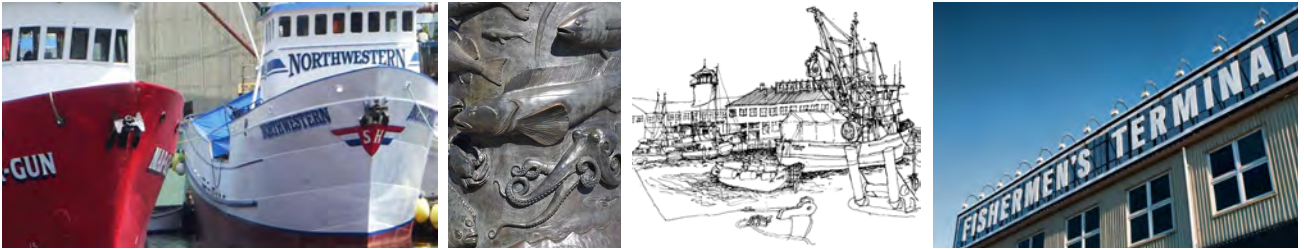


PREPARED BY CASCADE INTERPRETIVE AND PARTNERS IN DESIGN 10.17.2016



# FISHERMEN'S TERMINAL INTERPRETIVE PLAN





A wayfinding and interpretive program at **Fishermen's Terminal** has many moving parts that must ultimately fit together. To structure how all these elements work, it's important to look at the individual elements as a series of layers that a visitor encounters when experiencing an environment. This begins with the visitor finding Fishermen's Terminal from travel directions and maps (publication or GPS), following accessible roads and arriving at a notable gateway entrance.

From there, a host of various visitor experiences can be planned for and designed. Successful programs might utilize proven communication methods of word, image, event, audio, color, signage, typography, nomenclature, staging or publications of both print and electronic media. Personal interpretation can include guided tours, talks, special events and programming. This Interpretive Plan points to projects that will deliver enhanced community interaction, and fulfill the main objective of communicating the Port's economic mission and the ethics of sustainability. The Plan will support retail businesses and showcase important waterfront attractions. The synergy of the Plan is to develop Fishermen's Terminal as an example of a thriving commercial fishing industry and promote the environment to both residents and tourists.

## AN INTERPRETIVE PLAN INCLUDES THESE COMPONENTS:

IDENTITY  
 INTERPRETATION  
 WAYFINDING  
 FEATURES  
 GATEWAY  
 PROGRAMMING  
 TOURISM

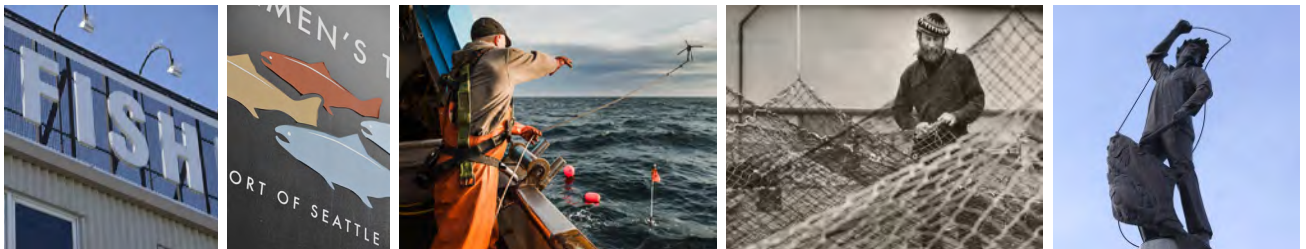
## IDENTITY

### Objective

The brands for the Port of Seattle and Fishermen's Terminal have an important relationship. At this time the brand of the Terminal can embody its 100 year tradition or it can look ahead to new technologies and resource management... or both. More than history, it is a "living landmark."

With the renewed objective to engage residents and new visitors there is also the desire to safeguard the 'realities' of a working Port. There's the goal to tell a more significant story and create a unique visitor experience but there's also the criteria that this project not transform the Terminal environment into a mere visitor attraction. The consistency and direction of design will underline the nature of this as a work place. With good public interactions and a positive brand, the Port builds a dialogue of trust with the community.

Generally, programs of wayfinding and interpretation are designed to fit into one fully integrated system, where everything from gateways to streetscape elements, parking, display, art, interpretive features, to the internet all share similar graphics, 'voice', typography and format. This strengthens the visitor's impression and makes for a more memorable message.



### Current Status

If Fishermen's Terminal's visitor audience is to expand, interpretation and wayfinding will be a key component towards achieving this objective. When Fishermen's Terminal Center Building was completed roughly 25 years ago, a comprehensive plan of signage and branding was initiated. Within the last 5 years, the brand was partially re-visited and a new logo for the Terminal introduced. During recent sites visits, the following elements have been noticed about the Fishermen's Terminal brand:

- Signage techniques are shifting, varied and inconsistent.
- New Terminal and Port logos has been added to the original Fishermen's Terminal brand and some design and typography shifting has occurred.
- The visitor areas are visually cluttered. Since the logo introduction, some duplicity is occurring, and sign updates have contributed to a proliferation of signs. Amenities like mailboxes, newspaper racks and tenant self-branding signage have complicated the environment, the breezeway in particular.

### Recommendations

Lack of system consistency can result in obsolete, inconsistent or low-quality elements that compromise the brand value of the community to visitors and residents alike.

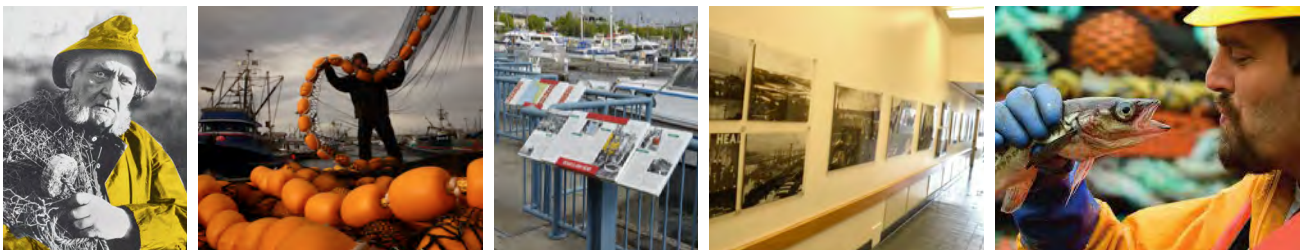
- Complete an inventory of signage in the study area that include elements of the Terminal brand.
- Design and install custom lamppost banners that feature the Terminal brand with celebratory themes relating to selected interpretive subjects.

## INTERPRETATION/EDUCATION

### Objective

Creating an engaging visitor environment at Fishermen's Terminal has the potential to build community stewardship and citizen support at what is essentially an industrial workplace, with limited public presence. A consistent and deliberate approach to interpretation and visitor interactions will have a long-term positive effect for the Port of Seattle. With well-designed interpretive installations, this plan will contribute to the Port's efforts for greater understanding of the Port's function and contribution to the area.

- Build on past efforts that increase awareness among area residents of the Port of Seattle's role in supporting the maritime industry through interpretation.
- Develop a destination for residents and visitors that illustrates the authentic workings of the maritime industry.



### Current Status

Educational installations and materials have been present at Fishermen's Terminal Center Building since the time of its completion. Interpretive features on the waterfront plaza and various walking tours created by Port employees include:

- The four interpretive panels installed on the plaza—freestanding porcelain enamel units near the harbor railing—have held up well, but after 25 years they have been banged up a bit and are showing their age. To many visitors, they may appear dated and vintage. And for the Port of Seattle the themes, mission and messages may have changed. Topics include: Fishermen's Terminal, Cultural/History, Vessels and Gear and Fish Species.

- Historical images are hung in the C-15 hallway with no accompanying interpretation or captions to intrigue the viewer.
- An 18-stop walking tour (including the graphic “What Kind of Fishing Boat is That?”) developed by Port employees provides a self-guided tool for visitors to the Terminal.
- Open public access at the Terminal without admission fees provides a pleasurable destination for residents and visitors.

### **Recommendations**

- Engage visitors in the Terminal story and involve businesses in the interpretive content.
- Develop a list of potential interpretive and programming locations.
- Investigate options for personal tours using volunteers or a commercial service.
- Explore audio tour technologies and smartphone apps or texting services.
- Replace interpretive panels near the Fishermen’s Memorial. Incorporate the Port’s current perspectives and standards that optimize visitor interest (engaging text, color, graphics, shape and scale). Look back and look forward as well. Communicate that the port is 100 years old, but is looking towards to the next 100. A partial list of potential themes to consider are listed below.
- Investigate the potential of incorporating interpretation of the Fishermen’s Memorial with the Friends of the Fishermen’s Memorial Association
- Determine the need for a Visitor Information Kiosk that includes orientation, events listings and interpretive information about the Terminal.
- Determine role for the Center Building Tower—this architecturally unique element of Fishermen’s Terminal can play a more important role as an interpretation area and meet-up destination for tours, schools and visitors. Already, there is a natural curiosity about it but for many visitors it is a bit of a let down upon closer examination.

## Themes

### History

**Fishermen's Terminal is a living landmark that provides an opportunity to tell the story of how a major Northwest industry has evolved over the years.**

- The historical buildings on-site at Fishermen's Terminal illustrate how form follows function.
- The Terminal is still a working waterfront with easy access for residents and visitors providing amenities for a unique destination.
- The Seattle Fishermen's Memorial located at the Terminal for nearly 30 years is a sacred monument dedicated to the memory of those lost at sea and provided a site for family and friends to visit, to place flower, to reflect and to heal.
- With support and recognition, Fishermen's Terminal can flourish in its next 100 years.

### Fishing Industry

**As the homeport for the North Pacific and Alaska commercial fishing industry, Fishermen's Terminal provides an opportunity for the public to see its work up close.**

- Much of the Puget Sound fishing fleet is hosted at the Terminal.
- Fishermen's Terminal has a major impact on the local maritime economy through family wage jobs, vessel maintenance, shipbuilding, training and suppliers.

### Seafood

**Alaska wild seafood caught by the commercial fishing fleet based at Fishermen's Terminal is one of the most sustainable fisheries in the world.**

- With increased interest in fresh and healthy food, the seafood caught by this fleet provides a source of wild food that is safe and healthy to eat.

## WAYFINDING

### Objective

We live in a world where cities can be navigated through smartphones or other technologies and information on a destination can be found within minutes. A visitor plan for the Terminal must include ways to offer the story through social media and technology. With all of these tools at our disposal, are physical wayfinding elements even necessary? Yes, since these systems serve an important role well beyond responding to the need for basic navigation, identification and information. Wayfinding elements—monuments, directional systems, directories, interpretive elements and even regulatory signs—can enrich and enhance our experiences within the Terminal environment.



### Current Status

- The original Terminal's wayfinding system has been updated and added to over time and has lost some effectiveness and visitor appeal. The older signage can make surrounding newer technology look out of date.
- Some signage is out of normal sight lines, such as the restroom signs at C-15.
- The directory map near the tower entrance may not be very useful, and blocks a view.
- Current street directional signposts convey little for the tourist. For example, "C-15 Fishermen's CTR. BLDG." means little as a destination.
- Parking regulations are well posted.
- Signage production at Fishermen's Terminal has been an on-going program:

Phase 1 signage is generally screened enamel on powder-coated metal panels, in good condition with some signposts rusting. Other smaller identity and regulation signs are brushed aluminum.

Phase 2 signage is laser-cut vinyl on powder-coated or Di-bond metal panels, in fair condition with some fading and peeling. The map directory in the breezeway is a laminated print. Various off the shelf directories and room ID are utilized at office buildings.

## Recommendations

- Conduct a full wayfinding inventory.
- De-clutter the site of redundant signage.
- Standardize directional, identity and regulation signage. Publish new guidelines.
- Ensure a better connection between the Ballard Locks Bike Trail and the Terminal.
- Add more visitor services to the signpost directions
- Ensure visitor safety using appropriate signage to designate observation zones.
- Optimize parking by lot configuration, expansion, traffic flow and signage.
- Take advantage of future paving opportunities to develop an embedded interpretive trail
- Create “best standard” identification signage for Nordby Conference Center, Fishermen’s Memorial, Qingdao Eagle, information kiosk, etc.

## FEATURES/ATTRACTIONS

### Objective

The physical features of a visitor plan are the unique landmarks that define a distinct project or environment. Often, they have survived the test of time and are symbolic to its community, representing many things about a project’s mission and purpose. Attractions can be new as well. Recent iconic features in a landscape can represent a community’s future. An attraction can be a building, a walk, a food item, a discussion and more.



### Current Status

A resident’s experience or a tourist’s visit may include:

- Walking the docks and the naturalistic areas. The panoramic views!
- Shopping or dining at Chinooks, Salmon Bay Cafe, The Highliner Public House.
- Viewing the Fishermen’s Memorial and related features (memorial bricks + donation box and cylinder sign).



- View the commemorative marker in the Memorial Garden between the sister ports of Seattle and Qingdao China.
- Gain a different perspective from the observation platform on the west side of the terminal at 21st Avenue and W. Elmore St.
- Eating and buying fresh seafood at Wild Salmon Seafood Market.
- Riding a bike to the Terminal on the Ballard Locks Bicycle Trail.
- Using restrooms as a stop on a commercial city tour.

### Recommendations

- Plan for better views and visitor areas in the breezeway and plaza. The breezeway can be a more participatory space. Determine better locations for mailboxes and newspaper racks.
- Consider site upgrades (such as landscaping and improved sight-lines), furniture, interpretive elements and event programming will greatly increase visitor interest and enhance the Terminal experience. These features will incrementally expand visitorship as they gain exposure through marketing and word of mouth.
- Walking tours are in high demand. These can be self-guided, printed or accessible through smartphone apps. Directional signage and tour-stop markers can be established. Tours can also be created for temporary displays. Scripted/actor productions of fishermen-lore have great value to visitors, and can be targeted to different age groups and interests.
- Consider more seasonal planters with maritime-themed containers and interesting paving options, i.e. paths with a message or quotes embedded in concrete.



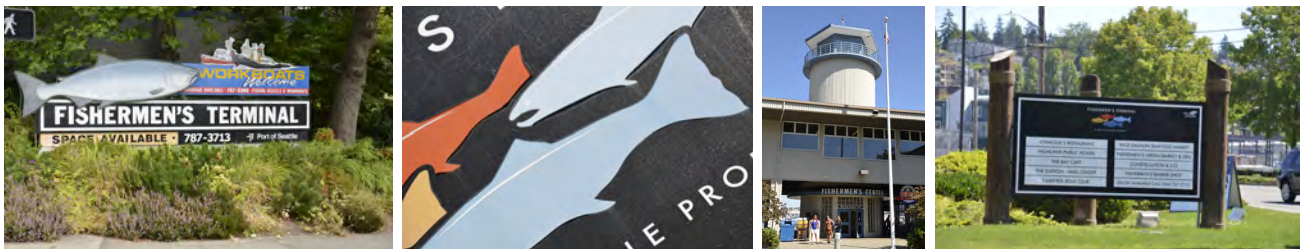
- Renew interpretation near the Seattle Fishermen's Memorial by replacing existing interpretive panels with up-to-date looking visually-focused panels. Include a flexible display for current events and messages.
- Work with Fishermen's Memorial board and renew the project's interpretive signage as well. Create separate but complementary signage using the same fabrication techniques.

- Develop a program of public arts projects. Art can contribute to this plan as a component of education, wayfinding, beautification, gateway or architecture.
- Consider feasibility of enhancing existing bicycle routes including wayfinding. Install wayfinding, interpretation and artful bicycle racks.
- Enhance the observation platform at 21st Avenue and W. Elmore St. with interpretive panels and a viewing-scope as a neighborhood entrance to the Terminal. Ensure a safe well-marked walking path to the Terminal.

## GATEWAY/ENTRANCE

### Objective

A gateway defines the entrance to a destination with a defined identity. The gateway should stand as a landmark itself, immediately identifying the Terminal and its entrance. A well-designed gateway will encourage visitation and can begin to tell the mission of this working port. Gateways can be sculptural, moving or static, illuminated, landscaped and more. A gateway should clearly target its primary audience first. It should not be a communication element with a complicated message or a complicated concept.



### Current Status

At this time the Terminal's entrance is marked with a size-appropriate sign that uses the original Terminal typography and iconic salmon. The salmon has a distinctive illuminated edge and moving mouth. The design is unique and gives a fairly clear indication that the facility is "visitor friendly." The signage has been modified, with an add-on in the last few years, to accommodate a specific industry at the Port (working harbor boats).

Also at the main entrance is a retail tenant directory, only recently installed. It meshes the original typography, with a new secondary add-on typography, with a small new Fishermen's Terminal logo. Vehicular legibility is in question. It has night illumination. A few other ad-hoc tenant signs are also installed near here.

The Terminal's Center Building roof signage has played a key role in branding on the north waterside approach. It showcases the project's original typography, and has a dramatic effect with spot lighting.

## Recommendations

- Monumental signage on top of the south/east Center Building roof line could instantly become an icon of Port pride, and at the same time be seen from the Terminal's downtown approach. In this case a picture-form could be more effective and fun than a typographic solution. A great salmon in the sky!
- Create a refreshed roadside gateway. Welcome visitors and tourists in a visually distinctive approach and the industry community in a different manner.
- Establish the Emerson entrance as the primary entrance for visitors.
- Review feasibility of tenant directory at the entrance. Test legibility for drivers.
- De-clutter the main entrance corners of individual tenant signage. Perhaps incorporate a flexible element to accommodate events.
- Re-establish the project's original typography and update its usage standards, or replace fonts and guidelines with a new original campaign.
- Utilize the Center Building Tower as a focal point and destination for tours, schools and visitors. Already, there is a natural curiosity about it but for many visitors it is a bit of a disappointment upon closer examination. Instead, it could be a natural location for more interpretation.
- Plan for future visitor opportunities when Terminal expansions occur, such as the proposed hybrid building called the "Gateway Project." Flexible displays, retail/services, artifacts, maps and interpretation can ideally be incorporated during the initial building design phases.

## PROGRAMMING

### Objective

A number of programs and events can be envisioned for the Terminal, all of which could positively contribute to the visitor experience, making for more enlightened stewards. Already, the Port community is engaged in several well-established programs and events.



### Current Status

- Fishermen's Fall Festival
- Seafood 101
- Ship Canal 101
- Blessing of the Fleet

### Recommendations

- Contract with an events planning company to develop, plan, coordinate and manage special events
- Use social media with specific Fishermen's Terminal accounts integrated into event promotion and seasonal changes
- Enliven the breezeway, the Center Building tower, as a point of demonstration and interpretation
- Utilize the nearby billboard at 15th Ave. NW to promote the Terminal's visitor attractions and programming.
- Reinstate Keta BBQ Cook-Off, or other foodie events.
- Develop extension event with the annual arrival of Copper River Salmon to Sea-Tac Airport—first arrivals are cooked and served at the Terminal.
- Track and update travel publications targeted to the independent traveler to ensure promotion of Fishermen's Terminal as a destination.
- Develop a water taxi service between Ballard and the Terminal (breweries, fish, food and waterfront). The best date night ever!
- Work with existing businesses and services at the Terminal (Husky Boat, Ice Cream Boat, Argosy Tour) to promote their use of the Fishermen's Terminal.

## TOURISM

Visitors are already visiting the Terminal albeit in small numbers as independent travelers and clients with small tour companies. Attracting large numbers of more visitors could hamper the daily activities of the Terminal and shift its dual role (maritime business and local services) into becoming an “attraction.” Tourism should not be the major focus of the Terminal however developing features, programs and elements that help tell its story will be attractive to both visitors and residents alike while still maintaining its current functions.

### Objectives

The Terminal is a good choice for “right-sized” tourism. Larger scale (i.e. motorcoach tours) is not appropriate for the working port. In order keep the right balance at the Terminal between its daily working functions and retail sales and tourism use, the Port needs to be proactive about what niche tourism market to pursue and to plan accordingly.

### Current Status

Currently the Terminal attracts independent visitors and small van or bus tour companies who use the restroom facilities as a stop for their clients. The restrooms provide a convenient location for small tours to use the facilities but guides do not use the Terminal as a tour stop.

### Recommendations

- Develop a tourism outreach strategy to target the sector most appropriate to the Terminal (independent, small-scale, etc.).
- Partner with Visit Seattle to seek guidance and support for developing an appropriate tourism program to the site.
- Review tourism guide publications (i.e. Lonely Planet, Bradt, etc.) to determine presence and accuracy of information about the Terminal.
- Engage local guides and guiding companies (especially those who currently use the Terminal’s restroom facilities with their clients) to showcase Terminal resources, history and features—seek their guidance for appropriate tourism improvements.
- Develop tour materials (maps, scripts, audio recordings) with the involvement of local guides for use by guides.



## AUDIENCES BASED ON PROXIMITY AND EASE OF ACCESS

Identifying who is the audience helps to focus on developing the best methods for interpretation.

- **Neighbors**—most likely to visit often due to their proximity and ability to walk or bicycle to the Terminal.
- **City of Seattle residents**—curiosity about the Terminal and views of it currently attract this group.
- **Regional residents**—an opportunity to get closer to the water and see a different view could attract this group but traffic concerns and ability to find the location might preclude their efforts.
- **Tourism-related tours (small commercial operations)**—currently the Terminal is used by this group for the convenience of restroom breaks. An opportunity rests with determining how to hold them longer with points of interest and interpretation.
- **Independent visitors**—these visitors might be attracted through a concerted outreach effort to travel guides and websites that focus on the independent traveler.

## POTENTIAL PARTNERS

The impact of interpretation at the Terminal grows with the cultivation and development of partnerships.

- **Existing Terminal businesses**—businesses with a history and a story to tell could complement interpretive efforts at the Terminal.
- **Nordic Heritage Center**—with the Nordic roots of the fishing fleet, joint or complementary programming could enhance a visitors' experience.
- **Museum of History and Industry**—the historical resources of the museum could be useful in interpretive exhibits.

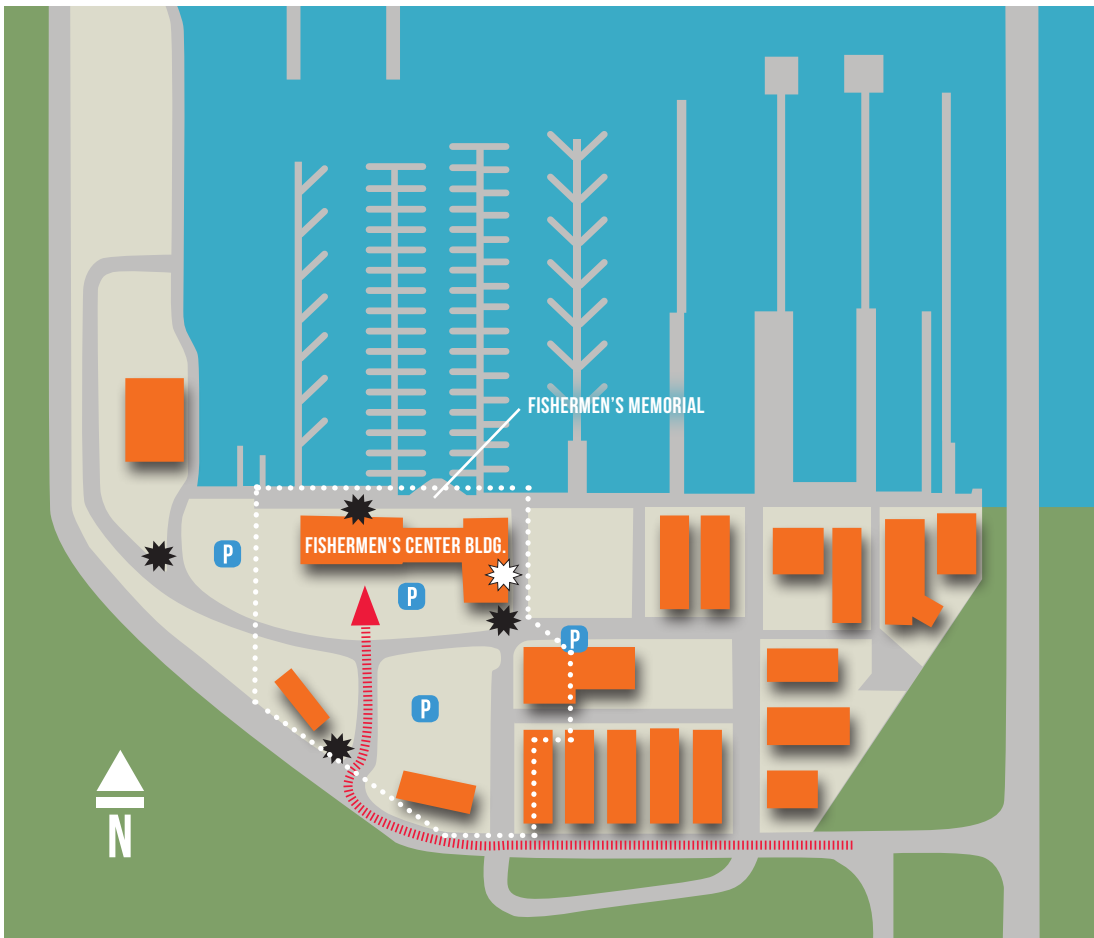
- **Seattle Maritime Academy**—the academy might provide programming about maritime practices or, with training be a source for tour volunteers.
- **U.S. Army Corps of Engineers**—with its proximity at the Ballard Locks, the Corps could be partner for cross promotion and cooperative events.
- **Fishermen's Memorial Association**—with its long history and connection to the Terminal, the association is a logical choice for joint programming, volunteer guides and development of interpretation.
- **Ballard Chamber of Commerce**—cooperation across the waterways could bring benefits to both neighborhoods.
- **Art Institute of Seattle (culinary program)**—this institute program could be a partner with seafood-related programming and events.

## SCHEMATIC DRAWINGS

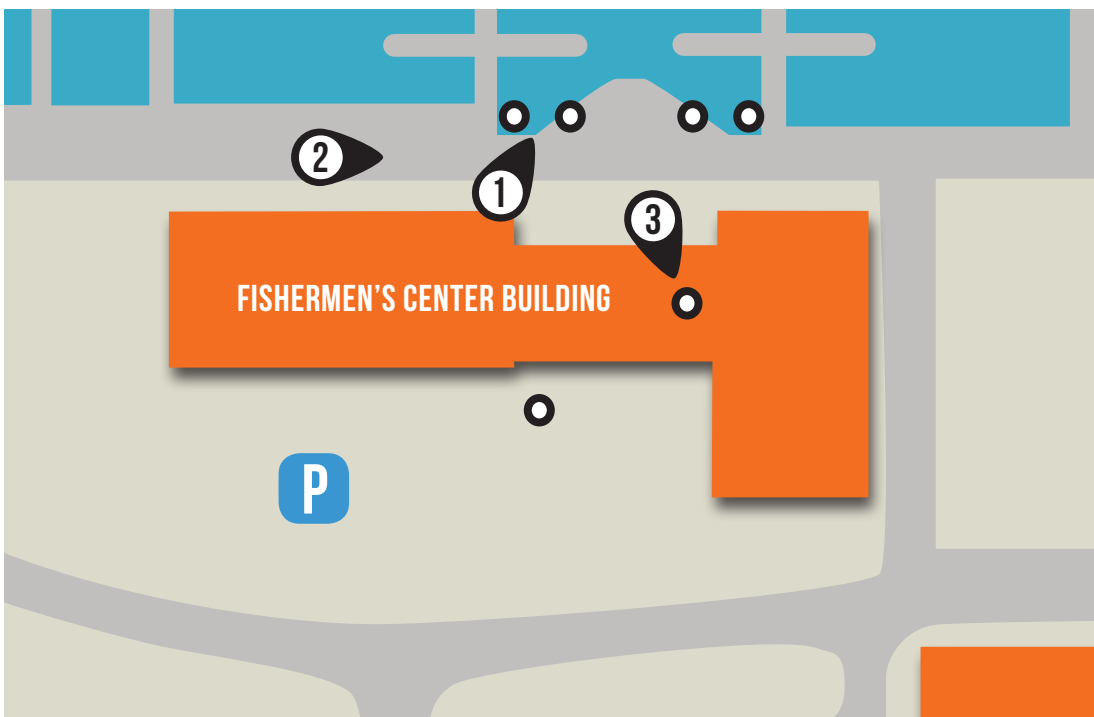
As discussed in this report, there is strong potential for interpretive installations surrounding the Fishermen's Center Building. Other opportunities and areas will come into focus as new buildings are designed in the targeted visitor area, most notably the new Gateway Building concept for the former bank building.



The following pages include a location map and schematic drawings illustrating the strong potential for interpretation at three locations around Fishermen's Center Building.





-  Primary visitor parking
-  Buildings
-  Existing wayfinding signage (updates required)
-  New identity sign. On roofline
-  Visitor vehicular entry
-  Targeted visitor area

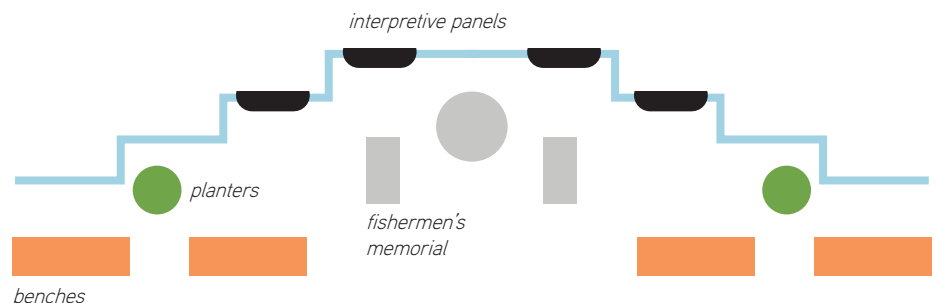


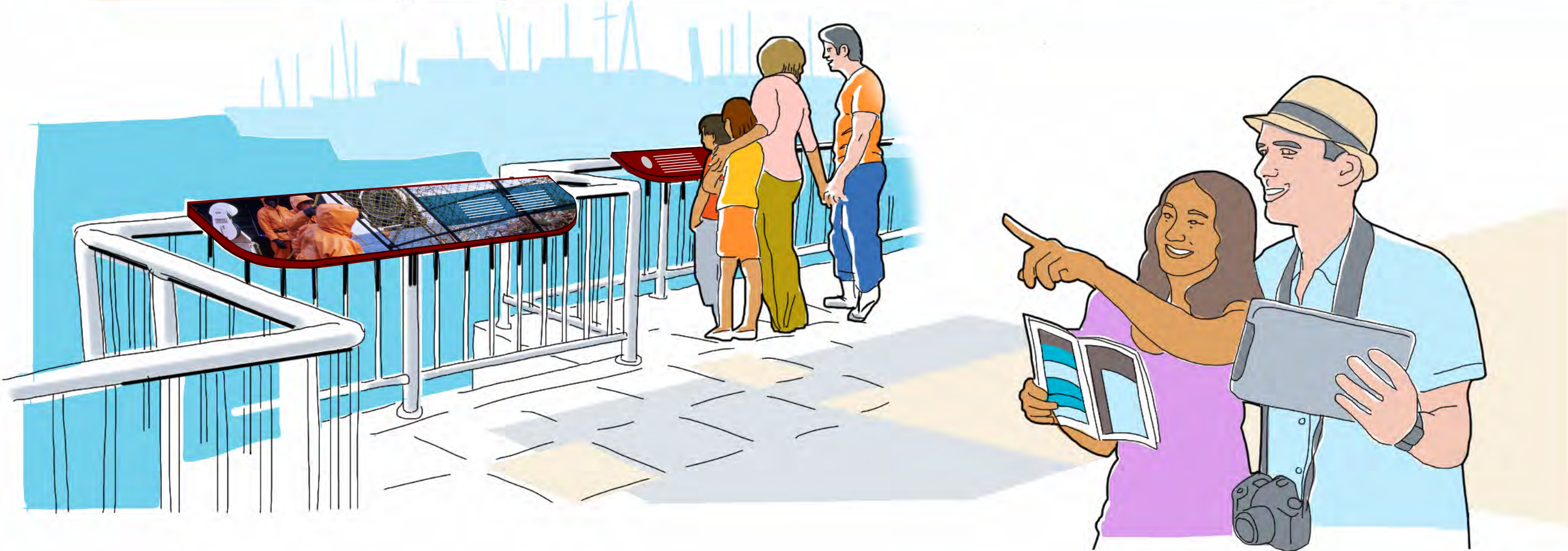
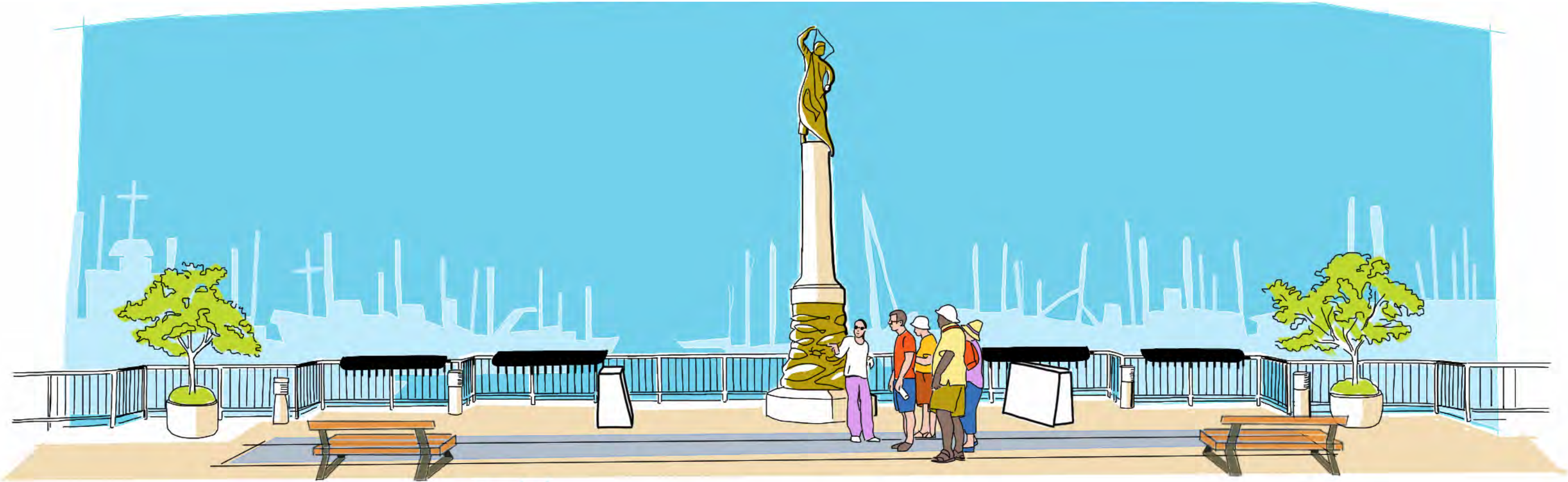
-  Schematic drawing view (see following foldout pages)
-  Interpretive installations

## SCHEMATIC **A LIVING LANDMARK: EXPANDED VIEWS AND NEW INTERPRETIVE SIGNAGE**

Panorama view—perspective from south looking through breezeway to view of marina. Increasing numbers of people are visiting Fishermen's Terminal to enjoy the beautiful views, get closer to the water and take a self-guided tour with its new enhanced setting.

- The view is expanded by relocating planters and benches. New benches will be less view-obscuring with more open design.
- Seattle Fishermen's Memorial mission will be included in this interpretation context.
- Featuring new interpretive panels replacing former panels. Optimize space and foot traffic flow. These panels will be less text heavy and will complement the water-edge rail. Eliminating the stands and installing them on the rail.
- The plaza will still be an ideal place for movable seating and tables for recreation and meals.
- Develop tour materials (maps, scripts, audio recordings) with the involvement of local guides for use by guides.





## SCHEMATIC **A LIVING LANDMARK: INCREASED OPPORTUNITIES FOR SELF-GUIDED TOURS**

Plaza/Breezeway—view from northwest corner of the waterside plaza looking to the east. The Terminal is a great location for an outing for dining or an informal adventure. Check out the new features and the great resource on my smartphone!

- Customers and visitors are enjoying the al fresco dining.
- Embedded markers in the pavement add interpretive elements and provide a self-guiding pathway.
- Using a tour app on smartphone provides an orientation tool and in-depth interpretation as desired.
- Terminal features, such as the Fishermen's Memorial, are always highlights on small guide-led tours.





## SCHEMATIC **A LIVING LANDMARK: IMPROVED STORYTELLING**

Breezeway view, looking south towards visitor parking and curbside, where a commercial guided tour bus is letting off passengers. Visitors will shortly learn about one of Seattle's best kept secrets. What a great place for local residents to take out of town guests to learn about our connection to Alaska in a unique Seattle setting.

- New interpretive panels are featured on the Central Building's Tower. This location has high accessibility value for short-stay tour groups. As well as being weather protected it's an ideal area for educational interaction.
- Telling the story of Fishermen's Terminal includes: exhibit of different types of fishing boats, models of the type of salmon species caught by the fleet, exhibit of how a fishing boat works.
- Art, that is inspired by the interpretive content, and animated lighting overhead enlivens this central space.

*Ceiling view of art commission and lighting*

