

Direction for people in **motion**

The orderly presentation of information to help people understand their location and find their destination

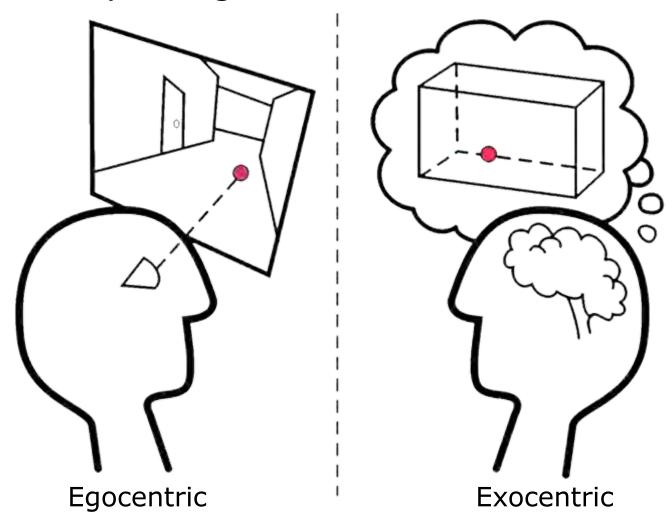
A means for visitors and residents to **engage and connect** with your community

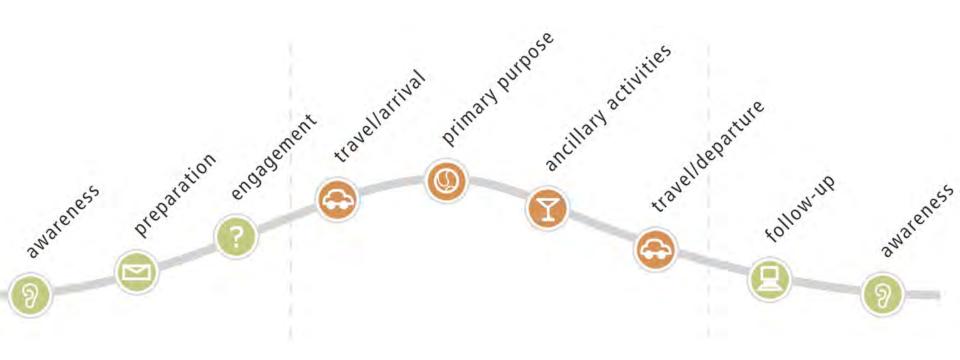






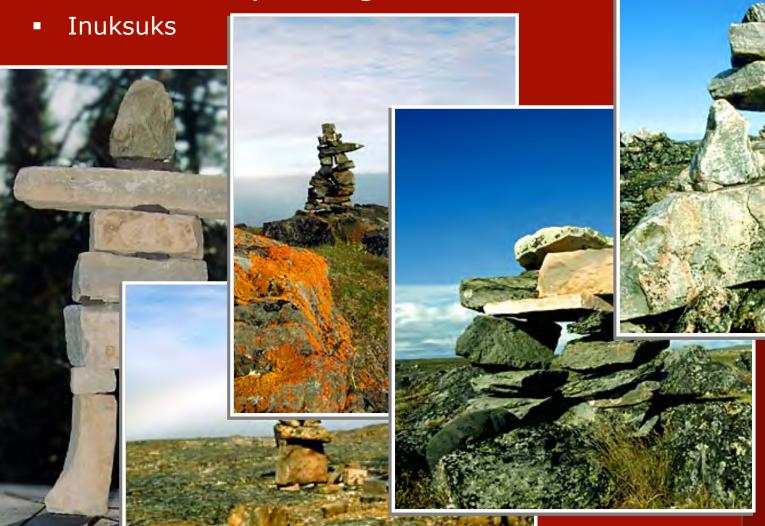






The Journey Map

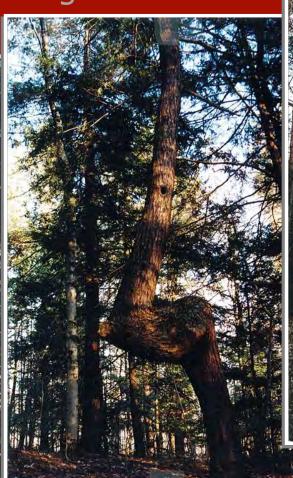
Historical Wayfinding:



Historical Wayfinding:

Indian Trail Trees







Wayfinding is design for **activity**, as much as for **environment**.

15% of the destinationsfrequently account for85% of the traffic.

The shortest distance between two points may not be a straight line!

People prefer confirmation every **125 feet** walking, and every **600 feet** driving in an environment.

Conclusion:

People seek places where they feel **competent** and **confident**.

Conclusion:

Environments need coherence and legibility.

Conclusion:

People remember the novel, creative and unique elements of an environment.

What are the benefits of a wayfinding program?

- A more open and inviting community
 - A greater feeling of security among visitors
 - Better attendance at area destinations
 - Less need for assisting or redirecting lost visitors, saving staff time and resources
 - Synergies between destinations
 - More return visitors
 - Positive perceptions and generous word-of-moth referrals

What are the benefits of a wayfinding program?

 Clearer lines of delineation between different jurisdictions, where needed

What are the benefits of a wayfinding program?

Strengthening of the overall brand

Banff





Park City





C VIII



Tamarack







Whistler





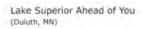
Upper and Lower Fairway

Duluth, MN / Superior, WI



(Superior, WI)







Lake Superior on Your Left (Superior, WI)



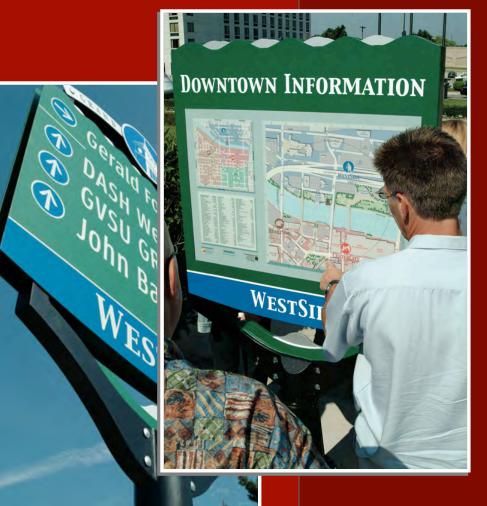




Grand Rapids, MI







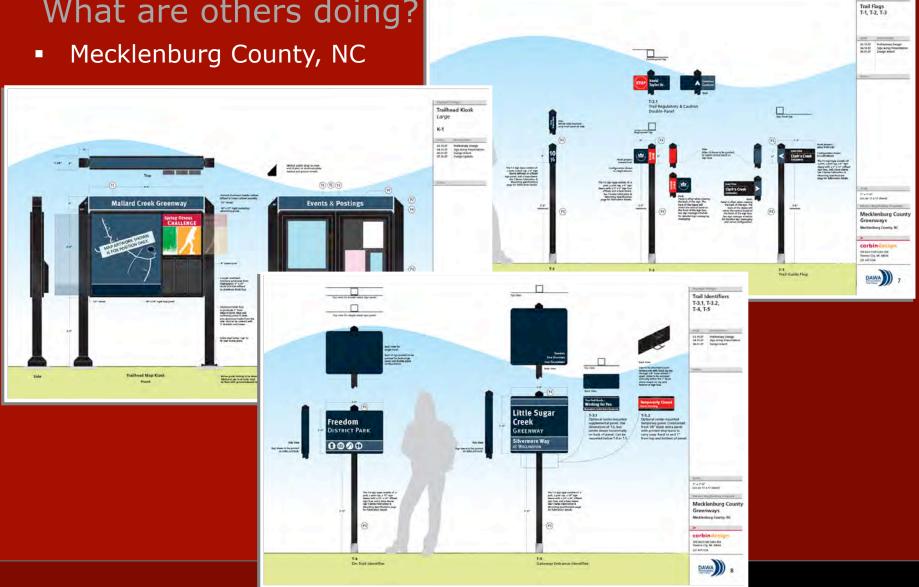
Mecklenburg County, NC

Mecklenburg County Greenway System

GREENWAY INFORMATION MAP

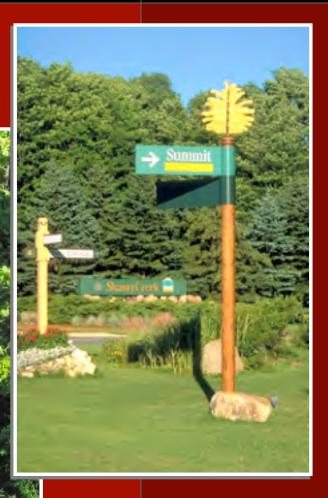
The information map below details all aspects of the <u>greenway</u> user experience and information that should be provided at each point. This chart was created with the Stakeholders during Corbin Design's kick-off visit.

ROADWAY	GREENWAY									
Public Relations/Advertising	Entry Points		Intersections		Landmarks		Amenities		Safety/Regulation	
This is a Greenway' Notices Bond Referendum Identification Identification Primary Identification at Entry Points Secondary Identification at Neighborhood Entry Points Trailbiazers Safety Greenway Crossings	Parking Parks Neighborhood Entry Mapping Website Printed Materials	Public Commercial Entry Neighborhood Entry Schools CATS/Park n' Ride Apartment Complexes Colleges/Universities Libraries	Information Oppo Directional Info You are Here	Bikeways (Lanes/Overland)	Interpretive Panels Trail Surfaces Steps/Stairs Environmental Features Architecture	Public Eagle Scout Projects Banners Gardens Sponsorship Art/Statues Interpretive Panels Commemorative Monuments Duke Power tower	Trash Cans Benches Bollards Map Klosks Public Info Restrooms Mile Markers Fitness Tralls Mutt Mitts	Public Stores/Shops/Refreshments For Sale Signs WiFi Locations Commuter Information Plant/Animal Identification	Rules and Regs Flooding Potential Clearance Height Hours Upcoming Features Auditory Cues/Languages Walk with a Friend Leash Length Bike Speed	Public DOT Info Warning Signs (DO' Pavement Markings Fences/Beware of D Private Property
Gleenway Crossings Blike Crossings Pedestrian Crossings Blike Route Signs Pavement Markings Speed Bumps	Primary ID & Secondary ID Map of Trail and Area You Are Here Distance to What is in either Direction Street & Neighborhood Sporeorship Amenities Private Property		Sponsorship Distance to Amenitles Street & Neighborhood Street Names CATS Bus Stops		Roadways/Interstates stations Natural Features Sewer Vents Information Opportunities You are Here Sponsorship Distance to Interpretive Panel		Drinking Fountains Bilke Raciss Playground Water Park Plonic Areas Shelters Information Opportunities You are Here Sponsorship		Right Side/Pass Left Contact Info/911/311 Unmotorized Only Pick up after Pets Trail Etitquette Information Opportunities Regulatory Messages	



Shanty Creek, Bellaire, MI





Cedar River →

Summit _

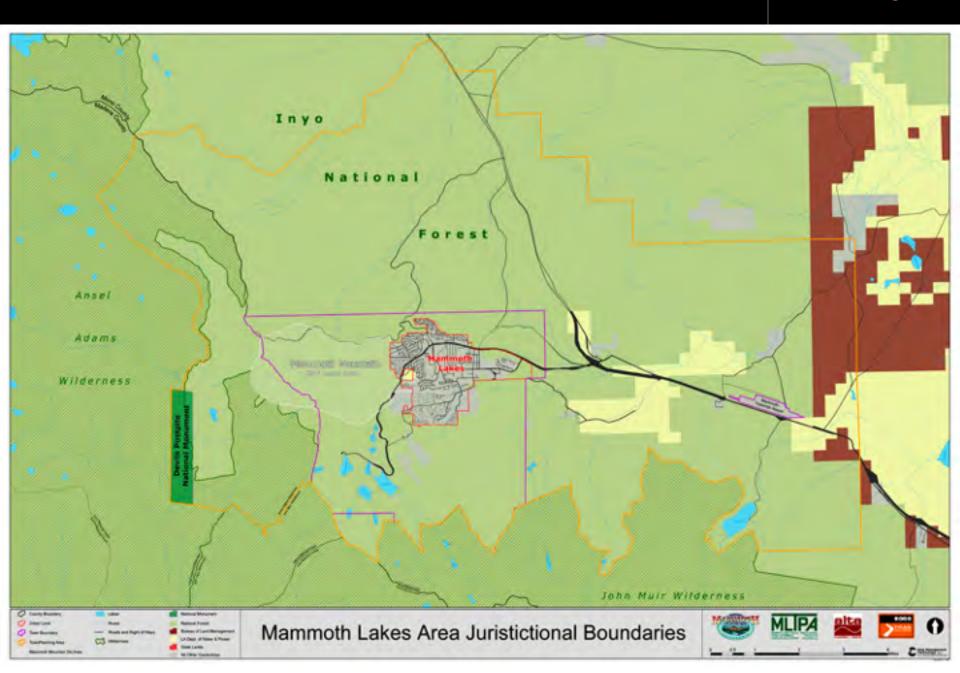
Vail, CO





- Establish Stakeholder Groups
 - Core Team
 - multi-disciplinary
 - reviews actual deliverables during design process
 - has approval authority
 - Large Stakeholder Group
 - represents a broader view of the community
 - communicates to many constituencies
 - helps build consensus for the program

- Ensure User Participation
 - Accurate information is key to program's success:
 - Geographic Information System (GIS), maps, data
 - Anecdotal evidence of wayfinding challenges from the Town, U.S. Forest Service and resort staff
 - Interviews with and surveys of visitors
 - Encourage cooperation among various groups involved to avoid jurisdictional issues:
 - Public agencies
 - Mammoth Mountain Ski Area and other resorts
 - MLTPA and other non-profits





- Design for the First-Time Visitor
 - Welcome the visitor, clearly define trail network(s), and provide directions to high-level destinations
 - Provide for those who need to find themselves
 - Allow for those who want to "get lost"

- Structure Information
 - People need to know:
 - Their starting point
 - Their final destination relative to that point
 - Their location along a route, in which jurisdiction (Town? U.S. Forest Service? Private resort?), and which jurisdiction lies ahead
 - Landmarks along the way
 - How to return to their original location

- Structure Information
 - Give people the information they need when they need it
 - Keep the information consistent (use the same terminology and destination names throughout)
 - This includes printed maps handed out to visitors, and information made available over the Web
 - A wayfinding system must be apparent when you need it and transparent when you don't

- Hire a wayfinding consultant
- Get started!

corbindesign

