



INFORMATIONAL ITEM: PEDESTRIAN AND BICYCLE WAYFINDING PLAN DEVELOPMENT AND PROGRESS

STAFF SUMMARY

TOWN OF CHAPEL HILL PLANNING

Colleen Willger, Director

Bergen Watterson, Transportation Planning Manager

Josh Mayo, Transportation Planner I

MEETING DATE

June 8, 2022

PURPOSE

That Council receive the information below regarding the ongoing Pedestrian and Bicycle Wayfinding Plan.

SUMMARY

The Town has contracted with Toole Design Group to create a Pedestrian and Bicycle Wayfinding Plan for Chapel Hill. This plan will set the guidelines for wayfinding signage, indicate key locations, and design signage that helps guide people to destinations throughout Chapel Hill while adding to the Town's visual appeal. The Pedestrian and Bicycle Wayfinding Plan is funded by the [Chapel Hill Climate Action and Response Plan](#) (Transportation & Land Use section – Increase bicycling, walking, and transit use; p.42).

OVERVIEW

Background

The development of a Pedestrian and Bicycle Wayfinding Plan was identified as an action item in the 2017 Mobility and Connectivity Plan in part because of the public input and in part because it is a proven strategy for encouraging more bicycling and walking. The lack of consistent wayfinding signage in Town has also been noted by consultants on the Transit Oriented Development (TOD)/Land Use Management Ordinance (LUMO) project as an opportunity to improve the visibility of the future Bus Rapid Transit (BRT) stations. Consistent and clear wayfinding throughout the community can encourage more walking, biking, and transit trips, which is a goal of the Mobility and Connectivity Plan and the Climate Action and Response Plan.

Engagement

Staff and the consultant are currently conducting a mixture of in-person and online engagement to get feedback from the public. The online survey has been taken by 215 people as of June 2nd, and the results show the respondents' preferences for different styles and locations of signs, destinations, and goals for the wayfinding strategy in general (see attached Survey Results). Targeted engagement is planned for groups like the Transportation and Connectivity Advisory Board, the Community Design Commission, and the Chapel Hill Downtown Partnership. There will be a public meeting on June 14 at the library to get deeper engagement around sign styles, general locations, and key destinations.

Design Approach

Toole Design Group will design signage that is visually attractive and clear while considering regulations that may apply, like the Manual on Uniform Traffic Control Devices (MUTCD). The feedback from public engagement will help determine where people are most likely to need guidance to reach their destination and what type of information they need. The approach focuses on four different types of users:

- **Unfamiliar and hurried:** People who are unfamiliar with Chapel Hill, and who have a

destination but may get lost on the way (ex: new UNC students)

- **Familiar and hurried:** People who know Chapel Hill and who are trying to get from point A to point B in the quickest way possible (ex: commuters)
- **Unfamiliar explorer:** People who are unfamiliar with Chapel Hill, but who want to explore without a set destination and find something interesting (ex: tourists)
- **Familiar explorer:** People who know Chapel Hill, but want to take a detour or explore without a strict destination (ex: residents walking/biking for leisure)

NEXT STEPS

This phase of engagement for the Wayfinding Plan will wrap up by the end of June. Toole Design Group will synthesize the feedback and work with staff to create a draft plan over the summer. The draft plan is set to be completed by late summer, and a near-final draft of the Pedestrian and Bicycle Wayfinding Plan will be presented to the Transportation and Connectivity Advisory Board during their August 23 meeting. Any feedback received at that point will be incorporated into the final plan.

ATTACHMENTS

1. Presentation from Toole Design Group to the Transportation and Connectivity Advisory Board
2. Wayfinding survey questions
3. To-date survey results