

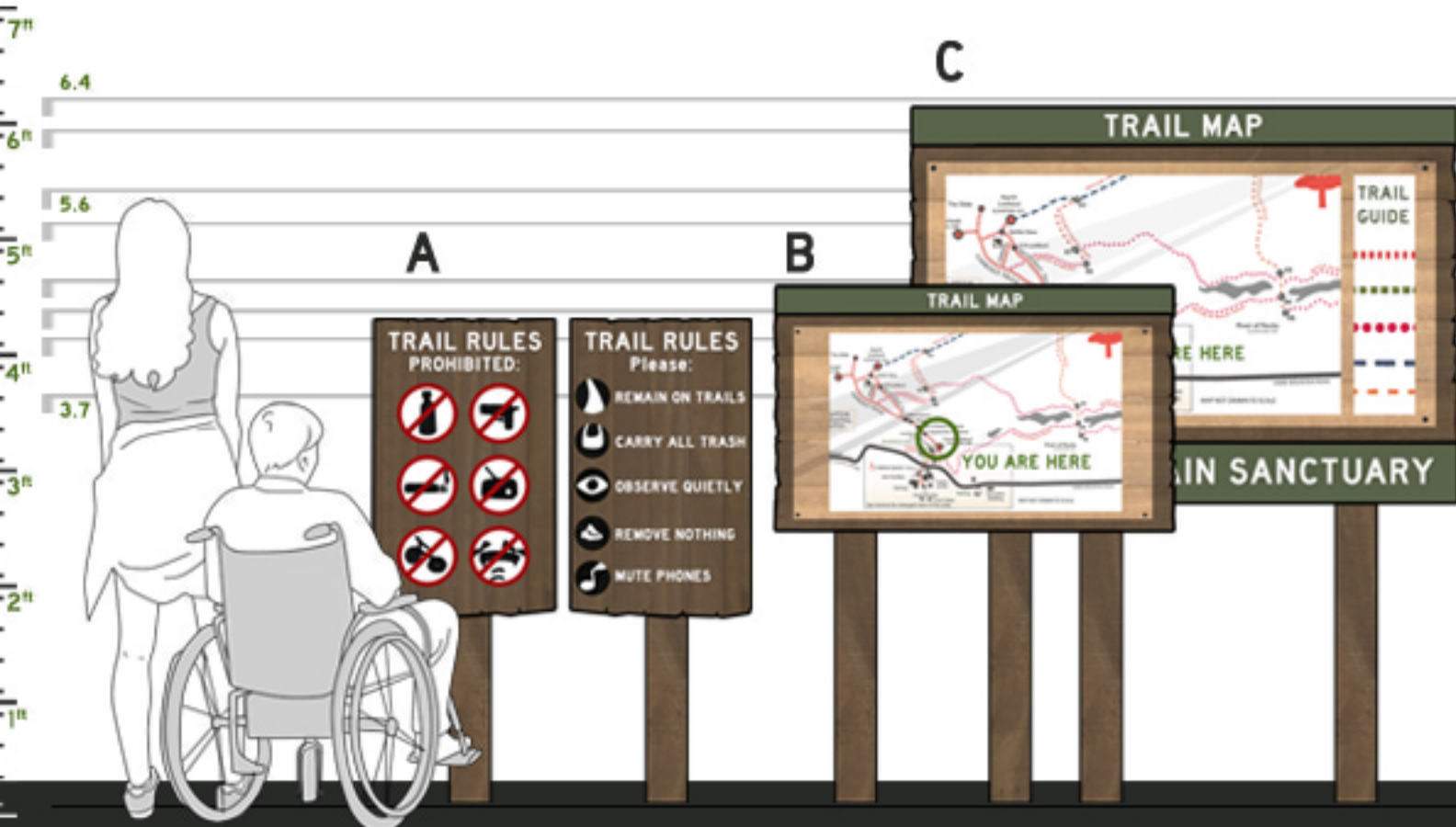


HAWK MOUNTAIN WAYFINDING PROJECT

KELLY BRUCE



SIGNS, BY HEIGHT [PT.I]



A. TRAIL RULES

As guests enter the sanctuary, they are met with these signs clearly depicting prohibited items and rules.

There is usually a volunteer (collecting the fee) to aide if there are any misunderstandings with these signs.

B. PATH TRAIL MAP

This is the smaller version to the Main Trail Map, this one is found throughout the trails so that hikers know where they are at all times, and distances to next map points. The previous maps only had what was near them, with no sense of distance.

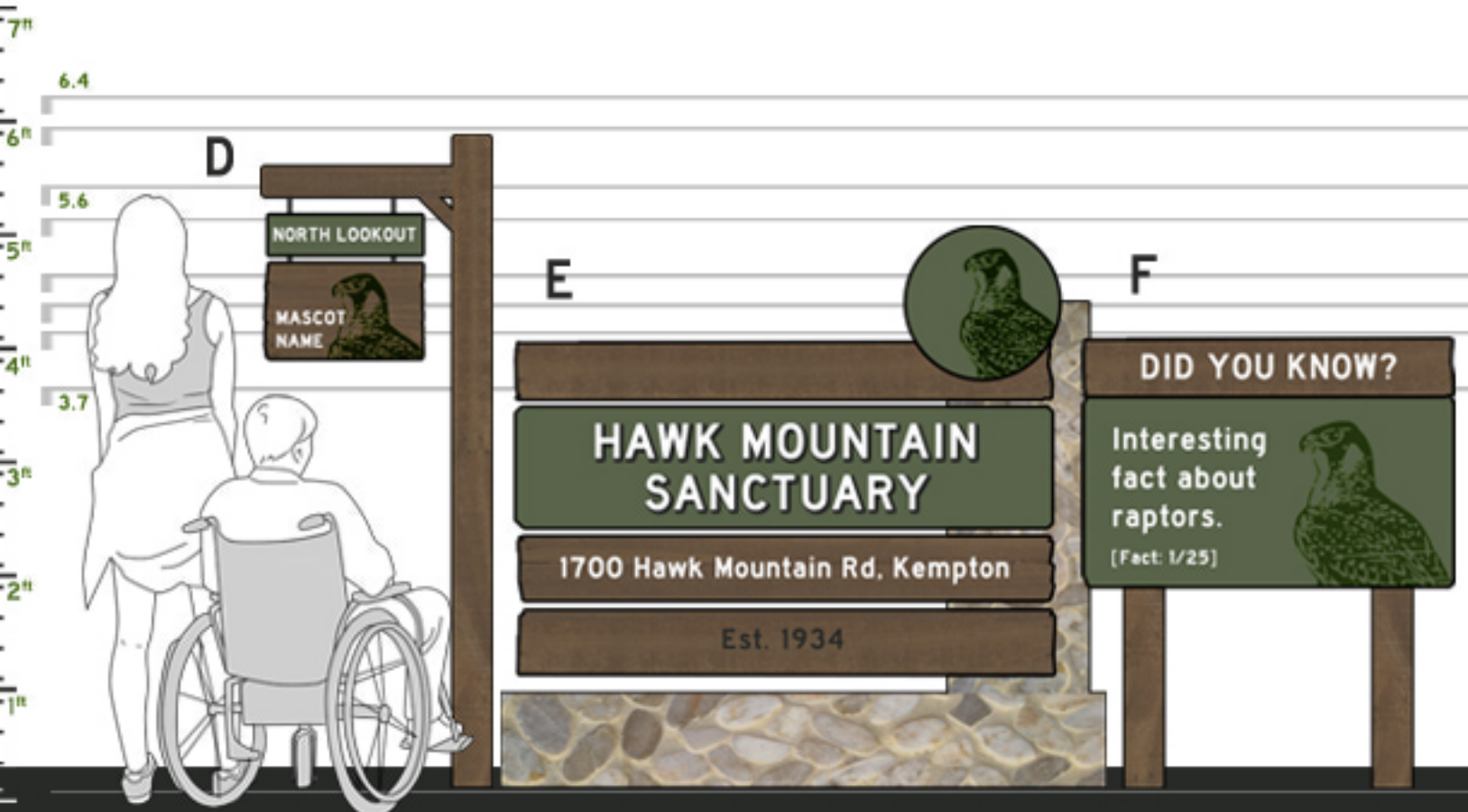
C. MAIN TRAIL MAP

The main Trail Map that is at the entrance of the sanctuary displays the whole area and various paths that are defined by a trail guide key.

The maps have a plexi-glass covering to withstand weather and dirty hand prints.



SIGNS, BY HEIGHT [PT.II]



D. MASCOT POSTS

The outlook posts are already in their system, we propose to add a mascot plaque under the outlook name in order to aid in wayfinding and loveability.

The characters can be fun and educational!

E. ROAD SIGN

The sign that is seen from the road should be sturdy to withstand the elements and still be recognizable from a car. The materials here would be stone, metal, and durable wood and raised metal letters.

F. FACT SIGN

What would Hawk Mountain be without it's raptors? These signs promote a game funtion to hunt down all facts (has x out of y amounts). This encourages more trails used and be educational!



RULES AND PROHIBITIONS



Sanctuary Trails Starting Point



No . . .
Alcohol
Firearms
Smoking
Radio
Bikes
Drones





IN-TRAIL MAP

Please take note of the before and after, the main point that I illustrate with the new map is that you can see where you are in relative distance to everything else.

The old map had what was around you, but no way of noing how far away things are, like a bathroom for example.





MAIN TRAIL MAP



An important element that was missing in their signs was a “you are here” to each sign relative to the rest of the trails. The large sign is placed by the entrance, perfect for everyone to see.



MASCOTS AT OVERLOOK SPOTS

NORTH LOOKOUT

MASCOT
NAME



The addition of mascots, like those at subway stations in Japan, can promote better memory and wayfinding in that characters are easier to remember than specific landmark names.

It also gives the opportunity for merchandise and fan favorites. (Gotta see 'em all!)

An easy addition, all we need to add are the character cards below the already existing overlook posts.

RIDGE
OVERLOOK

HENRY
McFEATHERTON
LIKES ACORNS & FALL





ROAD SIGN



see: "sign, by height pt. 2" for scale

Materials:

Stone
Metal
Wood

Info:

Title
Logo
Address
Est. Date





FACTUAL SIGNS

Having the informational signs have a number, it promotes more walks and visit to collect all of the facts.

The placement is also great in that if a fact pertains so a certain bird, the likelihood of seeing that bird is greater on an outlook, as opposed to the inner trails, where they had similar trivial signs.



DID YOU KNOW?

Interesting
fact about
raptors.

[Fact: 1/25]

