



## **Sign Program**

### **Request For Proposals**

#### **INTRODUCTION:**

[Carolina Thread Trail](#) (“the Thread Trail”) is seeking vendors (“Proposers”) to submit proposals to fabricate signs and provide installation services for the Sign Program (“Project”) in various locations within the Thread Trail footprint (“Project Site,” *Appendix A*). The objective for this Request for Proposals (“RFP”) is to provide Proposers with the necessary information so that they can submit to the Thread Trail a written proposal for the Project (“Proposals”) and ultimately lead to the choice of a vendor for the Project (“Vendor”).

Hardcopy or digital PDF proposals must be received by 5 pm on November 3, 2021 to the following address:

Attn: Jane Love  
Carolina Thread Trail  
4530 Park Road, Suite 420  
Charlotte, NC 28209  
[jane@carolinathreadtrail.org](mailto:jane@carolinathreadtrail.org)

If you have any questions, please refer them to Jane Love at [jane@carolinathreadtrail.org](mailto:jane@carolinathreadtrail.org) by Friday, October 8. In addition to the materials provided in this RFP, the Thread Trail will offer a Q&A GoTo Meeting call to answer questions directly (details below). All questions about the RFP and review schedule should be directed to Jane Love at the email address above.

Below is an outline of milestones on our timeline.

- Thursday, September 30 – Thread Trail to release RFP
- Thursday, October 7 – Thread Trail to host 90-minute virtual meeting via GoToMeeting to field questions regarding RFP; Meeting will be 10-11:30am EDT. Meeting link: [tinyurl.com/CTTsigns](https://tinyurl.com/CTTsigns)
- Friday, October 8 – Deadline to submit questions

- Friday, October 15 – Thread Trail to send document with a collection of all submitted questions and responses to all Proposers
- **Wednesday, November 3, 5 pm EST– Deadline to submit written proposals**
- November 30 or before – Finalists to be identified
- December 31 or before – Final Vendor choice made and notice given; Intention is to select Vendor on or before December 31 (work may or may not begin immediately after, dependent on need).

The Thread Trail will select the Vendor by December 31, 2021. The decision will be based on a review and evaluation of:

- Ability to meet expectations for sign fabrication and installation as outlined below
- Total proposed cost of the Project, proposed customer service structure (i.e. how your team will respond to and manage needs and requests of the Thread Trail)
- Company location relative to the Project Site and evidence of past success
- Experience, qualifications, and resources to complete the Project successfully within an agreed timeframe

While the Thread Trail intends to select a Vendor after evaluation of the Proposals, the Thread Trail reserves the right not to proceed with the Project if it determines the Project is not in the best interests of the Thread Trail. The Thread Trail reserves the right to select more than one Vendor if it is determined to be in the best interest of the Thread Trail.

## **PROJECT BACKGROUND**

The Thread Trail has been working since 2019 on the Project, with the following goals:

- Grow awareness of the Carolina Thread Trail brand
- Provide a clear and helpful user experience for trail users
- Establish the Thread Trail as a premier outdoor recreation destination within the greater Charlotte region

The Thread Trail is a regional network of trails that connect 2.9 million people in 15 counties in North and South Carolina. The Thread Trail is an example of unprecedented regional collaboration that works to connect people and communities to nature and each other through 1,600+ miles of trails, greenways and blueways.

In partnership with Catawba Lands Conservancy, the Thread Trail strengthens the region by promoting economic development, education, better health and land conservation.

It is important to note that the Thread Trail does not own the trails within its network; they are constructed, owned and maintained by the municipality in which they are located or, in the case of a trail that is located on one of its preserves, by Catawba Lands Conservancy. The Thread Trail plays three roles to support these community partners in their trails work:

1. **COMMUNITY SUPPORT:** Our team engages communities in the planning and implementation of the Thread Trail, starting with countywide master planning. Once plans are adopted, we actively

partner with communities on priority corridors to help them realize their vision for the Thread Trail.

2. **FUNDING:** Through private fundraising efforts, the Thread Trail grants funds to communities for planning, design, land acquisition and construction of trail segments. We also assist communities in attracting public funding and other private grants.
3. **EXPERTISE:** We enhance trail-building capacity through our annual trail forum, the region's premiere conference focused on trails, and provide mapping expertise to support the design and implementation of trails. By training volunteer leaders in sustainable trail building, the Thread Trail coordinates a corps of volunteers in building and maintaining natural surface trails.

### **Thread Trail's Five-Year Plan:**

Over the next five years we expect that the Thread Trail will see its trail construction accelerate as more communities and members of the public turn to outdoor recreation as an economic driver and a part of a healthy, happy lifestyle. Trail construction is dependent on many different factors, not least of which is community support for the project and available funding, so all numbers are estimates only.

We anticipate being able to sign approximately 60 segments of new trail totaling 190 miles by the end of 2025, with an average of 38 miles each year. During that time, we will also be looking to add signs to our existing trails. We estimate that in 2022 we will sign 69 miles of trail, which includes both new and existing trails. **Based on those mileage numbers, we are estimating producing and installing over 5,400 signs for trails in the next five years.** Those signs break down as follows:

- 231 trailhead
- 920 intersection
- 1163 assurance
- 2921 pavement
- 30 donor recognition
- 148 crosswalk
- 60 kayak/canoe launch

The trails and blueways that we anticipate opening over this timeframe are located in the 15 counties in the Project Site. They are:

- Anson
- Cabarrus
- Catawba
- Cherokee
- Chester
- Cleveland
- Gaston
- Iredell
- Lancaster

- Lincoln
- Mecklenburg
- Rowan
- Stanly
- Union
- York

Over years 1 and 2 of the project, we estimate the need for 1,983 signs across all existing trails in Cabarrus, Gaston, York, Lincoln, Rowan, Chester, Cleveland and Stanly Counties; the Town of Mooresville and along the Chester Rail Trail.

In years 3-5, we estimate the need for 3,455 signs across the remainder of the Carolina Thread Trail's footprint.

*See detailed 5 year plan and sign implementation plan in the attached Appendix B.*

### **Project Scope and Principles:**

The Project will include the following tasks:

- Fabrication of signs and/or sign components as needed over the next two years, with three optional one-year contract extensions
- Installation of signs fabricated by Vendor; the Thread Trail reserves the right to move installation in-house at any time.

*See Thread Trail sign installation standards in the attached Appendix C.*

The Project includes design work only as needed to customize sign content for each trail location. Examples would include changing the locations listed on an intersection sign based on the location that sign would be placed, or placing the map on a trailhead sign before fabrication. Design of maps for trailheads will be done in-house at the Thread Trail and Adobe Illustrator files will be provided to Vendor to include in trailhead fabrication. The Thread Trail sign design and installation package is available and provided to Proposer with this RFP, and the selected Vendor will be required to adhere to those guidelines.

*See detailed sign design package in the attached Appendix D.*

Our team has viewed and compared peer trail networks and developed what we believe is a strong set of principles for the Project. Additionally, we have tested our signs in two pilot programs, with a combined five municipal partners. An example map showing where we located signs in our pilot project in Gaston County is available to view [here](#).

Through our work thus far, we have established these principles for the Project:

- At least one trailhead sign for each trail access point that includes parking
- A wayfinding sign at each street or trail intersection and each turn in the trail of 90+ degrees (multiple options for wayfinding signs within design package)

- An assurance marker at each ¼ mile, unless another Thread Trail sign is present at the location
- Pavement markers where in-ground signs are not able to be used (such as locations with impervious surface)
- Donor recognition signs along some trails, as requested by the Thread Trail
- Signs need to be permanent and hold up to weather and wear, but must also include a way to update content as necessary; as the Thread Trail constantly evolves, signs will need updating over time
- We intend to optimize total cost of ownership for the program. We hope signs will last for 10 years, but are open to hearing other ideas regarding both material degradation and/or need for updates.

If you believe your company is well-suited to help the Thread Trail implement the Project as outlined above, we encourage you to submit a proposal. We intend to use the Vendor for all trail sign needs during the contracted time, unless limited by municipal partner(s) or other reasons.

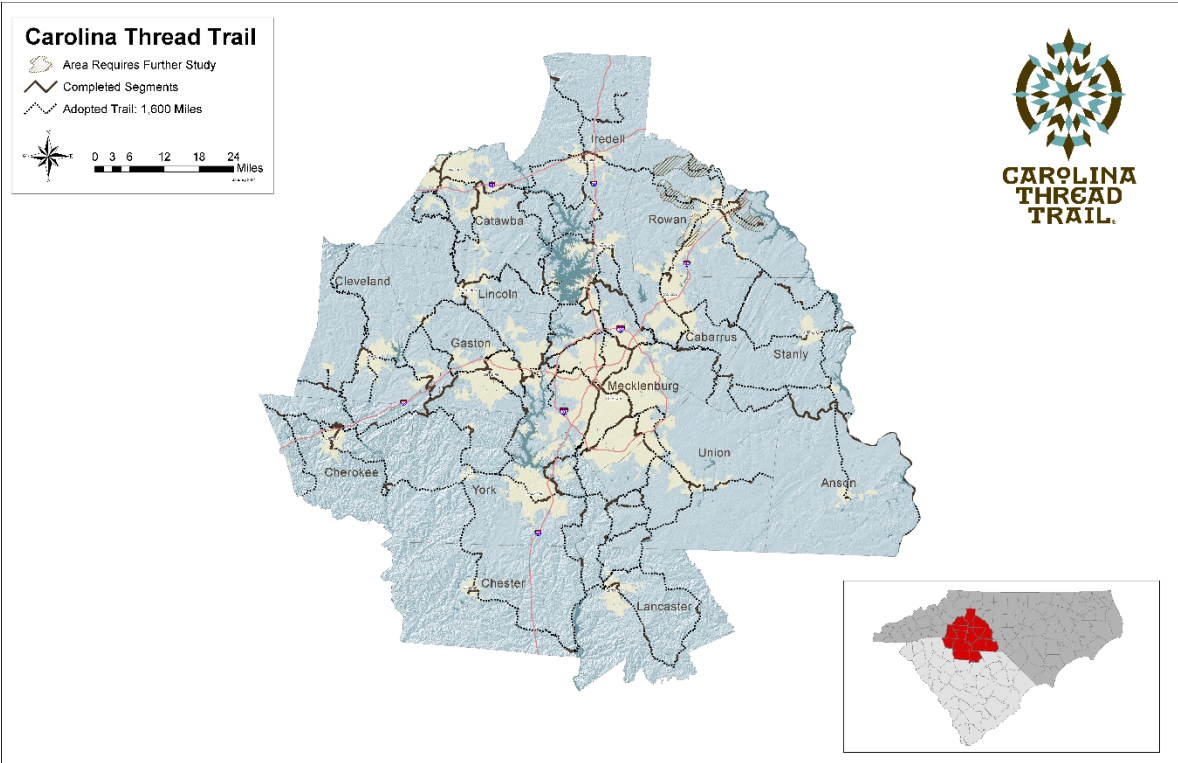
## PROPOSAL REQUIREMENTS

Complete the cost template (*Appendix E*) and submit answers to the following questions:

- Proposer Background
  - Provide a written summary of Proposer's history, a list of personnel who will be involved with the Project including resumes and relevant work experience, and organizational chart.
  - Provide 1-3 examples of previous similar sign projects Proposer has undertaken, with references.
  - Demonstrate experience working with trail or outdoor recreation-related clients, with references.
  - Demonstrate experience setting and meeting deadlines and managing customer expectations.
- Project Approach
  - Describe your plan for implementing the Project to meet the principles outlined above.
  - Describe any challenges you see in the Project and explain how you would resolve or deal with each.
  - Describe any support needed from Thread Trail staff for completion of this Project.
  - Describe your suggested approach to production and installation of crosswalks, especially as to material that will withstand heavy vehicular traffic. Specify materials and estimated timing for replacement of markers.
- Project Schedule
  - Provide a typical project timeline, including estimated completion dates for the following benchmarks:
    - Sign order developed and placed
    - Fabrication complete
    - Installation complete
- Financial
  - Provide a breakdown of costs per sign type, and costs for installation (flat or hourly rate) using the attached template.
  - Provide a breakdown of any additional costs associated with the Project.

# APPENDICES

## Appendix A: Project Site



## Appendix B: Five Year Plan and Implementation Timeline

### 5-Year Plan

#### Miles to be Signed

Existing Miles	409
New Miles	191
Total miles to be signed, next 5 years	600

#### Miles County-by-County

	Existing Miles	New Miles	Paved Miles	Unpaved Miles	Sidewalk	Total Miles
Anson	1	1	2			2
Cabarrus	21	16	27	6	3	36
Catawba	35	18	7	26	20	53
Cherokee	16	9	3	15	7	24
Chester	7	18	1	21	3	25
Cleveland	19	17	2	31	3	36
Gaston	33	19	20	20	12	53
Iredell	22	4	12	5	9	26
Lancaster	13	3	5	7	5	16
Lincoln	10	3	2	8	3	13
Mecklenburg	55	56	86	3	22	111
Rowan	19	2	7	6	9	21
Stanly	10	5	2	10	3	15
Union	17	1	2	7	9	18
York	31	20	17	28	6	51
Blueway	100					100
	409	191	193	194	112	600

## Number of Signs by Type

	Total signs in plan	Cost per sign	% of total #	% of total cost
Trailhead	231	\$1,550	4%	15%
Intersection	920	\$750	17%	29%
Assurance Marker	1163	\$500	21%	25%
Pavement marker	2921	\$95	53%	12%
Crosswalk	148	\$2,180	3%	14%
Donor Recognition	30	\$3,000	1%	4%
Kayak/Canoe	60	\$555	1%	1%
	5473			

## Number of Sign Types by County

County	Trailhead	Intersect	Assurance	Pavement Markers	Donor	Canoe	Crosswalk
Anson	2	5	4	43		0	1
Blueway						60	
Cabarrus	18	64	93	70		0	18
Catawba	13	54	113	512		0	6
Cherokee	5	20	34	15		0	2
Chester	11	28	62	100		0	0
Cleveland	16	78	112	81		0	1
Donor					30	0	
Gaston	30	102	120	311		0	16
Iredell	12	33	52	256		0	10
Lancaster	5	17	44	120		0	4
Lincoln	6	17	31	88		0	2
Mecklenburg	58	284	230	591		0	68
Rowan	8	38	51	224		0	5
Stanly	8	32	42	83		0	1
Union	6	20	24	231		0	1
York	33	128	151	197		0	13
	231	920	1163	2921	30	60	148



# Sign Implementation Timeline

## Summary

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Year	Miles	# signs	Cost	
2022	89	989	\$ 567,383	Gaston, York, and Cabarrus Counties, as well as Mooresville
2023	81	994	\$ 584,483	<ul style="list-style-type: none"><li>• All existing in Lincoln, Rowan, Chester, Cleveland, and Stanly</li><li>• Group donor signs (budgeted 10 signs)</li><li>• New construction completed in Cabarrus, Gaston, and Mooresville</li></ul>
2024	92	1398	\$ 423,115	<ul style="list-style-type: none"><li>• All existing in Catawba, Cherokee, Anson, Iredell, Lancaster, and Union Counties</li><li>• Completed construction from previous counties</li></ul>
2025	205	715	\$ 616,011	<ul style="list-style-type: none"><li>• All blueway signs (adds 100 miles, but only 60 signs)</li><li>• Remaining newly constructed</li></ul>
2026	128	1342	\$ 930,759	<ul style="list-style-type: none"><li>• Mecklenburg County</li><li>• Some later finishing construction in other counties</li></ul>
<b>Grand Total</b>	<b>594</b>	<b>5438</b>	<b>\$ 3,121,751</b>	

## 2022

- All existing trail in Cabarrus, Gaston, York and Mooresville
- Chester Rail Trail
- Total signs: 989

	Total Miles	# Trail Head	# Intersection	# Assurance	# Pavement Markers	# Crosswalk	Installation	10% Contingency	Total	50% Share	Total Miles
Cabarrus	17	8	19	34	70		\$50,319	\$10,064	\$6,038	\$66,421	\$33,211
Chester	4	3	6	13			\$15,650	\$3,130	\$1,878	\$20,658	\$10,329
Gaston	31	17	49	62	268	16	\$154,421	\$30,241	\$18,466	\$203,128	\$101,564
Iredell	3	2	6	8	30		\$14,450	\$2,890	\$2,576	\$27,558	\$13,779
York	35	22	81	99	163	13	\$188,194	\$38,731	\$22,692	\$249,617	\$124,809
	<b>89</b>	<b>52</b>	<b>161</b>	<b>216</b>	<b>531</b>	<b>29</b>	<b>\$423,034</b>	<b>\$85,056</b>	<b>\$51,651</b>	<b>\$567,383</b>	<b>\$283,691</b>

## 2023

- All existing in Lincoln, Rowan, Chester, Cleveland, and Stanly
- Group donor signs (budgeted 10 signs)
- New construction completed in Cabarrus, Gaston, and Mooresville
- Total signs: 994

	Total Miles	# Trail Head	# Intersection	# Assurance	# Pavement Markers	# Crosswalk	Donor	Installation	10% Contingency	Total	50% Share	Total Miles
Cabarrus	2	1	6	9				\$10,550	\$2,110	\$1,266	\$13,926	\$6,963
Chester	7	3	12	13	86	0		\$28,301	\$5,660	\$3,396	\$37,357	\$18,679
Cleveland	21	6	34	63	81	1		\$76,175	\$15,319	\$9,149	\$100,643	\$50,322
Gaston	8	7	24	27	14			\$43,680	\$8,536	\$3,940	\$43,280	\$21,640
Iredell	2	2	6	6	2			\$10,790	\$2,158	\$1,734	\$19,916	\$9,958
Lincoln	10	4	11	19	88	2		\$36,632	\$7,494	\$4,413	\$48,539	\$24,270
Rowan	19	7	31	43	224	5		\$87,742	\$17,968	\$10,571	\$116,281	\$58,141
Stanly	10	6	26	32	83	1		\$54,884	\$11,061	\$6,594	\$72,539	\$36,270
Donor							10	\$100,000	\$20,000	\$12,000	\$132,000	\$66,000
<b>Grand Total</b>	<b>81</b>	<b>36</b>	<b>150</b>	<b>212</b>	<b>577</b>	<b>9</b>	<b>10</b>	<b>\$448,754</b>	<b>\$90,307</b>	<b>\$53,064</b>	<b>\$584,483</b>	<b>\$292,241</b>

## 2024

- All existing in Catawba, Cherokee, Anson, Iredell, Lancaster, and Union Counties
- Completed construction from previous counties
- Total signs: 1398

	Total Miles	# Trail Head	# Intersection	# Assurance	# Pavement Markers	# Crosswalk	Signs Cost	Installation	10% Contingency	Total	50% Share
Anson	2	2	5	4	43	1	\$15,096	\$3,103	\$1,820	\$20,019	\$10,010
Cabarrus	3	2	11	11			\$16,850	\$3,370	\$2,022	\$22,242	\$11,121
Catawba	27	3	10	17	512	6	\$82,414	\$16,987	\$9,940	\$109,340	\$54,670
Cherokee	16	4	16	17	15	2	\$32,485	\$6,665	\$3,915	\$43,065	\$21,533
Gaston	1		3	1	4		\$3,130	\$626	\$376	\$4,132	\$2,066
Iredell	14	2	5	14	224	10	\$56,892	\$12,218	\$6,911	\$76,021	\$38,011
Lancaster	13	5	17	35	120	4	\$58,082	\$11,952	\$7,003	\$77,038	\$38,519
Union	17	5	16	20	231	1	\$53,913	\$10,867	\$6,478	\$71,258	\$35,629
	<b>92</b>	<b>23</b>	<b>83</b>	<b>119</b>	<b>1149</b>	<b>24</b>	<b>\$318,862</b>	<b>\$65,788</b>	<b>\$38,465</b>	<b>\$423,115</b>	<b>\$211,558</b>

## 2025

- All blueway signs
- Remaining newly constructed
- Total signs: 715

	Total Miles	# Trail Head	# Intersection	# Assurance	# Pavement Markers	# Crosswalk	# Kayak	Signs Cost	Installation	10% Contingency	Total	50% Share
Cabarrus	1	1	6	5		18		\$47,790	\$11,070	\$5,886	\$64,746	\$32,373
Catawba	26	10	44	96				\$96,500	\$19,300	\$11,580	\$127,380	\$63,690
Cherokee	9	1	4	17				\$13,050	\$2,610	\$1,566	\$17,226	\$8,613
Chester	15	5	10	36	14			\$34,580	\$6,916	\$4,150	\$45,646	\$22,823
Cleveland	15	10	44	49				\$73,000	\$14,600	\$8,760	\$96,360	\$48,180
Gaston	10	5	19	28	17			\$37,615	\$7,523	\$4,514	\$49,652	\$24,826
Lancaster	3			9				\$4,500	\$900	\$540	\$5,940	\$2,970
Lincoln	3	2	6	12	0			\$13,600	\$2,720	\$1,632	\$17,952	\$8,976
Rowan	2	1	7	8				\$10,800	\$2,160	\$1,296	\$14,256	\$7,128
Stanly	5	2	6	10				\$12,600	\$2,520	\$1,512	\$16,632	\$8,316
Union	1	1	4	4				\$6,550	\$1,310	\$786	\$8,646	\$4,323
York	16	11	47	52	34			\$81,530	\$16,306	\$9,784	\$107,620	\$53,810
Blueway	100						60	\$33,300	\$6,660	\$3,996	\$43,956	\$21,978
	205	49	197	326	65	18	60	\$465,415	\$94,595	\$56,001	\$616,011	\$308,006

## 2026

- Mecklenburg County
- Some later finishing construction in other counties
- Total signs: 1342

	Total Miles	# Trail Head	# Intersection	# Assurance	# Pavement Markers	# Crosswalk	# Donor	# Kayak	Signs Cost	Installation	10% Contingency	Total	50% Share
Cabarrus	9	6	22	34					\$42,800	\$8,560	\$5,136	\$56,496	\$28,248
Gaston	0		2	1					\$2,000	\$400	\$240	\$2,640	\$1,320
Iredell	7	6	16	24					\$33,300	\$6,660	\$3,996	\$43,956	\$21,978
Mecklenburg	111	58	284	230	591	68		0	\$622,260	\$130,164	\$75,242	\$827,667	\$413,833
<b>Grand Total</b>	<b>128</b>	<b>70</b>	<b>324</b>	<b>289</b>	<b>591</b>	<b>68</b>		<b>0</b>	<b>\$700,360</b>	<b>\$145,784</b>	<b>\$84,614</b>	<b>\$930,759</b>	<b>\$465,379</b>

## **Appendix C: Sign Package**



CAROLINA THREAD TRAIL

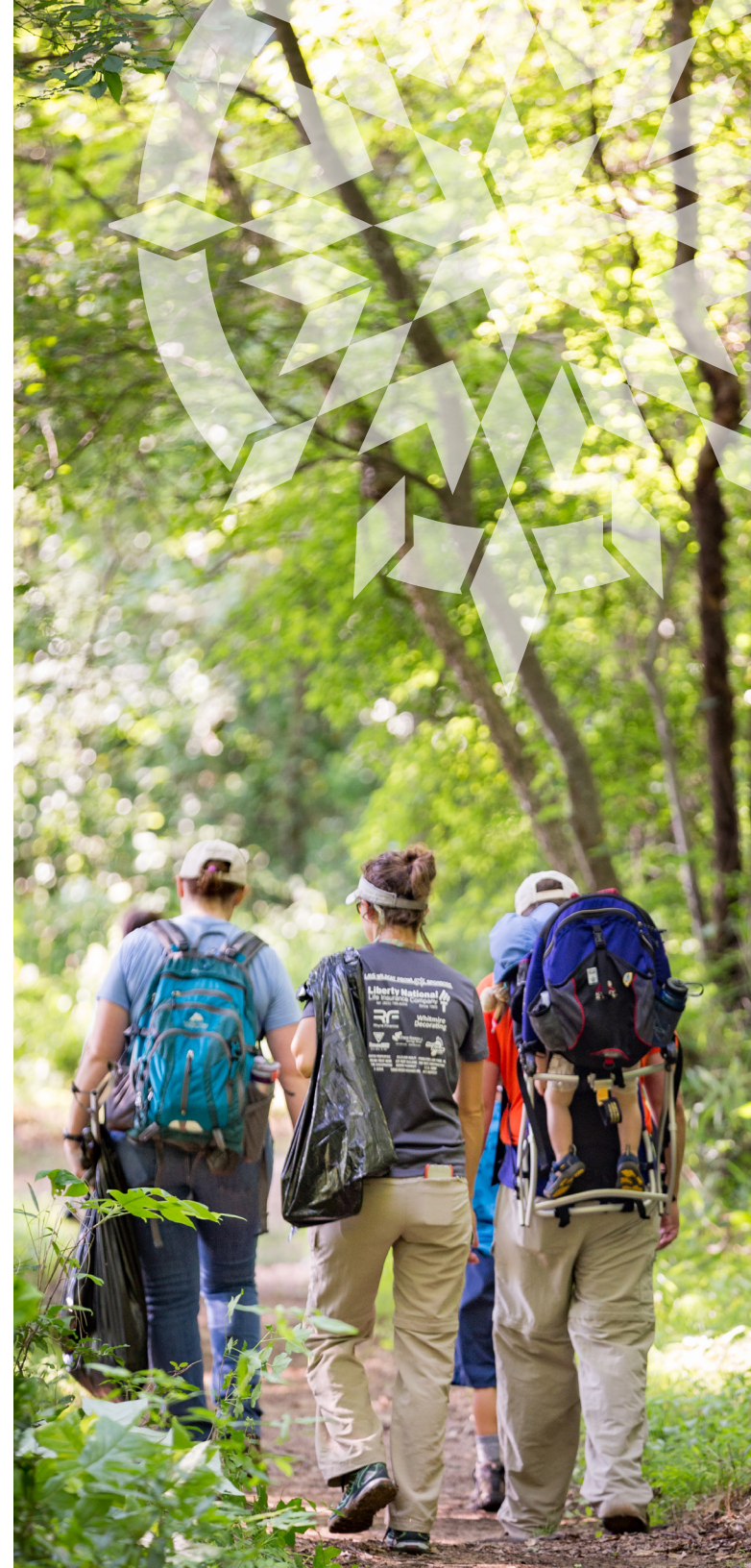
# CORE SIGNAGE OBJECTIVES

Signage | Design & Implementation Guidelines



# TENZING CONTENT

- 03 OBJECTIVES
- 04 OUR MISSION
- 05 BRAND OVERVIEW
- 07 TRAILHEAD
- 10 WAYFINDING
- 17 INFRASTRUCTURE
- 19 DONOR RECOGNITION
- 23 APPENDICES
- 29 CONTACT US





# CAROLINA THREAD TRAIL CORE SIGNAGE OBJECTIVES



## SIGNAGE OBJECTIVES & BRIEF OVERVIEW

### THE OBJECTIVES OF CONSISTENT CAROLINA THREAD TRAIL (CTT) SIGNAGE ARE TO:

- Brand an area trail segment as a part of a larger and cohesive area trail system
- Improve the trail user experience
- Improve travel within and between trail systems
- Increase trail user comfort and confidence in navigating the various segments of a large trail system
- Promote recreational trail use
- Offer safety measures built into geolocational references on signage
- Protect non-trail areas by directing trail users along the designated trail path
- Educate trail users on key intersection and destination options

### THE CTT TRAIL SIGNAGE USAGE GUIDELINES PROVIDE GUIDANCE IN ACHIEVING A COMPREHENSIVE AND UNIFORM SIGN SUPPORT SYSTEM BY:

- Encouraging trail managers to employ signage consistently
- Offering signage that is
  - Highly visible and clear
  - Attractive in design and does not heavily distract from natural surroundings
  - Modular in execution and able to accommodate special circumstances
  - Utilizes standardized and long-lasting components to assist with sign production, ongoing maintenance, long lifetime, etc.

THE MOST BASIC TRAIL SIGNS ARE THOSE THAT IDENTIFY THE TRAIL. TO PROMOTE CONSISTENCY AND EDUCATION OF THE LARGER CAROLINA THREAD TRAIL SYSTEM, AS WELL AS ASSIST WITH THE CONFIDENCE AND CLARITY OF DIRECTIONS FOR USERS, OUR OUTLINED SIGNAGE PACKAGE ON THE PAGES THAT FOLLOW AIM TO ACHIEVE THOSE BASIC GOALS.



# OUR MISSION



The Carolina Thread Trail is a regional network of greenways, trails and blueways that reaches 15 counties in North and South Carolina and serves 2.9 million people.

Our mission is to create a legacy of conservation and connectivity through a regional network of trails.

We currently have 300 miles of trails and 170 miles of blueways open to the public. Our vision is to build out a network of 1,600 miles of trails, greenways and blueways that will link people to places and communities to each other throughout our region. We plan to have 425 miles of this network completed at the end of the next 5 years. As we add trail, we intend to provide geolocation as part of our signage, which is an emerging best practice among trail systems.

We currently have over 1 million visitors a year enjoying the Carolina Thread Trail. Over 100,000 people have utilized our website, [carolinathreadtrail.org](http://carolinathreadtrail.org), in 2019. Our website also links to approximately 50 other websites expanding our reach exponentially.

We have over 400 major sponsors and donors supporting our efforts. Over 2,500 individuals receive our newsletter including many of the major business leaders and non-profit organizations in our area. We have a network of 44 trail managers that we regularly work with to offer support to them and their organizations. Our email list includes over 14,000 active users, and we have over 10,600 followers on Facebook and over 3,500 on Instagram. In 2019 we hosted over 100 programs and events, and had nearly 650 volunteers assisting with trail maintenance, educational programs, and public events.

Our organization is well-staffed and led by Bart Landess, our Executive Director. We support all the needs of this effort including signing, trail design, land acquisition, governmental contacts and construction. We are also supported by a dynamic Board of Directors dedicated to supporting our mission. We have all the tools necessary to serve people in our region and support the donor community as well.

The Carolina Thread Trail is a landmark project that will benefit people of every age, every background, and in every community in our region. Our aspiration is for the Carolina Thread Trail to become an iconic attraction, not unlike Atlanta's Belt Line and New York City's High Line, providing unique recreational opportunities, spurring economic development and creating a nationally known attraction unique to the Carolinas.



# CAROLINA THREAD TRAIL BRANDING OVERVIEW



## PRIMARY LOGO (VERTICAL)



## SECONDARY LOGO (HORIZONTAL)



## SUB HEADLINE FONT | NEUTRA FACE BOLD

**AB** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SUB HEADLINE FONT | ROBOTO SLAB REGULAR


**AB** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## BODY COPY FONT | FILOSOFIA OT REG

**AB** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

PMS 7533U	PMS 5493U	PMS 5483U	PMS 443U	PMS 152U 80%	PMS 390U
CMYK: 54   52   57   22	CMYK: 58   29   31   1	CMYK: 67   39   39   6	CMYK: 10   0   0   60	CMYK: 0   70   100   0	CMYK: 35   0   100   10





# SIGNAGE USAGE GUIDELINES

New Trail Construction Signage Prototypes





## SIGNAGE TYPE | TRAILHEAD



### Trailhead:

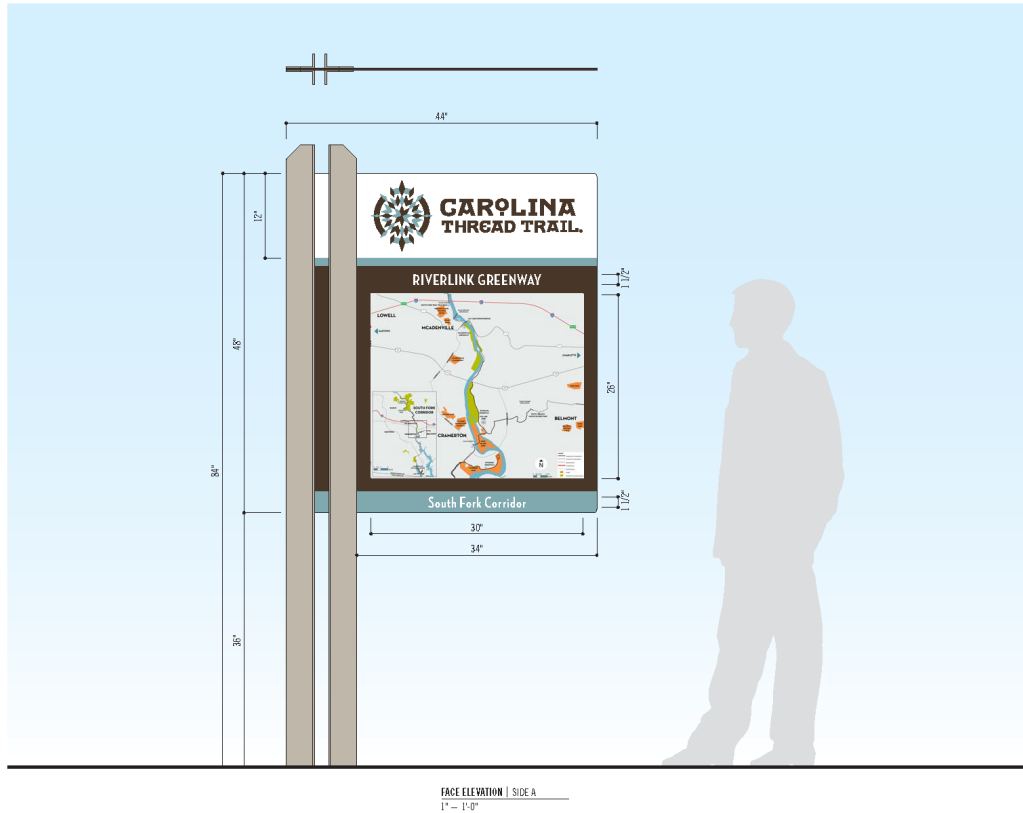
- A trailhead is the primary starting point of a trail. A trailhead sign is used to orient the user and provide trail specific information at the trailhead of each trail, at a major trail junction or perhaps at a large road crossing. The Carolina Thread Trail trailhead base sign orients the trail user by indicating to the user the starting point of a specific trail or trail segment.

### Components of CTT trailhead signs:

- Carolina Thread Trail logo
- Specific trail name
- Larger trail corridor name
- A map identifying the user's current location in context of the specific trail, and an inset map showing the larger corridor. A standard trail map comprises approximately the majority of the trailhead sign.
- Trailhead signs can be double or single-sided, depending on the location, with a preference for double-sided wherever possible.

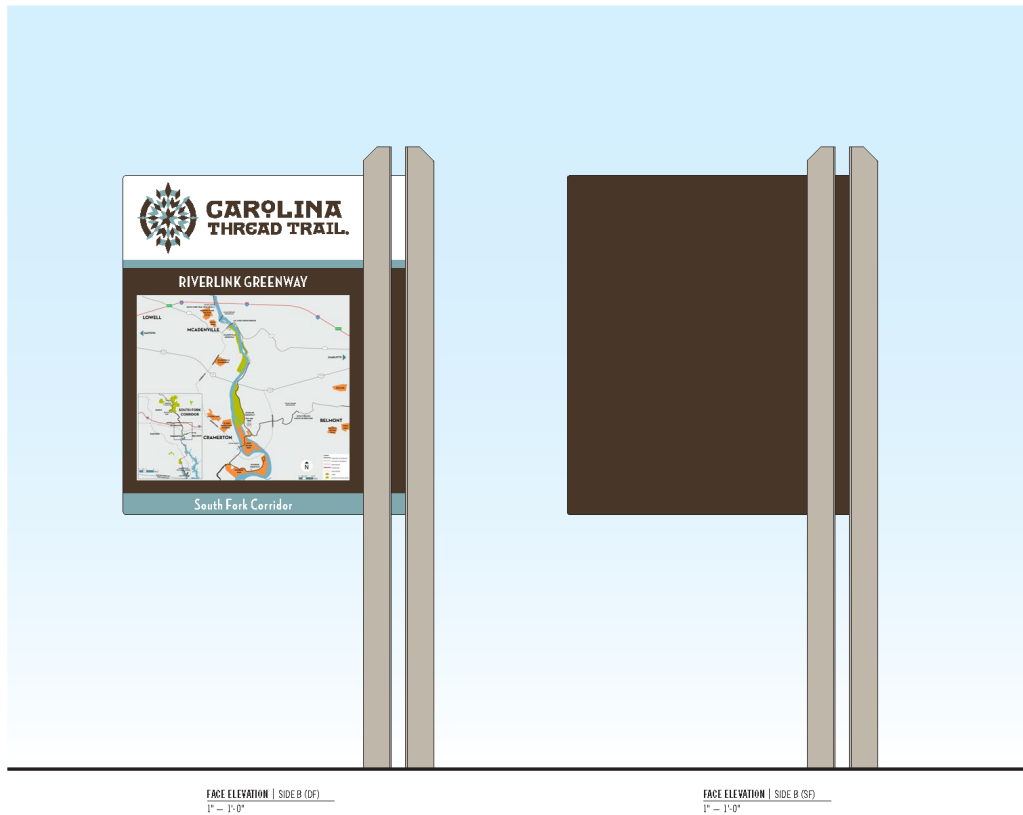


# SIGNAGE TYPE | TRAILHEAD





# SIGNAGE TYPE | TRAILHEAD







## SIGNAGE TYPE | WAYFINDING



Wayfinding signage can help trail users remain safely on a trail and find their way as they proceed forward while using a trail. Regardless of what type of markers are used or type of trail being marked, it is important that each specific trail is marked clearly and consistently, and the marking should conform to a standard color(s), shape, and size outlined in the following guidelines.

### Intersection:

- › Directional signage is often most useful at trail junctions or intersections and road crossings.

### Components of intersection signs:

- › Carolina Thread Trail logo
- › Significant destinations (maximum of four)
- › The direction to each destination (an arrow, unless the direction is obvious by the placement of the sign)
- › The name of the trail corridor (if applicable)
- › Optional: The distance to a destination



# SIGNAGE TYPE | INTERSECTION





## SIGNAGE TYPE | WAYFINDING



### Assurance marker:

- Assurance markers are small, simple signs that mark the route of the trail and reassure trail users that they are on the trail.
- Assurance markers are especially helpful in more complex trails, or natural trail segments where the trail may be obscured by vegetation.
- Assurance markers are modular and can have an additional flag added to recognize the community in which they are located.

### Types of assurance markers (all include the CTT logo or icon):

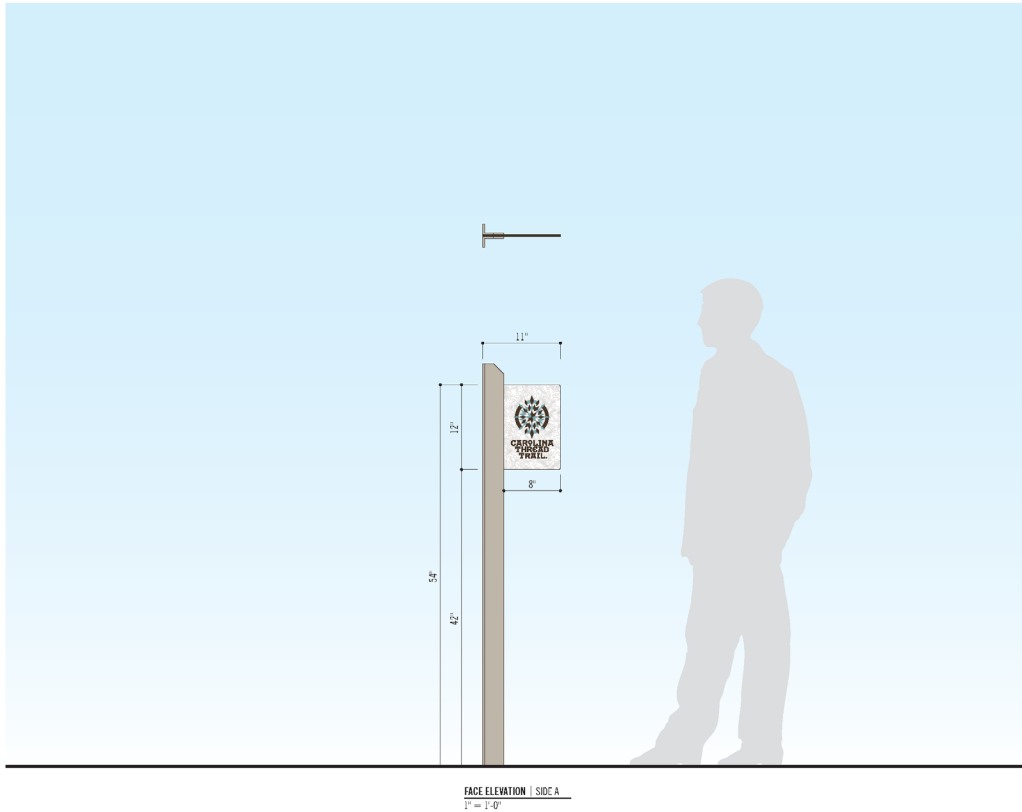
- Stand-up signs
- Square tree/post attachments
- Painted stencils

### Distance Recommendations:

- It is recommended if assurance markers are utilized, that they be placed EVERY QUARTER MILE. Use of assurance markers is encouraged along all trails where installation is possible.
- On long distance trails, if it is not cost effective or desirable to use stand-up post assurance markers as the sole method of marking a trail, a less costly and less visually obtrusive method of assurance marking (square tree/post attachments, or painted stencil) can be used in addition to or in place of stand-up markers.



# SIGNAGE TYPE | ASSURANCE MARKER





## SIGNAGE TYPE | WAYFINDING



### Pavement marker:

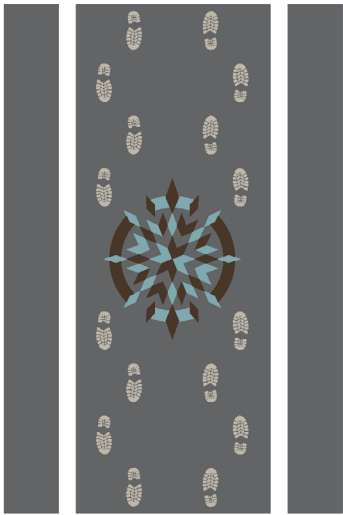
- There are many areas in the CTT network where trails are connected via sidewalk or paved streets. In these areas, which are often more urban environments, pavement markers play an important role in ensuring trail users easily find their way.

### Types of pavement marker:

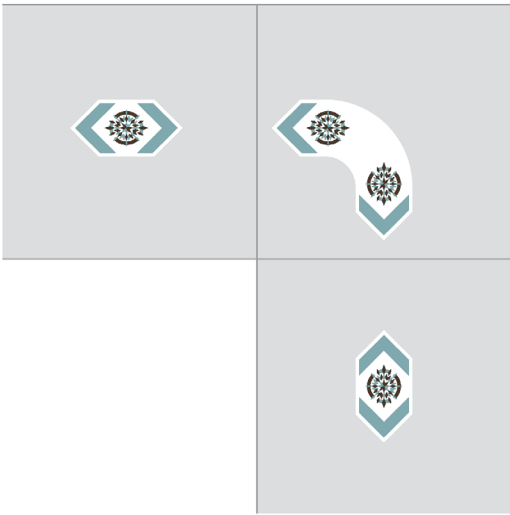
- **Arrow** – The arrow markers provide directional guidance for trail users, assisting with making turns and assuring the user is still on the correct path.
- **Crosswalk** – Crosswalk markers make it clear to the user where to cross a street or intersection in order to stay on the Carolina Thread Trail. It also provides placemaking benefits to the surrounding neighborhoods



# SIGNAGE TYPE | PAVEMENT MARKER



FACE ELEVATION | CROSSWALK  
NTS



FACE ELEVATION | SIDEWALK MARKER  
1" = 1'-0"



# SIGNAGE TYPE | PAVEMENT MARKER





## SIGNAGE TYPE | INFRASTRUCTURE



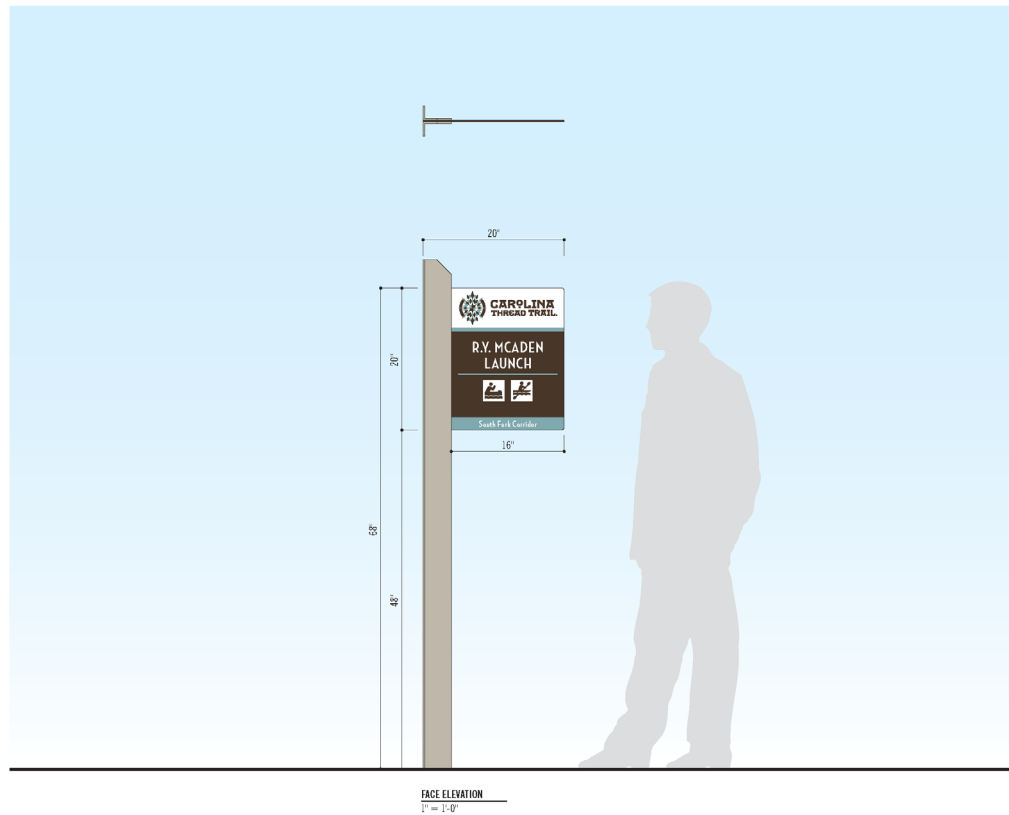
### Kayak/canoe launch:

- Launches that are significant enough to have a donor name will include that name, otherwise they will use the community or municipality's name of the launch.
- Launch signs will also include universal icons for kayaking and canoeing.





# SIGNAGE TYPE | KAYAK/CANOE LAUNCH





## SIGNAGE TYPE | DONOR RECOGNITION



### Naming opportunities:

- The capital campaign will create unique opportunities for permanent recognition along our trails. All naming agreements are subject to Carolina Thread Trail Governing Board approval, and may also be subject to local government approval.
- Details of naming opportunities can be found here:
  - [CTT Naming Opportunities for Donor Recognition](#)

### Governance for determining naming opportunities:

When a gift large enough to merit a naming opportunity comes in, the process CTT will follow for naming is:

- The “lead solicitor” (i.e. campaign leadership or peers of the donor) will approach the donor and work with them to determine what is of interest to name, at the appropriate level based on the chart above.
- That proposal will come to staff to evaluate feasibility and identify any challenges in proceeding with naming. During this time, staff will also consult with any appropriate municipality on the naming proposal. If the proposal is designated infeasible by staff and/or municipality, an alternative proposal will be suggested and brought to the donor by their peers.
- If staff and municipalities are able to come to an agreement about the naming, final approval will be needed from CTT Governing Board to make it official.
- Criteria to be considered when determining appropriate naming opportunities within a gift level are as follows:
  - User traffic
  - Location
  - Length
  - Cost of construction (i.e. surface material)



## SIGNAGE TYPE | DONOR RECOGNITION



### Signage opportunities:

For donors who give amounts less than \$250,000, recognition will be provided through signage rather than naming. Gifts of \$250,000+ will also be recognized on group recognition signs, in addition to the above naming opportunities.

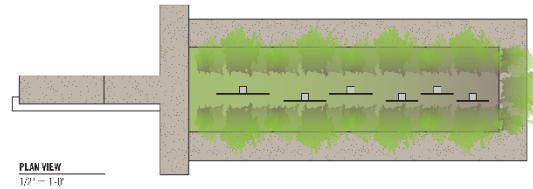
- > Recognition will last until the next capital campaign is launched (approx. 10 years).
- > Minimum donation amount for recognition on group signage may vary by county, to be determined by Capital Campaign Committee and CTT Governing Board.
- > Municipal governments will be recognized as donors.

### Recognition types:

- > **Group signs** - Donors who give the following gift sizes will be recognized on group signs, of which there will be at least one per county, prominently displayed (dollar amounts will not be listed, but names will be in descending order of amount):
  - > \$1 million and above
  - > \$500,000-\$999,999
  - > \$250,000-\$499,999
  - > \$100,000-\$249,999
  - > \$10,000-\$99,999
- > **Individual signs** - Gifts in the \$100k-\$249,999 range will also have the opportunity for recognition on a bridge sign. Placement of this sign along any particular trail is first come, first serve, but our team will work with a donor to find an appropriate and acceptable bridge for recognition as needed.
- > **Non-signage recognition** - Annual gifts to infrastructure projects of less than \$10,000 will be recognized in ways other than signage (i.e. social media posts, newsletter features, etc.)

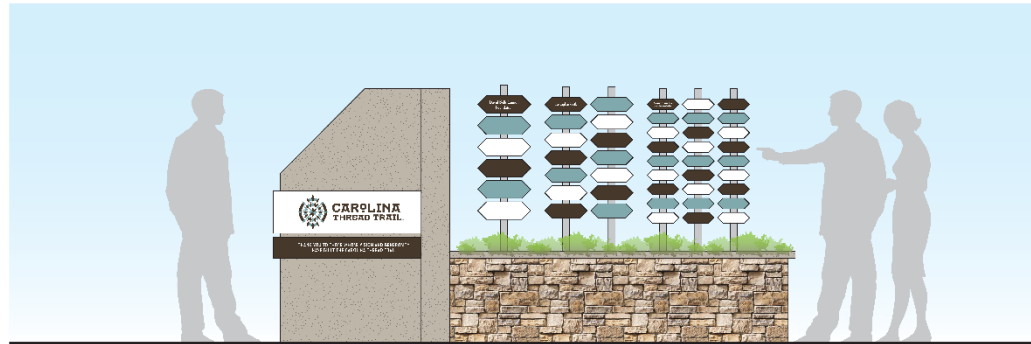


# SIGNAGE TYPE | GROUP DONOR RECOGNITION



## CONCEPT DESCRIPTION:

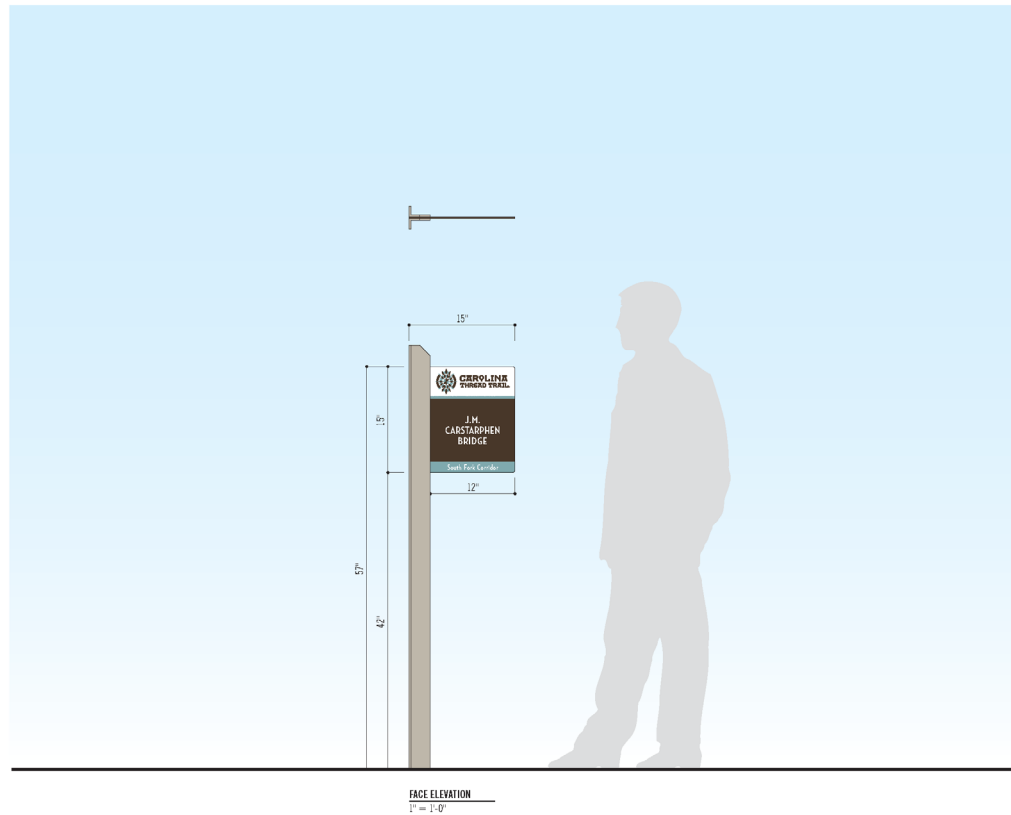
- Using the existing aesthetics of the CTT sign program, the concept is to create a celebrated "tree" of donors.
- The staggered vertical donor "trees" rise out of a landscaped stone planter.
- Donor plaques are sized & organized by gift level and are multi-colored to suggest "community".
- The angled precast concrete element serves as the planter anchor and organizes the CTT brand & community messages.



FACE ELEVATION  
1/2" = 1'-0"



## SIGNAGE TYPE | INDIVIDUAL DONOR RECOGNITION





# APPENDICES





## APPENDIX A: ADDITIONAL SIGNS



### Mile marker:

- Mile markers serve as wayfinding and can help with geolocation needs.
- Mile markers are placed incrementally along a trail and can be used to show a specific mileage point from the starting point of a specific trail corridor. When markers are installed, their locations can be recorded with a GPS device and incorporated into a town or city's GIS to provide emergency response services associated with geolocation.

### Components of mile marker:

- Carolina Thread Trail Logo
- The name of the trail segment
- Mileage number marking
- The name of the trail corridor
- Emergency services messaging for geolocation support

### Educational marker:

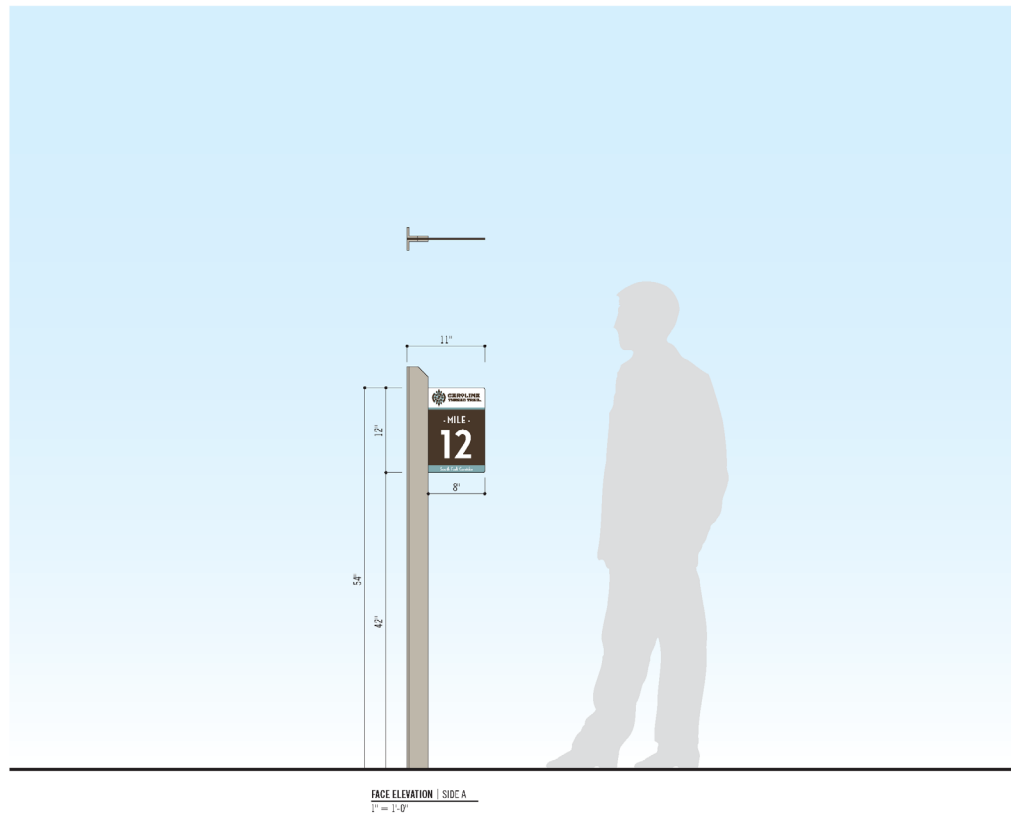
- Educational signs serve to provide additional information for trail users as they move along the trail.

### Educational marker types:

- **Naturalist sign** – A sign that identifies natural features and provides context for trail users, to expand their knowledge of the ecosystems they encounter along the trail.
- **Historical marker** – A sign that provides historical context to the trail itself or features along it. Could be a simple upright marker or a more expansive podium style sign with more information and/or photos.



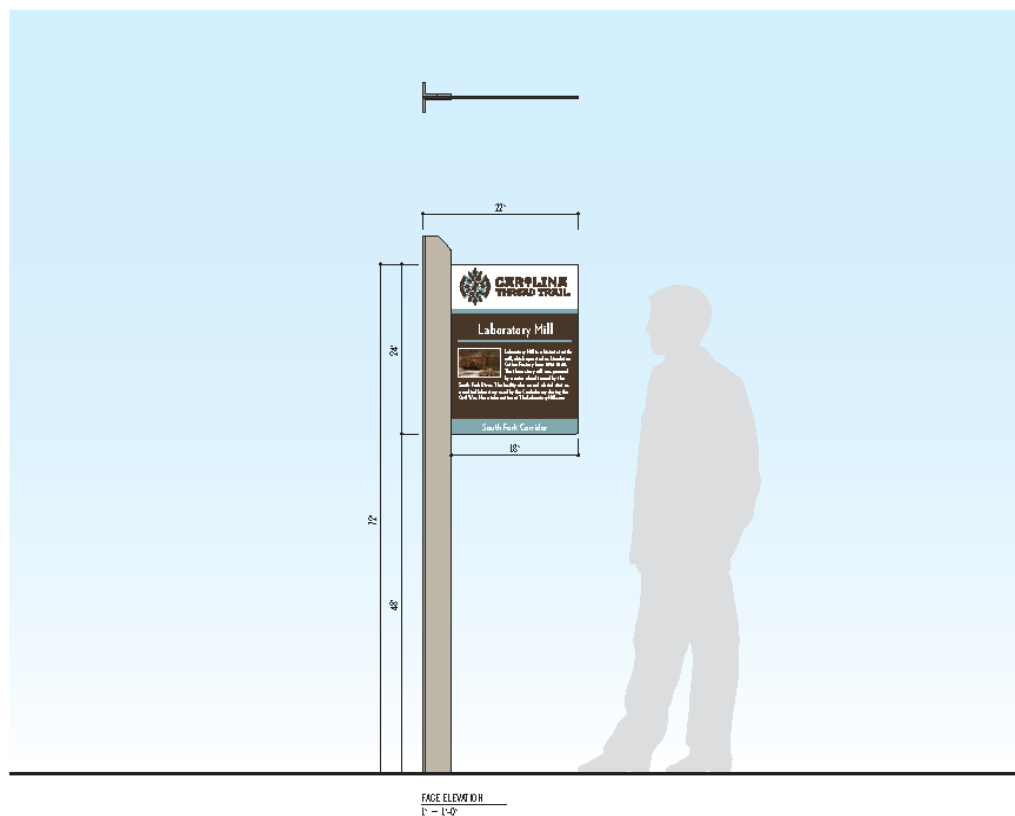
# APPENDIX A: MILE MARKER







## APPENDIX A: EDUCATIONAL MARKER





## APPENDIX B: INSTALLATION STANDARDS



### Signs:

- › Vendor will notify the owner (the municipality or county) prior to beginning installation.
- › Vendor is responsible for determining if the site needs to be located for utilities. Thread Trail recommends locating if using a hand auger to dig the postholes. Vendor is responsible for any damage to utilities that result from digging postholes.
- › Vendor will comply with any owner restrictions regarding vehicle and personnel access onto trails.
- › Vendor will repair any tire ruts and turf damage to original condition. Vendor will leave area in vicinity of installed sign(s) in original condition and will remove any rocks or debris.
- › Vendor will give the owner the option of participating in the locating and orienting of signs while vendor is on site.
- › Signs will be installed plumb, level and true.
- › Install trailhead and intersection signposts twenty-eight (28) inches into the ground.
- › Install all other signposts at a depth that provides stability and achieves the sign height specified in the Thread Trail sign design package.
- › Add concrete to provide stability. Tamp-in signs to provide stability.
- › Once installation is complete, vendor will notify both the owner and Thread Trail. Owner and Thread Trail staff will inspect the installation and must be satisfied prior to vendor invoicing for the installation.



## APPENDIX B: INSTALLATION STANDARDS



### Pavement markers:

- › Vendor will give the owner the option of participating in the locating and orienting of pavement markers while vendor is on site.
- › Pavement surface must be clean and free of grease and oils.
- › Air temperatures must be above 60 degrees F at the time of applying the pavement markers.
- › Once installation is complete, vendor will notify both the owner and Thread Trail. Owner and Thread Trail staff will inspect the installation and must be satisfied prior to vendor invoicing for the installation.





## CONTACT US

For questions or assistance related to the core signage details outlined in this packet, contact:

**JANE LOVE, COMMUNITY COORDINATOR**

Catawba Lands Conservancy | Carolina Thread Trail  
4530 Park Road, Suite 420  
Charlotte, NC 28209

T: 704.342.3330 ext. 2224  
F: 704.342.3340



## Appendix D: Cost Template

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Trail Signage Needs Phase 1 (Years 2022 and 2023)  
Mooreville, Gaston County and Communities, Cabarrus County and Communities, Fort Mill, Rock Hill

Sign Type	Description	Quantity	Site locations	Fabrication	Crating	Mobilization	Installation	Other - please specify	Total	Unit Cost
Traillead sign		Just Phase 1 or		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Intersection sign				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Assurance marker				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Pavement marker				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Group donor				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Kayak Launch				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Bridge				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Trail naming				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Crosswalk				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

TOTAL \$0.00

Additional Costs

Description			
Site Survey		\$0.00	
Permit Procurement		\$0.00	
Permits at Cost (Estimated)		\$0.00	
Equipment Rental (For Installation if Needed)		\$0.00	
Project Management Fee		\$0.00	
Design Development		\$0.00	
Tax (Estimated)		\$0.00	

TOTAL \$0.00

GRAND TOTAL \$0.00

Notes:

Contact Info:  
Company: \_\_\_\_\_  
Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Please provide sign-off by a Principal that if selected, your team will adhere to costs, guidelines and deadlines laid out in this RFP, as estimated in the 5-year plan above.

Name: \_\_\_\_\_  
Signature: \_\_\_\_\_