



North Brevard Trails Wayfinding and Amenities Master Plan
Appendix B
Character Workshop Notes & Summary
May 19 & May 21, 2021



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NORTH BREVARD TRAIL WAYFINDING AND AMENITIES PLAN

APPENDIX B - CHARACTER WORKSHOP NOTES / SUMMARY

MAY 19, 2021; 2:00 PM – 4:00 PM
MAY 21, 2021; 10:00 AM – 12:00 PM

- **Attendance:**
 - 5/19/21: Sarah Kraum and Laura Carter, Space Coast TPO; Wally Blain, Tindale Oliver, Kim Norberg, Paul Kurtz, Michelle Aguiar, Domingo Noriega, AECOM; Tim Ford, Eddy Galindo, Navael Fontus, City of Titusville Planning Department; KB Oforu, City of Titusville Community Development; Lisa Nicholas, City of Titusville Economic Development; Linda Brandt, Community Partner; Brian Blanchard, Space Coast Florida; Jessica Price, D1 Brevard County Commissioners, Administrative Assistance
 - 5/21/21: Sarah Kraum, Space Coast TPO; Wally Blain, Tindale Oliver, Kim Norberg, Paul Kurtz, Michelle Aguiar, Domingo Noriega, AECOM; David Celli, Brevard Parks and Recreation; Stephanie Moss, FDOT D5 Bike/Ped and SUN Trail Coordinator; Doug Towson, FDOT D5 Traffic Operations; Marcia Gaedcke and Erin Akins, Titusville Chamber of Commerce
- **Introduction to Wayfinding Study (Sarah Kraum, TPO Project Manager)**
 - A brief intro and history of the trail wayfinding project need was provided. The Trail system goes through multiple areas and municipalities, crossing multiple trail corridors. Having a unified approach to wayfinding and amenities will help benefit the user experience and provide consistent theming.
- **Introduction of Project Team and Consultants (Sarah Kraum, TPO Project Manager)**
 - The TPO staff, consultant team and steering committee members introduced themselves.
- **Safety Moment (Michelle Aguiar, AECOM)**
 - Dehydration: Michelle emphasized the need to maintain hydration during exercise and the symptoms of dehydration to be aware of. Losing as little as 2% of the body's ideal water content can cause dehydration. Staying hydrated can be done by consuming water and sports drinks, and by avoiding caffeinated beverages.
- **Workshop Goals and Project Timeline (Kim Norberg, AECOM)**
 - Kim reviewed the goals of the workshop for gathering information from the steering committee and input on desires for theming and signage to identify a preferred aesthetic.
 - Baseline conditions have been gathered and the current phase of the study is to prepare conceptual design considerations for developing the master plan.
 - Developing the conceptual designs will include two alternatives for consideration and selecting the elements from the inspirations being presented the conceptual alternatives and ultimately the Master Plan.



- The Master Plan documents will include sign plans that can be used by future designers for bidding on construction of the wayfinding elements at future dates.
- Wayfinding refers to information systems that guide people through the trail environment and enhancing their understanding of the experience.
- **Presentation (Kim Norberg & Paul Kurtz, AECOM)**
 - A review of the sign type family (Trailhead, Interpretive, Trail Signs, and City Street Directional) and locations where each might be placed was discussed. Kim provided an overview of some of the observations from the field review and examples of the information that can be included on each sign type.
 - Paul reviewed site amenities and elements of the trail system that can be included as furnishings or comfort elements which can be integrated with the wayfinding elements through color, texture, or materials.
 - Kim reviewed a series of wayfinding examples arranged based on a continuum of low-cost to high-cost. Examples and differences between the three levels of sign and the differentiators between traditional sign-and-post signs with the modular nature of the higher priced and more flexible sign types.
 - Sarah mentioned that the TPO doesn't see the investment level in signs being a one-size-fits-all. The level of investment could be varied based on the level of development or use of the trail.
 - Three inspirational ideas for the wayfinding signs and amenities have been developed.
 - Downtown Explorer is inspired by the city in motion and has a contemporary feel.
 - Elements include bright colors, limited fasteners, examples of modular signs and amenities. Materials and look integrate a more modern appeal. Seating in the city and parks area is an important amenity that can be integrated with the wayfinding.
 - Tim from the City of Titusville offered to provide the Titusville's design guideline manuals that should be referenced for consistency.
 - Amenities would have a more modern look and community art can be incorporated into certain elements like water fountains.
 - Colors in the Downtown Explorer theme include blues and oranges.
 - Natural Adventure is inspired by the nature just outside the city of Titusville
 - Colors and look of the signs are simpler and more natural looking to convey a more laidback perspective.
 - Materials include a mix of wood, concrete, and aluminum.
 - Amenities could include more custom elements where benches resemble trees or shade structures that integrate solar panels in more remote locations where utilities are limited.
 - Limited shade in the rural areas of trail could integrate misting elements into water fountains to provide relief from the heat.
 - Space Race is inspired by NASA and the space program
 - Includes raw materials and exposed fasteners as part of the structural portion of the signs.
 - Sign examples include unpainted metals to reflect launch vehicles.



- Amenities and shapes have rounded angles and not sharp angles in contrast to the downtown explorer inspiration.
- Materials for this inspiration that are stamped, or digitally printed patterns would likely be the more costly examples.
- **Open Discussion (All)**
- Wednesday 5/19 comments
 - Titusville has created a cool bike rack design that is in place in some locations. Two at city hall, one at welcome center was removed to put in a bike repair station.
 - A color study of the East Coast Greenway, Coast-to-Coast, and St. Johns River to Sea Loop trails was done for the Titusville Launch from Here Program. That color palette matches well with the colors used in the inspirations. Linda Brandt will provide to the TPO.
 - There has been a struggle with the three logos where the trails overlap. Tall sign posts with modular components could help with naming and branding of specific trail segments.
 - Lisa Nichols likes the downtown explorer options and the color options. Natural Adventure is least liked.
 - Tim Ford commented that color of choice in the CRA has been Forest Green. Some considerations have been made for using blues in certain locations. Forest Green should have some kind of representation in the color palette.
 - In the downtown area and CRA, there is a mix of many different color schemes. An identified issue has been to limit the colors. Adding additional colors for the wayfinding could be challenging.
 - Wavy and creative shapes and forms may not fit as well. More traditional or historic elements may fit better. There was discussion about the City's new logo and potential for integrating additional softer angles.
 - Support for the Space Race theme was mentioned and the ability to integrate the blue.
 - In Space View Park there are angular/futuristic light posts that are beginning to look outdated. This is a concern about elements of the trail wayfinding and amenities becoming outdated. Less traditional shapes and themes could outdate more quickly.
 - In consideration of future maintenance, having elements that can easily be replaced is a key consideration. This concern was echoed by others about elements looking outdated and coordination with Public Works.
 - The City of Titusville has a small sign shop and has been able to repair some damaged signs. As a small sign shop, there are some signs that have been outsourced for manufacturing.
 - A question was raised about the existing vehicular sized wayfinding signs being replaced as part of this study effort. The intent is that perhaps over time, they can be replaced and made to look like the bicycle/pedestrian scale signage for the trail users. The trail wayfinding signs should complement or work with the existing signs.
 - Brian Blanchard asked about examples of the signs and level of investments. How should the steering committee comment on the investment and flexibility need of the signs? Is there an expectation of downtime for the more modular and expensive signs?



- Much of the expectation of downtime is based on qualifications or equipment availability. The more modular signs would need to be sent out to an external sign shop and would increase the amount of downtime.
- Much of the Space Theme is being used in many places and perhaps over saturated. When out on a trail or in nature, colors like the greens and browns are more sought after.
- A concern was expressed about single function signs contributing to sign proliferation. Having modular signs that are taller and thinner could include multiple topics to reduce the overall number of signs.
- A general consensus from the group indicated that the Downtown Explorer is favored with some of the colors included in the Natural Adventure.
- Orange was considered a good contrast color to the Natural Adventure color palette.
- Paul asked the group if there were any preferences on materials
 - Wood or natural elements would be desirable in the downtown.
 - Titusville has received complaints in the past about the corten steel and concern about the Garden Street bridge looking old because of the use.
 - Titusville staff is not in favor of the more-trendy elements as they don't match with the more historic nature of some of the downtown buildings.
 - Simpler is better. Design elements should be timeless.
 - Elements should be concerned with the saltwater spray and infiltration especially during times of hurricanes. Powder coated finishes tend to have weathered better on site furnishings or amenities during hurricanes. Replacement of powder coated signs can be timely and costly, but is a possible options.
- The downtown explorer is seen as being a more marketable option and attractive to potential users and visitors. The natural adventurer tends to blend into the environment and doesn't elicit a positive reaction.
- Integration of art has been done by the City in the past. Contests were held in the past with artist work being integrated in wraps that were added to signal control cabinets.
- The City has an existing adopt-a-trail program for trail clean up. There could be ways to identify existing/future partnerships with plaques that could be included on the amenities/site furniture.
- Vandalism was discussed in terms of frequency and severity. Vandalism is an issue and ranges from amenities being broken or stolen to signs along the northern Brevard sections of the East Central Florida Regional Rail Trail (Rail Trail) being used for target practice.
- Friday 5/21 comments
 - The contrast of the Downtown Explorer was favored along with the use of icons.
 - Reviewing the color palette from the previous review of the three trails, the vibrant colors were preferred over the more muted colors. The blue and green in the East Coast Greenway were mentioned as preferred examples.
 - Orange was preferred over the yellow as an accent color.
 - In addition to the Forest Green within the CRA, Space View Park incorporates white on some of the fixtures and amenities.



- The darker green color could be used for sign posts to pull the color and maintain consistency.
- It was thought that the historic feel could be kept within the CRA and balanced with the more contemporary feel of the other areas.
- Brevard County staff prefers simple and clean signs that are easier to replace. Vandalism is a concern along the Rail Trail portion in the more rural stretches of North Brevard.
- The County's Sign Shop is capable of manufacturing the smaller, more traditional sized signs.
 - Preparing sign designs in the Master Plan can be mindful of local sign shop capabilities for fabrication and replacement.
- Reflective sheeting is the more predominate technique used in the County's Sign Shop rather than painting. Existing signs on the trail have been fabricated and installed by Brevard County.
- The TPO has access to the County's Sign Shop menu of available sign sizes and will forward to the project team for review.
- The Rail Trail goes through a predominately rural area with low activity. Wood could be vandalized or stolen and therefore not be a desired material.
- Identifying a consistent theme will be an important factor for all the areas/jurisdictions. Introducing unique shapes or features could be a future challenge for the maintaining agencies.
- Space Race is the least favorite. The textures are nice and the layers of information are an enhancement over flat textures.
- The Downtown Explorer was favored the most. The Natural Adventure is least favorite of some.
- Stephanie with FDOT offered to identify other locations where trails are co-branded and how signage has been handled along segments of the Coast-to-Coast trail.
- Including medallions on the trail signs will be important for co-branding and recognizing the convergence of the three trails.
- Identifying mile distances has not been completed as segments are incomplete making mile marker signs difficult to implement. Consideration of signs should be changeable to accommodate future changes or construction of additional trail segments.
- Concrete provides a contrast texture and color to the shiny signs. The Space Walk of Fame includes a balance of metal and concrete.
- There was time left during both meetings for review of the destination list.
 - The goal is to compile a complete list of locations that can be identified on signs, maps and advertising materials to create consistency with names. Not all signs will be able to accommodate full descriptions and would need abbreviated names.
 - Comments were provided on naming conventions and suggested revisions included:
 - White Sands Buddhist Center should be considered as an additional location.
 - The Parrish Hospital should be included.
 - It's not necessary to include schools on the list of destinations.
 - MINWR Visitor Center is being rebranded as the Conservation and Education Center. Need to confirm preferred destination description.



- Some locations can be removed based on distance from a safe cycling route to reach the destination. Some could be future destination, like the Enchanted Forest Sanctuary, once the trail system is completed.
- Coordination with CANA and MINWR is needed for review of specific destinations.



- **Post-Workshop Follow-Up**

- The following items were recorded during coordination calls held on June 2nd with Steering Committee Members unable to participate in the Character Workshops.
 - The City of Titusville Sign Shop is responsible and able to manufacture regulatory signage.
 - Custom made signs may be possible for the Sign Shop. The City has also worked with Brevard County Sign Shop to purchase signs they are able to manufacture or work with vendors.
 - Having a frame and ability to add custom blades or signs is supported by Titusville Public Works and feasible from a maintenance perspective.
 - Repairs to custom built signs have been done by sign shop due to wind damage.
 - The City's Sign Shop has ability to manufacture and replace sign blades. Color matching is the primary limiting factor. The City Sign Shop purchases standard blue and green signs that are used in other areas throughout the city. Custom shades of blue and green may not be readily available. The City has relationships with vendors for handling on demand or custom requests.
 - None of the inspiration themes present a major maintenance consideration for the City.
 - Downtown Explorer is a nice sign package. Amenities are a little too modern for downtown.
 - Once the trail crosses Garden Street, maintenance becomes the City's responsibility. The theming and design concepts shouldn't change and become dramatically different. There should be some consistency throughout.
 - The CRA Steering Board has been setting money aside for trail amenities and may have the ability to advance funding of recommendations quickly. A future presentation to the CRA Steering Board is preferred over a presentation to City Council.
 - Having nature component is not a bad thing. Natural adventure would look great outside the urban core.
 - Beyond Parrish Park and other locations away from the historic buildings would be a good fit for the natural adventure theme.
 - The history of space and commitment to existing parks and monuments makes it difficult for the area to distance itself from a space theme.
 - The modern look and feel of some of the amenities will still be a sticking point with the historic nature of the downtown.
 - The Canaveral National Seashore (CANA) is waiting for a new superintendent from the National Parks Service (NPS) to come on board before committing to future maintenance or funding.
 - CANA and the Merritt Island National Wildlife Refuge (MINWR) have existing signage/wayfinding standards or guidelines. Both agencies will provide copies of their sign manuals.
 - Sign pollution is a major concern for CANA and MINWR. Use of pavement markings could be an option. The color options are limited in the sign manuals which do not address location or interpretive pavement markings. Signs have also been destroyed (controlled burns and mowing) or stolen on the Island and thermal/painted markings would alleviate that concern as well. This is a topic being discussed as part of the Space Coast Trail currently under design.



- The Fish and Wildlife Service (FWS) which manages MINWR provides some flexibility to coastal areas for using Grey and Royal Blue in addition to the standard Brown and Green sign colors.
- FWS has flexibility for interpretive sign shapes, but regulatory and wayfinding signs need to be limited to standard sizes, shapes, and colors.
- Naming abbreviation are not allowed and there is a preference to not call out the Playalinda District or Apollo Beach separately.
- Flexibility exists with amenities for CANA and MINWR. Friends of the Refuge has been developing a bike rack program and funding. The concept matches something like the red bikes example from the downtown explorer where wildlife are being used for the theming.
- Neither CANA nor MINWR have access to water, so water features aren't possible.
- Placement of benches along the road are not desired.
- MINWR is developing an education plan along with the trail plan for information/kiosks. The location of kiosks and the content category has been developed. The theme has not been decided yet.
- MINWR does not have a sign shop, they orders signs from vendors. Custom signs are contracted through a local vendor in Titusville.
- CANA and MINWR both have a sign committee made up of agency staff that reviews custom signs that are not regulatory.