



waterfront
WAYFINDING
MASTERPLAN

WAYFINDING ON THE WATERFRONT SYMBOLS, SIGNS & IDENTITY

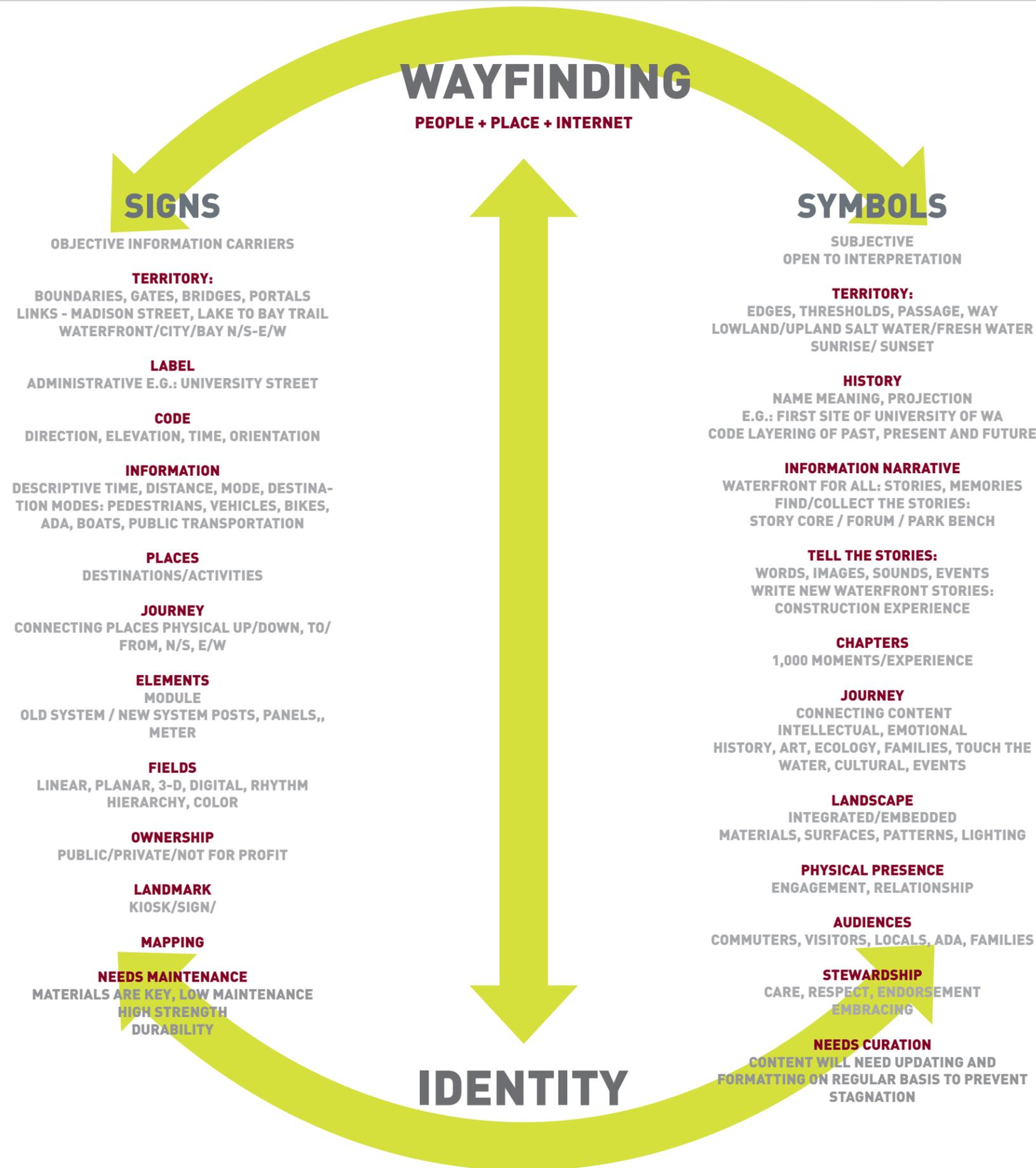
APPROACH

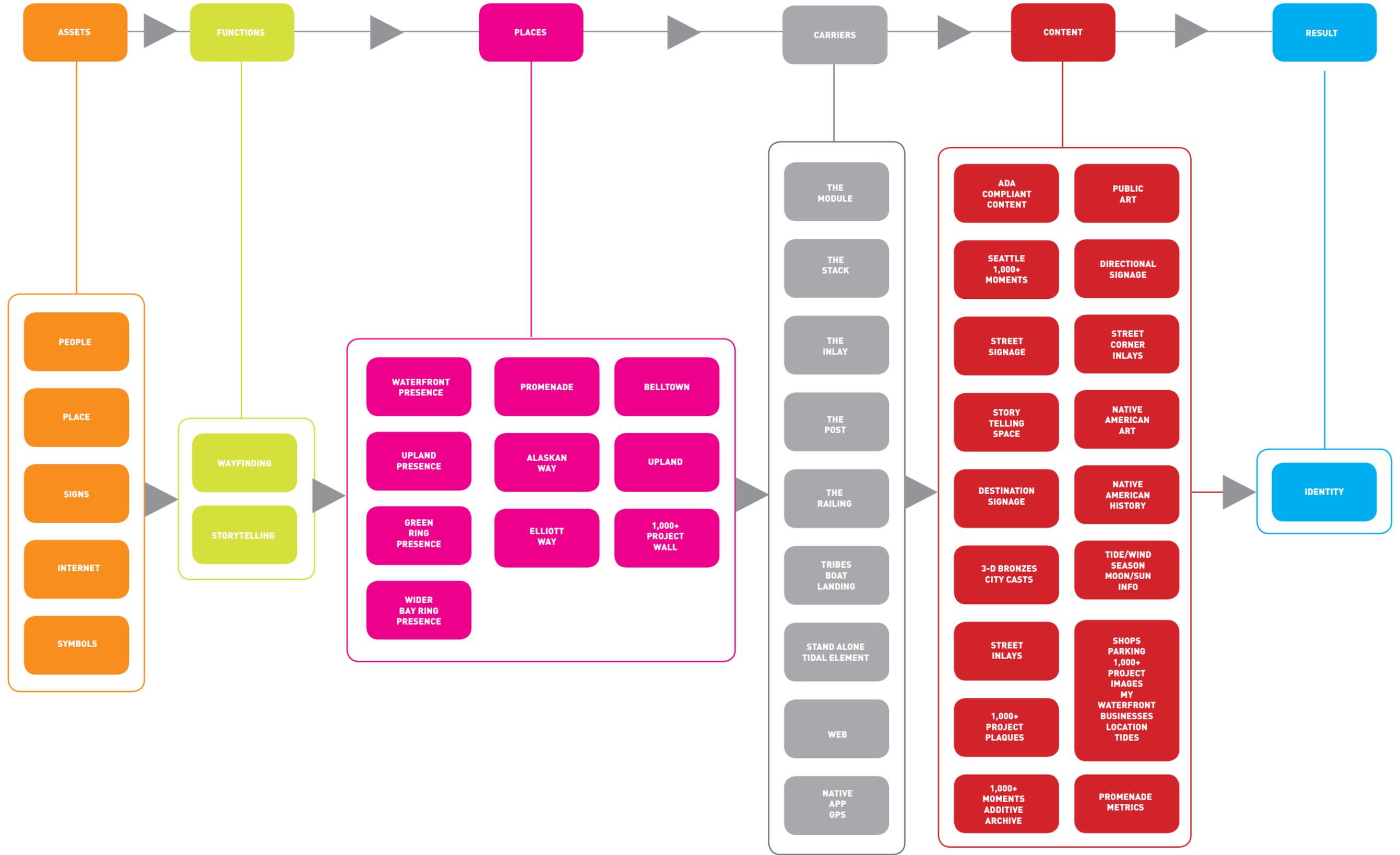
*“Axioms that help us focus on
the approach to a new wayfinding
system for the Seattle Waterfront.”*

PEOPLE + PLACE = CULTURE

CULTURE + SIGN + SYMBOL
=
IDENTITY

“Signs are objective, symbols are subjective. Good wayfinding should find ways to combine the two.”







ASSETS

FUNCTIONS

*“Wayfinding is the process by
which the possible is made visible.”*



“We wish to reflect the dynamic of Seattle in the wayfinding scheme by reflecting personal and individual stories, and those of the City as an entity made of many diverse parts. Part of this process is about allowing the people to be part of the process. That’s about ownership.”

PLACES



THE SHAPE OF THE PROJECT

*What is the shape of the waterfront?
A permeable, movable border defined by
the wayfinding project, where wayposts
and symbolic and signage elements
combine to define a space.*

PLACES



“An example of stretching the boundary. Use Madison as a bridge. Occupying the upland in this way reconnects and rebalances the waterfront with other areas in the city creating a potentially valuable physical and symbolic link between the two bodies of water.”

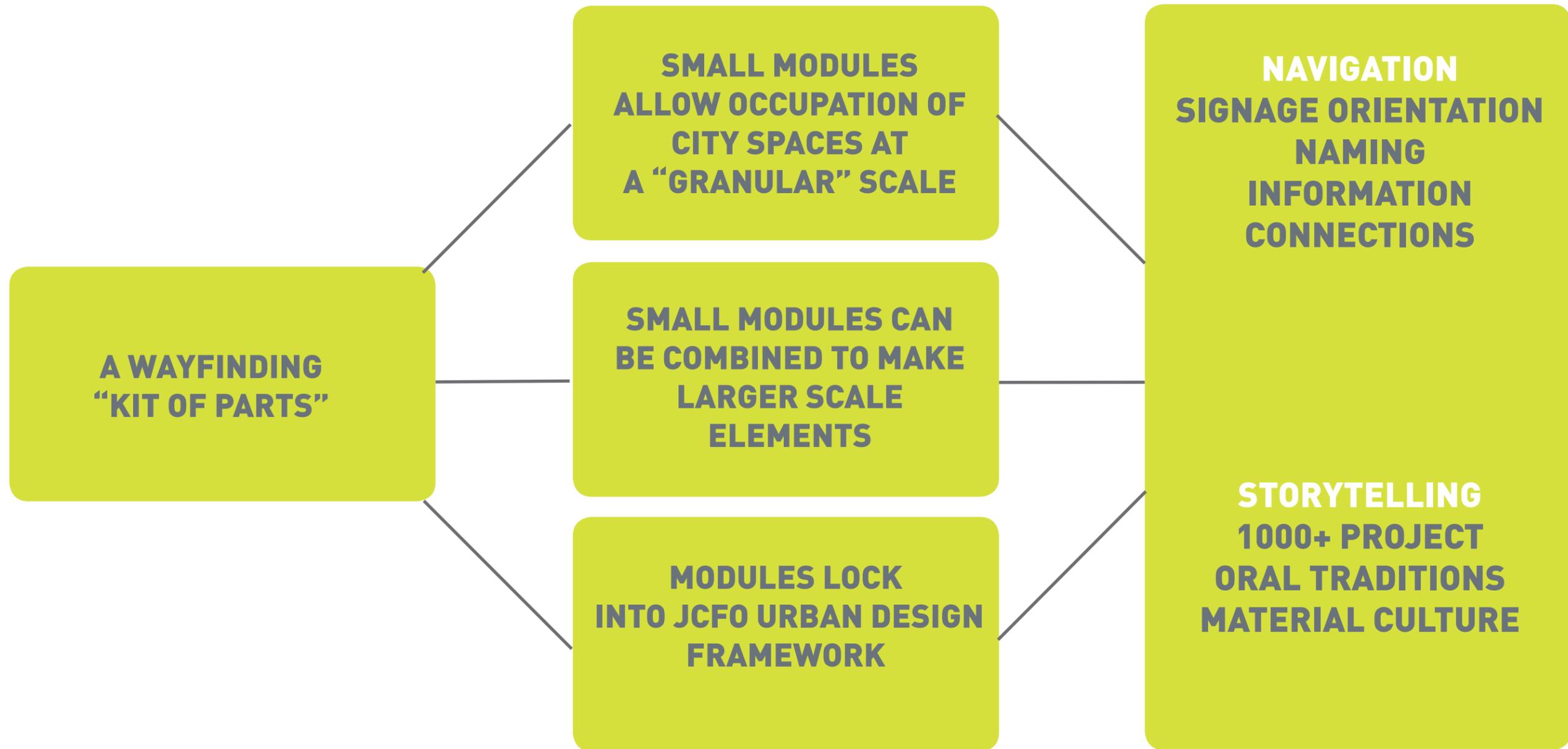


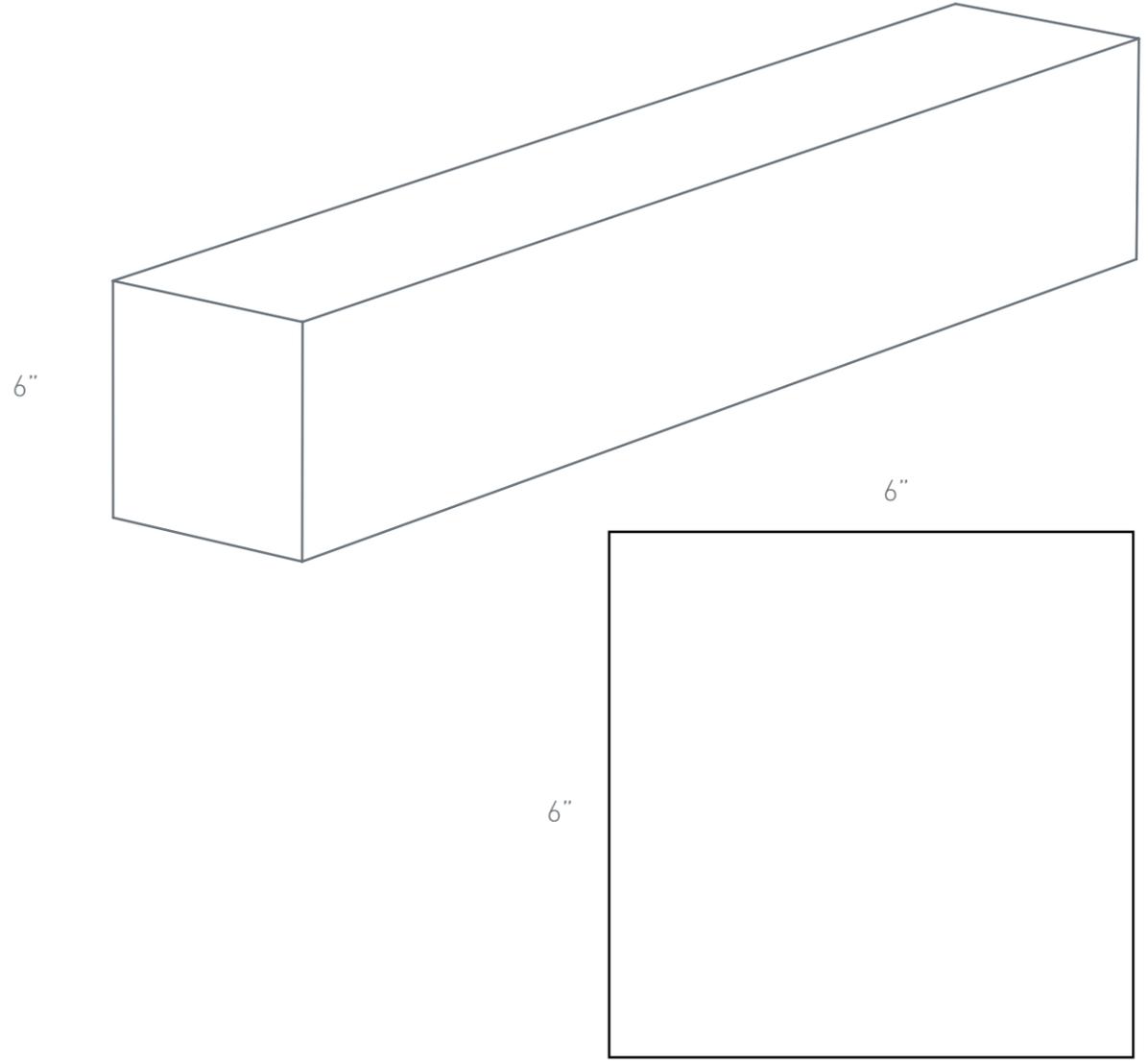
2.7 CABLES = 1,944 FEET = 3.7 MILES – KEEP GOING UP MADISON FOR LAKE WASHINGTON. ONLY 4 MILES.

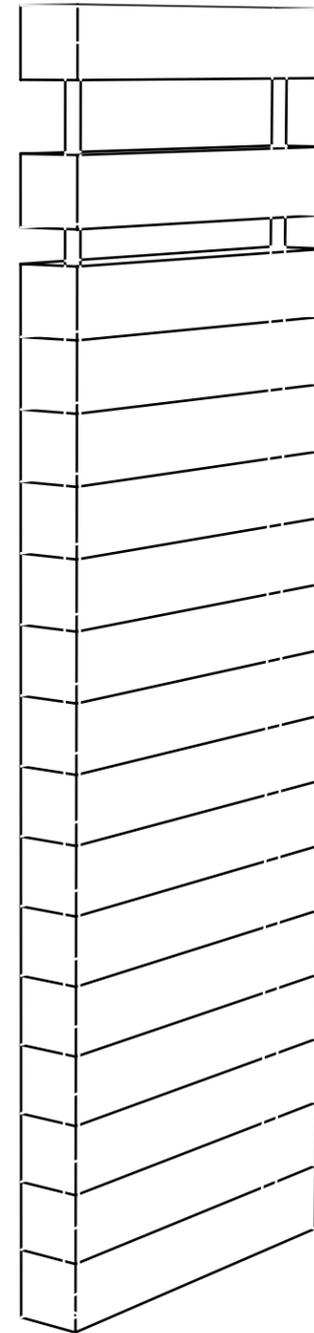
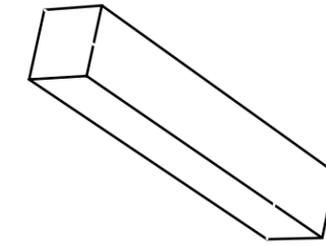
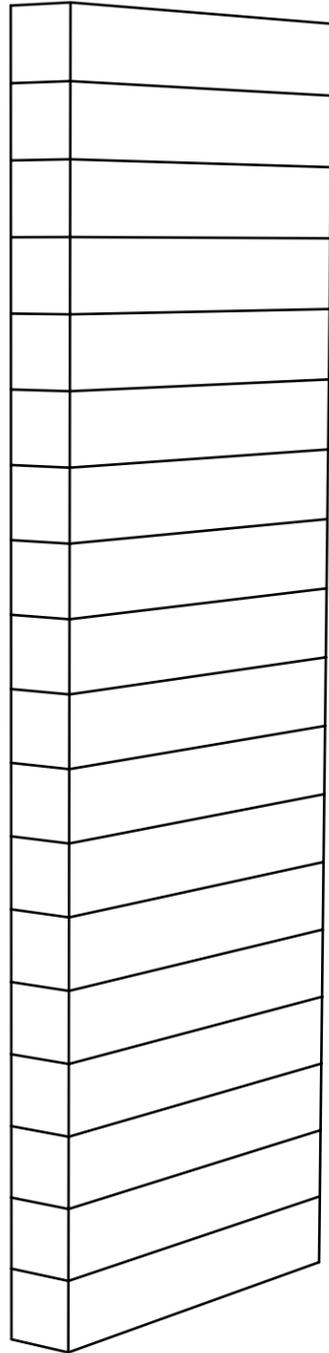
A MODULAR SYSTEM

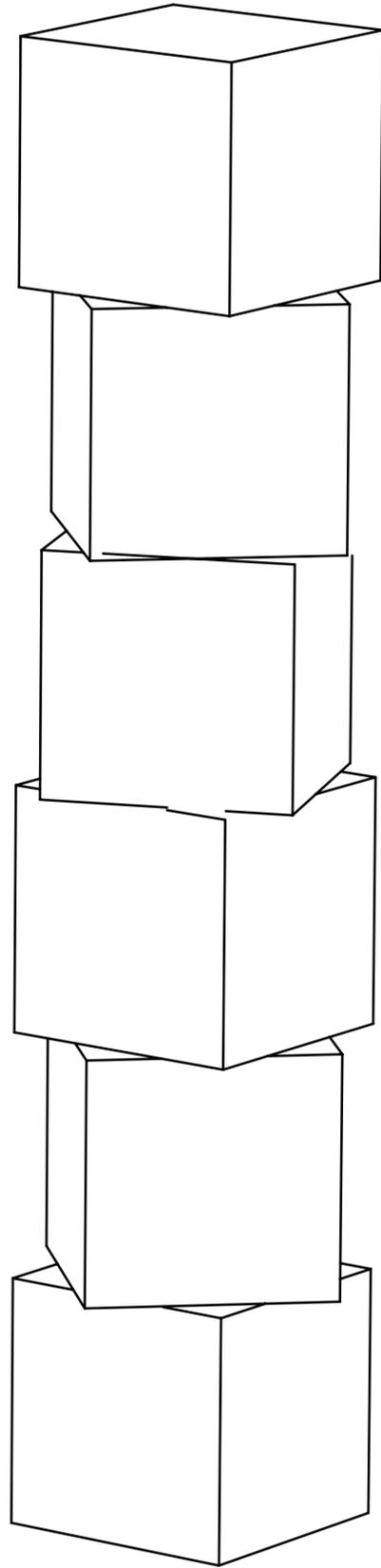
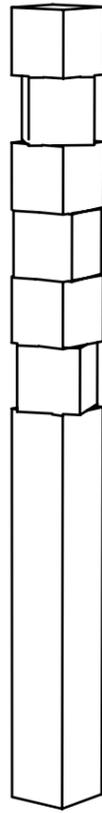
“A modular approach to the wayfinding system. A kit of parts to frame and hold the signs and symbols.

This simple “building block” approach allows us to vary the materials with which we construct the new matrix.”

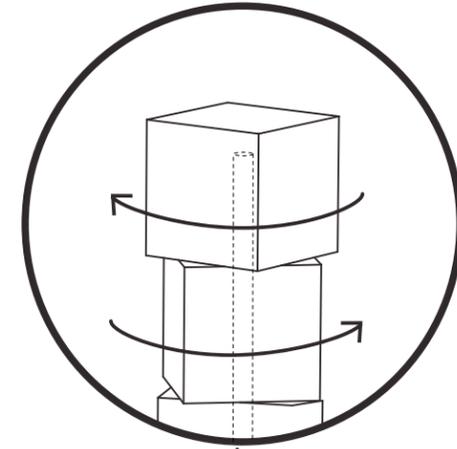
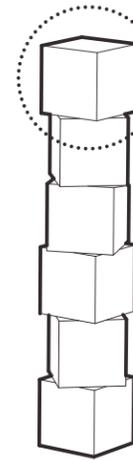




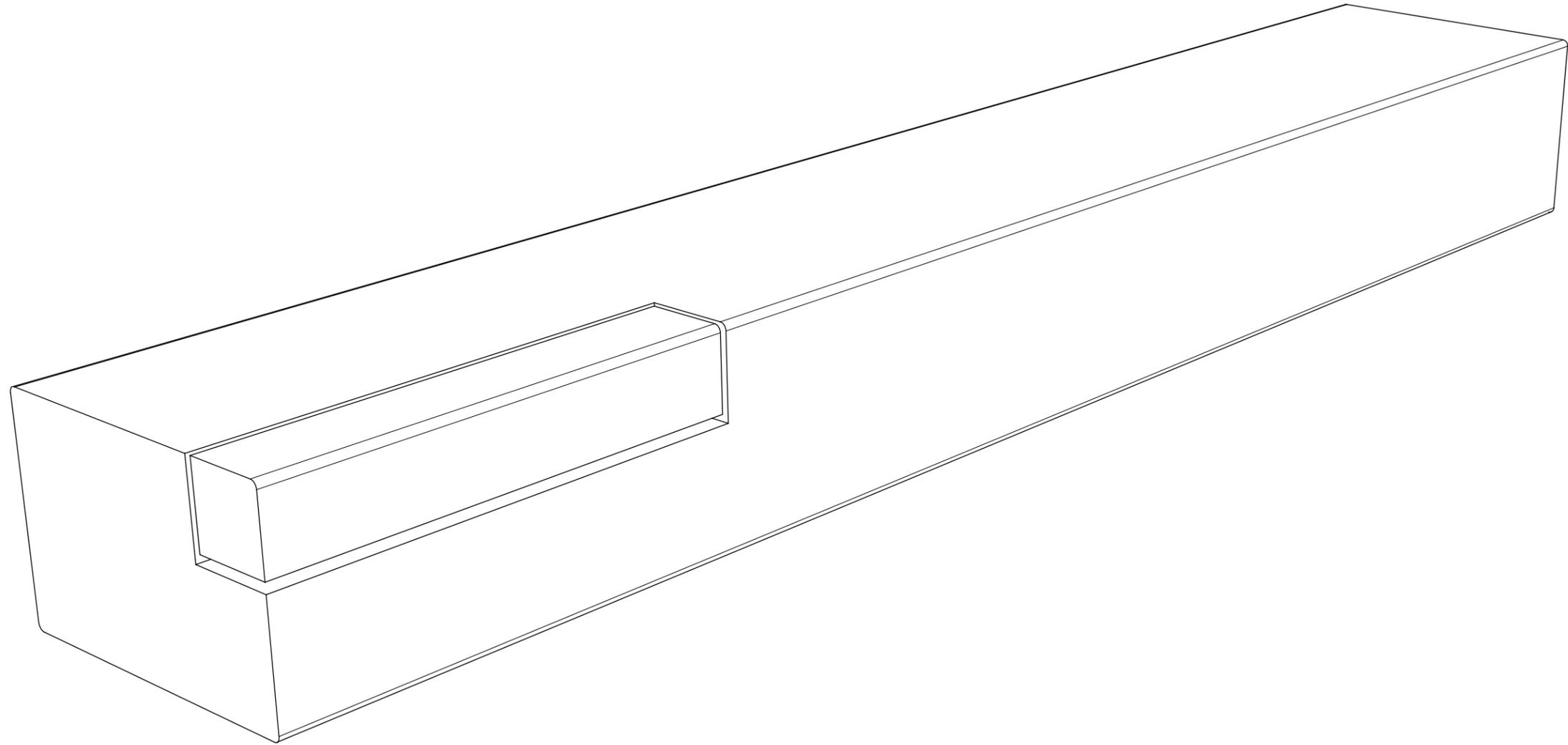


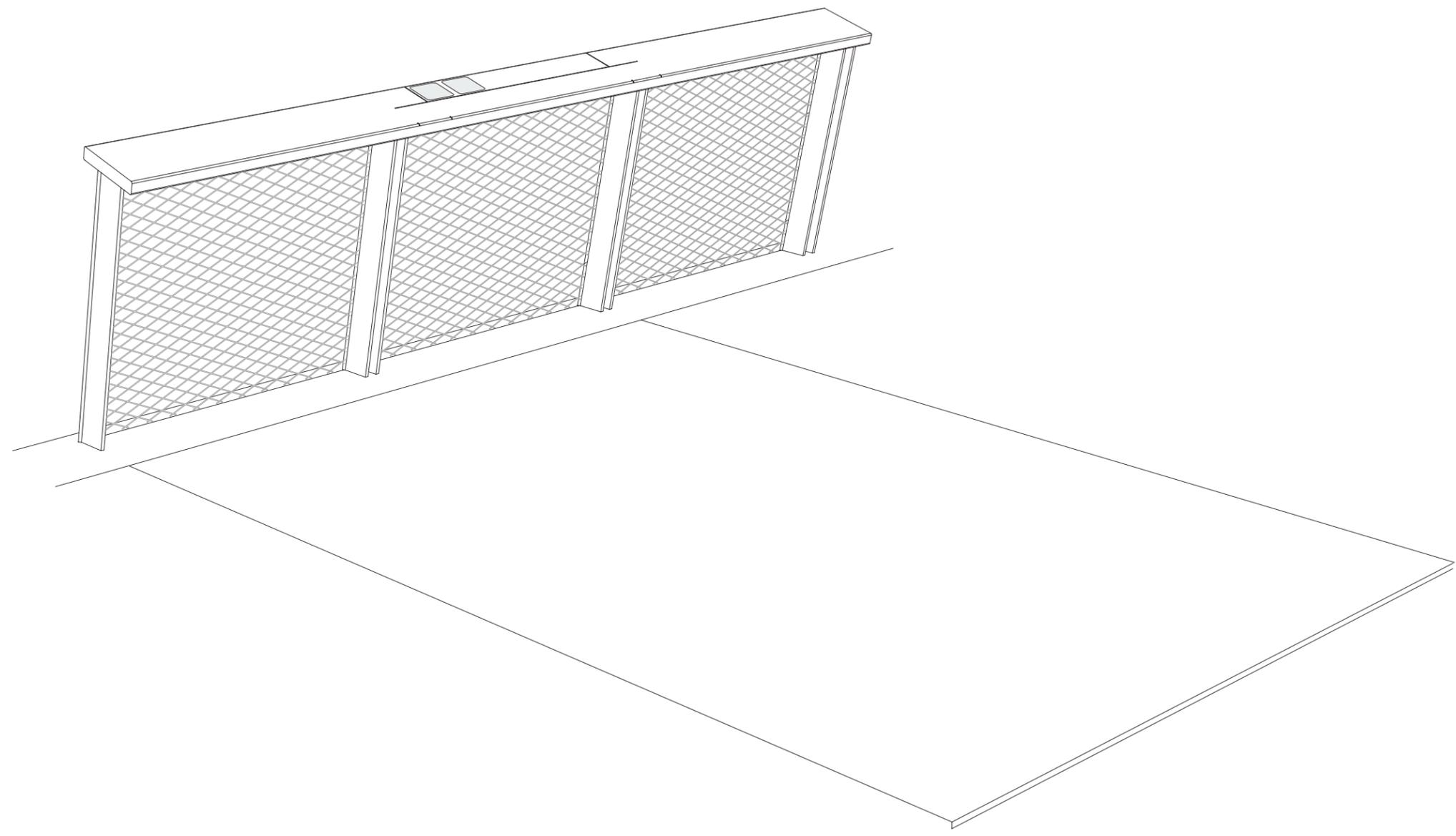


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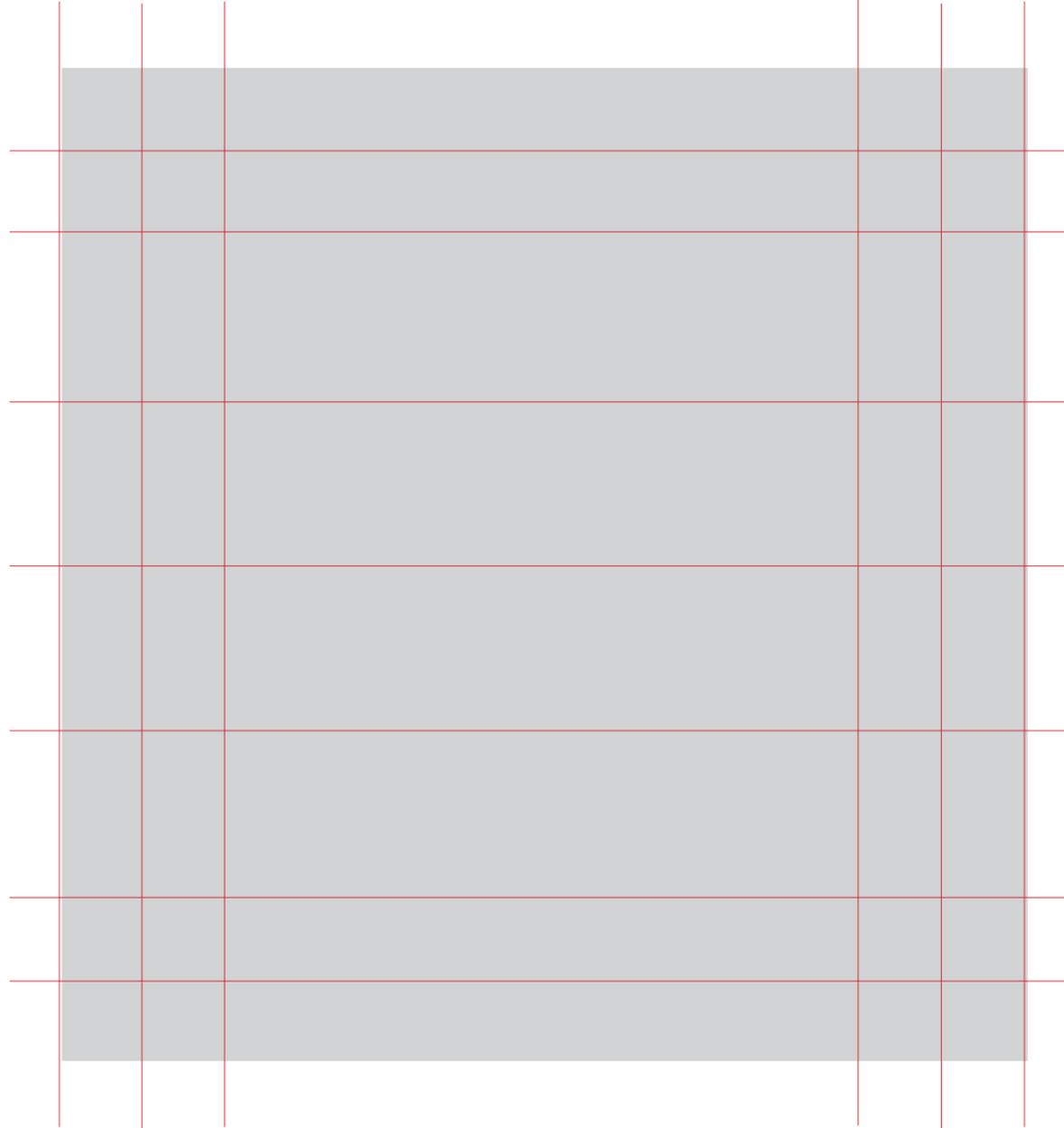


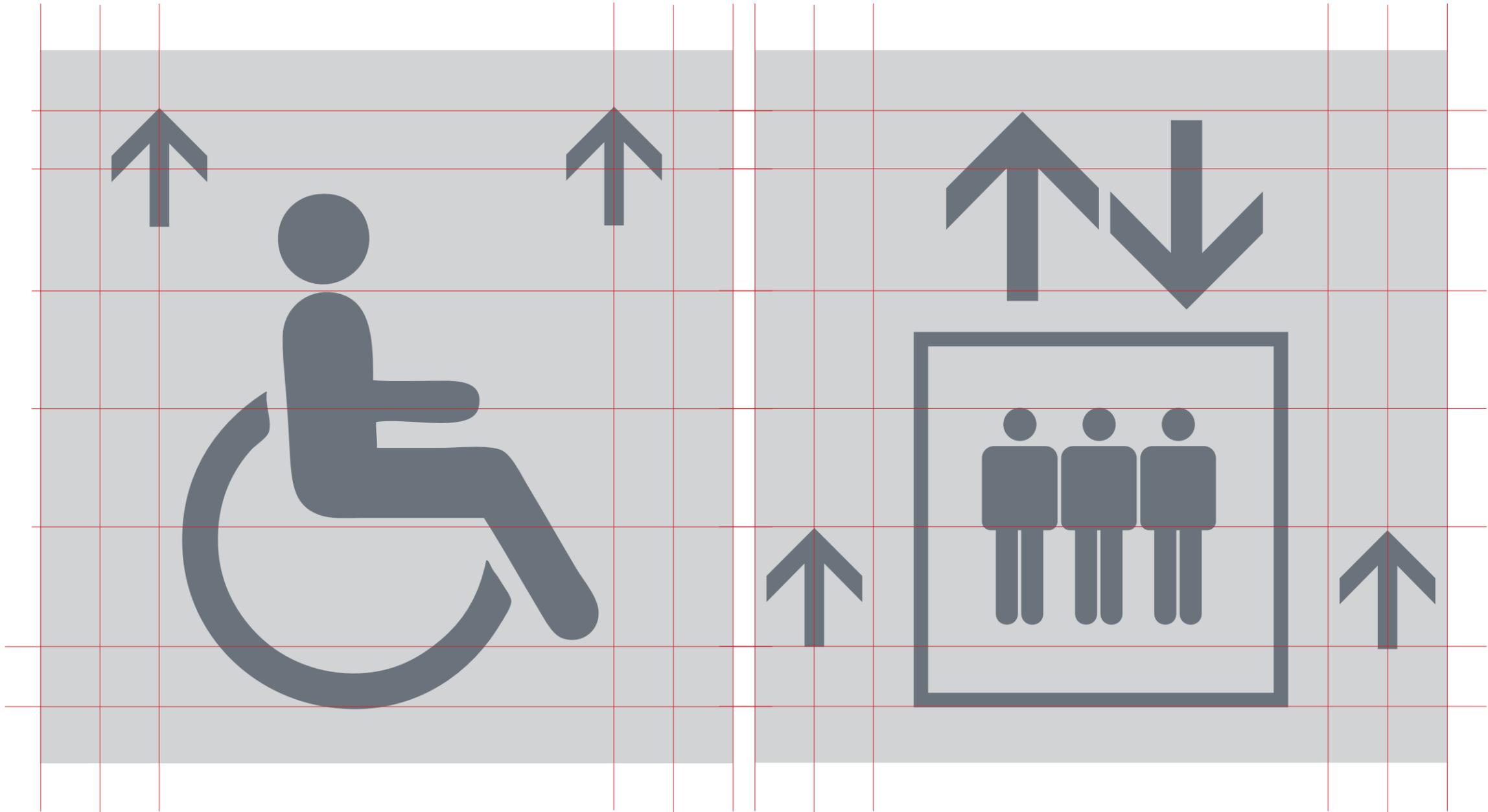


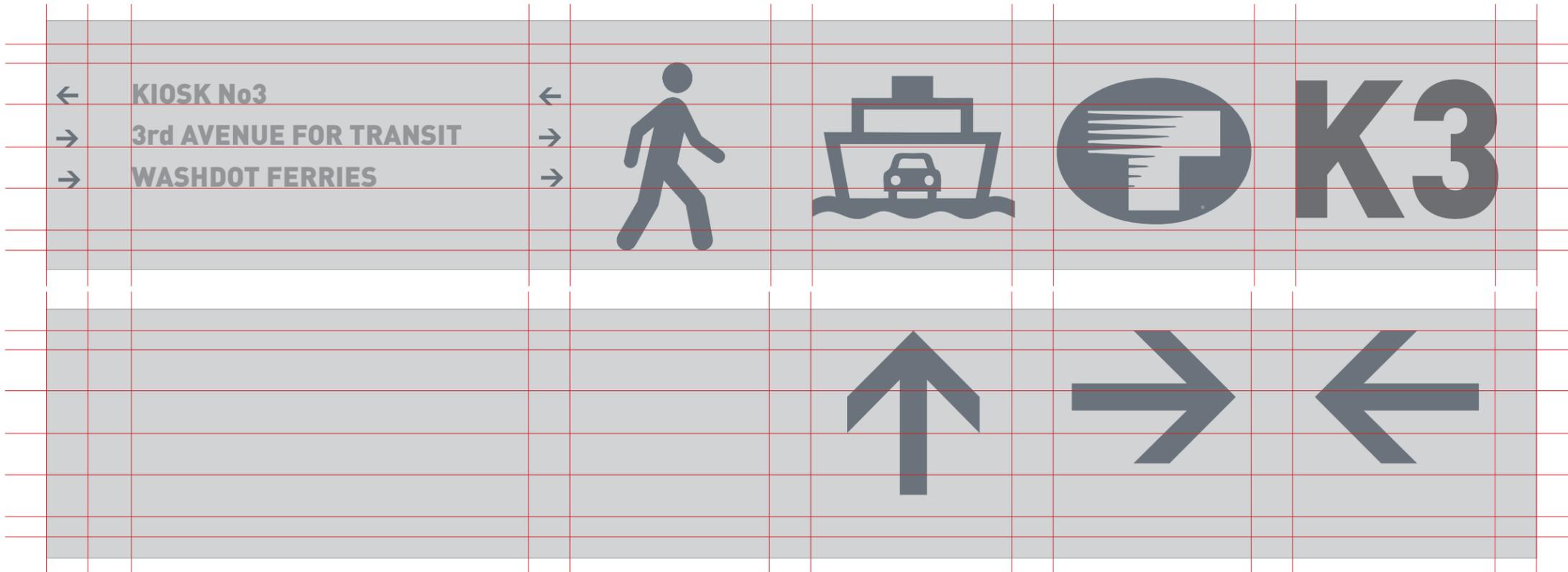




“Grids and logic, technique and research. The communication of information manifest in its most basic form as a 6” square and is built into an aggregate of 6” squares which populate the wayfinding kit of parts.”







CONTENT

1,000+

1,000+ Project Identifier



iBeacon



No Dogs

10 MINS

Time



Story Point



Induction Loop



WiFi



Park/Public Picnic Area

K3

Waterfront Kiosk Numbering System



Pedestrian Access

**PIER
62/63**

Piers



Elevator



WSDot Car/Passenger Ferry



Seattle Transit Symbol



Direction



Stadia



Seattle Access Symbol



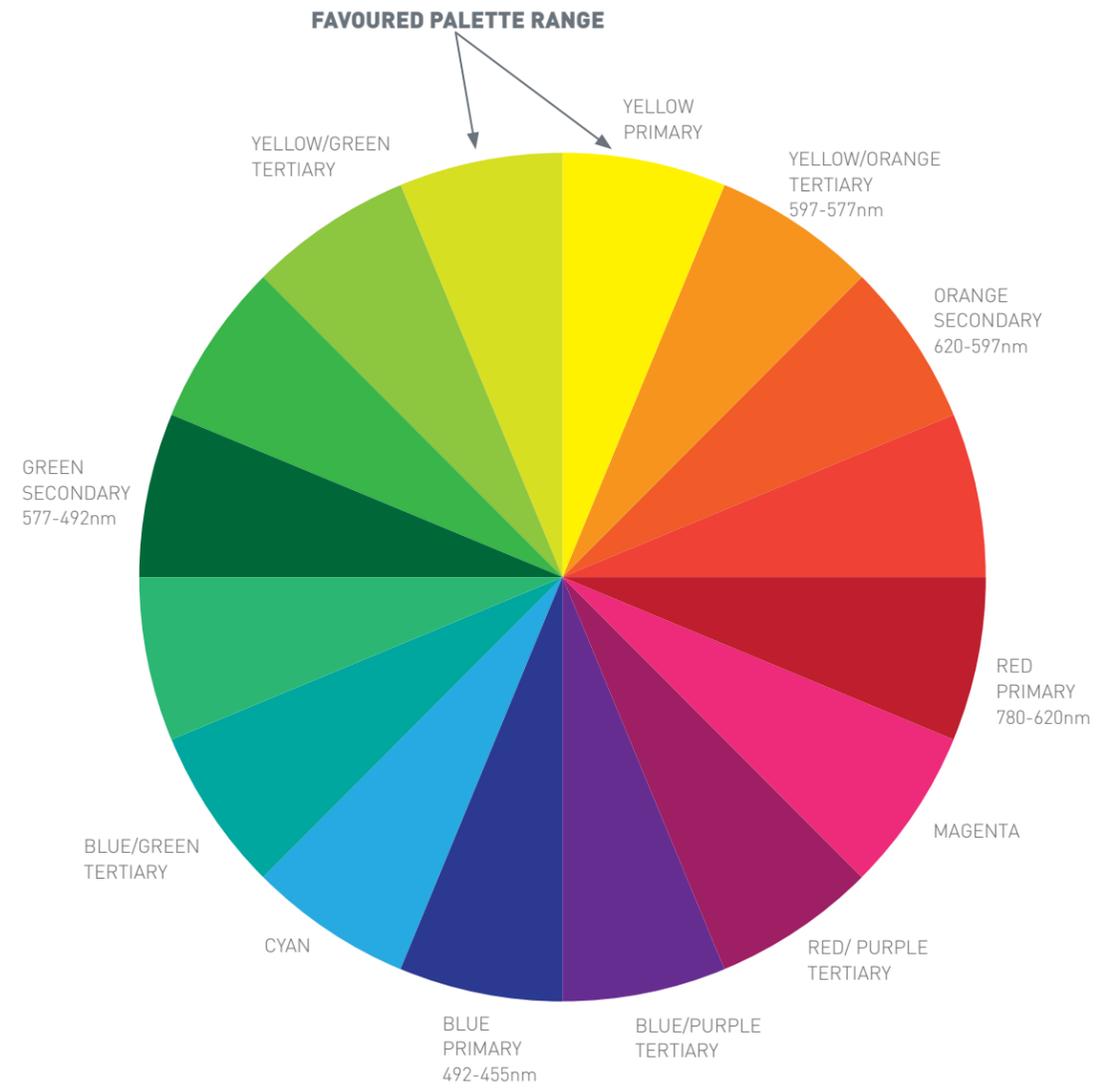
Pool Barge

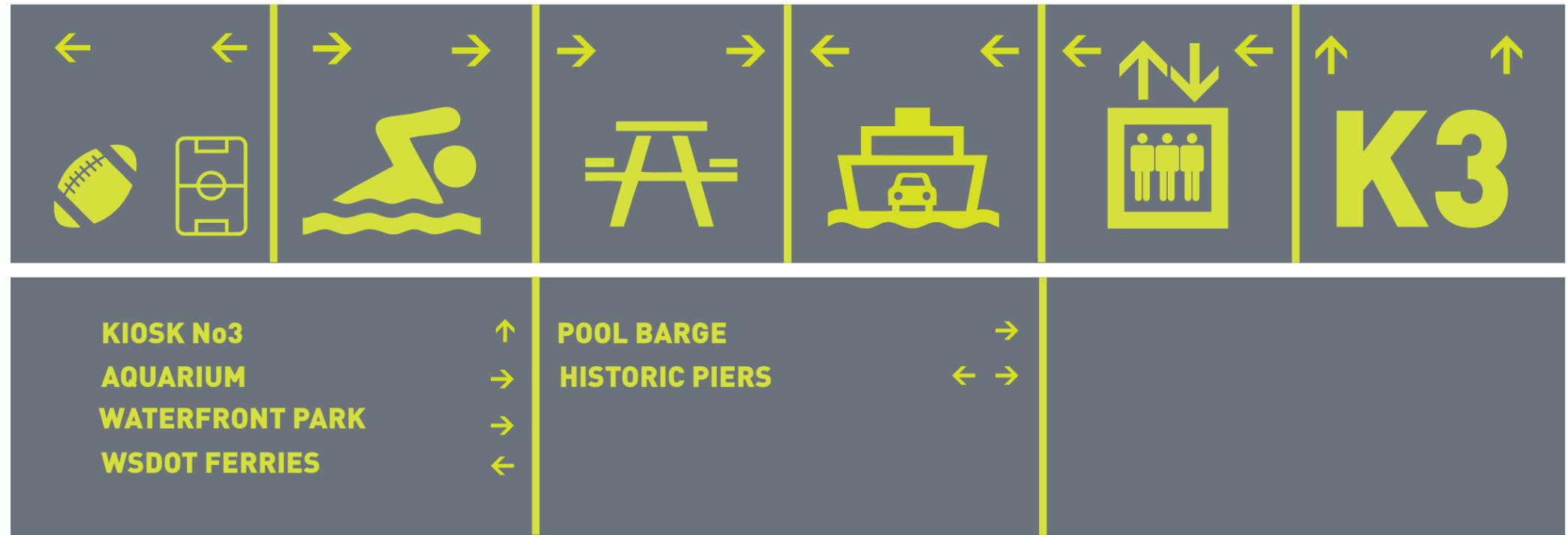


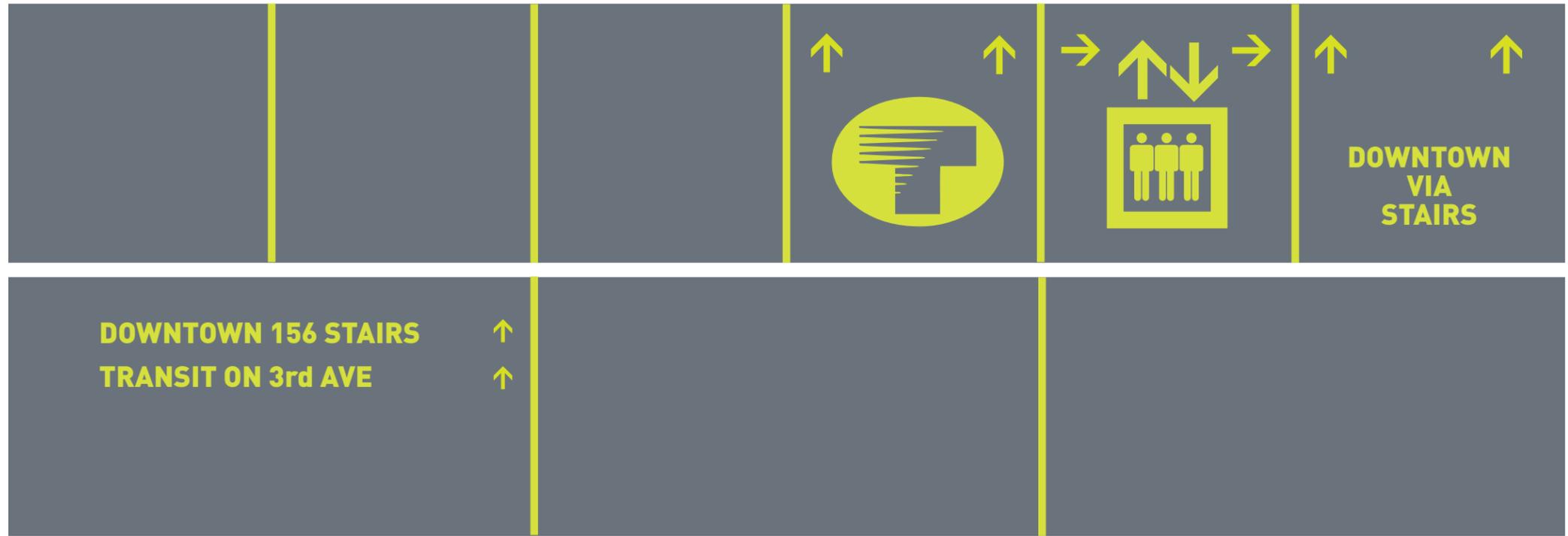
Cyclist

N

Compass









<p>SEATTLE TRANSIT 3rd AVE ↑ SEATTLE TRANSIT 1st AVE → MARION FOR DOWNTOWN → ←</p>	<p>MARION STREET BRIDGE →</p>	<p>ELEVATOR →</p>			

← STADIUMS AND FERRIES  PIERS AND POOL BARGE →



DOWNTOWN
VIA
STAIRS

Downtown
DOWNTOWN

Akkurat

Downtown
DOWNTOWN

Bau



Downtown
DOWNTOWN

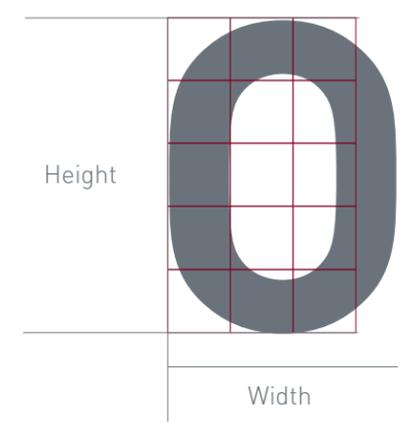
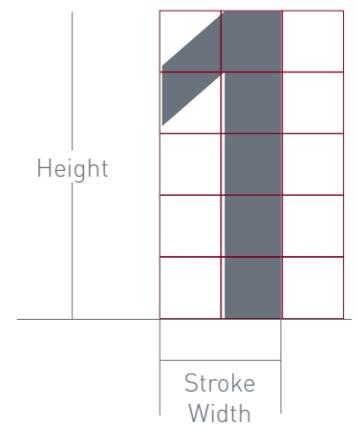
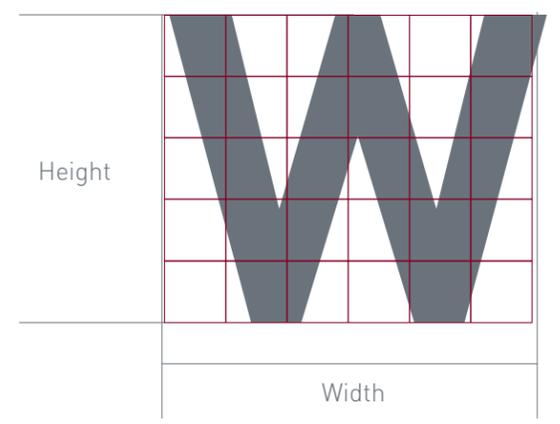
DIN

Downtown
DOWNTOWN

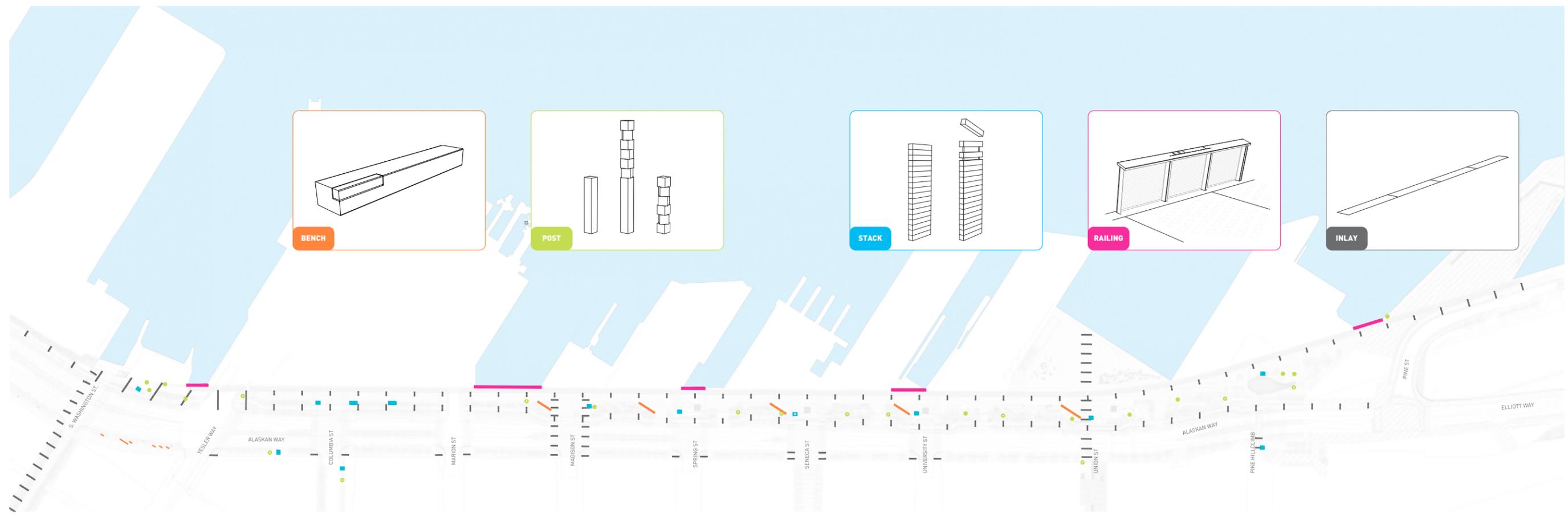
Akzidenz

Downtown
DOWNTOWN

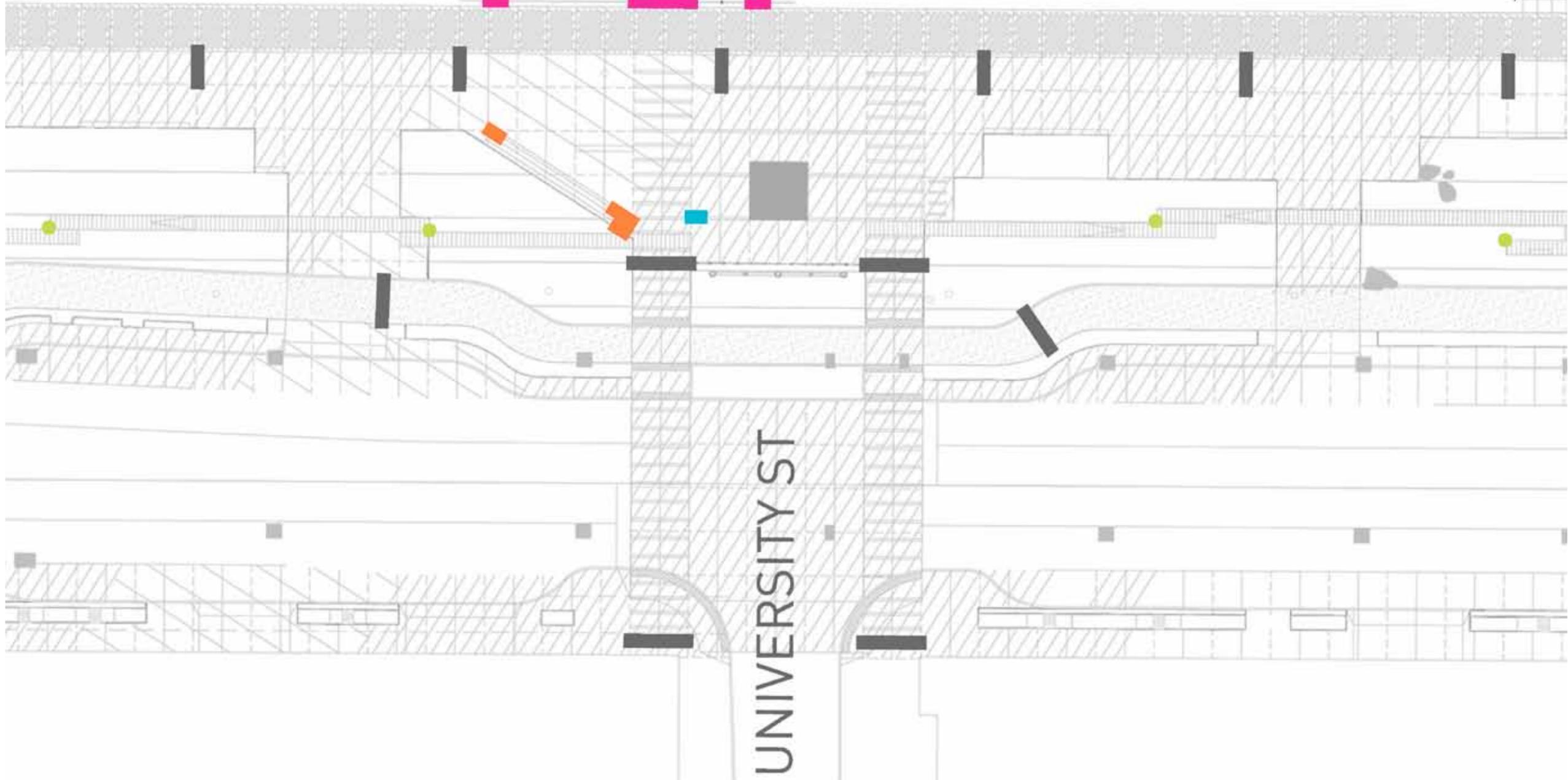
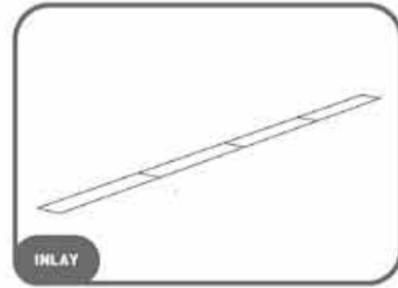
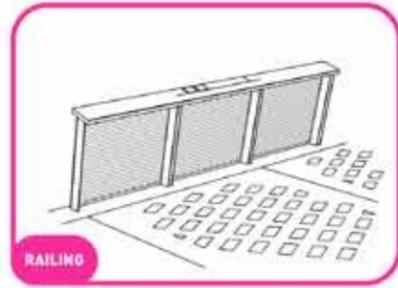
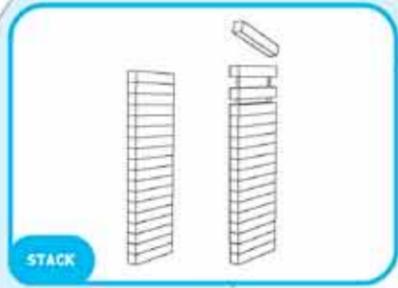
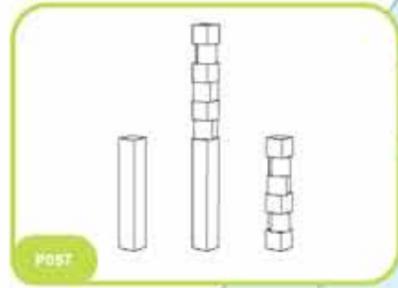
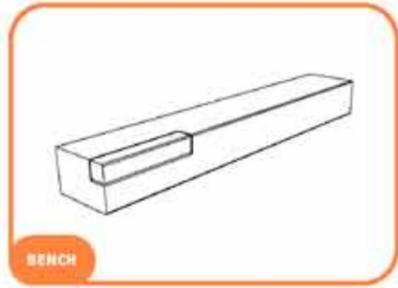
Univers



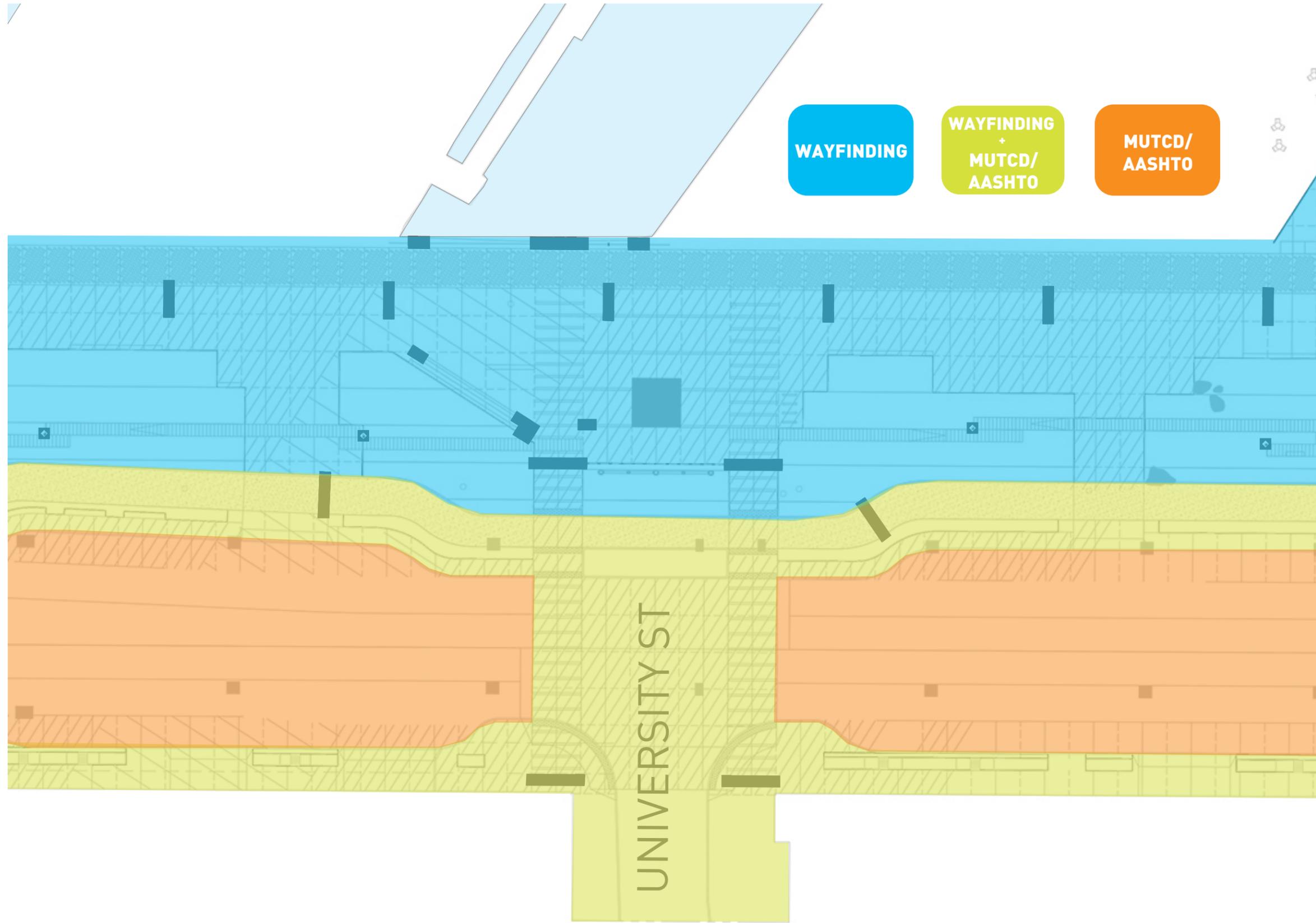
IN THE LANDSCAPE



CONTENT

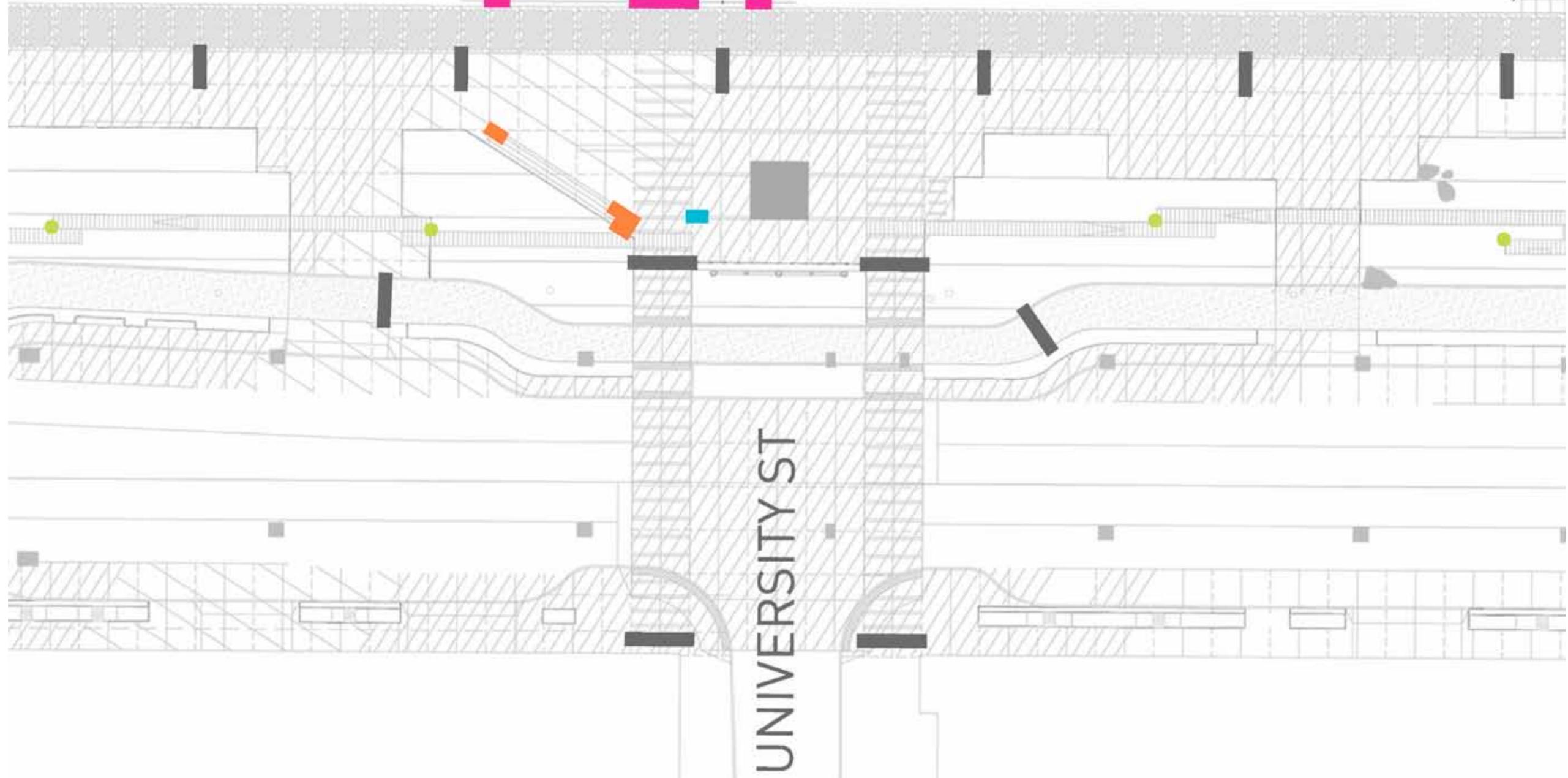
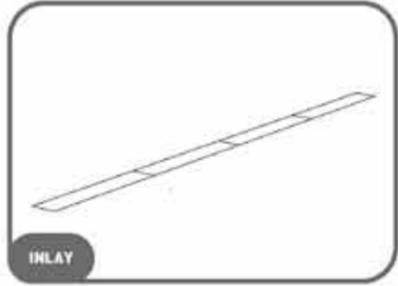
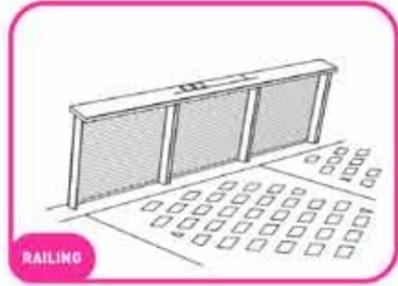
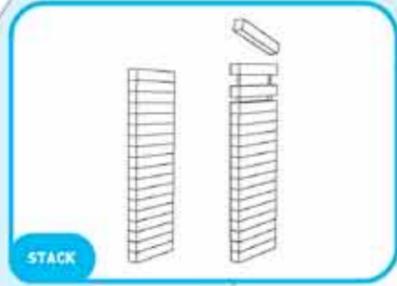
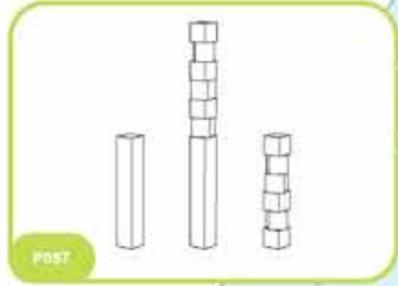
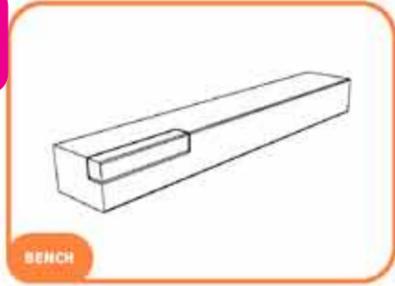


“the positioning of our elements on the west side means that the interface with traffic is minimal. We hope to be able to guide the way the signs work in terms of sidewalk information. MUTCD and AASHTO requirements will be recognised. navigational components will be integrated into our wayfinding obviating the need for other signage.”

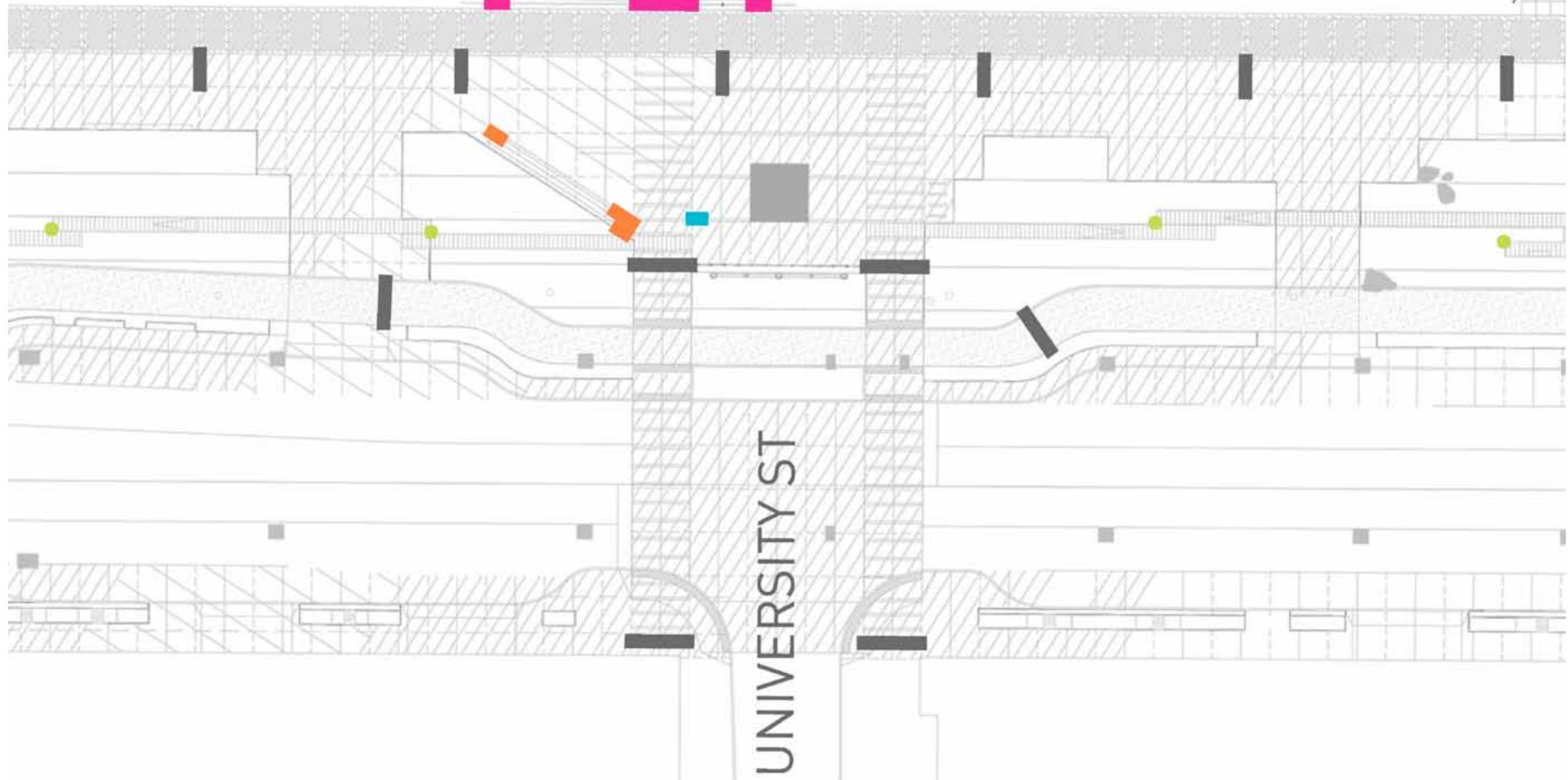
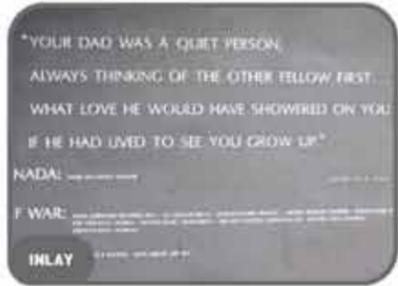
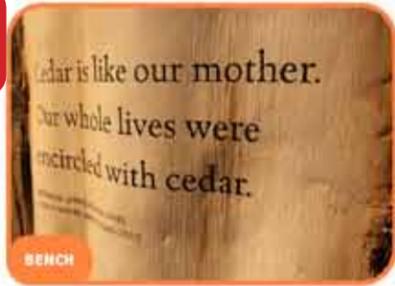


CONTENT

PLACES



CONTENT



“Content will be information to be discovered, provenance of materials, maker of benches other elements, and orientation where needed.

Content can be varied and changed over time. This implies responsibility, engagement, care, ownership and curation”

“By encoding the shape of the city in the fabric of the cities’ streets there is an opportunity to build on the vernacular that already exists and introduce a metric based on the cable: an historic naval measurement of distance.”

PLACES

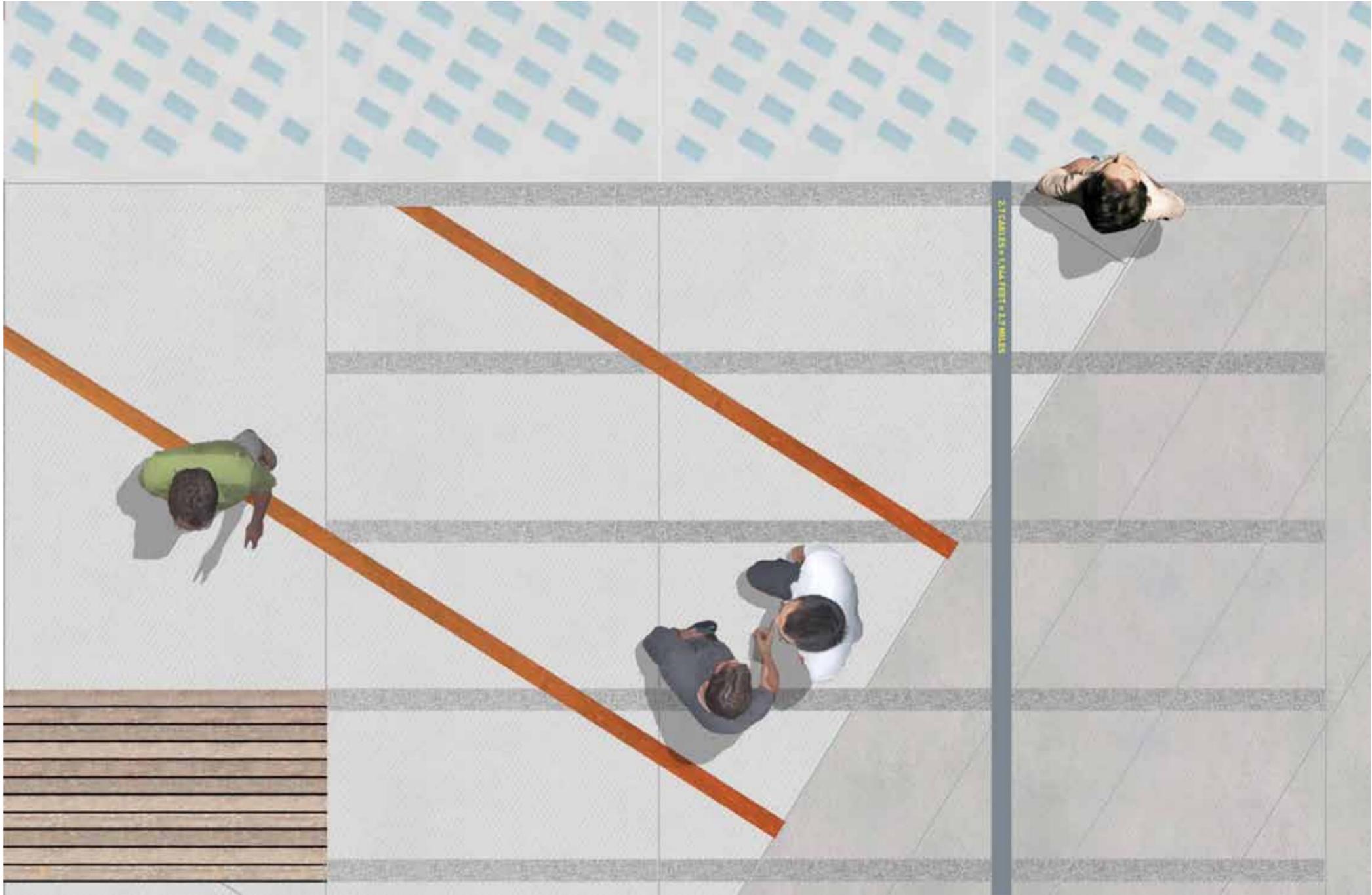
CONTENT

ASSETS





CARRIERS

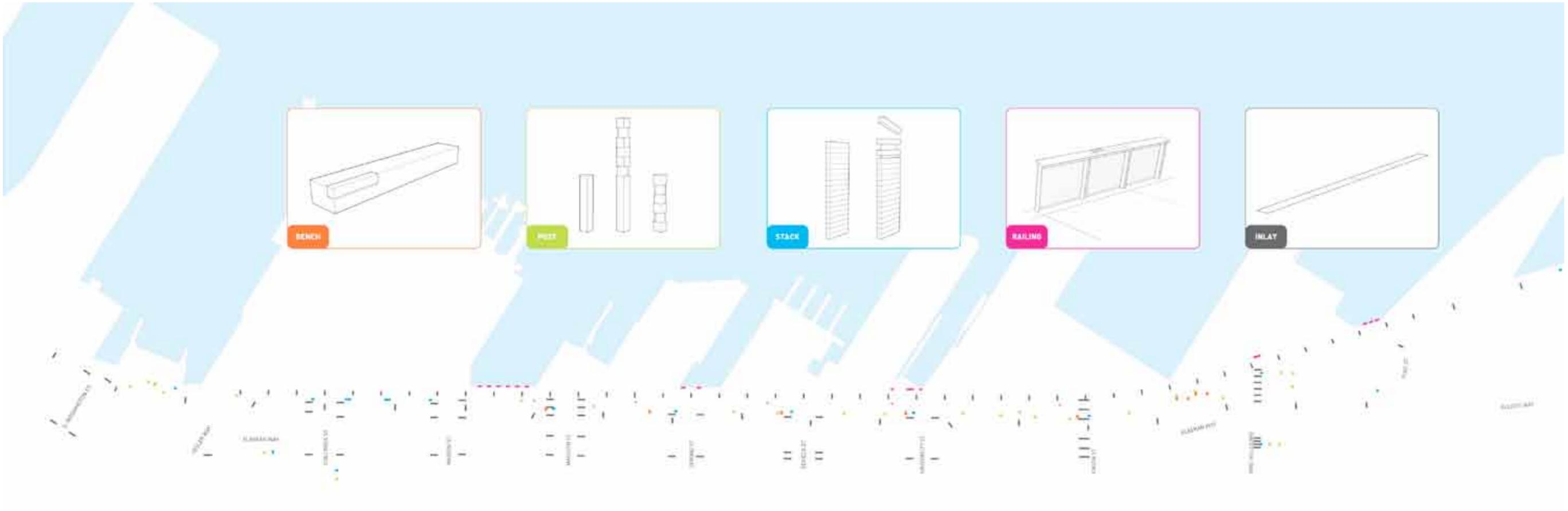


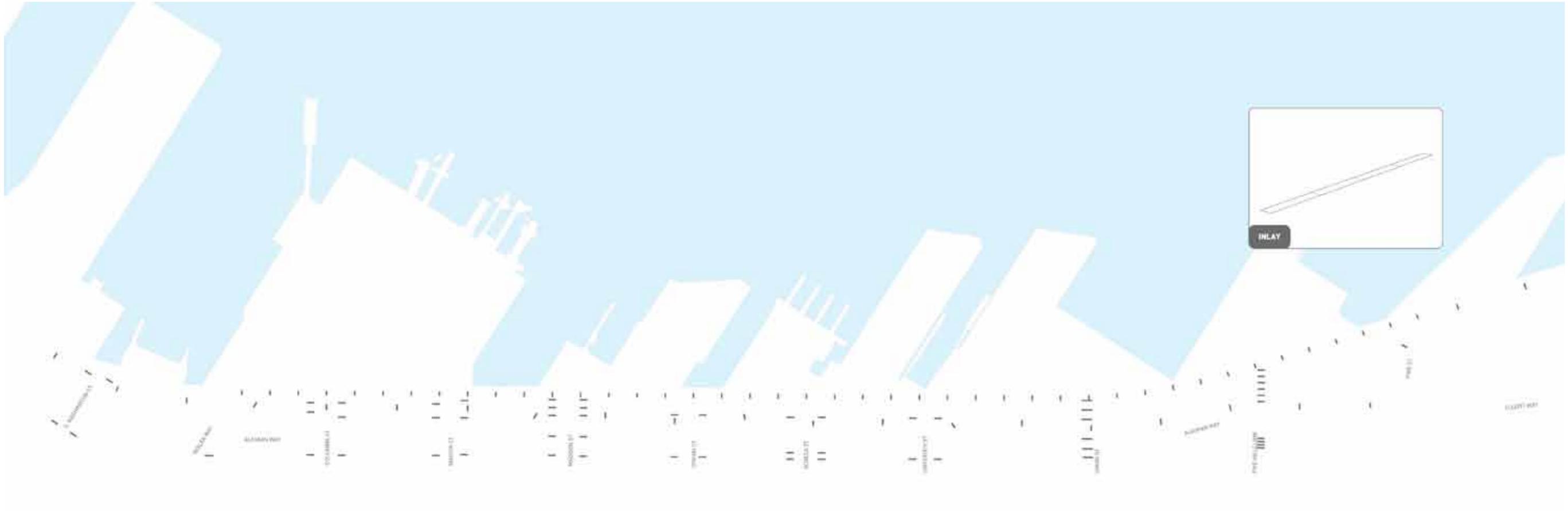


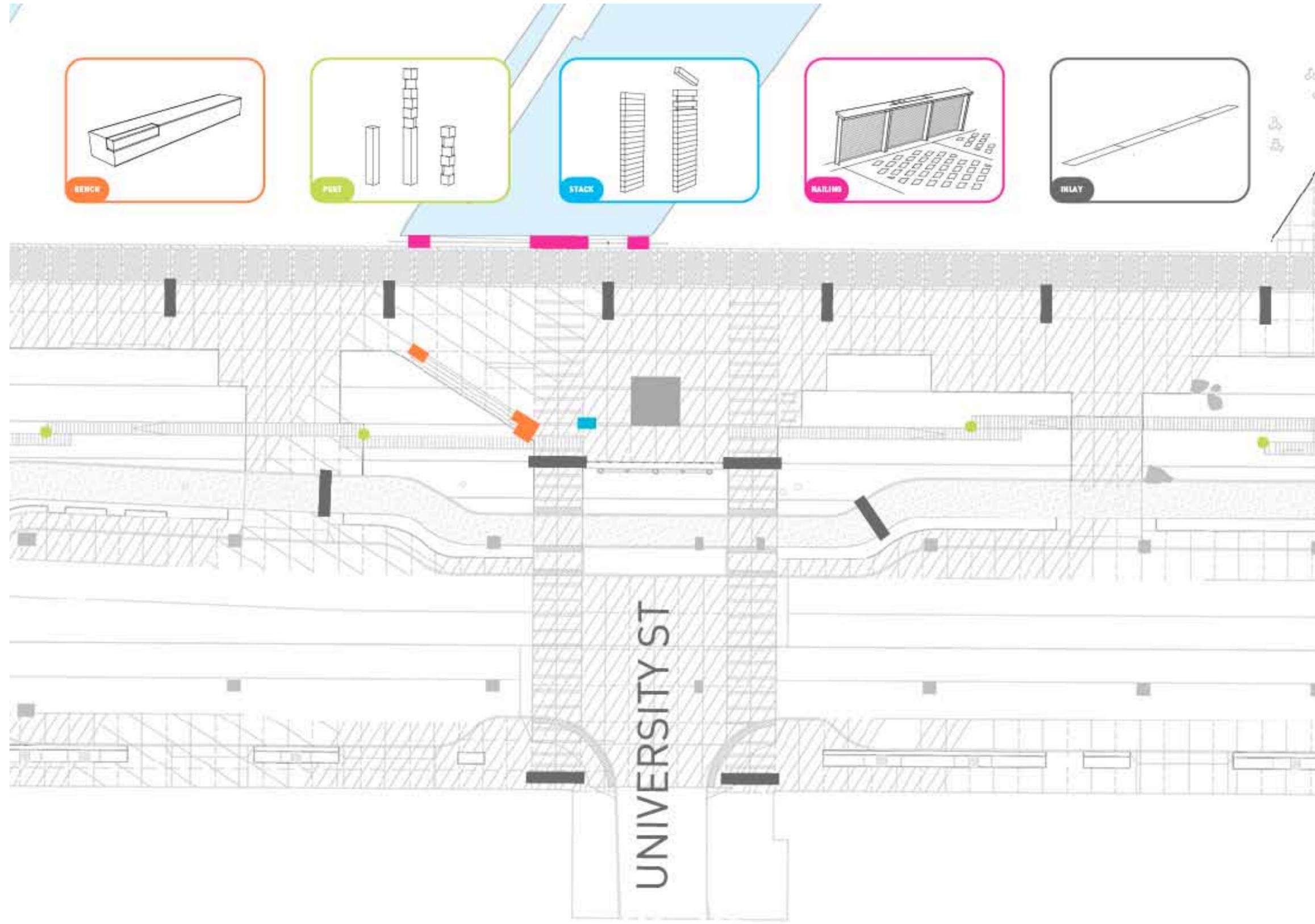
CARRIERS

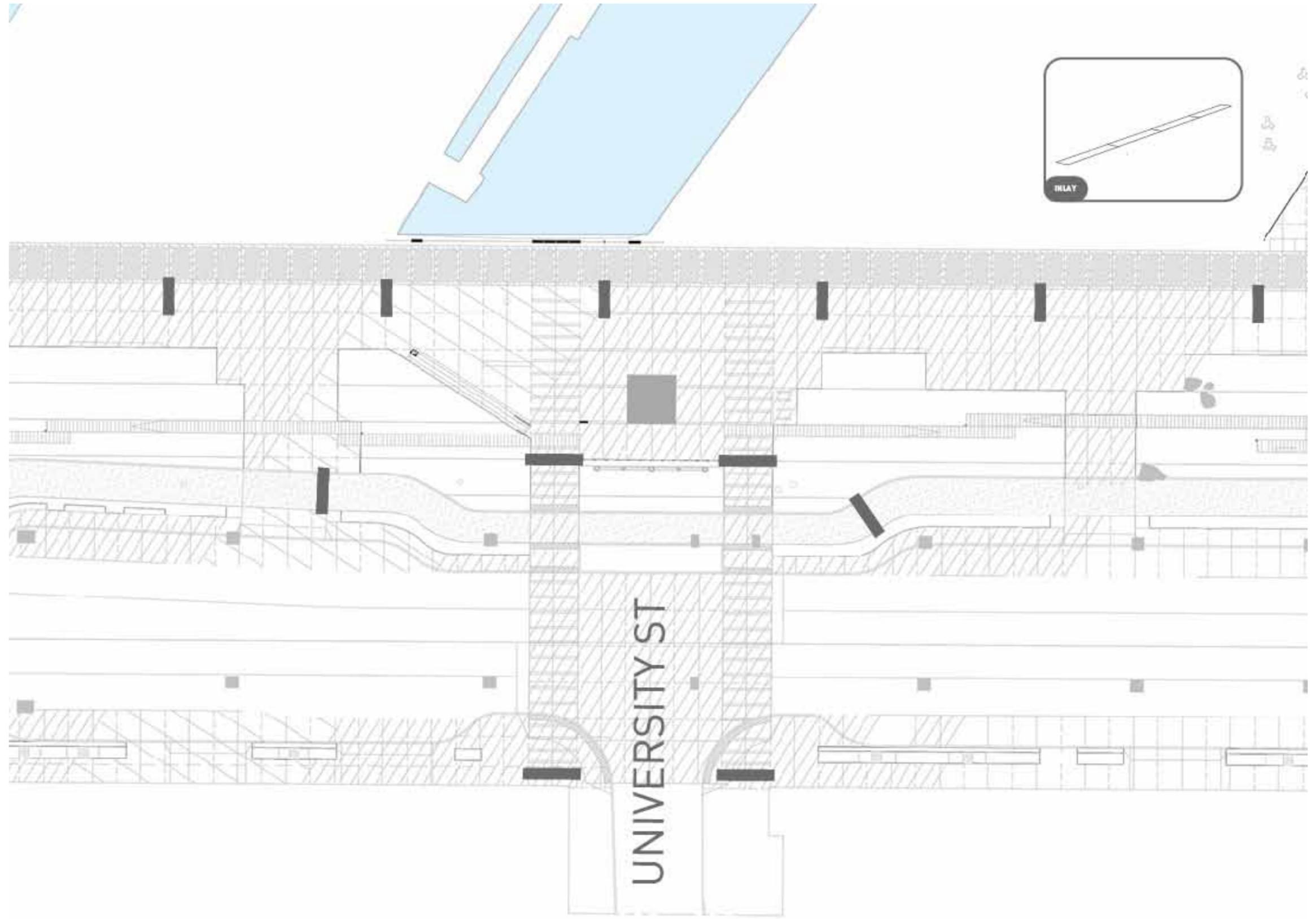
2.7 CABLES = 1,944 FEET = 3.7 MILES FROM POINT OF ORIGIN AT YESLER AND ALASKA











*“Using surfaces like the railing to
ingrain navigational information,
and storytelling”*



CARRIERS

← S

OLYMPIC SCULPTURE PARK → 20 MINS  **UNION STREET STAIRS AND ELEVATOR ARE BEHIND YOU** 

OLYMPIC SCULPTURE PARK → 20 MINS  UNION STREET STAIRS AND ELEVATOR ARE BEHIND YOU 

N →

← S

OLYMPIC SCULPTURE PARK → 20 MINS  **UNION STREET STAIRS AND ELEVATOR ARE BEHIND YOU** 

OLYMPIC SCULPTURE PARK → 20 MINS  UNION STREET STAIRS AND ELEVATOR ARE BEHIND YOU 

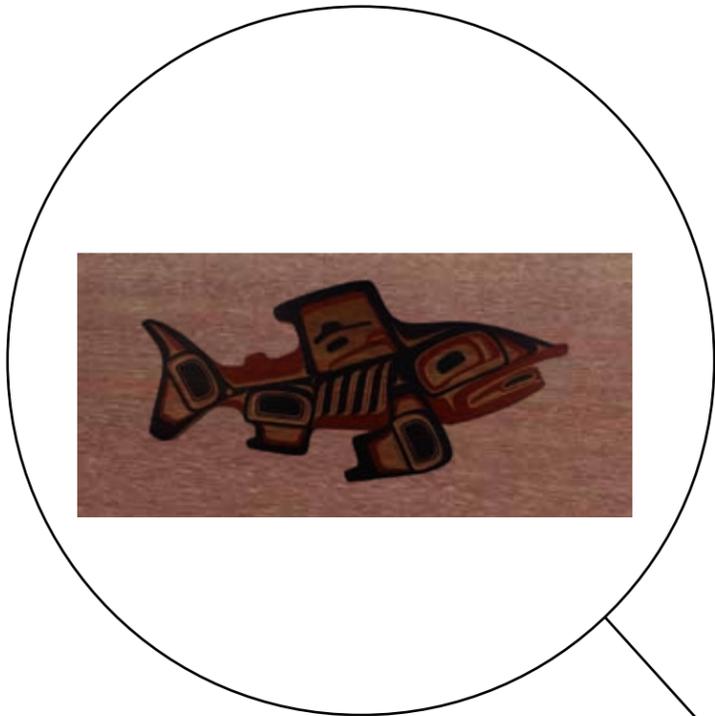
N →


IT IS UNLAWFUL TO USE A PARK OR CONDUCT AN ACTIVITY OR HOLD AN EVENT IN ANY PARK FOR WHICH A PERMIT IS REQUIRED BY THIS CHAPTER OR BY RULES OF THE SUPERINTENDENT WITHOUT FIRST OBTAINING A PERMIT FROM THE SUPERINTENDENT
SMC 18.12.275
For information on meal programs please call 206-684-0281



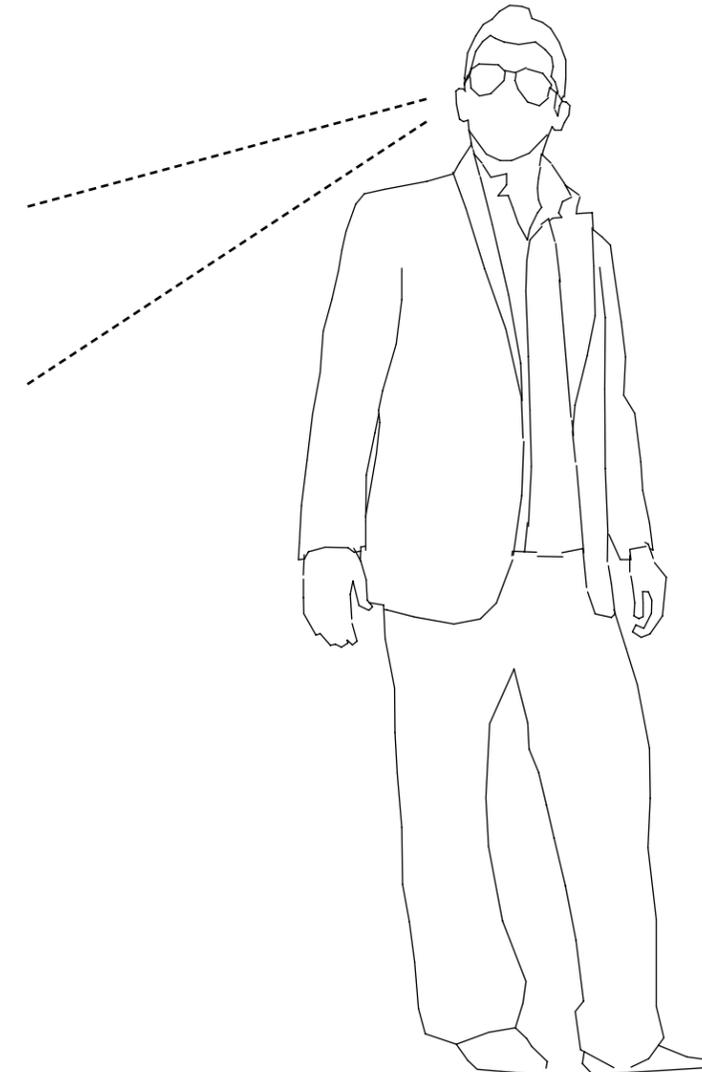
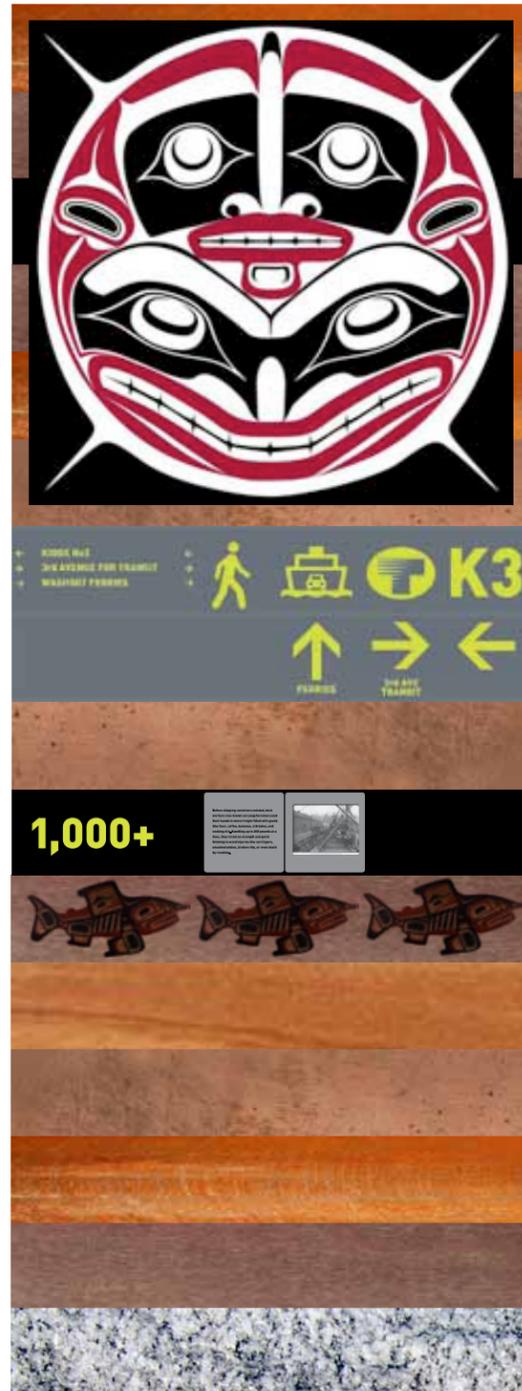
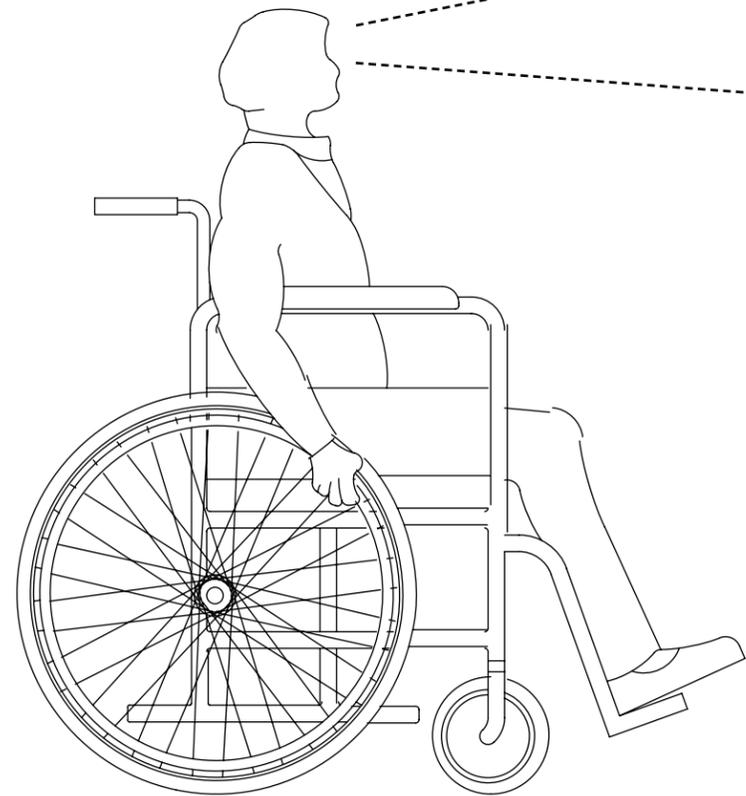
*“the images we are using generic pacific
northwest native american artworks.
we are also aware of other ethnicities’
needs and the multiplicity of voices
tribal and other that need to be listened
to and represented”*

PLACES

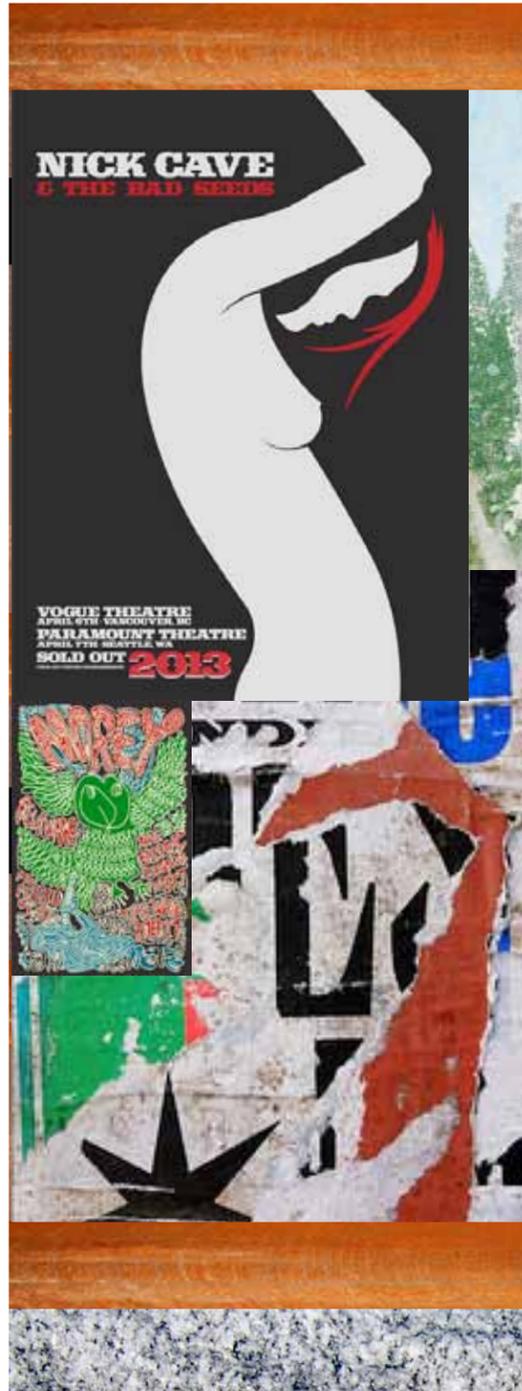


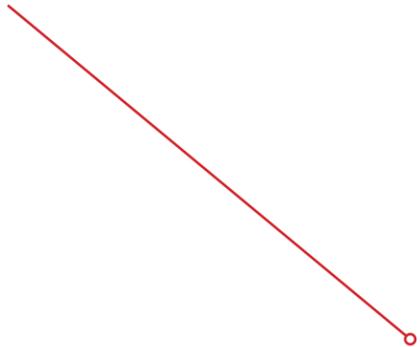
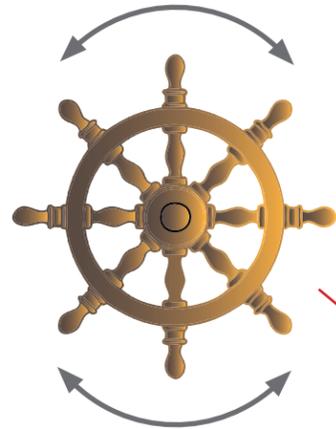
Before shipping containers existed, dock workers also known as Longshoremen used their hands to move freight filled with goods like flour, coffee, bananas, silk bales, and cooking oils. Handling up to 200 pounds at a time, they relied on strength and quick thinking to avoid injuries like cut fingers, smashed ankles, broken ribs, or even death by crushing.

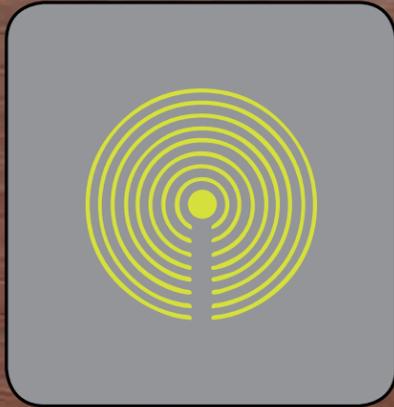
1,000+



*“Create a new surface/space upon
which Seattle’s once thriving poster
culture can thrive again”*

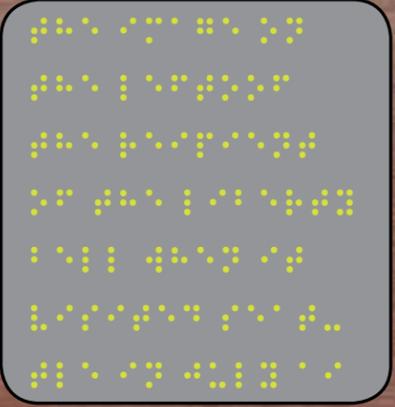


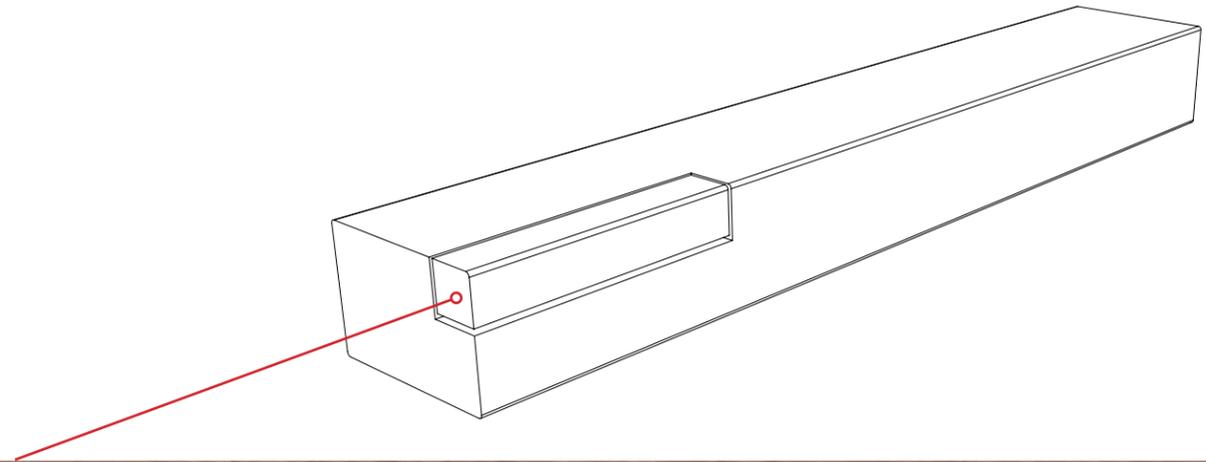




1,000+

On July 14, 1915, the Liberty Bell -- one of the United States' foremost symbols of freedom and independence -- visits Everett, Seattle, and Tacoma en route to the Panama-Pacific Exposition in San Francisco. The bell traveled the country by train, greeting throngs of joyous well-wishers in towns along the way. The crowds in Washington state are no excep-





OLYMPIC SCULPTURE PARK → 20 MINS 🚶



THIS BENCH MADE FROM A WESTERN RED CEDAR TREE GROWN IN QUINAULT, WASHINGTON 112 MILES → W

MATERIALS

“the working of surfaces and materials transmits stories and content in a non-verbal way. working the surfaces using traditional techniques, modern tools and handwork adds texture, tactility and narrative ”

“the materials have been chosen to weather and age and develop patina. Over longer periods of time, elements that have weathered can be replaced due to the modularity of the system”

“The issue of how sensitively to represent non-verbal or material cultures can also be addressed in the physical properties and presence of the Wayfinding system.”



Basalt



Acetylated softwood



Ekki wood from salvage



Powder coated/painted steel



Recycled Granite kerb



Recycled old balustrade aggregate



Aluminum/Inox plate



True cedar and other north west pacific indigenous woods



Copper



Weathering Steel







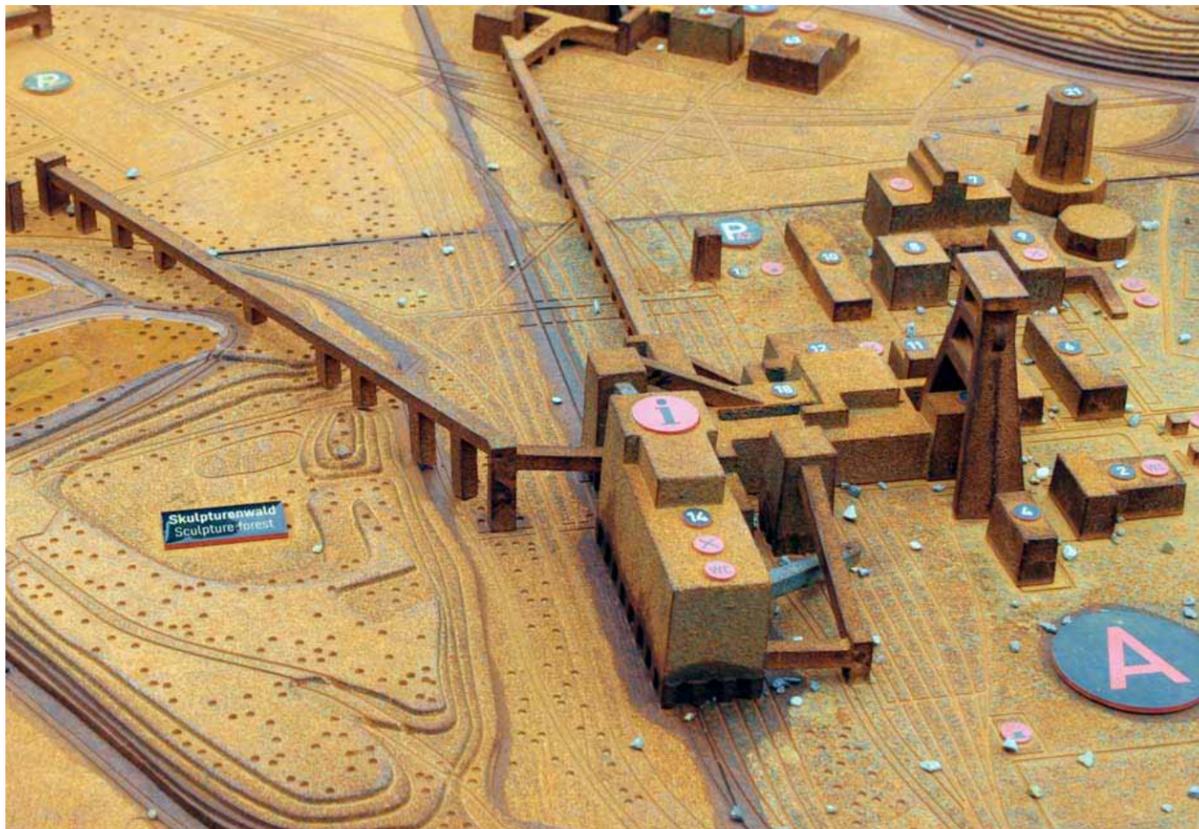


THE SUQAMISH WEAVE

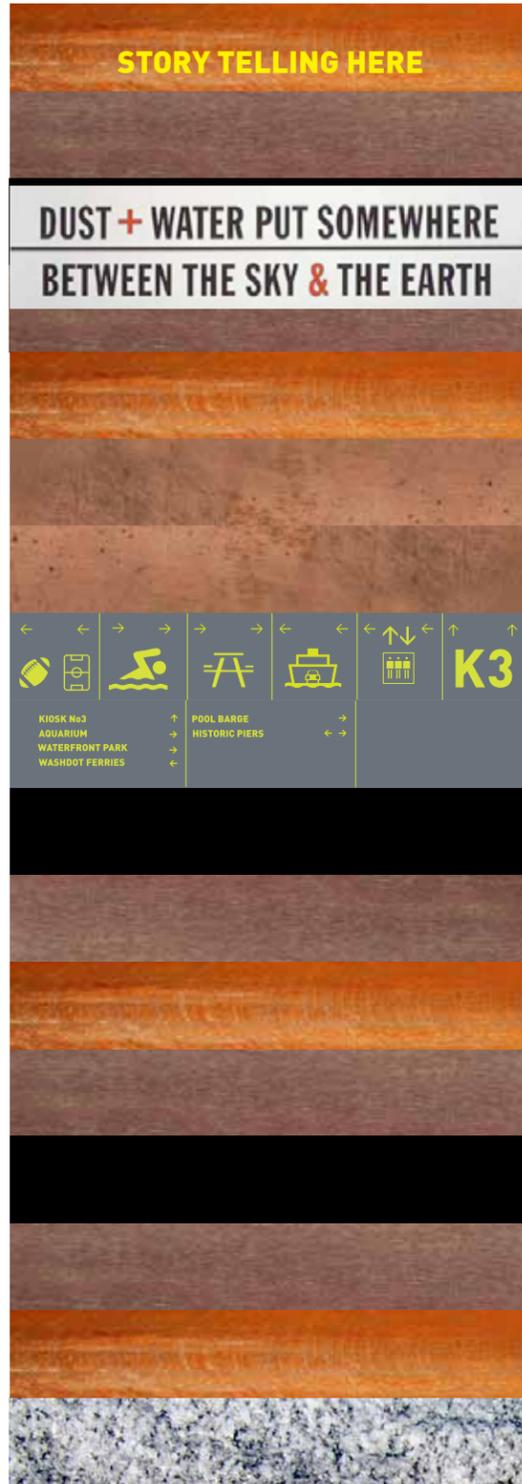
Please touch the woven surface on the right. It is woven by hand by Suquamish craftsmen and women. The technique creates a surface so dense and water resistant that it can be used to make hats, pots and cooking utensils. The local grass is chewed to make them supple, then woven and dried.



*“introducing tactile qualities to
specific locations to create
subjective landmarks”*

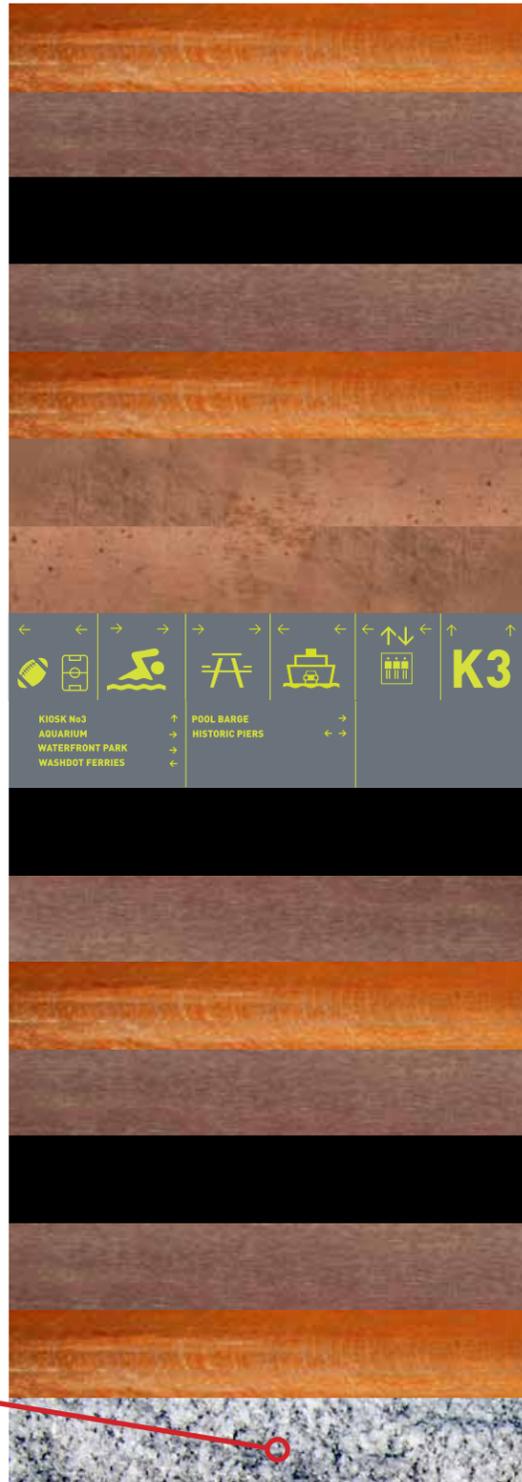


“There is a clear possible use of the wayfinding modules and scheme for tribes here. The creation of waterfront venues for the continuation of the oral tradition answers a key need for the first nation members of the population.”



“repurposing granite kerbs continues the material heritage of the city”

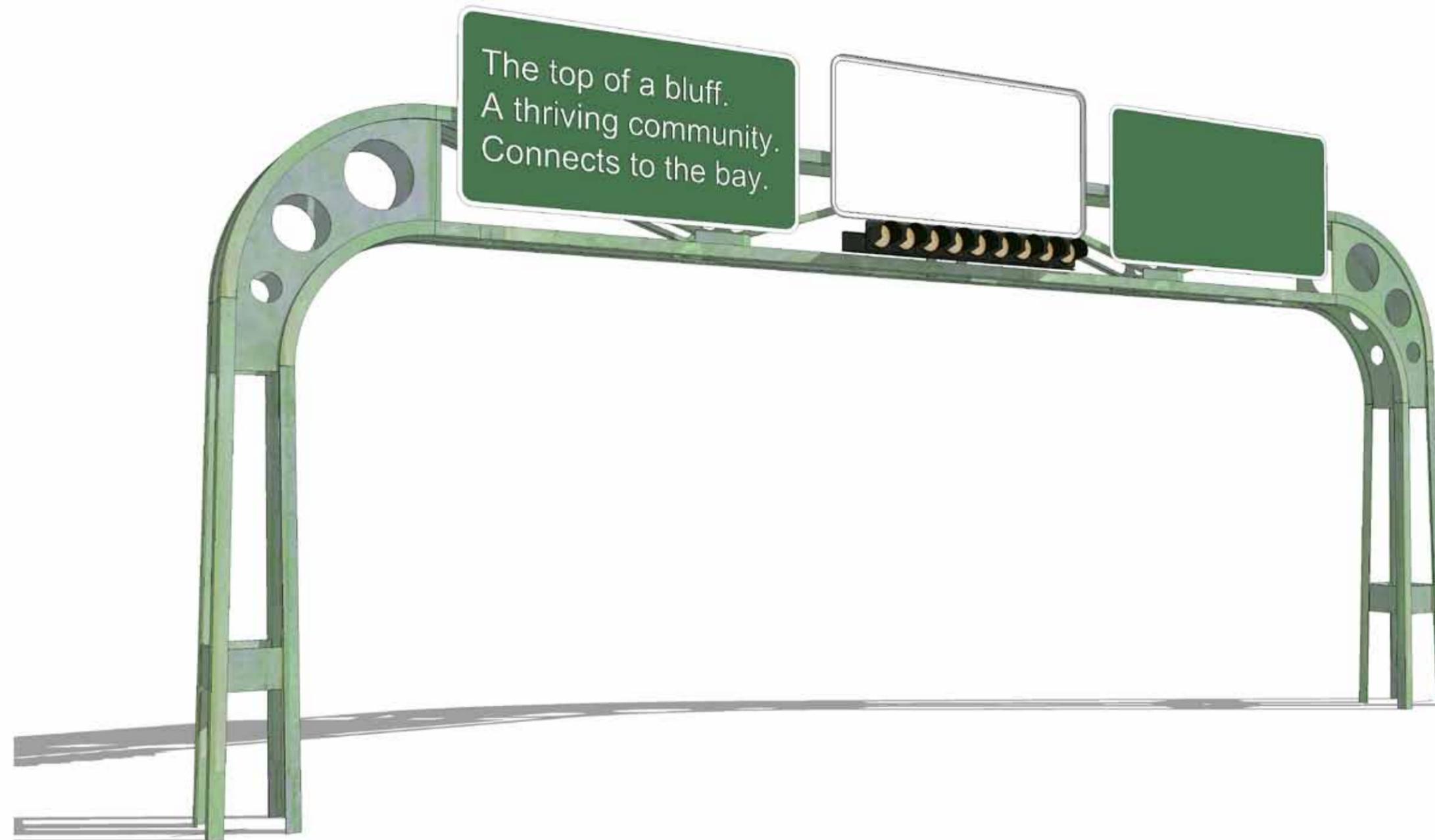
CONTENT



*“repurposing larger scale elements
continues the presence of the material
heritage of the city”*

SIGN BRIDGE-SALVAGE, REUSE, REPURPOSE

AT THE NORTHERN PORTAL, BELLTOWN'S SIGN BRIDGE CONVEYS MESSAGES OF NEIGHBORHOOD BEING AND STATE OF MIND*



10.02.2014

* WE WELCOME ENGAGING THE BETLLTOWN COMMUNITY TO SHAPE THE MESSAGE

7

SIGN BRIDGE-SALVAGE, REUSE, REPURPOSE
MAIN STREET SIGNBRIDGE





PLACES

DIGITAL ETC

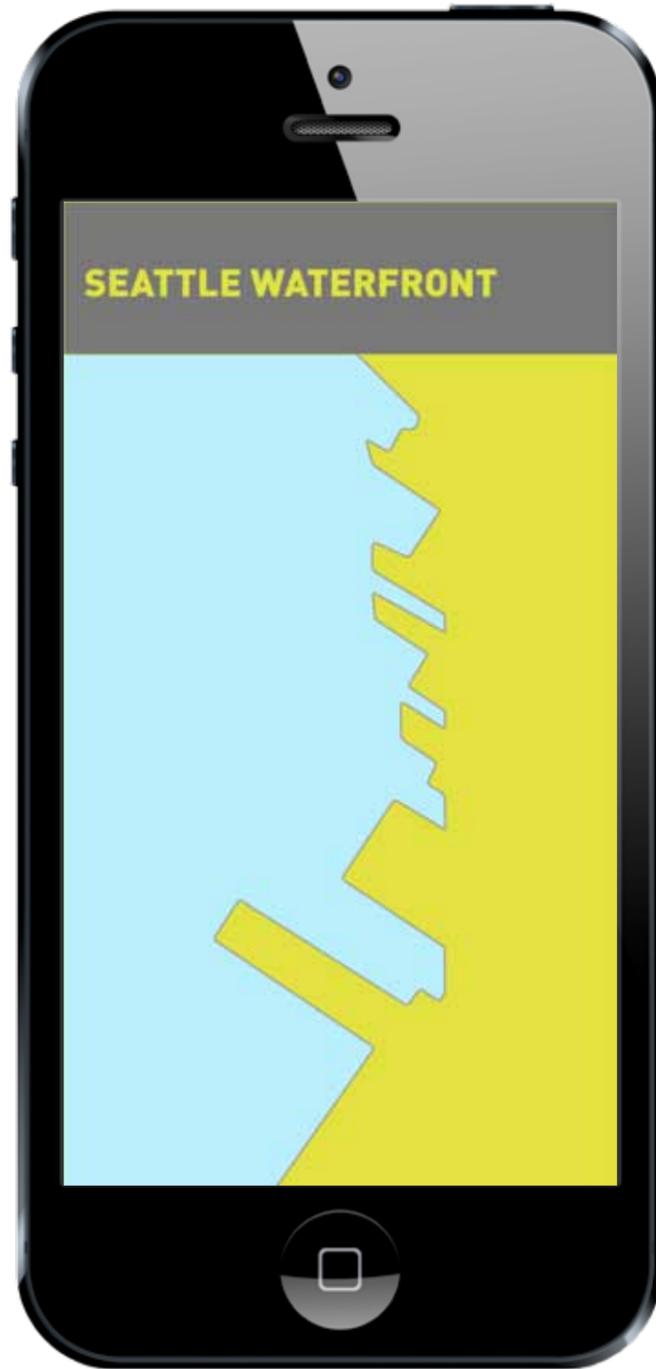


CONTENT

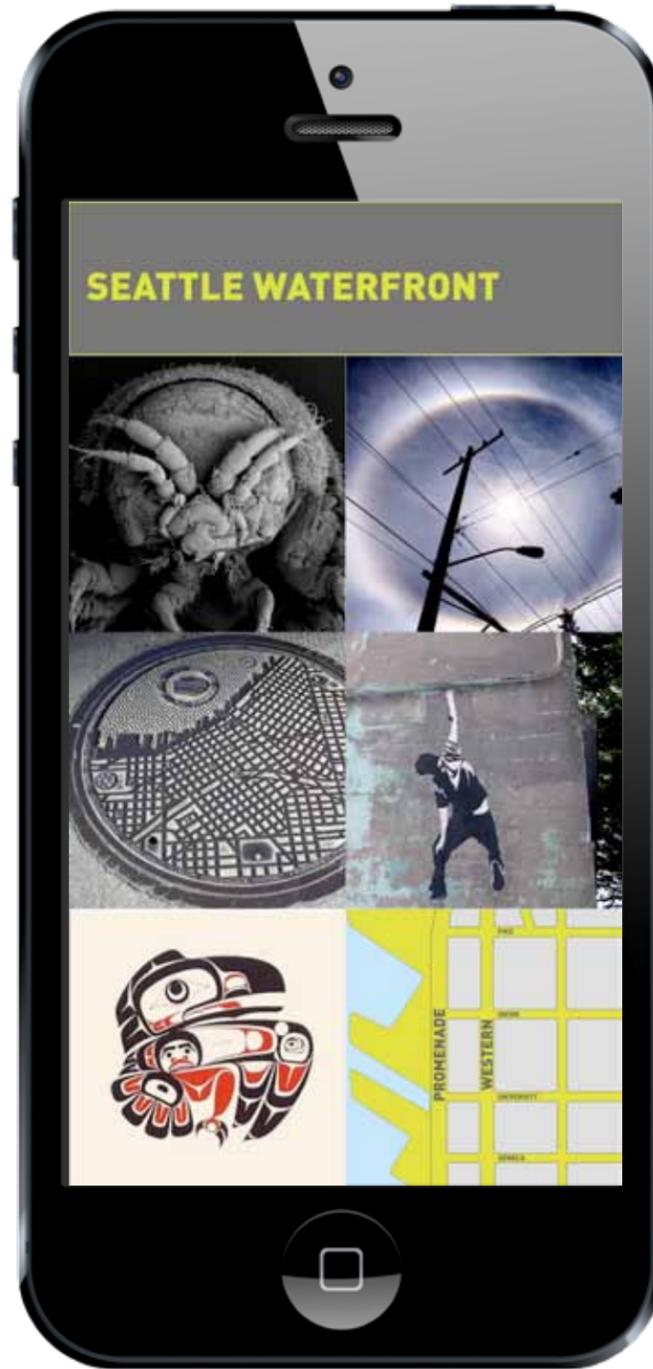
Wayfinding kit of parts: draft schematic map.



“In Seattle, there is scope to weave an extremely interesting and easy to navigate “story world” which can live in an integrated way on line, on a native App and in the environment as part of the wider Wayfinding project.”



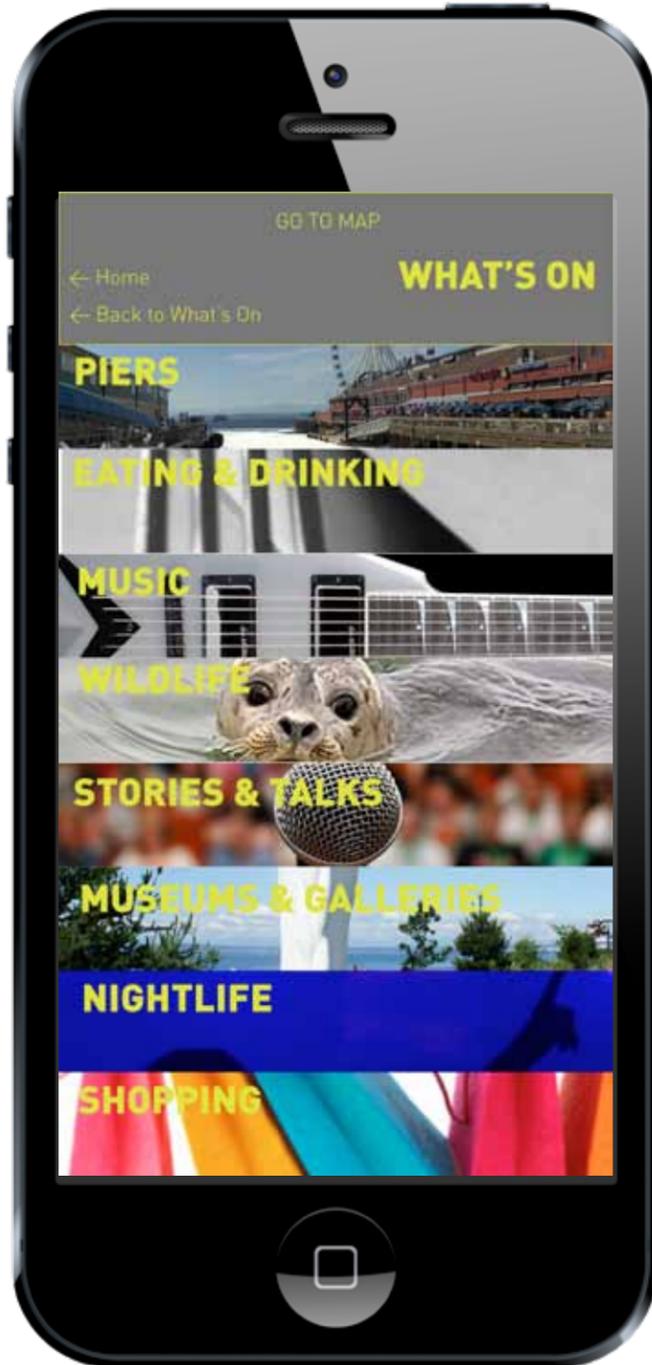
Load screen uses outline of Piers against blue sea, recalling colour scheme of construction period but without any logo or identity, just the name of the app



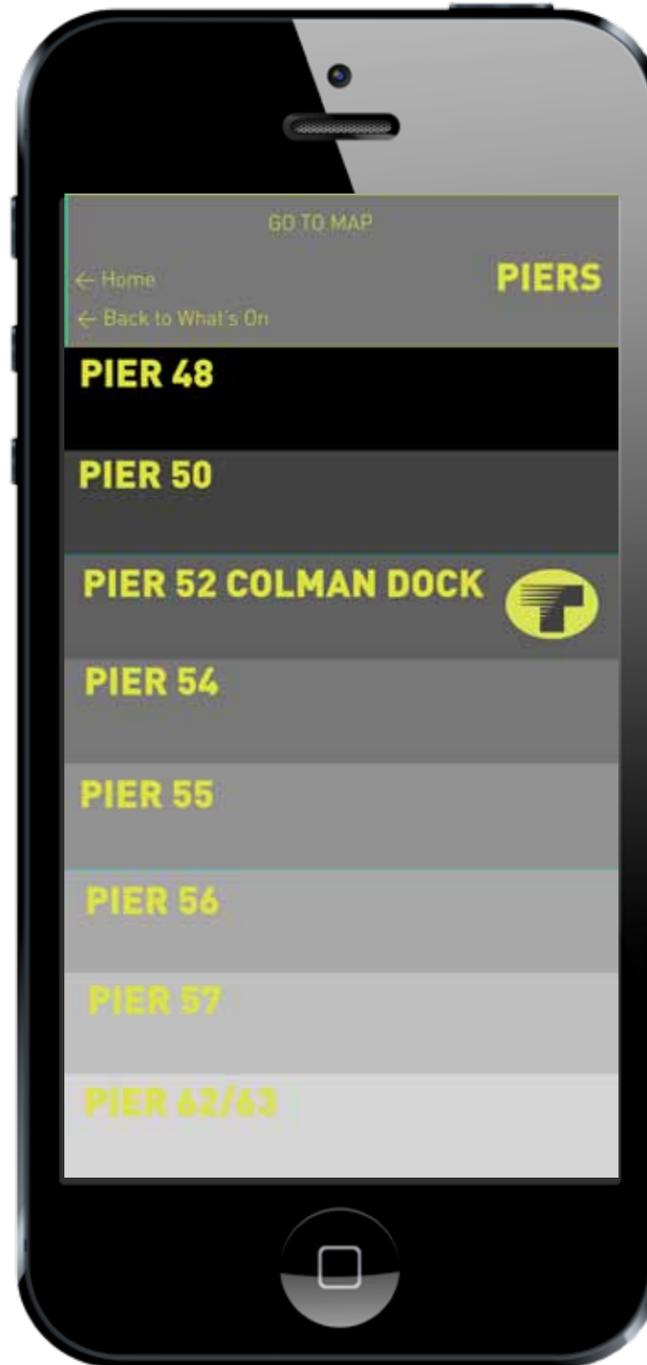
Menu can scroll infinitely. Each function has an image that works as a big button. First six big buttons visible here.



Menu names load for added clarity.



Selecting for example, What's On, would call up the sub menus for that section. The layout mirrors the proportions if not the materials of the way-finding "Stack" in the wayfinding scheme but a more graphic version.



Selecting "Piers" opens piers submenu.



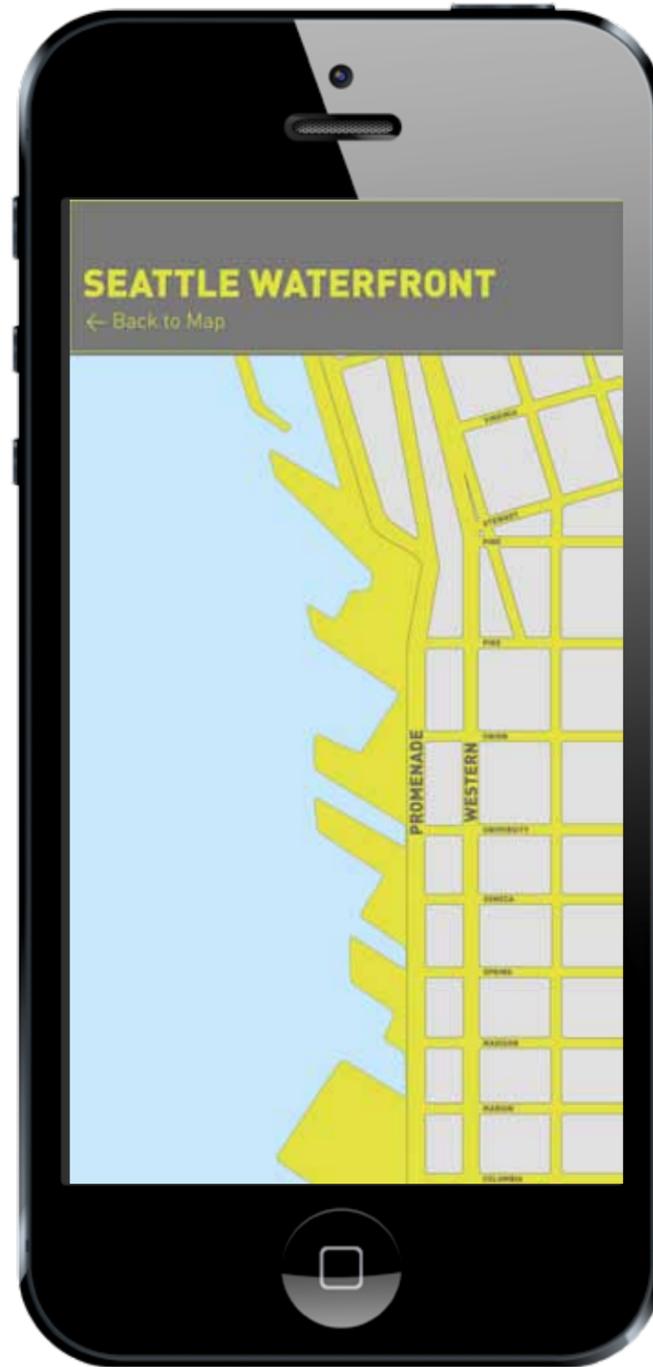
Selecting "Pier 52" for example opens submenu content. In this case a historic photo and some information on Pier 52. There are other menu buttons at the foot of the page that display:

- where Colman Dock is in relation to user
- a link to Ferry schedules
- tides
- things of interest near the user



Selecting "Pier 52" for example opens submenu content. In this case a historic photo and some information on Pier 52. There are other menu buttons at the foot of the page that display:

- where Colman Dock is in relation to user
- a link to Ferry schedules
- tides



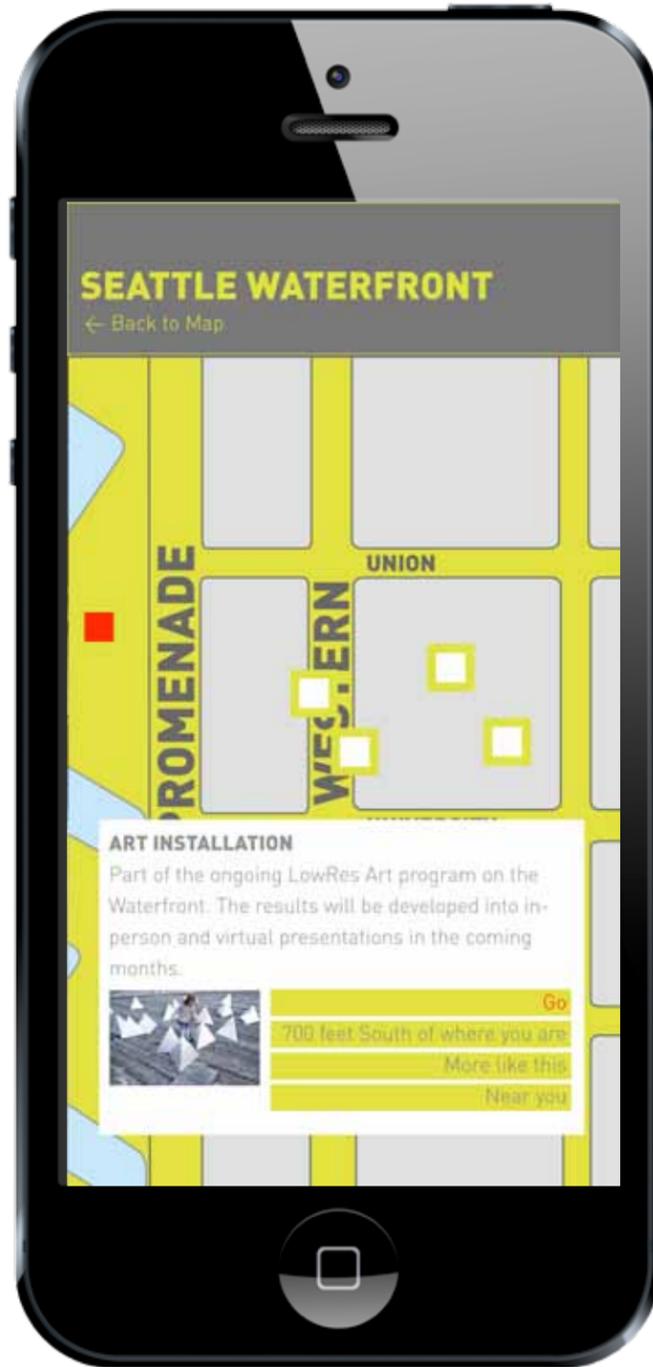
The schematic map of the Waterfront can be accessed either via the button on the Home screen or via the Go to Map link at the top of the screen. When accessed the Map loads and is centre on your location.



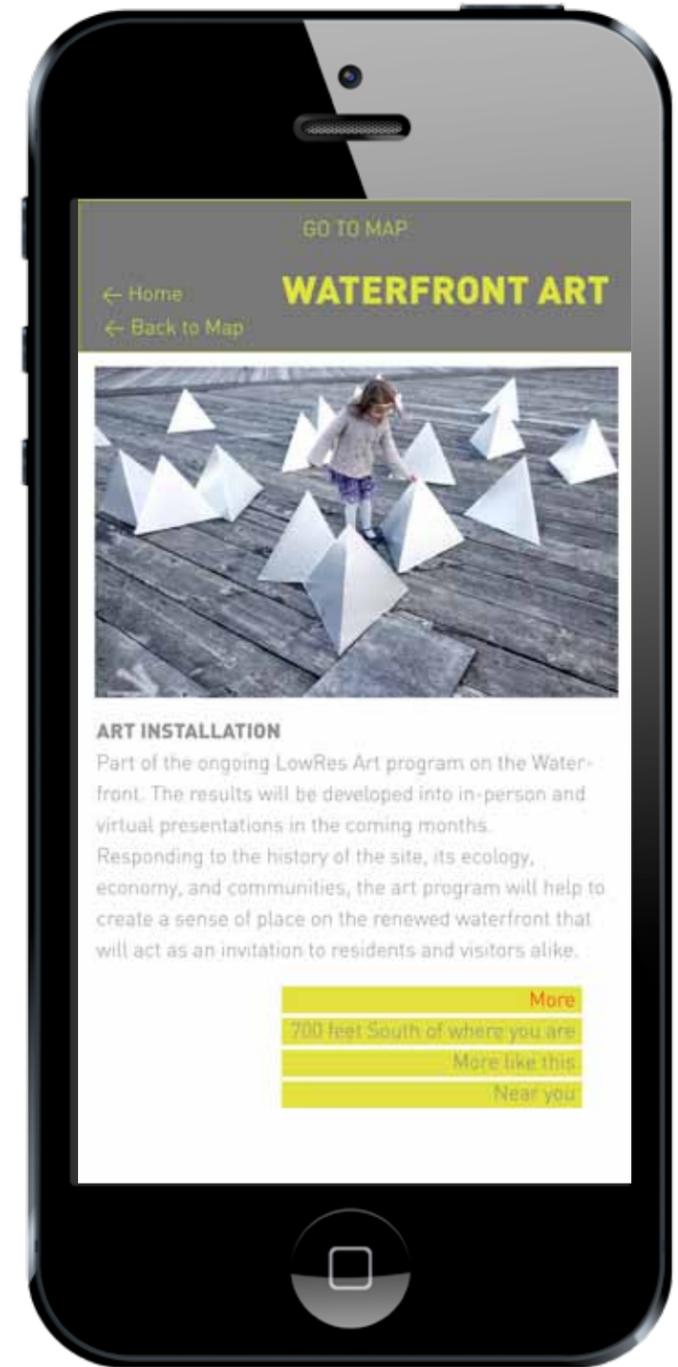
The map loads a series of "hotspots" that are content nodes for the waterfront. Each represents a point of interest, a story, one of the Seattle 1,000+ project or a historic image or contemporary event that is on the waterfront.



The map uses a conventional pinch technique to zoom in and out. The hotspots increase in scale as we zoom in making them very clickable by touch.



Clicking on a hotspot reveals the box that is the headline of the content. Clicking on the link will take you to the next screen with more info. This screen communicates where you are in relation to the point of interest, offers the option of more like this and other events near you.



Going to the full content screen gives more information in a scrollable content screen.





1,000+ PROJECT

“The conventions of standard interpretation signage may not suit our ambitions to create a Wayfinding system that is unlike any other.”



PLACES

CONTENT

*The Wayfinding kit of parts includes
the Seattle 1,000+ project.*

It's a matrix of memory.

*The heart and soul of the wayfinding
project.*

Real people and real events.

Real memories big and small.

“The 1,000+ project offers the chance for the stories of the Muckleshoot, Salish, Suquamish and other tribes to sit alongside the storytelling around major municipal projects; for acts of largesse or philanthropy, artistic endeavour or elements of everyday life to sit alongside the wider and more grandiose elements of the Seattle and Pacific North West story.”

“The installation of plaques containing stories, memories and events large and small, momentous and ephemeral, political and personal will ingrain the stories of Seattle in the fabric of the city.”

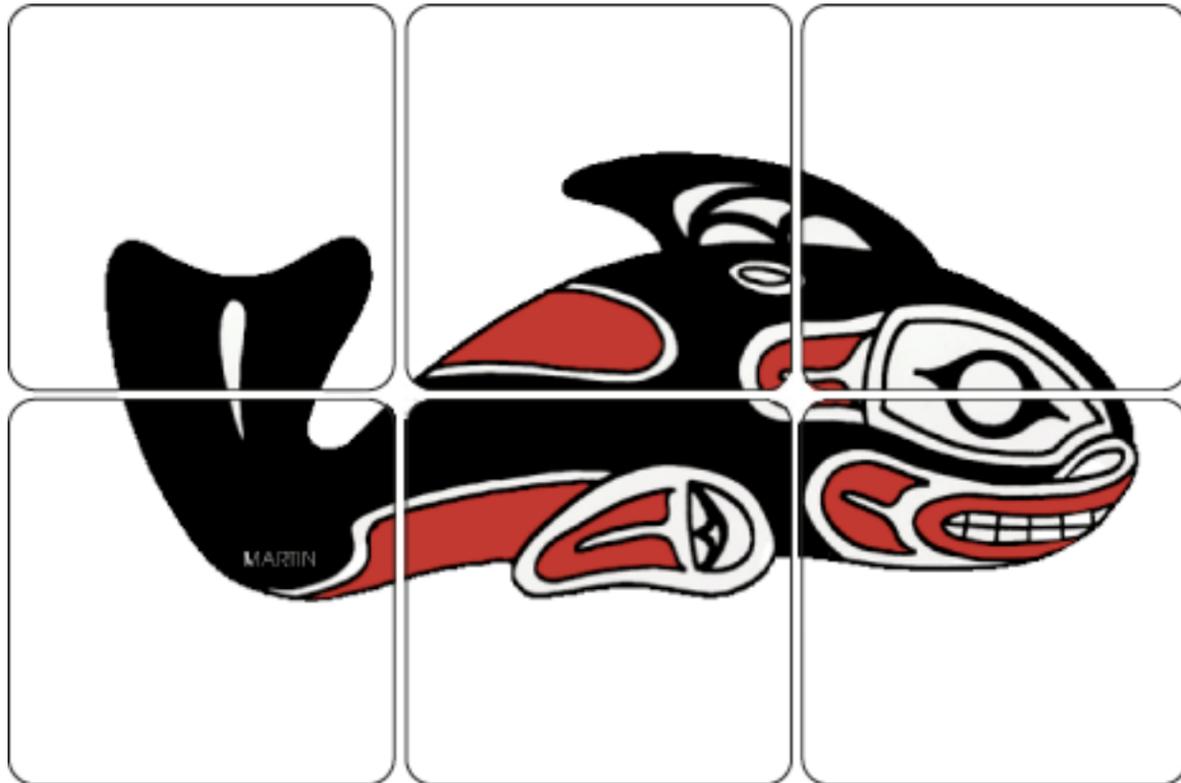
78/1,000+

November 3, 1890.

On November 3, 1890, the first wheat to leave Seattle by ship is loaded aboard the British bark Mary L. Burrill, bound for Cork, Ireland. The wheat had been stored in a new grain terminal in West Seattle.



PLACES



1/1000+

THE WORKERS ON THE DOCKS

Before shipping containers existed, dock workers also known as Longshoremen used their hands to move freight filled with goods like flour, coffee, bananas, silk bales, and cooking oils. Handling up to 200 pounds at a time, they relied on strength and quick thinking to avoid injuries like cut fingers, smashed ankles, broken ribs, or even death by crushing.

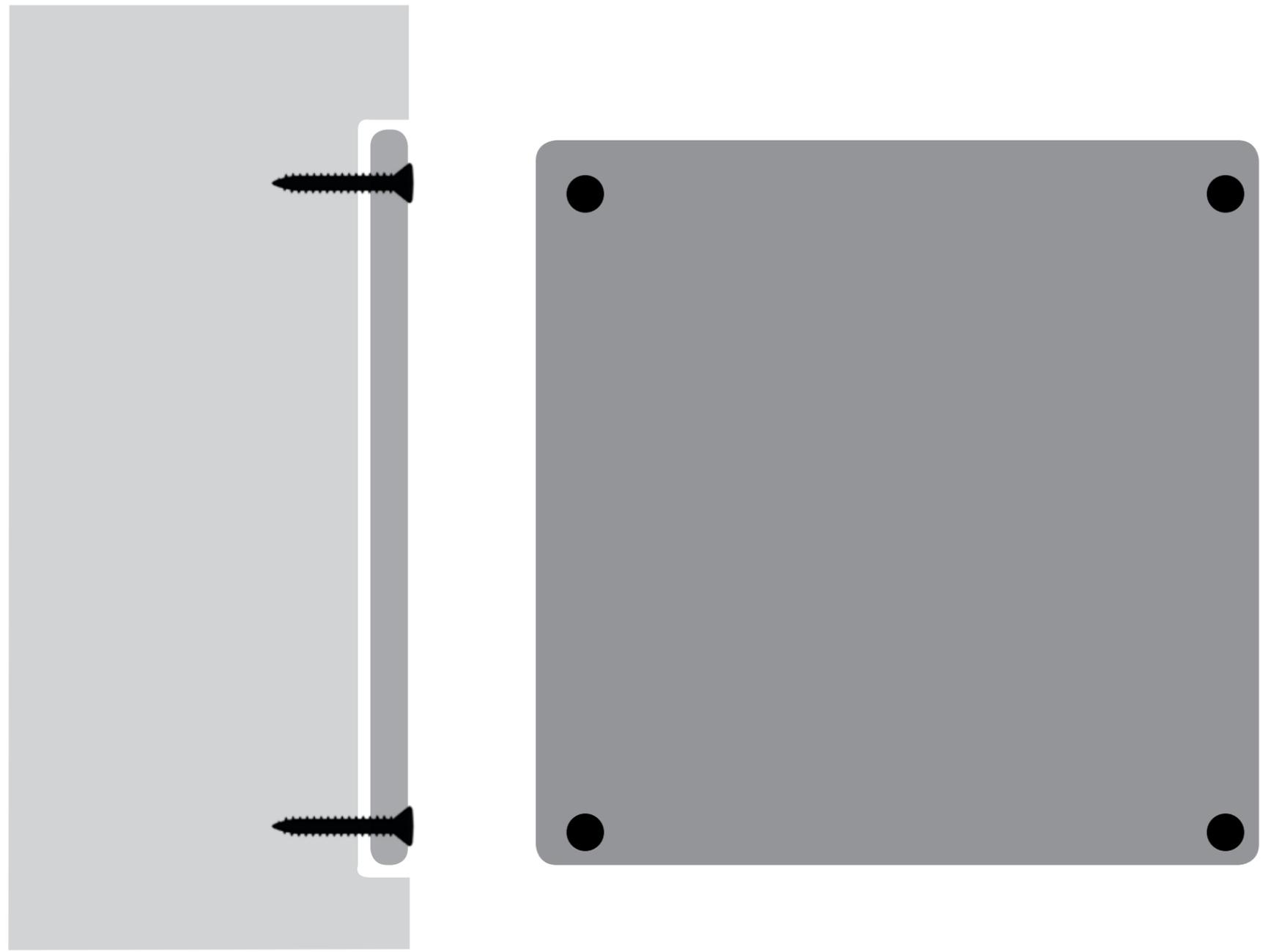
Central Waterfront 1,000+ Moments

1/1000+



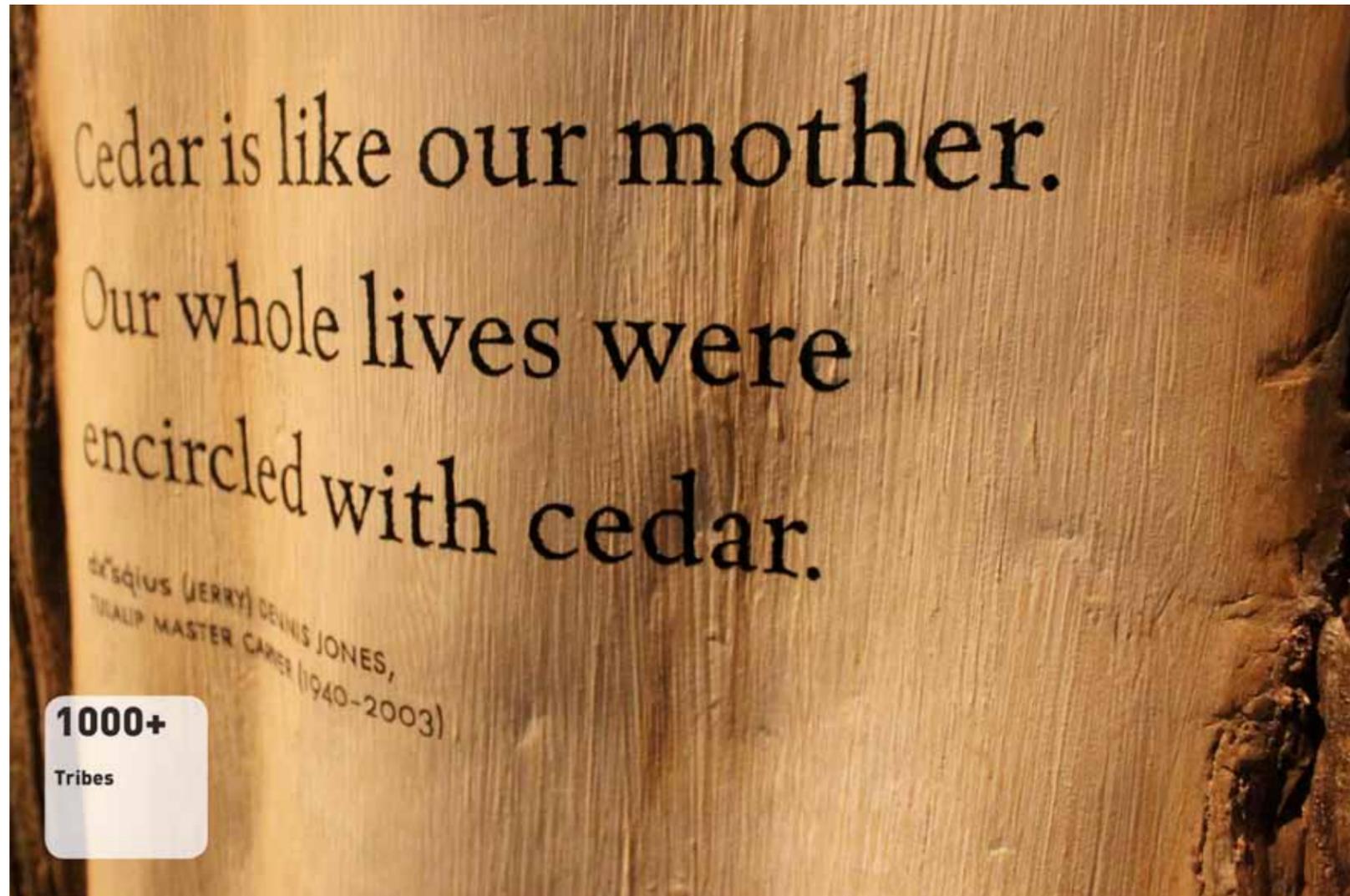
Property of Puget Sound Maritime Historical Society

Central Waterfront 1,000+ Moments









When Nippon Yusen Kaisha Line's Miike Maru arrived from Yokohama, Japan in 1896 thousands of Seattleites packed the waterfront to celebrate the first regular service between Seattle and Asia. By the 1900s, Seattle had regular steamship connections to Asia, Europe, South America, California, and Alaska. City boosters promoted it as the "Portal to the Pacific."





CARRIERS

CONTENT

"YOUR DAD WAS A QUIET PERSON,
ALWAYS THINKING OF THE OTHER FELLOW FIRST...
WHAT LOVE HE WOULD HAVE SHOWERED ON YOU
IF HE HAD LIVED TO SEE YOU GROW UP."

GRENADA: MARK OKAMURA YAMANE

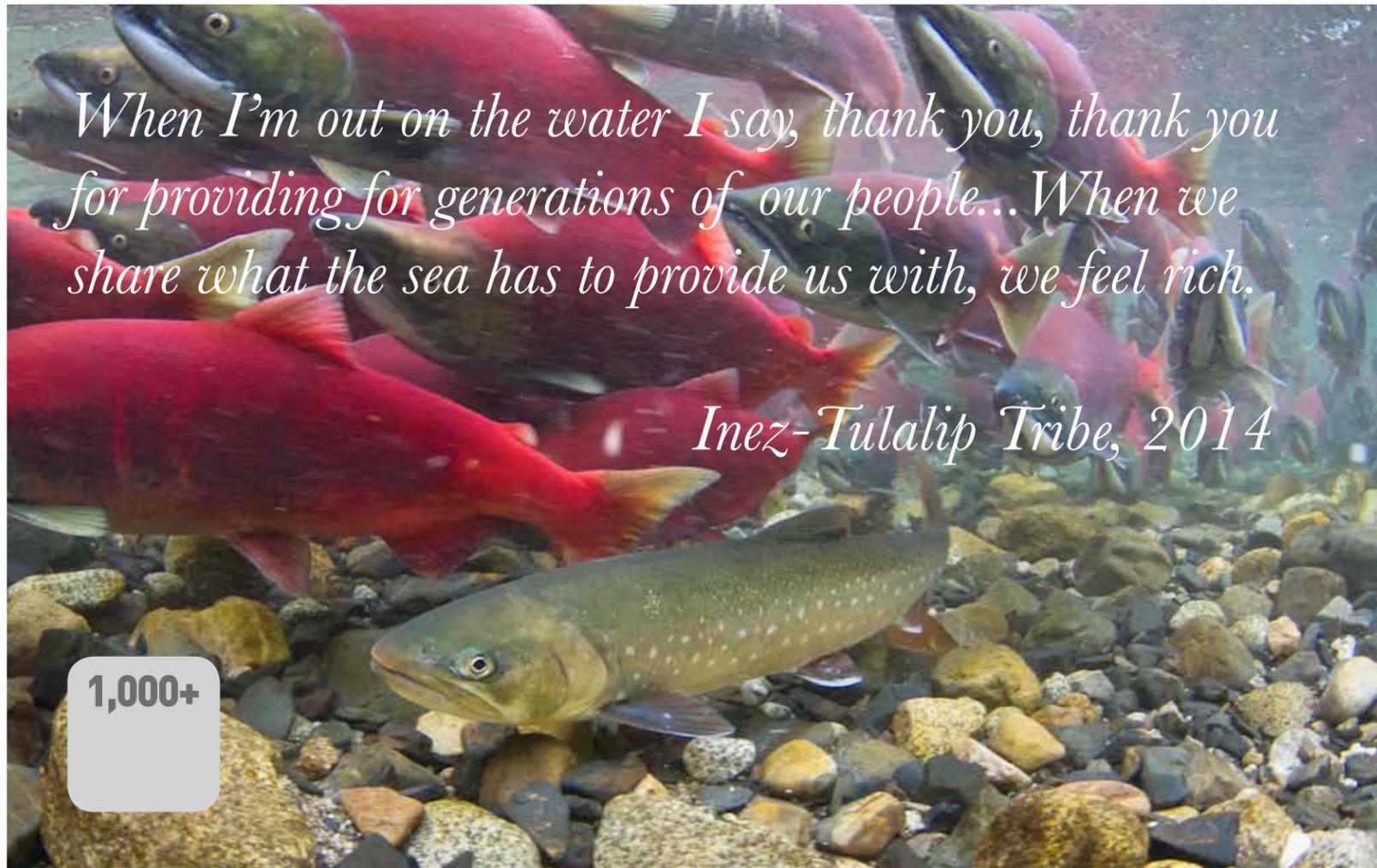
LETTER TO A CHILD

GULF WAR: HANS CHRISTIAN RICHARD AVEY · LEE ARTHUR BELAS · DORAN HILAIRE BOLDUC · ARDON BRADLEY COOPER · JOSHUA JOHN FLEMING
ERIC DOUGLAS HEDEEN · DUSTIN CRAIG LAMOUREUX · MICHAEL ELIGENE LINDERMAN JR · MICHAEL NEAL MONROE
JOHN KENDALL MORGAN

1000+

Memories:
The
Extraordinary

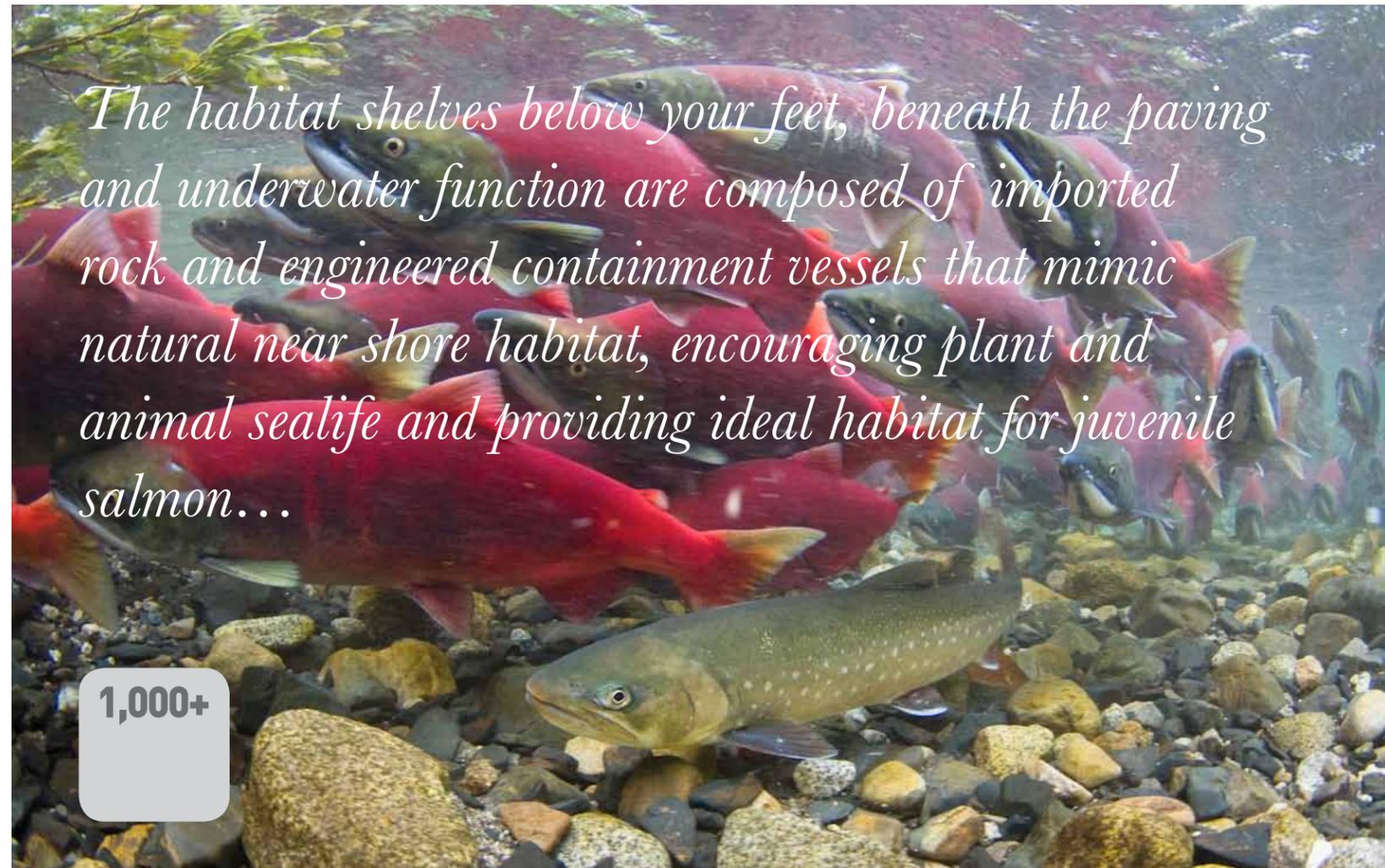
PHILIPPINES: THOMAS F. ALLISON · JUAN MIGUEL RIZCUT

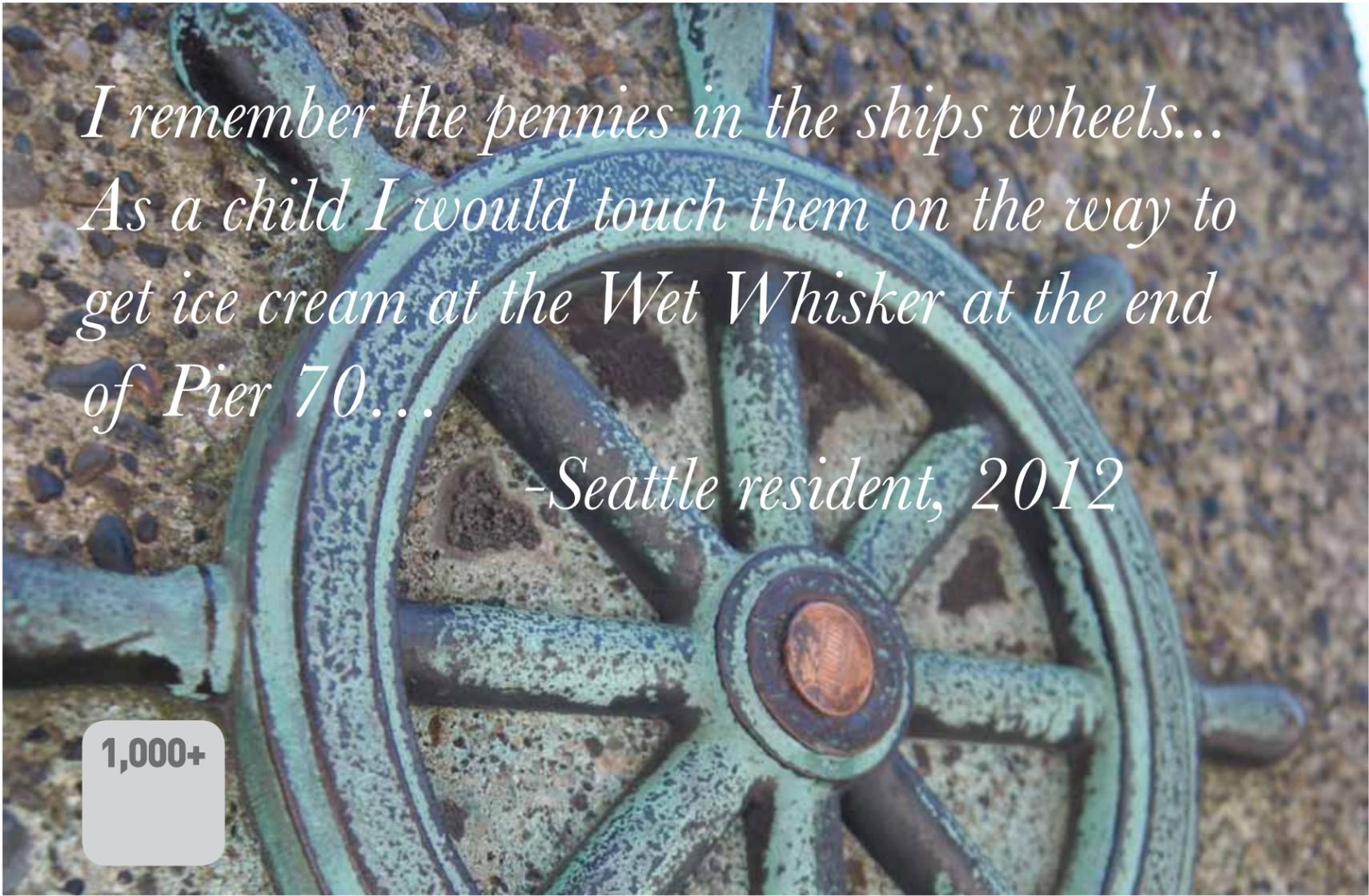


When I'm out on the water I say, thank you, thank you for providing for generations of our people... When we share what the sea has to provide us with, we feel rich.

Inez-Tulalip Tribe, 2014

1,000+





*I remember the pennies in the ships wheels...
As a child I would touch them on the way to
get ice cream at the Wet Whisker at the end
of Pier 70....*

-Seattle resident, 2012

1,000+



The 1000+ project endeavors to hear and gather all stories...the ordinary and extraordinary, the required and the inspired, the silly and the serious. It's nature is that of democratization, of storytelling, of giving importance to all stories, of representing the experience of place...So that one story doesn't rise above others, rather, one story lies in a 1000+ constellation which experienced as a journey tells the story of our waterfront.

MAKE THE INVISIBLE VISIBLE: ACKNOWLEDGE THE OLD WAYS

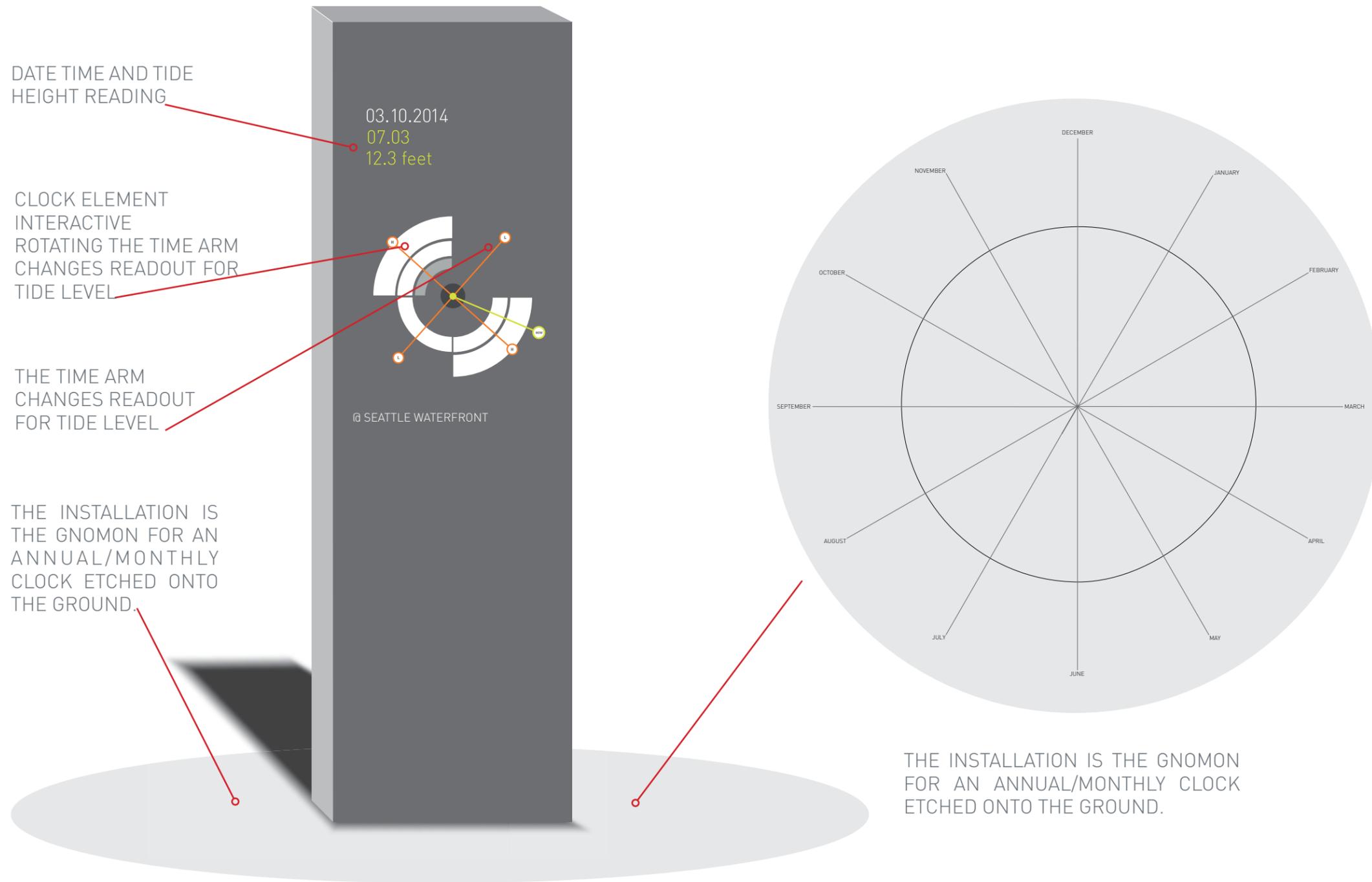


PLACES

CONTENT

*“Wayfinding is the process by
which the possible is made visible.”*

“The tides can be predicted years in advance or recalled from years in the past. The Stand Alone Tide Element (SATE) is designed to reconnect us to the methods of Wayfinding that existed before settlement and construction, using, sun and moon rise, wind speed and tide height. It’s a tidal clock and an astrolabe of sorts”



PLACES

CONTENT



360° CITY

The Wayfinding kit of parts is designed to aid the establishment of the wider bay ring as part of the 360 degree city.

PLACES

CONTENT



*Wayfinding kit of parts:
ferry/ferry terminal installation
connecting the wider bay ring
with navigation.*

PLACES

CONTENT

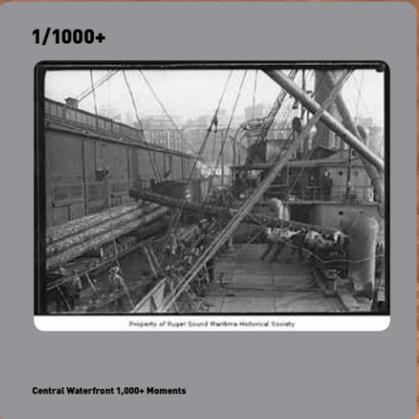


—

1,000+

1/1000+
THE WORKERS ON THE DOCKS
 Before shipping containers existed, dock workers also known as Longshoremen used their hands to move freight filled with goods like flour, coffee, bananas, silk bales, and cooking oils. Handling up to 200 pounds at a time, they relied on strength and quick thinking to avoid injuries like cut fingers, smashed ankles, or by crushing.

Central Waterfront 1,000+ Moments



PLACES

CONTENT



END