

# Bicycle Wayfinding Signs: An Overview of Oakland's Approach



The City of Oakland's Bicycle Master Plan calls for "an informative and visible signage system for the bikeway network, building on existing bikeway signage, that includes directional and distance information to major destinations" (2007, p. 55). Wayfinding signs are a key element of making Oakland's bikeways visible, understandable, and useful. To implement the Bicycle Master Plan, the City developed a new approach to ensure that the resulting wayfinding system meets the needs of bicyclists in Oakland.

## What's the new approach?

The new signs build on the common "Bike Route" sign to provide directions and distances to key destinations. The system is composed of three sign types.

**Confirmation signs** indicate that the street is a bike route and provide distances in miles to destinations along the route. **Turn signs** mark where a bike route turns from one street onto another street. **Decision signs** are located at the intersection of bikeways and indicate where each bikeway goes. The signs follow the general conventions used by highway guide signs to communicate information in a clear, consistent, and space-efficient format. The proposed system includes 98 destinations: downtown, adjoining jurisdictions, transit stations, commercial districts, major parks, colleges, hospitals, high schools, and other landmarks (see map on reverse). Detailed documentation is available at [www.oaklandbikes.info/design](http://www.oaklandbikes.info/design).

## What's different from previous signage?

In past years, the City used the "Bicycle Route Number Marker" signs that include a route number, the bicycle symbol, and the City oak tree. Members of the public noted that the numbering system was not intuitive, the signs can be difficult to see, and they provide limited wayfinding information. The Bicycle Master Plan includes a full discussion of these issues on pp. 60-63. Rather than using route numbers, the new approach emphasizes destinations. The signs are two to three times as large and include up to three destinations per sign, instead of one destination with the current signage. The larger format improves the sign's overall visibility, uses a larger font for destination names, and provides space for distance information.

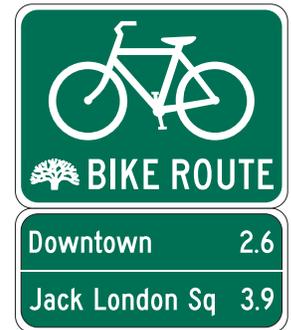


Old bicycle route number marker

## Where can I see the new signs?

As of December 2011, 22.2 miles of bikeways feature the new signs, including:

- 38th Ave, E 12th St to MacArthur Blvd
- 40th/41st Sts, Piedmont Ave to Adeline St
- 53rd/54th/55th/Cavour Sts, San Pablo Ave to Shafter Ave
- Chabot/Tunnel Rds, College Ave to Skyline Ave/Grizzly Peak and to Berkeley border
- E 12th St, Fruitvale Ave to 40th Ave
- Fruitvale Ave, Alameda Ave to MacArthur Blvd
- Genoa/West Sts, Adeline St to W Grand Ave
- Market Street, 3rd St to 61st St
- Webster/Shafter/Colby corridor, Broadway to Woolsey St



Confirmation sign



Turn sign



Decision sign

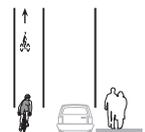


Figure 2: Citywide Map of Supported Destinations



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

