Wayfinding study overview

Stage 1 (complete)
- Best practice
- Information audit
- Development review
- Legibility, movement and user surveys
- Regulatory review

Stage 2
- Principles
- Movement plan
- System architecture
- Refinement
- Information typology
- Project development

Stage 3 (to be determined)
- Design options
- Design finalization
- Sign product design
- Temporary elements
- Implementation plan
- Tender documents
Wayfinding behaviours

Striders

Strollers
Principles of wayfinding design

- Define places
- Use landmarks to provide orientation
- Create reliable routes
- Place information at decision points
- Sub-divide large areas to a human scale
- Simplify choice and spread information load
- Use survey views
- Support sightlines
UW wayfinding strategy aims

UW wayfinding should:

• Leverage the campus landscape framework
• Support campus user experiences
• Respond to all visitor types
• Be respectfully designed and located
• Link all transportation modes
Area legibility
Campus information

Overall impressions:

- Little support for walking
- Lots of names and codes
- Disconnected initiatives
- Accumulated identities and signs
- Inconsistent maintenance
- Under-used assets
Users: Mental maps

Node

Place
Name

Node-
Link

Place
Name
Users: Directions

“Walk by library, under large arch, continue straight until The Avenue, walk north (right turn) to bookstore”

“Pass Thomson, cross the Quad to Denny, cross the street, down the ramp to The Ave, turn right to bookstore”

“Right turn at the entrance, straight across the Quad, cross to 15th Ave, one block along, turn right to bookstore”

“Follow Stevens Way to 15th Ave passing Law Building and Burke Museum”

“Head west... then north”

“Under Allen/ Suzzallo walkway, turn right into Red Square, cross bridge to Campus Parkway, take stairs from Schmitz, up 15th until 43rd”
Users: Visitors

Over 200 UW Visitor Center enquires per day in the summer

Public:
• For recitals, concerts & performances
• To use the libraries
• To walk the grounds and trails

Academic:
• Opening Day
• Move-in, Move-out Day
• Orientation tours
Users: Fans

The majority of the athletics calendar has manageable crowds

Football games are different:
• Up to 70,000 fans
• Traffic management is a major exercise
• A wayfinding approach for the worst case would lead to redundancy and out-of-scale solutions
• Information is needed that can scale-up when needed
Current vehicular scenarios

- Car driver uses GPS to find his way to Suzzallo Library
- Car driver uses Google Transit to get to a concert at Meany
- Truck driver uses written instructions to make a delivery
- Other side, you best take Montlake south, then Pacific, then left onto 15th
- Delivery for the hospital
- Which way now?
- You can park in N5
- Which building do you want?
- Park in C2
- Turn around, go up the street and park at Central Plaza, it will cost $10
- I’m not sure
Current pedestrian scenario

- Have I arrived?
- Which way now?
- Is this the entrance?
- This looks right
- Where now?
- Im trying to get to the athletics
- This must be a driver's entrance
- Is this the entrance?
- Is it through there?
- Have I left the campus?
- Made it!
- Excuse me...
- Hope I can get back

Current pedestrian scenario
Change: Campus Landscape Framework
Change: Modal shift

2012 UPass Survey
High reliance on transit

2020 Goals
↑ Cycling ↓ Transit

Transit:  42%
SOV:  22%
Walk:  6%
Bike:  1%
Pooling:  6%
Other*:  2%

*Note on Other:
Cycling + Walking: Burke-Gilman Trail
Cycling destinations

Bicycle Parking

Bicycle Parking with Low Utilization

Bicycle Parking with High Utilization and Capacities
- 3 - 9 spaces
- 10 - 19 spaces
- 20 - 39 spaces
- 40 - 66 spaces

Destination Areas
Cycling barriers

Barriers
Large Scale Barriers
  - Arterial Streets
  - Topography
Local Barriers
  - Buildings/Stairs
Walking network

Key
- Orbital distributors
- Linear distributors
- Primary connectors
Transit: University of Washington Station

- 21,500 passengers per day by 2030
- New ‘front door’ for many visitors
Emerging ideas

Arrival and identity
Creating a welcome
Build legibility
Event overlay
Seamlessness
Arrival and identity

• Arrival can be simplified to a series of thresholds
• Threshold information reassures and guides journey transitions
• Mode choice requires different threshold locations and content
• Review cardinal names in favour of more relevant destinations
Creating a welcome

- Help people understand what the University does
- Simple names and fewer codes
- Develop sense of place
- Visitor information for gate staff
- Increase Visitor Center prominence
Build legibility

- Plan a simple, reliable network for each mode
- Use nodes where axes and concentric paths cross under CLF plans
- Apply a progressive set of welcome, support and local information
- Use efficiency of maps to reduce core sign furniture
- Emphasise interpretive pieces and architectural legibility in the core before considering signage
Event overlay

- Avoid permanent atypical solutions
- Variable message guide signs
- Temporary pedestrian signs
- Intelligent landscape features
Seamlessness

- User-centric
- Orientation at journey transitions
- Consistency across journey stages and media interfaces
Future vehicular scenarios

- Car driver uses GPS to find his way to Mackenzie.
- Truck driver uses written instructions to make a delivery.
- Car driver uses Google Transit to get to a concert at Meany.
- Hospital Stores please.
- Second Left.
- Park here and take this map.
- You can park in Dempsey with your permit.
- I have a meeting in Mackenzie.
- I am going to a concert at Meany.
Future active transportation scenario
Next steps

Recommendations for the information architecture explaining the Elements, Rules and Applications of wayfinding for UW.

It will cover the functional role of information elements and a plan for their detailed design and implementation.
CLF Online Tool
University of Washington
More than 1,930 participants

Placed more than 37,150 icons and routes

Wrote 7,980 comments
All Categories :: All Participants
Responses by Profile

“Please identify your current relationship to UW”

- Faculty: 234 (12%)
- Staff: 787 (41%)
- Students: 870 (45%)
- Alumni: 39 (2%)
- Neighbors & Visitors: 13 (<1%)
Affiliation

“How long have you had a relationship with UW?”

- Did Not Respond <1%: 9
- 5-10 years: 294 (15%)
- 0-1 years: 308 (16%)
- 1-5 years: 655 (34%)
- 10+ years: 677 (35%)
Student Responses by Year

“If you are a student, what year are you in school?”

- Did Not Respond: 1%
- Fourth year or greater: 14%
- Third year: 14%
- Second year: 16%
- First year: 17%
- Graduate student: 39%

Total respondents: 335
Campus Frequency

“How frequently do you come to campus?”

- Did Not Respond: 20 (1%)
- Occasionally: 75 (4%)
- Less than 3 days per week: 112 (6%)
- More than 5 days per week: 700 (36%)
- 3 to 5 days per week: 1036 (53%)
Housing Location

“Where do you live?”

- Two miles or less from campus: 521 (27%)
- More than 2 miles from campus: 1,203 (62%)
- On Campus: 201 (10%)
- Did Not Respond: 18 (1%)
Travel Mode

“How do you typically get to campus?”

- Walk: 461 people (24%)
- Transit: 798 people (41%)
- Drive: 288 people (15%)
- Bike: 244 people (13%)
- Carpool: 102 people (5%)
- Did Not Respond: 22 people (1%)
- Other: 22 people (1%)
- Skateboard or scooter: 4 people (<1%)
- Wheelchair: 2 people (<1%)
“In a typical day, how much time do you spend outside on campus, including walking from place to place?”

- Less than 1 hour: 1,173 (60%)
- 1 to 3 hours: 577 (30%)
- More than 3 hours: 167 (9%)
- Did Not Respond: 26 (1%)
Total Icons & Routes Placed :: 37,158

- Wheelchair: 16
- Skateboard/Scooter: 44
- Bike: 600
- Car: 609
- Rainy: 665
- Transit: 981
- Exercise: 1,487
- Navigate: 1,993
- Socialize: 2,186
- Respite: 2,282
- Landscape Improvement: 2,320
- Gateway: 2,393
- Studying: 2,745
- Sunny: 2,924
- Walking: 3,283
- Dining: 3,352
- Iconic Places: 3,886
- Favorite Landscape: 5,412

### Categories
- <1% (Wheelchair, Skateboard/Scooter)
- 2% (Bike, Car, Rainy)
- 3% (Transit)
- 4% (Exercise)
- 5% (Navigate)
- 6% (Socialize, Respite, Landscape Improvement, Gateway, Studying, Sunny, Walking)
- 7% (Studying)
- 8% (Sunny)
- 9% (Walking, Dining)
- 10% (Dining)
- 11% (Iconic Places)
- 15% (Favorite Landscape)
Breakdown by User Profile

<table>
<thead>
<tr>
<th>Icon</th>
<th># of Icons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelchair</td>
<td>0</td>
</tr>
<tr>
<td>Skateboard / Scooter</td>
<td>0</td>
</tr>
<tr>
<td>Bike</td>
<td>0</td>
</tr>
<tr>
<td>Car</td>
<td>0</td>
</tr>
<tr>
<td>Rainy</td>
<td>0</td>
</tr>
<tr>
<td>Transit</td>
<td>0</td>
</tr>
<tr>
<td>Exercise</td>
<td>0</td>
</tr>
<tr>
<td>Navigate</td>
<td>0</td>
</tr>
<tr>
<td>Socialize</td>
<td>0</td>
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<tr>
<td>Respite</td>
<td>0</td>
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<td>Landscape Improvement</td>
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<td>Gateway</td>
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<tr>
<td>Study</td>
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<tr>
<td>Sunny</td>
<td>0</td>
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<tr>
<td>Walking</td>
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<tr>
<td>Dine</td>
<td>0</td>
</tr>
<tr>
<td>Iconic</td>
<td>0</td>
</tr>
<tr>
<td>Favorite Landscape</td>
<td>0</td>
</tr>
</tbody>
</table>

Legend:
- Students
- Staff
- Neighbors
- Alumni
Total Number of Icons Placed by Population

- Visitors: 97
- Neighbors: 98
- Alumni: 664
- Faculty: 4,375
- Staff: 14,995
- Students: 16,929
FAVORITE LANDSCAPE

Please identify your …
Favorite Landscapes :: Faculty
Favorite Landscapes :: Students
I love having so many trees by my dorm.
I love having so many trees by my dorm. Grieg garden - a well kept secret. Would be nice if there were other spaces on campus like the Grieg garden. Breathtakingly, classically beautiful landscape and trees. The fountain and the mountain still can't be beat on a clear day. I always stop to look towards Mt. Rainier on my way through. Like the Grieg garden, these spaces create separate spaces within the campus. Hidden sanctuary. There are some herons who nest in the trees in this area.
Please identify areas in need of landscape improvements.
Landscape Improvements :: All Responses
Landscape Improvements :: 940 Comments

Needs more greenery, communal places, & to have a different feel from the regular streets.

Some type of extra seating around this area would be great to study outside.

While I like the openness of the square, it is too barren.

As a very visible and main area to the public, this area should be spectacular to look at.

All along the 'cut' could use a little help!

Great waterfront space with minimal seating. Could be so much more welcoming.
Please identify where you typically …
Socialize :: All Responses
I come to the HUB to eat and socialize. I often run into people here. The Ave! Where everything happens. ...a wonderful lively place for all parts of the UW community and neighbors to enjoy and rub elbows! After class, we often get coffee or study in the atrium.
Please identify where you typically …
The new renovation makes it very appealing to study and socialize.

Suzzallo and the Allen library are both fantastic!

By the fireplace. Fireplaces are awesome.

When I can, I study outside.

Cafe Allegro is another quiet place to get off campus to work away from distractions.

Not enough collaborative work spaces.

The Physics library has amazing light and is quiet. Great study spot with beautiful views.

The HUB is my favorite place to study because its quiet and beautiful.

Not enough collaborative work spaces.
Please identify where you typically …
Dine :: All Responses
U Village has many great dining options, though I usually don't go out of my way to eat here. With a resource like the Ave so close, I don't really eat on campus much. The food trucks are a good addition. Need tables and chairs for dining somewhere on Red Square. Suzzallo Espresso is a great place to meet colleagues. The HUB has great dining options.
Please identify where you typically …
Exercise :: All Responses
This is a trick question, right? The IMA is THE place to exercise.

Swimming Pool locker rooms and general areas could use an upgrade.

Trails are great for walking or jogging.

This marsh is good for bird watching.

I like to walk the stairs off the trail at lunch time.

We play frisbee here every sunny day.

Burke Gilman. Love running, walking and biking here.

This is a trick question, right? The IMA is THE place to exercise.

Swimming Pool locker rooms and general areas could use an upgrade.
Please identify where you typically go for …

RESPITE
Sometimes I bring lunch over here from the Ave. The benches here are great and maybe a couple more would be useful.

Got to stop and smell the roses. I like the benches around campus. It is nice that they are maintained.

Like to sit on a bench in the herb garden when it's sunny.

Quiet place to eat, look and breath.
Please identify places you consider …

ICONIC
Iconic :: All Responses
Nothing beats the view of the mountain over the fountain on a clear day.
Iconic and beautiful.

Red Square is a place to see the pulse of the campus.
The Reading Room in the Library is an iconic centerpiece of central campus.

Cherry blossoms in the spring!
One of the best stadiums in the nation.
Please identify areas that are difficult to …
No crosswalk here. Have to go up to the skyway or walk a block south to the crosswalk.

Need more wheelchair accessibility around this building.

THIS IS SUPER DANGEROUS.

Padelford is a maze.

Health Sciences is a labyrinth.
Please identify where you go when it’s …

RAINING
The hall of trees makes it not only drier, but more beautiful.

I LOVE! listening to the rain drops on the trees. It's soothing in my day.

This may be crazy, but I love to walk across Red Square on rainy days. Umbrellas, rain coats add a riot of color, and the reflections are worth watching.

Need more glass atriums on SE & SW sides of buildings.
Please identify where you go when there's …
Red Square is an amazing space when it's sunny for people watching...

Tables in front of Suzzallo were a nice addition.

Great sunny day study spot.

Appreciate unhampered view of Portage Bay.

Great place to be outdoors, on the water when it's sunny.

Usually will walk out of my way to pass through here.
Please identify areas you consider to be campus …

GATEWAYS
Gateway :: All Responses
Gateway :: 520 Comments

When I come by Metro bus, I enter here.

Enter campus on the Burke right here.

Memorial Drive is beautiful!

If I drive

Any to/and from UW Tower uses this entry.

Enter here when I take the bus to work.
Please identify your typical routes for …
Walking :: All Responses
Please identify your typical routes for biking.
Biking :: All Responses
Please identify your typical routes for …
Transit :: All Responses
Please identify your typical routes for …
SCOOTERING / SKATEBOARDING

Please identify your typical routes for …
Scooter / Skateboard :: All Responses
Please identify your typical routes for ...
Formal Yard
Canopied Green
Open Green
Courtyard
Plaza
Woodland Grove
Insterstitial/Remnant Space
Threshold
Passage
Urban Frontage
Garden
Tree and Shrub Buffer
Wetland
Waterfront
Meadow

The Campus Mosaic
Landscape Development by Era

1891-1906 Establishing a New Center
1906-1920 Clearing the Way
1920-1960 Building a Core
1960-1980 Infrastructural Expansion
1980-2005 Building within the Core
2005-2013 Expanding the Sense of Campus
Burke Museum and 43rd Street Entrance
U District Green Ways
Parrington Lawn
Red Square and Thresholds
George Washington Lane
Olympic Vista
University Bridge Landing
Under University Bridge
W10 Parking Lot
Bryants Park
Grant Lane
Asotin Place
Portage Bay Connection
Salmon Homing Pond
Montlake Cut Walkway
Health Sciences Bridge
Stevens Way Reorganization
Lake Washington Connection
Burke Gilman Trail Stormwater
Union Bay Natural Area
Mountain Bike Circuit
Denny Field \ North Campus Housing
Kincaid Ravine
Archery Range
N5 Parking Lot

Reinforcement of the Historic Core
Accessible Connections in the Historic Core
Major Core to Periphery Connections
The Henry Art Gallery on 15th Ave.
Olympic Vista to Red Square Connection

Proposed Conditions
Olympic Vista to Red Square Connection
Bus Traffic on Stevens Way
Public Transportation on Stevens Way
Stevens Way as a Balanced Multi-Modal System
Transforming 15th Ave. From an Edge to a Connector
Improving Campus Core to Edge Connectivity
Major Core to Periphery Connections
Enhancement of U District Streetscapes

Burke Museum and 43rd Street Entrance
U District Green Ways
Parrington Lawn
Red Square and Thresholds
George Washington Lane
Olympic Vista
University Bridge Landing
Under University Bridge
W10 Parking Lot
Bryants Park

West Campus Development Framework

Burke Gilman Trail Stormwater
Union Bay Natural Area

Montlake Cut Walkway
Health Sciences Bridge
Stevens Way Reorganization
Lake Washington Connection
Burke Gilman Trail Stormwater

Denny Field \ North Campus Housing

Kincaid Ravine
Mountains Bike Circuit

Archery Range
N5 Parking Lot
Relationships to Current Capital Projects

- Burke Museum and 43rd Street Entrance
- U District Green Ways
- Parrington Lawn
- Red Square and Thresholds
- George Washington Lane
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- University Bridge Landing
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Thank you