

Pedestrian Wayfinding Update

Presented to:

Guest Experience Partners Council Meeting
July 11, 2017

Pedestrian Wayfinding Project Overview

Implemented Improvements:

- Column Identifications
- Vertical Circulation Signs and Lighting Upgrade

Proposed Project Elements:

- Ground Transportation Primary Information Displays
- Terminal-to-Terminal Directional Signs
- Terminal Map Directories
- Detailed Information Signs on Commercial Island
- Shuttle Island Identification Lighting

Implemented Improvements Column Identifications



Column Identifications have been installed to improve the ability for drivers and arriving passengers to find one another more easily.

Focus Group Comments:

- *Purpose is unclear*
- *Use bolder color*

Column Identifications Alternative Designs



Terminal
7 G

Existing Condition

Column Number Variations



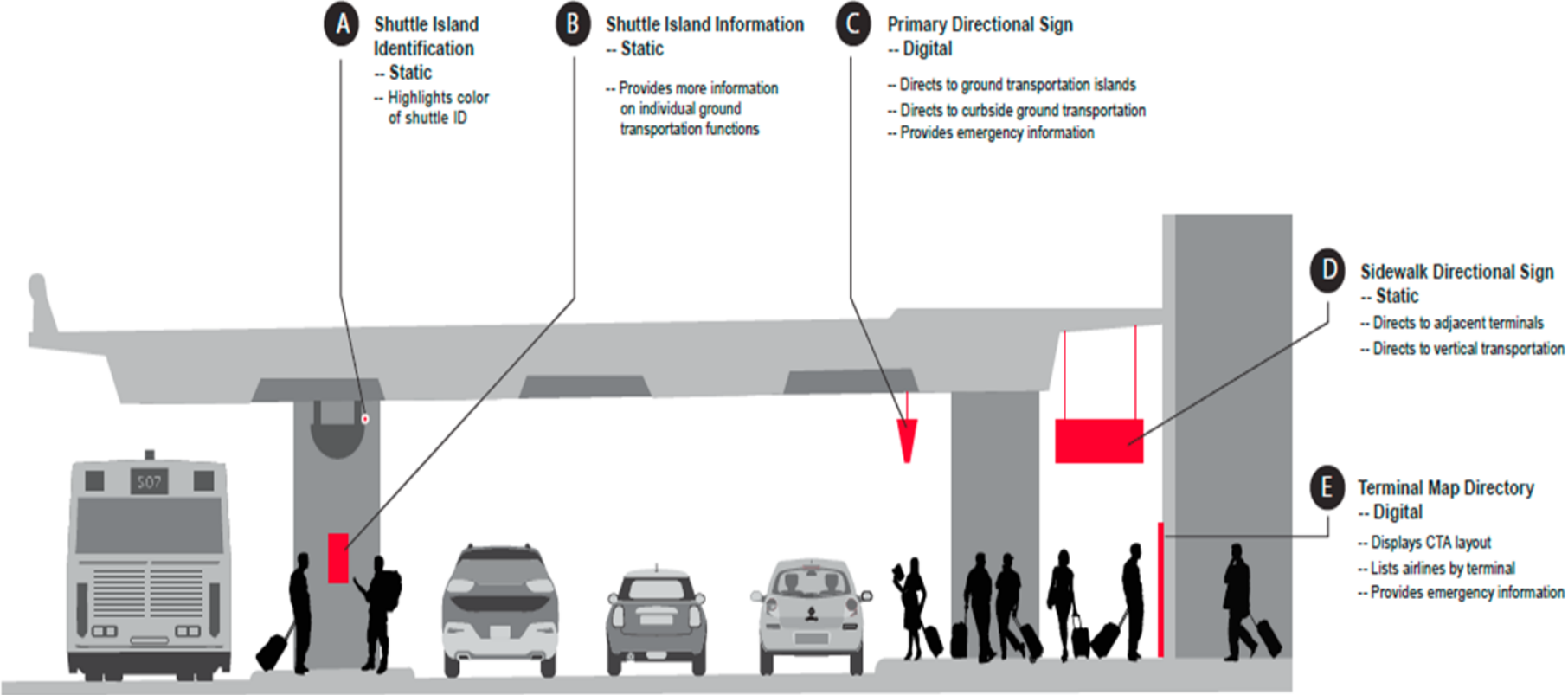
Implemented Improvements

Vertical Circulation Sign and Lighting Upgrades



- Replaced the circular sign panels and upgraded the internal light fixtures
- New wayfinding signs for vertical circulation have been installed.

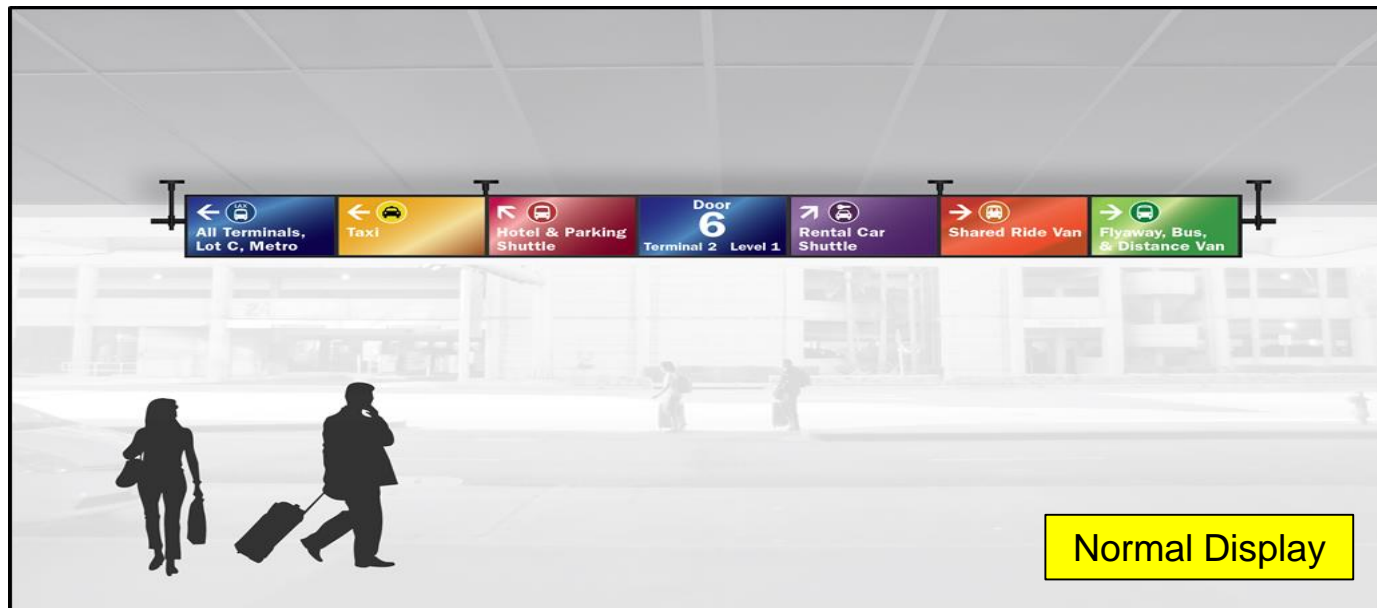
Proposed Project Elements



Primary Wayfinding Elements - Lower Level - Section View

Ground Transportation Primary Information Displays

- Provides the greatest visual way finding improvement.
- Monitors can be changed to display emergency messaging.
- 25 sets of monitors at terminal exits throughout the CTA.
- Existing software already being used to display TSA and visual paging messages.



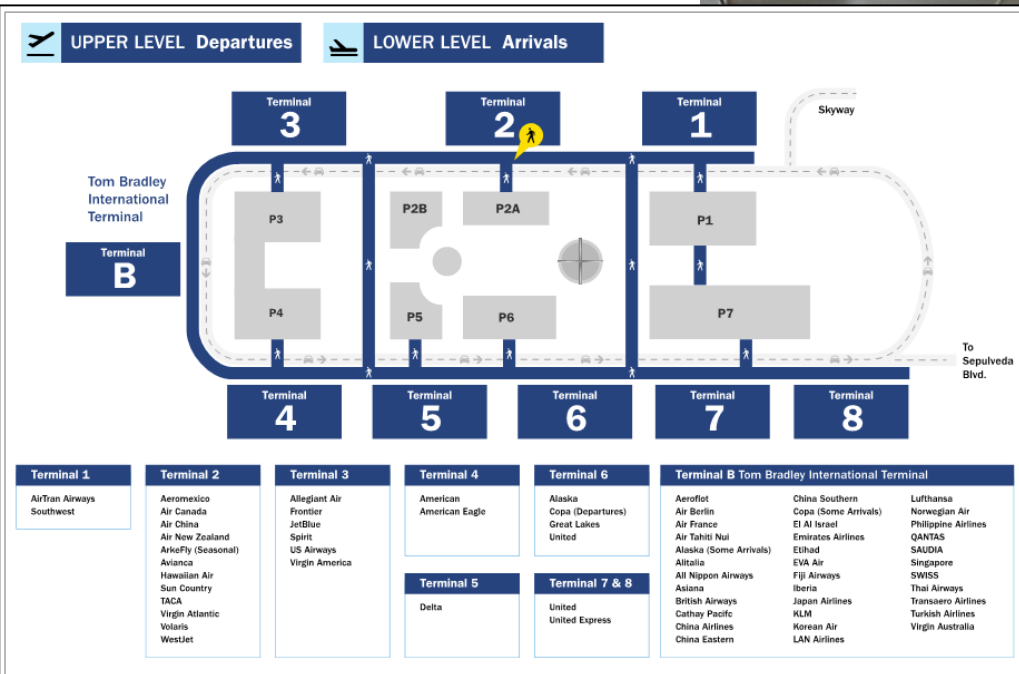
Terminal-to-Terminal Directional Signs

20 double-sided, 3'7" X 2' electronic monitors to primarily inform passengers of how to get to other terminals. Also would have the ability to provide multiple displays or emergency messaging.



Directories Kiosks

12 directory kiosks with interactive displays showing “You are Here” terminal maps, ground transportation options, hotels/tourism, etc.



Display Example

Shuttle Island Identification Lighting



LED lights proposed at 52 commercial islands



Detailed Information Signs on Commercial Islands

Information on shuttle services brought from overhead to eye-level.

Focus Group Comments:

- *Sign is positioned too low*
- *Glare makes sign difficult to read*
- *Font needs to be larger*

Designing new trial sign to address comments received

Existing

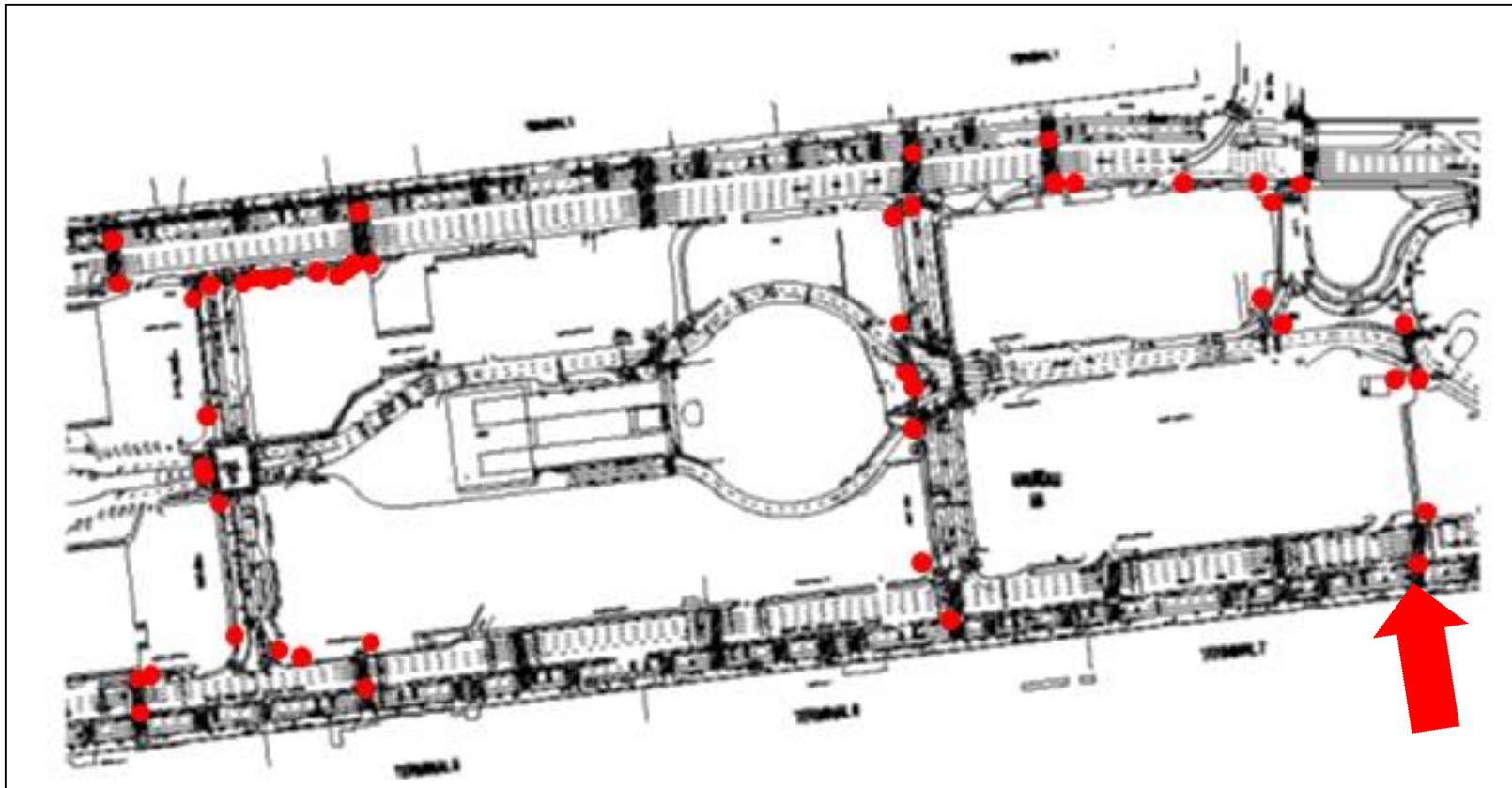


Installed as Trial



North/South Campus Directional Signs

- Project proposes a total of 59 signs
- Trial signs installed between T-1 and T-7



Example

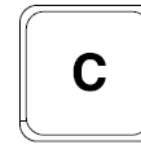
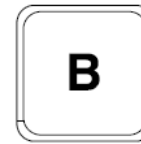
North/South Campus Directional Signs



Focus Group Comments:

- *Too small*
- *Make bolder*
- *Difficult to see*
- *Should be brighter/reflective/illuminated*

North/South Campus Directional Signs – Alternate Designs



North/South Campus Directional Signs – Alternate Designs

