Seamless Seattle

July 2019

Pedestrian Wayfinding Visual Design Standards

Pilot Phase

Seattle Department of Transportation

Seamless Seattle

This document is a part of a wider suite that has been produced as part of the development of Seamless Seattle, a pedestrian wayfinding system for the City of Seattle.

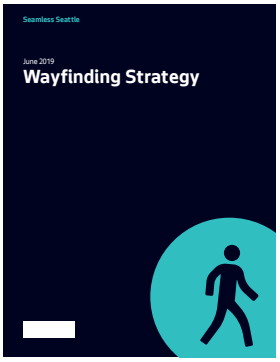
The system is being planned for wider roll-out but is initially being implemented in two downtown pilot areas at Jackson and at Westlake Hubs in late 2019.

This suite of documents captures the strategic recommendations, standards and guidance produced in order to guide the pilot implementation and support wider implementation.

Though the documents can be read individually, it is recommended that the suite is read in its entirety to benefit from a thorough understanding of the thinking and process behind the development of the project. The key documents cover the system-wide approach and recommendations while the supporting documents focus on the detailed application within the pilot areas.

The project is being delivered by a specialist wayfinding consultant team led by Applied Wayfinding with Alta Planning + Design providing local planning and design expertise, and 3 Square Blocks who specialize in engaging communities in public planning projects.

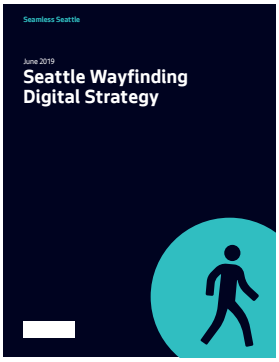
Key documents



Strategy

Summary of strategic recommendations and planning standards. Includes:

- Principles
- User scenarios
- Asset selection
- Naming
- Routing & placement
- Sign typology



Digital Strategy

Recommendations for the approach to using digital tools to deliver, manage and maintain the system beyond the pilot phase. Includes:

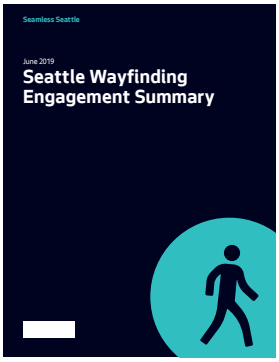
- Open Wayfinding Platform
- Implementation Plan
- Accessibility initiatives

Visual Design Standards

Design specification for the pilot elements. Includes:

- System Identity
- Sign Information Design
- Map Design
- Product Design
- Design Intent Drawings

This document



Engagement Summary

Summary of stakeholder and public engagement that shaped the strategy and design of the pilot program, including:

- Engagement methods
- Participants and organizations consulted
- Feedback gathered
- Full record of meetings

Supporting documents

01 Asset Selection Criteria

Explains the criteria used to determine the inclusion of assets in mapping and directional content. Includes:

- Categorization of assets
- Illustrated assets
- Master list of assets for inclusion

02 Sign Content Rationale

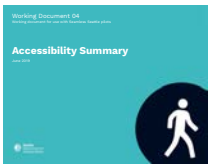
Explains how assets identified in the Asset Selection Criteria should be applied to directional content. Includes:

- Guidance on prioritizing content
- Sign addressing
- Use of icons

03 Sign Placement and Clutter Reduction

Summary of the steps required to determine sign placement and identify street furniture for removal. Includes:

- Guidance on developing a Priority Route Network
- Overview of sign types
- Sign placement rules



04 Accessibility Summary

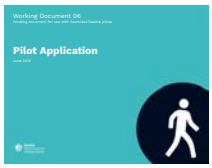
Overview of the accessible components of the wayfinding system Includes:

- Map content
- Use of Braille and tactile
- Future opportunities

05 Naming Consultation Summary

Summary of the Westlake and Jackson Pilot naming consultations. Includes:

- Neighborhood naming
- District naming
- Naming maps



06 Pilot Application

Summary of the pilot schemes to be implemented in Jackson Street and Westlake. Includes:

- Sign placement plans & quantities
- Detailed sign locations
- Sign content schedules

Contents

The following document presents agreed design specifications for a suite of sign and map designs that form part of the development of the Seattle Wayfinding Visual Design Standards (Pilot Phase).

The document formalizes design work previously completed by Applied Wayfinding, Alta Planning + Design and 3 Square Blocks, including development presented as part of Concept and Detailed Design phases.

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wayfinding

alta
PLANNING + DESIGN

3 SQUARE BLOCKS

1 Planning Standards

The Planning Standards outline the sign typology and inform the placement of information to support people's journeys. They are included here in order to provide the context in which the Visual Design Standards will be applied in the pilot areas.

1.1 Wayfinding Principles

The Wayfinding Standards have been developed from a core set of design principles. These principles provide a fundamentally consistent approach to all parts of the wayfinding system.

The principles identified below are general themes that inform the approach to developing and providing wayfinding information.

1. ### Seamless
Integrating information across modes reflects the real journeys that people make.

2. ### Stepping Stones
Stepping stones will assist people's memory and provide connections for the traveler.

3. ### System Naming
The consistent naming of places and things in the environment allows people to communicate what and where places are.

4. ### System Codes
Codes are used as short-cuts for memory and for simplifying complicated systems. These can include colors, numbers, icons and names.

5. ### Progressive Disclosure
All things cannot be signed from all locations. Progressive disclosure provides a rationale for what information is needed and where.

6. ### Predictable
Information consistency, integrity and most of all availability, are crucial to achieving predictability.

7. ### Don't Make Me Think
Keep it simple. The simpler the information the easier it will be to understand.

8. ### Inclusive
Information should be provided so that it does not exclude any group or individual, regardless of ability.

9. ### Help Me to Learn
Information that is easy to learn is more likely to be used. Teach people how easy route choices are and modal change is more likely.

10. ### Tone of Voice
Provide information with the right tone of voice, in the right way and people are more likely to engage with it.

1.2 Seamless Seattle Approach

The Wayfinding Strategy identifies four pillars that form the basis of the strategic approach and underpin the primary goal of facilitating walking.

Modal Integration

Walking information deployed in stations, stops and interchanges, and integrated digital tools, that will connect transit modes to each other and last mile walking journeys.

Local Distinctiveness

Development of a single, agreed city-wide wayfinding standard that will provide a consistent information layer, while allowing for local content, and potentially local design distinctiveness for historic landmark neighborhoods.

Design for All

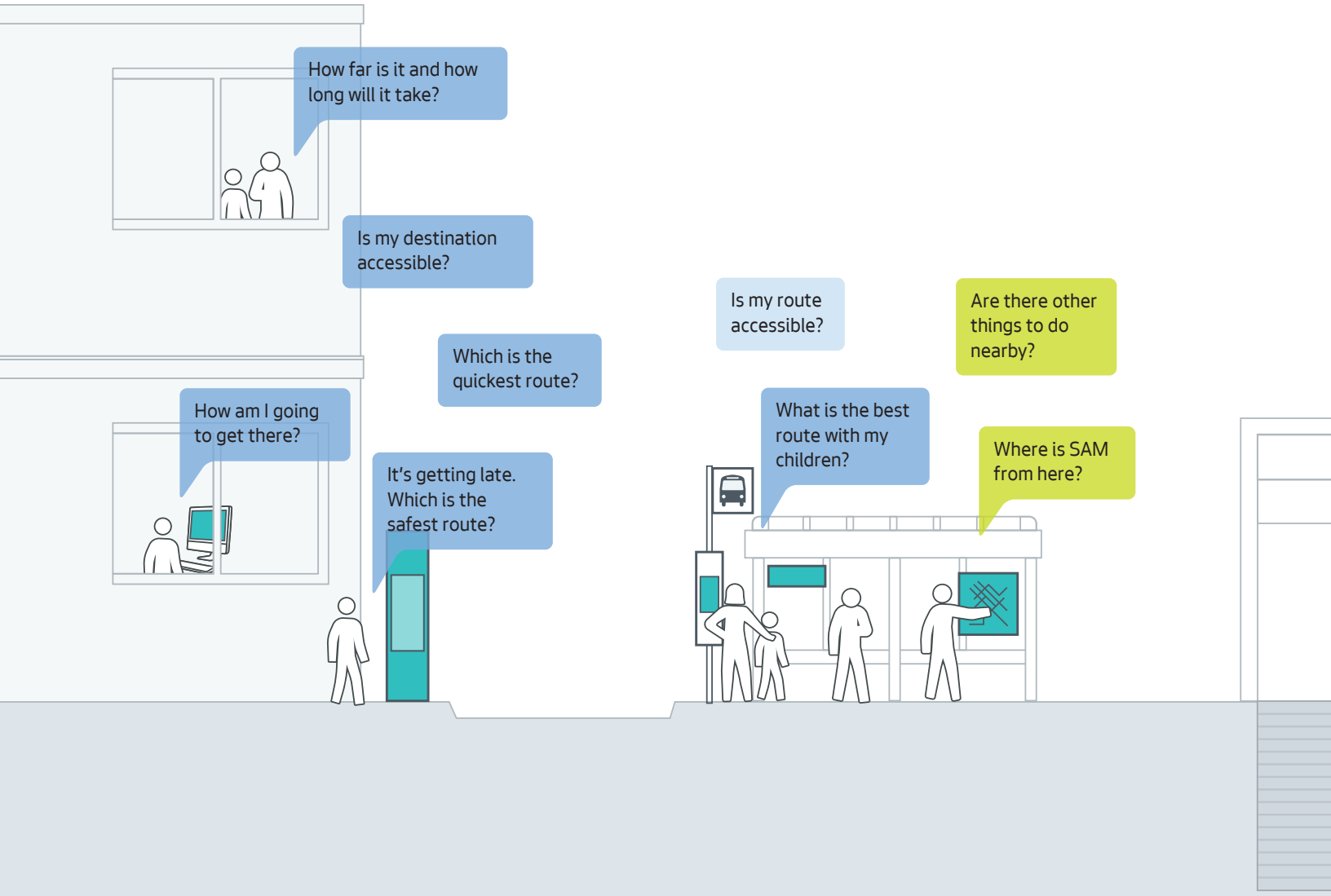
Development of planning rules to prioritize safe and accessible walking routes, prioritization of content to support people with greater needs and system design guided by strong inclusive design principles establishing accessibility of information for all.

Systemization

Design standards with a high degree of commonality for planning and system design, to guide deployment of all city wayfinding. Supported by a back-of-house Content Management System run by the city and/or its partners to ensure system integrity.

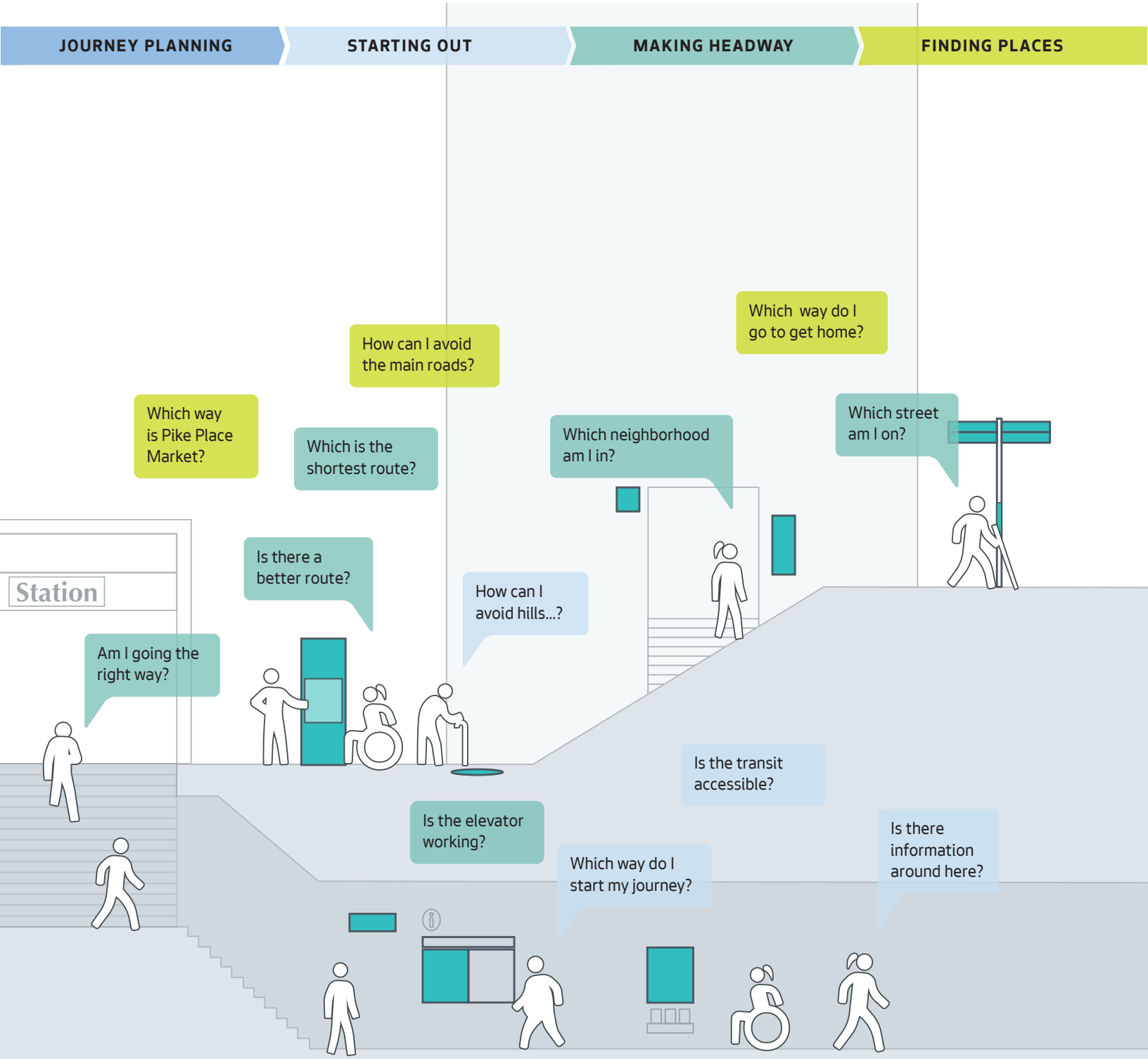
Foundation: Facilitate walking

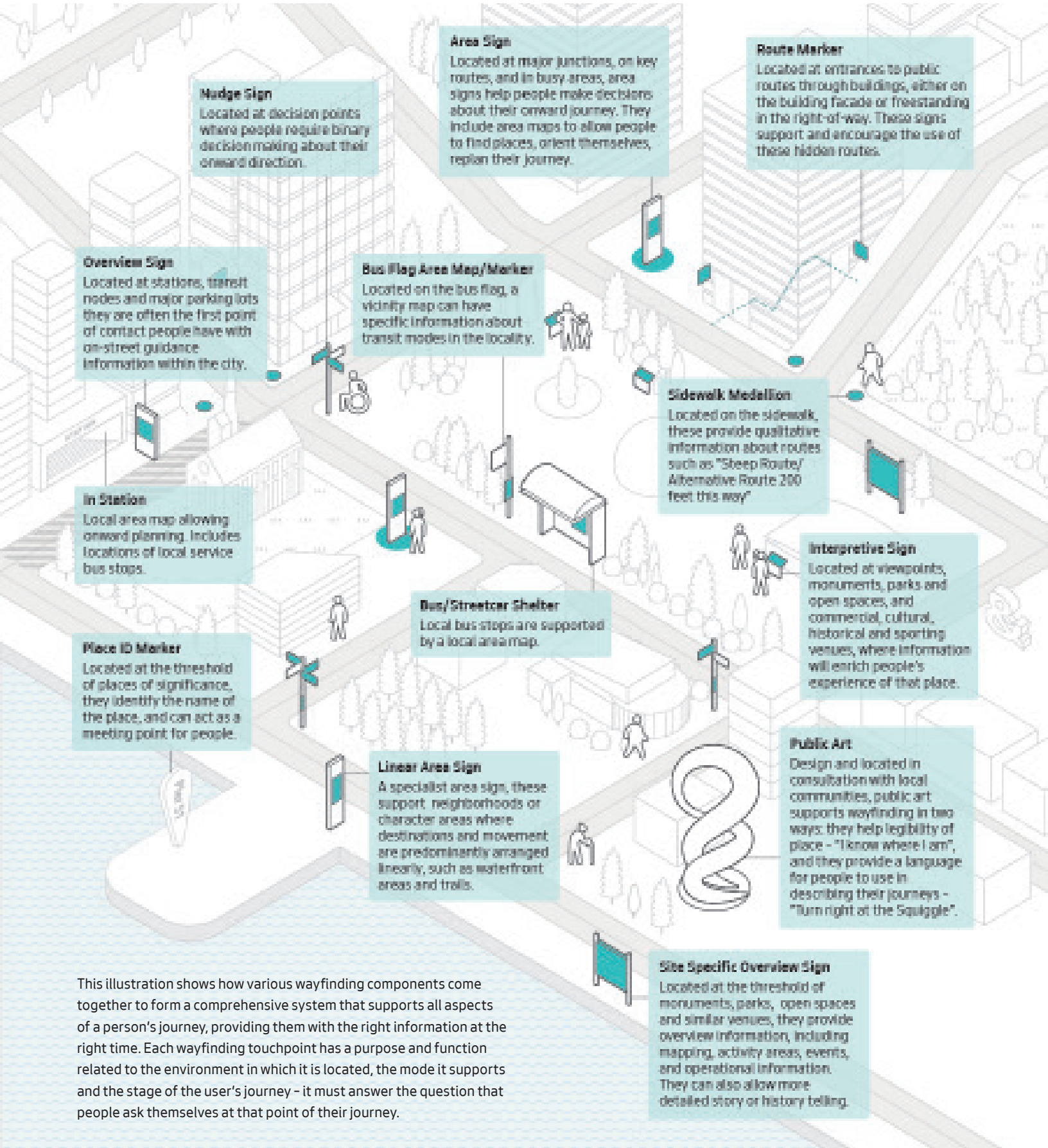
JOURNEY PLANNING | STARTING OUT | MAKING HEADWAY | FINDING PLACES



In addition to delivering against the strategic approach, wayfinding must answer a series of questions at critical times and places on a user's journey. Listening to the questions when they arise, often unplanned, mostly unspoken, provides a structure to inform the detail of what information should be provided along the journey.

Please note that this diagram continues on the next page.


JOURNEY PLANNING
STARTING OUT
MAKING HEADWAY
FINDING PLACES
Which way is Pike Place Market?
How can I avoid the main roads?
Which is the shortest route?
Which neighborhood am I in?
Which way do I go to get home?
Which street am I on?
Station
Is there a better route?
How can I avoid hills...?
Am I going the right way?
Is the transit accessible?
Is the elevator working?
Which way do I start my journey?
Is there information around here?



This illustration shows how various wayfinding components come together to form a comprehensive system that supports all aspects of a person's journey, providing them with the right information at the right time. Each wayfinding touchpoint has a purpose and function related to the environment in which it is located, the mode it supports and the stage of the user's journey - it must answer the question that people ask themselves at that point of their journey.

1.5 Developing a Priority Route Network

To determine where information should be placed, user journeys need to be understood and a priority route network for pedestrian movement established.

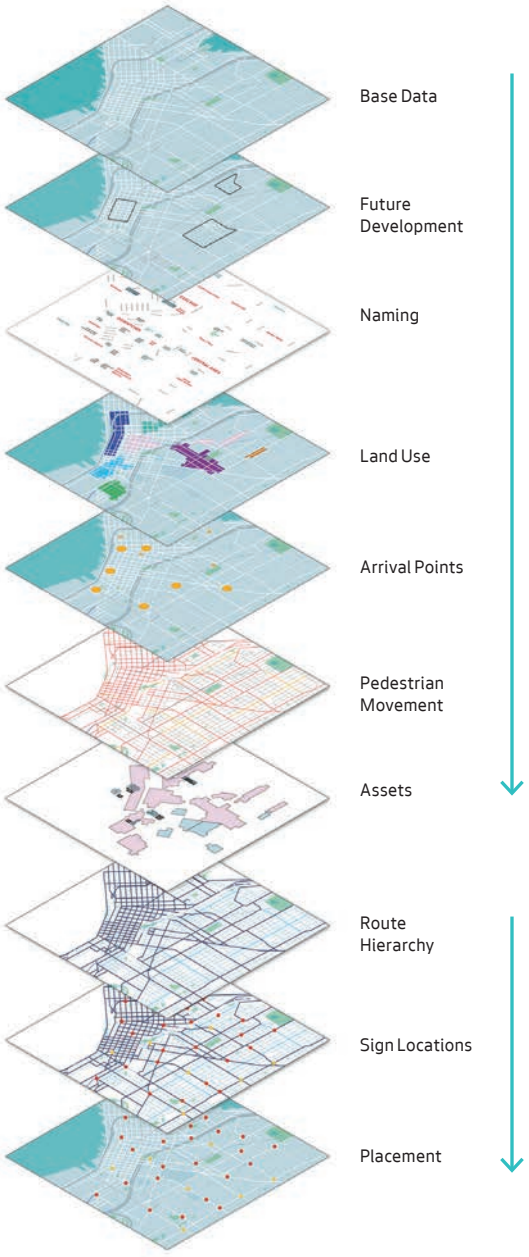
The priority route network is based on the development of a route hierarchy in the area of interest, and is developed by layering the information from the research phases to establish a network of connected routes. The hierarchy is interpreted as primary, secondary and tertiary pedestrian routes that connect places, attractions and transit.

The points at which the routes start, end, cross, merge and diverge are decision points for pedestrians and in these locations information should be provided to support journeys.

The route hierarchy is a planning tool. It is used to optimize the placement of signs and does not need to be published or publicized, except for reasons of transparency.

Objective of Priority Route Network

- Locate information in the right place
- Provide the right information at the right time

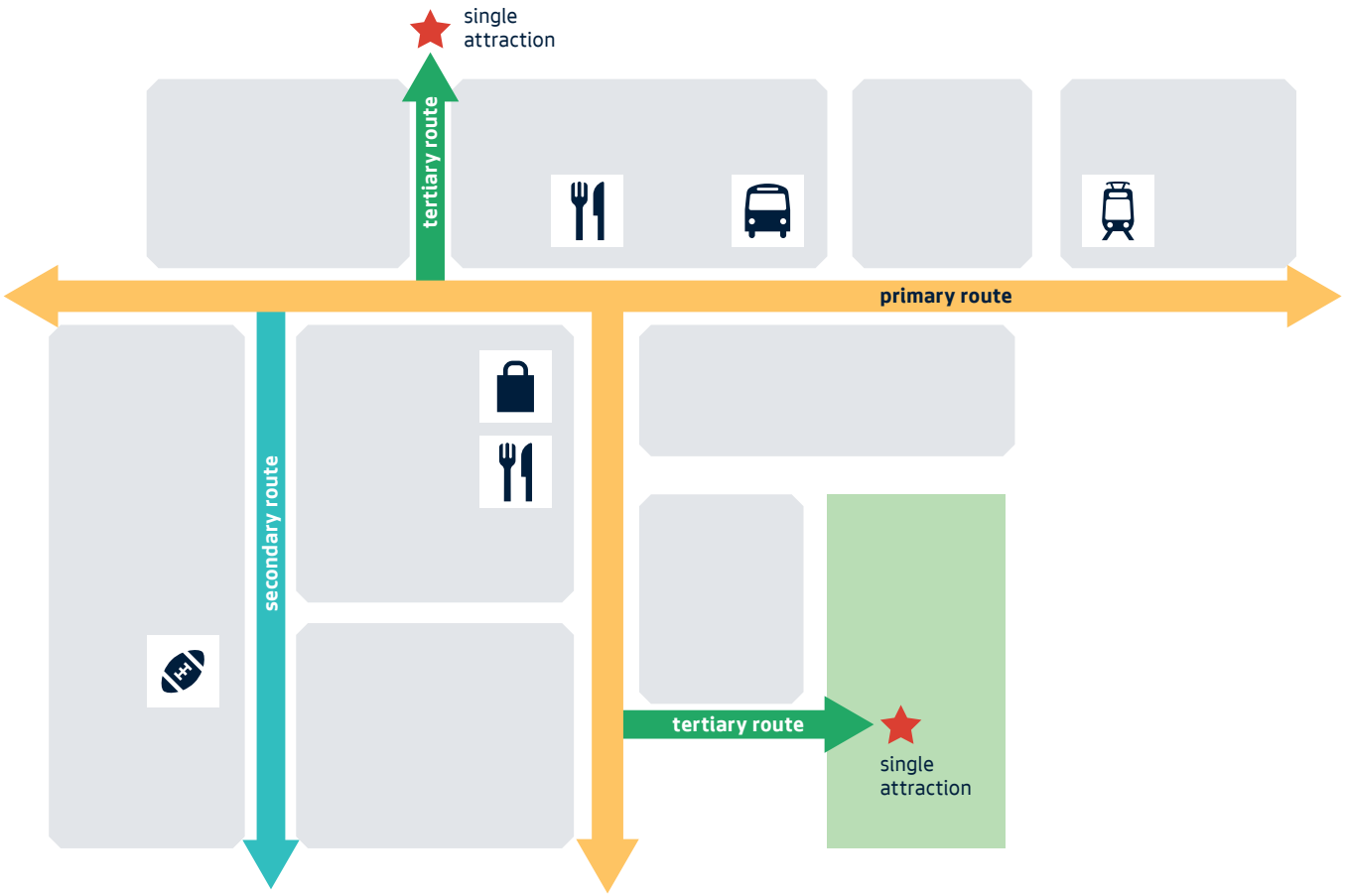


1.6 Hierarchy of Routes

Primary routes are strategic routes that connect places, groups of attractions and arrival points. They should offer good accessibility, clear visibility, high natural surveillance, good lighting, rain cover where possible and access to transport, which is vital for an integrated multi-modal network. Primary routes are often the well-trodden routes between main centers; routes that originally will have been walking routes, but have become main vehicular roads and popular bus routes over time.

Secondary routes are supplementary routes between places, i.e. they offer alternative routes or connect groups of attractions to the primary route network. Secondary routes should also offer good accessibility, good visibility and good lighting, but will generally be quieter than primary routes.

Tertiary routes link single attractions or destinations to the primary or secondary route network. They should be included only if they have good accessibility and are well lit.



1.6 Decision Points

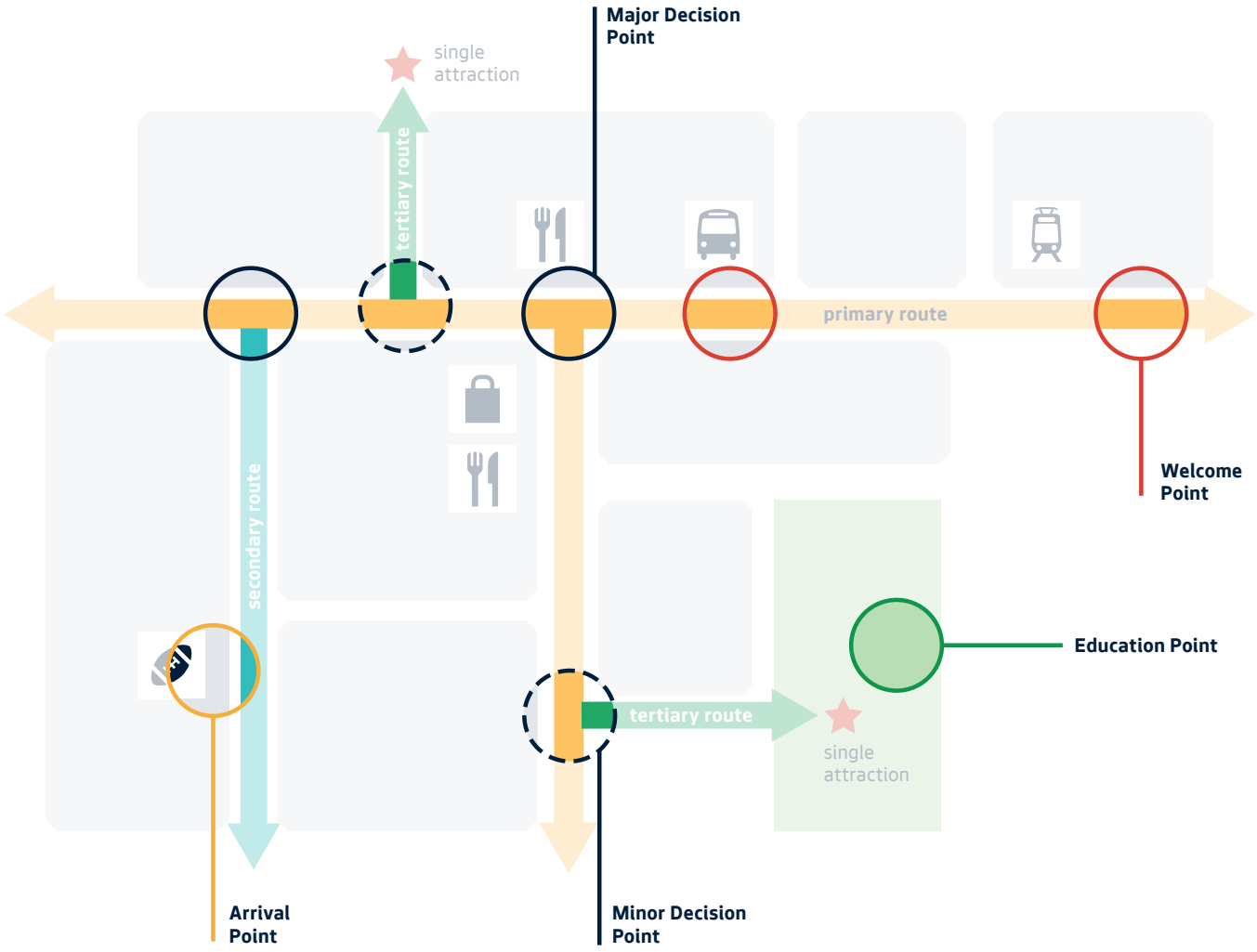
Locations where routes start, end, cross, merge and diverge are decision points for pedestrians and are locations where information should be provided to support journeys.

These decision points can be categorized into:

- Welcome points (points of entry to the system)
- Major decision points (points where primary/secondary routes intersect)
- Minor decision points (points where secondary/tertiary routes intersect)
- Arrival points
- Education points (locations where additional educational/ descriptive material would benefit users)

At each of these points users require information to plan a journey, help orient themselves or locate a destination. The type of decision point will determine what information; map content, directional information or addressing, is provided to best support the user.

More information about the development of the route hierarchy and how it informs sign placement can be found in working document 03 Sign Placement and Clutter Reduction.



1.7 Core Sign Family

A sign family has been established to provide users with the appropriate information at each decision point. The components of each sign type have been determined based on user needs at each decision point. These components and typical placement are described below.

Area Sign

Components & Function

This sign type includes two scales of map; finder and planner scale. The Finder Map allows users to locate local destinations and explore their immediate vicinity, while the Planner Map allows longer journeys to be planned and transit connections to be understood. In addition, a panel on the edge of the sign will provide the sign address in Braille and tactile.

Directional content provides quick reading information for users en-route to a destination and the address information confirms a users' location.

Placement

Area Signs are located at major decision points in busy environments such as outside transit stations, and in hubs and dwelling places. These are locations with high density of destinations, routes or journey choices. In future phases, this sign type provides the potential for integration with Sound Transit Station Identifier Signs for seamless information at Link station thresholds

Overview Sign

Components & Function

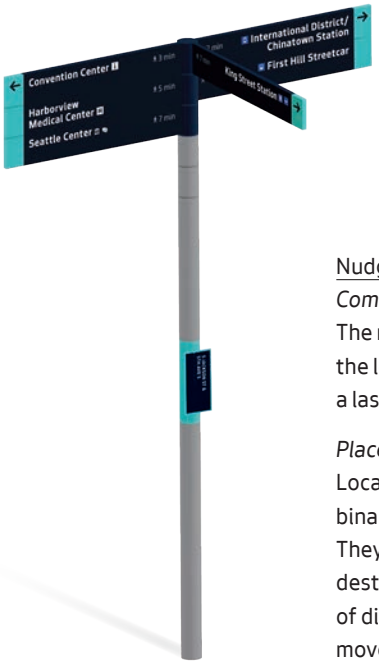
The Overview Map on this sign type provides a wider view of Seattle, giving useful context and allowing users to get an overview of the city and plan longer journeys.

Like the Planner Map on Area Signs, it also allows transit connections to be understood.

This sign also includes fast reading directional content and a location address. A panel on the edge of the sign will provide the sign address in Braille and tactile.

Placement

Located at welcome points, dwelling spaces and neighborhood centers, these are often the first point of contact people have with on-street guidance information within the city.



Nudge Sign

Components & Function

The nudge sign gives directional information to navigate the local area, providing route confirmation and acting as a last mile homing beacon to find places.

Placement

Located at minor decision points where people require binary decision making about their onward direction. They are common in areas which have a low density of destinations, on long route sections where confirmation of direction is helpful, and in areas which have a complex movement infrastructure to navigate.

1.8 Sign Family

In addition to the core sign family a further four sign types are being implemented in the pilot that will support users at particular points on their journey. These sign types, their components, function and placement are explained below.

Route Marker & Description

Components & Function

These sign types describe a 'hidden' accessible route through a building, to support and encourage the use of these routes. A map will provide a visual description of the route alongside information about the route opening times and ownership.

Placement

These signs are placed at entrances to public routes through buildings, either on the building facade or freestanding in the right-of-way.

Transit Local Area Map

Components & Function

A local area map provides an overview of the vicinity including transit connections to support multi-modal journeys.

Placement

These sign types are placed at transit nodes including, bus stops, transit stations and ferry terminals.

Tactile Pole Panel

Components & Function

These panels provide Braille and tactile address information to allow visually impaired users to orient and locate themselves.

Placement

Panels are placed at intersections and also feature on the pole of nudge signs.

Sidewalk Medallion

Components & Function

Sidewalk medallions provide users with information about an alternative accessible route, to avoid a steep slope or set of stairs. The alternative route is described and distances are provided.

Placement

Medallions are placed at the start of an inaccessible route, such as a steep slope or set of stairs.

1.9 Assets and Sign Content

Asset is the term used to refer to any content that will appear in the wayfinding system. These assets can be separated into Base Assets and Live Assets. It is not possible to include all assets on maps or directional signs, instead a series of criteria are established to determine where assets should appear in the system.

This criteria is explained in the supporting document Asset Selection Criteria.

Base Assets
Base assets form the foundation of the map. They include categories that are clearly defined, permanent and are useful for wayfinding purposes.
Roads and road names
Pedestrianized areas
Stairs, elevators, hillclimbs
Slope
Building footprints
Water bodies
Parks and Green spaces
Shorelines
Bridges/viaducts/underpasses
Transit
District names
Neighborhood names
Corridors or linear neighborhoods
Historic districts

Live Assets
Live assets are additional layers to the mapping that enhance its function as a wayfinding tool. Assets that hold a wide appeal for users such as visitor attractions are a priority and are included in mapping. These are often recognisable, attract a wide audience and are visually prominent within the environment.
Visitor attractions
Performance venues (sporting, music, theater)
Hotels & accommodation
Tourist information
Landmark retail
Landmark & historical buildings
Schools/higher education
Places of worship
Civic destinations
Campuses
Adult services
Community centers
Fire stations
Hospitals
Police stations
Postal service
Public toilets
Public art
Active frontage
Protected bike lanes
Paths / trails
Hidden routes
Parking
Orca Card outlets

1.10 Application of Assets

Assets appear in directional content, mapping and addressing. Depending on the application, the criteria for including the asset will vary.

For example, schools may be included on Finder Maps as they are a local destination, but not on Planner Maps or directional content. Further still, whether schools are shown using an icon, a label, an illustration or other, needs to be established.

Place Names

Place names are an asset that is fundamental to the wayfinding system. These names are part of everyday use in the way people describe places, they are often recognized but not usually publicly agreed and formalized.

A place can be a landmark, street, area, neighborhood, or district. People will choose which name to use when describing places depending on context and their audience. It is important to consider place names because they support the principles of progressive disclosure and stepping stones. The practical application of the addressing system, i.e., what areas are called, should be discussed and agreed at a local level in particular with regard to local area and neighborhood names.

The methodology for establishing place naming is based on a process planned and undertaken in three stages: preliminary selection, qualitative selection, and functional selection.

This process and the outcomes of the pilot naming consultation are described in document 05 Naming Consultation Summary.

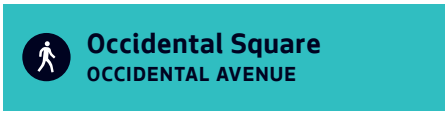
1.10.1 Application of Assets - *Addressing*

Addressing is primarily concerned with the application of place names. Once place names are agreed, a naming hierarchy established and area boundaries understood, the content for addressing can be populated.

Primary line addressing

This primary line of text can include the following:

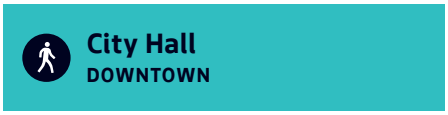
- Park or square name
- Station name
- Street junction
- Destination / landmark



Park or Square
Only use if sign is located on / in park or square

Station
Only use if sign is located at station threshold

Street Junction
Only use if sign is located at the junction



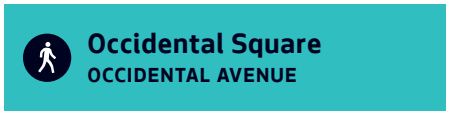
Destination / Landmark
Only use if sign is located at the specific destination / landmark. The destination or landmark should be identified on the map.

Secondary line addressing

The secondary line of text supports the district, neighborhood or linear corridor name. This is either a corridor/linear neighborhood, neighborhood or district. For the pilot area, these places have been identified and formalised in document 05 Naming Consultation Summary.

When there is no defined corridor/linear neighborhood the neighborhood name is then used. When there is no neighborhood, then the district name is used. Refer to document 05 Naming Consultation Summary for the boundaries of the areas.

Hierarchy examples



Linear Neighborhoods / Corridors

Neighborhoods

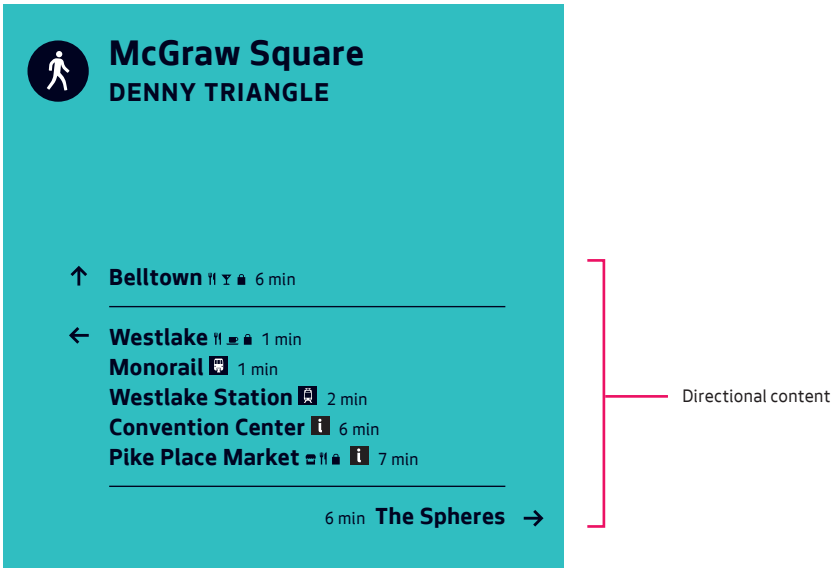
1.10.2 **Application of Assets** - *Directional Content*

Directional content should be a reflection of the wayfinding strategy. This means the hierarchy of information should support the bigger picture. This helps people understand not only the system but also build their knowledge and understanding of the city.

Having a clear, coherent and consistent system without ad-hoc information added on a sign by sign basis, ensures the optimal outcome for users. When additional information is added at random, this impacts the integrity of the overall system.

Key Principles

- Progressive disclosure; it is not possible to sign to everything
- Only direct to something if it has a defined arrival point, such as a front door or a marked boundary, otherwise the user will not know that they have arrived. With the exception of neighborhoods
- Directional content should be strategic, connecting major destinations, transit modes and neighborhoods
- When directing to entrances, the accessible entrance is prioritized
- Give the right information at the right time to support user journeys and ensure a connected system
- Just because there is space, doesn't mean it needs to be filled. Too much information can be overwhelming for users
- Use stepping stones as containers for multiple destinations
- Direct to destinations via routes identified in the route hierarchy and not 'as the crow flies'
- Routing should use a priority route network strategy such as the one developed for the pilot areas
- Information should be included in the system based on established principles and rationale, not on an ad-hoc basis



1.10.3 Application of Assets - *Mapping*

To ensure legibility, the assets that are included on maps should be carefully curated and tested. This content varies depending on the type and scale of map, to ensure only relevant information is included and is communicated clearly.

The table on the right shows the inclusion of live assets on different map types. The Finder Map is a smaller, closer crop which includes more assets and a greater level of detail than the Planner and Overview Map.

How each asset is visualized on a map also requires consideration. Assets can be shown as labels, building footprints, icons or illustrations and depends on the importance of the asset and the density of assets on the map.

Map content and design are explained in more detail later in this document and in the Asset Selection Criteria.

Live Assets	Finder Map	Planner & Overview Map
Visitor Attractions	Yes	Selected (primary + illustrations)
Performance venues	Yes	Selected (primary + illustrations)
Tourist Information	Yes	No
Landmark Retail	Yes	No
Hospitals	Yes	Campuses only
Education	Yes	No
Places of worship	Yes	No
Public Toilets	Yes	No
Civic Buildings	Yes	Selected (primary)
Adult services	Yes	No
Community centers	Yes	No
Police stations	Yes	No
Post Office	Yes	No
Fire Stations	Yes	No
Hotels & Accommodation	Yes	No
Public art	Yes	No
Path / trails	Yes	Yes
Protected bike lanes	Yes	No
Hidden routes	Yes	No
Parking	Yes	No
Campuses	Yes	Yes
Orca Card Locations	Transit map	No
Landmark buildings	Yes	No

2 System Identity

A key aspect of wayfinding design is the visual identity of the system. Consistency in application of the elements set out on the following pages is crucial in order to create a trustworthy and recognizable system. This section explains the look and feel of the system.

2.1 Color

The color palette used across the system is based on the city brand colors and regional entity brands and colors. Colors were tweaked and added where necessary, dependent on their use.

The range of blues and grays alongside the stronger accent colors are intended to complement the colors of the city and region as well as creating applications with a recognizable and engaging identity.

The palette provides a range of colors suitable for application across signage, print and digital.

Sign Colors

SS Teal
C 68 M 0 Y 28 K 0
R 62 G 185 B 192
Hex #3EB9C0
PMS 631C*

SS Navy
C 100 M 73 Y 28 K 86
R 0 G 13 B 34
Hex #000D22
PMS 296C*

White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
Hex #FFFFFF

* PMS numbers have been provided for reference only. These colors have not been tested in print or signage manufacture.

Dark Base Map Colors

White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
Hex #FFFFFF

Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
Hex #000000

Accent Yellow
C 0 M 25 Y 70 K 0
R 253 G 199 B 57
Hex #FDC75F

Landmark Outline
C 100 M 38 Y 38 K 48
R 0 G 75 B 92
Hex #004B5C

Landmark Fill
C 64 M 0 Y 26 K 24
R 67 G 157 B 163
Hex #469DA3

Neighborhood Panel Blue
C 39 M 0 Y 15 K 0
R 167 G 216 B 222
Hex #A7D9DE

Landmark Park Label Gray
C 10 M 0 Y 0 K 0
R 234 G 246 B 254
Hex #EAF6FE

Road Fill Navy
C 79 M 47 Y 9 K 81
R 15 G 37 B 59
Hex #0F243A

Park Green
C 80 M 8 Y 81 K 0
R 32 G 159 B 90
Hex #179F5A

Park Dot
C 80 M 0 Y 72 K 32
R 0 G 129 B 83
Hex #008153

Park Pattern
Base: Park Green
Dots: Park Dot
Dot diameter: 1/64 in

Water Blue
C 82 M 7 Y 0 K 10
R 0 G 156 B 211
Hex #009CD3

Water Dark Blue
C 75 M 35 Y 0 K 50
R 36 G 87 B 125
Hex #24577D

Transit Blue
C 100 M 55 Y 0 K 0
R 0 G 99 B 175
Hex #0063AF

Transit Dark Blue
C 100 M 55 Y 0 K 60
R 0 G 51 B 94
Hex #00335E

No Access Area Gray
C 60 M 32 Y 19 K 55
R 66 G 90 B 107
Hex #435A6B

Pavement Gray
C 48 M 25 Y 15 K 49
R 92 G 110 B 125
Hex #5C6E7D

Pedestrian Street Pattern
Base: No Access Area Gray
Pattern: Pavement Gray
Brick size: 1/32 x 1/16 in
Stroke weight: 0.375 pt

Building Parcel Gray
C 40 M 21 Y 12 K 42
R 114 G 129 B 143
Hex #72818F

Destination Gray
C 31 M 16 Y 8 K 36
R 137 G 149 B 163
Hex #8995A3

Road Label Gray
C 7 M 2 Y 0 K 15
R 214 G 220 B 225
Hex #D6DBE1

Shortcut Gray
C 7 M 2 Y 0 K 15
R 214 G 220 B 225
Hex #D6DBE1

District Label Gray
C 19 M 0 Y 0 K 30
R 168 G 186 B 197
Hex #A7B9C4

Light Base Map Colors

White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
Hex #FFFFFF

Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
Hex #000000

Accent Orange
C 0 M 46 Y 100 K 3
R 239 G 151 B 0
Hex #EF9700

Landmark Fill Light
C 62 M 0 Y 20 K 11
R 84 G 177 B 192
Hex #54B1C0

Landmark Outline Light
C 85 M 30 Y 33 K 30
R 0 G 107 B 125
Hex #006B7D

Neighborhood Panel Blue Light
C 100 M 38 Y 38 K 48
R 0 G 75 B 92
Hex #004b5C

Landmark Park Label Navy
C 79 M 47 Y 9 K 81
R 13 G 37 B 59
Hex #0D253B

Park Green Light
C 56 M 0 Y 68 K 0
R 127 G 191 B 115
Hex #7FBF73

Park Dot
C 73 M 0 Y 66 K 23
R 47 G 146 B 101
Hex #2F9265

Park Pattern Light
Base: Park Green
Dots: Park Dot

Water Blue Light
C 67 M 4 Y 0 K 5
R 50 G 180 B 227
Hex #38B3E4

Water Dark Blue
C 75 M 35 Y 0 K 50
R 36 G 87 B 125
Hex #24577D

Transit Blue
C 100 M 55 Y 0 K 0
R 0 G 99 B 175
Hex #0063AF

Retaining Wall Gray
C 17 M 0 Y 0 K 55
R 126 G 138 B 145
Hex #7E8A91

No Access Area Gray Light
C 9 M 0 Y 0 K 20
R 202 G 212 B 217
Hex #CAD4D9

Pavement Gray Light
C 6 M 0 Y 0 K 12
R 221 G 228 B 232
Hex #DEE4E8

Pedestrian Street Pattern Light
Base: Pavement Gray
Pattern: No Access Area Gray

Building Parcel Gray Light
C 12 M 0 Y 0 K 26
R 186 G 199 B 205
Hex #BAC6CD

Destination Gray Light
C 17 M 0 Y 0 K 30
R 172 G 188 B 197
Hex #ABBBC5

Road Label Gray
C 30 M 0 Y 0 K 70
R 83 G 101 B 109
Hex #52646D

Shortcut Gray
C 40 M 0 Y 0 K 70
R 70 G 96 B 108
Hex #46606C

District Label Gray
C 30 M 0 Y 0 K 60
R 100 G 122 B 132
Hex #647A84

2.2 Typeface

Seattle Text, the city brand typeface, provides a limited but functional range of fonts suitable for use across multiple applications, from large scale signage to detailed mapping.

abcdefgh
ijklmnop
qrstuvw
xyz

In cases where languages aren't supported by Seattle Text, Noto should be used.

As part of future city-wide roll-out of the wayfinding system the City could consider investing in the expansion of the existing type family to include more languages, and indeed further weights and variations to supplement the existing limited set.

Seattle Text can be provided by the City, Noto Sans can be found here: google.com/get/noto

Seattle Text
Bold

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
1234567890#$?!()

Seattle Text
Regular

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
1234567890#$?!()

Noto Sans CJK JP
Bold

あいうえおかきくけこさしすせそたちつてとなにぬねのはひふへほまみむめもやゆよらりるれろわをん

Noto Sans CJK JP
Regular

あいうえおかきくけこさしすせそたちつてとなにぬねのはひふへほまみむめもやゆよらりるれろわをん

Noto Sans CJK SC
Bold

一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土天地日月星黑白红橙黄绿蓝靛紫食住衣行

Noto Sans CJK SC
Regular

一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土天地日月星黑白红橙黄绿蓝靛紫食住衣行

2.3 Icons

A custom set of icons has been designed for the city to complement the Seattle Text typeface. Elements of the letterforms have been reflected in the drawing of the pictograms.

Icons are designed with both international standards and local conventions in mind so as to create as widely recognizable icons as possible.

This set represents the core set of pictograms identified for use on mapping, but may need to be added to as further needs are identified.

Typical color applications are shown here but the icon drawings can be recolored for other specific applications.


Walking Person


Accessible


Cycle

Icon colors
On mapping
Landmark Park Label Gray icon on Road Fill Navy backer

On signage
White icon on SS Navy backer


Airport

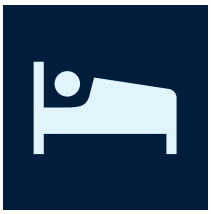

Taxi Rank

Parking


Police


Fire Station

Hospital


Hotel


Post Office

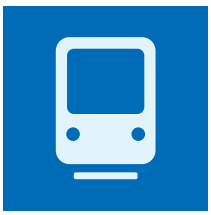
ORCA Card sales points


All-gender Restroom


Female Restroom


Male Restroom


Bus


Streetcar


Monorail


Link Light Rail


Sounder Train

Transit icon colors
On mapping
Landmark Park Label Gray icon on Transit Blue backer

On signage
White icon on SS Navy backer

Amtrak

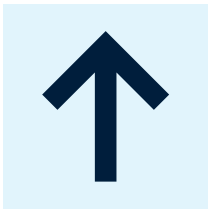

Water Taxi

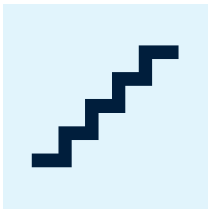

Ferry

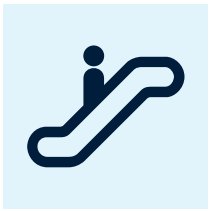

Cruise

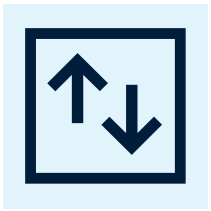
2.3 Icons


Accessible Route


Arrow


Stair


Escalator


Elevator

Icon colors
On mapping
Road Fill Navy icon on Landmark Park Label Gray backer

On signage
White icon on SS Navy backer


Cafe


Bar / Nightlife


Restaurant


Asian Food


Retail


Market


Football


Soccer


Baseball


Music Venue

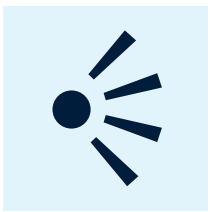

Theater


Museum / Gallery


Tourist Information


Privately Owned Public Spaces (POPS)


Seating


Viewpoint


Play Area


Off-leash Area

2.5 System Brand

The system brand mark is an important identifier of the wayfinding system.

The system brand mark is the walking person icon in a circle. The walking person icon is accompanied by the accessible icon in cases where additional accessible information is provided, or to mark accessible routes.

The system brand mark will be applied across the majority of applications, most prominently as part of the 'beacon' at the top of on-street signage. Through consistent application and use, the system brand mark will become a known and recognized signifier for pedestrian wayfinding.

Main brand marker
Walking person

Additional brand marker
Walking person + accessible icon

2.6 Agency Brand

The Agency Brand features on the lower panel of the core sign types, and is consistently placed on the bottom left of any application that includes the city brand. All applications of the brand will adhere to the City of Seattle Brand Guidelines.

If additional stakeholder logos are included in future roll-out of the system these should also be included on the lower panel, alongside theAgency Brand (exact hierarchy and positioning TBC at point of implementation).

Light monotone brand on dark background

Colored brand on light background

3 Sign Information Design

Each sign consists of a multitude of pieces of information. Making this information as understandable as possible is crucial for any wayfinding system. The following section explains the design and layout of the signs and provides specifications for key elements.

3.1 Core Sign Family

The core on-street wayfinding sign family is made up of three sign types.

Please note that all signs are double sided except where surface mounted, with information included on multiple signs faces such as side panels and poles.

Overview Sign

Area Sign

Nudge Sign

3.1 Sign Family

Route Marker/Description **Transit Local Area Map** **Sidewalk Medallion** **Tactile Pole Panel**

3.2 Dimensions

Overall dimensions of each sign type are shown here. Detailed general arrangement drawings can be found in Section 5: Design Intent Drawings.

Where dimensions are indicated as 'varying', more detailed information on dimensions can be found on the following pages.

Area Sign
Front

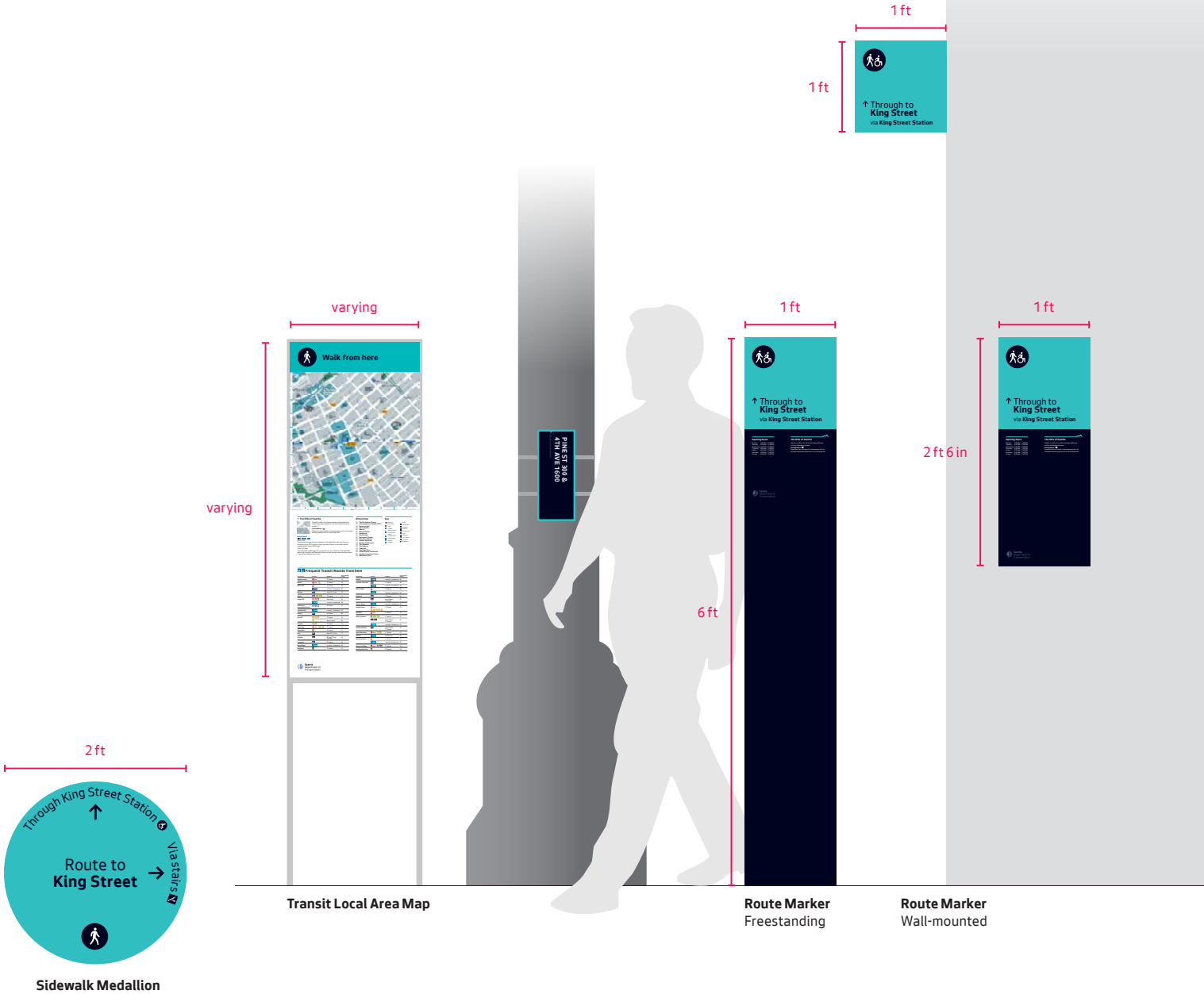
Side

Overview Sign
Front

Side

Nudge Sign

3.2 Dimensions



Transit Local Area Map

Route Marker
Freestanding

Route Marker
Wall-mounted

Sidewalk Medallion

3.3 Design for All

Design for all is integrated into the planning and design of the system. This includes the adoption of the seven principles of inclusive design:

- Equitable
- Flexible
- Simple and intuitive to use
- Perceptible information
- Tolerance for error
- Low physical effort
- Size and space for approach and use

It is not be possible to implement every aspect of the intended design within the pilots due to time and funding limits, however, the design will follow global best practice in delivering design for all wayfinding. This will include:

- High contrast graphics and large type
- Use of clear typeface
- Tactile signage including raised letters, symbols and Braille or as a separate product
- Ease of access to signs and content
- Inclusion of gradients, seating areas, steps, and restrooms
- Use of landmark illustrations & simplified mapping
- Prioritization of safe, surveilled routes
- Appropriate use of lighting and designing for low light
- Ground surface signs

Area Sign
Front

Side

Overview Sign
Front

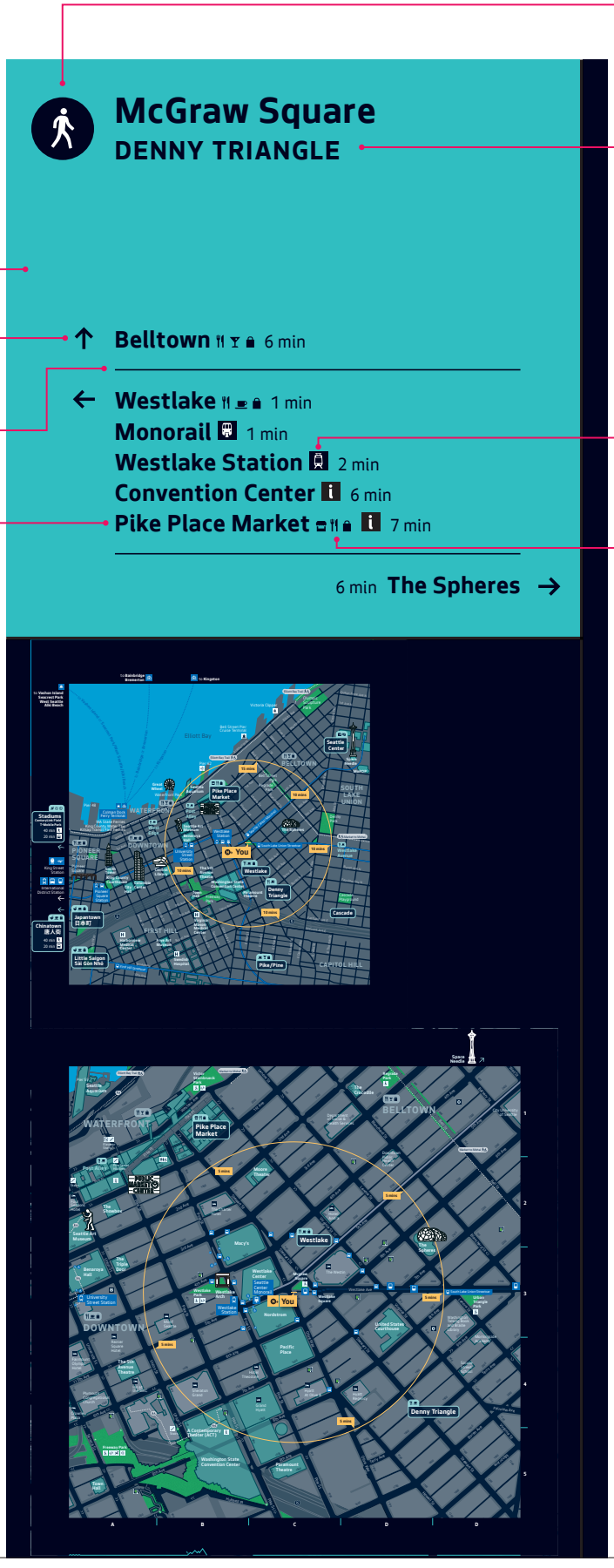
Side

Nudge Sign

3.4 Area Sign

Beacon

The beacon serves to increase the visibility of the sign as well as being a recognizable element of the system identity. The beacon area also contains crucial information: the system brand, addressing information which quickly allows users to confirm their location, and directional information to nearby neighborhoods and destinations.



Beacon

Arrow
SS Navy
Height: ⅛ in

Horizontal rule
SS Navy
Weight: 3.5 pt

Directional information
Destination
Seattle Text Bold
SS Navy
Size: 72 pt
Leading: 76 pt
Tracking: 25

Walking time
Seattle Text Regular
SS Navy
Size: 53 pt
Leading: 76 pt
Tracking: 25

System identifier
SS Navy & White
2 ½ x 2 ½ in

Address
Street
Seattle Text Bold
SS Navy
Size: 110 pt
Leading: 106 pt
Tracking: 30

Neighborhood
Seattle Text Bold (all caps)
SS Navy
Size: 80 pt
Leading: 106 pt
Tracking: 50

Primary icon
SS Navy & White
1⅜ x ¾ in

Secondary icon
SS Navy
½ x ½ in

Addressing and directional content are indicative

3.4 Area Sign

Map panel

On the Area Sign the Planner Map is positioned above the detailed Finder Map crop.

Both maps rotate to 'heads-up' orientation dependent on sign location (see 4.2 Orientation for more information on the principle of 'heads-up').

Destinations which are just off the map are directed to using off-map tabs. The Planner Map also uses off-map tabs for adjacent neighborhoods. This includes additional information such as key landmarks within that neighborhood, as well as journey options (including travel times). Key landmark illustrations shall be included here as well. (see 4.5 Finder Map and 4.6 Planner Map for more information on the use of off-map tabs)

Off-map tab
0.2 in offset from map

Planner Map
12 x 12 in

Finder Map
18 x 18 in

Addressing and directional content are indicative

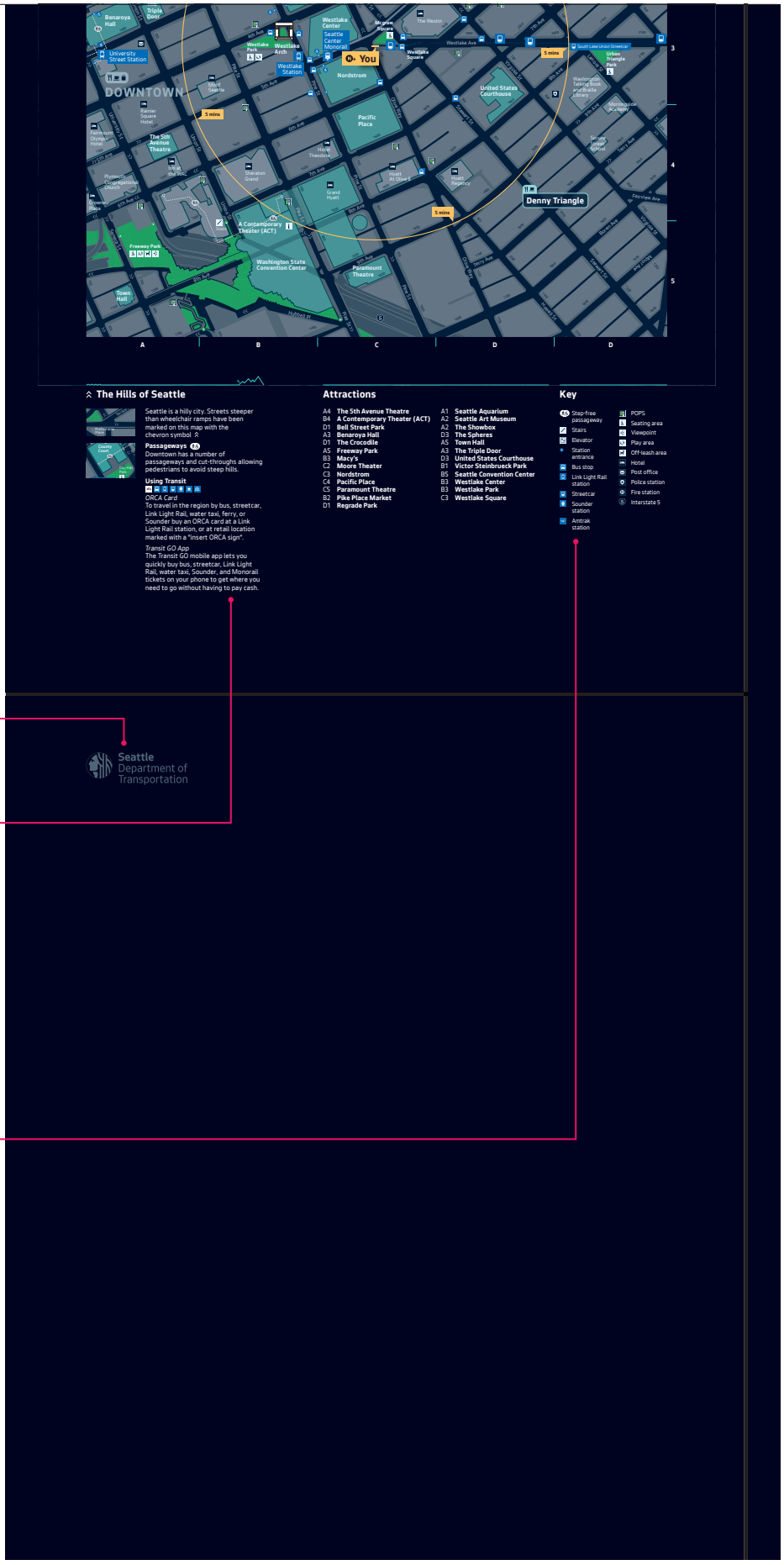
3.4 Area Sign

"The Hills of Seattle"
This gives the user information on how they can navigate the city while avoiding steep hills. Small sections of the map illustrate the graphic devices used to explain the topography and routing.

Attractions Index
Destinations are indexed in this section. All entries are shown with their appropriate grid references. These grid indicators can be found around the Finder Map.

Key
A key is included for all icons shown on both maps, explaining each icon's meaning.

Brand
The city's brand sits on the lower panel. If additional stakeholder logos are included in future roll-out of the system these should also be included on the lower panel, alongside the city brand (exact hierarchy and positioning TBC at point of implementation).



Brand
Pavement gray
3 x 1 in

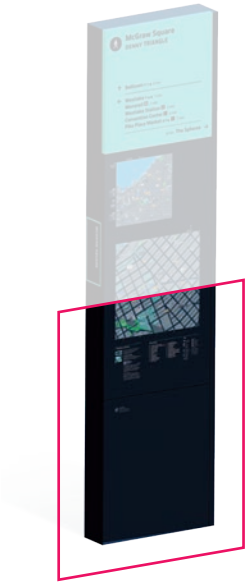
The Hills of Seattle & Attractions index
Title
Seattle Text Bold
White
Size: 24 pt
Leading: 24 pt
Tracking: 25

Body
Seattle Text Regular
White
Size: 16 pt
Leading: 17.5 pt
Tracking: 15

Key
Title
Seattle Text Bold
White
Size: 24 pt
Leading: 24 pt
Tracking: 25

Body
Seattle Text Regular
White
Size: 14 pt
Leading: 16 pt
Tracking: 15

Icons
0.2 x 0.2 in

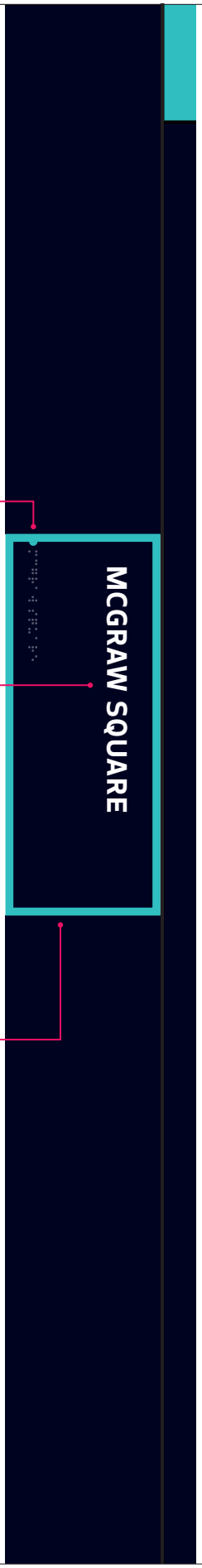


3.4 Area Sign

Tactile panel

A panel containing tactile information is included on the sidewalk-facing side of the Area Sign. The function of the panel is to allow visually impaired users to understand where they are and help them orient themselves.

Additional elements are added to increase the discoverability of tactile / high contrast information: the teal outline creates a visual contrast between the rest of the sign and the panel; the raised semicircle indicates the start of the Braille text.



Braille locator
Semicircle diameter: ¼ in
(raised)

Address
Seattle Text Bold (all caps)
White
Size: 68 pt
Leading: 68 pt
Tracking: 45
(raised)

Braille
Braille shall be contracted (Grade 2) and shall comply with the 2010 ADA Standards for Accessible Design (Chapter 7: Communication Elements and Features) 703.3 and 703.4.

Highlight outline
SS Teal
Weight: 18 pt
(not raised)

Addressing content is indicative

3.4 Area Sign

Secondary Language

A second language is included in specific circumstances when a language other than English has been identified as having strong ties to the community. Three areas have been identified thus far as part of the initial pilots:

- Chinatown (traditional Chinese)
- Japantown (Japanese)
- Little Saigon (Vietnamese)

Address
For languages supported by Seattle Text:
Street
Seattle Text Bold
SS Navy
Size: 110 pt
Leading: 106 pt
Tracking: 30

Neighborhood
Seattle Text Bold (all caps)
SS Navy
Size: 80 pt
Leading: 106 pt
Tracking: 50

For Chinese:
Street
Noto Sans CJK SC Medium
SS Navy
Size: 92 pt
Leading: 110 pt

Neighborhood
Noto Sans CJK SC Medium
SS Navy
Size: 72 pt
Leading: 82 pt

Address
For languages supported by Seattle Text:
Street
Seattle Text Bold
SS Navy
Size: 110 pt
Leading: 106 pt
Tracking: 30

Neighborhood
Seattle Text Bold (all caps)
SS Navy
Size: 80 pt
Leading: 106 pt
Tracking: 50

For Japanese:
Street
Noto Sans JP Medium
SS Navy
Size: 92 pt
Leading: 110 pt

Neighborhood
Noto Sans JP Medium
SS Navy
Size: 72 pt
Leading: 82 pt

Addressing and directional content are indicative

3.4 Area Sign

Local distinctiveness

In order for the system to better reflect the character of historic districts, side panels of both Area and Overview Signs can be decorated with a graphic pattern. This pattern wraps around the entire sidepanel, revealing a small section of the pattern on the front and rear faces of the sign.

The design of each pattern should be defined in close collaboration with local residents.

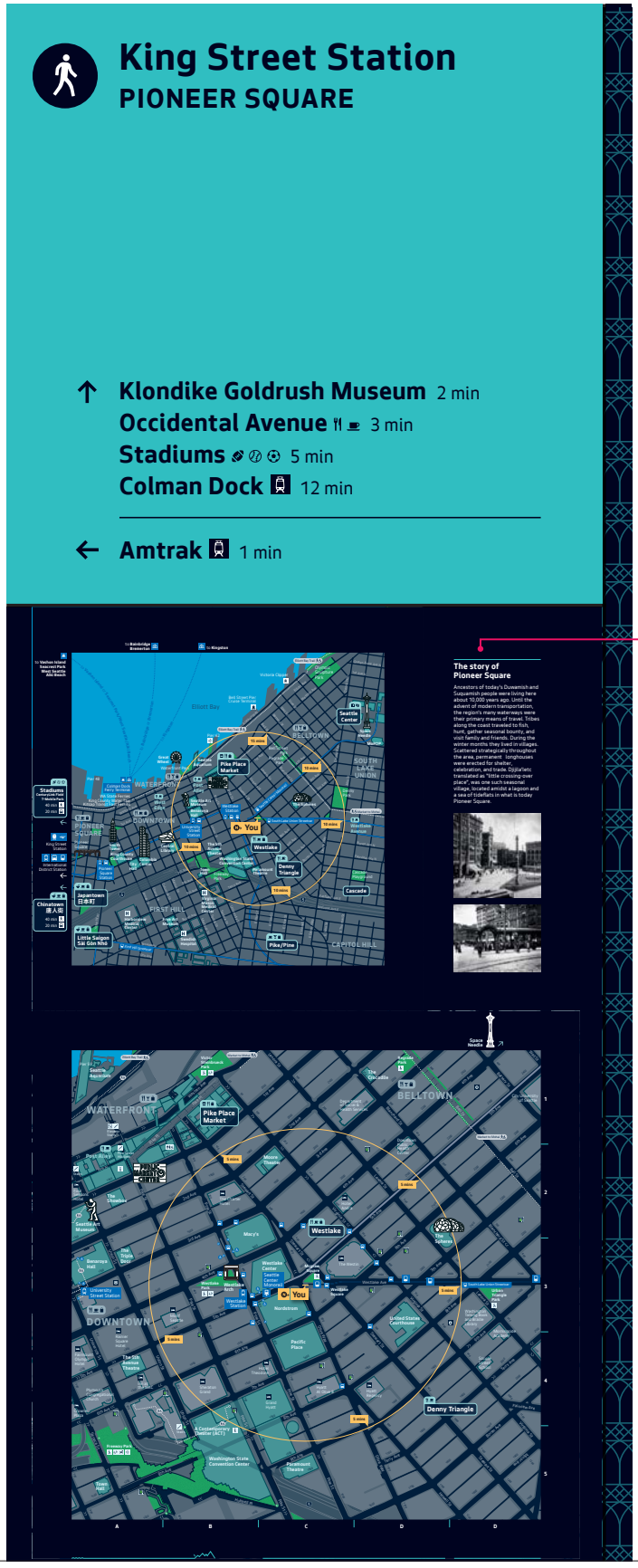
As such a subtle tone on tone approach is highly recommended in order to not create unnecessary visual noise and distract the user from the core information included on the sign.

(final color TBC prior to implementation)

3.4 Area Sign

Local distinctiveness

The area on the right of the planner map can be used to add eg. historical information about the neighborhood. Text can be used in combination with monotone photography or illustrations.



Interpretive information

Title
Seattle Text Bold
White
Size: 24 pt
Leading: 24 pt
Tracking: 25

Body
Seattle Text Regular
White
Size: 16 pt
Leading: 17.5 pt
Tracking: 15

Photography
Monotone: SS Navy

3.5 Overview Sign

Beacon

The beacon performs the same function for the two mapping signs. On the wider Overview Sign the layout accommodates side-by-side arrangement of the directional information.

Address
Street
Seattle Text Bold
SS Navy
Size: 110 pt
Leading: 106 pt
Tracking: 30

Neighborhood
Seattle Text Bold (all caps)
SS Navy
Size: 80 pt
Leading: 106 pt
Tracking: 50

System identifier
SS Navy & White
2 ½ x 2 ½ in

Beacon

Horizontal rule
SS Navy
Weight: 3.5 pt

Directional information
Destination
Seattle Text Bold
SS Navy
Size: 72 pt
Leading: 76 pt
Tracking: 25

Walking time
Seattle Text Regular
SS Navy
Size: 53 pt
Leading: 76 pt
Tracking: 25

Addressing and directional content are indicative

3.5 Overview Sign

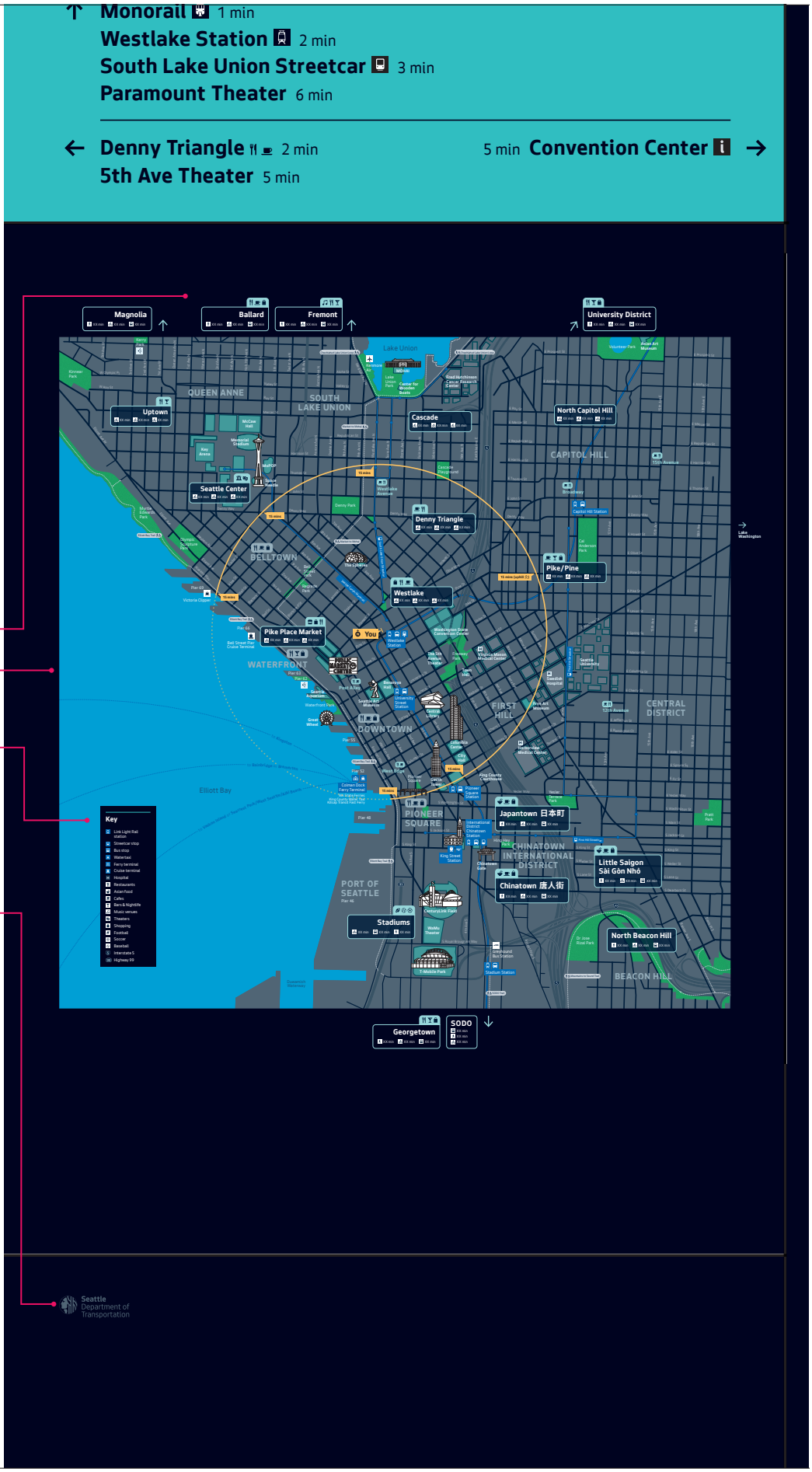
Map panel

The Overview Sign features only a single map, the Overview Map. This map is always oriented 'north up', as opposed to the Finder and Planner Maps.

Key & Brand

Similar to the Area Sign, a key of all used icons is included on the sign. The key is positioned within the map crop. Any stakeholder branding is placed on the lower panel, consistent with the Area Sign.

In the post-pilot stage, this sign type can provide an opportunity to integrate information about Seattle's native history and child-friendly elements on the lower panel.



Off-map tab

Overview Map
30 x 30 in

Key

Title	*Body*
Seattle Text Bold	Seattle Text
White	Regular
Size: 24 pt	White
Leading: 24 pt	Size: 14 pt
Tracking: 25	Leading: 16 pt
	Tracking: 15

Brand
Pavement gray
3 x 1 in

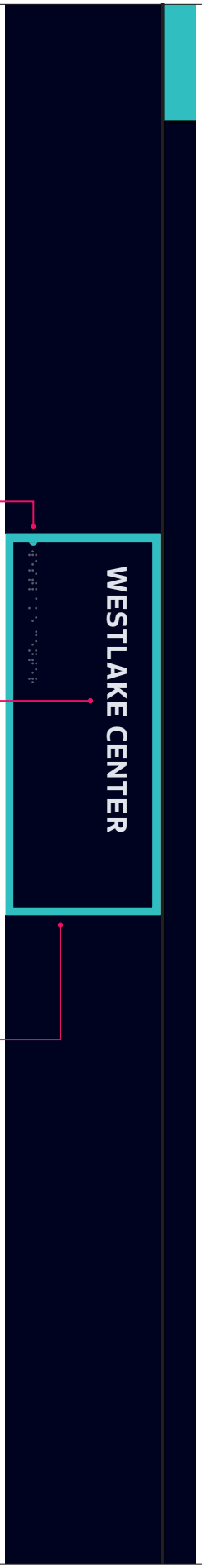
Addressing and directional content are indicative

3.5 Overview Sign

Tactile panel

A panel containing tactile information is included on the sidewalk-facing side of the Overview Sign. The function of the panel is to allow visually impaired users to understand where they are and help them orient themselves.

Additional elements are added to increase the discoverability of tactile / high contrast information: the teal outline creates a visual contrast between the rest of the sign and the panel; the raised semicircle indicates the start of the Braille text.



Braille locator
Semicircle diameter: ¼ in
(raised)

Address
Seattle Text Bold (all caps)
White
Size: 68 pt
Leading: 68 pt
Tracking: 45
(raised)

Braille
Braille shall be contracted (Grade 2) and shall comply with the 2010 ADA Standards for Accessible Design (Chapter 7: Communication Elements and Features) 703.3 and 703.4.

Highlight outline
SS Teal
Weight: 18 pt
(not raised)

Addressing content is indicative

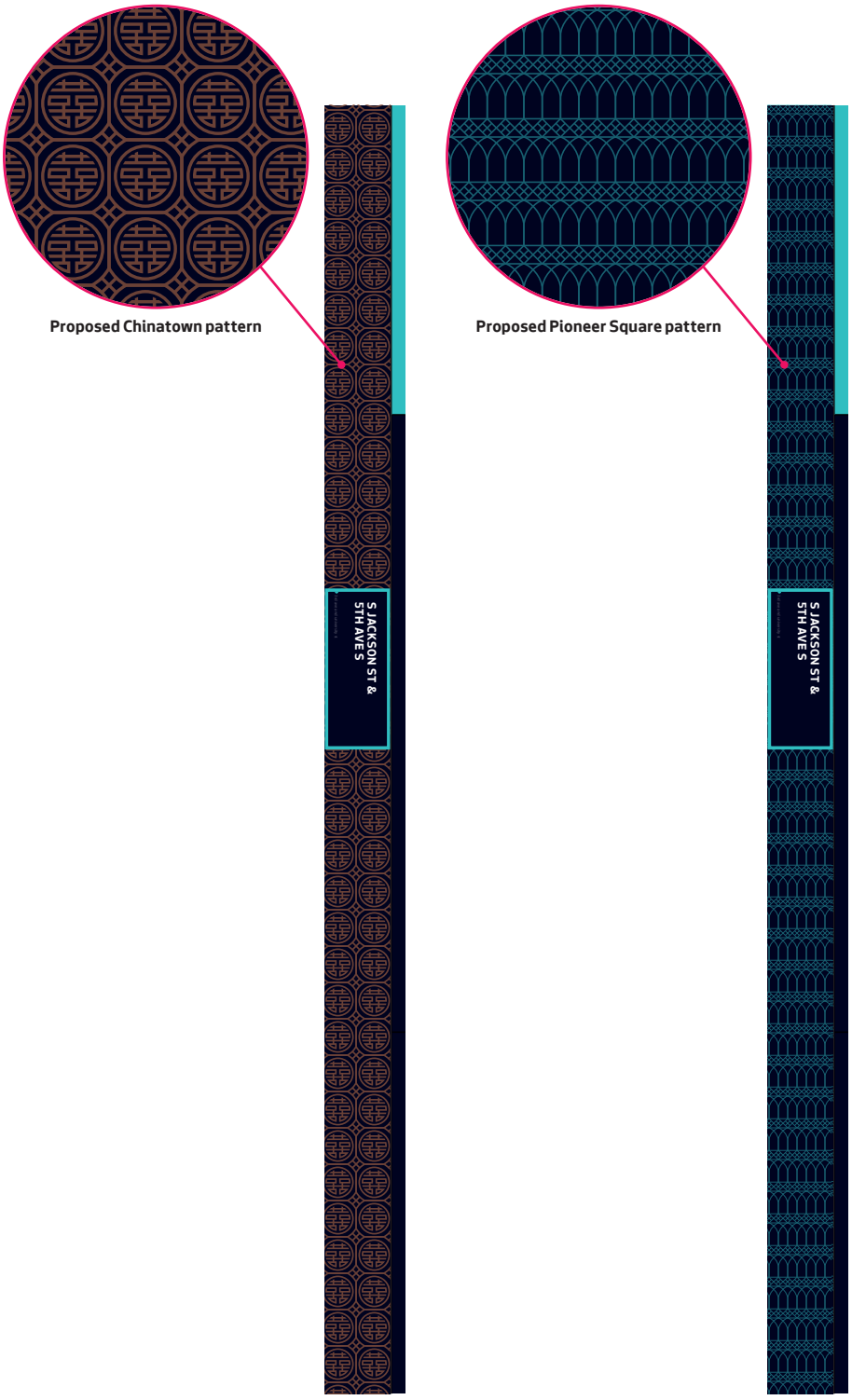
3.5 Overview Sign

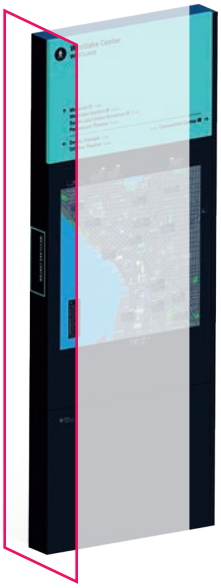
Local distinctiveness

In order for the system to better reflect the character of historic districts, side panels of both Area and Overview Signs can be decorated with a graphic pattern. This pattern wraps around the entire sidepanel, revealing a small section of the pattern on the front and rear faces of the sign.

The design of each pattern should be defined in close collaboration with local residents.

As such a subtle tone on tone approach is highly recommended in order to not create unnecessary visual noise and distract the user from the core information included on the sign.

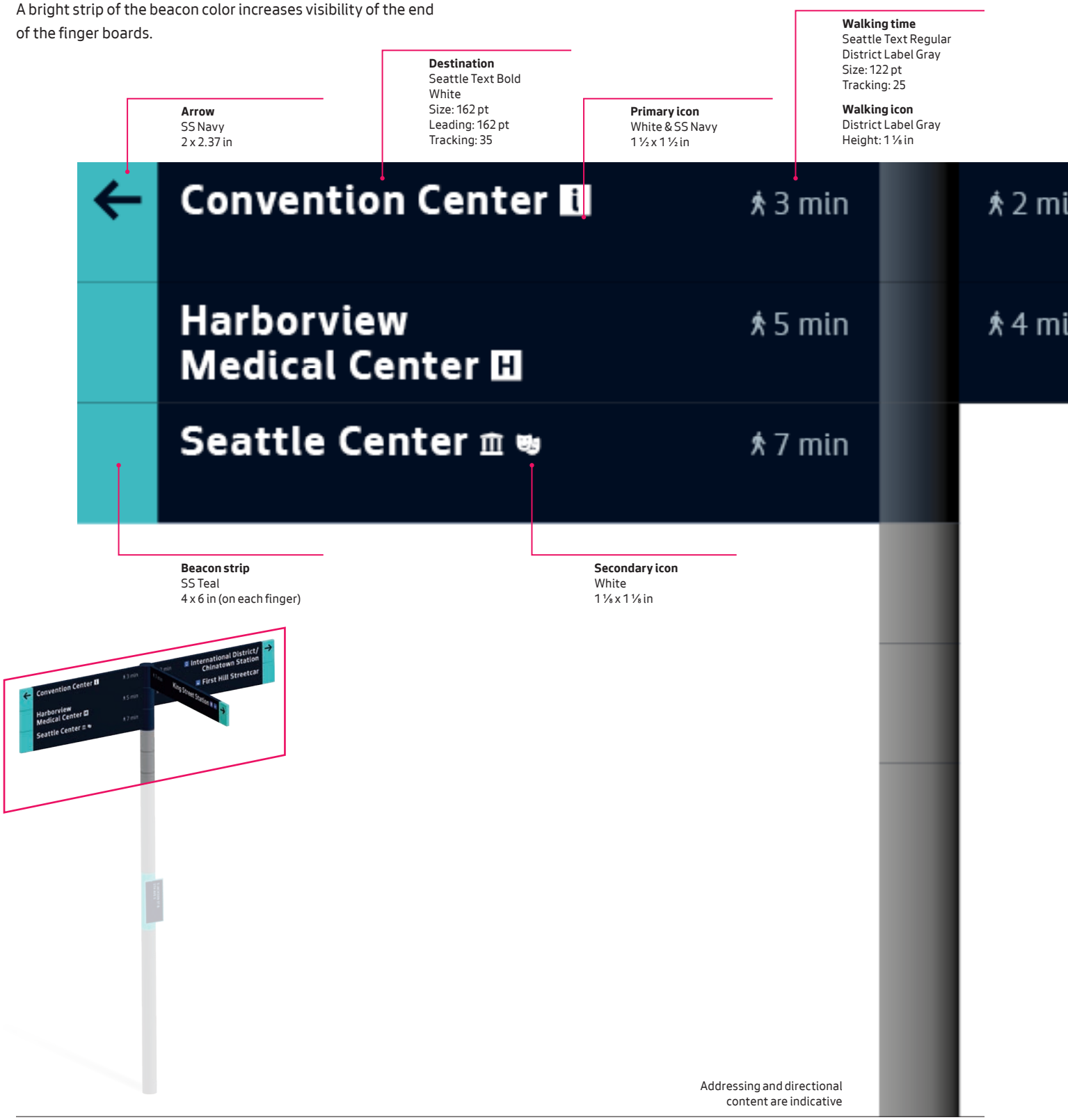




3.6 Nudge Sign

Individual finger boards point users toward destinations in close proximity to the Nudge Sign. These finger boards can be arranged at 45 degree increments on the pole. The arrow is only included on the top finger board when multiple destinations are grouped in the same direction. Approximate walking times are also included to give the user a sense of distance.

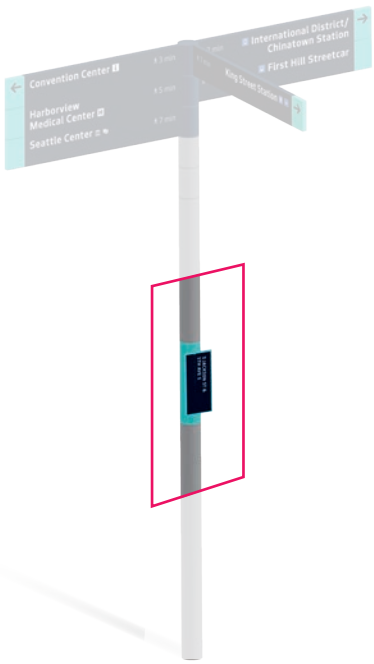
A bright strip of the beacon color increases visibility of the end of the finger boards.



3.6 Nudge Sign

Tactile panel

The Nudge Sign also includes a tactile panel containing addressing information. An additional band of the brand teal is applied to the post to further highlight the presence of the panel from multiple directions.



Braille locator
Semicircle diameter: ¼ in
(raised)

Address
Seattle Text Bold (all caps)
White
Size: 68 pt
Leading: 68 pt
Tracking: 45
(raised)

Braille
Braille shall be contracted (Grade 2) and shall comply with the 2010 ADA Standards for Accessible Design (Chapter 7: Communication Elements and Features) 703.3 and 703.4.

Highlight outline
SS Teal
Weight: 18 pt
(not raised)

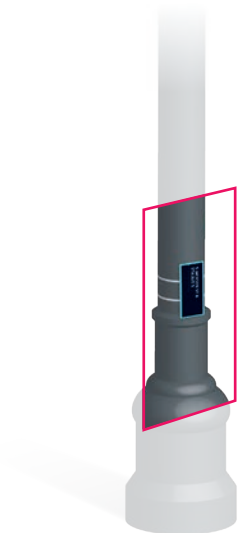
Beacon strip
SS Teal
Total height: 16 in

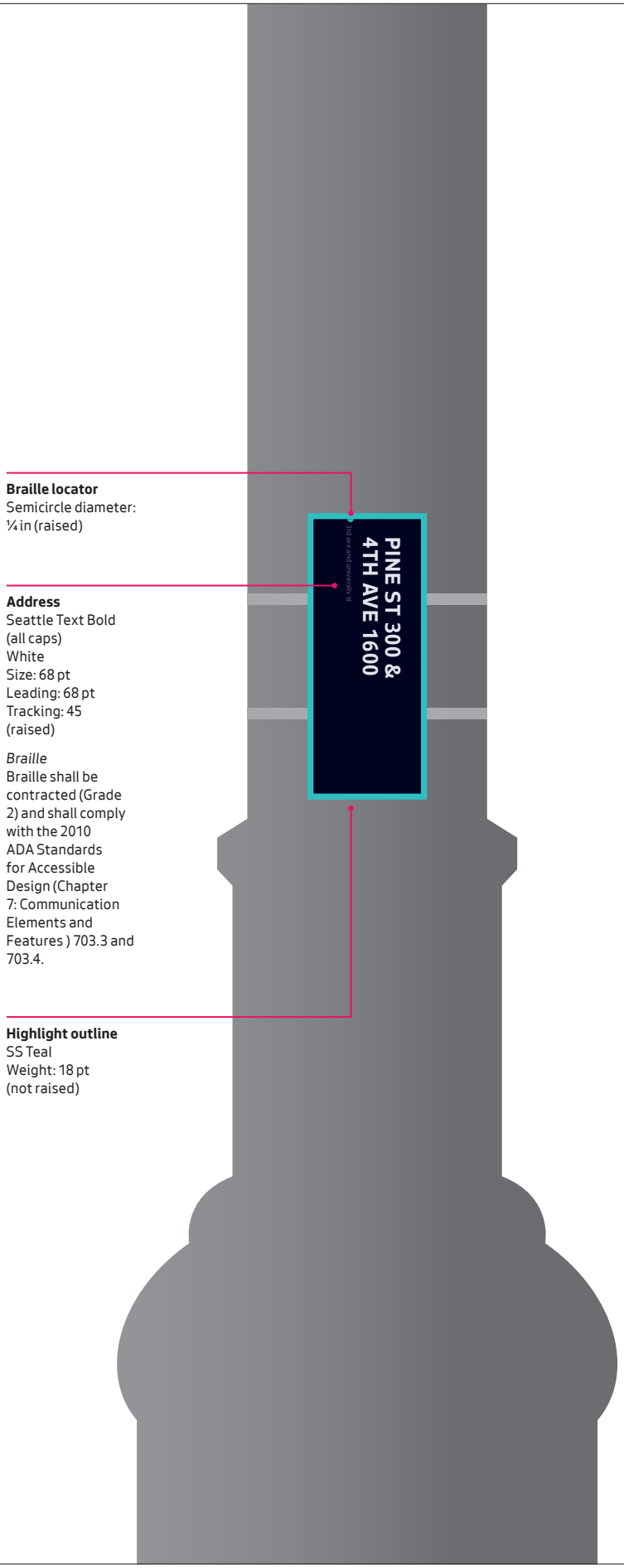
Addressing content is indicative

3.7 Tactile Pole Panel

The tactile panels are implemented at signalized intersections. The content and layout follow the same rationale as the other signs containing tactile information.

Braille and tactile content will include the street name and block number of both intersecting streets. The street directly behind or parallel with the sign shall go first, followed by the street perpendicular to the sign. The block number is the block the sign is physically located on, not the adjacent block.





Braille locator
Semicircle diameter:
¼ in (raised)

Address
Seattle Text Bold
(all caps)
White
Size: 68 pt
Leading: 68 pt
Tracking: 45
(raised)

Braille
Braille shall be contracted (Grade 2) and shall comply with the 2010 ADA Standards for Accessible Design (Chapter 7: Communication Elements and Features) 703.3 and 703.4.

Highlight outline
SS Teal
Weight: 18 pt
(not raised)

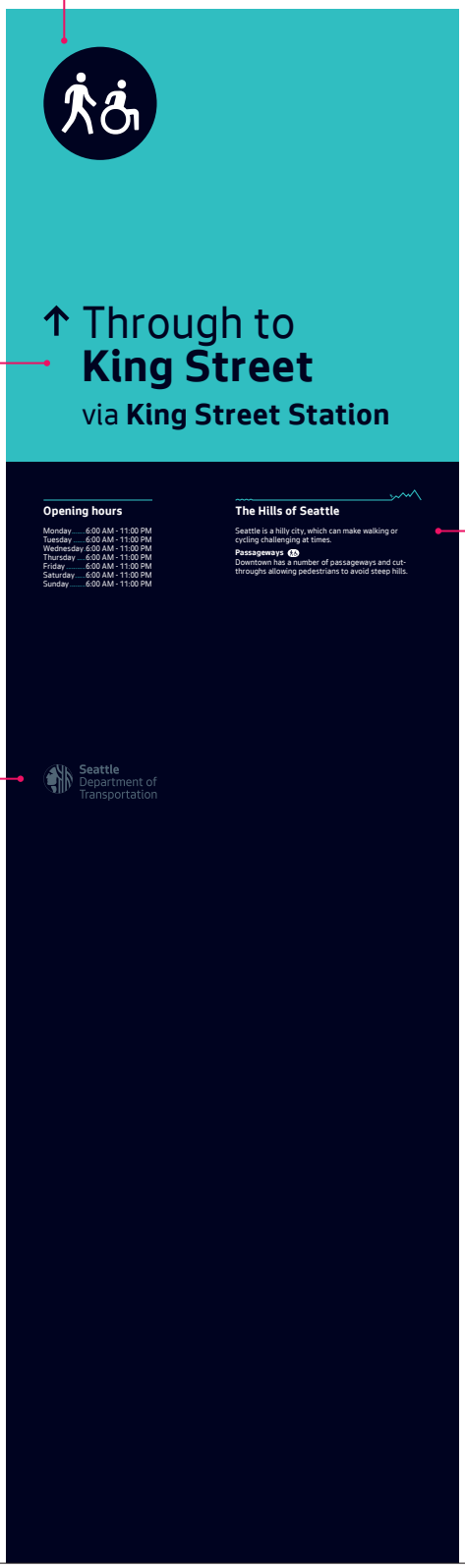
3.8 Route Marker - *Freestanding*

The Route Marker follows the same general layout as the mapping signs: a large beacon area at the top of the sign containing the key high level information, with more detailed information below.

The detailed information shown here in the particular case of the pilot only contains the opening hours of the supported route. Even more detailed information could be included here post pilot, such as highly detailed maps supporting more complicated routes.

Please note that the system brand changes to include the accessible icon.

System identifier (accessible)
SS Navy & White
3 x 3 in



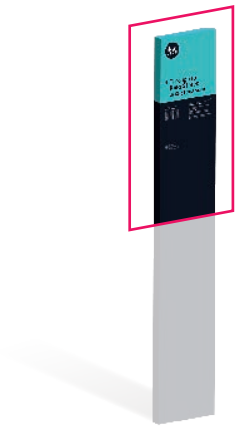
Address / Directional information
Destination
Seattle Text Regular/Bold
SS Navy
Size: 90 pt
Leading: 82 pt
Tracking: 25

Route description
Seattle Text Regular/Bold
SS Navy
Size: 60 pt
Leading: 82 pt
Tracking: 25

Brand
Pavement gray
3 x 1 in

Opening hours & The Hills of Seattle
Title
Seattle Text Bold
White
Size: 24 pt
Leading: 24 pt
Tracking: 25

Body
Seattle Text Regular
White
Size: 16 pt
Leading: 17.5 pt
Tracking: 15



Addressing and directional content are indicative

3.9 Route Marker - *Wall-mounted*

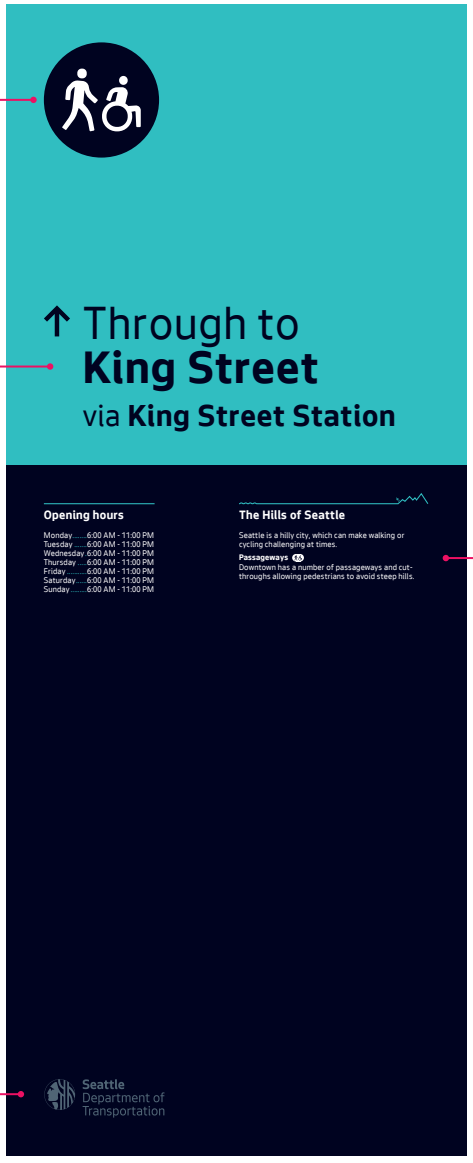
Different applications are needed depending on the type of route entrance being supported. A freestanding version is likely to be preferred when the route entrance is perhaps a distance from the sidewalk and the connection needs more support, while wall-mounted versions including the same content would work better in other locations.

This application requires two signs: one is a flag version of the beacon, which projects from the building facade. This ensures visibility as users walk down the sidewalk. The second is a wall-mounted version of the sign shown on the previous page. Both signs would typically be located adjacent to the route entrance.

System identifier
SS Navy & White
3 x 3 in

Address / Directional information
Destination
Seattle Text Regular/Bold
SS Navy
Size: 90 pt
Leading: 82 pt
Tracking: 25

Route description
Seattle Text Regular/Bold
SS Navy
Size: 60 pt
Leading: 82 pt
Tracking: 25



System identifier
SS Navy & White
3 x 3 in

Address / Directional information
Destination
Seattle Text Regular/Bold
SS Navy
Size: 90 pt
Leading: 82 pt
Tracking: 25

Route description
Seattle Text Regular/Bold
SS Navy
Size: 60 pt
Leading: 82 pt
Tracking: 25

Opening hours & The Hills of Seattle
Title
Seattle Text Bold
White
Size: 24 pt
Leading: 24 pt
Tracking: 25

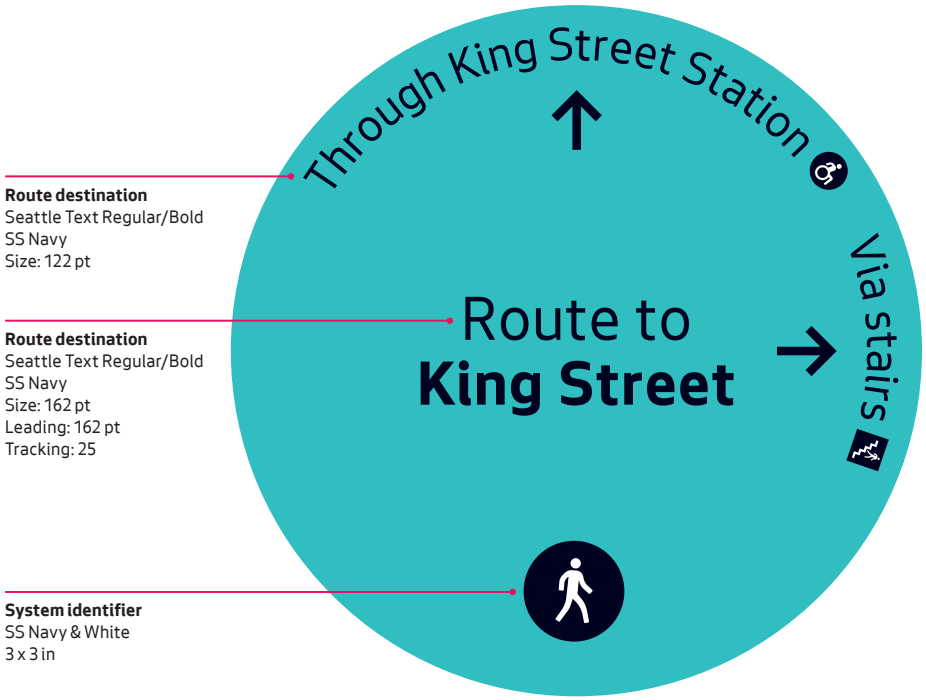
Body
Seattle Text Regular
White
Size: 16 pt
Leading: 17.5 pt
Tracking: 15

Brand
Pavement gray
3 x 1 in

Addressing and directional content are indicative

3.10 Sidewalk Medallion

The Sidewalk Medallion is a floor-mounted graphic. The strong beacon color is used to catch attention, and provides route or place confirmation, or qualitative information about routes, and alternatives.

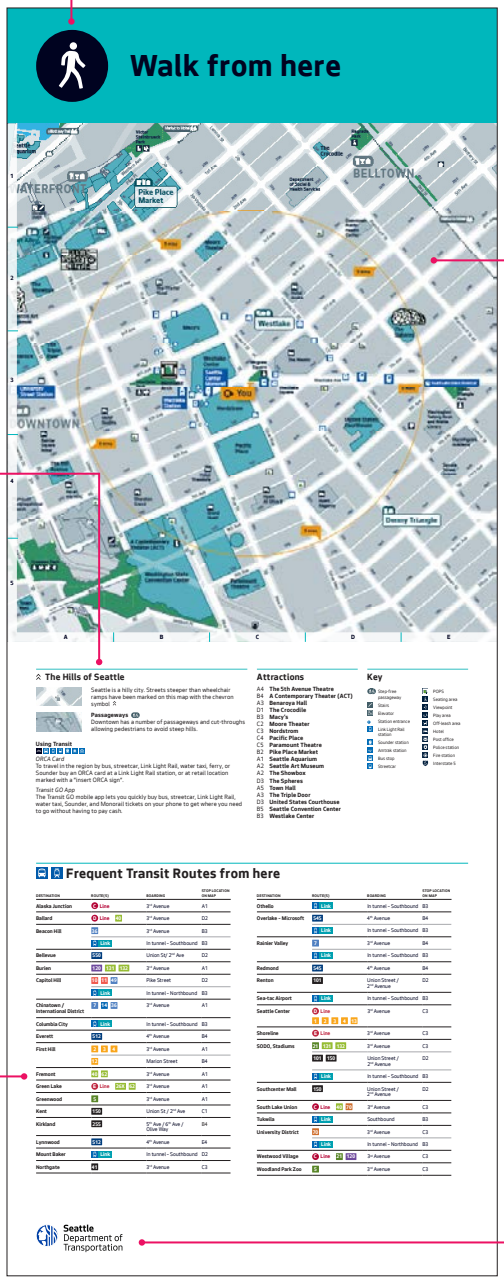


3.11 Transit Local Area Map – *Sound Transit*

The Transit Local Area Map follows the same general layout as the mapping signs: a beacon area at the top of the sign, with more detailed information below containing a Transit Finder Map, indices and key, as well as more detailed transit information.

Both 'North-up' and 'Heads-up' orientation approaches are used for the Transit Local Area Maps. When signs are located on-street, 'Heads-up' orientation is recommended. In locations where the user can't cross-reference the map with the environment (eg. underground, inside stations) 'North-up' would be recommended. See 4.2 Orientation for more information on map orientation.

Different layouts are used dependent on each sign's location. These layouts can be found over the following pages.



System identifier
SS Navy & White
2 ½ x 2 ½ in

Transit Finder Map
Light base

The Hills of Seattle, Attractions index & Key
Title
Seattle Text Bold
SS Navy
Size: 36 pt
Tracking: 25

Body (for Hills of Seattle and Attractions Index)
Seattle Text Regular
SS Navy
Size: 16 pt
Leading: 17.5 pt
Tracking: 15

Space between paragraphs: 12 pt

Body (for Key)
Seattle Text Regular
SS Navy
Size: 14 pt
Leading: 16 pt
Tracking: 15

Transit information
Title
Seattle Text Bold
SS Navy
Size: 24 pt
Leading: 24 pt
Tracking: 25

Column headers
Seattle Text Regular
(All caps)
SS Navy
Size: 10 pt
Tracking: 30

Body
Seattle Text Regular
SS Navy
Size: 14 pt
Leading: 15 pt
Tracking: 15

Sound Transit Customer Info Panel
17 in x 44 in

Brand
Full color
Width: 3 in

3.11 Transit Local Area Map – *Sound Transit*

Walk from here
Seattle Text Bold
SS Navy
Size: 80 pt
Tracking: 25

System identifier
SS Navy & White
2 ½ x 2 ½ in

Transit Finder Map
Light base

The Hills of Seattle, Attractions index & Key
Title
Seattle Text Bold
SS Navy
Size: 18 pt
Tracking: 25

Body (for Hills of Seattle and Attractions Index)
Seattle Text Regular
SS Navy
Size: 14 pt
Leading: 16 pt
Tracking: 15

Body (for Key)
Seattle Text Regular
SS Navy
Size: 12 pt
Leading: 14 pt
Tracking: 15

Transit information
Title
Seattle Text Bold
SS Navy
Size: 27 pt
Tracking: 25

Column headers
Seattle Text Bold (All caps)
SS Navy
Size: 10 pt
Tracking: 30

Body
Seattle Text Bold/Regular
SS Navy
Size: 14 pt
Leading: 15 pt
Tracking: 15

Sound Transit Trilon Panel
17 ½ in x 36 in

Brand
Full color
Width: 2 ¼ in

3.11 Transit Local Area Map – *Sound Transit*

A horizontal layout of the Transit Local Area Map is recommended in locations that aren't constrained horizontally. Streetcar stops and certain Link stations are examples of these locations.

The benefit of the horizontal layout is to ensure all content is located at the ideal viewing height.

Walk from here
Seattle Text Bold
SS Navy
Size: 80 pt
Tracking: 25

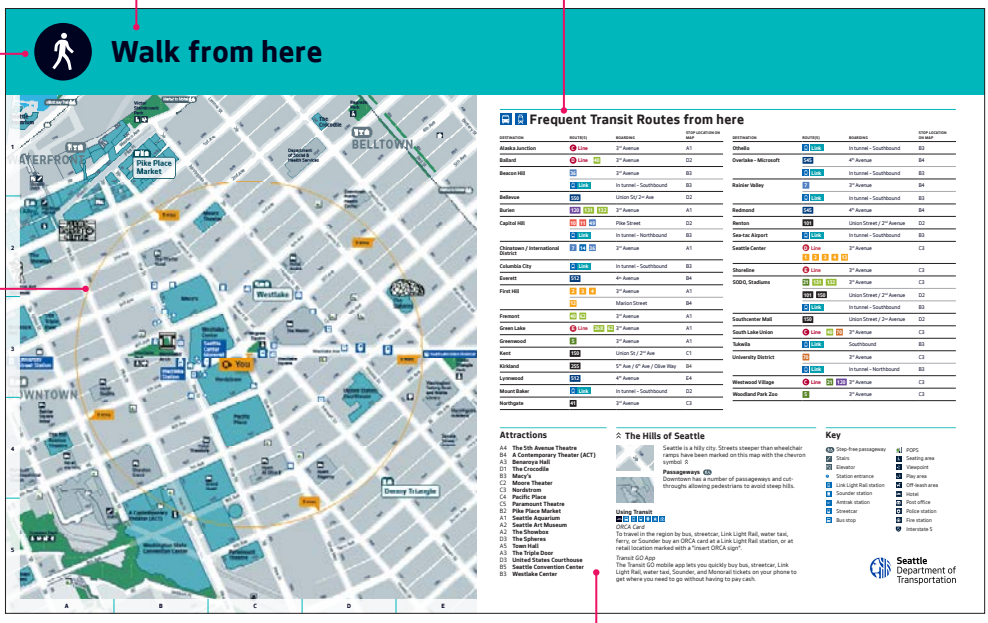
Transit information
Title
Seattle Text Bold
SS Navy
Size: 24 pt
Leading: 24 pt
Tracking: 25

Column headers
Seattle Text Regular
(All caps)
SS Navy
Size: 10 pt
Tracking: 30

Body
Seattle Text Regular
SS Navy
Size: 14 pt
Leading: 15 pt
Tracking: 15

System identifier
SS Navy & White
2 ½ x 2 ½ in

Transit Finder Map
Light base



Sound Transit Customer Info Panel
34 in x 21 in

The Hills of Seattle,
Attractions index & Key
Title
Seattle Text Bold
SS Navy
Size: 24 pt
Tracking: 25

Body (for Hills of Seattle and Attractions Index)
Seattle Text Regular
SS Navy
Size: 16 pt
Leading: 17.5 pt
Tracking: 15

Space between paragraphs: 12 pt

Body (for Key)
Seattle Text Regular
SS Navy
Size: 14 pt
Leading: 16 pt
Tracking: 15

3.11 Transit Local Area Map – *King County Metro*

The King County Metro versions of the Transit Local Area Maps follow the same general layout of the Sound Transit versions but adjusted for the specific format.

Walk from here
Seattle Text Bold
SS Navy
Size: 80 pt
Tracking: 25

System identifier
SS Navy & White
2 ½ x 2 ½ in

Transit Finder Map
Light base

The Hills of Seattle, Attractions index & Key
Title
Seattle Text Bold
SS Navy
Size: 18 pt
Tracking: 25

Body (for Hills of Seattle and Attractions Index)
Seattle Text Regular
SS Navy
Size: 14 pt
Leading: 16 pt
Tracking: 15

Body (for Key)
Seattle Text Regular
SS Navy
Size: 12 pt
Leading: 14 pt
Tracking: 15

Transit information
Title
Seattle Text Bold
SS Navy
Size: 27 pt
Tracking: 25

Column headers
Seattle Text Bold (All caps)
SS Navy
Size: 10 pt
Tracking: 30

Body
Seattle Text Bold/Regular
SS Navy
Size: 14 pt
Leading: 15 pt
Tracking: 15

King County Metro D & C Cabinet
17 in x 36 in

Brand
Full color
Width: 2 ¼ in

Walk from here
Seattle Text Bold
SS Navy
Size: 46 pt
Tracking: 25

System identifier
SS Navy & White
1 x 1 in

Transit Finder Map
Light base

The Hills of Seattle, Attractions index & Key
Title
Seattle Text Bold
SS Navy
Size: 18 pt
Tracking: 25

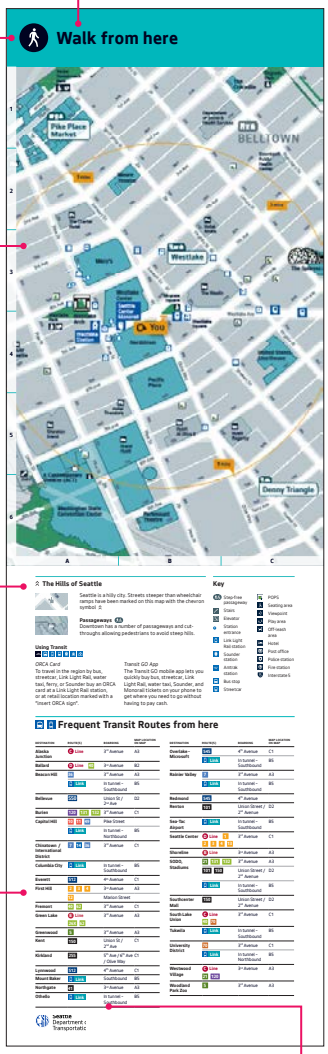
Body (for Hills of Seattle and Attractions Index)
Seattle Text Regular
SS Navy
Size: 14 pt
Leading: 16 pt
Tracking: 15

Body (for Key)
Seattle Text Regular
SS Navy
Size: 12 pt
Leading: 14 pt
Tracking: 15

Transit information
Title
Seattle Text Bold
SS Navy
Size: 18 pt
Tracking: 25

Column headers
Seattle Text Bold (All caps)
SS Navy
Size: 10 pt
Tracking: 30

Body
Seattle Text Bold/Regular
SS Navy
Size: 12 pt
Leading: 14 pt
Tracking: 15



King County Metro B1 Sign
11 in x 36 in

Brand
Full color
Width: 1 ¾ in

4 Map Design

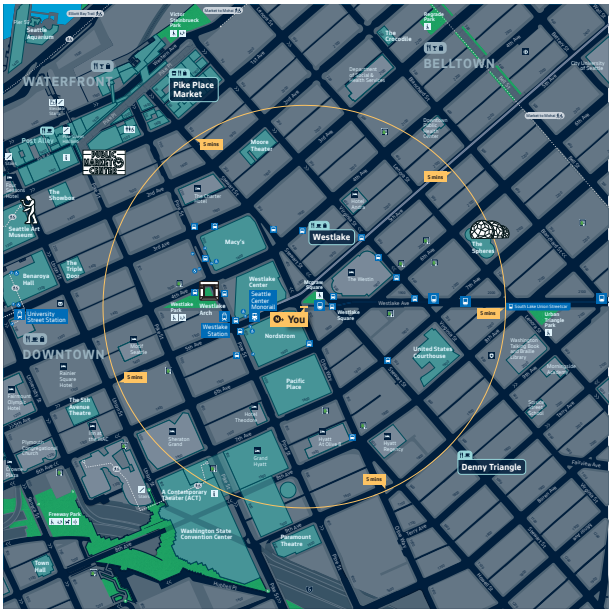
This section defines the map types being used for the Seattle pedestrian wayfinding system. It sets out key details of the design of each map type, including color specifications for all elements, sizes of labels, and graphic devices amongst other details.

4.1 Map Scales

Three mapping scales have been developed for the Seattle wayfinding system:

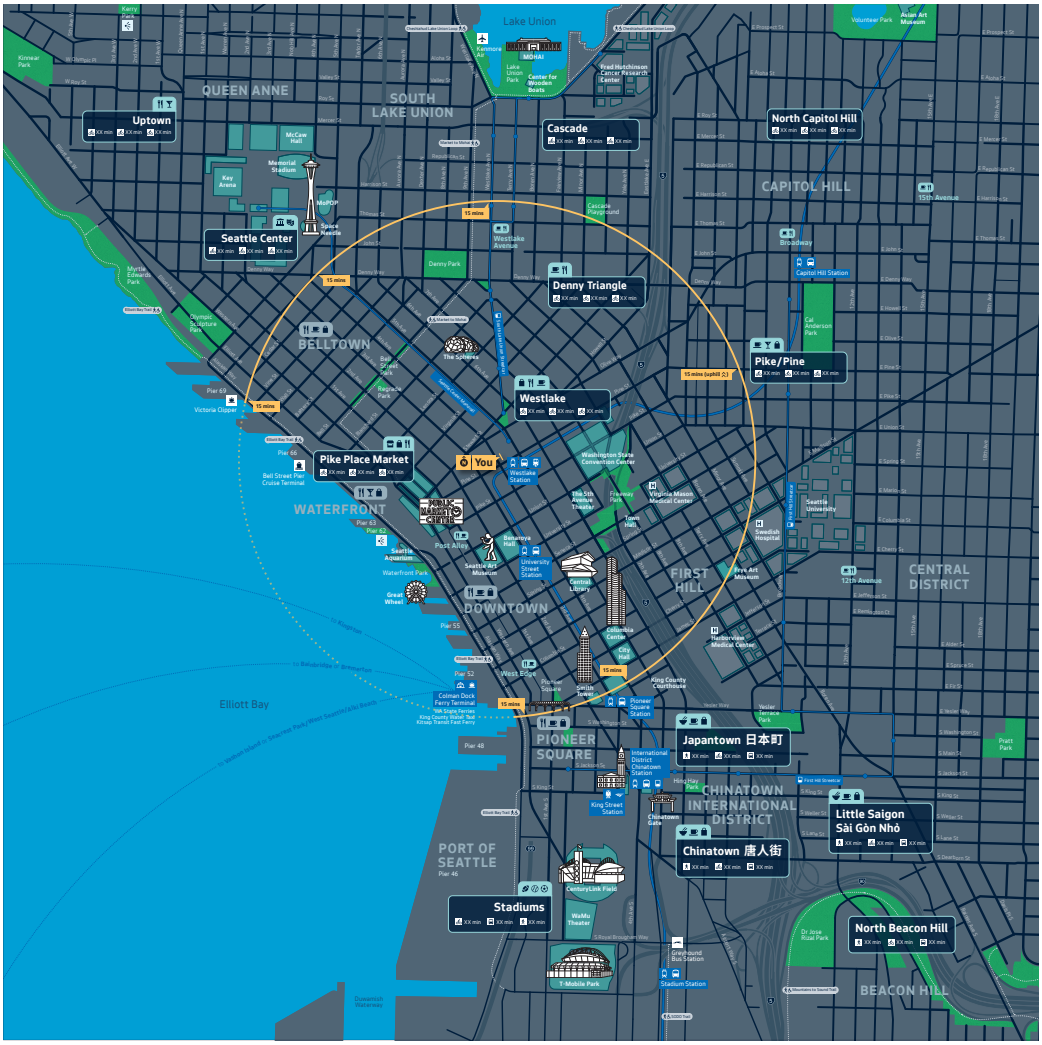
- **Finder Map**
  Detailed local map of streets and destinations
- **Planner Map**
  Providing context of adjacent neighborhoods, transit links and key destinations
- **Overview Map**
  An overview of the central visitor areas, showing transit links and key destinations

The Finder and Overview Maps can be found on the Area Sign, while the Overview Map only features on the Overview Sign. The Finder Map features on all Transit Local Area Maps.



Finder Map
1:2500

Planner Map
1:9000



Overview Map
1:6000

4.2 Orientation

'Heads-up' map orientations refer to a map that aligns to the direction that the user is facing, as opposed to 'North-up' maps that always point north regardless of the user's orientation.

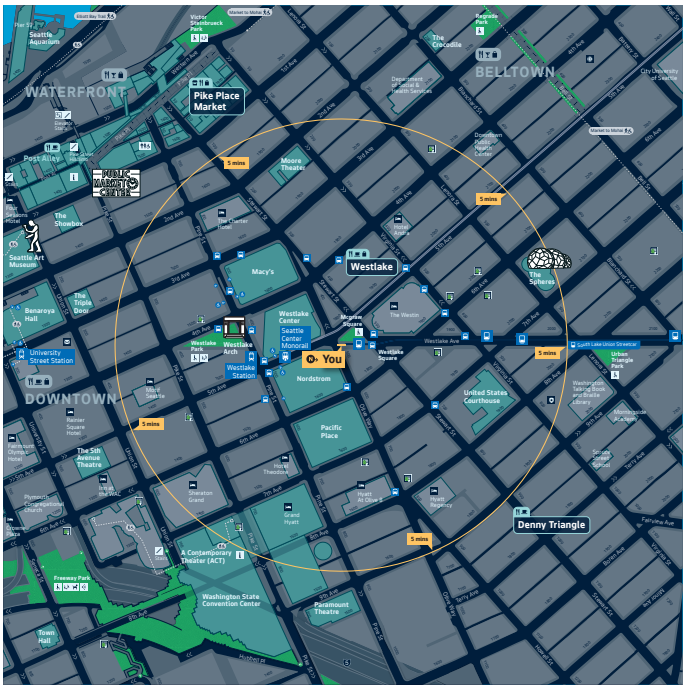
The 'Heads-up' approach works well with detailed, local mapping in situations where the user can reference that detail to their immediate surroundings such as prominent buildings or street name plates.

As the scale zooms out further, 'Heads-up' maps become harder to reference to their surroundings. There is a tipping point where a local map becomes a more global view, or mental map, that most people are used to experiencing as 'North-up', such as a map of the whole city, or a transit network. At this scale, it is recommended that the 'North-up' approach is used.

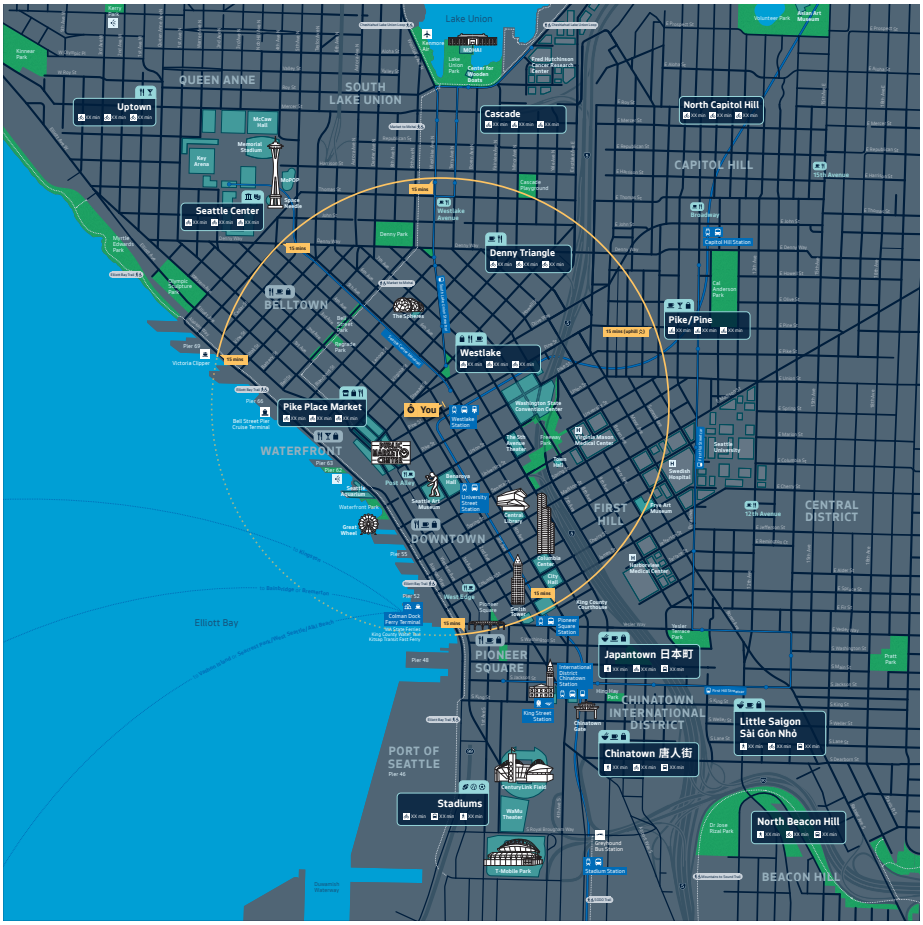
The Seattle wayfinding system uses both orientation approaches. For the Area Sign (which contains both Finder and Planner) maps are always oriented 'Heads-up'. On the Overview Sign however, a 'North-up' orientation is used. Constantly rotating the city-wide view is not recommended.

The Transit Local Area Maps use both orientation approaches. When signs are located on-street, 'Heads-up' orientation is recommended. In locations where the user can't cross-reference the map with the environment (eg. underground) 'North-up' would be recommended, since it is the more common mapping form, and it aligns with the maps a user might have used prior to arriving in the station (online maps, transit maps).

In order to make this orientation clear to the user, a North marker is always included on the on-street maps.



Heads-up mapping
'Heads-up' mapping, where the orientation of the map aligns to the direction that the user is facing, is recommended for Finder and Planner Maps on-street.



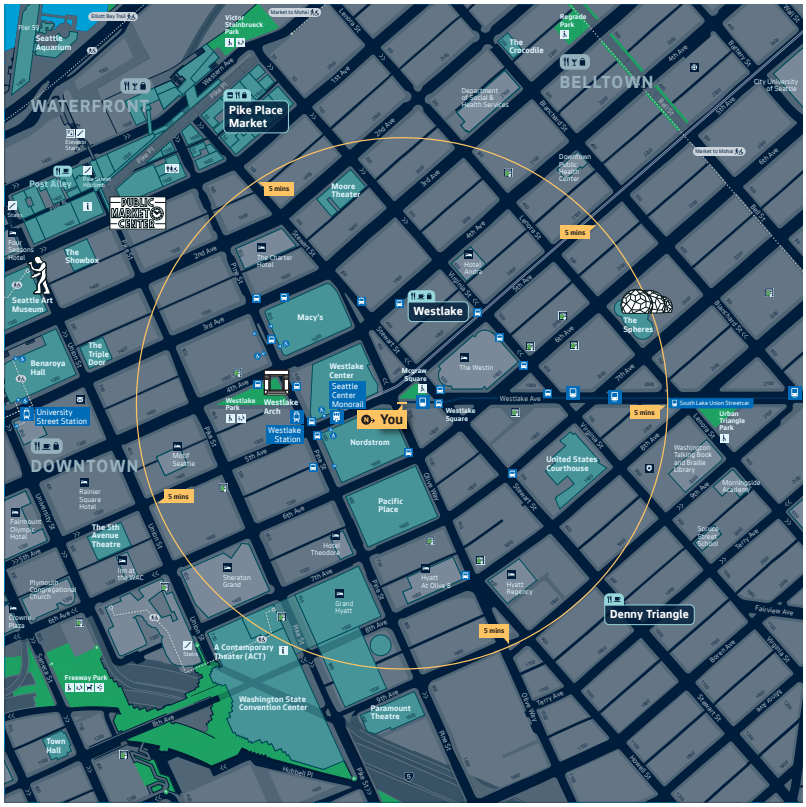
North-up mapping
'North-up' mapping, where the map points north regardless of the user's orientation, is proposed for the Overview Map.

4.3 Basemap Colors

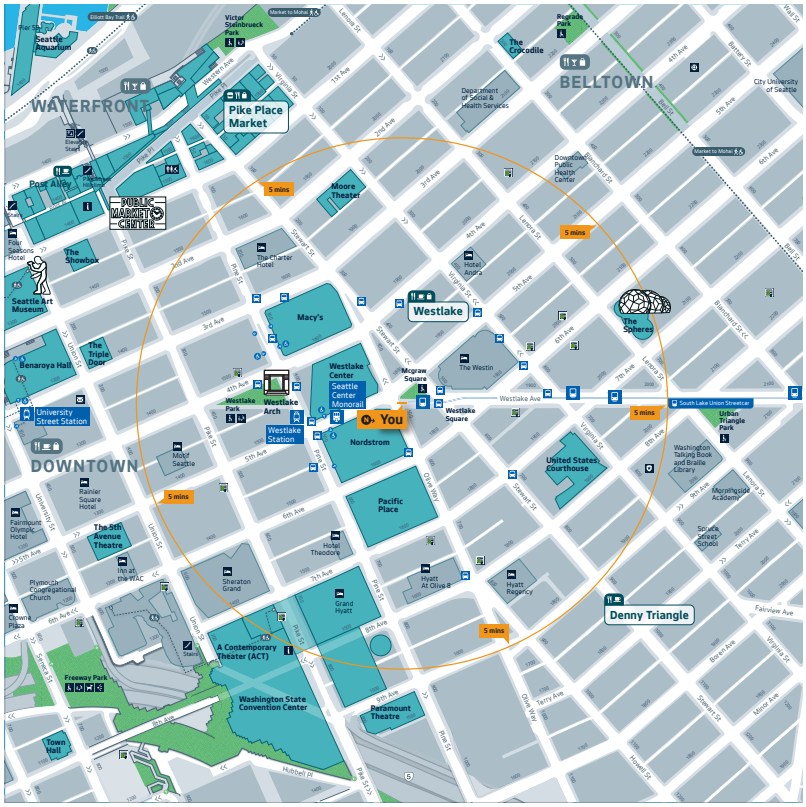
Two base color palettes have been defined for Seattle's pedestrian maps. The primary map base is the dark base, which is used on the core on-street signs with the exception of the Transit Local Area Maps.

The light base maps are used for paper printed maps and Transit Local Area Maps. It provides a neutral basemap that can be more easily integrated into potential third party applications.

For both map bases the colors specified are done so to provide optimum contrast as well as being attractive and complementary to the city brand palette.



Dark base



Light base

4.5 Finder Map

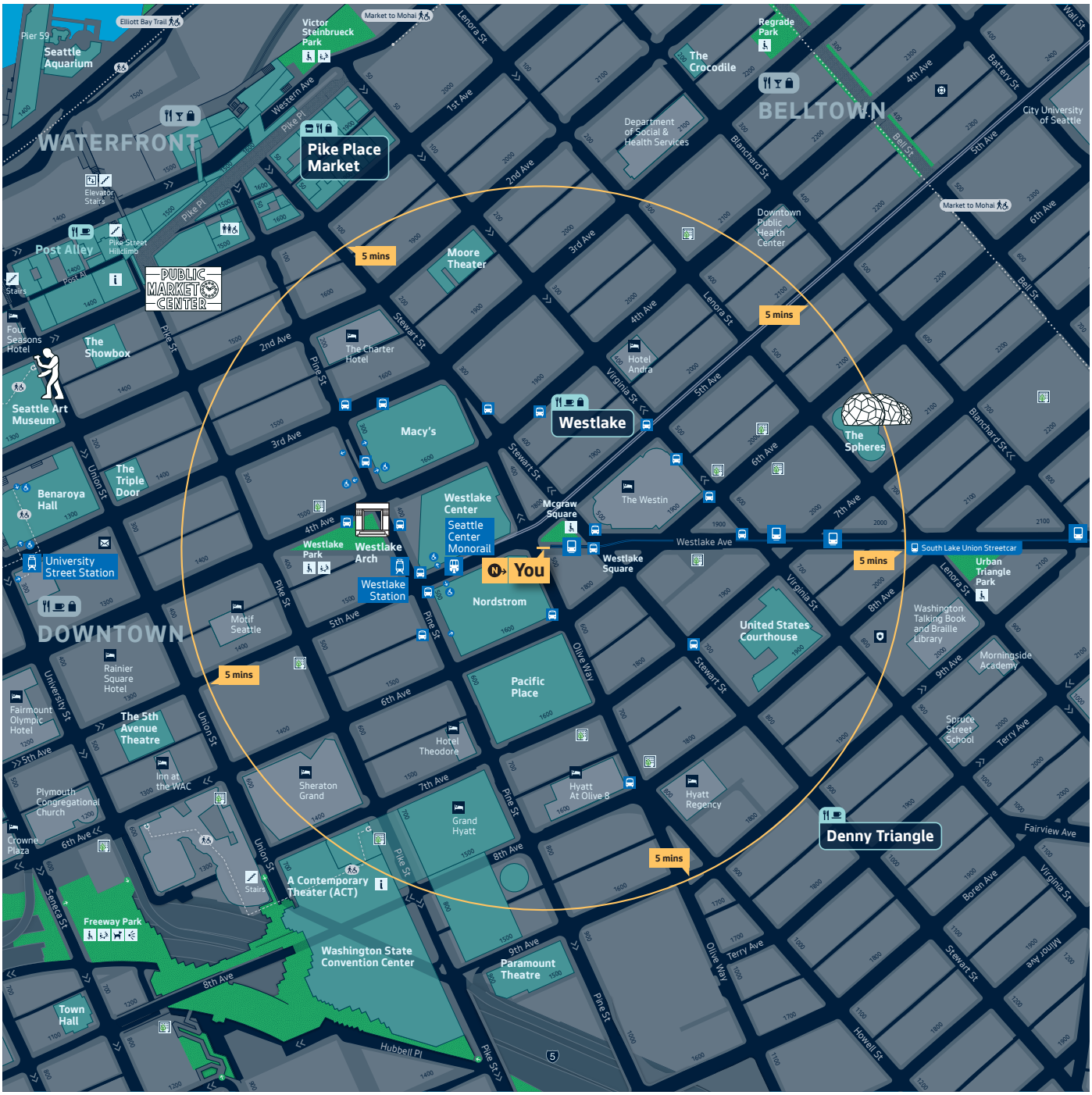
The Finder Map gives a detailed local view of streets and destinations in close vicinity to the user. It locates the user by showing their immediate surroundings at a walker's level of detail.

The map is designed to present detailed information in as simple and engaging a way as possible.

Lettering and icons are designed at a size that maximizes legibility while retaining an ordered and functional appearance.

The map is designed to be used at 1:2500. If the map is used below this size, care should be taken to ensure legibility of labels and icons.

Finder Map - 1:2500



4.5 Finder Map – *Dark Base*

Color

Building parcels
Building Parcel Gray

Sidewalk
Sidewalk Gray

Pedestrian streets
Pedestrian Street Pattern

Non-pedestrian areas
No Access Area Gray

Streets
Road Fill Navy

Landmarks
Landmark Fill
Landmark Outline 1 pt

Parks
Park Pattern

Pedestrian/accessible routes
Shortcut Gray

Water
Water Blue

Transit
Transit blue

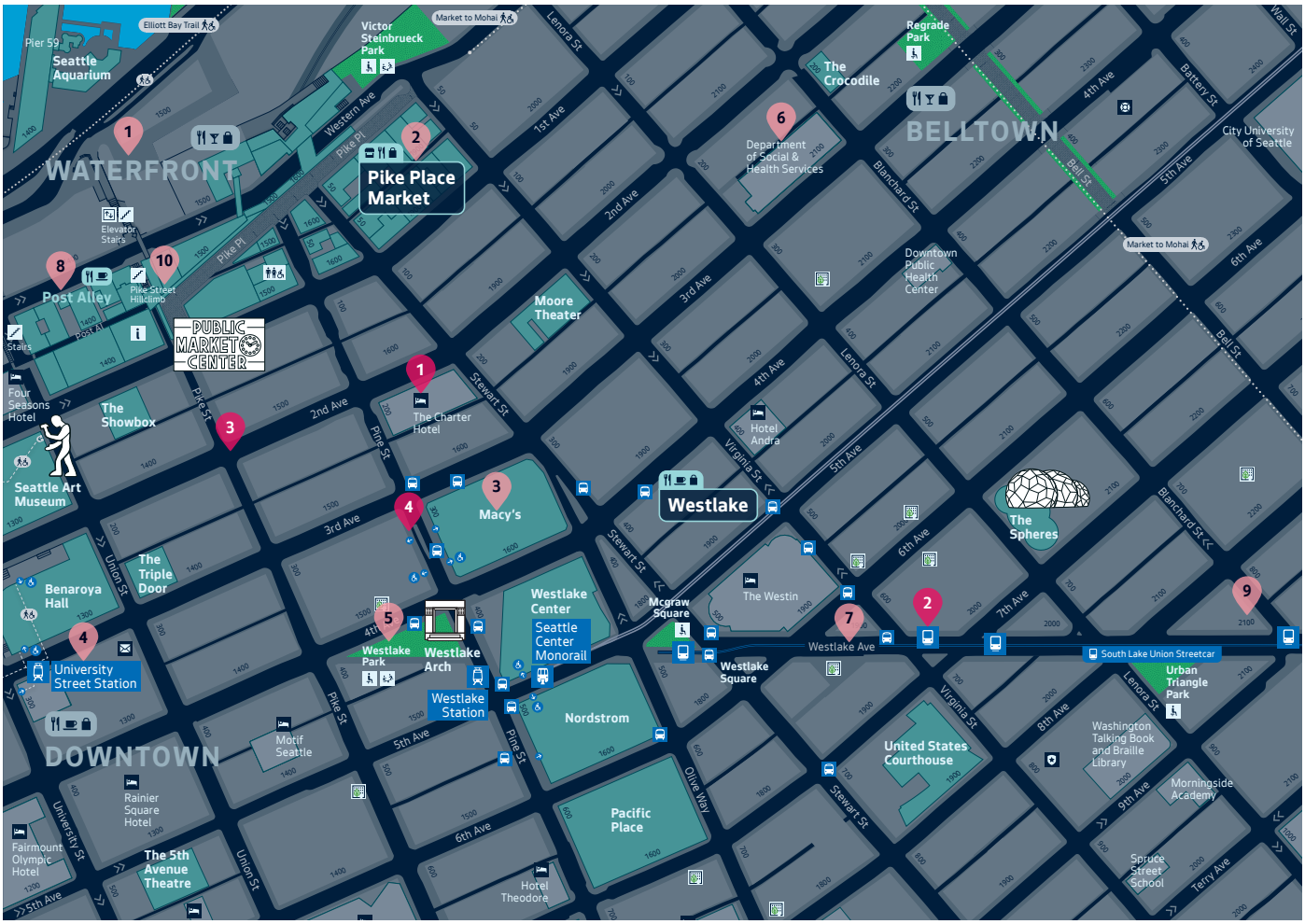
Secondary destination
Destination Gray

Icons

1. **General icon size**
   0.2 x 0.2 in
2. **Primary icon size**
   0.3 x 0.3 in
3. **Entrance icon size**
   0.11 x 0.11 in

Labels

1. **District label**
   Seattle Text Bold
   (all caps)
   District Label Gray
   Size: 30 pt
   Leading: 30 pt
   Tracking: 50
2. **Neighborhood label**
   Seattle Text Bold
   White
   Size: 20 pt
   Leading: 20 pt
   Tracking: 20
3. **Landmark label**
   Seattle Text Bold
   Landmark Park
   Label Gray
   Size: 14 pt
   Leading: 14 pt
   Tracking: 15
4. **Transit hub label**
   Seattle Text Reg
   White
   Size: 14 pt
   Leading: 14 pt
   Tracking: 15
5. **Park label**
   Seattle Text Reg
   Landmark Park
   Label Gray
   Size: 12 pt
   Leading: 12 pt
   Tracking: 10
6. **Secondary destination label**
   Seattle Text Reg
   Landmark Park
   Label Gray
   Size: 14 pt
   Leading: 14 pt
   Tracking: 15
7. **Street label**
   Seattle Text Reg
   Road Label Gray
   Size: 12 pt
   Tracking: 15
8. **Active area label**
   Seattle Text Reg
   Neighborhood
   Panel Blue
   Size: 16 pt
   Leading: 16 pt
   Tracking: 20
9. **Block label**
   Seattle Text Reg
   Road Fill Navy
   Size: 8 pt
   Tracking: 15
10. **Additional label**
    Seattle Text Reg
    White
    Size: 10 pt
    Leading: 10 pt
    Tracking: 15



4.5 Finder Map – *Light Base*

Color

Building parcels
Building Parcel Gray Light

Sidewalk
Sidewalk Gray Light

Pedestrian streets
Pedestrian Street Pattern Light

Non-pedestrian areas
No Access Area Gray Light

Streets
White

Landmarks
Landmark Fill Light
Landmark Outline Light 1 pt

Parks
Park Pattern Light

Pedestrian/accessible routes
Shortcut Gray

Water
Water Blue Light

Transit
Transit blue

Secondary destination
Destination Gray Light

Icons

1. **General icon size**
   0.2 x 0.2 in
2. **Primary icon size**
   0.3 x 0.3 in
3. **Entrance icon size**
   0.11 x 0.11 in

Labels

1. **District label**
   Seattle Text Bold (all caps)
   District Label Gray Light
   Size: 30 pt
   Leading: 30 pt
   Tracking: 50
2. **Neighborhood label**
   Seattle Text Bold
   Neighborhood Panel Blue Light
   Size: 20 pt
   Leading: 20 pt
   Tracking: 20
3. **Landmark label**
   Seattle Text Bold
   Landmark Park Label Gray Light
   Size: 14 pt
   Leading: 14 pt
   Tracking: 15
4. **Transit hub label**
   Seattle Text Reg
   White
   Size: 14 pt
   Leading: 14 pt
   Tracking: 15
5. **Park label**
   Seattle Text Reg
   Landmark Park Label Gray Light
   Size: 12 pt
   Leading: 12 pt
   Tracking: 10
6. **Secondary destination label**
   Seattle Text Reg
   Landmark Park Label Gray Light
   Size: 14 pt
   Leading: 14 pt
   Tracking: 15
7. **Street label**
   Seattle Text Reg
   Road Label Gray Light
   Size: 12 pt
   Tracking: 15
8. **Active area label**
   Seattle Text Reg
   Neighborhood Panel Blue Light
   Size: 16 pt
   Leading: 16 pt
   Tracking: 20
9. **Block label**
   Seattle Text Reg
   Landmark Park Label Gray Light
   Size: 8 pt
   Tracking: 15
10. **Additional label**
    Seattle Text Reg
    Landmark Park Label Gray Light
    Size: 10 pt
    Leading: 10 pt
    Tracking: 15

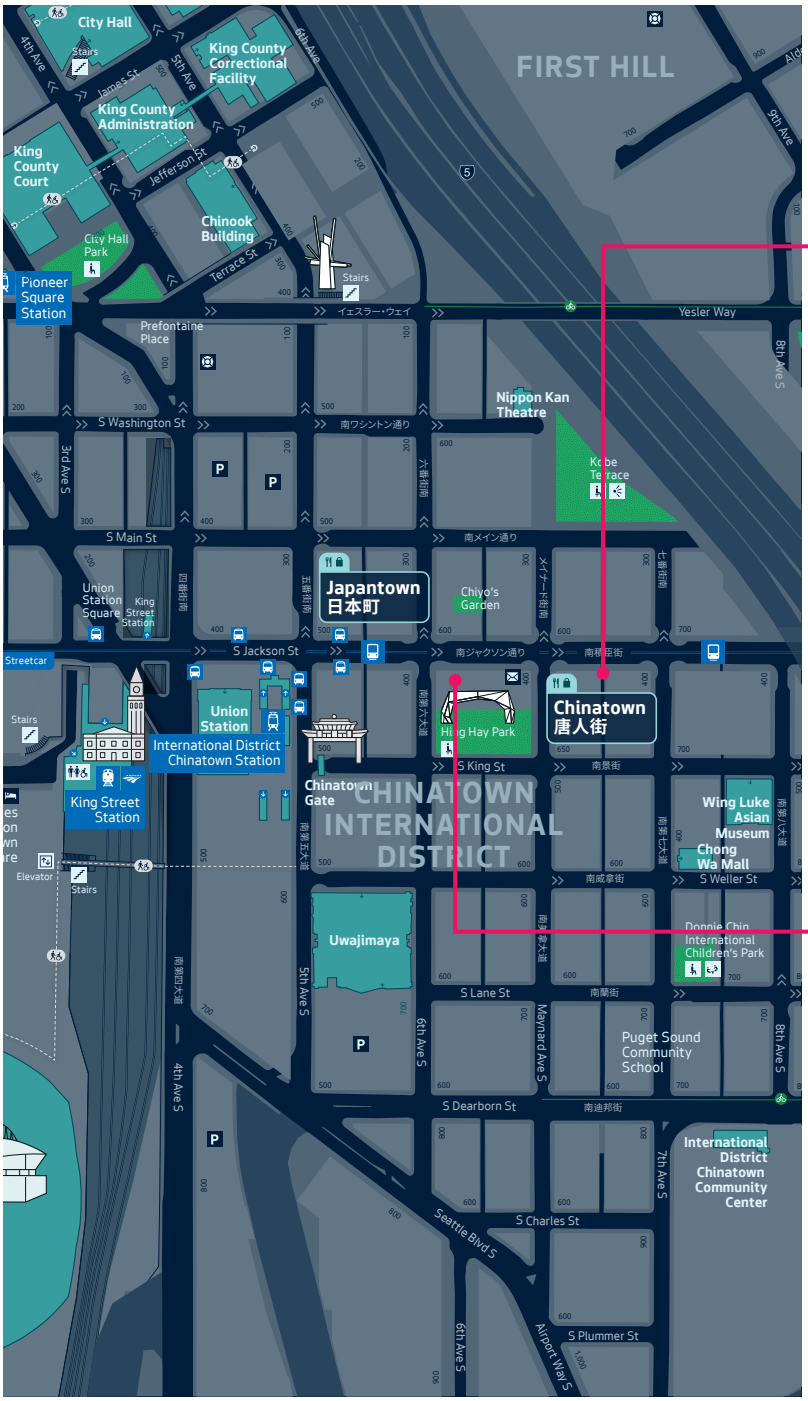
4.5 Finder Map

Secondary language

A second language is included for in specific circumstances when a language other than English has been identified as having strong ties to the community. Three areas have been identified thus far as part of the initial pilots:

- Chinatown (traditional Chinese)
- Japantown (Japanese)
- Little Saigon (Vietnamese)

The respective second language is added to both street and neighborhood labels.



Neighborhood label

Street label

4.5 Finder Map

Context

The user's location and orientation is highlighted with a prominent 'You' marker towards the center of the crop.

Orientation is indicated by a North-marker next to the 'You' marker.

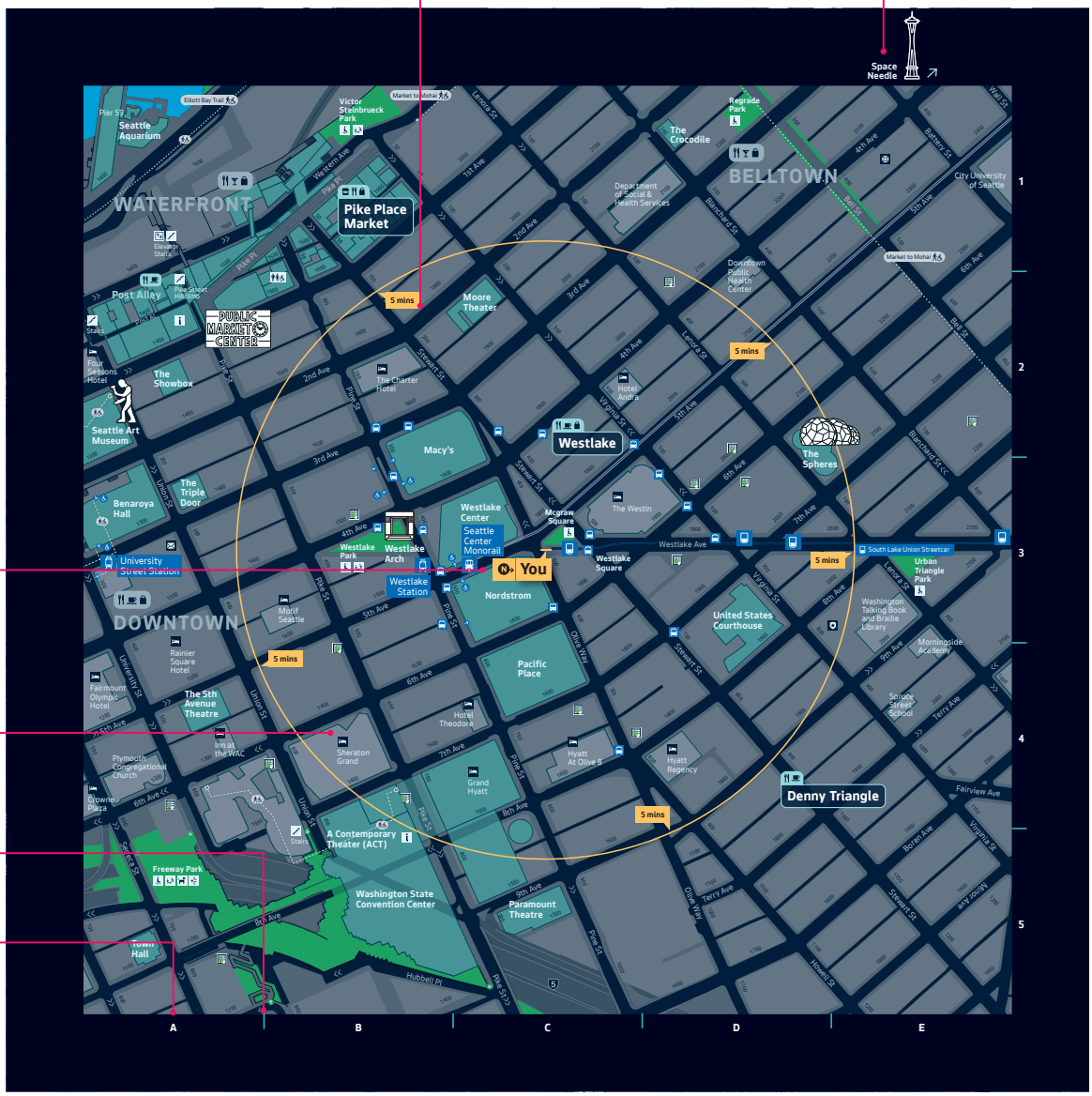
Scale is indicated by a 5-minute walk circle. The size of the circle is defined using an approximate average walking speed of 2.85 mph. This walking speed should be used consistently for any information about walking distances. The 5-minute walk circle lacks precision, especially in the context of a city following an orthogonal grid. The addition of multiple accurate distance indicators allow the user to better understand distances.

Adding Seattle's hills to this issue creates an even bigger inaccuracy. Therefore additional information needs to be included in the distance indicators, highlighting the direction of particular hills.

The map is typically accompanied by off-map tabs, directing towards nearby destinations (criteria for the inclusion of these can be found in the supporting document Asset Selection Criteria), and grid squares along the side and bottom of the map.

Distance indicator
Seattle Text Bold
Black
Size: 12 pt
Tracking: 20

Off map tab
Seattle Text Bold
White
Size: 14 pt
Tracking: 20



You & North marker
Seattle Text Bold
Black
Size: 20 pt
Tracking: 20

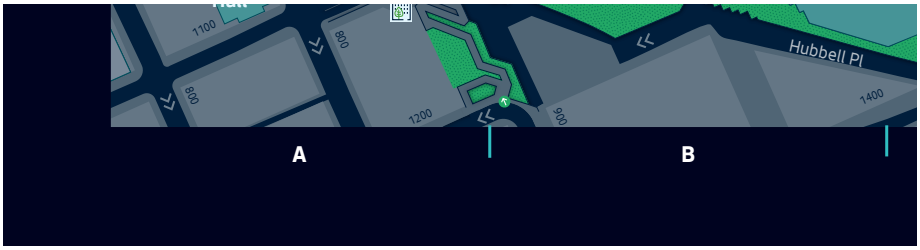
Walking circle
Accent Yellow
Weight: 2 pt
Diameter: 10.843 in

Grid square divider
SS Teal
Weight: 2 pt

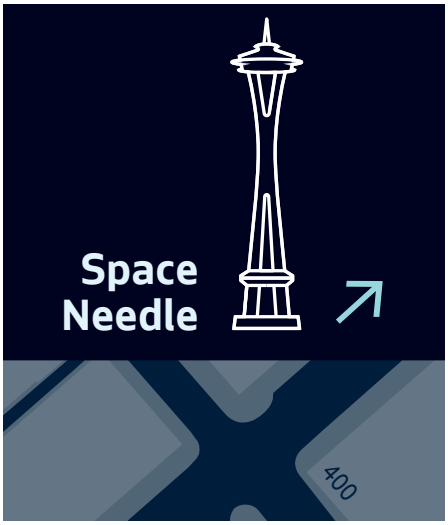
Grid reference
Seattle Text Bold
White
Size: 16 pt

4.5 Finder Map

Context



Grid reference & grid square divider



Off map tab

You & North marker

Walking circle & distance indicator

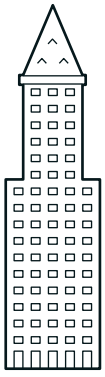
4.6 Landmark Illustrations

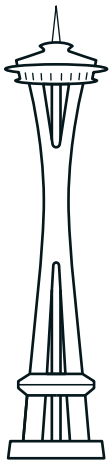
Landmark buildings are represented on mapping as simplified illustrations. They aid navigation and add interest to what can often be complex information.

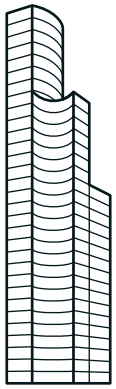
The starting point for every illustration is the most prominent elevation, in order to keep the illustration as simple and recognizable as possible. In some cases this simplified elevation doesn't convey the key features of the landmark, so perspective and dimensionality can be added.

All illustrations use two line-weights: 0.5pt and 1pt. The thicker stroke is used to highlight key aspects of the landmark, as well as an overall outline.

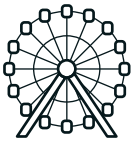
Pike Place Market


Smith Tower

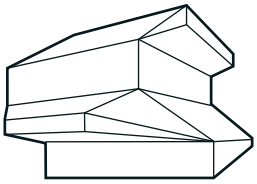

Space Needle

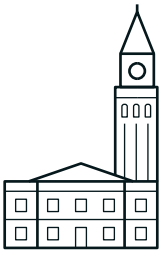

Columbia Center


Seattle Art Museum

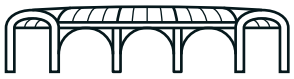

Great Wheel

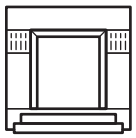

Chinatown Gate


Central Library

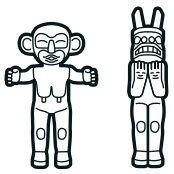

King Street Station

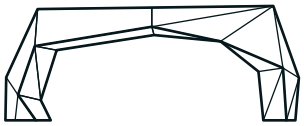

Tlingit Indian Totem Pole

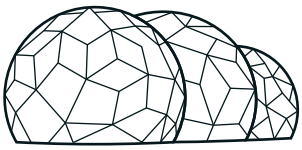

Pioneer Square Pergola


Westlake Arch

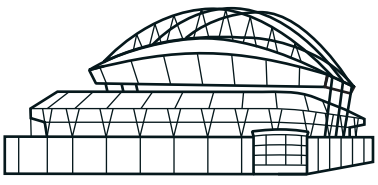

Songbird

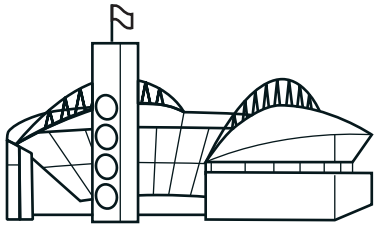

Tsonqua and Bear


Hing Hay Park Arch


The Spheres


Museum of History & Industry (MOHAI)


T-Mobile Park


CenturyLink Field

4.7 Planner Map

The Planner Map gives a contextual view of adjacent neighborhoods, transit links and key destinations.

The map is designed to present high level information in as simple and engaging a way as possible. This map presents topographic information in a more simplified and diagrammatic way. Streets are represented by lines, with stroke weights defined by the priority route network. Building footprints, as well as parks are also highly simplified.

Just like the Finder Map, lettering and icons are designed at a size that maximizes legibility while retaining an ordered and functional appearance.

The map is designed to be used at 1:9000. If the map is used below this size, care should be taken to ensure legibility of labels and icons.

Planner Map - 1:9000

4.7 Planner Map

Color

Sidewalk
Sidewalk Gray

Non-pedestrian areas
No Access Area Gray

Streets
Road Fill Navy

Landmarks
Landmark Fill
Landmark Outline 1 pt

Secondary destination
Destination Gray

Pedestrian/accessible routes
Shortcut Gray

Neighborhood panel
Neighborhood Panel Blue

Parks
Park Pattern

Water
Water Blue

Transit
Transit blue

Icons

General icon size
0.2 x 0.2 in

Labels

1 District label
Seattle Text Bold
(all caps)
District label gray
Size: 20 pt
Leading: 20 pt
Tracking: 50

2 Neighborhood label
Seattle Text Bold
White
Size: 16 pt
Leading: 16 pt
Tracking: 20

3 Landmark label
Seattle Text Bold
Landmark Park
Label Gray
Size: 12 pt
Leading: 12 pt
Tracking: 20

4 Transit hub label
Seattle Text Reg
White
Size: 12 pt
Leading: 12 pt
Tracking: 15

5 Park label
Seattle Text Reg
Landmark Park
Label Gray
Size: 12 pt
Leading: 12 pt
Tracking: 15

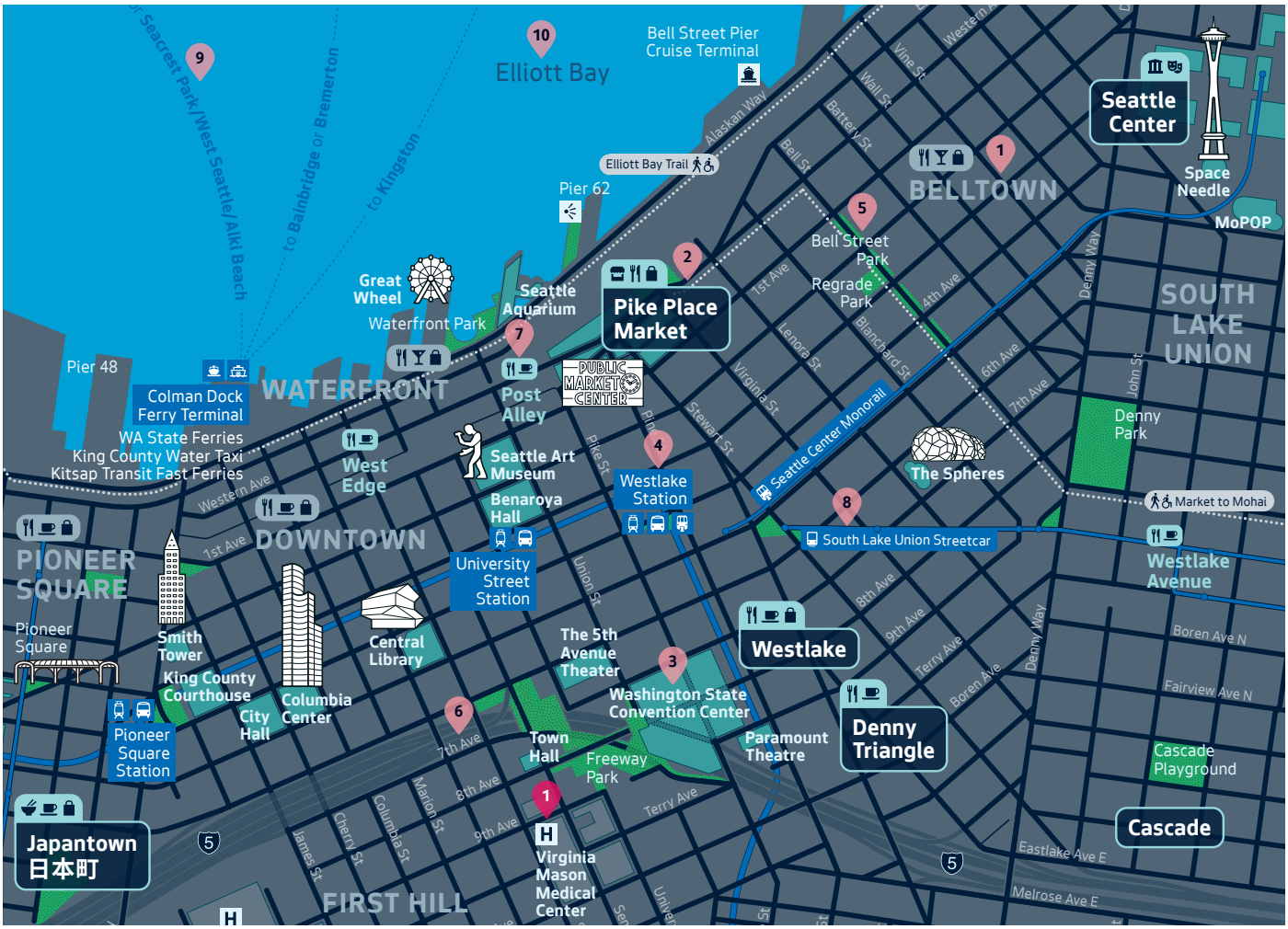
6 Street label
Seattle Text Reg
Road Label Gray
Size: 10 pt
Tracking: 15

7 Active area label
Seattle Text Bold
Neighborhood
Panel Blue
Size: 12 pt
Leading: 14 pt
Tracking: 20

8 Streetcar label
Seattle Text Reg
White
Size: 10 pt
Tracking: 15

9 Water transit label
Seattle Text Reg
White
Size: 12 pt
Tracking: 25

10 Water label
Seattle Text Reg
Water Dark Blue
Size: 18 pt
Leading: 18 pt
Tracking: 20



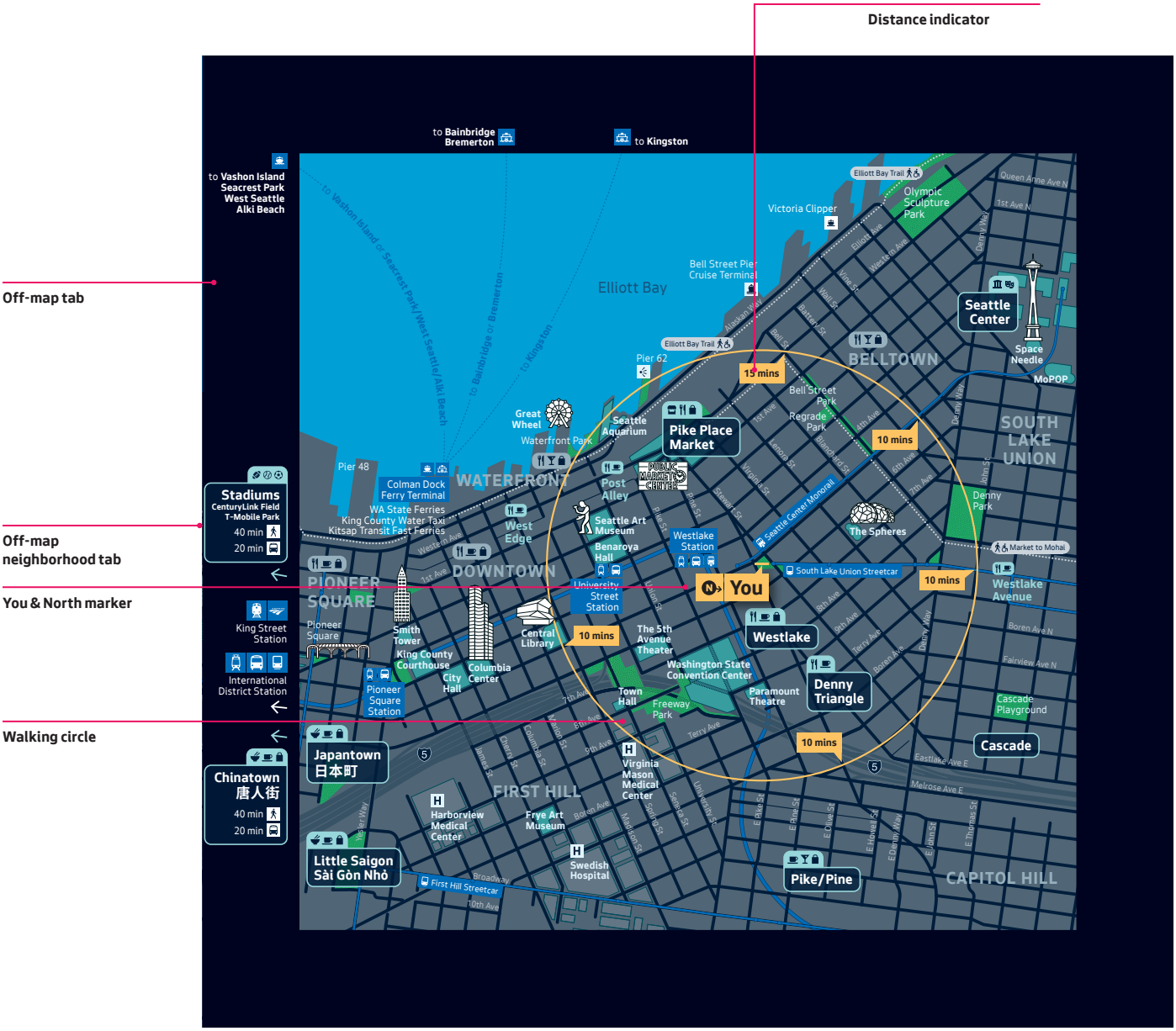
4.7 Planner Map

Context

'You' markers, north markers and walking circles are consistently used and styled across all mapping.

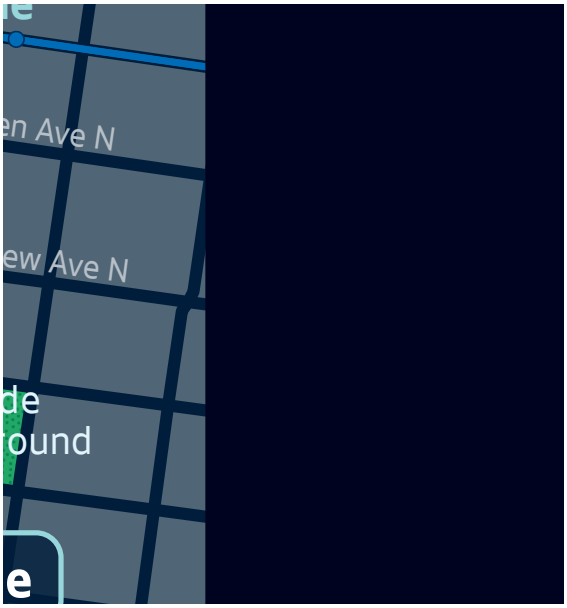
The crop of the Planner Map should be optimized to include crucial destinations, which means the walking circle will not always be centered.

Scale is indicated by a 10-minute walk circle. The size of the circle is defined using an approximate average walking speed of 2.85 mph. This walking speed should be used consistently for any information about walking distances. The 10-minute walk circle lacks precision, especially in the context of a city following an orthogonal grid. The addition of multiple accurate distance indicators allow the user to better understand distances.



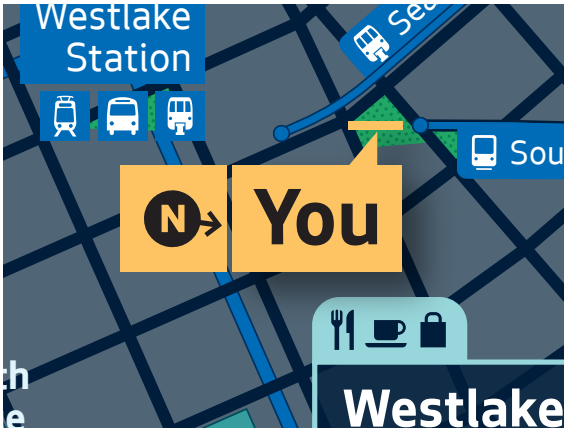
4.7 Planner Map

Context

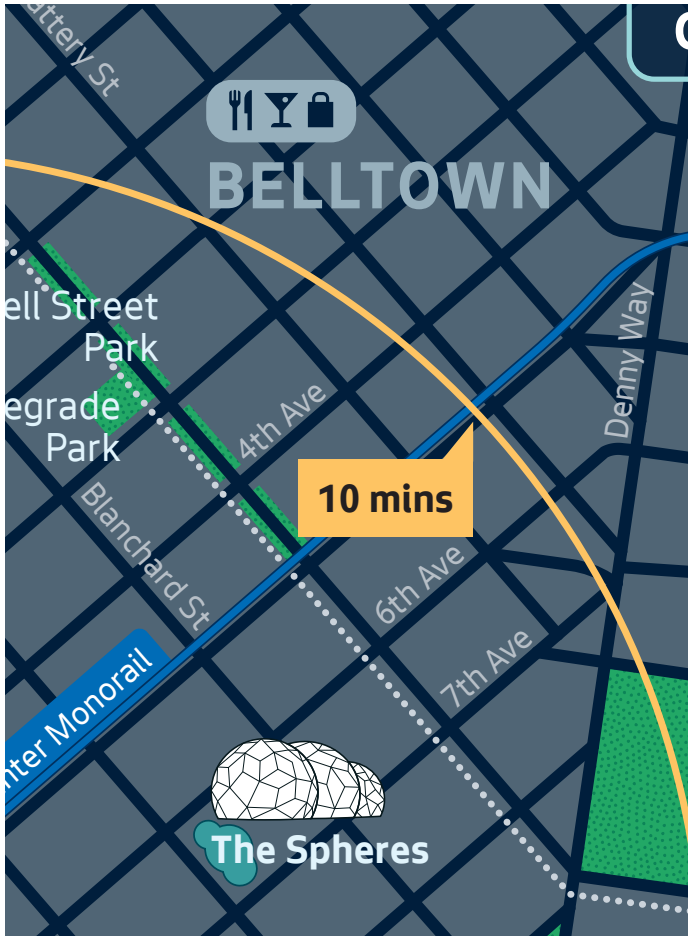


Off-map neighborhood tab

Off-map tab



You & North marker



Walking circle & distance indicator

4.8 Overview Map

The Overview Map gives a wide overview of the central visitor areas, highlighting individual neighborhoods and their key destinations.

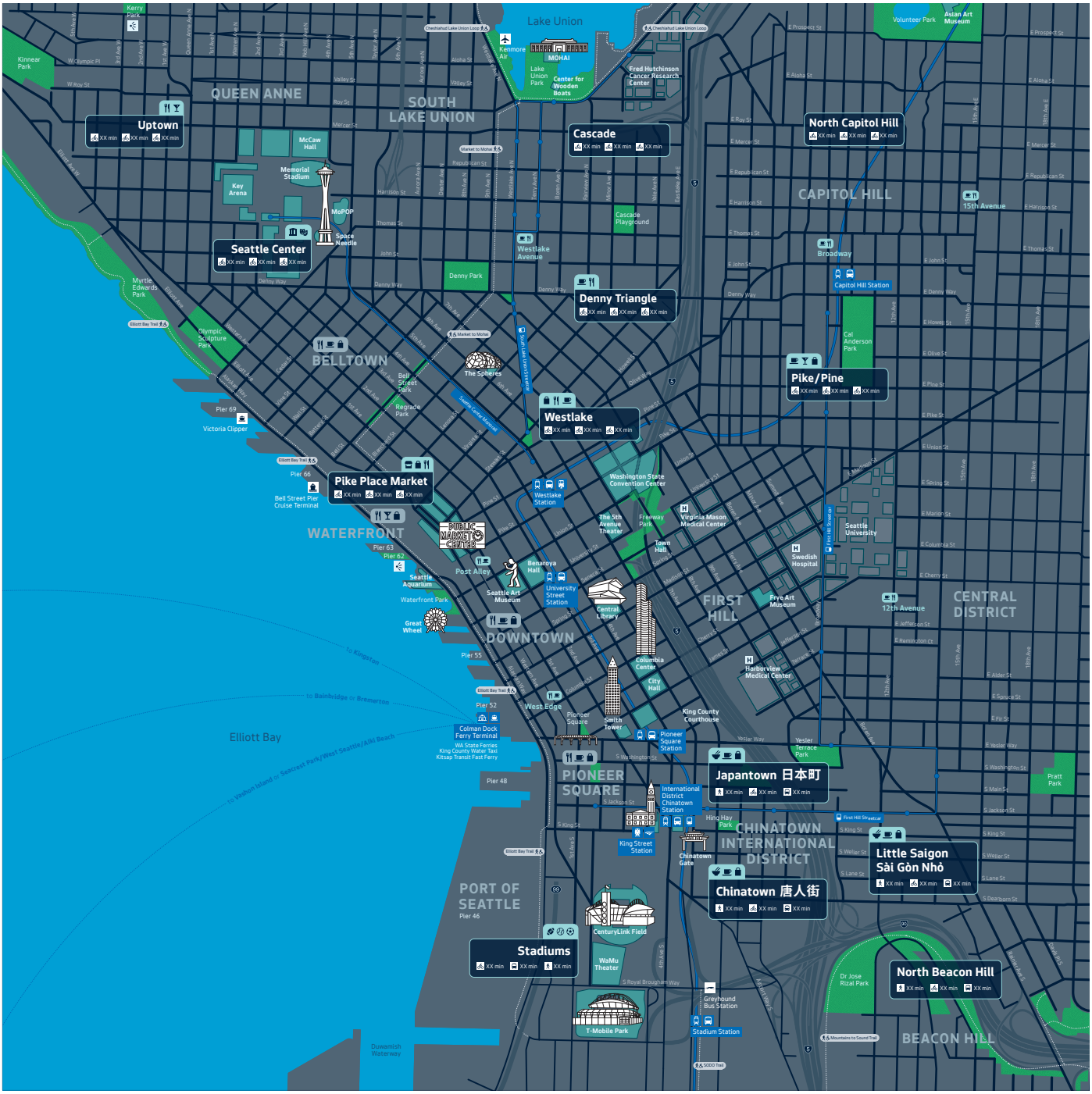
The Overview Map uses the same highly simplified topographic base as the Planner Map.

Post pilot, it is recommended to add neighborhood descriptions to the neighborhood labels to give the user a better idea of what each neighborhood has to offer.

Just like all other maps, lettering and icons are designed at a size that maximizes legibility while retaining an ordered and functional appearance.

The map is designed to be used at 1:6000. If the map is used below this size, care should be taken to ensure legibility of labels and icons.

Overview Map - 1:6000



4.8 Overview Map

Color

Sidewalk
Sidewalk Gray

Non-pedestrian areas
No Access Area Gray

Streets
Road Fill Navy

Landmarks
Landmark Fill
Landmark Outline 1 pt

Secondary destination
Destination Gray

Pedestrian/accessible routes
Shortcut Gray

Neighborhood panel
Neighborhood Panel Blue

Parks
Park Pattern

Water
Water Blue

Transit
Transit blue

Icons

1 **General icon size**
0.2 x 0.2 in

2 **Primary size**
0.3 x 0.3 in

Labels

1 **District label**
Seattle Text Bold
(all caps)
District label gray
Size: 30 pt
Leading: 30 pt
Tracking: 50

2 **Neighborhood label**
Seattle Text Bold
White
Size: 26 pt
Leading: 28 pt
Tracking: 15

3 **Neighborhood description label**
Seattle Text Reg
White
Size: 12 pt
Leading: 14 pt
Tracking: 15

4 **Landmark label**
Seattle Text Bold
Landmark Park
Label Gray
Size: 14 pt
Leading: 14 pt
Tracking: 20

5 **Transit hub label**
Seattle Text Reg
White
Size: 14 pt
Leading: 14 pt
Tracking: 15

6 **Park label**
Seattle Text Reg
Landmark Park
Label Gray
Size: 14 pt
Leading: 14 pt
Tracking: 15

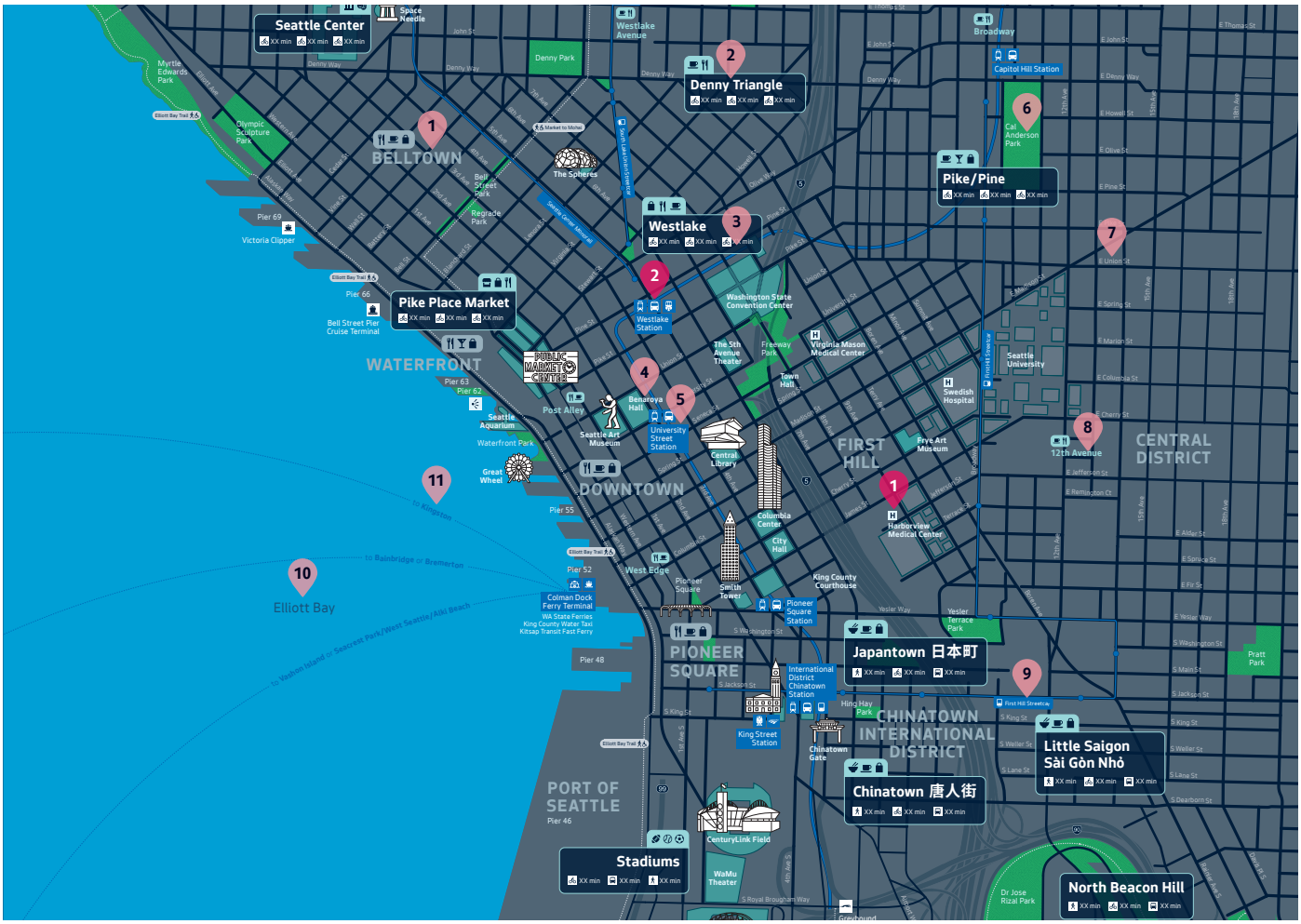
7 **Street label**
Seattle Text Reg
Road Label Gray
Size: 12 pt
Tracking: 15

8 **Active area label**
Seattle Text Bold
Neighborhood
Panel Blue
Size: 16 pt
Leading: 16 pt
Tracking: 20

9 **Streetcar label**
Seattle Text Reg
White
Size: 10 pt
Tracking: 15

10 **Water label**
Seattle Text Reg
Water Dark Blue
Size: 24 pt
Leading: 24 pt
Tracking: 20

11 **Water transit label**
Seattle Text
Transit Blue
Size: 14 pt
Tracking: 25



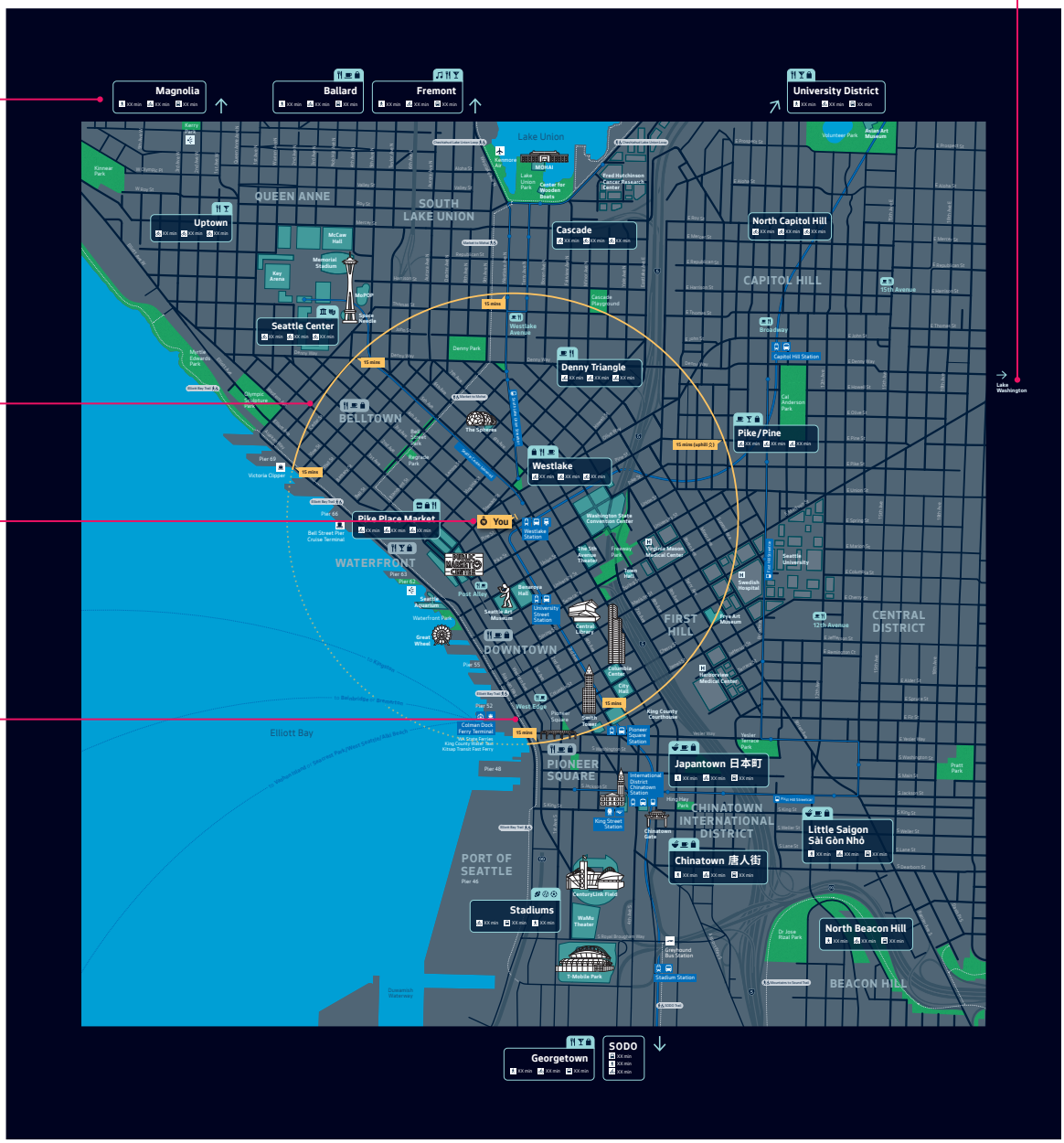
4.8 Overview Map

Context

'You' markers, north markers and walking circles are consistently used and styled across all mapping.

The crop of the Overview Map stays the same in all locations. The 'You' marker and walking circle move according to the sign's location. The Overview Map is also always oriented 'north-up'.

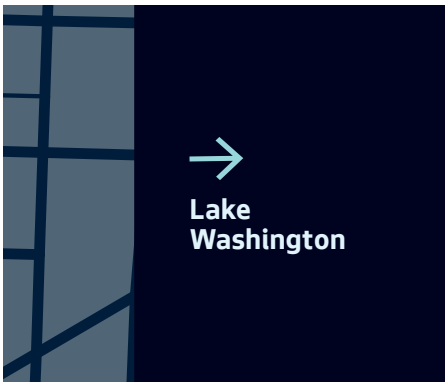
Scale is indicated by a 15-minute walk circle. The size of the circle is defined using an approximate average walking speed of 2.85 mph. This walking speed should be used consistently for any information about walking distances. The 15-minute walk circle lacks precision, especially in the context of a city following an orthogonal grid. The addition of multiple accurate distance indicators allow the user to better understand distances.



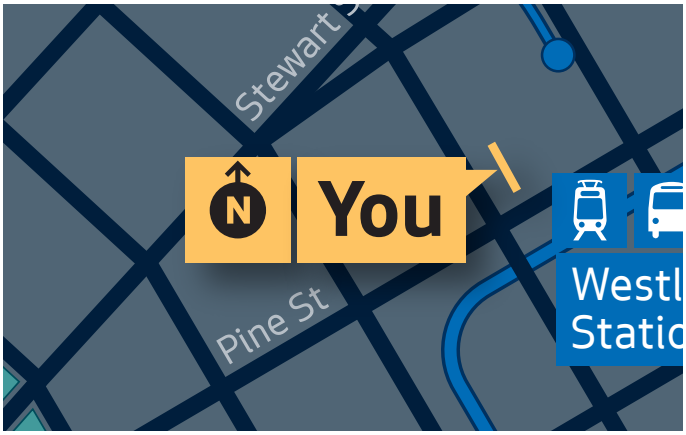
4.8 Overview Map

Context

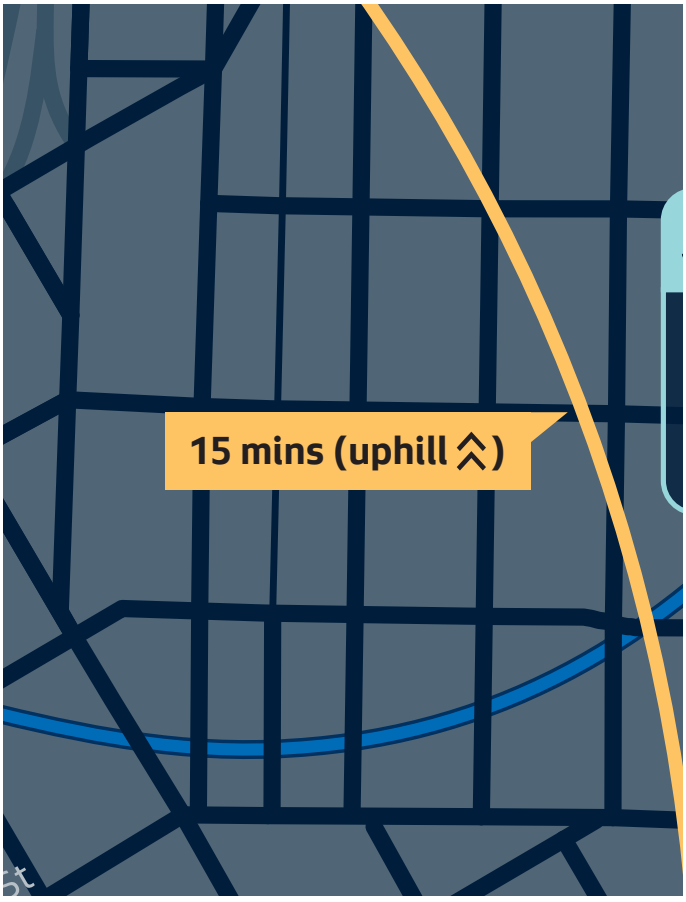
Off-map neighborhood tab



Off-map tab



You & North marker



Walking circle & distance indicator

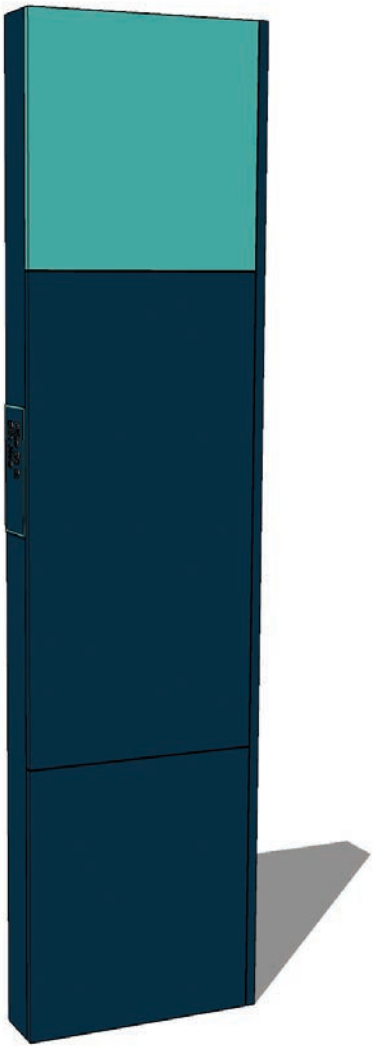
5 Product Design

The key considerations for the product design of the sign elements are: high quality appearance that would be compelling for other businesses and neighboring communities to adopt; that the sign is easily maintained with relatively few parts to stock; that the sign is durable to withstand an urban environment; and that the sign not require excessive maintenance other than map updates. Other considerations are cost, the environmental footprint of the product, and that the finish of the sign does not produce a glare on the graphics.

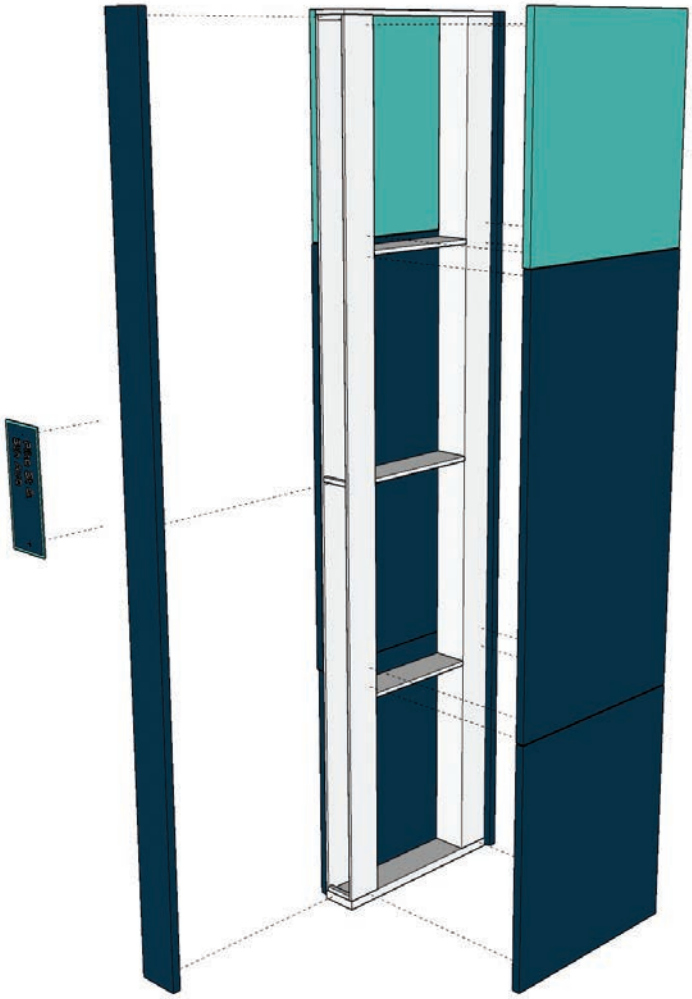
The overall design of the sign family is a modular concept, allowing for consistency in parts, with some variation of local distinctiveness in select neighborhoods. A modular design also allows easier updates to sign content, as only a portion of the sign would need to be replaced rather than the entire assembly.

5.1 Area Sign

The Area Sign is 24" wide with a slim 6" profile to easily fit in sidewalk furnishing zones. The modular concept is emphasized in the Area Sign by having each sign panel in relief with a ⅛" reveal (seam) around each panel. The top panel on the front and back of the assembly is painted a bright teal color to act as a beacon visible from a distance, panels below and on the sides are a darker navy. Fasteners for the front and back panels are hidden for a clean aesthetic and reduced opportunity for vandalism. The panels are painted aluminum with digitally printed graphics and an anti-graffiti laminate. These materials produce a simple, durable assembly without need for a map frame, good quality graphics, and low cost of direct to media print. Moreover, aluminum is a well used, lightweight material in signage design which can be reused and recycled. Braille and raised lettering are provided on an etched zinc Tactile Panel on the side panel, attached with hidden fasteners and highlighted by a teal border for visual contrast.



Area Sign



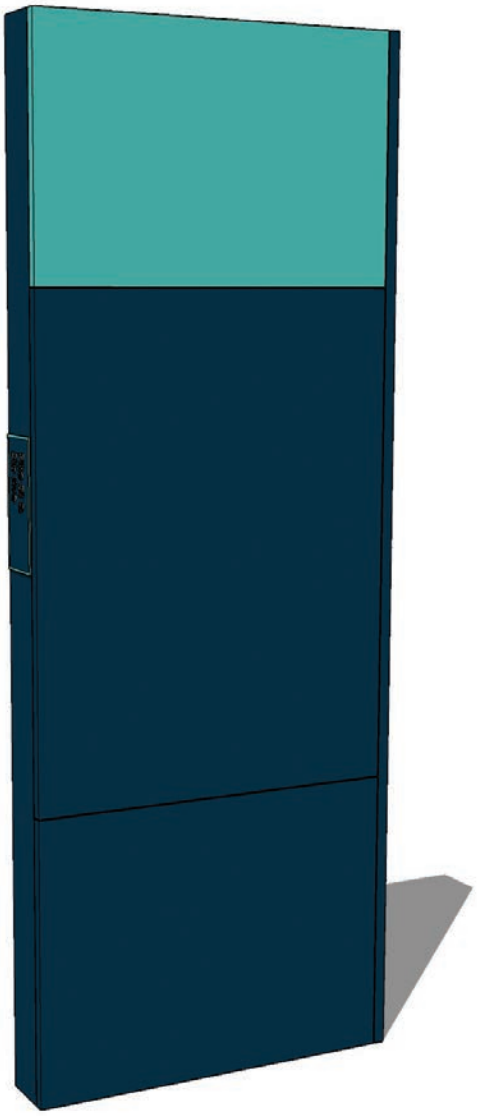
Exploded view

The Area Sign is assembled by first creating a structural galvanized steel frame of C channels with welded cross supporting bars and top and base plates. Concrete foundations are poured with anchors, and the structural steel frame is attached with anchors through the frame's base plate. Welded studs on the back of the sign panels are attached to the structural frame, secured to the frame with lock nuts. The side panels hide the attachments of the front and back panels, and have countersunk screws to hold the side panel in place.

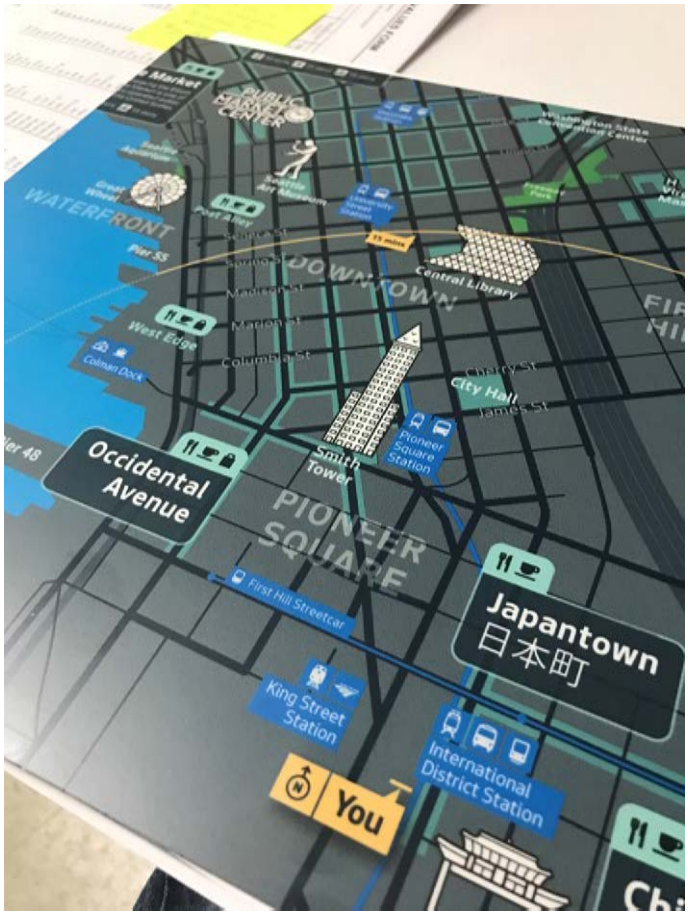
Top view

5.2 Overview Sign

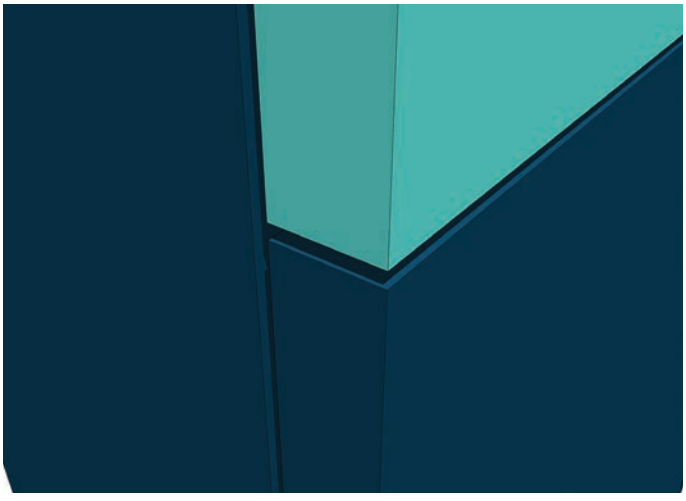
Like the Area Sign, the Overview Sign celebrates the modular concept with ⅛" seams around the sign panels. The Overview Sign is 36" wide, but keeps the slim 6" depth profile. The assembly and graphics of the Overview Sign are similar to the Area Sign, with a wider supporting steel structure and foundation. Overview Signs will be placed in larger, open plaza areas as welcome places to the city.



Overview Sign



Direct print to .080 aluminum with Matte laminate



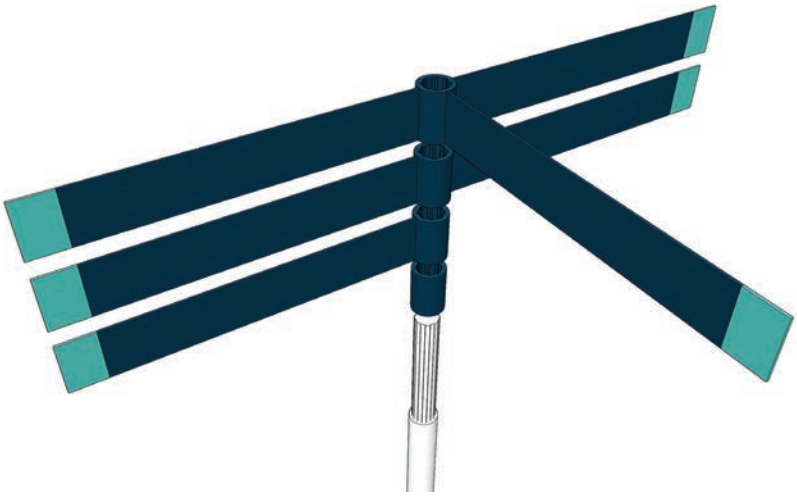
Detailed view of panel gaps

5.3 Nudge Sign

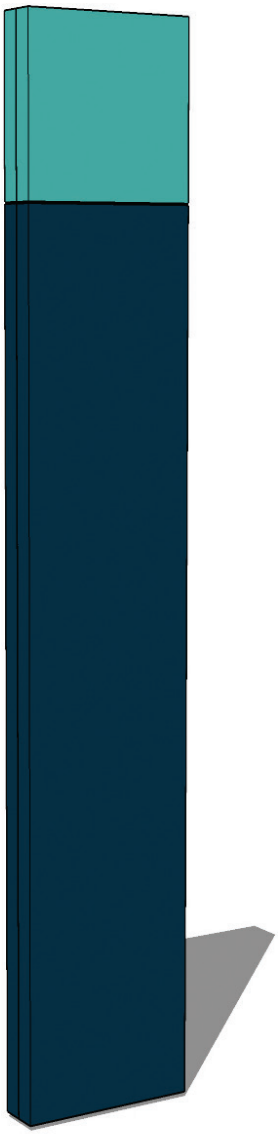
In keeping with the modular concept and clean aesthetic of hidden fasteners, the Nudge Sign is comprised of aluminum finger blades attached to a steel pole via a collar system. The sign blade collars are toothed to lock into place on the fluted pole, and rotate in 45 degree increments, accommodating the directionality of Seattle's orthogonal street grid with occasional diagonal breaks and shifts. Up to five blades can be stacked vertically in the same plane on the pole, and the modularity of this system is maintained by using spacer collars where directional blades are not needed. Tactile information of the sign location is included as a separate panel on the pole with a custom bracket attachment to hide away the fasteners. The tactile information is highlighted on the pole with teal painted above and below the panel for contrast.

The Nudge Sign is an overall height of 10' with 3'-4" wide finger blades. The pole will be directly embedded into a concrete foundation, which keeps the assembly secure and results in a clean finish on the ground surface without any anchor bolts.

Nudge Sign



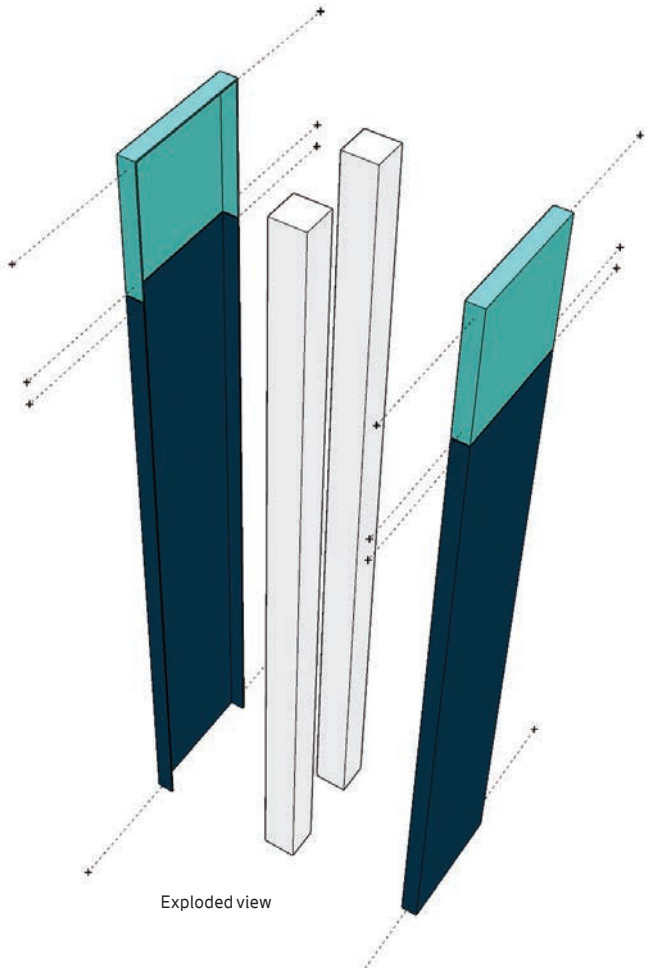
Elxploded view



Freestanding Route Marker

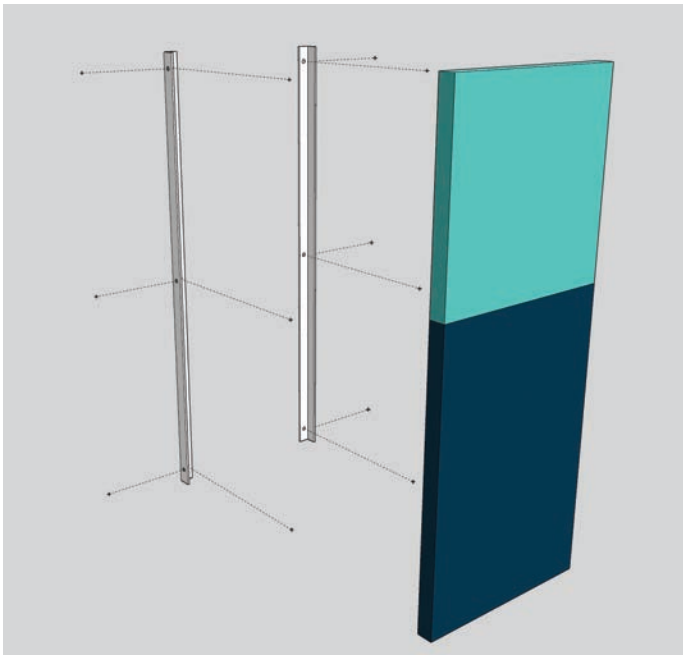
Freestanding

The Route Marker is a simplified assembly of the Area Sign, with separate modular panels for the top teal beacon and bottom navy panel. The sign assembly is four folded aluminum panels (2 front and 2 on the back) fastened through the side of the panel to square structural steel posts. The posts are welded to a base plate and the assembly is surface mounted to the foundation via anchors through the base plate. The anchor bolts are hidden from view by the front and back panels.

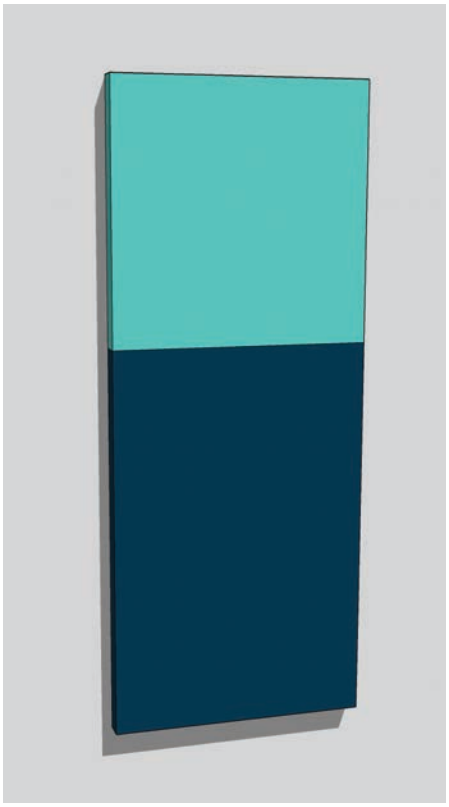


Exploded view

5.4 Route Marker



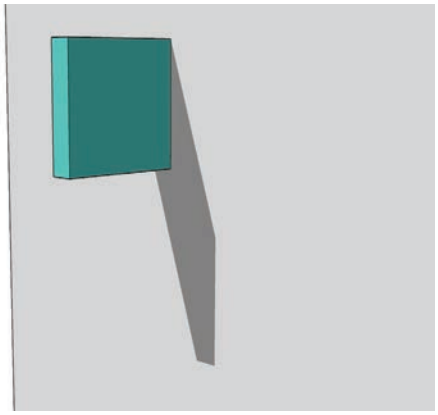
Exploded View



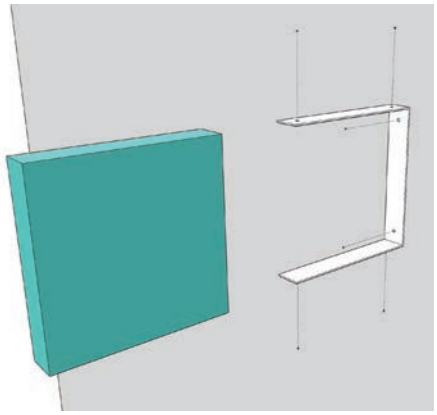
Wall mounted Route Marker

Wall mounted

Similar to the flag mounted assembly, the wall mounted Route Marker also neatly hides away fasteners by first attaching steel angles to the wall, and then sliding a folded aluminum panel over the top of the brackets, fastening in place on the sides.



Flag mounted Route Marker



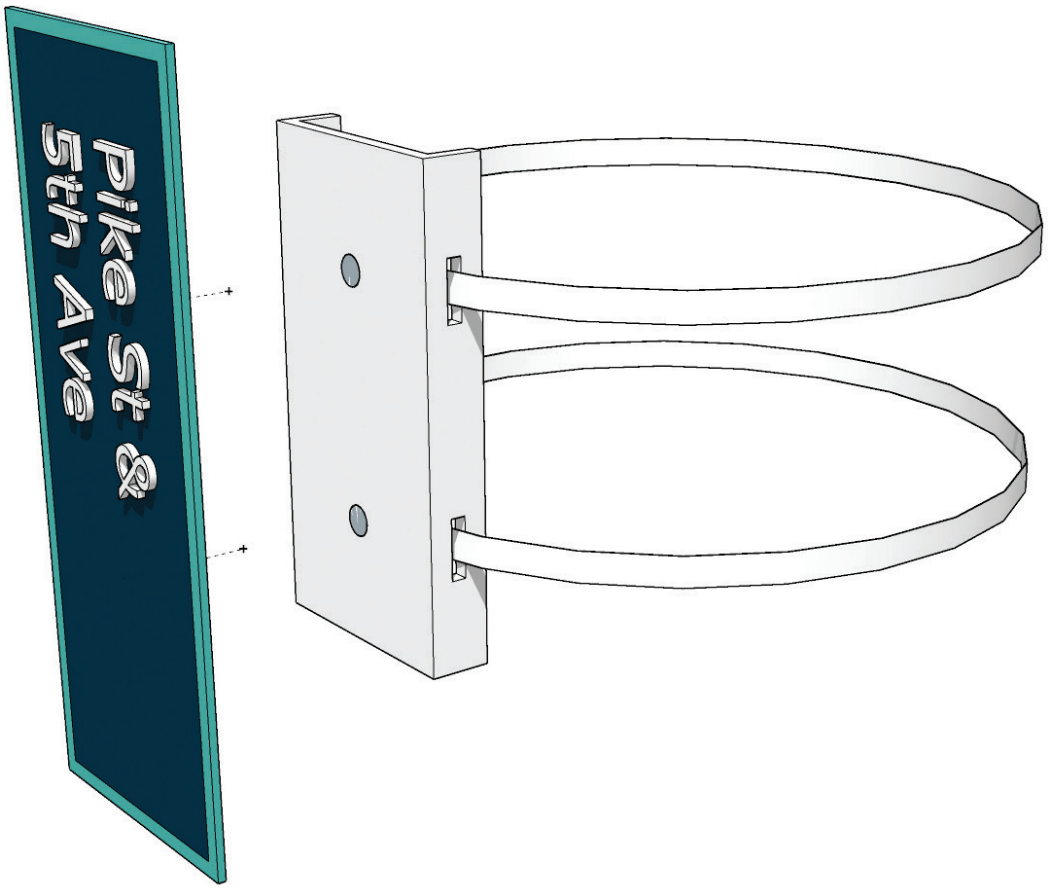
Exploded View

Flag mounted

The flag mounted Route Marker is a small 12″ wide x 12″ tall x 2″ deep folded aluminum panel affixed to a wall with 2″ steel brackets. The steel brackets are fixed to the wall first, and the aluminum panel is slid over the steel structure and fastened to the top and bottom. The attachment is hidden away for a clean aesthetic.

5.5 Tactile Pole Panel

In addition to tactile information being provided on the Area, Overview, and Nudge signs, it is proposed to add Tactile Panels at signalized intersections to inform blind and low vision users of the street names and block numbers. The panels are an etched zinc for ADA compliance. As a temporary measure the Tactile Panel can be attached to existing signal poles with stainless steel banding through a bracket on the back of the Tactile Panel. For long term installation, the Tactile Panel could attach to an assembly including a bracket fastened to the existing pole as used on the Nudge Sign.



5.6 Sidewalk Medallion

A Sidewalk Medallion is being tested in the pilot as an alternative means to highlight the through-building Route Marker. The Sidewalk Medallion is a foil-backed vinyl decal, which will not cause a tripping hazard, and will be durable enough to last 6 months to a year. For longer term applications, a more durable material should be used, such as a concrete, plastic, or metal inlay into the sidewalk surface. The chosen material should be slip-resistant and not pose any tripping hazard.

WalkDenver decal map

WalkBoston decal

5.7 Transit Local Area Map

Transit maps are being integrated into existing transit agency assets. At the two streetcar stops, an adhesive vinyl is specified for the back panels of two glass shelters. At Sound Transit LINK light rail stations, vinyl maps will be applied to existing aluminum wall-mounted customer information panels, and placed into the aluminum map panels of the street level trilon structures. Lastly in King County Metro bus stops, maps will fit into existing customer info panels, Type D structures, as well as a few taller type C tech pylon assemblies.

6 Design Intent Drawings

The following section contains all Design Intent Drawings for all sign types, setting out overall construction methods, materials and finishes.

DESIGN INTENT DRAWINGS

Seamless Seattle Pedestrian Wayfinding Pilot

July 2019

Seattle Department of Transportation

City of Seattle
Department of Transportation
700 5th Ave., Suite 3800
Seattle, WA, 98104

Contact: Aditi Kambuj, SDOT
Ph: 206.615.0429

The purpose of these drawings is to illustrate design intent. Drawings are not for construction. Written dimensions on these drawings have precedence over scaled dimensions.

The further development and engineering of these drawings shall be submitted as shop drawings to the Project Owner. Contractors shall verify and be responsible for all final quality, dimensions, materials and conditions on the job.

Project owner shall be notified of any variations from the dimensions and conditions shown by these drawings prior to the execution of any work, including changes to graphic designs or typography.

Drawing scale shown on plans is for full size plans only. Alta Planning + Design, Applied Wayfinding, or Chudgar shall not be responsible for scale discrepancies caused by reduced or enlarged drawings.

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applied_ wayfinding

CHUDGAR

alta PLANNING + DESIGN

Alta Planning + Design
1402 Third Ave., Suite 206
Seattle, WA 98101
Ph: 206.735.7466

MATERIALS PALETTE

Contractor shall be responsible for supplying samples for all colors and materials within the palette.

	W White	K Black	G Gray	N Navy	T Teal
Color:	White	Black	MP 41342SP Brushed Aluminum	CMYK 100 / 73 / 28 / 86 PMS 296C	CMYK 68 / 0 / 28 / 0 PMS 7710C
Materials:	Matthews Paint	Matthews Paint	Matthews Paint	Matthews Paint	Matthews Paint
Process:	Surface painted, with Matthews Polyurethane Clear Coat Protectant	Surface painted, with Matthews Polyurethane Clear Coat Protectant	Surface painted, with Matthews Polyurethane Clear Coat Protectant	Surface painted, with Matthews Polyurethane Clear Coat Protectant	Surface painted, with Matthews Polyurethane Clear Coat Protectant

ARTWORK

All artwork to be provided by Applied Wayfinding.
Refer to Seamless Seattle Graphic Standards Document for graphic specifications.

Contractor is responsible for matching all colors and materials as specified and is required to provide color and material sample to the Project Owner for approval.

All painted surfaces to receive Matthews Paint Ultraviolet (UV) and Anti-Graffitti coating.

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1402 Third Ave., Suite 206
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7/26/2019

Aditi Kambuj, SDOT
Seattle, WA

CLIENT

Seamless Seattle
Pedestrian Wayfinding Pilot

PROJECT

July 2019

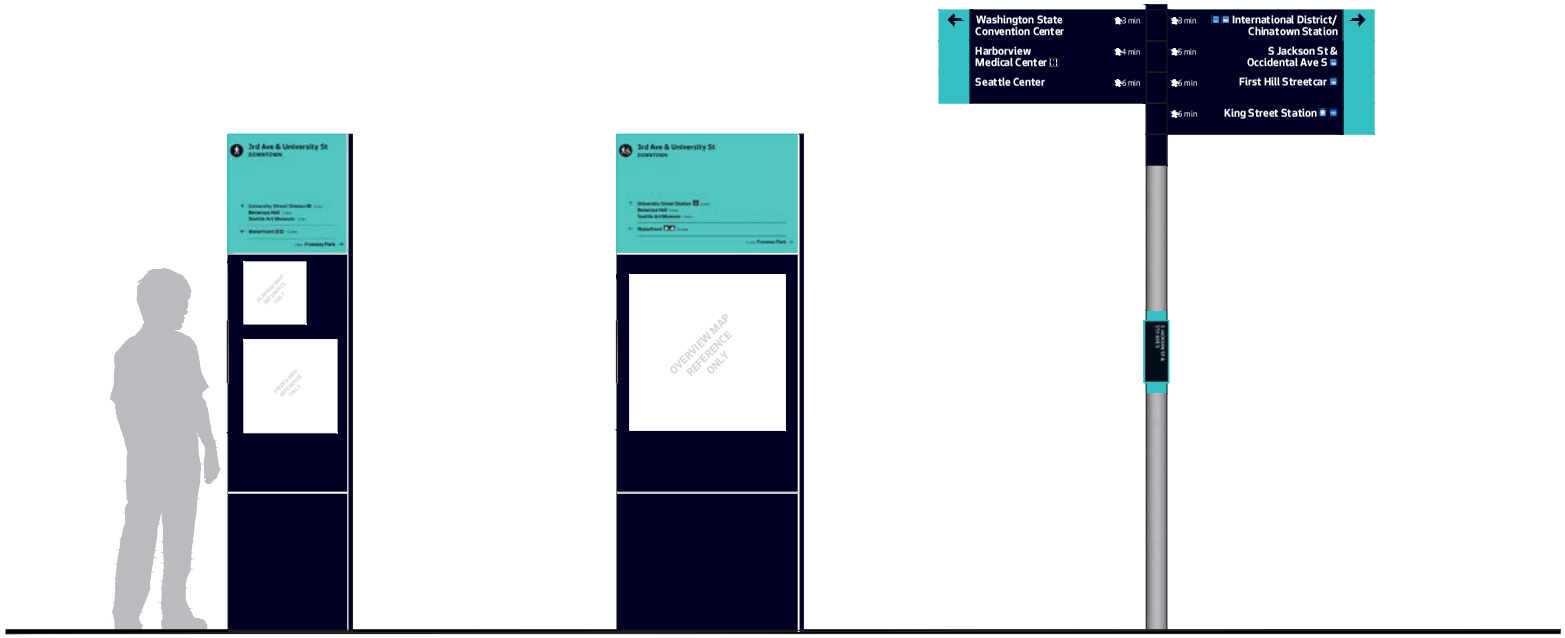
DOCUMENT ISSUE

Graphic Standards

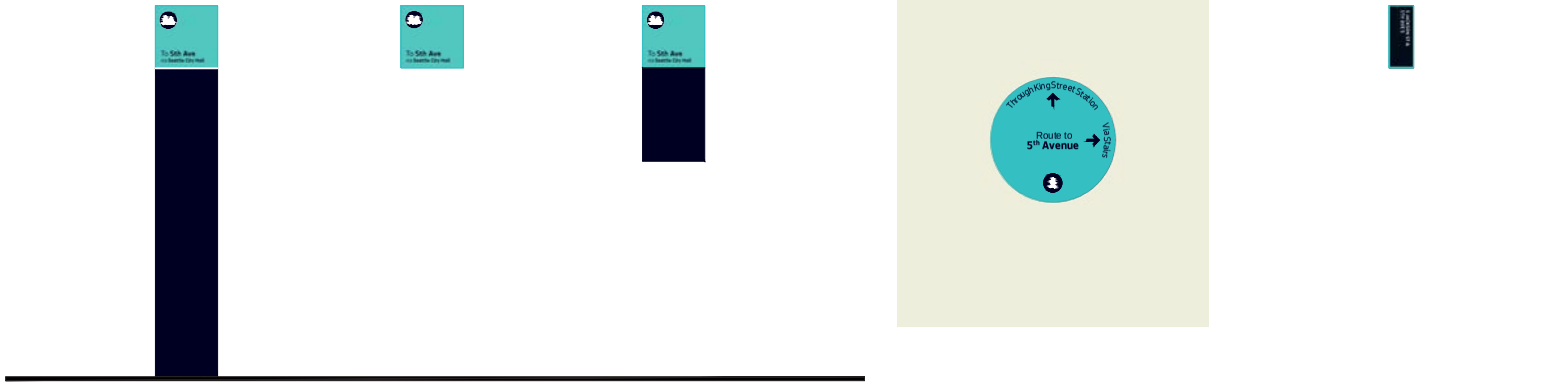
SHEET TITLE

2

SHEET NUMBER



Area Sign | Overview Sign | Nudge Sign



Freestanding Route Marker | Flag-Mounted Route Marker | Wall-Mounted Route Marker | Pavement Medallion | Tactile Panel

NOT TO SCALE

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Seattle, WA

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Seamless Seattle
Pedestrian Wayfinding Pilot

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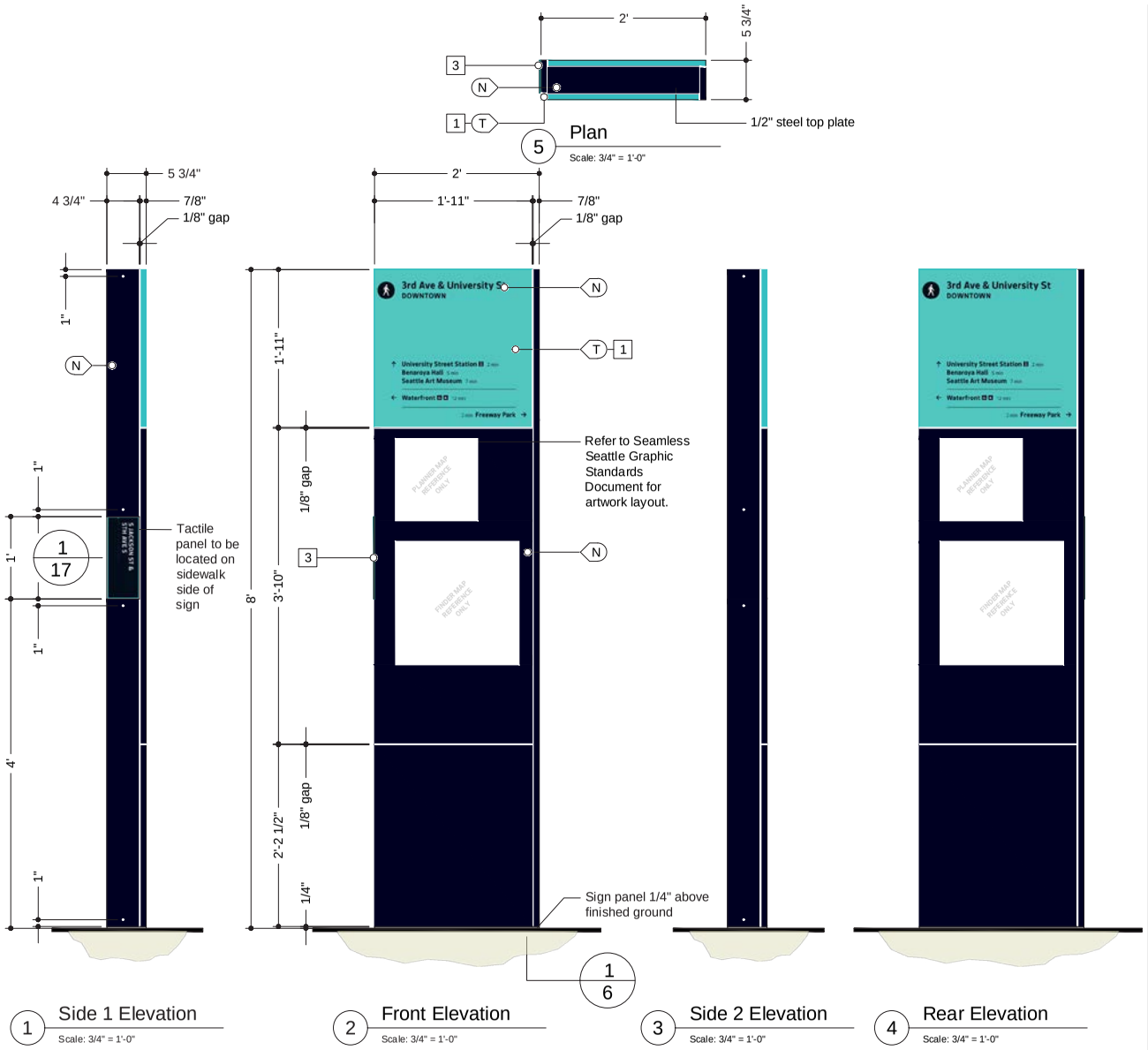
DOCUMENT ISSUE

System Overview

SHEET TITLE

3

SHEET NUMBER



KEY NOTES

1 **SIGN PANEL**
MATERIAL: 1/8" aluminum sheet folded and welded into a 7/8" deep hollow panel
EDGES: routed, finished smooth
FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text
FASTENER: weld threaded mounting studs to back of panel, mechanically fasten sign panels to support frame

2 **SUPPORT FRAME**
MATERIAL: 2 x C4x7.25 channels with 1/2" steel support plates,
1" steel base bottom plate, and
1/2" steel top plate
FASTENER: internal structure welded
FINISH: galvanized

3 **TACTILE PANEL**
MATERIAL: 1/8" etched zinc ADA sign
EDGES: routed, finished smooth, square corners
FASTENER: weld threaded studs to back of tactile panel, mechanically fasten to sign panel
FINISH: Matthews paint

! All artwork shown for reference only. Refer to Seamless Seattle Graphic Standards Document.

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Seattle, WA
CLIENT

Seamless Seattle
Pedestrian Wayfinding Pilot
PROJECT

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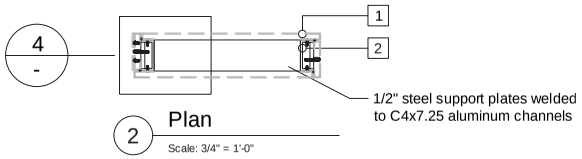
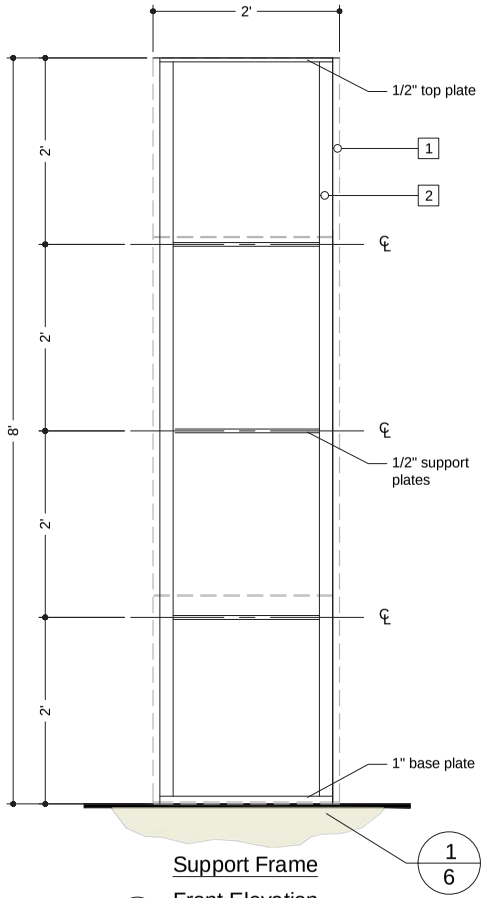
Area Sign
SHEET TITLE

4
SHEET NUMBER

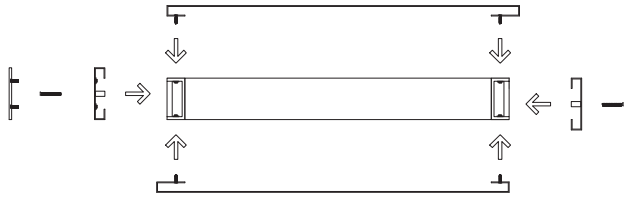


2 Plan
Scale: 3/4" = 1'-0"

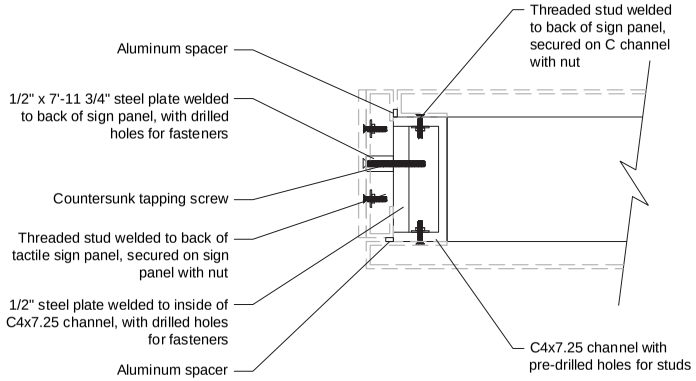


Support Frame

1 Front Elevation
Scale: 3/4" = 1'-0"



3 Assembly
No Scale



4 Detail
Scale: 3" = 1'-0"

KEY NOTES

1 **SIGN PANEL**
MATERIAL: 1/8" aluminum sheet folded and welded into a 7/8" deep hollow panel
EDGES: routed, finished smooth
FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text
FASTENER: weld threaded mounting studs to back of panel, mechanically fasten sign panels to support frame

2 **SUPPORT FRAME**
MATERIAL: 2 x C4x7.25 channels with 1/2" steel support plates,
1" steel base bottom plate, and
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FASTENER: internal structure welded
FINISH: galvanized

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Seattle, WA
CLIENT

Seamless Seattle
Pedestrian Wayfinding Pilot
PROJECT

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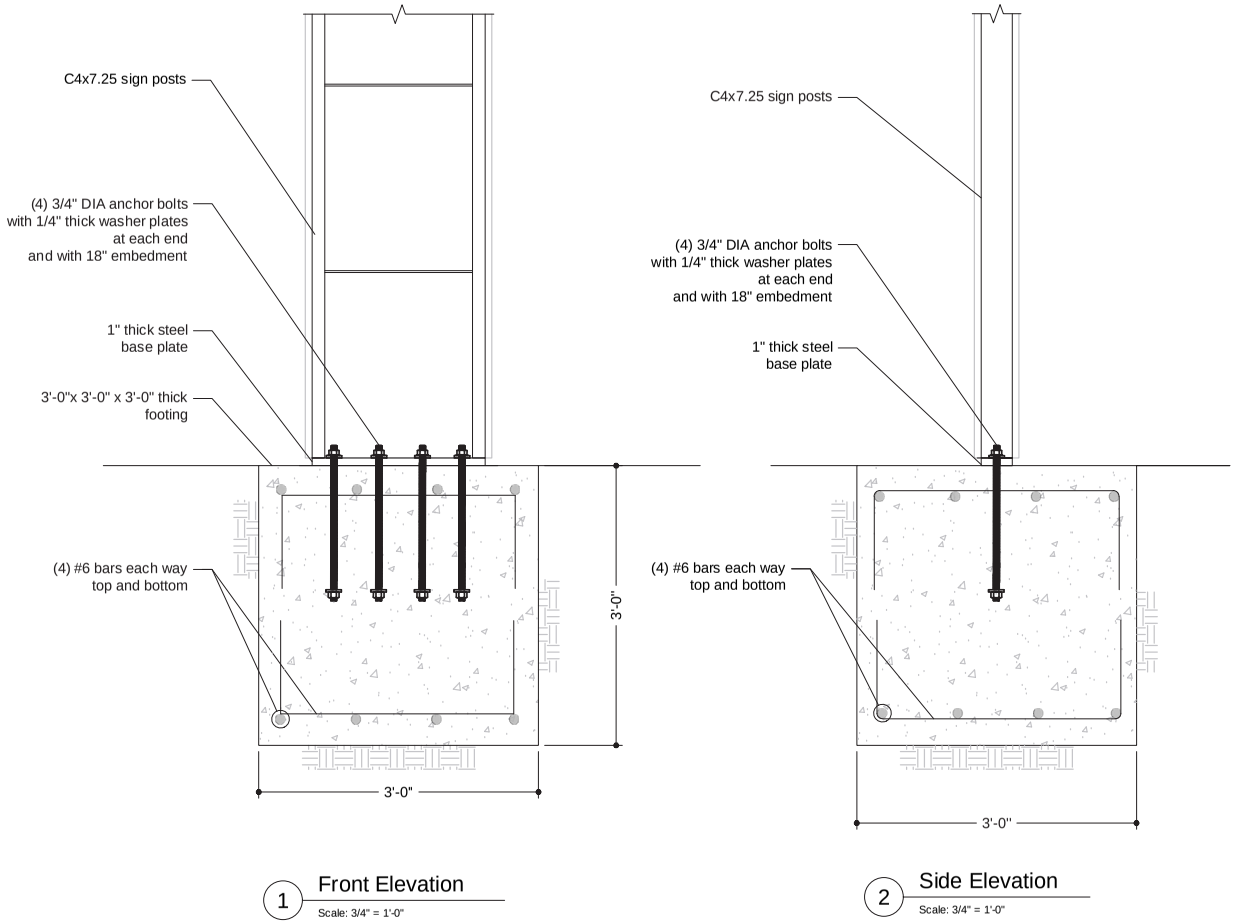
Area Sign Detail
SHEET TITLE

5
SHEET NUMBER



1 Front Elevation
Scale: 3/4" = 1'-0"

2 Side Elevation
Scale: 3/4" = 1'-0"

KEY NOTES

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Seattle, WA

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Seamless Seattle
Pedestrian Wayfinding Pilot

PROJECT

July 2019

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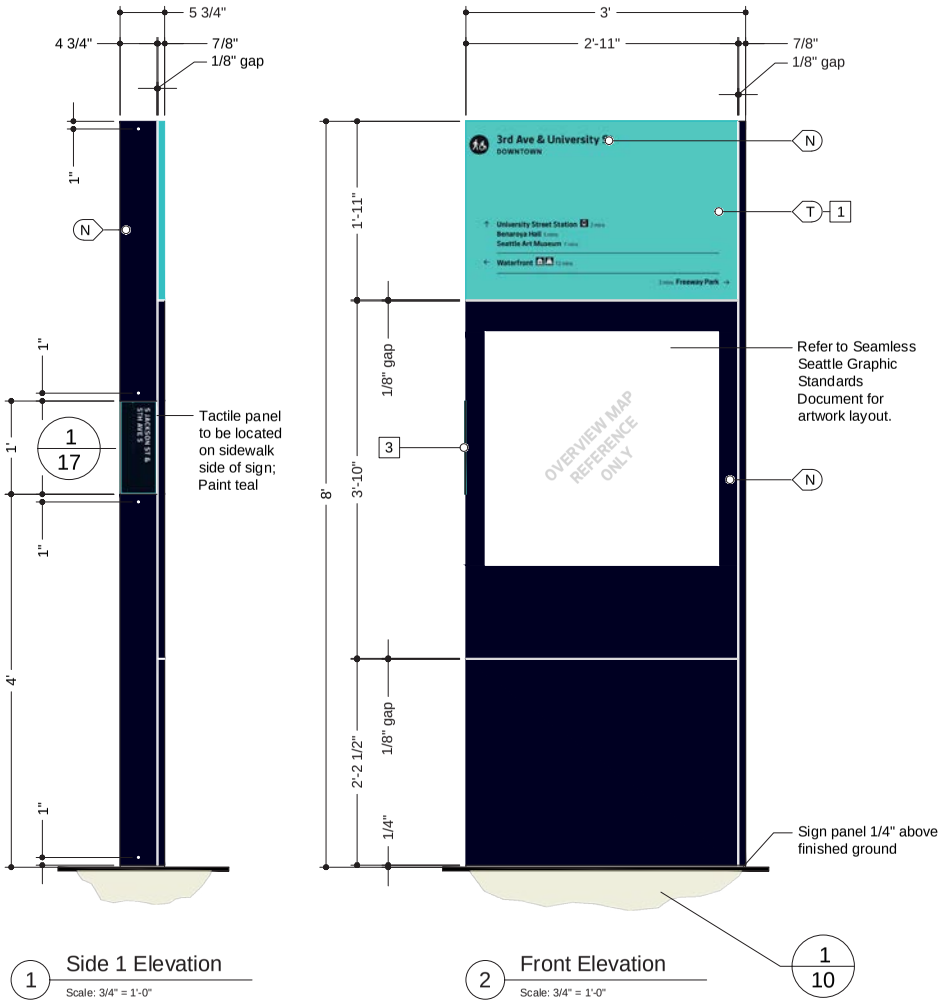
Area Sign Footing

SHEET TITLE

6

SHEET NUMBER



1 Side 1 Elevation
Scale: 3/4" = 1'-0"

2 Front Elevation
Scale: 3/4" = 1'-0"

KEY NOTES

1 **SIGN PANEL**
MATERIAL: 1/8" aluminum sheet folded and welded into a 7/8" deep hollow panel
EDGES: routed, finished smooth
FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text
FASTENER: weld threaded mounting studs to back of panel, mechanically fasten sign panels to support frame

2 **SUPPORT FRAME**
MATERIAL: 2 x C4x7.25 channels with 1/2" steel support plates,
1" steel base bottom plate, and
1/2" steel top plate
FASTENER: internal structure welded
FINISH: galvanized

3 **TACTILE PANEL**
MATERIAL: 1/8" etched zinc ADA sign
EDGES: routed, finished smooth, square corners
FASTENER: weld threaded studs to back of tactile panel, mechanically fasten to sign panel
FINISH: Matthews paint

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SAMIR I. CHUDGAR
STATE OF WASHINGTON
32119
STRUCTURAL ENGINEER
PROFESSIONAL ENGINEER
7/26/2019

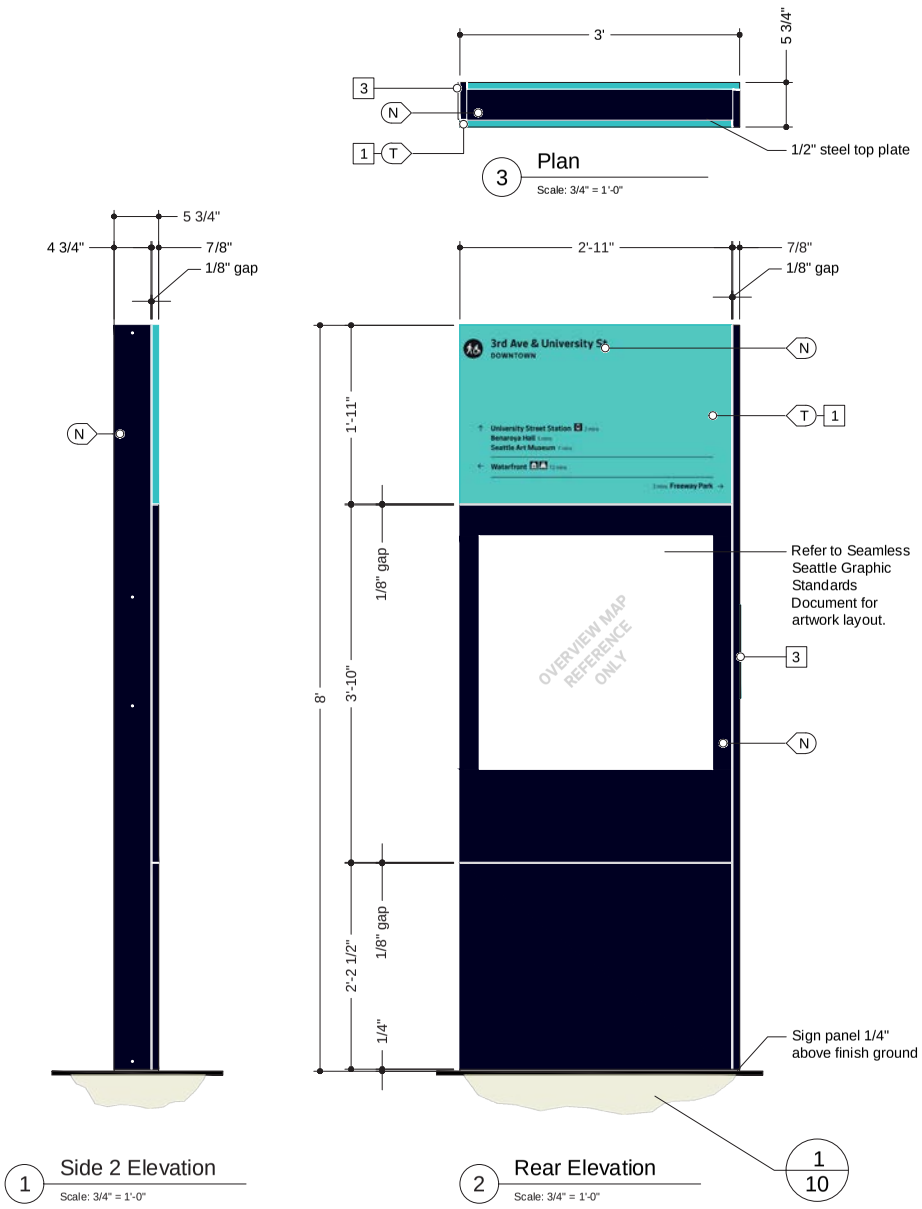
Aditi Kambuj, SDOT
Seattle, WA
CLIENT

Seamless Seattle
Pedestrian Wayfinding Pilot
PROJECT

July 2019
DOCUMENT ISSUE

Overivew Sign
SHEET TITLE

7
SHEET NUMBER



3 Plan
Scale: 3/4" = 1'-0"

1 Side 2 Elevation
Scale: 3/4" = 1'-0"

2 Rear Elevation
Scale: 3/4" = 1'-0"

KEY NOTES

1 **SIGN PANEL**
MATERIAL: 1/8" aluminum sheet folded and welded into a 7/8" deep hollow panel
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FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text
FASTENER: weld threaded mounting studs to back of panel, mechanically fasten sign panels to support frame

2 **SUPPORT FRAME**
MATERIAL: 2 x C4x7.25 channels with 1/2" steel support plates,
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FINISH: galvanized

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MATERIAL: 1/8" etched zinc ADA sign
EDGES: routed, finished smooth, square corners
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Aditi Kambuj, SDOT
Seattle, WA
CLIENT

Seamless Seattle
Pedestrian Wayfinding Pilot
PROJECT

July 2019
DOCUMENT ISSUE

Overview Sign
SHEET TITLE

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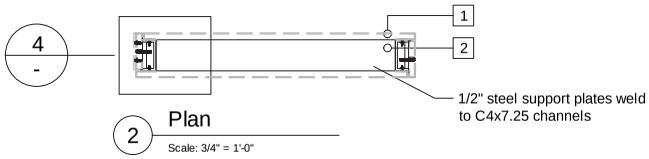
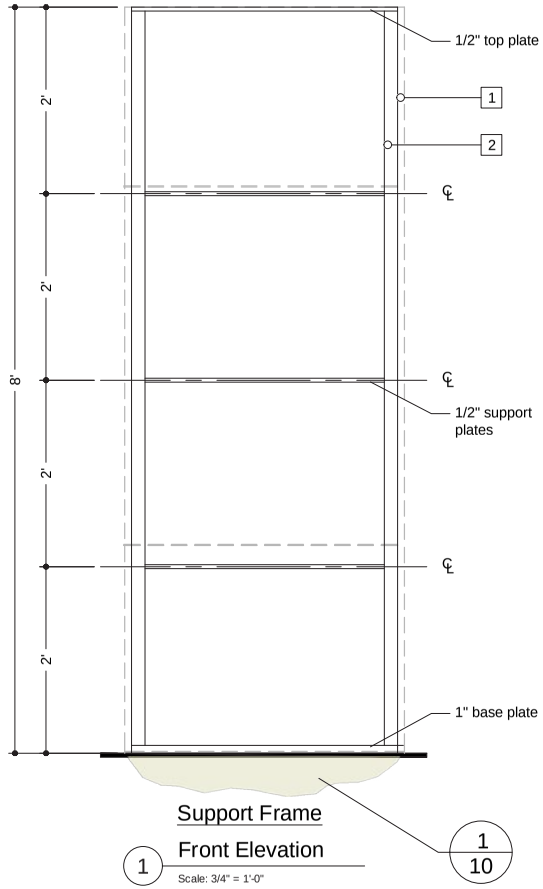
SHEET NUMBER



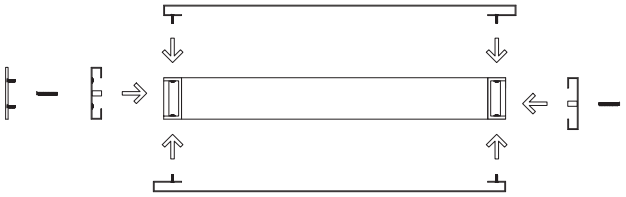
2 Plan
Scale: 3/4" = 1'-0"



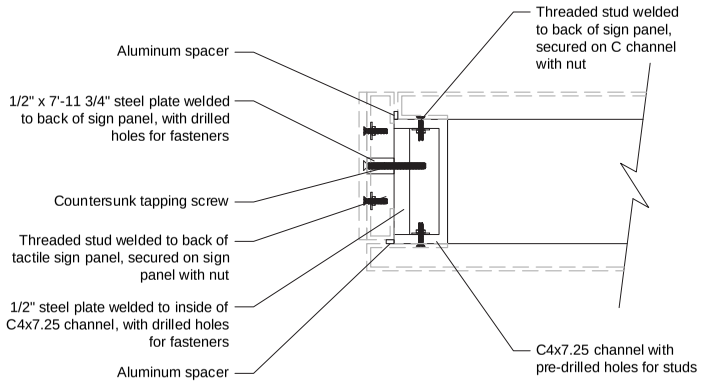
Support Frame

1 Front Elevation
Scale: 3/4" = 1'-0"

1/10



3 Assembly
No Scale



4 Detail
Scale: 3" = 1'-0"

KEY NOTES

1 **SIGN PANEL**
MATERIAL: 1/8" aluminum sheet folded and welded into a 7/8" deep hollow panel
EDGES: routed, finished smooth
FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text
FASTENER: weld threaded mounting studs to back of panel, mechanically fasten sign panels to support frame

2 **SUPPORT FRAME**
MATERIAL: 2 x C4x7.25 channels with 1/2" steel support plates,
1" steel base bottom plate, and
1/2" steel top plate
FASTENER: internal structure welded
FINISH: galvanized

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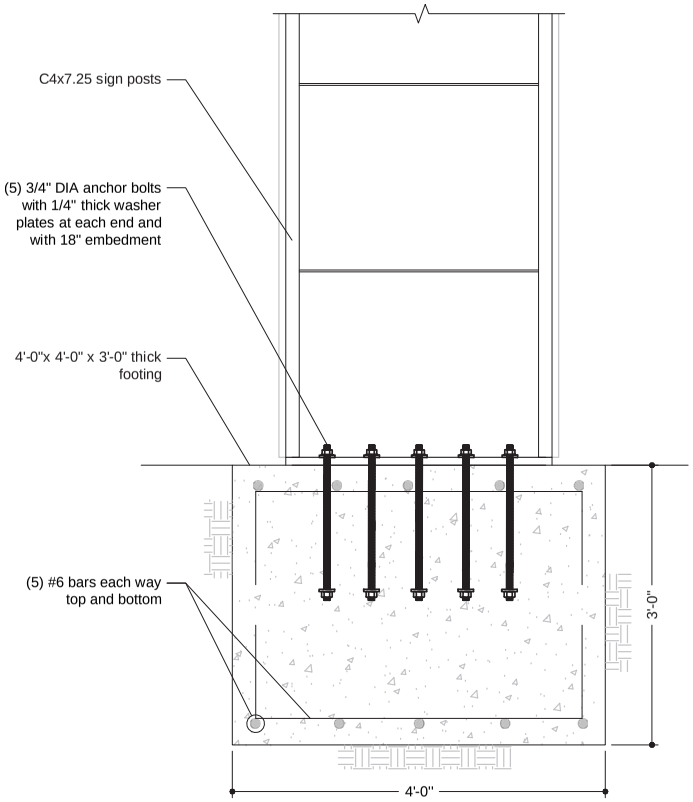
Aditi Kambuj, SDOT
Seattle, WA
CLIENT

Seamless Seattle
Pedestrian Wayfinding Pilot
PROJECT

July 2019
DOCUMENT ISSUE

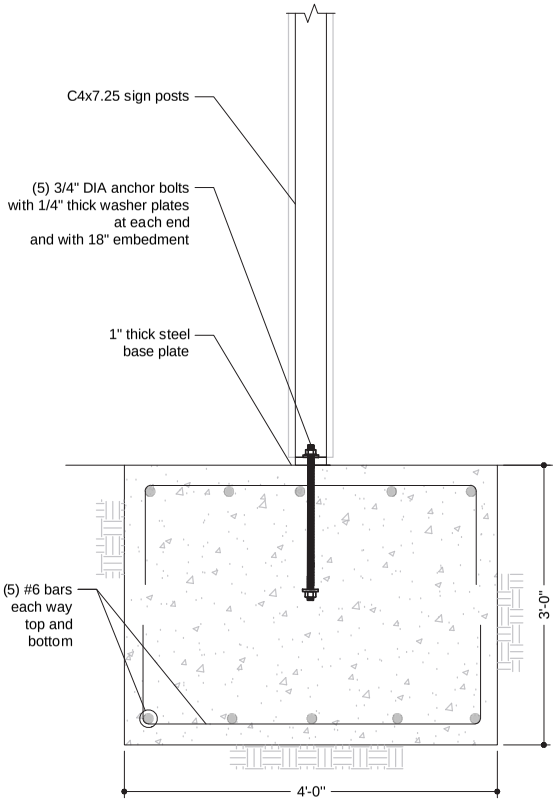
Overview Sign Detail
SHEET TITLE

9
SHEET NUMBER



1 Front Elevation

Scale: 3/4" = 1'-0"



2 Side Elevation

Scale: 3/4" = 1'-0"

KEY NOTES

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Aditi Kambuj, SDOT
Seattle, WA

CLIENT

Seamless Seattle
Pedestrian Wayfinding Pilot

PROJECT

July 2019

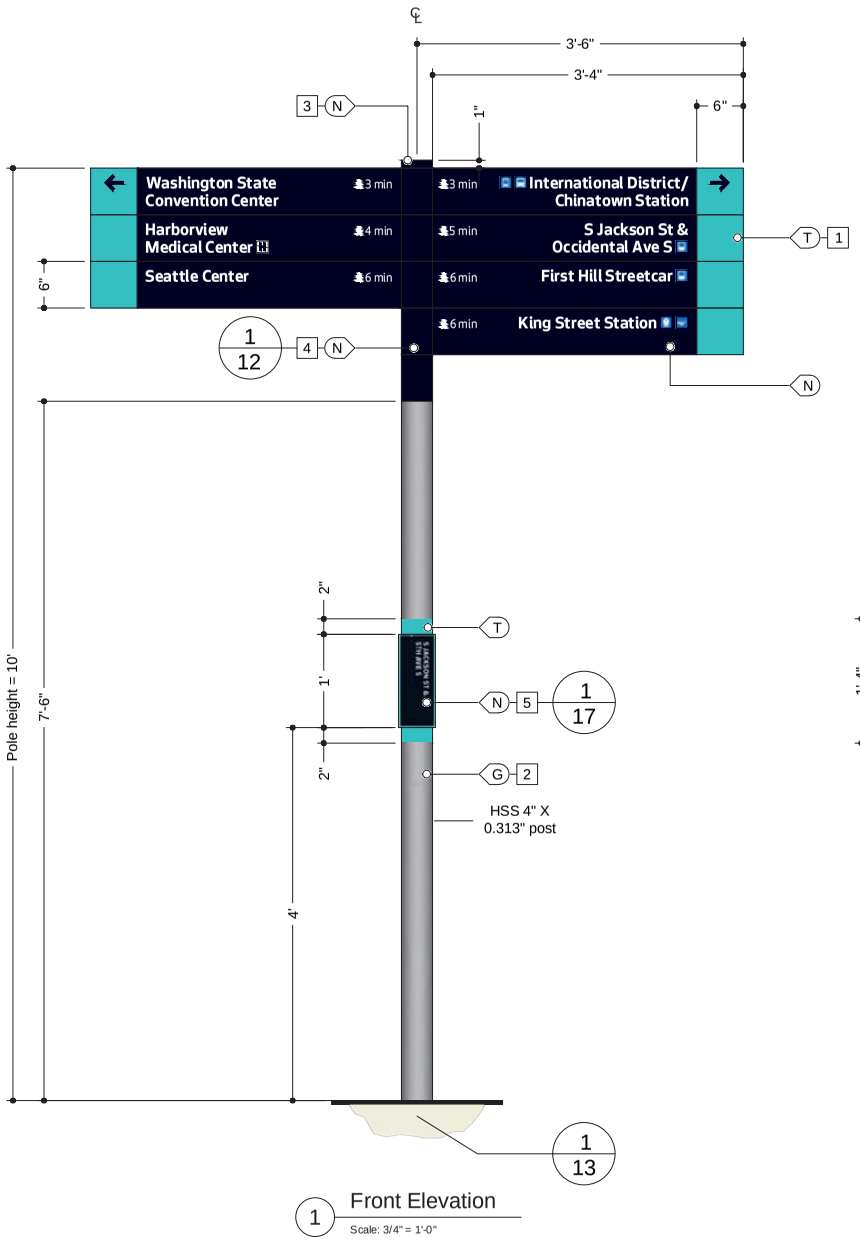
DOCUMENT ISSUE

Overview Sign Footing

SHEET TITLE

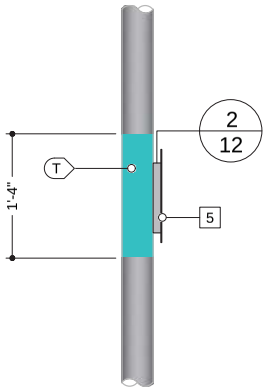
10

SHEET NUMBER



1 Front Elevation

Scale: 3/4" = 1'-0"



2 Side Elevation

Scale: 3/4" = 1'-0"

KEY NOTES

1 **SIGN PANEL**
MATERIAL: 3/4" hollow aluminum
FABRICATION PROCESS: router cut
EDGES: routed, finished smooth
GRAPHICS/TEXT: digitally printed
FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text

2 **SIGN POLE**
MATERIAL: HSS 4" X 0.313" post
FABRICATION PROCESS: 3' fluted extrusion inserted 6" into 7'-6" pole at top, total above grade pole height 10'
FINISH: Matthews paint with anti-graffiti and UV protection coating

3 **POLE CAP**
MATERIAL: 1" tall aluminum cap
FASTENER: mechanically fasten to post
FINISH: Matthews paint with anti-graffiti and UV protection coating

4 **SIGN SLEEVE**
MATERIAL: aluminum
FASTENER: fluted (teeth at 45 degree increments)
FINISH: Matthews paint with anti-graffiti and UV protection coating

5 **TACTILE PANEL**
MATERIAL: 1/8" etched zinc ADA sign
EDGES: routed, finished smooth, square corners
FASTENER: welded bracket to back of panel, mechanically fasten bracket to pole
FINISH: Matthews paint

! Fabricator to engineer footing per site conditions. Use 6' drilled shaft footing where possible.

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Pedestrian Wayfinding Pilot

PROJECT

July 2019

DOCUMENT ISSUE

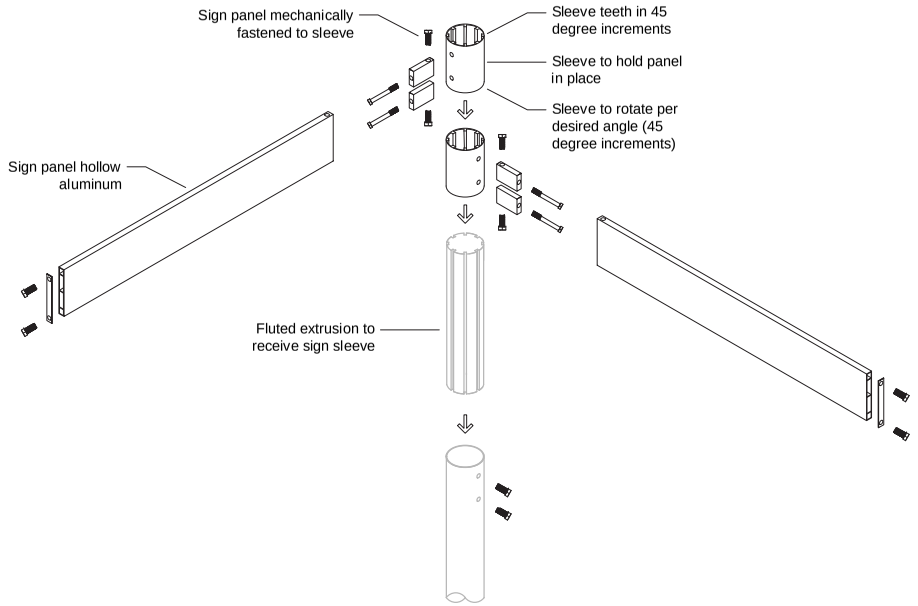
Nudge Sign

SHEET TITLE

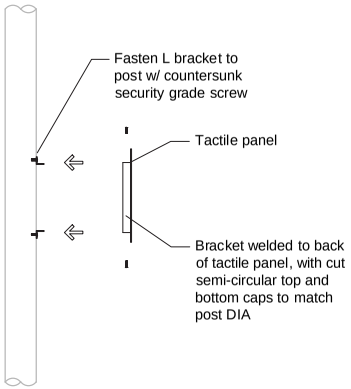
11

SHEET NUMBER

! All attachment details to be verified and engineered by fabricator.



1 Sign Panel Mounting Assembly
No Scale



2 Tactile Panel Mounting Assembly
No Scale

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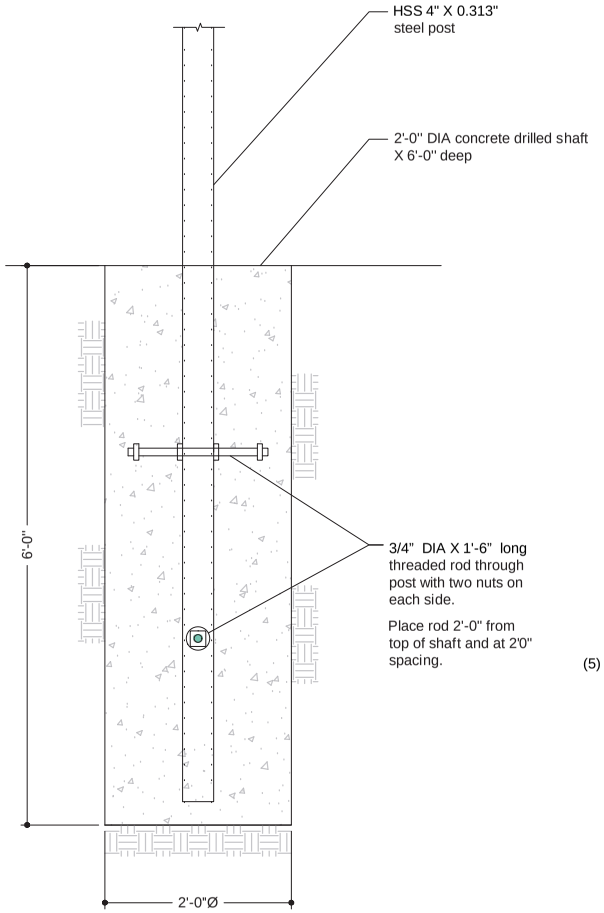
Nudge Sign Detail

SHEET TITLE

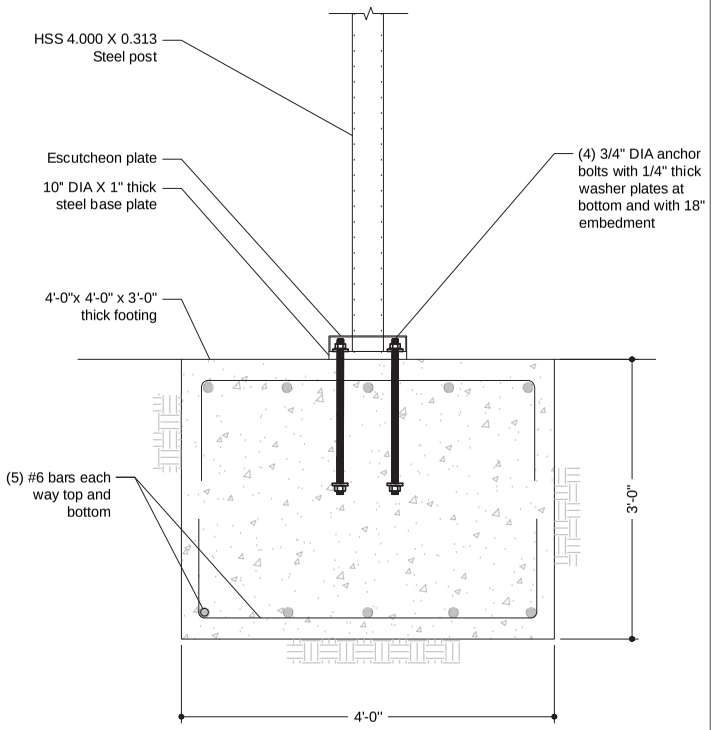
12

SHEET NUMBER



1 Drilled Shaft

Scale: 3/4" = 1'-0"



2 Footing

Scale: 3/4" = 1'-0"

KEY NOTES

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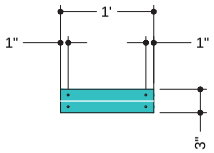
Nudge Sign Footings

SHEET TITLE

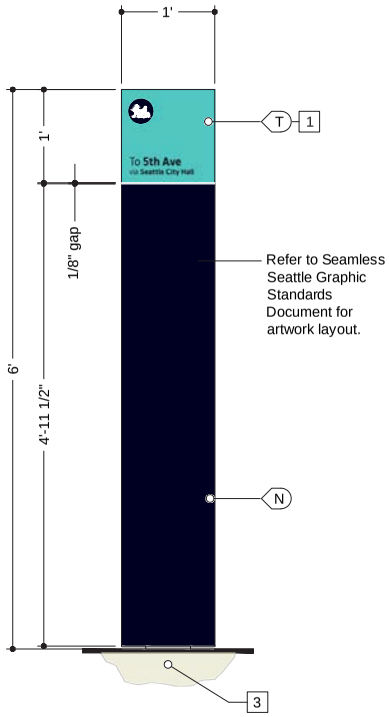
13

SHEET NUMBER



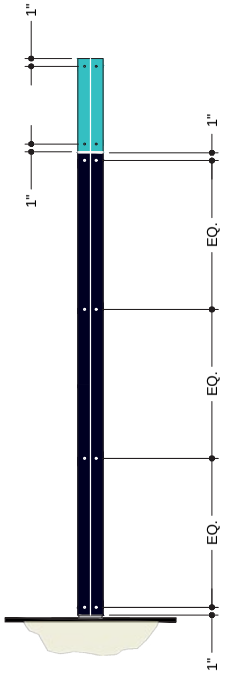
4 Freestanding: Plan

Scale: 3/4" = 1'-0"



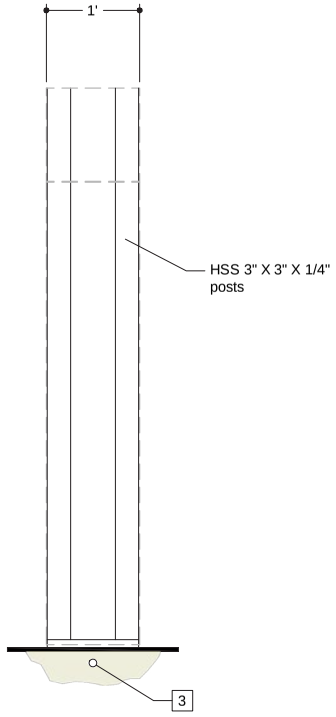
1 Freestanding: Front Elevation

Scale: 3/4" = 1'-0"



2 Freestanding: Side Elevation

Scale: 3/4" = 1'-0"



3 Freestanding: Support Frame

Scale: 3/4" = 1'-0"

KEY NOTES

1 **SIGN PANEL**
MATERIAL: aluminum sheet folded and welded into a 1 1/2" deep hollow panel
FABRICATION PROCESS: router cut
EDGES: routed, finished smooth
FASTENER: mechanically fasten panel with countersunk screws to support frame, paint to match sign panel
FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text

2 **SUPPORT FRAME**
MATERIAL: 3"x3" steel sq. tube, and 1" steel base bottom plate
FASTENER: internal structure welded
FINISH: galvanized

3 **FOOTING**
1" thick base plate with (2) 5/8" DIA adhesive anchors. Drill and embed 4 1/2" in existing concrete. Verify existing concrete is min 6" thick and in sound condition.

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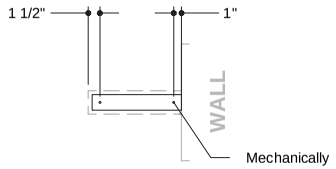
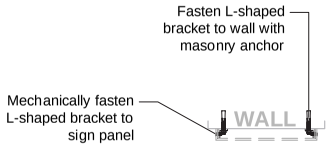
Freestanding Route Marker
SHEET TITLE

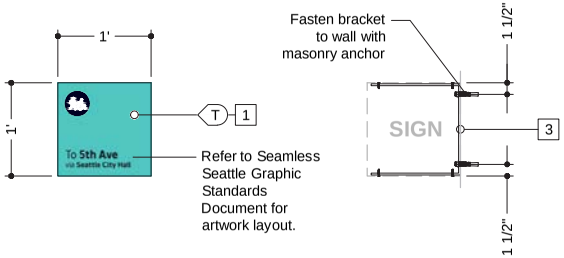
14
SHEET NUMBER



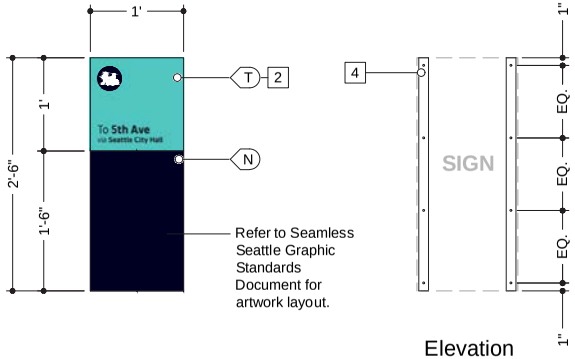
Plan



Plan



Elevation



Elevation

1 Front Elevation
Scale: 3/4" = 1'-0"

2 Mounting Detail
Scale: 3/4" = 1'-0"

3 Front Elevation
Scale: 3/4" = 1'-0"

4 Mounting Detail
Scale: 3/4" = 1'-0"

Flag-Mounted

Wall-Mounted

KEY NOTES

1 **SIGN PANEL**
MATERIAL: 2" hollow aluminum
FABRICATION PROCESS: router cut
EDGES: routed, finished smooth
FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text

2 **SIGN PANEL**
MATERIAL: 1" hollow aluminum
FABRICATION PROCESS: router cut
EDGES: routed, finished smooth
FINISH: Matthews paint with anti-graffiti and UV protection coating with digitally printed graphics/text

3 **U-SHAPED BRACKET**
MATERIAL: 1/4" steel U-shaped bracket
FASTENER: mechanically fastened to wall with masonry anchor

4 **L-SHAPED BRACKET**
MATERIAL: 1/4" aluminum L-shaped angle
FASTENER: mechanically fastened to wall with masonry anchor

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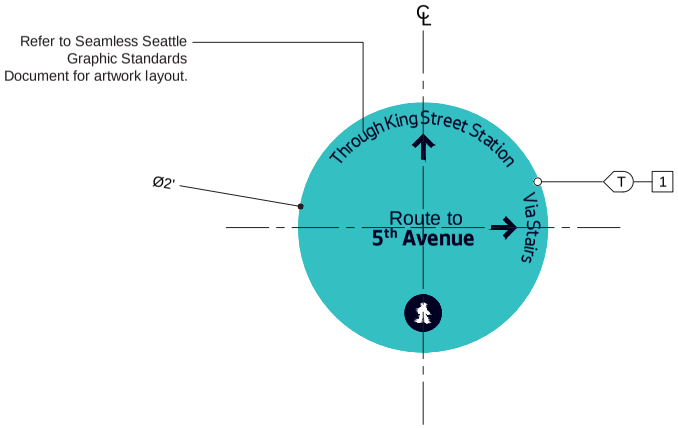
Flag & Wall-Mounted Route Markers

SHEET TITLE

15

SHEET NUMBER



1 Pavement Medallion

Scale: 1" = 1'-0"

KEY NOTES

1 **MEDALLION**
MATERIAL: foil backed decal with slip resistant surface and digitally printed graphics/text such as Asphalt Art or equivalent
APPLICATION: Pre-treat the area and remove loose dirt. Remove liner from back of decal and apply to surface. Use hard rubber roller to toll up and down the decal and activate the adhesive.

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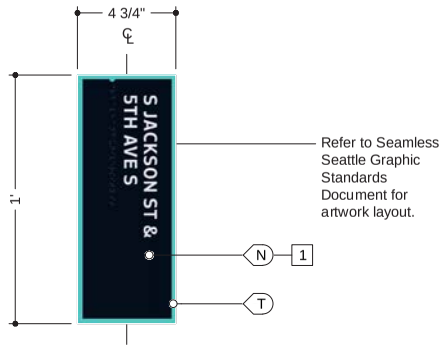
Pavement Medallion

SHEET TITLE

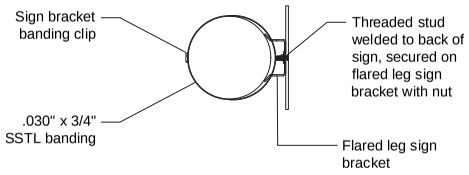
16

SHEET NUMBER

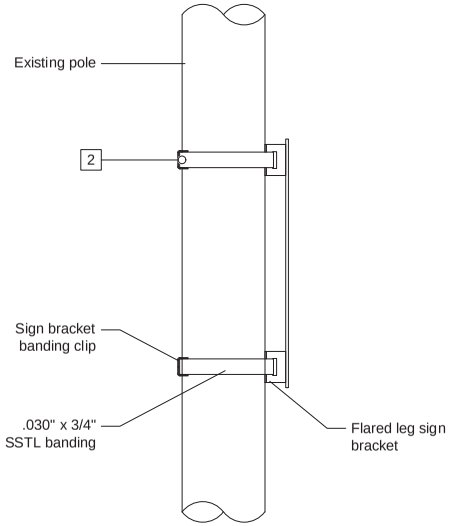


1 Tactile Panel: Front Elevation

Scale: 2" = 1'-0"



Plan



Elevation

2 Intersection Mounting Detail

Scale: 2" = 1'-0"

KEY NOTES

1 **TACTILE PANEL**
MATERIAL: 1/8" etched zinc ADA sign
EDGES: routed, finished smooth, square corners
FASTENER: weld threaded studs to back of tactile panel, mechanically fasten to sign panel or bracket according to sign type
FINISH: Matthews paint

2 **MOUNTING ASSEMBLY**
MATERIAL: .030" x 3/4" SSTL banding with sign bracket banding clip and flared leg sign bracket
FASTENER: weld threaded studs to back of tactile panel, mechanically fasten to bracket
FINISH: paint to match existing pole color

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Tactile Panel

SHEET TITLE

17

SHEET NUMBER

GENERAL:

1. All work shall be provided in accordance with the latest edition of the current drawings, specifications, and standards as specified.
2. During construction the contractor shall be responsible for maintaining the stability of the structure and for ensuring that no portion of the structure is overstressed as a result of construction activities.
3. Existing structures shall be protected at all times.
4. Field verify existing dimensions, structure, framing, features, utilities and other conditions prior to any demolition, sawcutting or sign fabrication and installation. Place signs to avoid utilities.
5. These drawings show details for wayfinding signs including dimensions, framing, and materials. The specific location where these details apply may require the contractor to adapt and apply these details as necessary for construction.

DESIGN CODES, STANDARDS, AND SPECIFICATIONS:

1. AASHTO LRFD bridge design specifications, seventh edition.
2. International Building Code (IBC), 2015 edition with City of Seattle amendments.
3. ASCE/SEI 7-16, minimum design loads for buildings and other structures.
4. AASHTO standard specification for structural supports for highway signs, luminaires, and traffic signals.
5. Building code requirements for structural concrete ACI 318, 2014 edition.
6. AISC Steel Construction Manual, Fourteenth Edition, 2011.

DIMENSIONS:

1. Details are provided for typical sections, dimensions may vary at each location.
2. All dimensions, locations, and elevations of existing structures shown on the contract drawings are for reference only and shall be verified by the contractor in the field.

DESIGN LOADS:

1. Live load:
   Lateral impact load: 200 LB
2. Wind load:
   3-second design gust speed: 110 MPH
   Exposure category: C
   Risk Category: II
3. Seismic load:
   Site class: D
   Component importance factor I_p: 1.00
   Seismic design category: D

REINFORCED CONCRETE:

1. All concrete shall be class 4000, f'c = 4,000 PSI.
2. Grout shall be non-shrink with f'c = 6,000 PSI.
3. Unless noted otherwise, minimum concrete cover shall be:

Concrete cast against and permanently exposed to earth	3"
Cast-in-place concrete exposed to earth or weather	
Primary reinforcement	2"
Stirrups, ties, or spirals	1 1/2"

4. Reinforcing steel shall conform to ASTM A615, Grade 60.
5. All reinforcing bar bends and standard hooks shall conform to the latest ACI standards.
6. Joint sealant shall be installed between new and existing concrete, and shall be 3/8" wide by 3/4" deep.
7. Concrete may be mixed at site for footings.
8. Concrete finished surface shall match surrounding grade and sidewalk elevation. Where special pavement treatments exist, the surface shall be finished to match existing paving treatment.
9. At sloping sidewalk surface, install grout under base plate to achieve level surface for mounting base plate. Grout shall be min 3/4" thick. Grout shall be formed under the outline of the base plate only.

CONCRETE ACCESSORIES:

1. Anchor bolts:

   Anchor bolts shall conform to ASTM F1554 Grade 36 unless noted on the drawing, and shall be hot dipped galvanized to ASTM A153.

2. Adhesive anchors:

   HILTI HIT-RE 500 V3 or approved equal, with equivalent ICC allowable tension and shear values. Adhesive anchors shall be installed in strict conformance with manufacturer's recommendations. Do not cut reinforcing in new or existing concrete during installation.

STRUCTURAL STEEL:

1. All structural steel shall conform to the following ASTM designations unless noted otherwise on the drawings:

Channels, angles, plates and bars	ASTM A36, FY = 36 KSI
Threaded rods	ASTM F1554, GRADE 36
Hollow structural sections	
Tubes (squares and rectangular)	ASTM A500, GRADE C, FY = 50 KSI
Round HSS	ASTM A500, GRADE C, FY = 46 KSI
Pipes	ASTM A53, GRADE B, FY = 35 KSI

2. Welding electrodes shall be 70XX series conforming to ANSI/AWS D1.1 Table 3.1 and electrode specification AWS A5. Welding shall be conducted by a WABO certified welder. Minimum weld size shall be 3/16" unless noted otherwise. The welds shown are for the final connections. Where field weld is not indicated, the contractor is responsible for determining if a weld should be shop or field-welded in order to facilitate the structural steel erection.
3. All steel shall be galvanized per specifications section 6-07.3(11)B, powder coating of galvanized surfaces. All field welds on galvanized material shall be coated with brush applied zinc-rich paint complying with the specification.

GEOTECHNICAL:

1. Foundation shall bear on compacted soil. Foundation design parameters are per 2015 International Building Code with City of Seattle amendments.

Allowable soil bearing pressure:	1,500 PSF
Lateral soil bearing pressure:	100 PCF
Coefficient of friction:	0.25

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Structural Notes

SHEET TITLE

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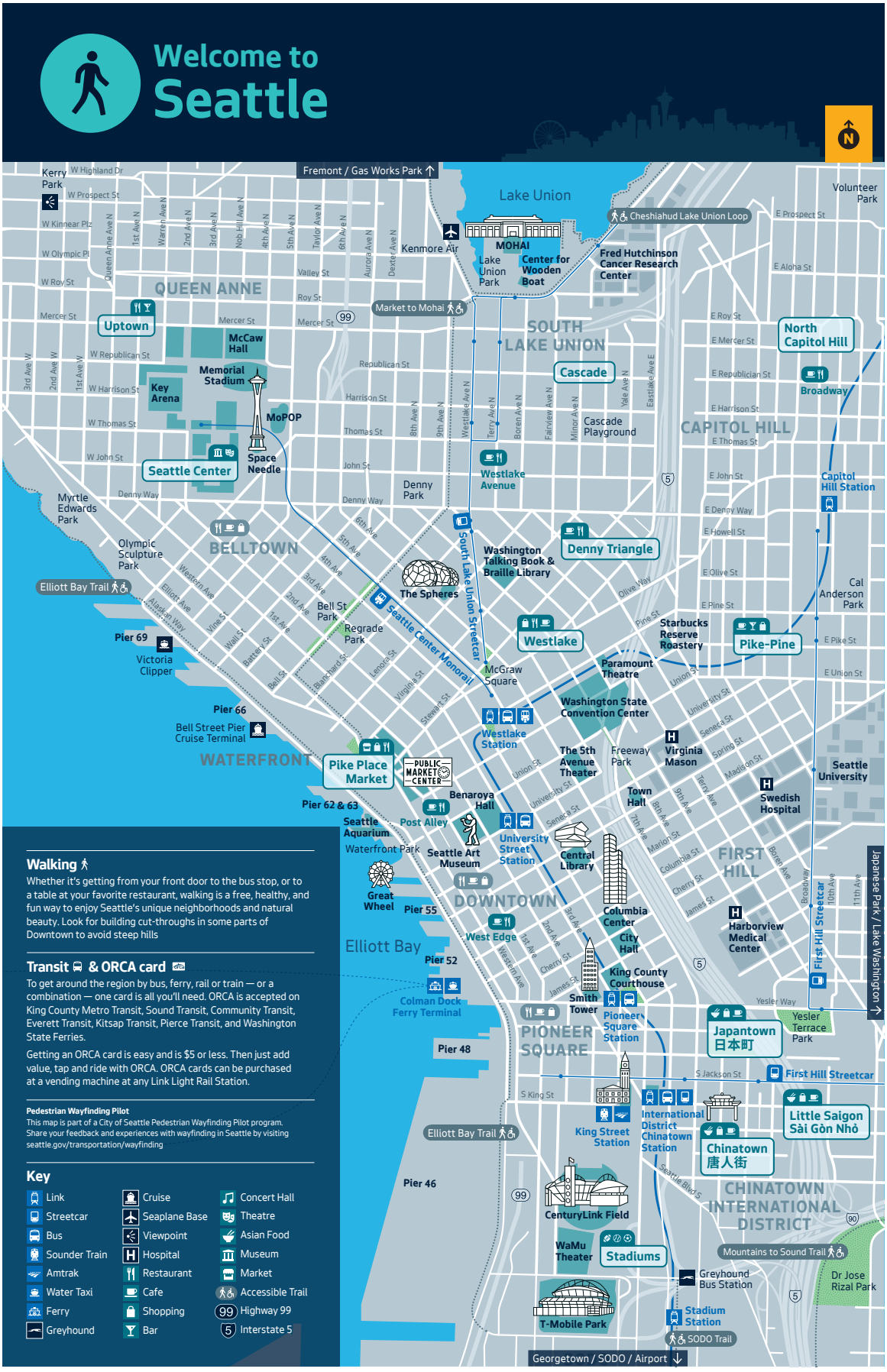
SHEET NUMBER

7 Printed Map

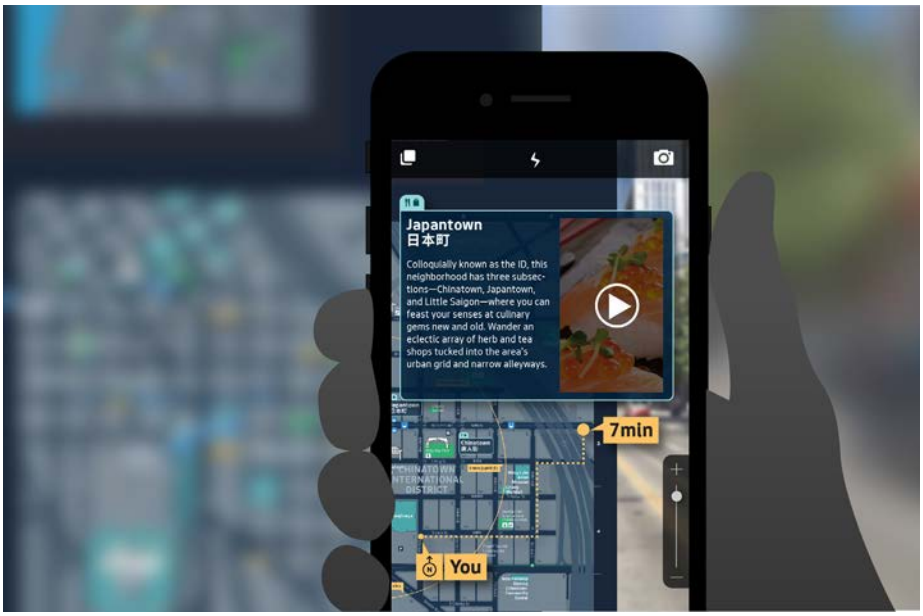
To complement the on-street signs in the Jackson and Westlake pilot areas a printed map has been developed. This provides an opportunity to further raise awareness of the Seamless Seattle project for local stakeholders as well providing users with a simple guide of the downtown and surrounding areas that is consistent with on-street information and can be used to explore areas outside of the immediate pilots.



Printed tear-off map
Tabloid, 11 x 17 in

8 Future Opportunities

Future roll-out of the wayfinding system will provide opportunities to build upon the initial scope of the pilot implementation that was limited by budget and time constraints. This could include the development of additional signs types to complement those already established, the inclusion of additional content and the consideration of additional applications and tools to support wayfinding in the city. The following pages outline some of the idea previously discussed, focussed on those that support the Design for All approach.

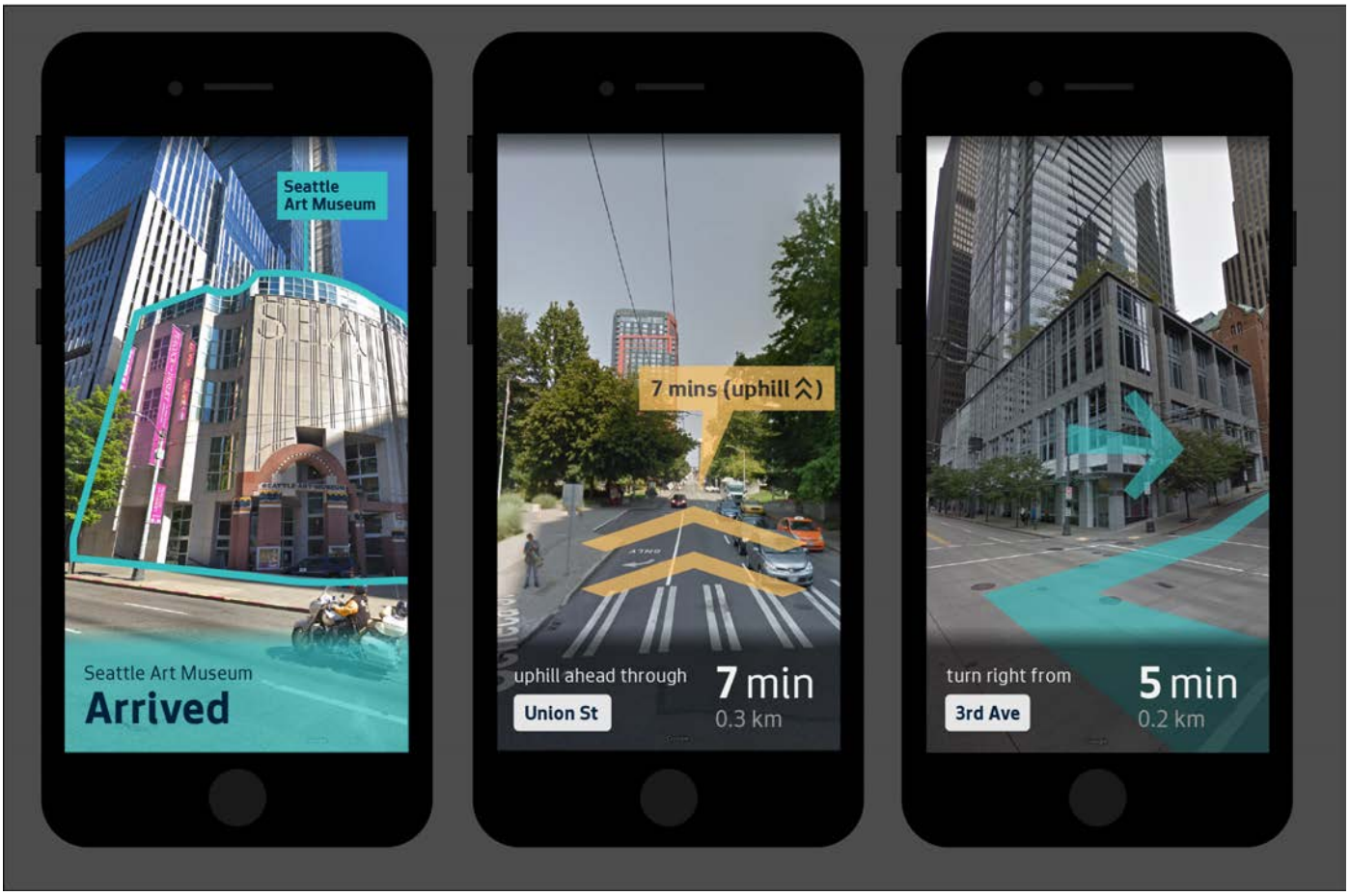


Augmented reality – Interactive overlays

There is an opportunity to develop the system from an accessibility perspective. This could include linking the on-street signs to digital tools via QR code and web address, bluetooth beacons or other similar technology.

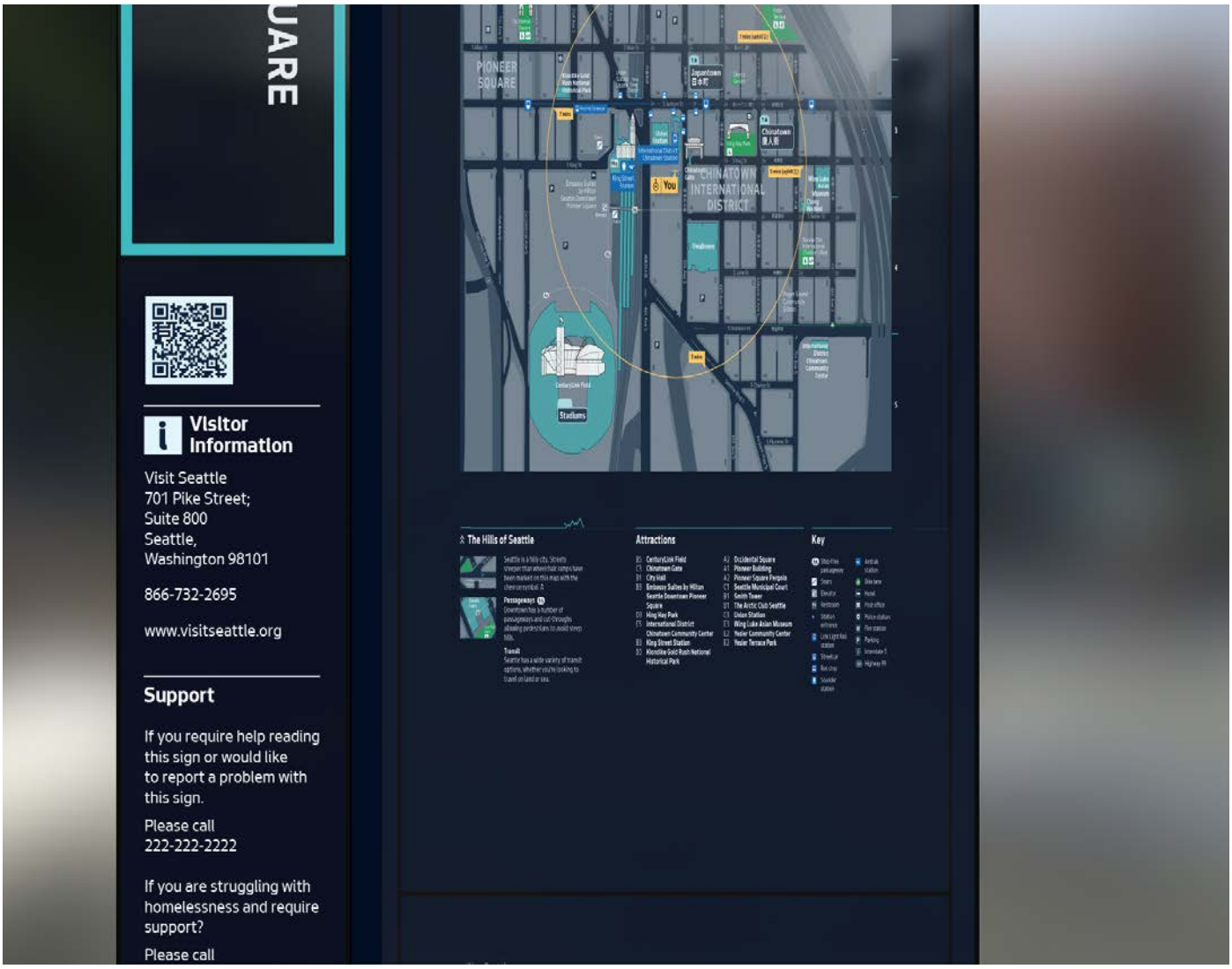
Augmented reality (AR) could also be considered, to allow users to overlay information tailored to their needs onto physical signs. This could include language changes, route plotting, on-route support, interpretive information (with the possibility of including videos).

Additional information on the approach to using digital tools to deliver, manage and maintain the system beyond the scope of the pilots is included in the Digital Strategy.



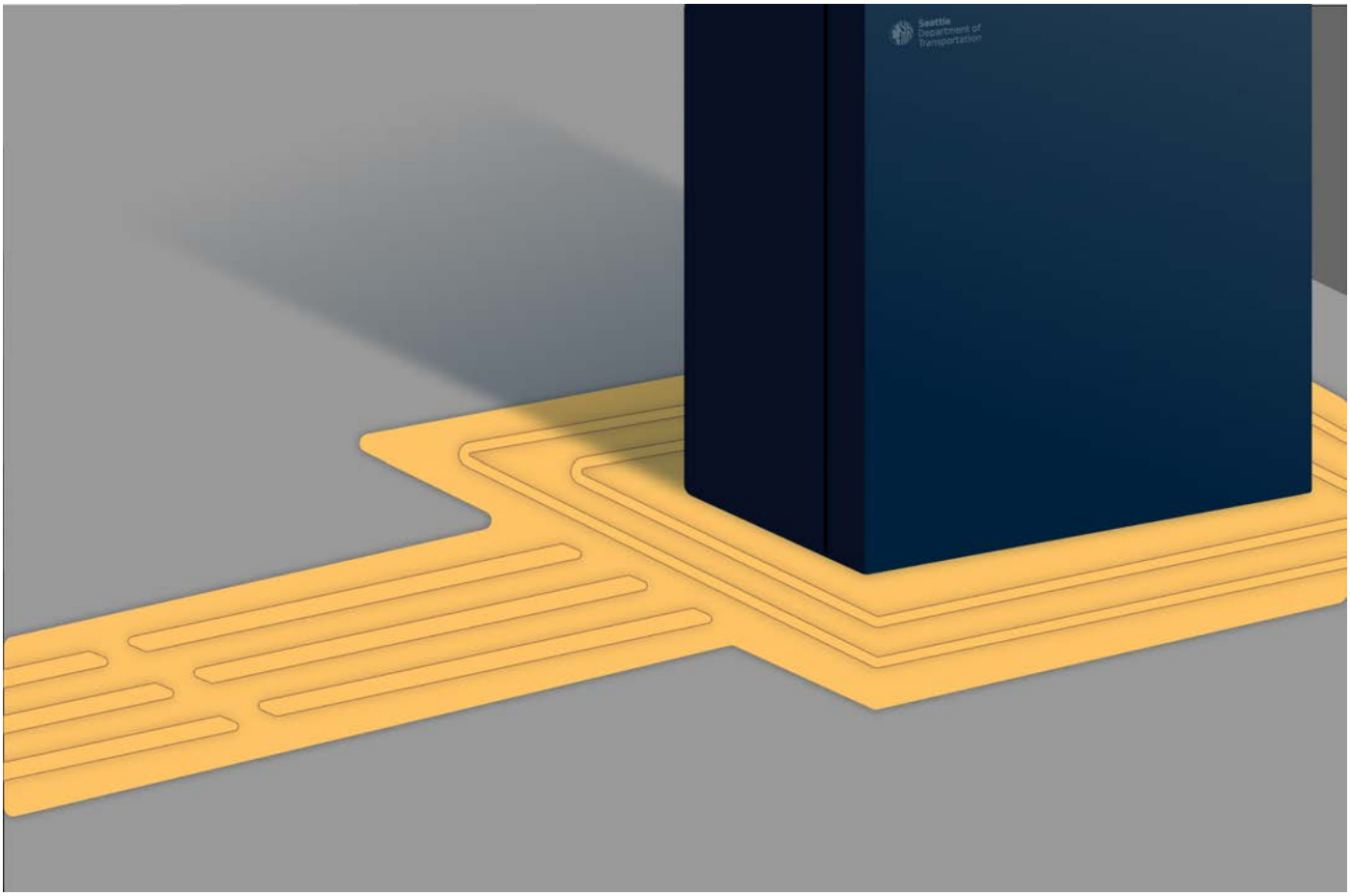
Augmented reality – Live route support

In addition to a QR code and web address, further efforts can also be made to include more detailed information on Adult Services.



QR code and contact information

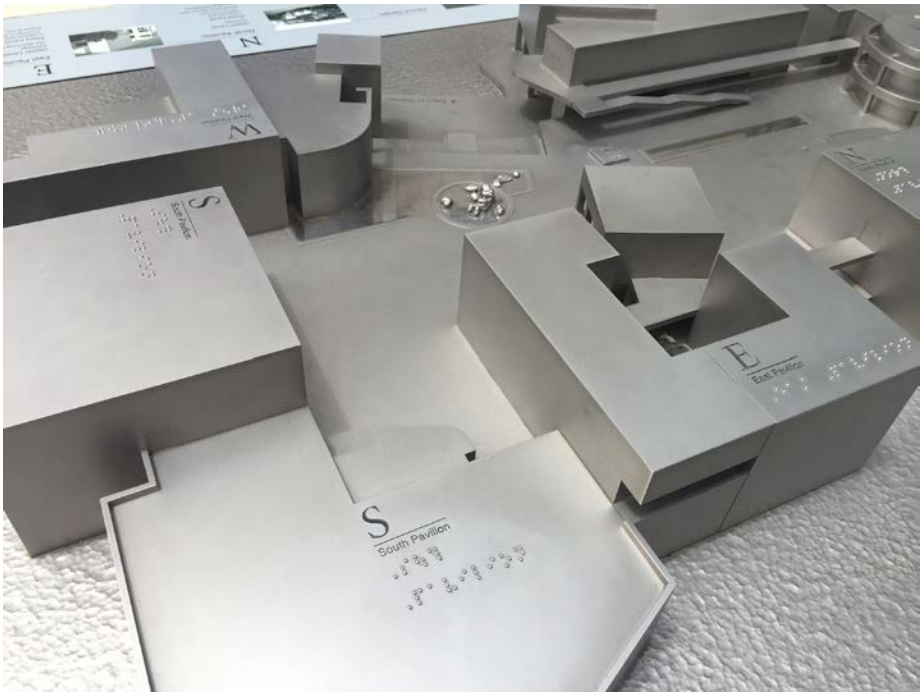
Discoverability of wayfinding for visually impaired users could also be improved further by installing tactile paving across the sidewalk and around the sign.



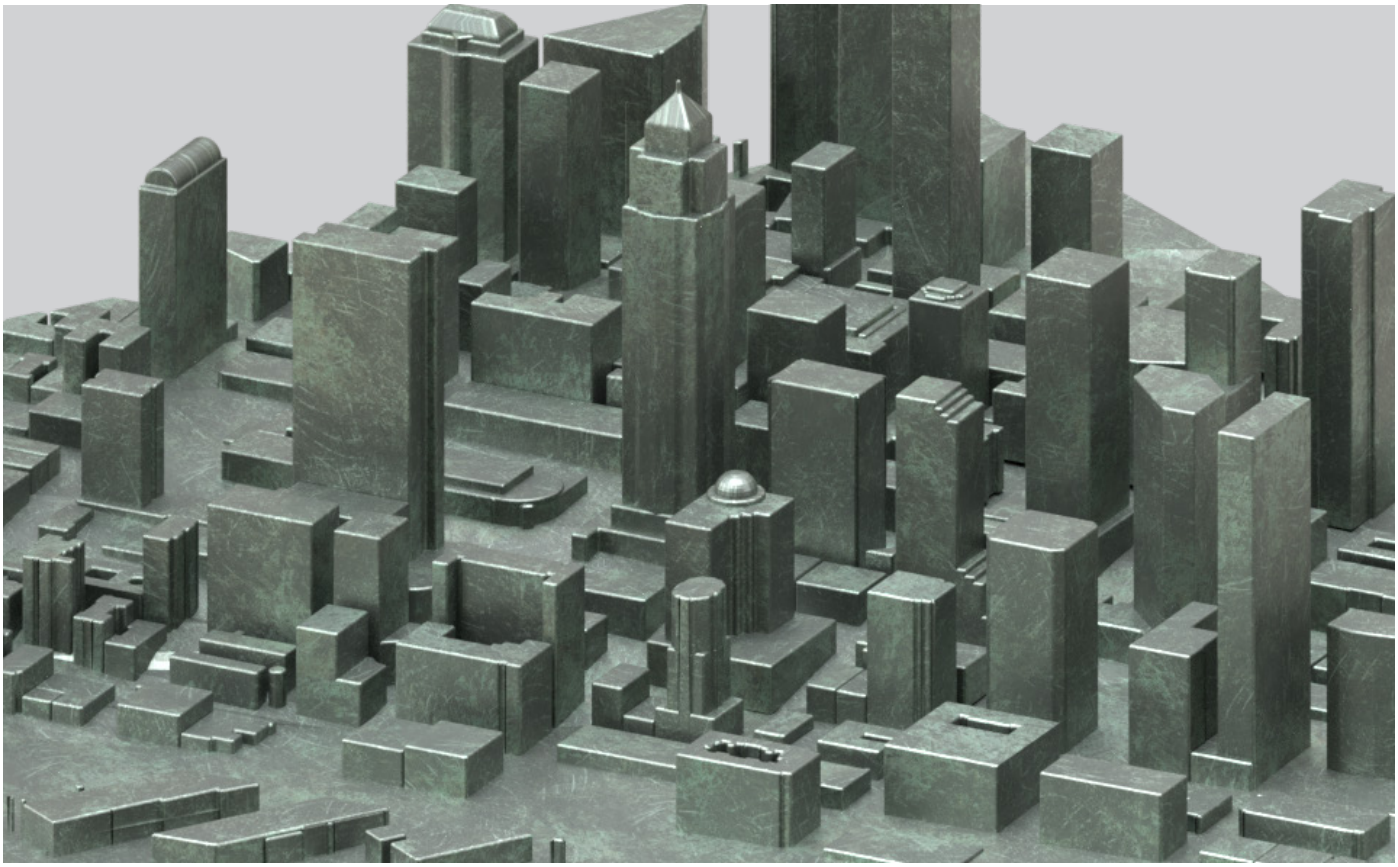
Tactile strip

Discoverability of wayfinding for visually impaired users could also be improved further by installing tactile paving across the sidewalk and around the sign.

Additionally, a further expansion of the wayfinding system could include tactile maps in strategic locations, giving all users (with a focus on the visually impaired) a better spatial understanding of the city or area they're in.



Tactile map at The Getty (Los Angeles, USA)



Bronze tactile map mockup (Seattle)

Seattle
Department of
Transportation