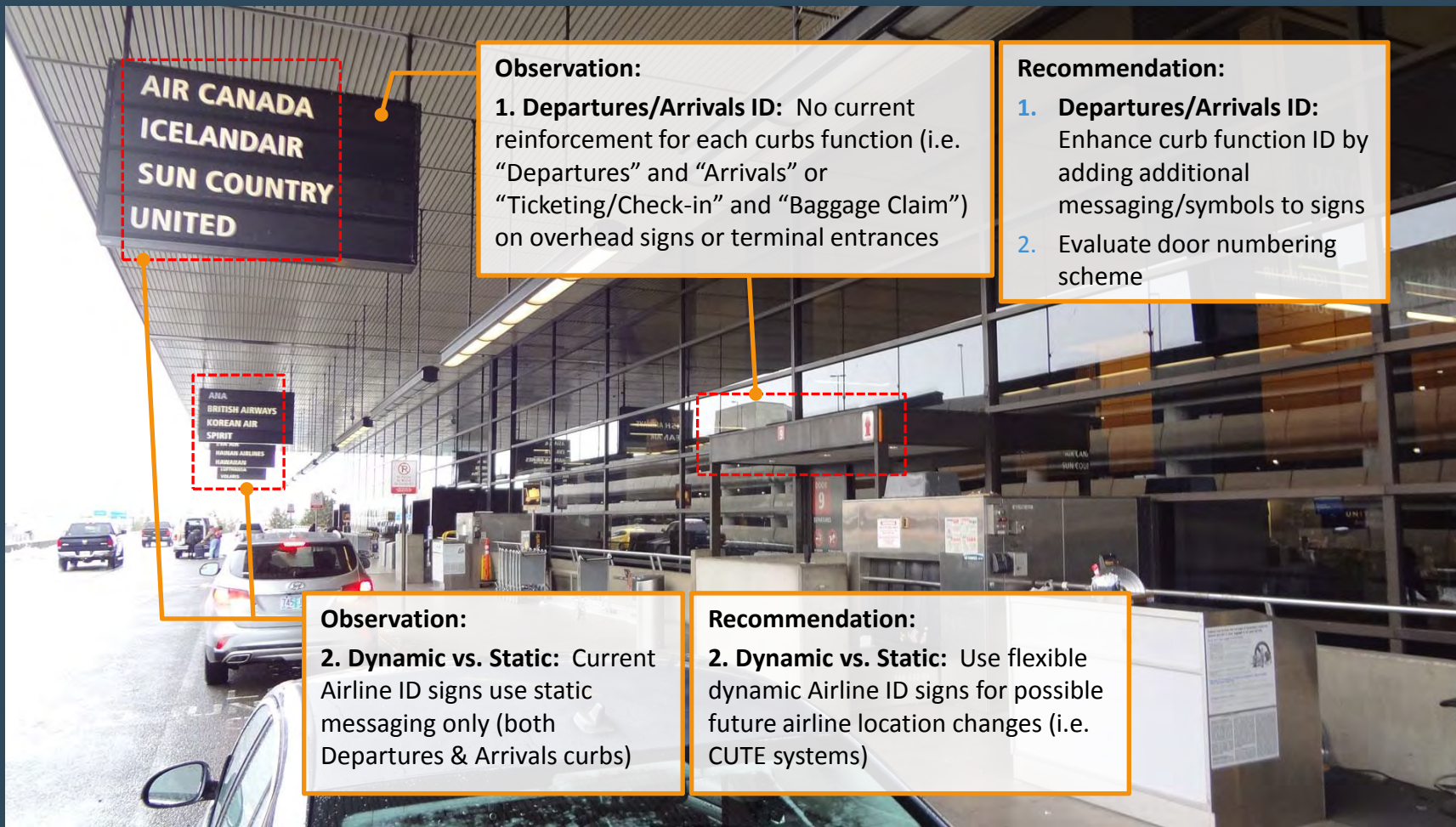
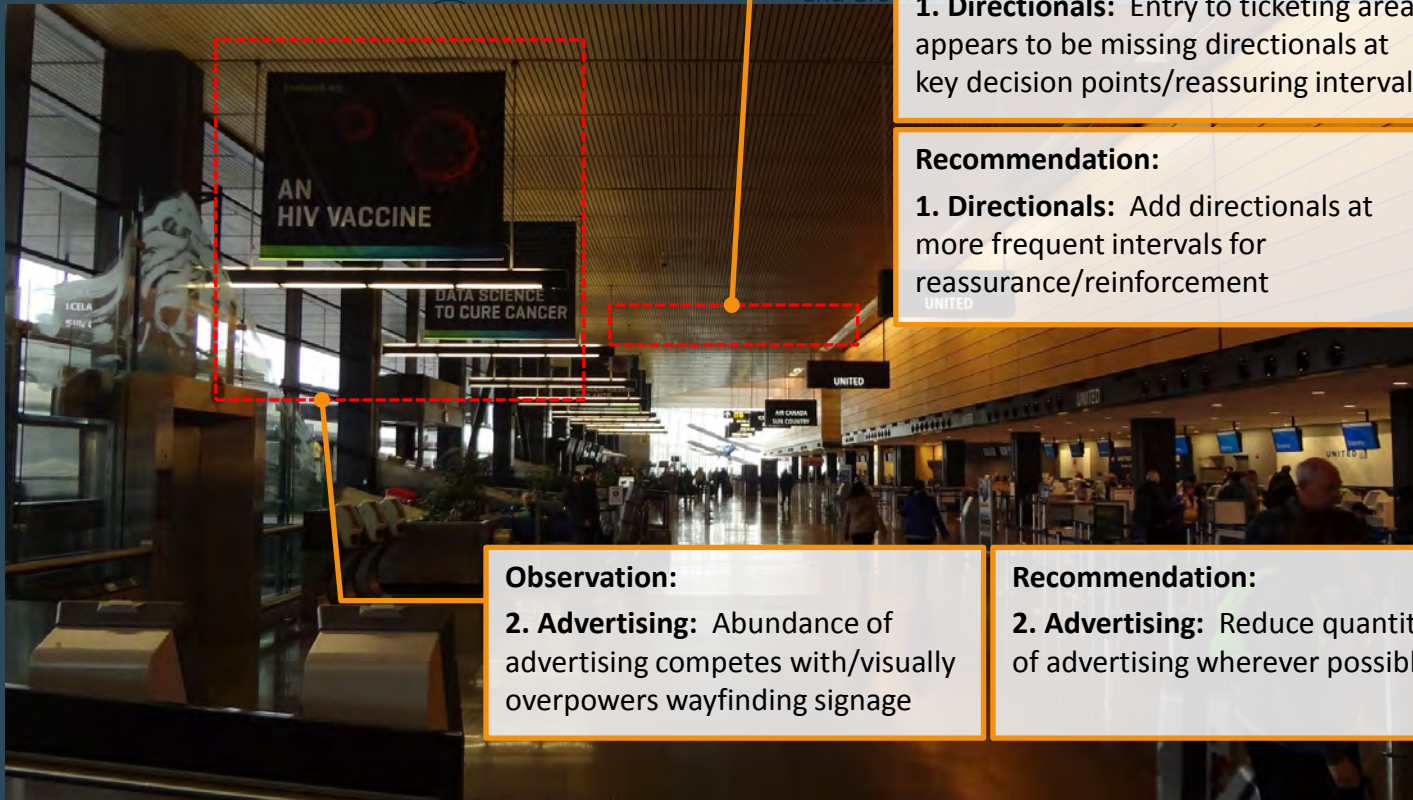


SEATTLE-TACOMA INTERNATIONAL AIRPORT

Discovery: Initial Wayfinding Observations

March 14, 2017





Observation:

1. Directionals: Entry to ticketing area appears to be missing directionals at key decision points/reassuring intervals

Recommendation:

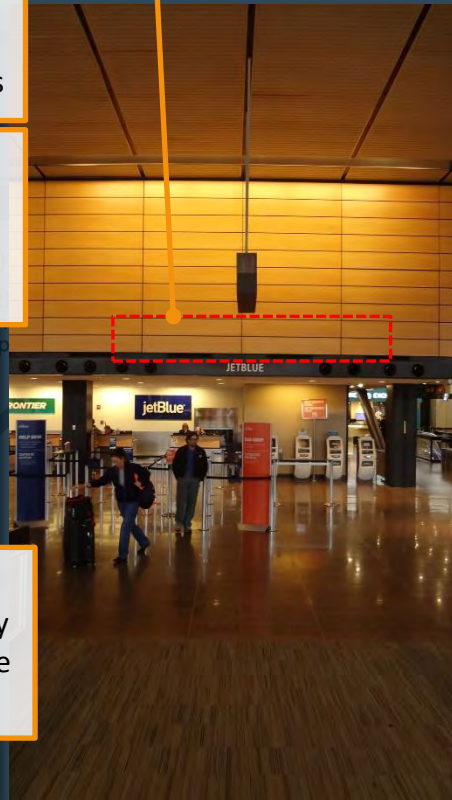
1. Directionals: Add directionals at more frequent intervals for reassurance/reinforcement

Observation:

2. Advertising: Abundance of advertising competes with/visually overpowers wayfinding signage

Recommendation:

2. Advertising: Reduce quantity of advertising wherever possible



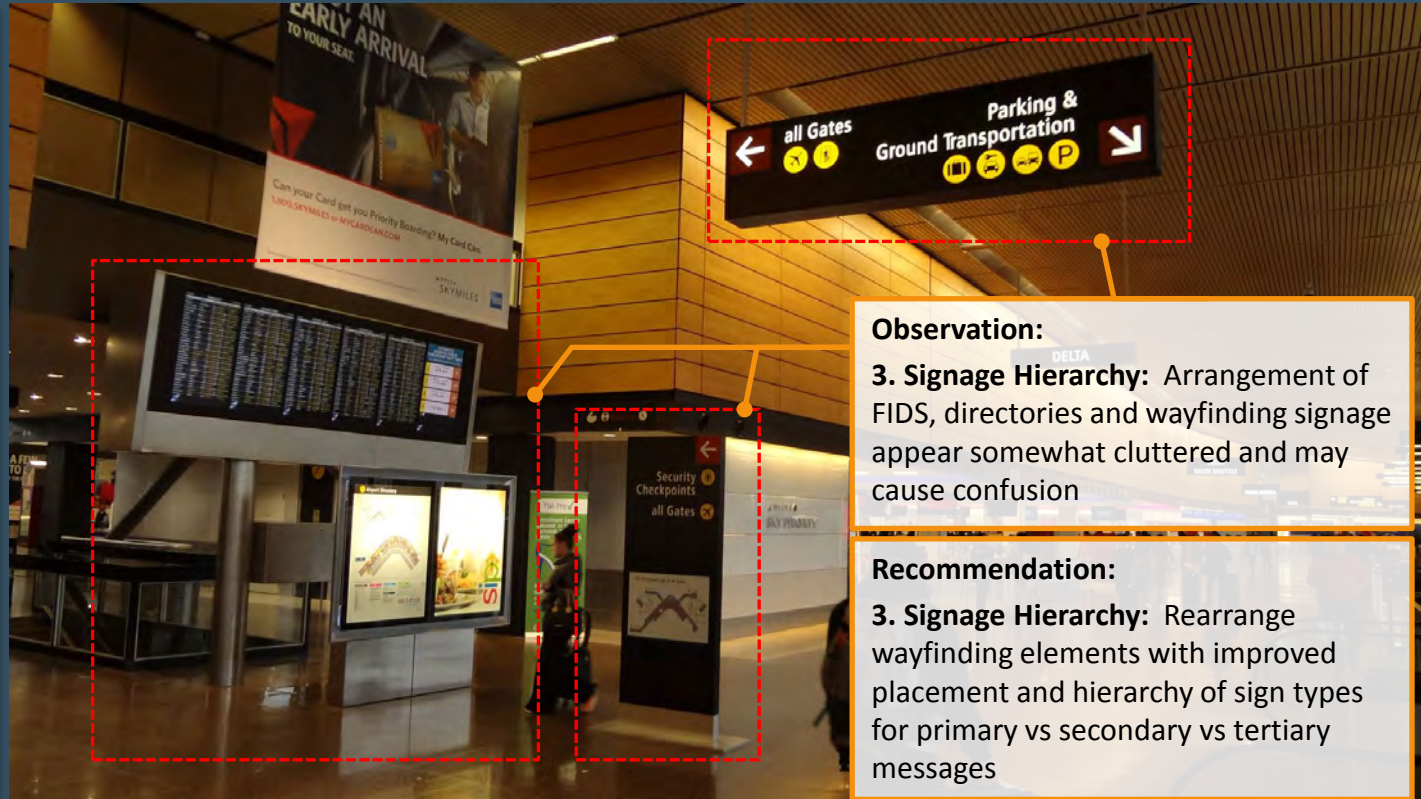
Observations:

- 1. Mounting Height:** Overhead directionals are currently mounted very high above circulation pathways
- 2. Color Palette:** Existing wayfinding signage color palette blends into the interior environments/background

Recommendations:

- 1. Mounting Height:** Mount overhead directionals closer to comfortable pedestrian scaled viewing level (+/- 9'-0" min to 10'-0" max)
- 2. Color Palette:** New color palette to help wayfinding signage stand out from surrounding environments



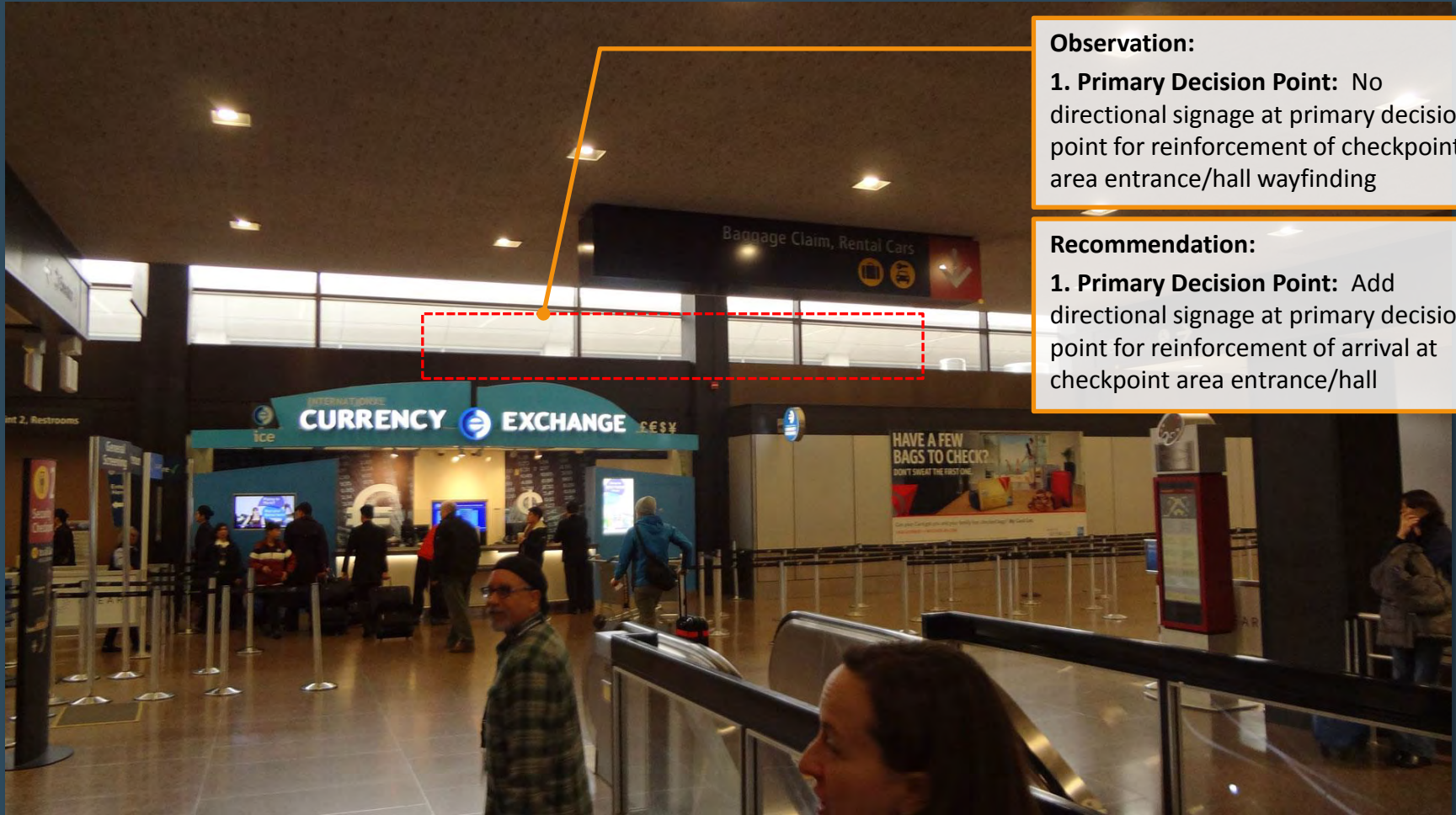


Observation:

3. Signage Hierarchy: Arrangement of FIDS, directories and wayfinding signage appear somewhat cluttered and may cause confusion

Recommendation:

3. Signage Hierarchy: Rearrange wayfinding elements with improved placement and hierarchy of sign types for primary vs secondary vs tertiary messages

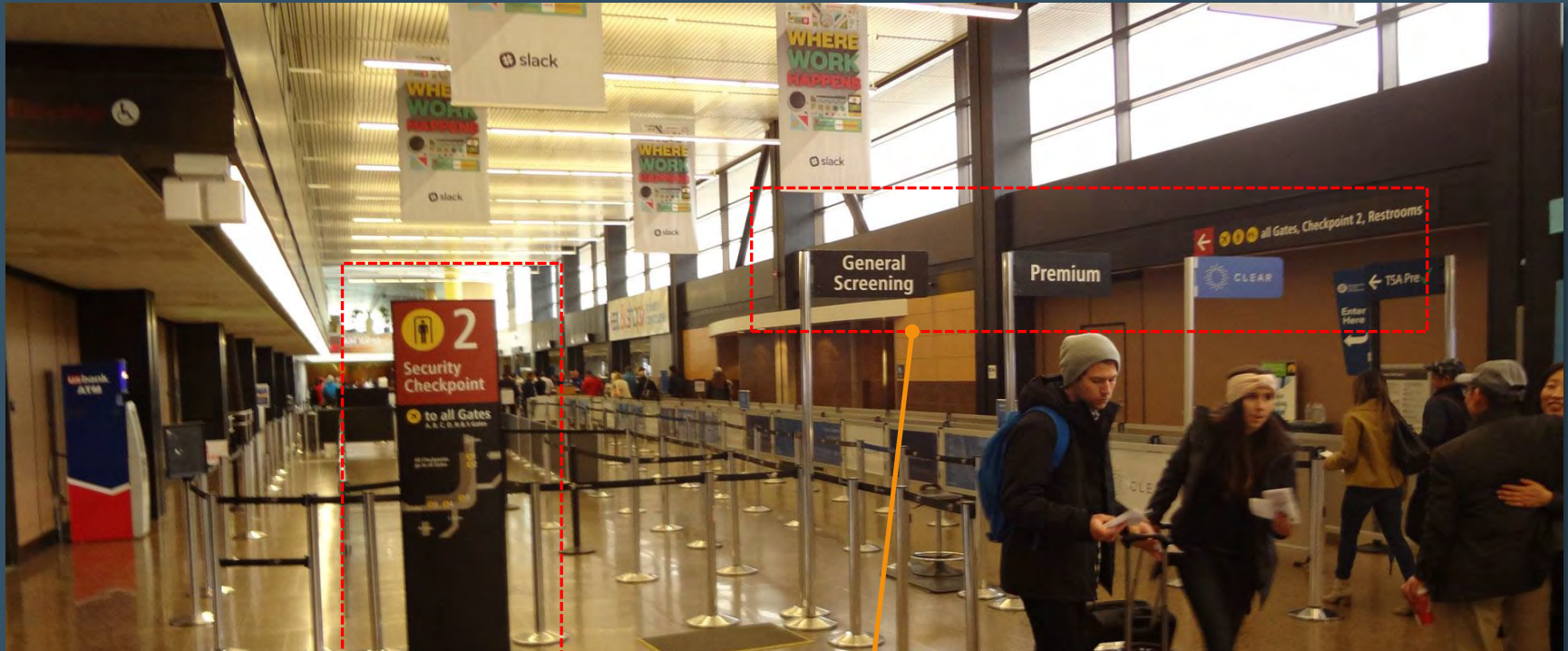


Observation:

1. Primary Decision Point: No directional signage at primary decision point for reinforcement of checkpoint area entrance/hall wayfinding

Recommendation:

1. Primary Decision Point: Add directional signage at primary decision point for reinforcement of arrival at checkpoint area entrance/hall

**Observation:**

1. Wayfinding Signage: Wayfinding signage at entrance to checkpoint area entrance/hall is visually muted and too low to be seen in large crowds

Recommendation:

1. Wayfinding Signage: Enhance checkpoint entrances with new signage at improved scale/mounting height for enhanced reinforcement

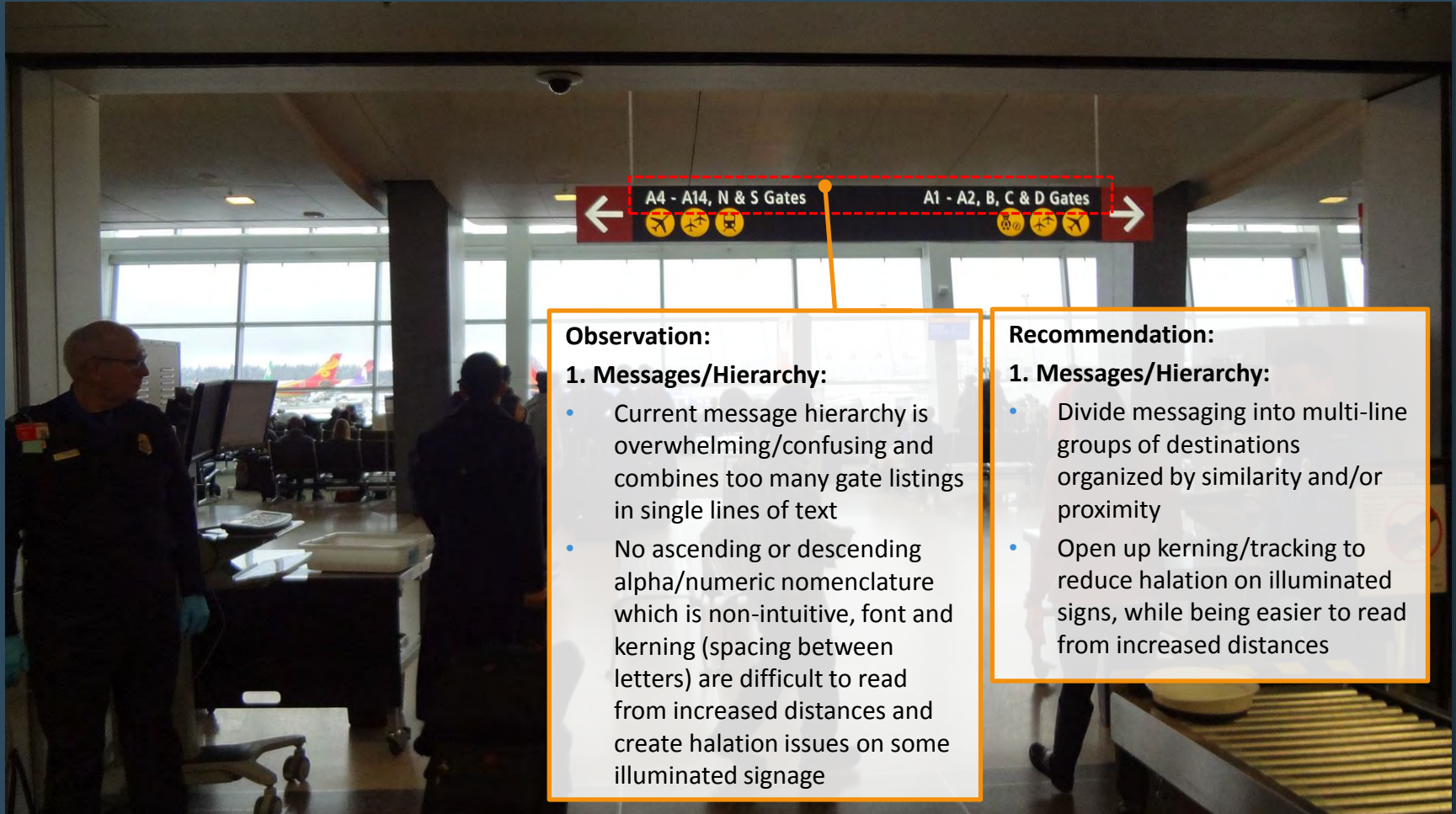


Observations:

- 1. Scale:** Existing soffit directionals appear out of scale/too small
- 2. Illumination:** Inconsistent use of illumination on directionals

Recommendations:

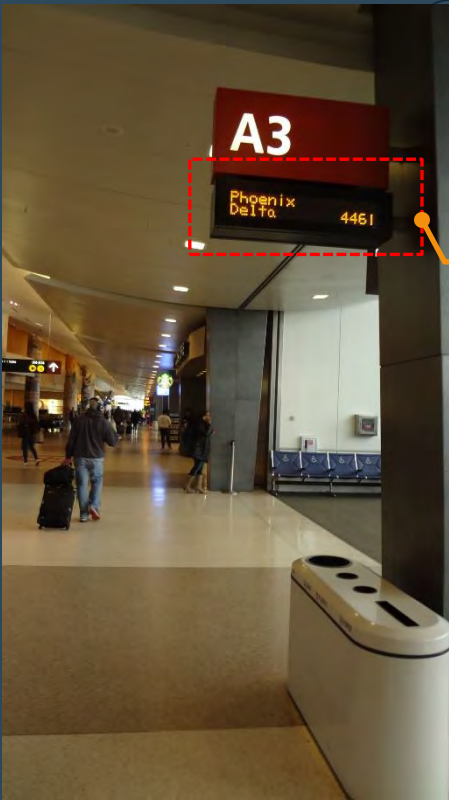
- 1. Scale:** Increase size of directionals
- 2. Illumination:** Illuminate entire sign face
- 3. Add signage** parallel to circulation and processing

**Observation:****1. Messages/Hierarchy:**

- Current message hierarchy is overwhelming/confusing and combines too many gate listings in single lines of text
- No ascending or descending alpha/numeric nomenclature which is non-intuitive, font and kerning (spacing between letters) are difficult to read from increased distances and create halation issues on some illuminated signage

Recommendation:**1. Messages/Hierarchy:**

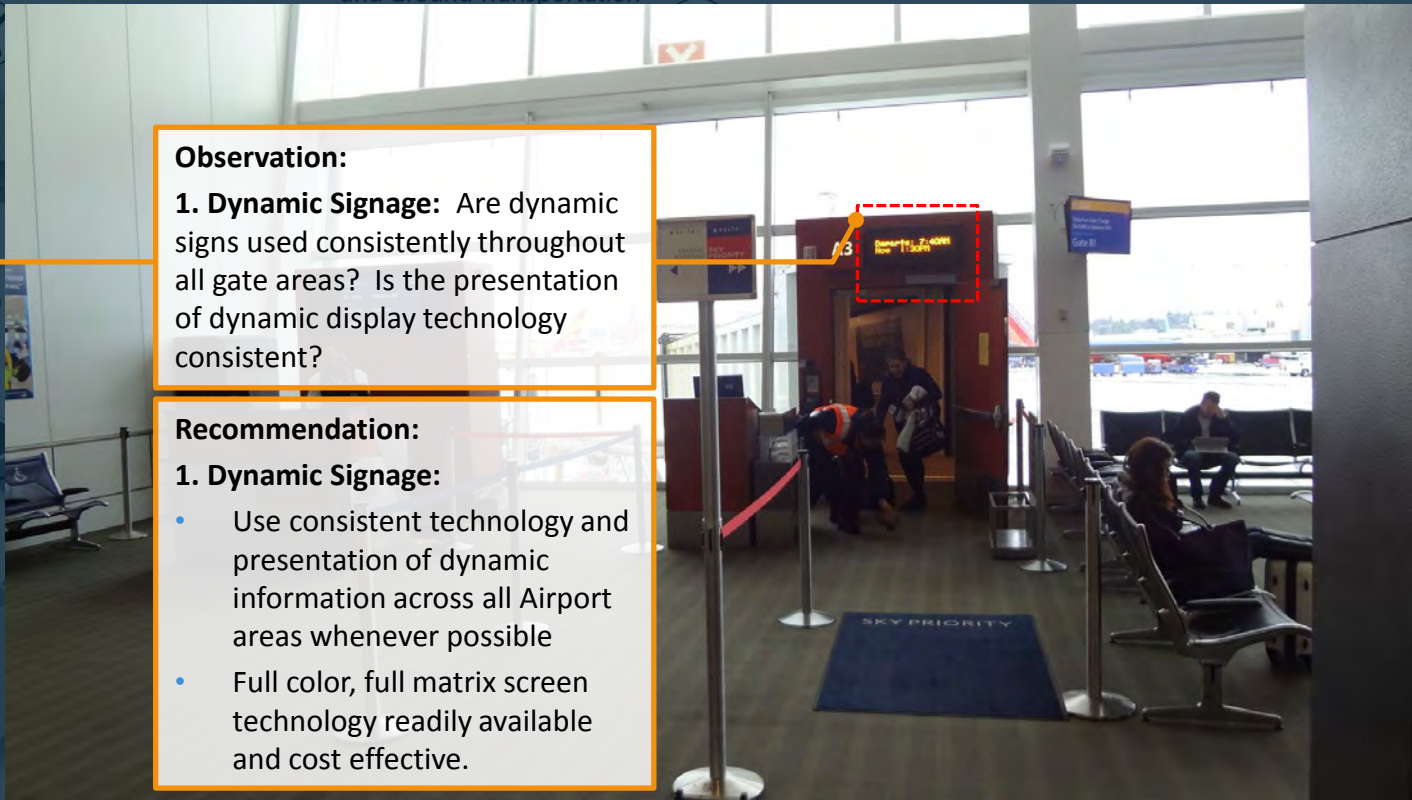
- Divide messaging into multi-line groups of destinations organized by similarity and/or proximity
- Open up kerning/tracking to reduce halation on illuminated signs, while being easier to read from increased distances

Baggage Claim
and Ground Transportation**Observation:**

1. Dynamic Signage: Are dynamic signs used consistently throughout all gate areas? Is the presentation of dynamic display technology consistent?

Recommendation:**1. Dynamic Signage:**

- Use consistent technology and presentation of dynamic information across all Airport areas whenever possible
- Full color, full matrix screen technology readily available and cost effective.











1. FY 2017

- Perform an airport-wide signage and wayfinding study
 - Route 2: Checkpoint 2 to S Gates (via South Train)
 - Route 3: International Arrivals to Baggage Claim
 - Route 4: N Gates to S Gates
- 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

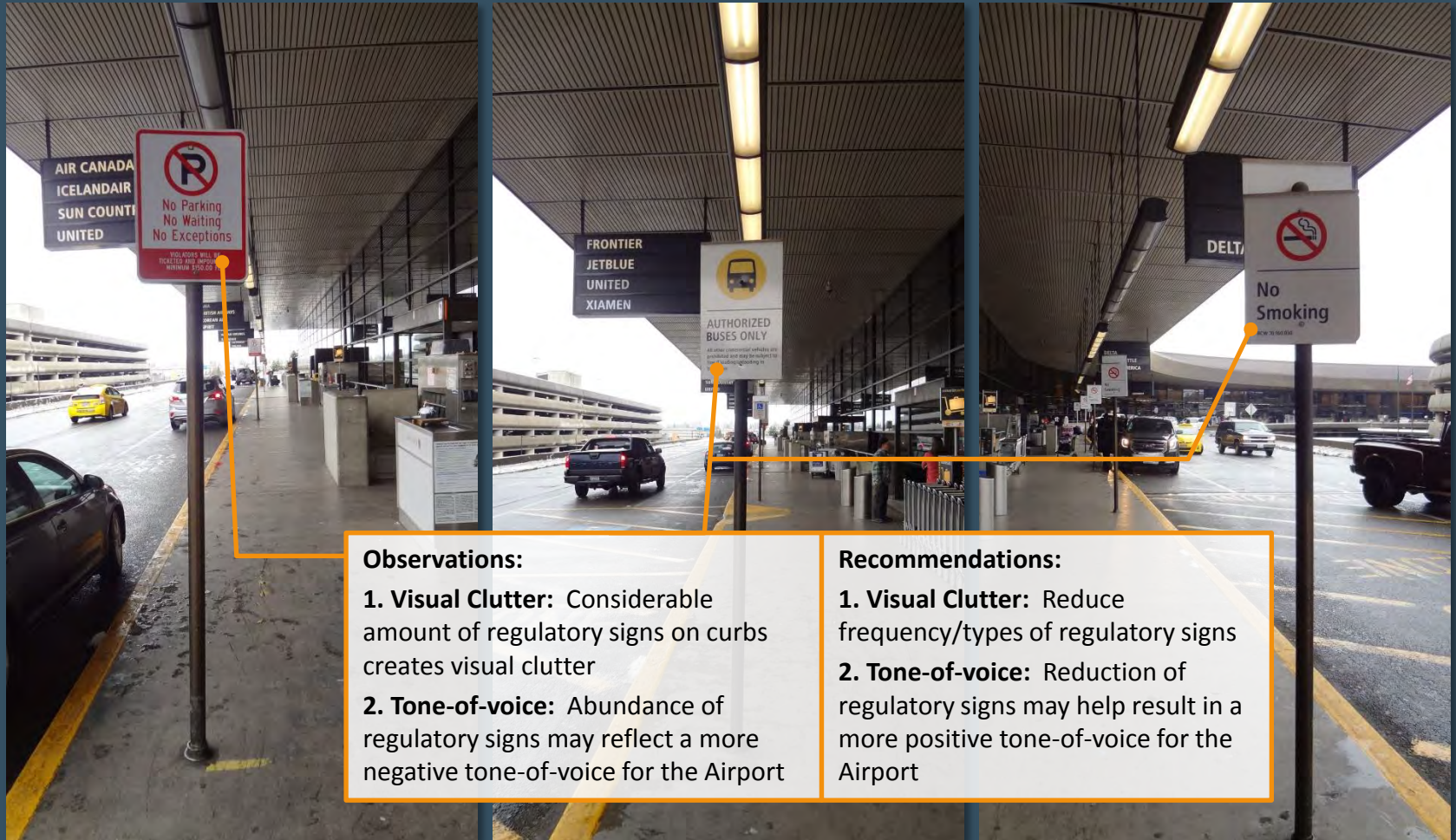
SEATTLE-TACOMA INTERNATIONAL AIRPORT

Discovery: Initial Wayfinding Observations

March 2017

Thank You

Appendix



Observations:

- 1. Visual Clutter:** Considerable amount of regulatory signs on curbs creates visual clutter
- 2. Tone-of-voice:** Abundance of regulatory signs may reflect a more negative tone-of-voice for the Airport

Recommendations:

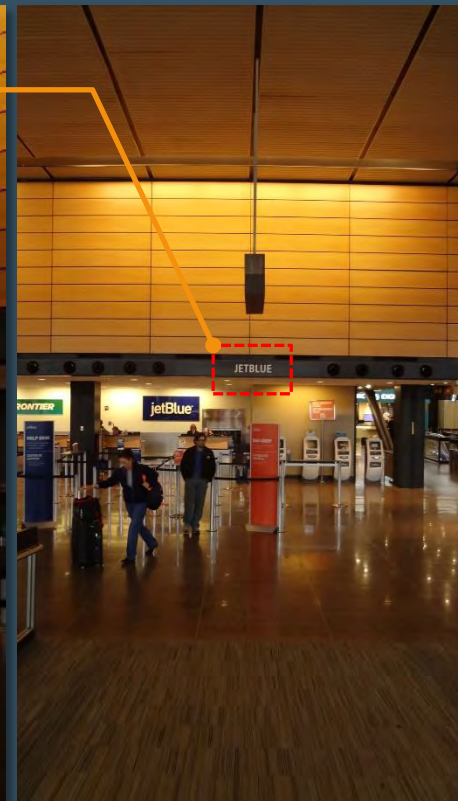
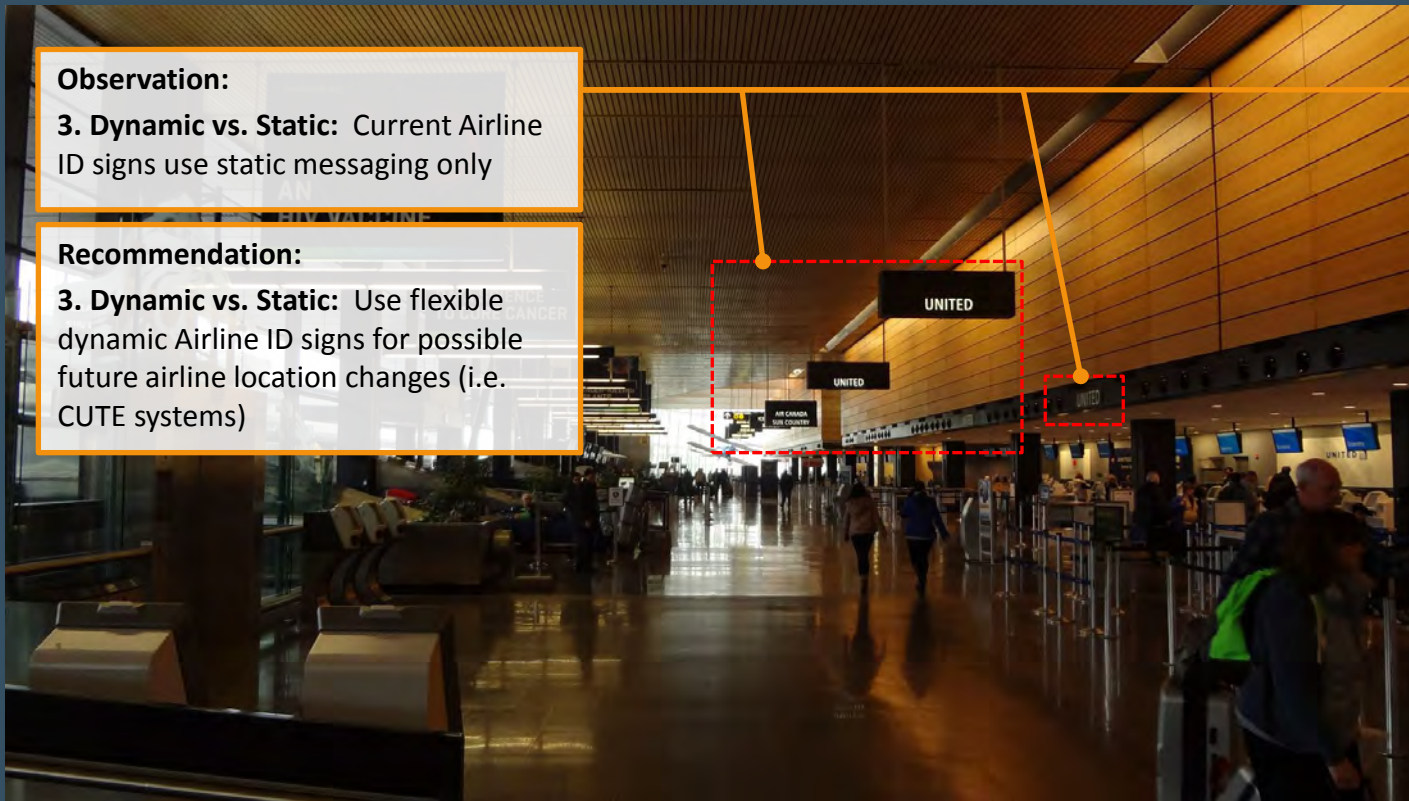
- 1. Visual Clutter:** Reduce frequency/types of regulatory signs
- 2. Tone-of-voice:** Reduction of regulatory signs may help result in a more positive tone-of-voice for the Airport

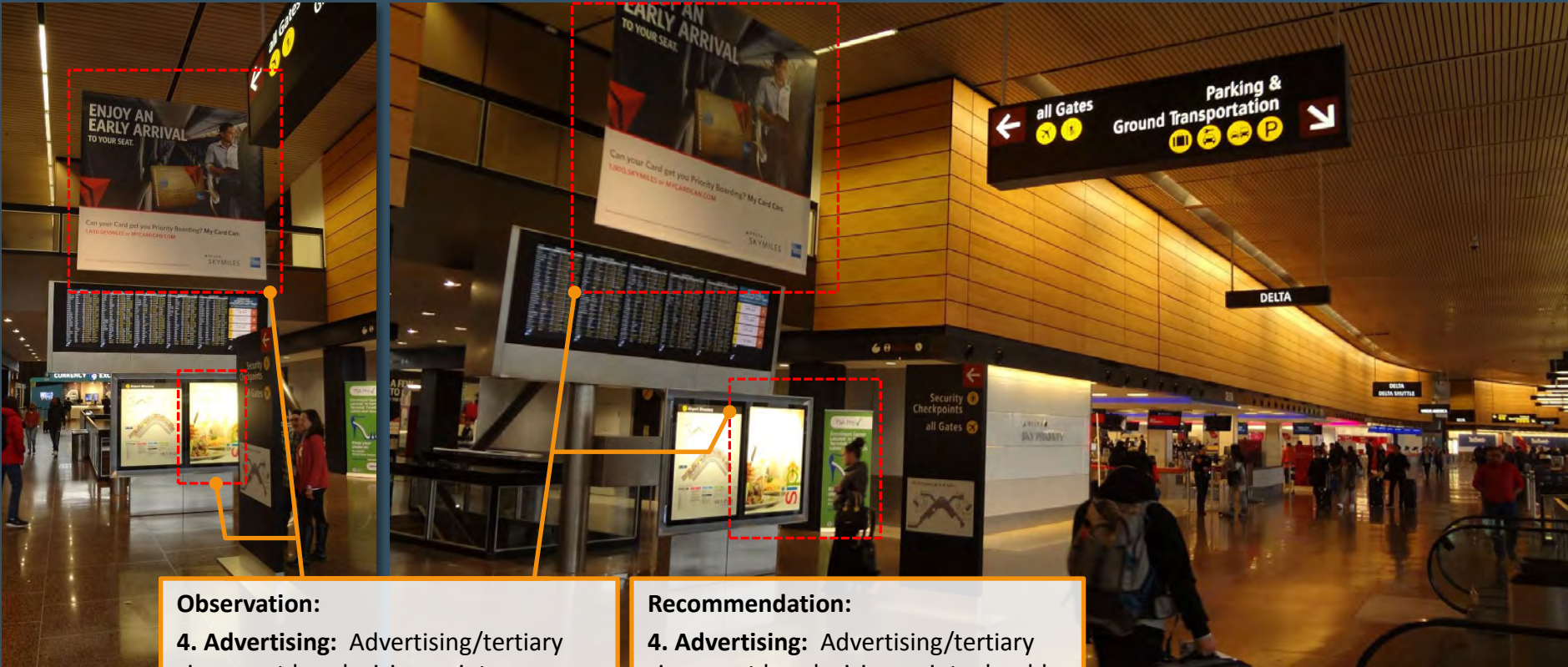
Observation:

3. Dynamic vs. Static: Current Airline ID signs use static messaging only

Recommendation:

3. Dynamic vs. Static: Use flexible dynamic Airline ID signs for possible future airline location changes (i.e. CUTE systems)



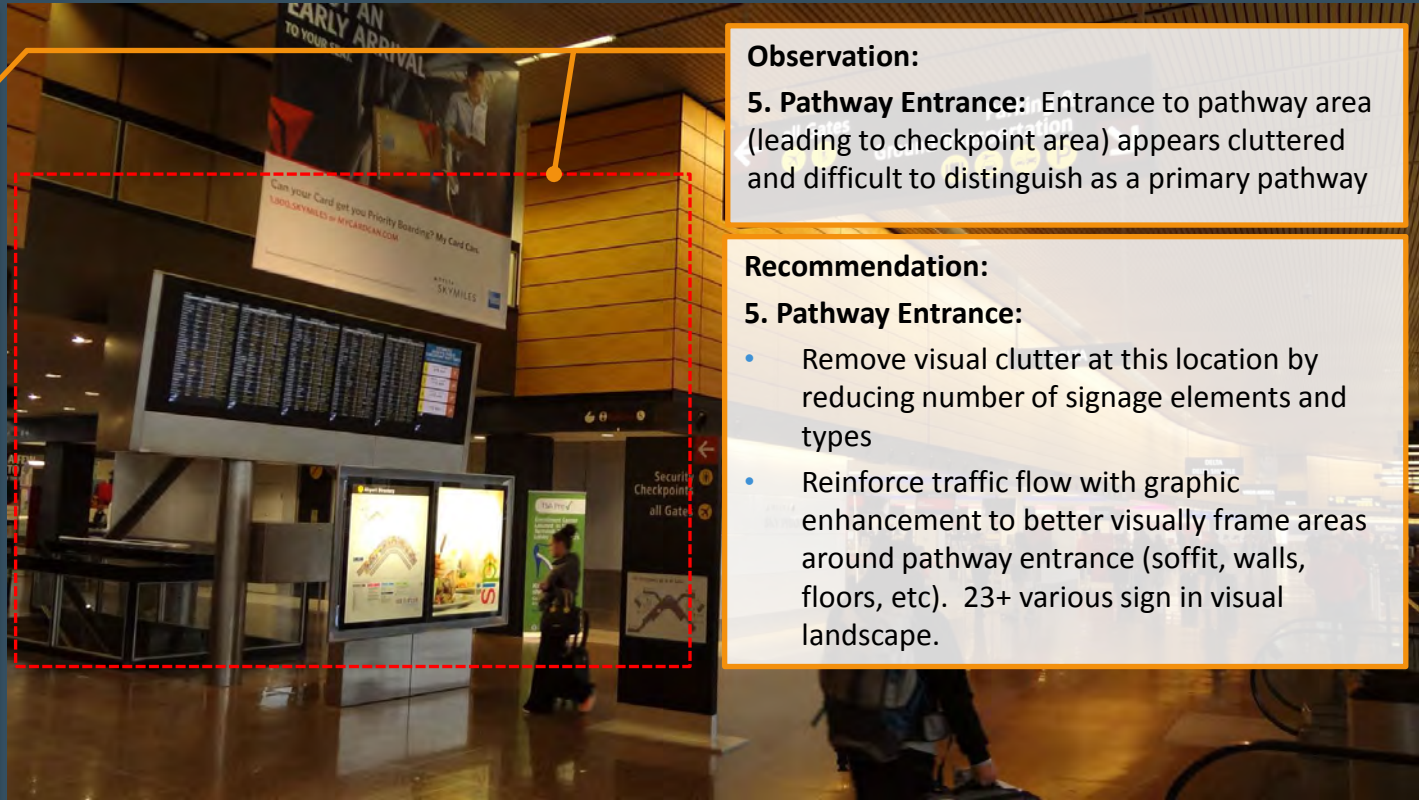
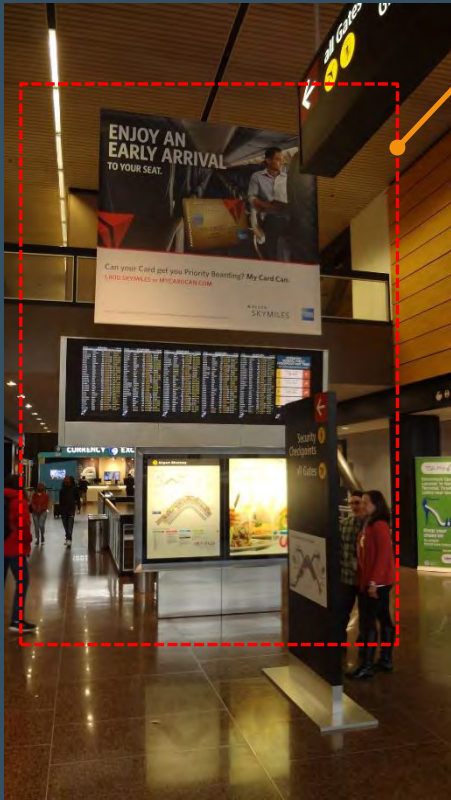


Observation:

4. Advertising: Advertising/tertiary signage at key decision point appears as primary and appears cluttered

Recommendation:

4. Advertising: Advertising/tertiary signage at key decision points should be secondary to wayfinding signage



Observation:

5. Pathway Entrance: Entrance to pathway area (leading to checkpoint area) appears cluttered and difficult to distinguish as a primary pathway

Recommendation:

5. Pathway Entrance:

- Remove visual clutter at this location by reducing number of signage elements and types
- Reinforce traffic flow with graphic enhancement to better visually frame areas around pathway entrance (soffit, walls, floors, etc). 23+ various sign in visual landscape.



Observation:

6. Old Signage:

- Older elevator signage appears on several soffits throughout lobby areas
- Not located in ideal locations for visibility
- Appears in general disrepair and doesn't match other wayfinding

Recommendation:

6. Old Signage:

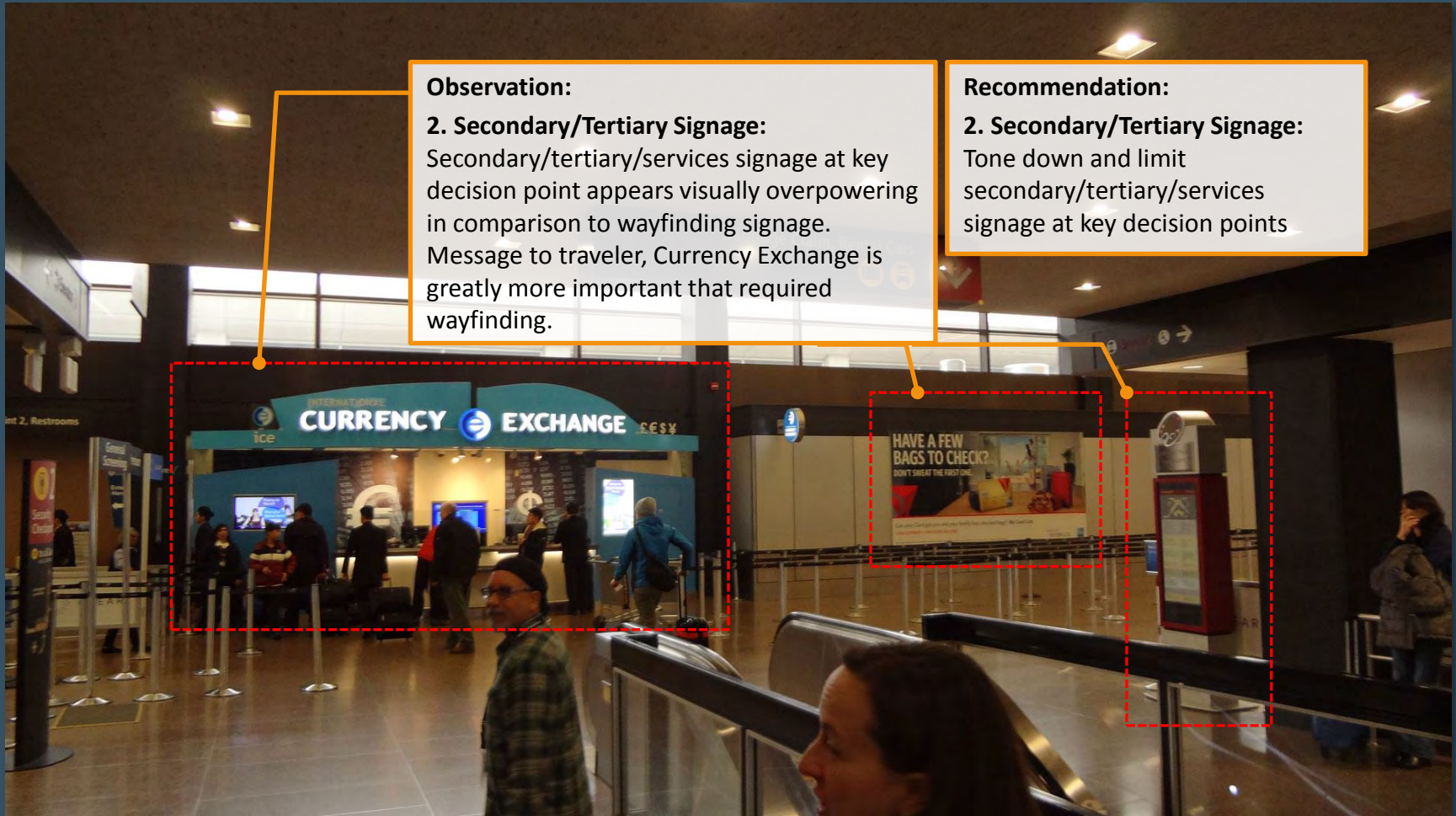
- Remove old/outdated signage (patch/repair surfaces as required)
- Install new/more visible signage for improved wayfinding where applicable

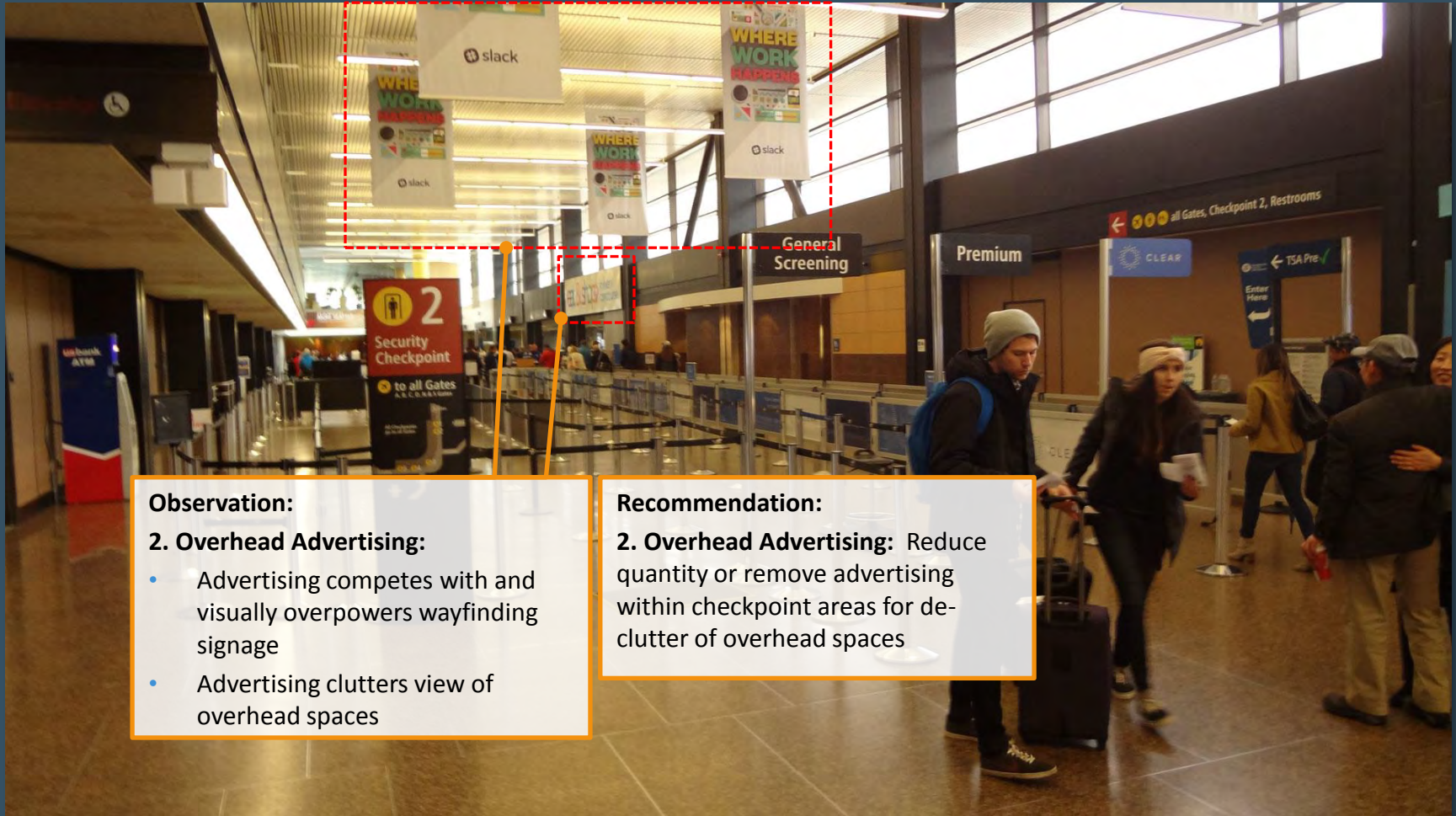
Observation:**2. Secondary/Tertiary Signage:**

Secondary/tertiary/services signage at key decision point appears visually overpowering in comparison to wayfinding signage. Message to traveler, Currency Exchange is greatly more important that required wayfinding.

Recommendation:**2. Secondary/Tertiary Signage:**

Tone down and limit secondary/tertiary/services signage at key decision points



**Observation:****2. Overhead Advertising:**

- Advertising competes with and visually overpowers wayfinding signage
- Advertising clutters view of overhead spaces

Recommendation:

2. Overhead Advertising: Reduce quantity or remove advertising within checkpoint areas for de-clutter of overhead spaces

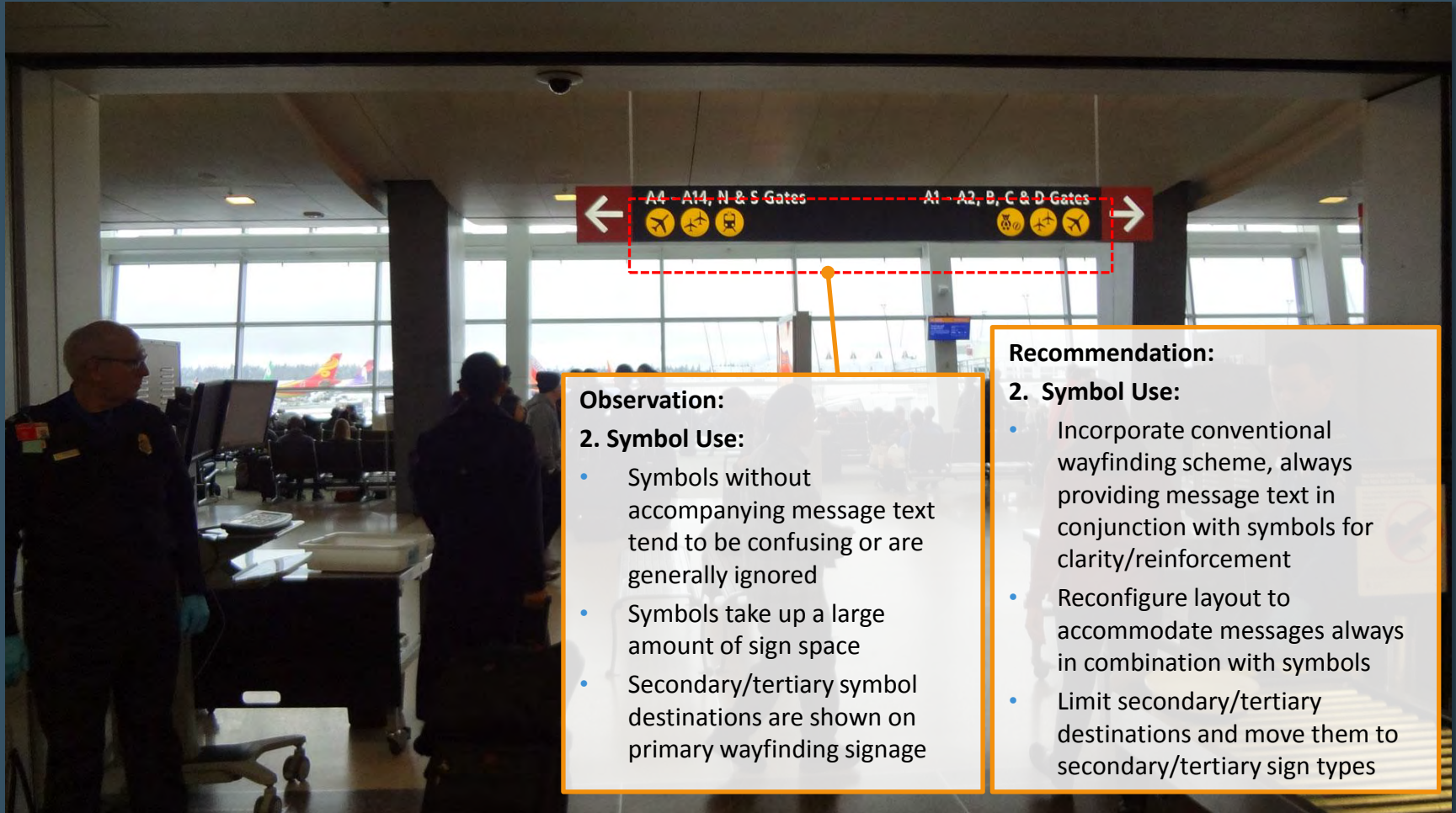


Observation:

3. Advertising Arrow Use: Existing “Eat & Shop” graphic utilizes an arrow that may be confused with actual wayfinding direction to those areas

Recommendation:

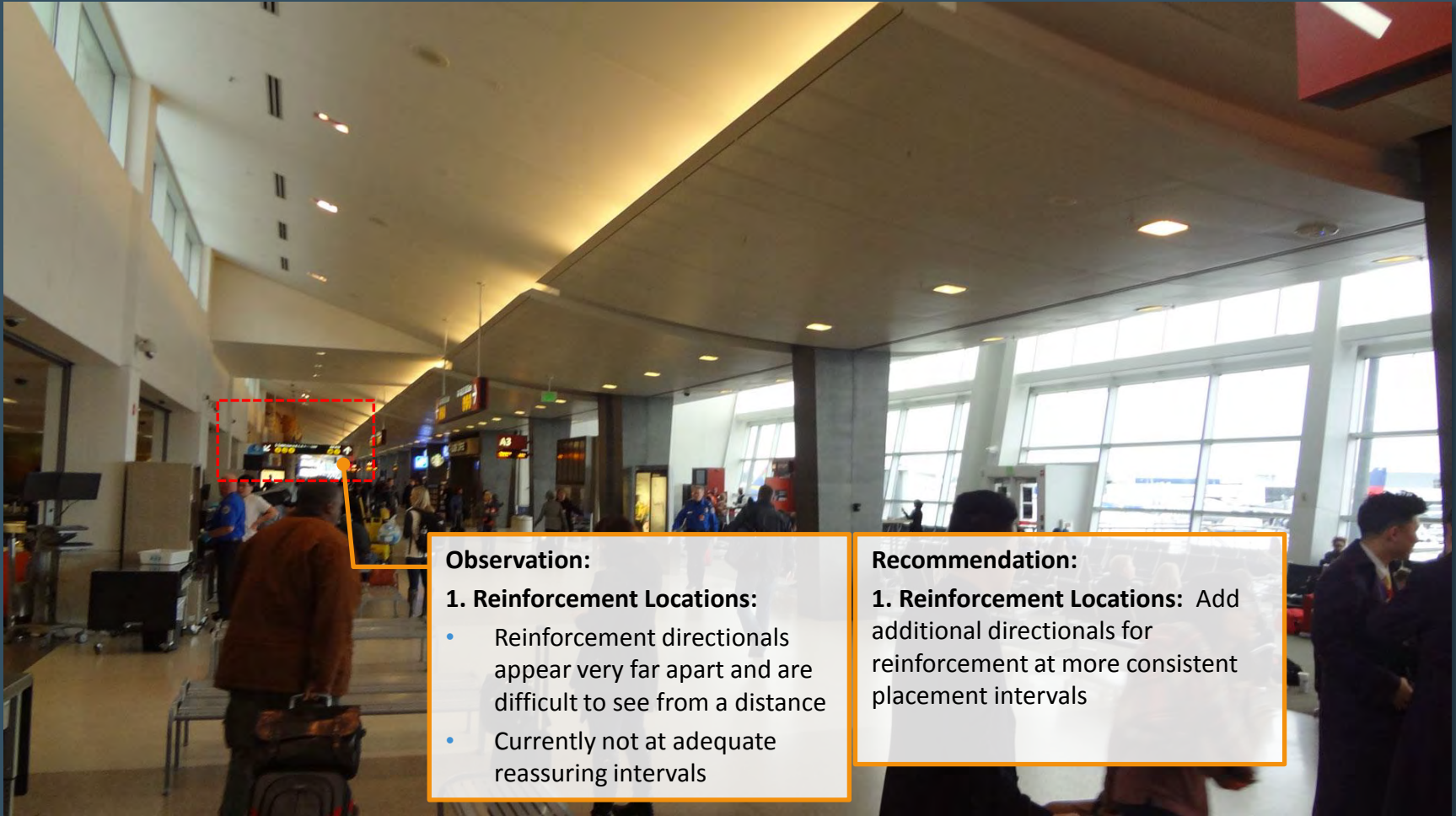
3. Advertising Arrow Use: Revise “Eat & Shop” graphics program to eliminate arrow to avoid possible wayfinding confusion

**Observation:****2. Symbol Use:**

- Symbols without accompanying message text tend to be confusing or are generally ignored
- Symbols take up a large amount of sign space
- Secondary/tertiary symbol destinations are shown on primary wayfinding signage

Recommendation:**2. Symbol Use:**

- Incorporate conventional wayfinding scheme, always providing message text in conjunction with symbols for clarity/reinforcement
- Reconfigure layout to accommodate messages always in combination with symbols
- Limit secondary/tertiary destinations and move them to secondary/tertiary sign types



Observation:

1. Reinforcement Locations:

- Reinforcement directionals appear very far apart and are difficult to see from a distance
- Currently not at adequate reassuring intervals

Recommendation:

1. **Reinforcement Locations:** Add additional directionals for reinforcement at more consistent placement intervals