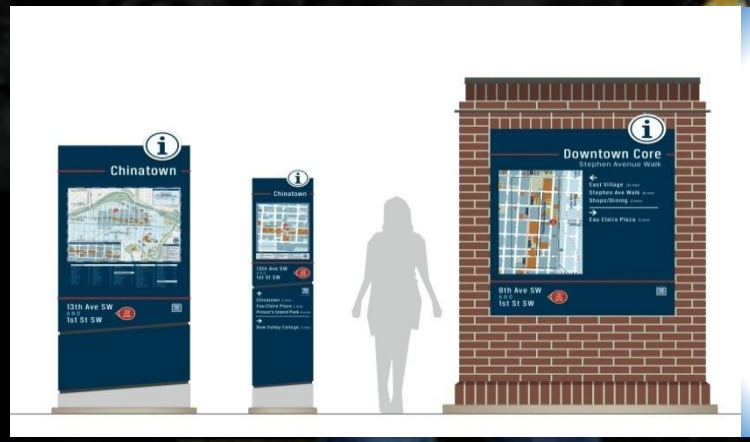
# PITTSBURGH WAYFINDING PROJECT



# What is wayfinding?

"Wayfinding is more than just signage.  It is a system that presents information in a unified and sequential manner for orientation, navigation and enjoyment."

Arup, consultants for the Pittsburgh Wayfinding Project

"The intention of a good wayfinding system is to inspire calm and ease by creating clarity and simplifying information that is otherwise complex…the essence of the system can be expressed in no more than five basic principles…that denote the attributes of a good wayfinding and information system and which are all based upon the expectations of the user…comprehensive, clear, consistent, conspicuous, and (eye) catching."

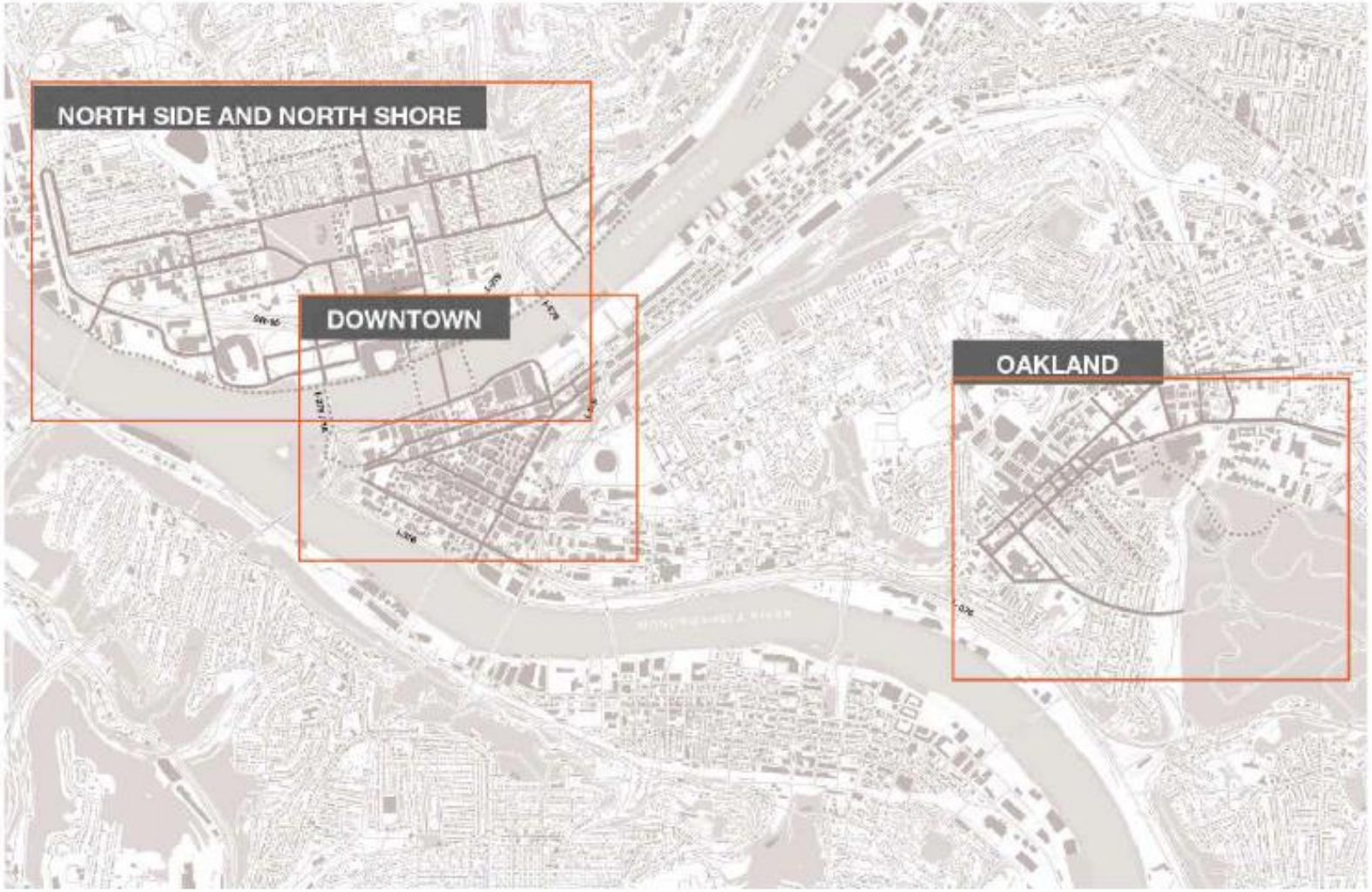
*Pittsburgh Wayfinding, Strategy Document* *(Issued August 2015)*

# Wayfinder System

*The Wayfinder System uses a consistent color palette and circular map symbol. A distinct color is associated with each neighborhood.*

**While Pittsburgh currently has a 30-year old vehicular wayfinding system, it has <u>no</u> pedestrian wayfinding signage within the city limits.**

# Project Area



# Wayfinding Project Timeline

2013

- *September* — First Stakeholder Meeting – Visioning Exercise
- *November* — Second Stakeholder Meeting – Wayfinding Framework

2014

- Fundraising

2015

- *March* — Third Stakeholder Meeting – Wayfinding Strategy Workshop
- *May* — Fourth Stakeholder Meeting – Wayfinding Strategy
- *August* — *Wayfinding Strategy* printed

2016

- *June* — Fifth Stakeholder Meeting – Design Concepts Workshop
- *June* — Presentation to Mayor Bill Peduto
- *August* — First Art Commission presentation

2017

- *September* — Design Charrette
- *October/November* — Field Survey (231 interviews)
- *November* — Second Art Commission presentation

2018

- *April* — Sixth Stakeholder Meeting – Update by Wayfinding Advisory Committee
- *June* — Seventh Stakeholder Meeting – Final Design Workshop
- *July* — Third Art Commission presentation

# Sign Types

## Pedestrian Sign Types

Kiosks

- Provide orientation;
- Map of neighborhood amenities;
- Directions to closest attractions;
- Located at activity hubs, near T-stops, parking garages and decision points.

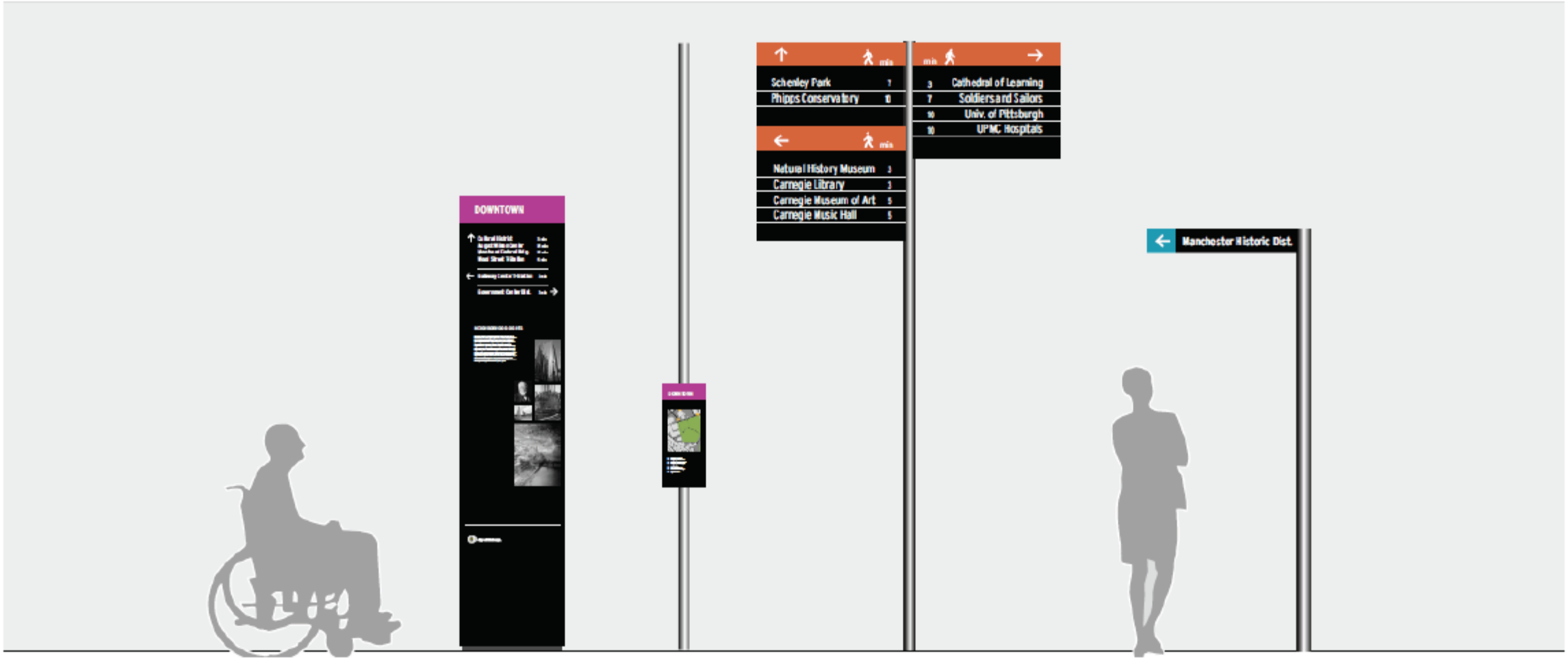
Pedestrian directionals

- Directs to the destinations within walking distance;
- Provides estimated walk times;
- Includes closest T station where relevant;
- Located along major pedestrian routes.

Pedestrian trailblazers

- Smaller directionals found on local streets that guide people to their final destination.

# Preferred Alternative
## Family B

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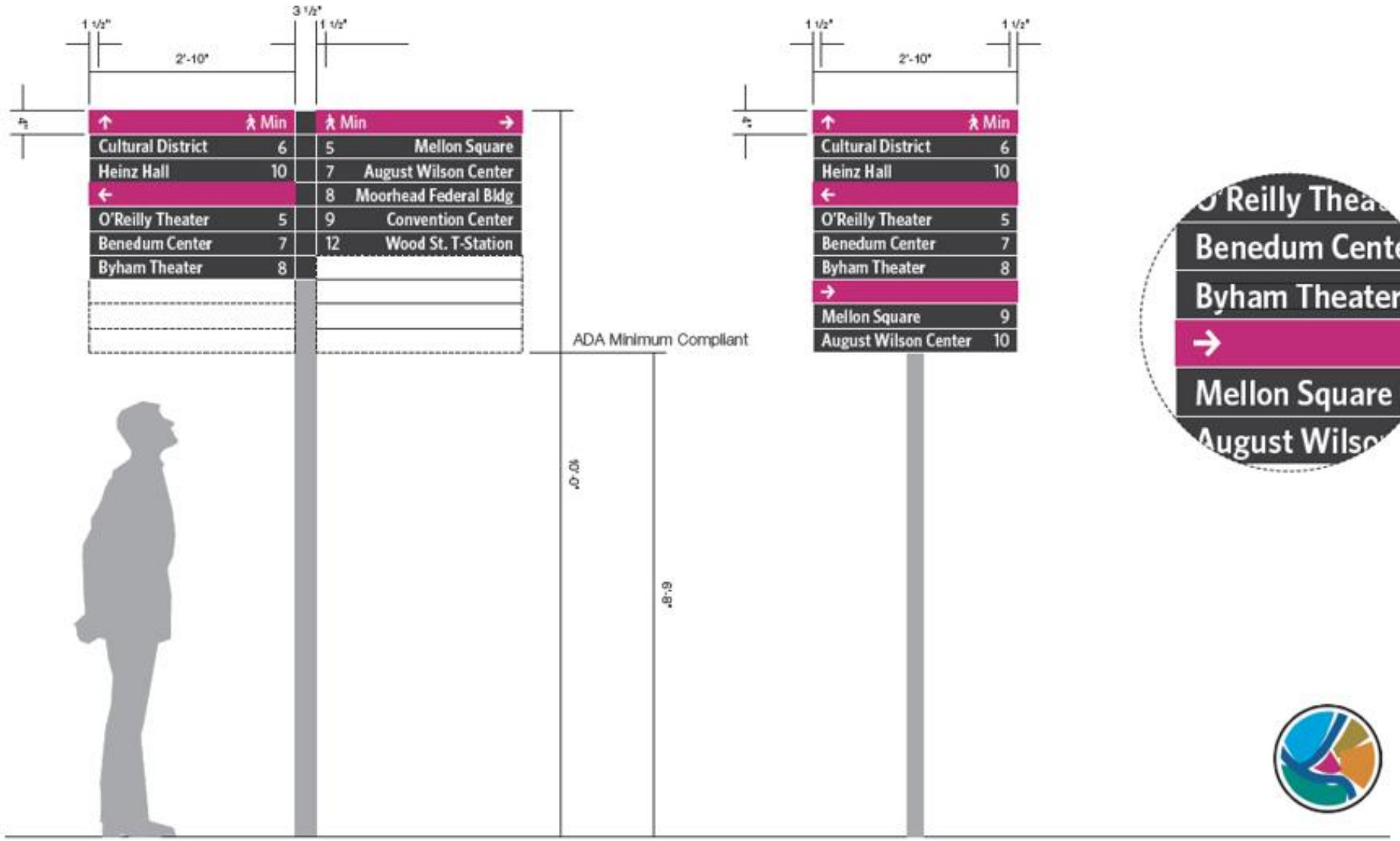
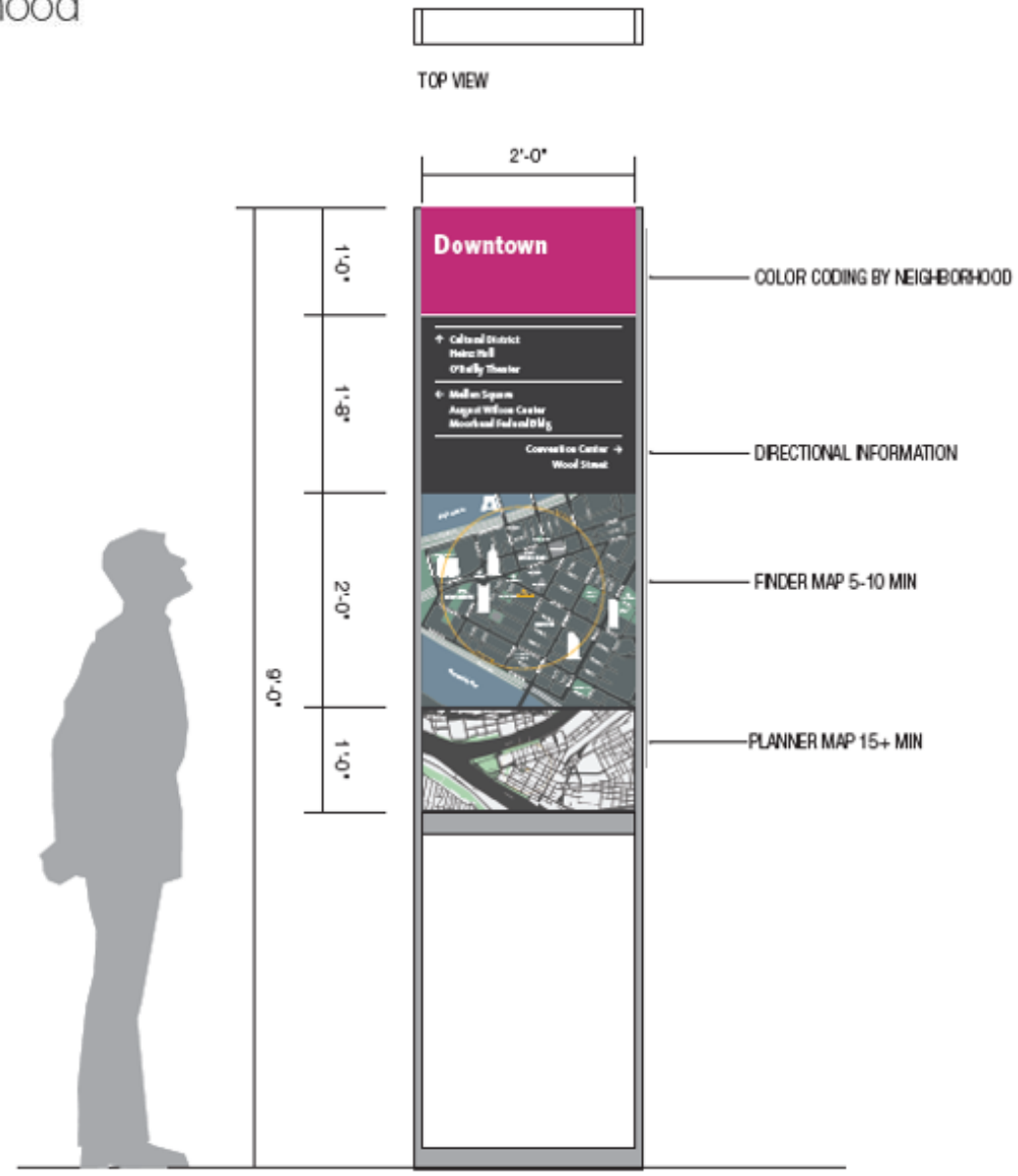
# Fingerpost/Directional
## Color by Neighborhood



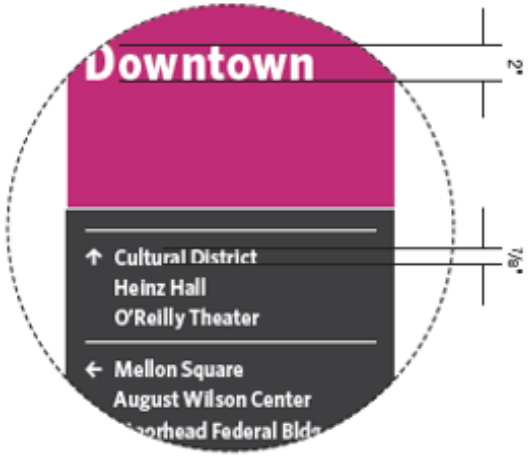

A FINGERPOST 3/4"=1'-0" SIGN TYPE -

B FINGERPOST 3/4"=1'-0" SIGN TYPE -

# Totem, Kiosk
## Color by Neighborhood




A TOTEM - TYPICAL
3/4"=1'-0" SIGN TYPE -

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# Development of Preferred Design

**Typeface**
Recommendation

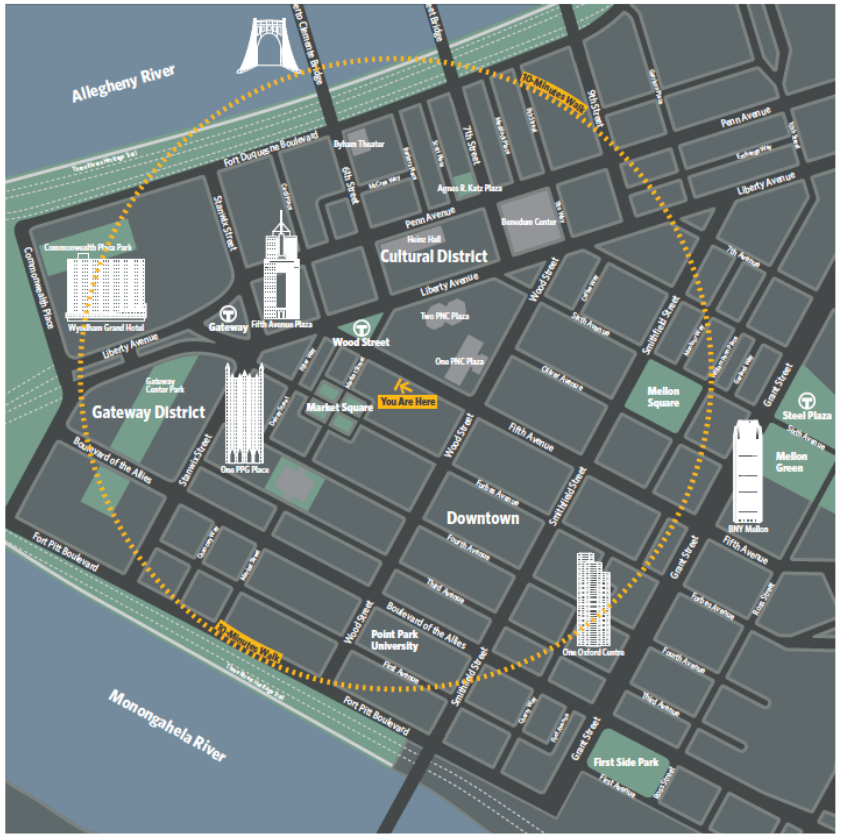
# Pittsburgh

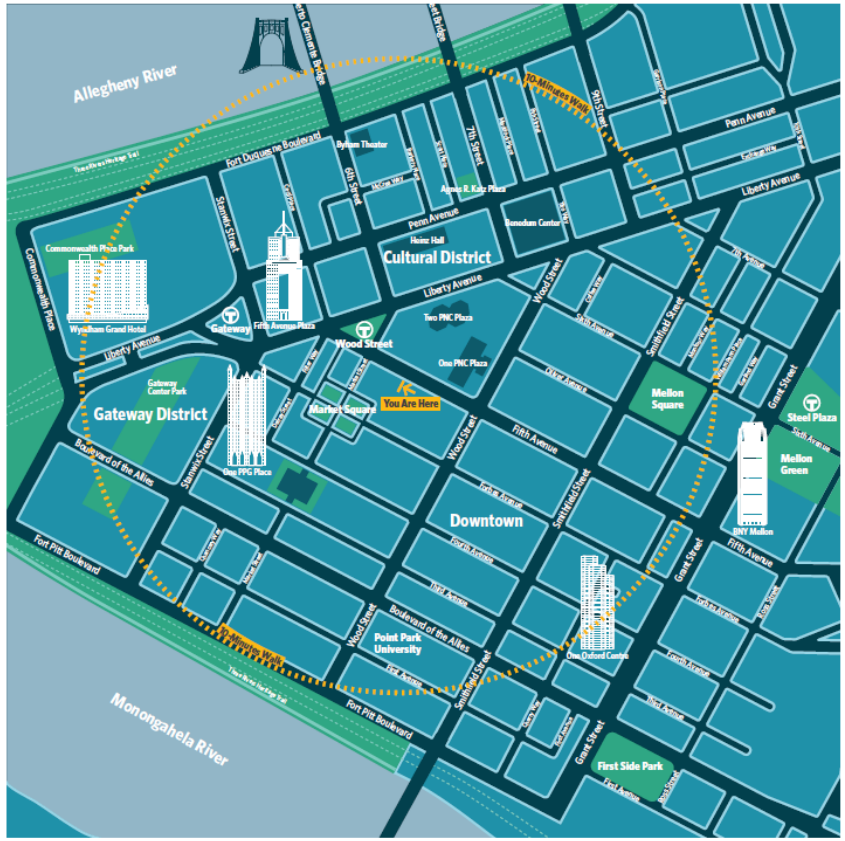
Whitney Narrow Medium

-Designed in 2005 by Hoefler & Frere-Jones Foundry
-Sans Serif Typeface Designed for Public Signage
-Very Legible, Specially from a Distance
-Compact Form, Ample Counters, Open Shapes Characters
-Distinctive Features and Details

# Refined Map + 2D/3D Buildings

## Color Study

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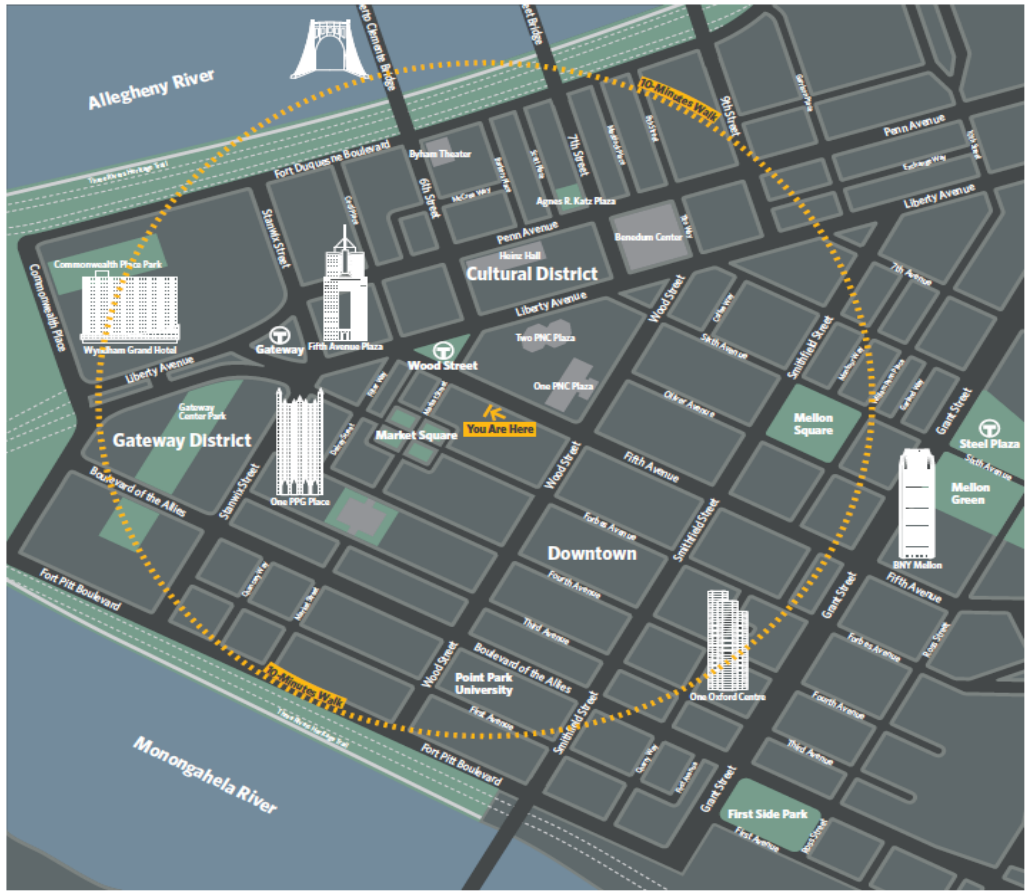
# Preferred Map & 2D/3D Buildings



# September 2017 Charrette (Indoor Viewing)

# September 2017 Charrette (Outdoor Viewing)

# Preferred Kiosk Option Following Charrette

*Preferred kiosk option*

# Field Surveying 2017

A total of 231 surveys were completed across all four neighborhoods. They were conducted in two hour shifts at midday and evening rush during the work week and a few on a Saturday to get feedback from a range of residents, employees, students and tourists.

The feedback was generally very positive, as almost all participants felt the system would be of great benefit to the city. The vast majority were able to identify their location on the map as well as the location of another major destination, and were able to translate this understanding to indicate in what direction they would walk to get to that destination. General comments included: need for greater color contrast; need legend or key; like walk radius; use more distinct color for “You Are Here”; bridge graphic odd.

## REFINE DESIGN DIRECTION – MAJOR FEEDBACK FOLLOWING FIELD SURVEYS

- **Improve map contrast**
- **Resolve destination color**
- **Kiosks to better reflect Pittsburgh identity**

Additional feedback considered

- Include a legend
- Clarify walk times
- Clarify which bridges are suitable for pedestrians

# 1. Gold

- Gold intended for use in header text, horizotal lines, "You Are Here" locator, and destinations.
- Feedback from June 11 workshop requested higher contrast for gold header text on black background.

## 2. Purple

- Feedback requested that the color purple be different from Pavens and UPMC purple.

# 3. Blue and Green

- Feedback requested more contrast between blue and green, preferred blue from Option 2.

**Map color Option 1**
as presented June 11

**Blue**
C 25 / M 0 / Y 0 / K 35

**Green**
C 61 / M 35 / Y 76 / K 10

**Purple**
C 68 / M 79 / Y 10 / K 10

**Map color Option 2**
as presented June 11

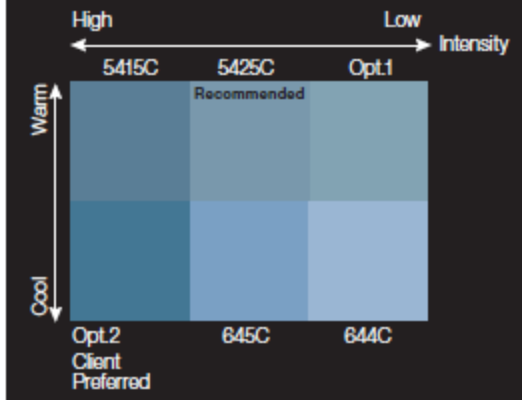
**Blue**
C 52 / M 10 / Y 0 / K 46

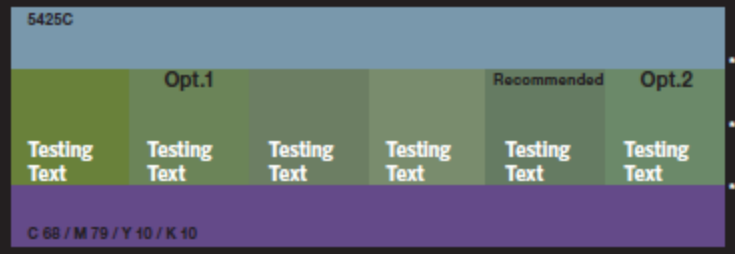
**Green**
C 33 / M 0 / Y 45 / K 45

**Gold**
C 0 / M 30 / Y 100 / K 0

**Gold for Header Text**
as presented June 11

**Gold**
C 0 / M 30 / Y 100 / K 0

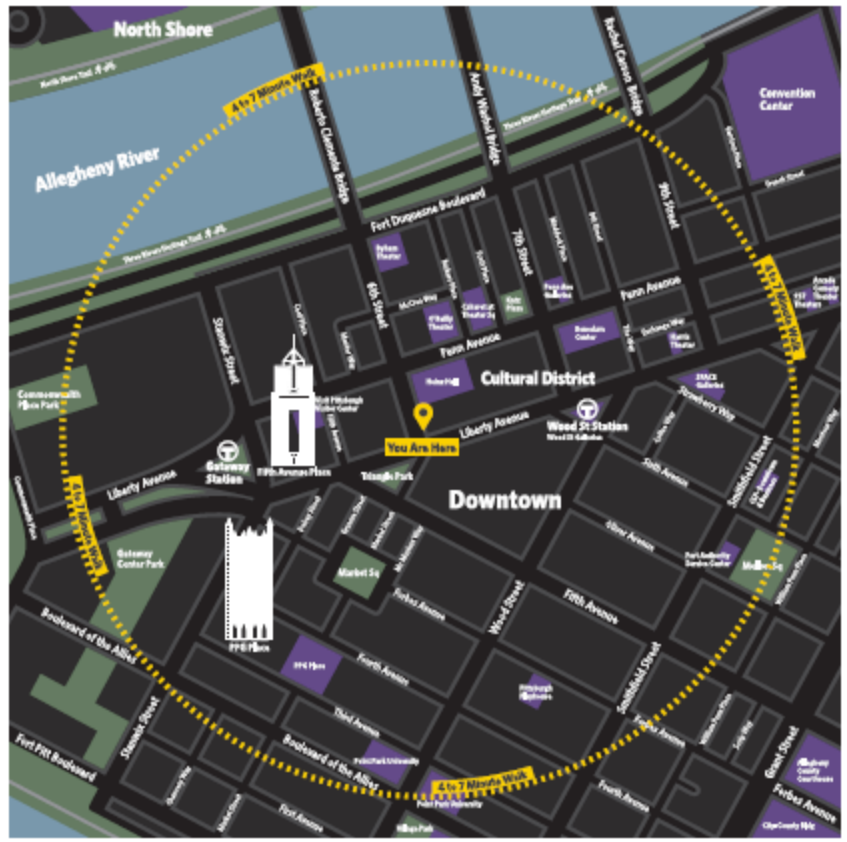



* Contrast comparison between blue & green
* Contrast comparison for text on the green
* Color balance comparison between purple & green

# 4A. Map of Downtown

With new color combination



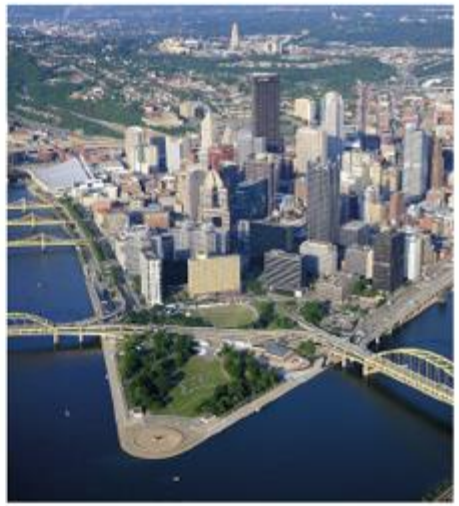
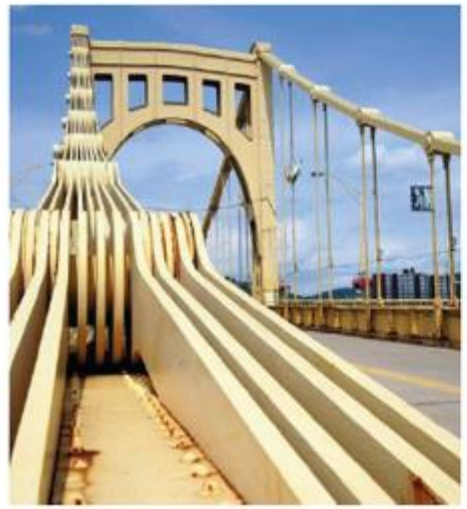

- Recommended Color Combination

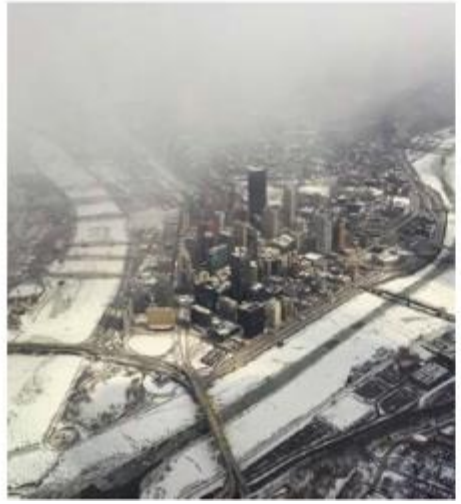
# Preferred Color Combination

- Recommended Color Combination

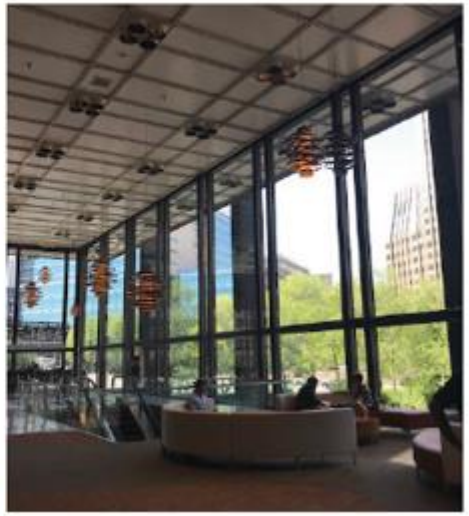
# IDENTITY – COLOR

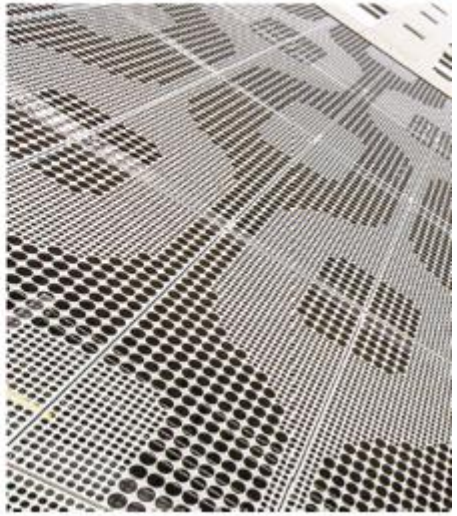
# IDENTITY – GRAPHICS

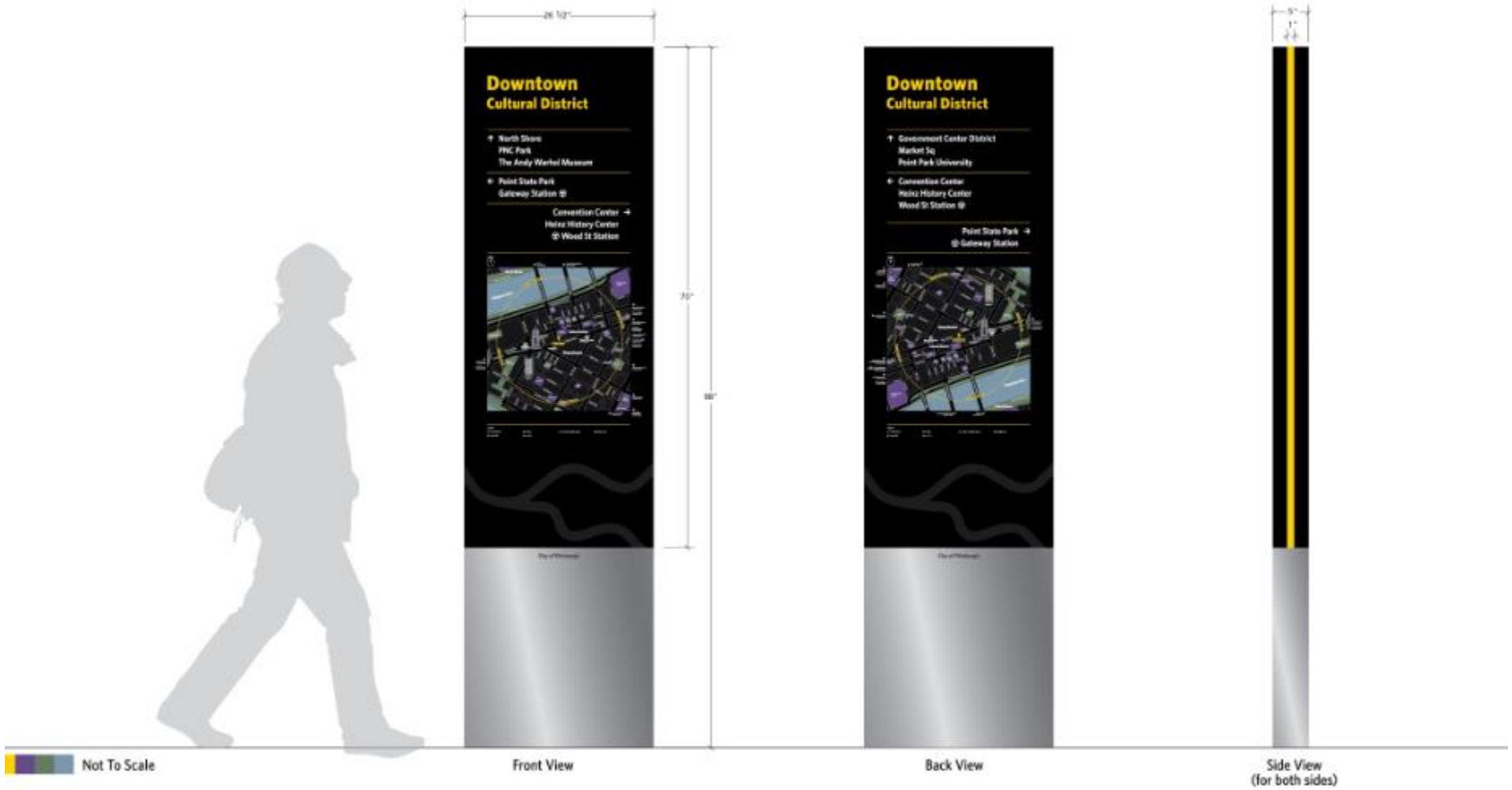


# IDENTITY – MATERIAL





# Revised Kiosk Design Showing Map on Each Side and View of Edge




This image includes subtle graphic image of three rivers chosen by stakeholders as most iconic of Pittsburgh identity.  It is located in black section below map.