

BRANDYWINE CONSERVANCY

Brandywine Creek Water Trail Wayfinding Signage Guidelines

May 27, 2022

BRANDYWINE CREEK GREENWAY

CONTACT BRANDYWINE CONSERVANCY

In developing the Brandywine Water Trail Wayfinding Signage Guidelines, the Brandywine Conservancy have concentrated on producing a document that is both useful and comprehensive. If during your review of this document you have any questions or need additional information, please feel free to contact the Brandywine Conservancy using the contact information below.

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Executive Summary

The Brandywine Creek Greenway is a regional planning initiative of the Brandywine Conservancy. It involves 29 municipal partners in Chester and Delaware counties in Pennsylvania, and recently expanded to include New Castle County and the City of Wilmington in Delaware. The vision is to create a 40-mile long conservation and recreation corridor along both branches of the Brandywine that stretches from the Christina River in the City of Wilmington to the Pennsylvania Highlands in Honey Brook Township.

This is Brandywine Creek Water Trail.

The Brandywine Creek Greenway and Brandywine Creek Water Trail includes a network of parks and trails that form the western limit of Circuit Trails, a regional trail network of the greater Philadelphia region. The Greenway boasts over 36,000 acres of protected open space, one National Historical Park, one state Scenic Byway, three major state parks, over forty municipal parks, and 69 miles of trails and sidewalks situated throughout the corridor.

This document contains the results of the important process of gathering stakeholder and community input. The information within these guidelines will assist both current users of the trail network to find route options and discover new destinations, as well as entice non-system users to utilize the Brandywine Creek Water Trail. The wayfinding guidelines are aimed at both locals and visitors and are crafted to be easily understood and readily learned, while being legible and comprehendible to a wide range of users.

This document provides guidance for wayfinding element design, sign messaging, sign placement, and next steps. It should be used when signing new trails for the first time, as well as when replacing or retrofitting signs along existing trails. Agencies should follow these guidelines and continue to coordinate with Brandywine Conservancy and its neighboring municipalities to assure that information is conveyed to travelers in a consistent manner. The Brandywine Water Trails Wayfinding Signage Guidelines are organized as follows:

Section 1: Brandywine Creek Water Trail Brand Standards

The first section of the guidelines shows the Brandywine Creek Standards. Fonts, colors, and current logo.

Section 2: Brandywine Creek Water Trail Wayfinding Tools

Section 2 describes the Brandywine Creek Trails Wayfinding Tools with the goal of creating a unified system of elements to guide and provide information to users of the water trail system. A menu of sign options is provided, including graphic standards and design details.

Section 3: Wayfinding Guidelines

Section 3 provides guidance related to destination selection and sign placement. A hierarchy of destination types and selection criteria is given so that municipalities can consistently select and prioritize destinations for inclusion on signs. Placement guidance within this section describes how to sign the most typically encountered navigational challenges encountered while on the trail network.

Section 4: Management & Maintenance

The fourth section describes what to expect for the management and maintenance of a trail wayfinding system.

The Brandywine Water Trails System is an interconnected system of bicycle and pedestrian trails maintained by several different entities.

These guidelines are intended to offer flexibility to agencies that already have wayfinding signs in place while working towards the creation of a unified 918 Trails system.

These guidelines should be considered a first edition. They should be updated on a periodic basis to ensure that they remain compliant with federal standards, as well as remaining at the forefront of technical knowledge as the practice of wayfinding continues to evolve.

Section 1

Brandywine Conservancy Brand Standards

1.1 Color Palette

PRIMARY PALETTE - Brandmark colors

The Brandywine Creek Water Trail Logo is made up of four main colors. Below are the Pantone® colors and CMYK, RGB and Web-safe color specifications.

PMS (Pantone® Matching System) is an industry standard system for color matching.
Pantone® is a registered trademark.

Pantone® (Uncoated) 4525U	Pantone® (Uncoated) 3288U	Pantone® (Uncoated) 130U	Pantone® (All Uses) Black 6 U
C: 65	C: 100	C: 0	C: 68
M: 75	M: 30	M: 48	M: 61
Y: 96	Y: 85	Y: 100	Y: 50
K: 10	K: 1	K: 0	K: 32
R: 115	R: 30	R: 255	R: 78
G: 87	G: 135	G: 150	G: 78
B: 68	B: 115	B: 40	B: 87

1-LOGO - Black or solid Primary Palette color




DISCOVERY
169

Section 2

Brandywine Creek Water Trail Wayfinding Tools

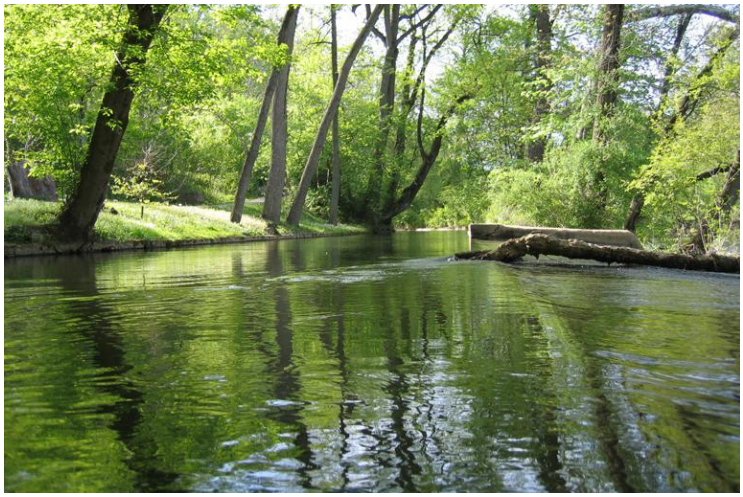
2.2 Introduction
2.3 Graphic Standards
2.8 Implementation Scenarios
2.10 Menu of Sign Types
2.15 Signage Drawings
2.49 Signage Enhancements

Wayfinding Tools

A variety of wayfinding tools have been developed for the Brandywine Creek Water Trails. This “Kit of Parts” will allow each municipality to address the wayfinding needs of the Water Trails

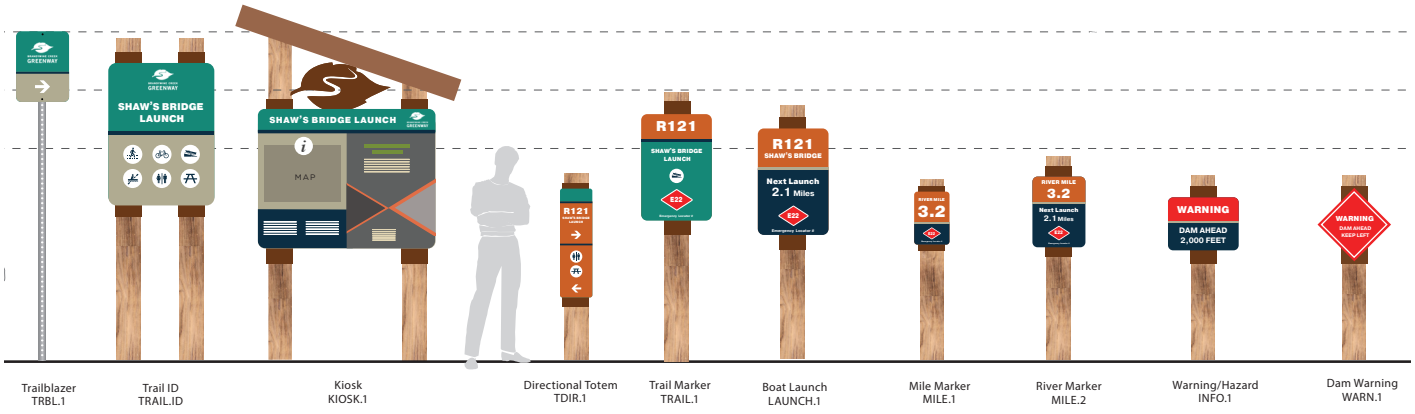
It is important to maintain a cohesive look to the signage along the Water Trails. There are opportunities for individual municipalities to be identified on some wayfinding elements, but the goal is to promote the Water Trail system first. For that reason, we have provided graphic standards to be used when implementing various wayfinding tools along the Brandywine Creek Water Trail.

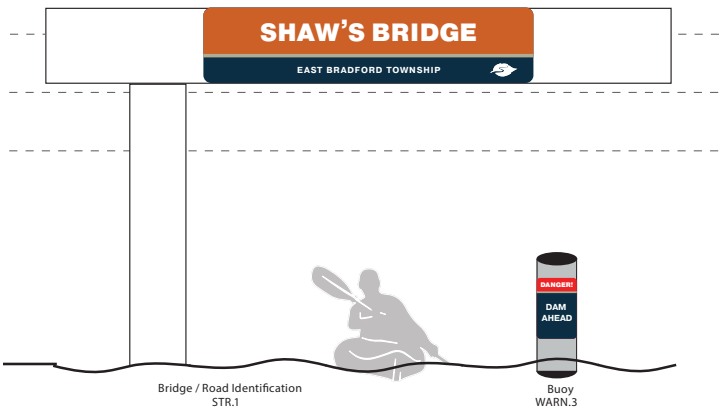
The sign drawings contained in this section are NOT shop drawings. Any County or Municipality wanting to install Brandywine Water Trail signage must have shop drawings created by their sign shop or local fabricator and approved by Brandywine Creek Greenway . For larger structures, shop drawings may need to be signed and sealed by an Pennsylvania registered architect or engineer.











TYPOGRAPHY & TYPEFACES

This page provides a reference for the typefaces for the Brandywine Water Trail Wayfinding Signage.

Typefaces may not be changed. During fabrication, the height and width ratio of letter forms must be maintained proportionately.

MUTCD Signage:
Typeface for MUTCD signs is Clearview Highway. Type must be title case or upper- and lower-case letters for primary destinations. All other words appearing on the signs should appear in all upper case.

Pedestrian Signage:
1" high copy is recommended for pedestrian directional signs.

Primary Brandmark Typeface

The Primary Brandmark typeface is **Pragmatica Black** .

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Secondary Brandmark Typeface & Tagline Typeface

The Brandmark Tagline typeface is Pragmatica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Wayfinding Signage - Existing Trail Typeface & MUTCD Sign Messages

The Wayfinding typeface is Clearview**.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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COLORS & MATERIALS

Consistent use of a color palette creates a recognizable “system”.

The Color Palette found on the following pages provides a reference for specifying a paint color or other material.

Paint is used as a protective coating when reflectivity is not required.

The Fabricator is required to submit painted color chips and material samples to the client for approval prior to sign fabrication.

The ADA requires a minimum of 70% contrast between text and background for the legibility.

PMS (Pantone® Matching System) is an industry standard for color matching.

Pantone® is a registered trademark.

Paint Colors

	Name	Specification	Process
P1	Blue	To match PMS 2189	Surface applied, exterior sign paint and protective top coat: MATTHEWS Acrylic Polyurethane w/ Clear Coat Satin finish.
P2	Orange	To match PMS 1595	Surface applied, exterior sign paint and protective top coat: MATTHEWS Acrylic Polyurethane w/ Clear Coat Satin finish.
P3	Tan / Grey	To match PMS 7535	Surface applied, exterior sign paint and protective top coat: MATTHEWS Acrylic Polyurethane w/ Clear Coat Satin finish.
P4	Brandywine Teal	To match PMS 1585	Surface applied, exterior sign paint and protective top coat: MATTHEWS Acrylic Polyurethane w/ Clear Coat Satin finish.
P5	Brown	To match PMS 7568	Surface applied, exterior sign paint and protective top coat: MATTHEWS Acrylic Polyurethane w/ Clear Coat Satin finish.
P6	Red	To match PMS 485 C	Surface applied, exterior sign paint and protective top coat: MATTHEWS Acrylic Polyurethane w/ Clear Coat Satin finish.

Non Reflective Vinyl Colors

	Name	Specification	Process
V1	Blue	To match PMS 2189	Background & Characters 3M custom inks applied directly to premium grade non - reflective vinyl with 3M approved clear UV/Graffiti Vinyl Over-laminates.
V2	Orange	To match PMS 1595	Background & Characters 3M custom inks applied directly to premium grade non - reflective vinyl with 3M approved clear UV/Graffiti Vinyl Over-laminates.
V3	Tan / Grey	To match PMS 7535	Background & Characters 3M custom inks applied directly to premium grade non - reflective vinyl with 3M approved clear UV/Graffiti Vinyl Over-laminates.
V4	Brandywine Teal	To match PMS 1585	Background & Characters 3M custom inks applied directly to premium grade non - reflective vinyl with 3M approved clear UV/Graffiti Vinyl Over-laminates.
V5	Brown	To match PMS 7568	Background & Characters 3M custom inks applied directly to premium grade non - reflective vinyl with 3M approved clear UV/Graffiti Vinyl Over-laminates.
V6	Red	To match PMS 485C	Background & Characters 3M custom inks applied directly to premium grade non - reflective vinyl with 3M approved clear UV/Graffiti Vinyl Over-laminates.

All Vinyl sheeting shall include aclear UV / Anti- graffiti over laminate.

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Materials

	Name	Specification	Process
M1	Aluminum	.080" Aluminum or greater	Applied Vinyl or painted as indicated on drawing
M2	Aluminum Sign post	2" square aluminum post - standard	Painted aluminum
M3	Wood Post	8" x 8" square	Cedar wood post
Alt. M3	Aluminum post	8" x 8" square Aluminum	Painted Aluminum with clear coat Anti - graffiti coating
M4	Vinyl on panel	Direct placement on Aluminum	3M vinyl print to panel (M1) or Apply graphic to aluminum panel (M1) **www. directembedcoating.com**
M5	Aluminum	1/8 thick Aluminum	Painted, including anti-graffiti clear coat

COLORS & MATERIALS

Consistent use of a color palette creates a recognizable "system"

The Fabricator is required to submit painted color chips and material samples for approval prior to sign fabrication.

The ADA requires a minimum of 70% contrast between text and background for the legibility.

ARROWS

Arrows for Wayfinding signs

Water Trail Directional Arrows



left ahead-left ahead ahead-right right

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PEDESTRIAN PICTOGRAMS

Pictograms will be utilized on pedestrian wayfinding elements such as Kiosks, Trail and Signage, and maps. These elements will be well off the trail.

Benefits of pictograms:
- Understandable
- Memorable
- Common Language
- Distinguishable
- Character
- Expandable

AMENITIES



Restrooms
A1



Picnic Site
A2

EMERGENCY



ACCESS / INFORMATION



Bike Path
B1



Pedestrian Trail
B2



Pets Permitted
B3



Information
B4



Dam
B5



Trailhead Parking
B6



River Access
B7



Boat Launch Access
B8



First Aid
B9



Swimming Access
B10

REGULATORY



No Smoking Allowed
C1



No Boat Launch
C2



Litering Not Allowed
C3



Swimming Not Allowed
C4



No Dogs Allowed
C5



No Fishing Allowed
C6

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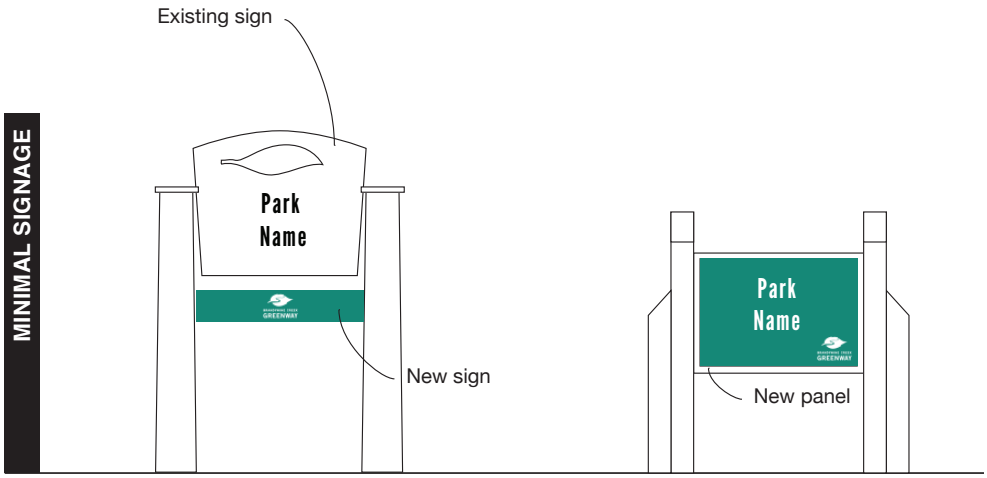
IMPLEMENTATION SCENARIOS

The are many different existing conditions of Trail Signage in the Chadds Ford Region. In some municipalities, sign standards have been established for trails that cross through their boundaries. Implementing the Brandywine Creek Water Trails Identity across the region will not be a “one-size-fits-all”solution. At the right is a chart showing 5 possible scenarios of Implementation for the Brand. Some municipalities may have more than one of these scenarios existing.

5 Scenarios of Implementation

1: ADD	**2:** UPDATE



Strong Existing Trail Identity with existing signage

Add **BRANDYWINE CREEK GREENWAY LOGO** to existing elements as a supporting message

Existing Trail Identity ties to municipal ID & existing Signage

Add **BRAND ID** in a way that utilizes existing signage

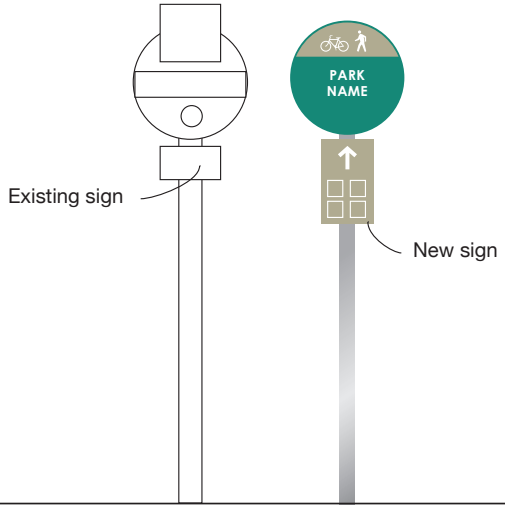
3: SUPPORT



Existing Park Identity
and signage.
No branded trail signage

Add **BRANDYWINE CREEK GREENWAY LOGO**
element to compliment
Park signage

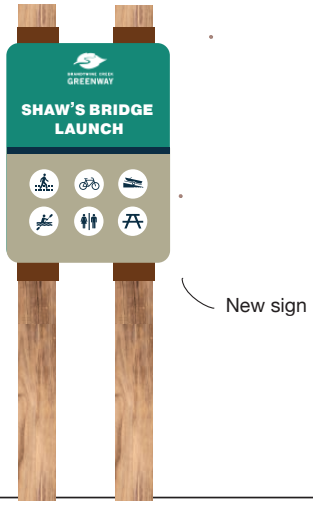
4: RE-ORGANIZE/REPLACE



Multiple Park & Trail Identities
represented on a variety
of existing signage.

Replace existing sign panels
with new, organized sign panels
Keeping with
BRANDYWINE CREEK GREENWAY LOGO

5: NEW SYSTEM

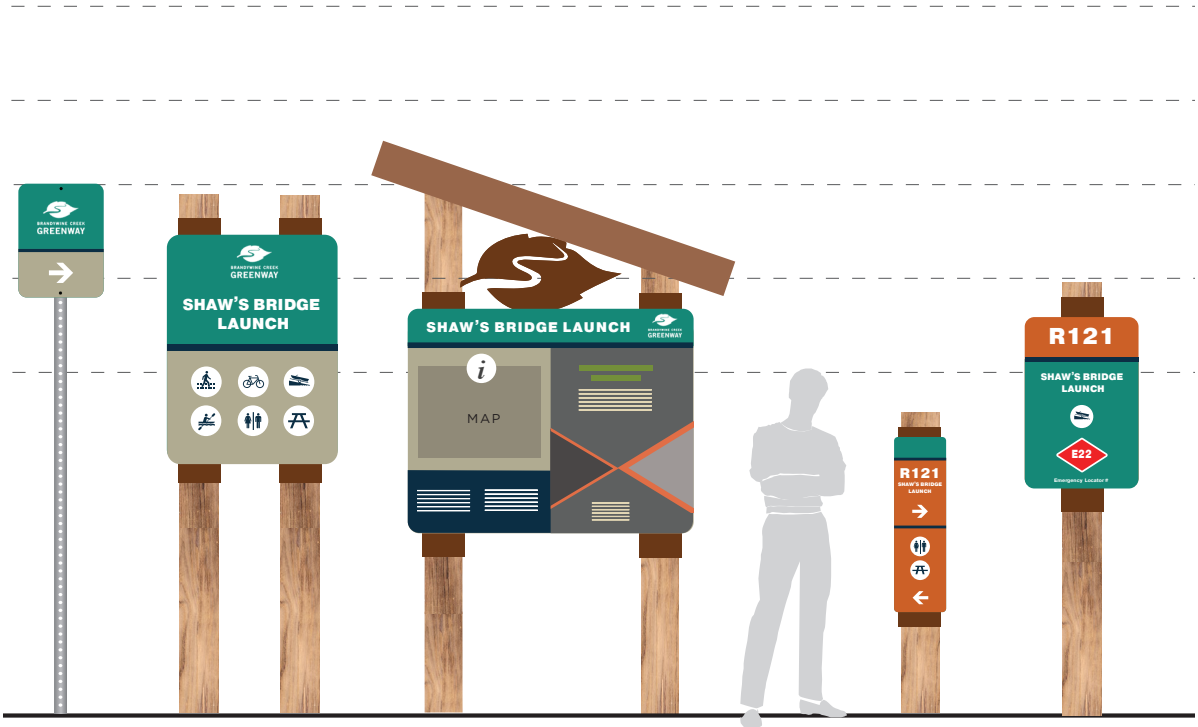


Little to no existing
Trail Identity or signage.

Add **NEW BRANDED**
Signage system elements.

BASE WAYFINDING SIGNAGE SYSTEM

Arrival & Land Wayfinding Signs



Trailblazer
TRBL.1

Trail ID
TRAIL.ID

Kiosk
KIOSK.1

Directional Totem
TDIR.1

Trail Marker
TRAIL.1

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Waters Edge Signs



Boat Launch
LAUNCH.1

Mile Marker
MILE.1

River Marker
MILE.2

Warning/Hazard
INFO.1

Dam Warning
WARN.1

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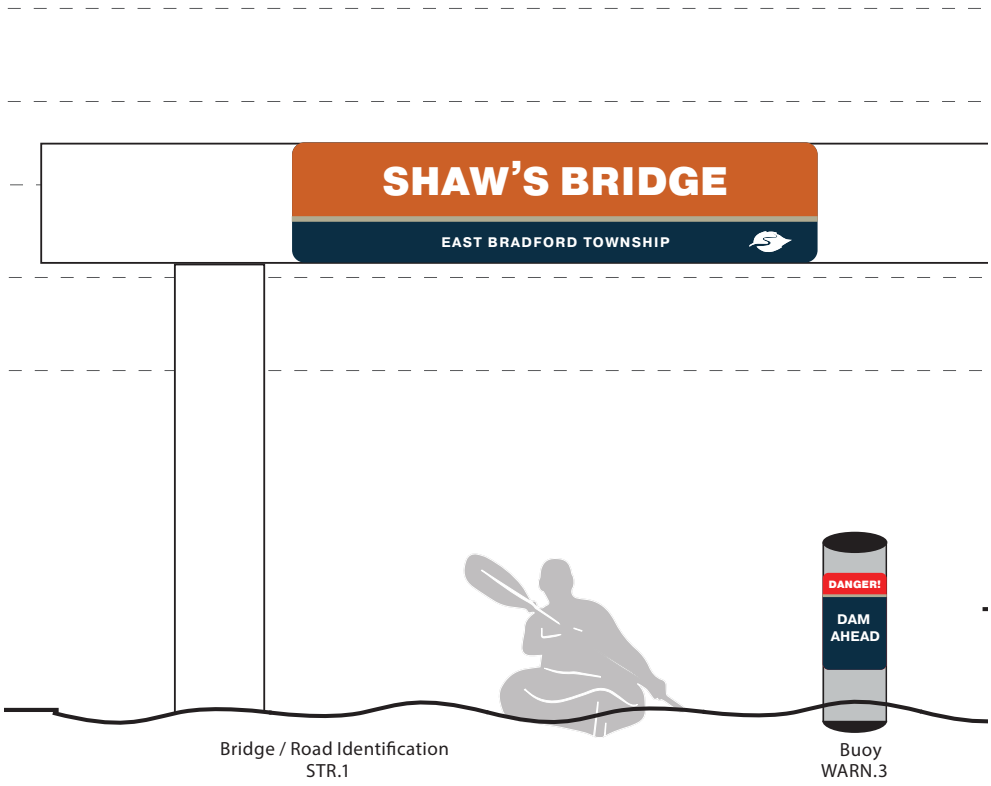
BASE WAYFINDING SIGNAGE SYSTEM

On Water Information



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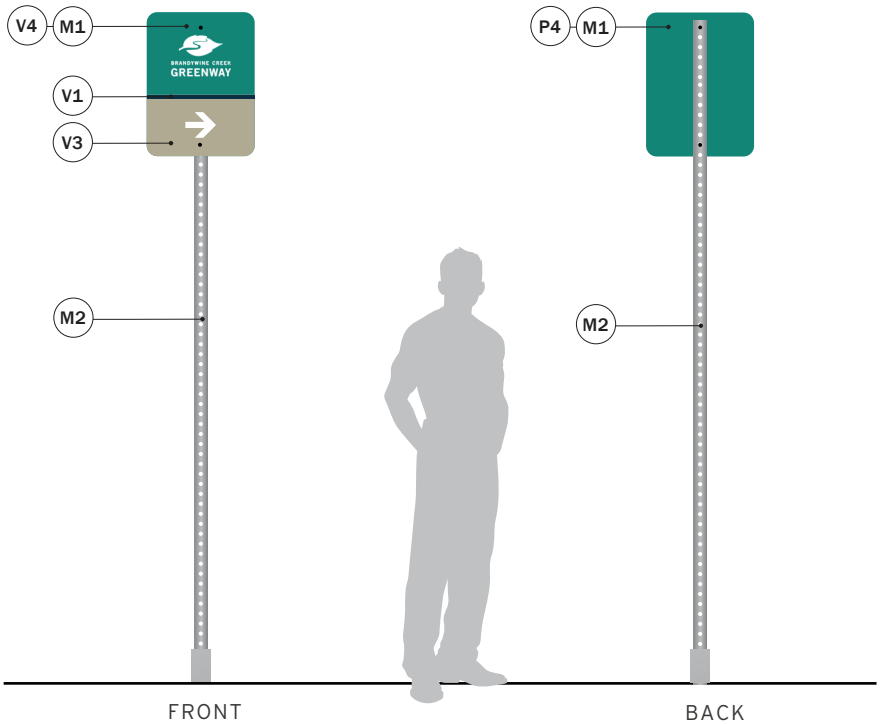

1 Color Schedule - TRBL.1
3/8"=1'

TRBL.1
TRAILBLAZER

The TRBL.1 Sign type is a Trail directional Sign placed near entry points to the trail entrance.

The aluminum pole has a standard MUTCD breakaway system.

This is a single-sided sign. The back of the sign panel is painted aluminum with a protective clear coat applied. The panel is mechanically fastened to the sign post.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

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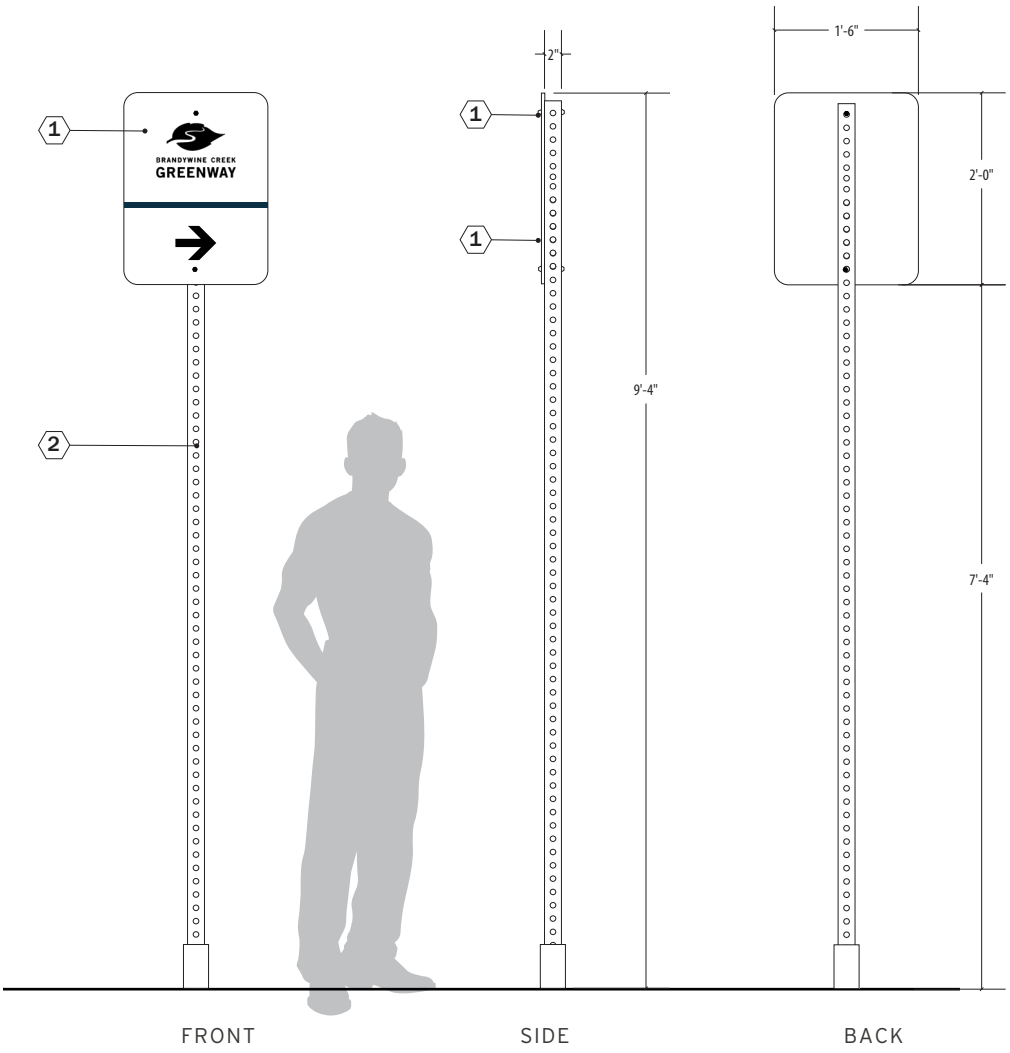

1 Elevations TRBL.1

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

1. 0.80 aluminum panel (or greater) with vinyl graphics, mechanically fastened to 2" aluminum sq tube
2. Aluminum 2" sq tube
3. Unpainted aluminum with protective clear coat applied

NOTES:
Locate sign panel edge at least 2ft off path or road.

Breakaway post required if located along road.

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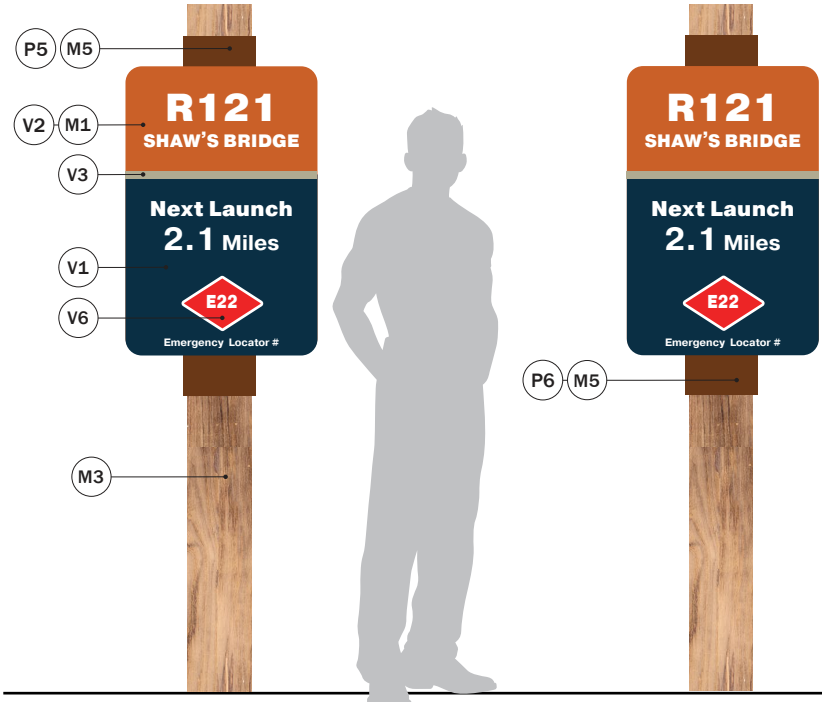

1 Color Schedule - LAUNCH.1
1/2"=1'

LAUNCH.1
BOAT LAUNCH

The LAUNCH.1 Sign type is a boat launch marker placed near entry points of boat launches.

The intent of this sign is to notify Users on the water trail when the next boat launch will appear.

This is a double-sided sign. The back of the sign panel is painted aluminum with a protective clear coat applied.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

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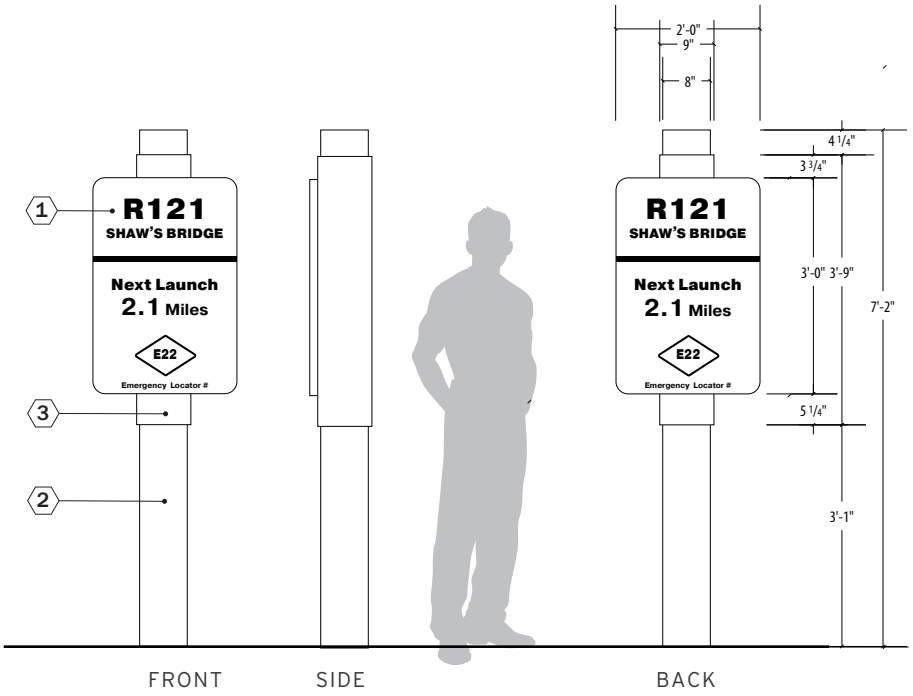

1 Elevations LAUNCH.1

scale: 3/8"=1'-0"

1. 0.80 aluminum panel with non-reflective vinyl graphics mechanically fastened to post
2. 8 x 8 Cedar Post
3. 1/8" thick aluminum collar
   Bracket - mechanically fastened panel and bracket to wood post

NOTES:

Direct bury post in concrete footer

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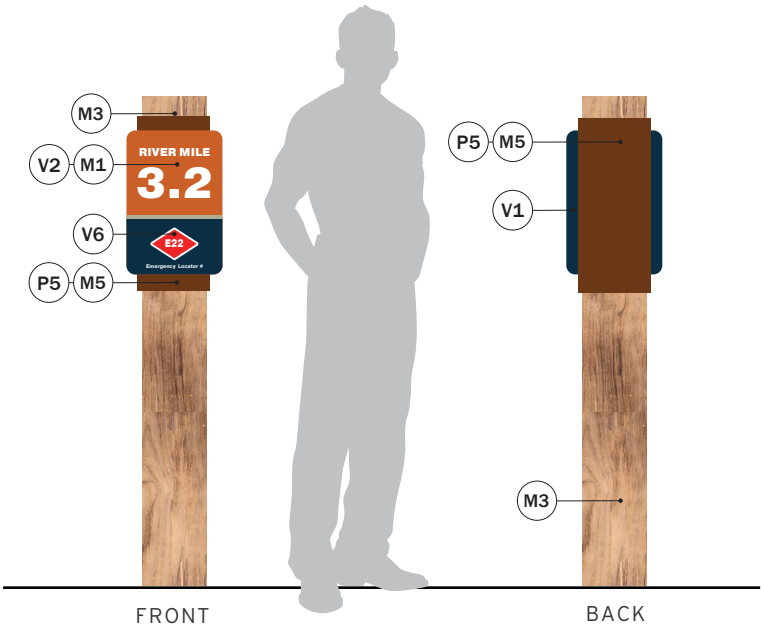

1 Color Schedule - MILE.1
1/2"=1'

MILE.1
MILE MARKER

The MILE.1 Sign type is an informational sign for all trail users and may be located at 1/4-mile increments along the Brandywine Creek Greenway Water Trail

The mile marker sign is .080 aluminum. The graphics are printed directly to the panels. The panels are secured with tamper resistant hardware to the wood post.

This is a single-sided sign. This sign is NOT reflective.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

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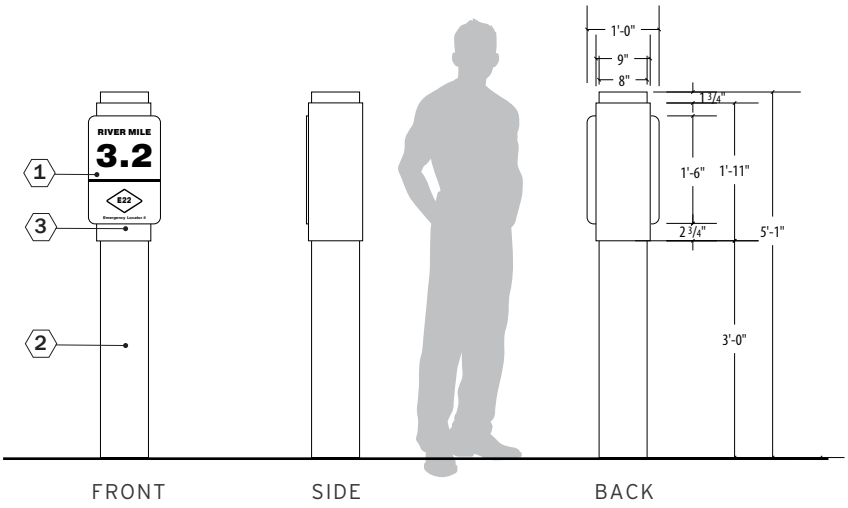


1 Elevations MILE.1

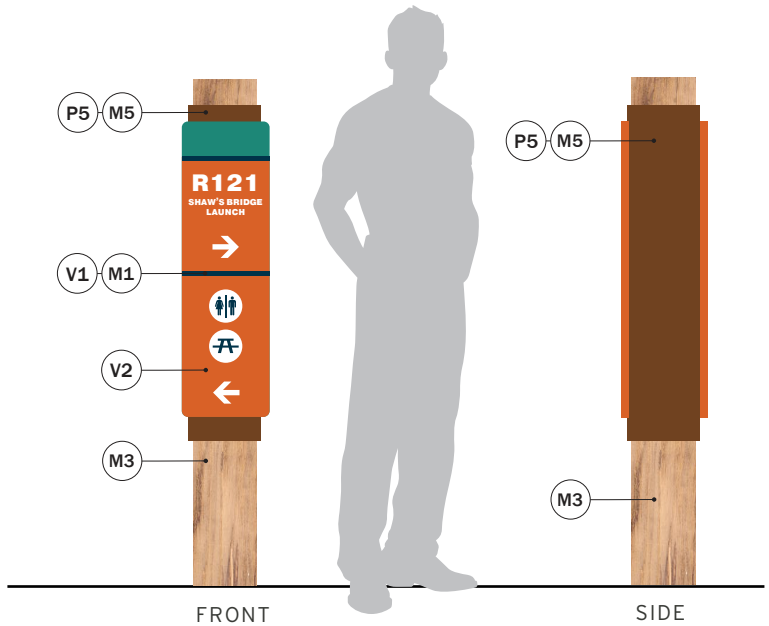
scale: 3/8"=1'-0"

1. 0.80 aluminum panel with non-reflective vinyl graphics mechanically fastened to post
2. 8 x 8 Cedar Post
3. 1/8" thick aluminum collar
   Bracket - mechanically fastened panel and bracket to wood post

NOTES:

Direct bury post in concrete footer

These 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. Brandywine or the Municipality requesting shop drawings must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to Brandywine or the Municipality for approval prior to proceeding with fabrication. All text shall be proofread by client and legal requirements checked by legal department.



1 Color Schedule - TDIR.1
1/2'=1'

TDIR.1
DIRECTIONAL TOTEM

The TDIR.1 Sign type is an directional sign for all pedestrian trail users and may be located at along the trail to the water. There is room for a multiple wayfinding messages. The sign is 1/4" thick aluminum. The graphics are printed on vinyl applied to the panel. The panel is then mounted with tamper-resistant hardware.

Refer to page 2.4 for the paint and material call outs on this drawing.

The panel can be double - sided if necessary (TDIR.2)

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

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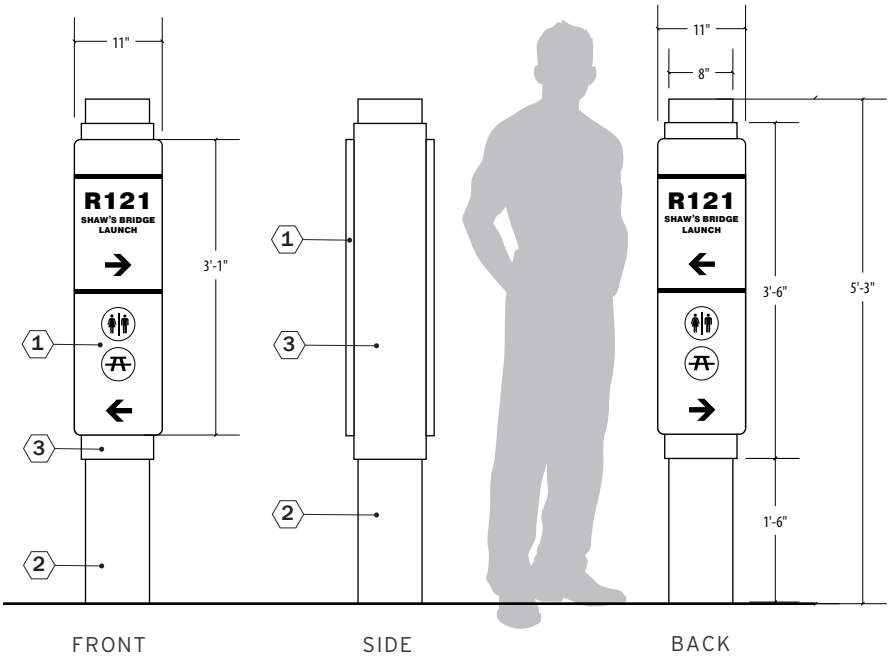

1 Elevations TDIR.1

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

1. 1/4” thk graphic panel with vinyl graphics, mechanically fastened to wood post
2. 8 x 8 Cedar Post
3. 1/8” thick aluminum collar
   Bracket - mechanically fastened panel and bracket to wood post

NOTES:
Locate sign panel edge at least 2ft off path or road.

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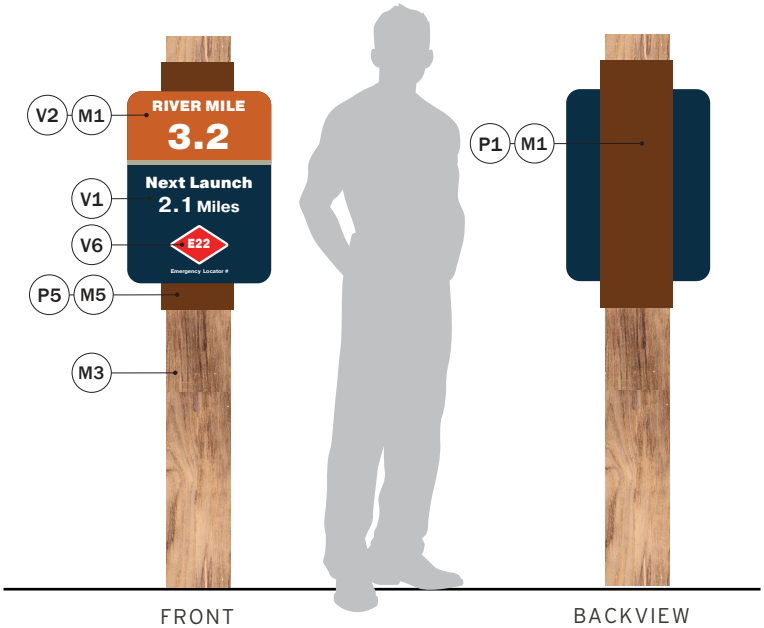

1 Color Schedule - MILE.2
1/2'=1'

MILE.2
RIVER MARKER

The MILE.2 Sign type gives users information while on the water trail. The panel is attached to wood posts with L-Brackets. Located along the water trail between each launch site.

This sign is located at least 3 ft from the trail and is intended for users along the water trail. This sign is not reflective.

The back of the sign panel is painted aluminum with a protective clear coat applied.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

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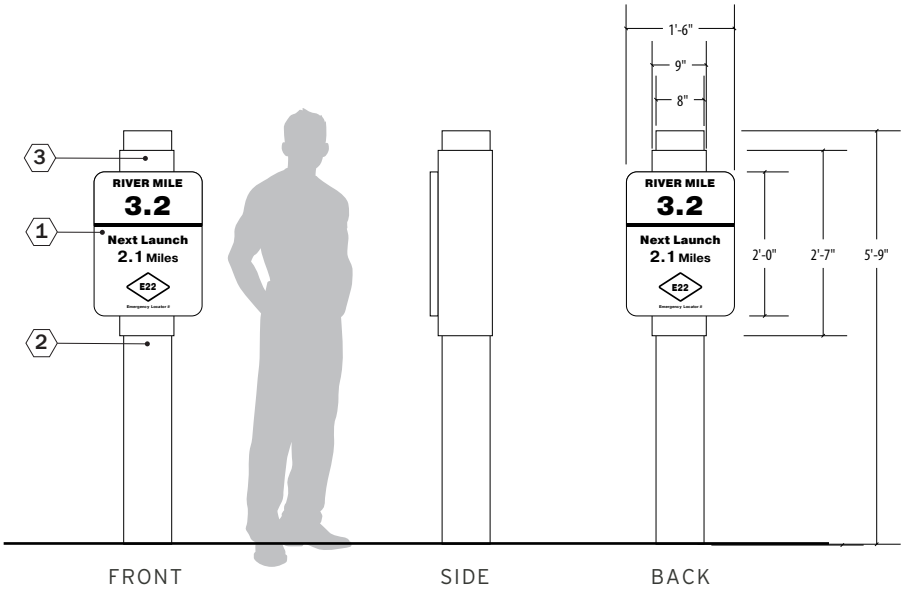

1 Elevations MILE.2

scale: 3/8"=1'-0"

1. 0.80 aluminum panel with non-reflective vinyl graphics mechanically fastened to post
2. 8 x 8 Cedar Post
3. 1/8” thick aluminum collar
   Bracket - mechanically fastened panel and bracket to wood post

NOTES:

Direct bury post in concrete footer

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STR.1
BRIDGE IDENTIFICATION

The STR.1 sign type identifies Bridges along the Brandywine Creek Water Trail. It is mounted on existing overhead structure.

The sign type is vinyl applied to an aluminum panel.

The Sign length may vary depending on the Trail name.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

Mounting will vary based on structure conditions.



1 Color Schedule - STR.1
3/8"=1'

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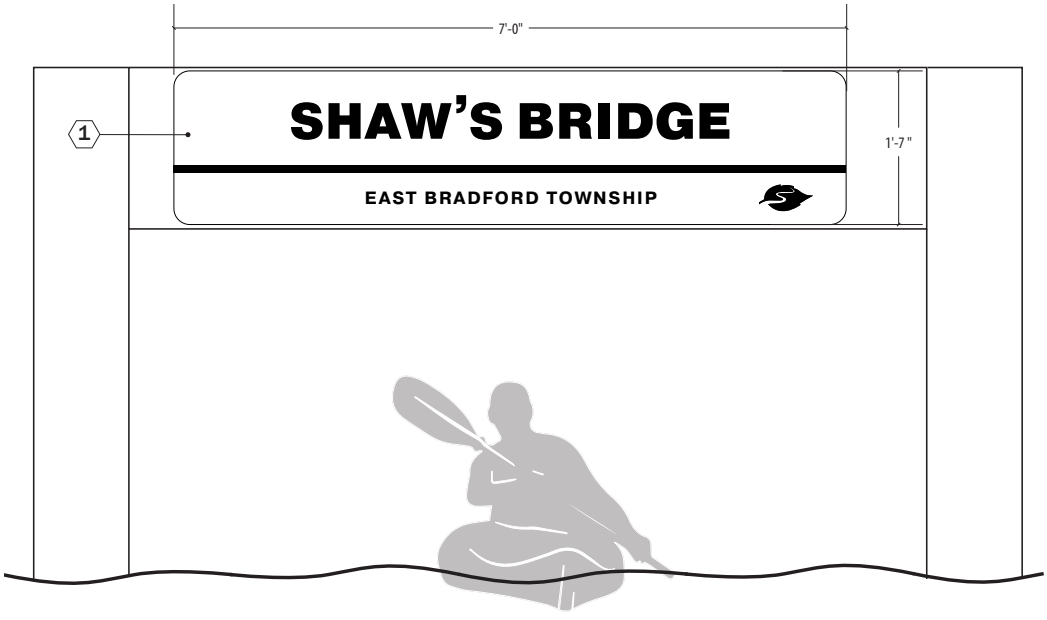
This sign size may vary based
on message and structure conditions



1 Elevations STR.1
scale: 3/8"=1'-0"

1 1/8" thick aluminum panel with non-reflective vinyl graphics mechanically fastened to post

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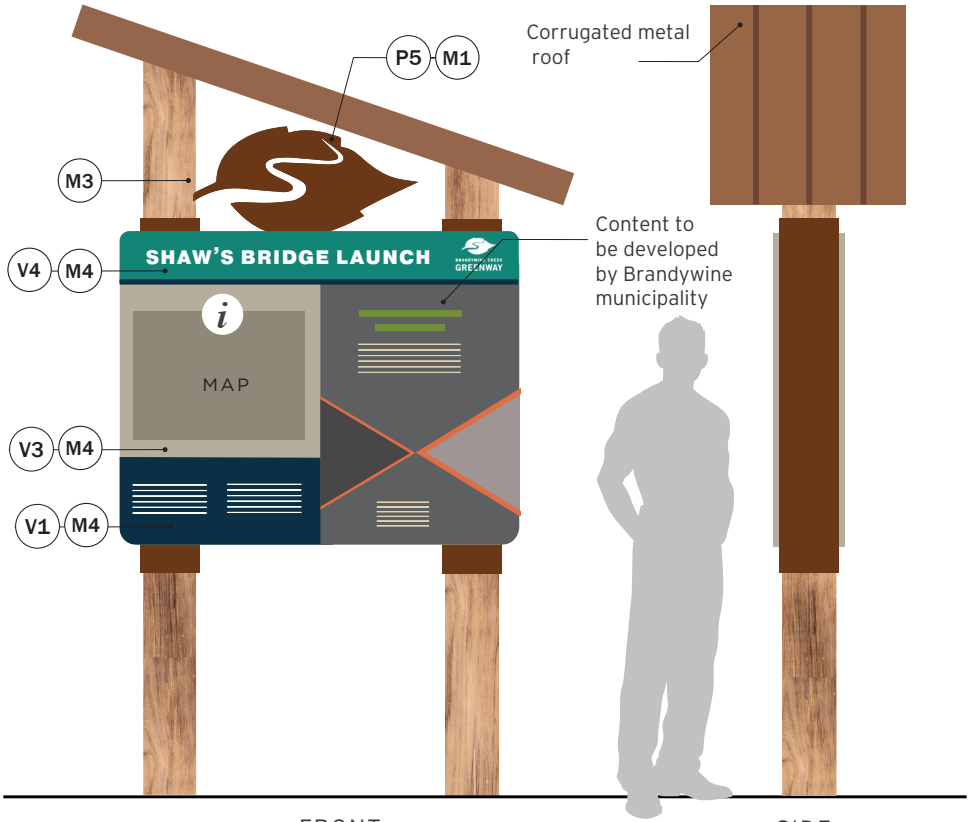


1 Color Schedule - KIOSK.1
3/8"=1'

KIOSK.1
PRIMARY KIOSK

KIOSK.1 is for use at primary launch and trail sites that have parking. The Kiosks provide water trail info and map. There is also room on the graphic panel for an interpretive panel.
The sign panels are .080 aluminum. The graphics are printed directly to the panel. Signs are mechanically fastened to wood posts. The canopy is a angled corrugated metal roof, mechanically
fastened to the two 8x8 cedar posts.

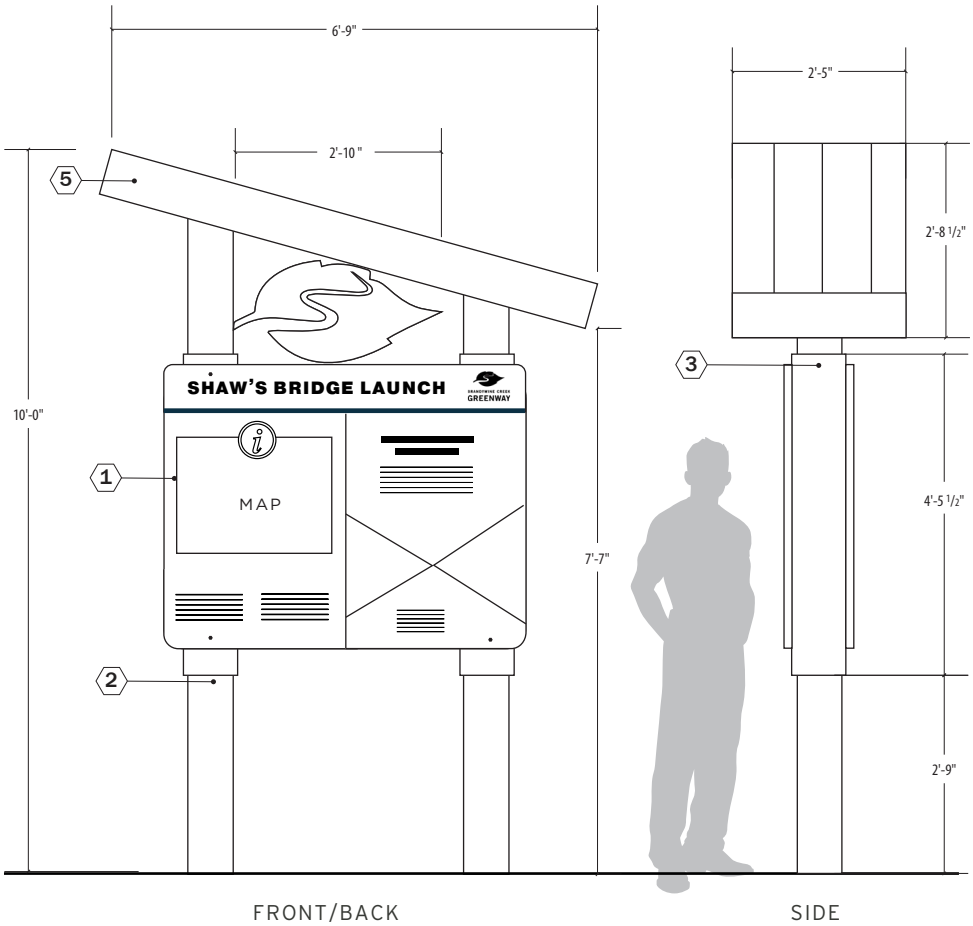
This is a double-sided sign.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

These 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. Brandywine or the Municipality requesting shop drawings must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to Brandywine or the Municipality for approval prior to proceeding with fabrication. All text shall be proofread by client and legal requirements checked by legal department.



1 Elevations KIOSK.1

scale: 3/8"=1'-0"

1. 1/8” thk aluminum panel (or greater) with non-reflective vinyl graphics, mechanically fastened to Wire Mesh screen.
2. 8 x 8 Cedar Post
3. 1/8” thk aluminum collar Bracket - mechanically fastened panel and bracket to wood post
5. Corrugated Metal Roof panel, mechanically fastened to wood posts

NOTES:
Content to be developed by Client.

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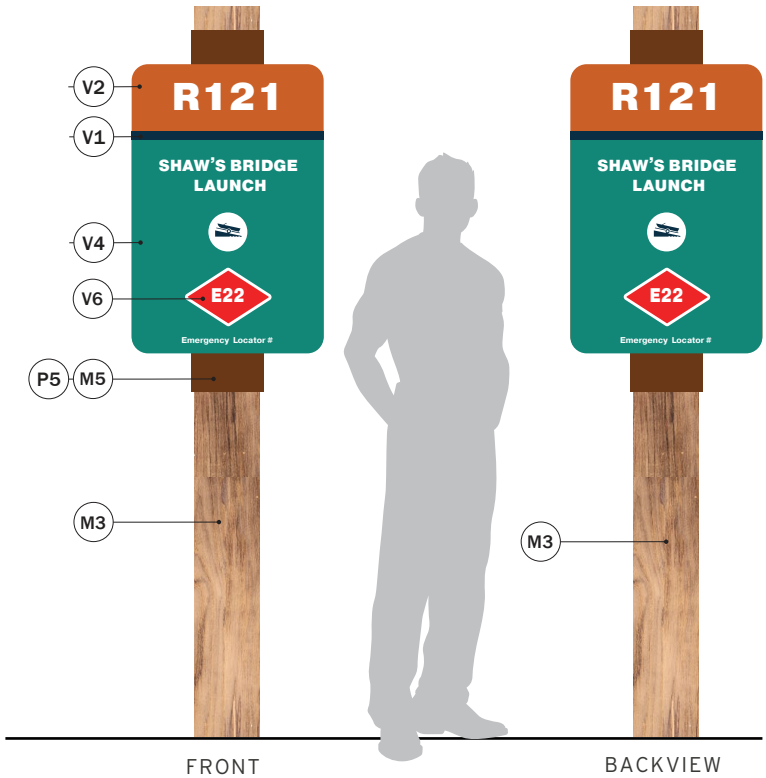


1 Color Schedule - TRAIL.1
1/2"=1'

TRAIL.1
TRAIL MARKER

TRAIL.1 is for use at Trail entry point from parking area. The Trail Maker provides water trail info and emergency identifier.

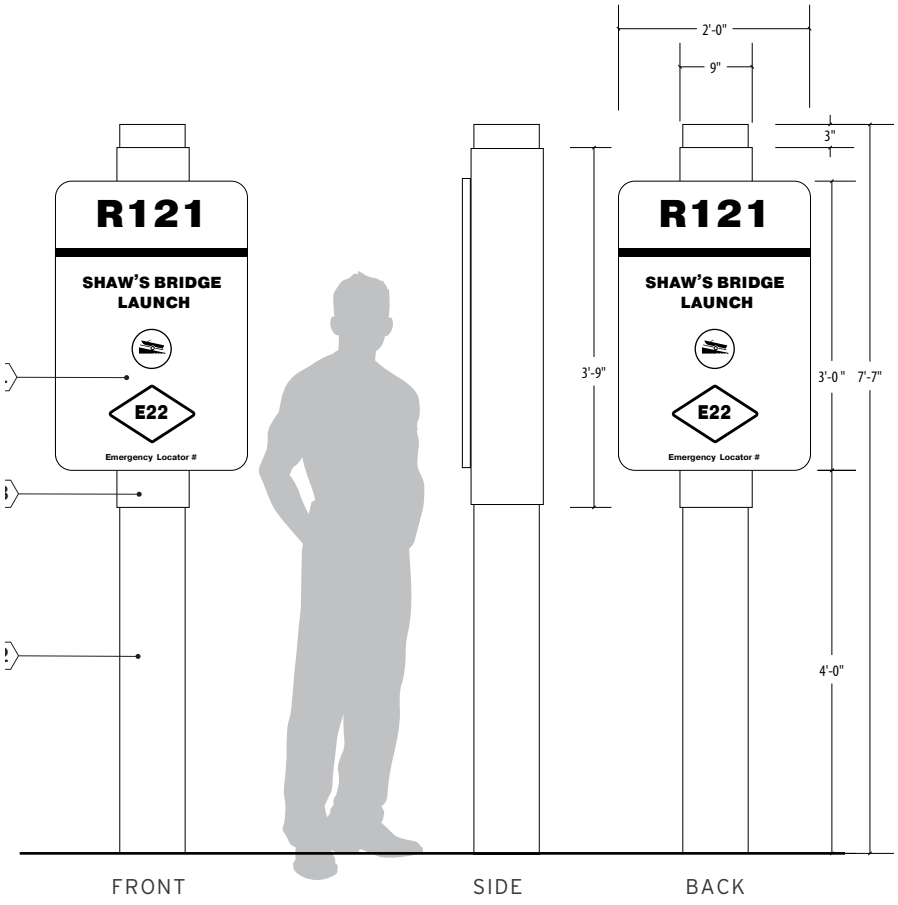
The sign panels are .080 aluminum. The graphics are printed directly to the panel. Signs are mechanically fastened to a 8x8 cedar post.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

These 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. Brandywine or the Municipality requesting shop drawings must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to Brandywine or the Municipality for approval prior to proceeding with fabrication. All text shall be proofread by client and legal requirements checked by legal department.



1 Elevations TRAIL.1

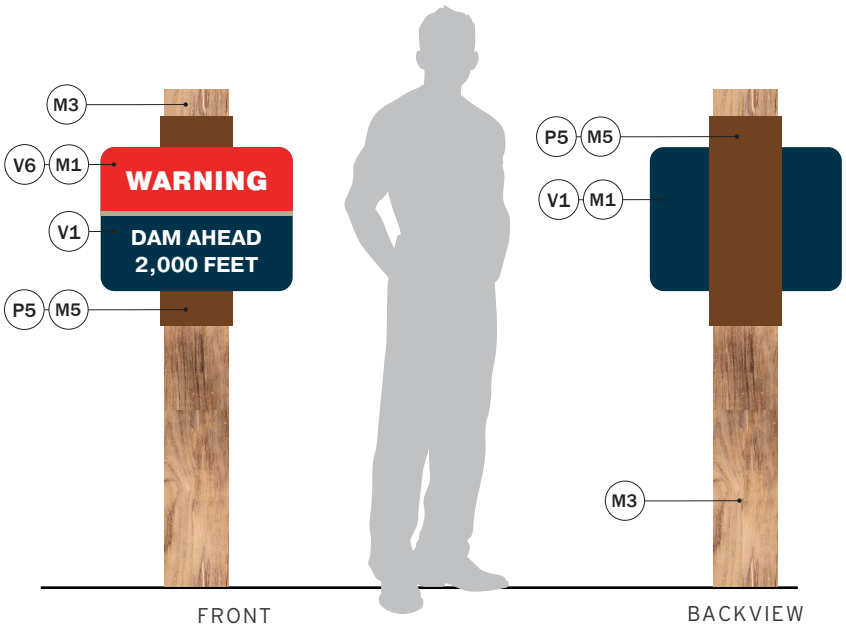
scale: 1/2"=1'-0"

1. 0.80 aluminum panel with non-reflective vinyl graphics mechanically fastened to post
2. 8 x 8 Cedar Post
3. 1/8" thick aluminum collar
   Bracket - mechanically fastened panel and bracket to wood post

NOTES:

Direct bury post in concrete footer

These 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. Brandywine or the Municipality requesting shop drawings must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to Brandywine or the Municipality for approval prior to proceeding with fabrication. All text shall be proofread by client and legal requirements checked by legal department.



1 Color Schedule - INFO.1
1/2'=1'

INFO.1
WARNING / HAZARD

The INFO.1 Sign type, which can be used to warn users along the water trial to steer clear of dams, hazardous water, or rocks. This sign type is placed along the water trial system as needed.

Aluminum panels are mechanically fastened to cedar wood posts. The posts are directly buried into the ground.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

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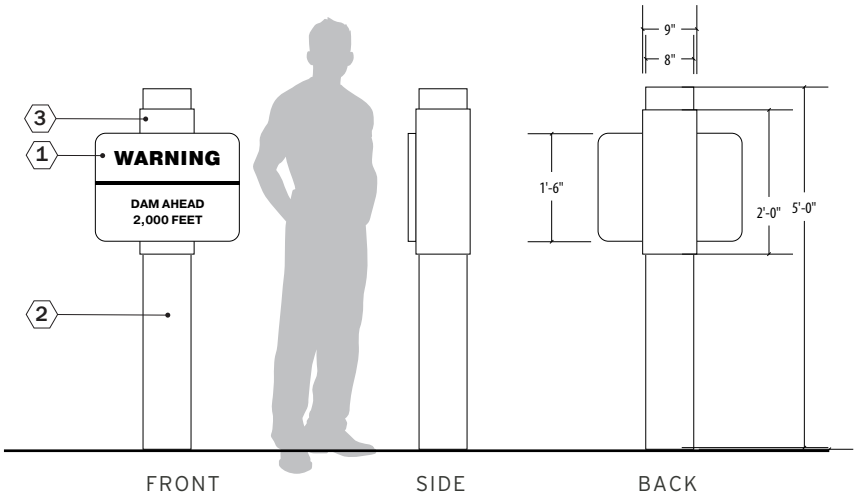

1 Elevations INFO.1
scale: 3/8"=1'-0"

1. 0.80 aluminum panel with non-reflective vinyl graphics mechanically fastened to post
2. 8 x 8 Cedar Post
3. 1/8” thick aluminum collar
   Bracket - mechanically fastened panel and bracket to wood post

NOTES:

Direct bury post in concrete footer

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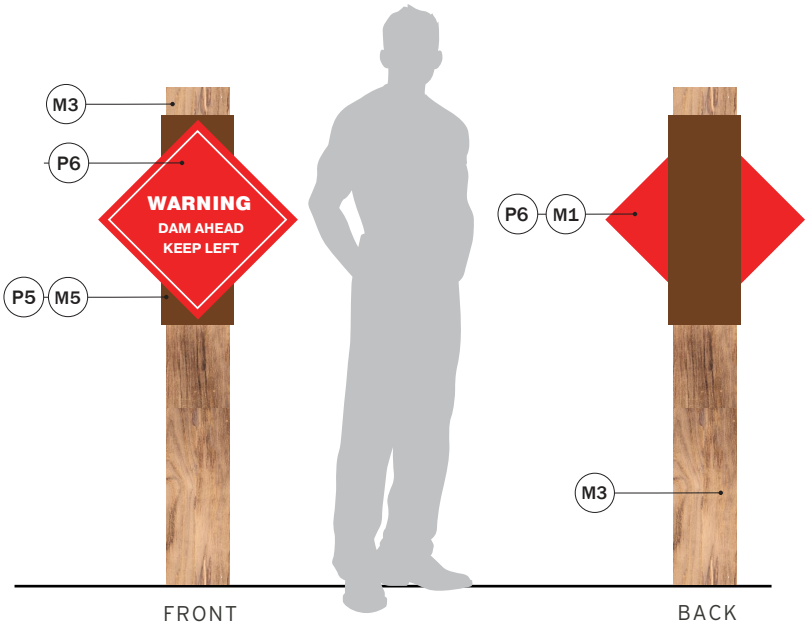

1 Color Schedule - WARN.2
1/2"=1'

WARN.2
WARNING / HAZARD

The WARN.2 Sign type, which can be used to warn users along the water trial to steer clear of dams, hazardous water, or rocks. This sign type is placed along the water trial system as needed.

Aluminum panels are mechanically fastened to cedar wood posts. The posts are directly buried into the ground. One angled cedar post is anchored to the upright posts with an anchoring system.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

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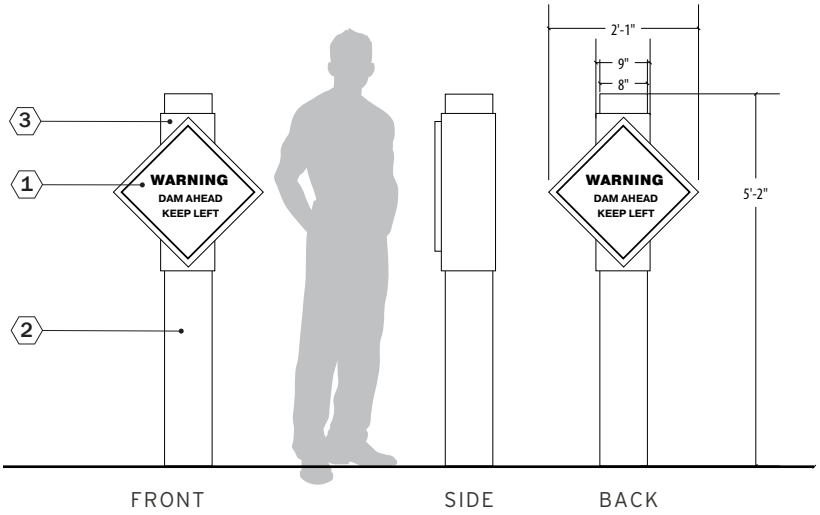

1 Elevations WARN.2

scale: 3/8"=1'-0"

1. 0.80 aluminum panel with non-reflective vinyl graphics mechanically fastened to post
2. 8 x 8 Cedar Post
3. 1/8” aluminum collar/post cap (or greater) mechanically fastened to wood post

NOTES:
Direct bury post

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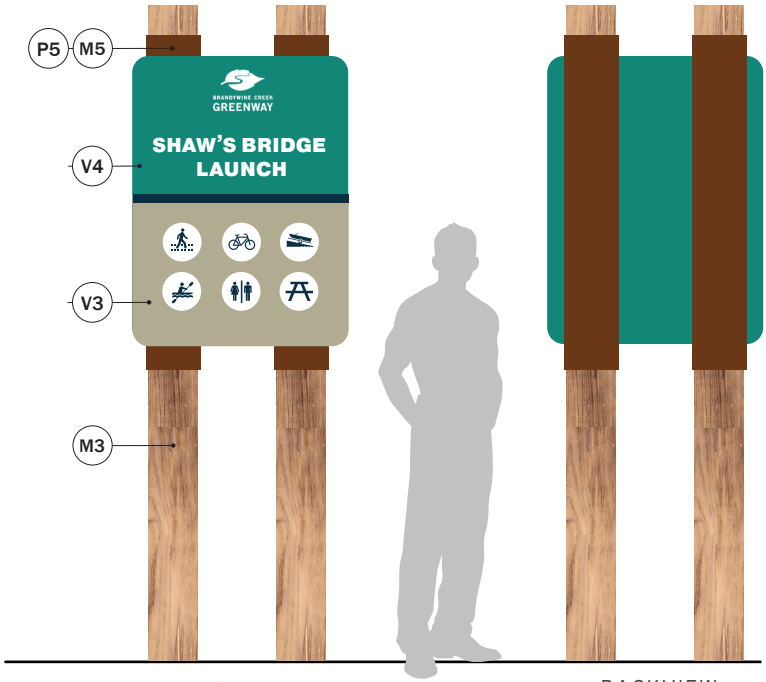

1 Color Schedule - TRAIL.ID
3/8"=1'

TRAIL.ID
TRAIL IDENTIFICATION

The TRAIL.ID Sign type, can be used to identify the trail. This sign type is placed near the entrance of Trail.

Aluminum panels are mechanically fastened to cedar wood posts. The posts are directly buried into the ground.

Refer to page 2.4 for the paint and material call outs on this drawing.

Refer to the following page for an elevation drawing of this sign type.

Reference Section 3 for construction details and Graphic Layouts.

This sign type can be double - sided (TRAIL.2)

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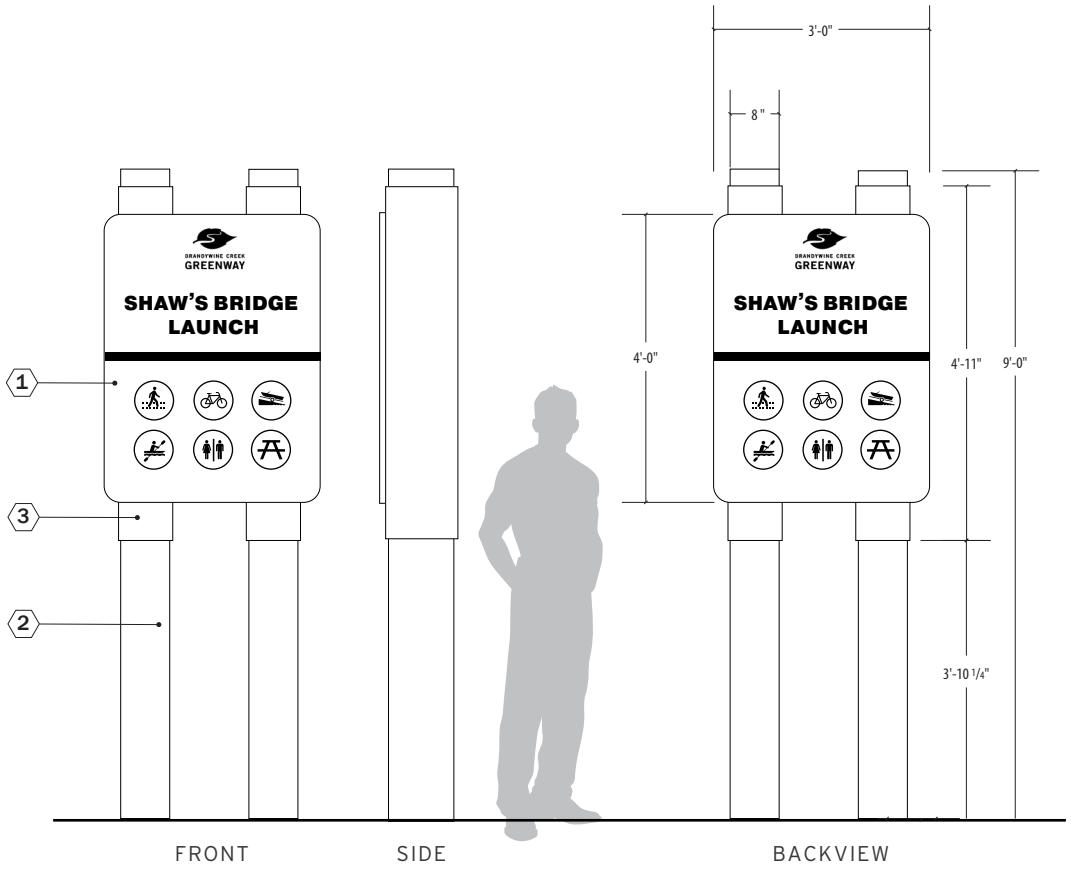

1 Elevations TRAIL.ID

scale: 3/8"=1'-0"

1. 0.80 aluminum panel with non-reflective vinyl graphics mechanically fastened to pos
2. 8 x 8 Cedar Post
3. 1/8" thick aluminum collar
   Bracket - mechanically fastened panel and bracket to wood post

NOTES:

Direct bury post

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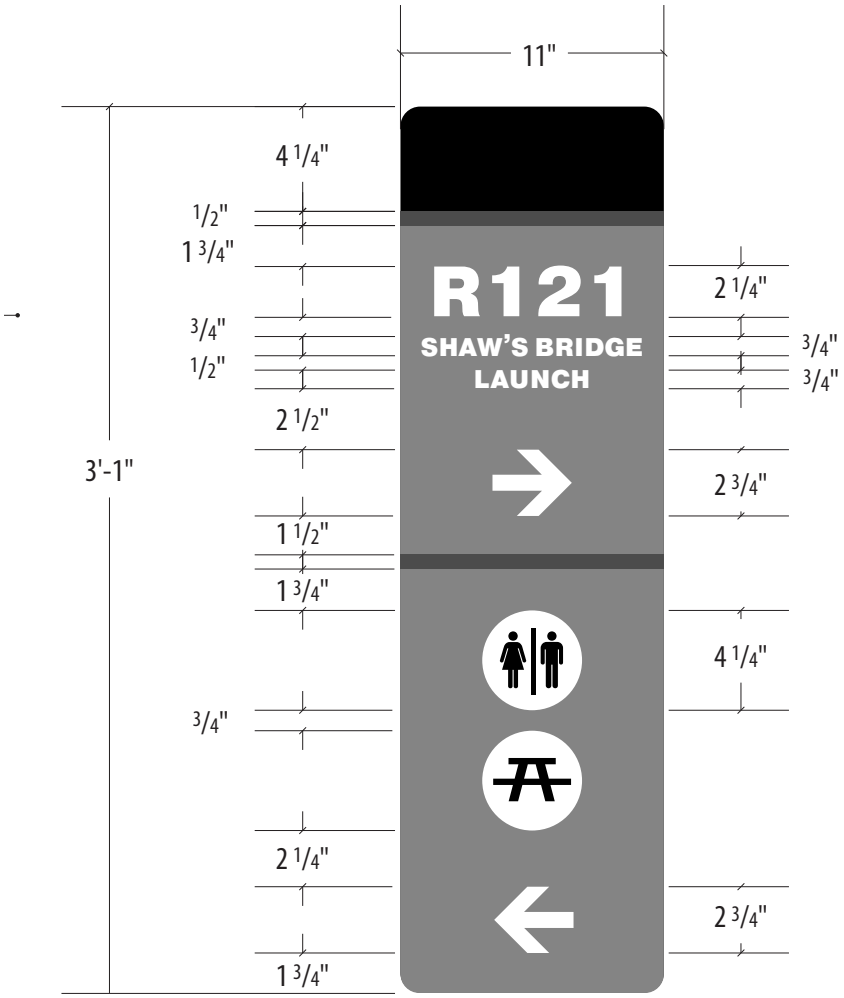
Section 3

Construction Details & Graphic Layouts

3.1 Graphic Layouts
3.18 Construction Details

TDIR.1
DIRECTIONAL TOTEM



1 Typical Layout Guidelines - TDIR.1
1 1/2"=1'

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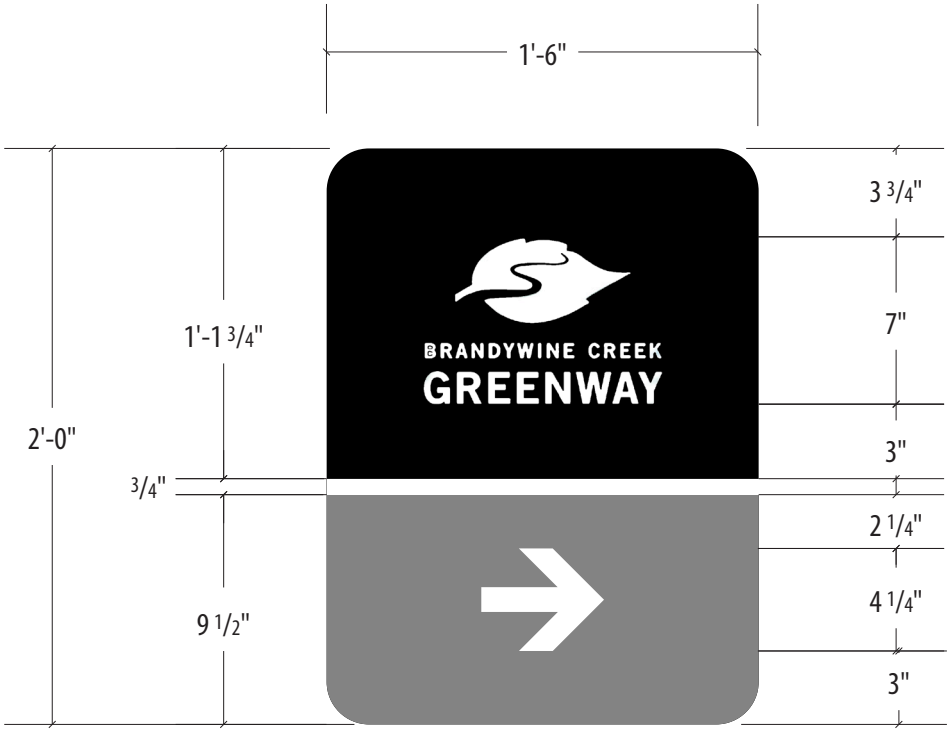
TRBL.1
TRAILBLAZER



1 Typical Layout - TRBL.1
1''=1'

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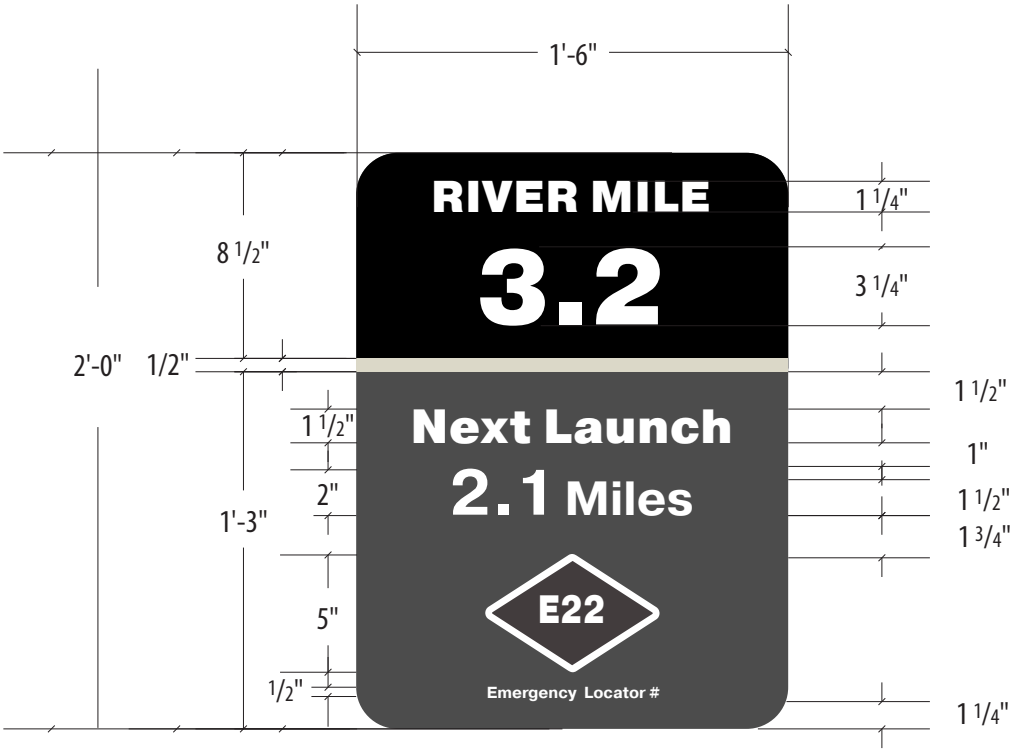
MILE.2
RIVER MARKER



1 Typical Layout Guidelines - MILE.2
1 1/2"=1'

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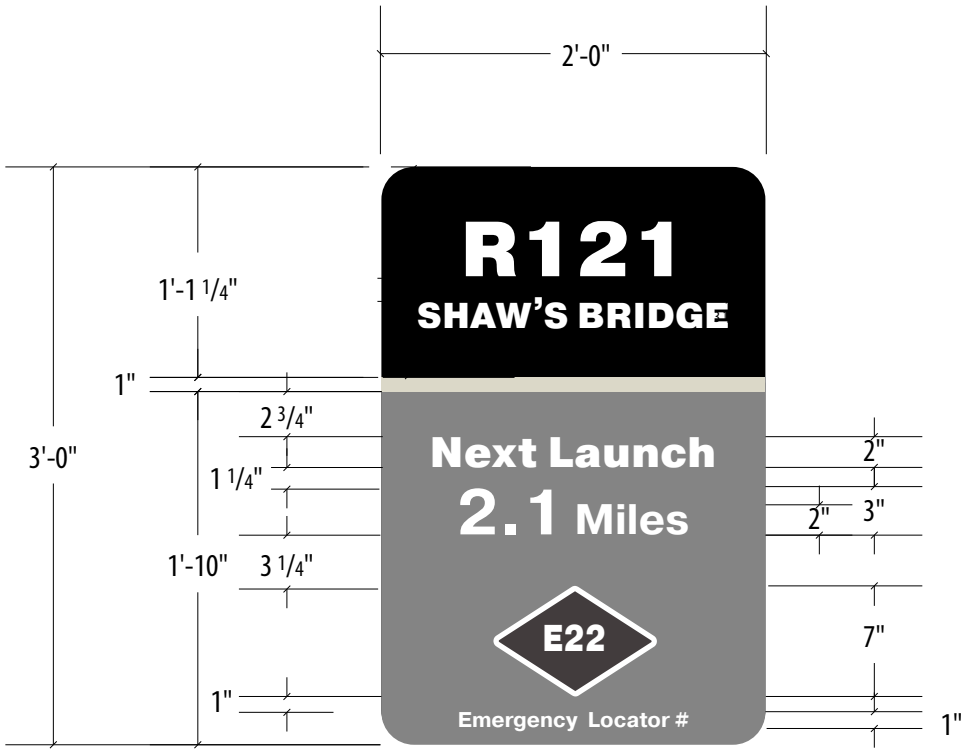
LAUNCH.1
BOAT LAUNCH



1 Typical Layout Guidelines - LAUNCH.1
1"=1'

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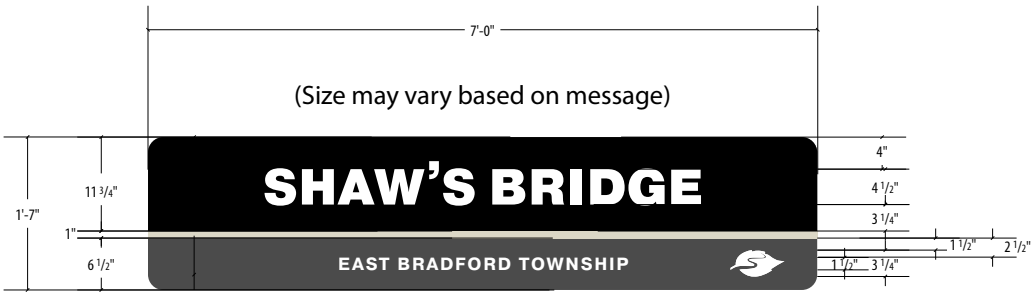
STR.1
BRIDGE IDENTIFICATION



1 Typical Layout - STR.1
1/2"=1'

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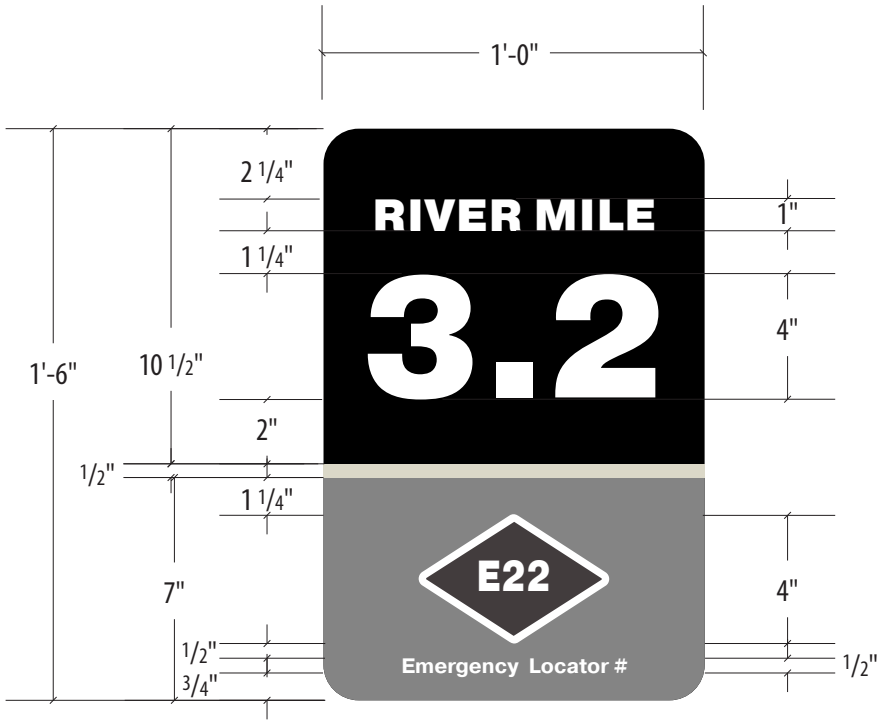
MILE.1
MILE MARKER



1 Typical Layout Guidelines - MILE.1
2"=1'

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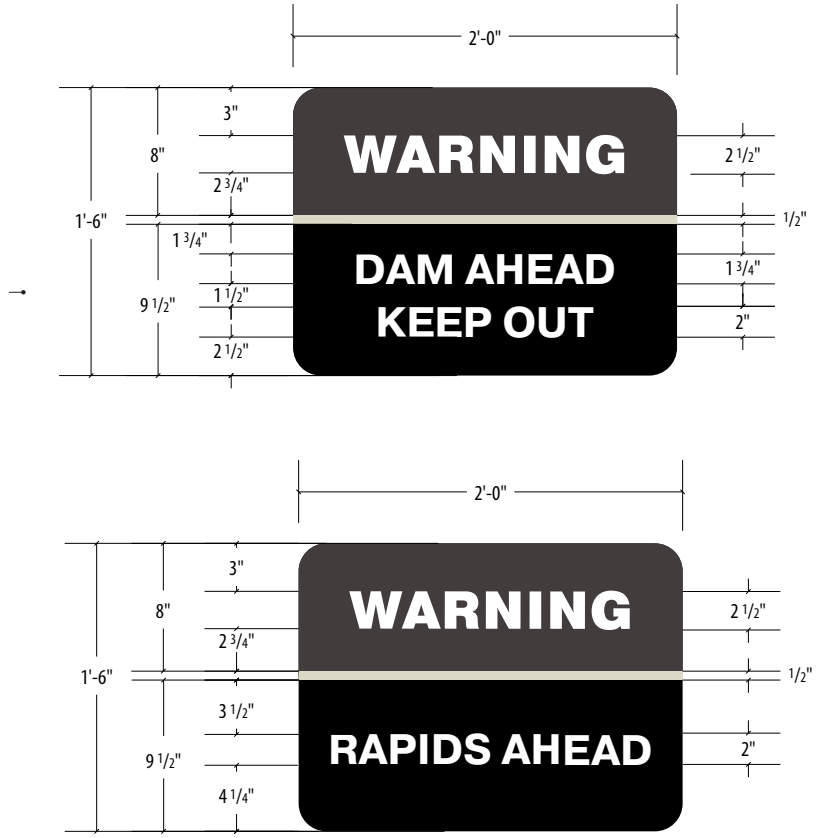
INFO.1
WARNING / HAZARD



1 Typical Layout Guidelines - INFO.1
1''=1'

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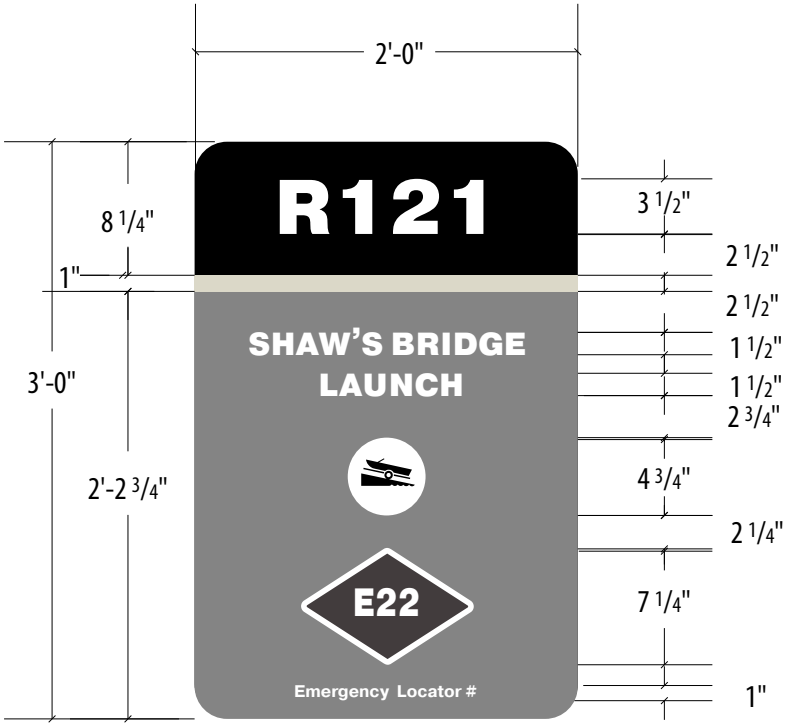
TRAIL.1
TRAIL MARKER



1 Typical Layout Guidelines - TRAIL.1
1"=1'

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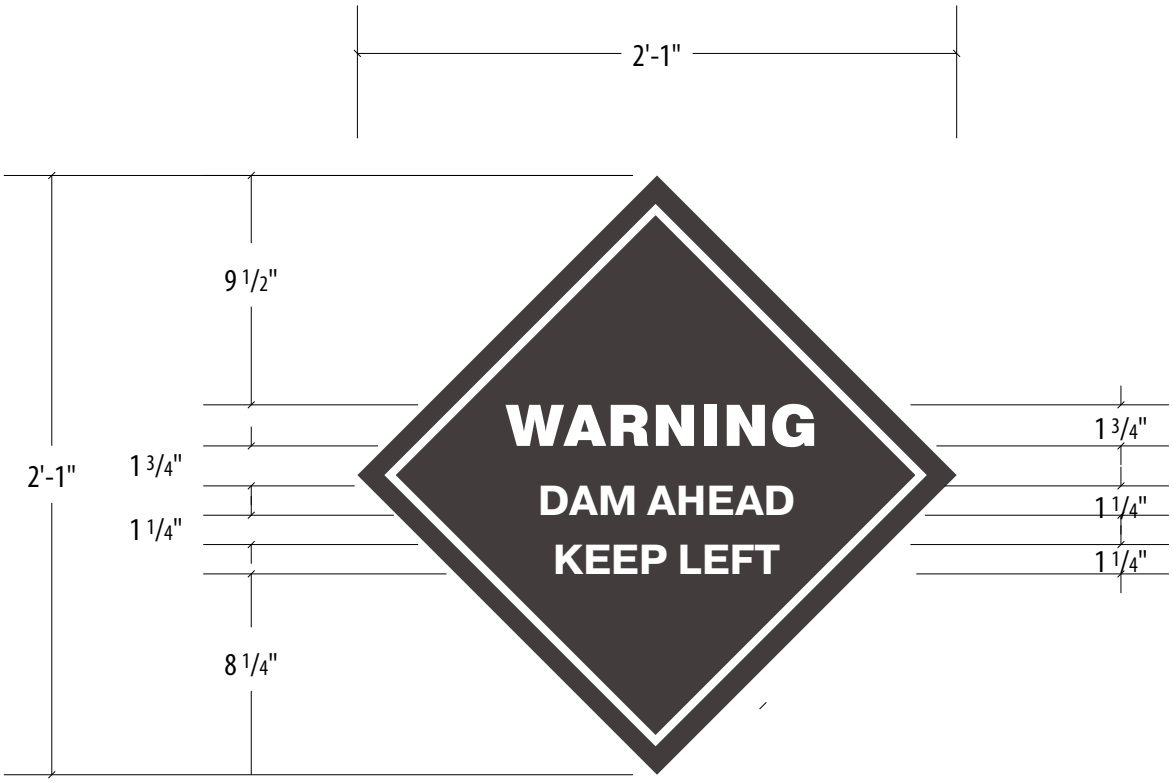
WARN.2
WARNING / HAZARD



1 Typical Layout Guidelines - WARN.2
1 1/2"=1'

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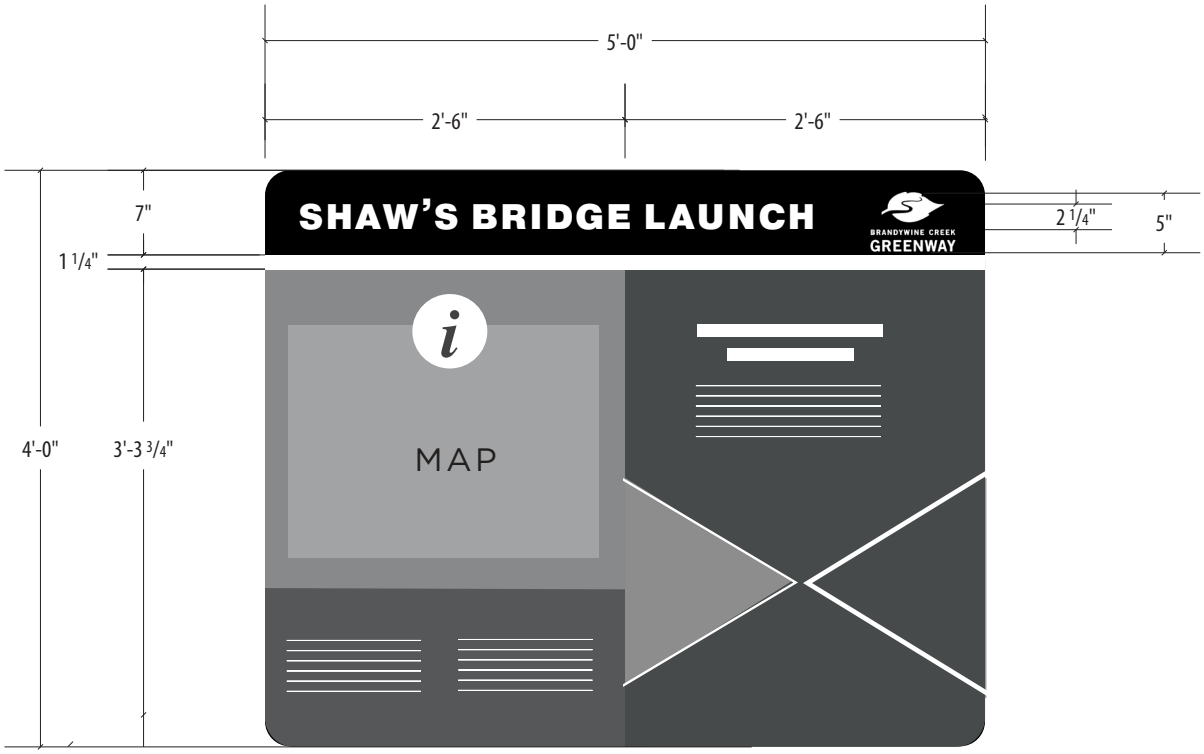
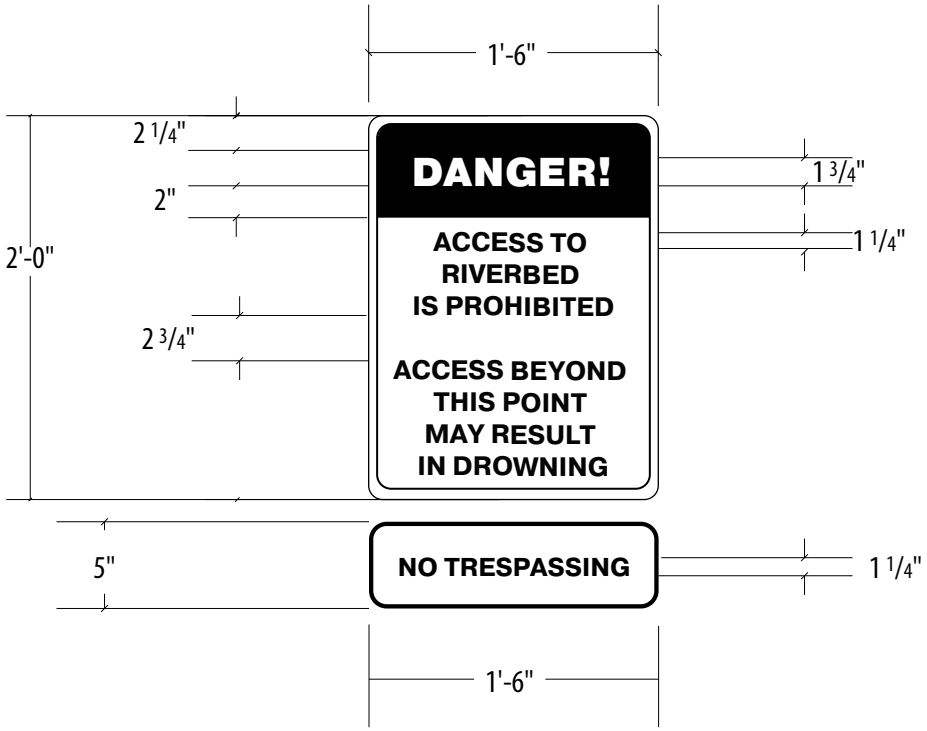
KIOSK.1
PRIMARY KIOSK



1 Typical Layout - KIOSK.1
3/4"=1'

These 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. Brandywine or the Municipality requesting shop drawings must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to Brandywine or the Municipality for approval prior to proceeding with fabrication. All text shall be proofread by client and legal requirements checked by legal department.

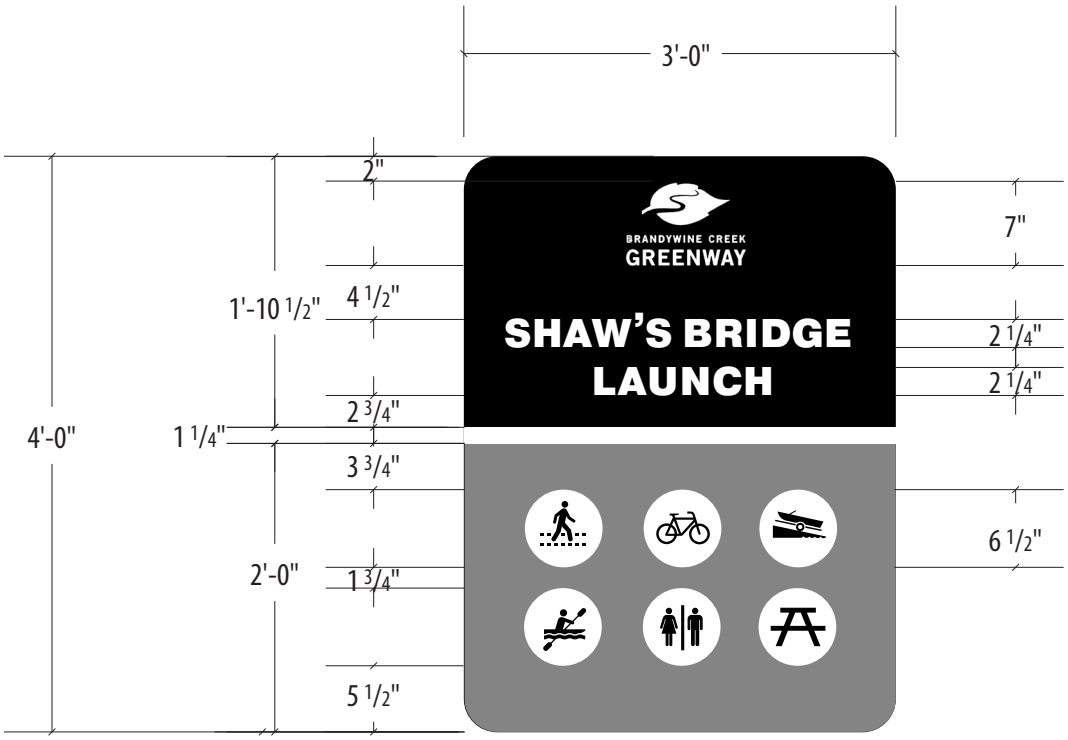
INFO.1
WARNING / HAZARD



1 Typical Layout Guidelines - INFO.1
1"=1'

These 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. Brandywine or the Municipality requesting shop drawings must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to Brandywine or the Municipality for approval prior to proceeding with fabrication. All text shall be proofread by client and legal requirements checked by legal department.

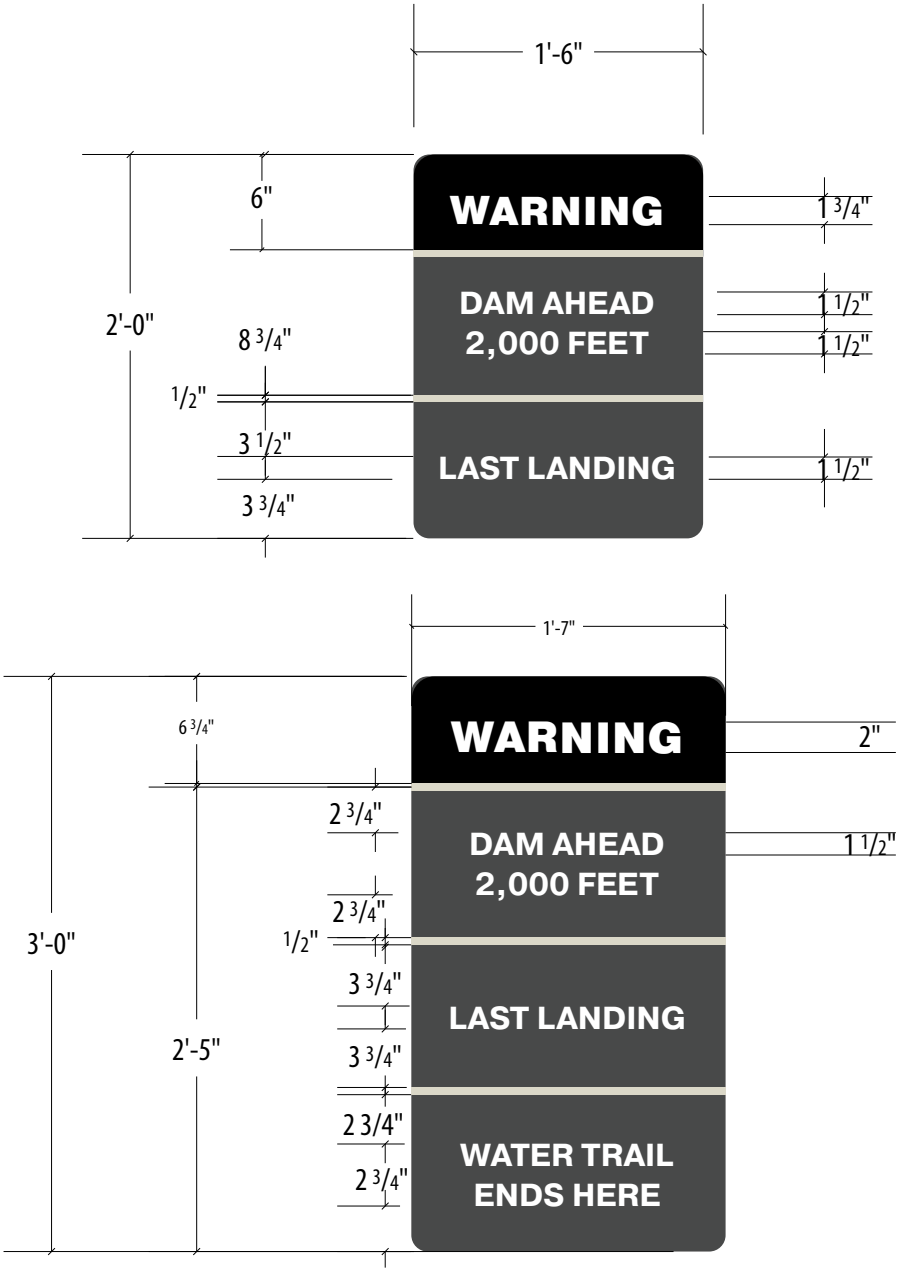
TRAIL.ID
TRAIL IDENTIFICATION



1 Typical Layout Guidelines - TRAIL.ID
3/4"=1'

These 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. Brandywine or the Municipality requesting shop drawings must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to Brandywine or the Municipality for approval prior to proceeding with fabrication. All text shall be proofread by client and legal requirements checked by legal department.

INFO.1
WARNING / HAZARD



1 Typical Layout Guidelines - INFO.1
1''=1'

These 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. Brandywine or the Municipality requesting shop drawings must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to Brandywine or the Municipality for approval prior to proceeding with fabrication. All text shall be proofread by client and legal requirements checked by legal department.

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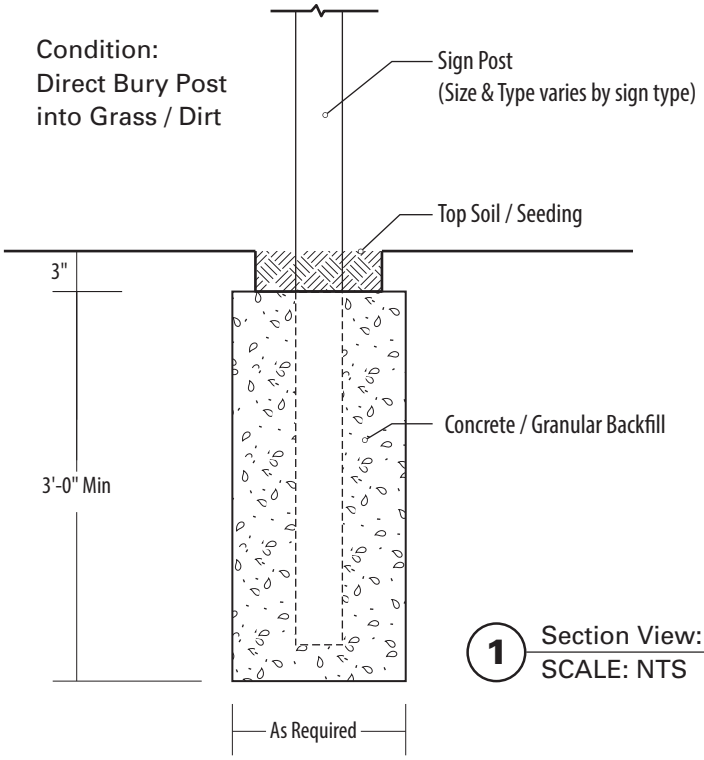
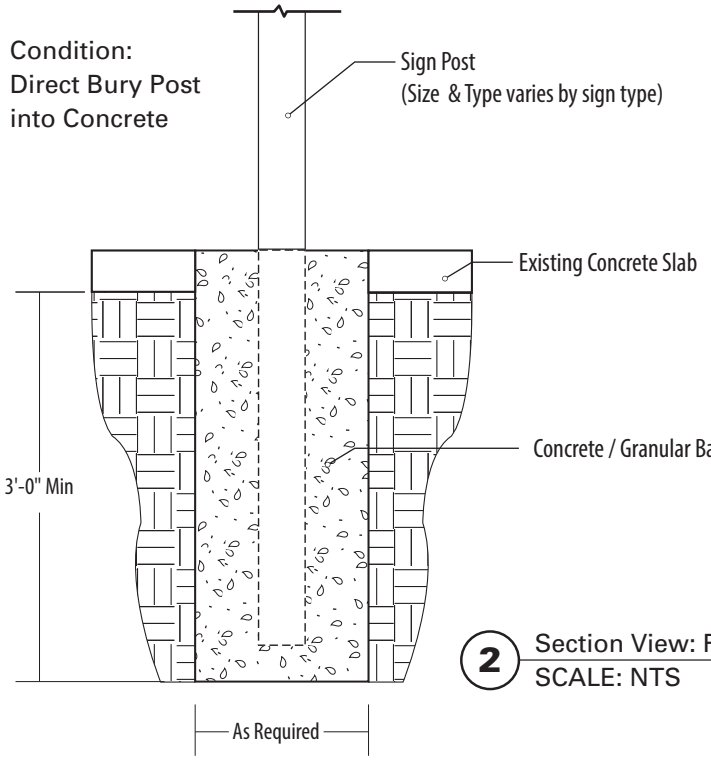
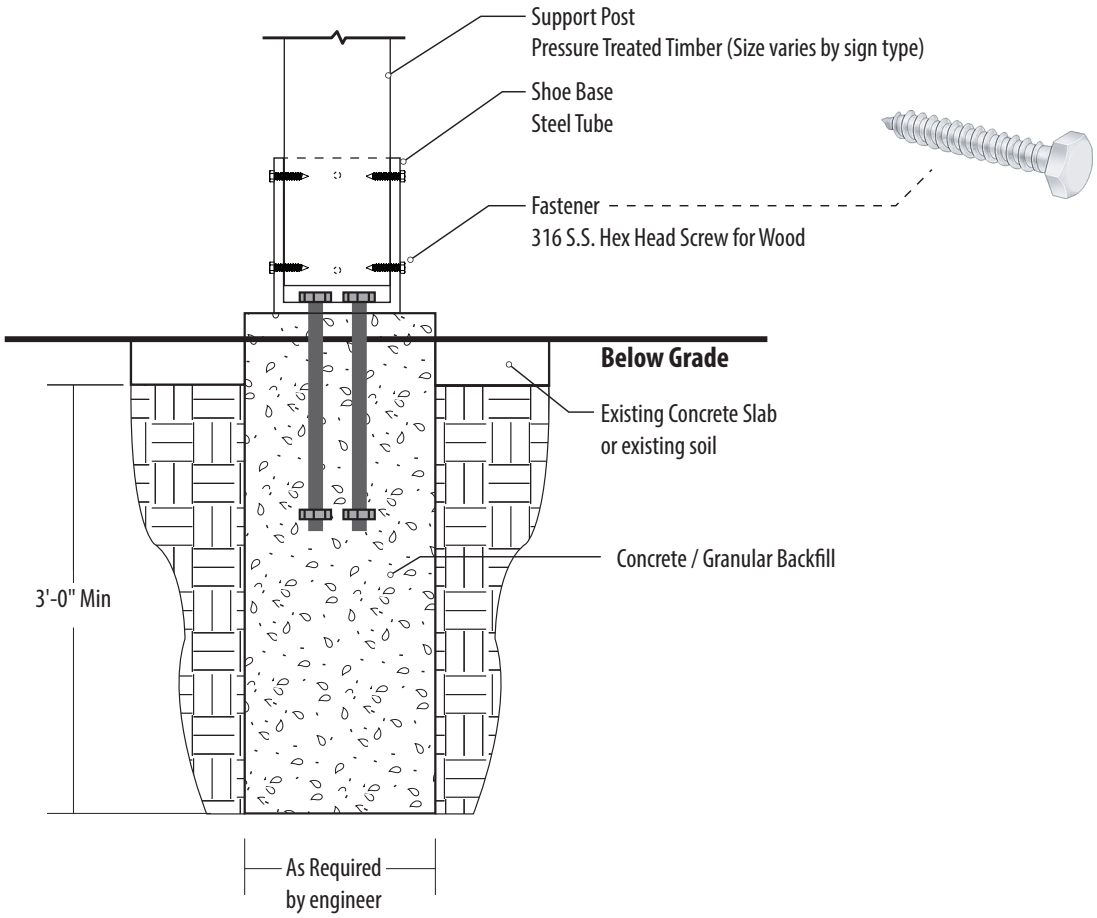


1 Section View: Foundation
SCALE: NTS



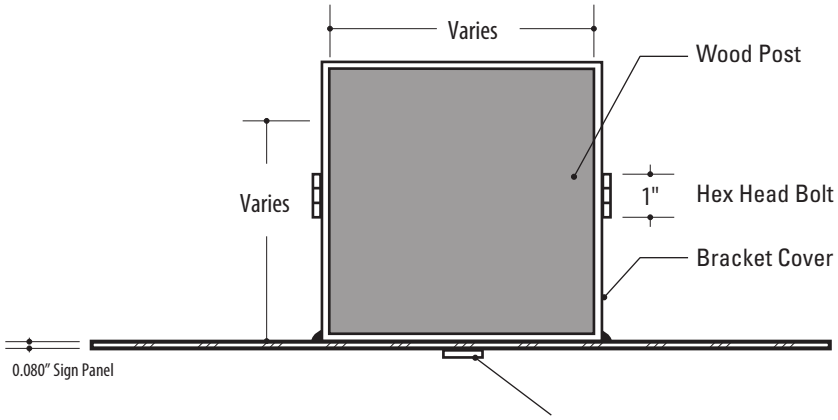
2 Section View: Foundation
SCALE: NTS

Optional Mounting Detail
Steel Shoe Base



1 Section View: Foundation: Wood Post w/ Steel Shoe Base
SCALE: NTS

Typical Construction Detail
for Post & Panel Sign Types



1 Typical Section Detail
NOT TO SCALE

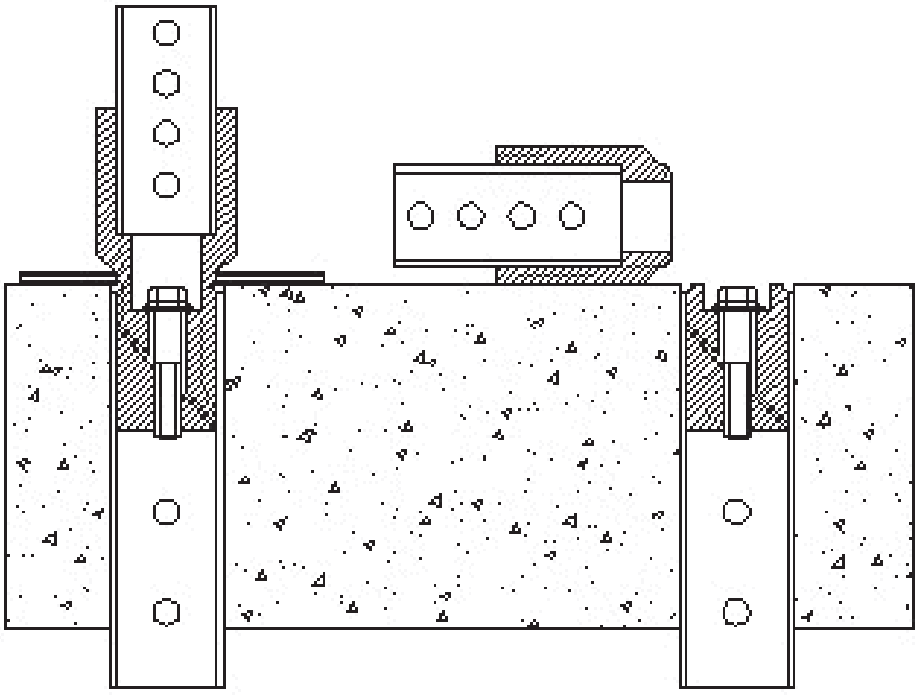
- Include exterior grade adhesive to provide further support
- Paint screw head to match sign panel background
- Placement of screw head shall avoid all copy on sign panel

Mounting Detail for on-road
trailblazer sign type (TRBL.1)



Before Impact...

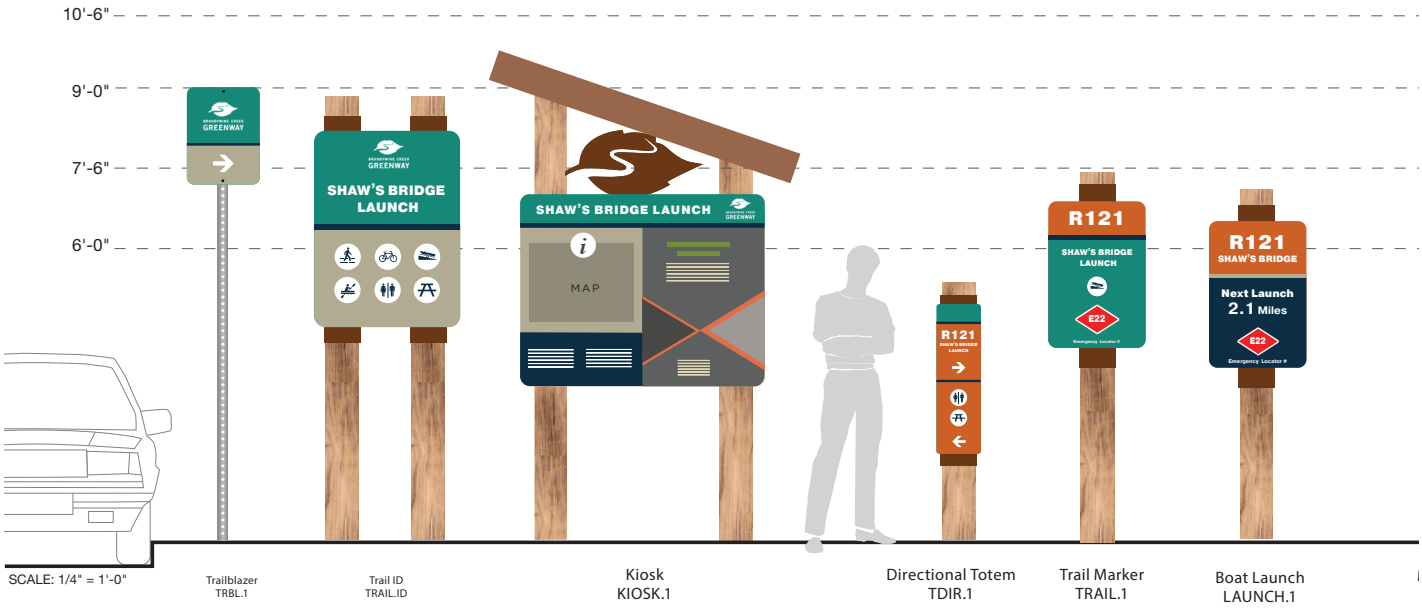
After Impact...



Section 4

Wayfinding Guidelines

4.2 Function and Placement of Wayfinding Elements
4.5 Placement Strategies



Whether it's Kayaking, canoeing or walking, Brandywine Water Trails System promote a healthy and open lifestyle. There are a variety of sign types that can be incorporated along the Water trails that will help connect the region.

Trailblazer

Located along local roadways. This sign type guides users to the nearest water trail access points.

Trail Identification

Located near parking areas associated with water trail access and stand alone boat launch sites. This sign type acts as a primary identifier for the Brandywine Creek Greenway

Information Kiosks

Function and Content: A clearing house of information for water trail users. Includes space for orientation map graphics indicating the major geographic features, and area destinations. Space can be available for trail rules and responsibilities, as well as emergency and trails manager contact information and logo. Located parking lots and major access points. Should be set back from obstructions in order to provide users to dwell and consider the information. Not locating the signs within the first three feet of a trail edge removes a potential physical obstacle from the travel way, as well as providing a clear circulation area per accessibility guidelines.

Totem

Located at key decision points, these signs direct to trails, and Launch access points.

Trail Marker

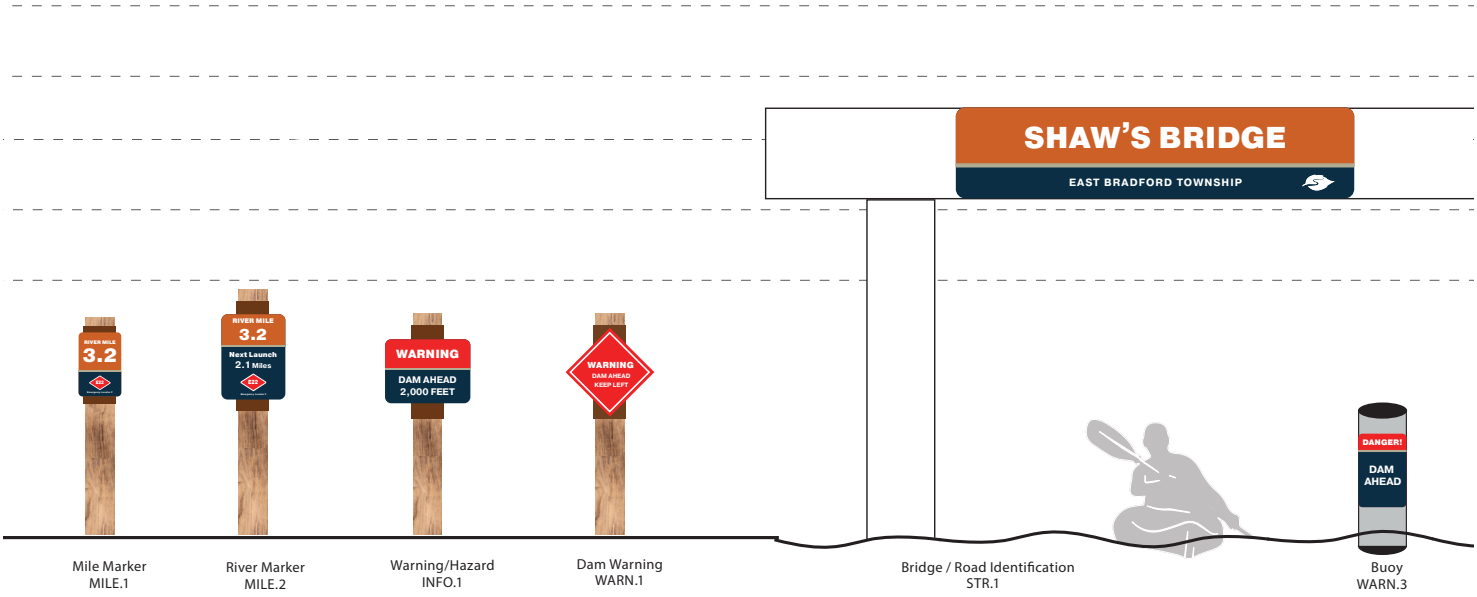
Located at the beginning of a path that heads to a water access point or boat launch.

Boat Launch

Located at the waters edge near a boat launch site. The sign is double sided and provides information for both on - water users and on - land pedestrians who are entering the water.

Mile Markers

Aids water trail users with measuring distance travelled. These can also provide trail managers and emergency response personnel points of reference to identify field issues such as maintenance needs or locations of emergency events. These signs are to be placed every ¼ to ½ mile along the water trail.



Warning Signs

Function and Content: Include information for Water Trail users to warn about upcoming danger.

Structure Identifier

This sign type is primarily used for identifying bridges and over pass (roadways). It can be used to identify other structures that may provide orientation sooner on the water.

Bouy

Flotation device that is installed in the water to provide warning information.

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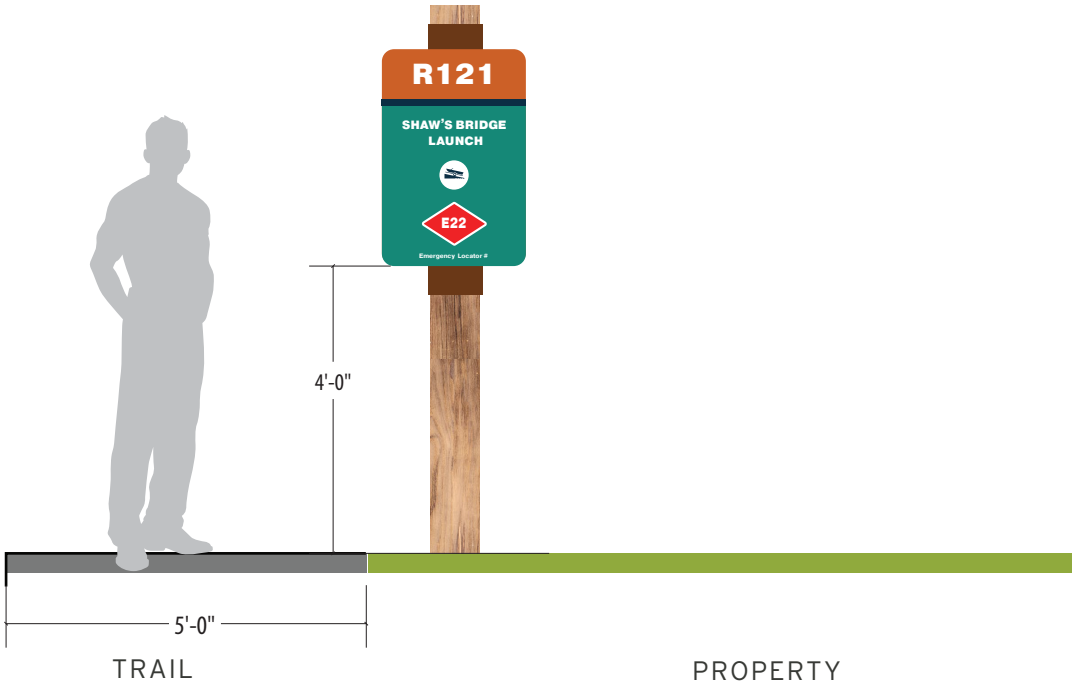
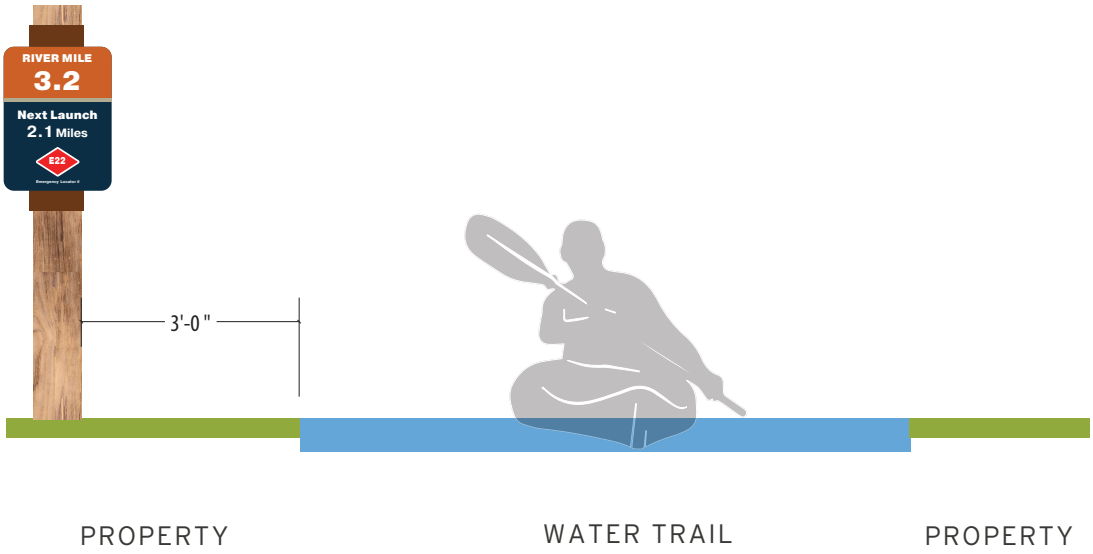

R121
SHAW'S BRIDGE LAUNCH
E22
Emergency Locator #
4'-0"
5'-0"
TRAIL
PROPERTY

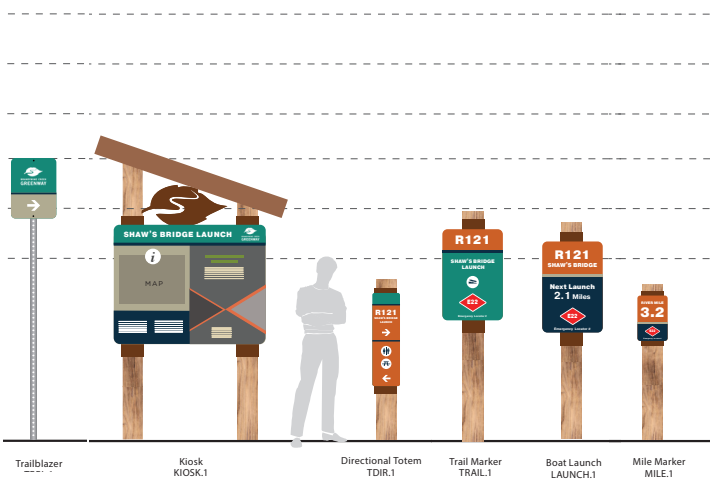

RIVER MILE
3.2
Next Launch
2.1 Miles
E22
3'-0 "
PROPERTY
WATER TRAIL
PROPERTY

SCENARIO #1:

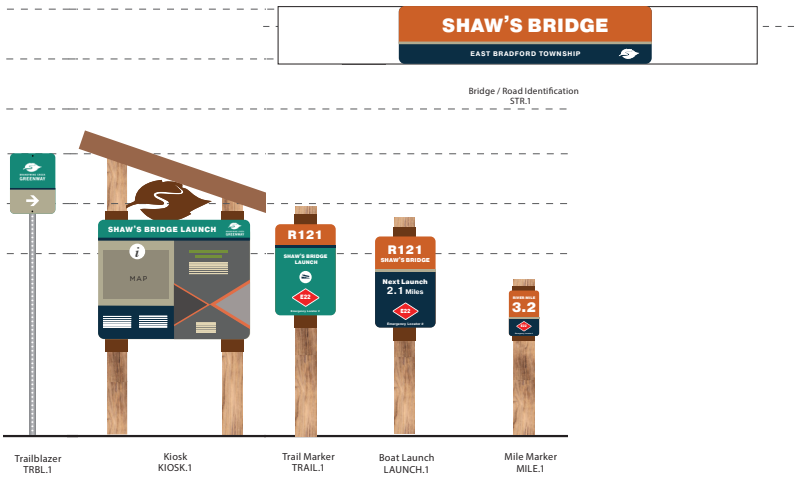
The following typical placement scenario is at a parking lot connected to trail.

Signage includes:

- Trail Blazer
- Directional Totem
- Trail Mark
- Mile Marker
- Boat Launch





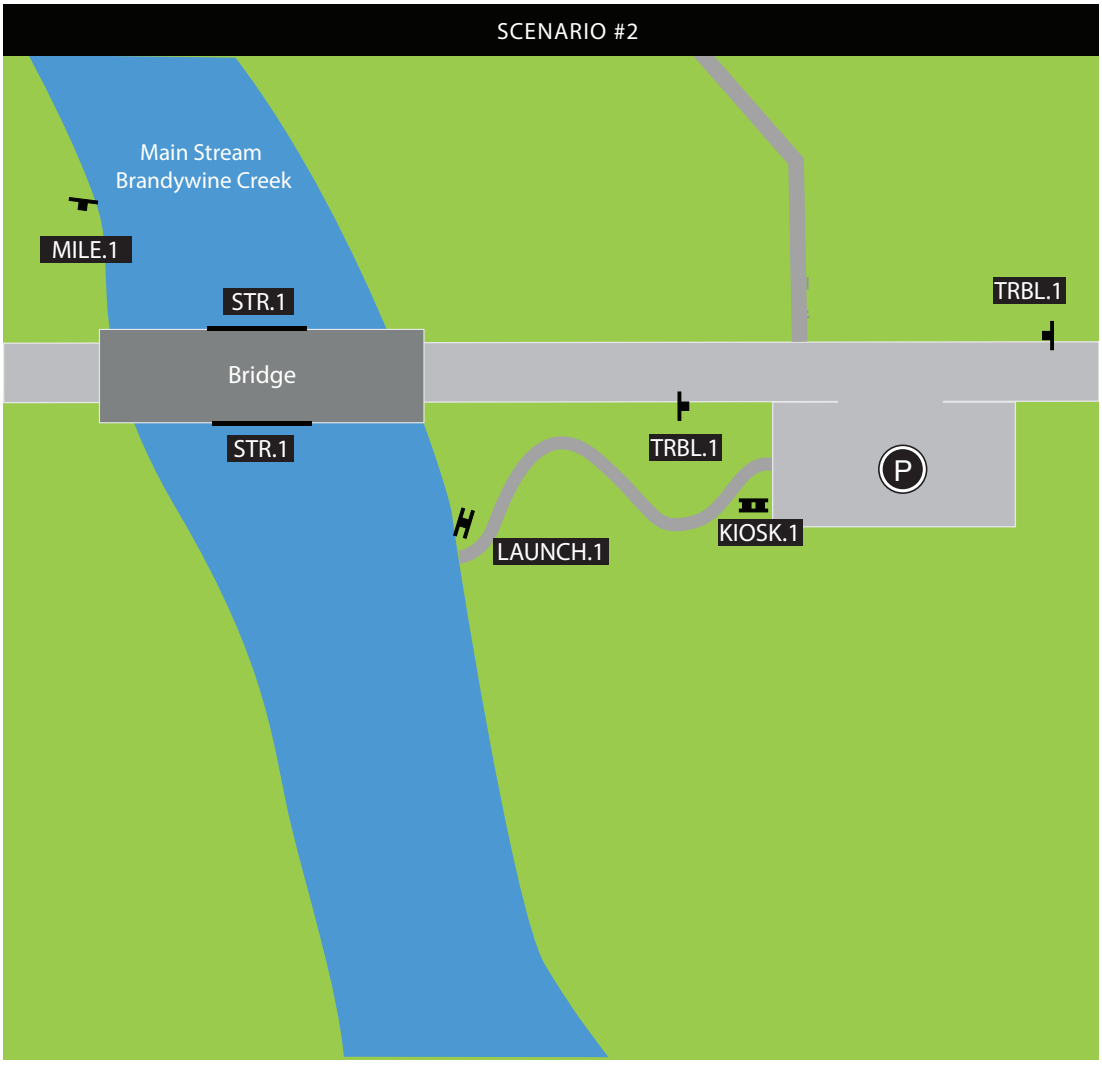


SCENARIO #2:

The following typical placement scenario is at a trail from parking lot to trail entrance.

Signage includes:

- Boat Launch
- Trail Blazer
- Directional Totem
- Bridge ID
- Mile Marker

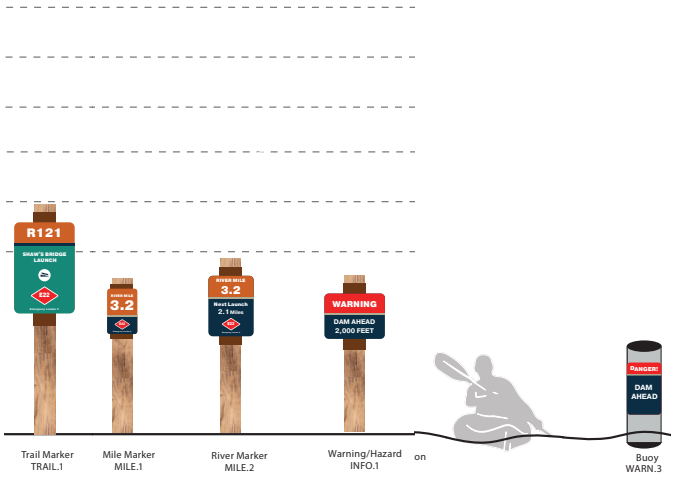


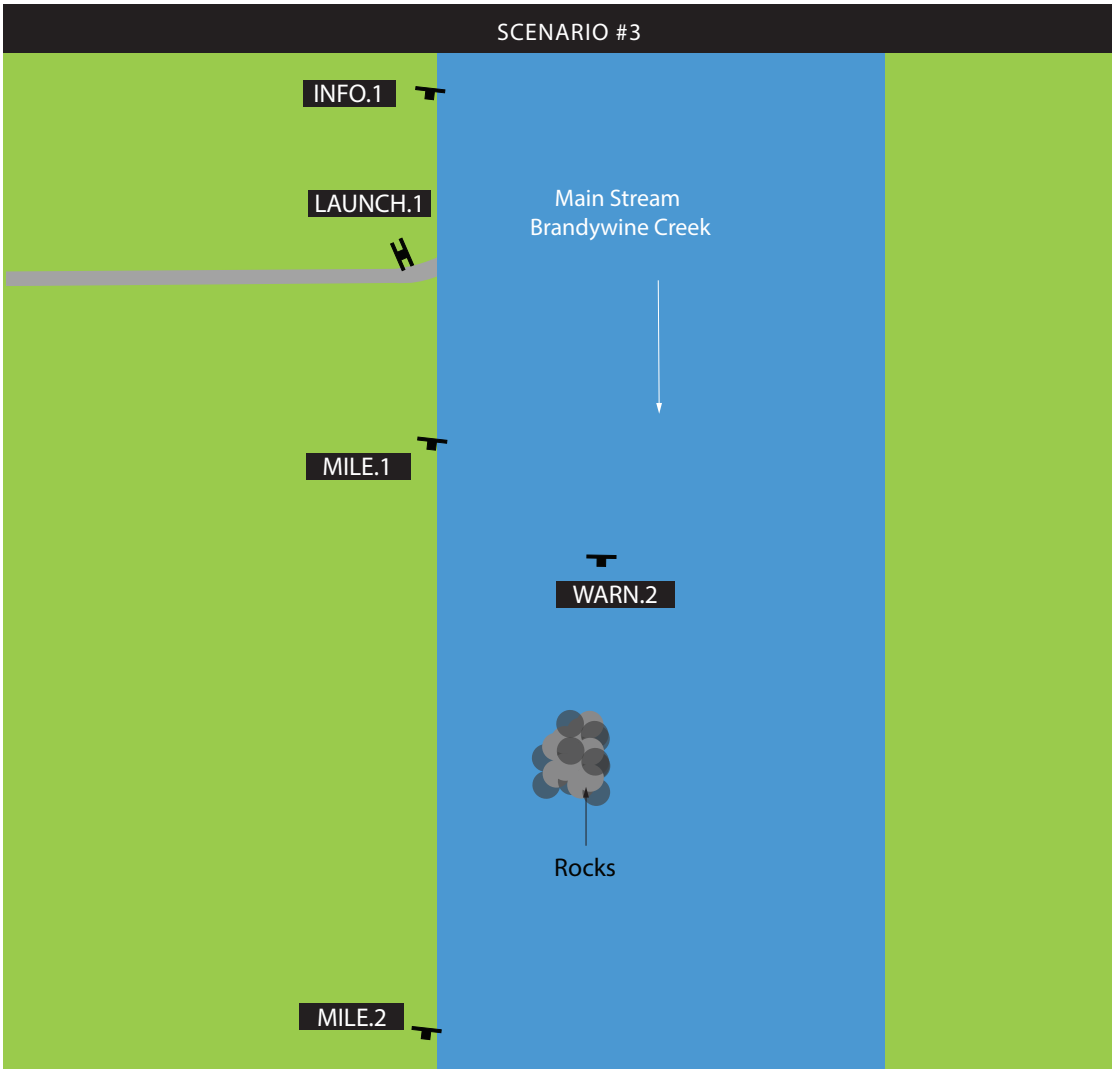
SCENARIO #3:

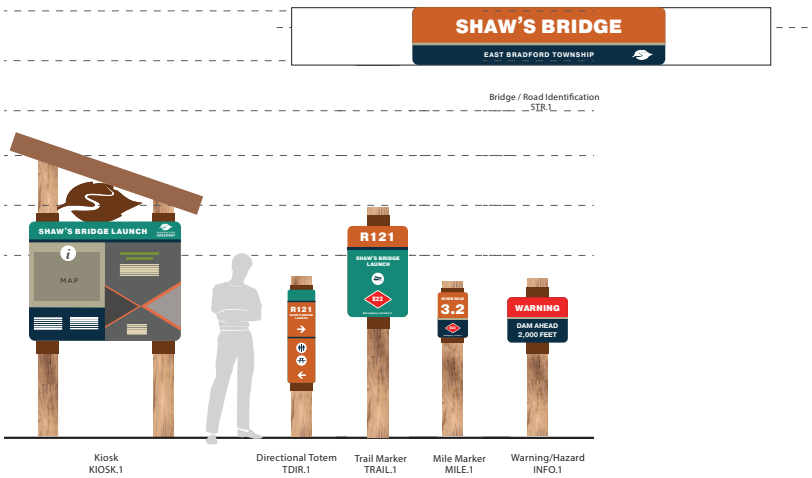
The following typical placement scenario is a trail entry point on Water Trail.

Signage includes:

- Info Sign
- Mile Marker
- Warning Sign
- River Marker
- Buoy





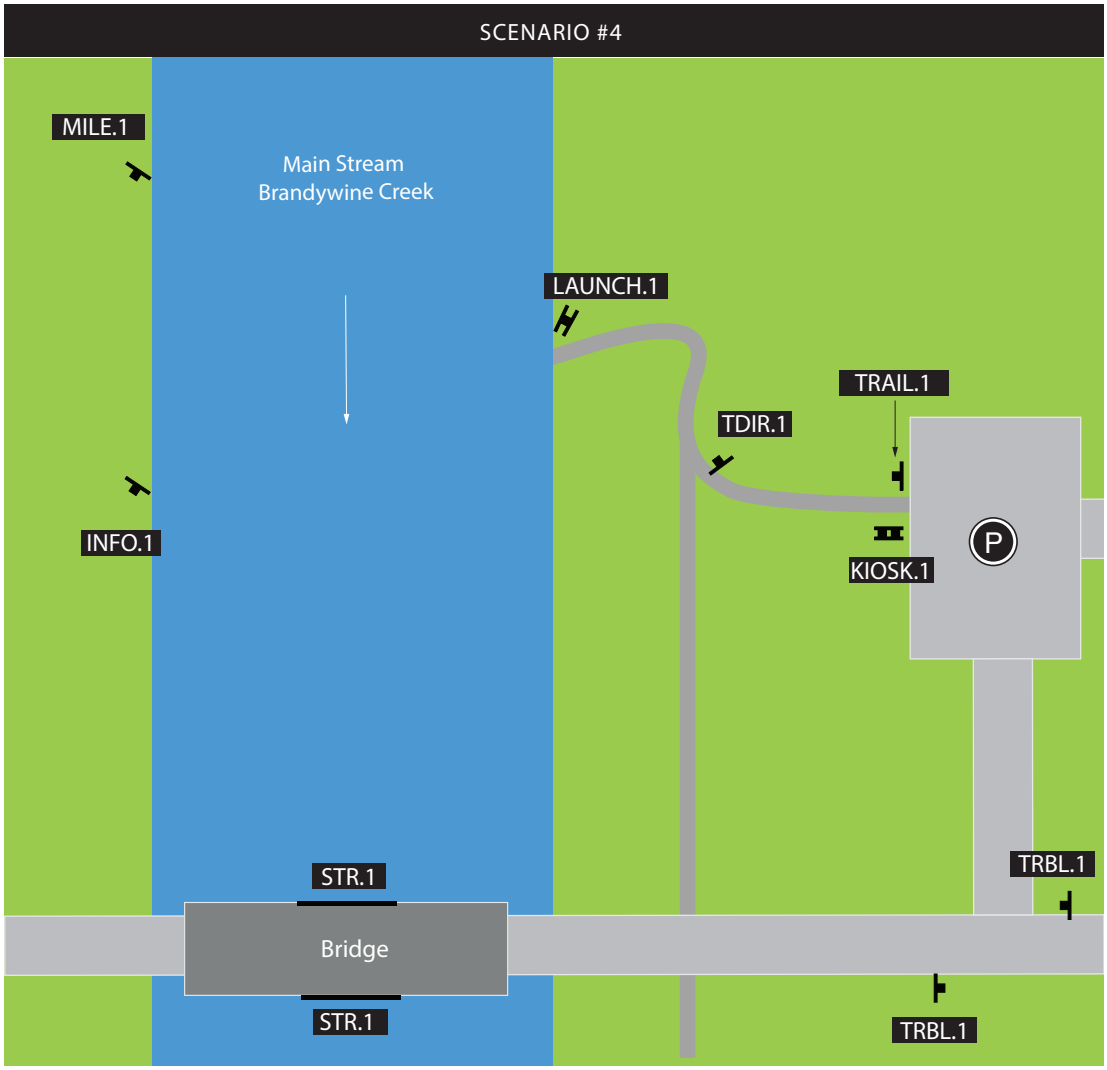


SCENARIO #4:

The following typical placement scenario is from main street to Water.

Signage includes:

- Directional Totem
- Trail Marker
- Kiosk
- Bridge ID
- Warning Sign

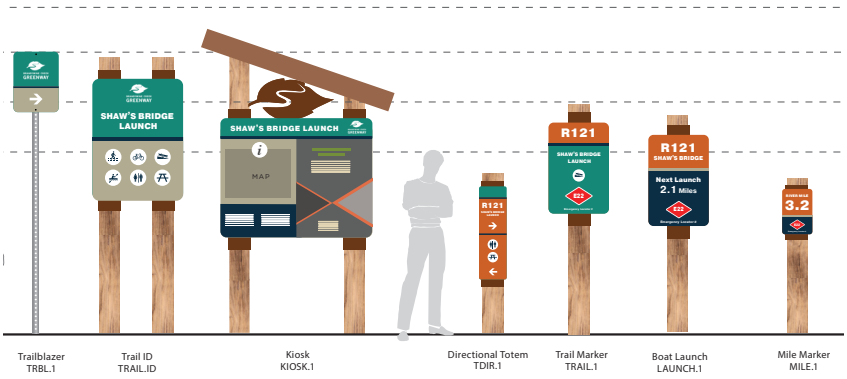


SCENARIO #5:

The following typical placement scenario is a trail entry point from main road to launch point.

Signage includes:

- Trail Blazer
- Trail directional
- Mile Marker
- Trail Marker
- Kiosk





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Section 5

Management & Maintenance

5.2 Management of System

5.3 Maintenance of System

5.8 Acknowledgements

MANAGEMENT

The maintenance of the sign system is essential to its success. Worn, outdated or damaged signs do not present a positive image and do not build trust among the end-user, a critical component to wayfinding.

Maintenance Funding and Contracts

Maintenance should be the responsibility of either the municipality, county or the designated landowner maintenance manager.

Annual Budgets

Generally 10% - 15% of the total phasing cost should be established for annual maintenance of the system.

Initial “attic stock” of parts should be included in the base bid of each phase of the project.

By purchasing materials and parts in a large quantity the overall cost of the project can be reduced. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted, and other parts.

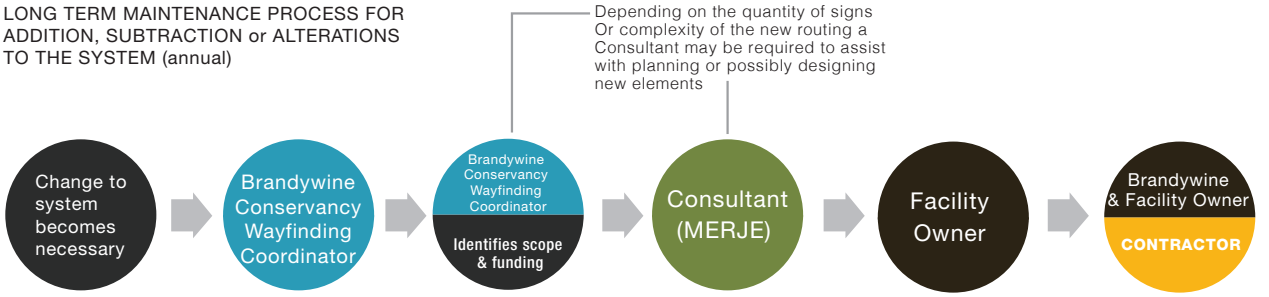


DAY-TO-DAY MAINTENANCE PROCESS FOR
REPAIR OR REPLACEMENT OF EXISTING SIGNS



Brandywine Monitors Sign Program	Reach out to BRANDYWINE CONSERVANCY WAY FINDING COORDINATOR To Assist with Order Facility Owner Places Order with Approved Vendor	Brandywine & Facility Owner : Quality Control Contractor: Fabrication & Installation

LONG TERM MAINTENANCE PROCESS FOR
ADDITION, SUBTRACTION or ALTERATIONS
TO THE SYSTEM (annual)



DESTINATION Identifies Need/ New Trail section opens	Contact Brandywine Conservancy Wayfinding Coordinator to discuss signage needs	BRANDYWINE CONSERVANCY WAYFINDING COORDINATOR: Quality Control Brandywine: Approves Funding	Wayfinding Consultant Sign Planning Assistance	Facility Owner Places Order with Approved Vendor	Brandywine & Municipality: Quality Control Contractor: Fabrication & Installation

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Design and Planning	Design: General Evaluation of positive and negative aspects of the system. Planning: Brandywine & Municipalities In-house maintenance based on new requests and circulation/destination updates.	Design: General Evaluation of positive and negative aspects of the system. Planning: Contract with a consultant to analyze major changes to the trails and necessary system adjustments. 1 or 2 updates possible during this time period.	If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation & destinations
Vandalism	Annual cleaning/repair. Stickers and graffiti are most common. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements and full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements / full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning
Management / Administration	Weekly coordination during initial installation, transitioning to quarterly between Brandywine/ Municipalities and fabricator during year 1-2. On-going daily monitoring of the system, based on observations, safety issues & user reports.	Annual coordination between Brandywine/ Municipalities and fabricator. Day-to-day monitoring of the system, based on observations, safety issues and citizens' reports.	Annual coordination between Brandywine/ Municipalities and fabricator. Day-to-day monitoring of the system, based on observations, safety issues and citizens' reports.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
General Materials: Aluminum Sign Panels & Posts	Specifications require 5 year fabricator warranty for workmanship. General wear-and-tear maintenance required.	General wear-and-tear maintenance required.	General wear-and-tear maintenance required.
Painted Surfaces	Covered under manufacturers warranty. General maintenance and touch-up will be required.	Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.	Fading occurs – based on direction sign panel is facing. 10 – 15 years is the maximum lifespan to expect.
Sign Panels / Fasteners	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Brackets/ Fins / Details	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Concrete Footers	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.

ACKNOWLEDGEMENTS

The team would like to thank a number of people and organizations that have contributed to the creation of this document, including:

Steering Committee:

Andy Desko, Pennsylvania Fish and Boat Commission
Beau Crowding, Chester County Department of Emergency Services
Brian Styche, Chester County Planning Commission
Holly Harper, Natural Lands
Jarrod Shull, Natural Lands
Maryann Furlong, Chadds Ford Township
Rich Phifer, East Bradford Township
Sean Quinn, Natural Lands

Brandywine Creek Water Trail Partners:

Brandywine Conservancy and Museum of Art
Brandywine Red Clay Alliance
Birmingham Township
Chadds Ford Township
Chester County Department of Emergency Services
Chester County Planning Commission
City of Coatesville Downingtown Borough
Delaware Division of Parks and Recreation
Delaware Greenways
East Bradford Township
East Fallowfield Township
Natural Lands
National Park Service
New Castle County, DE
Newlin Township
Modena Borough
Pennsbury Township
Pennsylvania Department of Conservation and Natural Resources

Consultant Team:

MERJE

We also thank the members of the community for their interest in connecting communities through the Brandywine Creek Water Trail!!