

TOWN OF
WATERVILLE VALLEY
NEW HAMPSHIRE

PEDESTRIAN VILLAGE REVITALIZATION STUDY

APPENDIX F - CASE STUDIES SUMMARY

PREPARED BY:



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CREATING A BRAND IDENTITY

ASPEN, COLORADO

The Aspen brand encompasses four distinct mountains and two municipalities (the City of Aspen and the Town of Snowmass Village), as well as numerous independent businesses that contribute to the experience of the place. A unified brand for the overall destination sits at the top of the “brand architecture” for Aspen, allowing individual entities (i.e. resorts, hotels, restaurants, etc.) to have a sub-brand of their own, while reflecting and reinforcing the core purpose of the overall destination to which they belong (i.e. Aspen with capital “A”). A central component of the success of the Aspen brand is the recognition that the brand must be brought to life across all customer touch points – creating a highly differentiated destination experience. Aspen Ski Company (the resort operator) consistently works alongside the resort municipalities and independent businesses to capitalize on the overall destination brand. An excellent example of this cooperation is Aspen-Snowmass Central Reservations, which markets and books 100% of the hotels in both Aspen and Snowmass and is one of the primary web presence’s for the destination brand of Aspen. Central reservations also books Aspen airfare, ground transportation and ski packages.



The City of Aspen and the Town of Snowmass Village are also packaged as a single destination. The aggregation of destinations has been a conscious effort on the part of both Aspen Ski Co. and the municipalities to create strong connections and customer associations between the ski areas, the City of Aspen, and Snowmass Village. Specific ski mountains and destinations within the Aspen-Snowmass area offer distinctive qualities that complement the overall destination brand. Lodging in Snowmass Village, for example, is almost entirely ski-in/ski-out with 95 percent of accommodation easily accessible to the lifts and trails of Snowmass skiing, while lodging in the City of Aspen provides more of a town center feel, providing immediate access to nightlife and après ski activities.

STOWE, VERMONT

The destination brand of Stowe, Vermont encompasses Stowe Mountain Resort, the resort village of Spruce Peak, and the historic Town of Stowe, which is about six miles from the resort. The brand strongly identifies with the historic character of the Town of Stowe – a quintessential Vermont village incorporated in 1763 – and the surrounding natural beauty and forest-blanketed mountains of the region. Spruce Peak, the resort, and the Town have established a high level of cooperation to promote an overall experience that is complementary of one another and ultimately contributes to the success of all three locations. The distinctive Stowe typography is replicated in the logos for the resort, all marketing materials of the Stowe Area Association (SAA), and even in the official Town logo. A signature red color is also shared across all the brands. The same font and color palate is often incorporated into the marketing and branding for many independent businesses in the region. In this way, the overall destination brand for Stowe is strengthened and the experience of place is extremely cohesive from a customer standpoint.



The SAA, both a tourism marketing organization and a chamber of commerce, promotes the Town of Stowe, the resort, and the surrounding area – encompassing the total destination. While Stowe Mountain Resort does its own marketing as well, a cohesive brand identity permeates the complete experience of the destination, both inside and outside of the resort. The SAA and the resort both provide a strong web presence for the destination, working to compliment, rather than compete with, each other. Stowe is proof for the appeal of knowing that you are in a place unlike any other, and of the connection and brand loyalty that knowledge can bring.

CREATING PEDESTRIAN CONNECTIVITY

QUECHEE LAKES, VERMONT

Quechee Lakes is a four season resort community of about 650 residents with many similarities to the Town of Waterville Valley. The community is nestled in the incredible mountain environment of the Ottauquechee River Valley and contains a variety of shops and restaurants, 19 condominium villages and over 600 single-family homes. It is also home to the small Quechee Lakes Ski Area. The resort village was initially developed in 1968, and since that time has continued to evolve and continue to embrace New England influences.

Prior to 2009 the “formalized” circulation routes in Quechee Lakes were very limited, with sidewalks only at the Village center and green. Other pedestrian circulation within the remaining Core area was more informal and primarily occurred in the road right-of-way, often along golf cart paths and/or service roads. This informal network was problematic and raised safety concerns, occasionally creating conflicts between pedestrians, golf carts, and cars. The width of the Main Street right-of-way, which was too narrow to include sidewalks, was another complicating factor. To address these pedestrian connectivity issues, the community embraced the existing informal use, creating an integrated system of primary and secondary circulation routes. The formalized or primary routes were focused within the village core area to support connection between various recreational and cultural facilities/amenities and parking areas, and secondary systems were created within common lands, adjacent to river banks, golf fairways and other ‘off-road’ alignments. The secondary routes provide additional pedestrian circulation throughout Quechee, and expand the multi-seasonal recreational network. The circulation system includes physically separated infrastructure such as sidewalks and multi-use paths, and bikeways along roads with the introduction of ‘share the road’ signage.

ARLINGTON, VIRGINIA

Arlington has made supporting safer walking and bicycling environments a priority within the city and boasts an integrated system of trails, sidewalks and cycling routes. The city has been recognized as a Gold-level Walk Friendly Community by the Pedestrian and Bicycle Information Center – one of only four cities nationwide to receive this designation – and is designated as a Bicycle Friendly Community by the League of American Bicyclists. Arlington has 46 miles of off-street, multi-use trails that are shared and enjoyed by bicyclists, pedestrians, runners, skaters, cross-country skiers, dog walkers, baby strollers, and people in wheelchairs. As these trails connect with sidewalks and other on road routes, It is incredibly easy to get where you need to go by foot or bike in Arlington. There are 4 trails in particular that create a loop around the center of Arlington that connects to almost every amenity in the city.

KEENE, NEW HAMPSHIRE

Keene is a small New Hampshire city with a big bicycle and pedestrian network. The city is home to Keene State College and Antioch University New England, and hosts tourists year round. Keene is interconnected with sidewalks, on-road routes, and multi-use paths. Supported by organizations such as Pathways for Keene and the City of Keene Bicycle / Pedestrian Path Advisory Committee, the City actively promotes the development and use of public bicycle and pedestrian pathways in the City. Sidewalks spread throughout the small city and trails connect the downtown to forested parks and active farms to accommodate all levels of experience and expectations. Trails include paved, gravel and natural surfaces to offer a variety of experiences.

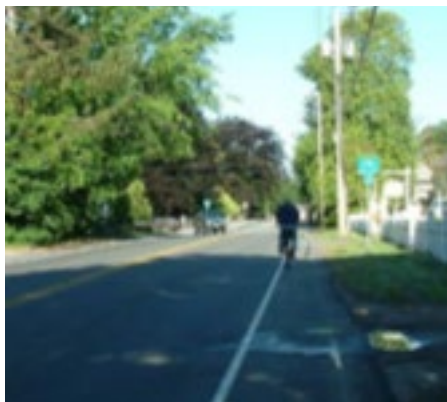
On-Road Bike Lanes

Successful on-road bike lane projects include both share the road and shoulder use conditions as recommended for Waterville Valley.

Case Study #1 – Share the Road
Providence, RI



Case Study #2 – Shoulder Use
Swansea, MA



Case Study #3 – Shoulder Use
James Madison University



Case Study #4– Share the Road
Keene, NH



Off-Road Multi-Use Facilities

The following are examples of successfully constructed off-road trails used for pedestrian and bicycle traffic. As shown, there is a mix of paved and non-paved trails. Paved trails have been implemented both with and without striping features.

Case Study #1
Windham & Salem, NH



Case Study #2
Arlington, VA



Case Study #3
Andover, Wilmot & Danbury, NH



Case Study #4
Keene, NH



Case Study #5
Barrington, RI



Case Study #6
Bolton & Manchester, CT



Case Study #7
Quechee Lakes, VT



Sidewalk Connectivity

Each of these communities have used strategic sidewalk improvements to enhance pedestrian connectivity and encourage revitalization.

Case Study #1
Quechee Lakes, VT



Case Study #2
Arlington, VA



Case Study #3
Keene, NH



CREATING A SHARED PARKING ENVIRONMENT

ASPEN, COLORADO

As a highly desirable resort destination and the primary source of employment for much of the surrounding region, the City of Aspen has a lot of demand for parking. To address this need, the City has implemented a comprehensive transportation plan and parking management system designed to decrease congestion, improve air quality and preserve the small town character of the community. Parking requirements for new development differ by use and are sensitive to the quality of pedestrian streetscapes and the commercial design guidelines prescribe a number of methods of accommodating on-site parking to achieve environments conducive to walking. Aspen has also used an “overlay district” in the code that substantially reduces the parking requirements in the “Aspen Infill Area,” where they want to encourage the most compact, walkable development. Aspen is also a leader in incorporating innovative transportation management strategies, which are implemented by a number of different organizations (local transit agency, non-profit, local jurisdiction, ASC, etc.) and successfully contribute to vehicle trip reduction and reducing the need for parking downtown.

To accommodate parking in the downtown, Aspen provides shared parking through extensive on street spaces and in shared private and public parking lots. The City provides 850 paid parking spaces on-street in the downtown and uses residential permit parking zones where on-street parking is restricted to residents, businesses, and commuters who obtain permits. To reduce parking demand and increase the efficient use of space, Aspen provides community bicycle parking throughout town and allows motorcycles and scooters to park for free. As a resort community, special factors such as events and seasonal demand are also considered. In addition to on-street, shared parking is also provided in the 340-space Rio Grande Parking Garage, which provides convenient covered parking that is only a short walk from Aspen’s downtown businesses

STOWE, VERMONT

Both the Town of Stowe and Stowe Mountain Resort, which is separated from the Town by about six miles, have implemented innovative parking policies, utilize shared parking, and have transportation demand strategies in place. Parking requirements for new development are respectful of the context of each zone within the Town and additional considerations are applied to encourage the creation of a walkable town core. Parking spaces for new development within town core districts are encouraged to use parallel parking or angle parking in the street or highway right-of-way to re-enforce an internal street network. Off-street parking in the core is encouraged in the rear of buildings (the side not fronting on public road) and large, uninterrupted expanses of parking are avoided. Driveway connections to parking areas on adjacent properties are required where feasible to allow for shared parking between properties. New parking requirements in the Village Parking Overlay District, which is served by shared use lots and transit, are reduced by 50%. The Town of Stowe also uses a number of transportation management strategies. For example, the Town and the resort partner to provide the free Stowe Mountain Road Shuttle that runs all day long between Stowe village and the mountain, connecting these destinations with many lodging properties.

Shared parking is provided in the Town of Stowe through an extensive on-street parking network in the town core and a public parking lot in the heart of the village bounded by School, Pond and Park streets. The lot, which is owned by adjacent businesses, is leased and maintained by the town. The shared parking environment in the town core creates a park once and walk environment, encouraging and facilitating walkability in the village. Shared parking is also used extensively at Stowe Mountain Resort, which has been named one of the Top 10 ‘No Car Needed’ Resorts in the world by onthesnow.com. Three large parking lots are provided at Stowe: Mount Mansfield, Midway Lodge, and Spruce Peak. While the lots provide easy access to different parts of the mountain, moving between the various areas is simplified with the Over Easy Transfer Gondola. The design of the resort is very conducive to walking – even in snow boots.

IMPROVING THE STREETScape

ST. ALBANS, VERMONT

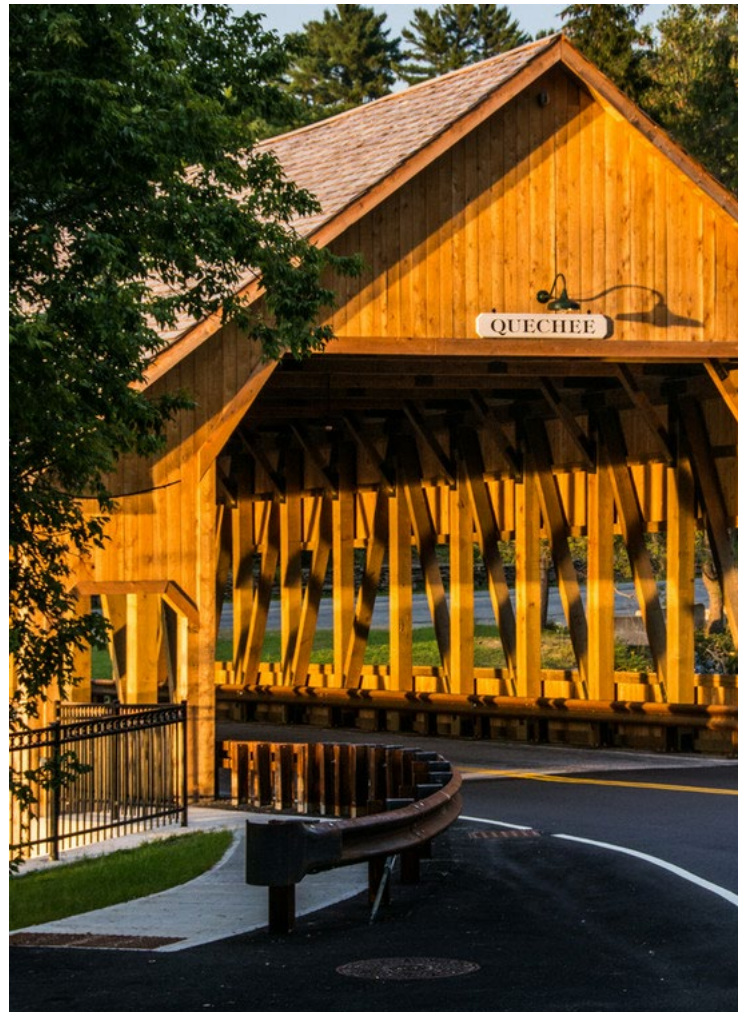
St. Albans is a small City of about 7,000 residents in Franklin County, Vermont. With an established vision for a revitalized downtown, the City completed a Master Plan for streetscape improvements that would foster economic growth and vitality in the district in 2009. Through the Master Plan, the community coalesced around a common vision for completing physical improvements to the historic downtown that communicate a compelling sense of place, encourage pedestrian activity, and attract outside investment. In 2012 the City began implementing this vision by constructing pedestrian-scale lighting, replacing street trees, improving sidewalks, encouraging outdoor dining, and instituting traffic calming measures. Wayfinding, community branding, and parking were also addressed. While the primary goals of the streetscape improvement are economic vitality and place making, the City sought to accomplish these goals using the most sustainable solutions possible, particularly with regard to managing stormwater in an urban setting and incorporating Traditional Urban Form (New Urbanist) design principles. Armed with a clear vision for the future, sound planning principles established through a collaborative process, and thoughtful design, the community has brought beauty, street life, and general vitality back to the downtown.

Following the 2012 construction, the first phase of the project received an Honor Award at the 2012/13 VT ASLA Public Space Awards. The first phase has been so successful, this year the City is focusing on an extension of the streetscape improvements further along the historic main street with plans for additional phases throughout downtown. The on-going effort in St. Albans has improved the quality of life and walkability within the City, while creating a vibrant downtown that supports local businesses and community life. The use of simple, beautiful, and cost effective pedestrian improvements that incorporate traditional New England design make it an excellent case study community for Waterville Valley.



QUECHEE LAKES, VERMONT

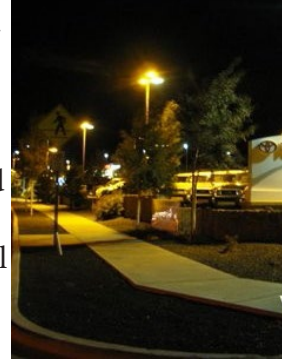
Quechee Lakes is a four season resort community of about 650 residents with many similarities to the Town of Waterville Valley. Located in the town of Hartford, Vermont, the village contains a variety of shops and restaurants, 19 condominium villages and over 600 single-family homes. The community is nestled in the incredible mountain environment of the Ottauquechee River Valley and seeks to preserve the rural lifestyle and natural setting of the community. It is also home to the small Quechee Lakes Ski Area. The resort village was initially developed in 1968, and since that time has continued to evolve and further embrace New England influences. In 2009 the village recognized that family and multi-generational ownership was becoming an increasing part of the community fabric at Quechee Lakes and that pedestrian safety and circulation were key components in promoting a family-oriented environment. At the time, sidewalks and other pedestrian infrastructure were very limited in Quechee Lakes – even in the Core area. This lack of pedestrian accommodations often forced walkers and bikers to share narrow roads with vehicles, creating safety and connectivity concerns. To address this concern the community has made sidewalk, streetscape, and traffic calming improvements including signage, paving, striping, visual accent bands, and pedestrian lighting. These streetscape improvements have made Quechee Lakes safer for pedestrians, while enhancing the attractiveness of the community and reinforcing the rural Vermont village atmosphere of the community.



IMPROVING LIGHTING WITHOUT SACRIFICING DARK SKIES

FLAGSTAFF, ARIZONA

As a home to two nationally important observatories, light pollution has long been a concern in Flagstaff which has been dubbed the “the Skylight City.” In 1958 Flagstaff adopted the first lighting ordinances to prevent the rapid deterioration of the night sky for astronomical research and in 1989 innovative lighting codes were developed for Flagstaff and Coconino County that were the first in the world to restrict the amount of light permitted in outdoor lighting. These codes, which apply to new construction as well as all existing lighting in the City, aide in minimizing artificial sky glow and conserve energy with a goal of protecting the nighttime environment. Flagstaff’s very developed and specific lighting ordinance ensures both flexibility and ultimate control over the lighting used in the City (see Appendix).



Flagstaff has a relatively large population and a large stake in preserving the night sky. It also has a lot of reasons to need outdoor lighting including a bustling downtown, a relatively large university, and its function as a distribution hub for companies such as Nestlé Purina PetCare and Walgreens. In addition, Flagstaff plays host to droves of tourists who need adequate lighting to navigate and feel comfortable in unfamiliar surroundings. To accommodate all these needs for lighting, Flagstaff provides both pedestrian and vehicle-scale street lighting, allows businesses to illuminate their outdoor spaces and signs, and allows residential and multi-family properties to adequately light their properties – it simply does so by regulating the amount of light that is used in each case and by ensuring that the lighting that is used directs all (or nearly all) of the light where it needs to go by requiring the use of “full cutoff lighting.” If such a large city can protect its dark sky while accommodating all the lighting needs of its residents and guests, it is certainly achievable in Waterville Valley.

NEW HAMPSHIRE

There are over 30 New Hampshire communities that have incorporated broader outdoor lighting regulations that specifically address preservation of dark skies, either in the form of zoning or other ordinances or in planning board regulations. In larger towns, lighting regulations may need to be more detailed and varied, but for most New Hampshire towns effective outdoor lighting regulations may be comparatively brief, simple and uniformly applicable throughout the town. This is likely the case in Waterville Valley. The following examples of outdoor lighting regulations illustrate the range of detail and scope currently found among New Hampshire communities:

Peterborough

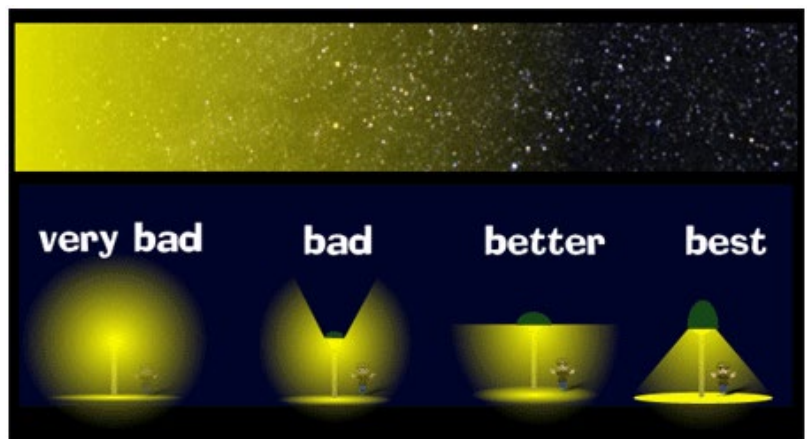
Peterborough is a town of approximately 6,000 people in Hillsborough County. Although relatively small, the Town has instituted detailed and comparatively complex lighting standards that prohibit all upward lighting and set differing maximum levels of outdoor illumination in commercial and village areas. Outdoor lighting provisions are provided in Peterborough’s zoning ordinance and apply to all new development.

Raymond

The Town of Raymond in Rockingham County has a population of about 10,000 residents. The Town uses site plan review design standards that apply to all commercial and multi-family developments to regulate lighting, but do not apply the standards to single-family residences. The standards require the use of full-cutoff light fixtures, with no upward lighting allowed.

Shelburne,

Shelburne is a town of 372 residents in Coos County. Shelburne provides an example of how a simple lighting ordinance might be implemented in Waterville Valley. Requirements for outdoor lighting in Shelburne are as follows: “All outdoor lighting shall be controlled to minimize the spillover of light onto adjacent properties. All outdoor area (non-decorative) lighting shall be aimed below the horizontal plane except for non-directional residential lighting such as porch, driveway and walkway lights.” Although brief, this regulation addresses light trespass and preservation of dark skies without being needlessly complex.



RE-ENGAGING THE WATERFRONT

SILVERTHORNE, COLORADO

Silverthorne is a small community at the heart of Summit County, Colorado, which is home to four premier ski areas: Keystone, Arapahoe Basin, Breckenridge, and Copper Mountain. The community has historically been home to many locals within the County, and has favored more auto-oriented retail development. However, the town has recently embarked on a new vision for the community that will create a commercial destination in Silverthorne that is walkable, compact, includes mixed uses, and fosters a variety of businesses. Central to this vision are the Blue River and the Blue River Trail, which wind through the community past many of the existing civic and commercial spaces. As a Gold Medal Trout Stream, the Blue River attracts many visitors to the community. The community embraces the Blue River as a big part of the town's identity and recognized the potential for this important resource to provide the framework for establishing the vision for Silverthorne.



The envisioned Town Core is centered around creating a “crossroads” at State Highway 9 and 4th Street, with an emphasis to invite the Blue River into the heart of the community. The Blue River and Trail are sensitively integrated into the built environment to stitch together to community's assets, with green spaces, outdoor plazas, and outdoor seating lining the river and trail to infuse energy and activity throughout the Town Core. Spaces to view and access the Blue River are a priority for redevelopment. Recreation in and around the river is also promoted through the integration of fishing and boat access points, children's play areas, and the multi-use path. Alternative crossings, such as a zip line or a hand-powered cart, are envisioned for the community to ensure memorable connections with the river for visitors and residents alike. Associating the town's built environment assets with the natural centerpiece of the community – the Blue River – provides an opportunity to build upon Silverthorne's reputation as a year-round destination for recreation and enjoyment of the outdoors, drawing more and more people to the community.



PITTSFORD, NEW YORK

Since its incorporation in 1827, the development of the Town of Pittsford, NY has focused on its connection with the Erie Canal. For more than an hundred years the canal brought goods in and out of the town, making it the economic driver for not only Pittsford, but the whole region. As the canal transitioned from an active commercial transportation route to a primarily recreational and leisure transportation resource, Pittsford maintained its economic and cultural connection to the canal by redeveloping parts of downtown to engage the waterfront in a new way. In the center of the town, many industrial and manufacturing uses along the canal were replaced with commercial and recreational uses. The Erie Canalway Trail, which stretches for 400 miles across New York, was built upon the old towpath used by cattle towing barges in 19th century. The Schoen Place commercial district was built, which is just as accessible by car as it is by bike or boat. Schoen Place is home to several restaurants, a brewery, a variety of retail stores, and other local businesses. With a visitor's center, boat landing, canal park, and public pavilion Schoen Place also serves as a stopping point for visitors on trips along the canal and canal trail, as well as a favorite evening destination for residents of nearby Rochester.



CREATING AN INTEGRATED TRANSIT SYSTEM

CRESTED BUTTE, COLORADO

Crested Butte is a Colorado ski town that has retained the small town charm and adventurous soul that sets it apart from other mountain locations. With no traffic lights or chain stores, the genuine nature of the community and the pristine surroundings are at the forefront of the experience of the place. Crested Butte is known for having one of the best shuttle systems of any ski town in the US, allowing residents and visitors to enjoy the mountain, town, and nightlife while letting someone else do the driving. The Crested Butte Town Shuttle and Crested Butte Mountain Express run the 3 miles between Mt. Crested Butte and the historic town from many convenient locations in the surrounding community. Condo Loop and Outer Condo Loop Shuttles also depart from Town Center throughout the day in the winter. The transit stops are well planned and integrated into the built environment of the community and the free bus service provides very convenient year-round transportation for visitors and residents of Crested Butte and Mt. Crested Butte. The system is funded by a portion of sales taxes collected by the towns and a portion of admission taxes collected by Mt. Crested Butte, as well as State and Federal grants.



LOON MOUNTAIN, NEW HAMPSHIRE

Loon Mountain is one of the busiest ski resorts in New Hampshire, with outdoor recreation activities offered throughout the year. Loon was recently voted the most accessible resort in the east by readers of Ski Magazine, in part due to the excellent free bus system provided through the resort and surrounding area, taking guests directly from the base of the ski hill to area hotels, lodges, and condominiums. The transit system takes advantage of demand cycles, varying service throughout the day and season with a predictable, established schedule. To allow flexibility in the route, and to serve all properties in the village area, one bus in the fleet operates on an on-call basis only. In addition, the transit stops at Loon are sensitive to the built environment and seamlessly integrate with the streetscape and uses of the surrounding buildings. All these factors create a reliable and convenient mode of travel for everyone in the village.



CREATING A DIRECT RESORT LINK: THE GONDOLA

MOUNTAIN VILLAGE, TELLURIDE, COLORADO

Mountain Village is the resort community that lies at the base of Telluride Ski Resort, about 8 road miles from the historic mining town of Telluride in southern Colorado. A very unique aspect of Mountain Village is the free gondola that transports visitors and residents from the Town of Telluride to the heart of the resort village. The gondola linking the two communities is jointly operated by the incorporated resort village and the Town of Telluride. Running daily from 7 am to midnight, the 13-minute gondola ride eliminates the 20-minute, 8-mile drive between both towns. The gondola operates roughly 287 days each year with routine maintenance scheduled during off-season months. Bus service is also provided throughout the year. Approximately 2.25 million passengers ride the gondola annually and over 26 million riders have been transported since its opening in 1996. In addition to the gondola, the Town of Mountain Village also provides a high speed chairlift referred to as the “chondola” for public transportation. The chondola is a condensed version of a gondola cabin supporting four passengers at a time during the ski season months, and providing access between the town center and the Meadows neighborhood in Mountain Village.

BRECKENRIDGE, COLORADO

The BreckConnect Gondola connects the Town of Breckenridge to the Peak 8 base area of Breckenridge Ski Resort. The gondola carries eight passengers and takes about ten minutes to complete the full length, with a capacity of about 3,000 passengers per hour. Two mid-stations are provided along the 1.5 mile ride, which traverses the pristine Cucumber Gulch a wildlife habitat, one at the base of Peak 7 and one in the Shock Hill residential area. The gondola is within a minute or two walk of Main Street in Breckenridge and most of downtown is located within 5-7 blocks of the gondola. In addition, the gondola allows skiers to park in town near Main Street and take the gondola in order to access the mountain and ski trails. The free gondola operates from 8:30 am to 4:30 pm in both the summer and winter with seasonal hours in the shoulder seasons. In the winter skiers and snowboarders can download on the gondola at the end of the day or take the Skyway Skiway trail back to the parking lot.

Since its completion in March 2006, the BreckConnect Gondola has brought more attention to Breckenridge Ski Resort and has increased real estate activity in the town by creating highly desirable ski-in properties; the Breckenridge gondola rises above luxury homes and makes a stop in the prestigious Shock Hill neighborhood, where residents can step on and off the gondola and ski back to their Breckenridge homes.

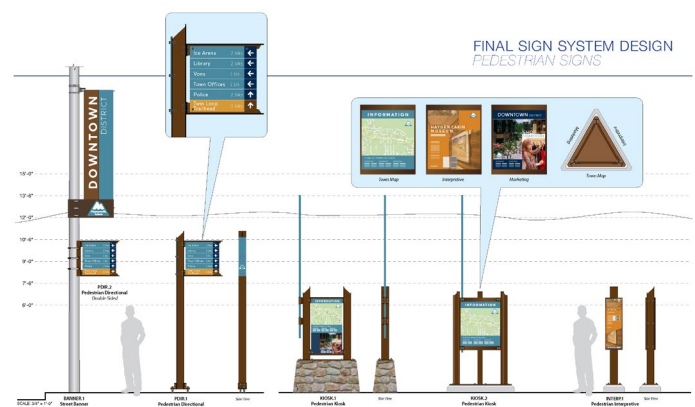


EXPLORING A DESTINATION THROUGH WAYFINDING

MAMMOTH LAKES, CALIFORNIA

Mammoth Lakes is the only incorporated community in Mono County, California, surrounded on all sides by the Inyo National Forest. As a mountain resort community, Mammoth Lakes' economy is primarily tourism-based, creating a strong need for effective wayfinding and consistent community branding. The Mammoth Lakes Wayfinding Plan and resulting signage has been very effective at both branding the community and directing travelers. The signs incorporate the branding and identity standards for the community, which transcend mediums extending from the web, to printed materials all the way through to the built environment, and provide a seamless journey for visitors as they transition from State Roads to their destination in the Town of Mammoth Lakes.

The wayfinding signs use an “information hierarchy” to organize community gateways, routes, districts, and destinations. Vehicular signs lead visitors from the State Highway to the Town gateways. A sense of arrival at the gateways is achieved through a variety of elements which welcome visitors to the Town, including architectural elements, public art, lighting, landscaping, and of course signage. From the gateways the next order of vehicular signs direct travelers to destinations and districts like bread crumbs along a path. Once at a destination or district, vehicular arrival signs alert users that they have reached their destination. Another level of vehicular directional signage provide trailblazing to surrounding parking. Finally, parking arrival signs are provided. When street parking is the primary option, people are directed to the front door of the destination to allow the visitor to circle the block to find parking. Once travelers have left their cars, a series of pedestrian oriented signs complete the wayfinding system. Pedestrian scale signs are smaller (not visible from a vehicle) and direct travelers to second tier destinations, paths, nodes or clusters. Informational Kiosks at parking areas function much like a directory at a mall and provide options for multiple types of information, as well as cross-marketing of Town activities and events. Pedestrian directional signs trailblaze pedestrian or bike routes and orientation maps are provided at destinations, trailheads, and lodging. The kiosk and orientation maps become standard artwork that is used for print, web and other media. Departure route signs provide clear pathways to the nearest roadway from the many destinations within the Town of Mammoth Lakes.



OSSIPEE, NEW HAMPSHIRE

Ossipee is a town of about 4,300 residents in Carroll County, New Hampshire. The Town of Ossipee includes several villages and has long been a tourist destination, particularly in the summer. Ossipee has been in the process of redeveloping Ossipee Center as a vibrant pedestrian village since 2005. In addition to the signage and wayfinding improvements discussed below, public and private investment in buildings, streetscapes, parks, and sidewalks has also contributed to this effort. The Ossipee Wayfinding Plan directly addresses community branding and identity – creating a logo, tagline, font, and color scheme for the town brand and the signs. Although less complex than Mammoth Lakes, a hierarchy of sign types was created. Major gateway signs are provided on major roads where they enter the corporate boundaries of the town. Smaller, simpler and less costly “secondary gateway signs” are placed on local roads as they cross into Ossipee from adjacent communities. Vehicular directional signage guides travelers from the major state routes to three primary villages through a series of simple, smaller, strategically placed signs. These signs incorporate a simplified version of the major gateway signs (which reinforces the town brand) and only the name of the village to which directions are being given. Finally, activity and commercial destination signs provide arrival information.

The Ossipee Wayfinding Plan is much less complex than the Mammoth Lakes Wayfinding and Signage Plan, but it is an excellent example of an effective wayfinding system that was implemented at a relatively low cost. Although the Ossipee Plan did little to address pedestrian wayfinding, a project of similar scope could be undertaken in Waterville Valley that focuses more on pedestrians and transit.

