



ike SMART CITY

Digital Wayfinding Program: Downtown Seattle Association.

Seattle Design Commission
Meeting #2
June 6, 2024

Agenda

- ▶ SDOT, Seamless Seattle, and Office of the Waterfront Updates
- ▶ Public Outreach Update
- ▶ Business Plan
- ▶ Term Permit Conditions, and Operations & Maintenance
- ▶ Location Analysis and Criteria
- ▶ Public Benefits



SEATTLE IKE TIMELINE



SDOT, Seamless Seattle, and Office of the Waterfront Updates



MEETING SUMMARIES

SEAMLESS SEATTLE, APRIL 24, MAY 7, MAY 23

► Topics

- **April 24:** geographic extents of programs, location methodologies, integration of elements/content from each program, implementation schedules
- **May 7:** kiosk locations and proximity to Seamless Seattle signs
- **May 23:** Integration of Kiosk content with Seamless Seattle Signs

► **Outcomes:** Coordinated and agreed to approach for kiosk and sign location relationship; coordinated kiosk content colors, iconography, naming conventions and languages.

THE OFFICE OF THE WATERFRONT, APRIL 30

► **Topics:** review Waterfront signage program and relationship to Seamless Seattle wayfinding, confirm Shoreline and Waterfront Park District boundaries

► **Outcomes:** Confirmed Water Park Boulevard district boundary. Kiosks will not be located within this area.

AESTHETIC STUDY, APRIL 30, MAY 22

► Topics:

- **April 30:** review SDOT response memo on initial aesthetic study, review submitted material format and content for next submittal
- **May 22:** review selected study locations, review outline of aesthetics study report

► **Outcomes:** Agreed to aesthetics study content including kiosk study locations and visualization positions, graphic standards, and overall content. Study to be submitted mid-late June.

SEAMLESS SEATTLE AND IKE COORDINATION

SEAMLESS SEATTLE EXTENTS AND SCHEDULE

- ▶ The program is in Phase 4 of implementation which is focused on Seattle Center, Convention Center, Waterfront, Chinatown-International District
- ▶ Through Phase 4 approx. 120 signs and 55 Area and Overview signs to installed.
- ▶ Schedule: Phase 4 is scheduled to begin installation Q3 2023
- ▶ Potential future system expansion locations include additional downtown focus areas (e.g. Denny Triangle & Belltown), South Lake Union, and all Urban Centers and Urban Villages.

IKE KIOSKS EXTENTS AND SCHEDULE

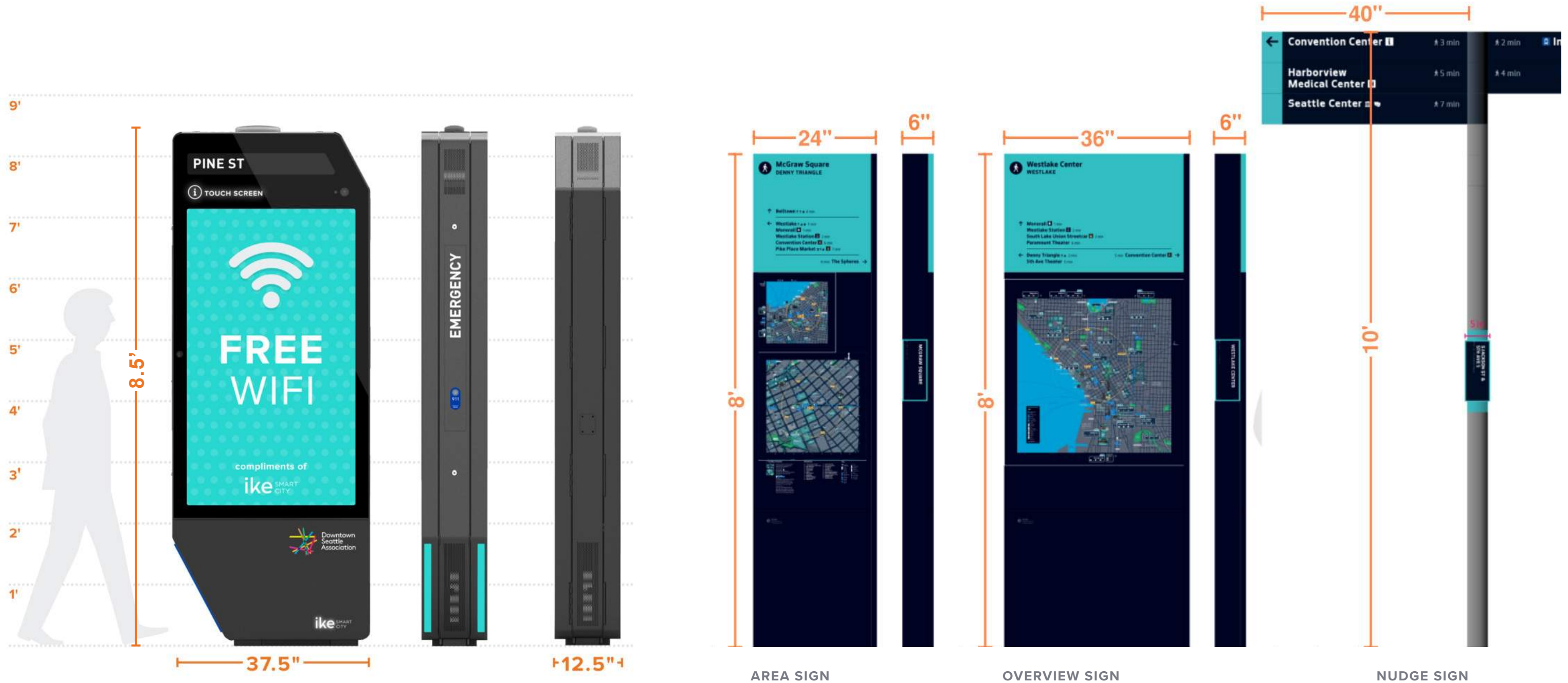
- ▶ Metropolitan Improvement District (MID)
- ▶ BIAs: SODO, Ballard, and U District
- ▶ IKE is not locating kiosks in the Shoreline and Waterfront Park District, Pioneer Square, Pike Place Market, or the CID
- ▶ Phase I: 30 kiosks in MID
- ▶ Phase II: up to an additional 50 kiosks, 20 of which are in BIAs*

*Business Improvement Areas receive revenue share for kiosks in their area.



Plan depicting IKE Downtown focus area and Seamless Seattle sign locations

IKE KIOSKS AND SEAMLESS SEATTLE SIGN DIMENSIONS

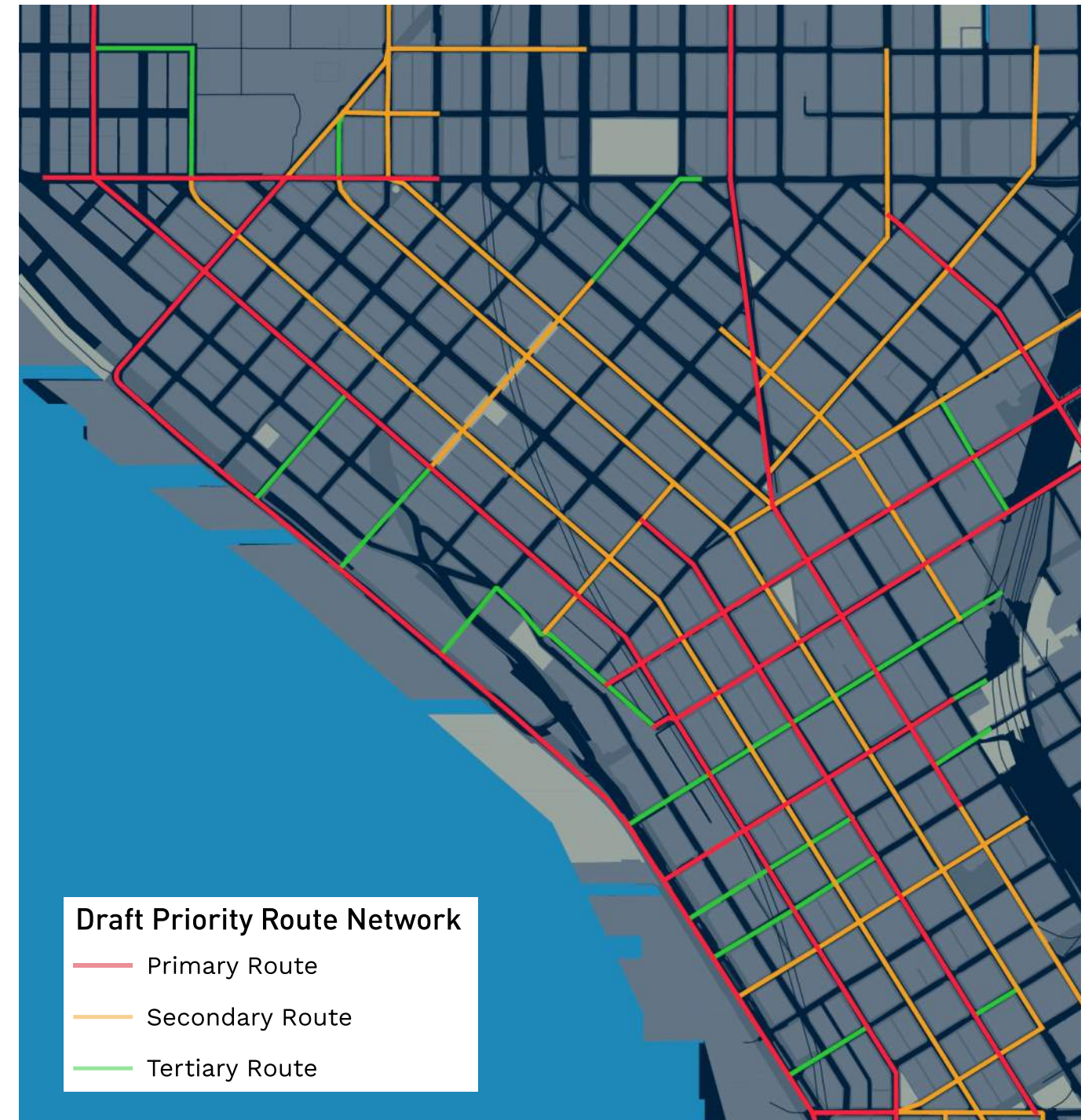
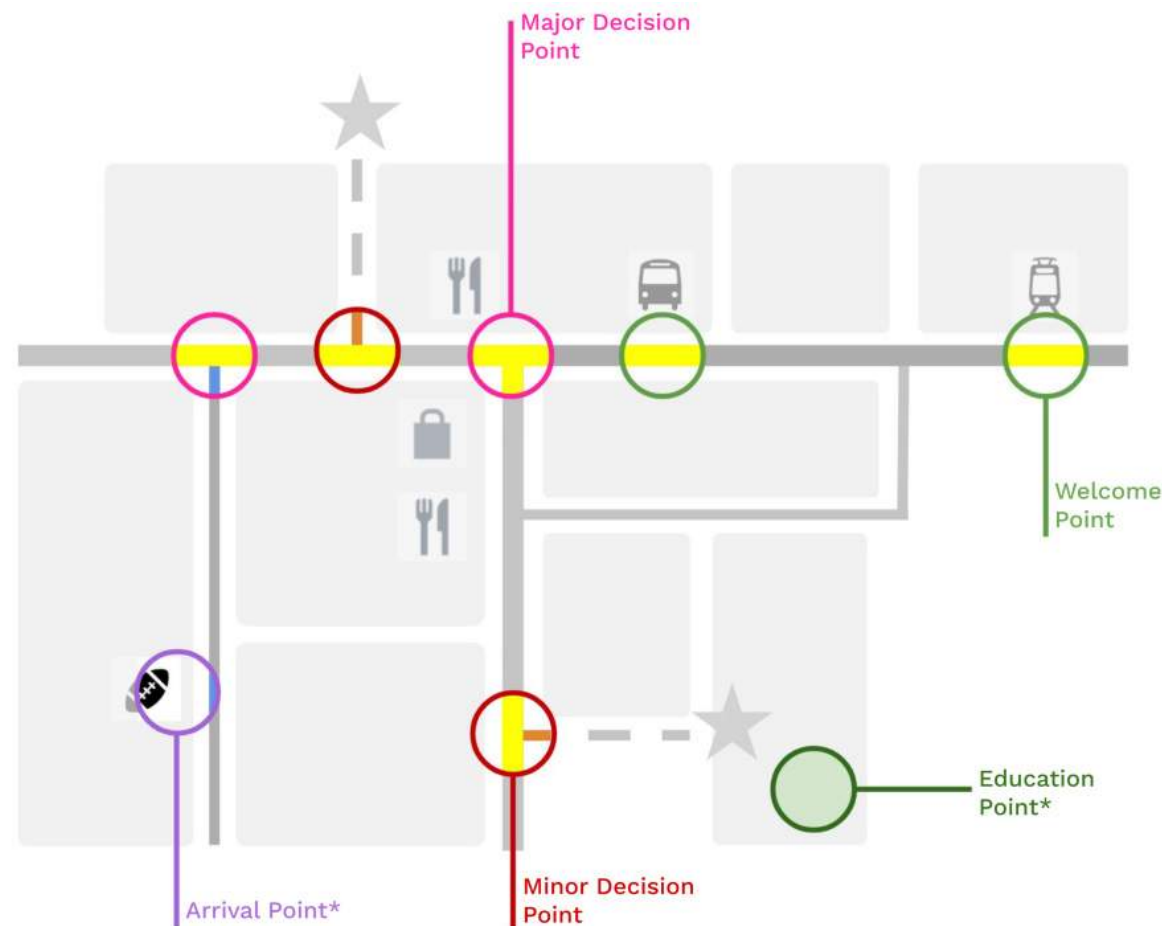


IKE KIOSK

SEAMLESS SEATTLE CORE SIGN FAMILY

SEAMLESS SEATTLE SIGN PLACEMENT AND CLUTTER REDUCTION GUIDELINES

- ▶ Seamless Seattle signs are experiential and land use based, and use a system of progressive disclosure. System is planned around priority routes network, major transit stations are key.
- ▶ Core sign family includes Overview, Area, and Nudge and are planned around a hierarchy of routes and decision points.
- ▶ General placement rules: orientation, sight lines, purpose of sign content, and visual clutter reduction.
- ▶ Clutter Reduction: redundant items (unused sign posts, broken furniture), poorly located and/or design essential items (street poles, bollards), and temporary items (items that can be moved). Opportunities for clutter reduction are considered on a case-by-case basis and does not occur at most locations.



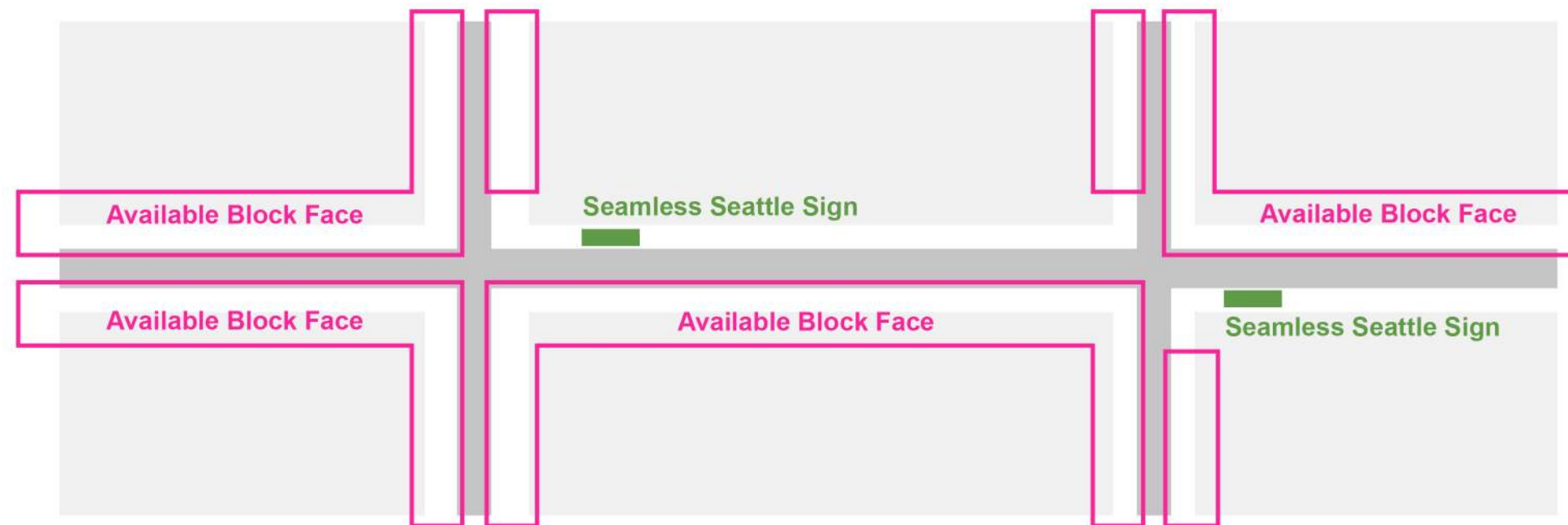
Seamless Seattle priority routes

COORDINATED APPROACH TO SEAMLESS SEATTLE SIGN AND KIOSK LOCATIONS

- ▶ Seamless Seattle is dependent on the visual relationship and sequence of signs along a designated route. Kiosks should not disrupt visual relationships of the signs.
- ▶ Avoid locating kiosks along the same block face as Seamless Seattle.
- ▶ Kiosk may be located on the opposite side of the street or opposing side of an intersection to Seamless Seattle signs.
- ▶ Signs and kiosks limited to amenity / furnishing zones.
- ▶ Kiosk locations are dependent on power access, whereas Seamless Seattle does not require power or data connections.

Placement of IKE kiosks in relation to Seamless Seattle Signs

Coordinated preference is to locate kiosks on block faces that don't have Seamless Seattle signs.



COORDINATION WITH SEAMLESS SEATTLE VISUAL DESIGN STANDARDS

Kiosk design will coordinate with Seamless Seattle sign colors. Content such as street naming conventions, name places, iconography, and language will be coordinated with the Visual Design Standards where possible.

Color

	Sidewalk Sidewalk Gray		Non-pedestrian areas No Access Area Gray		Streets Road Fill Ni
	Secondary destination Destination Gray		Pedestrian/accessible routes Shortcut Gray		Neighborhood Neighborhood
	Water Water Blue		Transit Transit blue		

Icons

	General icon size 0.2 x 0.2 in		District label Seattle Text Bold (all caps) District label gray Size: 30 pt Leading: 30 pt Tracking: 50		Neighborhood description label Seattle Text Reg White Size: 12 pt Leading: 14 pt Tracking: 15		Transit hub label Seattle Text Reg White Size: 14 pt Leading: 14 pt Tracking: 15
	Primary size 0.3 x 0.3 in		Neighborhood label Seattle Text Bold White Size: 26 pt Leading: 28 pt Tracking: 15		Landmark label Seattle Text Bold Landmark Park Label Gray Size: 14 pt Leading: 14 pt Tracking: 20		Park label Seattle Text Reg Landmark Park Label Gray Size: 14 pt Leading: 14 pt Tracking: 15

Labels

Landmark Illustrations

Landmark buildings are represented on maps as simplified illustrations. They are designed to be simple and recognizable, and to convey the key features of the landmark. As perspective and dimensionality can be added.

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

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.

Icons

Walking/Person
Accessible
Cycle

Airport
Taxi/Car
Parking
Police
Fire Station
Hospital

Hotel
Post Office
ORCA Card sales points
All gender Restroom
Public Restroom
Male Restroom

Bus
Streetcar
Message
Link Light Rail
Sounder Train

AMTRAK
Water Taxi
Ferry
Boat

Transit icons
On-map: Landmark Park Label Gray
Off-map: Water Blue
On-map: White
Off-map: 0.5 Heavy
On-map: 1 Heavy
Off-map: 1 Heavy

4.4 Landmark Illustrations

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Icons

Walking/Person
Accessible
Cycle

Airport
Taxi/Car
Parking
Police
Fire Station
Hospital

Hotel
Post Office
ORCA Card sales points
All gender Restroom
Public Restroom
Male Restroom

Transit icons
On-map: Landmark Park Label Gray
Off-map: Water Blue
On-map: White
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On-map: 1 Heavy
Off-map: 1 Heavy



S Jackson St & 5th Ave S
南積臣街和南第五大道

CHINATOWN
唐人街

↑ **International District / Chinatown Station** 2 min
Benaroya Hall 5 min
Pike Place Market 7 min

← **Waterfront** 12 min

2 min **Freeway Park** →

COLOR

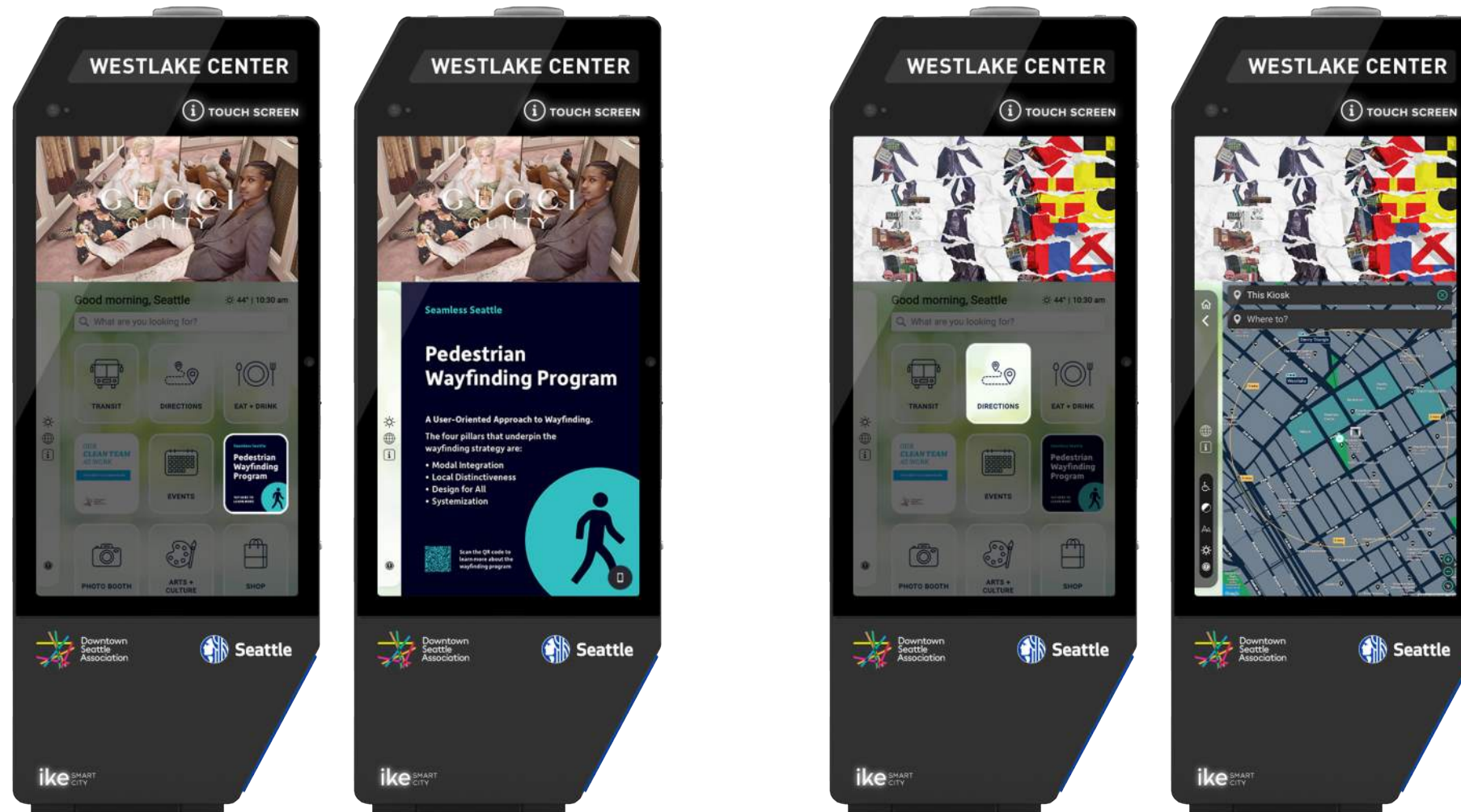
ICONOGRAPHY

NAMING CONVENTIONS

MULTILINGUAL

COORDINATION WITH SEAMLESS SEATTLE VISUAL DESIGN STANDARDS

Kiosk design will coordinate with Seamless Seattle sign colors. Content such as street naming conventions, name places, iconography, and language will be coordinated with the Visual Design Standards where possible.



POSTER AND APP TILE

CUSTOMIZED DIRECTIONS APP

OFFICE OF THE WATERFRONT & IKE COORDINATION

IKE kiosks will not be located within the identified waterfront park district as outlined below and identified in Ordinance 126444.

WATERFRONT PARK BOULEVARD Boundaries [Ordinance 126444](#)



Public Outreach Summary



E JACKSON & N FLORIDA

TOUCH SCREEN

Bringing **BIG THINGS** ...to life

11.19.23 | Water Street Market

FEEDING
Tampa Bay

City of Tampa
TAMPA DOWNTOWN PARTNERSHIP

ike SMART CITY

PUBLIC OUTREACH: OVERALL OBJECTIVES

- ▶ Use diverse means of engagement to share information about the Digital Wayfinding program proposal and encourage feedback, questions and comments
- ▶ Inform project equity and equitable outcomes
- ▶ Inform project urban design outcomes related to placement, orientation, distribution, display
- ▶ Commitment to iterative outreach through Council vote

PUBLIC OUTREACH SUMMARY: MARCH – JUNE 2024

- ▶ Outreach plan (with city's equity input)
- ▶ Target areas: Downtown MID, Chinatown/ID, Pioneer Square, First Hill, Capital Hill, Uptown, Waterfront, Stadium District
- ▶ Online survey and website (translated into Vietnamese, Spanish and Chinese)
- ▶ Postcard (with QR code) mailed to all residents and businesses within 750 feet
- ▶ Westlake Interactive Public Event (with kiosk) May 18
- ▶ Outreach in progress to stakeholder organizations, BIPOC groups, small businesses



KIOSK DEMO AT WESTLAKE PARK

Have you heard? Downtown wayfinding is just a tap away.

The Downtown Seattle Association has partnered with IKE Smart City to bring a free digital wayfinding program to downtown Seattle.

Try out the kiosk firsthand and learn more about what it can do to help residents, workers and tourists move around the city and take advantage of all Seattle has to offer.

Learn more on our website:



Kiosk Demo
Saturday, May 18
10 a.m. - 2 p.m.
Westlake Park
401 Pine Street



The 30 downtown kiosks will host a number of apps, including free Wi-Fi, information about dining, arts and culture, transit and sporting events, a connection to social services and civic resources and more!

Digital wayfinding includes:

DISCOVERY & MOBILITY	SOCIAL EQUITY
<ul style="list-style-type: none"> MAP + NAVIGATE Pinpoint locations, directions, and transit options. EVENTS Discover what's happening in the city. SHOP Find local businesses and products. TRANSIT Check bus, light rail, and bike share options. RENTALS Find short-term housing and services. 	<ul style="list-style-type: none"> ARTS + CULTURE Discover museums, galleries, and performances. SAFE + HEALTHY Find parks, playgrounds, and community centers. EMPLOYMENT Access job listings and career resources. COMMUNITY Connect with neighbors and local groups. WELL-BEING Find mental health and support services. HOUSING Access affordable housing and shelter resources.

Downtown Seattle Association
1809 7th Ave, Suite 900
Seattle, WA 98101

Learn more about the digital wayfinding program on our website here:



COMMUNITY WEBSITE



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[Survey Encuesta 参加调查 Khảo sát](#) [Contact 联系 Contacto Liên hệ](#)

Welcome!

The **Downtown Seattle Association** (DSA) has partnered with way-finding company **IKE Smart City** (Interactive Kiosk Experience) to establish a digital way-finding platform in Seattle.

With input from local stakeholders, community groups—**and community members like yourself**—approximately 30 kiosks are planned within the Downtown Metropolitan Improvement district.

This site is a place where you can find basic information about this proposed project, along with details about how to provide



欢迎!

西雅图市中心协会 (DSA) 与寻路公司 IKE Smart City (互动信息亭体验) 合作, 在西雅图建立了数码寻路平台。

根据当地利益相关者、社区团体以及像您这样的社区成员的意见, 在市中心大都会改善区规划了大约 30 个信息亭。

您可以在该网站上找到有关该拟议项目的基本信息, 以及有关如何提供公众意见。

¡Bienvenido!

La Asociación del Centro de Seattle (DSA, por sus siglas en inglés) se ha asociado con la empresa de orientación IKE Smart City (Interactive Kiosk Experience) para establecer una plataforma digital de orientación en Seattle.

Con el aporte de las partes interesadas locales, grupos



[Take Survey](#)

[Realizar Encuesta](#)

[参加调查](#)

[Tham gia khảo sát](#)



We Want Your Feedback!

Please take our online survey to provide your thoughts surrounding our proposed program.

¡Queremos su opinión!

Por favor, responda nuestra encuesta en línea para dar su opinión sobre el programa propuesto.

我们需要您的反馈!

请参加我们的在线调查，提供您对我们拟议的计划的想法。

SURVEY QUESTIONS

1. Which of the following best describes who you are?
2. The interactive kiosk experience starts with an easy-to-use touch-screen dashboard on the home screen. The engaging suite of apps has been thoughtfully designed to equip each user with all the tools they need to explore, discover and navigate the city. IKE's wayfinding platform serves as a tool that complements the city's overall wayfinding and placemaking objectives.

What free information and types of services do you think would be beneficial to Seattle residents, workers and tourists when using the digital kiosk? Check all that apply.

3. Where do you think digital kiosks should be located in downtown Seattle? Check all that apply.
4. Through this wayfinding program, 30 kiosks would be installed, operated and maintained at no cost to the city or DSA. The digital kiosks would provide users with a host of real-time downtown Seattle information, including: activities, cultural events, wayfinding, restaurants, transit, social services, shopping and more.

Do you think these wayfinding functions would be beneficial to Seattle residents and visitors?

5. The kiosk applications can also help advance equity and social justice by providing easy access to social services information (food banks, free health clinics, veteran services, charitable organizations, family services, financial aid, addiction and recovery resources, mental health assistance) and safe shelter information (nearby shelters and temporary housing, locations and wayfinding).

Would you support including this information on the kiosks?

6. The kiosks are inclusive platforms that translate all content instantly into 100 languages, are ADA compliant and, in collaboration with the National Federation for the Blind, includes a nonvisual access solution for those who are blind or low-vision users.

Would you support including this information on the kiosks?

7. Do you have any suggestions for improvements to the kiosk experience?
8. Is there anything else you'd like to share?

CURRENT SURVEY RESULTS

- ▶ Survey will be open and available through Council vote
- ▶ 20+ surveys taken to-date via online and printed surveys
- ▶ Survey question handout available from Michael

MAIN THEMES

- ▶ Survey-takers called the kiosks a “pretty cool” and “wonderful idea”
- ▶ Westlake Center, Pike Place Market and the Waterfront were listed as the most popular locations for digital kiosks
- ▶ Providing free information and services in categories such as transit, eat/drink, events and more were supported by the majority of respondents
- ▶ Majority of respondents supported including wayfinding functions, inclusive platforms, and equity and social justice applications within the kiosks
- ▶ Providing apps to promote City Services, keeping the kiosks clean/graffiti free, and having ambassadors to provide assistance were also suggested by respondents

EQUITY FOCUS

- ▶ Materials translation into Vietnamese, Chinese and Spanish
- ▶ Outreach to BIPOC-owned businesses (working with OED and DON) and tribal communities
- ▶ Engage low-income buildings and Seattle Housing Authority, Mary's Place, Neighborcare at Pike Place Market
- ▶ Engage agencies that work with people with disabilities

NEXT OUTREACH UNDERWAY

- ▶ High-volume Seattle tourist sites/attractions (Pike Place Market, Aquarium, Pioneer Square, Space Needle, Climate Pledge Arena).
- ▶ Seattle neighborhood groups (obtaining list from DON)
- ▶ Community organizations such as Feet First, Transportation Choices Coalitions, Cascade Bicycle Club, Greenways, etc.
- ▶ Sampling of tourist locations (PPM, Aquarium, Waterfront Seattle, Space Needle, MPOP, CPA)
- ▶ Sampling of stakeholder groups (Chamber, WHA, Sports Commission, Convention Center, Downtown Moms, Downtown neighborhood groups)
- ▶ Downtown HOAs and apartment buildings (including low-income and SHA)
- ▶ A few large and small employers
- ▶ Select BIAs around the city

Business Plan



WALKER & AVENIDA

 TOUCH SCREEN

VISA

**92% OF BLACK-OWNED
BUSINESSES SURVEYED
SUFFERED FINANCIAL
HARDSHIP IN THE
LAST YEAR.**

It's more important than ever
to shop local to help
our communities recover.



Source: Small Business Credit Survey, Federal Reserve Banks



 downtown
houston

ike SMART
CITY

BUSINESS PLAN

- ▶ IKE shares revenue from Day 1 with DSA and the participating BIAs. As soon as the first IKE kiosk is installed and is displaying ads, money will be generated for those groups. The program is anticipated to generate, on average, about \$1.1M annually for DSA. The city also shares in revenues beyond an agreed-upon threshold.
- ▶ Revenues generated by the program and shared with DSA will be reinvested back into downtown—this includes funding for public safety initiatives or other public realm improvements or projects. DSA will provide annual reporting to the City that shows an accounting of the funds generated by the kiosks and DSA’s use of such funds.
- ▶ Due to significant up front investment entirely borne by IKE, our cost is not recovered and profit generated until the later years of the program.
- ▶ Our MOU provides that we will regularly upgrade the software and computing and networking components of the kiosks.



Term Permit Conditions & Operations



TERM PERMIT CONDITIONS

- ▶ Term permit is 15 years and then only at the city's option can it be extended another 15.
- ▶ Term Permit is in the name of DSA, and then DSA has contractual agreements with the City via the MOU and with IKE such that IKE stands behind the obligations of DSA.
- ▶ IKE will remove all equipment and restore to prior condition at the end of the term or at earlier termination. Performance bonds can be created in the favor of the city to cover this cost.
- ▶ Term permit ordinances include important protections for the City. These include provisions for the following:
 - Protection of utilities
 - Removal for public use or for cause
 - Permittee's obligation to remove and restore
 - Repair or reconstruction instructions
 - Failure to correct unsafe conditions
 - Release, hold harmless, indemnification, and duty to defend
 - Insurance
 - Contractor insurance
 - Performance bond
 - Adjustment of insurance and bond requirements
 - Consent for and conditions of assignment or transfer
 - Permittee's responsibility for inspect fees
 - Permittee's responsibility for inspection reports
 - Annual fee
 - Compliance with other laws
 - Permittee's maintenance obligations
 - Acceptance of terms and conditions
 - Obligations run with the property

OPERATIONS & MAINTENANCE

- ▶ DSA has entered into a kiosk agreement with IKE Smart City. This agreement requires that IKE adhere to strict performance standards regarding maintenance and operations.
- ▶ Kiosks are maintained at no cost to the city or to DSA.
- ▶ IKE hires local, in-market contractors to maintain the kiosks at least five days per week, including once on the weekend.
- ▶ Maintenance includes kiosk cleaning (e.g., graffiti, stickers, etc.), software and hardware functionality checks, and nearby debris removal.
- ▶ If kiosks sustain hardware damage – screen damage, significant structural damage, etc., IKE will respond and secure the location within 24 hours to make the necessary repairs.
- ▶ DSA and other BIAs will also play an integral role in identifying issues and helping to remediate easy cleaning and graffiti removal incidents.



IKE IMPLEMENTATION IN OTHER CITIES - LESSONS LEARNED

With IKE's experience in implementing the kiosk platform in 18 cities, IKE has developed expertise in navigating the complexities various municipalities and rights-of-way. Over the years, IKE has developed a set of best practices which will ensure a smooth deployment in Seattle.

OAKLAND, CALIFORNIA: MUNICIPAL POWER AGREEMENT

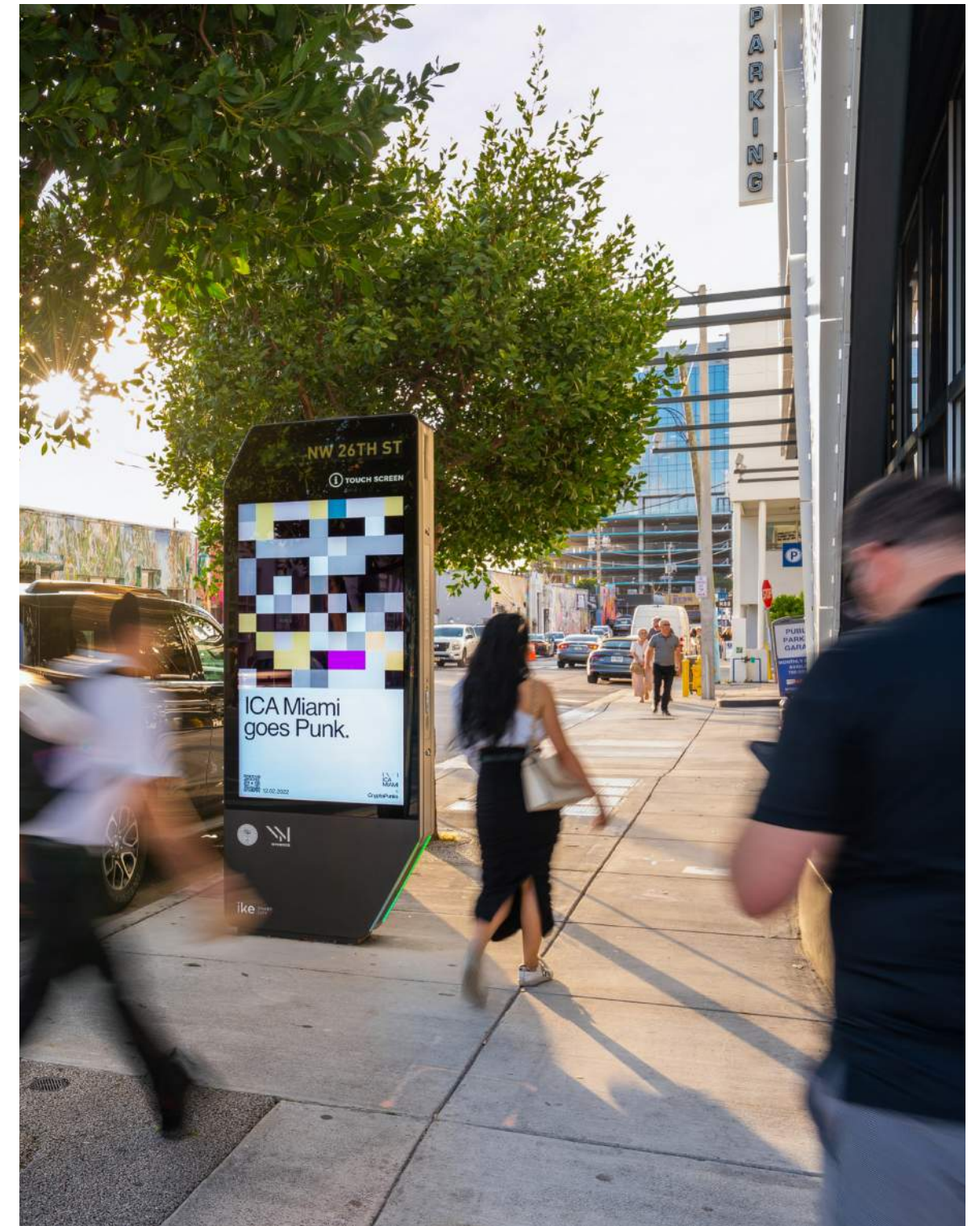
- ▶ Municipal power agreement allows for quick and efficient deployment of kiosks.
- ▶ Utilized traffic signal infrastructure for power source and IKE reimburses the City for power usage.
- ▶ Minimizes disruption to public realm environment.

BERKELEY, CALIFORNIA: INNOVATION IN ACCESSIBILITY

- ▶ Developed a first-in-class software solution for blind and low-vision users.
- ▶ Includes custom braille plaques affixed to kiosk that directs users to QR code scan for immediate access to kiosk information.
- ▶ Preferred alternative by National Federation for the Blind.

SAN DIEGO, CALIFORNIA: KIOSK SITING AND LOCATION CRITERIA

- ▶ Developed cohesive siting criteria document to streamline the planning and permitting process.
- ▶ Checklist will include requirements from Streets Illustrated, and guidelines developed in the Transportation Technical Memo and Aesthetics Study.
- ▶ Checklist will be used by SDOT in permit review (SIP or SUUMP process).



IKE IMPLEMENTATION IN OTHER CITIES - LESSONS LEARNED

OTHER LESSONS LEARNED

- ▶ **Noise Management:** We found that speakers on kiosks caused frustration due to noise. As a result, we removed the speakers from all kiosks, except for communications with emergency dispatch.
- ▶ **Kiosk Structure and ROW Space Optimization:** The initial kiosk design was 11 feet tall and 3 feet deep. To address concerns about sidewalk space management, we re-engineered the kiosk to be a little over 8 feet tall and barely a foot wide.
- ▶ **Eliminating Loitering:** We discovered that phone chargers and other charging devices led to loitering in the right-of-way, raising concerns about sidewalk management. Therefore, none of our kiosks include phone charging or other charging ports.
- ▶ **Upgraded Screen Touch Technology:** In areas with many insects, we learned that bugs landing on the screen could trigger the touch sensors. We re-engineered the kiosks to use a different type of touch technology, “direct touch,” which prevents screen glitches caused by things landing on the screen



Location Analysis and Siting Guidelines



RELEVANT REVIEW CRITERIA

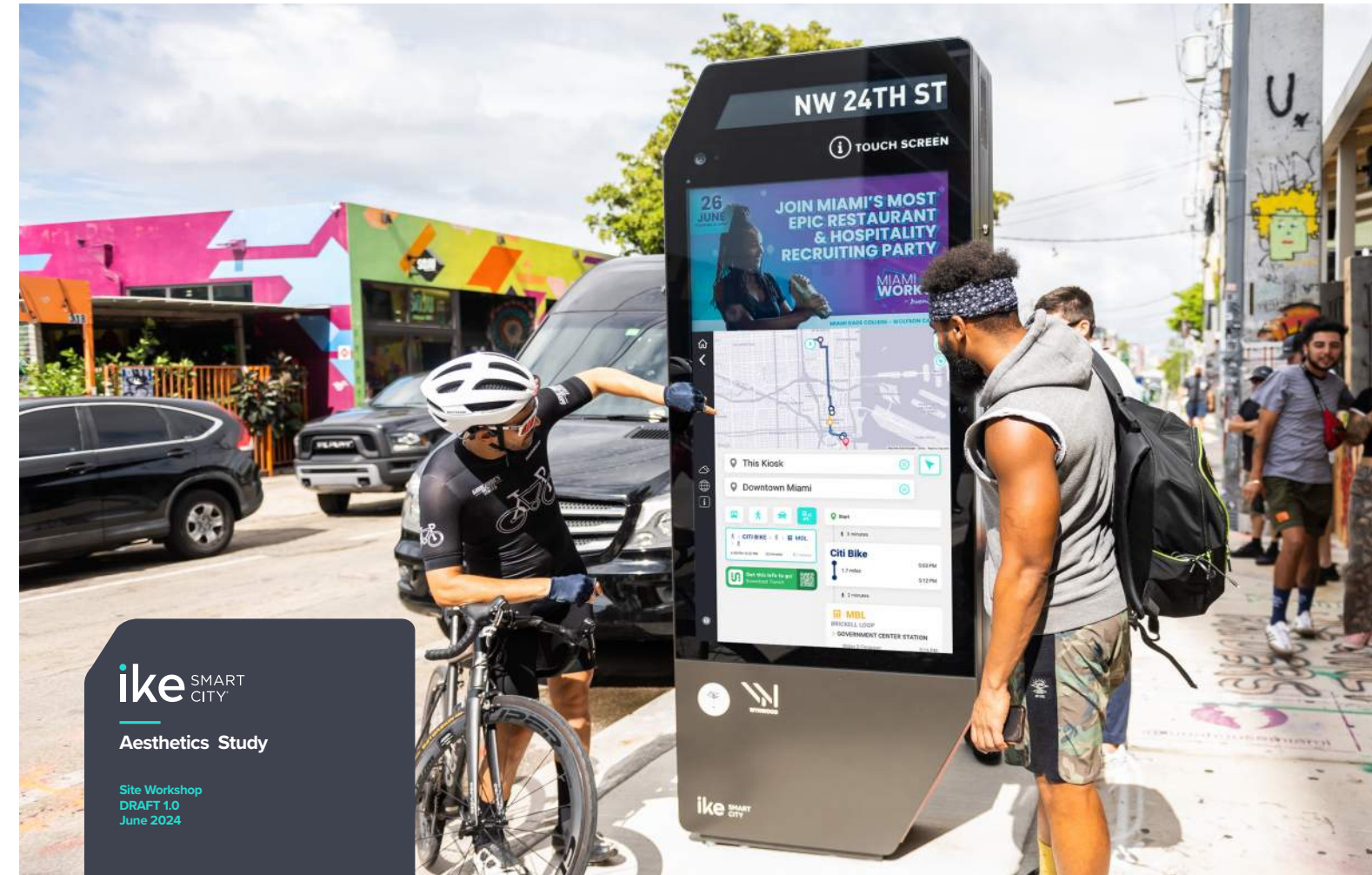
SMC 15.65.040.C SIGNIFICANT STRUCTURE TERM PERMITS

- ▶ Interruption or interference with existing streetscape or other street amenities
- ▶ Effect on pedestrian activity
- ▶ Effect on commerce and enjoyment of neighboring land uses
- ▶ Effect on traffic and pedestrian safety
- ▶ Accessibility for the elderly and handicapped
- ▶ The public benefit mitigation elements provided by the proposal, to the extent required based on the nature of the structure

KIOSK SITING GUIDELINES

The following documents provide guidance for siting kiosks within the public right-of-way.

- ▶ Seattle Right-of-Way Improvements Manual: Streets Illustrated
- ▶ Seamless Seattle Wayfinding Program
- ▶ Transportation Technical Memorandum
- ▶ Aesthetics Study



SPECIAL DISTRICTS

- ▶ In the initial phases of implementation, IKE does not intend to locate kiosks in special districts such as the Waterfront Park Boulevard District, Pike Place Market Historical District, Pioneer Square Historical District, or the International Special Review District.



TRANSPORTATION TECHNICAL MEMORANDUM

Status: Submitted to SDOT 3/22. Anticipate receiving comments by 6/7.

CRITERIA TO REDUCE DRIVER DISTRACTION

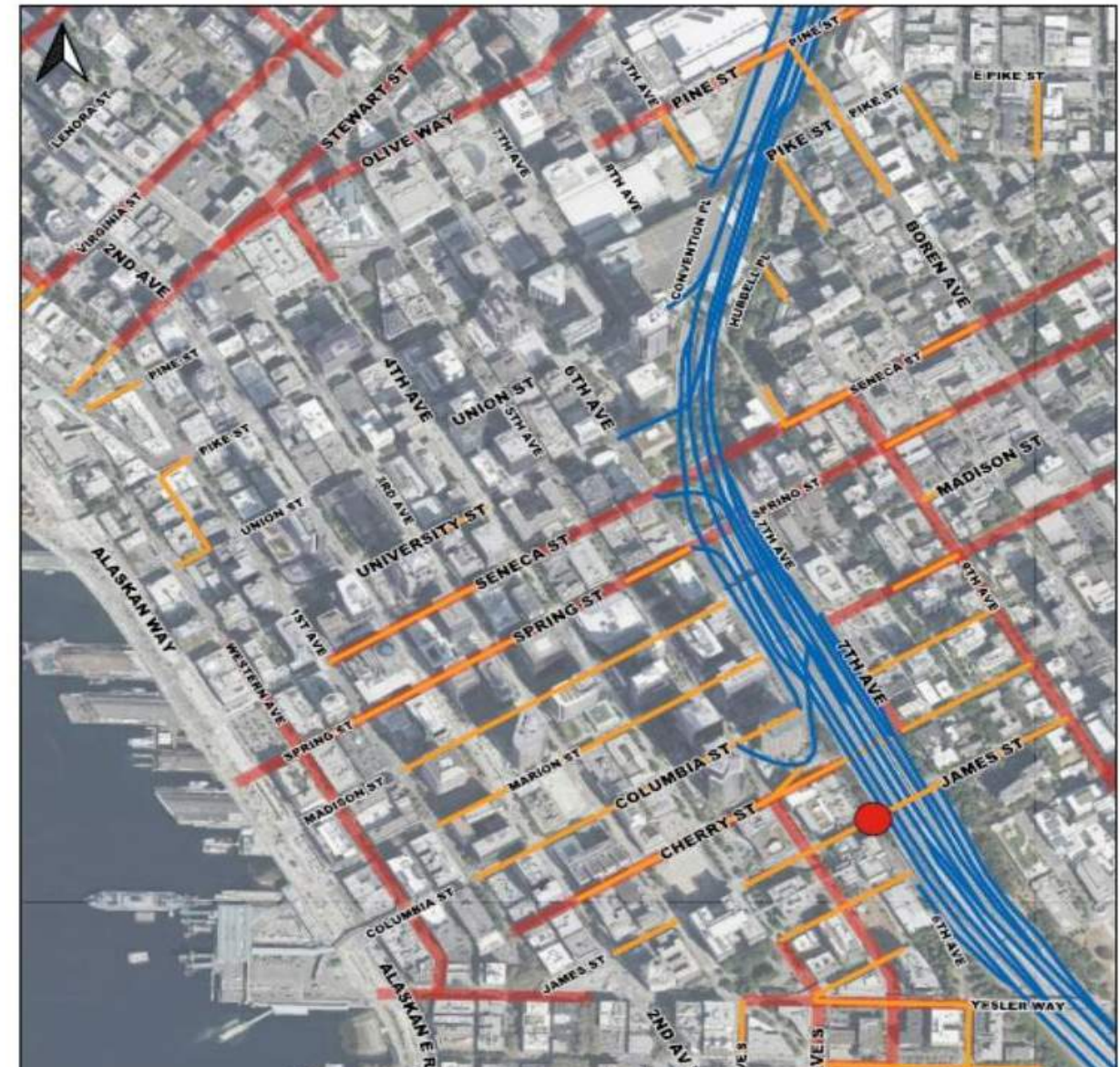
► Peer reviews determined that:

- Risk of visual distractions does not translate to direct safety impacts.
- Collision studies found no direct impact due to digital signs.
- Lower speeds reduce the risk of visual distraction.
- In a dense urban environment, there are untold number of existing distractions, and the additive distraction from a device is likely to be small.
- Risks of potential visual distraction can be managed through proper planning, design, construction, and limitations.

STUDY OUTCOMES

► Location guidelines:

- Roadway Speed: avoid streets over 25mph.
- Proximity to and Type of Bike Facility: avoid locating kiosks on streets with an unprotected bike lane.
- High-Task Demand Areas: kiosks should not be located in areas where a driver's attention needs to be elevated.
- High Collision Intersections: kiosks should not be located at or near documented high-collision intersections.
- Sight Lines: do not locate Devices where they would impede motorist sight lines to traffic signals, stop signs, conflicting traffic movements, or pedestrian/bicycle movements.
- Steep Grades: avoid streets with gradients over 8%.



Plan showing street gradients

AESTHETICS STUDY

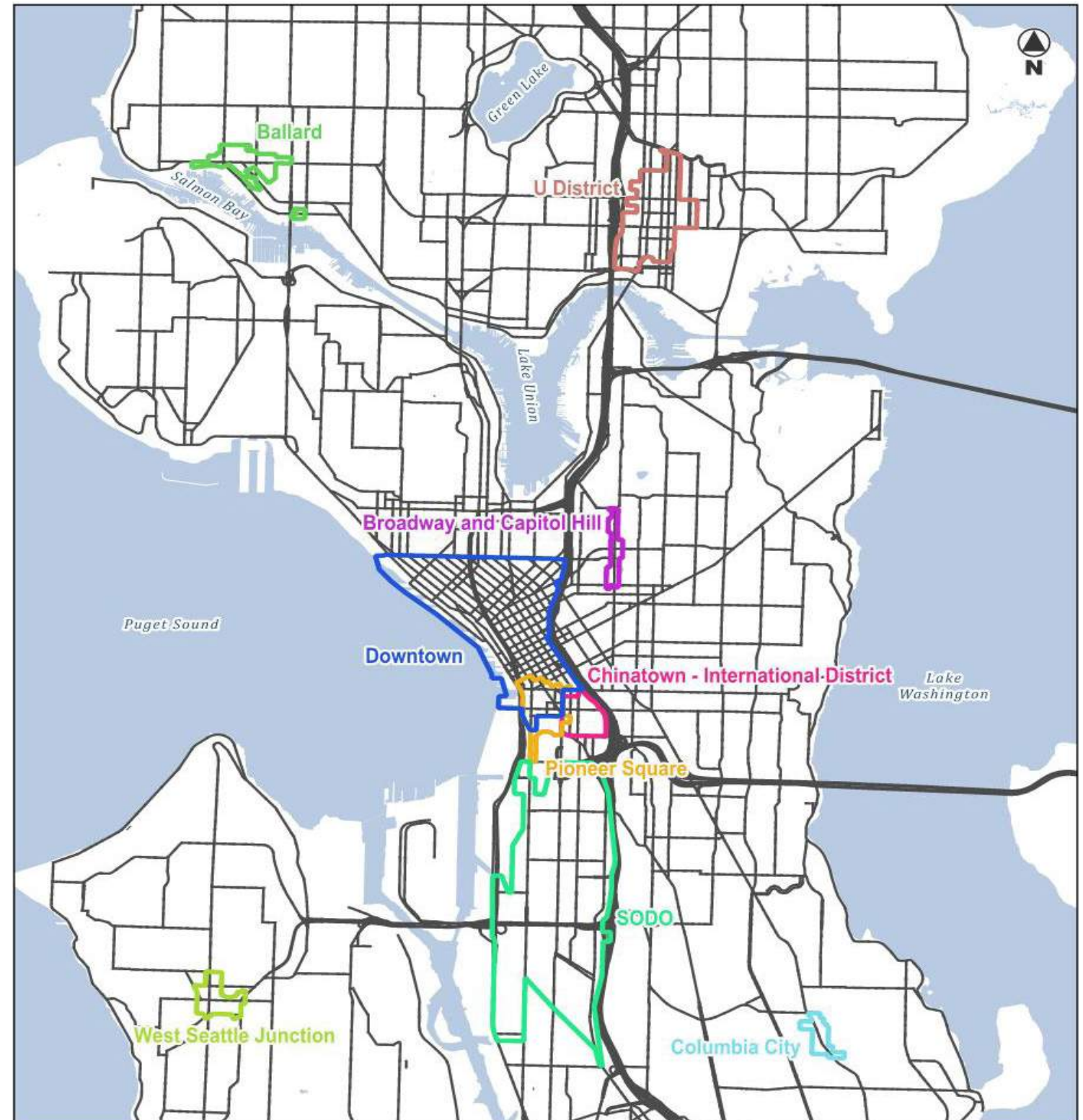
Status: In preparation. Anticipate submitting study to SDOT in mid-late June.

METHODOLOGY AND SITING CRITERIA

- ▶ Aesthetic Study to review potential kiosks locations that cover a range of urban conditions including variations in zoning, neighborhood, street types, land uses, curbside conditions, and bicycle infrastructure.
- ▶ Aesthetic study will include:
 - Narrative describing study methodology.
 - Plans on SDOT standard title blocks using graphic standards for Utility Major Permit (SUUMP) meeting Streets Illustrated standards for review by SDOT.
 - Visualizations from multiple vantage points showing the kiosks in the context of the street environment.
 - Recommended kiosk siting guidelines.

ANTICIPATED OUTCOMES

- ▶ Confirmation that the IKE kiosks are compatible with the studied locations relative to zoning, street classification, bike facilities, and adjacent land uses.
- ▶ Development of siting guidelines to be used by SDOT for kiosk permitting.



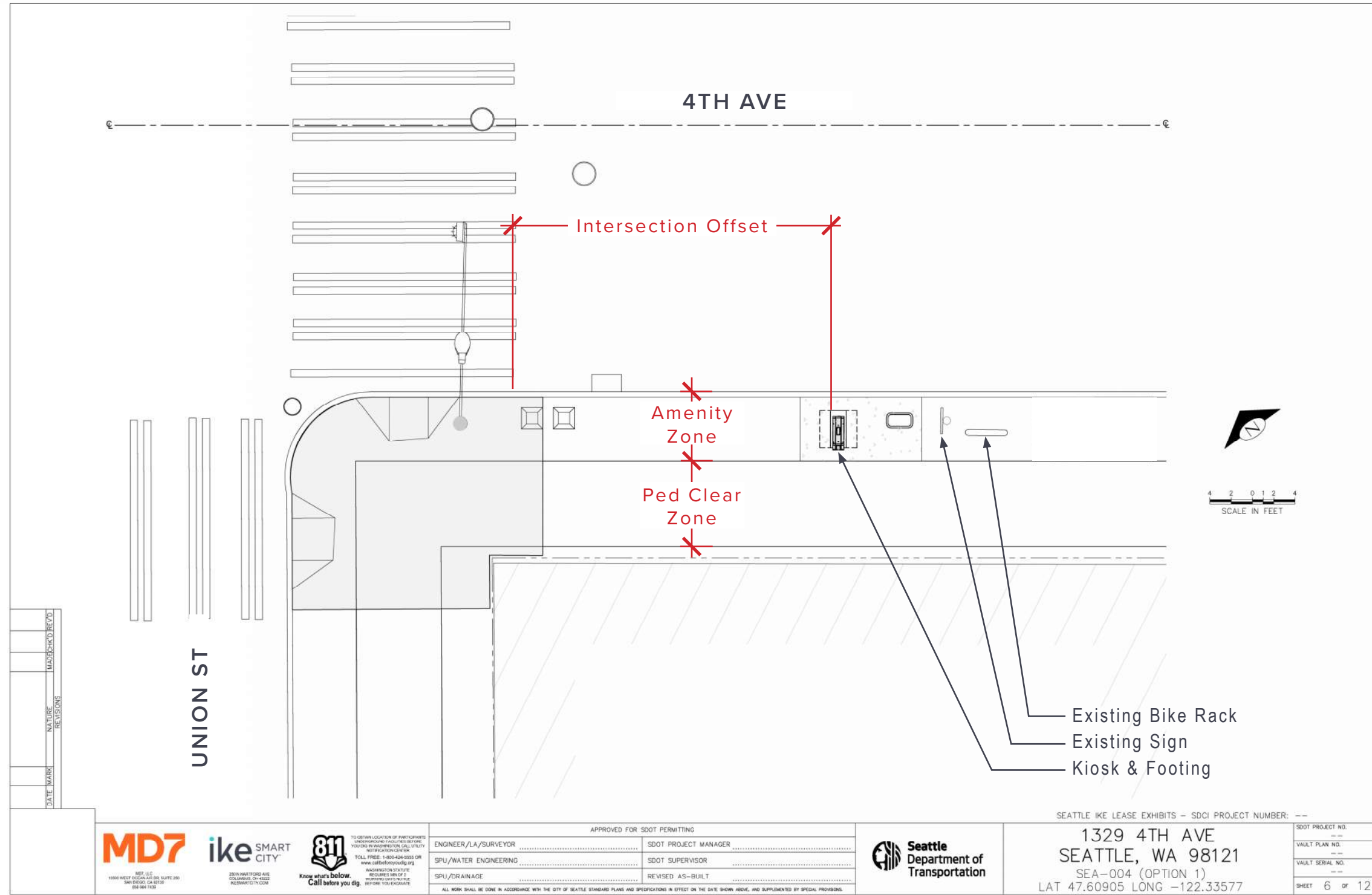
Plan showing kiosk study areas

STUDY LOCATIONS

Site Name/Intersection	BIA	Street Classification	Arterial Classification	Adjacent Street Use	Zoning
4th & Lenora - B		Downtown	Principal Arterial	PLB	DMC 240/290-440
Westlake & Denny - B		Urban Village Neighborhood	Minor Arterial	Bus / Streetcar Lane	SM-SLU 240/125-440
4th & Union		Downtown	Principal Arterial	PLB	DOC1 U/450-U
7th & Blanchard - A		Downtown Neighborhood	Minor Arterial	Cycle Track	DMC 340/290-440
Vine & Second		Downtown Neighborhood Access		Parking	DMR/R 280/65
15th Ave & 43rd St	U District			Bus Lane	
Dave Niehaus & S Royal	Sodo			Travel lane	
Market & 22nd	Ballard			Parking	
4th & Pine		Downtown	Principal Arterial	Travel lane	DRC 85-170
1st & Harrison		Urban Village Main	Principal Arterial	Parking	SM-UP 95 (M)
2nd & Bell		Downtown	Principal Arterial	Parking	DMR/R 95/65



AESTHETICS STUDY - 4TH & UNION



DATE	MARK	NATURE	MADE/CHKD BY/CD

MD7 ike SMART CITY

MD7, LLC
1800 WEST PICO AVE SUITE 200
SAN DIEGO, CA 92108
(619) 584-1439

2200 WASHINGTON AVE
COLUMBUS, OH 43221
IKESMARTCITY.COM

811
Know what's below.
Call before you dig.

TO OBTAIN LOCATION OF PARTICIPANTS
UNDERGROUND FACILITIES BEFORE
YOU DIG IN WASHINGTON, CALL UTILITY
NOTIFICATION CENTER
TOLL FREE: 1-800-424-8888 OR
WWW.CALLBEFOREYODIG.WA.GOV
WASHINGTON STATE
REQUIRES SIGN OF 2
FOOTING DIMENSIONS
BEFORE YOU EXCAVATE

APPROVED FOR SDOT PERMITTING	
ENGINEER/LA/SURVEYOR	SDOT PROJECT MANAGER
SPU/WATER ENGINEERING	SDOT SUPERVISOR
SPU/DRAINAGE	REVISED AS-BUILT

ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE CITY OF SEATTLE STANDARD PLANS AND SPECIFICATIONS IN EFFECT ON THE DATE SHOWN ABOVE, AND SUPPLEMENTED BY SPECIAL PROVISIONS.



SEATTLE IKE LEASE EXHIBITS - SDCI PROJECT NUMBER: --

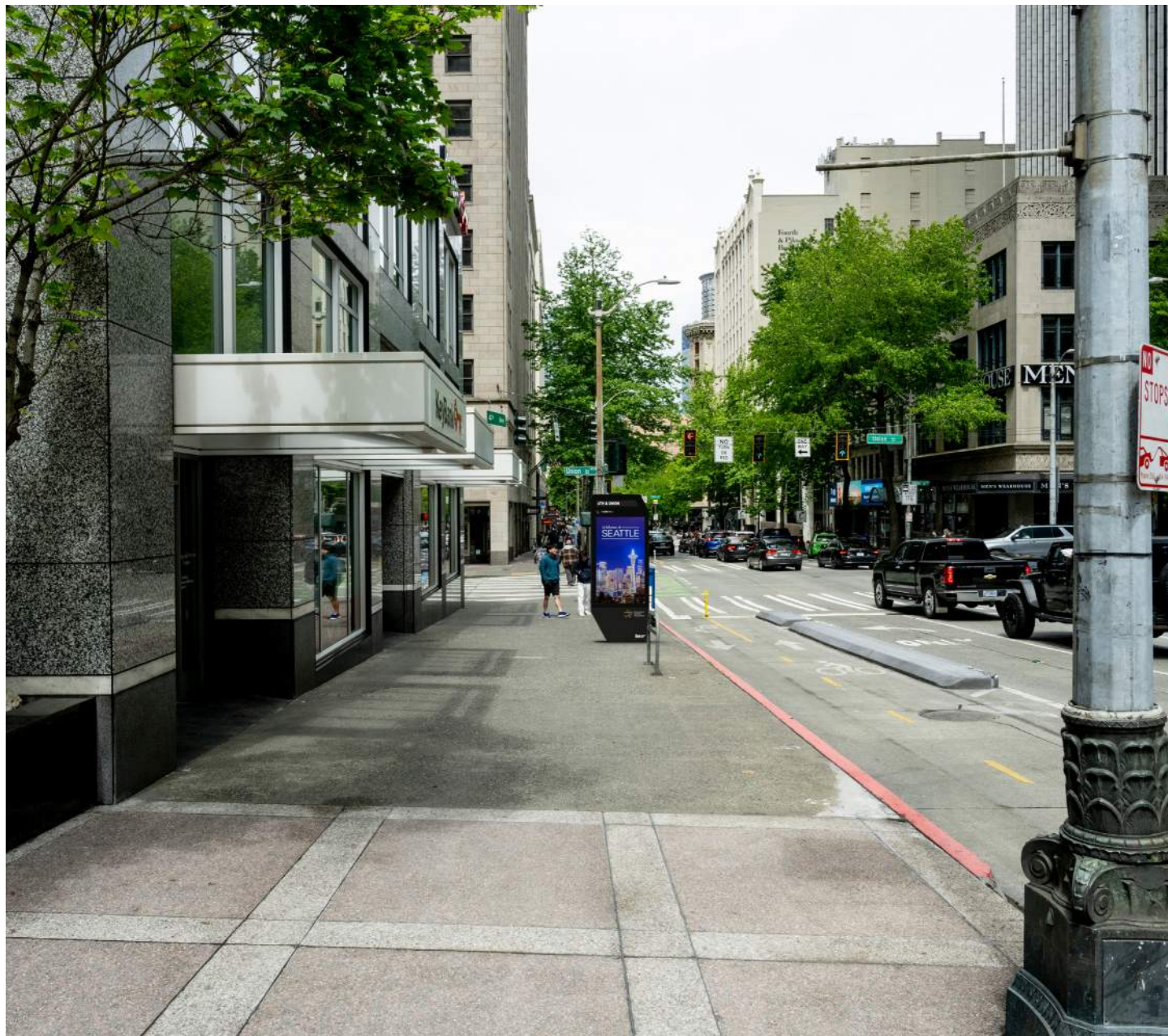
1329 4TH AVE
SEATTLE, WA 98121
SEA-004 (OPTION 1)
LAT 47.60905 LONG -122.33577

SDOT PROJECT NO.	--
VAULT PLAN NO.	--
VAULT SERIAL NO.	--
SHEET	6 OF 12

AESTHETICS STUDY - 4TH & UNION

- ▶ Kiosk is located within amenity strip and coordinated with existing street elements.
- ▶ Kiosk does not encroach on sidewalk clear zone per street classification.
- ▶ Kiosk are located to avoid conflict with building entrances and sidewalk uses related to adjacent land use.

SIDEWALK VIEW



STREET / BIKE VIEW

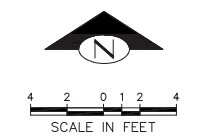
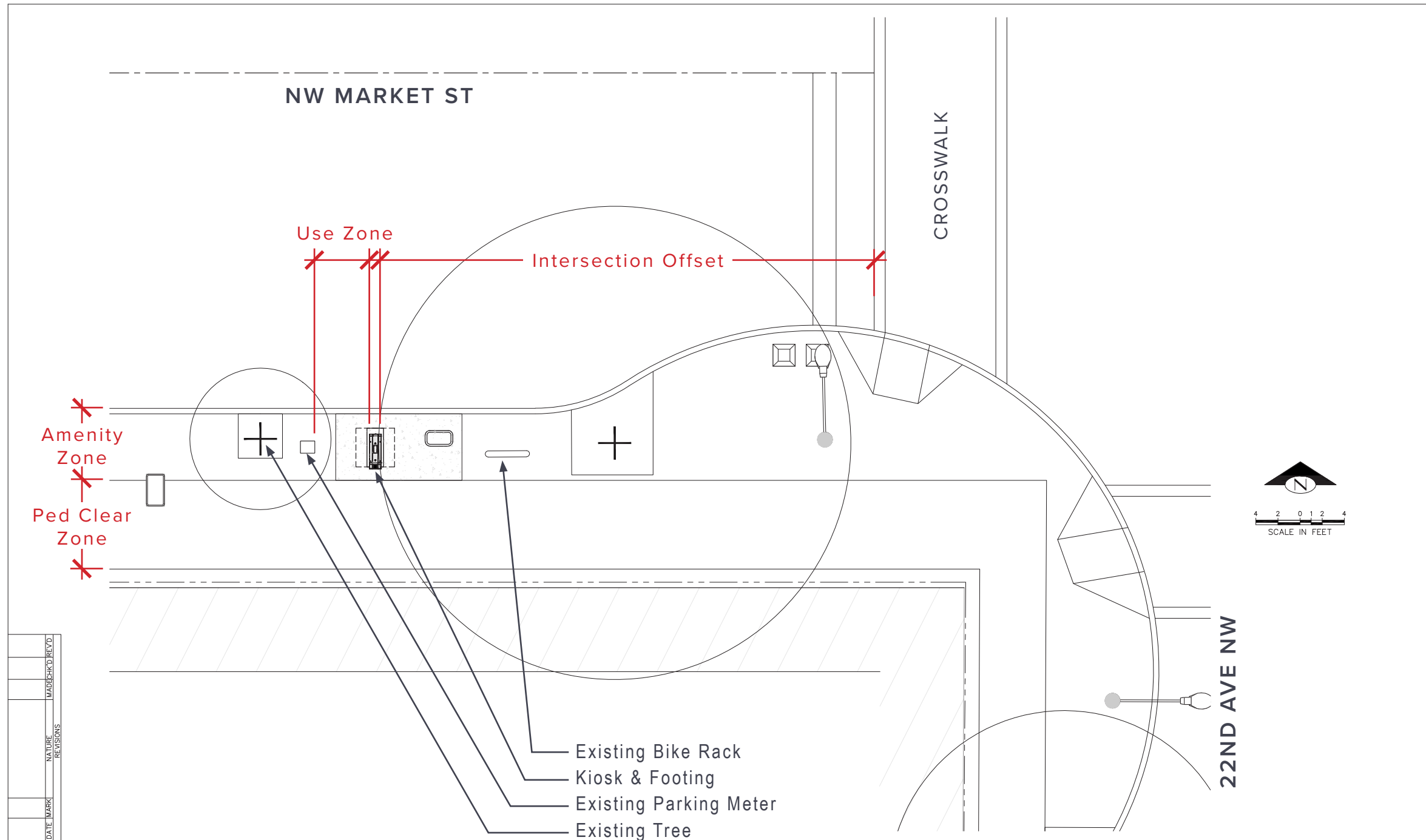


AESTHETICS STUDY - 4TH & UNION

OPPOSING VIEW



AESTHETICS STUDY - MARKET AND 22ND



DATE MARK	MADE/REV'D

MD7
MD7, LLC
10900 WEST OCEAN BLVD, SUITE 250
SAN DIEGO, CA 92130
619-594-7470

ike SMART CITY
205 N HARTFORD AVE
COLUMBUS, OH 43222
WEBSMARTCITY.COM

811
Know what's below.
Call before you dig.
TO OBTAIN LOCATION OF PARTICIPANTS
UNDERGROUND FACILITIES BEFORE
YOU DIG IN WASHINGTON, CALL UTILITY
NOTIFICATION CENTER
TOLL FREE: 1-800-424-6555 OR
www.callbeforeyoudig.org
WASHINGTON STATE
REQUIRES MIN OF 2
WORKING DAYS NOTICE
BEFORE YOU EXCAVATE

APPROVED FOR SDOT PERMITTING	
ENGINEER/LA/SURVEYOR	SDOT PROJECT MANAGER
SPU/WATER ENGINEERING	SDOT SUPERVISOR
SPU/DRAINAGE	REVISED AS-BUILT
ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE CITY OF SEATTLE STANDARD PLANS AND SPECIFICATIONS IN EFFECT ON THE DATE SHOWN ABOVE, AND SUPPLEMENTED BY SPECIAL PROVISIONS.	

Seattle Department of Transportation

SEATTLE IKE LEASE EXHIBITS - SDOT PROJECT NUMBER: ---
NW Market St &
22nd Ave NW
SEA-004 (OPTION 1)
LAT 47.60905 LONG -122.33577

SDOT PROJECT NO.	---
VAULT PLAN NO.	---
VAULT SERIAL NO.	---
SHEET	6 OF 12

AESTHETICS STUDY - MARKET AND 22ND

SIDEWALK VIEW



STREET / CAR VIEW



AESTHETICS STUDY - MARKET AND 22ND

OPPOSING VIEW

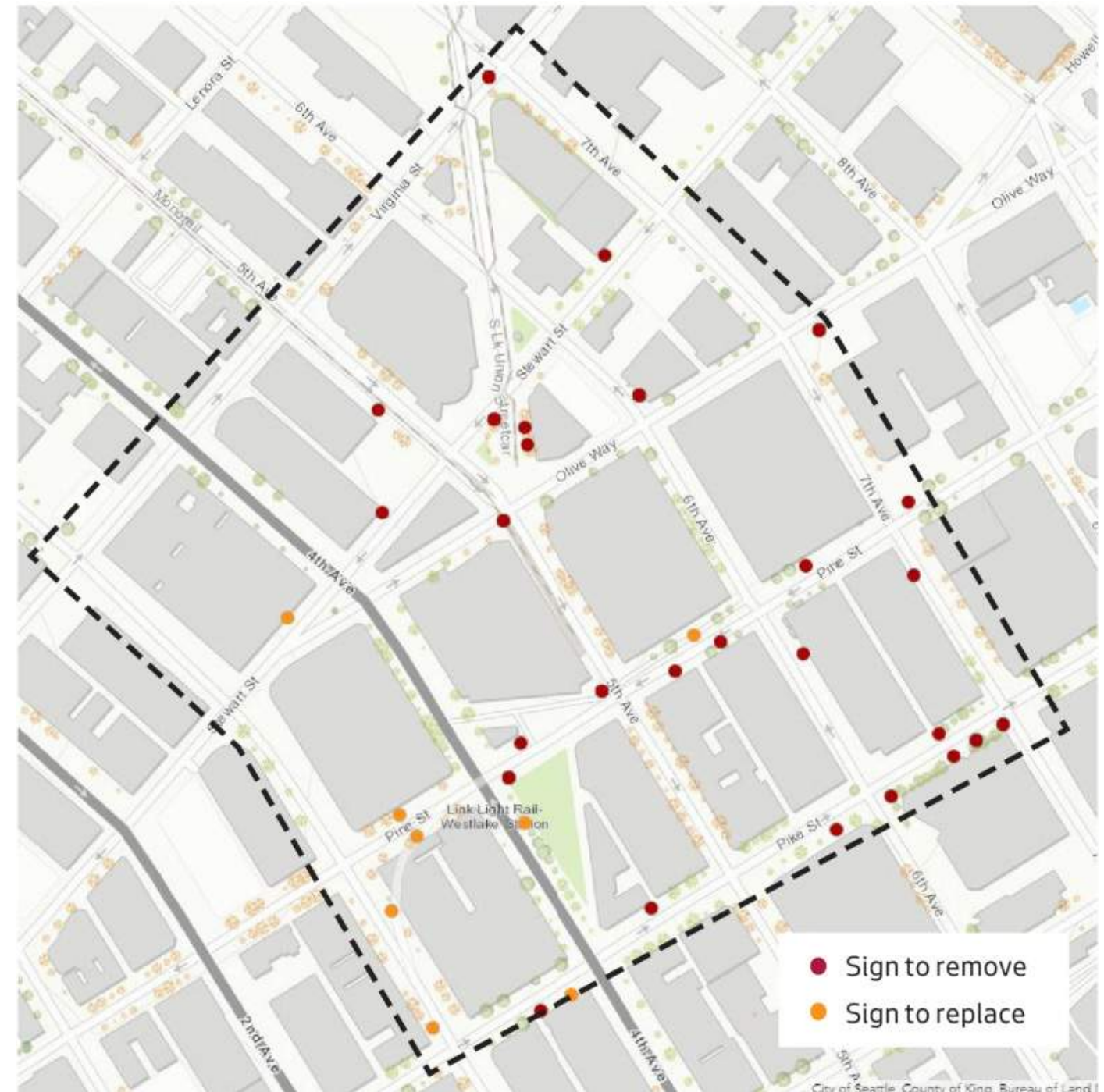


CLUTTER REDUCTION STRATEGY

- ▶ The objective of a clutter reduction strategy is to remove unnecessary and poorly designed items from the public realm. The installation of wayfinding signs is an appropriate catalyst to implement a clutter reduction program, in order to minimize the impact of additional objects in the public realm.
- ▶ Clutter Reduction:
 - Redundant items (unused sign posts, broken furniture),
 - Poorly located items (street poles, bollards),
 - Temporary items (items that can be moved) could be considered for removal
 - Removal will be on a case-by-case basis. We anticipate that a limited number of kiosk installations will provide opportunity for clutter reduction.
- ▶ Existing signs: work with SDOT through permit process to determine if existing signs, street furniture, or other objects may be removed or relocated to reduce visual clutter.



03 Sign Placement and Clutter Reduction



Plan showing potential sign removal locations

DRAFT LOCATION GUIDELINES

EXHIBIT X

LOCATION GUIDELINES

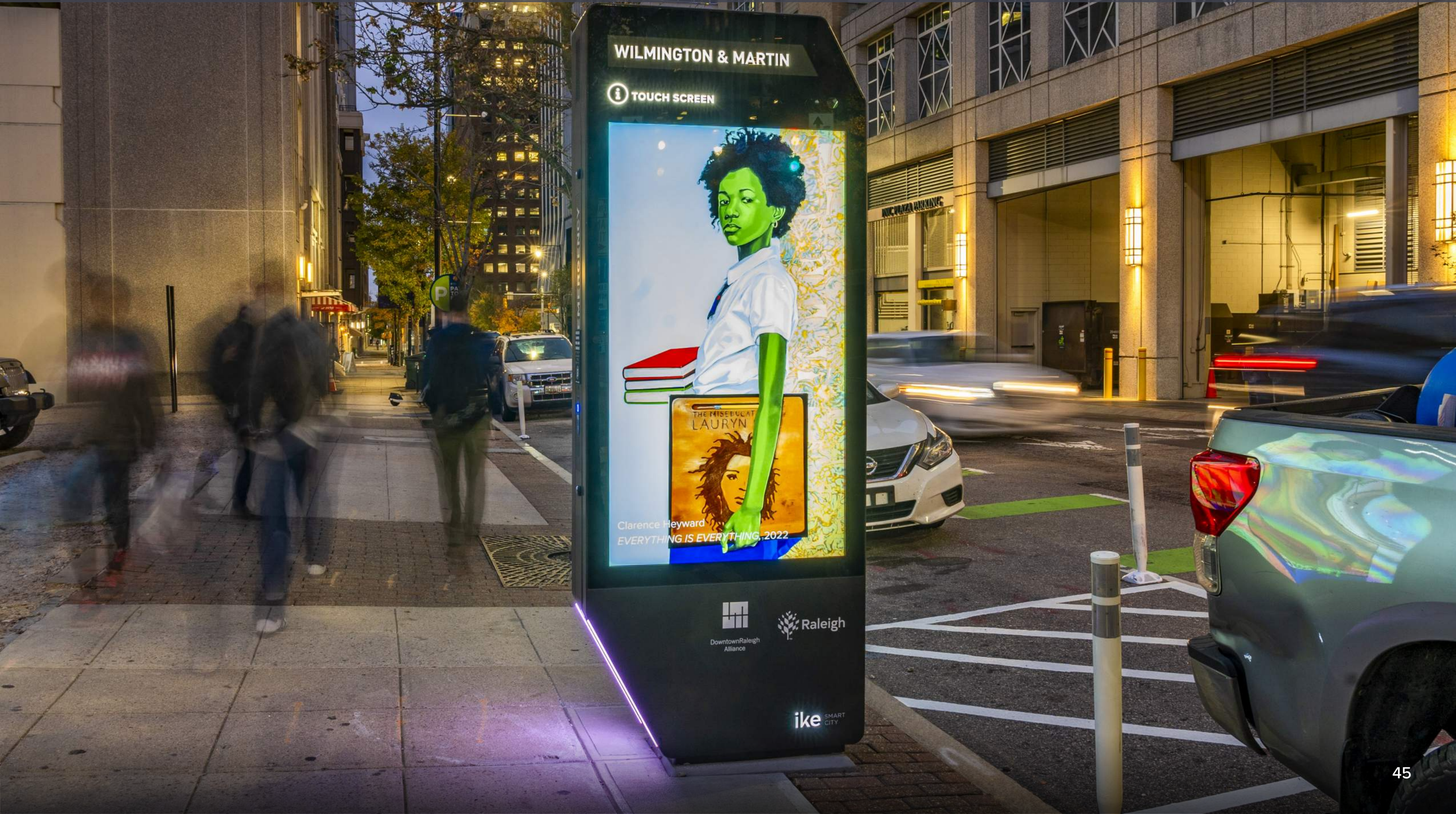
Before installing individual kiosks, Company shall submit to SDOT application materials evaluating consistency with all Location Guidelines outlined below and providing final location approval for the subject kiosk. Such application shall be submitted along with the construction permit documentation necessary to approve construction of the kiosk at the selected site.

The Location guidelines shall be as follows:

- 1) **SIP / SUUMP and Streets Illustrated:** Each kiosk location shall provide a Street Improvement Permit (SIP), or if more than one block is implicated a Utility Major permit (SUUMP), for review by the Seattle Department of Transportation (SDOT). The permit documents shall show that the kiosk installation will meet the following requirements:
 - a) Kiosk is located 18” minimum from face of curb and 12” minimum from pedestrian clear zone.
 - b) Kiosk and any associated equipment shall comply with the Americans with Disabilities Act (ADA).
 - c) Kiosk footing installation will not interfere with existing below-grade utilities.
 - d) Kiosk installation does not anticipate removal of existing street trees.
 - e) Kiosk has at least 3 feet clear ground space on both sides
 - f) Kiosk meets all other clearance requirements as documented in Seattle Streets Illustrated Street Right-Of-Way Improvements Manual.
- 2) **Transportation Technical Memorandum Guidelines:** Each kiosk location will comport with the Guidelines set forth in the Transportation Technical Memorandum as follows:
 - a) Avoid streets with speed limits above 25mph.

- b) Avoid locating kiosks on streets with unprotected painted bike lanes or sharrows.
 - c) Avoid areas where a driver’s attention needs to be elevated such as mid-block unsignalized crosswalks, horizontal curves, lane-drops or additions, and merge/weave areas..
 - d) Avoid documented high-collision intersections.
 - e) Do not locate Devices where they would impede motorist sight lines to traffic signals, stop signs, conflicting traffic movements, or pedestrian/bicycle movements.
 - f) Avoid streets with gradients over 8%.
- 3) **Seamless Seattle Coordination:** Based on coordination with Seamless Seattle, the following criteria shall be considered:
 - a) Avoid locating kiosks along the same block face as Seamless Seattle.
 - b) Kiosk may be located on the opposite side of the street or opposing side of an intersection to Seamless Seattle signs.
- 4) **Clutter Reduction:** kiosks shall remove redundant items (unused sign posts, broken furniture), poorly located essential items (street poles, bollards), and temporary items (items that can be moved). If items are proposed to be removed or re-located, applicant, in partnership with the city, must confirm ownership and entitlement or permitting restrictions affecting the element, and align on removal and replacement plan / location.
- 5) **Landmarks and Historic Districts:** Installation of kiosks is permitted within historic district(s) areas subject to the following. Any kiosk located on a parcel containing a designated historical resource or located within a designated historical district shall be submitted to the City’s Landmark staff for a conformance review with the City’s landmarks Preservation Board (SMC XXXX) and the U.S. Secretary of the Interior’s Standards. If a kiosk is located within a landmarked neighborhood district or special review, review shall also include conformance with the applicable provisions of the design guidelines of the district and provided that the prohibition on Multi-Media signage within the guidelines shall not apply to the kiosks.
- 6) **Shorelines:** Installation of kiosks is not proposed in the shoreline district, and an amendment to the Term Permit ordinance would be required if such locations are proposed in the future.

Public Benefits Review

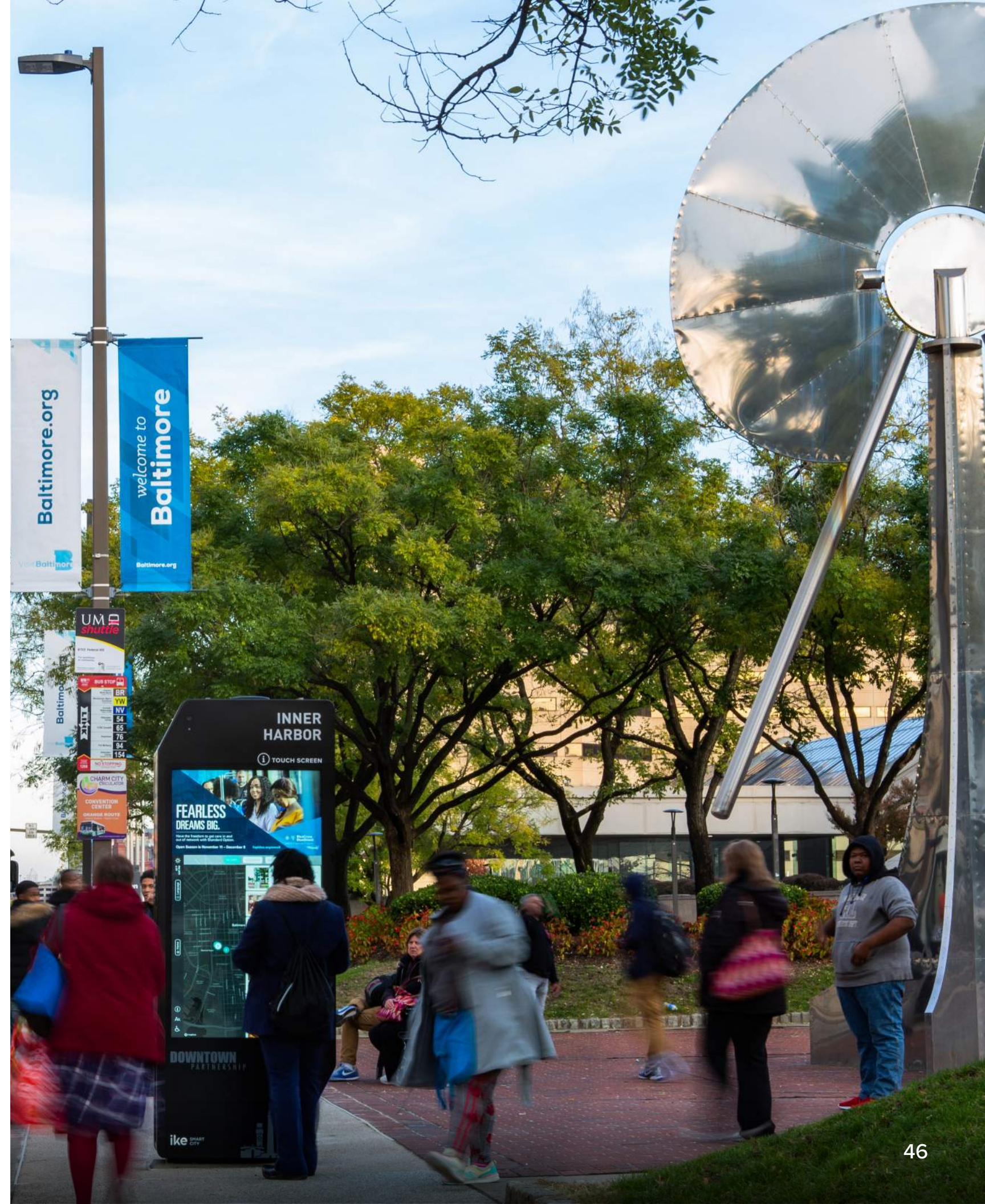


KIOSK PUBLIC BENEFITS

SMC 15.65.040.C

The public benefit mitigation elements provided by the proposal, to the extent required based on the nature of the structure.

- ▶ Promotion of local arts, culture, and community events
- ▶ Economic development through promotion of local businesses
- ▶ Public safety, city messaging, and emergency notifications
- ▶ Community messaging
- ▶ Interactive wayfinding coordinated with Seamless Seattle
- ▶ Revenue generation to support DSA initiatives
- ▶ Free wi-fi
- ▶ Public art program



PROMOTION OF LOCAL ARTS, CULTURE, AND COMMUNITY EVENTS

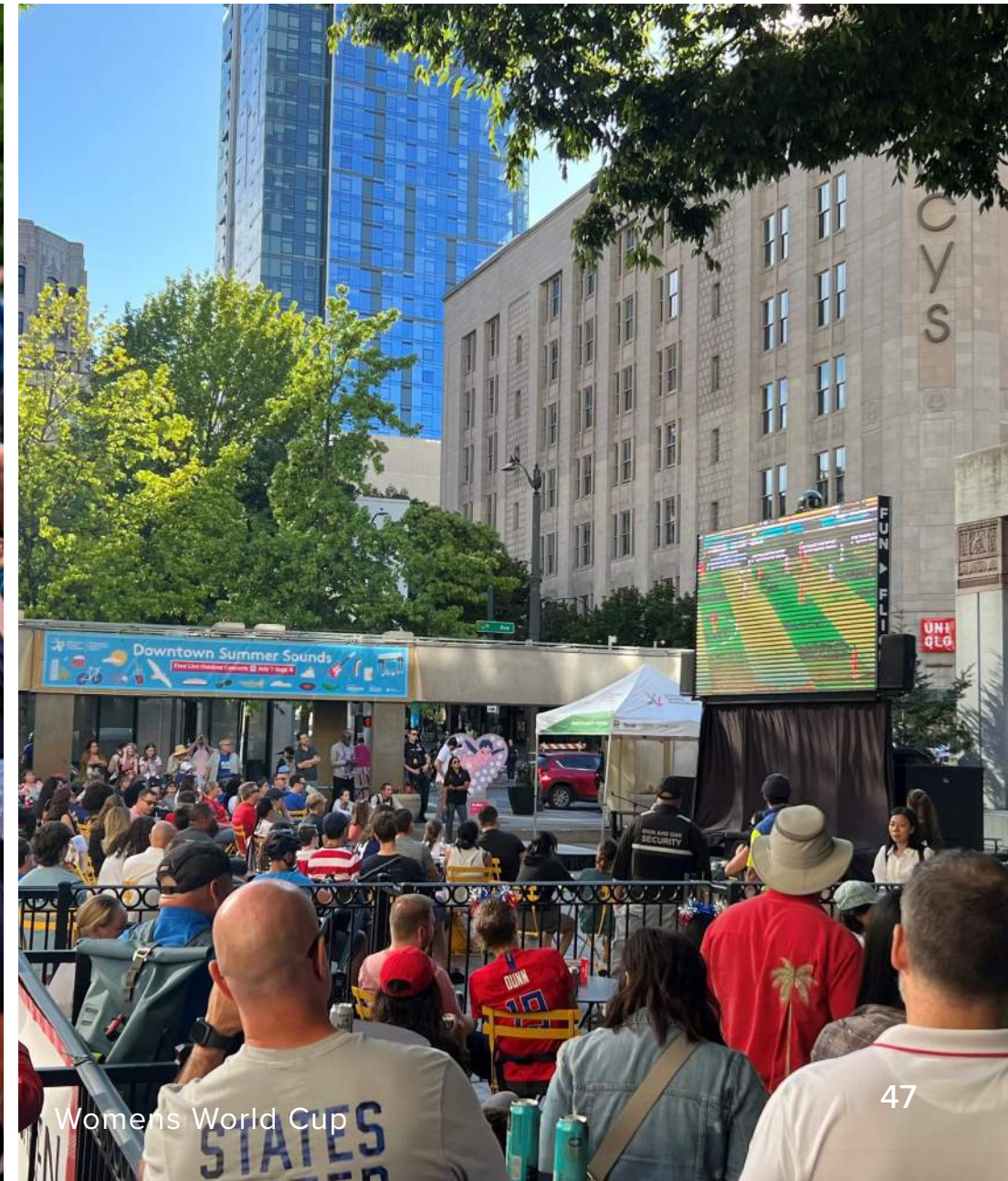
- ▶ DSA and the City can use the kiosks at no cost to promote local events and programming such as:
 - Downtown Summer Sounds concert series
 - SeaFair
 - Parades
 - Neighborhood street fairs



U District Street Fair



Torchlight Parade



Womens World Cup

ECONOMIC DEVELOPMENT THROUGH PROMOTION OF LOCAL BUSINESSES

- ▶ Kiosks feature nearby businesses in mapping and search applications.
- ▶ Directory listings within each kiosk are geo-located and are populated based on proximity to the kiosk, not on sponsorship.
- ▶ Each kiosk provides directory listings of local businesses and organizations at no cost



PUBLIC SAFETY, CITY MESSAGING, AND EMERGENCY NOTIFICATIONS

- ▶ Kiosks display public safety and emergency warnings immediately when issued by the City.
- ▶ Kiosks are equipped with an emergency call button that dials 911 directly when activated.
- ▶ Promotion of winter shelter beds during inclement weather.



COMMUNITY MESSAGING

- ▶ DSA and IKE will coordinate display of local community messaging related to local non-profits, neighborhood councils, BIAs, etc.
- ▶ DSA and IKE can also partner with appropriate city departments to coordinate community messaging efforts.
- ▶ Curated applications and mapping can highlight and provide information on walks, local points of interests, parks, public art, landmarks, etc. Coordinated with Seamless Seattle wayfinding signs.



Pike Place Market



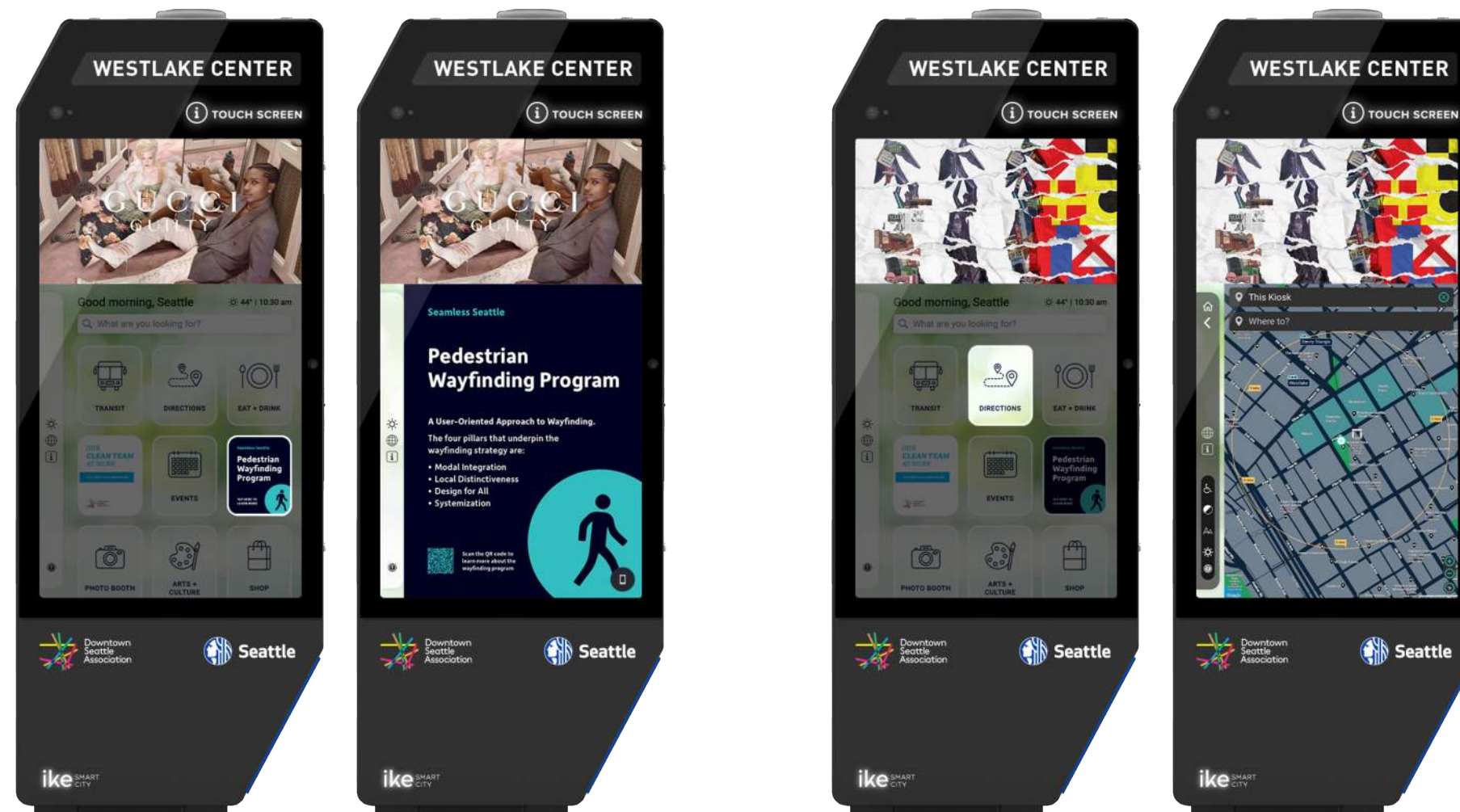
Westlake Park



Ballard Locks

INTERACTIVE WAYFINDING COORDINATED WITH SEAMLESS SEATTLE

- ▶ DSA and IKE are coordinating directly with Seamless Seattle to provide the city with a cohesive wayfinding structure via kiosk placement and screen content.
 - Kiosks provide wayfinding on block frontages where Seamless Seattle has no signs, filling gaps in the wayfinding program.
 - Kiosk maps are aligned with the visual and naming conventions of Seamless Seattle signs to provide seamless integration and clarity across the two programs.
- ▶ Content is easily updated and kept current as the downtown landscape evolves.



REVENUE TO SUPPORT DSA AND BIA INITIATIVES

- ▶ DSA will use revenues generated from the sale of advertising on the kiosks to invest back into community for ongoing downtown and BIA improvements and programming.
- ▶ An estimated \$1.1m annual revenue may be used to expand sidewalk cleaning, beautification, activation and events in downtown.
- ▶ Investments will be recommended through the annual proposed MID budget and workplace and reviewed by an advisory board and the City.



Sidewalk cleaning



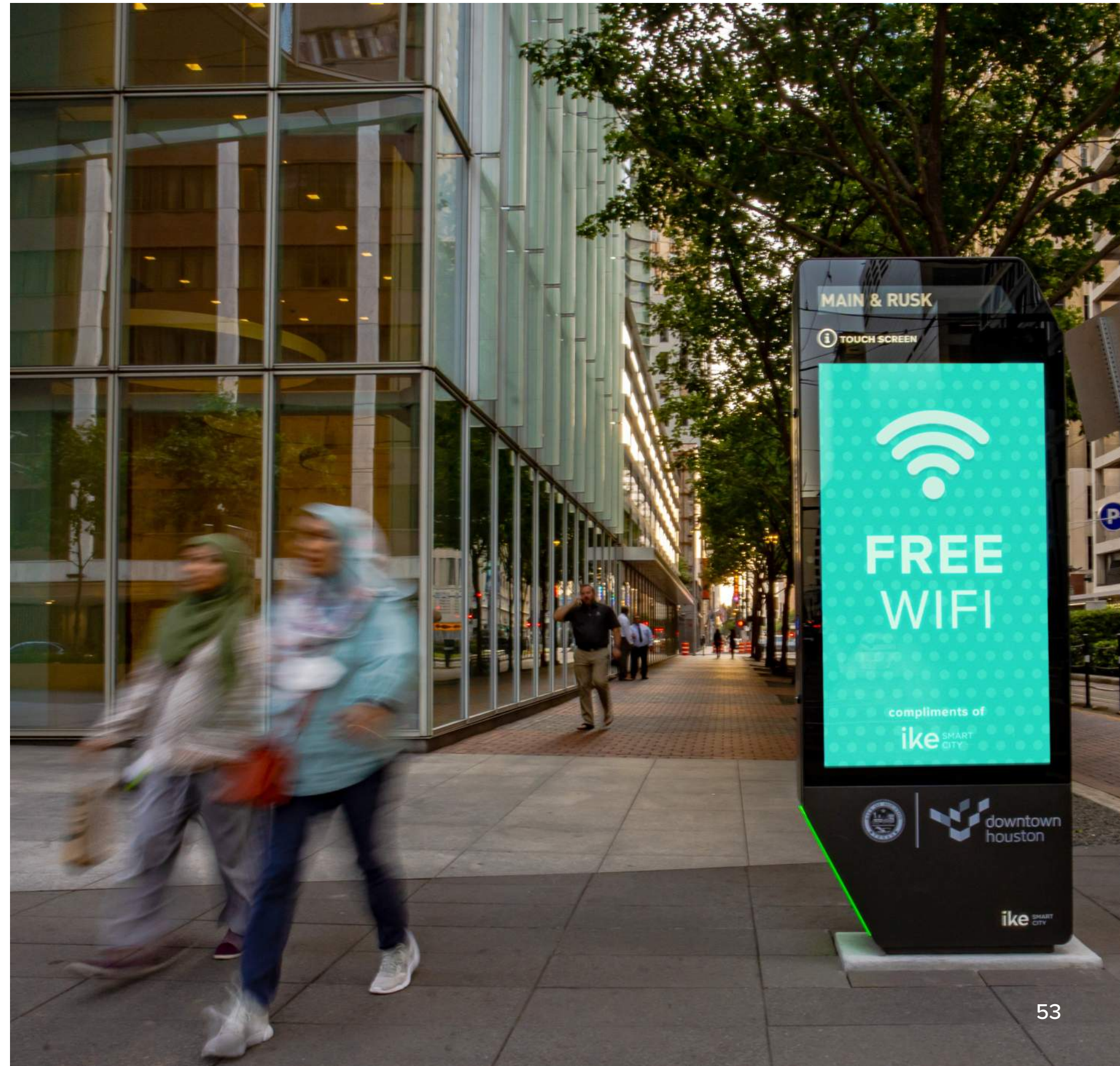
Activation - Food Truck Fest



Beautification

FREE WI-FI

- ▶ Each kiosk is equipped with free wi-fi, further providing equitable access to city information and resources



PUBLIC ART

DSA DIGITAL PUBLIC ART PROGRAM

- ▶ DSA to manage the program with advisory support from IKE/OBM.
- ▶ Third party curator will be engaged to support DSA. A new curator will be engaged annually for peer to peer engagement.
- ▶ Pine Street Plaza case study.
- ▶ Advisory and artist selection committee will consist of DSA, IKE, and local arts organizations. They will meet quarterly to discuss artist selections, themes and coordination with national opportunities and themes managed by IKE.
- ▶ Artist honorarium will be a min. of \$500 and reviewed annually.
- ▶ Artist letter of agreement will include VARA waiver.



McGraw Square art installations managed by DSA

PUBLIC ART

PINE STREET PLAZA CASE STUDY

- ▶ DSA/MID's Plaza Gallery Project was developed as a mobile art installation to enliven public spaces downtown.
- ▶ In partnership with a local curator, DSA worked with and provided stipends to seven local artists to reproduce their work onto printed vinyl which were displayed on custom-fabricated frames.
- ▶ This method allowed the artists to show their creativity and culture in a public setting and at a scale that wasn't possible through the original medium.



Pine Street Plaza art installations managed by DSA

PUBLIC ART

EXAMPLE ARTIST STATEMENT

VIA ELECTRONIC MAIL

Date

Artist Name

Re: Letter Agreement – (the “Artwork/Ad”)

IKE Smart City Digital Kiosk located in Seattle (the “Kiosks”)

IKE Smart City (“IKE”) owns and operates a network of digital kiosks in Seattle, WA., The Artwork/ Ad featured obtained from [Artist Name] has the necessary licenses to display the Artwork on the IKE digital kiosk in the metropolitan area listed above.

IKE and [Artist Name] desire to execute this letter of agreement to memorialize the parties’ agreement for IKE to donate time on the kiosk for the display of the Artwork. [Artist Name] hereby grants a license to IKE to display the Artwork/Ad on the Kiosk during the period beginning on [start date] and expiring on [end date] (the “Display Period”), at such times and for such length of duration as determined by IKE, in its sole discretion. [Artist Name] acknowledges that, during the Display Term, the Artwork/Ad will be displayed on the Signs at periodically occurring intervals and in between displays of advertisements on the Signs. The aforementioned license shall include the right of IKE to photograph the Signs containing images of the Artwork/Ad and the perpetual right to use such images in corporate promotional materials for IKE. [Artist Name] shall provide a digital copy of the Artwork/Ad available to IKE for initial launch on or before [date].

This letter of agreement does not confer on IKE any ownership interest in the Artwork and merely grants a license to display the Artwork on the Kiosks as contemplated hereby. IKE shall not use, sell, or otherwise transfer, reproduce, or permit the reproduction of the Artwork/Ad (other than such reproductions as may be necessary to allow the Artwork/Ad to be displayed on the Kiosk), without the prior written consent of [Artist Name]. Compensation for this partnership is [dollar amount].

Except for the licenses expressly granted to OBM in this Agreement, IKE Smart City acknowledges and agrees that Artist owns the copyright in and to the Work and the Derivative Work. IKE and Owner acknowledge and agree that to the extent the Derivative Work is considered to be a work of visual art under the visual Artists Rights Act of 1990, 17 U.S.C. § 106A (“VARA”), Artist shall be the author of the Derivative Work and hereby waives any and all rights afforded to the author under VARA.

Please Sign below confirming your agreement to the terms set forth in this letter agreement and return a signed copy to the undersigned at cfavor@obm.com. Thank you.

Sincerely,

Orange Barrel Media +
IKE Smart City
250 North
Hartford Ave.
Columbus, Ohio 43222

By: Corey Favor
Authorized Representative

By signing below, [Artist Name] hereby grants a license to IKE for the display of the Artwork/Ad on the Signs as contemplated hereby. [Artist Name] further represents that it has the authority and right to grant the licenses and rights hereby granted to IKE and shall indemnify IKE from and against any and all claims for infringement or other violation of any intellectual property or other personal or proprietary rights of any person or entity resulting from the display of the Artwork/Ad on the Signs by IKE or use of photographs of the Signs contain images of the Artwork/Ad in accordance with the terms of this letter agreement. [Artist Name] agrees that electronic signatures on this letter agreement shall be binding and enforceable against the parties.

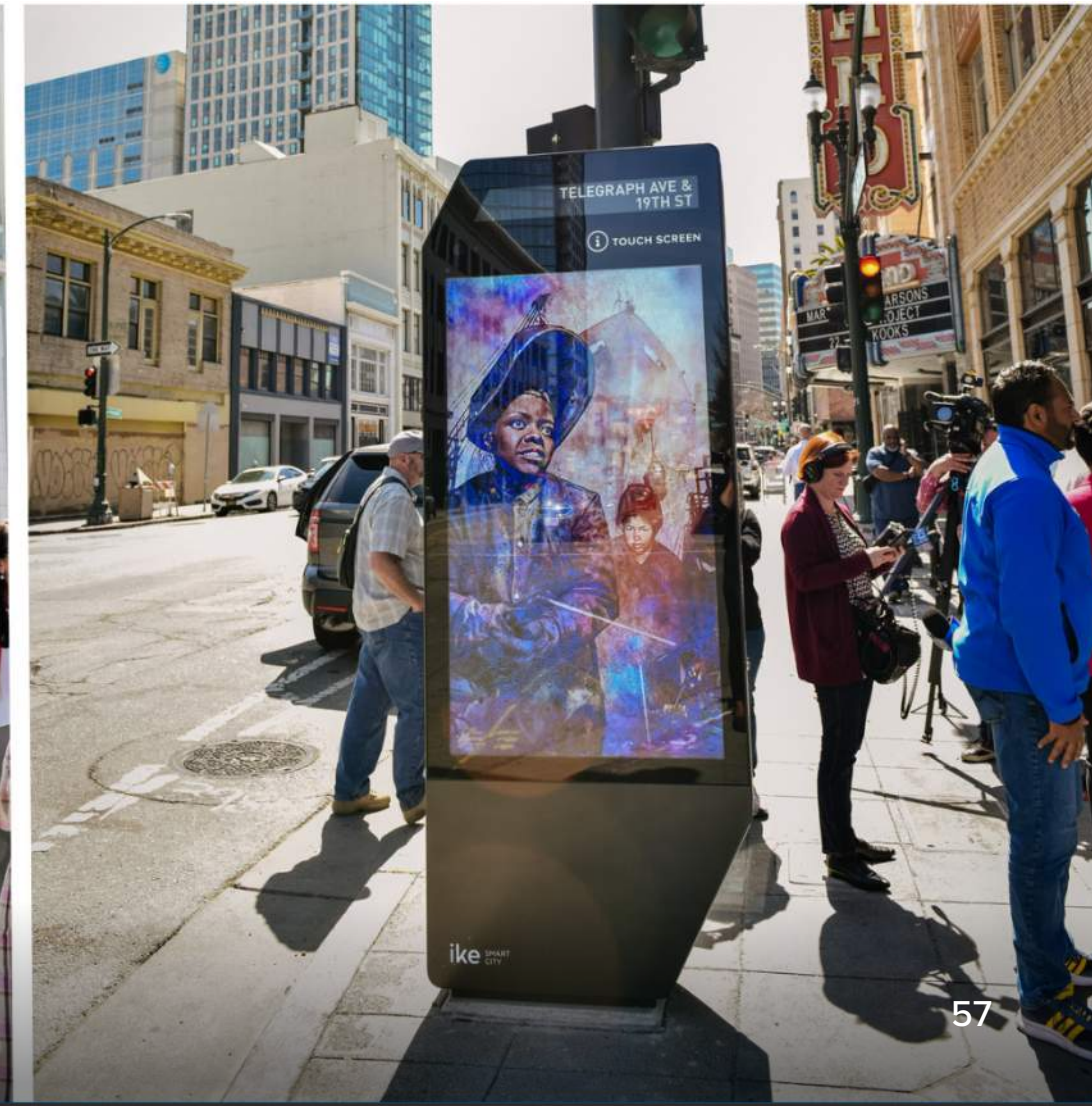
Signature _____
[Artist Name]

Date: _____

CASE STUDY - CITY OF OAKLAND IKE LAUNCH

OAKLAND LOCAL ARTISTS

In 2024, IKE Smart City expanded to Oakland, California. Collaborating with Pt.2 Gallery, Joyce Gordon Gallery, and Black Arts Movement Business District (BAMBD), our Community Engagement Team curated artists for showcasing on IKE displays. Sadie Barnette, David Graves, Isaac Vazquez Avila, and Ryan Whelan were commissioned to create artwork for the displays ahead of our major launch event. Elected officials from the City of Oakland, community partners, Oakland Museum of California, and Oakland BID Alliance participated in the event.



CASE STUDY - DOWNTOWN PARTNERSHIP OF BALTIMORE

ART OF BALTIMORE

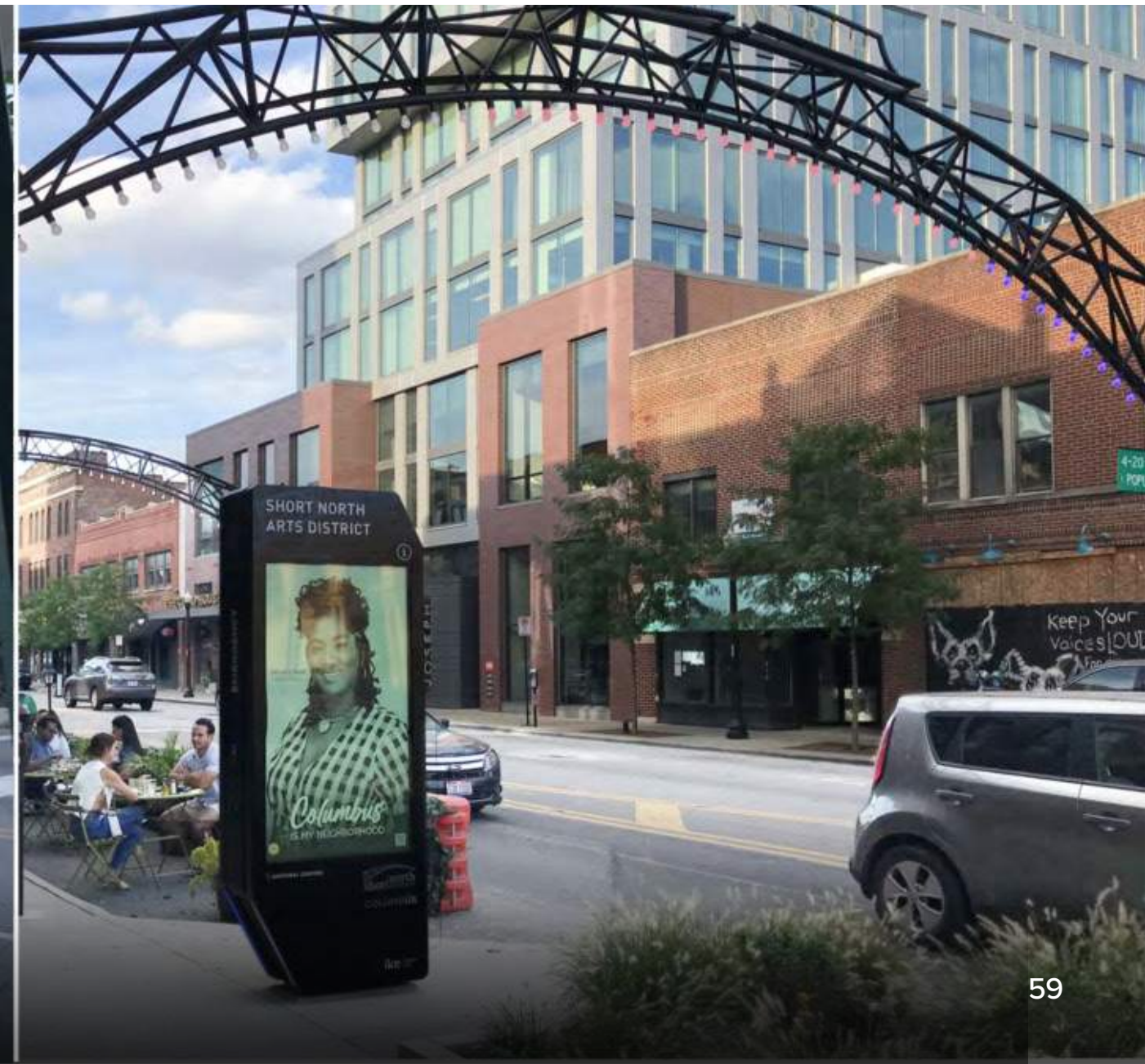
“Art of Baltimore” is a digital campaign initiated by the Downtown Partnership of Baltimore (DPOB), in collaboration with Maryland Art Place and the BROMO Arts & Entertainment District. This campaign showcases the creative work of local artists in various original mediums, all presented in digital formats. The primary goal of this campaign is to enhance the visibility of local artists within the community and promote art that conveys uplifting and positive messages. The campaign was originally launched during the peak of the Covid-19 pandemic to infuse art and beauty into DPOBs content across various platforms. IKE Smart City is a proud partner in this endeavor. We dedicate time on our IKE’s in Baltimore to display the artwork of local artists throughout the 15-week campaign. Additionally, we work closely with DPOB to create and share social media posts, providing these talented artists with even more digital exposure.



CASE STUDY - COLUMBUS IS MY NEIGHBORHOOD

COLUMBUS, OHIO

Developed a content partnership with Columbus, OH based organization Neighborhood Design Center. The Columbus is My Neighborhood Project celebrated individuals and their stories through a digital public art featured on IKE. Portraits and interviews highlighted the community Commitment of neighborhood leaders, offering a face and identity to activities that are often behind the scenes and hidden from public view.



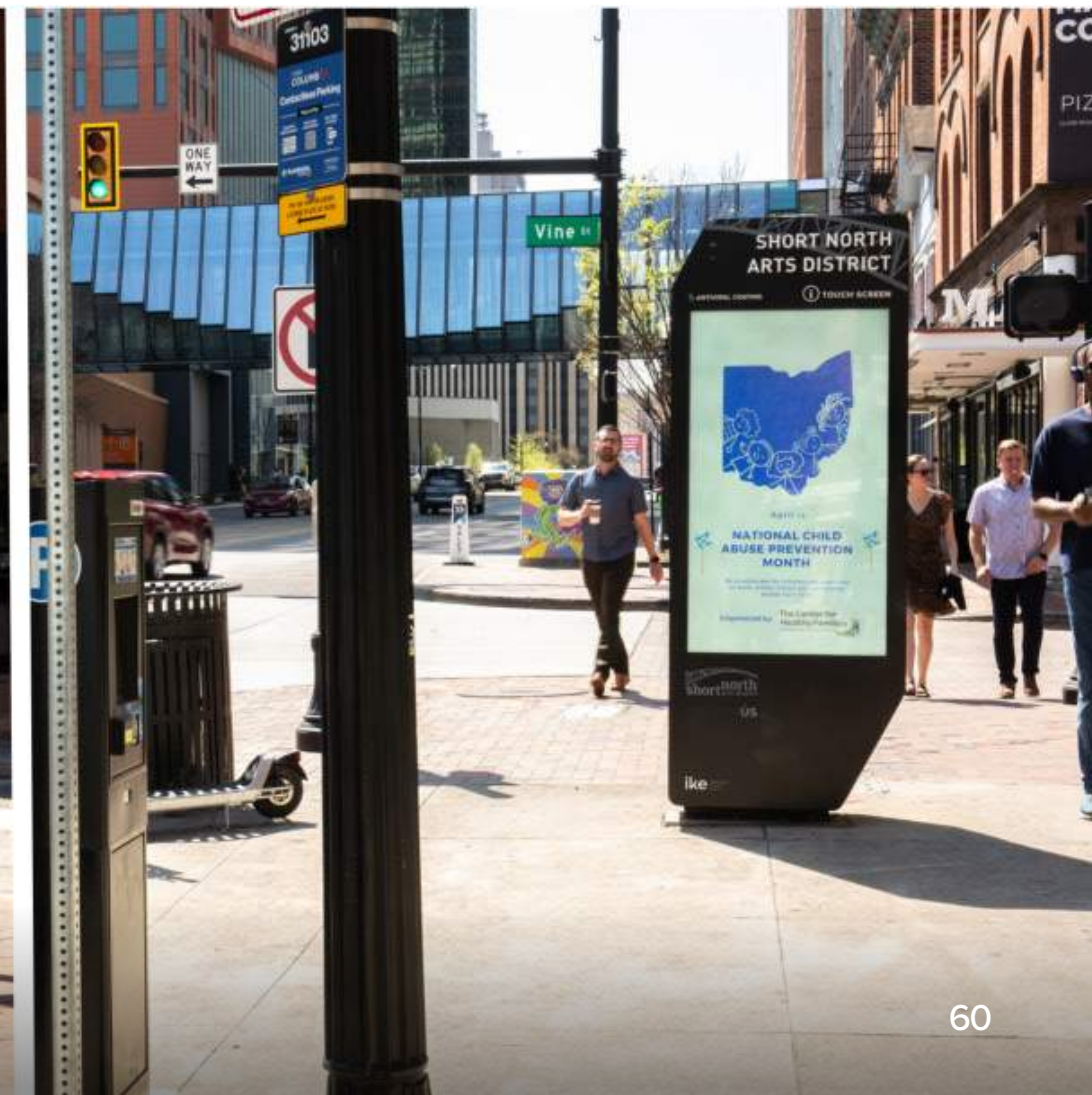
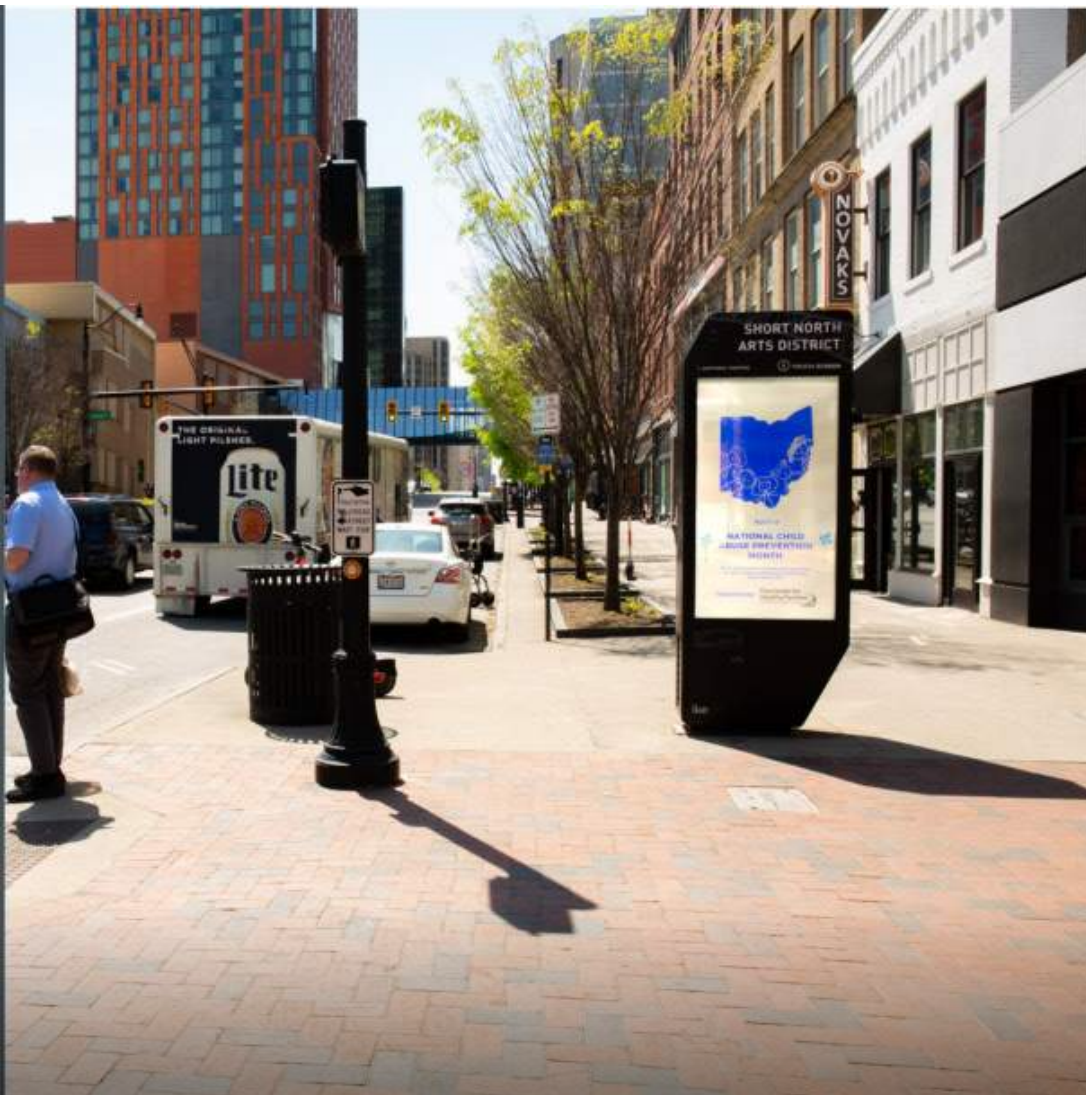
CASE STUDY - CENTER FOR HEALTHY FAMILIES

CHILD ABUSE MONTH

National Child Abuse Prevention Month in April is a vital time for raising awareness about the collective responsibility of families and communities in preventing child abuse and neglect. Collaborative efforts between organizations like the Center for Healthy Families and others in Franklin County are crucial in developing prevention services and supports. These initiatives aim to empower parents, caregivers, and communities to safeguard children and reinforce family bonds.

During this month, the Center for Healthy Families and partnering agencies in Franklin County hosted a series of events dedicated to engaging and educating the public on child abuse prevention. As part of this endeavor, they collaborated with us to showcase National Child Abuse Prevention PSAs on IKE screens across our Columbus network.

By actively participating in these educational initiatives and fostering collaboration, we contribute to the ongoing effort of maintaining a focus on prevention year-round. Together, we can create safer communities where every child has the opportunity to thrive.

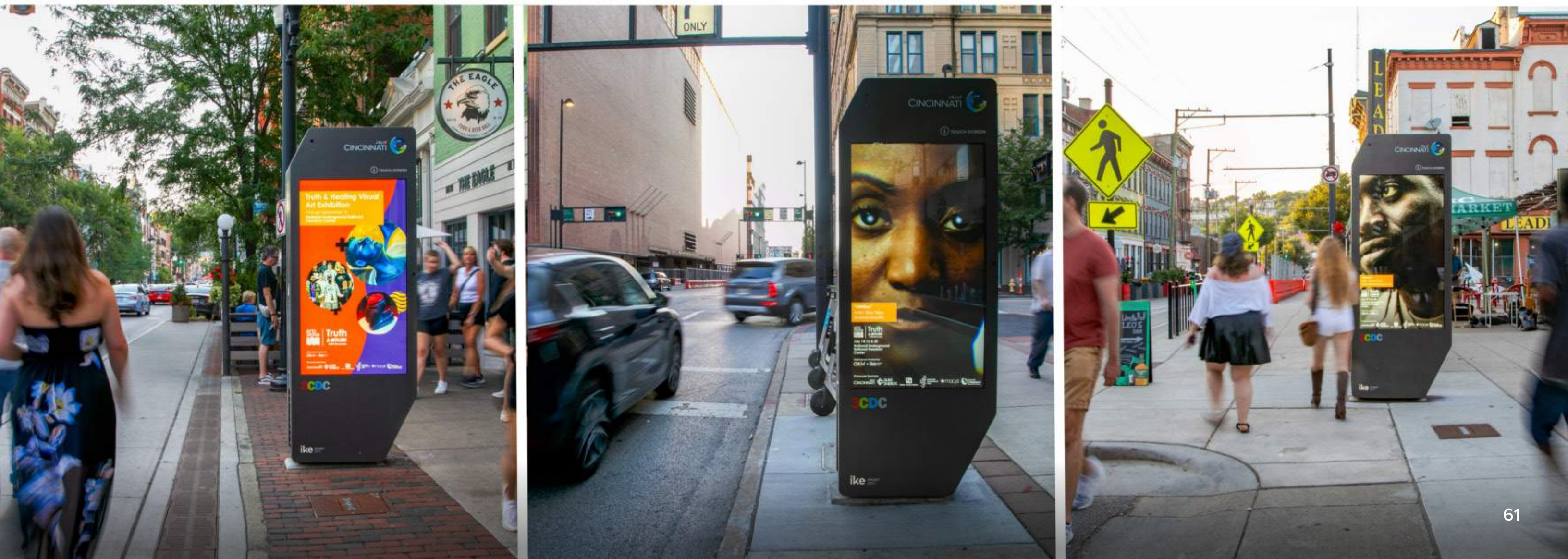


CASE STUDY - ARTSWAVE

TRUTH & HEALING ARTIST SHOWCASE

The Truth and Healing Artist Showcase displayed the works of 18 local artists as part of ArtsWave's Black and Brown Artist Program. The exhibit was hosted at the National Underground Railroad Freedom Center from July to September 2023.

IKE Smart City proudly sponsored this showcase and dedicated space on our IKE's in Cincinnati to feature the artwork of these 18 talented artists. On July 14, a special digital exhibition tour provided uninterrupted exposure to the artwork. This unique event offered an exclusive opportunity for ArtsWave's dedicated supporters, board members, and the local community to view the artwork and join in celebrating the exhibition and the artists.

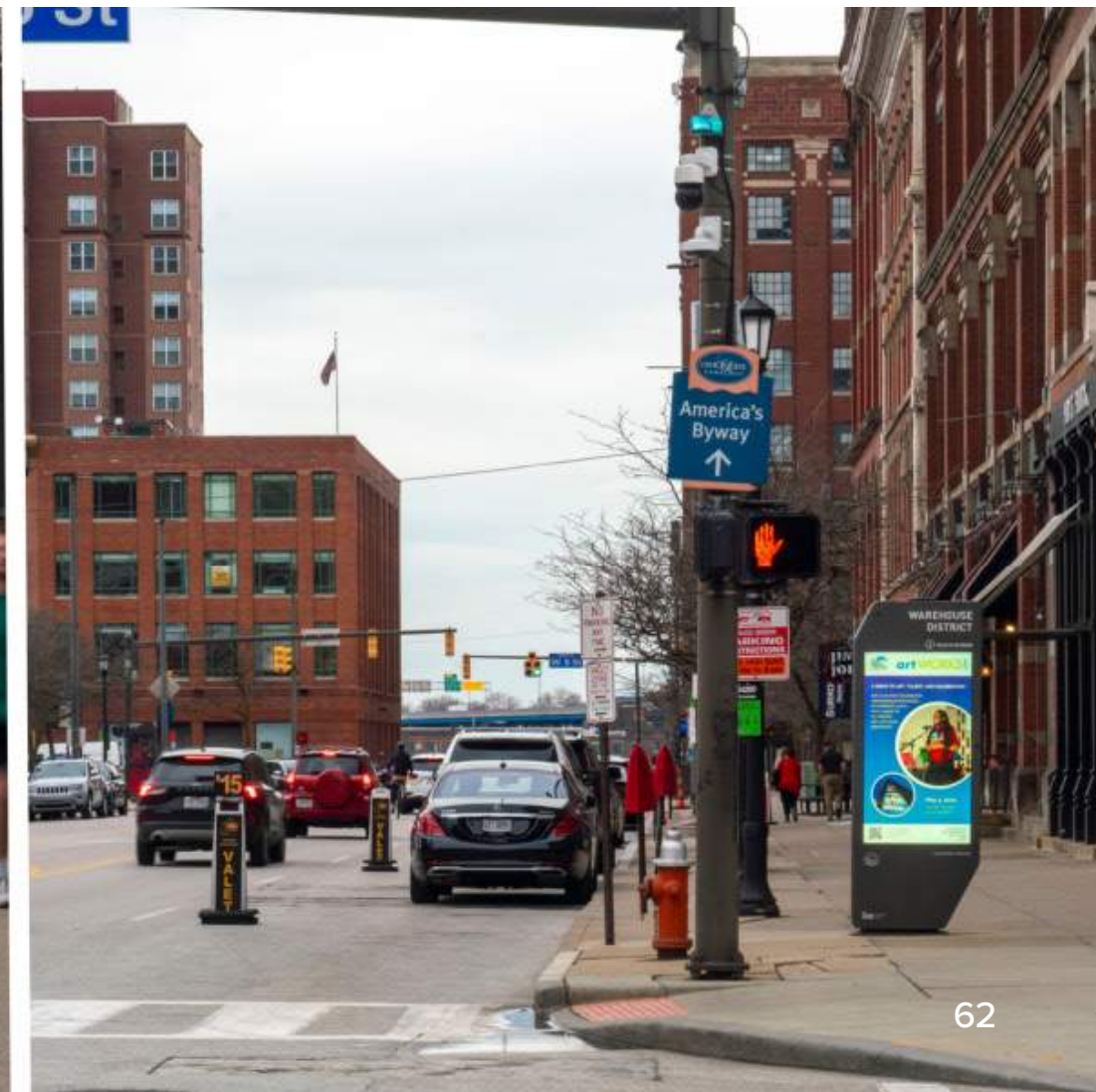


CASE STUDY - ARTWORKS

ARTWORKS LIVE!

ArtWorks, an arts education and workforce development program based in Cleveland, Ohio, caters to high school students in grades 10 through 12. As the program's pinnacle event, ArtWorks Live! showcases the impressive achievements of its 40 teen apprentices. This vibrant occasion invites families, friends, and the wider community to engage with interactive displays, fostering an entrepreneurial spirit through a student market where a diverse range of student creations is showcased alongside captivating presentations and galleries.

In support of ArtWorks and its flagship event, IKE Smart City proudly served as a media sponsor, enhancing the program's visibility. Leveraging our IKE's throughout Cleveland, we provided in-kind media time to announce and promote ArtWorks Live! at MOCACleveland. This collaboration provided an invaluable platform for the community to recognize and celebrate the talented youth involved in the program.



NEXT STEPS

- ▶ Identify key issues for July 18th recommendation meeting
- ▶ Continue public outreach
- ▶ SDOT review of Transportation Technical Memo
- ▶ SDOT review of Aesthetics Study
- ▶ Council briefing



Thank you

PROJECT TEAM

- ▶ DSA
- ▶ IKE Smart City
- ▶ HCMP
- ▶ Site Workshop
- ▶ Heffron Transportation Inc
- ▶ Natalie Quick Consulting
- ▶ Pacific Public Affairs
- ▶ INSA Consulting

[IKEsmartcity.com](https://ike-smartcity.com)