



LONG REACH TRAIL SYSTEM

The Long Reach Trail System (LRTS) is a new branding and wayfinding strategy for a system of interconnected system of municipally owned and maintained multimodal trails, located within Montoursville Borough, Loyalsock Township, South Williamsport Borough, the City of Williamsport, Old Lycoming Township, Lycoming Township, and Hepburn Township. Each trail within the System retains its own name and identity, while being under a common branding and signage design to better establish a sense of place and enhancing accessibility by better orienting and educating trail users.

The Long Reach refers to the long straight slow-moving stretch of the West Branch of the Susquehanna River from Linden to Williamsport. The name originated from the Delaware Indians of this region. The straightness of the river in this section poised Williamsport to become the holding place for timber coming down the West Branch and made our city the “lumber capital of the world” in the late 1800’s. Remains of log booms along the West Branch through Lycoming County can still be seen to this day.

The Way Ahead: Implementation Phase

The brand style guide should be used as a guide for graphic implementation of each sign type in the future phases of work. The location plan is meant to provide a guideline, or reference, for future implementation. The signage prescribed with in the wayfinding plan are meant to demonstrate full implementation of signage, but does not represent a specific site’s final signage plan or prioritization.

The Long Reach Trail System (LRTS) wayfinding guide and location map will inform decisions for signage implementation in the region. These documents can serve as a model for future trail system expansions within Lycoming County and any interested trail owners.



Directional Signage

