Wayfinding to Pike Place Market, Waterfront and Pioneer Square

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Wayfinding Best Practices

• Reliable, accurate and consistent
• Attractive, user-friendly and easy to follow
• Individual components work together
• Employ all five senses
• Have a user point-of-view, locate at key decision points and eliminate clutter
• Design, color and style meaningful
• Develop social media applications
• Bridge gap between digital and traditional
Parking Mitigation
Wayfinding Parameters

- Build on already existing systems
- Fit within project scope (focus on parking)
- Fit within project budget ($370K)
- Meet Washington State constitutional requirements
- Meet WSDOT and SDOT signing requirements
Types of Wayfinding Signs

• Motorist wayfinding signs along major routes to direct them to neighborhoods
  (Older-type signs and static e-Park signs)
• Motorists wayfinding signs within neighborhood to direct them to parking
  ("P" signs and dynamic e-Park signs)
• Pedestrian wayfinding signs to direct them on foot to final destination
  (Red-pole flag signs and kiosks)
Motorist Wayfinding: Parking and Pioneer Square Signs
Motorist Wayfinding: Pike Place Signs
Motorist Wayfinding: Destinations Signs

- Pike Place Market
- Public Parking
- Seattle Aquarium
- Safeco Field
- CenturyLink Field
- Pike Place Public Market
- Pioneer Square
Motorist/Cyclist Wayfinding: Navigation Signs
Motorist Wayfinding: Obsolete Signs
New Motorist Wayfinding: e-Park Program

Static Signs

Dynamic Signs
e-Park Wayfinding Protocols
Parking Garages and e-Park Sign Locations

39 new static signs
11 new dynamic signs
1-2 facility signs per garage
Red Pedestrian Wayfinding Sign Locations
Red Wayfinding Sign Types
Construction Wayfinding
Waterfront Construction Experience
Waterfront Construction Experience
Waterfront Construction Experience
Waterfront Construction Experience

Future shock is the shattering stress and disorientation that we induce in individuals by subjecting them to too much change in too short a time.

- Toffler

Change alone is unchanging.

- Heraclitus
“FOOLS! YOU THINK YOU CAN STOP ME? GRIBBLES WILL RISE AGAIN!”

ACTUALLY THE WORK TAKING PLACE ON THE ELLIOTT BAY SEAWALL WILL STOP THEM. FOR GOOD.
Waterfront Construction Experience
Waterfront Construction Experience
Recommended Motorist Wayfinding Improvements

**Pioneer Square:** remove obsolete signs; update SR 99 signs when needed

**Waterfront:** consider adding signs along Fourth Avenue between 1-90 ramps and Yesler Way

**Pike Place Market:** add signage for drivers coming from SE, consider change in signage to direct to Western Avenue instead of Alaskan Way during construction
Overall Wayfinding Feedback

• What other wayfinding techniques, means or methods would you suggest to bolster the effectiveness of current motorist and/or pedestrian wayfinding systems?
• Are there steps you feel we should take to meet the Wayfinding Best Practices?
• What other suggestions do you have?
Motorist Wayfinding Feedback

• What changes do you think should be made to motorist wayfinding to the neighborhoods and/or to parking locations?
• Should any other motorist wayfinding signs be removed?
• Should more signs be added to public destinations?
• Should any additional e-Park static signs be added along routes to neighborhoods or within neighborhoods?
Pedestrian Wayfinding Feedback

• Should the mitigation parking brand be incorporated on current and/or future pedestrian wayfinding? If so, how?
• Is there any pedestrian wayfinding that could be added in or near parking facilities that would help people in neighborhood wayfinding?
Pike Place Market, waterfront and Pioneer Square motorist wayfinding workshop
Wayfinding: Next Steps

- Compile comments
- Compare current and proposed wayfinding against best practices
- Complete and share final plan
- Create delivery schedule
- Report on progress