



Community Wayfinding Sign Program OVERVIEW

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Program Manager

Directional and Service Signing Program

VDOT, Traffic Engineering Division

The Virginia Administrative Code (24VAC30-551-70) was modified in 2005 to allow signs for special programs including Wayfinding for:

FHWA Experimental Project

- The Historic Triangle Wayfinding Group, sponsored by the City of Williamsburg and the Counties of James City and York

VDOT Pilot Project

- Loudon County, conducted in the Town of Purcellville

Community Wayfinding Sign Program

The experimental and Pilot programs have been successfully completed and served as a “seed bed” for developing a VDOT Community Wayfinding Guideline



Community Wayfinding Sign Program

Beginning in 2009, VDOT began receiving additional requests for wayfinding programs for which “Pilot Project ” approvals were granted. These include a Community Wayfinding plan located in Stafford County and a seven mile portion of the Richmond Highway (Rte. 1) in Fairfax County.



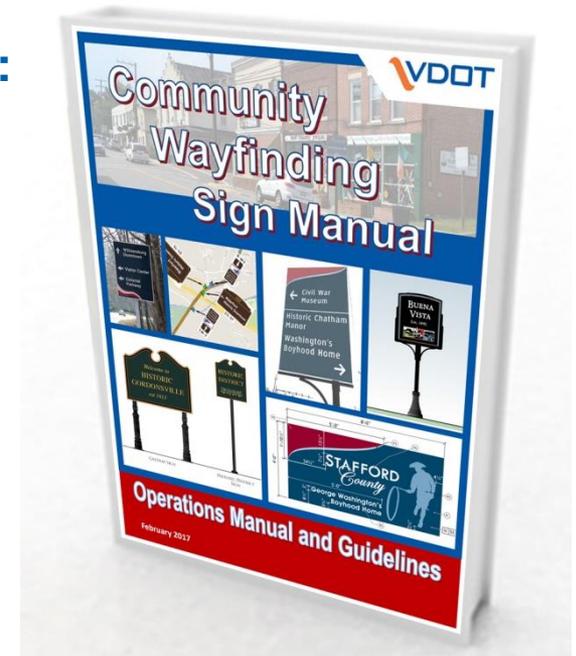
Community Wayfinding Sign Program

- Requests from other local sponsors continued to grow, thus, emphasizing the need for a uniform manual on community wayfinding.
- Common issues that needed to be addressed include:
 - Sign shapes, sizes, locations and colors that are not MUTCD compliant
 - Sign materials that are substandard (not retro-reflective)
 - Inappropriate use of pictographs or branding
 - Destinations that highlight commercial or retail establishments in lieu of “cultural, historical and recreational” attractions
 - Inappropriate combination of destination signing with gateway signing
 - Vertical Lettering



From these and other projects in the formative stages, VDOT (IDSP) has developed a comprehensive Community Wayfinding Guideline manual...a basic “How To” for wayfinding...

- The manual is consistent with and will be utilized as a supplement to the MUTCD.
- The manual is organized into five sections:
 - An introduction to the Program
 - The Program Development Process
 - Planning and Design
 - Permitting and Construction
 - Maintenance



- Each section has been developed in concert with and reviewed by the Office of Land Use, Regional and District Traffic Engineers and the Wayfinding Advisory Group, consisting of VDOT and non-VDOT members, Pilot Project Participants and the Research Council.
- The manual has also been reviewed and approved by Karen M. King, P.E., Transportation Safety Engineer of the Federal Highway Administration for use as a supplemental guideline to the MUTCD.



Community Wayfinding Sign Program ~ BENEFITS ~

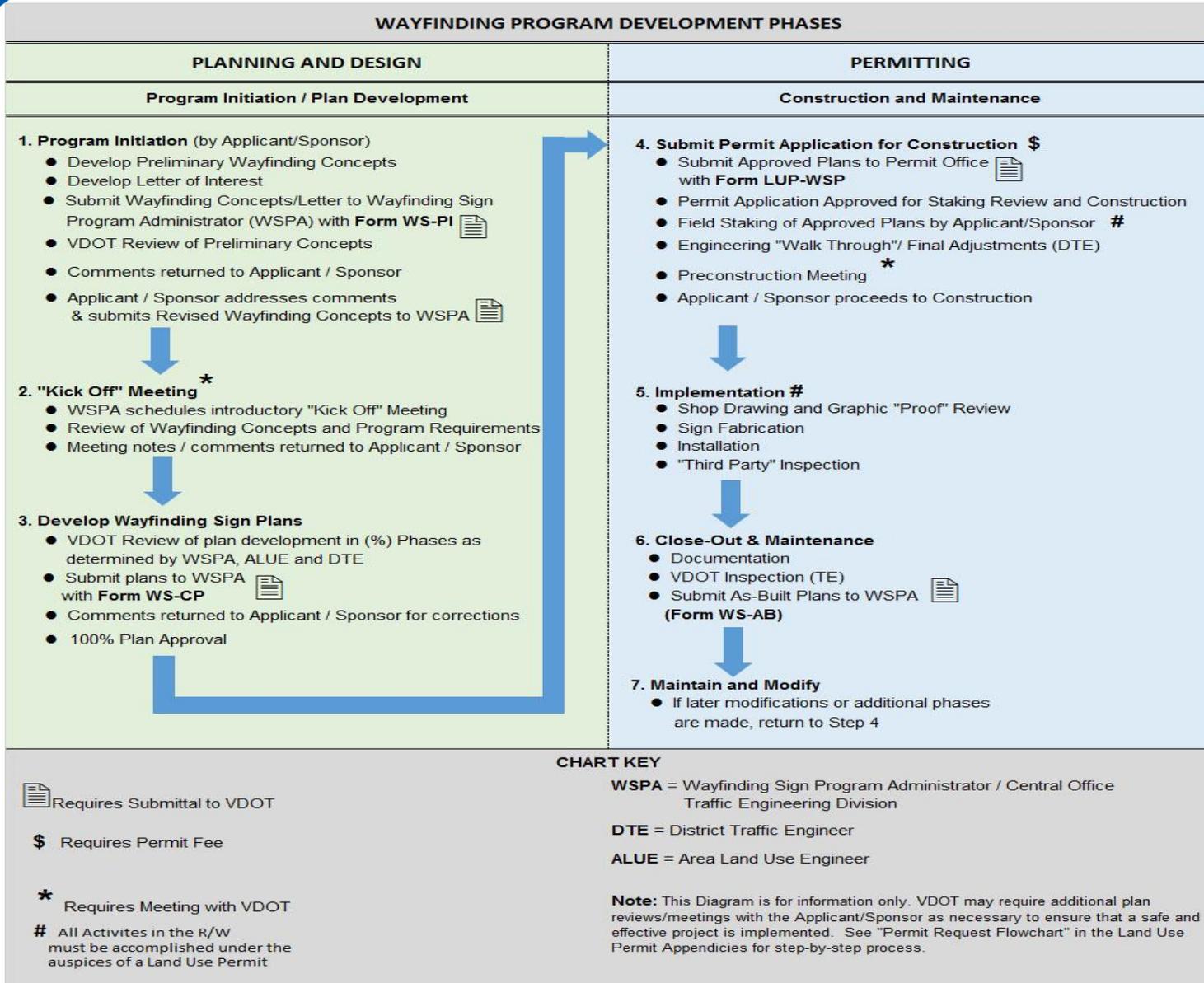
- The manual will provide local sponsors the tools and information they need to both develop a meaningful wayfinding system for their community as well as navigating the VDOT Land Use Permit process.



PRIMARY BENEFITS

- **Conformity with the MUTCD**
- **Consistent and uniform approach for developing, implementing, and maintaining wayfinding sign programs**
- **Aid localities by providing a single and comprehensive resource for wayfinding information**
- **Aid VDOT staff in reviewing and approving plans consistent with the MUTCD and our own VDOT Community Wayfinding policy.**
- **A streamlined workflow for project development as indicated in the following slide.**

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Questions?

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