



# Wayfinding and Gateway Signage Plan

Planning and Economic Development  
*October 5, 2020*



# Wayfinding and Entry Signage

- Why?
- What are the Existing Conditions?
- What would be the next steps?



## Wayfinding Signage

# Benefits of Wayfinding Signage

- Guides Visitors to Key Places
- Brings Awareness to Other Places.
- Reassures, Reduces Stress
- Stimulates Economic Growth
- Reduces Sign Clutter
- Fixes Broken Systems

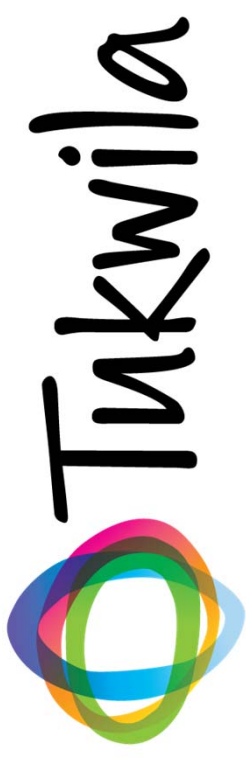


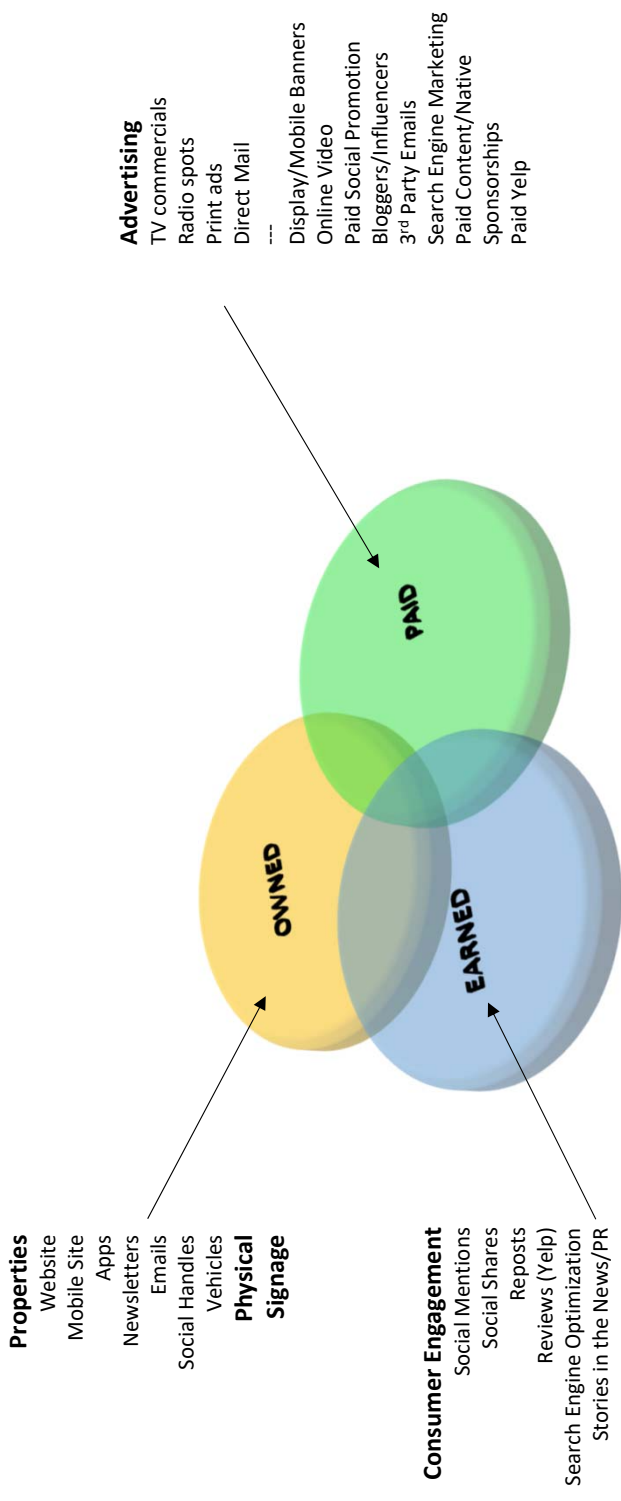
Wayfinding Signage

## Branded Community

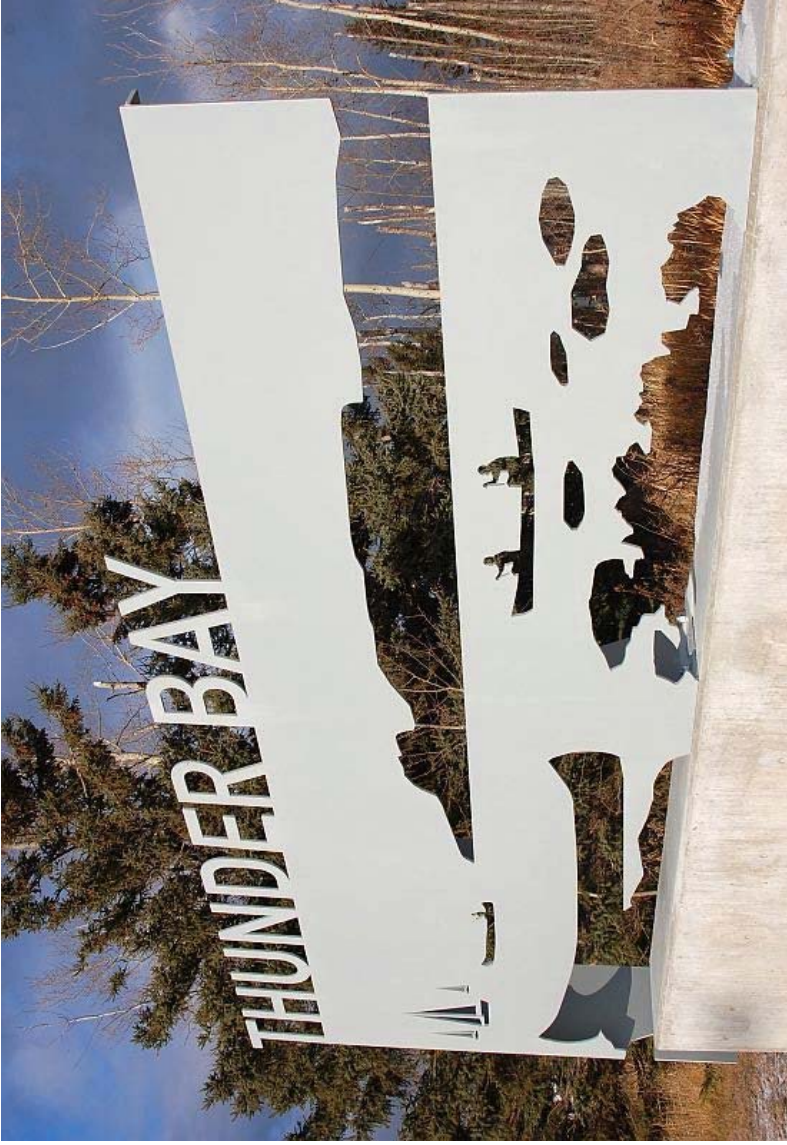
### Wayfinding Signage

- Supports the “Brand”
- Knits Parts of the Community Together
- Turns a designation into a destination.
- Raises community pride.





# Gateways



- Vehicular Guides
- Pedestrian Guides

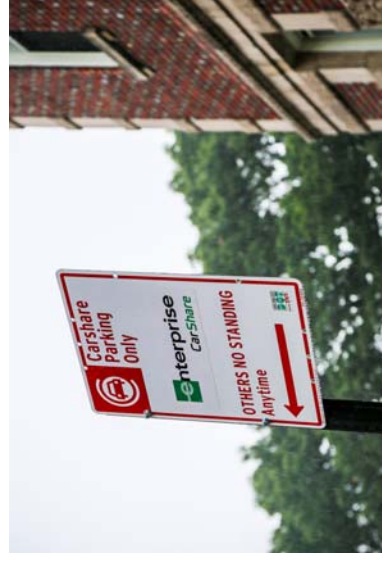


- Information Kiosks and Directories
- Trailblazers

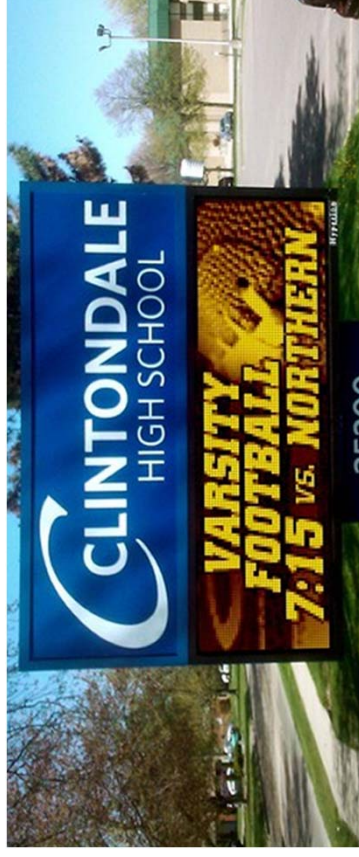




- Identity Signs
- Regulatory



- Banners
- Message Centers



- Interpretive
- Public Art



- Street Paving and Crosswalks



# Existing System

- Broken
- Not Unified
- Missing Key Elements



# Tukwila Brand Fieldwork Report

## Part A



### First-time Observations

- As a first-time visitor, Tukwila-Southcenter presents as an industrial city, with confusing masses of shopping and dining establishments. It's impersonal and cold. It's easy to get lost driving around the shopping district. At night, lighting is inadequate and adds to the feeling of uncomfortableness.
- There are cars everywhere and no perceivable housing.
- Whatever sense of place or warmth is tied to the familiar, brand-name retailers and restaurants. With no downtown per se, Tukwila's identity is likely driven by these establishments.
- Tukwila has a lot going for it in terms of activities that may be missed by a visitor's initial observations. Many of the family-friendly places are outside of the core shopping area.
- It's easy to see why the name "Tukwila" has an identity problem. The freeway signage alternatively lists "Tukwila" or "Southcenter." It really wasn't clear if you were entering or visiting Tukwila as a city or whether Southcenter itself is a city, let alone a major shopping district.
- Given the scale and complexity of options within the area, there is a lack of signage and well-designed maps and directories. This problem holds particularly true for accessing the Southcenter shopping precinct itself, as well as navigating in and around the key Westfield Mall which lacks sufficient directories, readily understandable and functional maps, and related navigational aids. As web feedback states, 'it is easy to get lost'.

## Navigation, Wayfinding and Signage

First impressions start at the entrances to the city, and appearances really count when it comes to enticing visitors and the economic well-being they can bring to places. Visitors are attracted to, and spend more time in, places that are attractive, clean, welcoming, and well maintained.

Signage and navigation systems serve vital roles. They inform, guide, and motivate travelers. They are also important in shaping the identity of a place through their style, design, colors, lettering, content and placement. Access to visitor information in the form of brochures, maps and personal advice is critical to visitor satisfaction, extending a visitor's length of stay in the community and whether or not they return.

	Assessment	Comments
Main Freeway Signage	Adequate	WSDOT signs are adequate. Improvements will be identified in a detailed wayfinding assessment.
City Gateways	Major Improvement	Tukwila and Southcenter gateways do not stand out and do not provide a welcoming sense of "place" for visitors.
Vehicular Directional	Major Improvement	Directional signs that guide visitors through Southcenter are inadequate and dated.
Pedestrian Directional	Major Improvement	Integrated pedestrian level signage across the district does not exist and would be beneficial in several areas.
Business Signage	Minor Improvement	Businesses feel that people can't find them because of signage restrictions. The team did notice that at times some business signs were hard to see due to their design or size, and others were partially obscured. A coordinated, integrated approach here – where possible would help.
Map Displays/ Kiosks	Major Improvement	Display map kiosks/ directories featuring all of Southcenter do not exist and would be very useful at key points in the district.









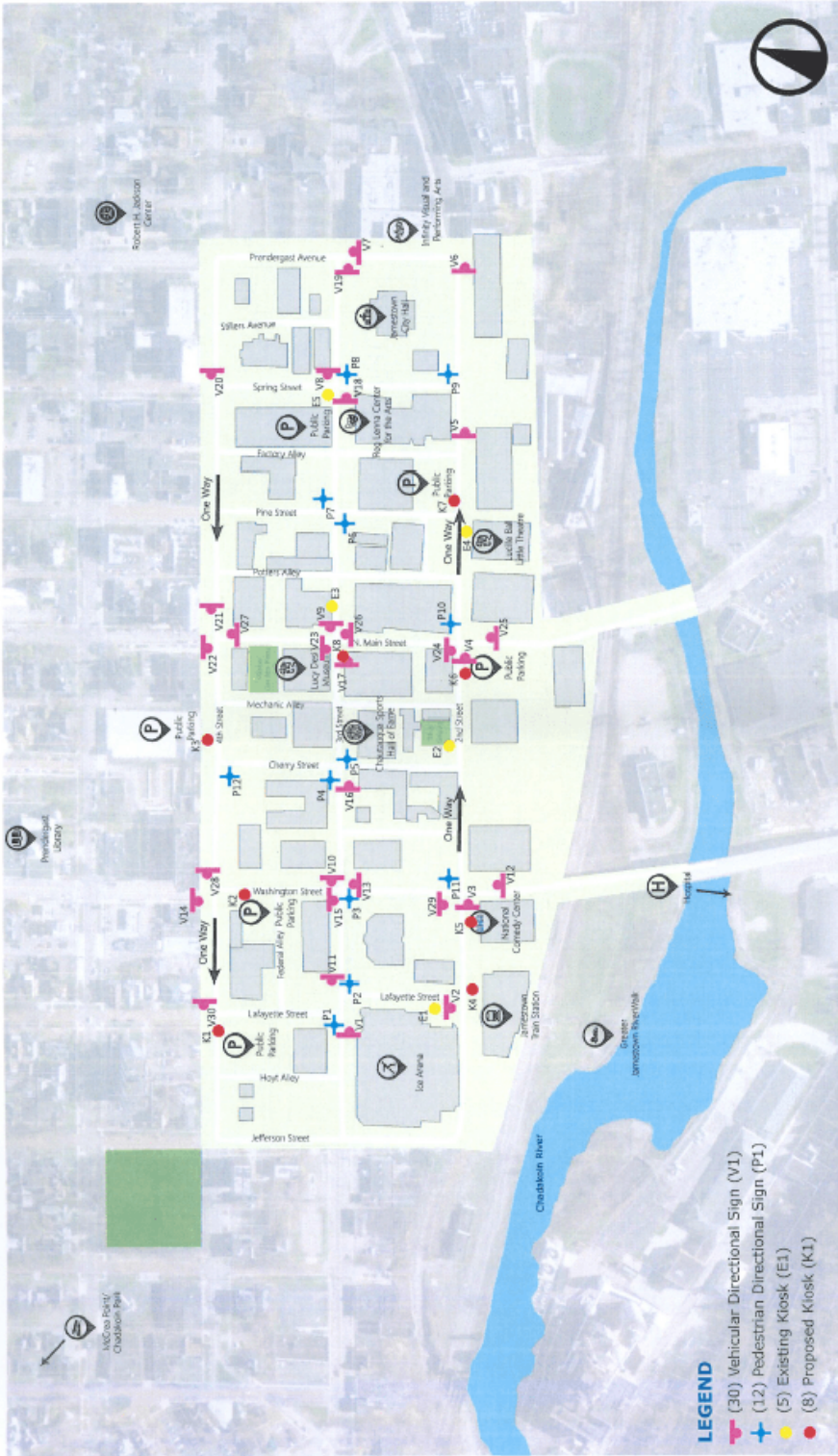
# Wayfinding Plan

Next Steps

# Wayfinding Signage Plan Development

1. Organize
2. Site Assessment and Planning
3. Concept Generation
4. Design Development
5. Documentation
6. Bidding (deferred)
7. Fabrication and Installation (deferred)





- LEGEND**
- (30) Vehicular Directional Sign (V1)
  - + (12) Pedestrian Directional Sign (P1)
  - (5) Existing Kiosk (E1)
  - (8) Proposed Kiosk (K1)



# PROPOSED WAYFINDING SYSTEM

Downtown Jamestown | Wayfinding




OPTION A)



DOUBLE SIDED NON ILLUMINATED MONUMENT SIGN  
 ALUMINUM CONSTRUCTION SIGN BODY WITH PAINTED ACRYLIC GRAPHICS  
 INSTALLED ON MASONRY BASE WITH STACKED STONE CLADDING

 <p><b>Big Mouth Signs, Inc.</b>                  48 Rockbridge Road, Suite 200, Lithia Springs, GA 30047                  www.bigmouthsigns.com                  Phone: 770-281-6226 Fax: 770-281-1922</p>	Company Name: McGinnis Ferry Road Job Title: _____ Notes: _____ Date: _____ Signature: _____	<input type="checkbox"/> Change: Please modify the design as marked above and re-mail <input type="checkbox"/> Accepted: The above specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified.	DESIGNER: <b>SL</b> DATE: <b>04-23-2015</b>	ACCOUNT MOR: <b>MK</b> REVIEWER DATE: _____	SCALE: <b>1/2"=1'</b> SHEET NO.: <b>1</b>	SALES ORDER: <b>TBD</b> FILE NAME: <b>QLBD1120213</b>
	THE ENCLOSED IMAGE AND LAYOUT ARE EXCLUSIVE PROPERTY OF BIG MOUTH SIGNS / SURESIGNS AND CANNOT BE REPRODUCED, DISTRIBUTED OR ALTERED IN ANY FORM WITHOUT THE EXPRESSED PERMISSION OF BIG MOUTH SIGNS / SURESIGNS OR ONE OF ITS AGENTS.					

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## Wayfinding Signage

### Costs for Plan Creation

- \$50K to 100K (subject to scope)
  - Public Outreach
  - Geographical Limit
  - Lodging Tax Eligible
- Burien, \$48,750
  - Focused only on Downtown Burien.

Wayfinding Signage

## Advisory Committee

- LTAC Member(s)
- Arts Commission
- Public Works
- Parks Department
- Community Development
- Business Reps





# Paying for the Signage

- Lodging Tax Funds
- Grants
- Through O/M Activities
- Capital Improvement Projects
- Exaction on Redevelopment
- Private Contribution
- Other



Wayfinding Signage

## Next Steps

- Brief LTAC
- Brief City Council
- Recruit for Advisory Committee
- Select Consultant
  - ▶ RFQ/RFQ
- Secure Funding from LTAC/City Council



Wayfinding Signage  
Questions?

