

# 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 →

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**THE  
CIRCUIT  
TRAILS**

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**TRAIL NETWORK SIGNAGE:  
CREATING A UNIFIED BRAND**  
WEBINAR

# Gery Keck



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 Intertwine brand and its focus on building and connecting the region's parks, trails and natural areas.

# Melinda Vonstein



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.

[railstotrails.org](http://railstotrails.org)



# 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



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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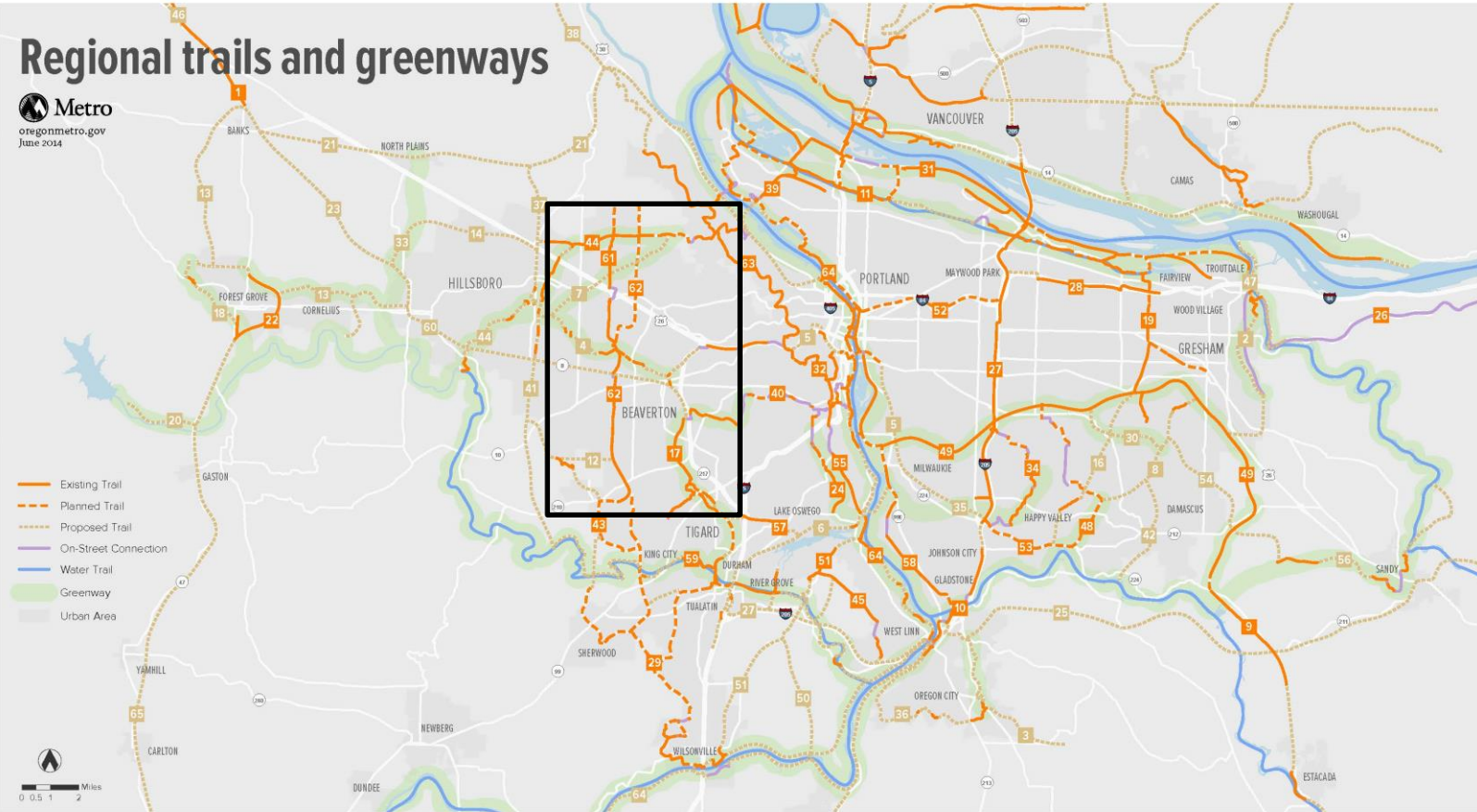


# APPLYING THE BRAND ON THE TRAIL





# Regional trails and greenways



- |                                  |                              |                                 |                                     |                              |                                   |                                |                                 |                               |
|----------------------------------|------------------------------|---------------------------------|-------------------------------------|------------------------------|-----------------------------------|--------------------------------|---------------------------------|-------------------------------|
| 1. Banks-Vernonia Trail          | 8. Butler Buttes Trail       | 15. Crown Zellerbach Trail**    | 22. Highway 47 Trail                | 29. Ice Age Toquain Trail    | 36. Oregon City Loop Trail        | 43. River Terrace Trail        | 50. Stafford to Canby Trail     | 58. Trolley Trail             |
| 2. Beaver Creek Trail            | 9. Cazadero Trail            | 16. East Buttes Powerline Trail | 23. Hillsboro to Banks Trail        | 30. Kelley Creek Trail       | 37. Oregon Electric Railway Trail | 44. Rock Creek Trail           | 51. Stafford Trail              | 59. Tualatin River Greenway   |
| 3. Beaver Lake Trail             | 10. Clackamas River Greenway | 17. Fanno Creek Trail           | 24. Hillsdale to Lake Oswego Trail* | 31. Marine Drive Trail       | 38. Pacific Greenway Trail        | 45. Rosemont Trail             | 52. Sullivan's Gulch Trail      | 60. Tualatin Valley Trail     |
| 4. Beaverton Creek Trail*        | 11. Columbia Slough Trail    | 18. Gales Creek Trail           | 25. Historic Barlow Road Trail      | 32. Marquam Trail            | 39. Peninsula Crossing Trail      | 46. Salmonberry Corridor Trail | 53. Sunrise Corridor Trail      | 61. Waterhouse Trail          |
| 5. Beaverton to Milwaukie Trail  | 12. Cooper Mountain Trail    | 19. Gresham-Fairview Trail      | 26. Historic Columbia River Highway | 33. McKay Creek Greenway     | 40. Red Electric Trail            | 47. Sandy River Greenway       | 54. Sunshine Valley Trail       | 62. Westside Trail*           |
| 6. Bridgeport to Milwaukie Trail | 13. Council Creek Trail      | 20. Hagg Lake Trail             | 27. I-205 Trail                     | 34. Mount Scott Trail*       | 41. Roadville Trail               | 48. Scouters Mountain Trail*   | 55. Tervilliger Trail           | 63. Wildwood Trail            |
| 7. Bronson Creek Trail           | 14. Crescent Park Trail      | 21. Helvetia Trail              | 28. I-84 Trail                      | 35. North Clackamas Greenway | 42. Richardson Creek Trail        | 49. Springwater Trail          | 56. Tickle Creek Trail          | 64. Willamette River Greenway |
|                                  |                              |                                 |                                     |                              |                                   |                                | 57. Tigard to Lake Oswego Trail | 65. Yamhill's Westsider Trail |

\*Alignments shown on map are simplified for cartographic purposes. Additional on-street segments are shown in individual trail master plans.

\*\*Not shown on map. Located in Clatsop County, Oregon.



# Developing Trail Signage

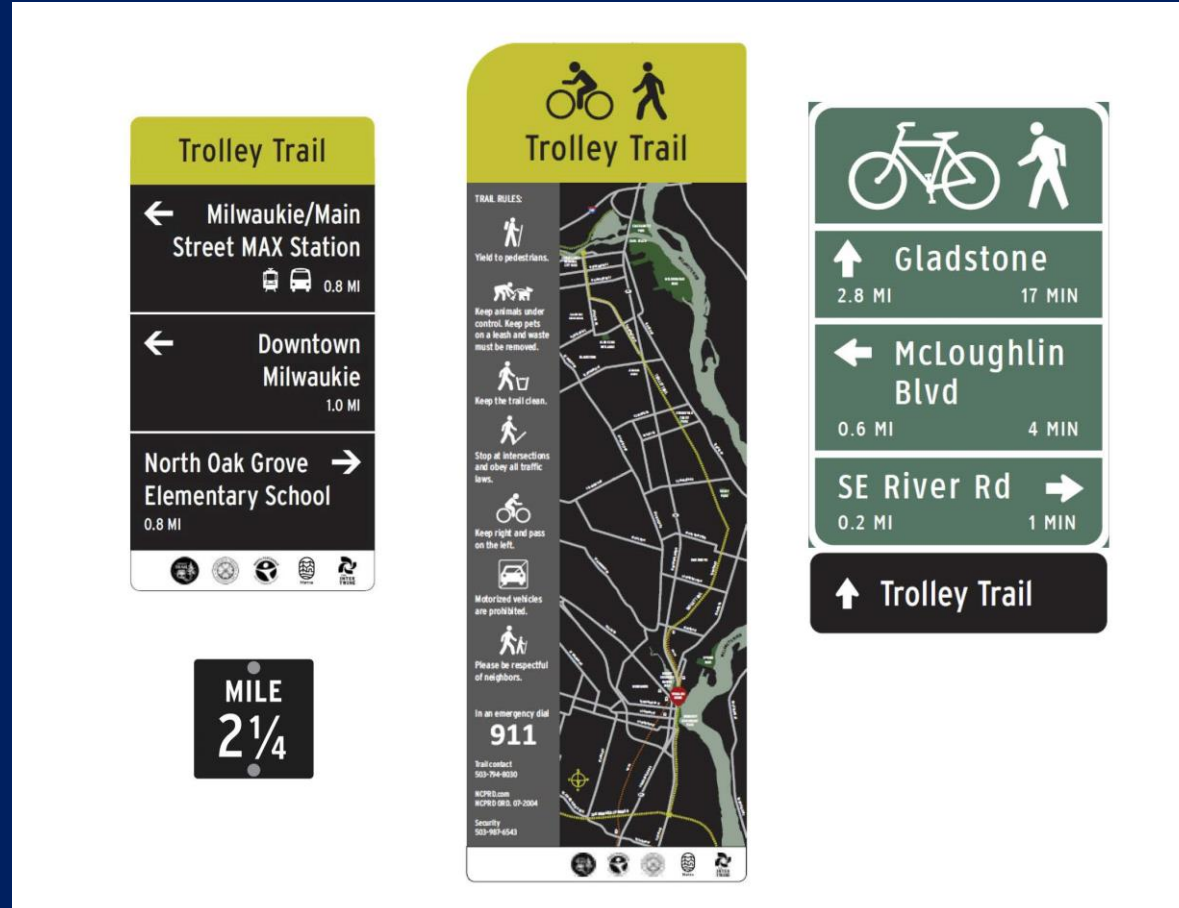
- COLLABORATIVE PROCESS
- ALLOW FLEXIBILITY
- PROVIDE CONSISTENCY
- INCREASE AWARENESS





# Regional Trails Signage Guidelines

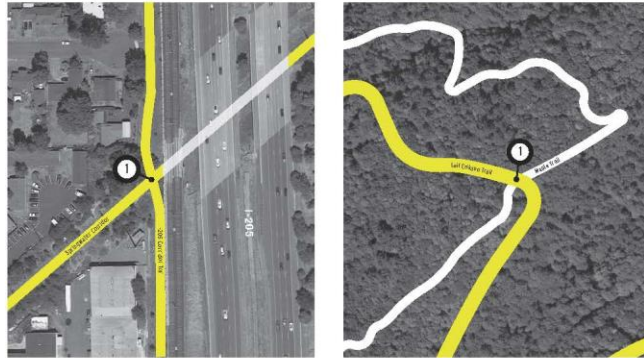
- SIGN FAMILY
- SIGN LOCATION PLANNING
- DESIGN GUIDELINES
- FABRICATION DETAILS





## trail scenario 2: trail connections

The following examples illustrate the types of signs and messages to consider when trails intersect off-street.



1 Depending on mode of travel, use **Sign Type C** or **Type D** to direct to the regional (or non-regional) intersecting trail. To orient the user, use cardinal directions (north, south, east, west) after the trail name. If there is an amenity along the trail or in the immediate vicinity (e.g. a transit stop, restrooms, etc.) those symbols can be included in the destination message.

If the intersecting trail is non-regional (as shown in the example above on the right), the signage installed along the regional trail should direct to the non-regional trail as a destination with orienting cardinal directions.

Amenities should only be included with the destination if the local trail signage supports it or if the amenity is in the immediate vicinity.

Entering the regional trail, the jurisdiction should provide signage as necessary so that regional trail messages are available from all directions.



## TYPE D: off-street multi-use directional



### TYPE D: off-street multi-use directional

This sign type is located along an off-street, multi-use regional trails to provide directional information. This sign may have a close-up map to show street crossings, complicated connections, or nearby amenities. It has space for partner logos in the footer and may or may not have mileage statements. The bottom of all directionals should be installed at an even height—ideally at 60" (unless trail regulations or the jurisdiction require they be higher). Any map should be installed centered at "eye-height" (60").

#### references

Layouts on page 4-40

Trail map guidelines on page 4-9

Manufacturing page 4-2



# WAYFINDING SIGNAGE





# WAYFINDING SIGNAGE





# THE INTERTWINE

[www.theintertwine.org](http://www.theintertwine.org)



Regional Trails Signage Guidelines  
<https://www.oregonmetro.gov/sites/default/files/2018/01/05/2017-Intertwine-Trail-sign-guidelines.pdf>





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February 19, 2019

# RTC Trail Network Signage

## Central Ohio Greenways



**MORPC**  
MID-OHIO REGIONAL PLANNING COMMISSION

# Central Ohio Greenways Board

## **VISION**

A world-class network of trails easily accessible to every Central Ohioan

## **MISSION**

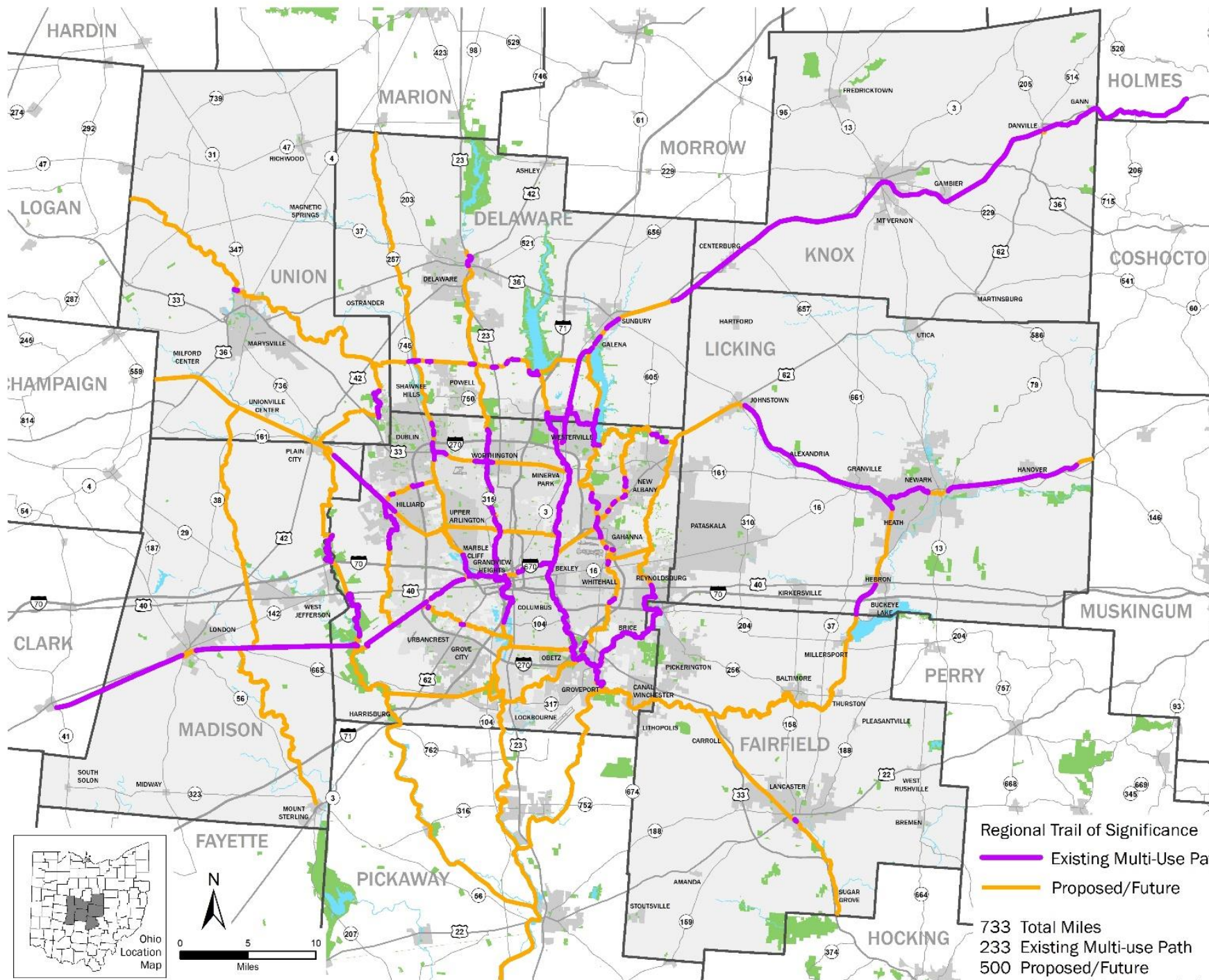
Increase Greenways trails mileages and usage for recreation and transportation needs



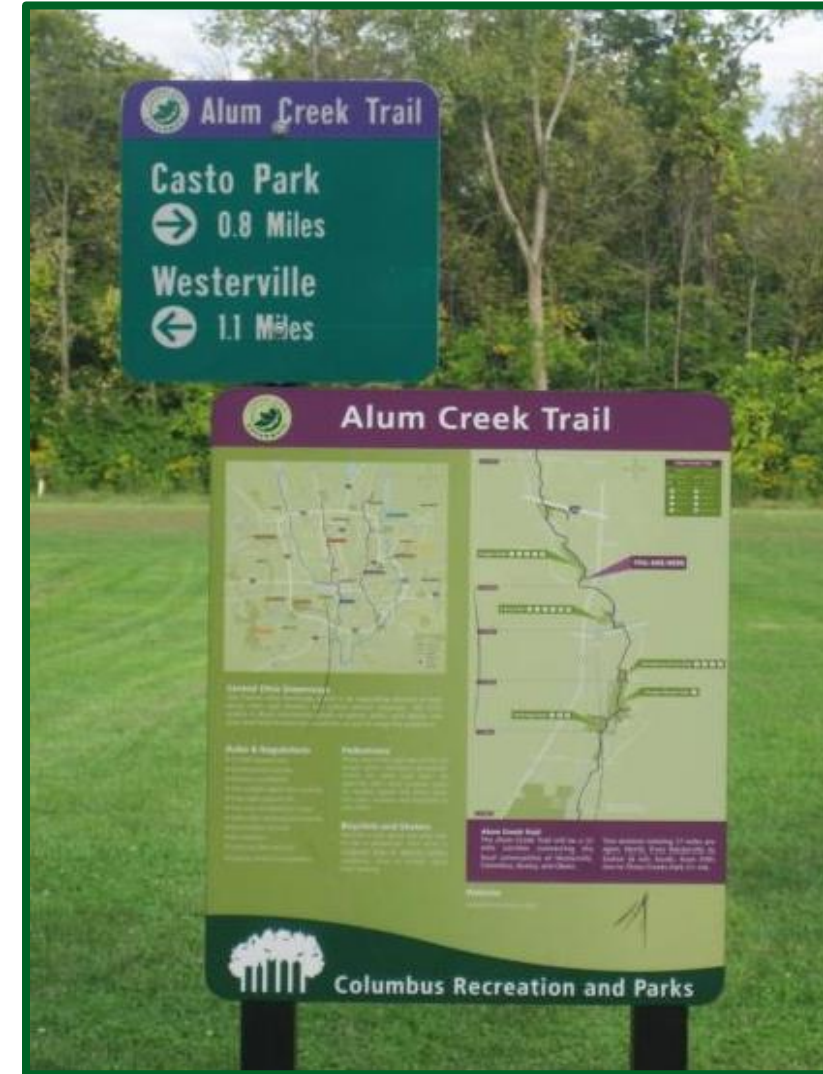
# COG Trail Vision

## Regional Trail Vision Map:

Add 500+ more trails to our existing 233 regional trail system



# CURRENT TRAIL SIGNAGE

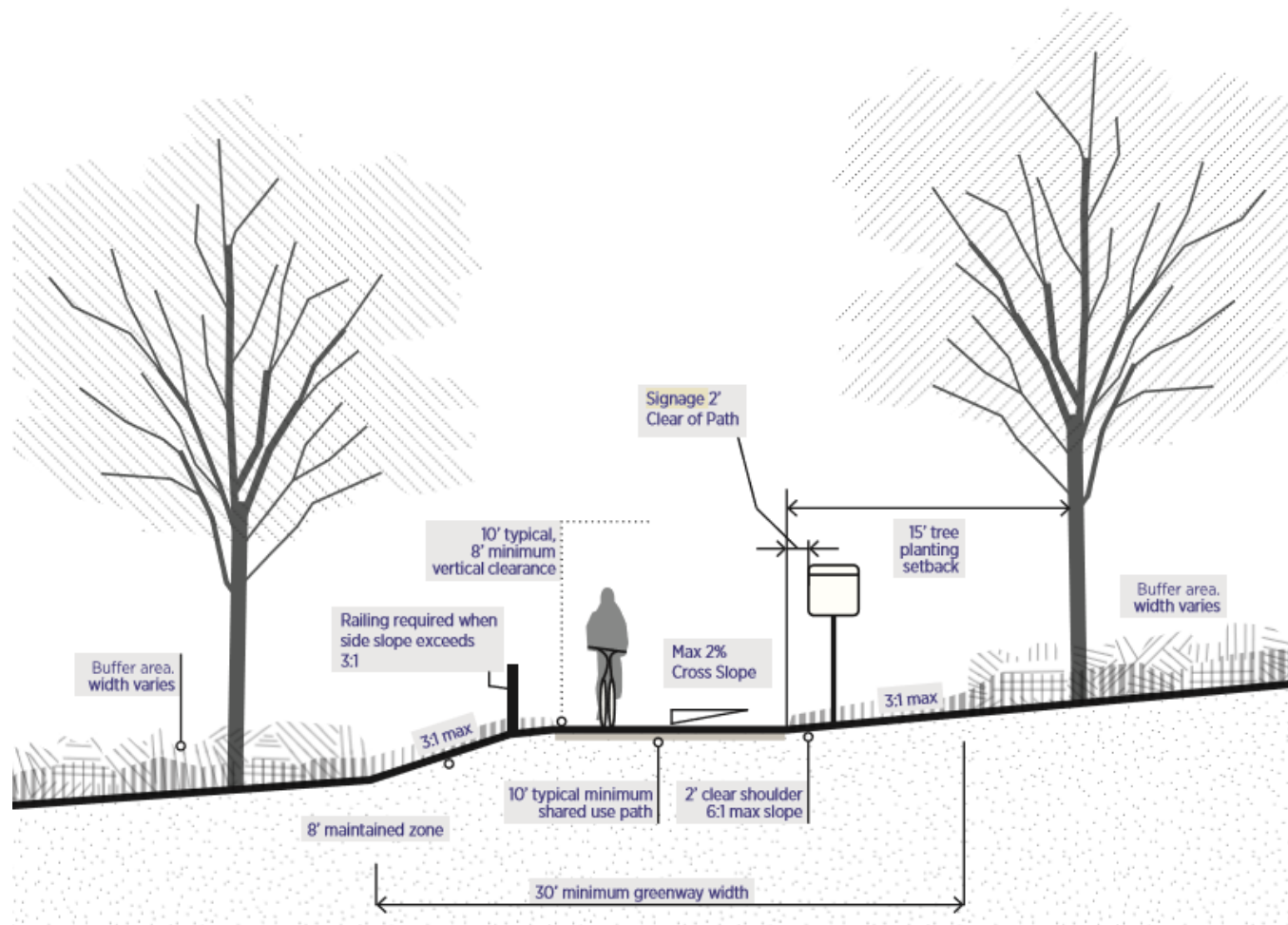


# Working Groups

- **Marketing & Communications**
- **Operations & Access**
- **Partnership**
- **Trail Development**



# Trail Development



# Marketing & Communications

## LOGO



## TRAIL ID



# Partnership

TYPE 1- TRAILHEAD

TYPE 2- TRAIL ID

TYPE 3: MILE MARKER

TYPE 4- WAYFINDING

TYPE 5- CONTINUATION MARKER





# Operations & Access

## Central Ohio Greenways Standard Trail Signage Family

draft



**Viewing Distance**

< 10 ft for directional,  
< 3 ft for map

< 3 ft

< 20 ft

Intended Viewing Distance :  
< 15 ft

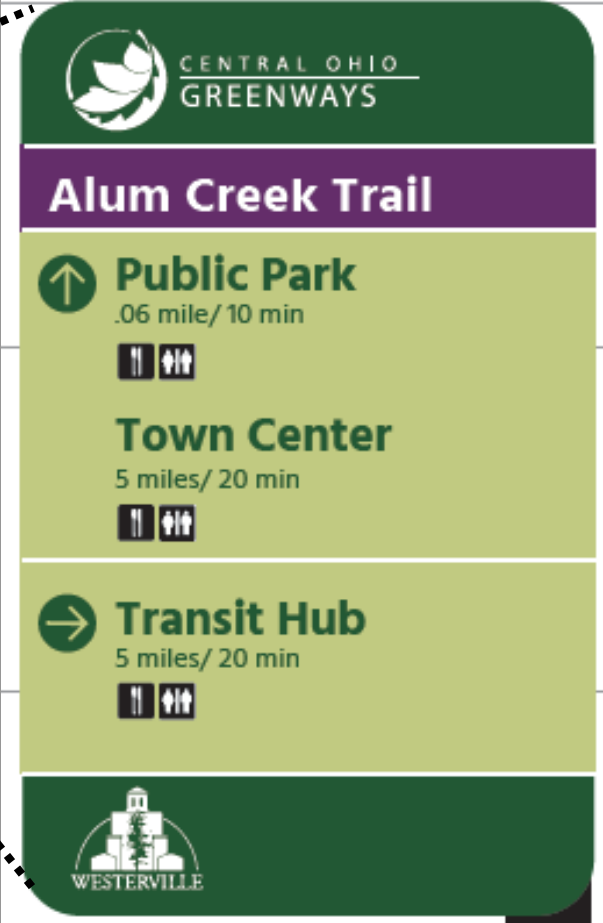
**Use**

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 trail heads.

For use on bridges.

For use along on or off-road trails at key decision making points such as intersections.

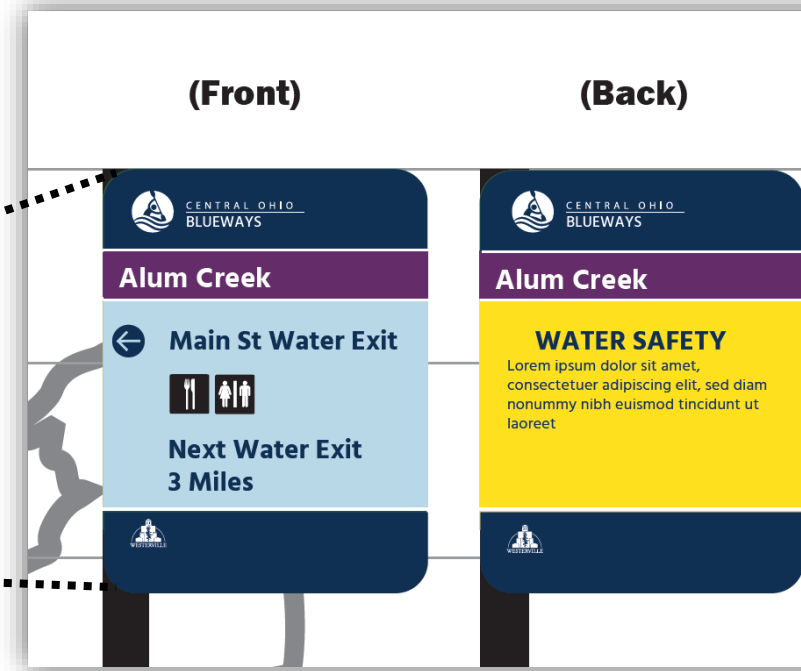
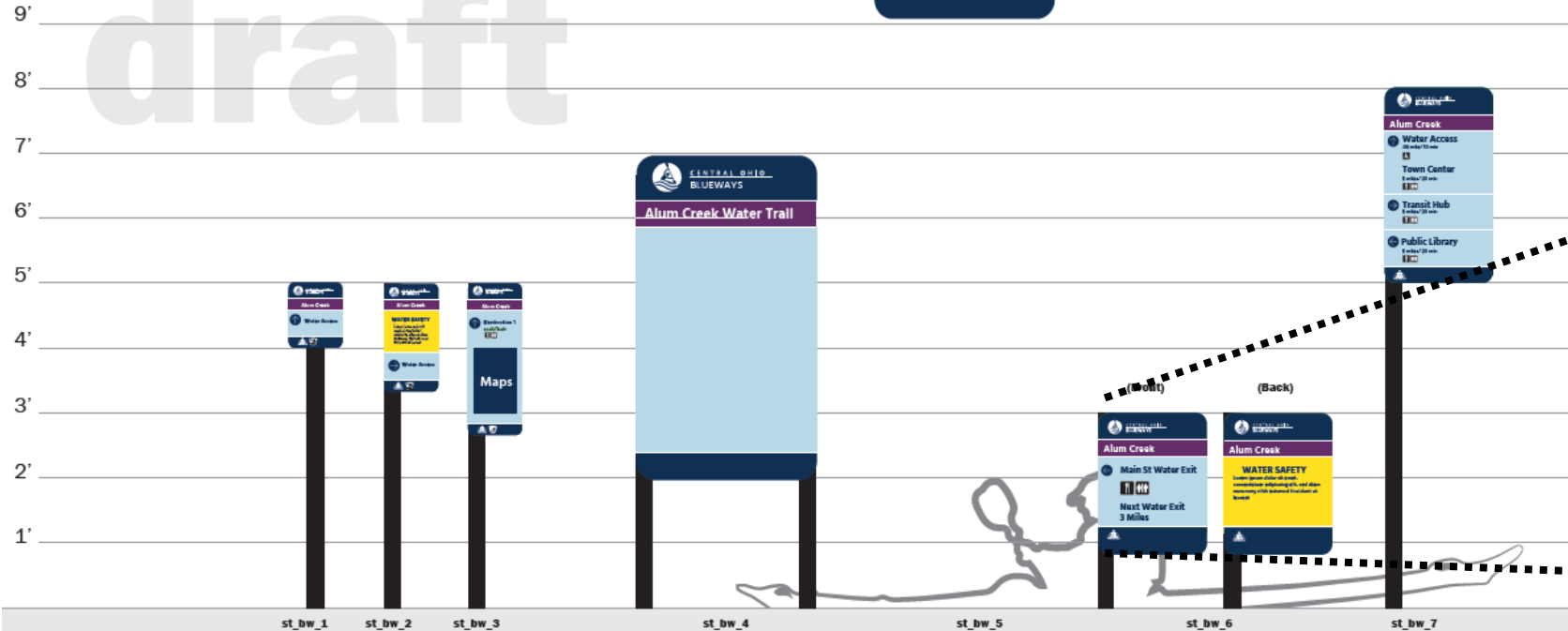


# PROPOSED TRAIL SIGNAGE

## Central Ohio Blueways Standard Blueway Signage Family



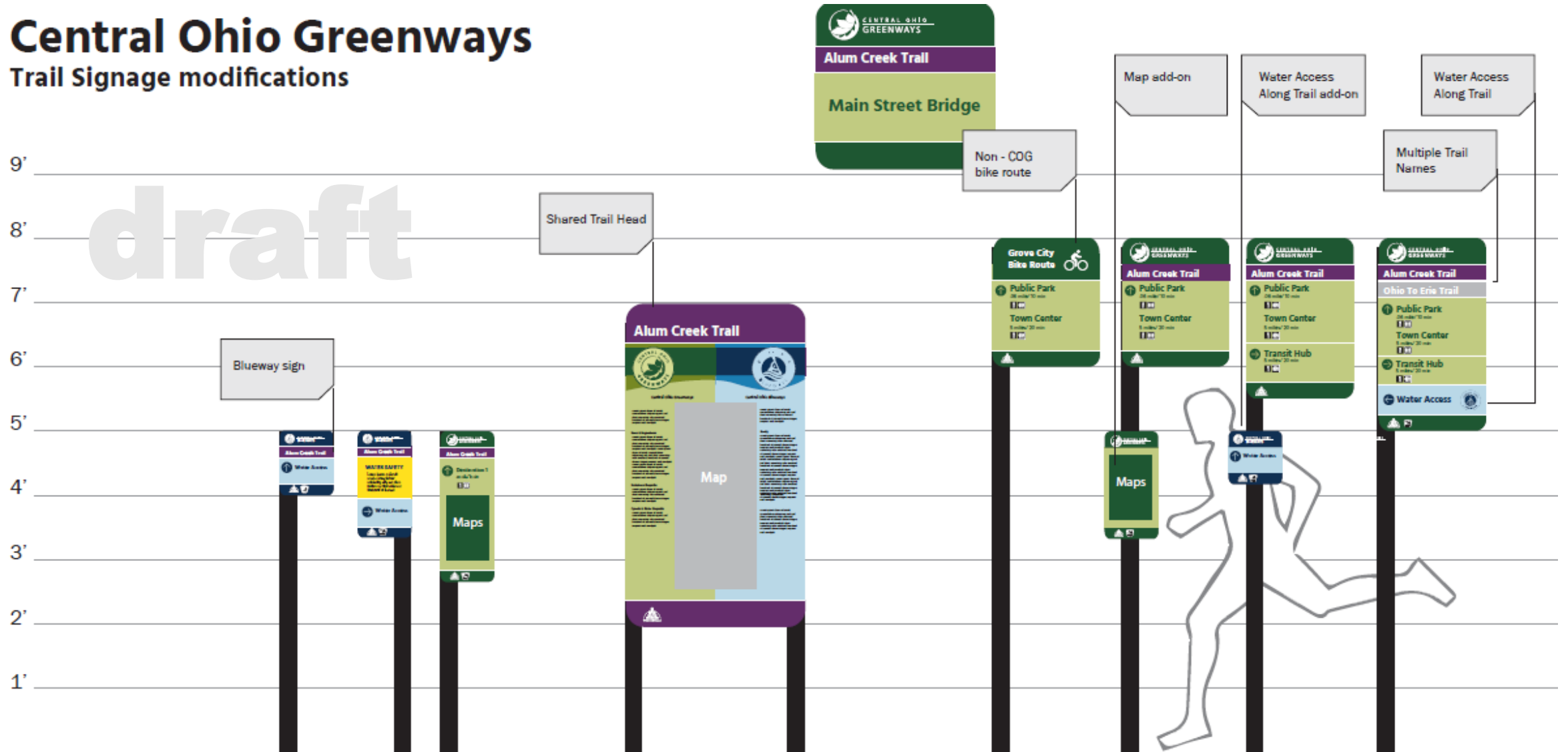
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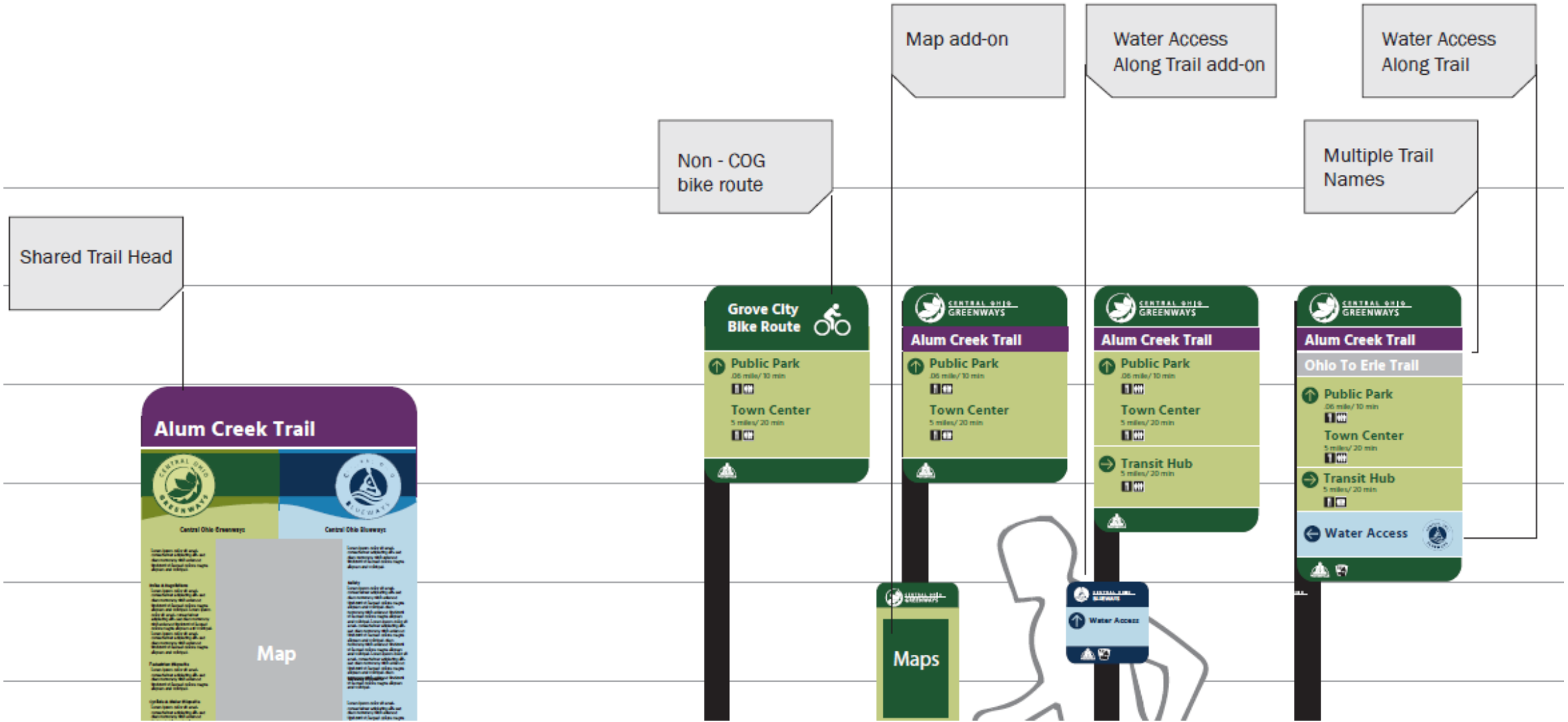
Viewing Distance	Use
<p>st_bw_1, st_bw_2, st_bw_3</p> <p>&lt; 10 ft for directional, &lt; 3 ft for map or safety info</p>	<p>For use along off-road trails to communicate information at a relatively close viewing distance. In areas where users are likely to slow down or stop.</p>
<p>st_bw_4</p> <p>&lt; 3 ft</p>	<p>For use at major water access points</p>
<p>st_bw_5</p> <p>&lt; 20 ft</p>	<p>For use on bridges.</p>
<p>st_bw_6</p> <p>Intended Viewing Distance : &lt;30ft for directional &lt;3ft for safety sign</p>	<p>For use along the edge of the water</p>
<p>st_bw_7</p> <p>Intended Viewing Distance : &lt; 15 ft</p>	<p>For use along pedestrian or vehicle routes near water access points</p>

# Flexible Signage

## Central Ohio Greenways Trail Signage modifications



# Flexible Signage





# THANK YOU!

**Melinda Vonstein, AICP**

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Mid-Ohio Regional Planning Commission  
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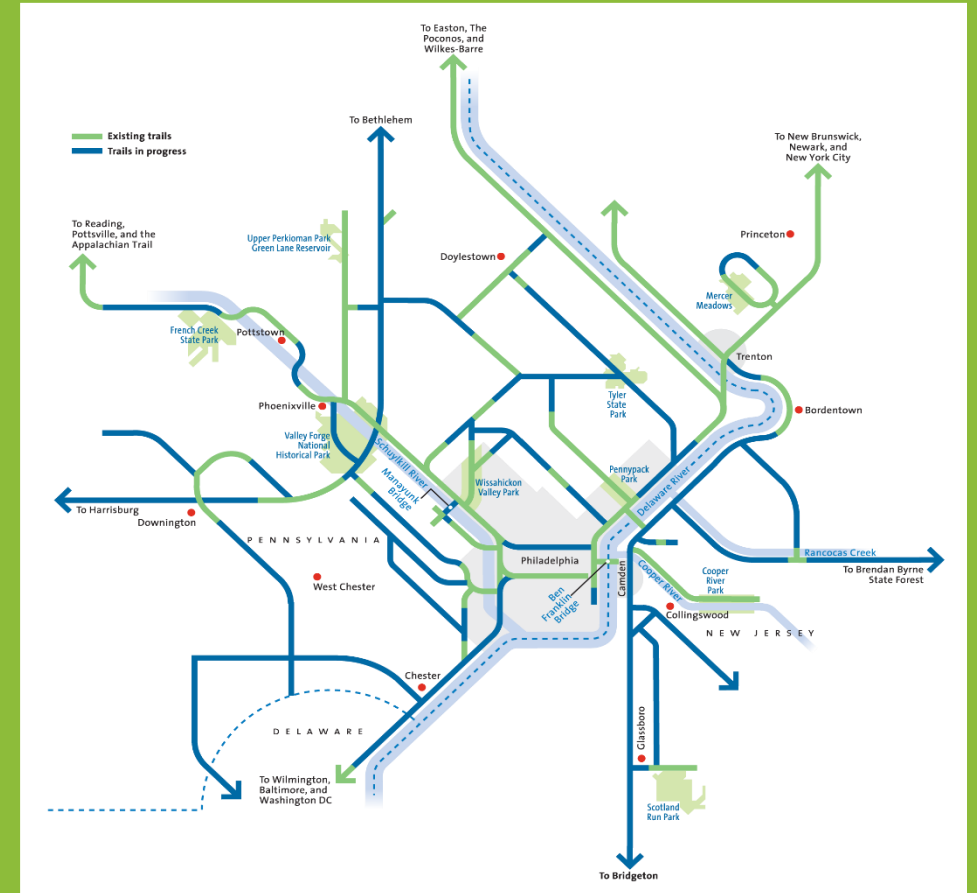
# Circuit Signage Program

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



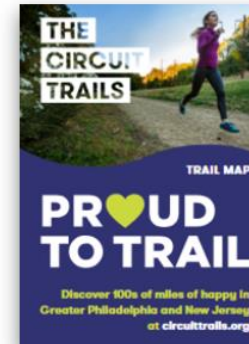
# Working Together: The Circuit Trails Coalition

- 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

## BLADE SIGNS - 18" x 18"



OPTION 03

## TRAIL AFFILIATION SIGNS - 12" x 21"



SHORT NAME



AVERAGE NAME



LONG NAME



WITHOUT PARTNER LOGOS  
(12" x 18")

DESIGNED BY EASTERN STANDARD FOR THE CIRCUIT TRAILS -- JULY 2016  
ALL CONTENT IS FOR PLACEMENT ONLY

## CIRCUIT CONNECTIONS SIGN - 14" x 36"



## TRAIL MEDALLION 3" DIAMETER



PROPORTIONAL SIZE



DETAIL VIEW

# 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

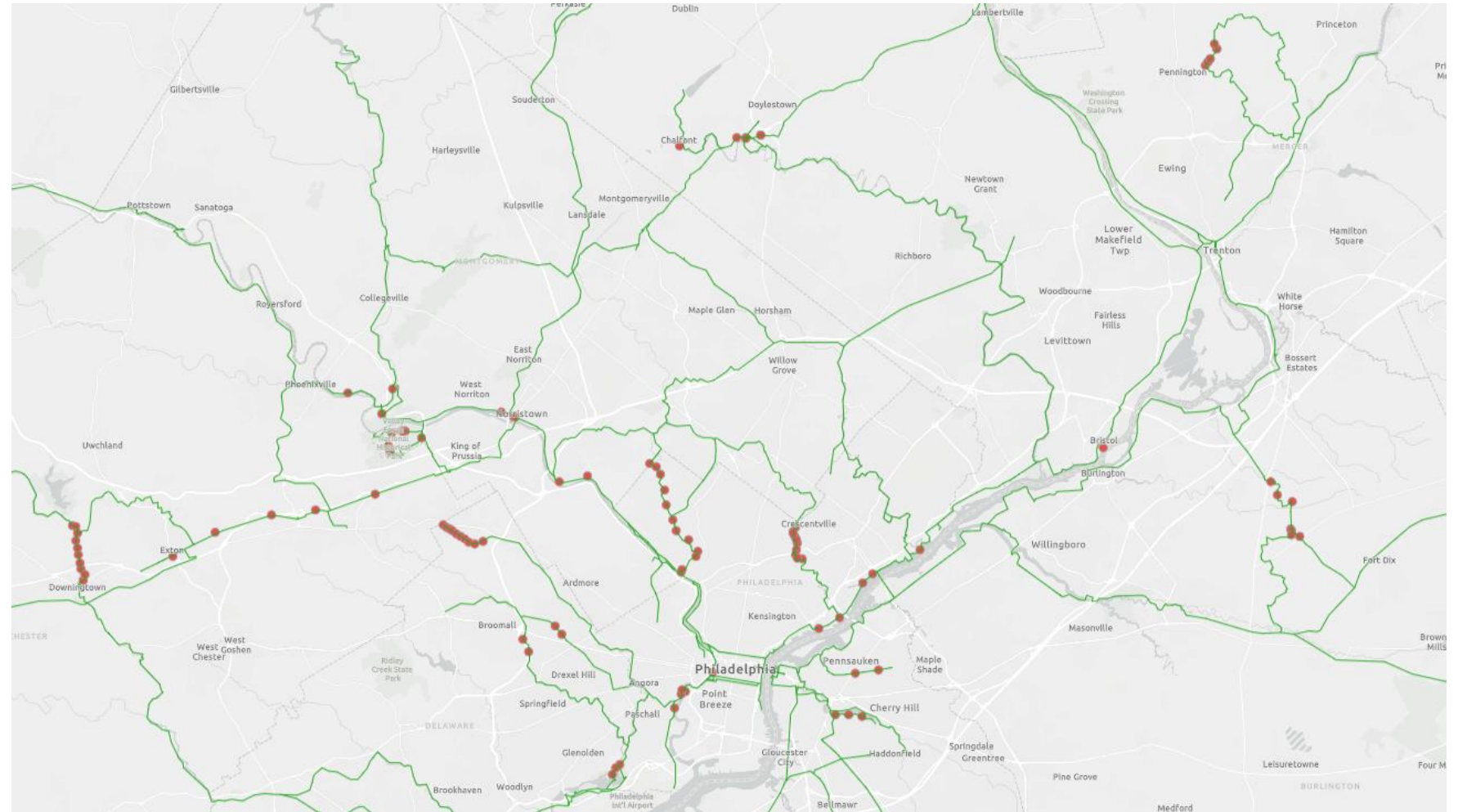
- **100 signs available at no cost**
- **Trail managers to covered hardware and installation**



OPTION 03

# 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





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# Q&A

# Thank You For Attending



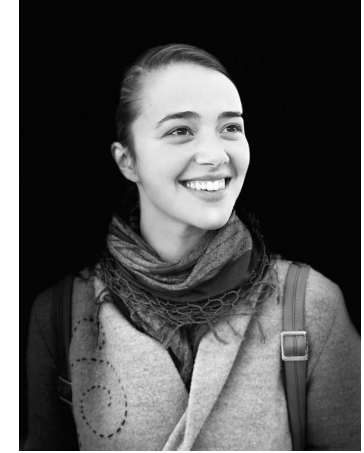
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Facilitated by Eli Griffen, Manager of Trail Development Resources, Rails-to-Trails Conservancy: [eli@railstotrails.org](mailto:eli@railstotrails.org)

*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](https://rtc.li/TEN)*

[railstotrails.org](https://railstotrails.org)

