

Torrance Citywide Wayfinding and Signage Plan

DRAFT



Prepared for the **City of Torrance** and
Southern California Association of Governments
By **IBI Group** with **Toole Design Group**
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1. Introduction

The City of Torrance is a tourist and destination hub centrally located in the South Bay of Los Angeles County. The City's status as a destination requires proper signage and wayfinding to aid visitors and residents when traveling to key destinations and attractions within the City. In accordance with the Southern California Association of Governments (SCAG), the Torrance Citywide Wayfinding and Signage Plan (Plan) is a comprehensive plan to guide Torrance travelers, whether by driving, bicycling, or walking, to get to their destinations as easily and efficiently as possible, in addition to introducing them to new ones.

This Plan creates a wayfinding signage masterplan for the City of Torrance that includes goals and objectives, a background in general wayfinding principles, existing signage conditions in Torrance, a summary of public outreach, implementation strategies, and methodologies for measuring project impact.

The study area (Figure 1.1) consists of the City of Torrance boundary. The Plan contains signs oriented to vehicles, bicyclists, pedestrians, and all other users. The goal is to develop a wayfinding framework to direct residents and visitors toward City landmarks, destinations, public buildings, and recreational spaces, while creating an order to traffic flow for all users.

Purpose of the Plan

There are a variety of sign types that currently exist in the City of Torrance. While there are many regulatory signs, there is an opportunity to improve and expand guide signage in the City. The Plan recommends signage that will shape the City's identity and provide a sense of place, while encouraging use in the City's varied destinations. The Plan will have a role in directing traffic and assisting in self-navigation, as well as helping people understand their bearings and surroundings. In alignment with SCAG's Regional Transportation Plan/Sustainable Communities Strategy, the Plan also intends to encourage sustainable transportation by providing wayfinding signage for alternative modes of transportation and preparing the City for the introduction of the Torrance Regional Transit Center as a result of the extension of the Metro C Line (Green) into Torrance. Ultimately, the Plan will highlight key and complementary destinations, enhance the urban environment, and provide a comprehensive and organized framework of wayfinding signage.

How to Use this Plan

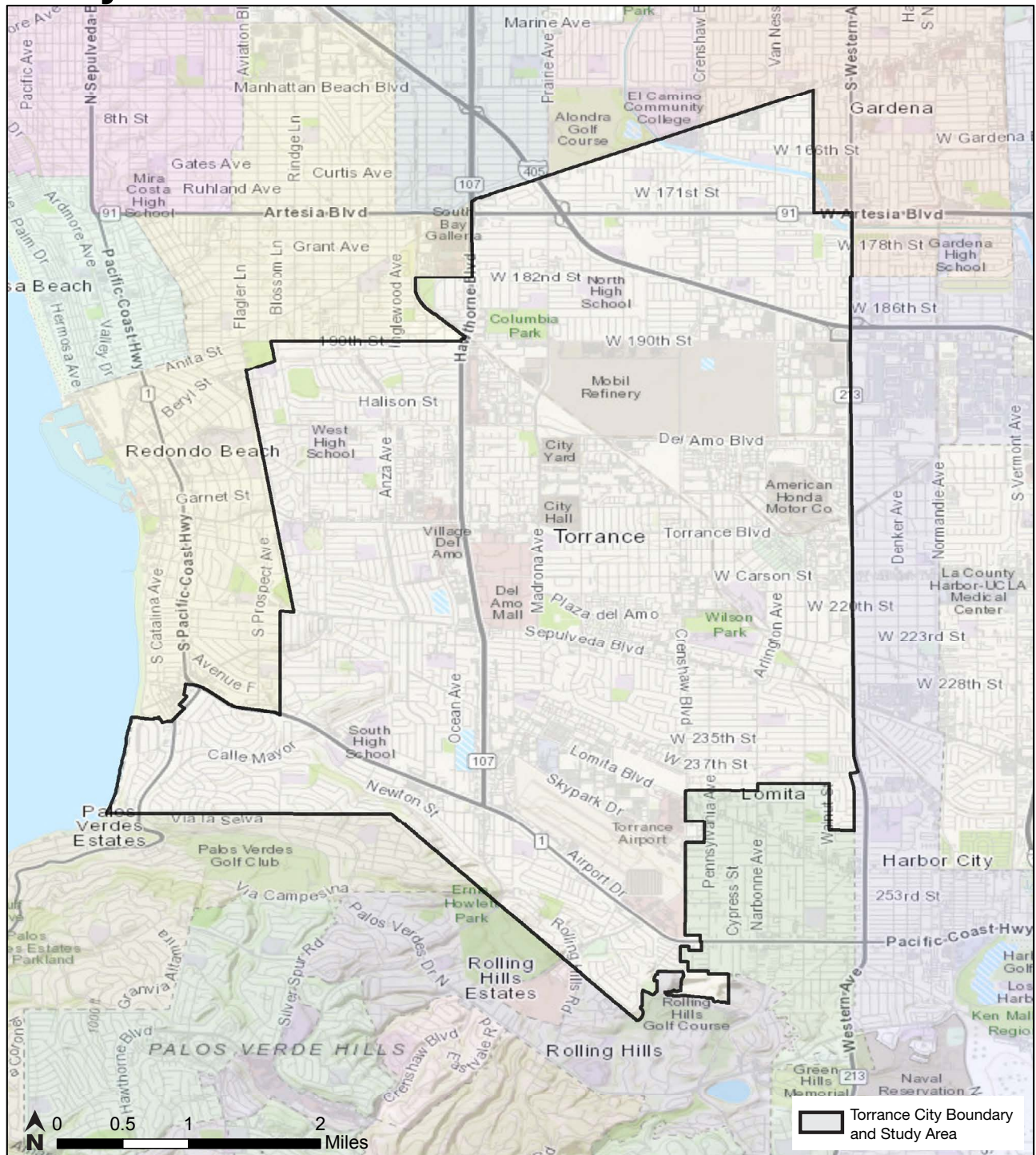
The City of Torrance should use this Plan in the planning, design, and implementation of new public wayfinding signage throughout the City. This Plan can also be used to assist the City in determining whether to remove or replace existing signs located throughout the City. The document should be used in coordination with other plans and assessments that have already been completed or are ongoing. These include the City of Torrance Downtown Revitalization Plan, the Circulation and Infrastructure Element of the General Plan, the South Bay Bicycle Master Plan, the Hawthorne Boulevard Corridor Specific Plan, the Metro C Line (Green) Extension, and City Road Sign Placement Standards.

Why this Plan

A successful wayfinding system is part of a resident's or visitor's overall experience in the City. It can contribute to the amount of time and money spent in Torrance. The wayfinding system can contribute to a positive experience, which can impact future visits or how they recommend the City to others.

Torrance is well suited for this Plan as the City is as diverse as any in Los Angeles County, with beachfront, a municipal airport, historic neighborhoods, ample parks, industrial sectors, and numerous regional shopping, cultural and art centers. Enhanced wayfinding emphasizes these qualities by giving direction to unique elements within the City.

Figure 1.1: City of Torrance Signage and Wayfinding Plan Study Area



2. Wayfinding Goals and Objectives

The Torrance Citywide Signage and Wayfinding Plan established the following three goals that are intended to achieve a successful wayfinding system. These goals are a combination of best wayfinding practices and elements presented from public engagement. Each goal is accompanied with objectives on how to achieve these goals.

A. Implement signage and wayfinding to direct safe and efficient movement through the City of Torrance.

Objective A1: All movement in the City, whether by motorists, bicyclists, or pedestrians should have the ability to utilize wayfinding to direct them to the safest and more direct pathway to their destination.

B. Implement signage and wayfinding that promotes sustainable transportation practices.

Objective B1: Signage should direct drivers to find the shortest route minimizing circuitous driving, and encourage alternative modes of transportation by enhancing user confidence with information.

C. Reduce signage clutter and implement uniform signage and wayfinding elements throughout the City.

Objective C1: Simplify existing wayfinding by moving forward with only four types of signage elements that relate directly to one another and are impactful at their location.

This Plan will focus on recommendations for new wayfinding signage placement. To complement those recommendations, the following subsections provide general guidance regarding wayfinding principles and signage regulations for the City to consider when designing and implementing the recommended signage.

2.1. Wayfinding Principles

Wayfinding principles are the general guidelines that all wayfinding signs should abide by. There are numerous factors to consider when implementing a wayfinding plan such as sign placement, viewing time, sign message, among others. For each of these factors, there are principles and recommendations to follow that enhances the wayfinding network.

Sign Placement

Sign Placement varies on a number of factors, such as Sign Type, decision-making time, and viewing range depending on viewer mode of transportation. For instance, gateway/monument and vehicle directional signs should be roadway-adjacent and roadway-facing as they are intended to confirm vehicle location and direct vehicle traffic throughout town. Pedestrian fingerboards and kiosks are smaller scale, typically have more text, and guide and inform pedestrians of their specific location. Pedestrian signage should be out of the vehicular field of vision to avoid confusion.

Signs should also be placed a certain distance away from each other, to avoid signage clutter. This means that signs need to be placed where they make the most impact when considered respective to one another. Typically, vehicular-focused signs have the most impact when they are placed before arriving at decision points, such as an intersection. Pedestrian-focused signs can be placed at intersections as there is no crucial decision-making time.

Viewing Time

The time given to view a sign is related to the speed a viewer is traveling. In general, 10 words would necessitate 3 to 5 seconds to read. Vehicular-focused signs should have no more than a place name and distance. Pedestrian-focused signs can have any amount of text depending on the information attempting to be conveyed as there is no limit to viewing time.

Message

Universally accepted symbols, such as arrows, should take the place of text as brevity is desired and a clear message can still be conveyed. The vocabulary of the sign should be brief but still communicate the essence of the message. Pedestrian-focused signs can include additional messaging when necessary.

Layout

The sign layout is critical for clear communication. Every sign layout should be easy to understand quickly and be consistent across all signs. Arrows should be placed on the side of the text in which the viewer is being pointed, and include uniform elements such as the City of Torrance logo in the same consistent location.

Symbols

Many symbols can take the place of words, such as for parking or a hospital. Due to the diversity of visitors and locals, symbols may be emphasized more than text when referring to well-known destinations. The arrow used for wayfinding should be consistent and easy to understand.

Typography

The typography chosen should consider both legibility and City identity. The recommended letter height is 1 inch of capital letter height for every 25 feet of viewing distance, meaning a sign with an intended viewing distance of 100 feet should have text four inches in height. For gateway/monument signage, a decorative typeface can be used. Other signs should be uniform in text and be legible from a distance and reflect City character up close.

Contrast

The recommended scheme for directional wayfinding signage is to have a light-colored lettering paired with a dark-colored background.

Color and Shape

For regulatory traffic signage, sign colors and shape should conform to existing Manual on Uniform Traffic Control Devices (MUTCD) and California Department of Transportation (Caltrans) standards. Wayfinding signs however should have uniform yet distinct standards of shape and color, which allow visitors and residents to distinguish a sign as wayfinding before even reading it.

The colors chosen for wayfinding should be approved shape and/or colors in the Torrance sign code. If new colors are proposed, they should complement the existing palette of approved colors.

Illumination

Vehicle-focused signs should have reflective letters so they can be easily readable at night. Monument signs may benefit from decorative and/or accent lighting, and pedestrian-focused signs can be legible from ambient pedestrian-scaled lighting, or down-lighting in particularly dark areas. Spot-lighting from the ground should not be utilized.

2.2. Sign System Character

A wayfinding network is most successful when it echoes the identity of its city, and this wayfinding plan reflects the character of Torrance. This can be done with creating a sense of place, using uniquely identifiable design, materials, and form.

Place-making

The City of Torrance is centrally located in the South Bay of Los Angeles County. Torrance stands out for its diversity, noting its beachfront, distinct residential communities, thriving industrial/airport sector, commercial and retail areas, and historic neighborhood charm.

The uniqueness of Torrance is what makes the City stand out. The overall wayfinding strategy faces a challenge in that all signs should be uniform but still represent all of the diversity in the City. Wayfinding is a place-maker in itself, and is a major element to a City's sense of place. The Plan is designed to complement signage concepts developed by Hunt Design in an ongoing parallel effort to reflect the diversity of Torrance.

Design, Materials, and Form

Design of signs should encapsulate community input and add to the City's sense of place. The form of signs is influenced by existing archetypes in the City. The materials of signs, specifically gateway and landmark signs, should be consistent with existing materials seen commonly throughout the City.

Parallel to this study, Hunt Design has undertaken an effort to introduce wayfinding signage design concepts, which align with the recommendations of this Plan. Though this Plan does not provide design concepts, the City should utilize the design and signage content drafted by Hunt Design and place them in the recommended locations found in Chapter 5 of this Plan. The sign designs by Hunt Design are found in Appendix A.

2.3. Signage Regulations

There are existing national and state signage regulations that must be adhered to for all traffic signage, including signage related to Interstate 405, Pacific Coast Highway, and a section of Western Avenue within the City of Torrance jurisdiction boundary. National regulations are governed by the Federal Highway Administration (FHWA) MUTCD. The MUTCD contains the basic principles that govern the design and use of traffic control devices for all streets, highways, bikeways, and private roads open to public travel regardless of type or class or the public agency, official, or owner having jurisdiction.

Caltrans also regulates signs through the California MUTCD to adopt uniform standards and specifications for all official traffic control devices, such as signs, in California. The CA MUTCD incorporates the MUTCD standards and other signs specific to California. Chapter 5 of this plan discusses signage regulation and placement considerations in more detail.

In addition to these regulating documents, Torrance also has existing wayfinding signage located throughout the City. The designs of these existing signs and any development of new designs by Hunt Design should be taken into consideration when developing additional wayfinding signage.

3. Existing Conditions

To provide an overview of current wayfinding conditions in the City of Torrance, the following chapter discusses previous and ongoing efforts related to wayfinding signage in the City of Torrance. Section 3.1 discusses regional and local plans and studies that set the stage for the efforts of this Plan. Section 3.2 provides an overview of the existing signage inventory collected as a part of this study.

3.1. Supporting Documents

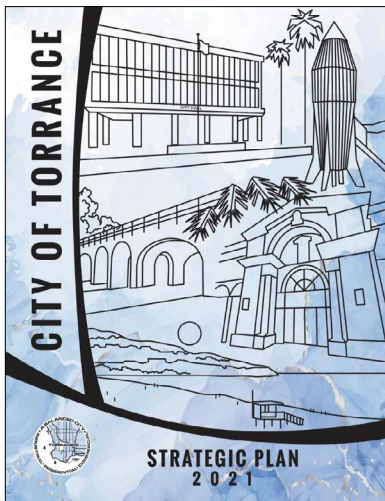
3.1.1. Downtown Torrance Revitalization Plan (Ongoing)



The Downtown Torrance Revitalization Plan is an ongoing study to revitalize the vision and strategy for the City’s Historic Downtown and surrounding corridors. The study consists of analyzing existing conditions which set the foundation for goal setting. These goals will then be utilized to create an implementation framework to advance a revitalization vision. The study focuses on three key sections: market and economy, physical conditions, and mobility and parking.

This Wayfinding and Signage Plan ensures a seamless connection to the Final Downtown Torrance Revitalization Plan, especially related to any goals or strategies related to Mobility and Parking. The mobility and parking section specifically addresses vehicular and bicycle circulation, pedestrian connectivity, and transit access, as well as parking requirements, inventory, and utilization. All of these elements are at least in part reliant on successful wayfinding. Therefore, this Plan will maximize Downtown Torrance revitalization by unifying the wayfinding and signage objectives of this Plan to the mobility and parking objectives in the Revitalization Plan.

3.1.2. City of Torrance Strategic Plan (2021)



The latest revision of the City of Torrance Strategic Plan addressed Mobility as a priority, emphasizing a greater focus on people-centric modes of transportation, co-existence of vehicle and alternate transportation modes, and a balance of land use practices to encourage a range of mobility options. Under the priority of Appearance, Character, and Quality of the Community, the Strategic Plan also included a goal to create attractive signage with an identifiable, distinct, unifying theme as part of an overall branding strategy for the City.

With the goal to promote sustainable transportation practices, this Wayfinding and Signage Plan aims to develop a wayfinding system that provides all users with strategically-placed and effective wayfinding information for residents and visitors using various forms of transportation. The system is intended to improve connectivity and help users navigate to key focus areas and destinations confidently, encouraging the use of transit, biking, and walking.

Additionally, the wayfinding sign types and locations recommended in this Plan set the stage for the development of an attractive and unified signage system.

3.1.3. City of Torrance General Plan (2010)



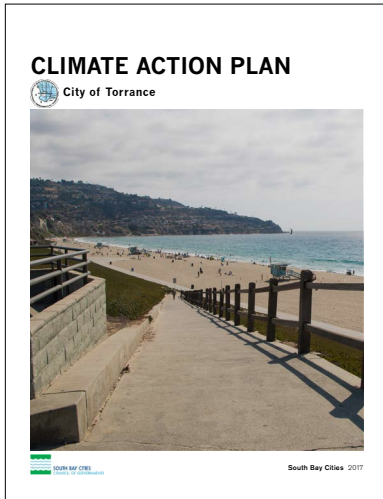
The City of Torrance General Plan contains two elements that address wayfinding and signage: Chapter 1 Land Use Element and Chapter 2 Circulation and Infrastructure Element. These elements focus on strengthening the character and appearance that defines Torrance as a model community, and plans for the efficient and effective movement of people and goods between destinations within Torrance and throughout the region. The two Elements provide objectives and related policies to achieve their goals. Many of these objectives and policies relate directly to wayfinding and signage. This Plan supports these objectives and policies by planning for the development of enhanced wayfinding in the City of Torrance. Table 3.1 below presents Element objectives and policies addressed by this Plan:

Table 3.1: Torrance General Plan Objectives & Policies Related to Signage and Wayfinding

Element	Objective or Policy
Land Use	Objective LU.11: Attractive, high-quality neighborhoods and commercial and industrial districts through the use of innovative design and architectural themes
Land Use	Policy LU.11.4: Establish corridor plans along major roads that integrate public and private improvements and create identifiable and cohesive visual themes through the use of landscaping, hardscape, signage, and lighting.
Land Use	Policy LU.11.7: Encourage the use of cohesive design elements that encourage movement of pedestrians, bicycles, and other non-automotive modes of transportation between distinct commercial establishments, between commercial and residential areas, and between residential areas, schools, recreational and cultural facilities, libraries, and transit corridors and hubs.
Land Use	Policy LU.11.8: Accentuate major gateways and entryways through the use of design elements such as landscape, hardscape, gateway monuments, and signage treatments.
Land Use	Policy LU.11.9: Require that development along the City's boundaries emphasize the qualities and uniqueness of Torrance by using attractive and cohesive design elements and architectural themes.
Circulation and Infrastructure	Objective CI.4: To provide a safe, efficient, and comprehensive circulation system that serves local needs, meets forecasted demands, and reduces traffic impacts on neighborhoods
Circulation and Infrastructure	Policy CI.4.1: Protect residential neighborhoods from cut-through traffic by enhancing the capacity of Arterials and Collectors, improving signage, guiding traffic away from residential areas, and employing appropriate traffic-calming methods based on identified needs.
Circulation and Infrastructure	Objective CI.6: To enhance the visual quality of the City's roadway system and thereby contribute to a high-quality visual image of Torrance

Additionally, the City is currently in the process of updating the General Plan's Housing Element to zone for more housing and meet the City's share of the State's overall housing need. An increase in residential land use throughout the City can contribute to a need for more pedestrian-focused infrastructure improvements, including wayfinding.

3.1.4. City of Torrance Climate Action Plan (2017)



The City of Torrance, in coordination with the South Bay Cities Council of Governments, developed a Climate Action Plan to reduce greenhouse gas emissions within the City. Torrance is committed to providing a more livable, equitable, and economically vibrant community and sub-region. The Climate Action Plan serves as a guide by setting emission reduction goals, strategies, and policies for the next 20 years.

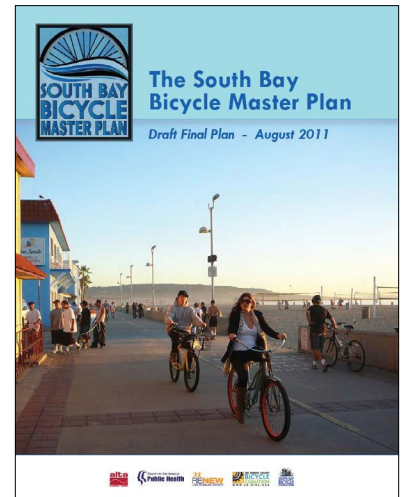
Though signage and wayfinding are not specifically called for within the action plan, successful signage and wayfinding within the City can play a role in reducing circling especially for parking, limiting non-direct trips, and encouraging active modes of transportation. All of these elements are factors in achieving the City’s greenhouse gas emission reduction targets.

3.1.5. South Bay Bicycle Master Plan (2011)

The South Bay Bicycle Master Plan is intended to guide the development and maintenance of a comprehensive bicycle network throughout seven South Bay cities including Torrance, with a unique focus on cross-city consistency and connectivity. The Master Plan also presents a regional wayfinding plan to support bicycling to key destinations and to allow for easier navigation throughout the network. The Plan recommends three sign types: standards signs to confirm a bicyclist is riding on a bikeway, turn signs to prepare bicyclists for a turn, and hybrid confirmation and decision signs to provide direction and distance to key destinations.

The Bicycle Master Plan identified key destinations in Torrance in which to provide wayfinding signage towards and bicycle kiosks at:

- Torrance Beach
- Torrance Airport/ Zamperini Field
- Madrona Marsh Nature Center
- Wilson Park
- Downtown Torrance
- El Prado Park and Torrance Historical Society and Museum
- Torrance City Hall and Library



With these locations in mind, this Plan addresses bicycle wayfinding through the use of pedestrian fingerboards, which can function as wayfinding signage for both pedestrians and bicyclists. When the City of Torrance develops a comprehensive City bicycle network that allows for safe bicycling to all Torrance destinations without breaks in the network, further bicycle wayfinding signage can be implemented that ensures conformity to the efforts presented in the Bicycle Master Plan and better connect to the regional bikeway network.

3.1.6. Connect SoCal (2020)

SCAG adopted the 2020 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS), also known as Connect SoCal, to align and better connect transportation investments across the six-county region. Connect SoCal builds upon and expands land use and transportation strategies to increase mobility options and achieve a more sustainable growth pattern to close the gap and reach greenhouse gas reduction goals.

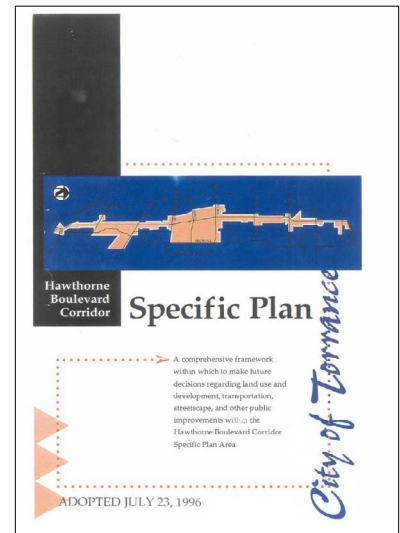
Connect SoCal lays out a path to greater access, mobility, and sustainability. The Plan calls for complete streets, center focused placemaking, active transportation improvements, transportation safety, and connected transportation networks; all of these action categories can utilize improved wayfinding and signage in part to achieve the desired outcome. In this way, this Plan acts upon the values presented in Connect SoCal.



3.1.7. Hawthorne Boulevard Corridor Specific Plan (1996)

The Hawthorne Boulevard Corridor Specific Plan was developed to create a framework to guide land use, transportation, streetscape, and other public improvements along the Hawthorne Boulevard corridor. The Streetscape Design Concept included a section on the Public Signage Program to enhance the identity of the corridor as well as provide useful information to residents and business patrons, whether they are traveling by automobile, by transit, or on foot.

Four sign types were identified for the corridor: entry signs to provide a sense of arrival, advance street signs to allow for advance lane changes, transit signage to encourage the use of transit, and direction signage to direct users to destinations. This Plan ensures that the implemented signage stemming from Hawthorne Boulevard Public Signage Program is integrated with recommended wayfinding and signage goals and objectives.



3.1.8. Future or New Destinations in Torrance

Torrance recently opened a California Welcome Center located at the Del Amo Fashion Center. The Welcome Center gives visitors the opportunity to learn about the unique experiences Torrance has to offer. This Plan incorporates the Torrance California Welcome Center in the Plan.



Torrance will soon finish construction of the Torrance Transit Park and Ride Regional Terminal, a seven-acre multi-modal transportation hub for the South Bay region, located just west of Crenshaw Boulevard and just south of Del Amo Boulevard. The Terminal is proposed to serve as the terminus for the Metro C Line (Green) Extension, which will improve transit accessibility and provide direct connections and alternatives modes from Torrance to regional destinations. This Plan ensures that the future Regional Terminal is incorporated in this Plan as a key destination.



3.2. Inventory

An inventory of all existing signs within City of Torrance public right-of-way was conducted. This was administered to get a better understanding of the extent of signage in the City of Torrance, and to provide the City with signage conditions, as well as identify gaps in the existing signage network. This section provides detail on the data collection process and summarizes key findings of City of Torrance public right-of-way signs.

3.2.1. Data Collection Process

IBI Group led an extensive data collection process to document all signs in the City of Torrance by their coordinates. From early January 2021 to late June 2021, IBI Group used a proprietary software called CurbIQ that scans photos for sign shapes and determines sign content and location. In order to collect all public right-of-way signs, a picture-by-picture time-lapse was taken for every public street in the City of Torrance. This was done by affixing a GoPro to a car and driving on every public street in both directions. The process documented upwards of 2 million time-lapse photos, in which most of the photos contained a street sign.

The photos were uploaded to a public website called Mapillary, which captures street sign images from the photos and maps their location. From there, CurbIQ is used to document and organize the street signs, along with a few descriptive elements related to each one.

Using CurbIQ, IBI Group is able to determine:

- Sign Classification, including if the sign is Regulatory (i.e. No Parking, Speed), Warning (i.e. Construction, School) or Guide (i.e. Route Designations, Directions)
- Sign Text
- Lateral Position, including if the sign is on the roadside, in the median, or otherwise
- Sign Condition
- Pole Type
- Pole Condition
- Sign Height
- Latitude and Longitude

3.2.2. Summary of Findings

(Placeholder until inventory and geodatabase is completed)

4. Public Outreach Summary

Feedback about the needs of residents, commuters, and community stakeholders is crucial to developing a wayfinding program that serves the needs of people traveling through Torrance and has support for implementation. The following goals guided the public outreach process for this wayfinding plan.

- Create opportunities for meaningful participation from City staff in Collaborative Wayfinding Committee Meetings.
- Build support and cohesion around Citywide Wayfinding and Signage Plan and its implementation.
- Drive the public to the website and interactive map for input.

The onset of the global COVID-19 pandemic in 2020 limited in-person engagement opportunities, so the project team instead conducted remote and virtual engagement and outreach. The project team used the tactics and promotional strategies detailed below to gather input from the Torrance public about routes and locations in Torrance that would benefit from improved wayfinding signage.

4.1. Marketing and Promotions

A project webpage hosted on the City of Torrance website (<http://torranceca.gov/wayfinding>) provided information about the project and a link to the survey and map. This site used a visual brand, including a logo, that were developed to provide distinctive look and feel for the Wayfinding and Signage Plan.

During the planning period for this Plan, the City distributed electronic newsletters and posted promotional social media posts to periodically notify community members about opportunities to participate in the survey, map and draft plan review.



Promotional post on Facebook



City of Torrance CA Government ✓
April 6 at 10:15 AM · 🌐

Last chance! Help make it easier for people walking, biking, taking transit, or driving, in Torrance to find their way! Visit the project website and check out the interactive map to tell us where you go in Torrance and help us make it easier to navigate the city.
<http://www.TorranceCA.Gov/Wayfinding> #TorranceCA

Last chance to add your input on wayfinding and signage!

Add your feedback by April 12th to help make it easier for people walking, biking, driving, or taking transit to find their way and get where they need to go.

Learn more at:
www.TorranceCA.Gov/Wayfinding

CITY OF TORRANCE
WAYFINDING AND
SIGNAGE
PLAN

The image is a promotional Facebook post. At the top, it shows the profile of the City of Torrance CA Government, including its logo and a verified badge. The post is dated April 6 at 10:15 AM. The main text of the post is a call to action for a wayfinding and signage project, asking for input by April 12th. Below the text is a graphic with a light blue background. On the left, there is a wooden signpost with three blue directional signs: 'Historic Downtown' pointing right, 'Torrance Beach' pointing left, and 'Regional Transit Center' pointing right. Two stylized human figures, a man in a light blue shirt and red pants, and a woman in a pink shirt and blue pants, are walking towards the right. To the right of the signpost is a large orange banner with the text 'Last chance to add your input on wayfinding and signage!'. Below this banner is a white box with a blue border containing the text 'Add your feedback by April 12th to help make it easier for people walking, biking, driving, or taking transit to find their way and get where they need to go.' At the bottom right of the graphic is a small orange box with the text 'Learn more at: www.TorranceCA.Gov/Wayfinding' and a circular logo for the 'CITY OF TORRANCE WAYFINDING AND SIGNAGE PLAN'.

Promotional post on Instagram

We need your input on wayfinding and signage!

www.TorranceCA.Gov/Wayfinding

Historic Downtown

Torrance Beach

Regional Transit Center

CITY OF TORRANCE
WAYFINDING AND
SIGNAGE PLAN

cityoftorranceca • Follow
Torrance, California

cityoftorranceca We need your input on the Citywide Wayfinding and Signage Plan! Tell us about the places that matter to you and help us make it easier to navigate the city:
<http://www.TorranceCA.Gov/Wayfinding>
#TorranceCA

5w

the_hammerhasspoken I think it's important to use the same language for Historic Torrance - it's called all sorts of things. Old Torrance , Downtown Torrance , Historic Torrance , etc. it would be great for the businesses so everyone knows where they are

Liked by molfib7 and others
MARCH 9

Add a comment... Post

4.2. Survey and Interactive Map

An online survey was made available to the public between February and April 2021. The survey asked where people travel in Torrance and to describe their comfort level with various modes of transportation. The site also offered an interactive map on which participants dropped pins to indicate destinations that are important to them, including for shopping, errands, work, school, recreation, transportation, social, or other purposes.

Survey results and analysis

More than 200 people responded to the survey; nearly three-quarters had home ZIP codes in Torrance, and others came from 20 ZIP codes across the region. Most respondents live or work in Torrance (80% and 39%, respectively). Respondents were asked to select from a list of racial and ethnic categories that most closely match their self-identification. Fifty-six percent selected “White or Caucasian,” 20% selected “Asian or Pacific Islander,” 16% selected “Latinx or Hispanic,” 2.5% selected “African American or Black,” and 1% selected “Native American or Alaskan Native.”¹ Thirteen percent of respondents selected “Other,” preferred not to say, or did not leave a response to this question. About half of survey respondents were 50 years or older, and nearly two-thirds identified as female. About one in four respondents have household incomes below \$75,000.

Survey respondents most often drive or walk to travel through Torrance. When asked to select all the ways they typically get around, nearly all participants selected driving and nearly half selected walking. In addition, one in five selected biking, 5% selected car service or taxi, and 4% selected bus transit. While these results reflect the dependency that many people have on private automobiles, they also highlight that walking and biking are also a part of how many people get around when those choices are available.

Participants were also asked to rank various modes of active transportation (walking, biking, or taking the bus) by how comfortable they were using those modes. Participants were most likely to be comfortable walking, and slightly more likely to be comfortable riding a bike compared to taking the bus. Despite expressing high levels of comfort as pedestrians walking in Torrance, participants are still most likely to travel in private vehicles. This may indicate that many key destinations for Torrance residents and visitors are at distances too far for a comfortable walk, or that bicycle facilities aren’t sufficiently comprehensive to form a complete low-stress network. Improvements to the bicycle and transit networks can increase comfort for those modes and increase active transportation choices throughout Torrance. A detailed breakdown of survey responses can be found in Appendix B.

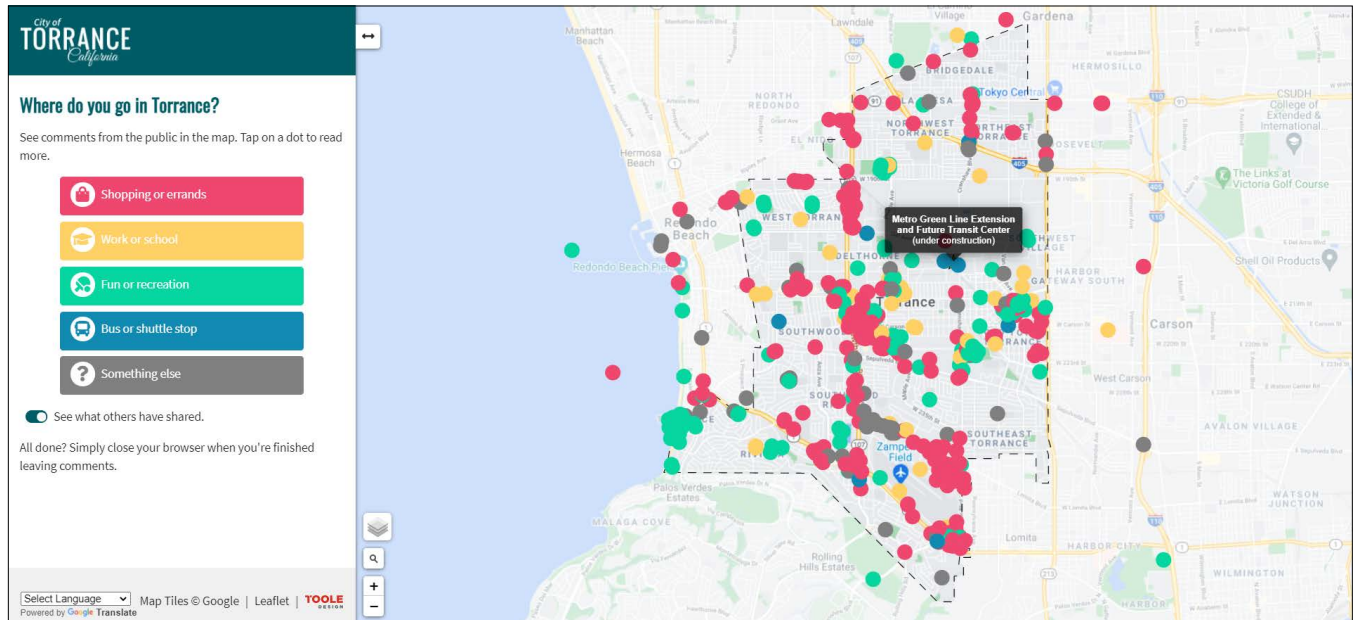
Interactive map results and analysis

Participants dropped nearly 600 pins in the interactive map to indicate locations they visit often in Torrance and were asked to indicate their purpose for visiting each location. About half of those points dropped were for shopping or errands, about a quarter were for fun or recreation, 8% were for work or school, 1% for transportation purposes, and 9% for other reasons. Participants were also asked how they travel to each location. Driving was the most common mode for trip purpose type except for transportation-related destinations, which were accessed primarily by walking, riding a bike, or using transit.

Most pins are concentrated in a few areas in Torrance: near Torrance Beach, in the Historic Downtown, around Zamperini Airport, and in central Torrance (the area including the Civic Center and Del Amo Fashion Center). Smaller clusters of points are seen in shopping areas on Hawthorne Boulevard; a few locations in North Torrance; and around Madrona Marsh, Columbia Park, and Charles H. Wilson Park. These concentrations of destinations guided the recommendations in this plan for corridors and intersections where wayfinding signs should be placed.

¹ This demographic breakdown excludes participants who responded to the race and ethnicity question by indicating “other” or “prefer not to say” and those who chose not to respond.

Screenshot of Interactive Map



4.3. Collaborative Wayfinding Committee

An interdepartmental team of City staff served as the project's Collaborative Wayfinding Committee (CWC). The committee's purpose was to help ensure that this plan is aligned with City goals and policies, provide guidance on wayfinding focus areas, sign types, and review the draft plan. The committee met three times.

- December 2020: The committee reviewed the project goals and process, provided feedback on planned outreach and engagement strategies, and discussed where wayfinding efforts could serve vulnerable users.
- February 2021: The committee received interim updates on engagement results, confirmed wayfinding signage focus areas, and provided feedback on key routes for walking and biking.
- May 2021: The committee reviewed and provided feedback on the draft Wayfinding and Signage Plan.

5. Recommendations for New Wayfinding Signage

This Plan recommends locations for four different sign types matched to the needs of different travel modes. Gateway signs serve all travelers, vehicle directional signs serve people driving, and pedestrian directional signs and map kiosks serve those walking (and, where relevant, biking). The following sections provide a description of each sign type and summarize the approach for location selection. Specific locations for each sign are presented in Figure 5.1. Additional recommendations regarding placement considerations are included in the sign locations attribute table included in Appendix C of this Plan.

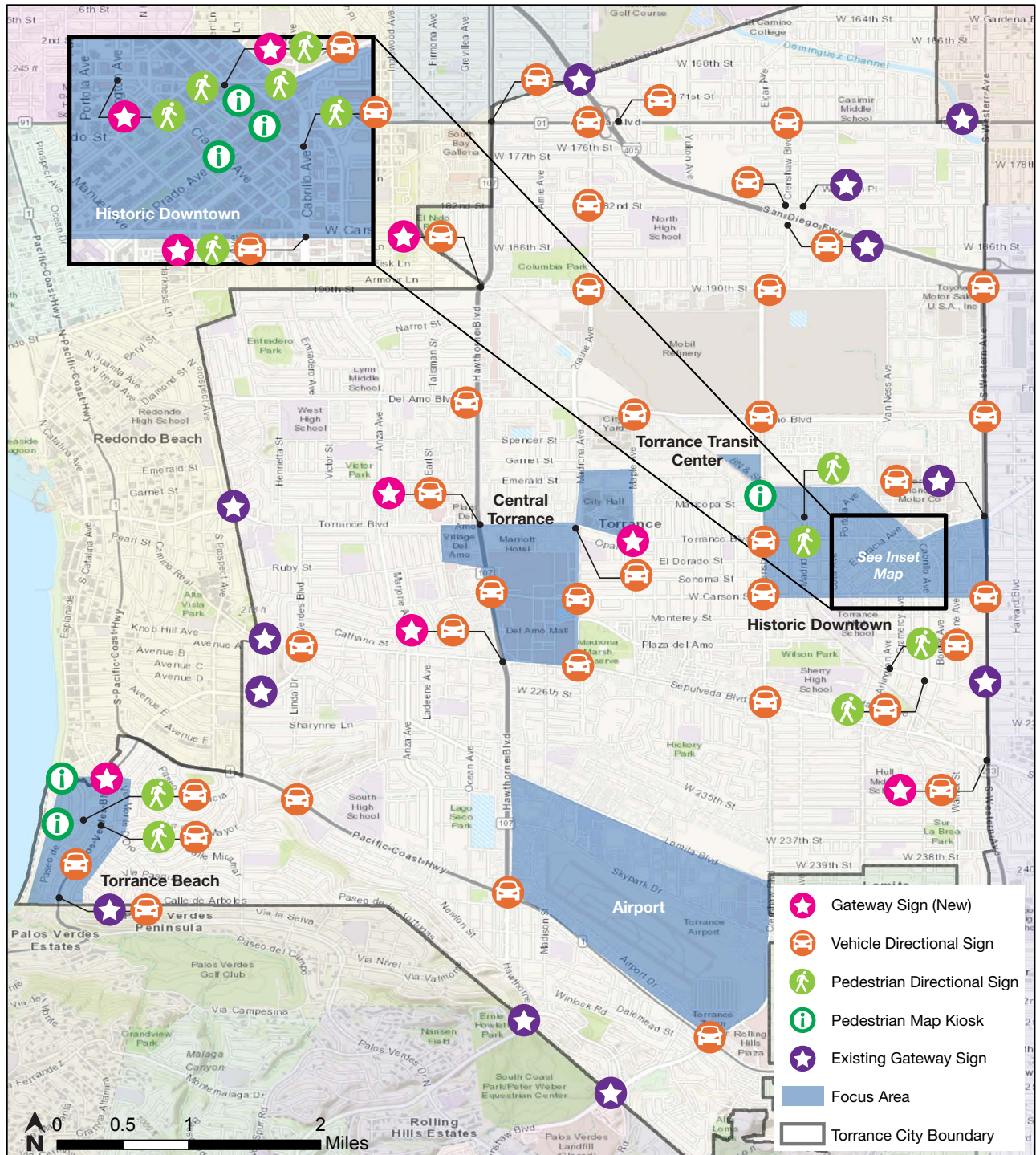
5.1. Approach for Identifying Sign Locations

Based on community feedback and input from City staff about key destinations, routes and landmarks within Torrance, the project team identified four focus areas that contain clusters of likely destinations for those using wayfinding signage.

1. **Torrance Beach:** The beach, its surrounding residential streets (in Torrance), and nearby arterials.
2. **Airport:** Zamperini Field and its surrounding retail nodes, including cultural destinations like the Western Museum of Flight.
3. **Central Torrance:** The Civic Center and nearby medical facilities and large retail destinations.
4. **Historic Downtown:** The area including the city's Historic Downtown district and the nearby future Transit Center.

The project team then identified recommended intersections for new signage to serve travelers on selected key arterial routes to and within the focus areas, especially for routes originating outside the City's administrative boundaries. These are identified on the map below, along with the sign types recommended at each location. The recommended intersections are intended to provide a general location for signage placement, which would be further refined by the City.

Figure 5.1: City of Torrance New Wayfinding Signage Locations



This Plan includes, in Appendix C, the attribute table for sign locations corresponding to the Geographic Information Systems (GIS) shapefiles of recommended locations generated for the City as part of this Plan. The attribute table includes the following details for each location to assist the City in determining exact placement of each sign:

- An intersection-level location recommendation
- The type of sign recommended at each location
- The number of signs recommended at the location
- The focus area where the recommended location is situated, if applicable
- A suggestion for which legs of the approach to the intersection should be signed, based on the street type and direction of travel to key locations identified in the focus area analysis
- The implementation strategy the sign location corresponds to (see Chapter 6 for full descriptions of the Essential, Enhanced, and Digital and Dynamic implementation strategies)

5.2. Location by Sign Type

The following section provides further detail regarding the four sign types identified by location on the map above and provides guidelines for the City of Torrance to consider in determining exact locations based on the sign type.

5.2.1. Type 1: Gateway Sign

Gateway signs (sometimes called monument signs) announce to the driver, pedestrian, or bicyclist that they have arrived at a destination or district. These signs can also be used as a meeting or gathering point for people. Currently, there are 12 existing gateway signs in the City of Torrance. The project team recommends adding at least six more gateway signs using the main or secondary gateway sign designs created by Hunt Design. To improve traveler recognition of City boundaries and important destinations within Torrance (see the Essential and Enhanced strategies in Chapter 6 for further details). The existing gateway signs can eventually be replaced to match the updated sign designs created by Hunt Design.

Location guidelines

- Site signs on primary routes into a district or neighborhood, placing them at the edges.
- Consider sight lines. Gateway signs may not be necessary where the destination is already clearly visible (such as at Torrance Beach) or where there are signs or landmarks already present, such as around Del Amo Fashion Center.

Examples of gateway signs



Existing Torrance Gateway Signage (City of Torrance)



Little Italy in San Diego, CA (Rupert Essinger / ESRI)

5.2.2. Type 2: Vehicle Directional Sign

Vehicle directional signs guide drivers from arterial or freeway entry points into Torrance to the City's major destinations, neighborhoods, and districts. The signs are installed at locations that help drivers make decisions about where to turn to continue toward their destination. These signs should feature large letters and minimal words (six or fewer is ideal) and point to only a maximum of three destinations to ensure that people driving can quickly read and process the information. Vehicle directional signs can also help orient or direct people walking, biking, or using transit. The project team recommends adding at least 54 vehicle directional signs in Torrance to improve drivers' navigation through the city (see the Essential and Enhanced strategies in Chapter 6 for further details).

Location guidelines

- Place signs within a half mile of freeway exits and other major vehicle entry points into Torrance.
- Site signs on the approaches to intersections where a driver must make a decision (such as to turn) to continue toward their destination.

Examples from other cities



District Sign in Madison, WI (Google Streetview)



Community Identifier, location unknown (Toole Design)

5.2.3. Type 3: Pedestrian Directional Sign

Pedestrian directional signs, sometimes called fingerboards, guide people walking to nearby destinations or services that they can conveniently walk to. Pedestrian directional signs can have smaller print and more listed destinations than vehicle directional signs, as people on foot can stop to take in much more information at once. These signs are helpful when placed along pedestrian routes (for example, to guide people to Torrance Beach or the future Transit Center). The project team recommends adding at least 26 pedestrian directional signs to assist pedestrians in navigating the Historic Downtown and Torrance Beach focus areas (see the Enhanced strategy in Chapter 6 for more details).

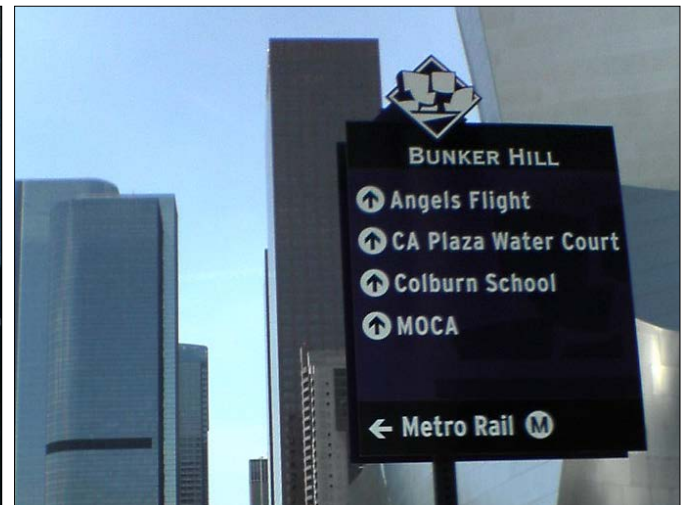
Location Guidelines

- Prioritize pedestrian directional signs in and adjacent to focus areas.
- Place at intersections along pedestrian routes where people will be making simple right/left/straight decisions about their onward direction.
- Use along sections of routes where confirmation of direction is helpful but where a pedestrian map kiosk may not be necessary.

Examples from other cities



Directional sign in Omaha, NE (Toole Design)



Directional sign in Los Angeles, CA
(Eric Richardson, Creative Commons)

5.2.4. Type 4: Pedestrian Map Kiosk

Pedestrian map kiosks help people walking or rolling to orient themselves within their immediate environment, especially in areas with many nearby destinations. On off-street paths and trails these kiosks can also display information about permitted uses, other rules, or public safety contact information. Kiosks should be placed far enough away from the main part of the sidewalk that people stopping to use them will not block sidewalk travel. The project team recommends adding at least 6 pedestrian map kiosks to improve wayfinding for people in the Historic Downtown and Torrance Beach focus areas (see the Essential strategy in Chapter 6 for further details). Since Torrance Beach is adjacent to the City of Redondo Beach, the City of Torrance should work in collaboration to further develop beach-oriented signage strategies (for example, map content should reflect the surrounding multi-jurisdictional area).

Location Guidelines

Because most people are accustomed to reading maps that have north facing the top of the map, all attempts should be made to place the map panel so that it will be read by a person facing north, or within 90 degrees of north. If the map panel must be placed so that it will be read by a person facing south, the map can be oriented with south at the top. Place at major pedestrian access points and nodes where many pedestrians often cross paths.

Examples from other cities



Map kiosk in West Palm Beach, FL (Toole Design)



Map kiosk in Portland region, OR (Toole Design)

5.3. General Sign Placement Considerations

Beyond specific location guidelines for each sign, City staff should also consider the following general considerations for placement when choosing exactly where to install a wayfinding sign at a recommended intersection.

5.3.1. MUTCD Community Wayfinding Regulations (Section 2D.50)

MUTCD regulations state that signs cannot be mounted overhead or obstruct road users' view of other traffic control devices. Adequate spacing is required between wayfinding signage and other higher priority signs.

5.3.2. Traffic Circulation Patterns

Consider traffic volumes and speed limits, especially when placing Vehicle Directional signage. A roadway with drivers traveling at higher speeds and with multiple lanes of traffic may require signage placed farther back from the decision point, or multiple sign assemblies facing the same decision point. For example, on a 3- or 4-lane highway, there should be two vehicle directional signs in advance of the decision or turn: one would be on the median, and the other, on the right side of the roadway. Also consider the number of travel lanes and typical traffic patterns a driver will have to negotiate to reach a turn lane after viewing and processing wayfinding sign information and deciding to turn.

5.3.3. Site-Specific Constraints

Roadway elements like turn lanes and medians may limit where signage can be placed in the roadway, and narrow or missing sidewalks create challenges for placing signage on the sidewalk.

6. Action and Implementation

The following funding and implementation strategies can guide the City of Torrance as it installs new wayfinding signage citywide.

6.1. Funding

This section provides a high-level overview of costs for the sign types recommended in Chapter 5 as well as an overview of available funding sources.

6.1.1. Sign Costs

Hunt Design, a wayfinding signage designer contracted with the City of Torrance, estimated the unit costs below in May of 2021 based on sign design concepts it proposed. The Hunt Design concept images are shown in Appendix A and align with those recommended in this Plan. The cost ranges provided by Hunt Design are based on manufacturing and installation costs. Toole Design estimated non-infrastructure costs based on its previous experience on projects of a similar scope and scale.

Type 1: Gateway sign

- Typical unit cost: \$25,000 to \$38,000 for a City Gateway sign or \$8,000 to \$10,000 for a Secondary Gateway sign
- Typical non-infrastructure planning and engineering costs: \$400 per sign

Type 2: Vehicle directional sign

- Typical unit cost: \$3,000 to \$4,000
- Typical non-infrastructure planning and engineering costs: \$400 per sign

Type 3: Pedestrian directional sign

- Typical unit cost: \$1,800 to \$2,400
- Typical non-infrastructure planning and engineering costs: \$400 per sign

Type 4: Pedestrian map kiosk

- Typical unit cost: \$10,000 to \$16,000
- Typical non-infrastructure planning and engineering costs: \$2,000 to \$5,000 per sign

6.1.2. Funding Sources

Cities usually secure funding for wayfinding signage through competitive application-based grants. In addition to pursuing such federal, state or regional funds, the City of Torrance could dedicate local funds to implementation of the wayfinding signage recommendations. The South Bay Bicycle Master Plan also recommended partnering with non-profit organizations, schools, and bicycle advocacy groups, such as the South Bay and Los Angeles County Bicycle Coalitions, to pursue funding opportunities and grants for wayfinding signage.

The following table summarizes the most likely funding programs and source agencies.

Table 6.1 Funding Sources

Congestion Mitigation and Air Quality (CMAQ)

Lead agency	Federal Highway Administration (project selection by Los Angeles County Metropolitan Transportation Authority through “Call for Projects”)
Description and eligible projects	Program funds can be used for transportation projects that contribute air quality improvements and provide congestion relief in areas that do not meet minimum air quality standards. This program can fund transit, bicycle, and pedestrian projects because of their link to air quality improvements. Federal funds come with many restrictions and reporting requirements.
Link	fhwa.dot.gov/fastact/factsheets/cmaqfs.cfm

Recreational Trails Program

Lead agency	Federal Highway Administration (project selection by California Department of Parks and Recreation and Caltrans)
Description and eligible projects	Program funds may be used to fund projects on recreational trails, such as the Marvin Braude Bike Trail. Eligible projects include the development of trailside and trailhead facilities.
Link	https://www.fhwa.dot.gov/environment/recreational_trails/

Active Transportation Program

Lead agency	Caltrans and California Transportation Commission
Description and eligible projects	The program consolidates federal and state transportation programs into a single program. It funds projects that increase modes of active transportation like walking and biking, including infrastructure and non-infrastructure projects.
Link	https://dot.ca.gov/programs/local-assistance/fed-and-state-programs/active-transportation-program catc.ca.gov/programs/active-transportation-program

Los Angeles County sales taxes (Propositions A and C and Measures R and M)

Lead agency	Los Angeles County Metropolitan Transportation Authority (Metro)
Description and eligible projects	Local sales taxes from these measures flow to Metro to be used or programmed by Metro or are transferred to local jurisdictions through Formula Allocation Procedure.
Link	http://media.metro.net/2020/Metro-Funding-Sources-Guide-2020.pdf

Transit Oriented Communities

Lead agency	Los Angeles County Metropolitan Transportation Authority (Metro)
Description and eligible projects	The program includes funding for first/last mile projects that plan and implement improvements for the first/last mile portions of transit journeys, including signage, wayfinding, and dynamic information and technology.
Link	https://www.metro.net/projects/transit-oriented-communities/

Convention and Visitor's Bureaus, or Local Chambers of Commerce

Lead agency	Discover Torrance, Torrance Area Chamber of Commerce
Description and eligible projects	Local tourism boards and chambers of commerce can provide local matches for Federal, State, or Metro grant funding, or can help fundraise for local matches.
Link	https://discovertorrance.com/ https://www.torrancechamber.com/ http://www.southbaycities.org/

6.2. Strategies for Implementation

This wayfinding Plan offers three strategies to implement the wayfinding signage recommendations:

- The Essential Strategy implements the minimum quantity of signs required to establish a functional wayfinding program.
- The Enhanced Strategy implements additional signs beyond those in the Essential Strategy to provide wider coverage across Torrance.
- The Digital and Dynamic Strategy recommends a variety of digital wayfinding tools that people can access before and during trips to improve wayfinding and as a complement to physical signage, especially as wayfinding technology continues to improve and become more widely available.

The sign location recommendations in Chapter 5 identify the particular signs to be implemented under the Essential Strategy and Enhanced Strategy. Each strategy can be deployed in combination with the others, and the Essential Strategy and Digital and Dynamic Strategy could be deployed independent of the others. The following sections detail the concept and estimated cost for each strategy.

6.2.1. Essential Strategy

The Essential Strategy provides the minimum viable product for the City of Torrance to deploy a functional wayfinding and signage program. This strategy focuses signage investments on high-priority areas and corridors, providing the minimum of signs needed to direct users to their destinations. Sign types deployed in this strategy include gateway signs, vehicle directional signs, and pedestrian map kiosks.

To develop this strategy the project team focused on identifying wayfinding routes that provide access from the City's boundaries to key destinations within the four focus areas (Airport, Central Torrance, Torrance Beach, and the Historic Downtown). In addition to these primary vehicle routes, signs were identified for places with relatively high pedestrian activity (Torrance Beach and the Historic Downtown) and on key nodes in the transit network. Refer to Chapter 5 for more information about sign location selection. In total, there are 66 signs recommended for the Essential Strategy. Table 6.2 provides a breakdown of sign types for the Essential strategy, with estimated costs based on the unit cost and non-infrastructure planning and engineering costs. Note that the cost ranges for gateway signs reflect costs for both the City Gateway and Secondary Gateway sign options.

Table 6.2 Essential Strategy Summary

Sign Type	Quantity of Signs	Estimated Cost
Gateway Signs	6	\$50,400 - \$230,400
Vehicle Directional Signs	54	\$183,600 - \$237,600
Pedestrian Directional Signs	0	\$0
Pedestrian Map Kiosks	6	\$72,000 - \$126,000
Essential Strategy Total	66	\$306,000 - \$594,000

6.2.2. Enhanced Strategy

The Enhanced Strategy builds on the basic, functional approach recommended in the Essential strategy by adding sign density to help users who veer off-course from primary wayfinding signage corridors or are visiting destinations that are not within one of the four primary focus areas. This strategy uses all four sign types (gateway, vehicle directional, pedestrian directional, and pedestrian map kiosk) to deploy additional signage in the following places:

- Additional gateway sign and pedestrian directional signs in the Historic Downtown, which will complement the efforts in the Downtown Revitalization Plan;
- Additional gateway signs in Central Torrance for additional wayfinding near the Civic Center;
- Additional vehicle directional signs on parallel minor arterials and major intersections, for supplementary wayfinding beyond primary routes identified in the Essential Strategy;
- Additional vehicle directional signs to help people reach popular locations outside of focus areas including multiple destinations in North Torrance, the Herma Tilim Center, Columbia Park, as well as Charles H. Wilson Park near the Historic Downtown;
- Additional pedestrian directional signs that are compatible with bicycle wayfinding needs to direct people on foot or bicycle to existing and planned entrances to major bikeways identified in the South Bay Bicycle Master Plan.

There are 61 signs solely for the Enhanced Strategy, meaning there would be 127 signs in total when implemented with the Essential Strategy. Table 6.3 provides a breakdown of sign types and cost estimates for the Enhanced strategy, along with total numbers if both the Essential and Enhanced Strategies were implemented together.

Table 6.3 Enhanced Strategy Summary

Sign Type	Quantity of Signs	Estimated Cost
Gateway Signs	3	\$25,200 - \$115,200
Vehicle Directional Signs	32	\$108,800 - \$140,800
Pedestrian Directional Signs	26	\$57,200 - \$72,800
Pedestrian Map Kiosks	0	\$0
Enhanced Strategy Total	61	\$191,200 - \$328,800
Essential + Enhanced Strategies Total	127	\$497,200 - \$922,800

6.2.3. Digital and Dynamic Strategy

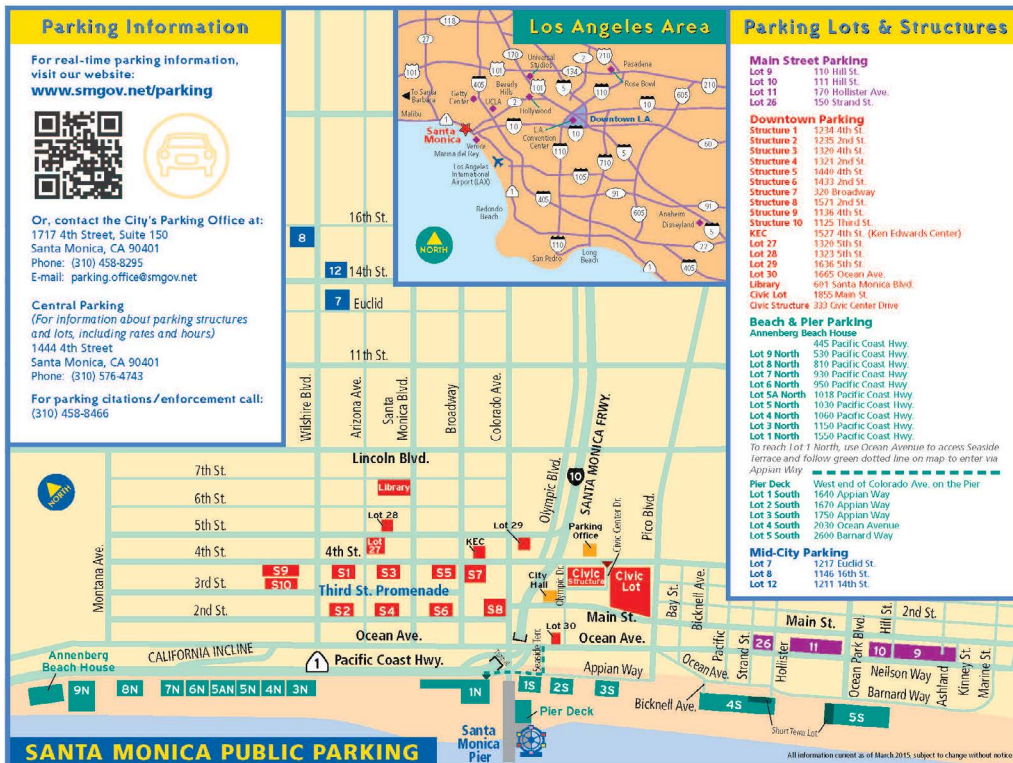
Most people start planning their trip before they leave their house or workplace. A successful and comprehensive wayfinding system therefore provides people with information they can access on their computers or smartphones while they are still deciding where to go – information that helps them decide how to get there and (if applicable) where to park their vehicles or bicycles. The Digital and Dynamic Strategy provides people with the tools they need at every step in their journey, from pre-trip planning through the return trip home.

Pre-trip planning

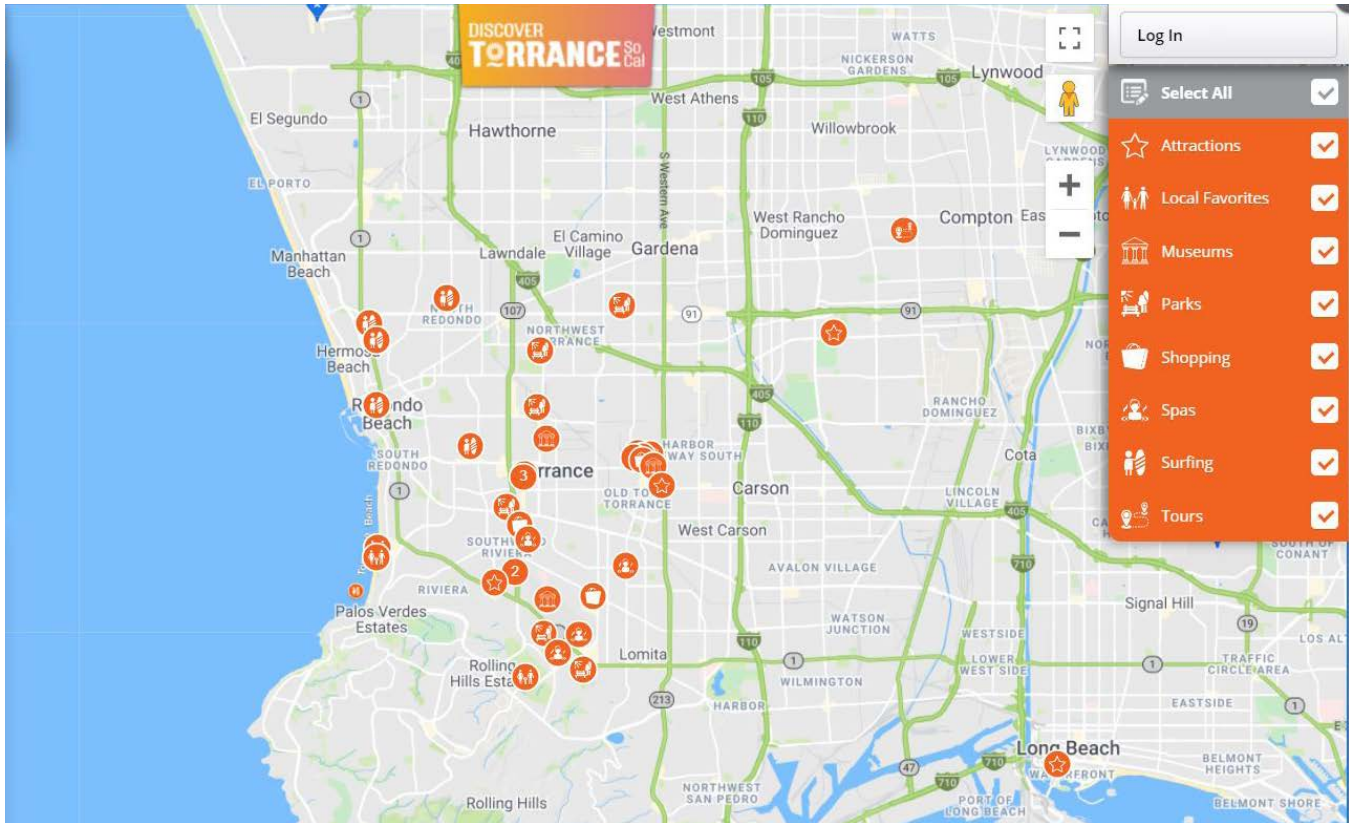
This strategy recommends producing printable and digital interactive maps, and supporting third-party mapping products, to help people envision their trip from end to end. These might include the following maps and resources, which should be made available on the City of Torrance website and could be provided on other visitor-facing tourism and accommodation websites:

- Parking maps
- Destination maps (such as the “plan your visit” app on DiscoverTorrance.Com)
- Maps of the Strand/Marvin Braude Bike Trail, and Torrance Beach, including information about allowed activities (such as biking, dog walking, and rollerblading); and the availability, location, and cost of amenities such as parking, bathrooms, showers, and public safety stations.
- Information from the future Keep It Moving app (currently under development as part of the Bloomberg Philanthropies Mayors Challenge)

Parking facility map (City of Santa Monica)



Plan Your Visit application on DiscoverTorrance.Com



Marvin Braude Bike Trail map (County of Los Angeles Department of Beaches and Harbors)



Any digital maps developed by the City should be created and updated in alignment with widely used navigational applications like Google Maps and Transit App to ensure that information is regularly updated.

Arrival

Provide dynamically updated information for people arriving in the key focus areas (Airport, Central Torrance, Beach, and Historic Downtown) about major events, the location and availability of parking, street closures, emergency updates from Torrance Alerts, and other information that is likely to have impacts on planned trip routes. These can be provided on variable message boards or, for less immediately timely updates, banners and flags affixed to lamp posts or other fixtures. The City currently has three variable message boards/digital signs that are managed by City staff. These are located at Charles H. Wilson Park on Crenshaw Boulevard, the Benstead Plunge at the Civic Center and the North Torrance Library on Artesia Boulevard.



Dynamic parking signage in downtown Los Angeles (Federal Highway Administration)

Table 6.4 Digital and Dynamic Strategy Summary

Quantity of Signs	Estimated Cost
Variable	Variable

6.3. Implementation Steps

No matter what strategy the City chooses to implement, the following steps lay out a path to implementing the sign types and locations in this Plan. The City should pursue implementation in accordance with the availability of funding and in alignment with other public investments the City is making, such as improvements related to the Downtown Revitalization Plan or the South Bay Bicycle Master Plan. The following steps provide a general roadmap for implementation regardless of the sequence in which various elements of this plan are implemented.

6.3.1. Step 1: Select one or more strategies to implement

Re-engage with key stakeholders, including the Collaborative Wayfinding Committee and other local businesses and community groups, and extend outreach to agencies and stakeholders in surrounding communities such as Redondo Beach to explore potential wayfinding collaboration. Research funding sources and grant timelines and obtain approvals from City of Torrance elected officials (and support from Community Development, Public Works, and other relevant departments) to pursue grant opportunities or include additional line items in the annual budget.

6.3.2. Step 2: Implement corridor or zone sign plans

Once the city has determined what strategy to implement, City staff will likely need to contract a consultant to determine the specific sign placements and legends that would implement the wayfinding system described in this Plan. The City’s request for proposals should illustrate the sign types and the approximate number of sign assemblies to be included in the sign plans (as listed in this Plan). The request for proposals should include the following scope elements:

- Identify sign locations for each sign type to the nearest 5-foot placement, including whether the sign will be installed on new or existing posts.
- Develop a draft of sign locations and sign legends (text showing destinations) for each location, for review by City staff and other stakeholders.
- Develop a final draft wayfinding sign plan that includes sign layouts and dimensions that can be used for fabrication and installation and submit this for review by City staff and other stakeholders.
- Deliver a final wayfinding sign plan including sign layouts, dimensions, and other specifications for fabrication and installation.
- Conduct any surveying, permitting, or fabrication specifications needed to make and install Gateway signs (Type 1) and Pedestrian Map Kiosks (Type 4).

6.3.3. Step 3: Fabricate and install signs

Once the City has the final wayfinding sign plans and the specifications in Step 2, City staff can request bids from local sign makers to make and install the signs according to the sign plans. For cost efficiency, Torrance could use existing City crews to install pole-mounted signs like Vehicle Wayfinding (Type 2) and Pedestrian Directional (Type 3) Signs and hire outside contractors for Gateway Signs (Type 1) and Pedestrian Map Kiosks (Type 4).

7. Measuring Project Impact

The Wayfinding and Signage Plan developed through this project aims to implement a comprehensive signage and wayfinding program that improves circulation within and around the City of Torrance by guiding all travelers, regardless of mode, to get to their destinations as easily and efficiently as possible. In addition, by improving wayfinding and circulation in and around the City, the project also aims to encourage travel by alternative modes of transportation, thus improving sustainability, safety conditions, and efficiency for all community members and visitors.

Moreover, the improvements proposed through this document are in alignment with other ongoing plans and assessments occurring throughout the City. Signage will reflect the character of Torrance in form and materials and remain uniform with other signage and wayfinding elements. These objectives aim to simplify the wayfinding experience and direct travelers to the safest and most direct pathway to their destination.

To measure the project's impact, the proposed performance metrics listed in Table 7.1 consider the City's population, vehicular travel, non-vehicular travel, mode share, safety conditions, street network, land use development, sustainability, and socio-economics. The proposed methodology integrates quantitative and qualitative metrics for the near and long term. The objective of the matrix is to provide clear, user-friendly guidance to ensure that pre- and post-project measurements are conducted in a consistent manner and project evaluation is effective in meeting the goals of the wayfinding program.

Table 7.1: Performance Metrics

Measurement Method	Metric Types	Tools	Data Indicators
<p>Audits: Can help to assess street conditions and compare between pre- and post- project street conditions and behavior patterns</p>	<ul style="list-style-type: none"> • Pedestrian and Bicyclist Activity • Road Safety Audit • Distance between key locations and wayfinding signage 	<ul style="list-style-type: none"> • SCAG Go Human So Cal Audit Toolbox • Community Walk & Bike Audits • FHWA Road Safety Audit Toolkit • Origin-Destination Analysis • GIS Analysis 	<ul style="list-style-type: none"> • Pedestrian and Bicyclist Activity • Road Safety Audit • Distance between key locations and wayfinding signage
<p>Surveys: Can be used to measure public sentiment toward and acceptance of the project's elements.</p>	<ul style="list-style-type: none"> • Qualitative Metrics 	<ul style="list-style-type: none"> • Survey Monkey • Public Life Survey • Mail Surveys • Phone Interviews 	<ul style="list-style-type: none"> • Survey responses • Observed physical behavior (i.e. looking around) • Observed errors in navigation
<p>Travel Data Analysis: Since the project's impact may not always be visible in the near term it is important to conduct an assessment of long-term trends relevant to the project within the study area.</p>	<ul style="list-style-type: none"> • % Change in Mode Share • Walkability 	<ul style="list-style-type: none"> • California Household Travel Survey • American Community Survey (ACS) • EPA Walkability Index 	<ul style="list-style-type: none"> • Pre- and post-project travel data related to walking and biking for work and non-work trips • Bicycle and Pedestrian miles traveled • Daily transit boardings and alightings • Walkability Index Score
<p>Model Analysis: Can be used to forecast future travel patterns and traffic flows.</p>	<ul style="list-style-type: none"> • Traffic volumes and flow • Congestion 	<ul style="list-style-type: none"> • Highway performance monitoring system • Caltrans PEMS Data • Caltrans Traffic Census Program 	<ul style="list-style-type: none"> • AADT Data • VMT Data • VHD Data • VHT Data • Minutes of Congested Travel Time
<p>Safety Review: Can be used to assess the change, if any, in safety incidents.</p>	<ul style="list-style-type: none"> • % Change in pedestrian and bicyclist related incidents 	<ul style="list-style-type: none"> • California Highway Patrol (CHP) Statewide Integrated Traffic Records System (SWITRS) • UC Berkeley Transportation Injury Mapping System (TIMS) • FHWA USLIMITS52 Online Tool for Future Speed Studies 	<ul style="list-style-type: none"> • # of fatalities and serious injuries reported in annual SWITRS data • Traffic speed (85th Percentile Speeds)
<p>Sustainability Review: Can be used to assess any changes in greenhouse gas (GHG) emissions & Vehicle Miles Traveled (VMT) resulting from any of the project's elements.</p>	<ul style="list-style-type: none"> • % Change in GHG emissions • % Change in daily VMT • % Change in Ozone and PM2.5 Concentrations 	<ul style="list-style-type: none"> • SCAG Local Sustainability Planning Tool (LSPT) • CalEnviroScreen 3.0 	<ul style="list-style-type: none"> • GHG emission data • Daily VMT per capita • Average PM 2.5 exposure • Ozone Percentile • Asthma and Cardiovascular Disease Prevalence

Measurement Method	Metric Types	Tools	Data Indicators
<p>Equity Analysis Can be used to identify the level of investment in low-income and disadvantaged communities.</p>	<ul style="list-style-type: none"> Investment amount or percent of investment located in disadvantaged communities 	<ul style="list-style-type: none"> CalEnviroScreen 3.0 SB 535 Disadvantaged Communities Map Healthy Places Index AB 1550 Low-Income Communities 	<ul style="list-style-type: none"> Median Household Income # of Households with a Housing Burden # of Households with Linguistic Isolation Level of Educational Attainment Unemployment Percentile

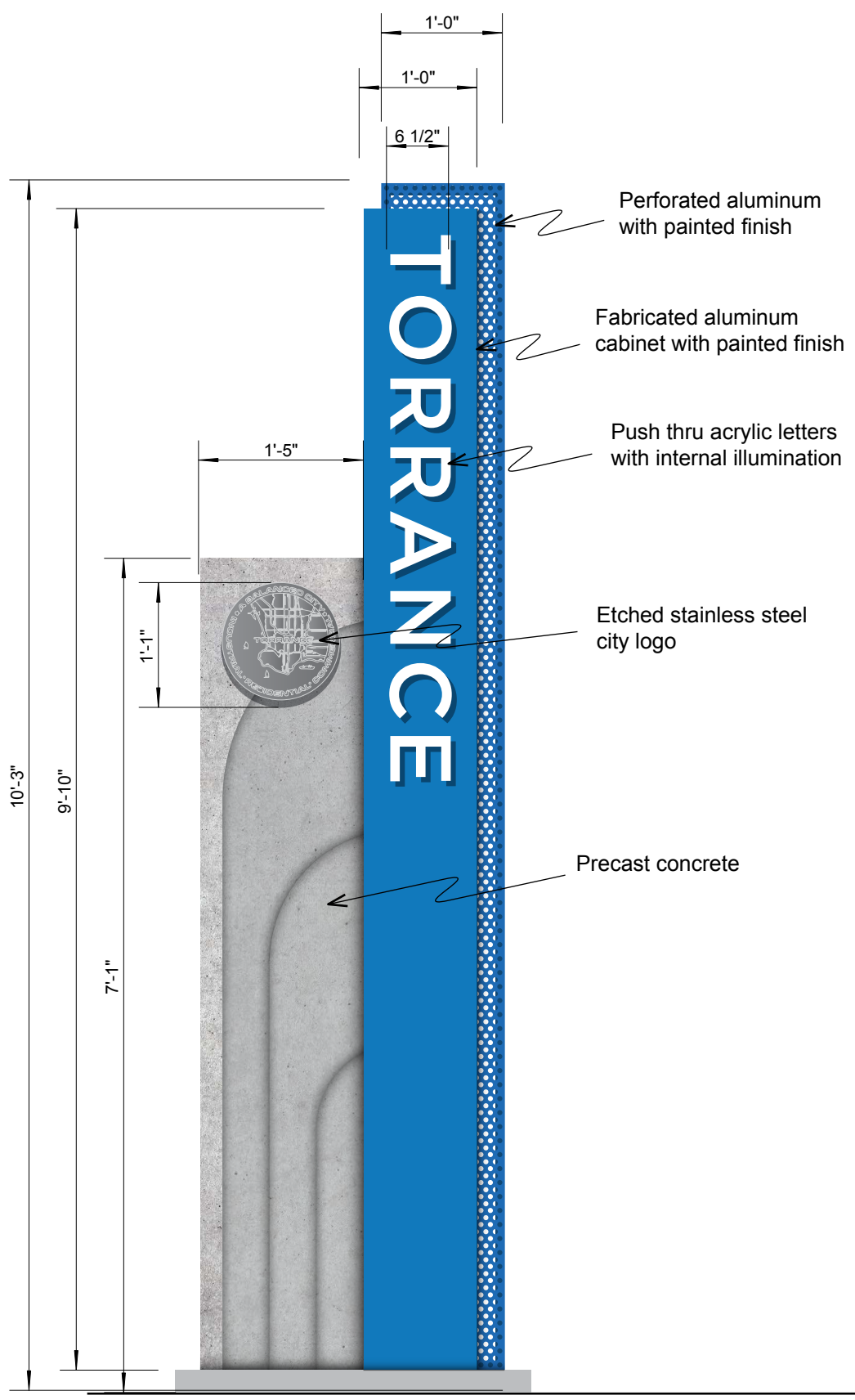
It is recommended that the City of Torrance utilize the measurement methods, metric types, tools, and data indicators listed in Table 7.1 before and after the project’s completion to determine how to measure the project’s impact within local communities. Introducing these performance metrics will help the City to quantitatively and qualitatively measure the level of impact resulting from the recommendations posed by the Citywide Wayfinding and Signage Plan. This assessment can also help the City to identify any potential gaps and challenges that could be addressed by future studies and projects.

Next Steps

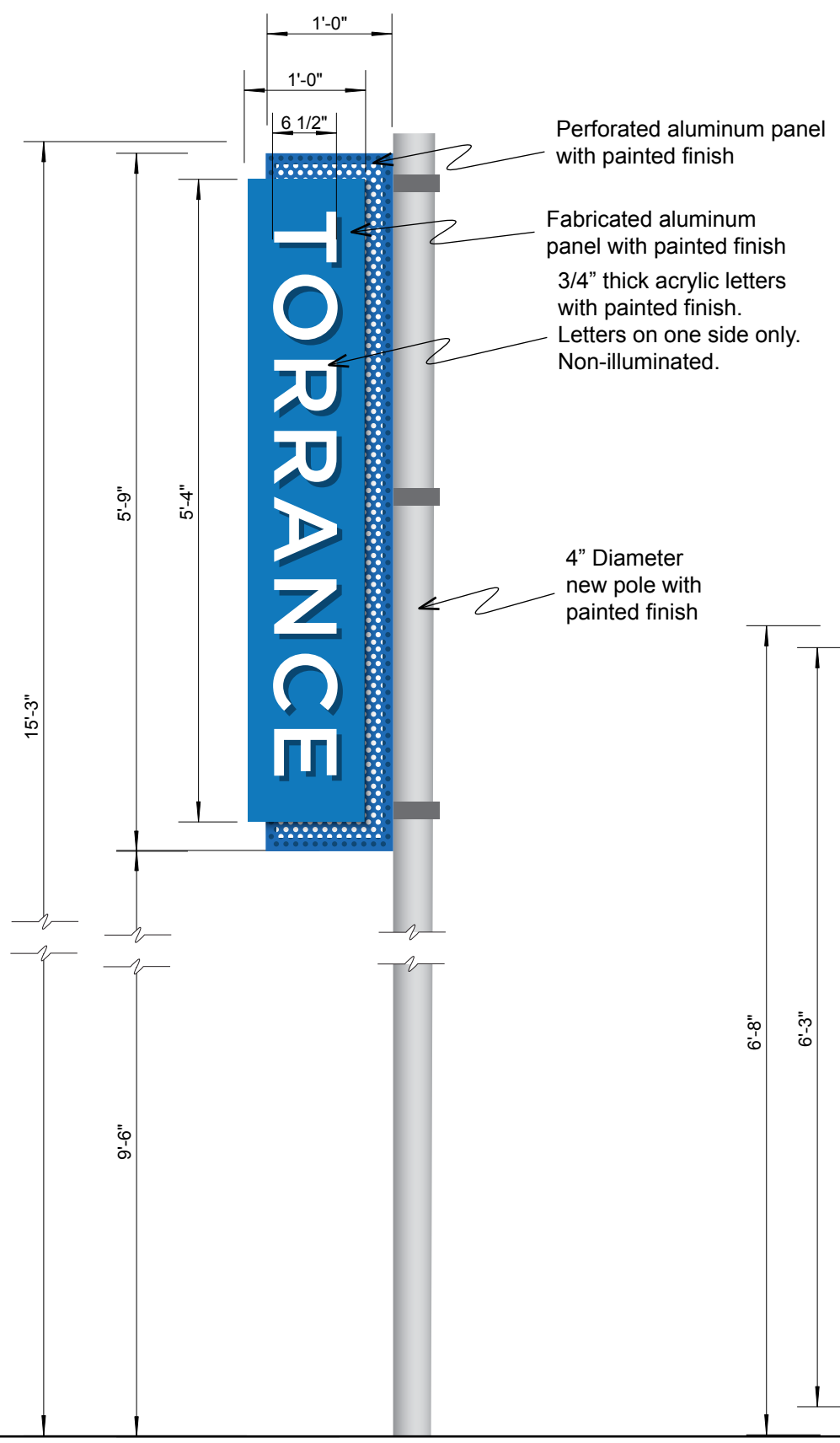
In moving forward with the Plan’s recommendations, the City should continue to coordinate and build upon other ongoing projects that may impact wayfinding to determine exact placement of signage and finalize details for implementation strategies. These efforts include the City’s contracted Signage/Wayfinding Branding and Design Services, the ongoing Downtown Revitalization Plan, the construction of the Torrance Regional Transit Center, and the City’s Keep It Moving application. Together these efforts will lead to a cohesive, well-branded wayfinding program that will improve travel for residents and visitors, encourage sustainable transportation options, and help to revitalize Torrance as a key destination in Los Angeles County.

Appendix A –
Draft Signage Concepts and
Cost Estimates

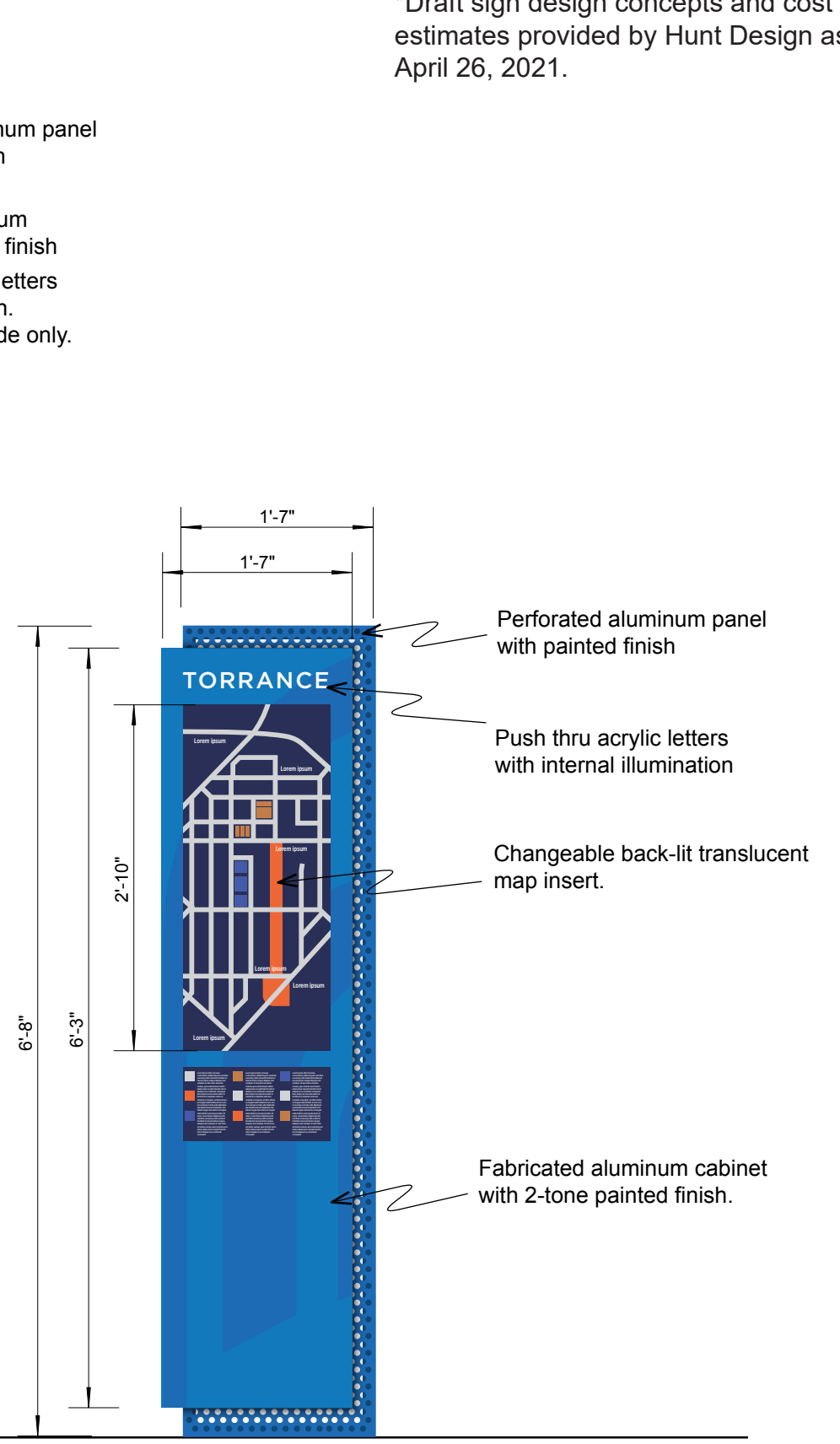
*Draft sign design concepts and cost estimates provided by Hunt Design as of April 26, 2021.



City Gateway
Internally Illuminated
\$25,000-\$38,000



Secondary Gateway
Non Illuminated
\$8,000-\$10,000



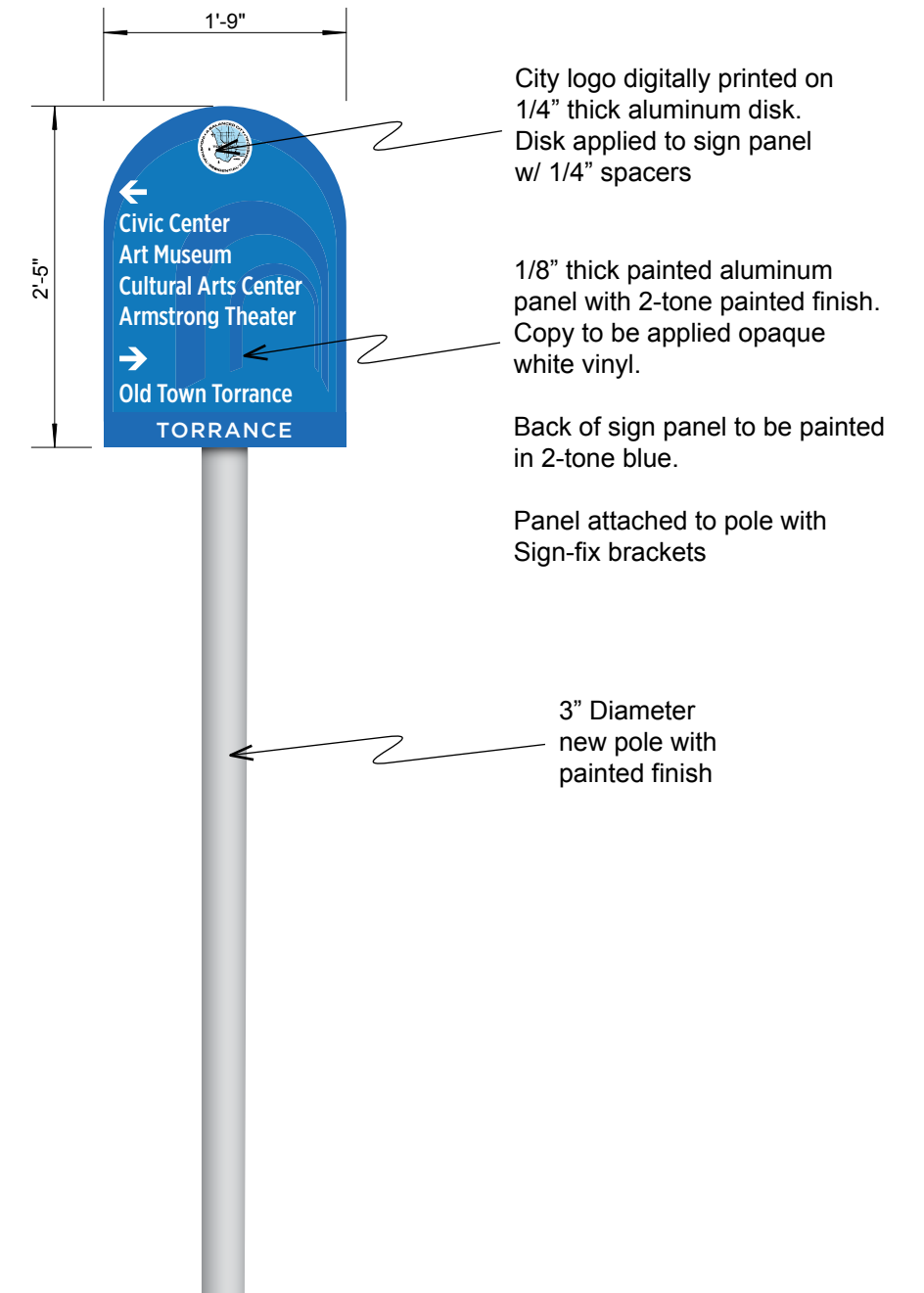
Map Kiosk
Internally Illuminated
\$10,000-\$16,000

1 ELEVATION
SCALE: 3/4"=1'-0"

*Draft sign design concepts and cost estimates provided by Hunt Design as of April 26, 2021.



Vehicular Directional
Non Illuminated
\$3,000-\$4,000



Pedestrian Directional
Non Illuminated
\$1,800-\$2,400

Appendix B –
Public Outreach and
Map Comment Summary

Destinations drawn **597**

Responses to other comm	42
Map visits	521
Survey responses	239

Drawing Comments **597**

	Total	Drive	Walk	Ride a bike	Take the bus	Call a car	
Shopping or errands	334	311	46	21	6	4	draw-shopping
Fun or recreation	153	115	45	33	4	4	draw-leisure
Something else	53	43	7	1	1	1	draw-other
Work or school	48	42	6	7	1	1	draw-work
Bus or shuttle stop	9	2	5	2	3	1	draw-bus
Total	597	513	109	64	15	11	

	Total	Drive	Walk	Ride a bike	Take the bus	Call a car
Shopping or errands	55.9%	52.1%	7.7%	3.5%	1.0%	0.7%
Fun or recreation	25.6%	19.3%	7.5%	5.5%	0.7%	0.7%
Something else	8.9%	7.2%	1.2%	0.2%	0.2%	0.2%
Work or school	8.0%	7.0%	1.0%	1.2%	0.2%	0.2%
Bus or shuttle stop	1.5%	0.3%	0.8%	0.3%	0.5%	0.2%
Total	100.0%	85.9%	18.3%	10.7%	2.5%	1.8%

Demographic Surveys **239**

Do you live in, work in, or visit Torrance? Select all that apply.

I live in Torrance	190	79.5%
I work in Torrance	94	39.3%
I often visit Torrance	41	17.2%
(blanks)	9	3.8%

What is your home ZIP Code?

90503	67	28.0%
90501	40	16.7%
90504	33	13.8%
90505	15	6.3%
90277	14	5.9%
90278	4	1.7%
90275	3	1.3%
90717	2	0.8%
90731	2	0.8%

90808	2	0.8%
90814	2	0.8%
90247	1	0.4%
90249	1	0.4%
90250	1	0.4%
90262	1	0.4%
90266	1	0.4%
90274	1	0.4%
90291	1	0.4%
90713	1	0.4%
90805	1	0.4%
90807	1	0.4%
90810	1	0.4%
90815	1	0.4%
91325	1	0.4%
9087	1	0.4%
(blanks)	41	17.2%

How do you normally get around in Torrance? Select all that apply.

Drive	232	97.1%
Walk	117	49.0%
Ride a bike	51	21.3%
Take the bus	10	4.2%
Call a car or taxi	13	5.4%
Other	1	0.4% Write-in Skateboard
(blanks)	5	2.1%

How comfortable would you be walking in Torrance?

Very Comfortable	114	47.7%
Somewhat Comfortable	76	31.7%
Neither Comfortable nor Uncon	22	9.2%
Somewhat Uncomfortable	14	5.9%
Very Uncomfortable	9	3.9%
(blanks)	4	1.7%

How comfortable would you be taking the bus in Torrance?

Very Comfortable	33	13.8%
Somewhat Comfortable	26	11.0%
Neither Comfortable nor Uncon	73	30.5%
Somewhat Uncomfortable	56	23.4%
Very Uncomfortable	45	18.7%
(blanks)	6	2.5%

How comfortable would you be riding a bike in Torrance?

Very Comfortable	51	21.3%
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Somewhat Comfortable	47	19.5%
Neither Comfortable nor Uncon	60	25.1%
Somewhat Uncomfortable	40	16.7%
Very Uncomfortable	36	15.3%
(blanks)	5	2.1%

What races or ethnicities do you identify with? Select all that apply.

White or Caucasian	134	56.1%
Asian or Pacific Islander	48	20.1%
Latinx or Hispanic	39	16.3%
African American or Black	6	2.5%
Native American or Alaskan Na	3	1.3%
Other	1	0.4% Write-in Portuguese
Prefer not to say	18	7.5%
(blanks)	13	5.4%

What is your age?

Under 18	1	0.4%
18 to 34	33	13.8%
35 to 49	65	27.2%
50 to 64	82	34.3%
65 or older	37	15.5%
Prefer not to say	4	1.7%
(blanks)	17	7.1%

What is your gender identity?

Female	147	61.5%
Male	74	31.0%
Gender nonconforming or nonl	2	0.8%
Prefer not to say	7	2.9%
Other	0	0.0%
(blanks)	9	3.8%

What is your income level?

Less than \$20,000	6	2.5%
\$20,000 to \$34,999	5	2.1%
\$35,000 to \$49,999	21	8.8%
\$50,000 to \$74,999	22	9.2%
\$75,000 to \$99,999	31	13.0%
\$100,000 to \$149,999	50	20.9%
\$150,000 to \$249,999	39	16.3%
\$250,000 or more	12	5.0%
Prefer not to say	35	14.6%
(blanks)	18	7.5%

Appendix C –
Recommended Sign Locations
Attribute Table

FID	NAME	INTERSECTION_X	INTERSECTION_Y	RECOMMENDED_LOCATION	QUANTITY	TYPE	STRATEGY	FOCUS_AREA	NOTES	Sign
0	1TorranceBlvdHawthorneBlvd	Torrance Blvd	Hawthorne Blvd	S leg of Hawthorne Blvd	1	1	Enhanced	Central	Del Amo area is lower priority for Gateway signs and may need to be part of larger placemaking or district branding effort.	Gateway
1	1CarsonStCabrilloAve	Carson St	Cabrillo Ave	In island on NW corner of intersection.	1	1	Essential	Historic Downtown		Gateway
2	1TorranceBlvdCravensAve	Torrance Blvd	Cravens Ave	W leg of Torrance Blvd	1	1	Enhanced	Historic Downtown		Gateway
3	1ViaMonteDoroPalosVerdesBlvd	Via Monte Doro	Palos Verdes Blvd	S leg of Palos Verdes Blvd	1	1	Essential	Beach		Gateway
4	1TorranceBlvdMapleAve	Torrance Blvd	Maple Ave	NW corner of intersection	1	1	Essential	Central	Should say Torrance Civic Center.	Gateway
5	1190thStHawthorneBlvd	190th St	Hawthorne Blvd	E leg of W 190th St	1	1	Essential		Consider screening the railroad overcrossing over the east leg of 190th St with an overpass gateway sign to make use of the railroad bridge structure.	Gateway
6	1SepulvedaBlvdWesternAve	Sepulveda Blvd	Western Ave	W leg of Sepulveda Blvd	1	1	Essential			Gateway
7	1SepulvedaBlvdHawthorneBlvd	Sepulveda Blvd	Hawthorne Blvd	W leg of Sepulveda Blvd	1	1	Enhanced	Central	Del Amo area is lower priority for Gateway signs and may need to be part of larger ""place making"" effort	Gateway
8	1TorranceBlvdSartoriAve	Torrance Blvd	Sartori Avenue	E leg Torrance Blvd., median	1	1	Essential	Historic Downtown		Gateway
9	2ArtesiaBlvdPrairieAve	Artesia Blvd	Prairie Ave	E leg Western Avenue; N/S legs of Prairie Ave	3	2	Essential		Place sign on W leg of Western to be visible from Freeway exit	Vehicle Directional
10	2190thStPrairieAve	190th St	Prairie Ave	E/W legs of 190th St; N/S legs of Prairie Ave	4	2	Enhanced			Vehicle Directional
11	2TorranceBlvdMadronaAve	Torrance Blvd	Madrona Ave	E/W legs of Torrance Blvd; S leg of Madrona Ave	3	2	Essential	Central		Vehicle Directional
12	2SepulvedaBlvdMadronaAve	Sepulveda Blvd	Madrona Ave	E leg of Sepulveda Blvd	1	2	Essential	Central		Vehicle Directional
13	2SepulvedaBlvdHawthorneBlvd	Sepulveda Blvd	Hawthorne Blvd	W leg of Sepulveda Blvd	1	2	Essential	Central		Vehicle Directional
14	2HawthorneBlvdPacificCoastHighway	Hawthorne Blvd	Pacific Coast Highway	W leg of Pacific Coast Highway; N/S legs of Hawthorne Blvd	3	2	Essential	Airport		Vehicle Directional
15	2TorranceBlvdSartoriAve	Torrance Blvd	Sartori Ave	E/W legs of Torrance Blvd	2	2	Essential	Historic Downtown		Vehicle Directional
16	2CarsonStCabrilloAve	Carson St	Cabrillo Ave	E/W leg of Carson St; S leg of Cabrillo Ave	3	2	Essential	Historic Downtown		Vehicle Directional
17	2SartoriAveCabrilloAve	Sartori Ave	Cabrillo Ave	N/S legs of Cabrillo Ave	2	2	Essential	Historic Downtown		Vehicle Directional
18	2TorranceBlvdWesternAve	Torrance Blvd	Western Ave	N/S legs of Western Ave	2	2	Essential	Historic Downtown		Vehicle Directional
19	2CarsonStWesternAve	Carson St	Western Ave	N/S legs of Western Ave	2	2	Essential	Historic Downtown		Vehicle Directional
20	1DelAmoBlvdCrenshawBlvd	Del Amo Blvd	Crenshaw Blvd	W leg of Del Amo Blvd; N/S legs of Crenshaw Blvd	3	2	Essential			Vehicle Directional
21	2SepulvedaBlvdWesternAve	Sepulveda Blvd	Western Ave	N/S legs of Western Ave	2	2	Essential			Vehicle Directional
22	2PacificCoastHighwayCrenshawBlvd	Pacific Coast Highway	Crenshaw Blvd	E/W legs of Pacific Coast Highway; N/S leg of Crenshaw Blvd	4	2	Essential	Airport		Vehicle Directional
23	2PaseoDeLaPlayaPalosVerdesBlvd	Paseo De La Playa	Palos Verdes Blvd	S leg of Palos Verdes Blvd	1	2	Essential	Beach		Vehicle Directional
24	2CalleMiramarPalosVerdesBlvd	Calle Miramar	Palos Verdes Blvd	N leg of Palos Verdes Blvd	1	2	Essential	Beach		Vehicle Directional
25	2SepulvedaBlvdCrenshawBlvd	Sepulveda Blvd	Crenshaw Blvd	E/W legs of Sepulveda Blvd; S leg of Crenshaw Blvd	3	2	Essential			Vehicle Directional
26	2190thStWesternAve	190th St	Western Ave	E/W legs of 190th St; N leg of Western Ave	3	2	Enhanced		Place signs to be visible from freeway exits.	Vehicle Directional
27	2ArtesiaBlvd405Ramp	Artesia Blvd	405 Ramp	E leg of Artesia Blvd	1	2	Essential			Vehicle Directional
28	2190thStCrenshawBlvd	190th St	Crenshaw Blvd	N leg of Crenshaw Blvd	1	2	Enhanced			Vehicle Directional
29	2ArtesiaBlvdHawthorneBlvd	Artesia Blvd	Hawthorne Blvd	E leg of Artesia Blvd	1	2	Enhanced			Vehicle Directional
30	2190thStHawthorneBlvd	190th St	Hawthorne Blvd	W leg of 190th	1	2	Enhanced			Vehicle Directional
31	2TorranceBlvdHawthorneBlvd	Torrance Blvd	Hawthorne Blvd	E/W legs of Torrance Blvd; N/S legs of Hawthorne Blvd	4	2	Essential	Central		Vehicle Directional
32	2CarsonStHawthorneBlvd	Carson St	Hawthorne Blvd	E leg of Carson St	1	2	Essential	Central		Vehicle Directional
33	2CarsonStMadronaAve	Carson St	Madrona Ave	N/S leg of Madrona Ave	2	2	Enhanced	Central		Vehicle Directional
34	2SepulvedaBlvdPalosVerdesBlvd	Sepulveda Blvd	Palos Verdes Blvd	W leg of Sepulveda Blvd; S leg of Palos Verdes Blvd	2	2	Essential			Vehicle Directional
35	2ViaRivieraCalleMiramar	Via Riviera	Calle Miramar	N/S legs of Calle Miramar	2	2	Essential	Beach		Vehicle Directional
36	2CalleMayorPalosVerdesBlvd	Calle Mayor	Palos Verdes Blvd	E leg of Calle Mayor	1	2	Essential	Beach		Vehicle Directional
37	2PacificCoastHighwayCalleMayor	Pacific Coast Highway	Calle Mayor	E/W legs of Pacific Coast Highway	2	2	Essential			Vehicle Directional
38	2TorranceBlvdCrenshawBlvd	Torrance Blvd	Crenshaw Blvd	W leg of Torrance Blvd; N/S legs of Crenshaw Blvd	3	2	Essential	Historic Downtown		Vehicle Directional
39	2182ndStPrairieAve	182nd St	Prairie Ave	E/W leg of 182nd St; N/S legs of Prairie Ave	4	2	Enhanced			Vehicle Directional
40	2405RampCrenshawBlvd	405 Ramp	Crenshaw Blvd	At freeway exit	1	2	Essential			Vehicle Directional
41	2182ndStCrenshawBlvd	182nd St	Crenshaw Blvd	W leg of 182nd St	1	2	Essential		Place sign to be visible from freeway exit.	Vehicle Directional
42	2PlazadelAmoCabrilloAve	Plaza del Amo	Cabrillo Ave	E/W leg Plaza del Amo; N leg Cabrillo Ave	3	2	Enhanced			Vehicle Directional
43	2PlazadelAmoWashingtonAve	Plaza del Amo / Washington Ave	Arlington Ave	E leg Plaza del Amo	1	2	Enhanced			Vehicle Directional
44	2CarsonStCrenshawBlvd	Carson St	Crenshaw Blvd	E/W legs Carson St; N/S legs Crenshaw Blvd	4	2	Enhanced	Historic Downtown		Vehicle Directional
45	2ArtesiaBlvdCrenshawBlvd	Artesia Blvd	Crenshaw Blvd	E/W legs Artesia Blvd; N/S legs Crenshaw Blvd	4	2	Enhanced			Vehicle Directional
46	3ViaRivieraCalleMiramar	Via Riviera	Calle Miramar	S leg of Calle Miramar, both sides	2	3	Enhanced	Beach		Pedestrian Directional
47	3CalleMiramarPalosVerdesBlvd	Calle Miramar	Palos Verdes Blvd	S leg of Palos Verdes Blvd, both sides	2	3	Enhanced	Beach		Pedestrian Directional
48	3TorranceBlvdEngraciaAve	Torrance Blvd	Engracia Ave	W leg of Torrance Blvd., S side.	1	3	Enhanced	Historic Downtown		Pedestrian Directional
49	3SartoriAveCabrilloAve	Sartori Ave	Cabrillo Ave	Thomas Keller Memorial Park (NW corner of intersection)	1	3	Enhanced	Historic Downtown		Pedestrian Directional
50	3SierraStMadridAve	Sierra St	Madrid Ave	Existing rail ROW between Madrid Ave. and Sierra St., either side	1	3	Enhanced	Historic Downtown	To connect future Transit Center to Historic Downtown	Pedestrian Directional
51	3TorranceBlvdMadridAve	Torrance Blvd	Madrid Ave	W leg of Torrance Blvd., both sides. E. leg of Torrance Blvd., north side.	3	3	Enhanced	Historic Downtown	To connect future Transit Center to Historic Downtown	Pedestrian Directional
52	3TorranceBlvdCravensAve	Torrance Blvd	Cravens Ave	W. leg of Torrance Blvd., both sides. S leg of Cravens Ave., either side.	3	3	Enhanced	Historic Downtown		Pedestrian Directional
53	3TorranceBlvdSartoriAve	Torrance Blvd	Sartori Ave	E leg of Torrance Blvd., both sides; W leg of Torrance Blvd., N. side; S. leg of Sartori Ave., either side.	4	3	Enhanced	Historic Downtown		Pedestrian Directional
54	3CarsonStCabrilloAve	Carson St	Cabrillo Ave	W leg Carson St., north side	1	3	Enhanced	Historic Downtown	Place for visibility by bus riders	Pedestrian Directional
55	3PlazadelAmoCabrilloAve	Plaza del Amo	Cabrillo Ave	NE corner; SW corner	2	3	Enhanced		Include bicycle signage for people biking on planned West 223 St and Cabrillo Avenue lanes.	Pedestrian Directional
56	3PlazadelAmoArlingtonAve	Plaza del Amo / Washington Avenue	Arlington Ave	NW corner Arlington Avenue / Washington Avenue; SW corner Plaza Del Amo / Arlington Avenue	2	3	Enhanced		Include bicycle signage directing people to planned bike lanes on Arlington Avenue and Plaza del Amo.	Pedestrian Directional
57	3TorranceBlvdVanNessAve	Torrance Boulevard	Van Ness Ave / Cabrillo Ave	All corners	4	3	Enhanced	Historic Downtown		Pedestrian Directional
58	4ElPradoAveSartoriAve	El Prado Ave	Sartori Ave	S leg El Prado Avenue, either side.	1	4	Essential	Historic Downtown		Pedestrian Kiosk
59	4PostAveSartoriAve	Post Ave	Sartori Ave	E leg of Post Ave, either side	1	4	Essential	Historic Downtown		Pedestrian Kiosk
60	4RailROWCrenshawBlvd	Rail ROW	Crenshaw Blvd	TBD based on future access to Transit Center	1	4	Essential	Historic Downtown		Pedestrian Kiosk
61	4ElPradoAveCravensAve	El Prado Ave	Cravens Ave	In park on W. side of Cravens Avenue	1	4	Essential	Historic Downtown		Pedestrian Kiosk
62	4ViaRivieraPaseoDeLaPlaya	Via Riviera	Paseo De La Playa	Near entrance to parking lot	1	4	Essential	Beach		Pedestrian Kiosk
63	4PaseoDeLaConchaPaseoDeLaPlaya	Paseo De La Concha	Paseo De La Playa	In Miramar Park	1	4	Essential	Beach		Pedestrian Kiosk
64	2DelAmoBlvdWesternAve	Del Amo Blvd	Western Ave	N/S legs of Western Ave	2	2	Enhanced		Wayfinding at this location may be supplemented with future placemaking signage efforts for the brewery district area.	Vehicle Directional
65	2DelAmoBlvdMapleAve	Del Amo Blvd	Maple Ave	E/W legs of Del Amo Blvd	2	2	Enhanced	Central	Wayfinding at this location may be supplemented with future placemaking signage efforts for the brewery district area.	Vehicle Directional