

# Waterfront Park Cultural Wayfinding

PSPB Early Guidance





# Pier 62









# Interpretive Goals & Mandates

The following goals and mandates shaped the creation of the interpretive plan.

## Goals

- Show the waterfront stories and histories of the people who shaped it.
- Connect visitors to Seattle’s evolving waterfront through the perspectives of the people who shaped it.
- Create moments of discovery and connection that encourage exploration.
- Allow for the addition of new voices and new stories over time.
- Convey the spirit of the place in new and surprising ways.
- Pique visitors’ interest in deeper exploration.

## Mandates

- Convey the stories of every community that shaped the waterfront.
- Feature the stories of the tribes who first inhabited the waterfront for many generations.
- Meet section 106 requirements.
- Be accessible to all visitors.



# Interpretive Storytelling Methodologies & Methods

## Challenges include:

Limited budget  
Limited space  
Varied audience  
Varied routes

In response to this, interpretation is designed to be concise but compelling.

Traditional and non-traditional narratives will appear in a mix of materials and forms.

## Storytelling methods include:

Song lyrics, food menus or quotes from waterfront gatherings

Tactile maps and contours etched into the landscape that show the changing shape of the waterfront

Reading rails with a variety of short snippets about places of the waterfront

Lists of commodities and people that have moved in and out of the port



# Working Group Six 90min Meetings Overview

Sep. 21, 2021

—

## Kickoff Meeting

Project Introduction and  
Content Development  
Overview and reviewing  
Cultural Wayfinding  
Working Group  
Involvement.

March 23, 2022

—

## Working Session

Content refinement across  
all themes.

Nov. 18, 2021

—

## Working Session

Brainstorm content  
possibilities under themes  
of Gathering and Shaping.

June 1, 2022

—

## Summary Meeting

Preliminary design review of  
content applied to specific  
sign types and locations.

Jan. 27, 2022

—

## Working Session

Brainstorm content  
possibilities under  
themes of Working  
Waterfront and In & Out.

Sep. 29, 2022

—

## Wrap Up Meeting

Final design review.



# Waterfront Main Corridor Interpretive Storytelling

## Advisory Group



Diane Sugimura



Marilyn Wandrey



Willard Bill Jr.

## Content Research & Development



Valerie Segrest

## Communication Designers



Studio Matthews

## Client



Office of the Waterfront



Chieko Phillips



Leonard Garfield



Jennifer Ott

## Landscape Architects



JCFO Landscape Architects



# Pioneer Square Interpretive Storytelling

**Content Research  
& Development**



Valerie Segrest

**Illustrator**



Paige Pettibon

**Communication  
Designers**



Studio Matthews

**Landscape Architects**



MIG Landscape Architects

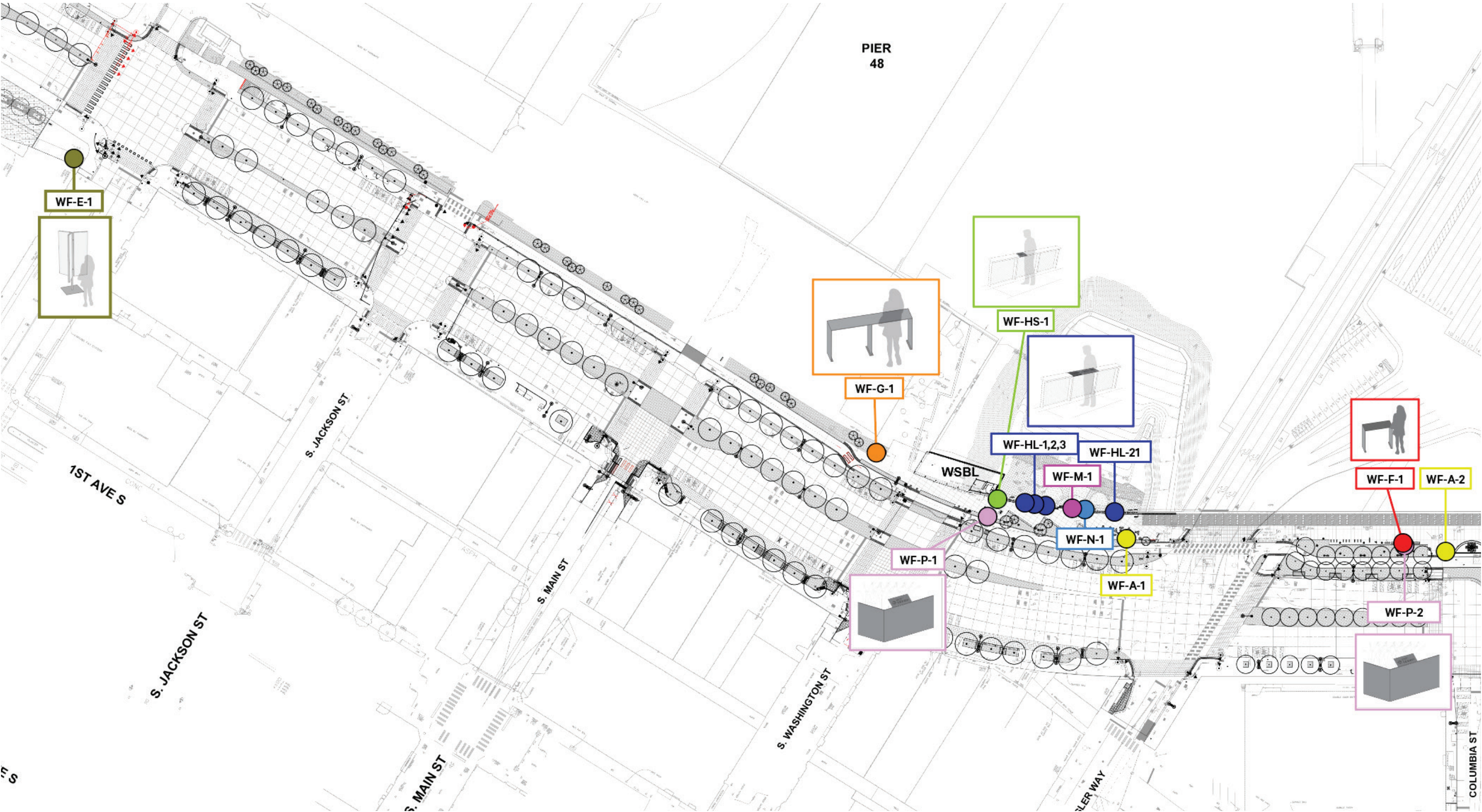
**Client**



Office of the Waterfront

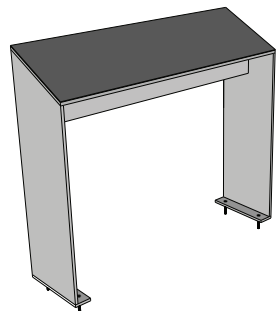


# Signage in the Pioneer Square District

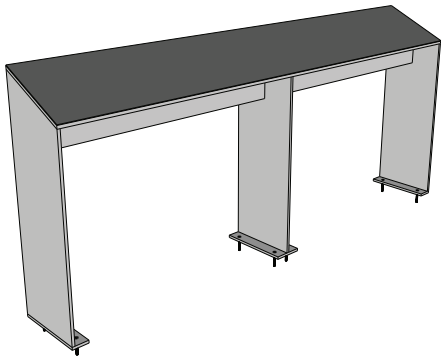




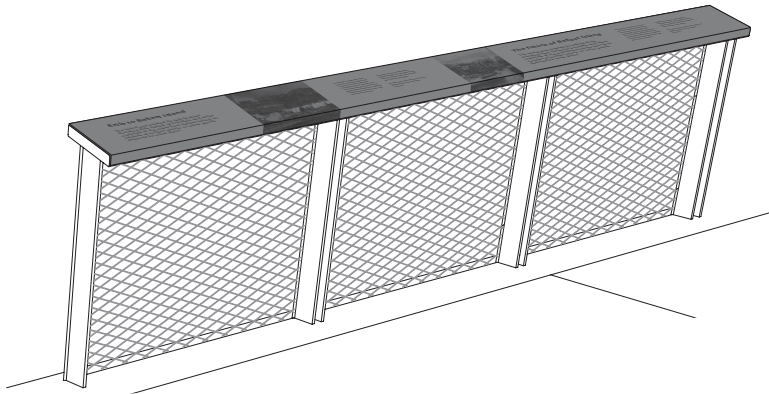
# Snapshot of Signage



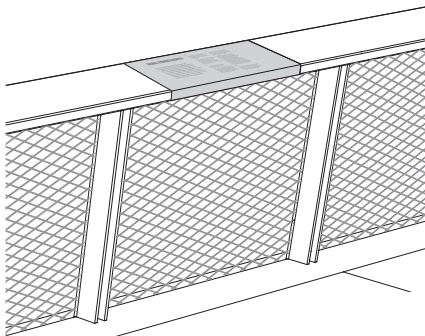
**Freestanding Display**  
**Qty 1**



**South End Freestanding Display**  
**Qty 1**



**Large Handrails**  
**2 Locations**



**Small Handrails**  
**Qty 1**



**Planter Panels**  
**Qty 2**



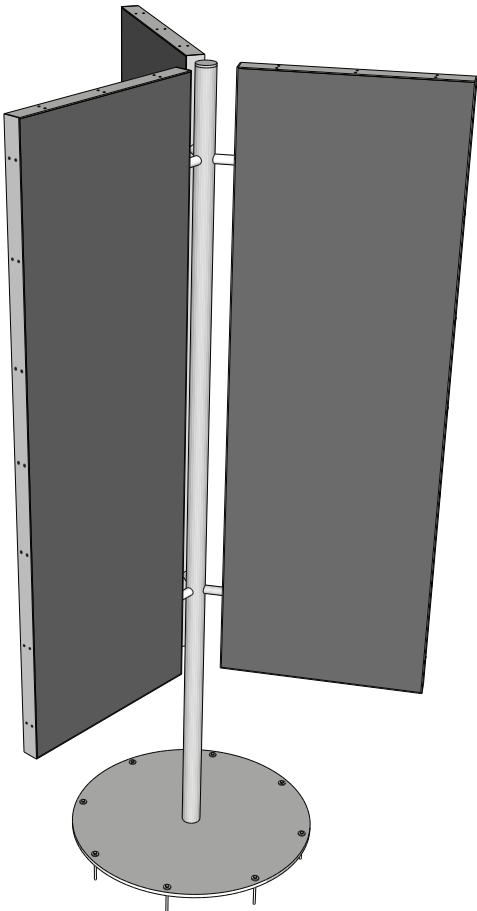
**Artist Recognition**  
**Qty 2**



**Welcome Sign**  
**Qty 1**



**Regulatory Sign**  
**Qty 1**



**Tri-arm Displays**  
**Qty 1**

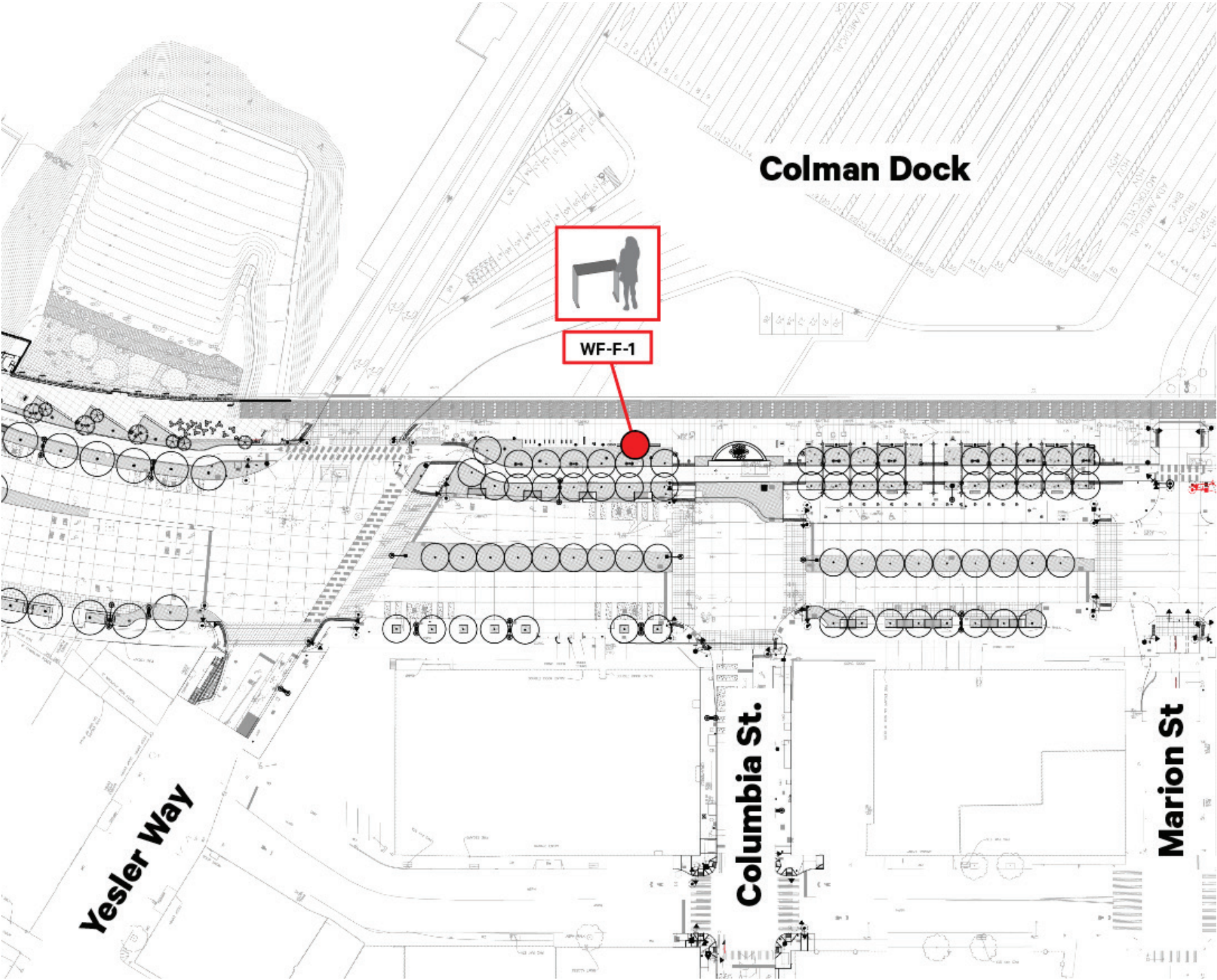
To create a cohesive intentional design approach the Interpretive Wayfinding signs physically integrate with or respond to the architecture.

The signage elements are etched, wrapped or attached directly to furnishing elements as much as possible in an effort to avoid adding physical or visual clutter to the landscape.



# Great Fire Freestanding Display #1

Notes  
Content in process





# THE GREAT SEATTLE FIRE

The historic blaze of 1889 burned all but one of the piers on the waterfront to the waterline. Like the rest of the city, the waterfront rose from the ashes smarter, better, and stronger.

2:30 PM, JUNE 6

A pot of glue combusts in a cabinet shop at what is now 1st Avenue and Madison Street. Flames quickly engulf the wood building. Wind and a poor water supply thwart efforts to contain the fire. Much of Seattle is soon ablaze.



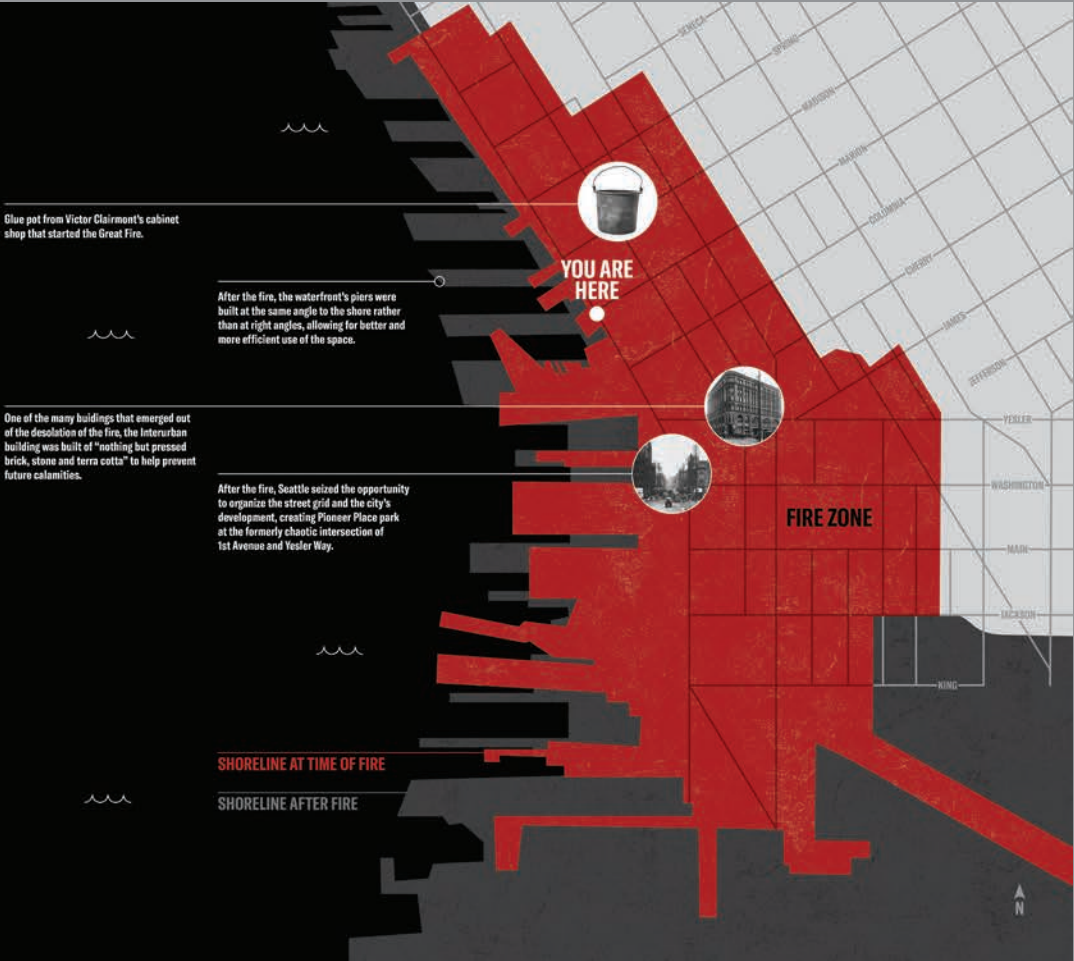
10:00 PM, JUNE 6

By nightfall, the core of Seattle's commercial district—64 acres—is in ruins. The mills, warehouses and wharves of the waterfront are gone. Thousands are left homeless or with businesses destroyed, but, miraculously, no one has died.



11:00 AM, JUNE 7

Starting with an informal public meeting the morning after the fire, residents immediately begin rebuilding efforts. More than 100 tents temporarily house businesses. The new waterfront that emerges is more soundly constructed, more intentionally planned, and more functional and efficient overall.

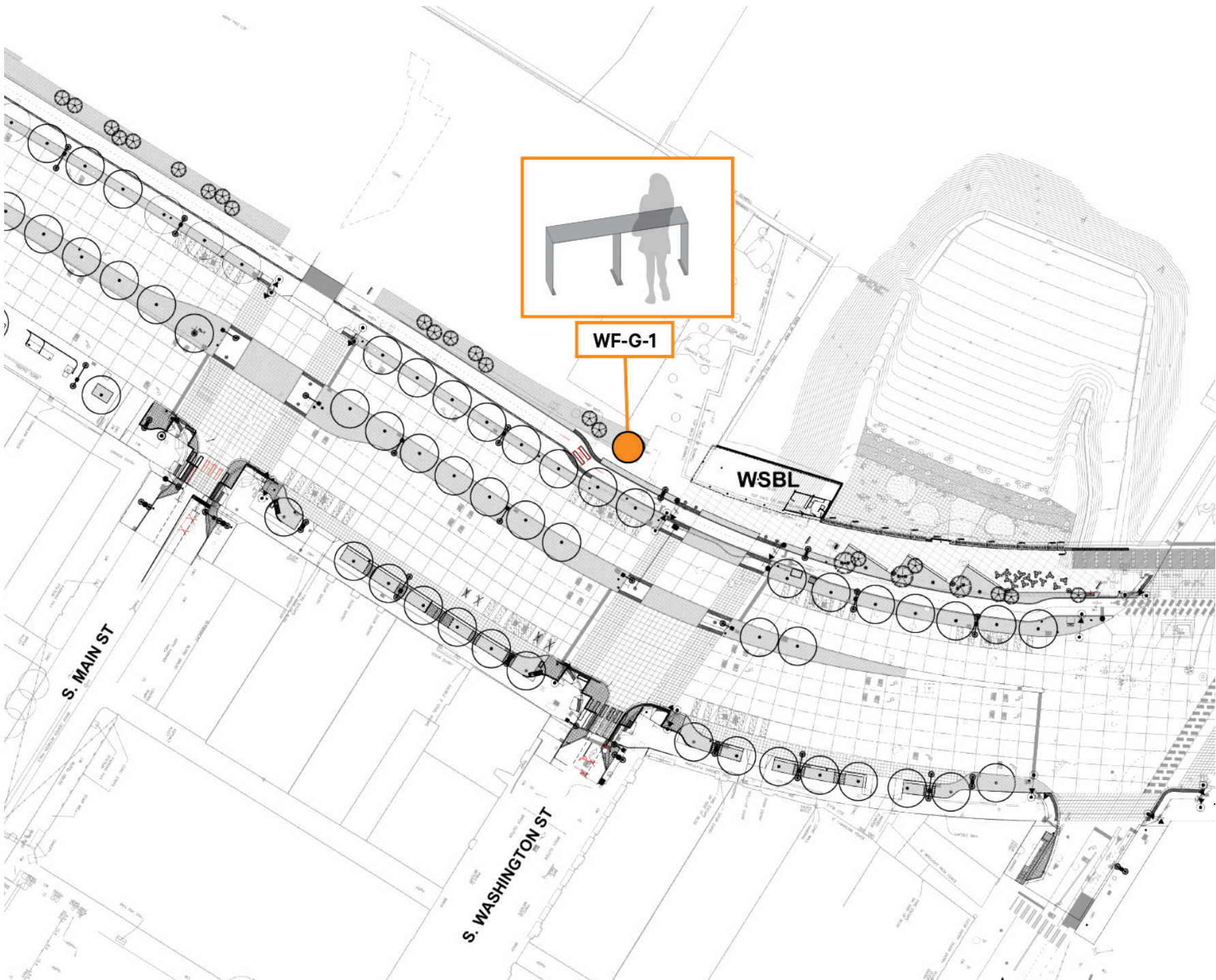




# Stories of Immigration and Expulsion South End Freestanding Display

## Notes

Design and content complete.





# Stories of Immigration and Expulsion South End Freestanding Display

# WHO BELONGS HERE?

## LABOR, IMMIGRATION, AND EXCLUSION ON THE WATERFRONT

For a century, Seattle's waterfront was a place where people came to work, trade, and start a new life. Native people were here from the beginning. And starting in the mid-19th century, immigrants arrived from China, Scandinavia, the Philippines, Japan, Russia, and points worldwide. But not everyone got to decide for themselves whether they would stay in Seattle. Some people were forced out by mob violence and racist laws. For them, the waterfront was also their point of departure.

**SEATTLE'S FIRST WORKFORCE**

Seattle's early economy was fueled by the labor of Native Americans. Local Native people worked as Henry Taylor's sawmill, caught and preserved fish for sale, and fished clams, oysters, and crab for export. Later, Coast Salish people, along with indigenous people from British Columbia and Alaska, came to Seattle to do business and find work. A labor tug-of-war between the 1880s and 1890s was only possible because Native people provided a steady supply of labor. Over decades, Seattle became the city it is thanks in part to Native and immigrant labor.

**FROM ASIA TO AMERICA**

Seattle was for people from the Asia Pacific region what New York was for European immigrants: a gateway to opportunity and the promise of a better life. The Chinese were the first to come, drawn by news of a nearby gold strike and jobs in railroad construction, logging, and mining. Japanese immigrants made up a second wave some years later, and Filipinos followed in the early 20th century. Other Asian laborers in hard conditions, all of these immigrants were vital to Seattle's burgeoning economy and helped infuse its rich, diverse culture.

**SURELY UNLAWFUL**

In 1905, a city ordinance called for the expulsion of Native Americans, even as local industries continued to hire Native workers. Native people were eventually allowed to live only on so-called Bullard Island, a remote site on the bay at the foot of Washington Street. They were eventually forced from there as well. Meanwhile, widespread anti-Asian sentiment led to the expulsion of Chinese workers by both law and mob violence in the 1880s, and to the expulsion and incarceration of Japanese Americans during World War II.

**1905**

City of Seattle Ordinance No. 5 prohibits Native people from living within the city unless they are employed by a white person.

**1906**

Expulsion signed by white Seattle residents leads to a resolution that Chinese people be removed from the city unless they are employed by a white person.

**1907**

Chinese Exclusion Act bans Chinese laborers.

**1908**

Seattle mob beats Chinese laborers in a beating outside of a laundry.

**1909**

Organized immigration groups lobby for exclusion.

**1910**

Seattle mob beats Chinese laborers in a beating outside of a laundry.

**1911**

Expulsion signed by white Seattle residents leads to a resolution that Chinese people be removed from the city unless they are employed by a white person.

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**2005**

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**2006**

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**2007**

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**2008**

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**2009**

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**2010**

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**2011**

Chinese Exclusion Act bans Chinese laborers.

**2012**

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**2013**

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**2014**

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**2015**

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**2016**

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**2017**

Chinese Exclusion Act bans Chinese laborers.

**2018**

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**2019**

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**2020**

Chinese Exclusion Act bans Chinese laborers.

**2021**

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**2022**

Expulsion signed by white Seattle residents leads to a resolution that Chinese people be removed from the city unless they are employed by a white person.

**2023**

Chinese Exclusion Act bans Chinese laborers.

**2024**

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**2025**

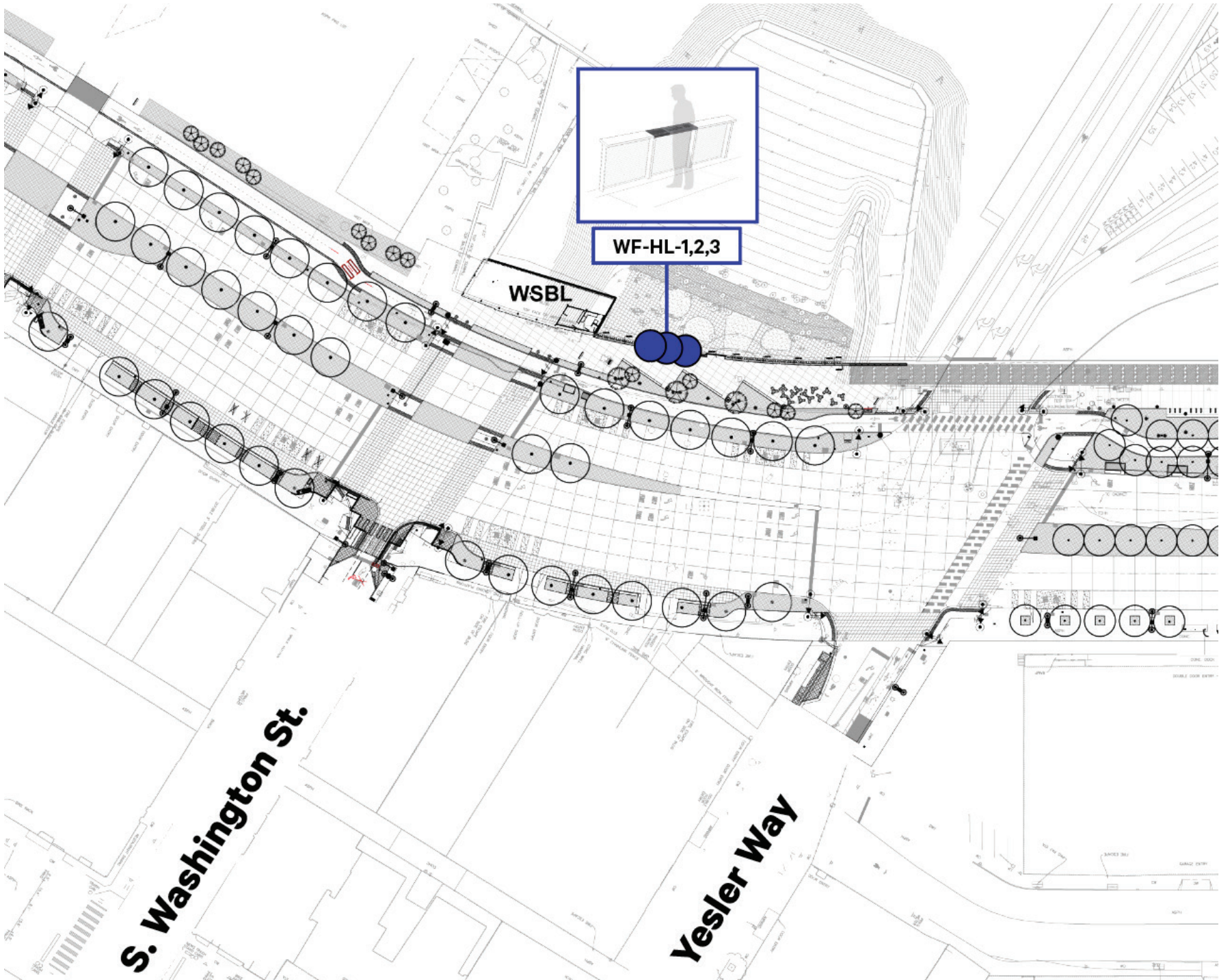
Expulsion signed by white Seattle residents leads to a resolution that Chinese people be removed from the city unless they are employed by a white person.

Panel Dimensions = 15 inches × 8 feet



# Geology of Puget Sound Large Handrail #1

Notes  
Design and content complete.





# Geology of Puget Sound Large Handrail #1



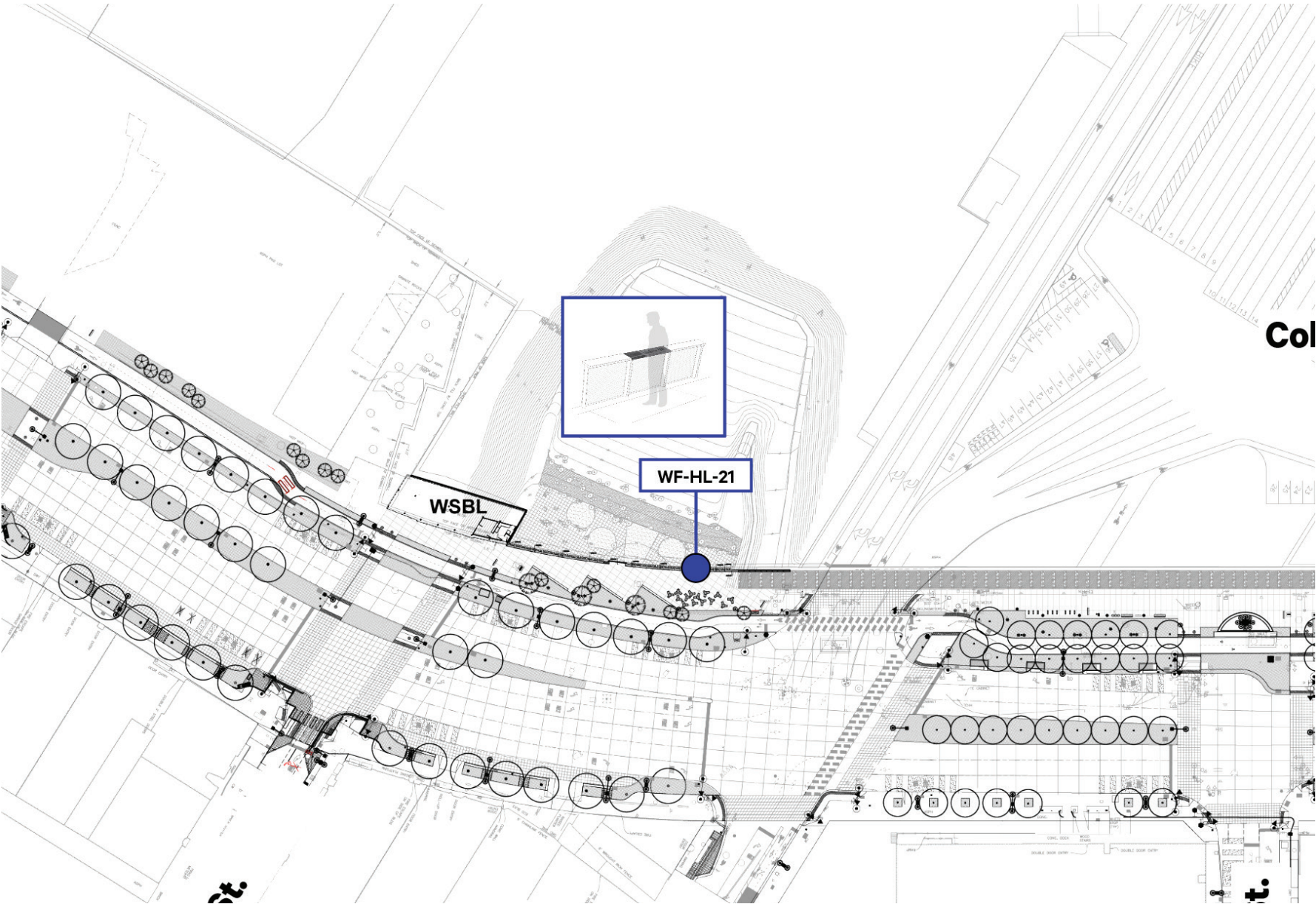
Overall Dimensions = 11 inches × 12 feet



# Habitat Beach WF-HL-21 (Large Handrail)

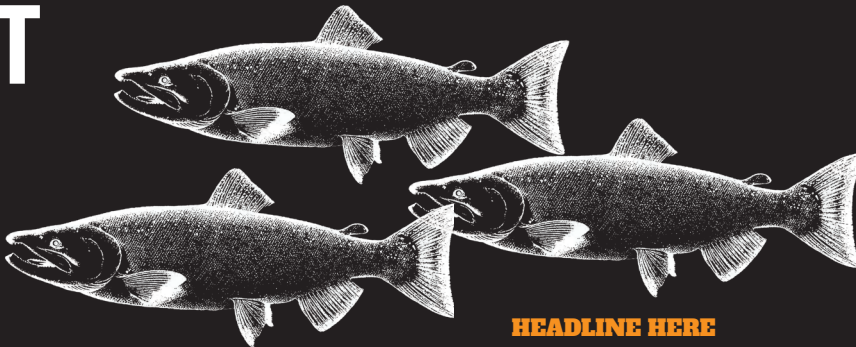
## Main Points

The engineering/construction and purpose of Habitat Beach, featuring what the beach offers wildlife and visitors.



# Habitat Beach Large Handrail #21

## HABITAT BEACH



A peaceful beach where visitors can touch the water, this new habitat supports the waterfront ecosystem, including enhancing the salmon corridor by adding rocks and nearshore vegetation restoring the function of a natural shoreline and improving ecosystem productivity.

### HEADLINE HERE

When Seattle's waterfront was developed, Elliott Bay lost many of the habitat features associated with the natural intertidal habitat including (can't read) beaches, crevices and vegetated hiding places for fish.

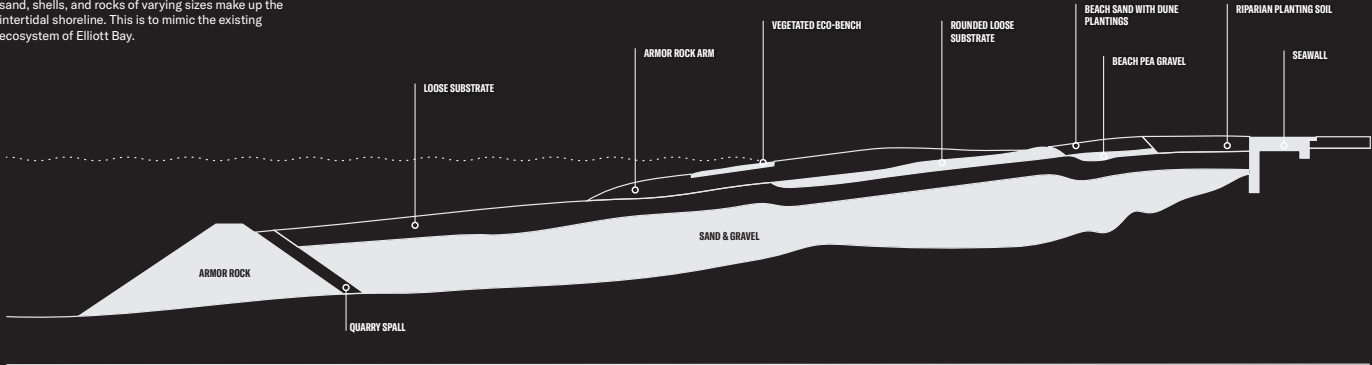
These habitat marine enhancements will foster young growing nearshore vegetation, providing hiding places for fish and improving conditions for salmon, in order to preserve the waterfront ecosystem.

Improvements to the marine habitat began in October 2018 thanks to an agreement between Washington State Ferries and the City of Seattle to make these improvements on State-owned property.

### HOW IT WAS BUILT

Work on marine habitat at the intertidal area began in October 2018 with the arrival of a work barge and deployment of the containment boom. Barge mounted cranes installed the foundation of the marine habitat with rocks. A rock slinger was used to place various sizes of rocks. A clamshell bucket was used to place different sizes of rocks.

Over 45,000 tons of material including: sand, gravel, soil, sand, shells, and rocks of varying sizes make up the intertidal shoreline. This is to mimic the existing ecosystem of Elliott Bay.

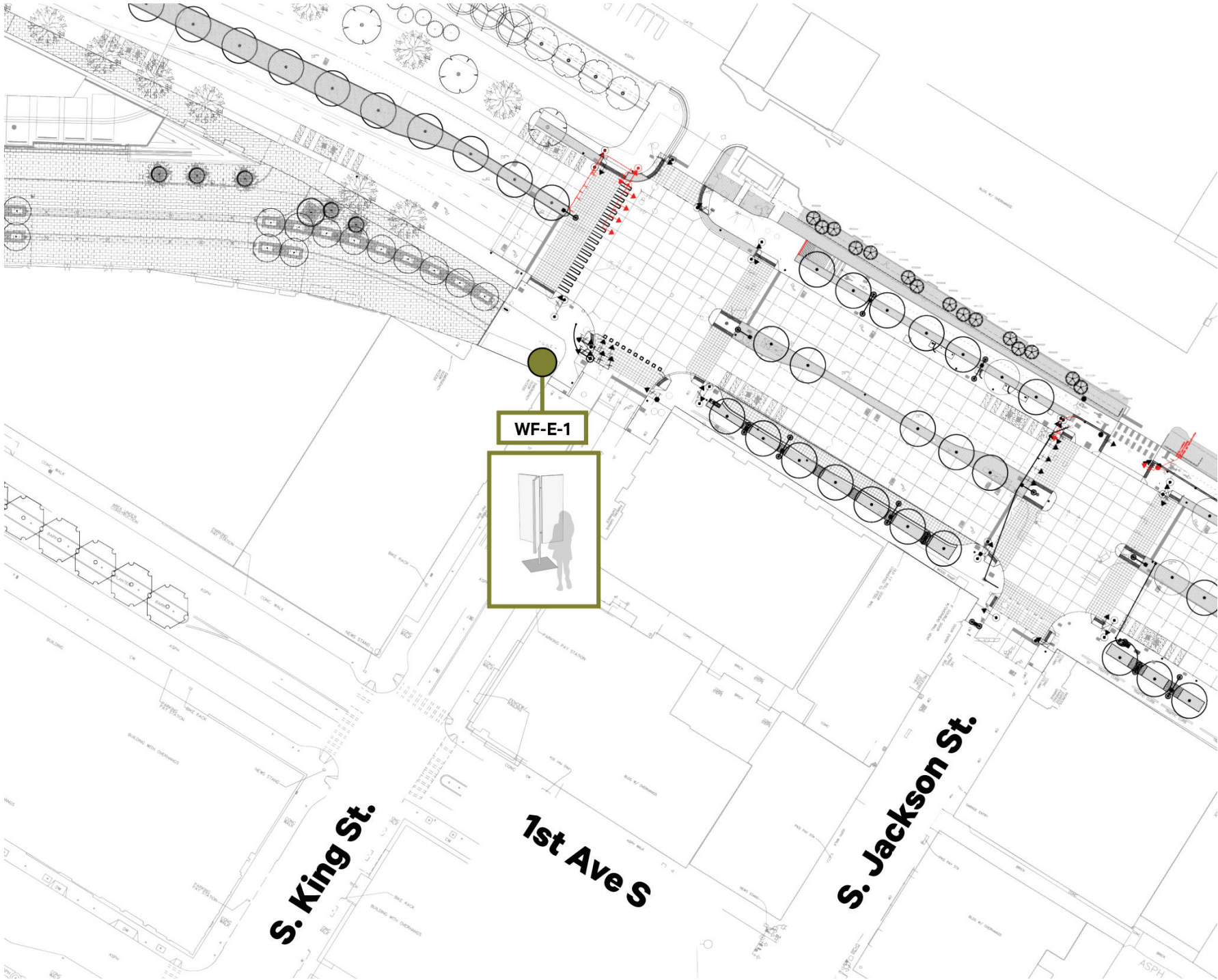


Panel Dimensions = 7.5 inches × 4 feet



# Cargo Trade Routes Tri-Arm #1

Notes  
Some final illustrations still in progress.





## Cargo Trade Routes Tri-Arm #1

[illegible]

**LONDON**

**TRAVELERS**

**IQUQUI**

**LUMBER**

**SITKA**

**TALLOW**

**HONG KONG**

**COAL**

**HONOLULU**

**GOLDSEEKERS**

**SAN FRANCISCO**

**FROM HERE TO EVERYWHERE**

**BOTTLE**

The bottle is made of glass and is used for storing liquids. It is a common item found in many households and businesses.

# WORKING WHARFS

**OVERSEAS, HARBORS, BARRELS, AND BOXES**  
The harbor and wharves on the waterfront were all about cargo. Most goods traveled partly by sea and partly by rail. But some goods, like grain, were shipped by rail. Some goods, like grain, were shipped by rail. Some goods, like grain, were shipped by rail.

**EXPORTING TO THE WORLD**  
The first goods shipped out of Seattle in the 1860s were the rich natural resources all abundant in the area. The first and most important was fur. Then came grain, timber, and other goods. The first goods shipped out of Seattle in the 1860s were the rich natural resources all abundant in the area. The first and most important was fur. Then came grain, timber, and other goods.

**MOVING CARGO**  
The first goods shipped out of Seattle in the 1860s were the rich natural resources all abundant in the area. The first and most important was fur. Then came grain, timber, and other goods. The first goods shipped out of Seattle in the 1860s were the rich natural resources all abundant in the area. The first and most important was fur. Then came grain, timber, and other goods.

## SEATTLE'S CARGO TRADE FROM THE 1860S-1960S

Today, cargo is shipped in and out of Seattle via sea and air at Port of Seattle facilities south of downtown and at the grain elevator and fish docks to the north. But for the better part of a century, it mostly happened on this shoreline. Longshoremen loaded and unloaded cargo onto great wooden piers, and a frenetic yet functional system of trains and trucks ferried it by land throughout Seattle and beyond.

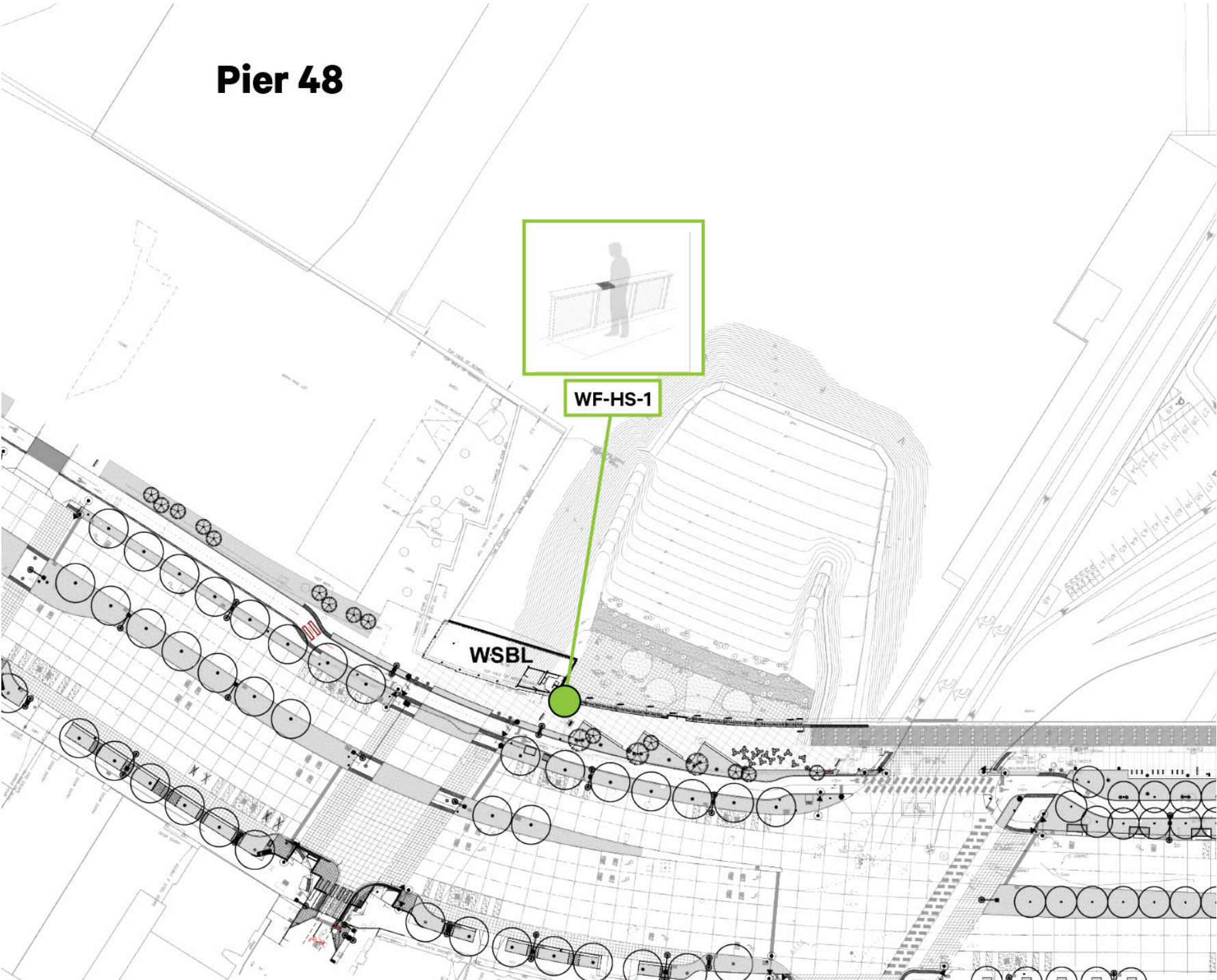
## A dizzying variety of imports and exports connected Seattle with cities worldwide.

**EXPORTING GOODS**  
With the first container ship from Japan, Seattle started to become a major port for the world. The first goods shipped out of Seattle in the 1860s were the rich natural resources all abundant in the area. The first and most important was fur. Then came grain, timber, and other goods. The first goods shipped out of Seattle in the 1860s were the rich natural resources all abundant in the area. The first and most important was fur. Then came grain, timber, and other goods.



# Wa Chong Company Small Handrail #1

**Notes**  
Design and content complete.





# Wa Chong Company Small Handrail #1

1868

Chun Ching Hock (center, with cane) is believed to be the first immigrant from China to establish a business in Seattle. His Wa Chong Company was initially housed near here before it moved inland to Chinatown.

Chun Ching Hock provided labor contracting and operated several general stores in the Northwest. He supplied workers who helped build some of the area's first roads as well as key parts of the channel that would become the Lake Washington Ship Canal.

“He built big buildings because on the main floor he could lease them out as businesses...laundries and restaurants and things like that... then in the upper floors there were rooms to rent, for the laborers to live in. So he built a community.”

TERESA WOO-MURRAY, CHUN CHING HOCK'S GREAT-GREAT-GRANDDAUGHTER



Woo Gen (left) and Chun Ching Hock (center with cane), Wa Chong Company, 406 Main Street, Seattle, ca. 1905. Advertisement, Wa Chong & Company store, Seattle Post-Intelligencer, August 10, 1879.

Panel Dimensions = 11 inches × 2 feet

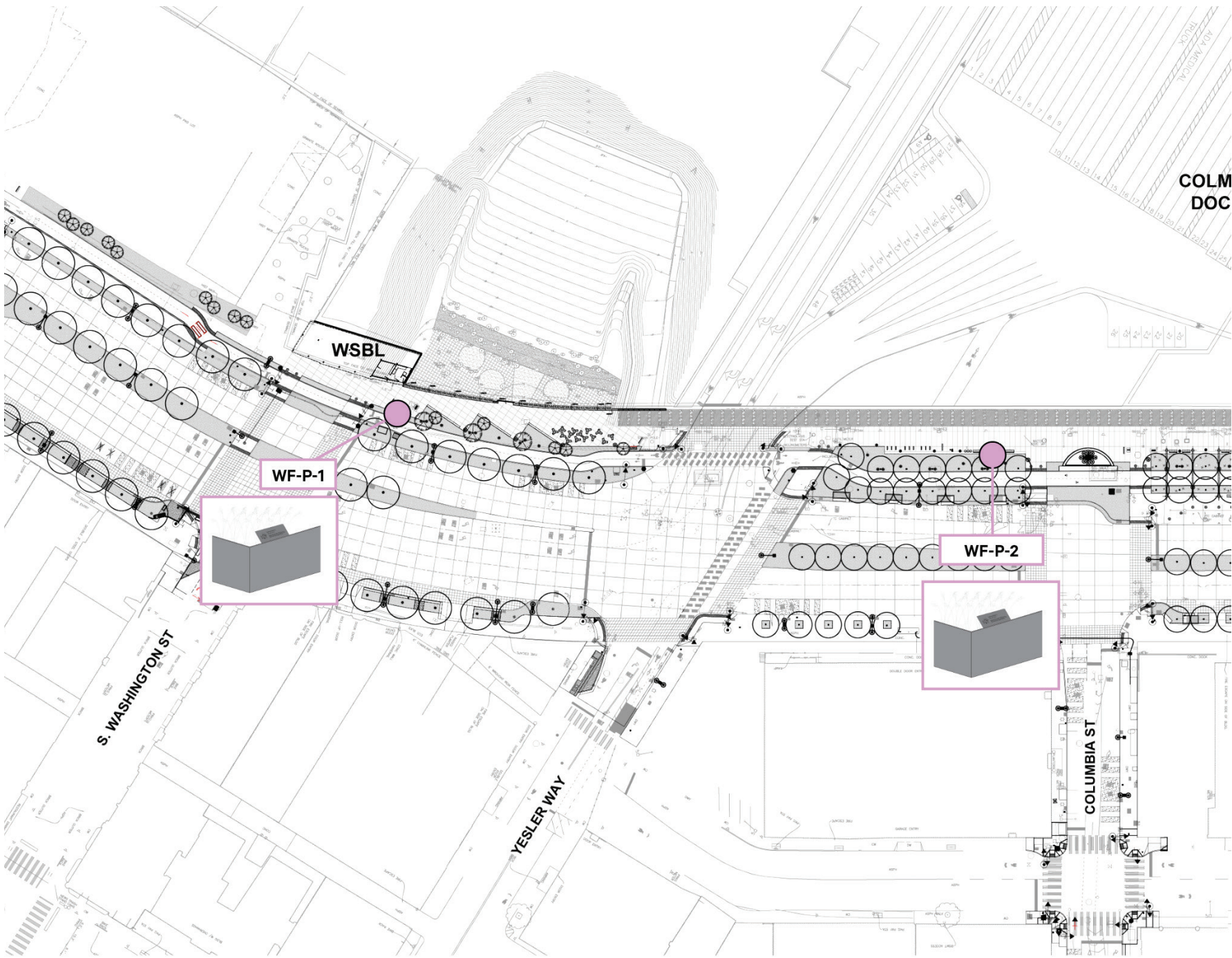


# Pioneer Square Beach & Transit Hub Planter Panels #1 & #2

## Notes

Content refinement and design in process with JCFO and Valerie Segrest.

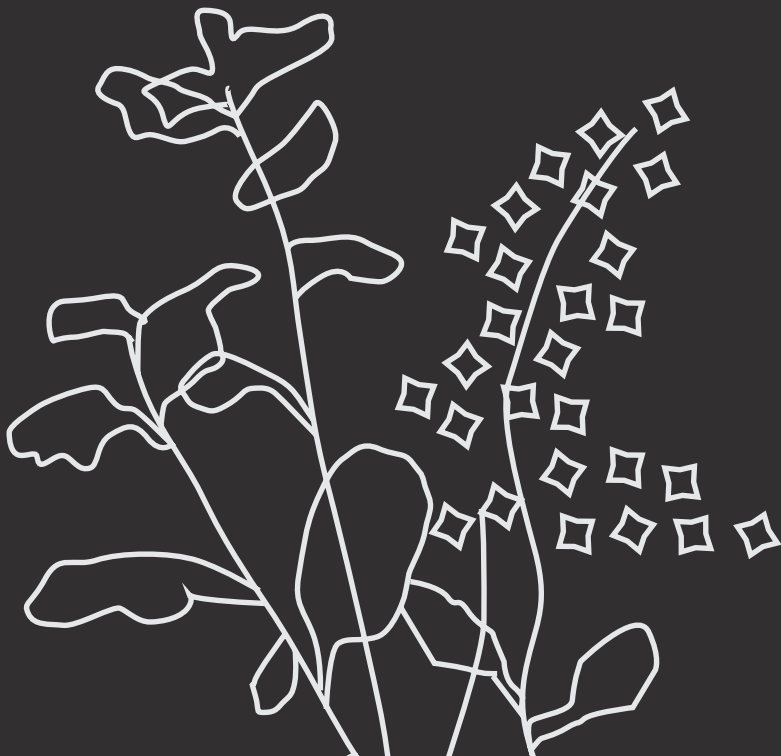
Both signs will feature the plants used in the landscaping of these areas.



# Planter Panels

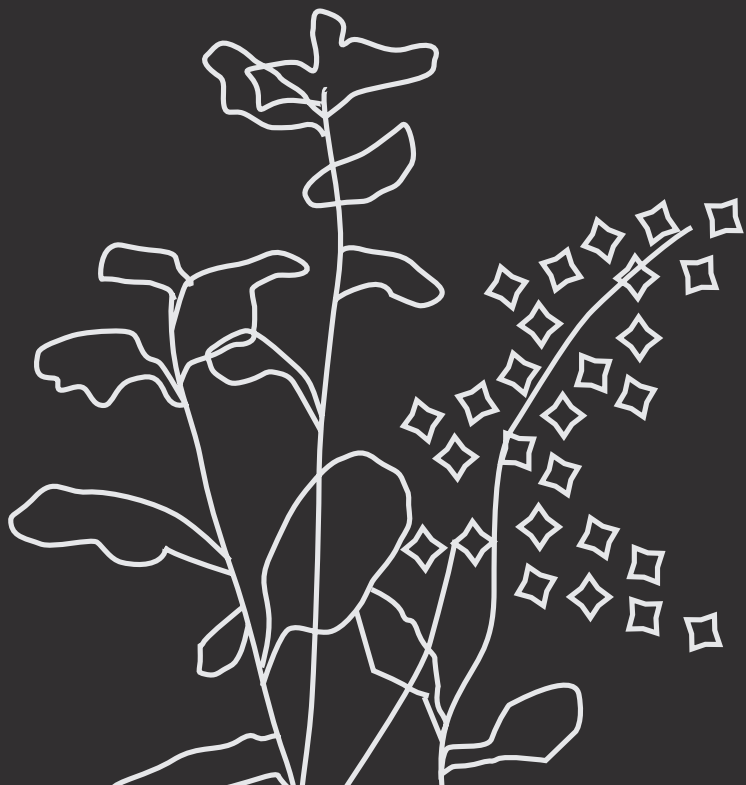
The Habitat Beach planting includes nearshore habitat species that evoke the unique character of the Puget Sound shoreline. Trees, shrubs and understory plantings were selected that represent native species commonly found in Puget Sound Shorelines and can survive the tough urban conditions of the Waterfront.

- CAMAS
- SHORE PINE
- FESCUE
- MANZANITA
- ONIONS



The Transit Hub planting includes trees selected for their 'upright' canopy structure, balanced upper branching habit, and ability to withstand tough urban conditions including vehicular and pedestrian traffic. The understory planting serves as a buffer between the roadway, bicycle facilities, and promenade, while maintaining sightlines and clear visibility for buses, drop off areas, and commuters.

- ELM
- HUCKLEBERRY
- ZELKOVA
- FOUNTAIN GRASS
- IRIS
- BLUE BLOSSOM





# Buster Simpson and Tsutakawa Fountain Artist Recognition #1 & #2

## Notes

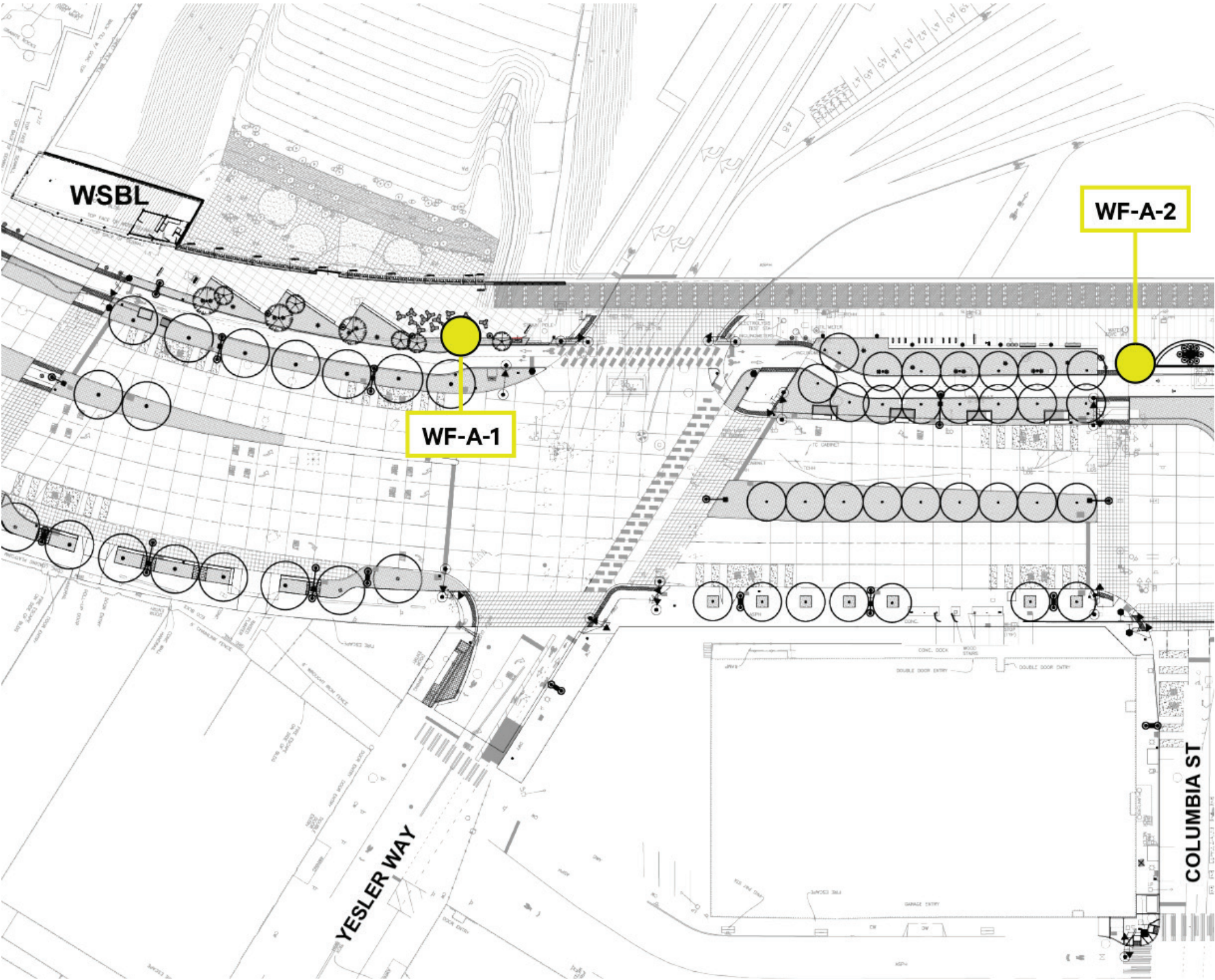
Content in process with artists.

Includes:

Title of artwork

Artist

Artist Statement

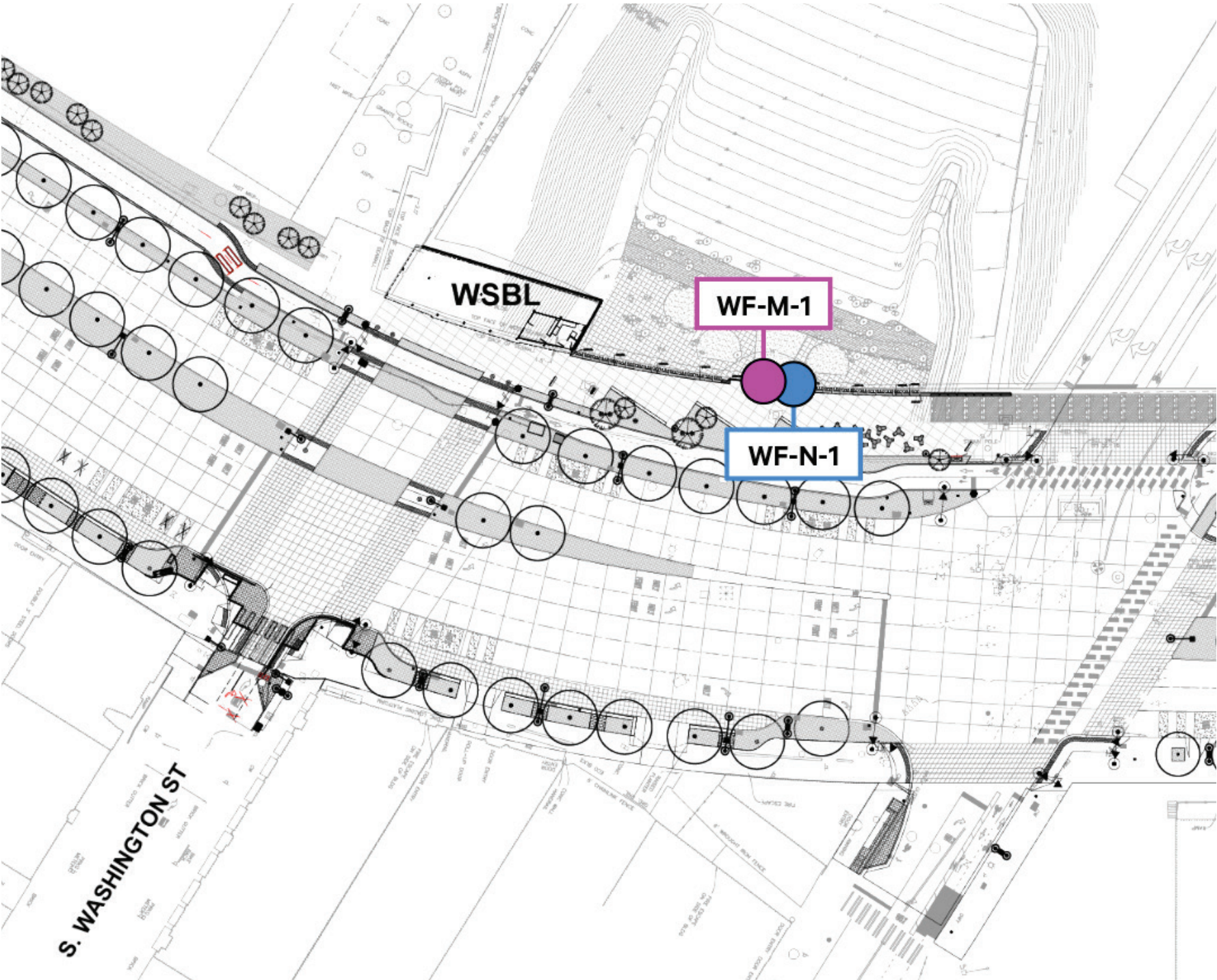




# Habitat Beach Welcome Sign and Regulatory Sign

Notes

Content in process.





**Thank you!**

