



# Creating a Walk-Friendly Community in Dover

A Planning Perspective on Pedestrian  
and Transit-Oriented Wayfinding

# Big Picture - Essential Elements

- Integrated & coordinated planning
- Safety through street and sidewalk design
- Transportation choices and access
- Vision for growth & achieving density
- Mixed-use development with housing
- Linking parks, public spaces and attractions

# Benefits of a Walkable Downtown

- Attracts business and investment
- Residents spend money locally
- Employees frequent shops/ restaurants
- Creates a tourism-friendly perception
- Provides a welcoming environment for all
- Urges people to spend more time & money

# Developing a Wayfinding System

Wayfinding design is the process of organizing spatial and environmental information to help users find their way.

Wayfinding should not be considered a separate or different activity from traditional "signage design", but rather a broader, more inclusive way of assessing all the environmental issues which affect our ability to find our way.

# The Importance of 'Placemaking'

- It is important to protect and preserve what makes our community unique and desirable.
- Placemaking is a multi-faceted approach to the planning, design and management of a community and involves a common vision.
- Placemaking capitalizes on a community's assets, inspiration, and potential.

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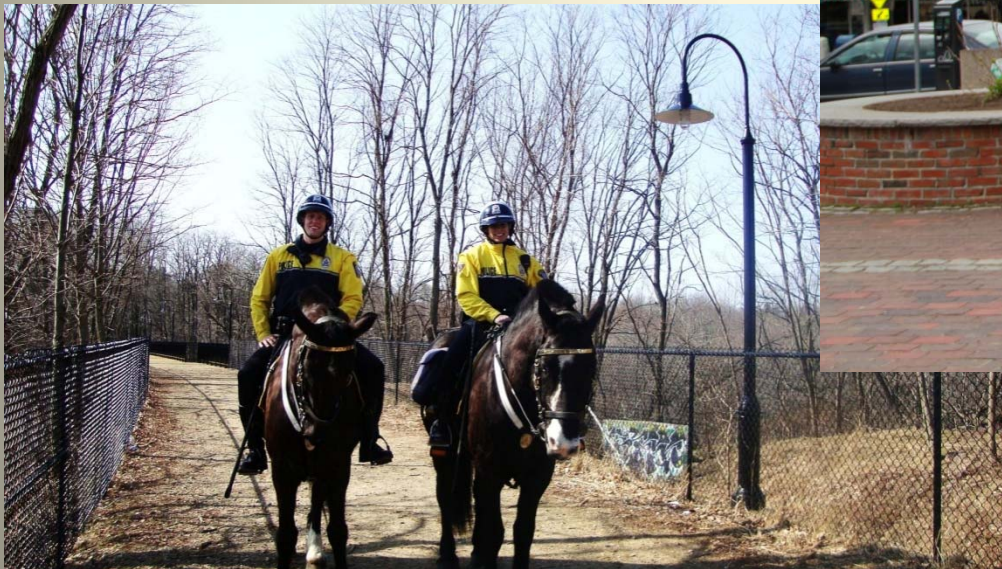
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# Dover's Walkability Challenges



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# Our Assets are Hard to Find!



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We can use public space to provide inviting information and direction





# Stakeholders

We invite you to:

- work together to create the walk-friendly vision
- collaborate to capitalize on Dover's assets
- pool resources to develop a wayfinding system
- utilize good design for “placemaking”