community Connection Trail feasibility study has the following goals and objectives:

- Designing a trail that responds to the transportation, social, recreational, cultural, and economic context of the Sterling-Fair Haven community.
- Developing sustainable construction and maintenance strategies to create a cost-effective, safe and durable trail system.
- Prioritizing sustainable trail design that minimizes environmental impact, complements the unique setting, and enhances habitats.
- Engaging key stakeholders, businesses, communities, and partners early and continuously to understand and balance all users' needs.
- Creating an inclusive design to support use by people of all abilities and ages year-round.
- Increasing awareness and appreciation of the trail and surrounding ecosystem through wayfinding and interpretive signage.

01

Project Branding

02

Design Evaluation Criteria

03

Design Alternatives Update

04

Open Discussion & Next Steps

05

Public Meeting



01. Branding

Hello!

We are excited to present two distinct branding concepts for the Community Connection Trail Project. This initiative aims to create a network of scenic bike and walking trails connecting the villages and bays of Cayuga County.

Each concept offers a unique visual identity that captures the essence of this project. We'll showcase initial logo designs in color and black and white for you to see how they may appear.

Today we will need to choose a direction for the logo so we can move forward with the website and other material for community engagement.

With your valuable input and collaboration, we can bring the Community Connection Trail Project's branding to life, creating a lasting impression and fostering a sense of pride and connection within our communities



Concept 1: Trail Sign/ Vintage Poster Concept

This concept has potential to establish a heritage-oriented, exploration focused look with a park and trail connection. We considered references for simple, earthy, classic trails.

Note the wood background textures to further the connection to nature, with a sense of enduring growth and views that span history.



CONCEPT 1: TRAIL SIGN/ VINTAGE POSTER CONCEPT

This concept has potential to establish a heritage-oriented, exploration focused look with a vintage/ heritage connection.

Concept 2: Connection & Interconnecting Paths

This concept takes an artistic approach through implied shapes and textures, evoking a sense of exploration and community interconnectedness. Think of it as an abstract composition reminiscent of winding pathways through nature.

The textures and fluid movement create a feeling of access and inclusion. An airy color palette inspired by nature, featuring a variety of blues and greens, allows the natural essence to shine through, while maintaining bold contrast for accessibility and readability of the tagline.



CONCEPT 2: CONNECTION & INTERCONNECTING PATHS

This concept takes an artistic approach through implied shapes and textures, evoking a sense of exploration and community interconnectedness.



Discussion

02. Design Criteria

DESIGN CRITERIA



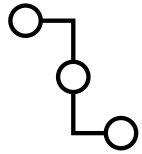
High



Medium



Low



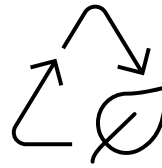
CONNECTIVITY

Connection to natural views or scenic resources, regional trail segments, or businesses along the corridor



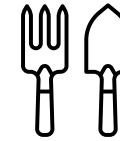
ACCESSIBILITY

Maximizing inclusive design, especially in areas without slope barriers, and providing adequate clearing width and signage to accommodate accessible routes



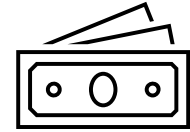
SUSTAINABILITY

Identifying resilient materials for trail and boardwalk surfacing, considering drainage, minimizing impact to existing environmentally sensitive areas, accommodating micromobility



MAINTAINABILITY

Considering short-term and long-term upkeep, and the capabilities of responsible parties to provide upkeep of the trail; building local stewardship



COST EFFICIENCY

Balancing cost of implementation, coordination with landowners, and long-term life cycle demands



03. Design Alternatives Update

TRAIL SEGMENTS

Updates were made to the trail alternative segments based on the previous PAC meeting. The goal of this meeting is to identify priority areas. These are broken down into the following four segments:

Segment 1.

West Barrier Bar Park to Hadcock Drive

Segment 2.

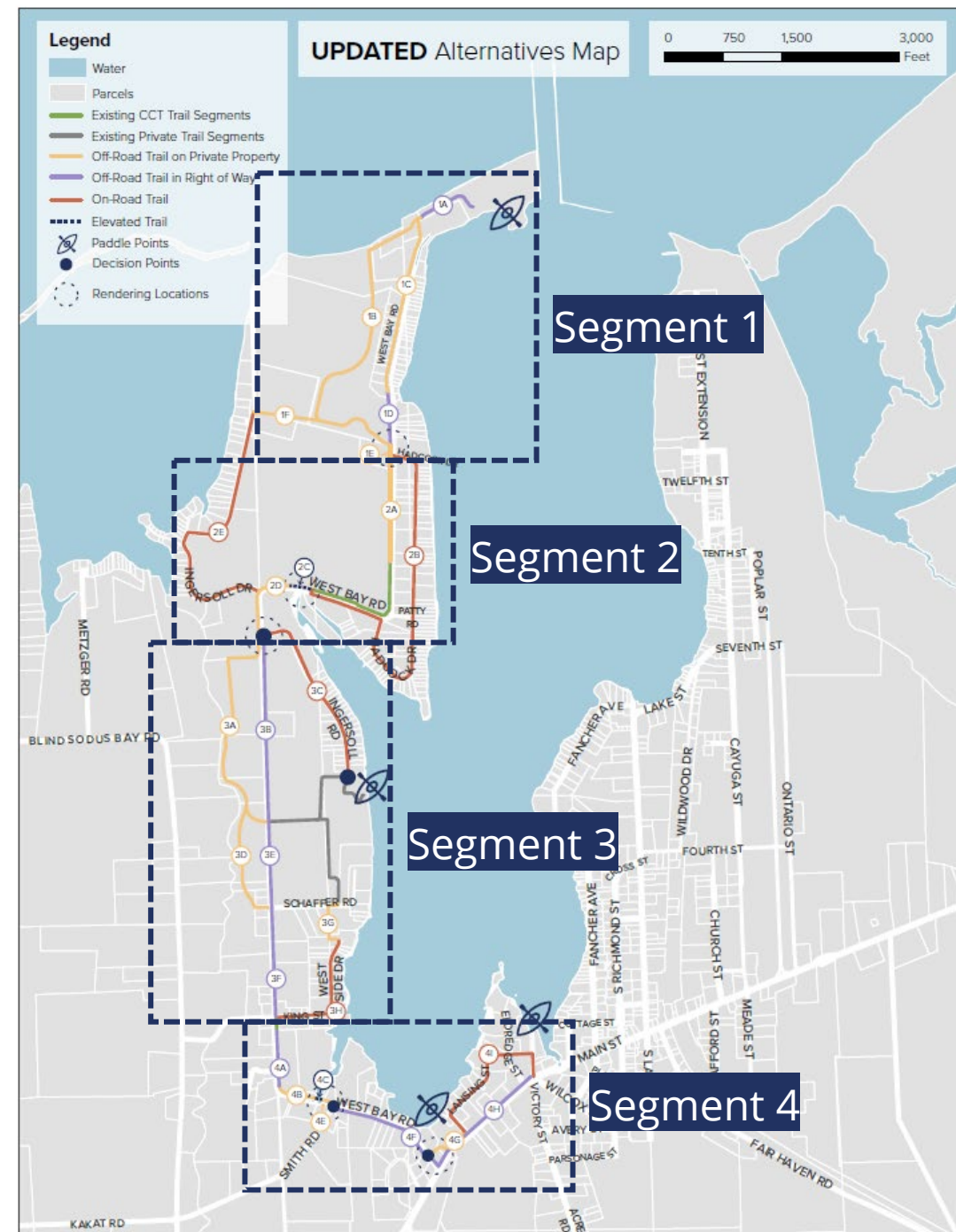
Hadcock Drive to Ingersoll Road

Segment 3.

Ingersoll Road to King Street

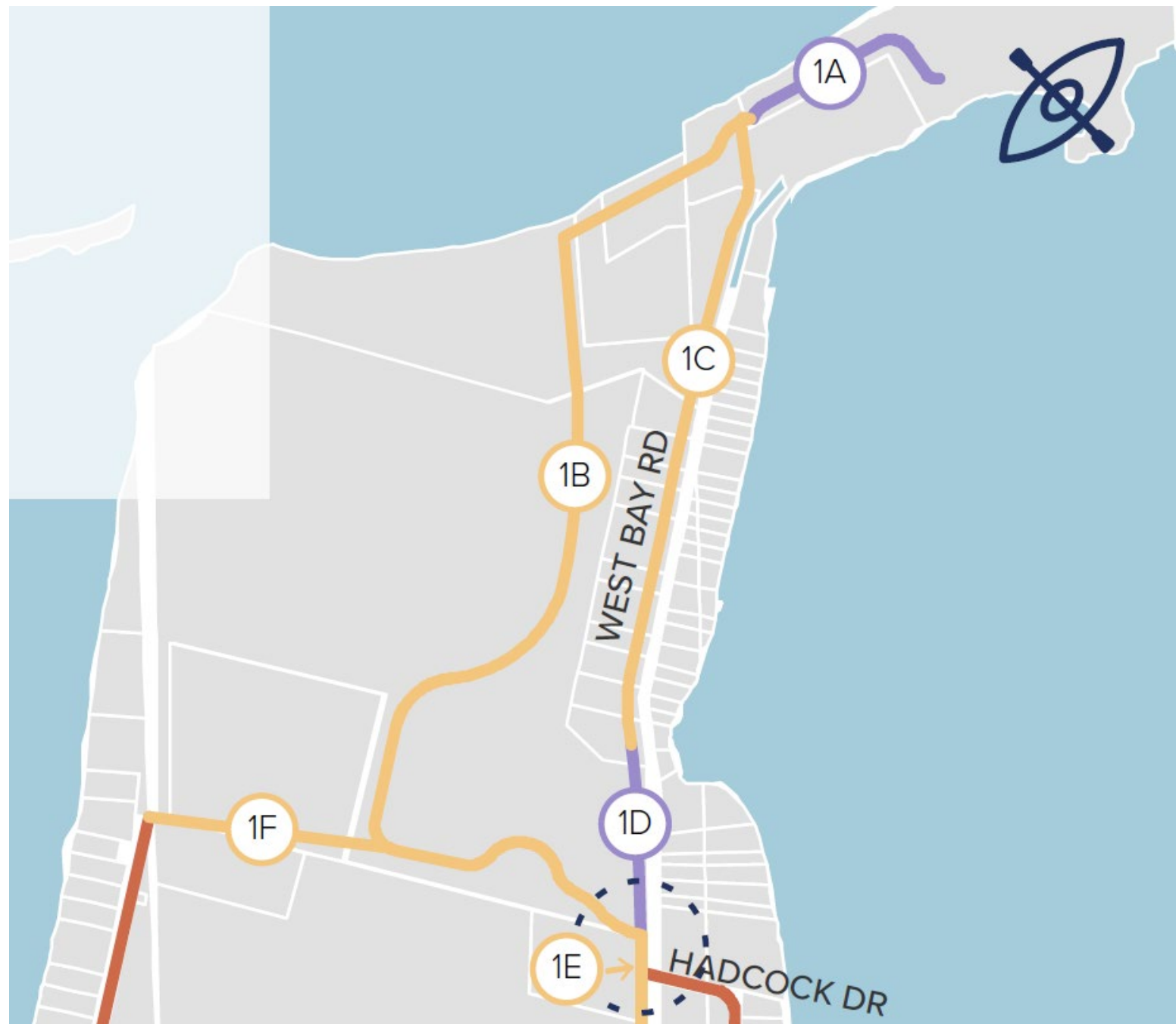
Segment 4.

King Street to Main Street

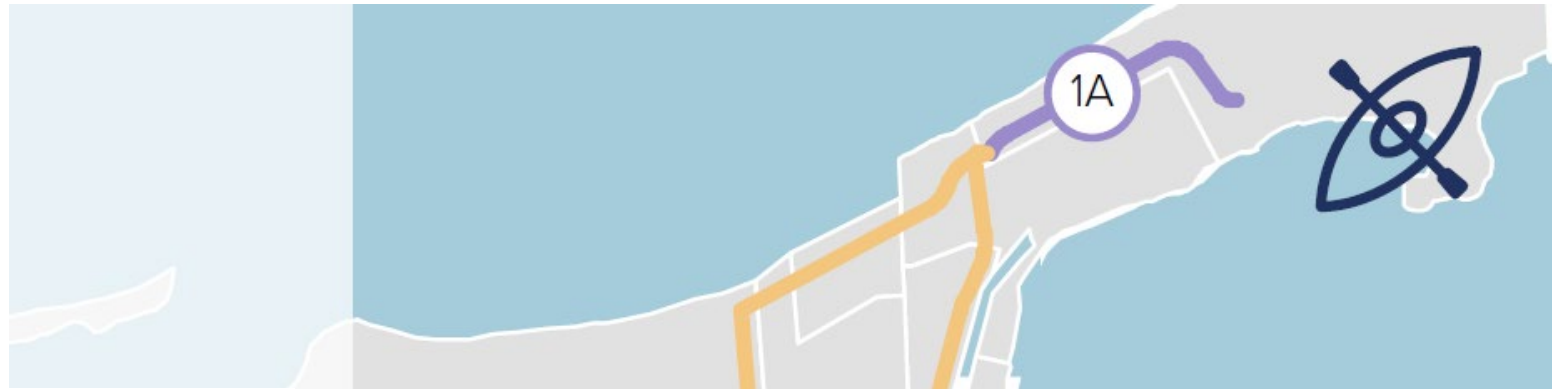


SEGMENT 1

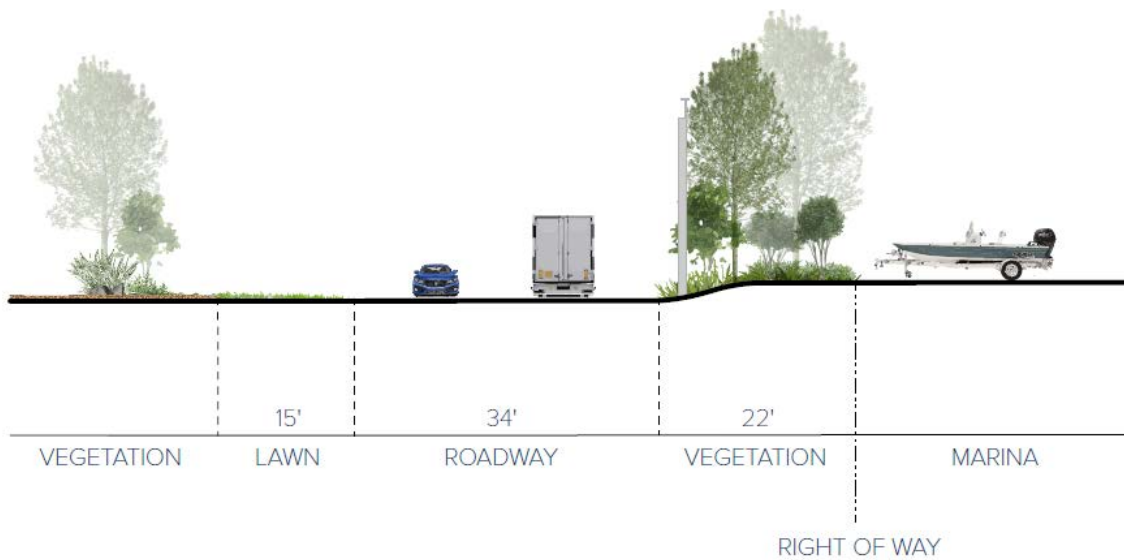
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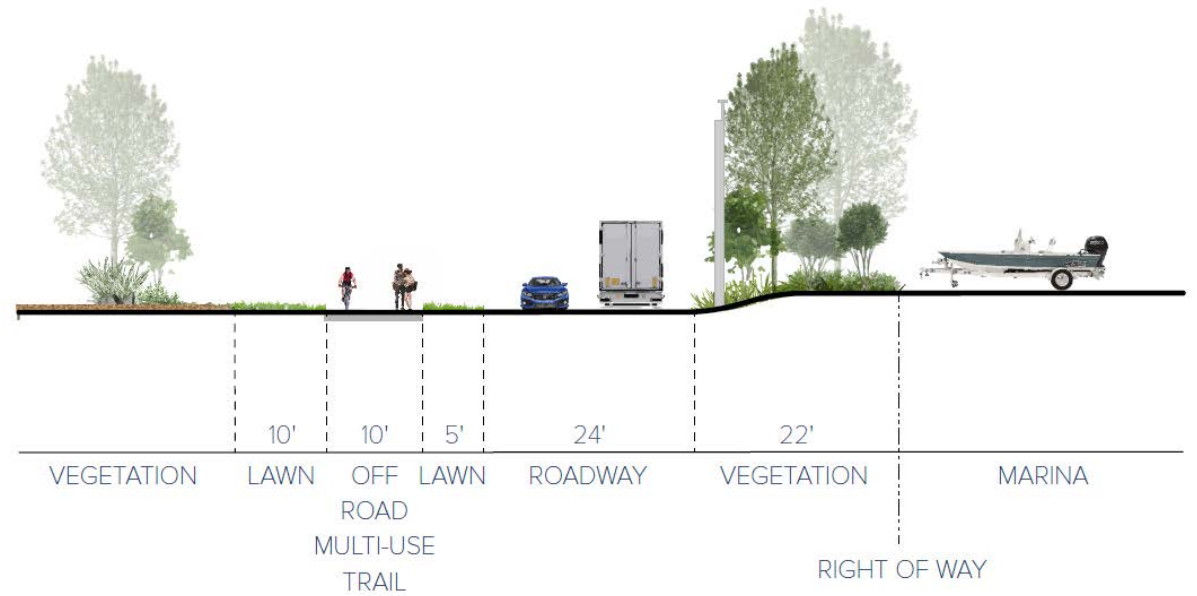
SEGMENT 1A



West Barrier Park Cross Section



EXISTING



PROPOSED

SEGMENT 1B



Open Space Cross Section



72'
FOREST

VEGETATION

EXISTING



72'
FOREST

10'
OFF-ROAD
MULTI-USE
TRAIL

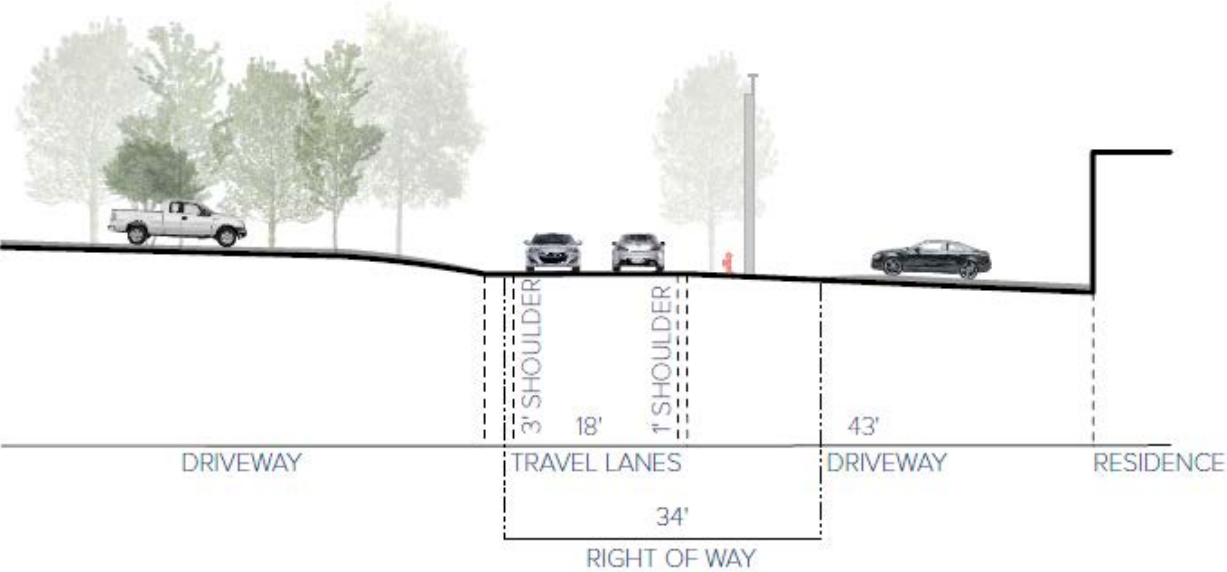
VEGETATION

PROPOSED

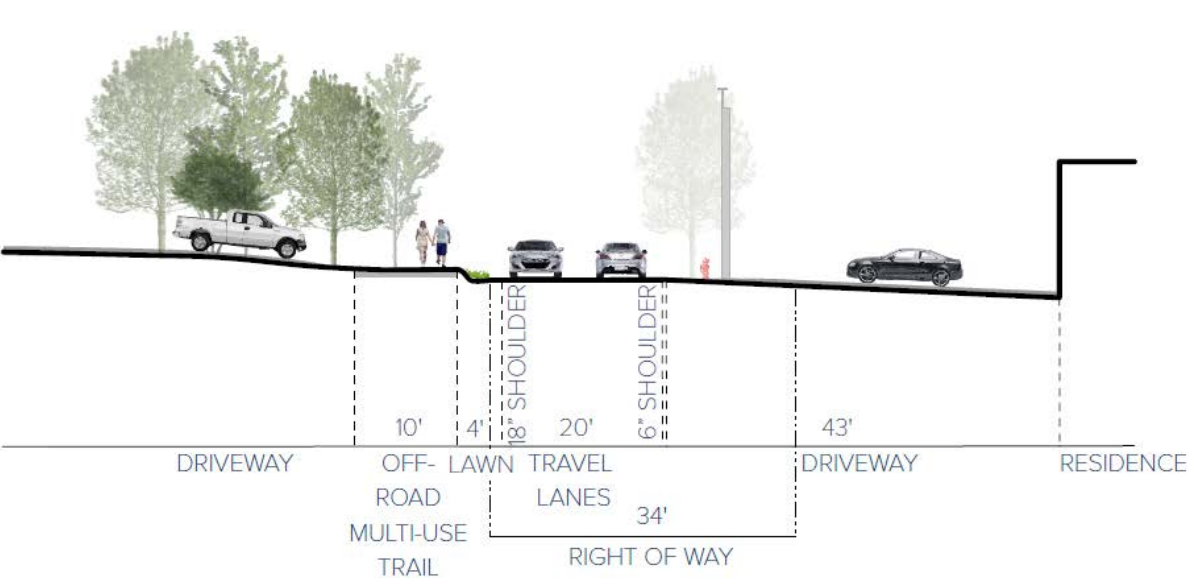
SEGMENT 1C



Upper West Bay Road Cross Section

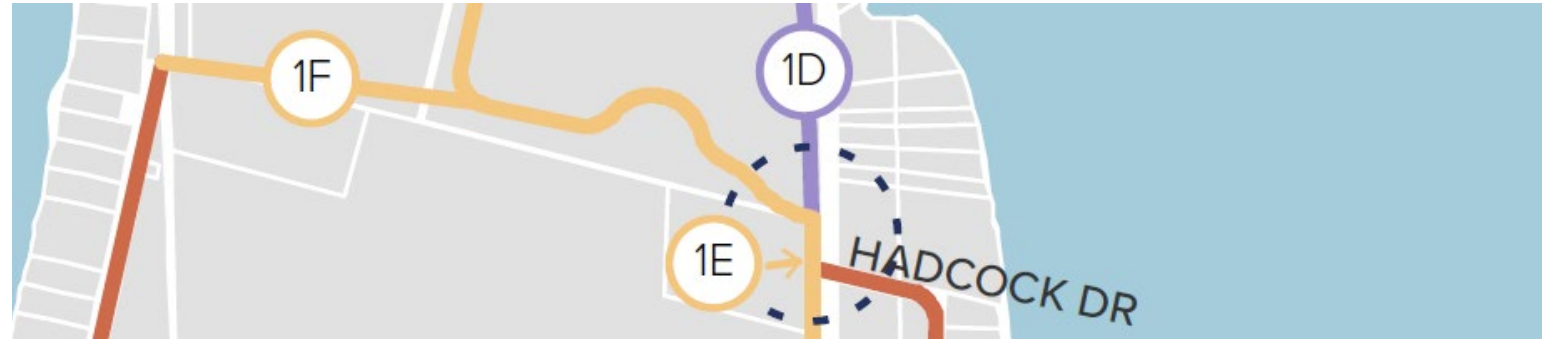


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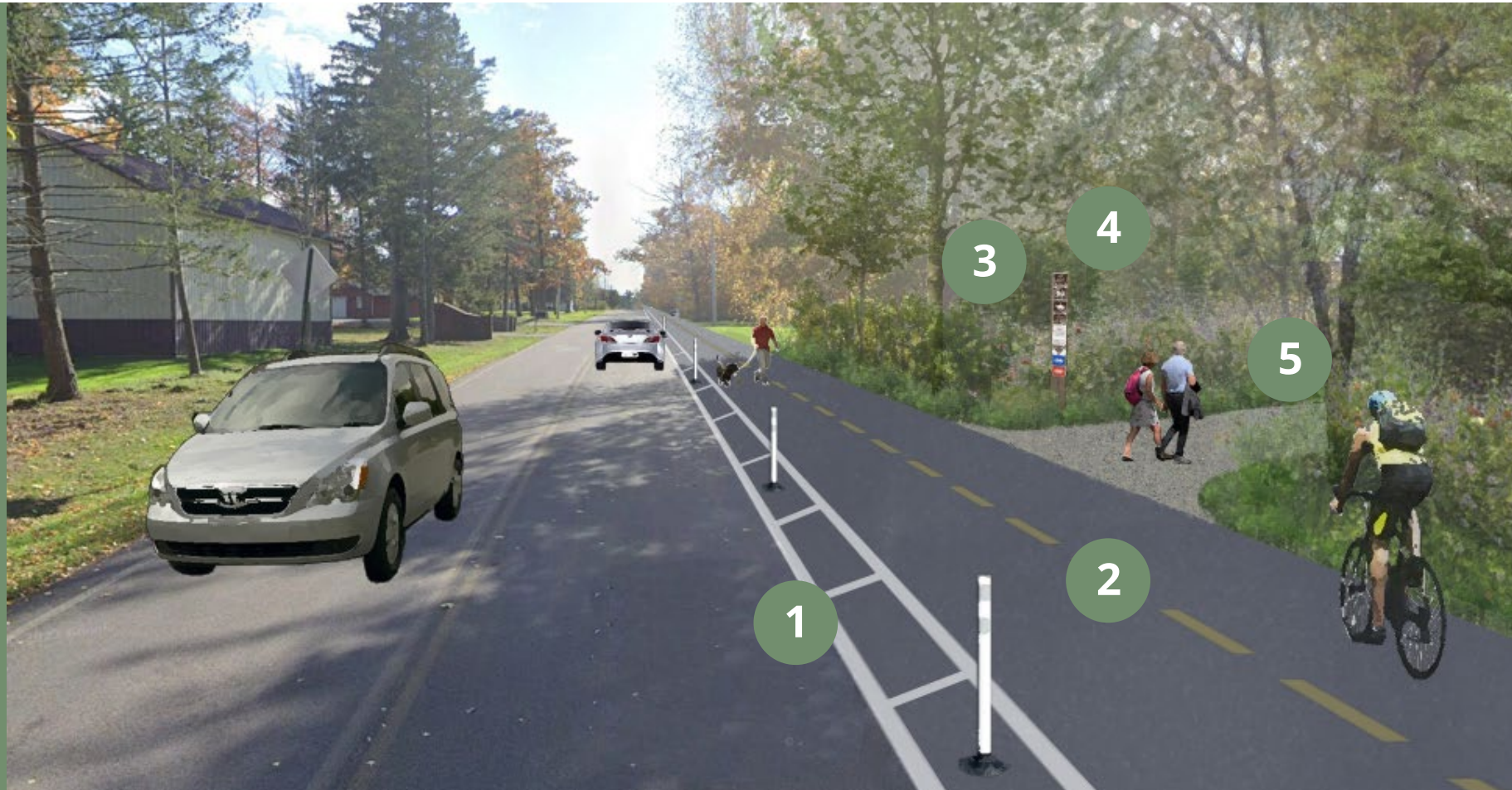


PROPOSED

SEGMENT 1B&E



1. Buffer space and flexible delineator
2. Two-way sidepath
3. Clearing and grubbing of trees and vegetation within the trail area and restoration of areas with native species
4. Trail signage
5. Stone dust off-road trail spur/connection

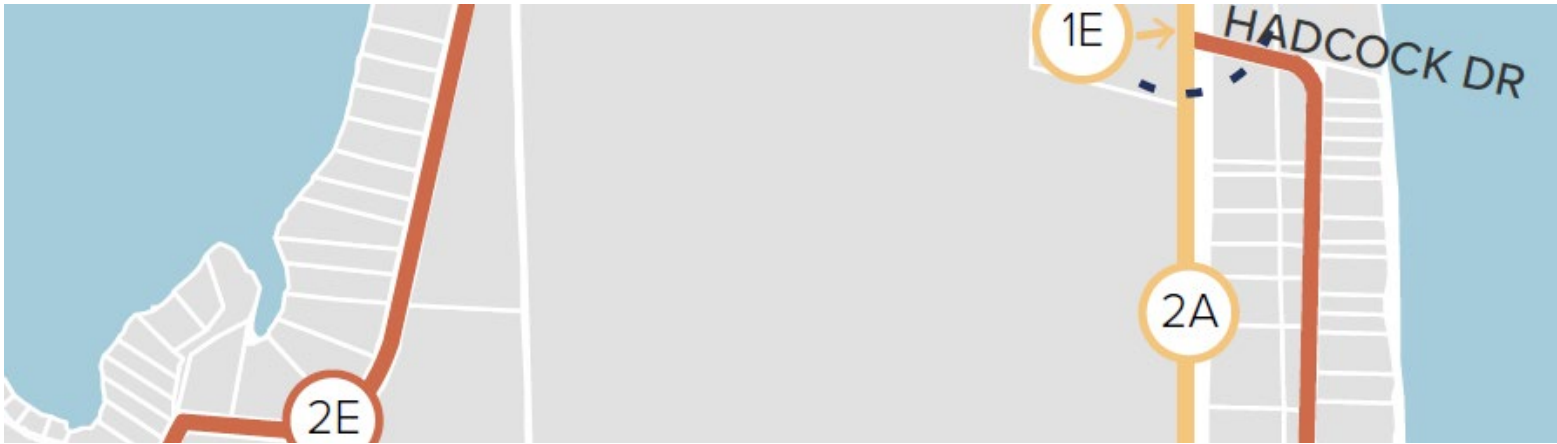


SEGMENT 2

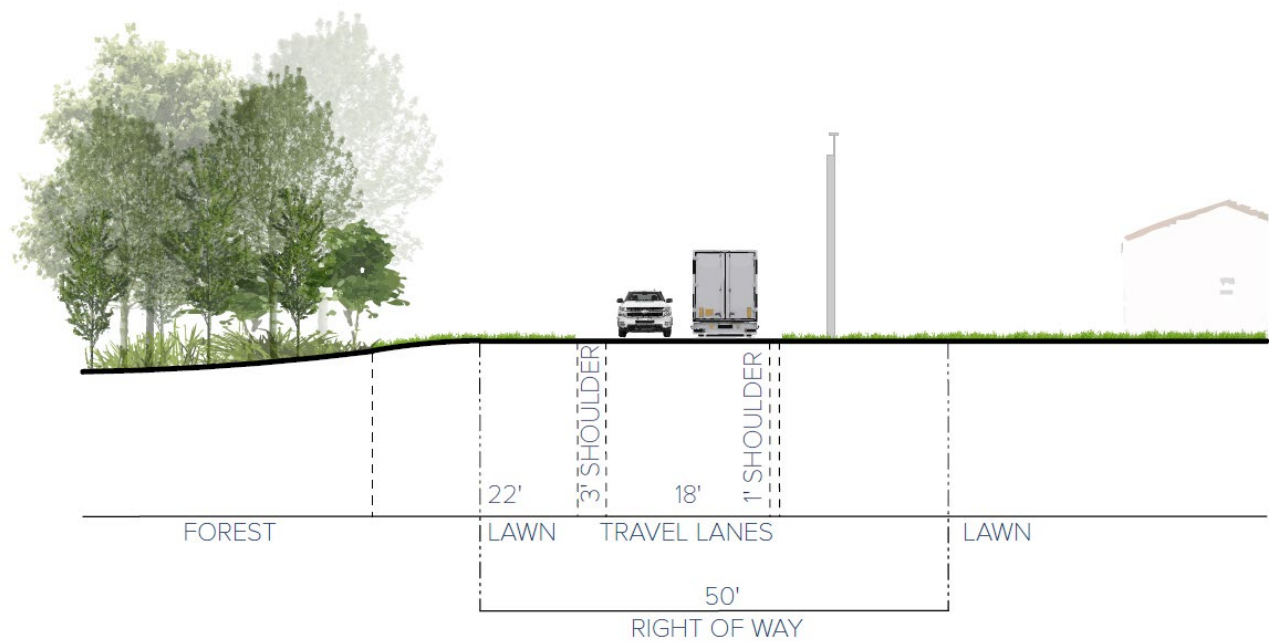
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2E					



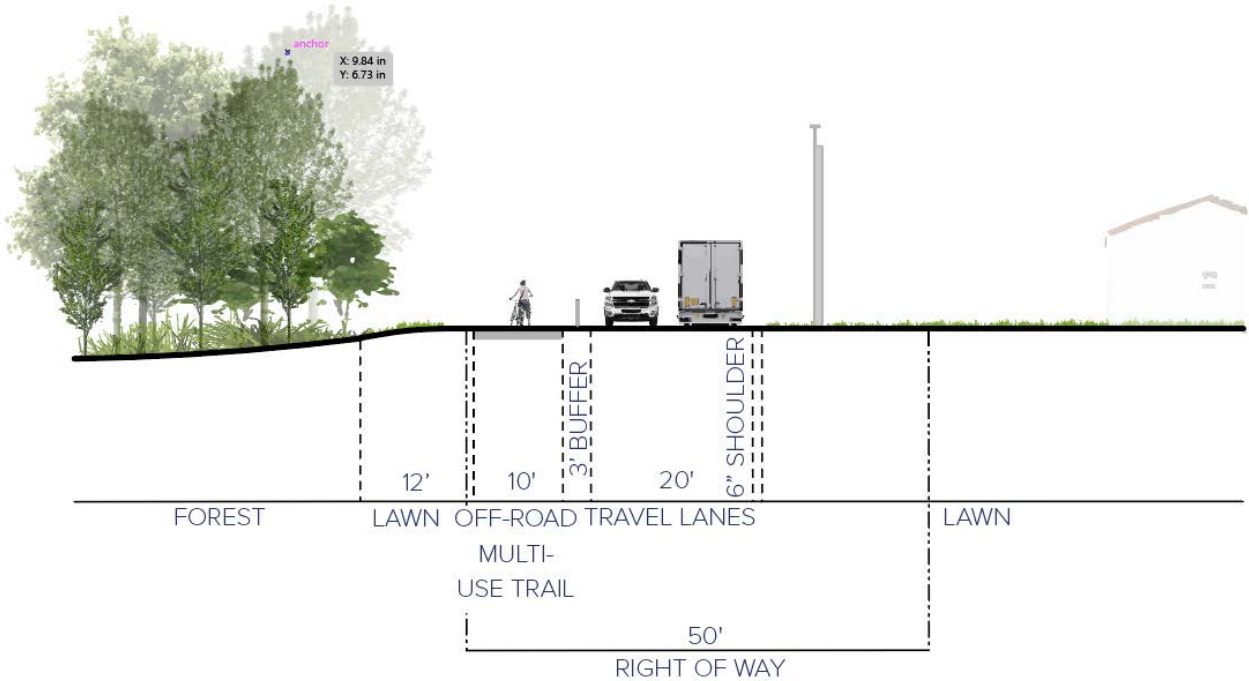
SEGMENT 2A



Middle West Bay Road Cross Section

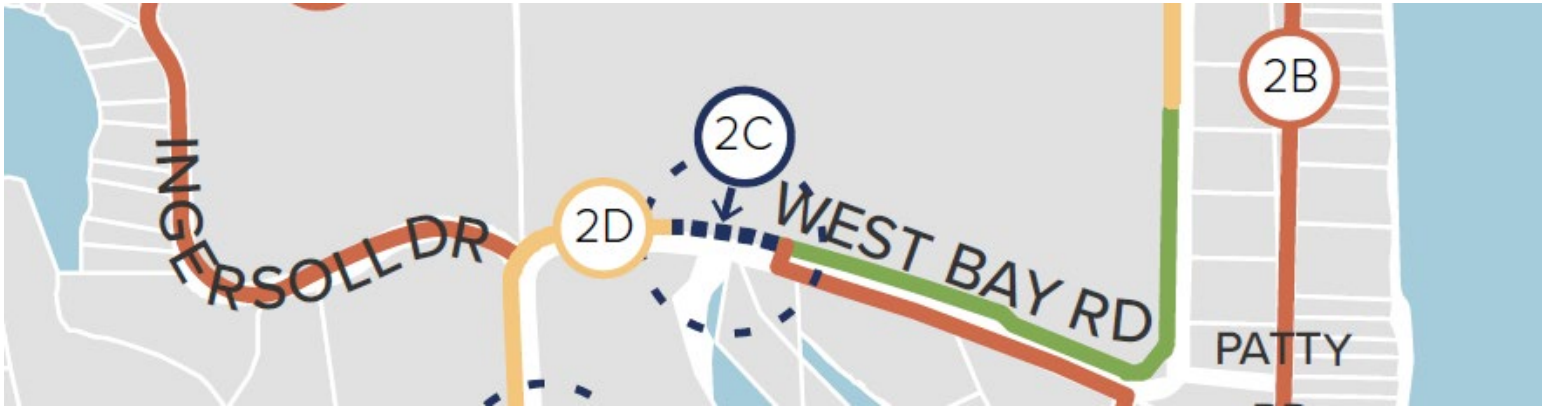


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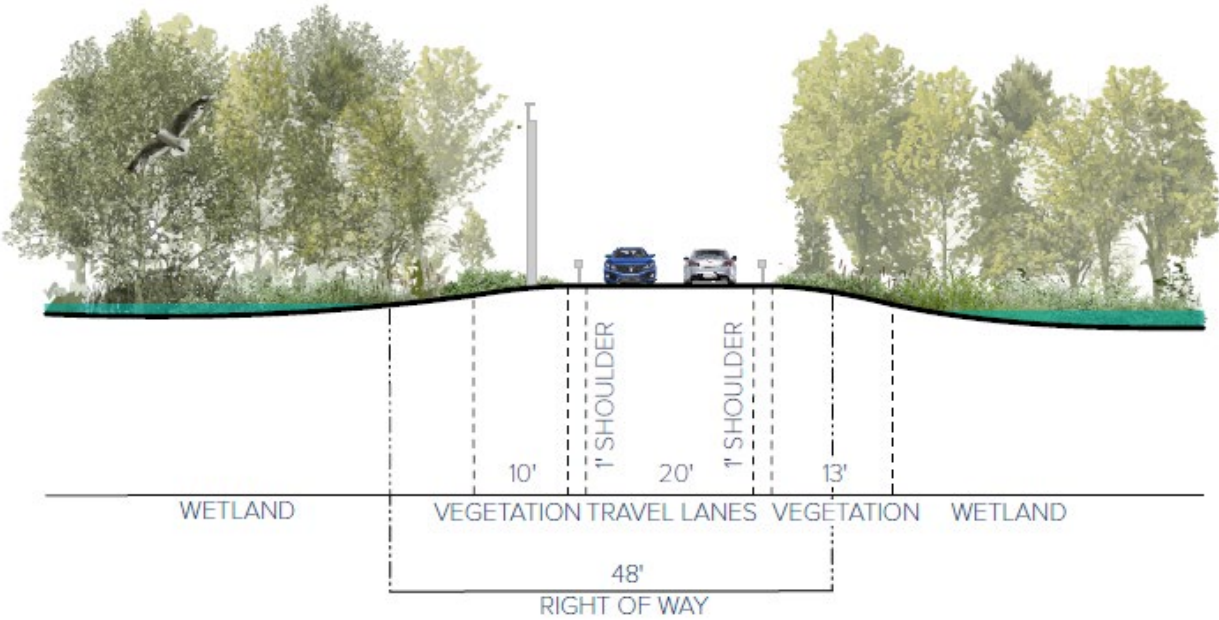


PROPOSED

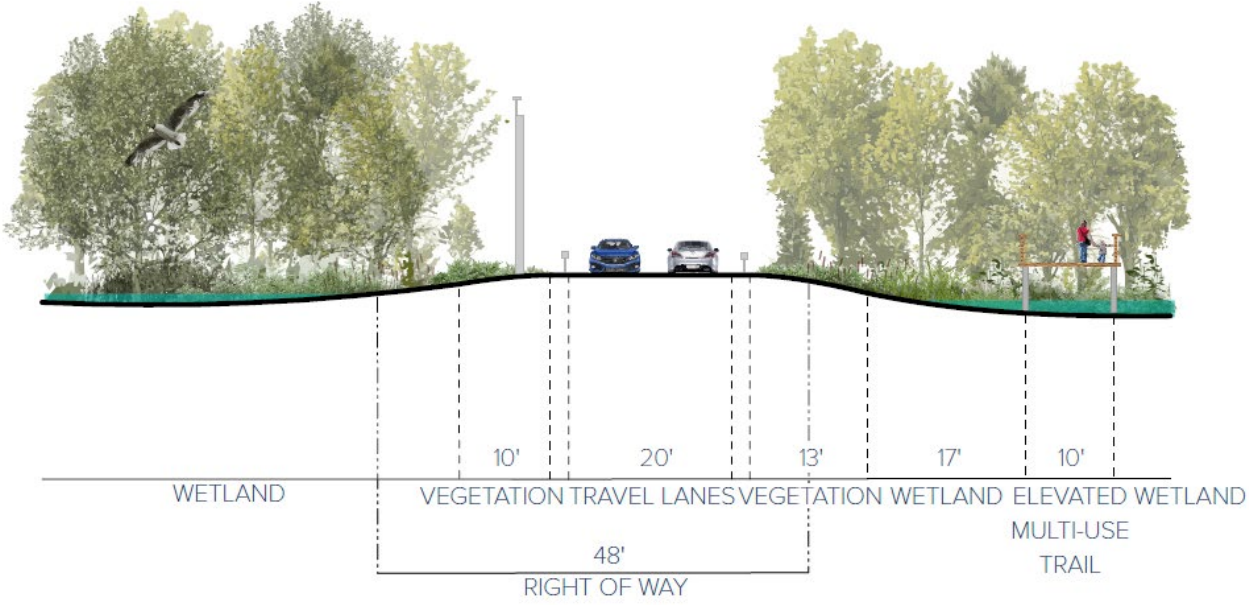
SEGMENT 2C



Water Crossing & Wildlife Viewing Tower Cross Section



EXISTING



PROPOSED

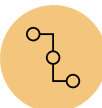














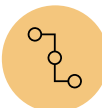














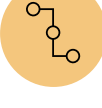









SEGMENT 2C

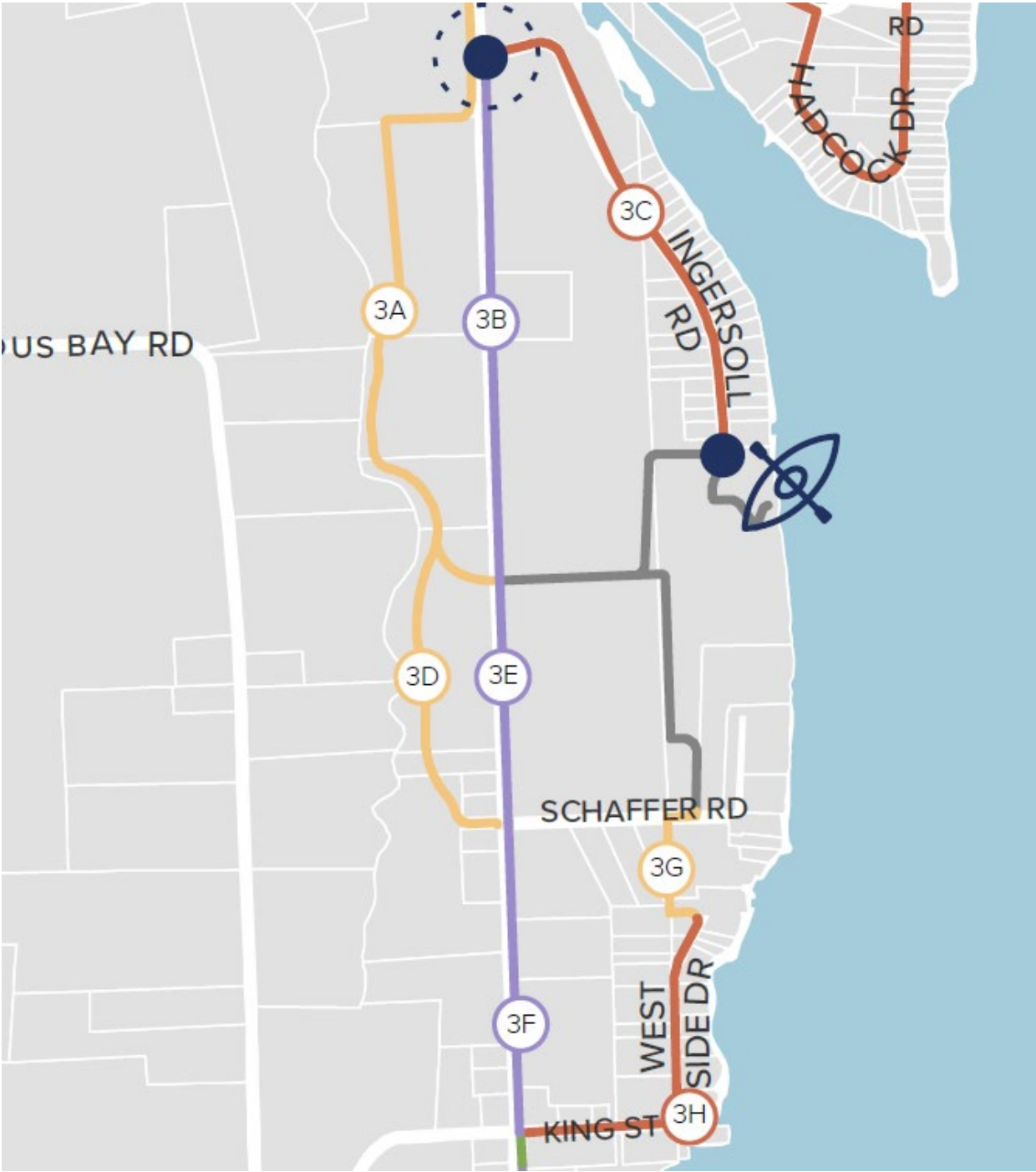


1. Accessible ramping system to overlook areas
2. Overlook areas and railing
3. Helical pier system
4. Trail signage



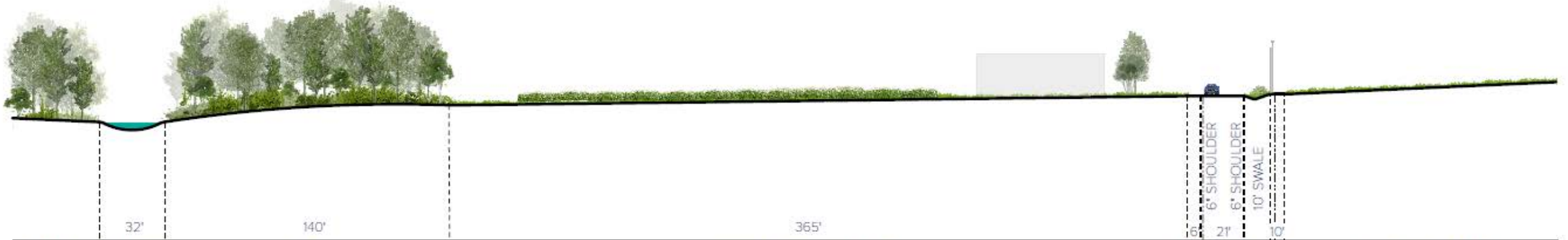
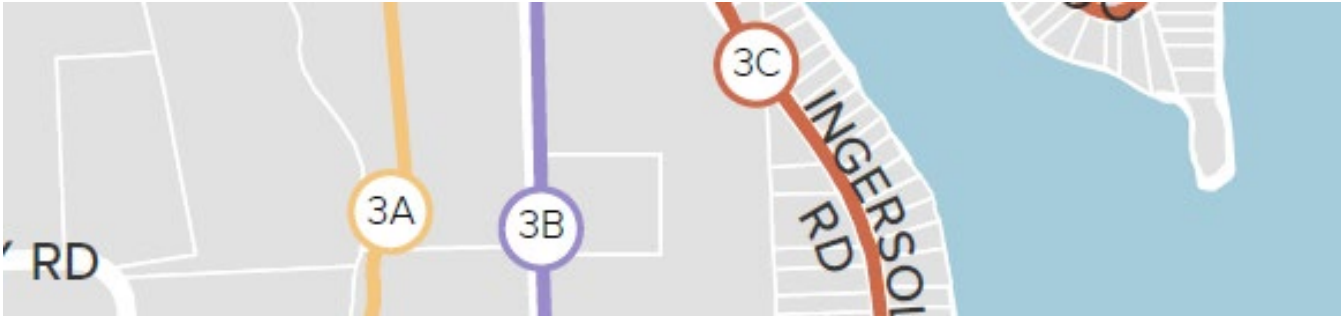
SEGMENT 3

3A					
3B					
3C					
3D					
3E					
3F					
3G					
3H					



SEGMENT 3A & 3B

Lower West Bay Road Cross Section



FOREST/ PRIVATE PROPERTY STREAM FOREST AGRICULTURE/PRIVATE PROPERTY LAWN TRAVEL LANES LAWN LAWN/AGRICULTURE

32' 140' 365' 6' SHOULDER 21' 6' SHOULDER 10' SWALE 10'

40' RIGHT OF WAY

EXISTING



FOREST/ PRIVATE PROPERTY STREAM FOREST OFF-ROAD MULTI-USE TRAIL AGRICULTURE/PRIVATE PROPERTY LAWN TRAVEL LANES OFF-ROAD MULTI-USE TRAIL LAWN/AGRICULTURE

32' 140' 10' 365' 6' SHOULDER 21' 6' SHOULDER 10' SWALE 10'

40' RIGHT OF WAY

PROPOSED

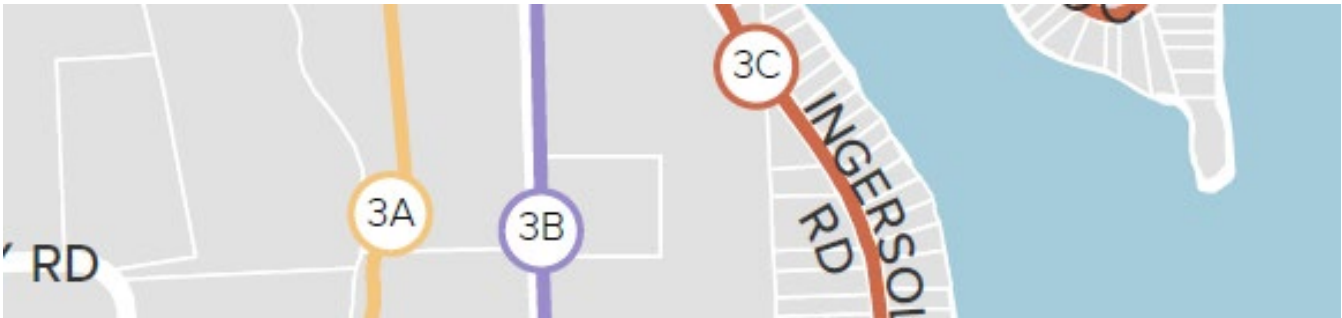
INGERSOLL



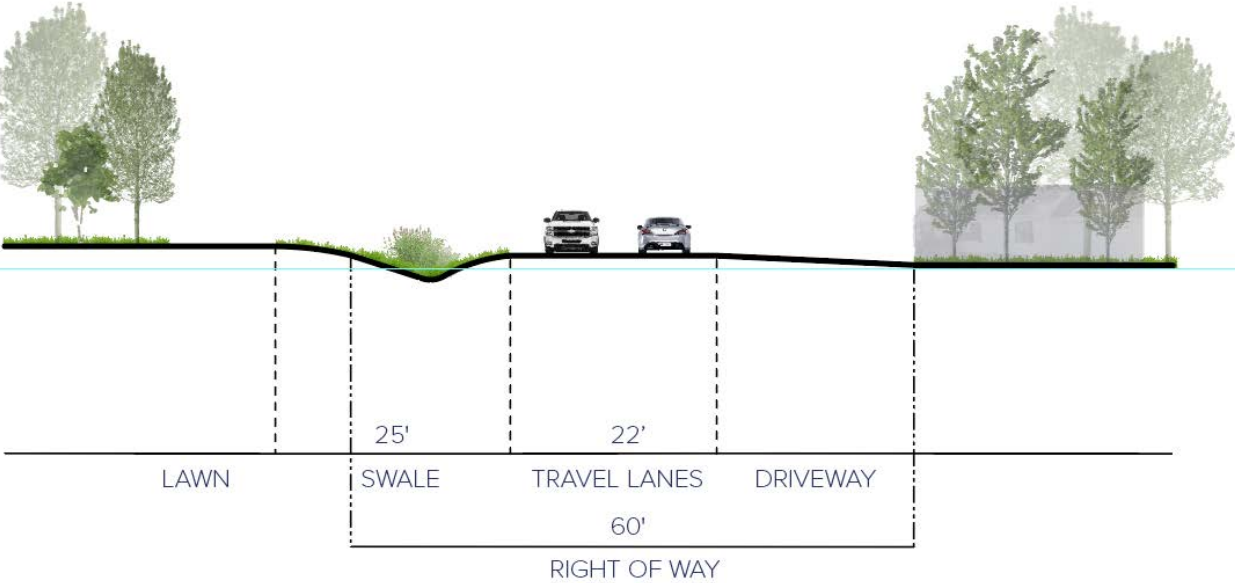
1. Low maintenance pollinator/meadow habitat between trail and roadway
2. Stone dust trail
3. Crossing visual improvements, including advanced crossing pavement markings, lights and crossing signage, and designated crosswalk
4. Trail signage
5. On-road shared pavement markings



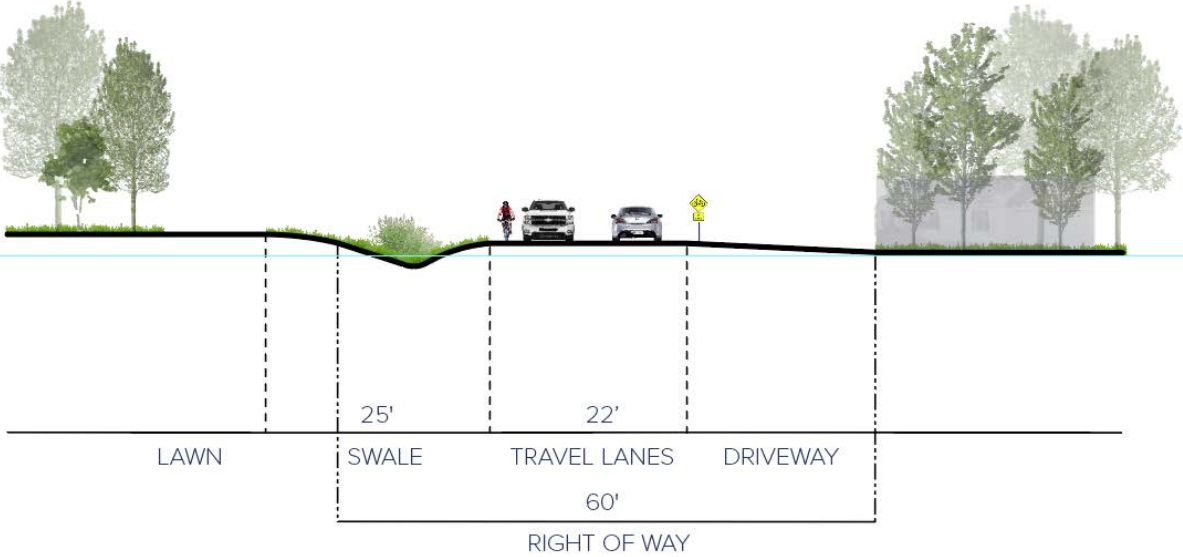
SEGMENT 3C



Ingersoll Road On-Road Trail



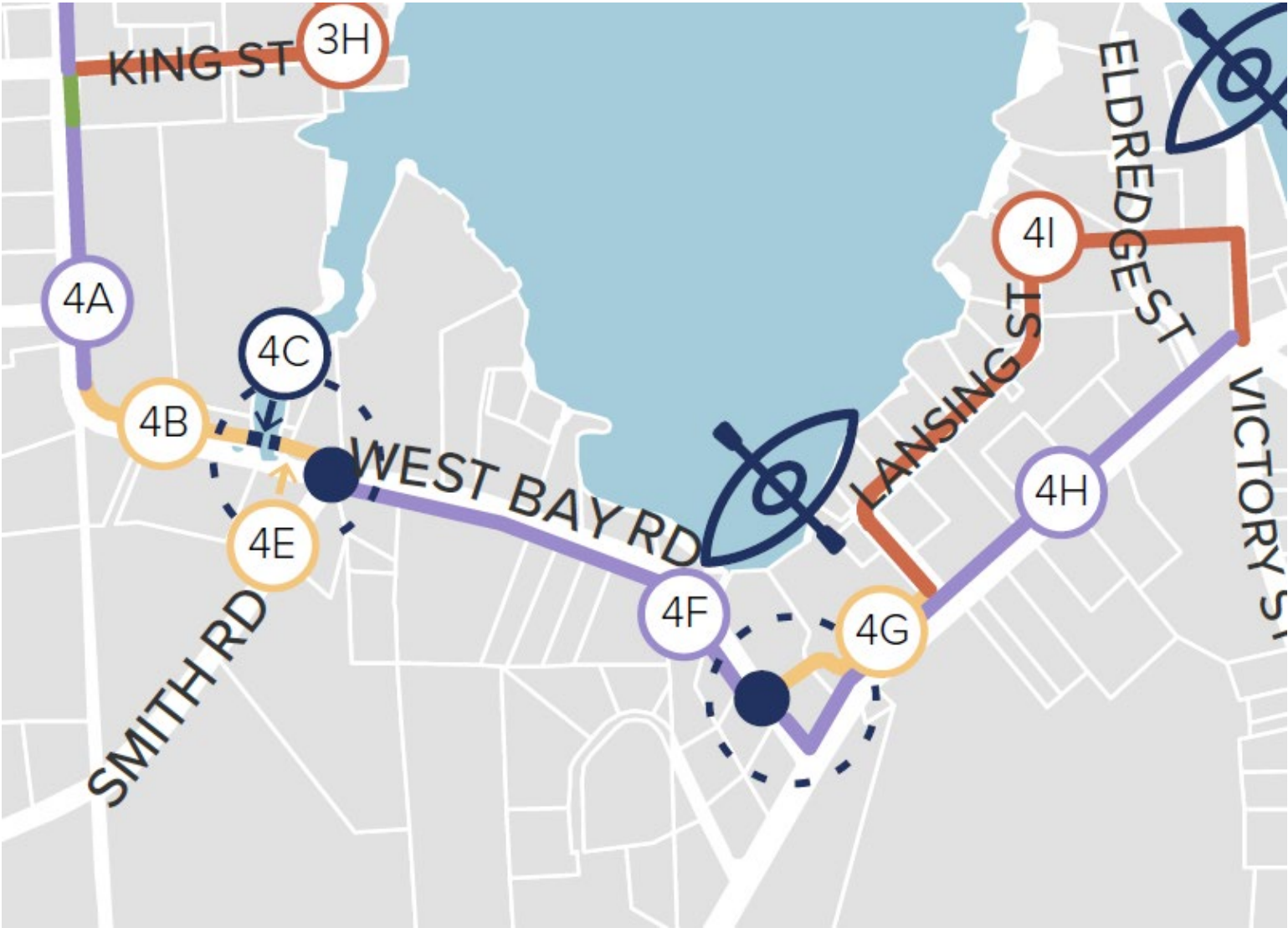
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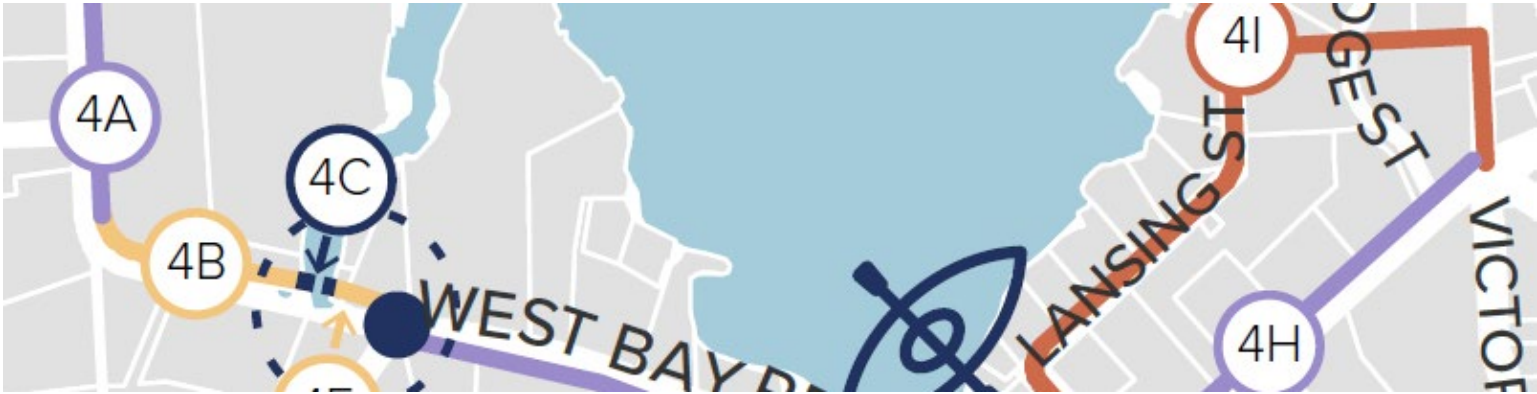
PROPOSED

SEGMENT 4

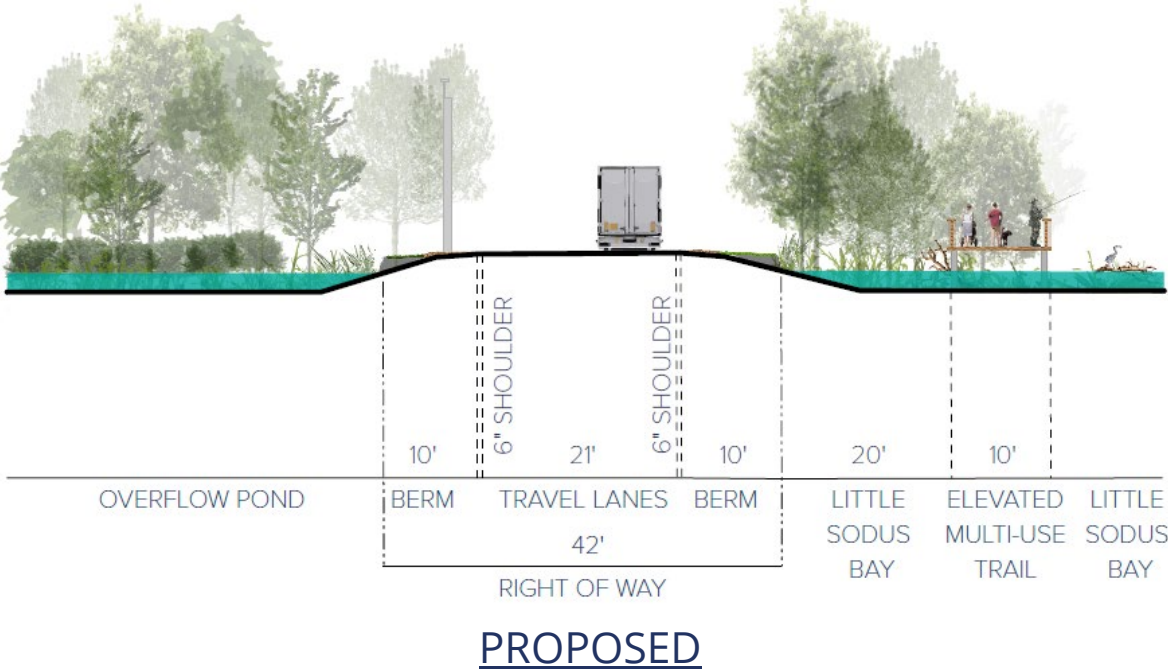
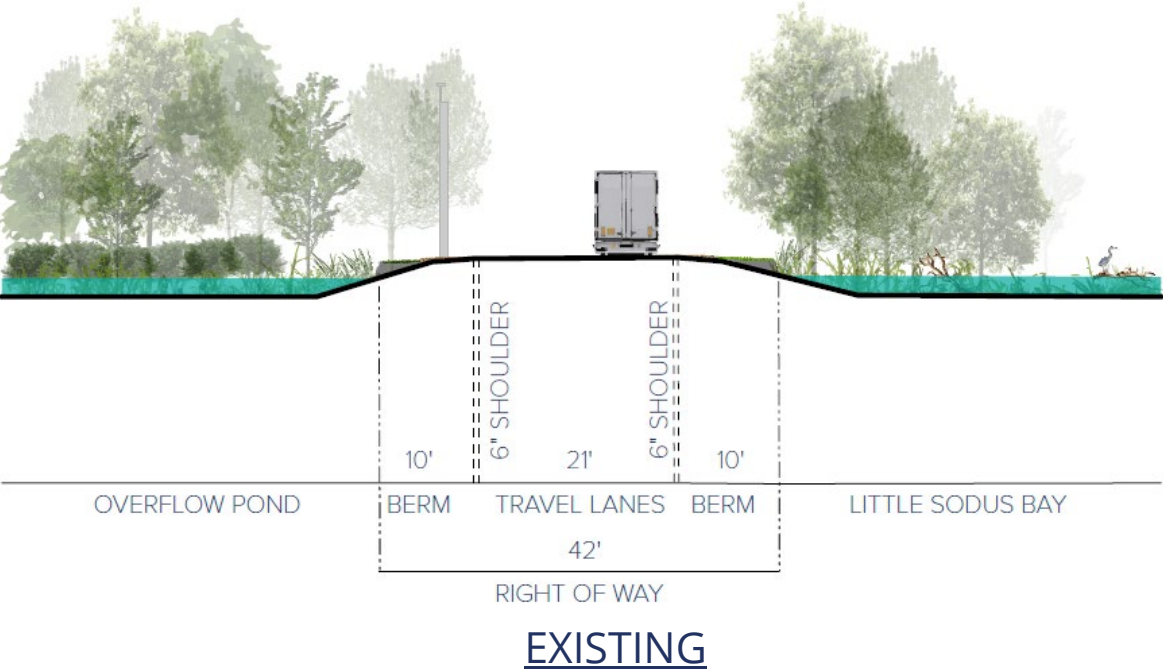
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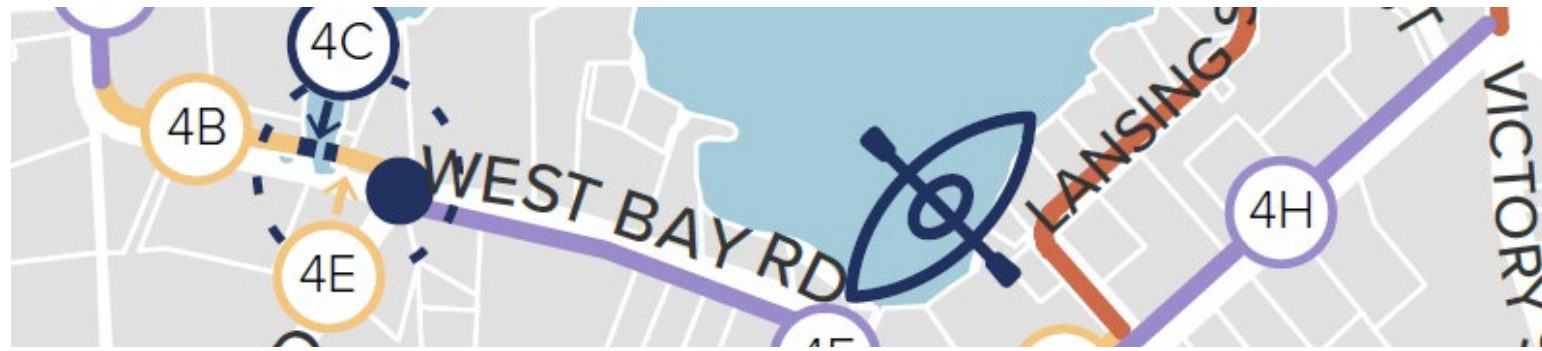
SEGMENT 4C



Water Crossing & Fishing Access Cross Section ↻



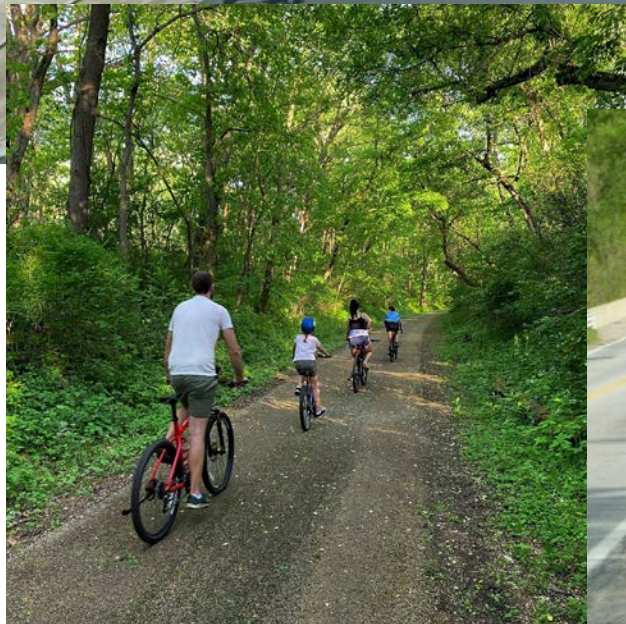
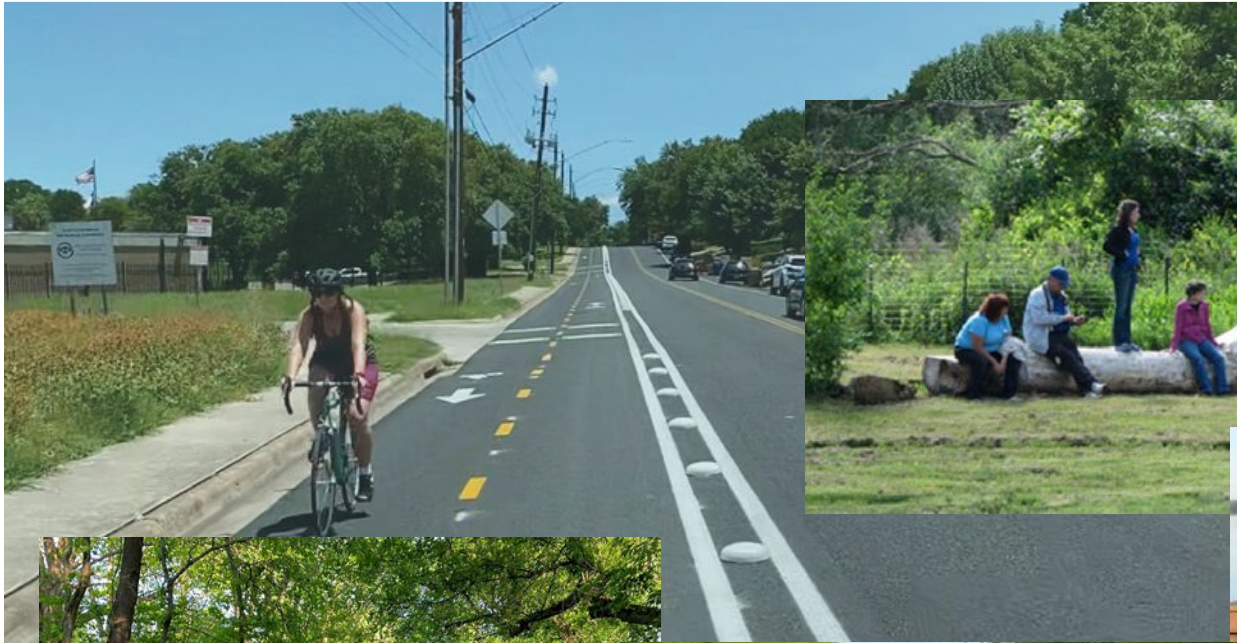
SEGMENT 4C



1. Boardwalk over sensitive area with fishing access and accommodations
2. Stone dust trail between tree canopies to reduce potential impact to roots
3. Crossing visual improvements, including advanced crossing pavement markings, lights and crossing signage, and designated crosswalk



IMAGE BOARD



04. Open Discussion & Next Steps

Project Schedule

Upcoming Project Advisory Committee (PAC) Meetings and Public Meetings (PM):

- PAC #4: March 14, 2024 at 6pm
- **PM #1: April 11, 2024 at 7pm**
- PAC #5: May 2, 2024 at 6pm
- PM #2: June 6, 2024 at 7pm
- PAC #6: July 11, 2024 at 6pm

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05. Public Meeting

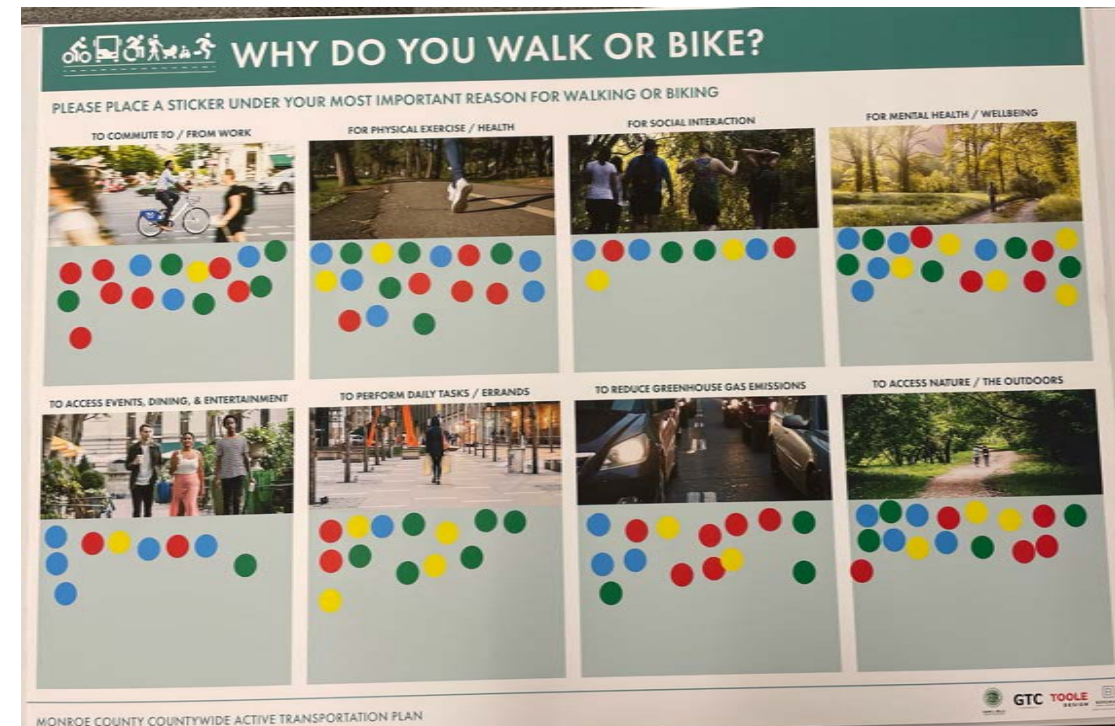
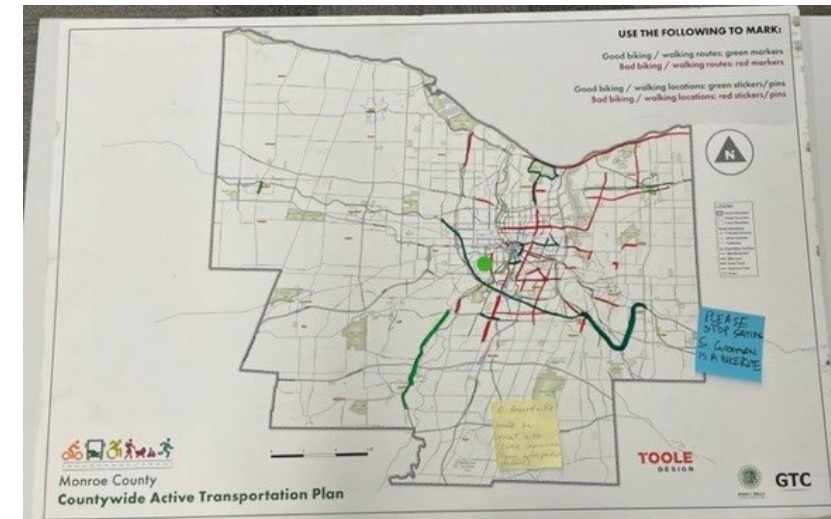
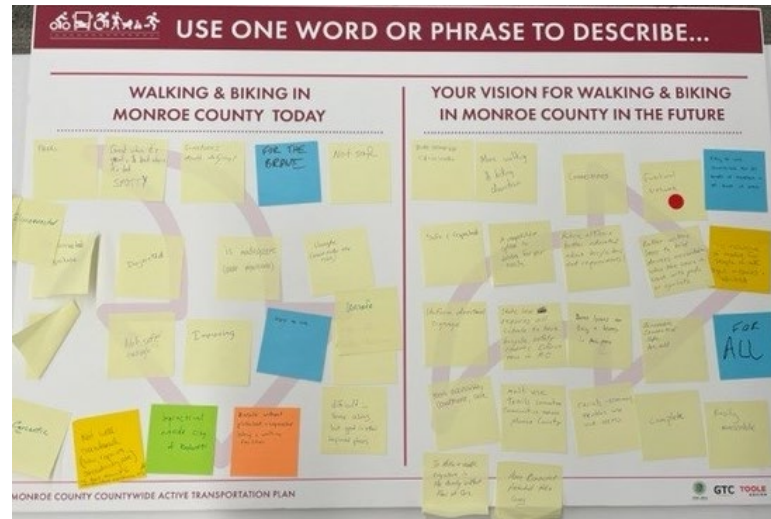
PLANNING

Public Meeting #1 (April 11)

- Existing Conditions Maps
- Opportunities & Constraints
- Potential Alternative Routes & Image Boards
- Project Branding

Questions for the Public:

- Ranking priority segments
- Selecting favorites from image board
- Ask for opportunities, barriers, constraints areas





Thank you!

NEW YORK STATE'S RECREATIONAL USE STATUTE

“The General Obligations
Law”

Every state has a recreational use law which protects landowners from liability when others are using the easement for recreational purposes.

The NYS Recreational Use Statue (General Obligations Law § 9-103) was established to encourage landowners to open up their land to the public for certain specified recreational uses, by indemnifying these landowners from liability.

The Statue, “affords considerable protection to private (and in some cases public) landowners, both in rural and more urbanized settings. Its protection can be further enhanced with measures such as extending municipal insurance coverage to private landowners who allow trail access.”