



Waterfront Wayfinding Signage

For the Bayfront Business District

City Council – July 14, 2026

One-Year Pilot Project approved by the City Council (January 2015)

Location

San Pablo Ave and
Sycamore (2 locations)

Fiscal Impact

Intended to be funded by
participating businesses,
with signs designed and
maintained by City staff

Code Compliance

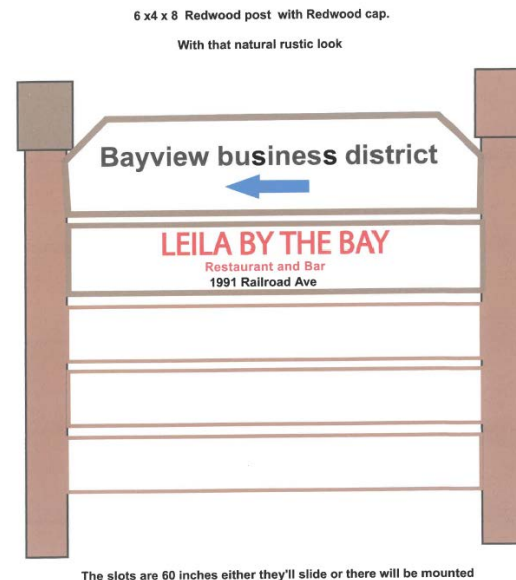
Proposed offsite
directory-style signs not
allowed under City's sign
code

Implementation

Signs were never
installed



Signs were 1, 2 & 3 sided



The slots are 60 inches either they'll slide or there will be mounted

Issues with Off-Site Directory Signs

Safety

Potentially distracting to motorists

Regulatory

Not consistent with MUTCD or City sign code

Maintenance

Expensive to maintain and update as businesses open and close

Funding

Pedestrian-scale directory signs are typically funded and staffed by a Business Improvement District in areas with heavy pedestrian traffic



Example Pedestrian Wayfinding Signage Sponsored by PBID (Napa, CA)

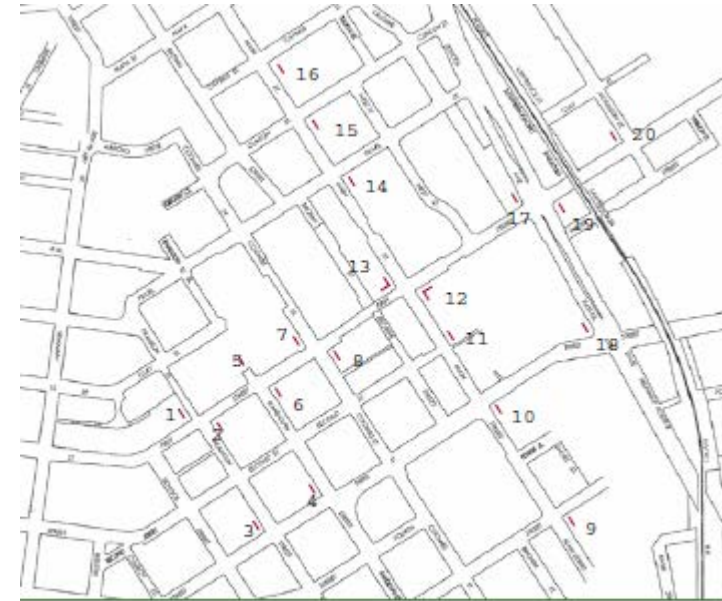
Considerations

Signs installed at roughly one-block intervals in a dense, walkable downtown with many destinations close together

Signs include business names and arrows, but no addresses

Signs are for pedestrians rather than motorists

Sign program managed by Downtown Napa Property-Based Improvement District staff



PROPOSED SIGN LOCATIONS

2026 Conditions

Access Routes

Sycamore Avenue and John Muir Parkway

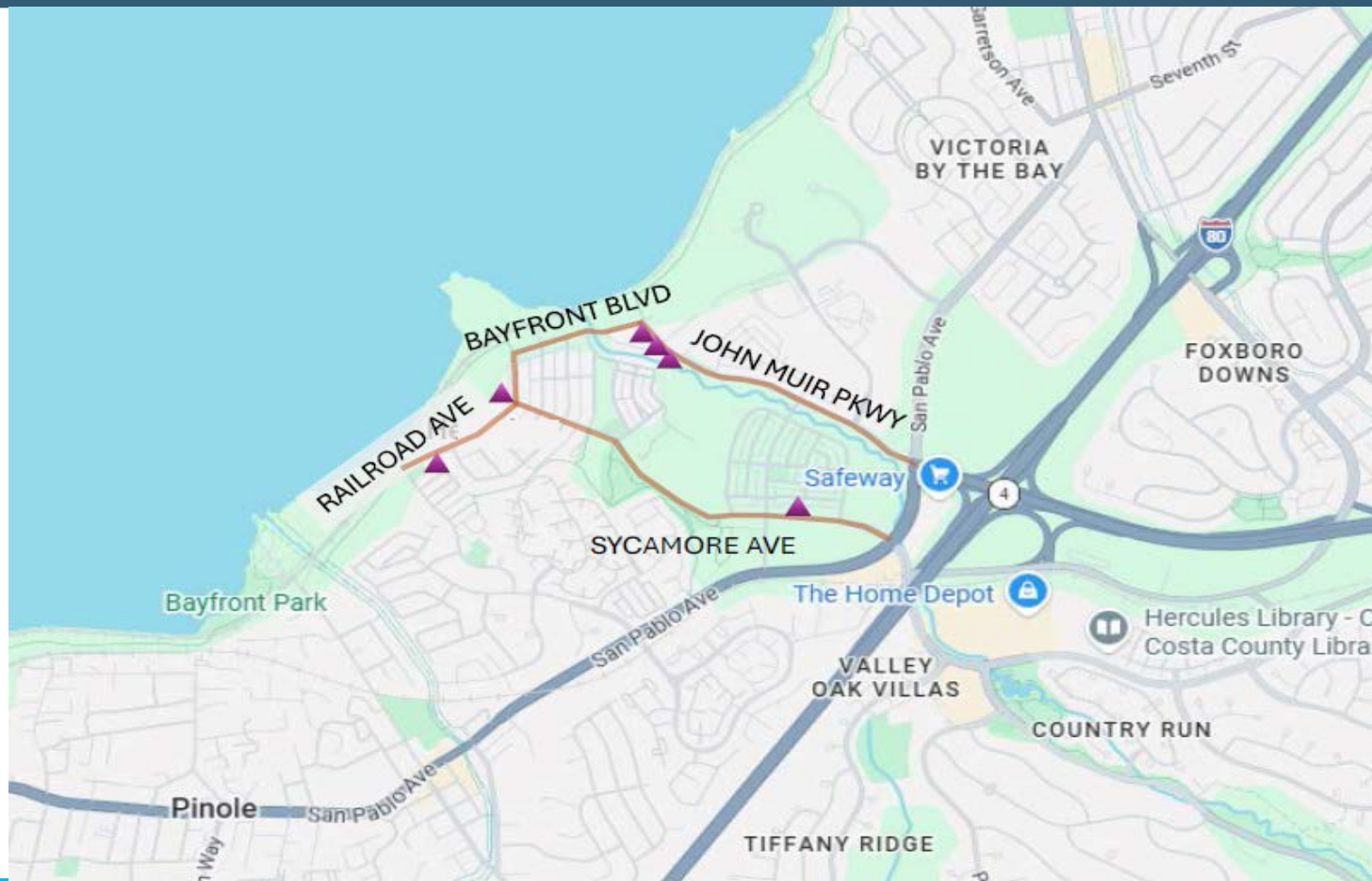
Destinations

Multiple businesses at The Exchange, Railroad Avenue, Sycamore Ave

Considerations

GPS, mapping and review apps have changed how visitors find destinations

“Bayfront Business District” provides a consistent, permanent destination



Caltrans-Approved Community Wayfinding Guide Signs

MUTCD-CA

Section 2D-55

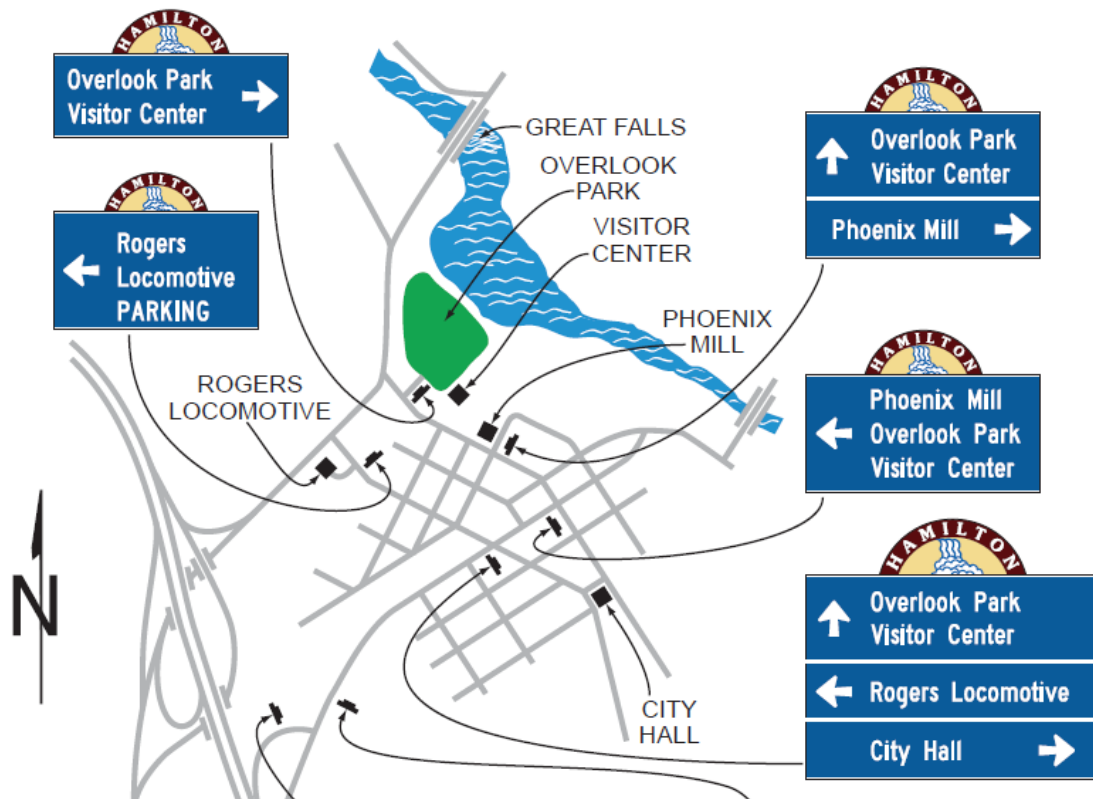
Figure 2D-31

Considerations

Signs “direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other similar secondary destinations within a city...”

Require adequate spacing from higher-priority regulatory signs

May not be mounted overhead (over travel lanes)



Recommended Community Wayfinding Guide Sign Design

Branding

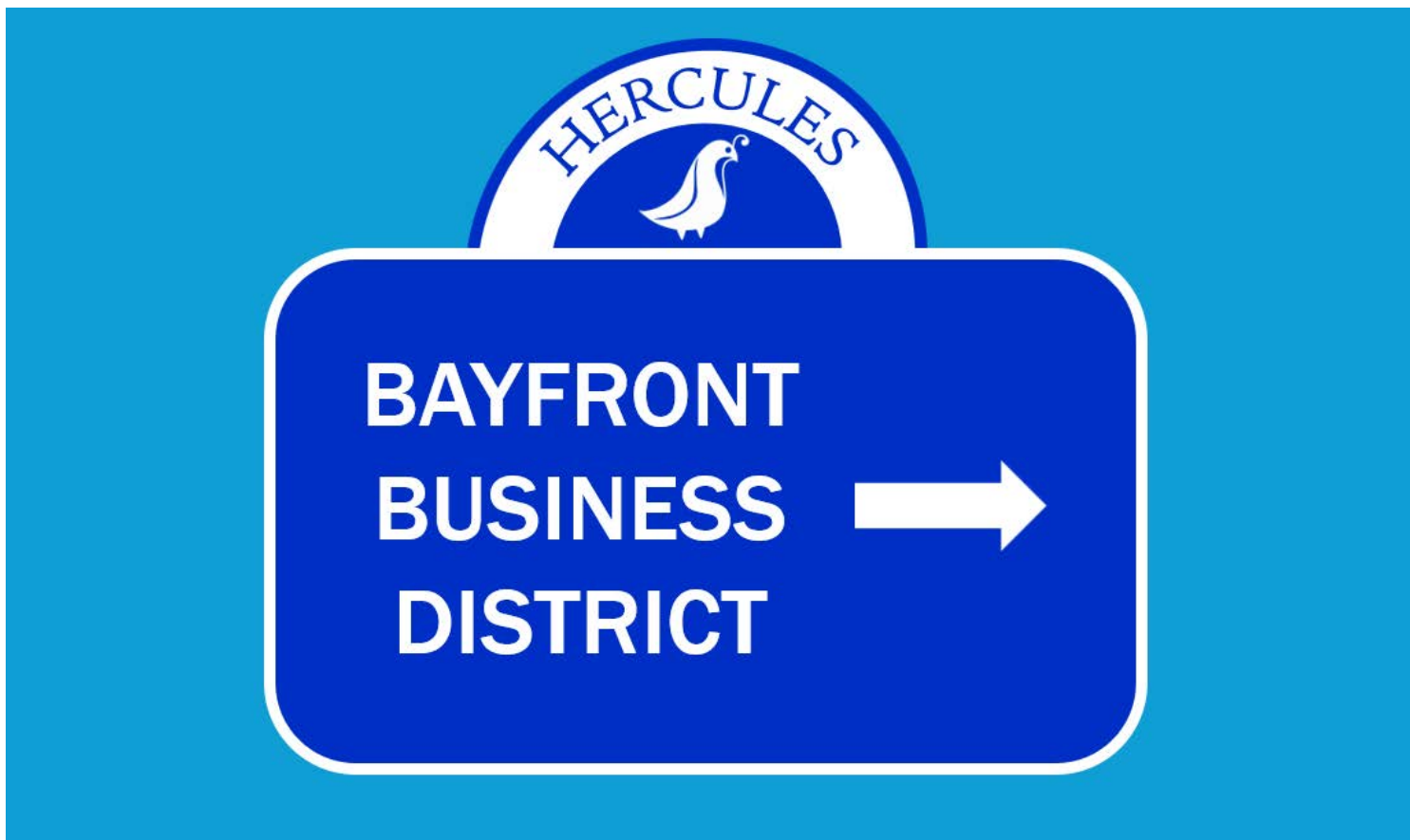
Incorporates design element from City's 2024 logo library

Regulatory

Consistent with MUTCD-CA and City sign code

Considerations

Permanent signage, no updates required



Recommended Wayfinding Signage Plan

Access Routes

Sycamore Avenue and John Muir Parkway

Decision Points

- San Pablo/John Muir
- Highway 4 exit
- San Pablo/Sycamore
- Willow at off-ramp
- Willow/Sycamore

Considerations

Signs direct visitors at main gateways to Central Hercules toward the Bayfront

