

Issue: Where the East Coast Greenway forks, with the “spine” heading in one direction and the “alternate” heading in another direction, how shall ECG signage address the situation?

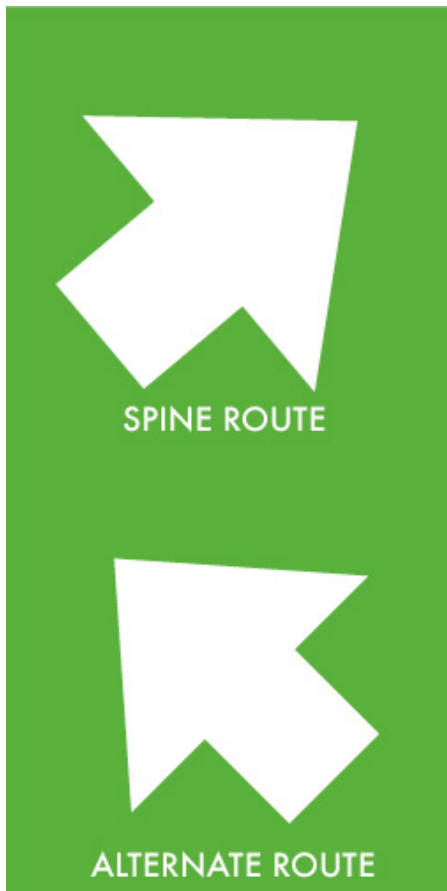
Note: graphics at 2/3 scale. Proposed signs are for installation beneath ECG route markers. The current standard ECG sign is to be used for both spine and alternate routes: junctions are to be the only places where signage will differentiate between the two.

*Proposal 1*

**Proposal 1:**

Horizontal layout

- twice as wide as the route marker it gets installed beneath
- text can be modified with name of route (e.g., Palisades Route or Historic Coastal Route)
- cannot be mass-produced



**Proposal 2:**

Vertical layout

- same width as route marker for visually attractive installation
- text can be customized
- cannot be mass-produced

**Proposal 3:**

- Vertical layout with cities rather than route type
- Allows for more information
- Does not differentiate between spine & alternate

*Proposal 2*

*Proposal 3*



**Proposal 4:**

- Vertical layout with route type and city/mileage
- Maximum information
- Too much information detracts from otherwise simple message



*Proposal 5*

**Proposal 5:**

- Same pros and cons as #4
- Removes “stigma” of being labeled as ‘alternative’

