

GATE, WAYFINDING, and SIGNAGE FINAL DESIGN PLAN

DULUTH, MINNESOTA



HOISINGTON KOEGLER GROUP INC.

MARCH 8, 2017

ACKNOWLEDGEMENTS

We especially thank the park users, community members, neighborhood residents, business owners, and the many others who participated in the development of this plan. Your thoughts, concerns, and ideas shaped this plan, and have helped to create a signage plan that is representative of Duluth.

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01. WAYFINDING & SIGNAGE DESIGN SET

EXTERIOR SIGNAGE DESIGN & WAYFINDING



A1 LARGE PARK IDENTIFICATION



A2 MEDIUM PARK IDENTIFICATION

GREY STRUCTURE # 1 BLUE BACKGROUND (SAME AS A1)
SCALE: 1/2"=1'-0"



CITY OF DULUTH
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Exterior Signage
Design and
Wayfinding



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Option: 1.1

EXTERIOR SIGNAGE DESIGN & WAYFINDING



A3 SMALL PARK IDENTIFICATION

A4 NEIGHBORHOOD PARK IDENTIFICATION



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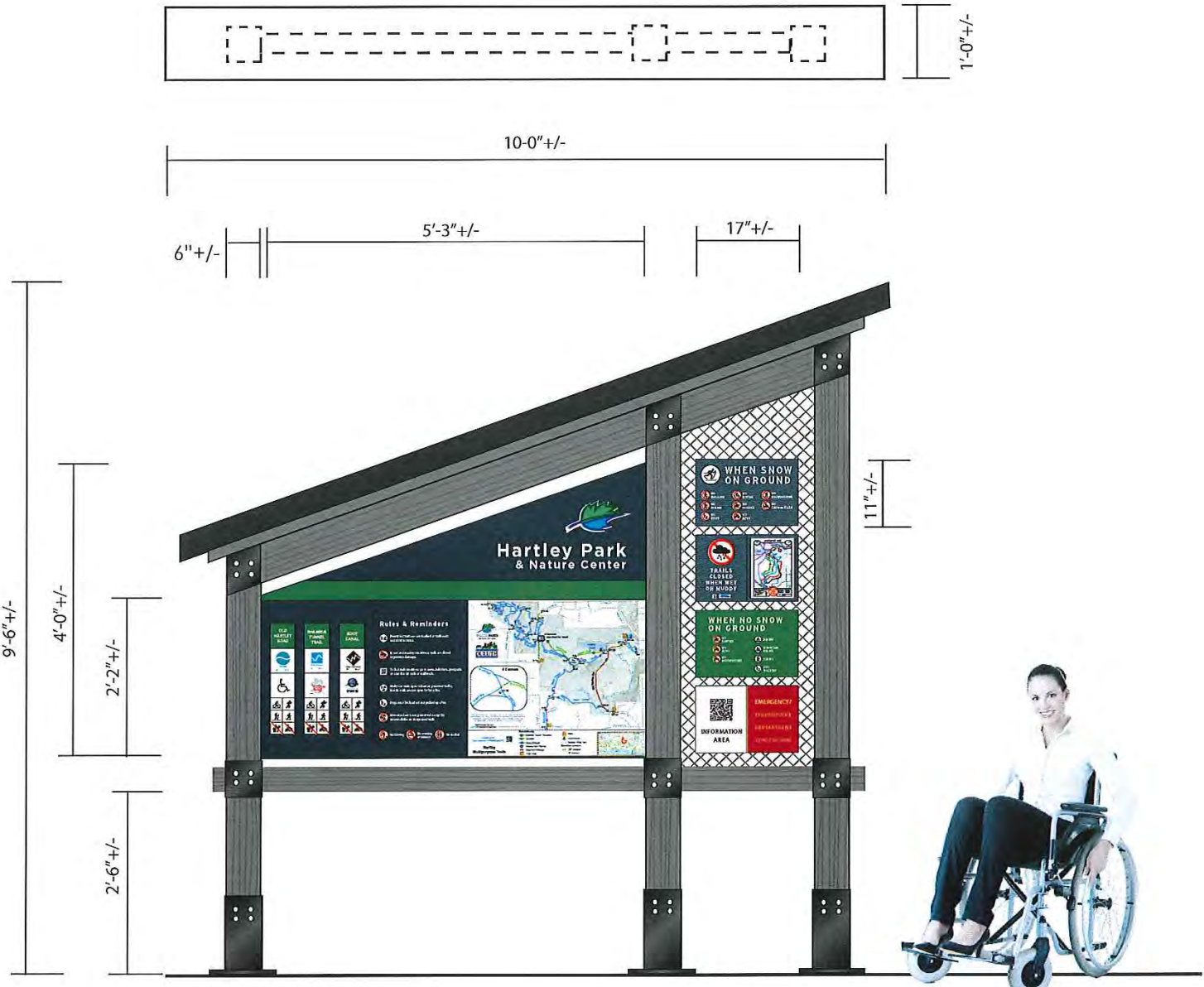
Option:
2.1

SCALE: 1/2"=1'-0"

EXTERIOR SIGNAGE DESIGN & WAYFINDING



A5 SECONDARY ENTRANCE PARK IDENTIFICATION



B1 PRIMARY DIRECTORY (SINGLE FACED)

SCALE: 1/2"=1'-0"



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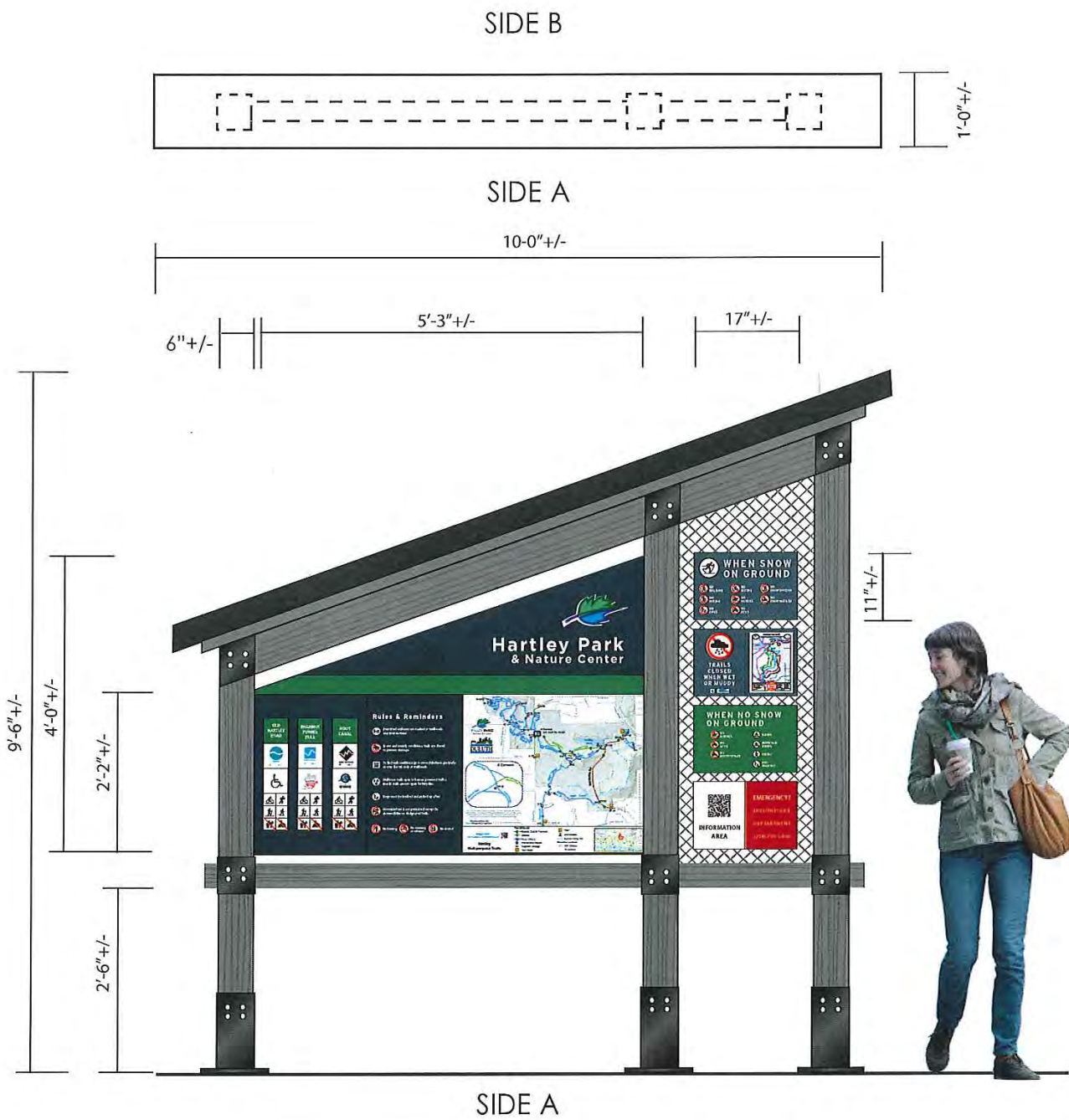
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Option:

3.1

EXTERIOR SIGNAGE DESIGN & WAYFINDING



B2 PRIMARY DIRECTORY (DOUBLE FACED)



SIDE B



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Wayfinding



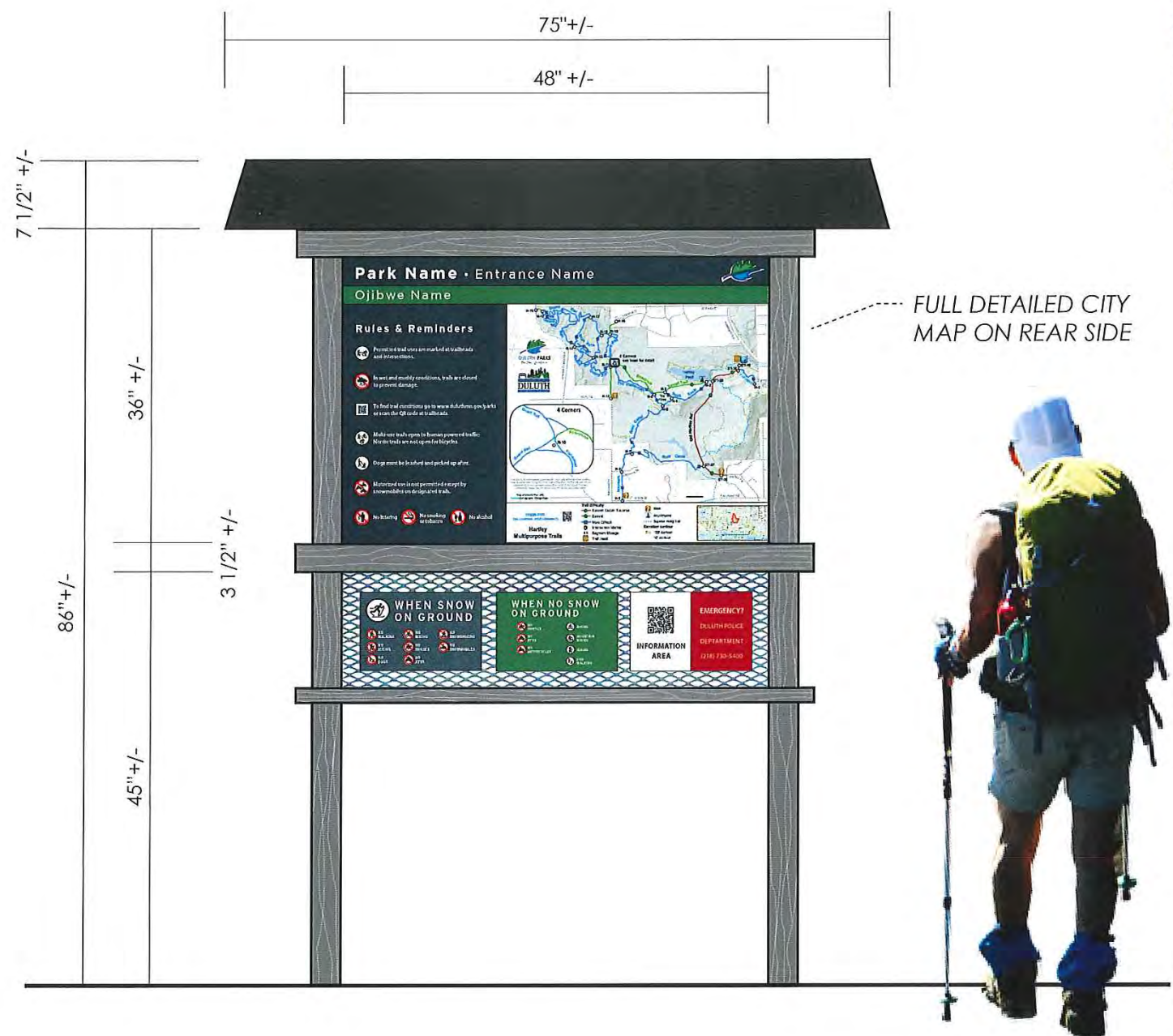
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Option:

SCALE: 1/2"=1'-0"
4.1

EXTERIOR SIGNAGE DESIGN & WAYFINDING



B3 TRAIL HEAD DIRECTORY (DOUBLE FACED)
NOTE: THE B3 TRAILHEAD DIRECTORY REPURPOSES EXISTING KIOSKS.



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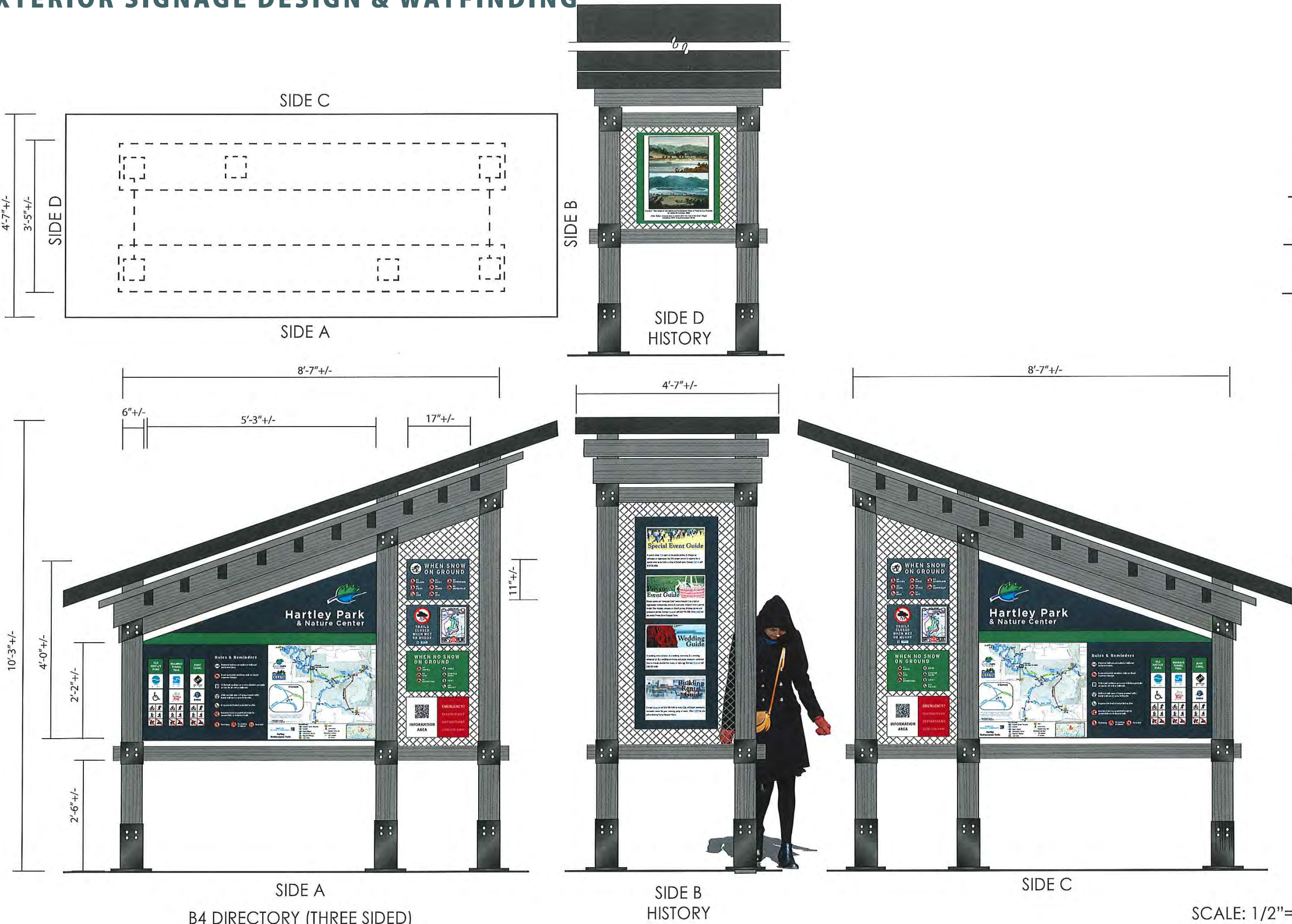
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11/17/16jy
01/16/17 cc

Option:

5.1

SCALE: 3/4"=1'-0"

EXTERIOR SIGNAGE DESIGN & WAYFINDING



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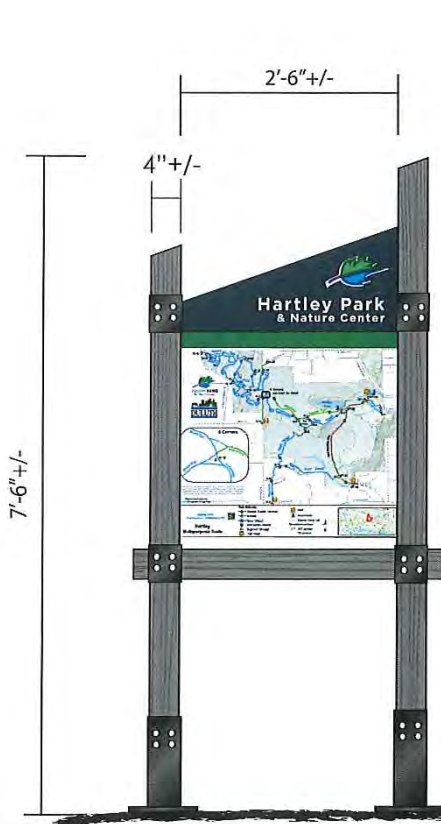
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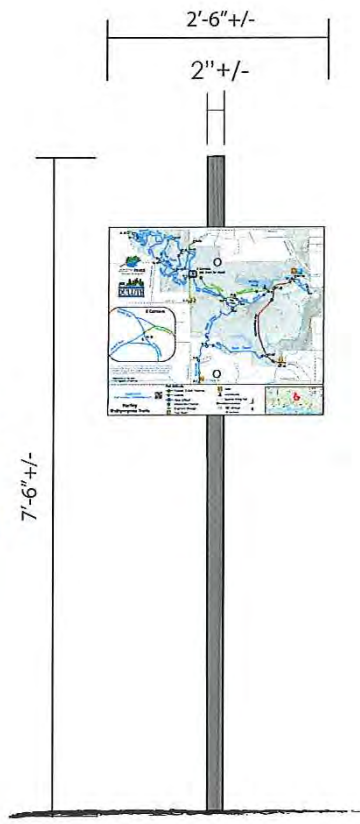
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6.1

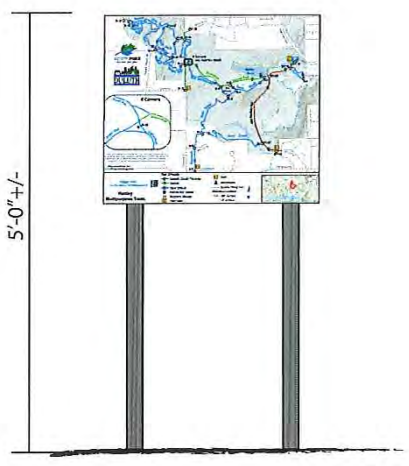
EXTERIOR SIGNAGE DESIGN & WAYFINDING



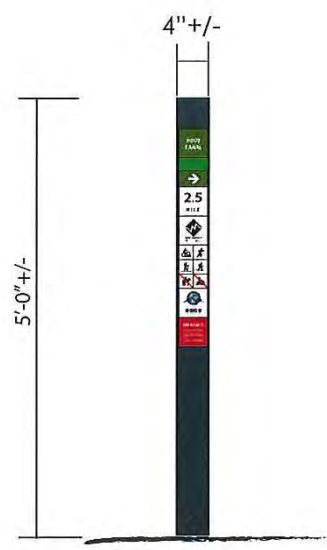
B5 MAP/EMERGENCY SIGN



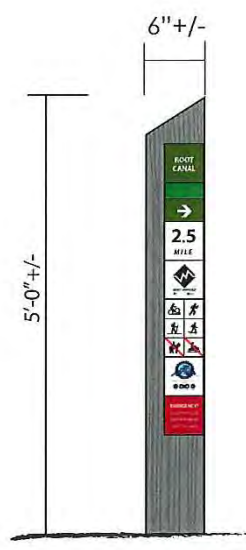
B6 SMALL
MAP/EMERGENCY SIGN



B7 TABLE TOP
MAP/EMERGENCY SIGN



C1 TRAIL MARKER
(CARSONITE)



C2 TRAIL MARKER (4 SIDED)



SCALE: 1/2"=1'-0"



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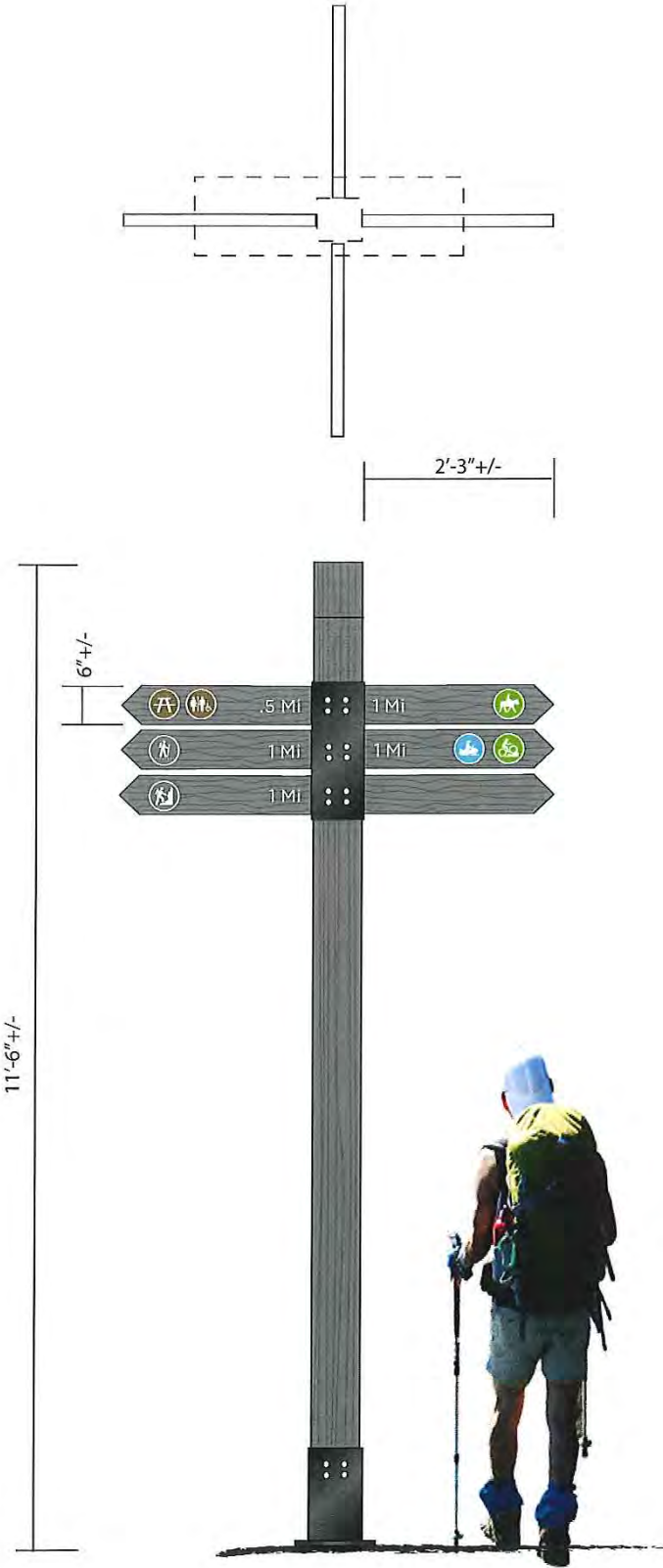


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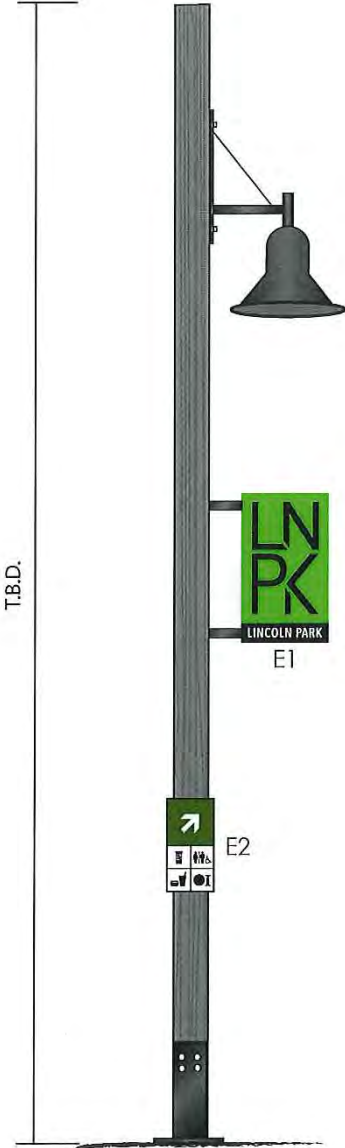
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Option:
7.1

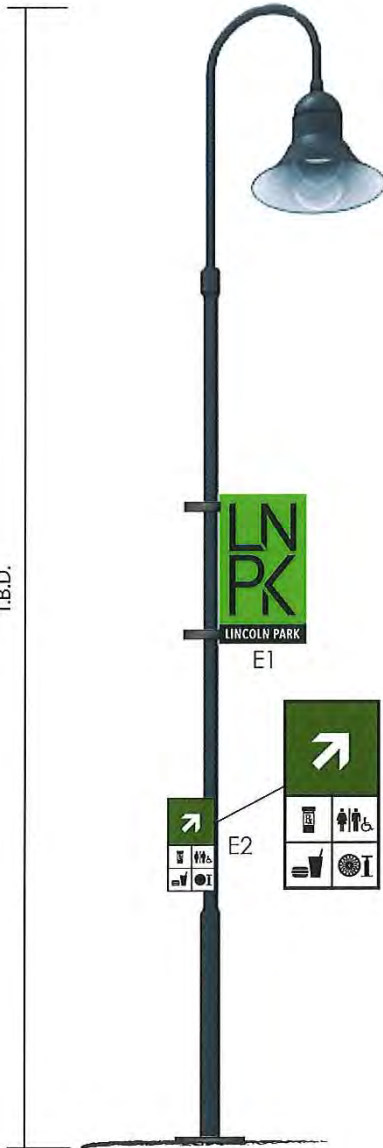
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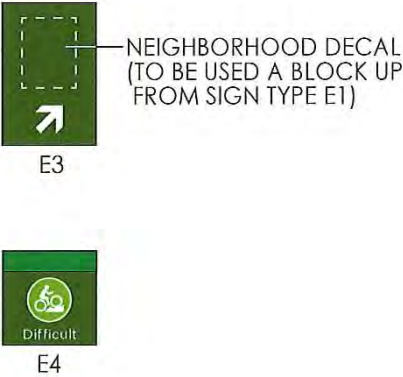
D1 TRAIL DIRECTIONAL WITH AREA MARKERS



OPTION 1
E1 & E2 NEIGHBORHOOD DIRECTIONAL



OPTION 2
E1 & E2 NEIGHBORHOOD DIRECTIONAL



SCALE: 1/2"=1'-0"



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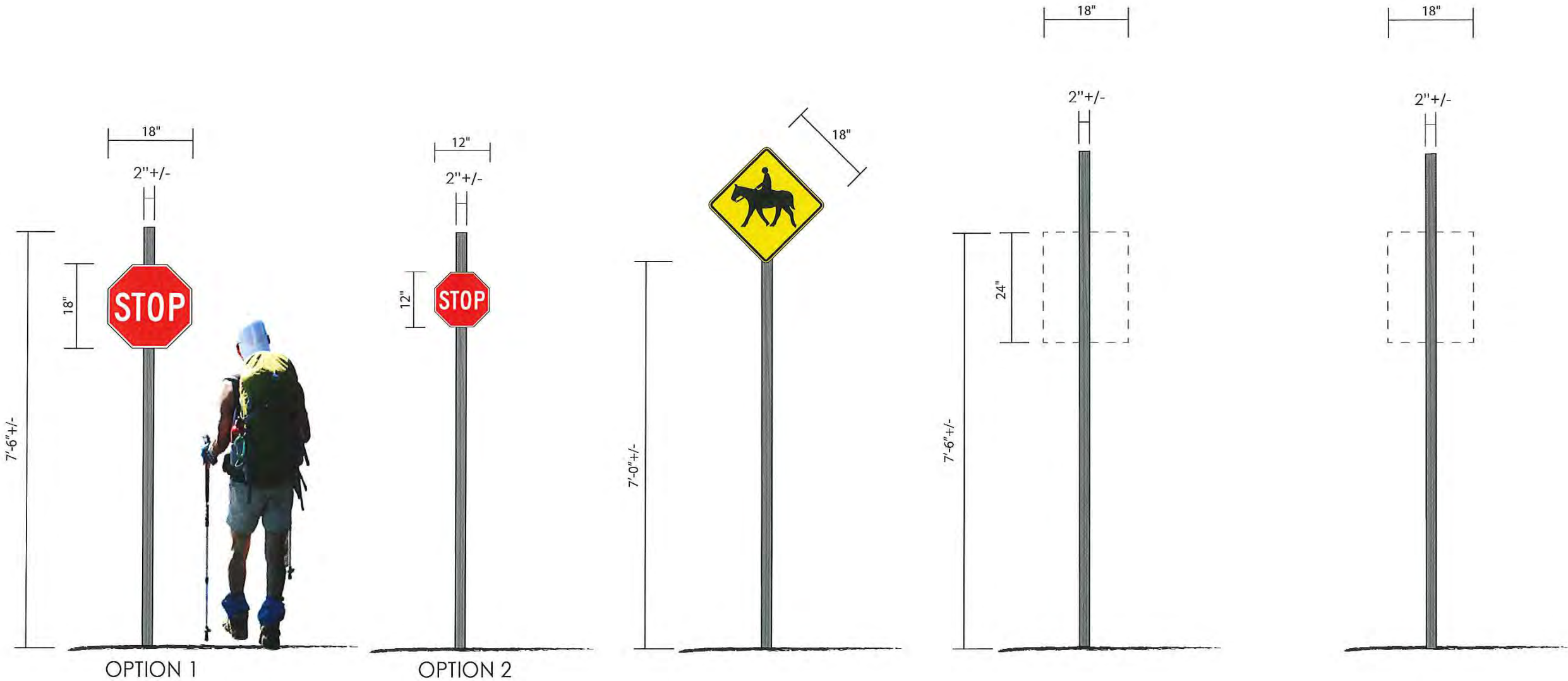


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Option:
8.1

EXTERIOR SIGNAGE DESIGN & WAYFINDING



F1 TRAIL REGULATORY

F1 TRAIL REGULATORY

F2 VEHICULAR CROSSING
REGULATORY

F3 GENERAL RULES SIGN

F3 PARKING LOT HOURS ETC. SIGN



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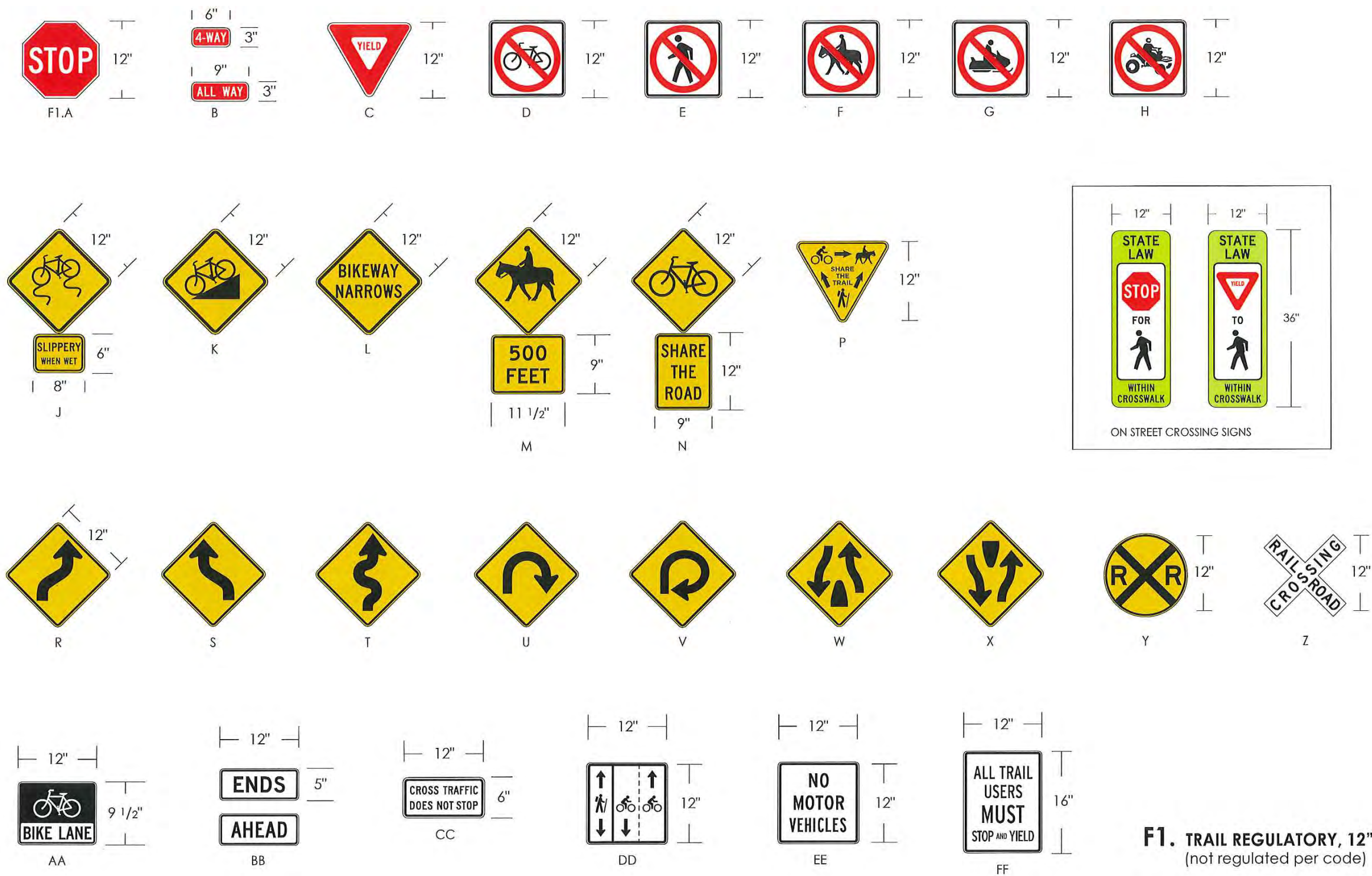
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Option:
9.1

SCALE: 1/2"=1'-0"

REGULATORY & RULES



F1. TRAIL REGULATORY, 12" (not regulated per code)

Trail Regulatory signs are intended for trail users when the trail does not cross any city, county, or state vehicular roadways.



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Page:
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REGULATORY & RULES



F2.A

9 1/2"

4-WAY


5"

13 3/4"


ALL WAY

5"


B




C




D




E




F




G




H




J




K




L




M




N




P




GG




HH




JJ




R




S




T




U




V




W




X



Y



Z



AA

18"

ENDS

7 1/2"

18"

AHEAD

7 1/2"

BB

18"

CROSS TRAFFIC DOES NOT STOP

9"

18"

CC

9"

18"

↑ ↓

18"

18"

↑ ↓

18"

DD

18"

NO MOTOR VEHICLES

18"

18"

EE

18"

18"

ALL TRAIL USERS MUST STOP AND YIELD

23 1/2"

18"

FF

23 1/2"



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Page: 11
Scale: NTS

**F2. VEHICULAR CROSSING
REGULATORY, 18"**
(required by MnDOT code)

Vehicular Crossing Regulatory signs
are intended to provide necessary
crossing preliminary information and
MnDOT code required regulation
signage for city, county, or state
vehicular roadways.



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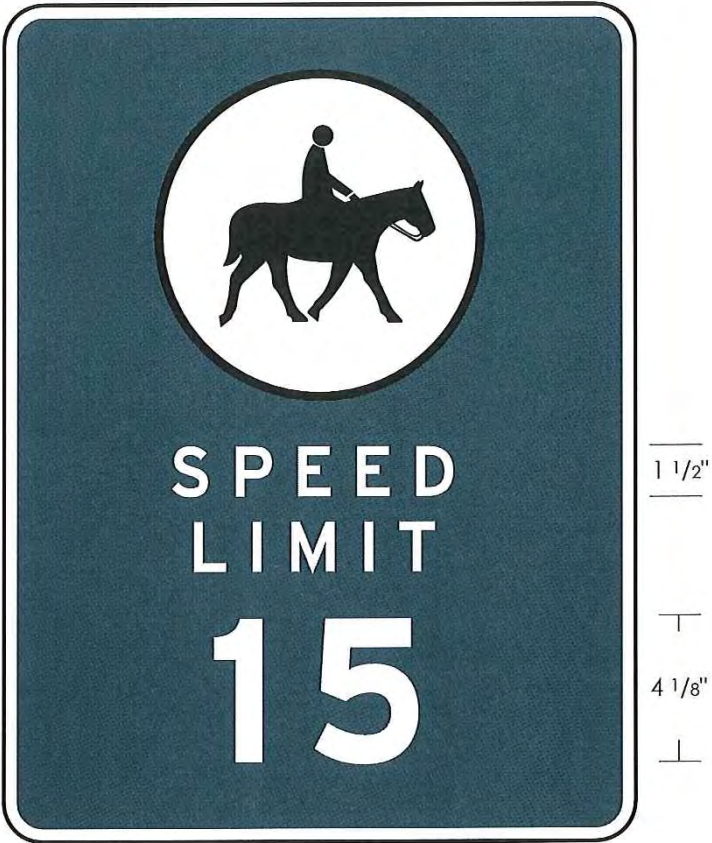
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F3.D



F3.E



F3.F

F3.Fa



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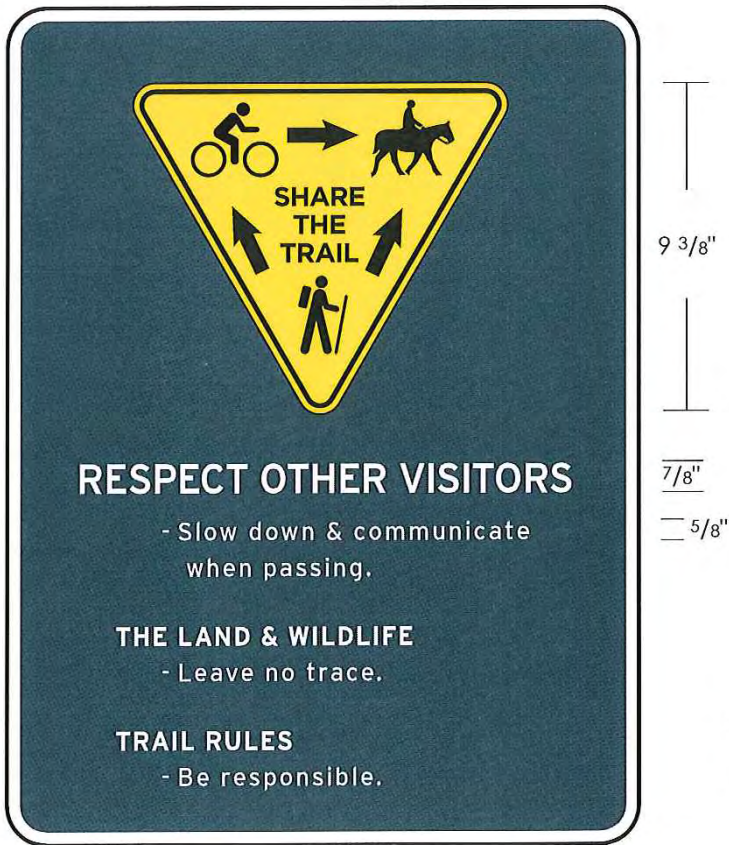


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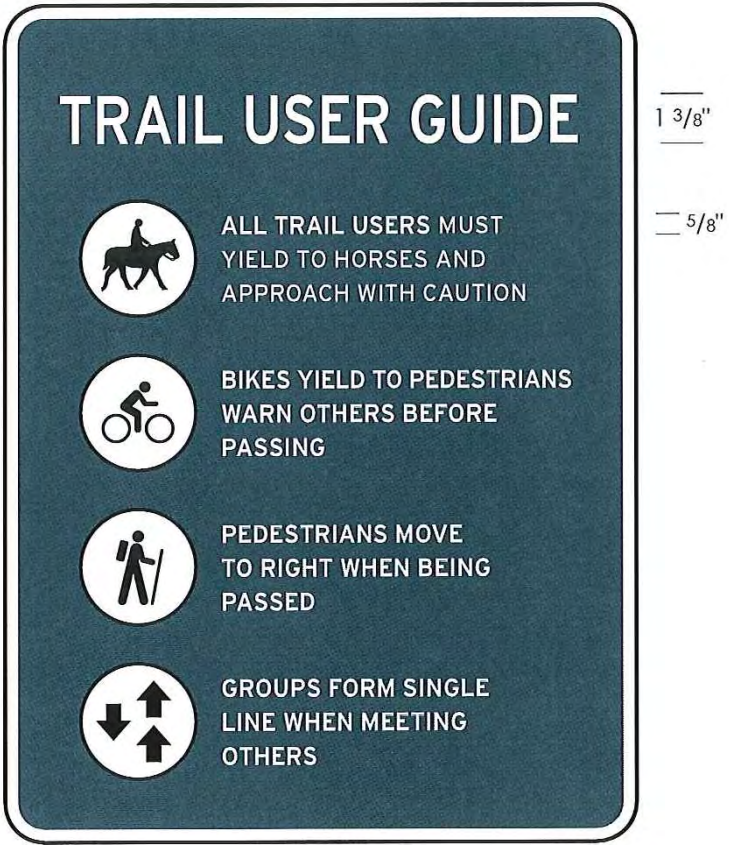
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F3.G



F3.H



F3.J

REGULATORY & RULES



F3.K



F3.L



F3.M



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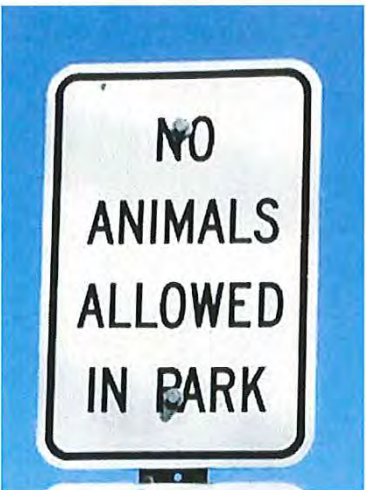


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F3.N



F3.P



F3.Q



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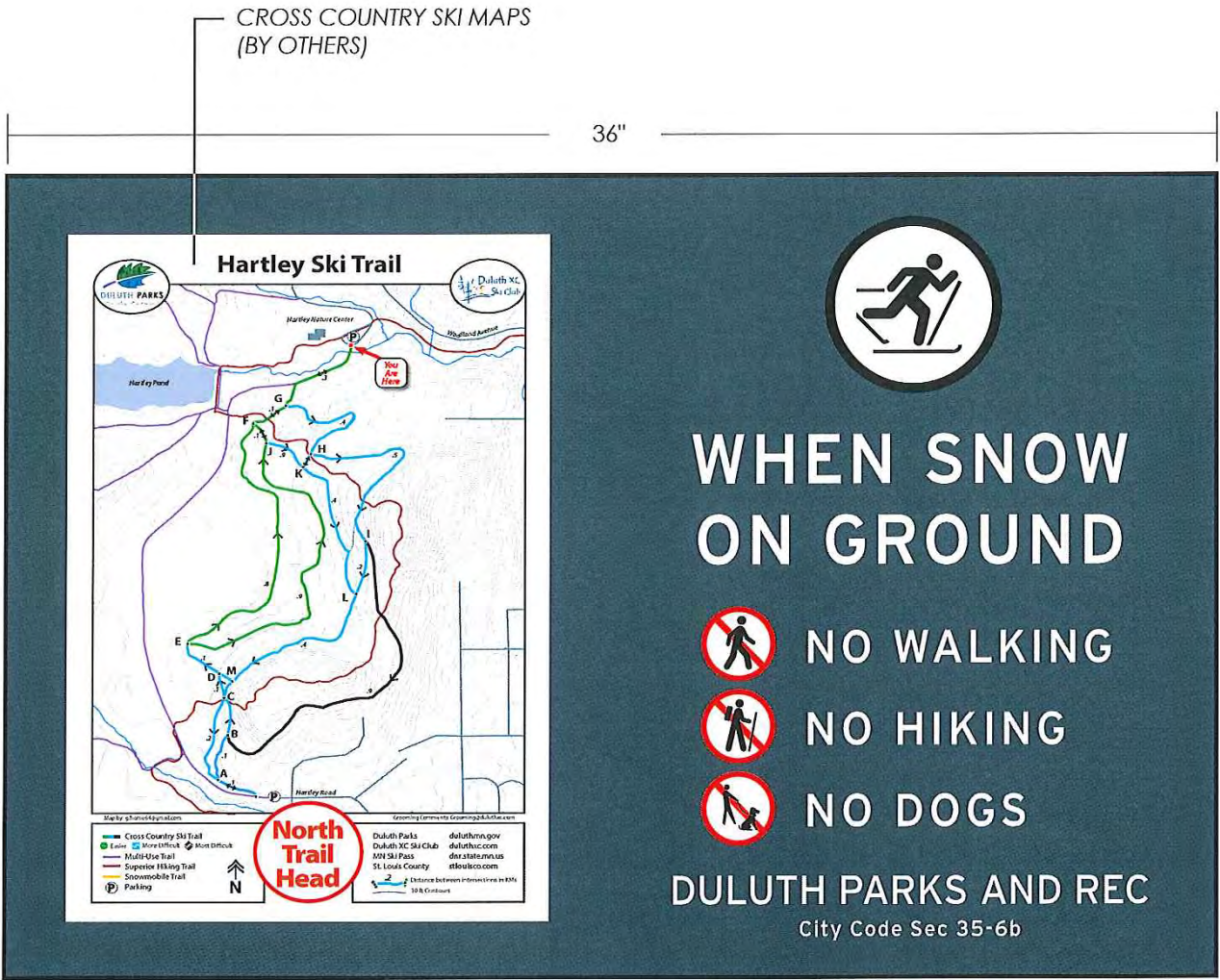
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SECONDARY ENTRANCE
"WHEN SNOW ON GROUND" SIGN
WITH MAP



SECONDARY ENTRANCE
"WHEN SNOW ON GROUND" SIGN
WITHOUT MAP



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Existing Signage (for reference only)



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Existing



Existing



F3.T New Design w/ added International Pictograms



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F3.T New Design w/ added International Pictograms



F3.A



B



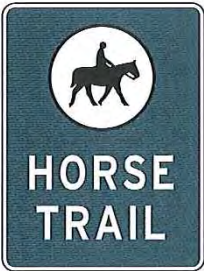
C



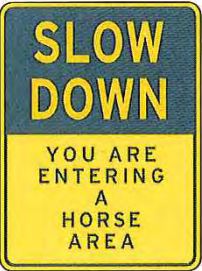
D



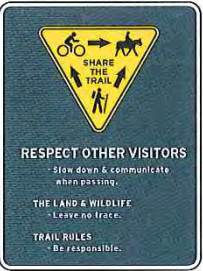
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T



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Existing
NOTE: SEE RETROFIT SIGN SAMPLE ON PAGE 6
(B3 TRAILHEAD DIRECTORY)

15"

5/8"

3/8"

22"

Rules & Reminders

-  Permitted trail uses are marked at trailheads and intersections.
-  In wet and muddy conditions, trails are closed to prevent damage.
-  To find trail conditions go to www.duluthmn.gov/parks or scan the QR code at trailheads.
-  Multi-use trails open to human powered traffic; Nordic trails are not open for bicycles.
-  Dogs must be leashed and picked up after.
-  Motorized use is not permitted except by snowmobiles on designated trails.
-  No littering
-  No smoking or tobacco
-  No alcohol

F3.S Hartley Park Trails, Rules & Reminders



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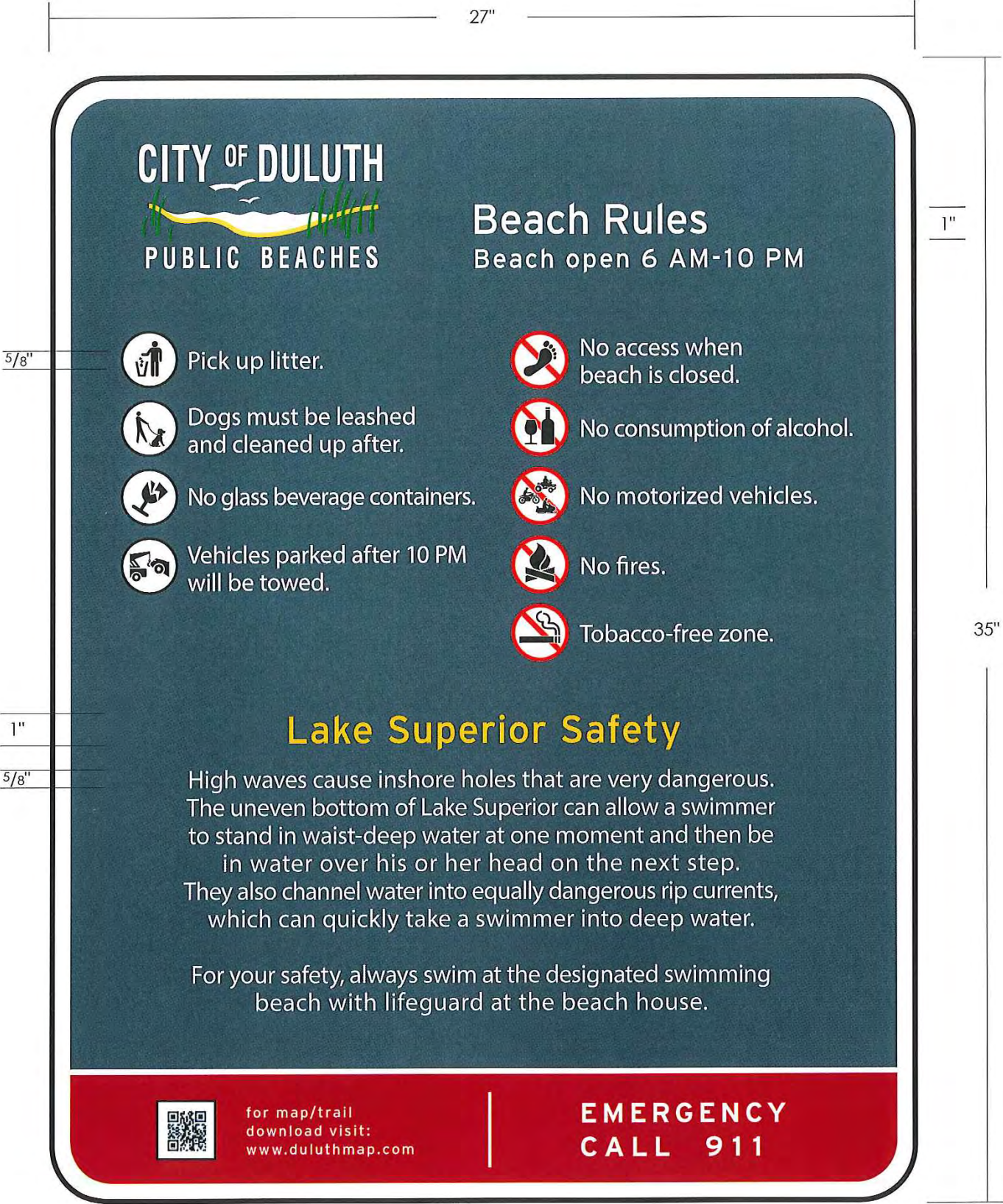
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Page: 21



Existing



F3.U New Design w/ added International Pictograms



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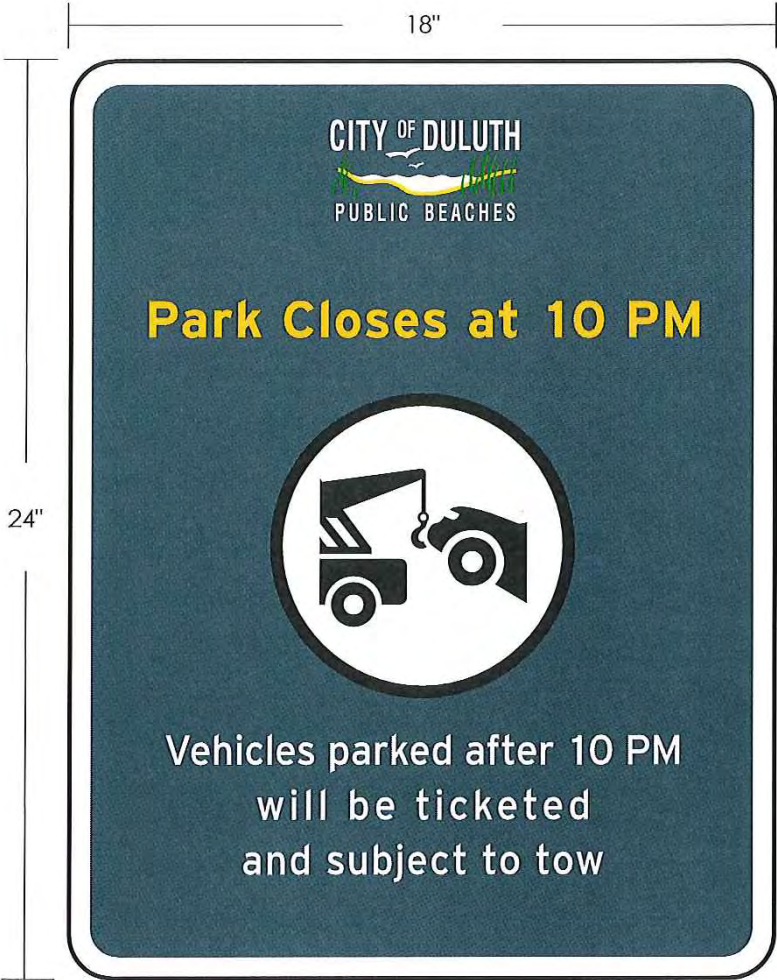
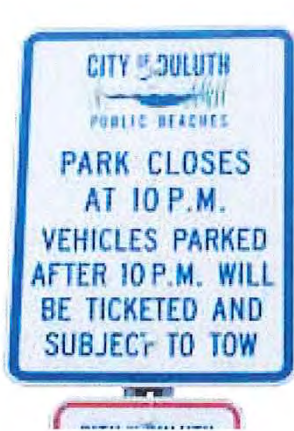


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F3.V



F3.W



F3.X



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SPECIALTY SIGN
F3.BB For Jay Cooke State Park



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CELL SERVICE
F3.Y New Design w/ added
International Pictograms



NO CELL SERVICE
F3.Z New Design w/ added
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F3.AA NO ATVs & OHVs



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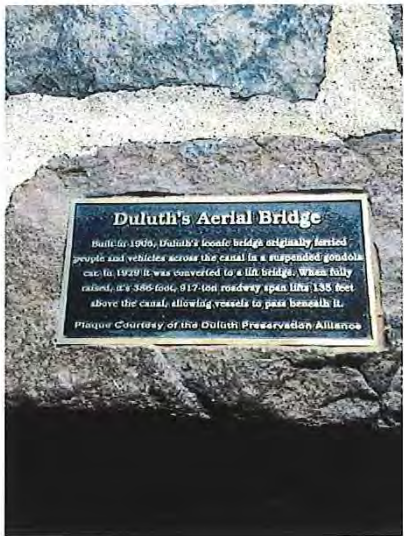
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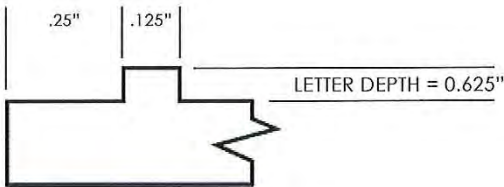
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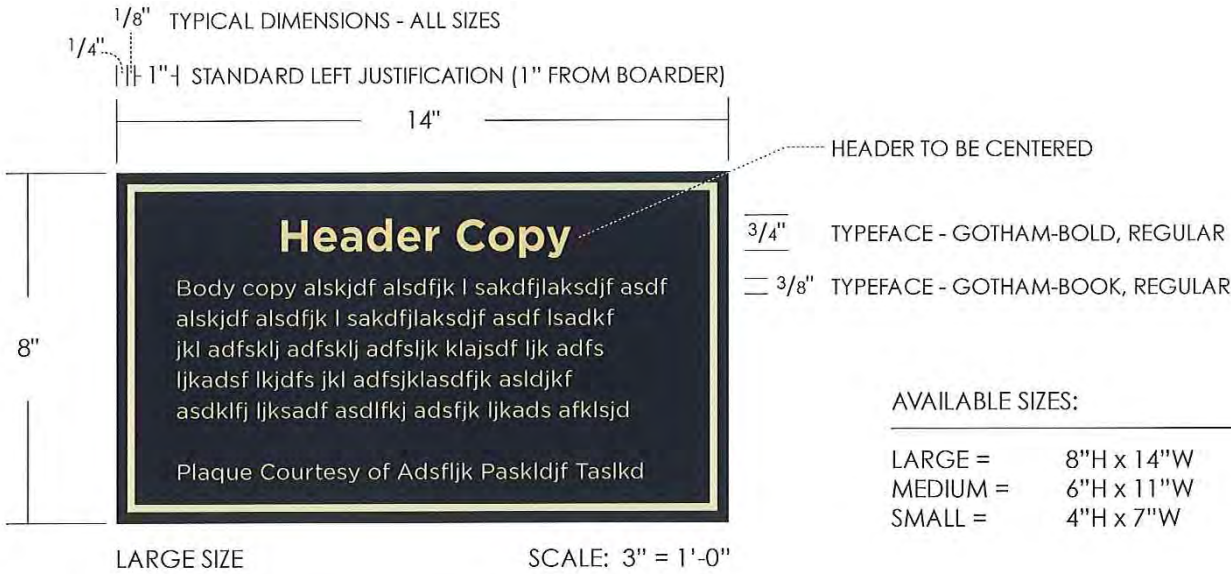


CAST BRONZE, EMBOSSED
(existing for reference)

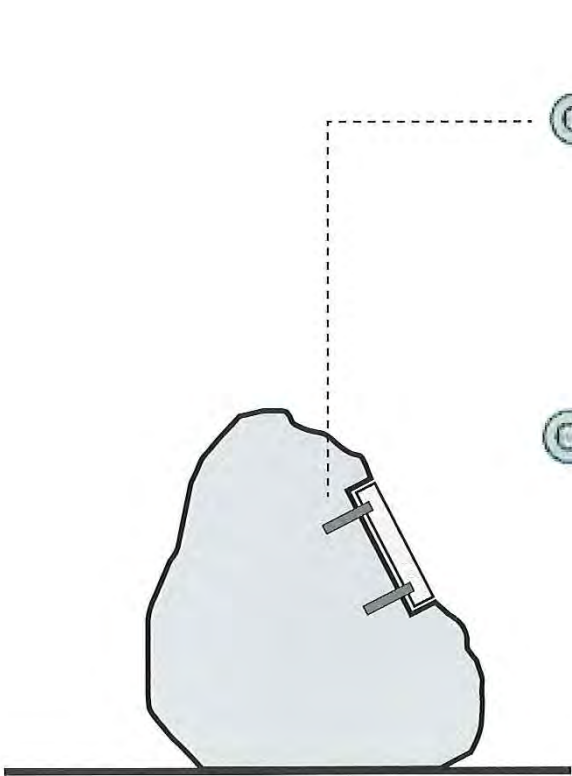
HISTORICAL MARKER CAST PLAQUES
TO BE CAST BRONZE WITH EMBOSSED
COPY AND INSET SINGLE LINE BORDER
(W/ DARK BACKGROUND).



INSET SINGLE LINE
SIDE SECTION DETAIL



LARGE SIZE SCALE: 3" = 1'-0"



FOR SMALLER PLAQUES
(LESS THAN 24" X 24")
A **SOLID** BACK PLAQUE
IS RECOMMENDED.



FOR LARGER PLAQUES
(MORE THAN 24" X 24")
A **RECESSED** BACK PLAQUE
IS RECOMMENDED
(TO REDUCE WEIGHT).

SANDBLAST BOULDER 1/2" - 1"
TO INSET PLAQUE, WITH FACE TO
BE GENERALLY FLUSH WITH SURFACE,
WITH ANGLE TO BE SET FOR OPTIMUM
USER VIEW.

SILICONE & STUD-MOUNT PLAQUE
PERMANENTLY TO BOULDER / WALL
SURFACE AS REQUIRED.



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TYPEFACE STANDARDS

PARK IDENTIFICATION

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/?&

Typeface - **Gotham-bold, Regular**
(for park name identification use: 'Hartley Park & Nature Center')

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/?&

Typeface - Gotham-book, Regular
(for park address identification use: '3001 Woodland Avenue')

REGULATORY SIGNAGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/?&

Typeface - **InterstatePlus, Bold**
(for regulatory sign headers: 'Rules & Reminders')

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/?&

Typeface - InterstatePlus, Regular
(for regulatory sign copy, primary: 'Horse Trail')

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/?&

Typeface - Myriad Pro, Regular
(for rule listings & extended copy messages, secondary:
'Permitted trail uses are marked at trailheads and intersections.')



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TYPEFACE
STANDARDS



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PICTOGRAM STANDARDS

AMENITIES



BBQ grills



community center



restrooms



picnic shelter



picnic area



bike repair station



campground



skate park



dog walking/dog park



playground



birding

SUMMER ACTIVITIES



baseball/softball



soccer



volleyball



golf



basketball



tennis



disc golf



mountain biking



equestrian

AQUATIC



fishing



beach access



swimming



canoeing/kayaking



boat launch ramp

SPECIALTY
USAGE



parking

WINTER
TRAIL
USAGE



cross-country skiing



ice skating



downhill skiing



snow-shoeing



snowmobiling

TRAIL
USAGE



hiking



biking



climbing/bouldering



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PICTOGRAM
STANDARDS

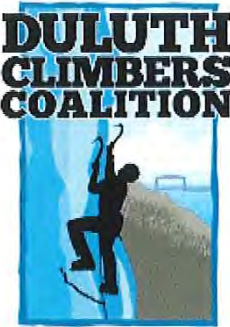
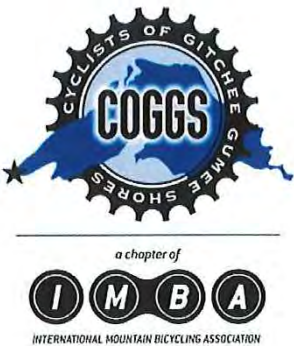


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SPONSOR LOGO STANDARDS



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SPONSOR LOGO
STANDARDS






















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Sponsor Logos

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GRAPHIC STANDARDS

| Difficulty Level | Multipurpose Trail Difficulty | Mountain Biking Trail Difficulty <i>per existing duluth maps (reference page: F3.r)</i> | Downhill Skiing Trail Difficulty <i>per existing duluth maps (reference page: F3.s)</i> | Cross-Country Skiing Trail Difficulty <i>per existing duluth maps (reference page: F3.s)</i> |
|--|---|---|---|--|
| EASIEST | |  | | |
| EASY |  |  |  |  |
| MORE DIFFICULT / INTERMEDIATE |  |  |  |  |
| VERY DIFFICULT |  |  |  |  |
| EXTREMELY DIFFICULT / EXPERTS | |  |  | |
| EXCEPTIONAL EXPERTS | |  |  | |
| TERRAIN PARKS, JUMPS, HALF-PIPES & OTHER SPECIALTY OBSTACLES | |  |  | |



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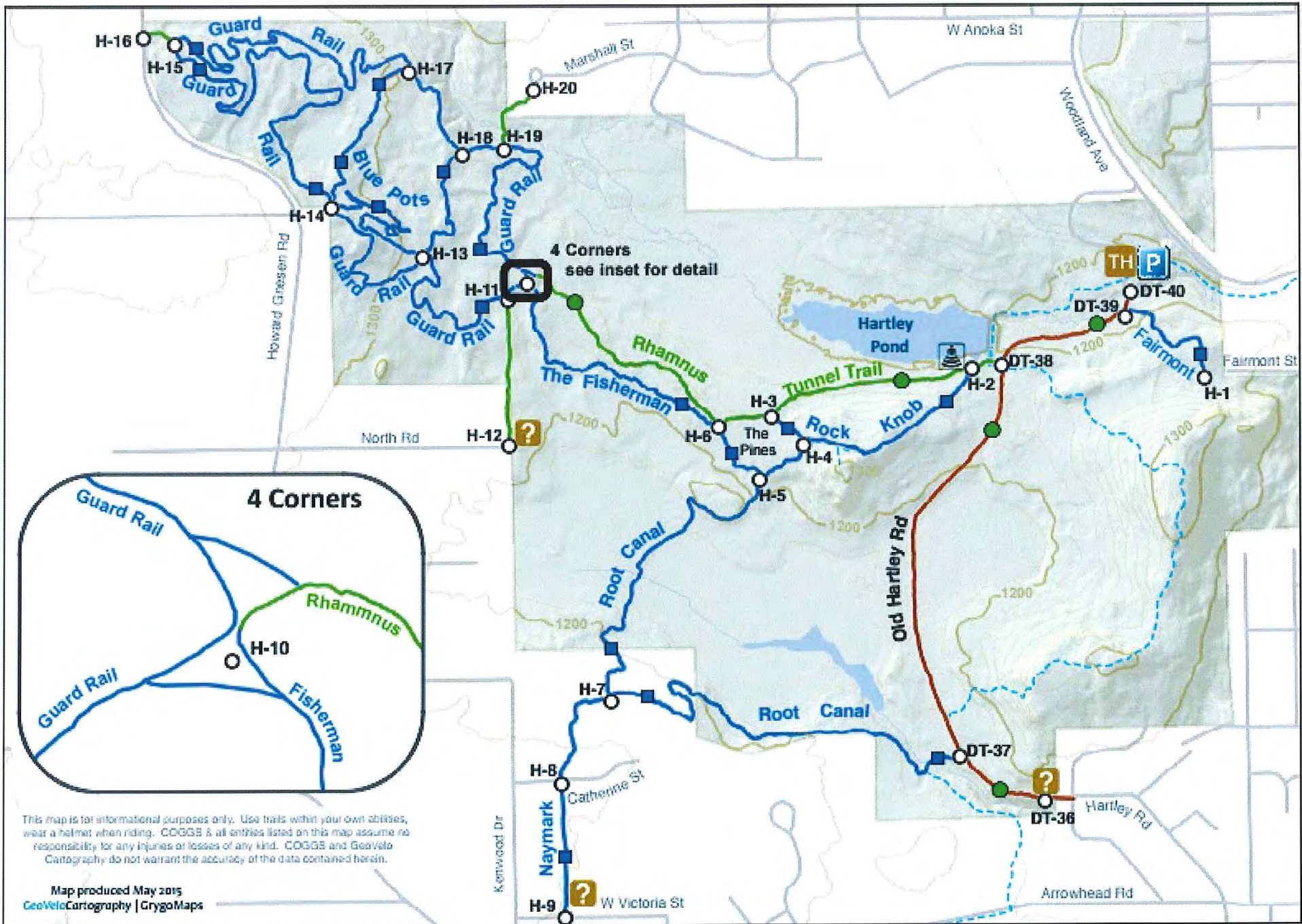
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GRAPHIC STANDARDS



The City of Duluth will work with user groups to provide maps for specific parks and trails.

Hartley
Multipurpose Trails

Trail Difficulty

- Easiest: Duluth Traverse
- Easiest
- More Difficult
- Intersection Marker
- 0.5 Segment Mileage
- TH Trail Head

? Kiosk

⛶ Amphitheatre

TO REMAIN THE SAME

--- Superior Hiking Trail

Elevation contour

- 800 100' contour
- 10' 10' contour

coggs.com

Trail Conditions @COGGS Hartley TC







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Multipurpose Trail Map (currently in use in Duluth)

GRAPHIC STANDARDS

| Mountain Biking Trail Difficulty Rating System | | | | | | | |
|--|--|---|--|---|--|---|---|
| | Easiest White Circle  | Easy Green Circle  | More Difficult Blue Square  | Very Difficult Black Diamond  | Extremely Difficult Dbl. Black Diamond  | Exceptional Experts  | Terrain Parks, Jumps, Half-pipes & other Specialty Obstacles  |
| Trail Width | 72" or more | 36" or more | 24" or more | 12" or more | 6" or more | | |
| Tread Surface | Hardened or surfaced | Firm and stable | Mostly stable with some variability | Widely variable | Widely variable and unpredictable | | |
| Average Trail Grade | Less than 5% | 5% or less | 10% or less | 15% or less | 20% or more | | |
| Maximum Trail Grade | Max 10% | Max 15% | Max 15% or greater | Max 15% or greater | Max 15% or greater | | |
| Natural Obstacles and Technical Trail Features (TTF) | None | Unavoidable obstacles 2" tall or less Avoidable obstacles may be present Unavoidable bridges 36" or wider | Unavoidable obstacles 8" tall or less Avoidable obstacles may be present Unavoidable bridges 24" or wider TTF's 2' high or less, width of deck is greater than 1/2 the height | Unavoidable obstacles 15" tall or less Avoidable obstacles may be present May include loose rocks Unavoidable bridges 24" or wider TTF's 4' high or less, width of deck is less than 1/2 the height Short sections may exceed criteria | Unavoidable obstacles 15" tall or greater Avoidable obstacles may be present May include loose rocks Unavoidable bridges 24" or narrower TTF's 4' high or greater, width of deck is unpredictable Many sections may exceed criteria | | |

The suggestions offered in this and other IMBA trailbuilding articles do not constitute a standard, specification, or regulation. Trailbuilders and landowners are responsible for the safety of their own trails and facilities. Freeriding and dirt jumping are high-risk activities that can result in serious injuries. IMBA's goal is to help land managers and volunteers manage these risks by sharing information.



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| Nordic Skiing Trail Difficulty Rating System | | |
|---|--|--|
| Easy Green Circle  | More Difficult Blue Square  | Very Difficult Black Diamond  |
| No Herringbone or Snowplow Techniques are needed | One or Both of those Techniques are needed | Skier Must be Able to Turn On Skis to Slow or Stop |



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Sponsorship Standards

The city should devise and implement a policy regarding signs with regard to donors and sponsors within the park system.

The policy should include criteria as follows:

- Sponsorship Parameters
- Fees Required
- Multiple Sponsorship Levels
- Time Period
- Visual Guidelines, sizes, etc.
- Singular or Shared Sponsorship
- Sponsorship Criteria
- Maintenance Responsibilities
- Sponsorship Termination
- Sponsorship Signage Removal



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LANDSCAPING & CUSTOMIZATION



Lakewalk Entry Planting Example



Park Point Entry Planting Example

ENTRY PLANTING OPTIONS

Landscape plantings can be added around certain park signs to highlight the individual character of each park, customizing the sign and contributing to sense of place. Native species suited to the surrounding environment can be planted: drought resistant grasses in the dunes of Park Point; low maintenance perennials and clumps of aspen at rustic parks like Chamber’s Grove; or showy, long blooming flowers and ornamentals in high profile areas like the Lakewalk. At neighborhood parks with an active garden club presence, entry signs could be adopted and planted with annuals or other species. All plantings should be designed to work with individual site conditions and should not interfere with sign visibility.



Chamber’s Grove Entry Planting Example



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Exterior Signage
Design and
Wayfinding



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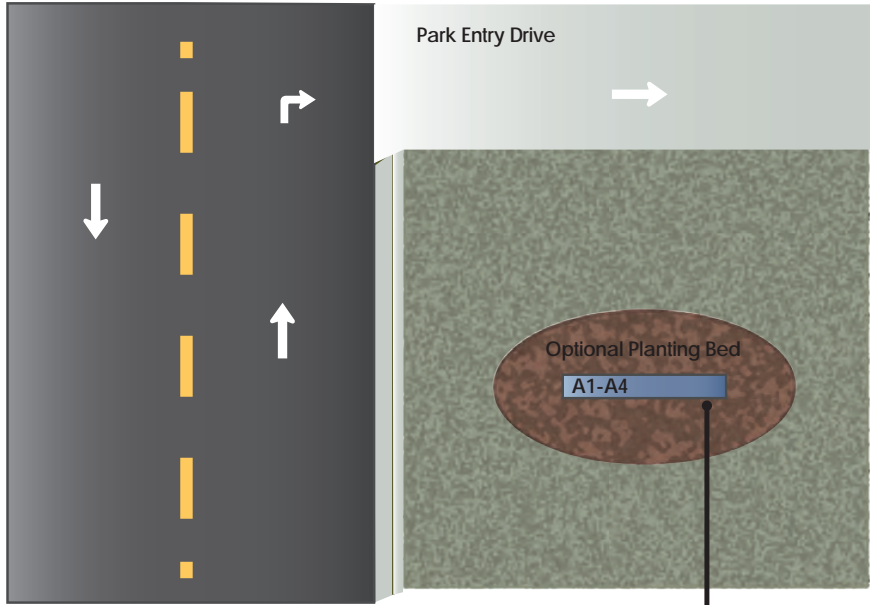
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Option: **L1**



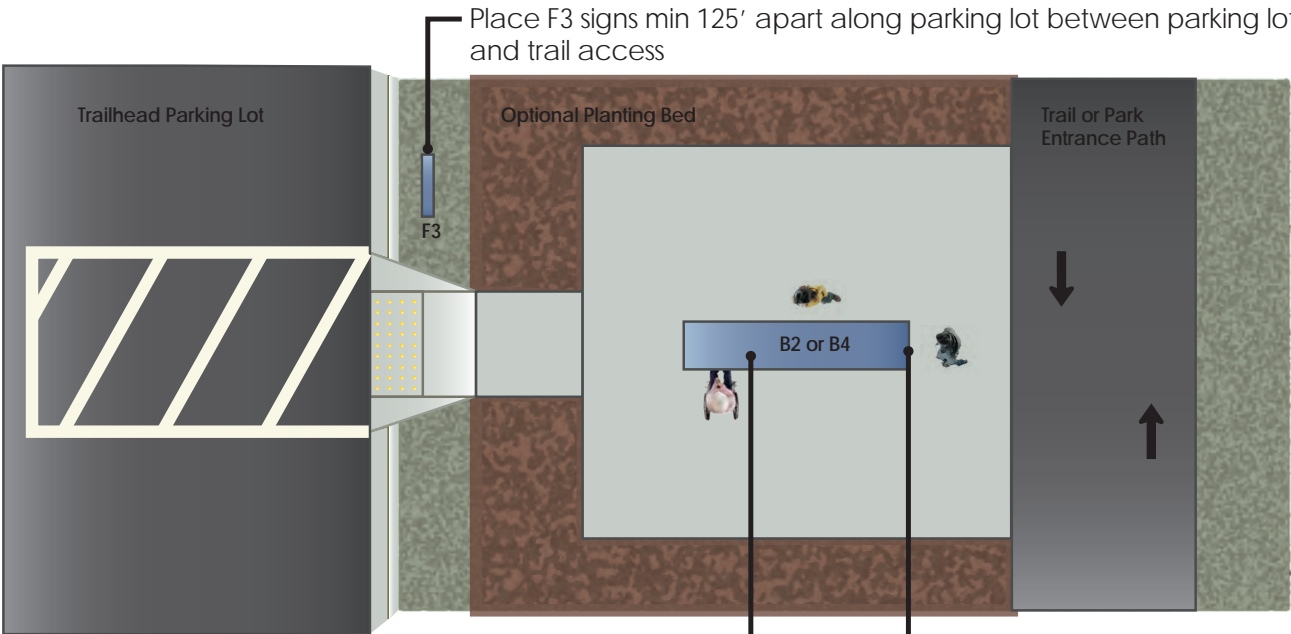
02. WAYFINDING & SIGNAGE LOCATIONS

TYPICAL SIGNAGE PLACEMENT VIGNETTES



Place sign perpendicular to traffic and locate within view of entry drive

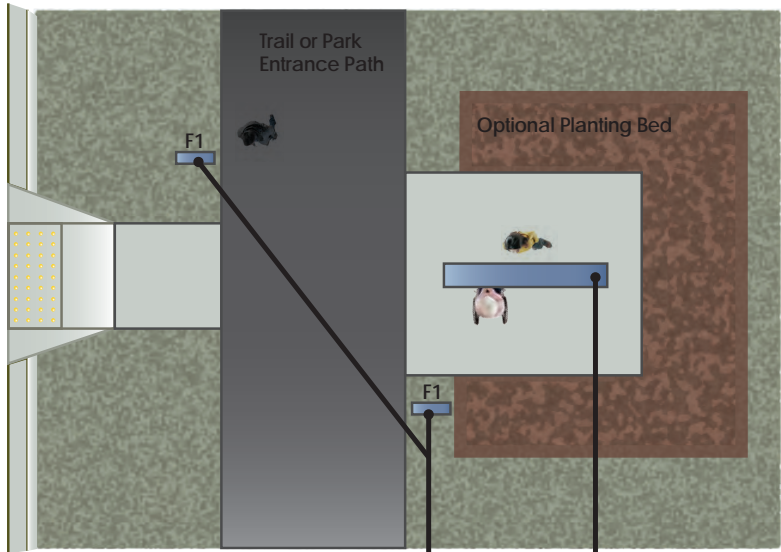
1
M1
A1-A4: Primary Park Entrance Sign Location (Typ.)
NOT TO SCALE



Place sign perpendicular to trail traffic between parking lot and trail access

If Kiosk is 3-sided, face additional content toward trail

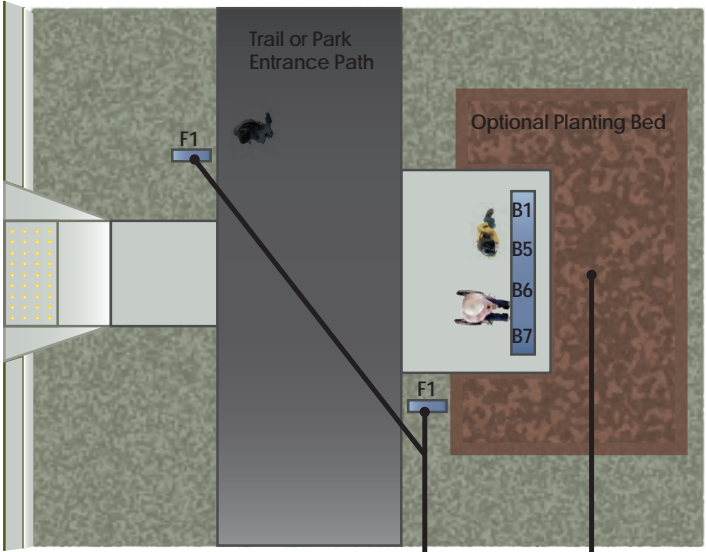
2
M1
B2 or B4: Double-faced or Three-sided Primary Directory Signs (Typ.)
NOT TO SCALE



F1 Trail Regulatory (Yield, Trail Crossing) Signs

Place kiosk or other two-sided sign perpendicular to trail traffic

3
M1
B3: Double-faced Trail Directory (Typ.)
NOT TO SCALE



F1 Trail Regulatory (Yield, Trail Crossing) Signs

Place kiosk or other single-faced sign parallel to trail traffic

4
M1
B1 or B5-B7: Single-faced Primary Directory or Map/ Emergency Signage (Typ.)
NOT TO SCALE

TYPICAL SIGNAGE PLACEMENT VIGNETTES

Signs should be located and placed individually, taking into account the specific variables encountered at each site; however, these diagrams attempt to illustrate some of the overarching principles that might guide the placement of certain sign types. These vignettes are not to scale.



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Exterior Signage
Design and
Wayfinding



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TYPICAL SIGNAGE PLACEMENT

Placement of Signs

In addition to the vignettes shown on the previous page, please consider the following when siting signs of each type:

» Large and Medium Park Identification (A1 & A2)

- Sign should be located at main automobile entrance, as close to the road as possible without impeding sight lines. It should be positioned perpendicular to the street, and in a way that is visible from both directions of traffic (2 sided sign).

» Small and Neighborhood Park Identification (A3 & A4)

- Sign should be located at main automobile entrance, as close to the road as possible without impeding sight lines. It should be positioned perpendicular to the street, and in a way that is visible from both directions of traffic (2 sided sign). For parks on slower streets, a 1-directional sign facing the street may be appropriate.

» Secondary Entrance Park Identification (A5)

- Sign should be located at secondary automobile entrance, as close to the road as possible without impeding sight lines. It should be positioned perpendicular to the street, and in a way that is visible from both directions of traffic (2-sided sign). For access from slower streets, a 1-directional sign facing the street may be appropriate.

» Primary Directory and Trailhead Directory (B1- B4)

- Directories should be located at the primary entrance to the park where people will first be on foot (edge of a parking lot, front of visitor center, etc.). The kiosk should be highly visible.

» Map/ Emergency (B5- B7)

- Maps should be located at places where trails intersect. One map should be sufficient per intersection. Trail markers identifying each trail will work in coordination with maps to help people orient.

» Trail Markers (C1 & C2)

- Trail markers should be used in conjunction with maps to inform users which trail is which. Trail markers are also important when uses intersect and certain uses are not allowed on some trails.
- Trail markers may also be used to identify distances on longer trails, similar to a mileage marker.

» Trail Directional with Area Markers (D1)

- Trail directional signage should be located at the edges of parks where trails meet the neighborhood streets to direct neighbors to the parks and park users to neighborhood destinations. These signs will likely be located in large and special use parks where users may not be familiar with the area.

» Neighborhood Directional (E1-E3)

- Neighborhood directional signage should be located within neighborhoods and commercial corridors at visible and highly trafficked areas in order to direct potential visitors to park and trail entrances. Sign faces may be installed on existing poles or fixtures.

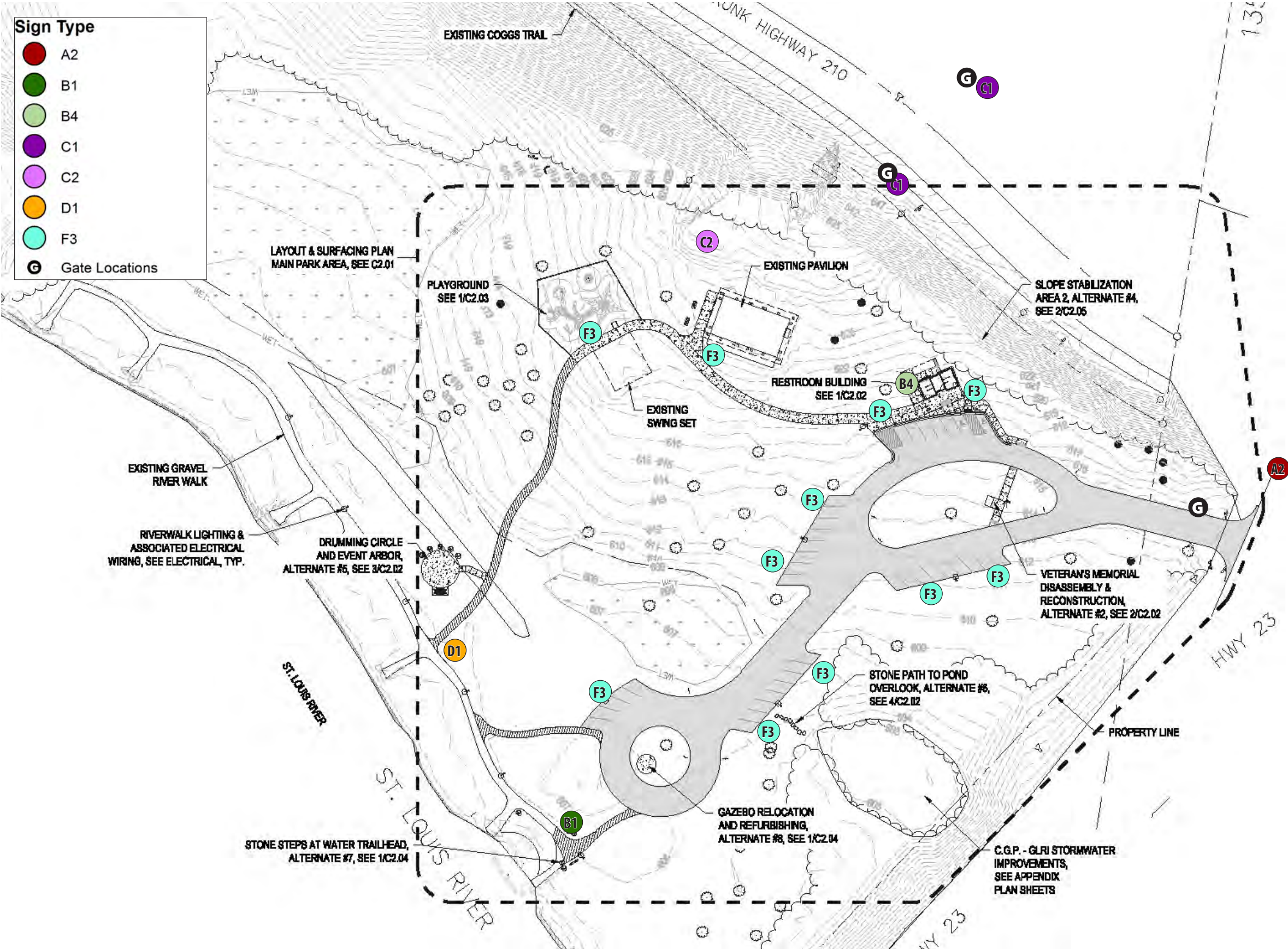
» Regulatory Signage (F1- F3)

- Regulatory Signage should be located at foot/bike entries to parks, as well as in parking lots. It is important that regulatory signage be visibly present at all entrances being used.



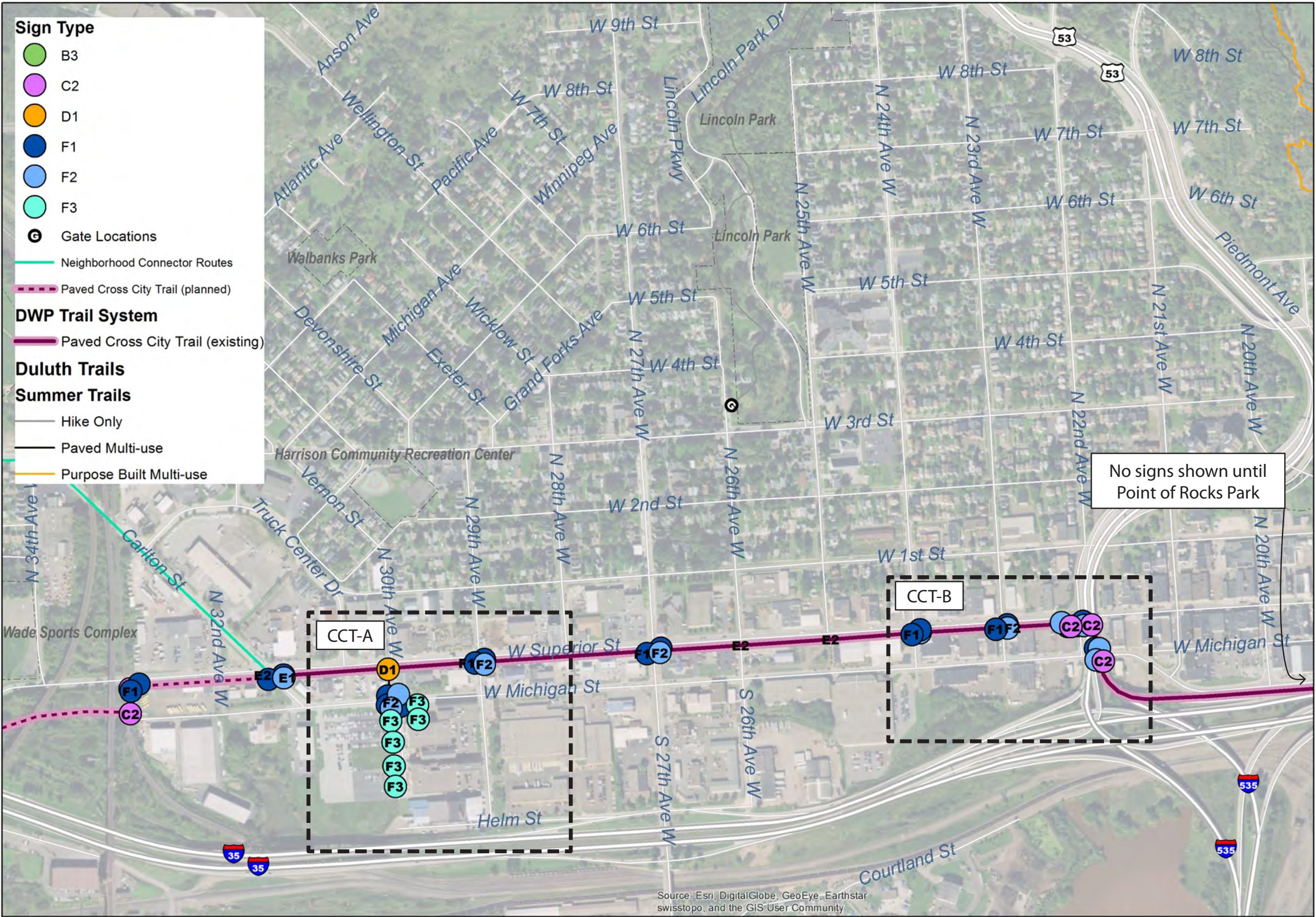
Primary Directory signage contains all the pertinent information needed to orient a visitor at a trailhead or park entrance, and could replace situations like this one, where a variety of informative signage is posted in a disorganized fashion.

EXAMPLE LOCATION PLANS



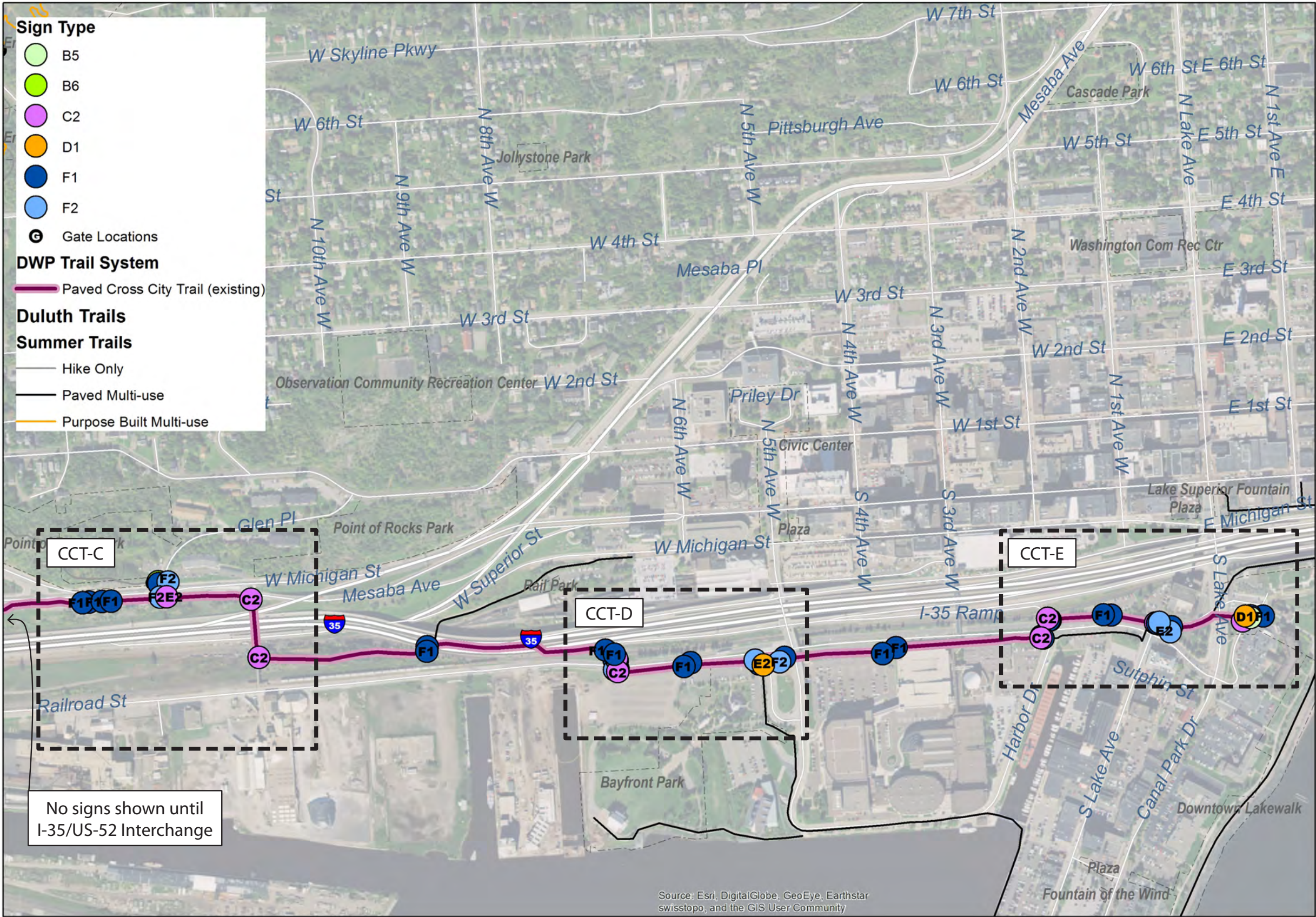
Chamber's Grove Signage Plan - Proposed Park Plan (by others)

EXAMPLE LOCATION PLANS

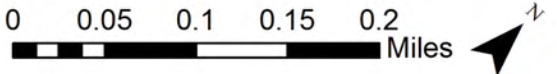


Cross City Trail - Carlton St to US-53

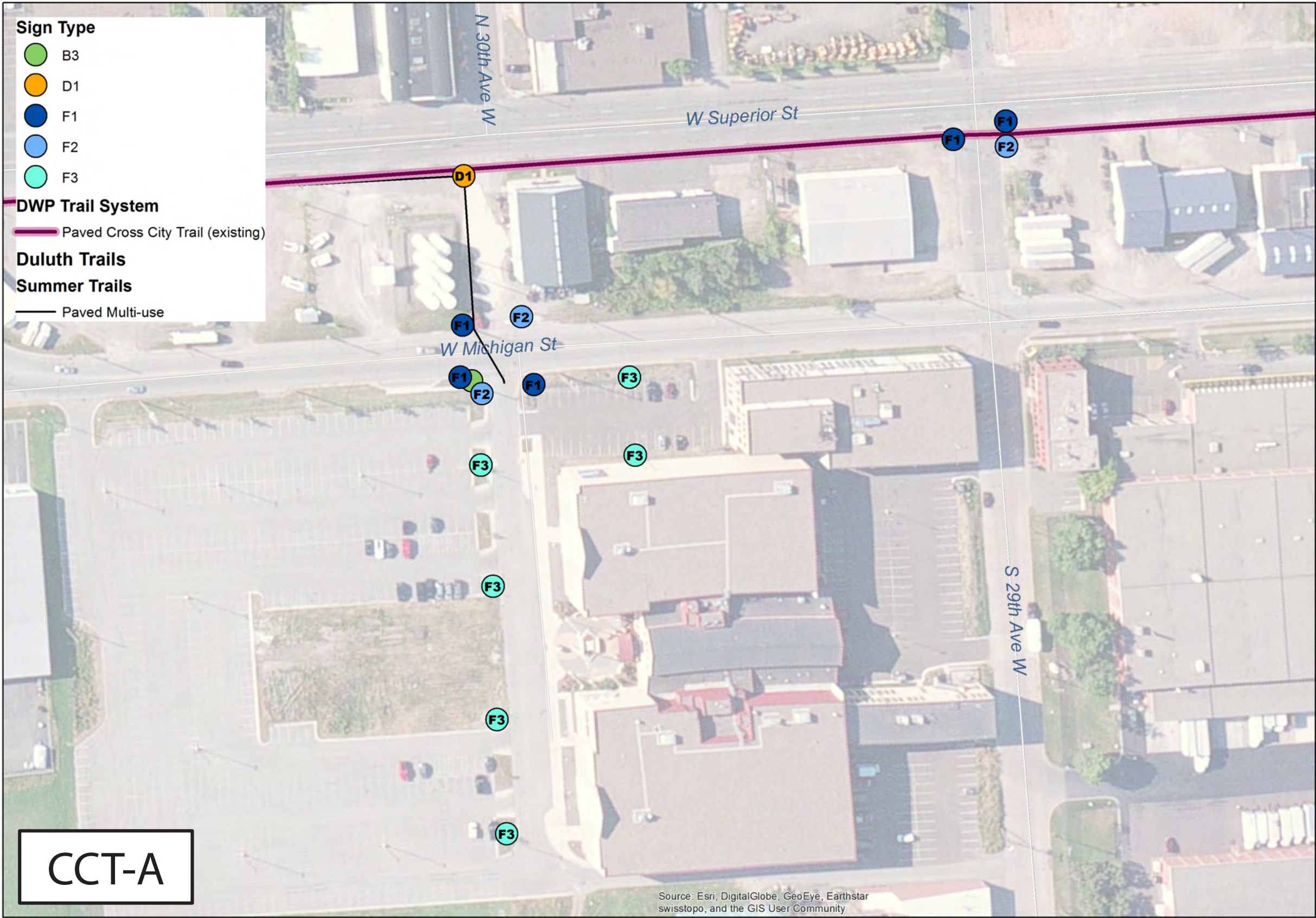
EXAMPLE LOCATION PLANS



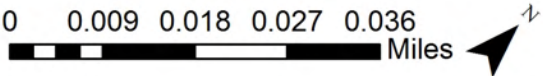
Cross City Trail - Central Park to Lakewalk



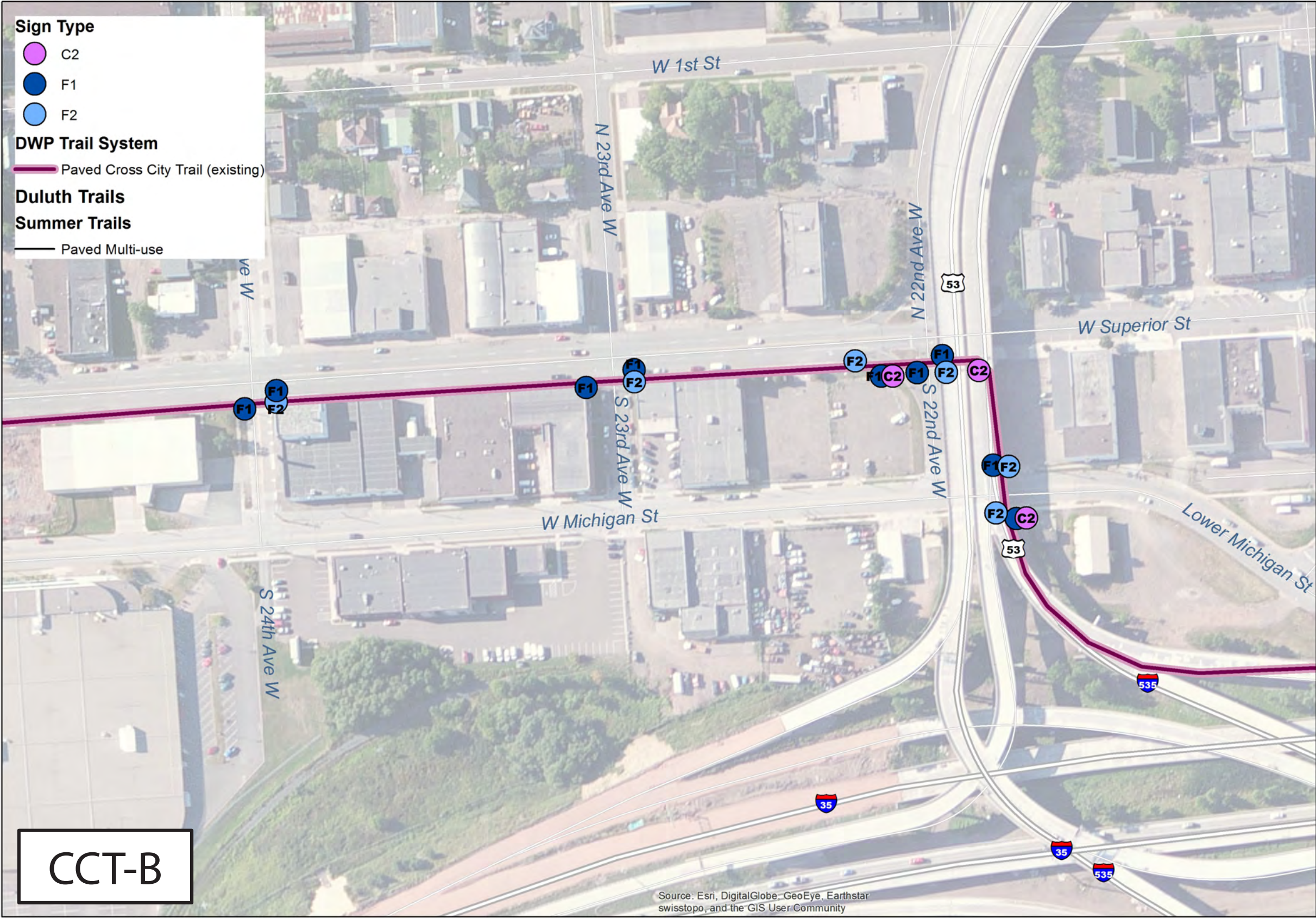
EXAMPLE LOCATION PLANS



Cross City Trail - Detail

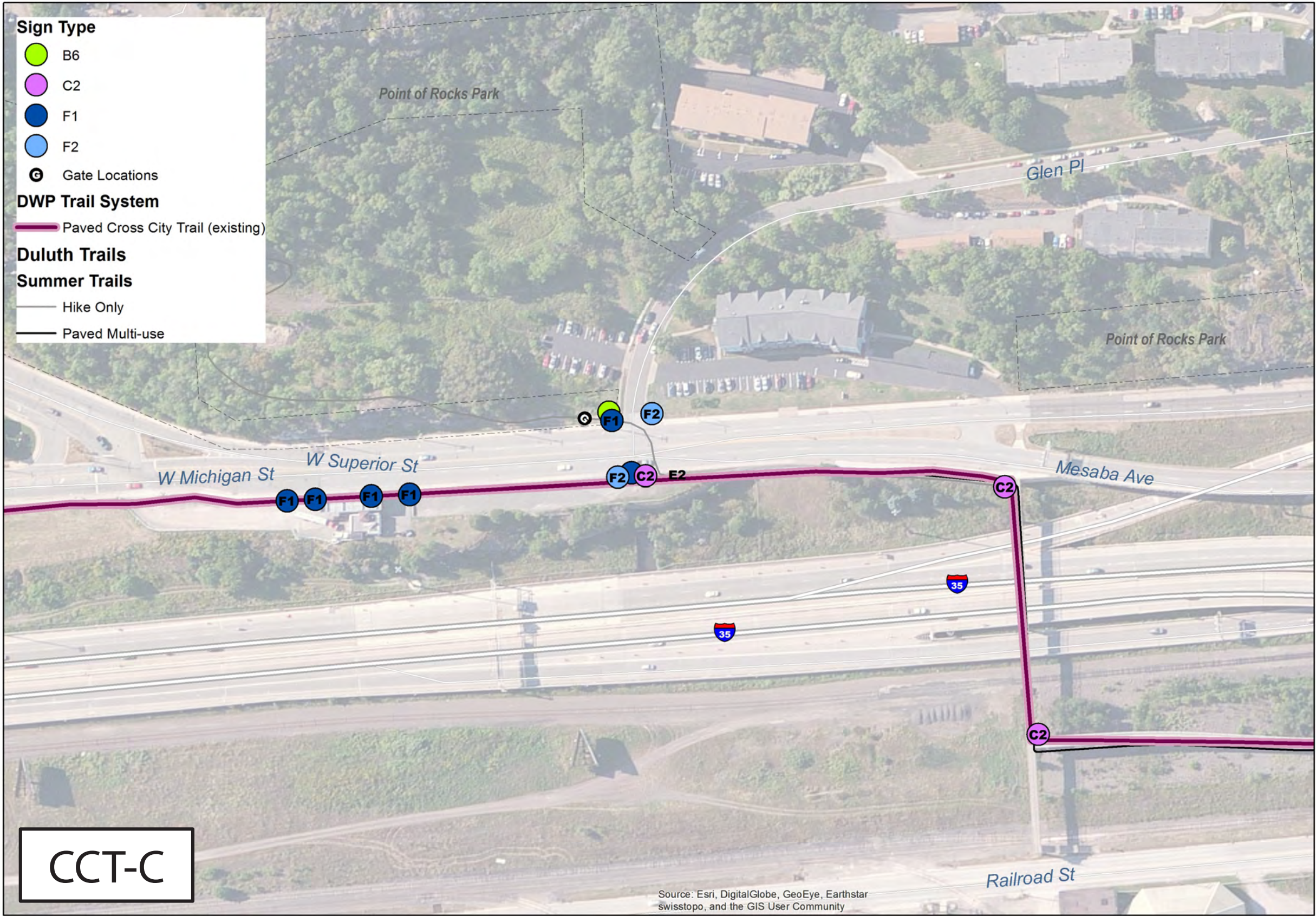


EXAMPLE LOCATION PLANS



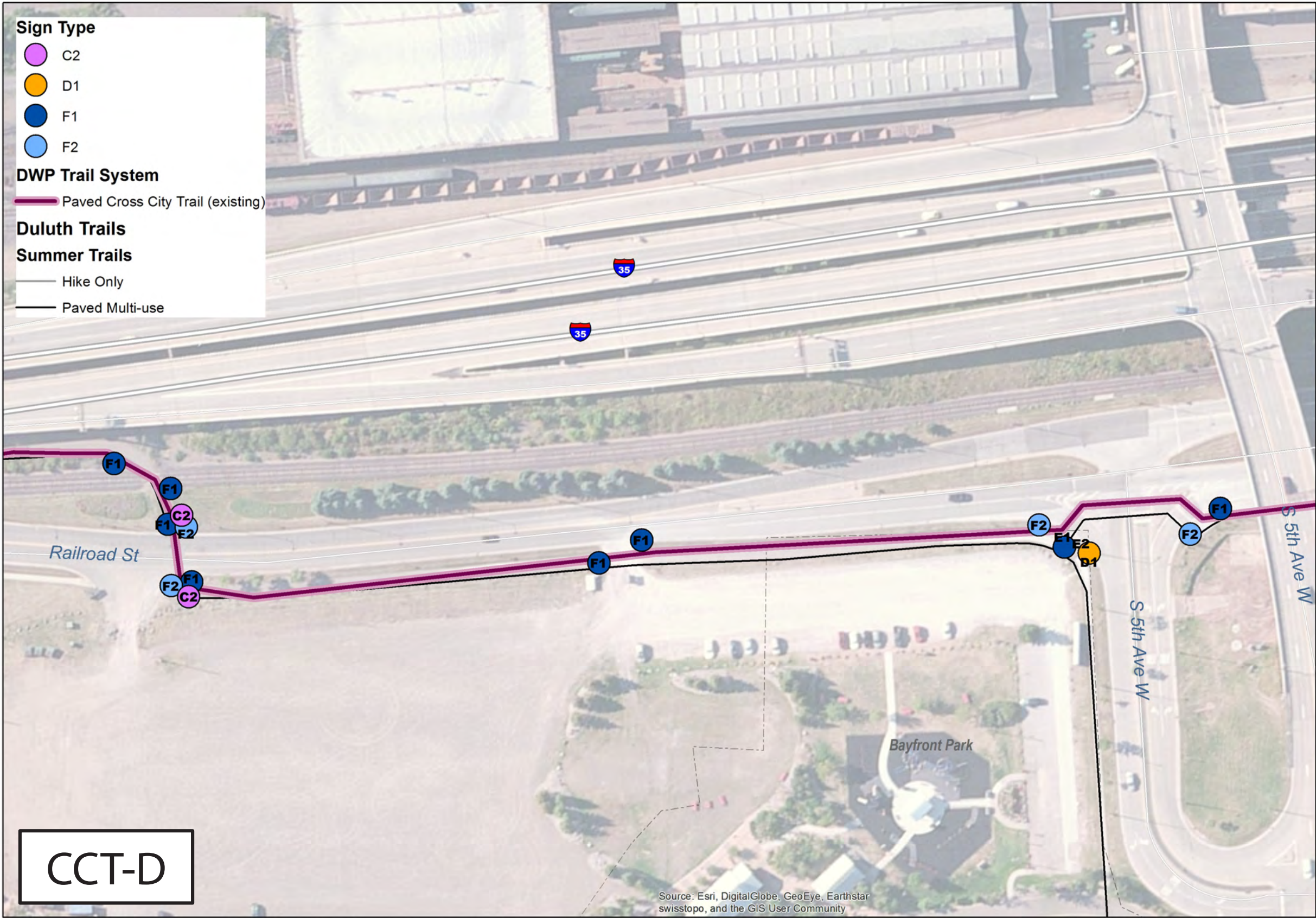
Cross City Trail - Detail

EXAMPLE LOCATION PLANS



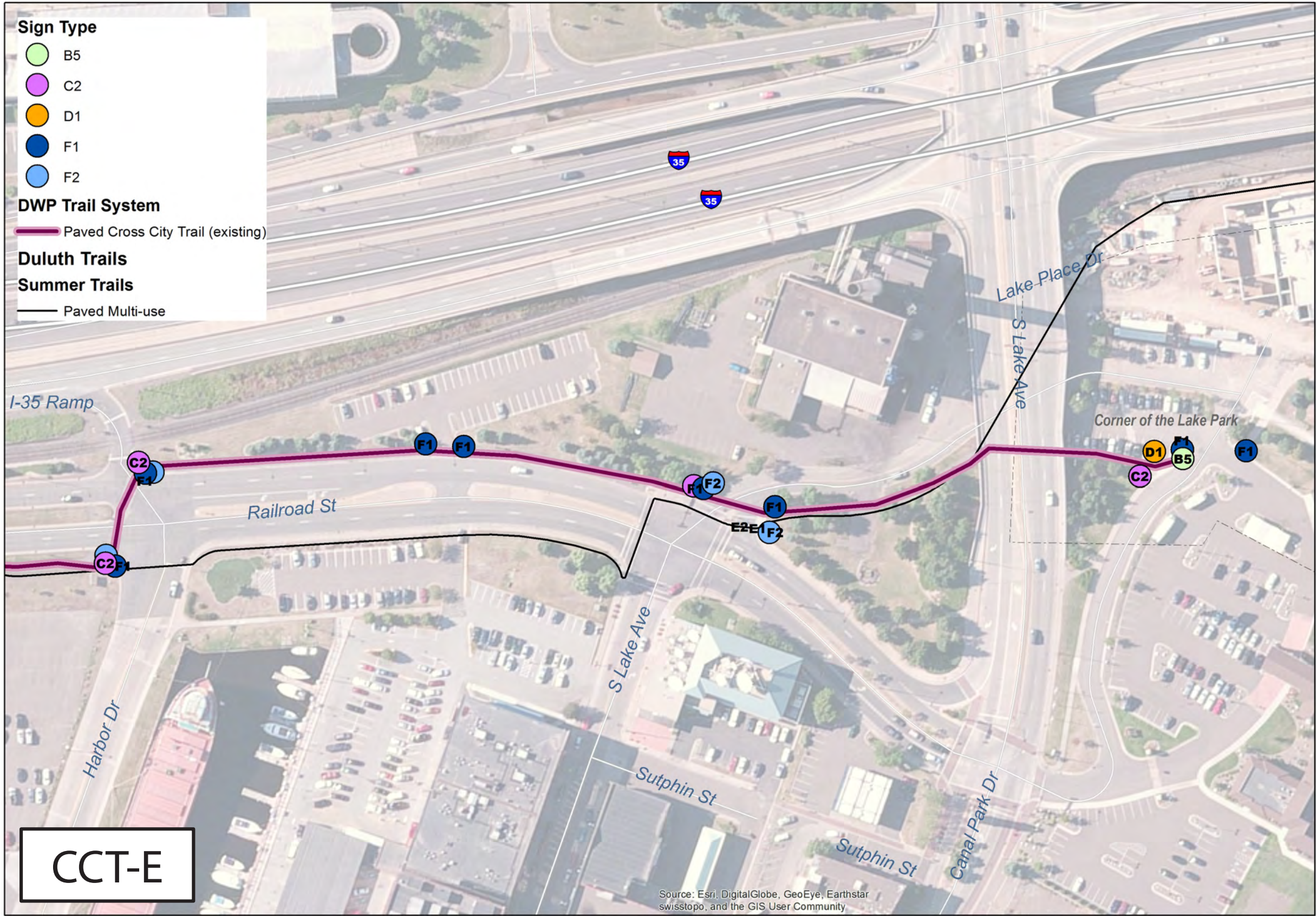
Cross City Trail - Detail

EXAMPLE LOCATION PLANS



Cross City Trail - Detail

EXAMPLE LOCATION PLANS



Cross City Trail - Detail



03. GATES

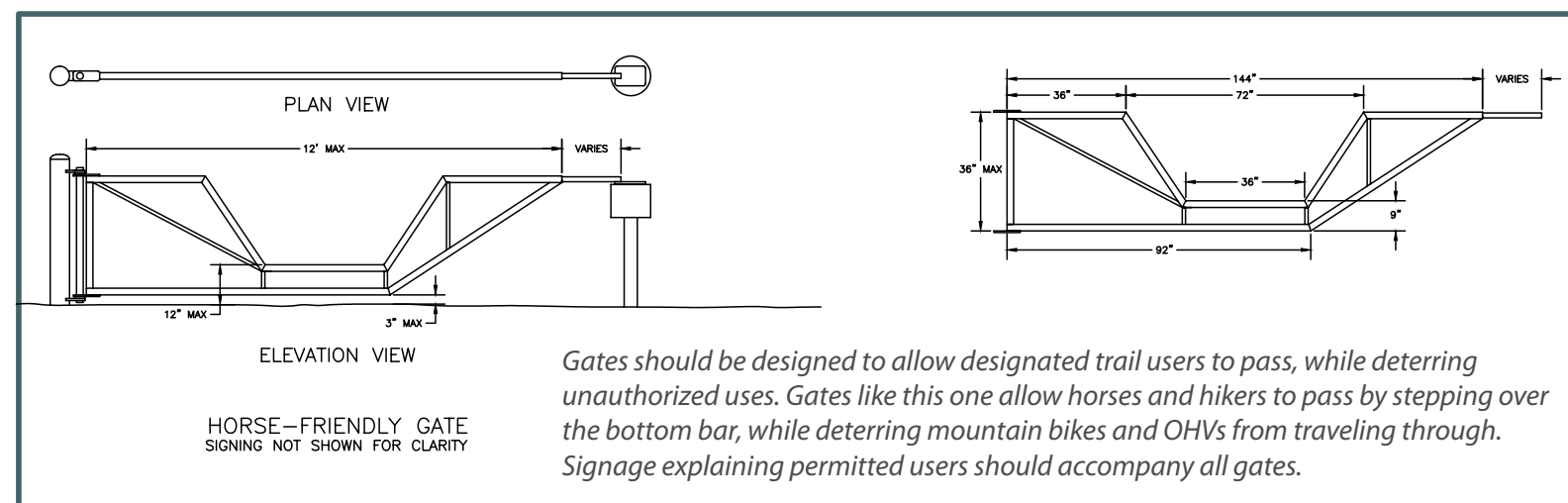
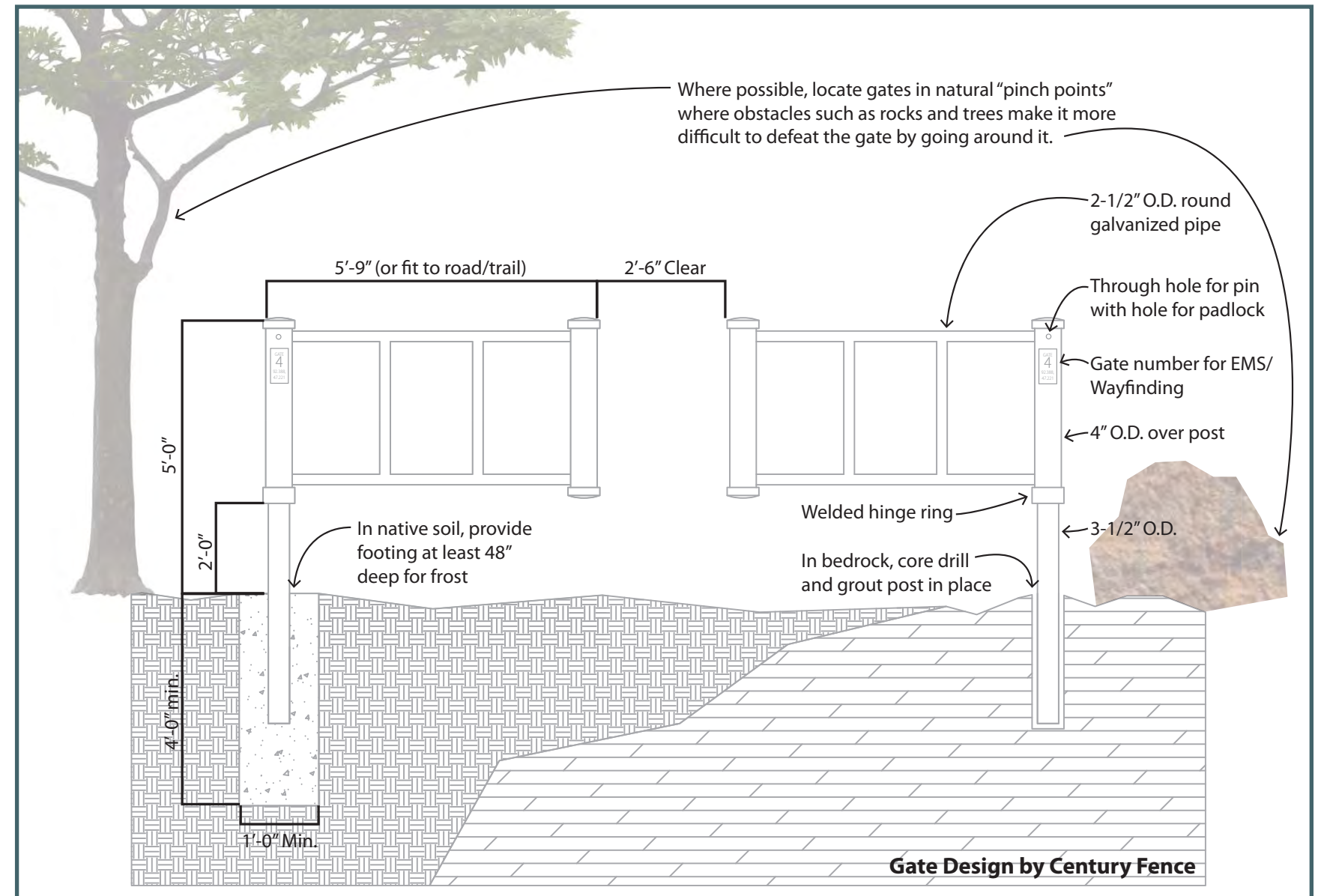
GATE DESIGN & INSTALLATION

Gate Design

The City has had positive experiences using one and two arm “flag” style swing gates. Gates should be designed to allow designated trail users to easily bypass the gate, while preventing or deterring unauthorized users. In locations where only hikers and/or bicyclists are permitted and there are other access points for emergency vehicles nearby, bollards may be appropriate.

Gates should also be designed to be unlocked and opened to allow maintenance and emergency vehicles through. This includes gators, ATVs, snowmobiles, mowers, trail repair machinery, groomers, and trailers. They should also be able to be locked “open” for seasonal users such as snowmobilers.

Signage on gates should include a unique identifying number for maintenance and safety purposes, as well as a clear designation of which users are and are not allowed on the trails.



OHV DAMAGE FUND AND GATE LOCATIONS

OHV Damage Fund

The Minnesota DNR operates an “OHV Damage Fund” to help repair damage done by ATVs/OHVs. The fund cannot be used to improve a location (such as adding new signage, gates that were not there previously, etc.). Gates and signage are necessary, however, to collect funds for repairs. The fund requires a “reasonable effort” to prevent the reoccurrence of damage. This includes signing, gating, obstructing, or fencing where appropriate, as well as the notification of neighbors and adjacent land owners. Consult the **MN DNR State Parks and Trails OHV Trails Assistance Program Manual** for further detail.

Signage

Obviously visible signs with clear language prohibiting the use of ATVs/OHVs at all potential entries should be sufficient to meet the “reasonable effort” standard for signage. The parks department must make it abundantly clear that ATVs/OHVs are not allowed on the trails, so that nobody can claim, “I didn’t know I couldn’t ride here.”

The application for a damage claim identifies ‘No Trespassing’ signs at:

- » All property corners
- » Ingress/egress points
- » 500’ intervals in wooded areas
- » 1,000’ intervals in clear areas.

Gates and Fencing

Gates and fencing that restrict the entry of ATVs/OHVs should also be sufficient to meet the “reasonable effort” standard. It may not be possible to stop all people who are willing to intentionally destroy gates and fencing, but the more the City can minimize the number of occurrences, the better.

Gate Locations

Gates should be used in locations where trails are accessible to roads:

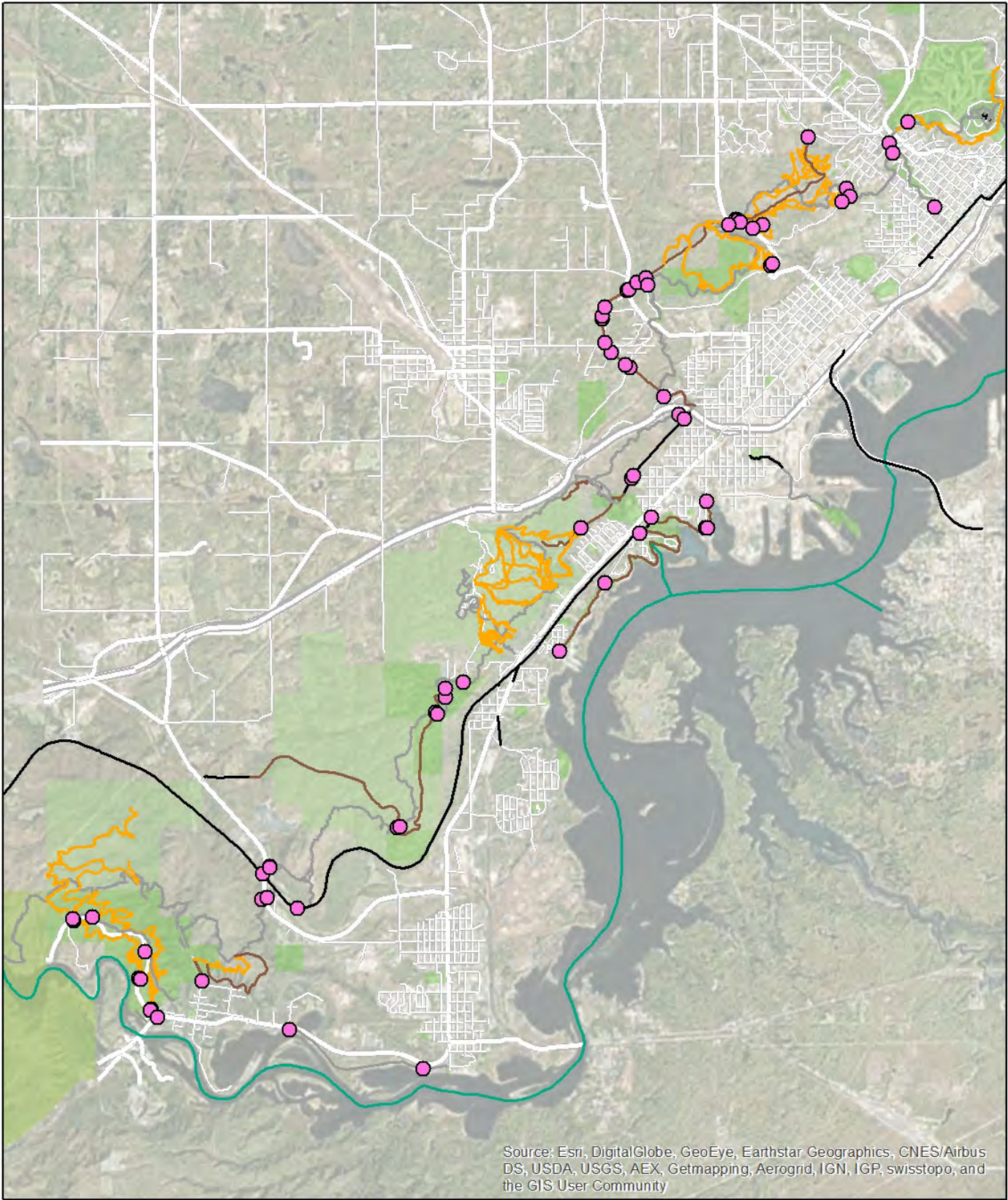
- » Crossings
- » Trailheads
- » Trails running adjacent to roads before leaving road corridors

Very short segments may not require gates. Additionally gates should be located at natural “neck down” locations where bypassing the gates is more difficult. These locations are strengthened by adjacent features that deter ATV/OHV use. This could include tree plantings, fencing, boulders, ditches, and other insurmountable obstacles.

Priorities should be given to locations where damage is already occurring. Based on observations, damage is occurring more in isolated areas where riders are able to access trails with a lower chance of being seen.

Gate Mapping

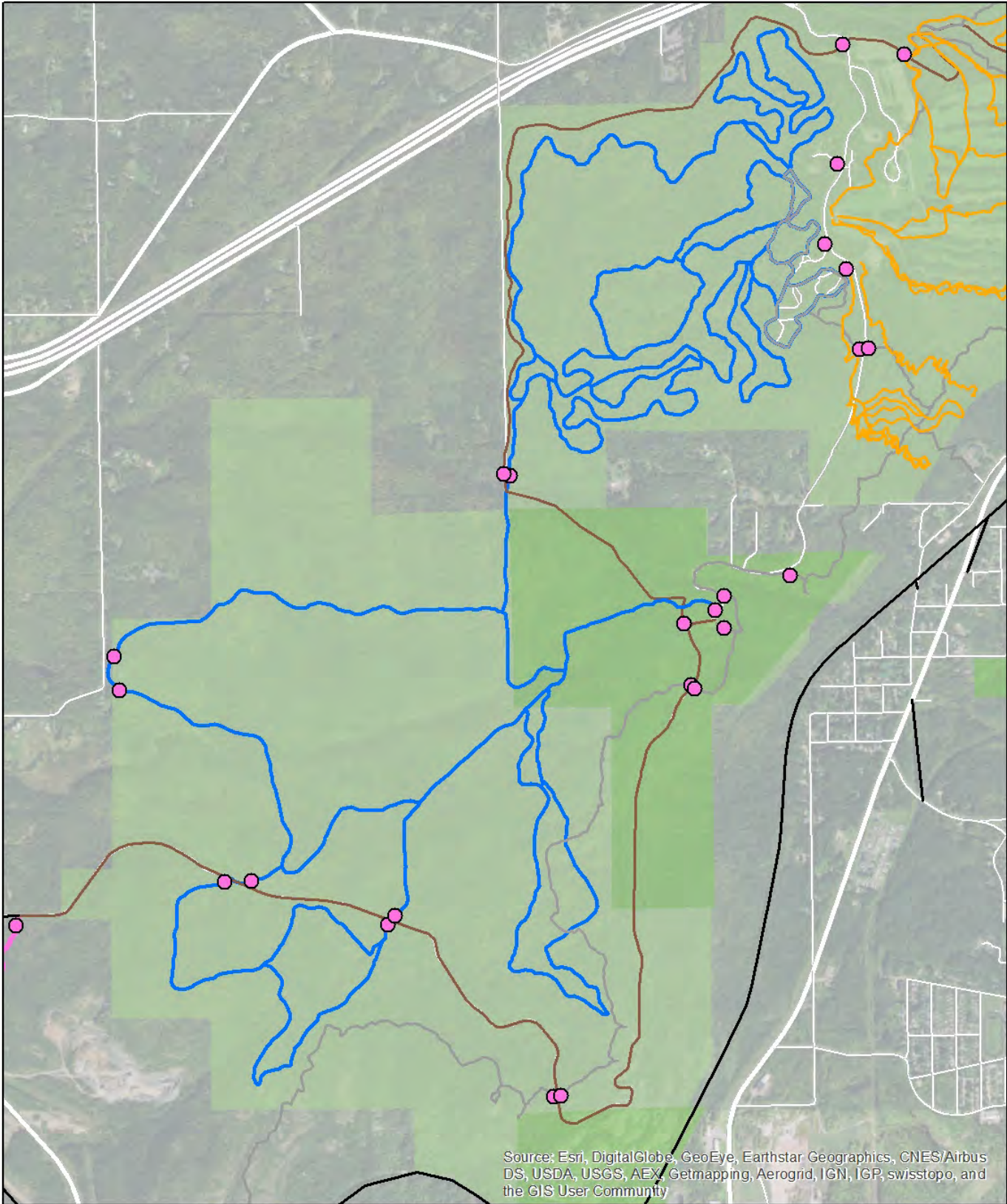
The consultants developed a GIS map with draft locations for proposed gates, wayfinding, and signage features that should be used in conjunction with this master plan. Exports from this interactive tool have been included here as a visual, but they should be considered draft locations, and are intended to be vetted by City Staff before implementation.



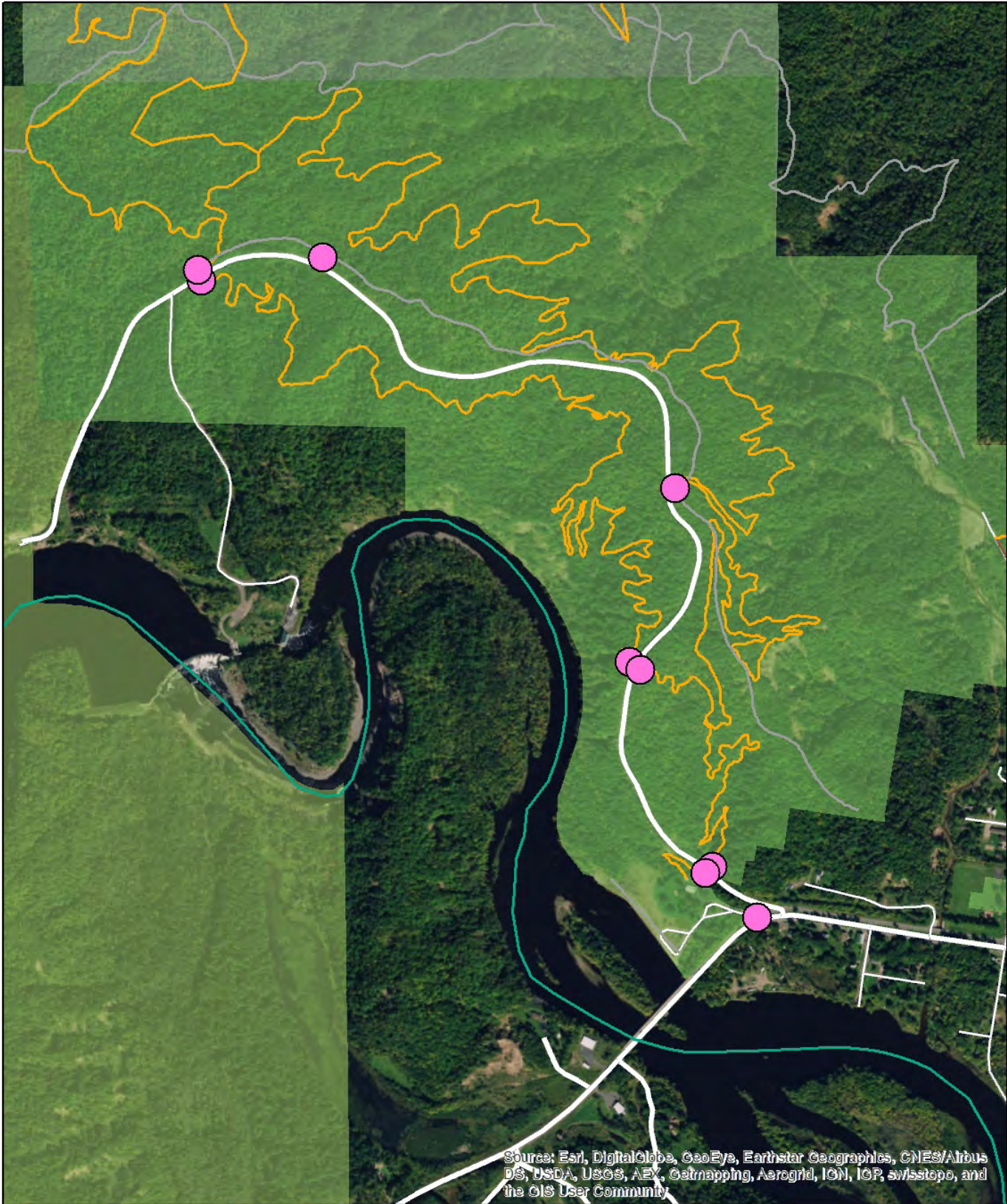
Draft Gate Locations - West Duluth



GATE LOCATIONS



Draft Gate Locations - MagneySnivelySpirit



Draft Gate Locations along 210



PLEASE
PICK UP AFTER
YOUR PET
IT'S THE
COURTEOUS
THING TO DO
AND BE HELPFUL
IT'S THE LAW

04. IMPLEMENTATION PLAN

PROJECT HISTORY, IMPLEMENTATION, & PRIORITIES

Project Process

Throughout Duluth, signage has often been erected on an individual basis, which has resulted in aging or unmaintained features, inconsistencies in message, and an incongruous look. In an effort to implement clear, consistent, and effective signage throughout Duluth’s park system, the City of Duluth hired Visual Communications and Hoisington Koegler Group, Inc. to create this Gate, Wayfinding, and Signage Plan. The content of the plan was developed in order to better serve Duluth’s residents and visitors, address public safety concerns, and protect sensitive resources within the park system.

In order to begin to understand the specific needs of a uniquely Duluth signage and wayfinding system, the consultants conducted a comprehensive study of signage throughout the city. Photographs were digitally catalogued and mapped. This, paired with a workshop with City staff, helped to identify issues and opportunities within the existing system and desires for the new. Throughout this process, the Duluth Fire Department and Duluth Police Department provided critical support. With the Avenza public safety mapping system, there will be full integration with this wayfinding project and public safety improvements.

The consultants presented precedent examples and led a visual preference exercise for City staff and stakeholders in order to get a better sense of design direction. From there, preliminary signage design concepts were developed and presented to staff and stakeholders. Feedback from an online survey and discussions at stakeholder and staff meetings brought forth additional suggestions on the signage system’s content, form, and function and resulted in further iterations that were presented and voted upon at subsequent meetings.

Signage and Wayfinding Design

Preferred designs for a suite of signage and wayfinding were developed to be flexible to fit parks of any size, from small neighborhood parks to regional and special use parks. Trail markers were designed to integrate information about trail name, park, allowable uses, difficulty, and trail sponsors. All signage includes information to aid emergency medical services, has been designed to be accessible to users in wheelchairs where applicable, and uses international

pictograms for non-english speakers. Special attention was paid to acknowledge Native American relationships with the land through language callouts on certain signs. The final design underwent a value engineering process to reduce the estimated construction cost of implementing the whole system.

Implementation Tools

In addition to the wayfinding and signage design set (Chapter 1 of this document), the consultants developed a GIS map with draft locations for proposed gates, wayfinding, and signage features along with an Excel spreadsheet that can be used to track gate, wayfinding, and signage needs and status over time. Together, these tools detail which components of the wayfinding and signage plan should be installed in each park or trail, and can be used to make decisions about implementation. The map/spreadsheet combo is intended to be used as a working tool for Parks Staff, and to be updated as parks become eligible for improvements.

Implementation Approach

Due to the scale of Duluth’s park and recreation system, this plan cannot be implemented all at once; rather, completion of updates to the park system’s wayfinding and signage will likely take 10-15 years. For all new projects, an estimated 2-10% of the project’s cost will be allotted to signage and wayfinding so that it is integrated into the system as new projects are completed. Existing parks and trails with signage that is broken or in disrepair will receive new signage to replace the old as resources allow. Existing signage that is in good condition will be the last to be replaced.

Implementation Priorities

In order to implement the signage and wayfinding system in an efficient and meaningful manner, priority is intended to be given to the following types of project:

1. A new park or trail with high priority safety concerns or resource damage issues
2. A new park or trail with budget for sign installation, e.g. half and half funds
3. An existing park or trail with high priority safety concerns or resource damage issues

4. An existing park or trail undergoing significant capital improvements with budget for signs
5. An existing park or trail with damaged or worn signage
6. An existing park or trail with old signage that is in acceptable condition



Silhouetted signage concepts were photoshopped into images of Duluth parks to show how signs could be customized with landscaping to fit the context of each park.

FUNDING & CONSTRUCTION

Funding Mechanisms

Because completion of this plan spans more than a decade and covers the entire City of Duluth, no one funding mechanism will be adequate; nor can we envision funding opportunities that may present themselves at a later date. As such, the following list of funding mechanisms may be incomplete, but should serve as a starting point.

- » Half and Half Tax funds for selected projects in the St. Louis River Corridor from 2017-2019
 - Chambers Grove signage
 - Quarry Park signage
 - Cross City Trail signage (select segments)
 - Magney-Snively gates
- » Parks Maintenance Budget
 - Replacing broken signs
 - Ongoing minor sign implementation
 - Gates as needed
- » User Groups
 - Developing community partnerships to participate in the fundraising for large-scale projects like this Gate, Wayfinding, and Signage Plan is essential. User groups can facilitate completion of parts of the plan that are important to them through additional grant writing, fundraising, or in in-kind efforts.
 - New signage and wayfinding along sponsored trails
 - Upgraded signage and wayfinding to improve accessibility, safety, or access for user groups
- » Parks Capital Fund
 - In 2011, the Park Referendum allowed for funds to be set aside to pay for park maintenance, staff, and supplies. This fund can also be used as matching dollars for many state, federal, or local grants.
 - Used to match outside funding sources to implement signage and wayfinding
 - As part of the overall construction budget for new projects (an estimated 2-10% of construction cost, based on size, scale, & type of park)

- » Outside Grants
 - Overall project grants (2-10% of construction cost)
 - Grants specifically for signage and wayfinding

Construction

Construction of all signage and wayfinding should use this Plan as a guide, adhering to all stated dimensions, colors, typeface standards, pictograms, graphic standards, and messaging shown here (where applicable). Signage panels, especially standard rules and regulatory signage, can be printed in house as equipment allows. Custom panels with unique messages, sizes, or shapes should be specified to match in house signage, but may be sent out to a shop. Smaller signage, including map/emergency signs, trail markers, trailblazer signs, and neighborhood directional signage can be installed by City staff, while larger signage like park identification signs and directories will need to be bid out and constructed on a contract basis.



Smaller signs can be installed by City staff. Others may need to be bid out to contractors.
Photo credit: Kyndell Harkness, Star Tribune





GATE, WAYFINDING, and SIGNAGE

FINAL DESIGN PLAN

DULUTH, MINNESOTA



HOISINGTON KOEGLER GROUP INC.