



Bicycle Wayfinding Sign Program

Costa Mesa, CA

PRESENTATION

- » Introduction to the project
- » Overview of bicycle wayfinding principles
- » Sign design concept
- » Destination identification and hierarchy
- » Proposed routes for signage
- » Q & A

WAYFINDING BEST PRACTICES

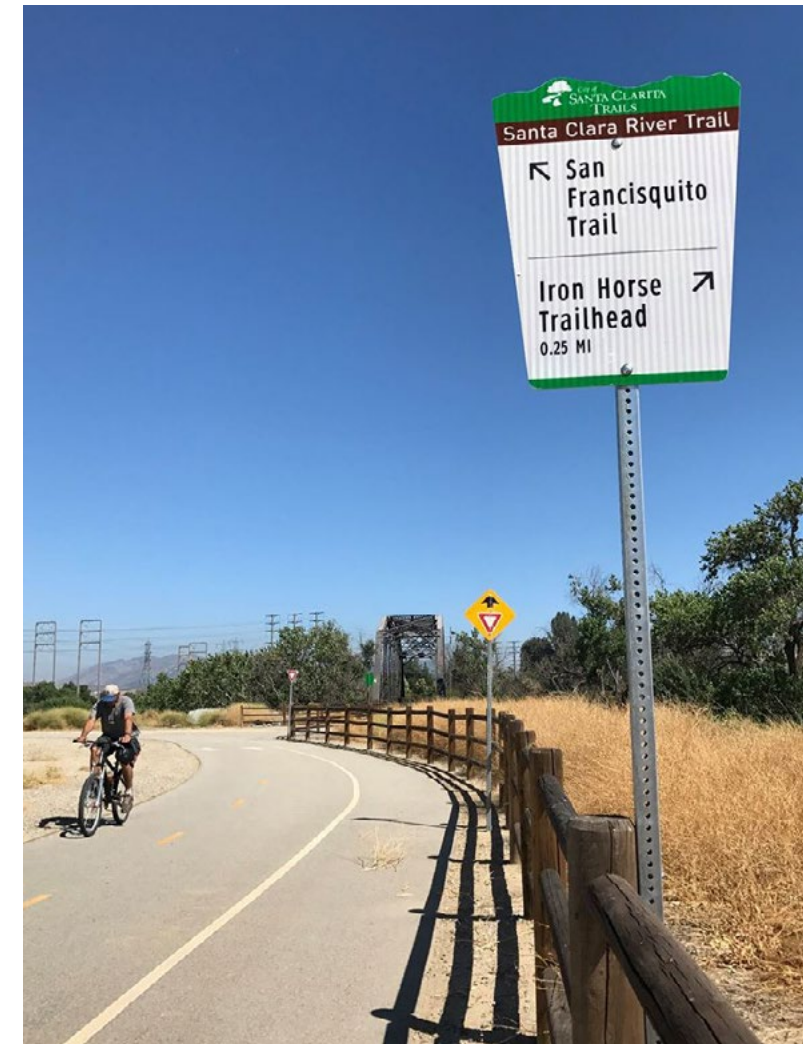
WAYFINDING PLANNING AT A GLANCE

» Benefits of a cohesive wayfinding system

- HELPS LOCALS AND VISITORS SAFELY DISCOVER AND ACCESS IMPORTANT DESTINATIONS
- IMPROVES BICYCLE NETWORK AWARENESS AND LEGIBILITY
- CREATES A RECOGNIZABLE BRAND/IDENTITY
- ENCOURAGES ACTIVE TRANSPORTATION USE

» Some things to note...

- WAYFINDING SIGNAGE DOES NOT REPLACE THE NEED FOR SAFE INFRASTRUCTURE
- WAYFINDING TYPICALLY SERVES VISITORS OR NEWCOMERS WHO ARE UNFAMILIAR WITH THE CITY, BUT IT CAN ALSO ENCOURAGE LOCALS TO EXPLORE AND ACCESS NEW PARTS OF THE COMMUNITY



WAYFINDING PLANNING AT A GLANCE

» In this process, we're trying to answer three questions:

1

What should the signs look like?

- SIGNAGE DESIGN
- BRANDING
- FABRICATION METHODS

2

What information should be included on the signs?

- DESTINATION SELECTION
- DESTINATION HIERARCHY
- DIRECTION & DISTANCE

3

Where should signs be located?

- PRIORITY ROUTES
- UNIQUE NAVIGATIONAL CHALLENGES
- SIGN PLACEMENT BEST PRACTICES

WHAT SHOULD THE SIGNS LOOK LIKE?

DRAFT SIGN CONCEPT



WHAT INFORMATION SHOULD BE INCLUDED ON THE SIGNS?

UNDERSTANDING DESTINATION SELECTION

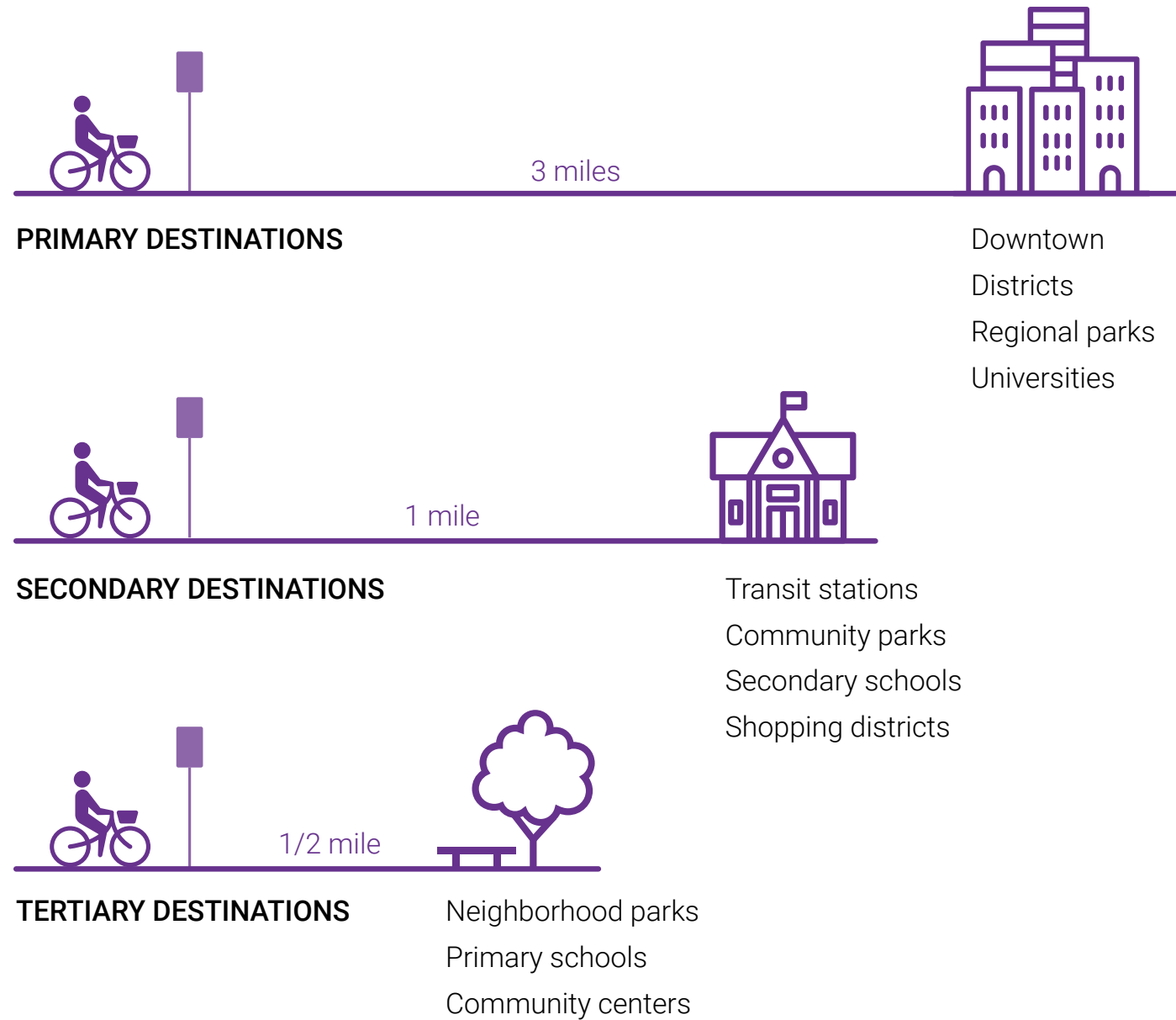
» Based on the amount of information that a bicyclist can process while maintaining motion, national standards state that no more than **3 destinations** should be included on one guide sign.



WHAT INFORMATION SHOULD BE INCLUDED ON THE SIGNS?

ESTABLISHING A DESTINATION HIERARCHY

- » Destinations are categorized into tiers based on regional significance
- » More regionally significant destinations are prioritized, and signed to from farther away because they tend to draw more people



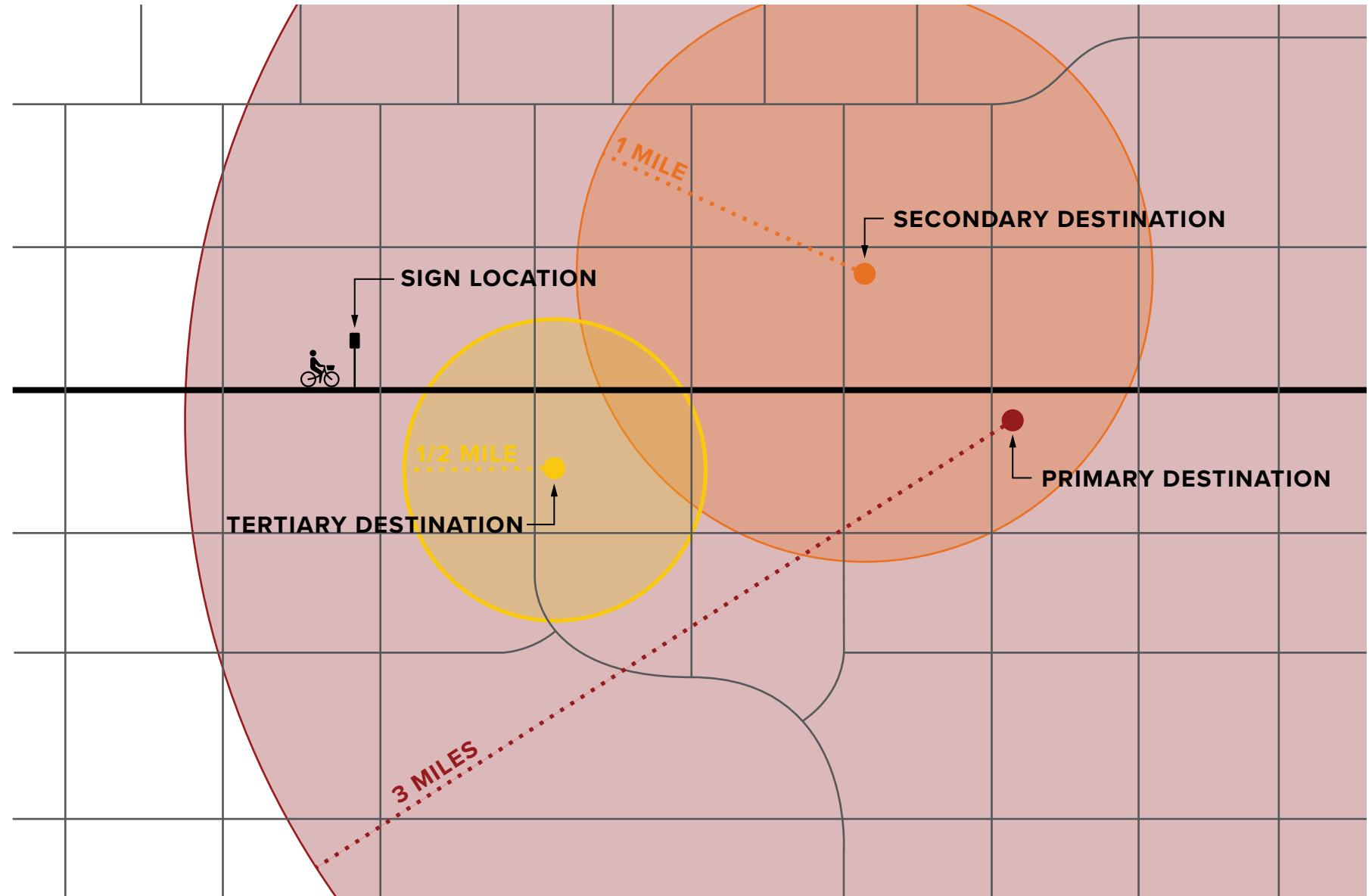
WHAT INFORMATION SHOULD BE INCLUDED ON THE SIGNS?

DETERMINING WHICH DESTINATIONS TO INCLUDE ON ANY GIVEN SIGN

» Destinations are only considered for inclusion if the sign falls within range of the destination

Which destinations are included on the sign?

● Yes ● No ● No



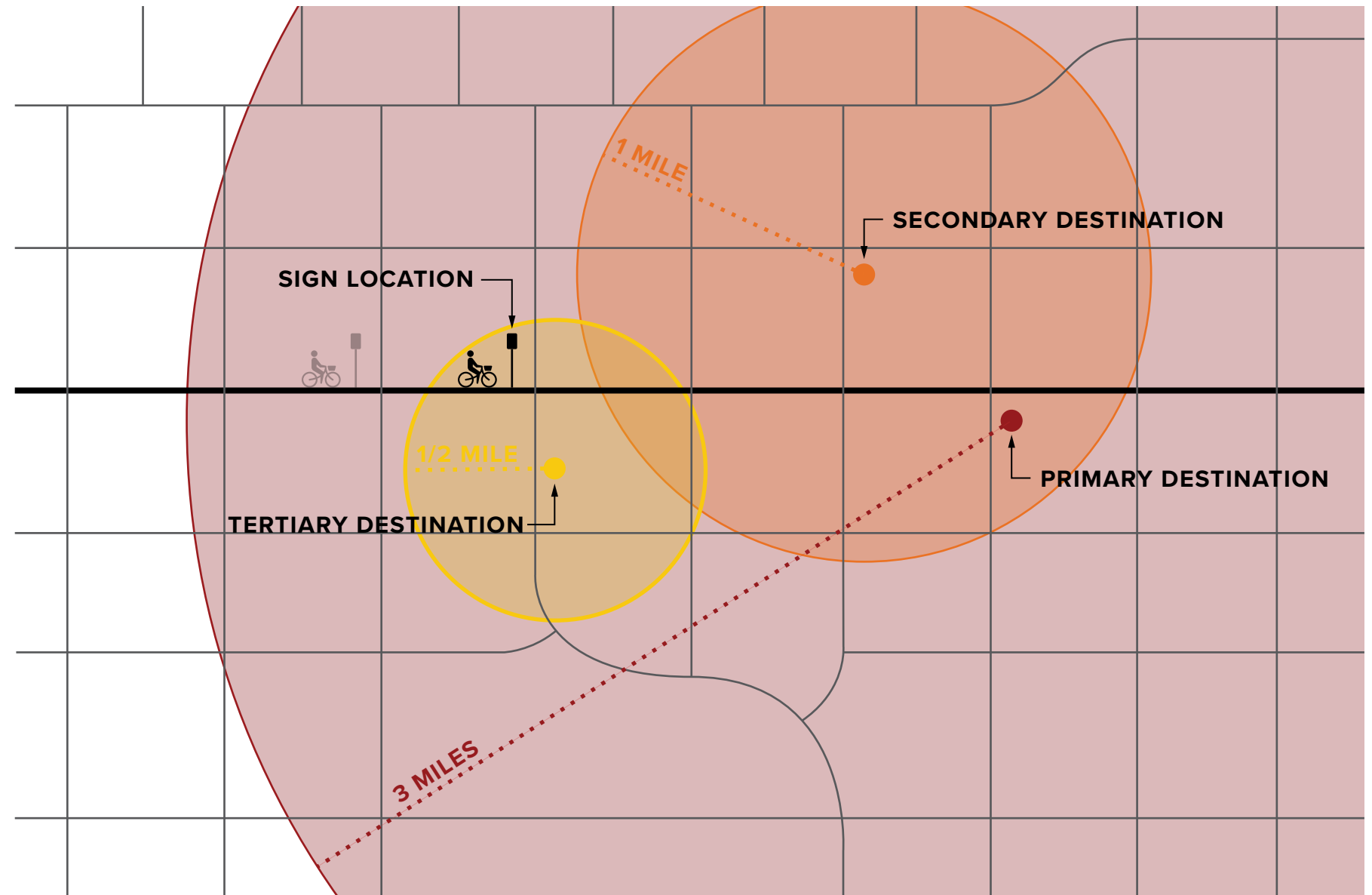
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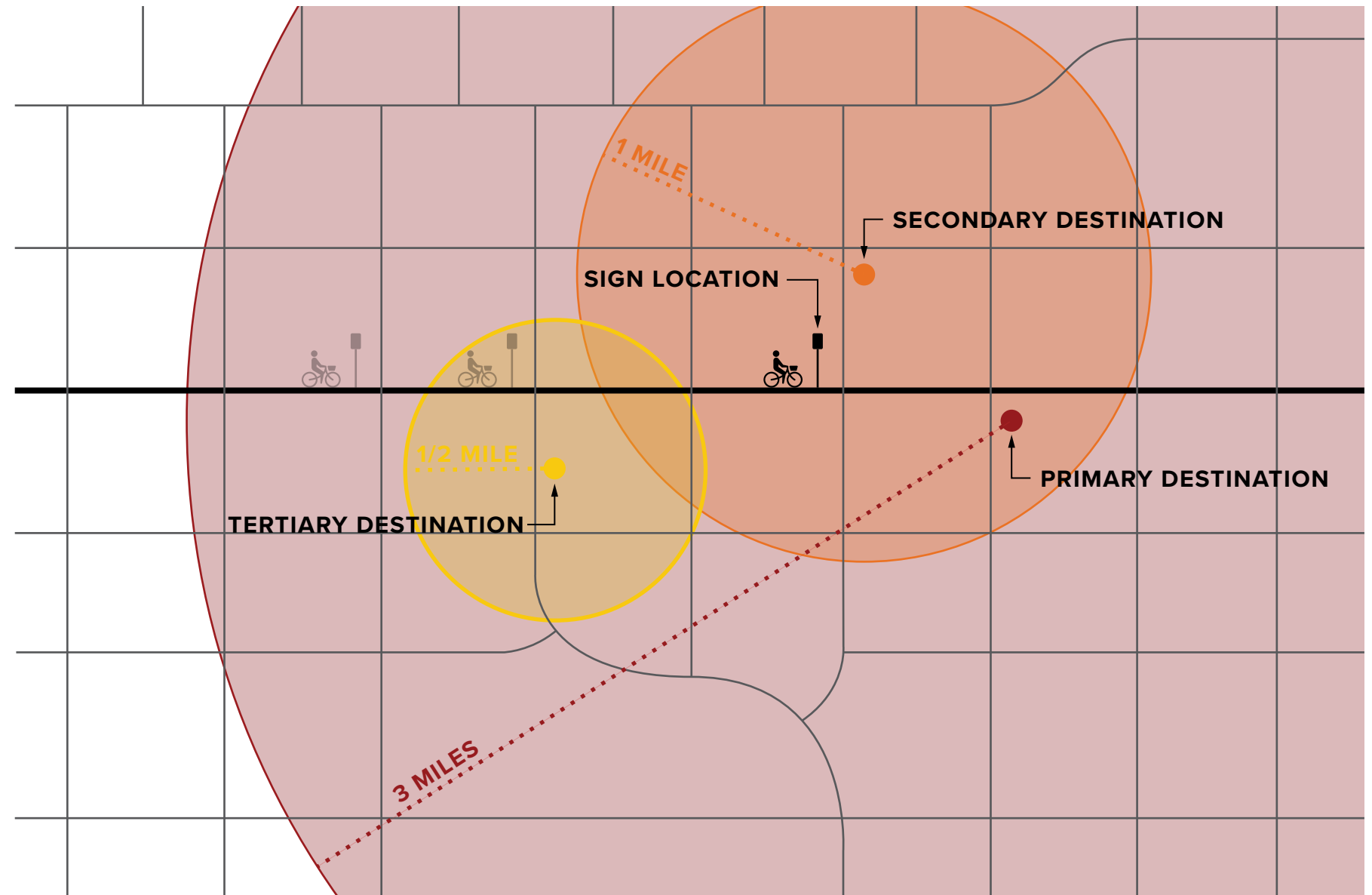
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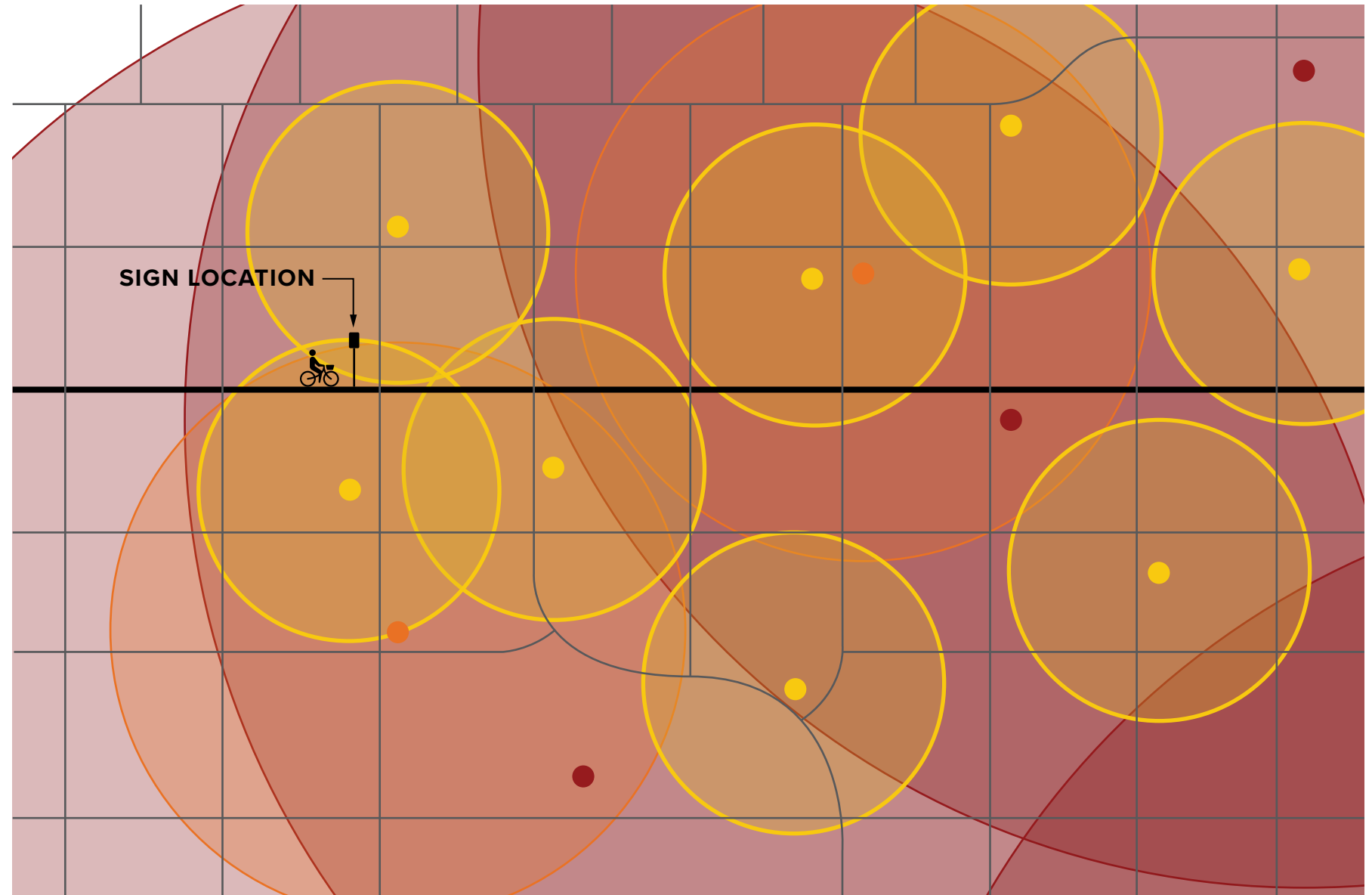
- Yes
- Yes
- No



WHAT INFORMATION SHOULD BE INCLUDED ON THE SIGNS?

DETERMINING WHICH DESTINATIONS TO INCLUDE ON ANY GIVEN SIGN

» In reality, there are usually many more than three destinations to consider from any given sign location. **This is why establishing a destination hierarchy is important.**

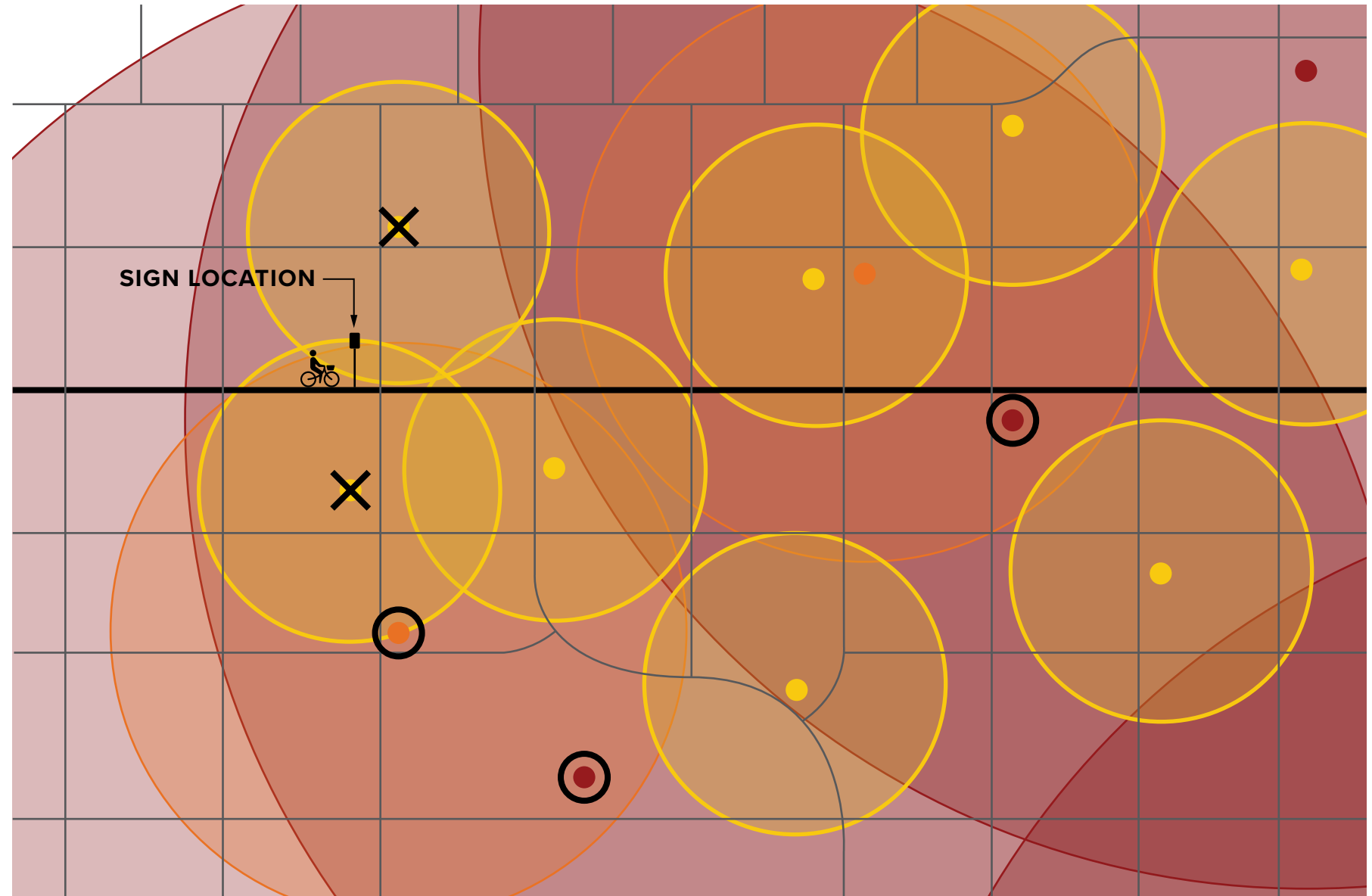


WHAT INFORMATION SHOULD BE INCLUDED ON THE SIGNS?

DETERMINING WHICH DESTINATIONS TO INCLUDE ON ANY GIVEN SIGN

» Not all potential destinations that are considered for inclusion will end up on a sign. This is typical of many tertiary destinations.

○ Included on sign ✕ Considered, but not included



At this sign location there are **5** destinations that are considered (based on hierarchy and proximity)

WHAT INFORMATION SHOULD BE INCLUDED ON THE SIGNS?

OTHER CONSIDERATIONS






- » Destinations that are not accessible via a designated bicycle facility are typically not signed to; exceptions can be made on a case-by-case basis

DESTINATION IDENTIFICATION & HIERARCHY






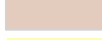


PRIMARY DESTINATIONS

- » All designated neighborhoods
- » Back Bay Access Points
- » Beach Access
- » Fairview Park
- » Lions Park
- » Orange Coast College
- » Orange County Fairgrounds
- » Santa Ana River Trail Access Points
- » Talbert Regional Park
- » Vanguard University






Bikeways and Trails

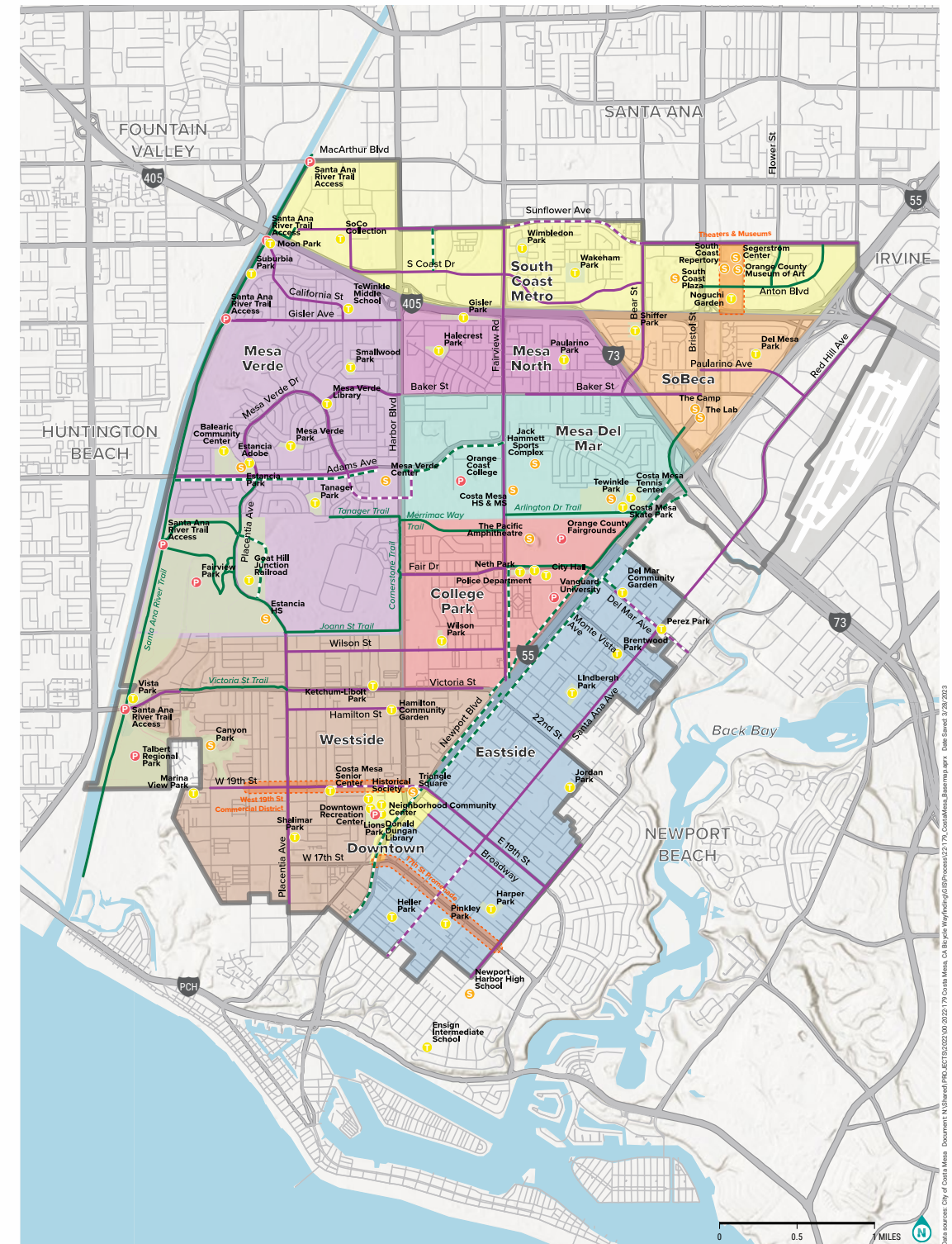
-  On and Off Street Trails
-  Planned On and Off Street Trails
-  Other High Use Facilities
-  Planned High Use Facilities
-  Costa Mesa Boundary

Neighborhoods

-  College Park
-  Eastside
-  Mesa Verde
-  SoBeca
-  Westside
-  Downtown
-  Mesa Del Mar
-  Mesa North

Destinations

- Hierarchy
-  Primary
 -  Secondary
 -  Tertiary
 -  Area Attraction
 -  Parks



DESTINATION IDENTIFICATION & HIERARCHY

SECONDARY DESTINATIONS

- » 17th St Promenade
- » Canyon Park
- » Costa Mesa High School
- » Estancia High School
- » Jack Hammett Sports Complex
- » Select Shop & Dine locations
- » Newport High School
- » OC Museum of Art
- » Segerstrom Center
- » South Coast Repertory
- » Tewinkle Park
- » Pacific Amphitheatre
- » West 19th Street Commercial District
- » Westcliff

Bikeways and Trails

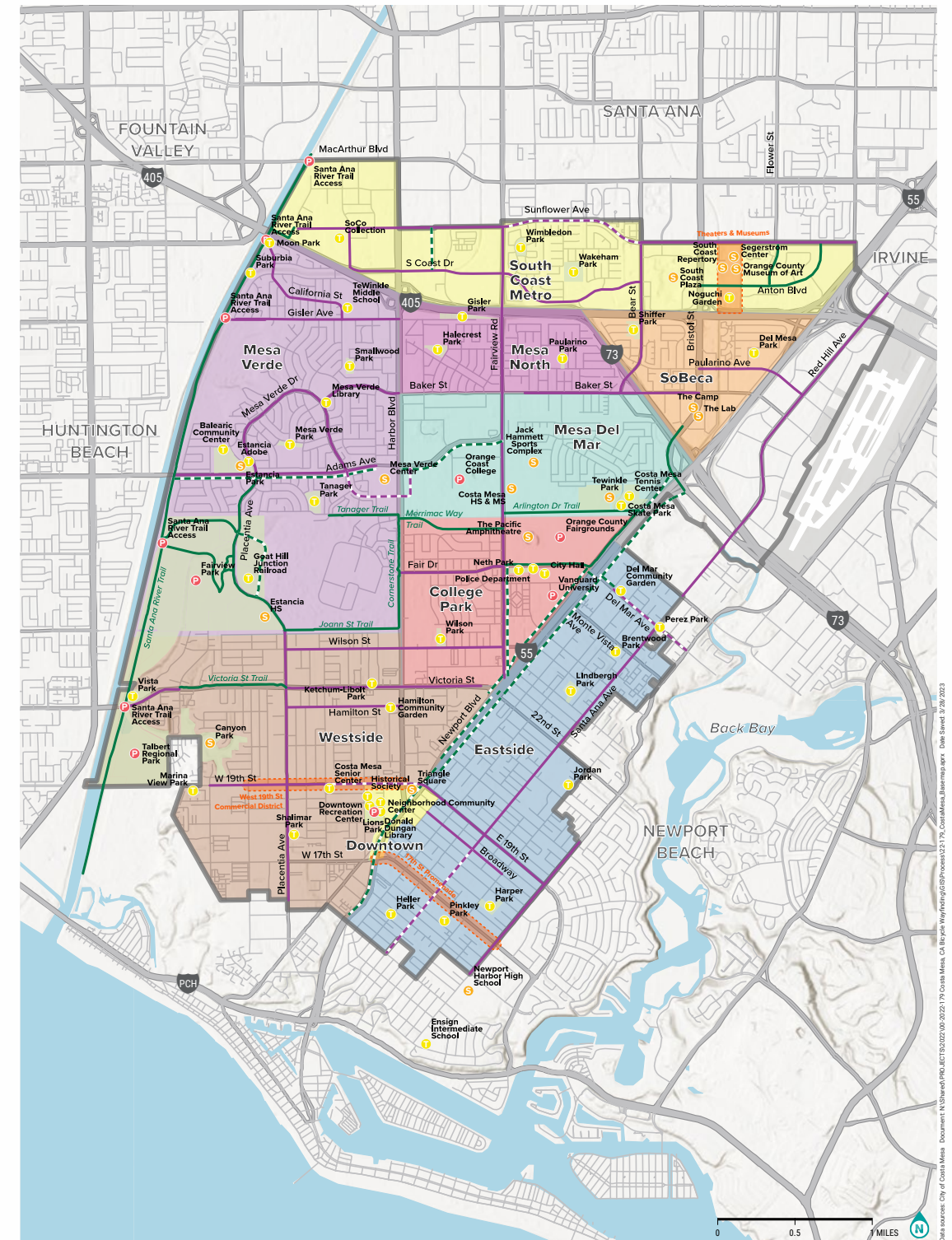
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- Costa Mesa Boundary

Neighborhoods

- College Park
- Eastside
- Mesa Verde
- SoBeca
- Westside
- Downtown
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- Mesa North

Destinations

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DESTINATION IDENTIFICATION & HIERARCHY

TERTIARY DESTINATIONS


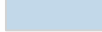

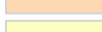
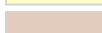

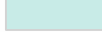

- » See Destinations List
- » Neighborhood parks
- » Middle Schools
- » Libraries
- » Local trails

- » Community gardens
- » Community centers
- » City hall
- » Other local destinations






Bikeways and Trails

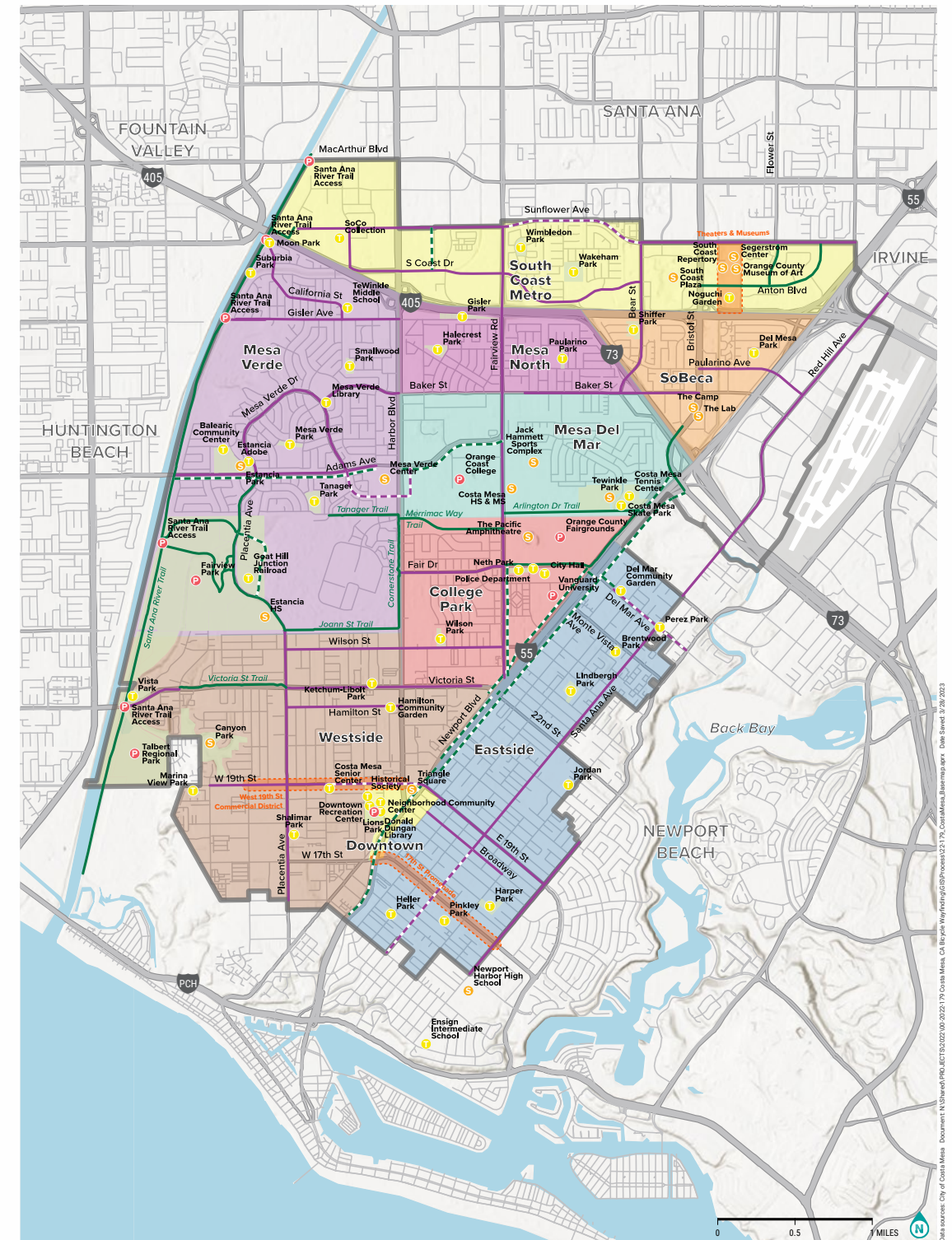
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Neighborhoods

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Destinations

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WHERE SHOULD SIGNS BE LOCATED?

PROPOSED ROUTES FOR INITIAL IMPLEMENTATION

- » Adams Ave
- » Anton Blvd
- » Arlington Dr Trail
- » Bear St
- » Bristol St
- » Cornerstone Trail
- » Del Mar Ave
- » Fair Dr
- » Fairview Rd
- » Fairview Park Trails

- » Joann St Trail
- » Merrimac Way
- » Newport Blvd
- » Placentia Ave
- » S Coast Dr
- » Santa Ana Ave
- » Santa Ana River Trail
- » Tanager Trail
- » Victoria St
- » W 19th St

Bikeways and Trails

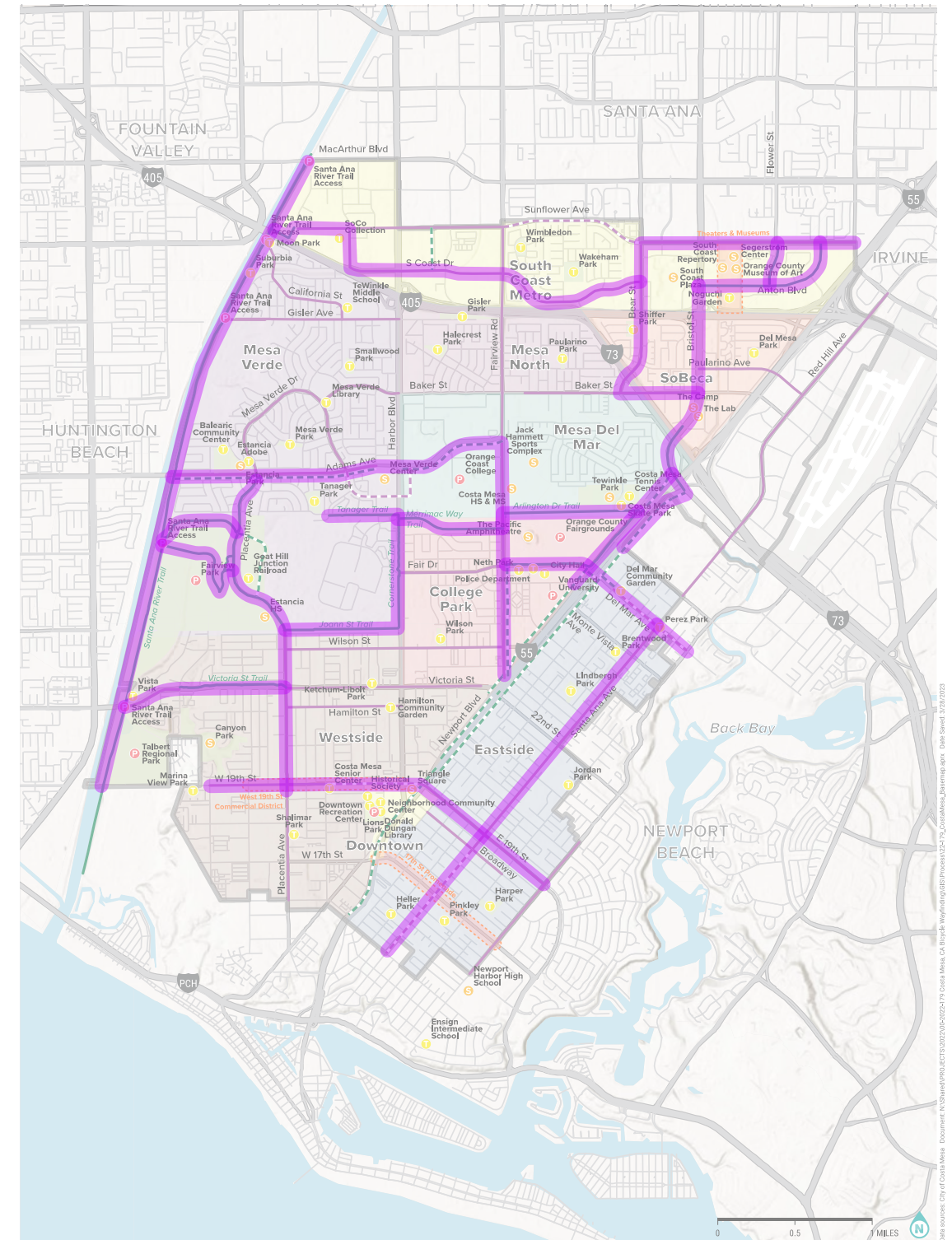
- On and Off Street Trails
- Planned On and Off Street Trails
- Other High Use Facilities
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- Costa Mesa Boundary
- Proposed Signed Routes

Neighborhoods

- College Park
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- Mesa Verde
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- South Coast Metro
- Westside
- Downtown
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- Mesa North

Destinations

- Hierarchy
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DISCUSSION

QUESTIONS?

NEXT STEPS

MOVING FORWARD

- » Finalize sign concept
- » Locate signs along proposed routes
- » Develop sign fabrication details
- » Prepare bid package (expected June completion of bid package materials)