Community Wayfinding Sign Program
OVERVIEW

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Community Wayfinding Sign Program

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

**FHWA Experimental Project**

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

**VDOT Pilot Project**

- Loudon County, conducted in the Town of Purcellville
The experimental and Pilot programs have been successfully completed and served as a “seed bed” for developing a VDOT Community Wayfinding Guideline.
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Beginning in 2009, VDOT began receiving additional requests for wayfinding programs for which “Pilot Project” approvals were granted. These include a Community Wayfinding plan located in Stafford County and a seven mile portion of the Richmond Highway (Rte. 1) in Fairfax County.
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- Requests from other local sponsors continued to grow, thus, emphasizing the need for a uniform manual on community wayfinding.

- Common issues that needed to be addressed include:
  - Sign shapes, sizes, locations and colors that are not MUTCD compliant
  - Sign materials that are substandard (not retro-reflective)
  - Inappropriate use of pictographs or branding
  - Destinations that highlight commercial or retail establishments in lieu of “cultural, historical and recreational” attractions
  - Inappropriate combination of destination signing with gateway signing
  - Vertical Lettering
From these and other projects in the formative stages, VDOT (IDSP) has developed a comprehensive Community Wayfinding Guideline manual…a basic “How To” for wayfinding…

- The manual is consistent with and will be utilized as a supplement to the MUTCD.
- The manual is organized into five sections:
  - An introduction to the Program
  - The Program Development Process
  - Planning and Design
  - Permitting and Construction
  - Maintenance
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• Each section has been developed in concert with and reviewed by the Office of Land Use, Regional and District Traffic Engineers and the Wayfinding Advisory Group, consisting of VDOT and non-VDOT members, Pilot Project Participants and the Research Council.

• The manual has also been reviewed and approved by Karen M. King, P.E., Transportation Safety Engineer of the Federal Highway Administration for use as a supplemental guideline to the MUTCD.
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~ BENEFITS ~

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

• Conformity with the MUTCD

• Consistent and uniform approach for developing, implementing, and maintaining wayfinding sign programs

• Aid localities by providing a single and comprehensive resource for wayfinding information

• Aid VDOT staff in reviewing and approving plans consistent with the MUTCD and our own VDOT Community Wayfinding policy.

• A streamlined workflow for project development as indicated in the following slide.
Community Wayfinding Sign Program

WAYFINDING PROGRAM DEVELOPMENT PHASES

<table>
<thead>
<tr>
<th>PLANNING AND DESIGN</th>
<th>PERMITTING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Initiation / Plan Development</strong></td>
<td><strong>Construction and Maintenance</strong></td>
</tr>
<tr>
<td>1. Program Initiation (by Applicant/Sponsor)</td>
<td>4. Submit Permit Application for Construction $</td>
</tr>
<tr>
<td>- Develop Preliminary Wayfinding Concepts</td>
<td>- Submit Approved Plans to Permit Office with Form LUP-WSP</td>
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<tr>
<td>- Develop Letter of Interest</td>
<td>- Permit Application Approved for Staking Review and Construction</td>
</tr>
<tr>
<td>- Submit Wayfinding Concepts/Letter to Wayfinding Sign Program Administrator (WSPA) with Form WS-PI</td>
<td>- Field Staking of Approved Plans by Applicant/Sponsor #</td>
</tr>
<tr>
<td>- VDOT Review of Preliminary Concepts</td>
<td>- Engineering &quot;Walk Through&quot;/Final Adjustments (DTE) *</td>
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<tr>
<td>- Comments returned to Applicant / Sponsor</td>
<td>- Preconstruction Meeting</td>
</tr>
<tr>
<td>- Applicant / Sponsor addresses comments &amp; submits Revised Wayfinding Concepts to WSPA</td>
<td>- Applicant / Sponsor proceeds to Construction</td>
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<tr>
<td><strong>&quot;Kick Off&quot; Meeting</strong></td>
<td><strong>5. Implementation #</strong></td>
</tr>
<tr>
<td>- WSPA schedules introductory &quot;Kick Off&quot; Meeting</td>
<td>- Shop Drawing and Graphic &quot;Proof&quot; Review</td>
</tr>
<tr>
<td>- Review of Wayfinding Concepts and Program Requirements</td>
<td>- Sign Fabrication</td>
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<tr>
<td>- Meeting notes / comments returned to Applicant / Sponsor</td>
<td>- Installation</td>
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<tr>
<td>- &quot;Third Party&quot; Inspection</td>
<td>- &quot;Third Party&quot; Inspection</td>
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<tr>
<td>- VDOT Review of plan development in (%) Phases as determined by WSPA, ALUE and DTE</td>
<td>- Documentation</td>
</tr>
<tr>
<td>- Submit plans to WSPA with Form WS-CP</td>
<td>- VDOT Inspection (TE)</td>
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<tr>
<td>- Comments returned to Applicant / Sponsor for corrections</td>
<td>- Submit As-Built Plans to WSPA (Form WS-AB)</td>
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<tr>
<td>- 100% Plan Approval</td>
<td><strong>7. Maintain and Modify</strong></td>
</tr>
<tr>
<td></td>
<td>- If later modifications or additional phases are made, return to Step 4</td>
</tr>
</tbody>
</table>

CHART KEY

- Requires Submittal to VDOT
- $ Requires Permit Fee
- * Requires Meeting with VDOT
- # All Activities in the R/W must be accomplished under the auspices of a Land Use Permit

WSPA = Wayfinding Sign Program Administrator / Central Office Traffic Engineering Division
DTE = District Traffic Engineer
ALUE = Area Land Use Engineer

Note: This Diagram is for information only. VDOT may require additional plan reviews/meetings with the Applicant/Sponsor as necessary to ensure that a safe and effective project is implemented. See "permit Request Flowchart" in the Land Use Permit Appendices for step-by-step process.
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“ROLLOUT”

• The Wayfinding Manual is available to VDOT Staff on the “inside VDOT” IDSP Share Point site. Feedback from Districts / Regions and Localities as the program progresses will then be used to make adjustments in the manual as needed with updates posted on “inside VDOT”.
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Questions?

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VDOT, Traffic Engineering Division