



Legislation Text

File #: [22-0855], Version: 2

Endorse the Chapel Hill Pedestrian and Bicycle Wayfinding Strategy.

Staff:

Mary Jane Nirdlinger, Deputy Town Manager
Bergen Watterson, Transportation Planning Manager
Josh Mayo, Transportation Planner

Department:

Managers
Planning

Overview: In early 2022, Town staff contracted with Toole Design, Inc. to create a Pedestrian and Bicycle Wayfinding Strategy for the Town. A staff project team worked closely with the consultant to identify important destinations and input on design elements. The consultant conducted public outreach to validate destinations and gather input on preferred bicycle and pedestrian routes around Town.

This strategy provides direction on the placement, design, and use of signage to help guide people on foot and on bicycles throughout Town and to popular destinations. The plan will be used by staff to design a system of wayfinding signs across Chapel Hill, with an emphasis on highlighting routes to key destinations and encouraging people to take more trips on foot and by bicycle.

☆ **Recommendation:**

That the Council endorse the Pedestrian and Bicycle Wayfinding Strategy as a guiding document for near-term as well as long-term sign placement and installation.

Key Issues:

- Creating a pedestrian and bicycle wayfinding strategy was a recommendation in the Mobility and Connectivity Plan.
- The Pedestrian and Bicycle Wayfinding Strategy includes design and specifications for signage and identifies locations where signage could be used today and guidance for general placement in the future as our network is built out.

Fiscal Impact/Resources: The Strategy was funded using Climate Action and Response Plan funding. There is no funding identified for sign fabrication and installation at this time. Staff will explore funding opportunities, both internally and externally, and work on a process to ensure that new signage is included when new bike-pedestrian facilities are built.

Where is this item in its process?





Attachments:

- Resolution
- Pedestrian and Bicycle Wayfinding Strategy

A RESOLUTION TO ENDORSE THE CHAPEL HILL PEDESTRIAN AND BICYCLE WAYFINDING STRATEGY (2022-11-16/R-7)

WHEREAS, the Town of Chapel Hill supports pedestrian and bicycle travel; and

WHEREAS, the Town has adopted the Mobility and Connectivity Plan as its guiding document for bicycle and pedestrian travel, which has a goal of reaching a 35 percent bike, walk, and transit to work modeshare; and

WHEREAS, the Mobility and Connectivity Plan includes a recommendation to study and implement wayfinding signage around Chapel Hill; and

WHEREAS, pedestrian and bicycle wayfinding signage can encourage more people to walk and bike and has been shown to reduce vehicle miles travelled; and

WHEREAS, the Chapel Hill Pedestrian and Bicycle Wayfinding Strategy contains a robust plan for near-term signage placement and guidance for future placement as facilities are built.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council endorses the Pedestrian and Bicycle Wayfinding Strategy as described in the November 16, 2022 meeting materials.

This the 16th day of November, 2022.

The Agenda will reflect the text below and/or the motion text will be used during the meeting.

By adopting the resolution, the Council endorses the Pedestrian and Bicycle Wayfinding Strategy.