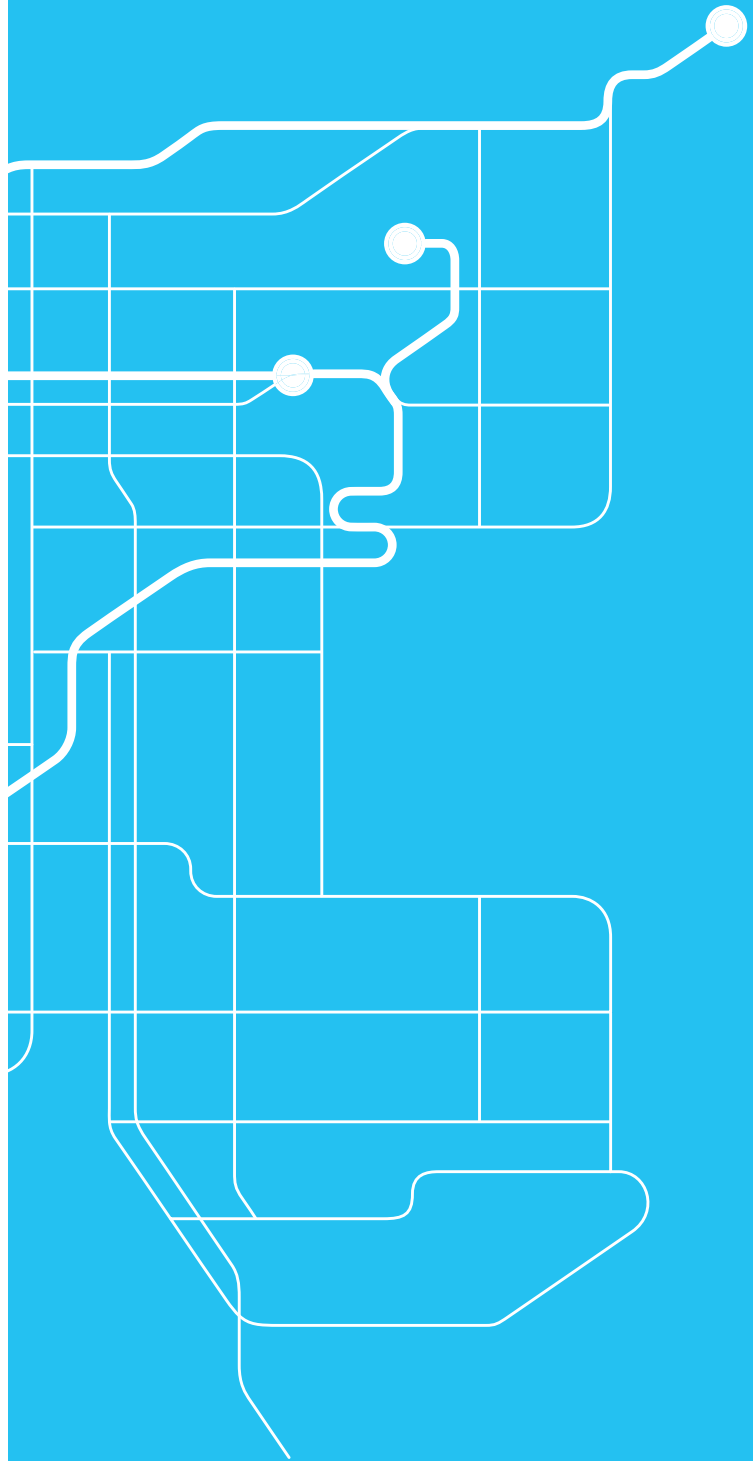



ANCHORAGE TRAILS

WAYFINDING

Trail Signage
Sponsorship
Program



Trails

are an important
part of Anchorage's
identity.





What is the Anchorage Trails Wayfinding Program?

The Trails Initiative is one of the seven areas of focus that the Anchorage Economic Development Corporation has adopted to make Anchorage the #1 city to live, work, and play by 2025. Our trails are an important part of Anchorage's identity. They provide recreation opportunities, serve as transit systems, and attract a talented workforce to Anchorage.

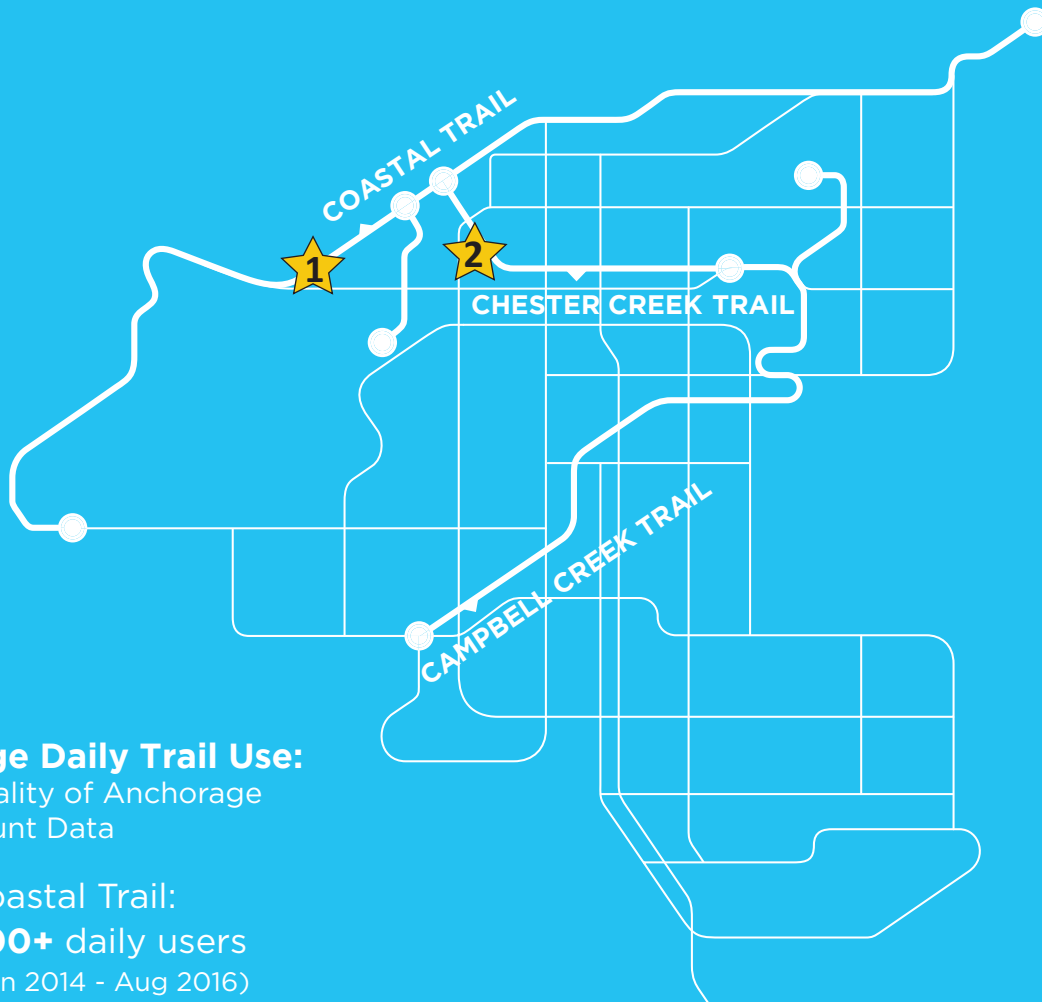
In an effort to improve our trails for all users, a Signage & Wayfinding Plan is in development to create a safer, more easily navigable trail system for our city.

Signage & Wayfinding Goals

- **Project a consistent image** for trails and pedestrian routes.
- **Safely guide** residents and visitors to landmarks, facilities, and community services.
- **Brand neighborhoods** and **establish a strong sense of place** and community pride.
- **Improve community health** by encouraging walking, bicycling, and public transit.
- Lead to a more **legible and connected city** for residents, commuters, and tourists.



Did You Know? 95% of Anchorage residents agree that our trail system contributes towards making Anchorage a great place to live, while 66% of Anchorage adults would like to use the trails more often.



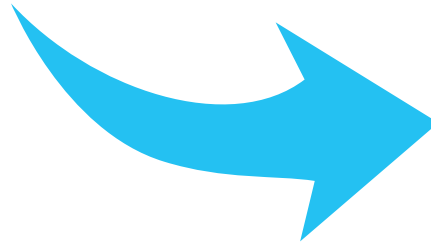
Average Daily Trail Use:
Municipality of Anchorage
Trail Count Data

1 Coastal Trail:
600+ daily users
(Jan 2014 - Aug 2016)

2 Chester Creek Trail:
450+ daily users
(Sept 2014 - June 2016)

Why Become a Wayfinding Sponsor?

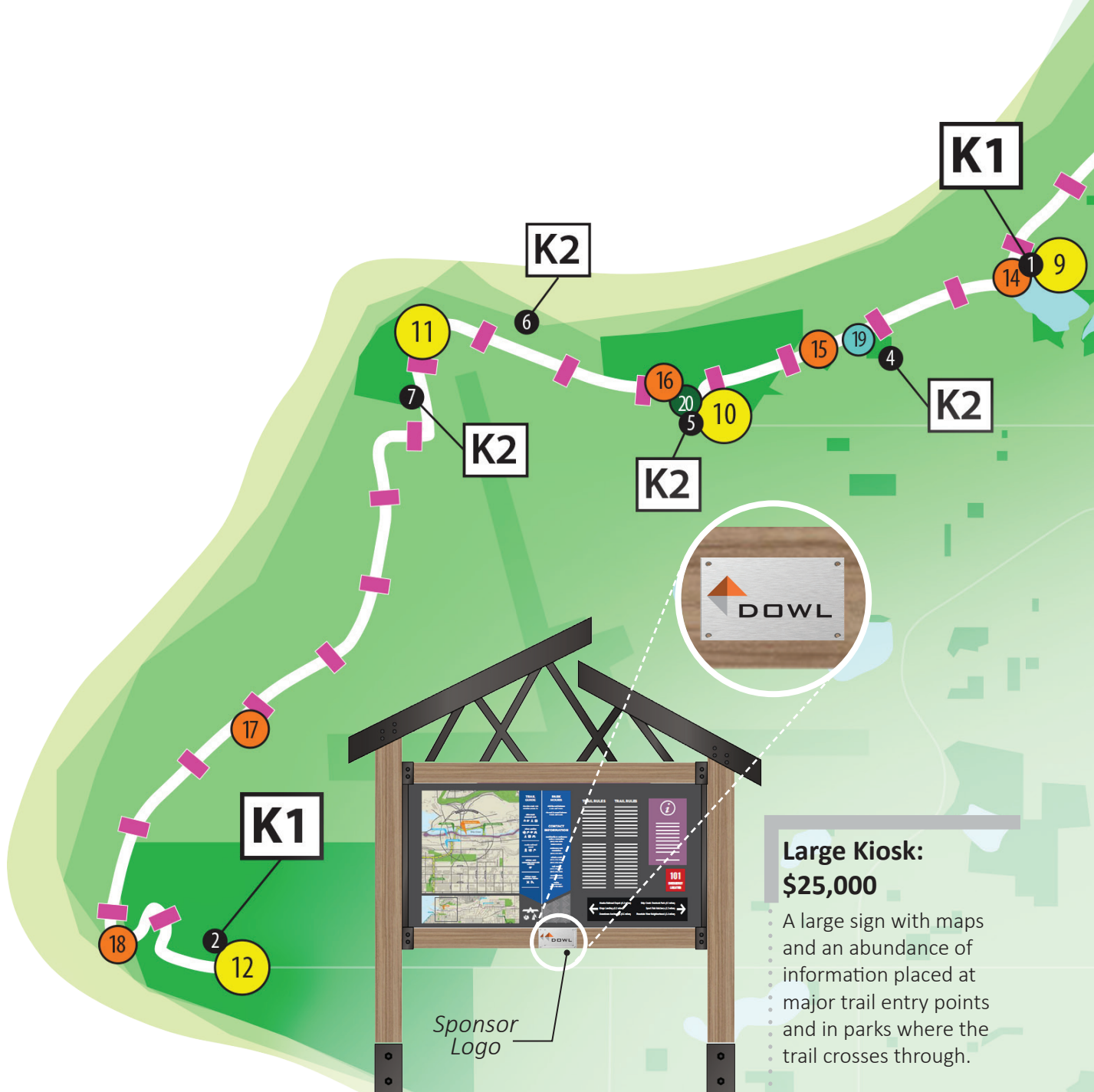
- Name visibility to hundreds of trail users.
- Link your business to a citywide wayfinding system.
- Help residents and visitors travel and orient themselves in the city.
- Unique opportunity to support Anchorage's economic growth and development.

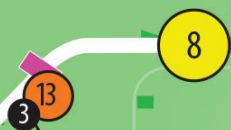


These trails will be considered for sponsorship signs:

COASTAL TRAIL
CHESTER CREEK TRAIL







K2

Small Kiosk: \$12,500

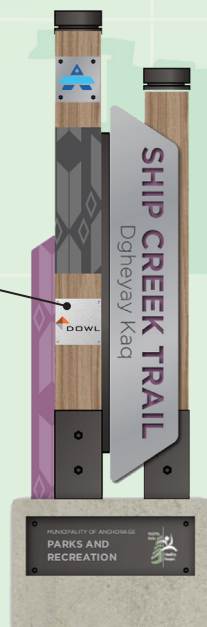
A smaller informational sign located at trail entry points where space is limited.



Greenbelt Gateway \$15,000

A primary trail identifier located at major entry points to the trails where there is public parking available.

Sponsor Logo



Sign # Sign Location

LARGE KIOSK (K1)

- 1 Westchester Lagoon
- 2 Kincaid Park (Trailhead)

SMALL KIOSK (K2)

- 3 Elderberry Pary
- 4 Lyn Ary Park
- 5 Earthquake Park
- 6 Postmark Drive Parking Area
- 7 Point Woronzoff Park

GREENBELT GATEWAY

- 8 Trailhead (2nd Ave. at H St.)
- 9 Westchester Lagoon
- 10 Earthquake Park
- 11 Point Woronzof Park
- 12 Kincaid Park (Trailhead)

DIRECTIONAL TOTEM

- 13 Coastal Trail/Elderberry Park Intersection
- 14 Westchester Lagoon: Coastal Trail/Chester Creek Trail Intersection
- 15 Pete's Place/Coastal Trail Intersection
- 16 Earthquake Park: Coastal Trail/Spur Trail Intersection
- 17 Coastal Trail Intersection/Alex Sisson Trail
- 18 Coastal Trail/Kincaid Park Beach Access Intersection

DIRECTIONAL SIGN

- 19 Lyn Ary Park

INTERPRETIVE SIGN

- 20 Earthquake Park Spur Trail

MILE MARKER

- 21-40 2nd Ave to Kincaid Park

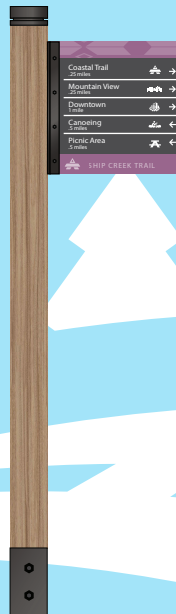
Directional Totem \$5,000

A 4-sided totem placed at decision points along the trail. This sign type has room for short messages or icons and gives quick direction.



Directional Sign \$6,000

A tall sign located at decision points along the trail. This sign type has room for longer messages, additional information (i.e. mileage), and is placed high which discourages vandalism.



Interpretive Sign \$2,500

An informational sign that provides storytelling along the trail by describing historical events, unique natural features, and local culture.



Mile Marker \$1,500

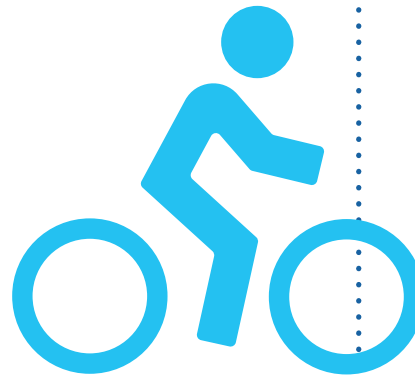
A totem located at 1/2-mile increments along the trails, equipped with emergency locators.



Sponsor Logo

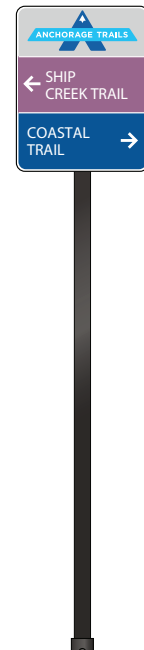
Neighborhood Gateway \$7,500

An identification sign located where the trail enters a neighborhood.



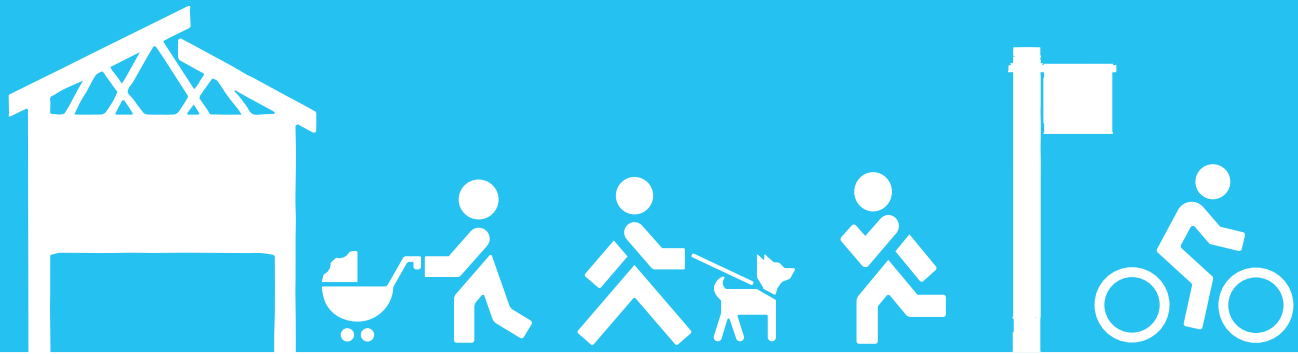
Street Indicator \$1,500

A tall sign located at decision points along the trails that are adjacent to roadways.



Sponsorship Details





- Sponsors will agree to a 5 year contract and will enter into a written agreement with the Anchorage Park Foundation.
- The Anchorage Park Foundation will work with sponsors on placement of their sponsored sign.

After the 5 year term, the sponsor will have the first opportunity to renew their agreement for the existing sign location. The sponsorship fee includes coverage for annual maintenance and operations of the sign. If, as a result of criminal acts, the maintenance costs of a particular sign exceeds the sponsorship fee, the sponsor will have the opportunity to work with the Anchorage Park Foundation to fund the additional actual maintenance costs or discontinue their sponsorship of the particular sign.



More Information: Visit the Live. Work. Play. or Anchorage Park Foundation websites to learn more about the Wayfinding Program and Sponsorship Opportunities.

www.aedcweb.com/live-work-play/areas-of-focus/trails-initiative/
www.anchorageparkfoundation.org/programs/trails-initiative/signage-wayfinding-plan/

