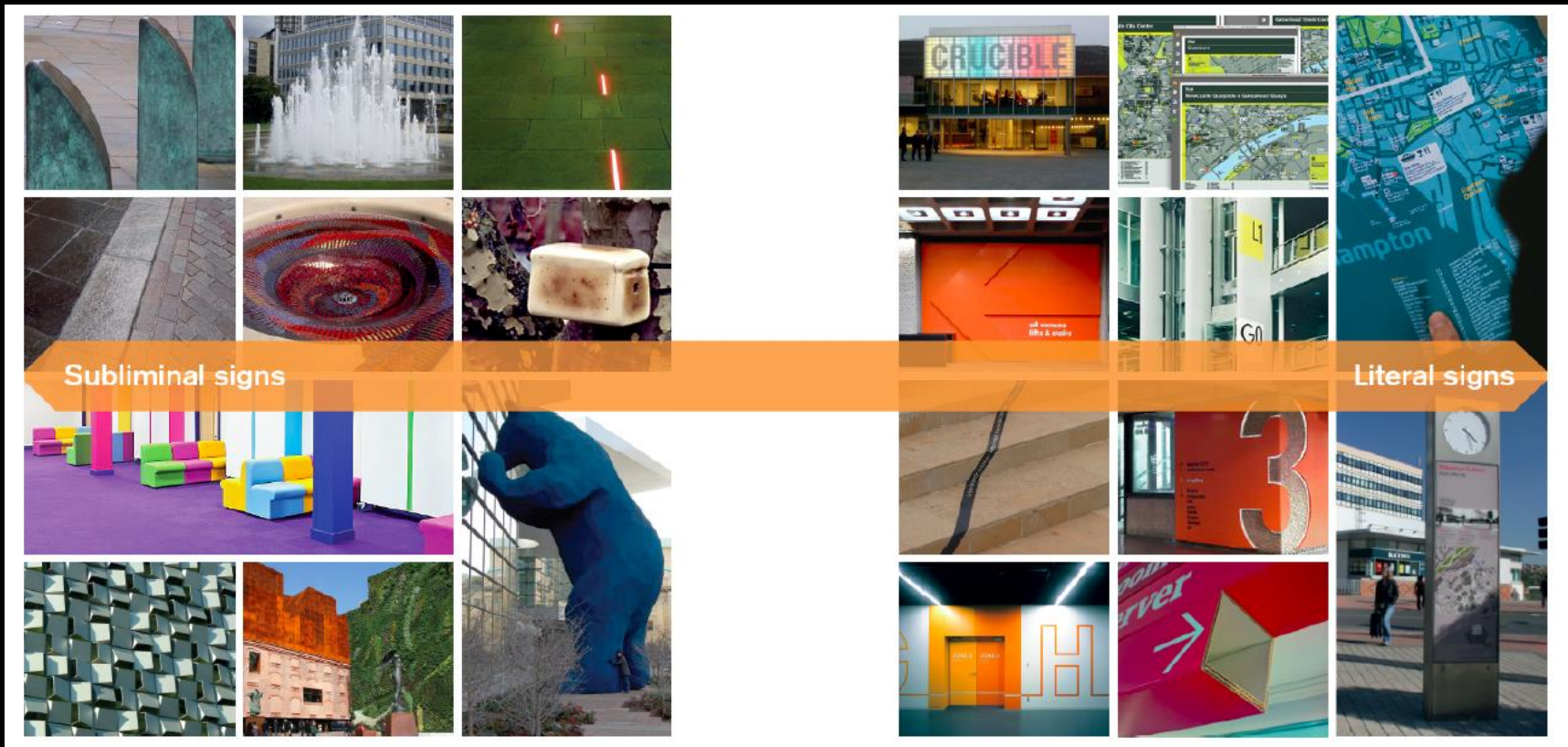


# Wayfinding: San José & Bay Area

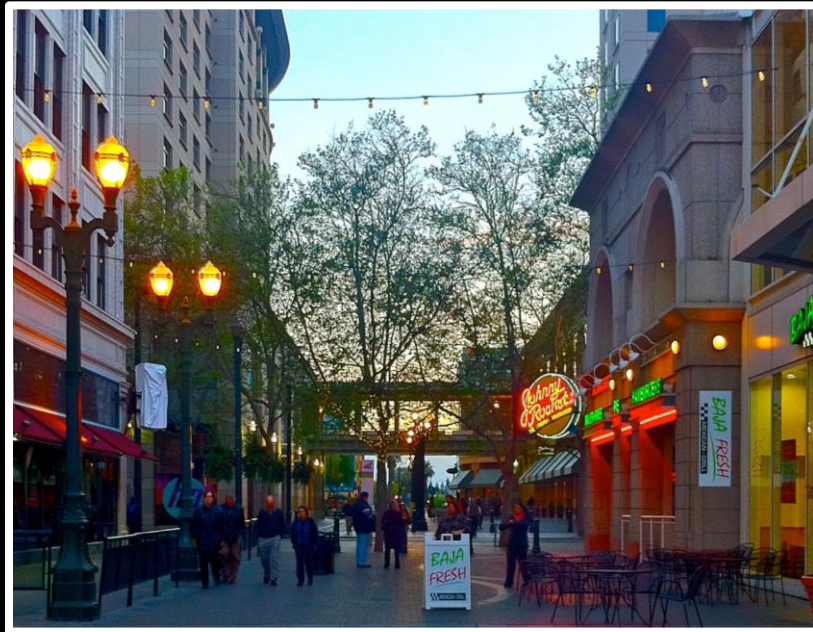
San José City Council  
April 24, 2018

# What is wayfinding?

The way that people orient themselves  
& navigate from place to place



# What is wayfinding?



Walkability

Qualities  
of Place

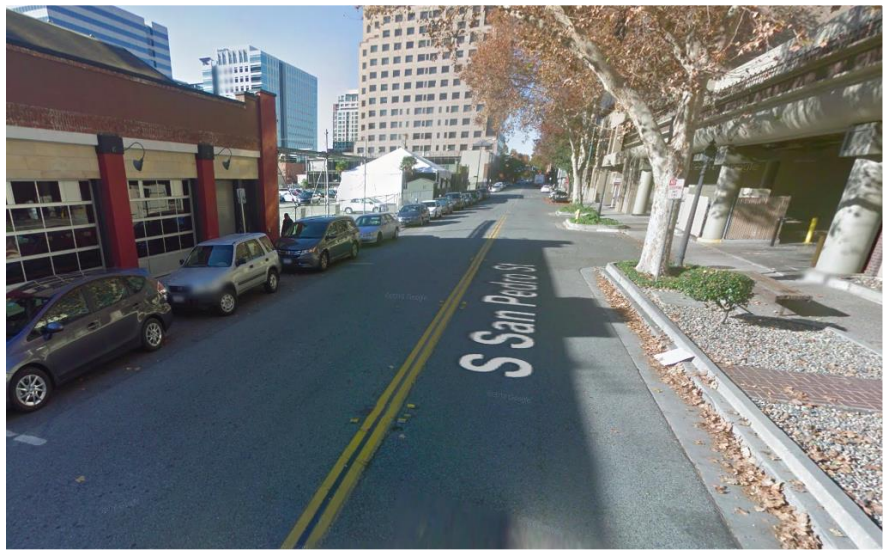
Legibility

Understanding  
of Place

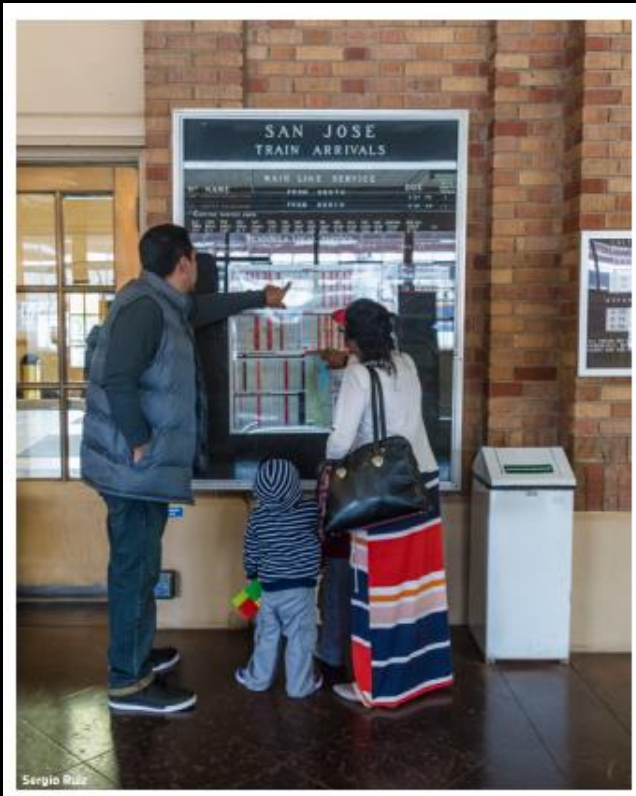
Sensibility

Response  
To Place

# City Legibility & Connectivity



# Transit Legibility & Integration



# Wayfinding for San José

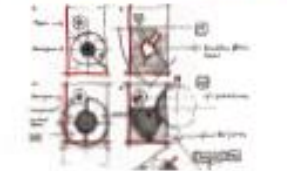


# Wayfinding for San José

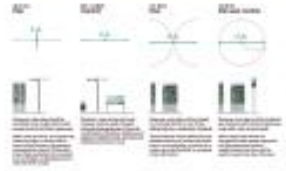
- Whole Journey & Multiple Modes
- Multi-Channel – Digital & Print
- Scalable & Expandable – with Partners
- Tailored to San José
- User-Centered
- Leverage What's Already Being Done

# Design Development Process

## 1. Conceptual System Development



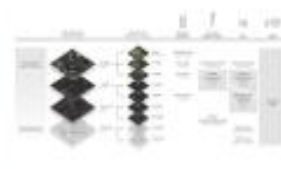
## 2. Detailed product and information type specifications



## 3. Content, information and location planning



## 4. System Design



## 5. System Delivery

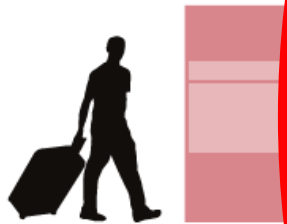
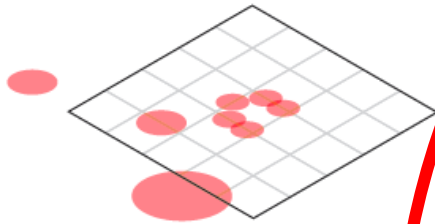


## 6. System Management





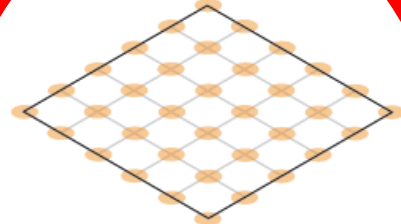
# Wayfinding for San José



Arrival and transfer

## Orientate and plan

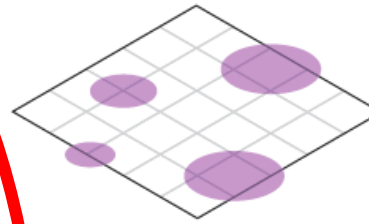
- \_Overview map
- \_Transfer maps



At intersections

## Navigate and connect

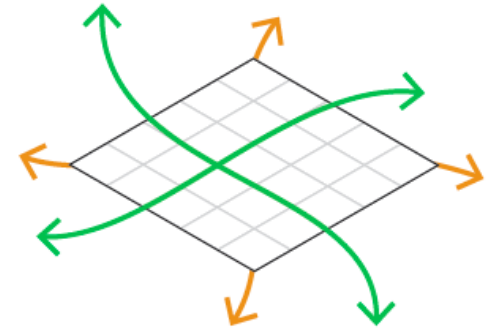
- \_Directions
- \_Area map
- \_Overview map



At and within hotspots

## Find and discover

- \_Destination map
- \_Directory
- \_Interpretation



Trails and corridors







## Follow and play

- \_Route map
- \_Overview map
- \_Activity information

# Wayfinding for San José



# Example: Trail Products (NYC)

	
<b>Historic Bronx Greenway</b>	<b>Brooklyn Waterfront Greenway</b>
<b>Hudson River Park</b>	<b>Flushing Av &amp; Carlton St</b>
↑ Chelsea ⌚ 20 min. ⌚ 10 min.	↑ Red Hook ⌚ 22 min. ⌚ 65 min.
↓ Greenwich Village → ⌚ 10 min. ⌚ 4 min.	↓ Fort Greene Park ⌚ 2 min. ⌚ 7 min.
	
	



This detailed map illustrates the network of greenways in NYC. Key features include:

- Greenways:** Various routes are shown in green and blue, connecting different parts of the city.
- Neighborhoods:** Labeled areas include Chelsea, Flatiron District, Union Square, Greenwich Village, West Village, Hudson Square, Soho, and Noho.
- Landmarks and Parks:** Notable locations like Chelsea Park, Hudson River Park, Washington Square Park, and various piers (e.g., Pier 40, 45, 51, 53, 54, 62, 64) are marked.
- Transportation:** Subway lines (A, C, E, F, M, R, 7, N) and bus routes are indicated.
- Accessibility:** Icons for wheelchair access and other facilities are provided along the routes.
- Distance Markers:** A yellow circle indicates a 15-minute walking distance from a 'You' location in the Hudson Square area.

# Example: BID & Transit Products (NYC)

## Long Island City

Things to see and do

- Visit**: The Long Island City neighborhood is a vibrant mix of old and new, with a mix of historic and modern architecture, parks, and public art.
- Shop**: The neighborhood is home to a variety of shops, from independent boutiques to large retail stores.
- Live and drink**: The neighborhood has a thriving nightlife scene, with a variety of bars, clubs, and restaurants.
- Take a walk**: The neighborhood is a great place to walk, with a mix of historic and modern architecture, parks, and public art.

**Visitor destinations**

100th Street	101st Street	102nd Street	103rd Street	104th Street	105th Street	106th Street	107th Street	108th Street	109th Street	110th Street	111th Street	112th Street	113th Street	114th Street	115th Street	116th Street	117th Street	118th Street	119th Street	120th Street	121st Street	122nd Street	123rd Street	124th Street	125th Street	126th Street	127th Street	128th Street	129th Street	130th Street	131st Street	132nd Street	133rd Street	134th Street	135th Street	136th Street	137th Street	138th Street	139th Street	140th Street	141st Street	142nd Street	143rd Street	144th Street	145th Street	146th Street	147th Street	148th Street	149th Street	150th Street	151st Street	152nd Street	153rd Street	154th Street	155th Street	156th Street	157th Street	158th Street	159th Street	160th Street	161st Street	162nd Street	163rd Street	164th Street	165th Street	166th Street	167th Street	168th Street	169th Street	170th Street	171st Street	172nd Street	173rd Street	174th Street	175th Street	176th Street	177th Street	178th Street	179th Street	180th Street	181st Street	182nd Street	183rd Street	184th Street	185th Street	186th Street	187th Street	188th Street	189th Street	190th Street	191st Street	192nd Street	193rd Street	194th Street	195th Street	196th Street	197th Street	198th Street	199th Street	200th Street
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**Retail stores**

100th Street	101st Street	102nd Street	103rd Street	104th Street	105th Street	106th Street	107th Street	108th Street	109th Street	110th Street	111th Street	112th Street	113th Street	114th Street	115th Street	116th Street	117th Street	118th Street	119th Street	120th Street	121st Street	122nd Street	123rd Street	124th Street	125th Street	126th Street	127th Street	128th Street	129th Street	130th Street	131st Street	132nd Street	133rd Street	134th Street	135th Street	136th Street	137th Street	138th Street	139th Street	140th Street	141st Street	142nd Street	143rd Street	144th Street	145th Street	146th Street	147th Street	148th Street	149th Street	150th Street	151st Street	152nd Street	153rd Street	154th Street	155th Street	156th Street	157th Street	158th Street	159th Street	160th Street	161st Street	162nd Street	163rd Street	164th Street	165th Street	166th Street	167th Street	168th Street	169th Street	170th Street	171st Street	172nd Street	173rd Street	174th Street	175th Street	176th Street	177th Street	178th Street	179th Street	180th Street	181st Street	182nd Street	183rd Street	184th Street	185th Street	186th Street	187th Street	188th Street	189th Street	190th Street	191st Street	192nd Street	193rd Street	194th Street	195th Street	196th Street	197th Street	198th Street	199th Street	200th Street
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**Parks and plazas**

100th Street	101st Street	102nd Street	103rd Street	104th Street	105th Street	106th Street	107th Street	108th Street	109th Street	110th Street	111th Street	112th Street	113th Street	114th Street	115th Street	116th Street	117th Street	118th Street	119th Street	120th Street	121st Street	122nd Street	123rd Street	124th Street	125th Street	126th Street	127th Street	128th Street	129th Street	130th Street	131st Street	132nd Street	133rd Street	134th Street	135th Street	136th Street	137th Street	138th Street	139th Street	140th Street	141st Street	142nd Street	143rd Street	144th Street	145th Street	146th Street	147th Street	148th Street	149th Street	150th Street	151st Street	152nd Street	153rd Street	154th Street	155th Street	156th Street	157th Street	158th Street	159th Street	160th Street	161st Street	162nd Street	163rd Street	164th Street	165th Street	166th Street	167th Street	168th Street	169th Street	170th Street	171st Street	172nd Street	173rd Street	174th Street	175th Street	176th Street	177th Street	178th Street	179th Street	180th Street	181st Street	182nd Street	183rd Street	184th Street	185th Street	186th Street	187th Street	188th Street	189th Street	190th Street	191st Street	192nd Street	193rd Street	194th Street	195th Street	196th Street	197th Street	198th Street	199th Street	200th Street
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**Public transit**

100th Street	101st Street	102nd Street	103rd Street	104th Street	105th Street	106th Street	107th Street	108th Street	109th Street	110th Street	111th Street	112th Street	113th Street	114th Street	115th Street	116th Street	117th Street	118th Street	119th Street	120th Street	121st Street	122nd Street	123rd Street	124th Street	125th Street	126th Street	127th Street	128th Street	129th Street	130th Street	131st Street	132nd Street	133rd Street	134th Street	135th Street	136th Street	137th Street	138th Street	139th Street	140th Street	141st Street	142nd Street	143rd Street	144th Street	145th Street	146th Street	147th Street	148th Street	149th Street	150th Street	151st Street	152nd Street	153rd Street	154th Street	155th Street	156th Street	157th Street	158th Street	159th Street	160th Street	161st Street	162nd Street	163rd Street	164th Street	165th Street	166th Street	167th Street	168th Street	169th Street	170th Street	171st Street	172nd Street	173rd Street	174th Street	175th Street	176th Street	177th Street	178th Street	179th Street	180th Street	181st Street	182nd Street	183rd Street	184th Street	185th Street	186th Street	187th Street	188th Street	189th Street	190th Street	191st Street	192nd Street	193rd Street	194th Street	195th Street	196th Street	197th Street	198th Street	199th Street	200th Street
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Walk-#NYC

Route Destination Stops away

B44 Avenue U	0
B44 Avenue U	0
B44 Knapp Street	1
B44 Avenue U	2

FRI MAR 21 07:28 AM

**Average frequency**

Time	Frequency
07:00 - 07:30	10 min
07:30 - 08:00	10 min
08:00 - 08:30	10 min
08:30 - 09:00	10 min
09:00 - 09:30	10 min
09:30 - 10:00	10 min
10:00 - 10:30	10 min
10:30 - 11:00	10 min
11:00 - 11:30	10 min
11:30 - 12:00	10 min
12:00 - 12:30	10 min
12:30 - 13:00	10 min
13:00 - 13:30	10 min
13:30 - 14:00	10 min
14:00 - 14:30	10 min
14:30 - 15:00	10 min
15:00 - 15:30	10 min
15:30 - 16:00	10 min
16:00 - 16:30	10 min
16:30 - 17:00	10 min
17:00 - 17:30	10 min
17:30 - 18:00	10 min
18:00 - 18:30	10 min
18:30 - 19:00	10 min
19:00 - 19:30	10 min
19:30 - 20:00	10 min
20:00 - 20:30	10 min
20:30 - 21:00	10 min
21:00 - 21:30	10 min
21:30 - 22:00	10 min
22:00 - 22:30	10 min
22:30 - 23:00	10 min
23:00 - 23:30	10 min
23:30 - 24:00	10 min

# City Council Request

Council support for City ID contract:

- Designs Pedestrian-Oriented Wayfinding (physical, digital, update-able)
- Prepares for fabrication and installation (10-15 totems)
- Allows for additional deployments (as funds are available)
- Continues regional partnership
- User-centered, efficient approach



# Wayfinding for San José

