



CASE STUDY

Terry Hershey Hike & Bike Trail

Buffalo Bayou
Terry Hershey Hike & Bike Trail
Houston, TX

Fabricators: Ad Display
Designers: Interpretive Insights



The Terry Hershey Hike and Bike Trail, in Terry Hershey Park, is nestled between the confluence of Langham Creek and Buffalo Bayou in West Houston. Recently, the Bayou Preservation Association installed a first-of-its-kind educational exhibit along the Terry Hershey Trail. The innovative display captures the magic of Buffalo Bayou and features illustrations of bayou wildlife such as herons, turtles, and even beavers. “The newly installed signage is an excellent outdoor educational tool,” said Robert Rayburn, president of the Bayou Preservation Association and The Energy Corridor District landscape architect. “Bayou Preservation Association is excited to introduce the new display to those using the trails in Terry Hershey Park. After all, we are the Bayou City”.

Funded by The Terese T. Hershey and Jacob W. Hershey Endowment Fund, this display was designed by Interpretive Insights, a Houston-based consultancy led by former Texas Parks and Wildlife Department Planner Amanda Hughes-Horan. iZone Imaging worked closely with Interpretive Insights to create an inviting interpretive display with an interactive component that was sturdy enough to carry the weight of the panels and durable enough to withstand the extreme Texas coastal climate. Also the sign material had to showcase full-color fine illustrations of bayou wildlife and be contour-cut to resemble the winding path that Buffalo Bayou takes through the center of Houston.

Interpretive Insights Principal Amanda Hughes-Horan selected iZone Imaging’s custom high pressure laminate (CHPL) for her interpretive signage material because it was ideal for the stringent requirements for the new display.

“Izone is a fine company – they stand by their product, provide excellent customer service, and are a pleasure to work with. We’ve partnered with them on various projects in the past and wouldn’t hesitate to recommend them for any job, large or small.”
 Amanda Hughes-Horan, Principal, Interpretive Insights.

This display is part of a wider initiative to raise public awareness of Houston’s bayous as one of the city’s greatest natural treasures. iZone’s Imaging’s CHPL ensure’s that this initial display will remain as beautiful as the future installations and educate the Park’s visitors for many years to come.