



City of Ventura

Appendix E: Wayfinding Element

April 2023

Ventura Active Transportation Plan: Wayfinding Recommendations

Introduction

This wayfinding guidance documents existing practices in the city of Ventura, recommends signage components, style, destinations, and placement along proposed bike and pedestrian networks, and recommends integration with County wayfinding. Guidance builds on the regional wayfinding plan to include local routes (focused on the core All Ages and Abilities Network), and provide direction to fill in the holes in existing documentation or reconcile differences between local and County guidance. Recommendations are focused on improving access along the recommended pedestrian and bike networks in Ventura’s Active Transportation Plan.

Existing Signage Practices and Specifications

Ventura has five established wayfinding plans, as listed below, that form the basis of recommendations to enhance the wayfinding signage system. There are several gaps as it relates to local and regional wayfinding integration, and wayfinding guidance specific to different road users and travel modes.

- The [Ventura County Wayfinding Plan \(2017\)](#) provides bicycle-focused signage guidance for regional county bicycle routes, but does not include wayfinding guidance for local routes, nor does it include a pedestrian wayfinding plan.
- The [City of Ventura Wayfinding Directional Signage Program](#) and [City of Ventura Wayfinding Signage Program - Specifications](#) are vehicle-oriented, and do not include guidance for bicycle wayfinding. There are specific details included for pedestrian-oriented signage to direct pedestrians to locations in the immediate vicinity.
- Area plans such as the [Downtown Specific Plan \(2007\) and Ventura Harbor Specific Plan \(2010\) – see page 72](#) include sign standards for new development, and potential locations and types of wayfinding signage specific to these neighborhoods within Ventura.
- The Ventura River Trail Improvement Project’s wayfinding system is centered on creating a strong identity by using tall, vertical signs and hanging signs. Interactive signage such as interpretive signs and ecological signs will also be placed along the trail to create an immersive user experience.

Goals and Principles

The following goals should be considered when developing an effective pedestrian and bicycle wayfinding system in the city of Ventura. They are based upon the existing goals documented in the City's Wayfinding Directional Signage Program and NACTO best practices in wayfinding:

- Create a sense of arrival and orientation to the City
- Increase awareness and usage of bicycle and pedestrian networks
- Establish and apply consistent standards for ease of comprehension
- Connect users to transit, bikeways, and key destinations
- Encourage users to explore different areas
- Project a friendly tone of voice

Principles can complement goals, or desired outcomes, by informing the framework and basis for design. The following principles inform the design of a good wayfinding system:

- **Universal:** consider all types of users (novice bicyclists, expert bicyclists, residents, tourists, people with disabilities, youth, and seniors)
- **Predictable:** establish consistency in sign placement and destinations
- **Simple:** sign content is simple and straightforward
- **Clear:** signage is easy to understand
- **Multilingual:** signage is in multiple languages, or uses universal symbology, to help non-English, low literacy, or non-native-English speakers navigate the city

Sign Components

Bicycle and pedestrian signage should be designed together to create a cohesive system and reduce over-signing. The first section describes the purpose of different sign types, while the second section describes applicable content and placement. See Figure 1 for an overview of sign types, sign elements, and placement guidelines described below.

Signage Standards, Types, and Placement Guidelines

Ventura's wayfinding system should have consistent signage components to allow people walking and biking to easily travel to different locations throughout Ventura.

Recommended standards include the following:

- Follow the California Manual on Uniform Traffic Control Devices (MUTCD) standards for wayfinding signs on city roads.

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- Use signage standards from the Ventura County Wayfinding Plan for wayfinding signs on regional and county routes.

BICYCLE WAYFINDING

- **Signs.** Use the following sign types for bike paths (Class I), bike lanes (Class II), enhanced bike lanes (Class II), bike routes (Class III), neighborhood greenways (Enhanced Class III), and cycle tracks/protected bike lanes (Class IV):
 - **Route identification signs**, also called confirmation signs, indicate to bicyclists that they are on a designated bikeway. They are located on every two to three blocks along bicycle routes and should be placed after turns for confirmation.
 - **Destination identification signs** let users know that they have arrived at their destinations. They include destination names and are located near entrances of destinations.
 - **Turn signs** specify where users need to turn in order to stay on the bicycle or pedestrian network. They include destinations and arrows and are placed on the near-side of intersections where routes turn.
 - **Directional signs**, also called decision signs, inform users where there is a junction of two or more bikeways and key destinations along the route, including estimated distance to destination. They include destinations, directional arrows, and distances. Travel times are optional but recommended. A maximum of three destinations should be on each sign. Directional signs are placed on the near-side of intersections in advance of a junction of another route and on routes with key destinations.
 - **Gateway signage** directs riders to bike path entrances.
- **Pavement Markings.** On street pavement markings supplement bike route signs, providing confirmation of the route as well as guidance on lateral positioning in general purpose lanes, including lanes adjacent to parked cars.
 - **Shared lane markings on bike routes**, or sharrows, should be installed on neighborhood greenways (Enhanced Class III). While California standards permit the application of shared lane markings on streets with speed limits of up to 35 mph, their use on the All Ages and Abilities network should be limited to bike routes on two lane streets with posted speeds of 25 mph or less. Shared lane markings (Class III facilities only) should be placed in the center of lanes that are too narrow for a motor vehicle and bicycle to travel side by side. If used, sharrows can be placed immediately before an intersection, immediately after an intersection, and every 250' maximum.
 - **Shared lane markings at intersections.** Sharrows can also help people on bikes navigate through intersections. They may be placed in advance of intersections or

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in roundabouts to illustrate where people driving and bicycling share the same lane. They can be placed in turn pockets to indicate that a bicycle can travel straight through where a person driving a car is required to turn. They can also be used to convey route turns, when placed on an angle representing the change in direction.

- Bike paths (Class I):
 - **Route identification signs** include all major decision points along the trails such as feeder trail intersections and forks in trails. They are placed after intersections of local streets and arterials or every 1/3- to 1/2-mile.
 - **Gateway signs** are located at the entrance of bike paths.




PEDESTRIAN WAYFINDING

- Incorporate the following additional sign types for pedestrian districts in the pedestrian network:
 - **Pedestrian maps** allow people walking to plan their routes and are oriented according to the direction the user is facing. Pedestrian maps include walking distances, transit information, street names, buildings, landmarks, and cardinal directions. Pedestrian maps can be installed on sidewalks, large public spaces, decision-making points, transit hubs, and key destinations.
 - **Directional signs** point to key local destinations and include approximate walk time or distance. Directional signs should be located on major pedestrian corridors, especially in commercial areas and districts where there are many destinations.
 - **Fingerposts** point to destinations that are not located on a major pedestrian corridor to provide confirmation and bridge the gap to the destination, including distance to destination. Fingerposts direct people to a destination that is not located on a major pedestrian corridor. Rather they are placed on local streets off of major corridors to provide confirmation to visitors that they are still on the right path.
 - **Transit maps** provide information about nearby bus routes. Effective transit wayfinding signage helps people taking transit easily make decisions and access transit services. Transit signs include maps of routes, schedules, and real-time arrival times. Transit signs are located at bus stops and transit stations. Identification signs that list bus routes can be shown on hanging signs.
 - **Gateway signage** includes the names of paths (Class I), trails, and points of interest. Gateway signs are located at the entrance of trails and near points of interest.

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Figure 1 Wayfinding Signage Recommendations

Sign Types	Sign Examples	Placement Guidance	Sign Contents
Route Identification Sign	 <p>Source: Salt Lake City</p>	<ul style="list-style-type: none"> ▪ Every two to three blocks along bicycle routes and should be placed after turns for confirmation. 	<ul style="list-style-type: none"> ▪ Add Ventura identification pictogram (optional) ▪ Add route name
Route Identification Sign (Class 1)		<ul style="list-style-type: none"> ▪ They are placed after intersections of local streets and arterials or every 1/3- to 1/2-mile. 	<ul style="list-style-type: none"> ▪ Include all major decision points along the trails such as feeder trail intersections and forks in trails
Destination Identification Sign	 <p>Source: City of Milwaukee</p>	<ul style="list-style-type: none"> ▪ Locate near entrances of destinations. 	<ul style="list-style-type: none"> ▪ Add destination name ▪ Add destination pictogram where appropriate (optional)
Turn Sign	 <p>Source: Ventura County</p>	<ul style="list-style-type: none"> ▪ Placed on the near-side of intersections where routes turn. 	<ul style="list-style-type: none"> ▪ Add City of Ventura seal ▪ Add route name ▪ Optional – destinations ▪ Arrow


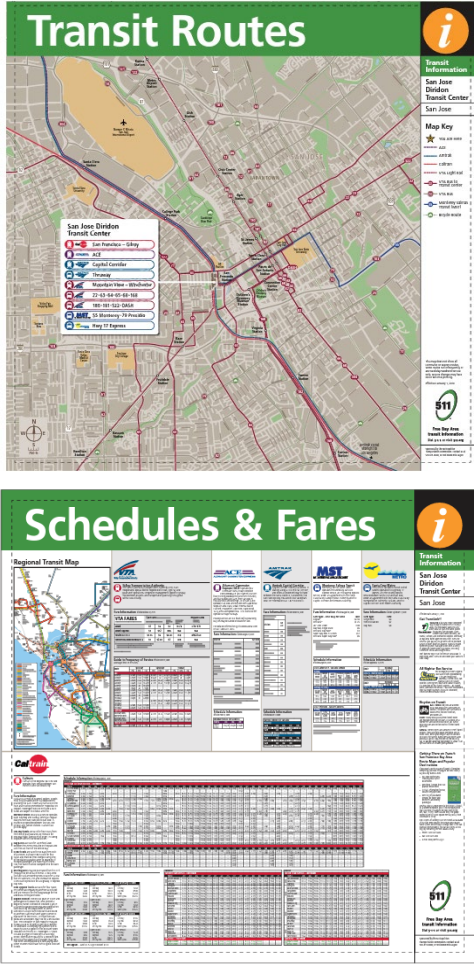
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Sign Types	Sign Examples	Placement Guidance	Sign Contents
Directional Sign (bicycle)	<div style="text-align: center;">   </div> <p style="text-align: center;">Source: City of Oakland</p>	<ul style="list-style-type: none"> Place on the near-side of intersections in advance of a junction of another route and on routes with key destinations. 	<ul style="list-style-type: none"> Add City of Ventura identification pictogram Add destinations (maximum 3) Add distances Add directional arrows Add travel times (optional)
Directional Sign (pedestrian)		<ul style="list-style-type: none"> Locate on major pedestrian corridors, especially in commercial areas Locate in districts with many destinations. 	
Pedestrian Map	 <p style="text-align: center;">Source: Pentagram</p>	<ul style="list-style-type: none"> Pedestrian maps can be installed on sidewalks, large public spaces, decision-making points, transit hubs, and key destinations. 	<ul style="list-style-type: none"> Add City of Ventura seal Add distances, transit information, street names, buildings, landmarks, and cardinal directions


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<p>Fingerpost</p>	 <p>Source: City of York</p>	<ul style="list-style-type: none"> Place on local streets off of major corridors to provide confirmation to visitors that they are still on the right path. 	<ul style="list-style-type: none"> Add destinations names of locations (e.g., streets, trails, points of interests) Use colors associated with the Citywide Wayfinding for district signage. If no color scheme is provided, City staff should determine.
<p>Transit Map</p>	 <p>Source: Metropolitan Transportation Commission</p>	<ul style="list-style-type: none"> Locate at bus stops and transit stations. 	<ul style="list-style-type: none"> Add maps of routes, schedules, and real-time arrival times Identification signs that list bus routes can be shown on hanging signs.

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Sign Types	Sign Examples	Placement Guidance	Sign Contents
Gateway Sign	 <p>The image shows a blue rectangular sign with rounded corners. At the top, it says 'WELCOME TO THE' in small white letters. Below that, 'Suchansuch Rail Trail' is written in a larger white font. Underneath the text are four white icons: a person on a bicycle, a person walking, a person running, and a person walking a dog. At the very bottom, in small white text, it says 'Trail Rules, Regulations and other information'.</p> <p>Source: Massachusetts Department of Transportation</p>	<ul style="list-style-type: none"> ▪ Bike Path entrance ▪ Near points of interest 	<ul style="list-style-type: none"> ▪ Add names of paths, trails, or points of interest where appropriate

Destinations and Information Hierarchy

There are several categories of destinations to include on signs:

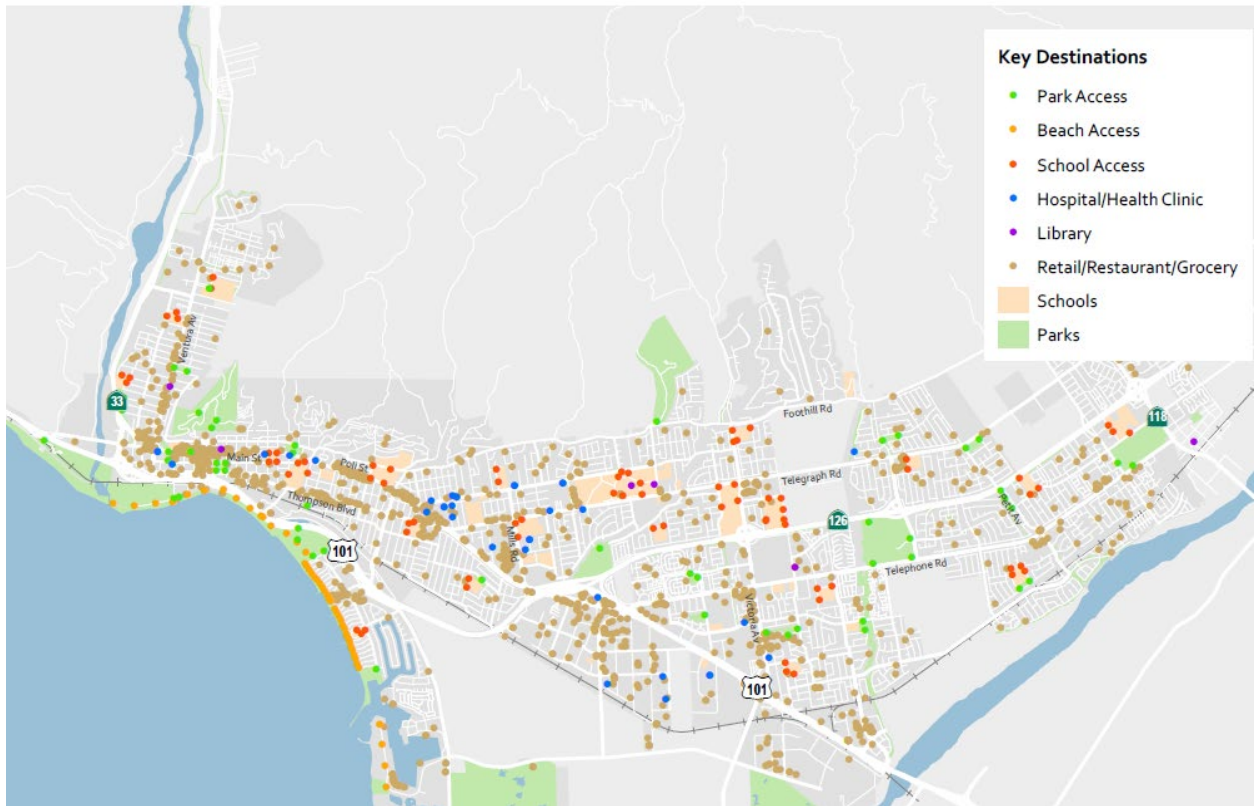
- Neighborhoods: Ventura Harbor, Downtown/Main Street, Midtown/Hospital, etc.
- Landmarks: Amtrak station, transit hubs (Transit Center at the Mall), etc.
- Local civic institution destinations: Schools, parks, museums, City Hall, etc.

Destinations on decision signs should be organized in a hierarchy and consider three categories: primary destinations, secondary destinations, and tertiary destinations. A destination's ranking in the hierarchy determines how far locations are from where the signage is placed.

- **Primary destinations** are on signage up to five miles away. They include the Ventura Harbor/Waterfront, Shopping (e.g., Downtown, Midtown, Pacific View Mall).
- **Secondary destinations** are on signage up to two miles away and include frequent transit (30 minutes or less) and transit hubs (e.g., Ventura Amtrak station and the Ventura Transit Center), and civic centers (e.g., Westpark Community Center and Ventura City Hall).
- **Tertiary destinations** are on signage up to one mile away and include local areas such as K-12 schools, parks, trails, hospitals, and bicycle parking.

There are many destinations to consider when implementing the wayfinding plan, each with one or more potential access points. Figure 2 illustrates key destinations that informed the pedestrian and bicycle networks. Primary, secondary, and tertiary destinations should be identified from a subset of these destinations during design.

Figure 2 Destinations identified as an element of network planning



Example Wayfinding Placement Plans

The following wayfinding example placement plans include specific locations for signs on an All Ages and Abilities route with transitions between different types of facilities (enhanced Class III greenways, protected bike lanes, and bike paths) on Ventura's Westside along Ventura Avenue, Olive Street, Stanley Avenue, and the Ventura River Trail.

Figure 3 shows the wayfinding signage a bicyclist may encounter when riding on an AAA route along De Anza Drive, Ventura Avenue, Leighton Drive, Stanley Avenue, Olive Street, and the Ventura River Trail.

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Figure 3 Sample Wayfinding Placement Plan

