



↑ East Bank Trail 
Southbound

↑ Anacostia Park 2.2 mi 
Historic Anacostia 3.7 mi

East Bank Trail 
Northbound

Kenilworth 
Aquatic Gardens 1.7 mi

Bladensburg 
Waterfront Pk MD 4.0 mi

NO MOTOR VEHICLES

CHAPEL HILL

PEDESTRIAN AND BICYCLE WAYFINDING STRATEGY



Today's Discussion

- Introductions
- Wayfinding Approach
- Goals and Objectives
- Project Schedule
- Next Steps

Introductions



Toole Design Group



Jared Draper, AICP

Project Manager
Toole Design

- Public and private planning background focused on people-oriented infrastructure



Lakesha Dunbar

Senior Planner
Toole Design

- Over 20 years of municipal experience with the City of Winston-Salem, NC and Oklahoma City, OK

Wayfinding Approach



Design with Empathy

- Who's it for?
 - Different people
 - Different goals
 - Different journeys



Psychology of Design 10 Principles

1. Don't make me think
2. Make it frictionless



Psychology of Design 10 Principles

3. Strike a balance of information
4. Progressively disclose information



Connectivity



Directness



Cohesion



Safety



Comfort



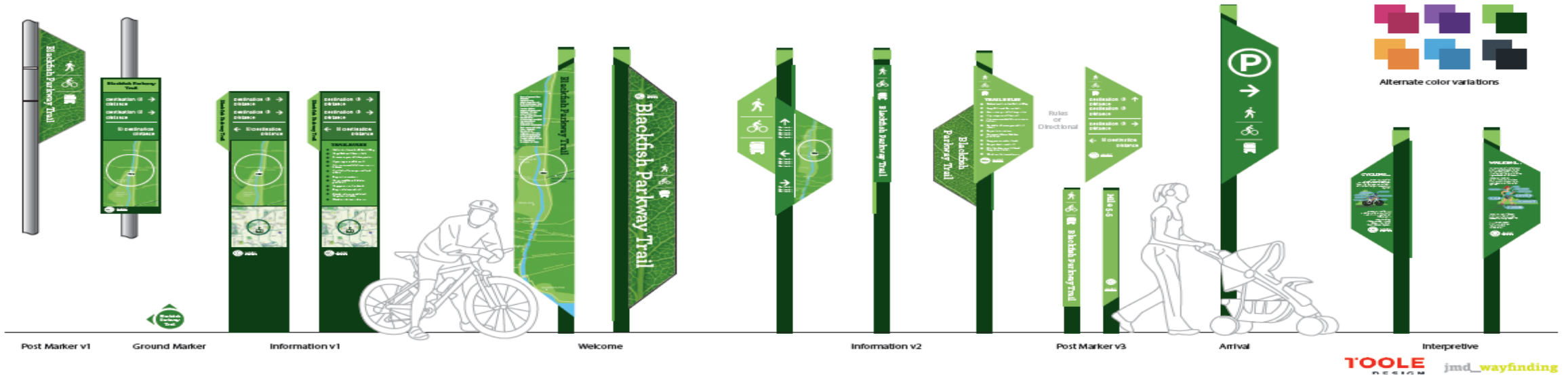
Unbroken Flow



Attractiveness

Psychology of Design 10 Principles

7. Convey the right information at the right time
8. Design for mindsets

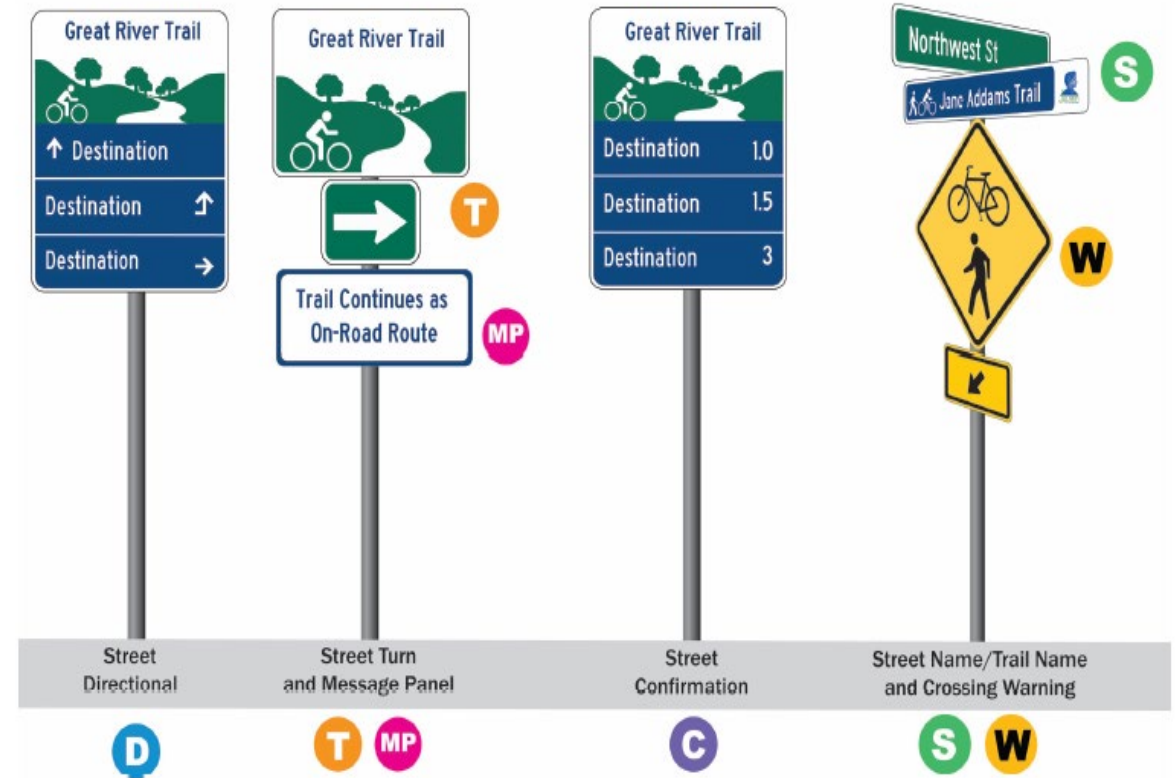


The Toole Design Team created signage for the Kansas City Regional Wayfinding Study and Guidebook project.

Psychology of Design 10 Principles

9. Create a mental map

10. Landmark-based navigation

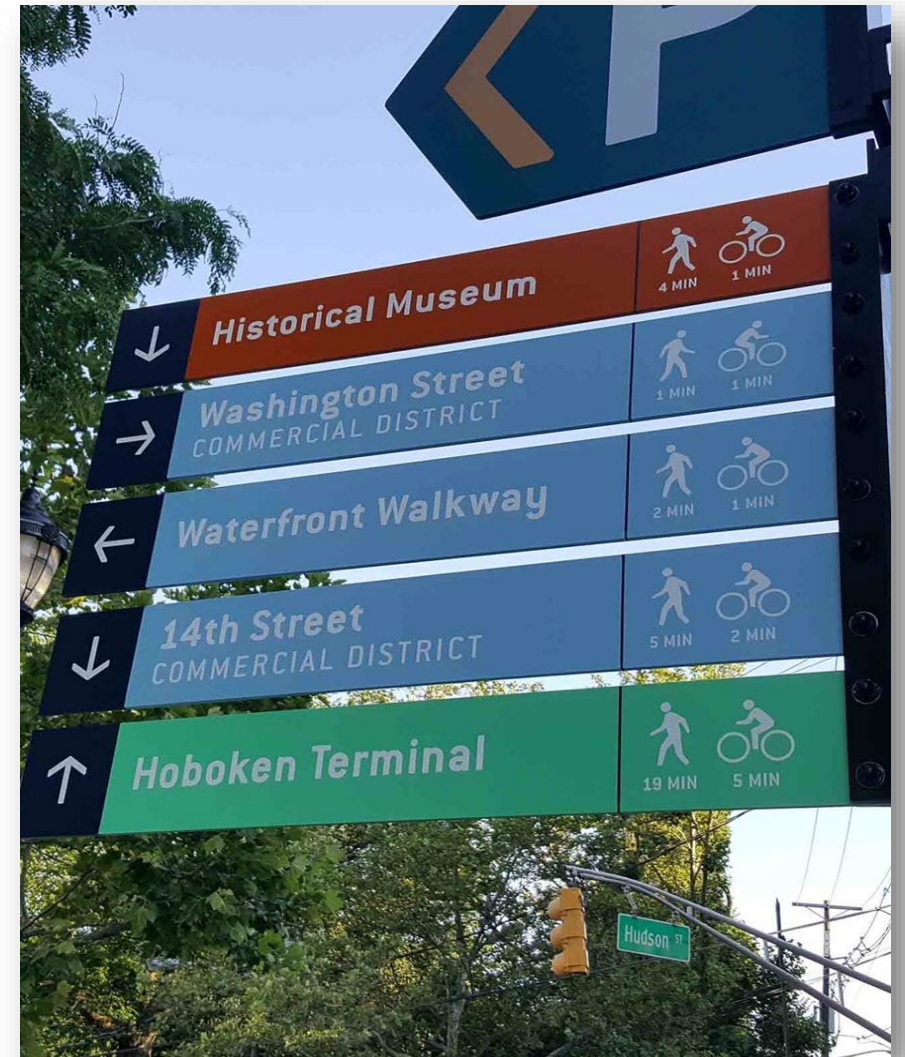


Goals and Objectives



Wayfinding Goals and Objectives

- Attractive and clear guides to get people to popular destinations
- Placed at key locations to show them where else they can go
- User friendly for both visitors and residents
- Focus on key routes from the Mobility and Connectivity Plan



Interactive Polling

Go to www.menti.com and use code 2940 1878



Project Schedule



Project Schedule

- **March – August:**
 - Project Team Meetings
- **April – June:**
 - Community, Pop-Up, and Public Meetings
- **April – June:**
 - System Design, Concept & Implementation Development
- **July – August:**
 - Wayfinding System Reporting



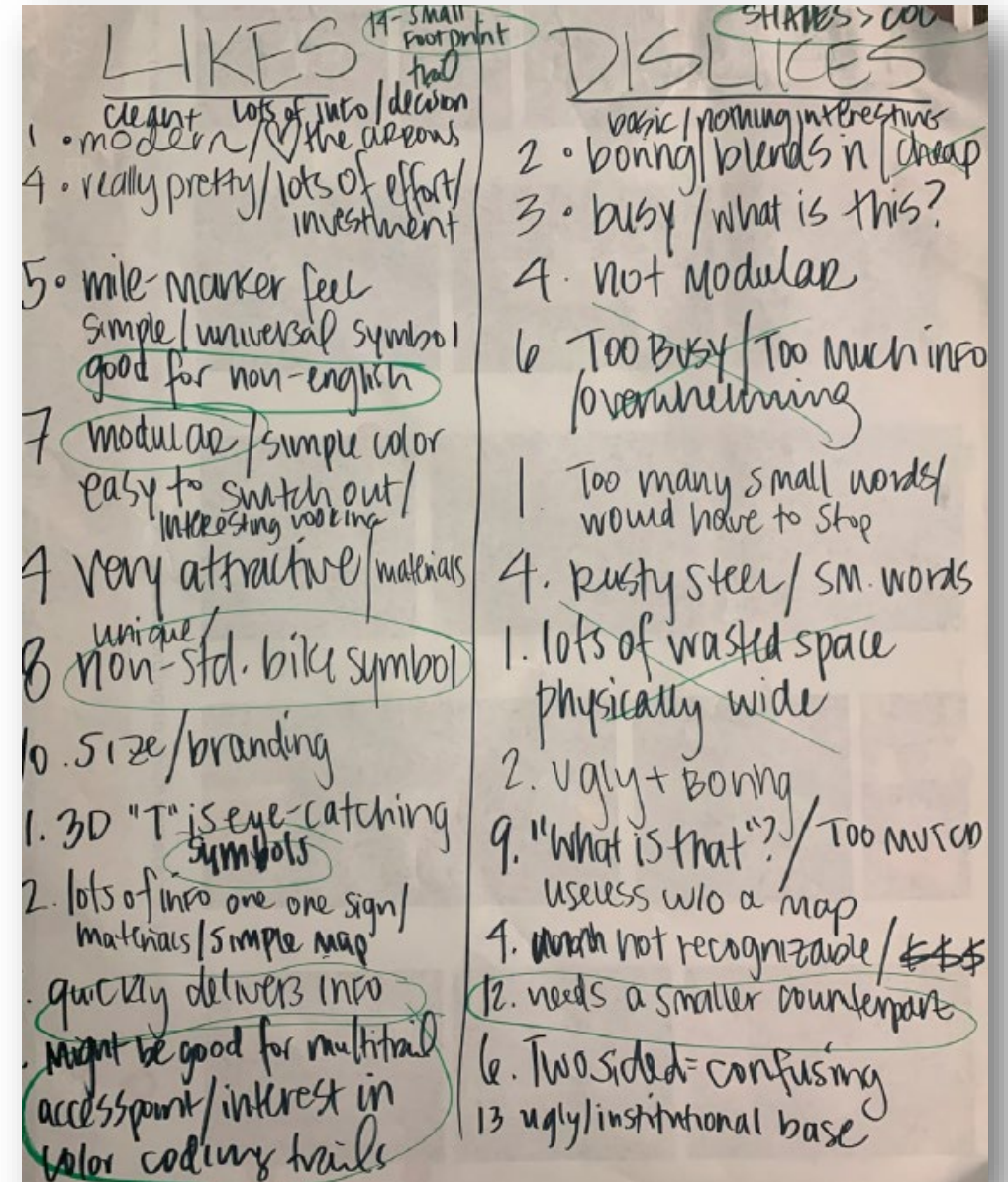
Key Milestones

■ April – May:

- Transportation and Connectivity Advisory Board Meeting
- Arts Commission Meeting
- Pop-up Events
 - Bike Rodeo
 - Engaging College Students

■ May – June:

- Outdoor Public Meeting



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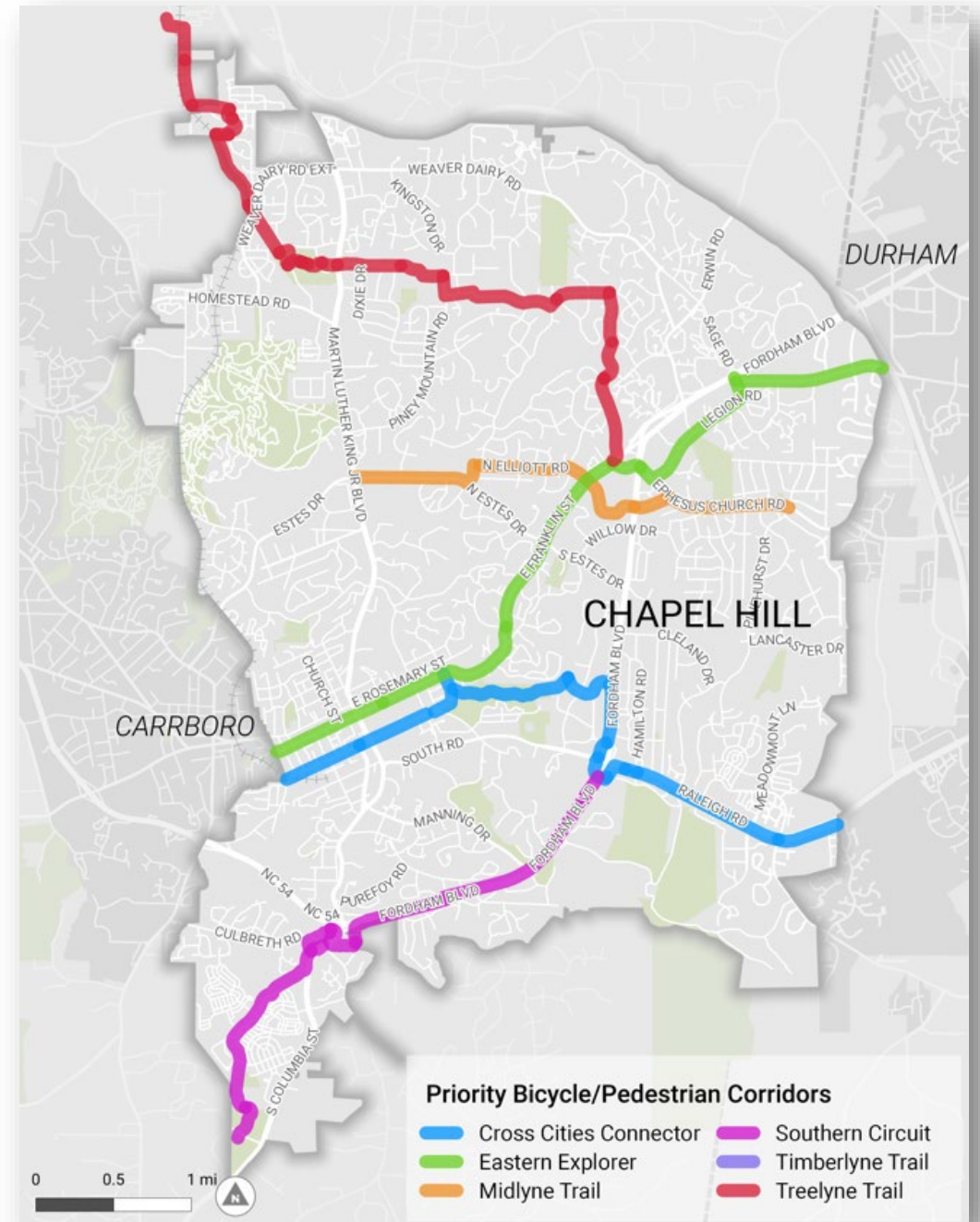


Next Steps



Next Steps

- Conduct engagement meetings
- Encourage Participation
- Prepare existing conditions/base mapping




How you can help



TOWN OF CHAPEL HILL

LINK TO WEBSITE:



SHARE YOUR INPUT ON THE TOWN'S PEDESTRIAN AND BICYCLE WAYFINDING PLAN
TO LEARN MORE ON HOW TO GET INVOLVED, SCAN THE QR CODE.

Survey Link: <https://survey.alchemer.com/s3/6821809/Chapel-Hill-Wayfinding-Survey>

Thank You

