

**CENTER CITY TRAIL SYSTEM & AFRICAN
AMERICAN HERITAGE TRAIL**
Wayfinding Implementation

FAYETTEVILLE
PARKS & RECREATION
CUMBERLAND CO.



STEWART

January, 2025

MASTER PLAN GUIDELINES

SIGNAGE TYPES

A successful wayfinding strategy utilizes a variety of sign types that work in harmony to guide users through a system of connected spaces and pathways. Ideally, the signage should visually relate and have a set of specific functions. Signs should also be designed to be visible and clear to the users, which for a city-wide outdoor system includes drivers and passengers in vehicles, walkers, joggers, cyclists, and mobility aid users. Signs targeted to drivers would differ in size, height, font size, and the amount of information conveyed when compared to sign for a wheelchair user or pedestrians on a sidewalk or greenway.

Signage types proposed for the Center City Parks and Trails network includes:

- Monument
- Directional
- Confirmation
 - » Post Signs
 - » Pavement
 - Medallions
 - Crossing Treatments
 - » Mile Marker
- Educational

LOCATIONAL SIGNAGE

At the starting point of a trail or at the entry of a park or city designated district, typically a monument or large entry sign is established. For the Center City Parks & Trail system, this sign will showcase the main components of the trail and include a specific color side bar with the name and medallion of the trail section. The bottom portion of the sign would typically have either the City of Fayetteville or Fayetteville and Cumberland Parks and Recreation logo, but major sponsors could be listed here as well.

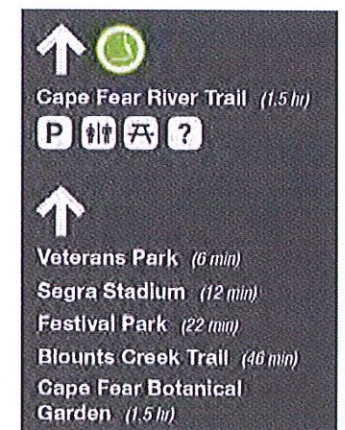
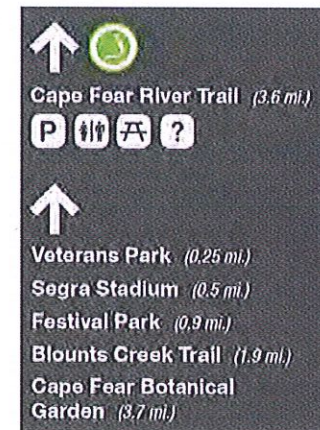
The main body of the sign would have the end point of the trail at the very top, including standard icons for features found at that site and the applicable logo for that destination. Below that heading direction would be a list of other destinations along this trail. They should be listed in order of distance with closer locales denoted first.



(Double sided)



For these large monument signs (double-sided) can be modified to include distance approximations for destinations. This could be shown written in linear feet, mileage, or in minutes as walking time.



MEDALLION SYMBOLOGY

Trails should be given unique icons to further differentiate them from each other. The Cross Creek Linear park leaf symbol was pulled from the existing signage, and the Murchison Road Trail uses Fayetteville State’s iconic bronco symbol (though in purple instead of the university signature blue to avoid confusion with the creek trails). Trails and greenways along creeks and rivers typically use a blue, save for the bright green in the Cape Fear River Trail heron icon.

New symbols were derived using inspiration from regional flora and fauna, or attributes and features of the parks. Piedmont azalea, water oaks, and chorus frogs were used as proposed symbols for Big Cross Creek, Blounts Creek, and Little Cross Creek greenways. A skate board icon was used for Rowan Skate Park and a pier over water was used for Mazarick Park, which features Glenville Lake. A new logo for the African American Heritage Trail was generated to mesh with icons while incorporating the letters of the AAHT acronym, breaking from the sole usage of images and icons in the other medallions. All stops, trails, and connectors for the African American Heritage Trail will use the same symbol, but will be in different warm colors.



CROSSWALKS

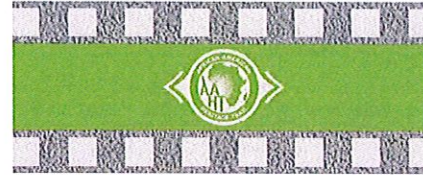
When trails meet roadway intersections, decorative crosswalks can be used to mark trail continuation, advertise the trail system, and incorporate art into the streetscape. These crosswalks can be installed as a painted stamp or a thermoplast design on a brick, ladder, or decorative crosswalk. Similarly, they could be incorporated into bike lane crossings.

One way to encourage community involvement and boost community pride is to work with local artists, property owners, or organizations to design more creative crosswalk designs for specific locations. Groups can also partner to paint the crossings as a community activity. Crosswalks on the African American Heritage Trails would be excellent candidates for themed art that celebrates African American art and culture.

Crosswalk Concepts for the African American Heritage Trail



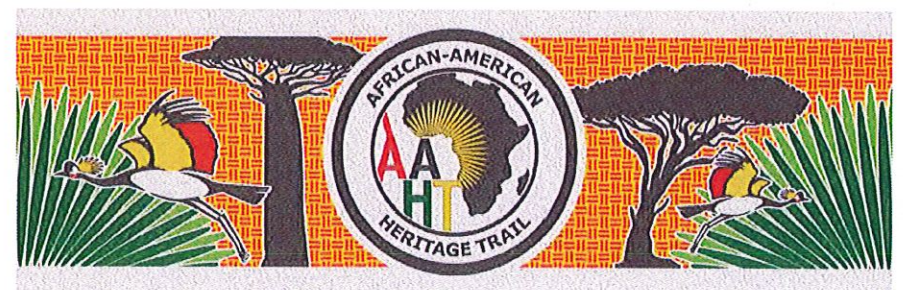
Bike Lane Crossing



Brick Paved Crossing



Ladder Style Pedestrian Crossings



PHASE 1A IMPLEMENTATION WAYFINDING SYSTEMS MAP

