Wayfinding Projects – General Information
May 2023

Typically, an agency hires a firm specializing in wayfinding plans. The firm reviews the area and using input, develops proposed wayfinding signage plan. The following are the typical steps included in a wayfinding project:

1. Understanding the Existing Environment:

- **Mapping and Inventory:** The study begins by mapping the existing wayfinding systems, including signage, landmarks, and other visual cues that help people navigate.
- **Surveying and Interviews:** User surveys and interviews are conducted to gather information about how people currently navigate the venue/area/attraction and identify locations where wayfinding is lacking or ineffective.
- **Analyzing Existing Conditions:** The study examines the layout of the area, considering factors like street design, traffic and use patterns, building types, and the presence of landmarks.

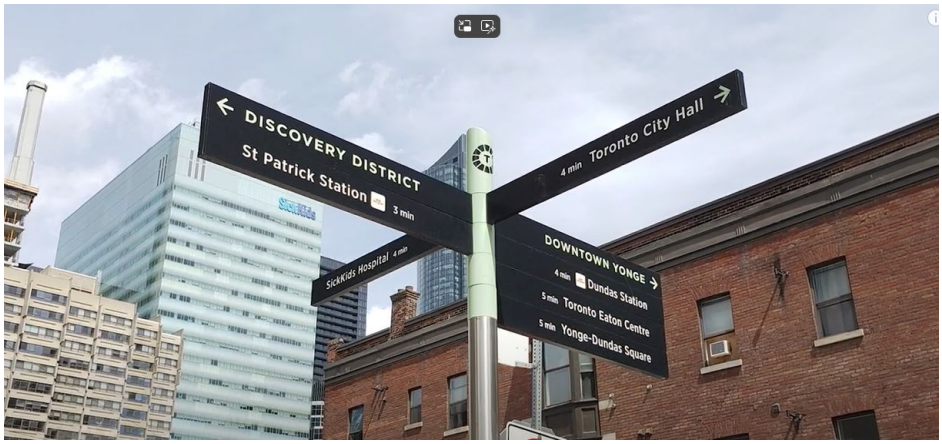
2. Developing Wayfinding Strategies:

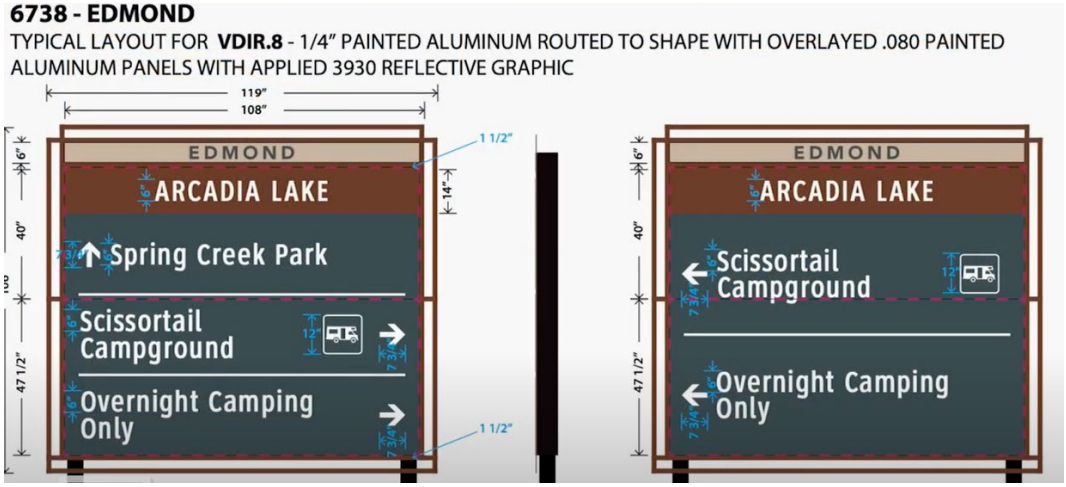
- **Wayfinding Design:** Based on the analysis, wayfinding designers create plans for improving navigation, which may include installing new signs, enhancing existing ones, and incorporating other visual elements.
- **Branding and Identity:** A wayfinding strategy often involves developing a unified brand identity for the area's signage, ensuring consistency and recognition.
- **Prioritizing Destinations:** The study identifies key destinations and points of interest within the area and prioritizes them for wayfinding improvements.

3. Implementing the Wayfinding Plan:

- **Signage Installation:** The wayfinding plan is implemented through the installation of new signs, which can include directional, informational, and identification signs.
- **Other Design Elements:** Other elements of the wayfinding plan may include enhancements to streetscapes, public spaces, and other features that contribute to a user's ability to navigate.

Samples of wayfinding signs:





Attachment No. 2

Torrance Citywide Wayfinding and Signage Plan

Prepared for City of Torrance and for SCAG by IBI Group with Toole Design Group - June 30, 2021

The following pages include images and estimated costs which were taken directly from the Torrance Citywide Wayfinding and Signage Plan dated June 30, 2021 and Torrance District Identification Final Concepts dated February 28, 2022. The Torrance Wayfinding Plan can be found at: https://business.torranceca.gov/home/showpublisheddocument/67816/637640509381370000

Gateway Signs

Location guidelines

- Site signs on primary routes into a district or neighborhood, placing them at the edges.
- Consider sight lines. Gateway signs may not be necessary where the destination is already clearly visible (such as at Torrance Beach) or where there are signs or landmarks already present, such as around Del Amo Fashion Center.

Examples of gateway signs

Existing Torrance Gateway Signage (City of Torrance)

Little Italy in San Diego, CA (Rupert Essinger / ESRI)

Vehicle Directional Signage

Location guidelines

- Place signs within a half mile of freeway exits and other major vehicle entry points into Torrance.
- Site signs on the approaches to intersections where a driver must make a decision (such as to turn) to continue toward their destination.

Examples from other cities

District Sign in Madison, WI (Google Streetview)

Community Identifier, location unknown (Toole Design)

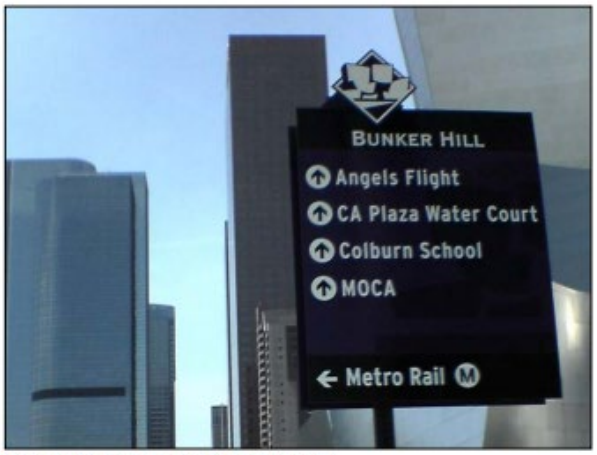
Pedestrian Directional Signs

Location Guidelines

- Prioritize pedestrian directional signs in and adjacent to focus areas.
- Place at intersections along pedestrian routes where people will be making simple right/left/straight decisions about their onward direction.
- Use along sections of routes where confirmation of direction is helpful but where a pedestrian map kiosk may not be necessary.

Examples from other cities

Directional sign in Omaha, NE (Toole Design)



Directional sign in Los Angeles, CA (Eric Richardson, Creative Commons)

5.3. General Sign Placement Considerations

Beyond specific location guidelines for each sign, City staff should also consider the following general considerations for placement when choosing exactly where to install a wayfinding sign at a recommended intersection.

5.3.1. MUTCD Community Wayfinding Regulations (Section 2D.50)

MUTCD regulations state that signs cannot be mounted overhead or obstruct road users' view of other traffic control devices. Adequate spacing is required between wayfinding signage and other higher priority signs.

5.3.2. Traffic Circulation Patterns

Consider traffic volumes and speed limits, especially when placing Vehicle Directional signage. A roadway with drivers traveling at higher speeds and with multiple lanes of traffic may require signage placed farther back from the decision point, or multiple sign assemblies facing the same decision point. For example, on a 3- or 4-lane highway, there should be two vehicle directional signs in advance of the decision or turn: one would be on the median, and the other, on the right side of the roadway. Also consider the number of travel lanes and typical traffic patterns a driver will have to negotiate to reach a turn lane after viewing and processing wayfinding sign information and deciding to turn.

5.3.3. Site-Specific Constraints

Roadway elements like turn lanes and medians may limit where signage can be placed in the roadway, and narrow or missing sidewalks create challenges for placing signage on the sidewalk.

6.1.1. Sign Costs

Hunt Design, a wayfinding signage designer contracted with the City of Torrance, estimated the unit costs below in May of 2021 based on sign design concepts it proposed. The Hunt Design concept images are shown in Appendix A and align with those recommended in this Plan. The cost ranges provided by Hunt Design are based on manufacturing and installation costs, and do not include costs for getting power to internally illuminated signs. Toole Design estimated non-infrastructure costs based on its previous experience on projects of a similar scope and scale.

Type 1: Gateway sign

- Typical unit cost: $25,000 to $38,000 for a City Gateway sign or $8,000 to $10,000 for a Secondary Gateway sign
- Typical non-infrastructure planning and engineering costs: $400 per sign

Type 2: Vehicle directional sign

- Typical unit cost: $3,000 to $4,000
- Typical non-infrastructure planning and engineering costs: $400 per sign

Type 3: Pedestrian directional sign

- Typical unit cost: $1,800 to $2,400
- Typical non-infrastructure planning and engineering costs: $400 per sign

Type 4: Pedestrian map kiosk

- Typical unit cost: $10,000 to $16,000
- Typical non-infrastructure planning and engineering costs: $2,000 to $5,000 per sign

TORRANCE - FINAL CONCEPTS – February 28, 2022