

WAYFINDING

“A effective signage system should allow both the frequent and infrequent visitor the tools to easily find their target destinations.”



A. THE PROCESS

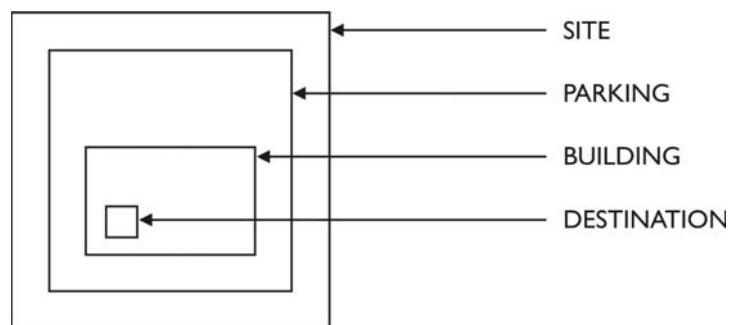
Wayfinding can be defined as the process of directing a user along a path or course to a desired destination. An effective wayfinding system will provide both the frequent and infrequent user the easiest and most direct route to their target destination. An ineffective system can confuse and frustrate users and can cause pedestrian traffic problems.

Whether you are updating an existing signage system or implementing a signage system in a new facility, certain key elements can determine the success of the wayfinding process.

An effective wayfinding system contains:

- Effective placement of signage
- Clearly visible signage (sized effectively and with enough color contrast to stand out against the surrounding architectural elements).
- Easy to understand directions(s) and/or messages(s).

Wayfinding is accomplished by providing signage information at key decision points, from identification of the building site to the user's specific target destination. The illustration below illustrates the process of locating a desired destination (such as room within a public building) from motor vehicle, to parking, to the building entry, to the desired location within that building.



A professional signage consultant, who is experienced in the wayfinding process can be a valuable ally when initiating the signage process.

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Location, location, location

B. SIGNAGE LOCATION CONSIDERATIONS

The following list of signage location considerations is useful in determining the direction and scope of your wayfinding system. Signage systems should show clear paths to all locations, including room number locations, key destinations, elevators, stairs, restrooms, public phones, etc. They should also assess accessibility concerns.

1. HIGHWAY SIGNS (Guide to the site)
2. SITE IDENTIFICATION SIGNS
 - a. Monument Signs
3. PARKING AREA SIGNS
 - a. Parking Lot or Ramp Identification
 - b. Handicapped Parking
 - c. Visitor Parking
 - d. No Parking Areas
4. EXTERIOR BUILDING SIGNAGE
 - a. Identification From a Distance
 - b. Identification at Entries
 - c. Wheelchair Accessible Entrance Locations
5. INTERIOR BUILDING SIGNAGE
 - a. Information Phones
 - b. Building Directories
 - c. Directional Signage
 - Overhead
 - Wall-mount
 - d. Area Identification
 - e. Room Identification
 - Permanent Rooms and Spaces
 - Building Functions
 - f. Public Restrooms
 - Wheelchair Accessible
 - Location to Nearest Accessible Restroom
 - Lateral Transfer Stall locations
 - g. "IN CASE OF FIRE" Signs at Elevators
 - h. Emergency Exit Only Signs
 - Emergency Exit with Alarm
 - i. Stair Identification Signs
 - At Stairway Doors
 - Level Information In Stairwells (Fire Code)
 - j. No Smoking Signs at Building Entries
 - k. Evacuation Route Maps

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B. SIGNAGE LOCATION CONSIDERATIONS *continued*

5. INTERIOR BUILDING SIGNAGE *continued*

- l. Wheelchair Accessible Exits
 - Locations From Non-accessible Exits
 - Instructions at Area of Refuge, In Case of Fire.
- m. Elevators
 - Location From Stairs
- n. Assistive Listening Systems
 - Availability and Location
- o. Public Telephones
 - Identify Phone Areas
 - Volume Control Telephone Locations
 - Text Telephone Locations
- p. Exterior Loading Dock / Delivery Signs

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Wayfinding systems, to be effective must be as usable as possible for everyone, whether in a wheelchair, hearing impaired or sight impaired.

C. ACCESSIBILITY CONCERNS

1. WHEELCHAIR ACCESSIBLE
 - a. Entrance(s)
 - b. Exit(s)
 - c. Restrooms
 - Availability of Lateral Transfer Stalls
 - d. Elevators
 - e. Area of Refuge, In Case of Fire
2. HEARING LOSS – AVAILABILITY OF:
 - a. Volume Control Telephones
 - b. Text Phones
 - c. Assistive Listening Systems
3. SIGHT LOSS
 - a. Braille Inclusion on Signs
 - b. Audio Signs
 - c. Braille Handrails
 - d. Braille Building Maps (Handouts)