



City of Oakland's Bicycle Wayfinding Design Guidelines



City of Oakland,
California

Bicycle & Pedestrian
Facilities Program

Public Works Agency

Spring 2009

(revised Winter 2012)

Policy Goals

Action 1A.4 – Route Signage: Develop an informative and visible signage system for the bikeway network, building on existing bikeway signage, that includes directional and distance information to major destinations (City of Oakland Bicycle Master Plan, 2007).

- Content: Include information on destinations, directions, and distances.
- Layout: Follow established conventions for highway guide signs to communicate information in a clear and space-efficient manner.
- Placement: Locate signs so bicyclists get the information they need when they need it.



**Content:
Ambiguous Destinations**



**Layout:
Inconsistent Format**

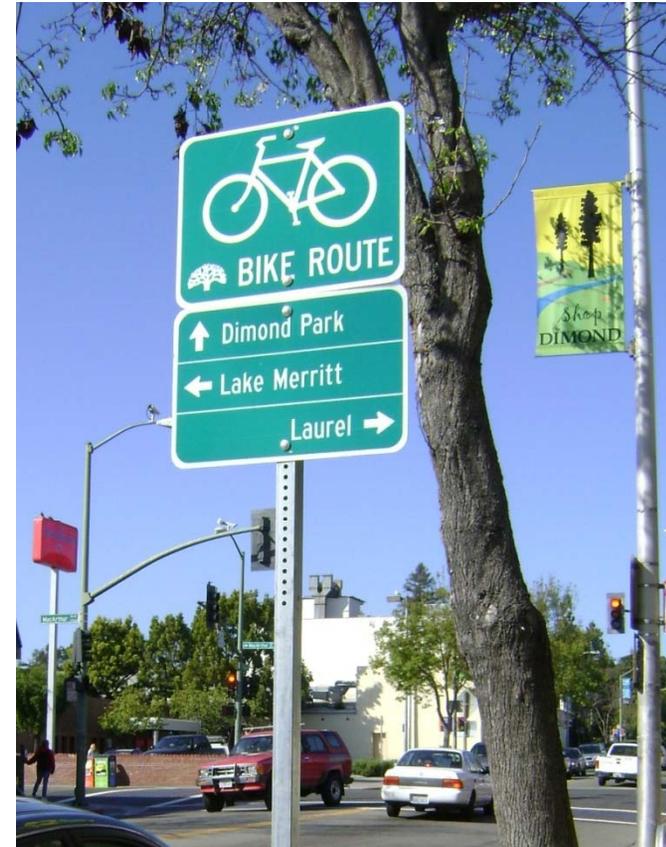


**Placement:
Information too late**

City of Oakland's Bicycle Wayfinding Signage

Oakland's approach builds upon the nationally accepted "Bike Route" sign to:

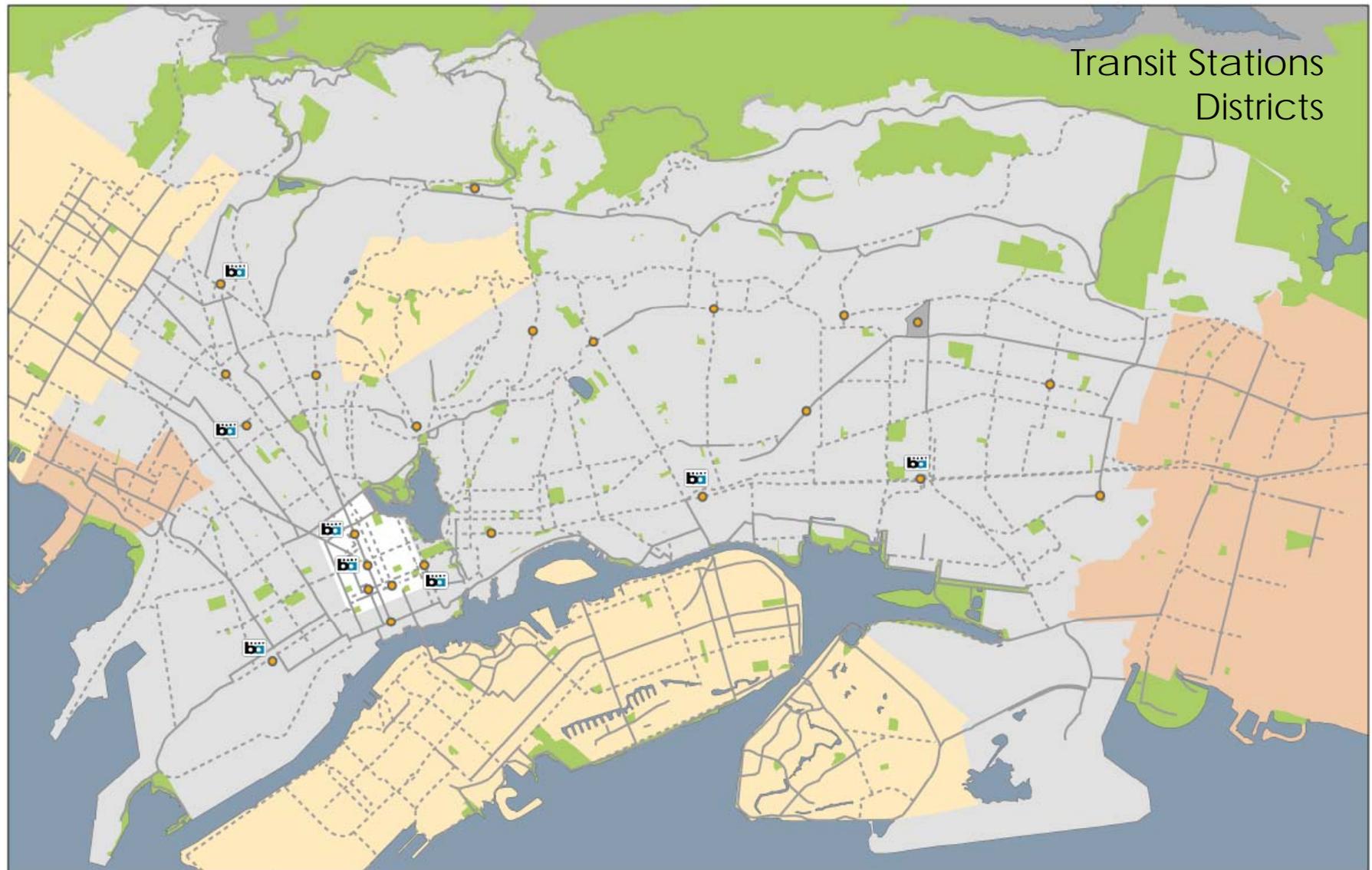
- Provide directions and distances to 100 destinations throughout the city;
- Present information in a clear and consistent manner;
- Ensure that the most important information is available when it's needed.



Primary Destinations: signed up to five miles



Secondary Destinations: signed up to two miles



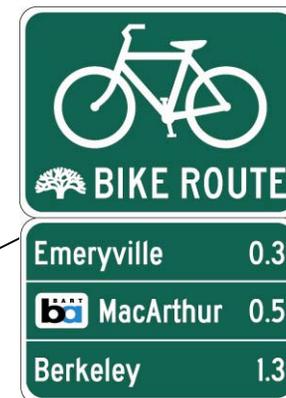
Tertiary Destinations: signed up to one mile



Confirmation Signs

Confirmation signs confirm that a cyclist is on a designated bikeway.

- Up to three destinations (listed closest to furthest)
- Distances included to the tenth of a mile
- 2" cap height for visibility
- Layout accommodates long destination names (99 out of 102 on one line)
- Symbols add visual interest and improve readability



Turn Signs

Turn signs indicate where a bikeway turns from one street onto another street.

- Placed in the block immediately preceding the turn
- Uses standard arrows for visibility and consistency
- Does not include destinations so as to avoid ambiguous arrows and confusion about off-route destinations



Sign Placement and Frequency

Sign Type	Location	Frequency
Confirmation	Far-side, mid-block	½ to 1 mile
Turn	Near-side	As needed
Decision	Near-side	As needed (½ mile)

Advance placement of signs indicating left turns:

- Zero lane merge: 25'
- One lane merge: 100'
- Two lane merge: 200'

The overall frequency will result in four to five guide signs per directional mile of bikeway. Signing the entirety of Oakland's proposed bikeway network will require approximately 2,000 guide signs.

Confirmation Sign



	Rockridge	0.9
	Temescal	1.7
	Downtown	3.2

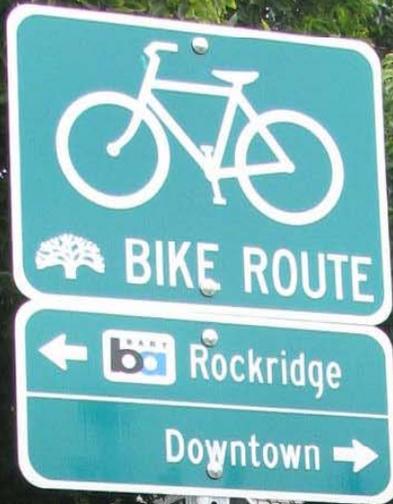
MON THRU FRI
EXCEPT VEHICLES WITH
AREA  PERMITS



Turn Sign



Decision Sign



NO
12:00 PM TO
3:00 PM
2ND AND 4TH
MONDAYS
EACH MONTH
EXCEPT HOLIDAYS

Example Signs from Other Jurisdictions



San Francisco



Chicago



Portland

Photo source: <http://www.flickr.com/photos/monkeybrain/2549885604/>



Berkeley