Trails Wayfinding for the City of Victoria

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Prepared on Behalf of
City of Victoria

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TRAILS WAYFINDING
City of Victoria
INTRODUCTION

The Trails Wayfinding project provided University of Minnesota students the opportunity to work with the city of Victoria, Minnesota to design a visual brand to get people on the community trails. We have developed a design for a wayfinding sign, as well as a directory kiosk to help community members to use the trails more effectively. Victoria is a growing suburb of Minneapolis with a need for new wayfinding signs to supplement existing trails.
WAYFINDING SIGNS

The following pages outline our process in designing wayfinding signs for Victoria. These signs will be placed at significant points along the trail to direct users to destinations, and guide them on trail loops. This section is divided into three sub-categories; precedents, process, and product.
i. precedents
ii. process
ii. process
ii. process
iii. product

Sign posts form a stylized “V” form

Directional arrows

Desitination

Destination

Distance to destination

Loop markers

∧ Downtown 1.8 V

> Stieger Lake .5 V

∧ City Park 3.5 V
The following pages outline our process in designing a directory kiosk for Victoria. The kiosk will be placed downtown near the public library serving as a checkpoint for the trail system. Trail maps will include information on trails and loops, with potential for further development of interactive entities to engage trail users. This section is divided into three sub-categories; precedents, process, and product.
i. precedents
ii. process
ii. process
ii. process
iii. product
iii. product
iii. product
While this project has come a long way in the past eight weeks, the nature of the course allows for concepts to be further developed. In particular, developing a more legible directory for the trail network is a main concern, along with adding interactivity to encourage community participation.
Future developments may include reorganizing information on trail maps, and connecting it better to the signage. A possible improvement could be the addition of a legend to clarify trail circuits and loops. The maps could also benefit from a clearer graphic hierarchy.
interactivity

Adding interactivity to the trail systems could help to encourage community participation in making use of the trail networks. We developed the idea of a “Pace Wheel” to help trail users understand how far they can travel in an hour for a given exercise. This idea could be expanded on to help involve more people with the trail systems.