

Fall Line Trail Meeting Agenda June 23, 2023

Define Project Goals:

Identify

- Promote a strong identity that visually connects all areas of the trail
- Provide a consistent/cohesive theme for the signage
- Enhance the aesthetic aspect of the trail by integrating the wayfinding elements with the architecture, the landscape, the historic sites, and other points of interest

Orient

- Allow visitors to find their way through the trail and between destinations
- Provide orientation to and from the commercial, historic, cultural, and riverfront areas to allow self navigation including existing marked walking trails
- Improve safety and efficiently guide visitors through the trail by establishing a consistent visual presence
- Highlight the multiple historic, cultural and natural resources along the trail as well as it's value as a touristic destination

Define Project Priorities

- Master plan or targeted sections?
- Define family of sign types for standard locations or develop a test section?
- Focus on low budget options or environmentally safe (recyclable, "green" materials)?
- Low maintenance options? Are there funds for maintenance of the system?
- How is the sign fabrication funded?

Define Project Timeline

- Dates for finishing design
- Dates for implementation of the project (fabrication/installation)

Data Collection

- Logotypes, seals and graphic elements to be considered in the wayfinding, and to be used in the signage in a vector-based format (.eps or .ai)
- Gather digital site plans/maps of the trail or site plans that identify the specific areas the trail goes through
- Assemble a destination list of what should be included in the signage to or from the trail (for example if there needs to be a sign directing to the trail from a landmark, such as a university, library, or school that will be close to the trail)
- Collect information about zoning, road system and parking zones.
- Determine code restrictions including state, county, local, and MUTCD sign regulations that may apply to the intended signage.
- Determine regulations related to signage from the counties/cities that the trail goes through
- Clarify ownership of land where the trail goes through that may pose a problem to place signage (for example if it is adjacent or goes through private property)

Next Steps

- Perform a visual and photographic survey of the Fall Line Trail
- Identify primary and secondary destinations
- Discuss with Client intended location of signs and content (destination nomenclature).
- Develop proposed strategy for wayfinding and preliminary destination list to include localities, parks, existing overlapping trails, and Trolley lines