COOPER RIVER TRAIL

A proud segment of THE CIRCUIT TRAILS

CIRCUIT CONNECTIONS

Collingswood Business District/Haddon Avenue 0.3 mi
Knight Park 0.5 mi
Collings-Knight House 0.9 mi
Newton Lake Park 1.0 mi

A proud segment of THE CIRCUIT TRAILS

Discover 100s of miles of happy at circuittrails.org

TRAIL NETWORK SIGNAGE: CREATING A UNIFIED BRAND
WEBINAR
Gery Keck, RLA, is the Design & Development Manager with Tualatin Hills Park & Recreation District in Beaverton, Oregon. He has 22 years of experience in planning, design and construction of parks, trails and natural areas. He is a registered Landscape Architect in Oregon, Idaho and Washington and holds a Bachelor of Arts in Landscape Architecture from the University of Idaho.

Gery is currently working on design and construction of several regional trail sections within The Intertwine system. The signage and wayfinding in these projects will enhance awareness of The Interwine brand and its focus on building and connecting the region’s parks, trails and natural areas.
Melinda Vonstein, AICP is the Central Ohio Greenways Coordinator at the Mid-Ohio Regional Planning Commission (MORPC). The Central Ohio Greenways Board is a committee of MORPC that takes pride in serving trail efforts across eight counties. The Board brings cities, villages, and townships together of all sizes with a mission to expand the number of trail miles and increase the use of trails for both transportation and recreation uses.

Melinda has nearly 10 years of experience in transportation, wayfinding and urban planning. She has a master’s degree in City & Regional Planning from The Ohio State University.
Liz Sewell

Liz Sewell is the trail development manager for RTC’s Northeast Regional Office, where she manages trail projects through all stages of development and offers specific expertise as the project liaison between railroads, local officials and community groups working to facilitate corridor transformation.

Raised in Michigan, Liz has enjoyed running and cycling along rail-trails from a young age. After graduating from the University of Michigan, Liz’s early volunteer experience led to two years with the Peace Corps in Thailand, where her work with health clinics (and teaching aerobics!) taught her about the relationship between the built environment and public health. Liz returned to the United States to earn a Master of Urban and Regional Planning degree from the Edward J. Bloustein School of Planning and Public Policy at Rutgers University, where she researched the health impact of transportation proposals at the Voorhees Transportation Center.
Anya Saretzky joined Rails-to-Trails Conservancy in 2015 as a project manager for the Greater Philadelphia area, focusing on the development of the Circuit Trails regional network. She holds a Masters in Environmental Studies and a Certificate in Nonprofit Administration from the University of Pennsylvania, as well as a bachelor’s degree in sociology from The College of New Jersey.

Before coming to RTC, Anya worked with a variety of nonprofits whose missions reflect her passion for promoting sustainable communities, including the Bicycle Coalition of Greater Philadelphia, Urbanstead, Power Up Gambia and NJPIRG’s Energy Service Corps.
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APPLYING THE BRAND ON THE TRAIL
Developing Trail Signage

• COLLABORATIVE PROCESS
• ALLOW FLEXIBILITY
• PROVIDE CONSISTENCY
• INCREASE AWARENESS
Regional Trails Signage Guidelines

- SIGN FAMILY
- SIGN LOCATION PLANNING
- DESIGN GUIDELINES
- FABRICATION DETAILS
OFF-STREET MULTI-USE DIRECTIONAL

Trail scenario 2: Trail connections

The following examples illustrate the types of signs and messages to consider when a trail intersects a street.

1. Depending on the nature or level off the trail, a sign is not required along the trail in the immediate vicinity. If there is an amenity adjacent to the trail, then a sign should be included in the destination message.

2. If the intersecting trail is non-regional (as shown in the example below), the signage installed along the regional trail should direct the non-regional trail to the destination with aligning cardinal directions.

3. Street-level signage should only be included with the destination if the local trail signage supports it or if the amenity requirement is immediate.

4. The example trail signage should provide signage as necessary so that regional trail messages are available from all directions.

5. Trail maps and regional trail guides should be included in the immediate vicinity for easy access.

6. A regional trail sign should be placed when trail visitors are changing. This sign should be placed when the intersection of the trail is the destination.

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WAYFINDING SIGNAGE
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Regional Trails Signage Guidelines
RTC Trail Network Signage
Central Ohio Greenways
VISION
A world-class network of trails easily accessible to every Central Ohioan

MISSION
Increase Greenways trails mileages and usage for recreation and transportation needs
COG Trail Vision

Regional Trail Vision Map:
Add 500+ more trails to our existing 233 regional trail system
CURRENT TRAIL SIGNAGE
Working Groups

• Marketing & Communications
• Operations & Access
• Partnership
• Trail Development
THE REGION IS GROWING... A LOT.

Trail Development
The region is growing... a lot.
Central Ohio Greenways
Standard Trail Signage Family

Operations & Access

Alum Creek Trail

Public Park
.06 mile/10 min

Town Center
5 miles/20 min

Transit Hub
5 miles/20 min

Viewing Distance

- < 10 ft for directional, < 3 ft for map
- < 3 ft
- < 20 ft

Intended Viewing Distance:
- < 15 ft

Use
- For use along off-road trails to communicate information at a relatively close viewing distance. In areas where users are likely to slow down or stop.
- For use at major trailheads.
- For use on bridges.
- For use along on or off-road trails at key decision making points such as intersections.
PROPOSED TRAIL SIGNAGE

Central Ohio Blueways
Standard Bluway Signage Family

<table>
<thead>
<tr>
<th>Viewing Distance</th>
<th>Use</th>
</tr>
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<tbody>
<tr>
<td>&lt; 10 ft</td>
<td>For use along off-road trails to communicate information at a relatively close viewing distance. In areas where users are likely to slow down or stop.</td>
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<tr>
<td>&lt; 3 ft</td>
<td>For use at major water access points.</td>
</tr>
<tr>
<td>&lt; 20 ft</td>
<td>For use on bridges.</td>
</tr>
<tr>
<td>Intended Viewing Distance : &lt; 30 ft for directional &lt; 3 ft for safety sign</td>
<td></td>
</tr>
<tr>
<td>Intended Viewing Distance : &lt; 15 ft</td>
<td></td>
</tr>
</tbody>
</table>

(Front) | (Back)

Alum Creek
Main St Water Exit
3 Miles

Water Safety
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut
luctus

Draft
Flexible Signage

Central Ohio Greenways
Trail Signage modifications

- Alum Creek Trail
- Main Street Bridge
- Non-COD bike route
- Map addition
- Water Access Along Trail
- Multiple Trail Names
- Shared Trail Head
- Blueway sign

Map
- Public Park
- Town Center
- Water Access
- Trail Hub

1'
2'
3'
4'
5'
6'
7'
8'
9'
THANK YOU!

Melinda Vonstein, AICP
Central Ohio Greenways Coordinator
Mid-Ohio Regional Planning Commission
mvonstein@morpc.org
Circuit Signage Program

Liz Sewell and Anya Saretzky
Rails-to-Trails Conservancy
What are the Circuit TRAILS?

• Interconnected multi-use trail network covering the nine-county region
• Connecting people to jobs, communities, parks, and waterways
Progress on the Circuit Trails

- **Vision:** More than 800 miles of interconnected, multi-use trails
- **Completed:** 325 miles in PA and NJ
- **In Progress & Pipeline:** 204 miles
- **Coming Soon:** 12 miles of new trails
Working Together: The Circuit Trails Coalition

- Created in 2012
- 65+ member coalition of nonprofit organizations, foundations, and agencies advocating for the completion of the Circuit Trails
Signage Goals:

• Expand brand visibility on the ground
• Unify Circuit Trails through brand awareness
• Educate local trail users about the network
Process

- Identified as goal in 2016 Circuit Strategic Planning Process
- First Round: Research, design, test
- Second Round: Roll Out
- Third Round: Ongoing Program
Signage Options
First Round

• Interviewed Coalition Members
• Researched best practices
• Created signage templates
• Solicited feedback
• Tested various manufacturers for price and materials
• Manufactured 50 test signs for six trails
• Installed signs
• Solicited feedback
Second Round

• 100 signs available at no cost
• Trail managers to covered hardware and installation
Circuit Signage: Out in the Wild

- Signage installed on 15 trails
- Coming soon on 4 trails
- 150 signs and counting
Our Early Adopters

- Kinkora Trail
- Delaware River Trail
- Neshaminy Creek Greenway
- Merchantville Bike Path
- Cooper River Trail
- Lawrence Hopewell
- D&L Trail
- Valley Forge Trail
- Tacony Creek Trail
- Forbidden Drive
- John Heinz
- Darby Creek Trail
- Radnor Trail
- Struble Trail
- Chester Valley Trail
- Schuylkill Banks
Final Round

• Ongoing Program
• Goal: Circuit Signage on all existing trails and new trails
• Funding available as part of Regional Trails Program
• Or funded through local organization
• Shifts responsibility to the trail manager
Final Round Process:

- ID Funding
- Pick signage type and location
- Order proofs
- Submit manufacturing order
- Install
- Photograph and report locations
Q&A
Thank You For Attending

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Facilitated by Eli Griffen, Manager of Trail Development Resources, Rails-to-Trails Conservancy: eli@railstotrails.org

Interested in becoming a member of Rails-to-Trails Conservancy’s Trail Expert Network to get direct notification of future webinars like this, as well as grant opportunities and other news for trail professionals?
Sign up: rtc.li/TEN

railstotrails.org