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
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 7G
Existing Condition

Column Number Variations

Terminal 7G
Terminal 7G
Terminal 7G
Terminal 7G
Terminal 7G
Terminal 7G
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

A. Shuttle Island Identification
   -- Static
   -- Highlights color of shuttle ID

B. Shuttle Island Information
   -- Static
   -- Provides more information on individual ground transportation functions

C. Primary Directional Sign
   -- Digital
   -- Directs to ground transportation islands
   -- Directs to curbside ground transportation
   -- Provides emergency information

D. Sidewalk Directional Sign
   -- Static
   -- Directs to adjacent terminals
   -- Directs to vertical transportation

E. Terminal Map Directory
   -- Digital
   -- Displays CTA layout
   -- Lists airlines by terminal
   -- Provides emergency information

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.

Normal Display

Example of Emergency Messaging
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.
Shuttle Island Identification Lighting

Commercial island types better seen from a distance

LED lights proposed at 52 commercial islands

LED light color matches the zone signs
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
North/South Campus Directional Signs

- Project proposes a total of 59 signs
- Trial signs installed between T-1 and T-7
Focus Group Comments:

- Too small
- Make bolder
- Difficult to see
- Should be brighter/reflective/illuminated
## North/South Campus Directional Signs – Alternate Designs

<table>
<thead>
<tr>
<th>Design</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Three-sided sign with icons for Terminal 1 and Terminal 2</td>
</tr>
<tr>
<td>B</td>
<td>Two-sided sign with icons for Terminal 1 and Terminal 2</td>
</tr>
<tr>
<td>C</td>
<td>Single-sided sign with icon for Terminal 1 or Terminal 2</td>
</tr>
<tr>
<td>D</td>
<td>Simple arrow design pointing up</td>
</tr>
</tbody>
</table>

Los Angeles World Airports
North/South Campus Directional Signs – Alternate Designs