



Bike Wayfinding Update

Pedestrian & Bicycle Advisory Committee
April 3, 2024

Pedestrian & Bicycle Wayfinding Master Plan Background



City of Petaluma, CA

pedestrian & bicycle wayfinding master plan

July 6, 2021

merje

MERJE | ENVIRONMENTS & EXPERIENCES

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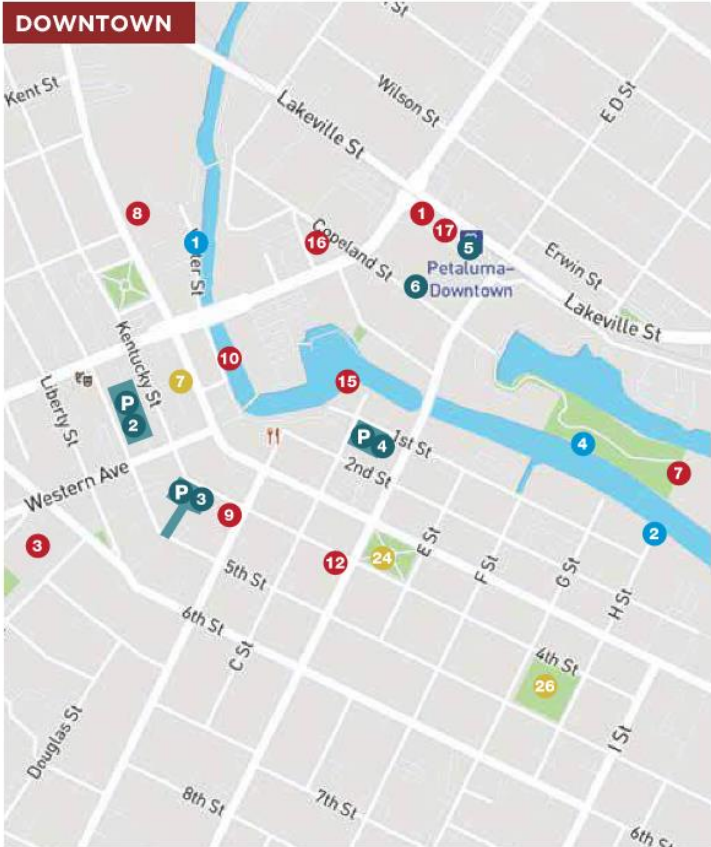
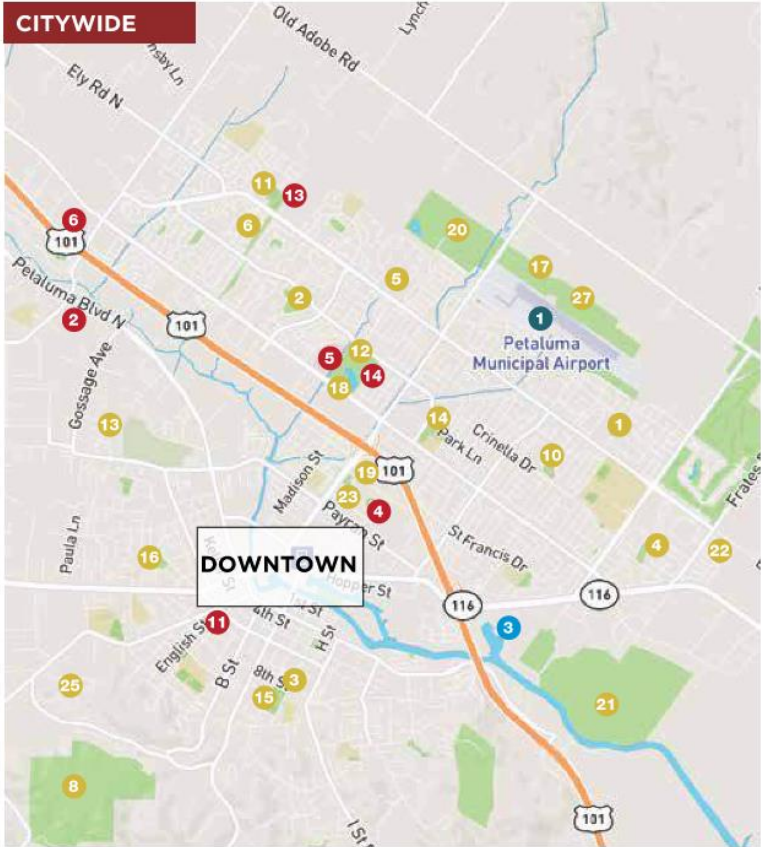
www.merjdesign.com

3.2 Section 3 -Wayfinding Analysis



Examples of existing signage

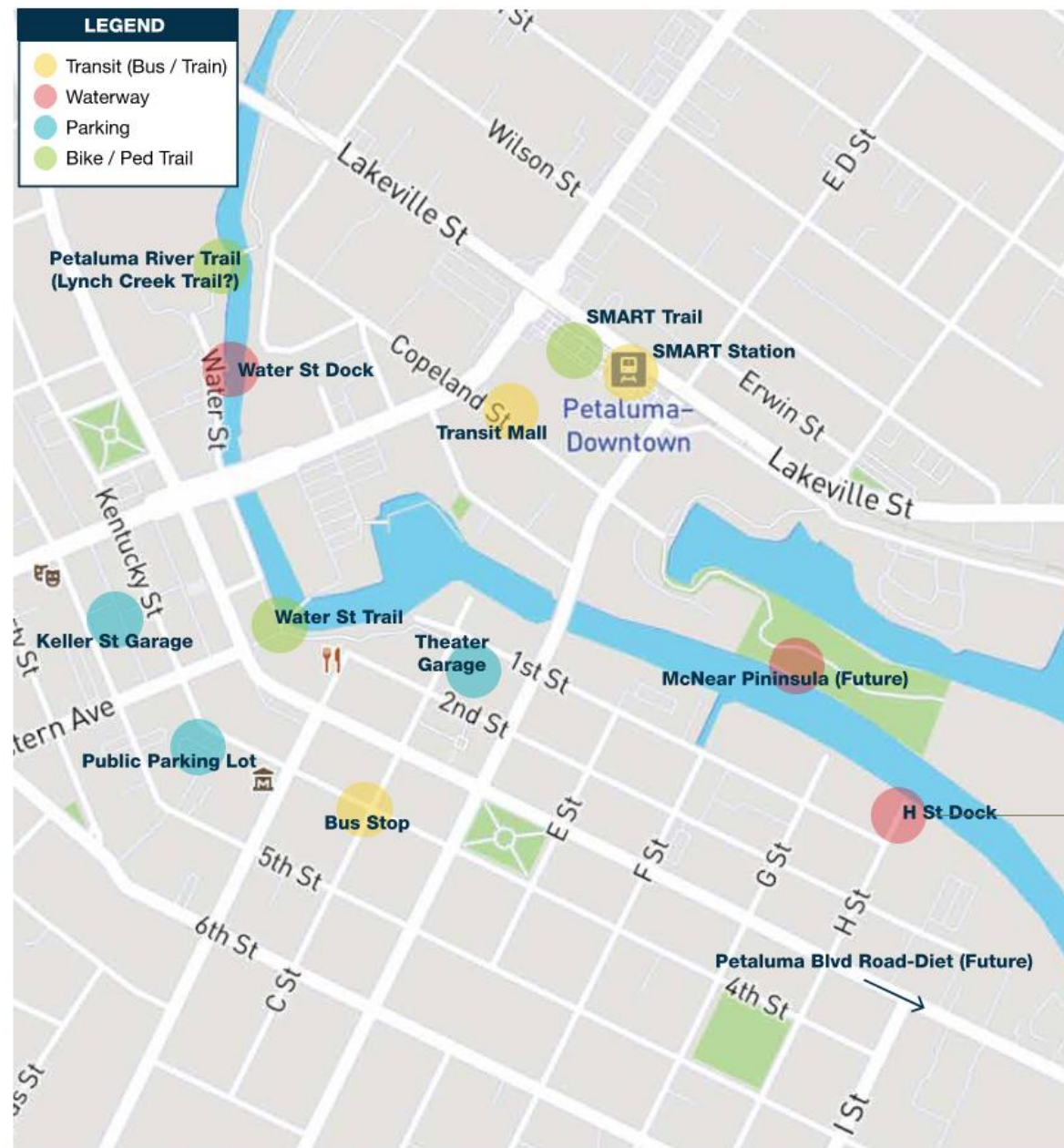
Existing Signage



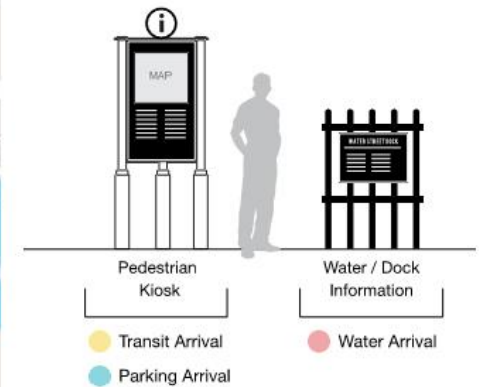
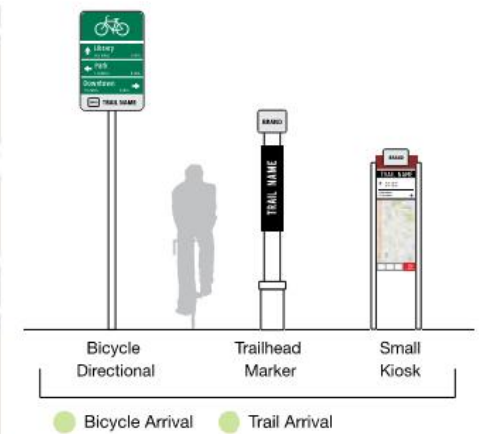
City Destinations

Locations

Sign Types



Pedestrian Arrival Points



Proposed Kiosk Location outside Keller St Garage



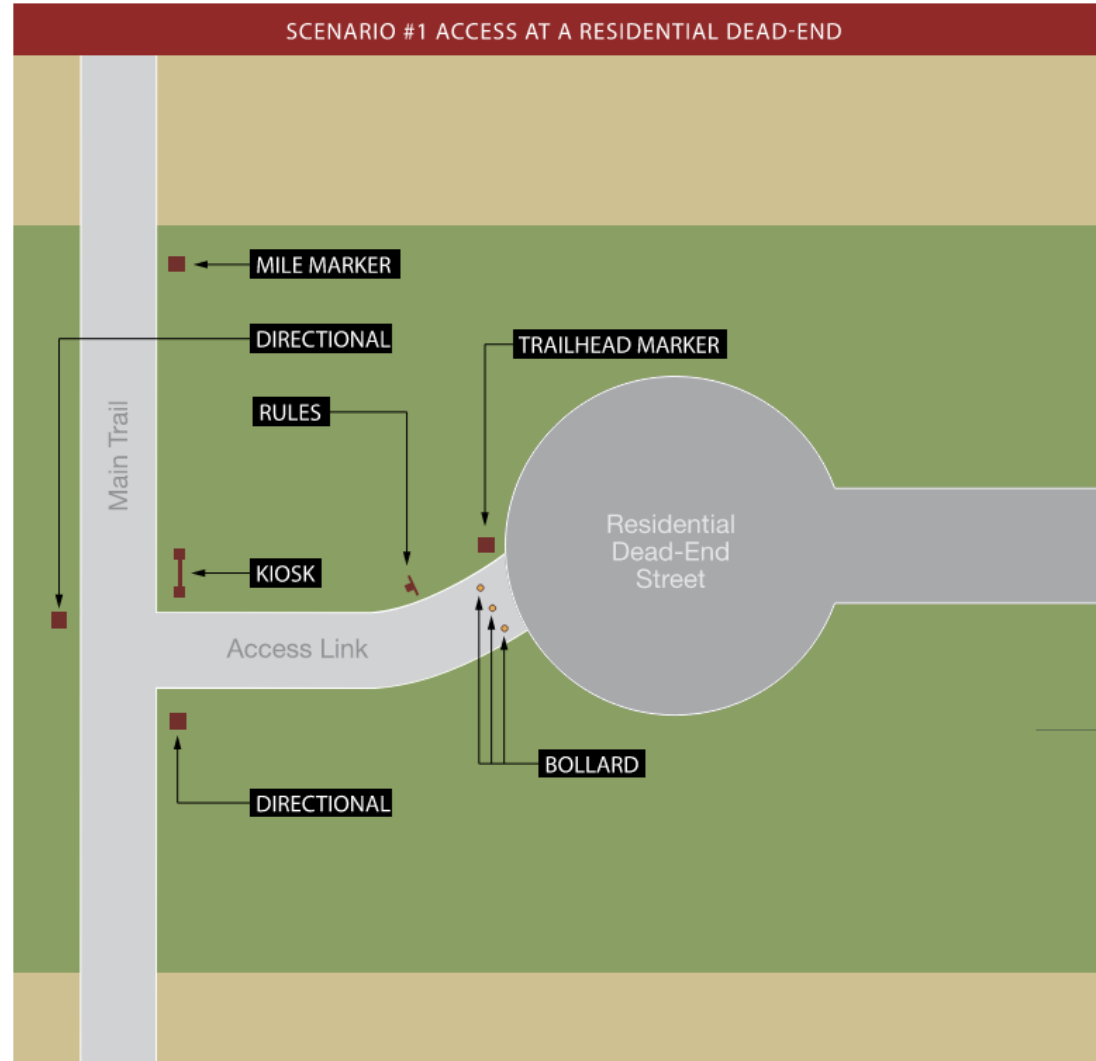
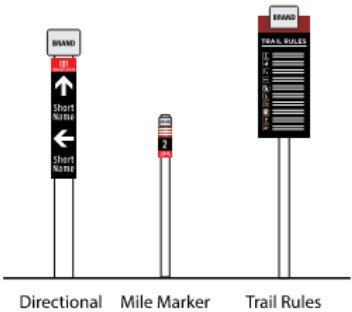
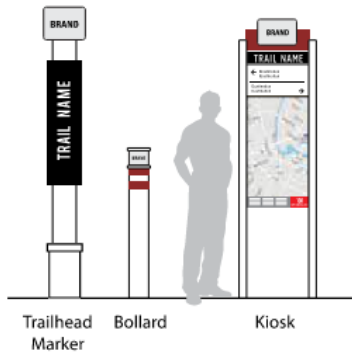
Brands, Colors & Icons

placement scenario 1

ACCESS LINK - RESIDENTIAL

The following typical placement scenario is a trail crossing a low speed street, possibly a residential street. Signage includes:

- Small Kiosk
- Trail Directionals
- Bollards
- Mile Marker
- Trail Rules
- Trailhead Marker



Placement Scenarios

Implementation Part 1: The Wayfinding Pilot Project

Objectives

- The objective of this pilot project is to:*
- 1. Install wayfinding to provide direction for the safe and direct movement of pedestrians and bicyclists to move from Petaluma Blvd. South to the Downtown Area, Transit, SMART Multi-Use Path, and the Lynch Creek Trail*
 - 2. Receive feedback from the community for refinement prior to full scale implementation of the Wayfinding Program.*

Pedestrian & Bicycle Advisory Committee

PBAC INPUT AND INITIAL RESPONSES

PBAC Comments addressed in current work:



- Selected Design Theme from 3 Options presented (*hybrid developed*)
- Provide **H Street** signage
- Extending Wayfinding Program onto the **Lynch Creek Trail**
- Include **QR** Codes (particularly for initial feedback)
- Requested follow-up for subsequent phases and development

PBAC Comments to be considered for future phases:

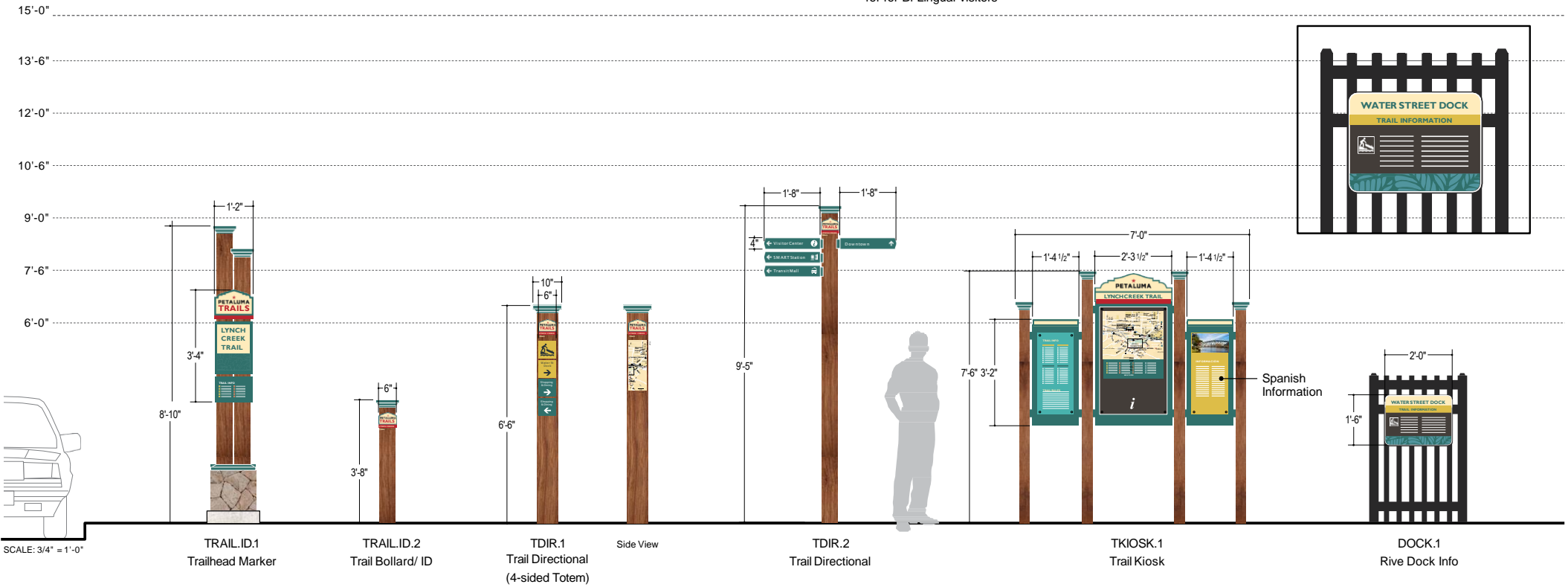
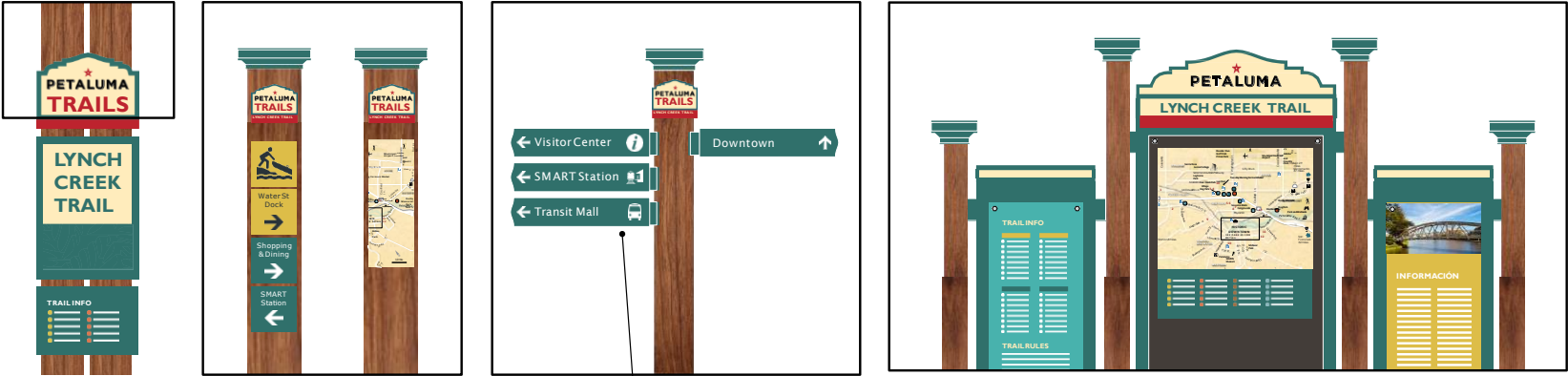
- Provide lighting
- Space for hanging bike tools at kiosks
- Consider name change from Bike Petaluma to be more inclusive
- Add locations: Shollenberger, Smart Multi-Use Path, River Park

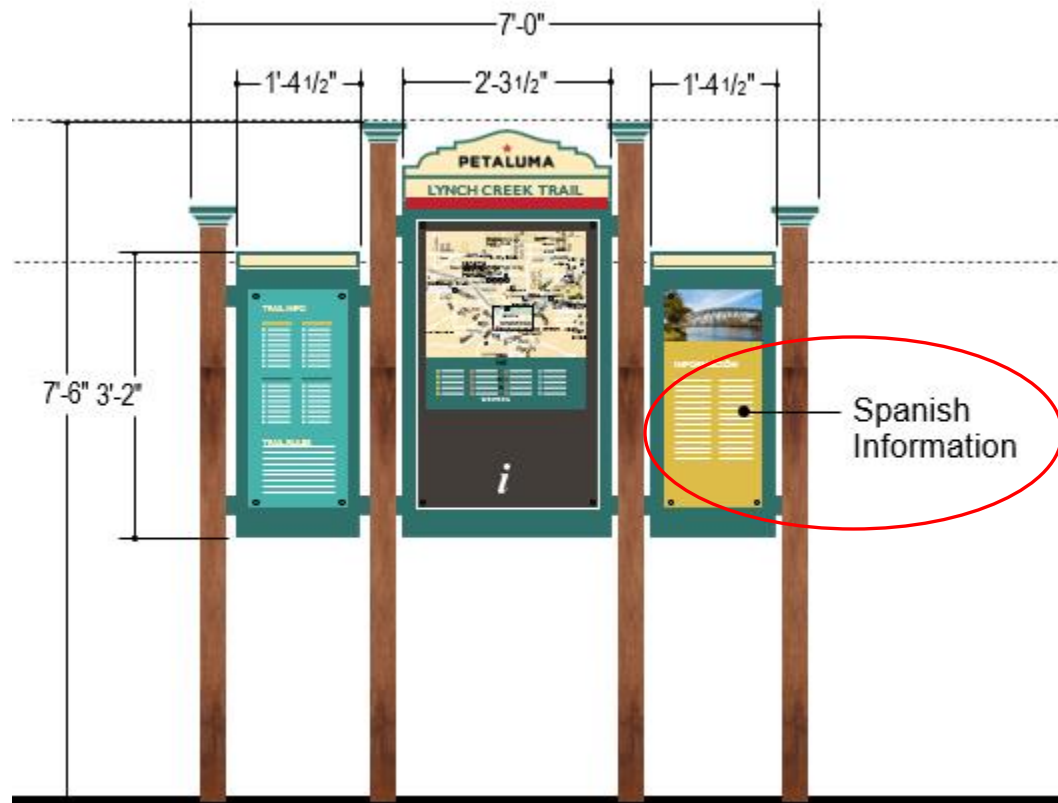
Petaluma Downtown Association (PDA), Staff, and Other Community Outreach



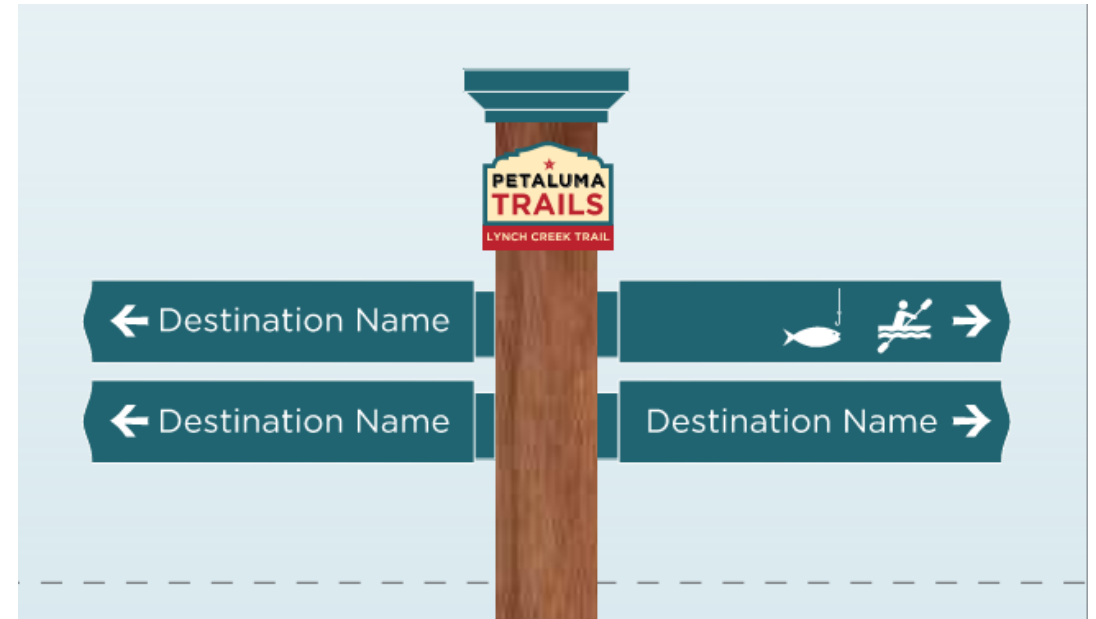
- Presented to Petaluma Downtown Association (PDA)
- PDA supported design option
- Design option aligns with City branding used for Visitor Program that PDA uses
- PDA will continue to be included in wayfinding program development
- Petaluma's Economic Development Team consulted with City's design consultant Design Guild for branding design
- Presented to Planning Commission on April 12; comments and support for project received

Option 4

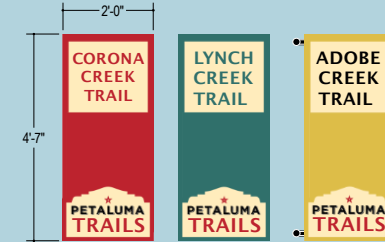
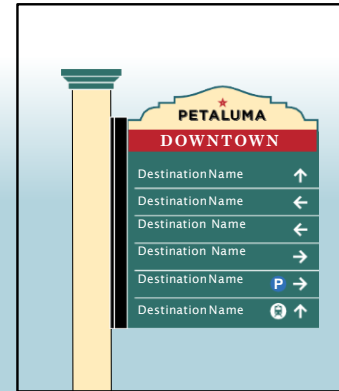
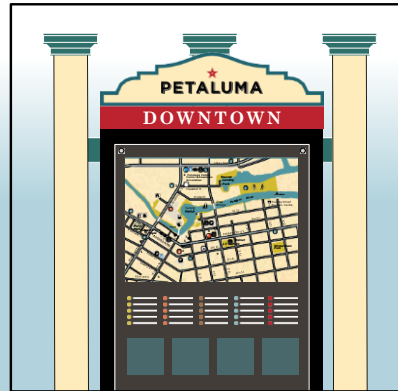
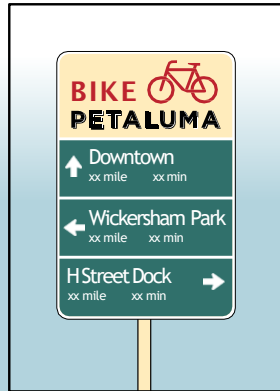




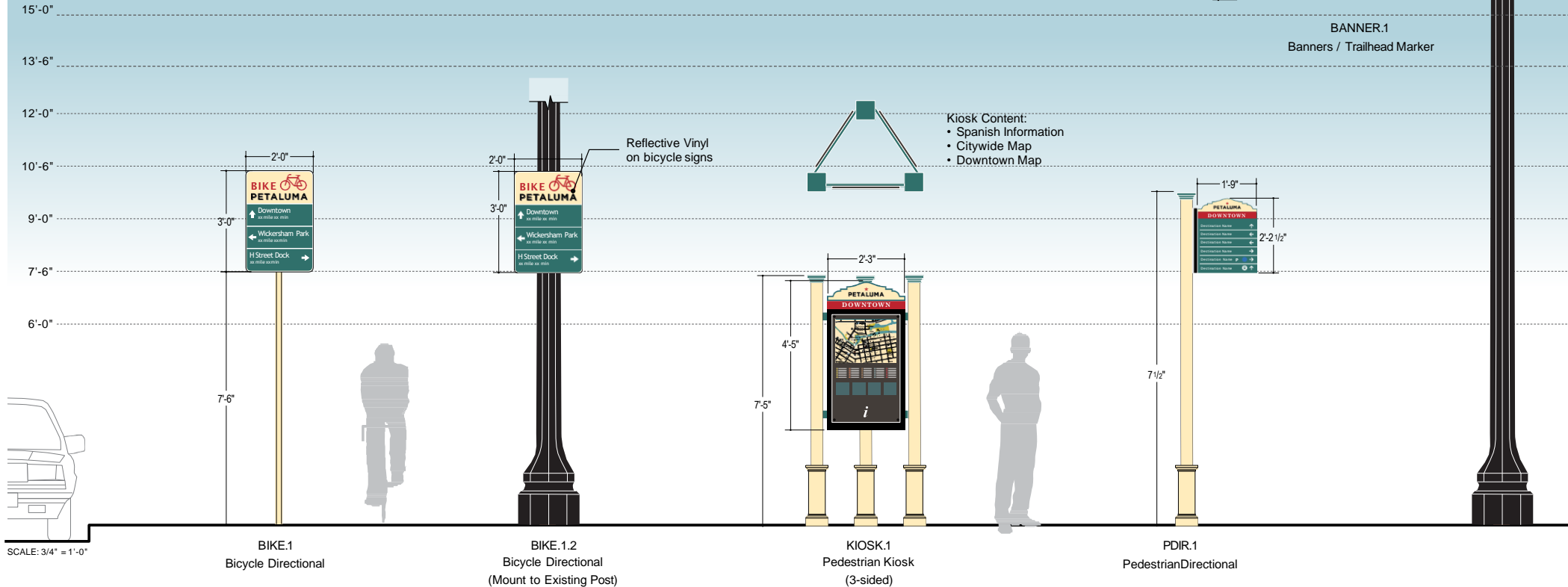
TKIOSK.1
Trail Kiosk



Destination Sign



BANNER.1
Banners / Trailhead Marker





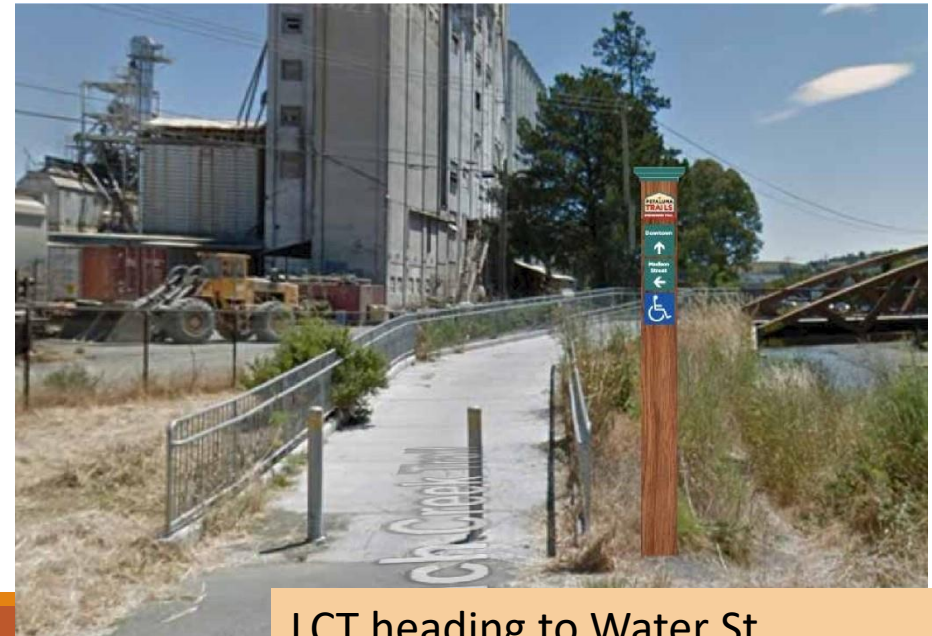
Looking north on PBS



LCT @ Lakeville St.

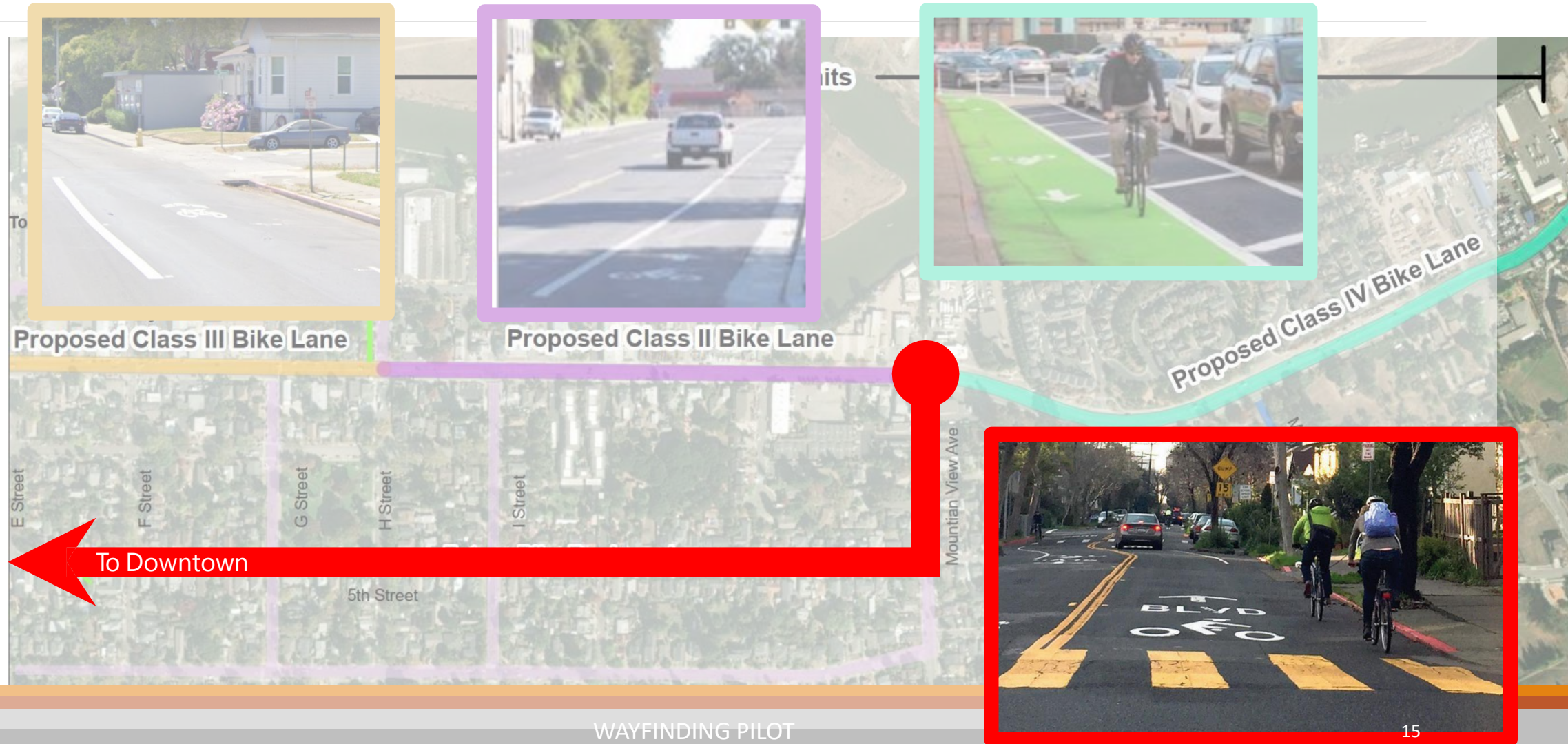


Water St. @ LCT

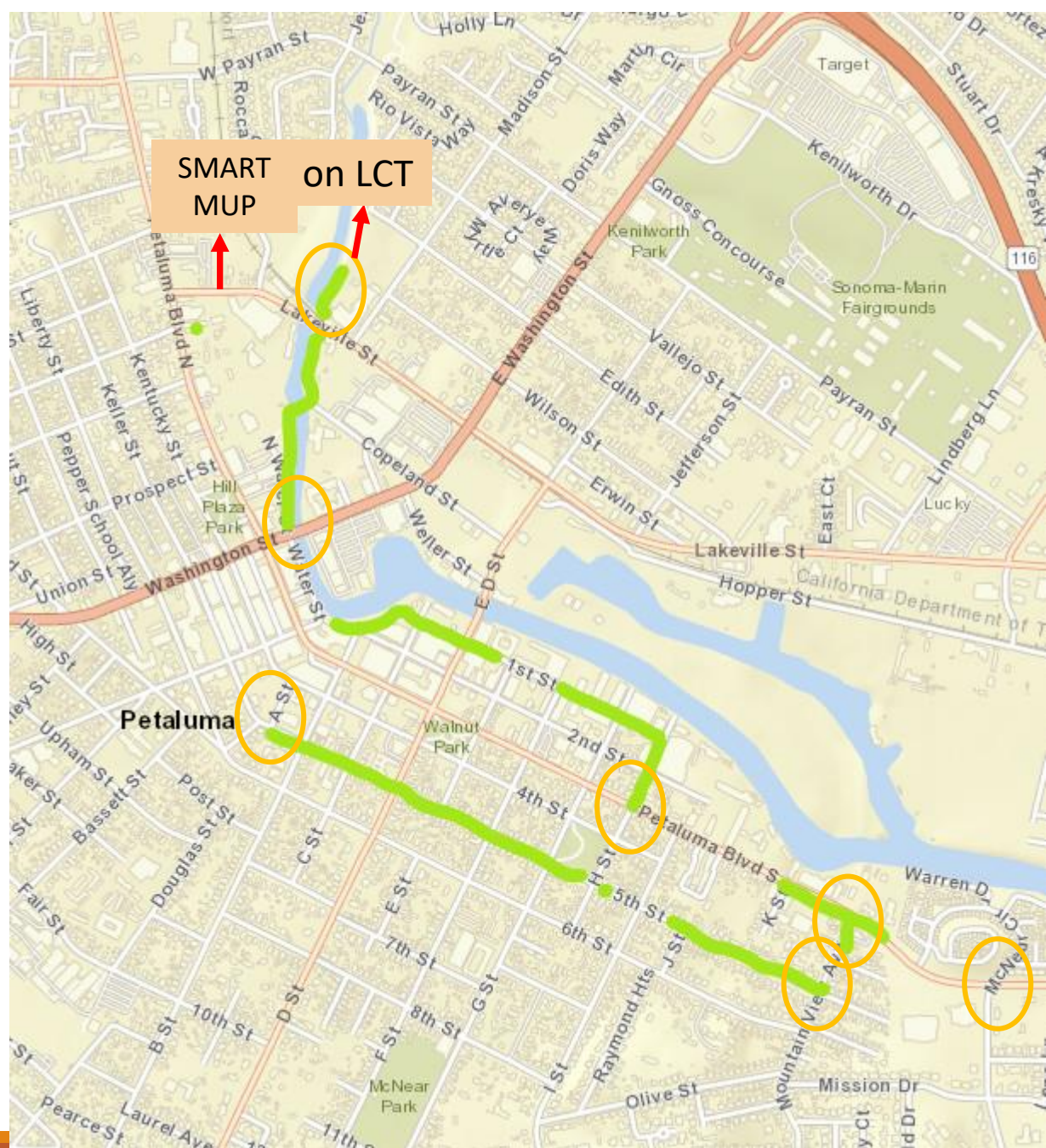


LCT heading to Water St.

5th Street Bicycle Boulevard Pilot Project



Wayfinding Signage Layout (draft)



SMART MUP
on LCT



Routes



Potential Sign Site Locations

Note: Approximately 30 signs to be installed



to Novato via SMART MUP

Next Steps (Pilot Phase)

- *WAYFINDING ASSESSMENT (COMPLETED)*
- *SCHEMATIC DESIGN; 4 OPTIONS DEVELOPED (COMPLETED)*
- *DEVELOPED DESIGN DEVELOPMENT (COMPLETED)*
- **FINAL SIGN LOCATION PLANS**
- **CONSTRUCTION DOCUMENTS**
- **BIDDING** (AUGUST/SEPTEMBER)
- **INSTALLATION** (START SEPTEMBER/OCTOBER)

Discussion and Questions

