



Montgomery Planning Countywide Planning and Policy

Montgomery County Bikeway Branding Project

North Bethesda Wayfinding Pilot Project

System Branding Philosophy

The Montgomery County Bikeways System is a collection of all bicycle routes, both existing and proposed, that traverse Montgomery County. Most routes will be labeled simply as Bikeways, but each route will have a place-specific plan regarding means of route marking, placemaking, and wayfinding.

Those routes designated by the county as the “highest and best experience” of all Bikeways will be labeled Breezeways and will be clearly identified through specialized branding elements and signage. While many routes may carry names known to the public or in the cycling community, only the Breezeways will be formally named via the system.



Bikeway Branding Goals



- Elevate awareness of bicycling as a competitive (and irresistible) transportation choice
- **Create immediate recognition and understanding of the type of experience a user can expect from various bike facilities**
- Foster the narrative of bike infrastructure as something that invites all riders, from all backgrounds, to feel secure and welcome
- Encourage casual riders to consider a healthier, sustainable, and budget friendly transportation option for everyday use.

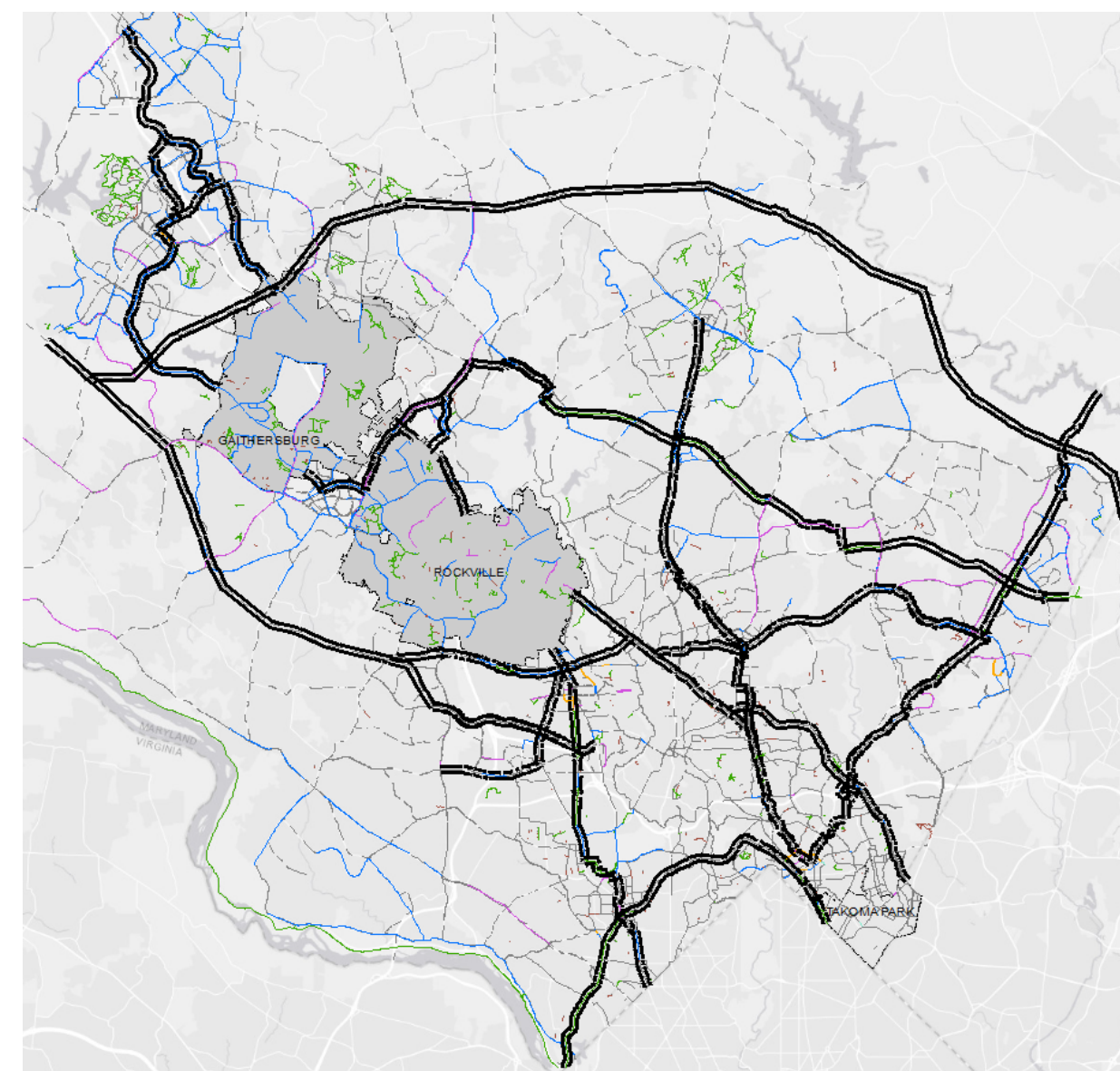
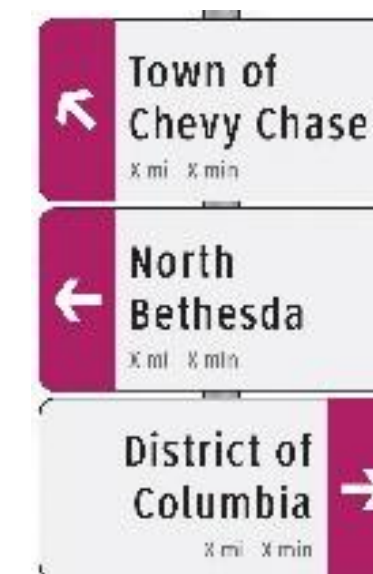
Breezeways are the arterials of the bicycle classification system

- **Best and highest design standards**
- **Separation** from motor vehicles and from pedestrians (context sensitive)
- A smooth, **high-grade** travel surface
- **Faster** design speed (compared to recreational paths and trails)
- **Minimal delay and appropriate protection** at intersections
- **Street infrastructure** that is cyclist appropriate in scale and placement
- Network specific **branding and wayfinding** signage



Breezeway Network

- A subset of the County's low-stress bicycling network providing direct and efficient **routes between major activity centers**
- Designed with bicycle **commuters and longer utilitarian trips** in mind
- Will enable cyclists of all speeds and abilities to travel along the same corridor **without compromising each other's travel speed, safety or comfort**
- Receive Cranberry branding and logo



Branded Bikeways

- Master planned bikeways that provide a **low-stress experience**
- May include portions of Breezeway network that do not meet specifications
- Receive green branding and logo



Non-Brand Bikeways

- Master planned bikeways that do not meet low-stress requirements
- Non-master planned bikeway installed by MUTCD where space is available
- Receive wayfinding but no logo or branding



Sign Family



Wayfinding Pilot Project Draft Map

Josiah Henson Breezeway along Josiah Henson Pkwy/Montrose Rd between N. Farm Ln and Towne Rd

Old Georgetown Breezeway along the west side of Towne Rd two-way separated bike lanes (SBL) between Josiah Henson Pkwy and Old Georgetown Rd

Old Georgetown Rd sidepath between Towne Rd and Grand Park Ave

Grand Park Ave/Executive Blvd sidepath and SBLs between Old Georgetown Rd and Woodglen Dr

Breezeway along Woodglen Dr/Bethesda Trolley Trail SBLs between Executive Blvd and Tuckerman Ln and bike lanes between Nicholson Ln and Executive Dr

