



WALKNYC WAYFINDING

WalkNYC Wayfinding Program Development



WALKNYC PROGRAM ORIGIN

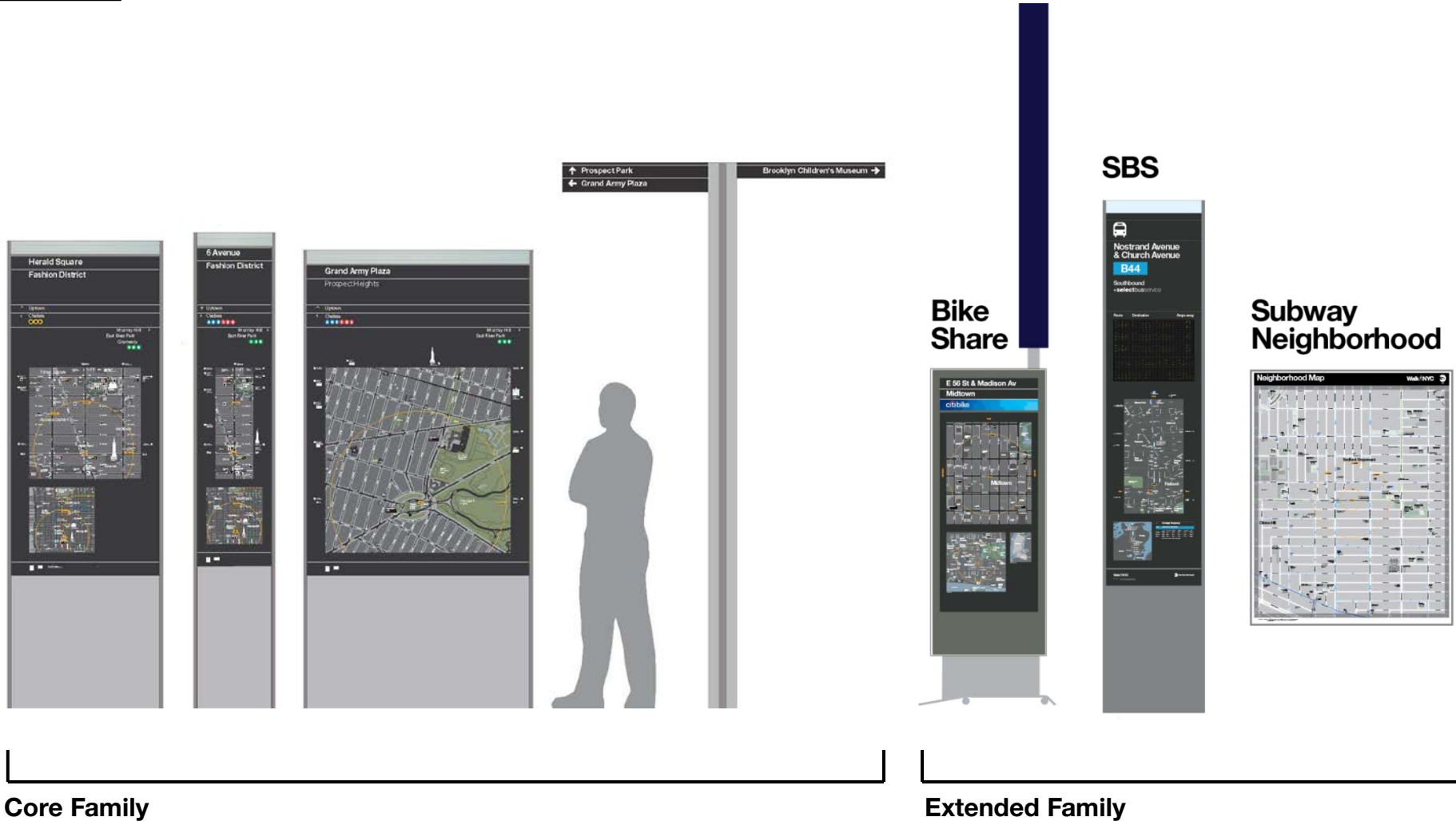


LEGIBLE LONDON

Successful Wayfinding Precedent



WALKNYC WAYFINDING SIGN SYSTEM



NYC SUBWAY

Iconic Transportation Brand



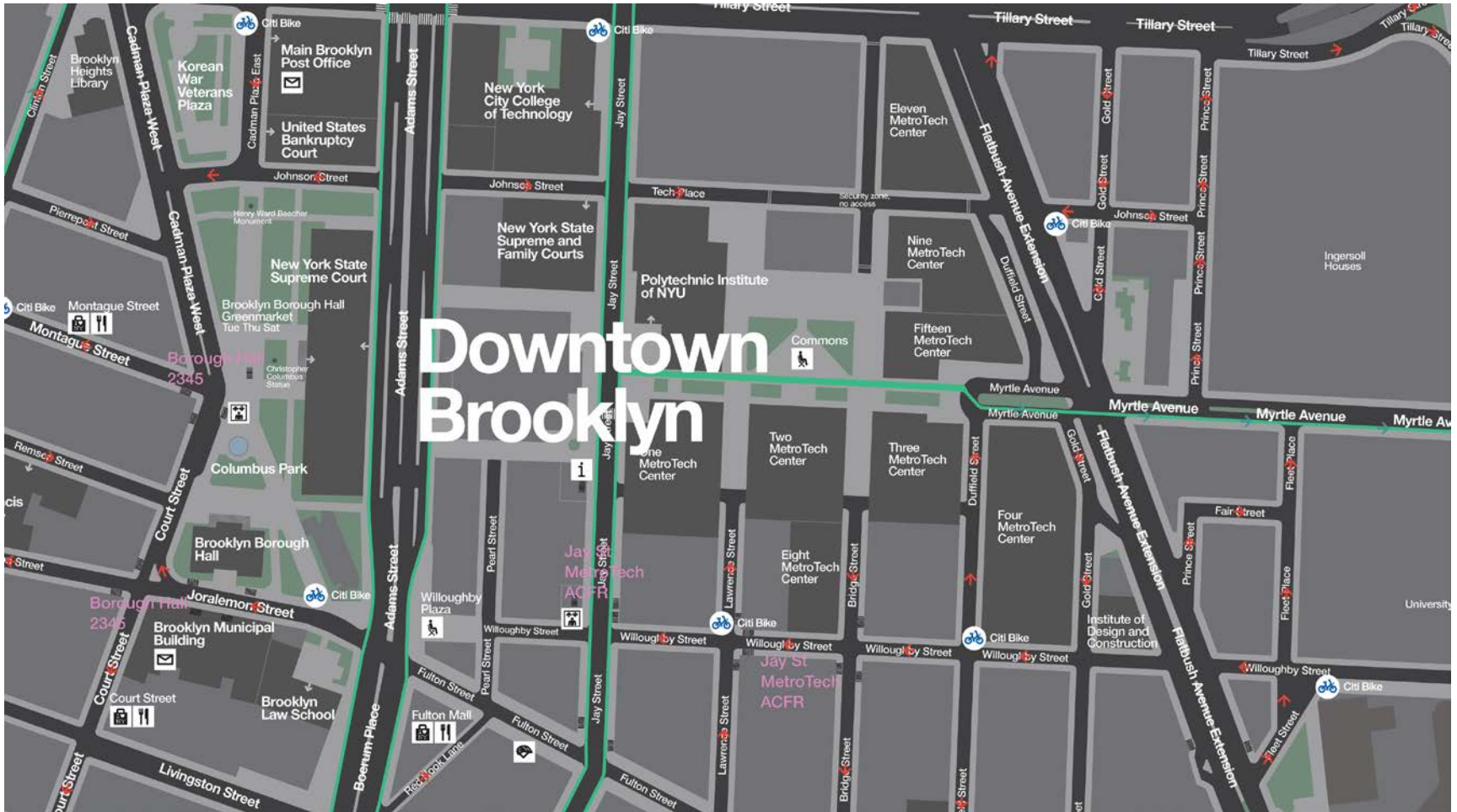
OUTREACH



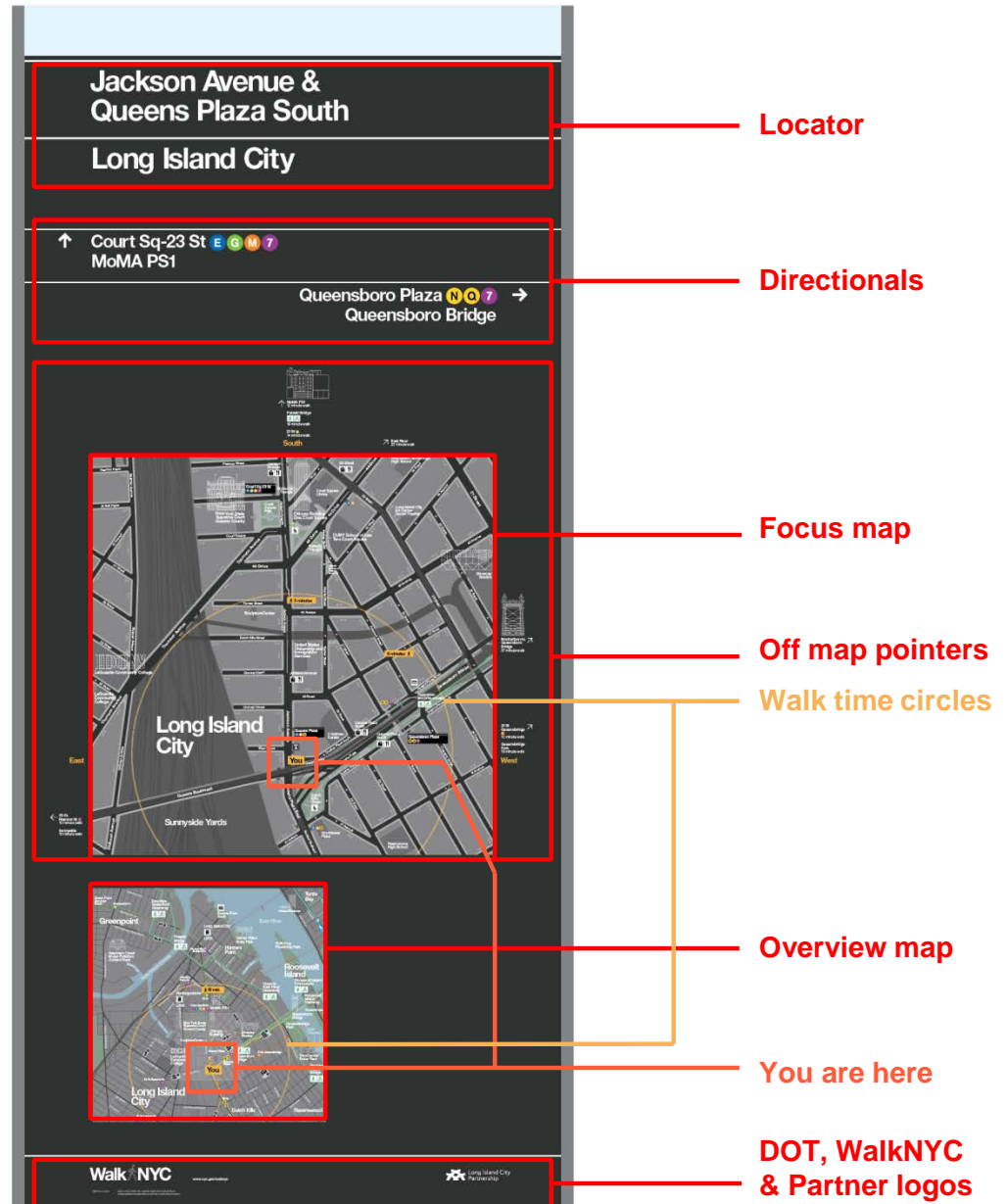
ON-STREET USER TESTING



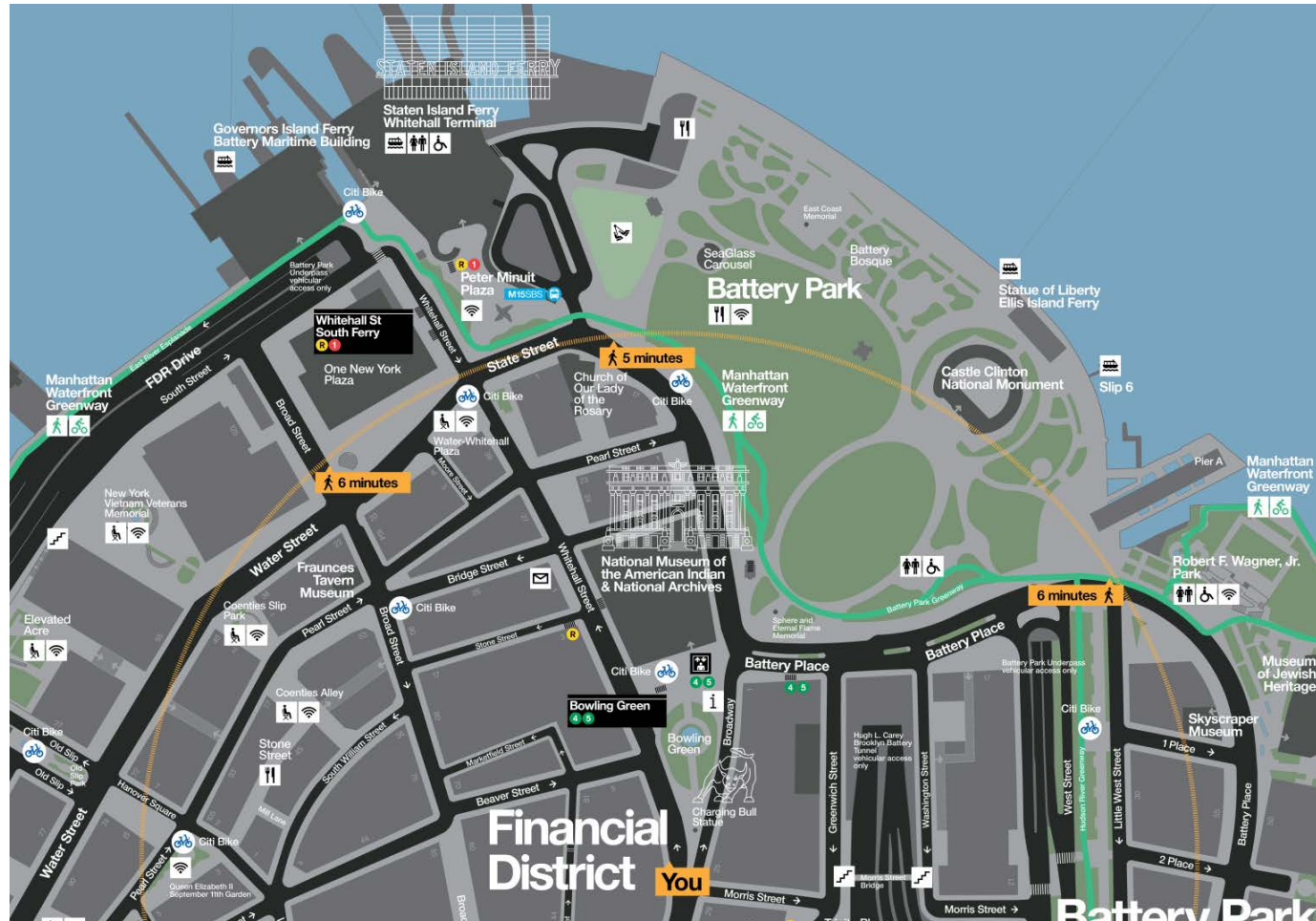
WAYFINDING MAP DATABASE



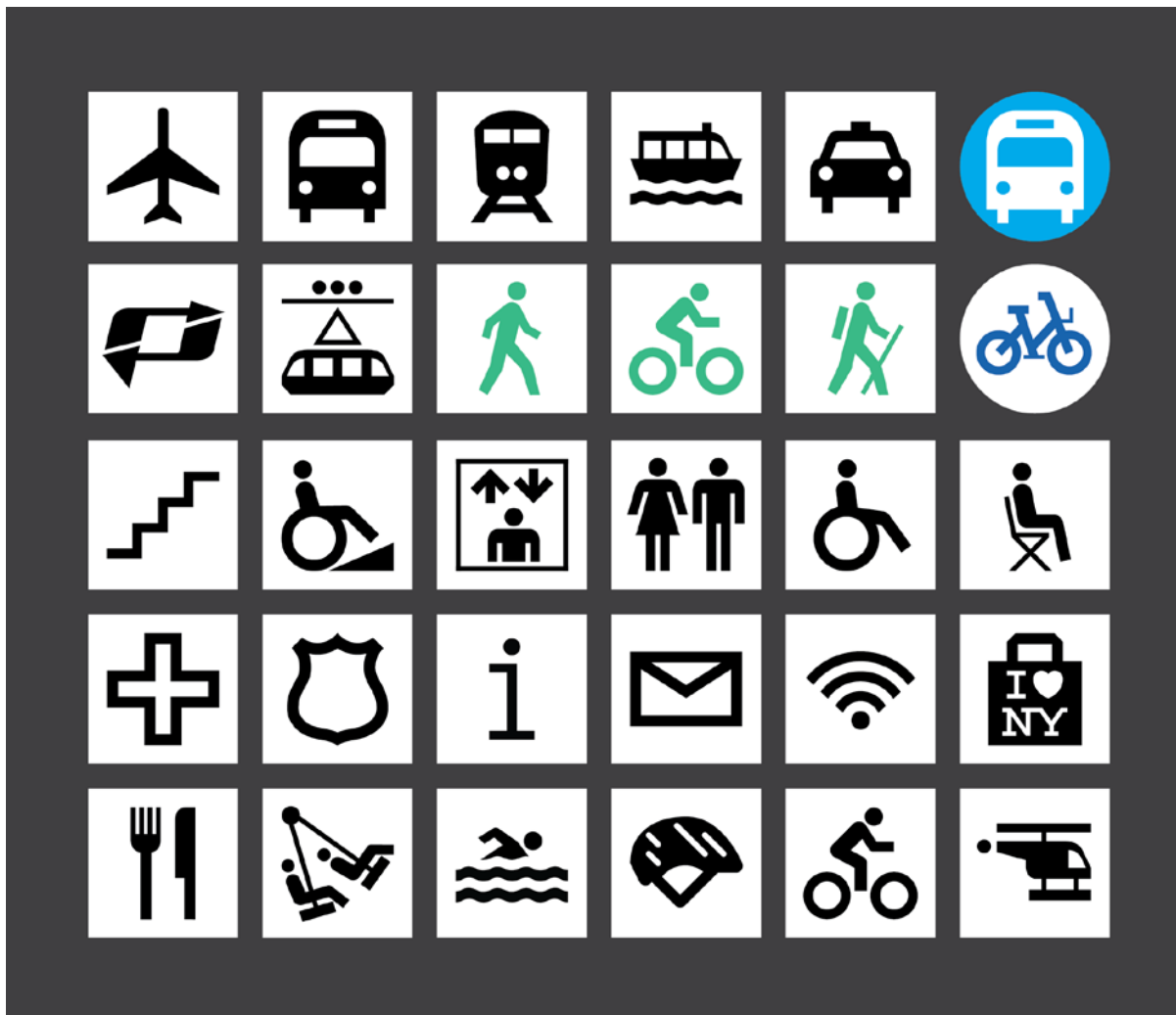
INFORMATION TEMPLATE



HEADS UP ORIENTATION

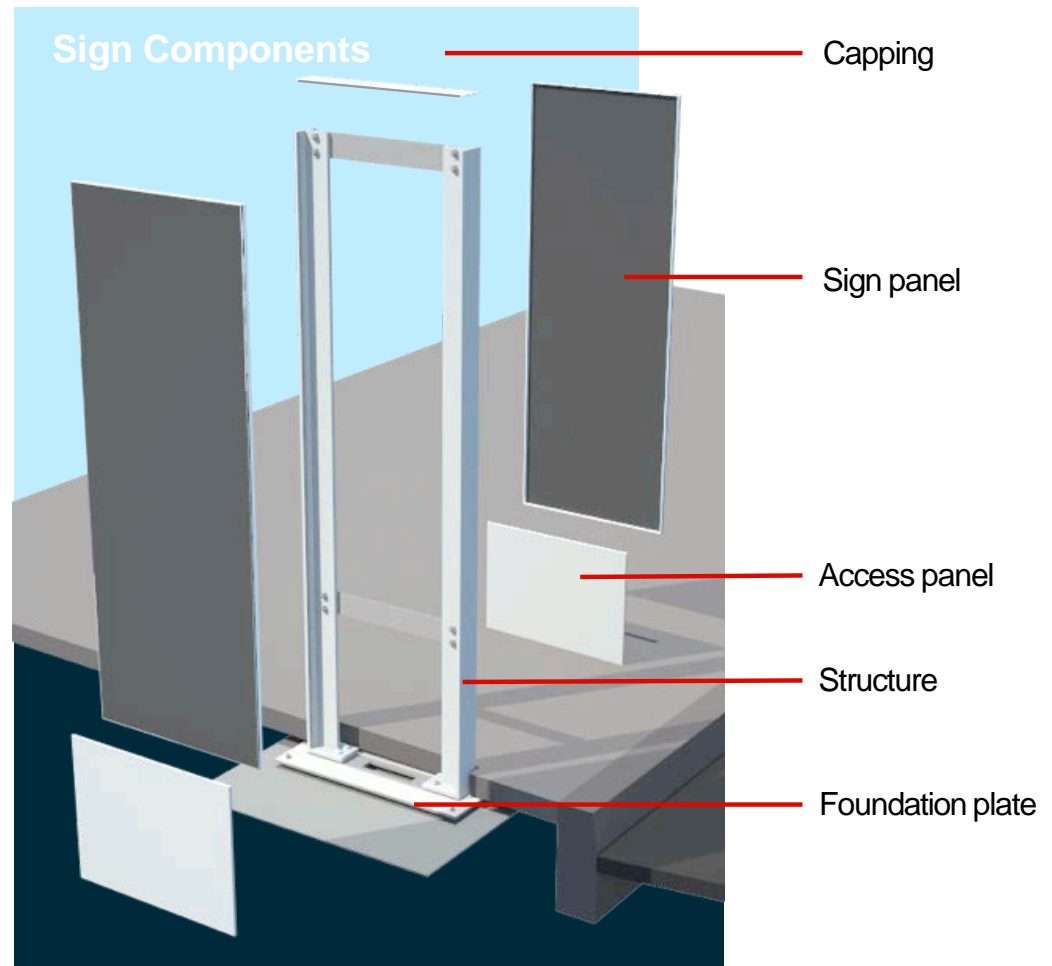
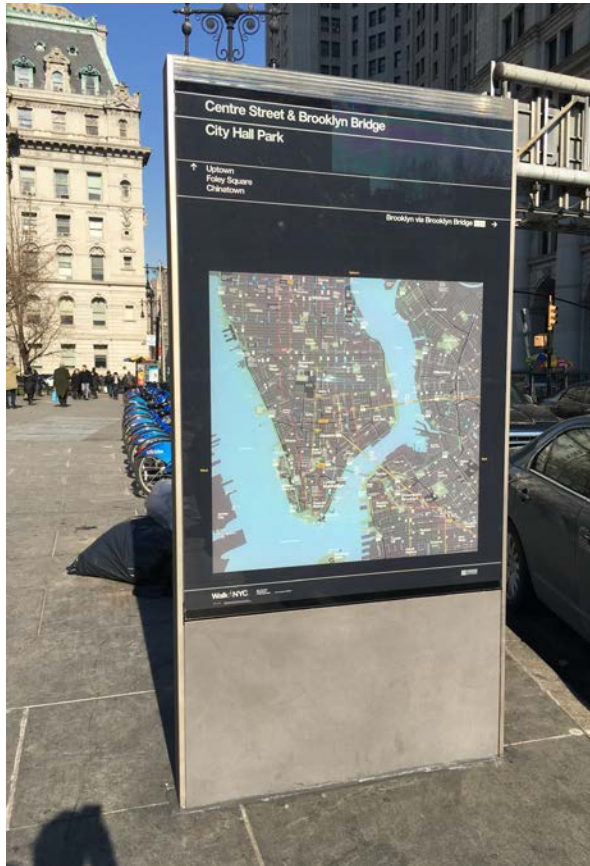


UNIVERSAL PICTOGRAMS



PEDESTRIAN WAYFINDING

Siting, fabrication and installation



Siting and installation:

Network plan
Utility analysis
Site plan
Interagency coordination
Excavation

Restoration
Artworking
Printing
Totem Installation

LOCATION PLANNING GUIDELINES

Along primary pedestrian routes
At decision-making points
Near transit services

In public spaces
At popular destinations
In difficult-to-navigate areas

↑ East
City Hall

← Chinatown
Canal St      
Soho

Woolworth Building →
Park Pl  

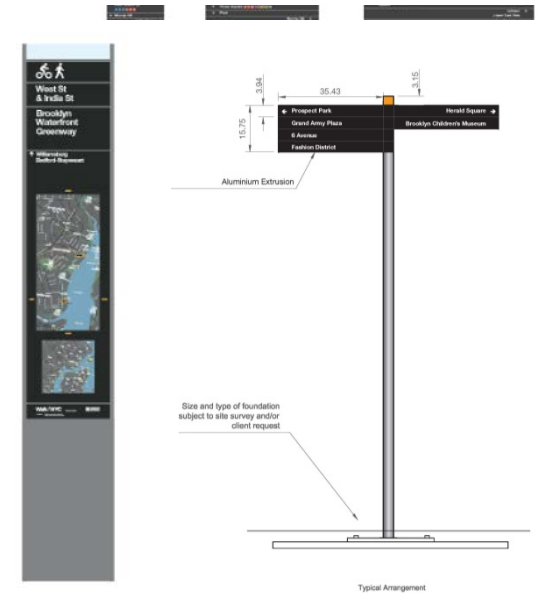
WalkNYC Program Tracks

2

PEDESTRIAN SYSTEM



Existing: Path, Area & Neighborhood



**Coming soon: Greenways,
Fingerposts & Wall Mounts**

SBS WAYFINDING



**Select Bus
Service
Wayfinding with
Real-Time
Passenger
Information**

ANCILLARY WAYFINDING PRODUCTS



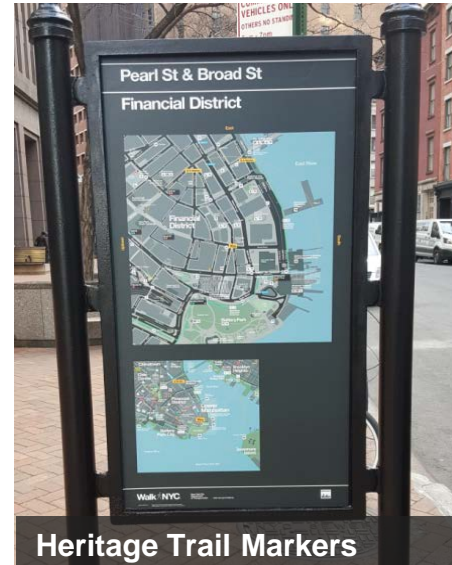
Bike Share



Citywide Ferry Service



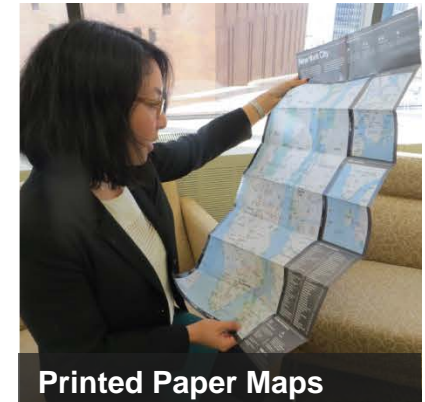
MTA Neighborhood Maps



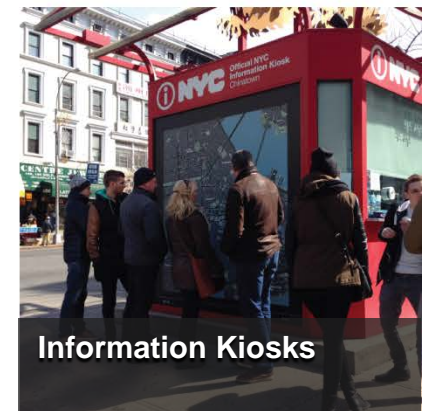
Heritage Trail Markers



NYC Bike Map



Printed Paper Maps



Information Kiosks

Pedestrian

Implemented

In Progress

Select Bus Service

Implemented

In Progress

Planned

Capital & Street Improvement Projects

Implemented

Planned / In Progress

Ferries

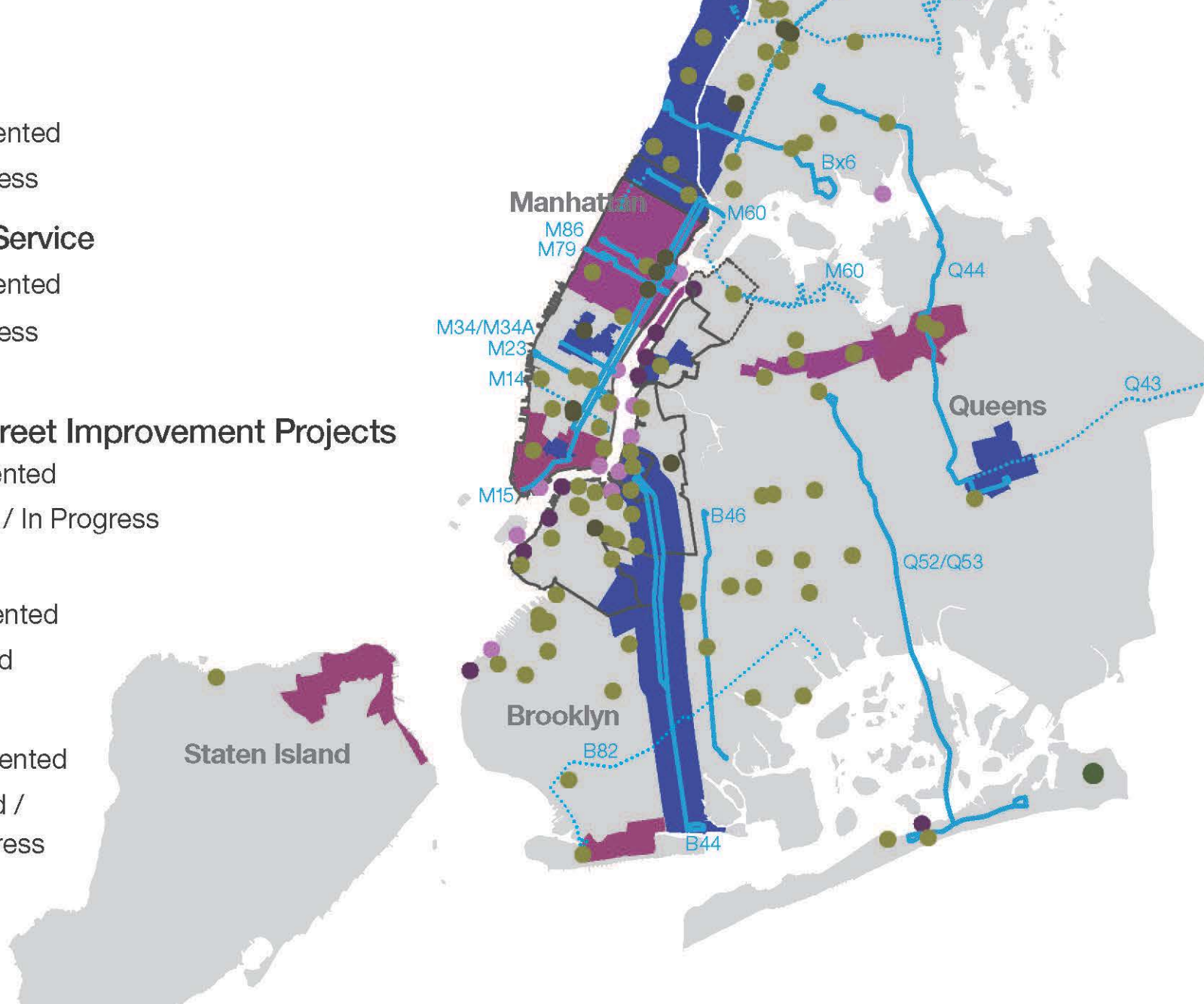
Implemented

Planned

Bike Share

Implemented

Planned /
In Progress



THANK YOU!

Questions?



NYC DOT



NYC DOT



nyc_dot



NYC DOT