





#### INTRODUCTION

Craig Berger | Fashion Institute of Technology India Adolfsson | T-Squared Design Inc. Jeff Frank | Corbin Design Moira O'Polka | Corbin Design Shelley Steele | Corbin Design Gail Wittwer-Laird | Starr Whitehouse Paul Dudley | ID Signsystems

#### THE BOOK

#### URBAN WAYFINDING PLANNING AND IMPLEMENTATION MANUAL





#### **THE BOOK**

#### THE TRAIL SIGN MANUAL: A PLANNING GUIDE FOR PARKS AND TRAILS SIGNAGE



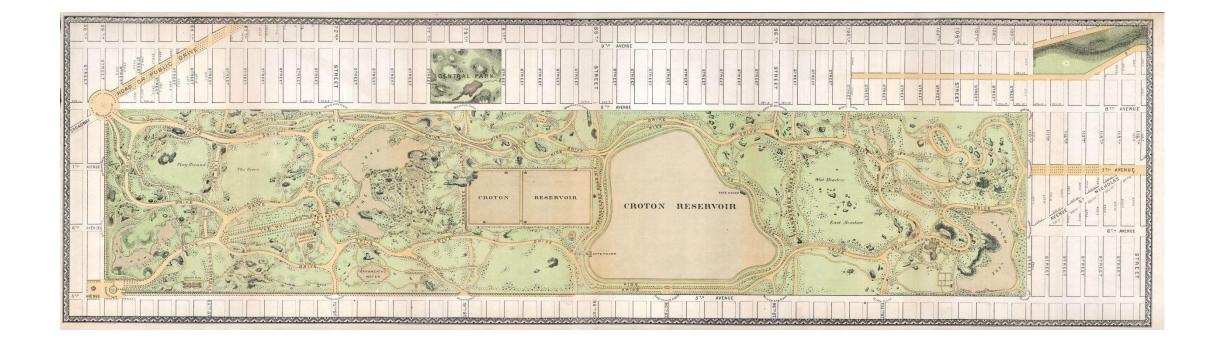
SIGN RESEARCH FOUNDATION"

UBLISHED 2023

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#### **Know Your History**





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# **Build Community**

#### **KEY THEMES**

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## **Theatrical Platform**



BOXERS' TRAIL



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EXPLORE · · · · ·



# **Tell A Story**

#### KEY THEMES

## **Explore Opportunities**

#### TRENDS

# Infrastructure

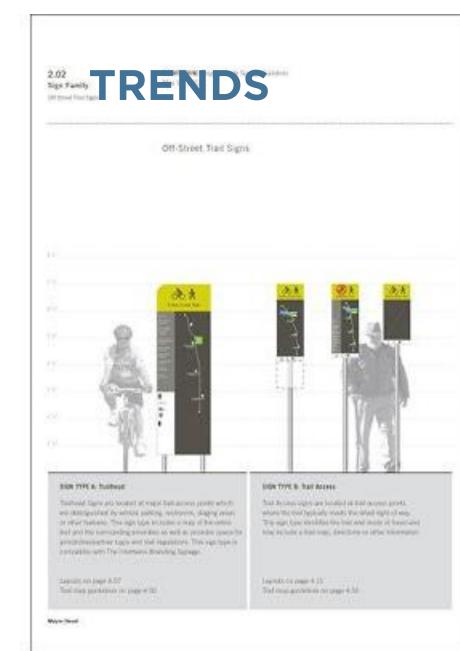
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## TRENDS

# PARK LEE

#### **Cultural Storytelling**





## TRENDS

# **Development Anchor**

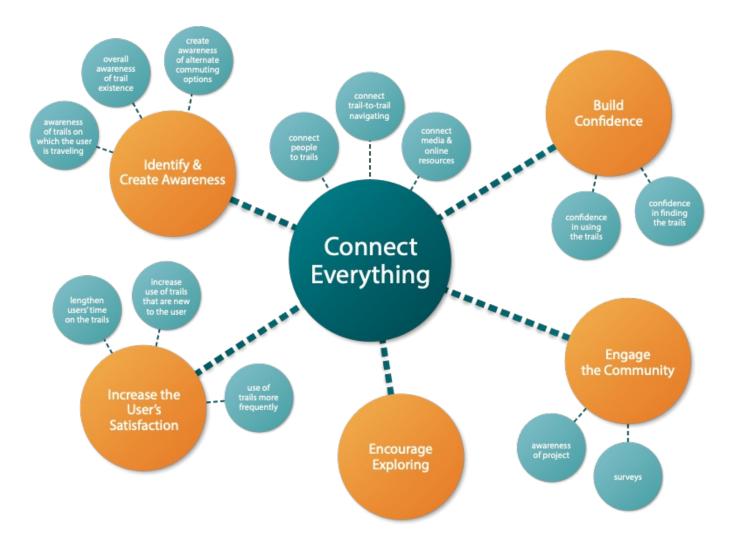
# PLANNING AND DEVELOPMENT

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Case of Case o

#### Jeff Frank | Corbin Design Moira O'Polka | Corbin Design Shelley Steele | Corbin Design

## Identify Project Goals







## Project Goals – Lake County, IL

- Develop signage design standard that they can implement internally
- Present information in clear and consistent way
- Rebrand the trail system to be more inclusive of the various users
- Identify connections to additional trails, destinations, and amenities
- Identify ownership and maintenance of specific trail segments



#### System Rebrand – Lake County, IL







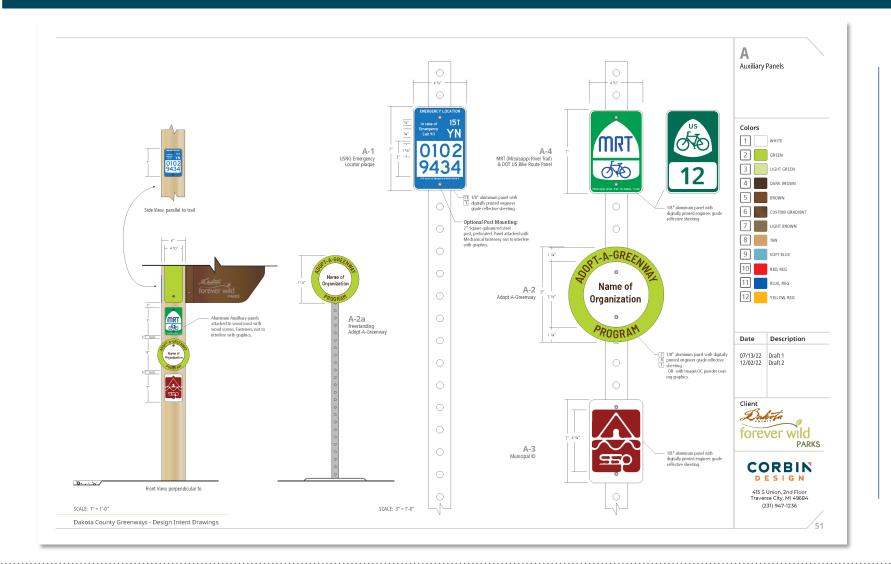
## Coordinate with Partners / Jurisdictions

- Local Municipalities
- County Departments
- City Recreation Departments
- Department of Natural Resources
- Department of Transportation
- Forest Preserve
- Local Bike/Race Clubs
- Community





## Integrate Co-branding of Existing Systems



CORBIN

DESIGN



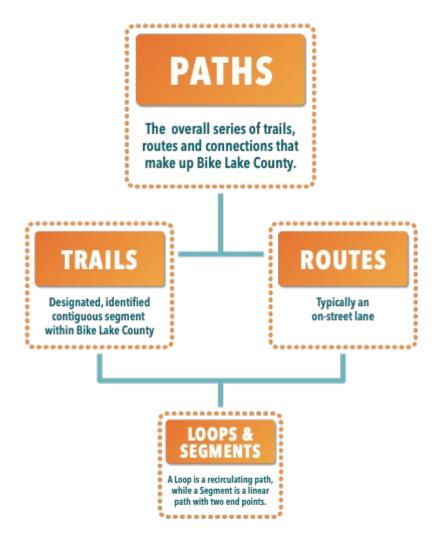
## **Evaluate Trail Types & Conditions**

- On Street
- Paved
- Unpaved
- Loops
- Segments
- Seasonal Use





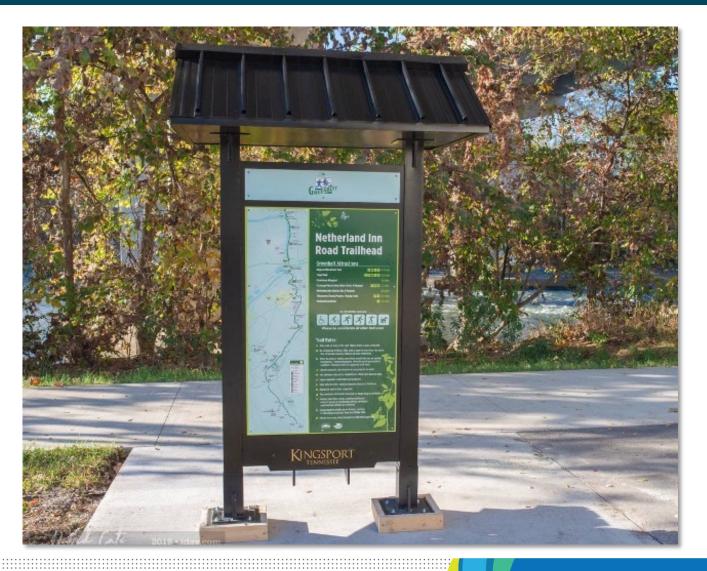
## Establish Terminology / Naming Strategy



Trailhead Name	Location	Partner Agency	Overview/Notes
Minnesota Riverfront Trailhead	Riverfront Park	Burnsville – Riverfront Park	Google Minnesota River Greenwa Blackdog Trailhead
Nicols Trailhead	Nicols Road	MN DNR – Casperson Landing (north), Fort Snelling State Park	Other options include: "Blackdog or "Casperson"
		USFWS - Minnesota Valley National Wildlife Refuge, Blackdog unit	DC Map needs to be updated
Lone Oak Trailhead	Lone Oak Road	MN DNR - Fort Snelling State Park	
Big Rivers Trailhead	Confluence of MN and Miss Rivers, CCC overlook	MNDOT, long-term lease	
Lilydale Trailhead	Lilydale Pool and Yacht Club	None	Also referred to as the "Lilydale Yacht Club" trailhead
Mississippi River Gre	enway - Trailh	iead Names	
Trailhead Name	Location	Partner Agency	Overview/Notes
Kaposia Landing Trailhead	Kaposia Landing	South St. Paul -Kaposia Landing Park	Not currently a County Trailhead but likely to be in the master plar update. Not supported consistently – restrooms not ope in winter
Wakota Bridge Trailhead	Wakota Bridge Verderosa Road	DNR – Public Water Access South St. Paul Community Garden	May be developed into a city waterfront park in the future
Swing Bridge Trailhead	Rock Island Swing Bridge	Inver Grove Heights – Swing Bridge Park	
Pine Bend Bluffs Trailhead	Pine Bend Bluffs SNA	MN DNR – Pine Bend Bluffs SNA	
Spring Lake Park Reserve Fahey Trailhead	Fahey Ave. Archery Lot	None	Alternately could be called the "West" trailhead, Lower Trailhead
Spring Lake Park Reserve Fischer Trailhead	Fischer Ave	None	Alternately could be called the "Bison" trailhead, or "Central" trailhead
Spring Lake Park Reserve Schaar's Bluff Trailhead	Schaar's Bluff	None	
Hastings Riverfront Trailhead	Downtown Hastings, Levy Park	City of Hastings – Levy Park, and RiverWalk	
<b>River to River Green</b>	way - Trailhea	d Names	
Trailhead Name	Location	Partner Agency	Overview/Notes
Lilydale Trailhead	Lilydale Yacht Club	None	
Marthaler Park Trailhead	Marthaler Park	West St. Paul - Marthaler Park	Butler Trailhead (?)

#### **Determine Users to Manage Expectations**

- Various User Types
- ADA Compliancy
- Universal Design





#### Conduct User Research & Site Work





of respondents use the trails for RECREATION & EXERCISE

......



of trail users are CYCLISTS













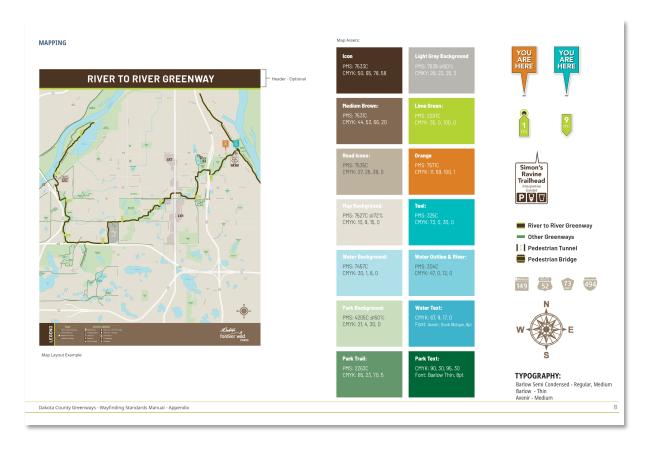
## Establish Symbol Usage Standards

SYMBOLS	Typical Symbol Spacing	Graphic	
REGULATORY Regulatory	E NAHFERRANCESE	Standards Symbols	
AMENITIES Primary Methodshere	$\left[ \begin{array}{c} \hline \\ \hline $	WHITE GREEN GREEN LIGHT GREEN DARK BROWN S BROWN G CUSTOM GRADIENT	
ACTIVITIES Secondary finginities	$\left[ \begin{array}{c} \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\$	COSTANT MRADURAT COSTANT COSTANT MRADURAT COSTANT C	
Park (PARK)	$\begin{array}{ c c c c c c c c c c c c c c c c c c c$	11 UUL, REG	
Portage	$ \underbrace{ \left  \begin{array}{c} \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\$	Date     Description       07/13/22     Draft 1       12/02/22     Draft 2	
Historic/Caltural Site HCS		Client Dubto forever wild PARKS	
Trash (TR) Dakota County Greenways	Image: Second	LESIGN JESUNION, 2Nd FLOOR Traverse City, MI 49684 (231) 947-1236	



#### **Develop Mapping Standards**







#### Test Route – Validate Design

**Test Route Sign Design Final Sign Design** 15"x 30" 18"x 40" Increased size of sign panel Increased "Lake County" text in Explore Lake County logo and increased size of the logo Explore The Sounty Increased text size by 20% Explorentation ↑ Middlefork Middlefork Trail Changed the specification on Trail the reflectvity ↑ Skokie Valley ↑ Skokie Vallev Improved contrast (darker greys) Path Path Robert ↑ Robert McClory Changed the color of the McClory trail name to white Bike Path Bike Path 5.75 Specify screw hole locations 5.75 North Shore Path de Labellourie North Shore Path Use full Division of Transportation Logo C LakeCount Modify corner radius

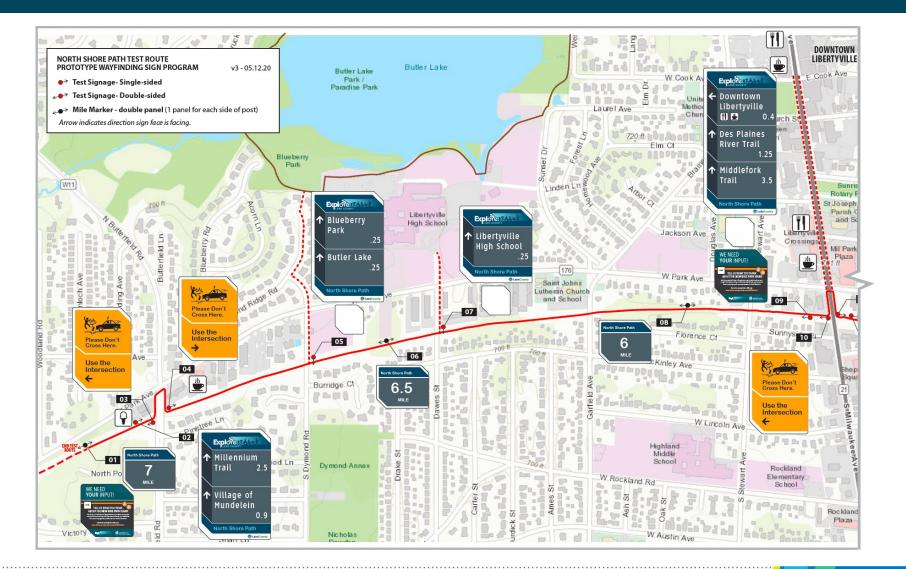
SIGNRESEARCH.ORG

- Install in select area
- Evaluate the legibility, contrast, size, materials, colors, etc.
- Gather input from users
- Adjust design based on feedback

CORB N

DESIGN

#### Test Route – Validate Programming





#### **Develop Standards Manual**

- Sign Type Array
- Fabrication & Installation Specifications
- Sign Location Guidelines
- Set Back Guidelines
- Sign Programming
- Design Template Layouts
- Cost Estimates
- Phasing/Maintenance Plan
- Fabricator Recommendations



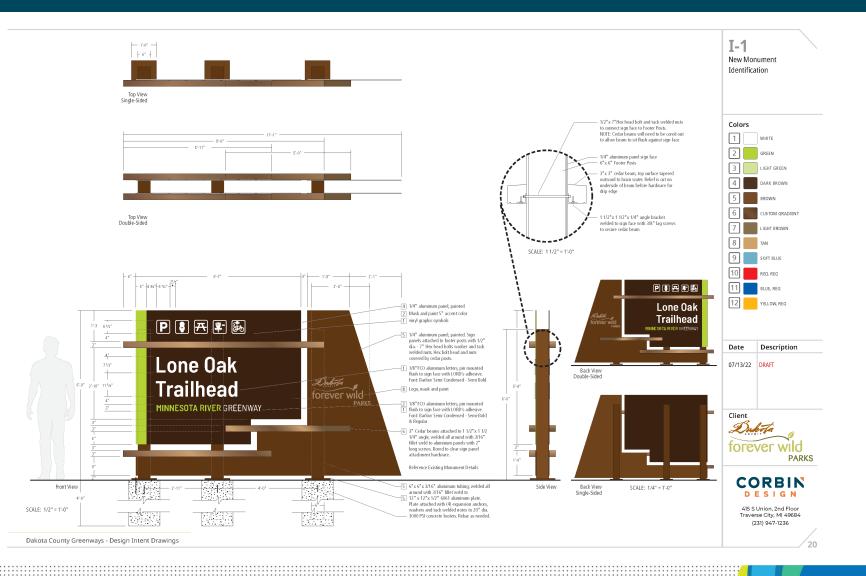


# Sign Type Array



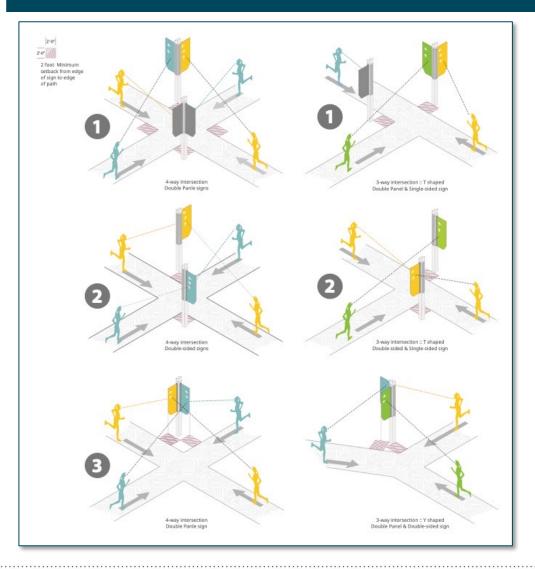


#### **Fabrication & Installation Specifications**

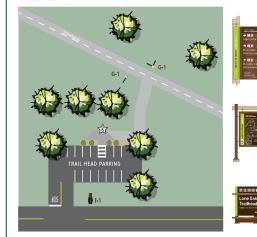




## Sign Location Guidelines



#### TRAIL HEAD WITH PARKING

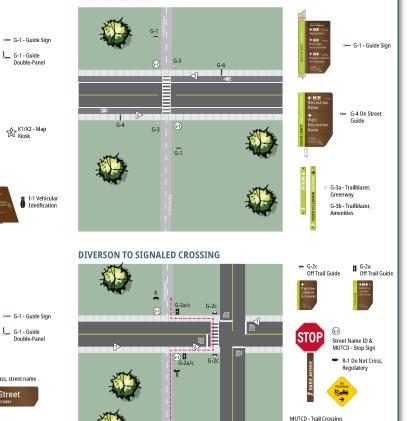


UNDERPASS WITH STREET CONNECTION



#### STREET CROSSING

L G-1 - Guide



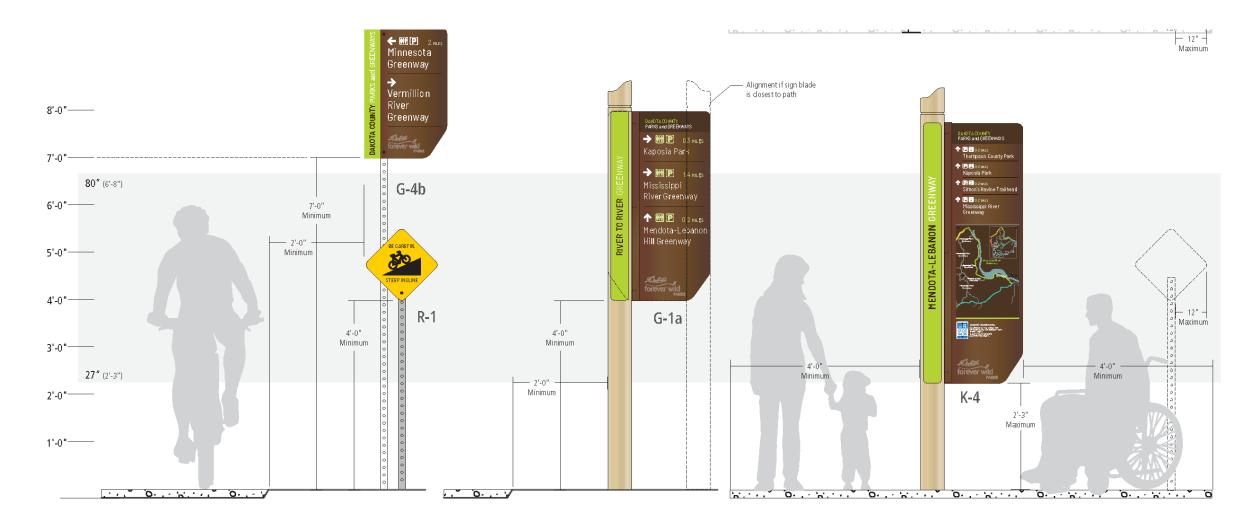
#### CORBIN DESIGN

#### SIGNRESEARCH.ORG

Optional. per MUTCD section 9B.18

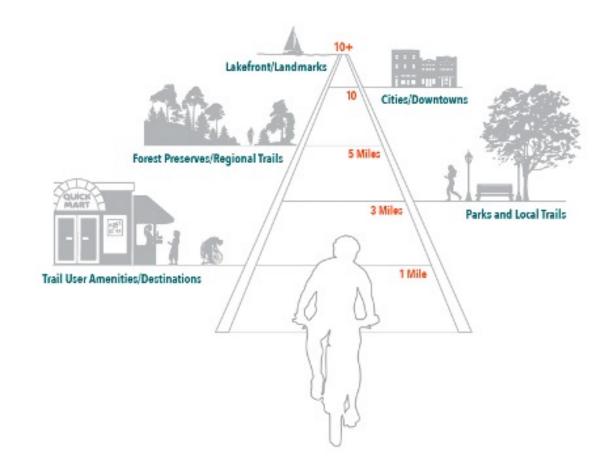
TRAIL X-ING

#### Set Back Guidelines

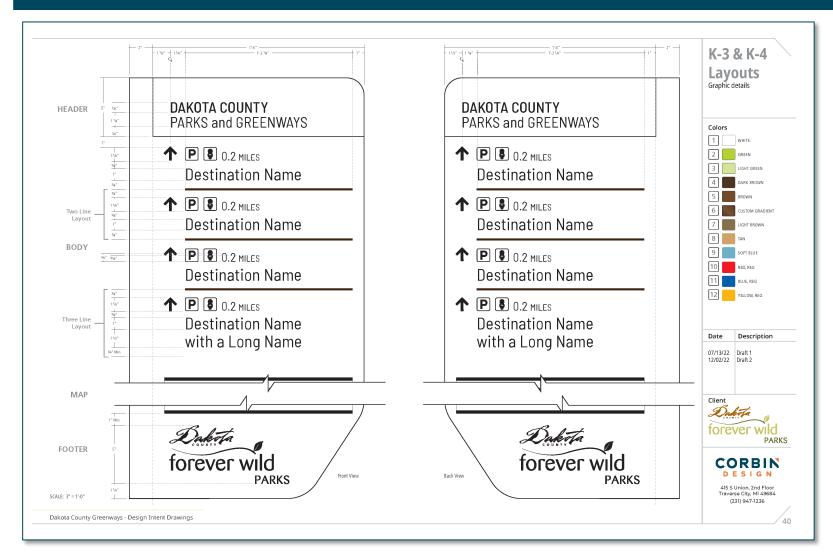


# Sign Programming

- Destinations to include:
  - Be relevant for trail users
  - Consider amenities like restrooms, picnic areas, bike repair stations, etc.
  - Be open year-round
  - Be a public or not-for-profit destination
- When and where to include each type of messaging (see right)
- Order of messaging
  - Left, Right, Straight
  - Alphabetical within arrow group



## **Design Template Layouts**





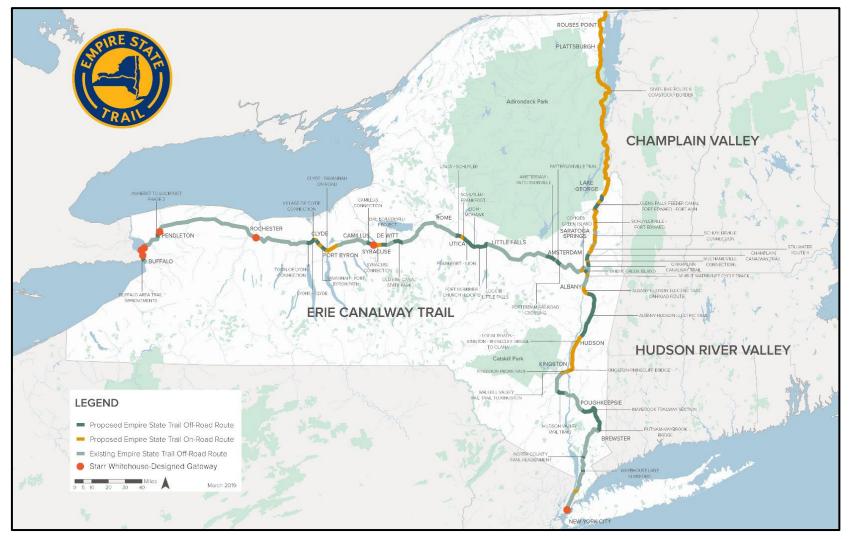


# EMPIRE STATE TRAIL PLANNING AND DESIGN

#### Gail Wittwer-Laird | Starr Whitehouse

- AL

#### **Empire State Trail Design Guide & Gateway Implementation**







### **Empire State Trail Design Guide & Gateway Implementation**





## **Empire State Trail Design Guide & Gateway Implementation**

EMPIRE STATE TRAIL - DESIGN GUIDE

**BRAND FORMATION** 

One of the most important functions of the brand is to provide a cohesive look and feel for materials and messaging while respecting the existing brand of sections of the trail. This will be accomplished through hierarchy of brand and the addition of brand blazes to existing signage. The Champlain Canal Greenway, Hudson River Valley Greenway, and Erie Canalway are already recognizable brands within the Empire State Trail and will be the primary brand along those sections of the trail and the Empire State Trail brand will be secondary. See Wayfinding + Signage Chapter for brand placement on signage.





### EST Gateway Implementation – Engaging Stakeholders

- Client: Hudson River Valley Greenway / Empire State Development
- Donor: Ralph C. Wilson Foundation
- Local Stakeholders:
  - NYS State Fair, Syracuse, NY (Implemented by the Office of General Services)
  - Mayors of Tonawanda & Lockport, NY
  - Genesee Valley Park, Parks Department, Rochester, NY
  - Office of Parks Recreation and Historic Preservation (OPRHP), Buffalo, NY













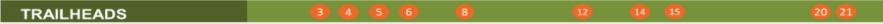
## Empire State Trail Gateways – Establishing a *Flexible* Kit of Parks

#### Trail Design

EMPIRE STATE TRAIL - DESIGN GUIDE

	(jennal)						EURNISHINGS ackless & Backs s (As required)				(As required)	AMENITIES sceptacles ng Fountain						PLANTING				
EMPIRE STATE TRAIL AMENITIES BY SITE TYPE	-	Kiosk-Double Panel	Kiosk-Single Panel	Vehicular Entry Sigr	Interpretive Sign (Op	Trail Directional Sign	Trail Blaze-Post	Trail Blaze-Pavemer	Picnic Tables	Wooden Benches-A	Wooden Benches-B	Stone Block Benche	Wooden Barrier Rail	Bicycle Repair Station	Bicycle Racks	Shade Structure (Optio	Litter & Recycling R	Bottle Filler & Drink	Solar Area Lighting	Canopy Trees	Understory Trees	Herbaceous Plants
GATEWAYS		2								10	•	12	13	14	15	16	17	18	19	20	21	22

Gateways are significant entry points to the Empire State Trail and provide an array of site amenities for both trail visitors and local residents. Gateways are placed approximately every 50 to 75 miles along the trail. Each site celebrates local culture as well as it's connection to the larger trail system. Gateway sites are actively maintained and programmed by municipal or community based partners. These locations typically have access to utilities such as water and power and are frequently in close proximity to existing comfort stations or visitors centers.



Trailheads are important access points to the Empire State Trail. These sites have small to medium sized parking areas are placed approximately every 25 to 50 miles along the trail. Trailheads are equipped with a simple array of site amenities for visitors such as wayfinding maps, seating and bike repair stations. These sites are minimally maintained and do not have access to existing water, power or comfort stations.

ACCESS POINTS - MAJOR	12	21 (2

Major access point are those portions of the trail which cross busy streets and are woven into the fabric of the communities through which the trail passes. In some instances these access points can have an array of simple site amenities such as benches and directional signage. There is an opportunity for communities to adopt their local trailheads by tending plantings or helping to maintain them. Both on-road and off-road signage is deployed to alert people to the trail location and ensure safe crossing.

#### ACCESS POINT - MINOR

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Minor access points occur frequently throughout the system where the trail ntersects minor roadways. Typically on-road signage and high visibility striping will alert people to the trail location. Small trail blaze posts or on-pavement trail blazes will be incorporated into both existing and newly constructed portions of the trail.

### Empire State Trail Gateways – Establishing a Flexible Kit of Parks OFF-ROAD SIGNS



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### Empire State Trail Gateways – Establishing a Flexible Kit of Parks





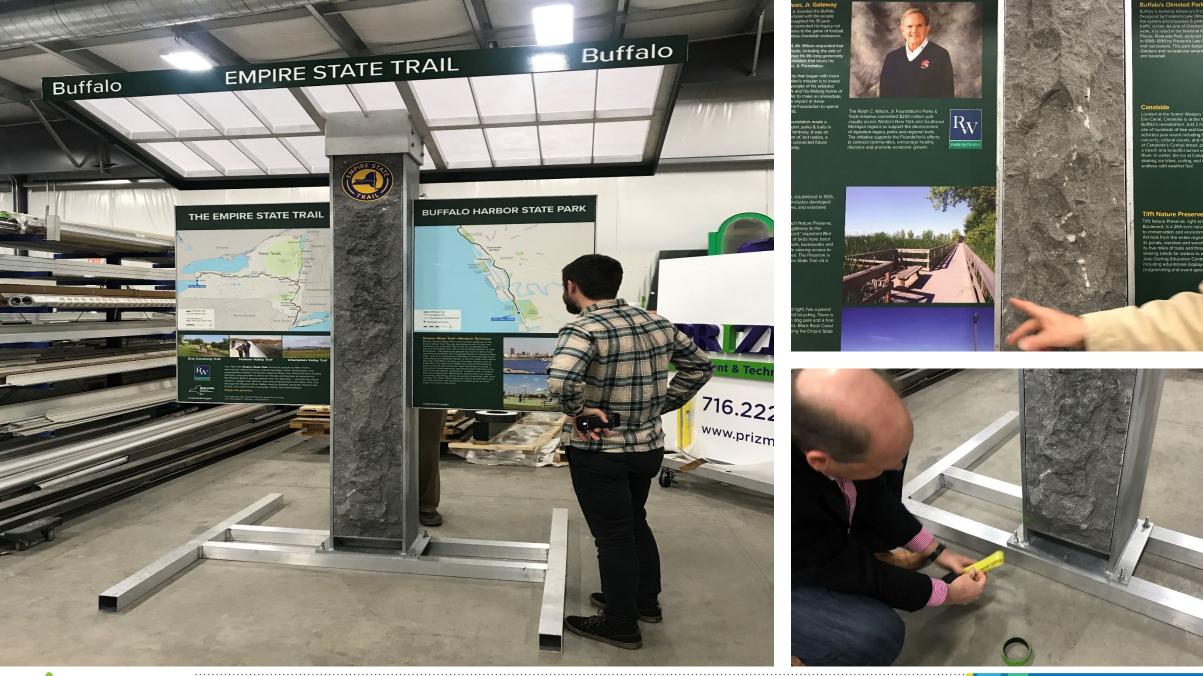


### Empire State Trail - Proto-typical Gateway Plan



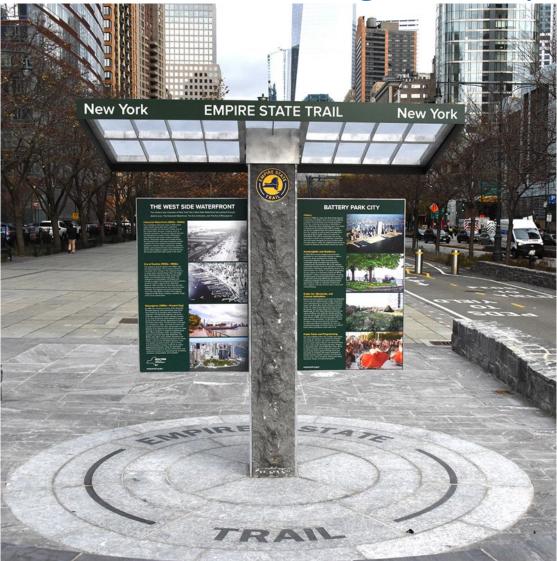


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# The Kit of Parts – Integrated wayfinding and landscape elements





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# **Buffalo Harbor State Park-Before**





# Buffalo Harbor State Park-After

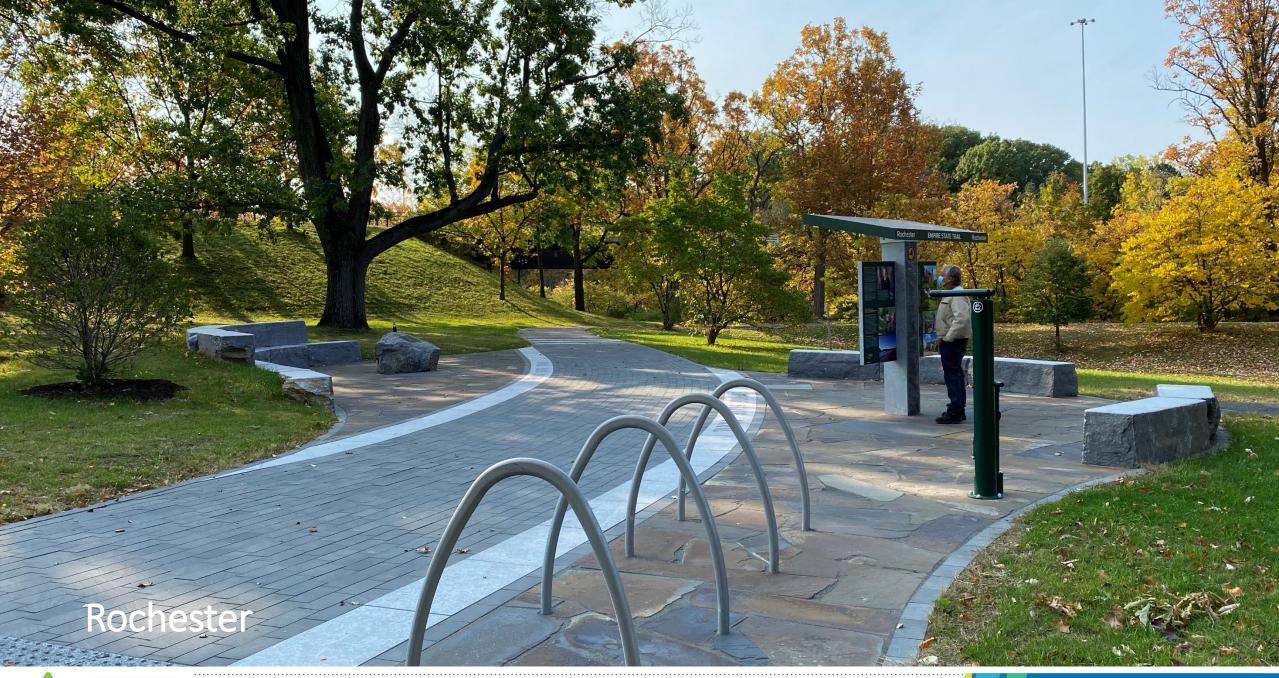




# Rochester-Before Historic Olmsted Park, Existing Canal Trail







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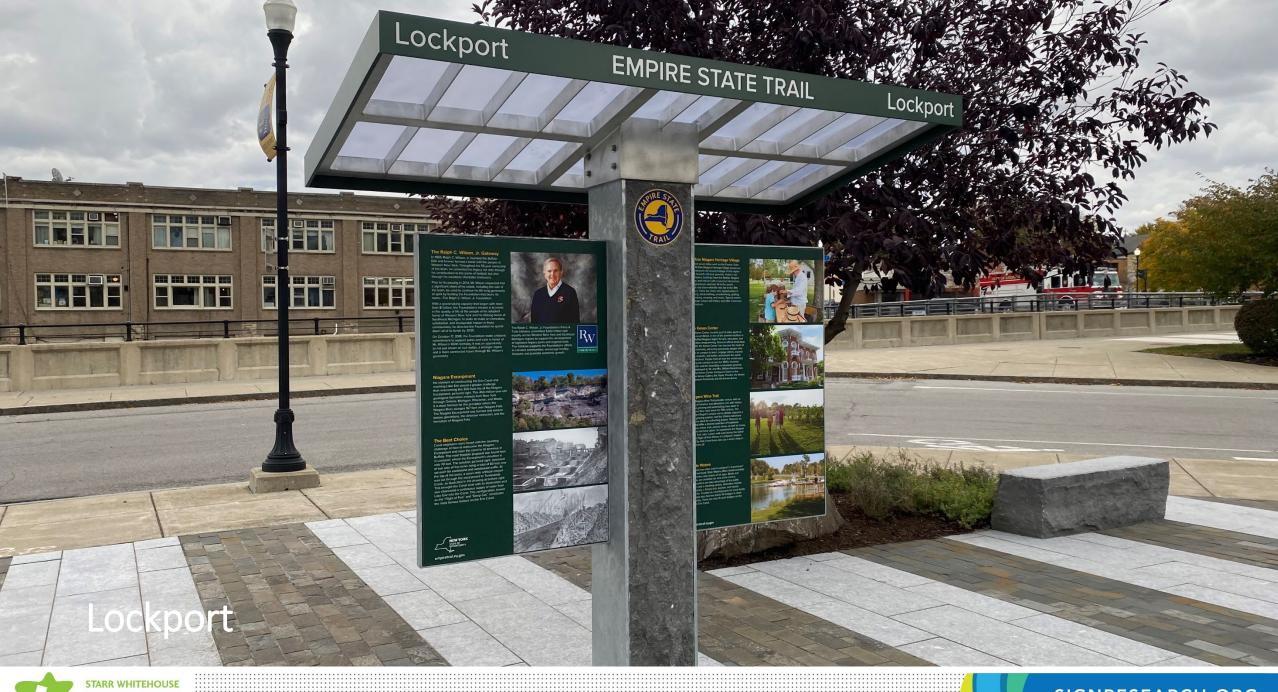
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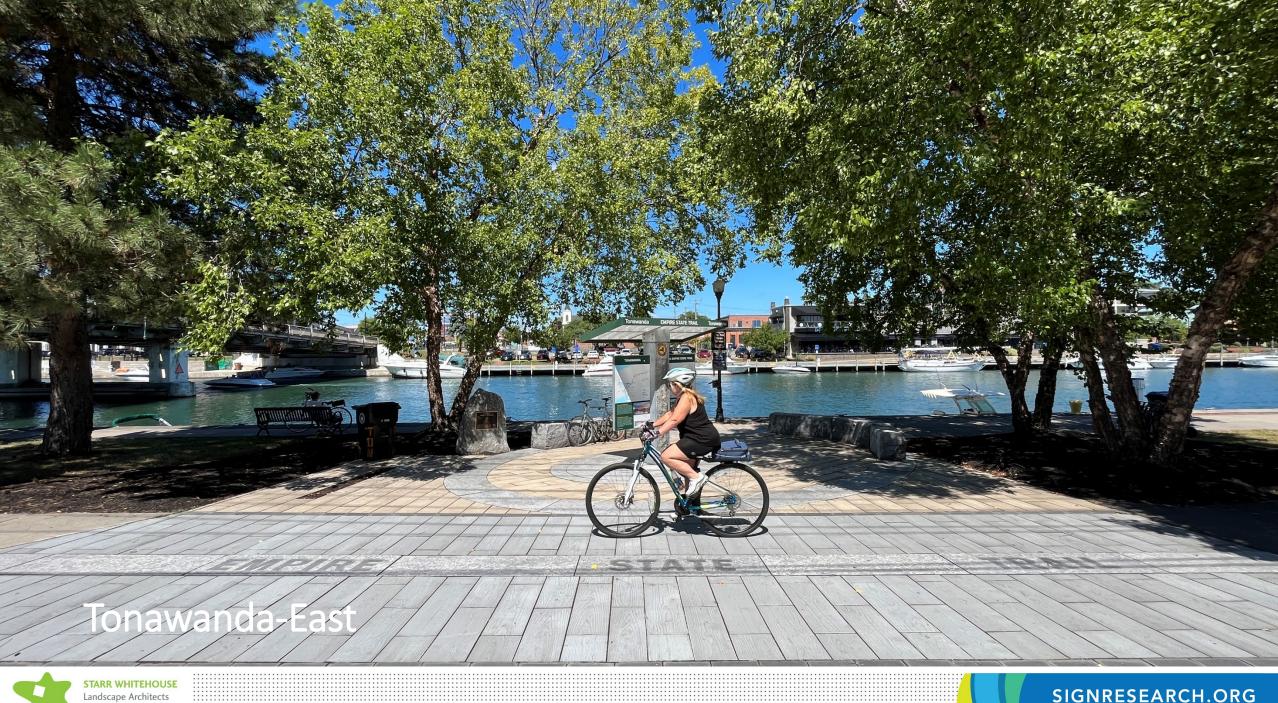




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# **ONGOING MANAGEMENT AND MAINTENANCE**

1

### Paul Dudley | ID Signsystems

# **ONGOING MANAGEMENT AND MAINTENANCE**

## **Materials**

- Material selection
- Finishes and Graphics

# Modularity

- Value Engineering
- Multiple trades coordination
- Easy Update and Accessibility

### **Service and Maintenance**

- Vandal resistance
- Cloud based management





# **Empire State Trail**

Stone column with inset caste plaques & galvanized steel base

Our questions

- Is the specification build ready
- Engineering review or every design
- Sampling to ensure conformance
- Lead times v contract timeline
- Long term durability
- Protection
- Special handling requirements
- Staging and early actions

### **Materials**

A balance of durability, ease of fabrication, maintenance and appearance

- Steel
- Aluminum
- Fiberglass
- Acrylic
- Wood
- Stone
- Concrete



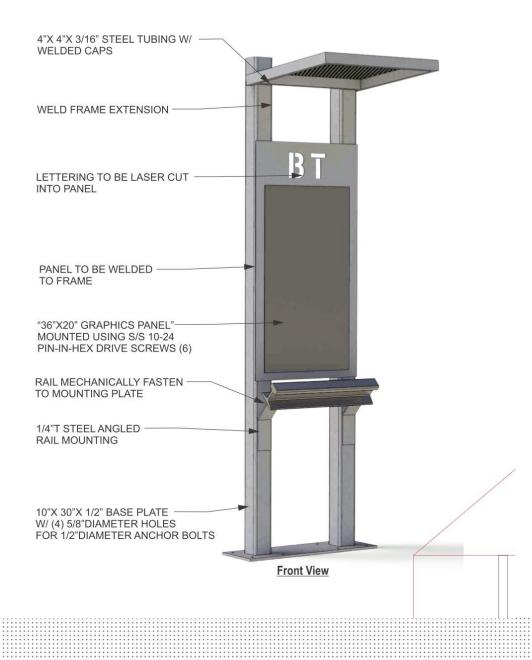
### **Graphics and Materials**

Durable graphic production has evolved significantly with new technology including DHPL, powder coated graphics durable vinyl and clear coating.

### Considerations:

- Durability
- Weather conditions
- Changeability
- Replaceability
- Material availability





### **Modularity**

Plan for ongoing system growth, additions over time

Accessible for Information updates, maps and copy changes

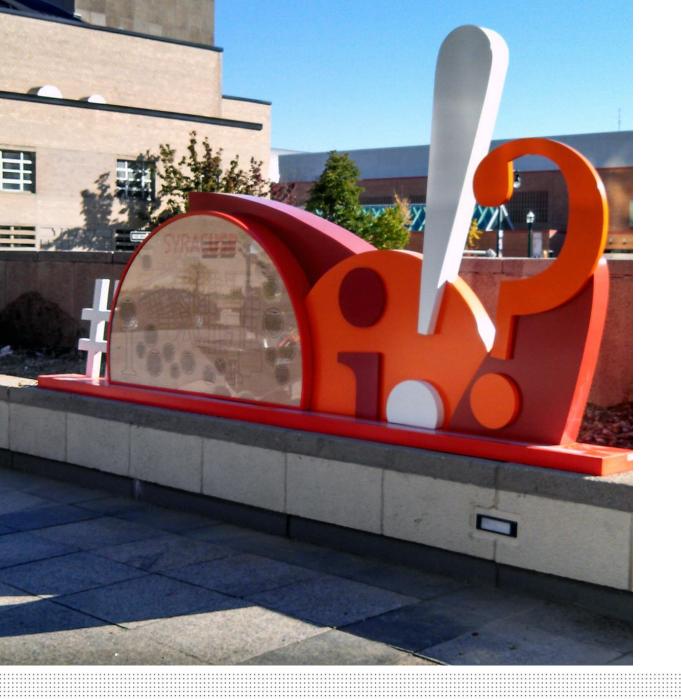
Repair and maintenance

Design of each part and connection for durability and buildability



### Modularity and Value Engineering

Engineer as a family of signs and parts Cost of getting to the site and installation Review of vendors and materials Standard sizes Off the shelf systems



### Custom signs are not always easily replicable

### **Service and Maintenance**

By following a modular approach your sign vendor can easily replicate and replace damaged, elements.

It is a good idea to keep an inventory of spare parts and replacement elements.



### **Cloud Based Management** Database

Permanent photo and sign data record Manage changes, updates and service history

Shared record with multiple stakeholders





COMPLETED 12/15/2020