

CVTA TECHNICAL ADVISORY COMMITTEE AGENDA 7/8/24; ITEM 8b.

Fall Line Wayfinding Plan

Central Virginia Transportation Authority

BACKGROUND:

The Central Virginia Transportation Authority committed over \$104.5 million in regional funding towards the completion of the Fall Line, a 43-mile regional trail connecting Ashland, Virginia to Petersburg, Virginia. The CVTA, along with our nine member governments, continue to work to identify opportunities to complete the trail and open it as soon as possible for the use and enjoyment of residents and visitors to our region.

The Virginia Department of Transportation is finalizing a design guide that will serve as a technical manual for engineers and designers to use as their primary reference as they develop the specifications, final designs, and construction documents for the trail itself. The guide provides detailed information on topics including trail width, design speeds, and cross slopes; intersection layout; and signs and markings.

This Wayfinding Plan is intended to identify necessary placemaking components so that as segments of the trail are ready to move into construction, comprehensive, consistent guidance is available to inform local decisions on what to include in plans and projects.

The wayfinding plan includes the following components:

- Develop a comprehensive signage/wayfinding package which complements and enhances the image of the Fall Line and respects the architecture and the natural landscape.
- Develop a strong identity and a cohesive image to make the visitor understand that the Fall Line is a cohesive trail corridor and not a patchwork of unique trails. This identity will carry across all connected localities, parks, educational campuses, river crossings and especially at junctions to other trails.
- Explore options to visually celebrate all seven of the corridor's localities within this identity while maintaining a strong central focus on the Fall Line's cohesive brand.
- Provide a clear understanding of what attractions are available, where they are located, and convey distance to destinations in both distance and time for people biking and walking.
- Promote the use of symbols and color coding to visually convey quickly and effectively the location of the important viewsheds, trailheads and nodes (parking and activity areas) in the maps and signs.

- Explore innovative uses of color, materials, and layout to elevate the Fall Line's novelty as a world-class trail amenity.
- Propose a design that will be memorable, marketable, and will highlight the experience for inter-generational families.
- Provide location information such as mile markers and bridge numbering for utility access, emergency response, maintenance logging, and wayfinding landmarks.
- Integrate the wayfinding system with advances in technology and make recommendations for future integration of the static signage with technology for mobile handheld apps that couple intuitive and sophisticated user experiences with trend-setting technology and web platforms.
- Provide clear and easy to follow recommendations for the update and maintenance of the signage, and wayfinding system.
- Develop standards that unify sign sizes, typefaces and graphics with emphasis on flexibility of materials and colors that promote a sustainable system. These standards will conform to and complement the existing Fall Line branding package established in 2020.
- Design flexible, durable, vandal-resistant and easily maintained components.

The Fall Line is still evolving, and the complex nature of the region requires an ongoing process that can provide necessary guidance while ensuring flexibility for development of future segments. This plan is a dynamic tool for use by all seven jurisdictions directly impacted by the Fall Line, but it also needs to be recognized as the guiding wayfinding resource as segments finish construction.

REQUESTED ACTION: Motion to recommend Central Virginia Transportation Authority adoption of the Fall Line Wayfinding Plan as presented.

CVTA TECHNICAL ADVISORY COMMITTEE RESOLUTION: The following resolution is presented for Central Virginia Transportation Authority Technical Advisory Committee approval:

Resolved, that the Central Virginia Transportation Authority (CVTA) Technical Advisory Committee recommends adoption of the Fall Line Wayfinding Plan.

CAP