



Special SeaTac Airport Committee Summary Minutes

Monday, February 13, 2017

6:00 PM

City Hall - Council Chambers

Committee members present:

Michael J. Siefkes, Chair; Peter Kwon, Erin Sitterley, Joel Wachtel, Craig Baker, Doris Cassan, Douglas Hill, Tom Dantzler, Roger McCracken, Craig Baker (arrived 6:25 PM)

Absent: Mark Johnsen, Sr. Asst. City Attorney

Staff: Acting City Manager Joseph Scorcio (arrived late), Acting CED Director Jeff Robinson, Exec. Assistant Lesa Ellis

Councilmembers in the Audience: Rick Forschler (6:44 PM)

TOPIC	ACTION
Call to Order	Meeting called to order at 6:00 PM.
Public Comment	Earl Gibson; Would like to suggest \$20 mil "signing bonus" in the framework for the ILA for the lost parking tax revenue. Chair Siefkes stated that major topics have been identified for the ILA and staff is working on it weekly. Mr. Gibson also suggested an outside, third-party review the ILA.
Approval of the January 9, 2017 Minutes	Motion to approve the minutes as written by Doug Hill and seconded by Erin Sitterley.
Mayor's Topics	Near the end of the tonight's meeting, would like to know from the committee "where you'd like this committee to go"?
Update on Mayors' Roundtable	<p>The first meeting of the Roundtable (formerly named the turbulence council) was held January 30. The purpose is to coordinate information and support each other. Each city has unique airport-related issues.</p> <p>Mr. Wachtel stated that the FAA didn't respond to the City of Burien or QuietSkies Friday. Thus, they are going to file a lawsuit against the FAA. According to Mr. Wachtel, Burien will file on Wednesday. Burien officials have agreed to let QuietSkies have a place at the table during meetings with the attorneys.</p>
FAA Meeting Summary Notes	<p>Mr. Robinson reminded the Committee that Chair Siefkes and Mr. Scorcio briefed the Committee at the last meeting. Attached in tonight's packet are the written notes from the meeting. The key topics discussed included: 1) NextGen, 2) role, scope and authority of the FAA, and 3) ongoing communications with the FAA.</p> <p>Councilmember Kwon stated he asked specific questions of the FAA at the meeting and has not yet received a response.</p>
Updates on Requests to the Port	Acting City Manager Scorcio sent an email to Lance Lyttle in regard to access from the south via the tunnel (copy included in the packet).

<p>Action Items</p> <ul style="list-style-type: none"> • Invite Agencies/Officials to future meetings • Comparative list of City authorities and Port/Airport authorities • New topics 	<p>Invitation letter sent to Alaska Airlines on February 10, 2017.</p>
<p>Round Robin Comment/Question Opportunity</p>	<p>Mr. McCracken: We need to work together with the Port. We both need each other. Would like to have more one on one meetings with the Port and City to discuss issues, especially roads. Need a mechanism for the local businesses to meet with airport planners. Can the City help with that? Local businesses touch about 20% of the Port's travelling public outside the fence line.</p>
	<p>Mr. Dantzer: The Port doesn't need us since they have permitting, SEPA authority, and are self-sustaining. Businesses are providing feedback at open houses, but not receiving any responses back from the Port. We need a tool, perhaps the ILA or PSRC Growth Management Act on Transportation.</p>
	<p>Chair Siefkes: Agrees with statements from the business owners at previous meetings that the Port should have the business community and the City involved earlier in the process. Currently, the Port presents a fully-formed plan.</p>
	<p>Ms. Cassan: Port and City hires expensive consultants, and the community has to live with whatever they come up with. Community should have input in process.</p>
	<p>Mr. Gipson (audience): the Port has the resources to outgun the City with attorneys and consultants.</p>
	<p>Mr. Wachtel: Historically, nothing has worked. Thinks the City should just let the ILA expire and negotiate after the City takes back permitting authority.</p>
	<p>Mr. McCracken: Doesn't want to wait for the ILA to expire. We did see a response during Christmas when the Port changed the routes based on comments from the City on S. 160th.</p>
	<p>Mr. Robinson: The City has several ILA negotiating teams that meet regularly. They cannot discuss ongoing negotiations in public at this time. Teams include addressing issues of: traffic, land use, permitting, master document, and community/neighborhood mitigation. The City cannot be disingenuous when looking for a win/win with the Port. Both sides have attorneys; an agreement is in the best interest of both parties, not litigation. He cautioned the members not to jump to conclusions. Staff is working toward an ILA that will be presented to Council for approval.</p>
	<p>Mr. Robinson continued his comments that SAMP is a different issue than the ILA. They work with Port Planners Tom Hopper and Elizabeth Leavitt.</p>

	Mr. Scorcio arrived from an out of town trip and joined the meeting. He reiterated that the teams working on the ILA are making headway in crafting language. Some sections of the ILA are more complex than others. Details of the negotiations cannot be discussed in public, but citizens and business owners can relay their issues via city staff.
Where do we want this Committee to go?	Ms. Sitterley: Focus on SeaTac and our needs; arguing with the FAA is not beneficial; avoid hysteria regarding flight plans. Wants: Fairness from the Port, realize the Airport was here first, wants to coexist with the Port, develop a work plan and smart goals, businesses to do well, population to thrive, let staff negotiate the ILA, and make the city better by working with the Port.
	Mr. Kwon: Wants ongoing dialogue with the Port (City officials, residents and businesses want real-time dialogue); the airport to be successful with the city along with it (seems out of balance in growth and financially); and good avenue to move forward to finding mutually beneficial solutions to problems.
	Chair Siefkes: Commented that he saw Commissioner Albro at the Tree Safety Flight Corridor Meeting. No official wants to see a line of people signed up to complain. Although unpleasant, wonders if they might consider holding public meetings more often as many other issues were raised by the public.
	Mr. Hill: Thanked the airport related businesses for being here and wants them to succeed, concerns include: property values, crime, safety (an perception of safety); need resources to transform the community, with the infuse of money comes higher property values and vibrancy.
	Mr. Wachtel: Wants a better understanding and more information coming back to the committee from the negotiations, find an effective way for business owners to provide input to the Port for perspective beyond the fence line.
	Mr. Baker: Trees are dying due to the airport, feels sure that when the ILA was adopted years ago the Port knew it wouldn't be updated, a small wins list would be: co-exist and grow with the Port, identify the big issues to businesses, residents and the environment.
	Ms. Cassan: Appreciates the Council and staff for listening to their issues. Need resources to focus on crime. Port and City both experience crime.
	Mr. Dantzler: Wants to see caution in negotiating the ILA – who will control it? The City should have more control over how the mitigation dollars are spent.
	Mr. McCracken: Agrees with Ms. Sitterley on focus; parking lots sometimes get a bad rap and we need to get this right with the Port, vision of a world-class Port and City.
	Mr. Scorcio: The Committee formed a year ago. It has been a great learning experience with lots of questions and answers and will continue to be a forum for discussion.
	Chair Siefkes: Agreed that he has learned something new at each meeting, energizing, agrees with Roger's vision of the City

	and Port working together. Airport needs to see our vision and help make it happen.
Next meeting	March 20, 2017 – staff will work on bringing in a guest from the Alaska Airlines or the Port.
Adjourn	7:52 PM

Information e-mailed after the meeting:

FAA Grant Assurances

Port of Seattle Connections

Articles-Past and Present

Joseph Scorcio

From: Joseph Scorcio
Sent: Thursday, February 16, 2017 5:10 PM
To: Lyttle, Lance
Cc: Jeff Robinson; Gallagher, Clare
Subject: Re: Airport Committee - Relaying a question

Thanks for the detailed answer. I appreciate the clarity. Joe

Sent from my iPhone

On Feb 16, 2017, at 4:03 PM, Lyttle, Lance <Lyttle.L@portseattle.org> wrote:

Good Afternoon Joe,

It is my understanding that prior access to parking from the tunnel was at a time when a surface lot was available for parking. Since then the garage was expanded and vehicular access from the tunnel to the garage is no longer available.

Also, due to the construction of the new International Arrival Facilities (IAF), tour buses and Port licensed shuttle will no longer have their access. Their access is expected to end approximately April 1st, 2017.

Please let me know if answers your questions.

Regards,
Lance

From: Joseph Scorcio [<mailto:jscorcio@ci.seatac.wa.us>]
Sent: Tuesday, February 07, 2017 11:28 AM
To: Lyttle, Lance
Cc: Jeff Robinson
Subject: Airport Committee - Relaying a question

Good morning Lance,

I know we've both had our hands full with weather issues these last few days, but I need to get an issue added to our Director/Manager discussions.

As you know, the City formed a SeaTac Airport Committee in 2016. The nine member committee (3 Council, 3 business and 3 residents) is primarily a forum for discussion of all issues related to "living everyday with an airport in our City". Overall, it's been a very enlightening and engaging process. Not surprisingly, one of the key issues the committee has discussed is access to/from the City streets and the airport drives.

So, I am relaying a question from the Committee for your consideration and feedback.

Apparently, prior to the events of 9/11, public access (including park and fly shuttles) was allowed into the airport from the south on 28th Avenue S. I understand that the tunnel connecting to the parking garage was also accessible at that time.

The question I am pursuing for the Committee and City is whether it might be possible to reopen this access at this time in a very limited capacity to the Port-licensed and transponder monitored shuttles. We understand that tour buses are currently allowed access in this area. By restricting it to tour buses and Port-licensed shuttles, it seems a high level of security could be maintained. Access would increase efficiency for the shuttles, relieve some traffic congestion, and reduce exhaust emissions by shortening the trips and delays. We have a clear understanding that at some point, the whole area will be redesigned under SAMP and to accommodate pending construction.

I hope you understand the gist of my inquiry. Before we go any further with our investigation and potential interim solutions, I'm hoping you can let me know if this is at all viable. If yes, whom on your staff could we further explore this issue/possible solutions.

The next Airport Committee meeting is Monday, February 13th. I can report that I have inquired and would likely relay this email. By the March 20th meeting, I would need to report on the answer to the question.

Thank you for your consideration, Joe

Joseph Scorcio, AICP
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**COMMISSION
AGENDA MEMORANDUM**

Item No.

6a

ACTION ITEM

Date of Meeting

March 14, 2017

DATE: March 7, 2017

TO: Dave Soike, Interim Chief Executive Officer

FROM: Jeffrey Brown, Director, Aviation Facilities and Capital Programs
Mike Tasker, Senior Manager, Aviation Facilities and Infrastructure
Wayne Grotheer, Director, Aviation Project Management Group

SUBJECT: Airport Signage and Wayfinding Short-Term Improvements-Phase 1 (CIP #C800898)

Amount of this request:	\$2,000,000
Total budgeted project cost:	\$8,000,000

ACTION REQUESTED

Request Commission authorization for the Chief Executive Officer to prepare design documents for Airport Signage and Wayfinding Short-Term Improvements and to advertise and execute major construction contracts and utilize Port crews to complete immediate and short-term improvements at Seattle-Tacoma International Airport for an estimated cost of \$2,000,000.

EXECUTIVE SUMMARY

Seattle-Tacoma International Airport suffers from a number of signage and wayfinding challenges that often frustrate passengers and hamper their smooth passage through our facilities. As part of executing the Signage and Wayfinding Master Plan approved in the 2017 operating budget, the Port has engaged a consultant to identify high-priority immediate and short-term improvements. This request provides \$2 million for both design and construction of initial short-term improvements only. These improvements may be temporary and would be replaced later on by permanent signs where necessary as determined by the Signage Master Plan. Planning for long-term improvements is a separate, though related, effort.

Based on cumulative experience and customer feedback, staff has identified specific areas for early improvement. These areas include transition points at baggage claim and ticketing, the airport curbside, and wayfinding between the terminal, garage, ground transportation, and light rail. The consultant will prepare a full scope of work, cost estimate, and schedule for the short-term improvements by the third quarter of 2017.

Staff will return to Commission for further authorization at a later date for additional short-term improvements, if needed, and for long-term improvements consistent with the Signage

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Master Plan. This will include scope, schedule, and cost estimates, which may be in excess of the \$8 million budgeted. This project will be coordinated with other projects that seek to address wayfinding at the Airport, such as the Accessibility Assessment that was presented on February 14, 2017.

The short-term improvements covered by this request will improve signage and wayfinding and boost customer experience while we plan for comprehensive signage and wayfinding improvements.

JUSTIFICATION

Effective wayfinding is one of the top factors customers use to rate their overall airport experience. Customers have identified signage and wayfinding as one of their top airport customer service priorities. Sea-Tac receives lower customer satisfaction scores relative to its peer airports for the ease of navigation through the airport.

This Airport Signage and Wayfinding project supports the Port's Century Agenda for Sea-Tac to be the West Coast "Gateway of Choice." Additionally, the project is expected to improve the customer experience and the overall customer satisfaction with Sea-Tac.

The airport's existing signage system and wayfinding master plans were designed in 1999 when Sea-Tac operated primarily as an origin and destination (O&D) airport. Today, Sea-Tac is a hub for two major carriers with a greater mix of O&D and connecting passengers. The airport's operation has been transformed to be a major international gateway. Sea-Tac's signage system does not support our customers' ability to seamlessly navigate throughout the airport. As the airport has expanded, in both facilities and passenger volume, maneuvering through the airport has become more complex and less intuitive.

A holistic approach to studying passenger movement across the entire airport is needed. This comprehensive review will avoid utilizing a patchwork approach to meeting the airport's signage and wayfinding needs.

Additional Information:

- (1) As an international hub, signage and wayfinding improvements at Sea-Tac are needed to better serve customers who travel great distances and speak multiple languages.
- (2) The project will map the pedestrian path of customers and employees who use public transit, including Link Light Rail and the bus lines that serve Sea-Tac.
- (3) Existing signage infrastructure limits the airport's ability to accommodate new airline growth and other changes that occur on the airport. Signage constraints in the ticket lobby and on the airport drives cannot accommodate airline growth. This project will evaluate limitations and provide solutions like electronic signage that offer flexibility and are adaptable.

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- (4) An evaluation will be conducted and recommendations will be developed to improve our customers' ability to seamlessly use transportation services like Link Light Rail, taxis, and app-based ridesharing services.
- (5) The study will consider all customer segments, O&D passengers, connecting passengers, and meeters/greeters.
- (6) The project will develop recommendations based on the needs of visually and mobility impaired customers.
- (7) The signage and wayfinding master plan, once implemented, will reduce the visual clutter that is present and produce a simplified wayfinding experience for our customers.
- (8) The signage and wayfinding master plan will be completed after the signage designs for the IAF and North Satellite projects are already completed. The master plan will review the signage designs for those projects.

DETAILS

The signage and wayfinding planning effort is an expense project that consists of three components that will be completed using an existing indefinite delivery, indefinite quantity (IDIQ) planning contract:

1. Conduct airport-wide assessment.
2. Meet with stakeholders.
3. Recommend immediate and short-term improvements. Some of these recommended improvements will be implemented quickly via this capital project using the funds authorized as part of this requested Commission authorization.
4. Develop a Master Plan and update Signage Standards.

The project will take a holistic approach to examine the Sea-Tac customer experience from arrival via airline, roadways or mass transit, to departure via an airline, and arrival via an airline and departure by various other ground transportation means. A signage and wayfinding assessment will be the first phase that will include an analysis of all passenger movement areas of the airport. The project scope encompasses all public areas, including: airport roadways, airport drives, the parking garage, ground transportation service areas, the central terminal, concourses, satellites, train stations, and gate hold rooms. The signage and wayfinding master plan will provide effective management of change and will utilize an integrated and flexible system to communicate information using concise and unified messages.

Wayfinding challenges are diverse, but often center on connectivity—between the main terminal, concourses, satellites, and trains. Major elements for wayfinding include:

- Signage: Directional, identification, informational, and regulatory
- Intuitive architectural design: Clear paths of pedestrian flow and circulation, logical sequence of processing areas, spatial volumes, sightlines and visibility, lighting levels
- Landmarks: Architectural elements, artwork, retail/dining establishments

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- People: Airport employees, designated information staff (Pathfinders, volunteers)

Challenges to effective, intuitive wayfinding include:

- Long walking distances
- Frequent, necessary level changes
- The complicated underground train system with three separate routes
- Fragmented, difficult connections among terminal, garage, and ground transportation modes

The exact scope of work, cost, and schedule of the short-term signage and wayfinding improvements capital project is not determined yet, and will not be known until Q3 of 2017. Based on cumulative experience and customer feedback, we are aware of specific areas that have a high probability of being identified by the consultant as needing improvement, including but not limited to: transition points at baggage claim and ticketing; curbside; and wayfinding between garage, terminal, ground transportation, and light rail.

ADDITIONAL BACKGROUND

Signage systems at Sea-Tac have evolved over the years, since the first terminal opened in 1949. A simple, basic system for limited pedestrian movement expanded incrementally as four concourses were added to the original central terminal. Minimal signage was required for on-grade, small-scale roadways and parking. In 1971, new signage for the entire airport was introduced to support a much larger terminal complex, including the multi-level main terminal, two remote satellite terminals with a three-route train system, 8-level parking garage, and limited-access, structured roadways. Terminal and landside signage were updated again with additional major expansion between 1990 and 2004 in Concourses B, C, and D and the garage. The current signage system was implemented throughout the terminal, drives, and garage, beginning in 2004 as another significant construction program was initiated. This program provided an addition to the South Main Terminal, a new Concourse A and office building, the Central Terminal development, and the new remote Rental Car Facility.

Scope of Work

The scope of work of construction under this authorization could potentially include a combination of new monument signs, re-facing existing signs, and limited digital signage.

Small Business participation will be considered in selecting consultants.

Schedule

The construction schedule is not yet known, but the goal is to start design work in 2017 and install some of the signage improvements in 2018.

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Activity

Commission design and construction authorization	2017 Quarter 1
Design start	2017 Quarter 4
Construction start	2018 Quarter 1
In-use date	2018 Quarter 3

Cost Breakdown

	This Request	Total Project
Design Phase	\$300,000	\$1,200,000
Construction Phase	\$1,700,000	\$6,800,000
Total	\$2,000,000	\$8,000,000

ALTERNATIVES AND IMPLICATIONS CONSIDERED

The alternatives for this project are a question of when and how much should be authorized. Signage and Wayfinding estimates are based on current and historic signage cost data at the Airport. The alternatives are based on authorizing different amounts of money at different times.

Alternative 1 Complete Master Plan, and authorize signage and wayfinding improvements after scope, schedule and budget for short-term fixes are determined in Q3 of 2017.

Cost Implications: \$0

Pros:

- (1) Authorization will be based on known scope, schedule, and budget.

Cons:

- (1) Funds will not be available at short-notice and it might take longer for the first recommended improvements to be implemented.
- (2) The Airport will need to wait longer to improve customer service in regard to signage and wayfinding.
- (3) Does not identify the full cost of signage and wayfinding improvements prior to authorization of initial short-term fixes.

This is not the recommended alternative.

Alternative 2 – Authorize \$600,000 at this time for design and soft costs for short-term signage and wayfinding improvements to be completed after scope, schedule and budget are determined in Q3 of 2017.

Cost Implications: \$600,000

Pros:

- (1) Allows for design of short-term improvements to begin quickly after scope, schedule, and budget determination in Q3 of 2017.

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- (2) Allows for additional review before fabrication and construction begin, and an opportunity to reassess implementation of recommendations prior to authorization of a larger project.

Cons:

- (1) No short-term improvements will be completed immediately compared to Alternative 3.
- (2) Does not identify the full cost of signage and wayfinding improvements prior to authorization of design.

This is not the recommended alternative.

Alternative 3 – Authorize \$2,000,000 at this time for a larger number of short-term signage and wayfinding improvements to be completed after scope, schedule and budget are determined in Q3 of 2017.

Cost Implications: \$2,000,000

Pros:

- (1) Funds will be available at short notice, allowing the first recommended improvements to be implemented quickly.
- (2) Improves customer service in regard to wayfinding as quickly as possible.

Cons:

- (1) The requested authorization amount of \$2,000,000 is based on current and historic signage cost data at the Airport. It is not an estimate based on actual project scope, schedule, and budget, which will be developed in Q3 2017.
- (2) Does not identify the full cost of signage and wayfinding improvements prior to authorization of initial short-term fixes.

This is the recommended alternative.

FINANCIAL IMPLICATIONS

Cost Estimate/Authorization Summary

	Capital	Expense	Total
COST ESTIMATE			
Original estimate	\$8,000,000	\$0	\$8,000,000
AUTHORIZATION			
Previous authorizations	\$0	\$0	\$0
Current request for authorization	\$2,000,000	\$0	\$2,000,000
Total authorizations, including this request	\$2,000,000	\$0	\$2,000,000
Remaining amount to be authorized	\$6,000,000	\$0	\$6,000,000

Annual Budget Status and Source of Funds

The Airport and Signage Phase 1 project (CIP#C800898) is included in the 2017-2021 capital budget and plan of finance with a budget of \$8,000,000. The funding source will include the Airport Development Fund and future revenue bonds.

Financial Analysis and Summary

Project cost for analysis	\$8,000,000
Business Unit (BU)	Terminal Building, Roadway, and Landside
Effect on business performance (NOI after depreciation)	NOI after depreciation will decrease
IRR/NPV (if relevant)	N/A
CPE Impact	\$0.02 by 2020

Future Revenues and Expenses (Total cost of ownership)

Signage total cost of ownership includes future maintenance including cleaning, repairs, and changing information as needed.

ATTACHMENTS TO THIS REQUEST

- (1) Presentation slides

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

- November 22, 2016 – The Commission was briefed on the Airport Signage and Wayfinding program.
- November 22, 2016 – The Commission adopted the final budget of the Port of Seattle for the year 2017. The Planning effort that produces the overall Signage Master Plan and recommendations for short-term improvements was authorized as part of this budget.

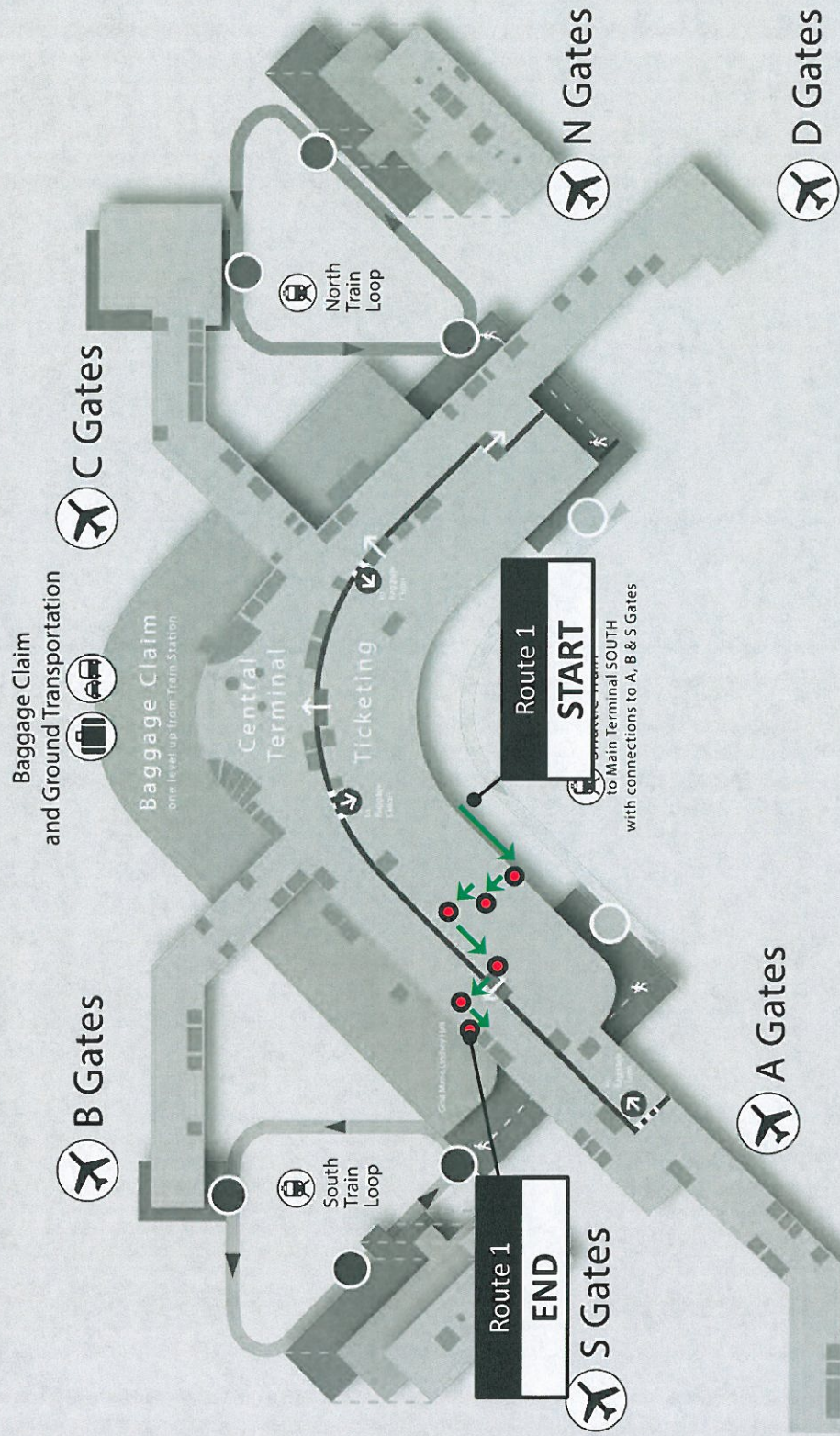
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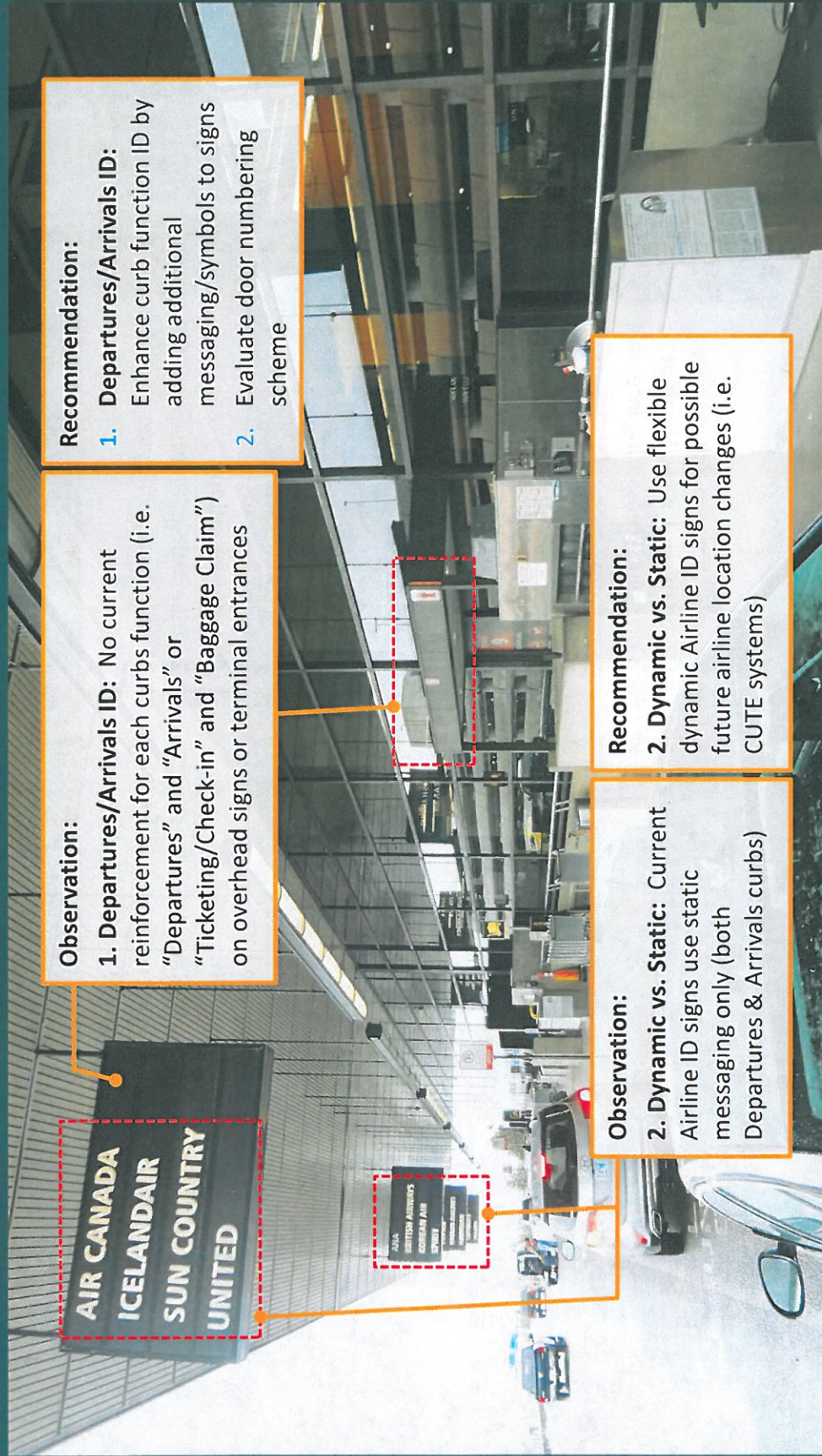
SEATTLE-TACOMA INTERNATIONAL AIRPORT

Discovery: Initial Wayfinding Observations

March 14, 2017







Observation:

1. **Departures/Arrivals ID:** No current reinforcement for each curb function (i.e. "Departures" and "Arrivals" or "Ticketing/Check-in" and "Baggage Claim") on overhead signs or terminal entrances

Recommendation:

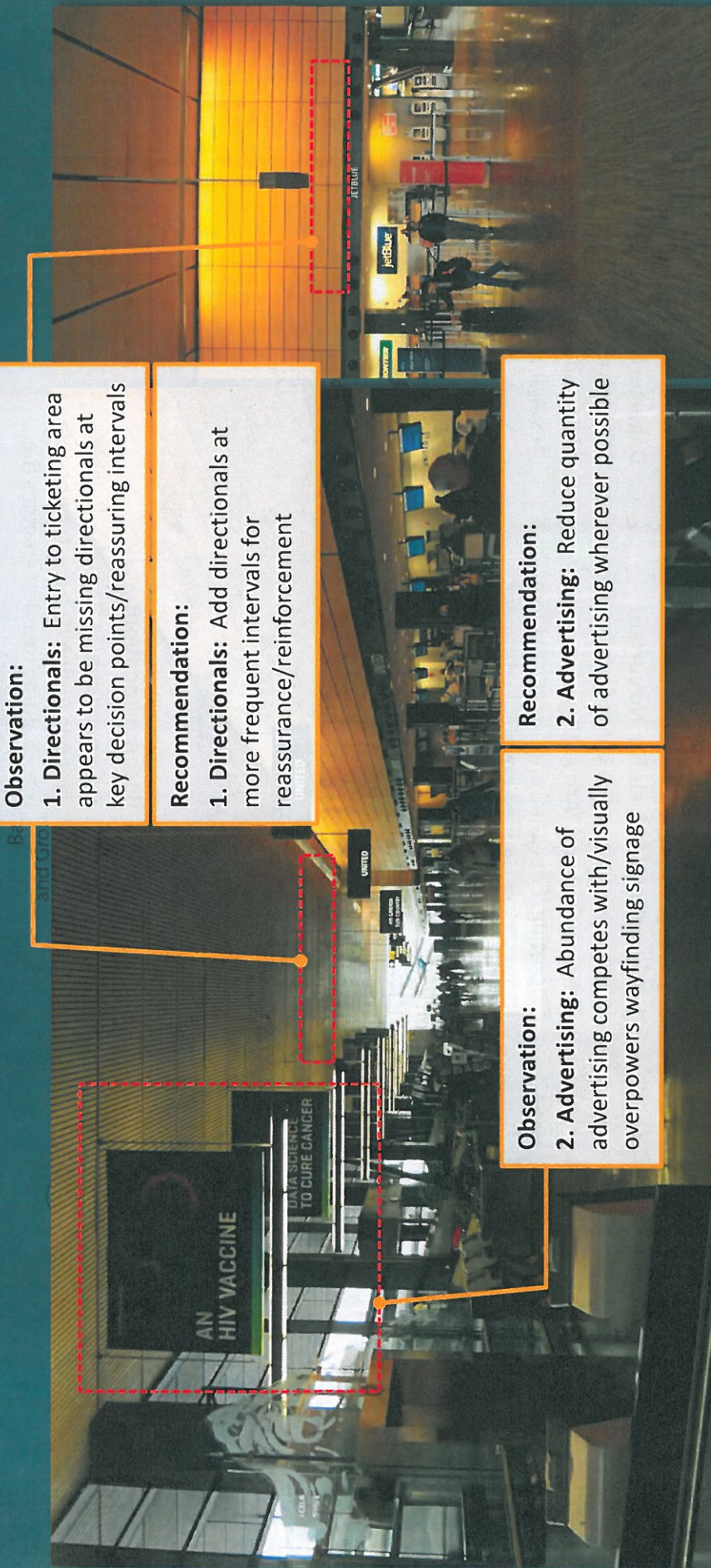
1. **Departures/Arrivals ID:** Enhance curb function ID by adding additional messaging/symbols to signs
2. Evaluate door numbering scheme

Observation:

2. **Dynamic vs. Static:** Current Airline ID signs use static messaging only (both Departures & Arrivals curbs)

Recommendation:

2. **Dynamic vs. Static:** Use flexible dynamic Airline ID signs for possible future airline location changes (i.e. CUTE systems)



Observation:

1. Directionals: Entry to ticketing area appears to be missing directionals at key decision points/reassuring intervals

Recommendation:

1. Directionals: Add directionals at more frequent intervals for reassurance/reinforcement

Observation:

2. Advertising: Abundance of advertising competes with/visually overpowers wayfinding signage

Recommendation:

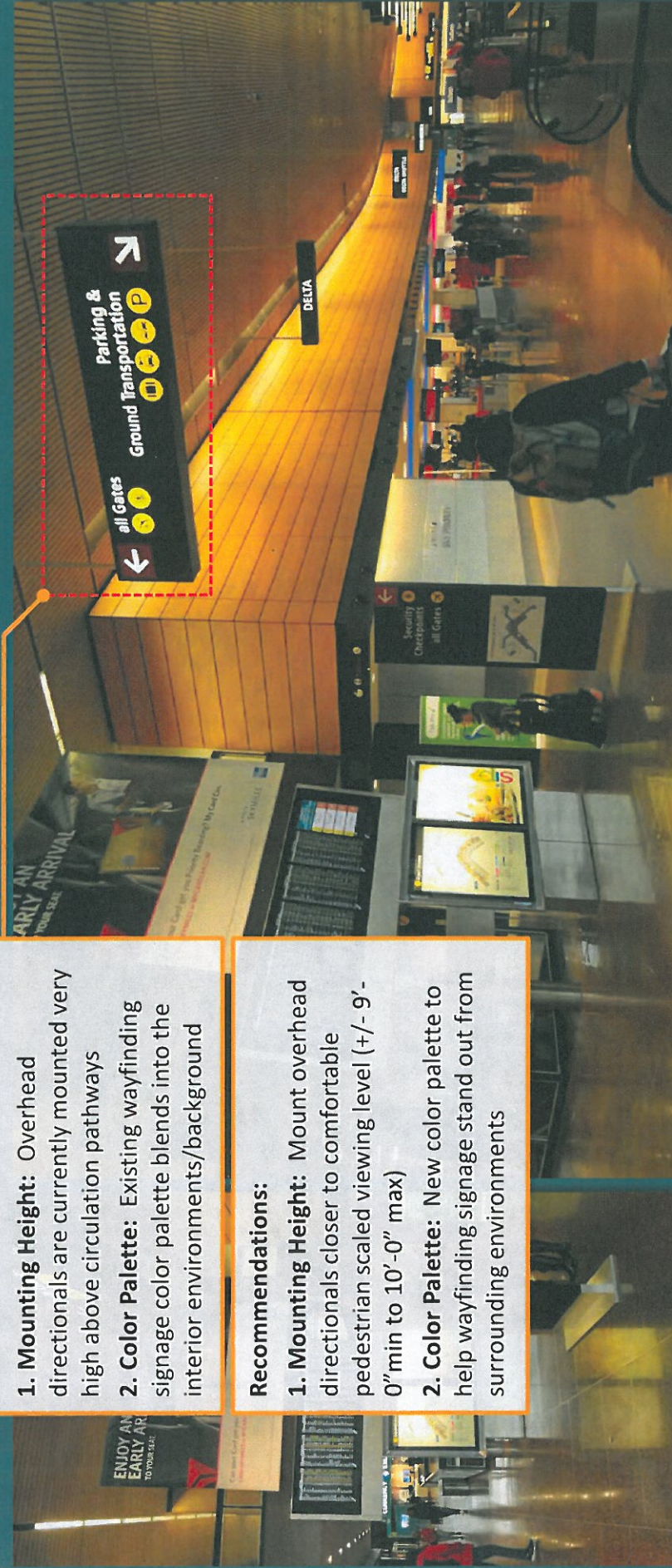
2. Advertising: Reduce quantity of advertising wherever possible

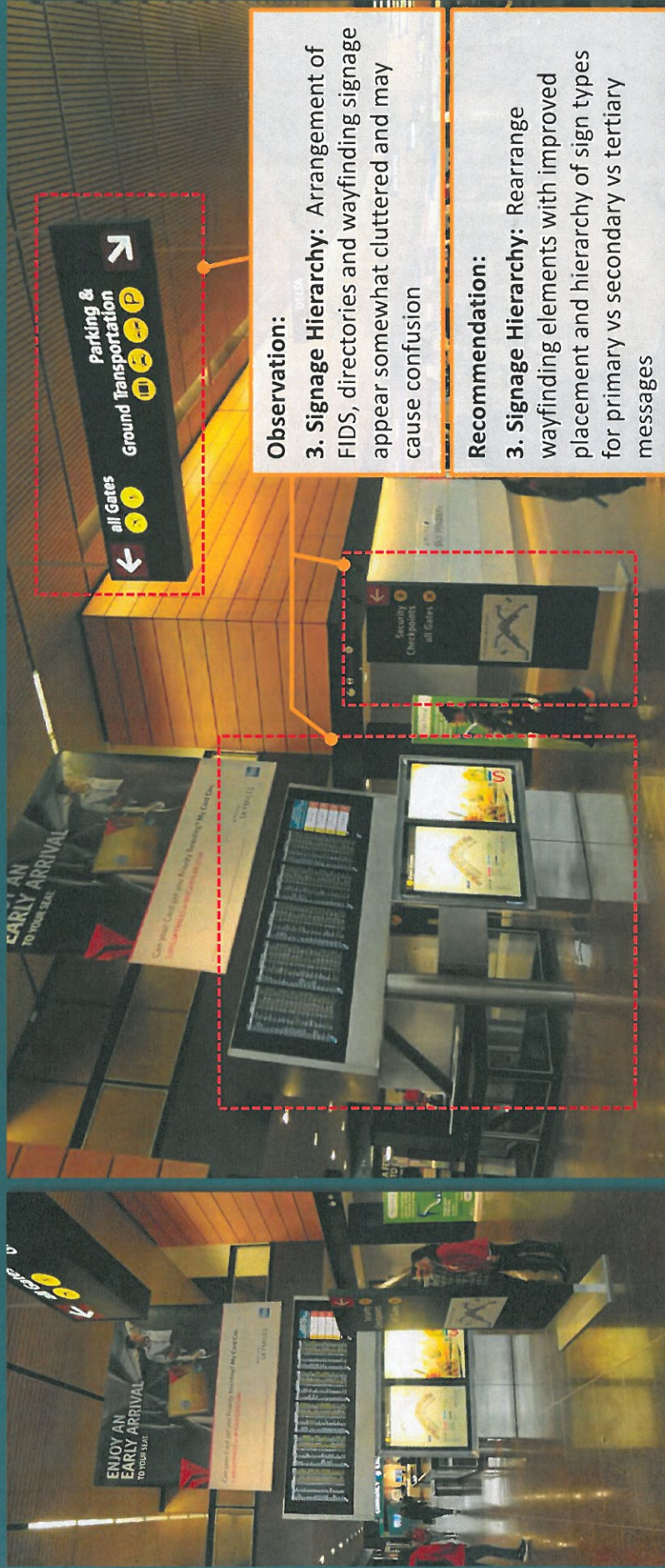
Observations:

- 1. **Mounting Height:** Overhead directionals are currently mounted very high above circulation pathways
- 2. **Color Palette:** Existing wayfinding signage color palette blends into the interior environments/background

Recommendations:

- 1. **Mounting Height:** Mount overhead directionals closer to comfortable pedestrian scaled viewing level (+/- 9'-0" min to 10'-0" max)
- 2. **Color Palette:** New color palette to help wayfinding signage stand out from surrounding environments





Observation:

3. Signage Hierarchy: Arrangement of FIDS, directories and wayfinding signage appear somewhat cluttered and may cause confusion

Recommendation:

3. Signage Hierarchy: Rearrange wayfinding elements with improved placement and hierarchy of sign types for primary vs secondary vs tertiary messages



Observation:

1. Primary Decision Point: No directional signage at primary decision point for reinforcement of checkpoint area entrance/hall wayfinding

Recommendation:

1. Primary Decision Point: Add directional signage at primary decision point for reinforcement of arrival at checkpoint area entrance/hall

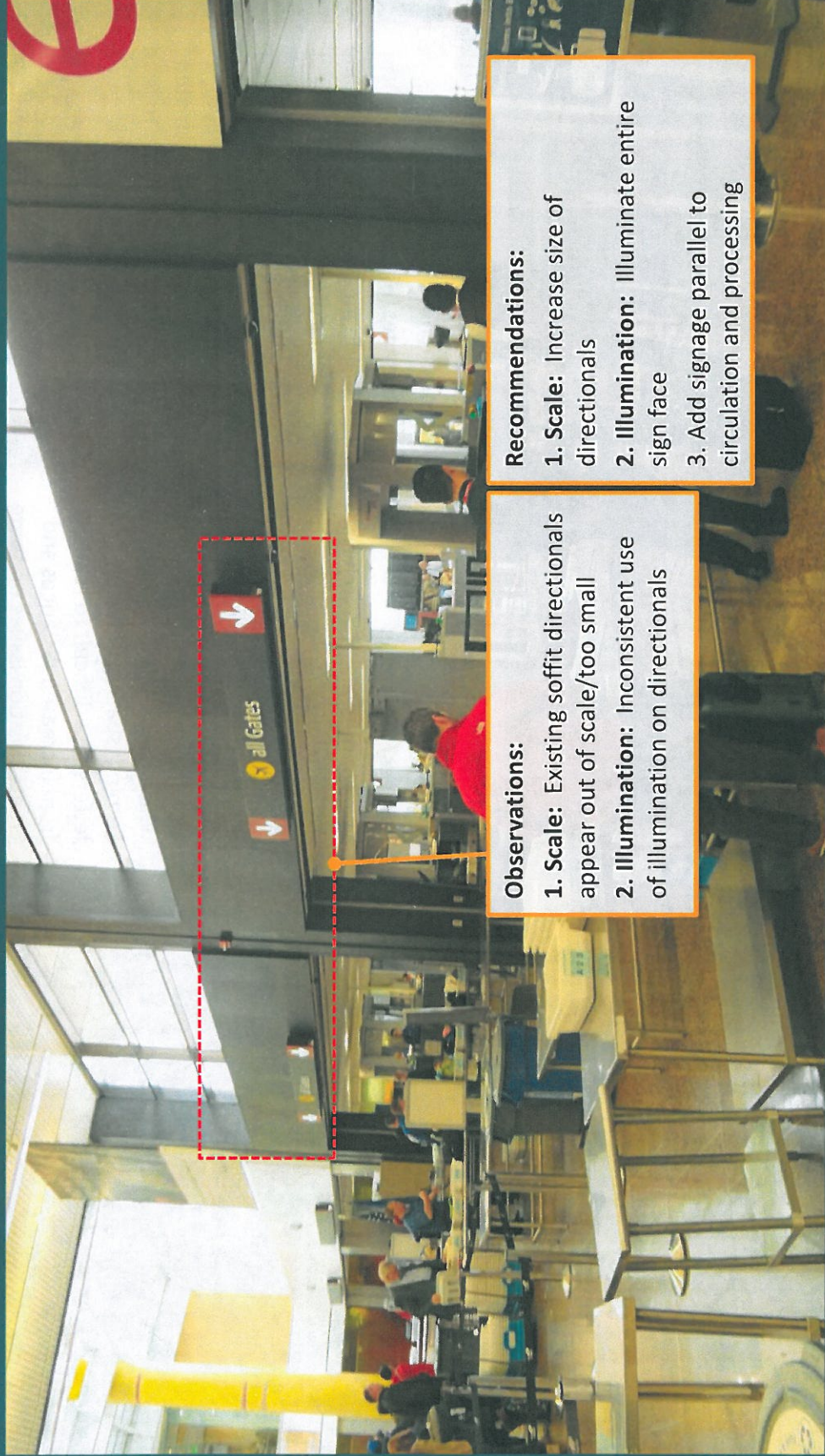


Observation:

- 1. **Wayfinding Signage:** Wayfinding signage at entrance to checkpoint area entrance/hall is visually muted and too low to be seen in large crowds

Recommendation:

- 1. **Wayfinding Signage:** Enhance checkpoint entrances with new signage at improved scale/mounting height for enhanced reinforcement

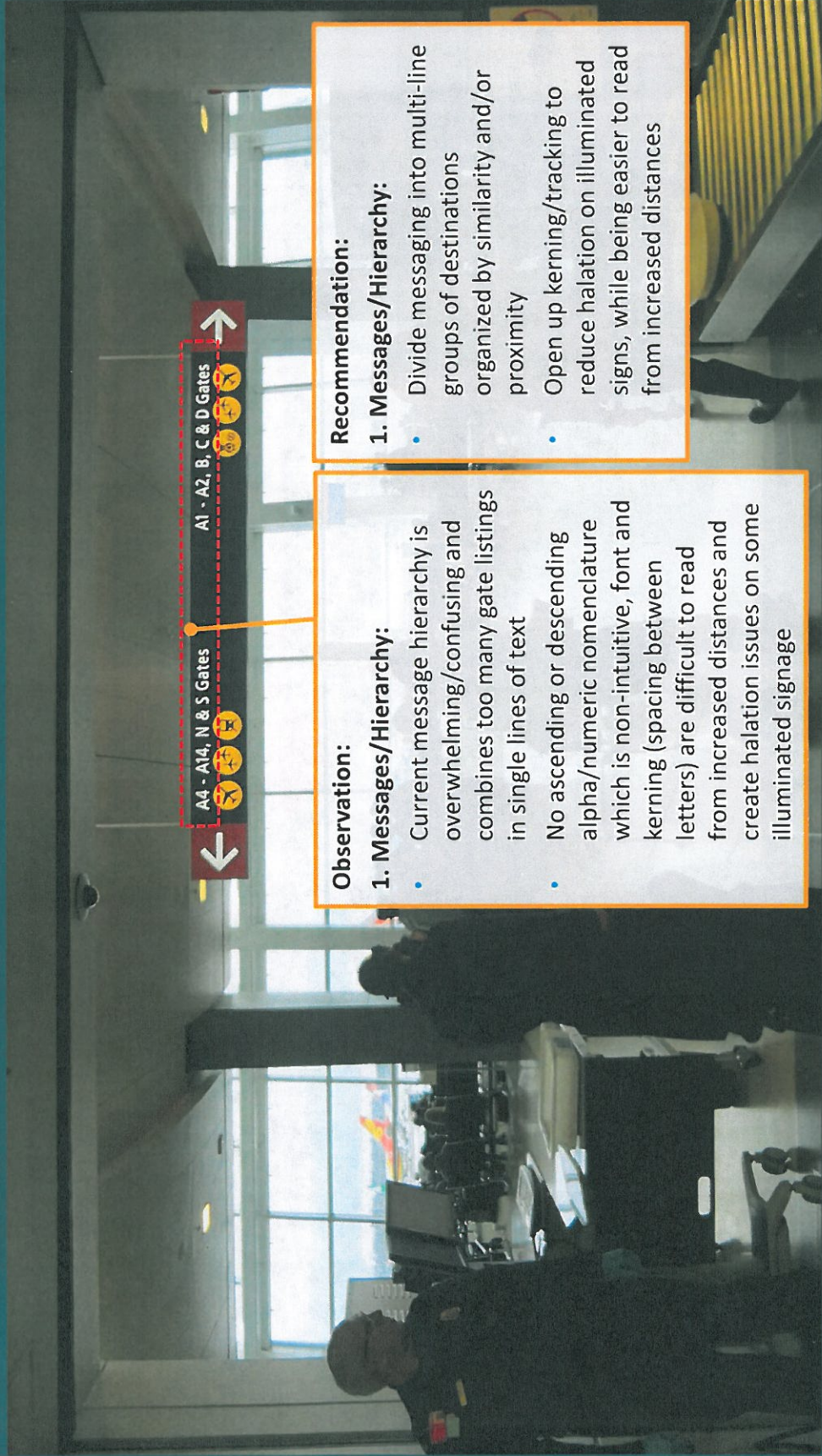


Observations:

- 1. **Scale:** Existing soffit directionals appear out of scale/too small
- 2. **illumination:** Inconsistent use of illumination on directionals

Recommendations:

- 1. **Scale:** Increase size of directionals
- 2. **illumination:** Illuminate entire sign face
- 3. Add signage parallel to circulation and processing



Observation:

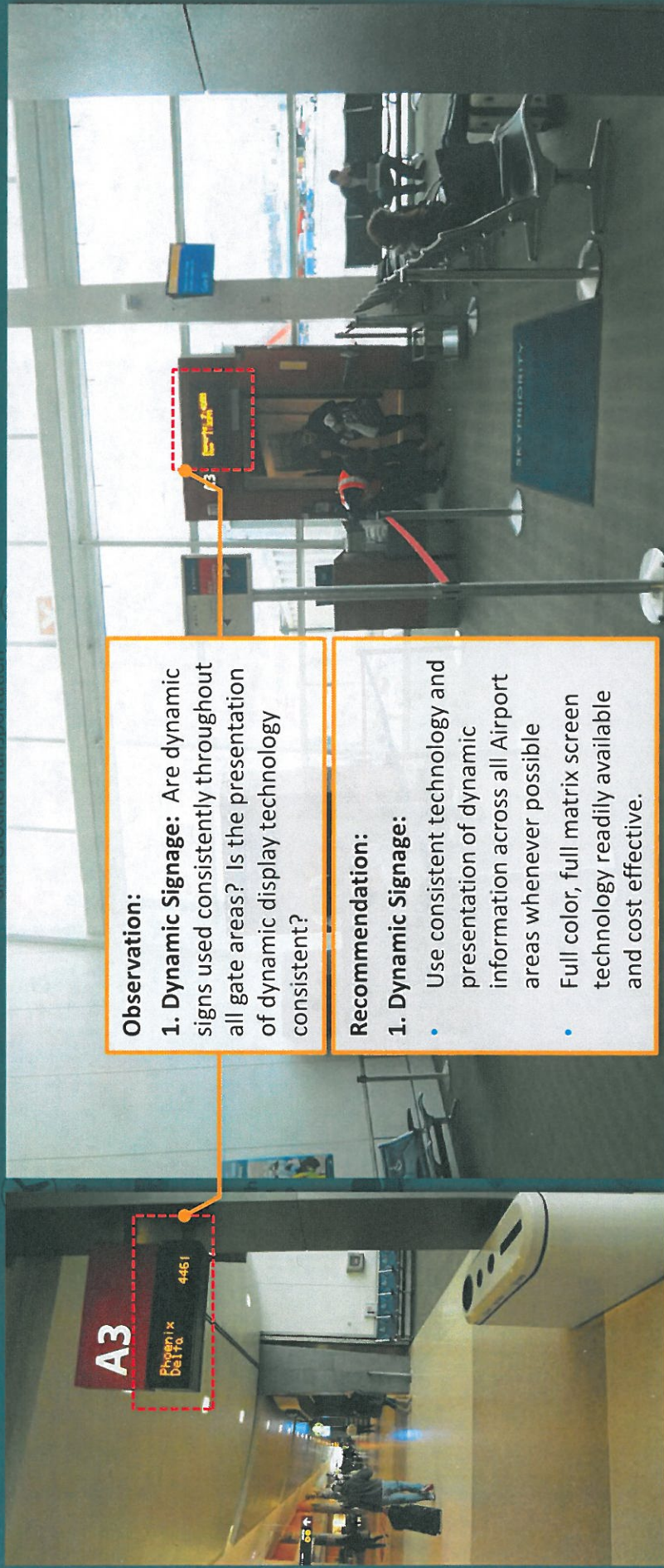
1. Messages/Hierarchy:

- Current message hierarchy is overwhelming/confusing and combines too many gate listings in single lines of text
- No ascending or descending alpha/numeric nomenclature which is non-intuitive, font and kerning (spacing between letters) are difficult to read from increased distances and create halation issues on some illuminated signage

Recommendation:

1. Messages/Hierarchy:

- Divide messaging into multi-line groups of destinations organized by similarity and/or proximity
- Open up kerning/tracking to reduce halation on illuminated signs, while being easier to read from increased distances



Observation:

1. Dynamic Signage: Are dynamic signs used consistently throughout all gate areas? Is the presentation of dynamic display technology consistent?

Recommendation:

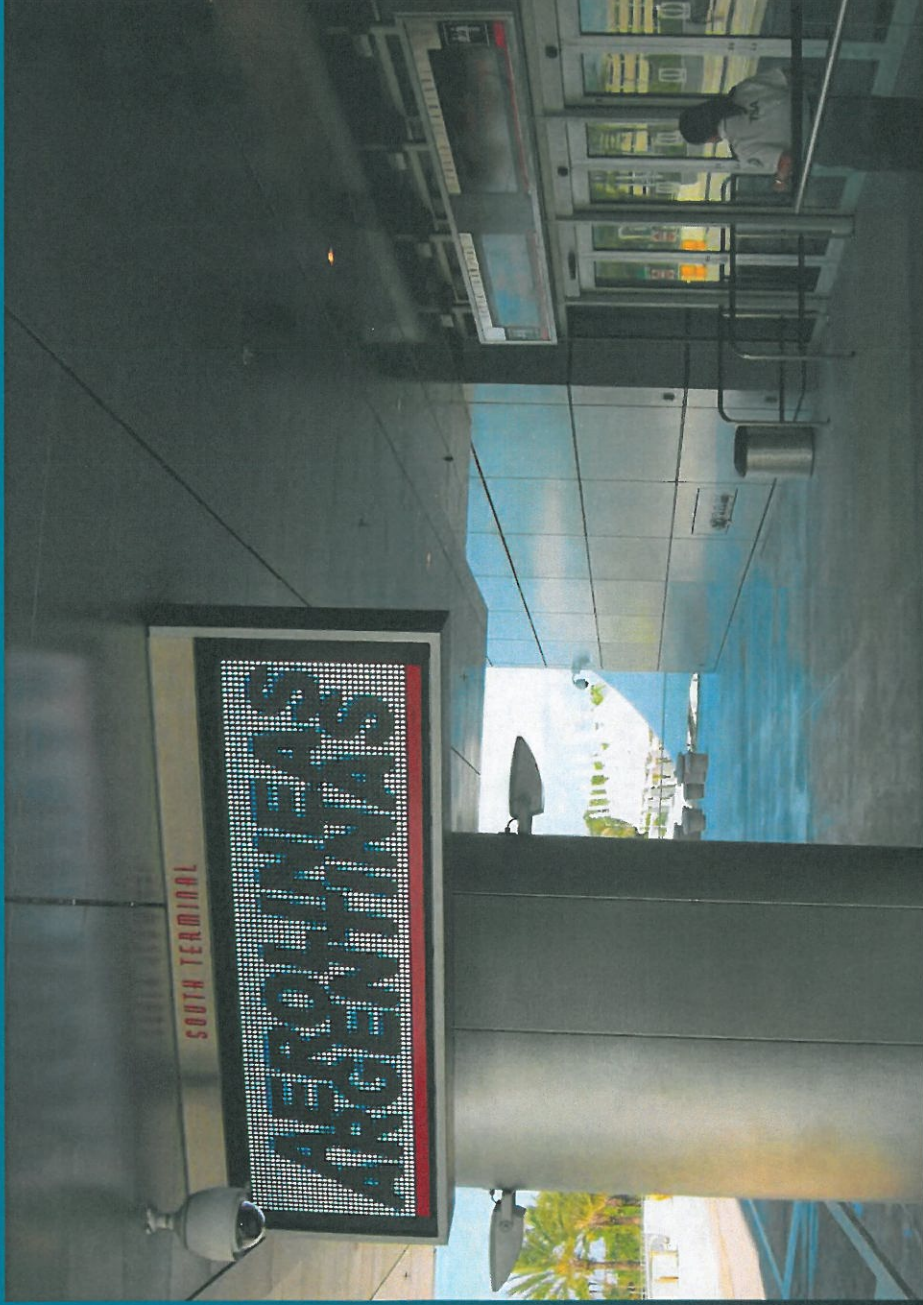
1. Dynamic Signage:

- Use consistent technology and presentation of dynamic information across all Airport areas whenever possible
- Full color, full matrix screen technology readily available and cost effective.

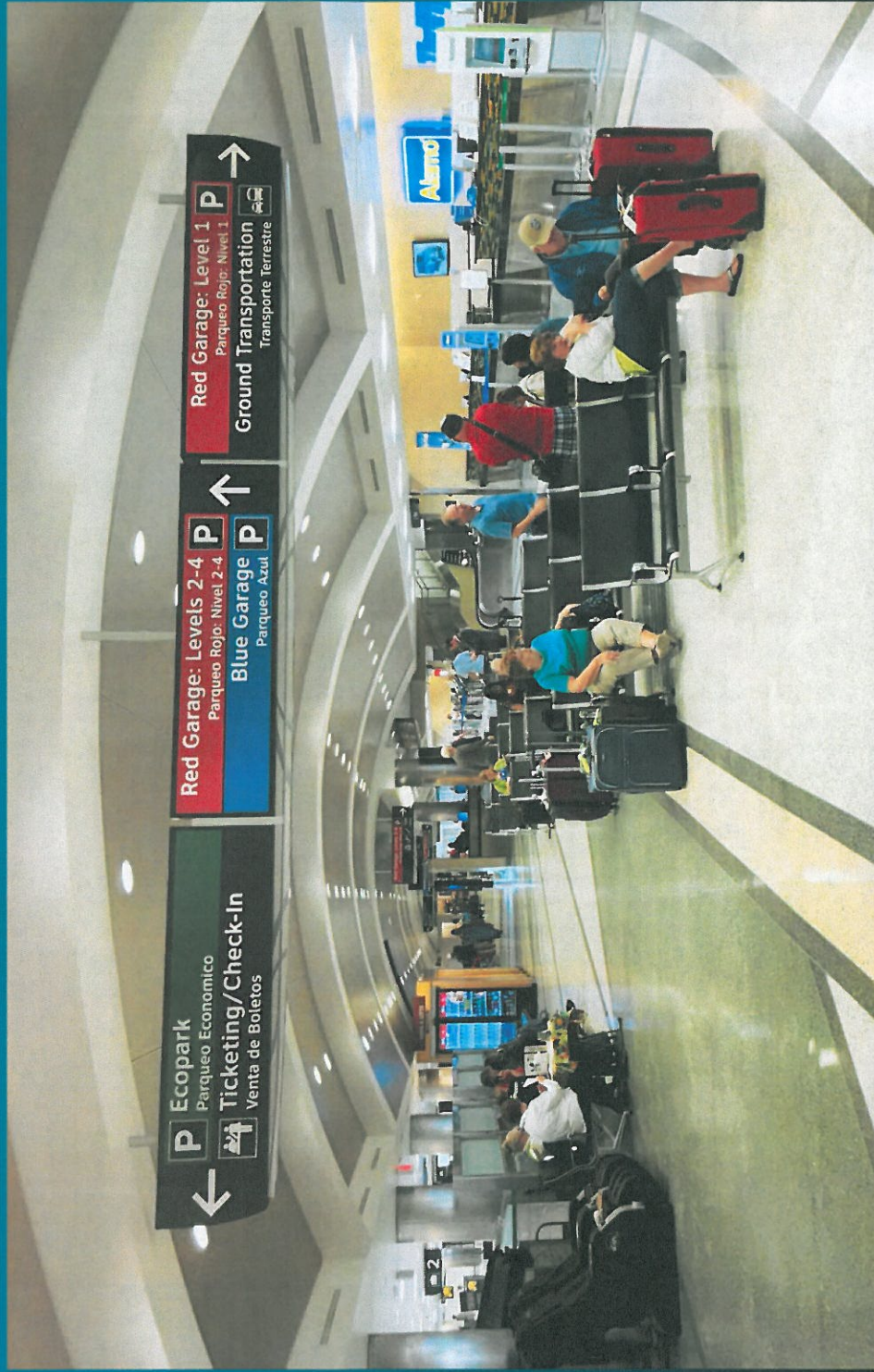
Industry Example



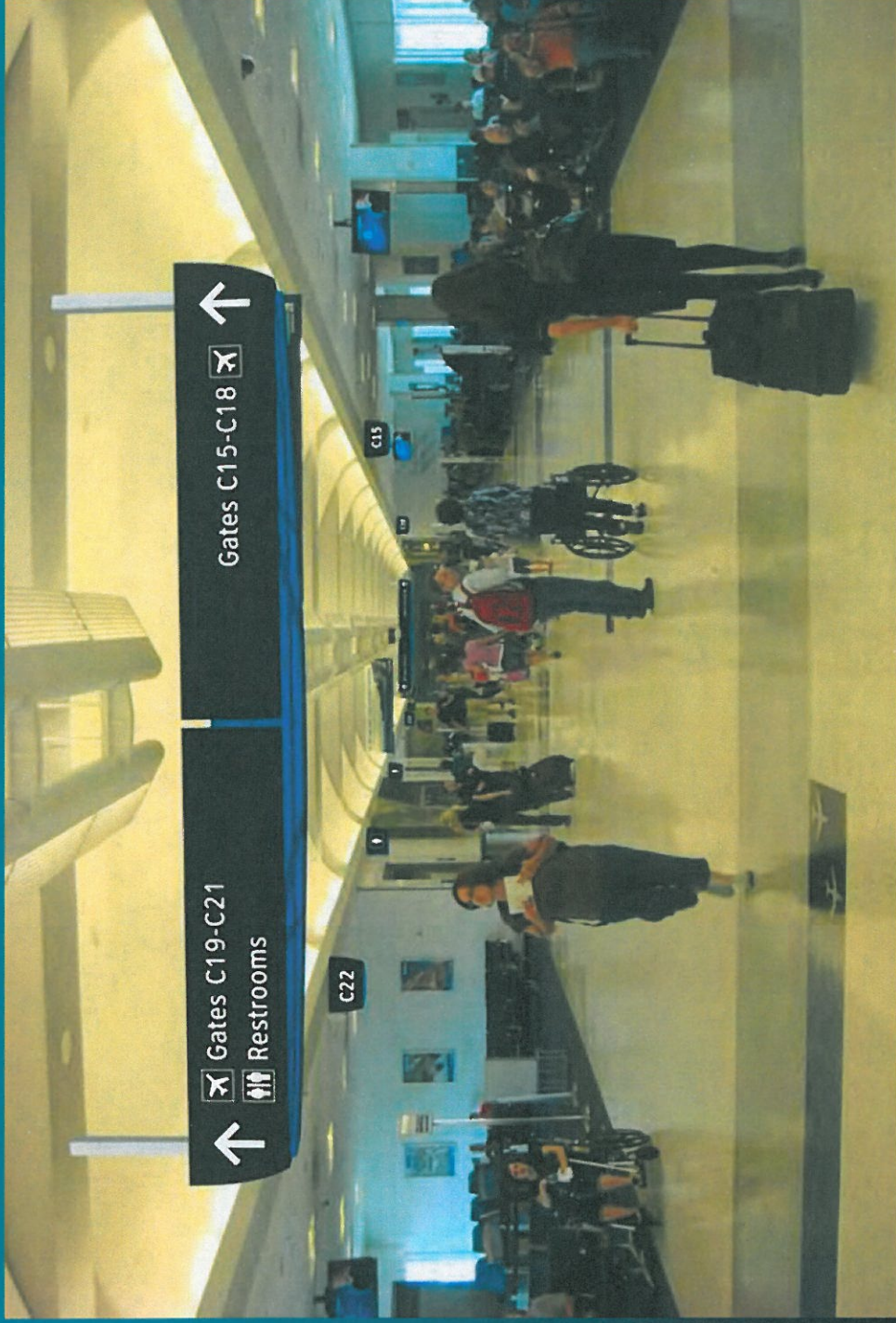
Industry Example



Industry Example



Industry Example



1. FY 2017
 - Perform an airport-wide signage and wayfinding study
 - Route 2: Checkpoint 2 to S Gates (via South Train)
 - Route 3: International Arrivals to Baggage Claim
 - Route 4: N Gates to S Gates
 - Identify deficiencies through a gap analysis
 - Prepare recommendations to address short term deficiencies
 - Implement interim signage project to correct deficiencies

2. Milestones in 2018 and Beyond
 - Develop/revise signage standards
 - Develop master plan consistent with ACRP Report 52 - Wayfinding and Signing Guidelines for Airport Terminals and Landside
 - Implement capital projects in multiple areas: roadways, garage, terminal and other airport facilities

SEATTLE-TACOMA INTERNATIONAL AIRPORT

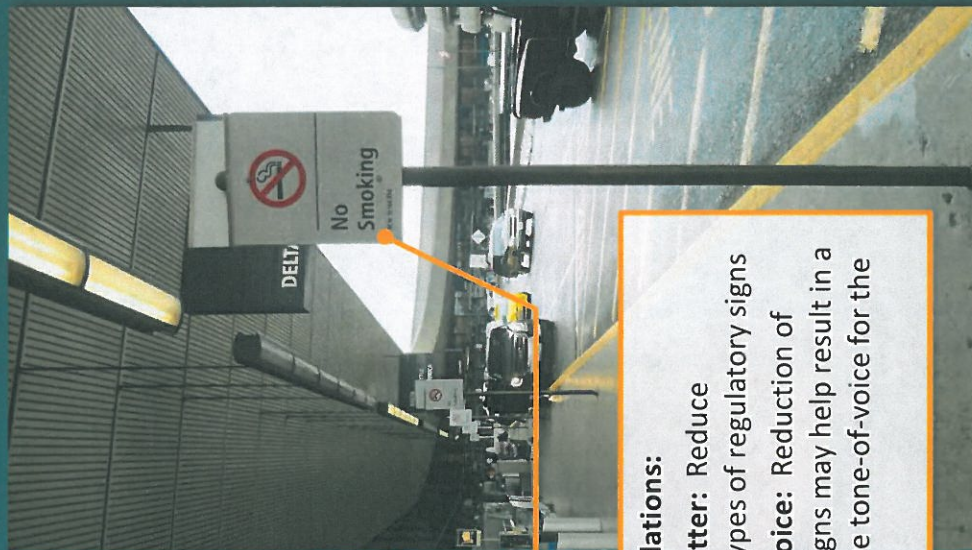
Discovery: Initial Wayfinding Observations

March 2017

Thank You



Appendix



Observations:

1. **Visual Clutter:** Considerable amount of regulatory signs on curbs creates visual clutter
2. **Tone-of-voice:** Abundance of regulatory signs may reflect a more negative tone-of-voice for the Airport

Recommendations:

1. **Visual Clutter:** Reduce frequency/types of regulatory signs
2. **Tone-of-voice:** Reduction of regulatory signs may help result in a more positive tone-of-voice for the Airport



Observation:

3. **Dynamic vs. Static:** Current Airline ID signs use static messaging only

Recommendation:

3. **Dynamic vs. Static:** Use flexible dynamic Airline ID signs for possible future airline location changes (i.e. CUTE systems)

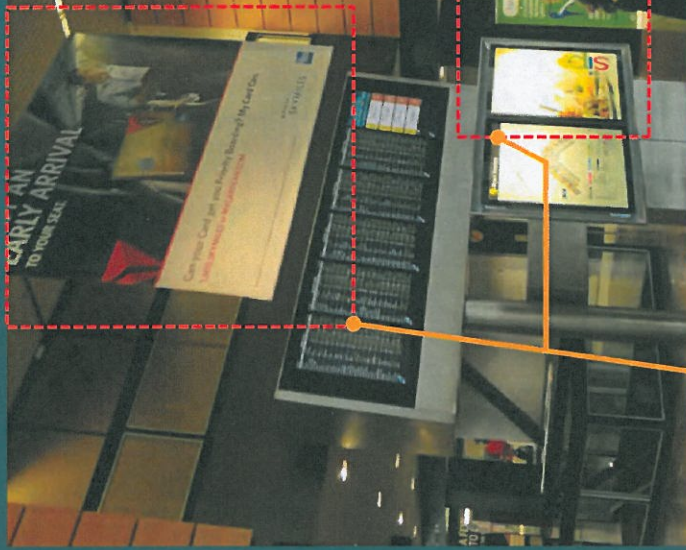
Initial Wayfinding Observations

Route 1: Departures Curb to Gate A3



Observation:

4. Advertising: Advertising/tertiary signage at key decision point appears as primary and appears cluttered



Recommendation:

4. Advertising: Advertising/tertiary signage at key decision points should be secondary to wayfinding signage





Observation:

5. Pathway Entrance: Entrance to pathway area (leading to checkpoint area) appears cluttered and difficult to distinguish as a primary pathway

Recommendation:

5. Pathway Entrance:

- Remove visual clutter at this location by reducing number of signage elements and types
- Reinforce traffic flow with graphic enhancement to better visually frame areas around pathway entrance (soffit, walls, floors, etc). 23+ various sign in visual landscape.



Observation:

6. Old Signage:

- Older elevator signage appears on several soffits throughout lobby areas
- Not located in ideal locations for visibility
- Appears in general disrepair and doesn't match other wayfinding

Recommendation:

6. Old Signage:

- Remove old/outdated signage (patch/repair surfaces as required)
- Install new/more visible signage for improved wayfinding where applicable

Observation:

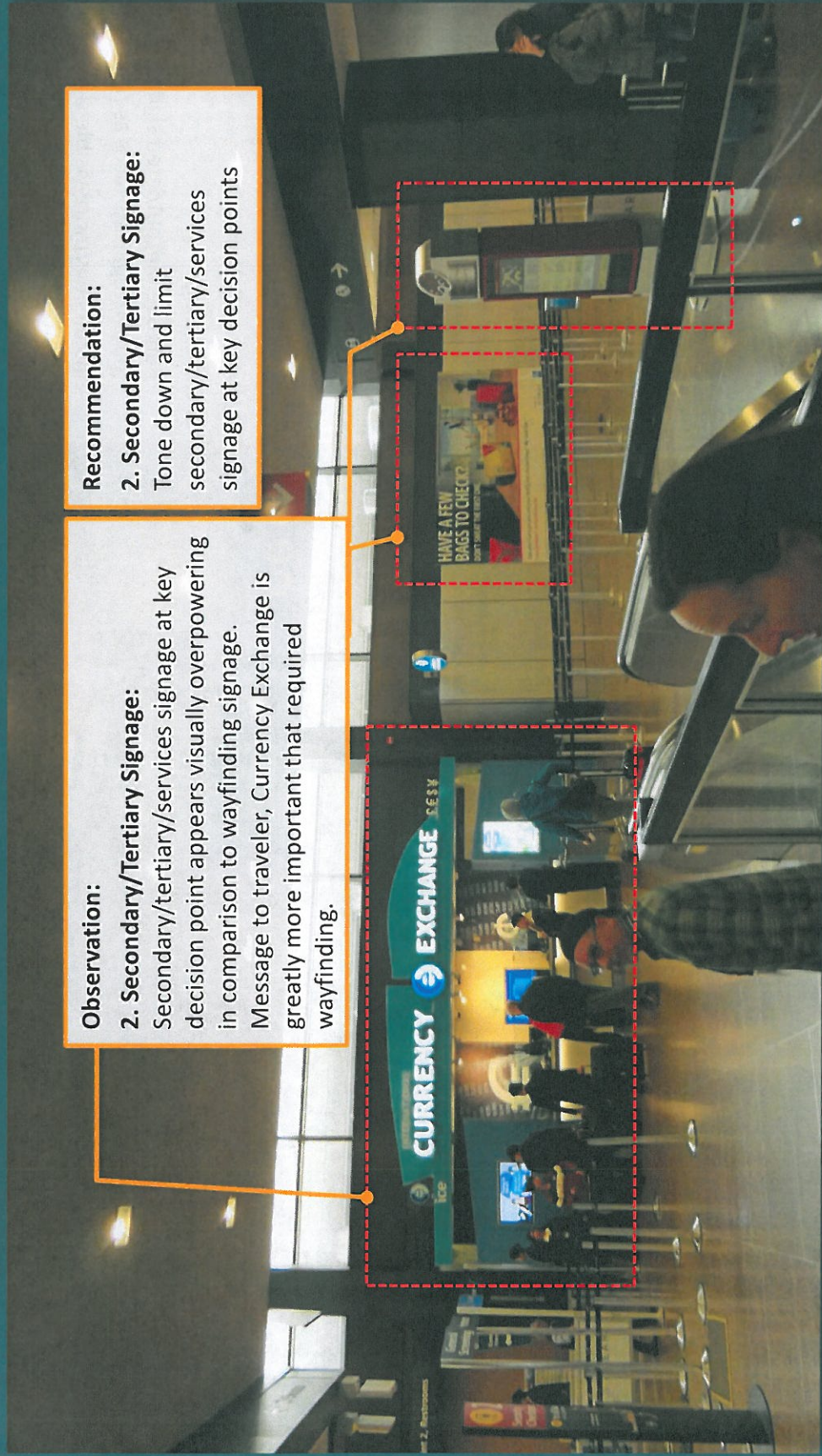
2. Secondary/Tertiary Signage:

Secondary/tertiary/services signage at key decision point appears visually overpowering in comparison to wayfinding signage. Message to traveler, Currency Exchange is greatly more important that required wayfinding.

Recommendation:

2. Secondary/Tertiary Signage:

Tone down and limit secondary/tertiary/services signage at key decision points





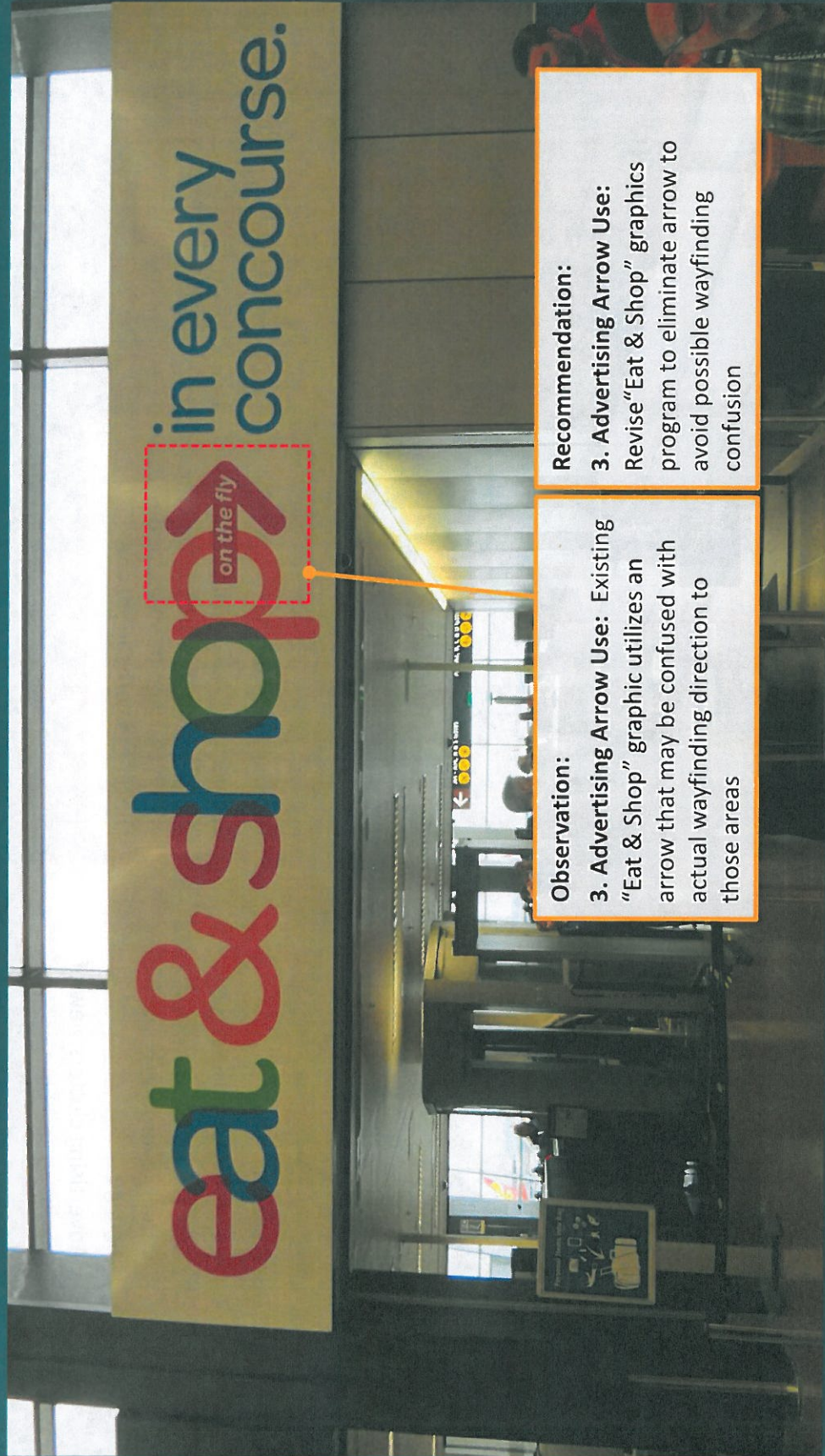
Observation:

2. Overhead Advertising:

- Advertising competes with and visually overpowers wayfinding signage
- Advertising clutters view of overhead spaces

Recommendation:

- 2. Overhead Advertising:** Reduce quantity or remove advertising within checkpoint areas for de-clutter of overhead spaces



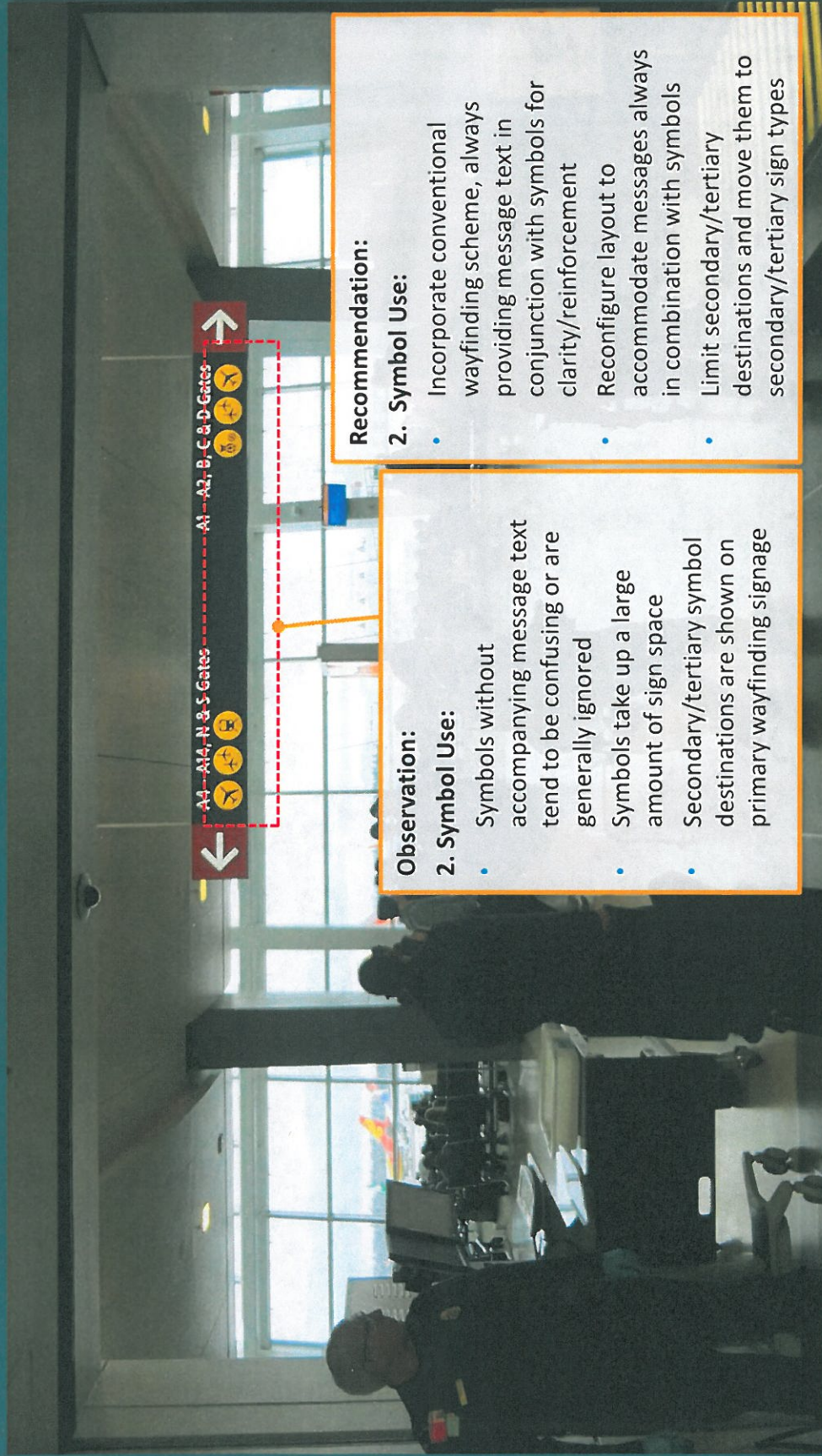
Observation:

3. Advertising Arrow Use: Existing "Eat & Shop" graphic utilizes an arrow that may be confused with actual wayfinding direction to those areas

Recommendation:

3. Advertising Arrow Use: Revise "Eat & Shop" graphics program to eliminate arrow to avoid possible wayfinding confusion





Observation:

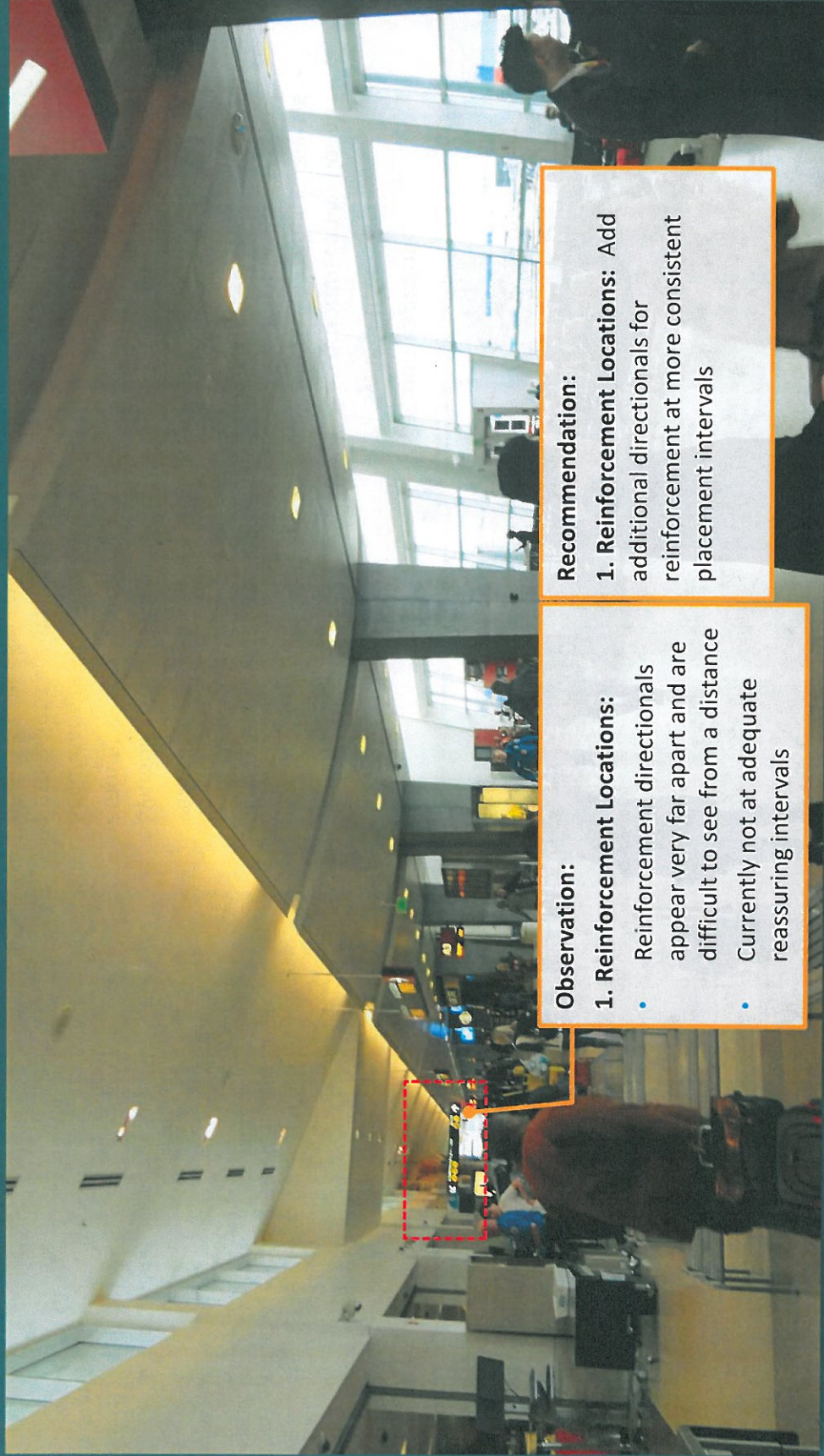
2. Symbol Use:

- Symbols without accompanying message text tend to be confusing or are generally ignored
- Symbols take up a large amount of sign space
- Secondary/tertiary symbol destinations are shown on primary wayfinding signage

Recommendation:

2. Symbol Use:

- Incorporate conventional wayfinding scheme, always providing message text in conjunction with symbols for clarity/reinforcement
- Reconfigure layout to accommodate messages always in combination with symbols
- Limit secondary/tertiary destinations and move them to secondary/tertiary sign types



Observation:

1. Reinforcement Locations:

- Reinforcement directionals appear very far apart and are difficult to see from a distance
- Currently not at adequate reassuring intervals

Recommendation:

- 1. Reinforcement Locations:** Add additional directionals for reinforcement at more consistent placement intervals