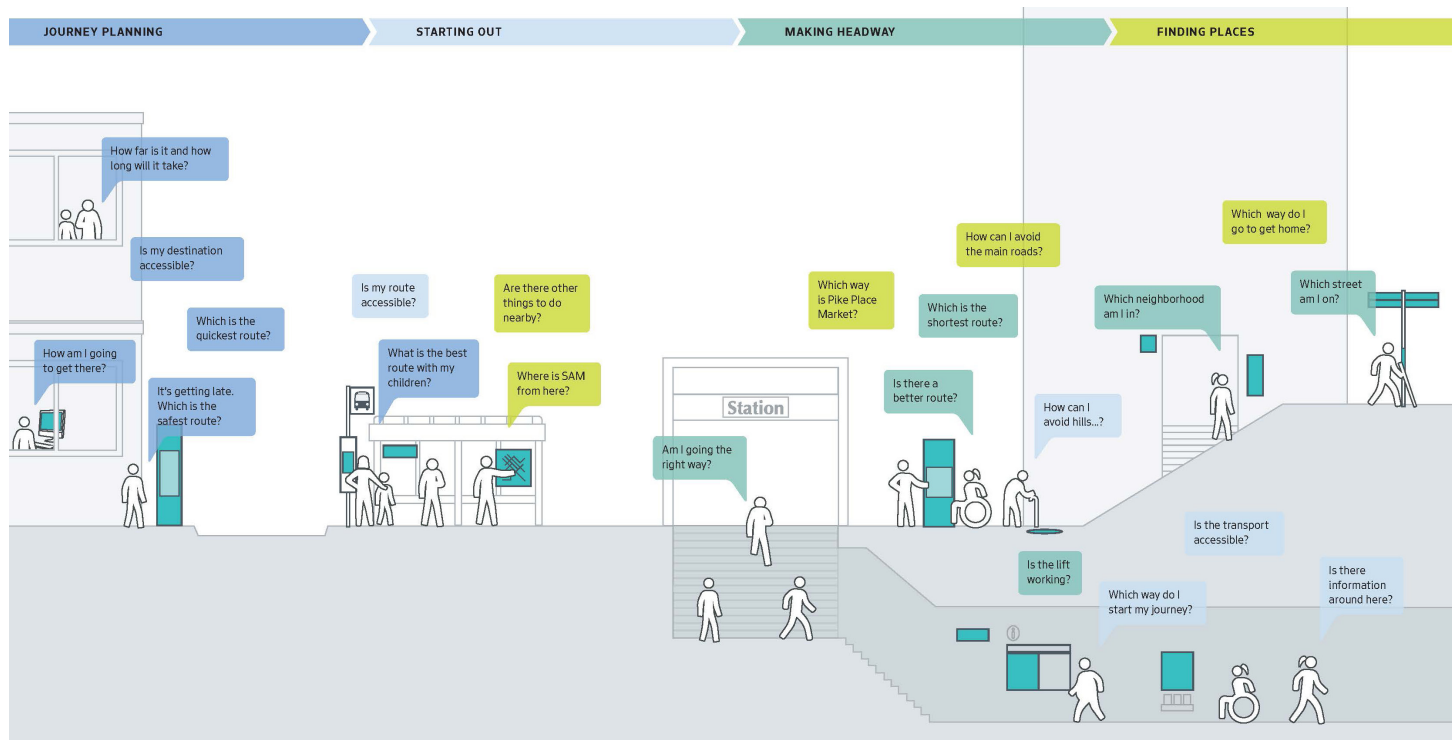


Seamless Seattle Pedestrian Wayfinding



Seamless Seattle is the City of Seattle's new standard for pedestrian wayfinding.

Why pedestrian wayfinding?

To meet its growth and transportation aims, the City of Seattle has committed to increasing the percentage of trips made by walking to 35% by 2035. To achieve this ambitious aim, the City prepared Pedestrian and Transit Master Plans that included recommendations to develop a coordinated wayfinding system.

Wayfinding would make walking a simpler choice for many journeys, and it would help connect transit services that rely on pedestrian access.

By increasing the awareness of walking as an option and the confidence that a walking journey will be supported, a wayfinding project is expected to help improve the walkability and accessibility of Seattle.

More people choosing to walk is good for people's health and the environment, and it is an important option for managing transportation demands, especially during the current period of growth and change.

Four pillars underpin the Seamless Seattle wayfinding strategy:

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.

Local Distinctiveness: Development of a single, agreed city-wide wayfinding standard that will provide a consistent information layer, while allowing for local content, and potentially local design distinctiveness for historic landmark neighborhoods.

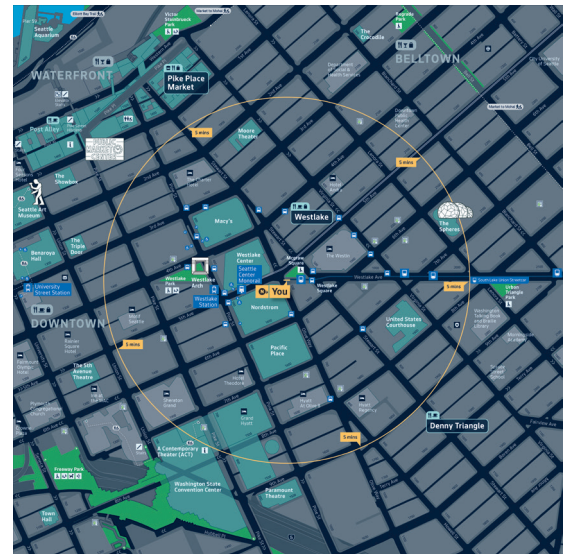
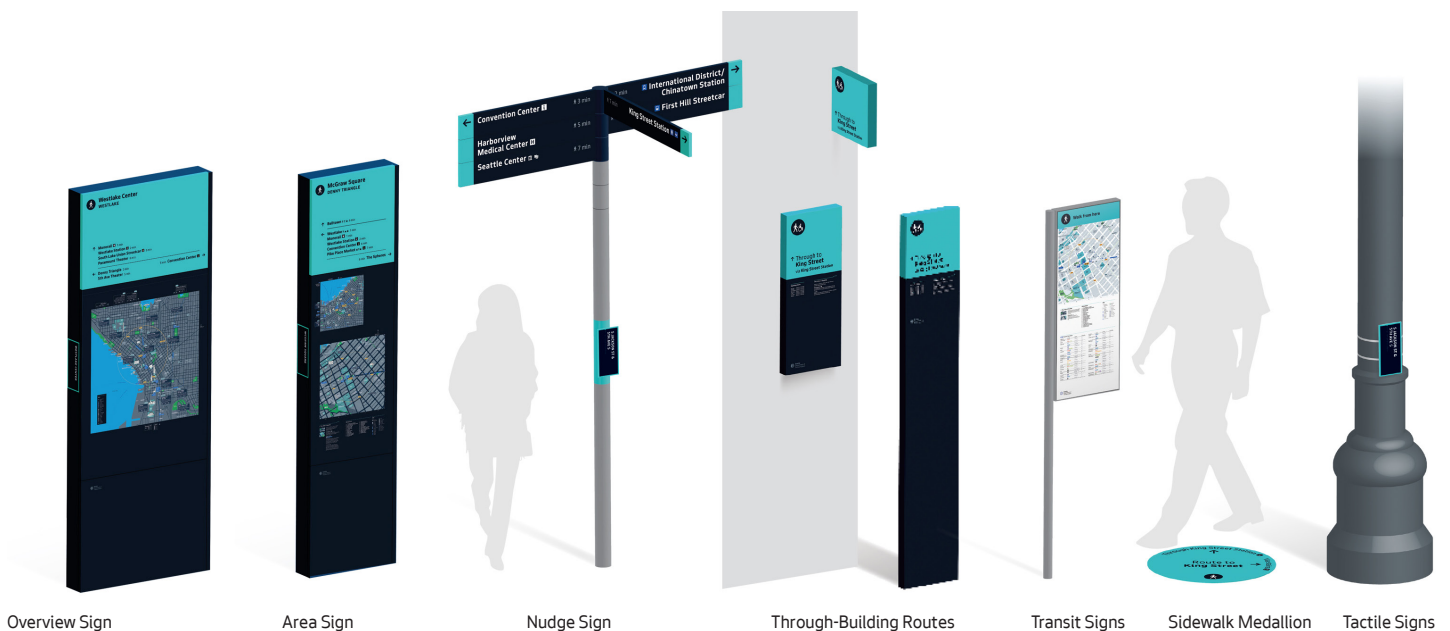
Design for All: Development of planning rules to prioritize safe and accessible walking routes, prioritization of content to support people with greater needs and system design guided by strong inclusive design principles establishing accessibility of information for all.

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

Key Design Features

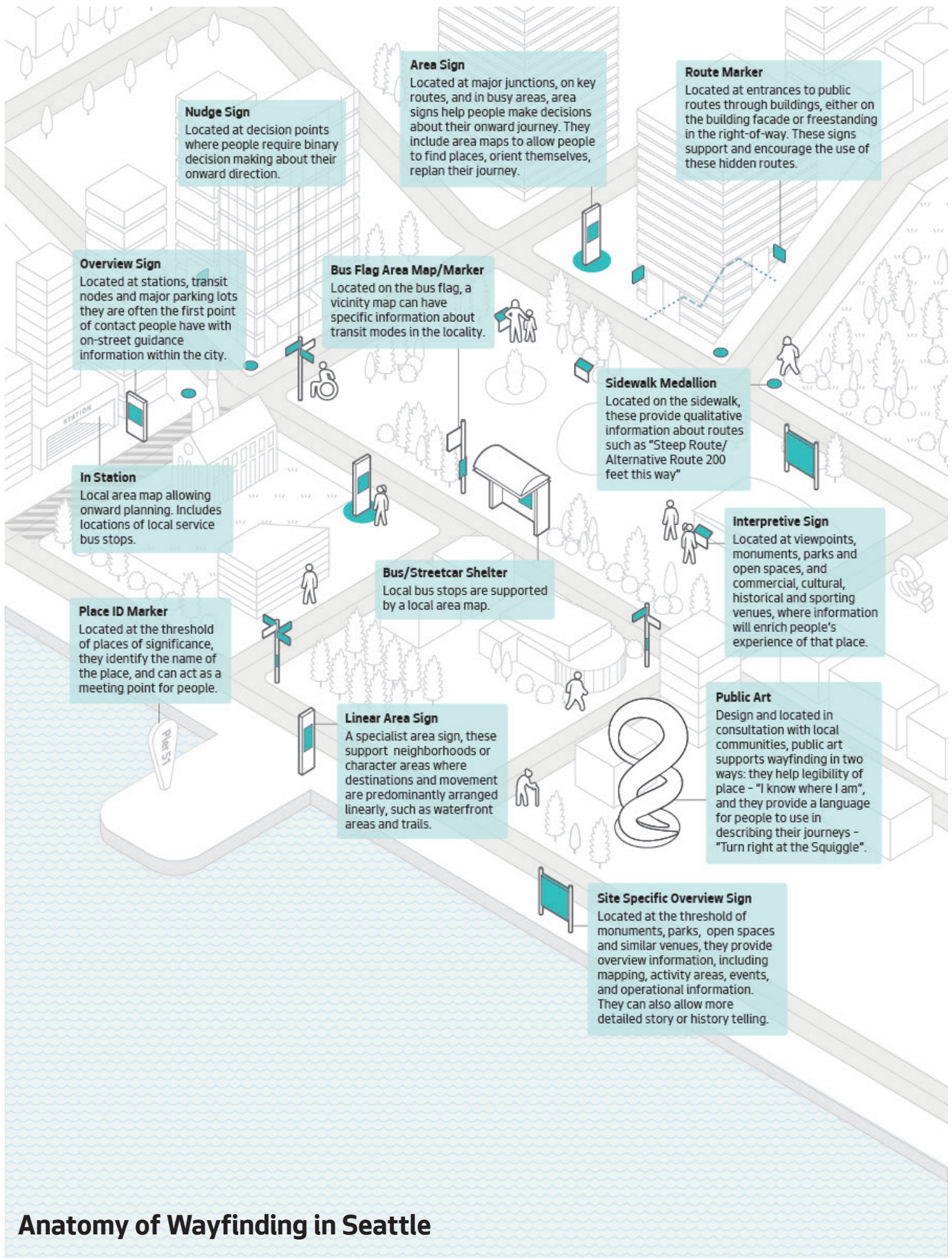
- We incorporated the following key design features in this phase of work:
- Heads up mapping on street signs to help the user to quickly orient themselves in reference to their immediate surroundings.
- Pilot integration with King County Metro and Sound Transit to provide a more seamless customer experience.
- 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.
- Careful design adaptations to respond to historic landmarked areas without reducing overall system legibility.

Core Sign Family



Mapping Adaptability



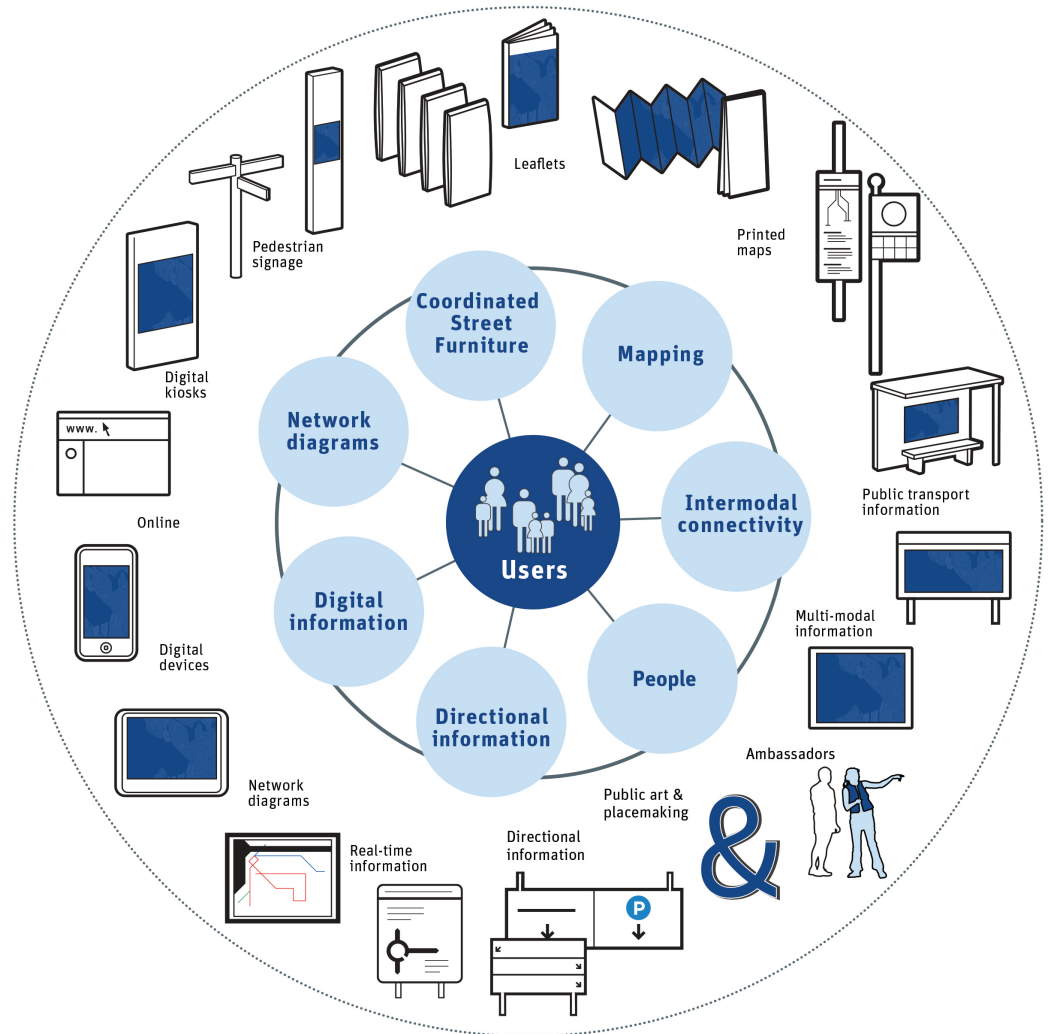


Anatomy of Wayfinding in Seattle

Moving Towards a User-Oriented Approach

User-oriented wayfinding is provided seamlessly, without friction, across all modes, agencies and publications. Every change of mode, environment or media is effortless for the user, and information is founded on a consistent system architecture, visual identity and predictability. This requires an agreement by all wayfinding providers to collaborate and work with a single set of elements and rules to develop consistency for people at all touch points.

We are collaborating closely with our agency and community partners on the Phase 1 pilot installation at Westlake Hub and Jackson Hub. A user-evaluation of these signs will inform refinements to the design standards for future city roll-out through City, agency, and other partner projects.



Community Engagement

Throughout the project, public and stakeholder input was gathered using the following methods:

- 1 User Intercept Survey (40 respondents)
- 3 End User Focus Groups
- 3 End User Reference Panel Charrettes
- 1 Chinatown International District Community Conversation
- 2 Pilot Site Working Groups
- Stakeholder Working Groups:
 - 4 Finance, Asset Management & Governance
 - 4 Product Design, Visual Design & Accessibility
 - 4 Digital Strategy meetings,
 - 4 Implementation Planning meetings
 - 6 Governance Stakeholder Interviews
- Briefings to various Boards and Commissions
- 3 Meetings with local Business Improvement Areas and Local Improvement Districts: Alliance for Pioneer Square, Waterfront Seattle, and Downtown Seattle Association.
- Rapid Prototyping and User Testing at various locations

In total over 200 people were part of this engagement process. A report summarizing what we heard in these conversations is available [online](#), titled the Engagement Summary.

What's Happening Now?

The planning and design phases are complete. We are now working to deploy the first phase of Seamless Seattle signs at Westlake Hub and Jackson Hub in 2020, and Pioneer Square and University ST station areas in 2021. Signs will be installed on sidewalks, inside Link stations, and at select bus stops in the pilot areas. After installation, the system of information will be evaluated to inform refinements to the design standard. If you would like more information about the visual design standards, please email wayfinding@seattle.gov.

