

City of Duluth Parks & Recreation

Preliminary Design Options
Public Presentation July 21, 2016

VisualCommunications
475 Cleveland Avenue North Suite 223 Ivy League Place Saint Paul, MN 55104

 **HOISINGTON KOEGLER GROUP INC.**



Existing Architectural Details found in Duluth, MN

Sign Option A: Angled element representative of hills/shelter. Natural materials and Industrial hardware elements. Solar powered lighting an option.



PRIMARY PARK IDENTIFICATION

A.1

SECONDARY PARK IDENTIFICATION

A.2



CITY OF DULUTH
PARKS AND
RECREATION

Outdoor Signage
Design and
Wayfinding



Project # 02
 2100 West 10th Street
 Duluth, Minnesota 55812
 Phone: (218) 726-1111
 Fax: (218) 726-1112
 Email: info@visual.com
 Website: www.visual.com

Project # 16-0100
 Date: 05/24/16
 kwr

Variations on the theme.



TRAIL HEAD KIOSK



TRAIL MARKERS



TRAIL DIRECTIONAL



REGULATORY



DIRECTIONAL



NEIGHBORHOOD DIRECTIONAL



CITY OF DULUTH
PARKS AND
RECREATION

Brook Ecology
Design and
Wayfinding



Project 2
The project is a
wayfinding system
for a park area.
The system includes
directional signs,
regulatory signs,
trail markers, and
trail head kiosks.
The signs are made
of wood and metal.
The trail markers are
made of wood and
metal. The trail head
kiosks are made of
wood and metal.

Project 1
The project is a
wayfinding system
for a park area.
The system includes
directional signs,
regulatory signs,
trail markers, and
trail head kiosks.
The signs are made
of wood and metal.
The trail markers are
made of wood and
metal. The trail head
kiosks are made of
wood and metal.

Sign Option B: Utilizes a swooped stripe that is representative of Duluth's wilderness and water. It is carried throughout all the different signs in this system.



PRIMARY PARK IDENTIFICATION

A.1



CITY OF DULUTH
PARKS AND
RECREATION

Interior Signage
Design and
Wayfinding



Holington
Koeigler
Group Inc.

Copyright ©
This original design
was created by
VISUAL
Communications, Inc.
It cannot be copied,
reproduced, or
applied to any
other project or
design without the
written permission
of VISUAL
Communications, Inc.

Project: 16.03.02
Date: 05/24/16
Revised:

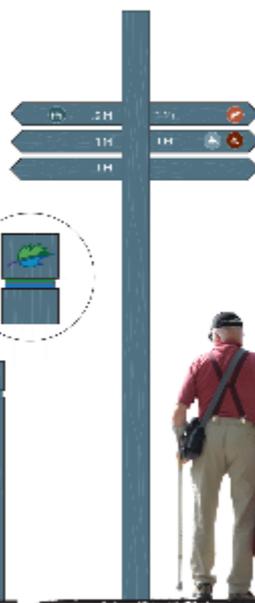
Option: **B**



TRAIL-HEAD KIOSK



TRAIL MARKERS



TRAIL DIRECTIONAL



REGULATORY



DIRECTIONAL



NEIGHBORHOOD
DIRECTIONAL



Sign Option C: Contemporary with green and blue colors of the Duluth Parks logo, adapted visually in the background of the sign. Includes a horizontal and vertical option for entry signs.



PRIMARY PARK IDENTIFICATION

A.1



SECONDARY PARK IDENTIFICATION

A.2



CITY OF DULUTH
PARKS AND
RECREATION

Outdoor Signage
Design and
Wayfinding



VISUAL
Communications

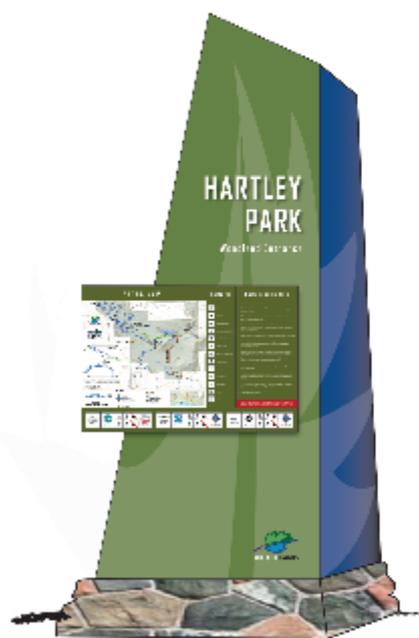


Hasting
Koegler
Group Inc.

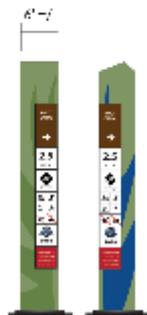
Copyright ©
The original design
was created by
V. C. & L. A. E.
Communications, Inc.
in 2008 for the project
described in the
agreement on file
with the city of Duluth
and is the property of
V. C. & L. A. E.
Communications, Inc.
The reuse of the
design is allowed only
with the written
permission of
V. C. & L. A. E.
Communications, Inc.

Project: 14-10-007
Date: 05/24/16
Rev:

Options: **C**



TRAIL HEAD KIOSK



TRAIL MARKERS



TRAIL DIRECTIONAL



REGULATORY



NEIGHBORHOOD
DIRECTIONAL



Sign Option D: Tree cutouts with stone and iron, taconite, or copper toned banding.



PRIMARY PARK IDENTIFICATION

A.1



SECONDARY PARK IDENTIFICATION

A.2



CITY OF DULUTH
PARKS AND
RECREATION

Exterior Signage
Design and
Wayfinding



Copyright ©
The right to copy,
reproduce, or to
communicate by
any means, in any
form and by any
means, is hereby
granted to the
City of Duluth, MN
for the use of the
signs and wayfinding
system described
herein. All other
rights reserved.

Project: 120302
Date: 1/2014
Rev:

Option: **D**



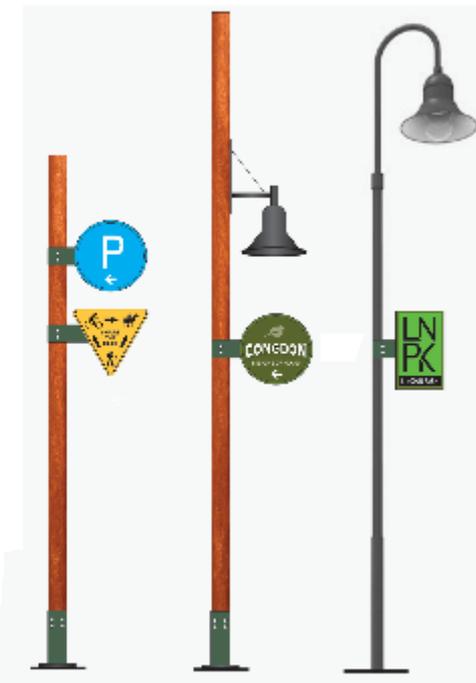
TRAIL HEAD KIOSK



TRAIL MARKERS



TRAIL DIRECTIONAL



REGULATORY



NEIGHBORHOOD DIRECTIONAL



CITY OF DULUTH
PARKS AND
RECREATION

Outdoor Signage
Design and
Wayfinding



Project:
City of Duluth
Duluth Parks and
Recreation
Outdoor Signage
Design and
Wayfinding
Project
Number: 2014-10
Date: 02/14/15
Rev:



PRIMARY IDENTIFICATION



Sign Option E: Historic and natural materials. Industrial hardware/steel banding with stone and timber.



SECONDARY IDENTIFICATION



- MATERIALS:
- ☒ Bluestone base
 - ☒ Black aluminum or coated stainless steel hardware
 - ☒ Treated cedar timber
 - ☒ Treated cedar sign face (could substitute coated metal panel)



TRAILHEAD KIOSK



CITY OF DULUTH
PARKS AND
RECREATION

Exterior Signage
Design and
Wayfinding



Hobington
Koeigler
Group Inc.

Copyright ©
This project design
was created by
H. K. Si & L.
L. Koeigler, Inc.
It is intended for
use only on the
project for which it
was created. No part
of this design may
be reproduced or
transmitted in any
form or by any
means, electronic,
mechanical, or
otherwise, without
the prior written
consent of
Hobington Koeigler
Group, Inc.

Project: 18-03-02
Date: 05/24/18
Rev:

Option:

E



TRAIL DIRECTIONAL

D.1



NEIGHBORHOOD DIRECTIONAL

H.1



TRAIL MARKERS

C.1



REGULATORY

F.1



CITY OF DULUTH
PARKS AND
RECREATION

Exterior Signage
Design and
Wayfinding



Copyright ©
This report and/or
any content by
V, I, S, U, A, L
Communications, Inc.
is intended as an
informal or
preliminary design
and shall not
constitute a contract
under any law.
The release of the
REPORT SHALL BE
permitted upon the
written consent of
VISUAL COMMUNICATIONS, INC.

Project: 16.03.03
Date: 06/24/16
Rev:

Option: **E**



Lakewalk Entry Planting Example

Whichever signage design is chosen, landscaped entry plantings can highlight the individual character of each park, customizing the sign and contributing to sense of place. Native species suited to the surrounding environment can be planted: drought resistant grasses in the dunes of Park Point; low maintenance perennials and clumps of aspen at rustic parks like Chamber's Grove; or showy, long blooming flowers and ornamentals in high profile areas like the Lakewalk. At neighborhood parks with an active garden club presence, entry signs could be adopted and planted with annuals or other species.



Chamber's Grove Entry Planting Example



Park Point Entry Planting Example

ENTRY PLANTING OPTIONS

Custom landscaping around entry signs can highlight the individual character of each park, contributing to sense of place.



CITY OF DULUTH
PARKS AND RECREATION

Director: Stephanie
DeMars
Manager: Kristy
Weyland



Burlington
K-12-141
School Bus

Project #
150006
Name: TH.1
Date: 10/2015

Project: 150006
Name: TH.1
Date: 10/2015

Page: TH.1

Existing Trail Head – Old Hartley Road at Nature Center

Old Hartley Road at Woodhaven Lane



CO. OF DULUTH PARKS AND RECREATION

External Signage Design and Wayfinding



Position: Coordinator

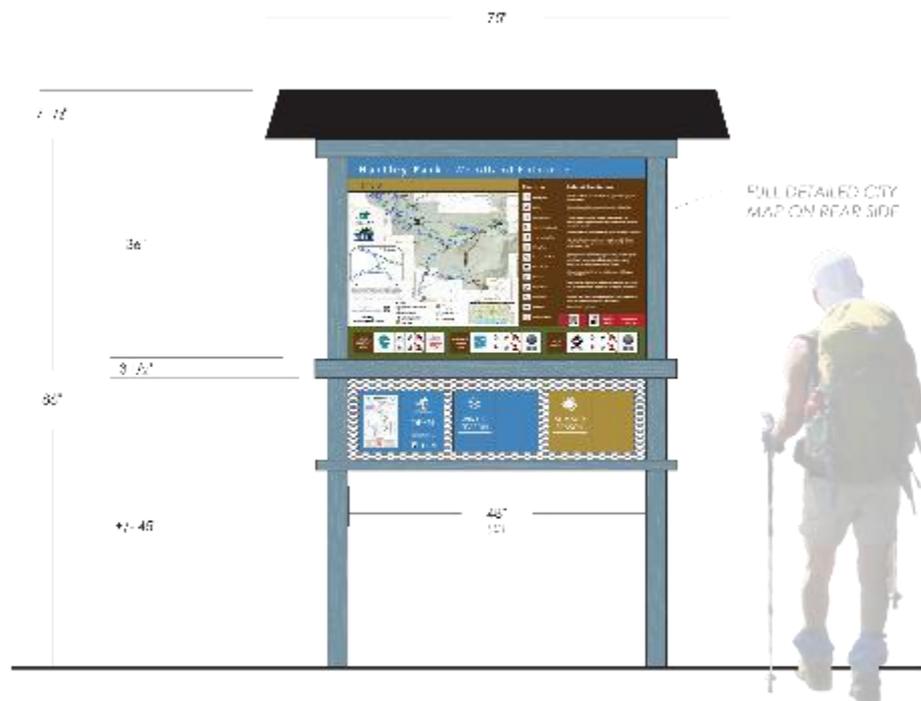
Copyright © 2011
 This project was funded by the City of Duluth, Minnesota. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of the City of Duluth, Minnesota. The Duluth Parks and Recreation Department is not responsible for any damage or injury to persons or property that may occur while using the information provided in this publication.

Project: 1522.02
 Date: 10/24/11
 Rev:

Page:

TH.2

Information Management



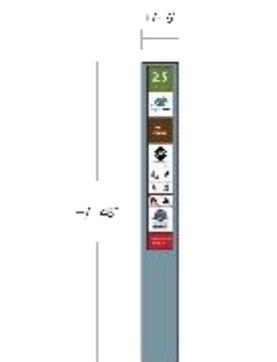
1 Kiosk Design
R.1 Scale: 3/4" = 1' 0"



PHOTO: WESTLEY PARK



PHOTO: WESTLEY PARK



2 Trail ID (flexible)
R.1 Scale: 3/4" = 1' 0"



CITY OF DULUTH
PARKS AND RECREATION

Interior Signage
Design and
Wayfinding



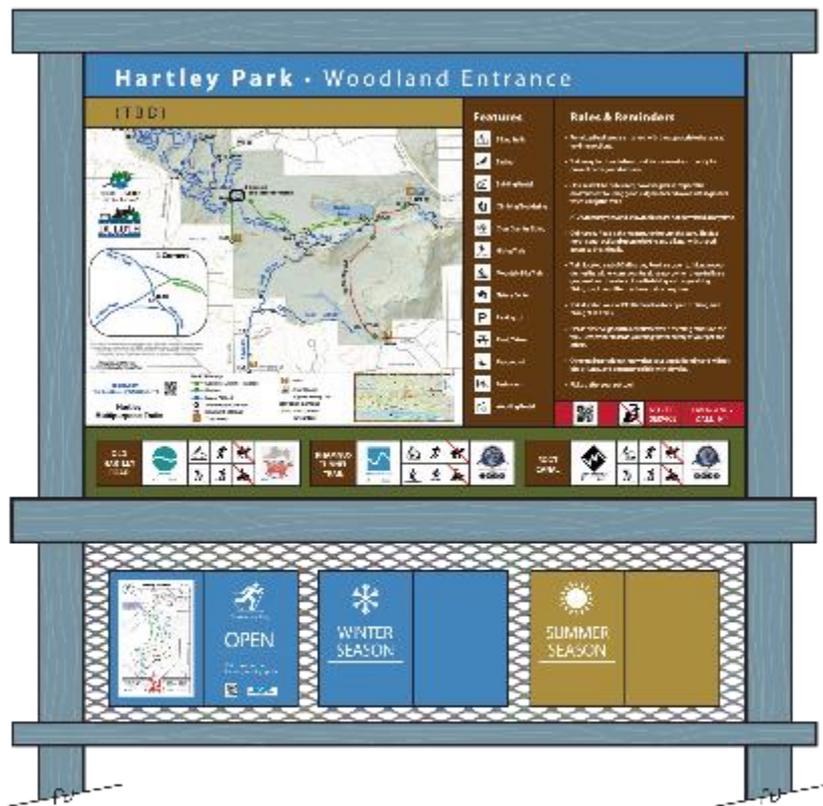
Boston
KINGSTON
DULUTH

Project: 15-0000
Date: 11/2015
Rev:

05/17/16

R.1

Information Management



1 Kiosk Design - Map Detail
Scale: NTS



2 Trail ID (flexible) - Detail
Scale: NTS



Scale: NTS
R.2

Thank you!

VisualCommunications
475 Cleveland Avenue North Suite 223 Ivy League Place Saint Paul, MN 55104

 HOISINGTON KOEGLER GROUP INC.