Connecting People with Places

Alta 2021
What is Wayfinding?

» What Makes a Route Legible?
» Benefits
» Principles
» Tools
» Signing a Path
» Standards
» Examples
What Makes a Route Legible?
What Makes a Route Legible?

Color

CV Link
Coachella Valley, CA
What Makes a Route Legible?

Repetition

LA River Path
Los Angeles, CA
What Makes a Route Legible?

Material

Park to Playa Trail
Los Angeles County, CA
What Makes a Route Legible?

Pattern

Santa Monica, CA
Wayfinding
Benefits
Encouraging Exploration

Colorado Springs, CO

Coquitlam, BC
Wayfinding

Benefits

Supporting Local Business

New York, NY
Celebrate Local Identity

Westminster, CO
Wayfinding Principles
Overview

**Wayfinding Principles**

**Connect People with Places**

**Promote Active Travel**

**Maintain Motion**

**Keep It Simple**

**Be Predictable**

**Be Inclusive**
Wayfinding Principles

Connect People with Places

Charlotte Rail Trail, NC
Wayfinding Principles

Promote Active Travel

Chicago, IL
Wayfinding Principles

Maintain Motion

Northwest Arkansas
Wayfinding Principles

Keep it Simple

Portland, OR
Wayfinding Principles

Be Predictable

Runyon Canyon, CA
Wayfinding Principles

Be Inclusive

Sumter, SC
Wayfinding Tools

Systems

Vehicular Directional  Vehicular Monument  District Identity  Pavement Marking  Informational  

Map Kiosk  Bicycle Directional  Pedestrian Directional  Special Use Directional  Building / Interior
Fundamental Tools

Decision Turn Confirmation

Destination 1
Destination 2
Destination 3

FEET TO Destination

TO Destination

TO Destination
Enhanced: Identity

CV Link
Coachella Valley, CA

Hudson River
Greenway, NY

St. Helens, OR

Wayfinding Tools

Wayfinding

Enduring, Approachable, Sophisticated
Enhanced: Pavement Markings

Santa Monica, CA  
Portland, OR  
Millinocket, ME
Enhanced:
Route Identifiers
Enhanced: Vehicular Directional
Wayfinding Tools

Enhanced: Transit

Legible London by Applied
Orientation Maps

New York, NY

Merritt, BC
Signing a Path
Signing a Path

Sample Path
Bicycle Signage Standards

» Manual 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
Flexibility

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

Flexibility: Color

- STOP
- WORK ZONE
- Restricted
- Allowed
Standard color
Standard Icon
Three destinations
Rectangular shape
Standard arrow shape and placement
Wayfinding Standards

Flexible

- Custom shape
- Custom logo
- Color option
- Distance in minutes
- Color coding
- Local identifiers
Wayfinding Examples
Example

Washington Park

Portland, OR
Example

Bellingham Bicycle Wayfinding System

Bellingham, WA
Example

North Beach Trail

Santa Monica, CA
Example

Seamless Seattle Pedestrian Wayfinding

Seattle, WA
Example

Thunder Bay Wayfinding

Wayfinding

Thunder Bay, Ontario

Wayfinding

Thunder Bay, October 2021