
City of Seattle Wayfinding Scoping Study

Final Report November 2017

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wayfinding



Purpose

The City of Seattle has a long-term ambition to create a pedestrian wayfinding system. In preparation for this, the City commissioned a small-scale scoping study to inform a brief for the procurement of specialist services. The study aimed to use high-level research and stakeholder engagement to recommend a vision, objectives and outline work plan for the full project.

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Part A Recommendations

This section contains recommendations for the scope and nature of services that may be required under a procurement exercise for a full pedestrian wayfinding project. The recommendations are derived from a rapid process of research and stakeholder engagement as described in Part B.



1.0 Introduction

1.1 Background to study

Seattle is a dynamic and rapidly changing city. The City is responding to a huge growth in residents, businesses and visitors by planning for future mobility, fostering vibrant street life and building great public spaces. While many of these projects are large and complex, apparently small things can also make a big difference. One such idea is wayfinding.

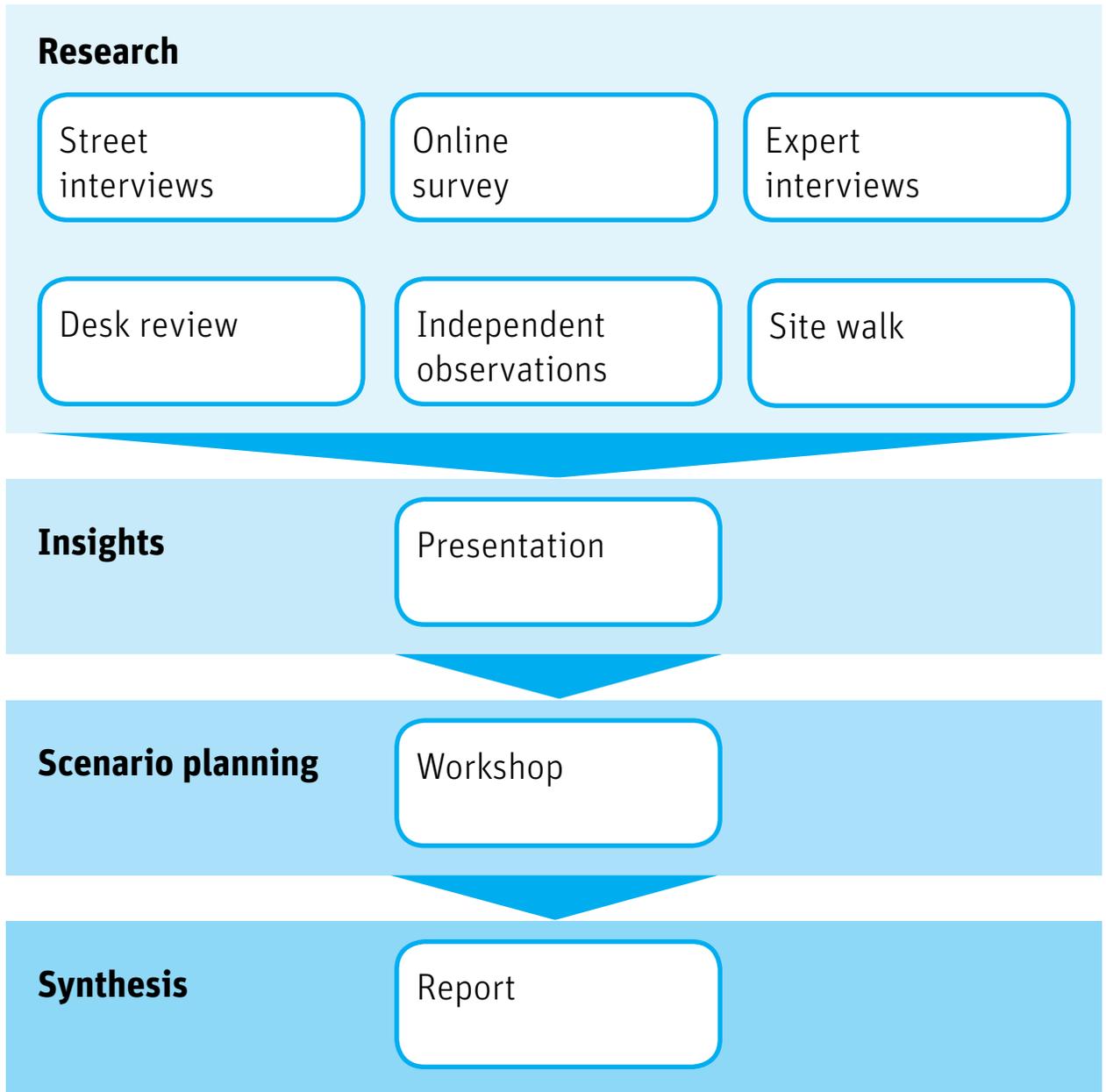
City wayfinding projects in New York, London, and Vancouver, BC have helped people to understand the human scale of these cities and so encouraged them to walk further and more often. This simple idea can support bigger aims such as reducing traffic, connecting transit trips, spreading visitor spending, and increasing active health.

The City of Seattle has a long-term ambition to create its own wayfinding system and has recently secured funding to implement this idea. However while wayfinding projects are not on the same scale as many other city investments, they touch a wide range of interests and responsibilities for how they should be planned, designed, funded, managed and maintained.

Acknowledging these interests, the City commissioned a scoping study to inform a vision, objectives and outline work plan for a city wayfinding project. The resulting recommendations will inform a subsequent full scale project that is intended to be procured in 2018.

1.2 Study process

The scoping study team undertook background research including field observations, street surveys and agency interviews which were presented as a series of insights to a group of City stakeholders. The stakeholders used this background information to discuss scenarios for improved city wayfinding. The discussions led to suggestions for a vision, objectives and work plan reported in this document.





2.0 Vision

A number of ideas were repeated by stakeholders about what a wayfinding project in Seattle could achieve. These can be combined into a simple vision statement that may help provide a focus for project development.

Seattle is a natural wonder with an eclectic community, but known across the world for its influences on popular culture, and especially music. It is also inextricably linked to global business including Boeing, Starbucks, and Amazon. The Space Needle and Pike Place Market are popular attractions and enduring landmarks. All these parts of Seattle's identity are contained within its characterful neighborhoods.

In as much as a wayfinding project must ultimately, help people navigate effectively, it is clear that in Seattle it must also tell the story of a city of communities. The way in which this story is told, must motivate exploration, it must be available in the increasingly personal ways we access information, and must encourage us to walk when we can.

The stakeholders were asked to provide a sentence describing the effect of a wayfinding project on visitor experience in five years. A combination of their words may be as follows:

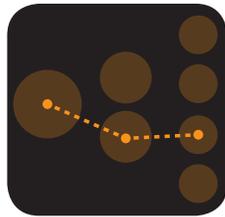
I am provided with the information I need, when I need it, to inspire me to explore Seattle and to help me choose the best way to travel in the city.

3.0 Objectives

The research and stakeholder discussions can be distilled to provide five themes for detailed project objectives. These cover the way in which wayfinding should work for the user and how it should be managed by agencies.



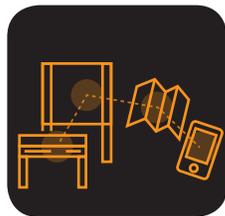
1. Cognition - Help build people’s mental maps by communicating the character of neighborhoods, explaining the effects of topography and the shoreline, orientating people arriving by different modes, and supporting other efforts to provide interpretative information.



2. Mobility - Support the value of walking as a connector and a pleasure by promoting walkable corridors, explaining ‘secret’ hill climbs, encouraging longer walks beyond perceived barriers, and showing connections to other transportation, especially transit.



3. Behavior - Help people make better transport choices and give them the confidence to find new places by making interchange between transportation services easier to understand, providing consistent information predictably, using a simple system of codes for routes and places, prioritizing visual information to reduce language or cognitive barriers, and helping people feel safe.



4. Systems - Build trust by providing consistent information across modes of transportation and media by planning for progressive disclosure, and by producing core assets including terminology, pictograms, diagrams and maps that can be shared. Also, ensure wayfinding doesn’t automatically mean adding signs by prioritizing urban design treatments and environmental graphics where possible.



5. Governance - Establish the accountabilities and partnerships necessary to implement and maintain a system of information that spans jurisdictions in the interest of putting user needs first. Develop shared designs, resources and information assets, common criteria, regional guidance, and management capacity to ensure consistency and efficiency.

4.0 Principles

Planning and designing wayfinding systems requires applying the cognitive science of navigation to the physical characteristics and needs of a city, building or place.

The science behind wayfinding has produced some reliable core design principles. These include creating or using unique spatial identities and landmarks, prioritizing a network of simple paths, providing survey views and sightlines, and spreading information load along the journey. All competent wayfinding companies should be experts in applying the core principles.

The research and stakeholder discussion also adds a number of other principles that provide references relevant to the planning and design of a wayfinding project for Seattle.

A synthesis of the stakeholder discussion provides the following suggested principles:

This is Seattle

A system that is recognizable City-wide but embraces the distinctiveness of different neighborhoods

Comfortably lost

Information designed to support exploration beyond the traditional attractions and into the unique neighborhoods of Seattle.

Connected

Integrating walking as a connecting mode to other forms of transportation, raising awareness and empowering people to drive less and walk more.

Coordinated

A systematic approach to information management and modular design that can span different agency needs and media using creative partnerships and agreements across public and private sectors.

Visual clutter

A map-based and graphical system that enables a significant reduction in street furniture through efficient information design.

Universal design

A system that provides access to the information without special adaptations.

5.0 Scope of work

5.1 Definitions

The research and discussions helped to provide recommendations that could define the scope of the wayfinding project in the following areas:

5.1.1 Audience

The audience for the system is anyone unfamiliar with all or part of Seattle, whether a long-time resident visiting a new part of the city, a new resident to Seattle, or a tourist.

5.1.2 Geographic boundaries

The geographic boundaries of the system are regional in respect of core elements that achieve coordination while recognizing community diversity. They are however defined by the One Center City area in respect of priority focus for initial project implementation.

5.1.3 Modal priorities

The project is primarily concerned with pedestrian wayfinding. This necessarily includes the interfaces between walking with other modes including public transit, mobility services, vehicle parking and cycling.

5.1.4 Cooperation

The solution must consider how walking in the city extends through private buildings to climb hills and access the waterfront. The solution must also consider public-private partnerships, and coordination with systems belonging to partner transit agencies.

5.1.5 Governance

A strategy is required for managing the implementation and maintaining the integrity of the wayfinding system across the jurisdictional responsibilities that it impacts.

5.1.6 Information system

The information system is expected to be at least digital-ready, but should not be based on the necessity to purchase a proprietary digital product or service.

5.1.7 Evaluated Pilot

It is essential that solutions are tested with the public to inform design development and allow the city to make evidence-based decisions about wider implementation. Two pilot projects are assumed; one downtown and one in a suburban community.

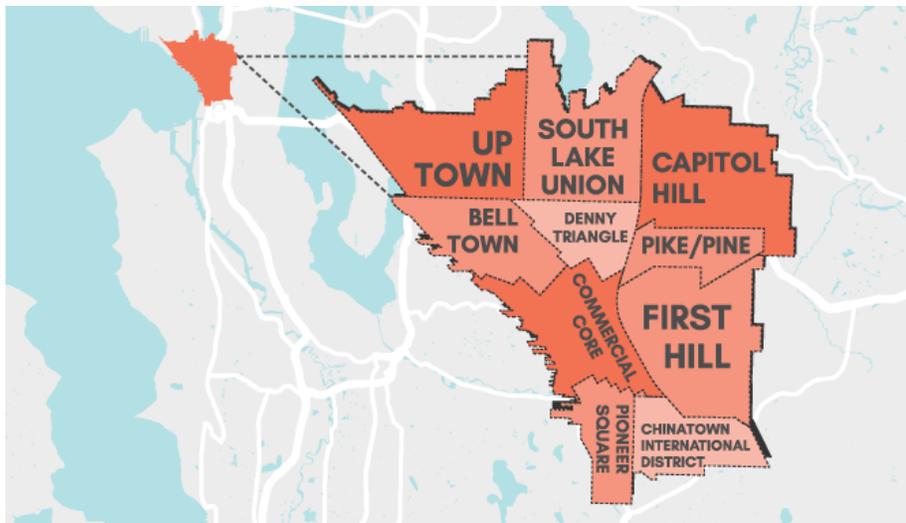
5.1.8 Funding model

Viable options for public-private funding must be provided including but not limited to capital cost-sharing for street furniture, operational sponsorship for digital system maintenance, and developer contributions.

5.1.9 Approvals

The design of the system may be subject to review by various boards and commissions.

The One Center City area would be the natural focus for initial implementation



5.2 Tasks

Please refer to the RFQ for a detailed description of tasks.

6.0 Work plan

A work plan will be required from the proponents that responds to city milestones. It is our assumption that while considerable effort will be needed to tackle governance and de-cluttering issues, rewards in terms of public and political support will come from pressing on towards pilot implementation and implementation plan. For this reason we have suggested two pilot projects be an aim of the project within the first 10-12 months.

Evaluation of the prototypes, which we assume may include both downtown and neighborhood communities, would refine designs and allow creation of standards. The remaining of the 18 month program would be focused on documentation, governance and implementation planning to ensure a robust plan for funding and long-term maintenance.

Example work plan

Month	2	4	6	8	10	12	14	16	18
Research, Consultation Plan, Movement Plan	◇								
Design Development, Map System Strategy		◇	◇						
Funding Options, System Governance				◇					
Pilot Project (Specification)									
Pilot Project (Procure and implement)							◇		
User Evaluation								◇	
Design Standards								◇	
Asset Management and Implementation Plan						◇	◇		
Project completion									

Note: ◇ Denotes critical stakeholder or public consultation.

Part B Bid Resources

This section describes the research work that informed the summaries in Part A. The information presented may form a common resource for the proponents in a subsequent procurement action.

7.0 Field research

7.1 Spatial legibility

The downtown core of Seattle is defined by its topography and shoreline. The shoreline of Seattle combined with its hills, allows views of open water and mountains across the Puget Sound. The views between buildings can be stunning, but the deep curve of Elliot Bay means the Sound is not reliable as a landmark for orientation.

Under understanding of a city is often structured around our awareness of landmarks such as buildings and natural features. However there is also a more subtle code given by the human-scale character of places we often call neighborhoods.

Neighborhoods - Seattle like most cities, has grown to consume surround settlements. The rapid expansion and later organization of wards and community clubs created the city’s districts and neighborhoods.

Some neighborhoods have a strong ethnic identity such as Chinatown and Little Saigon, while others have evolved a more complex character such as the once Roman Catholic, then gay, now hip /counter-cultural communities of Capitol Hill. Established residents of Seattle seem to identify strongly with their home neighborhood.

Other neighborhoods are identified more closely with their attractiveness as destinations. A good example is the elegant and historic Pioneer Square. This neighborhood is associated with destinations like Occidental Park, the Art Museum and well-known landmarks including the totem pole and iron pergola. Other destination neighborhoods are more transient in nature such as the are of the Seahawks and Mariners homefields that combine with the transit termini to create an sporadic event hub.

Pike Place Public Market is a landmark but so famous it has come to define an area between Pike and Pine Streets, and 1st and 3rd Avenues. It is also adjacent to the less easily defined, Waterfront district which offers recreational attractions, ferry terminals and access to quite shoreline green space.

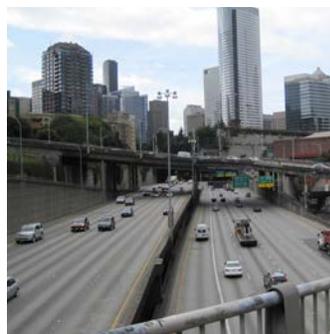
The distractingly named Seattle Center is a few blocks north of the retail and civic center of the modern city, but importantly is the home of Seattle’s most famous landmark, the Space Needle. Seattle Center is also home to several popular visitor attractions created for the 1962 Century 21 Exposition.

Spatial structure - While Seattle’s neighborhoods often provide a rich and recognizable identity from within, at the City-level, they feel spread out with undefined interstitial areas, and little confirmation that you have arrived. The character of boundary areas is noticeably weak where streets meet the freeway corridors. This creates doubt, partly because boundaries are historically ill-defined, but also because of the variability of your experiences depending on your mode of arrival.

Freeways penetrate the city meaning drivers can arrive directly into the action with no sense of transition. Alighting at Union might intuitively bring you downtown, but in fact you need Westlake which is not within sight of orientating landmarks. Many bus trips arrive on 3rd Ave which is frequently cited for its pan-handling and (fear of) street crime. In fact, it could be argued that the most impactful and orientating sense of arrival in Seattle is by ferry.

Factors affecting spatial legibility in Seattle include:

- Steep topography
- Disorientating shoreline
- Strong neighborhoods
- Weak boundary areas
- Inconsistent sense of arrival



7.2 Linear legibility

A majority of journeys are made by private vehicle and the street network reflects the geography and topography of the area including several bridges, arterial routes and traffic-managed streets. The resulting street network is complex and while traffic signage is not within the scope of the wayfinding project, the documented challenges of driving as a visitor¹ must have an impact on where, when, and in what state of mind, people arrive.

The transit options in Seattle are heavily focused on radial travel into the city center serving the main density of employment. Two operators serve the city; King County Metro, operating local and high frequency RapidRide buses, as well as two streetcar lines. Sound Transit operates Sounder heavy rail services, Link light rail services, as well as regional express buses. In addition, there are a range of intermediate, last-mile and private services including TNCs.

As with most transit, regular use will lead to rapid familiarity with the general system of payment and modes although with a narrower knowledge of specific services. Less familiar transit users will therefore rely heavily on accessing information on line, in print or at facilities.

Generally, information within the transit system is good, however it can be more difficult to locate stations within buildings, to understand how to make transfers between services, and how to continue journeys outside of the transit facility. This is particularly the case when emerging from an underground service where disorientation can be more pronounced.

Cycling in the city is increasing and infrastructure is being developed to provide separated lanes and shared paths. Alongside some standout achievements such as the Burke-Gilman Trail, there are many gaps, difficult intersections, as well as some steep gradients to overcome. Wayfinding for cyclists requires a particular approach acknowledging that riding can be both as fast as city traffic and almost as flexible as walking.

There are few obviously dominant walking routes in Seattle. Amongst them, Pike and Pine Streets form an important east-west retail corridor connecting 5th Avenue to Pike Place Market. Yesler Way and Olive Way create strategically important links as they form diagonals that cut across the street grid. North to South movement is less easy to identify. Observation suggests 1st and 2nd Streets are busier between Pine and Pioneer Square, while 4th and 5th Streets are busier nearer to between Pike at Olive. 3rd Avenue has a different status, feeling more like an extended street-level transit interchange.

As noted above (see 7.1) it is not easy to identify when you have entered a neighbourhood. There are few gateways, public spaces or neighborhood identities to break a journey into memorable stepping stones. As a result a walk on a undistinguished street can seem longer than it might actually be and there is less encouragement to explore.

Finally, the natural flow of walking is often interrupted by awkward street crossings, rail alignments and at present, a huge amount of development. While some of these issues are temporary, others such as rail and road crossings can be frustrating if the destination is visible but the desire line to it is unclear, obstructed or inconvenient.

Linear wayfinding in Seattle requires prior knowledge of:

- Traffic management
- Transit interchange
- Cycling network
- Walkable routes and places



1. J.D. Power 2016 Destination Experience Satisfaction Study noted that Seattle scored poorly for traffic congestion and those surveyed thought signage on the roads and in the city could be improved.

7.3 Street Information

There is very little wayfinding information exists outside of the downtown core of Seattle. Within the core however, there are several discrete systems that compete with regulatory and commercial signage for attention. The visual clutter this creates distracts the viewer from the message of any one sign.

Dedicated systems for walking include two main systems, neither of which seem to actively managed. These are:

- The multi-color City project of finger posts and maps, and
- The dark blue Downtown Seattle Association (DSA) system of pole mounted map kiosk type signs.

The core element of the City system are colour coded finger posts. While brightly coloured, the slender posts can get lost against the background of the city. The colour coding relates to districts shown on a small number of map signs. Where maps are used they are heavily simplified to the point that they offer little more than street names. It is unclear how the sign locations or content was determined for this system.

The DSA system is based on map based kiosk signs. The maps are small scale and so not ideal for walking. Map insets also include some rather mysterious illustrations referencing areas or landmarks. Text include directions and legends for a mix of mainly civic destinations and districts. Distances are described in city blocks or by the critical street at which to turn. This rather idiosyncratic approach could be confusing to foreign visitors especially.

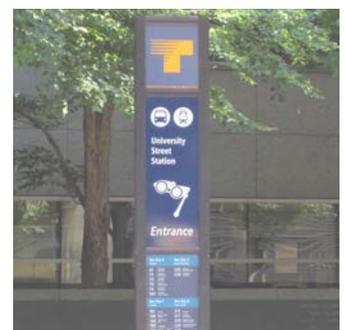
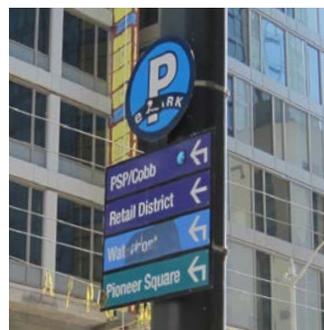
Other smaller systems exist at Pioneer Square and Seattle Centre. These systems are characterized by promotional and interpretative content that represents a significant investment in an asset that is essentially introspective and unconnected to other parts of the city.

There are also wayfinding signs for cycling and parking. Cycling wayfinding picks out a selection of areas and attractions, while the City parking directions use the same color coding as the walking signs but directs to parking lots. via traffic managed streets. This could easily lead a walker astray.

Transit stations and stops also offer a source of street information. Naturally there is focus on schedule information, but King County also displays the SDOT transit map. This map shows streets and destinations, but addition of service route makes the information extremely dense and hard to use.

Sound Transit provide information and help at stations. These stations are marked by a variety of system identifier products that include the Sound Transit ‘T’. The range of ways in which the T is displayed detracts somewhat from the clarity of its meaning.

- A legacy of street information systems fight for attention in the downtown area.
- The walker is not able to expect any consistency between systems and may turn to information intended for other purposes.



7.3 Street Information (Cont'd)

There has been a considerable investment in signage in Seattle but it has happened sporadically, and with inconsistent expansion or maintenance.

Some of the consequences of this accumulation of different signage systems include; inconsistencies in the terminology or coding of adjacent signs, gaps in the continuity of sign content, and inaccurate or outdated information.

In other instances the placement of information has suffered from a lack of care or planning leading to situations where multiple signs are placed in mismatched stacks or where information obstructs or hides other signs.

Any new system will need to consider how to replace, reduce or prioritize existing information to clarify the visual environment and simplify the signage inventory.

- Well-meaning additions without clear planning or management creates an accumulation of inconsistent, inaccurate and confusing information.



Vehicular signs looks like pedestrian signs but direct differently



Hidden signage



Inconsistencies in adjacent signs can create doubt and confusion



Important inaccuracy in posted information

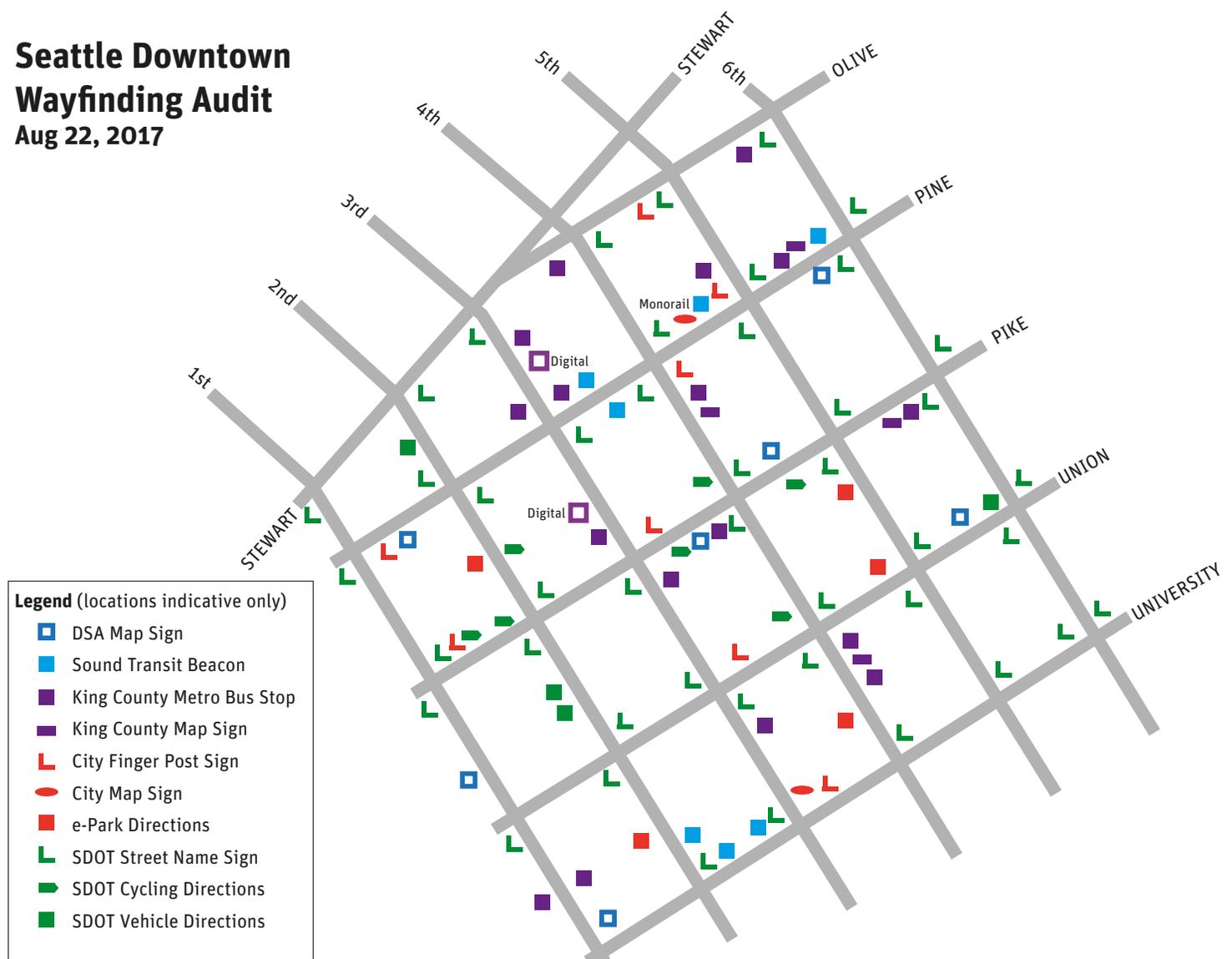
7.4 Street Information

A sample audit of existing information intended for wayfinding in some form was undertaken as part of the research. The area audited was bounded by 1st and 6th Street and by Stewart/ Olive Way and University.

The audit revealed at least six different agencies responsible for over 100 signs, excluding regulatory signs and commercial signs, within the twenty block area.

Note: the audit does not indicate the location of all individual bus stops but shows areas where several bus stops may be found.

**Seattle Downtown
Wayfinding Audit
Aug 22, 2017**



7.5 Insights

The field work and surveys produced five insights that were used to focus discussion amongst stakeholders in a facilitated workshop.

The insights provide themes for objectives or principles that shape the overall direction and intent of the project, and to create some phrases that capture discussions.

Insight #1 This is Seattle

Arriving in Seattle should be obvious, but various factors reduce this depending on how and where you arrive.

While the neighborhoods mean a lot to residents the relevance of this to visitors is weakened by indistinct boundaries and some confusion with their relationship to the city itself. The three main visitor nodes - Pike Place/Waterfront, Pioneer Square and Seattle Center are certainly walkable but it is not obvious how or why you would walk between them.

A system that builds on the core ideas of the One Center City plan would place priority on welcoming people from around the world to Seattle first before explaining the rich tapestry of places, neighborhoods and communities that exist within it.

A means for individual neighborhoods to promote themselves in the context of the whole city may have mutual benefits in increasing visitor length of stay and multiple center visits. Achieving this balance would support Visit Seattle priorities.

Insight #2 Comfortably lost

Increasing length of stay and spreading economic benefits of visitor spending across the city requires the confidence to make the journey as well as knowledge of the opportunities. Encouraging people to make longer journeys on foot, increases their exposure to businesses and other areas of interest along the way.

For residents, especially those who are relatively new to the city, walking is an ideal way to build mental maps and get a sense of place, find local facilities, new favourite places, and to integrate into communities. Of course, walking has multiple benefits and is a critical component of many different plans from health to public safety.

A wayfinding project that is always within reach, allows confident exploration, and nudges people with local knowledge. It is important that city wayfinding systems strike the correct balance between providing an efficient network and letting people find the city for themselves.



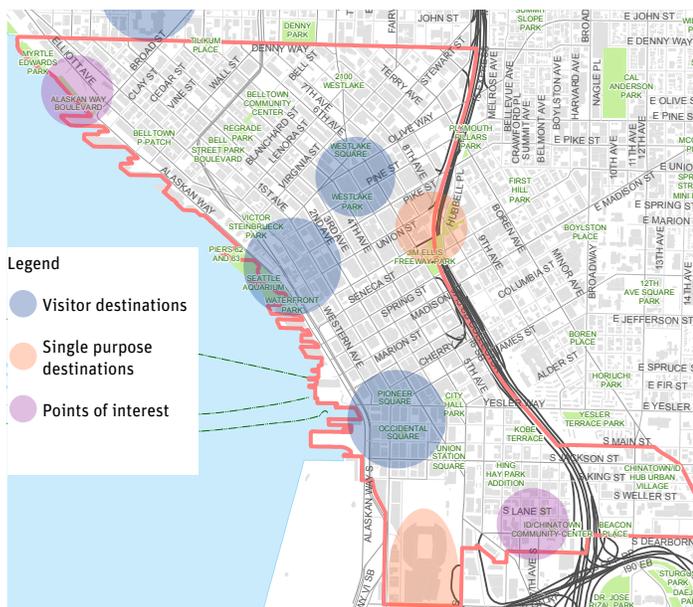
Insight #3 Connected

The City has concentrated areas of attraction that reflect historic development, zoning and the natural congregation of similar uses. Some of these offer multiple attractions such as Pioneer Square, Pike Place Market, the Waterfront and Seattle Center. Others are more specific destinations such as the stadia and events area at International District.

Other areas offer appeal to some but seem off the normal tourist route. Chinatown and Little Saigon are very much community areas but with a range of authentic stores and restaurants that could draw more visitors.

The city also has many quiet corners that feel like secrets. Myrtle Edwards Park offers green space and walks by the water but feels hard to find. Capitol Hill is a hip neighborhood north-east of downtown that offers a real view of Seattle counter-culturalism, but is separated by a freeway crossing.

Connecting these together requires a way to overcome the less characterful areas in-between whether by confident walking or using transit. A system of wayfinding could span these gaps to provide a seamless idea of the city.

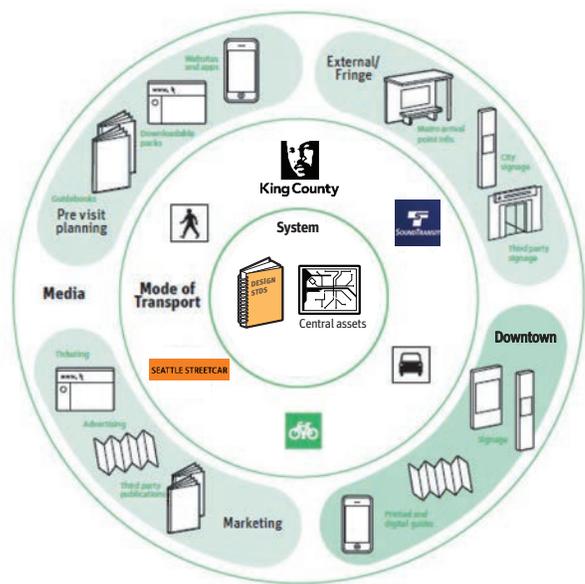


Insight #4 Coordinated

The history of wayfinding in the city is one of individual initiatives layered one upon the other. To meet the aims of a multi-modal, and increasingly varied future for mobility, someone has to take the lead in communicating options coherently to the user, whether resident or visitor.

The stakeholders who take pride in their neighborhoods, businesses and services have a natural focus on their own needs, but this can be counterproductive to the overall aims of a competitive and liveable city.

Advances in technology allow the concept of a system of standards and central assets. This could reduce the multiple investments in separate systems without requiring absolute uniformity, and also provide a seamless and accessible system to all users.



Insight #5 One in, five out

The immediate impression for anyone looking at street furniture in the city is a huge amount of signs and poles. While regulatory standards often call for multiple plates rather than combined information, much of what is there could potentially be removed or better located under a thoughtful and collaborative project aimed at improving the streetscape.

Irrespective of the quality of design, it may be difficult to convince people that adding to this cacophony of existing information is a good use of resources. A wayfinding policy that actively reduces signage could win popular approval and create conditions for other public realm improvements.



8.0 On-Street Interviews

A series of street intercept interviews were conducted amongst 38 randomly selected members of the public during August 2017. The aim of the interviews was to ask people about their perception of city legibility as well as the availability and quality of wayfinding information.

As part of the interviews, people were invited to describe a simple journey and to draw maps. These helped uncover common wayfinding styles and how these work in the setting of Seattle. While this is a small sample, the answers provide interesting anecdotal information that should be explored further in subsequent project development.

The directions and mental map exercises reveal that the orientation and location of downtown relative to Elliot Bay is off-axis in the minds of many people. Self-location also seemed to something people lost track of as each interviewee had to check before giving simple directions.

The street grid is dramatically angled relative to the cardinal axis but directions tend to refer to 'Go North' or 'Turn East'. Others directions refer to 'Up' and 'Down' in the context of the city's hilly downtown topography. Paradoxically, the reference relates to the downward gradient to the shoreline, although no maps showed water.

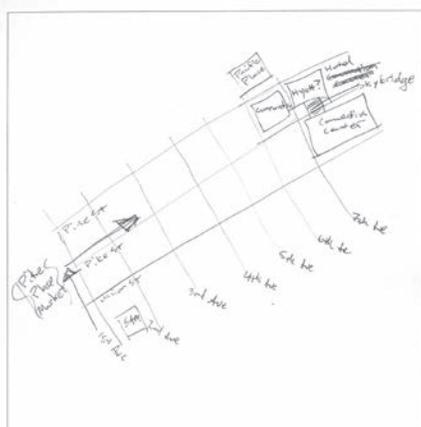
Where an edge to the city is indicated, it is Pike Place Market that is the dominant feature to the south-east. Ironically, Pike Place Market is also cited as one of the main places that people get asked directions to by visitors.

Streets are named and avenues numbered. The numbered avenues are referenced frequently as an easily memorable metric for distance. Pike and Pine Streets also feature in maps and directions suggesting the understanding of this corridor as a place as well as a pair of parallel links.

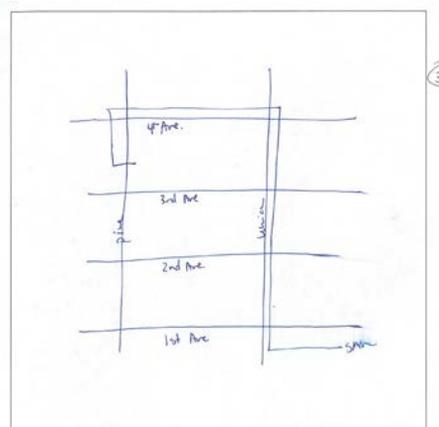
Thirty-eight street surveys were conducted.

- Respondents were asked about wayfinding and their mental map of the city.
- Responses reveal:
- Use of topography in directions.
- Cardinal directions were also used, but few maps are north up.
- The Market rather than the waterfront is the main edge.
- A strong reliance on the numbered avenues as the most memorable structure.

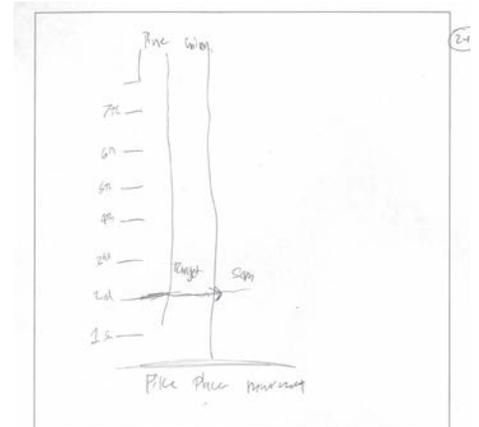
“When asked for directions, everyone needed to look up at the street signs to see where they were currently located.”



Only one mental map showed the street grid oriented to true north



This map appears to avoid walking along 3rd Avenue which has social and crime issues



The numbered avenues provide a reliable structure in many maps

10.0 Expert Interviews

Nine interviews were conducted with agencies that has existing wayfinding projects or interests in the provision or management of information for public use. Interviews were conducted by telephone and typically lasted 45 minutes to one hour.

The discussions revealed a number of themes that are relevant to developing a coordinated pedestrian wayfinding project in the city, as follows:

Key players

There was general agreement that Seattle Department of Transportation (SDOT) should be the lead agency to own the project. They are critical agent for downtown wayfinding having jurisdictional responsibility for highway management.

Beyond SDOT, the leading partner interests were identified as the Downtown Seattle Association (DSA), Sound Transit and King County Metro, as well as those agencies promoting the city to visitors.

Target audience

Interviews suggests the project should help anyone visiting downtown, not just tourists. Note: anecdotal information mentioned by a few interviewees is that 50% of downtown pedestrians are from outside of King County.

Priorities for a new system

- 1) New wayfinding needs to be simple, clean, consistent, and maintained.
- 2) Should prioritize the major destinations and the transportation to connect them.
- 3) Wayfinding is an opportunity to promote the city brand.
- 4) People will stay longer if they're made to feel comfortable. Knowing where you are and where to go next helps make people comfortable.
- 5) Pull visitors north and south within downtown and connect them to destinations and the transportation system.
- 6) Convey distances by time and the walkability of downtown.

Resourcing and management

- 1) Agency Staffing: The coordinating and development of a pedestrian wayfinding program would best be accomplished through the appointment of a dedicated staff person within SDOT.
- 2) Wayfinding Steering Committee: Develop a steering committee of key partners and agency staff to assist with and provide feedback during the creation of the wayfinding program. Stakeholders from tourism service providers, visitor destinations (Pike Place Market, Seattle Center, Convention

Center, etc.), transit agencies, business associations, large employers and hoteliers should be included on the committee. In addition, representation from internal agency staff from each division should be included to ensure coordination and consistency in determining the program's elements. This committee will be tasked with project execution, design criteria development, system development, prototype selection, high-level funding, and stewardship of the project to ensure long-term execution, quality assurance, and quality control.

3) Finance Sub-Committee: A sub committee of stakeholders and SDOT staff should be formed and tasked with identifying on-going stable funding to support the agency's Pedestrian Wayfinding Program needs, including: staffing, GIS, design,, street furniture, maintenance, compliance, growth, and other on-going needs as the program develops and expands.

Biggest concerns

- 1) That the project will not progress past a pilot phase or won't be resourced with enough staff to keep it maintained and up-to-date. Strong desire to see follow-through.
- 2) Challenge with integrating signage with closures, construction, and events in real-time. Static maps are good, but they can be outdated quickly. Sense that frequent visitors to downtown are looking for me real-time information.
- 3) How to keep pace with cell phone technology and provide downloadable information? How to integrate with current assets and new technology from cell phone providers?

Other reoccurring themes

- 1) Heads up orientation [of street maps] is being used more often; experience is that it works better to help people use maps and navigate complex spaces.
- 2) Desire to think about using three-dimensional space for wayfinding (signs, information on ground (street names), information above).
- 3) To make a system accessible, it needs to be simple and consistent.

Delivering a project beyond a pilot needs:

- Directed partnership effort to coordinate and maintain what is designed
- Ongoing staff and financial resources
- A simple, clean and technologically flexible system that makes any visitor feel comfortable

11.0 Stakeholder Workshop

A meeting of City staff and stakeholders was held on September 11th to review the research and surveys collected by the consultant team. From this background information the attendees were asked to discuss a vision, objectives and principles for a pedestrian wayfinding project in Seattle.

The workshop was facilitated and used participatory activities to explore, gather together and refine ideas in smaller groups and with the wider group. Comments and ideas were recorded for use in the recommendations above, and are included in the appendices.



Appendices

These appendices provide the background information from the surveys.

I. On-Street Interviews: Summary

#	Location	Why are you in Seattle today?	How did you travel here?	Where did you travel from?	How long did your journey take?	Did you use any information to help you with your journey?	Can you name any landmarks that you passed?
1	SAM	Work	Bike	Fremont	31-60min	Street signs, road signs	Fremont Bridge, Space Needle, Benaroya Hall
2	SAM	Other	Transit- Bus	Ballard	31-60min	Phone app	Aurora Bridge, Space Needle
3	Westlake Station	Tourism	-	Airport	-	-	-
4	Westlake Station	Tourism	Transit- Mon-orail	Travelodge near Space Needle	1-5min	Computer	Space Needle
5	Westlake Station	Other	Transit-Bus	Green Lake	16-30min	Computer	Aurora Bridge
6	Westlake Station	Work	Transit-Bus	Woodinville	31-60min	None	Westlake Center, Monorail
7	Westlake Station	Tourism	Transit-Mon-orail	Travelodge near Space Needle	1-5min	Asked directions	Space Needle, New Amazon Building, Nordstrom
8	Westlake Station	Event-Terracotta Warriors	Transit-Ferry	Poulsbo	16-30min	None	SAM, Pike Place, Viaduct
9	Westlake Station	Appointment	Transit-Bus	Rainier Beach	16-30min	None	Macy's
10	Westlake Station	Shopping	Walk	Capitol Hill	6-15min	None	big sky scrapers
11	Westlake Station	Tourism	Own Car	Maple Valley	31-60min	Phone app	Space Needle, Chihuly Museum
12	Westlake Station	Tourism	Transit-Water Taxi	Vashon	16-30min	Print map, asked for directions	University steps, light rail station
13	SAM	Tourism	Other-Hotel Shuttle	Hyatt near Space Needle	6-15min	Phone app	Pike Place
14	SAM	Work	Emerald City Trolley	Sodo	16-30min	None	Stadiums, Filsons
15	SAM	Event-Kusama Exhibit	Bike	U District	16-30min	None	University Bridge, MoHI, Bell St
16	SAM	Event-Kusama Exhibit	Transit-Bus	Crown Hill/ Ballard	31-60min	Phone app	Fremont Bridge, Mercer St, Amazon Domes
17	SAM	Tourism	Own Car	Industrial District	16-30min	Phone app, print map, travel guides	Seahawks stadium, klondike gold rush, pioneer square
18	SAM	Other	Lyft	Madison Park	16-30min	None	No
19	SAM	Event-Kusama Exhibit	Own Car	Olympia	60+ min	Phone app, street sign	No

I. On-Street Interviews: Summary (cont'd)

#	Location	Why are you in Seattle today?	How did you travel here?	Where did you travel from?	How long did your journey take?	Did you use any information to help you with your journey?	Can you name any landmarks that you passed?
20	SAM	Work	Bike	Capitol Hill	6-15min	None	No
21	SAM	Live in City	Walk	Capitol Hill	31-60min	None	Convention Center, Benaroya Hall
22	WCC	Work	Transit-Bus	Wedgwood	16-30min	None	Safeco Building, Space Needle
23	WCC	Live in City, Work	Walk	Pike Place	1-5min	None	Pike Place
24	WCC	Other	Walk	Capitol Hill	60+ min	None	Pillars in park, Cal Anderson, Jimmy Hendrix statue
25	WCC	-	Lyft	Airport	-	-	-
26	WCC	Work	Carpool	Renton	6-15min	None	No
27	WCC	Event-PAX	Transit-Bus	Bellevue	31-60min	Phone app	Office buildings, key arena, bridge
28	WCC	Work	Transit-Bus	Eastlake	6-15min	Phone app	Freeway
29	WCC	Work-Event-PAX	Own Car	Olympia	60+ min	Phone app	No
30	WCC	Tourism	Own Car	-	-	-	-
31	WCC	Event-PAX	Uber	Tukwila	16-30min	None	Stadiums, Boeing
32	WCC	Work	Transit-Bus	U District	6-15min	Phone app	Space Needle, I5
33	WCC	Event-PAX	Own Car	Bellevue	16-30min	Phone app	No
34	WCC	Work	Own Car	Mill Creek	60+ min	None	No
35	WCC	Work	Own Car	Bellevue	16-30min	None	Convention Center
36	WCC	Work	Bike	Mayfair Hotel (Downtown)	1-5min	Phone app, None	Ferris Wheel, Pioneer Square, Space Needle
37	SAM	Live in City	Walk	Queen Anne	16-30min	None	Space Needle, Pike Place
38	SAM	Work	Bike	Fremont	16-30min	None	Fremont Bridge, Space Needle, Monorail

I. On-Street Interviews: Summary (cont'd)

#	Information used in an unfamiliar place	Dir?	Directions to _____	What is the quickest way to get to ___ from here?	What should I look out for so I don't get lost?	How far away is that?	Can you name any landmarks that you passed?
1	Phone app, street sign	Y	Westlake Station	Walk up to 3rd ave, make a L, then continue to Pine. Make a R at Pine, you will see transit tunnel entry	3rd Ave is a bus corridor	10 minutes	Fremont Bridge, Space Needle, Benaroya Hall
2	Phone app, computer	Y	Convention Center	Go North to Pike/Pine, take a R, keep walking. Hard to miss.	Pacific Place, Game Works, Hyatt, Giant Glass Bridge	.5miles	Aurora Bridge, Space Needle
3	-	-	-	-	-	-	-
4	Computer	No	-	-	-	-	Space Needle
5	Phone app, ask directions	D/K	-	-	-	-	Aurora Bridge
6	Phone app, computer	Y	Convention Center	Straight up Pike take L get there	Giant glass dome	4 blocks	Westlake Center, Monorail
7	Phone app, computer	Y	SAM	Down Pine to 2nd Ave take L	Look for big hammer guy	15 minutes	Space Needle, New Amazon Building, Nordstrom
8	Phone app, computer, ask for directions	Y	SAM	Walk down make a L	Go over a block, straight shot	20 minutes	SAM, Pike Place, Viaduct
9	Phone app	Y	Convention Center	Continue to walk on all the way down, will be on the R	Should be a sign, if pass 7th or 8th gone too far	3-4 blocks	Macy's
10	Phone app	DK	Convention Center	Up 5th L on Olive until underpass	DK	.5miles	big sky scrapers
11	Computer, pamphlet from visitor center, ask for directions	No	-	-	-	-	Space Needle, Chihuly Museum
12	print map, ask for directions	DK	SAM	go down towards the water, turn south to 1st st	just walk down 1st, will see a long line of people waiting	15min	University steps, light rail station
13	Phone app, ask for directions	No	-	-	-	-	Pike Place
14	Computer	Y	Westlake Station	R up to 2nd go in tunnel take lightrail to westlake center	go in tunnel, can't miss it	10min	Stadiums, Filsons
15	Phone app, computer, print map, ask for directions	Y	Westlake Station	Up 1st to Pine St	-	DK	University Bridge, MoHI, Bell St
16	Phone app	Y	Convention Center	Pine to 8th	bus only lanes	10blocks	Fremont Bridge, Mercer St, Amazon Domes
17	Phone app, computer, print map, ask for directions, street sign	No	-	-	-	-	Seahawks stadium, klondike gold rush, pioneer square
18	Computer	Y	Westlake Station	Up to the L 6th or 7th	look for 6th or 7th	.3miles	No
19	Phone app	No	-	-	-	-	No

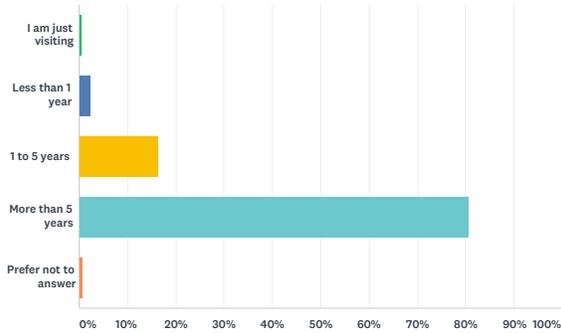
I. On-Street Interviews: Summary (cont'd)

#	Information used in an unfamiliar place	Dir?	Directions to _____	What is the quickest way to get to ___ from here?	What should I look out for so I don't get lost?	How far away is that?	Can you name any landmarks that you passed?
20	Phone app, road sign, street sign	Y	Westlake Station	1st to Pine pine to westlake	Street sign, station sign, pike place market	<10 minutes	Fremont Bridge, Space Needle, Benaroya Hall
21	Phone app, print map, street sign	Y	Westlake Station	walk N on 1st turn R on Pine walk less than a block to light rail station opening, you'll see signs	You'll pass the market entrance by one block and turn right	10-15 minutes	Aurora Bridge, Space Needle
22	Phone app, street sign	Y	Westlake Station	Straight down to 5th, go over one	5th ave street sign	3 blocks	-
23	Phone app	Y	SAM	West to 1st ave then S one block	straight shot, there is construction on 2nd	.5miles	Space Needle
24	Phone app, ask for directions	Y	SAM	Down to 2nd on Union go L one or two blocks	Stick to this street until you hit 2nd	4-5 blocks	Aurora Bridge
25	-	-	-	-	-	-	Westlake Center, Monorail
26	Phone app	Y	Westlake Station	Over one block, go down 3	Nordstrom, Nordstrom rack is westlake center	5minutes	Space Needle, New Amazon Building, Nordstrom
27	Phone app, ask for directions	No	-	-	-	-	SAM, Pike Place, Viaduct
28	Phone app, computer, ask for directions	DK	-	-	-	-	Macy's
29	Phone app, street sign	DK	-	-	-	-	big sky scrapers
30	-	-	-	-	-	-	Space Needle, Chihuly Museum
31	Phone app	DK	-	-	-	-	University steps, light rail station
32	Phone app	-	-	-	-	-	Pike Place
33	Phone app	No	-	-	-	-	Stadiums, Filsons
34	Phone app	Y	SAM	7th over to Union straight to 2nd	stay off 5th, 2nd has construction, 3rd avoid	.25miles 7blocks	University Bridge, MoHI, Bell St
35	Phone app	Y	Westlake Station	Over to Pine on the R	-	10min	Fremont Bridge, Mercer St, Amazon Domes
36	Phone app	Y	SAM	1st Ave go up to Pine take a L	keep going to the water	10-15min	Seahawks stadium, klondike gold rush, pioneer square
37	Phone app, road sign, street sign	Y	Westlake Station	Seattle Art Museum travel east on Union to 4th, turn left on 4th, enter tunnel/ station on Pine between 4th and 3rd	Macy's, Westlake Park	5-7 minutes, 3 blocks	No
38	Street sign, print map, asked for directions	Y	Westlake Station	Up University take a L on 4th go until Pine St	Street signs	10 minutes	No

II. Online Survey Tables

Q1 How long have you lived, worked or known Seattle?

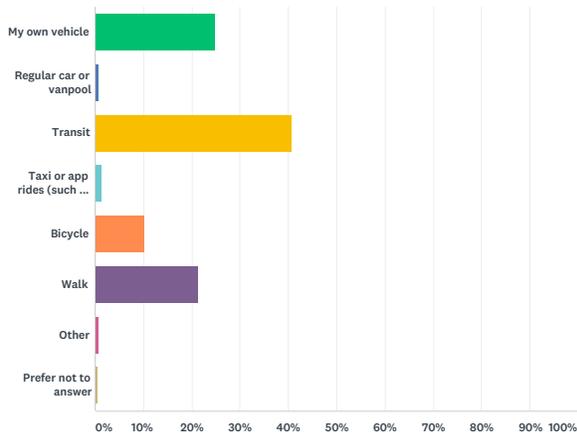
Answered: 307 Skipped: 1



ANSWER CHOICES	RESPONSES	
I am just visiting	0.33%	1
Less than 1 year	2.28%	7
1 to 5 years	16.29%	50
More than 5 years	80.46%	247
Prefer not to answer	0.65%	2
TOTAL		307

Q2 If you commute or make regular journeys in Seattle, how do you travel normally (longest distance if you travel by more than one mode)?

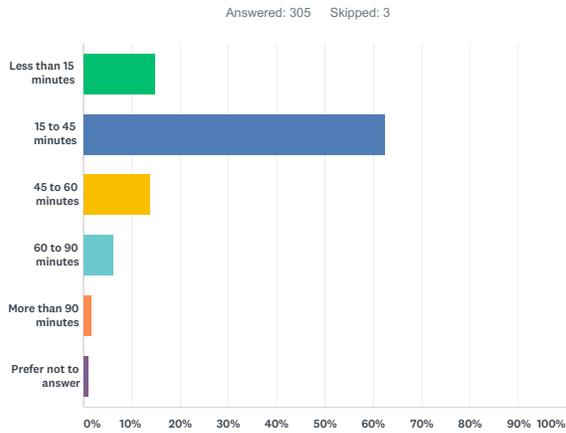
Answered: 305 Skipped: 3



ANSWER CHOICES	RESPONSES	
My own vehicle	24.92%	76
Regular car or vanpool	0.66%	2
Transit	40.66%	124
Taxi or app rides (such as Uber or Lyft)	1.31%	4
Bicycle	10.16%	31
Walk	21.31%	65
Other	0.66%	2
Prefer not to answer	0.33%	1
TOTAL		305

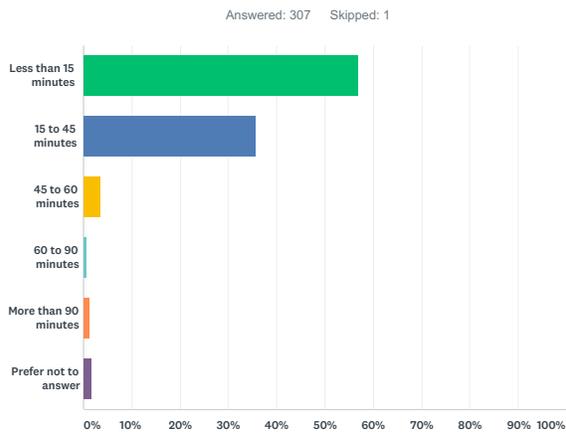
II. Online Survey Tables (cont'd)

Q3 How long does your commute or regular Seattle journey normally take?



ANSWER CHOICES	RESPONSES
Less than 15 minutes	14.75% 45
15 to 45 minutes	62.62% 191
45 to 60 minutes	13.77% 42
60 to 90 minutes	6.23% 19
More than 90 minutes	1.64% 5
Prefer not to answer	0.98% 3
TOTAL	305

Q4 How long do you normally walk for as part of your commute or regular Seattle journey?

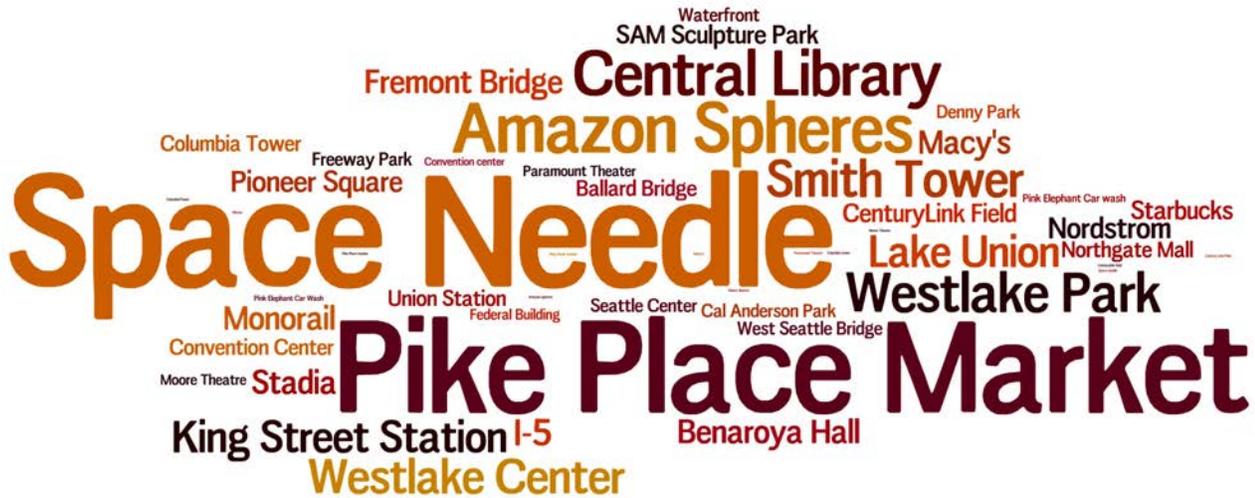


ANSWER CHOICES	RESPONSES
Less than 15 minutes	57.00% 175
15 to 45 minutes	35.83% 110
45 to 60 minutes	3.58% 11
60 to 90 minutes	0.65% 2
More than 90 minutes	1.30% 4
Prefer not to answer	1.63% 5
TOTAL	307

II. Online Survey Tables

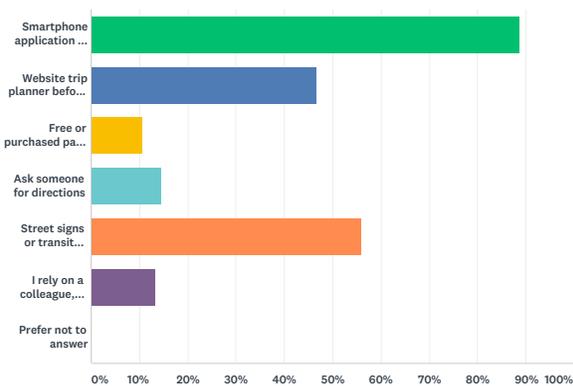
Q5 Can you name (up to) three visual landmarks you pass on your commute or regular Seattle journey?

Answered: 291 Skipped: 17



Q6 When travelling to an unfamiliar part of Seattle, what information have you used to help you find your way around? You can mark more than one option.

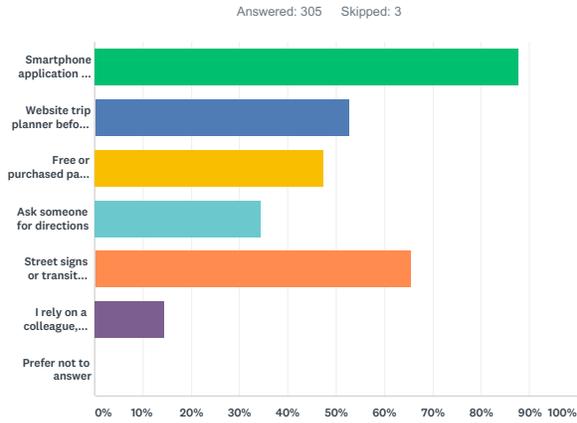
Answered: 283 Skipped: 25



ANSWER CHOICES	RESPONSES	
Smartphone application or car GPS on the move (like Google or TomTom)	88.69%	251
Website trip planner before leaving	46.64%	132
Free or purchased paper maps and guide books	10.60%	30
Ask someone for directions	14.49%	41
Street signs or transit information signs	55.83%	158
I rely on a colleague, companion or partner	13.43%	38
Prefer not to answer	0.00%	0
Total Respondents: 283		

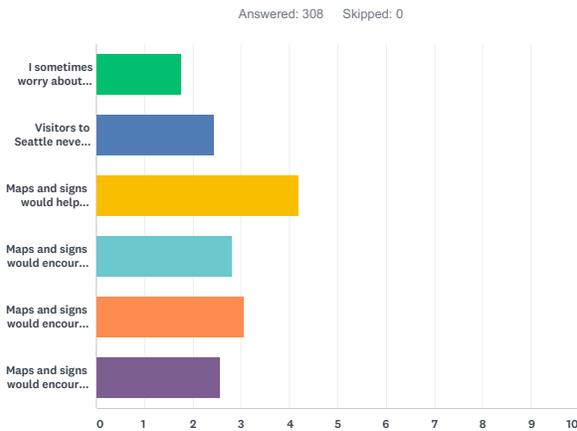
II. Online Survey Tables (cont'd)

Q7 When you travel to an unfamiliar city, what are the main things you use to help you find your way around? You can mark more than one option.



ANSWER CHOICES	RESPONSES	
Smartphone application or car GPS on the move (like Google or TomTom)	87.87%	268
Website trip planner before leaving	52.79%	161
Free or purchased paper maps and guide books	47.54%	145
Ask someone for directions	34.43%	105
Street signs or transit information signs	65.57%	200
I rely on a colleague, companion or partner	14.43%	44
Prefer not to answer	0.00%	0
Total Respondents: 305		

Q8 Please indicate how much you disagree or agree with the following statements

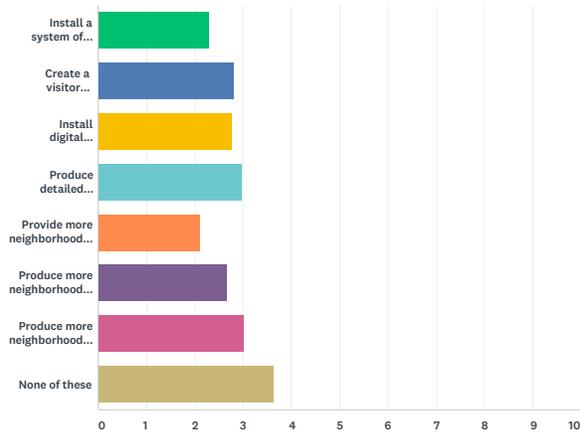


	1. STRONGLY DISAGREE	2.	3.	4.	5. STRONGLY AGREE	DON'T KNOW/PREFER NOT TO ANSWER	TOTAL	WEIGHTED AVERAGE
I sometimes worry about getting lost in the City	54.07% 166	29.32% 90	8.14% 25	4.56% 14	3.26% 10	0.65% 2	307	1.76
Visitors to Seattle never get lost	30.84% 95	32.14% 99	19.81% 61	5.84% 18	0.97% 3	10.39% 32	308	2.45
Maps and signs would help visitors to explore the City	3.59% 11	5.23% 16	12.09% 37	31.70% 97	43.46% 133	3.92% 12	306	4.18
Maps and signs would encourage me to walk more	22.95% 70	20.33% 62	27.54% 84	14.43% 44	12.46% 38	2.30% 7	305	2.80
Maps and signs would encourage me to use transit more often	20.20% 62	15.96% 49	22.15% 68	24.10% 74	15.31% 47	2.28% 7	307	3.05
Maps and signs would encourage me to try cycling	32.90% 101	23.45% 72	16.29% 50	12.05% 37	11.40% 35	3.91% 12	307	2.57

II. Online Survey Tables

Q9 Using the following list of suggestions, what should the City do to help visitors or residents find their way around Seattle?

Answered: 305 Skipped: 3



	HIGH PRIORITY	(NO LABEL)	(NO LABEL)	(NO LABEL)	LOW PRIORITY	TOTAL	WEIGHTED AVERAGE
Install a system of visitor directions and map signs for walking downtown	33.55% 101	28.90% 87	19.27% 58	10.63% 32	7.64% 23	301	2.30
Create a visitor smartphone navigation app	25.00% 75	26.00% 78	14.33% 43	12.67% 38	22.00% 66	300	2.81
Install digital interactive street signs for events and directions	16.95% 50	30.85% 91	25.08% 74	12.88% 38	14.24% 42	295	2.77
Produce detailed printed maps of City-wide routes, trails and attractions	13.51% 40	26.01% 77	26.01% 77	18.92% 56	15.54% 46	296	2.97
Provide more neighborhood information at transit stops	33.78% 101	37.12% 111	17.39% 52	7.02% 21	4.68% 14	299	2.12
Produce more neighborhood bicycle guide signs and parking directions	22.30% 66	25.68% 76	25.00% 74	16.55% 49	10.47% 31	296	2.67
Produce more neighborhood vehicle guide signs and parking directions	12.16% 36	24.66% 73	30.07% 89	16.55% 49	16.55% 49	296	3.01
None of these	15.38% 10	4.62% 3	27.69% 18	6.15% 4	46.15% 30	65	3.63

II. Online Survey Tables (cont'd)

Q10 Do you have any other suggestions or ideas about wayfinding in Seattle?

Answered: 147 Skipped: 161

#	RESPONSES	DATE
1	Clean up the filth in your city!!! Drug use is out in the open, homeless people harass people on the street, the leadership of this city should be ashamed.	9/16/2017 12:51 PM
2	Yes - but as I am filling this in after the workshop I think my input has already been captured!	9/14/2017 12:54 PM
3	I see people using the seattle tourist maps all the time, those seem very popular. That's usually my cue to offer directions :-) popular perhaps because of broad distribution? Getting as broad awareness of an app could still require a brochure. I find having a simple core path, and then deviations relative to that, easiest to mentally keep track of. So something like emphasizing that third ave is Transit ave, so whoever you are just get to third ave, and then know where you need to go from there. Or maybe 4th ave- intersects Westlake and runs from the space needle to almost pioneer square. And is less creepy. Then ferries are off Marion, the market is walk down Pike, amazon is east on Lenora (and Blanchard and Bell and Battery ;-) monorail is east a Block on pine etc etc.	9/13/2017 6:55 PM
4	Think about our water landmarks: Alki Beach & Waterfront (Elliott Bay), Gasworks Park & MOHAI (Lk. Union), Green Lake, Hiram Chittenden Locks (Ship Canal), Madison Park, Seward Park, Arboretum (Lk. Washington),	9/12/2017 2:11 PM
5	Coordination is important! See what NYC did with WalkNYC. Please DO NOT just add to the visual clutter of the city -- help clean it up by using consistent design themes to improve legibility of the built environment and transportation options. THANK YOU!	9/11/2017 11:09 AM
6	Better signs to get to downtown transit stations (and at station entrances themselves)	9/10/2017 11:06 PM
7	Create a network of colors routes (or lines [like a subway]) that would connect the different areas of the city.	9/9/2017 11:50 PM
8	Shouldn't all but limited-access highways have AAA and Vision Zero compliance for pedestrians and non-motorized travel? (Ultimately, bridges, such as SR-99 and I-5 over the Lake Union waterway, should include decent non-motorized facilities.) Is wayfinding a cosmetic cover distracting from AAA and Vision Zero compliance? Wayfinding might make more cost-effective sense where sidewalks appear and disappear due to substandard facilities that are currently too costly to fix properly. An important criterion should be whether a proposal will significantly improve participation of people doing alternatives to SOV travel.	9/8/2017 5:25 PM
9	Seattle is a small city and easily walked. The streets are identified in brass on the sidewalk corners which is great. Driving in Seattle is not for the timid. The system of one ways, no left turns, means you're in Kent before you can turn around and get back to your original destination. Parking is available but you need to know it is there and how to access the under building parking despite the one ways and no left turns. Street parking signs are so confusing. Now when most people have smart phones it is pretty easy to get directions and pay for street parking. More signs will not help. Just make sure the signs we do have are clear (no graffiti or tree branches) and simple.	9/8/2017 2:41 PM
10	Physical wayfinding is not a good use of resources. Almost everyone now uses smart phones. And, there are not enough foreign visitors to merit the huge rollout and maintenance costs of a physical system. Getting a little lost is part of the joy of exploring a city. Further, physical wayfinding is often just visual clutter that could be removed to make a more beautiful city.	9/8/2017 12:22 PM
11	I have had countless people, both local and from afar, say they'll never again explore attractions in Seattle because they fear for their safety. Until you address that real issue, all of the other, "nicey, nicey", programs you're proposing are a waste of time and money.	9/8/2017 12:22 PM
12	Walking is very popular in Seattle by a wide range of people. More support for children walking to schools!	9/8/2017 10:01 AM
13	Develop a multimodal wayfinding app for seamlessly combining transit, walking, biking and ferry	9/7/2017 9:20 PM

II. Online Survey Tables (cont'd)

14	Bus route maps are confusing. The more detailed one online does not allow the user to zoom in far enough to make it useful.	9/7/2017 5:55 PM
15	Keep & promote wayfinding art. Does anyone under age 50 know about the manhole cover maps downtown (with brass you-are-here button)?	9/7/2017 2:27 PM
16	Making signs big enough to see! Bicycle signs are useful, but hard to see until right up next to them. Also, the green color makes them look like street signs. Use different colors for the type of bicycle infrastructure (path vs lane vs on-street). Check out signage used in the Netherlands for bikes! Enough signage downtown to discourage use of cell phones--no need to encourage more people to look down when crossing the street! Also, add designated "routes" to popular attractions with color coded signage (similar to Boston's Freedom Trail, but not that intense).	9/7/2017 2:13 PM
17	Make sure good information, maps, knowledge of resources (such as an APP) are shared with people that interface with lots of visitors. For example, hotels, concierge, convention center, Seattle center, neighborhood information centers, malls, theaters, MID ambassadors, etc. If all these sources have the same messaging and information it would help!	9/7/2017 10:31 AM
18	Use pavement and other infrastructure cues to lead peds into specific neighborhoods or event spaces.	9/7/2017 9:43 AM
19	most important downtown and in highly visited locations, like the Locks	9/6/2017 12:40 PM
20	Look to European cities.	9/6/2017 11:54 AM
21	Less interruption/delays/breakdowns in public transportation services.	9/6/2017 10:32 AM
22	Have an explanation page/sheet which clearly shares how the city's streets, avenues, numbers, and compass directions are laid out, along with info on how city & county differences creates borders which aren't seamless and cause confusion. I'd be really happy to help draft such a document, as I have a great deal of experience in explaining the layout to guests. :-)	9/5/2017 2:34 PM
23	Make street signs easily visible – even after living in Seattle for 10 years, I still have trouble seeing street signs when driving. Have one small blade sign on one corner of an intersection is not sufficient and consistently causes frustration.	9/5/2017 1:19 PM
24	Provide more legible signs to light rail station; provide more ticket booth at bus stops.	9/5/2017 10:39 AM
25	Encourage buildings to put their addresses somewhere visible from the street and sidewalk. This will help everyone orient themselves as to where they are in the scheme of things.	9/5/2017 9:22 AM
26	More options to get to the city. If I bus, it takes almost 2 hours, when I can drive in less than 25 minutes. In addition, there is no place to park my car at the transit center unless I get there before 6 am.	9/5/2017 8:46 AM
27	Tactile guideways or tactile maps for people with vision impairments. Also signs and maps that uses pictographs so they can be interpreted by those who do not speak English. Otherwise include text in other languages.	9/5/2017 12:02 AM
28	Seattle, as a planned, west coast city, makes sense. A short video of someone explaining a map could go a really long way to a newcomer (e.g., avenues mostly go parallel to the waterfront, at Denny way, they become cardinally directed; which streets/aves are 2-way [rest being 1-way]).	9/4/2017 11:07 PM
29	Online (smart phone) maps and other visitor info helps me navigate unfamiliar cities. Investing in basic tourist info; signs, online info, is helpful	9/4/2017 12:28 AM
30	Light rail stations should be more clearly marked with signage	9/3/2017 9:45 PM
31	I live downtown. It would be great to have public transit from the waterfront up to 9th	9/2/2017 4:12 PM
32	More signs/visual aids provide more places for graffiti and gangs to post their 'signs'. First, define the problem to be fixed and identify it as a priority relative to more/better sidewalks and other real infrastructure needs.	9/1/2017 8:48 PM

II. Online Survey Tables (cont'd)

33	I walk most of the time. When I can't I take light rail. My last option if it's too far to walk and light rail can't get me near to where I'm going is to take Uber or Lyft. I never use a bike. Using my feet as my primary mode of transportation, it is very frustrating to share the sidewalk with bikers, especially those that aren't situationally aware and who aren't following the flow of street traffic. These tend to be people on the bike-share bikes and, although I appreciate the purpose of those bikes, I've noticed an uptick in disregard by these bikers for pedestrian traffic on the sidewalks. Bikers have many bike lanes all over Seattle. More are obviously needed but even when there are lanes, I've encountered many bikers ignoring them and the foot traffic around them. As a walker it feels dangerous and disrespectful. Signs pointing out bike lanes and somehow conveying the importance of using them instead of the sidewalks might be helpful. Is it even legal to ride a bike on the sidewalk? I don't know. In addition, educating about respecting pedestrians might at least provide some notice for being situationally aware. In my mind, the sidewalks are for feet and the only wheels that should be on the sidewalks are wheelchairs and dollies used to move packages around.	9/1/2017 3:48 PM
34	I find the MID very helpful.	9/1/2017 12:37 PM
35	Biking is too dangerous to encourage due to bad and inattentive driving.	9/1/2017 10:08 AM
36	Navigate Explore and Enjoy? Keep drug addicts from wandering in the street so drivers can focus where they need to go. have adequate parking. stop overbuilding . it's like a theater that's let in hundreds more than the maximum capacity. People can not move in and out safely. Plan your city don't try to put a band aid on it by putting useless maps around. How stupid. Most people walk around looking at their smart phones and have GPS.	8/31/2017 10:28 PM
37	Get rid of different colored curbs as they are VERY confusing, or include signage as to what the colors mean.	8/31/2017 10:13 PM
38	Street signs on every street corner	8/31/2017 8:20 PM
39	More informative signage	8/31/2017 6:59 PM
40	Do something about the beggars	8/31/2017 6:58 PM
41	Stop the bloody construction which screws up all transportation	8/31/2017 6:36 PM
42	To be honest, this is the last thing Seattle needs. The "guides in green" are around everywhere, maps are available in every shop and restaurant, and everybody has a smartphone now. What Seattle needs is to deal more successfully with its homeless population, which tends to take over every public area in downtown Seattle.	8/31/2017 6:31 PM
43	Make an interactive map of the passenger load zones in town, give it to visitors, and make Uber, Lift and Taxis use them. Maybe there would be fewer pick-ups and drop-offs in places like the crosswalk AND bus lane at 1st and Pike in the middle of afternoon rush hour. It is not just about info, it is also about doing a better job managing the folks who mess it up and make it more dangerous for the rest of us. In a similar vein: Have the bike share companies put the rules about riding on the sidewalk on the front page--which is what lots of folks do. it is not just about riders being safe, it is also about making sure the peds they interact with are safe. Both of these are issues that keep getting worse.	8/31/2017 6:20 PM
44	The variation between one way into Way Street downtown can be confusing. Related to that is also the fact that many one-way streets and abruptly and become two-way street forcing people to make a right or a left hand turn.	8/31/2017 5:20 PM
45	Signs at transit stops could include maps of King County divided into regions according to the most effective transit routes to reach those regions (at various times of day), which would greatly help people to assess their ability to get where they want to go using transit.	8/31/2017 1:54 PM
46	Sidewalks.	8/31/2017 1:19 PM
47	Please, please do not make a new app. Nobody wants that. Integrate with Facebook or Google maps, if you must have an app sort of presence. In general, more street level landmarks and signage will help make Seattle more friendly.	8/31/2017 1:00 PM
48	Add bicycles to street signs when the street is a designated bicycle street (bike lanes or greenway) -- it helps drivers know to look out and helps bicycle people wayfind.	8/31/2017 12:51 PM
49	use maps, plan ahead, don't rely on phones and other things that are not dependable - look up, don't be glued to a phone and get run over!	8/31/2017 11:51 AM

II. Online Survey Tables (cont'd)

50	In general, things should be labeled much more clearly. There are a lot of ambiguous signage, like the T for transit, and public buildings are rarely noted clearly outside. This is the most confusing city I've ever lived in, I'm sure much of it has to do with our unique landscapes, but there has to be a better way to help people get around.	8/31/2017 11:38 AM
51	Simplify Link Light Rail signage. Finding underground stations is difficult for visitors. The "T" outside tunnel stations is inconsistent with all other agency signage and is just confusing. Include hill free routes on map kiosks or provide a frequent bus route (like the 12) to get visitors up a hill from the ferry terminal.	8/31/2017 11:25 AM
52	Emphasise the neighbourhoods on the map. And how to move between them and tell which one you're in. That seems like the most helpful for tourists.	8/31/2017 11:16 AM
53	Our wayfinding doesn't have clear imagery. We need signs that you can see from a distance and that have information about your immediate surroundings. Often the scale of our maps are way too small or large - they never focus on the immediate neighborhood.	8/31/2017 10:29 AM
54	Get the free tourist maps to be to scale - especially from Downtown to further lying locations like Gas Works Park or Ballard	8/31/2017 9:52 AM
55	You need to identify the difference between wayfinding for local citizens and visitors. This survey is asking me to answer what I think visitors need help with wayfinding, which I cannot answer. Highly recommend doing some user research that differentiates these groups first.	8/31/2017 9:39 AM
56	More / Better wayfinding signs in the bus tunnel.	8/31/2017 9:37 AM
57	Give neighborhoods and buildings useful and distinct names (not just their address) to create a web of landmarks. Use street numbering more frequently and consistently ala NYC.	8/31/2017 9:36 AM
58	Create a cohesiveness in the design that ties together all of the assets. Make that design reflect the 'brand' of Seattle. Digital really needs to work seamlessly and should be a priority. Could there be something that involves geocaching where visitors could pull up information/activities about where they are when they are in a particular area? ALL transit options need to be clear - I am always answering questions for visitors about how to use transit.	8/31/2017 9:19 AM
59	Make the streetcars run on time, they're always so late and delayed that walking is faster. Add streetcar real-time information to one-bus-away. Make sure sidewalks and bike lanes are cleared and are safe during construction.	8/31/2017 9:16 AM
60	Improve access to slus via transit	8/31/2017 8:55 AM
61	Publish BICYCLING Rules of the road. None seem to know them. They are in the Drivers license rules. Road Surface in many well traveled roads is a hazard.	8/31/2017 7:19 AM
62	Signs that give directions to the light rail stations would be helpful. Some of my bus drivers can't even tell me the quickest way to the nearest light rail stop from their route! Signs at bus stops should tell you how to find the nearest tunnel entrances our light rail stops. I don't like the idea of apps, because ANYONE who needs to find their way should be able to WITHOUT a smart phone. Kids, poor people, older people, not everyone can or wants to rely on a phone. Maps help us exercise our brains and add to our internal map. Apps make our brains lazy and not retain the info for future use.	8/31/2017 6:25 AM
63	Getting directions usually isn't an issue. Navigating around sidewalk closures due to construction is.	8/30/2017 11:33 PM
64	Electronic "billboards" on buildings, on special occasions or weekends, acting as beacons for nearby events.	8/30/2017 10:08 PM
65	Produce better trail maps for city parks, such as Discovery, Creek and Arboretum. Routes, length (miles/km), and visual clues. Make these downloadable and printable. What is online now isn't very helpful. Also, better trail markers at the parks.	8/30/2017 9:22 PM
66	Transit stops should all include info about the bus ETA. Solar Charging stations at bus stops also would be nice since I use my phone for navigating and when I run out of batteries I have no way to hail an uber or check the next bus time.	8/30/2017 8:37 PM
67	More priority needs to be given to pedestrians in construction-heavy zones (SLU, the Regrade, Westlake, etc.)	8/30/2017 7:59 PM
68	Make sure that current signing is not faded and trees and bushes do not obscure it.	8/30/2017 7:00 PM

II. Online Survey Tables (cont'd)

69	Link navigation signage closely with communicating the different attributes of downtown neighborhoods. Avoid duplicating services already provided by Google/Bing/Facebook or requiring people to download another app.	8/30/2017 6:49 PM
70	Signage showing how to transition from a boulevard, park or and attractive green way to get around the city.	8/30/2017 5:51 PM
71	More signs to get people onto Neighborhood Greenways - don't make people have to stumble across them to know they're there. That also means making a better network of NGWs so that you can't go far without hitting one	8/30/2017 5:07 PM
72	Something that would help people understand which streets are "one-way."	8/30/2017 4:47 PM
73	The downtown transit tunnel needs much better signage. Currently it only has those vague T symbols directly outside the entries. It should be more obvious and actually have the name of the station outside, and with signs pointing to each entrance from a block away. Related, I am hearing major confusion from visitors about University Street Station, University of Washington Station, and soon University District Station. PLEASE work with Sound Transit to rename the first one to Seneca Street Station, and the second to Montlake Station.	8/30/2017 4:36 PM
74	Better inter connectivity of bicycle walking routes between Seattle and the suburbs. For example, the bike route on 25th ends at 145th. Why are Shorelines signs in blue and Seattles are green. And why oh why are there stop and yield signs at every damn driveway... The BGT has more users than many streets and certainly more than a driveway....absolutely ridiculous	8/30/2017 4:33 PM
75	I live downtown and 2nd and Pine, I get asked a little which is fun, but since the pan handlers became so thick and aggressive, folks seem reluctant to talk to anyone. I've been at this location about 5 years.	8/30/2017 4:07 PM
76	suggesting on survey....make it very clear between sections what 1-5 mean. make it clear in the intro to each question asked.	8/30/2017 3:53 PM
77	Stop tearing up multiple streets in the same neighborhood	8/30/2017 3:39 PM
78	Make the protected bike lanes connect to each other.	8/30/2017 3:29 PM
79	Consult w/ neighborhoods before publishing way finding tools.	8/30/2017 3:23 PM
80	I find it needs a lot of improvement. Without a smartphone it is extremely difficult to get around Seattle, especially when using transit. I avoid taking transit to unfamiliar places partly because way finding is so frustrating. Even the train stations don't have maps of the neighborhood!	8/30/2017 3:03 PM
81	digital stuff and apps, while efficient and easy to read, they lack creativity and take away (in my opinion) a way for Seattle to be unique. Why not find artful ways to provide directions? For me, walking is fun for all of the unanticipated things one runs into, the non normal. How about colorful arrows on the streets themselves? That catches people's eyes. Like the rainbows in Capital Hill. How about more rain gardens that are so nice to see along the way? Encompass nature as much as possible...I'm not sure what they're called but they appear to be little parks in the middle of an intersection (I've seen one in Ballard, Georgetown and Capital Hill) - how about more of those with seating etc? Make sure there are a certain number of trees planted on every block.....Have more summer street closures and running races on the streets, so that people can experience "the road" without cars. Close neighborhood business centers to traffic one Friday night a month? for art walks. I would love to walk through downtown Fremont, my neighborhood, without cars. Can you imagine? What fun! Thanks so much!	8/30/2017 3:00 PM
82	Until the city gets safer (ie, drivers less aggressive, buses not blowing through stop lights or blocking the crosswalks, less open air drug use/sales, less aggressive panhandling, less people sleeping/setting up tents in public areas, etc) nothing you do will matter. I walk less because I live here and know how unsafe it is, on-line reviews and articles warn visitors not to come/stay in the city. All the signs in the world won't change the damage done,	8/30/2017 2:55 PM
83	Design things at pedestrian eye view that help people understand the city. Like the green and brown highway signs - make it simple and not over designed. There is s lot of visual clutter in Seattle at eye level and above. It is hard to tell what is an ad and what is information. Enforce the development standards that require overhangs and rain shelter at street level.	8/30/2017 2:52 PM
84	improve currently woeful I-5 entrance signs on preceding local streets	8/30/2017 2:44 PM
85	Make the whole ORCA system free. People will learn, figure it out, and want to use it.	8/30/2017 2:43 PM

II. Online Survey Tables (cont'd)

86	In my opinion, there are already too many wayfinding signs cluttering downtown. Adding another wayfinding system will just create more infrastructure pollution. Instead, it would be more helpful to focus on replacing missing (standard) street signs.	8/30/2017 2:40 PM
87	When I travel, the last thing I'd do is look for some app that's only useful for one location/city. I use the maps function in my smartphone to get where I'm going so just make sure the transit options integrate better with Apple Maps/Google Maps	8/30/2017 2:37 PM
88	Work on the traffic light system similar to the work being done on Mercer Street. Something to address lights that stay green when there are no vehicles present.	8/30/2017 2:36 PM
89	Better signage overall that is posted "way" before the turn. Traffic is hard to get across quickly. I like the lighted signs with messages when there is a crash.	8/30/2017 2:29 PM
90	Downtown Seattle has too many cars to be pedestrian friendly.	8/30/2017 2:27 PM
91	Transit options map or app to locate stations for bus, streetcar, light rail.	8/30/2017 2:25 PM
92	I do not support the City creating a "visiting Seattle navigation app" in any way. The city and county should not be in the business of creating apps, but should be supporting existing, successful apps like Transit or Google Maps. Link stations, especially Westlake, University St, ID, and Pioneer Square should be more inviting and welcoming. Spend time and money on making these spaces welcoming to travelers--don't just show them how to get into a Link Station. Sweep the trash, mop the urine, and make these spaces something worth experiencing. Once the buses are out of Westlake, make the second story walkway a cafe with small shops. Or at least activate this space. In my mind, people know where transit stations are. They just don't want to visit/travel through them because they feel lifeless and dirty. Make the stations a destination in and of themselves.	8/30/2017 2:23 PM
93	Having been a designer for Seattle Wayfinding and the Sound Transit Wayfinding programs going back to work in 1998, I've been documenting Seattle's Street signs for 3 decades and could offer good information to the new SDOT team working on this. I'm not looking for work, just a meeting and brain dump to whomever would like to know where the City has been on this topic before with over 75 destination stakeholder groups in Seattle. Paula Rees, Foreseer (formerly Maestri) 206-622-4322	8/30/2017 2:18 PM
94	Wayfinding in Seattle feels like it was created in the 80's for people who already lived here and already knew where everything was. We are embarrassingly behind our peers, yet are one of the top tourism cities in the country. We need to get our act together.	8/30/2017 2:15 PM
95	Clean the sidewalks of trash and debris and stains.	8/30/2017 2:13 PM
96	Fix the sidewalks. Make Pike Street more inviting between the Market and 4th Avenue	8/30/2017 2:12 PM
97	Be sure there are safe curb cutouts for wheelchairs, walkers and baby strollers (I say "safe" because there is a very dangerous curb cut out at the corner of 1st Ave and Seneca that makes you go out into oncoming traffic on 1st.)	8/30/2017 2:10 PM
98	Be sure signage is a bright uniform color. Sometimes it's hard to see the signage/maps if they don't really stand out. I like the idea of more info at transit stops as that's a definite point of entry into neighborhoods and a place people are likely to stop already.	8/30/2017 2:07 PM
99	Put street signs on both sides of the street.	8/30/2017 2:06 PM
100	I think a lot will rely on a consistent look and feel so visitors know that's a map or info. for visitors. Also a marketing campaign at the airport and train stations etc. to help people know what to look for.	8/30/2017 2:04 PM
101	Wayfinding signs with walking distances in minutes	8/30/2017 2:03 PM
102	Place "Busk" stops in strategic spots that musicians can distribute maps to travelers	8/30/2017 2:02 PM
103	Color code the areas/solid colors or patterns ... via cross walks and /or on the sign poles and . or around the street sign names, even just the main / top 3 thru streets. Rainbow in cap hill, orange in ballard, green in queen anne, etc. or chevron for queen anne, diamond for cap hill, etc. Use scents for the areas...in top 3 thru streets (lavender in ballard, citris in cap hill, etc.)	8/30/2017 1:56 PM
104	The transit website could be improved tremendously. I once had a visitor who wanted to go to Vashon on the ferry. We could not see what terminal the ferry left from--she ended up at the wrong one. Bus routes only show a portion of the stops, so it's hard to know if a bus stops near a specific location without using Google maps.	8/30/2017 1:55 PM

II. Online Survey Tables (cont'd)

105	There is one specific paper map all the tourists seem to have, and it's awful. I don't know exactly why but I see people struggling with it all the time. That map needs to be fixed somehow.	8/30/2017 1:52 PM
106	Eliminate old signs and clutter with implementation of a new system. There is too much competing for one's attention.	8/30/2017 1:52 PM
107	I like the kiosk that tells when the bus will arrive. More of that every where please and be accurate. Sometimes I can catch a sooner bus if it is kinda near where I'm going rather than wait for a bus that goes exactly where I am going.	8/30/2017 1:27 PM
108	You already created a \$1M+ system of visitor directions and map signs for walking downtown in the last 5 years. You ignored all the feedback that would have made it usable. Another layer of signage isn't going to fix anything.	8/30/2017 1:22 PM
109	Consistent, well designed. We have a LOT of signs already, don't produce clutter	8/30/2017 1:19 PM
110	I like the colorful street signs of major attractions in downtown Seattle. Use those more throughout the city with signposts telling the distance to other attractions, farmers markets, etc.etc.	8/30/2017 12:45 PM
111	Nope	8/30/2017 12:43 PM
112	Have a city bus that makes a big loop to all tourist destinations.	8/30/2017 12:26 PM
113	create bus service on streets like boren avenue and interlocking routes, perhaps using color codes!	8/30/2017 12:07 PM
114	I don't drive but sometimes I have visitors or people who drive me places they do not go regularly. I am USELESS as far as advice about parking so an easy find parking near app might be really useful. But also get locations in the city to put info about parking on their websites.	8/30/2017 12:00 PM
115	PUT UP SIGNS THAT THIS STOLEN LAND FROM THE DUWAMISH!	8/30/2017 11:50 AM
116	Whatever wayfaring you decide on, please consider that signs will end up covered in graffiti because the city doesn't prosecute vandals.	8/30/2017 11:40 AM
117	Promote apps, decrease signage and clutter on streets/pedestrian pathways, get rid of drug addicts and homeless so people don't feel scared when lost.	8/30/2017 11:38 AM
118	Have bus stops identified and stops closer to light rail.	8/30/2017 11:27 AM
119	Intuitive, experiential, landmark based is the way to go.	8/30/2017 11:25 AM
120	Integrated system so easy to use	8/30/2017 11:25 AM
121	We need an integrated signage system for pedestrians. Would be great if it was like programs in NYC and London. Many people use lifestyle websites like Eater or Yelp to help navigate cities, or even Instagram to find points of interest or tasty food. People do not necessarily trip planners as their primary online source of information. I didn't see any questions looking at that type of information usage, which is how I navigate major American and international cities.	8/30/2017 11:19 AM
122	Make the street signs easier to see at intersections!!	8/30/2017 11:18 AM
123	Signs in and of themselves do not encourage me to walk or bike in the least. I like to walk.	8/30/2017 11:12 AM
124	I live in Pioneer Square. I am weekly stopping visitors on street corners who are staring down at their phones trying to figure out how to navigate the city and the area. Just this past Saturday someone who had a car saw me walking my dog and asking how to get to Pikes Place Market and then the Space Needle -- we were at the corner of 1st and Yesler at the time. The city is HORRIBLE at providing maps and signage for vistors. If you're going to do something DO NOT BUILD YOUR OWN SMARTPHONE APP. It will be a massive waste of taxpayer dollars and you'll spend millions just trying to get visitors to download it. PUT DIGITAL NETWORKED SIGNS up so that information can be centrally updated, you can direct people around construction or to events that are happening and the information is already there waiting for them when they arrive, not stuck in an app they will never download.	8/30/2017 11:10 AM
125	London has awesome wayfinding signage. And it delineates Walking AND Biking. Copy link and see it! https://www.google.com/search?q=london+wayfinding+signage&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwipg6ztxf_VAhWqw1QKHbDwAU0QsAQIOW&biw=1600&bih=770#imgrc=GQn2vv1BT-VcEM :	8/30/2017 11:07 AM
126	Visit Seattle kiosks in strategic locations with a well informed human providing a welcome to the city and exciting adventure opportunities	8/30/2017 11:02 AM

II. Online Survey Tables (cont'd)

127	Make sure to provide enough bike signage leading up to connections (to PBLs, cycle tracks, neighborhoods, etc). Especially important if the cyclist needs to take a left turn, they need time to get to the left lane.	8/30/2017 10:59 AM
128	Additional protected bike lanes painted bright green would help bicyclists more than signage.	8/30/2017 10:58 AM
129	Map signs can be really useful, but only if they are well designed!!! Please integrate wayfinding info/map signs into Link stations so people know what exit to take and are oriented when they come up to street level. Creating a standalone visitor smartphone navigation app sounds like a really dumb idea. Instead, work with Google and Apple Maps to make sure that the map apps people actually use have good pedestrian/bike information. The recent wayfinding info in Freeway Park is really helpful, but there is lots more room for improvement there.	8/30/2017 10:55 AM
130	Need better bike lane markers, signs and directions	8/30/2017 10:55 AM
131	Use walk/bike times rather than distance! No one knows what .7 miles means, but they do know what 15 minutes does. Please don't rely on digital signs unless they're dynamically updating (bus arrival times). Keep it simple, noticeable, and easy for everyone, even those who don't have smart phones.	8/30/2017 10:53 AM
132	I don't think signage is what is keeping people from cycling in seattle, i think it's more being afraid of cars and the hills. protected bike lanes would go a lot farther to help people feel comfortable riding than signage.	8/30/2017 10:51 AM
133	Remove signs (visual pollution and wasted money) and provide more web-based applications.	8/30/2017 10:51 AM
134	Googlemaps will direct you to take a bus inside the transit tunnel downtown but does not tell you it's in the transit tunnel- it looks like you're supposed to take it on the street. Likely very confusing for tourists. More wayfinding downtown for how to get to westlake station.	8/30/2017 10:44 AM
135	Do it! Sounds great!	8/30/2017 10:03 AM
136	Improve neighborhood sidewalks & handicap curb access with better public transportation	8/30/2017 8:40 AM
137	Signage seems off the mark with all the available tools on smart phones these days, I would walk much more if transit improved and if sidewalks were improved. We have a Little One and couldn't put him in the stroller for a nap in our neighborhood with so many roots upending sidewalks and lack of ramps. We would instead have to drive to an area like greenlake for a smooth stroller walk. My visiting mother in law also tripped on a sidewalk's jut and broke her wrist, requiring surgery and the cancellation of an anniversary cruise to AK. Transit or light rail that goes not justness north and south but east and west would help make walking easier between great neighborhoods that are just too far away on foot.	8/29/2017 9:34 PM
138	One of your questions was not well formed. It asked what would make me bike more. I could NOT bike more than I do because all my transportation is with my bicycle. I don't drive and I have a foot problem that prevents me from walking but not from bicycling.	8/29/2017 9:27 PM
139	Seattle is extremely lacking sidewalks in the north and south ends of the city. Address basics before this silliness.	8/29/2017 7:44 PM
140	A detailed 3D map - makes it so much easier to visualize the city, its built environment, and key routes.	8/29/2017 3:15 PM
141	More speed limit signs.	8/29/2017 2:56 PM
142	Cross-town and downtown buses are needed for Northeast Seattle. Instead, Metro has taken away the downtown buses. I'd be taking transit more if that hadn't happened. As for wayfinding, the signs are TERRIBLE and sparse. All four corners of intersections should have street signs, esp. for night drivers. Signage should be clearer, so you don't inadvertently go on the freeway when you intended to cross over it, etc. etc.	8/29/2017 2:56 PM
143	#6 did not allow me to mark more than one option I would like to see sidewalks maintained better for mobility devices and added for better throughways in neighborhoods. Areas like the Queen Anne stairs from Denny should be cleaned up so people can use them and not feel in danger.	8/29/2017 2:03 PM
144	Question 6 says you can answer more than once but it doesn't allow that	8/29/2017 2:03 PM
145	I believe the constriction of arterials (Road Diet) causes difficulties for cars to locate and access their destinations. Signage won't help with this - just another distraction when the street is overcrowded and hard to navigate already.	8/29/2017 2:02 PM

II. Online Survey Tables (cont'd)

146	#1-3 are problematic because I am self-employed; I do not have "regular" trips, although I do travel around quite a bit. #6 does not allow multiple choices	8/29/2017 1:51 PM
147	See above. Also, especially during tourist season, have information kiosks (or people) set up around downtown for tourists to ask directions / advise of.	8/29/2017 1:40 PM

III. Stakeholder Workshop Summaries

Exercise #1: Vision: This was discussed at the four tables so there are multiple sheets

“I have the confidence to explore and navigate by any means I choose because I have the information I need when I need it.”

Seattle is a place where everyone can feel “comfortably lost”

Aspirational wayfinding characteristics for Seattle:

- Legibility and Clarity in the information
 - One system – no visual clutter
 - Maps – opportunity to coordinate
 - Cohesive experience
 - Consistency across modes
 - ▮ Labels, names
 - ▮ Jurisdictional coordination, identification
 - Means of orientation
 - ▮ N arrow, heads up maps
 - Highly visible information
 - ▮ View as info not just art
 - ▮ High contrast
 - Simple street structure
 - ▮ Consistent placement, predictable signs
 - ▮ Color or pattern
 - Modal information
 - ▮ Walk time
- Redundancy across platforms:
 - Digital
 - Print maps
 - Kiosks
 - Signs
- Consistency across agencies (information and design)
 - Seattle branding to improve visitor experience
 - Currently lots of systems – not coordinated
 - Agencies not engaged during this initial study:
 - ▮ Port of Seattle – Engage for project (airport, cruise terminal)
- Wayfinding options in “high touch zones”
 - Westlake
 - Seattle Center
 - helps to find things you want to find – be allowed to find what you don’t know
- Easy to access for everyone
 - Visitors from nearby or far away (Cruise, Conference, in town for business, King County resident who is downtown 3 times a year)
 - Universal Access
 - Visitor Experience
 - ▮ Sense of arrival – from ferry, light rail
 - ▮ Arrival modes: orientation maps
 - Accessible by multiple users, braille
 - Hill climb information
 - ID preferred streets
 - A complete lo-tech system (w/ high tech amendments as an additional layer that allows a virtual extension of the system)
- Governance structure that allows for coordination, maintenance, and updating of information
 - How to deal with change -> 10% of capital budget for maintenance

III. Stakeholder Workshop Summaries

- Economic Development
 - How can wayfinding support small business (business districts)
 - Wayfinding as advertising
- Should have the following characteristics
 - Shift modes from car to pedestrian and transit
 - Seamless
 - Connectivity
 - Consistency – multi-mode, multi-media
 - Clarity
 - Choice
 - Intuitive – through design
 - Walkability – scale
 - Audiences- different layers
 - Confidence to explore
 - Flexible
 - Orientation – underground to surface
 - Relevant to character of place
 - Friendly
 - Transport connections – real time
 - Accessibility (ADA)
 - Technology – access to

III. Stakeholder Workshop Summaries

Exercise #2: Objectives:

Cognition

- How does the group think about Seattle as a place?
 - Seattle
 - ▣ Hills & water
 - ▣ N/S Corridors
 - ▣ Hour glass
 - ▣ X are notable ... bridges (ribs ??), Mercer, Denny
 - Ship Canal (map feels about right for core)
 - City of neighborhoods – need to connect more DT to other roads
 - Single system, helps people discover and explore
 - Architectural
 - Geography
 - Structure of the city
 - Layer on structural dysfunction
 - Defining colors - Dep. Of neighborhoods
 - Multi-modal
 -
- What areas are hard to visualize, where are its landmarks and what gives it character
 - Topographical
 - LRT is disorienting
 - ▣ Identification
 - ▣ Variability
 - Needed:
 - ▣ Single system, cohesive
 - ▣ Multi-modal
 - ▣ Multi-platform
 - ▣ Minimum overlay
 - ▣ Maintainable- no good if not kept up to date
 - In house
 - ▣ Do not re-create the wheel

Mobility

- How do we want people to move?
 - Preferred Walk Routes- Interp. Aspect
 - ▣ Market to MOHAI
 - ▣ Lake to Sound
 - ▣ Connectivity across barriers
 - What more do we need to encourage (Richard’s Harbor Steps story)
 - Help understand distance (time). For each mode
 - How to communicate the “secret” routes?
 - ▣ Elevators
 - ▣ Escalators
 - ▣ Private buildings
 - Distance and time from A to B for each mode
 - ▣ Walk – consider topo
 - ▣ Bike – Consider topo
 - ▣ Transit – include average headways
 - Different Modes- Different routes for same people
 - Walk signal prioritization as wayfinding – encourage direction
 - Wayfinding is marketing “ Where do I go now”
 - Recommended Routes (walk & bike) based on slope
 - Use existing street sign system with added info.
 - Infrastructure should be legible- complete network (walk & bike)

III. Stakeholder Workshop Summaries

- What are the main corridors, nodes and decisions people make now and in the future when navigating the city?
 - Nodes / High Touch Zones / Decision points
 - ☐ Convention Center
 - ☐ Stadium Station
 - ☐ King Station
 - ☐ Pike Place
 - ☐ Seattle Center
 - ☐ Coleman Dock
 - ☐ Westlake
 - ☐ Places the grid changes (interrupts sight lines)
 - Yesler
 - Broadway
 - Olive/ Stewart
 - Denny
 - ☐ What happens outside nodes – Line of sight
 - ☐ Judkins – I-90 Station
 - ☐ SLU Park (Kerry Park & Gasworks-more adventure)
 - ☐ Volunteer Park
 - ☐ Arboretum
 - ☐ Denny Triangle – future destination, but currently construction site
 - ☐ Convention Center
 - Convention Place- shuttles and bus confusion
 - ☐ Western and Bell
 - ☐ Gateways
 - Lightrail (Westlake)
 - Cruise Ships – Shuttles, Taxi
 - ☐ “Don’t go to where the puck is, go where it is going to be”
 - Denny Triangle – currently blank slate for corridors and modes/nodes?
 - Market to MOHAI - Connect market to MOHAI with major node at Denny Park & Denny/Westlake Station
 -
 - ☐
 - Corridors
 - ☐ Westlake Ave
 - ☐ Pike-Pine – Downtown to Capitol Hill
 - ☐ 3rd Ave - Transit
 - ☐ 1st Ave – Street car & visitor destinations
 - ☐ Madison – downtown to Capitol Hill + Arboretum
 - ☐ Olive Way – Important but not friendly
 - ☐ Broadway
 - ☐ Jackson & King (different modes/nodes (?) for ID Access)
 - ☐ Jackson
 - Pioneer Sq. and ID to Little Saigon (also King St. Station)
 - ☐ Bell Street
 - ☐ Bell Street Park- Vine St. Unique
 - ☐ Waterfront Park connections – not defined
 - ☐
 - ☐ Streets crossing I-5 are very important
 - Pike-Pine corridor – walk & bike
 - ☐ What are future pededstrian demand corridors?
 - Water front
 - SLU – Seattle Center
 - ☐
 - ☐ One-wav streets

III. Stakeholder Workshop Summaries

- Present information through actual urban design
 - ▣ Sightlines, view sheds toward landmarks, neighborhood ID via streetscape/ environment – light fixtures, street signs, street plantings
- Variety of users for system – assets are important for all, local and visitors
- Indicate landmarks and active street level ped areas
 - ▣ Value decision would need criteria for determination
 - ▣ Walking / pedestrian walkways or designated routes topography? Way to indicate grade changes
 - Challenge
 - Avoid
 - SDOT has this information
- Info edited for audiences
 - ▣ Visitor
 - ▣ Resident
 - ▣ Make transit more comfortable
 - ▣ One underlying map structure with overlays
- Way to show grid shift to travelers?
- What are the group’s opinions of public and privately provided signage, environmental design, digital information and personal devices?
 - Transit- info and agencies
 - ▣ How often does info change – past, present, future
 - Interface- location and type of system(s)- transit and guidance systems
 - Destinations and connections b/t them
 - Visitor/ user doesn’t care about jurisdictions
 - How do you connect all the systems (e.g. how do you get from SEATAC to ferries to link, etc)

Exercise 3: Principles

- Jurisdictional Coordination
- Topography
- Inspiring – refreshing change
- Meet needs of customer
- Universally Accessible
- Legible
- Cultural markers
- Make the case for the project – Funding
- Solid business plan, what partner relationships
- Long term accountability to jurisdictions – Maintenance
- Consistency – placement

