Chapter 11

Wayfinding and Signage Plan

11 Wayfinding and Signage Plan

This chapter presents a regional bicycle wayfinding and signage plan for the South Bay participating cities that will support the proposed bikeway network, while simultaneously creating an identity for the South Bay participating cities' bikeways. Such prominent and unique identification will be important to wayfinding for bicyclists using the first multi-jurisdictional inter-connected bikeway system. The signage plan presented here is meant to assure bicyclists that they are using a network that is continuous and easily navigated. The regional bicycle wayfinding system will direct bicyclists to major destinations in the South Bay, such as downtown areas, commercial centers, and transit hubs. Recommended signage presented in this plan should be placed on all existing and proposed routes. This chapter is organized by proposed signage design, signage location, kiosks, and collaborative efforts.

11.1 Signage Design

Bicycle wayfinding signage provides destination, direction, and distance information to bicyclists navigating through the South Bay bicycle network. The proposed design guidelines use standard signs from the federal Manual on Uniform Traffic Control Devices (MUTCD), as well as the California MUTCD. MUTCD signs used in this signage plan include:

- D11-1: Bicycle Route Guide Sign
- D1-1b: Destination Supplemental Sign
- M7-1 through M7-7: Directional Arrow Supplemental Sign

Using signage standards outlined in the MUTCD allows for signage that is consistent throughout jurisdictions. However, the proposed signs include revised modifications to brand the South Bay bicycle network, as well as bicycle facilities in each participating city. **Table 11-2** further explains these modifications.

D11-1: Bicycle Route Guide Sign

11.1.1 Design Guidelines

The South Bay bicycle wayfinding signage system recommends the following three sign types:

- **Standard signs:** Confirm a bicyclist is riding on a designated bikeway
- **Turn signs:** Specify where a bikeway turns to prepare bicyclists in advance

Example Hybrid Confirmation and Decision Sign.

- **Hybrid Confirmation and Decision signs:** Confirm a bicyclist is riding on a designated bikeway; include mileage to key destinations that can be accessed by the bikeways; and provide directional arrows to key destinations. In some instances, they also identify the junction of two or more bikeways

Table 11-1 displays design and placement standards for the three recommended sign types presented in this chapter. **Figures 11-1, 11-2, 11-3, 11-4 and 11-5** illustrate the signage design guidelines.

Table 11-1: Design Standards for Recommended Sign Types

Type	Sign Type	Design Standards	Placement
Standard Signs	• Bicycle Route Guide Sign D11-1 size: 24″ wide x18″ tall	N/A	• One sign per ¼ directional mile (mid-block) and at the far side of key intersections

Turn Signs	• Bicycle Route Guide Sign D11-1 size: 24″ wide x 18″ tall
	• Directional Arrow Supplemental Signs M7-1 through M7-7 size: 12″ wide x 9″ tall
		N/A	• Signs should be placed the at the following distances before an intersection depending on the number of lanes a bicyclist must travel across in order to initiate a legal left turn:
			  • 25 feet before a zero lane merge
			  • 100 feet before a one lane merge
			  • 200 feet before a two lane merge

Hybrid Confirmation and Decision Signs	• Bicycle Route Guide Sign D11-1 size: 24″ wide x18″ tall
	• Destination Supplemental Signs D1-1b size: 24″ wide
		• Maximum of one destination per plaque
		• A maximum of three destinations shall be listed
		• Destinations shall use upper case and lower case letters
		• For destination names that do not fit on one line abbreviations or two-line entry may be used
		• Destinations shall be listed by closest proximity to the sign placement
		• Signs shall include the bikeway's endpoint along the length of the route
		• Where a bikeway ends at a location with no obvious destination, use the closest major destination on an intersecting bikeway or the intersecting street if there is no obvious destination
		• Common symbols are to be used to convey destination information in a space-efficient manner (see **Figure 11-5 and Figure 11- 6**)
		• Directional arrows shall be placed to the left of a destination
		• Straight arrows shall be centered over the left and right arrow
			• Two signs per directional mile
			• Signs should be placed at the following distances before an intersection depending on the number of lanes a bicyclist must travel across in order to initiate a legal left turn:
			  • 25 feet before a zero lane merge
			  • 100 feet before a one lane merge
			  • 200 feet before a two lane merge

Figure 11-1: Sign Types

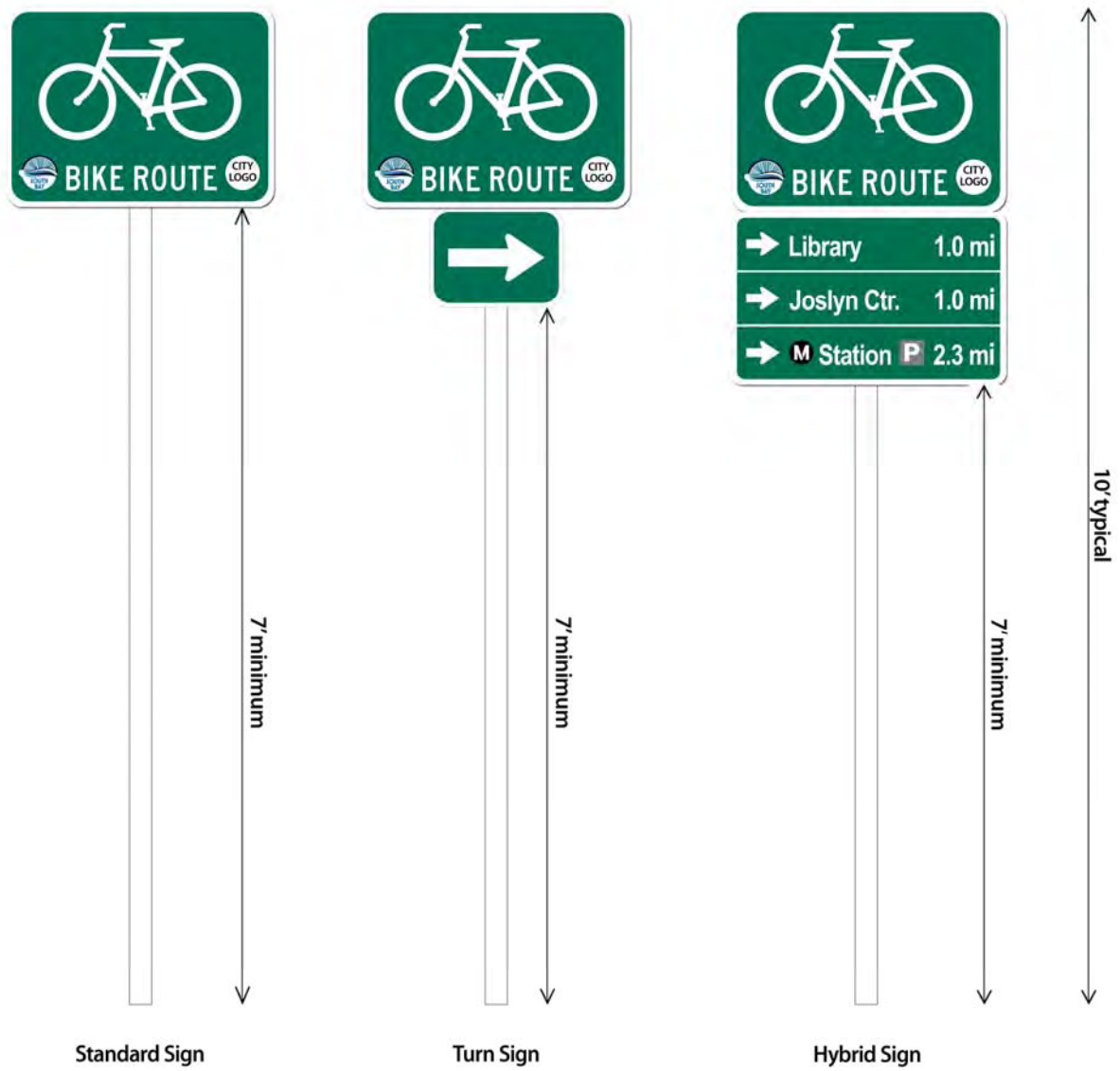

Figure 11-2: South Bay D11-1 Layout Details

Figure 11-3: D1-1b Layout Details

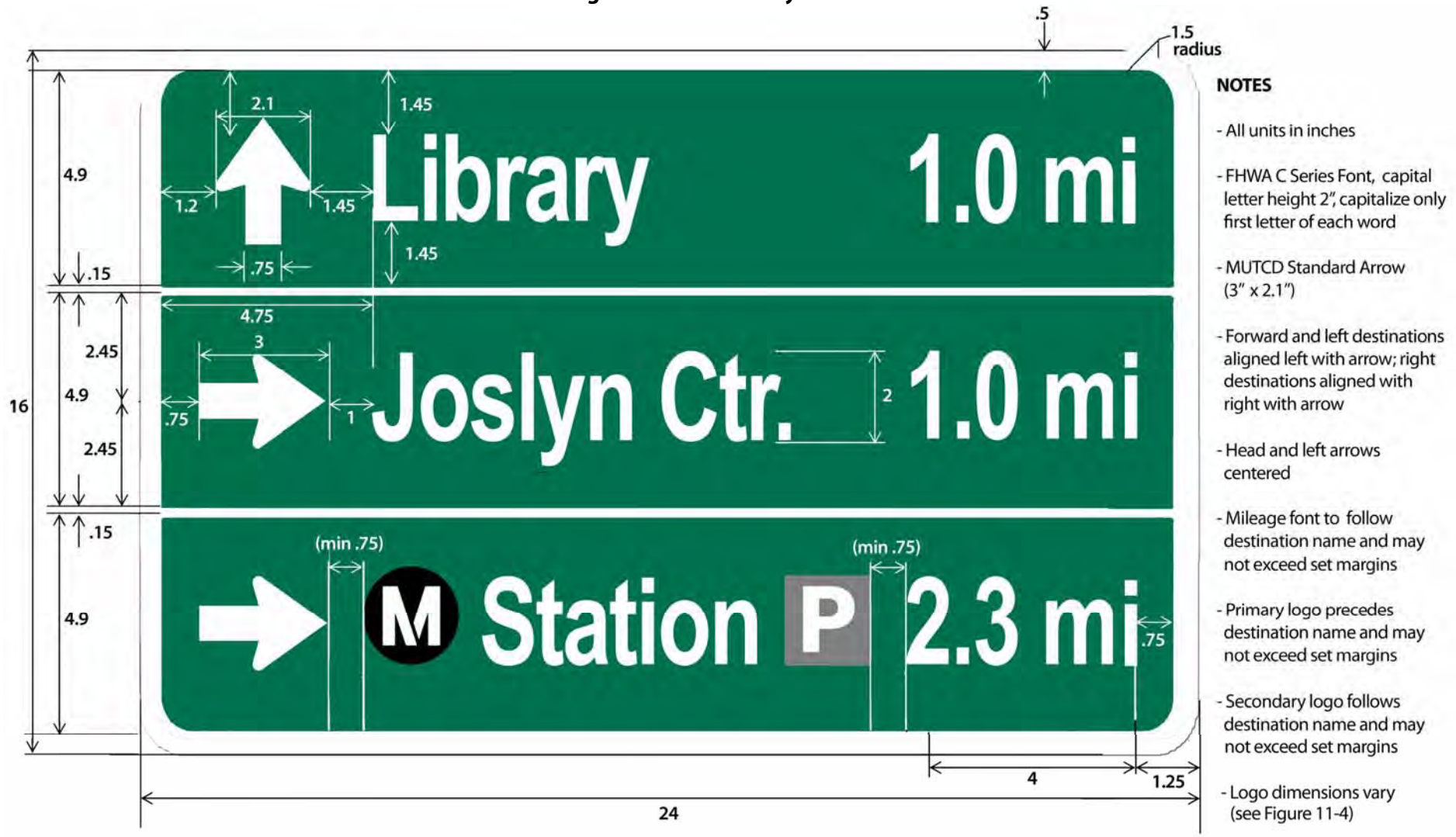

Figure 11-4: South Bay and Participating City Logos used on signs

NOTES

-Used with modified MUTCD D11

- South Bay Logo dimensions (2.25" x 2")

- City logo dimensions (2" x 2")

Figure 11-5: Los Angeles Metro and Bicycle Parking symbols used on signs

NOTES

-Dimensions vary but must not exceed the provided margins

As noted earlier in this chapter, recommended signs deviate slightly from MUTCD standard signs. **Table 11-2** presents differences between the MUTCD and South Bay recommended sign standards.

Table 11-2: Modifications to MUTCD Design Sign Layout Specifications

Modification	Explanation
Developing a Hybrid sign from the standard MUTCD confirmation and decision sign (D1-1b) , which incorporates direction, destination name and distance	Provides bicyclists with maximum wayfinding information for improved usage and support of the overall network
Reduces horizontal perimeter from 1.5" to 0.75"	Increases ability to accommodate lengthy destination names
Incorporating symbols with destination names	Increases ability to accommodate lengthy destination names in addition to improving communication for users
Maintains 24" wide supplemental sign (D1-1b)	Consistency across the network increases user familiarly as well as allows for the addition of destinations as the bikeway network is implemented
Uses FHWA 2000 (Highway Gothic) C series *condensed* font series (rather than D series)	Increases ability to accommodate lengthy destination names; maintains 2" cap height; consistent with the cities of Chicago and Seattle
Inclusion of South Bay and City Logos on D11-1 sign, by reducing cap height of "BIKE ROUTE" to 2" (from 3")	Providing the Logos allows for improved identification and branding of the South Bay bicycle network, as well as the participating cities

11.1.2 Sample Signage

Figure 11-6 through **Figure 11-12** present sample signage for each of the participating South Bay cities. Signs will include the logo of the city it is located in, as well as the South Bay bikeway logo. Since color signs may result in high costs, the logos could also be printed in black and white.

Figure 11-6: Sample Wayfinding sign for El Segundo

Figure 11-7: Sample Wayfinding sign for Gardena

Figure 11-8: Sample Wayfinding sign for Hermosa Beach

Figure 11-9: Sample Wayfinding sign for Lawndale

Figure 11-10: Sample Wayfinding sign for Manhattan Beach

Figure 11-11: Sample Wayfinding sign for Redondo Beach

Figure 11-12: Sample Wayfinding sign for Torrance

11.1.3 Specifications

In order to have consistency in the wayfinding system, it is important to follow a set of specifications for sign placement and installation. **Table 11-3** displays specifications for the recommended South Bay wayfinding signage. Some cities may already have sign placement and installation standards, in which case they could choose to continue using those for guidance.

Table 11-3: Specifications for Implementation of signage

Specifications
• The standard pole for bikeway guide signs is a 2" square perforated unistrut pole • The pole should be placed 18" to 24" in the ground, depending upon the overall weight of the signs and the soil/pavement conditions. • Heavy sign installations may require poles up to 36" into the ground. • Poles of 12' in length are generally adequate to accommodate a D11-1 with a supplementary D1-1b sign. Longer poles are needed if additional signs will share the same pole. • The D11-1 should be installed at 10' in height as measured from the top edge of the sign. This height will allow for the installation of supplementary signs while maintaining a minimum 7' clearance to the bottom edge of the bottom sign. • When a D11-1 is mounted on a pole with an existing parking restriction sign, the D11-1 and any supplementary sign should be located above the parking restriction sign. • Signs shall not be mounted to utility poles or traffic signal mast arms • Existing poles should be used wherever practical.

11.2 Signage Locations

Table 11-4 presents a list of suggested key destinations for each participating South Bay city. The cities may modify this list in the future as needed. **Appendix L** provides maps illustrating the approximate location of key destinations in each city, as well as proposed signage routes based upon estimated frequency of use and proximity to areas of interest.

Table 11-4: Key Destinations by Participating City

Destination
El Segundo
Beach (end of Grand Ave)
Chevron refinery
El Segundo City Hall/Downtown
Josyln Community Center
El Segundo Public Library
The Urho Saari Swim Stadium
Imperial and Main Street
El Segundo and Nash Greenline Metro Station
Mattel Corporation
Mariposa and Nash Greenline Metro Station
Campus El Segundo Athletic Fields
Boeing Corporation
Los Angeles Air Force Base
Aviation/LAX Greenline Metro Station
Plaza El Segundo
Gardena
Crenshaw Greenline Metro Station
Dominguez Channel Bikeway at El Segundo Blvd and Crenshaw Blvd
Dominguez Channel Bikeway at Rosecrans Ave and Crenshaw Blvd
El Camino College
Gardena Civic Center/Nakaoka Community Center
Gardena Mayme Dear Library
Hermosa Beach
Hermosa Beach Pier Plaza
Hermosa Beach City Hall/Upper Pier
Hermosa Beach Library/Upper Pier
Valley Park
Lawndale
Lawndale Civic Center/Library
Jane Adams Park
Rogers-Anderson Park
Proposed Lawndale Metro Station at Rosecrans Ave and Manhattan Beach Blvd
Manhattan Beach
Manhattan Beach Pier/Roundhouse Marine Studies Lab and Aquarium
Live Oak Park and Josyln Community Center
Manhattan Beach City Hall and Library

Manhattan Beach Library
North Manhattan Beach/El Porto
Manhattan Village Mall
Polliwog Park and the Creative Arts Center
AdventurePlex (Marine Ave Park and Marine Ave Sports Complex)
Downtown Manhattan Beach
Metlox
Redondo Beach
Redondo Beach
Riviera Village
Esplanade
Dominguez Park / Dog Park
North Redondo Beach Bikeway at Marine Ave and Redondo Beach Ave
North Redondo Beach Bikeway at Artesia Blvd and Inglewood Ave
North Redondo Beach Bikeway at Lilienthal Ln and 190th street (Lilienthal Park)
Torrance
Torrance Beach
Torrance Airport / Zamperini Field
Madrona Marsh Nature Center
Wilson Park
Downtown Torrance
El Prado Park and Torrance History Museum
Torrance City Hall and Library

11.3 Kiosks

In addition to an effective signage system, the South Bay Signage plan also proposes the installation of informational kiosks to support the proposed bikeway network and signage. Proposed kiosk locations should be located at key destinations and include bicycle facility information for the participating cities and the South Bay region as a whole.

11.3.1 Design Guidelines

Potential locations for kiosks include key destinations in each City are provided in **Appendix L**. **Figure 11-13** and **Figure 11-14** present sample kiosk prototypes as potential designs for the cities' use. These are simply conceptual in design and can be modified to conform with each cities' existing signage plans. **Figure 11-15** displays a potential placement of the sample kiosk.

The design guidelines for kiosks will vary per each city's design preferences and existing standards. However, it is recommended that the participating cities use similar guidelines to create consistency across jurisdictions and brand the South Bay bicycle network. Kiosks should provide the following information:

- A map of key destinations in each city
- A map of the bicycle network in the city
- A map of the entire South Bay Bicycle Network
- The South Bay Bicycle Network Logo

Recommended supplemental resources for the kiosks include:

- Bicycle parking information
- Fold-up bicycle maps of the South Bay Bicycle Network
- Information regarding bicycle related activities in the area
- Bike safety information and other bicycle resources

Figure 11-13: Sample Kiosk Prototype

Figure 11-14: Sample Kiosk Prototype

Figure 11-15: Potential Placement of Sample Kiosk

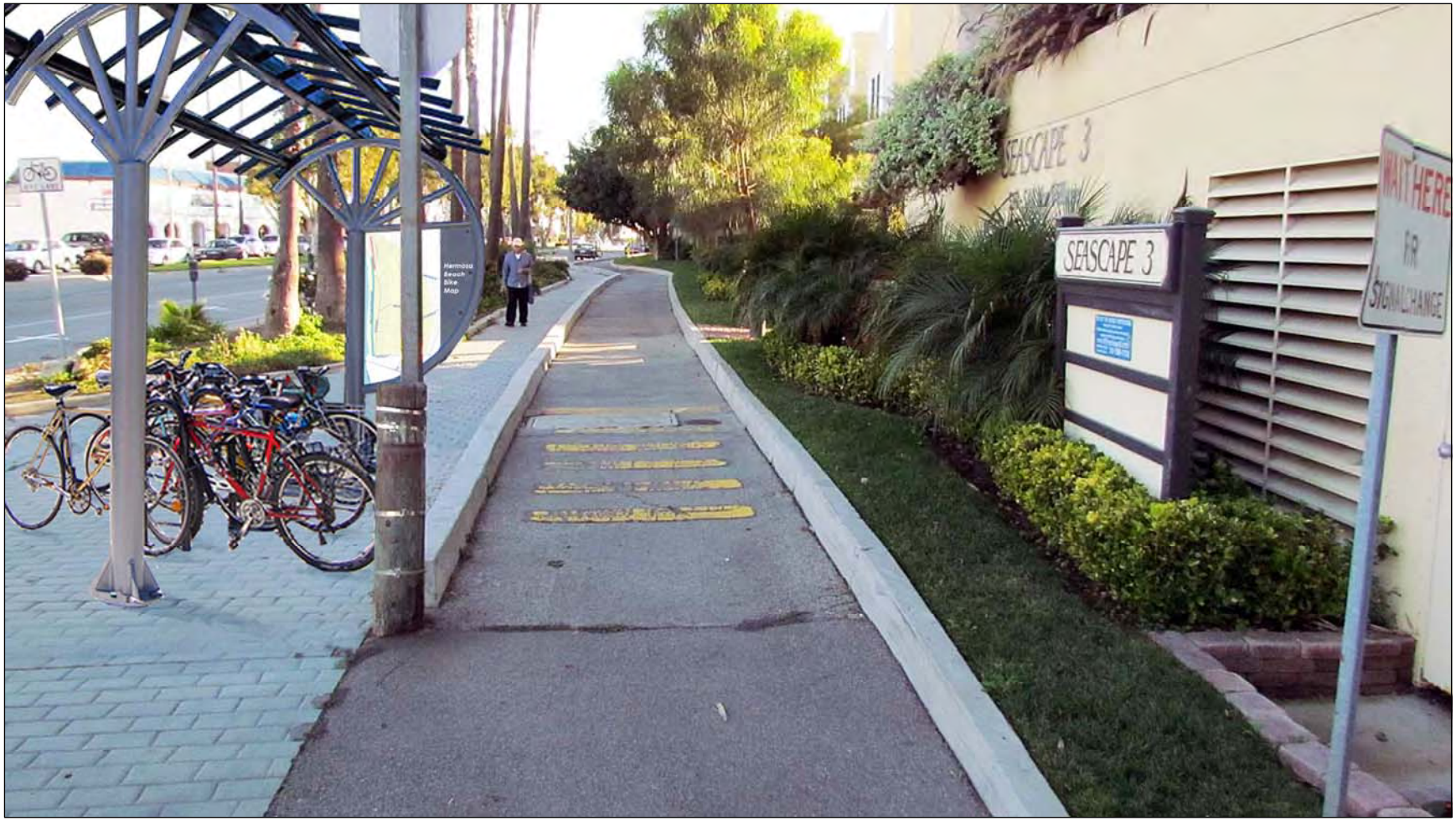

Photo Source: Dan Burden/WALC Institute for Vitality City

11.4 Collaborative Efforts

The South Bay participating cities should consider working with other nearby agencies to provide consistent bicycle wayfinding signage throughout the South Bay and the County of Los Angeles. This will allow bicyclists to easily navigate to and from bikeways in adjacent communities and create an overall seamless network. The South Bay participating cities should coordinate efforts with the following adjacent jurisdictions:

- City of Hawthorne
- City of Inglewood
- City of Lomita
- City of Los Angeles
- City of Palos Verdes Estates
- City of Rolling Hills Estates
- County of Los Angeles

The participating cities should also consider partnering with the following agencies to install wayfinding signage that will help bicyclists navigate to the South Bay bikeways:

- Los Angeles County Metropolitan Transportation Authority (Metro)
- Amtrak
- Metrolink

The participating cities should consider partnering with non-profit organizations, schools, and bicycle advocacy groups like the South Bay and Los Angeles County Bicycle Coalitions in a pursuit for funding opportunities and grants for wayfinding signage. Potential funds would help with capital and maintenance expenses associated with wayfinding signage. Partnerships often strengthen grant applications making them more likely to be selected.