Historic Columbia River Highway State Trail

Wayfinding Signage Plan

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Final Report

Client
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Background

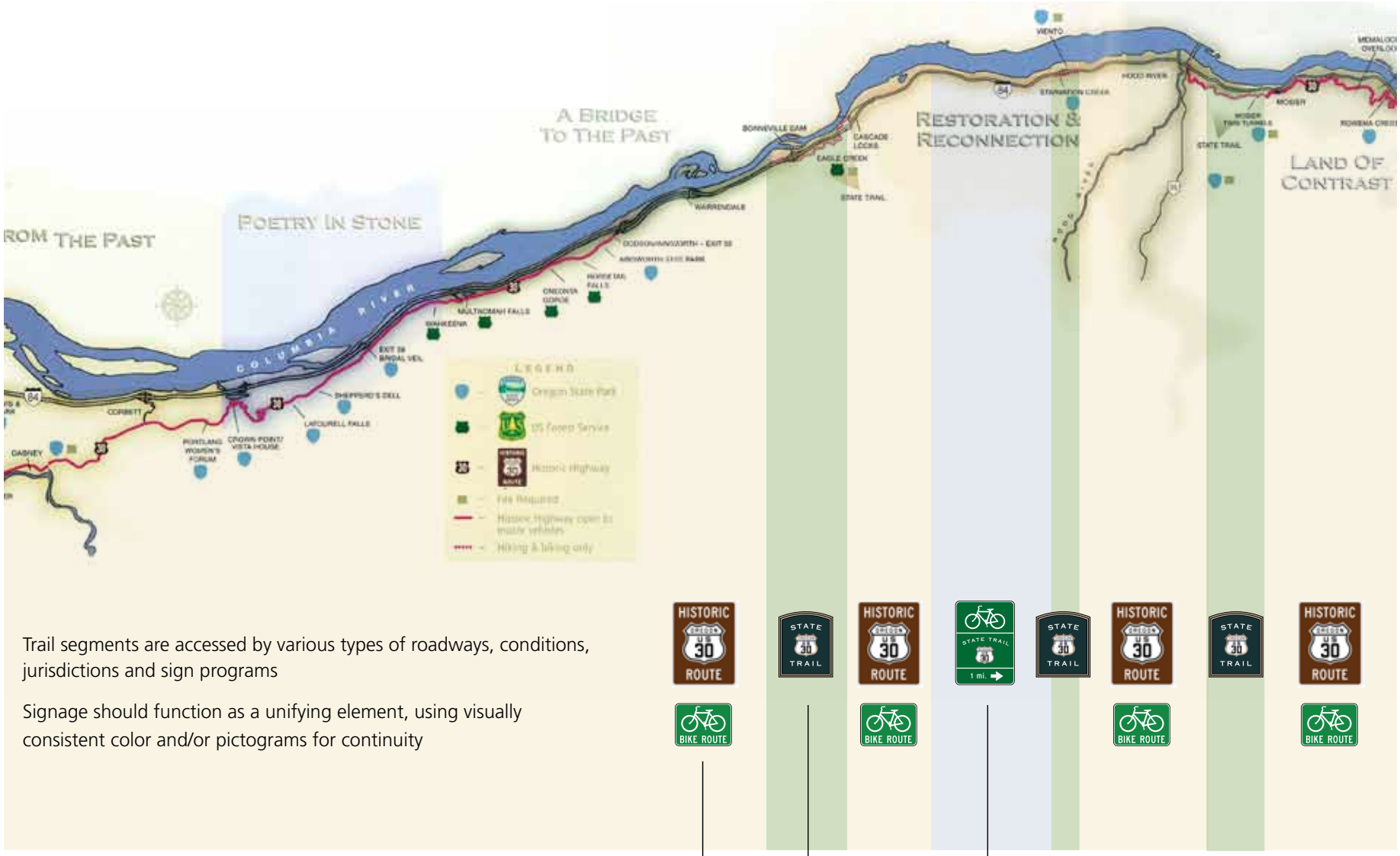
The Historic Columbia River Highway (HCRH) was constructed between 1913 and 1922 as America's first scenic highway, taking full advantage of the natural beauty of the Columbia River Gorge. By the early 1950's, Interstate 84 obliterated many sections of the highway, leaving behind abandoned segments. Today many of the segments have been restored for recreational use by bicyclists and pedestrians as the Historic Columbia River Highway State Trail.

The Wayfinding Signage Plan is intended to inform sign recommendations along the Historic Columbia River Highway and State Trail. However, some design flexibility may be required at the time of implementation. This plan may require review and approval by Columbia River Gorge Graphic Signs Committee prior to implementation to ensure consistency with the approved Graphic Signing System Plan. All necessary local and National Scenic Area permits will be required prior to sign installation except those signs allowed outright. Signs allowed outright include those signs which comply with the Manual for Uniform Traffic Control Devices.

Project Goals

- Create a wayfinding strategy that connects the drivable segments of the Historic Columbia River Highway/Historic Route 30 to the Historic Columbia River Highway State Trail
- Create a wayfinding strategy that guides recreationists through the gorge while raising awareness of the Historic Columbia River Highway State Trail
- Create a sign family that clearly marks the State Trail (for use by bicyclists and pedestrians) and connects it to the Historic US Route 30 Highway (bicyclists and motorists)
- Respect the unique beauty of the Gorge and limit the proliferation of signs
- Comply with the intent of the Historic Columbia River Highway State Trail Guidelines and the National Scenic Area Sign Plan

Roadway & Trail Sign Continuity



- Trail segments are accessed by various types of roadways, conditions, jurisdictions and sign programs
- Signage should function as a unifying element, using visually consistent color and/or pictograms for continuity

Standard ODOT / MUTCD signs on I-84 & Route 30

Signs on State Trail

Signs on County Road

Existing Sign Systems

Historic Route 30 sign

- Color - MUTCD/ODOT brown background, as used for recreational guide signs and historical/cultural destinations
- Material - reflective vinyl on aluminum
- Shape - rectangular
- Font - Interstate

National Scenic Area (NSA) identification sign - Graphic Sign System

- Color - dark green background, developed specifically for use in the National Scenic Area
- Material - routed wood
- Shape - arched top
- Font - Copperplate

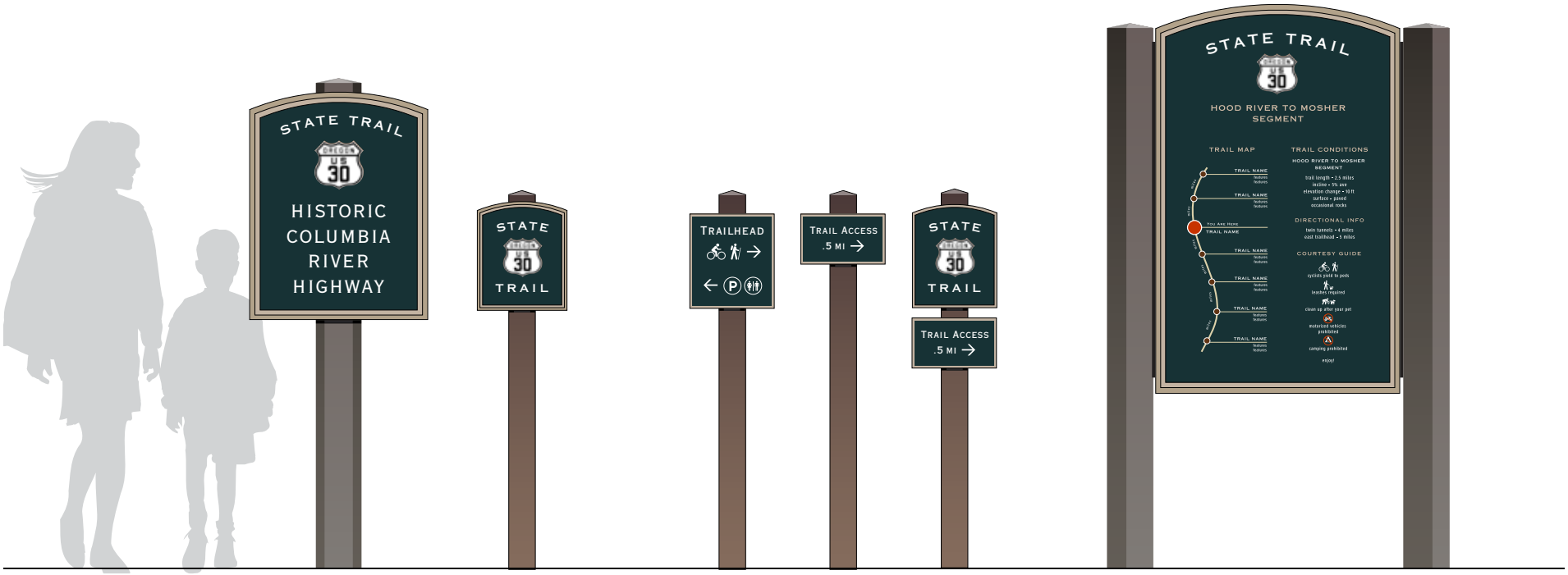
Oregon Scenic Byway sign

- Color - dark green background, developed specifically for use in the National Scenic Area
- Material - reflective vinyl on aluminum
- Shape - arched top, chevron bottom
- Font - Interstate

Logo

- The intent of the logo is to visually connect the Historic Highway and the State Trail
- The logo consists of the the words "STATE TRAIL"on a curved baseline, recalling the curved top of the National Scenic Area signs. The words are paired with the Oregon "US 30" shield. These parts must appear together to form the logo
- The name appears in a single, curved line above the shield, or may appear in an alternate configuration with name split above and below the shield, for use in a vertical format
- The "US 30" Shield functions as a pictogram, which is more recognizeable from a single glance, at a greater distance and at a greater speed, than text alone
- Color - green is consistent with the National Scenic Area Sign Plan
- Font - Copperplate Gothic 31AB is consistent with the National Scenic Area Sign Plan
- Shape - the key words are emphasized by the arched shape recalling NSA signage.

Sign Family



Sign Type A.1
Trail ID - Large

- Locate large identification sign displaying full name at main trailhead entry
- Sign to be prominently visible from parking area and located close to bollards at trail access
- Locate small identification sign with abbreviated name at secondary trail access or as required for confirmation along trail

Sign Type A.2
Trail ID - Small

Sign Type B
Directional Signs

- Locate directional signs on trail at key decision points and to direct to features and amenities, including distance where appropriate
- Panel sizes can vary
- Use pictograms where possible•

Directional sign may be paired with ID panel off-trail or when identity is needed

Sign Type C
Trail Information Sign

- Locate trail information sign at trailhead where no OPRD signs exist
- Map includes “you are here”, trail features and distance between segments
- Trail characteristics includes slope, pitch, paving, segment length, etc.
- Safety & regulations include hazardous conditions, prohibited activites, courtesy guide, etc.
- Site planning will be required to appropriately locate Sign Type C

Trail Sign Example at Trailhead

Locate large Trail Identification sign prominently at trailhead away from other signs. Locate 3' minimum, 5' maximum from trail edge

Remove miscellaneous existing signs and consolidate messages on Trail Information Sign where possible to avoid clutter and redundancy

Locate Trail Information sign away from Trail ID sign but near entrance to trail Remove existing information

Directional Sign Examples

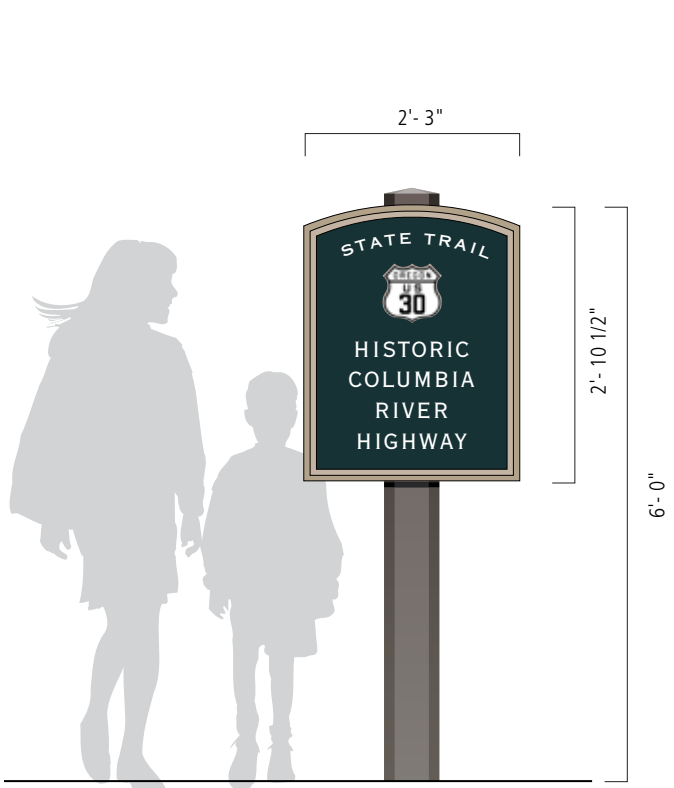
Off Trail -

- Use small Trail Identification sign paired with Directional sign to trail access
- Display distance where applicable
- Signs off trail may or may not be allowed depending on jurisdiction

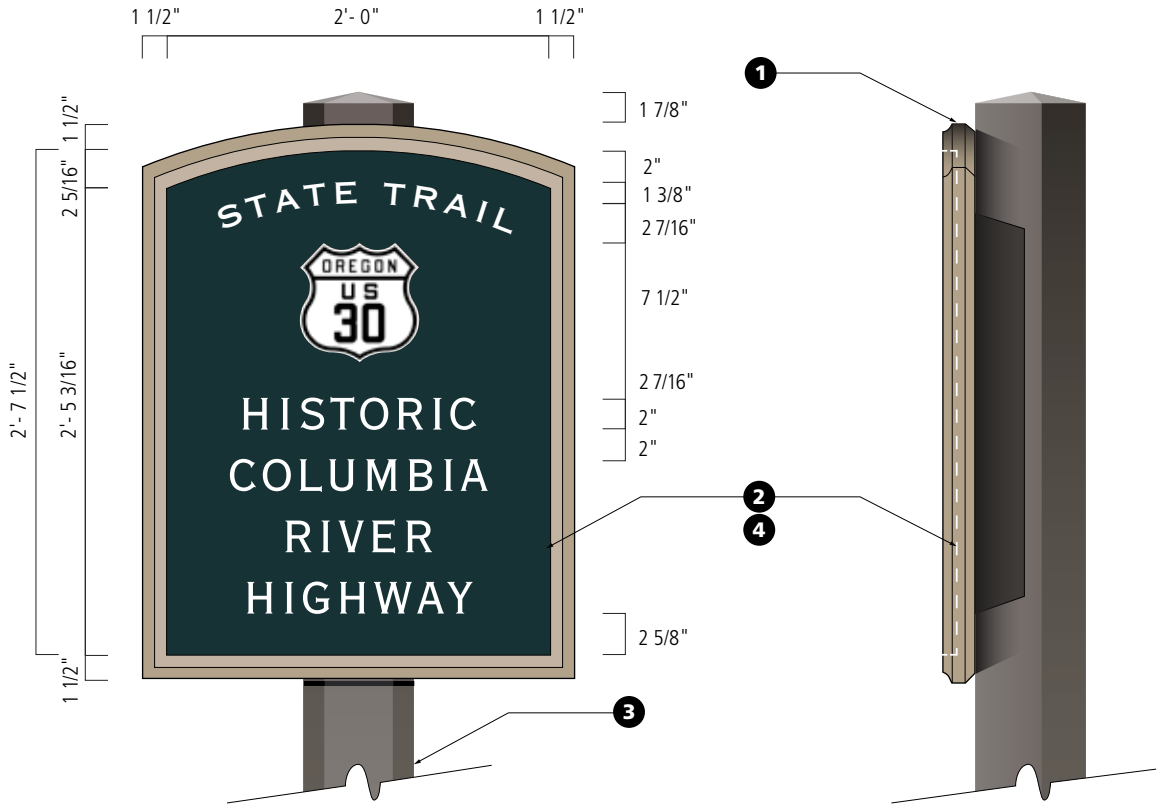
On Trail -

- Use Directional signs on trail at decision points, and to direct to upcoming points of interest and amenities
- Signs on trails should be kept to a minimum

Sign Type A.1 - Trail ID Signs, Large



Elevation
Scale: 1/2"= 1'- 0"



Layout
Scale: 1"= 1'- 0"

Side View
Scale: 1"= 1'- 0"

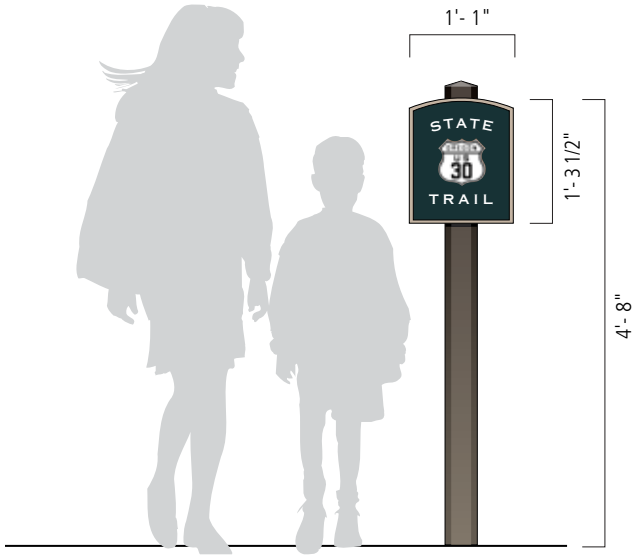
1 Sign Panel - fabricated wood, 2" thick with routed edges, painted to match NSA tan all surfaces, detailed to match NSA with flange mount to post

2 Sign Face - painted aluminum to match NSA green, 1/8" thick, with white vinyl text and shield, inset into wood backer

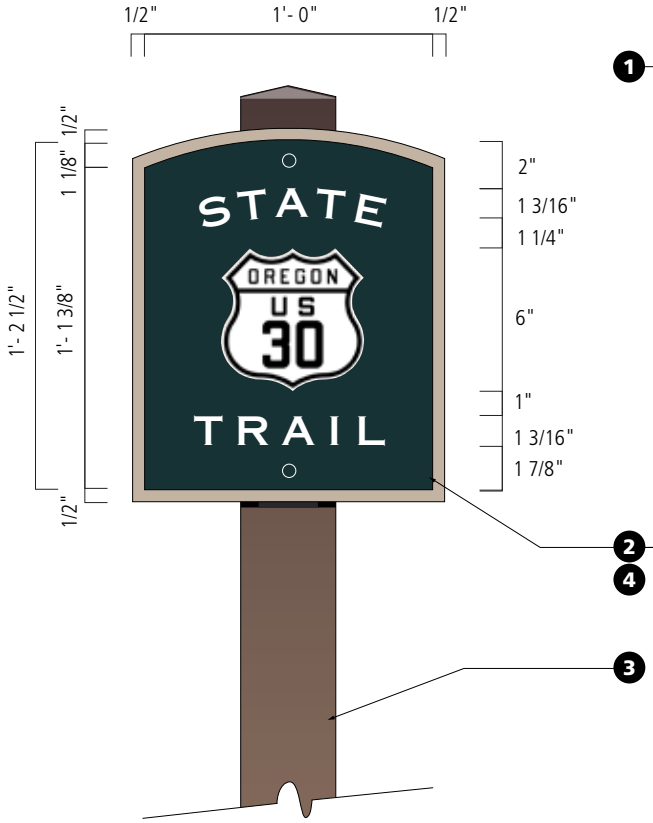
3 Post - 7" pentagram-shaped precast concrete posts to match NSA Sign Plan

4 Fonts - Copperplate 31AB (for STATE TRAIL) & 29BC (for HCRH) to match NSA font family

Sign Type A.2 - Trail ID Signs, Small



Elevation
Scale: 1/2"= 1'- 0"



Layout
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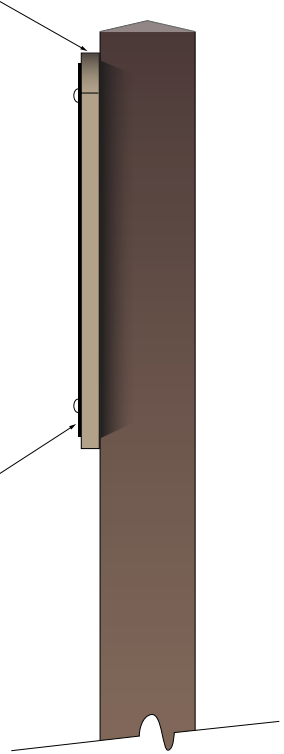


Side View
Scale: 1 1/2"= 1'- 0"

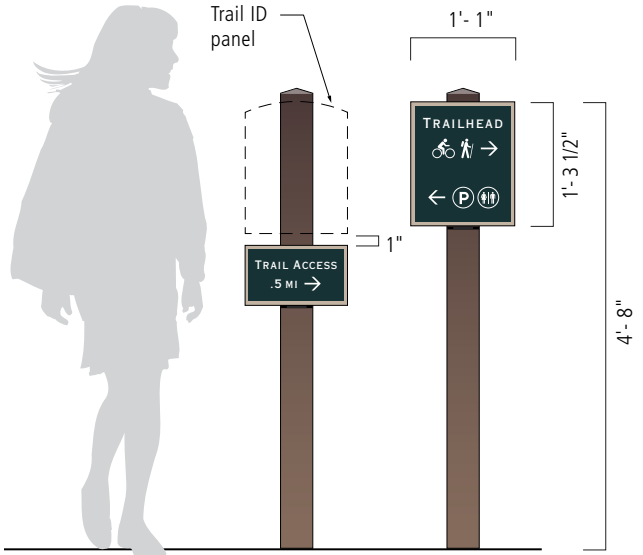
1 Sign Panel - exterior grade wood, 3/4" thick, painted to match NSA tan all surfaces

2 Sign Face - painted aluminum to match NSA green, 1/8" thick, with white vinyl text and shield, mount to face of wood backer

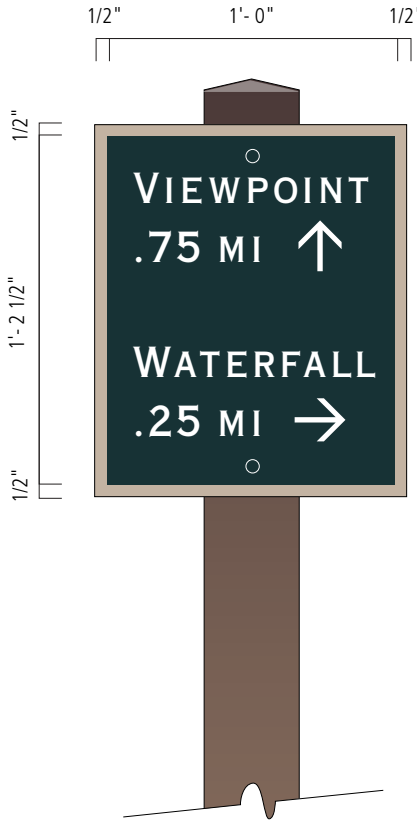
3 Post - 4" square wood

4 Fonts - Copperplate 31AB (for STATE TRAIL) & 29BC (for HCRH) to match NSA font family

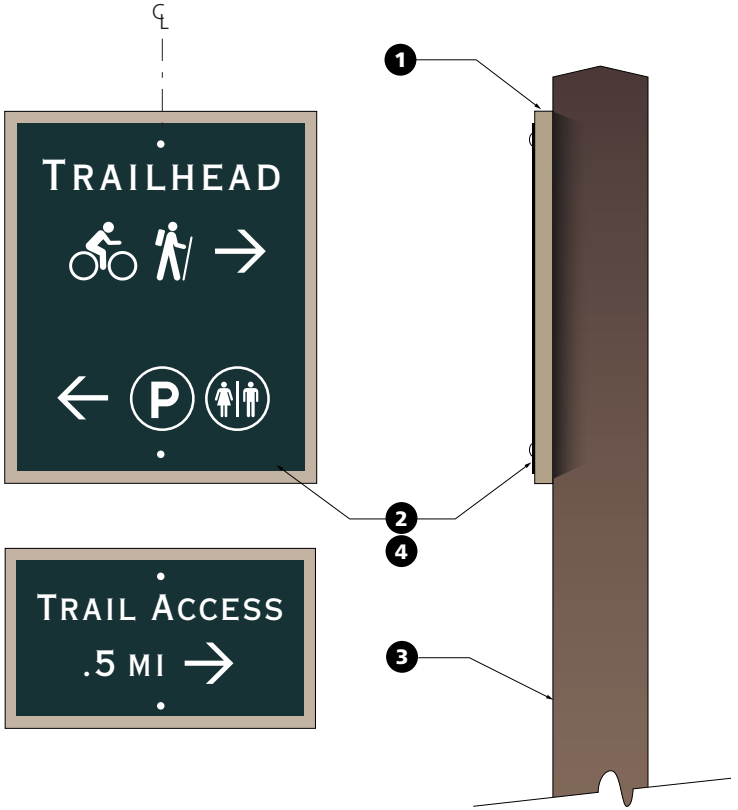
Sign Type B - Directional Signs



Elevation
Scale: 1/2"= 1'- 0"



Layouts
Scale: 1 1/2"= 1'- 0"



Side View
Scale: 1 1/2"= 1'- 0"

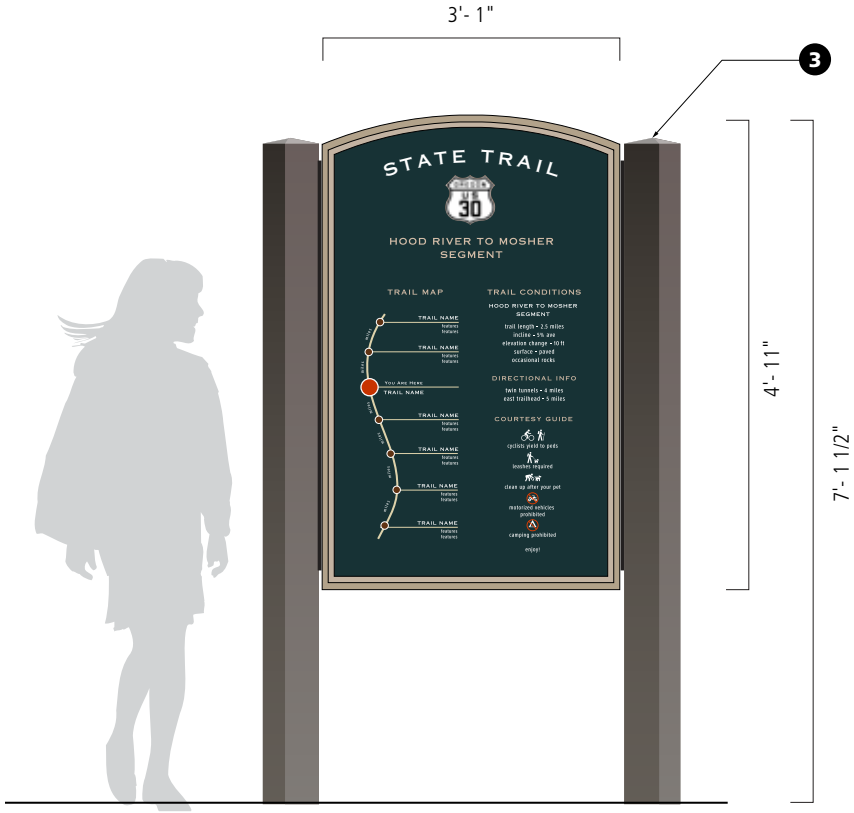
1 Sign Panel - exterior grade wood, 3/4" thick, painted to match NSA tan all surfaces

2 Sign Face - painted aluminum to match NSA green, 1/8" thick, with white vinyl text and graphics, mount to face of wood backer

3 Post - 4" square wood

4 Fonts - Copperplate 31AB to match NSA font family

Sign Type C - Trail Information Signs



Elevation

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

Layout

Scale: 1"= 1'- 0"

1 Sign Panel - fabricated wood with routed edges, painted to match NSA tan all surfaces, detailed to match NSA sign plan

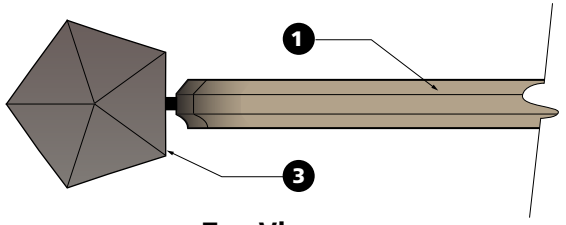
2 Sign Face - painted aluminum to match NSA green, 1/8" thick, with vinyl, screenprinted or digitally printed text and graphics, inset into wood backer to allow for separate panel updates

3 Post - 7" pentagram-shaped precast concrete posts to match NSA Sign Plan

4 Fonts - Copperplate 31AB & 29BC to match NSA font family

5 Changeable area to post temporary information

6 This sign type is not presently identified in the Graphic Signing System Plan; additional reviews will be required prior to implementation by the GSS Committee so that this sign type can be incorporated in the GSS plan



Top View

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

Roadway Bicycle Route Signs

Recommendation on Historic Route 30

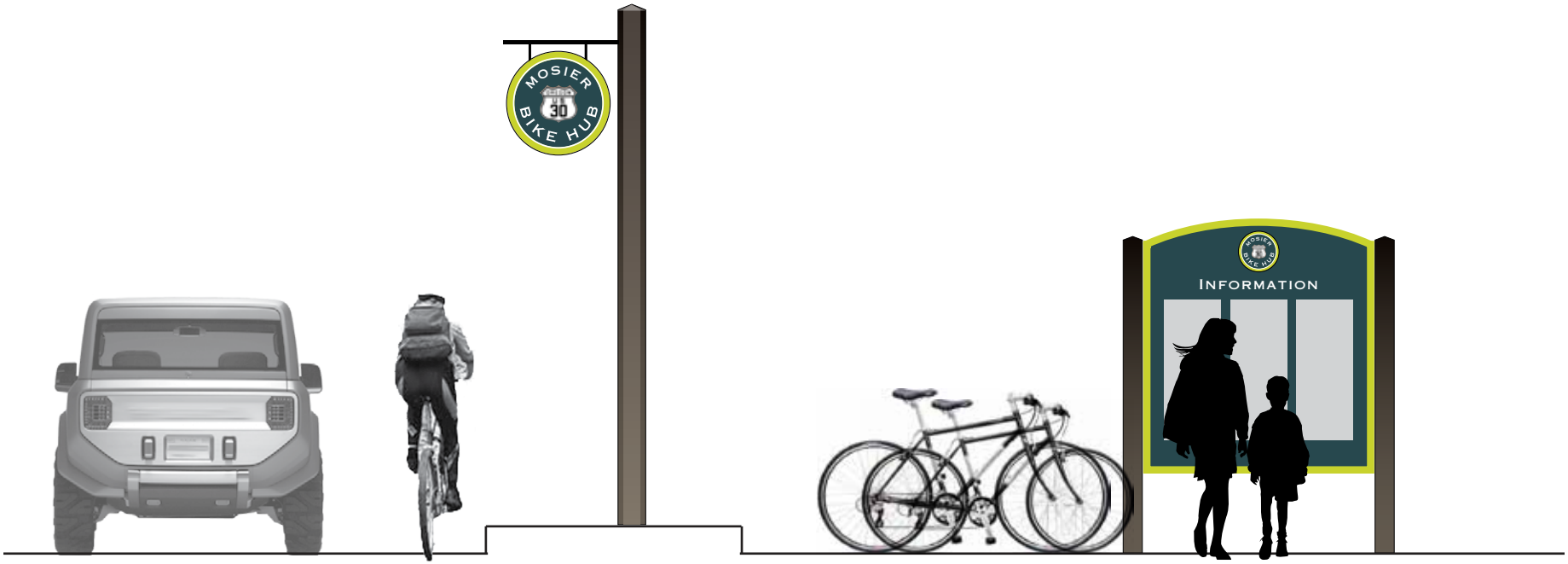
Recommendation directing to Historic Route 30

Recommendation directing to State Trail

Recommendation for sign directing to State Trail

- Add more Historic Route signs to raise awareness and enhance visual connection to State Trail signs
- Consider adding bike route signs along highway to remind motorists to "share the road" and to direct to State Trail
- Consider bike route sign displaying State Trail logo to improve wayfinding continuity at key intersections

Bike Hub Concept



The creation of a network of community operated Bicycle Hubs bridges the gap between State and Federal maintained State Trail facilities and Travel Oregon's economic development initiatives. Bike Hubs are envisioned in Troutdale, Cascade Locks, Hood River, Mosier and The Dalles to support and promote bicycle tourism along the State Trail.

Bike Hub amenities may include basic bike repair station, water, toilet, information kiosk, local history and interpretive displays. The information kiosk should include trail map, community bulletin board and a directory of bike friendly businesses.

Create a brand identity for the bike hubs that allows for each community's name to be incorporated into the Bike Hub sign.

Merchandising Applications

STATE TRAIL

OREGON US 30

- Logo examples for promotional and marketing applications
- Marketing applications - print media, website, trail brochures, maps
- Promotional applications - apparel, accessories, etc.