



WAYFINDING

Wayfinding clearly defines pedestrian, bicycle, and vehicle networks to guide travelers to destinations of interest or connecting networks. Wayfinding is typically provided via signage and may be directional (orienting a user to where they are or connecting networks), informational (informing travelers of areas of interest or local offerings), or conformational (reassuring a user that they are still on the same route). Wayfinding is typically static (e.g. typical signage) but may also be dynamic, changing in response to real time information. Wayfinding signage can be supplemented with maps and web-based applications to help users plan and carry out their trip.

USE

- Wayfinding is used to guide pedestrians, bicyclists, and motorists to assist them in navigating transportation networks.
- Wayfinding may provide a variety of information including directional indicators and other information such as estimated travel time or distance to destinations of interest (e.g. 5-minute walk to Van Andel Arena; five blocks to Silver Line).
- Wayfinding is typically located on higher order streets (e.g. Network Residential, Business Commercial, Crosstown Connector, and Urban Center) but may be on lower order streets for community routes such as neighborhood greenways or bicycle boulevards.
- Wayfinding may be on streets or on off-street facilities (e.g., multi-use trails).

DESIGN

- Wayfinding should follow a consistent design palette to aid in identification and legibility. Grand Rapids has an adopted wayfinding system for the downtown.
- Wayfinding should be oriented to the appropriate user. For example, pedestrian wayfinding should be located adjacent to the sidewalk and at eye level; bicycle signage should be oriented toward bicyclists; vehicle signage should be at a location and scale consistent with driver's line of sight and speed of travel.
- Wayfinding oriented to one user (e.g. pedestrians) should generally be inconspicuous to other users (e.g. drivers) to avoid confusion.
- Wayfinding should be simple, straightforward, concise, and uncluttered.
- Signage should be compliant with the MMUTCD if intended for drivers and should not conflict with traffic signs. Signage should use reflective materials in low light conditions to improve legibility.
- Wayfinding signage should be located in the furnishing zone and must not impede pedestrian, bicycle or vehicle movement. Wayfinding signage must maintain both horizontal clearances as well as vertical clearances.
- Grand Rapids' current wayfinding system includes four sign types – the District Welcome Signs, District Directional Signs, Locational Directional Signs, and Pedestrian Kiosks. In addition, private

wayfinding signage is also utilized on Medical Mile (Michigan St.) to guide patients and visitors.

SPECIAL CONSIDERATIONS

- Logos, other than public or quasi-public agencies or entities, are generally discouraged on wayfinding signs in an urban environment. Clear, direct language is encouraged.

OPERATIONS AND MAINTENANCE

- Keeping wayfinding updated in a dynamic city can be a challenge. Responsibility for updating wayfinding should be established prior to installation.
- Wayfinding, like other signs, is often subject to abuse and theft. Similarly, wayfinding signs are often removed and stored during construction. Responsibility for storage, reinstallation, replacement and maintenance must be clarified prior to installation.

REFERENCES

- NACTO: Urban Bikeway Design Guide, Second Edition, 2014
 - Bikeway Signing & Marking: Bike Route Wayfinding Signage and Markings System <http://nacto.org/publication/urban-bikeway-design-guide/bikeway-signing-marking/bike-route-wayfinding-signage-and-markings-system/>
- AASHTO: Guide for the Planning, Design, and Operation of Pedestrian Facilities, 2004
 - Section 4.2: Pedestrian-Related Signing
- AASHTO: Guide for the Development of Bicycle Facilities, 2012
 - Section 4.11: Bicycle Guide Signs/Wayfinding
- MMUTCD, 2011
 - Part 2 Signs: Chapter 2D. Guide Signs – Conventional Roads http://mdotcf.state.mi.us/public/tands/Details_Web/mmutcdpart2d_2011.pdf
 - Part 9 Traffic Control for Bicycle Facilities: Chapter 9B. Signs http://mdotcf.state.mi.us/public/tands/Details_Web/mmutcdpart9_2011.pdf

DETAILS

- City of Grand Rapids Frequently Used Detail
 - City Standard Wayfinding Sign Foundation Detail
- MDOT Standard Highway Signs
 - SHS-E08_D_GUIDE “D” Guide Signs http://mdotcf.state.mi.us/public/tands/Details_Web/mdot_signs_e08_d_guide.pdf

