

Wayfinding: San José & Bay Area

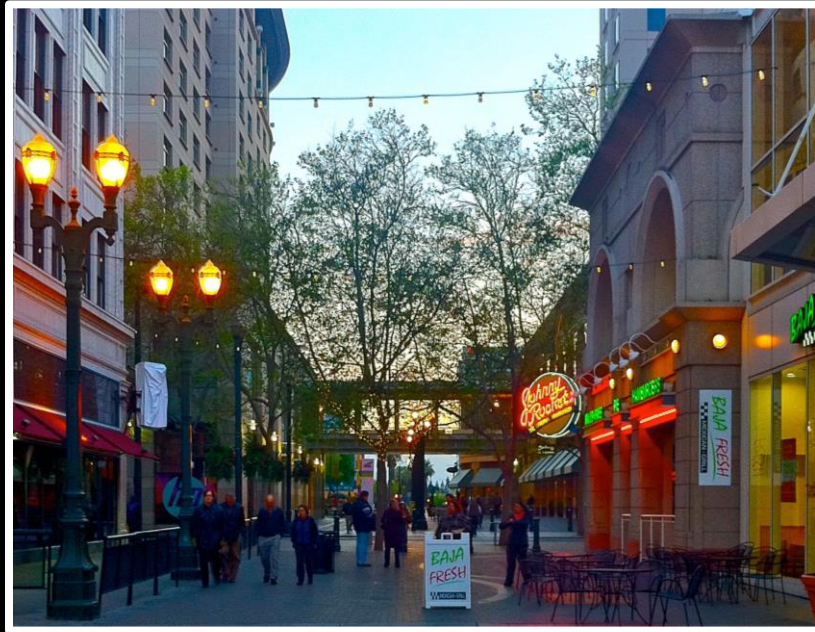
San José City Council
April 24, 2018

What is wayfinding?

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



What is wayfinding?



Walkability

Qualities
of Place



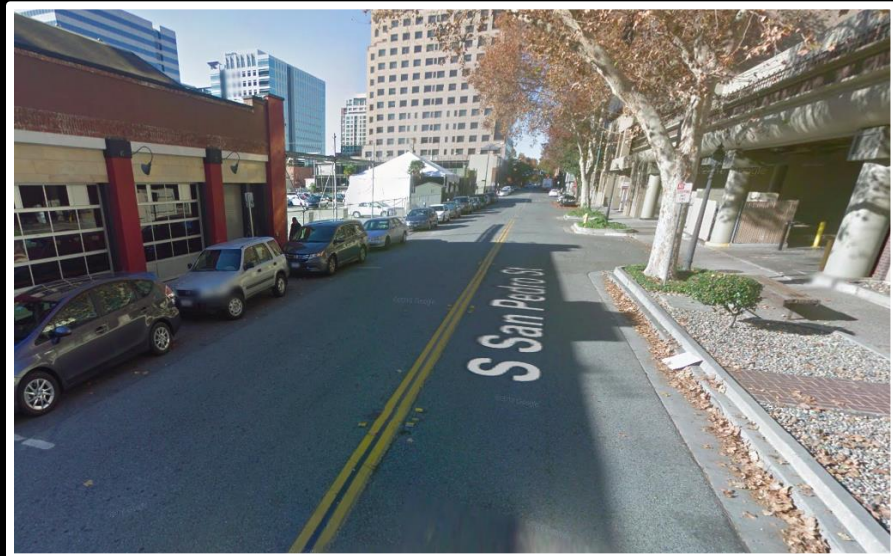
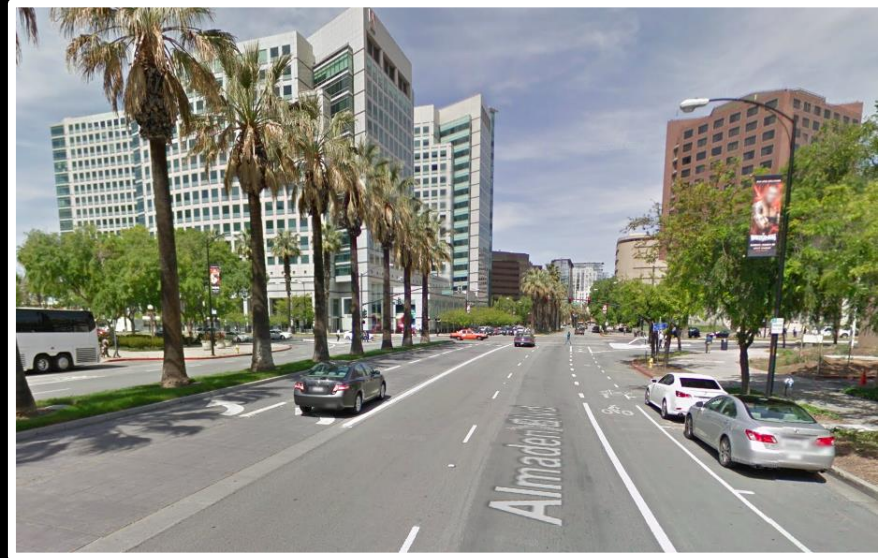
Legibility

Understanding
of Place

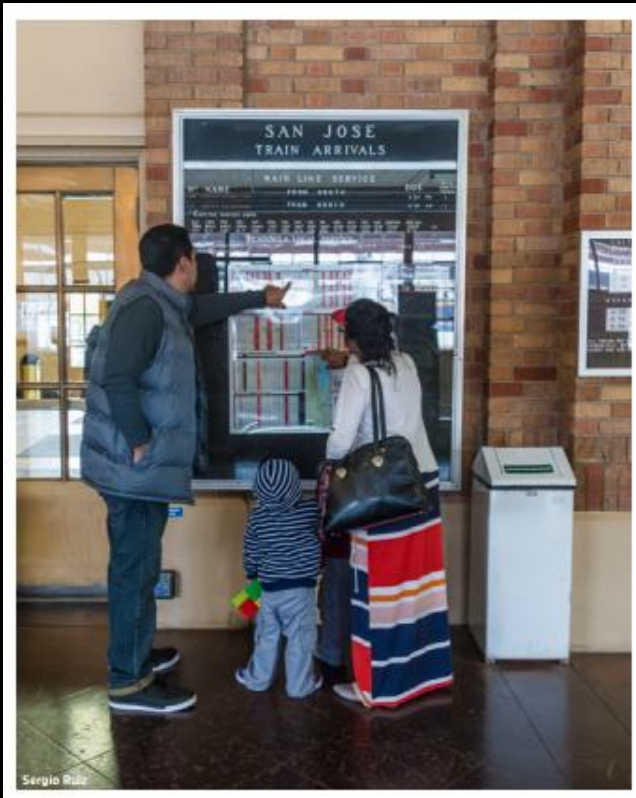
Sensibility

Response
To Place

City Legibility & Connectivity



Transit Legibility & Integration



Wayfinding for San José

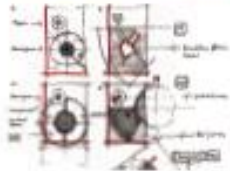


Wayfinding for San José

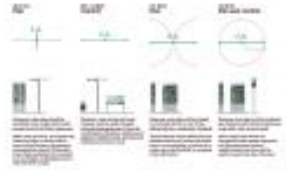
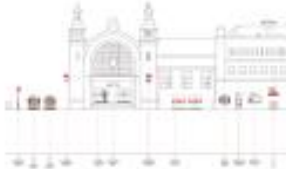
- Whole Journey & Multiple Modes
- Multi-Channel – Digital & Print
- Scalable & Expandable – with Partners
- Tailored to San José
- User-Centered
- Leverage What's Already Being Done

Design Development Process

1. Conceptual System Development



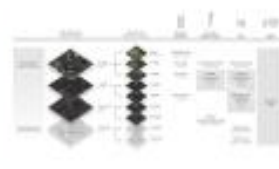
2. Detailed product and information type specifications



3. Content, information and location planning



4. System Design



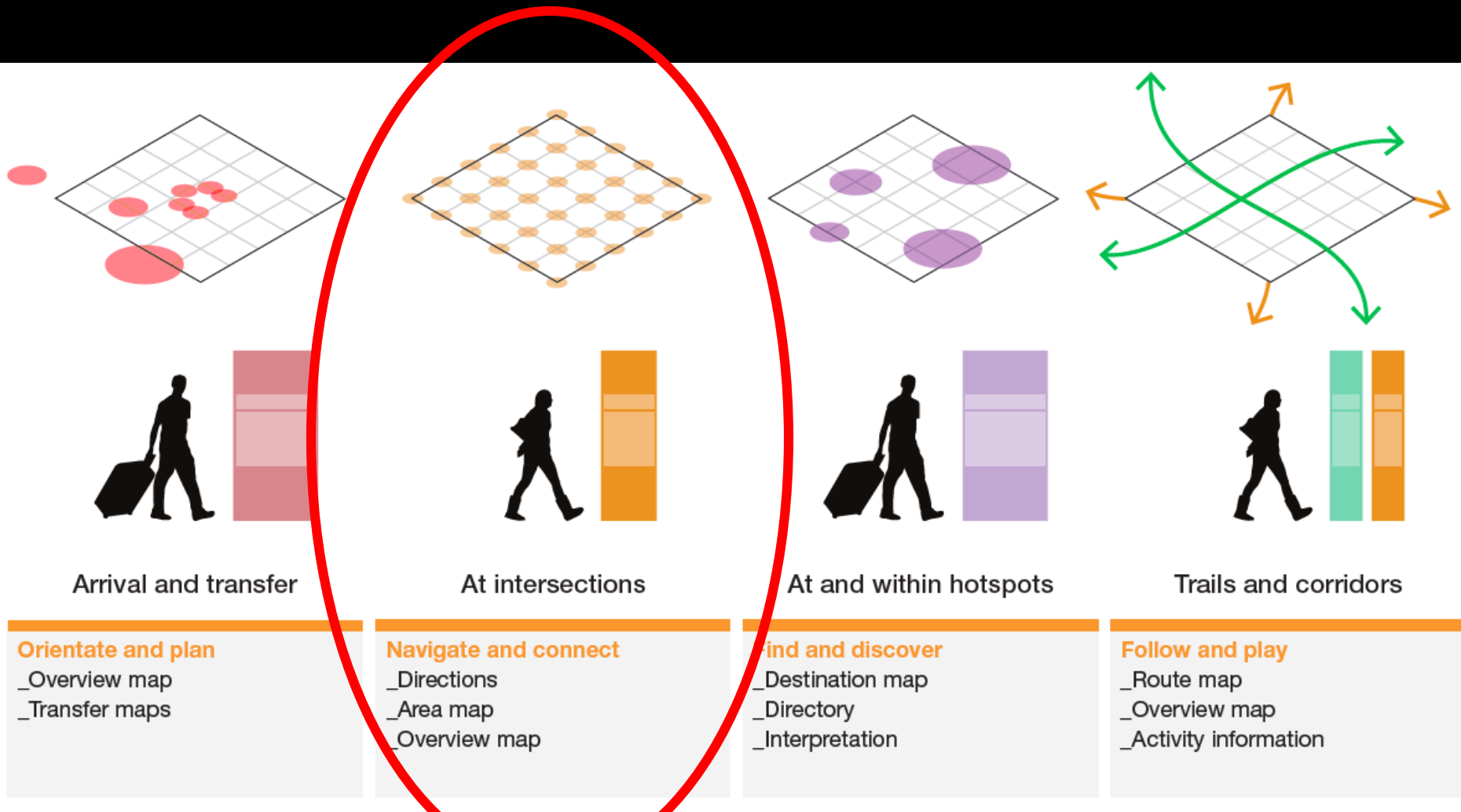
5. System Delivery



6. System Management



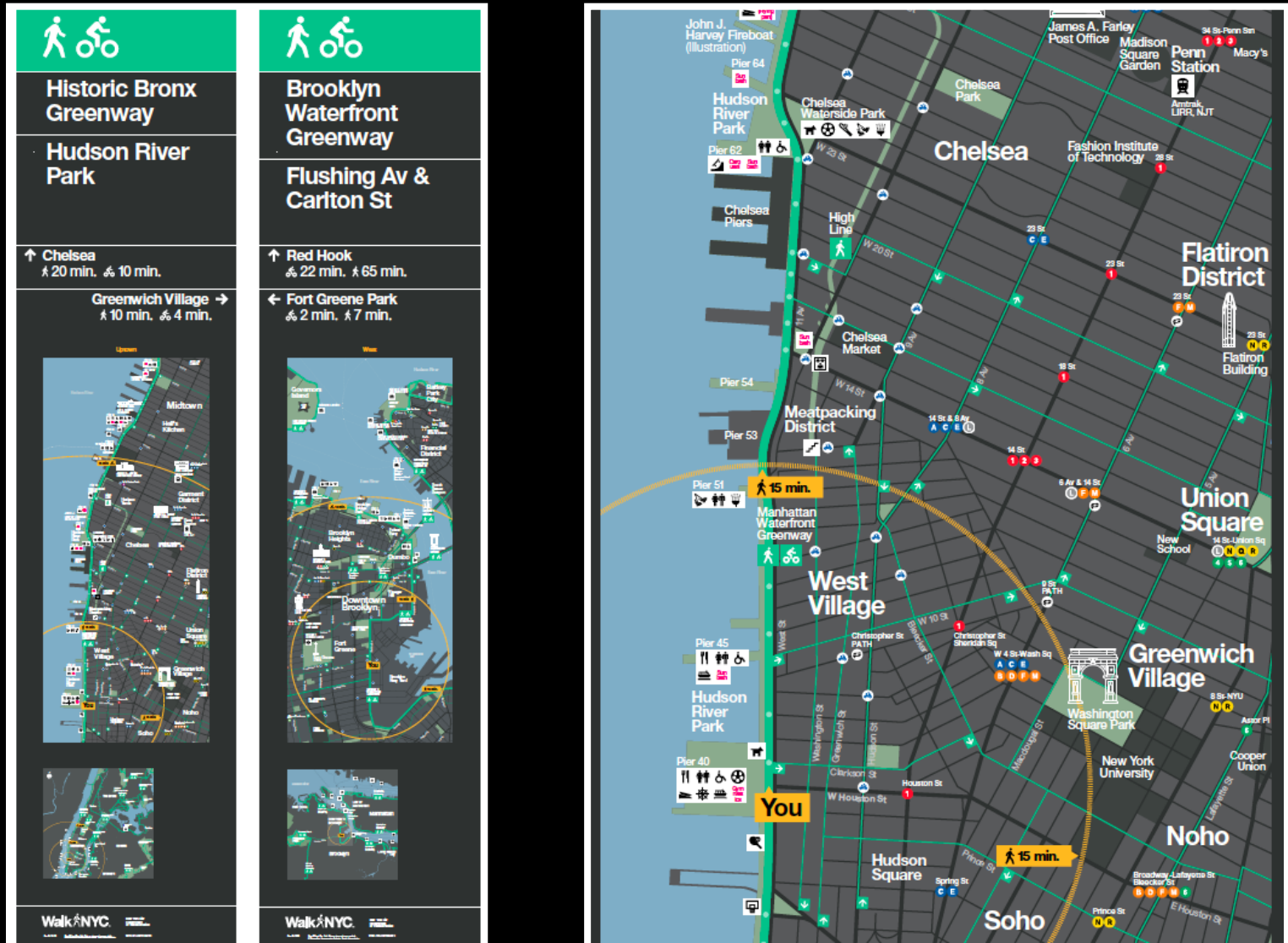
Wayfinding for San José



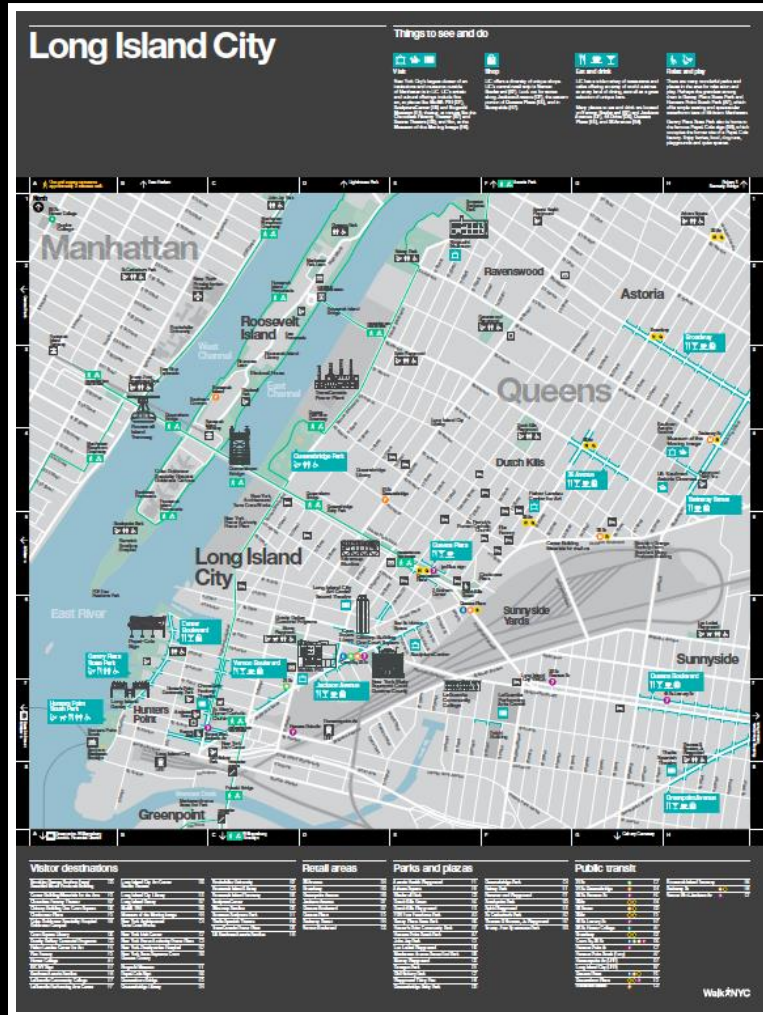
Wayfinding for San José



Example: Trail Products (NYC)



Example: BID & Transit Products (NYC)



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

