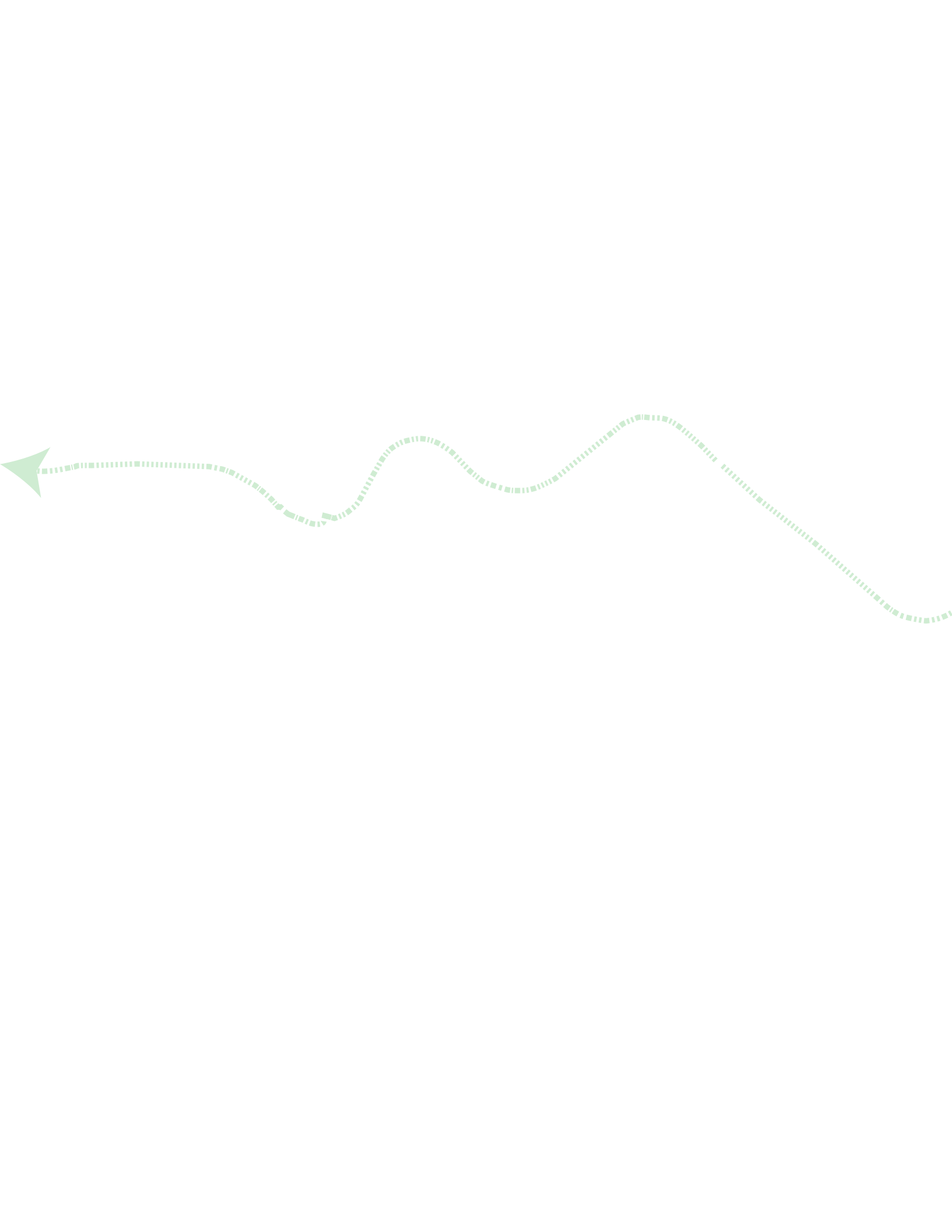




# **Danville Village to Village Project**



# WAYFINDING PLAN

## Introduction

### Village to Village Wayfinding

Wayfinding is an integral part of strengthening connections between different parts of towns or villages. Carefully planned wayfinding enables people to ‘read’ a place through cues, landmarks and signs that help them seamlessly keep moving between destinations. The Village to Village project includes wayfinding as a key component to the Danville East-West Activity Center Master Plan, recognizing that showing the way between Danville, West Danville and the Lamoille Valley Rail Trail (LVRT) will not only support existing transportation networks, but also benefit economic vitality in the villages. This Wayfinding Plan proposes enhancements to support pedestrians, cyclist or motorists as the move through Danville.

### What is Wayfinding?

Wayfinding is how we are guided through space, whether inside or outside. When a person is new to a place such as a school, it can take several trips walking similar hallways to figure out how to get from one classroom to the next or to the library or to the gymnasium; usually this takes time and several stops and starts to help us internalize the place through subtly unique features. Airports, however, are only successful if carefully designed signs and cues are located in the right place. Unlike someone entering a school, people who are traveling through airports are usually limited on time, even in a rush or frenzy to get from point A to point B and need clear point-to-point directions. Wayfinding for a village or town needs to be between the innate nature of schools and

the need for directions of airports: not too many signs on display to clutter the landscape, but not completely reliant on having a map (or phone with gps) in hand, but providing just enough way showing that where nudges to unfamiliar destinations are needed, they are available.

In a town, several tools in addition to signs can be used to contribute to wayfinding. Landmarks (such as church steeples, town halls or open spaces such as village greens) are existing features that are easily seen and recognized from a distance, helping to orient by their visibility and prominence. Pairing landmarks within a wayfinding system of signs and maps can help bolster existing wayfinding in a town. Several types of signs: directional, informational, historical for example, work together to create a system to keep people moving.

While there are several existing directional signs in Danville that lead to nearby towns or to basic amenities, there is not a “family” of cues or signs that are pedestrian-scaled for those walking or biking, nor are there any informational signs. Historical signs are also limited.

Maps have a place in wayfinding, but relying on either a printed map or a gps all the time can become daunting and reduce a person’s connection to their surroundings, as well as making them ‘pause’ in order to become oriented on a map. Providing way showing tools in the landscape enables people unfamiliar with the town to see the cues, keep moving and arrive at their destination. Allowing an individual’s attention

to be on their surroundings means they can notice places and things that are not on maps, perceive things that may be of interest, possibly leading them off their intended journey, increasing the number of destinations they visit and encouraging them to stay longer and (potentially) spending more.

## Creating Wayfinding

Successful wayfinding systems are easy to understand. They not only integrate existing characters from the landscape such as landmarks and natural features into a plan, but also rely on carefully chosen graphics, fonts, and background colors that can easily be seen, read and understood to complete them.

## How does Wayfinding help Market Danville?

Both West Danville and Danville have gained economically from the Lamoille Valley Rail Trail's location in proximity to both Village centers. Greater economic impact is possible, if the right connections are provided to visitors and locals. Wayfinding is not just signage, showing the way around Danville is an opportunity to market the Villages and visually connect Danville and West Danville's identities.

As mentioned in the economic analysis completed in 2018, less than 50% of visitors to the LVRT visit West Danville or Danville Village during a trip. Several factors contribute to the quantity of visitors remaining on the trail, but the lack of connecting information between the LVRT and the Villages is a factor

To support visitors in Danville and West Danville and strengthen the connection to the LVRT, the following opportunities for wayfinding are suggested:

- Introduce consistent gateway signs to welcome visitors at the entrances of West Danville and Danville. Where possible, couple gateway signs with clear changes in pavement widths, circulation and streetscaping. It's not just about 'signs', but a transition.
- Install branded gateway welcome signs on west, southwest and east entry state roads into West Danville; limit branded gateway welcome signs into Danville to one welcome sign type (say it once).



- Support the installation of clear directional signage to LVRT trailhead and parking areas.
- Use signage, recreational symbols, interpretation panels and destination maps to enhance visitor experiences at key locations.
- Celebrate Danville's community assets and historic places with interpretive information

Through informal discussions and site observations, examples of wayfinding categories that are issues in Danville include:

- State roads signs for key turns are either lacking or in the wrong location
- Lack of directional signage to the LVRT and to the villages
- Lack of orientation maps in Danville Village
- Unclear information about official trailhead parking in and near Danville Village
- Directional signs are predominantly VTrans signs



Gateway Sign to the LVRT in West Danville



LVRT Information Kiosk in West Danville



## WAYFINDING VILLAGE TO VILLAGE



## WAYFINDING PLAN OPPORTUNITIES & CHALLENGES

The development of a wayfinding plan always presents opportunities and challenges. The success of implementing the plan will depend on optimizing the opportunities and mitigating the challenges.

Opportunities	Challenges
<b>Improves wayfinding and access</b>  A wayfinding plan highlights issues in the town for both residents and visitors. The plan provides priorities and solutions to address these issues. A new system of wayfinding tools will also build community pride and ownership and illustrate the value of the LVRT to the town.	<b>Coordination with multiple jurisdictions</b>  Wayfinding in Danville will depend on cooperation and coordination with different governing bodies in the area with different priorities. As the main corridor is a state highway and the LVRT is owned by the State, the Town of Danville has no authority to develop or enforce any signage regulations and must rely on cooperation and collaboration with VTrans.
<b>Enhances local and visitor experiences</b>  Two consistent key elements for a memorable visitor experience are amenities (such as restrooms) and the ability to find your way. Reducing the likelihood of not finding the way to parking or not knowing when one is near Danville Village along this portion of the LVRT will ensure a better experience for visitors with reduced frustration and greater satisfaction.	<b>Aligning different priorities of area public transportation agencies</b>  The Town of Danville and the Vermont Agency of Transportation (responsible for the state roads in Danville) have different priorities and responsibilities and whose priorities may not mesh with the needs of improving connections within the Danville-West Danville-LVRT corridors
<b>Builds relationships between Danville Village, West Danville and the Lamoille Valley Rail Trail to improve long-term, trail-wide visitor experience</b>  Developing a wayfinding program is an opportunity for towns, community groups and the trail community to work on a common goal.	<b>Need for coordination with existing standards, logos and looks</b>  The towns along the LVRT and the LVRT have different sign and graphic standards and will need to be considered when developing a wayfinding plan. The plan will need to consider the standards.

## GOALS

### Project Goal:

Identify ways to connect the activity centers within the project area in a cohesive and engaging way.

### Wayfinding goals:

- Create connections between West Danville, Danville and the Lamoille Valley Rail Trail (LVRT)
- Make the villages more pedestrian and cyclist-friendly by being more navigable
- Create interest in the communities surrounding the LVRT, in turn supporting economic vitality

## METRICS

Metrics are used to determine whether a design or plan has met per-established goals once changes have been made. It is important to note that within the context of the corridor plan, where several safety and transportation changes are suggested, that wayfinding can precede larger, more costly infrastructure improvements in some places to promote tangible connections between the villages and the LVRT.

Performance Metrics	Measurement
Environmental Performance	Increase in use of trails by locals Increase in visitors to West Danville and Danville via walking or bike (park once, triangulate visit)
Social Performance	Attracts trail users into the Villages Attracts villagers to the trail Connects West Danville and Danville
Economic Performance	Increase in local business revenue Increase in local sales tax revenues Helps stimulate funding for rehabilitation of the train depot into a landmark for Danville



## DEVELOPING AN INTEGRATED WAYFINDING SYSTEM

Based on opportunities, challenges and wayfinding goals, a wayfinding system for Danville should consist of the following categories:

- **Signage:** sign locations and scale for hierarchy of arrival points
- **Design Criteria:** where design guidelines can be determined by the Town, create a design language for signs that includes a standard typeface, size, colors and consistent terminology. Also provide standard maps for the two villages which can be updated as businesses change (same size and design with “You are Here” labels).
- **Technology:** provide an online map that is consistent with the LVRT maps; that is regularly updated and content that is available on hand-held devices

### Completed by Supporting Information:

- **Destination Maps:** Provide the villages with base maps that can be updated as content changes, that could be used in any of the three key locations (West Danville, Danville, LVRT) to navigate the area
- **Informational Kiosks:** Provide an information kiosk or a LVRT trailhead kiosk (like the one at Joe’s Pond in West Danville) at the Danville Train Depot for local community use/ orientation and visitor traffic
- **Historical Interpretation:** Design historical interpretation panels to be located at key areas (Danville Village Green, Pope Library, Brainerd Library, etc.) to create connections with Danville’s history

## Funding

To create an integrated wayfinding system, Danville will most likely need to hire a consultant or find a local expert who is willing to donate their time. Several funding sources may be available to pay for wayfinding, including a grant from the Northern Borders Regional Commission. The Town should reach out to NVDA for assistance in identifying funding sources, applying for funding and hiring a consultant.

## SIGNAGE

Typically, it is beneficial to establish standardized sign types for wayfinding. For wayfinding in Danville, many of the signs recommended in this report fall under VTrans jurisdiction due to being located on a state highway, or along the Lamoille Valley Rail Trail (also owned by VTrans). For directional signage along the LVRT, neighboring towns have already installed signage and it is recommended that Danville utilize the same sign style adopted there to provide unity along the trail.

For signs outside these two categories, it is recommended that once Danville adopts a logo to heighten the town's identity, that a standard pedestrian wayfinding sign and system be developed.

Below are descriptions of proposed sign systems in this plan and the symbol utilized to locate them within the Villages of West Danville and Danville and near the LVRT. Proposed locations for signs are found in the draft wayfinding plan for each village.



### Recreational Directional Assemblies

Per Traffic Engineering Instructions (TEI) 18-200, Recreational Directional Assemblies “may be installed in advance of parking areas for trail heads...where the parking area is either directly accessed from the state highway, or within close proximity to the state highway...only when the on-premise signs are not visible from an adequate distance to provide safe turning movements.”



Recreational Directional Assemblies in Danville:

- 24x24 Parking Symbol Sign (RS-024)
- Appropriate Arrow
- 12x24 Text Plaque with LVRT or Lamoille Valley Rail Trail





## Gateway Treatment

Gateway treatment refers to physical changes to the landscape near the border of the Village, or to the center of the Village in the case of smaller areas such as West Danville.



## Pedestrian Directional Sign

Pedestrian Directional Signs refer to pedestrian-scale signs placed throughout the Villages and adjacent to the LVRT to enliven the visitor experience and extend wayfinding services, especially when visual connections are not available. Currently, the LVRT and Danville Village operate independently of each other, but providing pedestrian signs, with miles or time needed to walk or cycle to the other, perceived distances are reduced, and it makes destinations more accessible. Arriving at a destination with directional hints is much more pleasant to experience than the frustration in guessing when trying to move from point a to point b. Or more importantly along the LVRT, to determine how far one must go 'off path' to find businesses to replenish supplies or to utilize the restroom.



## Destinations Map

Destination Maps are displayed to provide orientation within the Villages, as well as to promote local attractions (cultural institutions, open spaces, businesses, etc) that can be easily accessed from the Villages or the LVRT. Consider providing maps of both villages to local businesses and at key junctures in the Villages.

## Directional Signs along the LVRT

As mentioned above, directional signs are in place in other locations along the LVRT and it is recommended that Danville replicate these sign systems.



Directional signage adjacent to the LVRT in Cambridge, VT.

## Directional Signs on Non-State Roads

Once Danville identifies a logo, it is recommended that it pursue the design of pedestrian wayfinding throughout the Villages to complement vehicular signs and directional signs along the LVRT. The Town should reach out to NVDA to assist with funding and implementing this effort.

Examples of directional signs to the LVRT in Hyde Park, VT.



**MILE  
10**

## Mile Markers

In some stretches of the LVRT there are mile markers on the trail. It is recommended that mile markers be installed along the entire length of the LVRT. Albeit small, they help trail users connect to the larger trail, feel a sense of accomplishment and also orientation. In Stowe, the bridges along the Stowe bicycle path are numbered, creating a similar connection to the trail as a whole.

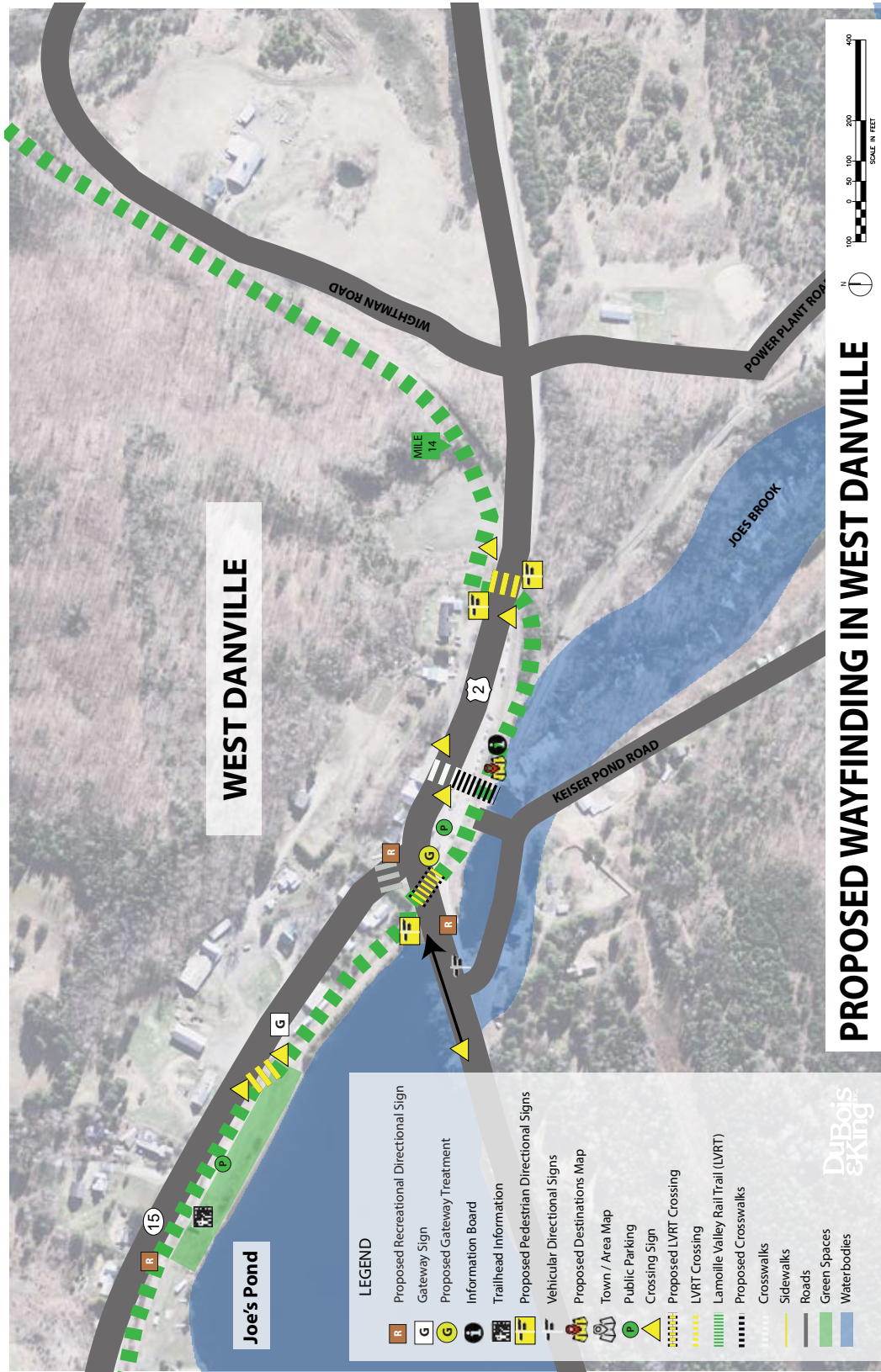


## Trailhead Information

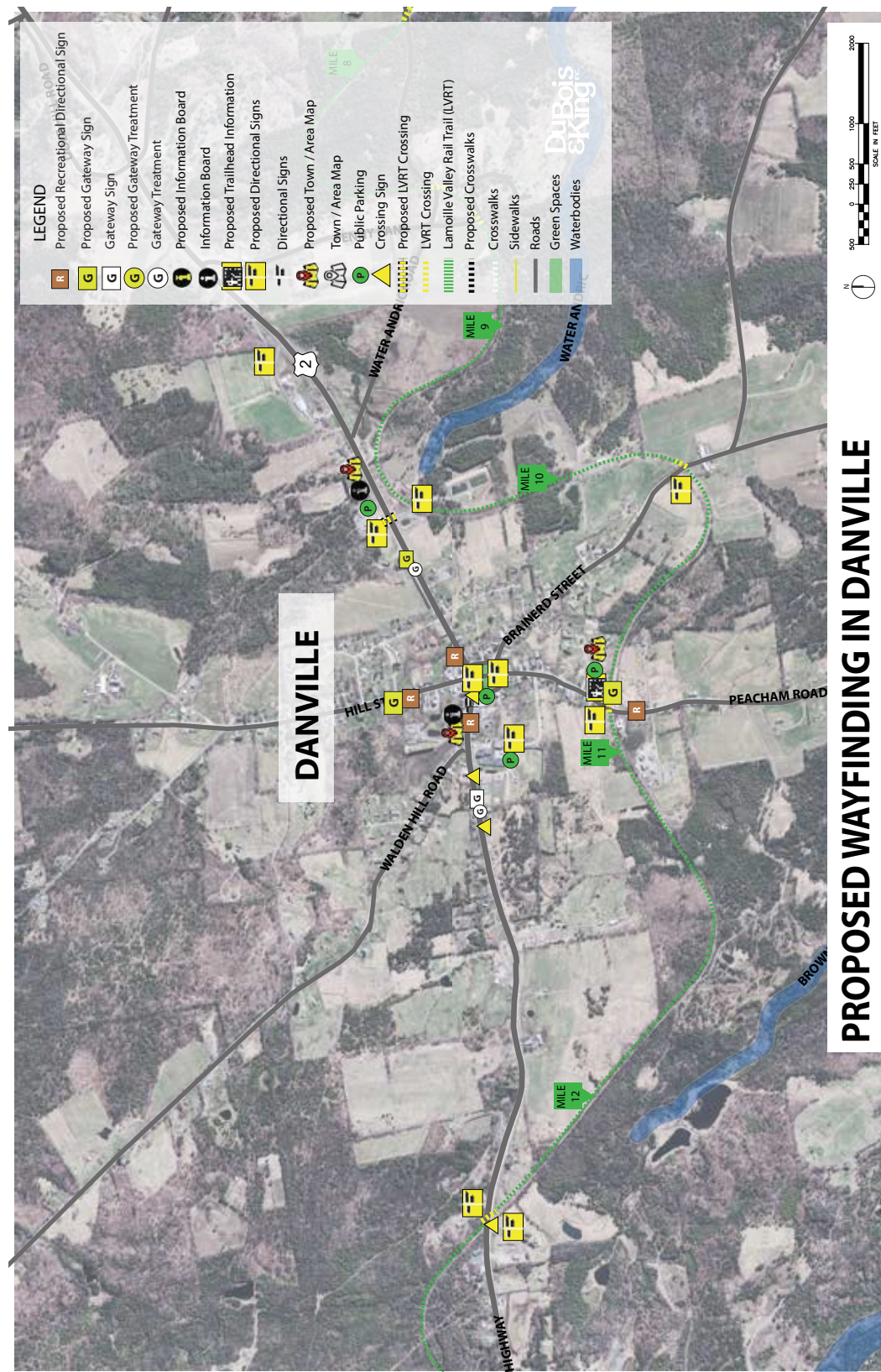
Similar to the trailhead kiosk with a LVRT map and enlargements of the area where the kiosk is located, Danville would benefit from a similar large map, paper maps and trailhead gateway information.











## CREATING A SENSE OF ARRIVAL GATEWAY

### WEST DANVILLE

There are three major vehicular approaches to West Danville: Route 2 from the southwest and Route 15 in both western and eastern directions.

Arrival into West Danville from Route 2 and traveling east on Route 15 is evident due to the glances one begins to have of Joe's Pond - West Danville's most visible and largest landmark. Traveling west on Route 15, variations in the pattern of land use (such as more building density and a mix of commercial and residential uses) signal change. However, the extra wide pavement created by the park and ride adjacent to the travelways is not a welcoming gateway for West Danville. To increase safety in this area and create a sense of arrival for West Danville, re-configuring the park and ride, adding vegetative buffers between the

park and ride and travelways and visually narrowing the paved area is recommended. Additional redesign that will make the eastern approach to West Danville memorable is recommended, including re-evaluating the space directly adjacent to the Three Ponds restaurant for spillover of the business. Redesign would help motorists navigate this area and rethinking where crosswalks are located will also help people connect with West Danville safely.

Once one has arrived into West Danville, wayfinding signs are important decision-making tools for motorists to navigate to their intended destination, or be prompted to park and explore.

Arrival into West Danville from Route 2, there are directional signs to Danville, St. Johnsbury, Walden



View of Joe's Pond from Route 2- northeast bound approach





and Hardwick that are well placed before the bridge over Joe's Brook. However, the Park and Ride Sign would benefit from being located on the other side of the bridge, as its current location suggests that the turn is at Keiser Pond Road, instead of at the juncture with Route 15.



View of Arrival into West Danville eastbound on Route 15



View of Arrival into West Danville westbound on Route 2

West Danville Village would benefit from delineation to increase safety and ease of navigation. Currently, the pavement color change and the small islands delineating the park and ride are too small to visually support circulation and there are crosswalks that lead to islands with no pedestrian infrastructure.

West Danville Village would benefit from a redesign to delineate space for pedestrians and cyclists and to visually enhance the village area. For example, Warren, Vermont recently redesigned their main street to a shared street with permeable pavement designating parking/circulating areas and clear changes of pavement at crosswalks. Even though curbs are not utilized, the change in pavement materiality is both a visual delineation and aesthetically pleasing - sending a message of 'welcome'.



Warren, Vermont's redesigned village center.



Googlemaps image

West Danville amenities on north side of Route 2





Googlemaps image

Juncture of Route 2 with Route 15 and West Danville Park and Ride



Example of potential redesign of the area to clarify travelways and create a sense of arrival into West Danville



## GATEWAY

### DANVILLE

In Danville, there are four main vehicular approaches into the Village Center. Route 2 east-west and Hill Street which becomes Peacham Road in the Village Center travel north-south.

Along Route 2, there are identical 'Welcome to Danville' signs at either end of the Village. It is recommended that the 'Welcome to Danville' sign on the eastern side be relocated in front of the utility pole and speed change sign to improve its visibility.

On Hill Street southbound, a welcome sign is recommended near the Historical Society.

### Train Station

The Town-owned Train Station building is an exceptional asset that can be used to strengthen the Peacham Rd. gateway into the Village. It's location on the LVRT makes it optimal for wayfinding signage. Gateway treatment is recommended as a priority for the Train Station.



Eastbound view of Danville Gateway.



Westbound view of Danville Gateway and visual conflict.



Southbound view of Danville Village in the distance.



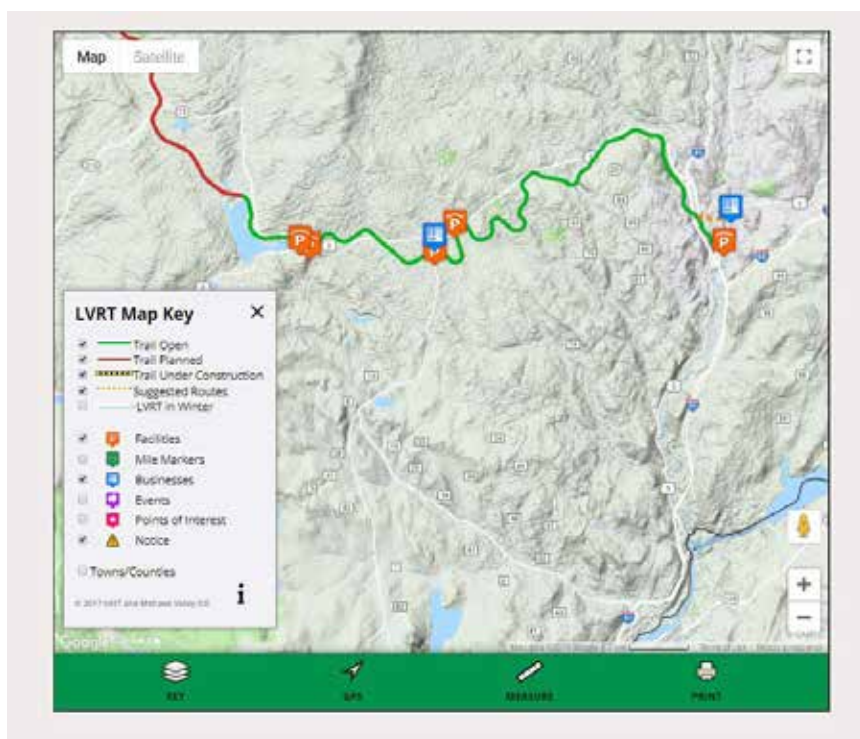


## SUPPORTING PLANNING TECHNOLOGY

To mirror wayfinding in the landscape, it is vital that Danville have an accessible map online of up-to-date destinations and services. A digital map tailored to Danville could be featured on the Town Website, but should avoid duplication or anomalies with the LVRT website. The LVRT also has a live map which requires sponsorship for businesses to be featured on the map in towns along the trail. Avoiding duplication, outdated information or formatting that is not compatible with smart phones is recommended.

Creating a functional online map requires regular maintenance and updates to be consistent and useful. Rolling out a digital map can come ahead of physical wayfinding in the town, but be planned for future changes and be flexible for those changes.

Digital maps are also best equipped to direct visitors to amenities outside the immediate village and trail areas, including to off-trail bicycle routes, destinations south of the trail such as the covered bridge on Greenbanks Hollow Road and the adjacent Greenbanks Hollow Historic Park, as well as to highlight upcoming events such as farmer's markets, the Danville Fair and water events on Joe's Pond.



Screenshot of the LVRT interactive website. To date in Danville, only one businesses is a sponsor of the LVRT and is featured on the map.

## ORIENTATION & CONNECTION DESTINATION MAPS

Destination maps in key locations throughout the Villages and along the LVRT can also be installed ahead of any physical wayfinding signs and provide orientation. The following pages include draft destination maps for Danville and West Danville.

Key locations for destination maps that could be installed in the short-term:

- West Danville: boat launch kiosk
- West Danville: information kiosk adjacent to the Park and Ride
- Danville: Town Hall bulletin board
- Danville: Marty's 1st Stop bulletin board

In the long-term when it is refurbished or a kiosk is provided:

- Danville: Train Depot
- Danville: Goodfella's - as an entry point into Danville



Bulletin boards in West Danville (left) and at Marty's 1st Stop (right).



Kiosk at the Park and Ride in West Danville.



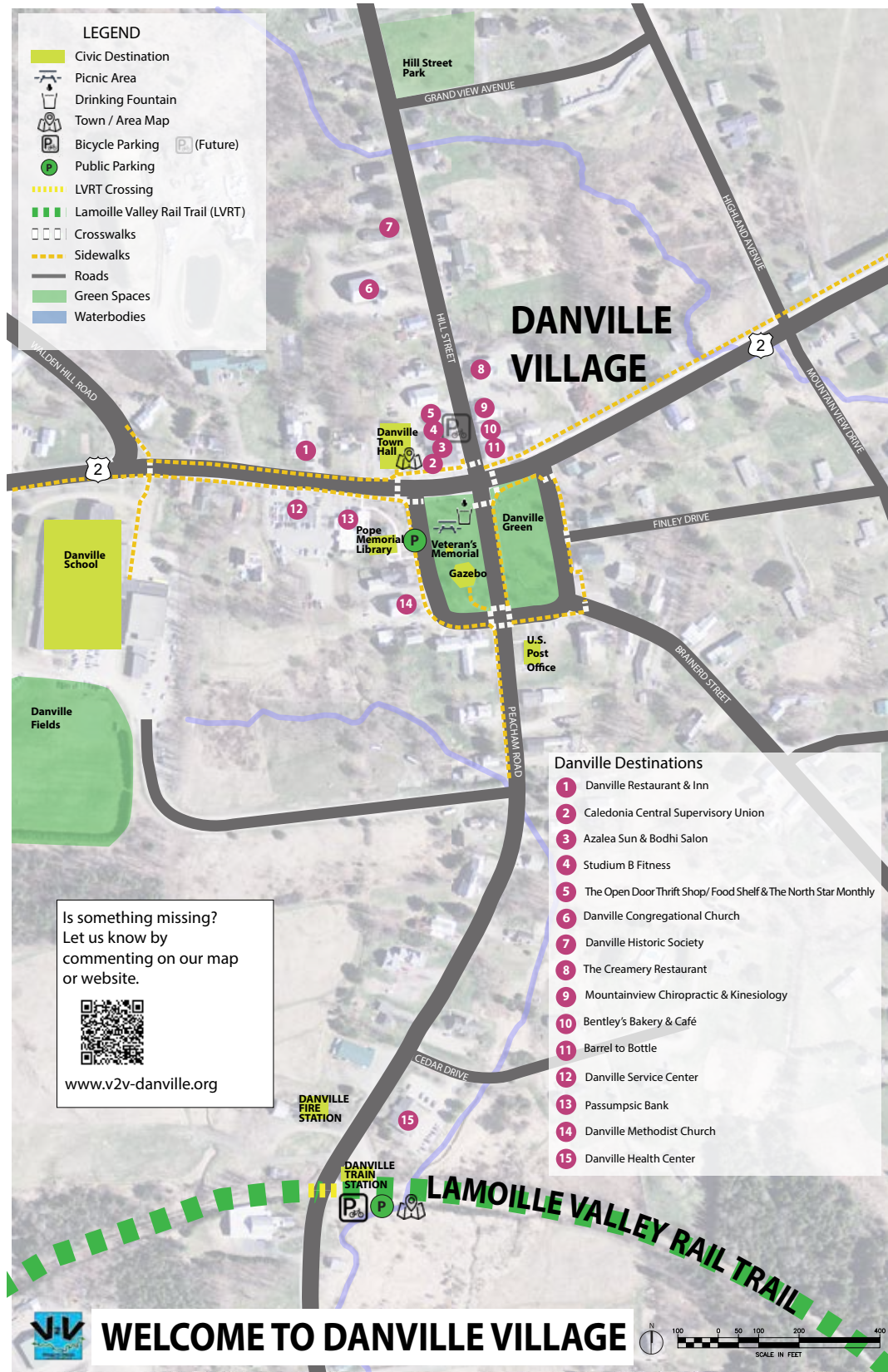
Draft Destination Map on the bulletin board at the Danville Town Hall.

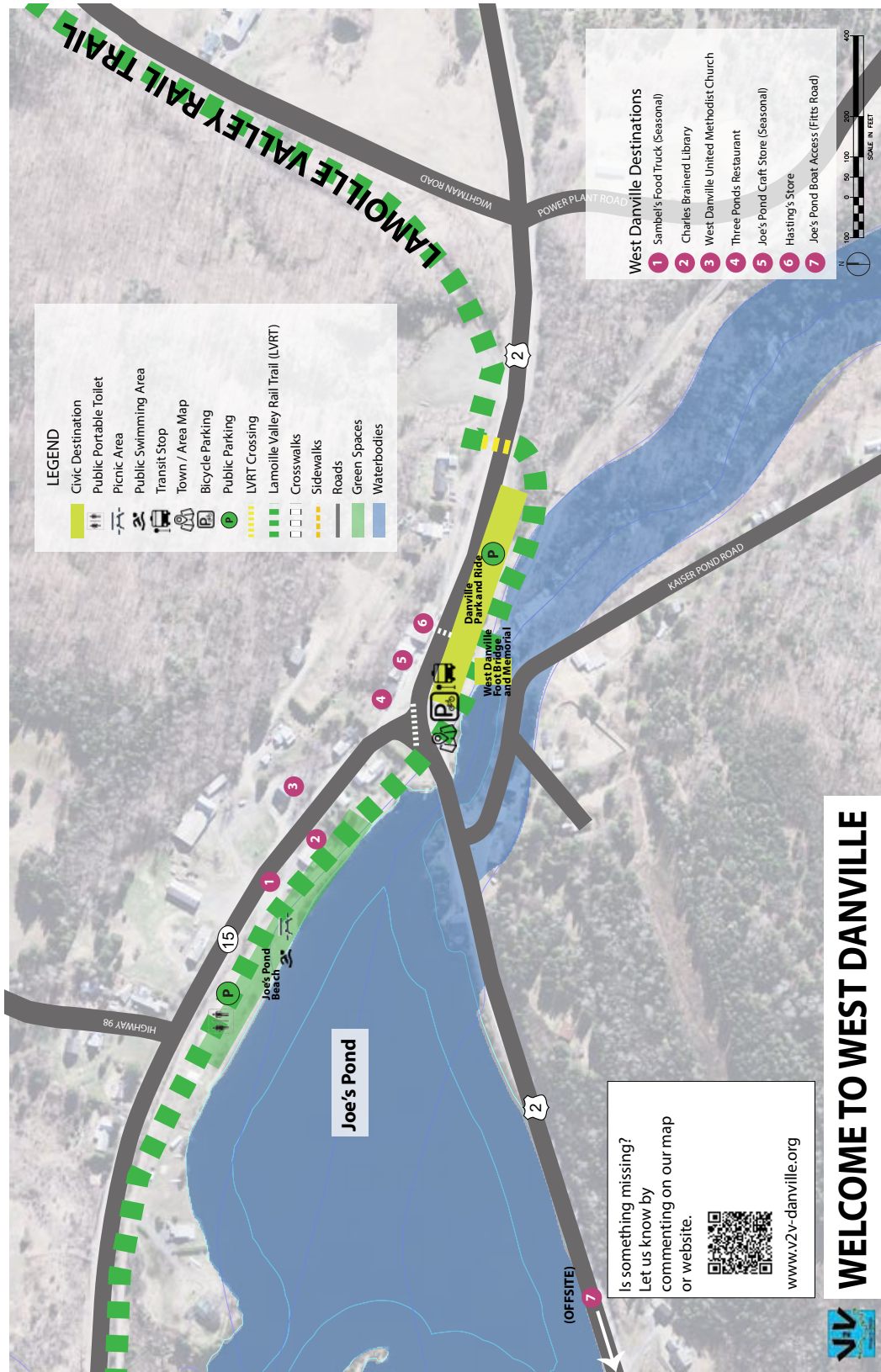


Kiosk at the boat launch to Joe's Pond in West Danville.









Southbound view of Danville Village in the distance.



## INFORMATION KIOSKS

Referred to as a place to locate destination maps, information kiosks are usually high-visibility go-to destinations when arriving at a new recreational location. They are practical to convey varied information, including orientation to the area through maps, providing interpretive information, and are a general area for locating other amenities such as doggie bags, bicycle parking, and list services in the area.

Information kiosks are visitor information hubs that are welcoming, easily identifiable as established visitor services resources. It would be ideal to have a consistent kiosk design throughout Danville, or to follow the LVRT kiosk design for those located along the trail, but in the interim, Danville can take advantage of existing structures and revisit what information could be replaced by more local resources.



LVRT Kiosk in West Danville with consistent LVRT map with specifics to this portion of the trail. In summer months, a bicycle rack is located adjacent to the kiosk.

## HISTORICAL/ LOCAL INTERPRETATION

Interpretive signage tells a site or community story and is an invaluable tool for enhancing the visitor experience. Universally available regardless of weather, staffing or time, interpretive signs are always working. Interpretive signage should be installed at natural gathering locations and where stories are ready to interpret. Colorful, location-specific shapes and minimal text can entice visitors to stop, read, and learn and linger longer!

Like all signs, interpretive signs require regular maintenance and can be subject to vandalism.



Joe's Pond Memorial Bridge - Artifacts and Destination - potential for interpretation.



Interpretation information and contextual map at the trailhead of the Stowe Recreation Path.



Sculptures within Danville's Village Green - potential for interpretation.



## CREATING A CONSISTENT MESSAGE SYMBOLS

Non-verbal pictograms (such as those pictured to the left), or symbols, help reinforce message and can be recognized and understood quickly.

Due to the varying jurisdictions that oversee a wayfinding system in Danville, it is recommended that creating a distinct set of symbols to be used by the town be created to read seamlessly with federally regulated signs.

A wayfinding program in Danville will be guided by policies and regulations within the Americans with Disabilities Act and comply with regulations and policies from governing agencies, including the Federal Highway Administration.



## IMPLEMENTATION

Bringing this Wayfinding Plan from vision to reality will require a mix of local effort, volunteerism and assistance from the Town and the Regional Planning Commission. As has been discussed, there are opportunities to utilize existing wayfinding infrastructure (such as existing kiosks and bulletin boards), which is a “no cost” way to begin implementing the Plan. Depending on the construction and design of signs, it is possible in some cases, that a local volunteer could construct them at minimal cost to the Town. However, the process of designing graphic and typographic standards will most likely require the services of a consultant.

Any plan or design for signs that will be located within areas under VTrans jurisdiction (such as the LVRT and along state roads) will need to be authorized by VTrans. VTrans should be involved early in the design process to avoid any complications. The following are recommendations for implementation of this Plan.

### Unified Standards

Recommendation	Create graphic and typographic standards for system-wide use
Priority	High
Planning-level Cost Estimate	\$5,000-\$15,000 depending on scope.
Jurisdiction	Signs may need to be located within State-owned rights of way.
Stakeholders & Partners	Town of Danville, VTrans, NVDA, Business Stakeholders
Potential Funding Sources	Northern Border Grant, Municipal Planning Grant, Bike Ped Grant Program, Recreation Trails Program
Next Steps	<ol style="list-style-type: none"> <li>1. Meet with NVDA to discuss potential funding sources</li> <li>2. Apply for funding to hire consultant or identify local professional willing to donate time.</li> </ol>

## Signage

Recommendation	Design and install signage along LVRT and Gateway areas
Priority	High
Planning-level Cost Estimate	\$10-150 per sign (depending on type and design) plus installation cost. \$1000 per interpretive sign,. Design costs could range from \$500-5000
Jurisdiction	Signs may need to be located within State-owned rights of way.
Stakeholders & Partners	Town of Danville, VTrans, NVDA
Potential Funding Sources	Northern Border Grant, Recreation Trails Program
Next Steps	<ol style="list-style-type: none"> <li>1. Consult with VTrans and VAST to review proposed wayfinding plan.</li> <li>2. Meet with NVDA to discuss potential funding sources for design, construction and installation of signs.</li> <li>3. Apply for grant funding</li> </ol>

## Maps & Technology

Recommendation	Install maps at Trailhead locations and investigate online map options
Priority	High
Planning-level Cost Estimate	\$0-\$250 for map printing. \$1500 for development of online map, plus hosting fees, maintenance costs.
Jurisdiction	Maps may need to be located within State-owned rights of way.
Stakeholders & Partners	Town of Danville, VTrans, NVDA
Potential Funding Sources	Northern Border Grant, Municipal Planning Grant
Next Steps	<ol style="list-style-type: none"> <li>1. Work with NVDA to print large-scale maps</li> <li>2. Communicate with VAST and VTrans for authorization to hang maps in existing kiosks.</li> <li>3. Work with NVDA to determine funding for online map services</li> </ol>

## NEXT STEPS

- Install temporary wayfinding to determine locations where permanent signs would be most beneficial
- Develop graphic and typographic standards for system-wide use
- Draft standards for sign ordinances for Danville to include wayfinding with specific symbols, colors and typography to be used
- Coordinate with LVRT for trail-wide mile markers, directional signs and overall branding

### Wayfinding Prioritization

1	Utilize existing kiosks / bulletin boards to provide destination maps to visitors; provide digital maps.
2	Coordinate with VTrans to install Recreational Directional Signage to LVRT parking areas.
3	Repurpose Danville Train Depot as a trailhead/information kiosk/ destination
4	Establish design guidelines and symbology for Danville wayfinding system
5	Locate pedestrian-directional signs at critical design-points or starting points along the LVRT and within the Villages.
6	Install interpretive/historial markers and signs to heighten connection with Danville.

