


↑ 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

# CHAPEL HILL

## PEDESTRIAN AND BICYCLE WAYFINDING STRATEGY

NO  
MOTOR  
VEHICLES

**T'OOLE**  
DESIGN

# Today's Discussion

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



# Introductions

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# Toole Design Group

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**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

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# Design with Empathy

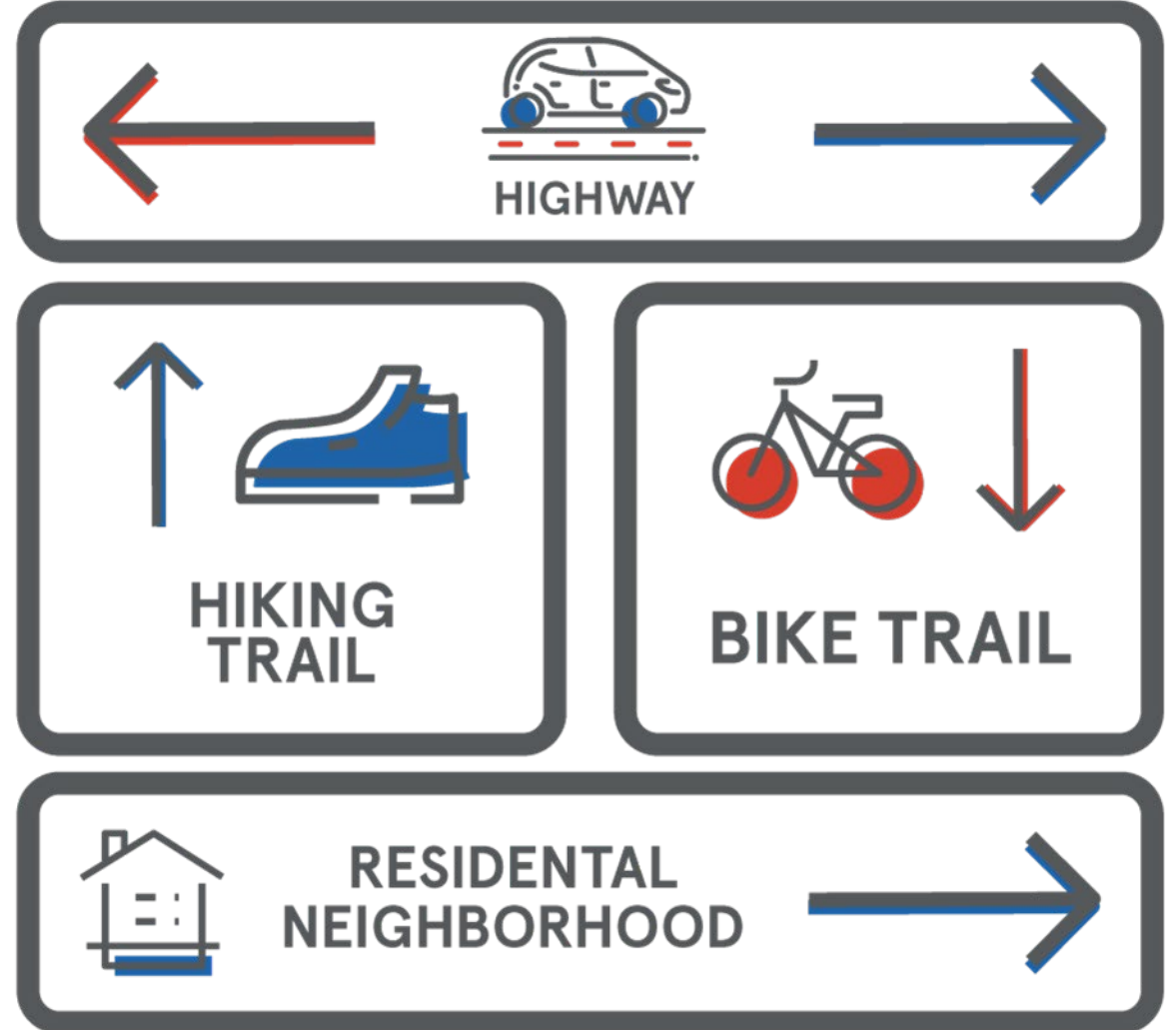
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- Who's it for?
  - Different people
  - Different goals
  - Different journeys



# Psychology of Design 10 Principles

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



# Psychology of Design 10 Principles

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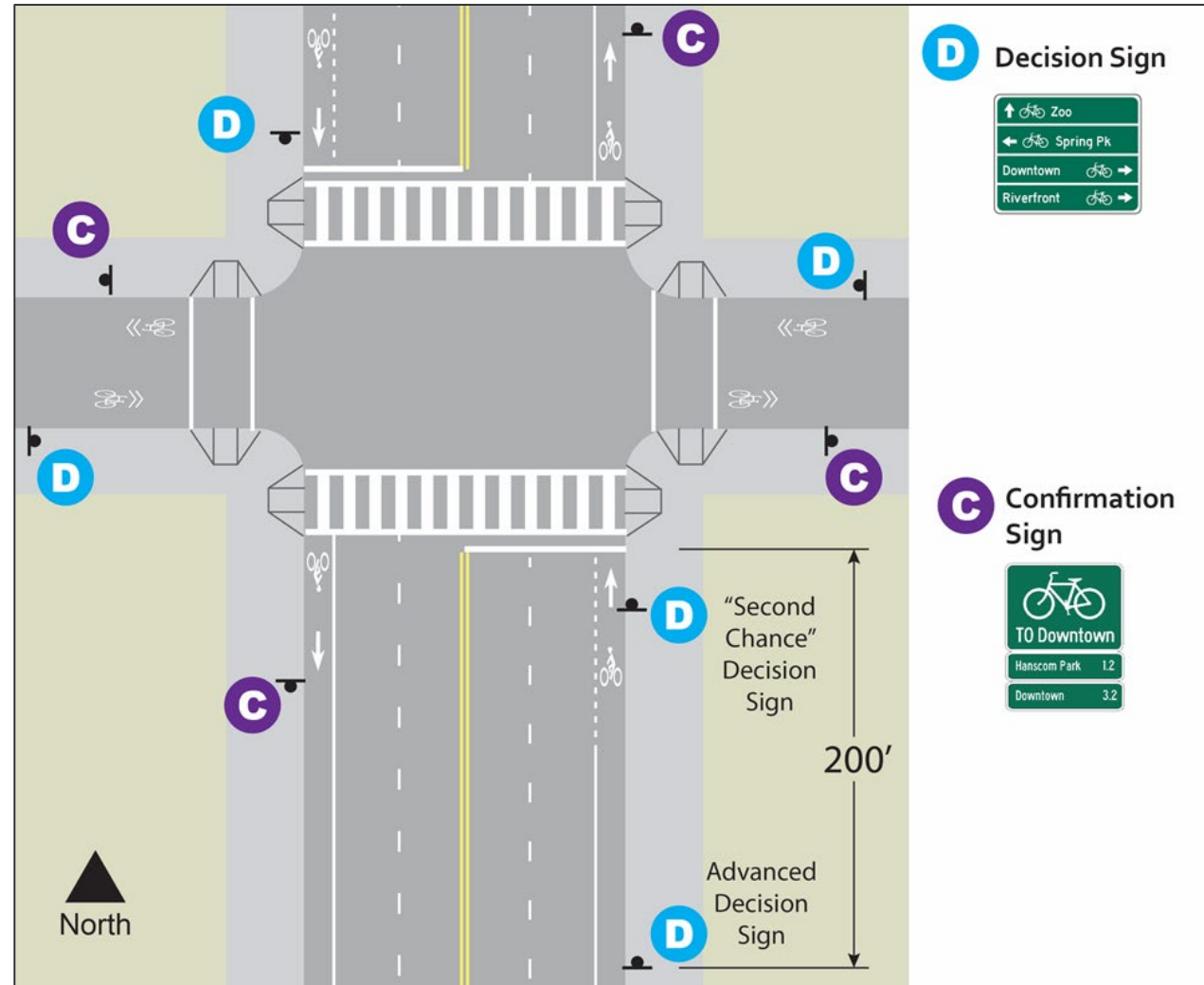
- 3. Strike a balance of information
- 4. Progressively disclose information





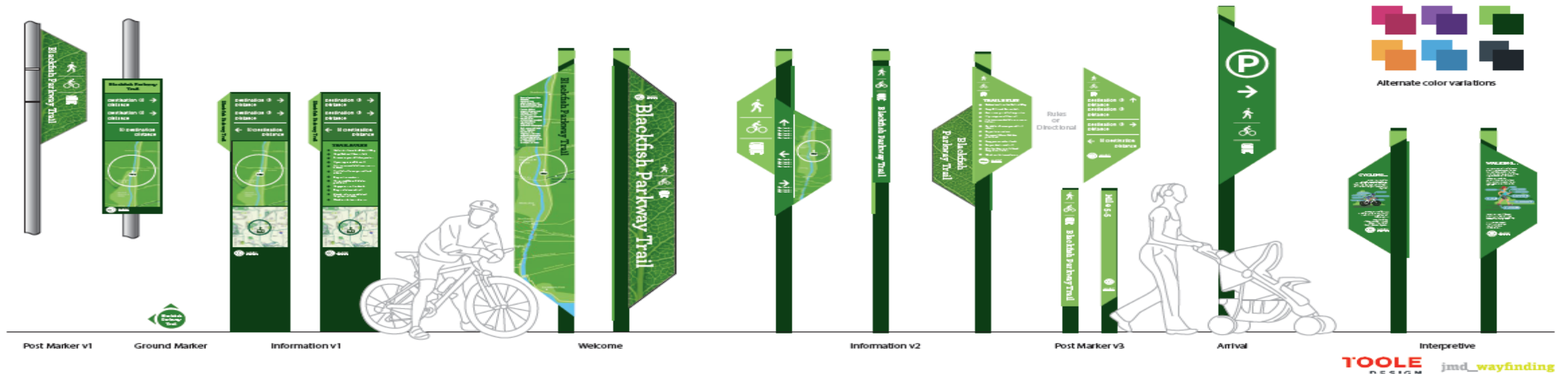
# Psychology of Design 10 Principles

5. Make information predictable
6. Create a rhythm



# Psychology of Design 10 Principles

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

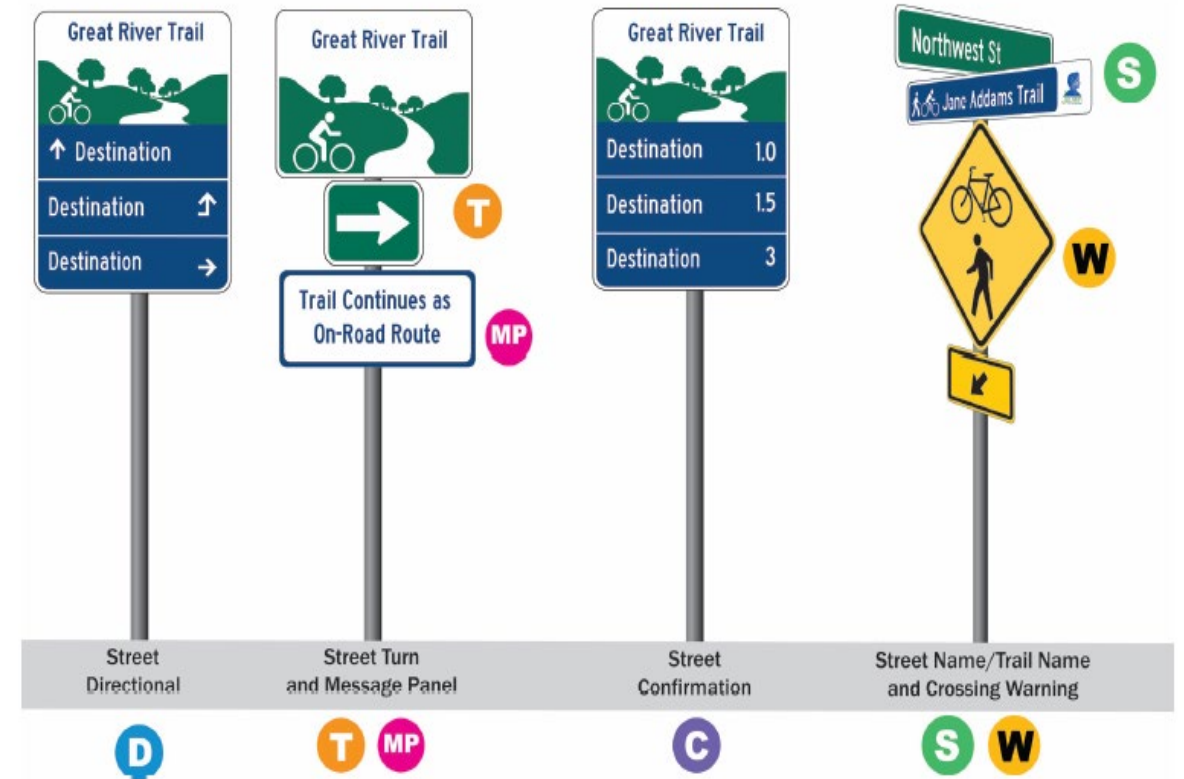


The Toole Design Team created signage for the Kansas City Regional Wayfinding Study and Guidebook project.

# Psychology of Design 10 Principles

9. Create a mental map

10. Landmark-based navigation



# Goals and Objectives

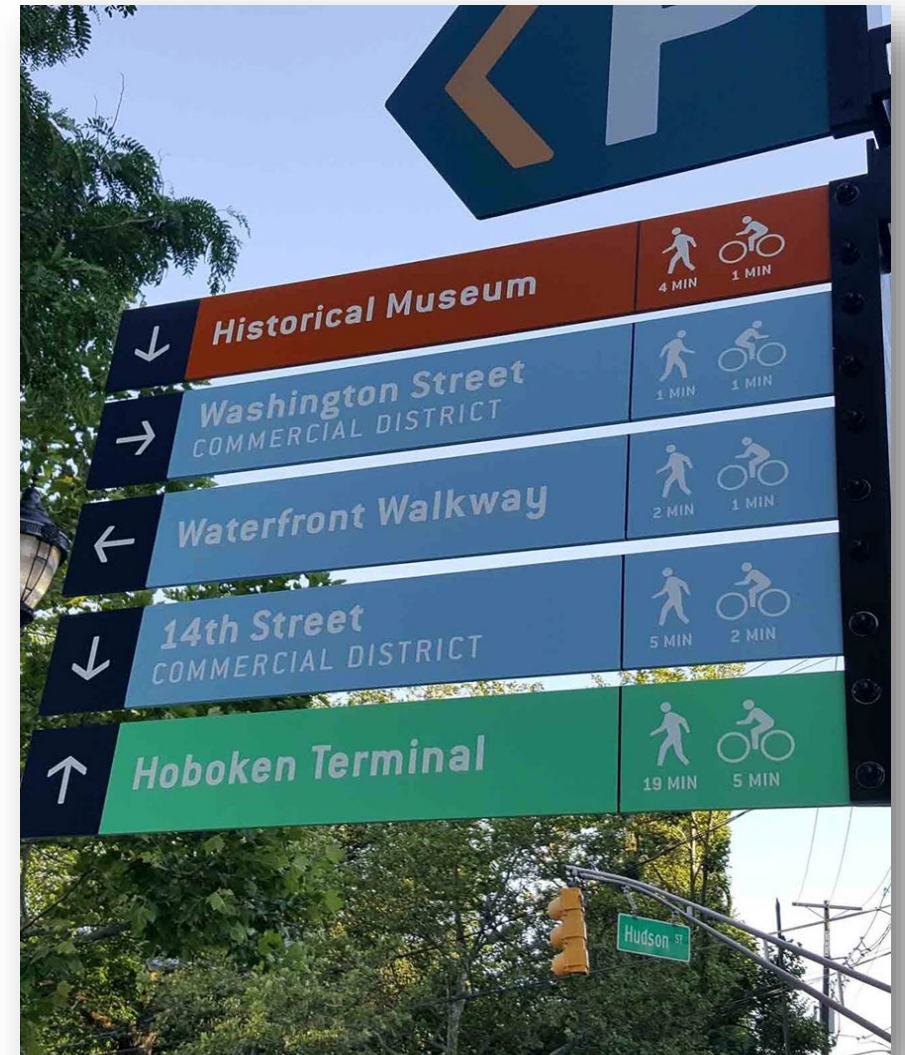
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# Wayfinding Goals and Objectives

- 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

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Go to [www.menti.com](https://www.menti.com) and use  
code 2940 1878



# Project Schedule

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# Project Schedule

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- **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





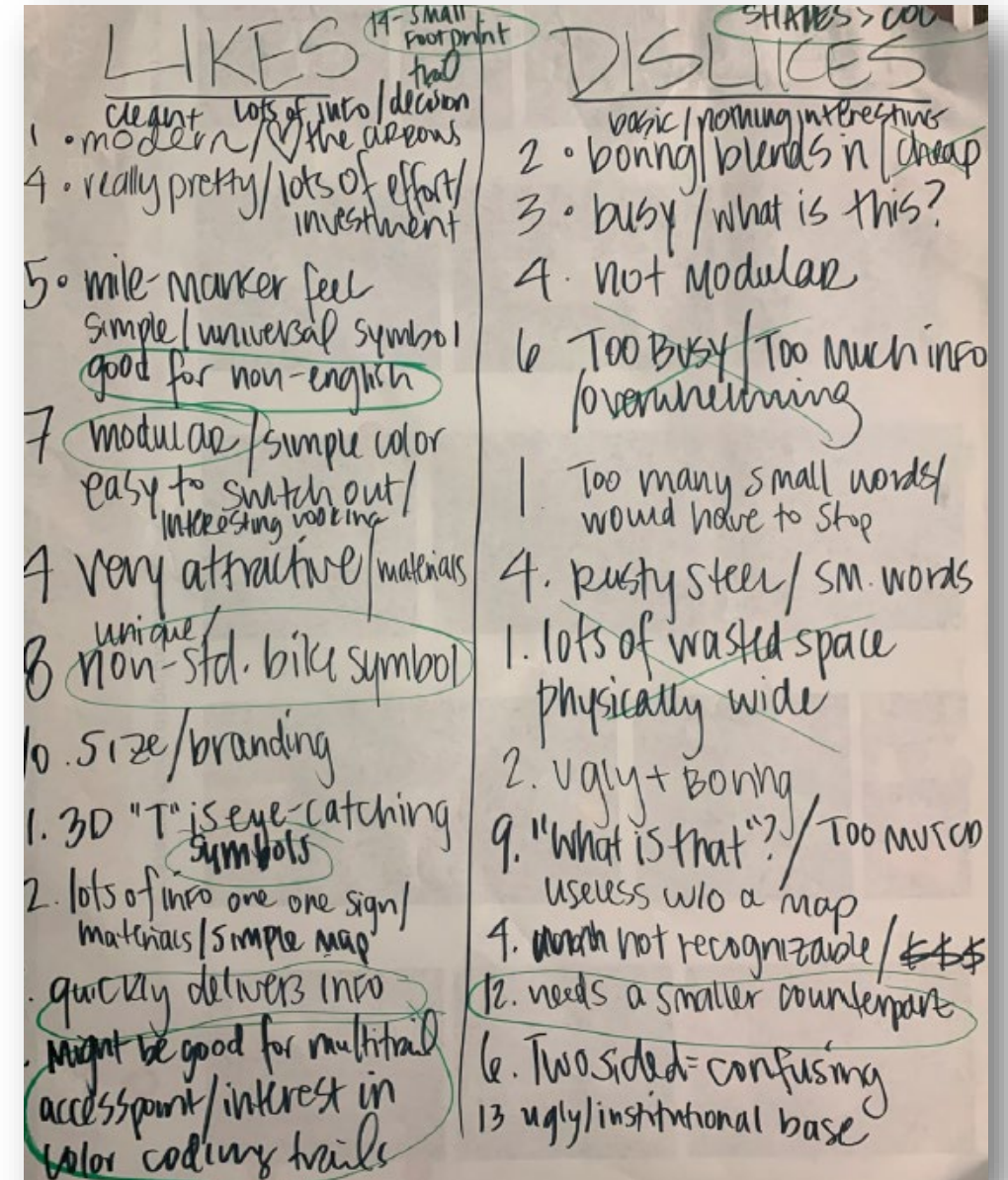
# Key Milestones

## ■ April – May:

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

## ■ May – June:

- Outdoor Public Meeting



# Interactive Polling

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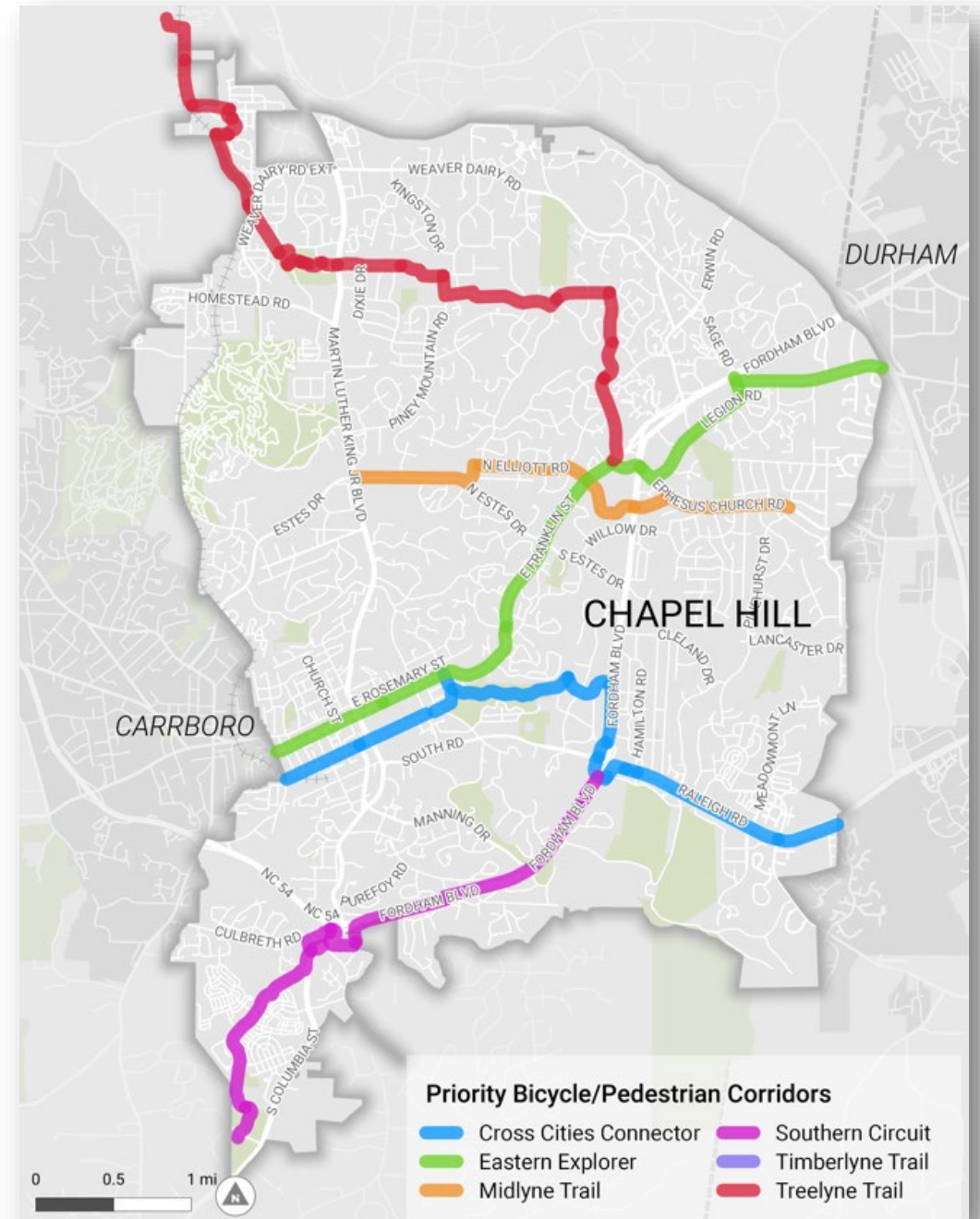
# Next Steps

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# Next Steps

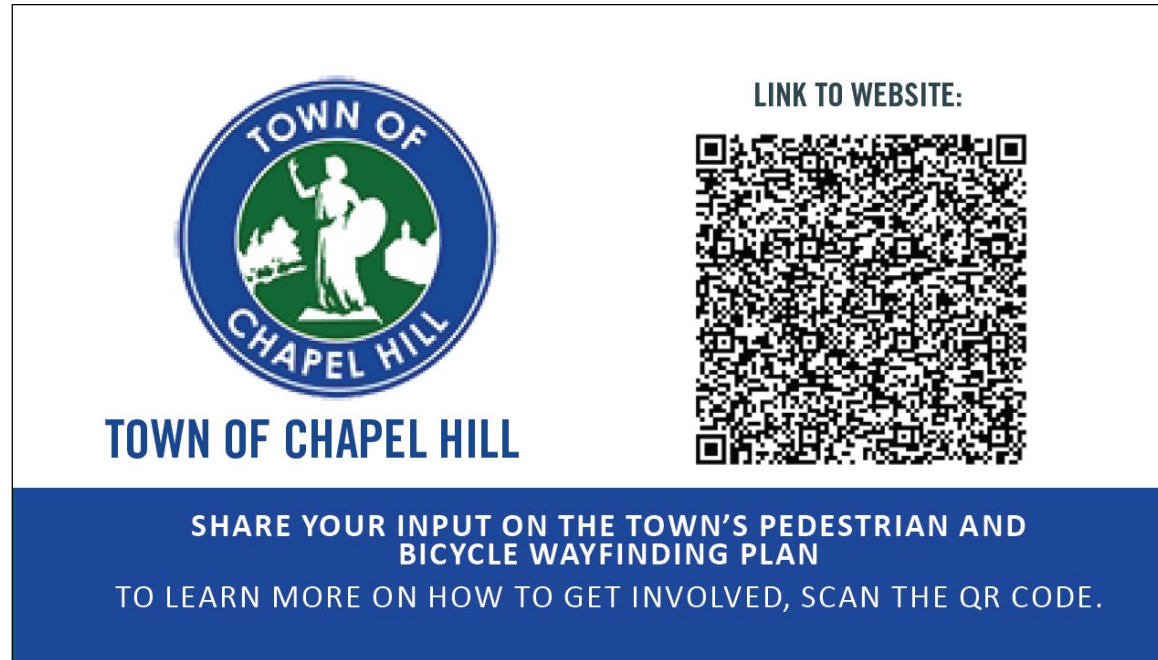
- Conduct engagement meetings
- Encourage Participation
- Prepare existing conditions/base mapping





# How you can help

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



# Thank You

