

Jordan River Trail Wayfinding Plan





Project Introduction

- Salt Lake County Health Dept. Grant
- Project Team: SLCo Health Dept., SLCo Parks & Recreation, NPS RTCA, Jordan River Commission, West Jordan City, Wasatch Front Regional Council
- Consultant: Alta Planning + Design

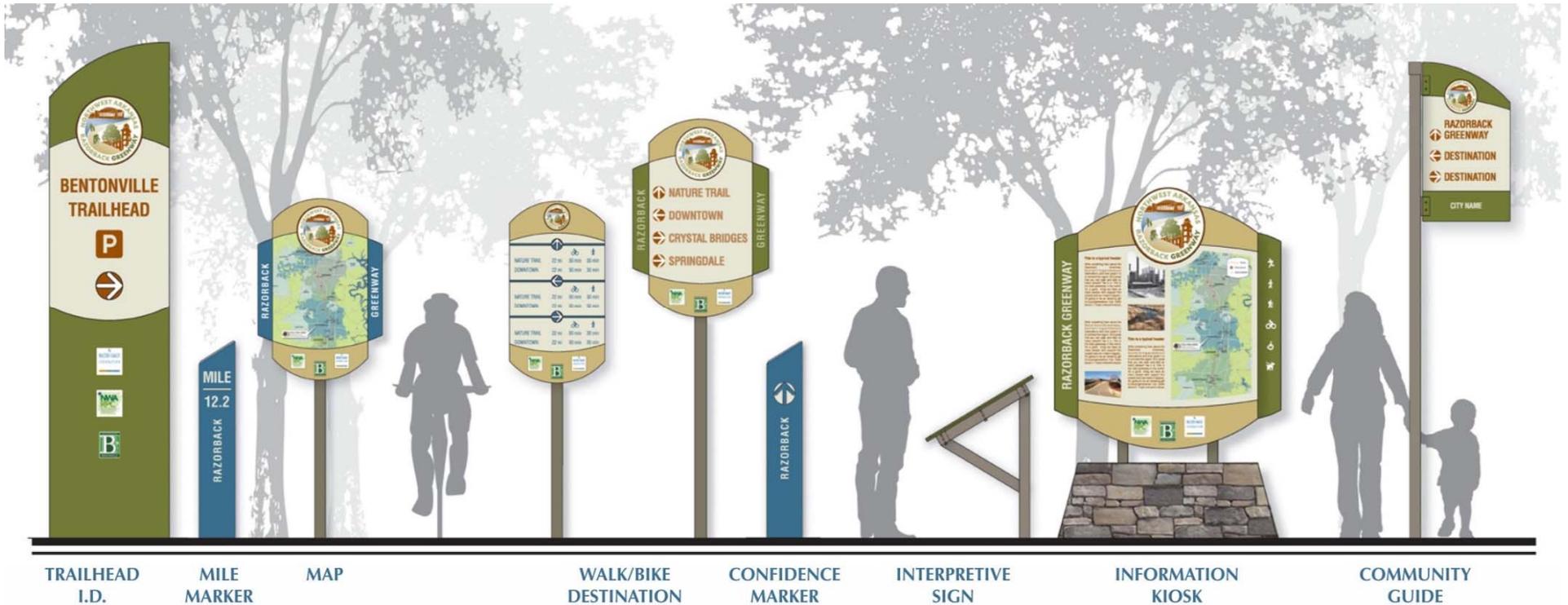


Project Introduction

- Project Team
 - Role
 - Will provide planning/design coordination
 - Some capacity for implementation or funding
- Municipalities
 - Role
 - Participate in the planning/design process
 - Implement the recommended wayfinding system within your jurisdiction



What is Wayfinding?



Razorback Greenway Wayfinding Plan and Design
NW Arkansas



Benefits



Apalachicola, Fla



Benefits

Travel efficiency



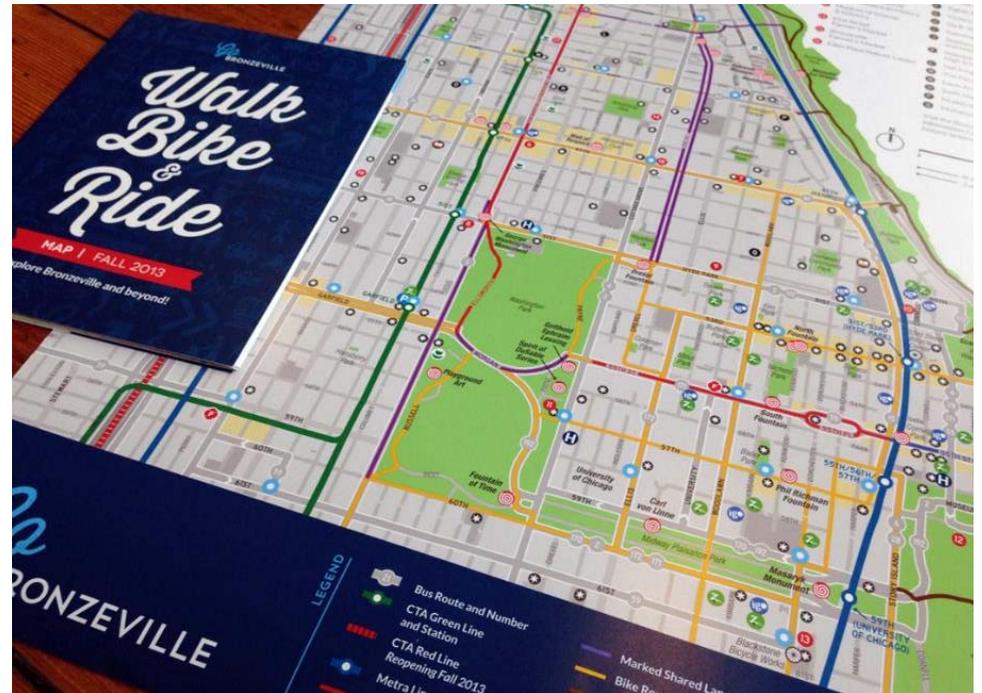
reduce trip lengths
and emissions

Charlotte, NC



Benefits

Multi-modal Encouragement



health + equity
improvements

Go Bronzeville
Chicago, IL



Benefits

Economic Development



tourism, business investment,
recreation and active transportation spending,



Benefits

Community Identity + Pride





Project Goals

What this plan will address

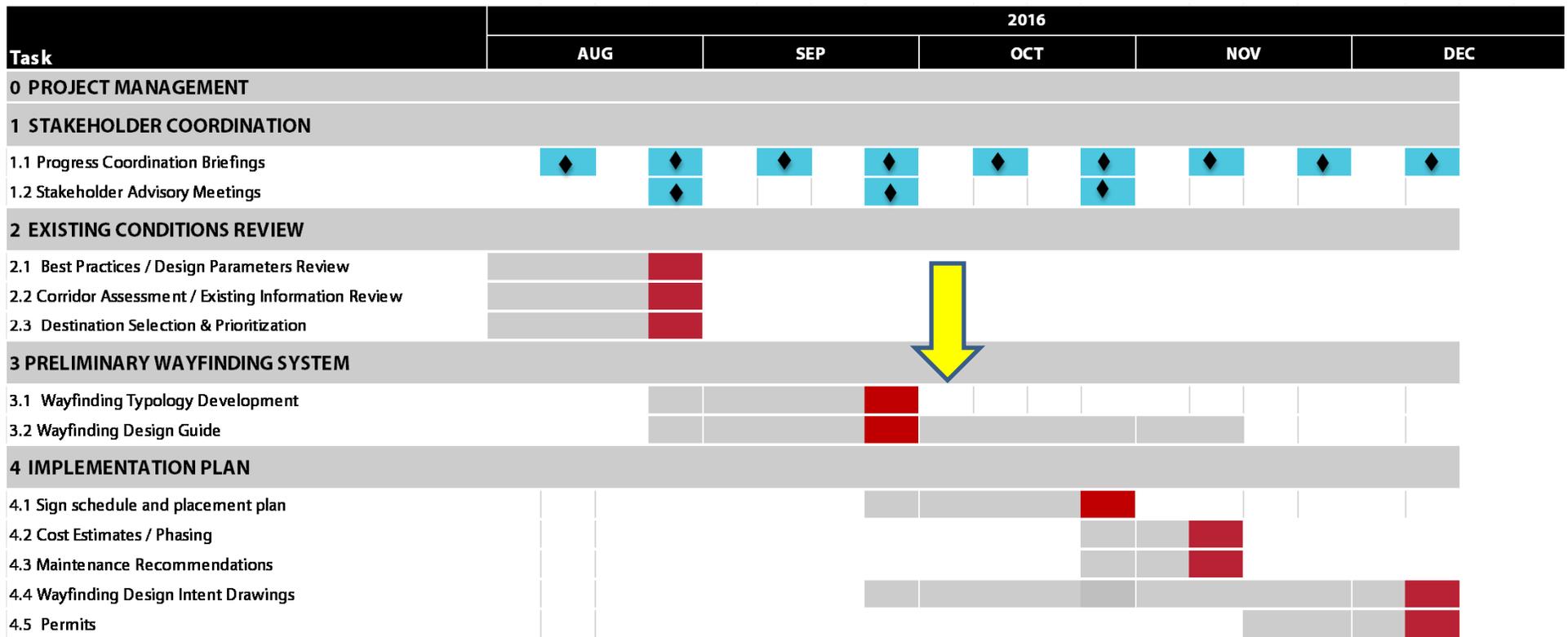
- Development a of regional wayfinding system for the Jordan River Trail and spur trails
- Wayfinding to the JRT from nearby TRAX / Frontrunner Stations

What this plan won't address

- Educational or interpretive signs
- Trail amenities beyond wayfinding
- Regulatory signage
- Wayfinding for on-street bikeways



Schedule





Wayfinding Principles



- Connect Places



- Progressive Disclosure



- Be Predictable



- Be Inclusive & Legible



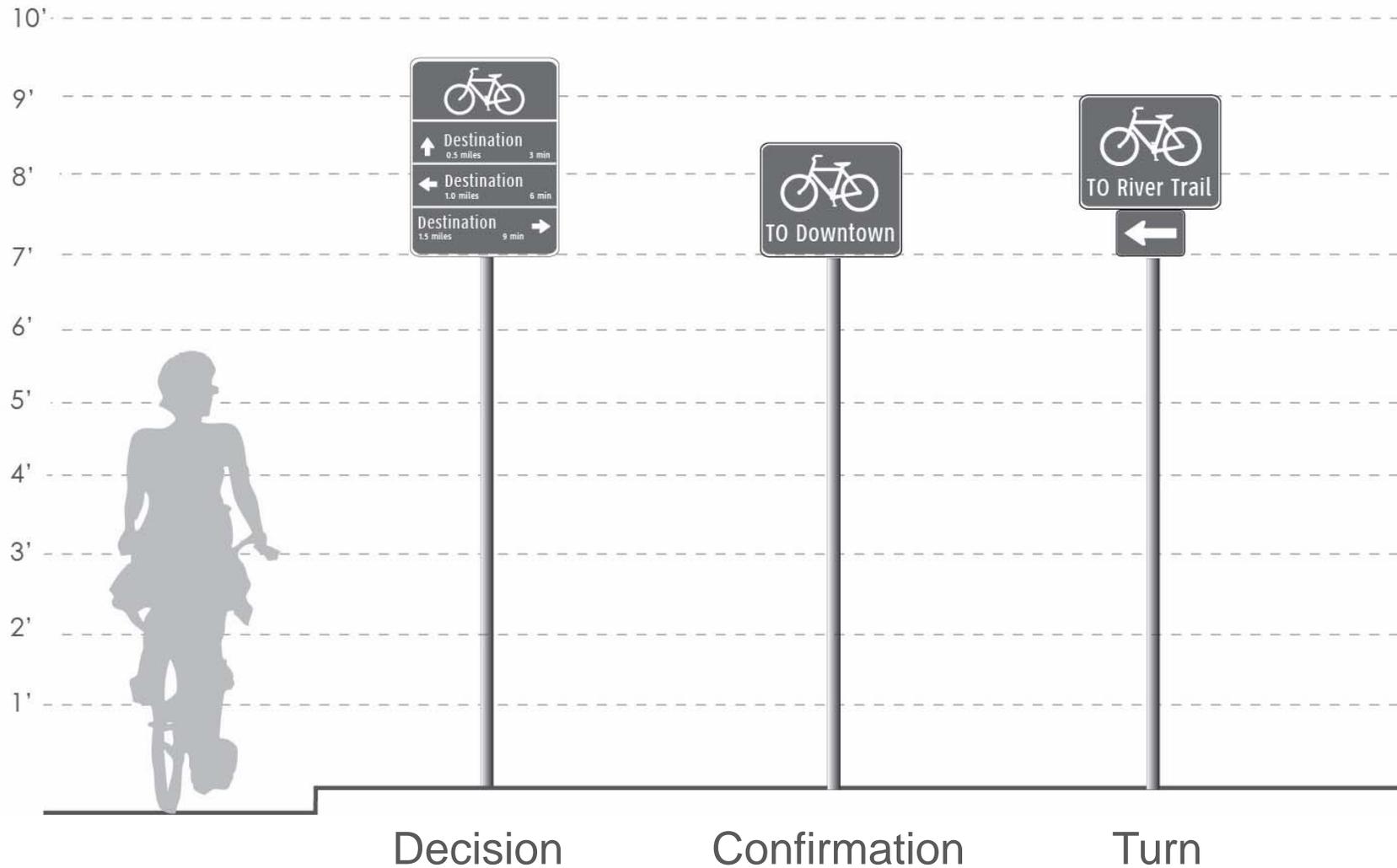
- Keep Information Simple

Standards & Tools



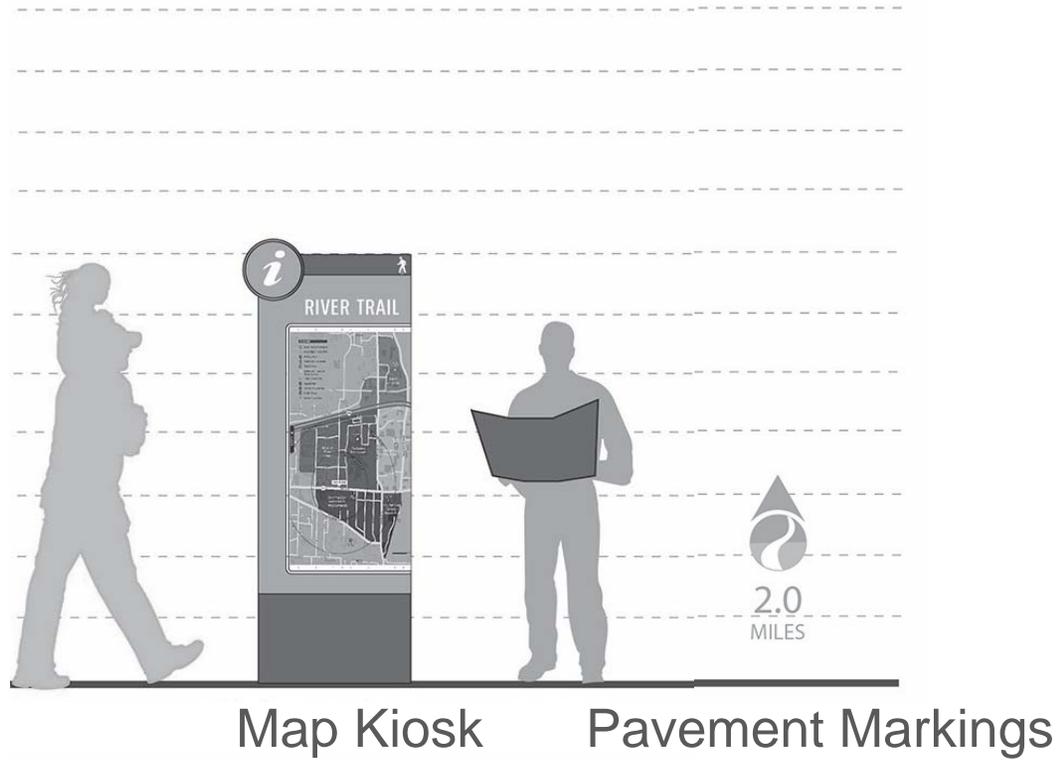


Tools: Fundamental





Tools: Enhanced





Tools: Pavement Markings



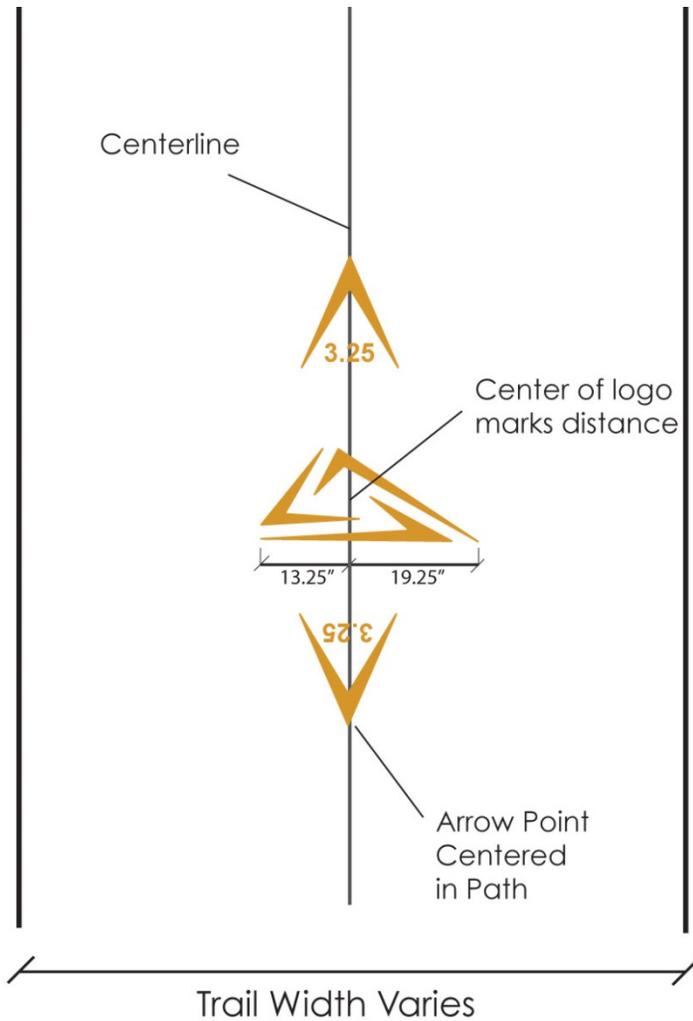
Standard



Flexible



Tools: Pavement Markings

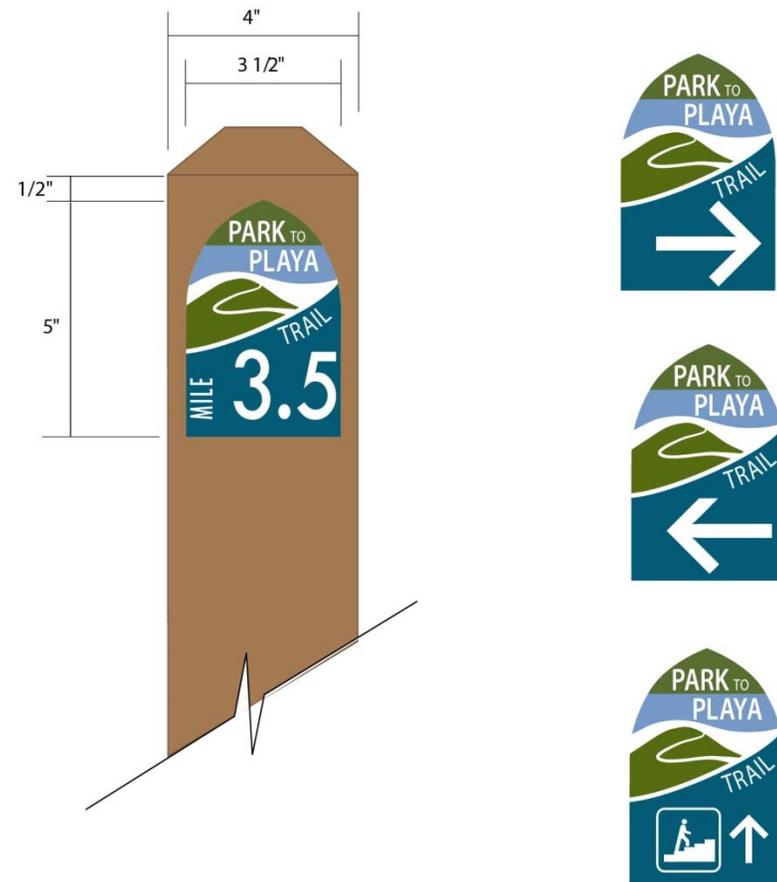


Research Triangle Park, NC



Tools: Mile Markers

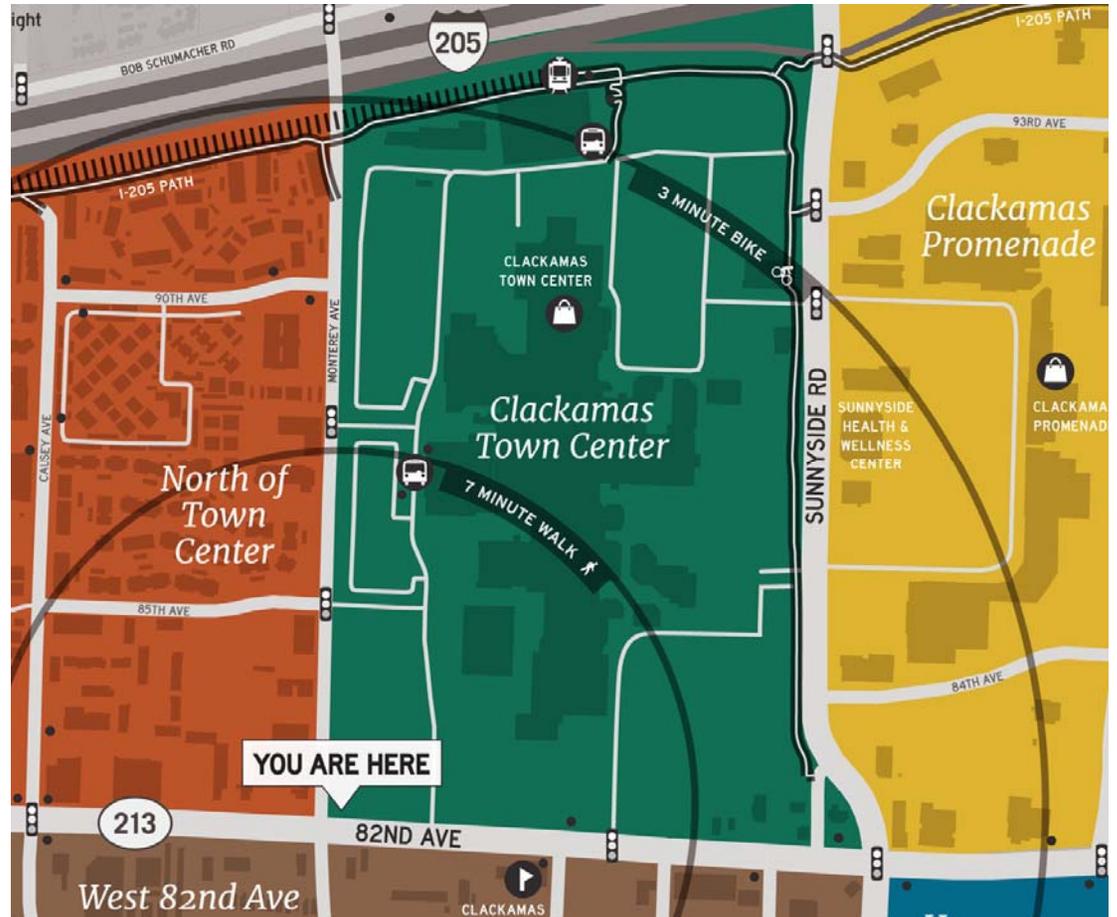
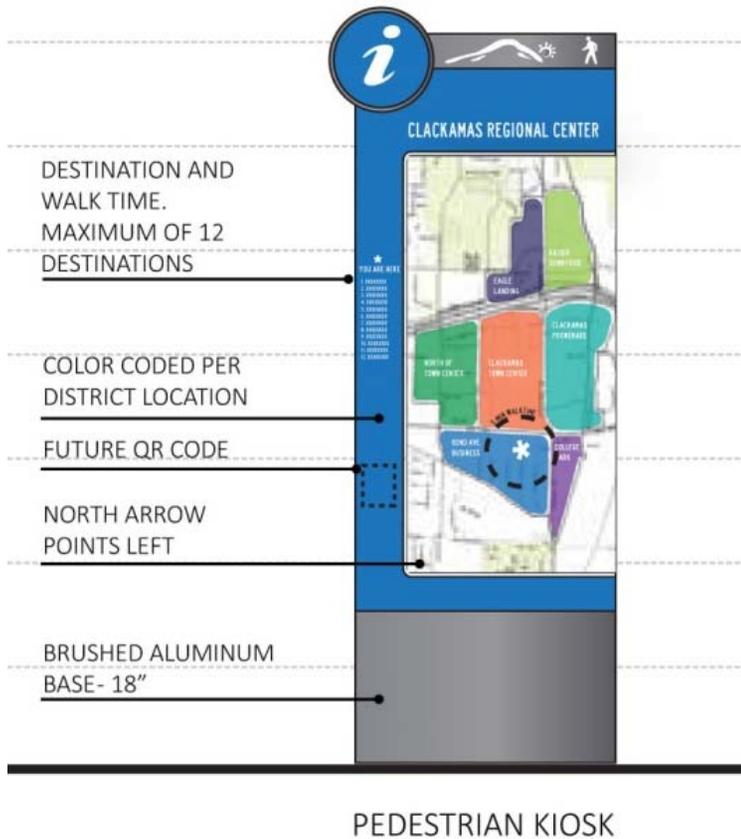
- System/Path name and brand mark
- Agency name
- Allowed uses icons
- Distance
- Place every $\frac{1}{4}$ - $\frac{1}{2}$ mile
- Emergency response info



Park to Playa Trail – Los Angeles, CA



Tools: Orientation Maps

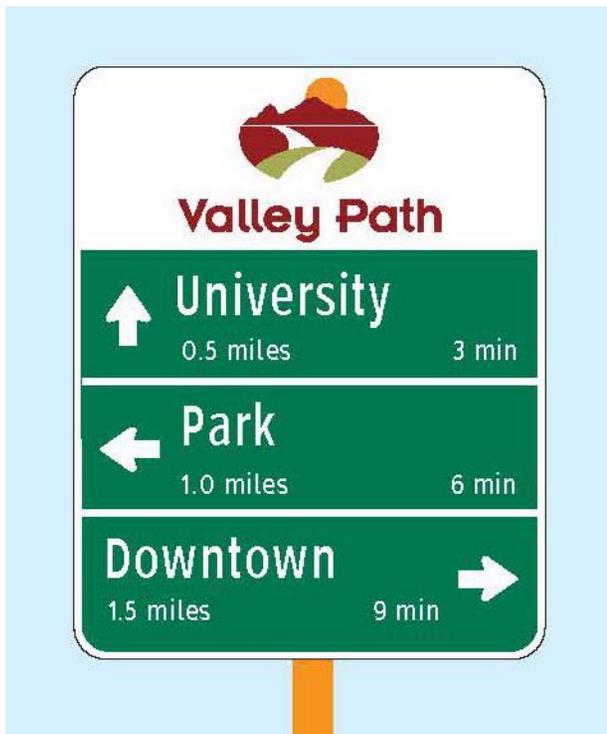


*CRC Bicycle and Pedestrian Wayfinding Plan
Clackamas County, OR*



Tools: Material Selection

Base Package components (plus assorted standard mounting hardware)



Standard size Aluminum sign panels



Mill Finish Steel 2x2 or 3x3 post



Mill Finish Steel 6" x 4" I-Beam



Mill Finish Steel Architectural angles



SS perforated screen slotted hole



Direct Embed Graphic panel



Reflective vinyl



Standards

- **Manuel on Uniform Traffic Control Devices (MUTCD)**
- *Traffic control devices shall be defined as all **signs**, signals, markings... used to regulate, warn, or **guide** traffic, placed on, over, or adjacent to a street, highway, pedestrian facility, bikeway, or private road open to public travel...*
- All in the name of **consistency**

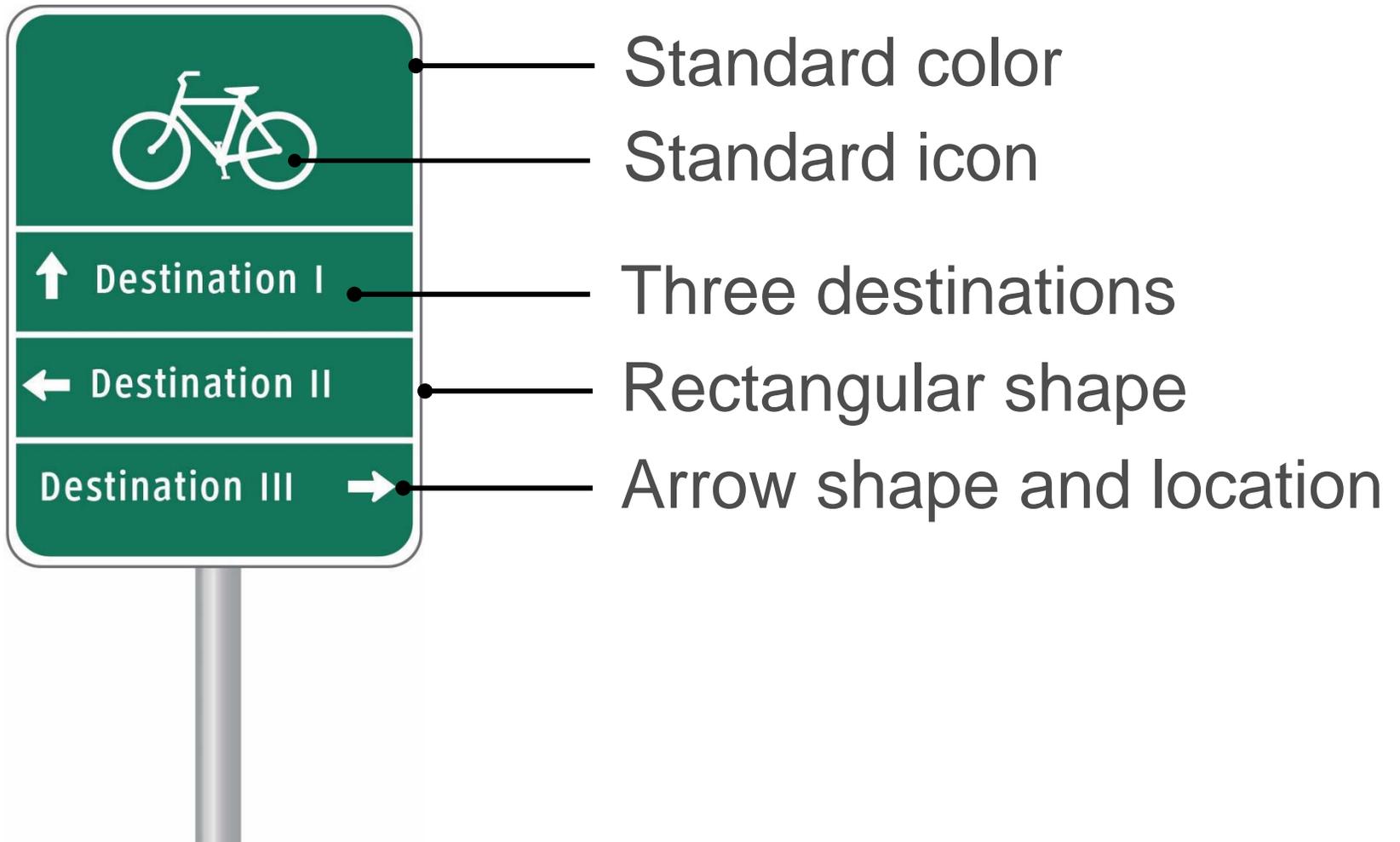


D1-3c





Standards: Design



Standard color

Standard icon

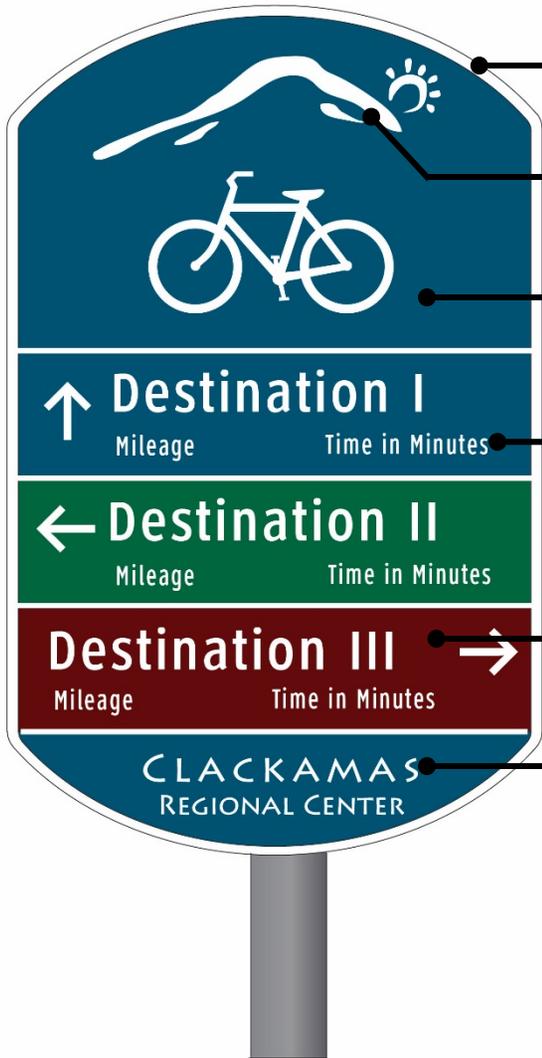
Three destinations

Rectangular shape

Arrow shape and location



Standards: Design



Custom shape

Custom logo

Color options

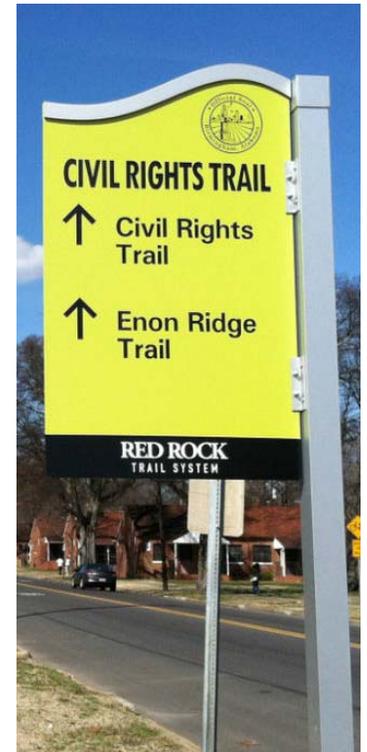
Distance in minutes

District color coding

Local Identifier



The MUTCD Continuum



Rigid
\$



Flexible
\$\$\$

Process



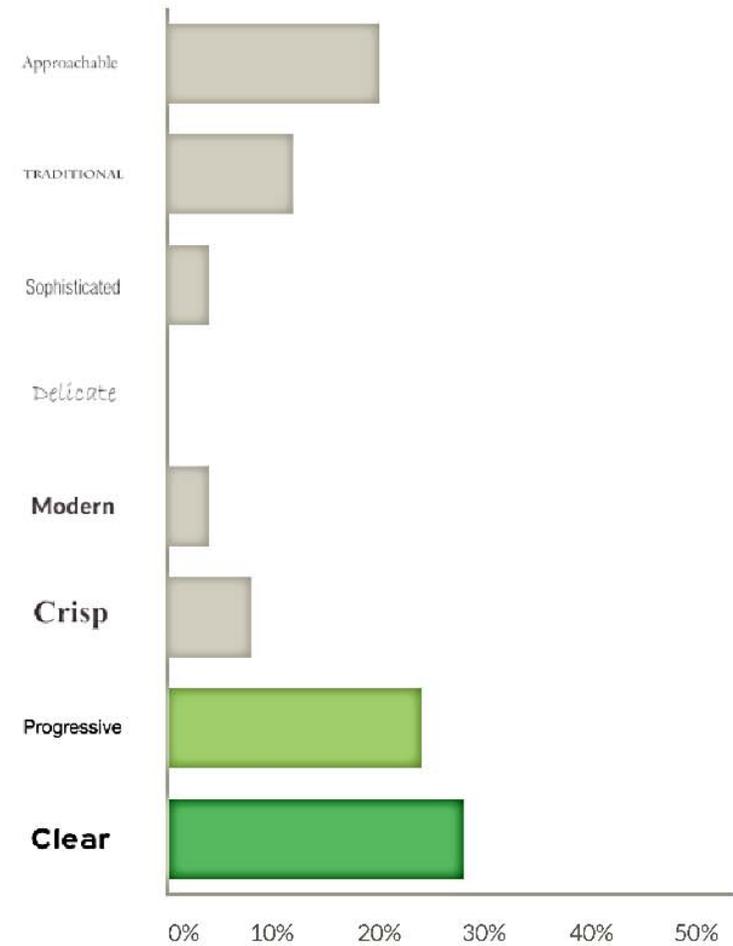
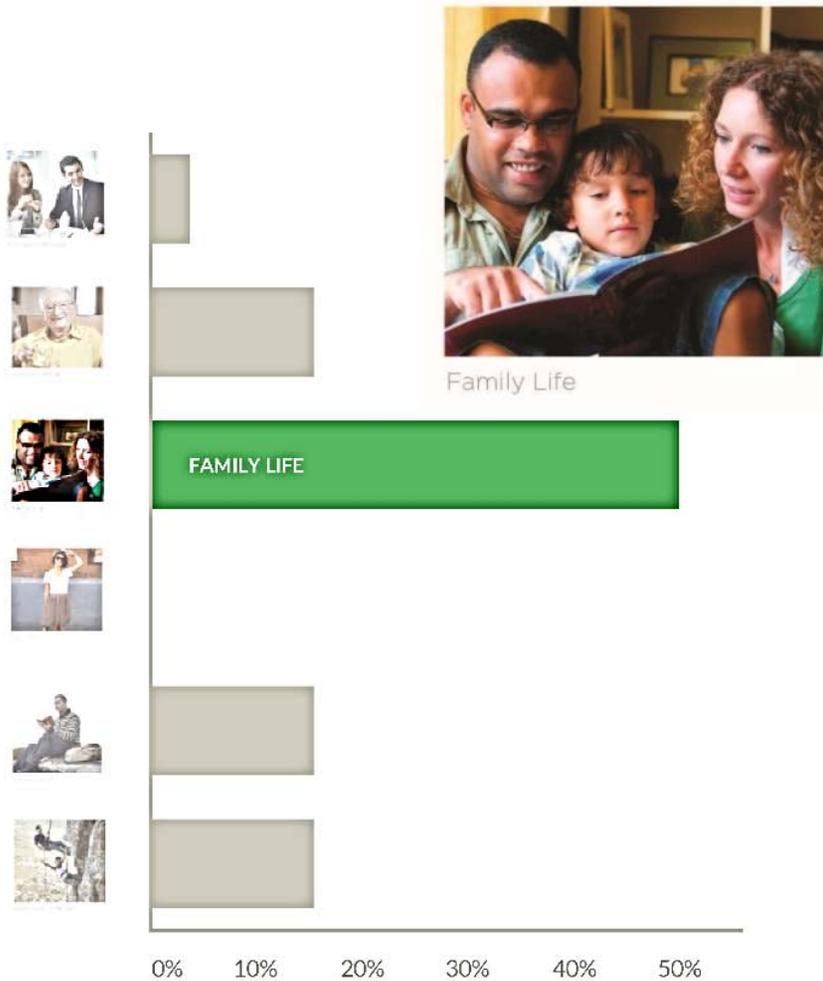
- Establish goals
- Develop visual identity
- Site Analysis – travel patterns, destinations
- Design Development



Visual Preference Survey Results

1 Which lifestyle scene best represents the trail corridor?

2 Which font best represents the corridor?



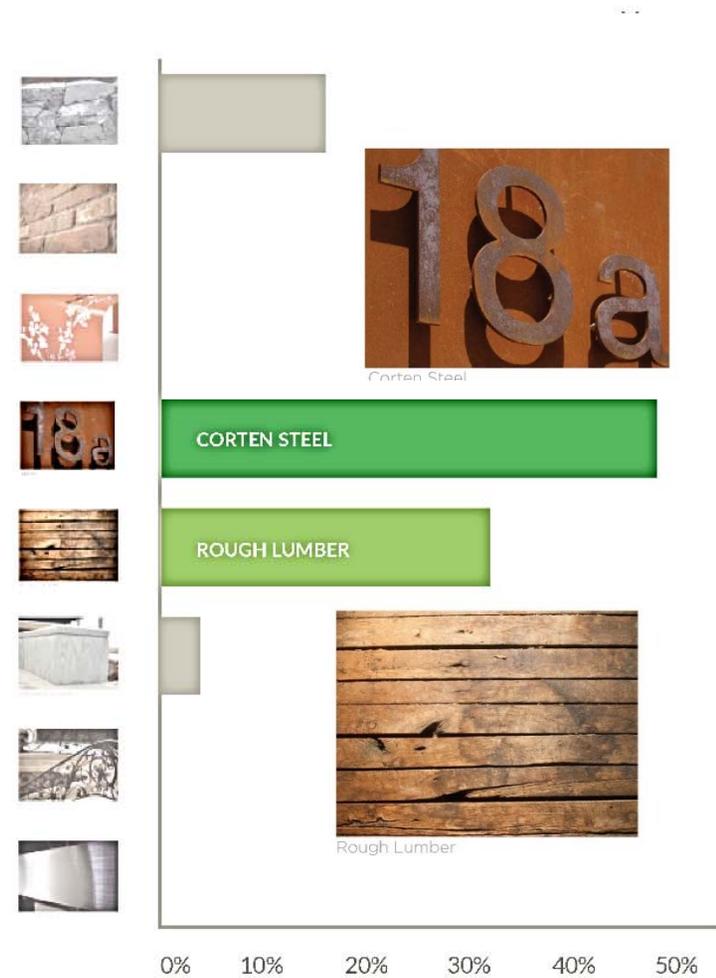


Visual Preference Survey Results

3 Which style best represents the trail corridor?



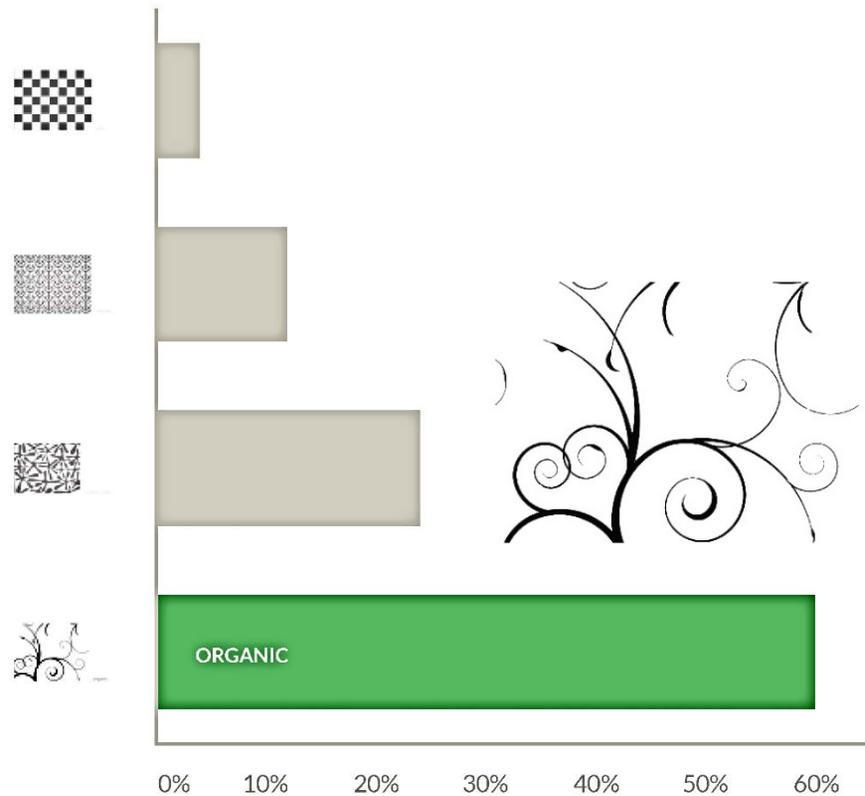
4 Which font best represents the corridor?





Visual Preference Survey Results

5 Which pattern best represents the trail corridor?

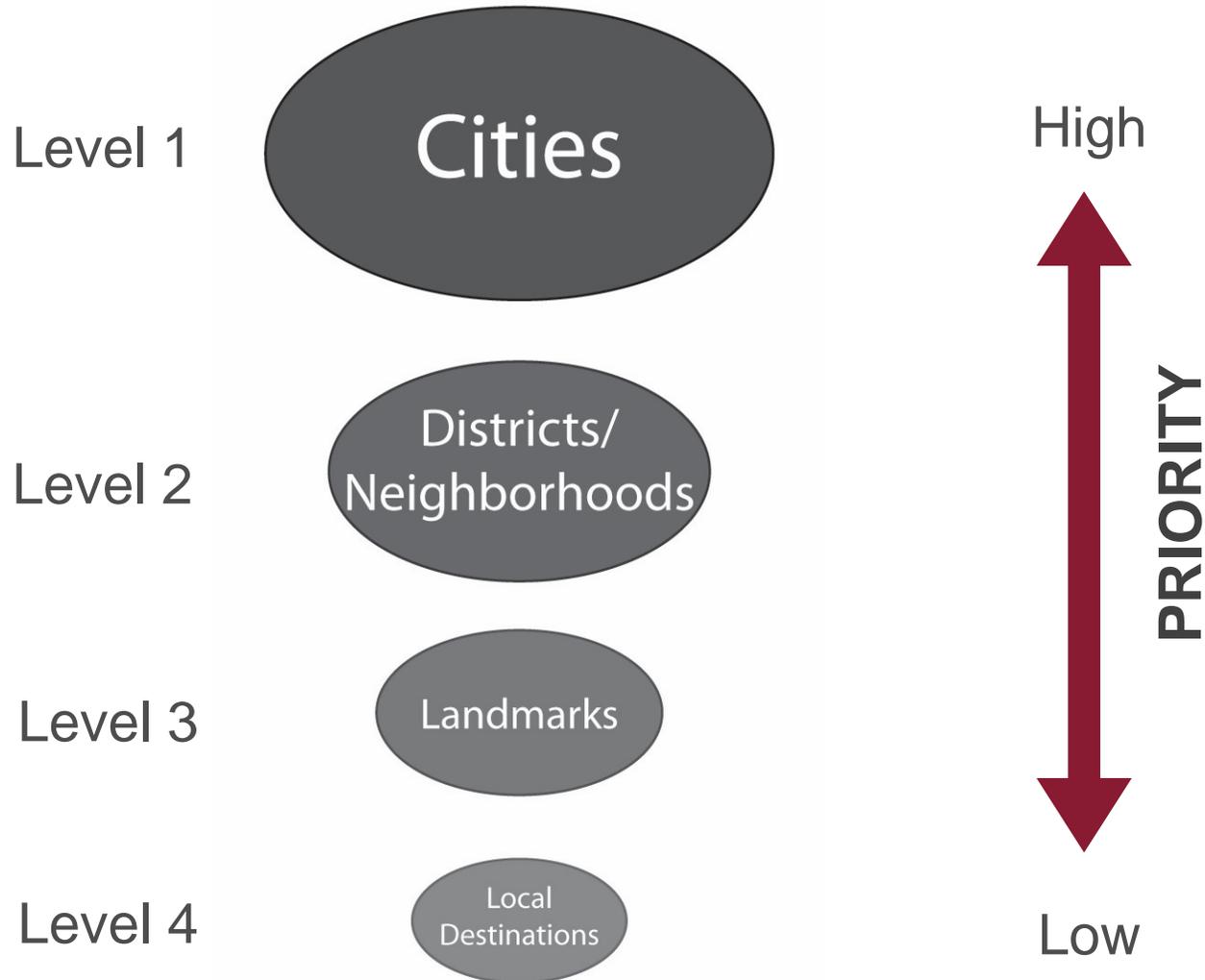


Design Direction

- Simple
- Fresh
- Clean
- Approachable
- Friendly
- Bold
- Earthy
- Fun
- Active
- Warm



Placement Prioritization





Placement Prioritization

Cities



Districts/
Neighborhoods



Landmarks



Local
Destinations



Option # 1: Existing Logo Update



New name only



Minimal refresh

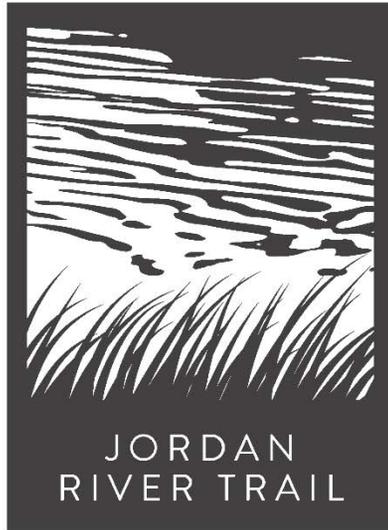


Option # 2: Logo Refresh

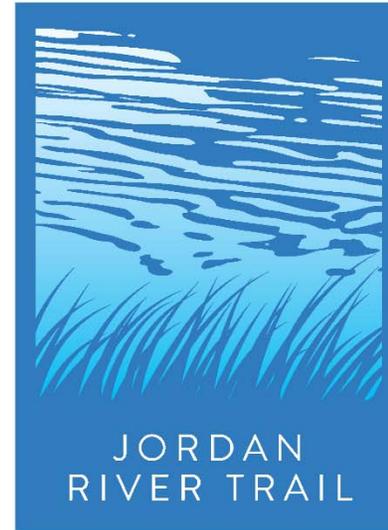




Option # 3: New Direction



One color



Two color



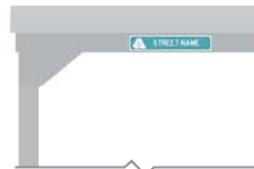
Wayfinding Option # 1: Existing Logo Update

1 ORIGINAL LOGO UPDATE

Color Palette & Materials



Color Study



UNDERPASS SIGN



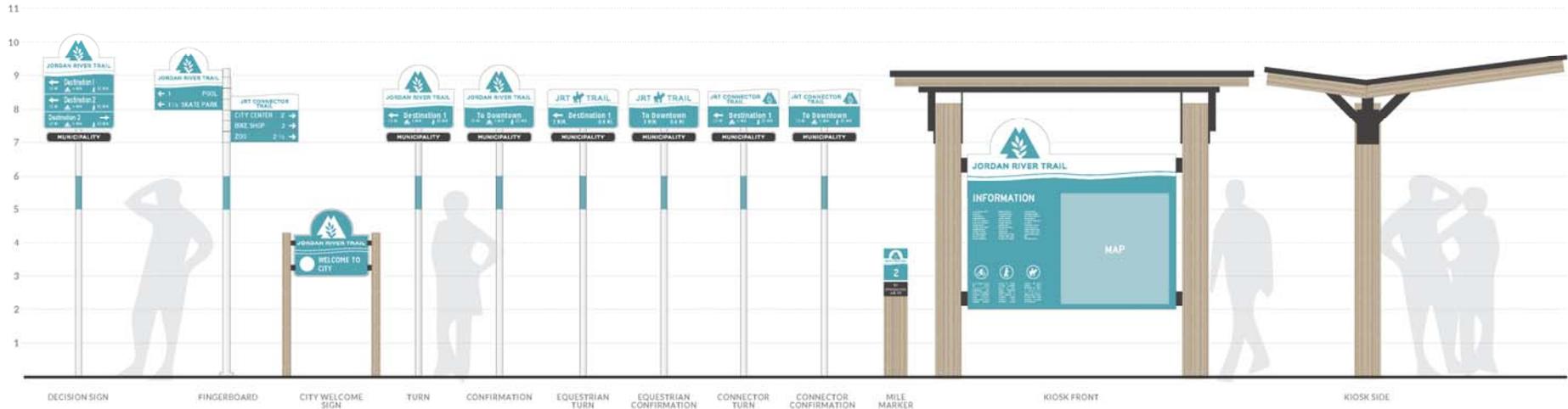
PAVEMENT MARKING MILE MARKER



PAVEMENT MARKING CONFIRMATION



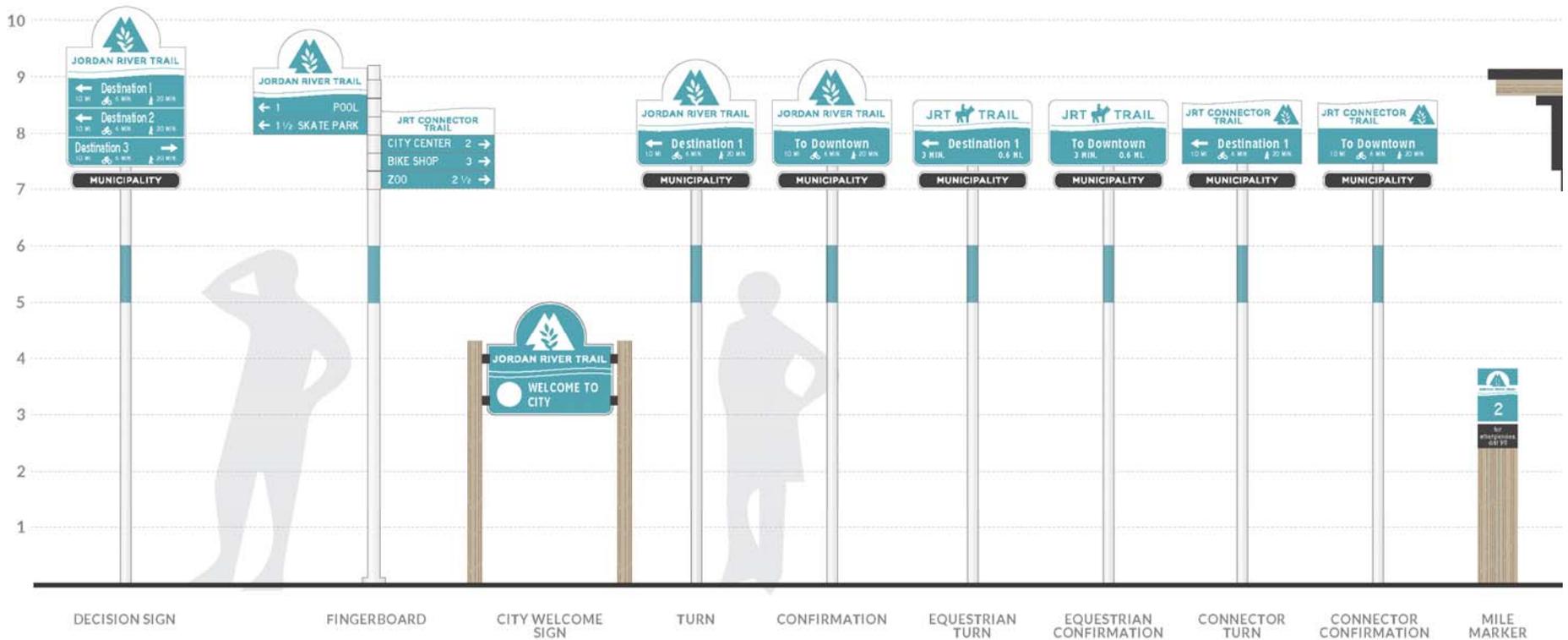
PAVEMENT MARKING TURN



The drawings are meant for DESIGN INTENT ONLY and are not for construction. Contractor shall verify and be responsible for all dimensions and conditions of the job. Contractor shall be familiar with the site and conditions it presents. Owner or owner's proof read by client and legal requirements checked by the legal department.



Wayfinding Option # 1: Existing Logo Update





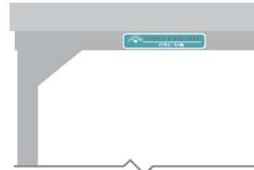
Wayfinding Option # 2: Mountains

2 MOUNTAINS

Color Palette & Materials



Color Study



UNDERPASS SIGN



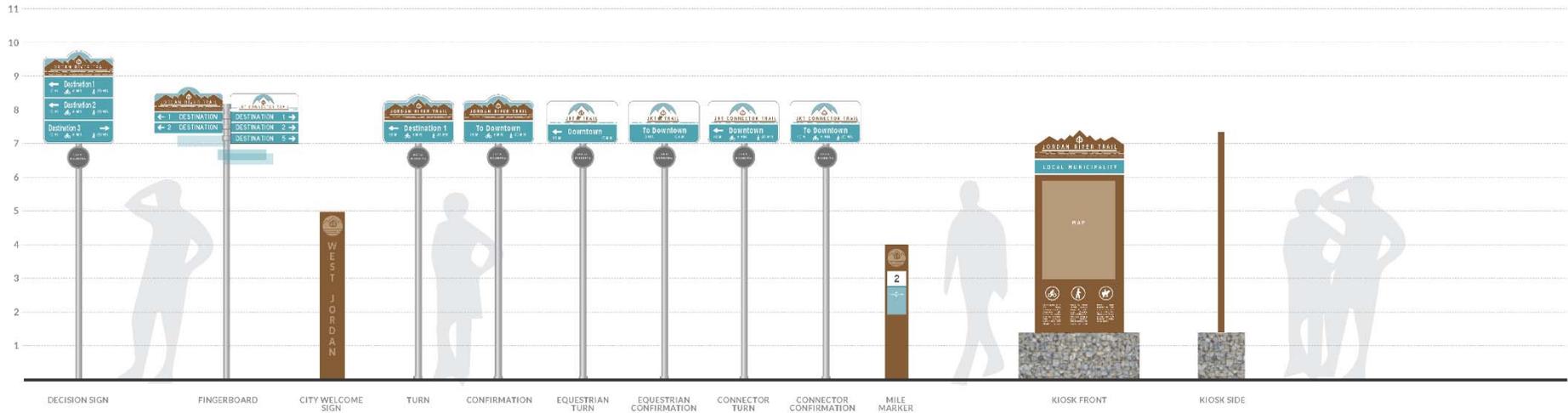
PAVEMENT MARKING MILE MARKER



PAVEMENT MARKING CONFIRMATION



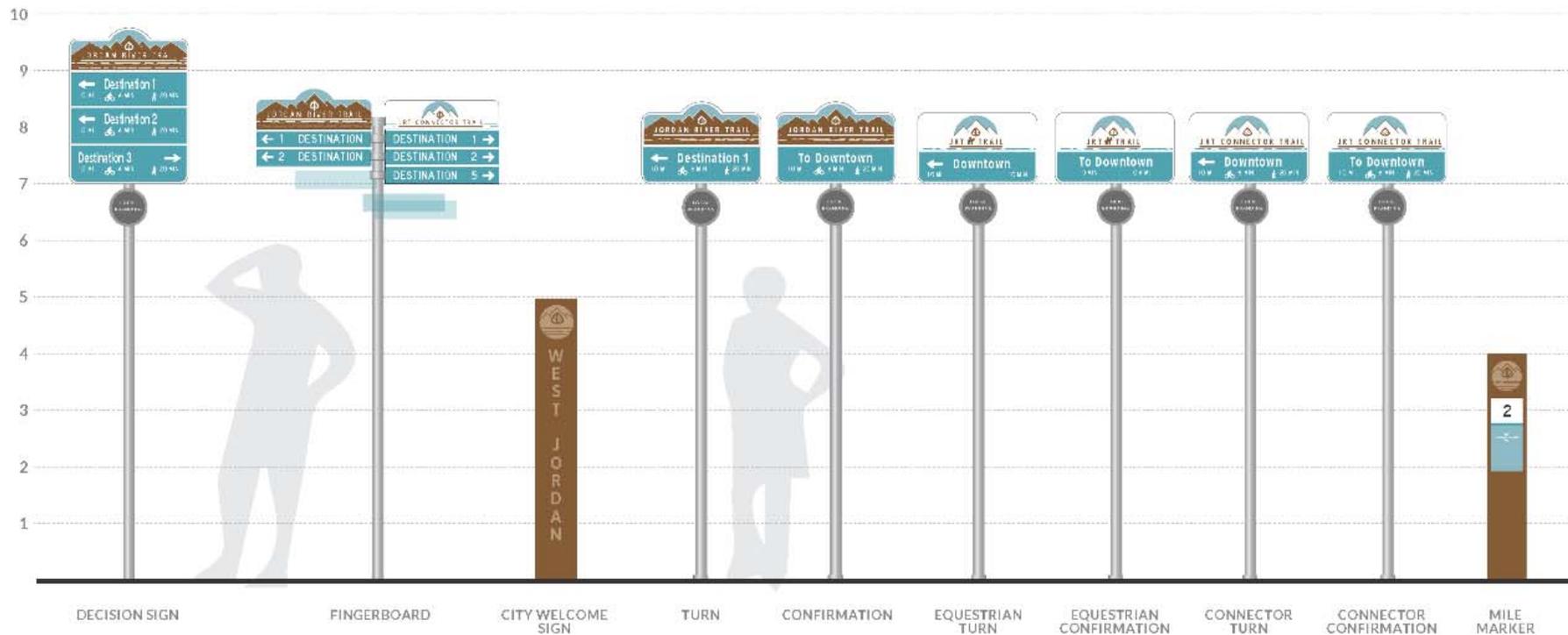
PAVEMENT MARKING TURN



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Wayfinding Option # 2: Mountains





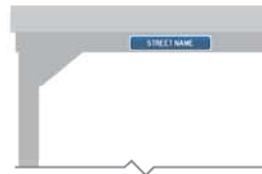
Wayfinding Option # 3: Grass & Water

3 GRASS & WATER

Color Palette & Materials



Color Study



UNDERPASS SIGN



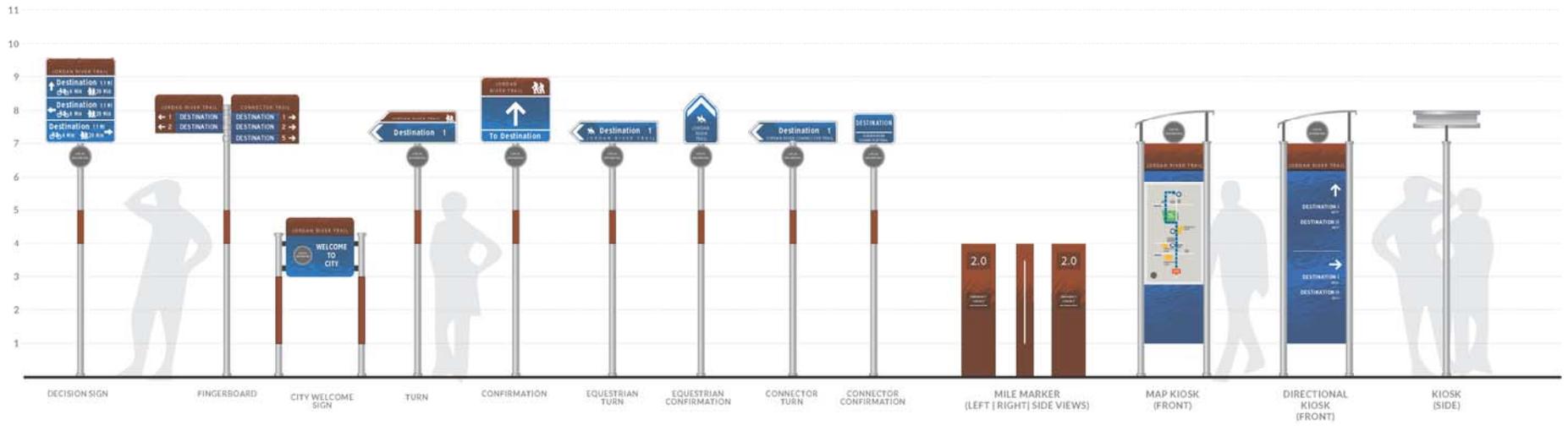
PAVEMENT MARKING MILE MARKER



PAVEMENT MARKING CONFIRMATION



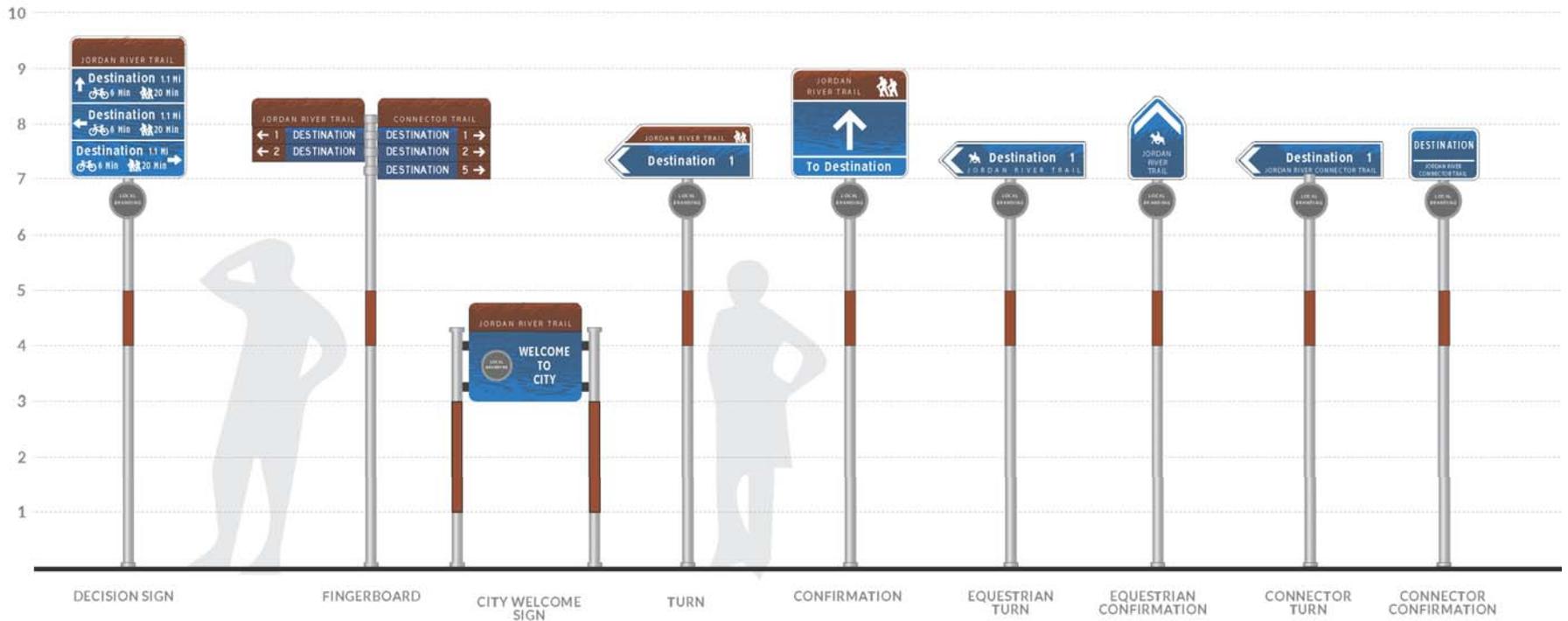
PAVEMENT MARKING TURN



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Wayfinding Option # 3: Grass & Water





Wayfinding Placement: Typical Guidance

d Decision Sign



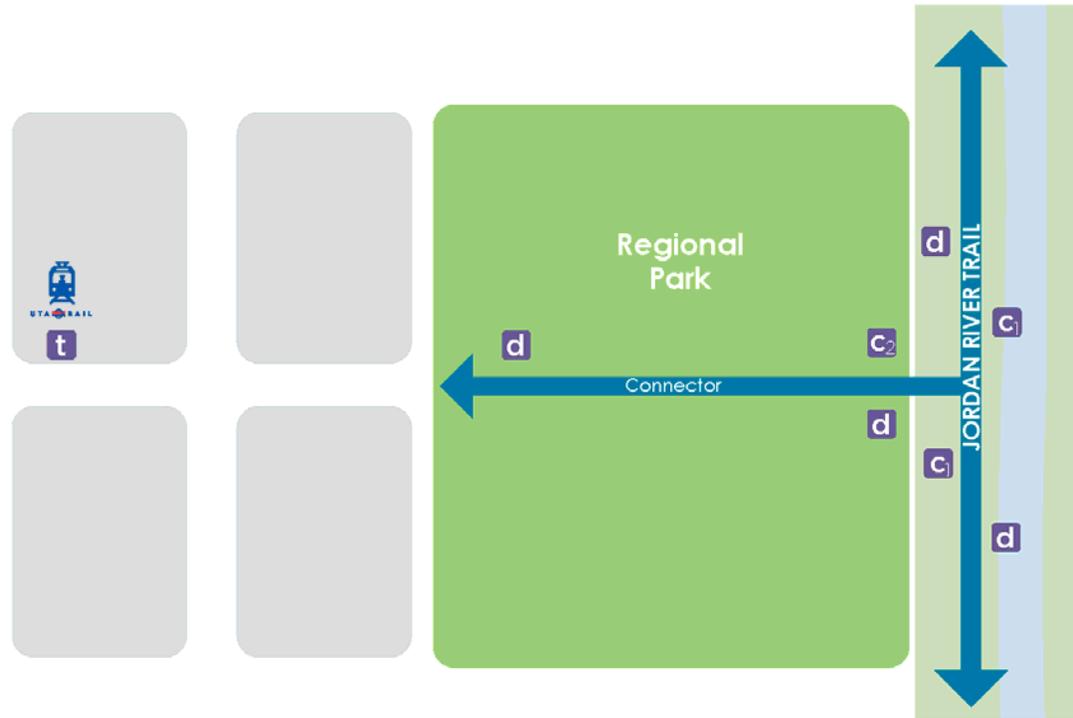
t Turn Sign



c JRT Confirmation Sign



c₂ Connector Confirmation Sign





Wayfinding Placement: Neighborhood Connector Intersection

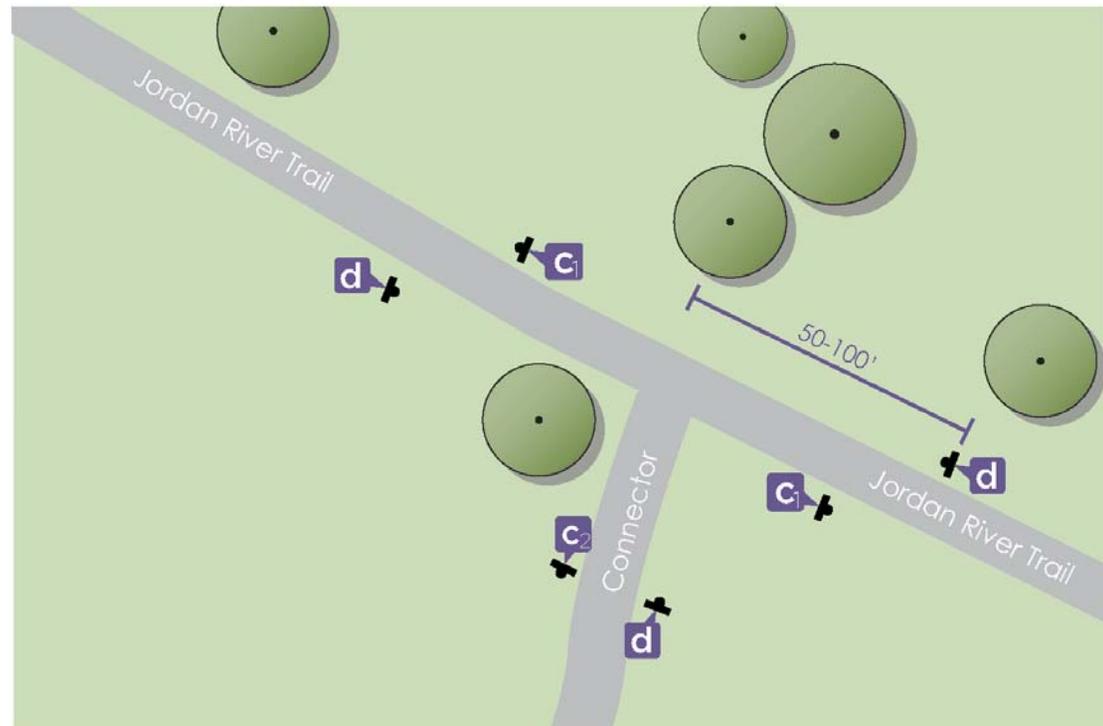
d Decision Sign



c₁ JRT Confirmation Sign



c₂ Connector Confirmation Sign



Disclaimer: The distances from intersections and crossings that decision, turn, and confirmation signs should be placed depend on site conditions (i.e. slope, sight lines, vegetation shoulder stability). Decision signs should be placed approx. 100' in advance of intersections. Confirmation signs should be placed approx. 50' past the intersection.



Wayfinding Placement: Complex or High Priority Intersection

d Decision Sign



c JRT Confirmation Sign



c₂ Connector Confirmation Sign



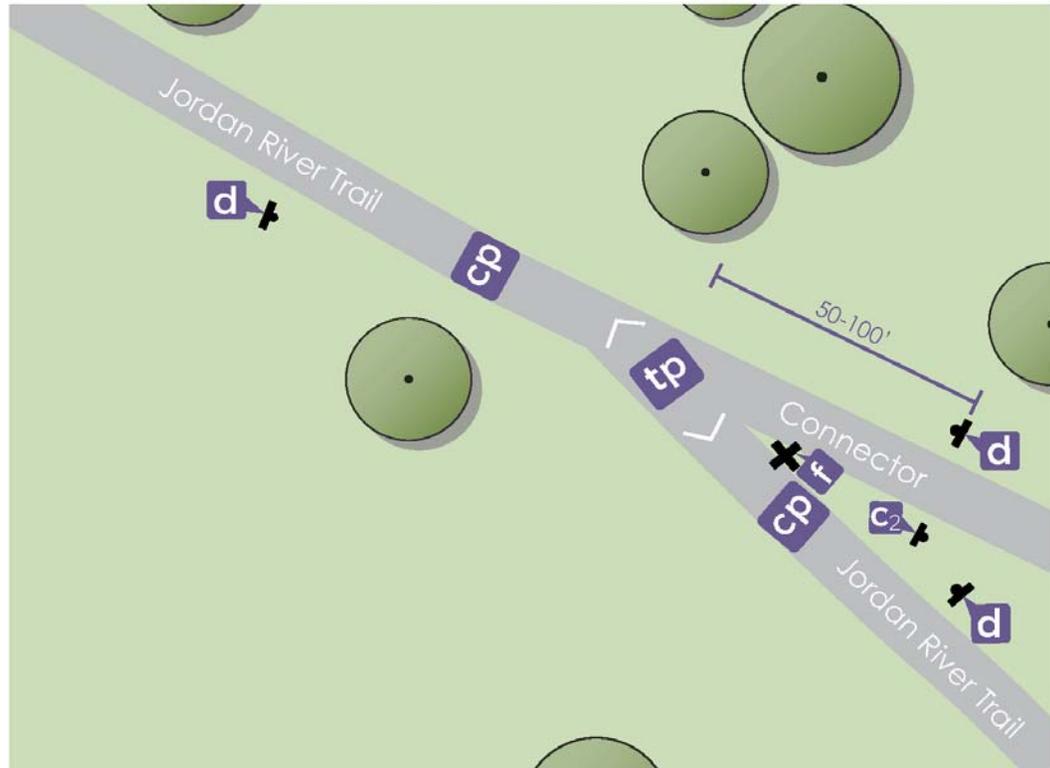
f Pedestrian Finger Board



cp Confirmation Pavement Marking



tp Turn Pavement Marking



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Wayfinding Placement: Complex Intersection



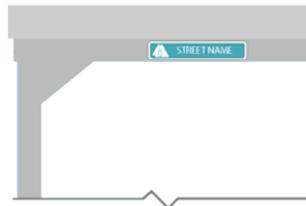


Wayfinding Placement: Pathway Bifurcations

d Decision Sign



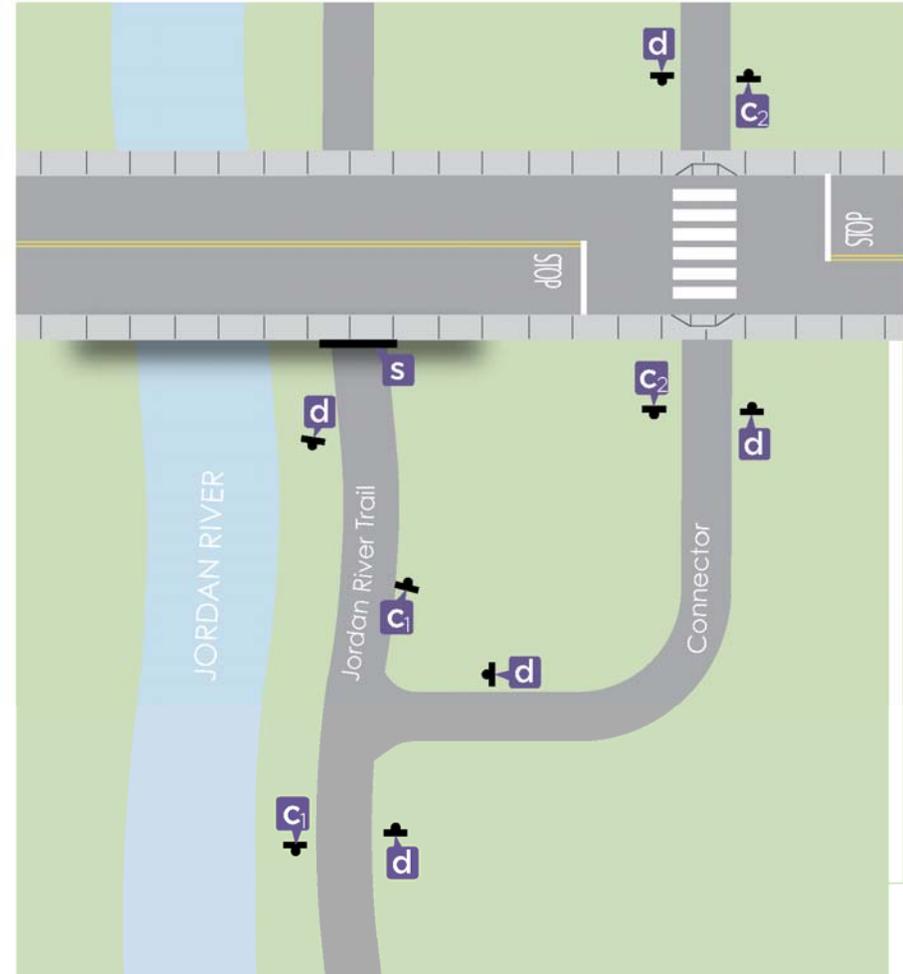
s Underpass Sign



c JRT Confirmation Sign



c₂ Connector Confirmation Sign



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Wayfinding Placement: Pathway Bifurcations





Wayfinding Placement: City Welcome Signs

d Decision Sign



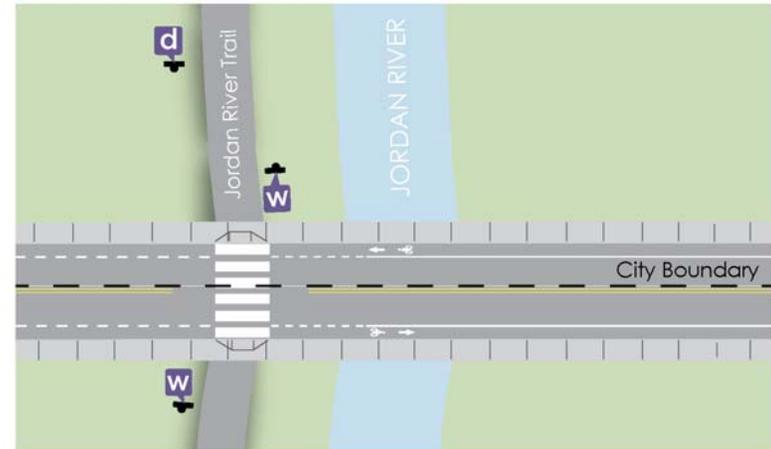
c JRT Confirmation Sign



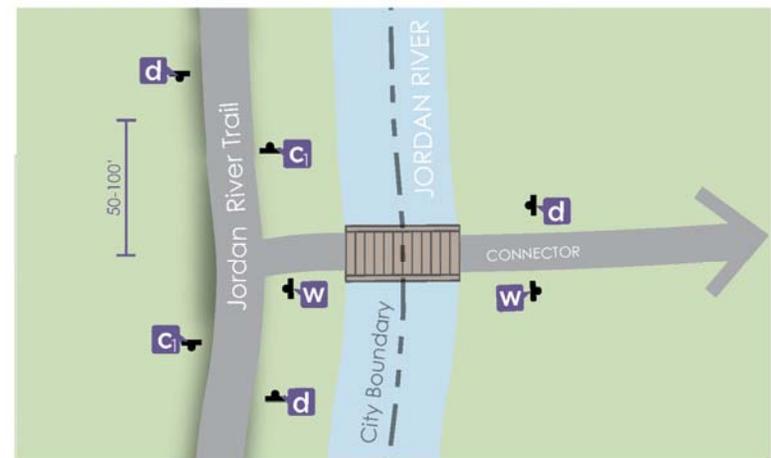
w Welcome Sign



CITY WELCOME SIGN – STREET BOUNDARY



CITY WELCOME SIGN – JORDAN RIVER BOUNDARY



Disclaimer: The distances from intersections and crossings that decision, turn, and confirmation signs should be placed depend on site conditions (i.e. slope, sight lines, vegetation shoulder stability). Decision signs should be placed approx. 100' in advance of intersections. Confirmation signs should be placed approx. 50' past the intersection.

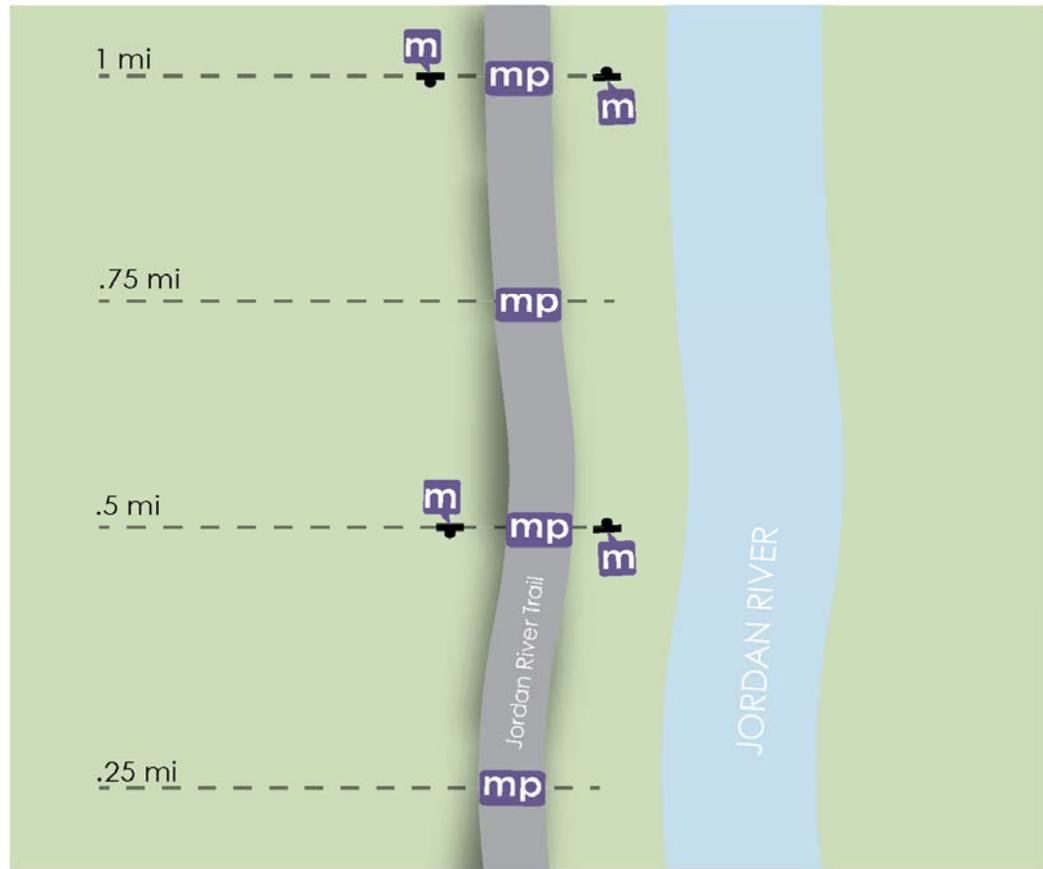


Wayfinding Placement: Mile Markers

m Mile Marker



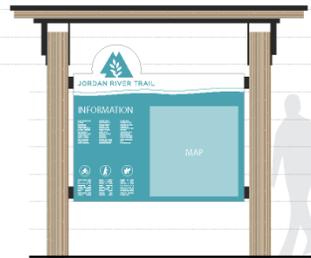
mp Mile Marker - Pavement Marking





Wayfinding Placement: Map Kiosks

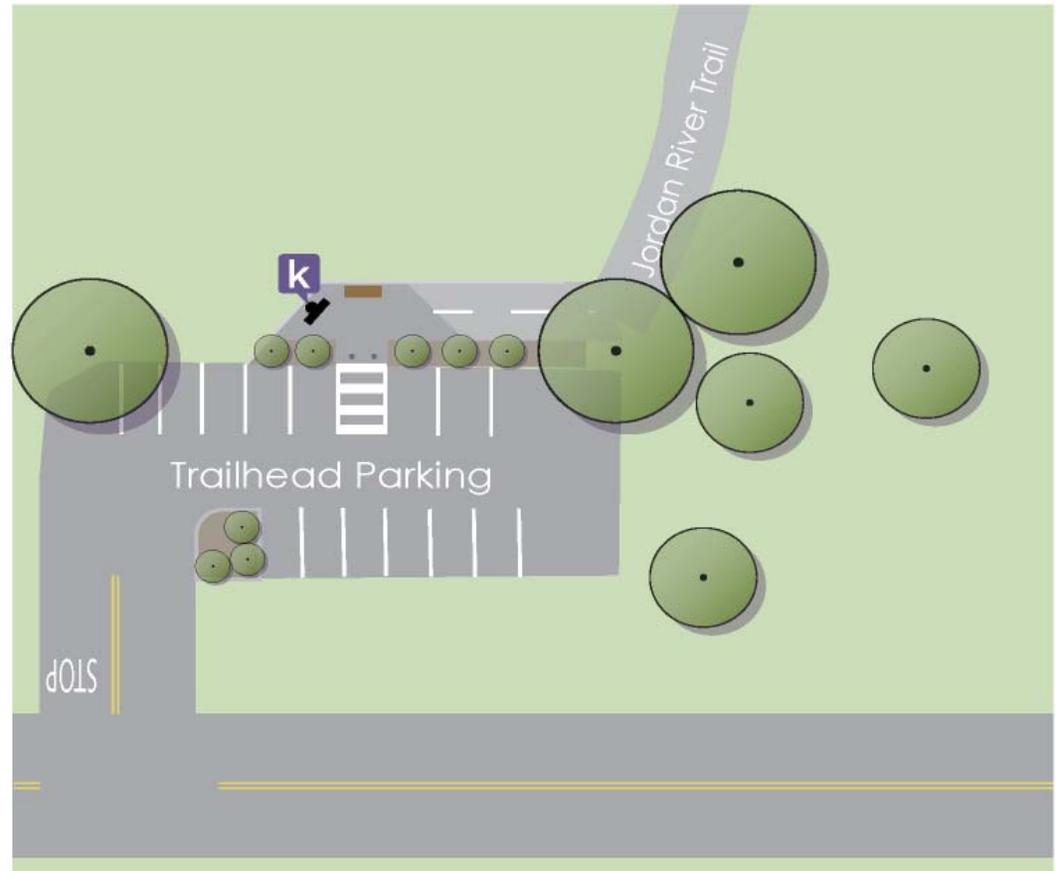
k Map Kiosks



FRONT



SIDE



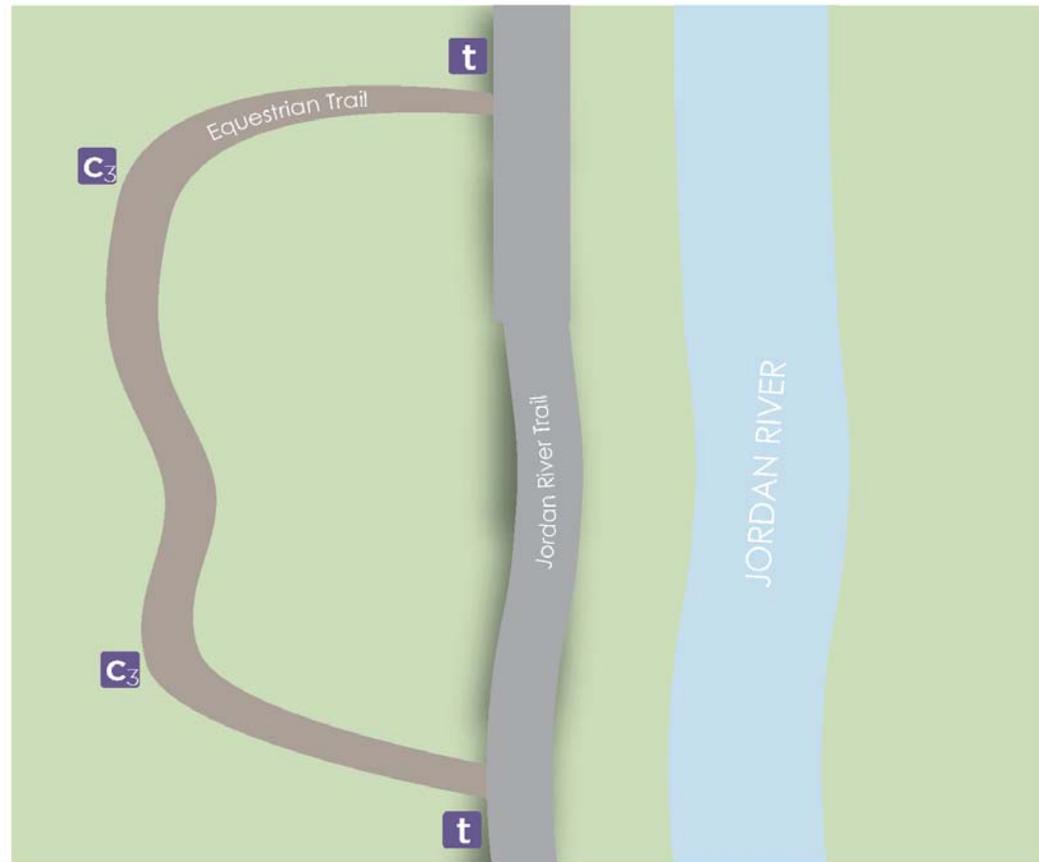


Wayfinding Placement: Equestrian Trails

c Equestrian Confirmation Sign



t Equestrian Turn Sign



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Implementation Considerations

- Salt Lake County Health Dept. has some funding available for implementation
- Other funding sources being considered
- Two major implementation deliverables
 - In-house package for fabrication by SLCo sign shop and installation by municipalities
 - For-bid package for fabrication and installation by contractor
- Inter-local agreement to facilitate implementation



Next Steps

- End of October
 - Refined branding and wayfinding family of elements
 - Preliminary placement plan for municipality review (Google Earth KMZ file to be circulated)



Questions

