Wayfinding for People Walking and Biking

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August 13, 2019
Presentation Overview

- Project Background and Overview
- Introduction to Wayfinding
- National Standards and Guidance for Wayfinding
- Selecting Destinations to Go on the Signs
- Public Input
Project Background
Background: Oak Leaf Trail Sign Strategy

Phase 1:
- Color-code branch lines
- Install map kiosks on Oak Leaf Trail

Phase 2:
- Print versions of system map and branch maps

Phase 3:
- Install map kiosks at non-Oak Leaf Trail locations

Phase 4:
- Develop and install directional signs
Project Timeline: 2019

July – September
- Review existing signs, federal & state guidance
- Public meeting #1 (today)
- Sign concept development

October – November
- Sign concept surveys (online and intercept)
- Finalize sign design

December
- Draft Sign Guide
- Public meeting #2
- Priority routes survey
Project Timeline: 2020

January – March
- Route prioritization
- Wayfinding sign plans for 15 miles of high-priority routes
- Implementation details (cost estimates, installation)

April
- Final wayfinding guide and implementation plan
Why Invest in Wayfinding?
Why Invest in Wayfinding?

- Complicated routes
- “Face” of the bike and pedestrian route system/branding
- Encourage and promote active transportation
- Show that bikes belong on the street
Theory of Wayfinding Process

1) Orientation
   - Where am I? Where is my destination?

2) Decision Making
   - Which route should I take?

3) Confirmation
   - Am I on the right path?

4) Destination Recognition
   - I’m here!
Theory of Wayfinding Process

1. Orientation
2. Decision Making
3. Confirmation
4. Destination Recognition
Principles of Wayfinding

1) Keep it Simple
   - Don’t overwhelm people

2) Be Consistent
   - People learn to expect the signs and learn how to use them

3) Design for the Inexperienced User
   - People new to bicycling
   - Visitors, tourists
National Standards/Guidance: Manual on Uniform Traffic Control Devices

- **Regulatory**

- **Warning**

- **Guide**
National Standards/Guidance: Manual on Uniform Traffic Control Devices

Section 2D.50
Community Wayfinding

Adds flexibility for:

- Custom colors, with restrictions
- Shape (somewhat)
- Font, with an engineering study
- Enhancement markers (pictured) both on assemblies and within sign layouts

Photo credit: Eli Pousson

Photo credit: Bike Michiana
Design Flexibility for Paths/Trails

Rigid MUTCD ↔ Flexible MUTCD ↔ Non-MUTCD

Photo credit: WD Vanlue
Selecting Destinations

- What do you think about this sign?
Destinations: Develop a Hierarchy
What do you think?

- Preference for sign design
- Help identify important destinations in Milwaukee
Questions/Comments

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