Wayfinding

Wayfinding concepts for Balboa Park

The City of San Diego's wayfinding program is designed to enhance accessibility and improve the experience for both residents and visitors. Its primary goals are to provide clear, accessible information about community amenities, navigation, bus schedules, storm warnings, emergency updates, and homeless support services. Wayfinding solutions help direct people to destinations such as retailers, restaurants, hotels, parks, and other attractions, while promoting diverse mobility options, including walking, biking, transit, and other non-vehicular modes of transportation.

San Diego's wayfinding is intended to encourage walking and transit use by offering multimodal information from a pedestrian's perspective. Working in tandem with other visual cues, the wayfinding helps people orient themselves, navigate the City confidently, and understand the proximity of their destinations.

PROGRAM HIGHLIGHTS

Estimated Initiation Timeframe
Existing program; Ongoing

Implementation Cost
**$**$$$

Potential Funding Sources
» General Fund
» Federal, state, and regional grants
» Public-private partnerships

Leading Departments
Transportation and Economic Development

Collaborating Entities
Other City departments, partner agencies, public-private partnerships

Relevance to Mobility Master Plan Goals
Goals, 1, 2, 3, 4, 5, 6, 7, 8, 9

Relevance to Climate Action Plan
Actions 3.1 SA-15, 3.5a

Incorporating Community Engagement
Community members have expressed interest in installing wayfinding signage that is both functional in providing information and directions, and reflective of their neighborhood's unique character.

PROGRAM IN ACTION
The Downtown San Diego Partnership and IKE (Interactive Kiosk Experience) Smart City plan to install state-of-the-art wayfinding technology to commercial, pedestrian-oriented areas in Downtown San Diego. Each kiosk serves as a free Wi-Fi hotspot and is geo-located, displaying informational listings based on what's in immediate proximity to the kiosk. The kiosks have dual-sided digital touchscreens and are fully ADA-compliant, complete with interactive applications that drive the discovery of local businesses, promote diverse mobility solutions, and improve equity with 24/7 access to resources.

Interactive Kiosk Experience (IKE) in Columbus
Source: IKE Smart City