OVERVIEW

VENTURA COUNTY REGIONAL BIKEWAY
WAYFINDING PLAN
APRIL 2017

PREPARED FOR: VENTURA COUNTY TRANSPORTATION COMMISSION
PREPARED BY: ALTA PLANNING + DESIGN

KEY STATS:

- **17** Regional Routes
- **413** Miles of Bikeways
- **386** Online Survey Responses
- **148** Signs for Phase 1 Implementation

PROPOSED REGIONAL WAYFINDING ROUTES

- Guadalupe to Coastal Route
- Camarillo to Thousand Oaks
- Coastal Route
- Camarillo to Thousand Oaks
- Camarillo to Foothills
- Ojai to Thousand Oaks
- Ojai Loop (Ventura - Santa Paula - Ojai)
- Ojai to Santa Paula
- Santa Paula to Thousand Oaks
- Santa Paula to County Line
- Thousand Oaks to Thousand Oaks
- Thousand Oaks to Thousand Oaks
- Thousand Oaks to Thousand Oaks
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Adjacent County Bicycle Facilities

Existing

Planned

Train Station
OVERVIEW

The plan is divided into three sections:
SECTION 1:
WAYFINDING FOUNDATIONS

KEY ELEMENTS

• Project Vision and Goals
• Planning Process
• Existing Conditions & Opportunities
• Wayfinding Principles
• Sign Standards
• Case Studies

GOAL 1: Identify & Prioritize
- Identify and prioritize regional bicycle routes.

GOAL 2: Connectivity
- Promote connectivity between Ventura County communities as well as Santa Barbara and Los Angeles Counties.

GOAL 3: Destinations
- Encourage connectivity to regional destinations such as parks, trails, educational institutions, employment centers, transit, park and ride lots, and tourist destinations.

GOAL 4: Inclusive Bikeways
- Identify wayfinding routes distributed for all user types across the county.

GOAL 5: Comfort
- Assess the difficulty of county-identified bicycle routes to enable people to gauge comfort level along the routes based on skill or experience.

GOAL 6: Community Engagement
- Maintain community engagement throughout the planning process.

GOAL 7: Sign Design Guidelines
- Create uniform wayfinding sign design guidelines.

GOAL 8: Route Visibility
- Use wayfinding signage to make bicycle routes more visible.

GOAL 9: Local Economy
- Support the local economy by providing Ventura County residents and tourists with directional and distance information.

GOAL 10: Technology
- Incorporate technology, and be accessible via GPS and online map tools.
SECTION 2:
ROUTE IDENTIFICATION + PRIORITIZATION

KEY ELEMENTS

• Public engagement process
• Regional route identification process
• Maps and documentation on how routes were analyzed for prioritization
• Gap analysis
PROPOSED ROUTES

17 Regional Routes

411 Miles

PROPOSED REGIONAL WAYFINDING ROUTES

1. Amigo Simi - Celligton Creek Greenway
2. Camarillo to Coastal Route
3. Camarillo to Thousand Oaks
4. Coastal Route
5. Coastal Route to Westlake Village
6. Fillmore to Thousand Oaks
7. Ojai Loop (Ventura / Santa Paula / Ojai)
8. Oxnard to Simi Valley
9. Santa Barbara to Ojai
10. Santa Paula Branch Line Trail
11. Santa Paula to County Line
12. Simi Valley to Thousand Oaks
13. Thousand Oaks to Aguanga Hills
14. Ventura / Oxnard / Port Hueneme
15. Ventura to Port Hueneme (Rose Ave)
16. Ventura to Port Hueneme (Victoria Ave)
17. Ventura to Simi Valley

Adjacent County Bicycle Facilities

Existing  Planned  Train Station

0  2  4  6  8 Miles
PUBLIC INPUT

Share your knowledge and preferences for biking in Ventura County. You can interact with the map in a number of ways: 1) Draw a new route 2) Add destinations you would like to ride to or add comments 3) Comment on other routes and destinations that have been added to the map, 4) Upload GPS data of your recommended bicycling routes.

DISCLAIMER: This map was created for planning purposes only. Some facilities shown do not exist currently and are planned for the future.

Existing Bikeways
- Bike Paths/Trails
- Bike Lanes
- Signed Bike Routes

278 People
686 Comments
PUBLIC INPUT

HOW OFTEN DO YOU BICYCLE?

WHAT IS THE MAIN REASON YOU BICYCLE?

HOW CONFIDENT OF A BICYCLIST ARE YOU?

HOW FAR DO YOU TYPICALLY RIDE?

Figure 2-3: Survey Results
EVALUATION CRITERIA EXAMPLES

ROUTE READINESS

NEEDS ANALYSIS

SAFETY/COMFORT/SKILLS

REGIONAL CONNECTIONS

COMMUNITY SUPPORT
PRIORITIZATION RESULTS

SIGN PRIORITY

HIGH SCORERS:
- High level of readiness
- Need for Wayfinding
- Robust connection to regional destinations
- Strong Community support

CONSIDERATIONS:
- Opportunities to move off road for trail projects

SIGN PRIORITY PER ROUTE

High Score (Top Ten)  Medium Score

0  2  4  6  8 Miles

[Map of California with routes marked]
SECTION 3: WAYFINDING TOOLKIT

KEY ELEMENTS

- Wayfinding family of signs
- Sign programming
- Sign placement
- Implementation
WAYFINDING FAMILY

DECISION SIGN

Description
Decision signs clarify route options when more than one potential route or multiple regional destinations exist. Signs consist of the regional bike route plaque and space for up to three destinations with arrows.

Placement
Install decision signs along a regional bikeway prior to decision making points and at intersections. Allow for sufficient distance prior to the intersection to provide safe recognition and response to information provided. Decision signs should be placed on the near side of the intersection and followed by a confirmation sign with mileage on the far side of an intersection.

Materials
- 0.080 inch high intensity prismatic aluminum sign panel
- Front of sign to be solvent print or 3M EC Film with UV Glass Laminate
- Artwork to be solvent print or digitally imaged vinyl applied to sign
- Mount to post

Figure 3-3: Decision Sign
Notes:
- Regional Bike Route Plaque and Destination Plaque can be fabricated as two individual signs or as one sign.

Destination Plaque
- 0.125 layout
- Clearview 2W font, capital letter height 2", capitalize only first letter of each word
- MUTCD standard arrow (3" x 2.1")
- Forward and left destinations aligned left with arrow, right destination aligned right with arrow
- Ahead and left arrows centered
Detailed placement plans were developed for 18 intersections throughout the County.
PHASE I SIGN PLACEMENT

PROPOSED REGIONAL WAYFINDING ROUTES

- 1. Amboy Simi - Callegua Creek Greenway
- 2. Camarillo to Coastal Route
- 3. Camarillo to Thousand Oaks
- 4. Coast Route
- 5. Coast Route to Westlake Village
- 6. Fillmore to Thousand Oaks
- 7. Ojai Loop (Ventura / Santa Paula / Ojai)
- 8. Oxnard to Simi Valley
- 9. Santa Barbara to Ojai
- 10. Santa Paula Branch Line Trail
- 11. Santa Paula to County Line
- 12. Simi Valley to Thousand Oaks
- 13. Thousand Oaks to Agoura Hills
- 14. Ventura / Oxnard / Port Hueneme
- 15. Ventura to Port Hueneme (Rose Ave)
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