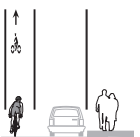
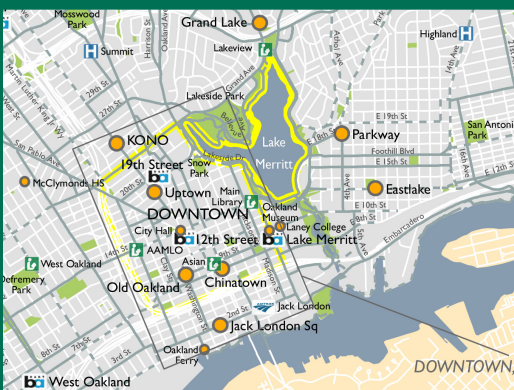
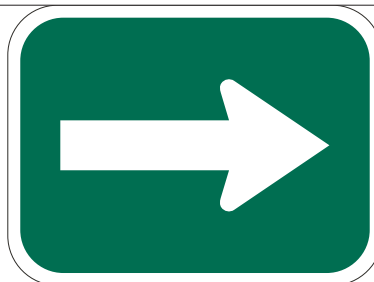


City of Oakland

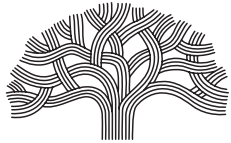
Design Guidelines for Bicycle Wayfinding Signage



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Design Guidelines for Bicycle Wayfinding Signage

Introduction

Oakland's bicycle wayfinding signage provides destination, direction, and distance information on designated bikeways. **Figure 1** provides a full list of supported destinations with guidance on how distances are measured. **Figure 2** is a map of these destinations showing their distribution throughout the city. The destinations are organized into two categories. Primary destinations include districts (including downtown), primary transit stations, and landmarks. They are typically signed at distances less than four miles. Secondary destinations include parks, libraries, colleges, high schools, hospitals secondary transit stations, civic destinations, and adjoining jurisdictions. They are generally signed at distances less than two miles. Overall, the system supports 123 specific destinations.

This system was first introduced in July 2009, revised in July 2011, and is now in its third edition (September 2017).

Standard Signs for Bicycle Wayfinding

The overall approach follows the look and feel of standard highway guide signs while the detailed design is tailored for bicyclists. The guidelines use the following standard signs included in the Manual on Uniform Traffic Control Devices (MUTCD) and the California MUTCD:

- D11-1: Bicycle Route Guide Sign
- D1-1b: Destination Supplemental Sign
- M7-1 to M7-7: Direction Arrow Supplemental Sign

By using standard signage, the City of Oakland builds upon readily recognizable imagery and facilitates consistency with other agencies. However, the guidelines include specific modifications and additions to the standards to provide most robust direction than currently provided by state and national standards.

Sign Assembly Types

The wayfinding system is designed to: (a) provide clear and concise directions, with only the immediately relevant information on each individual sign; (b) be legible to moving bicyclists by using 2" letter height; and (c) minimize signs being hit by trucks by using 24" wide blades. To achieve these goals, no single sign includes destinations, directional arrows, and mileage. Where the route turns in one direction only, an arrow – and no destination information – is provided.



The following three sign types (**Figure 3**) are used:

Confirmation signs confirm that a cyclist is on a designated bikeway. Each confirmation sign includes a Bicycle Route Guide Sign (D11-1) and a Destination Supplemental Sign (D1-1b). Confirmation signs are located mid-block or on the far-side of intersections. Confirmation signs include destinations and their associated distances, but not directional arrows.

Decision signs mark the junction of two or more bikeways. Decision signs are comprised of a Bicycle Route Guide Sign (D11-1) and a Destination Supplemental Sign (D1-1b). Decision signs are located on the near-side of intersections. They include destinations and their associated directional arrows, but not distances.

Turn signs indicate that a bikeway turns from one street onto another street without intersecting another bikeway. (This is in contrast to decision signs which are used at the intersection of two or more bikeways.) Each turn sign includes a Bicycle Route Guide Sign (D11-1) and the appropriate Direction Arrow Supplemental Sign (M7-1 to M7-7).

Sign Placement Principles

The following principles inform the placement of individual signs:

1. A confirmation sign will be located at the beginning of each bikeway.
2. When a bikeway turns, a turn sign will be located in advance of the turn (e.g., near-side of the intersection).
3. When bikeways intersect, a decision sign will be located on the near-side of each intersection approach.
4. To allow adequate notification of left turns, the decision or turn sign should be placed a distance before the intersection based on the total number of lanes the bicyclist must merge across in order to make a left turn, as summarized in the following table:

MERGE TYPE (# OF LANES)	DESCRIPTION	DISTANCE BEFORE INTERSECTION
Zero	single travel lane in each direction	25' preferred (15' to 50' recommended)
One	single travel lane and bike lane in each direction; two lanes in each direction; single travel lane in each direction plus center/left turn lane or pockets; one-way street with two lanes	100' preferred (75' to 150' recommended)
Two	one travel lane and bike lane in each direction with center/left turn lane or pockets; two travel lanes and bike lane in each direction; three lanes in each direction; two travel lanes in each direction plus center/left turn lane or pockets; one-way street with three lanes	200' preferred (175' to 300' recommended)
Three or more	two travel lanes and bike lane in each direction plus center/left turn lane or pockets; one-way street with four lanes	

The decision or turn sign should always be located on the block immediately preceding the junction or turn, and at least 25' past the preceding intersection. In locations with short blocks, decision and turn signs will need to be placed closer to the junction that specified in the table. In each instance, turn and decision signs should be located based on local circumstances and good judgment.

5. Confirmation signs will be located at intervals of one-half mile to one mile, based on the density of streets and intersecting bikeways (e.g., downtown versus the Oakland Hills). At locations with complicated turns or decisions, locate a confirmation sign on the far-side of the intersection, within sight distance of the intersection, but at least 25' past the intersection.
6. Install new poles where they are less likely to be hit by motor vehicles (especially trucks), e.g. at corners, in yellow zones, or within 4' of driveways.
7. Avoid placing new poles:
 - directly adjacent to in-pavement utilities;
 - that risk conflicting with underground utilities; this can sometimes be determined if pipes are mounted on the side of a building
 - directly outside residential windows (to avoid obstructing views);
 - in cracked concrete; and
 - near trees or shrubs that are likely to obscure the sign.



Sign Frequency

On average, there will be four to five bikeway guide signs for each directional mile of bikeway. In other words, one mile of typical bikeway will include four to five bikeway guide signs in each direction. The proposed bikeway network includes bikeways spaced at intervals of one-half mile. On average, each directional mile of bikeway will include two decision signs. Confirmation signs at one-half mile to one mile intervals add an additional one to two signs per directional mile of bikeway. A typical bikeway will thus include three to four guide signs per directional mile, plus any turn signs that are needed based on the particular route. Assuming an average of four to five bikeway guide signs per directional mile (eight to ten signs per centerline mile), build-out of the proposed 250-mile bikeway network will include approximately 2,000 to 2,500 bikeway guide signs.

Sign Layout Principles

The following principles determine the layout of individual signs. See **Figures 4-7** for sign layout details. Turn signs follow the details and dimensions specified in the MUTCD. **Figure 8** shows the layout for all supported destination names.

1. The Bicycle Route Guide Sign (D11-1) is 24" wide and 18" tall.

2. The Destination Supplemental Signs (D1-1b) are 24” wide with the height determined by the number of destinations.
3. No more than three destinations are included on any single sign pole.
4. Destinations shall use Title Case.
5. The Destination Supplemental Signs (D1-1b) shall use the FHWA 2000 C series font with 2” cap height.
6. For long destination names that do not fit on one line, these approaches are used in the following order of preference:
 - a. For destination names slightly longer than one line, compress the font horizontally to no less than 87% of its standard size.
 - b. Use intuitive abbreviations in the destination name.
 - c. Use a two-line entry for the destination name.
7. On decision signs, the straight destination shall be listed on top, the left destination in the middle, and the right destination on the bottom.
8. On decision signs, the straight arrow shall be placed to the left of a destination, the left arrow to the left of a destination, and the right arrow to the right of a destination.
9. On decision signs, straight destinations shall be left-justified, left destinations shall be left-justified, and right destinations shall be right-justified. The straight arrow shall be centered over the left arrow.
10. On confirmation signs, the closest destination shall be listed on top and the furthest destination shall be listed on the bottom.
11. Left, right, and compound turn arrows generally provide the clearest direction. Avoid the use of diagonal arrows on turn signs and decision signs wherever possible.
12. Do not use periods in the abbreviation of destination names (e.g. “Piedmont Ave” and “Jack London Sq”).
13. Common symbols are used to convey destination information in a space-efficient manner. The symbols shown below are used for “BART”, “hospital”, “Bay Trail”, “library,” “East Bay Regional Park”, and “Amtrak”. The symbol shall precede the destination name (e.g. “ MacArthur” and “ Kaiser”).

Logos/Symbols Used on Decision & Confirmation Signs



Differences From the MUTCD Sign Layout Specifications

These guidelines deviate from the MUTCD in the following ways:

Difference	Rationale
Reduces horizontal buffer between edge of green and sign content from 1.5" to 0.75"	Greater ability to accommodate longer destination names
Incorporates symbols with destination names	Above plus improved communication
Maintains 24" wide supplemental sign (D1-1b)	Aesthetic and consistent width; less susceptible to damage
Includes horizontal rules to separate multiple destinations	Aesthetic and space-efficient
Uses FHWA 2000 (Highway Gothic) C series font series (rather than D series)	Greater ability to accommodate longer destination names; maintains 2" cap height
Inclusion of City tree logo on D11-1 sign, by reducing cap height of "BIKE ROUTE" to 2.75" (from 3") and 97% width compression	Provides local flavor and sense of place

Sign Messaging Principles

The following principles inform the messaging of individual decision and confirmation signs. They provide a framework for selecting which of the 123 supported destinations are best included on any individual sign. For readability, any individual sign will include a maximum of three destinations. Good message selection provides wayfinding that—from the user's perspective—is accurate, consistent, understandable, and ultimately useful.

1. Determine the supported destinations for a specific project by identifying the destinations that are located on the bikeway, off-route destinations that are within a few blocks of the corridor, and destinations served by intersecting bikeways.

2. As identified in **Figure 1**, primary destinations are typically signed at distances of up to four miles while secondary destinations are typically signed at distances up to two miles.
3. If a bikeway ends in a location where there is no obvious destination, use the closest destination on an intersecting bikeway. If there is no intuitive destination, the name of the intersecting street where the bikeway ends may be used as the destination.
4. For decision signs, destinations listed on prior confirmation signs are assumed to be straight ahead unless otherwise noted. If this is not the case, multiple turn lines for a single direction may be included on the decision sign so long as there are no more than three destinations on the sign. If this cannot be accommodated, delete the unsupportable destinations from the upstream signs.
5. Where there are multiple destinations along a long route, destinations on confirmation signs may be alternated, with the assumption that upstream destinations are straight ahead until the destination is passed, or a decision sign indicates otherwise.
6. Some supported destinations are located within a few blocks of a designated bikeway, but not directly served by a designated bikeway. In such instances, support the off-route destination with a decision sign on the designated bikeway if the off-route destination is along a straight path of travel and within three blocks of the designated bikeway. Note that the most intuitive connection to the off-route destination may be different for each approach direction on the designated bikeway.
7. For BART station destinations, only include the BART station that is closest to the sign location in question. For example, don't include Fruitvale BART on a particular sign if the location of that sign is closer to Lake Merritt BART. In downtown, it is acceptable to include both 12th Street BART and 19th Street BART on the same confirmation sign.

Installation Specifications

Poles

Existing poles should be used wherever practical. Signs may be placed on electroliers and luminaires except on those where regulatory signs are already mounted. (It is acceptable to add guide signs to poles that have parking restriction signs.) Signs shall not be mounted to utility poles or traffic signal mast arms.

Where new poles are needed, the standard pole for bikeway guide signs is a 2"

square perforated galvanized steel pole. Poles of 14' in length are generally adequate to accommodate typical installations. The pole should be placed 24" to 30" in the ground, depending upon the overall weight of the signs and the sidewalk or soil conditions. See Appendix B, City Standard Sign Post Detail (page 41).

As shown in **Figure 11**, the D11-1 should be installed at 11.5' in height as measured from the top edge of the sign. This height will allow for the installation of D1-1b or M7 supplementary signs plus an additional sign of up to 18" in height (e.g., no parking, street sweeping) on a single pole. This configuration maintains a minimum 7' clearance to the bottom edge of the bottom sign while locating the bottom edge of the bottom wayfinding sign at a minimum height of 8.5' to reduce the sign's exposure to graffiti. When mounted on a pole with an existing parking restriction sign, the D11-1 assembly should be located above the parking restriction sign.

Blades

Oakland uses the following specifications/product types to produce signs:

- Material: 0.080 inch aluminum
- Reflective sheeting and film, matching the 3M™ Diamond Grade Cubed (DG3) matched component system.
- UV coating / graffiti coating

The first signs in the system were installed in December 2008 and, overall, they are holding up well to sunlight and weather. Four of the six logos used on the D1-1b sign blades will fade if either UV coating is not applied and/or the signs are frequently cleaned of graffiti and stickers. To forestall premature fading, blades should be fabricated using manufacturer's recommendations. Fabrication options are listed in Appendix B.

Coordination With Other Agencies

Other agencies have expressed interest in providing bicycle wayfinding signage in Oakland. The San Francisco Bay Trail Project and the Bay Conservation and Development Commission typically include guide signage for bicyclists and pedestrians, directing people to public shorelines and along the Bay Trail. Bay Trail project staff have also expressed interest in additional guide signs that would support long distance bicycling along the Bay Trail. BART is seeking to improve bicycle wayfinding in its station areas. Furthermore, the Alameda County Transportation Commission has expressed interest in a coordinated signage system for countywide bikeways. In some instances, all of these wayfinding efforts could overlap in the same location: a local bikeway that is also a countywide bikeway that is part of the Bay Trail and near a BART station (e.g., Mandela Parkway near West Oakland BART).

These and other overlapping bicyclist wayfinding systems shall be supplemental to Oakland’s base system, limiting sign clutter and providing clear information to the intended users. Any additions should provide consistent content in an integrated format based on the Bicycle Route Guide Sign (D11-1) and the Destination Supplemental Sign (D1-1b). As described in these guidelines, the inclusion of the BART logo in destination names is one example of this integration. Oakland bicycle wayfinding signs will not substitute for or preclude the installation of pedestrian wayfinding signage. On-street segments of the Bay Trail will be signed according to these guidelines, while the off-street Bay Trail (mixed use paths) will be evaluated as a special case.

Detours

The City of Oakland provides bicycle-specific detours for temporary roadway closures when the preferred route for bicyclists differs from the detour provided for motor vehicles. For example, the preferred routing for motor vehicles may use roadways that are poorly suited for bicyclists. In some instances, a preferred detour for bicyclists may not allow access for motor vehicles—like a bicycle path, or a road closure that prohibits motor vehicle access but maintains bicycle access. The City also provides bicycle-specific detours for the temporary closure of bicycle paths.

To meet this need for bicycle-specific detours, the City has developed detour signage that builds upon the design guidelines for bicycle wayfinding signage. As illustrated in **Figure 12**, the system uses modifications to the standard bicycle guide signs (D11-1, D1-1b, M7 series) plus the Bicycle Route Name Marker (S17-CA) and other standard detour signs (M4 series). This combination provides detailed information in a readable and space-efficient format that is superior to the standard Bicycle Pedestrian Detour signs (M4-9 series).

All signs have a black legend and border on an orange background and use FHWA Series C Typeface. On the D11-1, the words “Bike Route” are replaced with “Detour.” The S17-CA is supplemental to the D11-1 and provides the name of the detour, typically the roadway or path that is closed. The modified M4 series signs (begin/end) are also supplemental to the D11-1 to indicate the beginning and end of the detour. The M7 series arrows are supplemental to the D11-1 and indicate turns along the detour. In contrast to Oakland’s standard bicycle wayfinding signs, the “straight ahead” arrow (M7-2) may be used, for example, when a motor vehicle detour turns but bicyclists specifically should be directed to proceed straight. Lastly, the D1-1b may be used instead of an M7 series arrow to provide an arrow, a destination, and potentially a cardinal direction. This additional information is important for turns that may be counterintuitive on detours that require out-of-direction travel. See **Figure 13** for examples of how blades may be messaged and combined to create sign assemblies.

Figure 1: Supported Destinations

Primary Destinations: distances up to four miles

43 total destinations (28 districts, 11 Primary Transit Stations, and 4 Landmarks)

Destination	Sign Content	Distance Measured From
Districts		
23rd Ave	23rd Ave	23rd Ave and International Blvd
Allendale	Allendale	38th Ave and Penniman Ave
Chinatown	Chinatown	8th St and Webster St
Dimond	Dimond	MacArthur Blvd and Fruitvale Ave
Downtown	Downtown	Grand Ave, I-980, I-880, Oak/Lakeside/ Harrison St
Eastlake	Eastlake	E 12th St and 7th Ave
Eastmont	Eastmont	closest edge
Elmhurst	Elmhurst	94th Ave and Plymouth St
Embarcadero Cove	Embarcadero Cove	Embarcadero and Livingston St
Fairfax	Fairfax	Bancroft Ave and Fairfax Ave
Glenview	Glenview	Park Blvd and Wellington St
Grand Lake	Grand Lake	Lake Park Ave and Walker Ave
Jack London Square	Jack London Sq	Broadway and 2nd St
Koreatown Northgate	KONO	Telegraph Ave and 24th St (eastern leg)
Laurel	Laurel	MacArthur Blvd and 38th Ave
Lorin	Lorin	Alcatraz Ave and Adeline St
Millsmont	Millsmont	MacArthur Blvd and Seminary Ave
Montclair	Montclair	Mountain Blvd and La Salle Ave
Oakmore	Oakmore	Leimert Blvd and Oakmore Ave
Old Oakland	Old Oakland	9th St and Washington St
Park Street Business District (Alameda)	Park Street	Park St and Lincoln Ave
Parkway	Parkway	E 18th St and Park Blvd
Piedmont Ave	Piedmont Ave	Piedmont Ave and 41st St
Rockridge	Rockridge	College Ave and Shafter Ave
Sobrante Park	Sobrante Park	105th Ave and Edes Ave
Temescal	Temescal	Telegraph Ave and 49th St
Uptown	Uptown	Telegraph Ave and 19th St (eastern leg)
Woodminster	Woodminster	Mountain Blvd and Woodminster Ln
Primary Transit Stations		
12th St BART	 12th Street	12th St and Broadway
19th St BART	 19th Street	19th St and Broadway
Ashby BART	 Ashby	Adeline St and Woolsey St
Coliseum BART	 Coliseum	San Leandro St and 73rd Ave
Eastmont Transit Center	Eastmont Transit Center	73rd Ave and Foothill Blvd
Fruitvale BART	 Fruitvale	E 12th St and 34th Ave
Lake Merritt BART	 Lake Merritt	Oak St and 9th St
MacArthur BART	 MacArthur	40th St and Frontage Rd
Rockridge BART	 Rockridge	College Ave and Shafter Ave
San Leandro BART	 San Leandro	San Leandro Blvd and Davis St
West Oakland BART	 West Oakland	7th St and Center St
Landmarks		
Lake Merritt	Lake Merritt	closest edge
San Francisco Bay Trail	 Bay Trail	nearest intersection
SF-Oakland Bay Bridge	Bay Bridge	bridge touchdown in Oakland
Oakland International Airport	Oakland Airport	John Glenn Dr at Terminal One

Figure 1: Supported Destinations (cont.)

Secondary Destinations: distances up to two miles

80 total destinations (28 parks, 18 libraries, 7 colleges, 8 high schools, 5 hospitals, 4 secondary transit stations, 4 civic destinations, and 6 neighboring jurisdictions)
































Destination	Sign Content	Distance Measured From
Parks		
Arroyo Viejo Park	Arroyo Viejo Park	closest edge of park
Brookfield Park	Brookfield Park	closest edge of park
Bushrod Park	Bushrod Park	closest edge of park
César Chávez Park	Chávez Park	closest edge of park
Chabot Regional Park	 Chabot	closest staging area with restrooms and water
Defremery Park	Defremery Park	closest edge of park
Dimond Park	Dimond Park	Fruitvale Ave and Lyman Rd
Greenman Field	Greenman Field	66th Ave and Lucille St
Joaquin Miller Park	Joaquin Miller Pk	closest edge of park
Lake Temescal	 Lake Temescal	closest edge of park
Lakeside Park	Lakeside Park	closest edge of park
Leona Heights Park	Leona Heights Park	Mountain Blvd at Leona Lodge
Martin Luther King Jr Regional Shoreline	 Martin Luther King Jr Shoreline	closest edge of park
Middle Harbor Shoreline Park	 Middle Harbor	7th St and Middle Harbor Rd
Morcom Rose Garden	Rose Garden	closest edge of park
Mosswood Park	Mosswood Park	closest edge of park
North Oakland Sports Center	North Oakland Sports Center	Broadway and Kay Overcrossing
Oyster Bay Regional Shoreline	 Oyster Bay	closest edge of park
Raimondi Park	Raimondi Park	closest edge of park
Redwood Regional Park	 Redwood	closest staging area with restrooms and water
Roberts Recreation Area	 Roberts	closest staging area with restrooms and water
San Antonio Park	San Antonio Park	closest edge of park
Sibley Regional Preserve	 Sibley	closest staging area with restrooms and water
Snow Park	Snow Park	closest edge of park
Tassafaronga Park	Tassafaronga Park	85th Ave and E St
Tilden Park	 Tilden	Grizzly Peak Blvd and Lomas Contadas
Union Point Park	Union Point Park	closest edge of park
Verdesse Carter Park	Verdesse Carter Pk	closest edge of park
Libraries		
81st Avenue Branch Library	 81st Ave	81st Ave and Rudsdale St
African American Museum & Branch Library of Oakland	 AAMLO	14th St and Martin Luther King Jr Wy
Asian Branch Library	 Asian 圖書館	9th St, between Franklin and Webster Sts
Brookfield Branch Library	 Brookfield	Edes Ave and Jones St
César E Chávez Branch Library	 Chávez	E 12th St and 33rd Ave
Dimond Branch Library	 Dimond	Fruitvale Ave, north of MacArthur Blvd
Eastmont Branch Library	 Eastmont	73rd Ave across from Garfield Ave
Elmhurst Branch Library	 Elmhurst	88th Ave and International Blvd
Golden Gate Branch Library	 Golden Gate	San Pablo Ave and 56th St
Lakeview Branch Library	 Lakeview	Grand Ave and El Embarcadero
Main Library	 Main Library	14th St, between Oak and Madison Sts
Martin Luther King Jr Branch Library	 Martin Luther King Jr	International Blvd and 69th Ave
Melrose Branch Library	 Melrose	Foothill Blvd and 48th Ave
Montclair Branch Library	 Montclair	Mountain Blvd, east of Thornhill Dr
Piedmont Avenue Branch Library	 Piedmont Av	Echo Ave west of Glen Ave
Rockridge Branch Library	 Rockridge	College Ave and Manila Ave
Temescal Branch Library	 Temescal	Telegraph Ave and 52nd St

Figure 1: Supported Destinations (cont.)

Destination	Sign Content	Distance Measured From
Libraries (cont.)		
West Oakland Branch Library	 West Oakland	Adeline St and 18th St
Colleges		
California College of the Arts	California College of the Arts	Broadway and College Ave
College of Alameda	College of Alameda	Webster St and Atlantic Ave
Holy Names University	Holy Names Univ	Mountain Blvd at entrance
Laney College	Laney College	10th St and Fallon St
Merritt College	Merritt College	Campus Dr at entrance
Mills College	Mills College	MacArthur Blvd at Richards Rd
Patten University	Patten University	Coolidge Ave and Galindo St
UC Berkeley	UC Berkeley	closest edge of campus
High Schools		
Castlemont High School	Castlemont HS	MacArthur Blvd at school
Emery High School	Emery HS	53rd St and San Pablo Ave
Fremont High School	Fremont HS	Foothill Blvd and 45th Ave
McClymonds High School	McClymonds HS	Myrtle St and 26th St
Oakland High School	Oakland HS	MacArthur Blvd and Park Blvd
Oakland International High School	Oakland Int'l HS	Webster St and 48th St
Oakland Technical High School	Oakland Tech HS	Broadway at school
Skyline High School	Skyline HS	Skyline Blvd and Balmoral Dr
Hospitals		
Alta Bates Hospital	 Alta Bates	Colby St and Webster St
Children's Hospital	 Children's	MLK Jr Wy and 52nd St
Highland Hospital	 Highland	14th Ave and Vallecito Pl
Kaiser Hospital	 Kaiser	Broadway and MacArthur Blvd
Summit Medical Center	 Summit	Webster St and Hawthorne Ave
Secondary Transit Stations		
Alameda/Oakland Ferry	Oakland Ferry	Clay St and Water St
Coliseum Amtrak	 Coliseum	73rd Ave and San Leandro St
Emeryville Amtrak	 Emeryville	Horton St and 59th St
Jack London Amtrak	 Jack London	2nd St and Alice St
Civic Destinations		
Oakland City Hall	City Hall	14th St at Frank Ogawa Plaza
Oakland-Alameda Co Coliseum	Coliseum	closest edge
Oakland Museum of CA	Oakland Museum	10th St and Oak St
Oakland Zoo	Oakland Zoo	zoo entrance
Adjoining Jurisdictions		
Alameda	Alameda	city line
Berkeley	Berkeley	city line
Emeryville	Emeryville	city line
Moraga	Moraga	city line
Piedmont	Piedmont	city line
San Leandro	San Leandro	city line

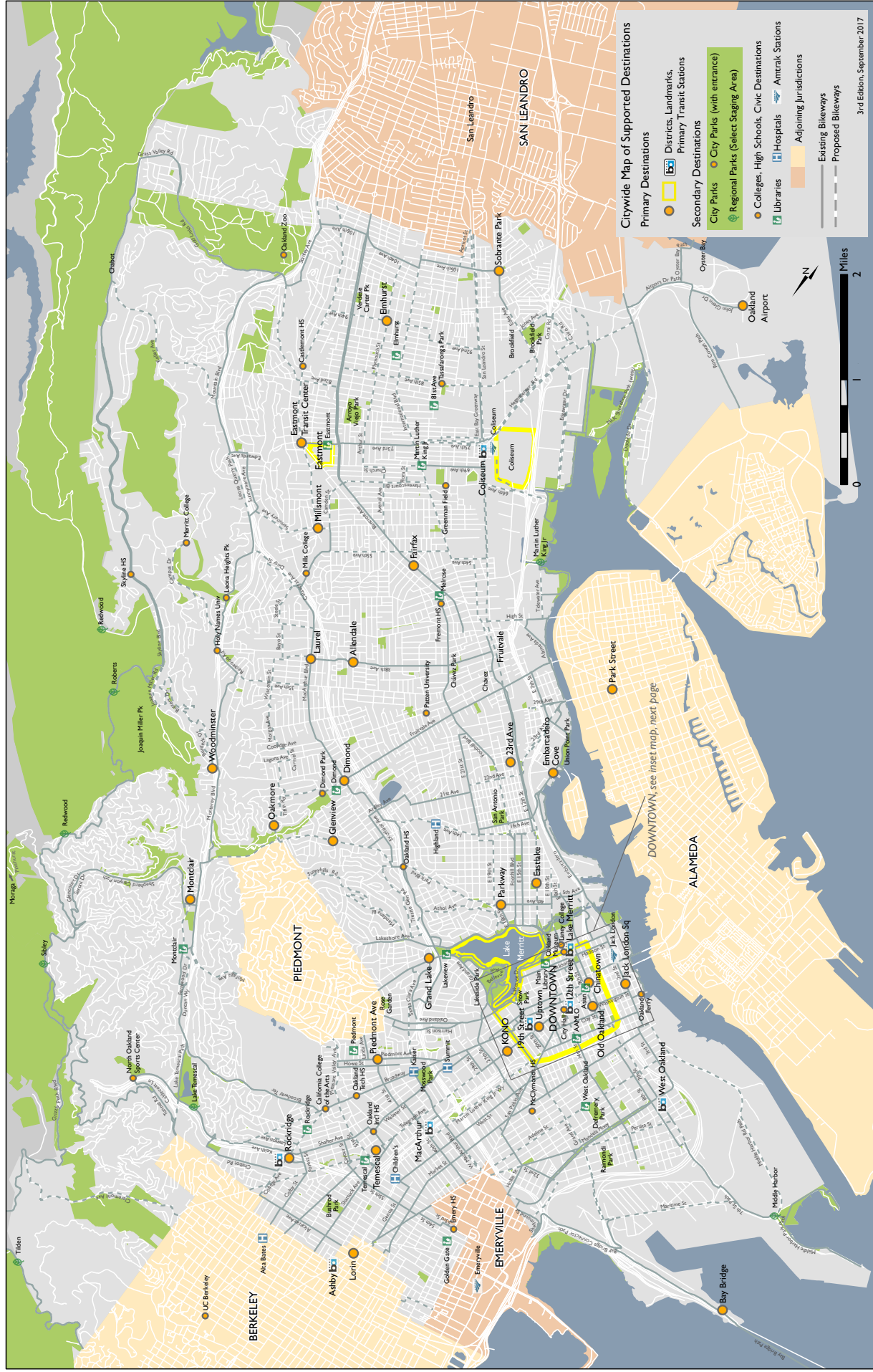


Streets as Destinations

The following 27 streets may be used as destinations where there are no applicable primary and secondary destinations. In specific locations, additional street names may be needed. The street names listed below fit on a single line of a 24” sign blade.

- | | | |
|-----------------|----------------------|------------------|
| • 5th Ave | • Grass Valley Rd | • Pinehurst Rd |
| • Alcatraz Ave | • Grizzly Peak Blvd | • Redwood Rd |
| • Bancroft Ave | • Hegenberger Rd | • San Leandro St |
| • Broadway | • International Blvd | • San Pablo Ave |
| • Centennial Dr | • Joaquin Miller Rd | • Seminary Ave |
| • Claremont Ave | • Keller Ave | • Skyline Blvd |
| • College Ave | • MacArthur Blvd | • Telegraph Ave |
| • Fruitvale Ave | • Market St | • Tunnel Rd |
| • Grand Ave | • Mountain Blvd | • W Grand Ave |

Figure 2a: Citywide Map of Supported Destinations



For an 11" x 17" map, go to <http://www2.oaklandnet.com/n/oak026757>.



Figure 2b: Map of Supported Destinations—Downtown



Figure 3: Sign Assembly Types

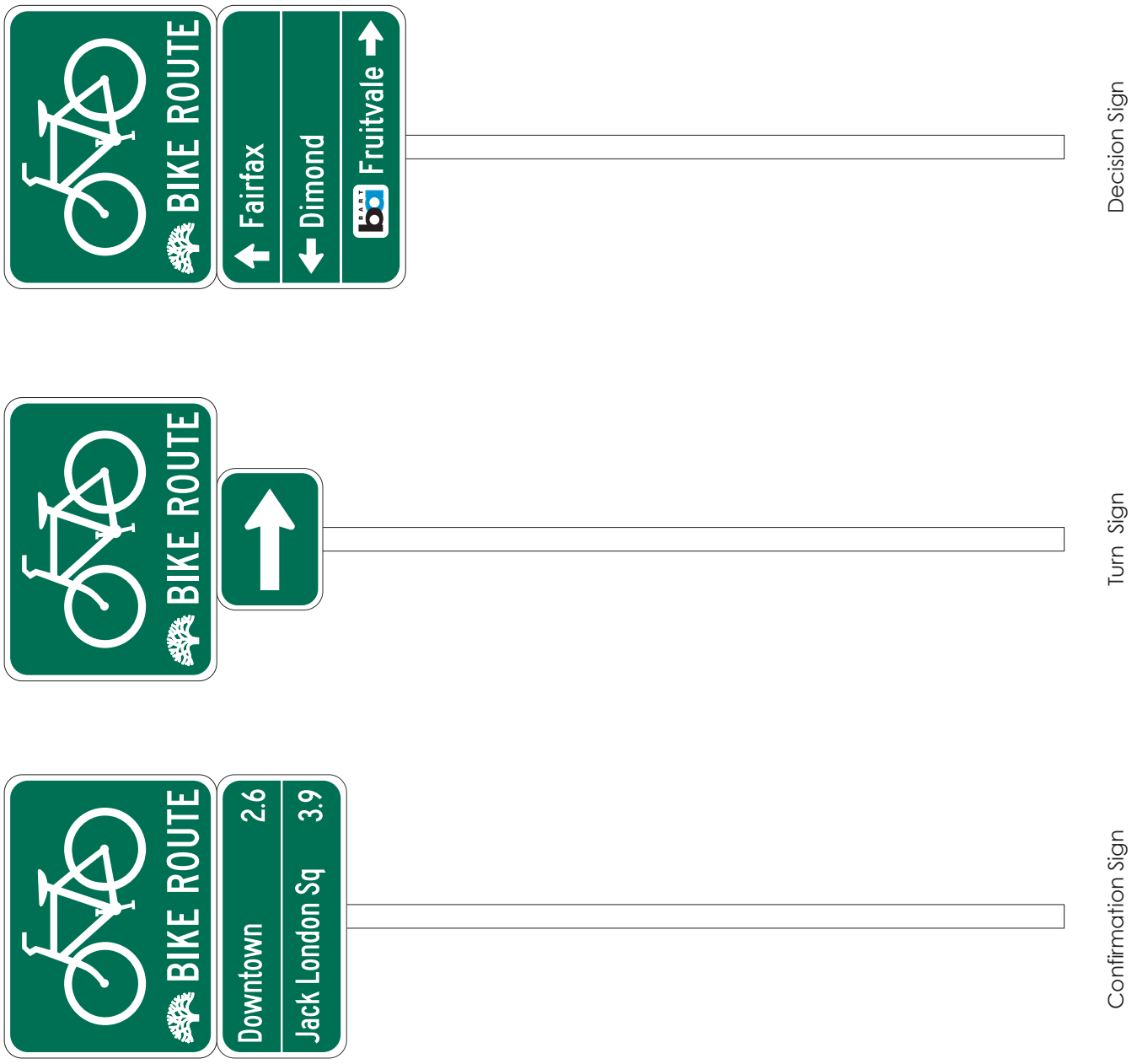


Figure 4: Oakland D111-1 Layout Details



Figure 5: D1-1b Layout Details for Confirmation Signs
 Confirmation sign, 3-line version
 Layout details using sample destinations and Bay Trail logo

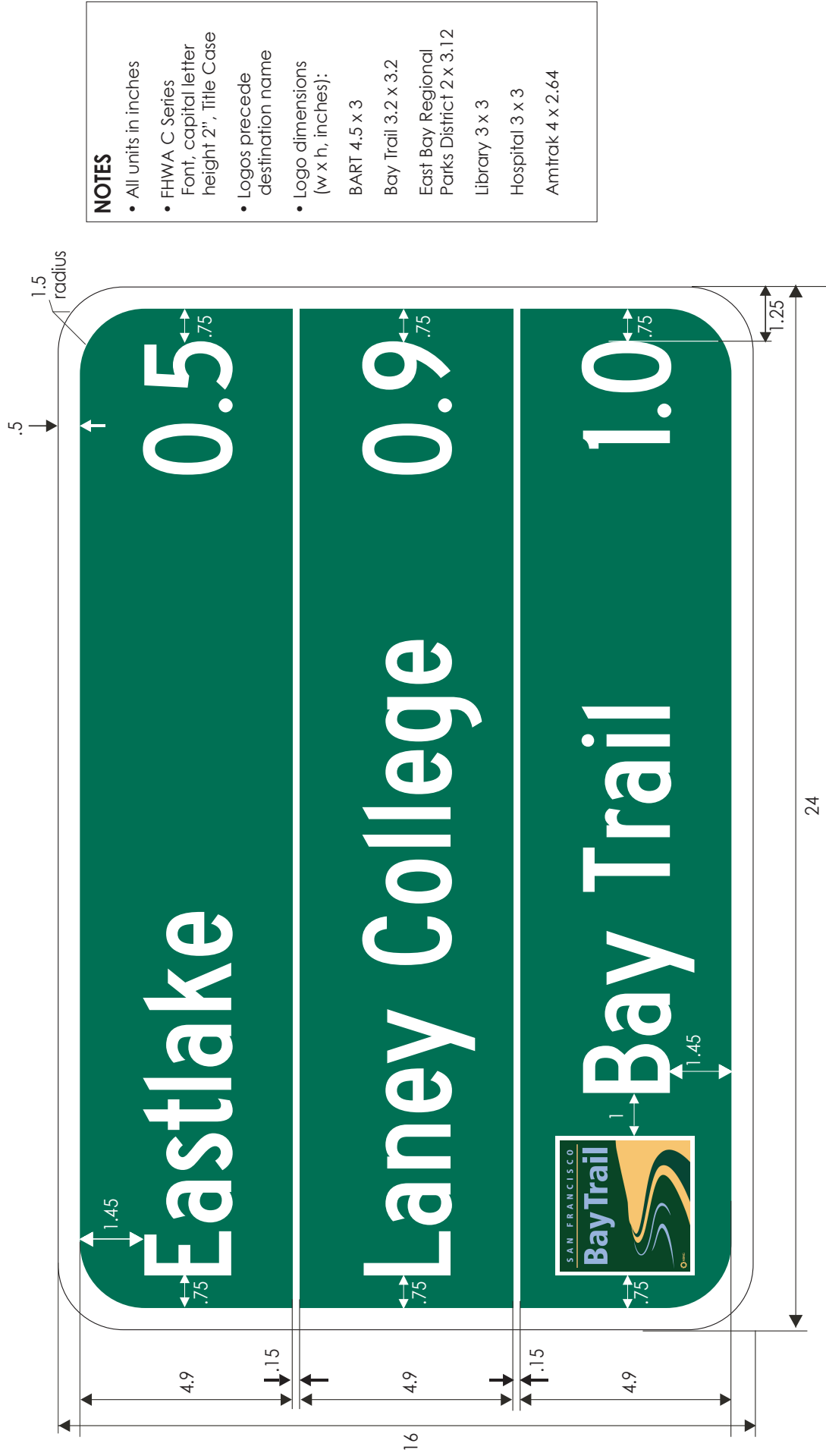


Figure 6: D1-1b Layout Details for Decision Signs
 Decision sign, 3-line version
 Layout details using sample destinations and BART logo

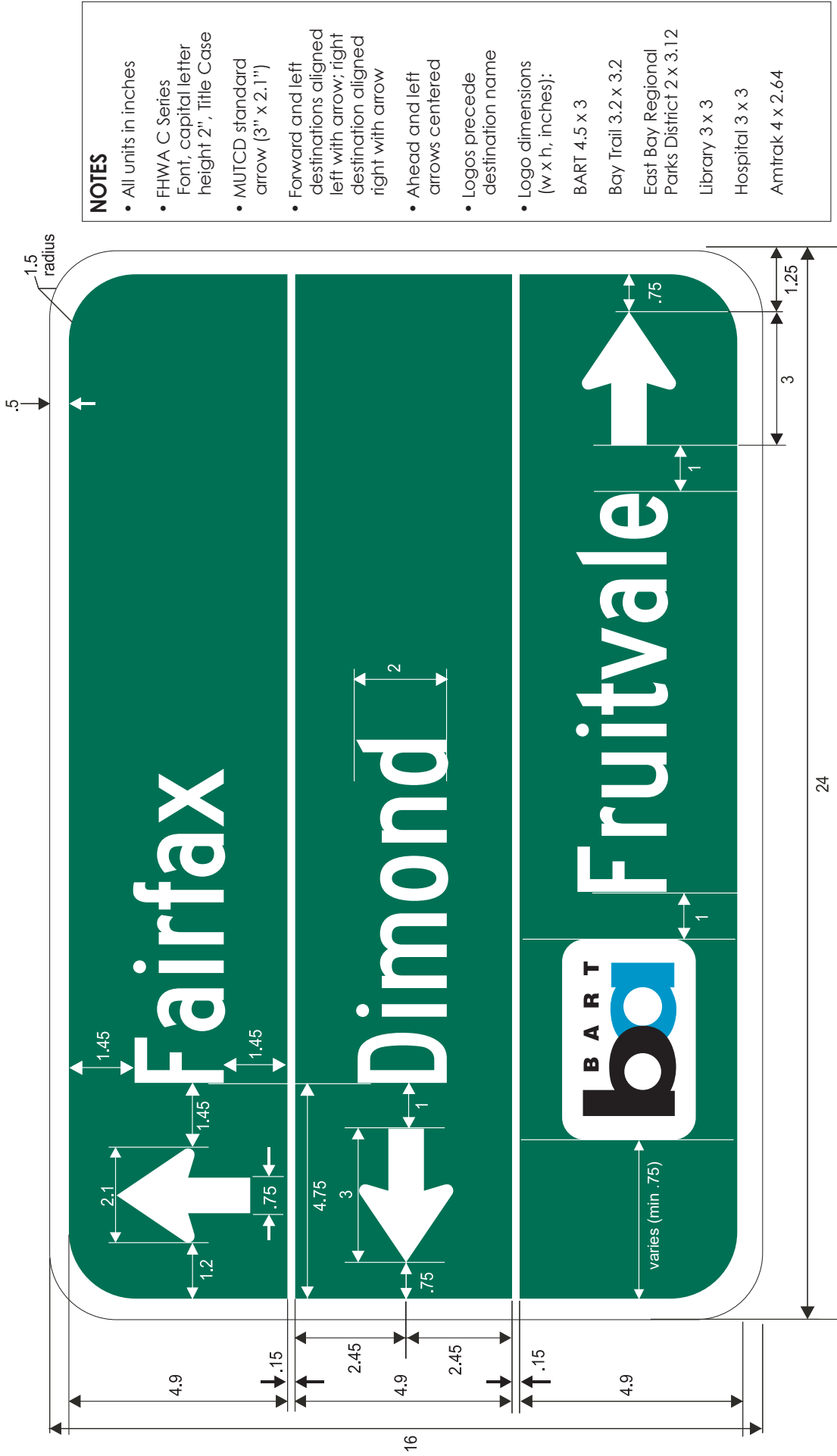
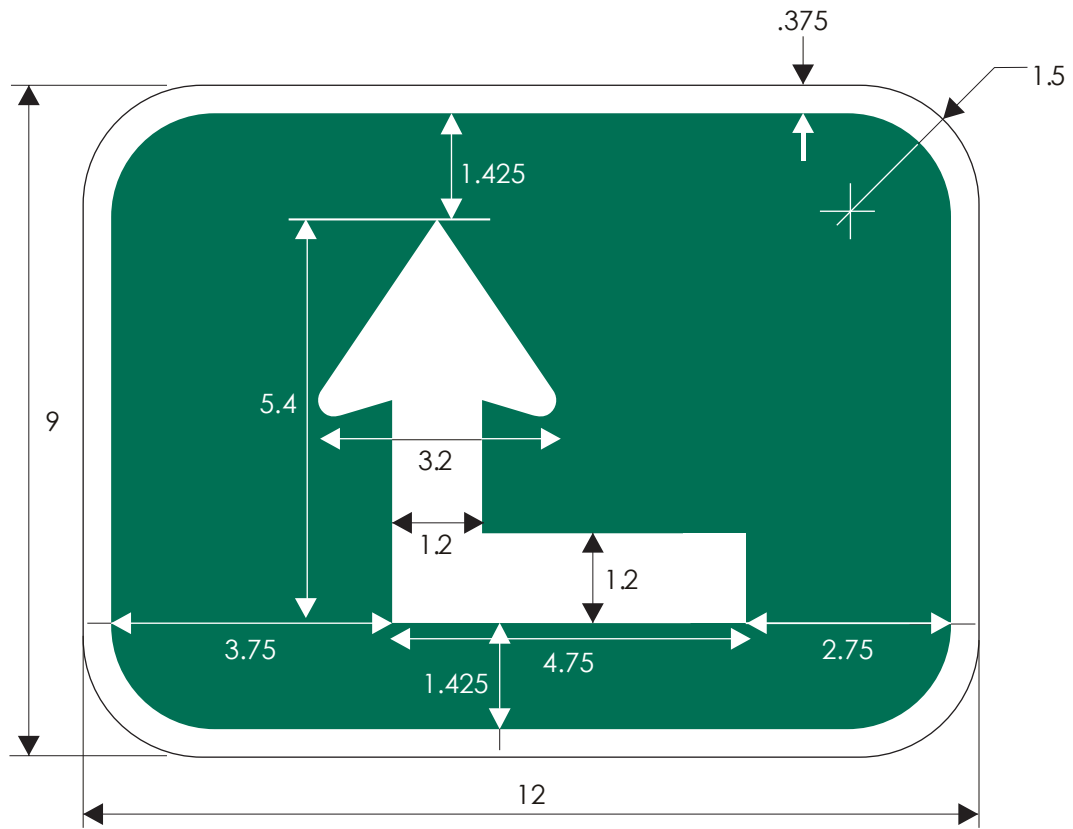
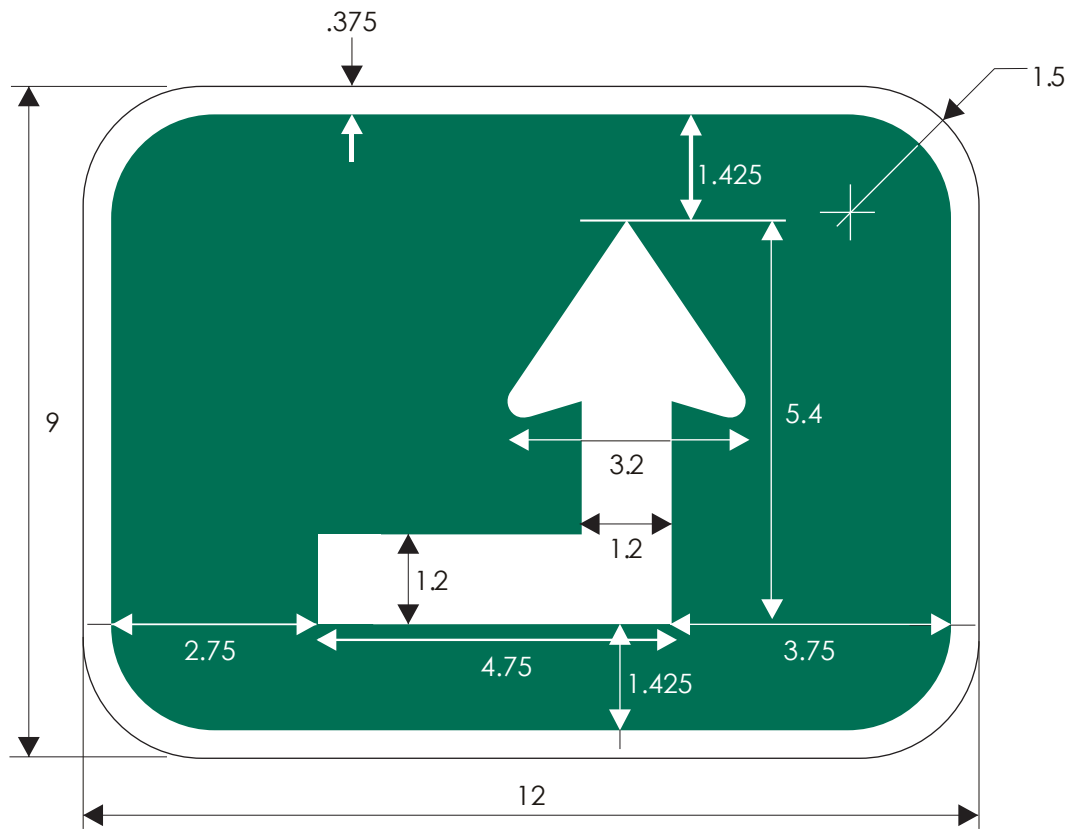


Figure 7: M7 Layout Details for Compound Turn Signs



COMPOUND LEFT: M7(mod)C-L

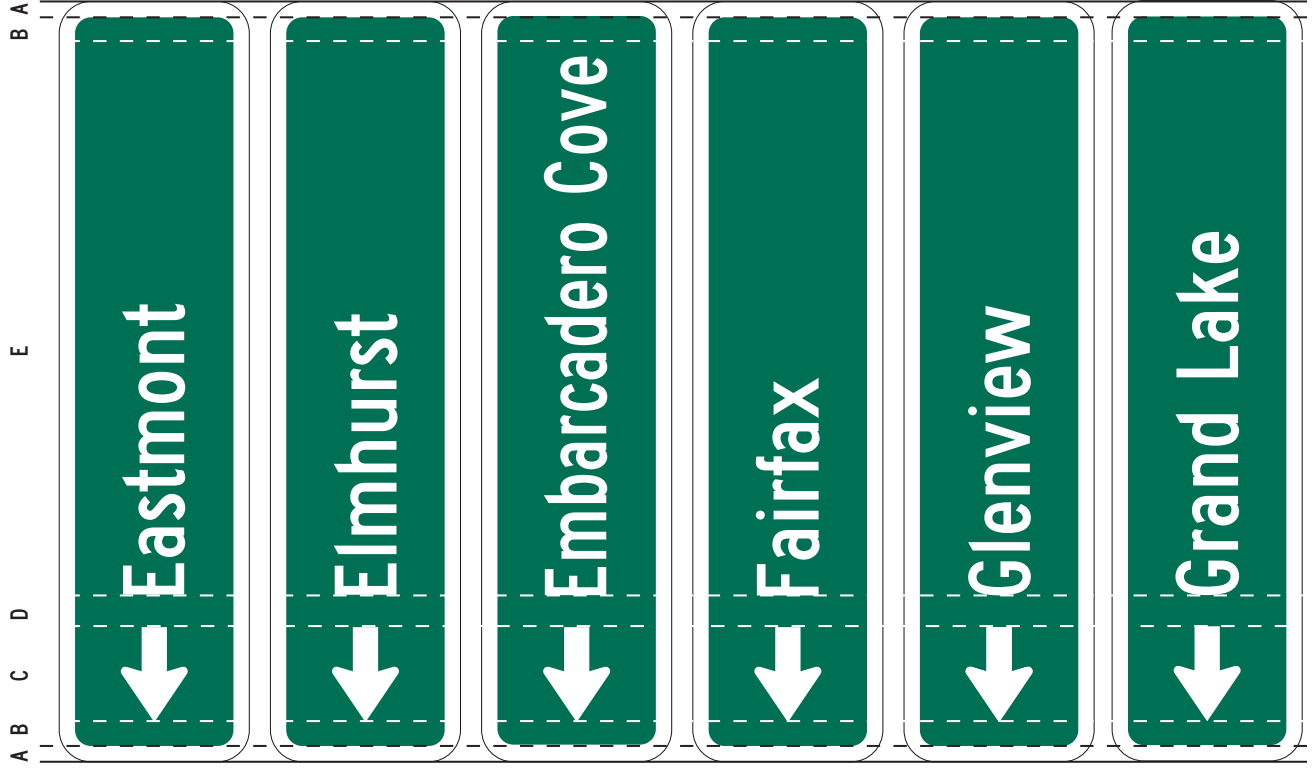
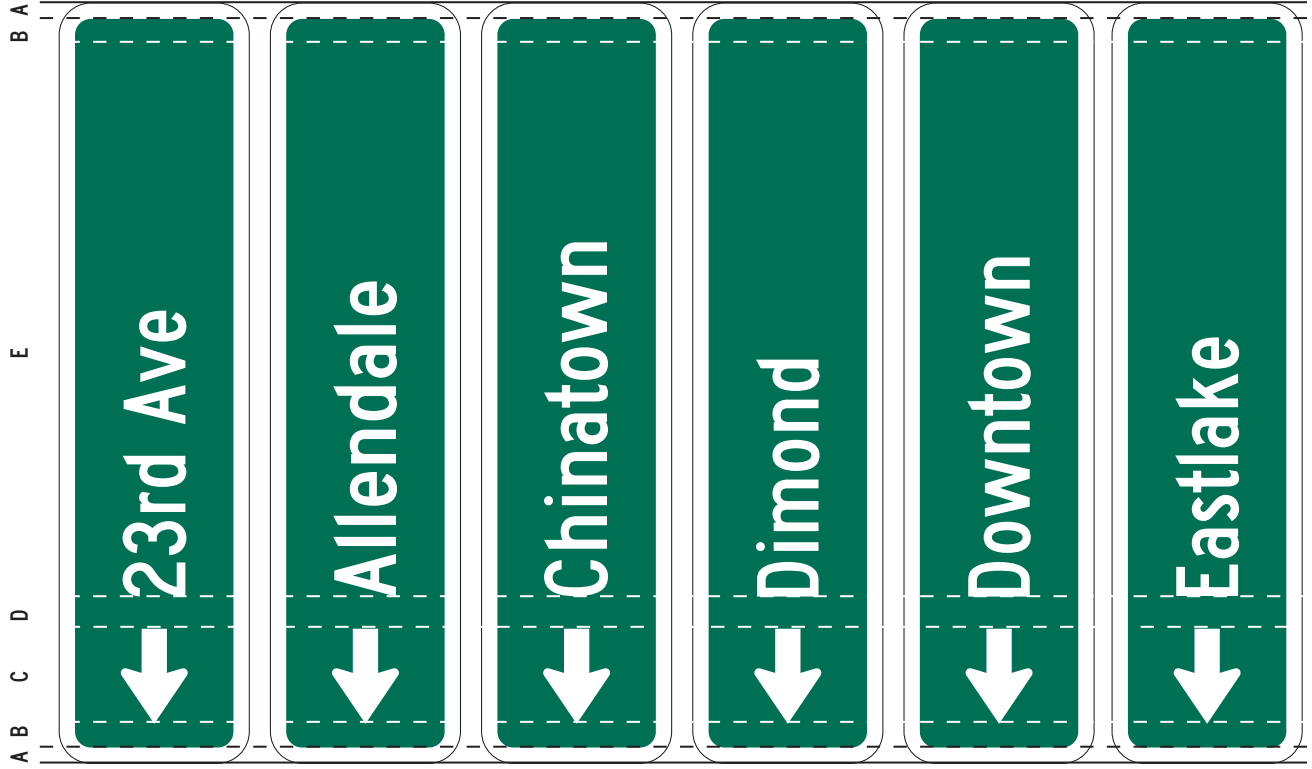


COMPOUND RIGHT: M7(mod)C-R

Figure 8: Destination Names in D1-1b Format

Districts

A	B	C	D	E
0.50	0.75	3.0	1.0	17.5



text:
90% wide

Figure 8: Destination Names in D1-1b Format (cont.)

Districts (cont.)

A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

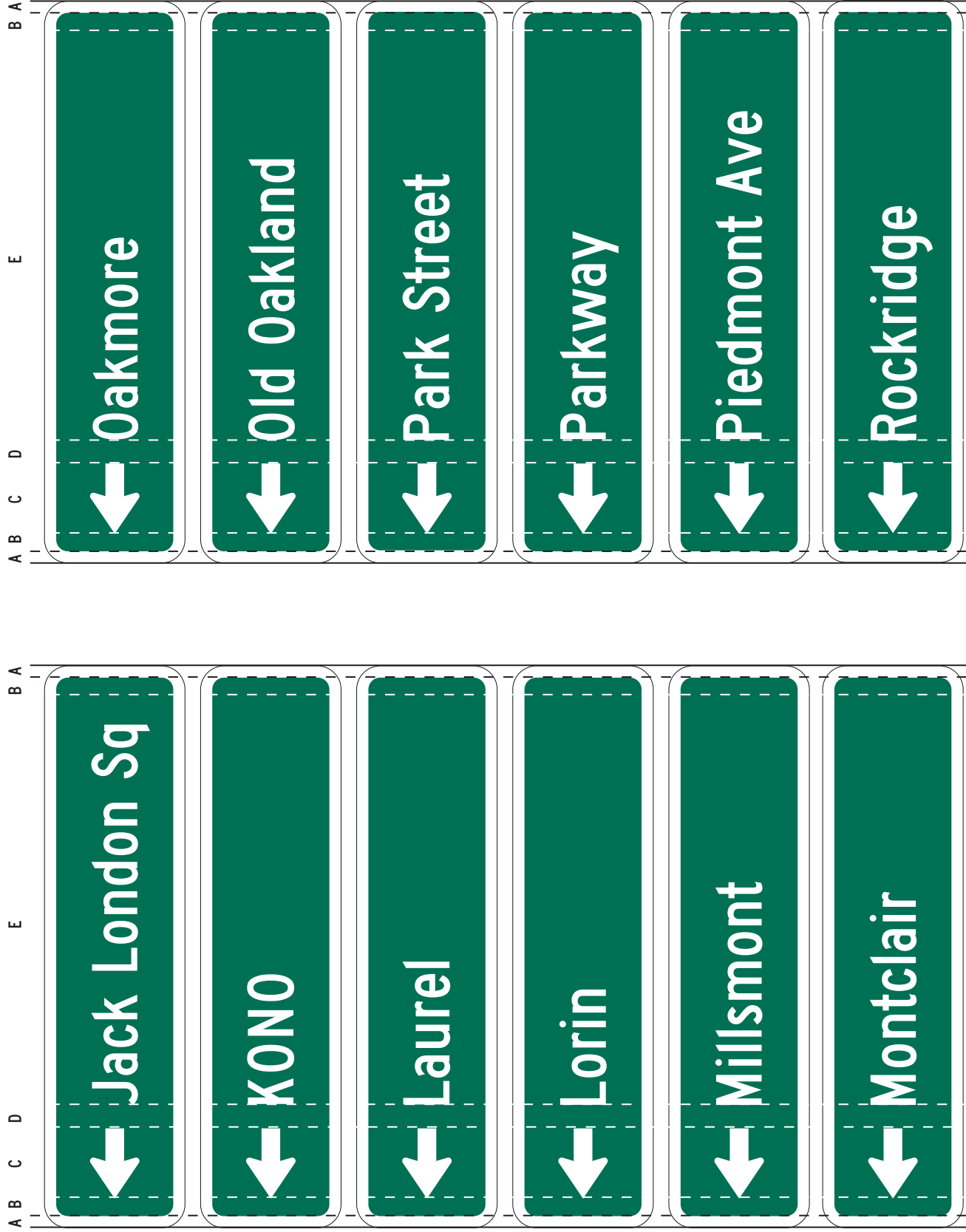
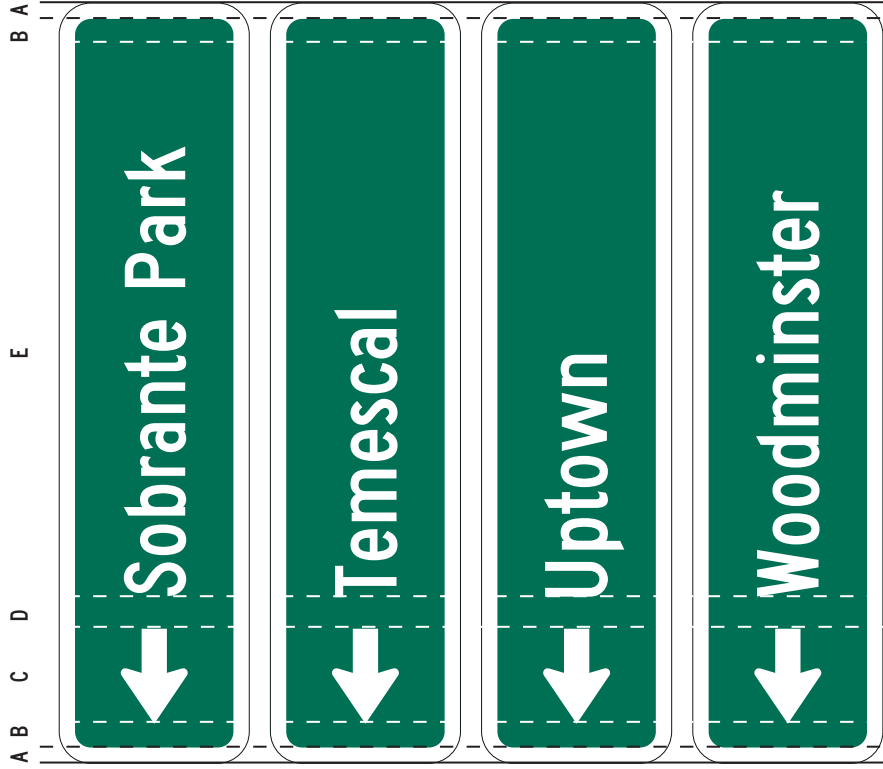


Figure 8: Destination Names in D1-1b Format (cont.)

Districts (cont.)



A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

Figure 8: Destination Names in D1-1b Format (cont.)

Major Transit Stations

A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

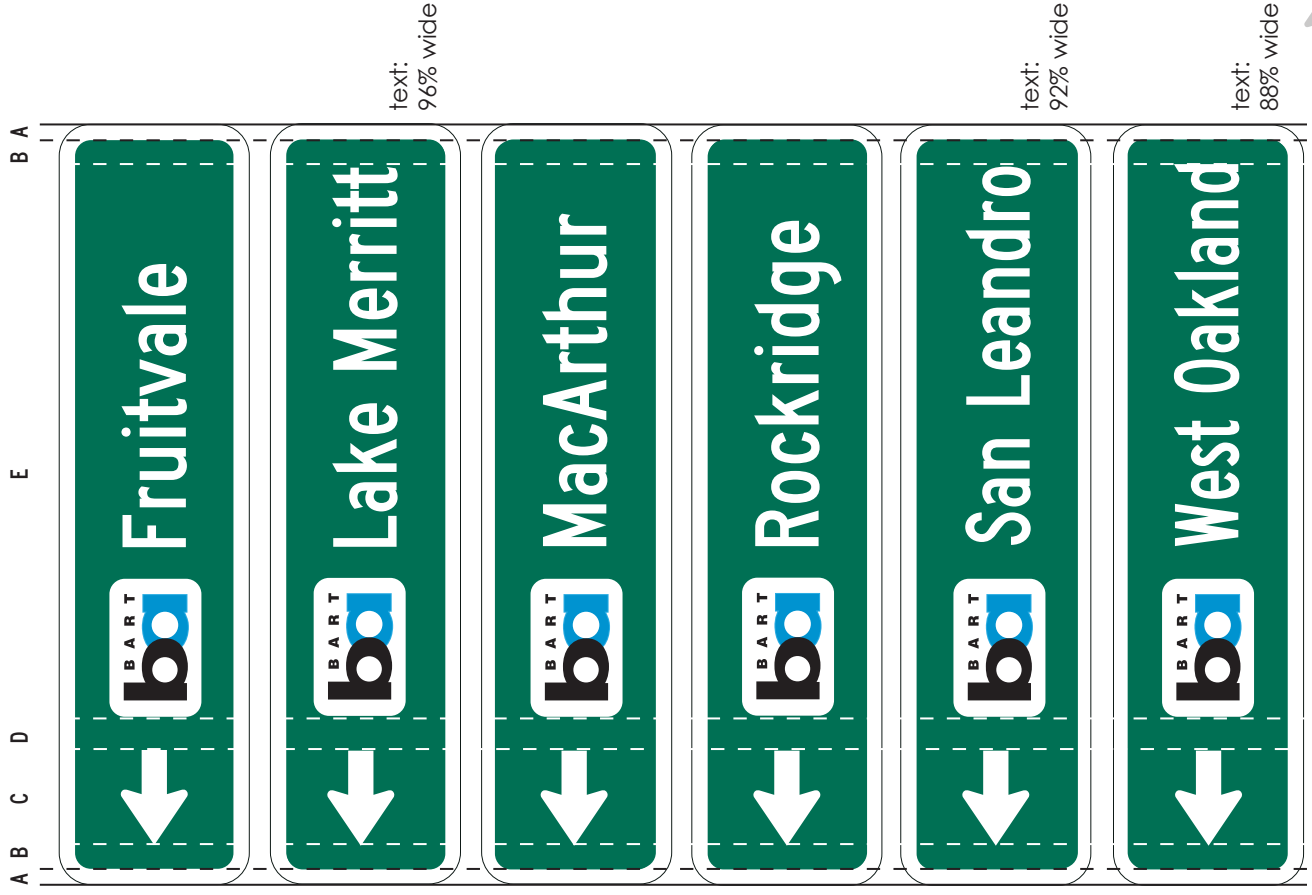
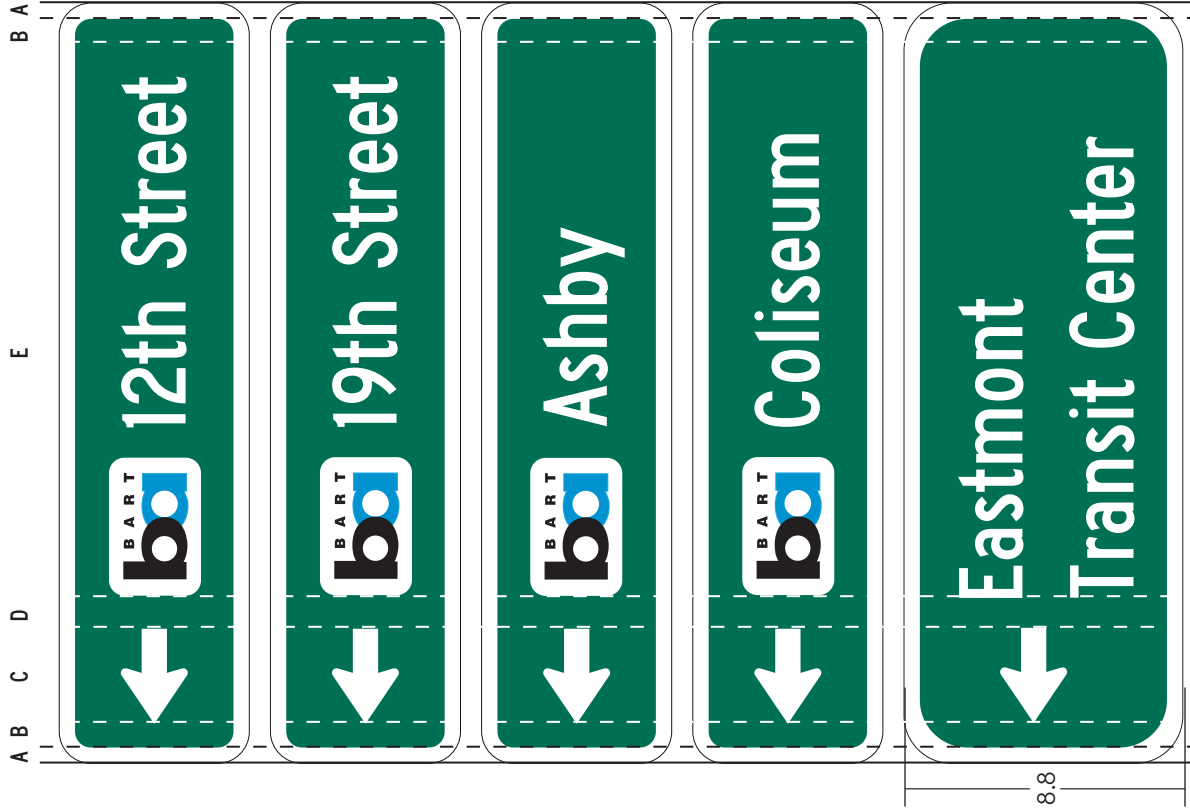


Figure 8: Destination Names in D1-1b Format (cont.)

Parks

A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

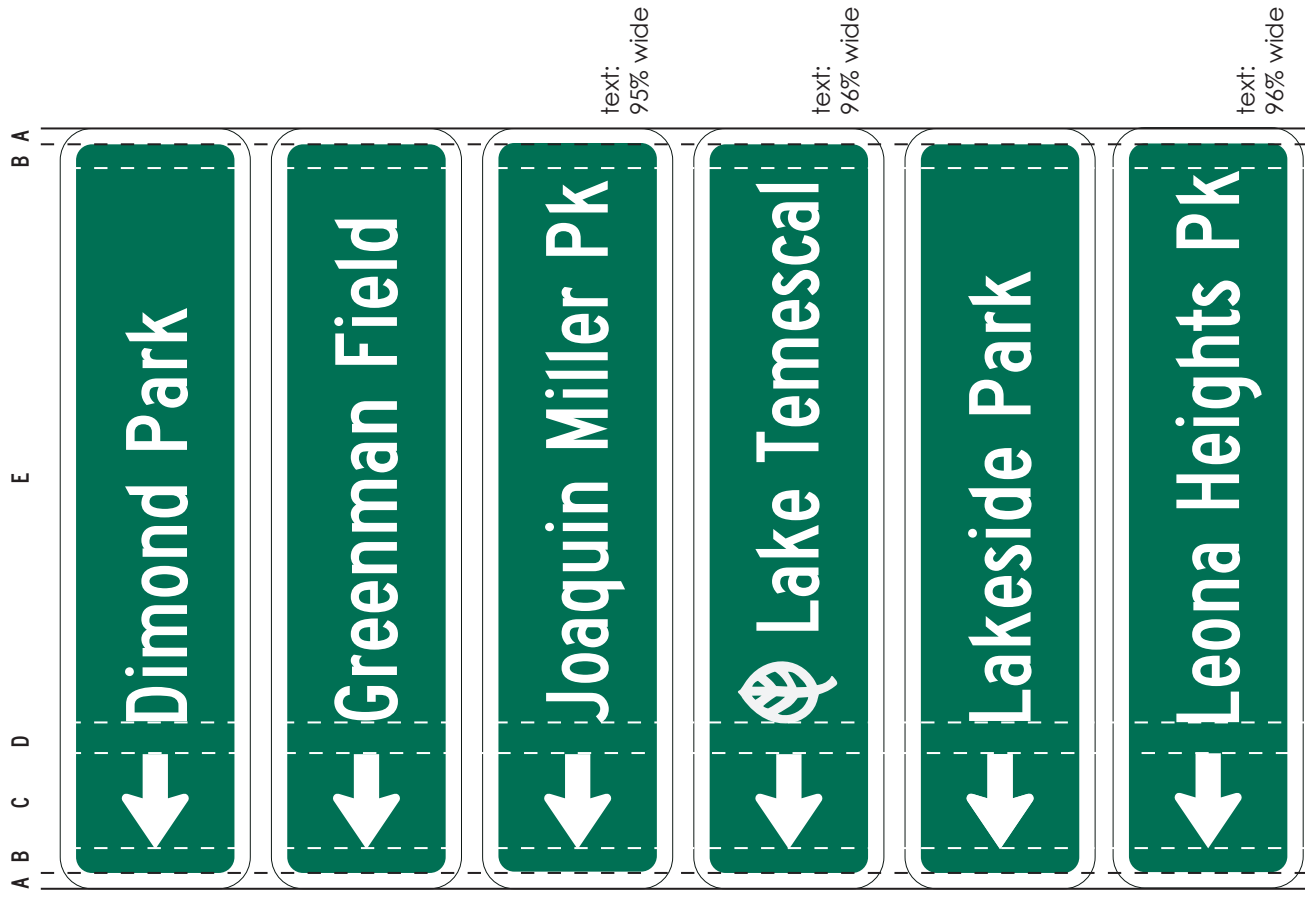
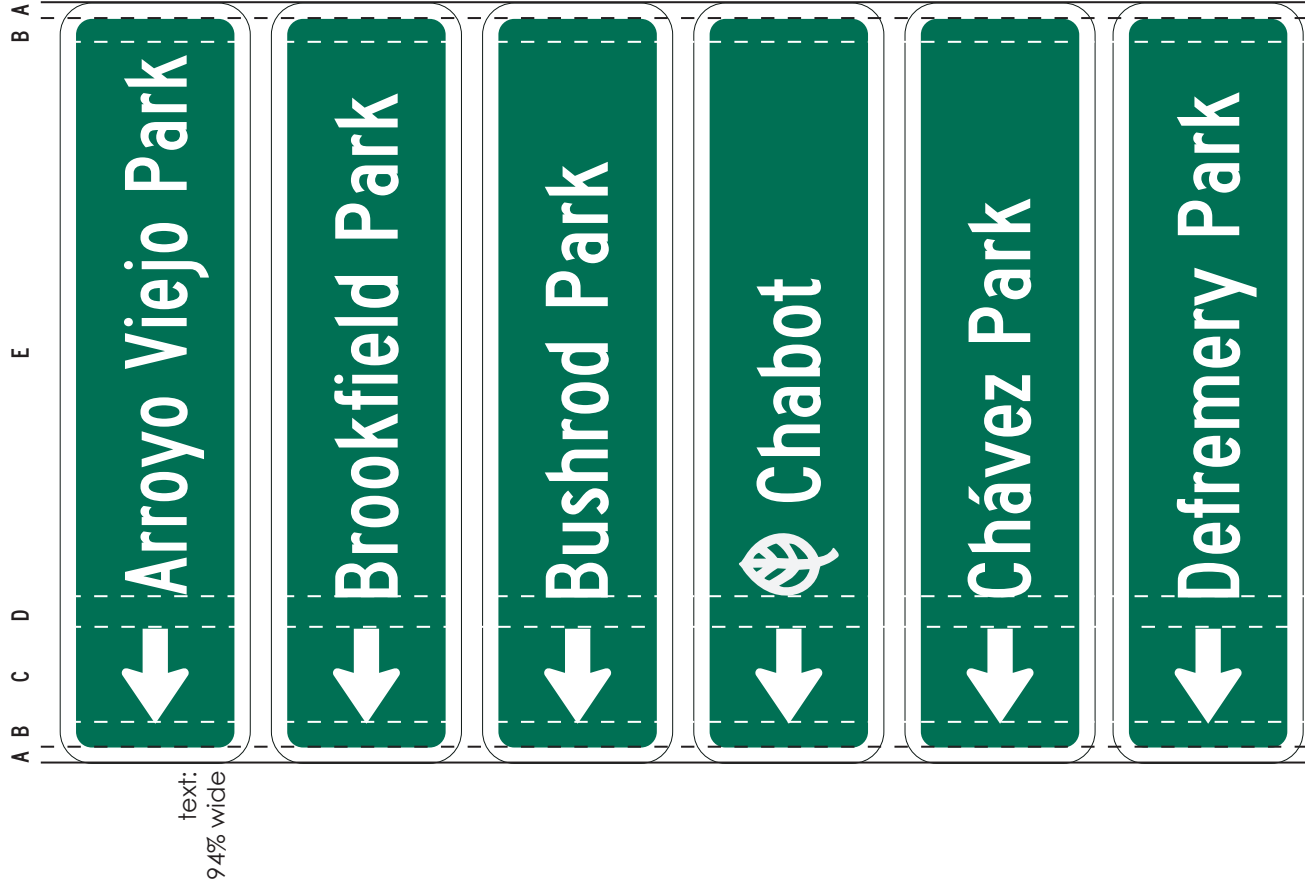
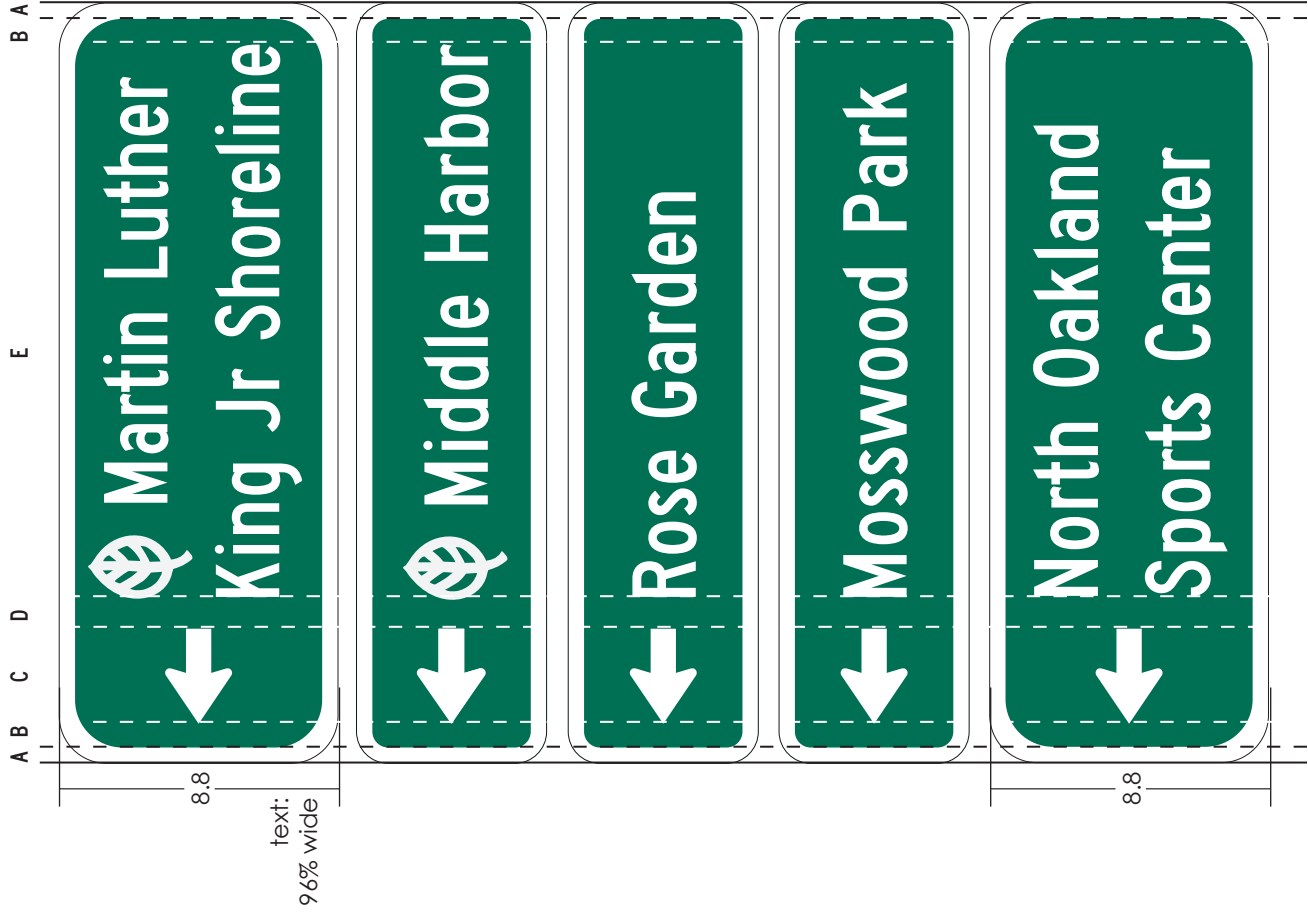


Figure 8: Destination Names in D1-1b Format (cont.)

Parks (cont.)



A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

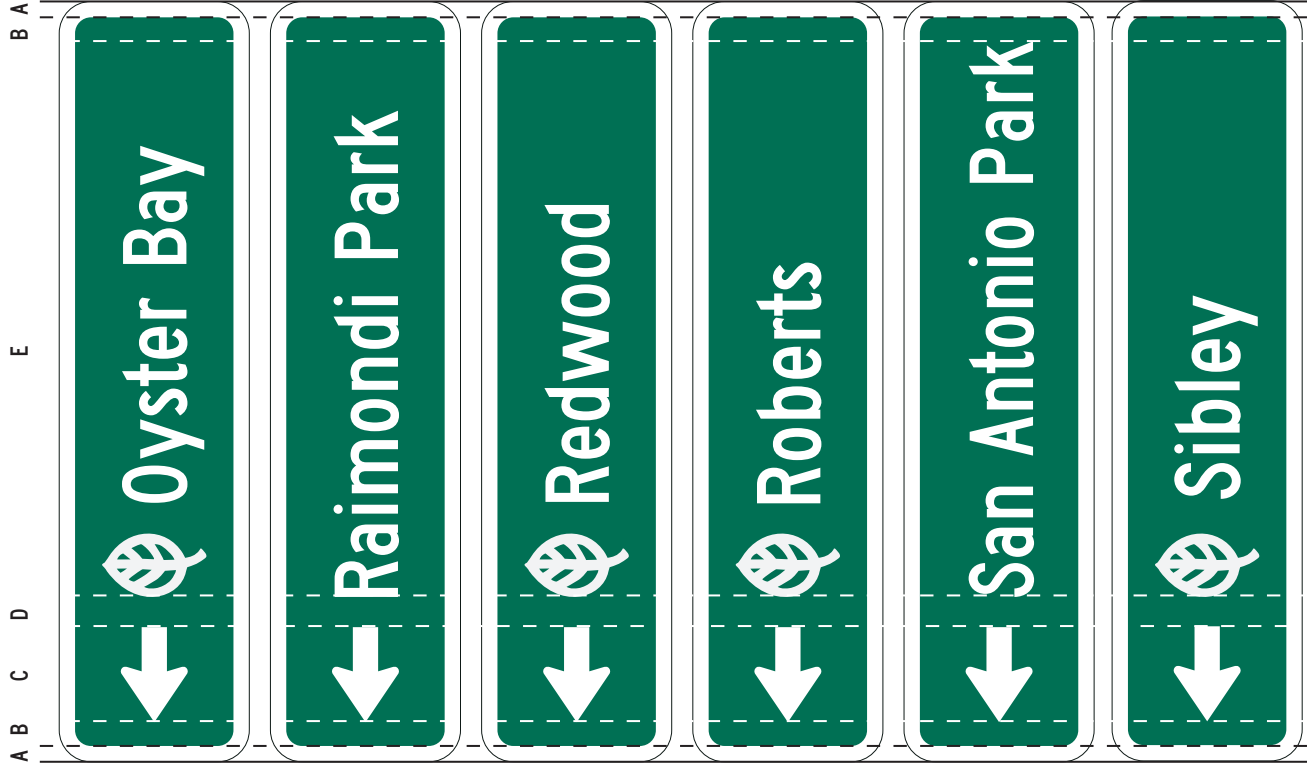
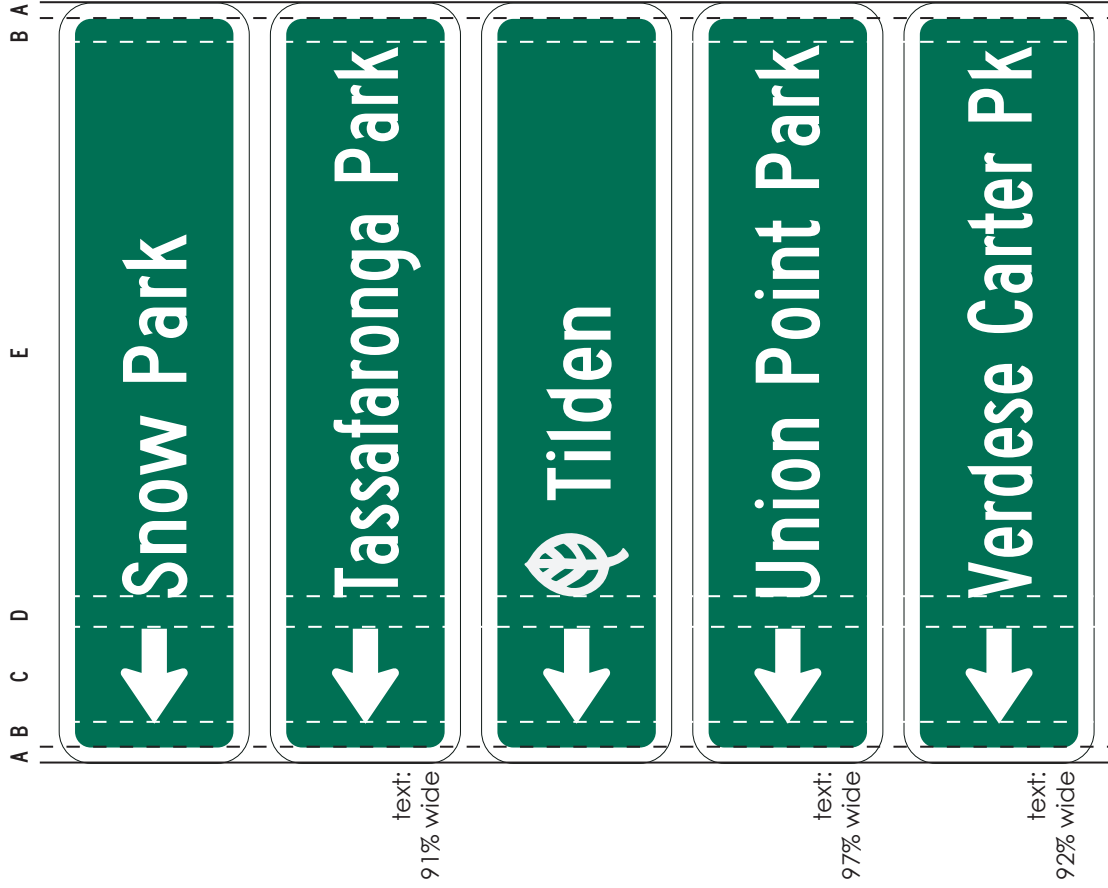


Figure 8: Destination Names in D1-1b Format (cont.)

Parks (cont.)



Landmarks

A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

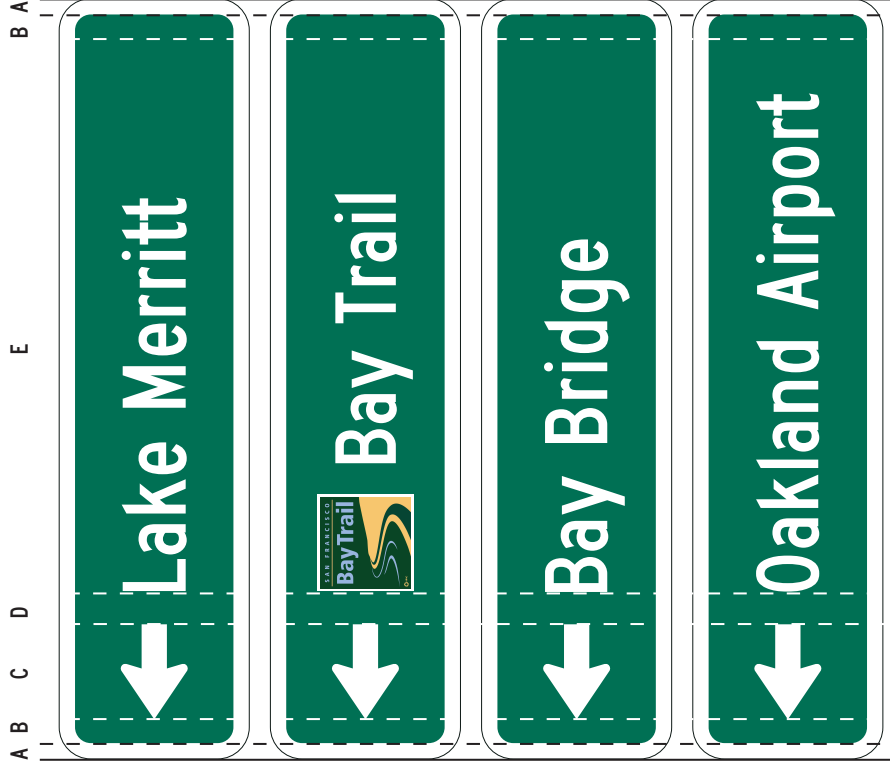


Figure 8: Destination Names in D1-1b Format (cont.)

Libraries

A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

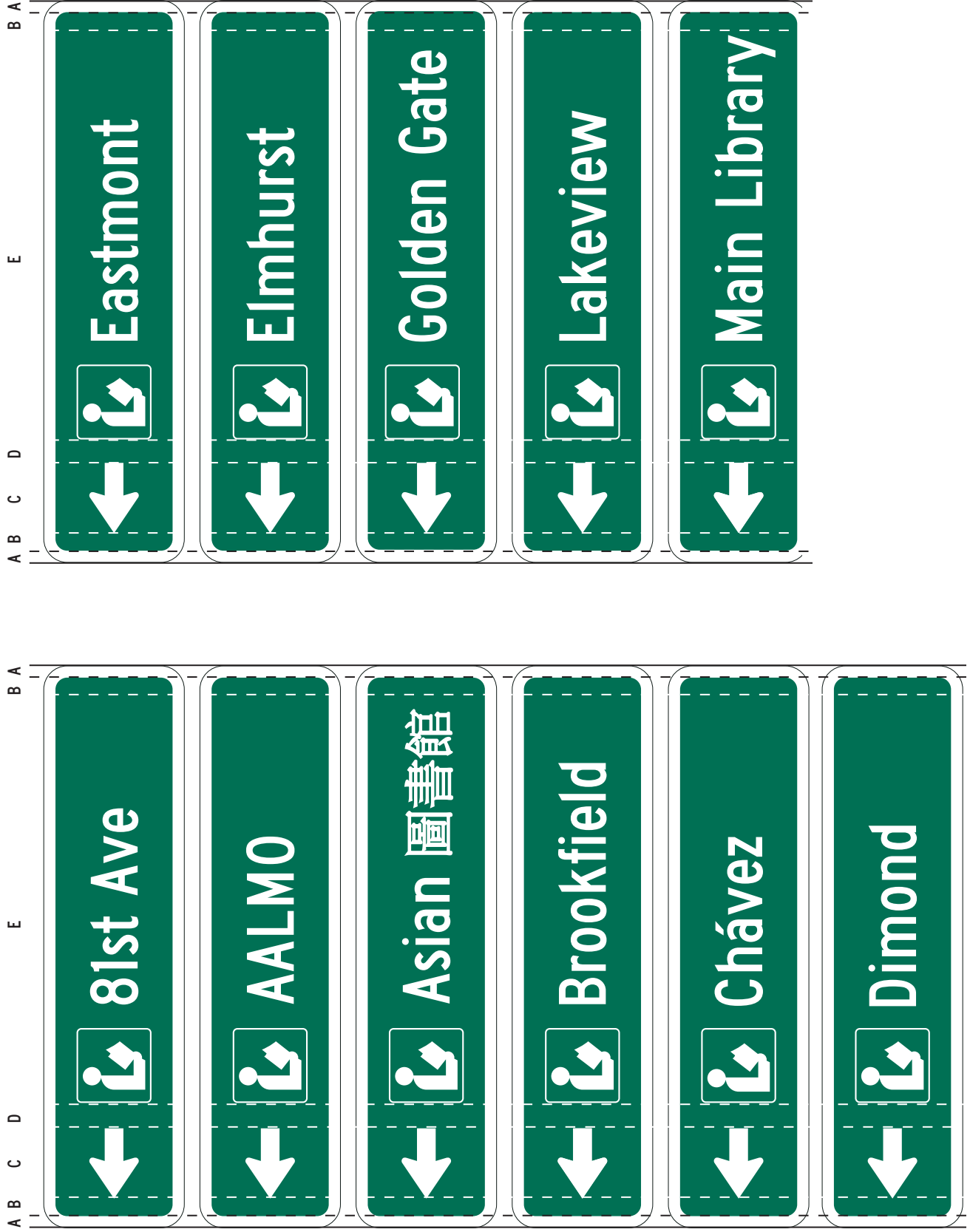
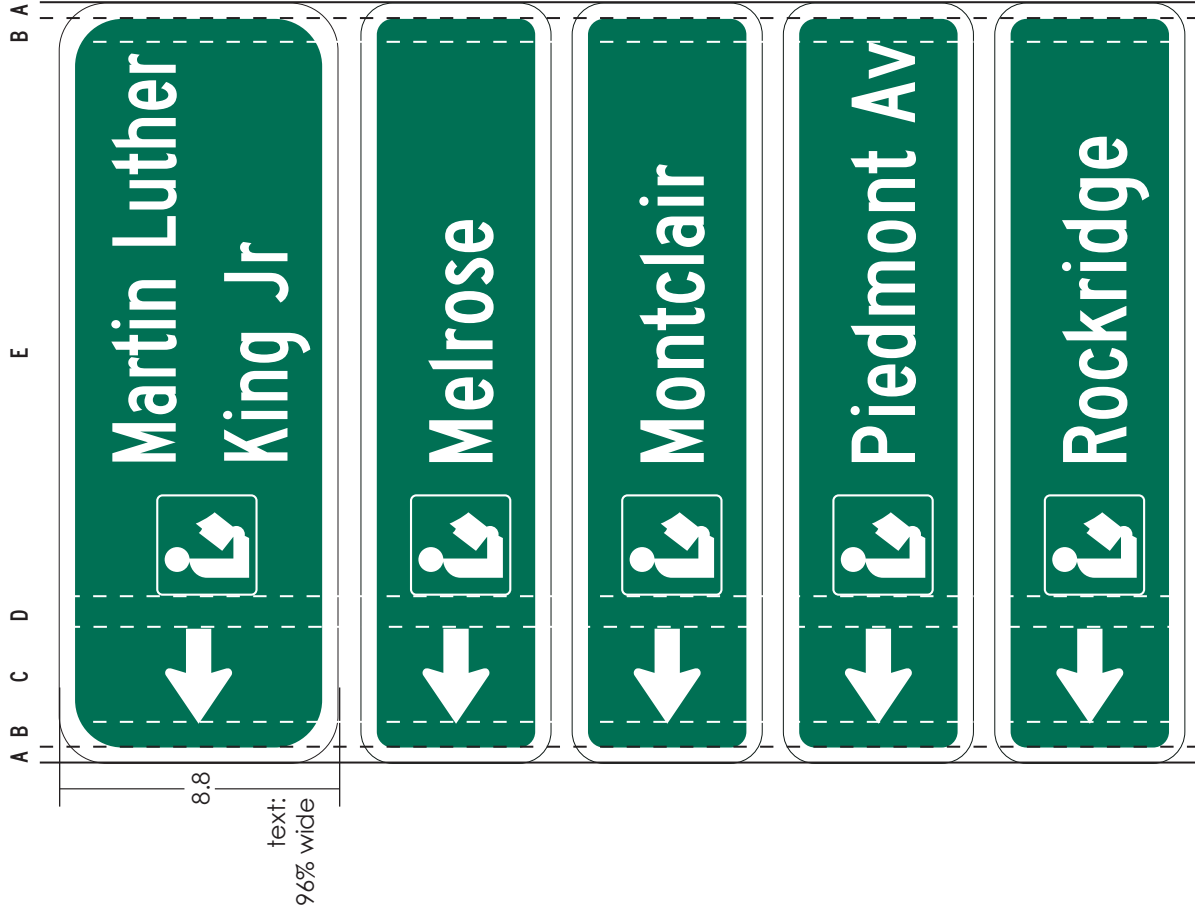


Figure 8: Destination Names in D1-1b Format (cont.)

Libraries (cont.)



A	B	C	D	E
0.50	0.75	3.0	1.0	17.5



Figure 8: Destination Names in D1-1b Format (cont.)

A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

Colleges

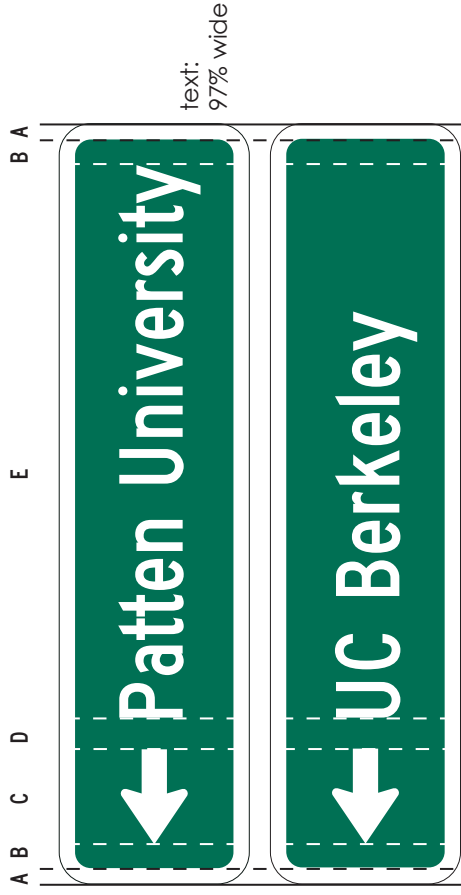
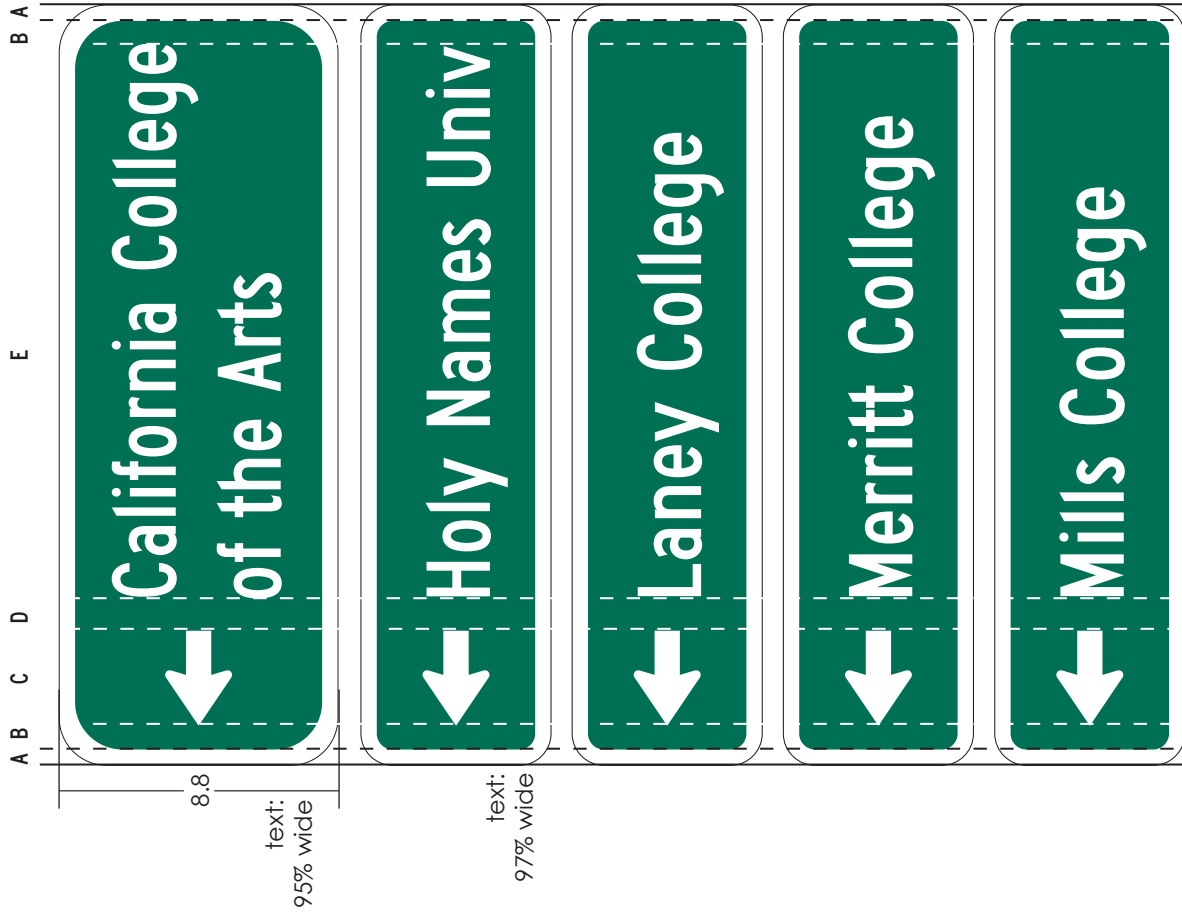
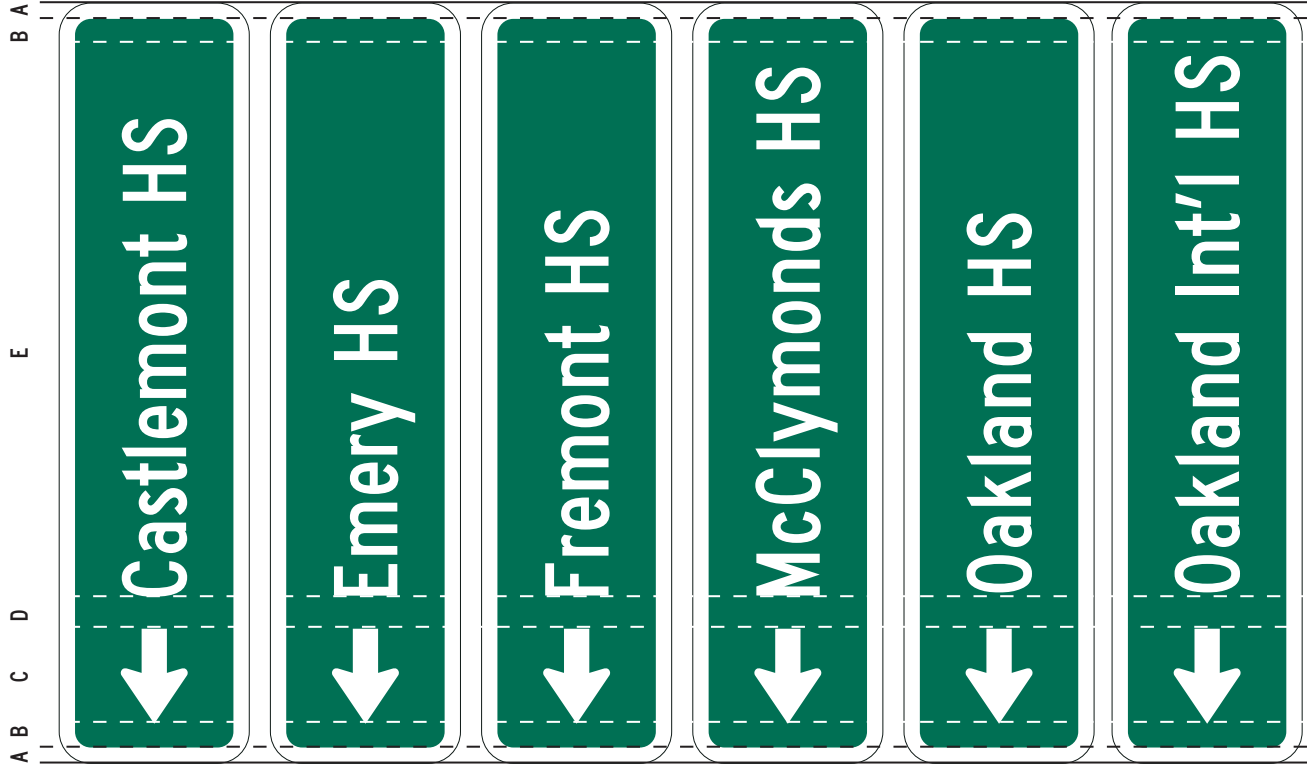


Figure 8: Destination Names in D1-1b Format (cont.)

High Schools



A	B	C	D	E
0.50	0.75	3.0	1.0	17.5

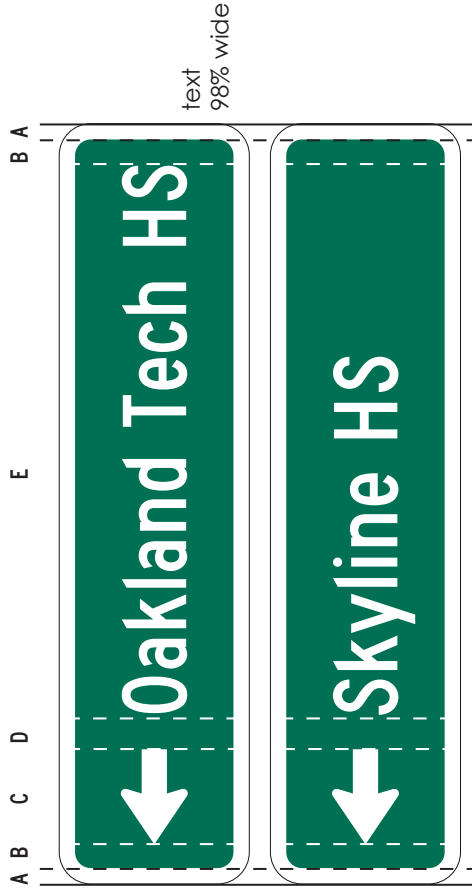
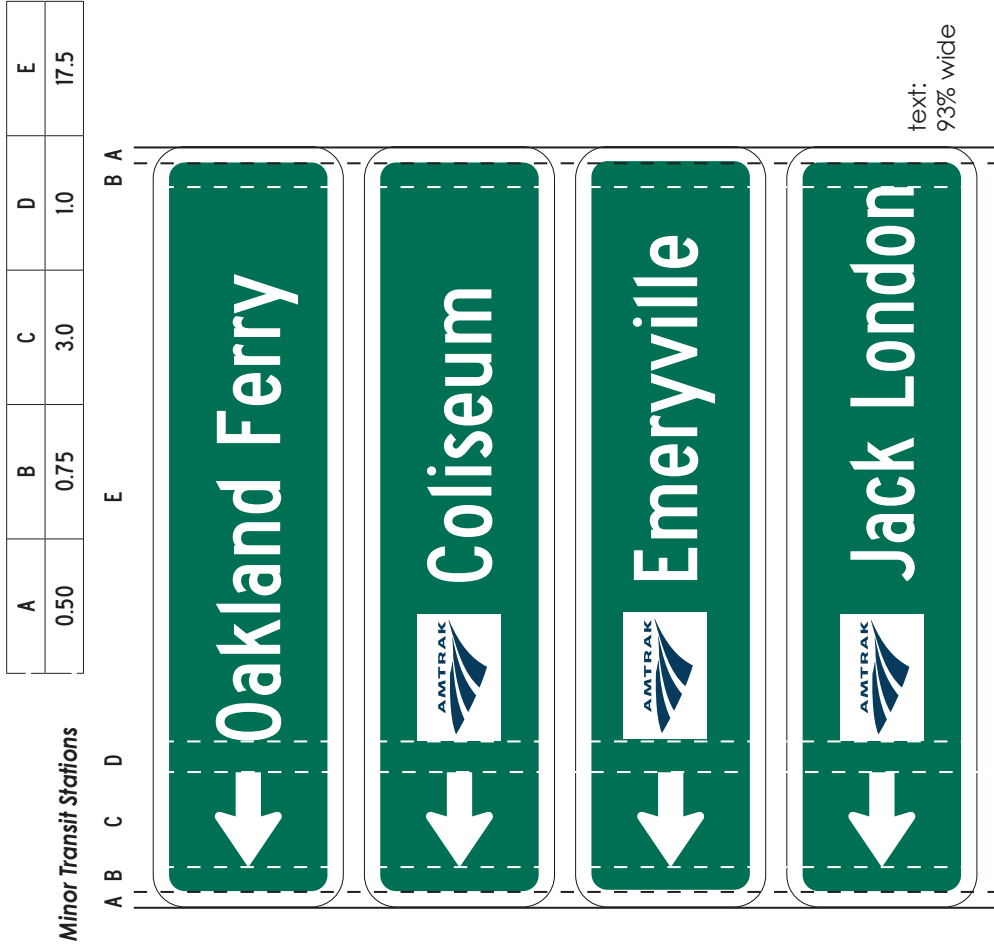


Figure 8: Destination Names in D1-1b Format (cont.)



Hospitals

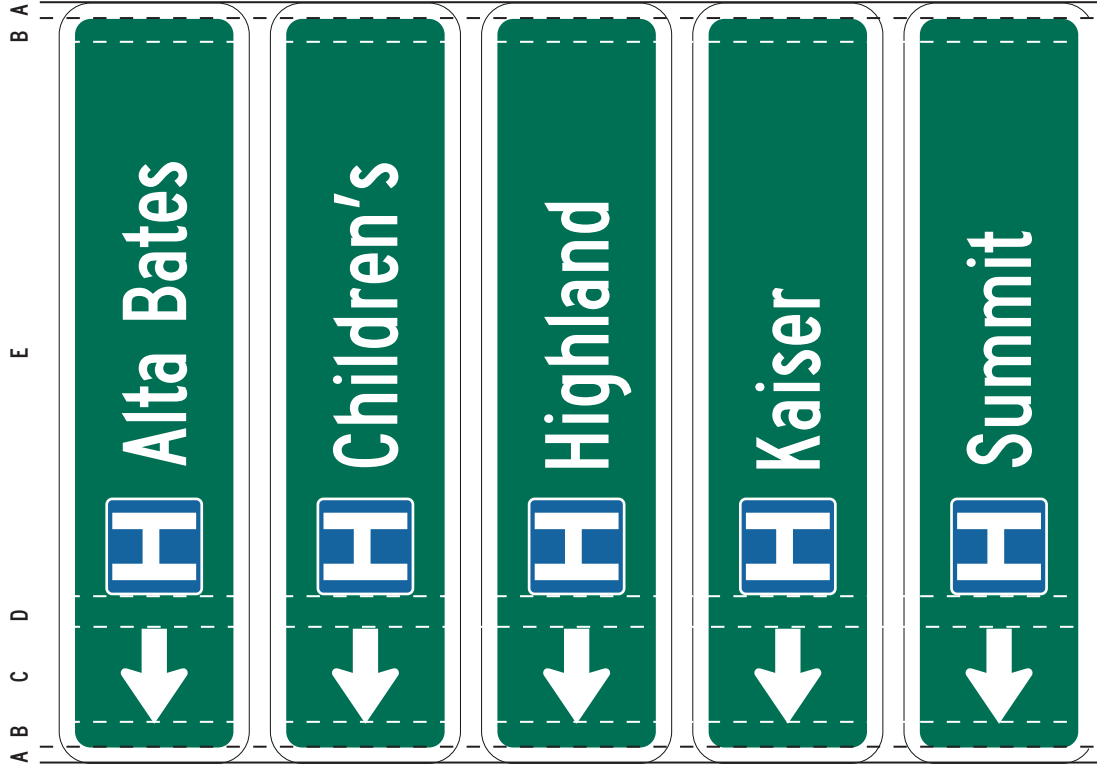


Figure 8: Destination Names in D1-1b Format (cont.)

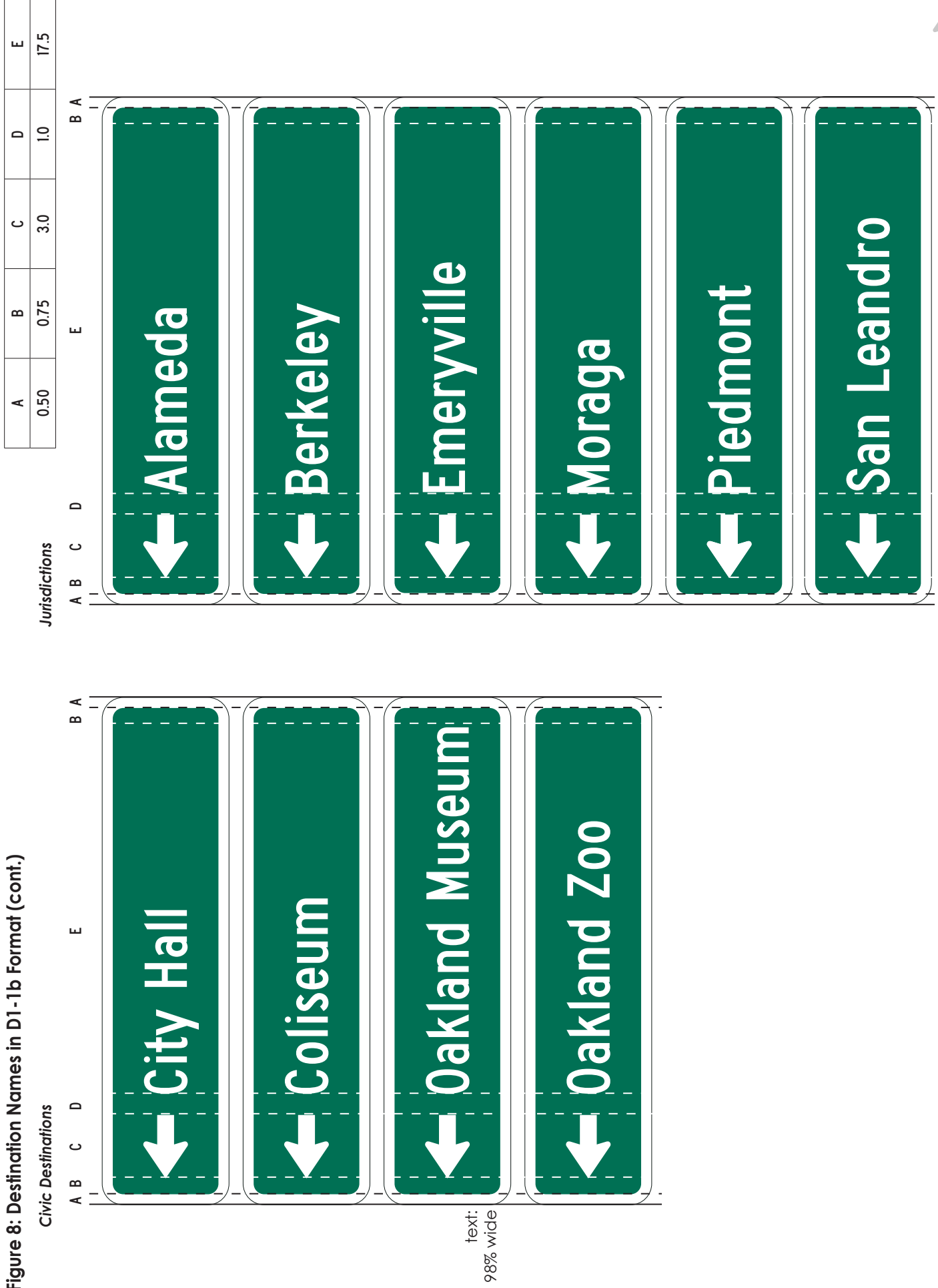


Figure 9: Route Sign Assemblies for Confirmation & Decision Signs

- D11-1 (24" x 18")
- D1-1b confirmation, three one-line destinations (24" x 16")



- D11-1 (24" x 18")
- D1-1b confirmation, two one-line destinations (24" x 11")



- D11-1 (24" x 18")
- D1-1b confirmation, one one-line destination (24" x 6")



- D11-1 (24" x 18")
- D1-1b decision, three one-line destinations (24" x 16")



- D11-1 (24" x 18")
- D1-1b decision, two one-line destinations (24" x 11")



- D11-1 (24" x 18")
- D1-1b decision, one one-line and one two-line destination (24" x 13.85")



- D11-1 (24" x 18")
- D1-1b confirmation, one one-line and one two-line destination (24" x 13.85")



Note: Each two-line destination name adds 2.85" to the blade height.

Figure 10: Route Sign Assemblies for Turn Signs

- D11-1 (24" x 18")
- M7-1, right (12" x 9")



- D11-1 (24" x 18")
- M7-1, left (12" x 9")



- D11-1 (24" x 18")
- M7-4 (R), diagonal-up-right (12" x 9")



- D11-1 (24" x 18")
- M7-4 (L), diagonal-up-left (12" x 9")



- D11-1 (24" x 18")
- M7(mod)-com-R
compound right (12" x 9")



- D11-1 (24" x 18")
- M7-1(mod)-com-L
compound left (12" x 9")



Figure 11: Route Sign Assembly Mounting

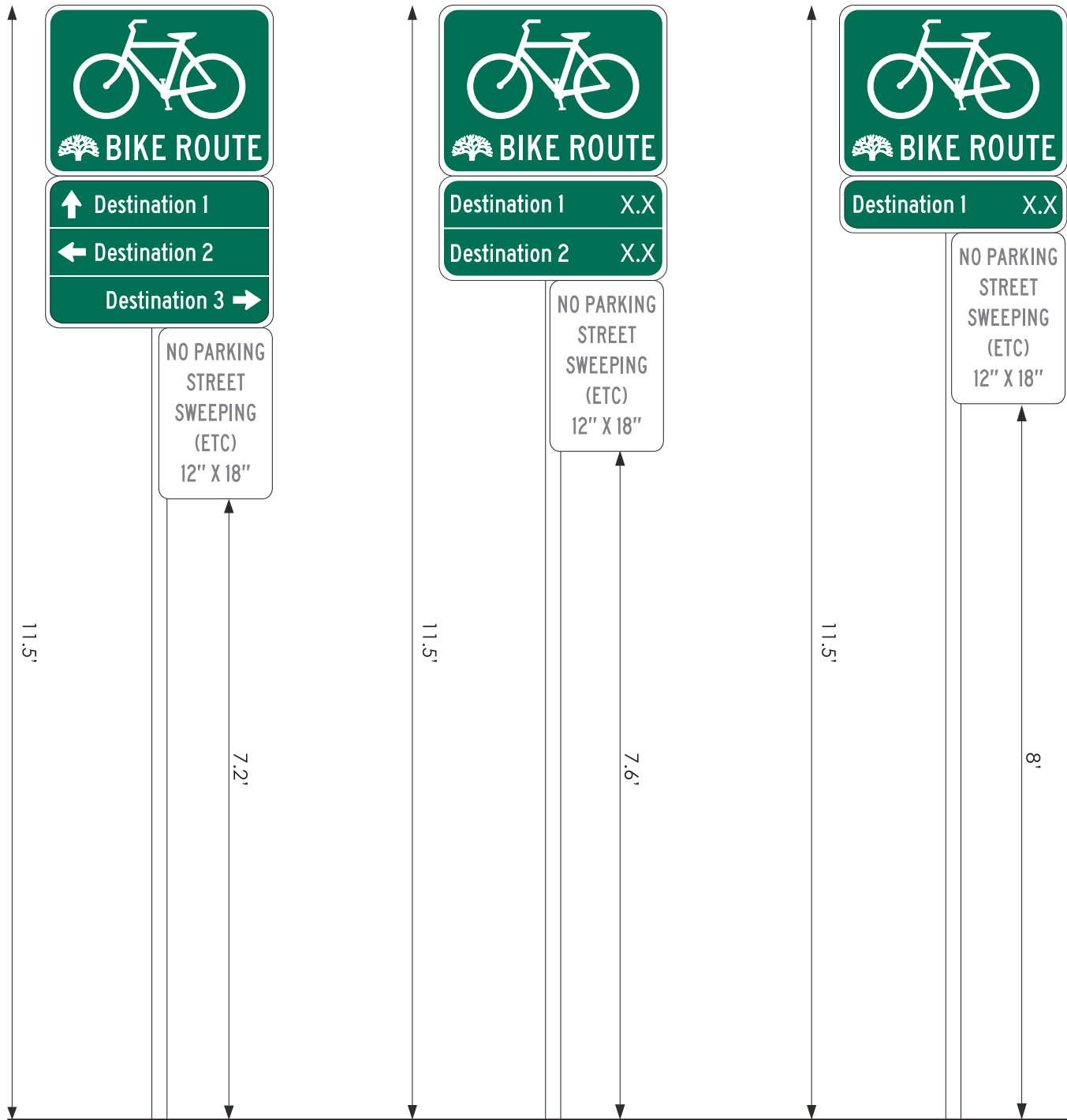


Figure 12: Detour Sign Layout Details

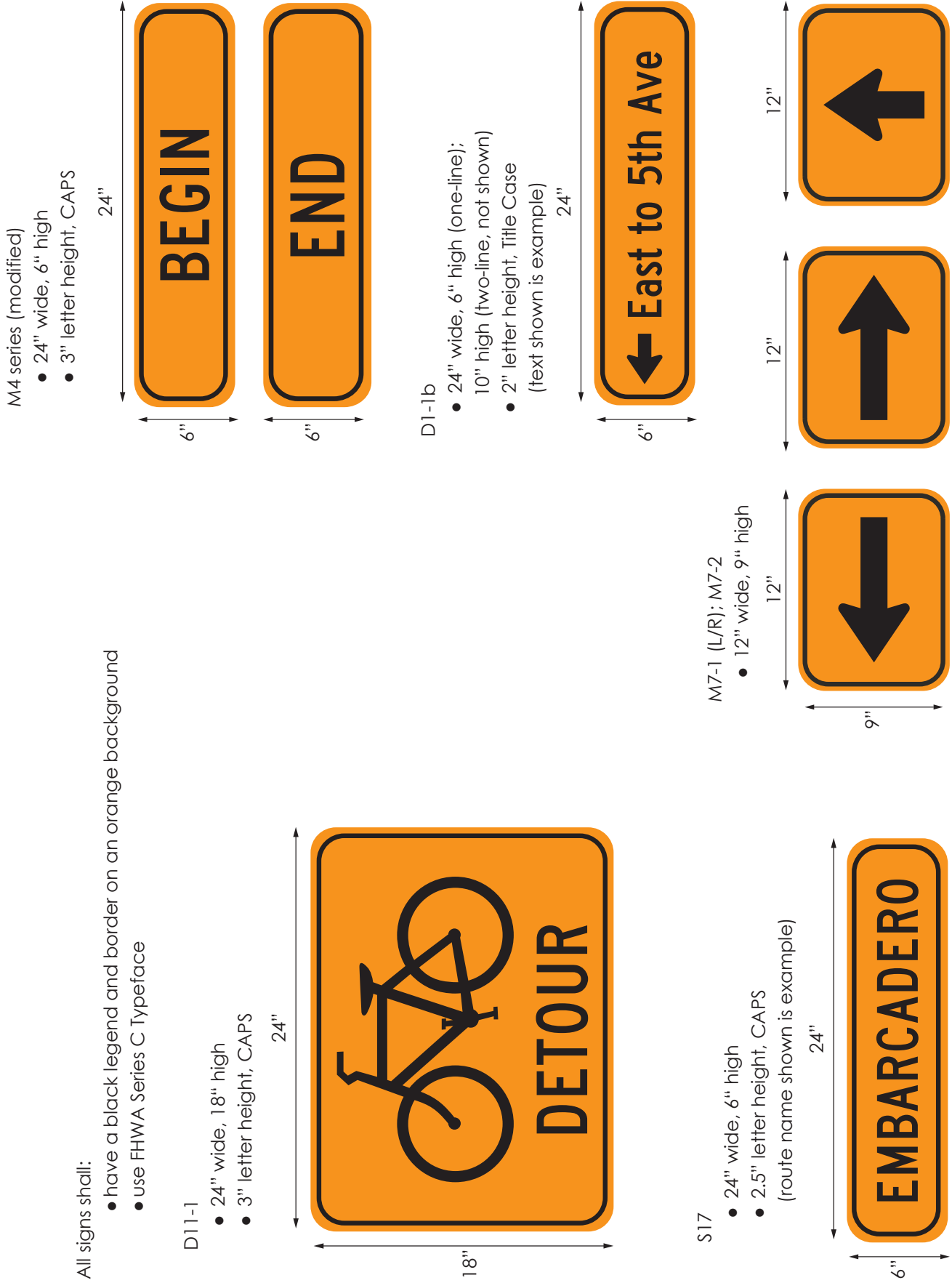


Figure 13: Example Detour Sign Assemblies





Appendix A: Changes from Previous Edition

This is the third edition of Oakland’s Bicycle Wayfinding Design Guidelines, originally published in 2009. The second edition (2011) added the section on Construction Detours and made minor adjustments. This revision is more substantial and includes these notable changes:

- Emphasizes local and nearby destinations, in part by moving Adjoining Jurisdictions from the Primary to the Secondary Destination category, and moving neighborhood Districts to the Primary category;
- Deletes the Tertiary Destinations category (consolidating those destinations into the Primary and Secondary categories);
- Adds 21 new destinations, including Oakland Public Libraries.

These changes are based on the City’s experience installing wayfinding signs along over 50 miles of bikeway, with another 53 miles in design as of this writing. The third edition reflects an overall simplification of the system.

Note on neighborhoods: The stronger emphasis on local destinations, and particularly on districts, underscores an ongoing challenge for this wayfinding system. Since its creation, the system has defined a “district” as a commercial district with an identifiable center (e.g., Dimond, Eastlake, Temescal). The names of these commercial districts are generally the same as the neighborhoods that surround them. In other instances, there are well-used neighborhood names that do not have corresponding commercial districts (e.g., Maxwell Park, Santa Fe). Other types of destinations – like parks and libraries – can help locate neighborhoods without commercial districts (e.g., Arroyo Viejo Park, Brookfield Library). To be useful for wayfinding, a destination must have a recognizable center or agreed-upon boundaries. For example, “West Oakland” and “East Oakland” are commonly used names that do not have clear centers or boundaries. In contrast, “Downtown” has a center (Broadway/14th St) and boundaries (bodies of water, freeways, and Grand Ave). Indicating the distance to a neighborhood is not possible if there is no set boundary that indicates when one has arrived. Thus, an ongoing area for improvement is identifying landmark destinations for neighborhoods not yet included in the wayfinding system.

Appendix B: City Standard Sign Post Detail

