



RALEIGH CAPITAL AREA GREENWAY

# Wayfinding Plan

April 2025







Note: This document is designed to be printed double-sided or viewed as facing pages.



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# 1

# Introduction



Growth of the Capital Area Greenway System, since its origins in the 1970s, has connected people to nature, parks, recreation, and many other destinations. Connections along greenway trails and open space corridors are some of the most notable assets in the city. Although the historic use of the greenway trails has been for recreation, these linear corridors can also serve as safe and comfortable transportation routes for people walking and bicycling.

The City of Raleigh's Strategic Plan (FY21-25) highlights opportunities for the larger greenway system to meet a variety of user needs. Objective 2 from the Plan's *Growth and Natural Resources* focus area is listed below with its corresponding objectives:

- **Objective 2:** Complete, adopt, and implement the Capital Area Greenway Master Plan to support a balance of environmental, multi-modal transportation, and recreational uses.
  - Initiative 2.1: Develop and implement policy recommendations, operational considerations, and capital investments to position greenway trails as transportation options.
  - Initiative 2.3: Incorporate an array of amenities into the network of greenway trails, based on the priorities identified in the Greenway Master Plan and other emerging best practices, to increase and improve user experience.

Increasing the confidence and awareness for both users that are taking both recreation and active transportation trips requires wayfinding signage that is clear, consistently deployed, and intuitive. The purpose of this document is to build upon the existing wayfinding signage along the greenway trails to improve the user experience as they connect to, travel along, and enjoy the greenway trails in Raleigh. Using the initiatives from the Strategic Plan as a guide, this Wayfinding Plan:

- Develops strategies and guidance for wayfinding signage content and placement;
- Creates new destination-based wayfinding signage options that portray information such as maps, distances, and amenities in a clear manner; and
- Highlights how the use of wayfinding signage can benefit all trip types—recreation and active transportation—along the Greenway System.





# The contents of the Wayfinding Plan include the following:

## Need for Updated Greenway Wayfinding Signage:

Current signage communicates information about trail names and supports decision-making along the greenway trails; however, a need for signage that focuses on key destinations will add value to all users. These destination-based signs present an opportunity to consolidate messages and create opportunities for people to build their own mental maps of the system, one trail trip at a time.

## Engagement Summary

As new wayfinding signage content and styles were developed, community engagement allowed for input into the types of signage that would be useful and feedback on draft signage concepts.

## Wayfinding Strategies and Sign Family

The final section of the Plan includes strategies for the content and placement of wayfinding signage along with an overview of the entire sign family. This section will be a resource for the City as it fabricates and installs new signage along existing and new greenway trails. An appendix with design intent drawings is also included and provides more details that can be used during the sign fabrication process.









# 2

## Need for Updated Greenway Wayfinding

Existing Signage on the  
Greenway System

Relevant Plans and Reports

The Need for Destination-Based Signage

Takeaways from existing conditions



# Overview

The Capital Area Greenway System, herein referred to as the Greenway System, was originally established in the 1970s with the primary goal of environmental conservation: managing stormwater runoff and flood-prone areas. As the Greenway System has grown – to include approximately 120 miles of greenway trails and 371 miles of open space corridors – its goals and priorities have also evolved. In addition to environmental conservation, the Greenway System seeks to provide both recreation opportunities and pathways for active transportation and commuting for residents and visitors alike.

As the Greenway System has expanded, the need for wayfinding signage has grown to ensure that users can enjoy their experiences as they connect to destinations, access nature, and utilize the system for recreation. The Wayfinding Plan is an opportunity to build upon work that the City has already completed and to establish a document that can guide decisions and provide details on the type, location, content, and benefits of wayfinding signage.

## Existing Signage on the Greenway System

Map 1 on the following page shows the locations of all existing wayfinding signage along the Greenway System. While many of these elements fit into the functional categories established by the 2006 Raleigh Greenways Master Sign Program, there is a significant number of signs that are uncategorized or labeled as miscellaneous. To condense the number of functional categories and to include signs that were previously uncategorized, this map assigns each wayfinding element to one of four sign types: decision, turn, confirmation, and awareness.

### Decision Signs

Decision signs mark the junction of multiple routes. They provide information about the routes themselves or key destinations along the path and help users orient to the local context.

### Turn Signs

Turn signs help users stay on their desired route. Unlike decision signs, they do not prompt users to make a choice about switching paths, but instead notify them to an adjustment they will need to make to stay on their current route.

### Confirmation Signs

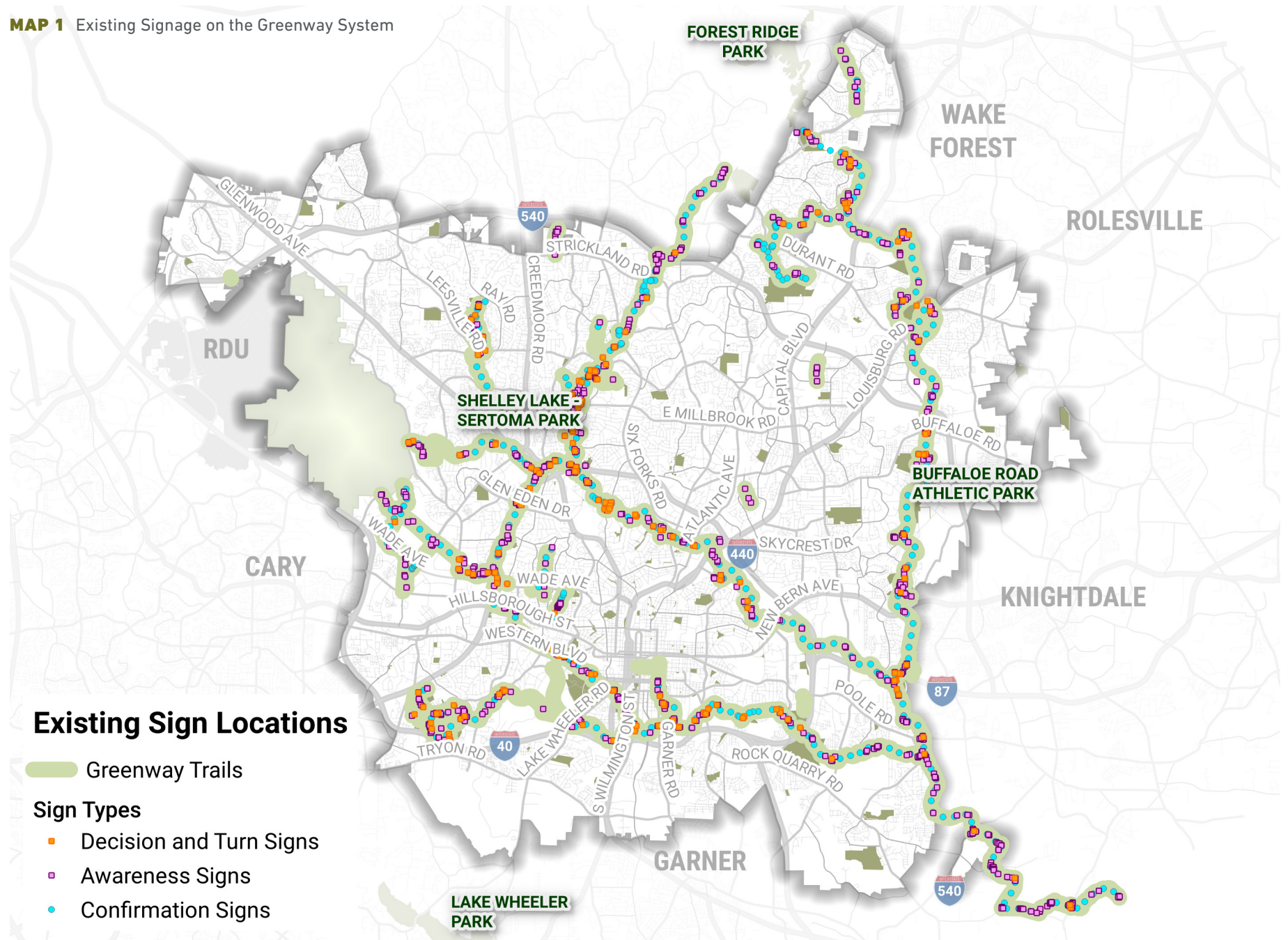
Confirmation signs signal to users that they are on the correct route. They are often smaller in scale and communicate less information, but they are vital in providing a positive, stress-free user experience.

### Awareness Signs:

Awareness signs offer users valuable contextual information to their surroundings and encourage exploration and discovery of different paths and destinations. While they vary in size and shape, they are often larger and include a more diverse range of text, images, and types of information.



**MAP 1** Existing Signage on the Greenway System





# Relevant Plans and Reports

The Capital Area Greenway Master Plan provides the overall strategy for the Greenway System. The update, which was adopted in 2022, establishes goals for the system, identifies gaps and areas for growth, and prioritizes new projects and initiatives. Existing wayfinding along the greenway trails is guided by the 2006 Raleigh Greenways Master Sign Program, established to create a unified visual language and function for signs throughout the network, and the 2014 Capital Area Greenway Planning and Design Guide. These two documents form the foundation of the Greenway System’s existing wayfinding. Within these two documents, sign functions are categorized as informational, directional, regulatory, interpretive, access identification, and confidence markers. These take the form of crossroads signs, smaller scale post signs or plaques, sign panels, and informational kiosks.

# Design Standards

The 2014 Capital Area Greenway Planning and Design Guide outlines the functional classifications for Greenway System signage and provides guidance on where elements should be located, what information they should display, and their general form and size. Table 1 outlines the general guidance provided by this document.

Signage details provide more nuanced standards for the built form of wayfinding elements. These details provide physical dimensions for each of the signs shown in Table 2, in addition to the graphic layout, size, and quality of information to be included on each sign. Additionally, some signage such as trail, mile, and confidence markers have been modified over time to improve visibility. This table also identifies the branding associated with each element based on the Greenways Master Sign Program. It is important to note that there are inconsistencies between the names for signage types between the Greenways Master Sign Program and the Planning and Design Guide.



**TABLE 1** Signage Types from the 2014 Capital Area Greenway Planning and Design Guide

Sign Type	Classifications	Location	Information
Destination/ Directional Signs	Cross City, Greenway Collector, Collector Loop, Neighborhood Greenway Trail	No guidance	Time or distance to destination
Regulatory Signs	Cross City, Greenway Collector, Collector Loop, Neighborhood Greenway Trail	Per MUTCD	Speed, regulatory, and rules
Etiquette Signage	Cross City, Greenway Collector, Collector Loop, Neighborhood Greenway Trail	At access points and periodically on greenway trail	Trail user guidance, safety recommendations, etiquette
Interpretive Signage	Cross City, Greenway Collector, Collector Loop	Dependent on surrounding elements	Ecological, cultural, and historical elements
Informational Kiosks and Message Centers	Cross City, Greenway Collector, Collector Loop	Trailheads and major intersections	Maps, rules and regulations, hours of operation







**TABLE 2** Branding and Signage Types from the Raleigh Greenways Master Sign Program

Sign Type	Master Sign Program Sign Type	Wayfinding Signage Type	Branding Elements	Consistent Color Palette	Consistent Type Face	Trail Name	"Capital Area Greenway" Branding	"Raleigh Parks, Recreation, and Cultural Resources" Branding	Capital Area Greenway Logo
Greenways Sign "Type D"	Ped. Directional	Decision		X	X	X			
Greenway Sign "Destination Directional"	Double Panel	Decision		X	X	X			
Greenways Sign "Type E"	Mile Marker	Confirmation		X	X	X			
Greenway Sign "Type G1"	Confidence Marker	Confirmation, Turn		X	X	X			X
Greenway Sign "Type G2, G3, & G4"	Confidence Marker	Confirmation, Turn							X
Greenway Sign "Type F1"	Regulatory	Non-Wayfinding		X	X				
Sign "Type I"	Information Kiosk	Awareness		X	X	X	X	X	X
Greenway Sign "Destination Directional"	Subway Style	Awareness		X	X				
Greenways Sign "Type A"	Trailside I.D	Awareness		X	X	X	X	X	
Greenway Sign "Multi-Sign"	Regulatory	Awareness							
Greenway Sign "Type F2"	Regulatory	Non-Wayfinding							
Greenway Sign "Type H"	Interpretive	Non-Wayfinding		X					

## The Need for Destination-Based Signage

The Greenway Master Plan Update recommends incorporating more destination-based wayfinding elements into Greenway System signage. Currently, destination-based wayfinding elements make up only a small subset of the signage within the Greenway System. Elements that fall under the City of Raleigh's functional classifications of destination/directional, trailhead identification, and regulatory are most likely to incorporate some references to destinations. In these, the following destination types are currently referenced:

- Streets and intersections (e.g. Intersection Raleigh Boulevard/Crabtree Boulevard)
- Parks or other public open spaces, often with their own trail systems (e.g. Marshall Memorial Park)
- Natural features (e.g. Meadow Near Crabtree Creek)
- Institutions or campuses (e.g. North Carolina State University, North Carolina Museum of Art)
- Prominent businesses or centers (e.g. NC State Farmers Market)



# Key Takeaways from Existing Conditions

Existing Greenway System signage provides a solid foundation from which to build a destination-based wayfinding strategy, but there are also several notable gaps that such a strategy would need to address:

- Many existing elements do not orient to destinations as a primary wayfinding tool, and those that do offer a limited range of destination types.
- Signs communicate destination information in ways that are only accessible to a subset of users.
- Destination information is limited to type, direction, and distance with little consideration of users' overall awareness in the broader context.
- Different sign types communicate different degrees of destination information, which, without intentional placement, can lead to scenarios where users may have insufficient knowledge of their surroundings.

These conditions inform what a destination-based wayfinding strategy for the Greenway System must do and sets the stage for the development of a comprehensive approach to improve the current system.









# 3

## Engagement Summary

Greenway Committee Meetings

Online Engagement

In-Person Engagement

Key Engagement Themes

# Overview

As Raleigh's population and greenway system continue to grow, the types of people on the trail and the types of trips people take are becoming increasingly diverse. To understand how new and improved signage can enhance people's greenway experience it was critical to first understand how and why people use the existing wayfinding and what they hope for in the future. This chapter summarizes the input received from the public throughout the planning process which encouraged the shift toward a destination-based wayfinding system and shaped the recommendations for new sign types.

Because people use wayfinding in so many different ways, it was important to provide a variety of opportunities for sharing ideas and providing feedback. This included meetings and workshops with the Greenway Committee, in-person conversations at local events, and online surveys that allowed people to share at their convenience. Community engagement served as an iterative process where people could share ideas, see how their ideas became incorporated into proposed recommendations and new sign types, and then provide feedback again on the recommendations.

## Greenway Committee Meetings

The project team met with the Raleigh Greenway Committee four times throughout the Plan development process.

### Meeting 1 – Wayfinding Workshop

In January 2024, the project team brought together the Greenway Committee, Raleigh's Bicycle and Pedestrian Advisory Committee (BPAC), and City staff to better understand how destination-based wayfinding could meet the unique needs of trail users. Participants discussed key destinations to include in signage and brainstormed new sign types to be added to the existing sign family.

### Meeting 2 – Greenway Mental Mapping

While this meeting focused on the update to the printed foldable greenway map, the information covered was very relevant for the larger wayfinding system. The Greenway Committee reviewed takeaways from the online public survey and discussed the diverse users and trip types which both the wayfinding and foldable map would need to support.

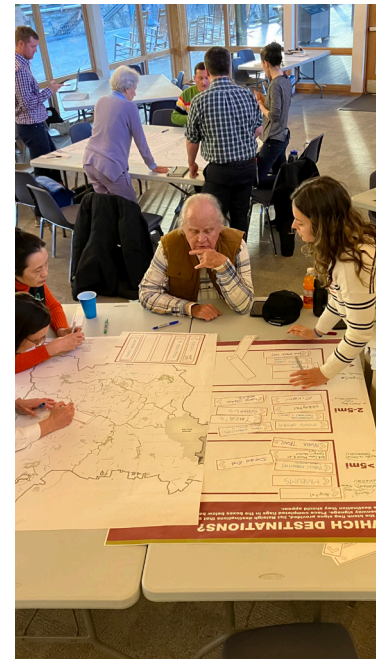
### Meeting 3 – Key Signage Updates

In July 2024, the project team returned to the Committee to present the main recommendations for updating existing signage and incorporating new additional sign types into the system. The meeting highlighted the benefits and design guidelines for the new linear map, zone map, and directional signs, and emphasized the flexibility of the proposed modular system.

### Meeting 4 – Finalizing the Plan

As the project neared completion, the Committee reviewed the final signage recommendations with the adjustments that had been made since the previous meeting. The project team also shared highlights and feedback from the in-person engagement at the Falling for Local event.







# In-Person Engagement

Talking to people about wayfinding is easiest in the places where people are already thinking about parks, greenways, and traveling around Raleigh. The project team attended two City of Raleigh events where people could drop by and share their feedback in an in-person, casual setting.

## Bike Bonanza

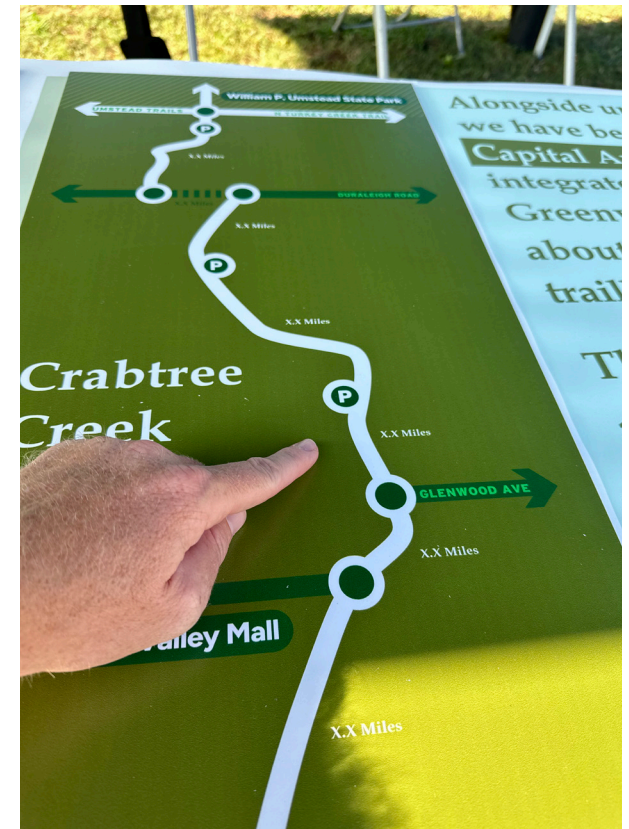
May 3, 2024 - Pullen Park

This event marked the kick-off to Bike Month with music, family-friendly activities, and a variety of stations for bicycle advocacy groups. The wayfinding booth presented the key priorities for the Plan and gave participants the opportunity to share the ways they currently use wayfinding and what they would like to see added to the system in the future.

## Falling for Local

October 5, 2024 – Dix Park

This event provided an opportunity for people to see and interact with life-size versions of the new proposed sign types. Full-scale foam core cutouts modeled each of the sign types and the flexibility of pairing different pieces of the modular assemblies. People shared positive feedback and excitement for the new sign types, especially the addition of the linear map and the new amenity-specific colors.









# Online Engagement

Engagement for the Wayfinding Plan was designed to make providing feedback as easy as possible. Two short online surveys provided opportunities for people to share thoughts and ideas about wayfinding and comments on the new sign types at their own pace and convenience.

## Survey 1

This survey was open from February 29th – April 8th and had 188 responses.

### Key takeaways included:

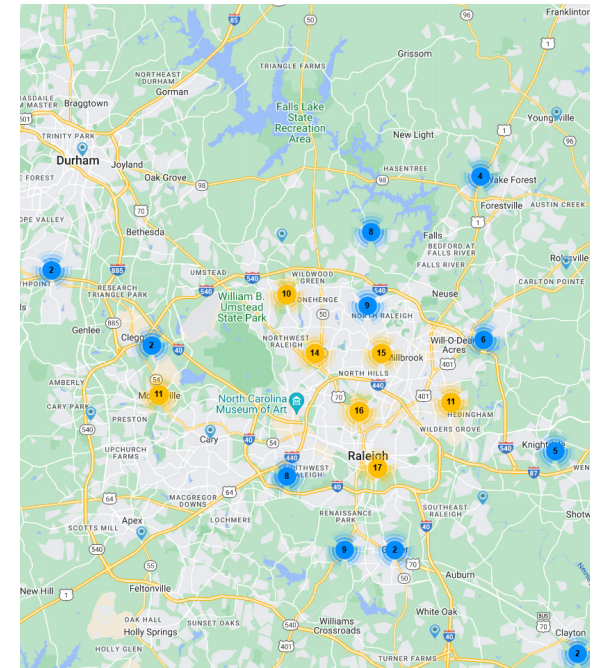
- People primarily use the greenways today for exercising and connecting to nature but expressed that they would like to use them more in the future for commuting and everyday trips.
- Wayfinding serves a variety of purposes for people, including navigating the greenway system and locating destinations along it.
- Additional greenway signage would be most useful at trailheads, trail-to-trail intersections, and at street and sidewalk connections.

## Survey 2

This survey provided the same information that was shared at the in-person Falling for Local event. The survey was open from October 5th – November 1st and had 231 responses.

### Key takeaways included:

- Nearly 100% of respondents felt that the new sign types will help them find their way and get where they are trying to go.
- People felt that both the zone map and the new colors for specific amenity types would be helpful for greenway trips.
- People were eager to see the signage implemented and stressed the importance of maintenance for both new and existing signage.





# Key Themes from the Community

## 1. People want to use greenways for a wider variety of trips.

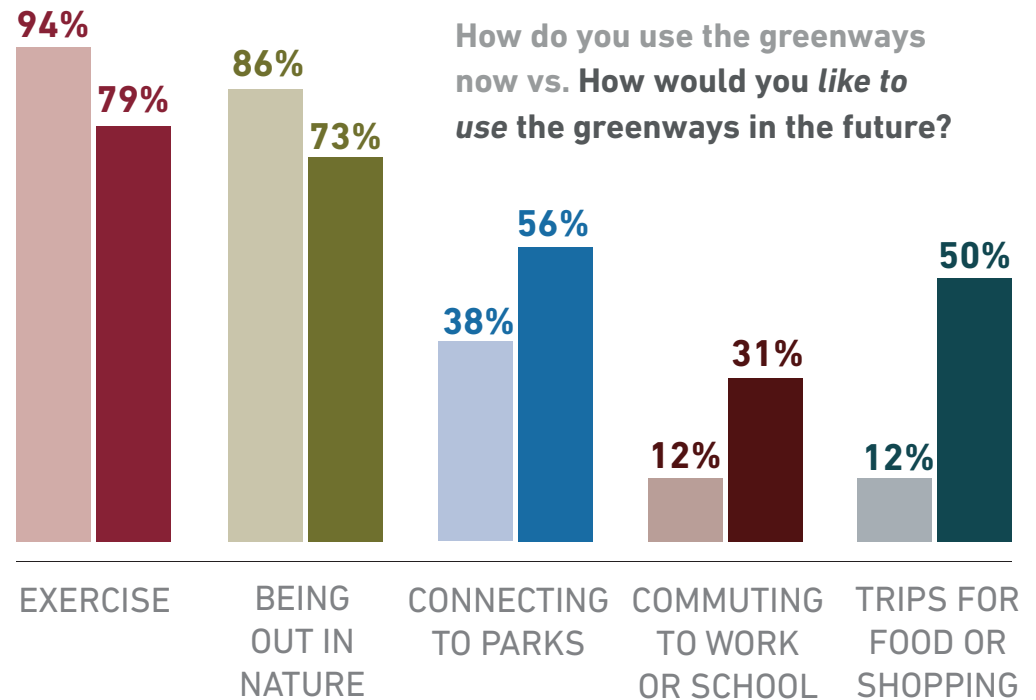
While people said today they primarily use trails for exercise and being out in nature, there is a noticeable shift in how people are hoping to use trails in the future. The number of people who want to connect to parks, commute to work or school, and travel for food or shopping all increased by double digit percentage points compared to how they use the greenways today.

## 2. Focusing on destinations will help people navigate and explore.

Throughout all forms of engagement people shared a strong desire for more information about destinations, especially for trail amenities like restrooms, water, and nearby parks.

## 3. Additional sign types and colors will make the greenway system more welcoming and accessible.

In the second online survey, 99% of people said that using additional colors to identify specific amenity types would be helpful for their greenway trips.









# 4

## Wayfinding Strategies and Sign Family

Sign Family Overview

Updated Existing Sign Types

Fingerpost Mounting Explained

Directional Mounting Explained

Panels & Posts: Small Assemblies

Panels & Posts: Medium Assemblies

Panels & Posts: Large Assemblies

Panels & Posts: Trailheads



# Sign Family Overview

Distribution of wayfinding signs should be consistent to increase the awareness for greenway trail users and to support a more intuitive system. As new signs are installed, the choices for the type of sign, placement, and content must be intentional.

This graphic illustrates how to make decisions based upon the larger sign family for the Capital Area Greenway System. Signage for identification, direction, and regulation each have their place in the larger network and should be deployed strategically to reduce sign clutter and improve user experience. Multiple sign types in the same location should be avoided; rather, the use of the assembly sign types can convey key information in a clear and effective manner.



**Effective wayfinding creates a predictable rhythm of signage that conveys key information in the right place at the right time.**

## IDENTIFICATION

IDENTIFICATION signs, including panels or sleeves on larger sign assemblies, are always rust

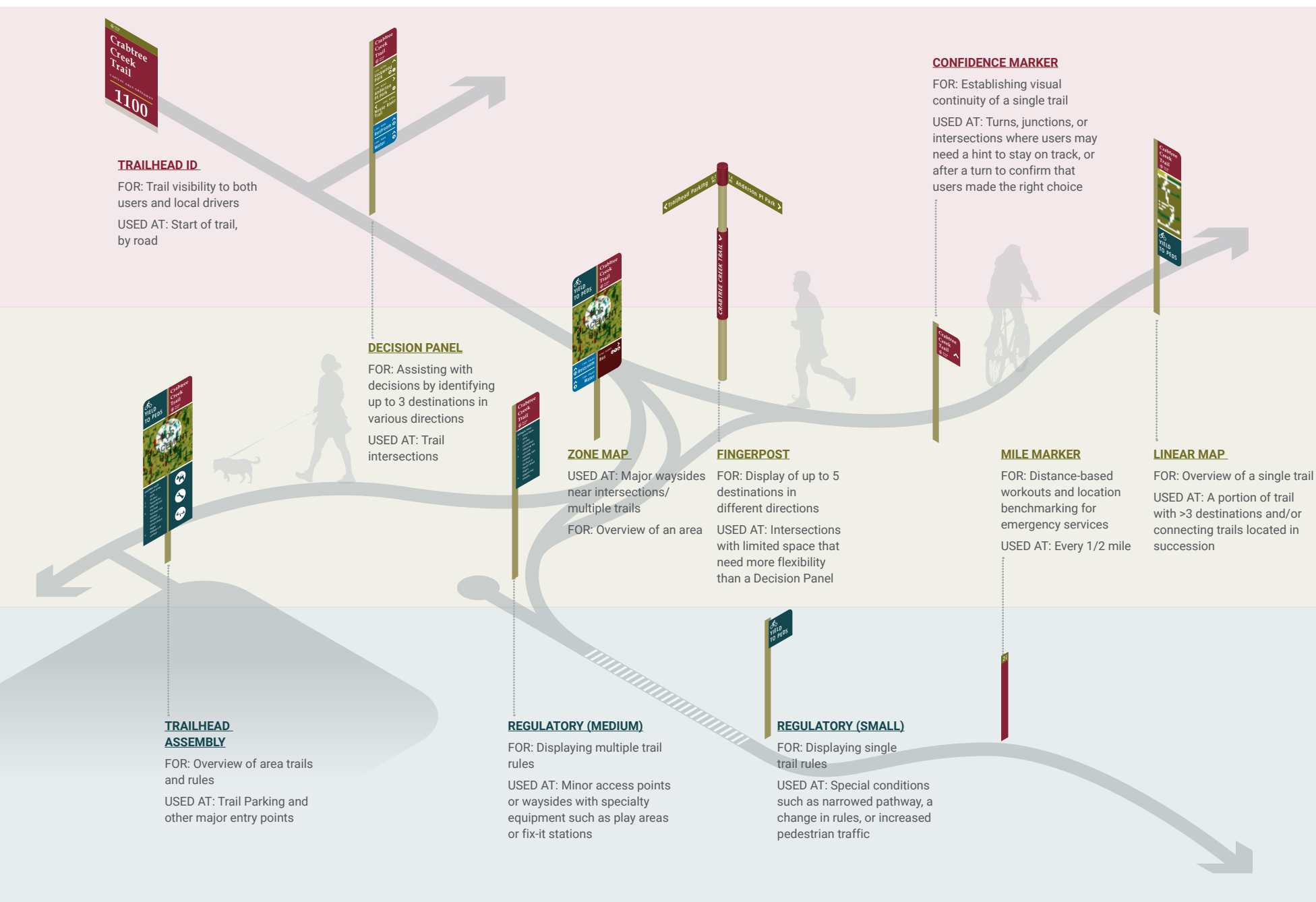
## DIRECTIONAL

DIRECTIONAL signs, including panels, blades, or maps on larger sign assemblies, are green, with the exception of specialty cobalt panels for services and burgundy panels for transportation connections

## REGULATORY

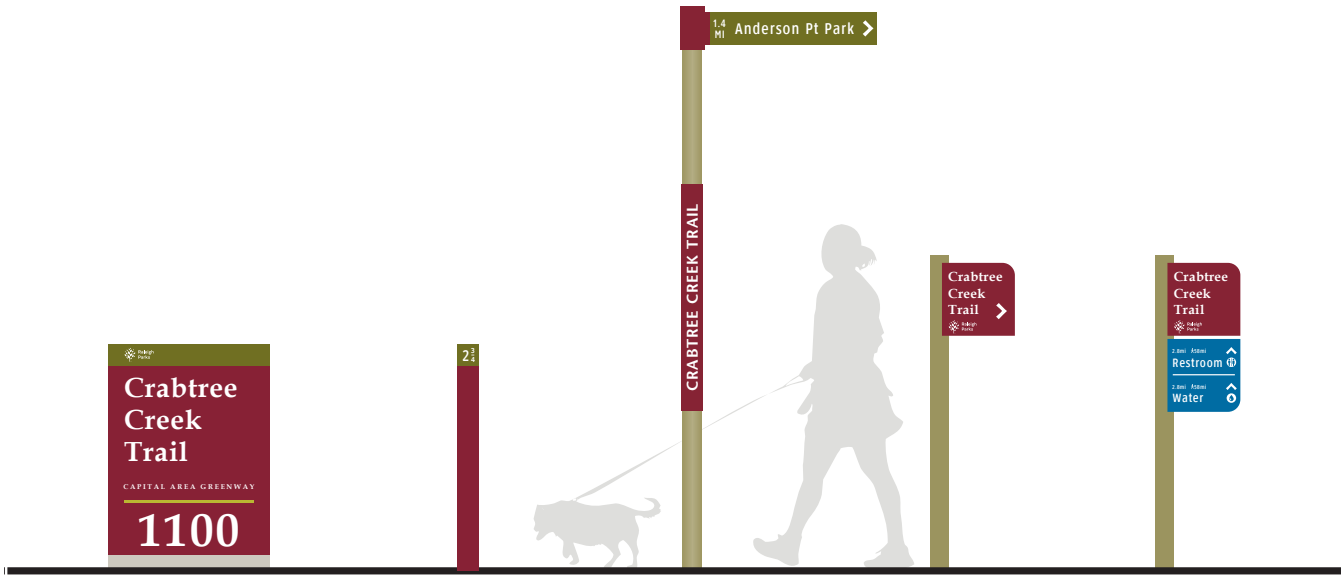
REGULATORY or behavioral signs, including panels on larger sign assemblies, are always blue







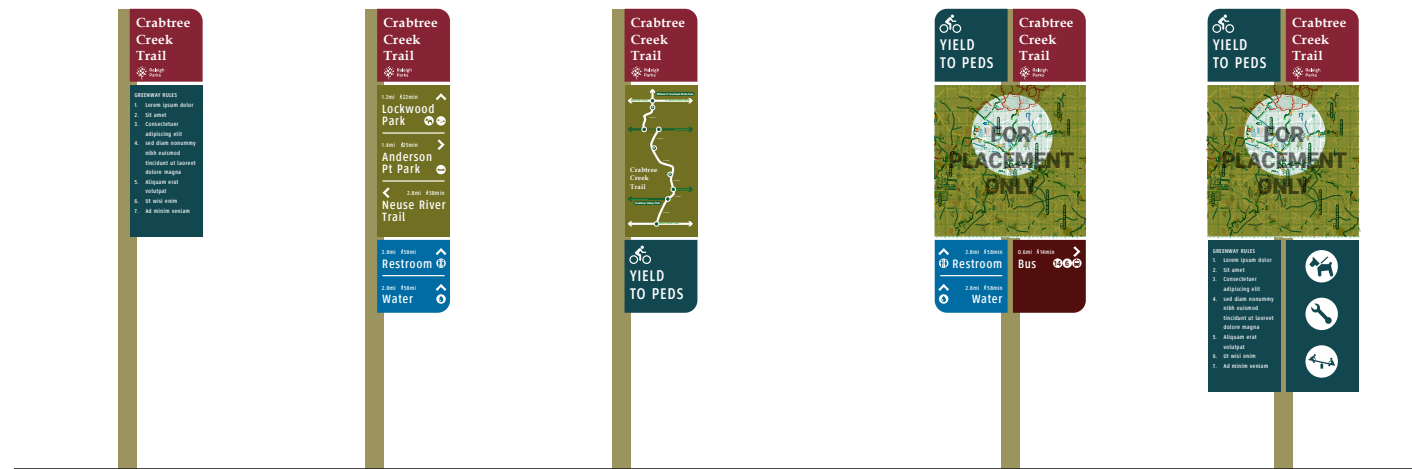
# SIGN FAMILY OVERVIEW



SIGN TYPE	<u>TRAILHEAD</u>	<u>MILE MARKER</u>	<u>FINGERPOST</u>	<u>SMALL ASSEMBLIES</u>
PURPOSE	Trail visibility for both potential users and local drivers	Location benchmarking for distance-based workouts or emergency services	Display of up to 6 destinations in different directions	Display of 1–2 panels of information
LOCATION/ FREQUENCY	Start of trail, near road	Every 1/2 mile, at edge of trail	Intersections with limited space, or that need more flexibility than offered by the Decision Panel	<p>TRAIL ID panel: used as a confidence marker at turns, junctions, or intersections where users may need a hint to stay on track, or after a turn to confirm that they have made the right choice</p> <p>REGULATORY small panel: at special conditions such as narrowed pathway, a change in rules, or increased pedestrian traffic</p> <p>DECISION small panel: at minor decision points with only 1–2 messages of the same type</p> <p>NOTE: ALL SMALL PANELS ELIGIBLE FOR USE ON ALL SIZE ASSEMBLIES</p>



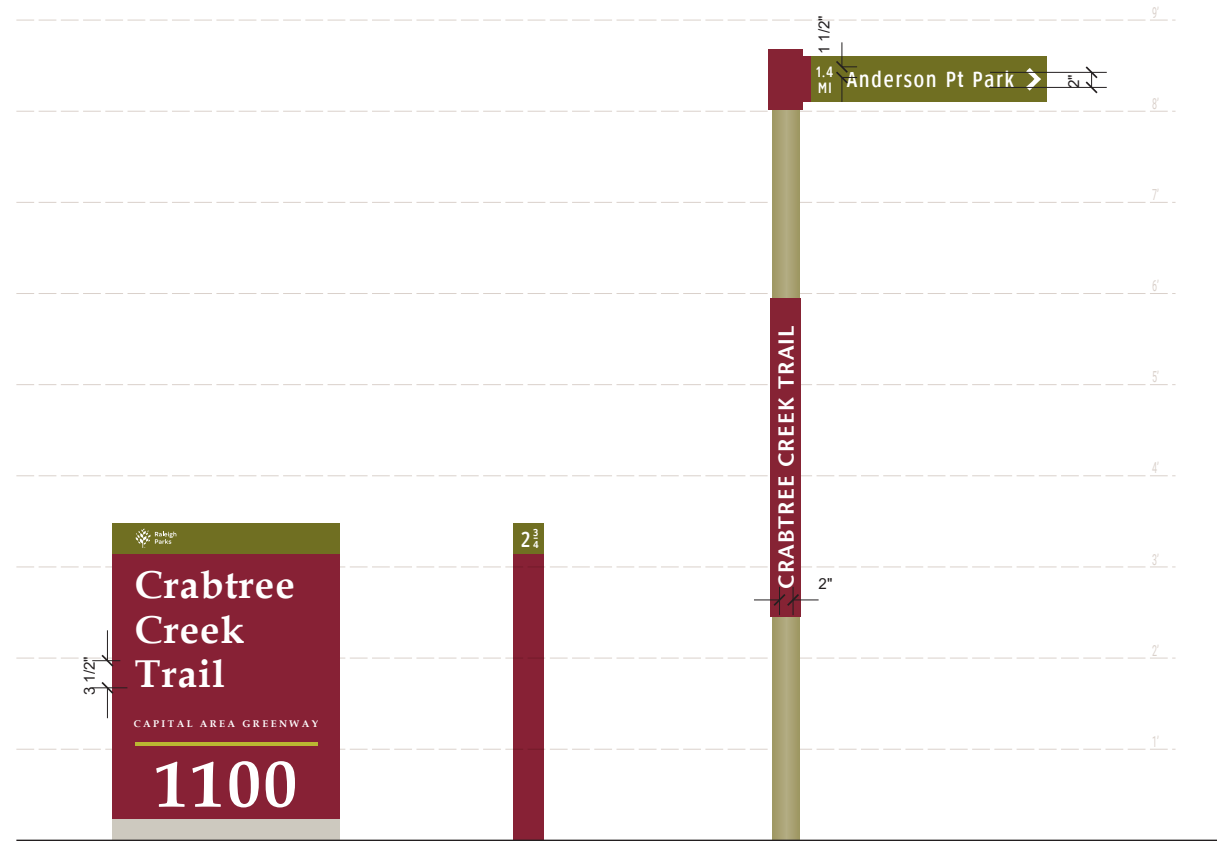
## SIGN FAMILY OVERVIEW (CONTINUED)



SIGN TYPE	<u>MEDIUM ASSEMBLIES</u>	<u>LARGE ASSEMBLIES</u>
PURPOSE	Display of moderate amounts of information, including destinations, linear maps, and regulatory information	Display of a comprehensive overview of trail information, encompassing identification, directional, and regulatory information
LOCATION/ FREQUENCY	<p>DECISION medium panel: at trail intersections of average complexity</p> <p>LINEAR MAP panel: at portions of trail with &gt;3 destinations and/or connecting trails located in succession</p> <p>REGULATORY medium panel: at minor access points or waysides with specialty equipment such as play areas or fix-it stations</p> <p>NOTE: ALL MEDIUM PANELS ELIGIBLE FOR USE ON MEDIUM AND LARGE ASSEMBLIES</p>	<p>ZONE MAP panel: at major waysides and near intersections of multiple trails</p> <p>NOTE: LARGE PANELS ONLY ELIGIBLE FOR USE ON LARGE ASSEMBLIES</p>



# UPDATED EXISTING SIGN TYPES



## TRAILHEAD

- Raleigh Parks brand updated to current
- Green color darkened for contrast
- Trail name typography updated to coordinate with other sign types

## MILE MARKER

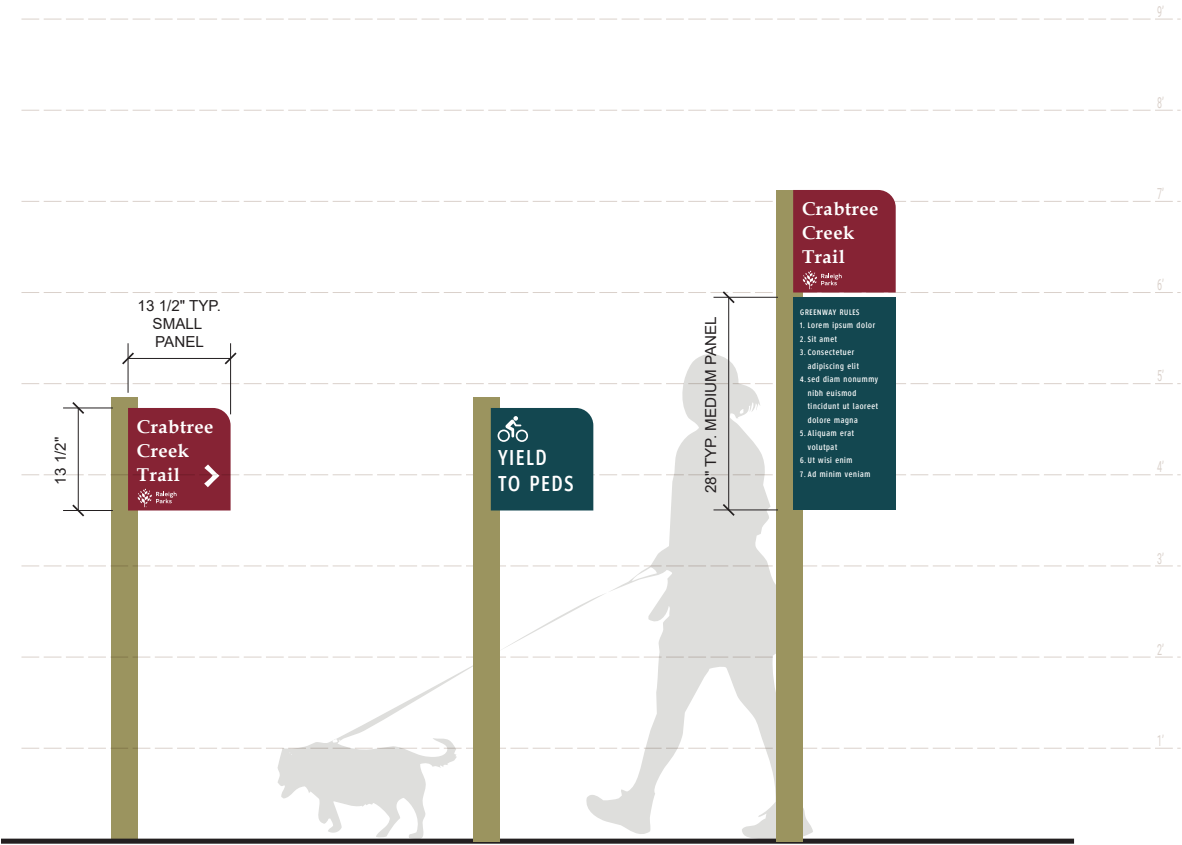
- Green color darkened for contrast
- Typography updated to coordinate with other sign types

## FINGERPOST

- Typography updated for legibility and fit
- Mileage added
- Green color darkened for contrast
- Sleeve added to post to display trail name



# UPDATED EXISTING SIGN TYPES (CONTINUED)



## CONFIDENCE MARKER

- Previous sign type folded into 'Small Assembly' type

## REGULATORY SMALL

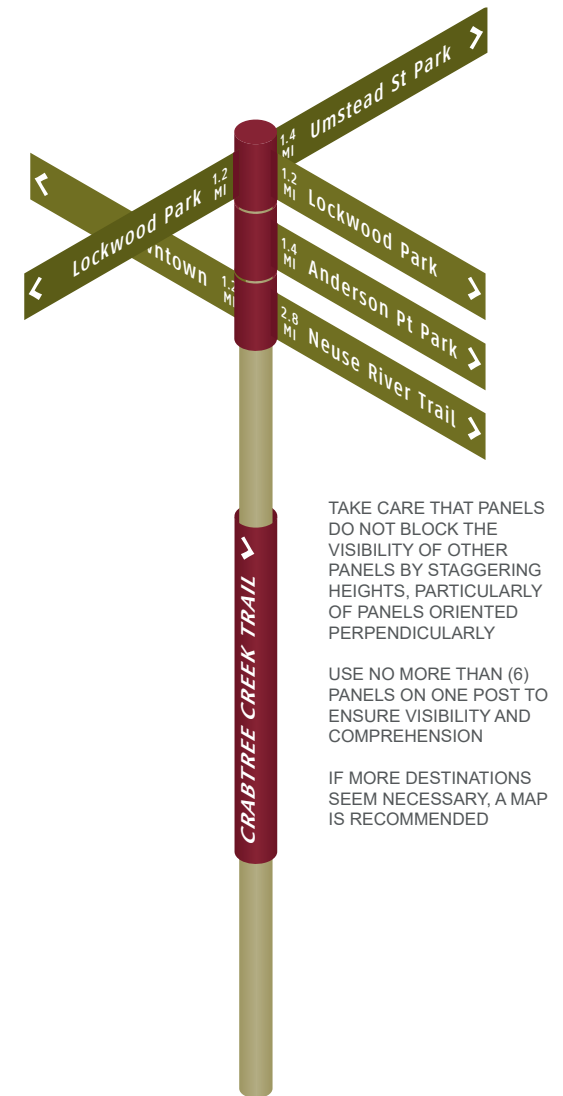
- Previous sign type folded into 'Small Assembly' type

## REGULATORY MEDIUM

- Previous sign type folded into 'Medium Assembly' type



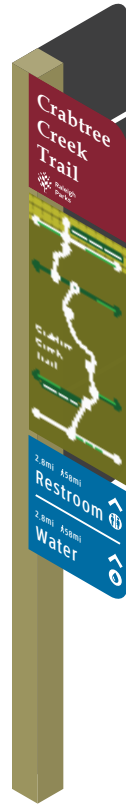
# FINGERPOST MOUNTING EXPLAINED



# DIRECTIONAL MOUNTING EXPLAINED



SAME OR DIFFERENT PANEL TYPES MAY BE MOUNTED BACK TO BACK, I.E., MAP ON ONE SIDE, DIRECTIONAL ON THE OTHER



SAME OR DIFFERENT PANEL TYPES MAY BE PERPENDICULAR



SAME OR DIFFERENT PANEL TYPES MAY BE PERPENDICULAR



PANELS MAY BE MOUNTED TO HANG OFF OF BOTH DIRECTIONS, ON ONE OR BOTH SIDES



MOUNTING IN A "Z" CONFIGURATION MAY BE PERMITTED IN UNIQUE CASES

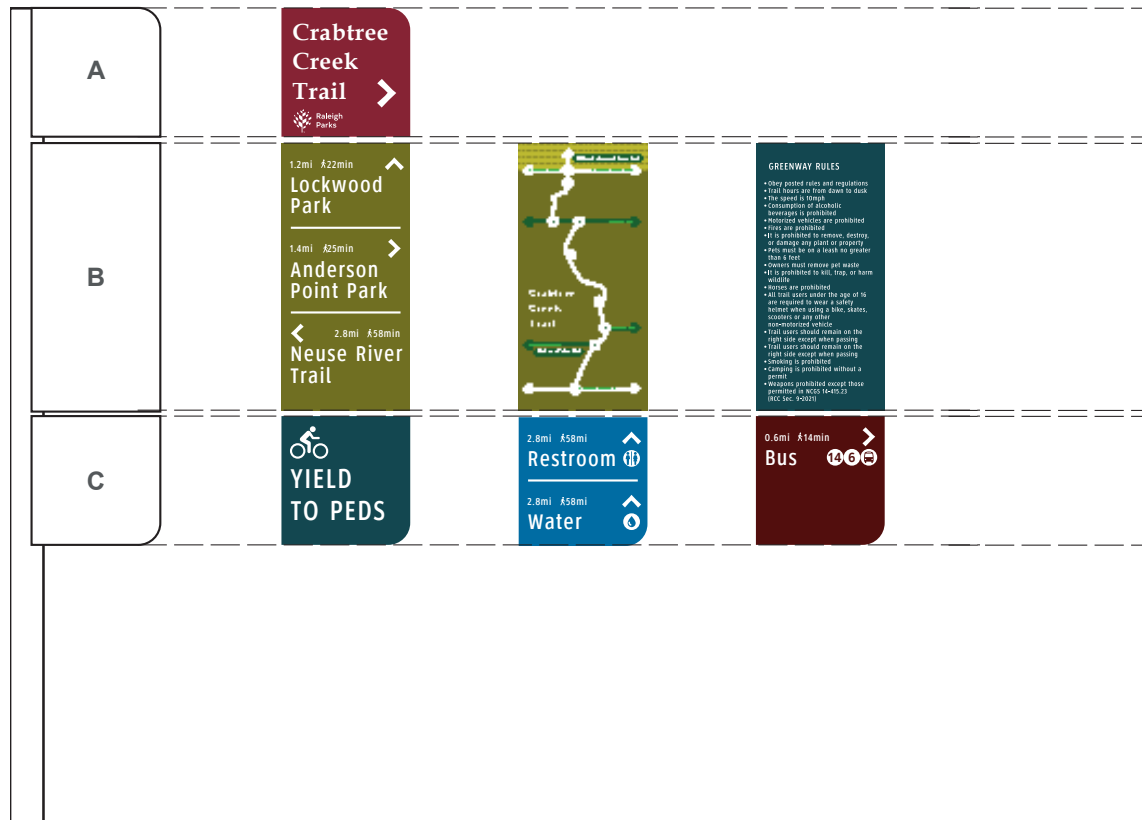


# PANELS & POSTS: SMALL ASSEMBLIES

Any single panel may be used in Position A.  
 If the Trail ID panel is used in the assembly, it must occupy Position A, never Position B.  
 If multiple directional panels are used, the General directional panel must occur in Position A, with Services or Transit panels in Position B.



# PANELS & POSTS: MEDIUM ASSEMBLIES



The Trail ID panel must occupy Position A.

A Directional, a Linear Map, or a Regulatory panel may be used in Position B.

Position B is always a medium-size panel. If no medium-size panel is appropriate, then use a Small assembly.

Note that where travel times are included, walking speed shall be assumed to be 3.5 feet/second, or 2.4 mph

A Medium assembly may be used with or without a panel occupying Position C.

Position C is always a small-size panel, when in use.

Position C should be used for detailed information, such as Regulatory, Services, or Transit.



# PANELS & POSTS: LARGE ASSEMBLIES

## Distance and Walk Times

Where travel times are included, walking speed shall be assumed to be 3.5 feet/second, or 2.4 mph.

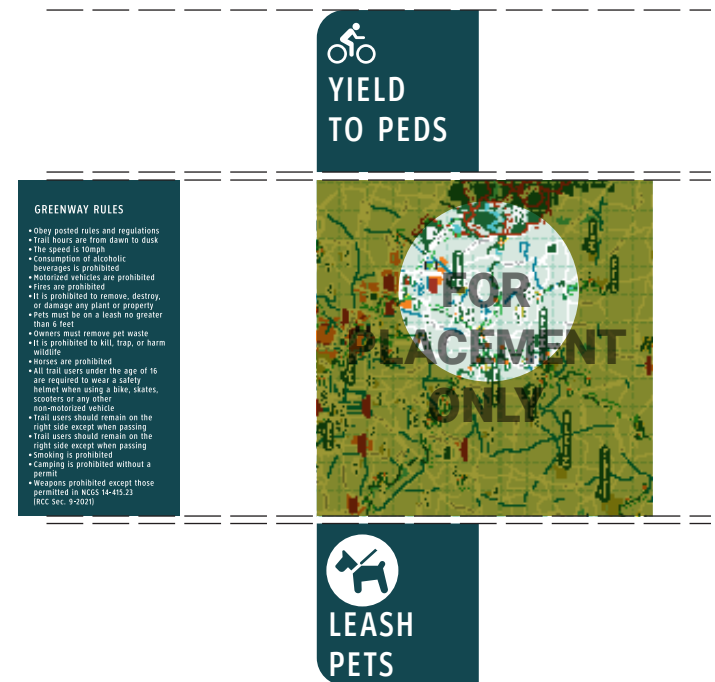
For distances of less than one mile, a zero is placed before the decimal, e.g. 0.5 mi

- Distances under 5 miles should be rounded to the nearest tenth of a mile, e.g. 4.3 mi
- Between 5-10 miles, round to the nearest half mile, e.g. 5.5 mi
- Over 10 miles, to the nearest mile, e.g. 11 mi
- For distances under 0.2 miles, use feet, or do not include the destination at all if the destination is immediately visible from the location.

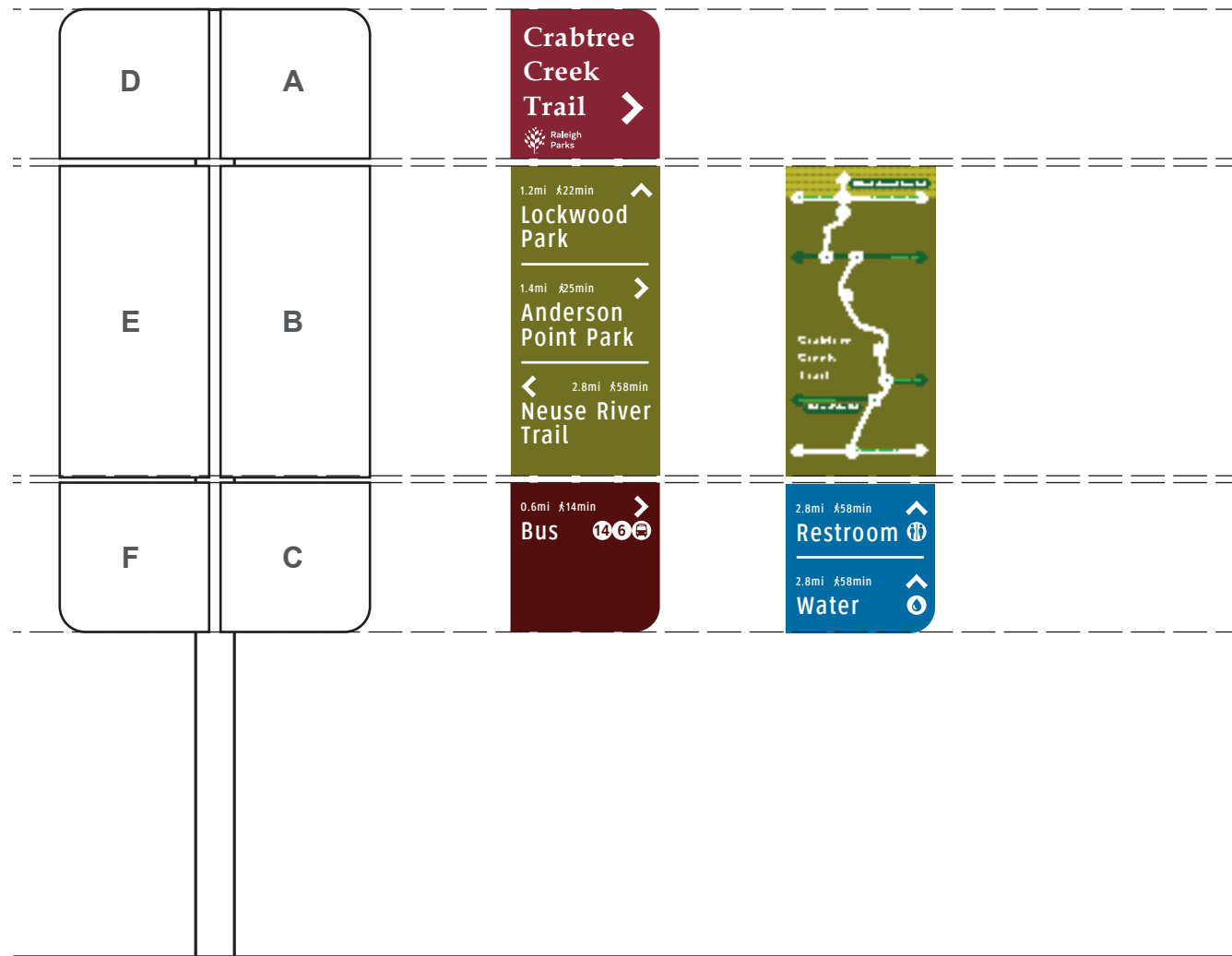
Position D is ideally occupied by a Regulatory (small) panel, but other small panels may be used when necessary.

Positions B and E may be occupied by a single Zone Map panel. If separate panels are used for positions B and E, Directional (medium), Linear Map, or Regulatory panels may be used in Position B.

Position F is ideally occupied by either Services or Transit.



## PANELS & POSTS: LARGE ASSEMBLIES (CONTINUED)



The Trail ID panel must occupy Position A.

Directional (medium), Linear Map, or Regulatory panels may be used in Position B.

Two panels of the same type should not be used side by side in most circumstances. Two Directional (medium) panels may be used side by side only at L or T intersections, and when all destinations on a single panel are located in the same direction.

Positions C and F may be occupied by Services, Transit, or Regulatory (small) panels.

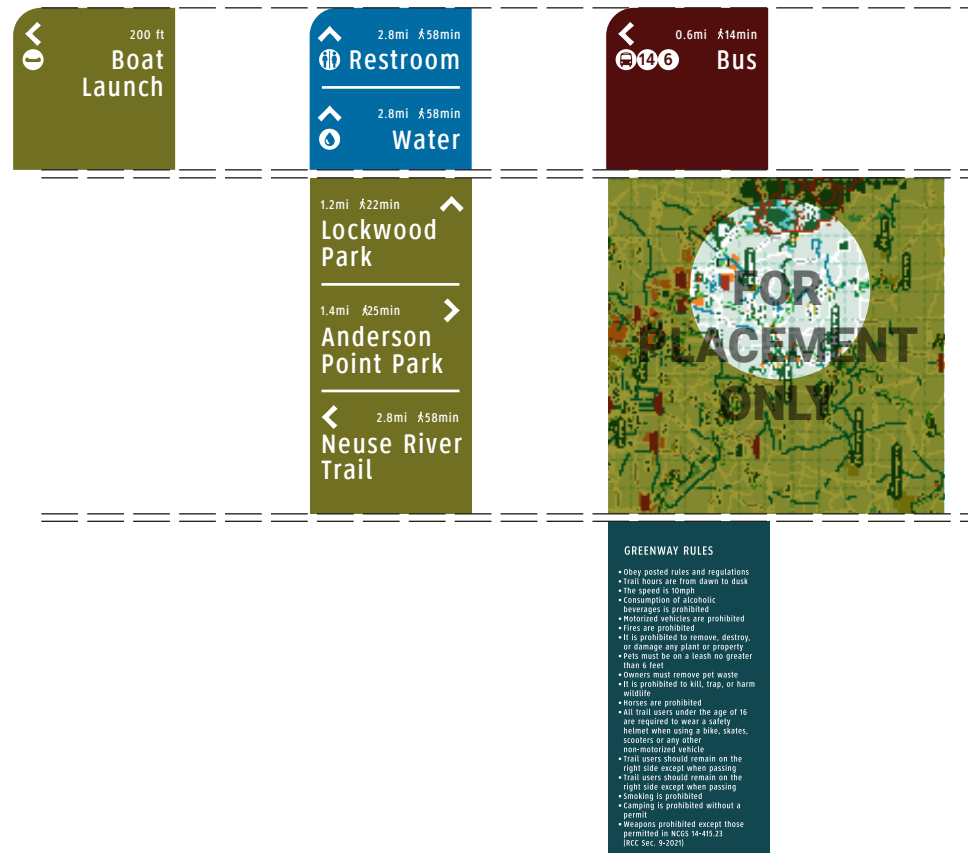


# PANELS & POSTS: TRAILHEADS

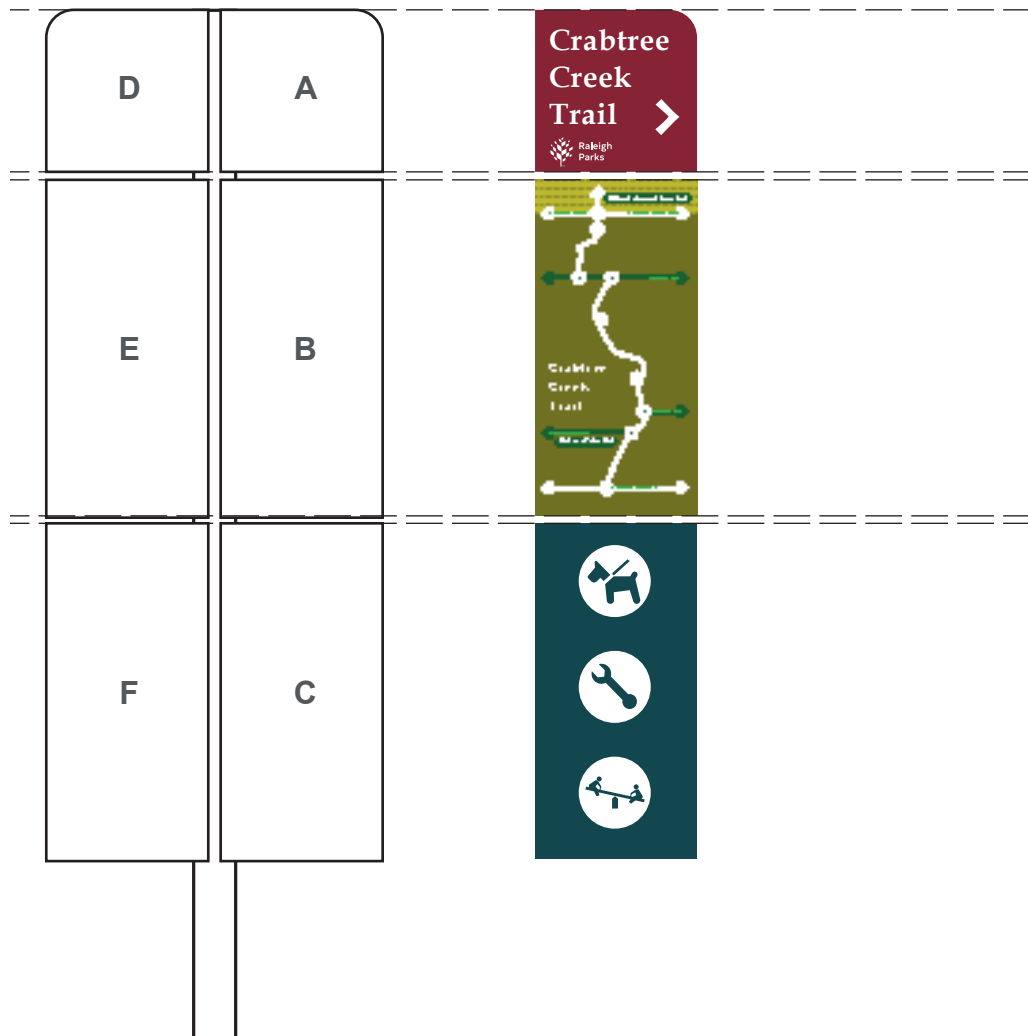
Position D may be used by a Service, Transit, or Directional (small)\* panel.

\*If positions B or E use a Directional (medium) panel, a Directional (small) panel should not be used in this position.

Position F is occupied by a Regulatory (Medium) panel, which may contain either a rules list or symbols.



## PANELS & POSTS: TRAILHEADS (CONTINUED)



The Trail ID panel must occupy Position A.

Positions B and E may be occupied by a single Zone Map panel, or for two individual medium panels. When used separately, one of the panels should be a Linear Map, and the other a Directional (medium) panel.

Position C is occupied by a Regulatory (medium) panel, which may contain either a rules list or symbols.



# Linear Map

The linear map sign type provides an overview of a single trail. While directional panel signs help point out upcoming destinations, they do not provide a spatial representation of where the user is along the trail. The linear map allows a trail user to identify numerous upcoming destinations, crossings, and connecting trails that they have passed or will see as they continue on the trail. These landmarks help people confirm they are on the correct route and understand what to expect on the trail ahead.

The colors and design of the linear map are intentionally simple to emphasize the continuity of a single trail as users travel through parks, cross under and over roadways, and navigate sidewalk connections.

## Design Guidance

The advantage of a destination-based sign family is that most sign types can be customized by simply modifying text or shifting arrows to the correct orientation. The map-based elements of this sign type, however, require some additional customization. The linear map is also only designed to show a portion of trail directly ahead and behind where someone is viewing the sign. For longer trails this may require placing multiple linear map signs, with each showing a specific portion of trail. The Wayfinding Plan includes full-length map files for six major trails in the greenway system with guidance for how to crop and display smaller, zoomed-in portions of trail on an individual linear map sign.

The linear map can be thought of as a sliding window or frame that displays a portion of a larger trail. Each physical sign is 28 inches tall and should cover roughly 2-5 miles of trail depending on the density of destinations, crossings, and trail connections. Design intent drawings for the linear map sign type are also included in the Appendix. These drawings, along with the steps below and the diagram on the following page, should be used to guide the process for updating, modifying, and placing linear map signs.

**Step 1:** Select a location for the sign to be placed and slide the 28-inch frame so that this location will be at the center of the map.

**Step 2:** Add the “You are here” text and icon to the correct location, ideally in the center of the sign. Then add the “Trail Name” where there is space and justify the text to the right or left side of the map.

**Step 3:** Adjust the frame along the map slightly to include key destinations within 1-2 miles ahead and behind the “You are here” icon so that the total trail length on the sign is 2-5 miles and street names or text are not partially cut off on either end of the frame.

**Step 4:** Export the selected section of trail and deliver to the sign fabricator.

**Note:** The orientation of the sign should always have the trail user’s forward direction oriented up. Maps were provided in both orientations to accommodate placement on the trail in each direction.



## Map Elements

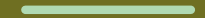
### Trail Name



Greenway Trail



Greenway Sidewalk Connection



Cross Street



You Are Here



Trailhead



Parking



Point of Interest

Park Name

City of Raleigh Park



Open Space



Colleges / Universities / Hospitals

## Example Placement and Crop

28 inches

~ 2-5 trail miles



In this example, the sign is placed at the Galax Drive trailhead. The Crabtree Creek Linear Map is cropped to show the section of trail from Umstead Park to the intersection with House Creek Trail.





# Zone Map

While the linear map focuses on upcoming destinations on a single trail, the zone map provides an overview of all of the destinations, streets, and trails within a nearby area. Zone map signs are best used in high-activity areas with multiple intersecting trails, multimodal connections, parks, or other destinations that can be accessed in multiple directions. The larger scale of the map and the inclusion of the full street network provide users a general understanding of the surrounding area beyond the specific trail they are currently traveling on.

## Design Guidance

Like the linear map, the zone map functions as a frame to highlight a zoomed in portion of the larger greenway system. This requires some additional steps to shift and crop the larger system map so that the correct zone is displayed.

The frame of the zone map covers a one-mile radius around a central point, with a shaded green area extending to fill the square shape of the sign. While the sign placement and corresponding “You are here” icon should be centrally located on the map, the exact center of the zone map may be shifted slightly in any direction to highlight a specific area. In the example on the following page, the sign is located along the Walnut Creek Greenway, however, the zone is shifted north to include more of downtown Raleigh.

The cartographic design and legend items in the zone map were developed in the 2025 update to the printed foldable Capital Area Greenway System Map. Design intent drawings for the zone map are included in the Appendix. These drawings, along with the steps below and the diagram on the following page, should be used to guide the process for updating, modifying, and placing zone map signs.

**Step 1:** Select a location for the sign to be placed and slide the zone map frame to include the intended zone of interest.

**Step 2:** Add the “You are here” text and icon to the correct location.

**Step 4:** Export the selected section of map and deliver to the sign fabricator.

**Note:** Best practices for wayfinding signage typically orient all map-based signs to have the user’s forward direction pointing “up” rather than north. For this sign type however, the use of a sliding template with a single static map file requires all maps to maintain a north-up orientation. Future map-based signs should consider orienting the map to the user’s direction.



## Example Placement and Crop









# A

## Appendix A: Design Intent Drawings



# Greenway Wayfinding Plan

## Raleigh, North Carolina

### SIGNAGE & GRAPHICS



315 S Bloodworth St  
RALEIGH, NC 27601  
PHONE: (919) 336-5010  
[www.tooledesign.com](http://www.tooledesign.com)

#### INDEX

Color, Material, Typography	SG.0
Assembly Small	SG.1
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Regulatory Small	SG.4
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Regulatory Medium	SG.8
Directional Medium	SG.9
Large Map Layout	SG.10
Fingerpost Assembly	SG.11
Fingerpost Sign Panels	SG.12
Trailhead	SG.13

TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./!@#&\*

Clearview Highway 2-W, +0 to -10 Tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./!@#&\*

Book Antiqua Bold, +25 Tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./!@#&\*

Figtree Bold or Black, +25 Tracking

SYMBOLS



Custom Directional Arrows

NOTE: for additional symbols, coordination with the Raleigh Greenways Map is preferred. Where no appropriate symbol exists, National Parks Service symbols may be used.



Parking



Bike Repair



Restroom



Water Fountain



Canoe



Dog Park



No Smoking



Point of Interest



Playground



Pedestrians



Bicyclists



Bus

COLOR

C1

MP32071  
White Wonder  
Satin

C2

#882336  
Claret  
Satin

C3

#104751  
Midnight Green  
Satin

C4

#707023  
Olive  
Satin

C5

#006CA4  
Bice Blue  
Satin

C6

# 521010  
Chocolate Cosmos  
Satin

C7

#BBB832  
Old Gold  
Satin

C8

#A4975C  
Taupe

MATERIAL

M1

1/4" Aluminum w/  
Printed Vinyl

M2

1/8" Aluminum w/  
Printed Vinyl

M3

4"x4" Painted Metal Post

V1

Vinyl, White

V2

3M Reflective Traffic  
Vinyl, White

NOTES

Written dimensions on the drawings shall take precedence over scaled dimensions. It is important for both client and design team to review submittal of materials and mockups prior to the fabrication or installation of final signage. Samples of all materials such as metals, vinyls, and hardware assemblies should be submitted for review and approval. Materials should be submitted in as close to their final state as possible; for example, if a printable vinyl is specified, the submitted sample should be printed with artwork from the project and mounted to the appropriate substrate.

Common abbreviations used:

MIN.	Minimum
TYP.	Typical
U.N.O.	Unless Noted Otherwise
S	Small
M	Medium
L	Large
W	Width
H	Height
EQ	Equal Spacing

TOOLE  
DESIGN

RALEIGH GREENWAY  
WAYFINDING PLAN

THESE DRAWINGS ARE AN EXPRESSION OF DESIGN INTENT ONLY. FABRICATOR SHALL BE RESPONSIBLE FOR ALL PERMITTING, FIELD VERIFICATION, SITE CONDITION ASSESSMENTS, ENGINEERING, AND PREPARATION OF SHOP DRAWINGS, PRIOR TO IMPLEMENTING ANY OF THE RECOMMENDATIONS CONTAINED HEREIN.

SIGNAGE & GRAPHICS

COLOR,  
MATERIAL,  
TYPOGRAPHY

04/11/2025

SIGNAGE & GRAPHICS

SG.0



RALEIGH GREENWAY  
WAYFINDING PLAN

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CONDITION ASSESSMENTS, ENGINEERING,  
AND PREPARATION OF SHOP DRAWINGS,  
PRIOR TO IMPLEMENTING ANY OF THE  
RECOMMENDATIONS CONTAINED HEREIN.

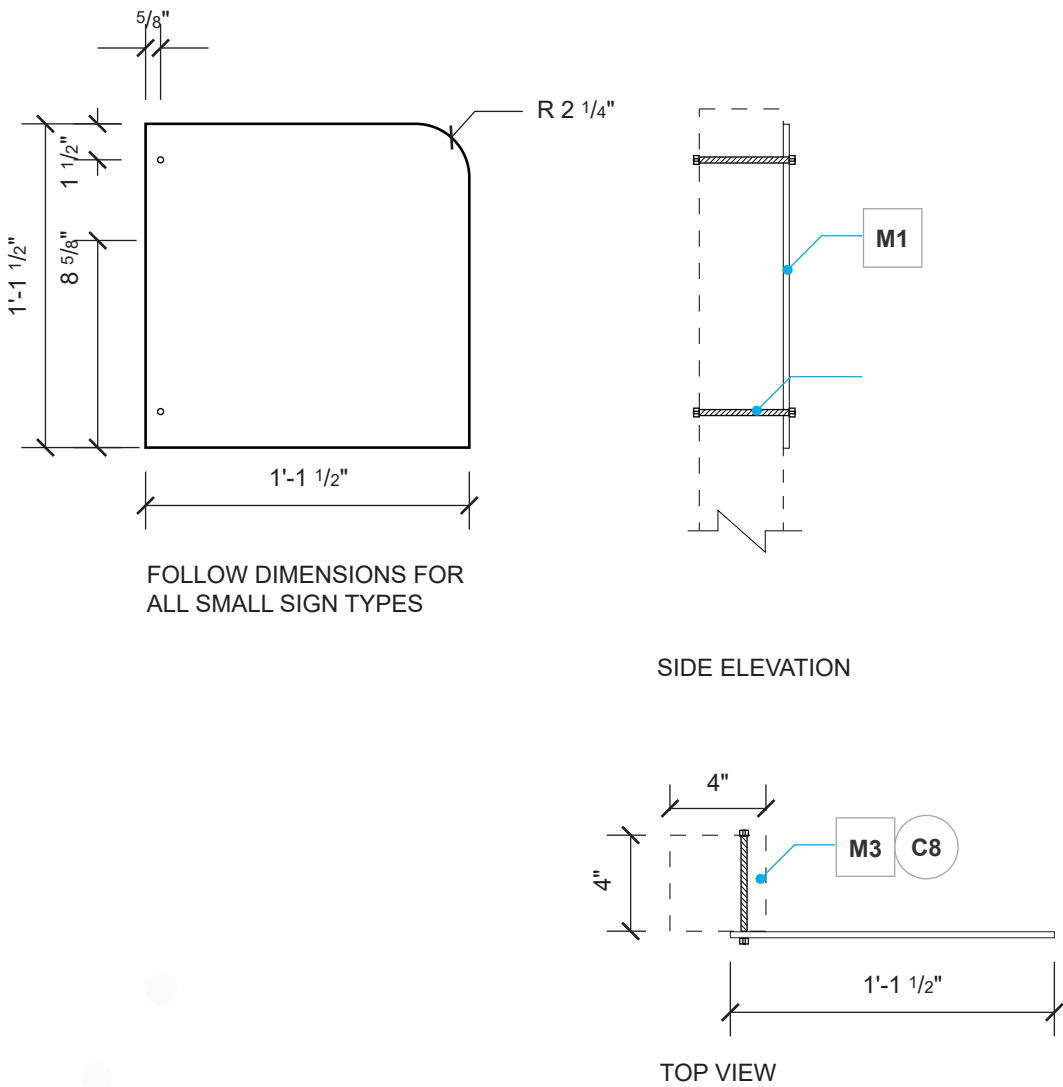
SIGNAGE & GRAPHICS

SMALL POST  
ASSEMBLIES

04/11/2025

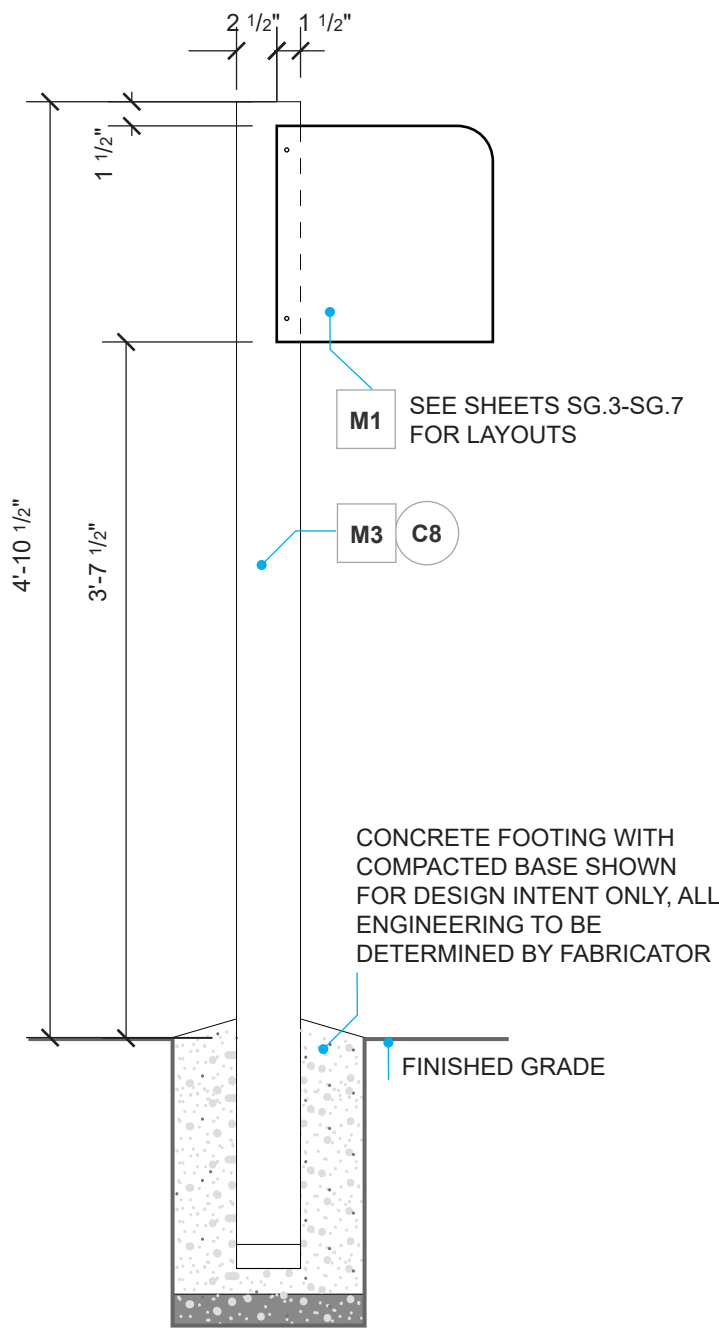
SIGNAGE & GRAPHICS

SG.1

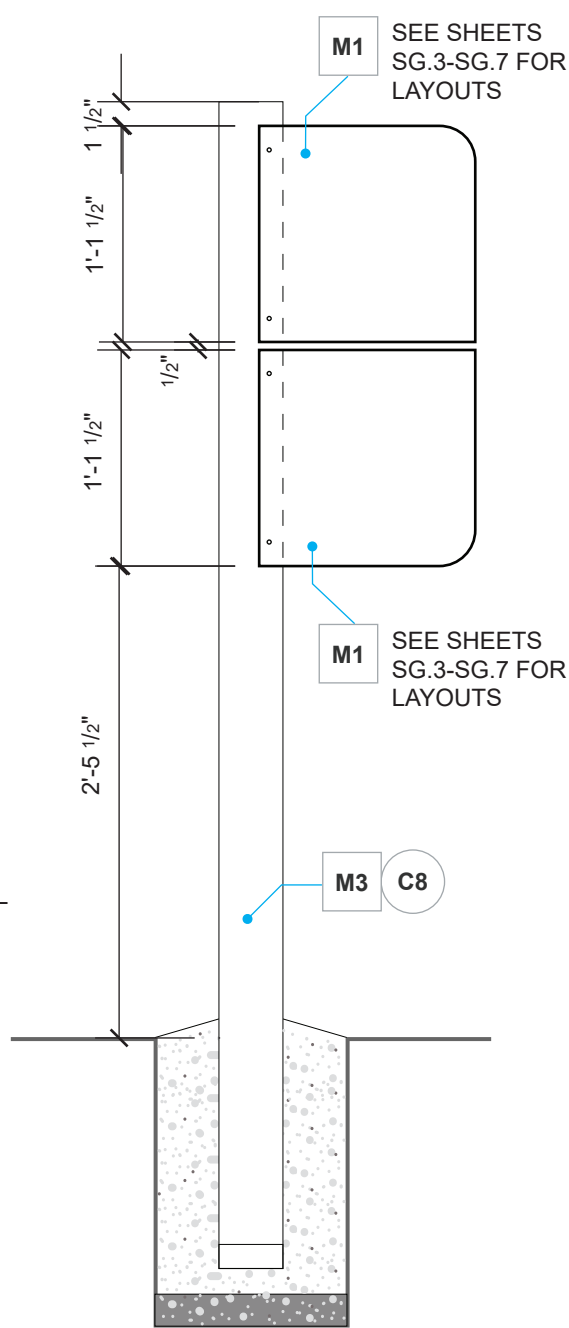


1 PANEL DETAILS  
SCALE: 1 1/2" = 1'

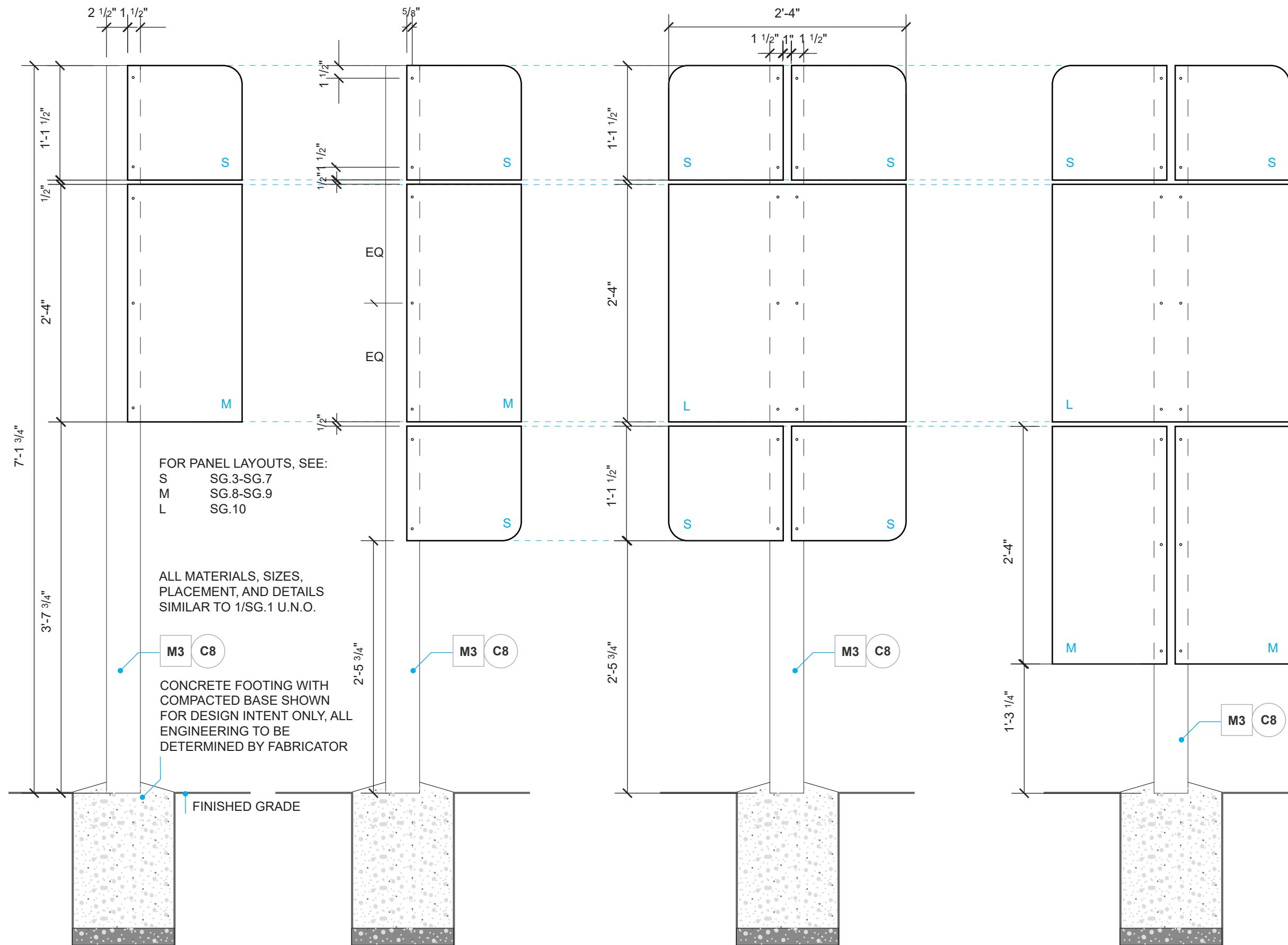
2 SECTIONS  
SCALE: 1 1/2" = 1'



3 CONTEXT ELEVATION  
SCALE: 1" = 1'



4 ELEVATION - TWO PANELS  
SCALE: 1" = 1'



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### SIGNAGE & GRAPHICS

## LARGE POST ASSEMBLIES

04/11/2025

SIGNAGE & GRAPHICS

## SG.2



RALEIGH GREENWAY  
WAYFINDING PLAN

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RECOMMENDATIONS CONTAINED HEREIN.

SIGNAGE & GRAPHICS

CONFIDENCE  
SMALL SIGN

04/11/2025

SIGNAGE & GRAPHICS

SG.3

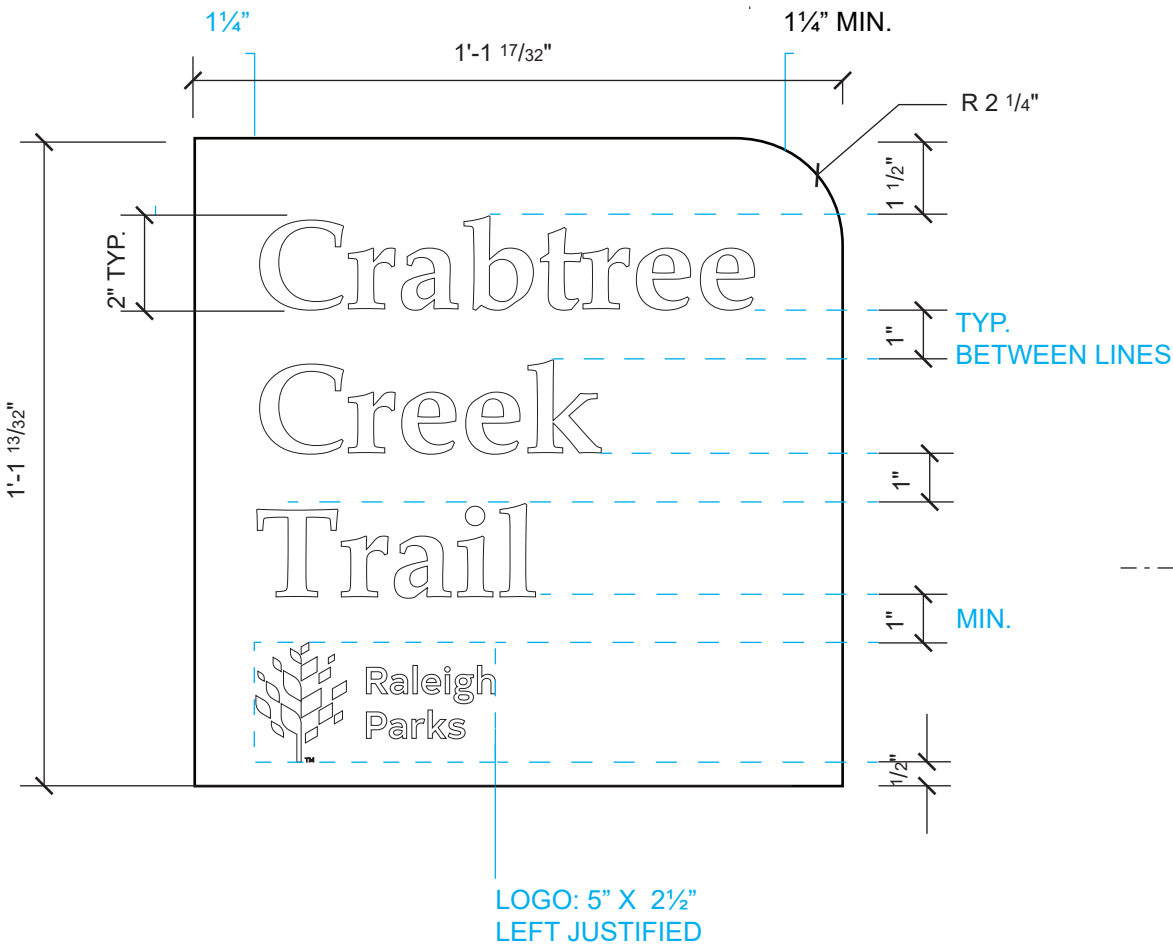


3 GRAPHIC CONTEXT  
SCALE: 1 1/2" = 1'

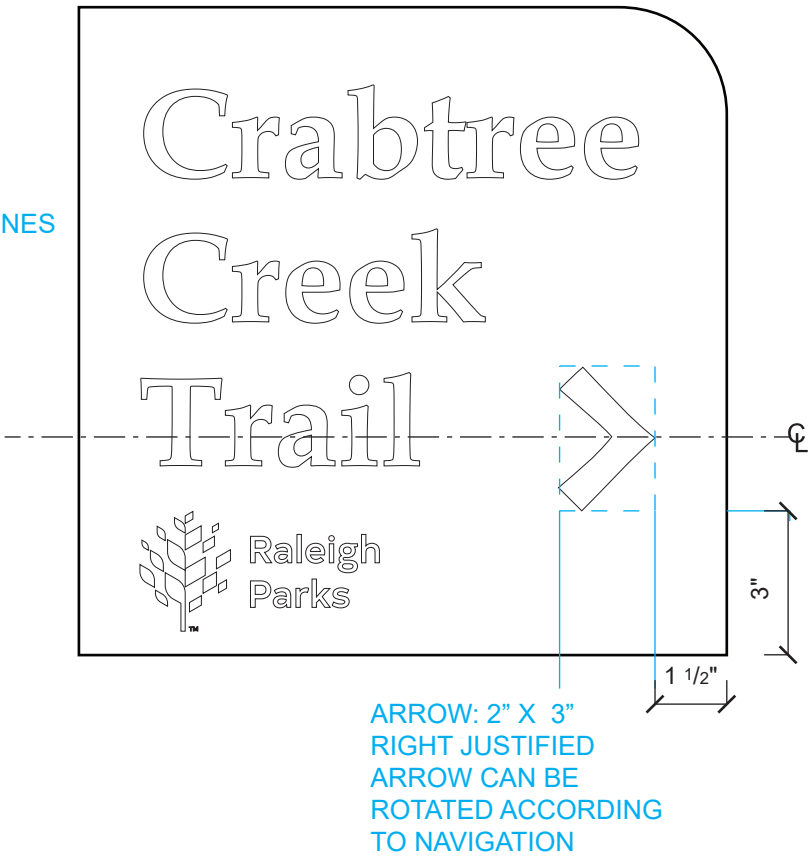
RADIUS MAY OCCUR AT  
EITHER TOP CORNER;  
MAINTAIN SAME LAYOUT  
GUIDES



4 ALTERNATIVE LAYOUT  
SCALE: 1 1/2" = 1'



1 SIGN LAYOUT TRAIL ID  
SCALE: 3" = 1'



ALL NOTES, MATERIALS, DIMENSIONS, AND DETAILS  
TO MATCH THOSE SHOWN ON SIGN LAYOUT 1

2 SIGN LAYOUT DIRECTIONAL TRAIL ID  
SCALE: 3" = 1'

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CONDITION ASSESSMENTS, ENGINEERING,  
AND PREPARATION OF SHOP DRAWINGS,  
PRIOR TO IMPLEMENTING ANY OF THE  
RECOMMENDATIONS CONTAINED HEREIN.

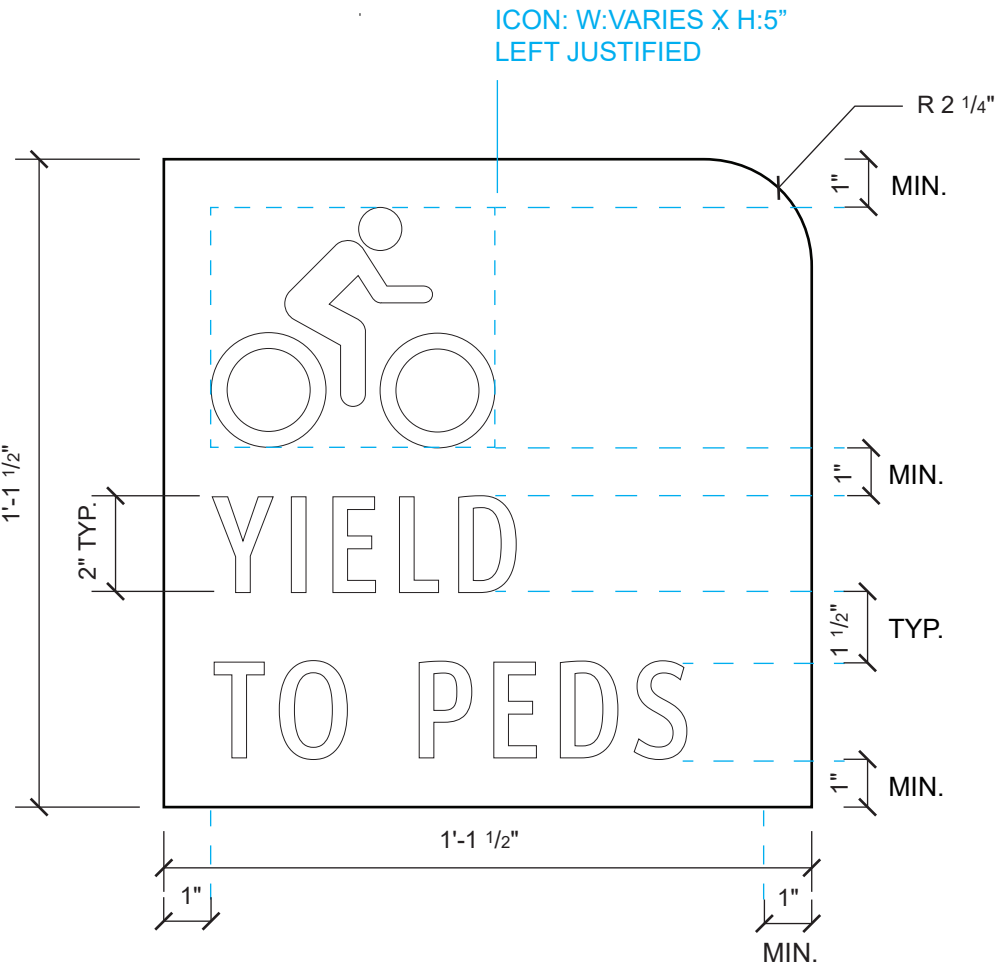
SIGNAGE & GRAPHICS

REGULATORY  
SMALL SIGN

04/11/2025

SIGNAGE & GRAPHICS

SG.4

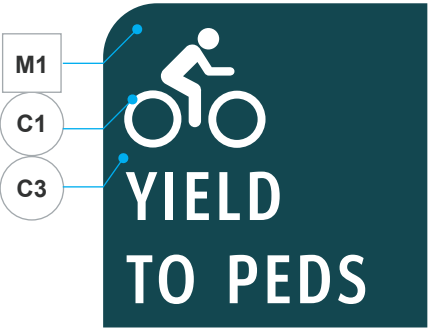


1 SIGN LAYOUT  
SCALE: 3" = 1'

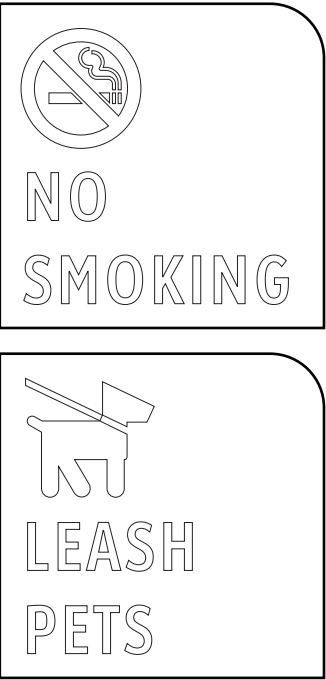


RADIUS MAY OCCUR AT ANY CORNER,  
MAINTAIN SAME LAYOUT GUIDES

2 ALTERNATIVE LAYOUTS  
SCALE: 1 1/2" = 1'



3 GRAPHIC CONTEXT  
SCALE: 1 1/2" = 1'



LAYOUTS SHOWN AS EXAMPLES  
ONLY, INTENDED TO ILLUSTRATE  
INDIVIDUAL RULES AS MORE  
FULLY DESCRIBED ON SHEET SG.8



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RECOMMENDATIONS CONTAINED HEREIN.

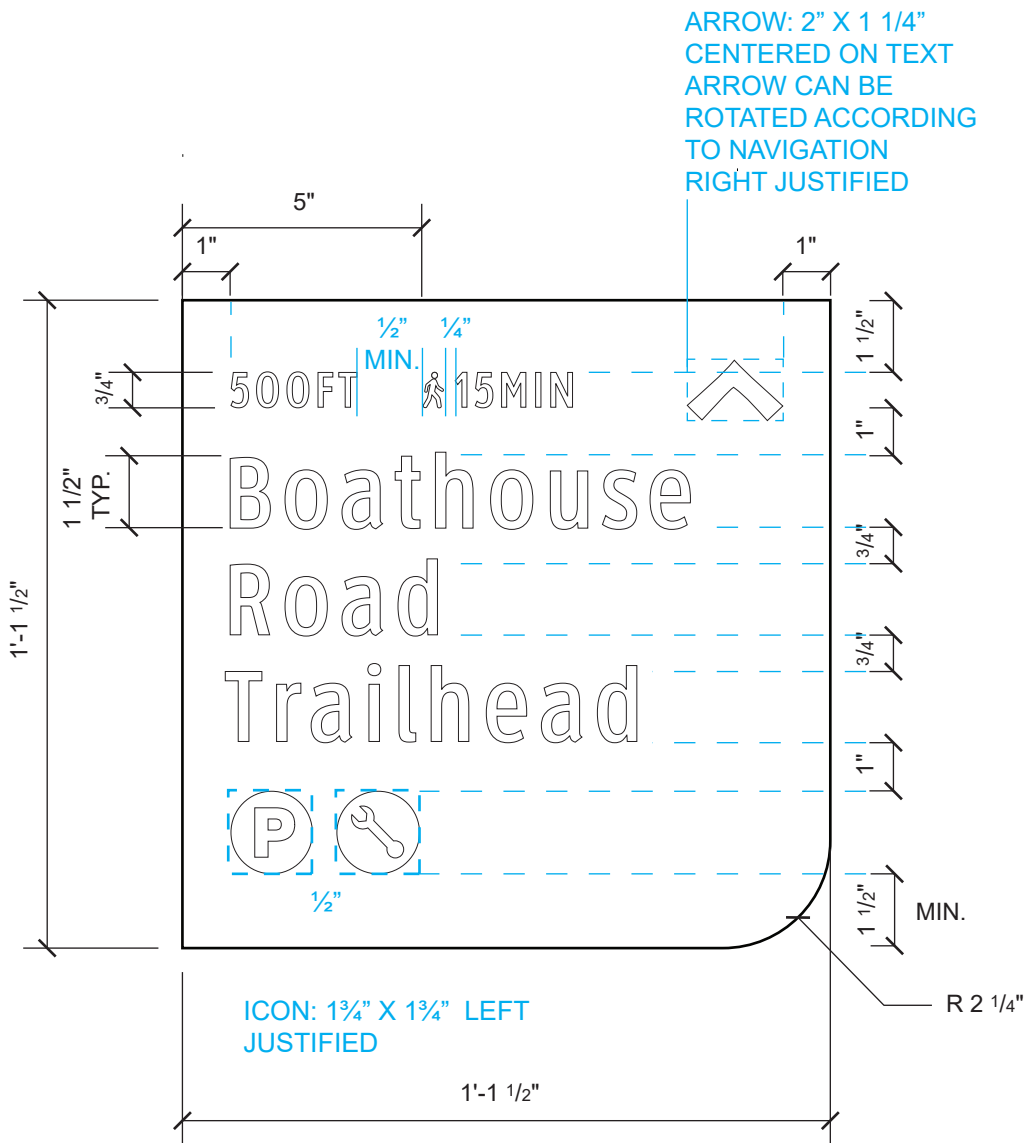
SIGNAGE & GRAPHICS

DIRECTIONAL  
SMALL SIGN

04/11/2025

SIGNAGE & GRAPHICS

SG.5

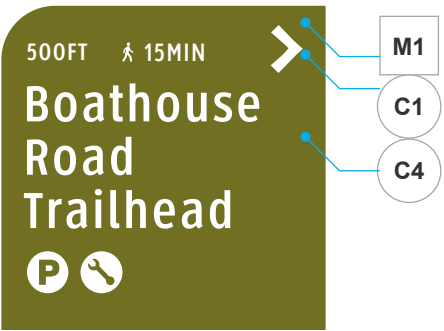


1 SIGN LAYOUT  
SCALE: 3" = 1'-0"



RADIUS MAY OCCUR AT ANY CORNER,  
MAINTAIN SAME LAYOUT GUIDES

2 ALTERNATIVE LAYOUTS  
SCALE: 1 1/2" = 1'



3 GRAPHIC CONTEXT  
SCALE: 1 1/2" = 1'

CONTENT ALIGNMENT SHOULD ADJUST BASED  
ON SIGN PLACEMENT RELATIVE TO POST. TEXT  
SHOULD BE ALIGNED TOWARDS OUTER EDGE  
OF SIGN. ARROW SHOULD BE PLACED  
DEPENDING ON DIRECTION OF DESTINATION:  
ON LEFT EDGE FOR LEFT TURNS, RIGHT EDGE  
FOR RIGHT TURNS. FORWARD ARROWS MAY  
ALIGN EITHER RIGHT OR LEFT.

RALEIGH GREENWAY  
WAYFINDING PLAN

THESE DRAWINGS ARE AN EXPRESSION  
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CONDITION ASSESSMENTS, ENGINEERING,  
AND PREPARATION OF SHOP DRAWINGS,  
PRIOR TO IMPLEMENTING ANY OF THE  
RECOMMENDATIONS CONTAINED HEREIN.

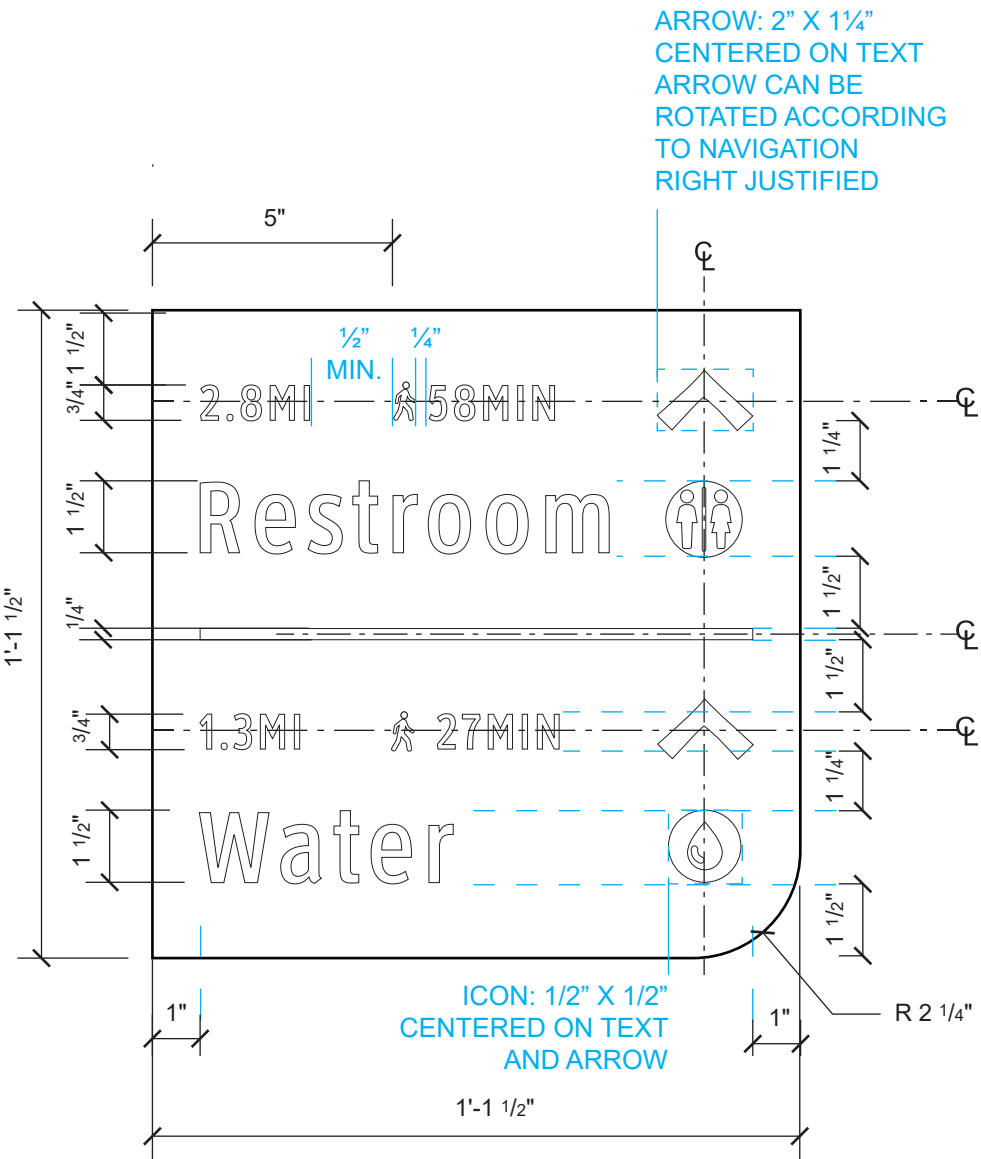
SIGNAGE & GRAPHICS

DIRECTIONAL  
SERVICES  
SMALL SIGN

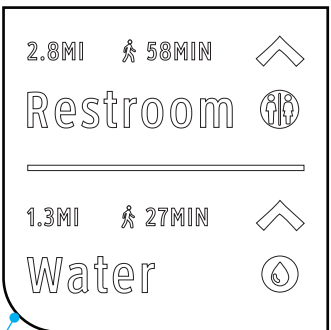
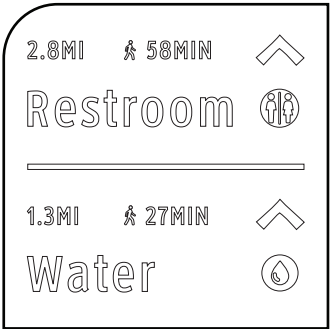
04/11/2025

SIGNAGE & GRAPHICS

SG.6



1 SIGN LAYOUT  
SCALE: 3" = 1'



RADIUS MAY OCCUR AT ANY CORNER,  
MAINTAIN SAME LAYOUT GUIDES

2 ALTERNATIVE LAYOUTS  
SCALE: 1 1/2" = 1'



3 GRAPHIC CONTEXT  
SCALE: 1 1/2" = 1'

CONTENT ALIGNMENT SHOULD ADJUST  
BASED ON SIGN PLACEMENT RELATIVE  
TO POST. TEXT SHOULD BE ALIGNED  
TOWARDS OUTER EDGE OF SIGN.  
ARROW SHOULD BE PLACED DEPENDING  
ON DIRECTION OF DESTINATION: ON LEFT  
EDGE FOR LEFT TURNS, RIGHT EDGE  
FOR RIGHT TURNS. FORWARD ARROWS  
MAY ALIGN EITHER RIGHT OR LEFT.



RALEIGH GREENWAY  
WAYFINDING PLAN

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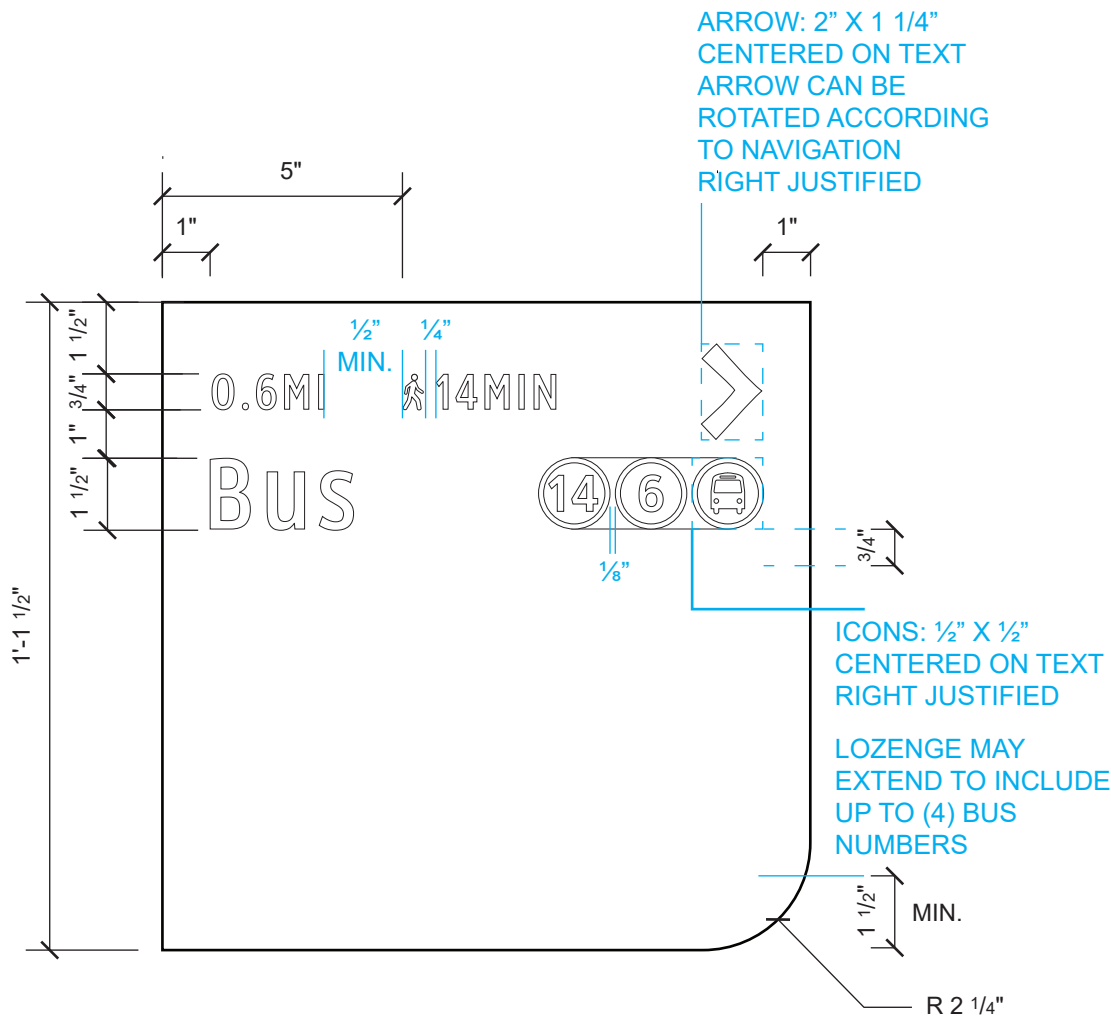
SIGNAGE & GRAPHICS

DIRECTIONAL  
TRANSIT  
SMALL SIGN

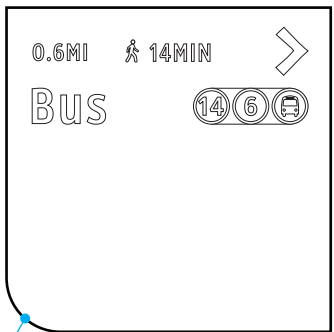
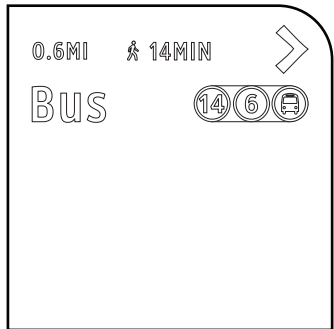
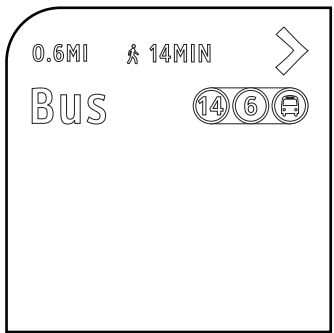
04/11/2025

SIGNAGE & GRAPHICS

SG.7

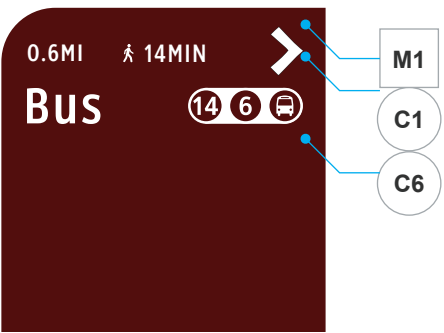


1 SIGN LAYOUT  
SCALE: 3" = 1'



RADIUS MAY OCCUR AT ANY CORNER,  
MAINTAIN SAME LAYOUT GUIDES

2 ALTERNATIVE LAYOUTS  
SCALE: 1 1/2" = 1'



3 GRAPHIC CONTEXT  
SCALE: 1 1/2" = 1'

CONTENT ALIGNMENT SHOULD ADJUST BASED  
ON SIGN PLACEMENT RELATIVE TO POST. TEXT  
SHOULD BE ALIGNED TOWARDS OUTER EDGE  
OF SIGN. ARROW SHOULD BE PLACED  
DEPENDING ON DIRECTION OF DESTINATION:  
ON LEFT EDGE FOR LEFT TURNS, RIGHT EDGE  
FOR RIGHT TURNS. FORWARD ARROWS MAY  
ALIGN EITHER RIGHT OR LEFT.

RALEIGH GREENWAY  
WAYFINDING PLAN

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CONDITION ASSESSMENTS, ENGINEERING,  
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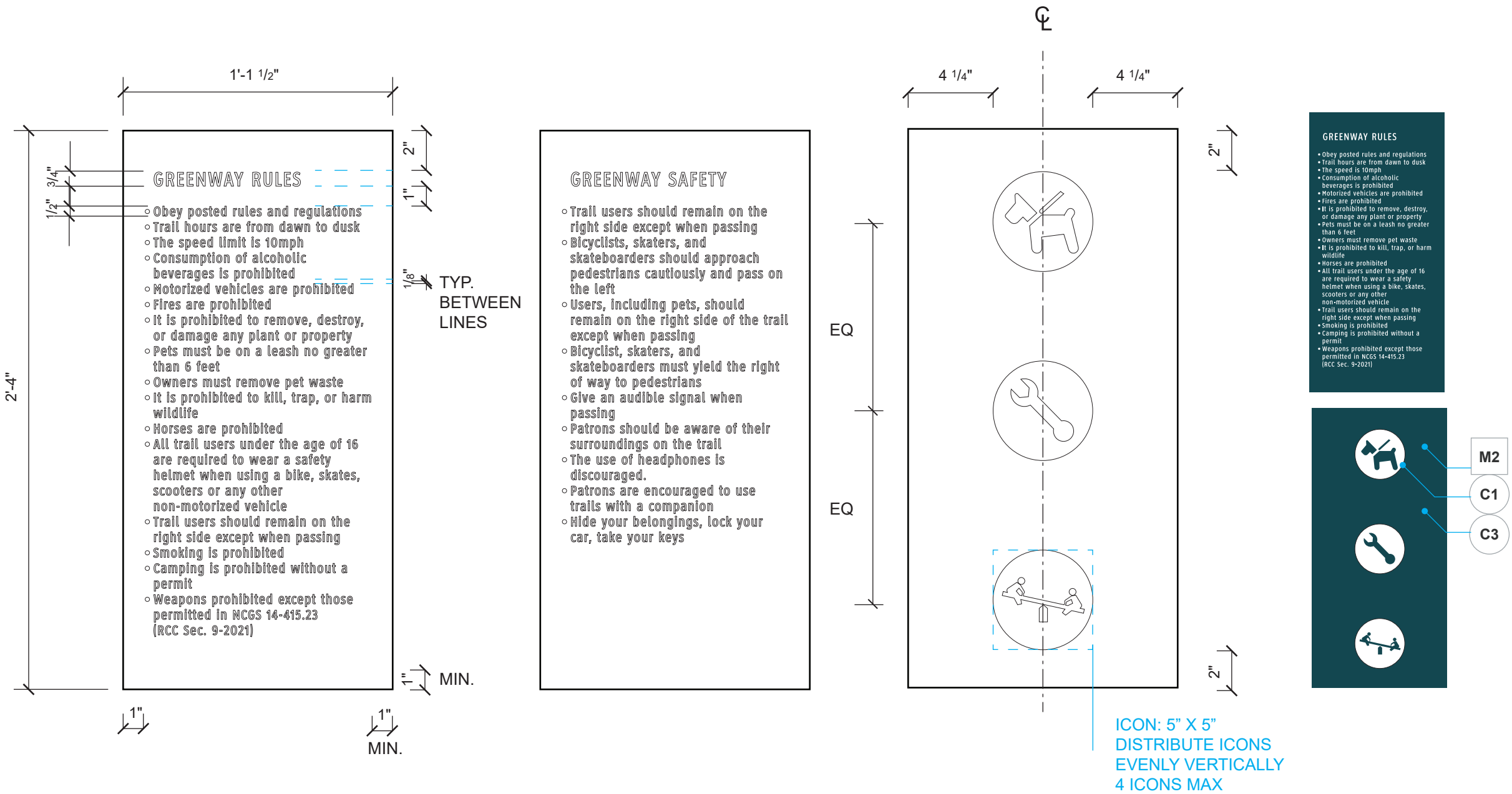
SIGNAGE & GRAPHICS

REGULATORY  
MEDIUM SIGN

04/11/2025

SIGNAGE & GRAPHICS

SG.8



RULES TEXT TO BE CONFIRMED  
PRIOR TO PRODUCTION

ALL NOTES, MATERIALS, DIMENSIONS,  
AND DETAILS TO MATCH THOSE SHOWN  
ON SIGN LAYOUT 1

ICON LAYOUTS SHOWN AS EXAMPLES  
ONLY, INTENDED TO ILLUSTRATE  
INDIVIDUAL RULES MORE FULLY  
DESCRIBED ON DETAIL 2

1 SIGN LAYOUT  
SCALE: 2" = 1'

2 SIGN LAYOUT  
SCALE: 2" = 1'

3 ALTERNATIVE SIGN LAYOUT  
SCALE: 2" = 1'

4 GRAPHIC CONTEXT  
SCALE: 1" = 1'



RALEIGH GREENWAY  
WAYFINDING PLAN

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CONDITION ASSESSMENTS, ENGINEERING,  
AND PREPARATION OF SHOP DRAWINGS,  
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RECOMMENDATIONS CONTAINED HEREIN.

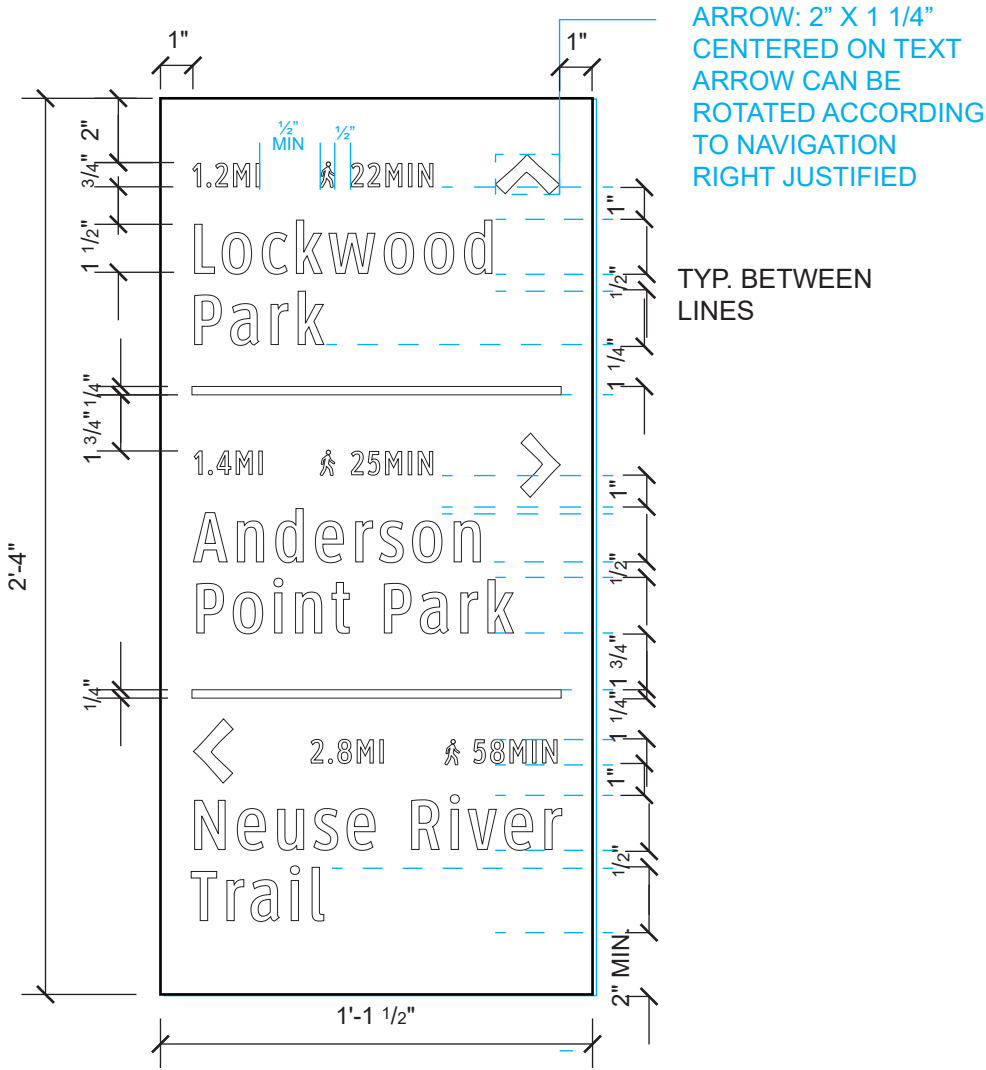
SIGNAGE & GRAPHICS

DIRECTIONAL  
MEDIUM SIGN

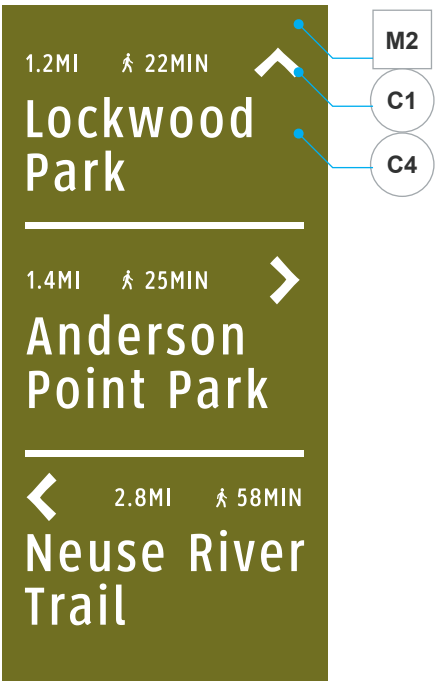
04/11/2025

SIGNAGE & GRAPHICS

SG.9



2 SIGN LAYOUT  
SCALE: 2" = 1'



CONTENT ALIGNMENT SHOULD ADJUST BASED  
ON SIGN PLACEMENT RELATIVE TO POST. TEXT  
SHOULD BE ALIGNED TOWARDS OUTER EDGE  
OF SIGN. ARROW SHOULD BE PLACED  
DEPENDING ON DIRECTION OF DESTINATION:  
ON LEFT EDGE FOR LEFT TURNS, RIGHT EDGE  
FOR RIGHT TURNS. FORWARD ARROWS MAY  
ALIGN EITHER RIGHT OR LEFT.

2 GRAPHIC CONTEXT  
SCALE: 1 1/2" = 1'

RALEIGH GREENWAY  
WAYFINDING PLAN

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CONDITION ASSESSMENTS, ENGINEERING,  
AND PREPARATION OF SHOP DRAWINGS,  
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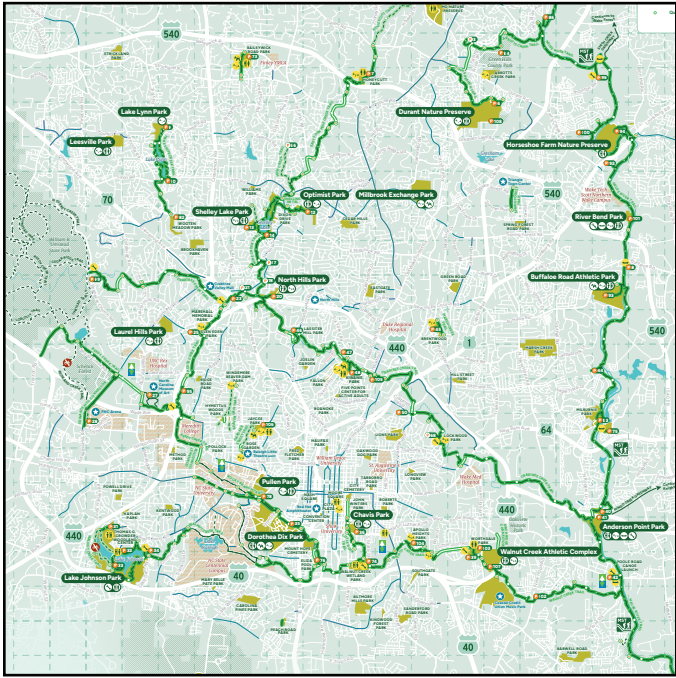
SIGNAGE & GRAPHICS

LARGE MAP  
LAYOUT

04/11/2025

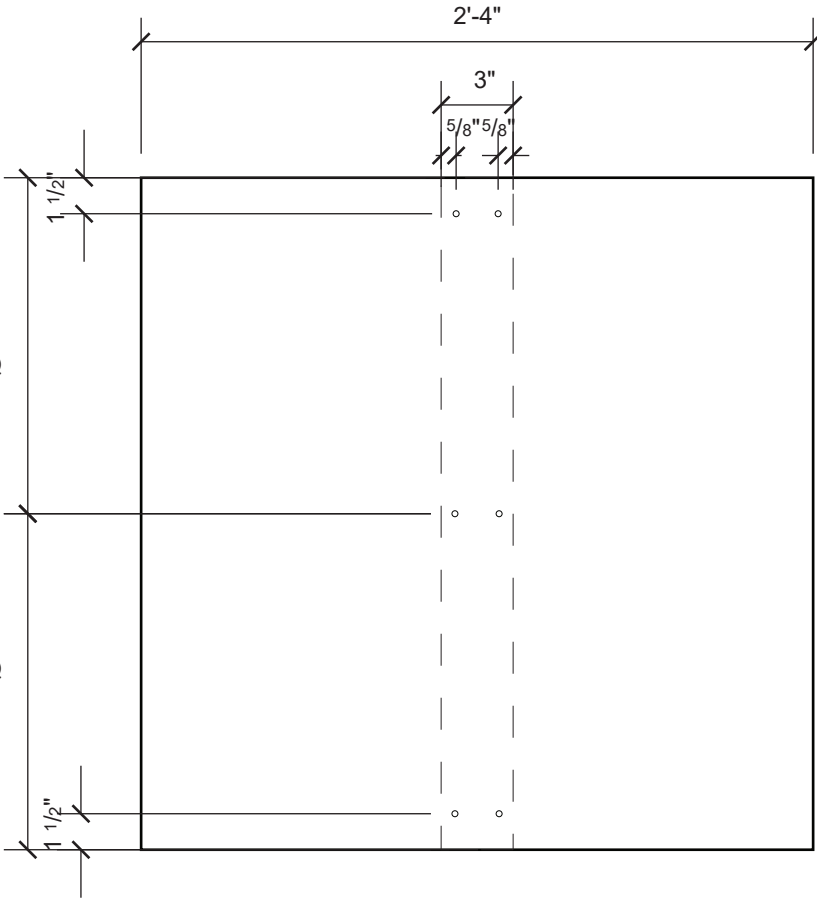
SIGNAGE & GRAPHICS

SG.10



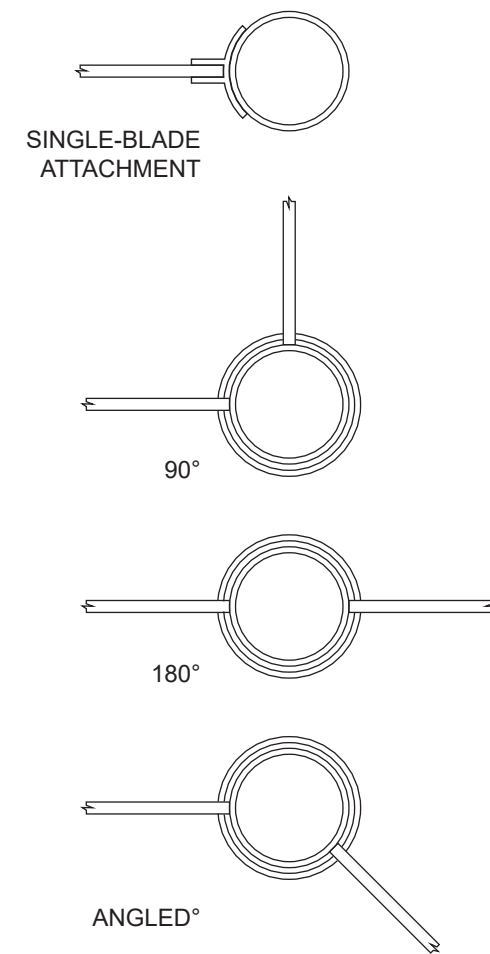
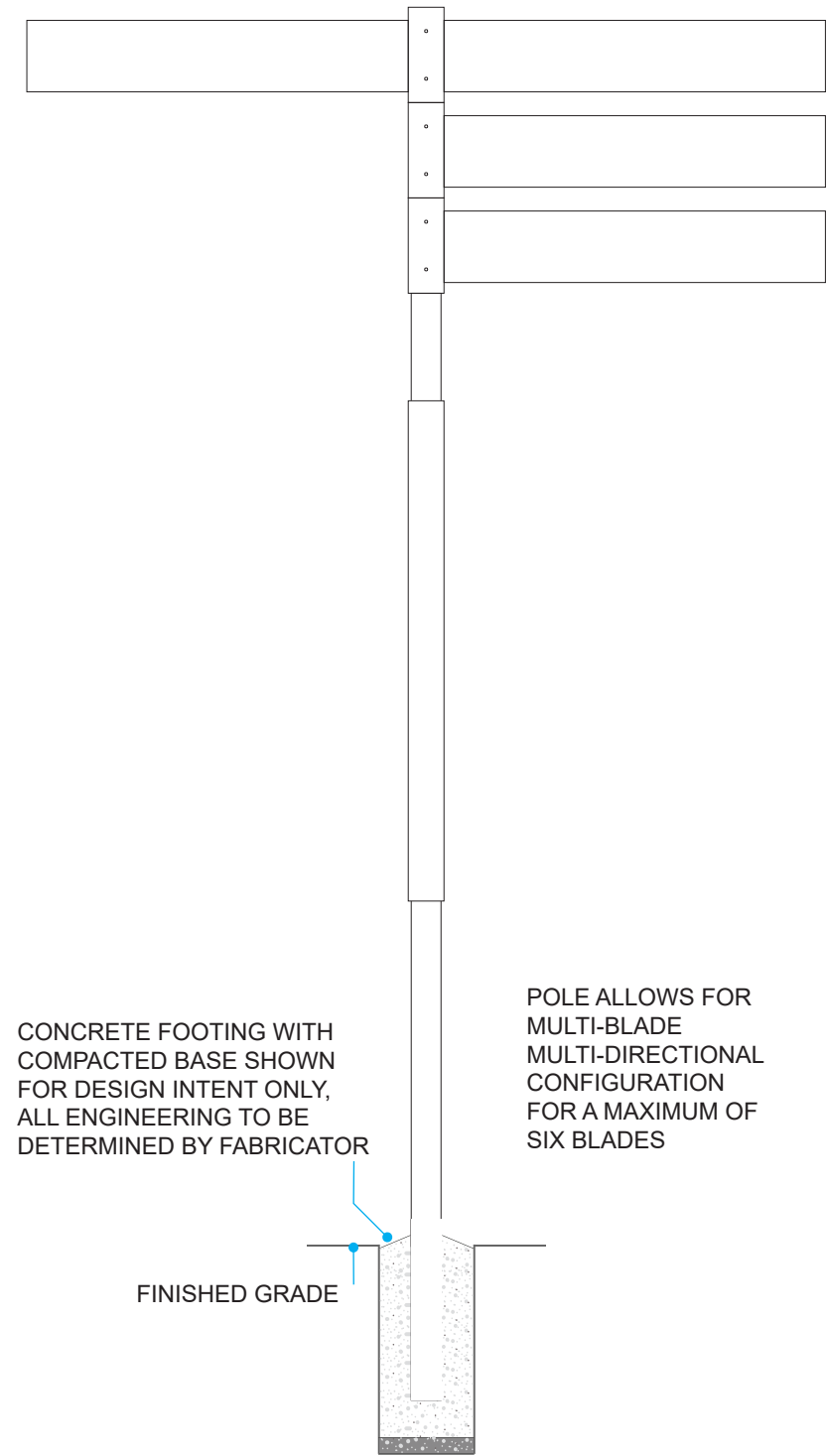
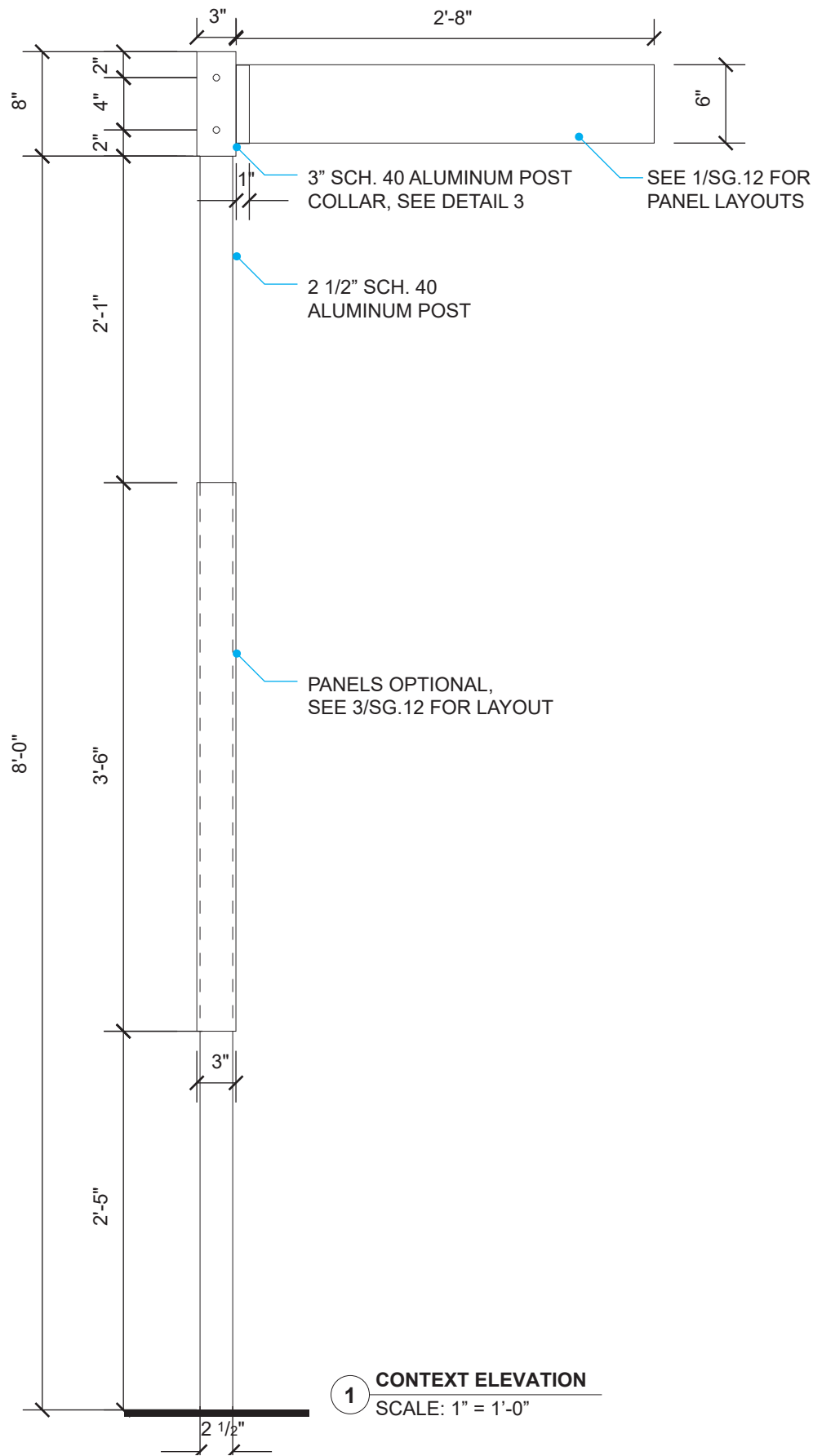
MAP ARTWORK SHOWN AS EXAMPLE  
ONLY, SPECIFIC ARTWORK TO BE  
CONFIRMED PRIOR TO PRODUCTION  
FOR EACH SPECIFIC MAP LOCATION

1 GRAPHIC CONTEXT  
SCALE: 1½" = 1'



2 MOUNTING DETAILS  
SCALE: 1½" = 1'





EACH MOUNTING BRACKET MAY BE MOUNTED AT ANY ANGLE IN RELATION TO THE SIGNPOST AS A WHOLE, OR IN RELATION TO OTHER BRACKETS ON THE SAME POST

3 MOUNTING  
SCALE: 1/2" = 1'

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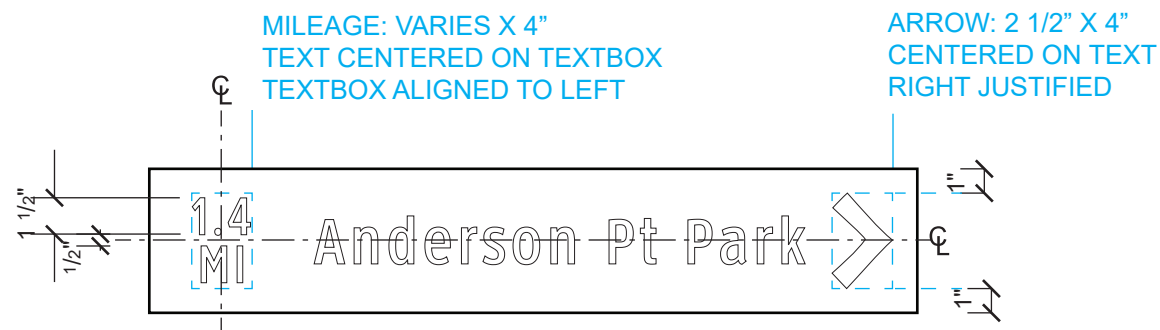
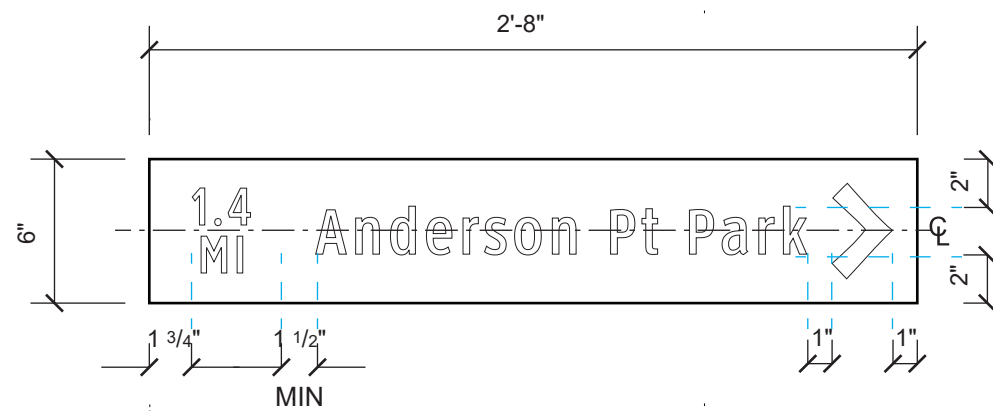
SIGNAGE & GRAPHICS

## FINGERPOST ASSEMBLY

04/11/2025

SIGNAGE & GRAPHICS

**SG.11**

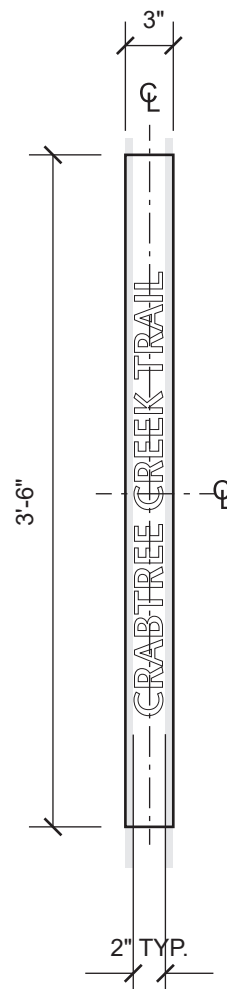


SIGN MAY BE MIRRORED  
FOLLOW SAME LAYOUT GUIDES

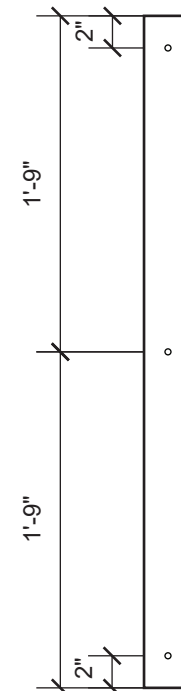


FOLLOW SAME LAYOUT GUIDES FOR TWO-LINED SIGNS  
BUT AVOID THIS CONFIGURATION WHERE POSSIBLE

**1 SIGN LAYOUT**  
SCALE: 1 1/2" = 1'



**3 PANEL LAYOUT**  
SCALE: 1" = 1'



**4 PANEL MONTAGE**  
SCALE: 1" = 1'



**5 GRAPHIC CONTEXT**  
SCALE: 1" = 1'

2" TYP.

SEE 1/SG.11 FOR  
PLACEMENT

**2 GRAPHIC CONTEXT**  
SCALE: 1 1/2" = 1'



## RALEIGH GREENWAY WAYFINDING PLAN

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## SIGNAGE & GRAPHICS

# FINGERPOST SIGN PANELS

04/11/2025

## SIGNAGE & GRAPHICS

# SG.12



RALEIGH GREENWAY  
WAYFINDING PLAN

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CONDITION ASSESSMENTS, ENGINEERING,  
AND PREPARATION OF SHOP DRAWINGS,  
PRIOR TO IMPLEMENTING ANY OF THE  
RECOMMENDATIONS CONTAINED HEREIN.

SIGNAGE & GRAPHICS

TRAILHEAD

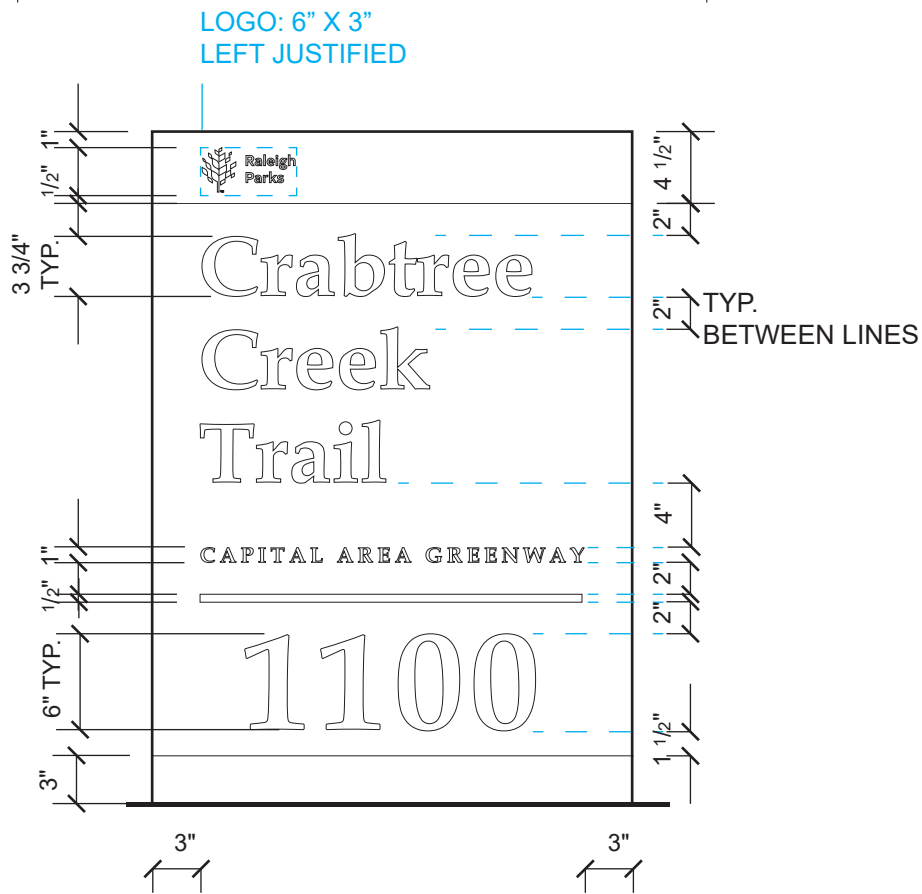
04/11/2025

SIGNAGE & GRAPHICS

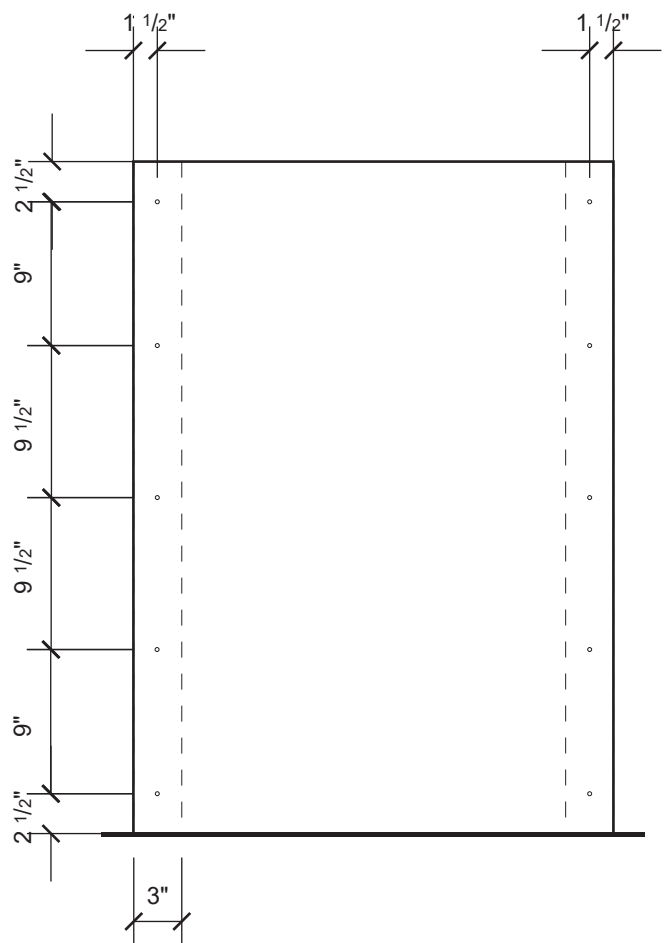
SG.13



1 GRAPHIC CONTEXT  
SCALE: 1" = 1'-0"



2 SIGN LAYOUT  
SCALE: 1" = 1'-0"



POSTS INSIDE SIGN CABINET  
SHOWN FOR DESIGN INTENT ONLY,  
SIZE AND POSITION TO BE  
CONFIRMED BY FABRICATOR

3 CONTEXT ELEVATION  
SCALE: 1" = 1'-0"

RALEIGH CAPITAL AREA GREENWAY  
**WAYFINDING PLAN**

