Monterey County Bicycle Wayfinding System Plan

Visioning Meeting
June 4, 2015
Project Team

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Project Overview

Wayfinding Plan Development

- Goals and Objectives
- Route Identification and Prioritization
- Design Guidance
- Destination Selection and Prioritization
- Phasing and Maintenance Plan
- Wayfinding System Master Plan
Project Overview

Wayfinding Plan Development

- Goals and Objectives
- Route Identification and Prioritization

**Design Guidance**

- Destination Selection and Prioritization
- Phasing and Maintenance Plan
- Wayfinding System Master Plan

Technical Standards:
- Branding
- Sign Typologies
- Sign Family
- Typical Placements
- Bike Map
Project Overview

WAYFINDING DESIGN PROCESS

June
- Kick-off Meeting
- Advisory Committee Meeting #1

July
- Advisory Committee Meeting #2

August
- Advisory Committee Meeting #3
- Public Input

Sept
- Final Wayfinding Plan
Wayfinding Overview
Wayfinding Benefits

Encouragement | Economic | Community
Wayfinding Principles

• Connect Places
• Be Predictable
• Keep Information Simple

Elliott Erwitt/Magnum Photos
TOOLS: Fundamental
Standards: Bicycle

• Manuel on Uniform Traffic Control Devices (MUTCD)
• Traffic control devices shall be defined as all signs, signals, markings… used to regulate, warn, or guide traffic, placed on, over, or adjacent to a street, highway, pedestrian facility, bikeway, or private road open to public travel…
• All in the name of consistency
The MUTCD Continuum

Rigid

Flexible

$  

$$$

Opera House

Warehouse Dist

Visitor Center

L.A. River

Bike Route

BIKE ROUTE

Library

Snow King

Downtown

1.5 miles

6.3 miles

14 miles

2.6 miles
Standards: Flexibility

- What else has been done?
- MUTCD State supplements
Standards: Flexibility

MUTCD section 2D.50 Community Wayfinding allows custom colors and enhancement markers (logos)
Standards: Flexible

Restricted

Allowed

[Images of traffic signs and symbols indicating allowed and restricted areas]
Design: Standard

- White on green
- Three destinations
- Rectangular shape
- Approved arrow
Design: Flexible

- Custom shape
- Custom logo
- Color options
- Distance in minutes
- Color coding
- Local Identifier
Tools: Enhanced

Identity  Kiosk  Map  Mile Marker  Pavement Marking
Pavement Markings

Standard

Flexible
Tools: Interactive Maps

A portion of US Bike Route 1, this route covers ~250 miles of rolling terrain. It is the main north/south connector route through North Carolina. From Virginia, this route enters North Carolina near the Warren/Warren County border. US 1 continues south between Raleigh and Durham and through Sanford, Southern Pines, and Laurinburg before advancing into South Carolina.
Wayfinding Strategy
1. Create **uniform wayfinding sign** design guidelines

2. **Promote connectivity** between communities and encourage connectivity to **regional destinations**, such as parks, trails, educational institutions, employment centers, transit, park and ride lots, and tourist destinations

3. Identify and brand pedestrian and bicycle routes and provide signage that **supports new and infrequent users** to walk and bicycle more frequently

4. Support the **local economy** by providing Monterey County residents and tourists with **directional and distance information**
Plan: Goals

5. Use wayfinding signage to provide distance information and facilitate pedestrian and bicyclist access to regional destinations within Monterey County. Wayfinding signage should incorporate technology, and be accessible via GPS and online map tools.

6. Wayfinding signage should be distributed equitably across the County.

7. Create safer pedestrian and bicyclists facilities by using wayfinding signage to make bicycle and pedestrian routes more visible.

8. Maintain community engagement throughout the planning process.
Input: Color Palette

- What colors best represent the Monterey County region?

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Input: Message

- What messages or values best convey the desired experience in Monterey County?

  Simple  Fun  Inviting
  Pragmatic  Friendly  Timeless
  Enduring  Energetic  Relaxed
  Rigid  Trendy  Organic
Input: Themes

- What themes and symbols best represent the Monterey County active transportation network?
Input: Flexibility

- What amount of flexibility or standardization is appropriate for Monterey County?
Input: Route Identifiers
Input: Pathways

• What is the character and experience of the pathway network?
Input: Assets

• What existing navigational elements are effective?
Input: Challenges

- What navigational challenges do users encounter on your bikeway system?
Input: Challenges

- Facility intersections
- Route interruptions
- Signing non-intuitive routes
- On-street / Off-street transitions
- Signing to off-route destinations
• What concerns do you have about the wayfinding system?

• What capabilities do you have for in-house fabrication?
Input: Let’s Vote

Concepts
- Color palette
- Materials & style
- Themes

Sign Design
- Flexibility of Design
- Sign Types

Bike Map
- Feedback on Existing Map
- Suggestions for Map Update
Contacts

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### WHAT MESSAGES BEST CONVEY MONTEREY CO.

Place your stickers next to a word or words that best describes the message or values of Monterey County or write in your own!

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### WHAT THEMES BEST CONVEY MONTEREY CO.

Building upon the themes and symbols seen in logos around Monterey County, write down or draw themes and symbols best represent the active transportation network.

![Logos of various places and organizations in Monterey County](image-url)
2 WAYFINDING STYLE
MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | VISION MEETING | 06.04.15 | ALTA PLANNING + DESIGN

COLOR PALETTE
Place your stickers in the boxes below to vote for your preferred color palette. You can vote for two or place both stickers in one box.

MOUNTAINS TO SEA
SUNBURST
NAUTICAL
VINEYARDS
SEA LIFE

MATERIALS & STYLE
Place your stickers in the boxes below to vote for your preferred material & style. You can vote for two or place both stickers in one box.

WOOD & STONE
CORTEN STEEL
BRUSHED STAINLESS STEEL AND CONCRETE
LAYERED / TEXTURED ALUMINUM
COLORFUL POWDER COATED STEEL

NATURAL CONTEMPORARY
FLEXIBILITY OF DESIGN

Vote for your desired level of flexibility for on-street bike and pedestrian wayfinding signs by placing a sticker in a box below.

CA MUTCD SPECTRUM

Rigid

- MUTCD compliant signs
- Information is clear and consistent.
- Regional context or local identity not present.
- Variation in sign sizes and shapes.
- Encouragement information not present.
- MUTCD does not provide for travel times however numerous cities and states incorporate this additional information. Distance measured in time is included within Oregon’s MUTCD supplement.

Flexible

- Community signs may be augmented by unique enhancement markers and colors as per the Community Wayfinding standards as found within Section 20.10 of the MUTCD.
- The application of community wayfinding standards to bicycle facilities has been approved by several state DOT’s including Oregon, Arizona, and Montana.
- Decorative sign posts are allowed per the MUTCD as long as they are breakaway when located within the public right-of-way.
- Sign embellishments beyond the directional sign plaques are also allowed.
- Custom framing and support structures. Unique sign shapes. High contrast graphic content, non-standard colors and layout.

SIGN TYPES

Alta will be designing three types of signs and a bike map. Please share your thoughts on what you would like to see on the following signs:

TRAILHEAD GATEWAY
MAP KIOSK

BIKE MAP

DIRECTION SIGNS

ADD-ON SIGNAGE