

A gravel path winds through a dense forest. On the left, a stone-lined drainage ditch runs alongside the path. On the right, there is a structure made of logs and stones. The path is surrounded by tall trees with green foliage, and sunlight filters through the canopy, creating dappled shadows on the ground.

# A WAYFINDING PLAN FOR NORTHFIELD, VT

February 26, 2024



# ACKNOWLEDGMENTS

## VOREC Steering Committee

Deborah Zuaro, Chair  
Russ Barrett  
Kimberly Caldwell  
Melody Currier  
Lucas Herring  
Nancy Peck  
Lydia Petty  
Collin Bright  
Jason Endres  
Colin O'Neil / Andrew Padilla, Norwich University  
Jeff Shultz, Town Manager

## DuBois & King

Emily Lewis, PLA  
Kait Campbell, MSED

...and thank you to Tom P, whose mapping advice was crucial.

# INTRODUCTION



## Why this plan?

The town of Northfield, VT, is home to many recreation resources and public amenities. From Depot Square to Paine Mountain trails, there is year-round recreation for all. However, awareness among Northfield residents of these resources is often minimal. In the past, residents have had difficulty locating trails, public parking, and official town maps.

This Wayfinding Plan addresses these imbalances. This plan provides recreaters in Northfield valuable information, making Northfield's parks, trails, and downtown more accessible, and better links the Town's economy with its plentiful natural resources.

Three major elements enhance connections and information access in this Wayfinding Plan:

- A wayfinding sign system throughout town, including in the town forest
- A series of three maps, publicly posted and available online
- GIS trail data of the Town's trails, made available publicly through web platforms like TrailFinder and OpenStreetMap

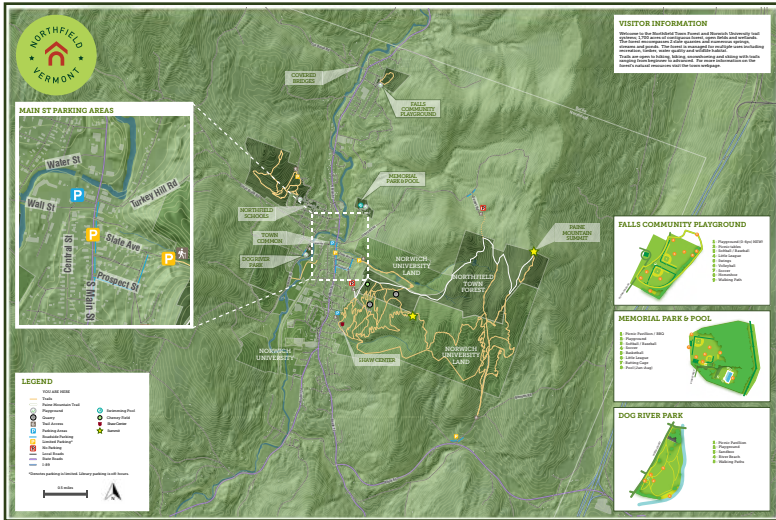




# PROJECT TIMELINE

- December 2022 - Project Kickoff
- August 2023 - Public hearing and review
- November 2023 - Public hearing and review
- January 2024 - Final materials delivered
- February 2024 - Project closeout

# SUMMARY OF WAYFINDING MATERIALS



Item: Town-wide Map

Size: 24x36"

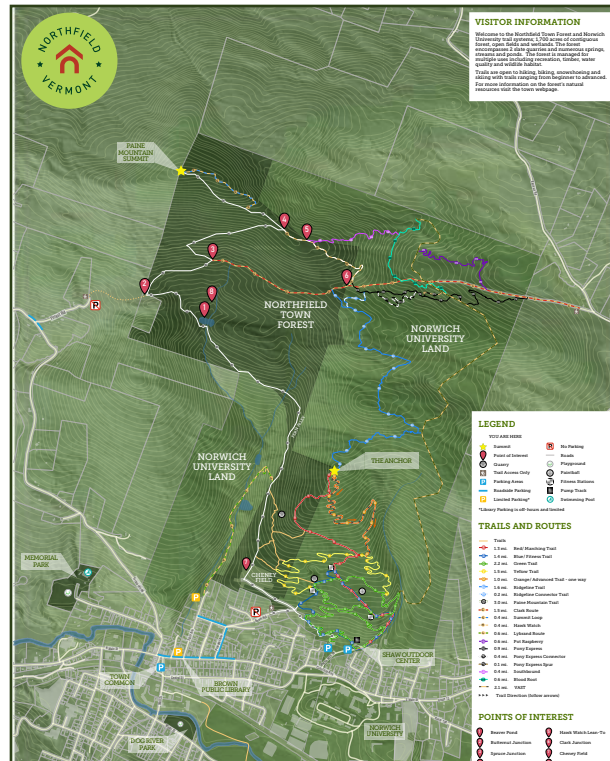
Delivered format: PDF

Purpose: To display parks, trails, parking, and other locations of interest in the Town of Northfield.

Uses: Installed in strategic locations in Northfield

1

2



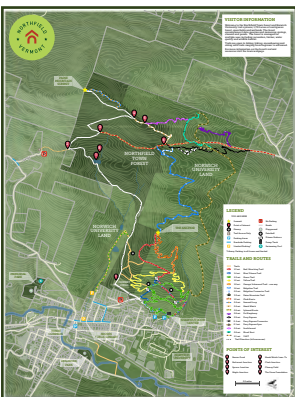
Item: Trail Wayfinding Map

Size: 24x32"

Delivered format: PDF

Purpose: To publicize the locations of official trails on Paine Mountain in Northfield, and where to access those trails

Uses: Installed on kiosks in strategic locations in Northfield



Item: Small Trail Wayfinding Map

Size: 10x12"

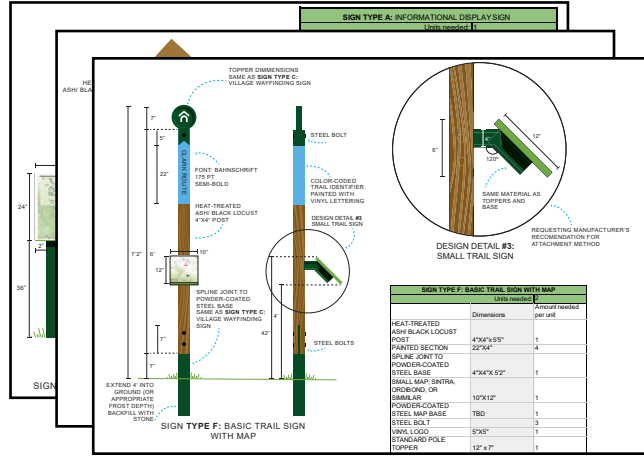
Delivered format: PDF

Purpose: To show the trail network on Paine Mountain in Northfield.

Uses: Installed on sign posts on Paine Mountain Trails

3

4



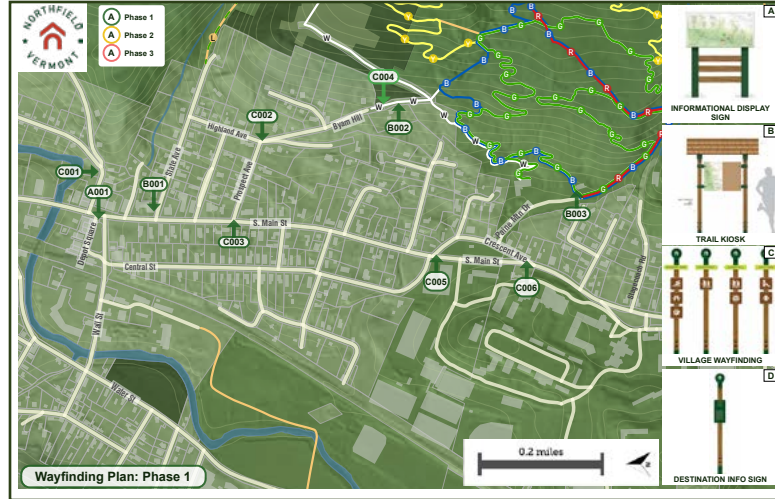
Item: Sign Dimensions Guide  
 Delivered format: PDF, .ai, .xlsx  
 Purpose: To guide future sign manufactures on the look an rough dimensions of the signs to be installed though Northfield  
 Uses: Used by the Town of Northfield and the sign manufacture to communicate a cohesive vision

Item: Wayfinding Plan

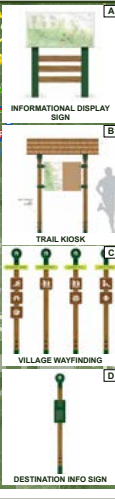
Delivered format: PDF, .indd, .xlsx

Purpose: To provide the Town and sign installers with a guide of which sign will do where, and what specific materials are needed for each individual sign.

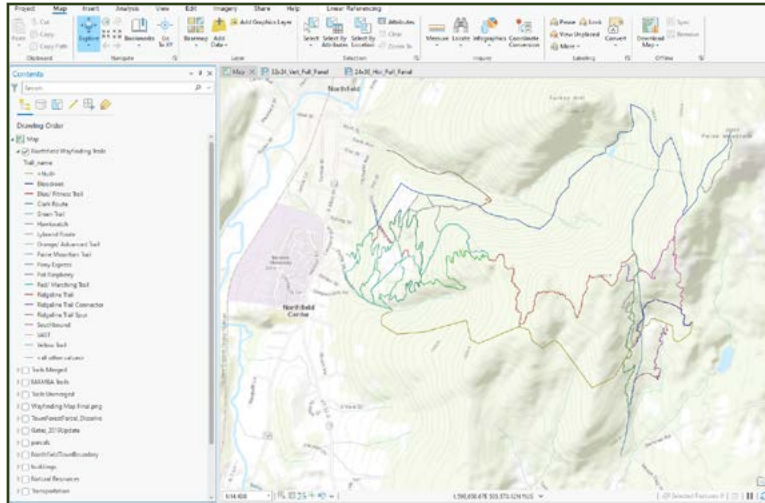
Uses: Used by the Town of Northfield and the sign manufacture to communicate a cohesive vision



5



6



Item: Trails shapefile data  
 Delivered format: .shp  
 Purpose: To provide online databases and other GIS users with accurate, tested trail location data  
 Uses: For Town users of GIS software to make updates to the data as needed

Item: Opinion of probable costs

Delivered format: PDF, .xlsx

Purpose: Provides the Town with an educated estimation of how much sign manufacturing and installation may cost, based on input from potential vendors.

Uses: Used by the Town to develop an informed project fund raising goal.

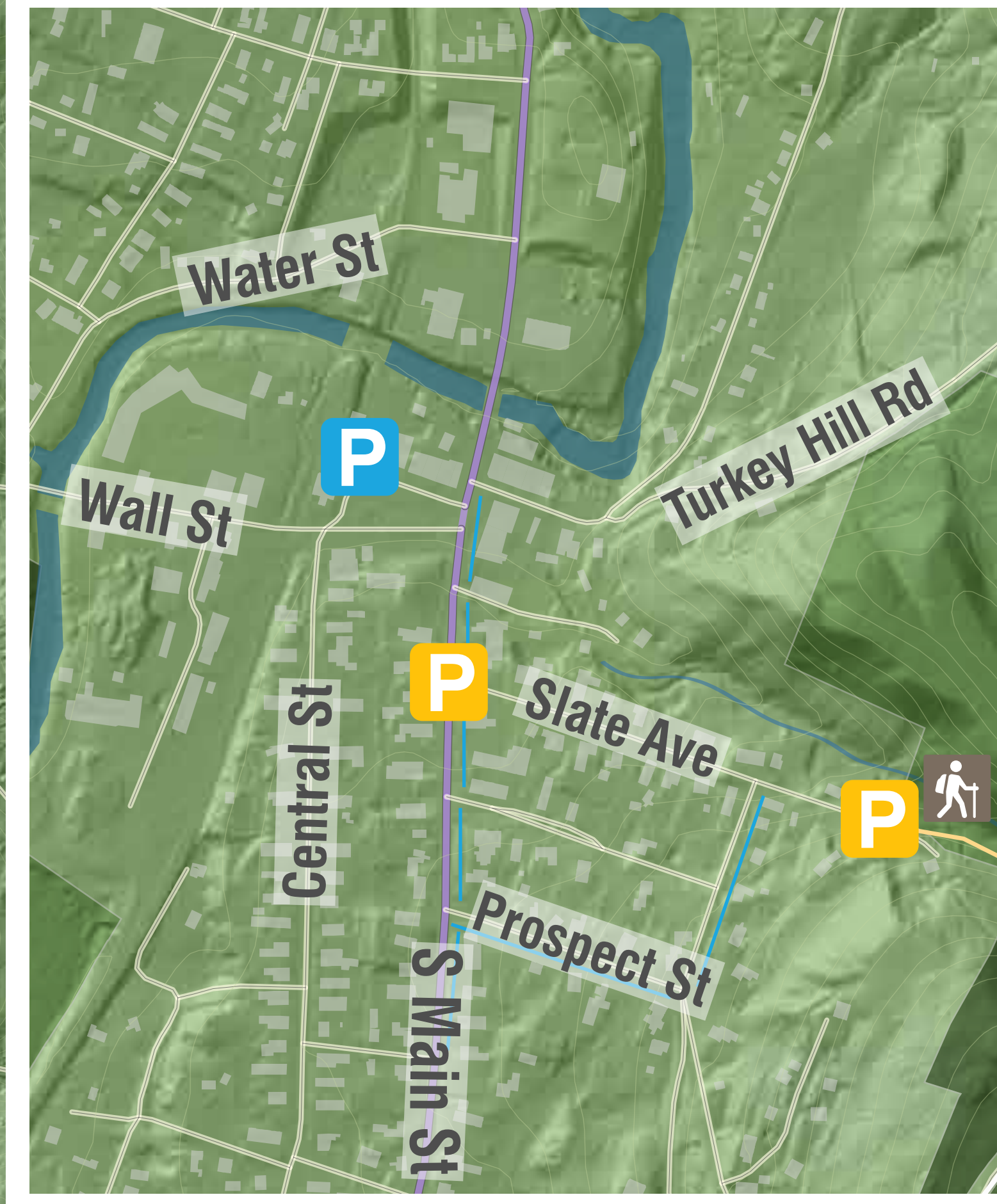
Town of Northfield Northfield Wayfinding Master Plan			
Project Phases and Tasks	Total Hours Budgeted	Total Hours Spent to date	Percent Complete
<b>1. Project Management</b>			
1a Kickoff Meeting & Site Tour	12	12	100.00%
1b Project Management & Meetings	27	20	74.07%
<b>Total for Task</b>	<b>39</b>	<b>32</b>	<b>82.05%</b>
<b>2. Public Engagement</b>			
2a Steering Committee Meeting 1 - Map Content Review & Critique	16	14	87.50%
2b Steering Committee Meeting 2 + Public - Implementation and Aesthetics Review	16	18.5	115.63%
2c Public Hearing and Review	12	8.5	70.83%
<b>Total for Task</b>	<b>44</b>	<b>41</b>	<b>93.18%</b>
<b>3. Wayfinding Master Plan Development</b>			
3a Trail Network Map	84	104	123.81%
3b Wayfinding Plan	32	23	71.88%
3b.i - Wayfinding Sign Design**	24	24	100.00%
3b.ii Sign OPCS	24	16	66.67%
3b.iii Sign Location and Schedule	48	22	45.83%
3b.iii Implementation Guidance	56	18	32.14%
<b>Total for Task</b>	<b>268</b>	<b>207</b>	<b>77.24%</b>
<b>Total Hours</b>	<b>351</b>	<b>280</b>	<b>79.77%</b>

7

\*\* Reduced from 52 hours to 24 hours



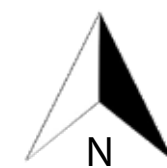
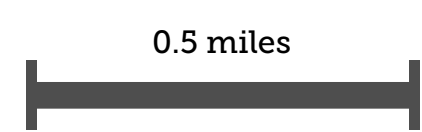
### MAIN ST PARKING AREAS



### LEGEND

- YOU ARE HERE**
- Trails
  - Paine Mountain Trail
  - Playground
  - Quarry
  - Trail Access
  - Parking Areas
  - Roadside Parking
  - Limited Parking\*
  - No Parking
  - Local Roads
  - State Roads
  - I-89
  - Swimming Pool
  - Cheney Field
  - Shaw Center
  - Summit

\*Denotes parking is limited. Library parking is off-hours.

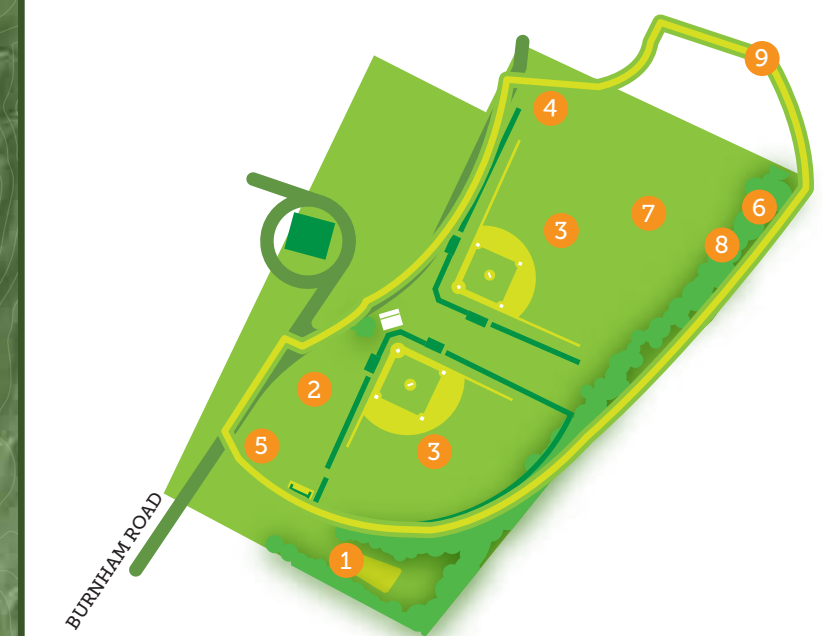


### VISITOR INFORMATION

Welcome to the Northfield Town Forest and Norwich University trail systems; 1,700 acres of contiguous forest, open fields and wetlands. The forest encompasses 2 slate quarries and numerous springs, streams and ponds. The forest is managed for multiple uses including recreation, timber, water quality and wildlife habitat.

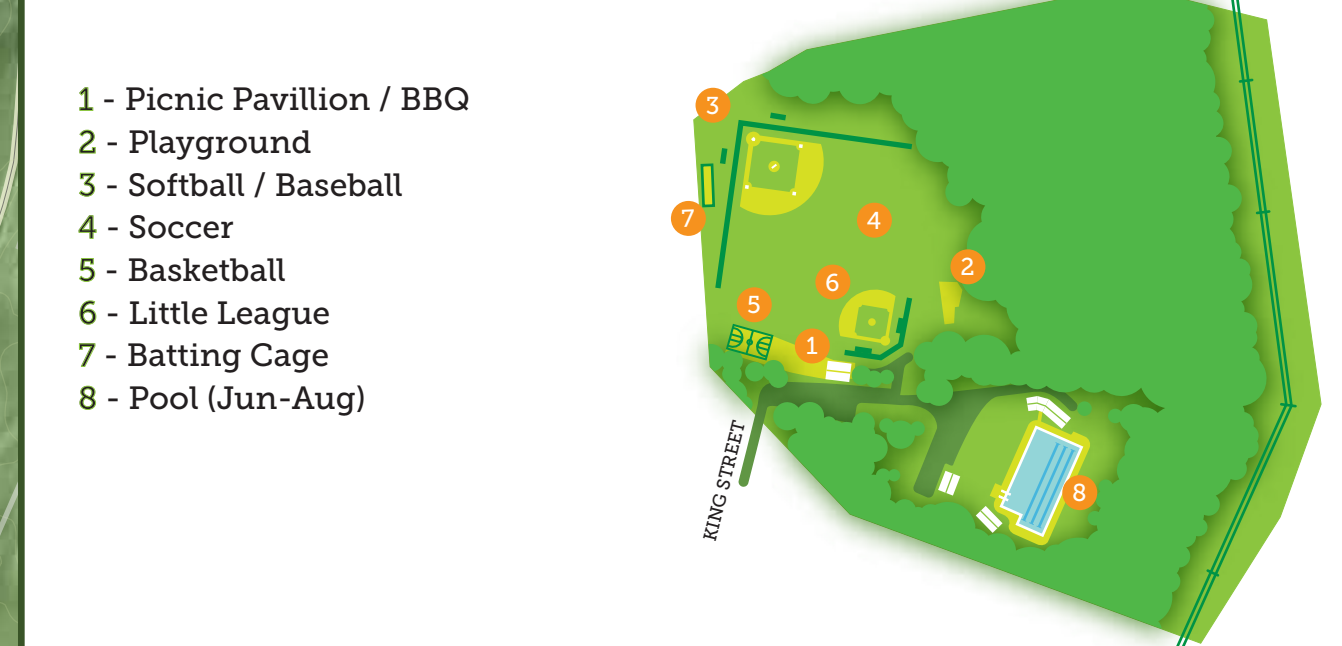
Trails are open to hiking, biking, snowshoeing and skiing with trails ranging from beginner to advanced. For more information on the forest's natural resources visit the town webpage.

### FALLS COMMUNITY PLAYGROUND



- 1 - Playground (0-6yo) NEW!
- 2 - Picnic tables
- 3 - Softball / Baseball
- 4 - Little League
- 5 - Swings
- 6 - Volleyball
- 7 - Soccer
- 8 - Horseshoe
- 9 - Walking Path

### MEMORIAL PARK & POOL

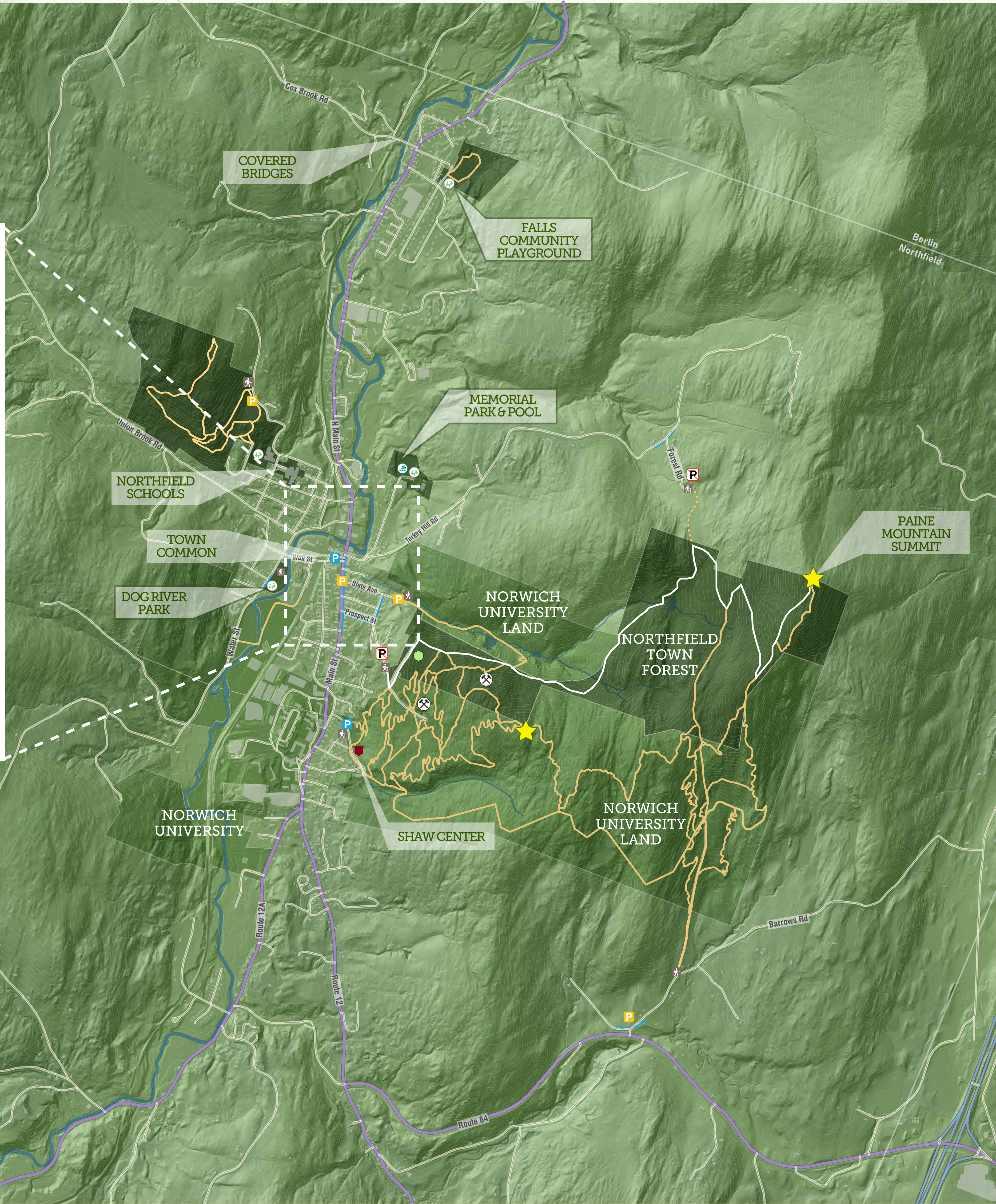


- 1 - Picnic Pavilion / BBQ
- 2 - Playground
- 3 - Softball / Baseball
- 4 - Soccer
- 5 - Basketball
- 6 - Little League
- 7 - Batting Cage
- 8 - Pool (Jun-Aug)

### DOG RIVER PARK



- 1 - Picnic Pavilion
- 2 - Playground
- 3 - Sandbox
- 4 - River Beach
- 5 - Walking Paths





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Trails are open to hiking, biking, snowshoeing and skiing with trails ranging from beginner to advanced.

For more information on the forest's natural resources visit the town webpage.

PAINÉ MOUNTAIN SUMMIT

NORTHFIELD TOWN FOREST

NORWICH UNIVERSITY LAND

NORWICH UNIVERSITY LAND

THE ANCHOR

MEMORIAL PARK

CHENEY FIELD

SHAW OUTDOOR CENTER

TOWN COMMON

BROWN PUBLIC LIBRARY

NORWICH UNIVERSITY

DOG RIVER PARK

## LEGEND

### YOU ARE HERE

- |  |                   |  |                  |
|--|-------------------|--|------------------|
|  | Summit            |  | No Parking       |
|  | Point of Interest |  | Roads            |
|  | Quarry            |  | Playground       |
|  | Trail Access Only |  | Paintball        |
|  | Parking Areas     |  | Fitness Stations |
|  | Roadside Parking  |  | Pump Track       |
|  | Limited Parking*  |  | Swimming Pool    |

\*Library Parking is off-hours and limited

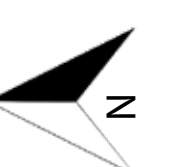
## TRAILS AND ROUTES

- |  |  |
|--|--|
|  | Trails                                   |
|  | 1.3 mi. Red/ Marching Trail              |
|  | 1.4 mi. Blue/ Fitness Trail              |
|  | 2.2 mi. Green Trail                      |
|  | 1.5 mi. Yellow Trail                     |
|  | 1.0 mi. Orange/ Advanced Trail - one way |
|  | 1.6 mi. Ridgeline Trail                  |
|  | 0.2 mi. Ridgeline Connector Trail        |
|  | 3.0 mi. Paine Mountain Trail             |
|  | 1.5 mi. Clark Route                      |
|  | 0.4 mi. Summit Loop                      |
|  | 0.4 mi. Hawk Watch                       |
|  | 0.6 mi. Lybrand Route                    |
|  | 0.6 mi. Pot Raspberry                    |
|  | 0.9 mi. Pony Express                     |
|  | 0.4 mi. Pony Express Connector           |
|  | 0.1 mi. Pony Express Spur                |
|  | 0.4 mi. Southbound                       |
|  | 0.6 mi. Blood Root                       |
|  | 2.1 mi. VAST                             |
- ▶▶▶ Trail Direction (follow arrows)

## POINTS OF INTEREST

- |  |                    |  |                      |
|--|--------------------|--|----------------------|
|  | Beaver Pond        |  | Hawk Watch Lean-To   |
|  | Butternut Junction |  | Clark Junction       |
|  | Spruce Junction    |  | Cheney Field         |
|  | Maple Junction     |  | The Stone Foundation |

0.2 miles







## BRANDED SIGNAGE SCHEME

### MODULAR

Easily replaceable and interchangeable parts mean repairs can be made, spares can be stocked, and replacements can be easily transported to remote sites. The pole provides space for mounting additional site-specific info.

### COMPACT

The simple form of the signs are unobtrusive in the environment. A small footprint and minimal projecting parts mean less opportunity for damage to the sign or injury to people.

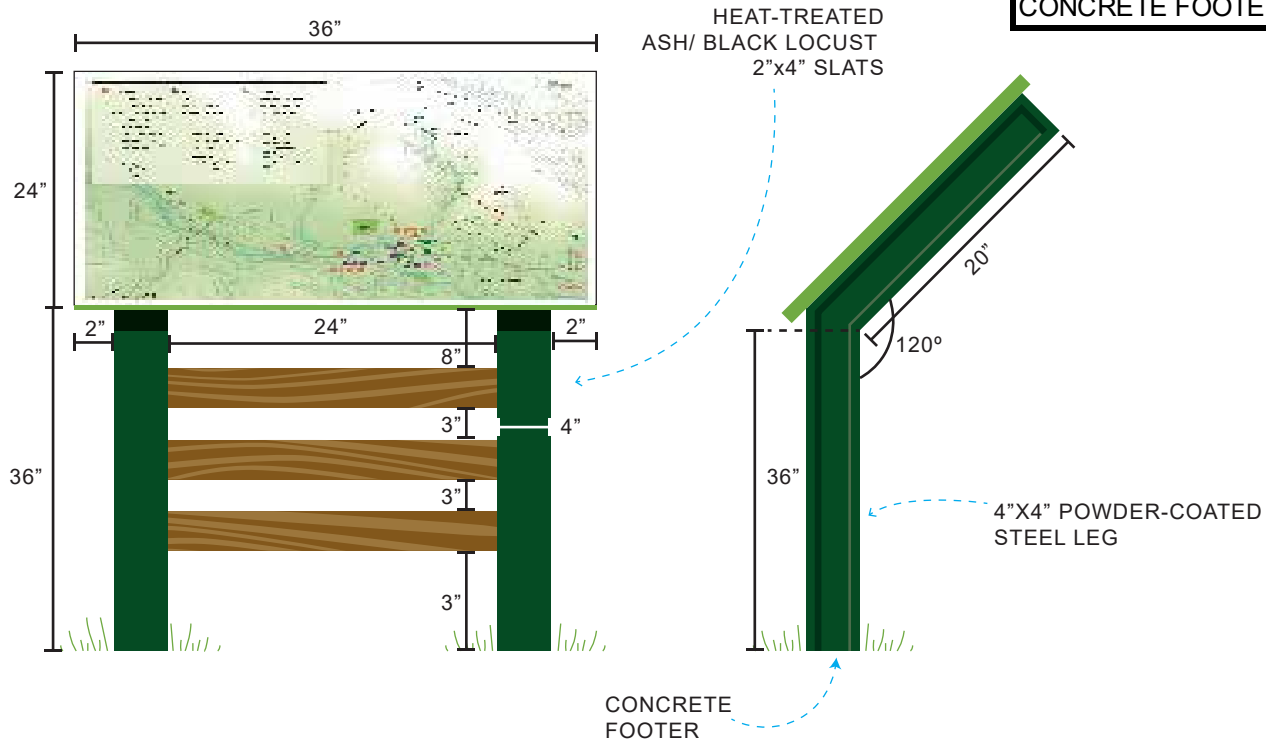
### CLEAR

A simple hierarchy of information relies on shape and color-coding for readability from a distance. Large text is used to reinforce the color info and help with accessibility. Branded pole toppers provide continuity.

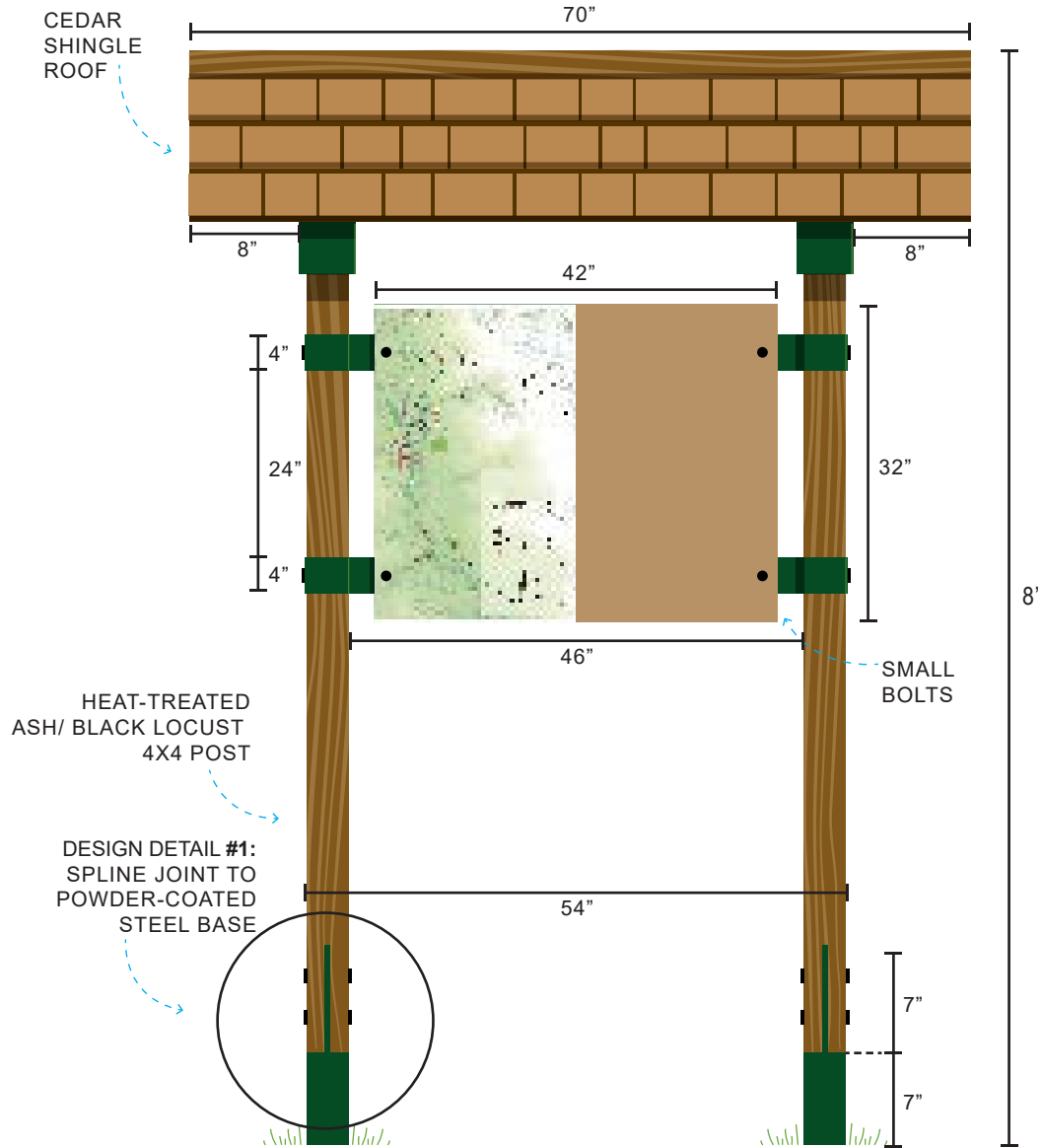
### UNIVERSAL

A consistent design language, including Northfield's existing custom benches and tables, provides a template for signage throughout town—streamlining future projects. The brand creates a singular town voice that continually reminds the user they are having a *Northfield* experience throughout their adventure. It makes the wayfinding familiar and easy to spot.

SIGN TYPE A: INFORMATIONAL DISPLAY SIGN		
Units needed:		1
	Dimensions	Amount needed per unit
POWDER-COATED STEEL LEG	4"x4"x36"	2
HEAT-TREATED ASH/ BLACK LOCUST SLATS	2"x4"x24"	3
LARGE SIGN; SINTRA, ORDIBOND, OR SIMILAR	24"x36"	1
CONCRETE FOOTER		2

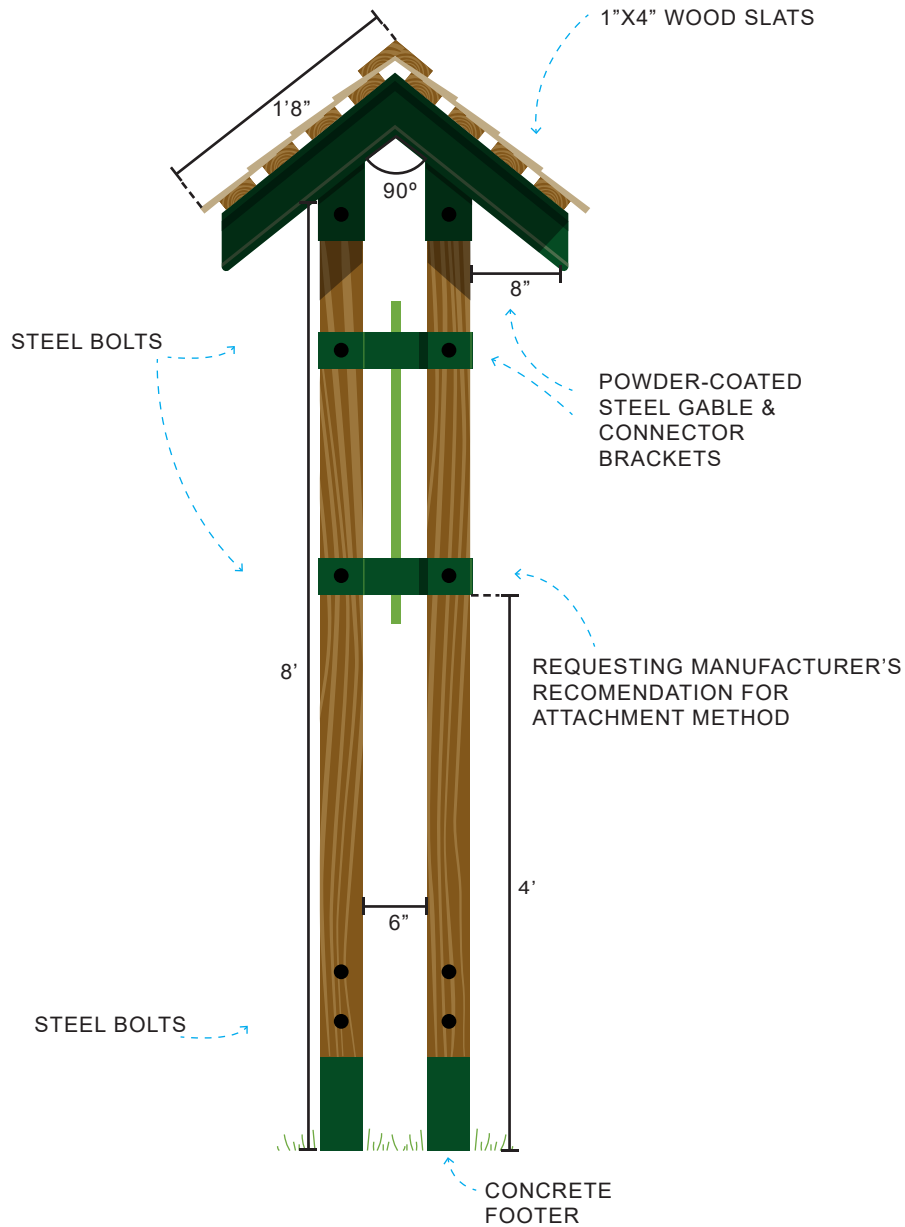


SIGN TYPE A: INFORMATIONAL DISPLAY SIGNS



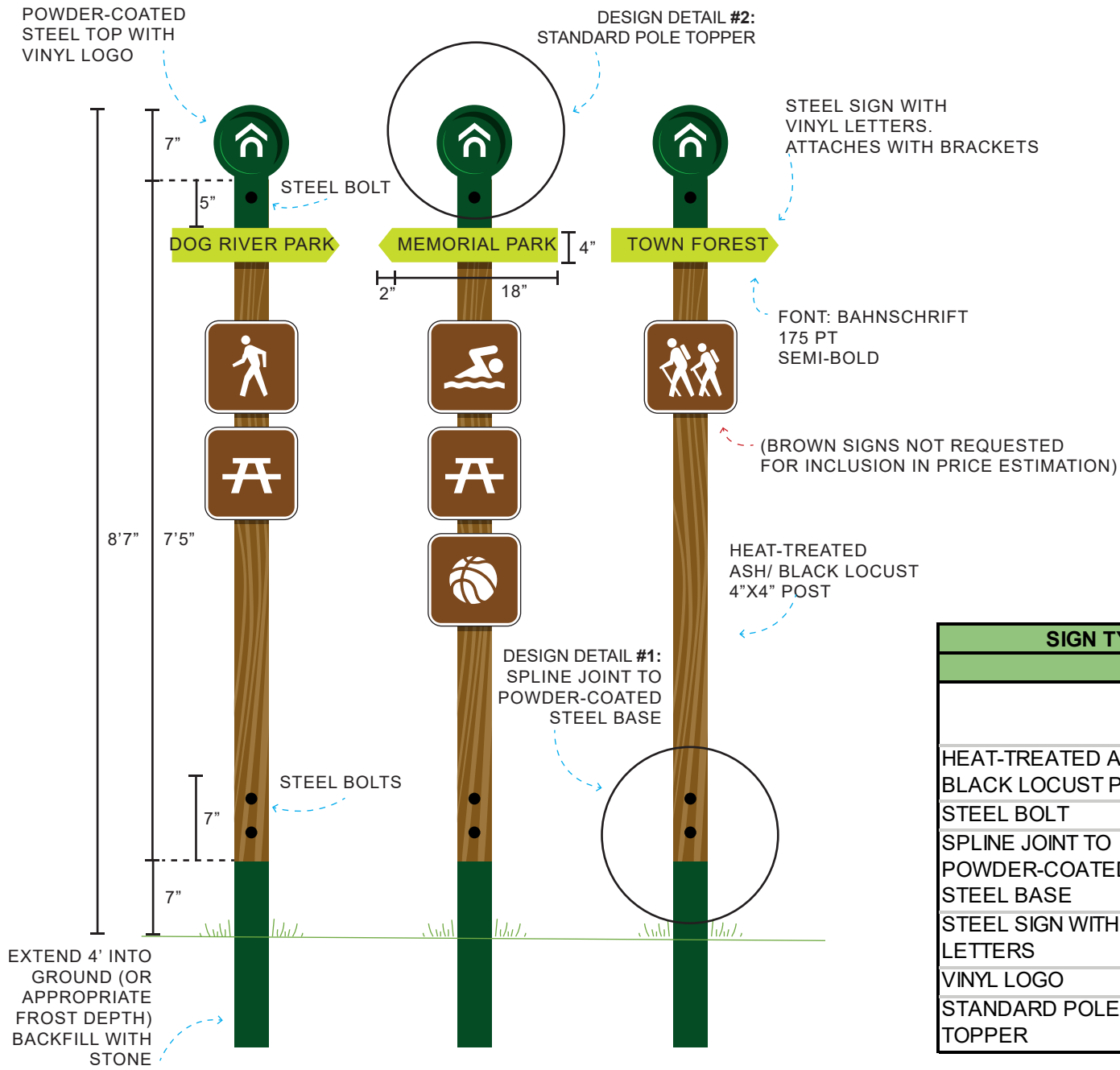
SIGN TYPE B: TRAILHEAD KIOSK SIGN		
Units needed:		4
	Dimensions	Amount needed per unit
CEDAR SHINGLE ROOF		1
WOOD SLATS	4"X1"X70"	8
POWDER-COATED STEEL GABLE		2
POWDER-COATED STEEL CONNECTOR BRACKETS- GABLE		4
LARGE SIGN; SINTRA, ORIBOND, OR SIMILAR	42"X36"	1
HEAT-TREATED ASH/BLACK LOCUST POST	4"X4"X8'	4
SPLINE JOINT TO POWDER-COATED STEEL BASE	4"X4"X 5'2"	4

SIGN TYPE B: TRAILHEAD KIOSK SIGN (1/2)



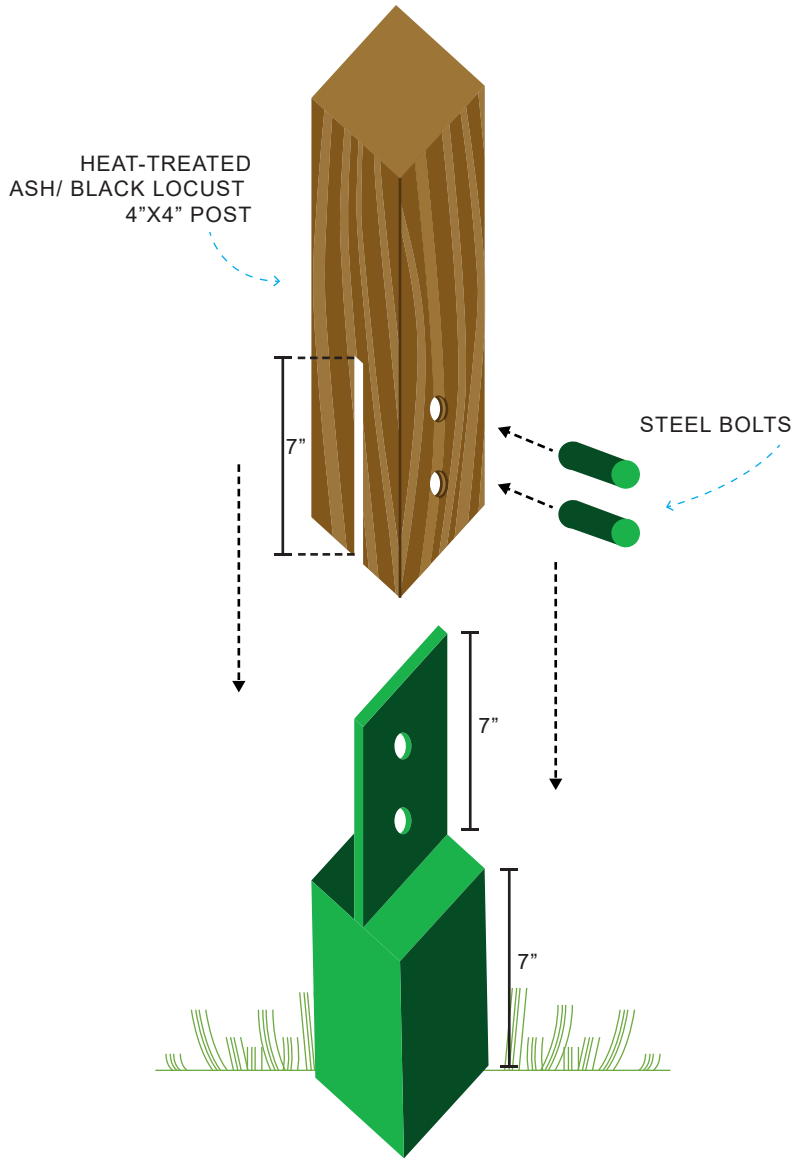
SIGN TYPE B: TRAILHEAD KIOSK SIGN		
Units needed:		4
	Dimensions	Amount needed per unit
CEDAR SHINGLE ROOF		1
WOOD SLATS	4"X1"X70"	8
POWDER-COATED STEEL GABLE		2
POWDER-COATED STEEL CONNECTOR BRACKETS- GABLE		4
LARGE SIGN; SINTRA, ORIBOND, OR SIMILAR	42"X36"	1
HEAT-TREATED ASH/BLACK LOCUST POST	4"X4"X8'	4
SPLINE JOINT TO POWDER-COATED STEEL BASE	4"X4"X 5'2"	4

SIGN TYPE B: TRAILHEAD KIOSK SIGN (2/2)

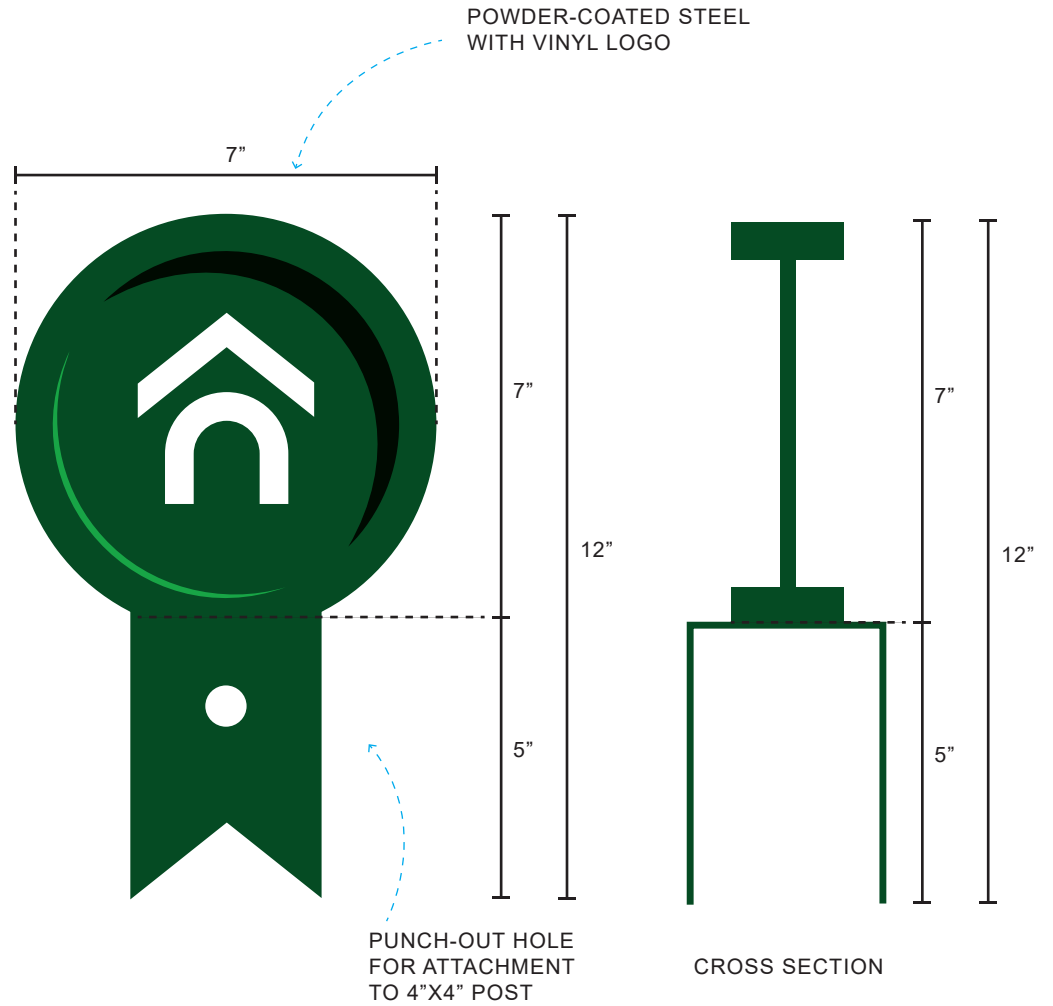


**SIGN TYPE C: VILLAGE WAYFINDING SIGNS**

SIGN TYPE C: VILLAGE WAYFINDING SIGN		
Units needed:		6
	Dimensions	Amount needed per unit
HEAT-TREATED ASH/ BLACK LOCUST POST	4"X4"X 7'5"	1
STEEL BOLT		3
SPLINE JOINT TO POWDER-COATED STEEL BASE	4"X4"X 5'2"	1
STEEL SIGN WITH VINYL LETTERS	4"X20"	1
VINYL LOGO	5"X5"	1
STANDARD POLE TOPPER	12" x 7"	1



**DESIGN DETAIL #1:**  
SPLINE JOINT TO  
POWDER-COATED  
STEEL BASE

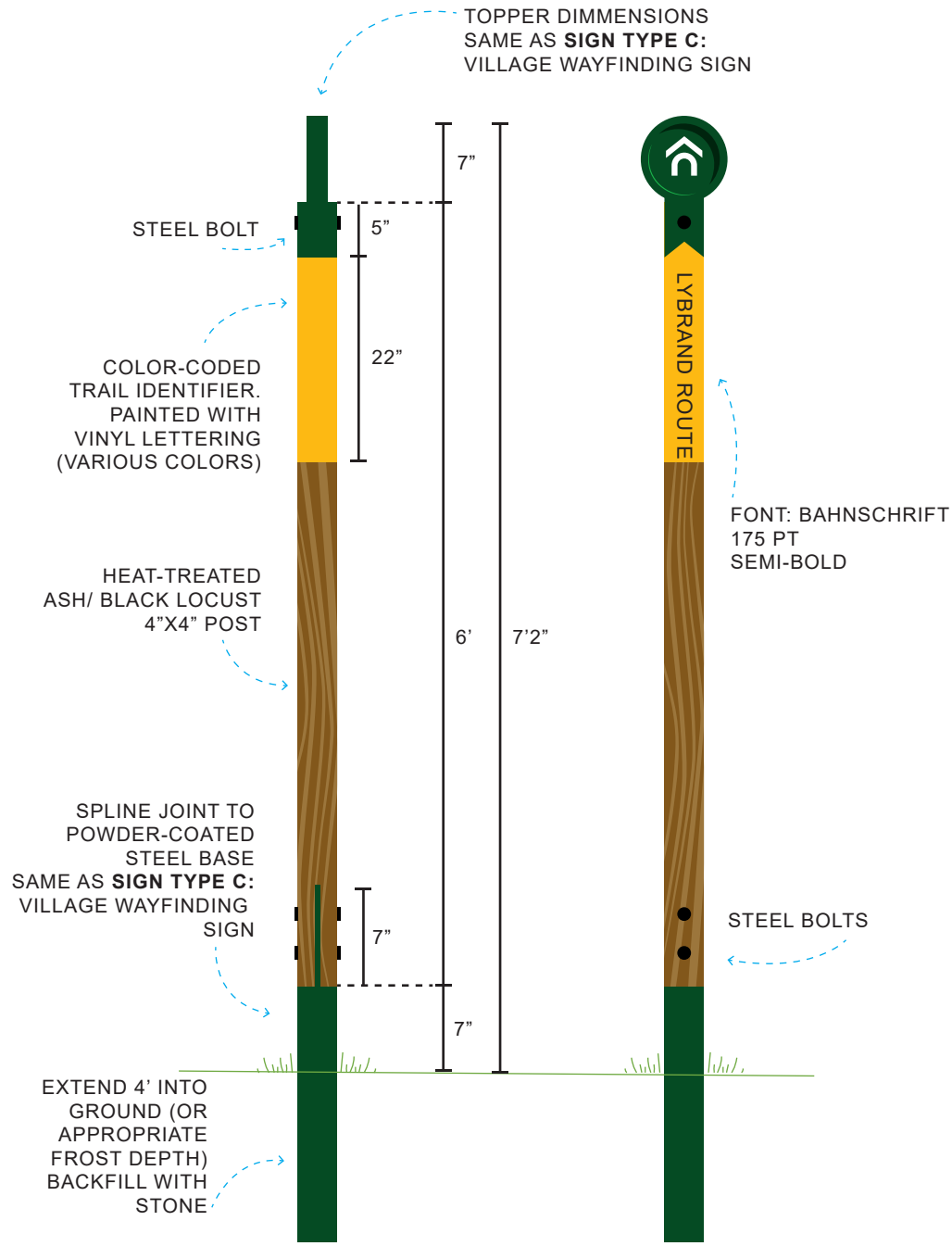


**DESIGN DETAIL #2:**  
STANDARD POLE TOPPER



**SIGN TYPE D: DESTINATION INFO SIGN**

<b>SIGN TYPE D: DESTINATION INFO SIGN</b>		
Units needed:		6
	Dimensions	Amount needed per unit
HEAT-TREATED ASH/ BLACK LOCUST POST	4"X4"X 7'5"	1
STEEL BOLT		3
SPLINE JOINT TO POWDER-COATED STEEL BASE	4"X4"X 5'2"	1
LOCATION SIGN	10"X18"	1
VINYL LOGO	5"X5"	1
STANDARD POLE TOPPER	12" x 7"	1

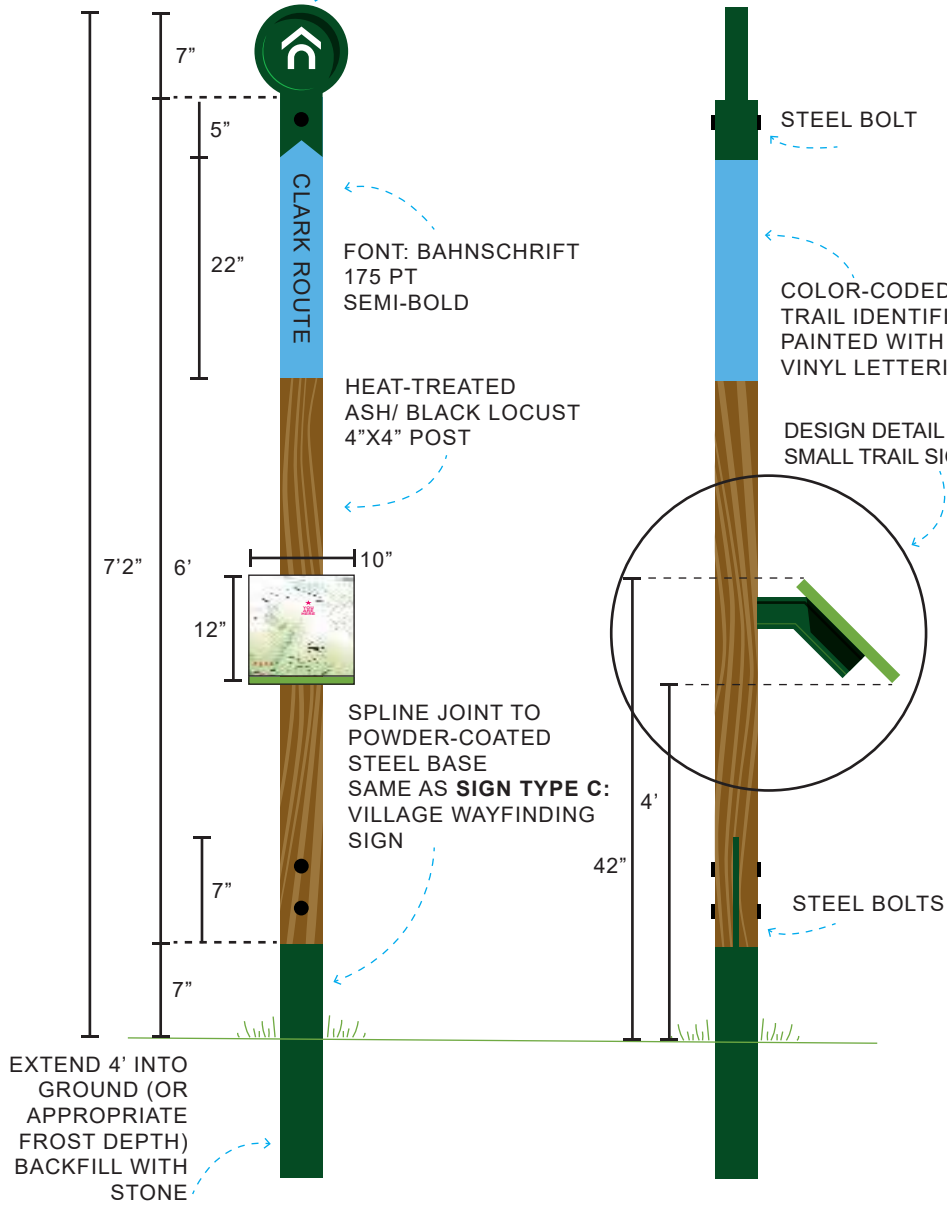


**SIGN TYPE E: BASIC TRAIL SIGN**

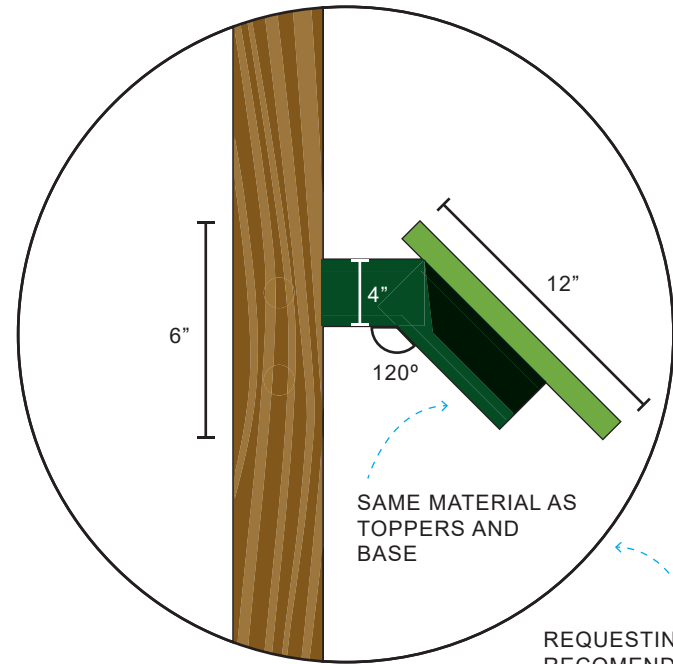
<b>SIGN TYPE E: BASIC TRAIL SIGN</b>		
Units needed:		15
	Dimensions	Amount needed per unit
HEAT-TREATED ASH/ BLACK LOCUST POST	4"X4"x 5'5"	1
PAINTED SECTION	27"X4"	4
SPLINE JOINT TO POWDER-COATED STEEL BASE	4"X4"X 5'2"	1
STEEL BOLT		3
VINYL LOGO	5"X5"	1
STANDARD POLE TOPPER	12" x 7"	1



TOPPER DIMMENSIONS  
SAME AS **SIGN TYPE C:**  
VILLAGE WAYFINDING SIGN



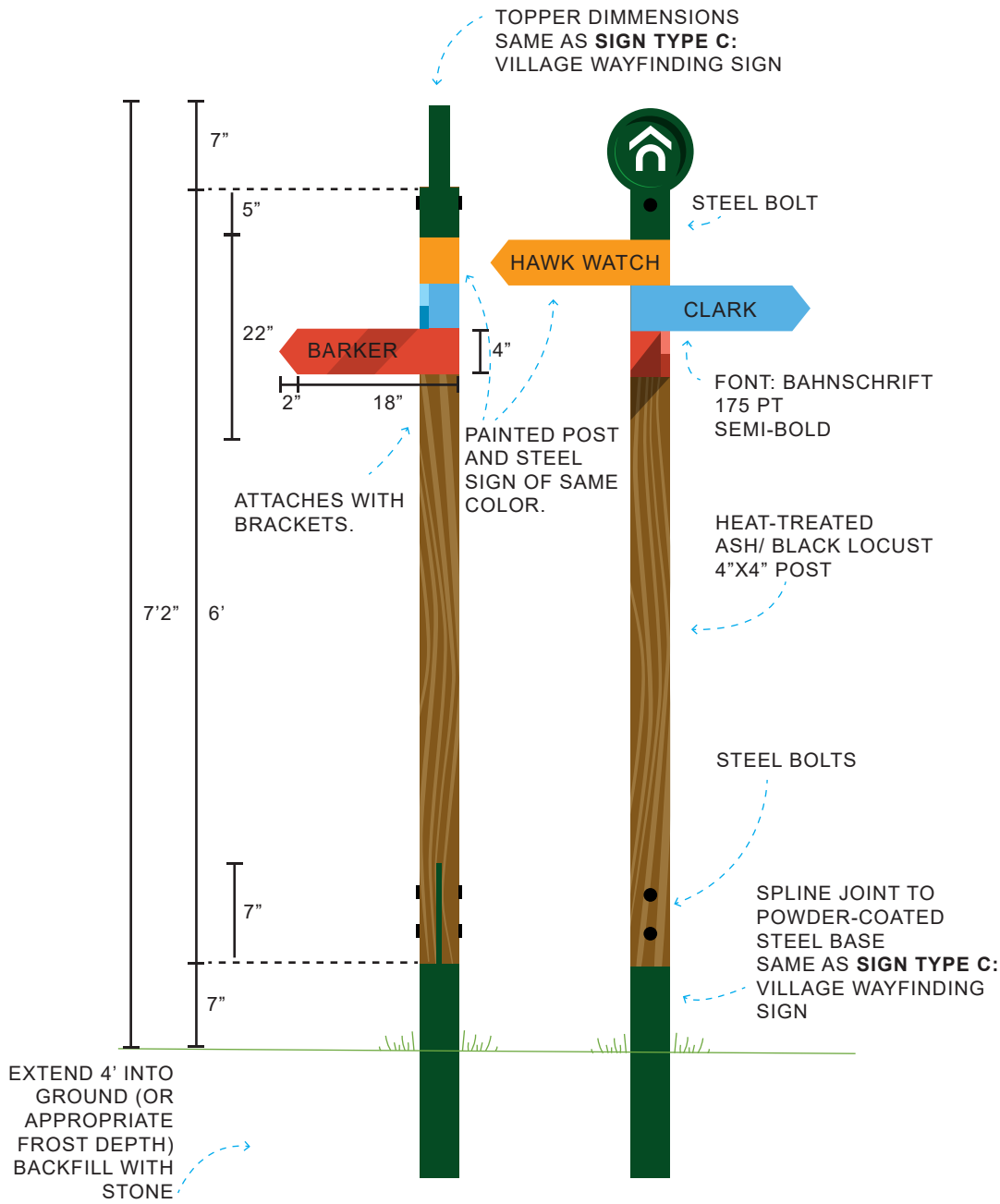
**SIGN TYPE F: BASIC TRAIL SIGN WITH MAP**



**DESIGN DETAIL #3:  
SMALL TRAIL SIGN**

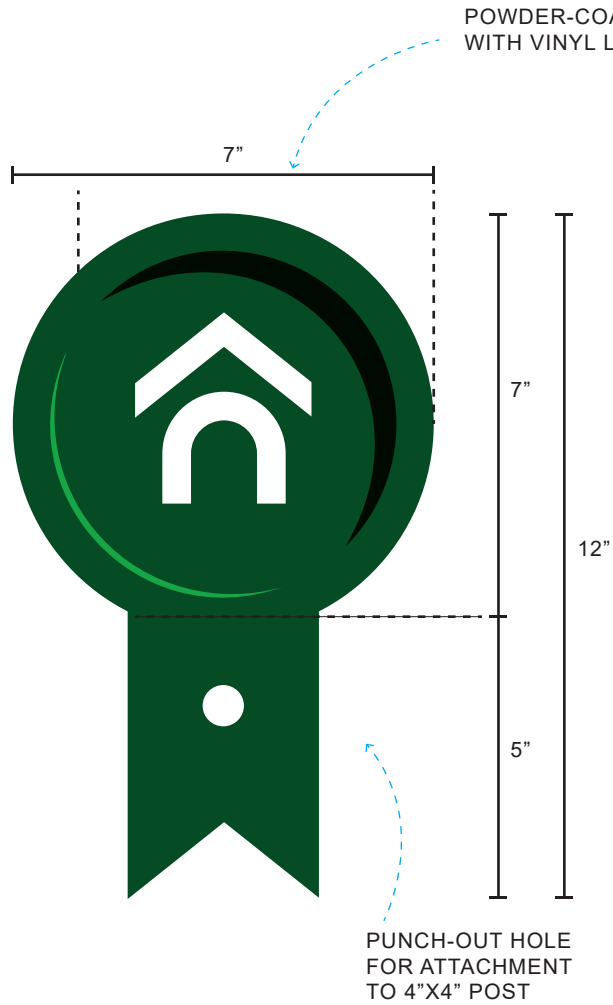
REQUESTING MANUFACTURER'S  
RECOMENDATION FOR  
ATTACHMENT METHOD

<b>SIGN TYPE F: BASIC TRAIL SIGN WITH MAP</b>		
		Units needed: 2
	Dimensions	Amount needed per unit
HEAT-TREATED ASH/ BLACK LOCUST POST	4"X4"x 5'5"	1
PAINTED SECTION	22"X4"	4
SPLINE JOINT TO POWDER-COATED STEEL BASE	4"X4"X 5'2"	1
SMALL MAP; SINTRA, ORDBOND, OR SIMMILAR	10"X12"	1
POWDER-COATED STEEL MAP BASE	TBD	1
STEEL BOLT		3
VINYL LOGO	5"X5"	1
STANDARD POLE TOPPER	12" x 7"	1

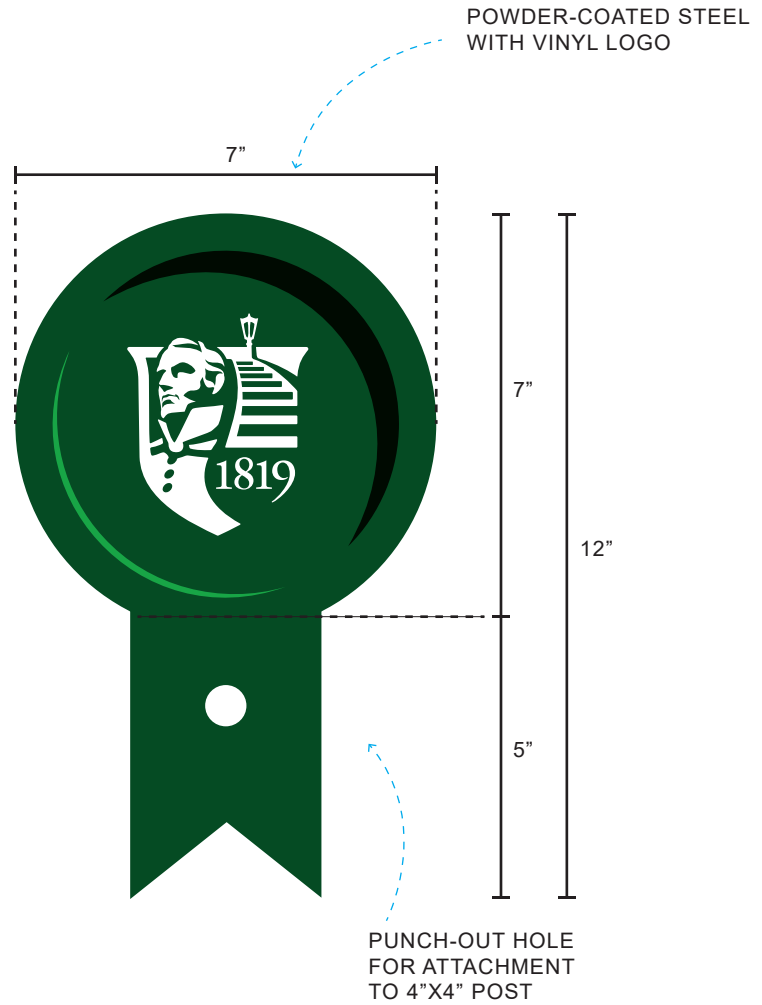


**SIGN TYPE G: INTERSECTION TRAIL SIGN**

SIGN TYPE G: INTERSECTION TRAIL SIGN		
Units needed:		13
	Dimensions	Amount needed per unit
HEAT-TREATED ASH/ BLACK LOCUST POST	4"X4"x 5'5"	1
PAINTED SECTION	27"X4"	4
SPLINE JOINT TO POWDER-COATED STEEL BASE	4"X4"X 5'2"	1
STEEL SIGN	4"X20"	2
STEEL BOLT		3
VINYL LOGO	5"X5"	1
STANDARD POLE TOPPER	12" x 7"	1



TOWN WAYFINDING AND TRAIL SIGN TOPPER

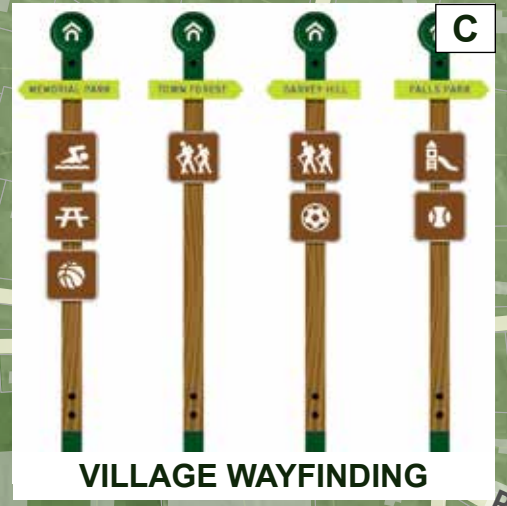
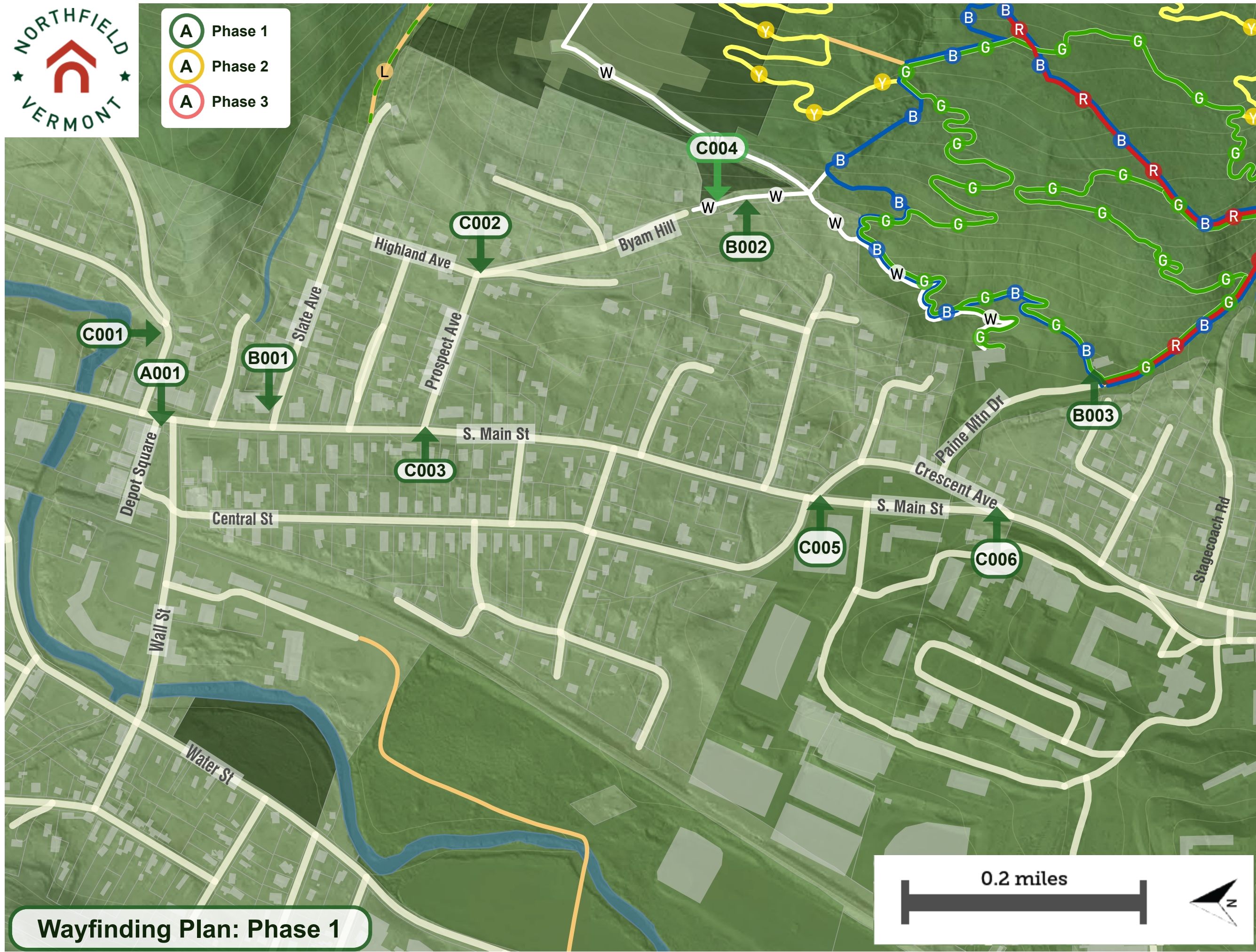


NORWICH UNIVERSITY TOPPER

STANDARD POLE TOPPER VINYL DECAL OPTIONS



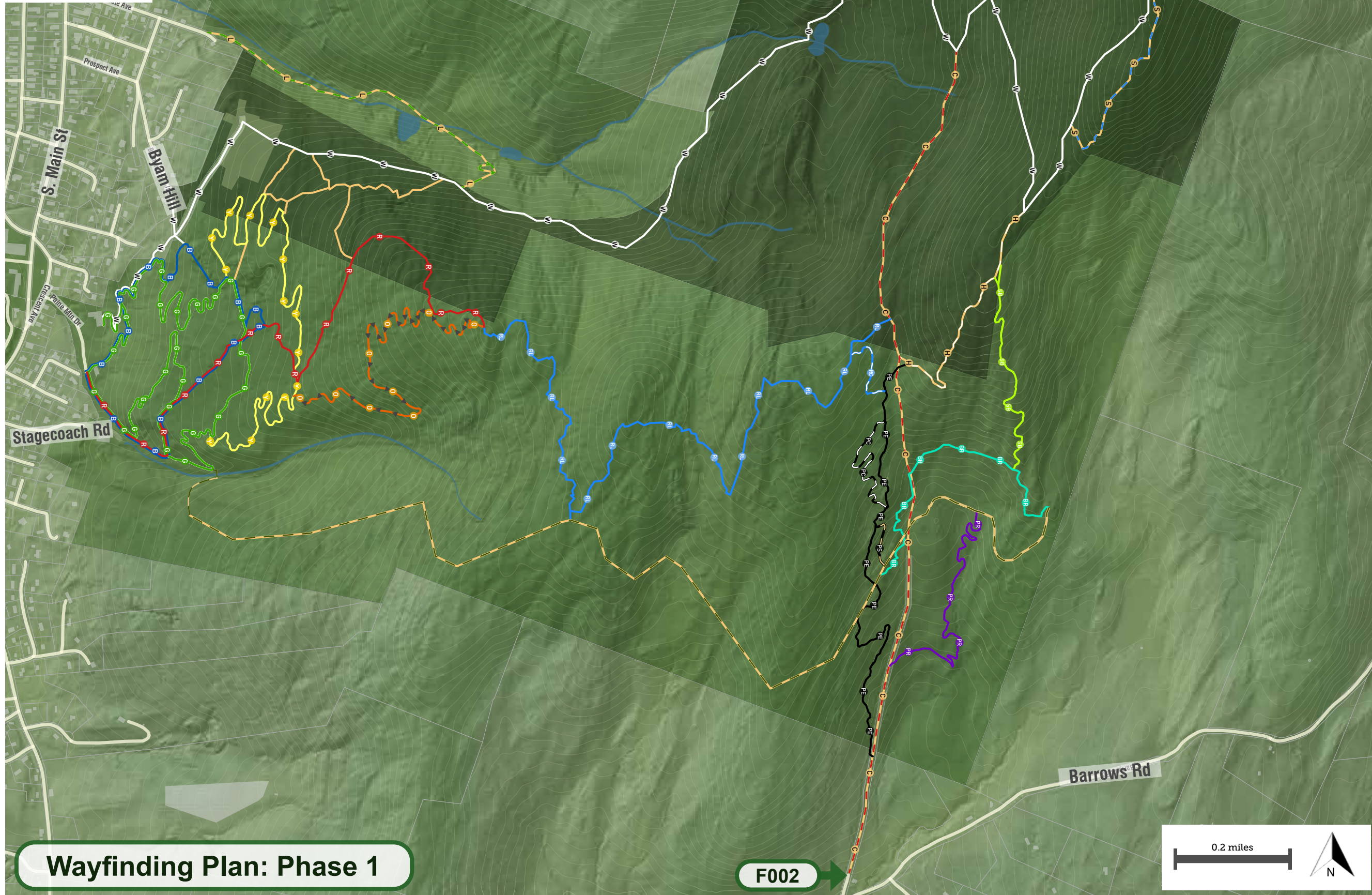
- A** Phase 1
- A** Phase 2
- A** Phase 3



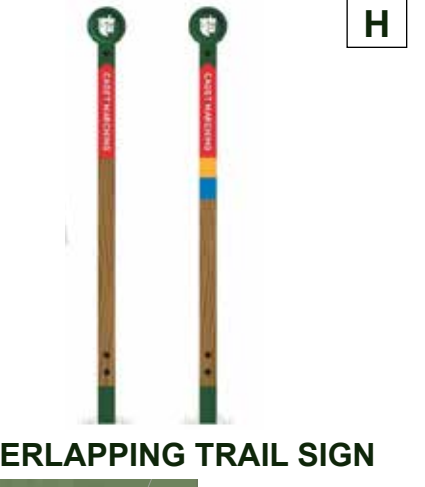
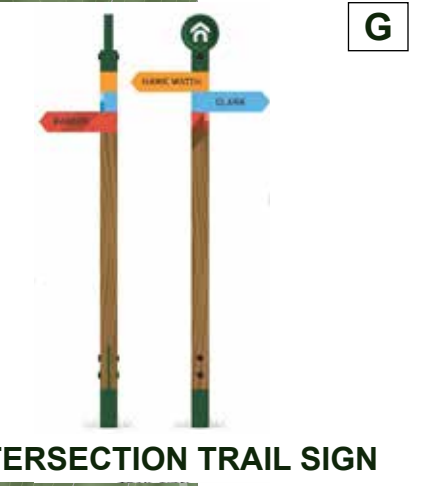
Wayfinding Plan: Phase 1



- A** Phase 1
- A** Phase 2
- A** Phase 3



**Wayfinding Plan: Phase 1**



**E**

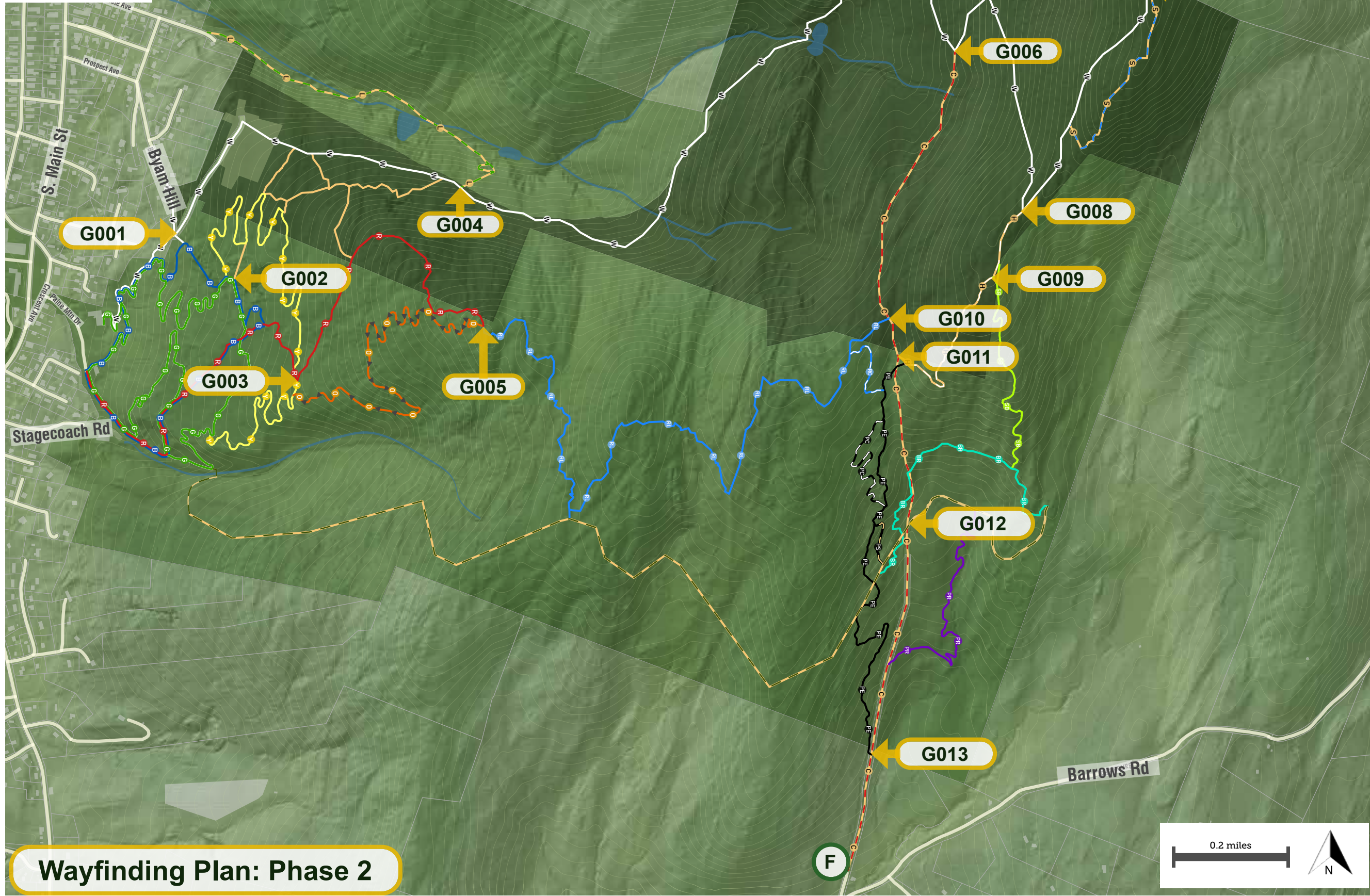
**F**

**G**

**H**



- A** Phase 1
- A** Phase 2
- A** Phase 3



# Wayfinding Plan: Phase 2



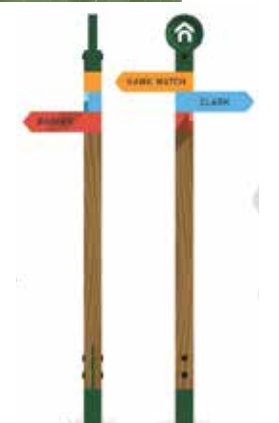
BASIC TRAIL SIGN

E



BASIC TRAIL SIGN WITH MAP

F



INTERSECTION TRAIL SIGN

G

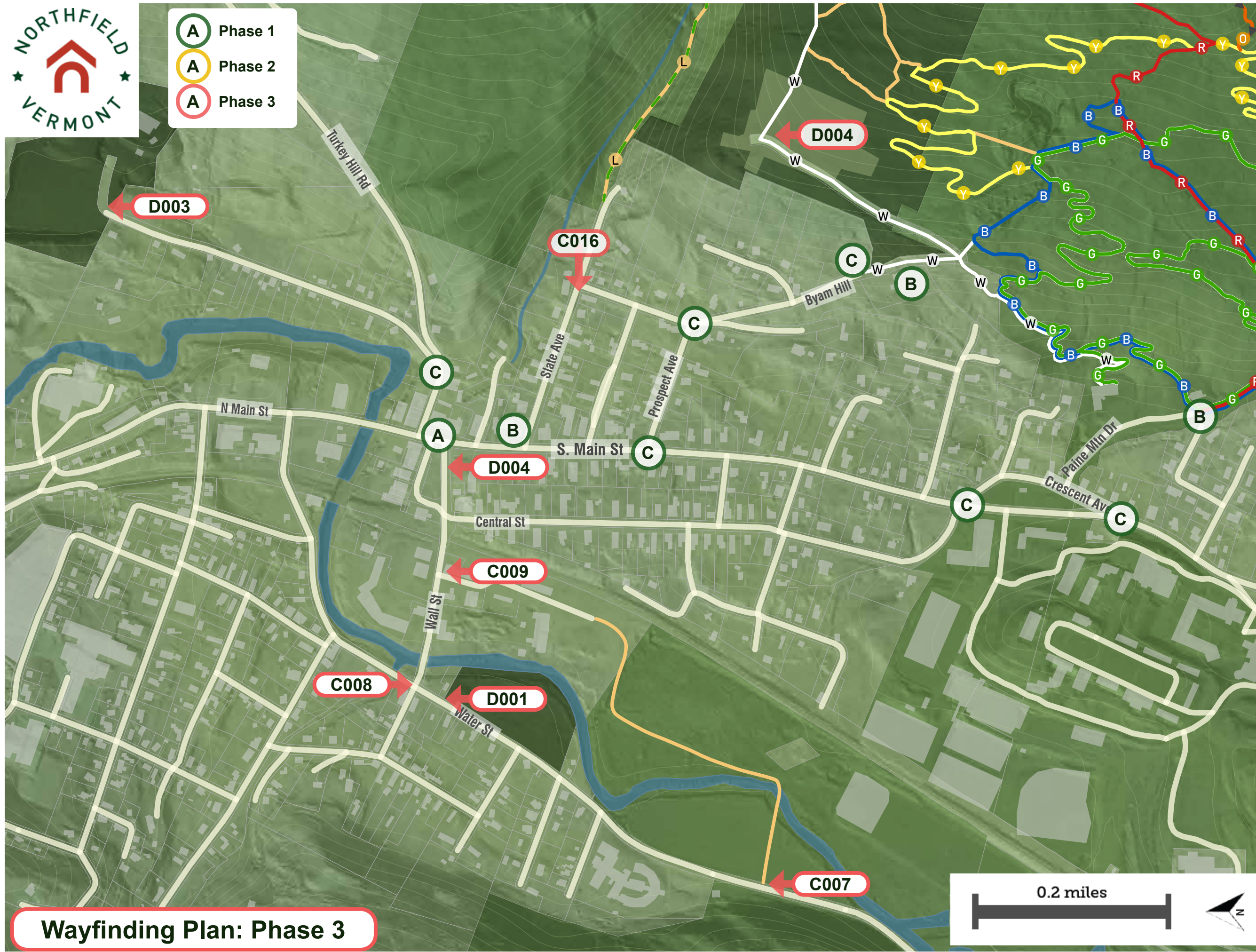


OVERLAPPING TRAIL SIGN

H



- A** Phase 1
- A** Phase 2
- A** Phase 3

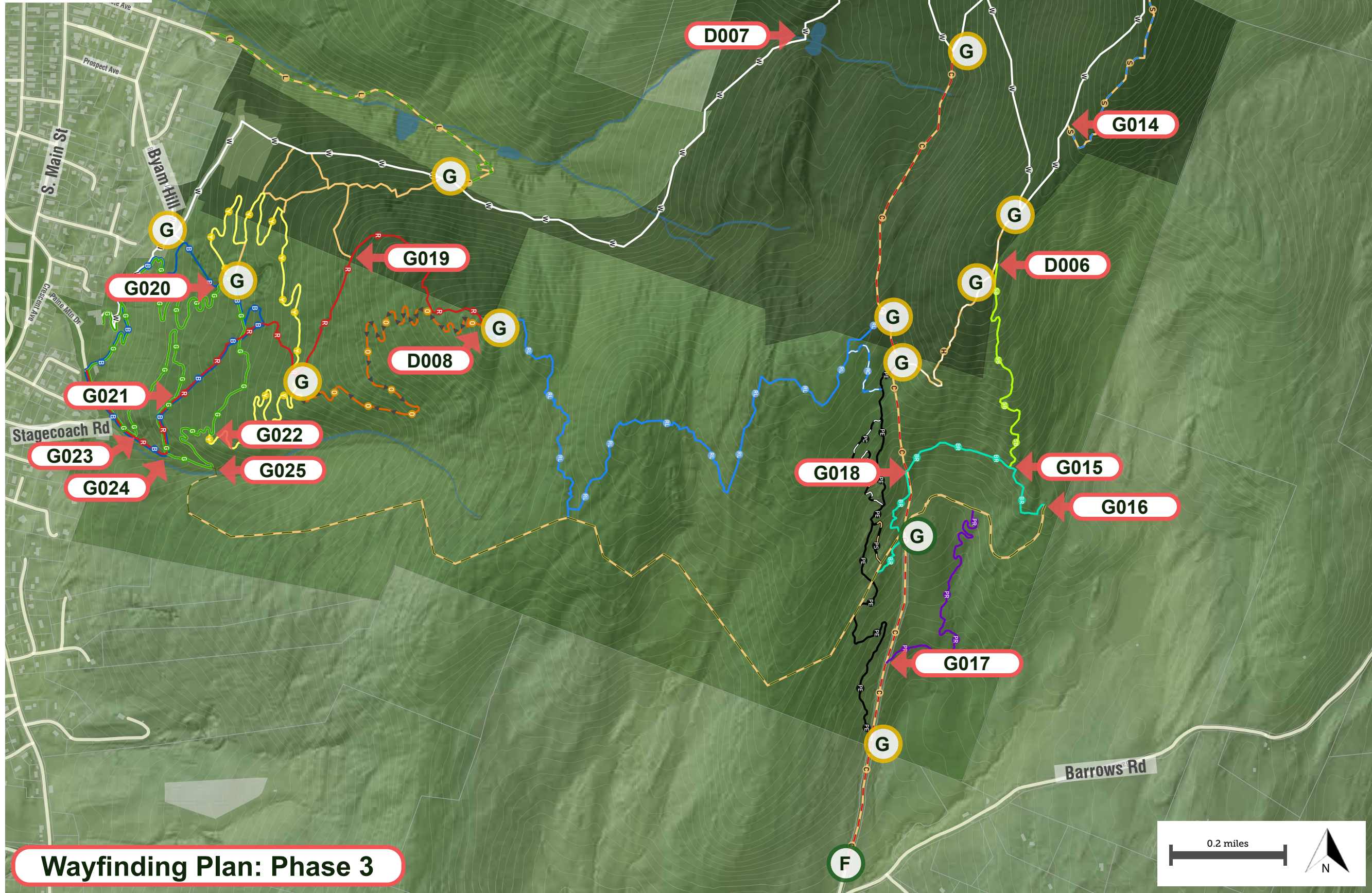


**Wayfinding Plan: Phase 3**





- A** Phase 1
- A** Phase 2
- A** Phase 3



**Wayfinding Plan: Phase 3**

**E**

**BASIC TRAIL SIGN**

**F**

**BASIC TRAIL SIGN WITH MAP**

**G**

**INTERSECTION TRAIL SIGN**

**H**

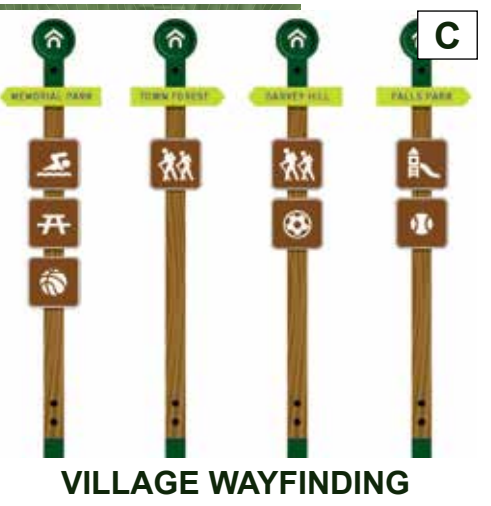
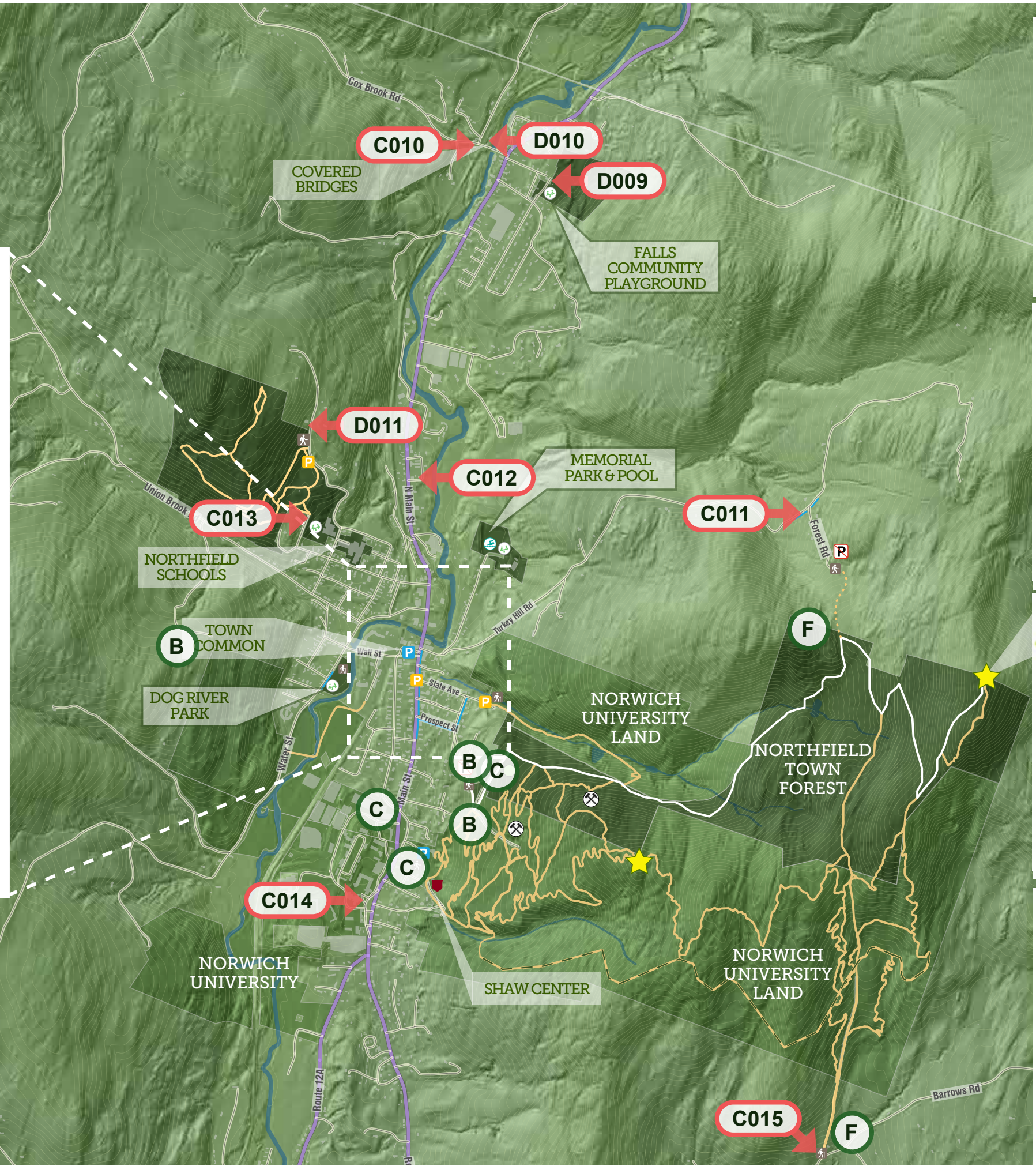
**OVERLAPPING TRAIL SIGN**





- A Phase 1
- A Phase 2
- A Phase 3

**MAIN ST PARKING AREAS**



**Wayfinding Plan: Phase 3**