

# Airport Signage and Wayfinding Project

## Commission Briefing

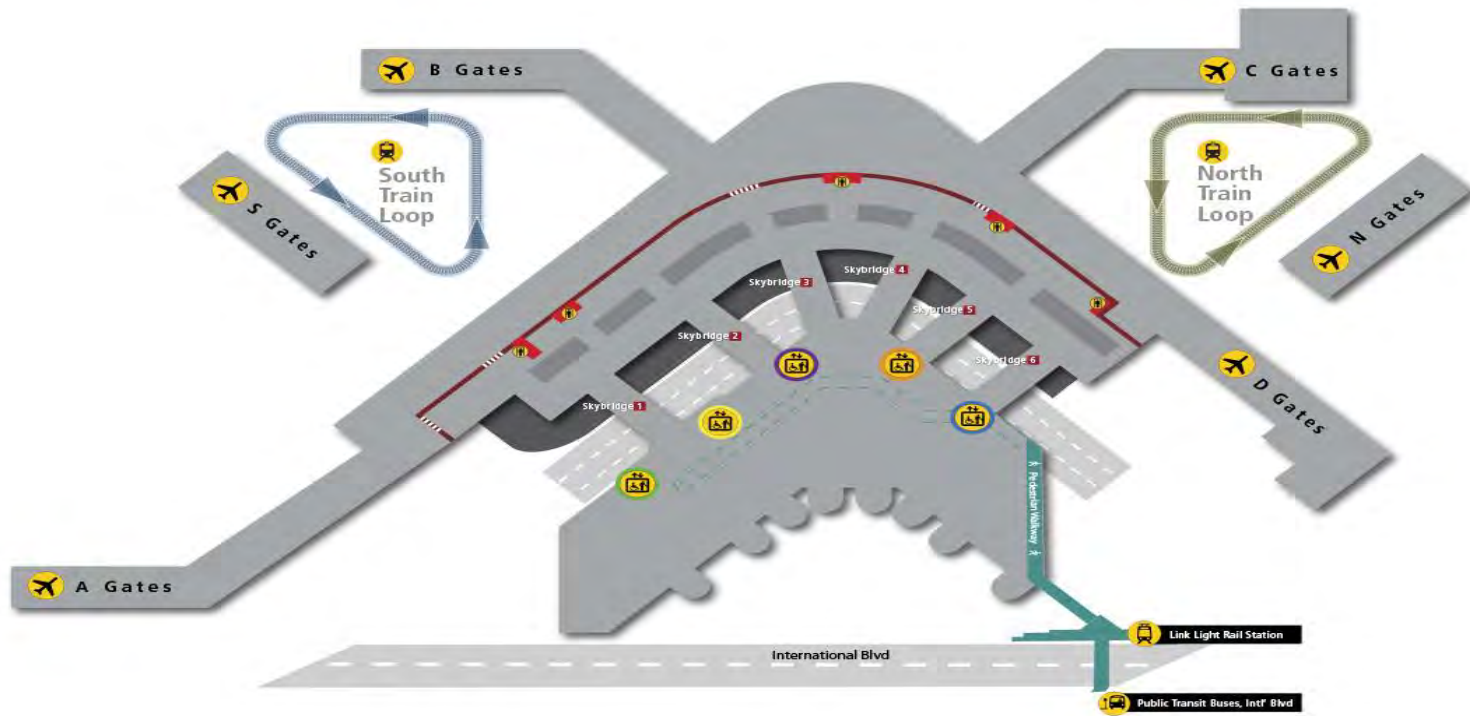


# Sea-Tac has historically received lower Airport Service Quality (ASQ) ratings for *Ease of Wayfinding*



**Sea-Tac ranked 21st out of 25 peer airports for ease of wayfinding in 2015**

ASQ Scores = Customer Service Level



## Roadway, Terminal, RCF & Parking Garage Signage

# Existing Problem To Be Solved (Duplication)



Need to Consolidate

# Existing Problem To Be Solved (Signage Creep)



Need to Reduce Visual Clutter

# Existing Problem To Be Solved (Message Overload)



Need to Decrease Clutter, Increase Clarity



# Existing Problem To Be Solved (Lack of Standards)



Need to Increase Clarity

# Existing Problem to Be Solved



Not Clear



# Existing Problem to Be Solved (Sense of Arrival)

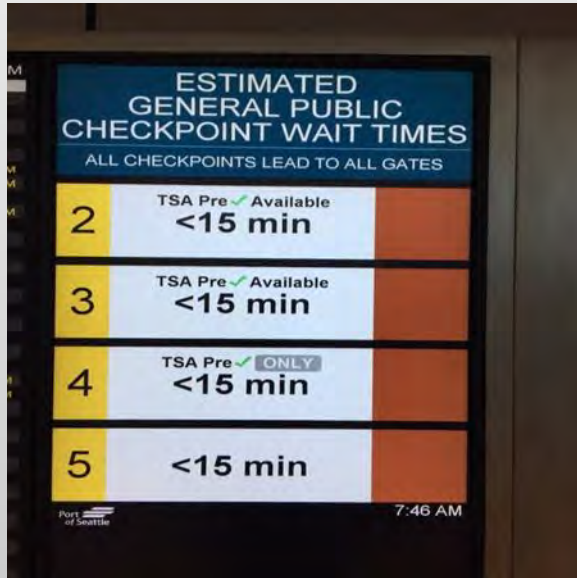


New Monument?

# Potential Solutions

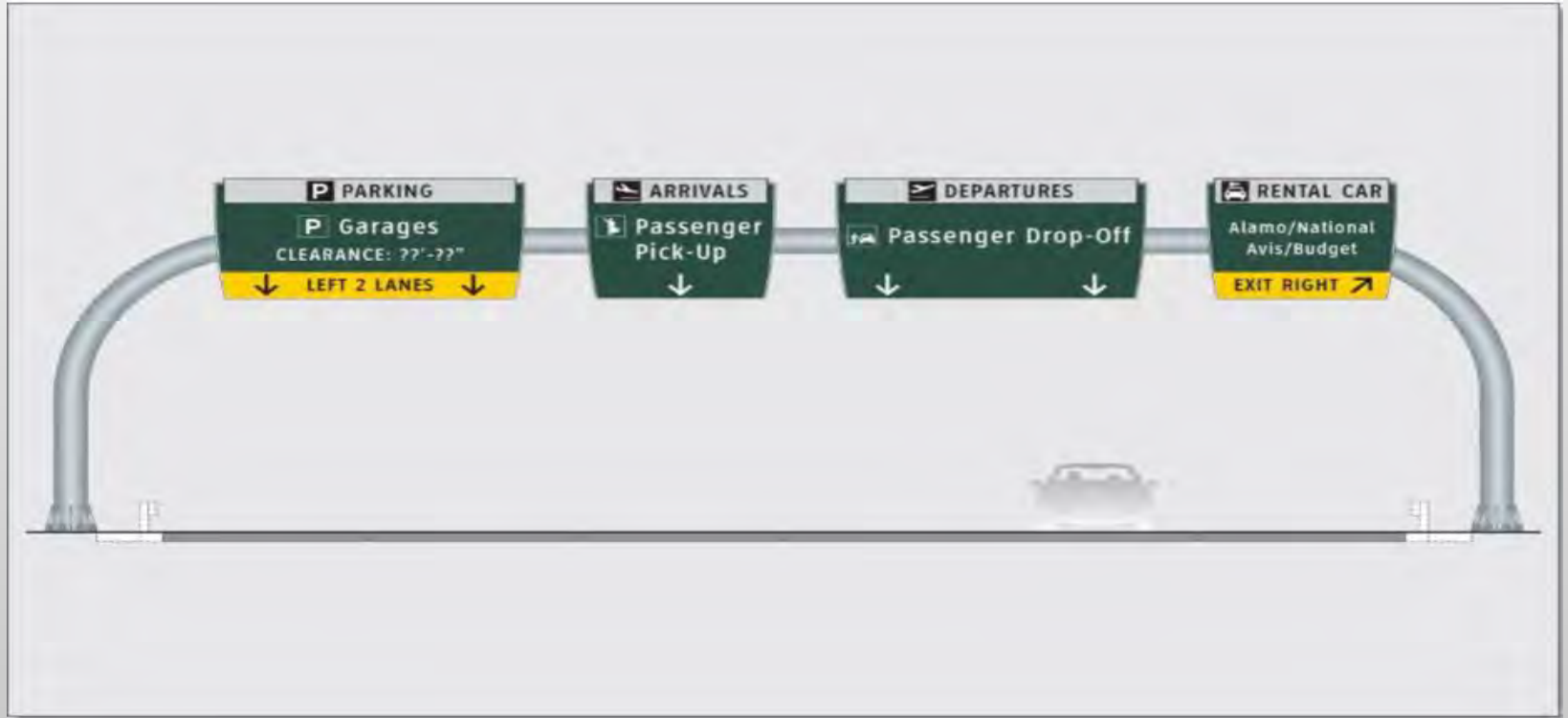
Solutions

# Immediate Interim Solutions



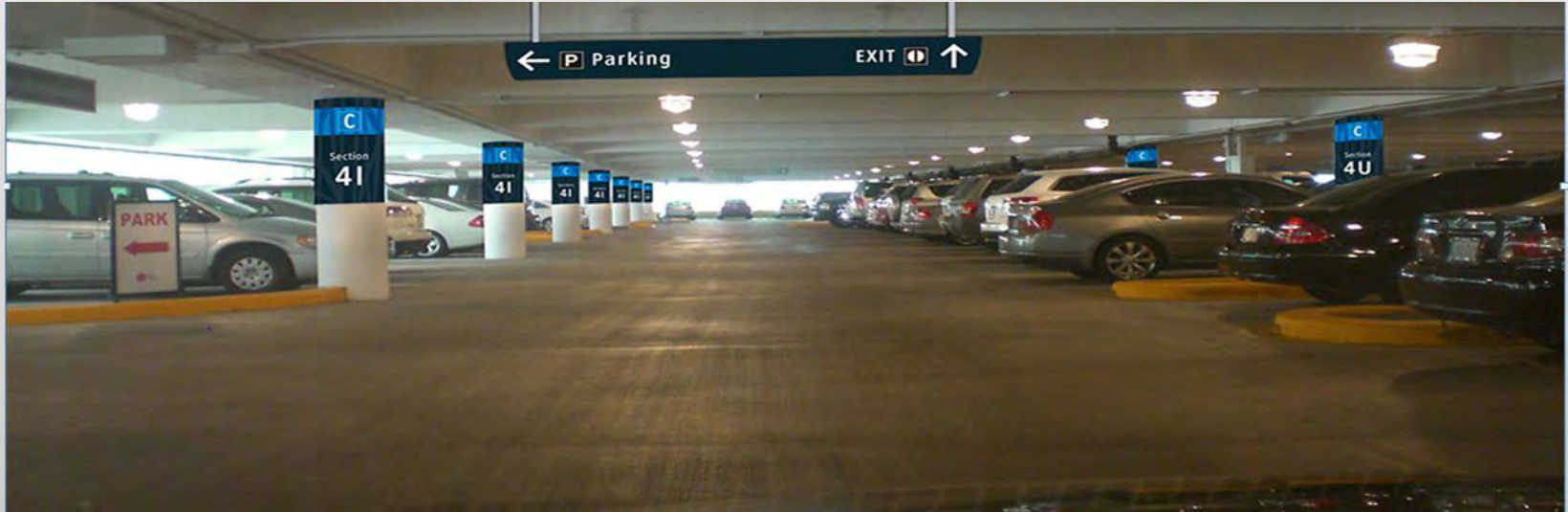
Improve Passenger Experience

# Potential Solution



Clear, Standardized

# Potential Solution



Reflective, Simple



# Potential Solution



Intuitive, Clear, Standardized

# Next Steps

## 1. FY 2017

- Perform an airport-wide signage and wayfinding study
- Identify deficiencies through a gap analysis
- Prepare recommendations to address short term deficiencies
- Implement interim signage project to correct deficiencies

## 2. Milestones in 2018 and Beyond

- Develop/revise signage standards
- Develop master plan consistent with ACRP Report 52 - Wayfinding and Signing Guidelines for Airport Terminals and Landside
- Implement capital projects in multiple areas: roadways, garage, terminal and other airport facilities

# Questions

End