



Sand Point Magnuson Park
Seattle Parks & Recreation



Signage & Wayfinding Master Plan
Inventory & Analysis

July 6, 2004

KellyBrandonDesign

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Introduction

During the summer of 2004, Sand Point Magnuson Park advertised for consultants to assist in the development of a master plan to improve signage & wayfinding on the campus. In May of 2004, Kelly Brandon Design was selected as the design consultant in wayfinding.

The SWMP project is scheduled to be completed during 2004 and includes the following phases, of which this report is the first:

Inventory & Analysis - to survey the site, study circulation & analyze wayfinding issues

Develop Sign System Alternatives - develop signage design options for review & approval

Finalize Preferred Signage System - prepare standard drawings & specifications for all sign types



The Signage Committee

The follow is a list of the Signage Committee members:

Kevin Bergsrud, Planning & Development Specialist, Chair

Eric Friedli, Park Director

Mary Alderete, Strategic Advisor, Marketing

Isabella Hamilton, Tenant Coordinator

Dan Iverson, Events Coordinator

The Goals

During the kick-off meeting with the Signage Committee, each member was tasked to provide a description of goals for the project from their particular perspective, in a sense a "commissioning statement" for the consultant. Since the make-up of the committee represents the many park functions, a compilation of their responses offers a good picture of the objectives for this project, beyond those stated in the scope of work. Members were to answer the following three questions:

1. What are the strengths of the current signage?
2. What are its weaknesses?
3. What would be the best outcome of this wayfinding master plan process?

Two staff responses are given on the following page.

Kevin Bergsrud, Planning & Development Specialist



Strengths

Cream/green signs include lots of information, they attempt to provide a consistent sign form and color palette. Parks rainbow signs offer some standardization [and] are sized to pedestrian use. Some historical forms and fonts exist which could be built upon in a new signage program.

Weaknesses

Cream/green signs include too much information to read from a vehicle. Parks rainbow signs are not consistently produced, they are different sizes, different fonts and font sizes, most times not readable from a vehicle. Piecemealing, where signs have been installed over the years, no real consistency when replacement or new signs installed.

Best Outcome

Providing guidelines that make implementation easy. For example, making sign design, materials and drawings easy to implement by Parks department trade shops, or other groups such as Sand Point Community Housing Association.

Eric Friedli, Director



Strengths

Big, easy to read, green and cream looks nice, rainbow signs are colorful and distinctive, lots of them, in good locations, consistent.

Weaknesses

No consistency in regulatory and educational signage, some parts of park not signed at all, green and tan directional signage is out of date in many locations, nothing in the historic district, sandwich board signs are an eyesore, no central location finding sign, no overall look and feel to the signage system.

Best Outcome

Standardization of signs of similar types, a hierarchy of sign types developed (site ID sign, directional, regulatory, educational, park amenity, sub areas, temporary event, temporary construction, building id), specific design for each design type of sign that can be relatively easy to produce, a process that does not get bogged down in naming issues.

Methodology



The project to date has involved the following survey and information-gathering methods:

- A. Photo survey, by digital camera, saved on CD-ROM**
- B. Walking tours of campus on various dates**
- C. Review of existing documents & reports:**

Maps & Individual Documents:

Map: Sand Point – Warren G. Magnuson Park Recreation Map. Seattle Parks And Recreation.

Map: Parking and Access Map

Photo: Entrance of Naval Air Station. 1983

Plan: Parks Standard Kiosk. Std. Detail No. 10430.73. Seattle Parks and Recreation. September 12, 2002

Plan: Naval Reserve Hangar Details of Marquees. Marquee Over Main Entrance No. 1. April 8, 1938

Sketch: Proposed Solution. 1983

West Elevation: Naval Air Station. 1941

Reports:

Base Exterior Architecture Design Guide Naval Station Seattle Washington. September 30, 1983. 10 pages

Design Standards for ADA Access and Signage Design. Seattle Parks and Recreation. September 18, 2003. 2 pages

Design Standards for Community Center Signs. Seattle Parks and Recreation. February 20, 2003. 3 pages

Discover Sand Point Magnuson Park." Seattle Parks and Recreation. May 2003.

Final Design Guidelines Manual for Sand Point/Magnuson Park. EDAW, Inc. October 1997. 192 pages.

Magnuson Park Sand Point. Seattle Parks and Recreation. April 1999.

Seattle Parks Exterior Signs Policy: Department Policy & Procedure. Exterior Signs. Seattle Parks and Recreation. September 30, 1982. 5 pages

Sand Point Historic Interpretive and Educational Program. EDAW, Inc. and Andrew Goulding. December 1998. 19 pages

Sand Point Historic Properties Reuse and Protection Plan. EDAW, Inc. April 1998.

Sand Point Magnuson Park Parking Study. The Transpo Group, Inc. October 2001. 49 pages

Sand Point Magnuson Park Signage Inventory. Seattle Parks and Recreation. 15 pages

Sand Point Peninsula History. Seattle Parks and Recreation. May 2003. 9 pages

D. A series of 4 site visits for purpose of photography and observation

E. Meetings with staff, steering committee, and public meetings as follow:

1. Staff Meeting, June 5, 2004
2. Steering Committee Meeting, June 16, 2004
3. Public Meeting #1, June 23, 2004

The summary minutes of these meetings is presented in Appendix A of this report. The information gathered during the above meetings is the basis for understanding the operation of the campus for both typical days and special events. During these meetings and my visits I have focused on the following:

- Various campus functions & tenants
- Current condition of wayfinding on campus,
- How the campus operates during various events,
- Which groups of people use campus.
- The best way for these groups to get around.

In summary, it is my objective to understand the operation of the Sand Point Magnuson Park campus and determine the best methods by which to direct visitors and staff to all destinations on campus.

Wayfinding Defined



In order to clarify the focus of this project, here is a working definition of wayfinding: as you can see, it encompasses much more than just signage:

Wayfinding can be described as the process of using spatial and environmental information to find our way in the built environment.

Wayfinding should not be considered a separate or different activity from traditional "signage design", but rather a broader, more inclusive way of assessing all the environmental issues which affect our ability to find our way. It should be noted that, although signage has been the most common solution to wayfinding problems, the new, broader view offered by a wayfinding design approach always yields a higher quality communications answer. It often identifies the real sources of confusion in the subject environment, which might be operational, organizational, nomenclature, staff direction-giving, or the building itself.



Here are some general principles which can be used by designers and clients on design projects.

1. Wayfinding in buildings and groups of buildings is most affected by the **logic of the architectural arrangement** and design.
2. The **naming, numbering** and general organization of the parts of a building is a critical, organizational aspect of a wayfinding plan.
3. **People using the environment** bring with them unique abilities, limitations, and memories about navigating which must be accommodated by any overall wayfinding strategy.
4. **All public information** such as brochures, mailers, news ads, radio/TV ads and even informal hand-outs become part of the user's information on how to use the environment.
5. **Direction-giving by staff** and other occupants of the building are an essential part of the user's environmental influences and must be organized and trained wherever possible.
6. **A clear, organized set of sign elements** can be the most cost-effective solution to wayfinding improvements in an existing facility.

When the issues above are well-understood, conventional devices as signs and directories be employed as part of the solution. Related graphic devices such as wall and floor graphics, strategic placement of sculpture, art programs, and computerized information kiosks are all potential elements in a successful wayfinding program.

Glossary of Wayfinding Terms

Architectural Context

Existing physical features in the wayfinding environment such as buildings, building elements (such as doors, entrances, or walls) which give clues to the location of destinations, either correctly or incorrectly.

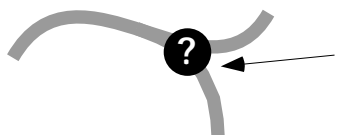
Cognitive Map

Informal expression to describe a user's memory of having been in a place; derived from the the discipline of cognitive psychology and it's study of the mental processes involved in orientation and memory.



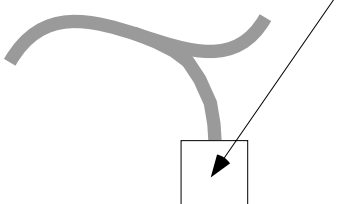
Circulation Path

The physical path(s) used to reach a destination; may be either vehicular or pedestrian and may contain features such as curves, bends, T's, branches, or crossing paths; has directionality (primary & secondary).



Decision Point

A point along a path which offers more than one option for proceeding to a destination; a node in the circulation is sometime a decision point.



Destination

A physical location in the built environment which is the goal of the wayfinding process; can be a building, area, room, or other designated point; diagram can include a name or number designation.

Direction-giving

The verbal and printed advice offered to the user to help them navigate the built environment; consists of visual and auditory types and takes the form of signage, brochures, and spoken directions.

District

A distinct area or sub-area which contains recognizable physical characteristics which may be useful in remembering the area or which characterizes its functional purpose or visual appearance; district names must agree with the nomenclature used in the wayfinding program.

Edge

A recognizable line or boundary of a district which helps to define it or separate it from an adjacent district; may be formed by a change of architectural surface, a landmark, or simply a change from one district to another.

Gateway

A significant node in an environment which is a beginning; may be a portal in the physical sense or simply a point which is passed which signals a change in the character of the environment.



Landmark

A significant physical feature of the environment which is memorable and which can be useful in remembering previous wayfinding attempts or

which can be referred to by direction-givers; may be architectural or landscape, artificial or natural; includes trees, monuments, artwork, and buildings.



Node

A point along a path; may be a decision point or simply a change in the character of the environment; can be formed by changes in path material, bends in the path, or intersections of other paths.

Nomenclature

The organized list of language terms and their spelling which is developed for a wayfinding environment to insure clear reference to each destination and wayfinding instruction.

Precinct Marker

A type of landmark, possibly a sign, which marks the limits of a site, property, or other wayfinding area; significant on multi-building campuses where special terms are used to define areas or districts.

Trip Planning

The practice of gathering information needed to find a destination before attempting to navigate the environment; may consist of the use of maps, phone conversations with on-site staff, conversations with previous visitors, or visits to web sites



Universal Design

Wayfinding design which is useful and accessible to all user groups, regardless of their physical or sensory limitations and which does not single out a particular target user group as needing the special accommodations.

User Group

A particular group of people whose interests and typical wayfinding destinations are similar and somewhat predictable; usually consists of the following type of categories: new users, repeat users, tenant or on-site users; can refer to both vehicular and pedestrian groups; these are the various groups that the wayfinding program is intended to help.



Design Observations & Recommendations

In view of the survey done to date, the consultant makes the following programmatic recommendations for each of the wayfinding elements studied in the Inventory & Analysis phase:

1. Freeway Access

This aspect of wayfinding is not currently an issue, since Seattle doesn't mark freeway exits with park names. However, phone instructions and general maps of the park should indicate which freeway exits lead easily to Sand Point Way.

2. City Street Access

One of the primary issues in this area is the naming and marking of the NE 65th Street entrance and the NE 74th Street entrance. Over the years, 65th has been the traditional entry for boaters and 74th has been the entry for people seeking events in the programmatic core of the park, including the Seattle Parks office. SPMP staff have inquired about additional signage to mark the park along Sand Point Way, but their requests have been rejected on various grounds.

Recommendation:

The new naming process will likely result in a longer formal name for the park and the distinction between the entrances may be solved by calling 65th the "Magnuson Park" entry and 74th the "Sand Point Historic District" entry. I would recommend waiting to resolve these questions until later in the study when additional work has been done on the names of all the internal functions.

The signage at both entrances must be redone to reflect the Seattle Park system identity and also give the new name of the park. The balance between SPAR character and the unique Magnuson Park character is one of the essential issues in this study. Currently I favor a smaller, standardized presentation of the SPAR image with the main focus being a new character for the Magnuson Park signage. The exact way in which this is accomplished will be developed in the next phase.

3. Campus Boundary

Traveling around the park, the edge of the property is somewhat undefined, but generally the waterfront and a series of chain-link fences give an indication of the boundary. What is not apparent is the change from one "precinct" to another, such as from the historic core to the North Shore Recreation Area. Although the functions obviously change, no signage or other architectural clues are present.

Recommendation:

No signage should be required for function purposes, but some consideration should be given to developing a simple fence sign which shows the Seattle Parks and Recreation logo and can serve as a reminder of the limits of the park.



4. Main Entrances

The NE 74th Street entrance from Sand Point Way is the traditional Naval Station entry and presents the largest architectural barrier to normal park vistas. The "bridge" building effectively blocks visual access to the park interior at that gate and reminds the visitor of the mixed-use nature of this Seattle park.

The question of how to distinguish between each of the two main entrance may involve deciding what functions will be reached by each entrance and naming accordingly.

The NE 65th Street entrance from Sand Point Way is the traditional access to the waterfront and currently has the only Seattle Parks and Recreation "rainbow" sign at an entrance. This look is modelled on the original rainbow sign, but using different materials. A citizen group is planning to develop this entrance area with signage & planting. The demolition of Building 15 near this entrance was preparatory to this project.

Recommendations:

NE 65th Street: Coordinate with the citizen's group regarding the design and planting project and work to make this entrance the "park" entrance. Make the signage reflect the new "Warren G. Magnuson Park" name in a way which is unique to this park, but include some element of the SPAR identity, such as the logo or some "rainbow" feature to connect it to SPAR.

NE 74th Street: Coordinate with the planting improvements which are underway and work to make the park identity show more fully (currently it looks like the entrance to the old naval station). Consider replacing the long, blue, "Deco" sign with something more original, perhaps located on the edge of the original canopy, using silhouette letters. Review the possibility of naming this entrance "Sand Point Historic District" as a sub-set of the full park name. Consider moving the bus stop south to allow better visual access to the site.



5. Campus Paths and Routes

Vehicular circulation in the park is currently a combination of "county roads" which wind through the natural areas of the site leading to the waterfront and a series of roads which are vestiges of the original naval station road system, which look much like an urban neighborhood.

The original naval base originally had named the various streets "A Street", "B Street", as a simple way of referring to the roads, but these were later named such things as "Sportsfield Drive", and "62nd Ave. NW" in an attempt to integrate the old facility streets into the Seattle street grid and name more irregular roads according to the function they were near, or general orientation purposes.

Pedestrian circulation in the park occurs in many different forms, from simple routes along to the side of typical paved streets or walkways through parking lots to the more "park-like" nature trails and the "Cross Park Trail" which connects the waterfront with the sports fields. Most typical "park trails" occur in the areas west of the waterfront and east of the old naval station areas and either connect parking or activity areas or for paths to nature sites, such as those near the Environmental Education Center.

Recommendations:

Vehicular Circulation: Improve the number and naming conventions of all road names to help improve the way basic parts of the park are referenced. This will involve reconsideration of the original naval building names/numbers, the old street names and recently changed street names. Currently no naming pattern or "grid" is visible, so it is impossible to predict adjacent streets by the street a wayfinder is currently on.

Pedestrian Circulation: This system is a bit less critical with regard to naming, but the "trailhead" portion of each path should clearly indicate the destinations to be reached via the path, and the trailhead should also have a map of the general area, for orientation purposes. Tying any path name to the key nature site they serve, such as "Hughbanks Highway" or "Ridge Trail" can help clarify the general lay of the land. Area names should be well-known to the public or created with local consensus.

6. Buildings & Landmarks

Because of the park's early life as a naval station, many functional names such as "Brigg" or "Building 27" are left from that earlier period. Although historic preservation requires that these original names and designations be saved, this may not offer helpful wayfinding as a result. Currently the park contains many buildings whose general appearance is not suggestive of a park and whose condition is less than attractive. These buildings do little to help visitors navigate, because their "landmark" quality is not tied to any current function, but rather a past function, such as Building 27 which was formerly an aircraft hanger. The adaptive re-use of such structures carries with it a loss of relevant identity for any new use, so it is tempting to simply rename the old building for their new function. This one aspect of the nomenclature of the site will need much more study and any recommendation now would be premature.

Suffice it to say that the names of places on campus must meet the following criteria:

1. Recall or interpret the original name or use
2. Be visually consistent throughout campus
3. Form a basis for sound wayfinding when tenant names and program names are not apparent.

7. Wayfinding On Campus



Recommendation:

As with any public facility, successful wayfinding at Sand Point Magnuson Park should be guided by these four factors:

1. Public information which is disseminated about the park via brochures, web sites and other media sources. The names of places within the park, the activities available, the tenants on site and the events occurring in the park will set the tone for the wayfinding experience. All on-site wayfinding, such as signage and staff direction-giving should mesh with the public information image of the park.
2. On-site nomenclature should be consistent and understandable and should form the basic wayfinding infrastructure for all other wayfinding methods used. This will likely mean revisions to existing road names, building names, addresses and how such terms are presented on signage and on the buildings themselves.
3. Tenant signage and directional signage should strike a balance such that the basic infrastructure of the wayfinding system is not overpowered by the presence of tenant or program signage; it must be possible to find your way to a specific location without the constant repetition of tenant or program signage, which can change as tenants change.
4. Directional signage should be consistent and clear, but not necessarily larger than current signage. A recognizable design, consistently applied, which is legible and flexible will be required.



8. Staff Direction-giving

All the new signage in the world cannot overcome problems which are often created when well-meaning staff or tenants attempt to give directions. Inconsistent use of terminology, failure to reinforce proper addressing methods, reliance on yet another round of "A-board" signs all can be costly and ineffective.

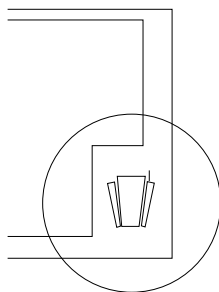
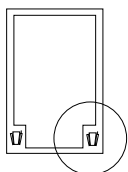
Recommendation:

Currently, visitors stop any staff or tenant to ask for directions. With the creation of new signage, a training program should be undertaken to inform everyone who works at the park HOW to give good directions and how to help the new signage work best.



9. Sign Fabrication & Maintenance

After discussion with the park administration, it was determined that the new signage should be cognizant of the current Seattle Parks and Recreation standards, but should be designed so that the park can have signs fabricated on their own, if required. No in-house fabrication capacity exists, but some general maintenance or revision is possible by local staff. The details of this must be worked out in detail in the next design phase.



10. Overall Park Identity

Over the past years, the Seattle Parks and Recreation identity has evolved somewhat separately from that of the various parks. Strong community pride and support for a SPAR park in a particular neighborhood has resulted in unique naming and graphics for various park names.

The question of WHOSE park this is anyway might seem obvious when viewing the park strictly as a City of Seattle property; but local citizens often tell a different tale and any new presentation of graphics in SPMP must address this issue of local versus city identity.

In fact, a LOCAL identity is currently in place, in the form of a special logo based both on the Deco period of the naval station and the presence of the memorial to flight at the 74th St. entrance. Using these elements graphically as being characteristic of the park is understandable, but not necessarily functional. For example, the memorial is depicted in the logo as being enormous when, in fact, it is not. The depiction somewhat resembles a "whale-tail" to some people and others might ask "what is that?". Such logotypes are understandable, but should be used with caution and expectations for their general recognizability should be kept low until they are at least 10 years old, unless the landmark depicted has broad public equity of recognition, such as the Space Needle.

This project also has the task of looking at the logo as a source on inspiration for the design of the signage system. It has been suggested that the logo itself might somehow be incorporated into the signs. The currently logo is very complex and this may not, in fact, work.

Recommendations:

1. Although the design of SPMP signage should reflect the general character of the site and this unique park, some strong reference to the SPAR logo must be maintained. Consideration should also be given to how the famous "rainbow" sign is used, since it is associated with many parks, although the design has been used very inconsistently.

2. The existing SPMP logo may need to be redrawn to simplify its reproduction on various types of signage, but consideration should be given to utilizing only part of the design, such as a border or motif, on the actual signage. Currently the logo uses a "mezzotint" approach to rendering the texture of shadows on the monument, trees and mountains. Another approach would be to use an "engraving" method which renders these features with discreet lines which would reproduce more easily.

The logo contains far too much detail to be presented on signage in sizes under 12" tall, so we will likely be best served to render the "spirit" rather than the exact logo itself.

Next Steps



The information gathered in the Inventory & Analysis phase will inform the development of specific signage system alternatives and a further development of the the unique Magnuson Park logo and it's integration with the SPAR design standards for park system identity.

Steering Committee and Public Meeting input will be solicited during the next two phases of this project, which involve increasingly more specific design recommendations.

The total Signage & Wayfinding Master Plan project is expected to be complete by the end of September, 2004

Appendix A - Minutes of Meeting

MINUTES OF MEETING

DATE: June 23, 2004

LOCATION: SPMP Recreation Center

SUBJECT: Public Meeting #1

ATTENDEES: Kevin Bergsrud, Kelly Brandon, Jacqueline Brandon, Colleen ?, Morgan Collins, Ryan Murray

The meeting was advertised to solicit public input to the Signage & Wayfinding Master Plan process. Due to the small turnout, Kelly made a shortened presentation of the project and began an informal discussion with those in attendance roughly following this agenda:

AGENDA

1. INTRODUCTION

- o Signage Consultant: Kelly Brandon of Kelly Brandon Design

2. DESCRIPTION OF PROJECT

- o Prepare signage Master Plan for SPMP
- o Prepare documents to procure new signage

3. OVERVIEW OF WAYFINDING

- o Helping the public to find their way in the built environment
- o Architecture/People/Signs
- o Operations determine wayfinding needs
- o Functional Sign Types; each type has a purpose
 - o Identification o Directional o Information
 - o Life Safety o Traffic o Interpretive
- o Trip Planning; public information sources
- o Nomenclature; names, short names, symbols

4. EXISTING SIGNAGE ISSUES

- o Mixed uses, many users, large site, many buildings
- o Historical aspects; what to preserve?
- o Initial cost & maintenance of new sign
- o City street signs, traffic signs, regulations
- o Public expectations for:
 - o Tenant signage
 - o Typical activity signage
 - o Event signage

DISCUSSION

Colleen:

Problems with sign theft and sign appropriation by temporary events.

Need a new entrance sign over 74th entrance.

New entrance signs should be something wonderful.

Color coding could be a solution to signage directions.

Need to be able to read signs in a hurry.

Including a phone number on signs is good for when people are lost.
Kiosk possible at the 65th Street entrance?
After signs at entrance have 2 types of signs—one for permanent tenants another for temporary events.
Timetable?

Kevin:

Designate entrances and functional use.
Match driving instructions on web site to directions on campus.
Tenants are frustrated by people looking for other sites.
No rationale to colors/function on rainbow signs.
Kiosk from Children's Hospital available for possible placement. Where?
Kiosks are ideal but there is no space to stop/look.
Dead end streets/ streets without names are a problem for kiosk maps.
Sand Point is unique. Most parks have one community center. Community center at SP is in two different buildings.
Temporary events—issue special routing signs to Building 27.
Back road could be used during the day, otherwise scary.
Hanger in the North Shore Recreation Area is used by special events which change so can't call the area something with "boating" in the name.

Morgan:

Problem with building numbers because not logical.
Their business is in four buildings.
Park businesses play on each other—people see signs when coming to other destinations.
Need to read signs in a hurry.
For functional areas it may be smart to have a period of time when new signs are up as well old signs.
His business beyond flow through traffic so its important to have the name near entrance.
He has problems with large boats trying to launch from his place instead of boat launch area.
Kiosks might require one to stop car, get out, run over to look.

Ryan:

People tend to get lost on way to business. They take an immediate left at road under construction. North Shore Recreation Area only thing that gives directions.
Signs would work better if signs grab attention instead of barrage of A frames.
A frames are run over, knocked over, stolen.
North Shore is underdeveloped—hope in long run more foot traffic.
Major issue—There is not a lot of traffic unless one knows what is there.
Needs a copy of pic. 1. Kevin will send via e-mai

MINUTES OF MEETING

DATE: June 16, 2004

LOCATION: SPAR Main Conference Room

SUBJECT: Steering Committee Meeting #1

ATTENDEES: Kevin Bergsrud, Kelly Brandon, Jacqueline Brandon, Aaron Hoard, Bob Lucas, Jesse Miller,

This meeting was advertised to gather input from a key group of stakeholders who have experience with the park and who could participate in the planning process. Kelly presented the following agenda points:

AGENDA

1. INTRODUCTION

- o Signage Consultant: Kelly Brandon of Kelly Brandon Design

2. DESCRIPTION OF PROJECT

- o Prepare signage Master Plan for SPMP
- o Prepare documents to procure new signage

3. OVERVIEW OF WAYFINDING

- o Helping the public to find their way in the built environment
- o Philosophy of Wayfinding: Architecture/Signs/People
- o Philosophy of Signage: Fewest effective number of signs

4. WAYFINDING CONCEPTS

- o Operations determine wayfinding needs
- o Concept of Functional Sign Types; each type has a purpose
 - o Identification
 - o Directional
 - o Information
 - o Life Safety
 - o Traffic
 - o Interpretive
- o Concept of Trip Planning; public information sources
- o Nomenclature; names, short names, symbols

5. EXISTING SIGNAGE ISSUES

- o Mixed uses, many users, large site, many buildings
- o Historical aspects; what to preserve?
- o Initial cost & maintenance of new sign
- o City street signs, traffic signs, regulations
- o Public expectations for:
 - o Tenant signage
 - o Typical activity signage
 - o Event signage

DISCUSSION

Bob Lucas

Waterfront, entrances, walking paths, parkside identification, sportsfields are a boon to the neighborhood but will create traffic problems and light pollution.

Need signage at 65th

Discussed the naming dilemma

Get rid of the clutter of A Boards.

Have signage of specific size at specific places.

Reader board could give building number and name.

Kevin Bergsrud

Can signs from organizations with their own logos be discouraged?

Height limits determine which entrance can be used.

Seattle Dept. of Transportation does not/cannot provide all needed directional signs.

Ask Metro to move the bus stop due to safety issues.

Interested in uniformity to create better appearance and better directions.

What parameters can be given for signs for temporary events that are not cost prohibitive.

Last minute signs are a problem.

Do away with (perimeter?) road right inside the gate.

Discourage traffic in front of group homes.

Parking availability will change as master plan evolves.

As a preference, go to symbols for parking lots—something other than numbers.

What direction is the UW going to mark parking?

How will signs for long term tenants and tenants who are subletting be handled?

Jesse Miller

Giving directions orally is difficult with all the various terminology.

Waterfront entrance vs campus entrance is an issue.

Define area for each entrance.

Safety of free standing signs used for temporary events is a concern.

Naming areas of the park is important.

Directions for foot traffic after leaving cars should be considered.

Non-profit groups use event signs as a means of exposure to the public.

Aaron Hoard

We have a responsibility to sign from where population is.

What are we directing them to?

New signs need to be compatible/complimentary to those on UW property.

It is important to have uniform naming.

How specific will new signs be?

What is the hierarchy?

Identify entrances.

Temporary signs need compatibility with park signs.

Is it possible to charge a surcharge when building is rented to cover temporary signs?

ADDITIONAL INFORMATION

Kevin Bergsrud transmitted copies of three questionnaires filled in by members of the Sand Point Community Communications Committee. They were: Bonnie Miller, long-time local resident, an unnamed representative from SPCC, on 5/26/04 and representative from EarthCorps, on 5/11/04. They answered the following questions:

1. What things need to be signed?
2. What names short-hand do you use?
3. What kind of sign styles do you want to see?

The comments from these three submittals was reviewed and will be incorporated into the planning process for the signage program.

Appendix B - Photo Survey Typical Views

Introduction

This section contains 22 photographs selected from the 300+ taken during the study. They represent typical examples of signage seen throughout the roadways, pathways, and buildings on campus.

A record CD-ROM will be provided which contains all the digital images produced from the photo survey. The digital file name associated with each picture is retained to facilitate its use.

The following pages contain the selected photographs.

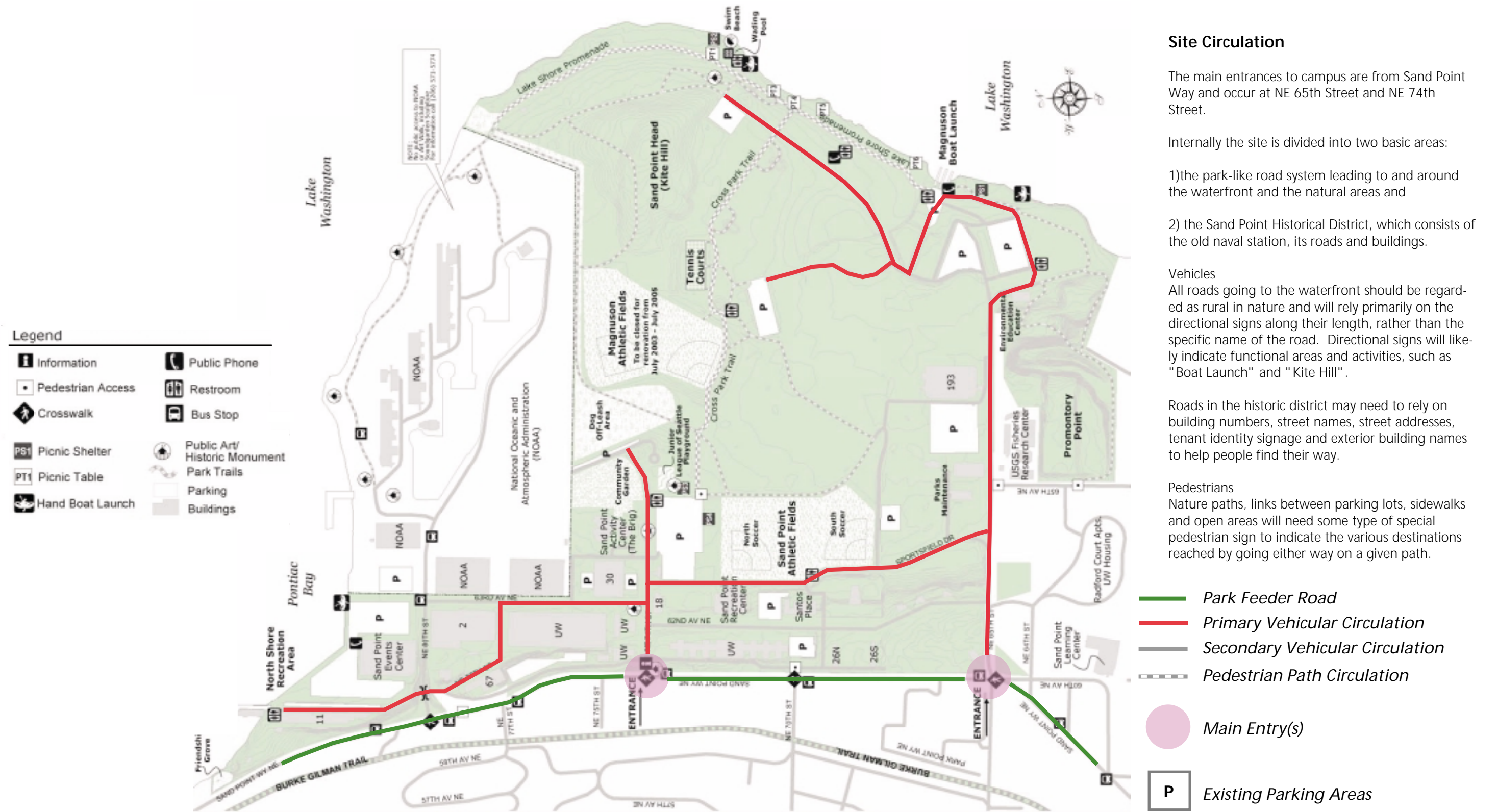












Site Circulation

The main entrances to campus are from Sand Point Way and occur at NE 65th Street and NE 74th Street.

Internally the site is divided into two basic areas:

- 1) the park-like road system leading to and around the waterfront and the natural areas and
- 2) the Sand Point Historical District, which consists of the old naval station, its roads and buildings.

Vehicles

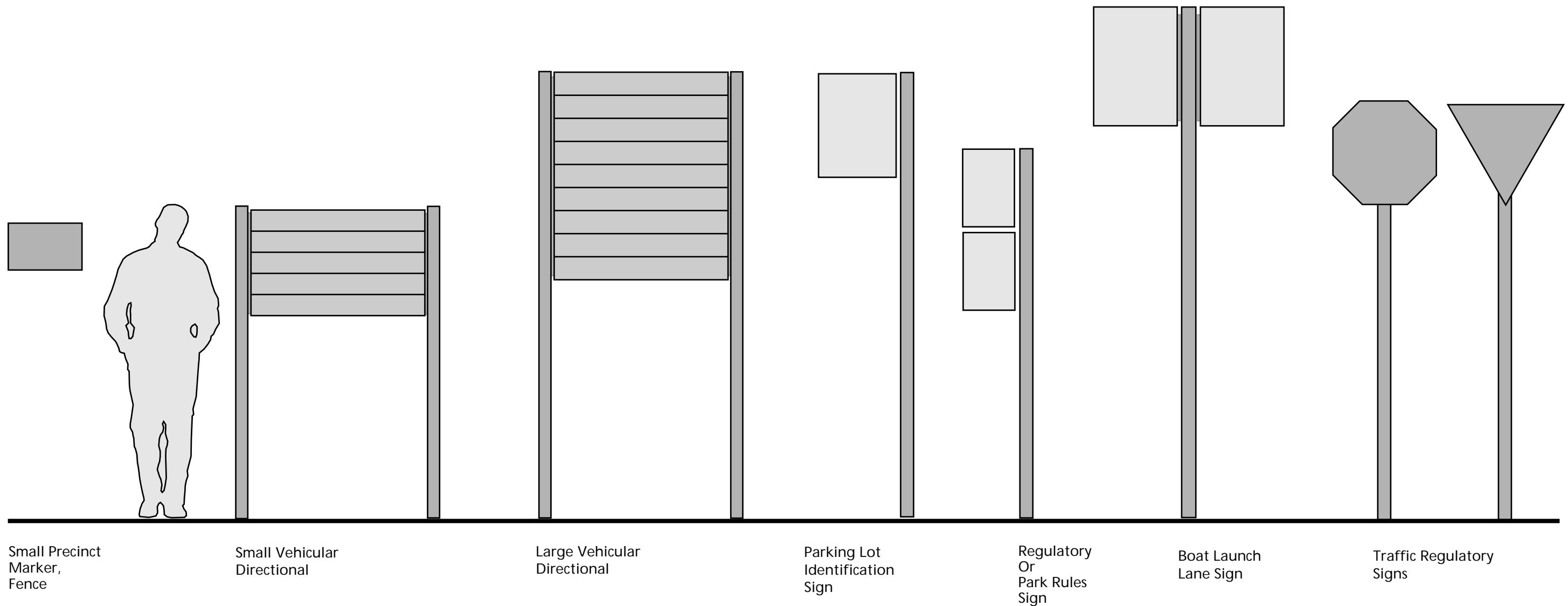
All roads going to the waterfront should be regarded as rural in nature and will rely primarily on the directional signs along their length, rather than the specific name of the road. Directional signs will likely indicate functional areas and activities, such as "Boat Launch" and "Kite Hill".

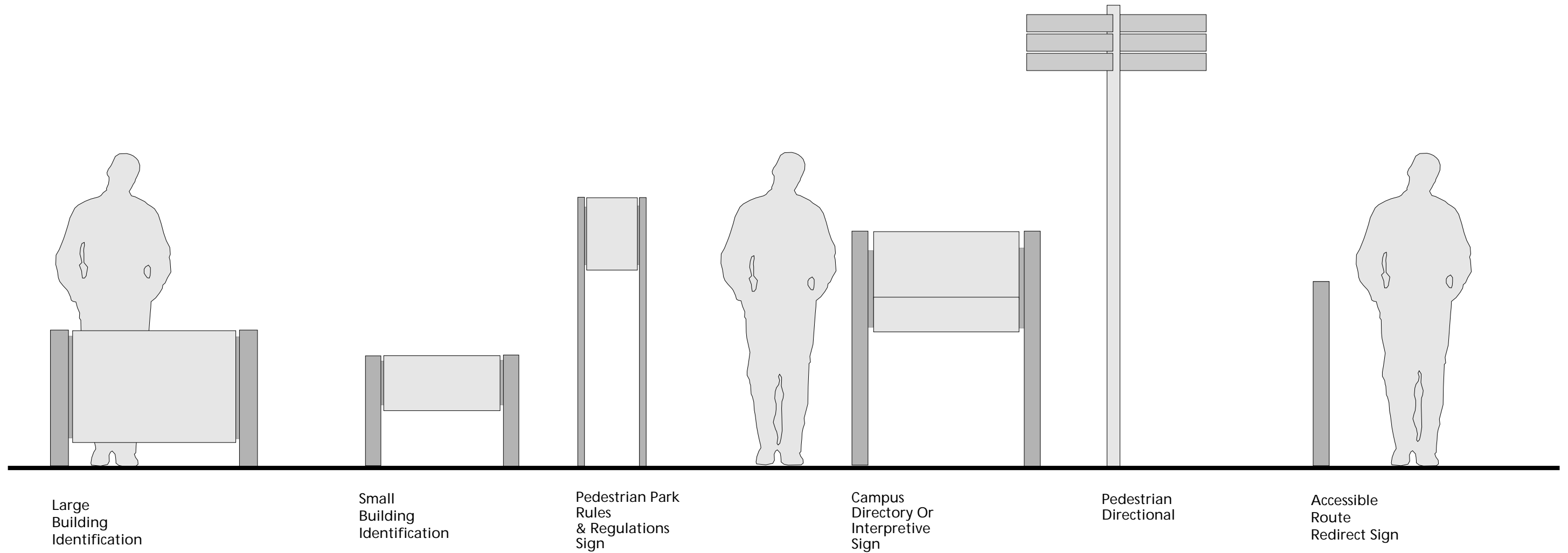
Roads in the historic district may need to rely on building numbers, street names, street addresses, tenant identity signage and exterior building names to help people find their way.

Pedestrians

Nature paths, links between parking lots, sidewalks and open areas will need some type of special pedestrian sign to indicate the various destinations reached by going either way on a given path.

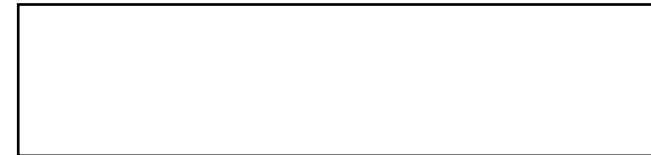
- Park Feeder Road
- Primary Vehicular Circulation
- Secondary Vehicular Circulation
- - - Pedestrian Path Circulation
- Main Entry(s)
- P Existing Parking Areas





Historic
Building
Number

40

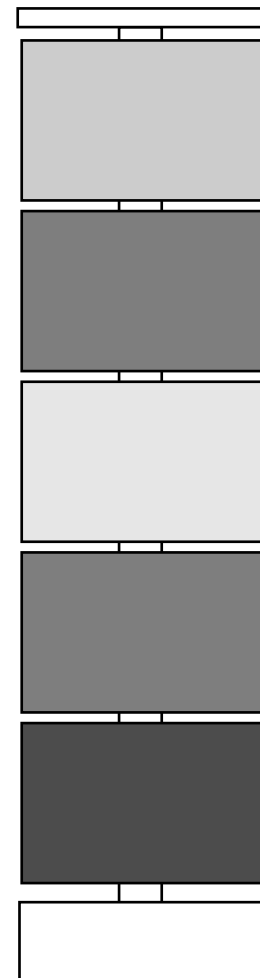


Temporary
Tenant
Banner

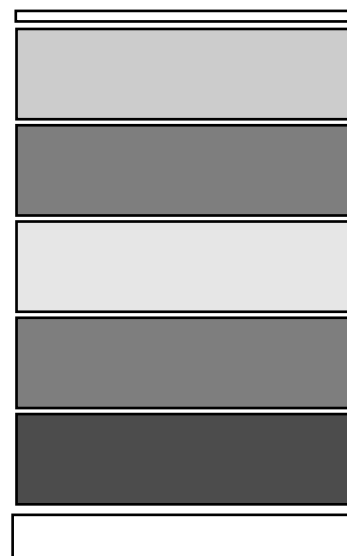
Tenant
Identification
Sign



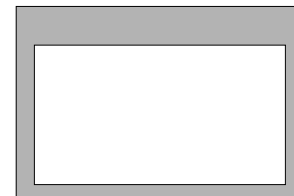
Projecting
Restroom
Sign



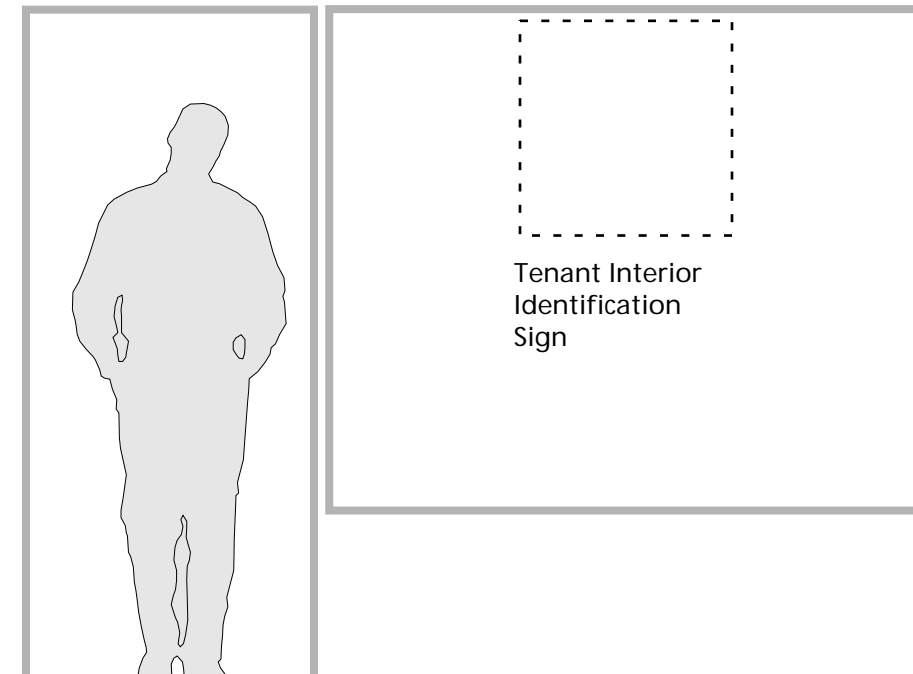
Temporary Event
Totem
Sign



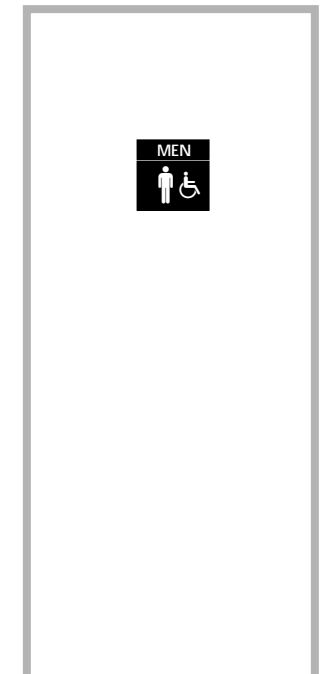
Tenant Directory
Sign At
Group Entrance



Tenant Changeable
Identification
Sign



Tenant Interior
Identification
Sign



Restroom
Door
Sign