

# Seamless Seattle: 2024 Pedestrian Wayfinding Expansion

## International Special Review District Briefing

This project looks to install fifteen new Seamless Seattle wayfinding signs within International Special Review District (ISRD) Boundaries.

Seamless Seattle is the City of Seattle's new standard for pedestrian wayfinding. The project replaces the existing red wayfinding sign program. These signs will be installed as part of the fourth phase of the work, which focuses on four district areas: Chinatown/International District, Convention Center, Seattle Center, and the Waterfront.

### Key Design Features

The wayfinding design was developed after extensive user input and public engagement.

- Heads up mapping on street signs to help the user to quickly orient themselves in reference to their immediate surroundings.
- Integration of illustrations, slope information, accessible entrances to transit, and publicly accessible through building Hillclimb assists to meet the needs of the widest range of users.
- Use of proper contrast for legibility, optimization for color blindness, large type sizes, careful balance of content, and simplification of complex topography for accessibility.
- Integration of braille and tactile panels providing orientation information on all signs.
- Integration of non-English languages in specific areas.
- Recognizable product design, tested through rapid prototyping, predictably deployed across different areas to maximize system legibility so users know where to go for information.





# About Seamless Seattle

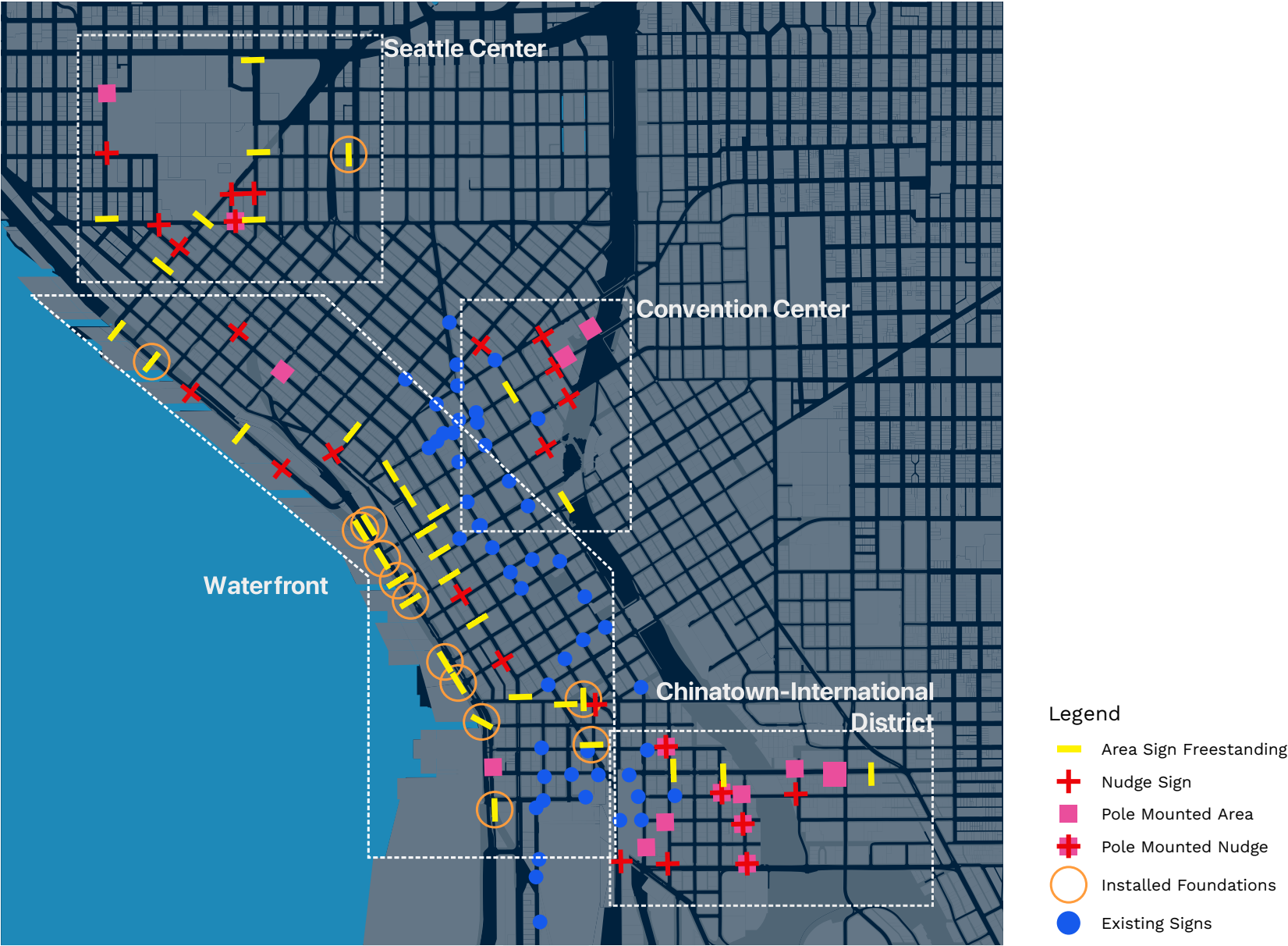
Four pillars underpin the Seamless Seattle wayfinding strategy:

1. **Modal Integration:** Walking information deployed in stations, stops and interchanges, and integrated digital tools, that will connect transit modes to each other and last mile walking journeys.
2. **Local Distinctiveness:** Development of a single, agreed city-wide wayfinding standard that will provide a consistent information layer, while allowing for local content, and local design distinctiveness for historic landmark neighborhoods.
3. **Design for All:** Development of planning rules to prioritize safe and accessible walking routes, prioritization of content to support people with greater needs and system design guided by strong inclusive design principles establishing accessibility of information for all.
4. **Systemization:** Design standards with a high degree of commonality for planning and system design, to guide deployment of all city wayfinding. Supported by a back-of-house Content Management System run by the city and/or its partners to ensure system integrity.





# Expansion Extents & Proposed Sign Locations





# Proposed Sign Types: Area Sign



Area Sign Freestanding



Area Sign Pole-mounted

## Components & Function

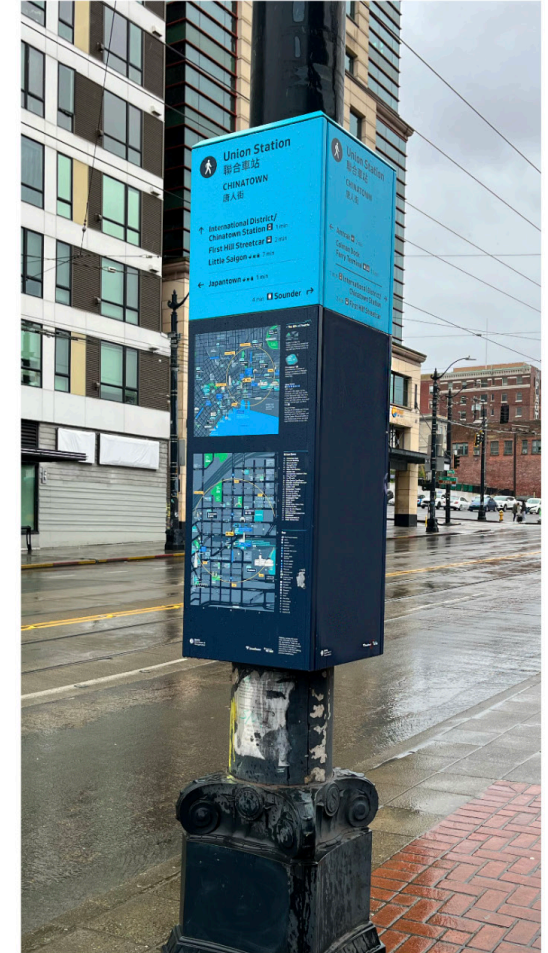
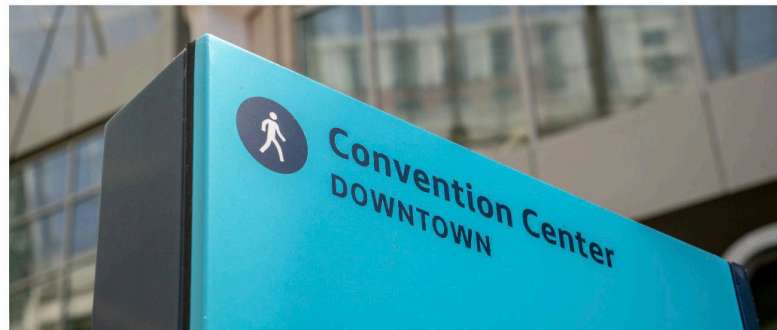
- This sign type includes two scales of map; finder and planner scale. The Finder Map allows users to locate local destinations and explore their immediate vicinity, while the Planner Map allows longer journeys to be planned and transit connections to be understood. In addition, a panel on the edge of the sign will provide the sign address in Braille and tactile.
- Directional content provides quick reading information for users en-route to a destination and the address information confirms a users' location.

## Placement

- Area Signs are located at major decision points in busy environments such as outside transit stations, and in hubs and dwelling places. These are locations with high density of destinations, routes or journey choices.

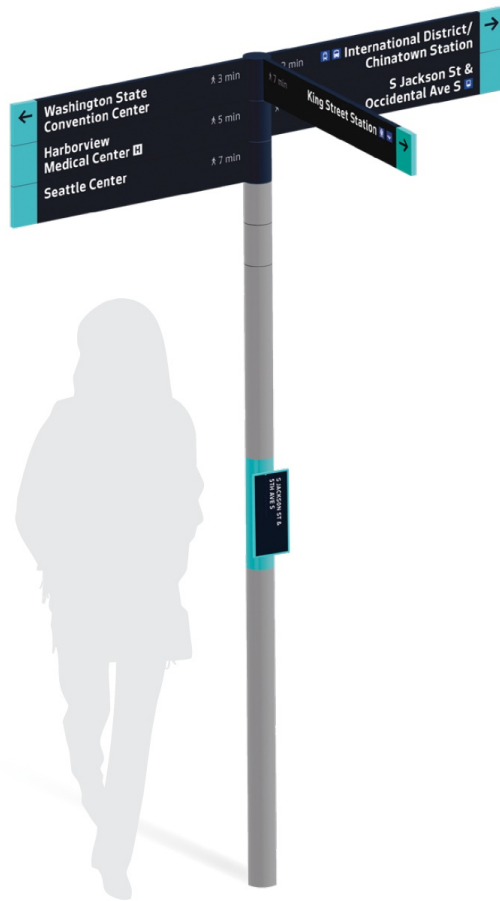


# Proposed Sign Types: Area Sign





# Proposed Sign Types: Nudge Sign



Nudge Sign Freestanding



Nudge Sign Pole-mounted

## Components & Function

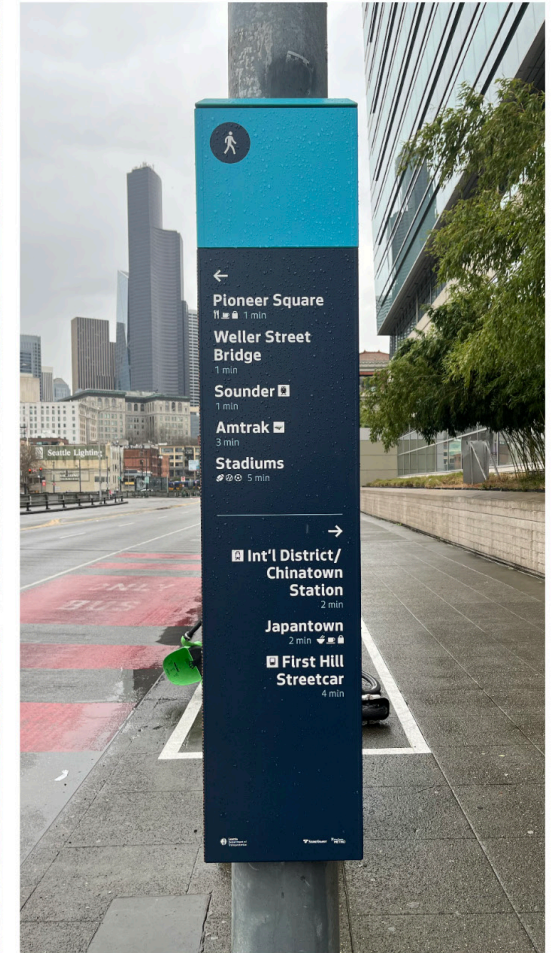
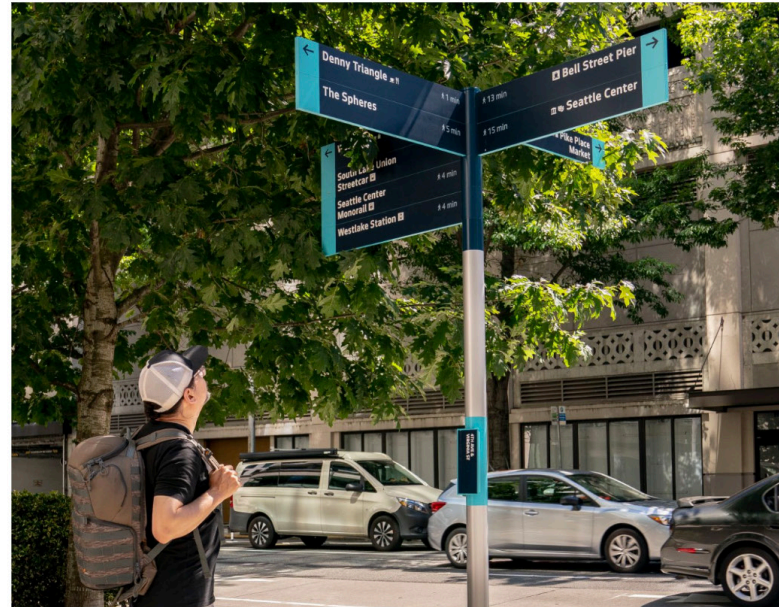
- The nudge sign gives directional information to navigate the local area, providing route confirmation and acting as a last mile homing beacon to find places.

## Placement

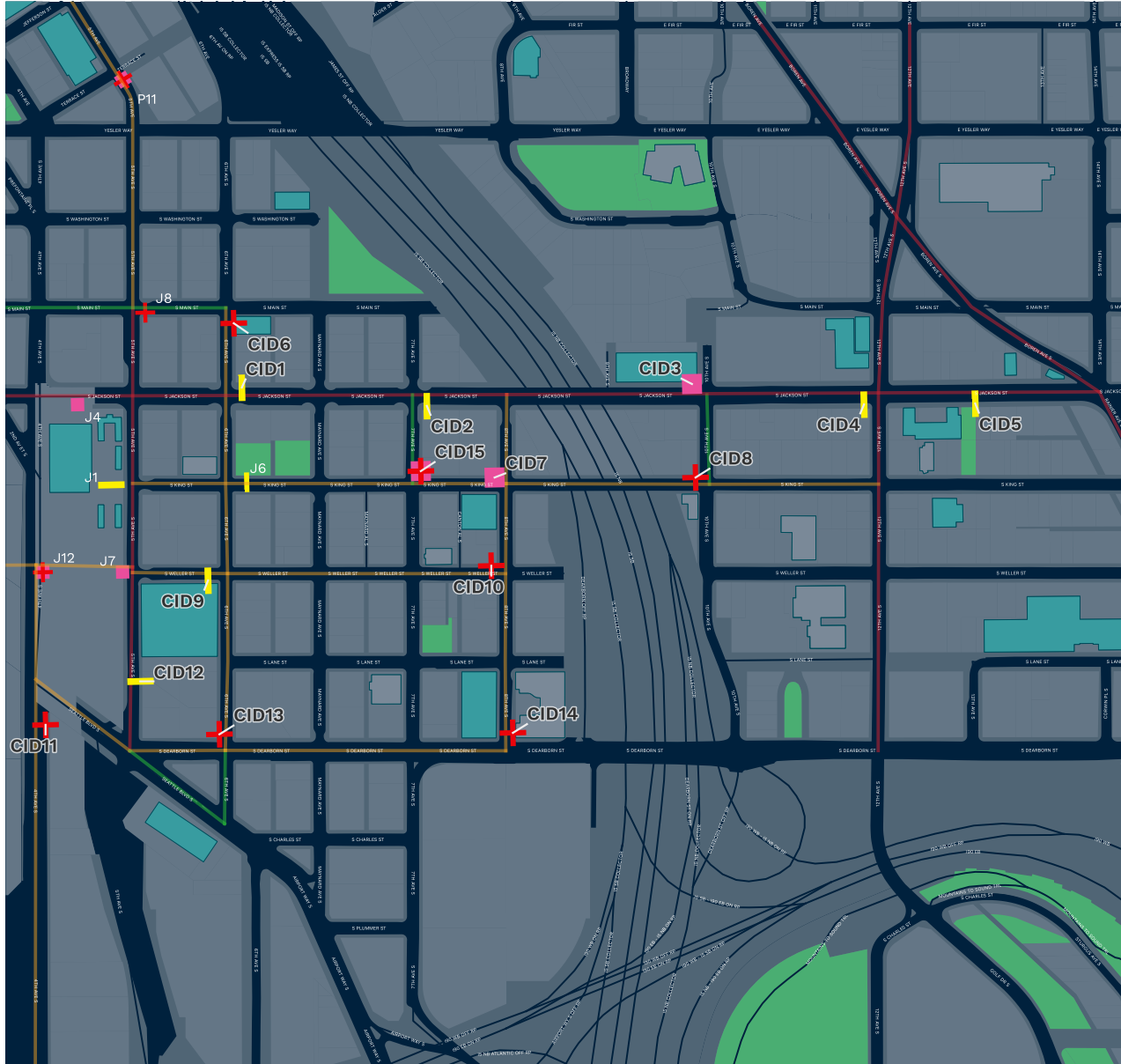
- Located at minor decision points where people require binary decision making about their onward direction.
- They are common in areas which have a low density of destinations, on long route sections where confirmation of direction is helpful, and in areas which have a complex movement infrastructure to navigate.



# Proposed Sign Types: Nudge Sign



# Proposed Sign Locations



The following sign types and numbers are proposed within the International Special Review District:

- [6] Area Signs - Freestanding
- [2] Area Signs - Pole-Mounted
- [6] Nudge Signs - Freestanding
- [1] Nudge Sign - Pole-Mounted

## Legend

### Signage

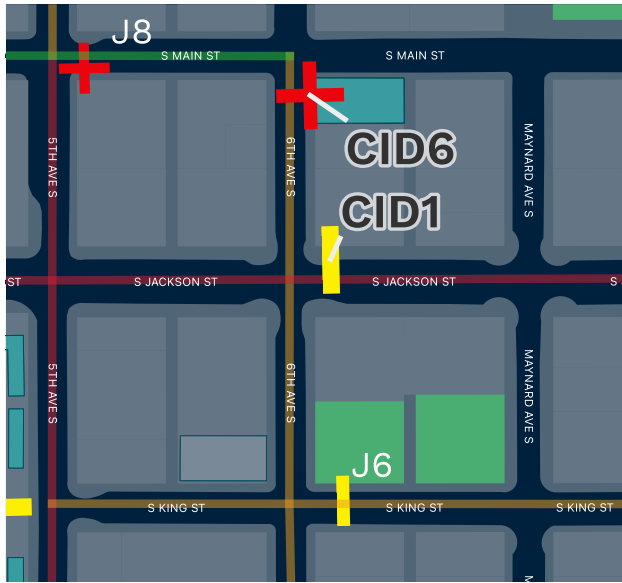
- Area Sign Freestanding
- ✚ Nudge Sign
- Pole Mounted Area
- ✚ Pole Mounted Nudge
- Installed Foundations

### Priority Route Network

- Primary Route
- Secondary Route
- Tertiary Route



## Proposed Sign Locations: CID-1



## Area Sign - Freestanding



# Proposed Sign Locations: CID-2

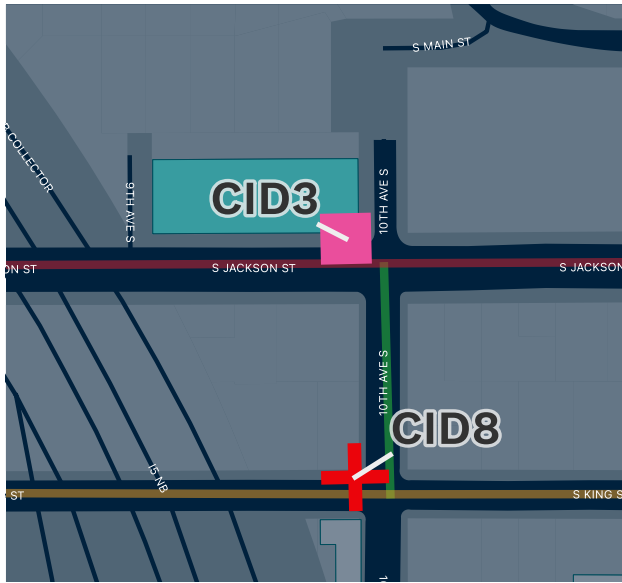


Area Sign - Freestanding





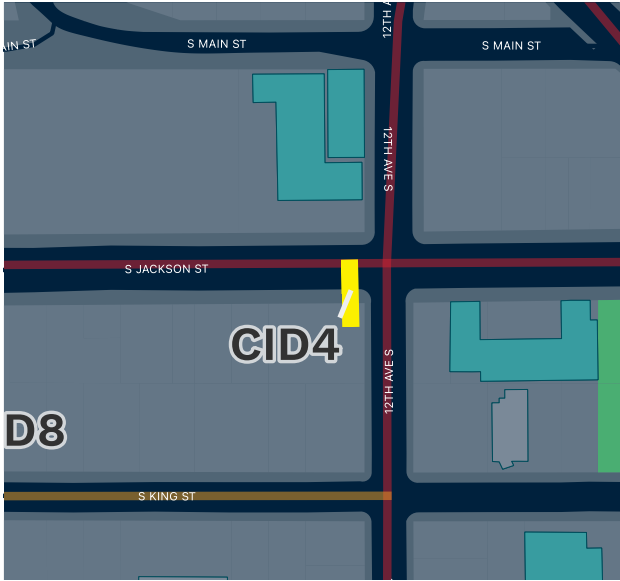
# Proposed Sign Locations: CID-3



Area Sign - Pole-mounted



# Proposed Sign Locations: CID-4

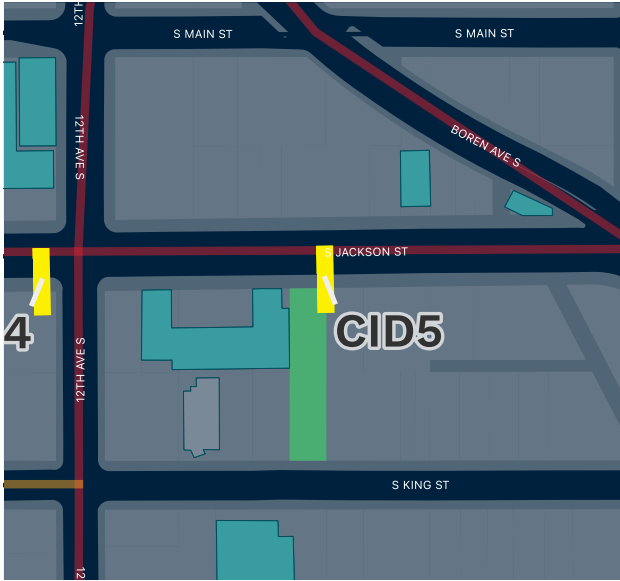


Area Sign - Freestanding





# Proposed Sign Locations: CID-5



Area Sign - Freestanding





# Proposed Sign Locations: CID-6

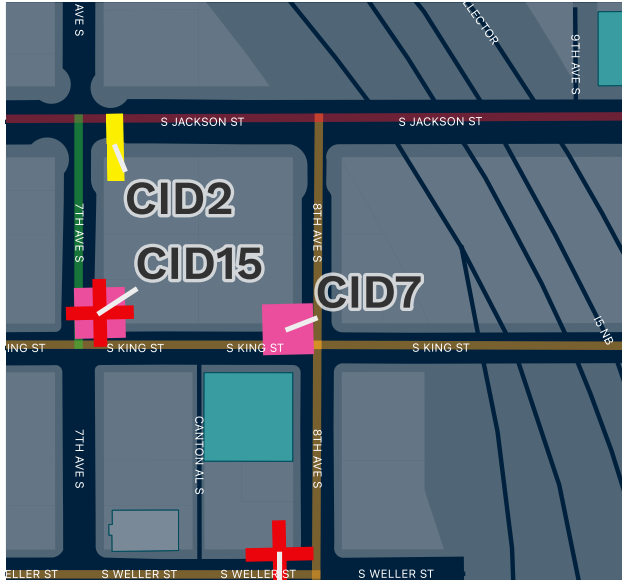


Nudge Sign - Freestanding





# Proposed Sign Locations: CID-7

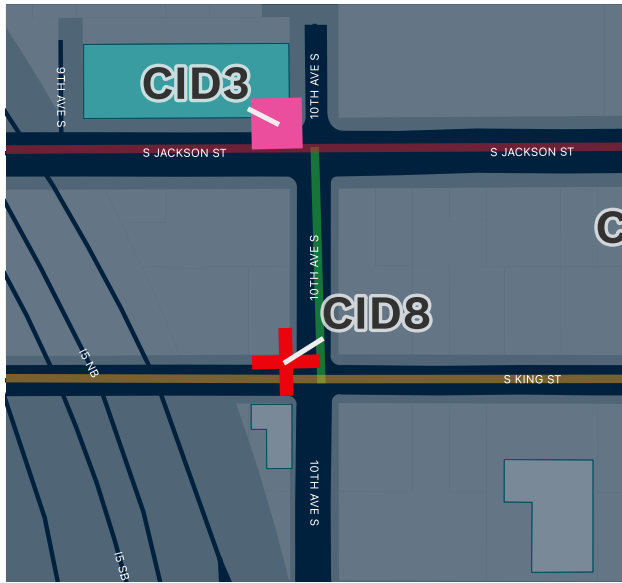


Area Sign - Pole-mounted





# Proposed Sign Locations: CID-8

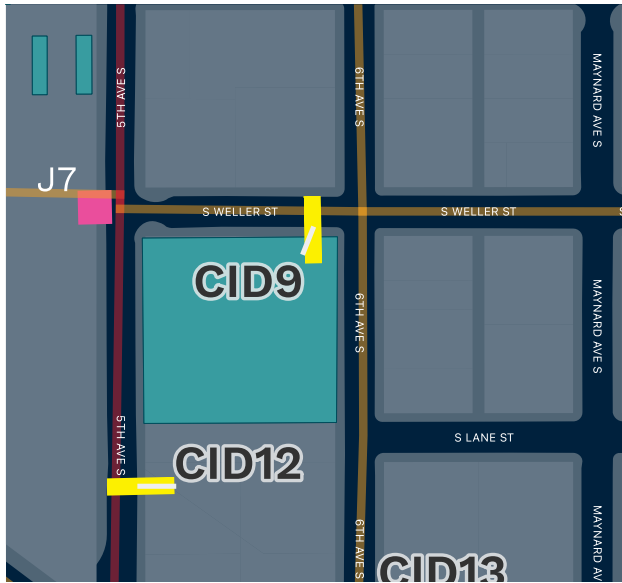


Nudge Sign - Freestanding

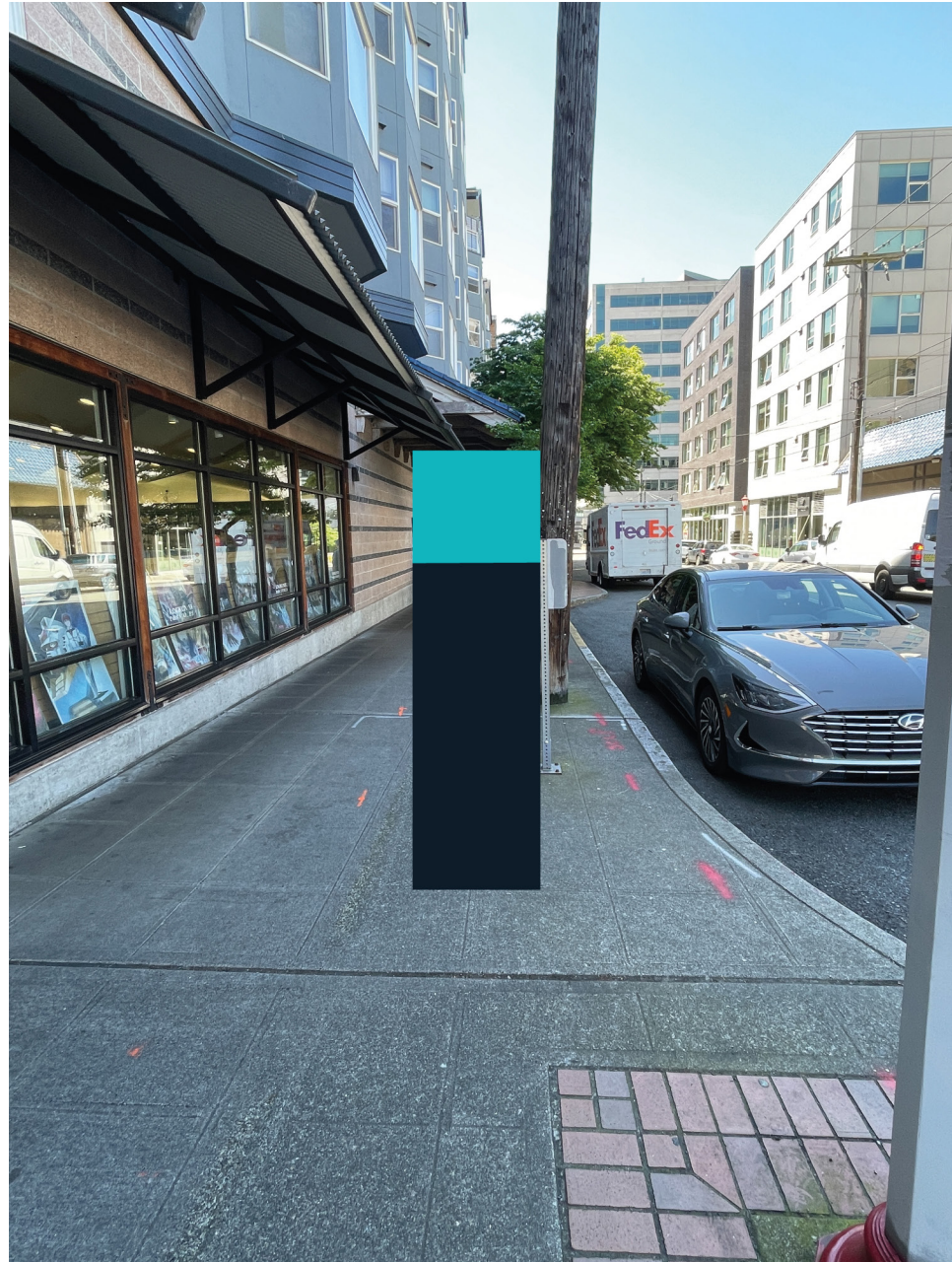




# Proposed Sign Locations: CID-9

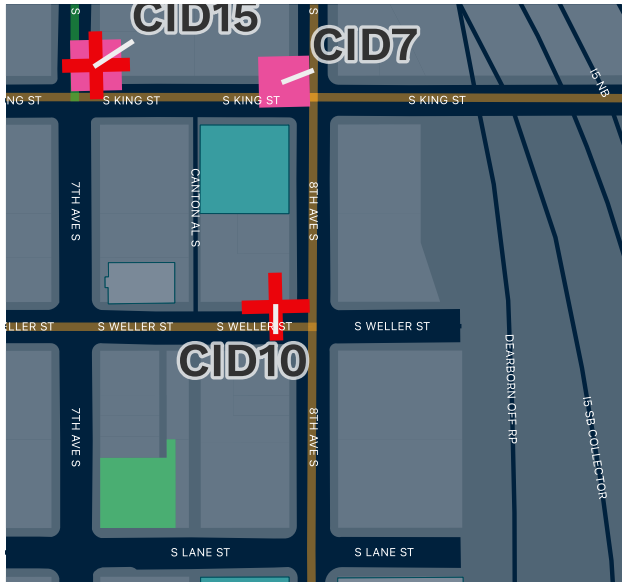


Area Sign - Freestanding





# Proposed Sign Locations: CID-10

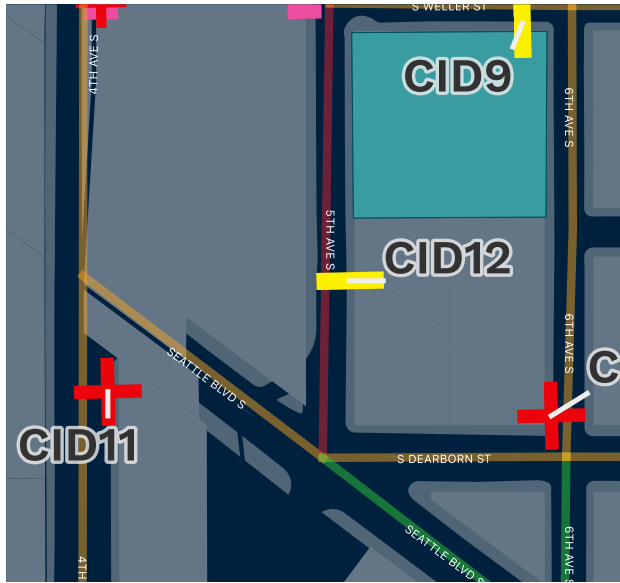


Nudge Sign - Freestanding





# Proposed Sign Locations: CID-11

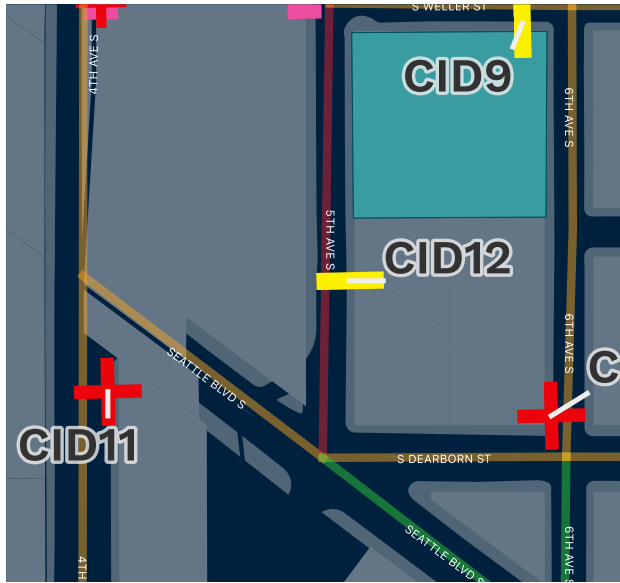


Nudge Sign - Freestanding





# Proposed Sign Locations: CID-12 - Alternative



Area Sign - Freestanding





# Proposed Sign Locations: CID-13



Nudge Sign - Freestanding





# Proposed Sign Locations: CID-14

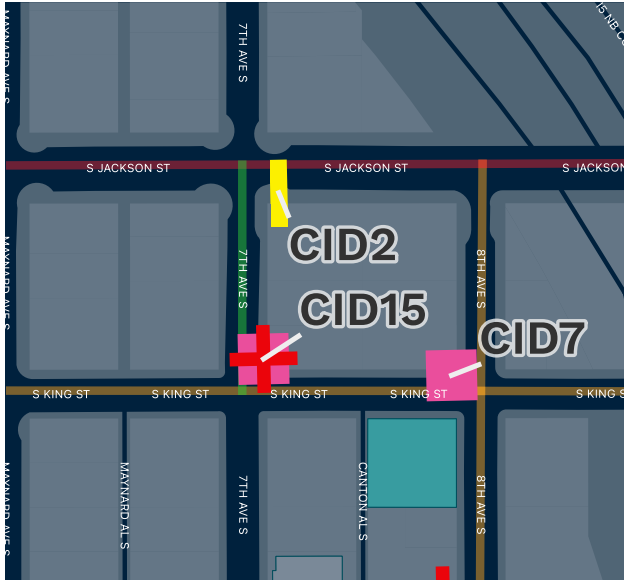


Nudge Sign - Freestanding





# Proposed Sign Locations: CID-15



Nudge Sign - Pole-mounted



# Community Engagement - 2019 Engagement

## Prior Engagement

In the first phase of Seamless Seattle, the project engaged extensively with the public and stakeholders, including members of the Chinatown-International District community, through various methods such as surveys, focus groups, charrettes, community conversations, and stakeholder working groups. Over 200 individuals participated in this process, contributing valuable insights that are summarized in the [Pedestrian Wayfinding Engagement Summary](#) report.



**CID FOCUS GROUP**  
Research Phase

20 CID-based community members provided early input on the CID's wayfinding needs and priorities.



**REFERENCE PANELS (2)**  
Planning & Design Phase, Pilot Phase

Focus Group participants from the CID and beyond who had first-hand experience with wayfinding challenges and represented a community underrepresented in city projects.



**JACKSON HUB PILOT SITE  
WORKING GROUPS (2) | Pilot Phase**

Organizations and agencies shared their knowledge to refine the program. Their input helped ensure the pilot program reflected neighborhood priorities and character.



# Community Engagement - Current Phase

In the current phase of work, we have collaborated with key stakeholder groups including the Chong Wa Benevolent Association, Friends of Little Saigon, and Japantown Stakeholders to gather insights and inform the project.

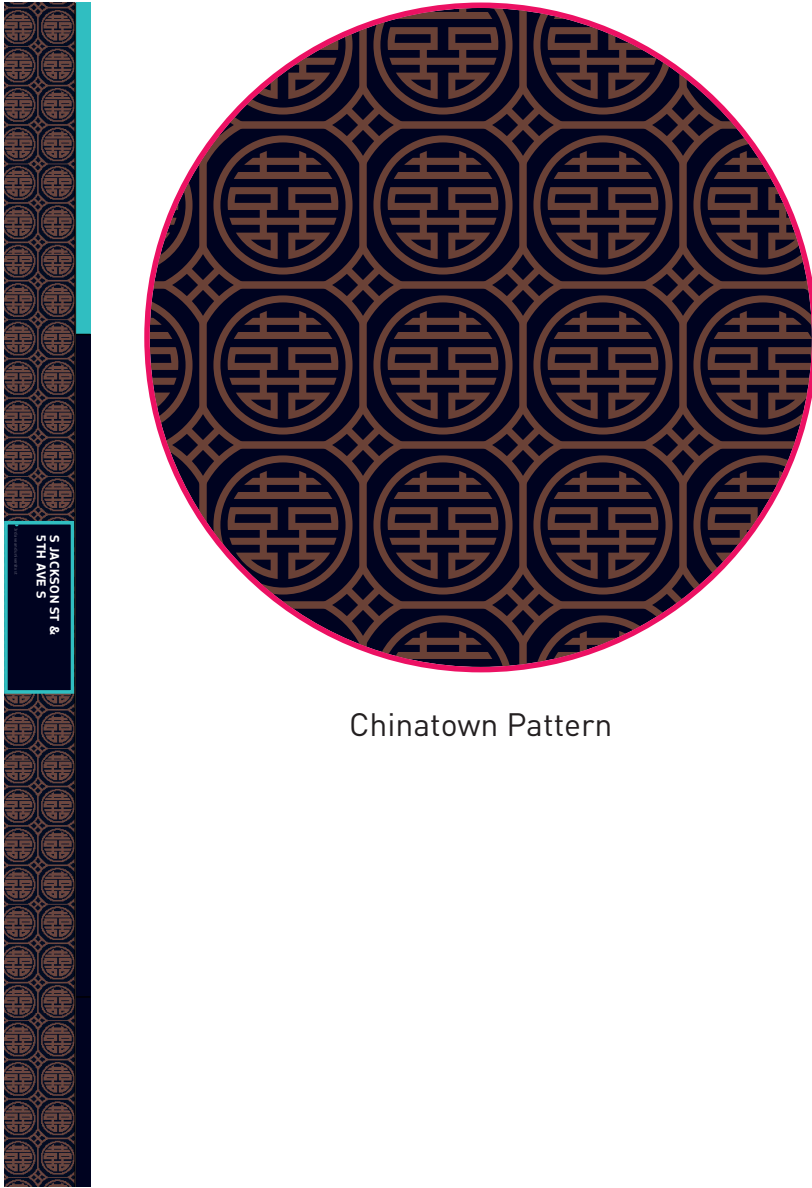
## **Information shared**

- Introduction (or reintroduction) to the wayfinding system
- Sign types
- Proposed sign locations
- Asset selection criteria
- 3D building illustration criteria

## **Information gathered**

- Local Distinctiveness - Ideas for side panel graphics
- Bilingual translation opportunities
- 3D landmarks
- Support for pole-mounted signs
- Map content

# Local distinctiveness



Chinatown Pattern

In order for the system to better reflect the character of historic districts, side panels of both Area and Pole-Mounted Signs can be decorated with a graphic pattern.

- On the Area Sign, this pattern wraps around the entire sidepanel, revealing a small section of the pattern on the front and rear faces of the sign.
- On Pole-Mounted Signs, this pattern is on the street facing panel.

Patterns for Little Saigon and Japantown are currently in progress.