

Project summary:

The Ballard Interpretive Wayfinding Project seeks to increase the visibility and economic development of the Ballard Brewery District and historic Ballard Avenue. It is an opportunity to increase attention to the industry of the brewery district, and draw attention to the many restaurants, night life entities, and retail outlets that call historic Ballard Avenue home. Moreover, these signs will help residents and visitors develop a strong sense of place and history of our Ballard community.

Pedestrians and bicyclists will be guided through the streets of the Ballard Brewery District, which roughly encompasses NW Market St to the north, to NW 51st St to the south, and 11th Ave NW to the east to NW Ballard Ave to the west.

There will be a total of 26 signs that will be either be affixed to street light posts or will be free-standing. Working in conjunction with City of Seattle officials, sign locations have been identified and are labeled in the accompanying proposal.

The sign designs will be created by local landscape architect Tori Shao and urban historian Anthony Salazar. Designs are modeled after the highly successful MARKET TO MOHAI wayfinding sign program, that takes pedestrians from the Pike Place Market to the Museum of History and Industry (MOHAI).

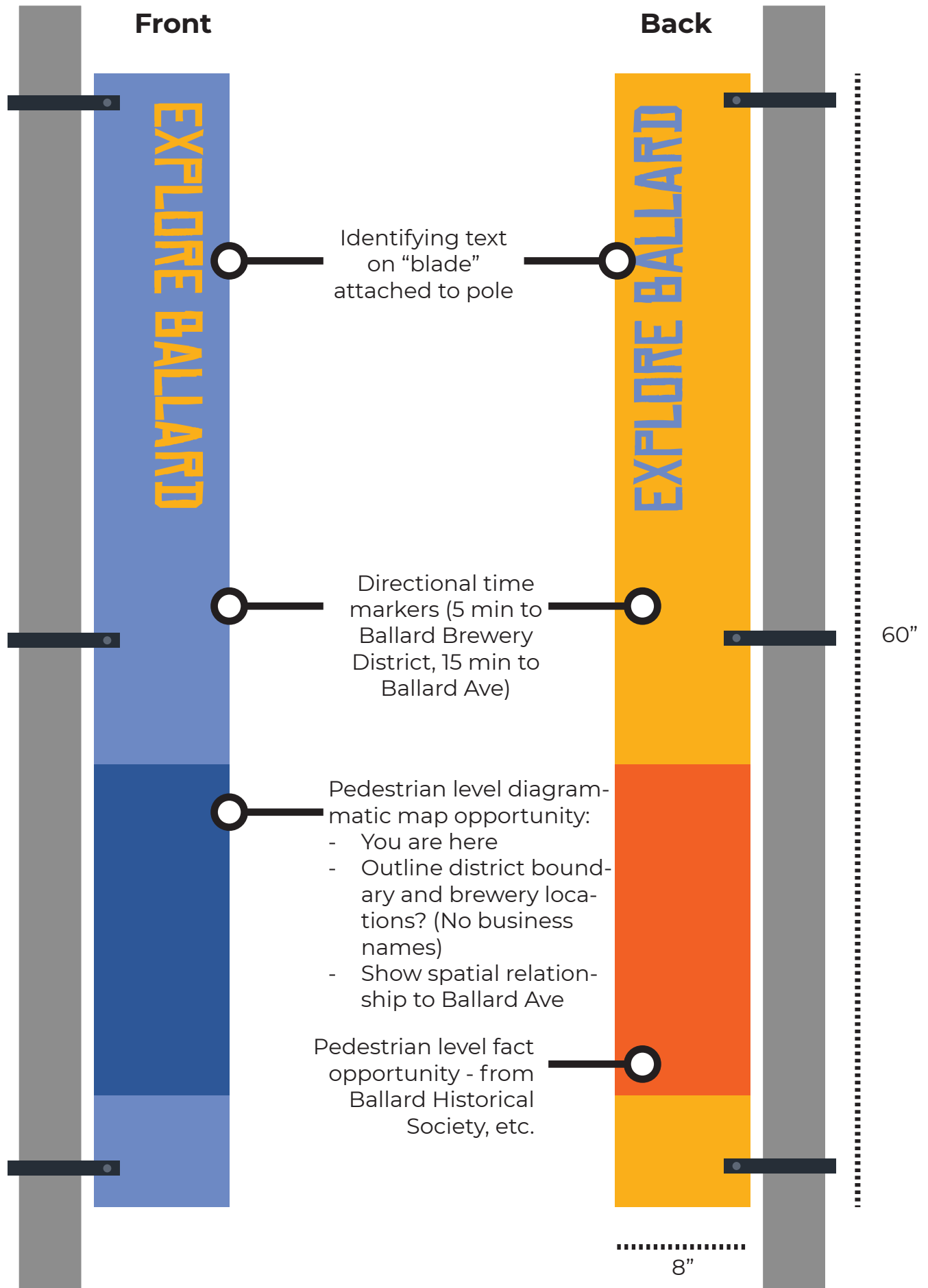
The signs will have a white and blue color scheme. Design elements include maps and historic photographs obtained with permission from MOHAI, UW Special Collections and the Ballard Historical Society. Appropriate captions will describe the photos in relation to Ballard history.

The map displays the Ballard neighborhood in Seattle, with streets running generally north-south and east-west. A yellow line traces a path through the neighborhood, likely indicating a primary route. Numerous blue circular markers (pole-mounted signs) and square markers (freestanding signs) are placed along these streets, labeled with codes like BW1 through BW26. A red circle and arrow point to sign BW21, located at the intersection of NW Dock St and NW Leary Way. A legend in the bottom left corner defines the sign types: a blue circle for 'Pole-mounted' and a blue square for 'Freestanding'. A scale bar at the bottom left indicates distances up to 1,000 feet, and a north arrow is also present.

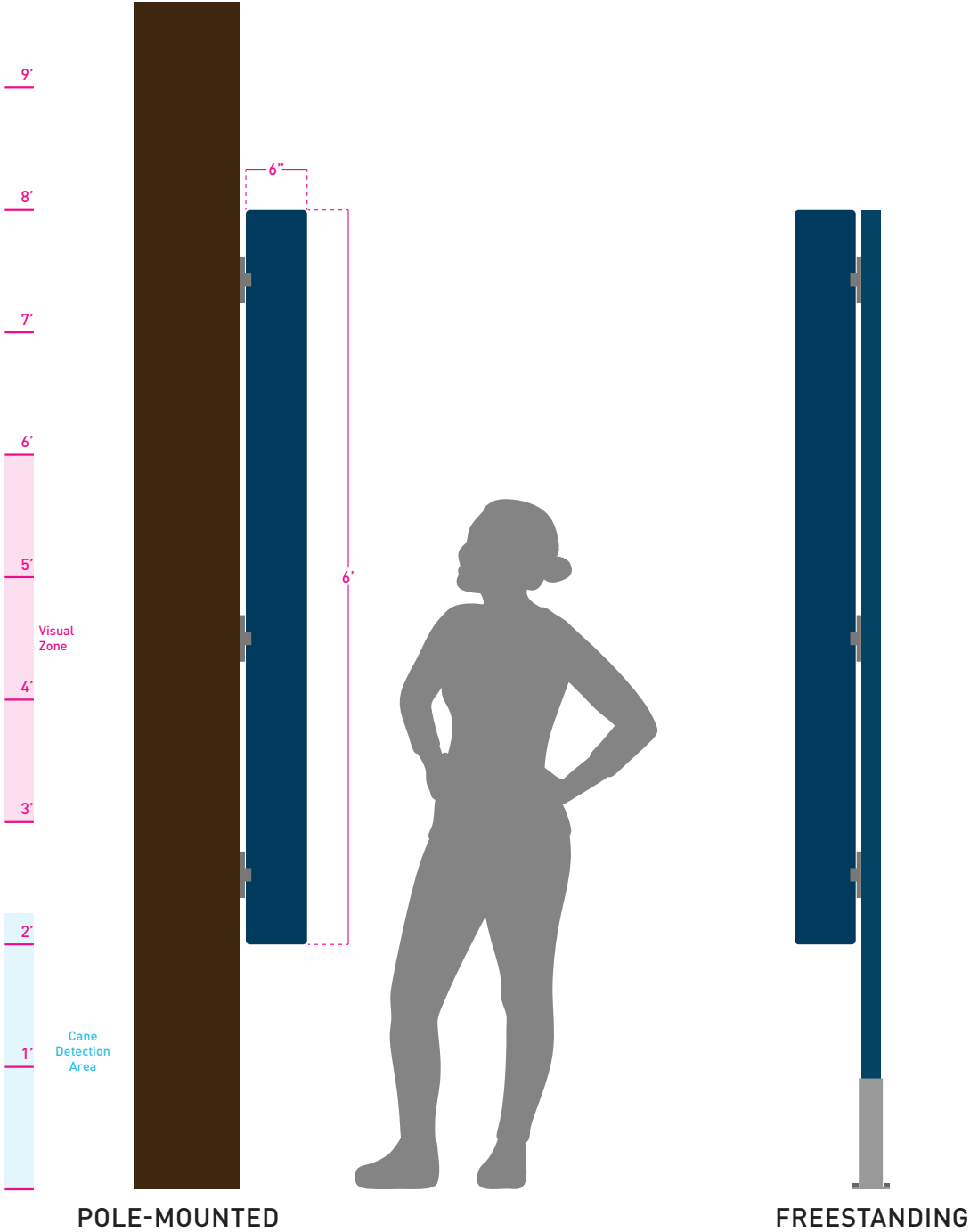
This sign location is located within the Ballard Ave Landmark District and will require a Certificate of Approval.

Wayfinding Blades

**not to scale, concept only



Ballard Interpretive Wayfinding - Location Planning





Examples of finished and installed signs from another Seattle way-finding project (Market to MOHAI), for reference.

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [11TH AVE NW & NW 53RD ST](#)

SIGN: BW1

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning

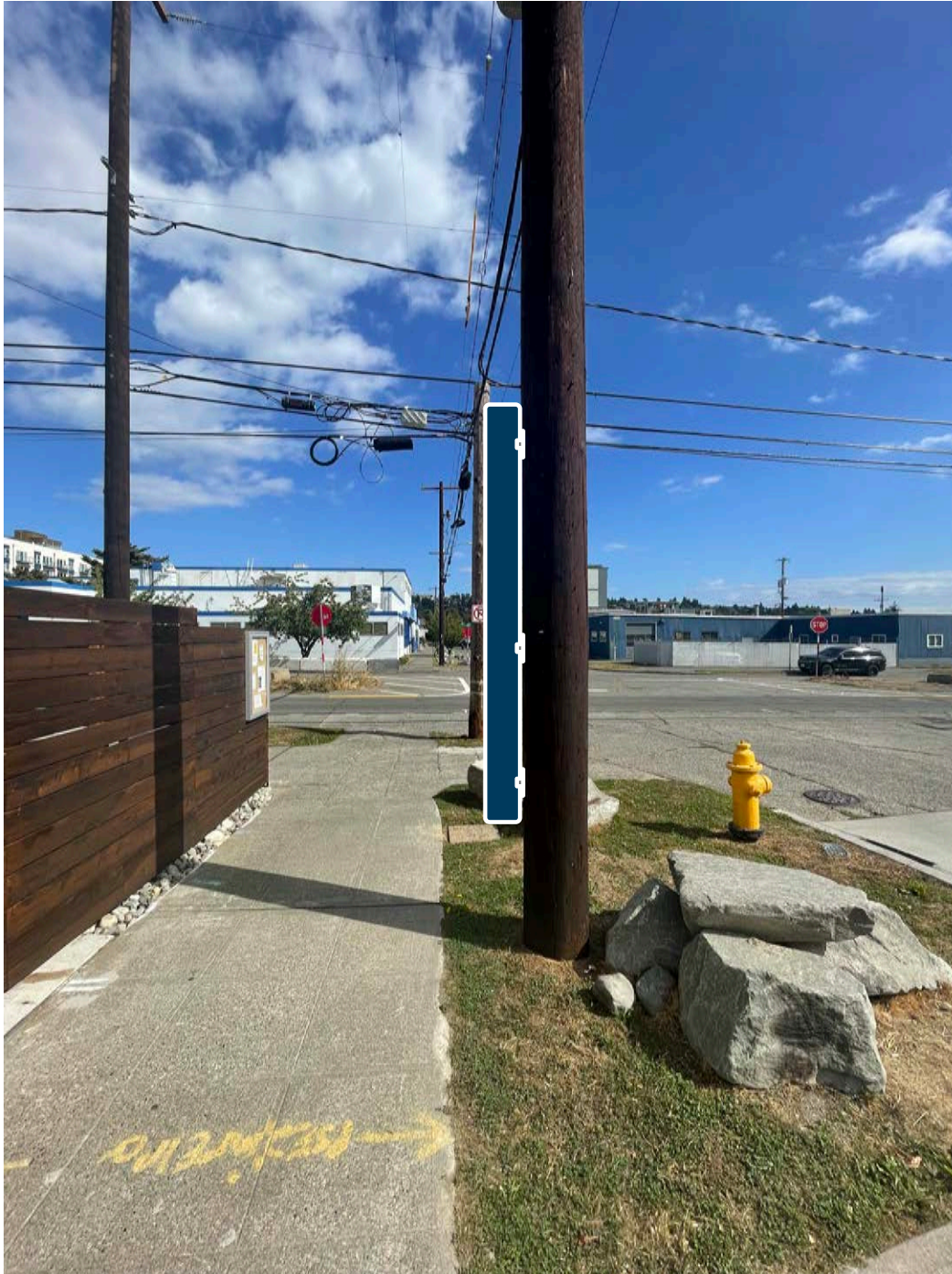


LOCATION: [NW 53RD ST BETWEEN 11TH AVE NW & 14TH AVE NW](#)

SIGN: BW2

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW 53RD ST & 14TH AVE NW](#)

SIGN: BW3

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW 53RD ST BETWEEN 14TH AVE NW & 15TH AVE NW](#)

SIGN: BW4

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning

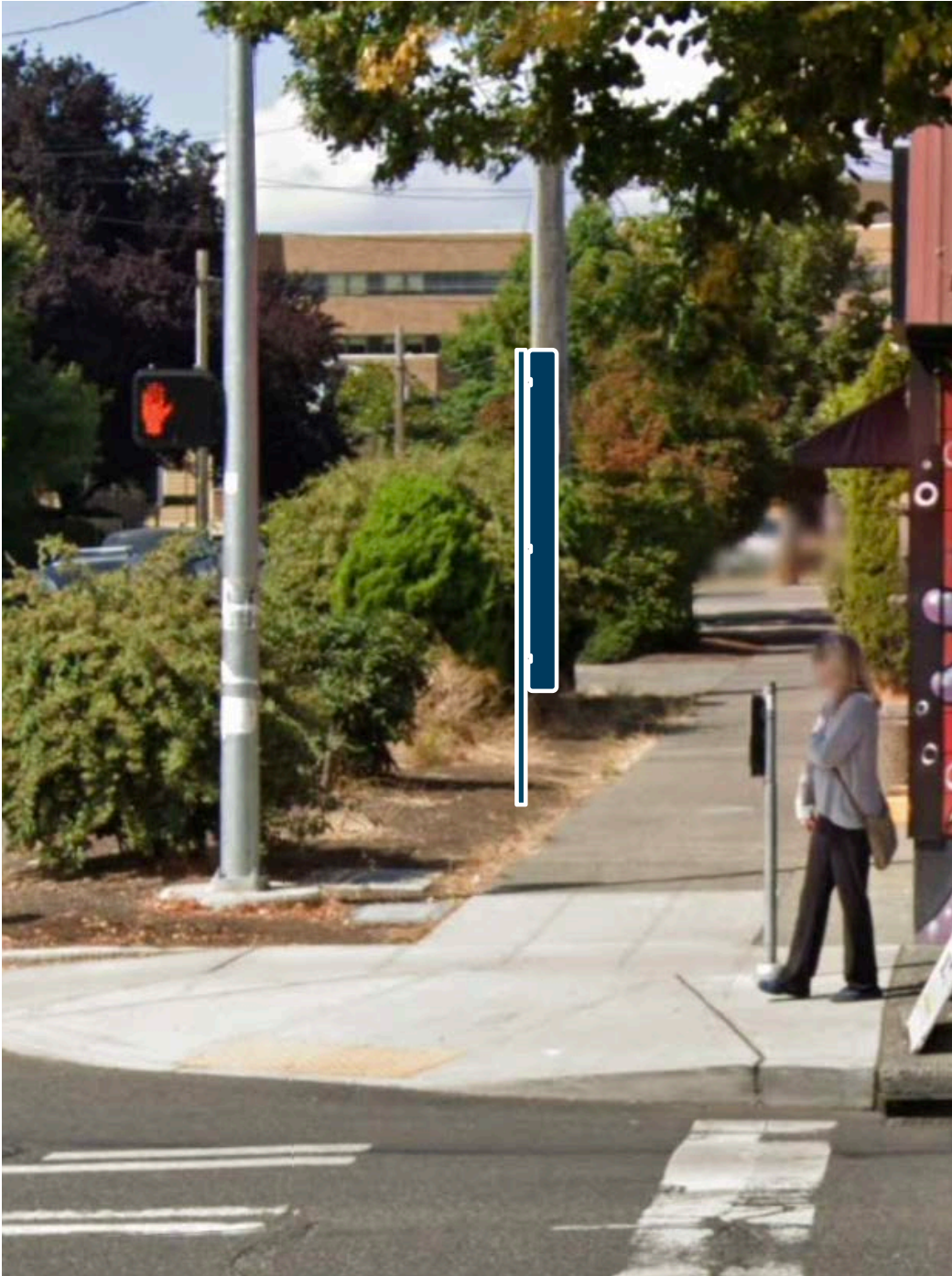


LOCATION: [NW 53RD ST & 15TH AVE NW](#)

SIGN: BW5

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW 53RD ST & 15TH AVE NW](#)

SIGN: BW6

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning

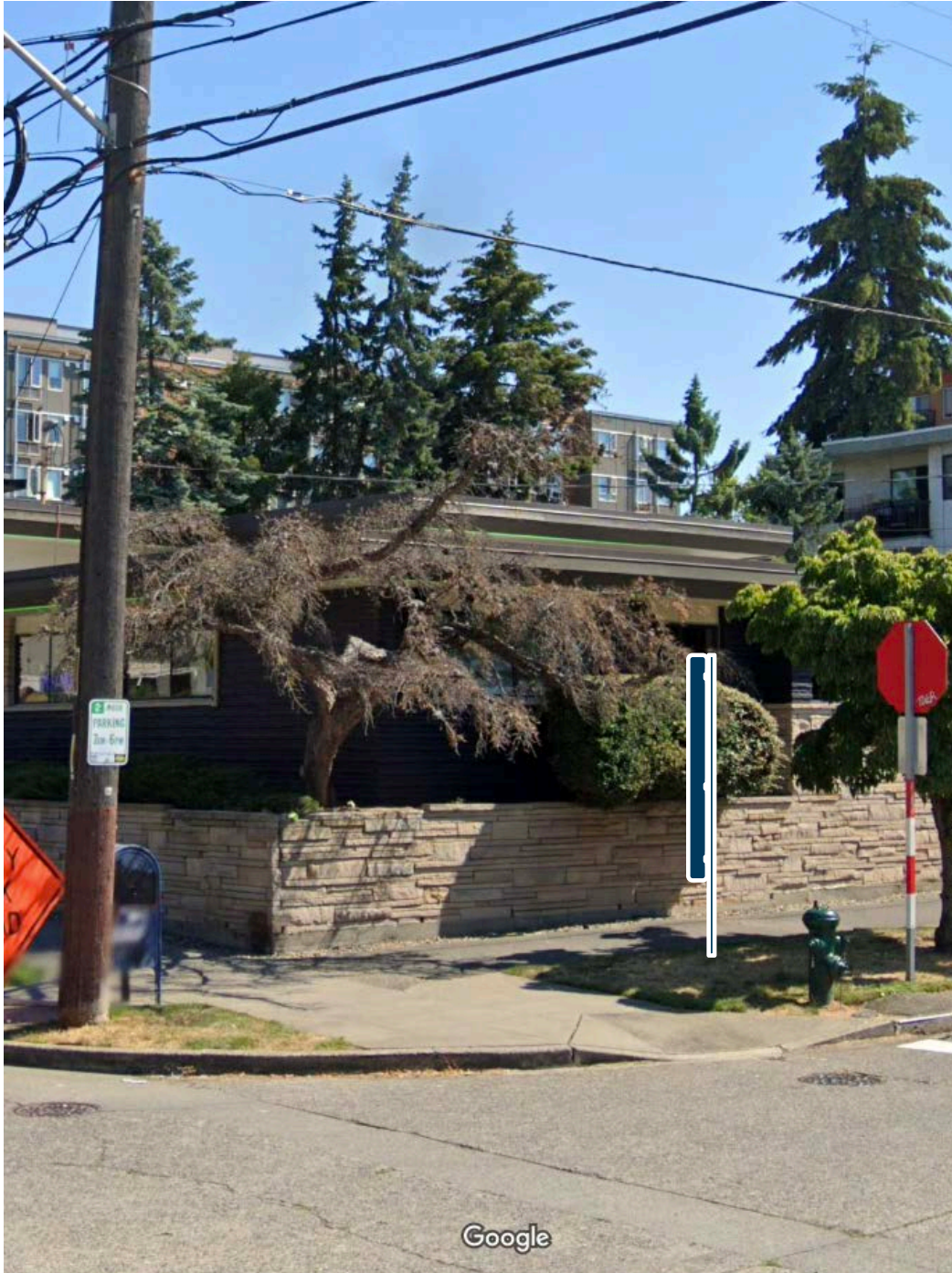


LOCATION: [NW 53RD ST BETWEEN 15TH AVE NW & 17TH AVE NW](#)

SIGN: BW7

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW 53RD ST & 17TH AVE NW](#)

SIGN: BW8

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning

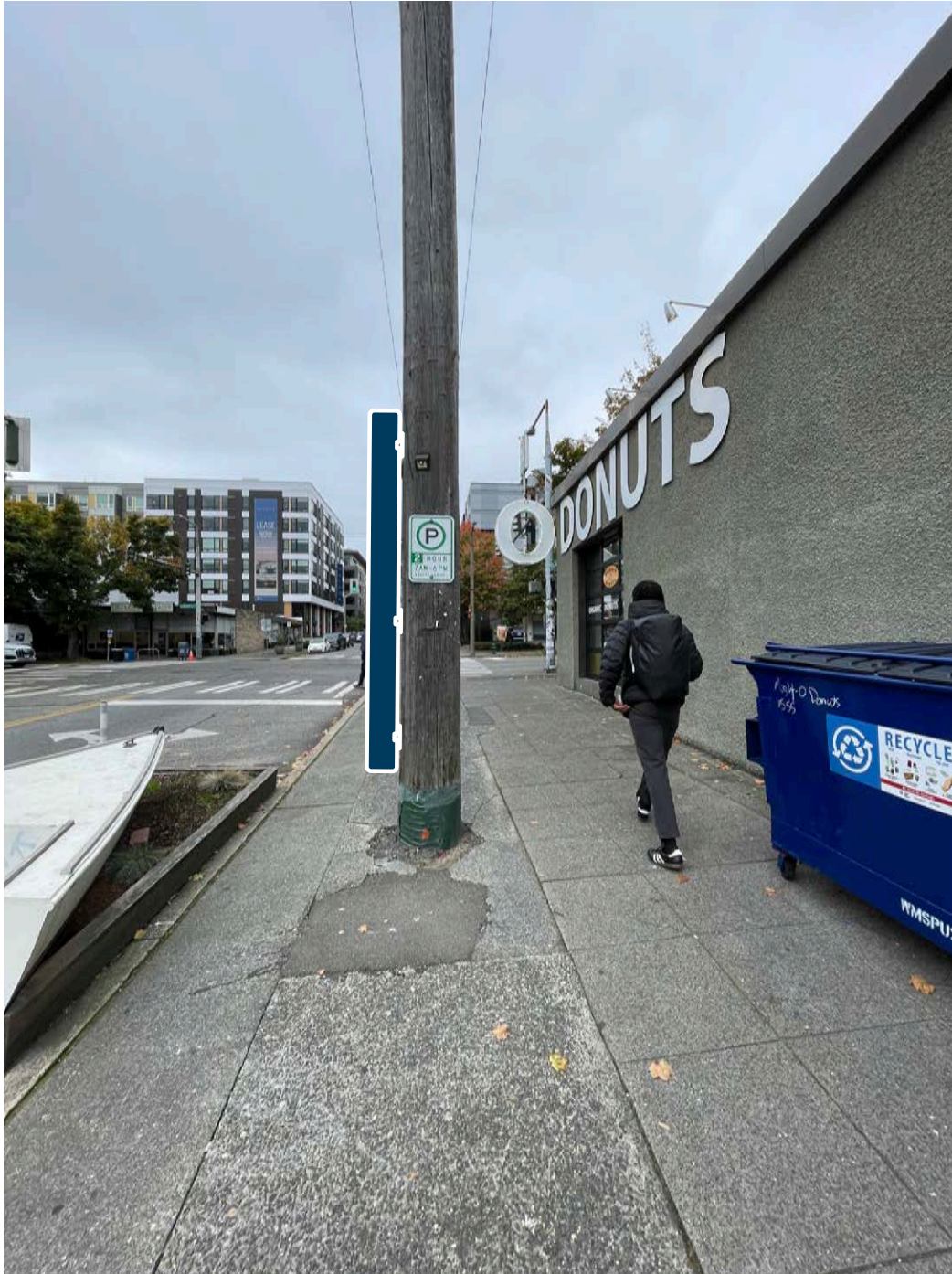


LOCATION: [17TH AVE NW & NW 54TH ST](#)

SIGN: BW9

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [17TH AVE NW & NW MARKET ST](#)

SIGN: BW10

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW MARKET ST & NW BARNES ST](#)

SIGN: BW11

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW MARKET ST & TALLMAN AVE NW](#)

SIGN: BW12

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW MARKET ST & 20TH AVE NW](#)

SIGN: BW13

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW MARKET ST & LEARY AVE NW](#)

SIGN: BW14

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW MARKET ST & 22ND AVE NW](#)

SIGN: BW15

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [22ND AVE NW](#)

SIGN: BW16

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [17TH AVE NW & NW 52ND ST](#)

SIGN: BW17

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning

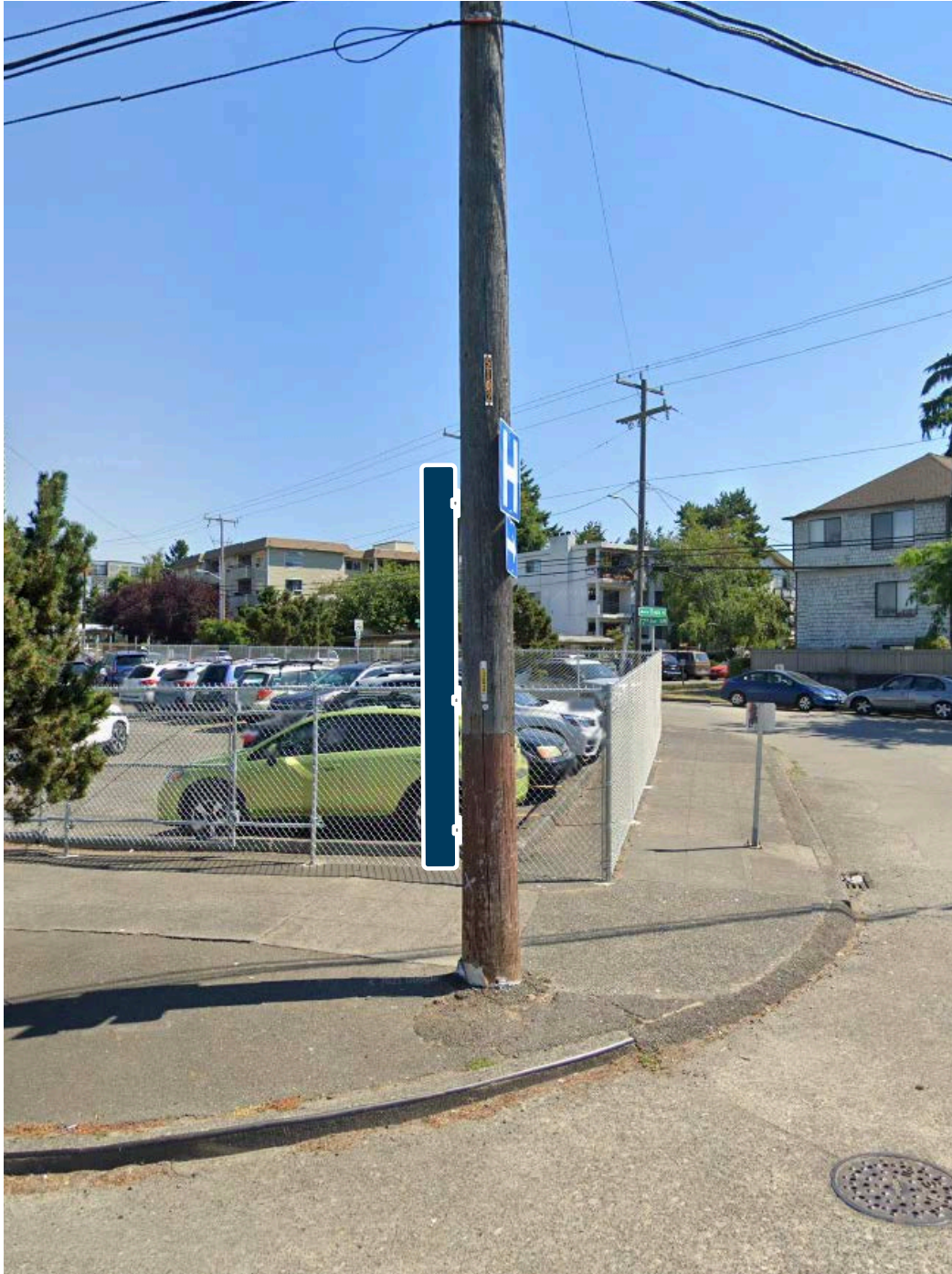


LOCATION: [17TH AVE NW & NW 51ST ST](#)

SIGN: BW18

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW DOCK PL & RUSSELL AVE NW](#)

SIGN: BW19

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW DOCK PL & LEARY AVE NW](#)

SIGN: BW20

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW DOCK PL & BALLARD AVE NW](#)

SIGN: BW21

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning



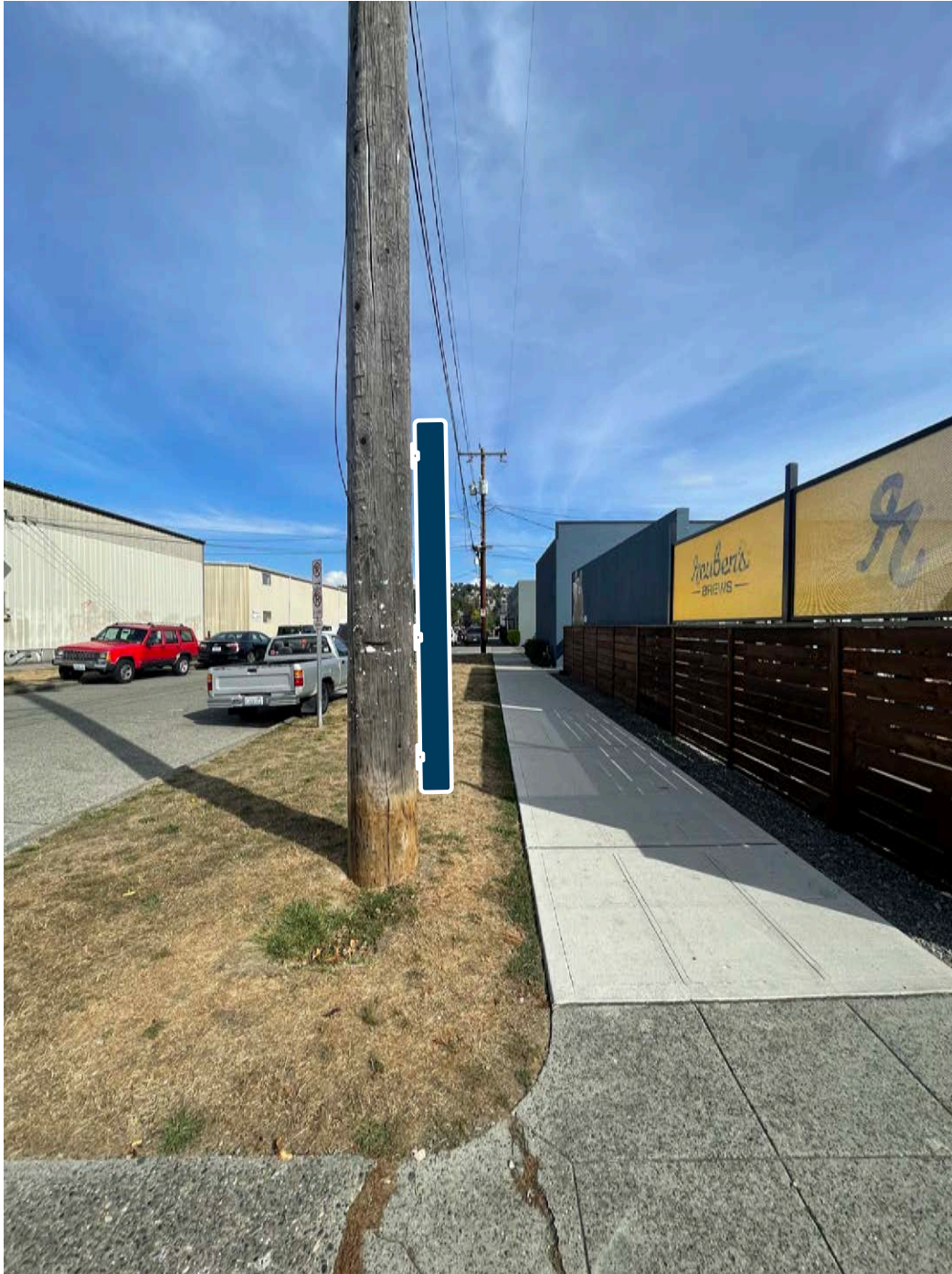
LOCATION: [NW 52ND ST & 14TH AVE NW](#)

SIGN: BW22

SIGN TYPE: POLE-MOUNTED

Notes: Move no-parking sign to north side of pole.

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW 51ST ST & 14TH AVE NW](#)

SIGN: BW23

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [NW 51ST ST BETWEEN 14TH AVE NW AND 11TH AVE NW](#)

SIGN: BW24

SIGN TYPE: POLE-MOUNTED

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [11TH AVE NW & NW 51ST ST](#)

SIGN: BW25

SIGN TYPE: FREESTANDING

Ballard Interpretive Wayfinding - Location Planning



LOCATION: [11TH AVE NW & NW 52ND ST](#)

SIGN: BW26

SIGN TYPE: FREESTANDING