City of Peoria
Bicycle Wayfinding Guide

2017

alta
PLANNING + DESIGN

Acknowledgments

Many thanks to all the key stakeholders, members of the public, and City of Peoria staff who contributed to the development of this plan.

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Chapter One
Introduction

The introduction discusses Peoria's historical context and current wayfinding practices. The chapter illustrates the importance of wayfinding, as well as how to use this guidebook.

PEORIA: HISTORY AND WAYFINDING

Founded near the banks of the Illinois River, Peoria has frequently been described as a quintessential American city. Residents benefit from easy access to big city amenities, even as the city retains its small town charm. In this regard, Peoria truly has the best of both worlds. Peoria's history is marked by its citizens' innovation and industrious determination. Early on, Peoria became a leader in manufacturing, especially in terms of spirit distilling. The City's railroads ensured that Peoria would be connected to other Illinois metropoles.

Today, Peoria's economy supports a diverse mix of processional services, manufacturing, and other employment opportunities. Citizens can stroll the downtown area, dine in the Warehouse District, and learn about the City's civil engineering and green infrastructure projects. The Rock Island Greenway is beholden as a city gem. The trail traces its path through Peoria's railroad history and connects large swaths of the city to the downtown core. Peoria's neighborhoods are comfortable places where families thrive.

Peoria is currently investing in many projects to build upon its city's successes. The 2016 *Peoria Bicycle Master Plan* presents a vision of extending safe, comfortable, and easy to use bicycle facilities across the city. The plan lays the foundation for bringing these goals to life by suggesting roadway and trail improvements throughout Peoria — from south to north, west to east. This document, the *Peoria Bicycle Wayfinding Guidebook*, is the fulfillment of a recommendation from the *Bicycle Master Plan*. Improved and comprehensive wayfinding will help the city's bicycle and pedestrian infrastructure grow by contributing to a legible and convenient system.

Currently, bicycle and pedestrian scale signage can be found in several places throughout the city:

- Riverfront kiosks describe Peoria history and orient people strolling along the riverfront or accessing amenities.
- A trailhead kiosk at the Alta Trailhead includes historic interpretive panels and a large format map.
- Signage along the Rock Island Greenway identifies street names at trail crossings.
- Regulatory signage along the trail system describes the trail's rules and users' expected behaviors.

THE IMPORTANCE OF WAYFINDING

Cities across the United States and the world have invested in wayfinding signage as a means to boost community branding, promote economic development, and safely communicate how to navigate to regional and local destinations. Wayfinding elements can enrich and enhance experiences in urban and suburban environments as well as trail networks.

PURPOSES OF PEORIA'S WAYFINDING GUIDEBOOK

The guidebook intends to accomplish the following:

- Enhance user experience and provide clarity with a consistent brand and clearly marked trailheads.
- Bring awareness to historical areas, landmarks, outdoor recreation/nature that visitor may not know about.
- Enhance the overall brand of the community/region.
- Provide clear, legible navigation, thus improving comfort, mobility, and efficient circulation.
- Provide a cohesive, well-defined, consistent signage package (removing inconsistent clutter and styles).

TYPES OF WAYFINDING

There are a number of wayfinding tools that reinforce a sense of place, promote the region, and improve navigation. These can include items such as web technology and communication (tourism websites, Google maps), experience technology (QR codes, mobile apps), physical tools (brochures, banners, maps), the built environment (streetscapes, districts, landmarks, architecture), and signage (vehicular highway signs, gateways, pedestrian directionals, map kiosks, and bicycle destination and directional signs). **This Guidebook focuses on physical signage, the core of wayfinding in the built environment.**

The main types of physical wayfinding signs include:

GATEWAYS

Gateways define the entry into a distinct place with a defined identity. They are the first communication and introduction to a physical place, issuing a feeling of arrival. Gateways exist at two basic scales such as regional/city gateways, and district/downtown/neighborhood gateways.

VEHICULAR
Vehicular elements direct motorists to districts, cities, parks, destinations, and parking. Vehicular signage is meant to be seen at high to moderate speeds in public right-of-ways and is regulated by departments of transportation. This type of signage is used by out-of-town motorists and resident motorists.

While vehicular signage is not a component of this plan, it is important to note that if Peoria chooses to add vehicular signage, it will affect the trail (bicycle and pedestrian) placement. An exploration in environmental clutter should be performed to avoid duplication and confusion in messaging. Pedestrian and bicycle signage may need to be removed if vehicular signage is installed. Trail users and those walking and bicycling around Peoria can read vehicular signs and therefore the smaller scale signs should be removed to prevent confusion.

PEDESTRIAN
Pedestrian wayfinding directs pedestrians to destinations inside of a defined district or neighborhood. They are developed at the pedestrian scale and can include more information than vehicular highway signs such as directions to destinations, maps, and interpretation.

BICYCLE
Bicycle wayfinding directs bicyclists through an on-street network to destinations. These types of signs promote confidence in the bicyclist direction of travel and typically assume bicyclists read them while moving.

HOW TO USE THIS GUIDEBOOK
This Guidebook provides Peoria with tools needed to implement a series of sign options now and into the future. The creative concept drawings can be used by any fabricator to produce shop drawings and install a visually cohesive system. The City should keep all records of shop drawings produced and maintain digital records of any changes in design or fabrication as a result of the installation process.

Destination identification and destination selection criteria are a key outcome of this process. Within this Guidebook a list of destinations vetted by the Steering Committee provides options for future messaging.

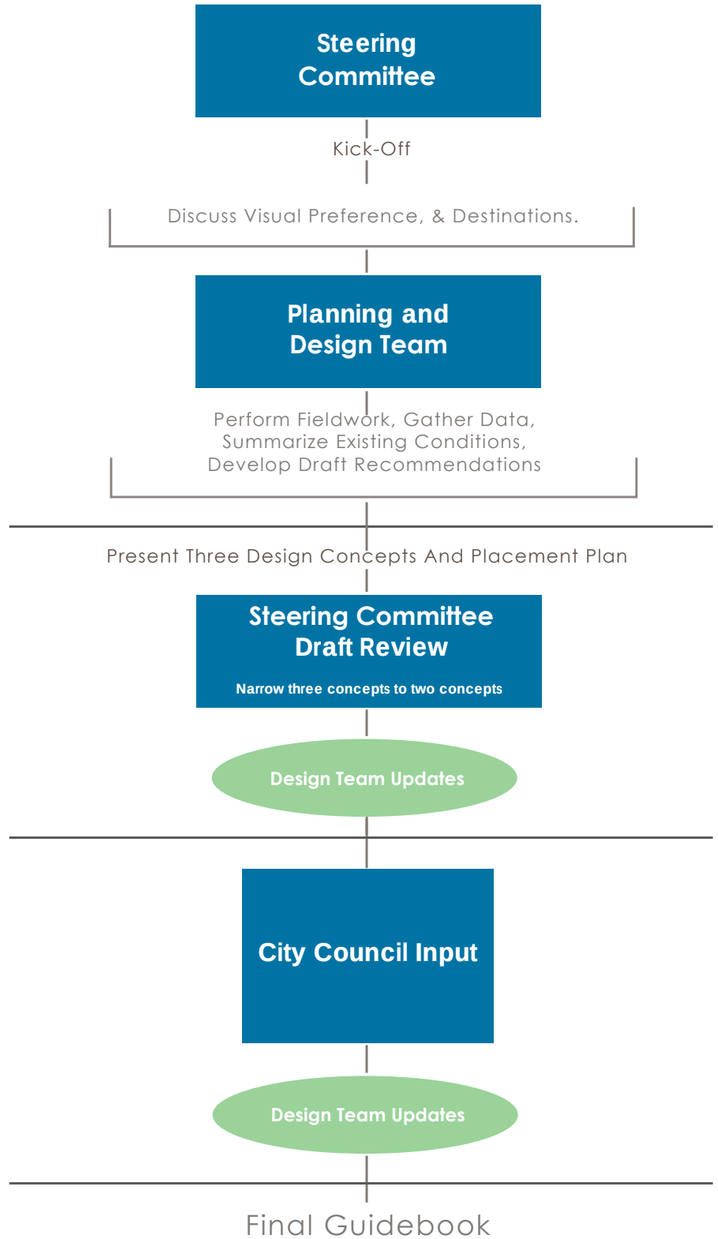
If new destinations are to be considered, the Steering Committee established a process and criteria by which each new location can be vetted to determine if placement within this sign system is appropriate.

Best practices and placement guidance are also included to aid in future installation. Diagrams and narrative illustrate how signs should be placed, which types of signs should be used based on facility design, and guidance for placement. The fabricator should always review local, state, and national standards for placement, particularly within state Department of Transportation rights of way.

The placement scenarios included are a schematic level guides to indicate how signs should relate to destinations, work together to provide clarity in routes, and be peppered across the landscape. Prior to implementation, placement should be vetted for clarity, land ownership, changes in bicycle and pedestrian connectivity, safe routes, site conditions, and local regulations.

PLANNING AND DESIGN PROCESS
A comprehensive planning process developed the *City of Peoria Wayfinding Guidebook*. This process included a series of Committee meetings to direct the development of the wayfinding plan and sign package. The planning process is described in the chart to the right.

Existing signage: Trail Etiquette and directional sign on the Rock Island Trail near Safety Town



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Chapter Two

Principles + Best Practices

This chapter discusses the principles of a wayfinding system as well as national standards and best practices for using and installing the signs. This section should be consulted when creating additional sign types, if needed, and prior to installation.

OVERVIEW

This section highlights key principles for wayfinding systems and summarizes best practices and general guidelines associated with a community wayfinding system plan. The principles and guidelines stem from industry research, existing precedents, and policies pertaining to wayfinding sign design and implementation. These best practices will be a guide for design refinement by the fabricator and placement planning by the City. *The following guidance focuses on wayfinding geared toward pedestrians and bicyclists.*

WAYFINDING PRINCIPLES

Places are easy to navigate when they are arranged so that people can intuitively determine the location of destinations, identify routes, and recognize areas of different character. Wayfinding helps to make places more legible by better enabling individuals to:

- Easily and successfully find their way to a destination
- Understand where they are with respect to other key locations
- Orient themselves in an appropriate direction with little misunderstanding or stress
- Discover new places and services
- Ride bicycles along non-arterial streets, except those with dedicated bicycle facilities

To craft a successful wayfinding system, the planning and design process begins with principles to focus the intent of messaging and provide a framework for implementing a cohesive, easy to use network of routes and signs. These guiding principles have been developed for pedestrian and bicycle focused wayfinding plans and are based on best practices from around North America. They are also informed by principles of social, economic, and racial inclusion.

Peoria has already begun to create a wayfinding system that uses these principles. This is evidenced by the small trail signs placed along the existing trail system and by the bike route signs that currently mark some of Peoria's low-stress bicycle routes. The placement scenarios developed in this guidebook use these principles to guide Peoria residents and visitors through the City's existing and future bicycle system.

PRINCIPLE 1: CONNECT PLACES

Effective wayfinding information should assist both locals and visitors to travel between destinations as well as discover new destinations and services that may be reached by walkers and bicyclists, including those with disabilities.

Several well-loved destinations lie within close proximity of Peoria's existing bicycle network. As bicycle infrastructure is added, new wayfinding signage can direct people to more destinations. Signage should only be added to streets that are currently safe and comfortable for bicycle travel. The majority of these streets are non-arterial streets, arterial streets with bicycle lanes or sidepaths, and off street trails. Generally, signs should not be placed on arterial streets that do not have bicycle infrastructure. As stated above, growth in the City's bicycle infrastructure network should correlate with additional opportunities to place wayfinding signs along streets with bicycle facilities that are welcoming to bicyclists of all ages.

The wayfinding system should support local economic vitality by encouraging locals to utilize services within their own neighborhood. Wayfinding should enhance connections within the city and neighboring communities. Destinations within the city should be identified as well as priority destinations throughout the region. The wayfinding navigation should be seamless on a regional level. Wayfinding should also enhance connections and expand the network of bicycle and pedestrian routes and the accessibility of those routes. In addition, wayfinding elements should contribute to creating a deeper connection to place for the whole community and cultivate a sense of pride in one's community by reflecting community values and identity.

PRINCIPLE 2: PROMOTE ACTIVE TRAVEL

Wayfinding should encourage healthy transportation by creating an accessible, clear, and attractive system that is easy to navigate by walking and bicycling. Whether aimed directly toward non-motorists or indirectly seen by passing vehicles, the system should seamlessly integrate into the cultural environment encouraging use by being both attractive and effortless to use and understand.

The presence of wayfinding signs should validate walking and bicycling as transportation options. Corresponding accessible alternative formats of those signs should validate that active transportation is being promoted equitably to the whole community.

Wayfinding should also expand the awareness and use of bicycle and pedestrian facilities by the whole community. Under-utilized bicycle facilities are strong candidates for wayfinding improvements. Use of existing active transportation routes may efficiently and economically be expanded by installing wayfinding tools along facilities that are already in place. Bicycle facilities and streets requiring little physical change to serve as safe and functional bikeways should be signed to raise the awareness of these route options. Pedestrian facilities and streets requiring little physical change to serve as safe and accessible routes should be signed to raise the awareness of these route options.

PRINCIPLE 3: MAINTAIN MOTION

Wayfinding information should be presented in a way that is easy to understand. Cycling requires physical effort. Frequent stopping and starting to check directions may lead to frustration. Wayfinding information that can be quickly comprehended contributes to pedestrian and bicycling enjoyment. Consistent, clear, and visible wayfinding elements allow active transportation users to navigate while maintaining movement.

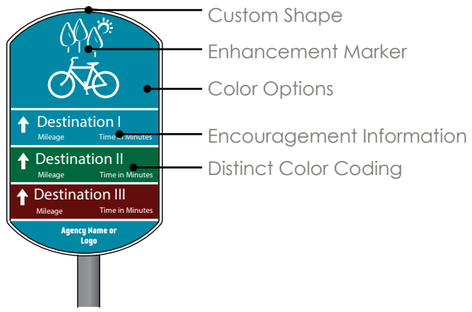
PRINCIPLE 4: BE PREDICTABLE

Wayfinding should be predictable and consistent. When information is predictable, it can be quickly understood and recognized. Design consistency also contributes to quick comprehension as new experiences and landscapes are unveiled along bicycle 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. The system should work within local, state, and federal guidelines for a variety of reasons - including the ability to be funded through state and federal sources. Accessible alternative formats of written and graphical information should follow these guidelines as well.

PRINCIPLE 5: KEEP INFORMATION SIMPLE

Information should be presented in as clear and logical form aspossible. 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 understand; 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.

WAYFINDING SIGN DESIGN GUIDELINES



Flexible directional sign incorporating community wayfinding standards

COMMUNITY WAYFINDING SIGN GUIDELINES

Wayfinding signs that allow for an expression of community identity and pride, reflect local values and character, and may provide more information than signs which strictly follow the basic guidance of the *Manual on Uniform Traffic Control Devices* (MUTCD). Section 2D.50 of the MUTCD describes community wayfinding signs as follows:

- Community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.
- Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common color and/or identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

The design of the directional arrows shown below provide clarity and are approved by the FHWA. The standard arrow has been deemed by engineering study to have superior legibility. Enhancement markers may occupy up to 20% of the sign face on the top or side of the sign.

MUTCD ON-STREET BICYCLE SIGN STANDARDS

The MUTCD specifies the standard for all traffic control devices installed on any street, highway, bikeway, or private road open to public travel. The MUTCD was established in order to achieve uniformity and consistency in traffic control devices (wayfinding signage is considered a traffic control device) so that information would be readily recognized and understood by travelers. Both on-street and off-street bicycle facilities are required to follow the standards within the MUTCD.

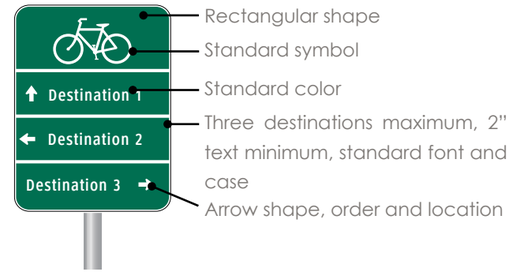
D1-3C

M1-8 and M1-8a

D11-1c

Per the MUTCD, devices should be designed so that:

- Size, shape, color, composition, lighting or retro-reflection, and contrast are combined to draw attention to the devices; simplicity of message combine to produce a clear meaning.
- Legibility and size combine with placement to permit adequate time for response.
- Uniformity, size, legibility, and reasonableness of the message combine to command respect.



Standard MUTCD Compliant Directional or Decision Sign

The MUTCD also recommends the arrangement and amount of text, or legend, on each section of each sign:

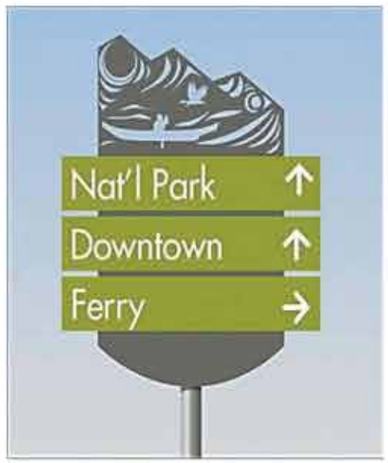
- Guide signs should be limited to no more than three lines of destinations, which include place names, route numbers, street names, and cardinal directions.
- A straight ahead location should always be placed in the top slot followed by the destination to the left and then the right. If two destinations occur in the same direction, the closer destination should be listed first followed by the farther destination.
- Arrows shall be depicted as shown above for glance recognition, meaning straight and left arrows are to be located to the left of the destination name, while an arrow indicating a destination to the right shall be placed to the right of the destination name. The approved arrow style must be used.
- 19 characters (including spaces) in titlecase should be considered a maximum length for a single destination title. 10-14 characters (including spaces) in titlecase should be considered an ideal maximum length for a single destination title.
- In situations where two destinations of equal significance and distance may be properly designated and the two destinations cannot appear on the same sign, the two names may be alternated on successive signs.
- Approved fonts include the Federal Series (series B, C, or D), also known as Highway Gothic. Clearview is also currently approved for use, however the FHWA is considering rescinding the use of Clearview.
- A contrast level of 70% needs to be achieved between foreground (text and graphics) and background.

Rigid MUTCD

- MUTCD compliant signs could more concisely convey directional information with a single sign.
- Regional context or local identity not present.

- D1 series signs consolidated into a single sign reduces the number of signs required, overall sense of sign clutter and sign dimensional variation.
- MUTCD does not provide for travel times however numerous cities (Portland OR, Eugene OR, Milwaukee OR, Nampa ID, Columbus, OH and Jackson WY) offer this additional information.

- Community signs may be augmented by unique system or municipality identifiers or enhancement markers as per Section 2D.50.
- MUTCD allows for custom framing as well as color variations for community wayfinding signs.



- MUTCD allows color variations for community wayfinding signs.
- The MUTCD allows custom framing and support structures. Sign graphic content, colors, and layout to be as per standards.

- MUTCD inspired sign.
- Includes clear directional information, high contrasting text, facility name, directional arrow, user icons, and custom framing.

Note: Some signs above do not follow best practices. Alta's mission is to combine MUTCD best practices with flexibility in design allowed by the local municipality and state DOT as a component of community wayfinding sign best practices per MUTCD and ADA regulations and requirements.

FLEXIBILITY IN STANDARDS

Both the FHWA and USDOT have made statements in recent years encouraging a flexible approach in support of facilities for biking and walking:

> "...DOT encourages transportation agencies to go beyond the minimum requirements, and proactively provide convenient, safe, and context-sensitive facilities that foster increased use by bicyclists and pedestrians of all ages and abilities, and utilize universal design characteristics…" (2010)
>
> Federal Highway Administration's (FHWA) support for taking a flexible approach to bicycle and pedestrian facility design. (2013)

While the MUTCD provides standards and guidelines for the design, size, and content of wayfinding signs, many jurisdictions have implemented unique signs to enhance visibility while reinforcing local identity. The MUTCD Spectrum figure to the left shows a range of wayfinding elements that have been implemented by municipalities around the nation. The range extends from rigid MUTCD on the left to the more flexible options on the right. Signs which adhere to the MUTCD basic minimum standards are readily understood by a wide audience, are cost effective, and are fairly easy to fabricate and maintain. These signs also are clearly eligible to be implemented utilizing federal transportation funding sources. Signs that follow the community wayfinding standards may be more costly to design, fabricate, and maintain, however they have the added benefits of reflecting local character and identity.

Local architectural details inspire sign design development prompting a more creative approach to community wayfinding.

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Chapter 3

Creative Development

Wayfinding sign families use consistent materials, graphics, logos, icons, and colors to communicate information to people walking and bicycling. Peoria's recommended wayfinding signage family was inspired by Peoria's history and vibrant contemporary culture. The City's name, logo, and color-coding options stay true to the City's style guidelines.

CITY OF PEORIA STYLE GUIDE

Peoria's official style guide was developed following community engagement, creative development, and review of numerous logo options. The City Council approved a brand and logo after stakeholders were satisfied with the materials' representation of their community.

Public involvement participants identified the following attributes in response to the question, "Why did you choose Peoria as your home? What is it about this place that appeals to you? What do you tell others about our city?"

- Peoria is surprising.
- Peoria is affordable and accessible.
- Peoria is beautiful and clean.
- Peoria is diverse.
- Peoria is generous and giving.
- Peoria has strong values.
- Peoria has a wide range of interesting things to do.
- Peoria is a great place to live and raise a family.
- Peoria has outstanding healthcare, education, neighborhoods, and homes.
- Peoria has good job opportunities.
- Peoria is a right-sized city.

The City's Brand Promise states:

"Peoria is an affordable, progressive city with a rich 500-year history and a well educated workforce with a wide range of businesses and jobs from which to choose. Yes, quality of life plays in Peoria."

Peoria's bright and cheerful logo and color palette reaffirm this sentiment. This page and the following present some of the elements from Peoria's style guide that is incorporated into the wayfinding sign package.

TAGLINE GRAPHIC

Yes, it plays here.

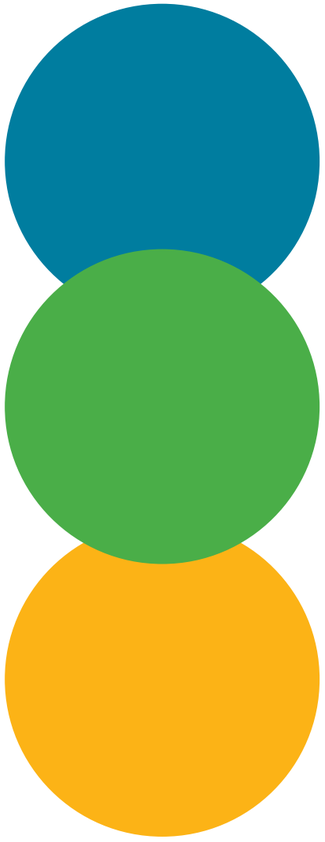
DO NOT TYPESET. USE ARTWORK PROVIDED. CONTACT THE CITY MANAGER'S OFFICE FOR INFORMATION ON HOW TO OBTAIN APPROVED ARTWORK.

LOGO WITH TAGLINE

CITY OF PEORIA

Yes, it plays here.

CMYK COLORS



TYPE LOGO

ONE-COLOR BLUE

CITY OF PEORIA

ONE-COLOR BLACK

CITY OF PEORIA

REVERSED

CITY OF PEORIA

SIGNAGE

BACKGROUND COLOR: CHARCOAL (80% BLACK)

BACKGROUND COLOR: WHITE

CITY OF PEORIA CMYK COLORS

The Peoria style guide provides the following color specifications for printing the color logo in CMYK color format.

Blue	Green	Gold
C: 100	C: 73	C: 0
M: 0	M: 5	M: 33
Y: 10	Y: 100	Y: 100
K: 35	K: 0	K: 0

PEORIA WAYFINDING ELEMENTS

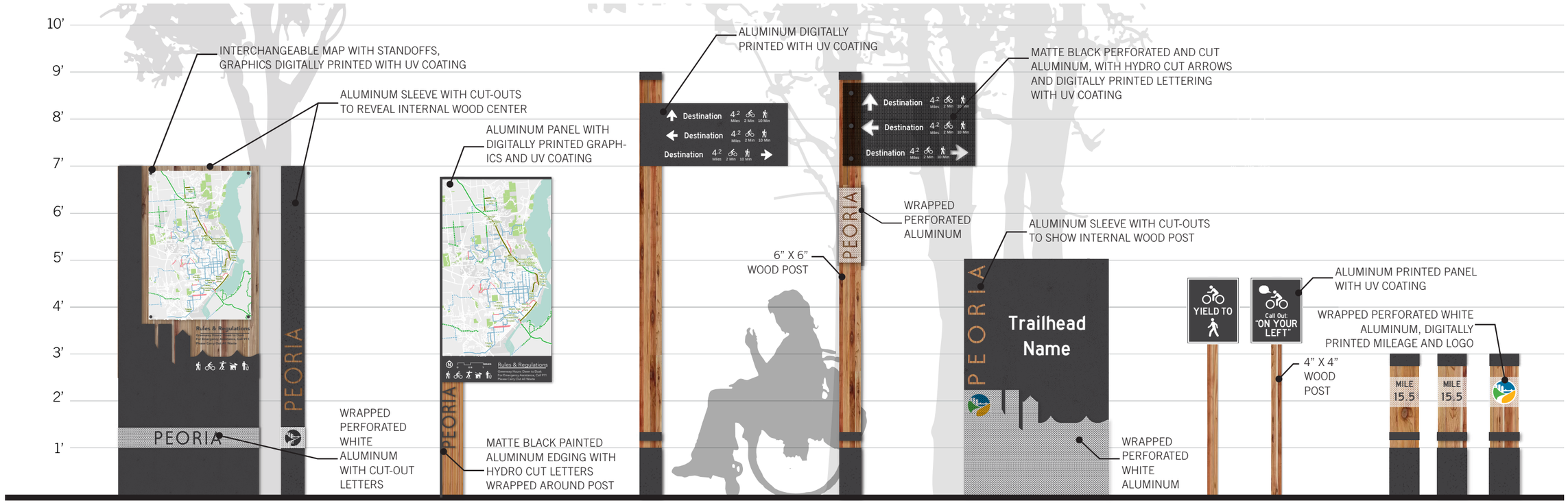
The concepts shown on the following pages were inspired by Peoria's industrial past (wrought iron, aluminum, wood), but use texture and layering to produce modern signage with clean lines. The "earthy" wood mixed with perforated aluminum creates a harmonious combination of materials. When placed within downtown, the warehouse district, and other parts of the city, Peoria has the option of using metal posts. This choice creates a more "urban" feel. The second concept shows an alternate version with metal posts. This concept shows colored perforated aluminum pieces. These pieces can be color coded according to specific parts of the city, places along the Rock Island Greenway, or other "loops" created by the City (i.e., a potential "Railroad History" loop, "Nature" loop).

KIOSKS + AREA MAPS

Kiosks with area and/or citywide orientation maps can provide helpful navigational information, especially where bicyclists may be stopping long enough to digest more information (i.e. transit stations or stops, busy intersections, trail heads). The use of icons and high contrasting colors is a good practice which makes maps understandable to a wide audience. Adding circles that indicate walk and bike times provides encouragement to explore unknown areas. Additionally, orienting signs in relation to the audience's view (or, a heads up orientation) is considered by wayfinding practitioners to be more intuitive than maps where north is at the top.

Kiosks should contain information on trail or path rules and regulations including allowed uses. Emergency contact information is also typically present. Interpretive or educational information may also be integrated. Per the ADA standards, trailhead facilities built with federal funds shall include the following information:

1. Length of the trail or trail segment
2. Surface type
3. Typical and minimum tread width
4. Typical and maximum running slope
5. Typical and maximum cross slope



RECOMMENDED OFF STREET TRAIL SIGNAGE: WOODED AREAS

Concept 1A: Wood posts and one color combination. For use along wooded sections of the Rock Island Greenway.

DIRECTIONALS

Directional signs clarify route options when more than one potential route is available. Signs typically consist of a system brand mark, space for up to three destinations, distance in miles and/or time (based on 10 mph or 6 minute per mile travel speed). Sign fabricators should determine time and distance markings when creating signage shop drawings. Directional signs may include specific path names or color coding.

VEHICULAR TRAILHEADS

Vehicular trailhead signs welcome drivers, state the name of the trailhead, and use icons to identify permitted activities. The Peoria logo identifies the trail as part of a larger system. The Peoria Park District logo or Tri-County Regional Planning Commission logo may also be used to co-brand the trail.

REGULATORY SIGNS

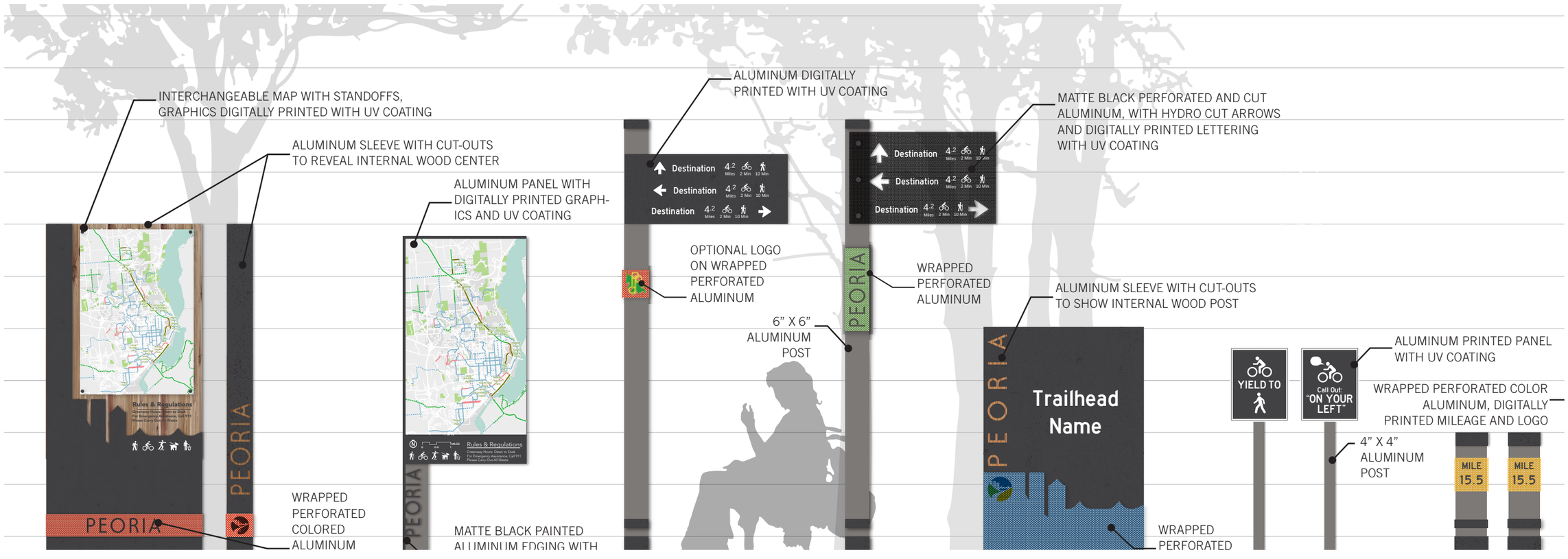
Regulatory signs depict rules and advice such as "bikes: yield to pedestrians" and "bikes: call out on your left when passing". The signs created for this plan are designed to be simple, easy to read, and easy to fabricate. They use a mix of icons and text and can be customized for future needs.

MILE MARKERS

Mile markers aid pathway users in measuring distance traveled. Furthermore, mile markers provide pathway managers and emergency response personnel points of reference to identify field issues such as maintenance needs or locations of emergency events. System brand mark, path name, and distance information in miles may be included as well as jurisdiction identification.

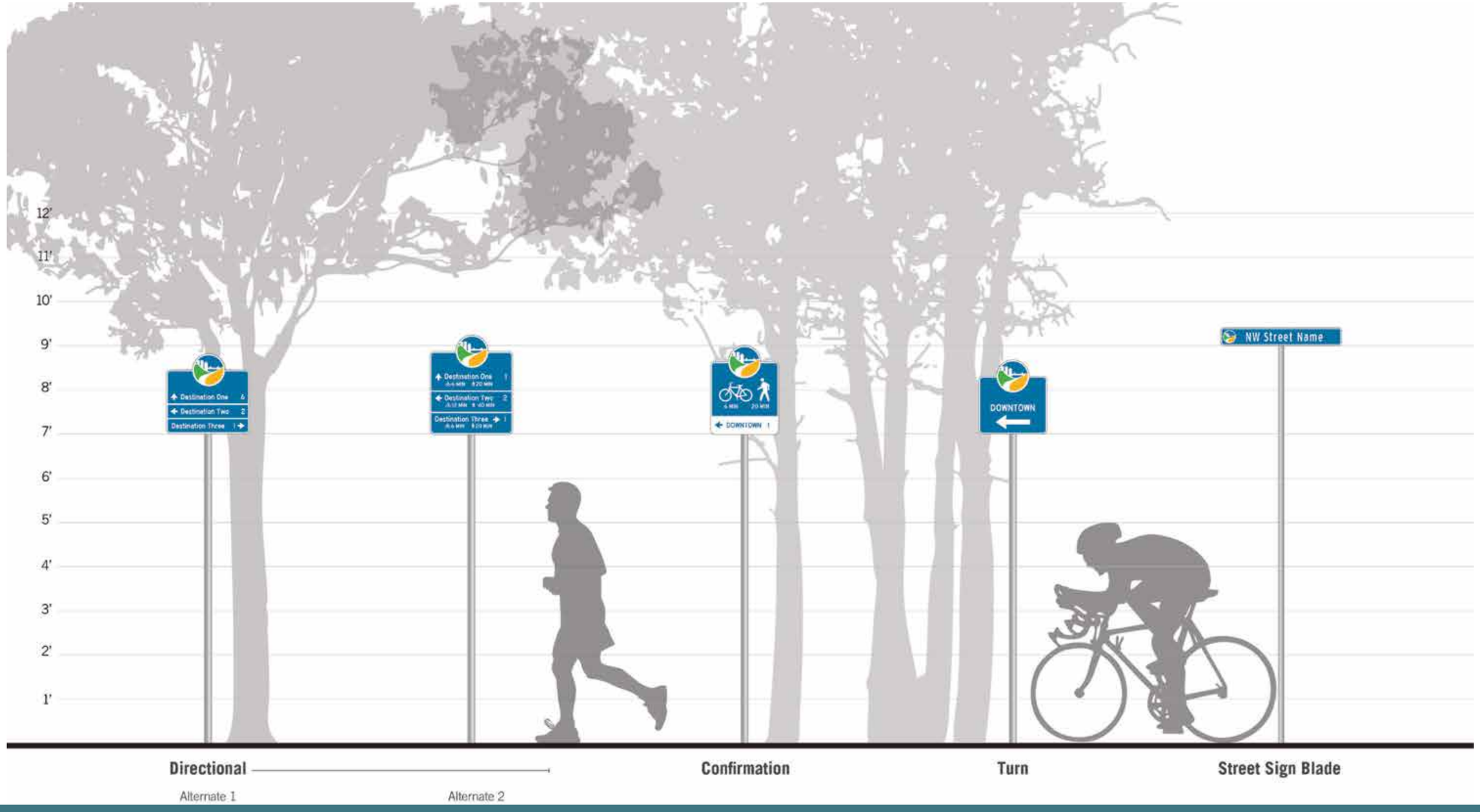
Mile markers should be placed every ¼ to ½ mile along a pathway network. Point zero should begin at the southern and westernmost terminus points of a pathway. Mile numbering is often reset at zero as a pathway crosses a jurisdictional boundary.

Although it is ideal to place mile markers on the right side of the path facing bicycle traffic, they may also be installed on one side of a pathway, on a single post back-to-back.

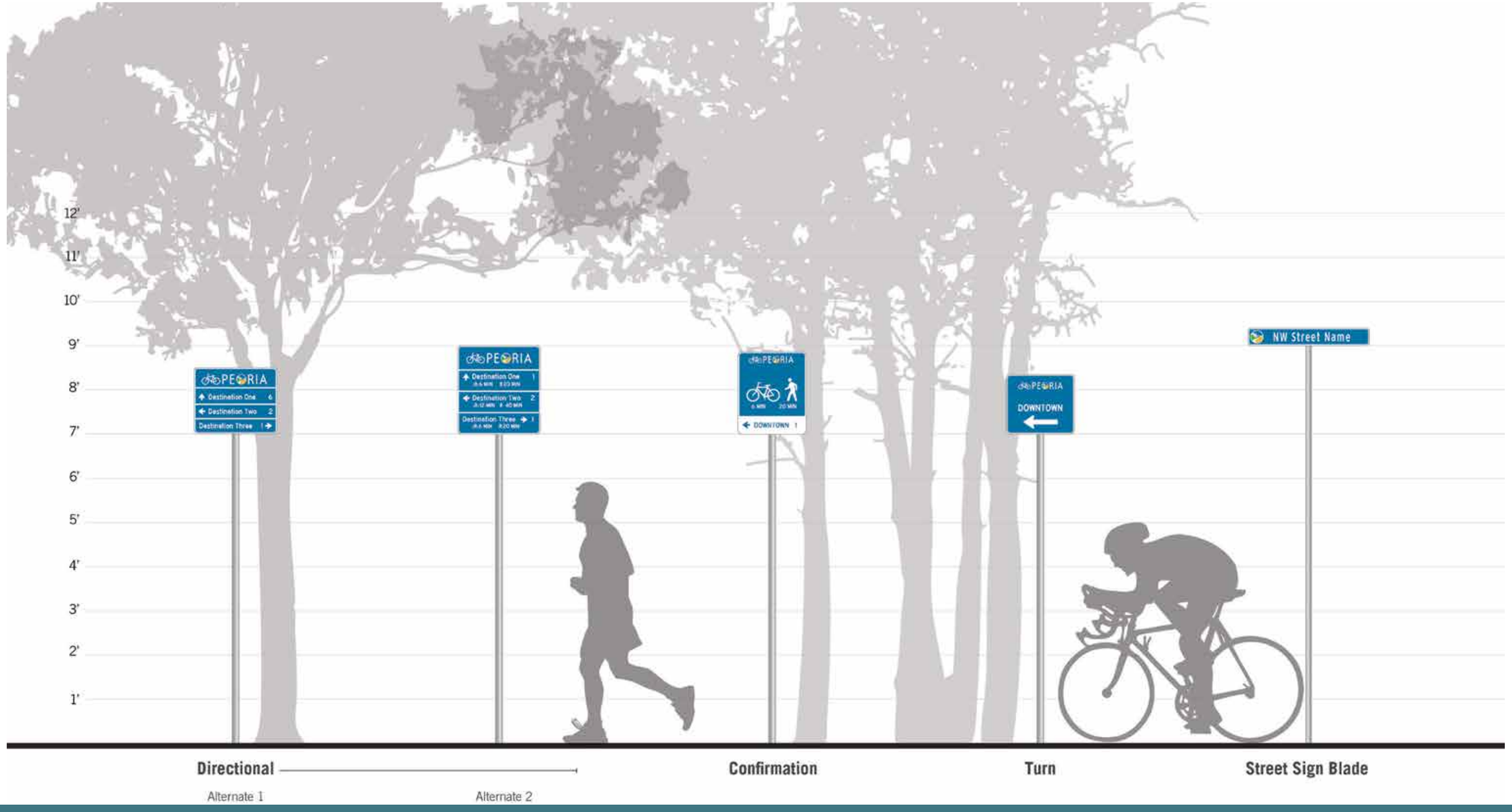


RECOMMENDED OFF STREET TRAIL SIGNAGE: DOWNTOWN DISTRICTS

Concept 1B: Metal posts, color coded elements, and additional logos. For use in downtown districts. Colors and optional elements shall be determined during placement planning and shop drawing development.



RECOMMENDED ON STREET BICYCLE SIGNAGE: Option One



RECOMMENDED ON STREET BICYCLE SIGNAGE: Option Two

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Chapter Four

Destination Selection and Prioritization

Selecting and prioritizing destinations throughout Peoria establishes a framework upon which to craft a placement plan. Route planning should be established prior to selecting key decision points to place signage. Each destination selected for inclusion on signage should be safely accessible by bicyclists (on-road) or all trail users (along greenways).

PLACEMENT PLANNING

Placement planning is a multi-layered process. The steps below illustrate considerations when determining destinations and where to place signs.

STEP 1: IDENTIFY KEY DESTINATIONS

The project's Steering Committee completed this step during the project's kick-off meeting.

STEP 2: ROUTE SELECTION

Use existing and planned facility GIS data, field observations, and stakeholder input to generate key routes along which to install wayfinding signage. Refer to information from the public input portion of this planning process and work completed during the *Peoria Bicycle Plan*.

STEP 3: KEY DECISION POINTS

Identify critical turning movements where people walking and bicycling make decisions about their route. Fieldwork is likely needed to test these routes.

STEP 4: CAN I GET THERE SAFELY?

The wayfinding system should only include routes where people of all ages and abilities can safely travel. Some cities remove destinations from their initial list upon reaching this step.

STEP 5: POTENTIAL MESSAGES

Determine which destinations should be used for each sign location, based on the route and hierarchy.

STEP 6: REVIEW HIERARCHY OF DESTINATIONS

Select three destinations per sign.

STEP 7: MESSAGE NAMING

Use MUTCD guidance and common local naming conventions to limit the number of characters displayed in destination names to preserve legibility.

STEP 8: ROUTE TESTING

Review sign messages and chosen routes.

DESTINATION SELECTION AND PRIORITIZATION

DESTINATION SELECTION CRITERIA

Potential community destinations can include: cultural destinations (i.e. museums, historic monuments), government facilities, tourist attractions, places of entertainment (i.e. shopping and dining districts), and parks and recreational amenities.

The selection of Peoria and regional destinations started with development of a key set of criteria guidelines used to interpret whether a destination should be included or not. These criteria are outline below:

- Destinations shall be publicly owned or not-for-profit
- Destinations shall be open to the public
- Commercial destinations or any destinations that are privately owned and for profit may be a destination on any digital wayfinding system, but shall not receive a place on signs
- Destinations shall be identified as having significant visitor interest
- Hours/season of operation – destinations should be open year-round
- Destinations that give the local area its distinctive identity
- Destinations that have an easily identifiable safe route. Destinations greater than 0.25 mi from an existing trail are marked for signing future phases

DESTINATION ORDER

The order of placement from top to bottom on any sign shall be straight, left, then right. If more than one destination is displayed in the same direction, the name of a nearer destination shall be displayed above the name of a destination that is further away.

In situations where two destinations of equal significance and distance are desired, but turning movements to other destinations prevent the inclusion, the two names may be alternated on successive signs.

ABBREVIATIONS

Abbreviated destination names should be kept to a minimum. However, abbreviations may be used where there is insufficient space available for full wording. MUTCD accepts abbreviations as included in the table below. Unless necessary to avoid confusion, periods, commas, apostrophes, question marks, ampersands, and other punctuation marks or characters that are not letters or numerals should not be used in any abbreviation.

Table 1. Abbreviations for Wayfinding Signage

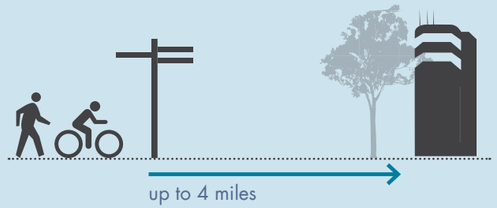
Message	Abbreviation	Message	Abbreviation
Alternate	ALT	Minutes per Hour	MPH
Avenue	AVE	Minute(s)	MIN
Bicycle	BIKES	Mount	MT
Boulevard	BLVD	Mountain	MTN
Bridge	BR	National	NATL
Center (as part of a place name)	CTR	North	N
Circle	CIR	Parkway	PKWY
Court	CT	Pedestrian	PED
Crossing (other than highway)	X-ING	Place	PL
Drive	DR	Road	RD
East	E	South	S
Hospital	HOSP	Street	ST
Information	INFO	Telephone	PHONE
Junction/ Intersection	JCT	Trail	TR
Mile(s)	MI	West	W

DESTINATION PRIORITIZATION

Destination prioritization relates to the geographic draw of a place. The adjacent page illustrates the rationale, per tier, and a sample of destinations in Peoria that fit into each category. Privately owned location names should not be used. Generic titles such as "Dinning" and "Shopping" shall be used instead.

LEVEL ONE

- Municipalities within the Tri-County Area

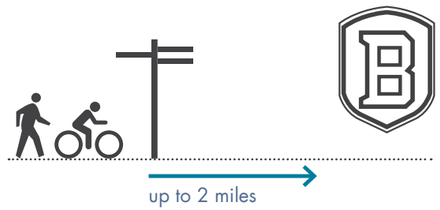


LEVEL 1 DESTINATIONS

- Creve Coeur
- Dunlap
- East Peoria
- Morton
- Pekin
- Peoria Heights
- Washington

LEVEL TWO

- Districts
- Neighborhoods

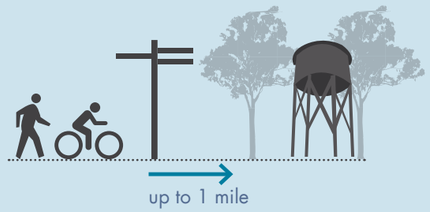


LEVEL 2 DESTINATIONS

- Campustown/ Bradley University
- Downtown Peoria
- Peoria Heights Central Business District
- Warehouse District
- W Main St Shopping Area

LEVEL THREE

- Landmarks
- Major tourist venues
- Major shopping centers
- Regional parks
- Civic buildings

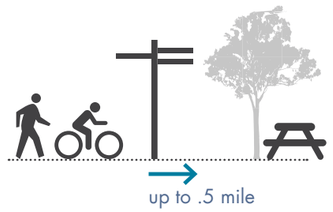


LEVEL 3 DESTINATIONS

- Caterpillar Visitor Center
- Forest Park Nature Center
- Illinois Central College
- Junction City
- Kindred Hospital
- Northwoods Mall
- Proctor Hospital
- Springdale Cemetery
- Westlake Shopping Center

LEVEL FOUR

- Local Destinations
- Local parks
- Recreation Centers
- Libraries
- Shopping Centers



LEVEL 4 DESTINATIONS

- Bike Peoria Co-Op
- Dominion Square
- Expo Gardens
- Evergreen Square
- Glen Hollow Shopping Center
- Glen Oaks Park
- Lakeview Branch Library
- Lincoln Branch Library
- Main Library
- McClure Branch Library
- North Branch Library
- Northpoint Shopping Plaza
- Peoria Brewing Company
- Springdale Cemetery
- Sterling Bazaar
- University Plaza Shopping Center
- Westlake Shopping Center
- Wisconsin Plaza Shopping Center

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Chapter Five

Placement Scenarios

The placement guidance section begins with guidelines for sign installation and clearance zones to enable contractors properly place signs in compliance with MUTCD and ADA. A variety of typical placement scenarios follow to illustrate how sign typologies can be used. These typical scenarios are for wayfinding only and do not detail regulatory signage as required by MUTCD and AASHTO standards.

WAYFINDING SIGN PLACEMENT GUIDANCE

The *Guide for the Development of Bicycle Facilities* by the American Association of State Highway Transportation Officials, (AASHTO), provides information on the physical infrastructure needed to support bicycling facilities. The AASHTO guide largely defers to Part 9 of the *Manual on Uniform Traffic Control Devices* (MUTCD) for basic guidelines related to the design of wayfinding systems for bicycles. Currently there are no guidelines specific to pedestrian signage, therefore pedestrian signage is treated largely like bicycle signage for the purposes of regulation and best practices. Additional information provided by AASHTO regarding wayfinding is as follows:

- Many communities find that a wayfinding system for bicycles is a component of a bicycle network that enhances other encouragement efforts because it provides a visible invitation to new bicyclists, while also encouraging current bicyclists to explore new destinations.
- Bicycle wayfinding signs should supplement other infrastructure improvements so that conditions are favorable for bicycling, as signs alone do not improve safety or rider comfort.
- Signs may be used to designate continuous routes that may be composed of a variety of facility types and settings.
- Wayfinding guidance may be used to provide connectivity between two or more major bicycle facilities, such as a street with bike lanes and a shared use path.
- Wayfinding may be used to provide guidance and continuity in a gap between existing sections of a bikeway, such as a bike lane or shared use path.
- Road/path name signs should be placed at all path-roadway crossings to help users track their locations.
- Reference location signs (mile markers) assist path users in estimating their progress, provide a means for identifying the location of emergency incidents, and are beneficial during maintenance activities.
- On a shared use path, obstacles, including signs, shall be placed no closer than 24 inches from the near edge of the travel way and no more than 6 feet away. For pole mounted signs, the lowest edge of the sign shall be 4 – 5 feet above the existing ground plane.

ACCESSIBILITY STANDARDS

As wayfinding systems often relate to accessible routes or pedestrian circulation, it is important to consider technical guidance from the Americans with Disability Act, or ADA, so that signs and other elements do not impede travel or create unsafe situations for pedestrians and/or those with disabilities.

The Architectural and Transportation Barriers Compliance Board provides guidance for accessible design for the built environment. Standards which should be considered when designing and placing wayfinding signs include the following.

VERTICAL CLEARANCE

Vertical clearance shall be 80 inches high maximum, or 27 inches minimum when signs protrude more than 12 inches from the sign post or support structure.

POST-MOUNTED OBJECTS

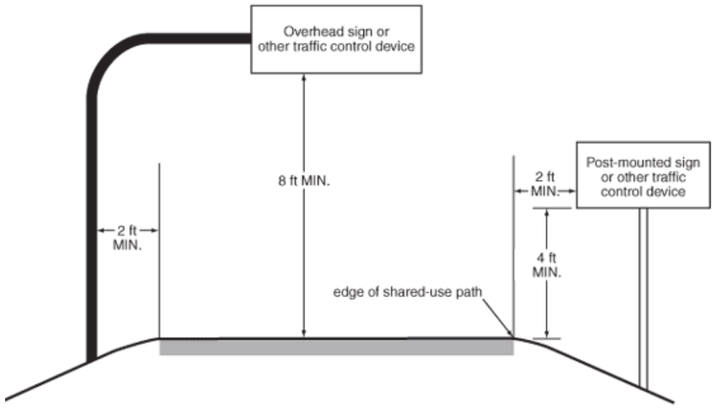
Where a sign or other obstruction is mounted between posts or pylons and the clear distance between the posts or pylons is greater than 12 inches, the lowest edge of such sign or obstruction shall be 27 inches minimum or 80 inches maximum above the finish floor or ground.

PROTRUDING OBJECTS

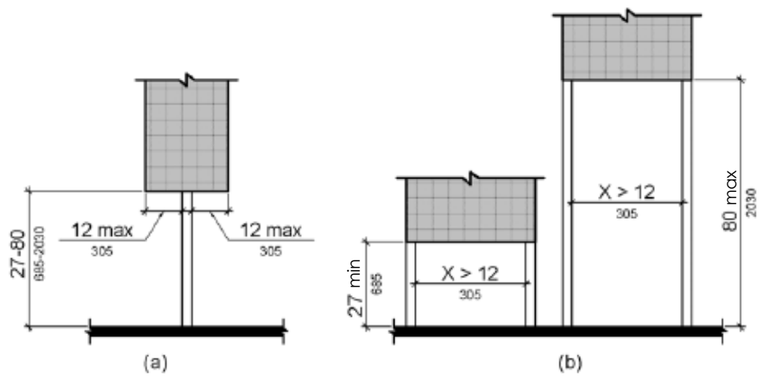
Objects with leading edges more than 27 inches and not more than 80 inches above the finish floor or ground shall protrude 4 inches maximum horizontally into the circulation path.

REQUIRED CLEAR WIDTH

Protruding objects shall not reduce the clear width required for accessible routes. Generally this requirement is met by maintaining four feet minimum clear width for maneuvering. This requirement applies to both sidewalks and pedestrian circulation paths.



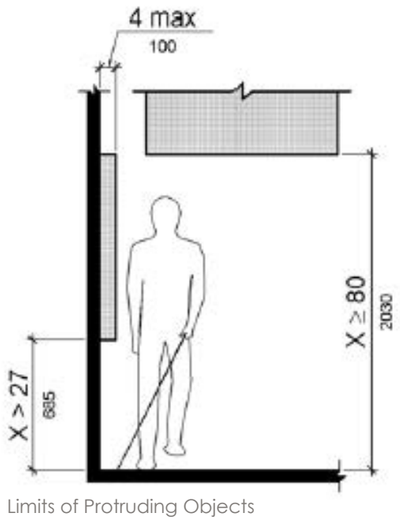
Minimum Sign Clearances on Shared-Use Paths MUTCD 9B-1



Post Mounted Object Clearance: Single Mount and Double Mount

SHARED-USE PATHS

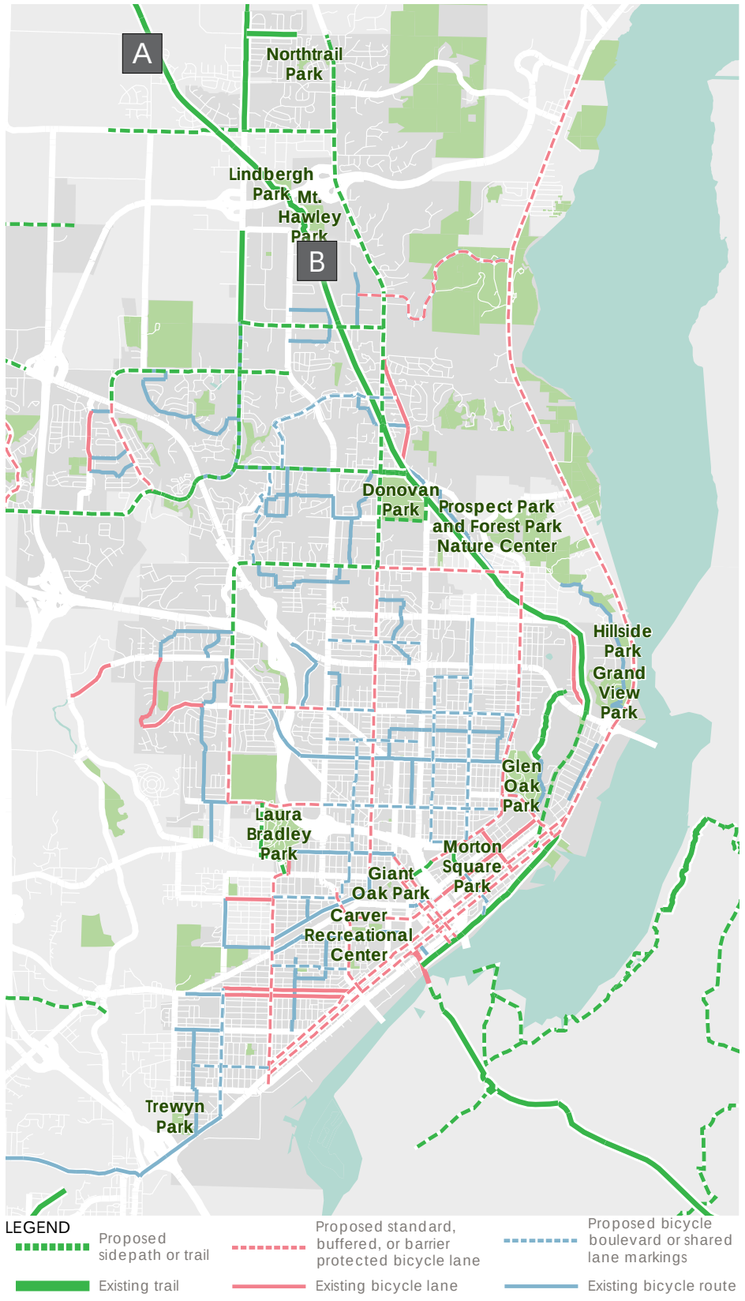
Accessibility standards for shared use paths are currently being developed. Proposed standards address post mounted objects as follows. Where objects are mounted on free-standing posts or pylons and the objects are 27 inches minimum and 80 inches maximum above the finish surface, the objects shall overhang pedestrian circulation paths 4 inches maximum measured horizontally from the post or pylon base. The base dimension shall be a minimum of 2.5 inches thick. Where objects are mounted between posts or pylons and the clear distance between the posts or pylons is greater than one foot, the lowest edge of the object shall be 27 inches minimum or 80 inches maximum above the finished surface. It should be noted that ADA guidance requires 80 inches clearance while Departments of Transportation require 7 feet or 84 inches.



Limits of Protruding Objects

Signage, street furniture, and plantings that allow space for pedestrians contribute to vibrant places, as shown here in Peoria's warehouse district.

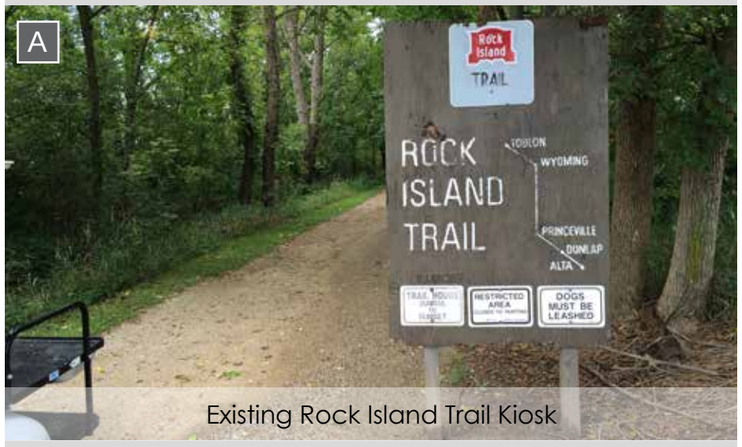
Trailheads



EXISTING CONDITIONS

Peoria's Alta Trailhead and Rock Island Trail currently feature a covered space for posting trail information and maps. This location is marked with an A.

Trail users use a number of "informal trailheads" to access the trail and park motor vehicles. One such trailhead exists just north of where Pioneer Parkway crosses the trail. This location is marked with a B.



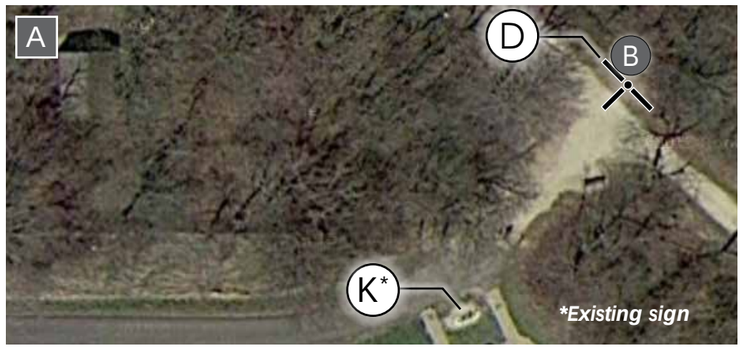
Existing Rock Island Trail Kiosk

Informal Trailhead North of Pioneer Parkway

SCENARIO RECOMMENDATIONS

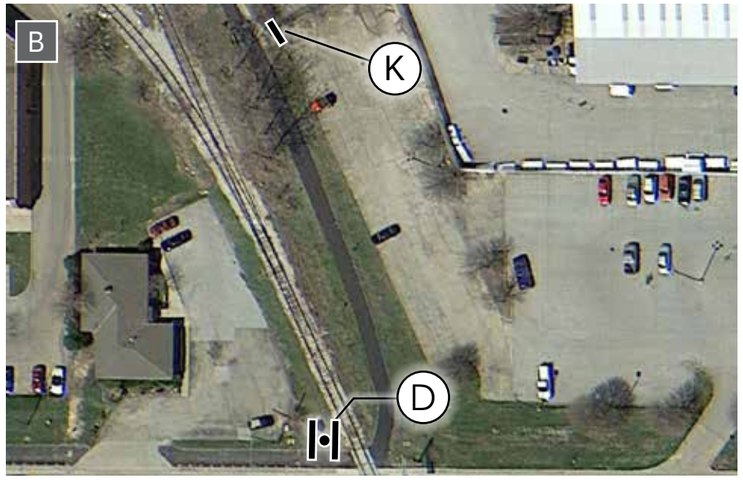
TRAILHEAD

Trailhead kiosks (K) should be installed at all trailheads. Kiosks should include a trail map, rules, and regulations. Place kiosks in a prominent location near the trail entrance. Directional signs (D) should be placed at intersections to guide and orient trail users.

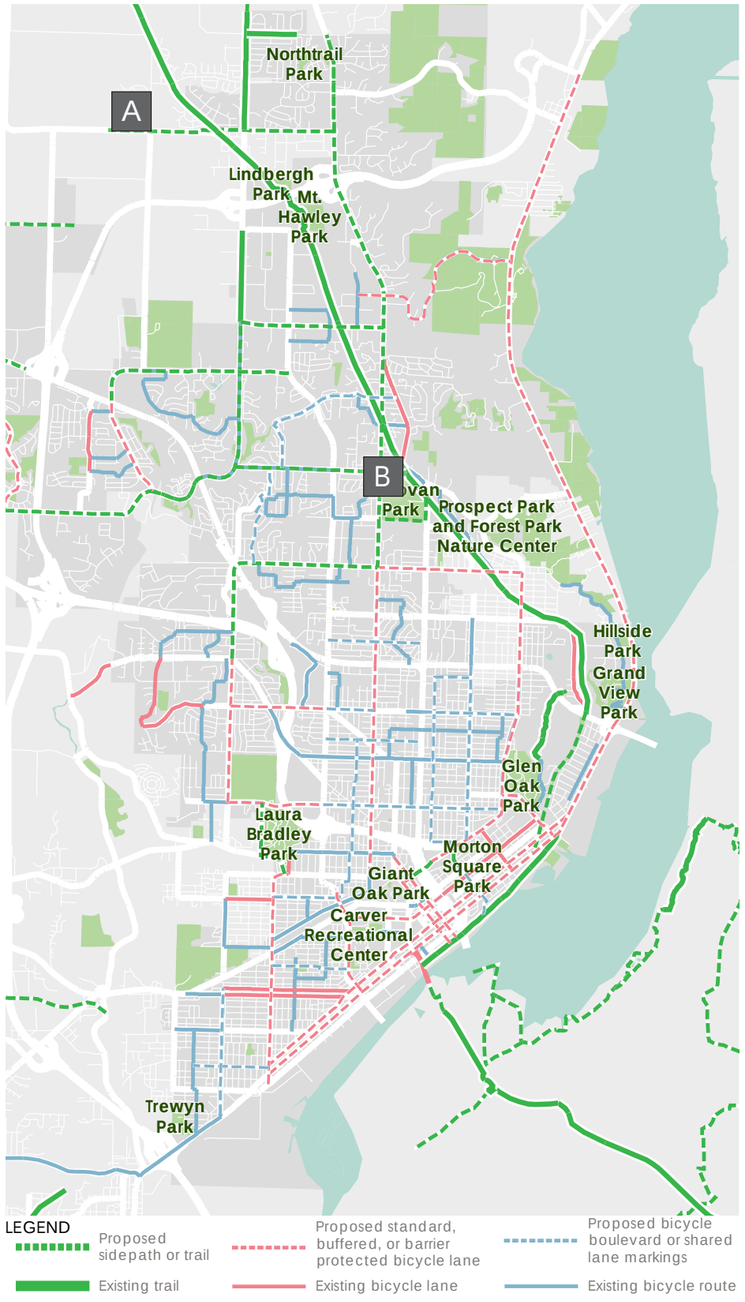


INFORMAL TRAILHEAD

Kiosks (K) should be installed at informal trailheads to orient users. Directional signs (D) should be placed at key decision points to guide users to destination along the trail. *The City should also place kiosks downtown and at the riverfront.*



Trail Intersection



EXISTING CONDITIONS

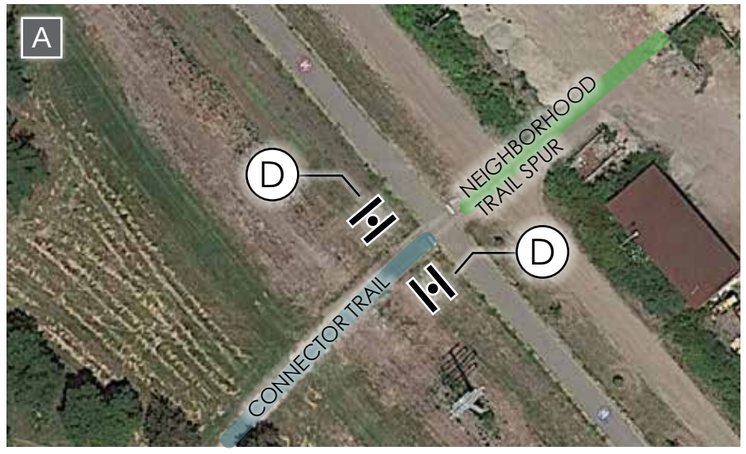
Some existing trail intersections are marked with directional signage identifying the Rock Island Trail. Confidence markers featuring the Rock Island Trail logo are placed periodically throughout the trail.

Intersection with Trail by Neighborhood (South of Allen Road)

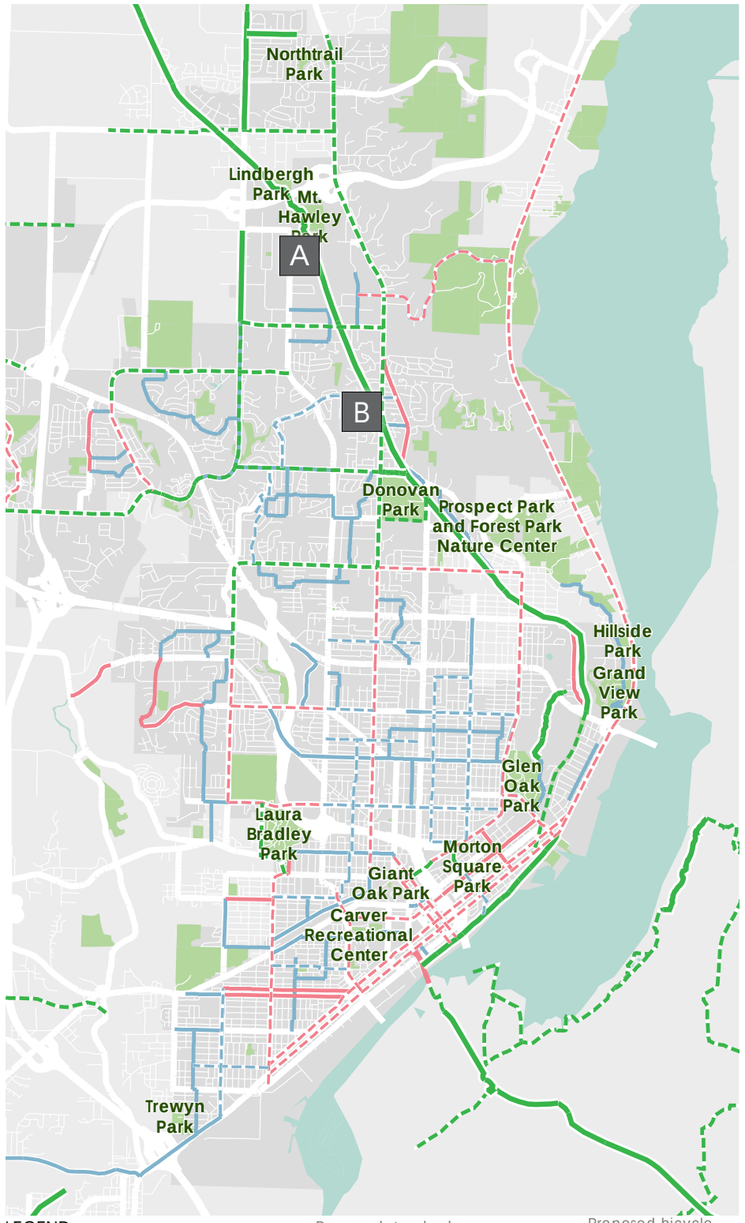
Intersection by Donovan Park

SCENARIO RECOMMENDATIONS

Trail intersections, for example where the Rock Island Trail intersects with spurs, shall provide clarity and orientation. Directional signs (D) should be placed prior to the intersection to allow for decision making for users entering the main trail. Directional signs placed prior to spurs should not indicate neighborhood connections, but shall direct users to other trails, on-road facilities, and public destinations.



Street and Trail Spurs



EXISTING CONDITIONS

Existing trail and street spurs exist along the Rock Island Greenway to connect people walking and bicycling to destinations and neighborhoods near the trail.

Street Spur by Industrial Area

Trail Spur by Safety Town

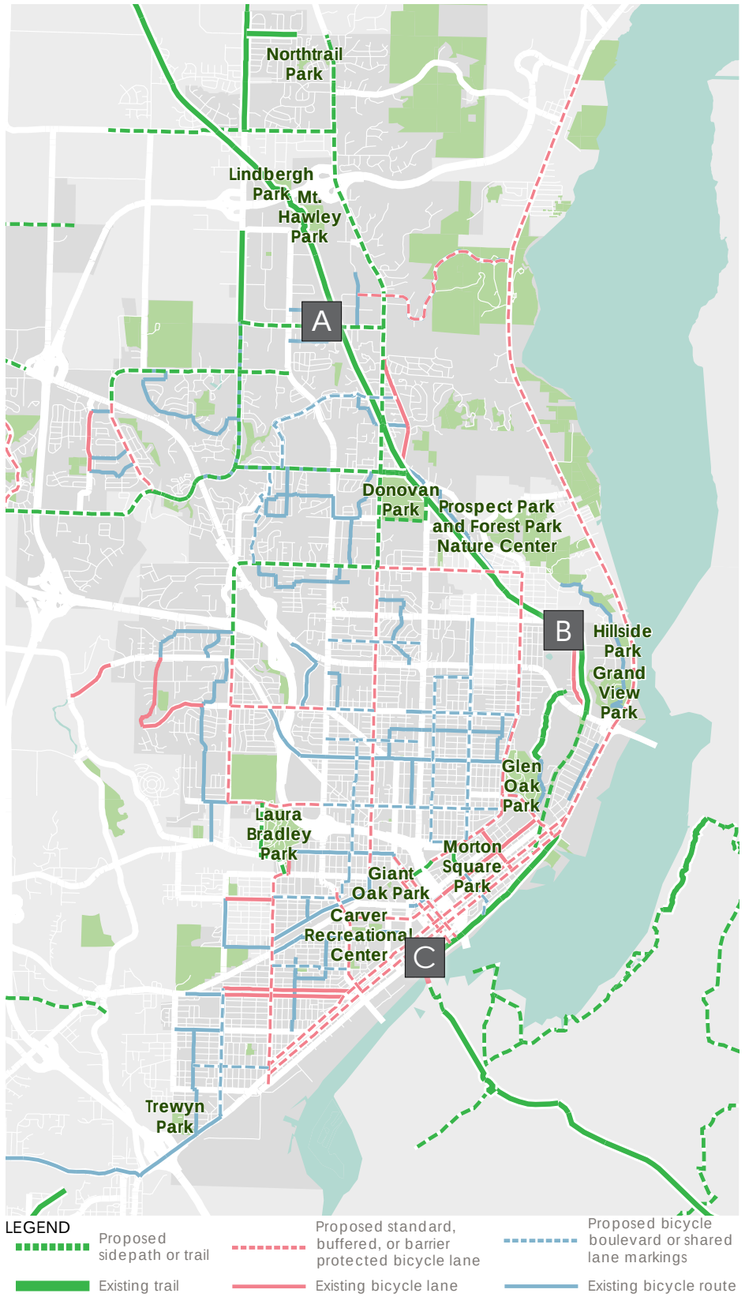
SCENARIO RECOMMENDATIONS

When transitions are made between the main trail and local destination via a spur OR between off-street and on-street facilities, decision signs shall be placed prior to intersections. Confirmation signs shall be used if the distance warrants building confidence in the turning movement.

The example below uses a three-bladed directional sign (D) to orient both trail users and those entering the main trail.

Adding a trail blaze (B) near the spur can alert passersby to the trail's presence.

Street Crossings



EXISTING CONDITIONS

Signalized Crossing: Pioneer Parkway

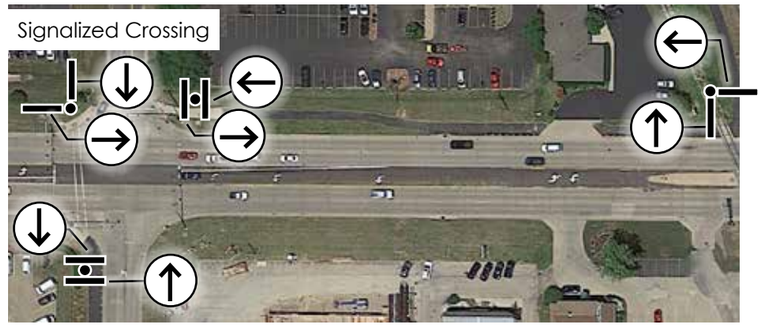
Stop Controlled Crossing: Bishop Avenue

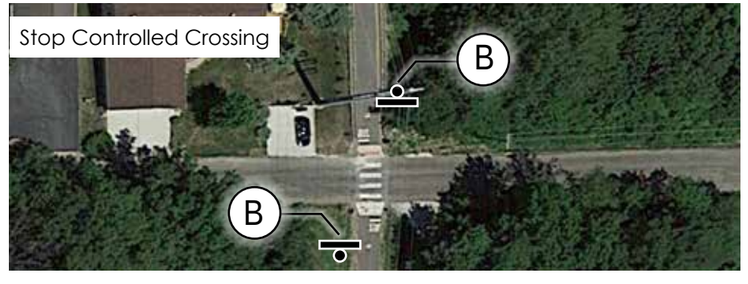
Uncontrolled Crossing: Washington Street

SCENARIO RECOMMENDATIONS

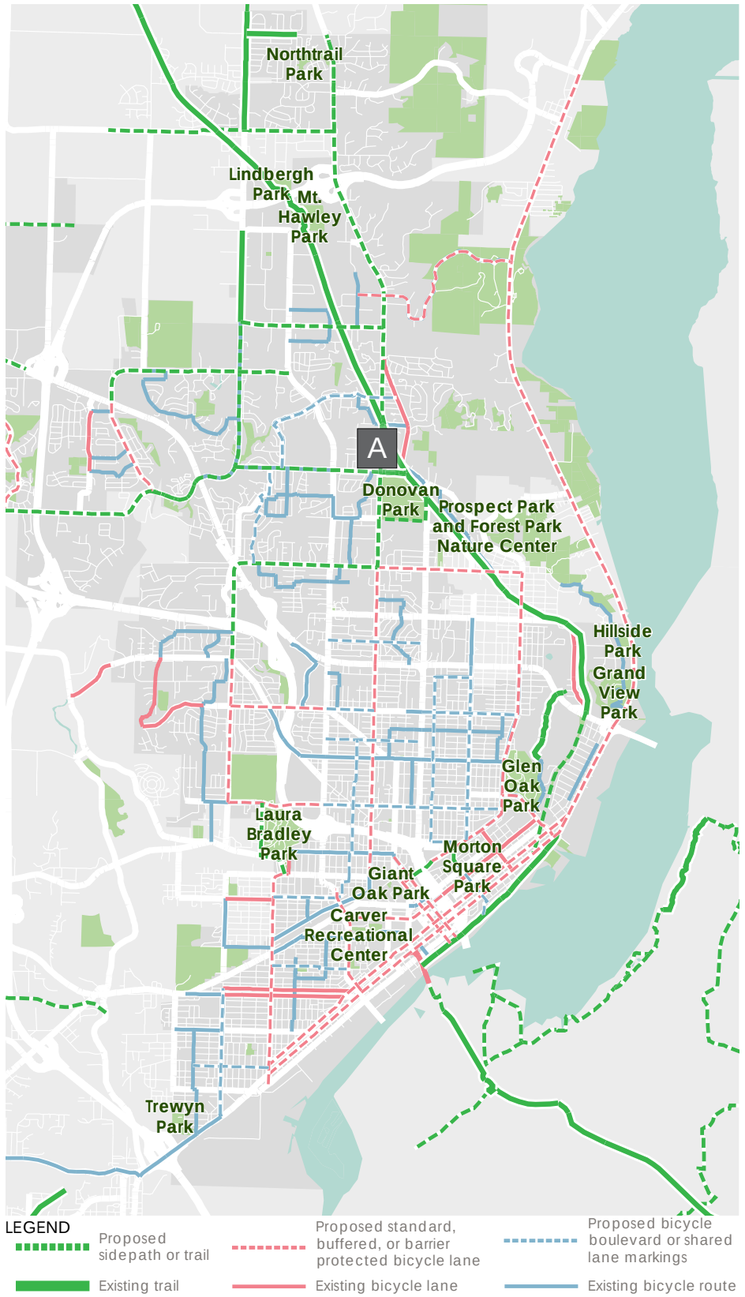
The Existing Conditions column, at left, illustrates signalized, stop controlled, and unsignalized crossings along the Rock Island Greenway. Some streets already utilize small trail blaze signs that act as blazes, turn signs, and confirmation markers. Adding a full palette of signs to these scenarios, as shown below, helps users navigate. Street names may be added to posts to orient trail users. Blaze/Turn/Confirmation signs (B,T,C) assure users that they are on the correct route. *Blaze, turn, and confirmation signs may all use the same creative with a logo or logo and arrow.*

Note: Blaze, Turn, and Confirmation signs may be replaced either by pavement markings or directional signs.





Directional Leading to Trail



EXISTING CONDITIONS

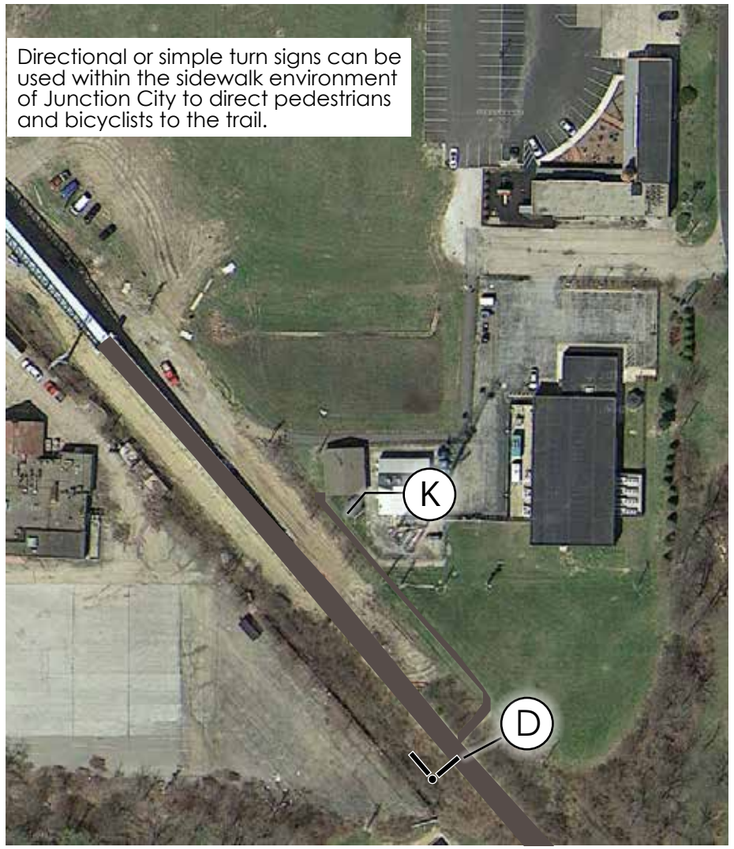
The Junction City shopping area near Donovan Park uses welcome signage on a trail spur near the Rock Island Greenway.

Existing Welcome Sign to/from Junction City

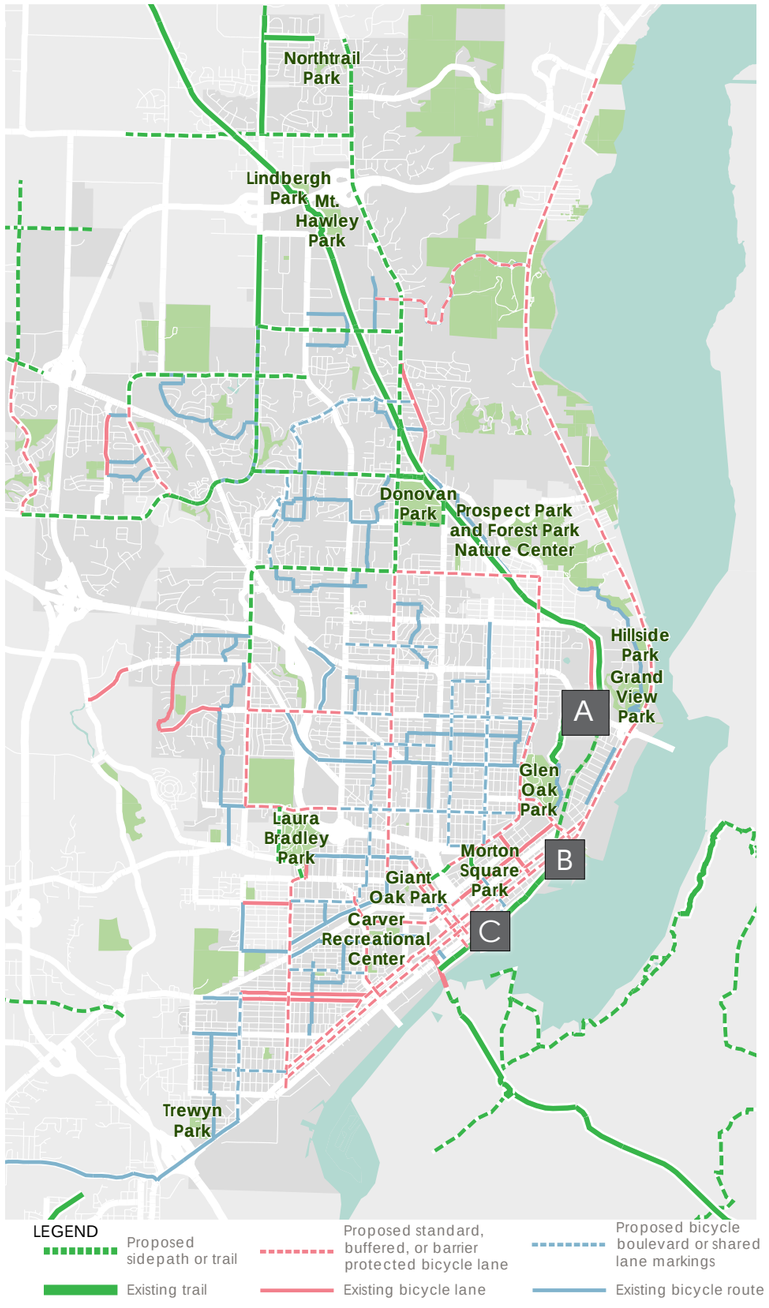
SCENARIO RECOMMENDATIONS

Off-trail signage can encourage future trail use and indicate optional transportation choices for patrons. Adding kiosk signs (K) will indicate how the trail connects to other destinations and residential areas.

Directional signs (D) shall be placed along the trail to alert travelers about the connection to the major destination. This sign will also orient patrons within the trail system once they access the main spine of the trail.



Blazes, Turn Signs + Confidence Markers



EXISTING CONDITIONS

Path through Springdale Cemetery

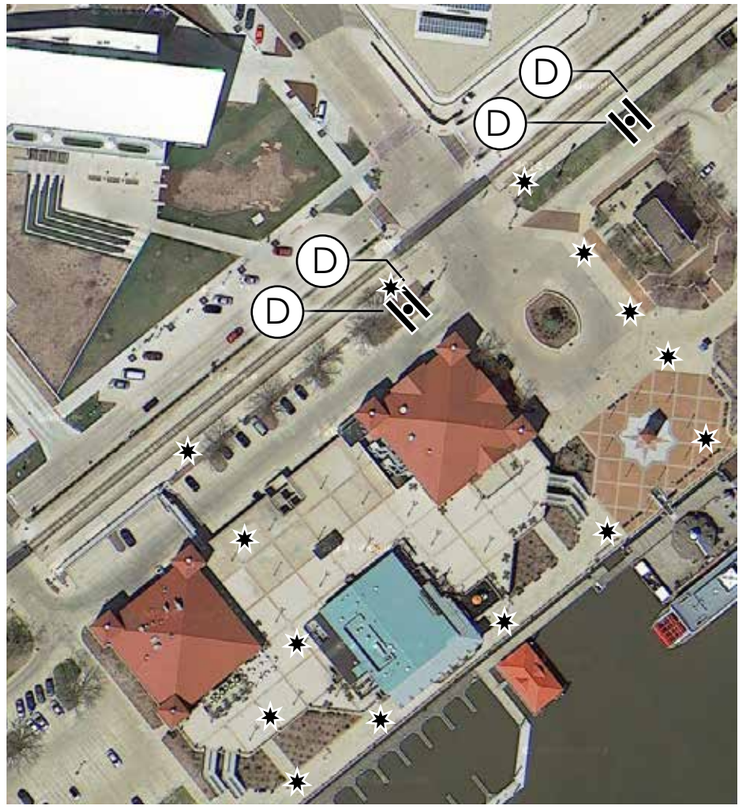
Rock Island Greenway through Riverfront Park

Riverfront near the Spirit of Peoria Plaza

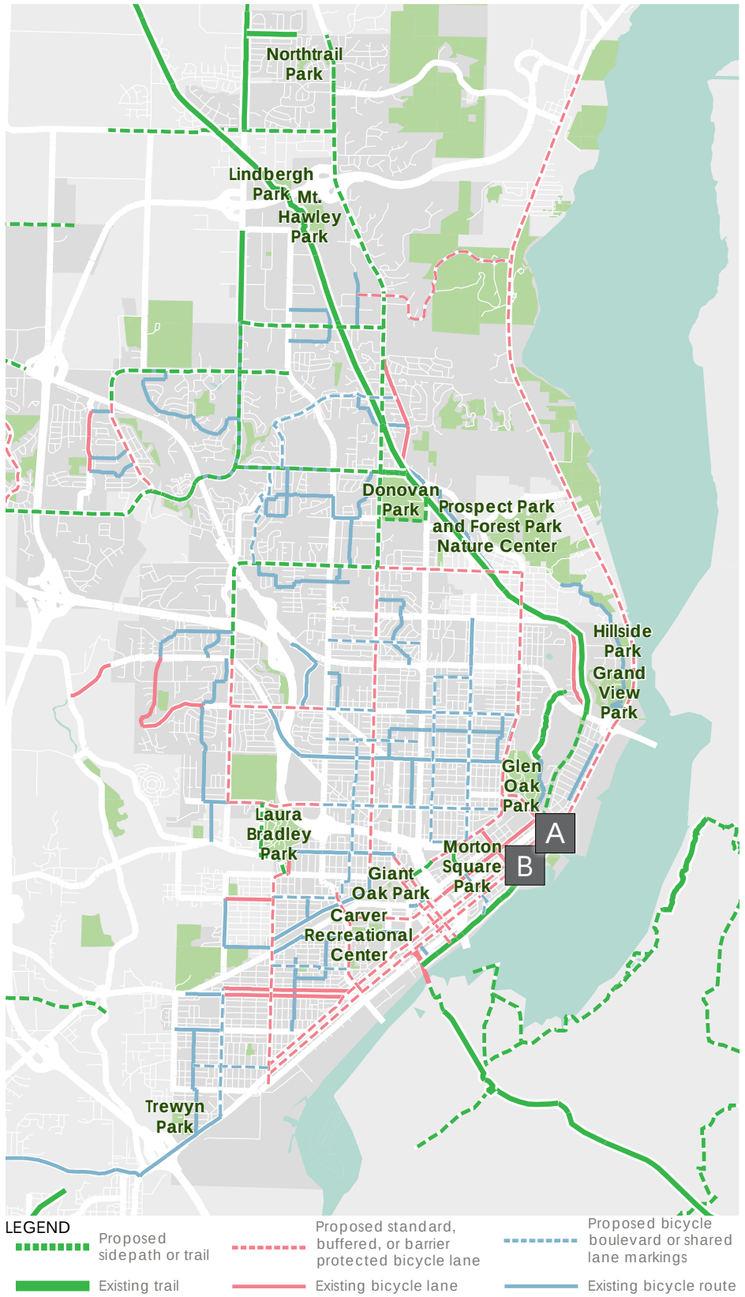
SCENARIO RECOMMENDATIONS

Blazes, Turn Signs, and Confidence markers (C) should be coupled with directional signs (D) through major destinations to help trail users easily follow bicycle- and walk-friendly routes.

Depending on the context, all of the above signs can be interchangable with pavement parkings (✸).



Interpretive Signage



EXISTING CONDITIONS

Opportunity to Interpret Historic Structures

Opportunity to Interpret Riverfront + History

SCENARIO RECOMMENDATIONS

Interpretive signage is used to explain local history, landscapes, culture, monuments, and other points of interest. Two examples of interpretive signage are shown below. The kiosks within this sign family double as Interpretive Signage.

Image credit: Traces TPI. Sign located at Lac de Louvain-la-Neuve.

Image credit: Studio KW. Sign located in Leipzig, Germany's city center (http://www.studiokw.de/projekte/orientierungssysteme-ausstellungen/ausstellungsgestaltung-orte-der-friedlichen-revolution/).

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Chapter Six

Implementation

The implementation chapter describes methods for prioritizing specific corridors for wayfinding signage installation. Planning level cost estimates are provided to scale funding for implementation projects. The next steps section recommends other infrastructure improvements that can strengthen the wayfinding program by further promoting bicycling and walking in Peoria.

IMPLEMENTATION

Implementing a comprehensive wayfinding system in Peoria will require interagency collaboration and communication. Steering Committee meetings throughout this guidebook's planning process represent a positive first step. This chapter is intended to assist with implementation efforts by discussing potential wayfinding route prioritization and funding possibilities.

The chapter begins with a discussion of bicycle network prioritization from the Peoria Master Plan. Future plans are linked to the wayfinding system's development because signage should be installed along enhanced bicycle and pedestrian routes as Peoria's active transportation network continues to evolve.

Expanding Peoria's existing bicycle infrastructure provides more opportunities to place wayfinding signage along bicycle-friendly routes and in high pedestrian traffic areas.

BICYCLE NETWORK PRIORITIZATION

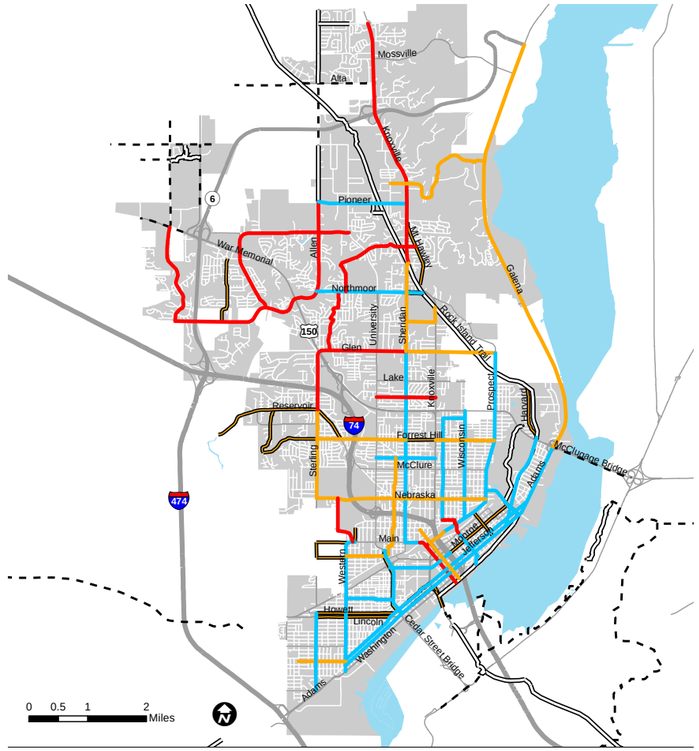
The Peoria Bicycle Master Plan identifies a recommended bicycle network. When fully built, this network will connect Peoria citizens to safe and comfortable bicycle facilities. The recommended network is shown below. Various facility types help create streets that are welcoming to people of all ages and abilities who wish to travel by bicycle.

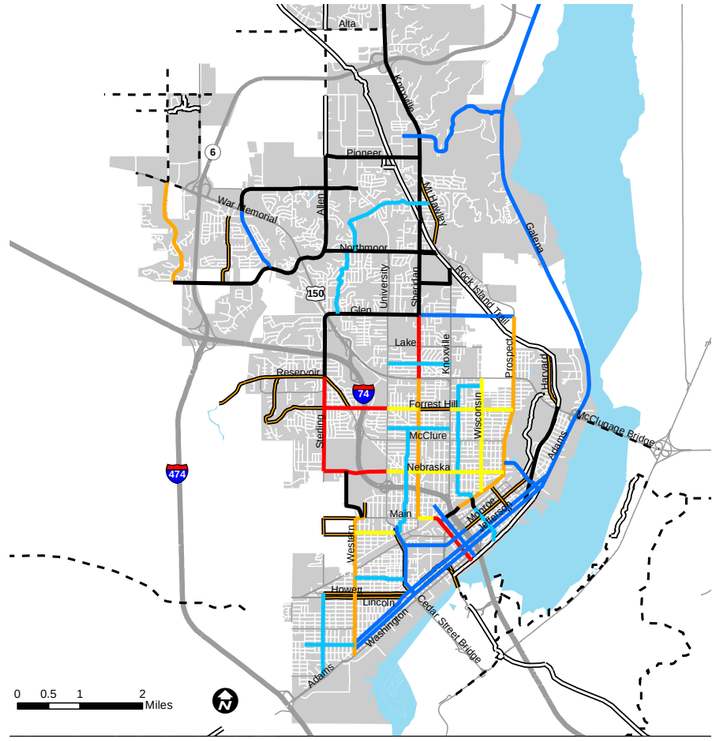
Each of the recommended bicycle network projects is assigned an implementation prioritization score: low, medium, or high. The blue lines on the map below identify high priority projects that will allow the city to build a connected network while phasing implementation timelines into manageable phases.

WHAT DOES THIS MEAN FOR WAYFINDING PROJECTS?

Upcoming wayfinding projects should be phased according to infrastructure project implementation timeframes. Prioritized recommendations from the bicycle plan may shift according to resource availability, adjustments in the City's resurfacing and construction schedules, opportunities to collaborate with related projects, and many other factors. For this reason, it is difficult to recommend prioritized wayfinding implementation phases for a given corridor compared to another. ***Peoria City staff should include wayfinding within these projects as they are implemented.***

Maps from the Peoria Bike Plan: Recommended bicycle network map and recommended network prioritization map





PRIORITIZATION FOR EXISTING BICYCLE FACILITIES

This guidebook offers a prioritized ranking only for existing signed bicycle routes, bicycle lanes, and trails. The project team used the 2016 *Peoria Bicycle Plan* level of traffic stress (LTS) analysis to score only those signed bicycle routes rated as low or medium stress facilities. High stress facilities (i.e., high speed, multi-lane roadways) were excluded. The City should use professional judgement when creating detailed signage placement plans to provide safe and comfortable routes.

High priority routes, marked in red, include:

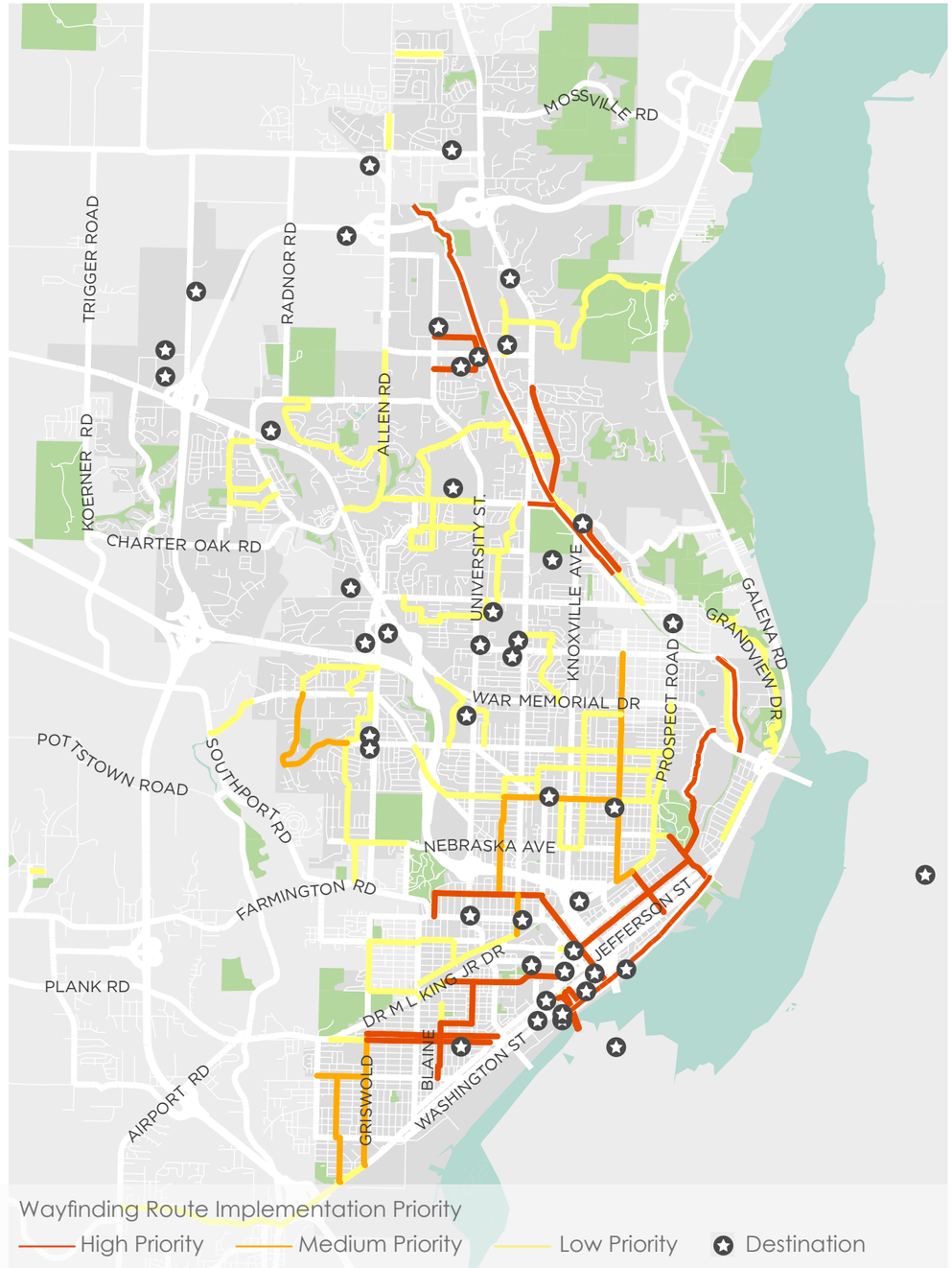
- Rock Island Greenway, including signage through Springdale Cemetery. *Some segments of the trail travel through Peoria Heights. Coordination between the two municipalities would ensure continuous signage along the trail.*
- Downtown bicycle routes and lanes.
- Central neighborhood routes and lanes.
- Spurs leading to and from the Rock Island Greenway that are situated near destinations.

Medium priority routes, marked in orange, include:

- Bicycle routes in central and southern neighborhoods, especially those near destinations.

Low priority routes, marked in yellow, include:

- Bicycle routes that are currently disconnected from destinations. Some of these routes may elevate in priority with the addition of bicycle infrastructure such as buffered or barrier protected bicycle lanes.



Potential intersections for the proposed spot improvement program:

Sommer Street and Pioneer Parkway

Abington Street and Perry Street

Abington Street and Adams Street

NEXT STEPS

DESIGN INTENT DRAWINGS OR ENGINEERING DRAWINGS

Prior to fabrication, Design Intent Drawings should be created to further refine the design of the creative package. These drawings will specify materials, colors, and methods for fabricating the signs. In addition, a structural engineer will need to evaluate the design for wind loads, and evaluate the site conditions, to design the proper footings for each sign type.

PLACEMENT PLAN

A placement plan will need to be crafted for each defined project. This plan should include sign location, sign type, sign faces, sign messaging, and a summary of quantities. Permitting requirements and review/approval processes should also be explore to establish a timeline for submitting drawings for approval and permissions for installation. Signs placed in the Department of Transportation Right of Way may require permits or an encroachment agreement.

FABRICATION

In order to construct a package of the desired quality, a fabricator must be selected produce shop drawings for each sign type. Multiple fabricators may be selected to review the design, placement plan, and sign schedule to understand quantities desired, placement conditions, and permitting requirements. The fabricators will provide an estimate to complete shop drawings to refine the design, fabricate each individual sign, and install the sign package.

BICYCLE AND PEDESTRIAN SUPPORTIVE INFRASTRUCTURE RECOMMENDATIONS

While performing field work, the project team discovered the following potential pedestrian and bicycle improvements that can support the City's wayfinding system.

SPOT TREATMENT PROGRAM

A bicycle and pedestrian spot treatment program helps identify opportunities to improve active transportation facilities at crucial junctions and corridors on a yearly basis. The program should not take the place of other recommendations discussed within the *Peoria Bicycle Master Plan*. However, it could set aside resources for small scale improvements such as:

- The addition or refreshment of bicycle intersection markings
- The installation of bicycle detectors, counters, or changes to traffic signals
- New crosswalks and ADA-compliant curb ramps
- Other methods of "fine-tuning" existing bicycle or pedestrian facilities and connections between such facilities

BENCHES, PAUSE POINTS, AND WATER STOPS

Adding benches and pause points to key points along the Rock Island Greenway would increase trail user comfort. Benches, in particular, increase access for populations over 65. These pause points act as places to install wayfinding kiosks and other elements such as art pieces and interpretive signage.

A few businesses adjacent to the Rock Island Greenway already use banners and signs to offer free water for trail patrons. Formalizing water stops at key locations along the trail would provide opportunities to hydrate and recover.

5K OR THEMED LOOPS

Peoria currently uses pavement markings to measure two 5K loops near Donovan Park. These markers easily show runners where to turn around to finish their 5K run or walk. Runners can focus on enjoying their run instead of measuring distance.

Peoria can expand on this idea by offering branded loops throughout the city. Expanding the program to other districts would further encourage active transportation, increased recreation, and city pride throughout Peoria.

COST ESTIMATES

The creative concepts presented in this plan could be fabricated using a variety of methods to achieve the same creative intent. Therefore, the below estimates provide a high and low potential cost for fabrication and installation.

Sign Type	High	Low
Kiosk	$11,000	$7,500
Area Map	$5,500	$3,500
Directional 1	$3,500	$2,150
Directional 2	$3,500	$2,150
Vehicular Trailhead	$9,500	$6,500
Regulatory	$800	$700
Mile Marker	$900	$700

FUNDING SOURCES

The City may choose to use local funds to implement some of the proposed wayfinding signage. The City's in-house sign shop streamlines the process of designing and implementing signage throughout Peoria. This section presents funding information in the event that the City seeks outside or additional funding Much of the funding information, found below, closely follows that which is found within the funding section of Peoria's Bicycle Master Plan. This guidebook reiterates the information as a reminder of the overlap between wayfinding project funding sources and funding for other bicycle and pedestrian infrastructure projects.

Initial planning and implementation funding can be derived from a variety of sources including federal, state and local grants, donations, municipal budgets, and regional planning organizations.

Maintenance and management funding also varies and may include destination fees, business levies, and internal budgeting.

FEDERAL FUNDING SOURCES

FIXING AMERICA'S SURFACE TRANSPORTATION (FAST) ACT

The newest federal legislation, Fixing America's Surface Transportation (FAST) Act was signed into law on December 4, 2015. The FAST Act replaces the Moving Ahead for Progress in the 21st Century (MAP-21) federal law. The FAST Act is the first long-term comprehensive surface transportation legislation since the Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) in 2005.

The FAST Act increases existing federal funding by 11% over a five-year time span. Funding totals $305 billion. Of the $305 billion, $284 billion is specifically for surface transportation, for which bicycle and pedestrian infrastructure projects are eligible.

Overall, the FAST Act represents minor changes compared to MAP-21. The FAST Act sets funding sources for bicycle and pedestrian projects at a similar level as in the past.

Programs or policies not explicitly mentioned in the FAST Act remain in place under the new law.

SURFACE TRANSPORTATION BLOCK GRANT PROGRAM SET-ASIDE (STBGP) AND BICYCLE AND PEDESTRIAN FUNDING

FAST Act includes organizational changes to the country's existing Transportation Alternatives Program (TAP), which provides funding for bicycle and pedestrian infrastructure. Under the FAST Act, the TAP is folded into the Surface Transportation Program (STP), which is renamed Surface Transportation Block Grant Program Set-Aside (STBGP). Previously, TAP acted as a stand-alone program. Funding formerly housed under TAP, however, remains a specific set-aside within STBGP. As with TAP under MAP-21, STBGP covers a variety of project types, including, but not limited to bicycle- and walking-focused projects. States are now able to administer a specific amount ($820 million – $850 million total) rather than a percentage of state funds, as was MAP-21 regulation. The percentage of available STBGP funds will gradually increase over the five year period. Total available funding started at $10.1 billion as of the Act's signing. Funding will increase to $12.1 billion in 2020.

Recreational Trails program funding will stay at the 2009 funding level as part of a STBGSP set-aside.

HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP) AND BICYCLE AND PEDESTRIAN FUNDING

Highway Safety Improvement Program (HSIP) funds may not be used for non-infrastructure construction projects under the FAST Act. HSIP funds totaled 3.6% of all FY 2015 non-motorized funding.

CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT (CMAQ) PROGRAM

The CMAQ program, at an average annual funding level of $3.3 billion, provides a flexible funding source to state and local governments for transportation projects and programs to help meet the requirements of the Clean Air Act. Funding is available to reduce congestion and improve air quality for areas that do not meet the National Ambient Air Quality Standards for ozone, carbon monoxide, or particulate matter (non-attainment areas) as well as former non-attainment areas that are now in compliance (maintenance areas). States with no non-attainment or maintenance areas may use their CMAQ funds for any CMAQ- or STP-eligible project.

States with no non-attainment or maintenance areas may use their CMAQ funds for any CMAQ or STP-eligible project, including design or construction.

PARTNERSHIP FOR SUSTAINABLE COMMUNITIES

Founded in 2009, the Partnership for Sustainable Communities is a joint project of the EPA, U.S. Department of Housing and Urban Development (HUD), and USDOT. The partnership aims to "improve access to affordable housing, more transportation options, and lower transportation costs while protecting the environment in communities nationwide." The Partnership is based on five Livability Principles, one of which explicitly addresses the need for bicycle and pedestrian infrastructure:

"Provide more transportation choices: Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health."

The Partnership is not a formal agency with a regular annual grant program. MAG member agencies should track Partnership communications and be prepared to respond proactively to announcements of new grant programs. Initiatives that speak to multiple livability goals are more likely to score well than initiatives that are narrowly limited in scope to cycling goals.

For more information see:

http://www.sustainablecommunities.gov/partnership-resources

The Steering Committee will need to continue to be the champion for wayfinding — seeking funding and driving implementation.

COMMUNITY TRANSFORMATION GRANTS

Community Transformation Grants administered through the Centers for Disease Control and Prevention support community-level efforts to reduce chronic diseases such as heart disease, cancer, stroke, and diabetes. Active transportation infrastructure projects and programs that promote healthy lifestyles are a good fit for this program, particularly if the benefits of such improvements accrue to population groups experiencing the greatest burden of chronic disease. For more information see: http://www.cdc.gov/community transformation/

LAND AND WATER CONSERVATION FUND

The Land and Water Conservation Fund (LWCF) provides grants for planning and acquiring outdoor recreation areas and facilities, including trails. Funds may be used for right-of-way acquisition and construction. Any projects located in future parks could benefit from planning and land acquisition funding through the LWCF.

For more information see: http://www.nps.gov/lwcf/

ADDITIONAL FEDERAL FUNDING

The landscape of federal funding opportunities for bicycling programs and projects is always changing. A number of federal agencies, including the Bureau of Land Management, the Department of Health and Human Services, the Department of Energy, and the Environmental Protection Agency have offered grant programs amenable to bicycle planning and implementation, and may do so again in the future. For up-to-date information about grant programs through all federal agencies, see http://www.grants.gov/.

PRIVATE FOUNDATIONS

Private foundations are an increasingly important source of funds for bicycle and pedestrian planning and implementation.

For more information on private foundations, including an extensive list of national foundations visit: http://www.foundationcenter.org/

CREATIVE TAX METHODS

Often referred to as hot funds, creative tax methods are an efficient way to collect money from travelers ensuring that it is regenerated back into your city. Providing a creative and engaging wayfinding system will allow travelers to know where they are going and how they are getting to desired locations. This will also allow tourist to become more engaged and encourage them to spend more time and money in prime tourist destinations. This strategy will result in additional revenue for Peoria.

CIVIC CROWD FUNDING

Unlike private crowd funding, civic crowd funding is dedicated to a specific community, economic, or civic development project. Targeting well known citizens or groups that have the capabilities and interest in funding city projects should be considered. Most citizens want to ensure that their city looks great and may assist in gathering needed donations. Websites like www.gofundme.com are a great and easy online solution to help the public promote and donate to wayfinding projects or city beautification.

COMMUNITY PARTNERS

A typical way to create great momentum is to work with other businesses or agencies that have an interest in your city's wayfinding system. This also helps to identify available funding such as a local bike shop having interest in assisting with the funding for a new bike path. Reaching out to them and offering to promote their brand via signage in exchange for their assistance is a valuable strategy.

Appendix

Stakeholder and Public Involvement

Stakeholders and members of the public helped develop the concepts shown in this guidebook. Their input occurred through in-person meetings, conference calls, and during a local event.

PUBLIC INPUT AND STAKEHOLDER ENGAGEMENT

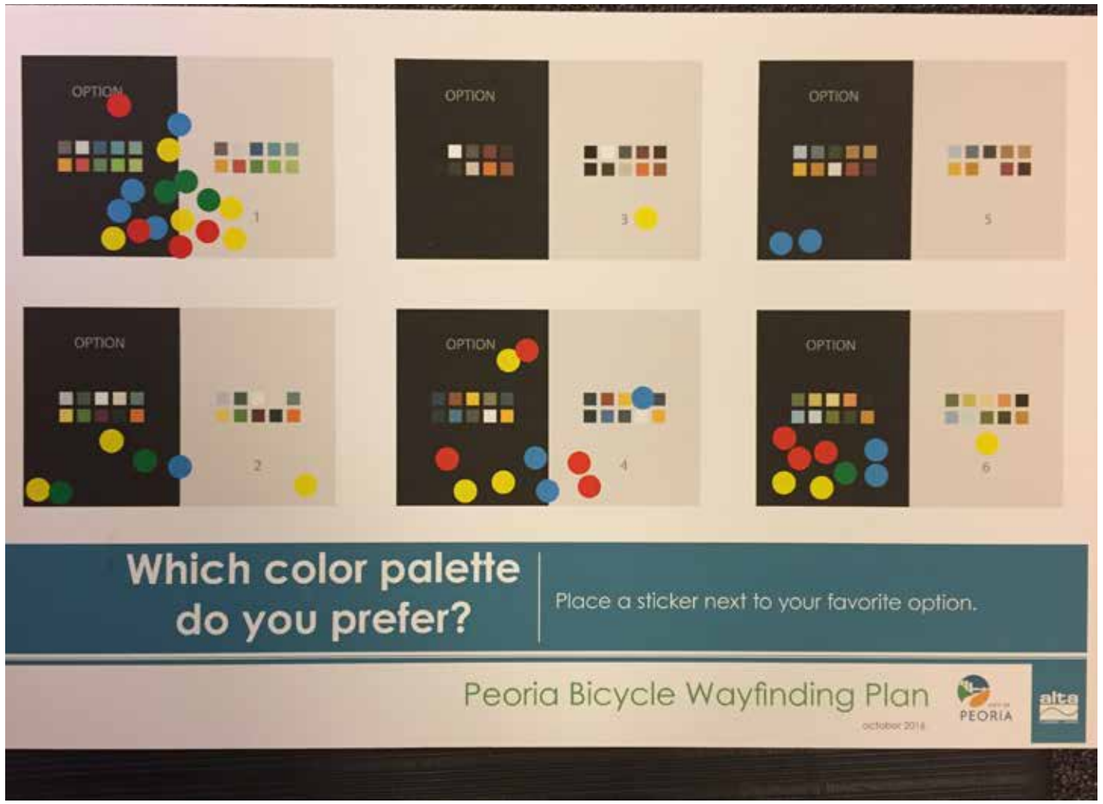
Members of the public and key stakeholders were involved in the planning process at key decision points throughout the project:

- Project Kick-Off: Crucial decision makers formed a steering committee to discuss project goals and destination selection and prioritization. A visual preference survey (VPS) allowed members of the steering committee to discuss their ideas for how to express Peoria's unique history and contemporary culture through wayfinding. The kick-Off meeting revisited crowd-sourced data from the 2016 *Peoria Bicycle Master Plan's* online mapping exercise. These popular destinations framed a discussion of which destinations to prioritize within the City's wayfinding system.
- Creative Material Development: The project team discussed the initiative with members of the public at Peoria's first CityFest, held in the Warehouse District. Members of the public provided comments about their preferred signage styles, left notes about their favorite aspects of Peoria, described their favorite bicycling and walking routes, gave input about possible signage color palettes, and shared other thoughts about the system.
- Draft Creative Materials: The steering committee met during Fall 2016 to review draft creative materials. The project team explained the inspiration for each concept and discussed potential material and color choices. Ultimately, the steering committee chose one preferred concept for refinement and eventual presentation to City Council.

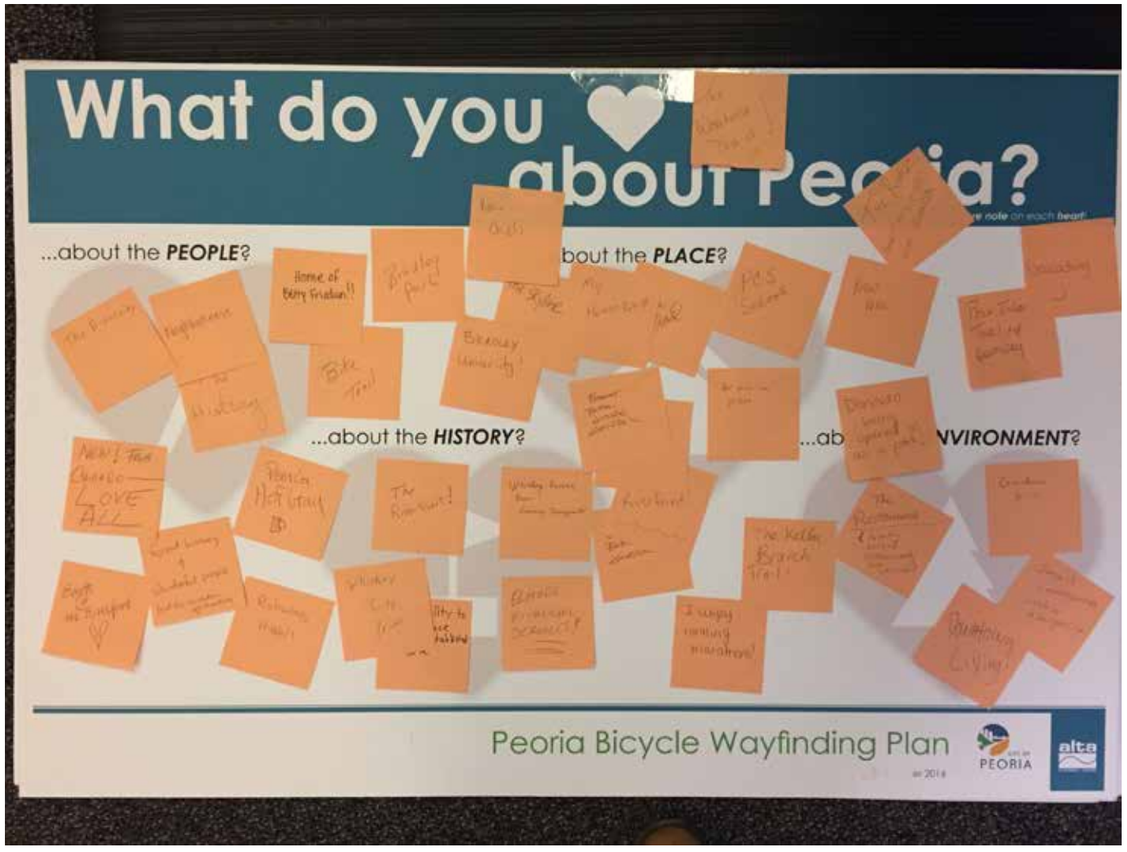
PUBLIC INPUT: 2016 CITY FEST

City Fest provided the perfect venue for the project team to discuss their work with members of the public. The following boards represent feedback heard at the event.

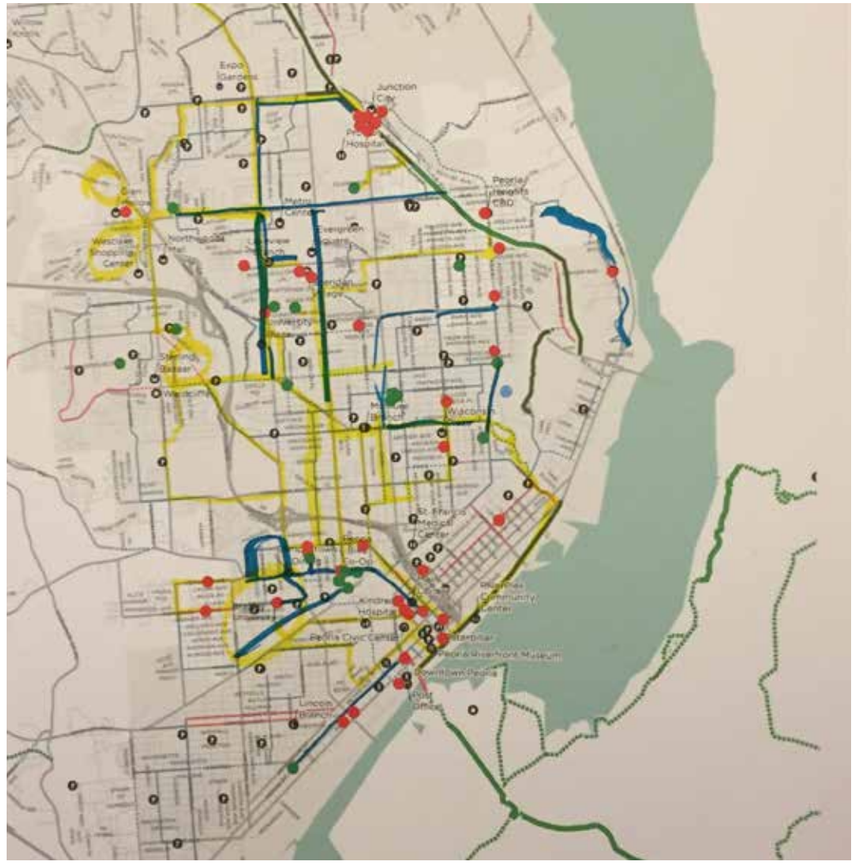
CityFest was held on October 22, 2016, to celebrate the renewed stretch of Adams Street between Pecan Street and Persimmon Street. The event marked the conclusion of the City's green infrastructure pilot project. The event will continue each year and will highlight other updated and improved sections of the city.



When asked about color palettes, participants gravitated to bright colors displayed on a dark background. Vibrant colors, including some similar to the City of Peoria logo colors were preferred. The project's draft creative concepts use high contrast colors. Some concepts draw inspiration from industrial materials and others use colors from the City's logo.



Members of the public were asked to provide comments about aspects they love about the people, history, place, and environment in Peoria. Open spaces were frequently mentioned. The post-it notes showed a combination of pride in Peoria's past and delight in its modern amenities and vitality. The project team used this input as inspiration when developing concepts that paid homage to Peoria's history (i.e., industry, warehouses, and railroads), while using clean lines and modern color combinations.



Event participants left color coded lines and dots on the map above to represent bicycling and walking routes, destinations, and residential areas in Peoria. Green dots show homes and red dots show destinations. The resulting map displays clusters of destinations near downtown and Junction City. Yellow lines represent popular bicycling routes and blue lines represent popular walking routes. The project team used this map to reconcile the list of destinations selected by the Steering Committee. When asked to provide input about where they bike and walk, residents frequently were very grateful for the City's existing low-stress bicycle routes and the Rock Island Greenway. Residents also provided anecdotes about where they would like to someday walk or bike as the City's infrastructure develops.

STEERING COMMITTEE INVOLVEMENT AND CREATIVE CONCEPT SELECTION

The project steering committee met at key decision points to guide the project materials' creative development. This section serves as a record of steering committee decisions and project outcomes.

STEERING COMMITTEE MEETING #1

The project kick-off was held August 29, 2016 at the City of Peoria Public Works Department. Meetings notes and key action items are described below.

STEERING COMMITTEE PROJECT GOALS

Steering committee members shared their desired project goals during meeting introductions. Themes included:

- Helping visitors navigate by bike
- Guidance for seeing the bike plan through to implementation; see the Rock Island Trail/Greenway's development into its next steps
- Connect downtown, Bradley, Glen Oak Park
- Show opportunities for safe navigation by bike
- Show everything you can reach when traveling the Rock Island Trail (i.e., entertainment, shops)

DESTINATION SELECTION CRITERIA

The team discussed common methods for identifying community destinations to include in wayfinding plans. The group also discussed best practices for not including private businesses in wayfinding plans.

- Signs should use generic names without private business names (i.e., Baseball Stadium instead of Caterpillar Dozer Park – Dozer Park may be acceptable and should be discussed amongst the committee as this is a significant cultural destination).
- Signs should point to public amenities, not individual businesses. For instance, private golf courses are not typically included but public courses (parks and recreation owned or managed) can be included – particularly if the golf course serves as a trailhead and provides water and restroom access.
- Private businesses or sponsorships can be included on printed maps or mobile apps because these are more easily updated than signs. These entities could also help raise money for app development.

MAPPING AND DESTINATIONS EXERCISE

The team brainstormed a list of high-profile community destinations, to be formalized into a memo and eventual incorporation into the project guidebook.

VISUAL PREFERENCE SURVEY (VPS)

The VPS allowed the steering committee to comment on sign aesthetics that they like, do not like, or maybe like. This information will be used to generate sign family creative concepts.

The team liked:

- Corten steel
- Bright colors and/or a pop of color
- Combination of materials
- Simple/readable designs that included enough nuance to stand out (i.e., wrought iron details)
- High-quality wood paired with metal
- Ornamental metal
- Native materials
- Red brick
- Modern aesthetic
- Clean aesthetic
- Thermoplastic pavement markers
- Layering (i.e., simple etching or cut-out backgrounds)
- Maps integrated in sign elements

The team did not like:

- Monochromatic color schemes
- Signs that blend into the surroundings

The Alta team used steering committee input and field work notes and pictures to generate draft sign family concepts.

- Sign family concepts will include on-street and off-street signs.
- One concept will likely have a more earthy and natural aesthetic. The other will likely have a more industrial and urban aesthetic.

NEXT STEPS

The steering committee and the Alta team discussed developing the plan into a guidebook to show how to address common wayfinding scenarios. The plan discusses signage tools and guidance for installing signs in the community's districts (i.e., Riverfront, Warehouse District) and common situations along the trail (including currently confusing sections- i.e., Pioneer Parkway).

OTHER NOTES

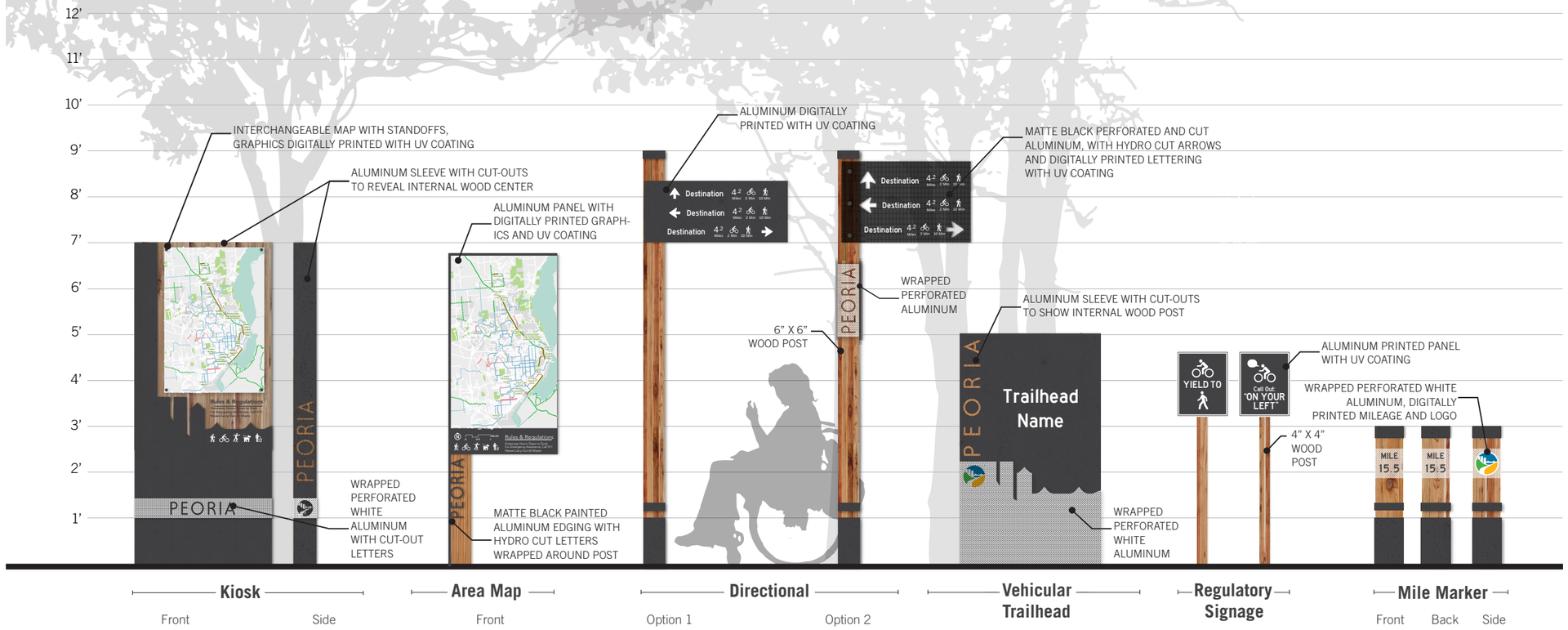
- The Steering Committee discussed the possibility of fabricating some signs in-house on an annual basis. This depends on complexity, quantity, and other factors.
- Melissa Miklus (Alta) suggested adding wayfinding to planned projects. This could couple sign installation in with other ongoing initiatives.
- The final plan includes the team's field work observations for safety improvements to help support future wayfinding efforts.

STEERING COMMITTEE MEETING #2

The steering committee and project team met by conference call on December 8, 2016 to review draft creative materials. Members of the steering committee were not shown the concepts in advance of the meeting. This approach let the project team see their initial reactions to the materials. Project team members introduced the concepts one at a time and described the inspiration and material choices behind each example.

Ultimately, the group decided to finalize one concept for City Council review. This concept is shown on the facing page. Members of the steering committee wished to add color to the sign package to allow for color coding to correspond with various parts of Peoria or segments of the Rock Island Greenway.

Material Inspirations



CONCEPT 1: Trail Wayfinding

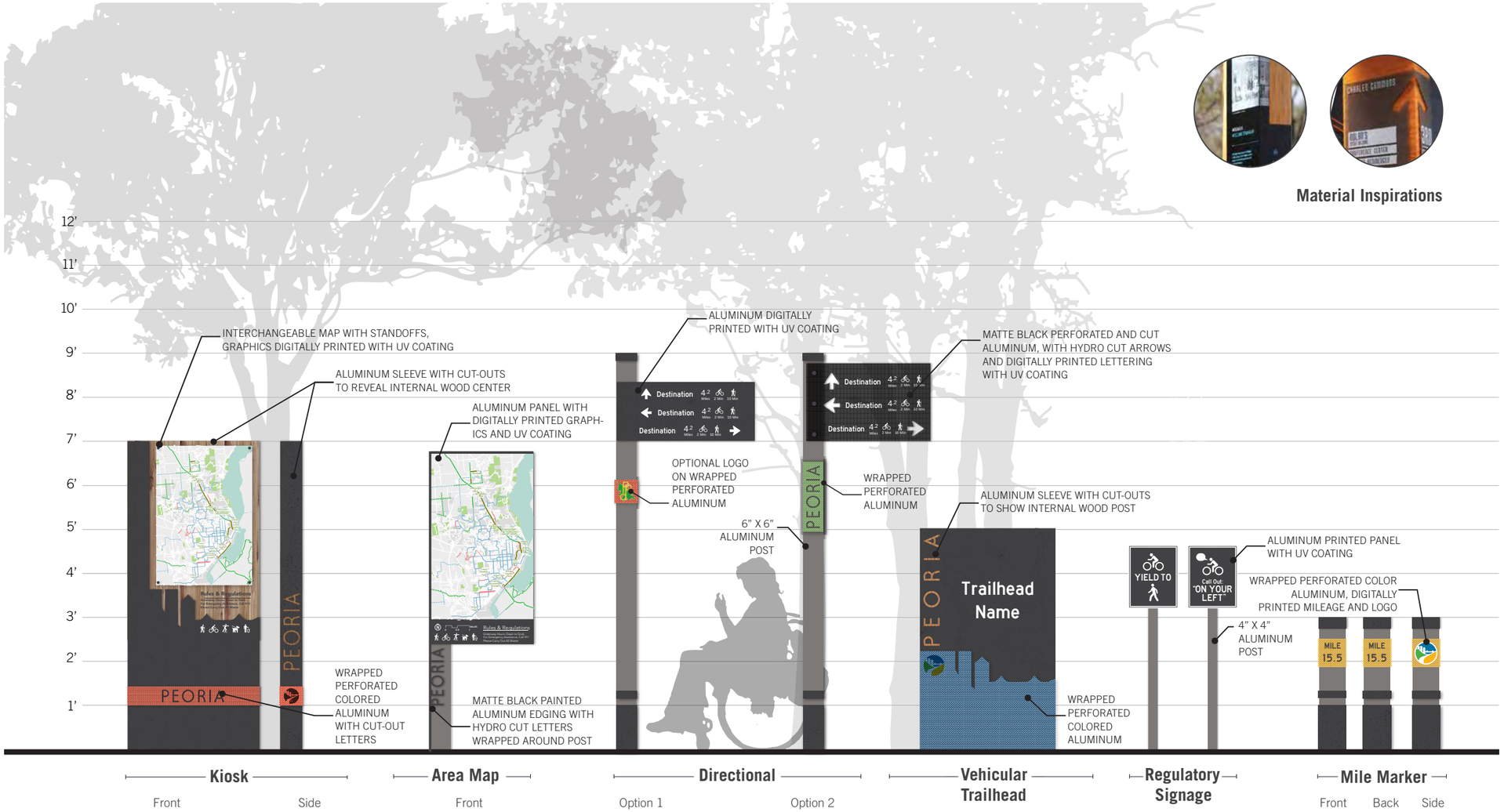
Peoria, IL Wayfinding
Draft Concepts 12.15.2016

STEERING COMMITTEE COMMENTS SUPPORTING THIS CONCEPT

- Steering committee members liked the sign family's overall aesthetic.
- Meeting participants liked the sign's clean lines and legibility.

STEERING COMMITTEE CRITIQUES OF THIS CONCEPT

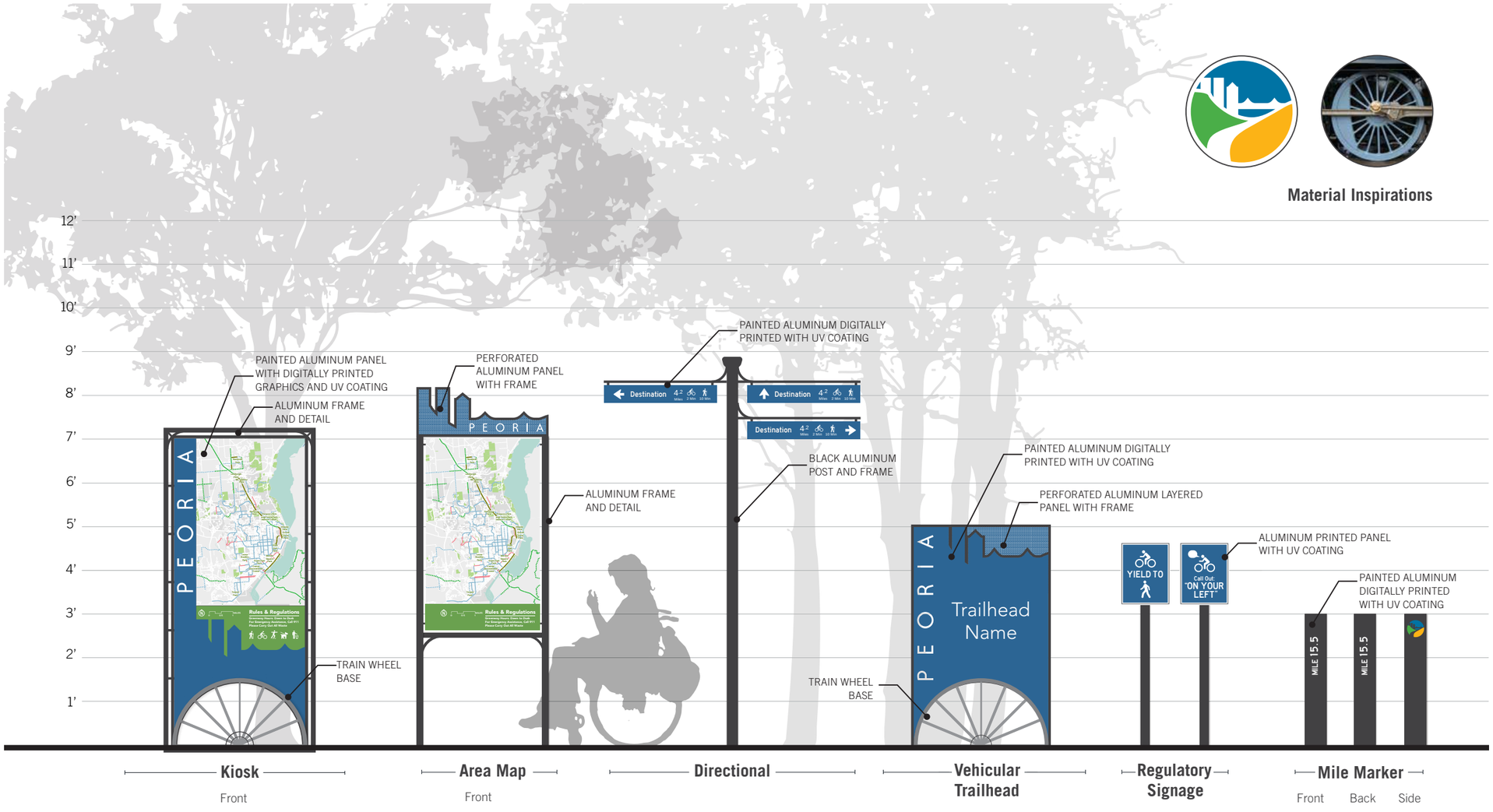
- Steering committee members requested customization options so the sign can better fit the downtown environment's character.
- Meeting participants requested an alternate version showing possibilities for incorporating the Park District logo.



CONCEPT 1 ALTERNATIVE: Trail Wayfinding

Peoria, IL Wayfinding
Draft Concepts 12.15.2016

This alternative concept shows options for incorporating the Park District logo and colored perforated aluminum on various signage family elements. The alternative uses aluminum posts instead of the wooden posts shown in the first version of the concept.



CONCEPT 2: Trail Wayfinding

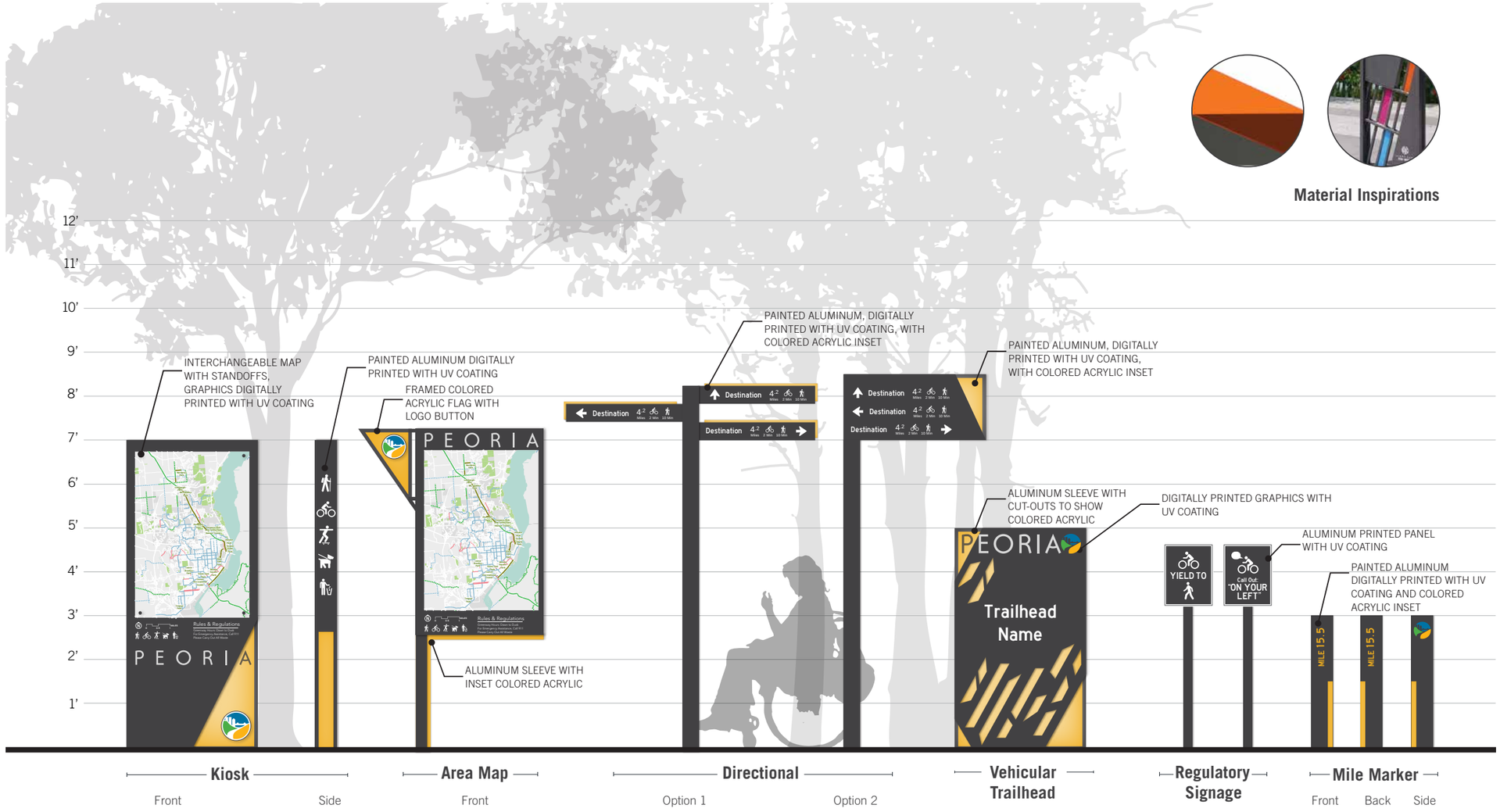
Peoria, IL Wayfinding
Draft Concepts 12.15.2016

STEERING COMMITTEE COMMENTS SUPPORTING THIS CONCEPT

- Steering committee members generally liked the concept.
- One meeting participant said the wheel could also represent a steamboat wheel, tying the concept to the river and it's transportation purpose in addition to the railroad theme.

STEERING COMMITTEE CRITIQUES OF THIS CONCEPT

- Some members did not like the wheel idea or had other ideas for its incorporation.



CONCEPT 3A: Trail Wayfinding

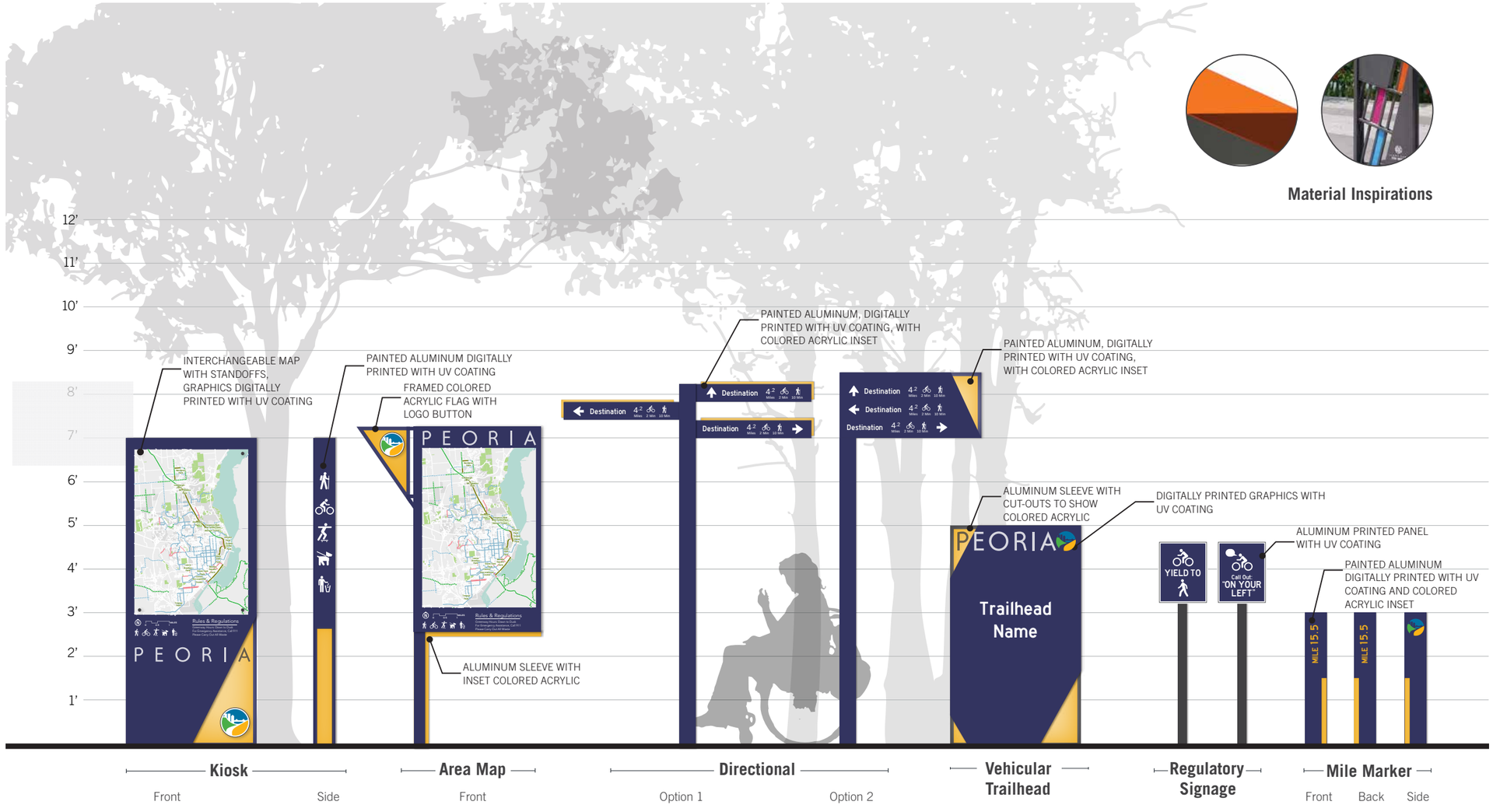
Peoria, IL Wayfinding
Draft Concepts 12.15.2016

STEERING COMMITTEE COMMENTS SUPPORTING THIS CONCEPT

- Meeting participants liked the concepts vivid colors and triangle elements.
- The concept was described as "unmistakable" and easy to spot .
- Meeting participants were interested in color coding the translucent acrylic pieces. The steering committee discussed possibilities for creating branded bicycling or walking routes.

STEERING COMMITTEE CRITIQUES OF THIS CONCEPT

- There were some reservations about using acrylic.
- The steering committee members were concerned that the signs could be perceived as too modern.
- The yellow color could be confused with Catepiller-produced or branded signage.



CONCEPT 3B: Trail Wayfinding

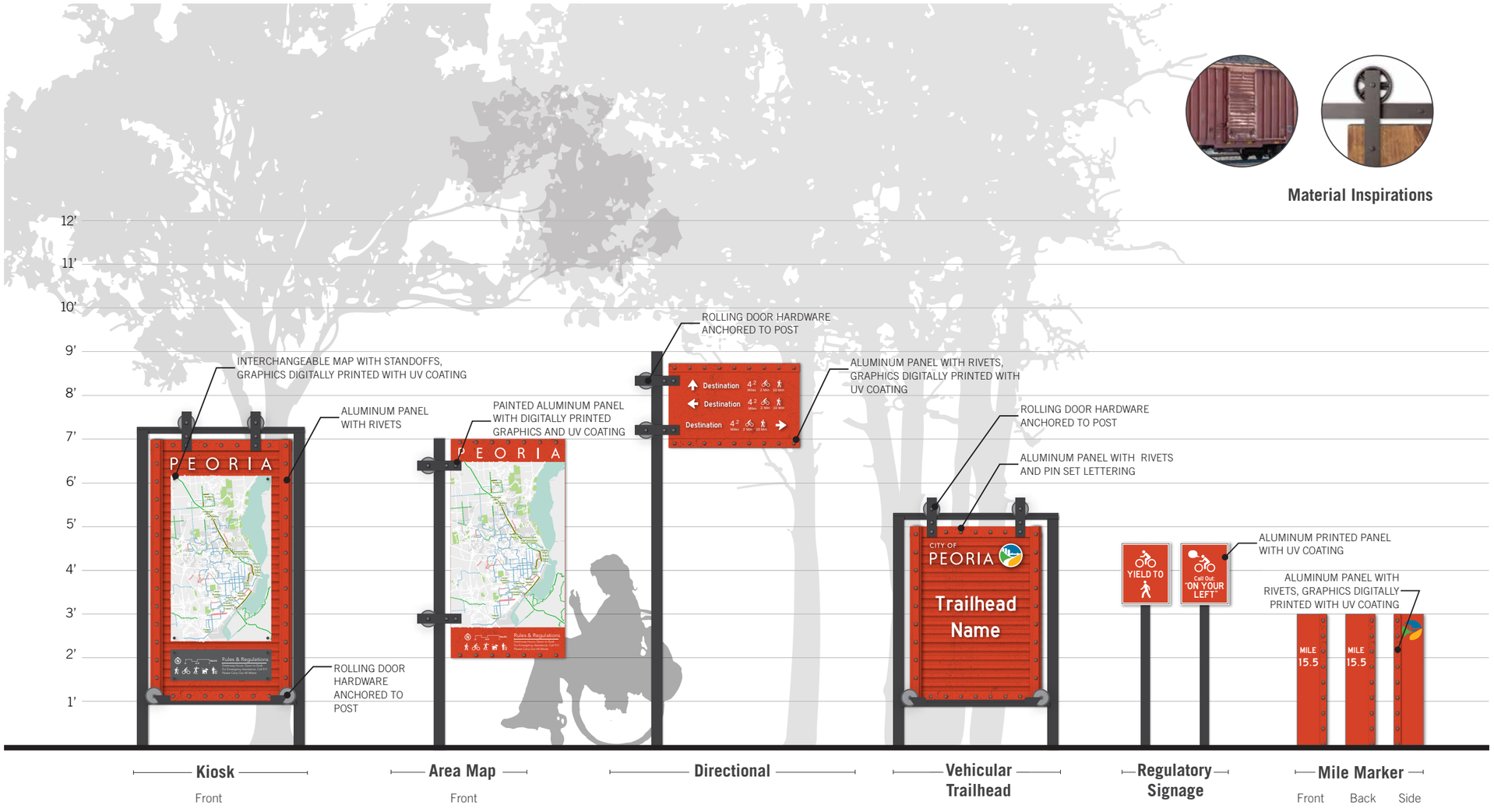
Peoria, IL Wayfinding
Draft Concepts 12.15.2016

STEERING COMMITTEE COMMENTS SUPPORTING THIS CONCEPT

- This color combination was generally supported and seemed more branded to the City.

STEERING COMMITTEE CRITIQUES OF THIS CONCEPT

- The steering committee is interested in using all colors in the City logo.



CONCEPT 4: Trail Wayfinding

Peoria, IL Wayfinding
Draft Concepts 12.15.2016

STEERING COMMITTEE COMMENTS SUPPORTING THIS CONCEPT

- The steering committee thought the concept invoked the Riverfront and Warehouse District, but would work in other districts.

STEERING COMMITTEE CRITIQUES OF THIS CONCEPT

- One meeting participant did not like the aesthetic and felt it may not work along all existing bikeways.

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