

University of  
Washington  
Campus Signage  
& Wayfinding

# Existing Conditions & Practice Review

December 2013

applied\_



# Wayfinding study overview

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## Stage 1 (complete)

Existing Conditions  
& Practice Review

- Best practice
- Information audit
- Development review
- Legibility, movement and user surveys
- Regulatory review

## Stage 2

Philosophy &  
Approach

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

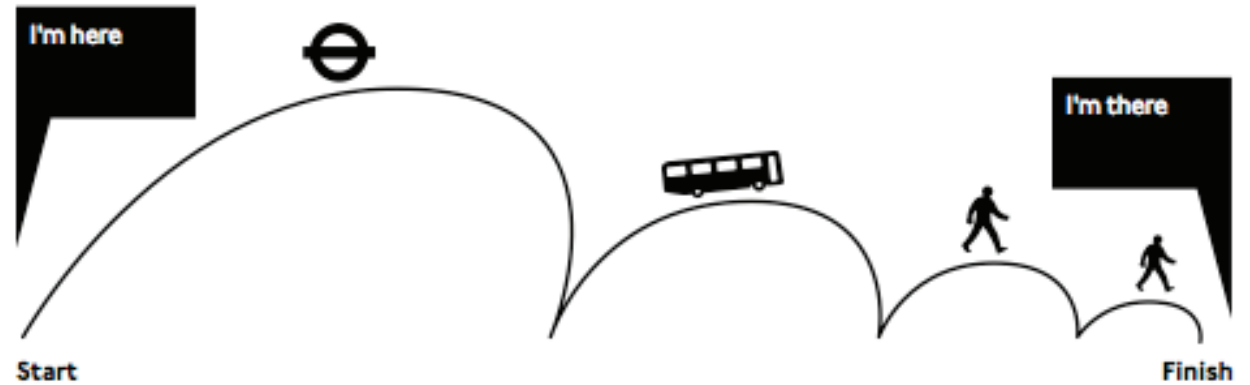
## Stage 3 (to be determined)

System component  
design

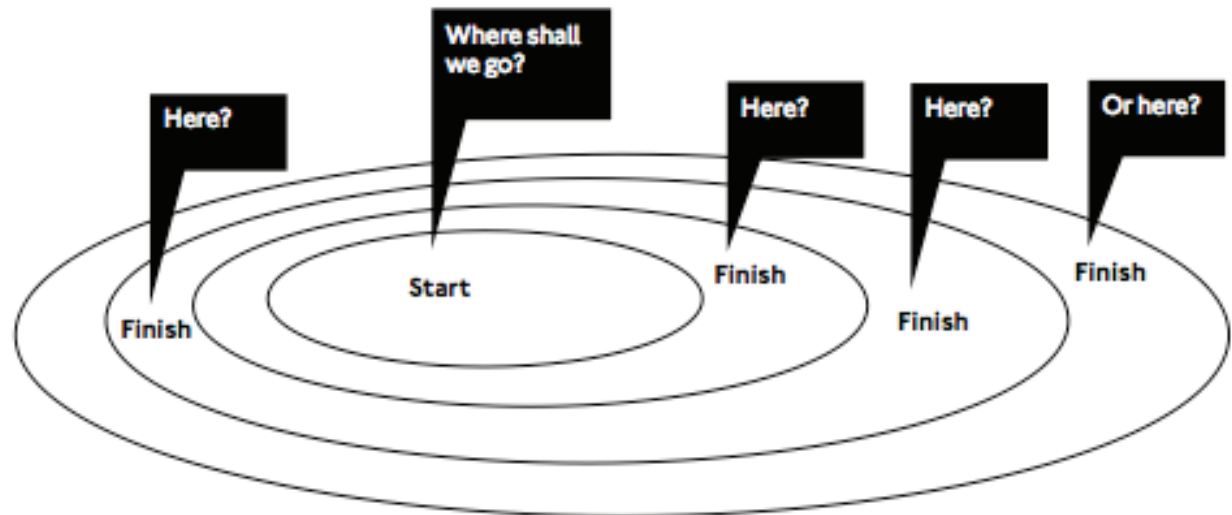
- Design options
- Design finalization
- Sign product design
- Temporary elements
- Implementation plan
- Tender documents

# 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

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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





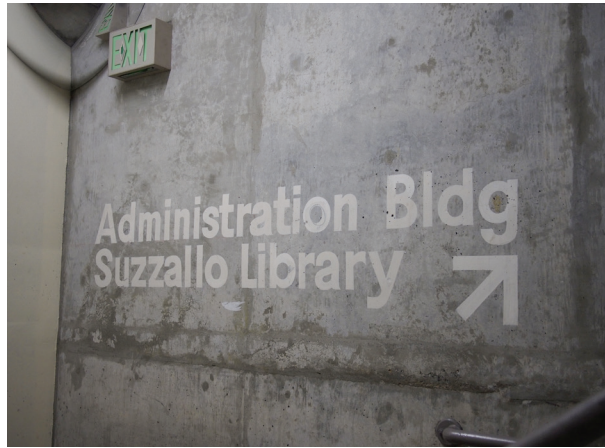
# Campus information

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## Overall impressions:

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











# 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



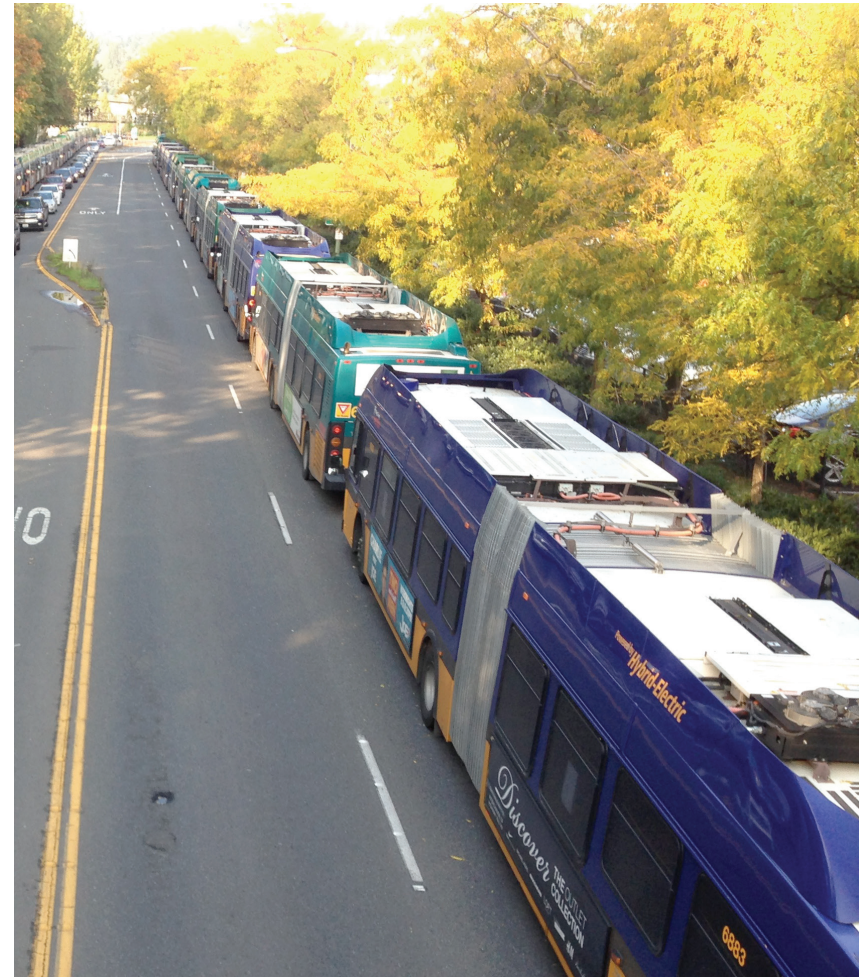
# Users: Fans

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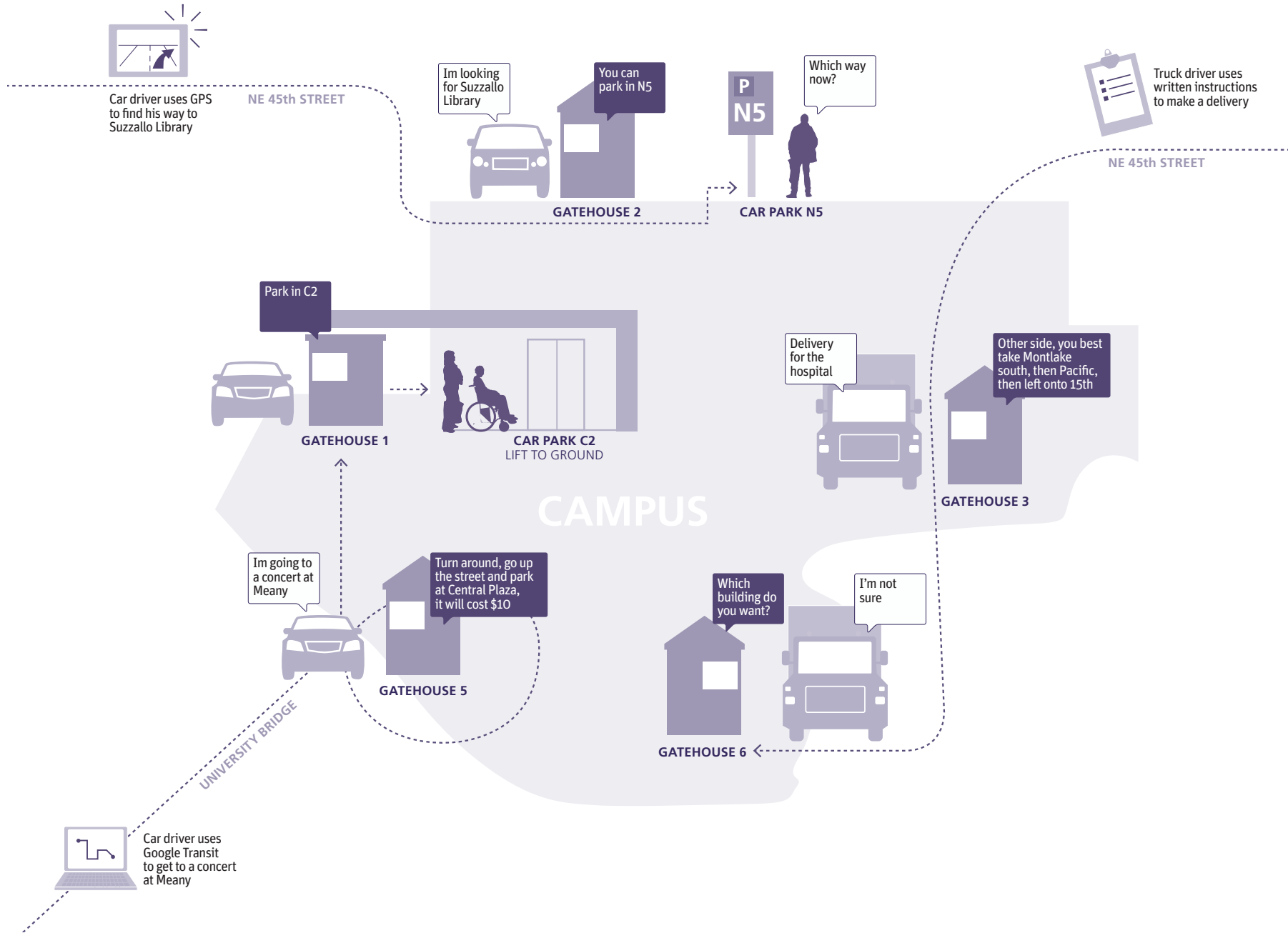
The majority of the athletics calendar has manageable crowds

Football games are different:

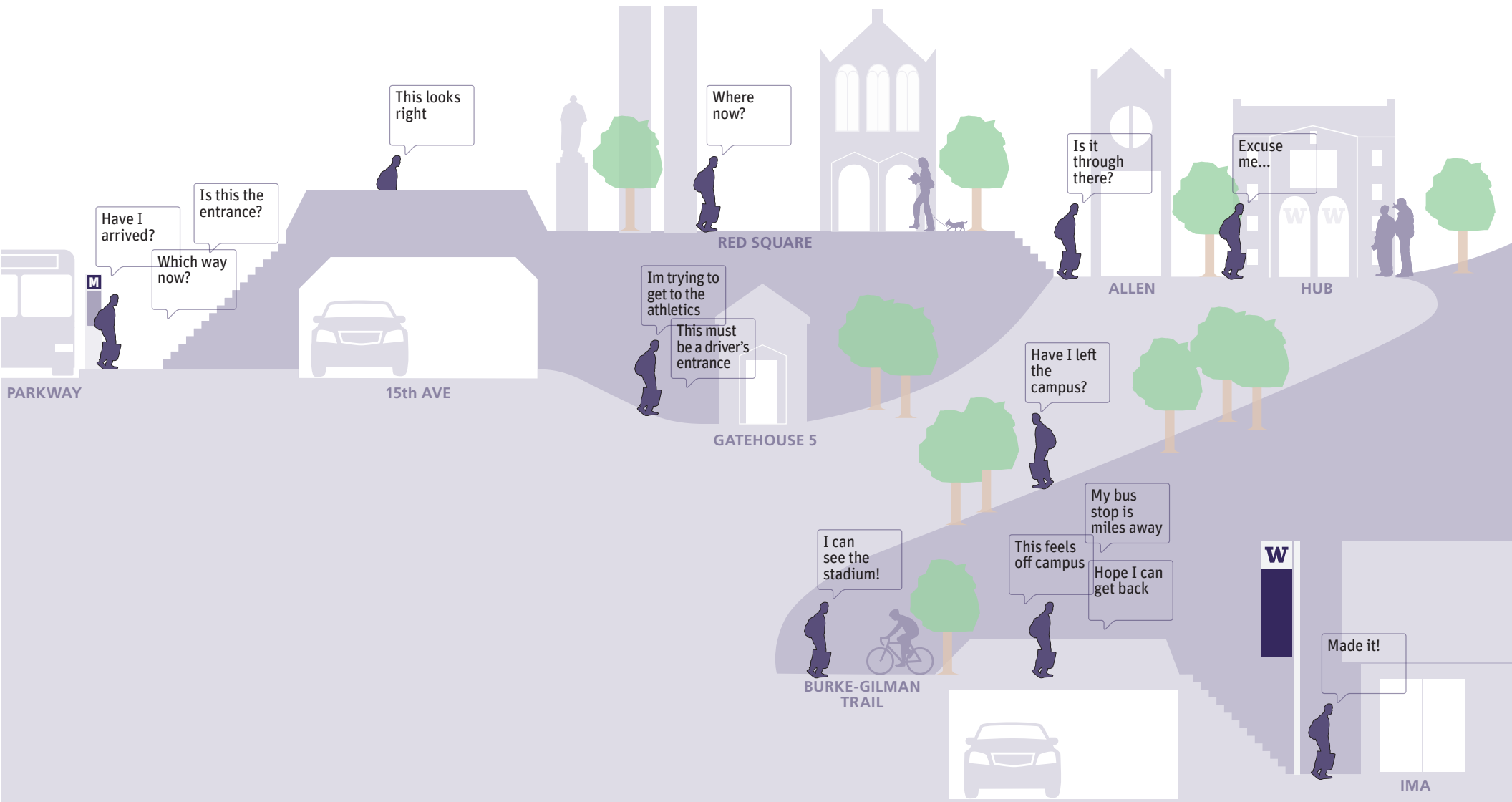
- Up to 70,000 fans
- Traffic management is a major exercise
- A wayfinding approach for the worst case would lead to redundancy and out-of-scale solutions
- Information is needed that can scale-up when needed



# Current vehicular scenarios

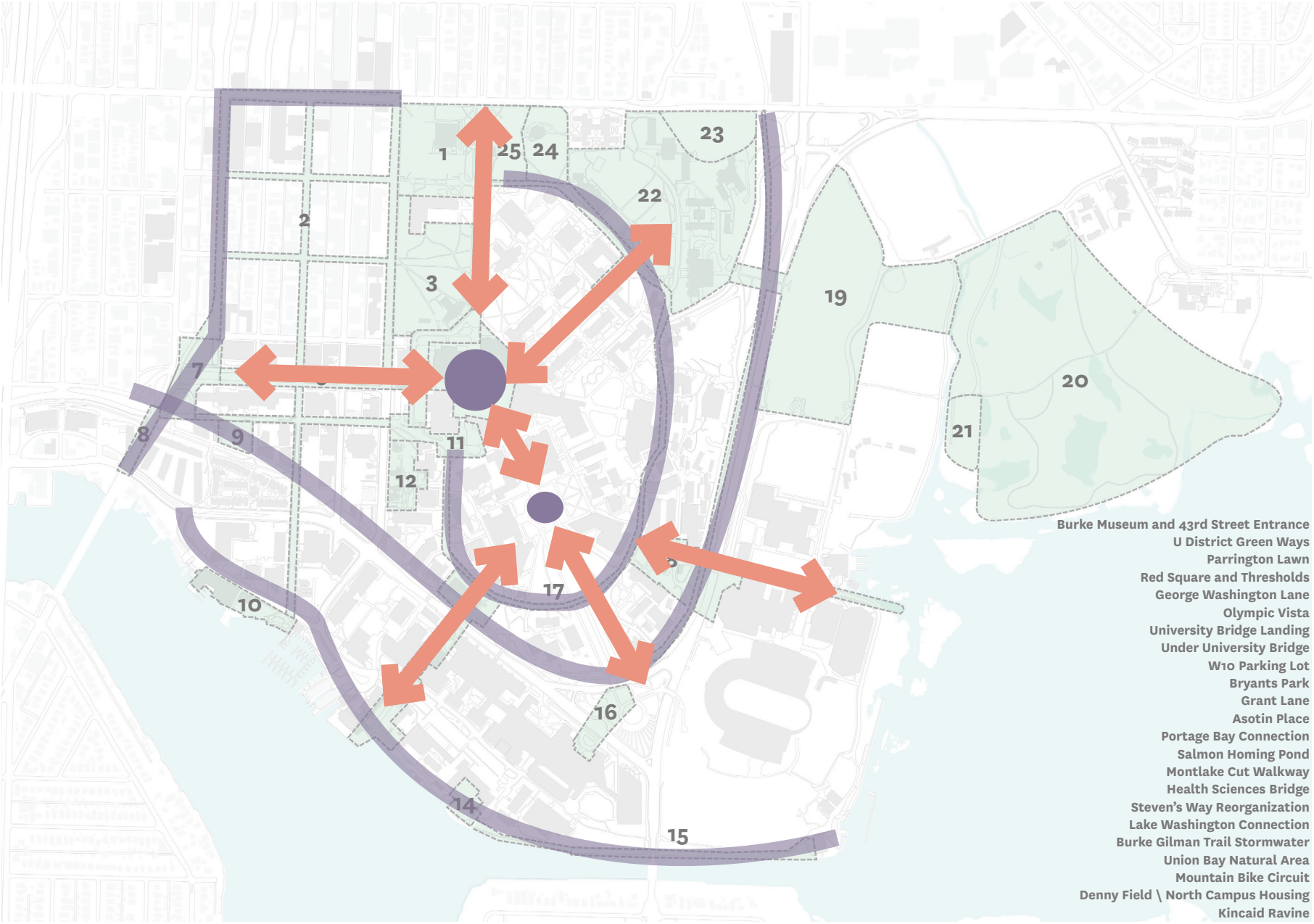


# Current pedestrian scenario

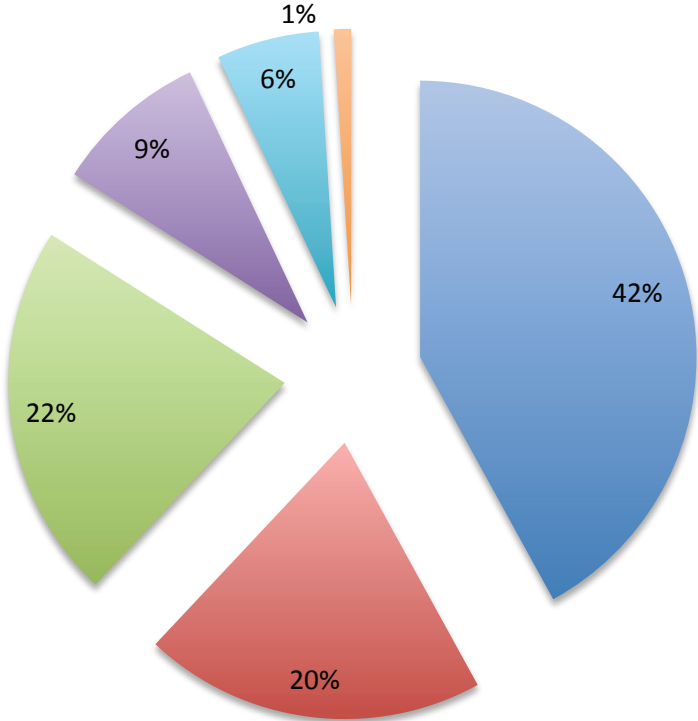




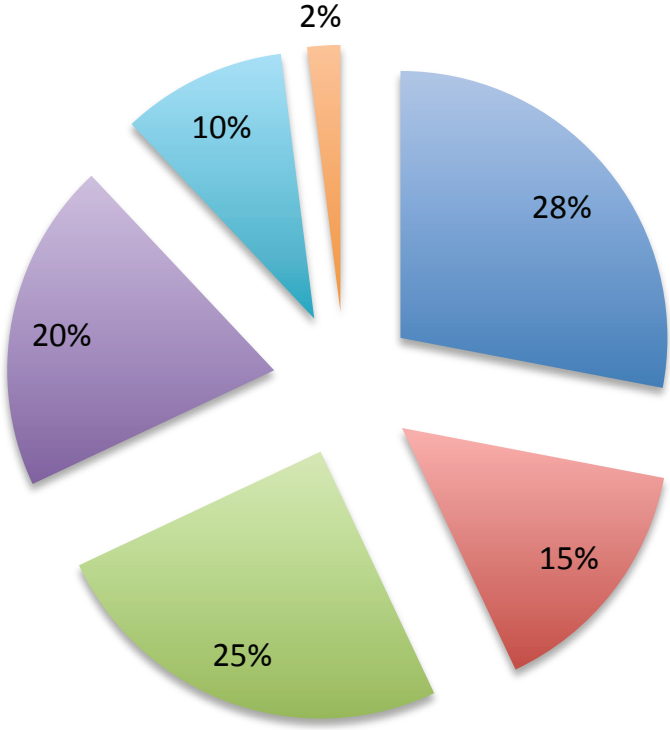
# Change: Campus Landscape Framework



# Change: Modal shift



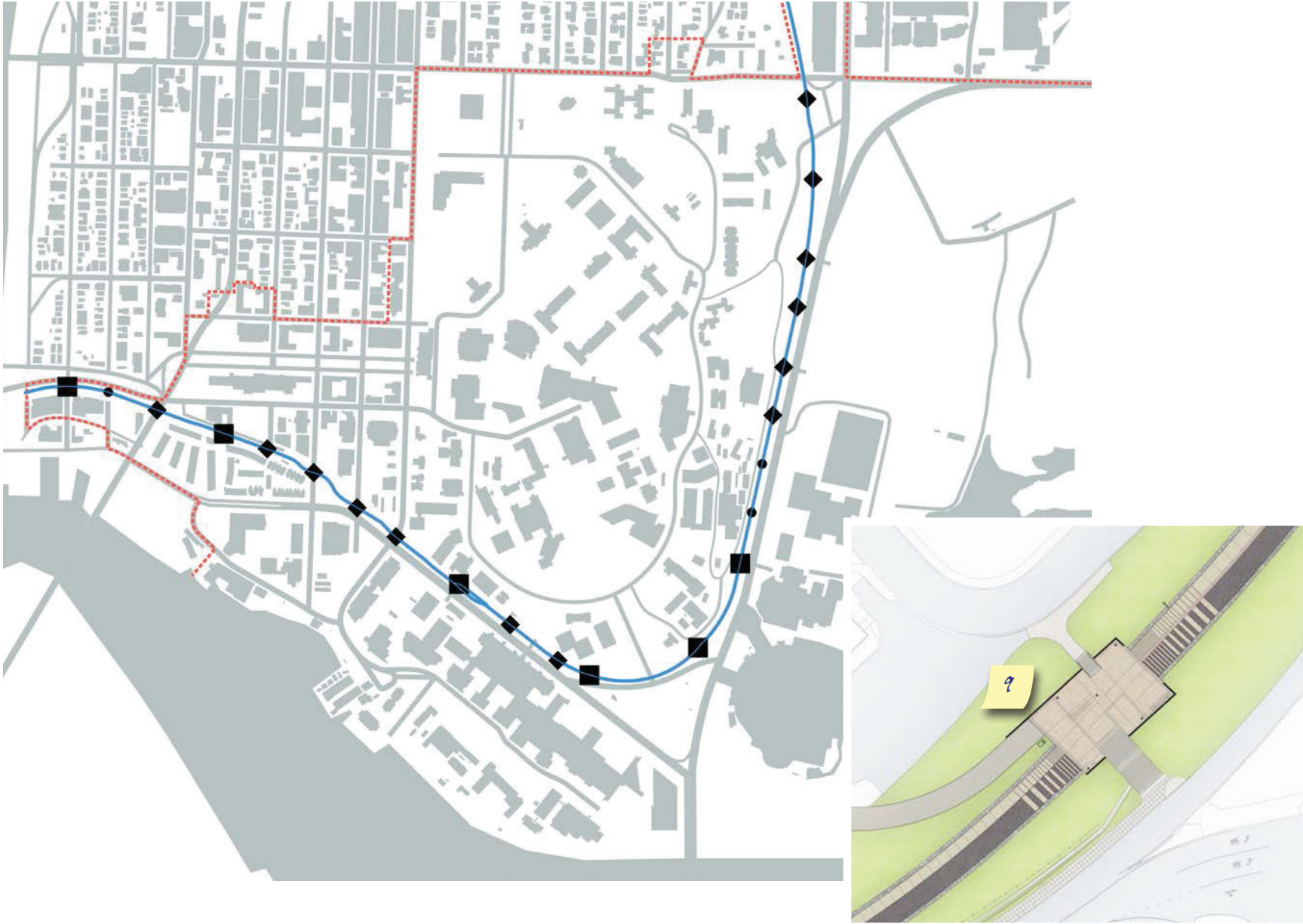
**2012 UPass Survey**  
High reliance on transit



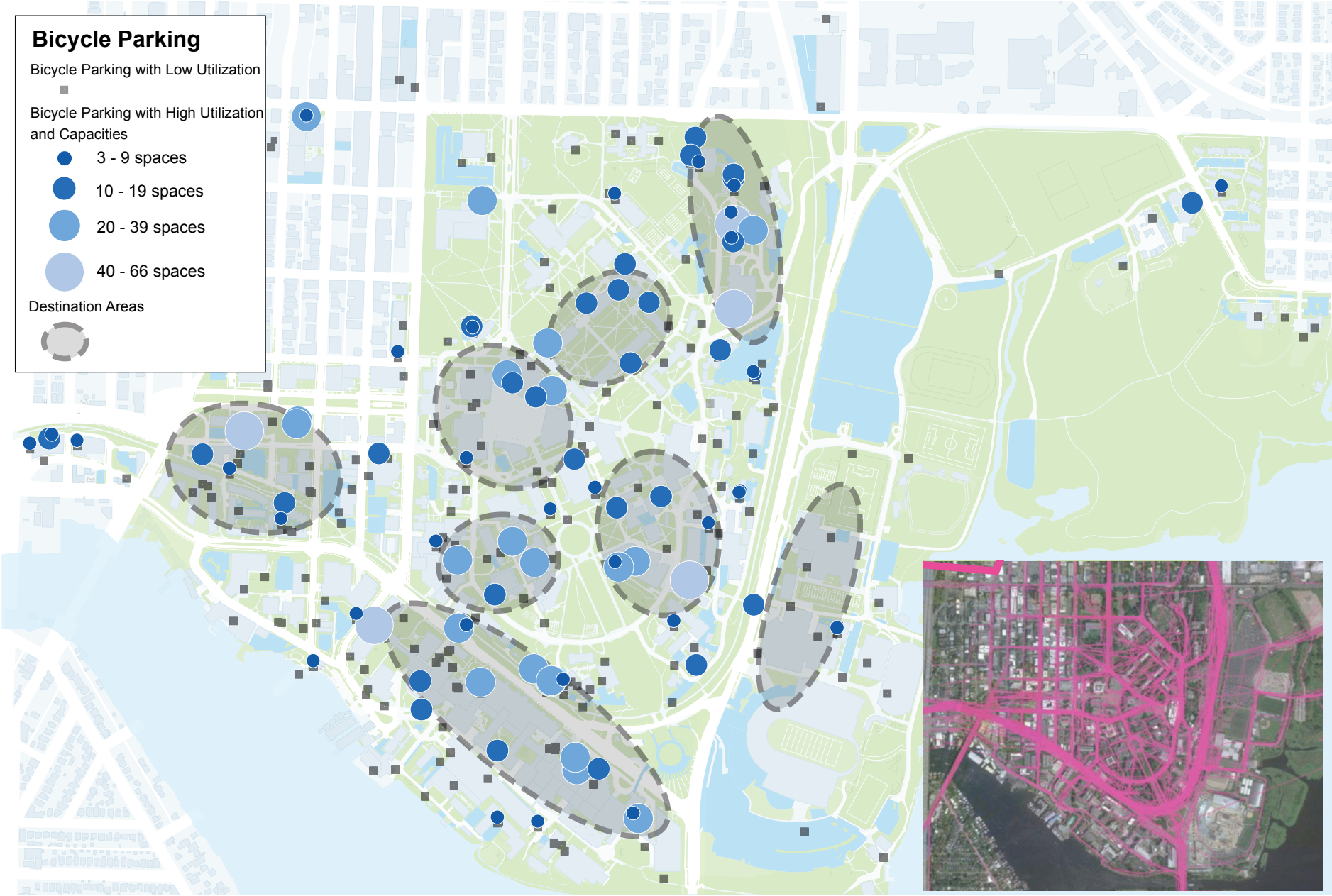
**2020 Goals**  
↑ Cycling ↓ Transit

■ Transit: ■ SOV: ■ Walk: ■ Bike: ■ Pooling: ■ Other†

# Cycling + Walking: Burke-Gilman Trail



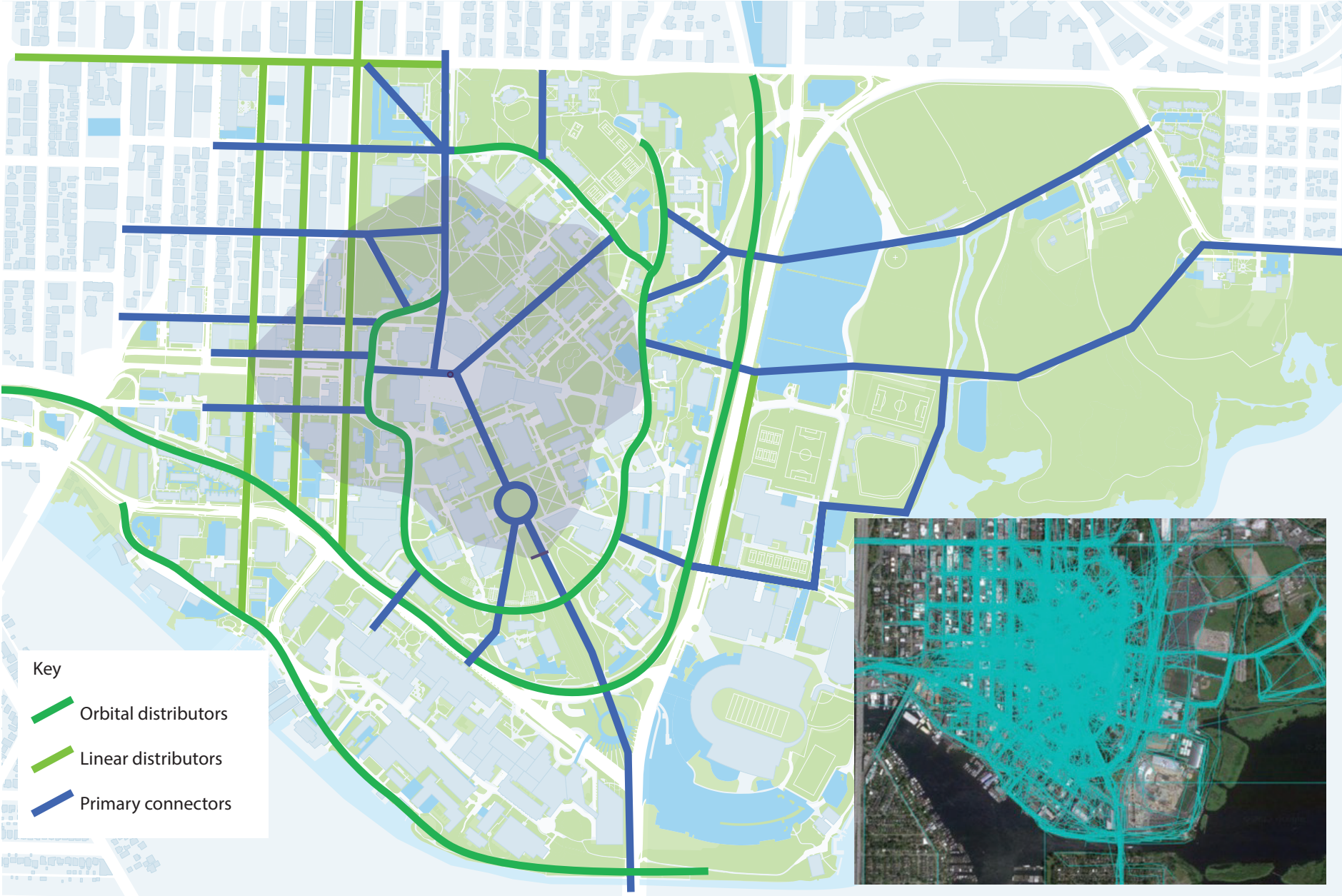
# Cycling destinations



# Cycling barriers



# Walking network



# Transit: University of Washington Station



- 21,500 passengers per day by 2030
- New 'front door' for many visitors



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# Emerging ideas

Arrival and identity

Creating a welcome

Build legibility

Event overlay

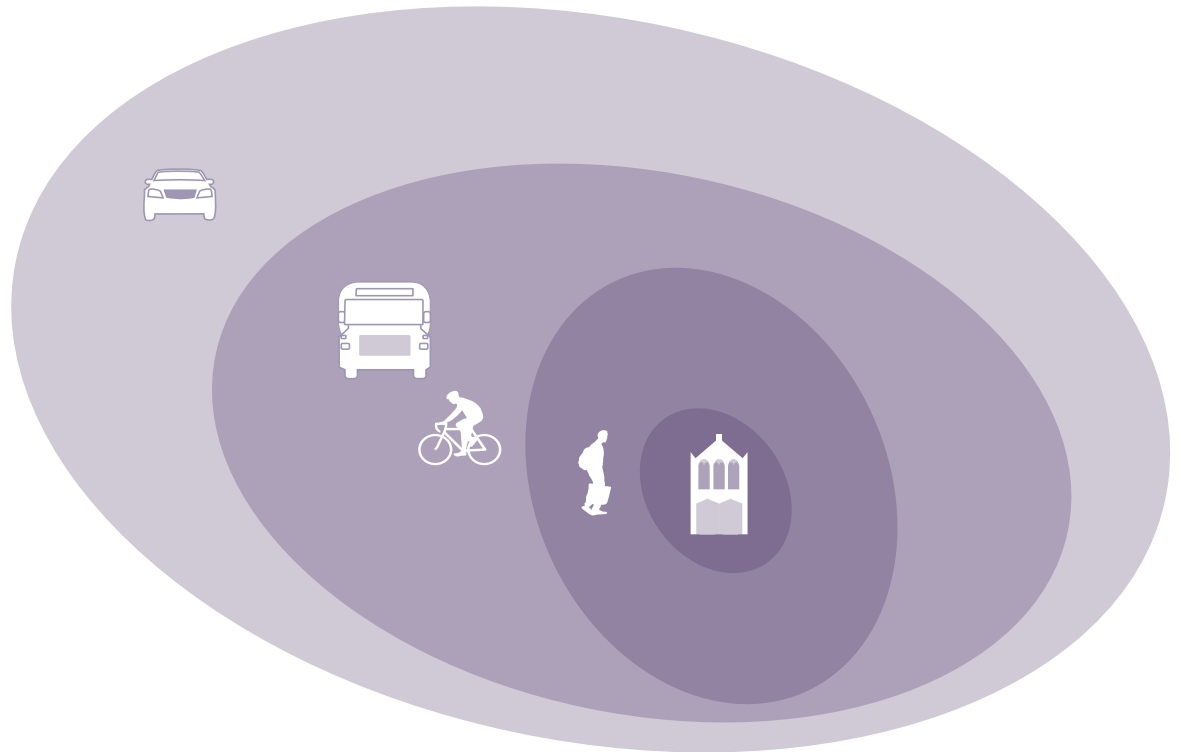
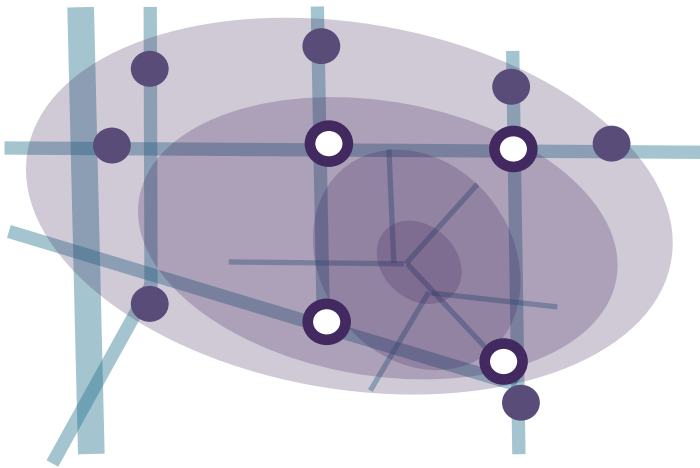
Seamlessness



# Arrival and identity

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- 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



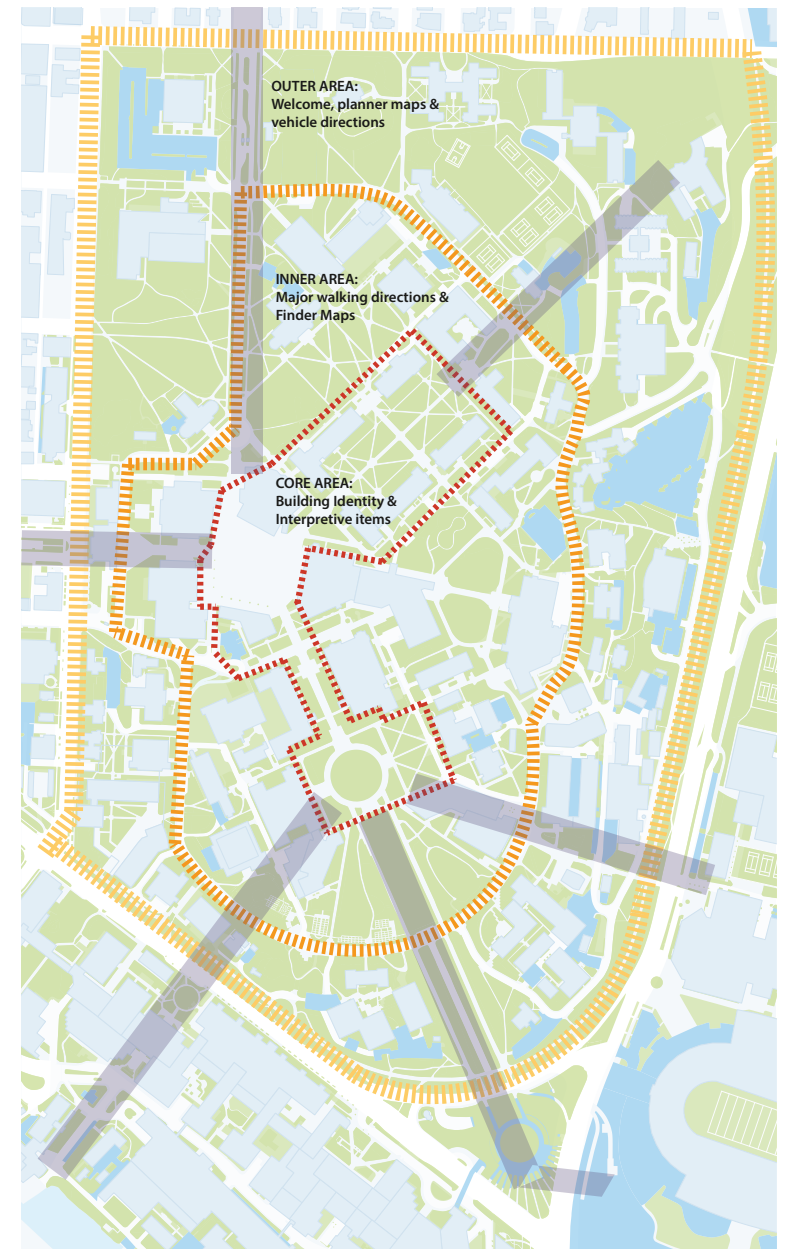
# Creating a welcome

- 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



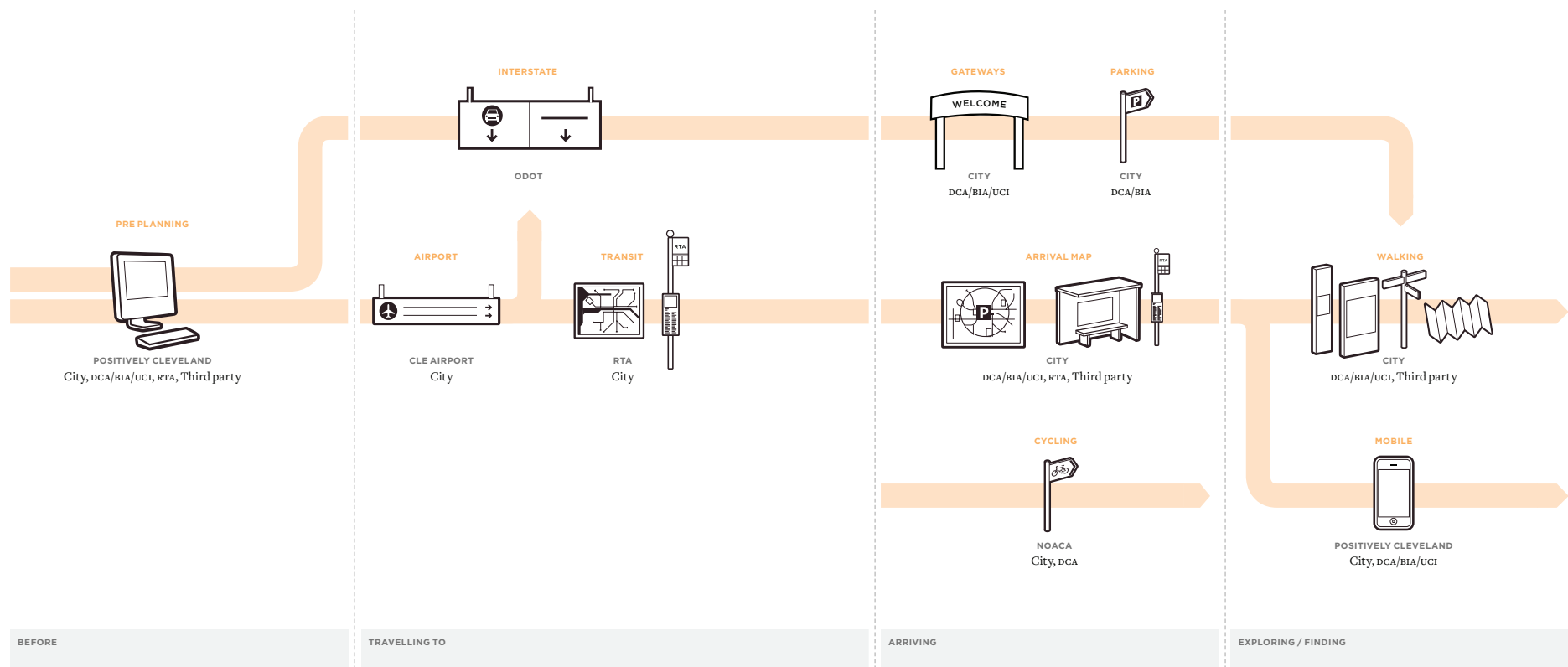
# Event overlay

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

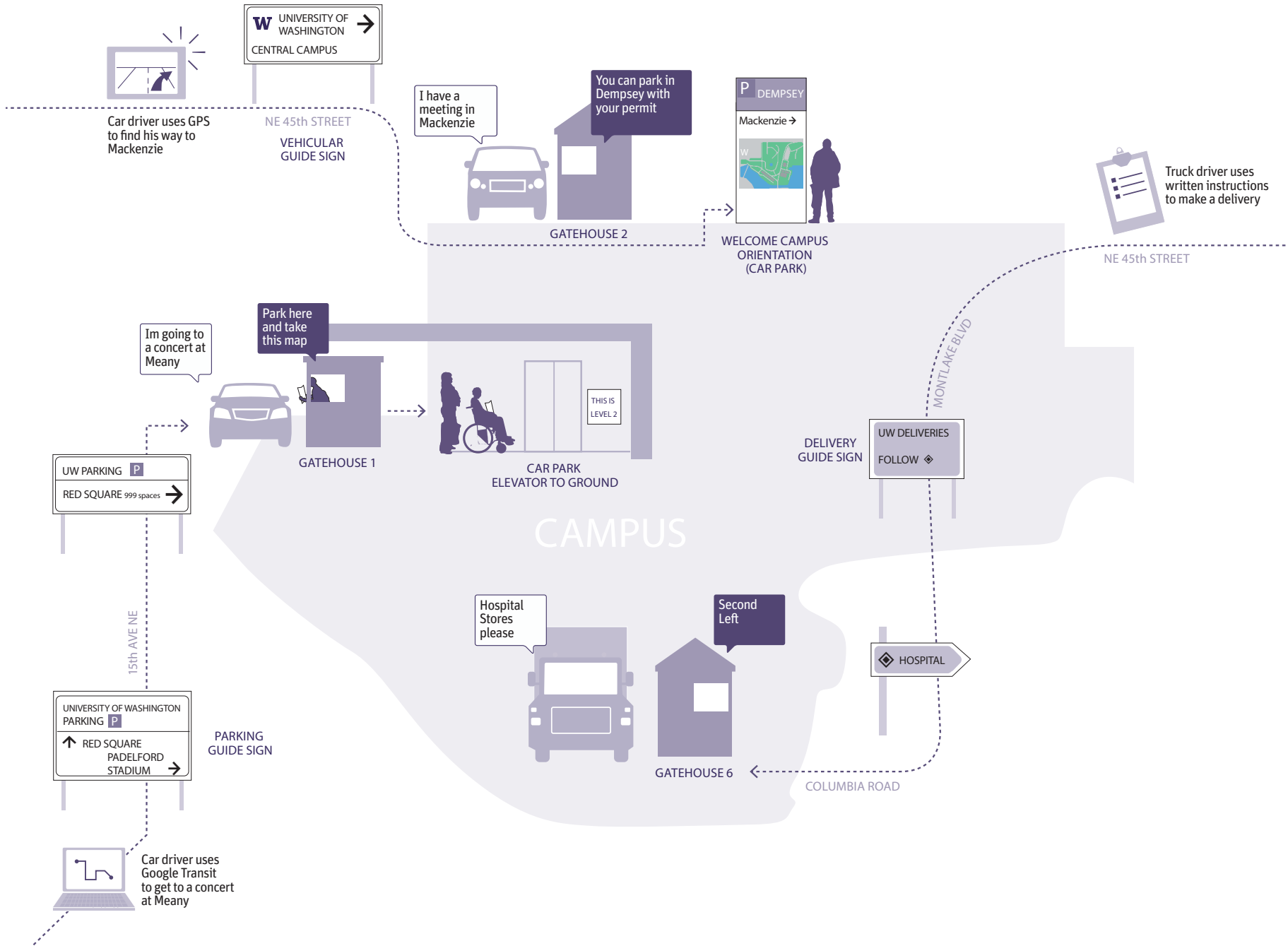


# Seamlessness

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



# Future vehicular scenarios



# Future active transportation scenario

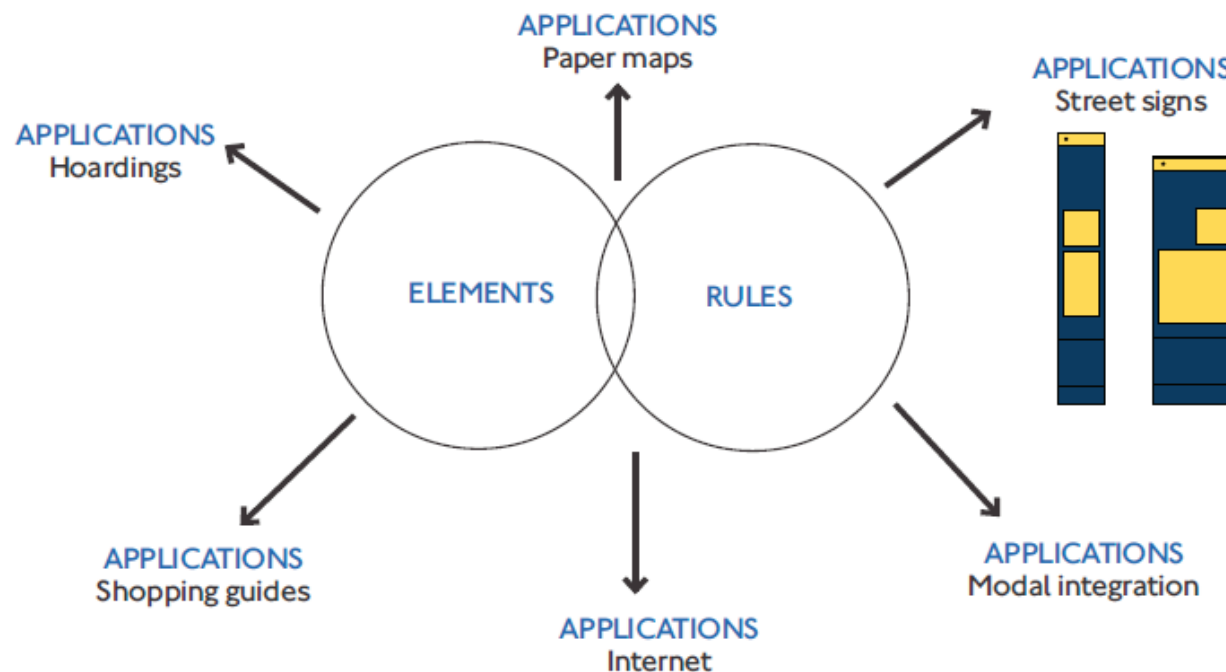


# Next steps

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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.

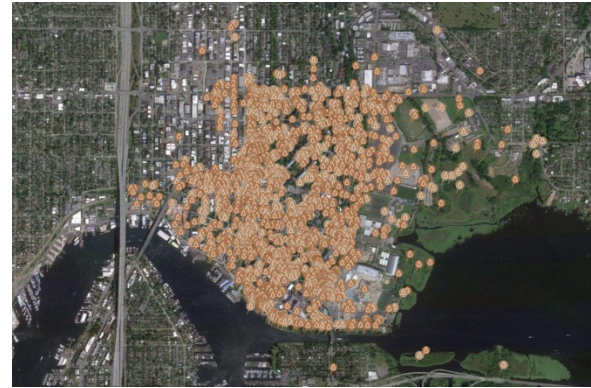






mahlum

# CLF Online Tool University of Washington





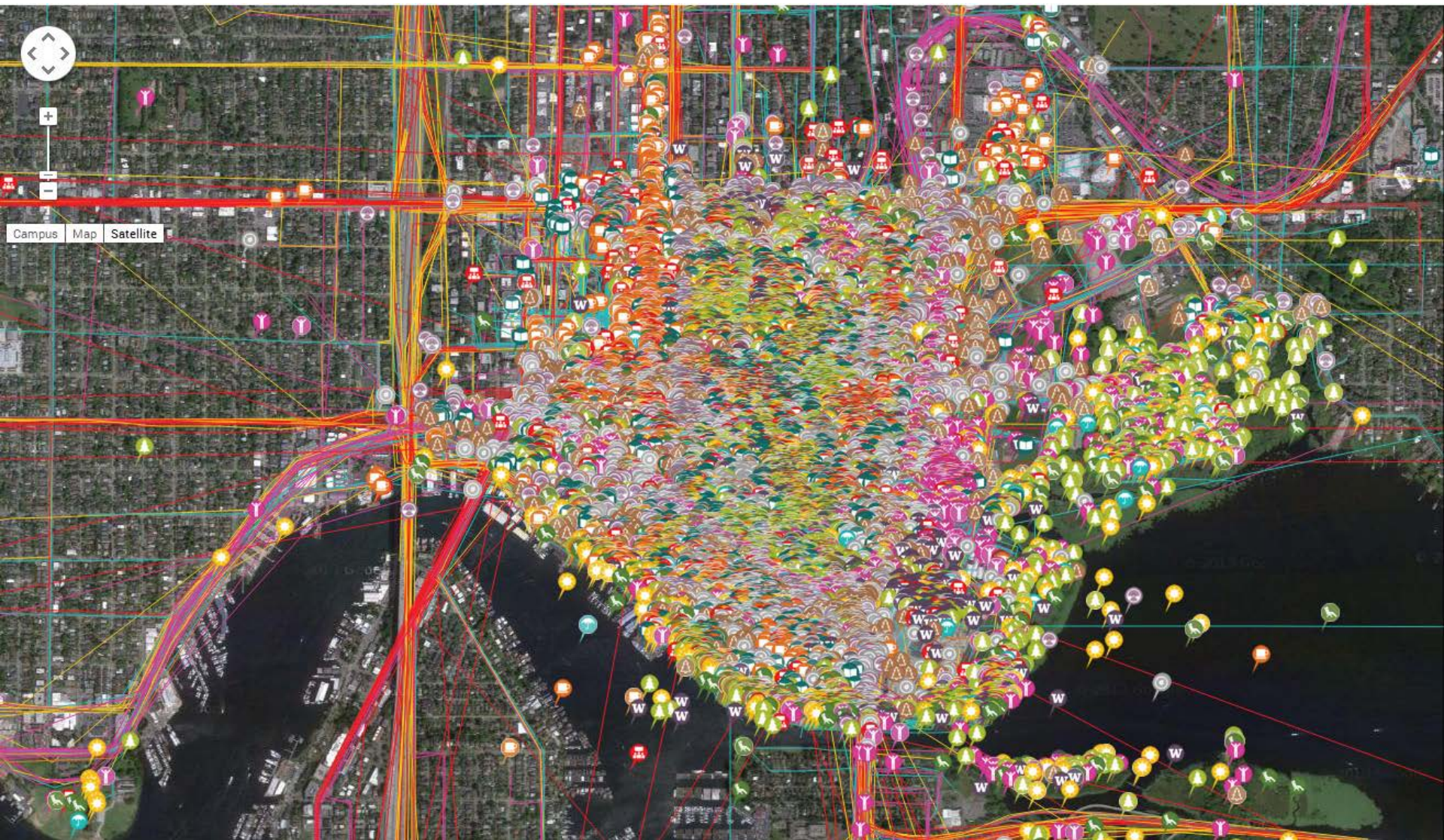
More than 1,930 participants

Placed more than 37,150  
icons and routes

Wrote 7,980 comments



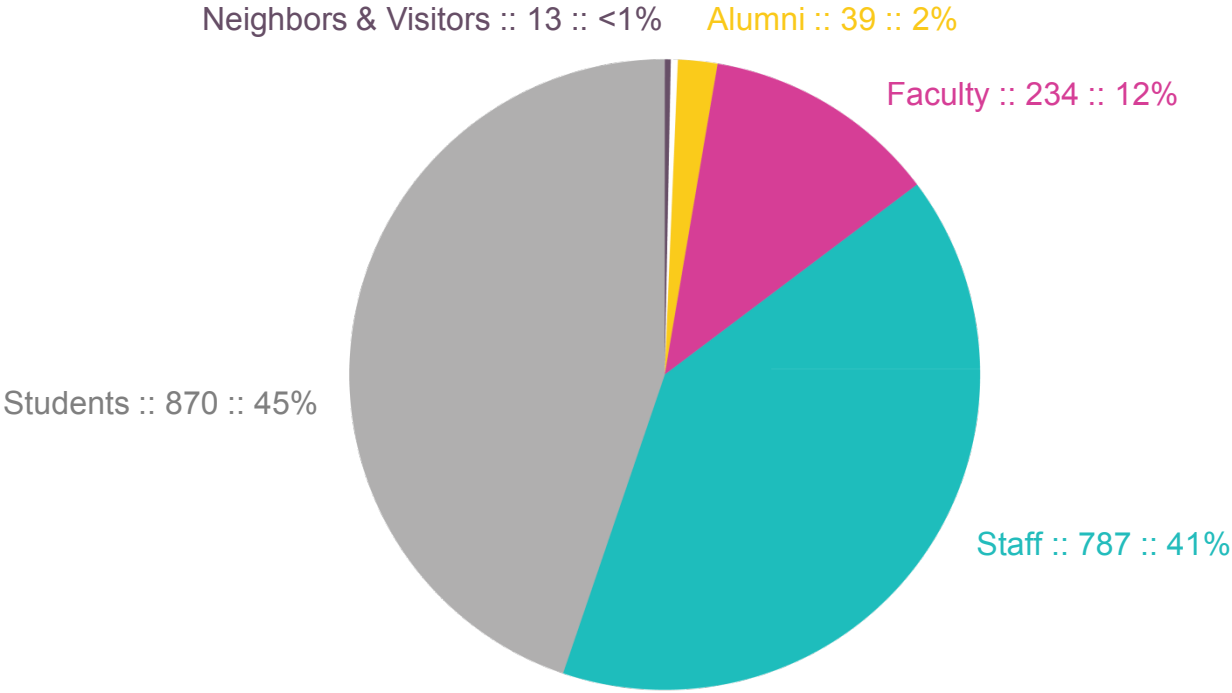
# All Categories :: All Participants





# Responses by Profile

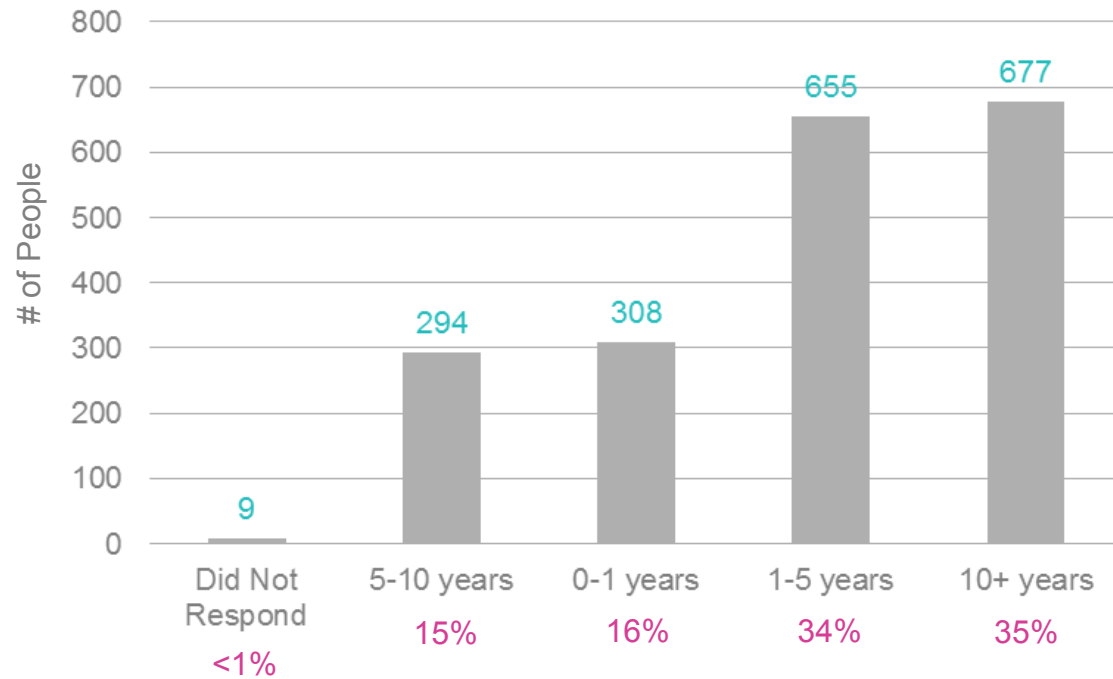
“Please identify your current relationship to UW”





# Affiliation

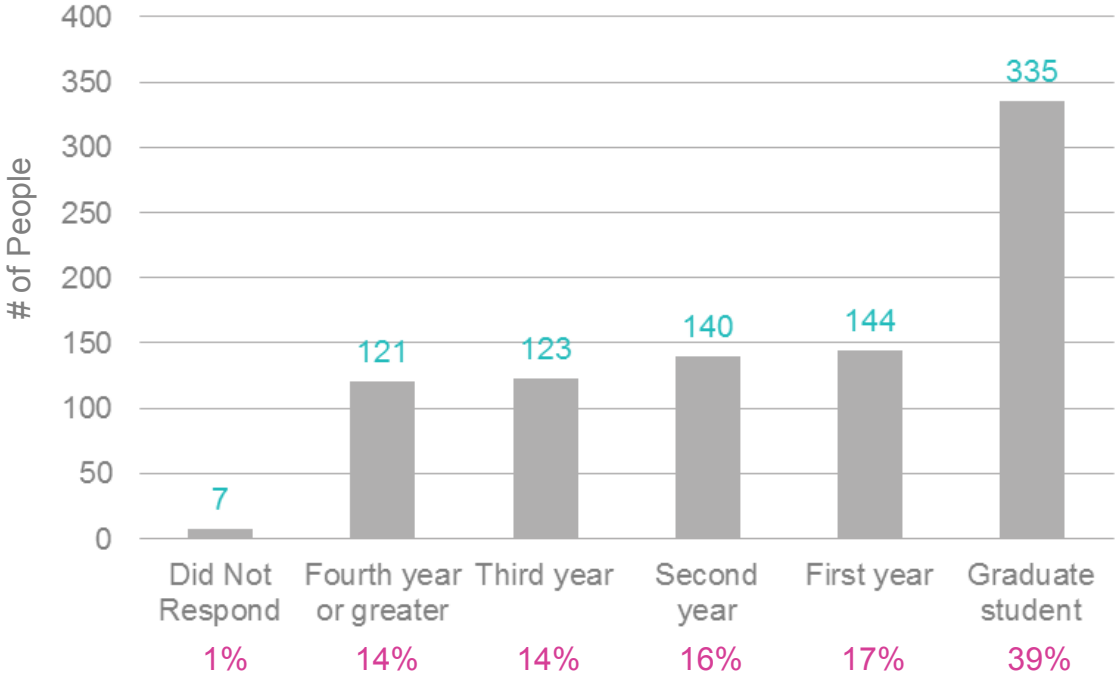
“How long have you had a relationship with UW?”





# Student Responses by Year

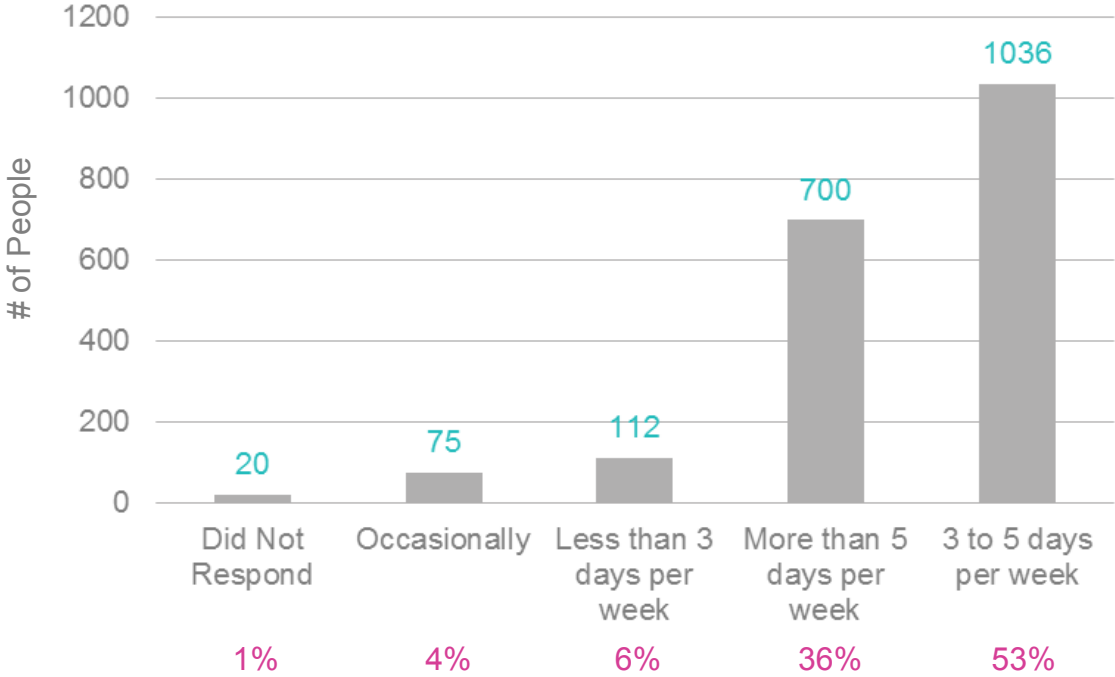
“If you are a student, what year are you in school?”





# Campus Frequency

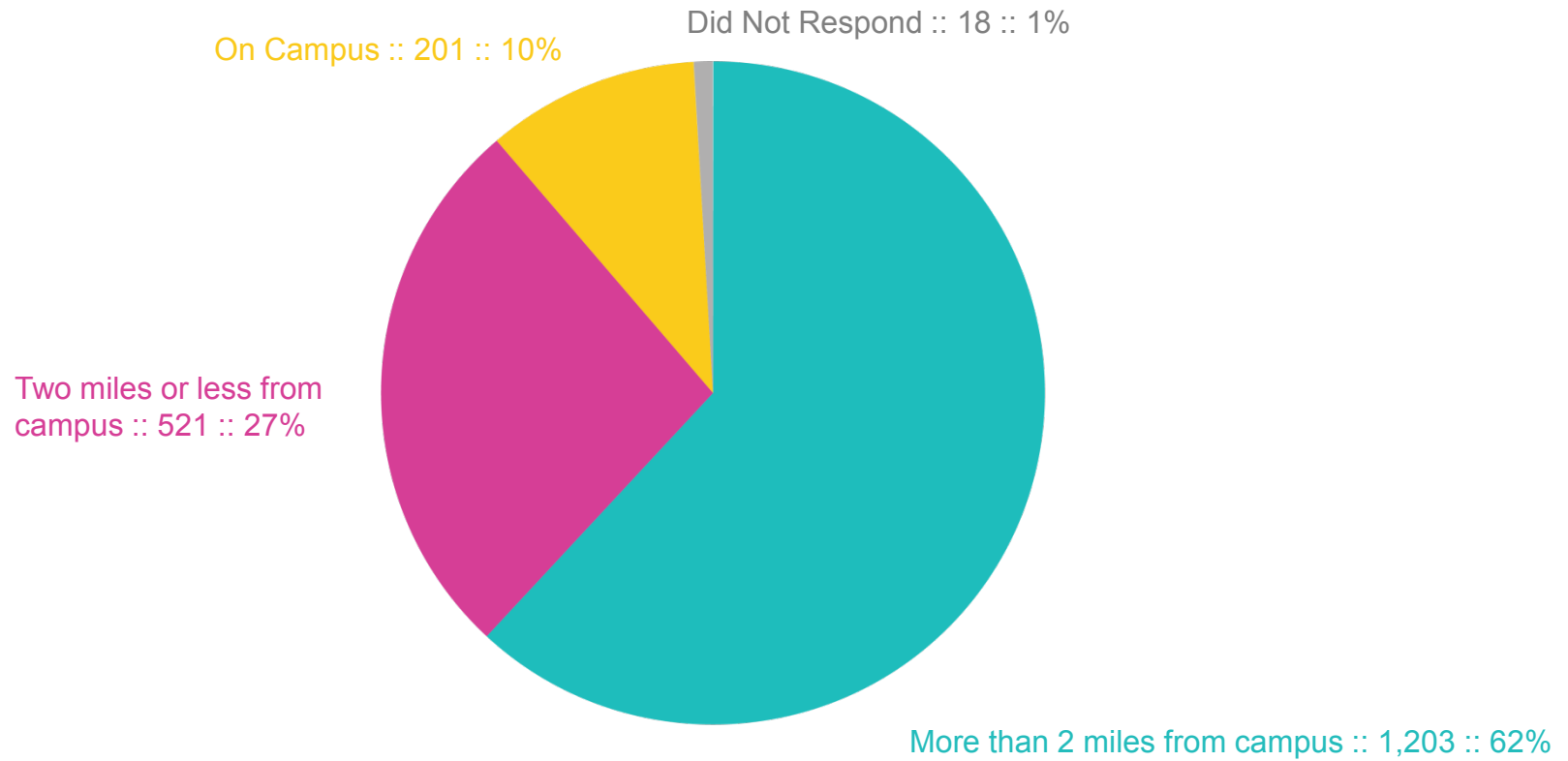
“How frequently do you come to campus?”





# Housing Location

“Where do you live?”

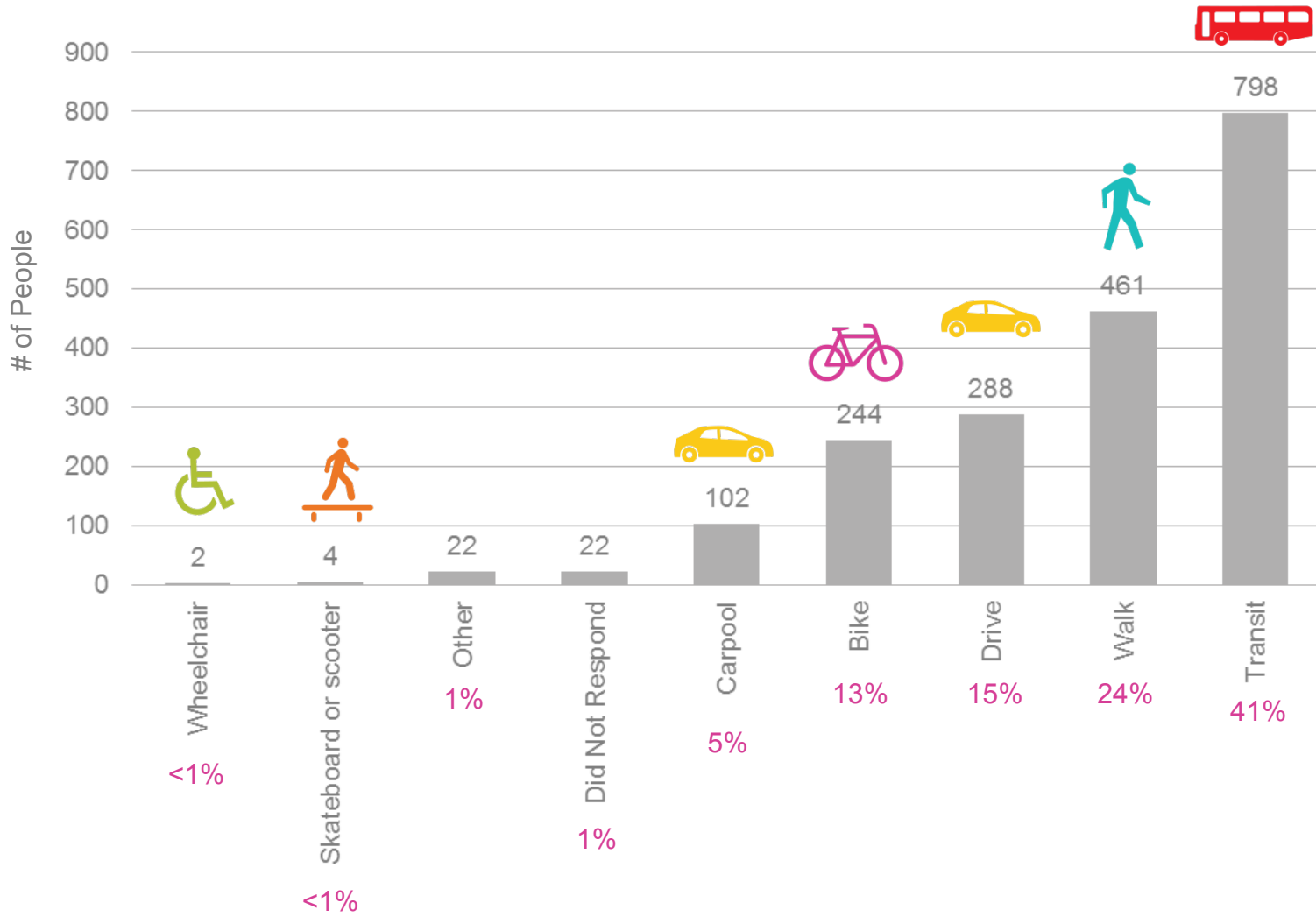






# Travel Mode

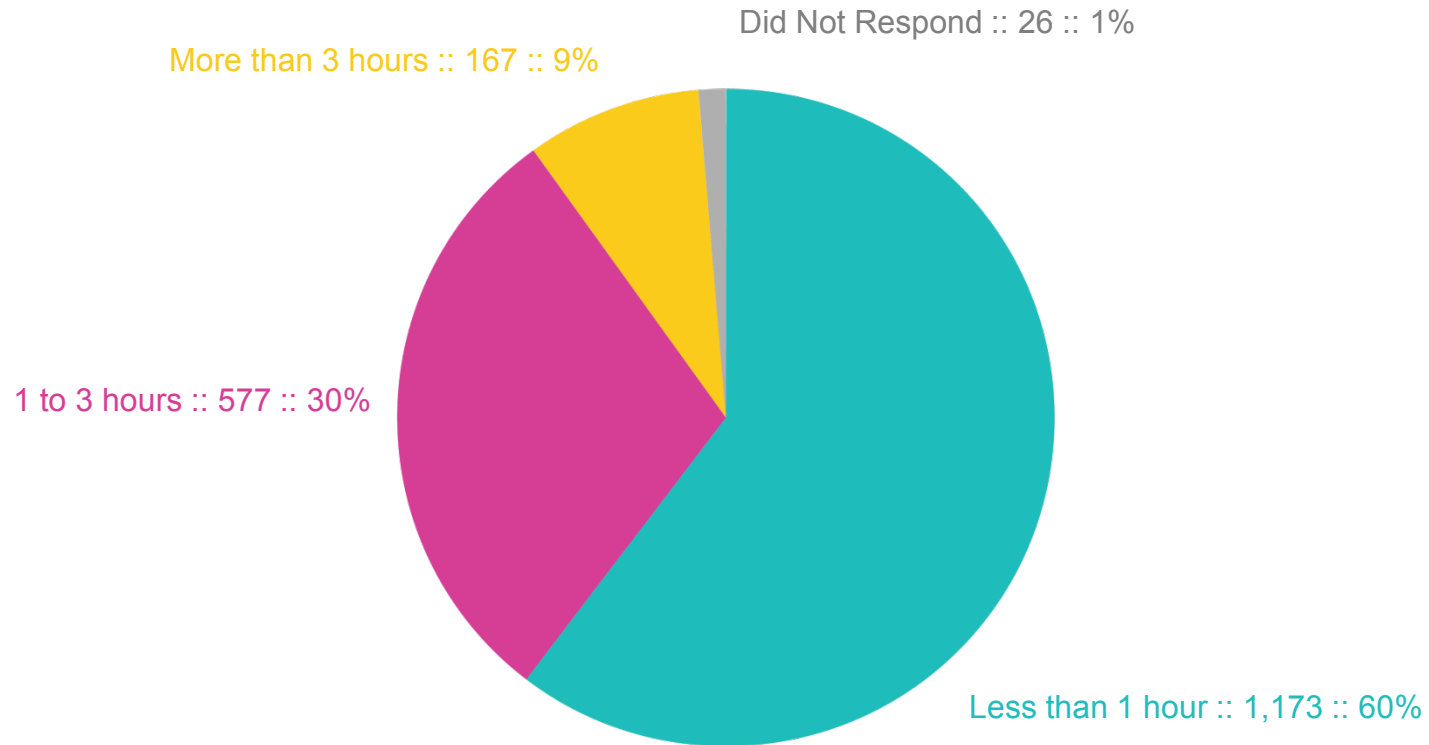
“How do you typically get to campus?”





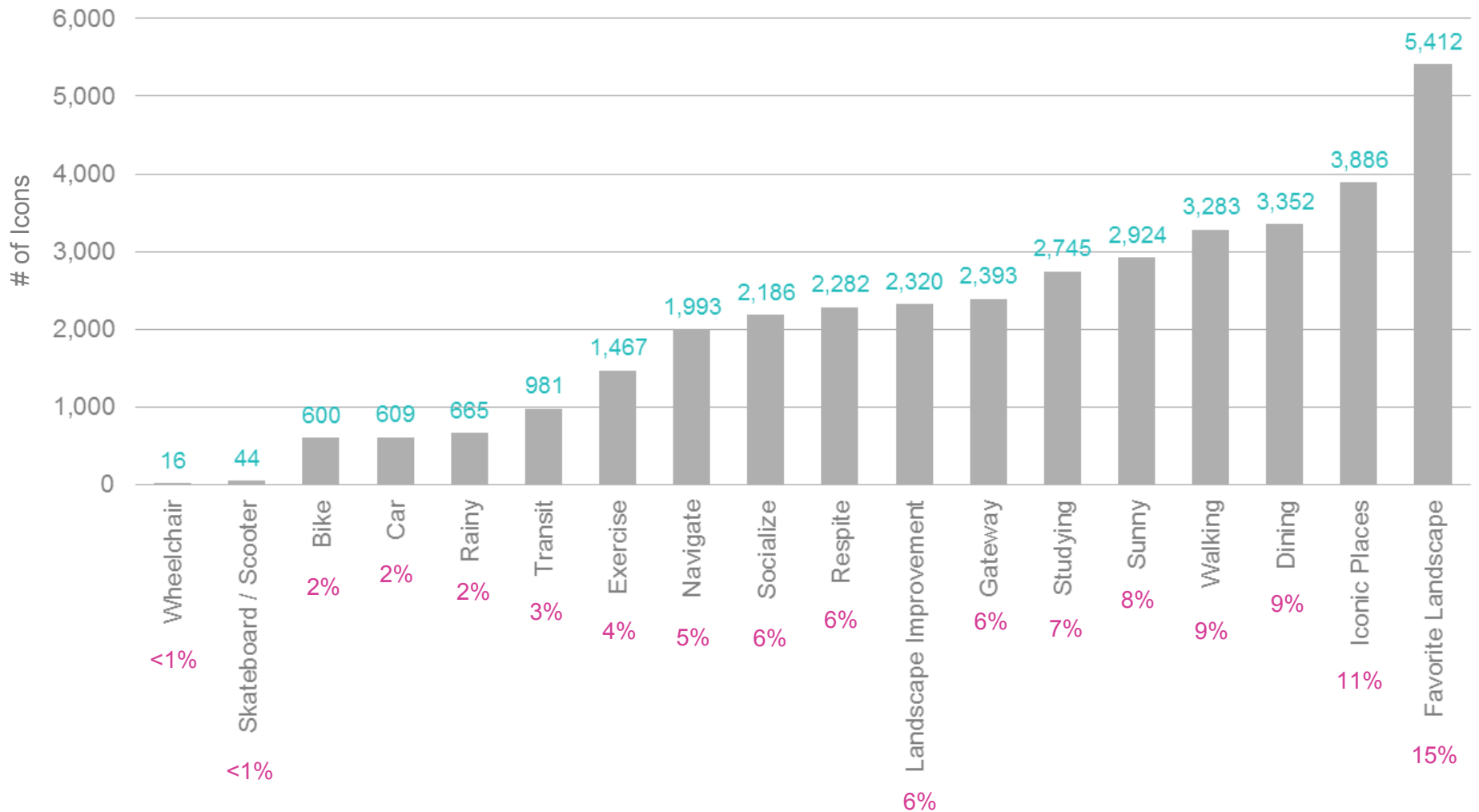
# Time Outside

“In a typical day, how much time do you spend outside on campus, including walking from place to place?”



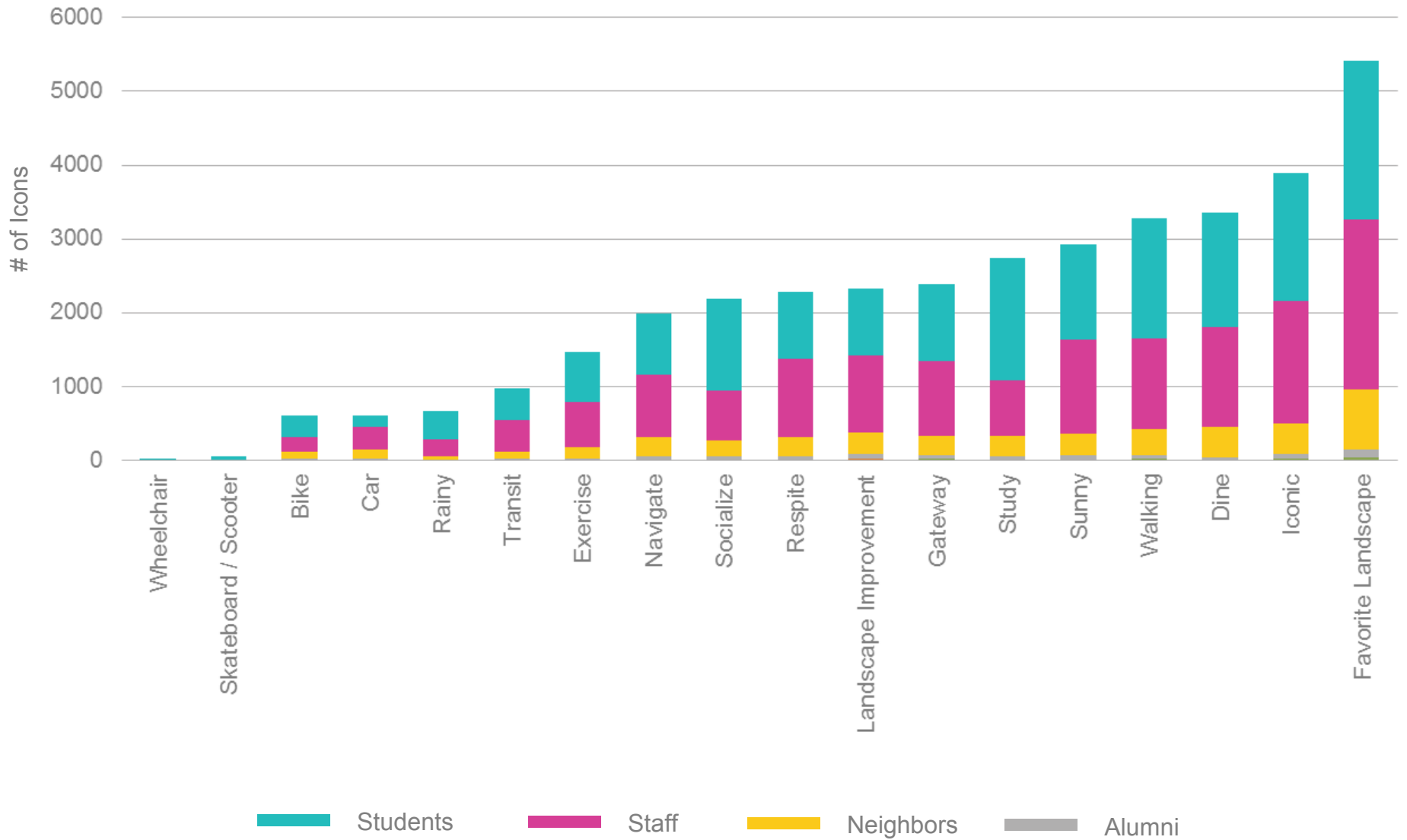


# Total Icons & Routes Placed :: 37,158



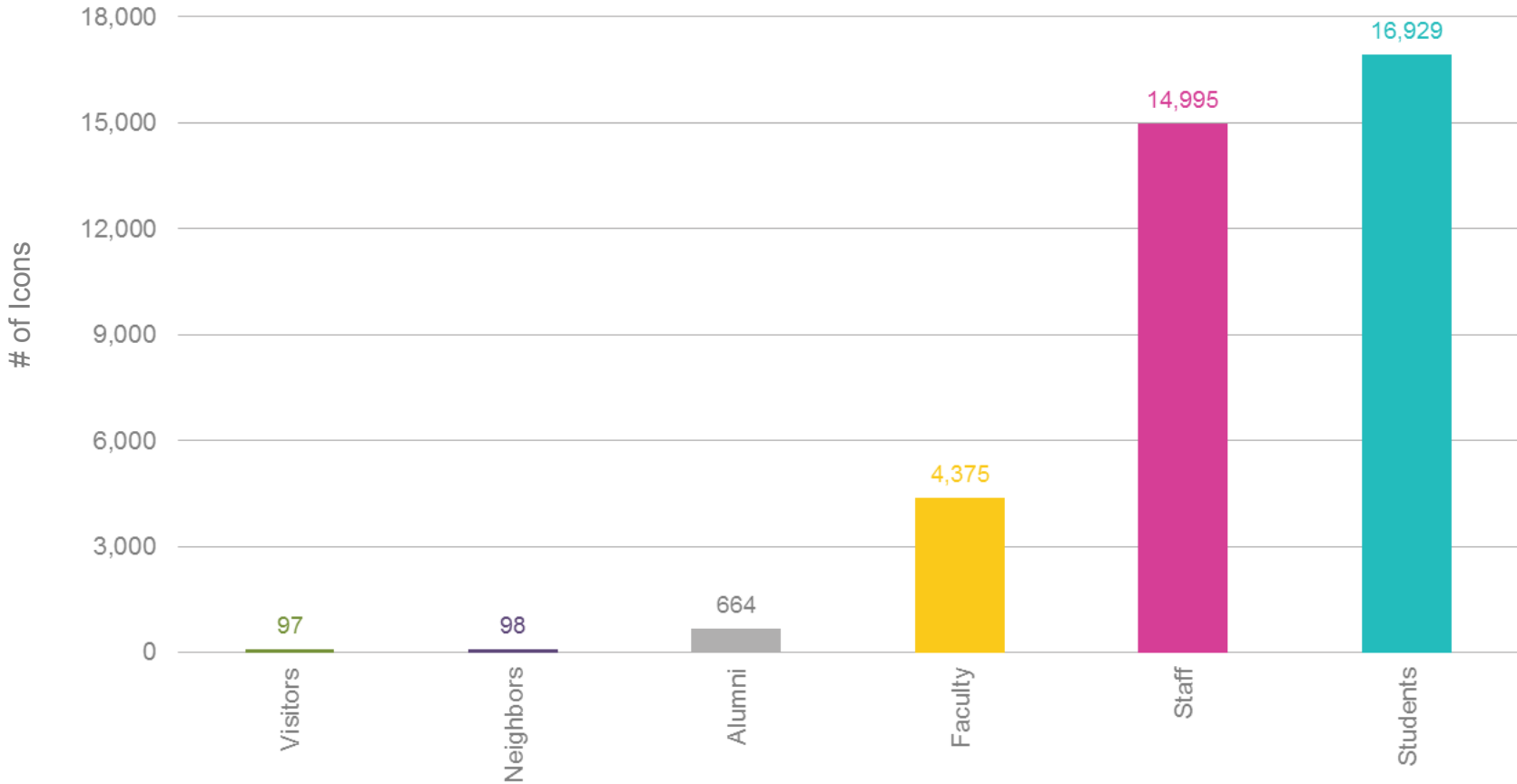


# Breakdown by User Profile





# Total Number of Icons Placed by Population





**1 Favorite Landscapes**



**4 Study**



**7 Respite**



**10 Rainy**



**2 Landscapes Improvement**



**5 Dine**



**8 Iconic**



**11 Sunny**



**3 Socialize**



**6 Exercise**



**9 Navigate**



**12 Gateway**





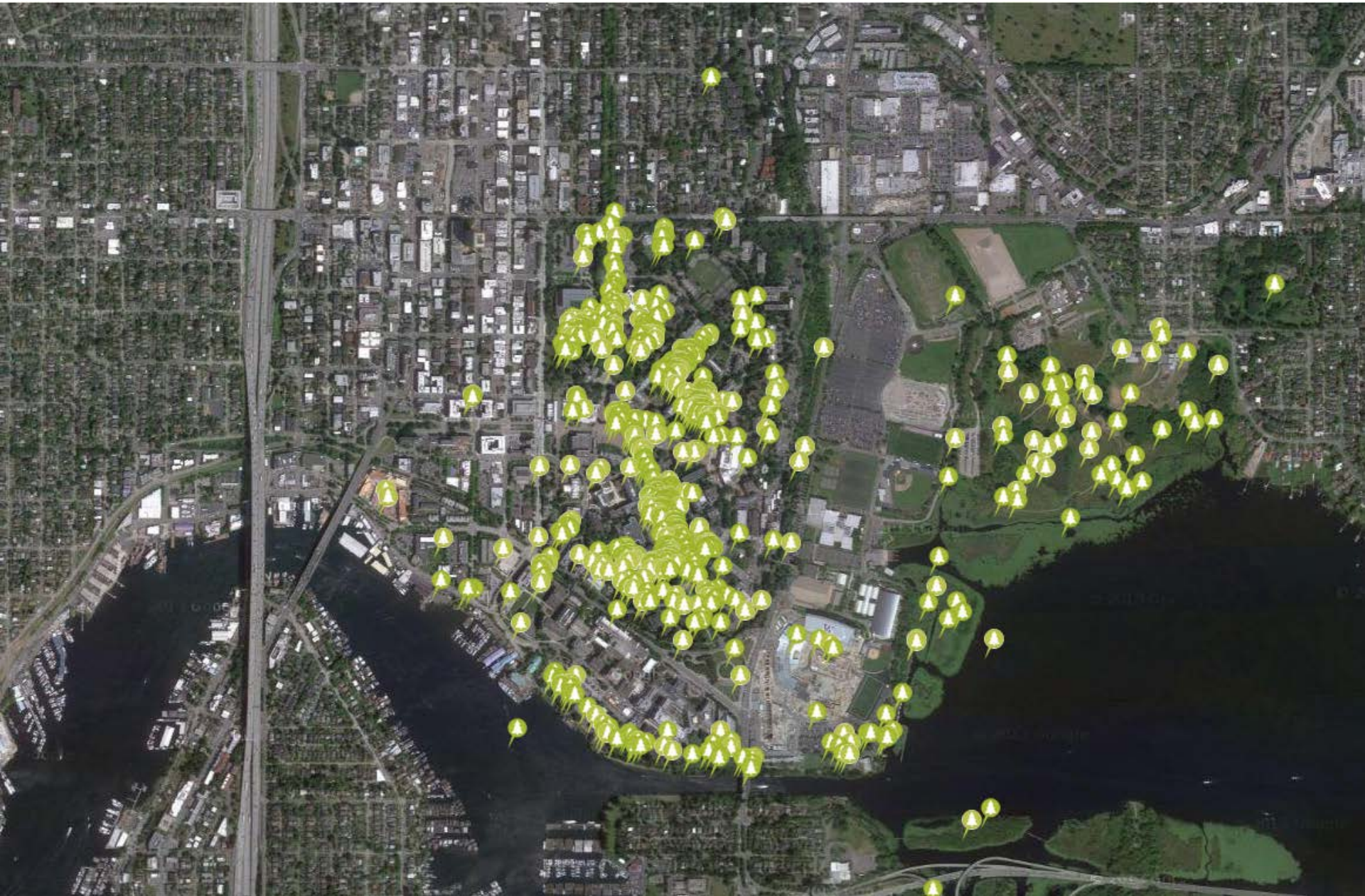
Please identify your ...

# FAVORITE LANDSCAPE





# Favorite Landscapes :: Faculty





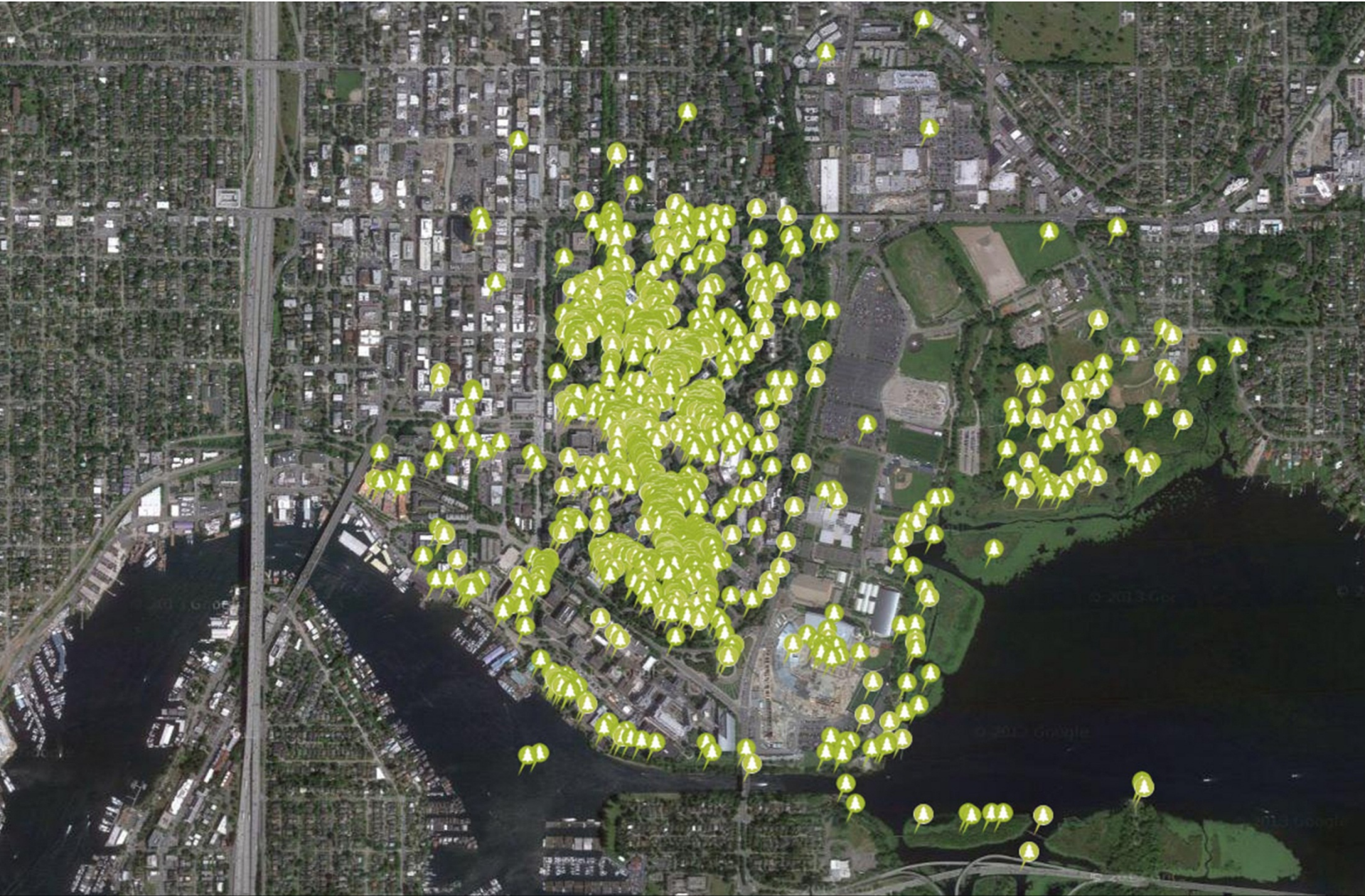


# Favorite Landscapes :: Staff





# Favorite Landscapes :: Students





# Favorite Landscapes :: All Responses





# Favorite Landscapes :: 1,500 Comments



I love having so many trees by my dorm.

Breathtakingly, classically beautiful landscape and trees.

Grieg garden - a well kept secret.  
Would be nice if there were other spaces on campus like the Grieg garden.

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.



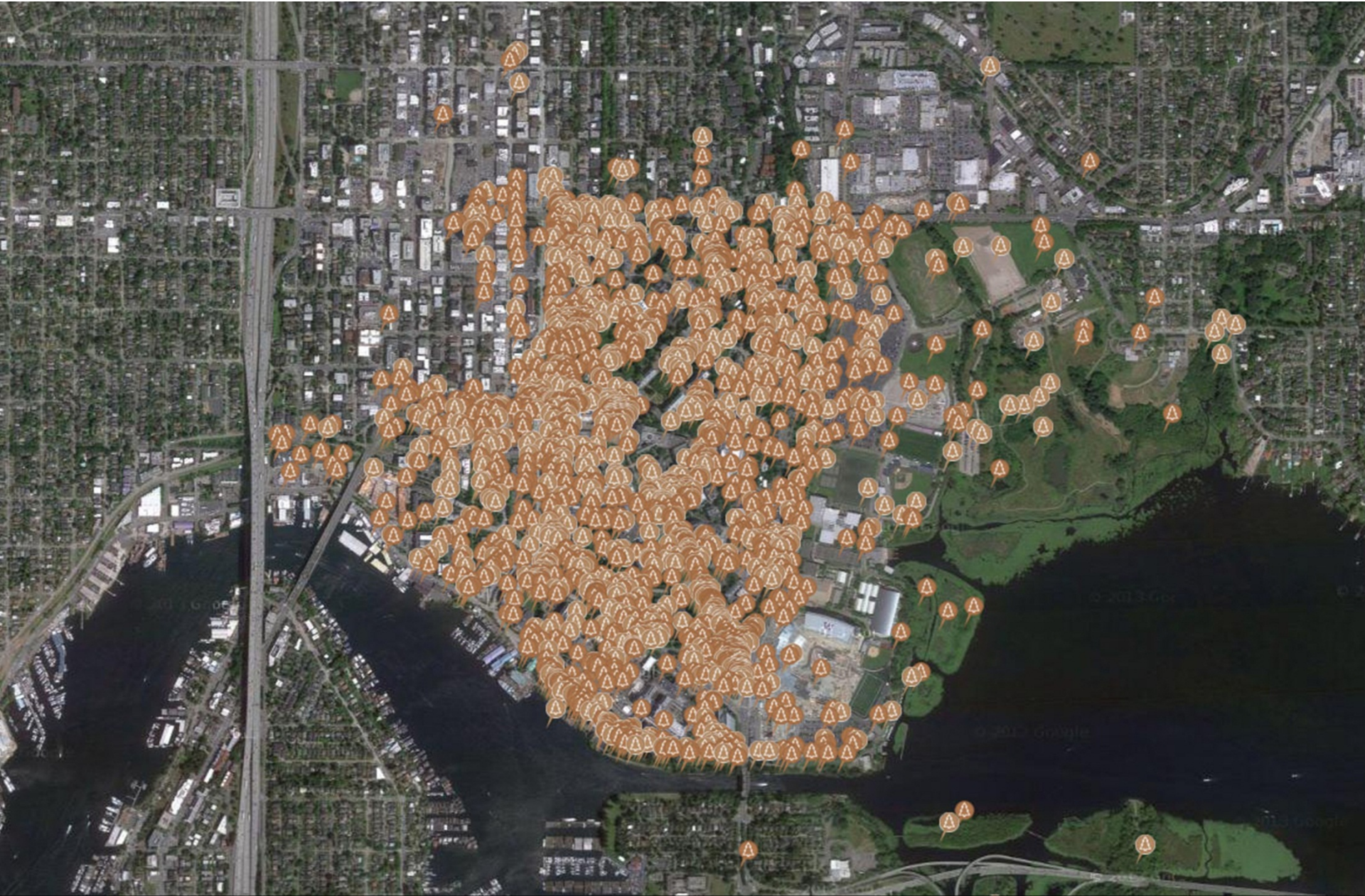
Please identify areas in need of ...

# LANDSCAPE IMPROVEMENTS



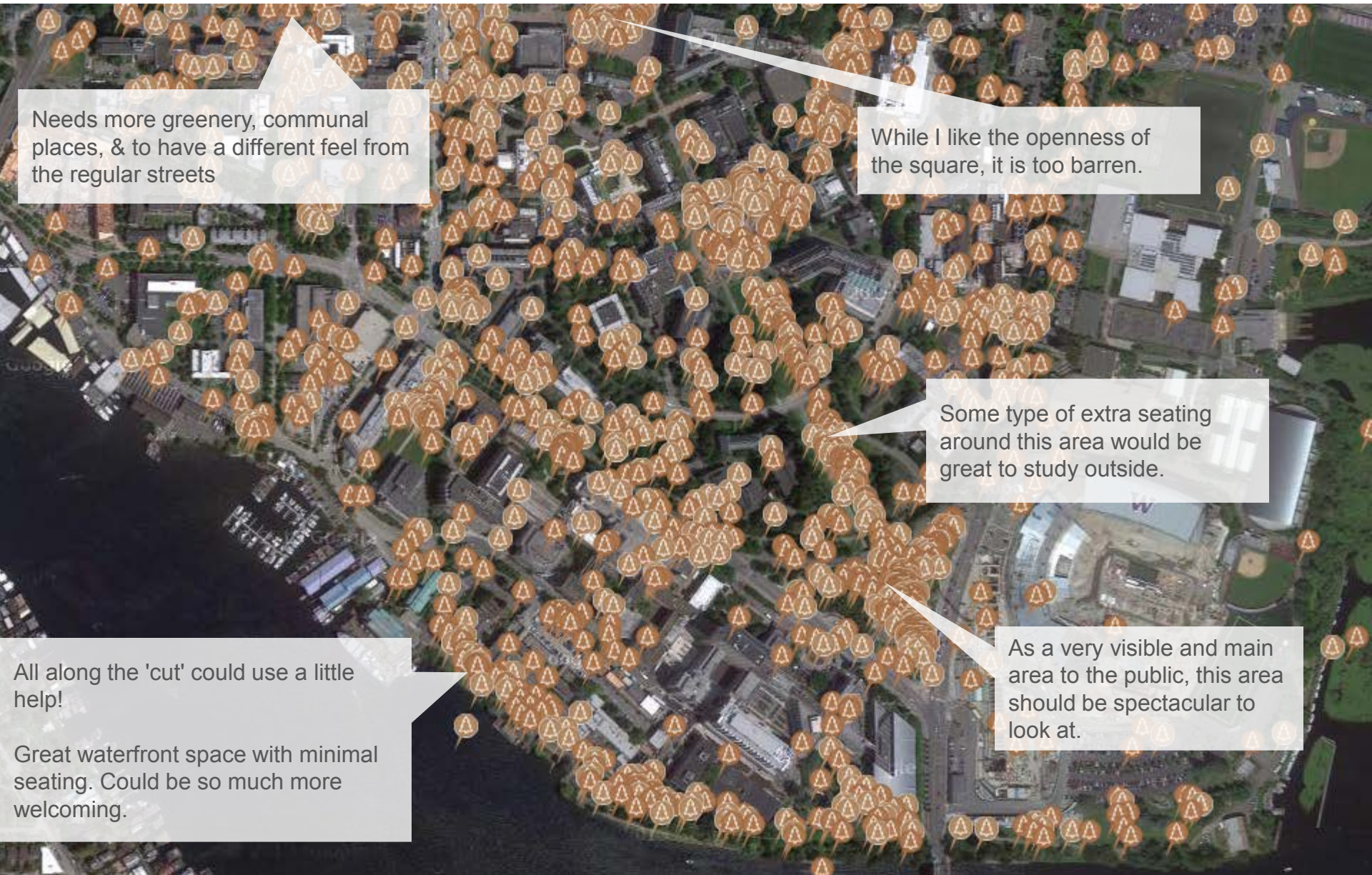


# Landscape Improvements :: All Responses





# Landscape Improvements :: 940 Comments



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

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

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

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

Great waterfront space with minimal seating. Could be so much more welcoming.

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



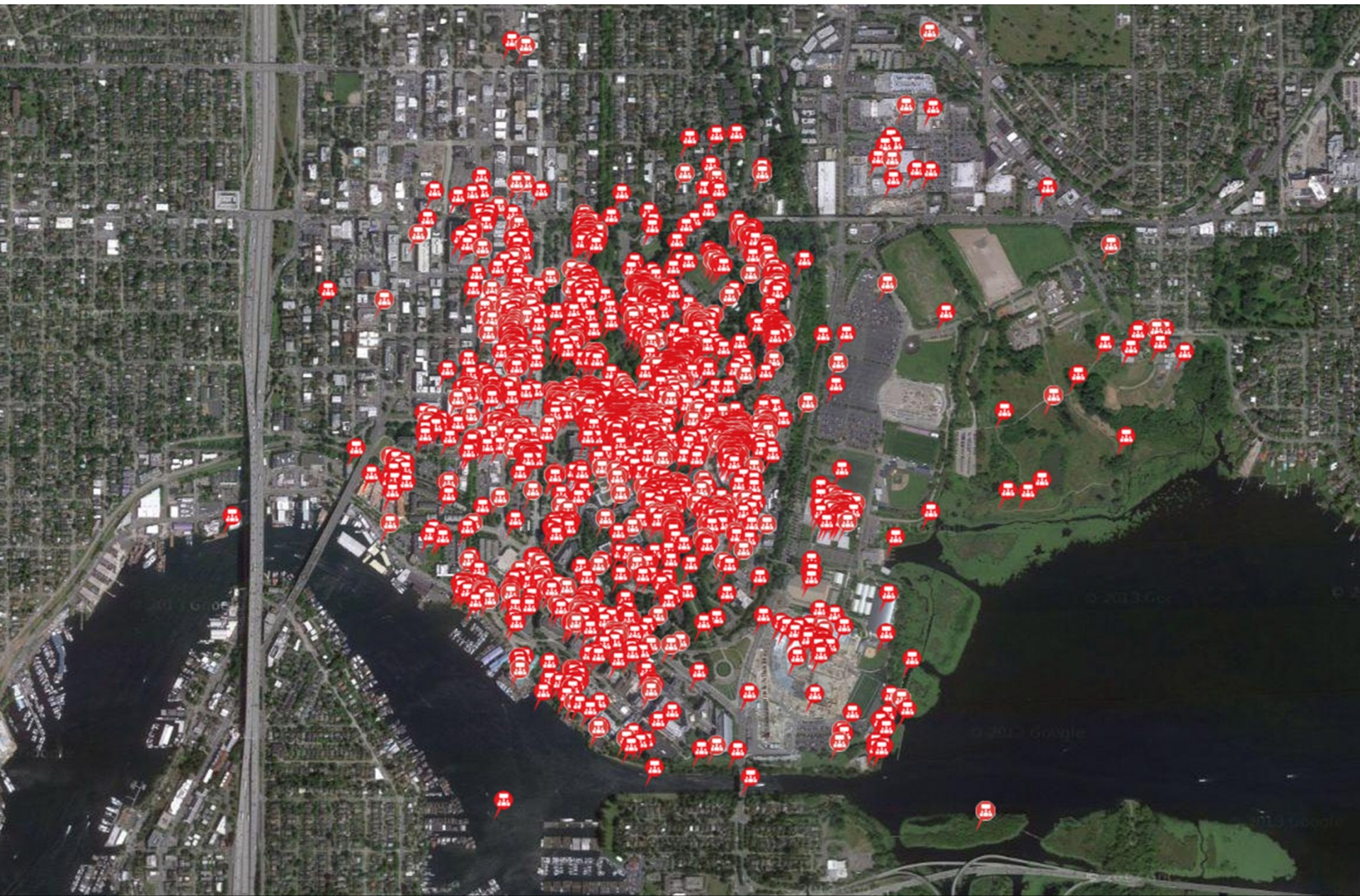
Please identify where you typically ...

**S O C I A L I Z E**





# Socialize :: All Responses





# Socialize :: 475 Comments



The Ave! Where everything happens.

I often run into people here.

I come to the HUB to eat and socialize.

... 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.

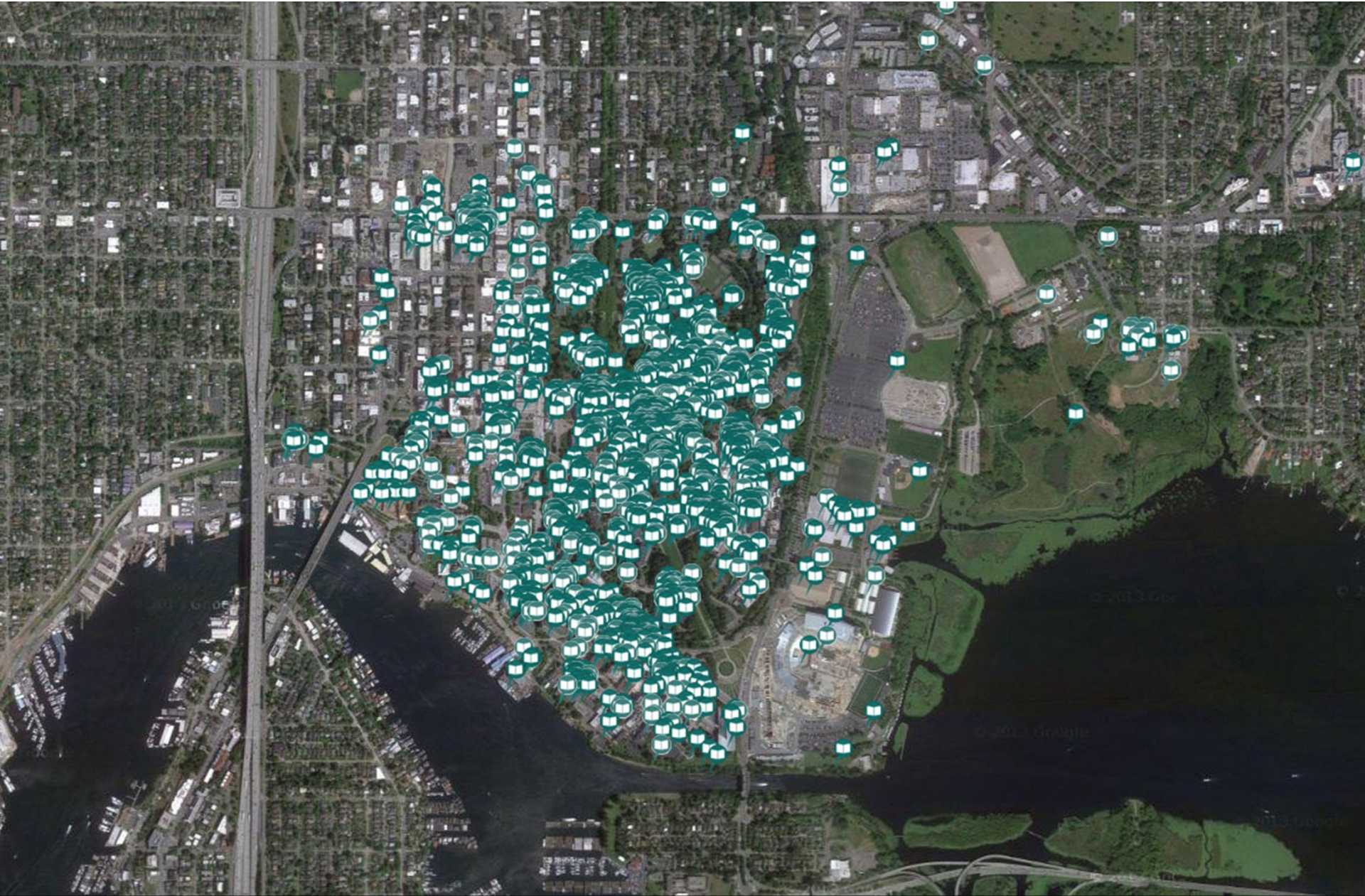


Please identify where you typically ...

**S T U D Y**



# Study / Work :: All Responses





# Study / Work :: 700 Comments



Not enough collaborative work spaces.

By the fireplace. Fireplaces are awesome.

The new renovation makes it very appealing to study and socialize.

When I can, I study outside.

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

Suzzallo and the Allen library are both fantastic!

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.

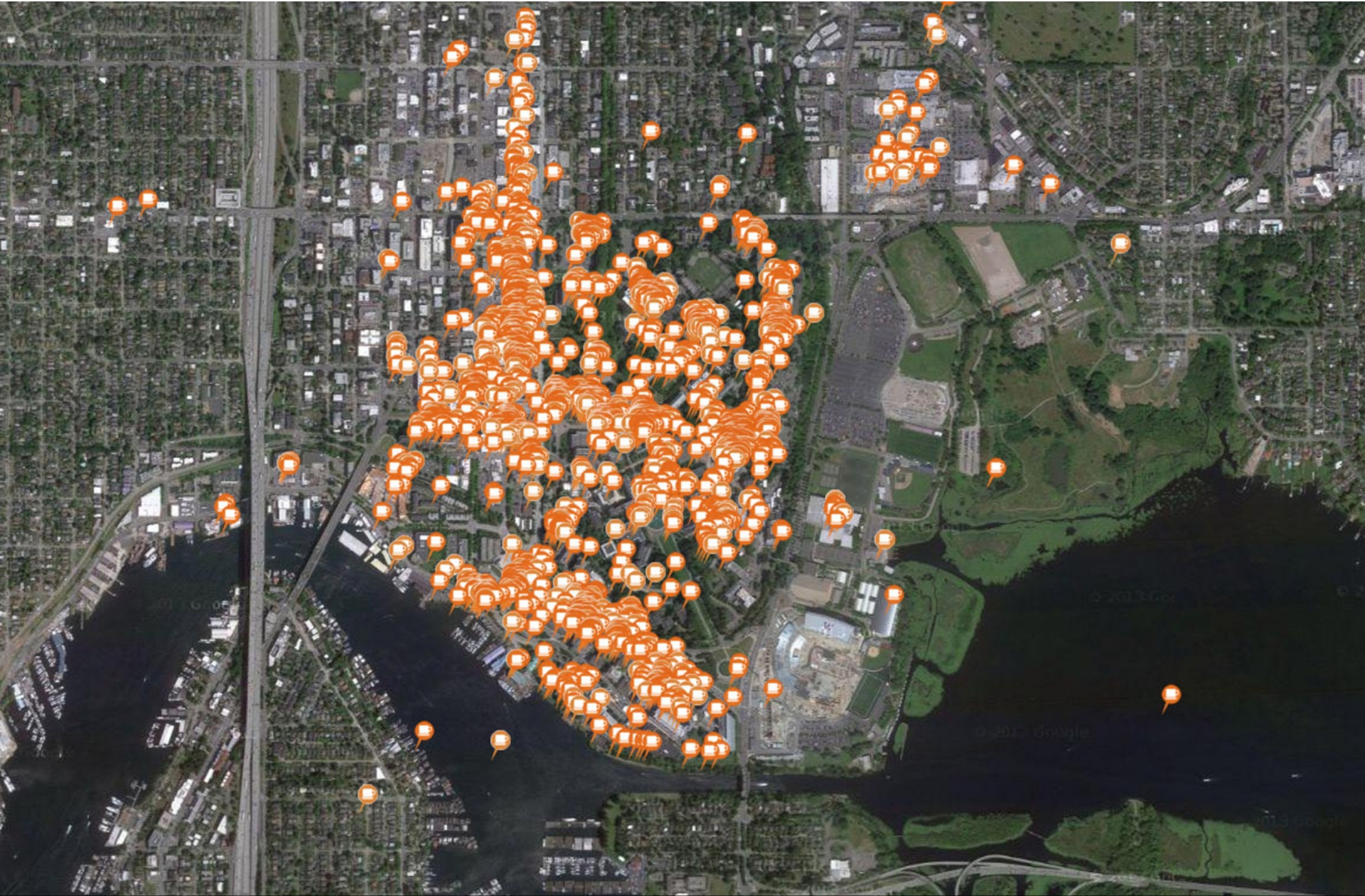


Please identify where you typically ...

**D I N E**

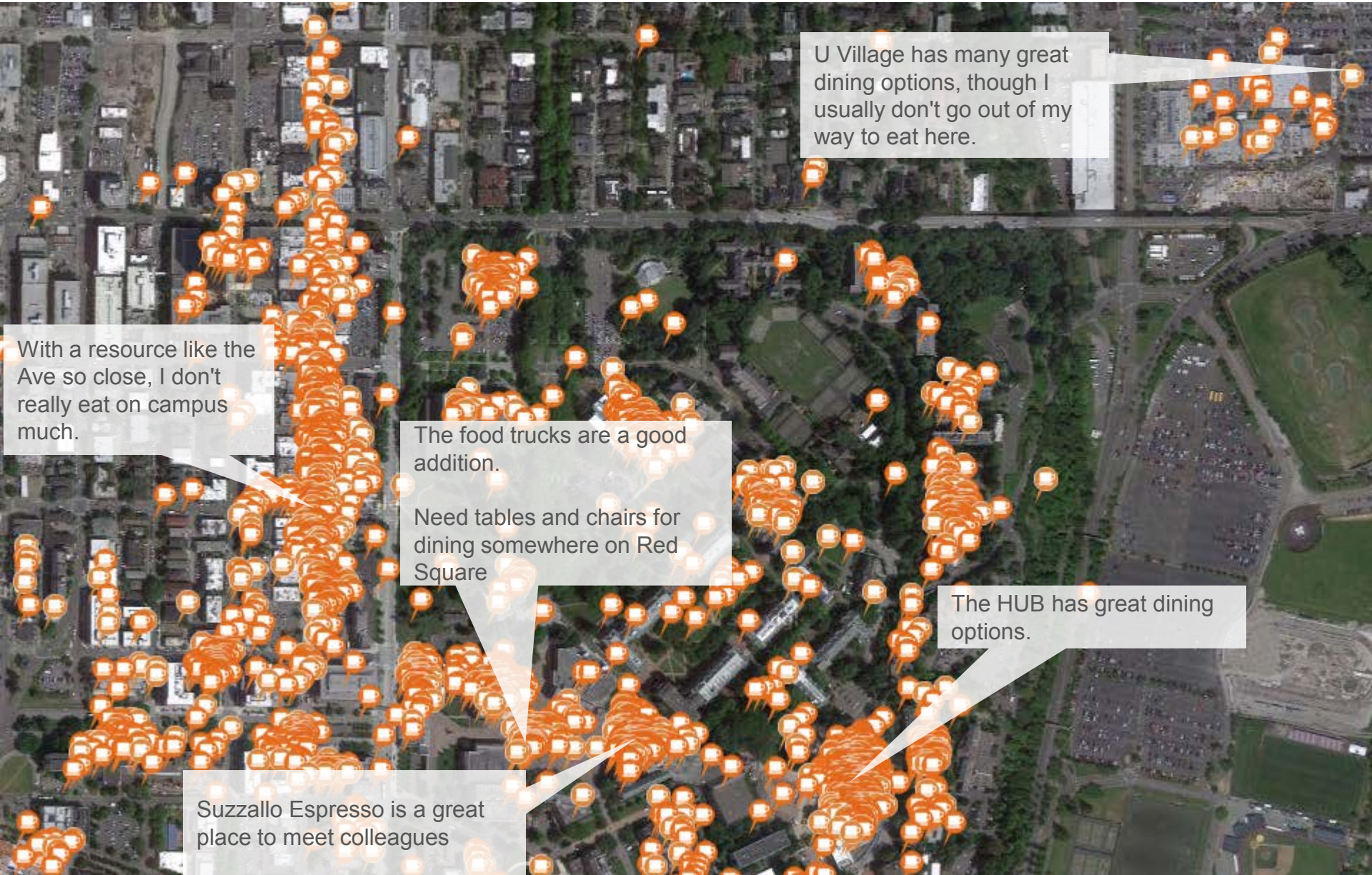


# Dine :: All Responses





# Dine :: 950 Comments



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

The HUB has great dining options.

Suzzallo Espresso is a great place to meet colleagues



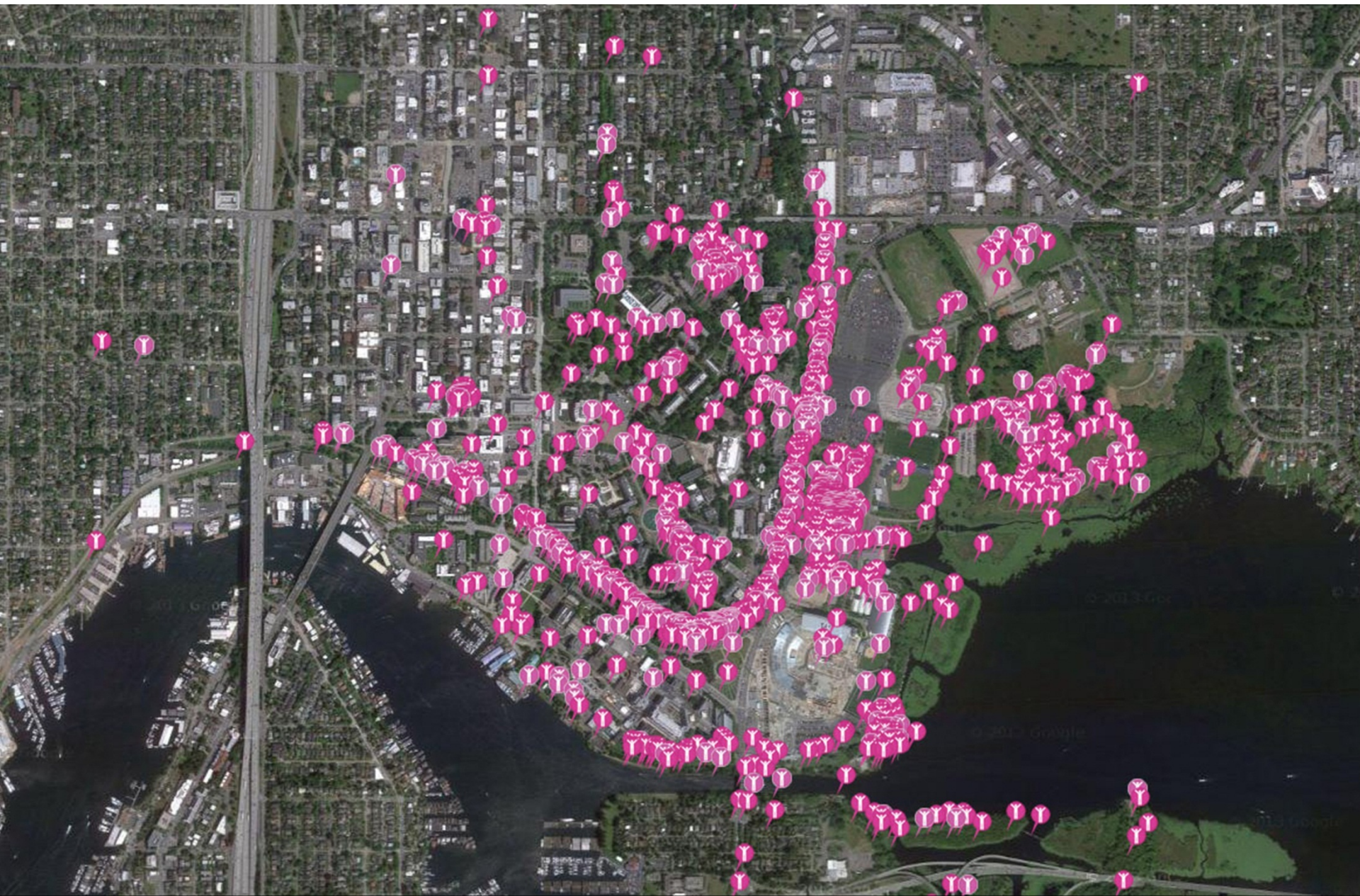


Please identify where you typically ...

**E X E R C I S E**



# Exercise :: All Responses





# Exercise :: 400 Comments



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

Trails are great for walking or jogging.

This marsh is good for bird watching.

We play frisbee here every sunny day.

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

Burke Gilman. Love running, walking and biking here.

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

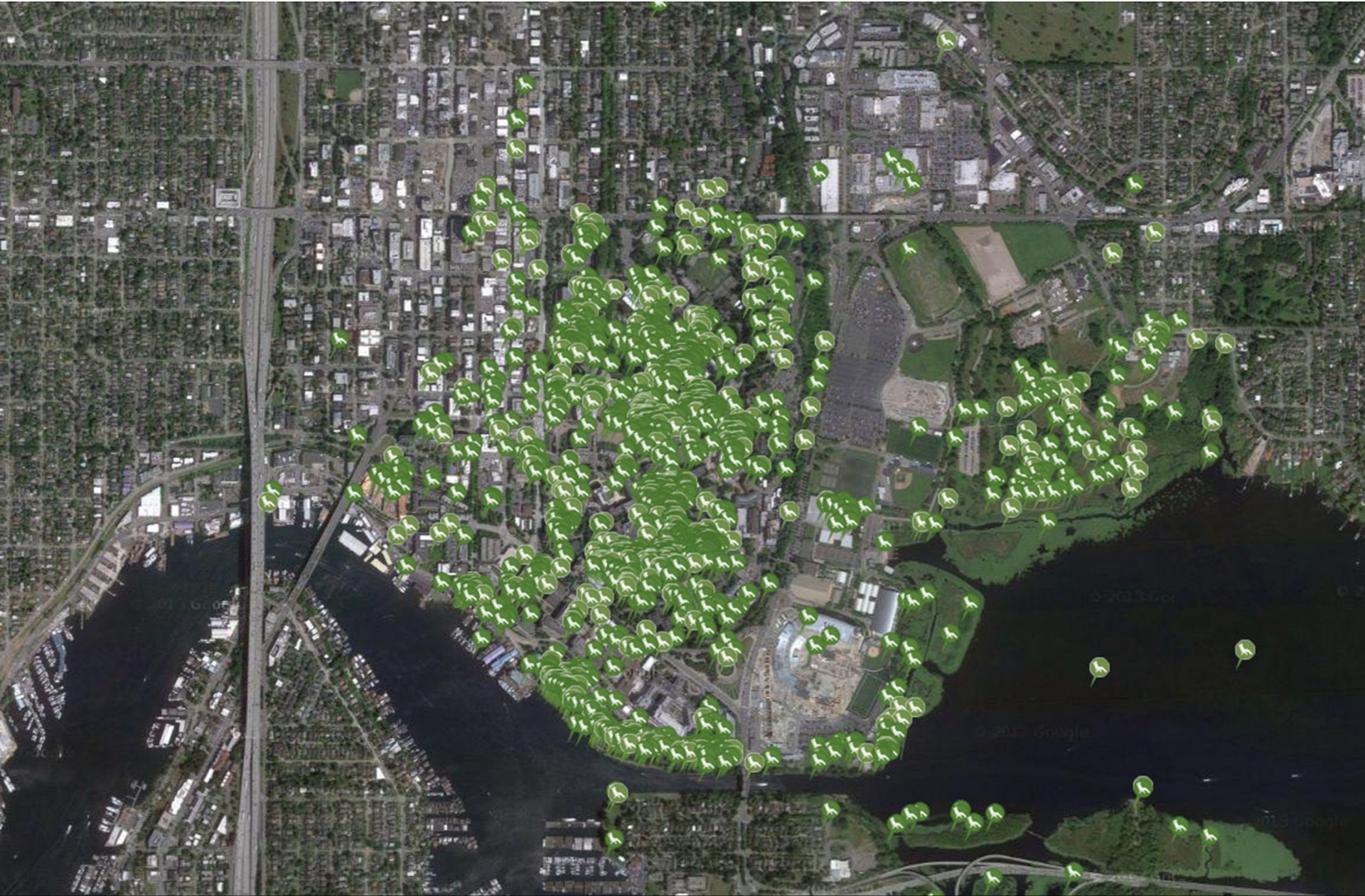


Please identify where you typically go for ...

**R E S P I T E**



# Respite :: All Responses





# Respite :: 450 Comments

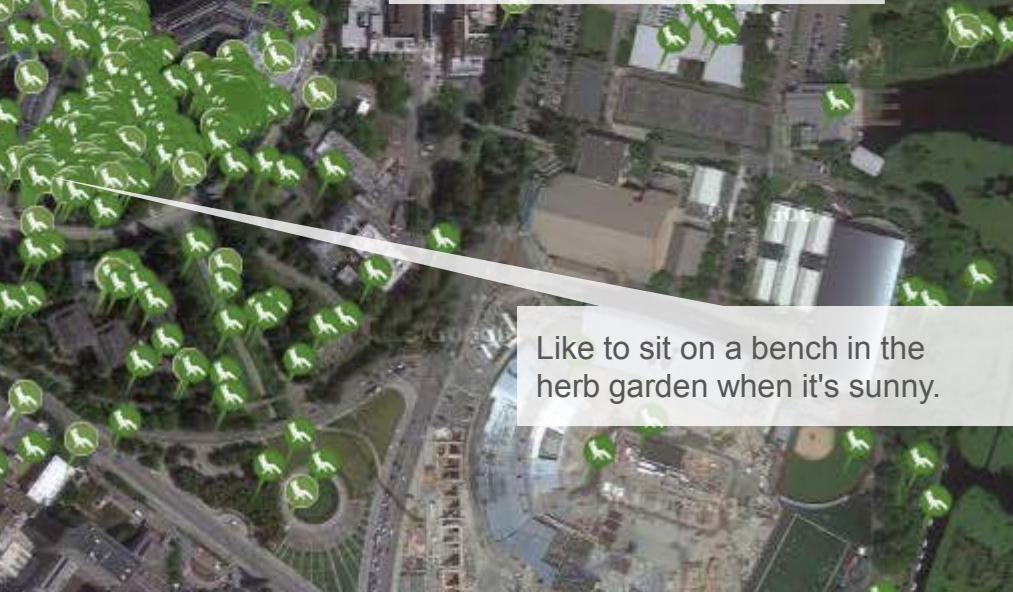
Sometimes I bring lunch over here from the Ave. The benches here are great and maybe a couple more would be useful.



Quiet place to eat, look and breath.



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.

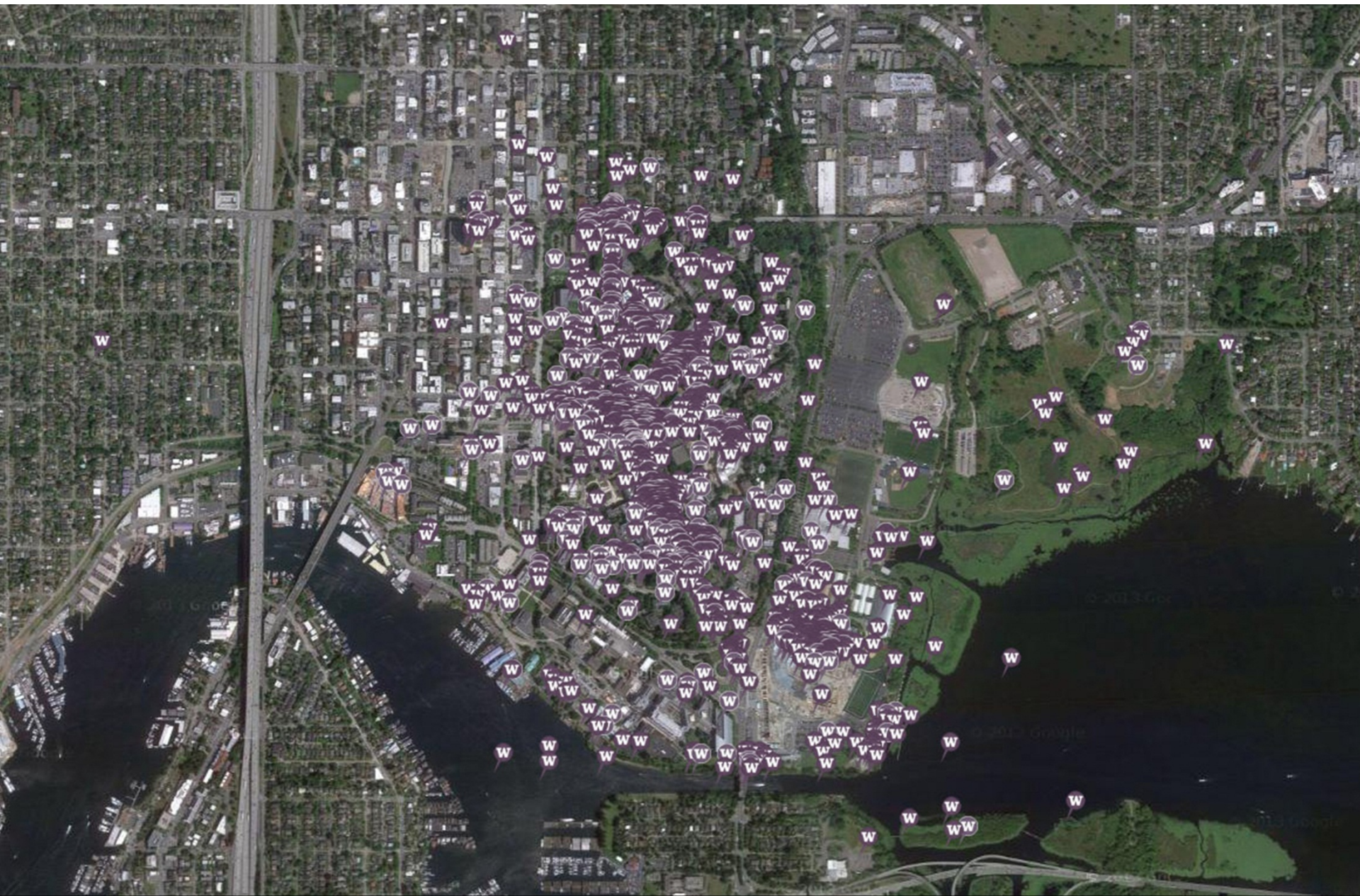


Please identify places you consider ...

**I C O N I C**



# Iconic :: All Responses







# Iconic :: 630 Comments



Cherry blossoms in the spring!

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.

Nothing beats the view of the mountain over the fountain on a clear day.

Iconic and beautiful.

One of the best stadiums in the nation.

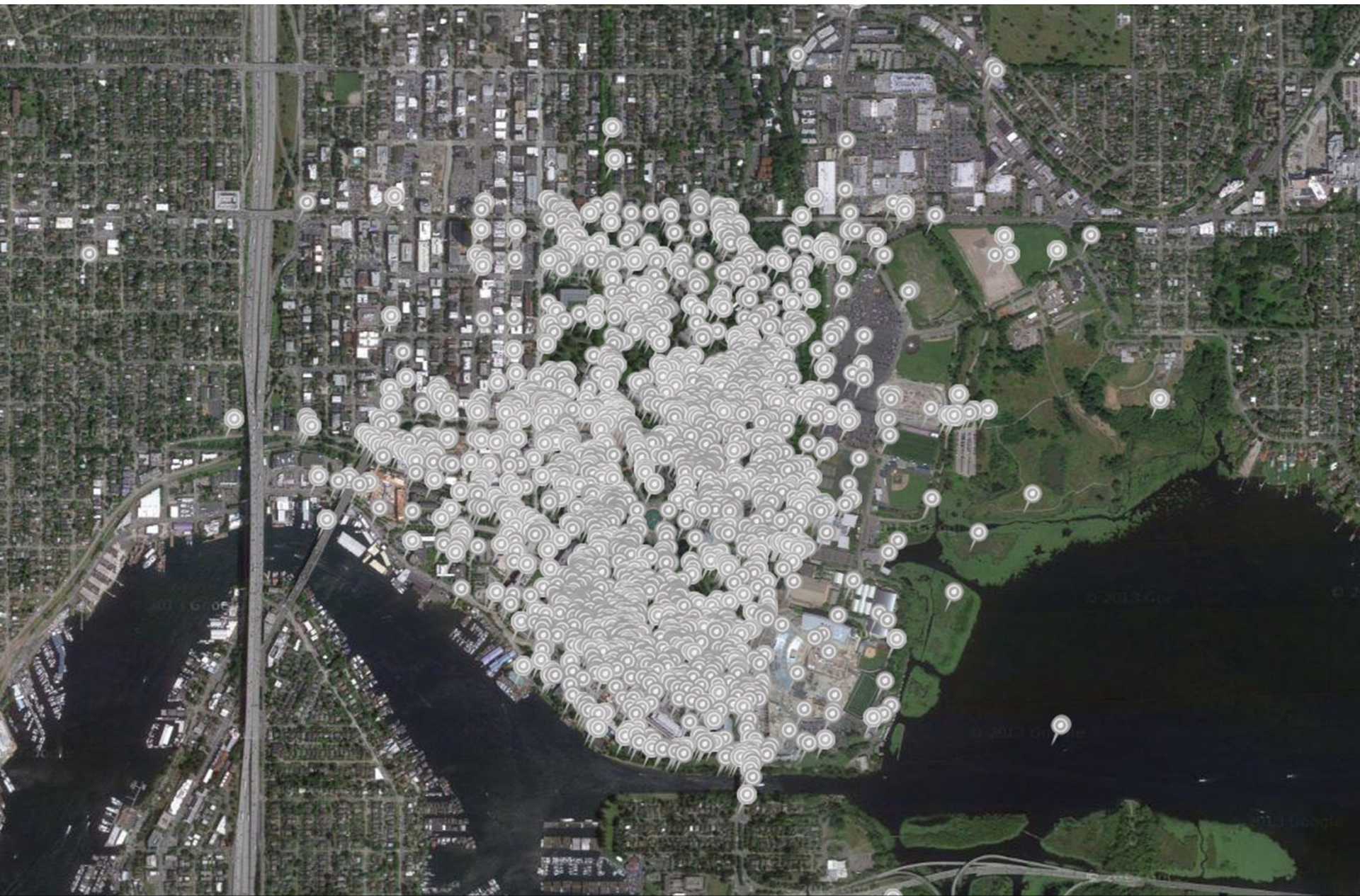


Please identify areas that are difficult to ...

**N A V I G A T E**



# Navigate :: All Responses





# Navigate :: 816 Comments



THIS IS SUPER DANGEROUS.

Padelford is a maze.

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.

Health Sciences is a labyrinth.

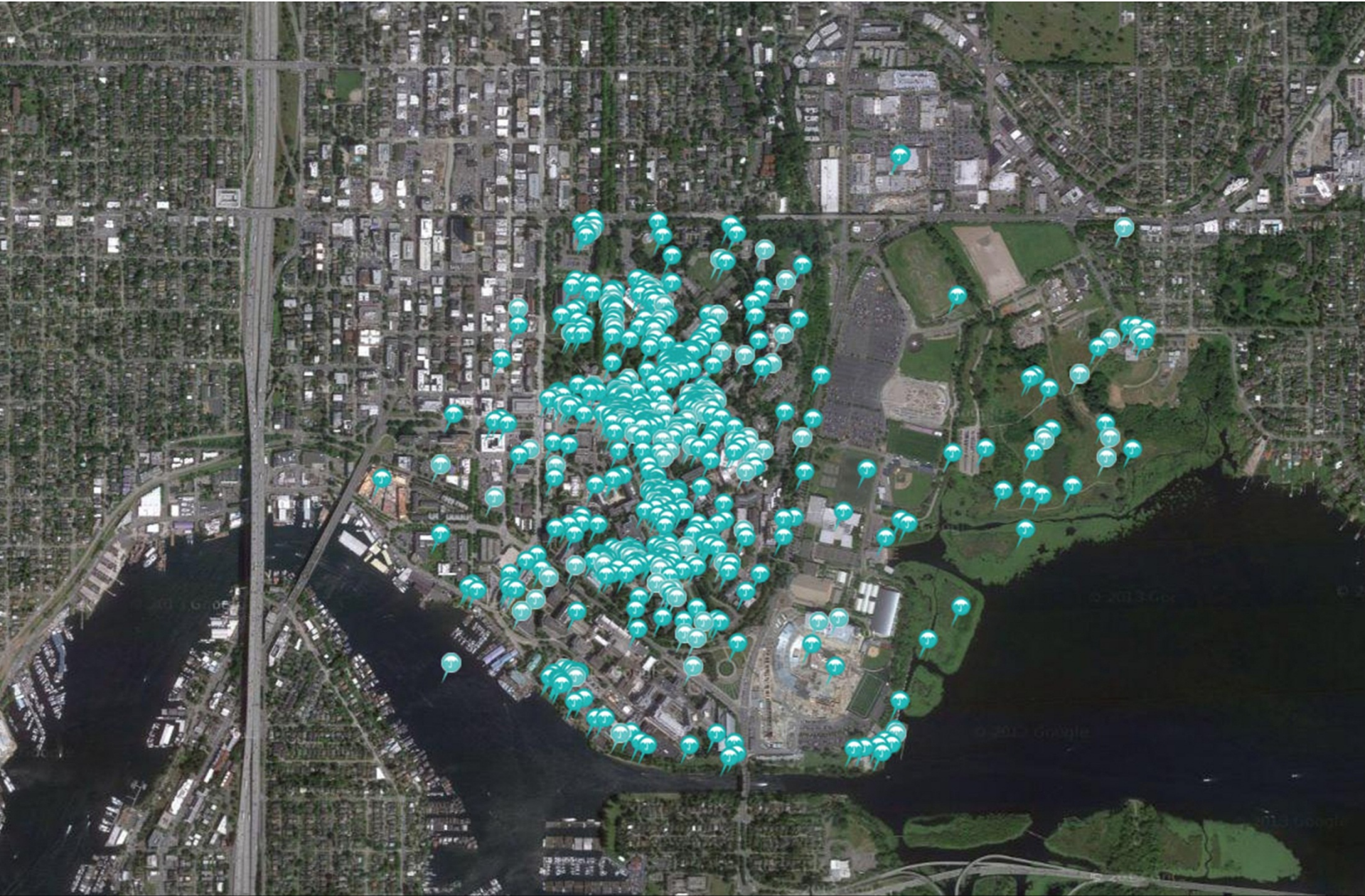


Please identify where you go when it's ...

**R A I N I N G**



# Raining :: All Responses





# Raining :: 125 Comments



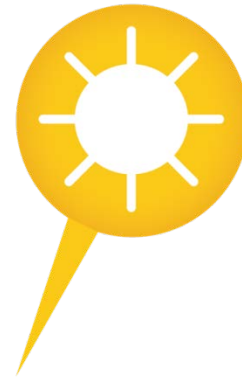
The hall of trees makes it not only drier, but more beautiful.

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.



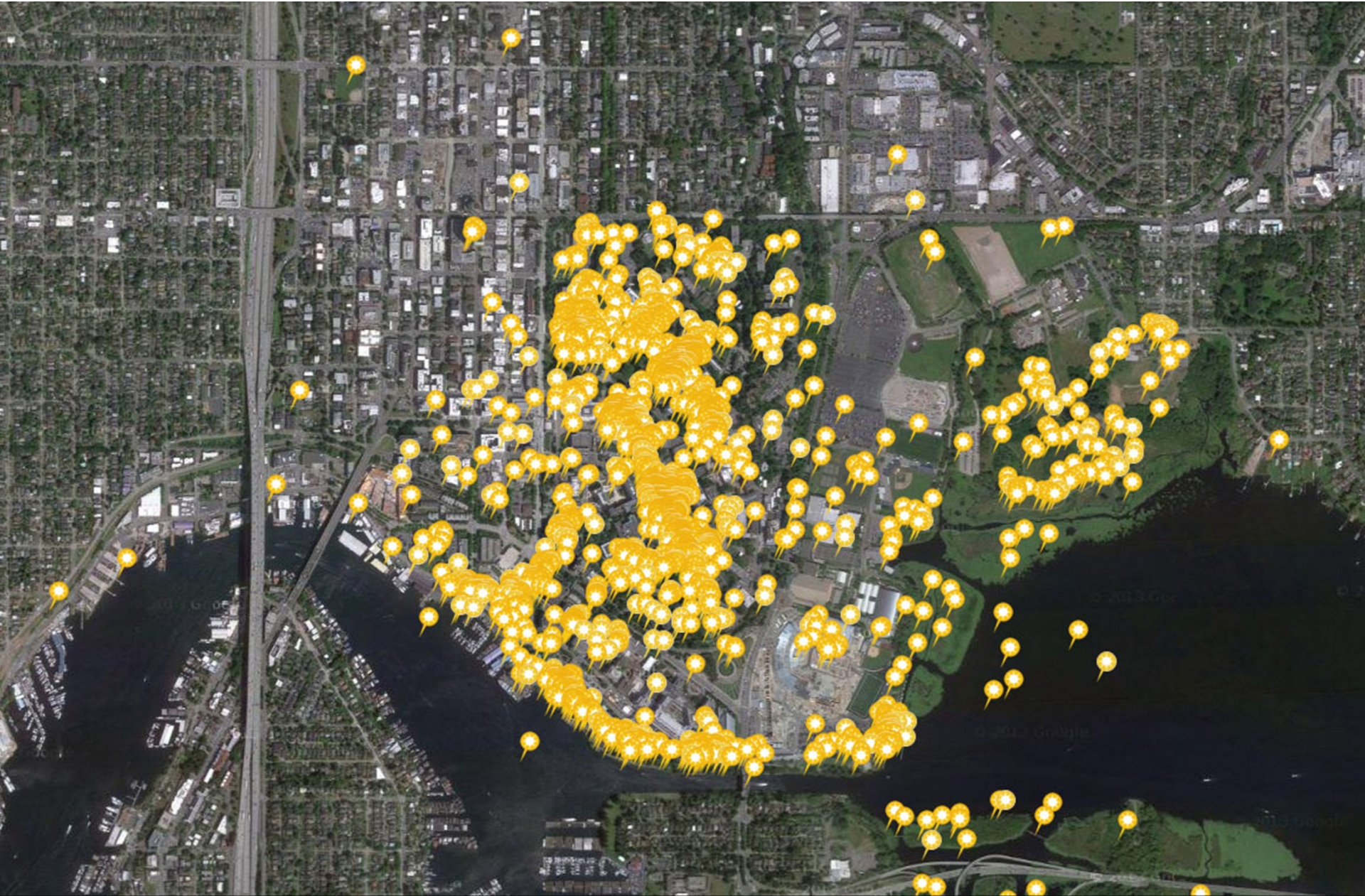
Please identify where you go when there's ...

**S U N S H I N E**



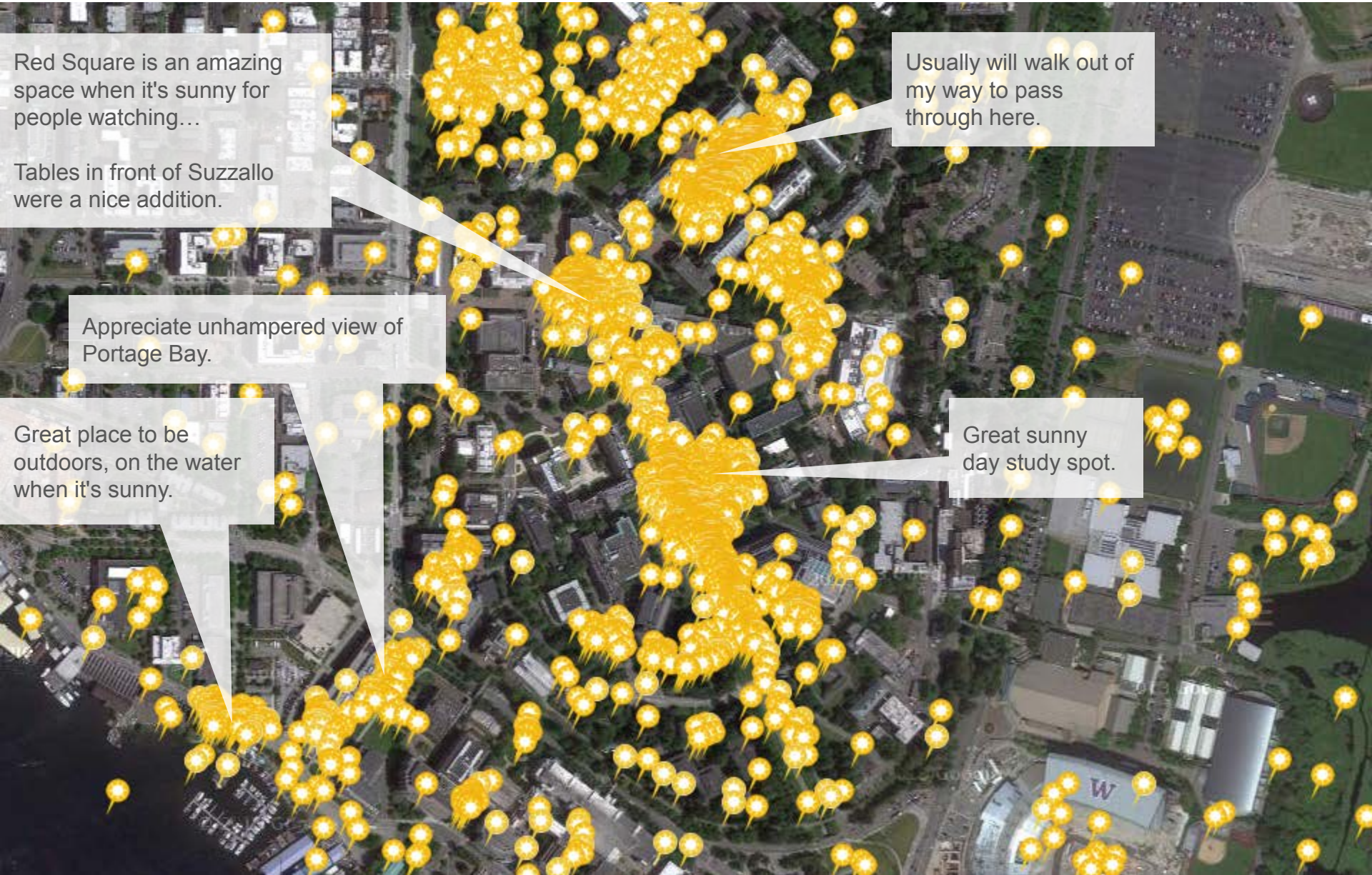


# Sunny :: All Responses





# Sunny :: 395 Comments



Red Square is an amazing space when it's sunny for people watching...

Tables in front of Suzzallo were a nice addition.

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.

Great sunny day study spot.

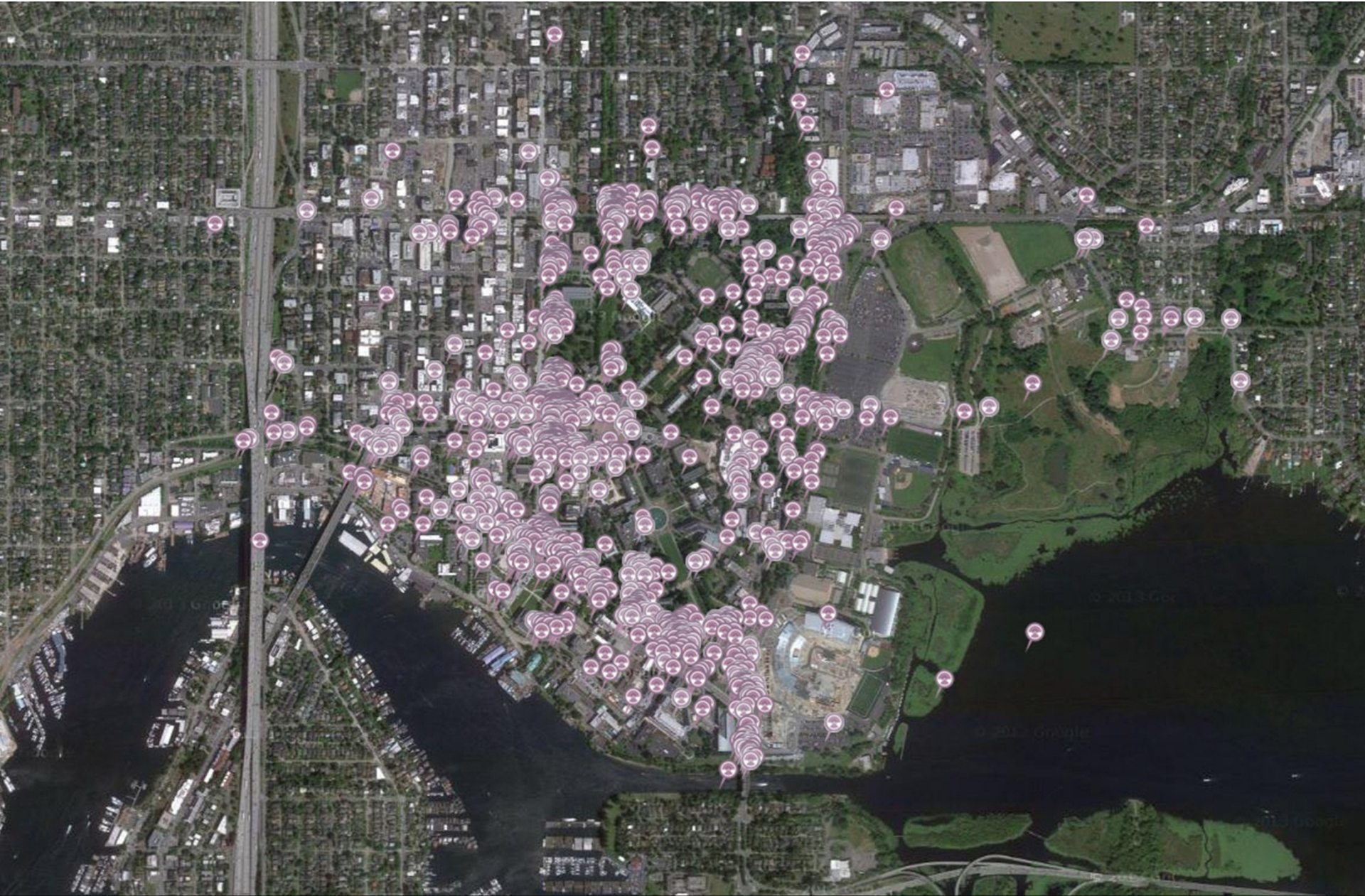


Please identify areas you consider to be campus ...

**G A T E W A Y S**



# Gateway :: All Responses





# Gateway :: 520 Comments



Any to/and from UW Tower uses this entry.

Memorial Drive is beautiful!

When I come by Metro bus, I enter here.

If I drive

Enter here when I take the bus to work.

Enter campus on the Burke right here.



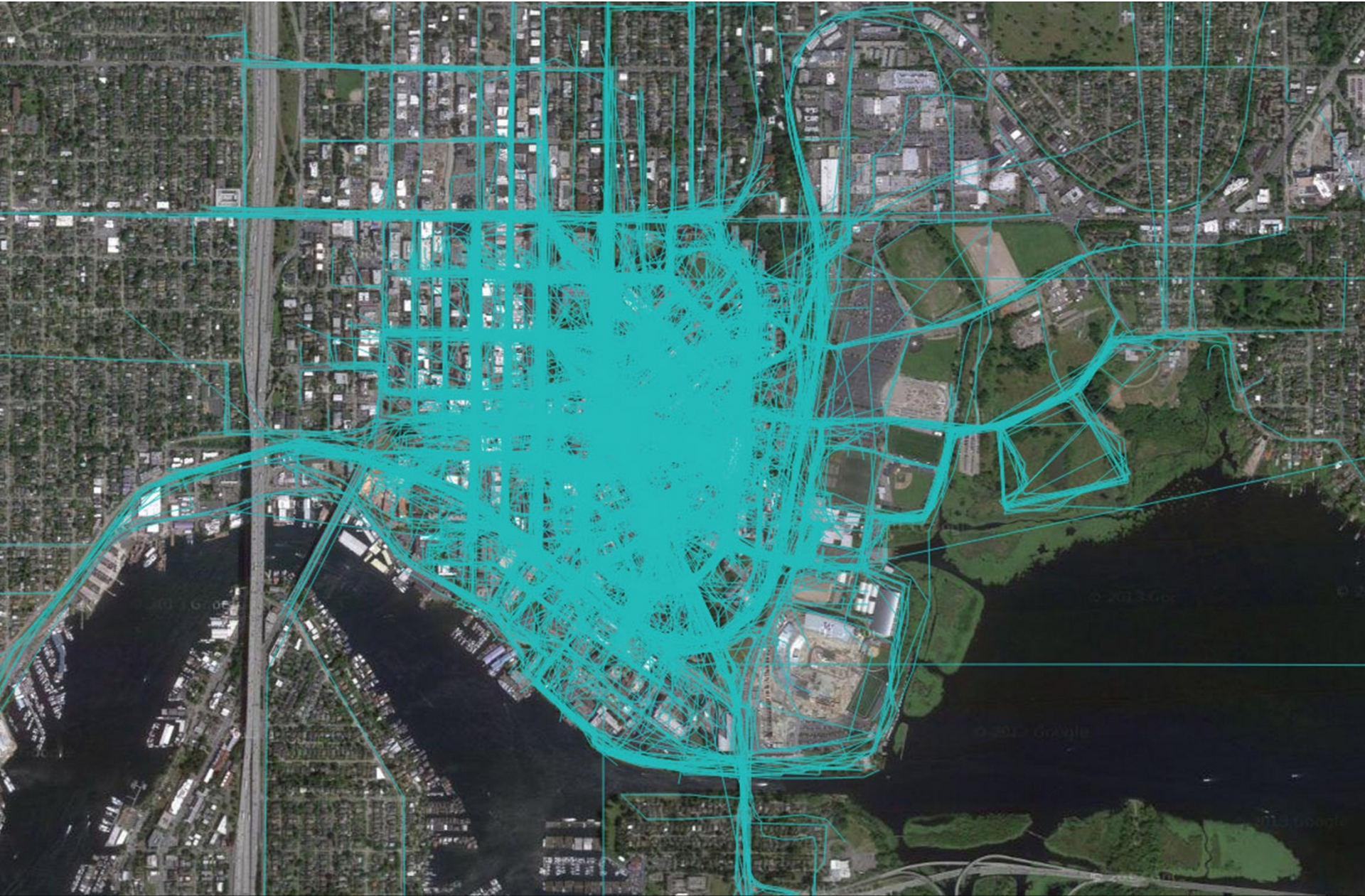
Please identify your typical routes for ...

**W A L K I N G**





# Walking :: All Responses





Please identify your typical routes for ...

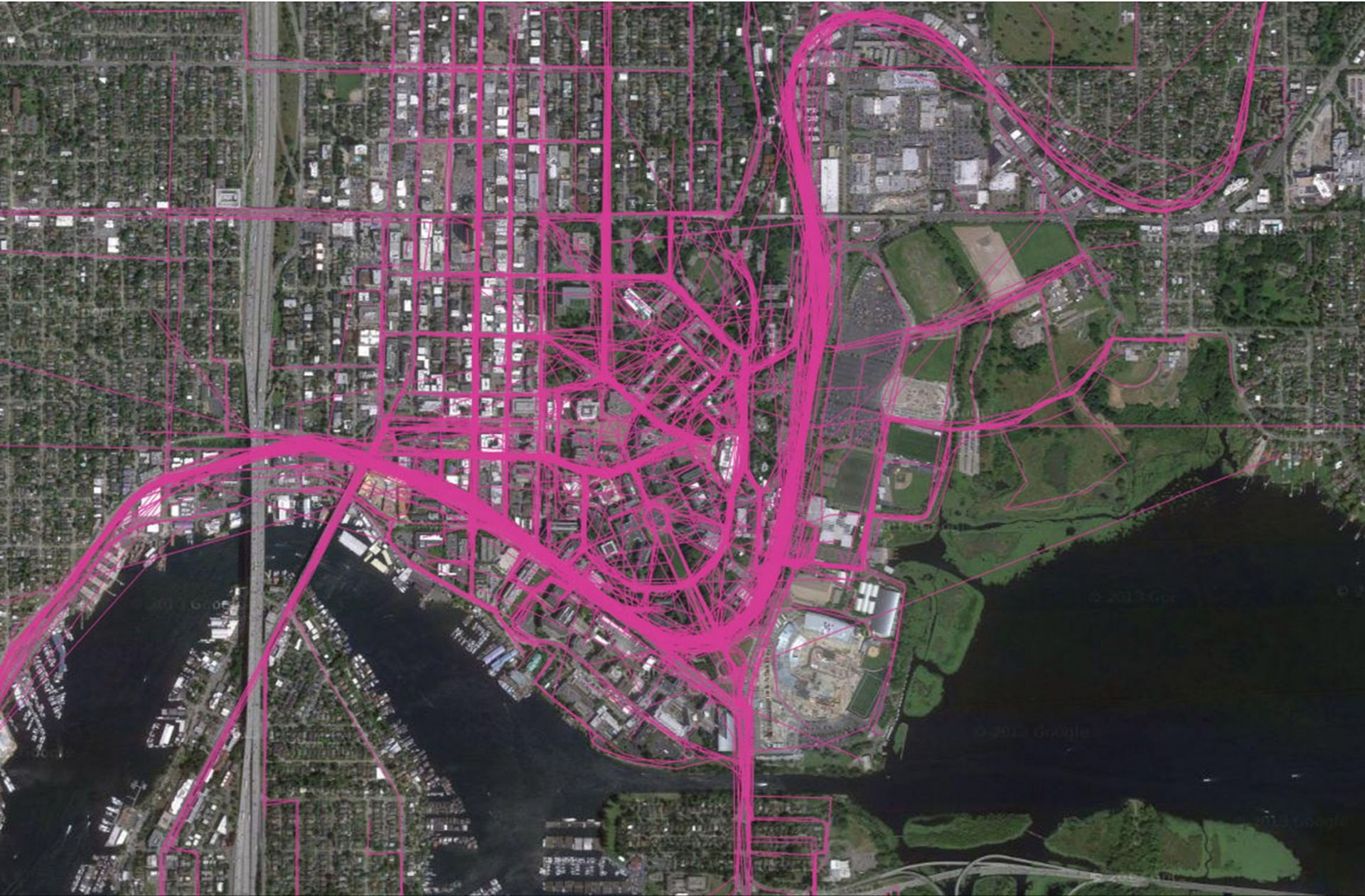
**B I K I N G**







# Biking :: All Responses





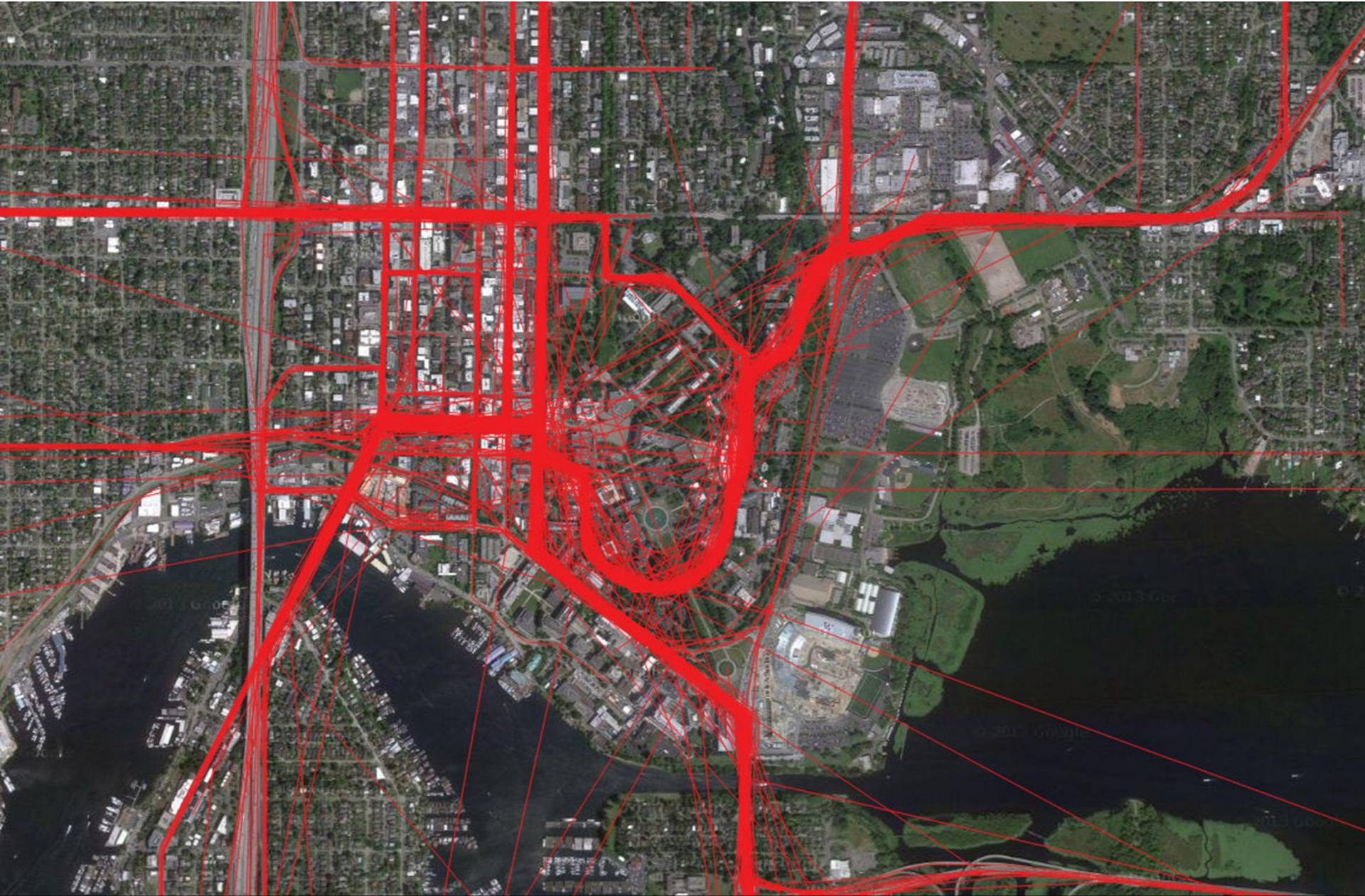
Please identify your typical routes for ...

**T R A N S I T**





# Transit :: All Responses





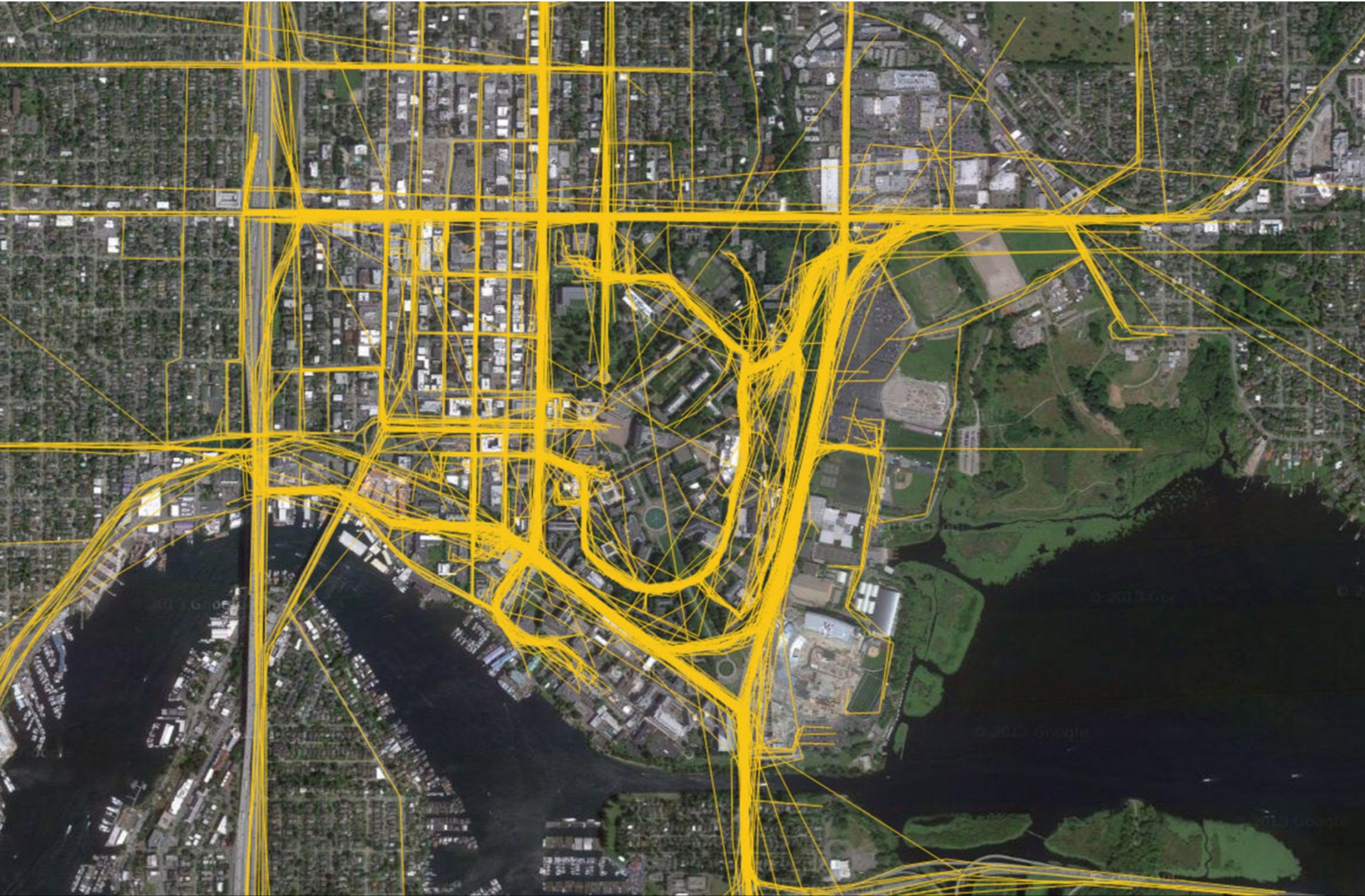
Please identify your typical routes for ...

**D R I V I N G**





# Driving :: All Responses





Please identify your typical routes for ...

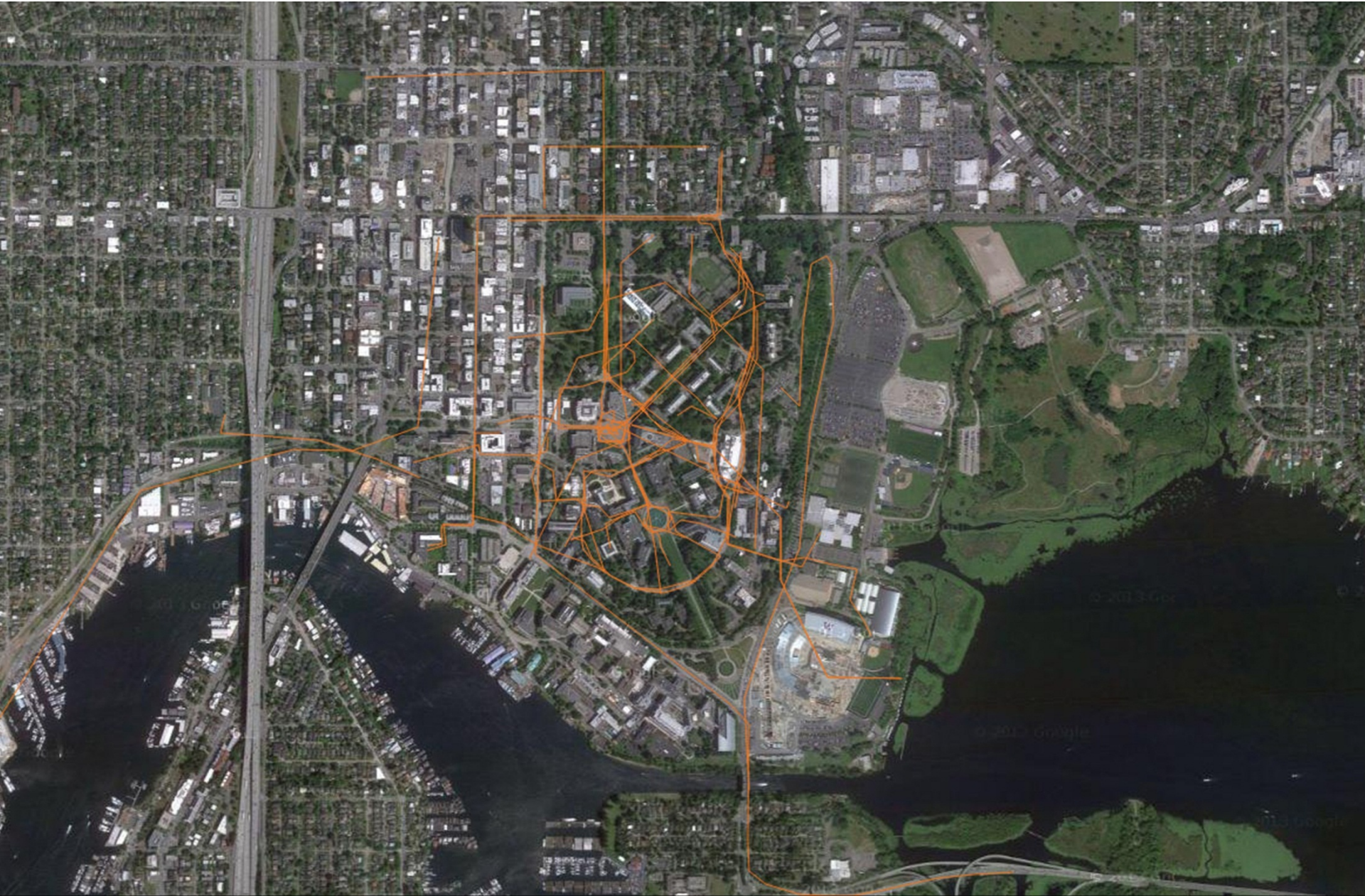
**S C O O T E R I N G /**

**S K A T E B O A R D I N G**





# Scooter / Skateboard :: All Responses





Please identify your typical routes for ...

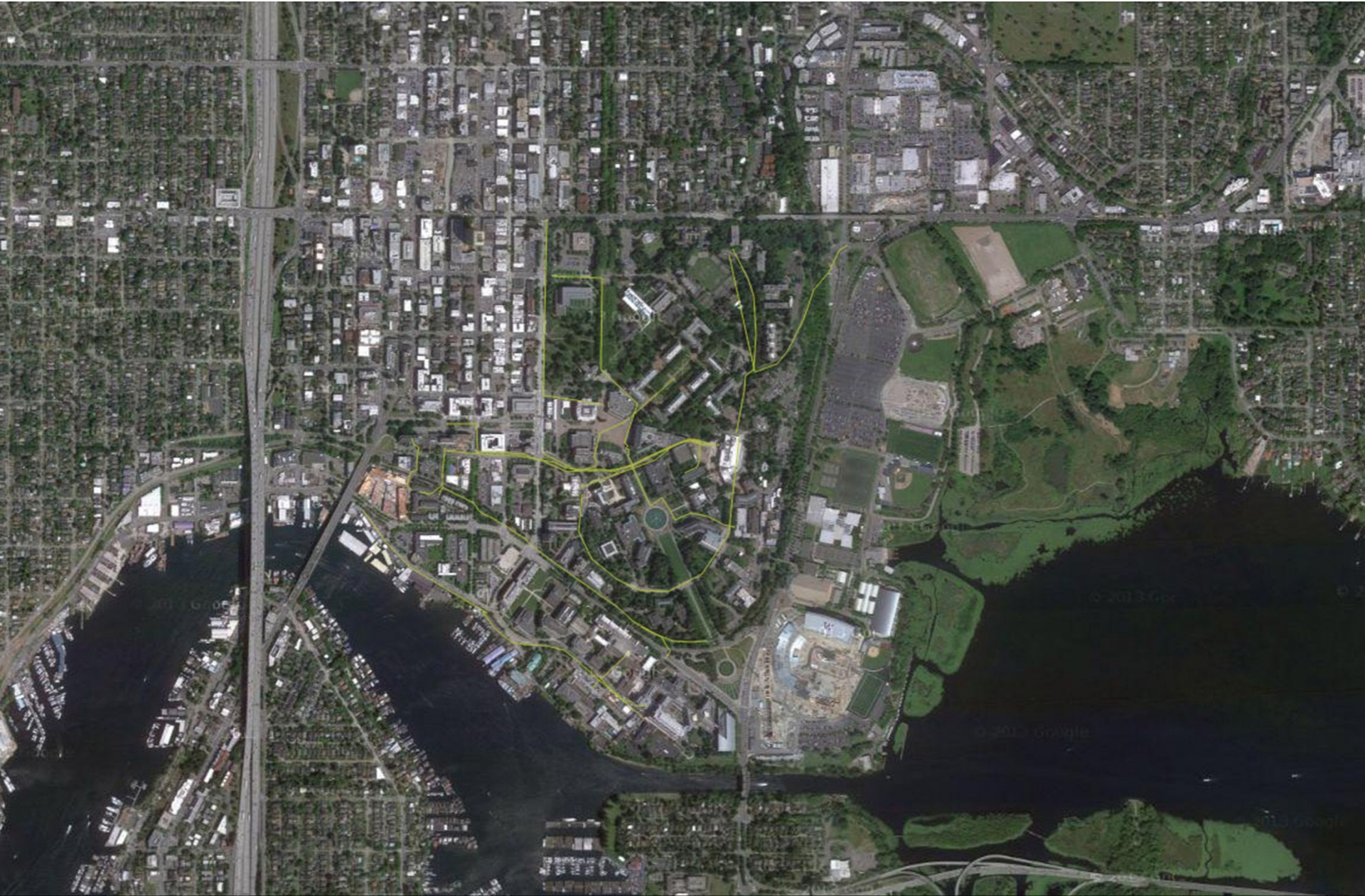
**W H E E L C H A I R S**







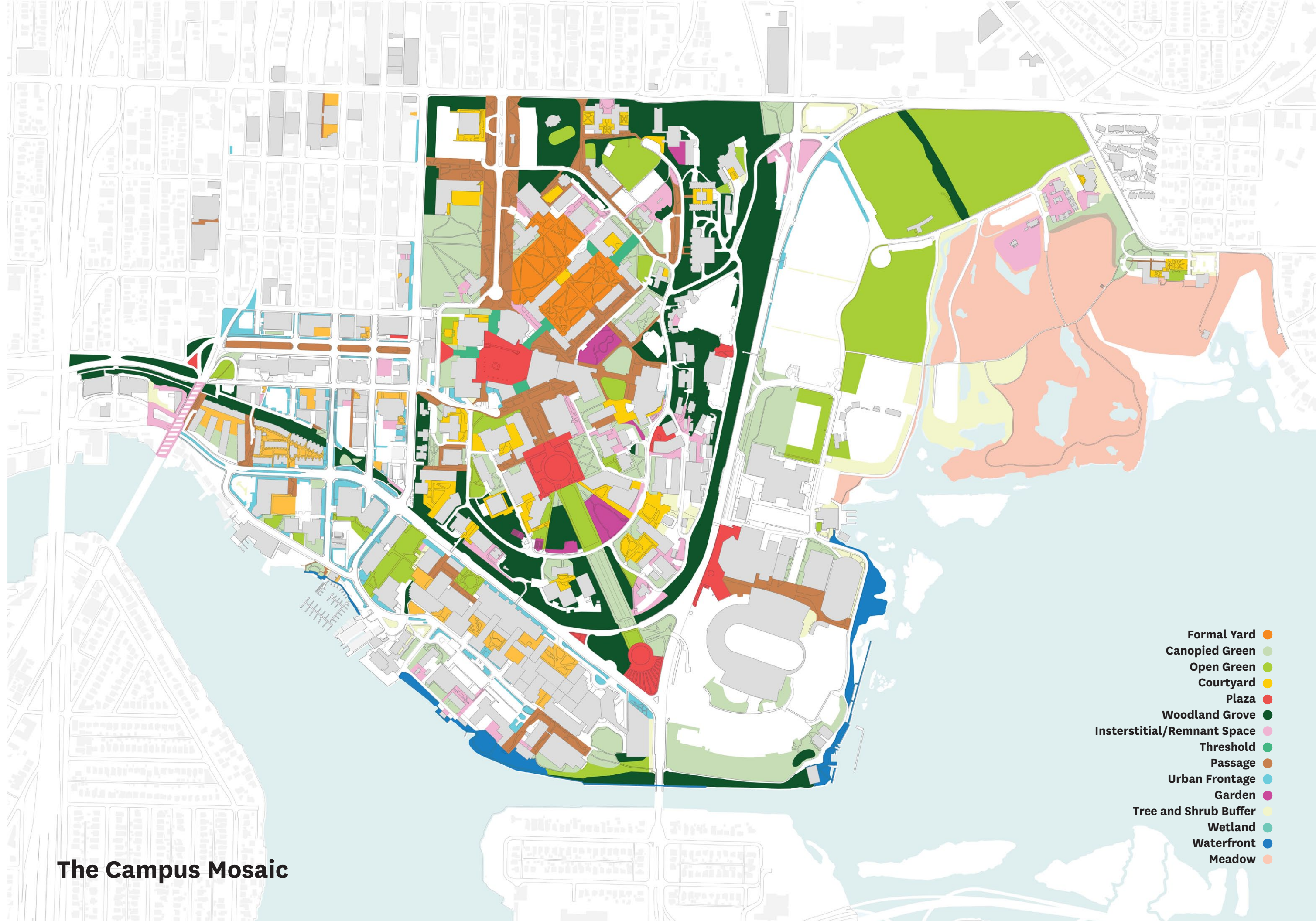
# Scooter / Skateboard :: All Responses



**University of Washington  
Landscape Framework  
UW Architectural Commission**

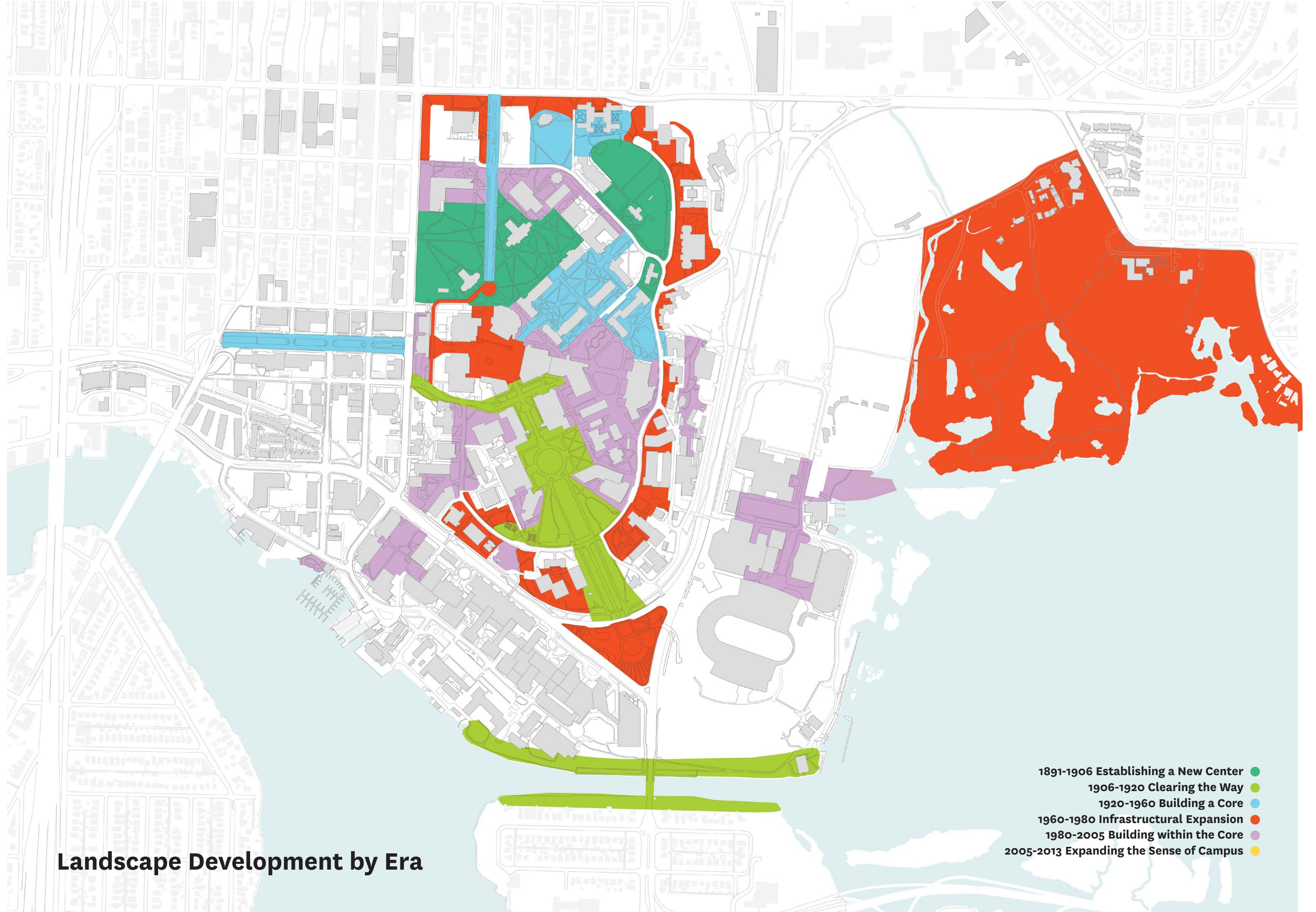
**Michael Van Valkenburgh Associates, INC., Landscape Architects**

**9 December 2013**



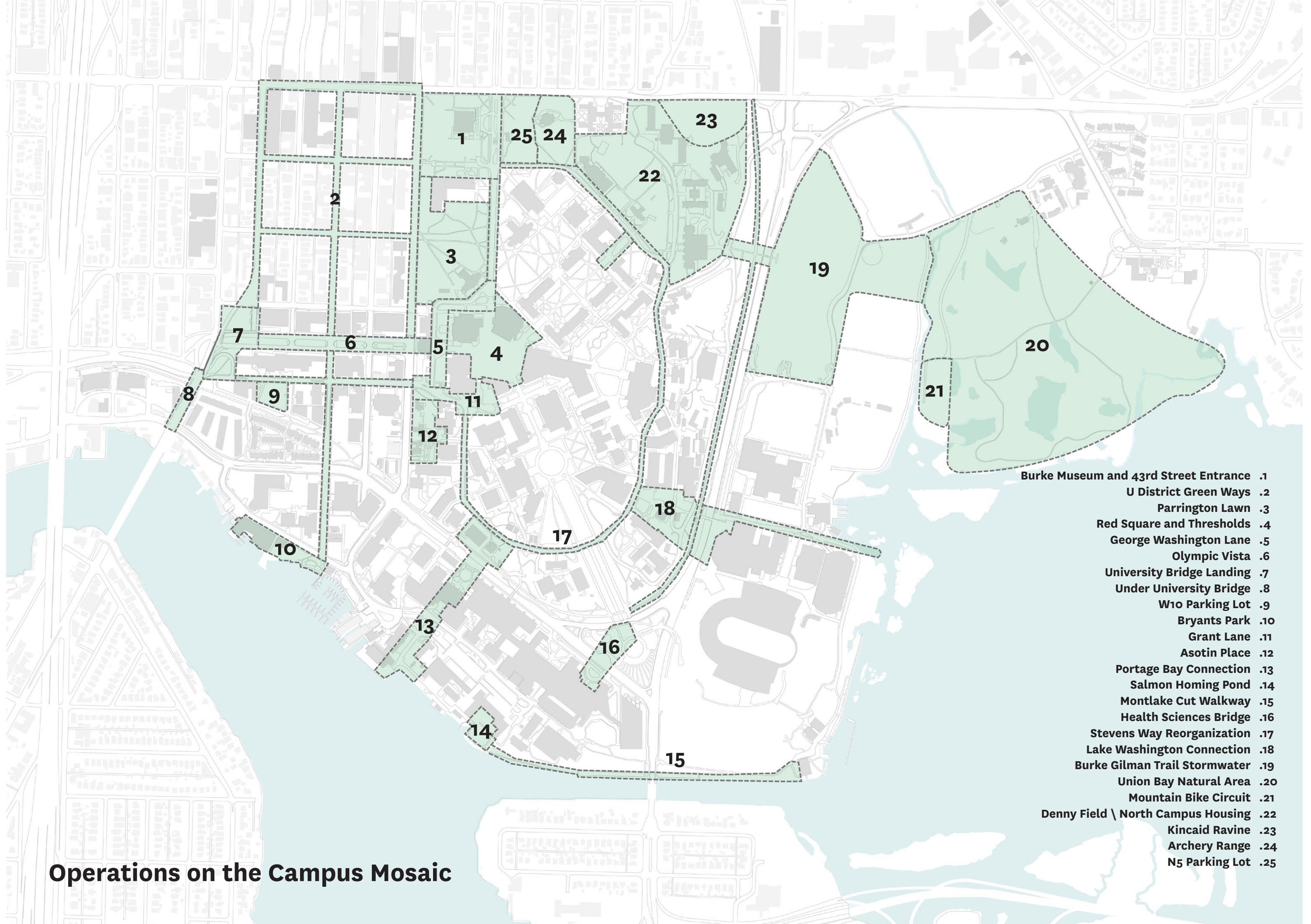
# The Campus Mosaic

- Formal Yard
- Canopied Green
- Open Green
- Courtyard
- Plaza
- Woodland Grove
- Interstitial/Remnant Space
- Threshold
- Passage
- Urban Frontage
- Garden
- Tree and Shrub Buffer
- Wetland
- Waterfront
- Meadow



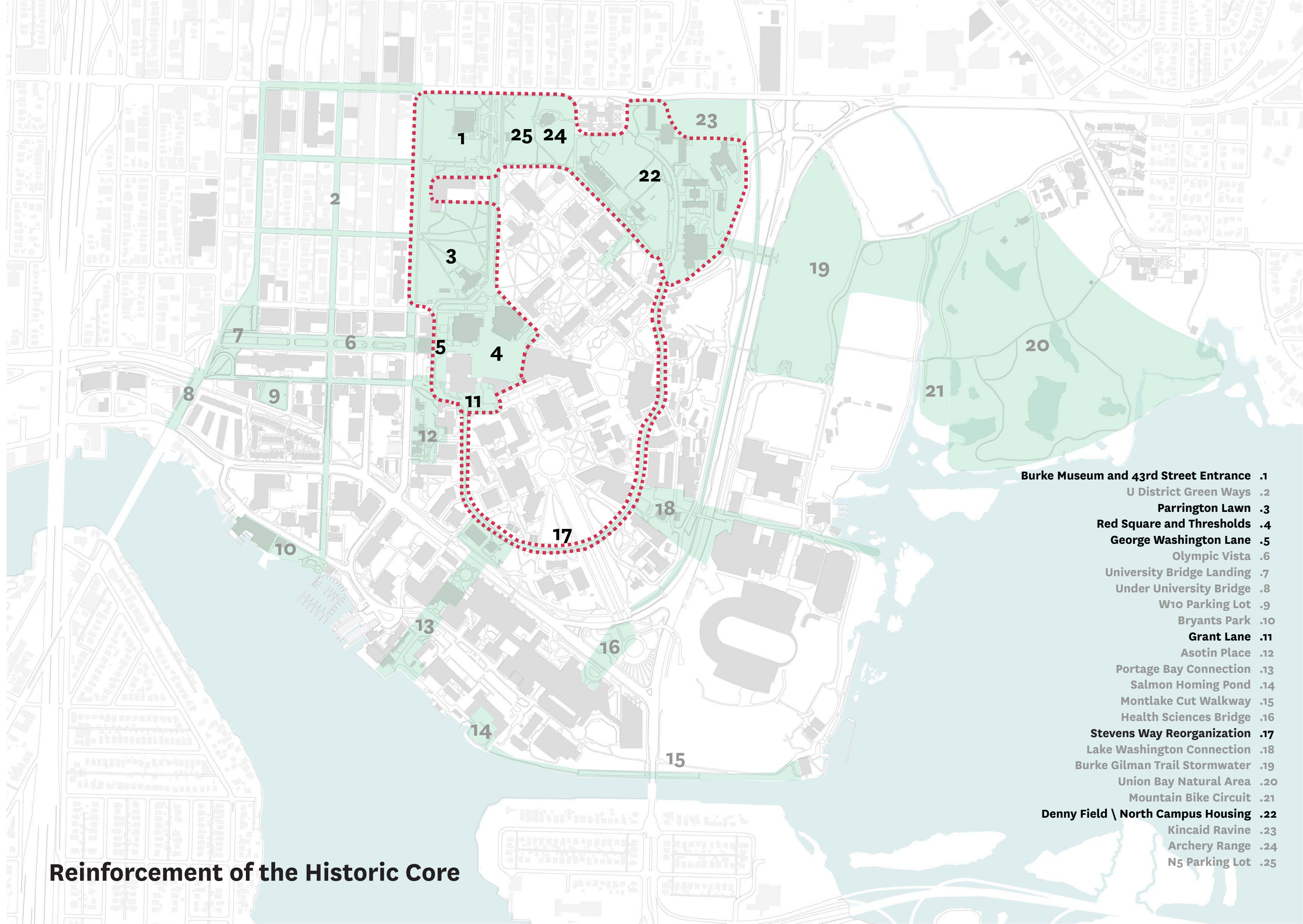
**Landscape Development by Era**

- 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 ●



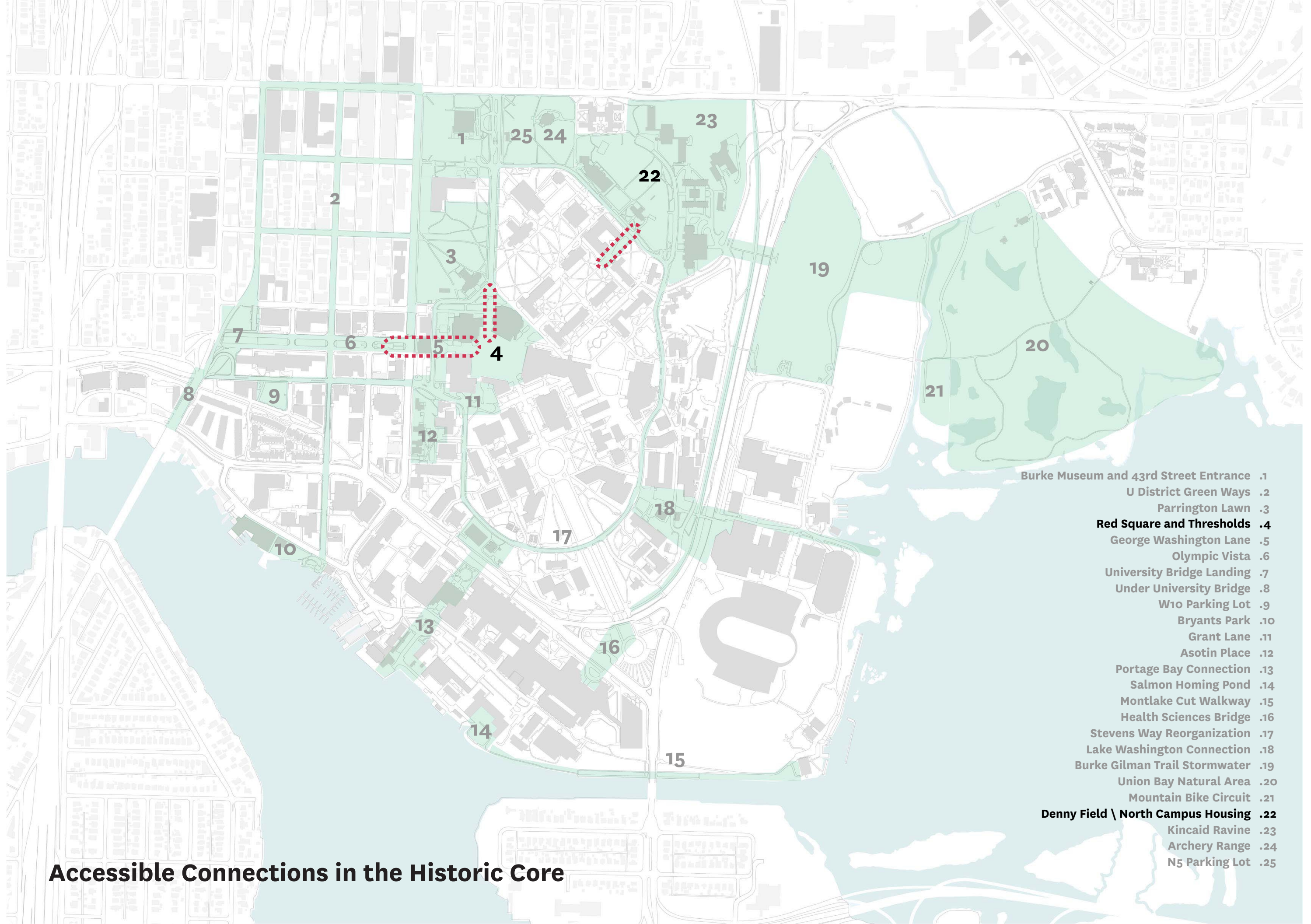
- Burke Museum and 43rd Street Entrance .1
- U District Green Ways .2
- Parrington Lawn .3
- Red Square and Thresholds .4
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- Mountain Bike Circuit .21
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- Kincaid Ravine .23
- Archery Range .24
- N5 Parking Lot .25

**Operations on the Campus Mosaic**



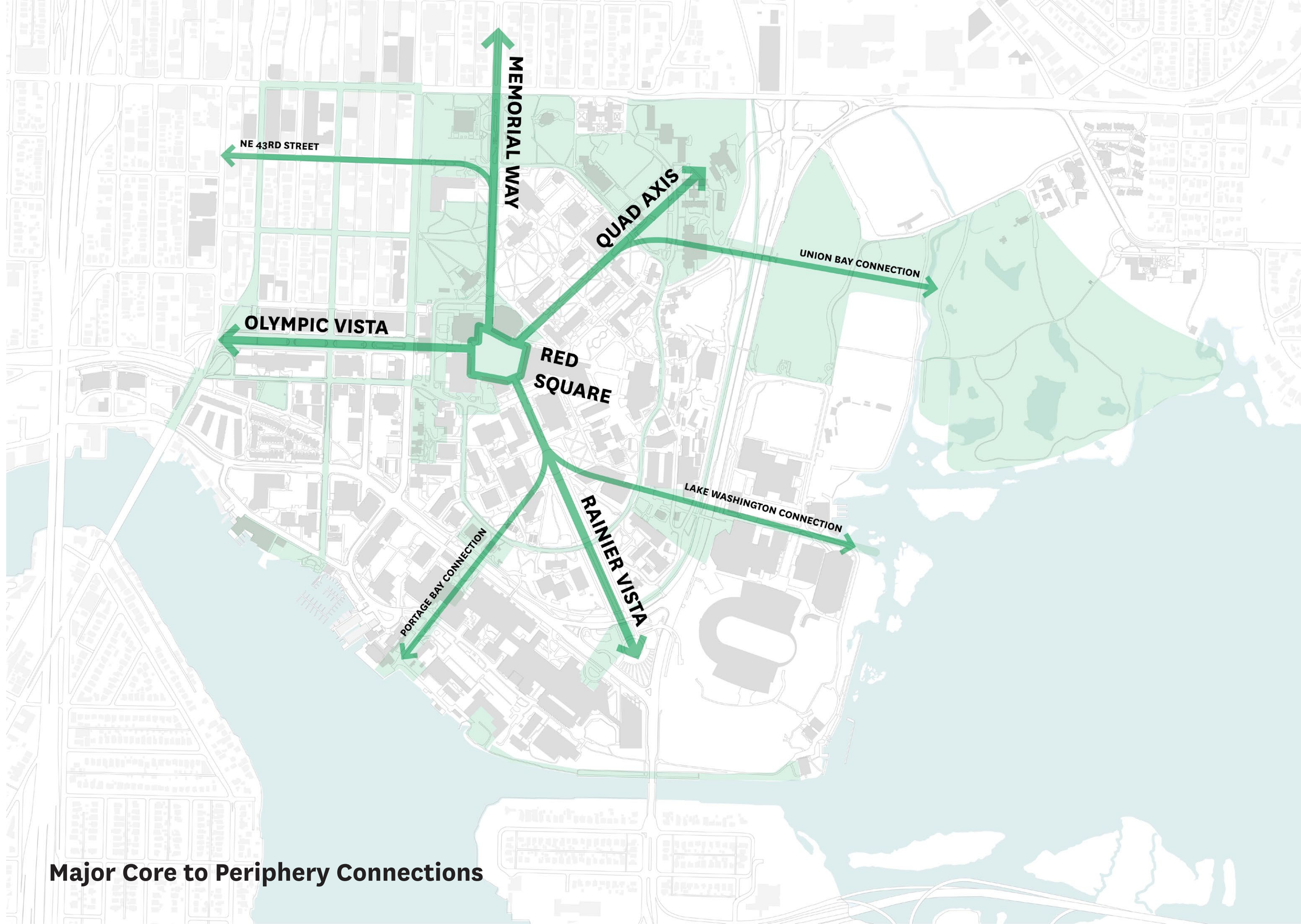
**Reinforcement of the Historic Core**

- Burke Museum and 43rd Street Entrance** .1
- U District Green Ways .2
- Parrington Lawn** .3
- Red Square and Thresholds** .4
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**Accessible Connections in the Historic Core**



**MEMORIAL WAY**

**NE 43RD STREET**

**QUAD AXIS**

**UNION BAY CONNECTION**

**OLYMPIC VISTA**

**RED SQUARE**

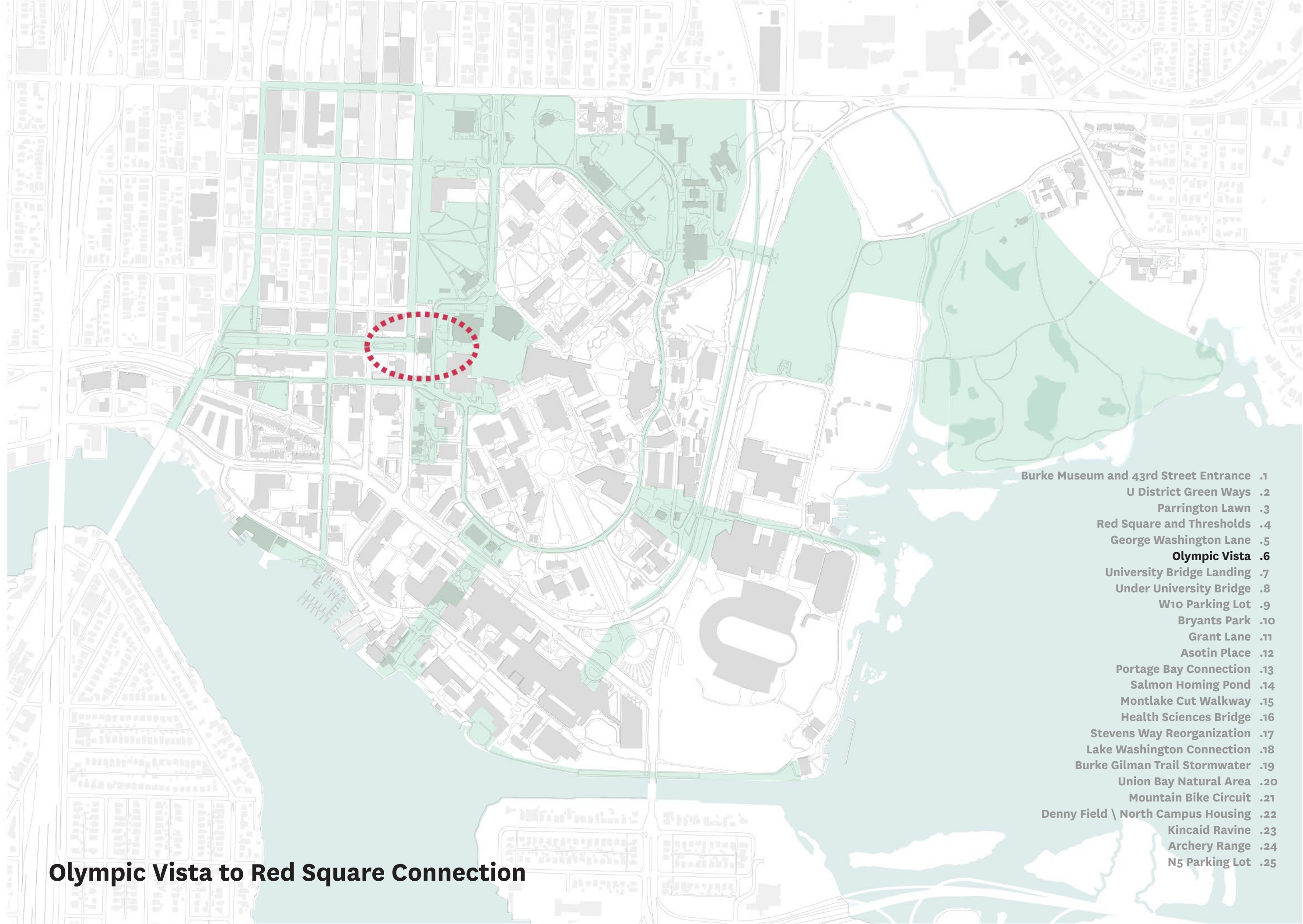
**LAKE WASHINGTON CONNECTION**

**PORTAGE BAY CONNECTION**

**RAINIER VISTA**

**Major Core to Periphery Connections**





Burke Museum and 43rd Street Entrance	.1
U District Green Ways	.2
Parrington Lawn	.3
Red Square and Thresholds	.4
George Washington Lane	.5
<b>Olympic Vista</b>	<b>.6</b>
University Bridge Landing	.7
Under University Bridge	.8
W10 Parking Lot	.9
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Grant Lane	.11
Asotin Place	.12
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Denny Field \ North Campus Housing	.22
Kincaid Ravine	.23
Archery Range	.24
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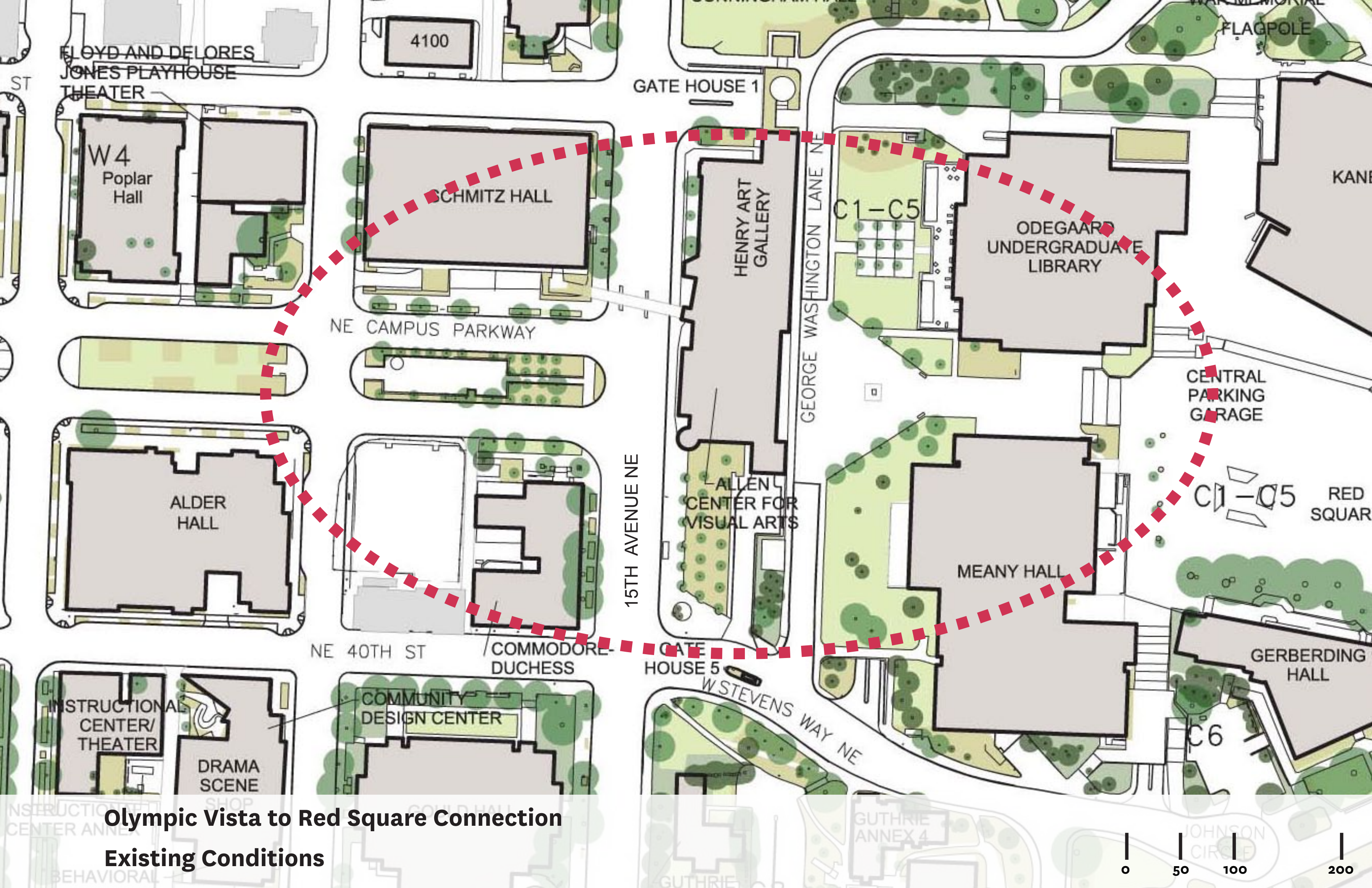
## Olympic Vista to Red Square Connection



The Henry Art Gallery on 15th Ave.



**Red Square Threshold**



FLOYD AND DELORES  
JONES PLAYHOUSE  
THEATER

4100

GATE HOUSE 1

FLAGPOLE

W 4  
Poplar  
Hall

SCHMITZ HALL

HENRY ART  
GALLERY

ODEGAARD  
UNDERGRADUATE  
LIBRARY

NE CAMPUS PARKWAY

GEORGE WASHINGTON LANE NE

CENTRAL  
PARKING  
GARAGE

ALDER  
HALL

ALLEN  
CENTER FOR  
VISUAL ARTS

C1 - C5

RED  
SQUARE

MEANY HALL

NE 40TH ST

COMMODORE-  
DUCHESS

15TH AVENUE NE

GATE  
HOUSE 5

GERBERDING  
HALL

COMMUNITY  
DESIGN CENTER

INSTRUCTIONAL  
CENTER/  
THEATER

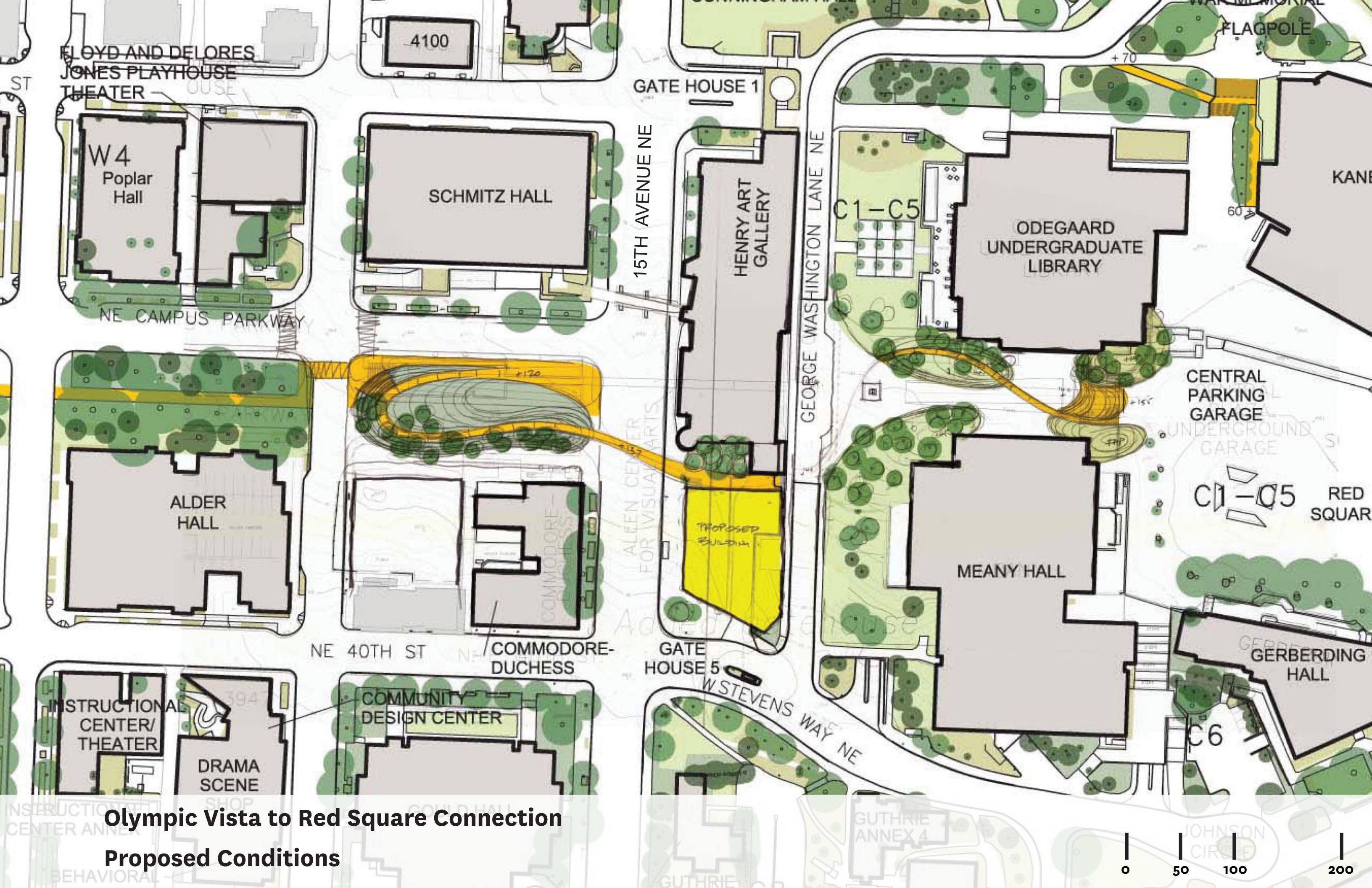
DRAMA  
SCENE

W STEVENS WAY NE

C6

**Olympic Vista to Red Square Connection**  
**Existing Conditions**





FLOYD AND DELORES JONES PLAYHOUSE THEATER

4100

GATE HOUSE 1

FLAGPOLE

W 4 Poplar Hall

SCHMITZ HALL

15TH AVENUE NE

HENRY ART GALLERY

C1 - C5

ODEGAARD UNDERGRADUATE LIBRARY

NE CAMPUS PARKWAY

60'

CENTRAL PARKING GARAGE

ALDER HALL

ALLEN CENTER FOR VISUAL ARTS

GEORGE WASHINGTON LANE NE

MEANY HALL

UNDERGROUND GARAGE

C1 - C5

RED SQUARE

NE 40TH ST

COMMODORE-DUCHESS

GATE HOUSE 5

W STEVENS WAY NE

GERBERDING HALL

C6

INSTRUCTIONAL CENTER / THEATER

DRAMA SCENE

COMMUNITY DESIGN CENTER

**Olympic Vista to Red Square Connection  
Proposed Conditions**





SUZZALLO LIBRARY

RED SQUARE

MEANY HALL

ODEGAARD UNDERGRADUATE LIBRARY

HENRY ART GALLERY

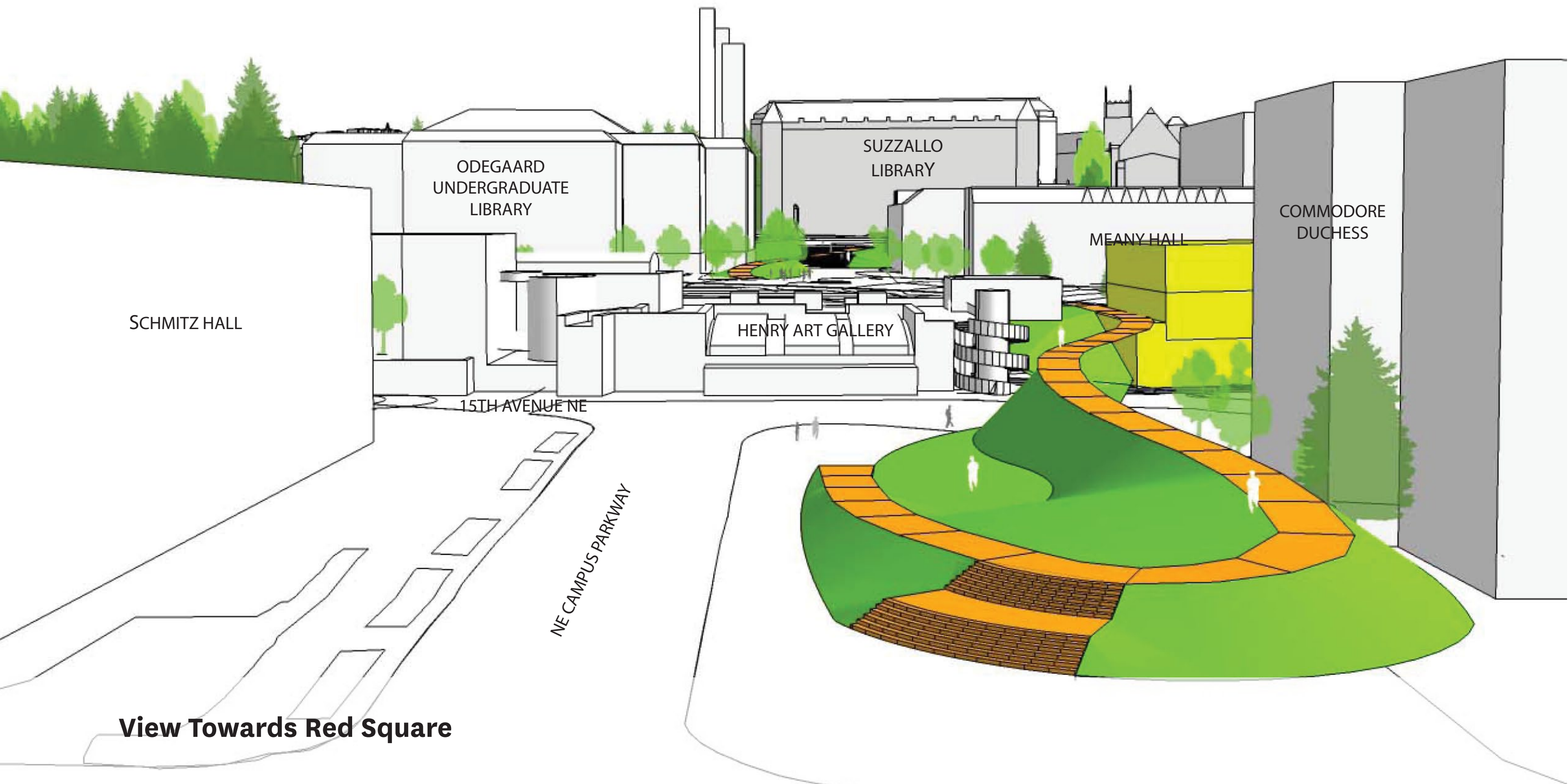
COMMODORE DUCHESS

15TH AVENUE NE

SCHMITZ HALL

NE CAMPUS PARKWAY

**Olympic Vista to Red Square Connection**



SCHMITZ HALL

ODEGAARD  
UNDERGRADUATE  
LIBRARY

SUZZALLO  
LIBRARY

HENRY ART GALLERY

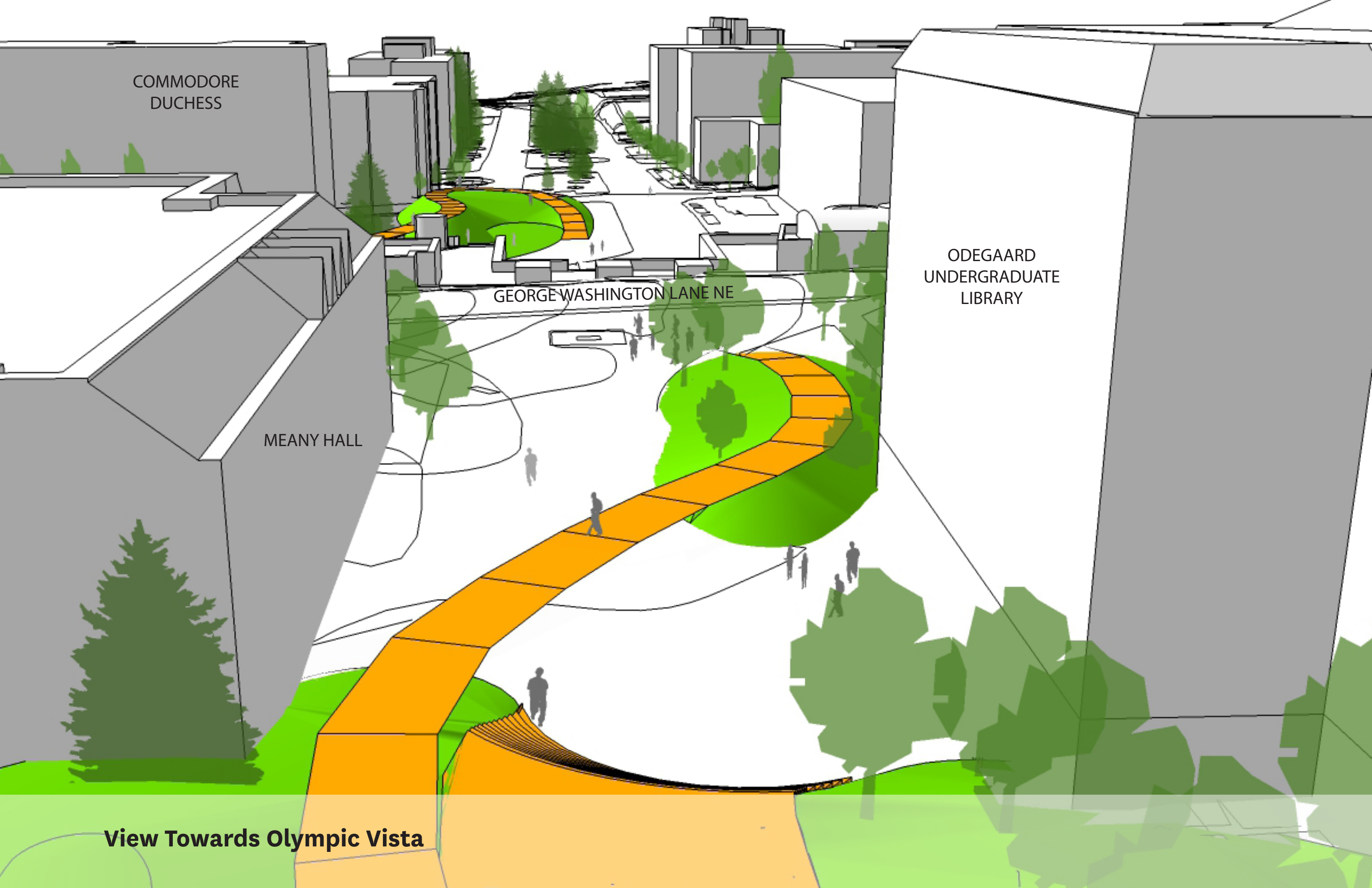
MEANY HALL

COMMODORE  
DUCHESS

15TH AVENUE NE

NE CAMPUS PARKWAY

**View Towards Red Square**



COMMODORE  
DUCHESS

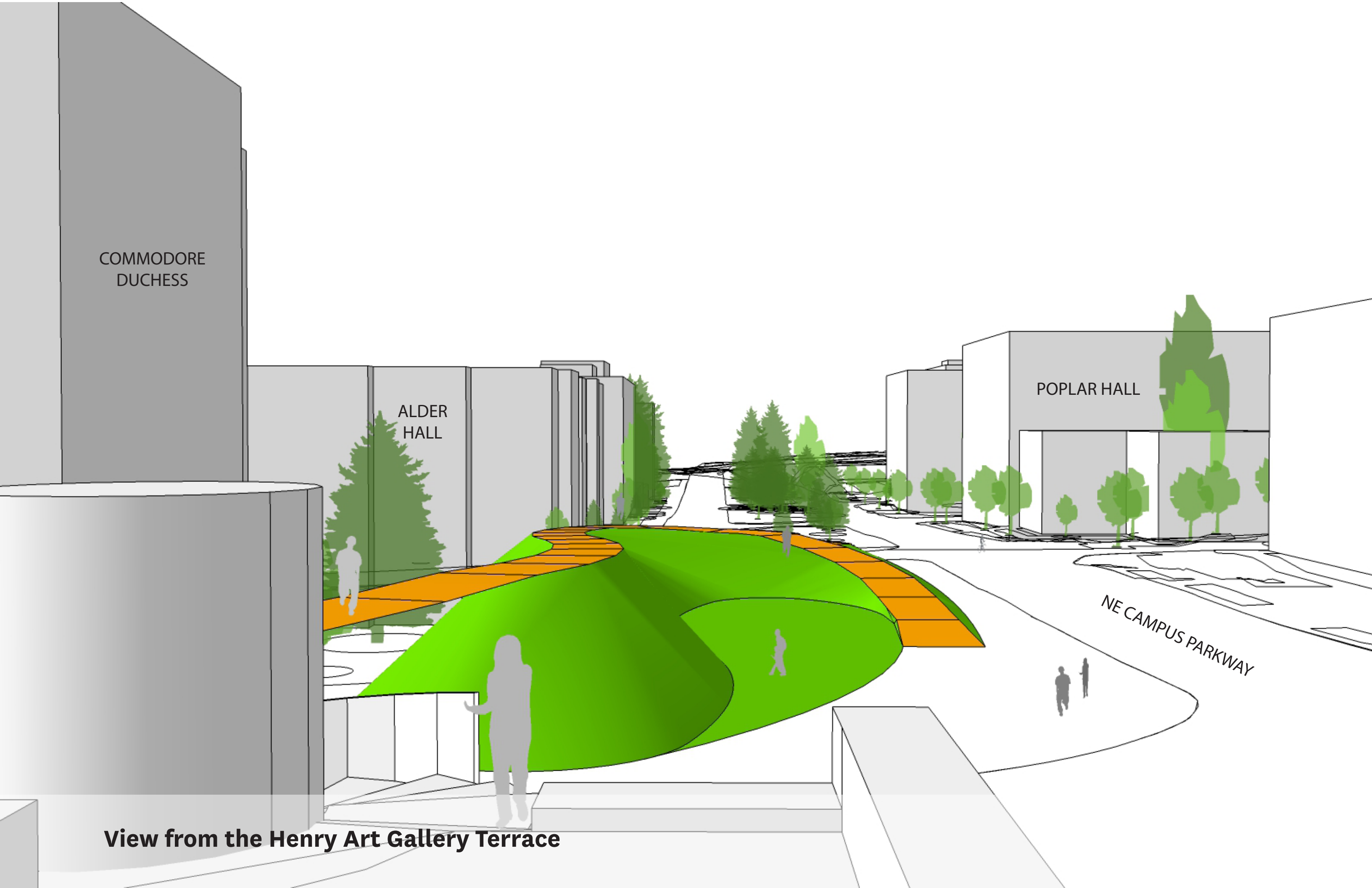
MEANY HALL

GEORGE WASHINGTON LANE NE

ODEGAARD  
UNDERGRADUATE  
LIBRARY

**View Towards Olympic Vista**





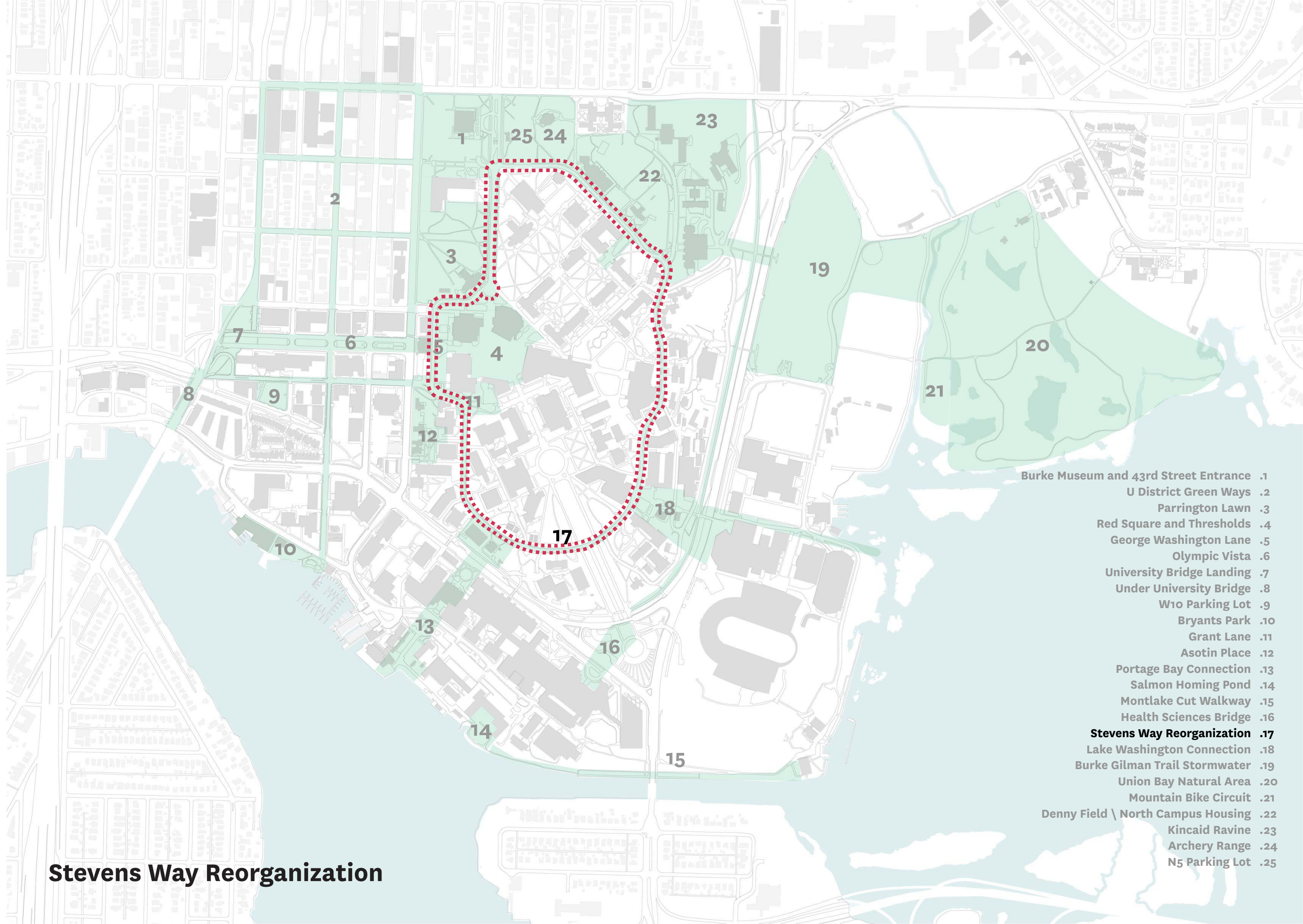
COMMODORE  
DUCHESS

ALDER  
HALL

POPLAR HALL

NE CAMPUS PARKWAY

**View from the Henry Art Gallery Terrace**



# Stevens Way Reorganization

- Burke Museum and 43rd Street Entrance .1
- U District Green Ways .2
- Parrington Lawn .3
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**Bus Traffic on Stevens Way**



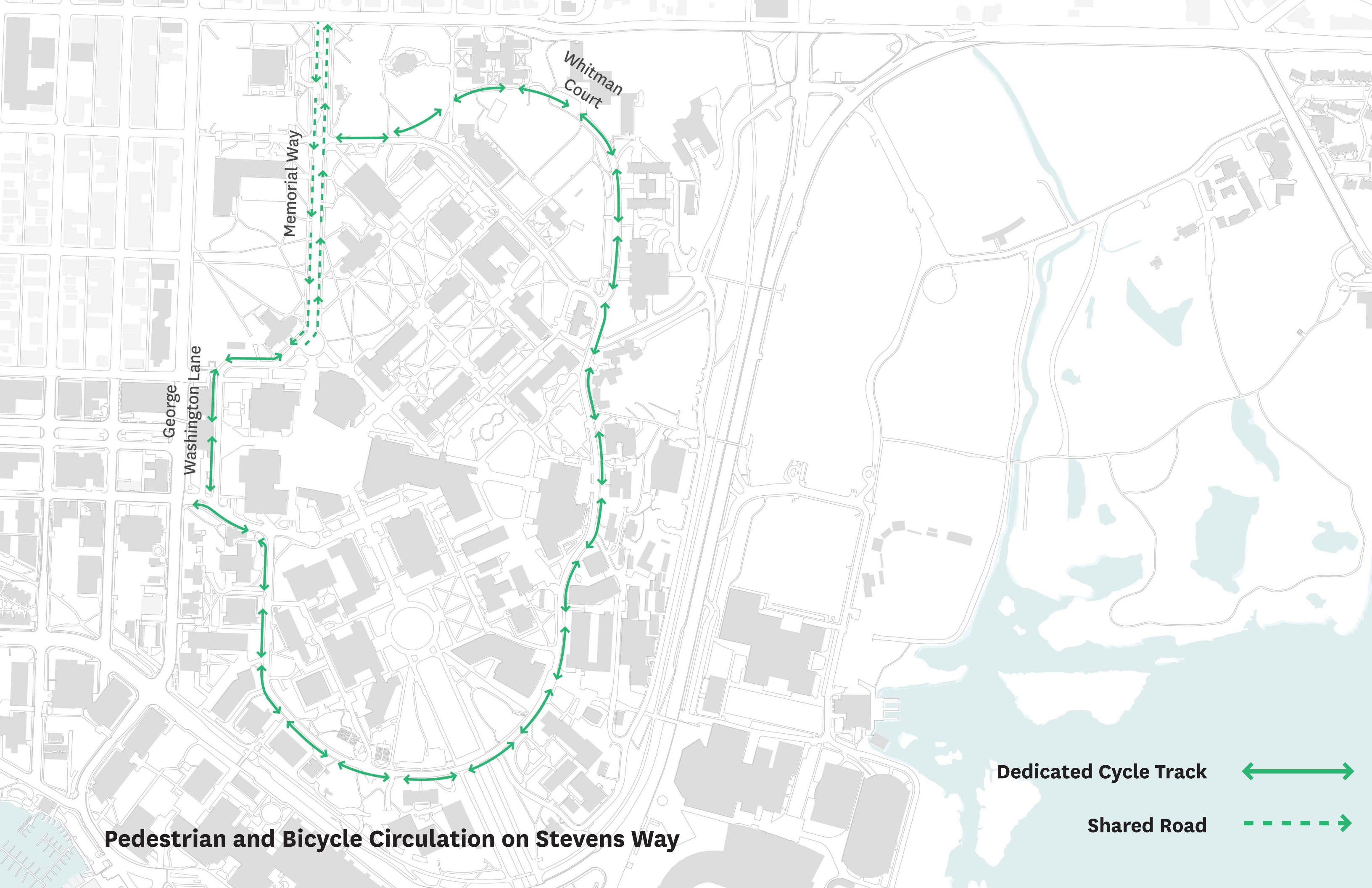
**Stevens Way as Vehicular System**



**A Dedicated Cycle Track for Stevens Way**

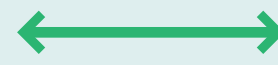


**Bicycle Circulation in the Historic Core**



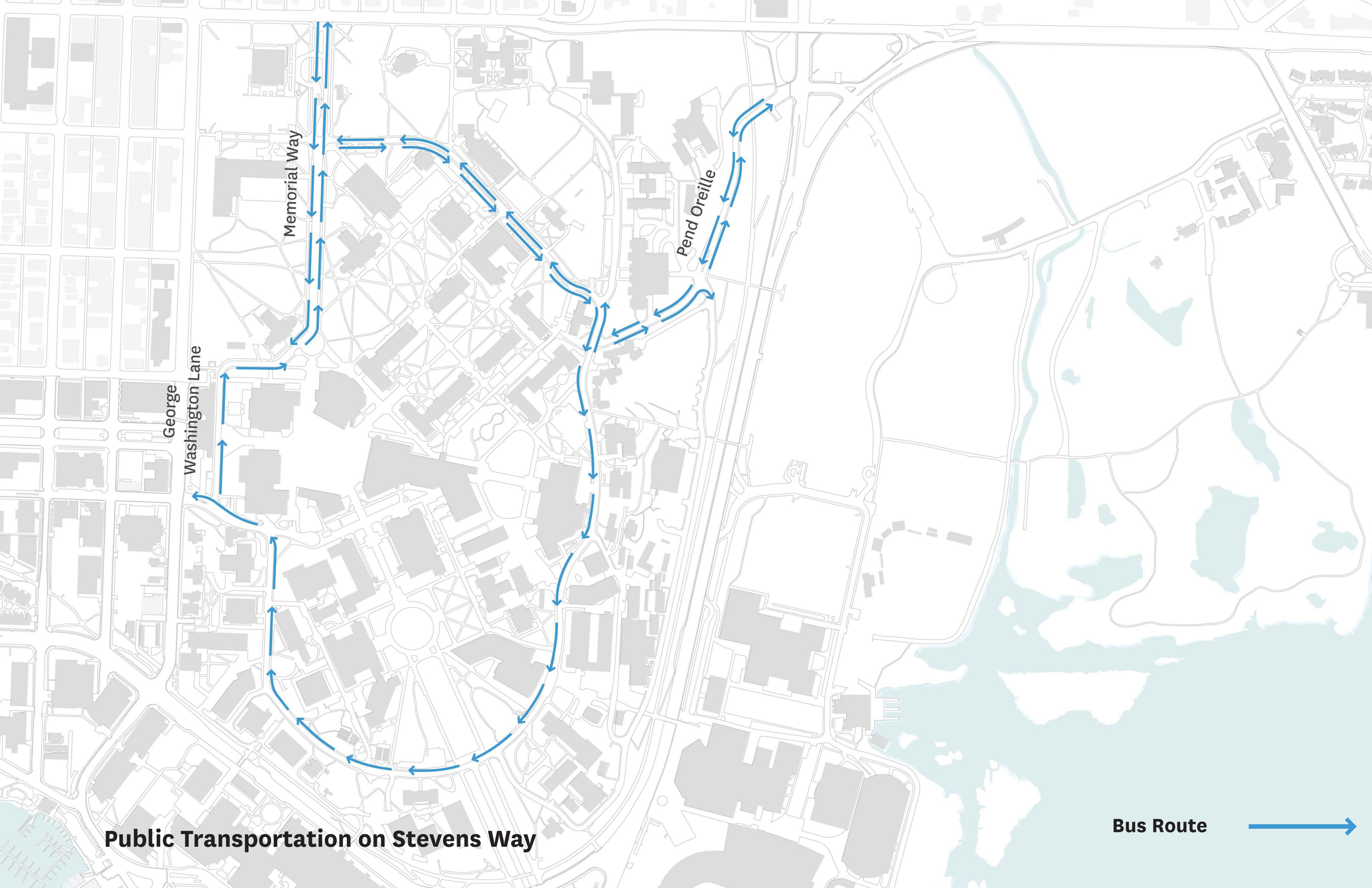
**Pedestrian and Bicycle Circulation on Stevens Way**

**Dedicated Cycle Track**



**Shared Road**





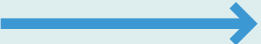
Memorial Way

Pend Oreille

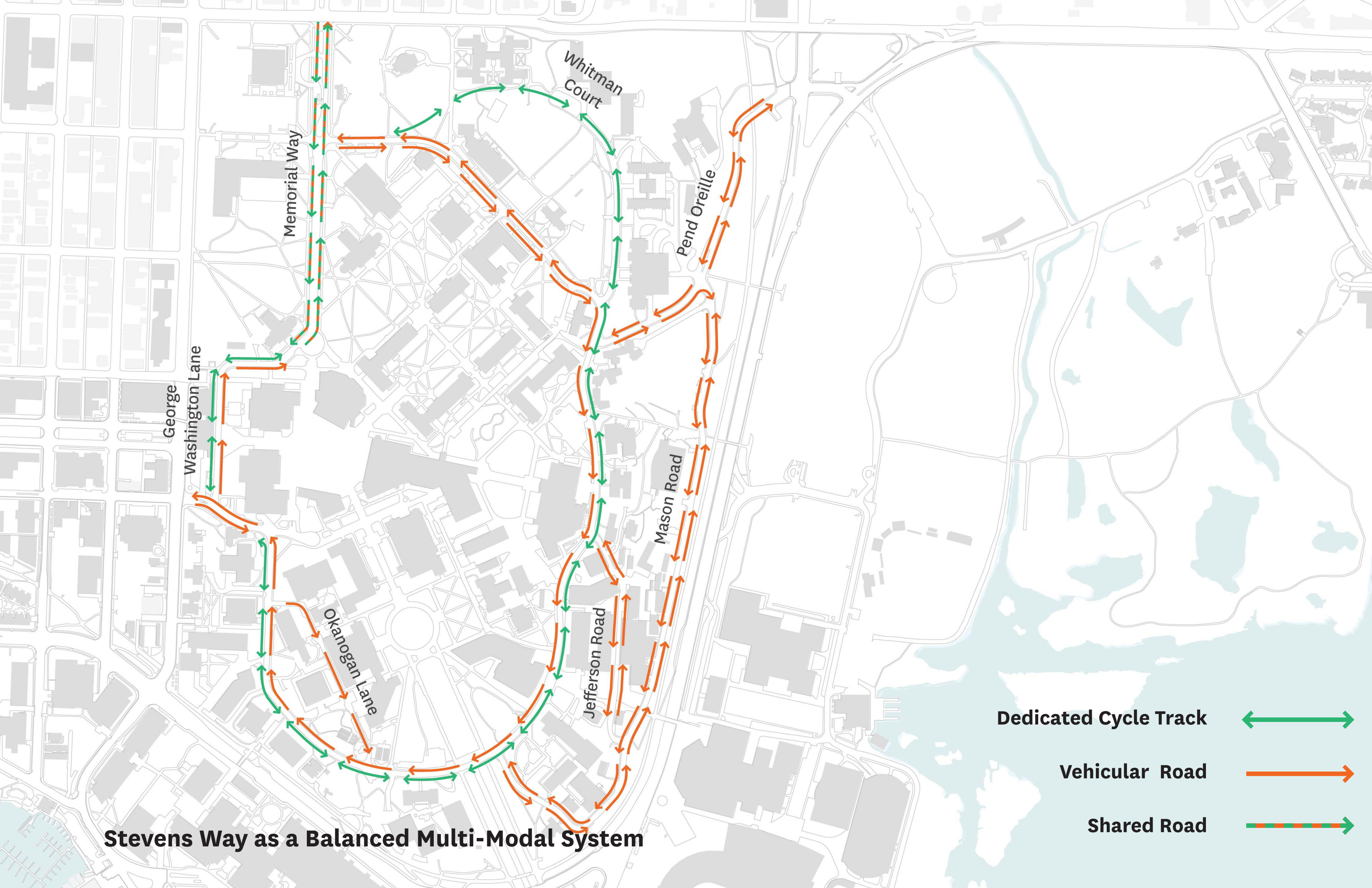
Washington Lane

George

# Public Transportation on Stevens Way

Bus Route 





Whitman Court

Pend Oreille

Mason Road

Jefferson Road

Okanogan Lane


Washington Lane

Memorial Way

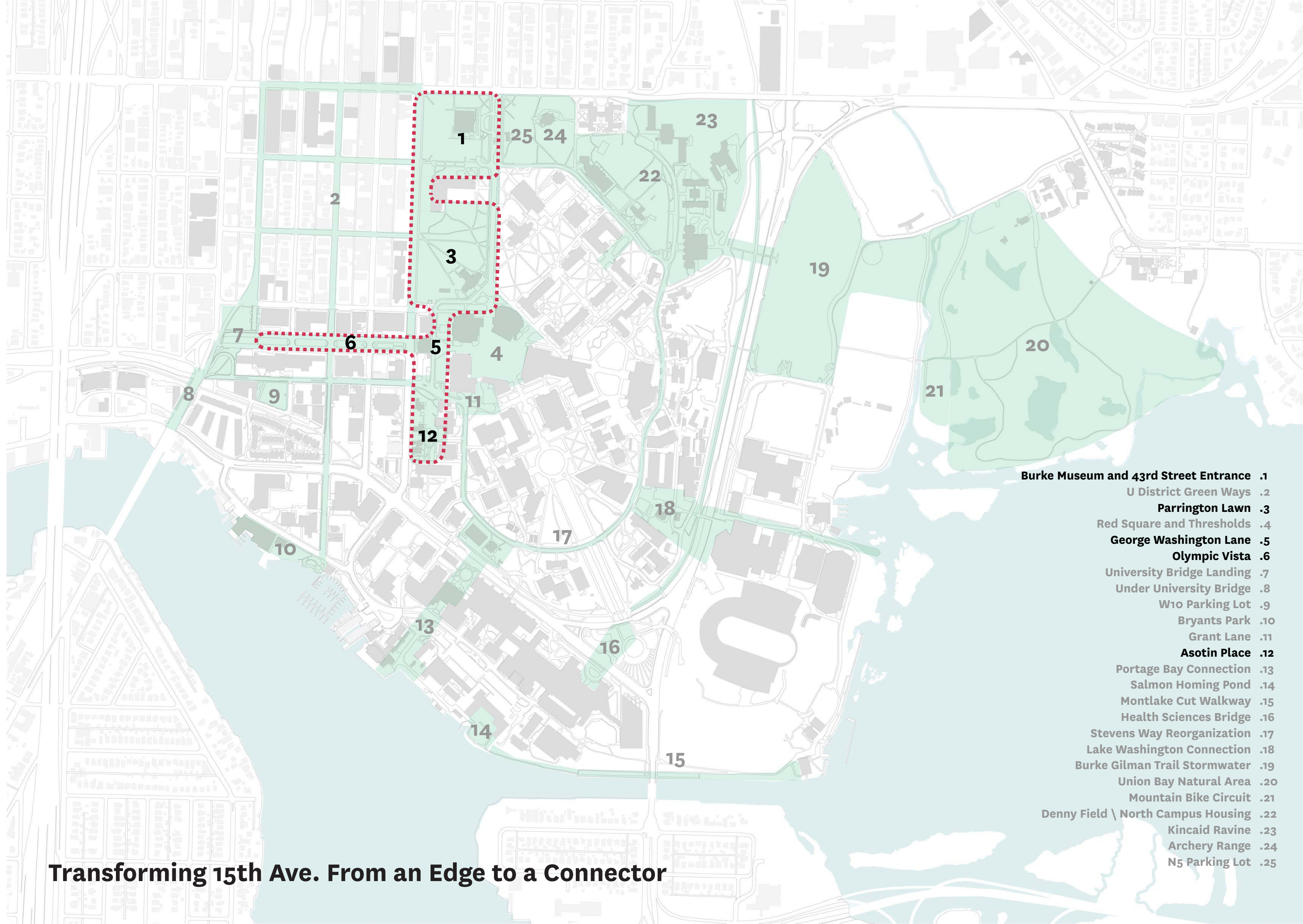
George

# Stevens Way as a Balanced Multi-Modal System

**Dedicated Cycle Track** 

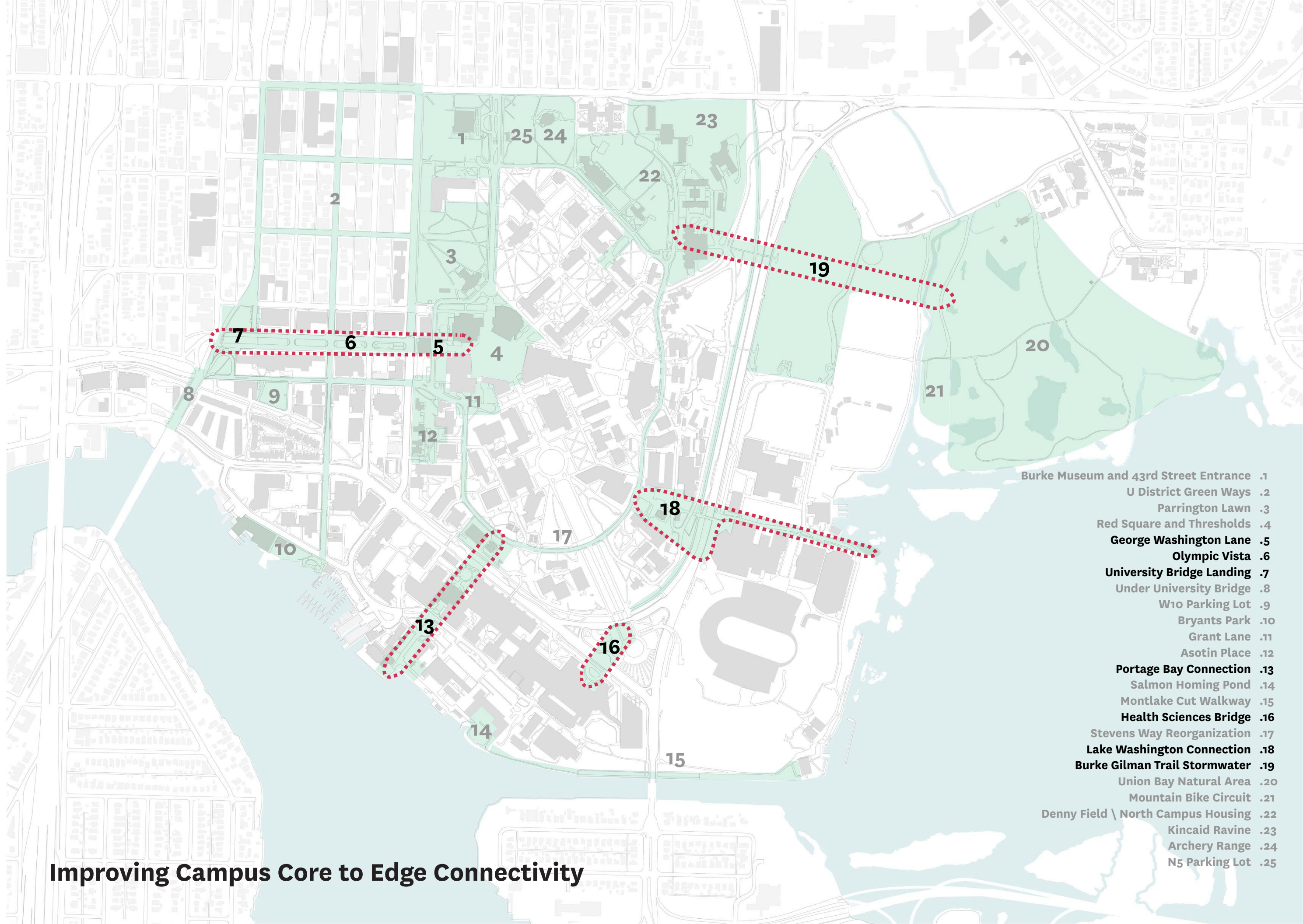
**Vehicular Road** 

**Shared Road** 



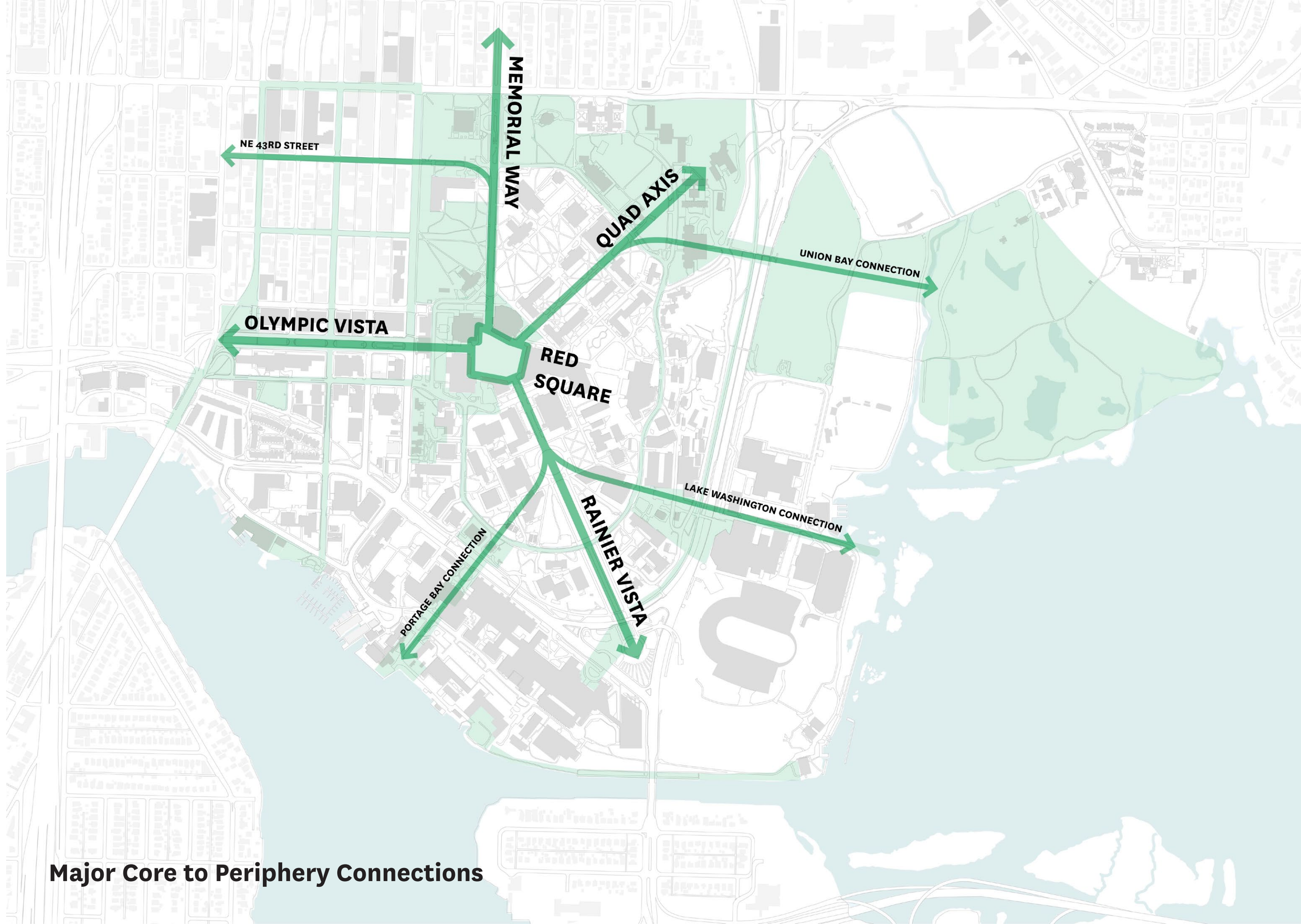
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## Transforming 15th Ave. From an Edge to a Connector



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**Improving Campus Core to Edge Connectivity**



**MEMORIAL WAY**

**NE 43RD STREET**

**QUAD AXIS**

**UNION BAY CONNECTION**

**OLYMPIC VISTA**

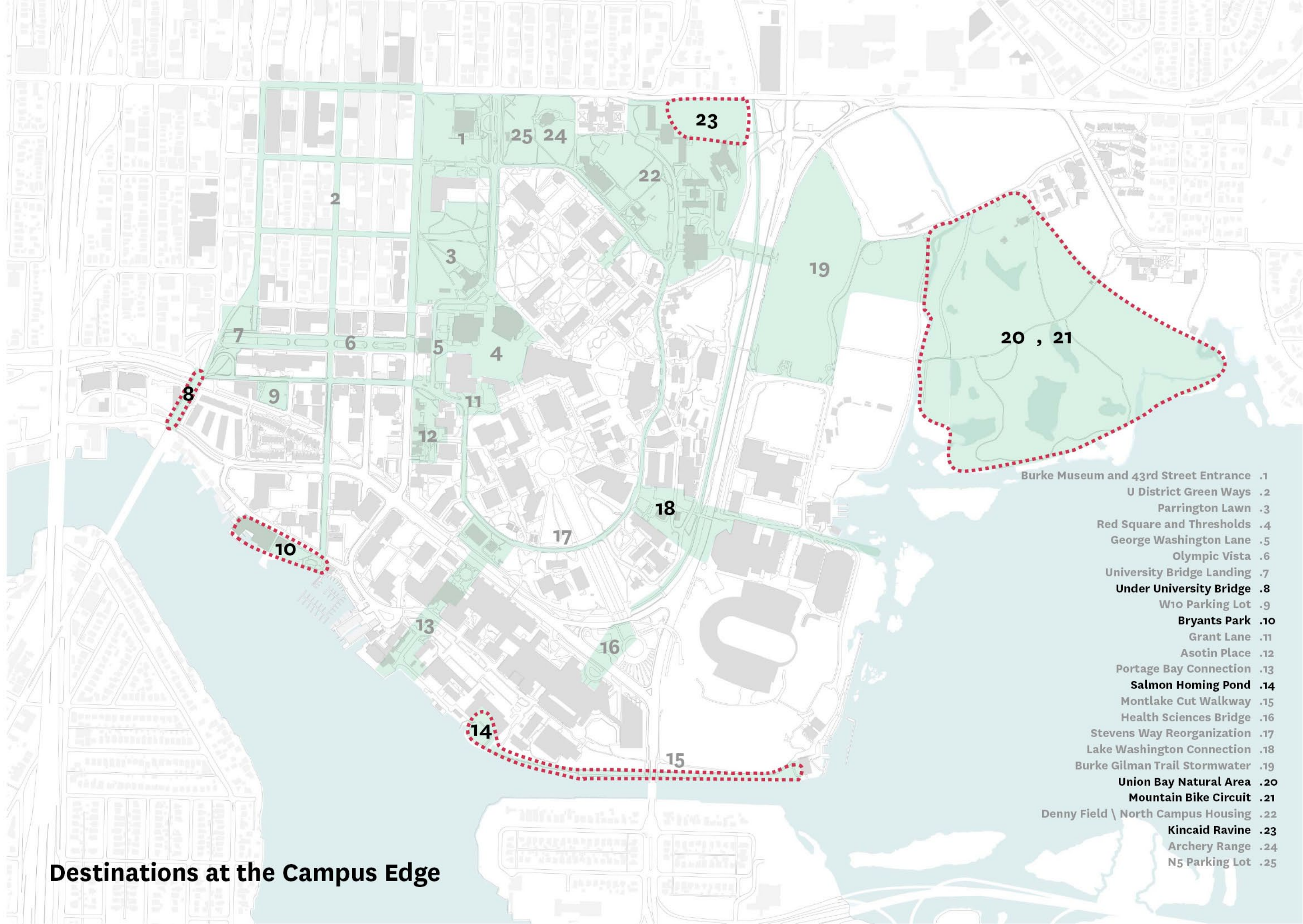
**RED SQUARE**

**LAKE WASHINGTON CONNECTION**

**RAINIER VISTA**

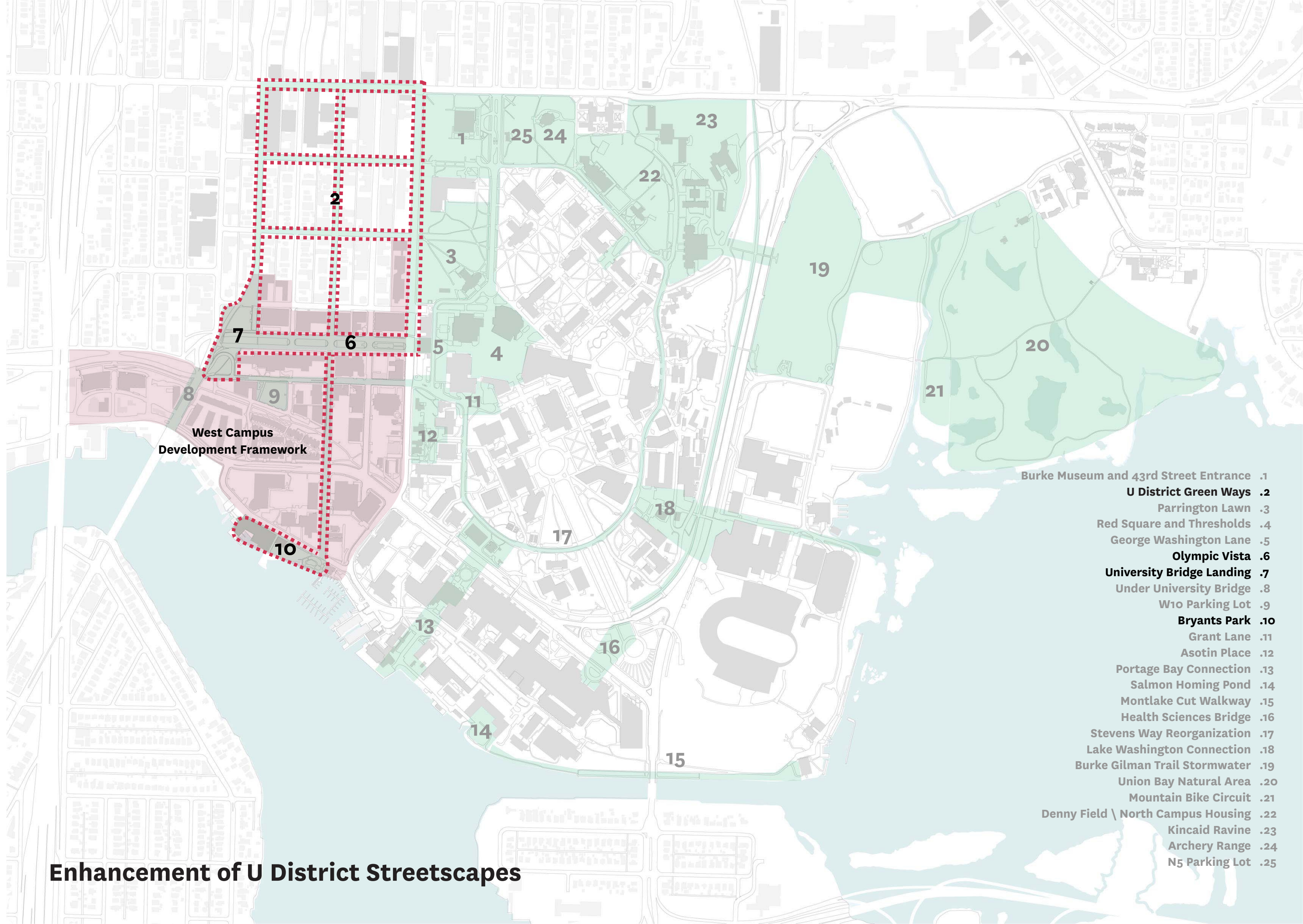
**PORTAGE BAY CONNECTION**

**Major Core to Periphery Connections**



## Destinations at the Campus Edge

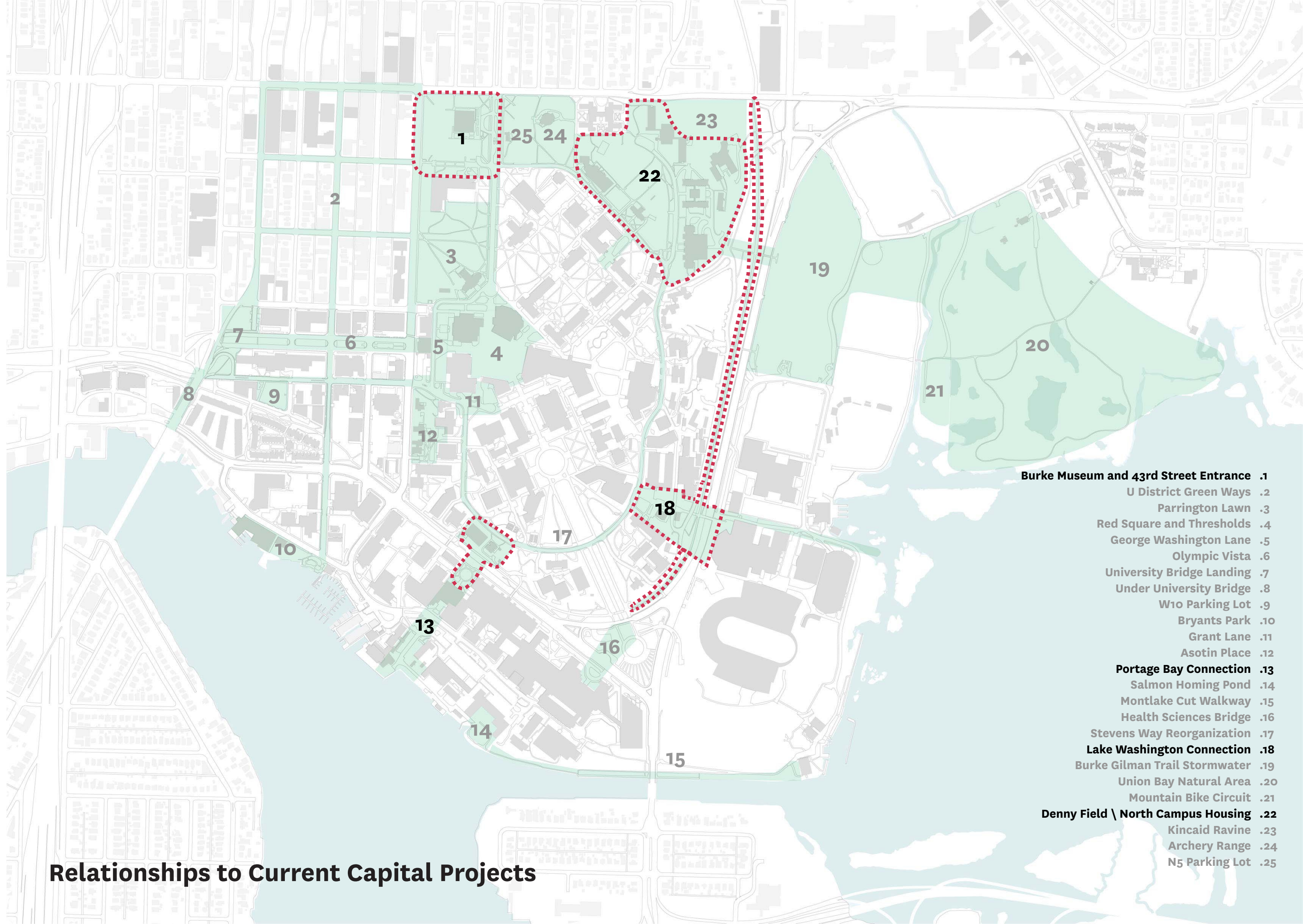
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**West Campus  
Development Framework**

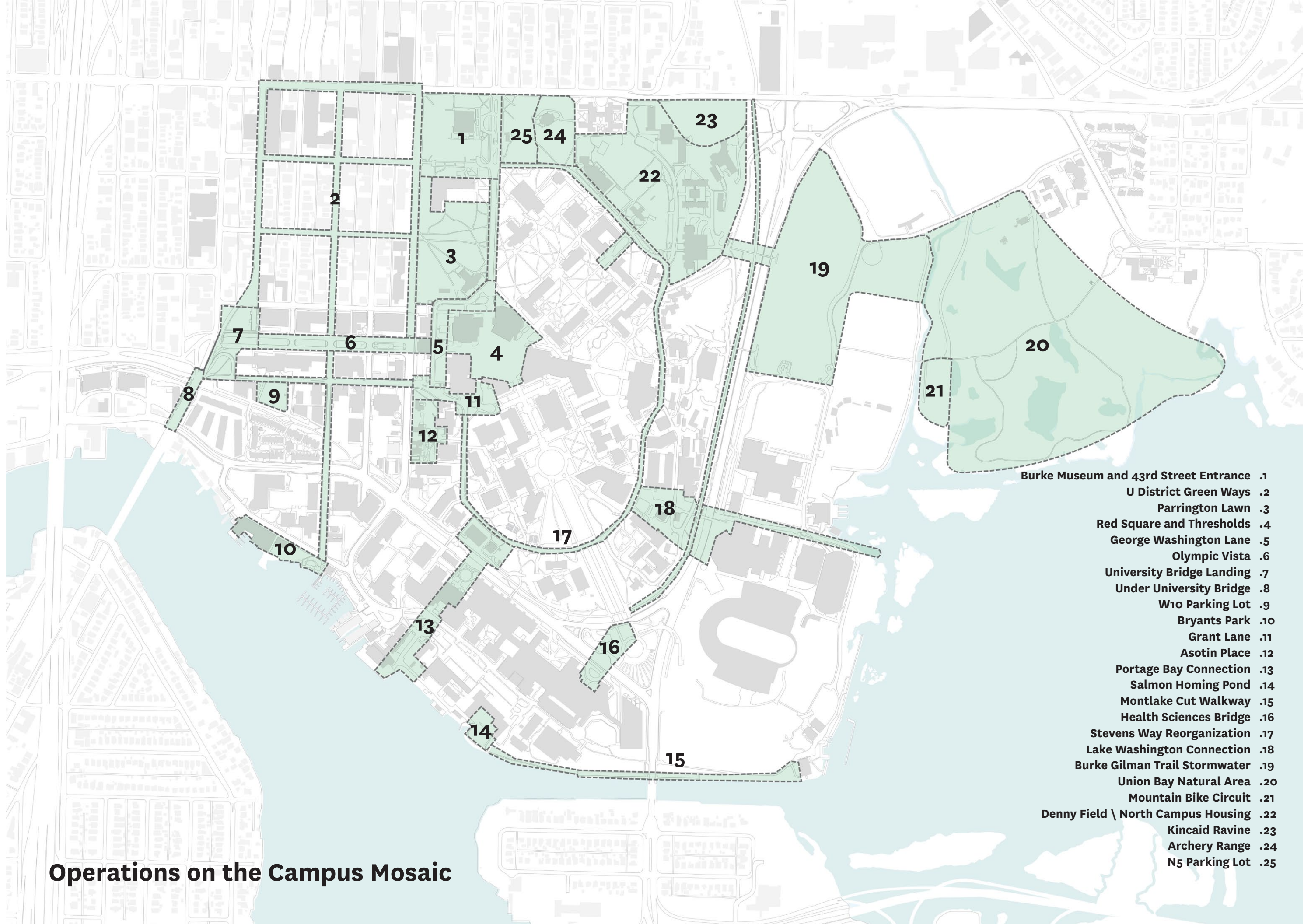
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**Enhancement of U District Streetscapes**



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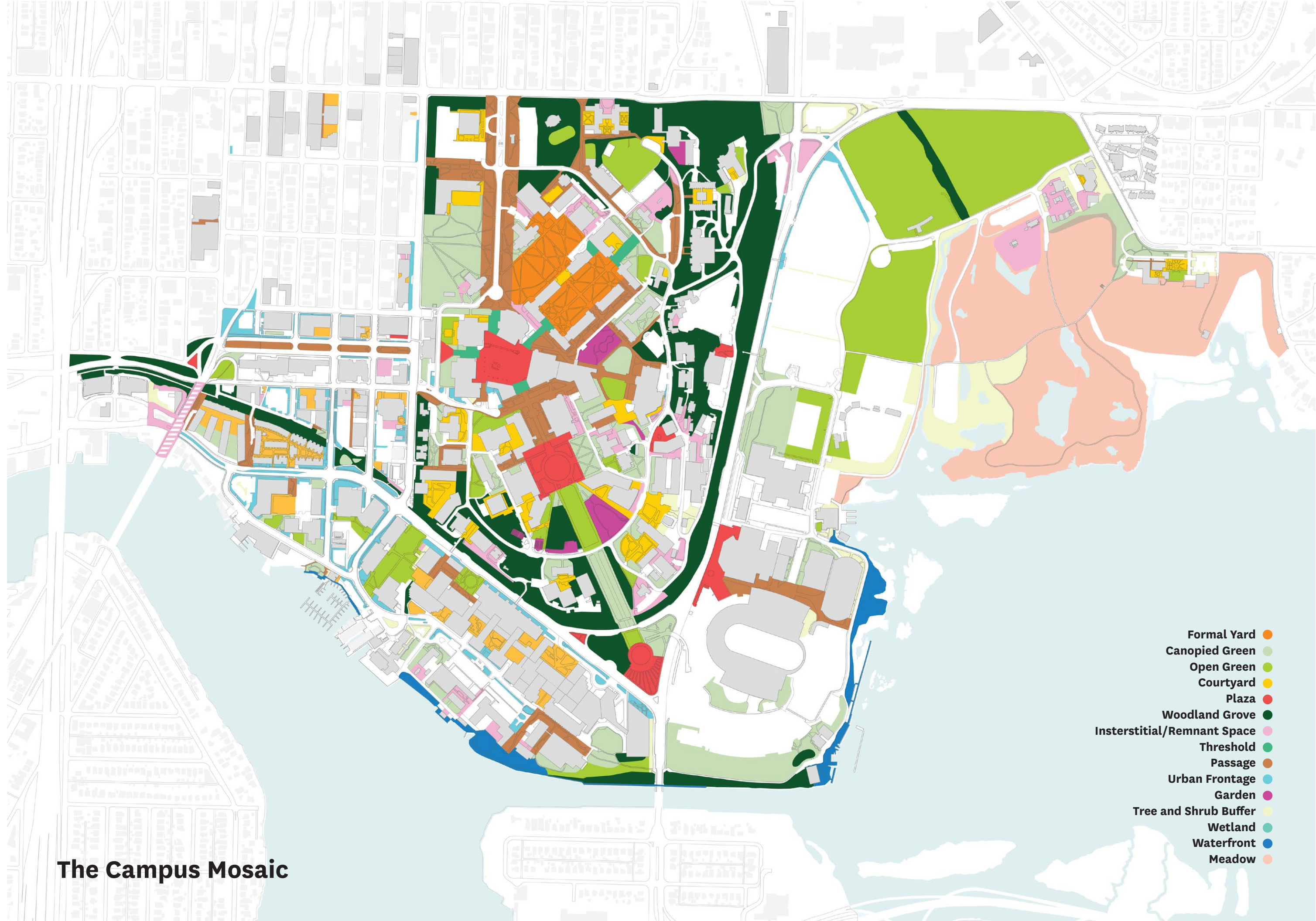
**Relationships to Current Capital Projects**



- Burke Museum and 43rd Street Entrance .1
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**Operations on the Campus Mosaic**





# The Campus Mosaic

- Formal Yard ●
- Canopied Green ●
- Open Green ●
- Courtyard ●
- Plaza ●
- Woodland Grove ●
- Interstitial/Remnant Space ●
- Threshold ●
- Passage ●
- Urban Frontage ●
- Garden ●
- Tree and Shrub Buffer ●
- Wetland ●
- Waterfront ●
- Meadow ●

Thank you



UW Student  
Stop into the US Bank  
located in the HUB  
and open your  
Free Student  
Checking Account  
Today!

