



Wayfinding Improvements

November 14, 2012

Wayfinding

Parking Mitigation Plan Strategy 3.7
Improve wayfinding to destinations and parking.

Strategy Objective: Improve ability for motorists and pedestrians to reach destinations and parking in Pioneer Square and along the waterfront.



Problem

Waterfront and Pioneer Square visitors come from around the region

Existing signs have many formats

Investment in place for years to come



e-Park opportunity



Planned wayfinding project

Routes planned from key entrance points

Established brand

Larger signs

39 sign locations

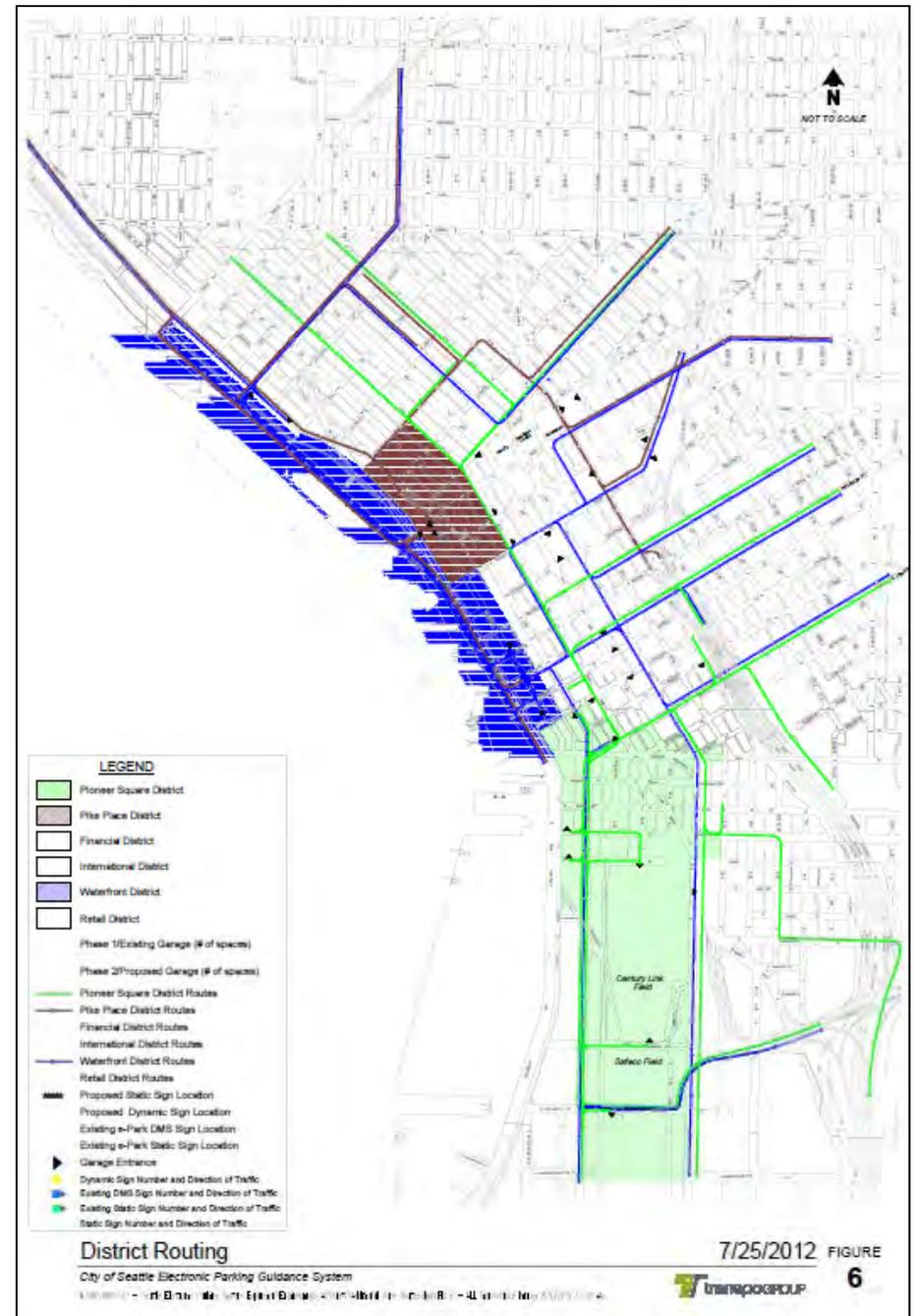


Retail District	↑
Pike Place Mkt.	→
Chinatown	←
Pioneer Square	←



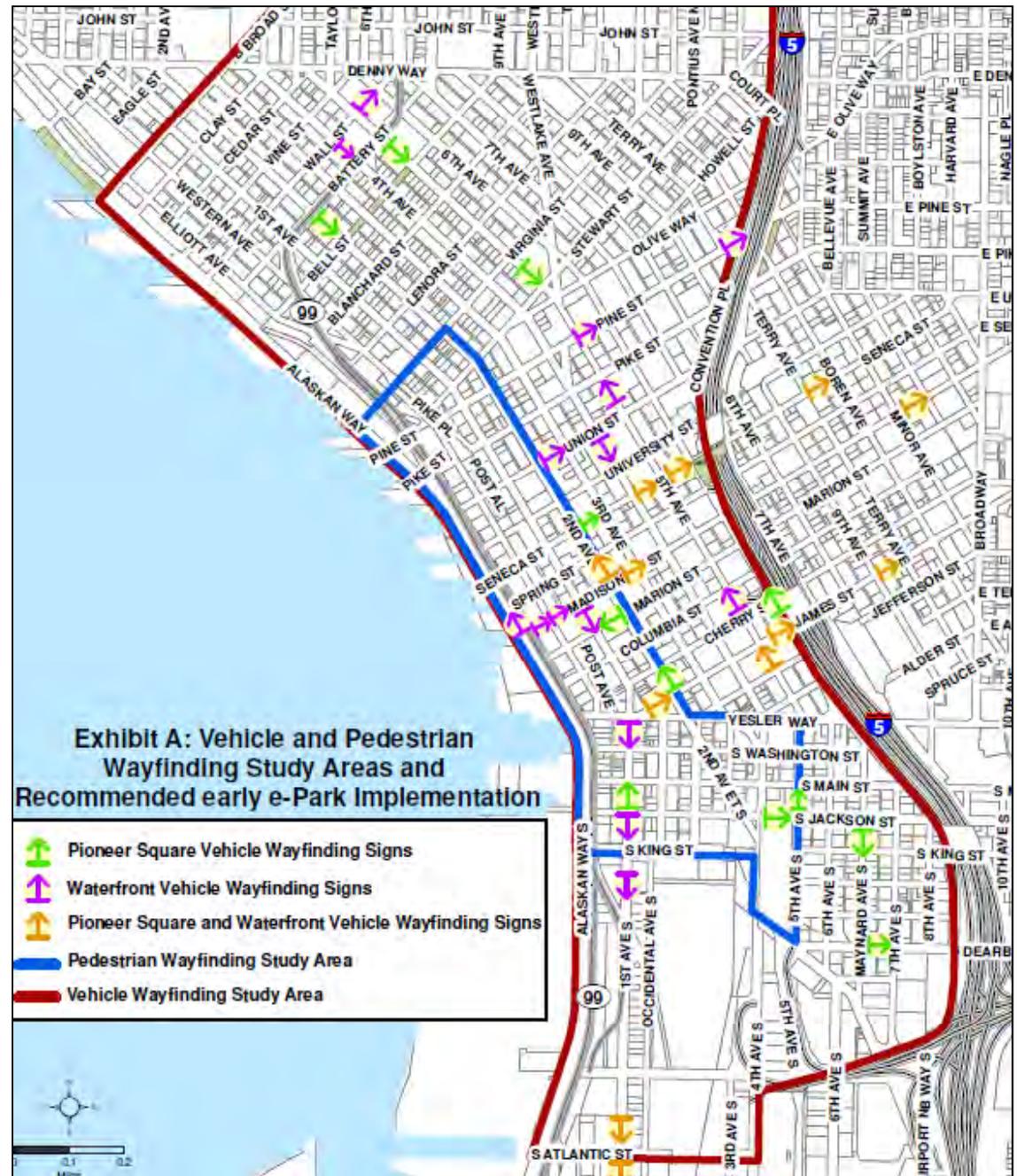
Waterfront	↑
Chinatown	→
Retail District	←
Financial Dist.	←

Key entrance paths



Sign locations

- Sodo/ID: 10 signs
- Cherry/James: 7
- Madison/Marion: 7
- Seneca/Spring: 5
- Retail/Conv.: 5
- Belltown: 5



Phase 2: review existing signage

Prioritize paths from I-5 and SR 99

Inventory existing signage

Recommend removal of obsolete signage

Identify vehicle, pedestrian and bicycle signage gaps





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Dynamic
Message Sign



Dynamic
Facility Sign



Static
Directional Sign