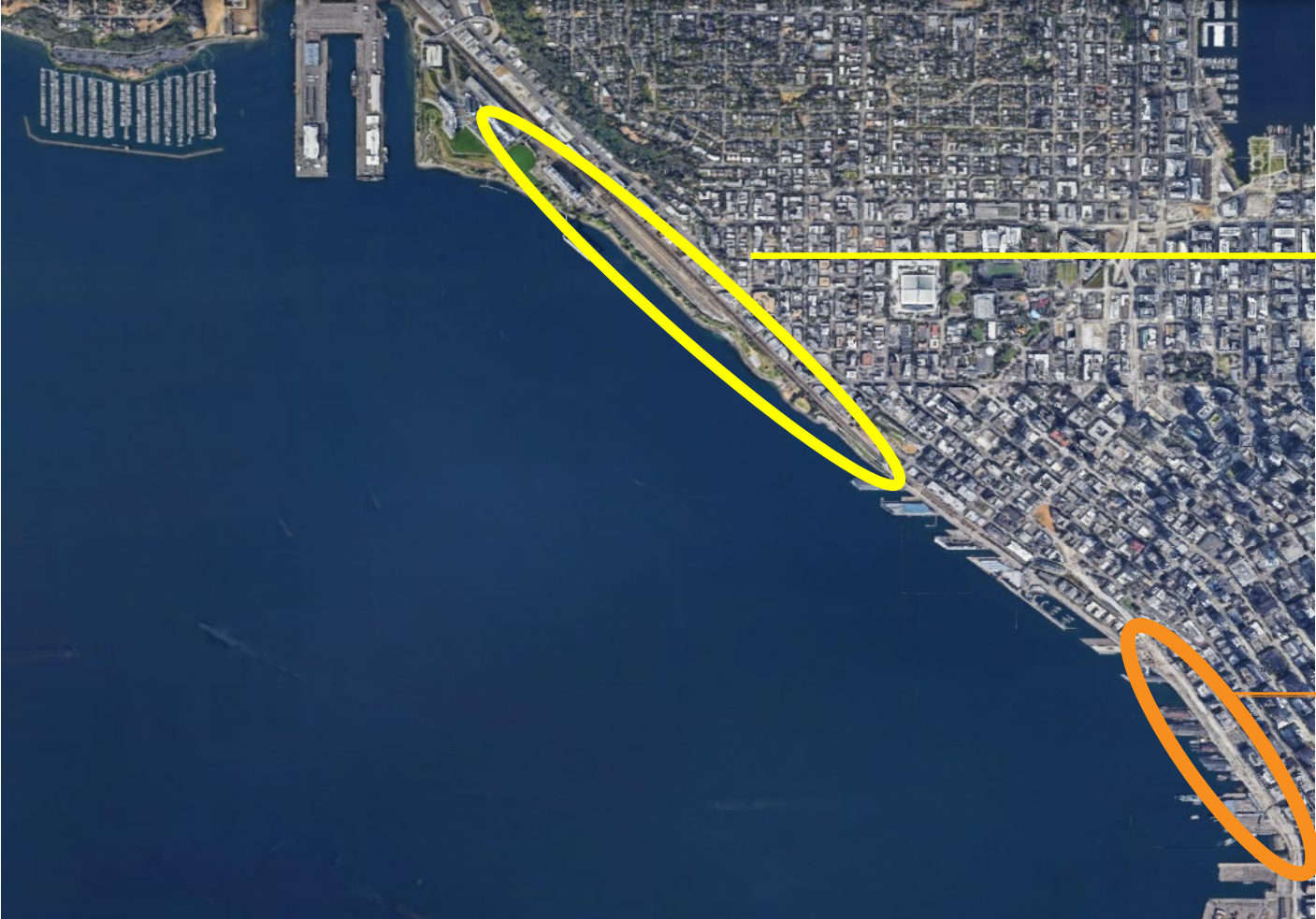


# Studio Matthews Waterfront Signage Program

Request for Competition  
Exemption

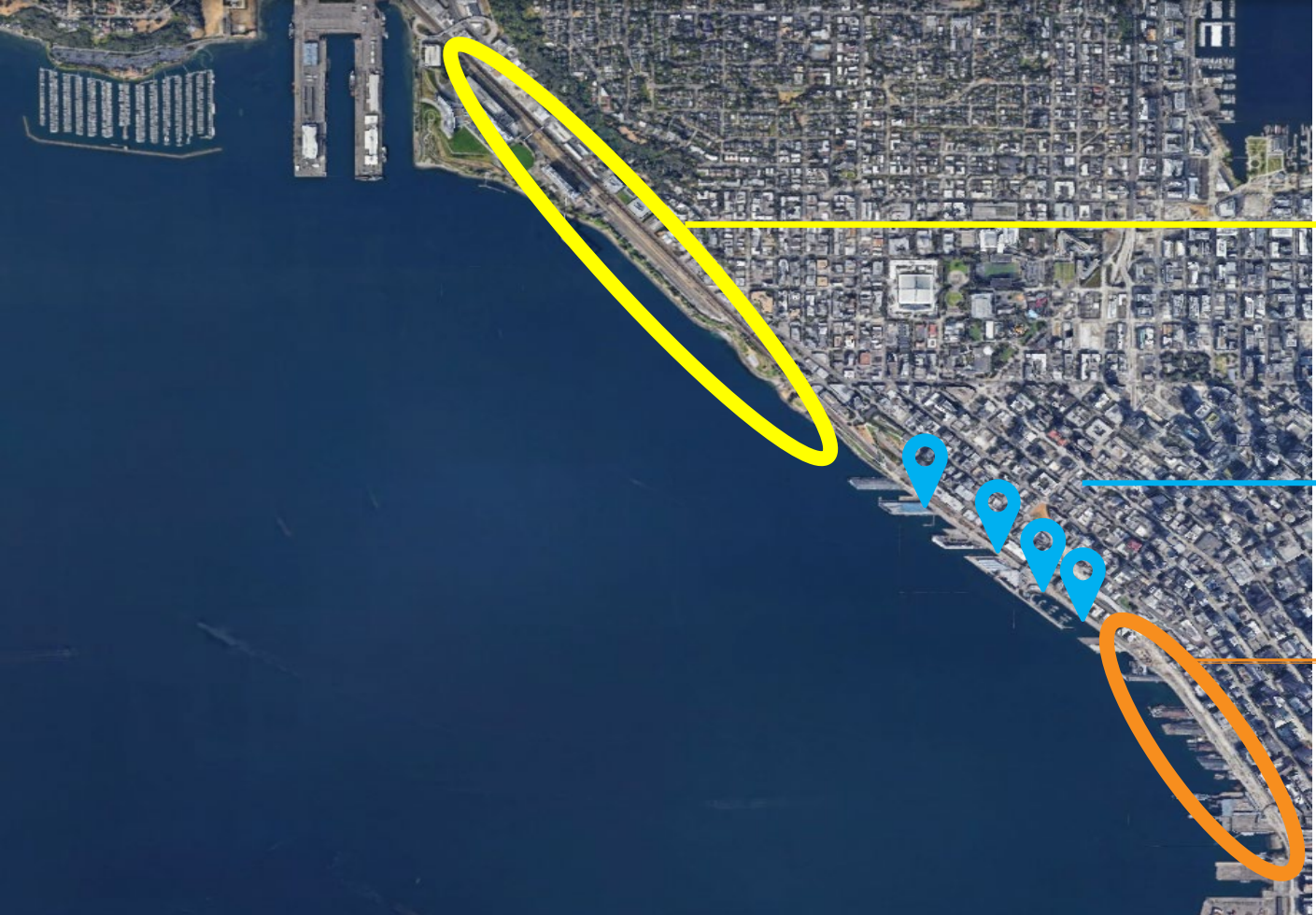
# Planned Project Areas



Elliott Bay Connections  
Project Area

City of Seattle, Aquarium,  
Ferry Project Area

# New and Revised Sign Locations



Elliott Bay Connections  
Planned Project Area

Port planned project area

City of Seattle, Aquarium,  
Ferry Planned Project Area

# New City of Seattle Interpretive Signs



# MOVING ALONG



Trains were pushed right onto the piers for loading and unloading. Until 1909, passengers boarded at tracks in depots.

When Alaskan Way was first built, cars drove next to the trains, along the piers.

Some train traffic continued along the waterfront until 1998 when it was all routed through the tunnel that runs under downtown from below Pike Street to Jackson Street.

The viaduct was built after World War II to divert traffic from Alaskan Way.

The double-decker viaduct was demolished in 2019 because of concerns that it would not withstand a major earthquake.

Waterfront Park makes Seattle's shoreline accessible and pedestrian-friendly for the first time in more than a century.

## TRAINS 1887-1986

Nine sets of railroad tracks on trestles over sea water once spanned the area between Western Avenue and the piers, forming noisy and dangerous Railroad Avenue.

## ALASKAN WAY 1936-PRESENT

Alaskan Way offered north-south traffic a bypass around the core of downtown. But almost from the start, its popularity further congested the waterfront, giving planners a new puzzle to solve.

## ALASKAN WAY VIADUCT 1953-2019

Designed to divert traffic from Alaskan Way, the viaduct cut off the waterfront from the rest of downtown—though it did offer a spectacular view across the Sound to the Olympic Mountains.

## SR 99 TUNNEL 2019-PRESENT

Today, north-south vehicle traffic moves under downtown through a two-mile tunnel, opened in 2017, that was bored by a giant machine dubbed "Bertha" in honor of Bertha Lande, Seattle's first female mayor, elected in 1926.

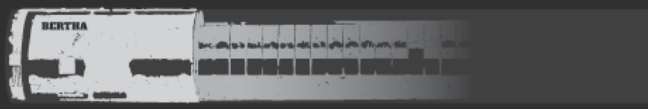


PHOTO COURTESY OF SEATTLE METRO, WATERFRONT HISTORY & PARKS, SEATTLE  
PHOTO COURTESY OF SEATTLE METRO, WATERFRONT HISTORY & PARKS, SEATTLE  
PHOTO COURTESY OF SEATTLE METRO, WATERFRONT HISTORY & PARKS, SEATTLE  
PHOTO COURTESY OF SEATTLE METRO, WATERFRONT HISTORY & PARKS, SEATTLE

Transportation routes running north and south along the waterfront long created a kind of "wall" that pedestrians and vehicles traveling east and west had to navigate. The answer? Tunnels.

# AS VESSELS HAVE EVOLVED, SO HAS THE WATERFRONT

COURTESY  
 Coast Salish Museum  
 Courtesy of the Port of Seattle  
 Courtesy of the Port of Seattle  
 Courtesy of the Port of Seattle  
 Courtesy of the Port of Seattle

## HUMAN-POWERED CRAFT

Canoes and rafts were the first craft to ply the water's edge, and were essential to the social and economic lives of Native people and early non-Native settlers. They could easily land at the shore—so docks necessary.



Coast Salish canoe tied up at the Washington Street pier in 1913.

## SAILING SHIPS

Sailing ships required large crews and held more passengers and cargo, so they needed stable docks for loading and unloading. They also needed to lie up in deep water, so long piers were built to reach them. These piers changed the shape of Elliott Bay's shoreline and eventually led to construction of the seawall. The ships had a social impact, too, by bringing sailors to town.



Northwestern Fur Company schooner Cook Bay, c. 1860.

## STEAMSHIPS

Steamships could carry even more than sailing ships, so vast sheds for freight storage were added to the piers. Between the late 19th and early 20th century, a sagging armada of smaller, privately operated "stewers," later called the Mosquito Fleet, ferried goods and passengers all around a largely roadless Puget Sound. Steamships were powered by coal, which accelerated the development of sea mines and coal-handling facilities at the waterfront.



Puget Sound Navigation Company's Company C by at Seattle, c. 1880s.

## FERRIES

In the 1930s, the Mosquito Fleet was largely replaced by auto-ferry service provided by the private Black Ball Line. The state of Washington eventually purchased Black Ball's operations, and Puget Sound residents have traveled on a state-run system since 1951. Today, it's the largest ferry system in the United States, with 21 vessels (as of 2022) carrying 24 million people annually to 30 ports—including Colman Dock here as the central waterfront. Commuters, tourists, and business all depend on the state's "maritime highways."



Puget Sound Navigation Company ferry 60 about 1930.

## CONTAINER SHIPS

The container ships that came into use during the 1960s required more space for stacking containers than was available on the central waterfront. As a result, cargo traffic moved south to the Duwamish Waterway where the Port of Seattle's facilities are today. Container ships have grown exponentially: the Port's Terminal 5 can accommodate enormous container ships—large enough to carry 10,000 20-foot cargo containers.



CMA CGM's ultra large container vessel at Seattle's Terminal 5.

**SPACE NEEDLE**  
 605 FEET

# FROM CANOE TO CONTAINER SHIP

**CONTAINER SHIP**  
 CMA CGM BENJAMIN FRANKLIN



COAST SALISH CANOE



FISHING BOAT  
 CHWALLACUM



TUGBOAT  
 RCVCRC



STEAMER  
 VIRGINIA V



FERRY  
 MV NA LAKALA



JUNBO FERRY  
 MV SPWANE

# Port Signs to Update

