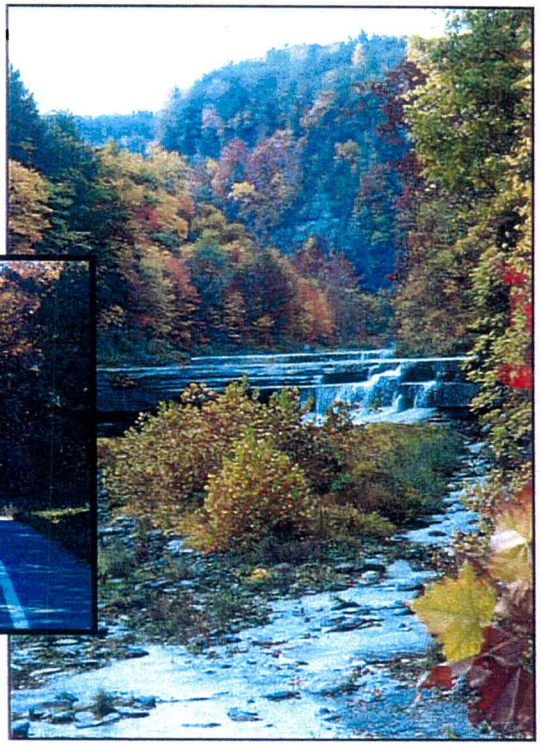

Cayuga Lake Scenic Byway Nomination

Final Report

July 2001

Submitted to:
Cayuga Lake Scenic Byway Nomination Committee

Submitted by:
peter j. smith & company, inc.
Buffalo, New York and Fort Erie, Ontario

Acknowledgements

Steering Committee

Nancy Battistella, Cayuga Wine Trail
Thomas Bowers, Savings Bank of the Finger Lakes
Kevin LoCicero, Savings Bank of the Finger Lakes
Bridgette DeBell, Tompkins County Convention and Visitor's Bureau
John Gutenberger, Ithaca-Tompkins County Transportation Council
James Hanson, Tompkins County Planning Department
Harriet Haynes, Seneca County Development Office
Tom Higgins, Cayuga County Planning Department
Trish Ottley, Cayuga County Planning Department
Joan Jurkowich, Tompkins County Planning Department
Moe Koch, Seneca County Chamber of Commerce Tourism
Mary Beth Livers, Cayuga Nature Center
Howard VanKirk, Former Seneca County Historian
Meg Vanek, Cayuga County Office of Tourism

July 2001

Consultant

peter j. smith & company, inc.
Buffalo, New York and Fort Erie, Ontario

Peter Smith, Principal
Mary Kopaskie, Principal Planner
Jocelyn Gordon, Economic Planner
Ellen Kost, Senior Planner
Julie Barrett O'Neill, Planner
Paul Carabott, Urban Designer
Andrew Schrauth, Landscape Designer
Bill Pullman, CAD and GIS Technician

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Foreward

The Cayuga Lake Scenic Byway surrounds Cayuga Lake in the Finger Lakes region of upstate New York. The route, themed around the Lake, features scenic views of Cayuga Lake and its shores, rural and woodland landscapes and numerous intrinsic recreational, natural, tourist and cultural attractions. An alternative to Routes 96, 34,14 and Interstate 81, the Cayuga Lake Scenic Byway offers travelers an opportunity to observe the glacial-formed Cayuga Lake, visit local wineries and farms, explore the region's villages and hamlets and utilize Cayuga Lake's extensive recreational resources.

The Cayuga Lake Scenic Byway Corridor Management Plan seeks to capitalize upon the unique nature of the Cayuga Lake Scenic Byway Route to generate sustainable economic growth along the Corridor. The Plan advocates:

- The creation of visitors centers to provide Scenic Byway informational material regarding Byway features and accommodations;
- The development of interpretive centers and information kiosks to tell the story of Cayuga Lake's geology, history, industry, and culture;
- The use of themed signage to link the Lake's amenities together as a system;
- The development of a regional marketing campaign that looks beyond each County as a single destination to themed tours along the Lake;
- Monitoring changes in tourism based activity to gauge the impact of Scenic Byway activity on the local economy; and
- The shared management of the Scenic Byway route through the utilization of a not-for-profit organization.

Building upon the designation of Route 90 as a New York Scenic Byway, the Cayuga Lake Scenic Byway provides a solid foundation for the development of a Finger Lakes Scenic Byway network. The Cayuga Lake Scenic Byway recognizes the outstanding natural, recreational and cultural value that currently exists along the New York Finger Lakes. It encourages responsible and coordinated utilization of these resources to generate economic activity along the Byway Route. Finally, it advocates the protection of the area's cultural and natural character for the enjoyment of the area's residents and visitors.

The following describes the Cayuga Lake Scenic Byway Route:

Segment A
From Intersection of Route 89 and Routes 5&20 (Town of Tyre, Seneca County)
Along Route 89 for approximately 40.7 miles
To Route 96 (City of Ithaca, Tompkins County)

Segment B (eastbound route)
From Intersection of Route 89 and Route 96 (City of Ithaca)
Along Route 96 (aka West Buffalo Street) for approximately 0.2 miles
To Routes 13/34 (City of Ithaca)

Segment B (westbound route)
From Intersection of Routes 13/34 and Route 96 (City of Ithaca)
Along Route 96 (aka West Buffalo Street) for approximately 0.1 miles
To Route 89 (City of Ithaca)

Segment C (northbound route)
From Intersection of Route 96 and Routes 13/34 (City of Ithaca)
Along Routes 13/34 (aka North Meadow Street) for approximately 0.2 miles
To Joining of southbound and northbound Routes 13/34 (City of Ithaca)

Segment C (southbound route)
From Division of Routes 13/34 into northbound and southbound routes
Along Routes 13/34 (aka Fulton Street) for approximately 0.2 miles
To Route 96 (City of Ithaca)

Segment D
From Joining of southbound and northbound Routes 13/34 (City of Ithaca)
Along Routes 13/34 for approximately 1.7 miles
To Route 34 (Town of Ithaca, Tompkins County)

Segment E
From Intersection of Routes 13/34 and Route 34 (Town of Ithaca)
Along Route 34 for approximately 6.1 miles
To Route 34B (Town of Lansing, Tompkins County)

Segment F
From Intersection of Route 34B and Route 34 (Town of Lansing)
Along Route 34B for approximately 11.8 miles
To Route 90 (Town of Genoa, Cayuga County)

Segment G
From Intersection of Route 90 and Route 34 B (Town of Genoa)
Along Route 90 for approximately 25.8 miles
To Routes 5&20 (Town of Aurelius, Cayuga County)

Segment H
From Intersection of Route 90 and Routes 5&20 (Town of Aurelius)
Along Routes 5&20 for approximately 0.9 miles
To Route 89 (Town of Tyre, Seneca County)

1.0 Introduction

The New York State Scenic Byway program defines a scenic byway as a road corridor that is of regionally outstanding scenic, recreational, cultural, historic or archeological significance. These corridors offer an alternative travel route to our major highways and daily travel patterns, while telling a story about New York State's heritage, recreational activities or beauty.

In addition, a scenic byway corridor is managed to protect this outstanding character and to encourage economic development through tourism and recreation.

Located in the Finger Lakes Region of central New York State, scenic Cayuga Lake has long been a site of interest for visitors and residents. Rich in natural landscape, recreational opportunities, and diverse history, the proposed Cayuga Lake Scenic Byway encircles the lakeshore through Cayuga, Seneca and Tompkins counties for eighty-six miles along State Routes 90, 34B, 34, 89, and 5/20. The picturesque lake provides a thematic unity to the circular corridor, with attractive waterfront vistas that range from the panoramic to the intimate.

In 1998, Cayuga, Seneca and Tompkins counties organized a Steering Committee to nominate State Routes 89, 34, 34B, 90 and Routes 5/20 for Scenic Byway designation by the New York State Department of Transportation. Tompkins County retained a planning consultant, through funding from the State of New York, to prepare the "Cayuga Lake Scenic Byway Nomination Package" on behalf of the three counties.

Working with the Committee, the consultant:

- Prepared an inventory of the numerous resources located on or adjacent to the proposed byway route;
- Developed a Corridor Management Plan to guide Byway resource development through master plans, hamlet area developments and resource interpretation recommendations, tourism development, marketing and promotion of the trail;
- Created an implementation plan outlining funding resources, allocating stewardship and resource management responsibilities, and identifying Byway monitoring methods; and
- Orchestrated an extensive public participation campaign, which introduced the Scenic Byway concept to Byway communities, solicited community support for the nomination effort and addressed any community reservations about the project.

The Cayuga Lake Scenic Byway nomination package submitted to the New York State Department of Transportation Scenic Byway Board includes the inventory, corridor management plan, implementation plan and public participation plan. The package is submitted on behalf of Cayuga, Seneca and Tompkins counties.

1.1 The Cayuga Lake Scenic Byway

The Cayuga Lake Scenic Byway surrounds Cayuga Lake in the Finger Lakes region of upstate New York. The route features scenic views of Cayuga Lake and its shores, rural and woodland landscapes and numerous intrinsic recreational, natural, tourist and cultural attractions. An alternative to Routes 96, 34,14 and Interstate 81, the Cayuga Lake Scenic Byway offers travelers an opportunity to observe the glacial-formed Cayuga Lake, visit local wineries and farms, explore the region's villages and hamlets and utilize Cayuga Lake's extensive recreational resources.

The proposed 86.75-mile Byway route includes:

- 1.95 miles along Routes 5/20 from Route 89 to State Route 90
- 24.06 miles along State Route 90 from Route 5/20 to Route 34B
- 11.86 miles along Route 34B from State Route 90 to Route 34
- 7.28 miles along Route 34 from Route 34 to Route 89
- 41.60 miles along Route 89 from Route 34 to Routes 5/20

The Byway route offers panoramic views of Cayuga Lake, the area's agricultural fields and rolling woodlands. In addition to scenes of Cayuga Lake, the rural roadside includes views of waterfalls, vineyards, farmland, and wooded areas. Many charming village centers and hamlets are featured on the Scenic Byway, as is the city of Ithaca at its southern extreme. These locales offer pedestrian-friendly streets for a visitor to stroll in one of the many historic districts, visit any of several college campuses around the lake, or shop in the local stores for crafts and gifts. A full Cayuga Lake experience includes a winery tour, meal at a wide array of eateries and restaurants, and restful evening at a friendly bed and breakfast.

The unique natural landscape of the Cayuga Lake region, spanning from the gentle to the dramatic, has long attracted admirers. The heritage of the last Ice Age created a topography that includes striking waterfalls and cavernous gorges that can be explored throughout the Cayuga Lake region. Some of these spectacular views can be seen from the roadway, and many more can be enjoyed by hiking along the many trails leading to these sights. Five state parks including Taughannock Falls, Cayuga Lake, and Long Point, offer immediate access to the widespread natural beauty of the area.

Visitors and residents appreciate the agricultural bounty of the region, perhaps most notably along the renowned Cayuga Wine Trail. Winemakers along Cayuga Lake offer tastings, tours, and sell bottles of their locally grown vintages; some wineries appeal to visitors with on-premise restaurants or inns as well. In several locations along the Cayuga Lake Scenic Byway, roadside farm stands offer fresh corn, strawberries, rhubarb, asparagus and other produce, as well as plants and flowers for sale.

Recreation seekers have long enjoyed the clean air, natural landscape, and wide variety of opportunities in the Cayuga Lake region. Boating and swimming are always popular lakefront activities. Whether one brings one's own vessel or rents a boat to enjoy the lake, several of the state parks, local parks, and marinas that surround Cayuga Lake watershed offer boat launches and transient slips. Boaters also depart for and arrive from points beyond. As part of the New York State Canal System, a sailor on Cayuga Lake can travel to the Atlantic Ocean. Sportsmen and women can enjoy hunting in the Cayuga-Tompkins County Cooperative Hunting area, or fish for brown, lake, and rainbow trout, landlocked salmon, small-and largemouth bass, or northern pike in Cayuga's waters. The Montezuma National Wildlife Refuge, positioned in the mid-Atlantic flyway zone, provides an ideal opportunity for bird-watchers. Choices of golfing, cross-country skiing, horseback riding, bicycling, and hiking are also available, through state and municipal parks or private facilities.

The charming communities along Cayuga Lake offer food, fuel, and lodging in quaint settings to the visitor. The Village of Aurora and the City of Ithaca have designated historic districts that can be enjoyed through self-guided walking tours. History buffs have many other sites of interest from which to choose. The past of Native Americans, the Revolutionary War 1779 Sullivan expedition, and industrial development have had a role in Cayuga Lake's development, and many markers, monuments, and sites along the way tell these stories.

Cayuga Lake is an ideal location for a Scenic Byway, encompassing scenic beauty, a unique natural landscape, and an abundance of local history. Whether boating, fishing, hiking, or pursuing any of dozens of other recreational activities, exploring the many gorges, waterfalls, or lakefront in the five state parks, or enjoying the rich area heritage, the Cayuga Lake Scenic Byway offers a diverse mix of activities for visitors and residents. The picturesque towns, villages, and city offer a wide array of lodgings, eateries, and sites of interest for tourists. As a Scenic Byway, the Cayuga Lake corridor also establishes an important connection with other major recreational and transportation corridors. The designation of the Cayuga Lake Scenic Byway is a significant opportunity to generate new economic activity for the residents of this tri-county region.

The following maps outline the location of Cayuga Lake in the context of the Finger Lakes Region and Upstate New York.

Figure 1-1 – Context Plan

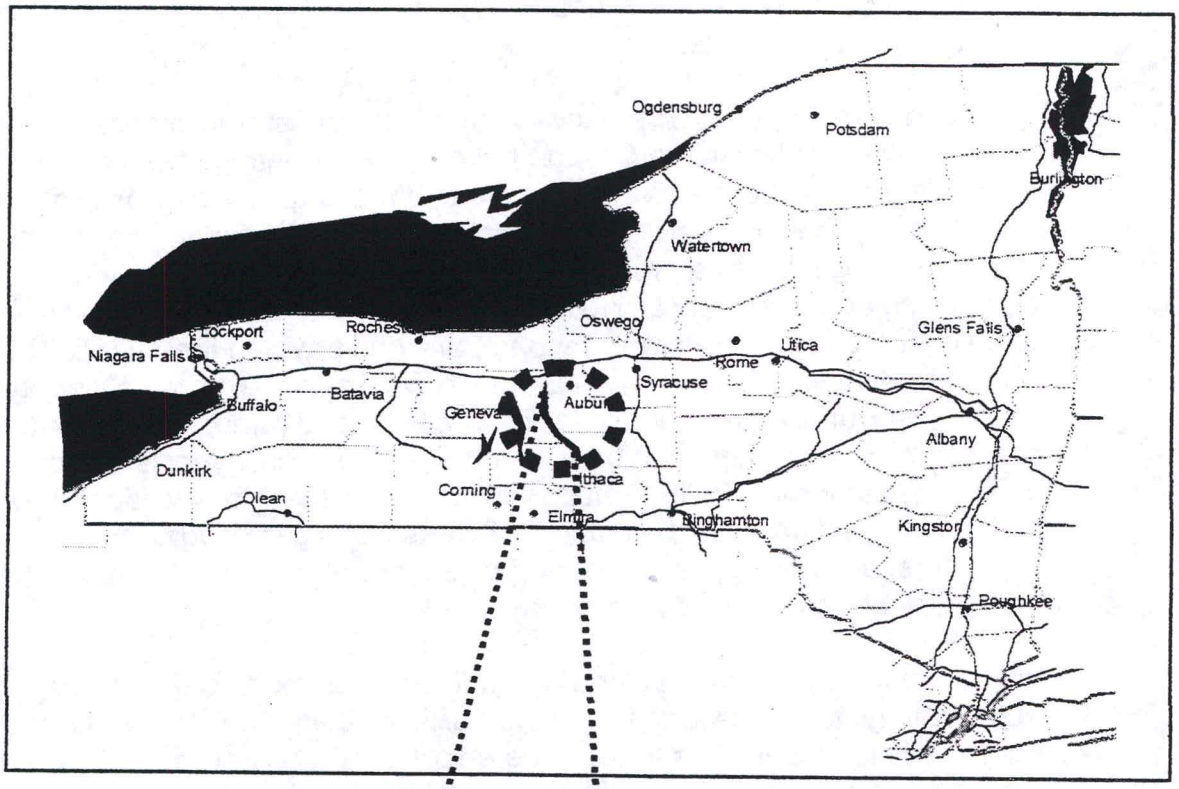
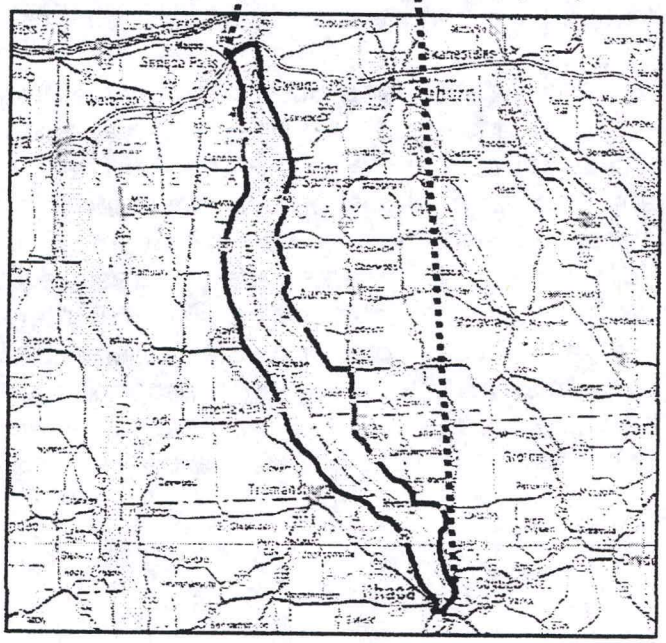


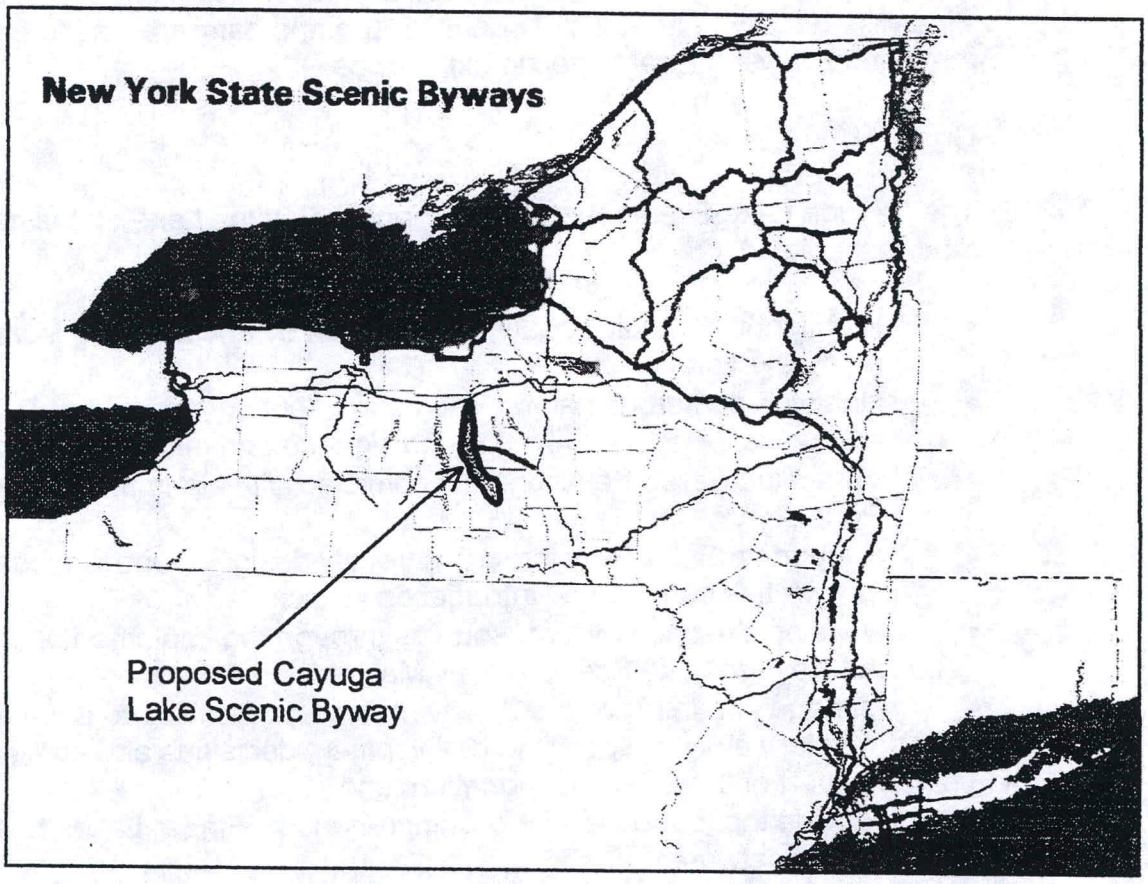
Figure 1-2 - Cayuga Lake Scenic Byway Route



1.2 Relationship to the New York State Byway System

The Cayuga Lake Scenic Byway is well-located to link with other multi-use scenic and recreational corridors, as well as major transportation routes. The Cayuga Lake Scenic Byway corridor includes State Route 90 in Cayuga County, which has already been designated as a New York State Scenic Byway. Another New York State Scenic Byway passes through northern Cayuga County, the 454-mile Seaway Trail, and was recently awarded the prestigious designation as a National Scenic Byway. Other major trails near Cayuga Lake are the Erie Canal Recreational Trail to the north, and the Finger Lakes Trail and the North Country National Scenic Trail to the south. Visitors driving to Cayuga Lake may reach the region via local roads leading from the New York State Thruway to the north, Interstate 81 to the east, or the Southern Tier Expressway to the south. The following map outlines the relationship of the Cayuga Lake Scenic Byway and other byways in New York State:

Figure 1-3 – Relationship of Cayuga Lake Scenic Byway To New York State Byway System



Map Courtesy of NYS Department of Transportation

1.3 Theme, Vision and Goal Statements

Theme of the Cayuga Lake Scenic Byway

The Cayuga Lake Scenic Byway centers on Cayuga Lake itself. All of the goals, recommendations and implementation suggestions revolve around protecting and enhancing the experience of users as they travel around the entire Lake. The Lake, as the central feature, offers many experiences that lead to many sub-themes along the corridor that include: urban centers, state parks, museum tours, geology and landforms, water and scenic resources, wildlife and fisheries, agri-tourism, wineries, educational resources and Native American history. All sub-themes revolve around Cayuga Lake and the scenic experience the corridor offers.

Vision Statement

The Cayuga Lake Scenic Byway is a diverse transportation corridor, which links scenic views of Cayuga Lake and the surrounding agricultural and woodlands; year-round recreational opportunities; historical resources; wineries; the City of Ithaca and quaint village and hamlet areas to form an interesting, inviting rural traveling experience.

Goals

The Cayuga Lake Scenic Byway, focusing on Cayuga Lake as the central feature, seeks to:

- Highlight the scenic beauty of the region by encouraging travel along the Lake;
- Unify the numerous natural, recreation, tourism and cultural resources along the Lake through signage and marketing materials;
- Attract increased travel and economic activity along the Byway Route;
- Support tourist activity through carefully designed and placed signs, interpretive centers and information kiosks;
- Develop existing Byway resources through the implementation of the Cayuga Lake Scenic Byway Master Plan;
- Manage and improve the Byway routes and facilities to ensure traveler safety, responsible development decisions and community support of the Byway designation; and
- Provide the foundation for a Comprehensive Finger Lakes Scenic Byway network.
- Manage the various resources along the lake to create a sustainable byway and ensure conservation of the many natural resources.

2.0 Corridor Management Plan

The Corridor Management Plan outlines the Stewardship Plan, Tourism Development Plan and Marketing and Promotion Plan for the Cayuga Lake Scenic Byway.

2.1 Stewardship Plan

Stewardship of the Cayuga Lake Scenic Byway is important to ensure the resource is available for generations to enjoy while at the same protecting the quality of life for residents along the corridor. To meet the theme, vision and goals set out for the corridor, the Stewardship Plan outlines:

1. Summary of Inventory
2. Objectives of the Scenic Byway
3. Potential Constraints along the corridor
4. The stewardship techniques for the corridor.

2.1.1 Summary of Inventory

The entire Cayuga Lake Scenic Byway corridor is an attractive experience. A full inventory of visual resources, intrinsic resources, transportation resources and off site advertising is included in Chapter 7 of this nomination. Generally, the inventory is summarized as follows:

2.1.1.1 Visual Resources

Location

The Finger Lakes region is located in Central New York, south of Lake Ontario. Interstates 90, 390, 81 and 86, bound the region. The region is home to the Cities of Ithaca and Auburn, the Villages of Cayuga, Seneca Falls, Union Springs, Lansing, Aurora and Ovid, several small hamlets and seven state parks. Cayuga Lake, the largest of the Finger Lakes, is located in the center of the Finger Lakes configuration. It is linked to:

- New York State Thruway - by Routes 34 and 414;
- Interstate 86 - by Routes 13 and 96;
- Interstate 81 - by Routes 5/20, 90, 13 and 79.

Landscape Character

Four major landscape character types dominate the Cayuga Lake Region: agriculture, woodlot, commercial development and residential development. Less frequent uses include old fields, wineries, marshes, creeks, lakeshore areas, industrial developments and open space.

Scenic Resources

Cayuga Lake and the surrounding topography result in beautiful, panoramic views of farmland, which opens up to distant views of Cayuga Lake and the opposite shore. Where woodlands line the Byway Route, leaf tunnels, creek channels and rolling hills create an intimate rural travel experience. Taughannock State Park offers views of the cascading Taughannock Creek while the Montezuma National Wildlife Refuge presents travelers with a serene wetland view. Quaint Villages and commercial hamlets feature historic architecture, parks and mature landscaping. Finally, the City of Ithaca offers contrasting views of a small urban community and its related commercial, industrial and active recreation facilities.

Because views can have many characteristics, the "main" type of view was summarized for the many views and vistas along the corridor. The following summarizes the scenic resources along the corridor:

- Total Views 152
- Contained View 14
- Contained View Into Park 2
- Distant View 41
- Incompatible Built Form 1
- Leaf Tunnel Effect 15
- Panoramic 46
- Panoramic Distant Views 1
- Road Conforms to Landscape 1
- Valley View 1
- Viewshed 30

2.1.1.2 Intrinsic Resources

The Cayuga Lake Scenic Byway includes natural, recreational, tourism and cultural resources. A full summary of these resources is provided in Chapter 7. Many of the resources fit into several classifications. The following summarizes the "major" characteristics of the intrinsic resources:

- Total Resources 147
- Natural 12
- Recreational 32
- Tourism 44
- Cultural 59

2.1.1.3 Transportation Resources

The entire Cayuga Lake Scenic Byway corridor is in good condition; the field survey of the corridor confirmed this with only one small section being given a fair rating. The NYS Department of Transportation Regional Director has provided a letter stating that overall, they believe the "majority of the route...would be an acceptable candidate for a Scenic Byway Route. Along most of the route, [they] anticipate no capacity, safety or surface quality deficiencies that would be detrimental to the establishment of the Byway". The Transportation Resources are summarized in Chapter 7 and the NYS DOT letter is provided in Appendix 4.

Responsible Agency

All of the routes included in the Cayuga Lake Scenic Byway are state roads and are under the care and supervision of the New York State Department of Transportation.

Maintenance and Capital Improvements

Currently, no major work is scheduled for any of the Byway highways on the department's five-year capital program beyond routine maintenance. Planned maintenance includes:

- Resurfacing of Route 34 from Route 13 in the City of Ithaca to Estys Hill Road in 2003
- Resurfacing of State Route 90 from King Ferry to south of the Village of Aurora in 2000
- Paving of Route 89 for five miles south of Canoga in 2000.

Suggested Improvements

The proposed Byway route has surface qualities and sufficient capacity to support increased traffic levels. No immediate improvements to the roads themselves are necessary. However, an investigation of bicycle accommodations along the Byway is recommended to ensure cyclist safety.

To support tourist use of the Byway route a hierarchy of informational signs is proposed as discussed extensively in the Corridor Management portion of this report. In addition, rest stops, pull-off and picnic areas, information kiosks and interpretive centers should be developed.

2.1.1.4 Off Site Advertising

In completing an inventory of all off site signs along the corridor, the following signs were noted:

Total Number of Signs	121
Advertising Signs	86
Billboards	4
Church	8
Kiosk	3
Recreation	15
Service	6

As the inventory indicates, there are few billboards along the Cayuga Lake Scenic Byway. Advertising signs, including smaller, off site signs, made up the majority of off site signs. In addition, churches and service organizations had several areas where they concentrated signs.

2.1.2 Objectives of the Scenic Byway

Objectives have been established for the Cayuga Lake Scenic Byway to ensure the protection of the many resources along the corridor. These objectives will guide the not-for-profit established to manage the Scenic Byway. Preliminary objectives include:

- To protect the intrinsic and scenic resources along the Scenic Byway route;
- To install proposed corridor signage;
- To develop additional tourist amenities
- To market the Cayuga Lake Scenic Byway;
- To enhance the region's tourist and hospitality economy; and
- To manage the roadway and right of way to ensure safe access for vehicles, bicycles and pedestrians.

These objectives are discussed throughout this chapter and in Chapter 7 – Implementation Recommendations.

2.1.3 Potential Issues Along the Corridor

There are few constraints along the corridor that could interfere with the corridor designation process for the Scenic Byway. Potential issues, as identified through the planning process, could include:

- Concerns were raised about the land use implications of designation and whether each community would be forced to comply with specific land use regulations. Most believed that communities would benefit from "cleaning up" the property surrounding the proposed Byway but would resent being told that they must do so by the New York State Department of Transportation.
- Concerns were raised about the level of truck traffic currently using Route 90 and the high speed that these trucks typically use.
- Comments were made regarding the growing number of visitors who travel to Cayuga Lake for fishing and hunting; there may be a need for additional amenities to serve additional visitors.
- Concerns were raised over preserving the natural environment surrounding Cayuga Lake. Visitors should be able to enjoy the natural environment within limits; thresholds should be set to insure that natural ecosystems would not be comprised.

- Of particular interest were the differences in local winery attendance on the east and west sides of the Trail. Currently the west side of the Trail receives many more visitors; Byway designation may encourage more visitors to include the east side of the Trail on their winery excursions.
- Comments were raised about the positive potential for "packages" that could be developed to link the amenities along the Trail to provide amenities to visitors.

2.1.4 Stewardship Techniques

Stewardship along the corridor can take many forms. The first step would be to develop a not-for-profit that oversees the management of the corridor on a daily basis. A discussion of the type of management is included in Chapter 3 of this report. The sponsoring agencies of this nomination package have all indicated they are willing to commit personnel and financial resources in the formation of the not-for-profit. These letters are included in Appendix 6 – Letters of Financial Resource Obligation. Tasks that could be completed by the not-for-profit would include:

- Obtaining Historic Designation (when appropriate) by working with local communities to determine areas that should be targeted
- Working with communities to complete Local Waterfront Revitalization Programs and Comprehensive Plans, that are coordinated and consider cross municipal boundary issues - plans should conform to the Master Plan developed for the scenic byway
- Obtaining easements for key views for exceptional and unique views as well as improving specific views by selectively targeting areas for vegetation removal
- Developing sign restrictions for new signage along the Cayuga Lake Scenic Byway that would include sign regulations for all new signs (on-site) ensuring the character of the corridor is protected -- a "model" sign ordinance could be adopted by all communities along the corridor
- Developing design standards for new development along the corridor including regulations for new residential, commercial and/or industrial development along the corridor and for building massing and materials, landscaping, parking/screening, etc.
- Implementing corridor overlay districts for the scenic byway that would include uniform regulations providing continuity in resource protection and require compatibility in development

2.2 Tourism Development Plan

The proposed Cayuga Lake Scenic Byway offers a unique, educational and aesthetic travel experience. The Byway enables visitors to experience intimate connections to Cayuga Lake, dramatic topography, urban excitement and culture in Ithaca, and pristine agricultural and historic sights. Recreational opportunities also abound, as the Byway connects several wineries, State Parks, and marina facilities. The Master Plan for the proposed Byway seeks to increase usage of existing facilities (which are detailed in Chapter 7) and also designates areas where enhancements to the proposed Byway could be located. These enhancements take the form of potential Gateways, Kiosks, Visitors Centers and Interpretive Facilities. Five detailed Site Plan Areas are also proposed; these Site Plan Areas describe areas where major new enhancements could be completed to improve the economic viability of the overall proposed Byway. The Site Plan Areas illustrate the types of enhancements that can be implemented along the Cayuga Lake Scenic Byway.

The objective of creating a Master Plan for the proposed Scenic Byway is to connect the sights, sounds and experiences along the Byway into a cohesive travel experience that will enhance the economic health of each community surrounding the proposed Byway. The Master Plan seeks to create a "string of pearls" around Cayuga Lake: each amenity must be clearly articulated and seamlessly connected to the next.

The continuity of the proposed Byway will be maintained through a hierarchy of proposed signage. The signage is used for several purposes: to denote intersections, to denote directional changes, and to highlight significant features. The end result is a cohesive travel experience that leads the visitor through a variety of interconnected experiences.

The following is a description of the proposed Cayuga Lake Scenic Byway Master Plan. The description leads the reader in a counter-clockwise direction around Cayuga Lake.

NYS Thruway – Seneca Falls

As the visitor exits the NYS Thruway in preparation for a Trail experience, the Cayuga Lake Scenic Byway will provide welcome and immediately establish its unique identity. A **Visitors Center** would be located near the junctions of Routes 5/20 and Route 89. The Visitor Center is further detailed as **Site Plan Area #1**. The facility could take the form of a large, earth-sheltered building with a second floor that enables visitors to enjoy a sweeping view of Cayuga Lake. A small water entrance feature could be developed which mirrors the shape of Cayuga Lake; the water feature would provide a passive recreation area that allows for reflection or an area for children to get exercise and prepare for the remainder of the journey. A **Kiosk** could also be located near the water feature that describes both Byway and surrounding area attractions. Two **Gateway** areas would be designated near the Visitors Center: one on the north end and one on the south of Montezuma National Wildlife Refuge. The Gateways will provide focus to the Byway and "announce" one's arrival and departure from the Visitors Center. Directional signage will be provided to guide visitors to the historic Village of Seneca Falls.

Seneca Falls – Fayette

This portion of the Byway contains the unique features of Cayuga Lake State Park , Swan Point and Red Jacket Cemetery. Two **Gateway** features are proposed at the north and south ends of the Cayuga Lake State Park to establish a sense of "arrival" at the attraction. Traveling south, a **Trail Marker** and **Kiosk** highlight the spectacular views of Swan Point; the kiosk will offer site related information and include a pullover area at Lower Lake Road.

The next feature, Red Jacket Cemetery, will be detailed as **Site Plan Area #2**. The cemetery will offer an **Interpretive Facility** highlighting the historical significance of the attraction. A walking trail leading to the Lake could also be developed; a boardwalk could complete the trail and increase the visitor's interaction with Cayuga Lake.

Fayette – Varick

This portion of the Byway contains the unique features of Canoga hamlet, a historic schoolhouse near Bull Farm Park, several wineries, and Goose Farm Park. A **Trail Blazer** will highlight Canoga hamlet; this area has future potential for commercial development. A beautiful old church could potentially be restored as a museum to entertain Byway visitors. A small pullover area would also be designated in Canoga hamlet. The Byway continues south past a historic schoolhouse that would also be denoted by a **Trail Blazer.** More **Trail Blazers** would highlight Byway wineries; a pullover would also be included near Goose Watch Winery to highlight the spectacular view.

Varick – Romulus

Byway features along this portion of the Byway include Dean's Cove State Park, and several areas that offer spectacular views of the Lake. Two **Gateways** are proposed at the north and south ends of Dean's Cove Park to announce arrival at the facility. Two **Kiosks** offering Byway information will maintain the continuity of the Byway; Byway overlooks will also be offered to highlight views.

Romulus –Covert

This portion of the Byway contains Wyers Point Park, Deerlick Springs, Interlaken Beach and several unique viewing areas. Directional **Trail Markers** along this stretch will help keep the traveler from losing sight of the Byway and maintain overall continuity. A substantial **Kiosk** feature is proposed to highlight Wyers Point Park and its spectacular ravine viewing areas. A small passive recreational park area could also be designated near Wyers Point. A **Trail Blazer** would denote Interlaken Beach, and both County Road 139 and 141B for directional purposes, and a **Kiosk** would highlight Deerlick Springs.

Covert – Ithaca

As the Byway continues toward Ithaca, the topography of the Byway becomes more dramatic and the visitor's connection with the water increases. This portion of the Byway includes many varied features including several wineries, the Cayuga Nature Center, Taughannock Farms and Taughannock Falls State Park, Warren Overlook, Allan Treman State Marine Park, Cass Park and Stewart Park.

Trail Blazers will denote the wineries along this section of the Byway; a **Kiosk** would enhance the existing entrance to the Boy Scout facility and another **Kiosk** highlights Taughannock Falls State Park. A north and south **Gateway** is also designated to announce arrival and departure from the Park. Just north of Agard Road, the Master Plan proposes an **Interpretive Facility.** This facility would highlight the spectacular views to the Lake and offer viewing platforms and picnic shelters for visitors. An abandoned restaurant could be acquired and converted to a museum or interpretive facility highlighting the geological features of the region.

A **Kiosk** is proposed near Willow Point Road that could include an overlook platform to highlight spectacular views to the Lake. Another **Kiosk** is designated to highlight the Cayuga Nature Center and promote the Center to Byway visitors. After the proposed **Trail Blazer** denoting Taughannock Farms, the Master Plan designates **Site Plan Area #3** at Warren Overlook. This site would be enhanced as a high quality pullover area for several cars. The objective of this Site Plan Area is to strengthen the connection to Glenwood Pines and highlight views to the Lake. A **Gateway** is also proposed on the west side of the overlook to create a sense of arrival to the Site Plan Area.

After a **Trail Blazer** denoting Allan Treman State Park, the Byway traverses Cass Municipal Park. A **Visitors Center** near Inlet Island marks the entrance to the City to Ithaca and provides information on the City and the Byway. The Visitors Center will help to orient the Byway visitor and provide useful information about the City of Ithaca and the attractions they can enjoy during their visit.

Ithaca - Lansing

The Byway enters a highly urbanized area in Ithaca. Therefore, maintaining the visitor's direction along the proposed Byway becomes imperative. Several **Trail Blazers** along a short span of the Byway are necessary to keep the driver oriented. This portion of the Byway also contains the unique features of the existing Tompkins County Visitors Center, the East Shore Sailing Club and the hamlet of South Lansing.

For the purposes of the Master Plan, the Tompkins County Visitors Center would become an enhanced **Visitors Center** to attract Byway visitors. As the visitor approaches the City limits, a proposed **Gateway** will establish closure. An **Interpretive** Facility would announce the East Shore Sailing Club to highlight unique historic features of the area.

Gateways are proposed to define the north and south entrances to the hamlet of South Lansing. A **Trail Blazer** would highlight the unique Rogues Harbor, while the Hamlet is proposed to be detailed as **Site Plan Area #4**. This unique hamlet can be enhanced as a visitor attraction with historic significance and commercial attractions. The Site Plan prepared for South Lansing would establish a commercial development "node" within the hamlet. The intersection at Conlon Road and Route 34 south would be enhanced by adding more definition to the streetscape, improving the existing park area, and highlighting the historic characteristics of the community.

Lansing – Ledyard

As the visitor travels toward Ledyard, maintaining the continuity of the route becomes an issue. Several **Trail Blazers** and **Trail Markers** are strategically proposed to keep the visitor securely along the proposed Byway; this includes a **Trail Blazer** in the King Ferry area. A **Kiosk** is proposed near the intersection of Lake Street and Clearview; this potential enhancement area could include a pullover, picnic area, and potential interpretive area describing the surrounding agricultural region features on the kiosk. **Trail Markers** continue to mark the proposed Byway as the route winds toward Aurora. A **Gateway** will establish a sense of arrival in the Village of Aurora and is proposed at the intersection of Sunset Beach Road and State Route 90. A special **Trail Blazer** will highlight the location of Wells College. A **Kiosk** is proposed near the intersection of Cherry Street and State Route 90. This historic area could be enhanced with the development of a park near the water and the addition of dockage facilities. The kiosk could advertise commercial businesses in the surrounding area. A second **Gateway** is proposed at Lafayette Street and State Route 90 to create a sense of entry and exit to the Village of Aurora.

Ledyard – Springport

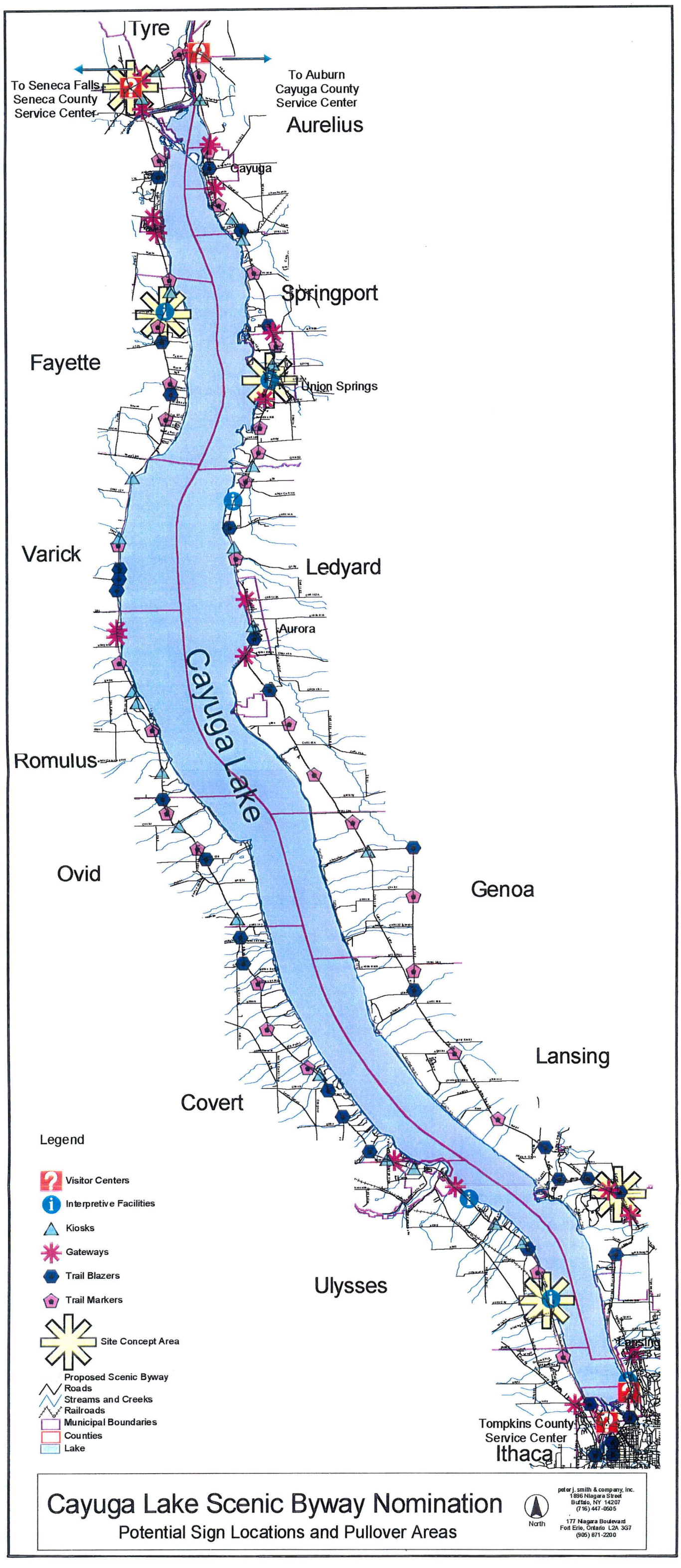
Significant features along this portion of the Byway include MacKenzie-Childs Limited, the hamlets of Levanna and Kings Corners, and the Village of Union Springs. A **Kiosk** is proposed near MacKenzie-Childs that could include the development of a linear park and picnic area to highlight the beautiful Lake views. A **Trail Blazer** is proposed near the hamlet of Levanna, and an **Interpretive Facility** is proposed near Kings Corners to highlight the unique historic qualities of the surrounding area.

Two **Gateways** are proposed at the north and south end of the entrance to the historic Village of Union Springs; the Gateways will establish a strong sense of arrival/departure to the Village. Union Springs is also designated as **Site Plan Area #5.** The proposed Site Plan Area will be located near the intersection of Chapel and Cayuga Streets. The plan could include the development of an amphitheater, boardwalk, additional dockage, a water taxi drop-off point, additional parking, and additional trees down the east side of State Route 90. The Site Plan seeks to establish stronger access and connection points and to enhance the visitor's connection to the Lake. This Site Plan Area could also include the development of an **Interpretive Center** and information **Kiosk.** Several directional **Trail Blazers** and **Trail Markers** are proposed to assist the traveler through Springport and toward Aurelius.

Springport - Aurelius

The final portion of the Byway includes the unique features of the Gansevoort Work Trail Historic Marker, the Mud Lock Kiosk, and the Montezuma National Wildlife Refuge. Two informational **Kiosks** are proposed to highlight the historic and scenic information regarding the Gansevoort Work Trail and Wayne's Point, respectively. A **Trail Blazer** is proposed near the intersection of Court and Genesee Streets to lead visitors down to the existing Village Park at the Lake. Another **Kiosk** is proposed to highlight Mud Lock; this Lock leads to an existing fishing access area. **Gateways** would be developed at the north and south borders of Cayuga. A **Visitors Center** would mark the intersection of Routes 5/20 and State Route 90.

Two **Gateways** are proposed at the north and south ends of the Montezuma National Wildlife Refuge. This pristine natural area should be highlighted and promoted to visitors of the proposed Byway. A **Kiosk** also proposed near the Refuge would provide information related to the existing Visitors Center.



Cayuga Lake Scenic Byway Nomination

Potential Sign Locations and Pullover Areas

2.3 Conceptual Site Plan Descriptions

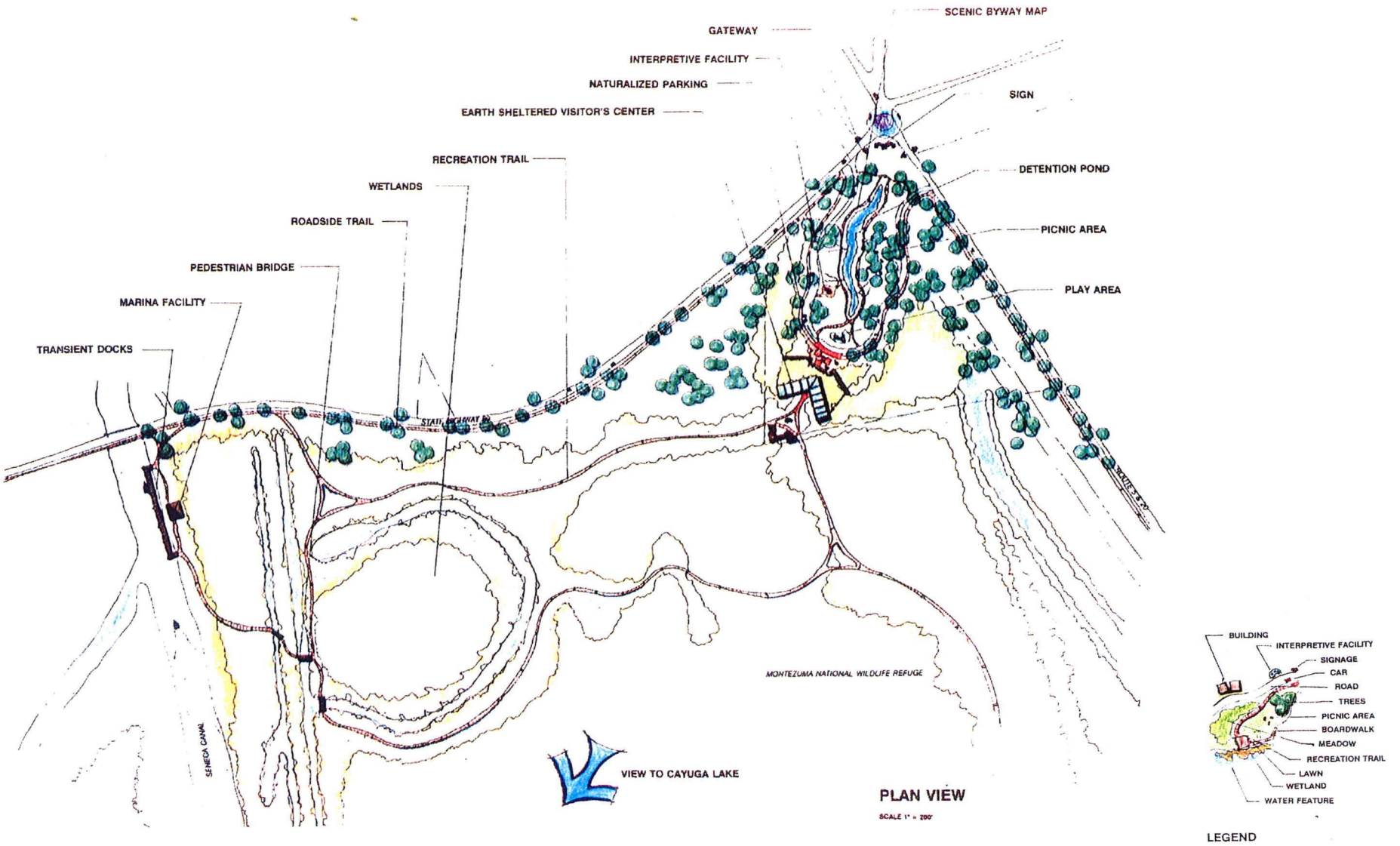
The Master Plan for the proposed Cayuga Lake Scenic Byway includes five detailed Site Plan Areas that illustrate future development potentials around the Lake. Each Site Plan Area represents a "typical" or "standard" for specific types of future development: Visitor's Center, Interpretive Facility, Village Revitalization, Streetscape Plan and Overlook Area. While specific areas have been selected for each type of development, there are additional locations along the proposed Byway where these development prototypes could be successful.

Site Plan Area #1 – Cayuga Lake Visitors Center

The proposed Cayuga Lake Visitors Center in the Town of Seneca Falls illustrates the "typical" Visitors Center that could be developed at any point along the proposed Byway. The prominent location of this Site Plan Area near the junction of Routes 5 and 20, Route 318 and the New York State Thruway suggests a major statement.

The Site Plan Area illustrates a large, earth-sheltered structure that includes a second level for spectacular viewing of Cayuga Lake. The structure serves as a welcome to visitors and could include a large naturalized parking and picnic area, a water feature reflecting Cayuga Lake, and a large map of the entire proposed Byway. A children's play area is included here, as well as a recreation trail leading to a marina facility with transient docking.

Site Plan Area #1 – Cayuga Lake Visitors Center

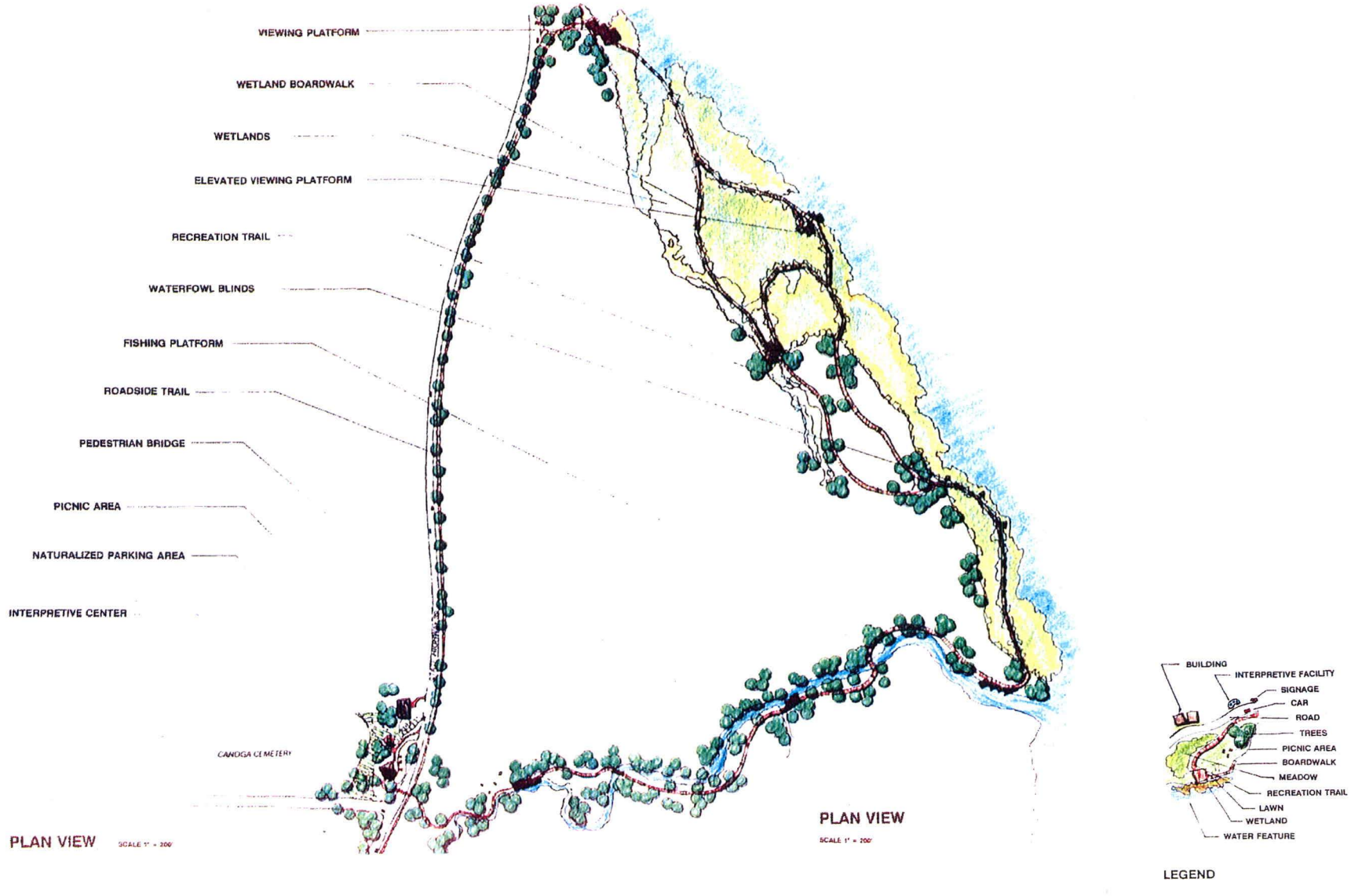


Site Plan Area #2 – Red Jacket Cultural/Wetland Interpretive Area

This Site Plan Area is located in the Town of Fayette and represents the manner in which a typical Interpretive Facility could be developed along the proposed Byway. This Facility would highlight both the pristine wetland area and the Native American history surrounding the Red Jacket burial ground.

The Site Plan includes the development of an interpretive center in Canoga Cemetery surrounded by a naturalized parking area with picnic space. A naturalized boardwalk leads the visitor to the water; a roadside trail enables visitors to stroll along the west side of the area. An elevated viewing platform at the waters edge enables visitors to interact with a developed wetland area and Cayuga Lake; waterfowl blinds enable bird watching and other wildlife activity. The wetland area could also include a recreational trail for passive activity.

Site Plan Area #2 – Red Jacket Cultural/Wetland Interpretive Area

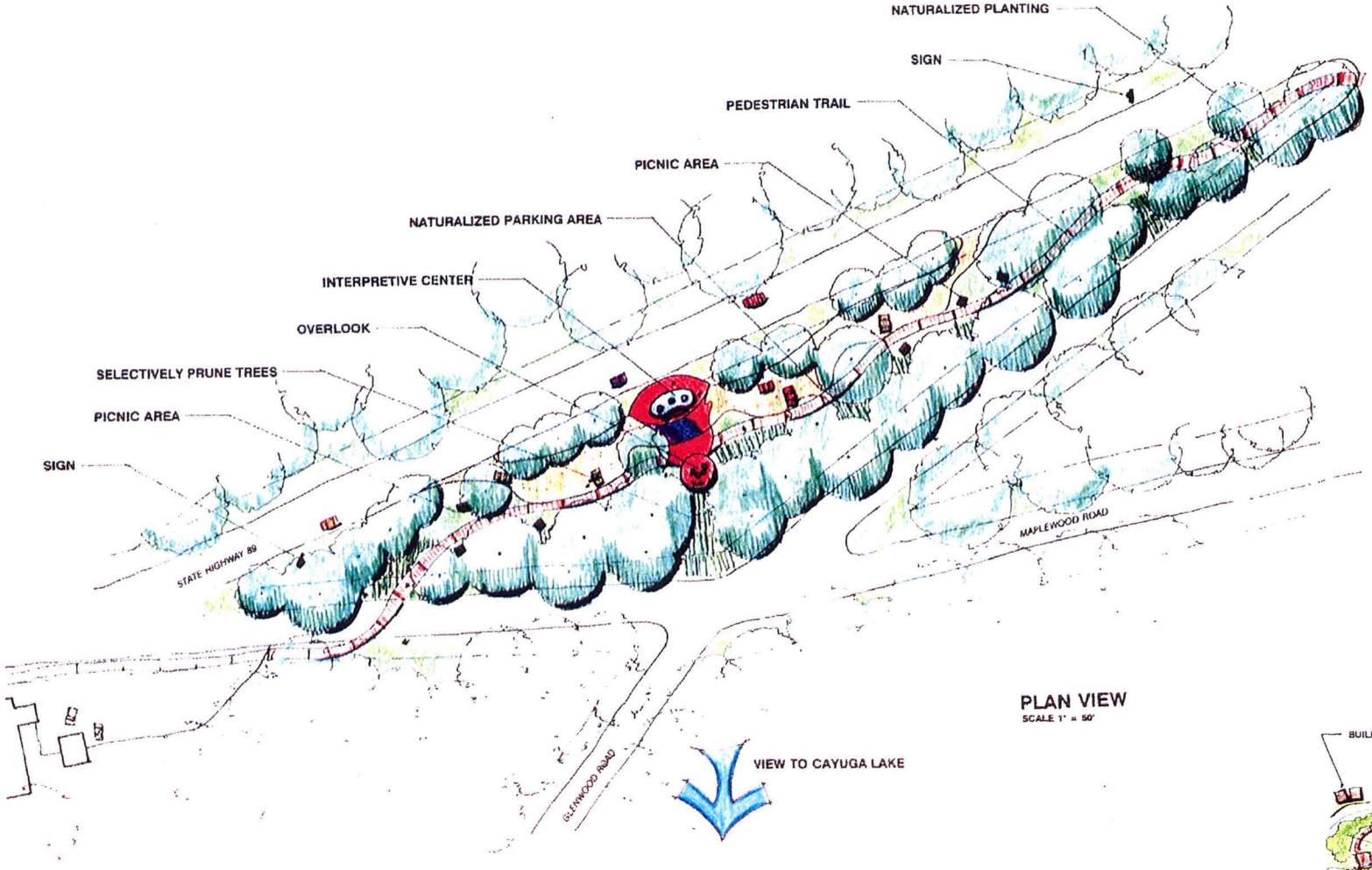


Site Plan Area #3 – Warren Overlook

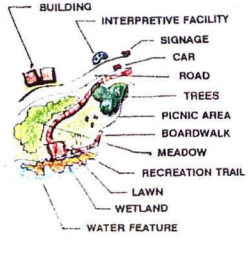
The Warren Overlook in the Town of Ulysses offers a spectacular vantage point to view Cayuga Lake; this Site Plan Area is illustrative of a "typical" Overlook development along the proposed Byway.

The Plan illustrates a small interpretive center with a specially constructed overlook for Lake viewing. The interpretive center could include information about the fascinating geological and natural history that aided in the creation of this beautiful site. Trees in the area are selectively pruned to improve Lake views, while a picnic area and pedestrian trail encourage visitors to stop and spend time at the site.

Site Plan Area #3 – Warren Overlook



PLAN VIEW
SCALE 1" = 50'



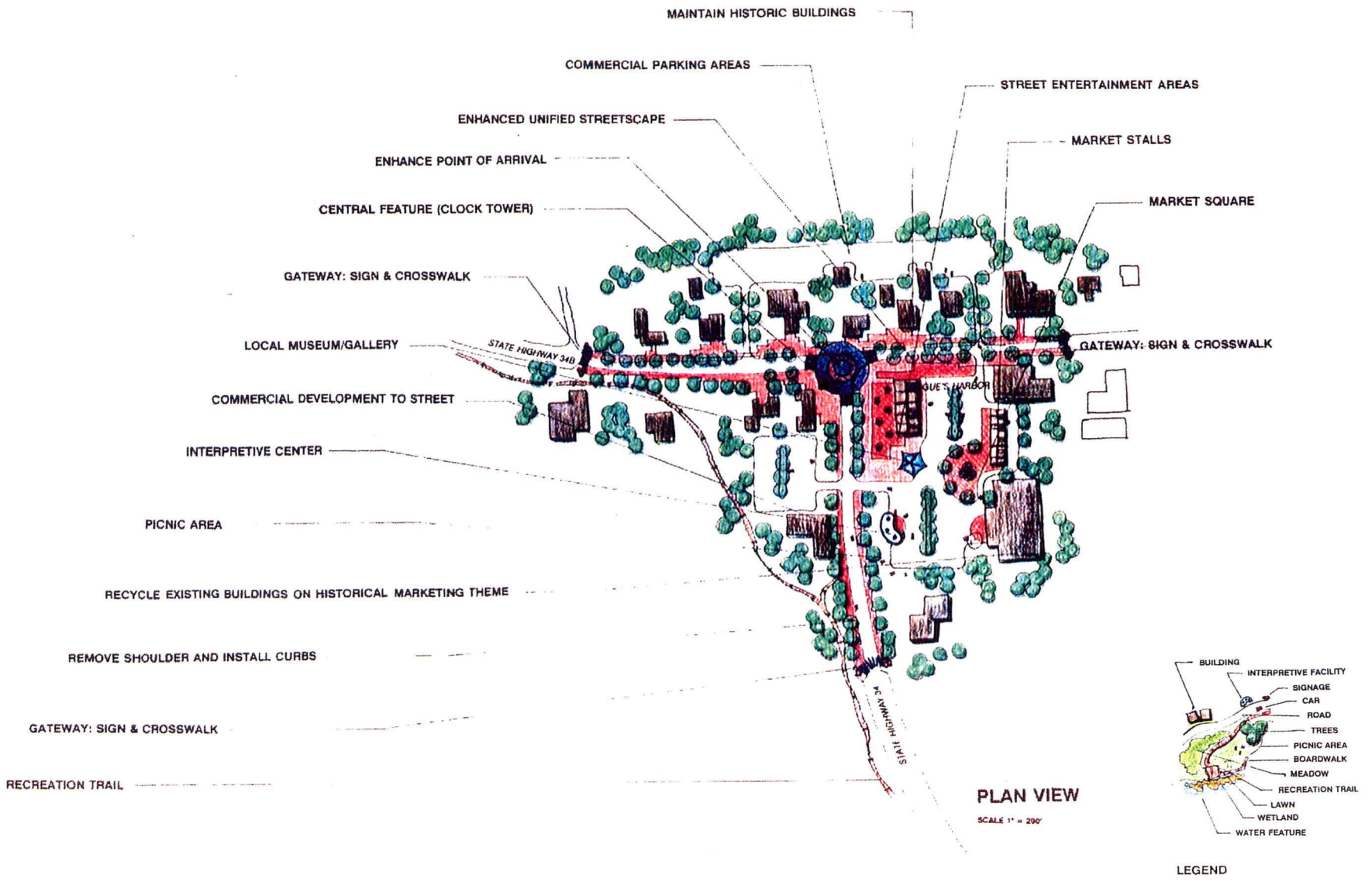
LEGEND

Site Plan Area #4 – South Lansing Streetscape

South Lansing offers visitors the opportunity to experience an historic urban experience; enhancing the area to establish a denser commercial "node" for visitors to enjoy would increase economic development potentials in the hamlet. The South Lansing Streetscape Site Plan Area illustrates a "typical" urban streetscape development that could be instituted in various places along the proposed Byway.

The South Lansing Site Plan Area illustrates the development of a "Market Square" which proposes the preservation of existing historic structures and the construction of several new, complementary structures. Two Gateways and a strong central feature (such as a clock tower) are proposed to announce the visitor's arrival into the hamlet. A unified streetscape development is also proposed which could include new curbing, decorative paving, crosswalks, lighting and benches, decorative plantings and picnic areas. A small interpretive center and/or museum could be developed to highlight historic hamlet features. The Market Square feature would include enhanced commercial parking areas, new market stalls, and areas designated for on street entertainment.

Site Plan Area #4 – South Lansing Streetscape

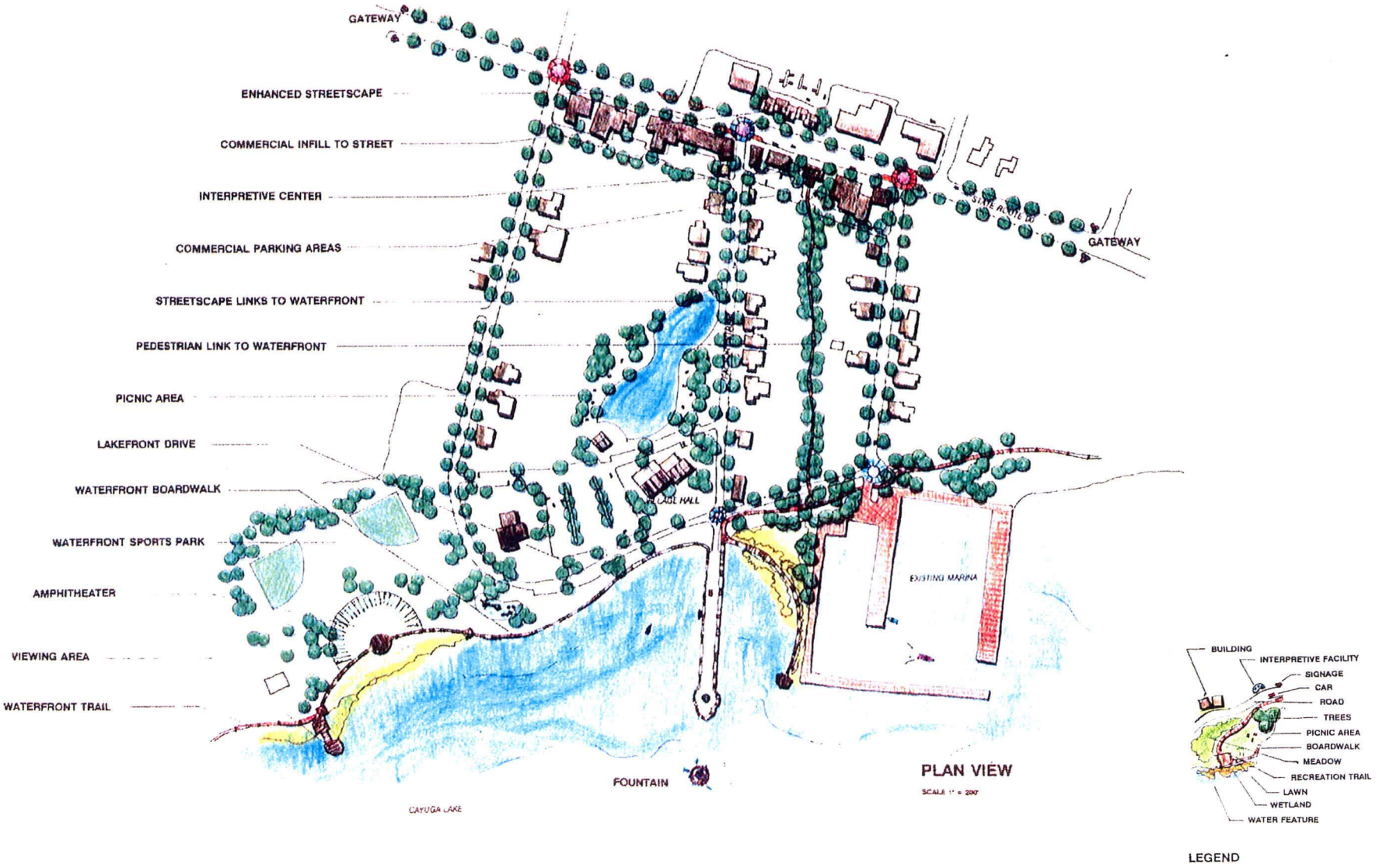


Site Plan Area #5 – Union Springs Village

The Village of Union Springs has the potential to realize substantial economic development benefits with the designation of the proposed Byway. The Union Springs Village Site Plan Area illustrates a "typical" Village revitalization Plan that could be established in several communities along the proposed Byway.

The Union Springs Village Site Plan Area attempts to enhance the connection between the Village Center and Cayuga Lake. Two Gateways are proposed to announce arrival into the Village and the overall streetscape is enhanced with plantings, decorative pavings, street furniture and additional commercial infill. Several landscaped corridors are proposed to strengthen the land-water connection between the Village and the Lake. The waterfront is enhanced with a pedestrian boardwalk, a proposed waterfront sports park, an amphitheater for musical and/or cultural events, a waterfront viewing area, and a large water fountain on the Lake.

Site Plan Area #5 – Union Springs Village



2.4 Marketing and Promotion of the Byway

There are several opportunities to market and promote the Cayuga Lake Scenic Byway both individually and as a portion of the larger Finger Lakes Regional Area. A wide range of visitor interests are supported by existing Scenic Byway resources: wine tasting, outdoor recreation, hunting/fishing, boating, historic preservation, performing and visual arts, geology, nature appreciation, automobile travel and agriculture. The following section outlines methods to market and promote the corridor directly and illustrates how the Cayuga Lake Scenic Byway can become part of a regional attraction. This includes the development of self-guided tours and the placement of signage along the Scenic Byway to reflect the master plan and site plan area goals.

2.4.1 Planned Self-Guided Tours

There are several opportunities for self-guided tours along the Cayuga Lake Scenic Byway. The State University of NY College of Environmental Science and Forestry completed a study in May 1997 that outlined potentials for tours along the Byway.[1] Proposed tours could include:

- Urban Centers – This tour could take the visitor to each hamlet, village and City center along the entire Scenic Byway. The tour could outline attractions and businesses in each community.

- State Parks – There are a number of State Parks along the Scenic Byway that offer a diverse number of activities from marinas to picnic areas to camping. A tour of these State Parks could be developed along the Byway.

- Museum Tour - There are over 20 museums in the three counties that could be included in a self-guided tour. These museums offer a variety of cultural and historic experiences that could be marketed to a specific end user.

- Geology and Landforms – The diverse landscape of the Scenic Byway could be outlined in this tour. The geologic formations of the Cayuga Lake Basin and a history on how the entire Finger Lake Region was formed, could be highlighted in this tour.

- Water and Scenic Resources – There are a number of small streams and creeks that lead into the Lake. These habitats form small, narrow gorges that would be interesting to a number of visitors.

[1] A Proposed Tourism Plan for the Cayuga Lake Scenic Byway: Prepared for Cayuga, Seneca and Tompkins County. SUNY College of Environmental Science and Forestry, May 1, 1997.

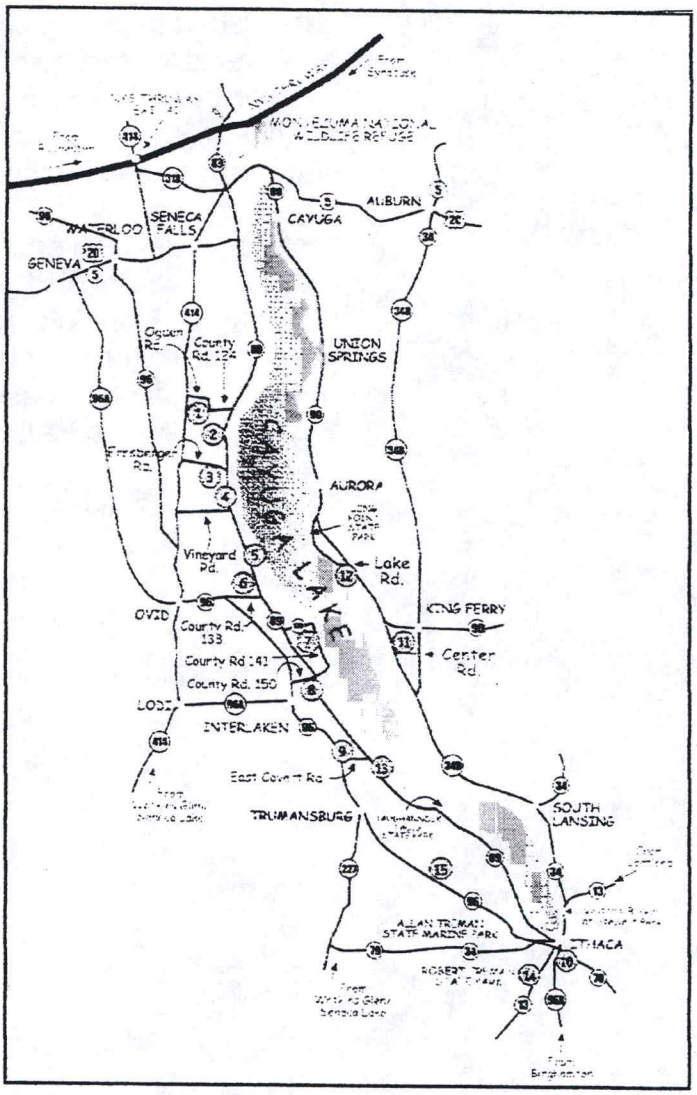
- Wildlife and Fisheries – Montezuma National Wildlife Refuge, established in 1938, is one of the most unique attractions in all of New York State. This resource offers bird watching, nature interpretation and fishing. Similarly, the Cayuga Nature Center offers nature appreciation and education opportunities. Hunting is available on the Montezuma National Wildlife Refuge, Cayuga-Tompkins County Cooperative Hunting Area, Cayuga Lake Wildlife Management Area, Comstock Program Area, and Tompkins County Fish, Game and Skeet Shoot. For fishing, Cayuga Lake and its tributaries offer several access points for catching trout, smelt and bullheads.

- Agri-Tourism – The agricultural land on both sides of the Lake, particularly the east side of Cayuga Lake, offer an exceptional opportunity for a tour along the Scenic Byway. The panoramic views of the Lake and farmland make for a unique experience along the corridor. U-pick trips (strawberries, apples, peaches) could be part of the experience to create a longer experience for users.

- Wineries – This self-guided tour is separated from the agri-tourism tour because of the specific market that would partake in this activity. The tour will build upon the activities and marketing efforts of the Cayuga Wine Trail. The Cayuga Wine Trail was developed by the winery and vineyard owners to encourage tourists to visit the many wineries located along the Wine Trail; many of these wineries are located on the proposed Cayuga Lake Scenic Byway. Approximately 12 wineries are included in this cooperative marketing and advertising effort. Linked through a series of wayfinding signs, the wineries encourage interaction among the wineries and promote tourists to patronize the various attractions in the region.

Figure 2-1 Cayuga Lake Wine Trail

1) Swedish Hill Vineyard
2) Lakeshore Winery
3) Knapp Vineyards
4) Goose Watch Winery
5) Cayuga Ridge Estates
6) Hosmer
7) Sheldrake Point Vineyards and Café
8) Luca Vineyards
9) Americana Vineyards
10) Six Mile Creek Vineyard
11) Treleavan King Ferry Winery
12) Long Point Vineyard
13) Frontenac Point Vineyard



- Educational Resources – The corridor offers a variety of educational resources that could be developed into a self-guided tour. These include Cornell University, Ithaca College, Wells College, New York Chiropractic College, Finger Lakes School of Massage, Tompkins Cortland Community College and Cayuga County Community College could be included on this tour.

- Native American History – This self-guided tour has been somewhat established along the Cayuga Lake that highlights the Native American History of the region; interpretive, historic markers are located on both sides of the Lake that highlight this, and other history. This tour could be expanded and enhanced as the Scenic Byway is established.
- Freedom Trail – Seneca Falls is the nationally recognized birthplace of women's rights; a National Park has been established in the Village of Seneca Falls to commemorate the achievement of women's history. There are also several Underground Railroad sites along the trail and in the three counties. This offers an opportunity along the Scenic Byway to commemorate the minority rights movement.

- Historic Tour – Several historic areas are located along the Cayuga Lake Scenic Byway including the Aurora Historical District and Frontenac Museum in Union Springs. In addition, interested visitors can utilize the Route 5/20 corridor to visit the numerous historic treasures located in the City of Auburn and Village of Seneca Falls.

2.4.2 Signage

The Purpose of Signage along the Scenic Byway

The diversity of terrain and uses along the Cayuga Lake Scenic Byway creates an attraction for potential Byway users. Following the Byway must be easy for the end user to ensure their trip is pleasurable and users are able to find their destinations. The comfort level of travelers along the Scenic Byway must be high to ensure an enjoyable trip and, in the future, additional visits to the area.

By creating a "necklace" of green spaces with a repetitive image, the Byway will be viewed as a continuum of related activities. The Byway is defined by the signage along the Byway combined with the various pull offs later described in this chapter.

The key to signage along the Cayuga Lake Scenic Byway is to keep people on the Byway so they are able to find their destination. Recognizable images along the Byway should be constant and identifiable from one destination to the next. Comprehensive and concise signage must blend in with existing uses along the Byway and communicate to users direction along the corridor. The corridor should remain free of visual clutter and provide safe and efficient direction for the user.

The repetition of a singular image, or logo, is important for Byway users to maintain their course and feel comfortable on the Byway. To meet this end, the signage guidelines were designed intentionally to be flexible, yet repeat a singular image that would mark the Byway and its destinations.

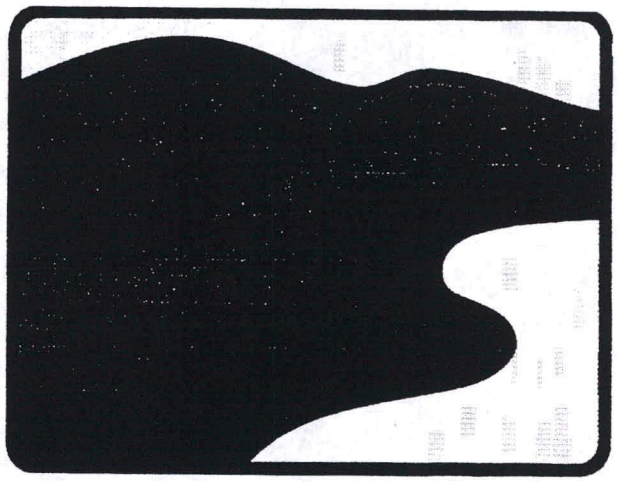
Potential Logo and Its Purpose

For the Cayuga Lake Scenic Byway, a logo representing a sunset, vineyards and the Lake has been developed; bright colors have been used to mark and light the Byway for users. The logo should be very colorful for identification purposes and should be repeated on all markers and blazers along the corridor; they could also be used at service areas (e.g. for emergency phones). Viewed as a unique destination in New York State, the attributes of the Cayuga Lake Scenic Byway (its views to the Lake, its rural character, its natural state) should be enhanced to create a "sophisticated" Byway that attracts a variety of users.

Images are provided that can be incorporated into any of the signs identified in this section. These images can also be incorporated into future signage developed for the Finger Lakes Area; eventually, all signage should be linked to create a cohesive experience, while emphasizing the variety of the region.

The following is a sample of the logo developed for the Cayuga Lake Scenic Byway:

Figure 2-2 – Potential Logo



Various Signage Types along the Cayuga Lake Scenic Byway

Signage along the Cayuga Lake Scenic Byway serves many different purposes, but the repetition of the image is essential. The system of signage should establish the hierarchy that will allow Byway users to find the many attractions along the Lake, while ensuring their travel is smooth and the Byway is user friendly; the hierarchy is established based on the importance of the sign and the surrounding facilities. Signage for the Cayuga Lake Scenic Byway is separated into the following categories:

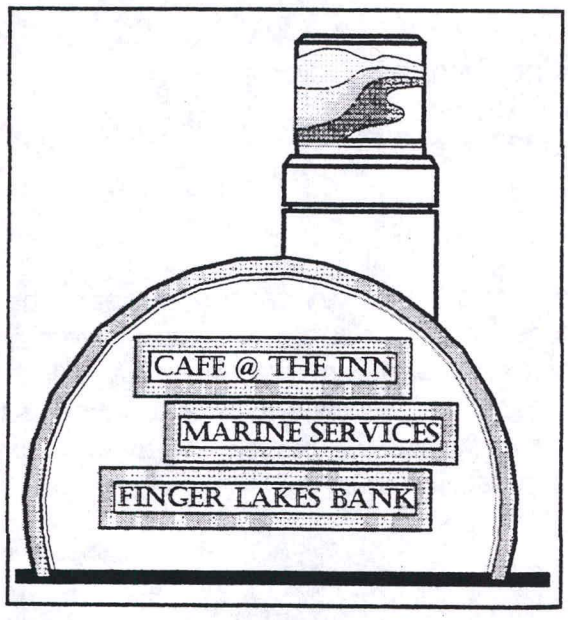
- Gateways
- Point of Interest Signage
- Trail Blazers
- Trail Markers

Gateways

Gateways along the Byway are those areas where a visitor would enter into a village or hamlet and as the user enters a park or other significant cultural/historic area. Gateways act as a welcome into an area of the Byway that may be unique and offer tourism/visitor services; the signage lets visitors know that the Scenic Byway is a significant and unique trail and that they are on this trail.

The gateway sign provides information about hamlet, village or park; the gateways would include information on the businesses and attractions within the "attraction" area; spaces on the wood sign could be sold to businesses within the vicinity. The gateways advertise both the trail, through the use of the logo image or soft lighting, and the facilities within the area. The following is a sample of a "typical" gateway sign that could be located along the trail.

Figure 2-3 - Typical Primary Gateway Sign



A total of nine gateway areas are identified for the Cayuga Lake Scenic Byway; these are located at Montezuma's Wildlife Refuge, Taughannock Falls State Park, Cayuga Lake State Park, Dean's Cove State Marine Park, the Villages of Cayuga, Union Springs, Aurora, hamlet of South Lansing and the City of Ithaca.

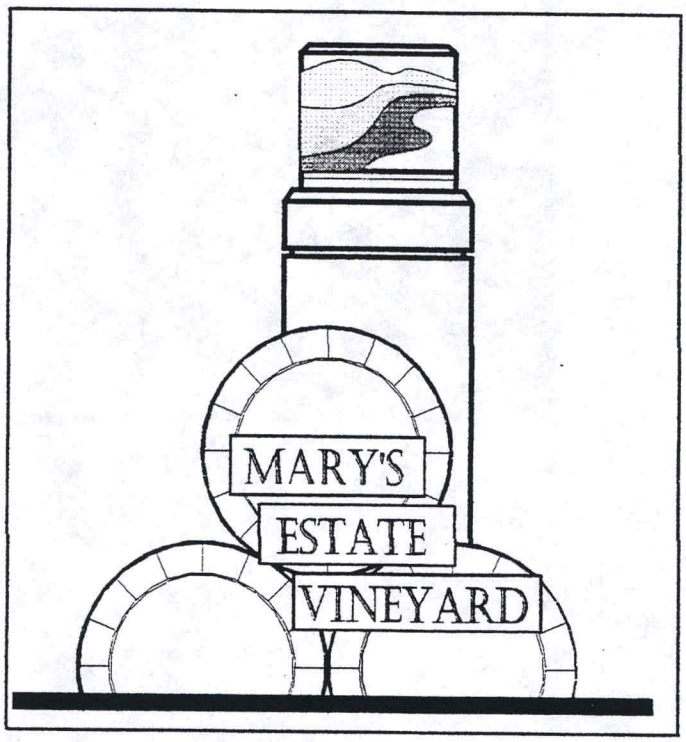
The gateway signage would be located at both sides of the area or park to announce the arrival in either direction. The signage would be coordinated with the remainder of the signage along the corridor.

Point of Interest Signage

The point of interest signage is designed to provide general information about a specific destination along the Cayuga Lake Scenic Byway. The sign will incorporate the trail logo. The sign could be a lighted module or could be a wooden post with the logo painted onto the signage.

The point of interest signage provides information about a single business or activity along the trail. This would include commercial uses such as an inn, restaurant or gas station or other attractions along the trail (e.g. winery, historic church or park). The following is a typical point of interest sign that could be located along the trail:

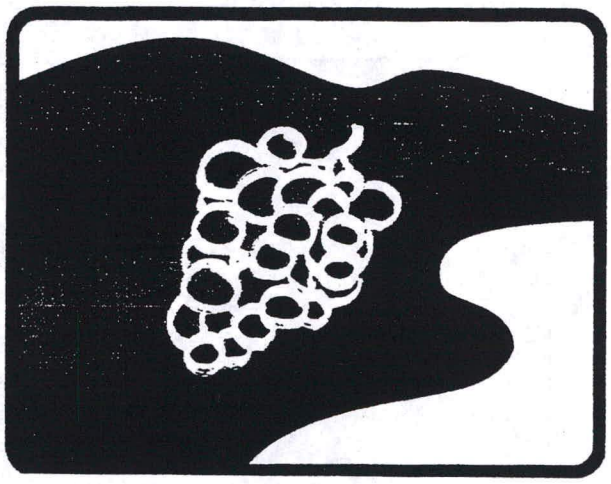
Figure 2-4 – Typical Point of Interest Signage



In addition to a specific point of interest being advertised, various icons or graphics could be used to allow people to follow a specific aspect of the trail (e.g. wineries or Native American heritage). The use of icon-o-graphics would help lead people on the self-guided tour as they progress along the Scenic Byway. Icon-o-graphics are symbolic graphics (such as grapes) overlaid on the signs located along the Byway; the repetition of the image would help travelers identify sites associated with each themed tour.

The following illustrates how these icons or graphics could be used with the signage proposed for specific points of interest along the trail:

Figure 2-5 – Potential Icon-o-graphic illustrating Winery Trail

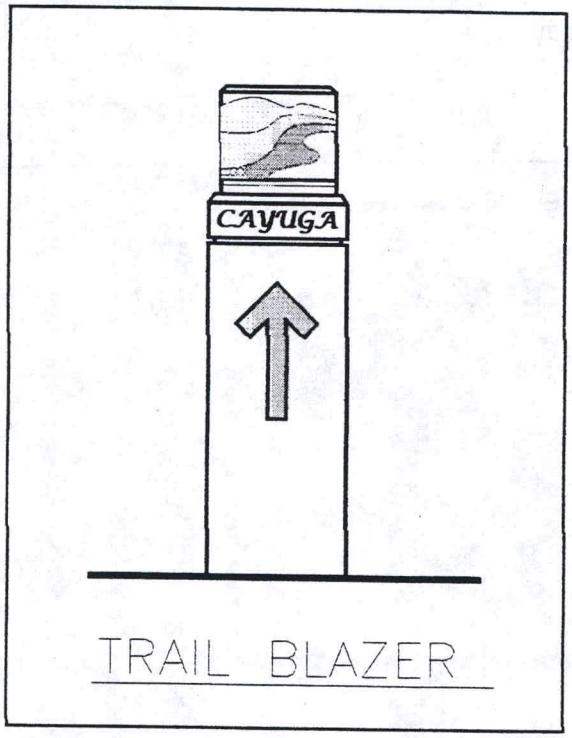


Trailblazers

Trailblazers will light the entire Cayuga Lake Scenic Byway using a soft light that reflects through the logo on the top of the sign. Trailblazers are located at various intervals around the trail and will be located along the entire trail to repeat the image of the trail and its uses.

The sign will include the recommended logo to repeat the image of the trail and offer a level of comfort to trail users. The following is a typical trailblazer; the signage could be illuminated or non-illuminated depending on the character of the area, available funding for signage and potential contributions to the cost.

Figure 2-6 –Typical Trail Blazer

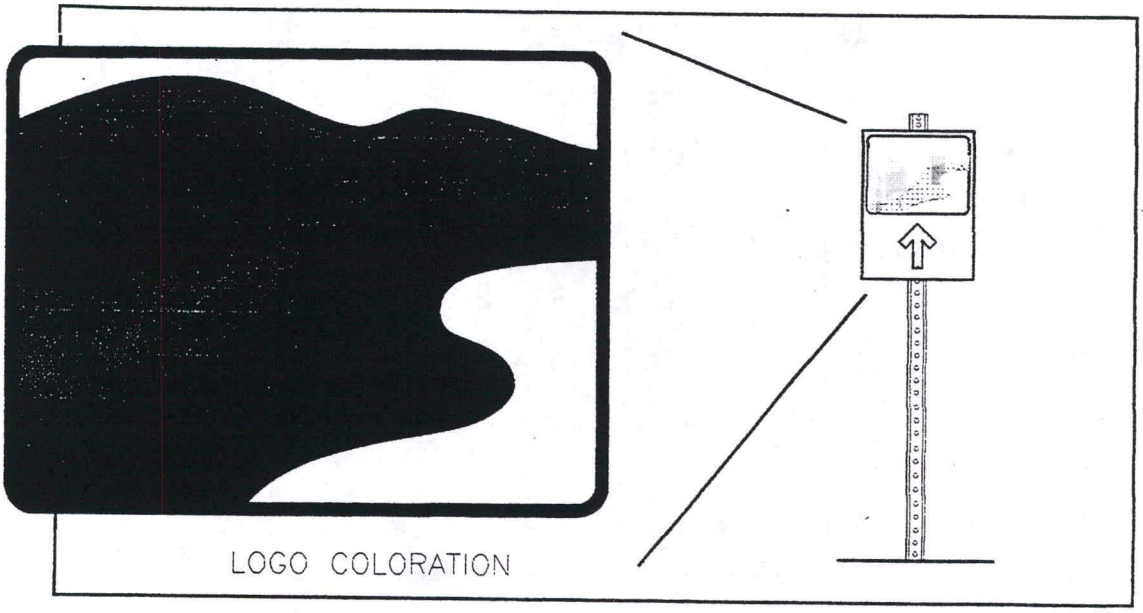


Trail Markers

Trail markers are located along the entire Cayuga Lake Scenic Byway to help people stay on the Byway. Trail markers would be New York State Department of Transportation signage that is used for directions along the trail; they should be incorporated with existing signage when possible. The sign would be placed at changes in direction and throughout long straight sections of the corridor; directional arrows would be used as part of this sign. Additionally, trail markers could be used off the trail to direct people to the Byway; this could include placement in adjacent villages, hamlets or parks.

The Scenic Byway logo, the repetitive and familiar sign, would be included on these trail markers to help people keep their course along the corridor. The following is a typical trail marker that would be located along the Scenic Byway:

Figure 2-7 –Typical Trail Marker



Potential Signage Modules and Costs

The signage along the trail has been developed into various categories. These include:

- Illuminated Gateway Signage, Point of Interest Signage and Trail Blazers
- Non-Illuminated Point of Interest Signage and Trail Blazers
- Trail Markers

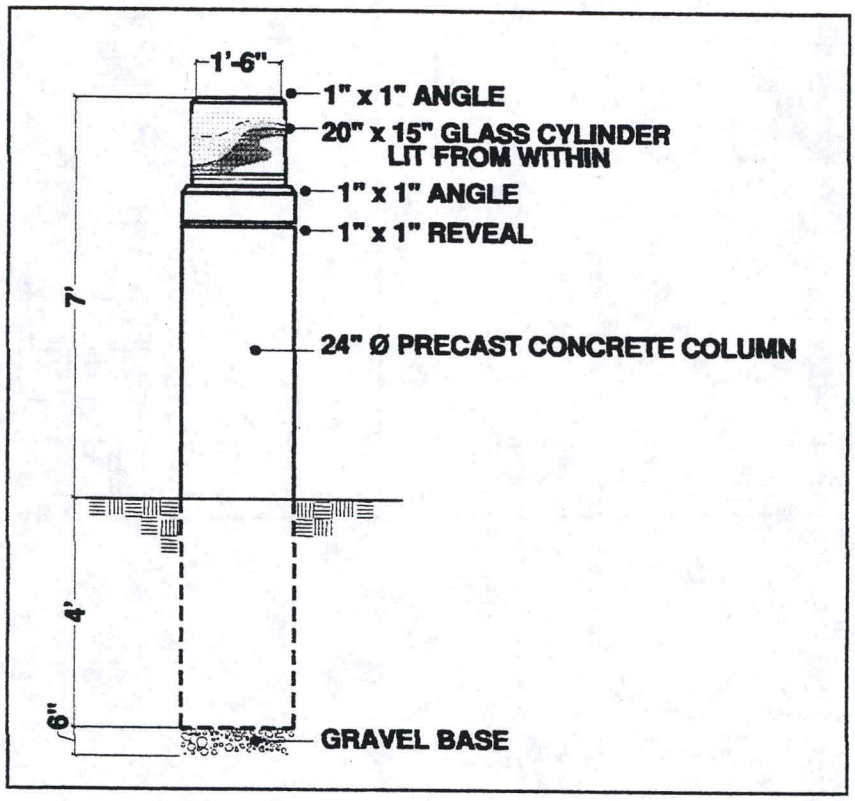
Illuminated Gateway Signage, Point of Interest Signage and Trail Blazers

The signage type for the Scenic Byway includes a lighted concrete module post, or beacon. On top of the post would be an interior lit glass cube that emanates the colors of the logo. The approximate height of the post and light would be seven feet. The illuminated sign cost would be approximately $3,500.00. If non-illuminated, this cost could be reduced.

For Gateways or Points of Interest, additional information could be added to the sign module. A traditional sandblasted wood sign would be added to the front of the concrete module and advertise the local businesses and attractions; these could be sold to the various businesses and attractions within the vicinity. The cost of these wooden additions to the module would be approximately $1,500.00.

The following is a typical detail for the illuminated signage along the Cayuga Lake Scenic Byway:

Figure 2-8 – Typical Detail of Illuminated Signage



Non Illuminated Point of Interest Signage and Trail Blazers

Because the illuminated sign may be cost prohibitive for some communities and businesses to install or inappropriate for the character of some areas, an alternative non-illuminated sign has also been developed for the Scenic Byway. The non-illuminated sign would be a wooden structure and would incorporate the logo developed for the Scenic Byway. The height of the sign would be approximately six feet.

The cost of a non-illuminated Trail Blazer would be approximately $1,500.00 while the cost of a non-illuminated Point of Interest sign would be approximately $2,500.00. The following is a typical non-illuminated Trail Blazer and Point of Interest sign for the Scenic Byway.

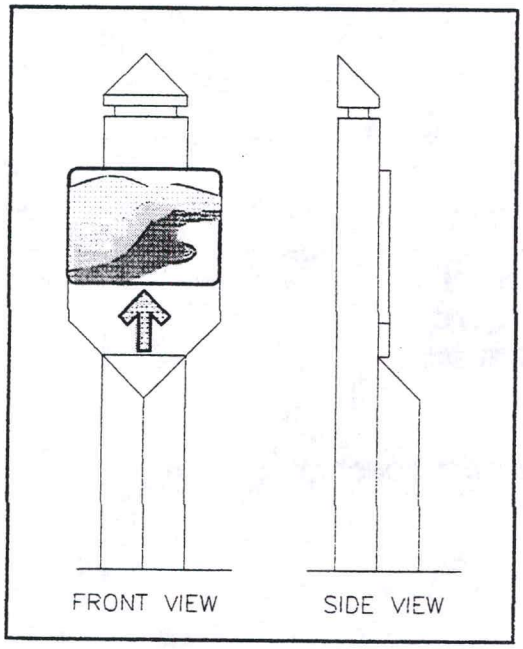
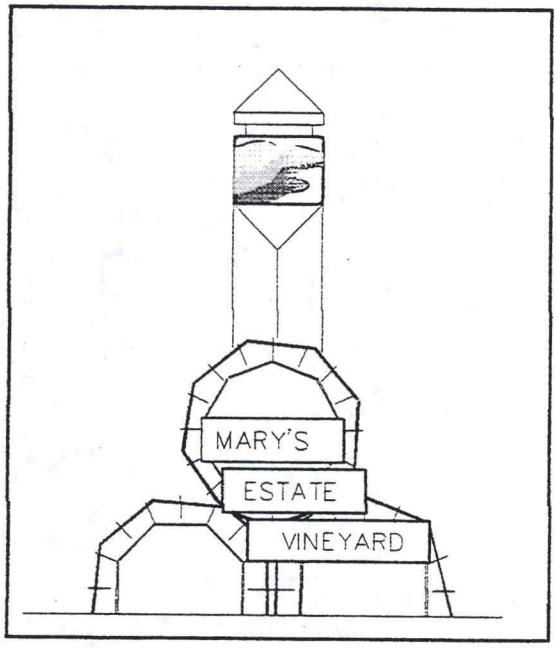



Figure 2-9 – Typical Non illuminated Trail Blazer and Point of Interest Signage