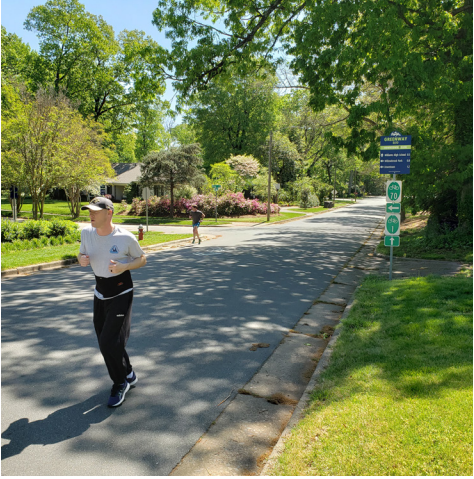




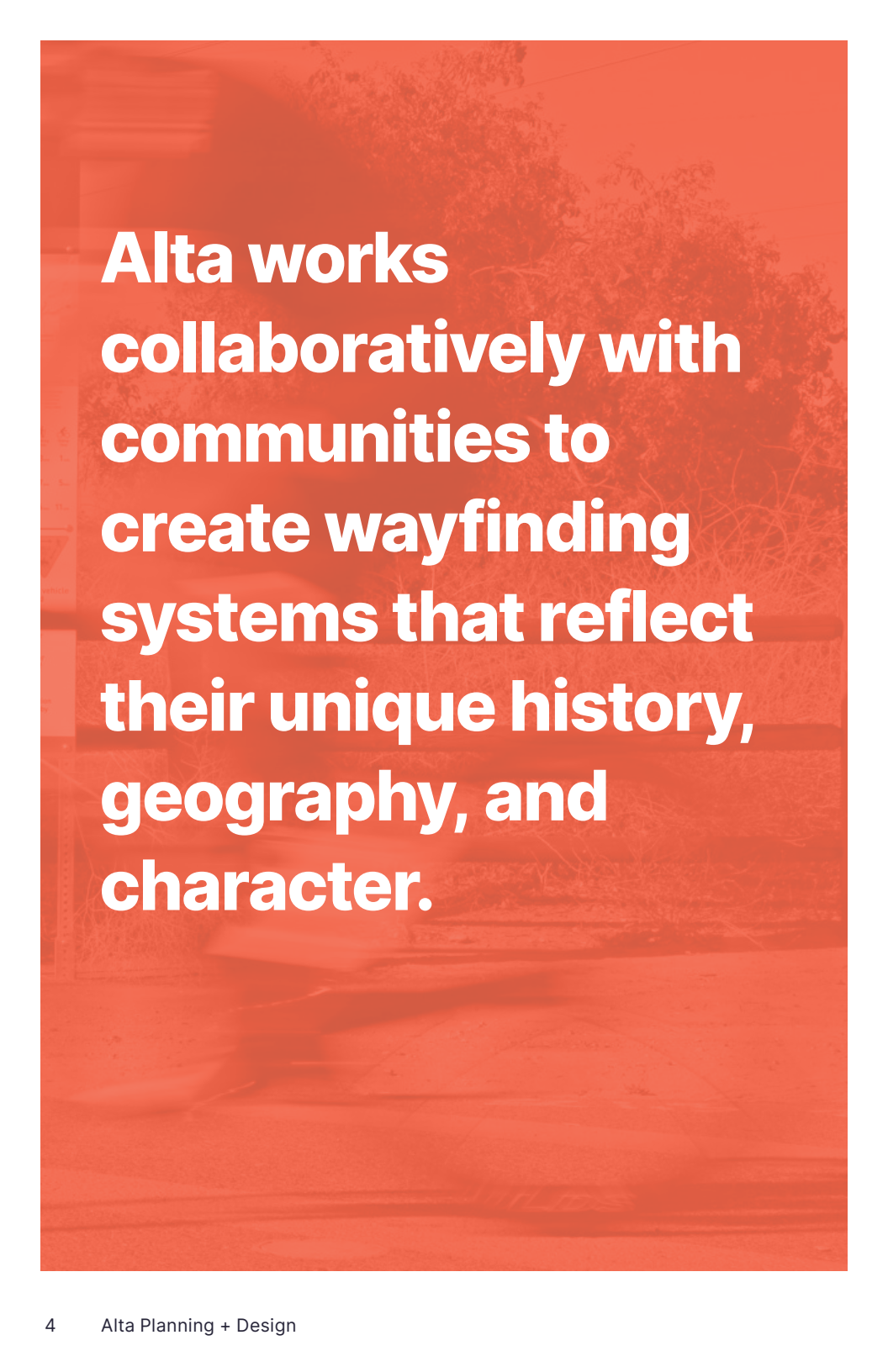
# WAYFINDING

*Connecting People with Places*



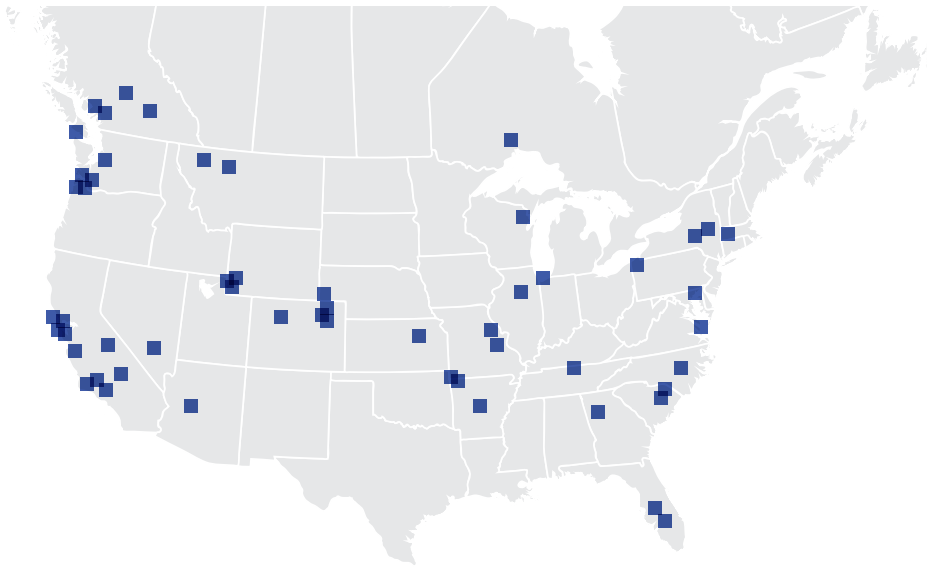






**Alta works  
collaboratively with  
communities to  
create wayfinding  
systems that reflect  
their unique history,  
geography, and  
character.**





## Wayfinding

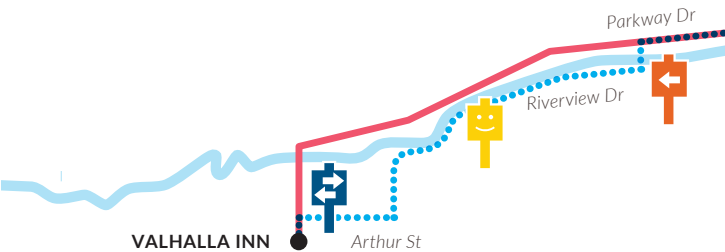
At Alta, we use our unique expertise in active transportation planning and design to create wayfinding and signage systems that enhance a community's vibrancy and character.

Alta has designed over 80 signage and wayfinding systems, specifically aimed at the needs of pedestrians, bicyclists, low speed electric vehicles, and vehicles. Because active transportation is our core specialty, we understand the importance of creating wayfinding systems that address the needs of all users, whether traveling by foot, bicycle, vehicle, or transit.



## Connect People with Places

An effective wayfinding system should directly connect to places locals and visitors want to go and enable them to discover new destinations that can be reached by walking or rolling. Wayfinding connects neighborhoods and provides navigational assistance to both local and regional destinations, and is an extension to the bicycling and walking network, providing a seamless travel experience for non-motorized users.



*Planned vs. Actual Route diagram illustrates how thoughtfully designed active transportation wayfinding systems can give users the confidence to stray from their familiar path, discover new places that enhance their journey, and arrive safely at their destination.*







## Promote Active Travel

Wayfinding should encourage active transportation by creating an accessible, clear, and attractive system that is intuitive to navigate by walking and rolling. An effective wayfinding system has the potential to validate walking and bicycling as viable transportation options by communicating network connectivity and addressing perceived barriers such as time and distance to destinations.

Wayfinding should also expand the awareness and use of bicycle and pedestrian facilities by the whole community. In many cases, streets with low speeds and volumes may be good candidates for walking or cycling routes and simply need the installation of wayfinding to raise the awareness of these route options.

*Divvy Bike Share station  
Chicago, IL*







## Maintain Motion

Wayfinding information should be presented in a way that is quickly understood. Walking and bicycling require physical effort, and frequent stopping and starting to check directions may lead to frustration and discourage use. Wayfinding information that can be quickly and easily grasped contributes to a more enjoyable environment for walking and bicycling. Consistent, clear, and visible wayfinding elements allow active transportation users to navigate while maintaining movement.

*Razorback Greenway  
Springdale, AK*







## Keep it Simple

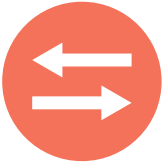
Wayfinding should provide clear information in a logical succession, and not overburden users with excess information. Information should be presented in as clear and logical format as possible. Wayfinding signage should be both universal and usable for the widest possible demographic and with special consideration for those without high educational attainment, English language proficiency, or spatial reasoning skills. It is important to provide information in manageable amounts. Too much information can be difficult to process quickly; too little, and decision-making becomes impossible. Information should be provided in advance of where major changes in direction are required, repeated as necessary, and confirmed when the maneuver is complete.

*Hawthorne Bridge  
Portland, OR*

*Bellingham Bicycle  
Wayfinding  
Bellingham, WA*







## Be Predictable

Wayfinding should be predictable and consistent. When information is predictable, it can be recognized and quickly understood. Predictability should relate to all aspects of wayfinding placement and design (i.e., sign materials, dimensions, colors, forms, and placement). Design consistency also contributes to a continuity of experience as landscapes and context change along bicycling and walking routes. Once users trust that they will encounter consistent and predictable information, their level of comfort is raised and new journeys become easier to attempt and complete, thereby promoting an experience that is welcoming and friendly. Similarly, maps should employ consistent symbology, fonts, colors, and style.

*LA River Path  
conceptual rendering  
Los Angeles, CA*







## Be Inclusive

Public routes, paths, and wayfinding systems should be developed with care to serve people of all ages and abilities.

As wayfinding systems often relate to accessible routes or pedestrian circulation, it is important to consider technical guidance from the Americans with Disabilities ACT (ADA) in order to implement wayfinding signs and other elements that do not impede travel or create unsafe situations for pedestrians, bicyclists, and/or those with disabilities. The Architectural and Transportation Barriers Compliance Board and the AASHTO Guide for the Development of Bicycle Facilities also provide guidance for safe and accessible design for the built environment.

*Shot Pouch Greenway  
conceptual rendering  
Durham, NC*

*North Beach Trail  
pedestrian wayfinding  
Santa Monica, CA*





The background image shows a group of people participating in a public engagement exercise outdoors. They are seated at tables, looking at and writing on various documents and maps. The scene is set in a park-like area with trees in the background. The entire image is overlaid with a semi-transparent red filter.

“

**We want to be a destination for all ages, attracting businesses, and merging our culture from past traditional style with a modern flair.**

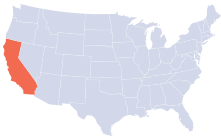
-Public engagement exercise participant





## Community-Driven Design

Alta's in-house graphic design team specializes in developing wayfinding families that reflect the identity of the communities where we work. Our research starts with creative exercises to understand how people use, experience, remember, and imagine the future of places, using a variety of interviewing, mapping, and hands-on activities. This approach results in outcomes that reflect deep, local understanding as well as the community's creative energy.

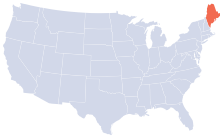


## CVLink

CVLink connects seven cities across nearly 50 miles in the Coachella Valley, starting near the base of the San Jacinto Mountains in the northwest and moving to the southeast toward the Salton Sea. This Signature Trail uses color as a wayfinding and branding feature. The selected colors of orange and blue are present throughout all of the trail features. The colors are used on the surface of the pathway, wayfinding signs, furnishings, crosswalks, lights, and railings. They are oriented in a way that users traveling to the northwest, toward the mountains follow the orange color and those traveling toward the Salton Sea follow the blue color. The colors create a thematic experience that keeps the user confident that they are continuing in the intended direction without having to read signs or other landmarks.

*CV Link,  
Cathedral City, CA*



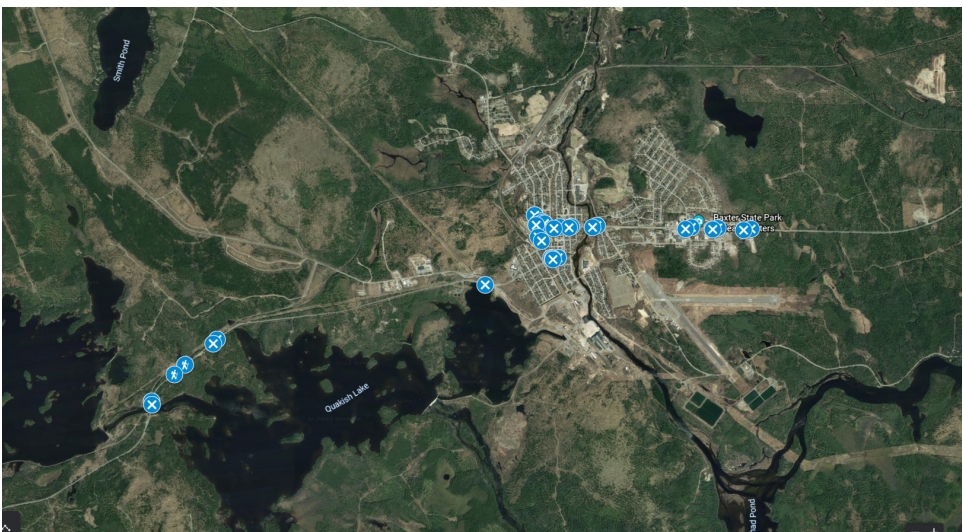
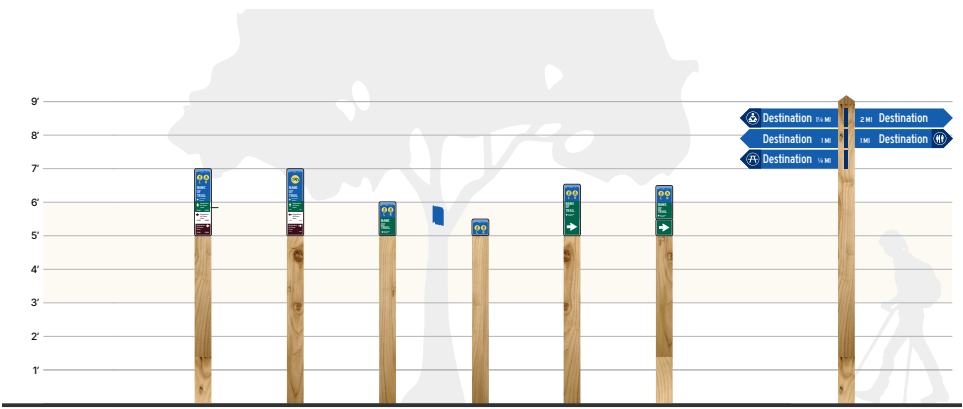
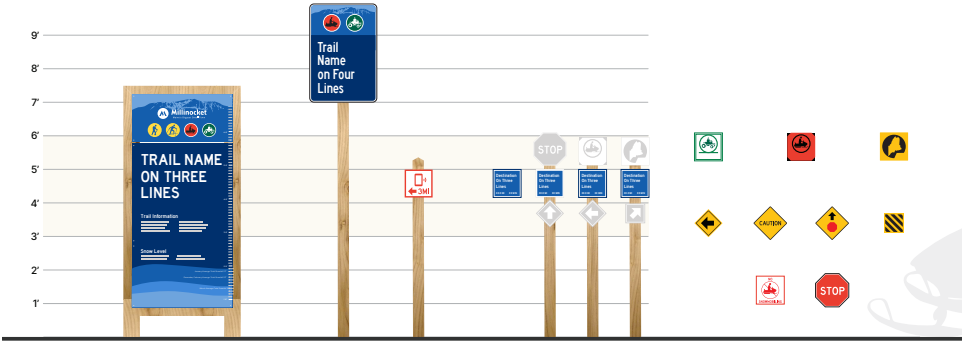


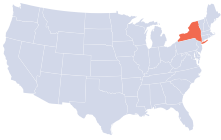
## Katahdin Region

Alta conducted a deep dive into the regional wayfinding needs of the Eastern Katahdin Region in Maine that closely examined the relationship between visiting tourists and outdoor recreation sites and opportunities. The goal of this project was to develop a branding and wayfinding system that can connect locals with the surrounding world-class outdoor recreation facilities, and to connect visitors with downtown amenities, shops, restaurants, and hotels. The wayfinding plan, that was designed for a pilot program in Millinocket, ME was vetted and approved by the Maine Department of Transportation and presented as a detailed design guide. Each sign type is described by material, fonts, graphics, and installation methods in order to maintain consistency across the region as more communities implement the wayfinding strategy.

*Wayfinding concept design (above) and placement plan (below) for Millinocket, ME*







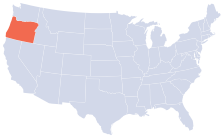
## Empire State Trail

As the program management team for the 750 mile Empire State Trail, Alta oversaw route identification, several trail feasibility studies that proposed over 60 miles of new off-road shared-use trails, and over 60 individual projects, each with their own scope, budget, and timeline. Through each step of the process, Alta provided technical design support, project management, and design services for wayfinding, interpretive signage, trailheads, gateways, and on- and off-road facilities. Communities that are connected to the trail have already experienced economic growth with the creation of local businesses and increased tourism.

*Empire State Trail, NY*







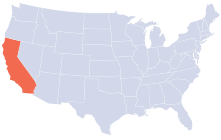
## Explore Washington Park

Alta supported Explore Washington Park, a Transportation Management Association for the park, by providing graphic design for 12 unique pictograms representing key park venues, a eight-panel map brochure, shuttle wrap, pole banner, and shuttle stop signage design. Alta led this project from concept to completion, including creative direction, design, production, and print and vendor management. For the shuttle stop signage, Alta provided a specifications package, project cost estimates, and installation coordination. Alta worked with Washington Park’s project manager to develop graphic concepts, design, and finished pieces. Alta applied existing brand guidelines to create all products.

*Washington Park  
Portland, OR*





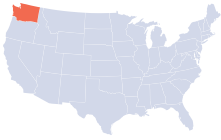


## North Beach Trail

Alta was part of the consultant team working with the City of Santa Monica to widen the oceanfront Beach Trail that connects North Santa Monica to the Pier and Muscle Beach—two of the City’s most popular attractions—to improve access for a wide variety of users. This trail expansion project better accommodates the high volume of people who use the trail and increases user safety and comfort by widening the trail and separating pedestrians and those on wheels. Alta led the design for the trail and custom wayfinding and community outreach. Alta also led construction documentation for the signing and striping as well as providing construction management services for the striping, graphics, and signage. The goal of the signage and striping project was to develop the most progressive signage in accordance with the California Manual of Uniform Traffic Control Devices, striping plans for specific and typical pedestrian crossing along the bike path, and other ground markings to minimize user conflicts.

*North Beach Trail  
Santa Monica, CA*





## Seamless Seattle

The goal of this project was to improve the pedestrian experience in Seattle, help support first and last mile connectivity to transit, and encourage people to explore and walk further and more often. As a subconsultant, Alta supported inclusive stakeholder and public engagement, informed signage design and placement with local knowledge and active transportation expertise, and advised system funding, operations, and governance. The project was led by the Seattle Department of Transportation (SDOT) with The Downtown Seattle Association, King County Metro, Sound Transit, WSDOT, and Seattle Parks as central stakeholders.

Alta developed concept designs, conducted public outreach with intercept surveys and map prototypes, and identified funding sources. Project deliverables include an asset management plan, design standards, a pilot implementation in two neighborhoods, and a phased plan for signage implementation.

*Seattle pedestrian wayfinding conceptual design (above) and temporary installation (below), Seattle, WA*





9'



Overview Front

Side

Area Front

Side

Route Marker

Fingerpost





## Kelowna

The City of Kelowna is the third-largest city in British Columbia, with a strong tourism and recreation economy. With an influx of visitors, many of whom are interested in engaging in outdoor activities, a need was identified for high-quality wayfinding information to enable movement by foot and bicycle with strong connections to transit and public parking facilities. Alta, in partnership with Applied Information Group, developed a Wayfinding Strategy that reviewed existing conditions for Kelowna travelers and recommended strategies to improve the wayfinding experience. These strategies included wayfinding principles, visual standards, a suite of signs, and signage placement plans.

*Kelowna, BC*







**We have  
been helping  
communities build  
unique, thoughtful,  
and accessible  
wayfinding systems  
for decades. Let us  
know how we can  
help you.**



## Building Healthy, Active Communities

Alta specializes in active mobility, trails, and helping people use a full range of mobility options in communities of all sizes, across the country and internationally. We know how people move through rural, suburban, and urban contexts, and the information they value to help them navigate their way. Our team's national portfolio of trail branding and wayfinding include integrating meaningful expressions of diverse community identities within a cohesive family.



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