

## WAYFINDING ANALYSIS

Part of the scope of work for this 2022 update to the 2017 Frisco Trails Plan is an assessment of the existing wayfinding which will inform associated recommendations for how the Town can improve wayfinding for clarity and user experience. This report provides that initial assessment of existing conditions. This effort addresses the 2017 Plan recommendations listed below and focuses on the Downtown Core and Gateway planning areas.

Connectivity Policy 5	Implement wayfinding recs for Frisco Pathways paths and bike lanes, install more visible striping and stamping in alignment with typology standards.
Gateway (1) and Downtown Core (1) Wayfinding and Trailhead Recommendations	Place additional Frisco Pathway signs on existing facilities at any point where they cross a street, make a turn, or change facility type (i.e., changing from paved shoulder to multi-use path). Add signs at these locations for new trails and connections.

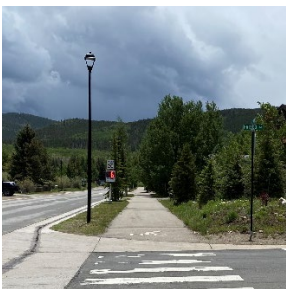
This assessment includes an inventory of existing wayfinding – both signage and street stamps/stripping – as well as pathway typologies. This assessment uses the typologies described in the 2017 Trails Plan as a foundation while adding a few new classifications. Inventorying pathway typologies as well as existing wayfinding infrastructure serves to identify inconsistencies and needs for new or updated wayfinding.

## PATHWAY TYPOLOGIES

The following list provides a brief description of pathway typologies. Additional typologies were added from the 2017 plan to further differentiate pathway types. Those that are retained from the 2017 Plan are starred (\*).



**Attached multi-use path\*** - Paved pathway that is directly adjacent to the roadway. Pathway is generally wide enough to accommodate bi-directional use for walkers and cyclists. Stamps and striping or gutters should denote these facilities. Signage indicating that parking is not allowed also helps to denote these facilities and keep them clear, however illegal parking is still an issue currently. Solid green painting could increase visibility and clarity for these facilities.



**Separated multi-use path\*** - Paved pathway with at least a few feet of separation between the roadway and path. Pathway is generally wide enough to accommodate bi-directional use for walkers and cyclists. Stamps should denote these facilities.



**Curbed multi-use path** – Paved pathway adjacent to and elevated a few inches above the roadway. Similar to a curbed sidewalk but wider to accommodate bi-directional use for walkers and cyclists. Stamps should denote these facilities.



**Off-street multi-use rec path (Town of Frisco)** – Paved pathway that provides off-street connections and scenic recreational opportunities within town. Pathway is generally wide enough to accommodate bi-directional use for walkers and cyclists. Stamps and signage can help to denote these facilities.



**Summit County RecPath** - Paved pathway that provides off-street scenic recreational opportunities within and between Summit County communities. Pathway is generally wide enough to accommodate bi-directional use for walkers and cyclists. Stamps and signage can help to denote these facilities.



**Bike lane\*** – Portion of the roadway dedicated to bicycles, indicated with white striping and no separated gutter pan. Bicycle stamps and solid green painting would increase visibility and clarity for these facilities.



**Shared roadway\*** – Stamps and signage denote these facilities where bicycles share the roadway with vehicles, especially along bicycle/recreational routes through town and on busy streets. Many existing stamps are faded and need to be replaced. Placement in the middle of the road also increases visibility and signifies equal rights to use the roadway.



**Curbed sidewalk\*** – Paved path adjacent to and elevated a few inches above the roadway. Sidewalks are generally intended for pedestrian use as they tend to be narrower than multi-use facilities.



**Attached sidewalk\*** – Paved pathway directly adjacent to the roadway. Rather than a curb there is a gutter pan between the sidewalk and the road. Sidewalks are generally intended for pedestrian use as they tend to be narrower than multi-use facilities.



**Separated sidewalk** – Paved pathway elevated a few inches above and separated from the roadway by at least a few feet with either a planted or gravel buffer. Sidewalks are intended for pedestrian use as they tend to be narrower than multi-use facilities.



**Paved footpath** – Particularly narrow paved pathway intended for pedestrians to provide key off-street connections. They often are within or between neighborhoods.

The Town of Frisco also has a “Frisco Pathway/Frisco Recpath” route, which winds through town and connects to the Summit County Recpath System. This route involves a variety of pathway typologies.

## WAYFINDING TYPOLOGIES

The following list provides a brief description of each wayfinding typology, including signs and street stamps.



**Town of Frisco map kiosk** – These large maps illustrate the “Frisco Rec Path” route, Summit County Recpaths, high traffic shared roadway (Main Street), and various recreational destinations around town.



**Summit County map kiosk** – These large maps, which have a larger extent than the Frisco map kiosks, illustrate the Summit County Recpath system (Snake River, Tenmile/Vail Pass, Lower and Upper Blue, and Dillon Reservoir sections as well as “other” and on-street” sections). These maps also illustrate private, town, and USFS lands as well as elevation profiles for the various recpath sections.



**Frisco Pathway sign** – These small circular signs with a bicycle icon denote the “Frisco Recpath” route through town. Some signs are double sided, while others are single sided. Some have directional arrows, while others simply label the route.



**Destination markers** – These Town of Frisco signs indicate the direction and mileage to nearby destinations. All destination markers are labeled “Frisco Paved Pathways” with a bicycle icon.





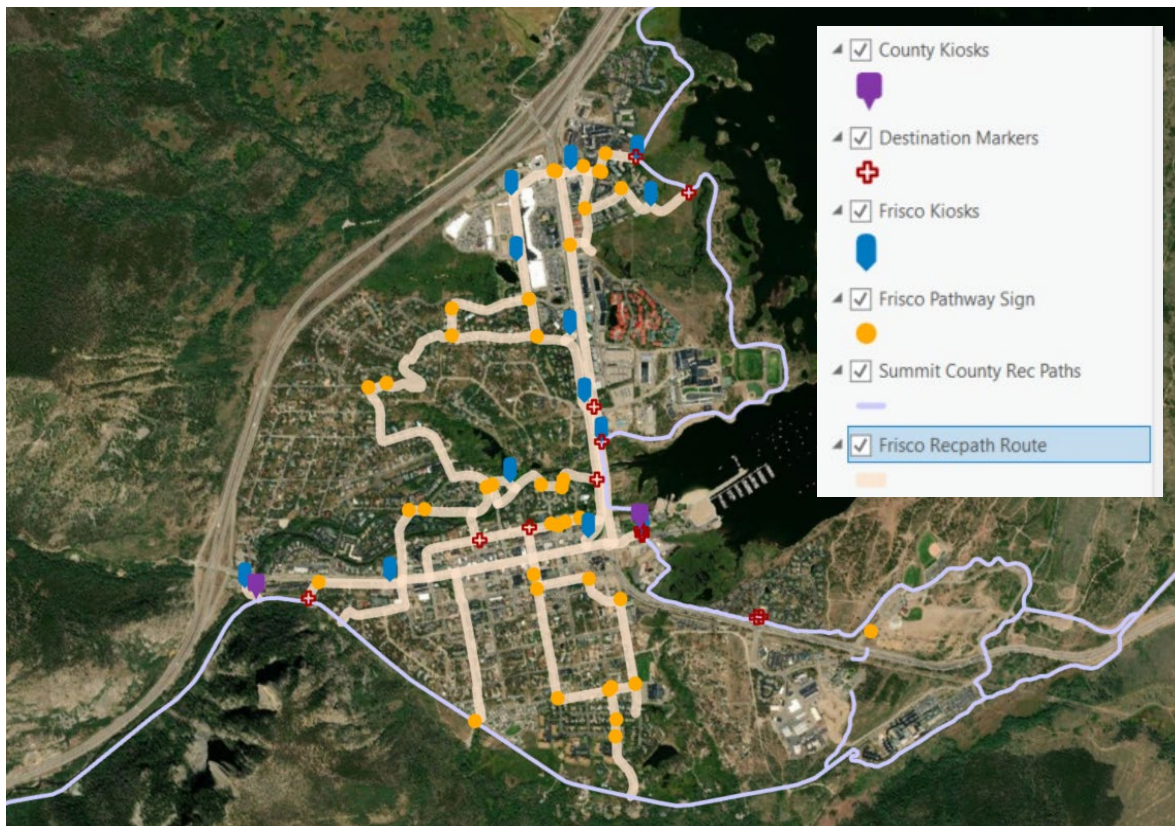
**Bike street stamps** – These bike icons stamped onto the roadway or pathway indicate that the space is designated for bicycle use.

## FINDINGS

Overall, there is a lack of consistency in labeling across signs. First and foremost, the Town of Frisco Recpath route is referred to as the “Frisco Recpath,” “Frisco Pathway” and “Frisco Paved Pathways.” Attractions identified on the Destination Markers include Meadow Creek Park, Summit Blvd Path, Lakefront Rec Path, Lakefront Park & Marina, Frisco Recreation Area/Frisco Adventure Park/Peninsula Recreation Area, Breckenridge, Main St, County Commons, Dillon, Walter Byron Park. Again, the Peninsula Recreation Area is referred to using three different terms. Additionally, the “Summit Blvd Path” and “Lakefront Rec Path” are not identified in any other signage, including maps.

There are some portions of the existing “Frisco Recpath” route that do not have designated bicycle and/or pedestrian infrastructure. Some of these Recpath segments lack directional signage as well. Conversely, there are some areas with bicycle or pedestrian infrastructure (and in some cases signage) where the current “Frisco Recpath” route does not exist on maps. There are also a few areas where the current route dead ends where it seems it should keep going or formally reconnect with the route or County Recpath system. There are 45 intersections along the current “Frisco Recpath” route that do not have any signage, many of which include changes in presence or type of infrastructure (e.g. from separated multi-use path to curbed sidewalk). Additionally, many Destination Markers stand in isolation, likely leaving users confused as to where to go next when they reach the next intersection. There are several instances where Frisco Pathway signs or Destination Markers are only located at one corner of an intersection or are one-sided, which only provides information for users traveling from one direction. In some cases, the placement of a sign and/or its content (e.g. directionality of Frisco Pathway signs) is incorrect, incomplete, or vague.

There are currently 13 Town of Frisco map kiosks, all but one located north of Granite Street. They are generally placed at entrances to paved off-street recpaths. There are two Summit County map kiosks, one at the Kayak Parking Lot access intersection with the County Recpath and one along the County Recpath at the Marina. There are destination markers placed at 13 locations, and there are 40 Frisco Pathway signs scattered throughout town.



## RECOMMENDATION IDEAS

1. Determine the difference between wayfinding for “getting around town” and for recreation purposes.
  - a. Consider simplifying or otherwise adjusting the “Frisco Recpath” route to capitalize on recreation (multi-use rec path facilities).
  - b. Integrate Destination Markers/Pathway signs onto the RecPath system once the route has been decided upon. Everything else will not have the same type of signage.
2. Ensure that all bike lanes and multi-use pathways have proper stamps and striping → implement both bicycle and pedestrian stamps for multi-use paths (implement green painting as discussed with Public Works).
3. Ensure that all “Frisco Recpath” connection segments on streets have proper stamps and signage. Implement attached or separated multi-use pathways or bike lanes as possible.
4. Update all Frisco Pathway signs to be directional (all should have arrows).
5. Make all labels and destination language consistent.

## NEXT STEPS

1. Create new signage typology “family”
2. Create new map with recommendations for wayfinding improvements:
  - Locations for each signage typology within the new family.
  - Locations for each pathway typology, noting where painting and stamps need to be added or upgraded.