

Sound Transit Link light rail station

# PICTOGRAMS

Design Approach and Community Input Report

Meeting 1 | July 16, 2014

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*Wayfinding offers the designer an opportunity to reference the history, culture, and essence of place in an immediate way that will be seen and used on a daily basis. An effective wayfinding system can be a visual ambassador, a means of saying “Welcome, let me help you find your way around and enjoy yourself.”*

— Lance Wyman

Lance Wyman is an American graphic designer born in 1937. He is known for such work as the logo of the 1968 Summer Olympic Games, the route map of the Washington Metro, and the Mexico City Metro icons.

## **Project Goal and Objectives**

### **Goal**

Create pictograms to identify Sound Transit Link light rail stations. These pictograms will serve as a tool to easily differentiate stations. This is important for non-English speaking audiences, particularly those that do not use a Roman alphabet.

### **Objectives**

- A non-English speaking person can use the pictogram as a station identifier and is able to recall it easily. They should be able to describe each pictogram.
- The pictograms should be graphic in nature and avoid using letters or numbers.
- The new pictograms need to be visually consistent with the existing Light link pictogram family.
- Connect the pictogram designs to the communities they represent.

## **Meeting Agenda**

### **1. Pictograms. What are they? What makes a good one?**

### **2. Our Design Approach**

- Define
- Research
- Design
- Review
- Refine
- Develop

### **3. Community Input Findings**

- Angle Lake
- Capitol Hill
- University of Washington
- University District
- Roosevelt
- Northgate

### **4. Next Steps**

## 1. PICTOGRAMS

# A Good Pictogram is:

### **Iconic**

An iconic pictogram illustration is simple and clearly illustrated. It is distinct and easy to recognize.

### **Memorable**

A clear pictogram is bold and easily recalled.

### **Timeless**

An effective pictogram will stand the test of time. It is not trendy. Longevity is key.

### **Versatile**

An effective pictogram should be able to work across a variety of mediums and platforms. It is scalable for multiple applications and sizes. It has high contrast and works best in one color.

### **Appropriate**

The pictogram must be relevant for the neighborhood stop it represents.

### **Cross-Cultural**

A non-English speaking person can use the pictogram as a station identifier and is able to recall it easily.

## What is a pictogram?

Pictograms are pictures.

Pictures without words.

Without typography.

Pictures that people understand.

Worldwide.

Wherever they may come from.

Whatever language they may speak.

Pictograms are pictures that help.

They help find the way.

They help understand a situation.

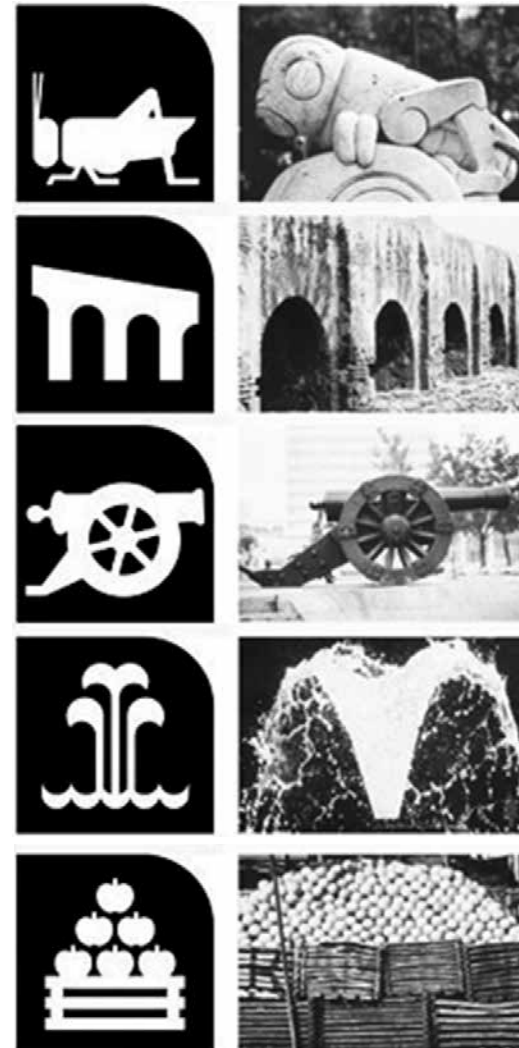
They help do the right thing.

Pictures that organize.

Pictures that put things in perspective.

To create order in an often chaotic world.

—Design Alltag Zürich,  
Swiss visual communication agency



Mexico City Metro icons designed by Lance Wyman

*The icons are designed to represent an important aspect of the station neighborhood, a reference to history, an important landmark or an activity in the station area. The icons are wayfinding helpers on station signs and system maps.*

— Lance Wyman

## 2. PICTOGRAM DESIGN APPROACH

### 1

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#### Define

- What are the criteria for a successful pictogram?
- Rank the criteria in order of importance.
- What is the Sound Transit design language?
- Who are the audiences for the pictograms?  
(Non-English speakers, ADA representatives, ST customers, Community stakeholders, Neighborhood blogs, Transit interest groups)

### 2

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#### Research

- Read and parse the community reports.
- Visit the station locations.
- Compile photos of the station location areas and nearby landmarks.
- Gather information about the stop locations/neighborhoods (including history, industry, demographics, and future plans)
- Examine successful transit pictograms from other cities.

### 3

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#### Design

- Select 3–5 images or concepts for each station that will serve as the basis for concept designs.
- Explore different design approaches for each of these selections.
- Create concept designs for 1 or 2 of these selections.
- Create 1 draft design for each station.

### 4

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#### Review

- Evaluate each pictogram design with the defined criteria.  
(i.e. Is the pictogram: recognizable at small sizes and long distances? Visually appealing at large sizes? Consistent with the existing pictograms? Distinct from the other pictograms? Culturally inclusive? Timeless?)
- Review feedback from the Sound Transit Team.
- Review feedback from the community questionnaire.

### 5

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#### Refine

- Revise the drafts to best meet the criteria.
- Revise the drafts based on the Sound Transit Teams review.

### 6

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#### Develop

- Finalize pictogram design for each station.
- Create final pictogram art in all applicable formats for delivery to Sound Transit.

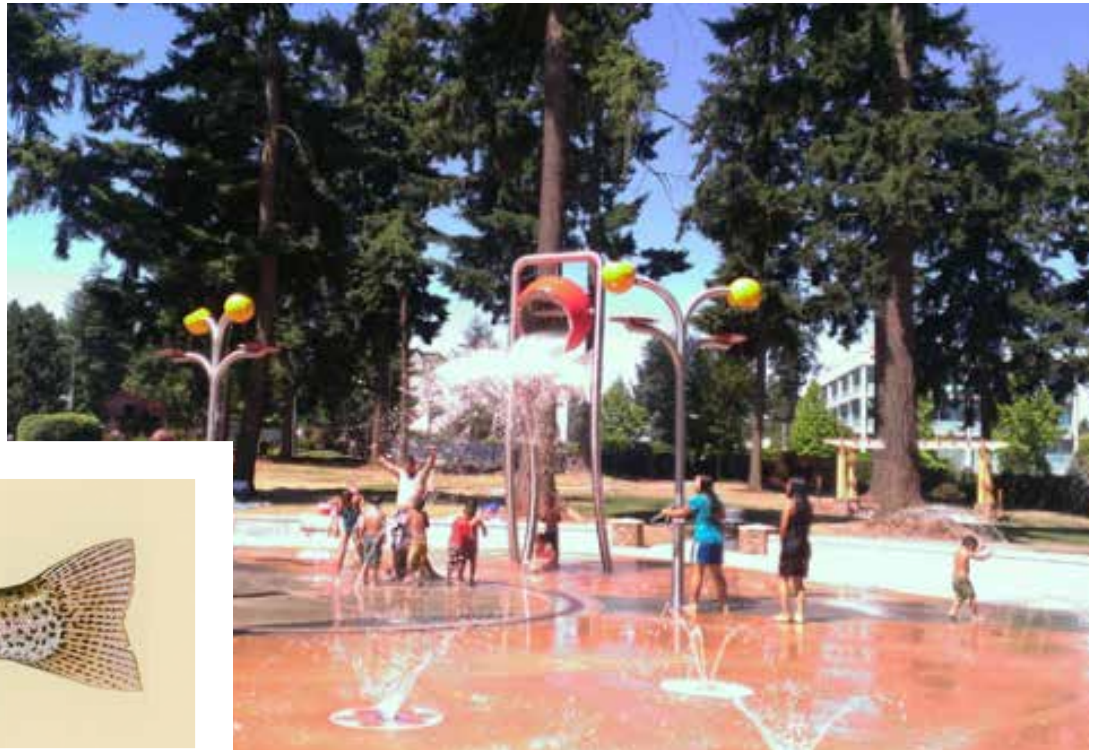
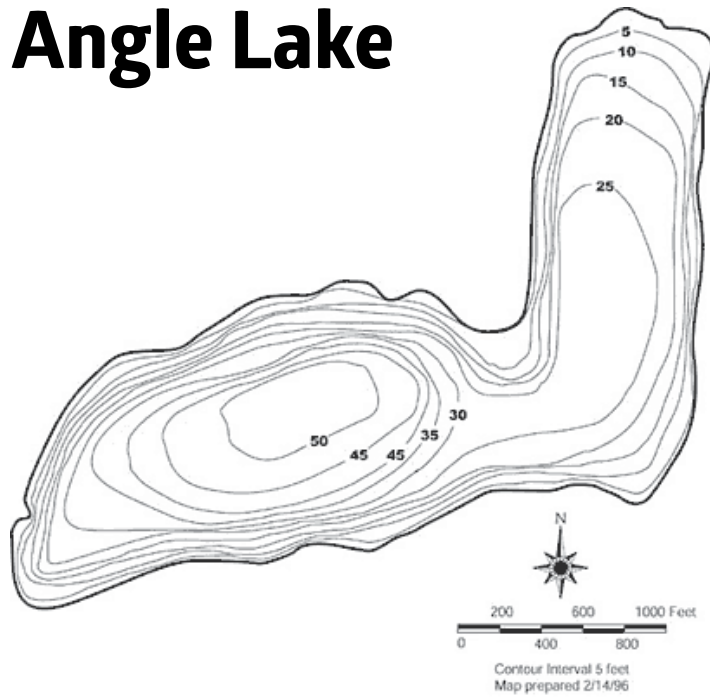
### 3. COMMUNITY INPUT REPORT

## Community Survey Key Findings

The surveys helped to determine what is important to the residents of these neighborhoods. It quickly becomes obvious what resonates with each area, what landmarks make the communities proud, and what characteristics represent each neighborhood.



# Angle Lake



## Angle Lake Adjectives

Angle Lake is an unknown, suburban, neighborhood. It is an oasis near the airport that is recreational, peaceful, and picturesque.

### Frequency

22: where

20: suburban

10: water

9: recreational

6: multi-cultural, airport

5: lake, active, Family

4: residential, remote, quiet, green, natural,  
hidden, diverse, wet

3: south, relaxing, peaceful, picturesque, blue

2: forested, flat, angular, private, placid, calm,  
pretty, friendly, relaxed, home, rural, picnic

### Notable Outlier

Looks like a muscle

airport lake water home residential  
picnic south flat green where?  
wet remote  
suburban pretty placid forested  
quiet active  
recreational rural family friendly  
private blue hidden multi-cultural  
angular calm relaxing picturesque natural  
diverse relaxed peaceful

Angle Lake is home to the lake, the airport, views, trout, and the Federal Detention Center.

**Frequency**

**51:** lake

**12:** airport

**5:** highway

**4:** trees

**3:** mountains, park,  
houses, hotels,  
parking lots,  
Federal Detention Center

**2:** airplane, trout, dock,  
Mount Rainier, Cascades,  
Alaska Air HQ

**Notable Outliers**

Spaceship, clouds

A word cloud featuring the word 'lake' in large blue letters at the center. To its right, the word 'airport' is written in large brown letters. Surrounding these central words are various other terms in different colors and sizes, including 'mountains', 'trees', 'trout', 'park', 'houses', 'dock', 'highway', 'Alaska Air HQ', 'airplane', 'parking lots', 'Federal Detention Center', 'Mount Rainier', 'Cascades', and 'hotels'.

houses mountains trees trout park  
dock highway lake Mount Rainier  
Alaska Air HQ Cascades  
airplane parking lots hotels  
Federal Detention Center airport

## Angle Lake Pictograms

The lake, fishing, picnics, and airplanes are representative of Angle Lake.

### Frequency

- 69:** lake
- 20:** Angle Lake shape
- 12:** trees
- 10:** airplane, angle
- 9:** airport
- 8:** fishing, parking
- 7:** boat
- 6:** trout, water, Federal Detention Center
- 5:** a park, International Boulevard, streets, dock
- 4:** house, hotels
- 3:** swimmer, sail boat, Rainier, cloud
- 2:** picnic, duck, canoe, car rental, golf hole, ethnic symbols, military road, Alaska Air Group HQ, the Sound, The Bull Pen, Angle Lake Cyclery

### Notable Suggestions

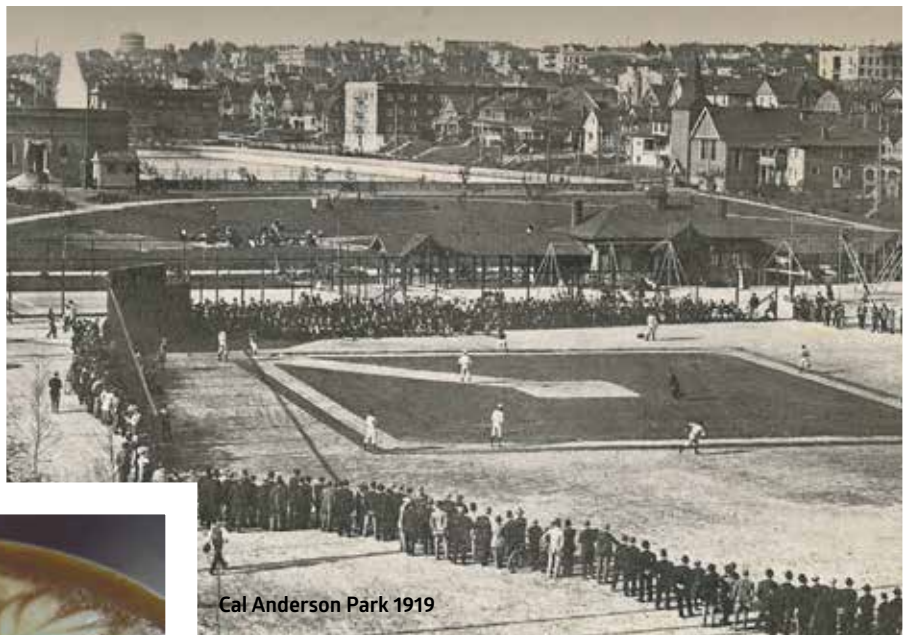
- Geometry-related, a protractor, crossed oars, or a duck
- A Cloud, because the cloud artwork at the station will be a new landmark. Also, the shape of Angle Lake could work, but I think most people don't know what Angle Lake looks like.
- Swim trunks in recognition of the lake as a summertime destination in the south end.
- Picnic bench, Angle Lake park is famous for picnics.
- A recumbent adult tricycle—the Angle Lake Cyclery is the only place in the region that stocks these specialized machines! .







# Capitol Hill



Capitol Hill is a diverse, thriving hub for Seattle's gay and artistic communities.

**Word Frequency**

**89:** diverse

**78:** gay

**69:** vibrant

**66:** hip

**45:** young

**36:** urban, active

**35:** fun, nightlife

**26:** busy

**25:** dense

**23:** historic

**21:** hipster, artsy

**17:** artistic, trendy

**16:** dynamic

**15:** funky, eclectic, colorful

**13:** food, lively

**11:** LGBT

**10:** creative, energetic, cool

**9:** friendly, music, queer, rainbow

**8:** youthful, party, cultural

**7:** edgy, inclusive, expensive

**6:** musical, bustling, alive, exciting

**5:** progressive, loud, art, central, alternative, walkable

**4:** multi-cultural, hilly, liberal, gentrified, bars, caffeinated, coffee, entertaining, proud

**3:** crazy, populous, tolerant, open, drunk, crowded, eccentric, grungy, unique, welcoming, happening, offbeat

**2:** rowdy, magical, awesome, white, accepting, partying, interesting, park, culinary, residential, equality, educational, commercial, distinct, frenetic, changing, quirky, book, free, apartments, bohemian, educated, noisy, theater, wild, nocturnal, fashionable, old, relaxed, wealthy, expressive, community, metropolitan, college

**Notable Outliers**

avant-garde, entrepreneurial, independent



## Capitol Hill Landmarks

Capitol Hill is home to great city parks, coffee culture, music, and public art. SCCC and many bars, restaurants, and clubs are also notable destinations on what locals call, “The Hill.”

### Frequency

**133:** Cal Anderson Park

**83:** Volunteer Park

**69:** water tower

**64:** Broadway, Jimi Hendrix Statue

**41:** Dick’s Drive In

**33:** Seattle Central Community College

**25:** Black Sun

**23:** rainbow

**22:** rainbow flag

**29:** radio towers

**18:** Broadway Dance Steps

**14:** Cal Anderson Park Fountain,  
historic buildings

**13:** Pike Pine, hill

**12:** Volunteer Park Conservatory, downtown view

**11:** night clubs, music venues

**8:** hospital, restaurants

**7:** Asian Art Museum, Seattle University, reservoir, park

**6:** coffee shops

**5:** condos, bars, Rite Aid marquee, pink triangle, crow, R-Place

**4:** music, St Marks, Broadway Farmers Market, theatre, Neighbors, art, Oddfellows

**3:** Mystery Coke Machine, eyeglasses, bicycles, martini glass, musical note, Egyptian Theatre, Harborview, Cal Anderson play fields, Space Needle, Olympic Mountains

**2:** Capitol Dome, drag queen, Twice Sold Tales, Swedish Medical Center, construction cranes, SAAM Camels, columns, guitar, coffee cup, unicorns, Century Ballroom, streetcar, streets, Broadway Performance Hall, Elliot Bay Book Company, Group Health Cooperative, Linda’s Tavern, dancers, Holy Names Academy dome

### Notable Outliers

Julia’s, hot dog cart, Interlaken Park

Broadway Dance Steps  
radio towers Cal Anderson Park Fountain  
Broadway Linda's Tavern hospital Seattle University Black Sun  
night clubs Capitol Dome  
Jimi Hendrix Statue Group Health Cooperative  
R Place streets  
Cal Anderson Park  
Volunteer Park Conservatory rainbow historic buildings streetcar  
Pike & Pine theatre condos coffee shops  
Asian Art Museum bicycles Rite-Aid marquee  
Mystery Coke Machine hill park SAAM Camels Egyptian Theatre  
rainbow flag Water Tower St. Mark's bars  
downtown view crowd music venues Dick's Drive-In construction cranes  
pink triangle Twice Sold Tales Swedish Medical Center coffee cup  
music Seattle Central Community College Space Needle guitar  
Neighbours Broadway Performance Hall Holy Names Academy dome columns  
Oddfellows Broadway Farmers Market

## Capitol Hill Pictograms

A rainbow, the water tower, Jimi Hendrix, *Black Sun*, and bronze dance steps all represent Capitol Hill.

### Frequency

- |                                 |  |
|---------------------------------|--|
| 48: rainbow                     | 8: Cal Anderson Park   |
| 27: water tower                 | 7: hipster glasses, martini glass, musical notes, Volunteer Park Conservatory  |
| 20: Cal Anderson Park           | 6: Dick's burger, Pride flag   |
| 20: capitol dome building       | 5: cocktail glass, columns, crow, The Hill, Volunteer Park   |
| 17: guitar                      | 4: bar glasses, disco ball, shooting star, triangle,   |
| 15: cup of coffee, rainbow flag | 3: comet sign, equality sign =, mustache, party hat, transmitter towers, unicorn   |
| 13: Jimi Hendrix statue         | 2: bike polo player, fork and spoon, gay-friendly, holding hands, Holy Names Academy, hospital, ice cream cone, paintbrush, wine glass |
| 12: LGBT-related                |  |
| 11: <i>Black Sun</i> sculpture  |  |
| 10: dancing feet                |  |

### Notable Suggestions

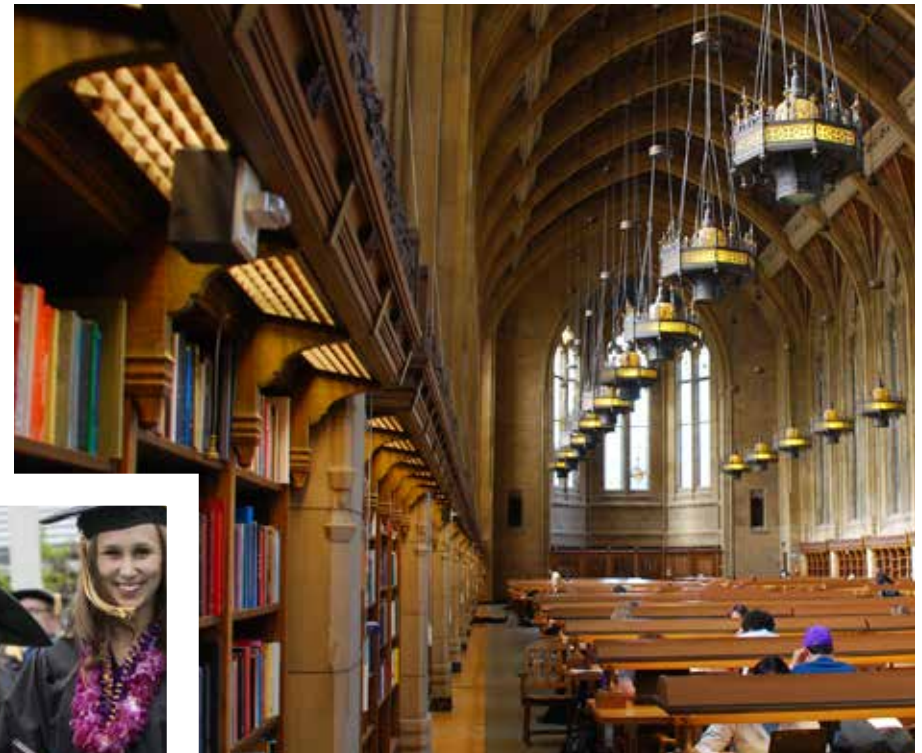
- It would look like the dancing steps on Broadway — I think that encompasses what Capitol Hill is about. It's an active, engaged neighborhood which a significant amount of night life.
- Rainbow, because it embraces the free spirit of the hill.
- Unicorn or rainbow, to show the uniqueness and diversity of the neighborhood.
- Buddy Holly glasses, because of the hipster population (of which I'm very fond!).
- A guitar would represent the Hendrix Statue on Broadway, and the young, hip, vibrant character of the neighborhood. It's also an extremely recognizable symbol.

gay friendly Jimi Hendrix Statue Equality Sign  
rainbow flag bar glasses Black Sun Sculpture  
cup of coffee guitar Cal Anderson Park  
water tower LGBT-related  
party hat mustache paintbrush columns musical notes  
Comet sign rainbow cocktail glass  
Volunteer Park hipster glasses  
capitol dome building unicorn  
crow Cal Anderson Fountain Dicks Burgers  
The Hill hospital holding hands bike polo player  
Volunteer Park Conservatory dancing feet  
fork and spoon disco ball martini glass shooting star  
Transmitter towers triangle Pride flag





# University of Washington



The University of Washington is an active, academic, student-oriented area.

**Frequency**

**62:** educational

**60:** academic

**47:** huskies

**42:** young

**31:** historical

**30:** scholarly

**27:** sports

**23:** studious

**22:** student-oriented

**21:** athletic

**19:** youthful

**18:** medical

**17:** purple, sporty

**16:** collegiate

**15:** beautiful, smart

**14:** active

**13:** books

**11:** hospital, learning

**10:** football, multi-cultural

**9:** Gothic architecture, scenic, stadium, UW, water

**8:** diverse, large, stately

**7:** institutional. Intellectual, knowledgeable, learned

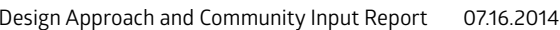
**6:** big, dynamic, innovative, lake, traditional

**5:** brainy, cherry blossoms, gold, green

**4:** campus, expansive, expensive, research-focused, scientific, vistas

**3:** busy, cultural, cutting-edge, erudite, eventful, go dawgs!, husky face, medicine, Montlake, old, picturesque, school, sprawling

**2:** arts, Asian, blossoming, brick, bustling, classic, crossroad, crowded, fountain, fun, global, gorgeous, graduation, grand, healthy, iconic, intelligent, intense, isolated, library, majestic, marine, museums, open, powerful, prestigious, pretty, pride, recreational, regional, scholastic, serene, serious, spacious, spirited, stuffy, thriving, trees, venerable



From the Suzzallo Library, to the Husky Stadium, to cherry blossoms, to majestic views of Mount Rainier, UW is a feast for the eyes.

**Frequency**

**205:** Husky Stadium

**93:** Suzzallo Library

**90:** Drumheller Fountain

**71:** Cherry Blossoms

**51:** Red Square

**46:** Husky

**42:** UW Medical Center

**35:** Montlake Bridge

**27:** Mount Rainier Fountain Vista, The Quad

**23:** Books

**21:** Greek Columns

**16:** Denny Hall, UW Campus

**13:** Lake Washington, Montlake Cut

**12:** Burke Gilman Trail

**10:** George Washington Statue

**9:** graduation cap

**8:** football

**7:** Broken Obelisk sculpture

**6:** UW, UW logo

**5:** Henry Art Gallery, University Buildings

**4:** Burke Museum, canal, husky sculpture, Portage Bay, tower

**3:** arboretum, Bell Tower, U Village

**2:** arches, Big W, boats, canoe, Drumheller Pond, Montlake, rowing, Sylvan Grove, Union Bay

**Notable Outliers**

athletes, harry the husky, MD in lab coat

graduation cap U-Village husky sculpture  
Denny Hall Mt Rainier Fountain Vista UW Logo  
The Quad husky UW Campus Montlake Cut  
Portage Bay rowing Big W Burke Museum  
Henry Art Gallery UW canoe books Drumheller Fountain  
Red Square Montlake Bridge Burke Gilman Trail  
University buildings Sylvan Grove  
Husky Stadium football Greek Columns  
Montlake Drumheller Pond  
Union Bay tower Bell Tower Arches  
George Washington statue Suzzallo Library  
boats cherry blossoms Arboretum canal Lake Washington  
Broken Obelisk sculpture UW Medical Center

A husky, Drumheller Fountain, a cherry blossom, and a mortarboard all represent the University of Washington.

**Frequency**

**128:** husky

**61:** football stadium

**46:** mortarboard

**39:** book

**27:** Suzzallo Library

**24:** W

**22:** Drumheller Fountain

**19:** Cherry Blossom Trees

**18:** UW Medical Center

**16:** UW

**13:** The Quad

**11:** greek columns

**10:** Rainier Vista

**9:** diploma scroll, Montlake Bridge

**6:** historic building, Red Square

**5:** sports related

**4:** bridge, George Washington statue, Hec Ed Pavilion, Montlake Cut

**3:** arches, cap and gown, Lake Washington, rowing team, science beaker, stethoscope

**2:** bell tower, football, football helmet, gothic tower, owl, steeple, UW crest

**Notable Suggestions**

- Montlake bridge (open for boats to pass under) because it's a stately, elegant, and historical nearby landmark.
- To avoid confusion this should not be called UW station, but rather Husky Stadium or Montlake station. Since UW is in the U District, and this station is not even close to the bulk of student housing and campus buildings, this is a terribly misleading name. Having said that, Husky Stadium, whose parking lot this station resides in, is the obvious pictogram. If you do not change the name, it must be clear that this station is at the stadium on the outskirts of campus, and not the campus center.

rowing team  
gothic tower  
UW  
stethoscope  
football helmet  
book  
diploma scroll  
Cherry Blossom Trees  
Drumheller Fountain  
mortarboard  
football  
sports related  
historic building  
greek columns  
husky  
The Quad  
Red Square  
Montlake Bridge  
UW Crest  
science lab beaker  
bridge  
George Washington statue  
owl  
Suzzallo Library  
Hec Ed Pavilion  
football stadium  
UW Medical Center  
Lake Washington  
Montlake Cut  
cap and gown  
steeple  
W  
Rainier Vista  
bell tower  
arches





# University District



The U-District is young, busy, and gritty with educational, commercial, and social opportunities.

**Frequency**

77: young

32: youthful

31: active

29: busy, multi-cultural

27: academic

24: students

23: diverse

21: cheap

18: bustling, vibrant

17: food, urban

16: eclectic

15: fun

13: hip, shopping

12: university

11: crowded

10: dirty, funky

9: dense, dynamic, gritty

8: dangerous, delicious, energetic, grungy, lively

7: educational, international, studios

6: books, loud

5: bookstore, changing, drunk, edgy, ethnic, historical, social

4: cultural, party, relaxed, retail, run-down, sketchy, transient, walkable

3: artistic, ave, congested, filthy, hippie, homeless, quirky, shops, unique,

2: avant-garde, colorful, commercial, crazy, crime-ridden, dining, culinary, drugs, frenetic, grimy, happening, husky-loving, late-night, liberal, musical, needles, pho, professional, scrappy, sleazy, thuggish, trendy,

**Notable Outlier**

political



The U-District is home to many things, including The Ave, UW Tower and Bookstore, and the historic Neptune Theatre.

**Frequency**

**99:** The Ave

**64:** UW Tower

**37:** Neptune Theatre, UW Bookstore

**21:** Farmers Market

**16:** Burke Gilman Trail, UW Campus

**10:** University Bridge, UW

**9:** restaurants, University Heights

**8:** Burke Museum, Hotel Deca, libraries

**6:** Husky, students, U-Village

**5:** books, churches, Greek row, shopping

**4:** 45th, Cherry Blossom Trees, dorms, Montlake Bridge, quad, UW Entrance

**3:** alleys, cafes, coffee, Denny Hall, Earl's, George Washington Statue, Henry Art Gallery, Lake Union, Medical Center, Noodles, Post Office, Shipping Canal, skateboard, stadium, Thai Tom, thrift shops, Varsity Theatre

**2:** bikes, Blue Moon Tavern, buses, Campus Parkway, Dicks, fork and knife, frat house, graffiti, Jack in the Box, Meany Hotel, old houses, old school, oldstyle streetlamps, Street Fair, Thai food, theatre, Tubs

**Notable Outliers**

Gasworks Park, Asian eateries



Books, coffee, the UW Tower, or a husky could all represent the U-District.

### Frequency

**59:** books

**20:** UW Tower

**18:** husky

**16:** bookstore

**12:** coffee cup

**10:** shops

**9:** graduation cap

**7:** beer

**6:** pho bowl, university bridge

**5:** Neptune Theatre

**4:** cherry blossoms

**3:** backpacks, Burke Museum, chopsticks, columns, pizza, stadium, Street Fair, student-activity, trident, triton

**2:** bicycle, bowl of noodles, Denny Hall, Montlake Bridge, Obelisk Sculpture, sandwich, shopping bag, silverware, skateboard, street musician, theatre masks

### Notable Suggestions

- The 'comedy/drama' ('happy/sad') theater face masks (indicating an entertainment district).
- Perhaps a blue moon, for the Blue Moon Tavern? (I know it's a bar, but it's a major cultural landmark of the neighborhood.)
- This is the station that is the actual gateway to the university — it needs to have something specific to the school.
- Sneakers — cause it's a casual/ young, ped friendly neighborhood; shopping bag — lots of retail.
- University District Farmers Market, Seattle's first (1993) and largest local farmers-only neighborhood market



Montlake Bridge  
Trident  
bicycle  
obelisk sculpture  
stadium  
silverware  
backpacks  
husky  
shops  
chop sticks  
beer  
columns  
graduation cap  
Triton  
pho bowl  
shopping bag  
pizza  
books  
books store  
University Bridge  
coffee cup  
Neptune  
Burke Museum  
Denny Hall  
cherry blossoms  
skateboard  
street musician  
student activity  
bowl of noodles  
Street Fair  
theatre masks





# Roosevelt



Roosevelt is a family-friendly, residential community that is quiet, green, and healthy.

**Frequency**

**39:** residential

**37:** family-friendly

**19:** quiet

**15:** active

**14:** high school

**13:** neighborly

**12:** green

**9:** Teddy Roosevelt, white

**8:** boring, community, friendly, homey, quaint

**7:** neighborhoody

**6:** calm, comfortable, hippie, old, shopping, suburban,

**5:** busy, historical, sleepy, trees, yuppie

**4:** eclectic, jazz, leafy, money, peaceful, president, urban,

**3:** bookish, bustling, charming, commercial, crossroads, diverse, Green Lake, healthy, hipster, international, new age, organic, park, relaxed, sporty, transitional, upscale

**2:** alternative health, convenient, cozy, craftsman, dense, educated, funky, local, mature, natural, nice, NIMBY, outdoorsy, prosperous, recreational, safe, shops, timeless, traditional, vegetarian, vibrant, village, walkable, welcoming, wholesome

**Notable Outliers**

locals-only, civilized, progressive, nourishing



Roosevelt is home to the historic Roosevelt High School and Ravenna Bridge Park. It is nearby Green Lake and the freeway.

**Frequency**

**65:** Roosevelt HS

**38:** Green Lake

**23:** Ravenna Park Bridge

**22:** Whole Foods

**15:** Freeway

**14:** Teddy Roosevelt

**11:** Reservoir, trees

**9:** Cowen Park

**8:** houses

**6:** Ravenna Blvd

**5:** craftsman style houses, Maple trees, parks, Roosevelt Square

**3:** Teddy's Tavern, water tower

**2:** bicycles, Birkenstocks, Dania, East West Bookstore, people,  
Pies and Pints, Rough Rider, Weedon Place statue

**Notable Outliers**

Rain City Burgers, Magnolia HiFi, Candy Cane Lane



Teddy Roosevelt and his Rough Riders are icons of Roosevelt. Also representative is the mix of craftsman-style homes and nature that includes Green Lake and Ravenna Boulevard.

### Frequency

<b>30:</b> trees	<b>7:</b> Maple Leaf
<b>23:</b> Roosevelt High	<b>6:</b> Teddy Bear
<b>18:</b> Green Lake	<b>5:</b> craftsman-style house, flower, Ravenna Blvd, Whole Foods
<b>16:</b> Rough Rider, Teddy Roosevelt's glasses	<b>4:</b> horse, mustache, runner, tree leaf
<b>14:</b> Teddy Roosevelt	<b>3:</b> bridge, coffee, nature, water tower,
<b>11:</b> residential	<b>2:</b> active people, bicycle, bungalow house, elk, parks, reservoir, saxophone, walkers
<b>9:</b> moose	
<b>8:</b> house	

### Notable Suggestions

- Picture of President Teddy Roosevelt's face with his trademark spectacles: Since the neighborhood (and its high school) are named after him. (Teddy Roosevelt is already used on signs in the neighborhood.)
- A simplified profile of Roosevelt High School because it's a key orienting point in the neighborhood.

A word cloud visualization of community input. The words are arranged in a dense, overlapping cluster. The colors of the words are primarily dark blue, teal, and brown. The words vary in size, with 'Green Lake', 'Roosevelt High', 'trees', 'Rough Rider', 'Teddy Roosevelt's glasses', and 'Teddy Roosevelt's Face' being the largest. Other words include 'active people', 'flower', 'bungalow house', 'runner', 'craftsman style home', 'Ravenna Blvd', 'Whole Foods', 'moose', 'teddy bear', 'bridge', 'tree leaf', 'Maple Leaf', 'Elk', 'bicycle', 'walker', 'reservoir', 'nature', 'parks', 'house', 'mustache', 'saxophone', 'coffee', 'horse', 'water tower', and 'moose'.

Green Lake  
Roosevelt High  
trees  
Rough Rider  
Teddy Roosevelt's glasses  
Teddy Roosevelt's Face  
Maple Leaf  
active people  
flower  
bungalow house  
runner  
craftsman style home  
Ravenna Blvd  
Whole Foods  
moose  
teddy bear  
bridge  
tree leaf  
Elk  
bicycle  
walker  
reservoir  
nature  
parks  
house  
mustache  
saxophone  
coffee  
horse  
water tower





# Northgate



Northgate is a northern, suburban, commercial outpost that is bustling with people and vehicles.

### Frequency

**92:** shopping

**55:** commercial

**51:** mall

**34:** suburban

**18:** busy

**15:** retail

**14:** hub

**12:** car-centric, parking

**11:** transit

**9:** north

**8:** diverse, sprawling

**7:** active, multi-cultural

**6:** boring, commerce, connective, crowded, far, gateway, movies, transitional, urban

**5:** bustling, community college, convenient, crossroads, economical, new, ugly

**4:** bland, capitalistic, family-oriented

**3:** affordable, big, big-box, community, commuter, congested, corporate, food, freeway, loud, freeway, traffic

**2:** 1950s, apartments, asphalt, buses, chain-focused, changing, connection-point, consumerist, dated, dynamic, end-of-the-line, entertaining, flat, fun, growth, modern, money, natural, noisy, practical, regional, relaxed, residential, scattered, stylish, tacky, Thornton Creek, trees, unsafe

### Notable Outliers

potential, plentiful, neighborly



Northgate is home to several neighborhoods, transit corridors, shopping, and entertainment.

**Frequency**

**227:** mall

**60:** Northgate

**53:** Thornton Creek

**26:** parking lots

**24:** interstate

**19:** shopping

**18:** transit center

**16:** shopping bags

**15:** movie theater

**8:** cars, totem pole

**6:** hospital, Maple Leaf neighborhood, park and ride, target

**5:** dollar sign, Seattle public library

**4:** buses, transit station

**3:** big-box, canopies, Licton Springs Neighborhood, traffic

**2:** asphalt, food-court, Idriss Mosque, Native American Art, Olympic Mountains, tower, trees, wetlands, x-large slushie

**Notable Outliers**

24-hour Starbucks, Maple Leaf Tower

canopies Olympic Mountains  
**Northgate** totem pole wetlands  
Maple Leaf neighborhood  
**North Seattle Community College**  
food court asphalt target bigbox  
Licton Springs neighborhood **shopping bags**  
**transit center** buses Idriss Mosque  
trees traffic **mall**  
transit station **Thornton Creek**  
Native American art movie theater park and ride  
dollar sign interstate **parking lots**  
**shopping** cars Seattle Public Library  
tower hospital x-large slushie

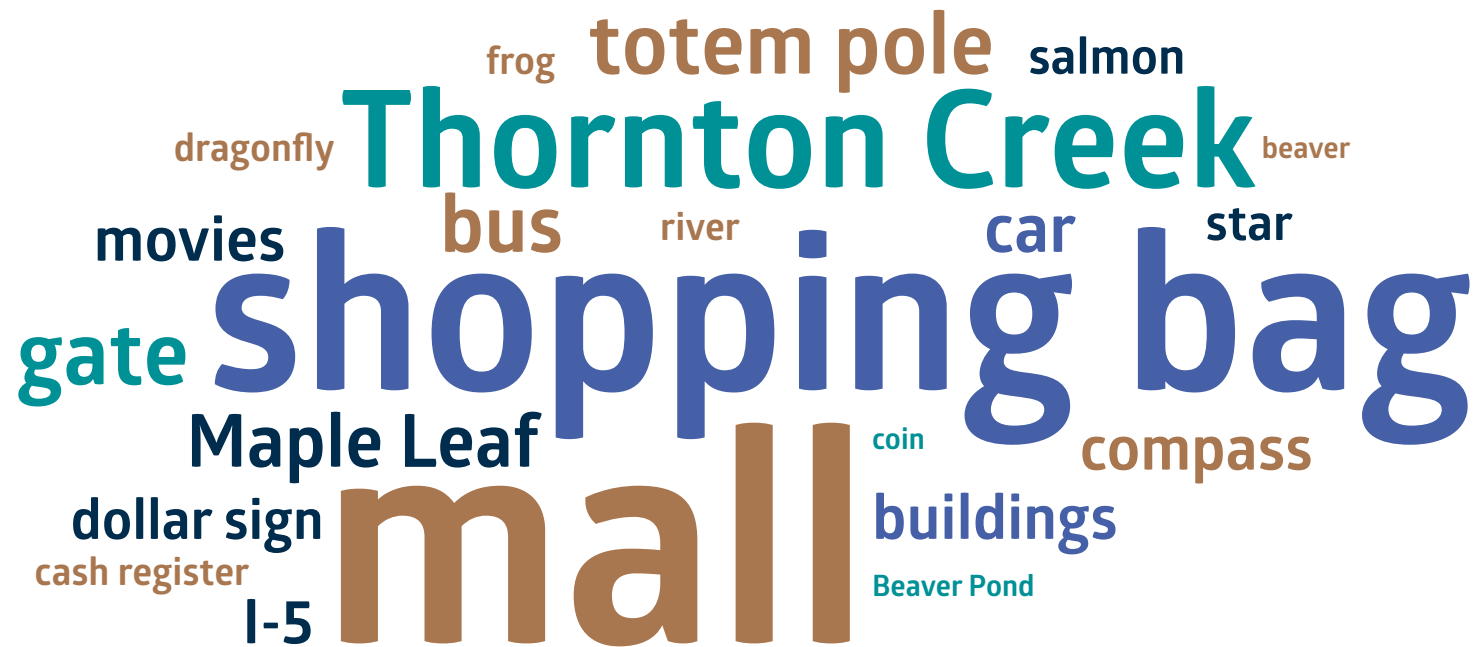
A shopping bag, Thornton Creek, or a totem pole each represent Northgate very differently.

### Frequency

**108:** mall  
**60:** shopping bag  
**23:** Thornton Creek  
**10:** gate  
**9:** totem pole  
**8:** bus  
**7:** maple leaf  
**6:** car  
**5:** I-5, buildings, compass, movies,  
**4:** dollar sign  
**3:** salmon, star  
**2:** cash register, dragon fly, frog, river,  
Beaver Pond

### Notable Suggestions

- Totem pole—which is in front of shopping center—has been there since the beginning of the shopping mall. (1950)
- A creek, because Northgate has worked hard to daylight the creek and a creek has a lot more soul than a shopping mall.
- I like the idea of a gate for Northgate. It may seem a bit silly, but a lot of folks do still visualize Northgate as the north entrance to the city.
- Star, or north star — for its reference to the north and a gateway.



A word cloud for the Thornton Creek Shopping Bag Mall. The words are arranged in a roughly rectangular shape, with 'Thornton Creek' at the top, 'shopping bag' in the middle, and 'mall' at the bottom. The words are in various colors (teal, blue, brown) and sizes, indicating their relative frequency or importance. The words include: frog, totem pole, salmon, dragonfly, beaver, movies, bus, river, car, star, gate, shopping bag, Maple Leaf, coin, compass, dollar sign, cash register, I-5, buildings, and Beaver Pond.

frog totem pole salmon  
dragonfly Thornton Creek beaver  
movies bus river car star  
gate shopping bag  
Maple Leaf coin compass  
dollar sign cash register I-5 buildings  
mall Beaver Pond

## 4. NEXT STEPS / SCHEDULE

### PICTOGRAM DEVELOPMENT **TASK 1**

**July 22** Design Approach and Community Input Report reviewed and approved by review committee

### PICTOGRAM DEVELOPMENT **TASK 2**

**July 30** Blank Space presents concepts to ST

**August 5** Concept designs reviewed and approved by review committee

**August 14** Blank Space presents first draft pictogram illustrations to ST

**August 20** First draft designs reviewed and approved by review committee

**August 28** Blank Space presents second draft pictogram illustrations to ST

**September 3** Second draft designs reviewed and approved by review committee

### OUTREACH **PHASE 2**

**August 15 – Sept 3** Second questionnaire and outreach materials developed

**September 4** Questionnaire #2 reviewed and approved by review committee

**September 5 –15** Advertise and launch Questionnaire #2

**September 19** Questionnaire #2 data/input compiled and given to Blank Space



-----Alternate design development (if necessary)-----

### PICTOGRAM DEVELOPMENT **TASK 3**

- Sept 19 – 30** Alternate pictogram designs developed
- October 7** Alternate designs reviewed and approved by review committee

### OUTREACH **PHASE 3**

- October 1 – 7** Survey and outreach materials developed
- October 7** Questionnaire #3 reviewed and approved by review committee
- October 8 – 13** Advertise and launch Questionnaire #3
- October 16** Data/input compiled by ST and given to Blank Space

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### PICTOGRAM DEVELOPMENT **TASK 4**

- October 23** Finalize Pictograms
- October 30** Final designs reviewed and approved by steering committee
- November 6** Deliver final publish-ready art

## Any Questions?

We are looking forward to your feedback!

**Thank You.**