



# SEATTLE-TACOMA INTERNATIONAL AIRPORT

## SIGNAGE MASTER PLAN

VOLUME 1: Terminal and Concourses

100% SET: 07.10.2020

SEA

RS&H

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# 1.0

## **1.0 WAYFINDING APPLICATION & POLICY**

- 1.1 Introduction
- 1.2 Wayfinding Analysis - Evaluation Criteria
- 1.3 General Observations - Existing Conditions
- 1.4 Graphic Standards and Guidelines
- 1.5 Wayfinding Application
- 1.6 Recommended Enhancements
- 1.7 Messages - Nomenclature/Terminology
- 1.8 Color
- 1.9 Symbols
- 1.10 Arrows

INTRODUCTION

Airports can be complex and difficult spaces to navigate. Numerous factors affect public perception and levels of customer service with the associated airport. This is particularly true when airport modifications or upgrade programs are undertaken. Older terminals and roadways typically have outdated and inconsistent wayfinding signage systems not reflective of current world principles and standards, and improvement projects create even more challenges for individuals functioning within the airport’s wayfinding processes.

As an airport continues to evolve, it is important that its wayfinding and signage systems be designed to accommodate changes in a holistic manner. It must be understood that regardless of an individual facility’s demarcation, the wayfinding pathways extend to and from the surrounding roadways, parking, curbsides, terminals and concourse areas. Facility architecture, services, functions and amenities, as well as vertical and horizontal routes, must always be carefully considered and viewed as part of the airport’s interconnected and overall wayfinding system. A solid understanding of graphic/visual cues and human behavioral responses to wayfinding processes is paramount, and the established wayfinding system must also function seamlessly within the built environment, without user hesitation or confusion, regardless of what area of the airport is being navigated.

PURPOSE

This document presents information regarding the general design intent and planned implementation of the Seattle-Tacoma International Airport (SEA) terminal and concourse signage. It presents the interior wayfinding signage system with regards to specific graphic design standards, general wayfinding signage design intent detailing, general sign location plans and graphic depictions of all messaging per each sign location.

SCOPE

The scope of this document includes the general criteria, descriptions and programming for the SEA terminal and concourses wayfinding signage system.

Signs regulated by this document:

- All in scope SEA interior wayfinding signage (as shown within this document and within public-use areas only)

Signs NOT regulated by this document:

- Tactile/ADA related signage
- Garage/Parking signage
- Exterior roadway/curbside
- TSA security checkpoint areas and signs
- Tenant/concession/retail/advertising signs and standards
- Directory map artwork
- FIDS/BIDS/CUTE systems
- Regulatory or life-safety/egress signs
- Egress evacuation map artwork
- Branded airline elements/systems/signs
- Rental car facilities/areas/signs
- Non-public, back-of-the-house, office or airside/runway/exterior areas/signs
- Sign demolition plans/details/etc.
- Existing/non-updated (older or original) SEA wayfinding signage

SIGNAGE PROGRAM ELEMENTS

In conjunction with a set of sound wayfinding foundation and basics, a successful wayfinding program should always include a basic set of documentation that is created and organized in the following manner:

Wayfinding Signage Master Plan

- Identifies wayfinding strategy and logic.
- Provides holistic solutions on how to integrate and apply wayfinding into various airport facility zones or areas (i.e. terminal, curbside, ground transportation, parking, roadways, etc).
- It is the “why” behind the airport’s planned wayfinding solutions.
- Includes general sign programming (location plans and message schedules)
- The Wayfinding Signage Master Plan is comprised of the following volumes:
  - Volume 1: Terminal and Concourses
  - Volume 2: Roadways
  - Volume 3: Parking and Curbside/Ground Transportation

Wayfinding Signage Standards and Guidelines

- Establishes visual consistency among the following elements:
  - Terminology and hierarchy of messages
  - Typography
  - Symbology
  - Arrows (style, placement and usage)
  - Colors
  - Materials
  - Illumination
- Includes all sign types, design intent notes/specifications, detailed face layouts, general mounting detailing, intended sign usage and specific locations for it’s associated project and area of scope.
- The Wayfinding Signage Standards and Guidelines is comprised of the following volumes:
  - Volume 1: Terminal and Concourses
  - Volume 2: Roadways
  - Volume 3: Parking and Curbside/Ground Transportation

Wayfinding Signage Implementation Plan

- Provides direction on how to apply the principles outlined in the Signage Standards and Guidelines and Master Plan.
- Offers insight and/or scheduling on phasing and implementation priorities.
- Provides the safest, shortest and simplest way to get from point A to B.



WAYFINDING ANALYSIS - GENERAL EVALUATION CRITERIA

Before any wayfinding plans, signage guidelines or recommendations can be developed, it is fundamental to understand the existing wayfinding signage system and methodology. In order to establish a clear direction on how to move forward with SEA’s terminal and concourses wayfinding program, the Design Team observed and analyzed existing wayfinding signage in order to assess viable current practices, and to see where enhancements were needed. All relevant plans and documents related to SEA’s wayfinding signage as provided to the Design Team at the time of this document’s publication were reviewed and analyzed. This section summarizes the evaluation criteria that was used during the Design Team’s reviews and analysis processes.

Understanding the needs of the traveling public and how it will react to a system of graphic displays is as much a study of human behavior as it is a study of graphic design. In order to get the desired results from a sign system, a logical method of thinking on the part of airport management, consultants and designers must be employed.

It is important for signs to adhere to a basic guideline of copy styles and sizes, consistent terminology, recognizable and universally acceptable symbols and uniform colors for standard functions. Message content must be in layman’s language, understandable by first-time, as well as frequent travelers.

This section covers a few key elements that impact the effectiveness of a signage system and overall wayfinding at SEA. The project team also used these elements as the criteria by which the signage system (existing and proposed) were evaluated for the purposes of the study.

Signage Philosophy

SEA personnel, being very familiar with their facilities, may occasionally forget that the traveling public is a captive audience in an unfamiliar environment. In order to obtain the desired results from a wayfinding system, a logical method of thinking must be employed by all parties involved in the process. This includes all design consultants, fabricators/contractors, sign maintenance staff and airport administration. In addition, many designers or contractors will create unique sign systems based on their own individual ideas by incorporating unique wayfinding elements, including symbols, colors or decorative letter styles that reduce overall legibility and effectiveness of the wayfinding signage. Wayfinding system elements that compound a traveler’s confusion will eventually lead to mistrust and disregard for the entire wayfinding system, regardless of how graphically attractive it may appear on the surface. Establishing one cohesive overall signage philosophy that encompass all areas of graphic communication (roadways, parking, curbsides, ground transportation, terminals, etc.) is a core issue that must be established and maintained for the duration of a wayfinding system’s existence. Creating an integrated and holistic wayfinding framework will produce a comprehensive signage system that is easily understood, followed and identified by the majority of its users.

Standard Terminology

Message content must be in layman’s language, understandable by both frequent and infrequent travelers. Experiencing the same terms and use of signs from one area to the next will assist the general public in their comprehension and functioning throughout the airport.

Message Hierarchy

A uniform hierarchy of messages and information needs to be established throughout the roadways, terminal and related facilities. Messages may be categorized into three levels: primary, secondary and tertiary. Clear and concise information presented by “primary” and “secondary” sign systems will create improved and efficient passenger flow the roadways and within the terminal and related facilities.

- 1. Primary – Directional and Identification
- 2. Secondary - Auxiliary services and support functions
- 3. Tertiary - Third level information

Color Coding

Many public facilities rely on basic brown, black or royal blue backgrounds with white lettering for both interior and exterior signing.

Many problems can occur with multi-colored sign systems, particularly within complicated roadway systems and airport facilities. Approximately 12 percent of the population is color blind, and cannot distinguish between mixed shades of red and orange, yellow and brown, or black and blue. For this reason, if multiple colors are used it will be necessary to spell out the name of the color on the sign to make it clear to many of these individuals. It should also be noted that light affects color systems, and many colors fade within certain regions of the country due to weather conditions. Therefore, the use of color should be partially evaluated based on the geographic location of the airport.

Additionally, it is important to note that color can have a great affect on human behavior and understanding of wayfinding systems. As such, careful consideration should always be made when considering use of a multi-colored sign system.

Symbols

The American Institute of Graphic Arts (AIGA), under contract to the US Department of Transportation, has developed a series of universal symbols in an effort to provide the public with recognizable characters. Today there are more than 46 recognizable symbols available and additional symbols are continually being developed. The following are a few general guidelines in the use of symbols within transportation facilities:

- 1. The use of short verbal messages along with symbols is more effective than the use of symbols alone.
- 2. Mixing messages and symbols for relatively minor or secondary terminal functions, activities or tenants with essential public messages and main directional information, weakens the overall communications of the entire system.
- 3. Too many symbols or arrows at any one location can be counterproductive to the information being provided.

Scale of Copy

Various studies by multiple agencies, authorities and universities have been done with regards to copy size and legibility. Through those studies, practical viewing distances (for a one-inch capital letter) have ranged from 16 to 50 feet, however, the most accepted viewing distance in the industry is 50 feet for a one-inch cap height, under optimal conditions by someone with 20/20 vision.

In a fast paced, often congested environment such as SEA, these optimal conditions do not always exist. In addition, travelers today include those with ability ranges from slightly to severely impaired. Therefore, it is more realistic to use a conservative viewing distance such as 25 feet of viewing distance to each inch of cap letter height. The relationship between capital letter height and lowercase letter height should be from 1:0.67 to 1:0.75 in order to allow lowercase to be read when smaller cap heights are used. Upper and lower case letters with medium stroke width are recommended for better legibility, since words composed of all capitals are much harder to read.

Sign Placement

Viewer circulation patterns and natural lines of vision are the basis for determining the location of all wayfinding signs. Signs shall be located to precede decision points whenever possible. This will ensure sufficient time for users to react to each sign’s set of messaging/information.

Sign Placement Considerations

A general rule for placing wayfinding signage is that a designer visualize themselves as an average departing or arriving passenger within a given Port environment, while thinking logically about decision points and the required messaging expected at a specific location. This guideline is very general in context, however, the requirements of the given sign location will be very specific regarding messaging, sign type and usage.

Note that disorienting conditions may occur, which in turn may require placement of additional or supplemental signage. These typically include:

- Complex architecture/interior environments
- Competing pedestrian wayfinding traffic
- Visual environmental distractions
- Congested architectural spaces/corridors

Favorable conditions which reduce the need for repetitive signage are:

- Efficient architecture/interior environments
- Single direction wayfinding traffic flow
- Wall or floor treatments reinforcing single-direction traffic flow
- Lighting treatments emphasizing architectural passageways



GENERAL OBSERVATIONS - EXISTING CONDITIONS

Based on the evaluation criteria, general on-site wayfinding surveys were performed to document and analyze the typical existing wayfinding signage conditions along typical traffic pathways, including public-use terminal and concourse areas. This chapter summarizes these general observations. In an effort to capture the typical wayfinding system user’s journey and experience, the routes chosen by the team to document included the following processes:

- 1. Arriving Passenger Processes
- 2. Departing Passenger Processes

By understanding SEA’s typical pathways and existing wayfinding signage system, these typical wayfinding journeys were reviewed and analyzed comprehensively. Terminal / Concourse areas included were:

- Ticketing / Check-In Level
- Baggage Claim Level
- Skybridge Level
- All Concourses
- Train Stations
- Arrivals Curbside
- Departures Curbside

The following provides a very brief and general overview for typical items as observed by the Design Team within SEA’s existing terminal/concourse wayfinding system:

- Symbology - Existing conditions lack symbol-message linkage as symbols are placed on a separate line and are often divorced from their associated messages
- Illumination
  - Illumination of signs varies throughout the airport and are greatly needed in areas where ambient lighting conditions are not sufficient.
  - Existing conditions include significant variations in ambient light conditions in terminals.
  - Non-illuminated interior signage is difficult to read in low ambient lighting levels and can be dominated by illuminated signs in proximity.
- Nomenclature / Message Hierarchy
  - Current gate nomenclature is overwhelming/confusing and combines too many concourse listings in single lines of text.
- Security Checkpoints
  - Finding checkpoint entrances is often a daunting and confusing process for passengers due to lack of directional signage at primary decision points for reinforcement to gates/security checkpoints.
  - Existing directional signs at some decision points are mounted too low for optimal pedestrian viewing and ineffective.
  - Wayfinding signage at checkpoint entrances are visually muted and too low to be seen in large crowds.
  - Wayfinding signage is often overpowered by overhead advertising and

- clutters view of overhead spaces (Figure 1.4.1).
- Upon exiting security, passengers are presented with information overload and visual clutter. Directional signs are often dominated by advertising, informational signs, or are poorly located.
- Skybridges
  - Due to low ceiling heights, the ceiling mounted signs are often missed, and as a result, the freestanding directional sign is heavily relied on for wayfinding
  - Retail/concession advertising is visually dominant in this area and appears to overpower the wayfinding.
- Train Stations
  - Station entrance portals (Figure 1.4.2) have a multitude of signs: station identification, informational directory, floor graphics, and overhead directionals. Due to high visual clutter and competing elements, wayfinding and identification at station entrance/portals can be undermined.
- Curbsides
  - Both lower level and upper level curbside signage does not provide reinforcement for curbside functions (i.e., “Departures” and “Arrivals” or “Ticketing/Check-In” and “Baggage Claim” on overhead signs or terminal entrances
  - Current airline signs use static messaging only
  - Curbside doors are numerically identified in descending order (based on direction of vehicular traffic flow). Numbering doors in descending order is non-intuitive for drivers and can cause momentary disorientation.
  - The doors are identified via a small sign with numeric identifier mounted above entrance canopies and a window mounted sign (Figure 1.4.3). Although the window mounted sign identifies the curbside function, it is often not seen due it’s poor location. In addition, the sign combines regulatory and identification information and is visually cluttered.

For more extensive details and analysis regarding existing wayfinding conditions and issues please reference the *SEA Wayfinding Analysis Report*.



Figure 1.4.1



Figure 1.4.2



Figure 1.4.3



GRAPHIC STANDARDS AND GUIDELINES: OVERVIEW

It is important to use and maintain a consistent and universally applied set of graphic standards and guidelines when implementing wayfinding signage. As such, please reference SEA Signage Standards and Guidelines - Volume 1 for terminal and concourse design details.

General Design Considerations

The following list of general design considerations shall be used when implementing new and/or updating wayfinding signage:

- Consistency and Standards-Based: Consistent visual/graphic presentation across the entire wayfinding system to include:
  - Graphics/colors/typefaces/arrows/symbols
  - Shapes/proportions/sign types
  - Placement/orientation & rotation philosophy/decision points
- Subscribe to established design standards and requirements:
  - Accessibility (ADA, Washington ADA)
  - Sustainability (LEED) whenever possible and as required by SEA and local requirements
- Sign Types
  - Configuration, sizing & placement relative to message priority/function
  - Primary destinations = priority overhead
  - Secondary destinations = secondary overhead or wall mount
  - Tertiary destinations = tertiary wall mount
  - Simplicity, de-clutter, less is better
- Color Coding and Application
  - Minimizes confusion with other branded or accent colors (if used)
  - Creates neutral, consistent backdrop for messaging and symbols
- Multi-Color Discipline
  - Accent color, if used, to be neutral supplement only
  - No other colors may be used for SEA wayfinding signage unless otherwise noted and approved by SEA
- Typefaces, Arrows and Symbols
  - The Transit typeface family
    - Established as effective for pedestrian wayfinding use
    - Variety of styles that apply to pedestrian traffic
    - Sized / kerned appropriately for applicable and predicted viewing distances
- Use of modern AIGA and DOT Universal Symbol Systems
  - Reinforces destination text
  - Assists international travelers
- Message Hierarchy
  - Primary – priority destinations (largest, most visible)
  - Secondary – secondary destinations (supplemental)
  - Tertiary – auxiliary/support destinations and functions

- Message Functions
  - Directional – direct to destination point(s)
  - Identification – identify destination point(s)
  - Informational – convey detailed information
  - Regulatory – describe regulations, warnings & requirements
  - Life-Safety/Egress – describe safety and egress related information
  - Interim or Transitional Temporary – may be any of the above, but used during interim conditions

WAYFINDING APPLICATION

General Sign Placement

Viewer circulation patterns and natural lines of vision are the basis for determining the location of all wayfinding signs. Signs should be located to precede decision points whenever possible. This will ensure sufficient time for users to react to each sign’s set of messaging/information.

Sign Placement Considerations

A general rule for placing wayfinding signage is that a designer visualize themselves as an average departing or arriving passenger within a given airport environment, while thinking logically about decision points and the required messaging expected at a specific location. This guideline is very general in context, however, the requirements of the given sign location will be very specific regarding messaging, sign type and usage.

Note that disorienting conditions may occur, which in turn may require placement of additional or supplemental signage. These typically include:

- Complex architecture/interior environments
- Competing pedestrian wayfinding traffic
- Visual environmental distractions
- Congested architectural spaces/corridors
- Congested roadways and walkways/limited sidewalk space (applicable to terminal curbsides)

Favorable conditions which typically reduce need for repetitive signage are:

- Efficient interior architecture/environments
- Efficient exterior architecture/environments (applicable to terminal curbsides)
- Single direction wayfinding traffic flow
- Wall or floor treatments reinforcing single-direction traffic flow
- Lighting treatments emphasizing architectural passageways

Sign Placement by Sign Type - Curbside Signage

- Directionals - used to direct pedestrian traffic around and within the curbside/ground transportation areas. Typically located along pedestrian curbside walkways at primary and reinforcement decision points.
- Identification - used to identify important and specific public-accessible curbside/ground transportation locations within the overall Airport facility. Typically located nearest to the appropriate corresponding entrance, and/or area/entity that the sign is identifying.
- Informational - used to inform pedestrians of specific ground transportation/ curbside locations and/or information. Typically located near primary decision points.

Sign Placement by Sign Type - Interior Terminal / Concourse Signage

- Directional signs - placement will be perpendicular to wayfinding traffic, and will occur at all decision points and areas where people become disoriented by architectural or environmental conditions. Directional signs will also be placed at reassuring intervals within a captive corridor to reinforce directional messaging to wayfinding traffic. Note that architectural/interior conditions or competing pedestrian traffic flow may also inadvertently imply a change of direction. In these situations, additional directional signs will be used to reinforce the intended direction as needed.
- Identification signs - placement will typically occur at or near all priority destinations and entrances. Identification signs, such as gate ID signs or corridor/building entrances, will also typically be placed perpendicular to wayfinding traffic.
- Informational signs - placement will typically be located nearest major decision points. Directories will typically be located to the side of a major decision point and will be parallel/in-line with wayfinding traffic. FIDS, BIDS and other dynamic informational systems should also be typically located parallel/in-line with wayfinding traffic unless otherwise deemed beneficial to be perpendicular in a given situation.

Typical Pedestrian Sign Placement Intervals - Best Practices

Placement of signs at key decision points and/or in the direct line of sight of the traveling public reduces decision times. A reasonable range of 75 to 125 feet between major directional overhead signs is typical and meets the general intent of ADA guidelines. Using signs at regular intervals in longer captive corridors reinforces wayfinding information and improves traffic flow.

Scale and Sizing

Scale and sizing for all SEA wayfinding signage will be consistent and designed to the appropriate required viewing distances for a given condition or environment, as well as to the minimum ADA requirements. Sign types shown in this document are for typical conditions only and are designed to accommodate minimum ADA requirements. Adjustments to the scale and size of certain sign types may be necessary to maximize visibility and aesthetic harmony within a given wayfinding condition or environment during design development. As such, all wayfinding signage for use at SEA should be reviewed with individual spatial and environmental considerations, and adjustments for scale/size should be made as deemed appropriate.

Digital Signage Considerations

Digital signage is an effective way to communicate a broad range of information to passengers. Proper implementation of dynamic signage can complement the airport’s wayfinding system and further enhance the customer experience. Benefits of digital signage include reduced maintenance, immediate message changes, real-time information, and flexibility for areas of the airport that are ever-changing.



RECOMMENDED ENHANCEMENTS

The following are general recommendations for enhancing SEA's current wayfinding signage system. These general recommendations have been broken up into the following areas:

- Terminal / Concourses
  - Reconfigure signage layout to accommodate messages always in combination with symbols.
  - Divide messaging into multi-line groups of destinations organized by similarity and/or proximity.
  - Standardize use of typeface and letter height.
  - Standardize arrow style and application.
  - Standardize destination listings.
  - Increase lighting in low ambient terminal areas (such as Concourse S).
  - Mount overhead directional signs closer to comfortable pedestrian scaled viewing level (+/- 9'-0”min. to 10'-0” max.).
- Security Checkpoints
  - Enhance checkpoint entrances with new signage.
  - Reduce visual clutter.
  - Clarify access to concourses via walking vs. train.
  - Assess location of directories and advertising.
  - Illuminate all signs for optimal visibility and readability
- Inter-terminal Train
  - Maintain consistency between all train-related terminology
  - Maintain uniform text height for reinforcement verbiage (i.e. “Train to:” and “Exit to:”
  - Reduce visual clutter at station entrances/exits to emphasize wayfinding
  - Explore color application at entry portals to further brand/identify station
- Curbsides
  - Renumber curbside doors in ascending order (based on direction of vehicular traffic flow).
  - Improve identification signage on entrance canopies.
  - Employ dynamic signage that can be programmed to reflect daily operational changes along the curb, in concert with future airline operations.
  - Provide clear definition and identification of curbside amenities.
  - Provide strong identification to dedicated curb zones for shuttles, taxis, etc.
  - Avoid visual clutter.
  - Maintain consistent airport brand by establishing typefaces, logos and color palette.

NON-SIGNAGE WAYFINDING ENHANCEMENTS

Wayfinding includes design elements beyond just signage. Features such as architecture, lighting, landscaping, art and technology can work simultaneously and cohesively to create a successful wayfinding program.

Architecture

A building’s design is often the backbone of a wayfinding system and can create a natural circulation flow and rhythm on its own, however sometimes uncertainty emerges in complex spaces. Architectural elements such as color treatments, changes in material, lighting, ceiling heights, or a more prominent, grand entrances can help to gesture and channel traffic in the right direction. Potential considerations to enhance the curbside wayfinding could include column wraps and/or color applications, more distinct entrance treatments via color application or prominent material

Lighting and Landscape

Lighting and landscape elements work together to direct and provide visual cues to the traveler. A broad range of colors, shapes and textures can work in unison to define paths. Plantings in curbside applications will need to be strategically placed so that circulation and wayfinding pathways are not hindered. Vertical wall plantings are commonly used and are a great way to enhance outdoor spaces and corridors.

Art

Due to its uniqueness and specialization, art can be a beneficial wayfinding enhancer. The placement of art is only acceptable and encouraged if there is ample space, and it does not visually compete or hinder wayfinding. Placement of art on curbsides is generally not encouraged due to high pedestrian traffic and congestion.

MESSAGE NOMENCLATURE / TERMINOLOGY

SEA must recognize the role it plays in the world-wide transportation network and be certain that the terms it uses to describe its functions and operations will be recognizable to the whole traveling public. To this end the following objectives should be applied to the development of an enhanced airport nomenclature list:

1. Consistency:

Whether it is the name of a part of a building, the name of a function, or the description of a process, when a word is used anywhere in the system it must mean exactly the same thing. Ex. If one of the levels of a parking garage is identified as “Level 3” it should not also be called “Floor 3” elsewhere.

2. Common Usage:

Even in our hi-tech world, the terms used in a wayfinding system must be recognizable in common, everyday usage. They must be understandable to people not familiar with the particular technical or organizational functions of the facility. In the airport setting such terms as “Check-in” and “Ticketing” have found their way into common usage.

3. Reasonable Grammar & Spelling:

Whatever word or phrase is chosen, it must be recognizable as a logical part of English language; nouns represent places or functions, verbs represent actions or processes, adjectives qualify nouns, etc. It would not, for example, be acceptable to say “Ground Transporting” in a case where “Ground Transportation” is more grammatically correct. Simple, direct, declarative statements are best.

4. Punctuation:

Be careful to use capital letters, hyphens, slashes, dashes, apostrophes, and other forms of punctuation in a logical manner. The Modern Language Association can provide some rules, but generally, signage formats use simplified punctuation, such as “10 pm” instead of “ 10:00 p.m.” or “Gate A5” instead of “Gate A-5”.

5. Symbols vs. Words:

Care must to be taken not to expect too much from the use of symbols as part of the nomenclature. Although they can play an important role for essential functions such as “Restrooms” or “Information” keep in mind that any system using symbols must rely on the public equity present in each symbol and expect that some populations will not recognize some of the symbols. Symbols work best when supported by clear, understandable words.

6. National Standards:

Most words used in an airport wayfinding system should be consistent with other similar airport facilities in the country, particularly because travelers often see more than one airport. Terms such as “Ticketing/Check-In” and “Baggage Claim” should be maintained as national usage because it improves communications. Regional variations are currently used in some airports, however, as national standards become more specific, it would serve SEA best to utilize standardized terms that are used at other major US airports.

7. Comprehensive System:

A good nomenclature system must address all places and functions to be named. The naming, numbering and general organization of the part of a building is a critical organizational aspect of a Wayfinding Master Plan. Floor numbering, and room numbering all must be carefully considered when preparing message lists for use on signs and when publishing brochures. Clear, logical hierarchies must exist to help users remember and use the nomenclature.



MESSAGE HIERARCHY

This section defines additional guidelines for enhancement to create a more complete and uniform hierarchy of messages that can be used throughout SEA, during current, interim, and future airport conditions.

Clear and concise information presented by a Primary and Secondary signing system ensure efficient passenger circulation. Tertiary signs must be coordinated with primary and secondary signs and interior design elements. This category of signs should be visually distinguished from other signs.

It is important to understand that the same message may fall under a different category depending on its use. For example, a passenger on the roadway approaching the Terminal may find the term “Parking” as the primary messages. However, if that individual is within the Terminal, the same term “Parking,” could be secondary.

In general, emphasis should always be placed on the reduction of signs and sign content where possible. Additionally, the sign system should move from the general to the more specific, (i.e., “Ground Transportation” to “Taxi”) as a passenger traverses the Airport’s facilities.

Critical to the smooth flow of passengers is the need for visual continuity among messages and information of the same hierarchy, thus eliminating any elements, which may interrupt the functional scheme or add confusion. Again, messages should be organized and maintained within three distinct functional categories: Primary, Secondary and Tertiary.

Primary Messages

This information shall be the largest and the most visible information on each sign. Primary information includes, but may not be limited to:

- Interior direction to and identification of concourses, terminal(s) and inter-terminal transit.
- Interior direction to and identification of Gates.
- Interior direction to and identification of Baggage Claim and Ticketing/Check-In.
- Exterior identification of arrivals / departures curbside services
- Exterior identification of curbside entrance doors

Secondary Messages

This information supplements and reinforces information already conveyed by the primary messages and signs listed above. It usually indicates the auxiliary services and support functions of the facility. Secondary information includes, but may not be limited to:

- Interior direction to and identification of Elevators and Restrooms.
- Interior direction to Parking and Ground Transportation.

Tertiary Messages

Tertiary sign information supplements both the primary and secondary messages, and typically informs visitors of regulations and warnings. All regulatory/safety signs are generally considered to be tertiary within the SEA wayfinding system. Tertiary information includes, but may not limited to:

- Interior CBP related notification messages.

- FAA required warnings, notifications and information.
- Other messages required by code.

Function and Hierarchy Relationships

The relationship between message function and message hierarchy serves to create a foundation for the classification of and determination of basic types. The table on the following page (see Figure 1.7.1) illustrates this relationship for terminal / concourse wayfinding messages at SEA. This table provides an organized summary of the message functions versus hierarchy relationship as mentioned before.

Message Listing Order

It is important to understand that the majority of the international population read and decipher information in a prioritized “top-to-bottom” organizational format. The listing of wayfinding destination messaging is typically understood to also be prioritized as the destinations that are most important or in closest proximity are listed first (i.e. top) and listed in order progressively downwards (i.e. next most important or next in order of closest proximity, etc.).

Number of Messages

It should be noted that directional messaging (for both pedestrian and vehicular traffic) tends to be overwhelming when more than three messages are used for a single direction. Limiting the number of messages in a single direction is important for rapid message deciphering and maintaining smooth wayfinding circulation flows. Directional messaging should be limited to two messages for a single direction whenever possible, and typically a maximum of no more than three messages for a single direction should be used. Four messages is not preferred and should be limited whenever possible. If four messages are deemed necessary, they should be limited to secondary or tertiary messaging and/or sign types.

		MESSAGE PRIORITY		
		PRIMARY	SECONDARY	TERTIARY
SIGN USE / FUNCTION	Directional	Terminal X Gates ( <i>"X" = concourse letter</i> ) Ticketing / Check-In Baggage Claim Security Checkpoint / Checkpoint # Ground Transportation Ground Transportation: Arrivals Curbside Ground Transportation: Garage Level 3 Parking Gates ##-## ( <i>"#" = gate range</i> )	Departures Arrivals International Arrivals Restrooms Rental Cars Link Light Rail Ride App Pickup Public Buses Cruise / Charter Buses Airporters Parking & Hotel Shuttles Taxis Limos Oversize Baggage Connecting Flights Airline club names Passport Control	Information Concessions Shops Pet Relief Area Nursing Suite Sensory Room Smoking Area Meditation Room Lost and Found
	Identification	Departures ( <i>at curbside</i> ) Arrivals ( <i>at curbside</i> ) Airline Names Gate # Door # ( <i>at curbsides</i> ) Baggage Claim Ticketing / Check-In Parking Train to: ( <i>header text</i> ) Walkway to: ( <i>header text</i> ) Elevator to: ( <i>header text</i> ) Escalator Up/Down to:( <i>header text</i> ) Bag Carousel Number	Restrooms -Men, Women, Gender Neutral Information Ground Transportation Services: -Rental Cars -Link Light Rail -Ride App Pickup -Public Buses -Cruise / Charter Buses -Airporters -Parking & Hotel Shuttles -Taxis -Limos Oversize Baggage Baggage Services / Offices Elevator(s) Level # ( <i>at elevators</i> )	Concessions AED ATM Fire Extinguisher Emergency / Paging Phone General ADA room ID
	Information/ Orientation	FIDS / BIDS / GIDS Self-service check-in kiosks Information kiosk	Airport Directory Concourse Directory Visual Paging	Safety related Hazards / Warnings
	Regulatory/ Safety	Exit / Emergency Exit Only No Smoking All FAA, TSA notices Authorized Personnel Only Escape route maps		

NOTE: This message/terminology list is the most recent at the time of this document's publication; messages/terminology may be expanded and/or change depending on the unique needs. Always verify and obtain the most recent SEA-TAC messaging and terminology list prior to any final design or message specification

Figure 1.7.1

Message Hierarchy / Nomenclature: **Terminal / Concourses**

COLOR

Effective use of colors for the SEA wayfinding signage system creates a supplemental system that accents and enhances the messaging while limiting the over-use of branded wayfinding related colors. In addition, the intention is to specify colors that maintain good contrast, are distinctive and are widely recognized / clearly identifiable by the majority of users. To be most effective, the recommended color-coding system must be implemented airport-wide (roadways, parking, curbsides, ground transportation areas/facilities, terminals and concourses, etc). However due to MUTCD guidelines, the roadway color palette is unique.

- Sign Graphics - Pedestrian Wayfinding Areas (i.e., terminals, curbsides, pedestrian-related parking areas):
  - The use of White text/symbols on a black sign face background avoids competition with color schemes of other competing entities (concessions, airlines, etc..) and integrates well with the varying structural and architectural features found at SEA.
- Branded Terminal Identification: For future, multi-terminal conditions, consider color branding for each terminal, unique from the other standard wayfinding symbols.

Terminal/Concourse Colors

- Sign Background: PMS 426C  
Text / Arrows: White
- Symbols
  - Symbol Field = White
  - Symbol Art = Black
  - Symbol Outline (where applicable) = Black
- Inter-Airport Train Routes:
  - Blue Route = PMS 3015C
  - Yellow Route = PMS 123C
  - Green = PMS 364C
- No other color may be used for sign backgrounds, text or symbols (except as approved by SEA).
- For paint and vinyl color specifications, please refer to the SEA Signage Standards and Guidelines.

Additional Use of Color

- Certain signs may employ the corporate colors of airlines, car rental agencies, concessionaires, and other airport tenants as deemed appropriate by SEA.
- No other color to be used for wayfinding sign or sign hardware at SEA unless approved by SEA.



SYMBOLS

In addition to arrows, a cohesive bank of universal symbols is critical to the creation of a comprehensive wayfinding system. To be most effective, these symbols must work in harmony with the nomenclature, and must be applied with absolute consistency.

Universal symbols should always be used to reinforce and provide visual confirmation of sign messages, especially at the pedestrian level, unless otherwise noted. Through a collaborative effort between the Department of Transportation (DOT) and the American Institute of Graphic Arts (AIGA), standard travel symbol sets were developed for implementation and universal recognition within travel related wayfinding environments. These symbols were developed and selected from this effort for their ability to quickly convey priority messaging, destinations or services to the largest percentage of viewers. For a basic description of terminal/concourse symbol artwork elements, see Figure 1.9.1.

The following guidelines shall always be employed on signage:

1. Symbols Supplementing Messaging

The use of universal symbols, in tandem with short verbal messages, is more effective than the use of symbols or messages by themselves. However, note that universal symbols should act as a *supplement* to the messaging, rather than serving as the primary messaging element.

2. Limit Use to Priority Messaging

Mixing universal symbols (and their related messages) for relatively minor or tertiary airport functions / activities or tenants with essential public wayfinding messaging and primary directional information weakens the overall communication of the wayfinding system. By limiting their use to priority airport messaging and destinations, universal symbols help to supplement and graphically highlight the importance of the priority messaging.

3. Less is More

Too many universal symbols, messages or arrows at any one location can be counter-productive to the wayfinding information being provided. An over-abundance of symbol use and messaging in a given direction or at a decision point can result in information overload, which in turn will cause hesitation, confusion and general distrust of the wayfinding system.

SEA LOGO USAGE

The use of the SEA logo and/or literal applications of the logo’s elements within the wayfinding system is not recommended. Using the SEA logo for the purposes of decoration and/or graphic filler creates an additional layer of visual clutter that must also be digested within the deciphering of wayfinding information. When the SEA logo is applied in inconsistent, haphazard and inappropriate ways, it also creates the possibility that SEA’s branding may be viewed in a similarly negative manner, regardless of original intent.

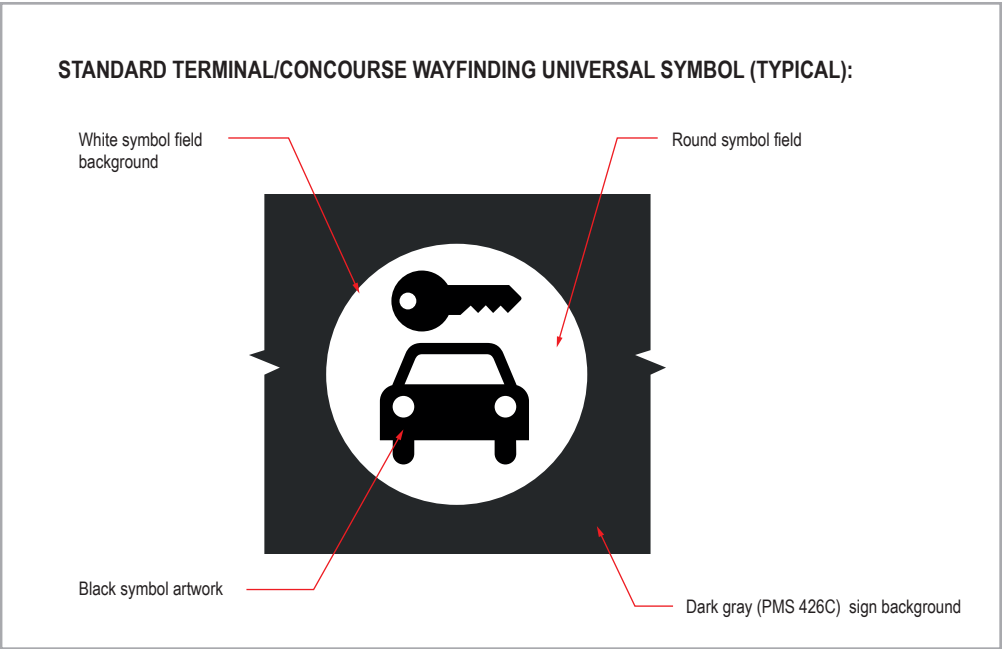
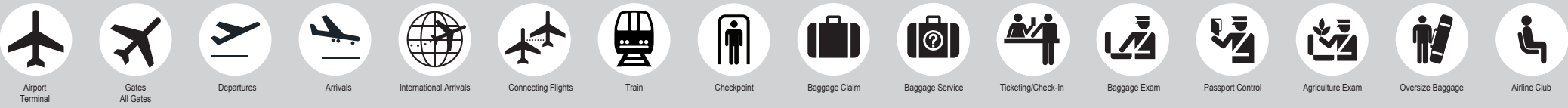


Figure 1.9.1 Universal Symbols: Artwork Element Description

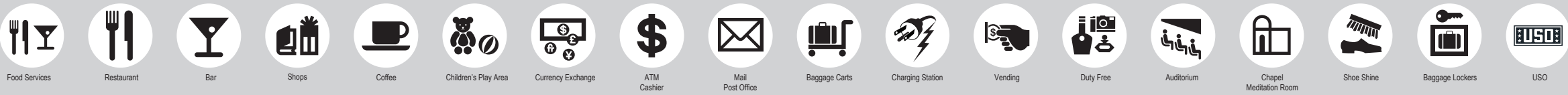
TRAVEL SYMBOLS



PUBLIC SERVICE SYMBOLS



AMENITIES & CONCESSIONS



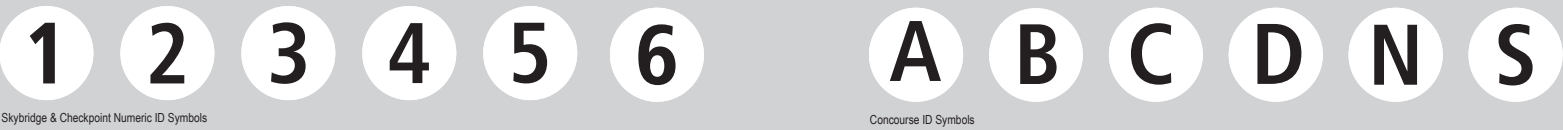
OTHER / MISCELLANEOUS



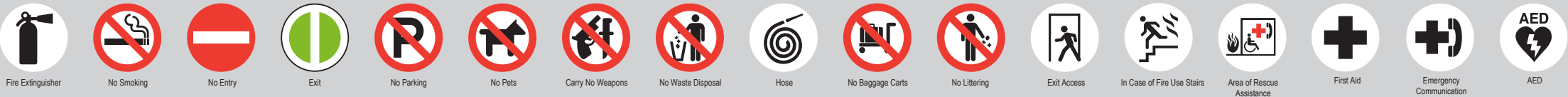
PARKING & GROUND TRANSPORTATION



IDENTIFICATION SYMBOLS



REGULATORY



NOTE: Use only official wayfinding universal symbol artwork as shown; re-proportioning and/or manipulating is not allowed

Figure 1.9.2

SEA Symbols

ARROWS

Arrow alignment

Similar to factors involving message order or priority, it is also important to understand that the majority of wayfinding traffic read and decipher directional information as being “pulled” by the alignment and placement of an arrow on an overall sign face.

Pedestrian Arrow Placement and Text Alignment

The placement of arrows on sign faces and in relation to message text will conform to the standard guidelines provided for each specific sign type and their corresponding traffic type (i.e. Pedestrian or Vehicular), as well as all applicable ADA. Arrows and their related message text may not be positioned in any other location on the sign face unless otherwise indicated. When new and/or customized sign types or layouts are necessary, the following general guidelines and restrictions apply to arrows and their corresponding message text alignment:

General Arrow Placement

- Arrows should NEVER point into text.
- Left-facing arrows should be located toward the left side of signs
- Right-facing arrows should be located toward the right side of signs
- Forward-facing and/or downward-facing arrows are typically located closest to the flow of traffic

General Text Alignment with Arrows (see Figure 1.10.1)

- Left-facing arrows require left justified message text/symbols
- Right-facing arrows require right justified message text/symbols
- Forward-facing and/or downward-facing arrows require text/symbols to be justified closest to the flow of traffic (i.e. if forward traffic is hugging the right side of a corridor, the arrow should be on the right side of the face with the text justified right, and vice versa)

Pedestrian Arrow Style

SEA’s standard arrow style should be used across vehicular and pedestrian signs (see Figure 1.10.2). This creates a visually unified arrow system that spans across all aspects of the signage, which in turn creates additional trust in the Airport’s wayfinding system.

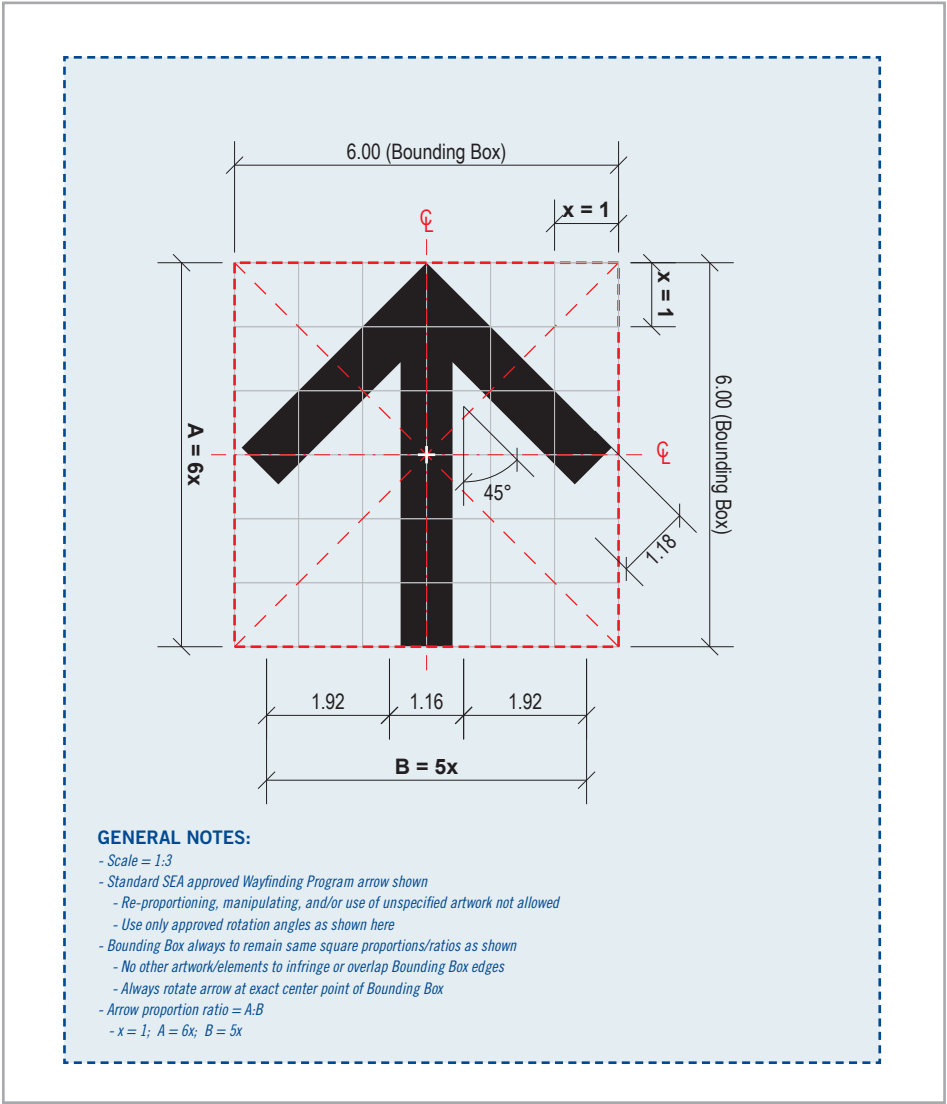


Figure 1.10.2

Standard Wayfinding Arrow

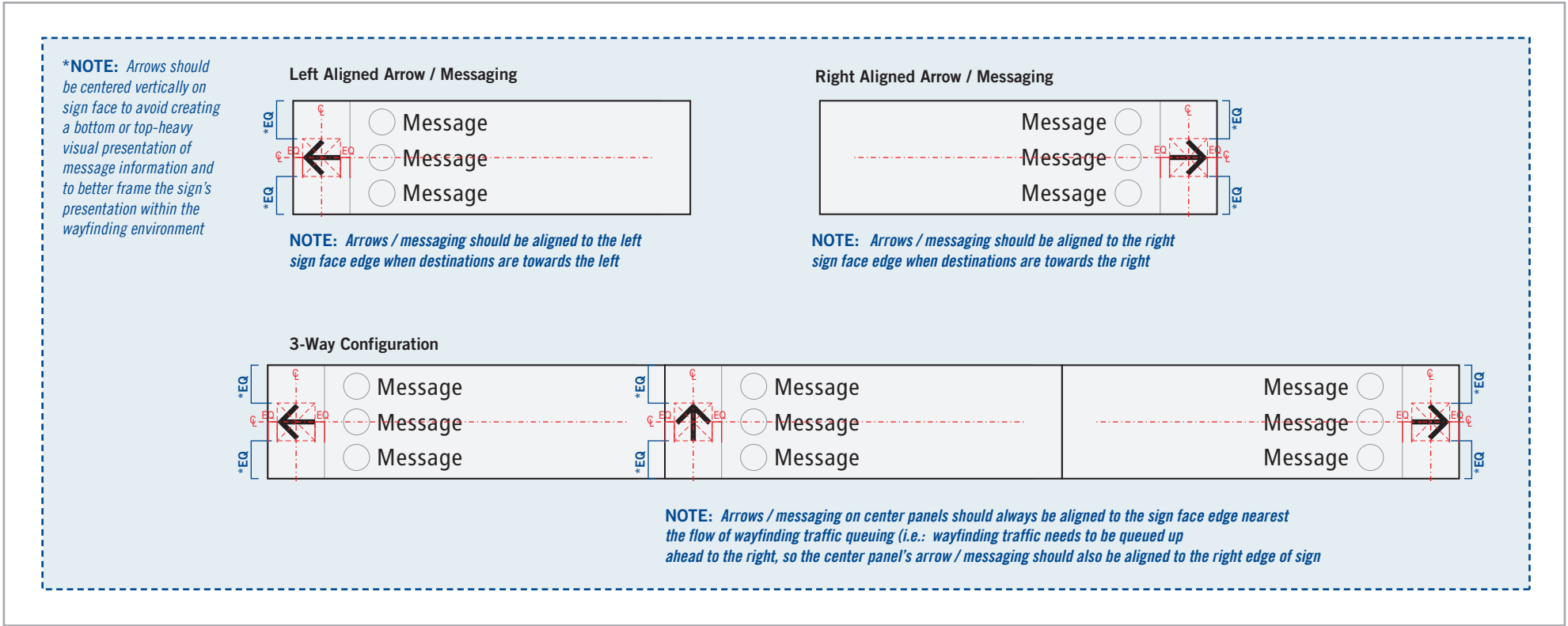

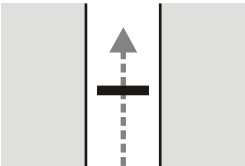

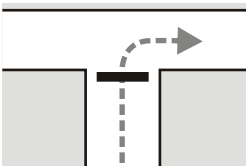

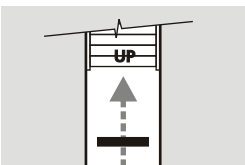

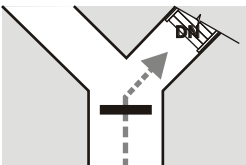

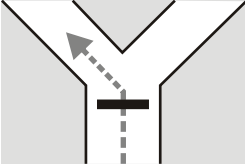

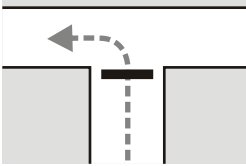

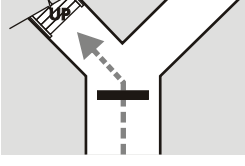

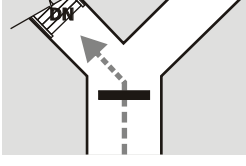

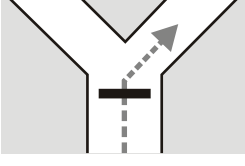

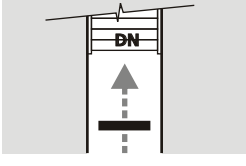

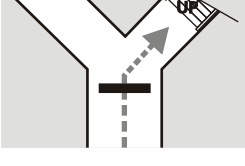

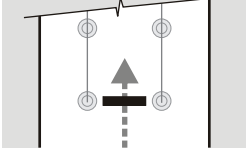


Figure 1.10.1

Wayfinding Arrows: Pedestrian Alignment



ALL Directionals					
ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED	ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED
 90° (12 o'clock)		Straight Ahead	 0° (3 o'clock)		Right
 90° (12 o'clock)		Up	 315° (4:30)		Down on the Right
 135° (10:30)		Ahead on the Left	 180° (9 o'clock)		Left
 135° (10:30)		Up on the Left	 225° (7:30)		Down on the Left
 45° (1:30)		Ahead on the Right	 270° (6 o'clock)		Down
 45° (1:30)		Up on the Right	 270° (6 o'clock)		Use this lane / row / aisle / line

# 2.0

## **2.0 TERMINAL / CONCOURSE SIGN SYSTEM OVERVIEW**

- 2.1 Sign Type Index Overview
- 2.2 Terminal/Concourse Sign Type Index
- 2.3 Curbside/Ground Transportation Sign Type Index

SIGN TYPE INDEX OVERVIEW

This chapter provides specific information regarding the wayfinding sign types applicable for use in the Terminal/Concourse areas of SEA. It contains a general sign family overview of the specific sign types (i.e. the Sign Type Index section), as well as more specific design/layouts/notes/etc for each individual sign type (i.e. the Sign Types section).

Sign Type Index - Series 1: Terminal / Concourse

On the following pages the Terminal / Concourse Sign Type Index shows simplified views of each sign type, as well as listings for each sign type's name, mounting method and basic overall size. Note that the Sign Type Index is intended only as a brief, simple catalog for all of the wayfinding sign types used within the terminal/concourse areas of SEA, and is organized in numeric order of their sign type identification numbers (i.e. Directional sign type category: 1-DR.01, 1-DR.02, etc; Identification sign type category: 1-ID.01, 1-ID.02, etc; Informational sign type category: 1-IN.01, 1-IN.02, etc).

Sign Type Index - Series 2: Ground Transportation / Curbside

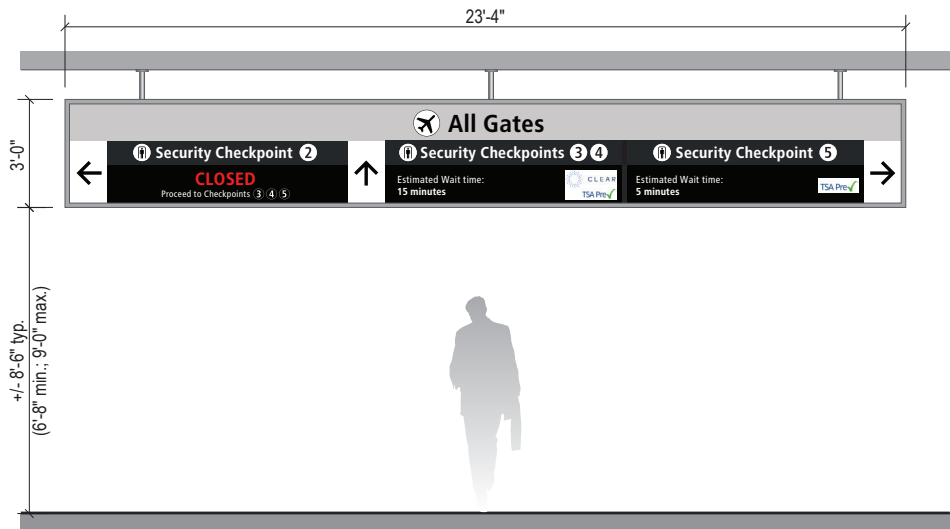
The Ground Transportation / Curbside sign type index shows select signs from this series that are applicable to the Departures and Arrivals Curbsides. Sign types are organized in numeric order of their sign type identification numbers (i.e. Directional sign type category: 2-DR.01, 2-DR.02, etc; Identification sign type category: 2-ID.01, 2-ID.02, etc; Informational sign type category: 2-IN.01, 2-IN.02, etc).

Sign Types - Design Intent Drawings

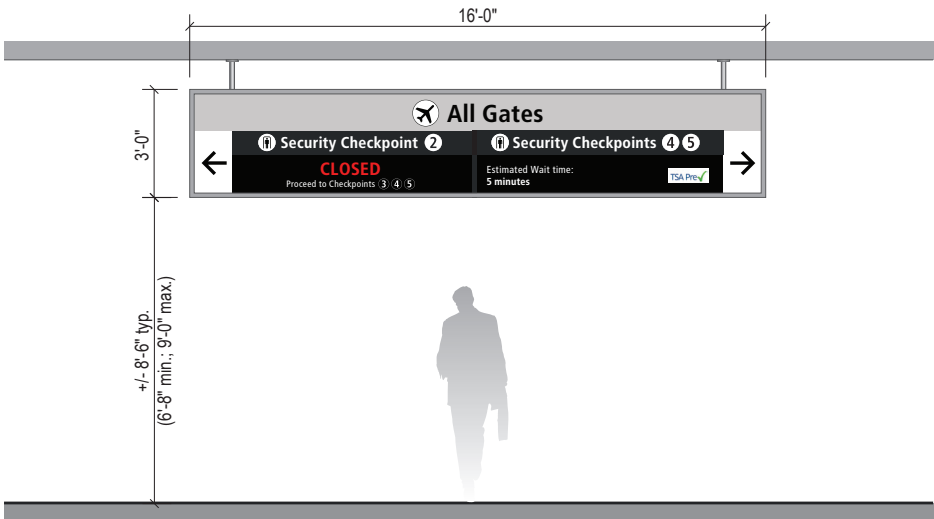
Reference SEA Wayfinding Signage Standards and Guidelines, Volume 2 for design intent drawings of each specific terminal/concourse wayfinding sign type. Each sheet displays scaled drawings of individual sign types and their basic views (i.e. elevations, plan views, end view, etc), sizing/dimensions, face layouts and general design intent related notes.



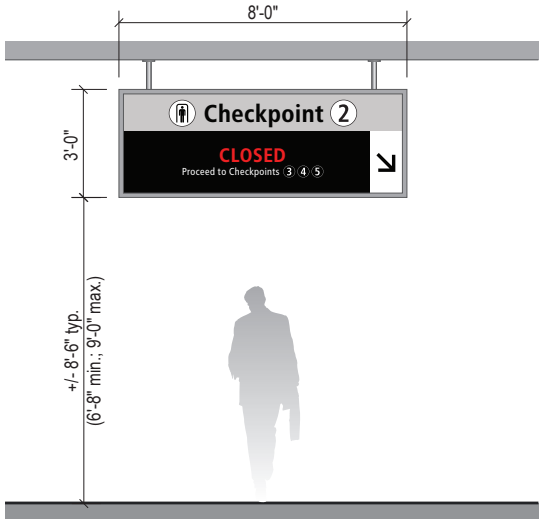
1-DR.00 to 1-DR.09 = Directionals: CEILING SUSPENDED



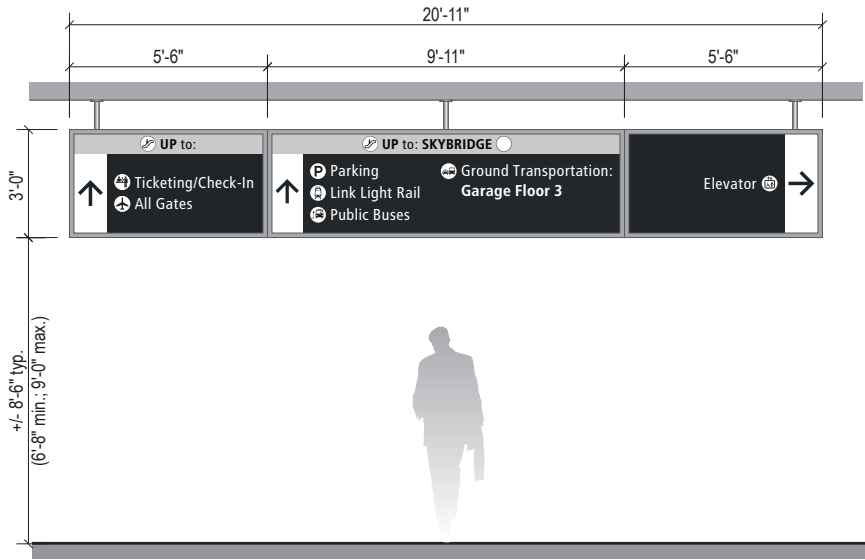
**1-DR.00** Large Digital Directional  
- Custom messaging  
- 1-2 Sides



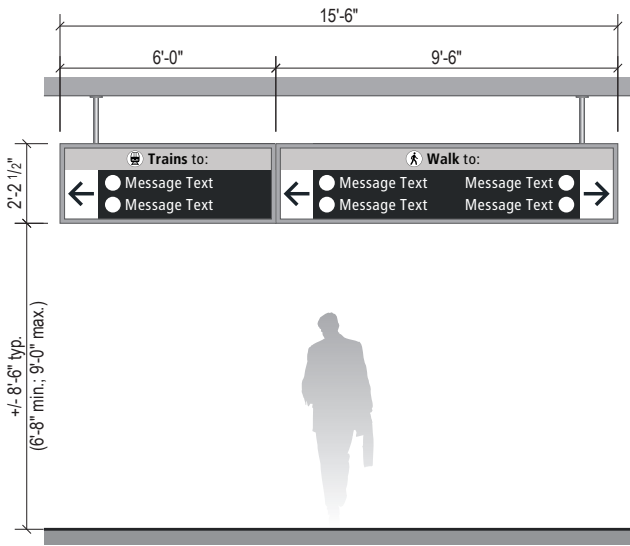
**1-DR.00a** Medium Digital Directional  
- Custom messaging  
- 1-2 Sides



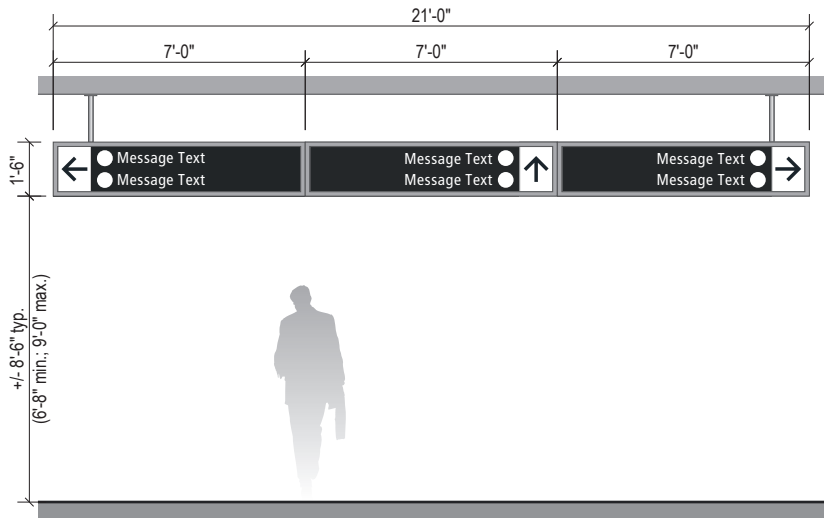
**1-DR.00b** Small Digital Directional  
- Custom messaging  
- 1-2 Sides



**1-DR.01** Large 3-way Suspended Directional  
- 3 directions / 1-6 messages per direction  
- 2 Sides

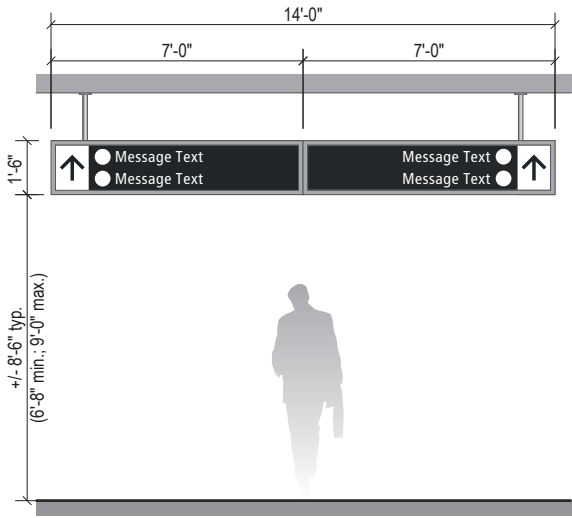


**1-DR.02** 3-way Suspended Directional  
- 3 directions / 1-2 messages per direction  
- 2 Sides

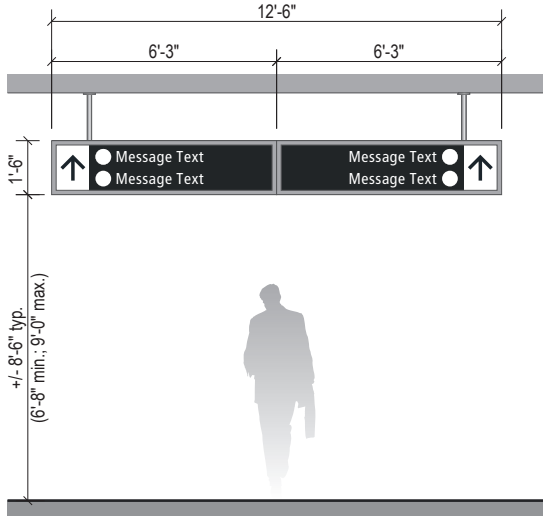


**1-DR.02a** 3-way Suspended Directional  
- 3 directions / 1-2 messages per direction  
- 2 Sides

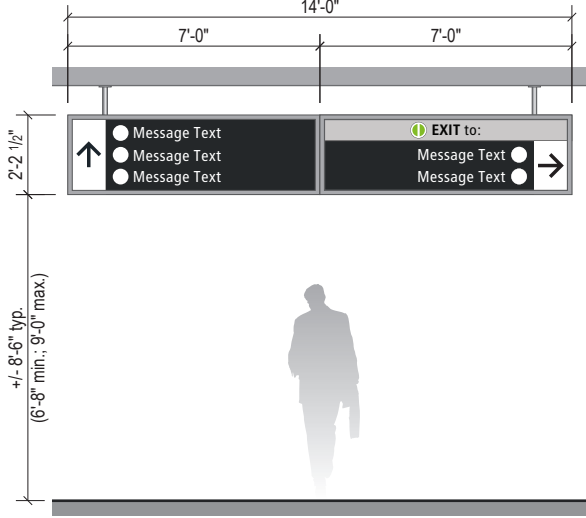
1-DR.00 to 1-DR.09 = Directionals: CEILING SUSPENDED



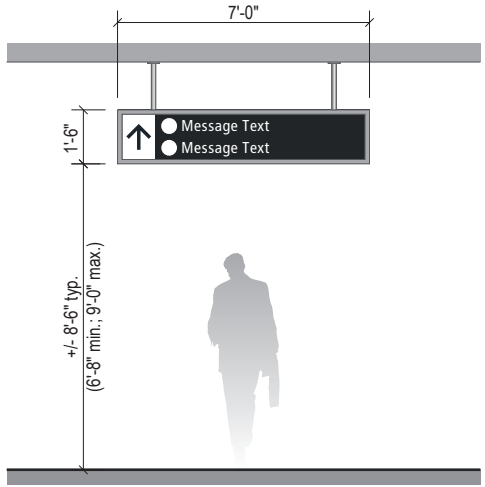
**1-DR.03** 2-way Suspended Directional  
- 2 directions / 1-2 messages per direction  
- 2 Sides



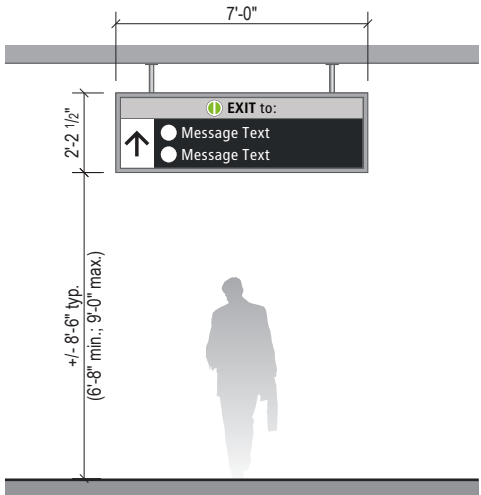
**1-DR.03a** 2-way Reduced Width Suspended Directional  
- 2 directions / 1-2 messages per direction  
- 2 Sides



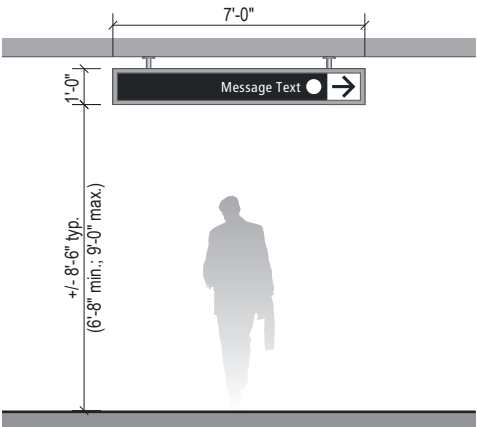
**1-DR.04** 2-way Suspended Directional  
- 2 directions / 1-3 messages per direction  
- 2 Sides



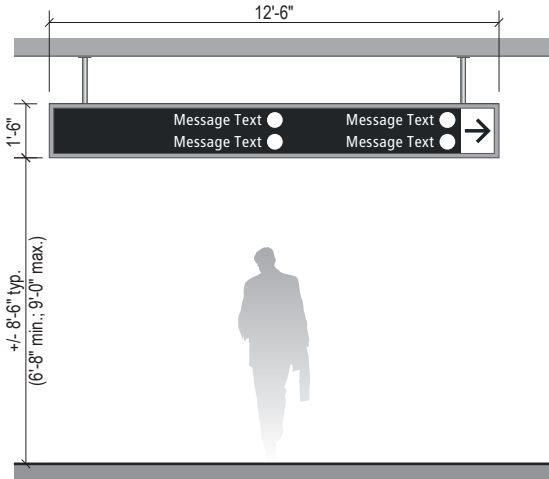
**1-DR.05** 1-way Suspended Directional  
- 1 direction / 1-2 messages  
- 2 Sides



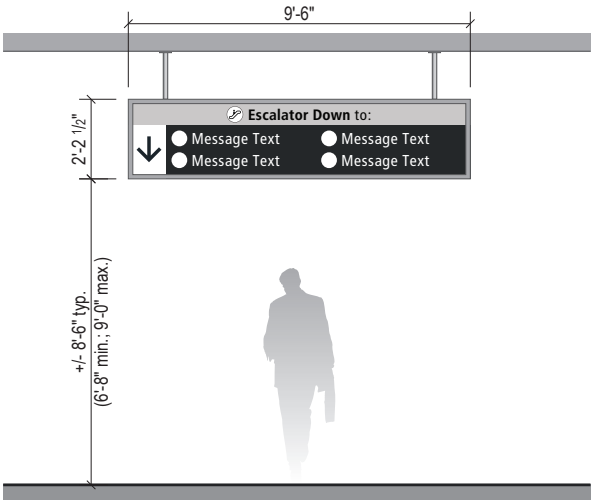
**1-DR.06** 1-way Suspended Directional w/ Header  
- 1 direction / 1-2 messages  
- 2 Sides



**1-DR.07** 1-way Reduced Height Suspended Directional  
- 1 direction / 1 message  
- 2 Sides

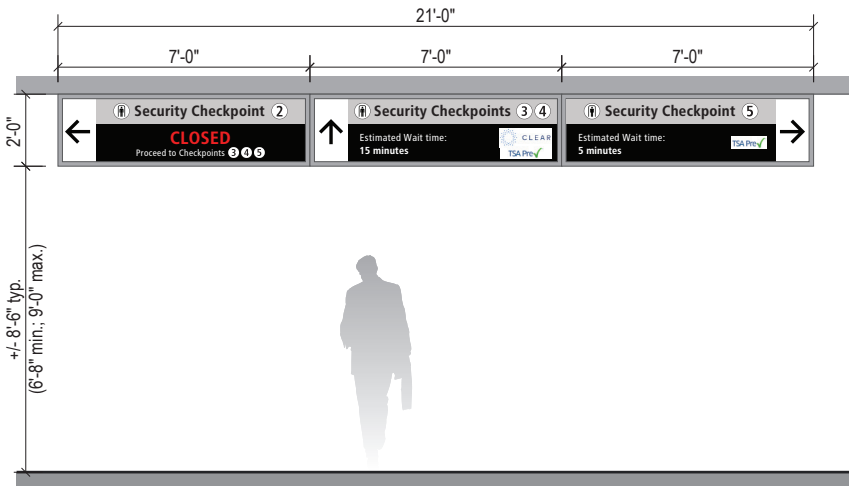


**1-DR.08** 1-way Suspended Directional  
- 1 direction / 1-4 messages  
- 2 Sides

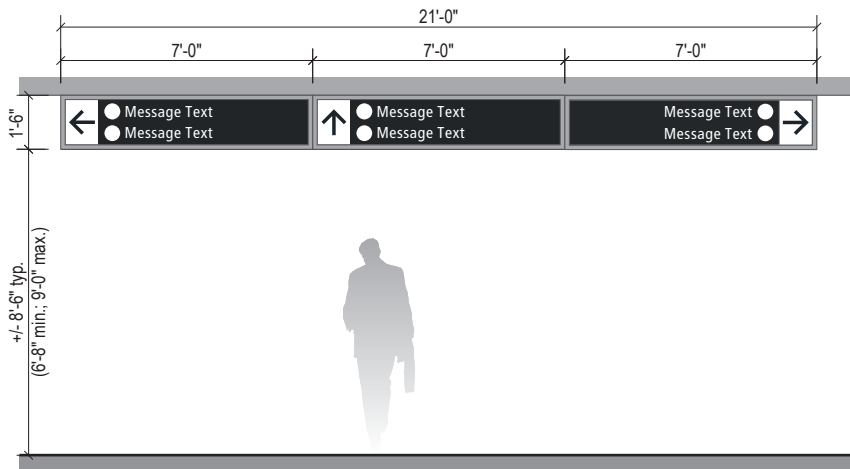


**1-DR.09** 1-way Suspended Directional w/ Header  
- 1 directions / 1-4 messages  
- 2 sides

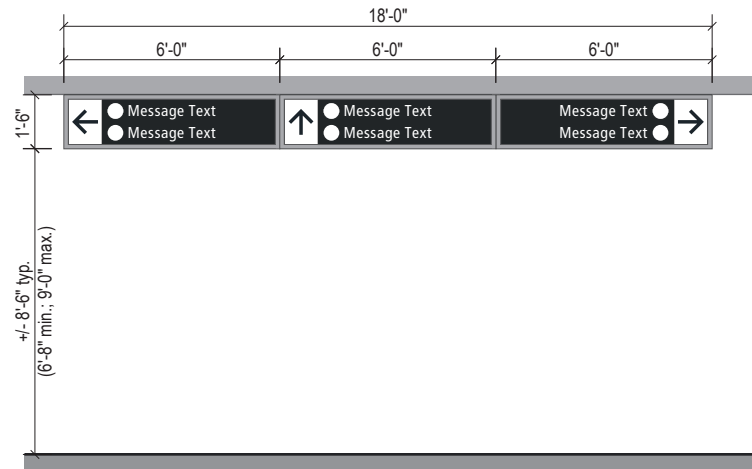
1-DR.10 to 1-DR.19 = Directionals: CEILING FLUSH MOUNT



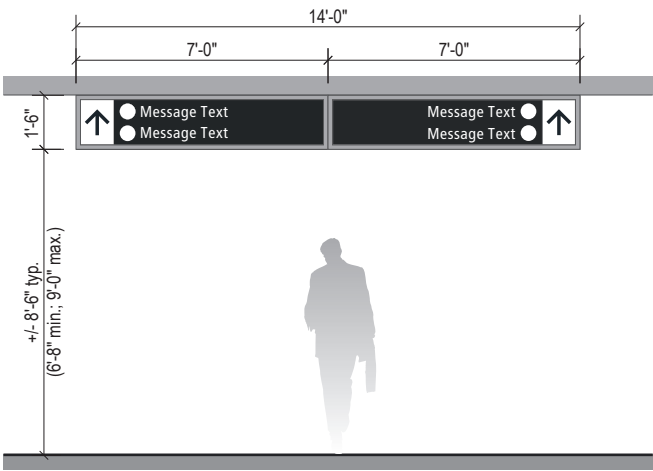
**1-DR.10** 3-way Digital Directional  
- 3 directions w/ Custom Digital graphics  
- 2 Sides



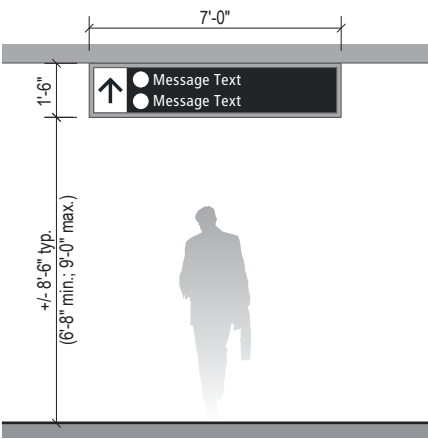
**1-DR.11** 3-way Directional  
- 3 directions / 1-2 messages per direction  
- 2 Sides



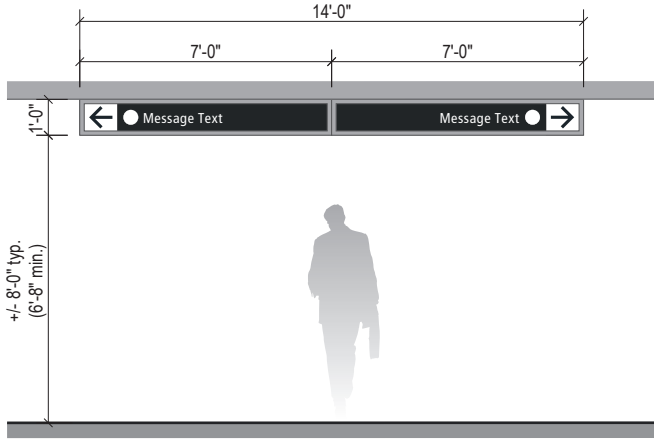
**1-DR.12** 3-way Reduced Width Directional  
- 3 directions / 1-2 messages per direction  
- 2 Sides



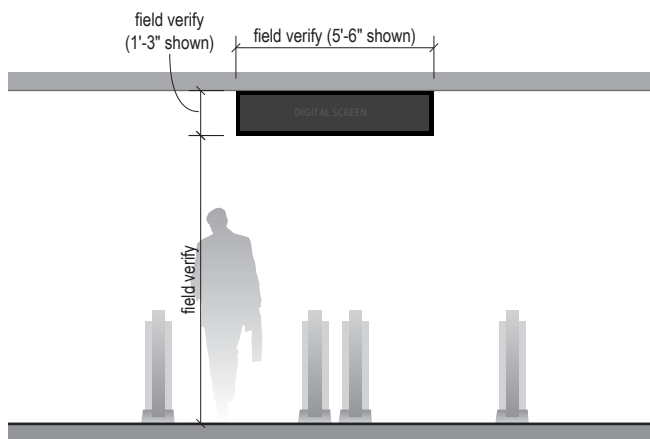
**1-DR.13** 2-way Directional  
- 2 directions / 1-2 messages per direction  
- 2 Sides



**1-DR.14** 1-way Directional  
- 1 direction / 1-2 messages per direction  
- 2 Sides



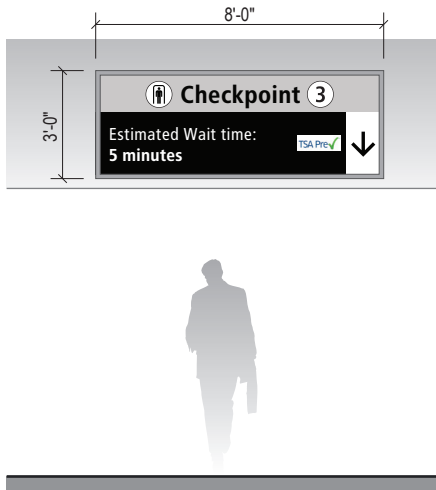
**1-DR.15** 2-way Low Ceiling Height Directional  
- 2 directions / 1 messages per direction  
- 2 Sides



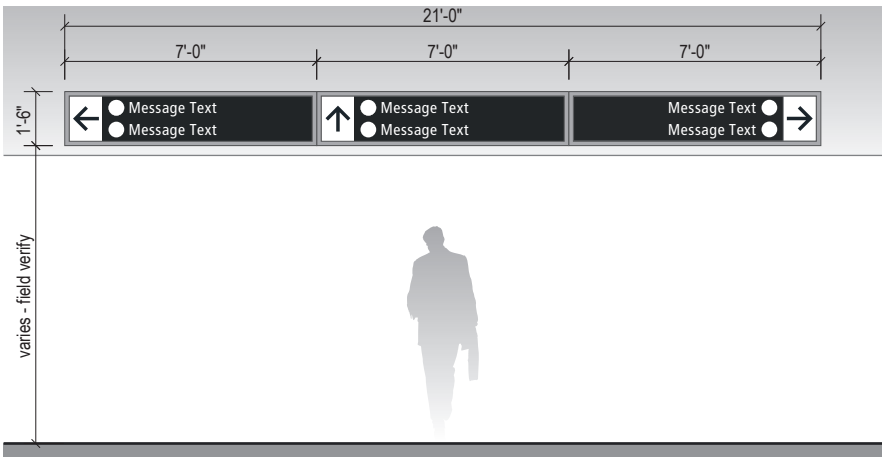
**1-DR.19** Digital Directional  
- 1 side



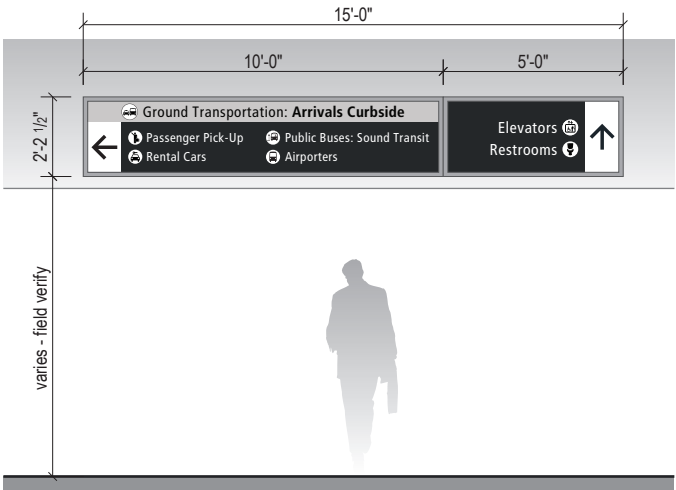
1-DR.20 to 1-DR.29 = Directionals: WALL / SOFFIT MOUNT



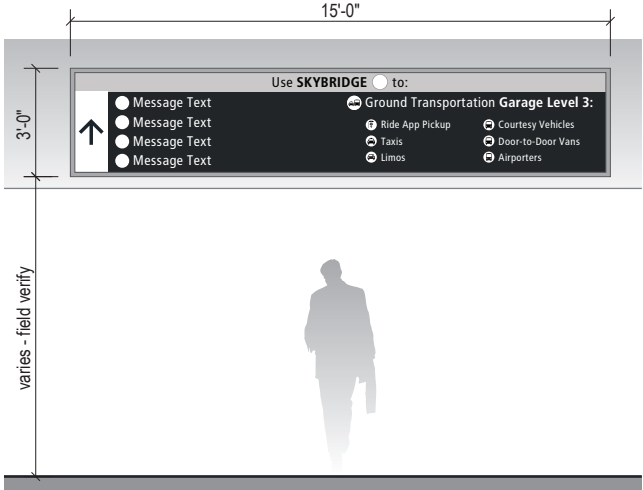
**1-DR.20** 1-way Soffit/Wall Mount Directional  
- 1 direction / 1-2 messages per direction  
- 1 Side



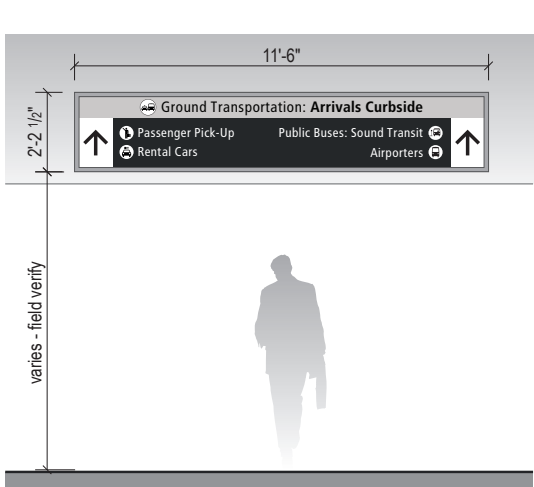
**1-DR.21** 3-way Soffit/Wall Mount Directional  
- 3 directions / 1-2 messages per direction  
- 1 Side



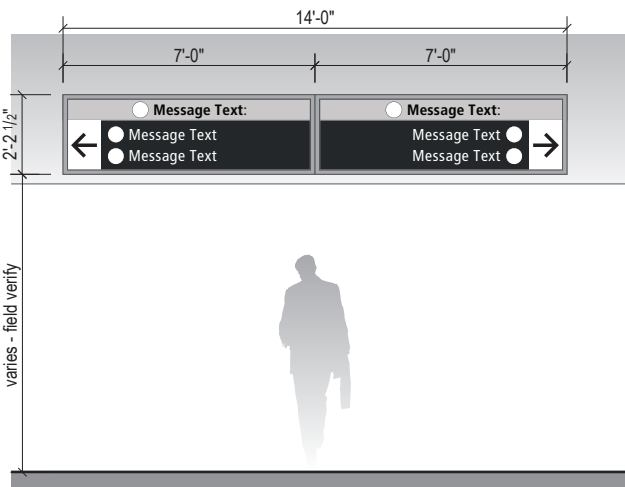
**1-DR.22** 3-way Soffit/Wall Mount Directional  
- 2 direction  
- 1 Side



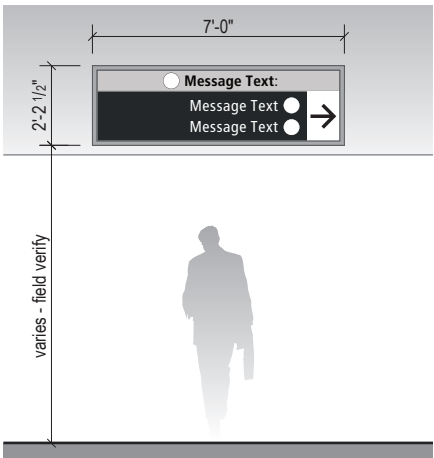
**1-DR.23** 1-way Large Skybridge Directional  
- 1 direction  
- 1 Side



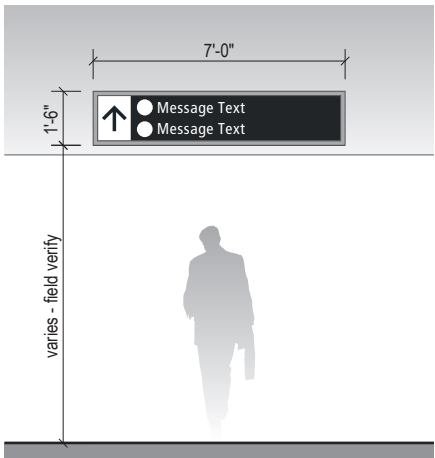
**1-DR.24** 2-way Arrivals Curbside Directional  
- 2 directions  
- 1 Side



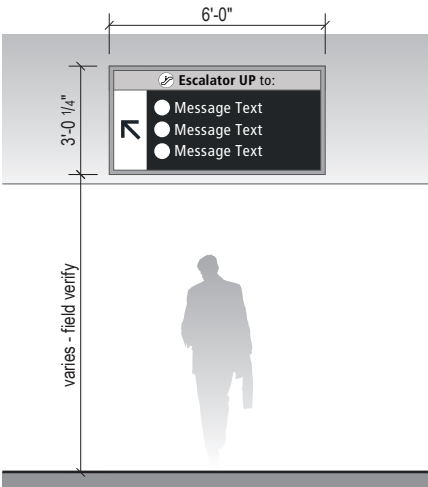
**1-DR.25** 2-way Soffit/Wall Mount Directional  
- 1 direction / 1-2 messages per direction  
- 1 Side



**1-DR.27** 1-way Soffit/Wall Mount Directional  
- 1 direction / 1-2 messages per direction  
- 1 Side

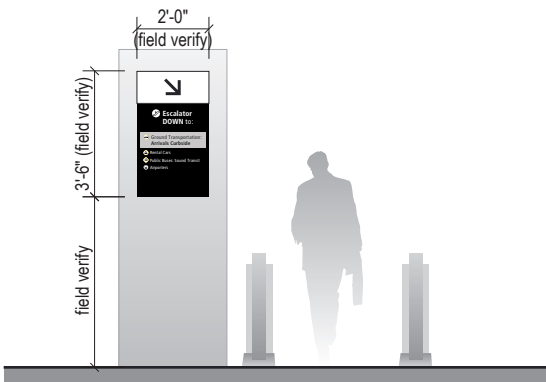


**1-DR.28** 1-way Soffit/Wall Mount Directional  
- 1 direction / 1-2 messages per direction  
- 1 Side

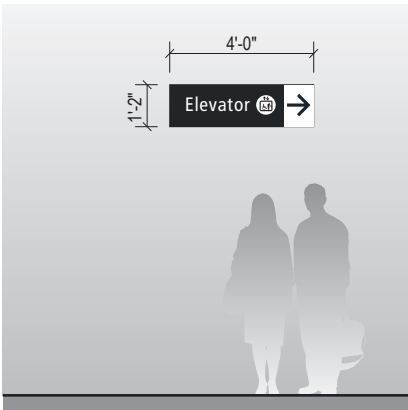


**1-DR.29** 1-way Skybridge Directional  
- 1 direction / 1-3 messages per direction  
- 1 Side

1-DR.30 to 1-DR.39 = Directionals: **WALL / SOFFIT MOUNT**

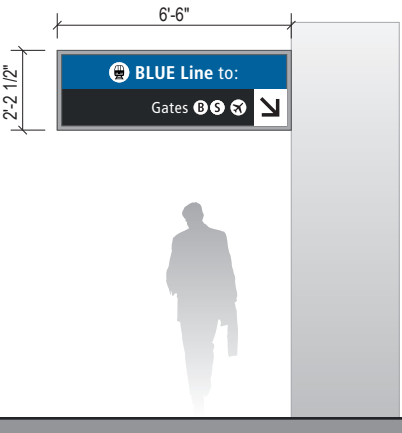


1-DR.31 Column/Wall Mount Directional



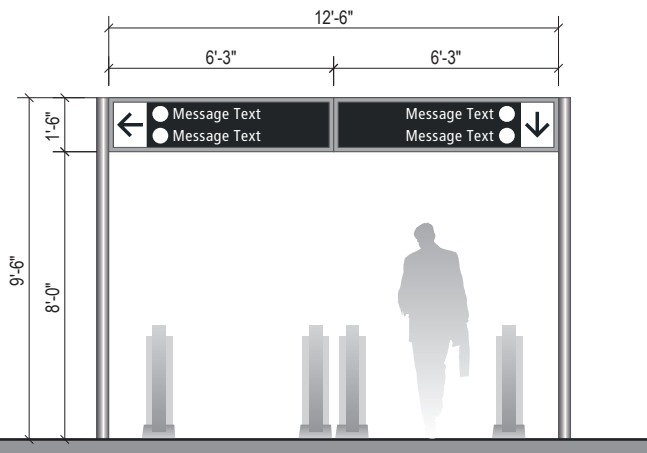
1-DR.32 Elevator Trailblazer

1-DR.40 to 1-DR.49 = Directional: **FLAG MOUNT**

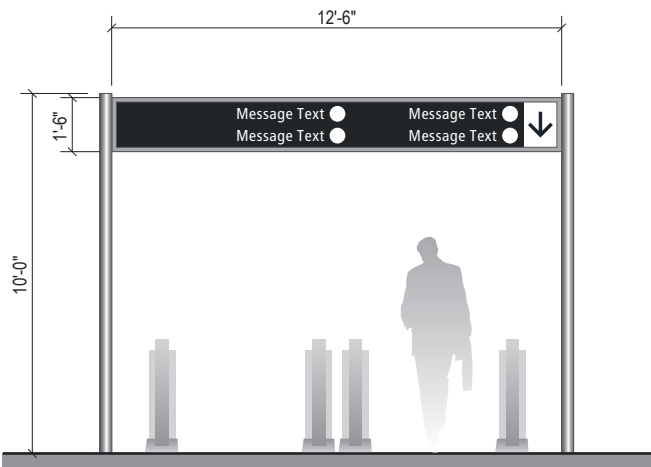


1-DR.41 Flag Mount Directional

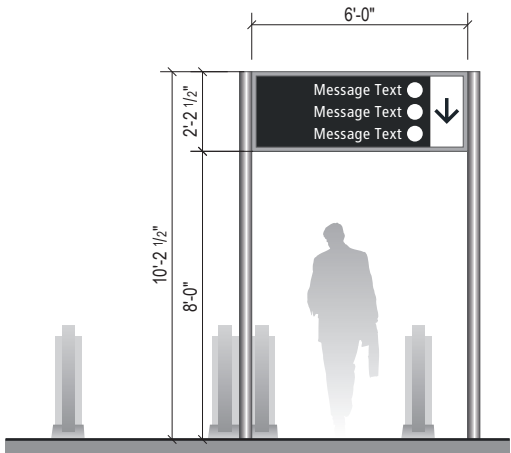
1-DR.50 to 1-DR.59 = Directional: **POST MOUNT**



1-DR.51 Post Mount Escalator Directional  
- 1-2 directions / 1-2 messages per direction  
- 1 to 2 Sides

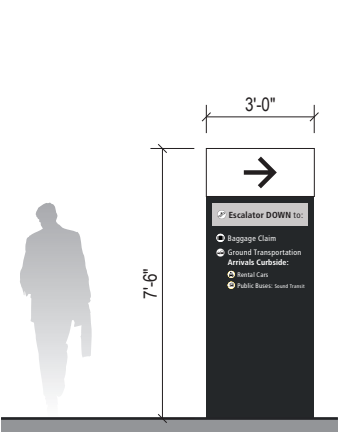


1-DR.52 Post Mount Escalator Directional  
- 1 direction / Up to 4 messages per direction  
- 1-2 Sides

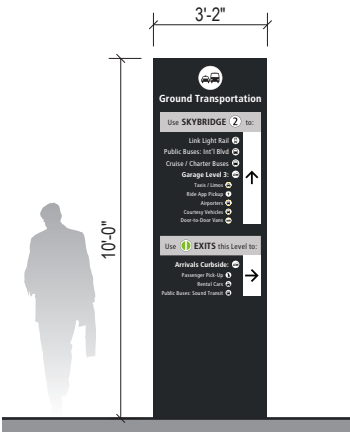


1-DR.53 Post Mount Escalator Directional  
- 1-directions / 1-2 messages per direction  
- 1 to 2 Sides

1-DR.60 to 1-DR.69 = Directional: **FLOOR MOUNT**



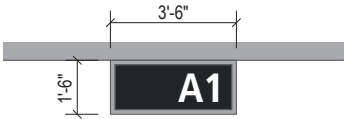
1-DR.61 Floor Mount Directional  
- 1 to 2 Sides



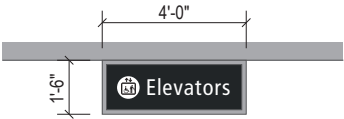
1-DR.62 Large Floor Mount Directional  
- 1 to 2 Sides

Terminal/Concourses - Identification (Scale: 3/16" = 1'-0")

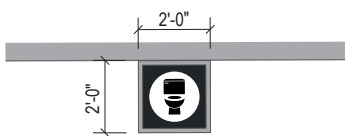
1-ID.01 to 1-ID.09 = Identification: CEILING FLUSH MOUNT



1-ID.01 Ceiling Mount Gate ID

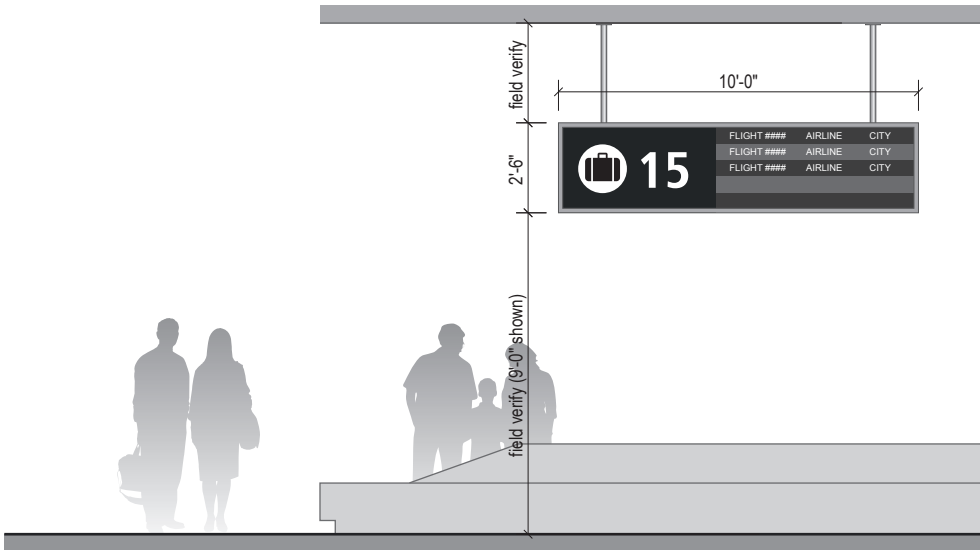


1-ID.03 Ceiling Mount ID



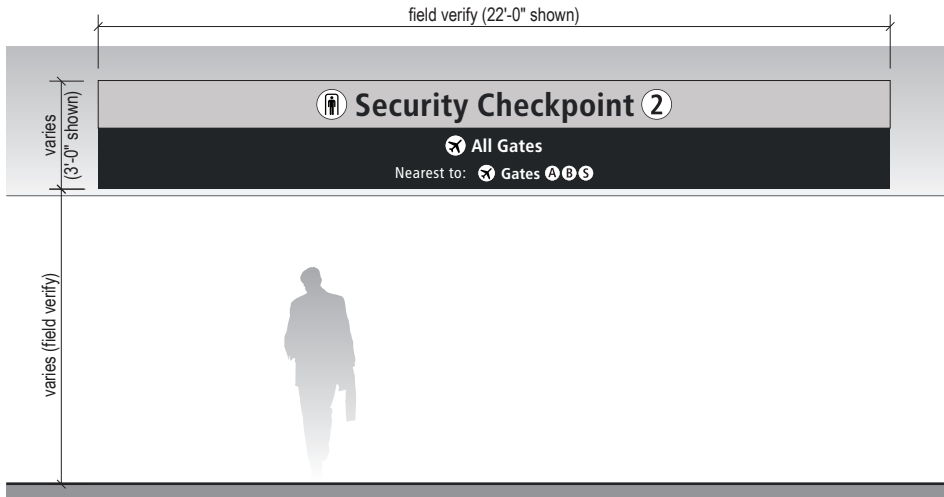
1-ID.05 Ceiling Mount ID

1-ID.10 to 1-ID.19 = Identification: CEILING SUSPENDED MOUNT

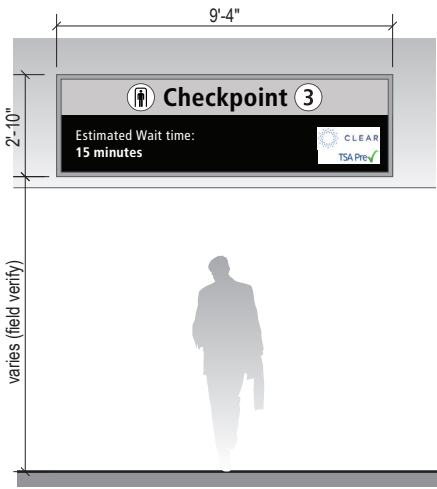


1-ID.11 Baggage Claim Carousel ID

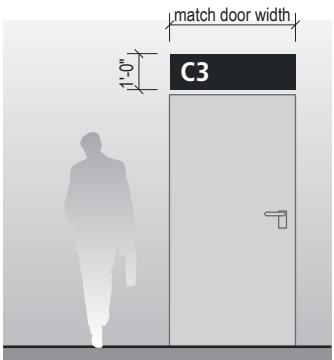
1-ID.20 to 1-ID.29 = Identification: SOFFIT / WALL MOUNT



1-ID.21 Soffit/Wall Mount Checkpoint/Train Station ID



1-ID.22 Soffit/Wall Mount Checkpoint ID w/ Digital Informational



1-ID.25 Wall Mount Gate ID

Terminal/Concourses - Identification (Scale: 3/16" = 1'-0")

1-ID.20 to 1-ID.29 = Identification: SOFFIT/WALL MOUNT

1-ID.21 Column/Wall Mount Station ID

1-ID.27 Elevator ID

Terminal/Concourses - Informational (Scale: 3/16" = 1'-0")

1-IN.20 to 1-IN.29 = Identification: WALL MOUNT

1-IN.21 Elevator Directory

1-ID.60 to 1-ID.69 = Identification: FLOOR MOUNT

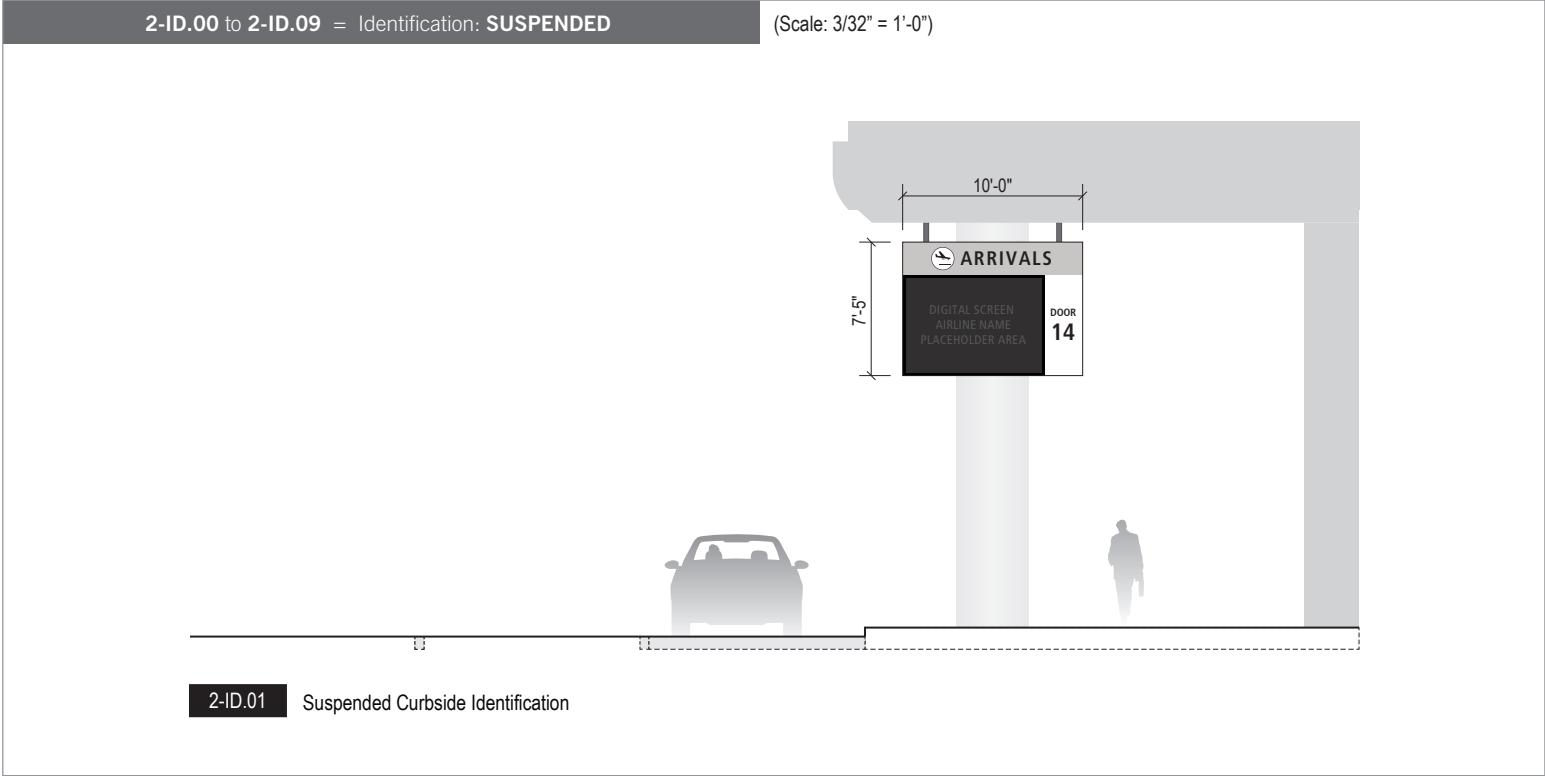
1-ID.61 Skybridge Entrance/Exit Portal ID

1-ID.70 to 1-ID.79 = Identification: PODIUM MOUNT

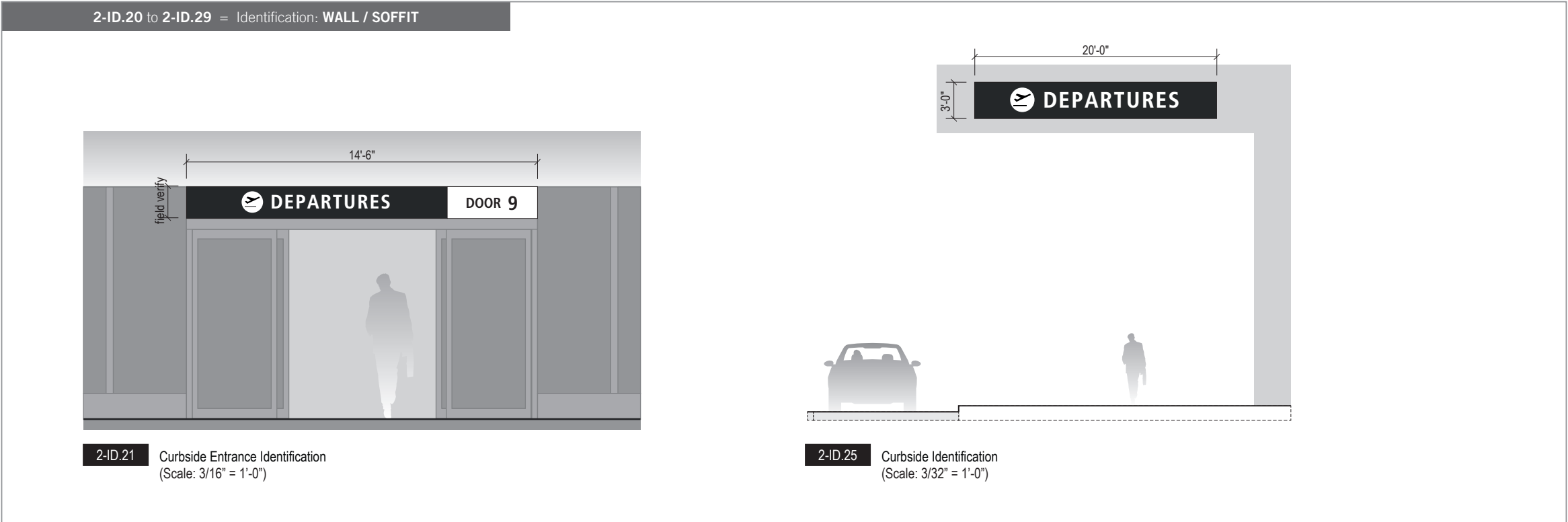
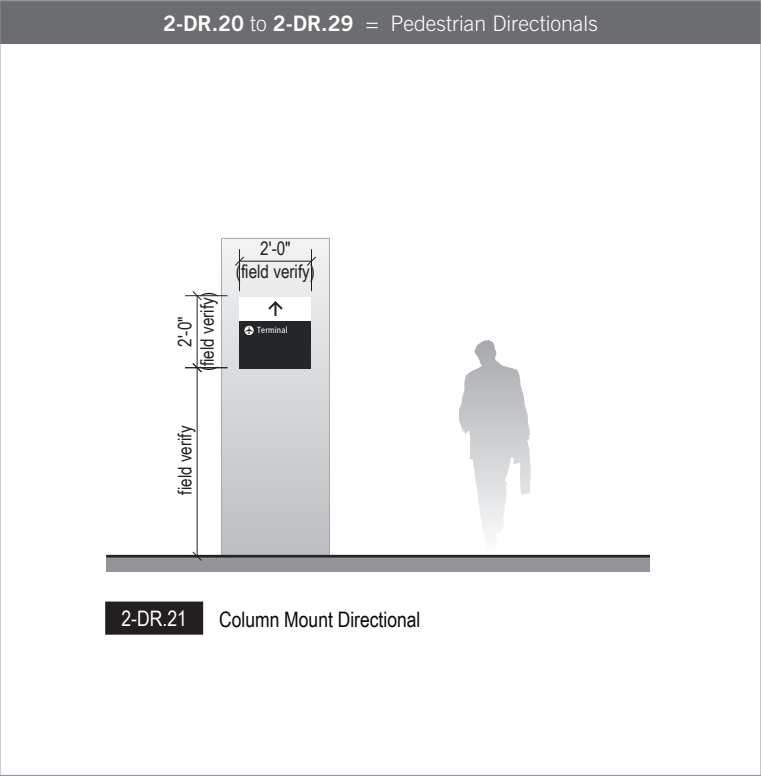
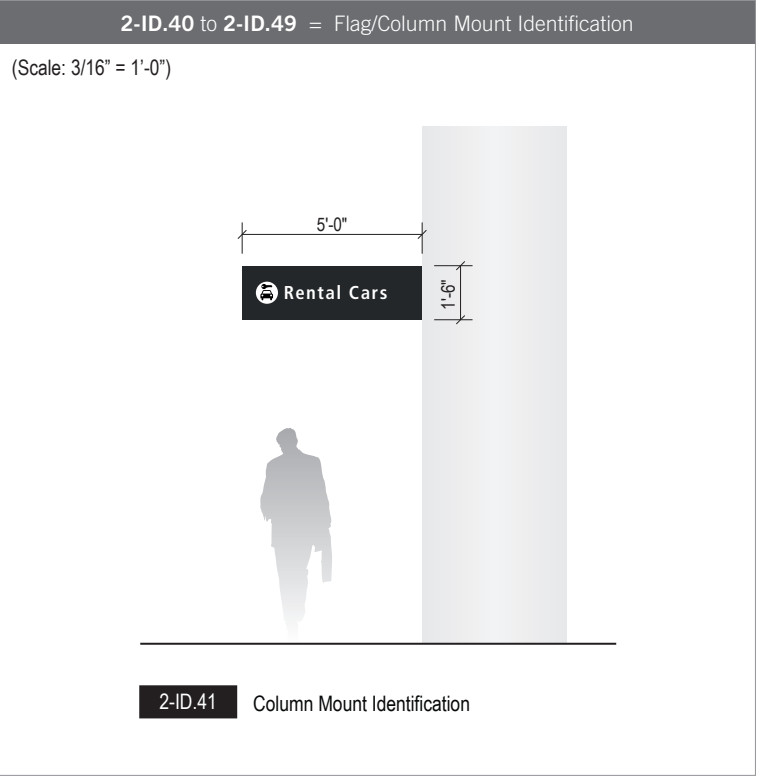
1-ID.71 Gate Podium ID



Curbside - Identification (Scale as noted)



Curbside - Directionals (Scale: 3/16" = 1'-0")



WAYFINDING PLANNING - OVERVIEW

The ability to orient and navigate one’s way through the varying environments as found at SEA is of fundamental importance. Wayfinding planning using graphic diagrams establishes the analysis of spatial relationships and traffic circulation. All designers are required to utilize similar planning processes as shown here when designing signage for use at SEA.

This chapter contains general recommendations regarding possible ways to improve SEA’s existing terminal/concourse wayfinding system.

Circulation Analysis

During design development, incoming and outgoing circulation for major user groups (i.e. pedestrians, vehicular, etc.) shall be analyzed and documented by the designer. Points of origin and destination will be referenced as the basis for identifying critical decision points and message/information/signage requirements.

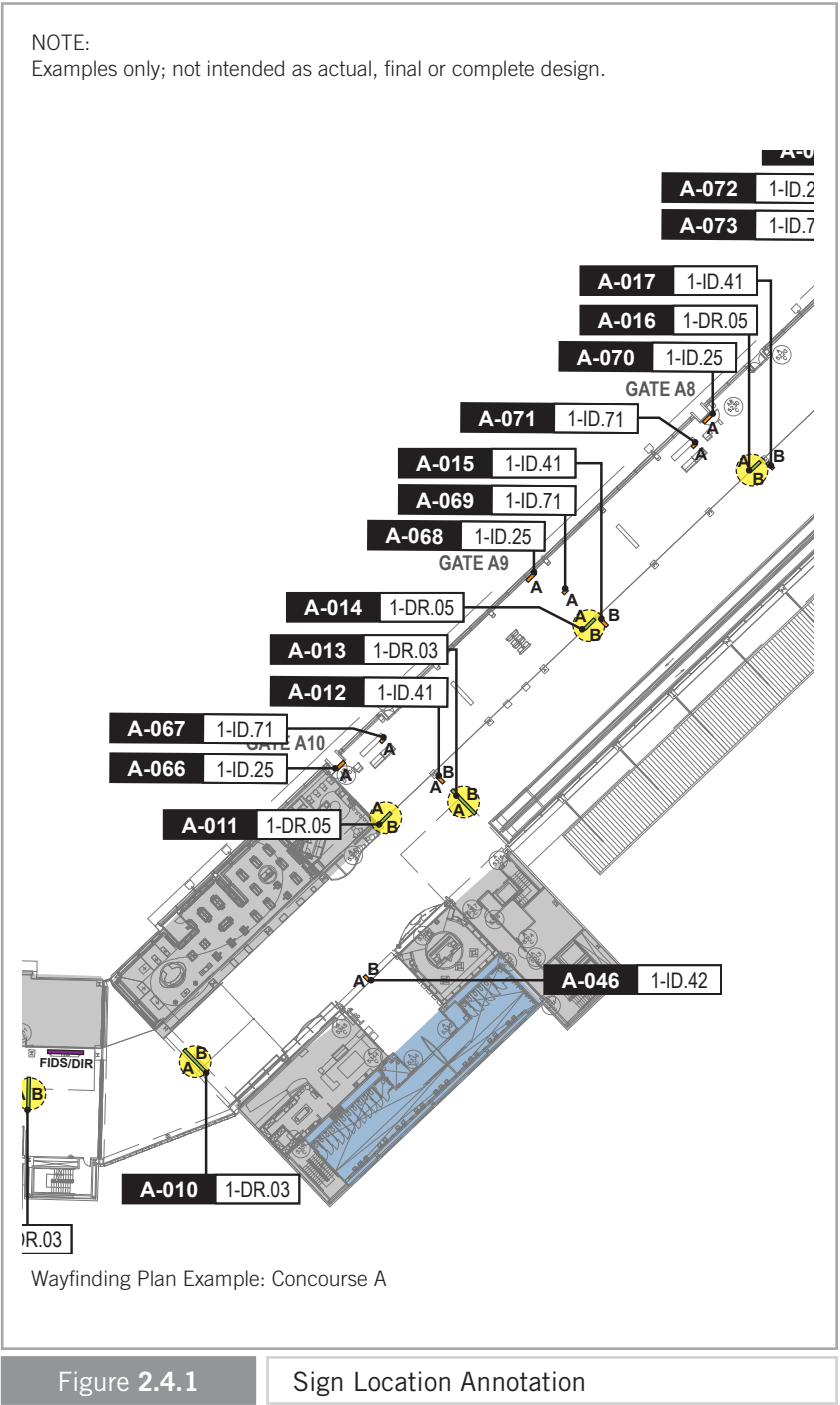
Primary user circulation routes are depicted as solid-lines with end arrows, pointing in the direction of the individual traffic flow. Dotted lines with end-arrows depict possible alternate circulation routes occurring at direction changes (see Figure 2.4.1).

Wayfinding Planning: Identification of Decision Points

Decision points along user circulation routes are to be located at required direction changes, and points where the user encounters alternative choices. Decision point locations should be shown as larger yellow dotted-line circles at primary traffic-change intersections; in addition, areas where reinforcement is needed (i.e. longer corridors without a change in traffic direction) should be indicated by smaller yellow dotted-line circles (see Figure 2.4.1). These areas are indicated as the most optimal location for placing directional signs that inform the user of the nearest existing and alternative wayfinding pathways for consideration.

Determining Required Information at Decision Points

Upon review of an area’s wayfinding conditions, the required messaging/ information and signage needed for a given decision point should be determined by the designer using logical thinking and the established standards in this document. The selection of messages identifying wayfinding destinations, as well as the selection of proper sign types should be determined by using the established SEA wayfinding message hierarchy, arrows, universal symbols and wayfinding sign types as listed in this document. In the event that custom wayfinding messaging or signage conditions occur, the designer will utilize this document’s standards and coordinate the recommended solutions with SEA for review and approval.



Identification of Sign Locations

Plans, cross sections and elevation views of related project facility/site spaces shall be analyzed by the designer to make determinations of optimal wayfinding sign locations. Following review of the architectural/environmental/site conditions, scaled plans will be generated with sign location “bars” (i.e. plan/ top view representational boxes indicating the sign’s basic size/shape that are scaled to match the floor plan, and are oriented/rotated as the sign would be in “real world” conditions). Differing and/or multiple sides of each sign should be indicated with a unique alpha designation (such as A, B, etc.) per sign location, and must coincide precisely with the specific sign type and related sign message schedule. Note that *all* signs will be given a *unique* sign location annotation box, and will always be accompanied with a leader line extending from each annotation box to its associated sign location bar.

Also note that all overhead sign locations must be coordinated with architectural reflected ceiling plans (RCP’s) to ensure that no interferences occur with established and/or new architectural/environmental elements. Sign locations will be located in sensible areas nearest to its associated decision point, and in conjunction with existing or planned facility/site structural support elements whenever possible.

Sign Location Annotation

The SEA sign location annotation system established in this document is to be used to identify sign locations on all SEA wayfinding signage related documentation. Within terminal facility related areas each sign shall be given a designation of location as shown on the following page in Figure 3.2.1.

Message Schedules

All SEA wayfinding signage related projects will include a message schedule, preferably in a graphic format showing examples of actual scaled sign face artwork. Message schedules will always coincide with, and precisely match, their corresponding sign location plan(s), and will account for every sign that is a part of the associated signage project’s predetermined scope. It will always include (at a minimum) the following elements/information:

- Unique Sign Location Number (i.e. “L2-001,” etc.)
- Sign Type Identification Number (i.e. “ID-35,” etc.)
- General description of the sign type (i.e. “Wall Mount Overhead Restroom Entry ID,” etc.)
- Side listings (i.e. “Side A,” “Side B,” etc.)
- Messages shown per side (i.e. graphic depiction of the actual sign face artwork, per each individual sign face side)
- Remarks/Notes (if needed for description of special circumstances, etc.)

GENERAL SIGN PLACEMENT

Viewer circulation patterns and natural lines of vision are the basis for determining the location of all wayfinding signs. Signs shall be located to precede decision points whenever possible. This will ensure sufficient time for users to react to each sign’s set of messaging/information.

Sign Placement Considerations - Pedestrian Signage

A general rule for placing wayfinding signage is that a designer visualize themselves as an average departing or arriving passenger within a given airport environment, while thinking logically about decision points and the required messaging expected at a specific location. This guideline is very general in context, however, the requirements of the given sign location will be very specific regarding messaging, sign type and usage.

Note that disorienting conditions may occur, which in turn may require placement of additional or supplemental signage. These typically include:

- Complex architecture/interior environments
- Competing pedestrian wayfinding traffic
- Visual environmental distractions
- Congested architectural spaces/corridors

Favorable conditions which typically reduce need for repetitive signage are:

- Efficient architecture/interior environments
- Single direction wayfinding traffic flow
- Wall or floor treatments reinforcing single-direction traffic flow
- Lighting treatments emphasizing architectural passageways

Sign Placement by Sign Type - Pedestrian Signage

- Directional signs - placement will be perpendicular to wayfinding traffic, and will occur at all decision points and areas where people become disoriented by architectural or environmental conditions. Directional signs will also be placed at reassuring intervals within a captive corridor to reinforce directional messaging to wayfinding traffic. Note that architectural/interior conditions or competing pedestrian traffic flow may also inadvertently imply a change of direction. In these situations, additional directional signs will be used to reinforce the intended direction as needed.
- Identification signs - placement will typically occur at or near all priority destinations and entrances. Identification signs, such as gate ID signs or corridor/building entrances, will also typically be placed perpendicular to wayfinding traffic.
- Informational signs - placement will typically be located nearest major decision points. Directories will typically be located to the side of a major decision point and will be parallel/in-line with wayfinding traffic. FIDS and other dynamic informational systems should also be typically located parallel/in-line with wayfinding traffic unless otherwise deemed beneficial to be perpendicular in a given situation.

Typical Pedestrian Sign Placement Intervals - Best Practices

Placement of signs at key decision points and/or in the direct line of sight of the traveling public reduces decision times. A reasonable range of 75 to 125 feet between major directional overhead signs is typical and meets the general intent of ADA guidelines. Using signs at regular intervals in longer captive corridors reinforces wayfinding information and improves traffic flow.

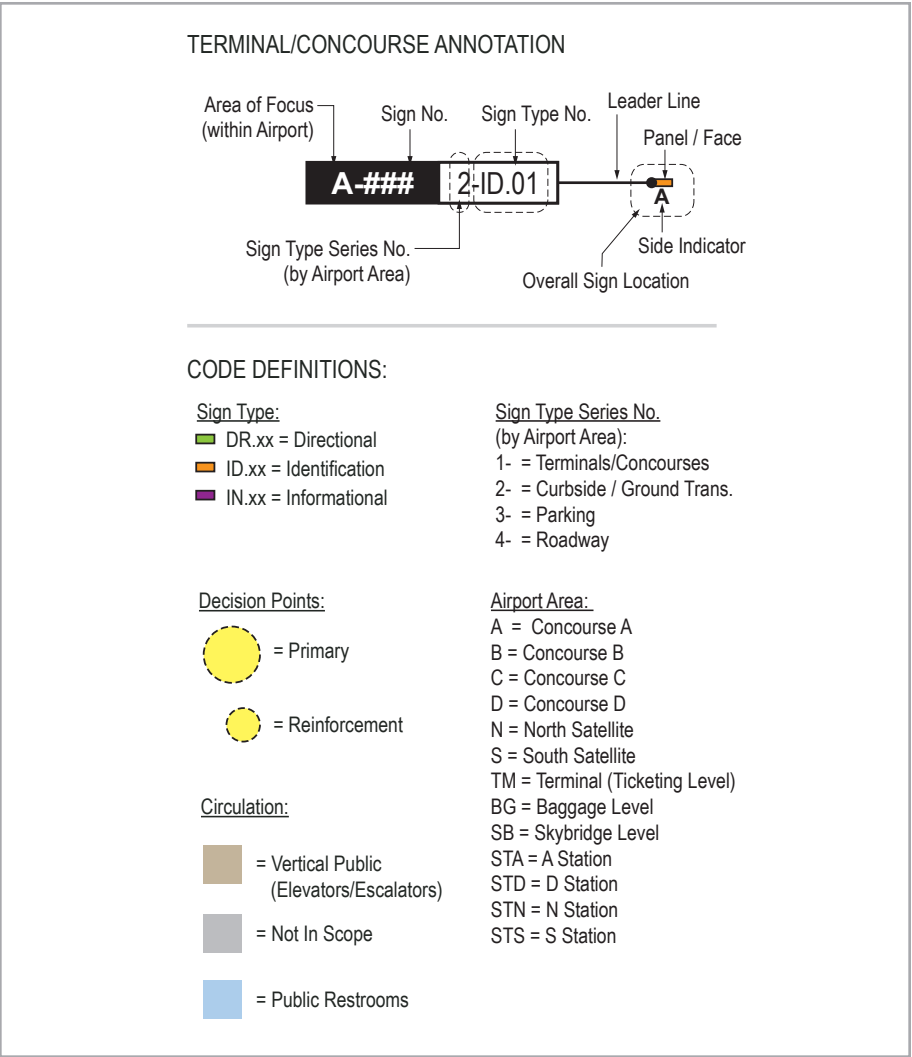


Figure 2.5.1 Sign Location Annotation

SIGN TYPE NUMBERING SYSTEM

The vast amount of differing architectural and site conditions at SEA, combined with the need to meet requirements for pedestrian and vehicular wayfinding visibility, creates a need for a comprehensive and holistic sign identification system. This system will always maintain standardization, flexibility and ease-of-understanding for the majority of individuals specifying and programming updated and new wayfinding signage at SEA. All wayfinding signage is to be grouped into the following categories:

- Pedestrian Signs (\*NOTE: Certain vehicular signs also fall within these Series numbers)
  - Series 1: Terminals / Concourses: Includes: All public-accessible Terminal and Concourse related areas
  - \*Series 2: Curbside / Ground Transportation: Includes: All Curbside and Ground Transportation related areas
  - \*Series 3: Parking: Includes: All on-property public-accessible garages and surface lots
- Vehicular Signs
  - Series 4: Roadways: Includes: All on-property public-accessible roads
- Other Areas
  - Series 6 (and above): Are to be assigned as needed and based on unique requirements of individual projects. Note that all expanded series numbering and categorization must be coordinated with SEA for final approval.

Pedestrian vs. Vehicular Sign Identification Systems

Pedestrian and vehicular wayfinding signage will always use similar sign type numbering and categorization methods to maintain a holistic identification system across the entire wayfinding program (see Figure 2.6.1). However, each traffic type also have unique requirements and/or mounting configurations associated with them. As such, the sign identification system is more effective when supplemental designators are applied to their respective systems as needed.

Terminal / Concourse Signage - Unique Mounting Designator

See Figure 2.5.1, “Sign Location Annotation” for a general description of the unique designator that is to be applied to all SEA roadway wayfinding signage, as well as how to use it for roadway signage identification.

Variant / Option Designator

When a sign type requires a variant or option (due to sizing variations, directional end-facing, etc.), a unique designator using a lowercase letter at the end of the sign number shall be used. For example, a wall mount directional sign type “1-DR.23” is designed for a left-pointing only directional layout. However, when a right-pointing layout is required, the curved edge must appear on the right side. In this instance, “1-DR.23b” would be used to designate the right-facing variant.

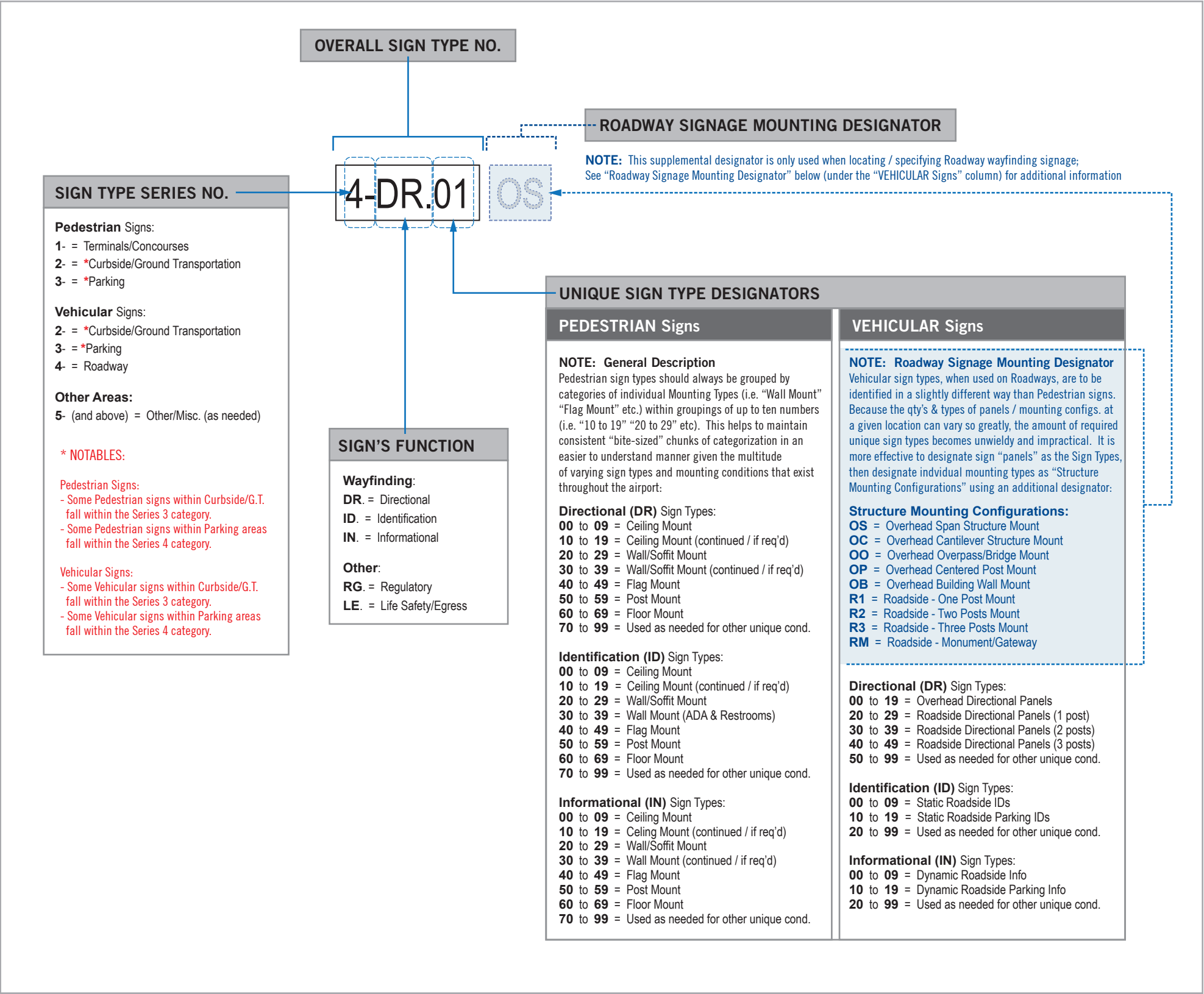


Figure 2.6.1

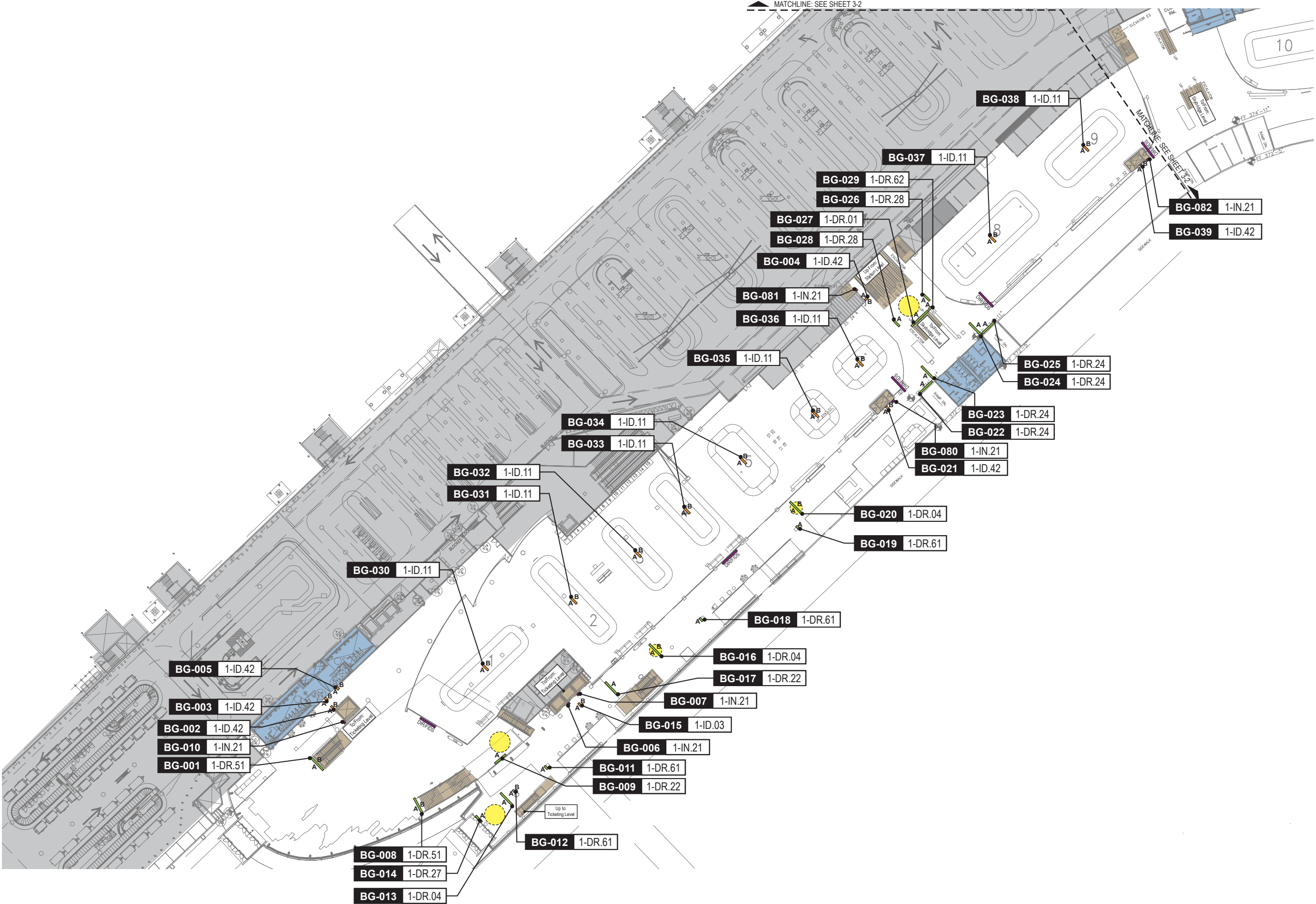
SEA Wayfinding Sign Type Identification System

# 3.0

## **3.0 TERMINAL & CONCOURSES WAYFINDING PROGRAMMING**

- 3.1 Baggage Level Sign Location Plan
- 3.2 Baggage Level Message Schedule
- 3.3 Terminal (Ticketing Level) Sign Location Plan
- 3.4 Terminal (Ticketing Level) Message Schedule
- 3.5 Skybridge Level Sign Location Plan
- 3.6 Skybridge Level Message Schedule
- 3.7 Concourse A Sign Location Plan
- 3.8 Concourse A Message Schedule
- 3.9 Concourse B Sign Location Plan
- 3.10 Concourse B Message Schedule
- 3.11 Concourse C Sign Location Plan
- 3.12 Concourse C Message Schedule
- 3.13 Concourse D Sign Location Plan
- 3.14 Concourse D Message Schedule
- 3.15 North Satellite Sign Location Plan
- 3.16 North Satellite Message Schedule
- 3.17 South Satellite Sign Location Plan
- 3.18 South Satellite Message Schedule





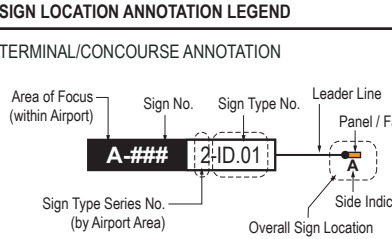
**GENERAL NOTES**

- Sign locations & orientations shown here are approximations based on the most current plan drawings as provided to the designer by SEA at the time of this document's completion. These sign locations are for general design intent & wayfinding planning purposes only. They should not be construed or deemed as absolute or final locations. Field verification, marking & documentation of each final location is to be performed by the Fabricator/Installer & coordinated with SEA staff & wayfinding design consultants for final approval.

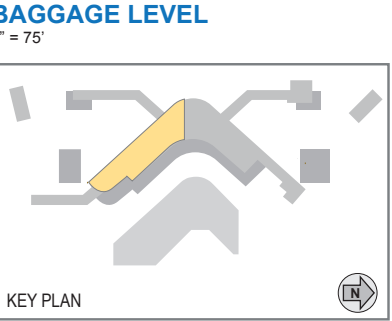
- All final install locations must be marked and verified in the field for proper structural integrity, adequate line of sight, utilities / property-line / other existing signage interferences & must be in complete compliance with all local, state and national codes prior to fabrication or installation.

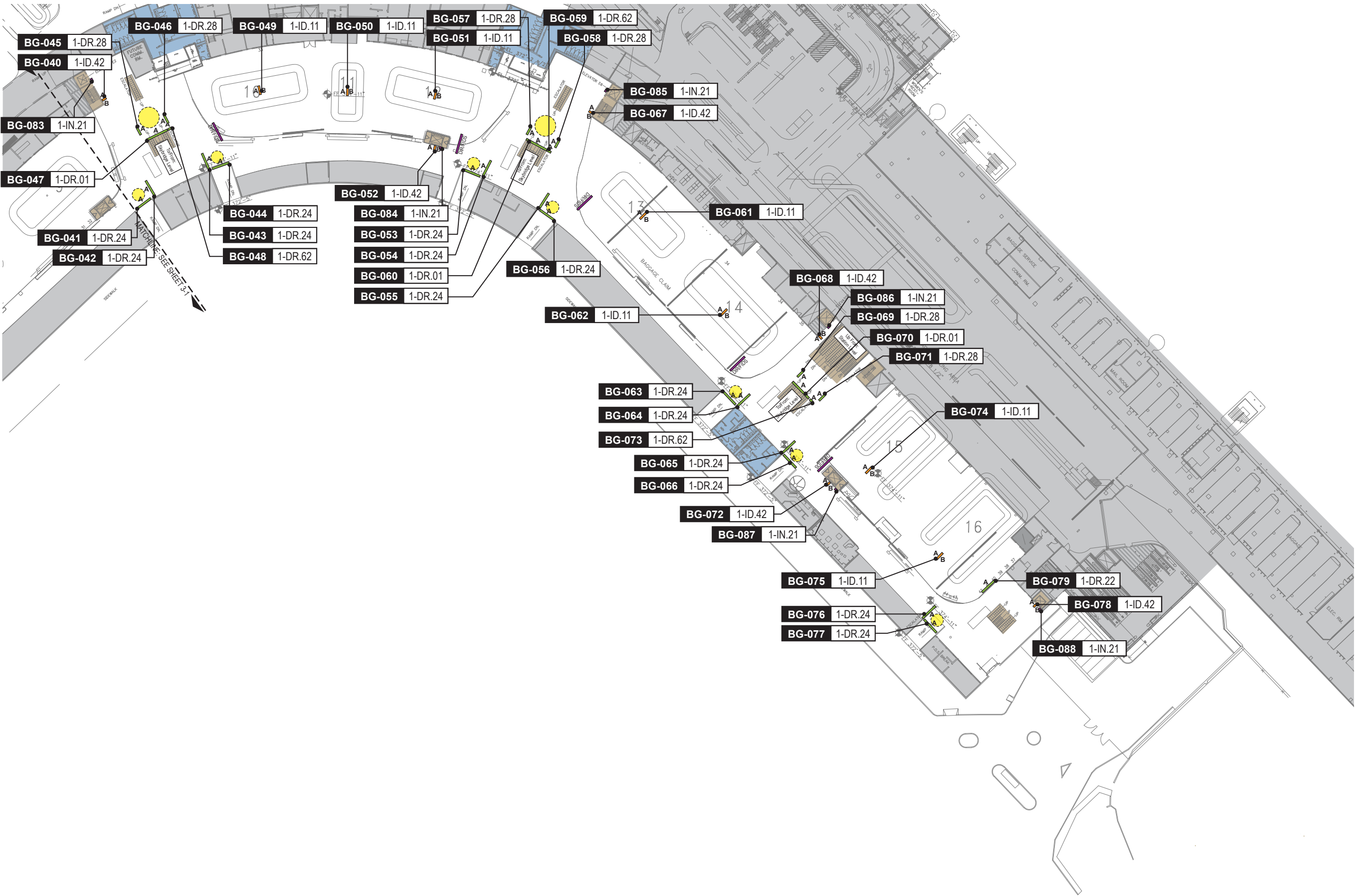
- Adjustments to the sign locations shown in these drawings must be documented by the Fabricator/Installer, and provided to SEA staff & wayfinding design consultants for final approval.

**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are NOT in scope.



- CODE DEFINITIONS:**
- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Decision Points:**
- Primary (Yellow circle)
  - Reinforcement (Yellow circle with dot)
- Circulation:**
- Vertical Public (Elevators/Escalators) (Brown box)
  - Not In Scope (Grey box)
  - Public Restrooms (Blue box)
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station





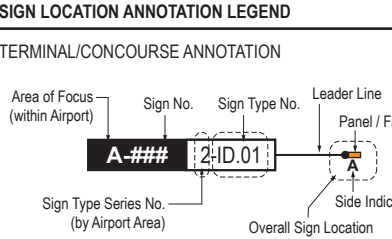
**GENERAL NOTES**

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- Adjustments to the sign locations shown in these drawings must be documented by the Fabricator/Installer, and provided to SEA staff & wayfinding design consultants for final approval.

**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are **NOT** in scope.



**CODE DEFINITIONS:**

**Sign Type:**

- DR.xx = Directional
- ID.xx = Identification
- IN.xx = Informational

**Sign Type Series No. (by Airport Area):**

- 1- = Terminals/Concourses
- 2- = Curbside / Ground Trans.
- 3- = Parking
- 4- = Roadway

**Decision Points:**

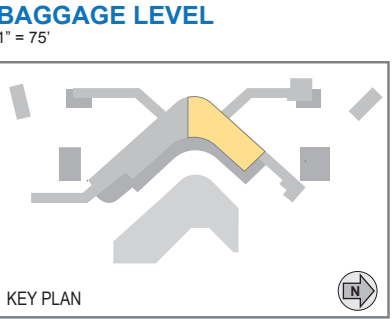
- Primary (Yellow circle)
- Reinforcement (Yellow dot)

**Circulation:**

- Vertical Public (Elevators/Escalators) (Yellow square)
- Not In Scope (Grey square)
- Public Restrooms (Blue square)

**Airport Area:**

- A = Concourse A
- B = Concourse B
- C = Concourse C
- D = Concourse D
- N = North Satellite
- S = South Satellite
- TM = Terminal (Ticketing Level)
- BG = Baggage Level
- SB = Skybridge Level
- STA = A Station
- STD = D Station
- STN = N Station
- STS = S Station



Side A



Side B



Side A



Side B



Side A



Side B



Side A



Side B





Notes:

Side A



Side B



Side A



Existing Conditions

- Notes:
- Confirm directory listings prior to fabrication and install.
  - Field verify mounting location.

Side A



Existing Conditions

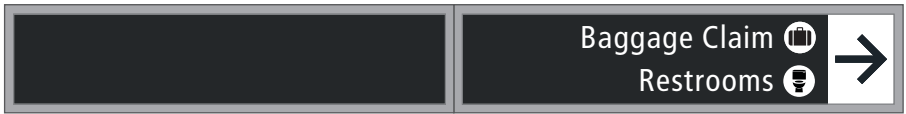
- Notes:
- Confirm directory listings prior to fabrication and install.
  - Field verify mounting location.

Notes:

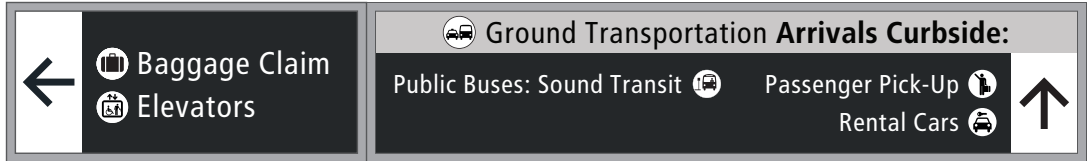
Side A



Side B



Side A



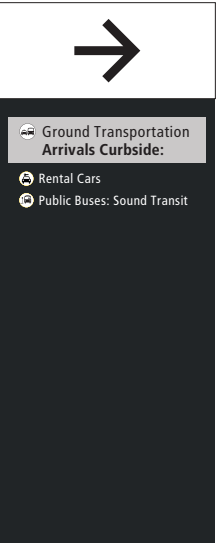
Notes:  
- Confirm Ground Transportation services prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Existing Conditions

Notes:  
- Confirm Ground Transportation services prior to fabrication and install.



Side A

Escalator UP to:

Ticketing/Check-In

All Gates

Link Light Rail

Cruise Buses

Charter Buses

Ground Transportation

Garage Level 3:

Ride App Pickup

Taxis

Limos

Courtesy Vehicles

Airporters

Door-to-Door Vans



Existing Conditions

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A

↑

Baggage Claim

Elevators

Escalator UP to:

Ticketing / Check-In

All Gates

Side B

Escalator UP to:

Ticketing / Check-In

All Gates

Arrivals Curbside

Rental Cars

Public Transit

↑



Existing Conditions

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A

Arrivals Curbside

Rental Cars

Public Buses: Sound Transit

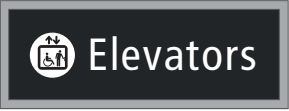
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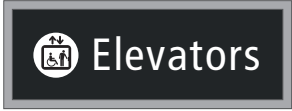
Existing Conditions

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Side B



Existing Conditions

Notes:

Side A



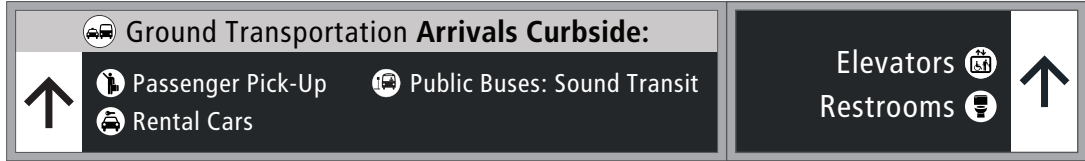
Side B



Existing Conditions

Notes:


Side A




Existing Conditions


Notes:  
- Confirm Ground Transportation services prior to fabrication and install.


Side A



Ground Transportation


Arrivals Curbside:


Rental Cars

Public Buses: Sound Transit


Notes:  
- Confirm Ground Transportation services prior to fabrication and install.


Side A



Ground Transportation

Arrivals Curbside:

Rental Cars

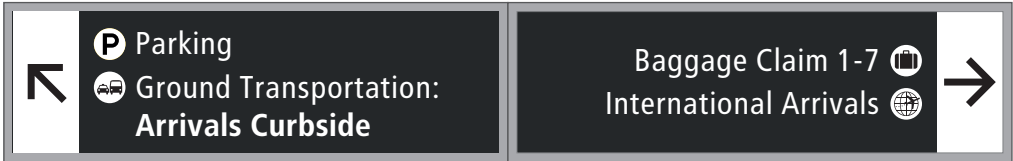
Public Buses: Sound Transit

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Side B



Side A



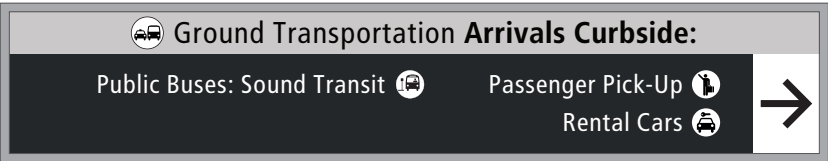
Side B



Side A



Side A



Side A

Ground Transportation Arrivals Curbside:

←

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A

Ground Transportation Arrivals Curbside:

↑

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

↑

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A

↑

Baggage Claim 8-16

Notes:

Side A

UP to:

↑

Ticketing/Check-In

All Gates

UP to: SKYBRIDGE ②

↑

P Parking

Link Light Rail

Public Buses


Ground Transportation: Garage Level 3


Elevator

→

Side B


Notes:

Labozan Associates



These documents are intended to illustrate design intent, and should only be used as a general guideline. No information contained here should be construed as engineered elements. The fabricator/contractor shall be responsible for all engineering and specifications with regard to structural, electrical, mechanical, foundation and installation. Information and illustrations contained here are part of an original unpublished design by Labozan Associates, Inc. Detailing and information contained on these pages shall not be reproduced, copied or utilized in any way except for the specific project for which they were created without previous written authorization from Labozan Associates, Inc.


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Seattle-Tacoma International Airport


SIGNAGE MASTER PLAN VOLUME 1: Terminal and Concourses


100% SUBMITTAL

Issue Date: 07.10.2020

REV :

REV :

REV :

REV :

3.2 BAGGAGE LEVEL MESSAGE SCHEDULE

(8 of 25)

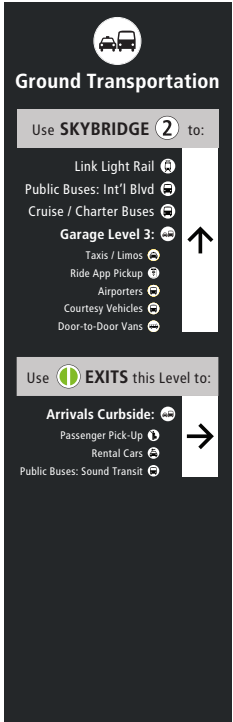
Sheet: 3-10



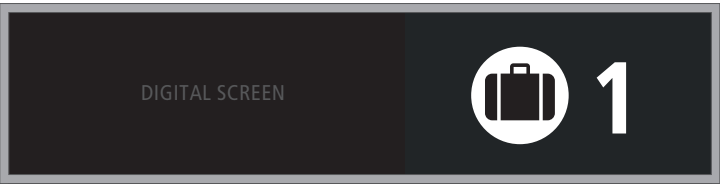
Side A



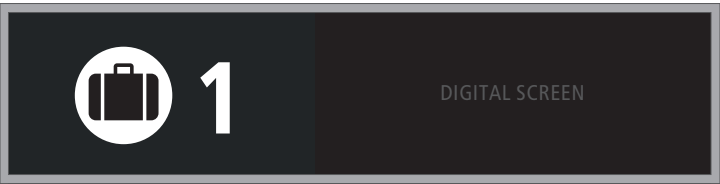
Side A



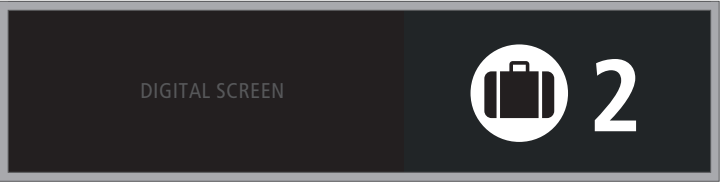
Side A



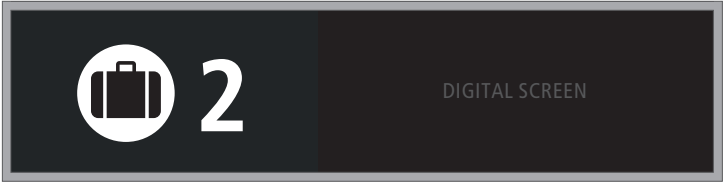
Side B



Side A

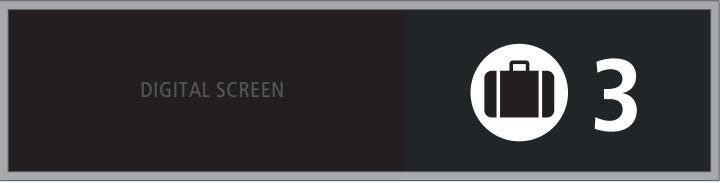


Side B

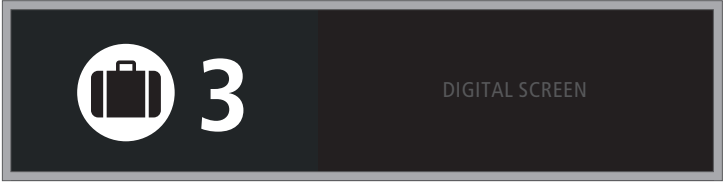


Notes:  
- Field verify mounting height and location.

Side A

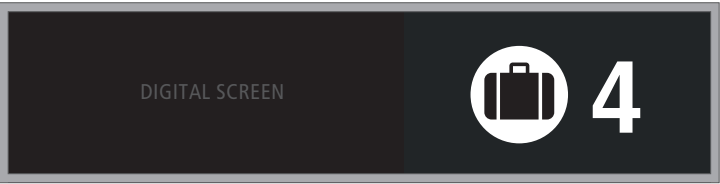


Side B

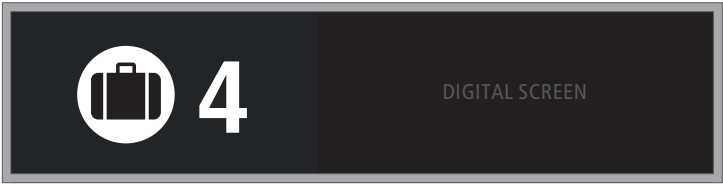


Notes:  
- Field verify mounting height and location.

Side A

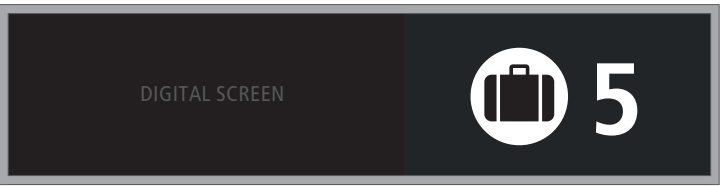


Side B

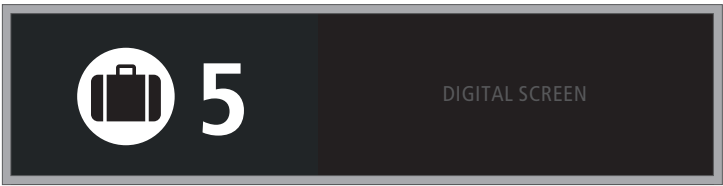


Notes:  
- Field verify mounting height and location.

Side A

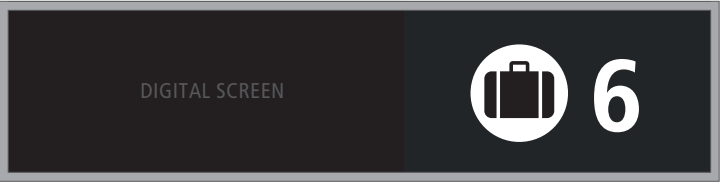


Side B

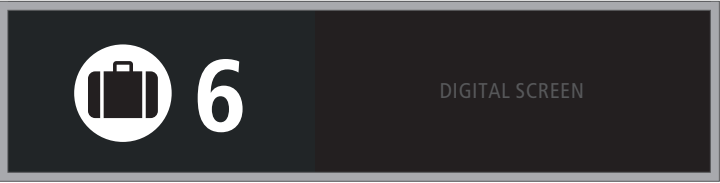


Notes:  
- Field verify mounting height and location.

Side A

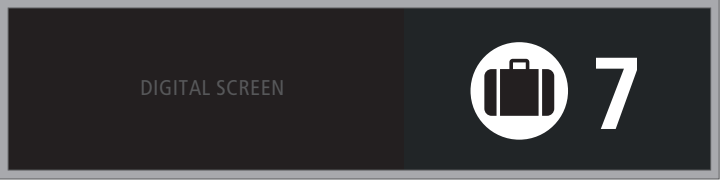


Side B

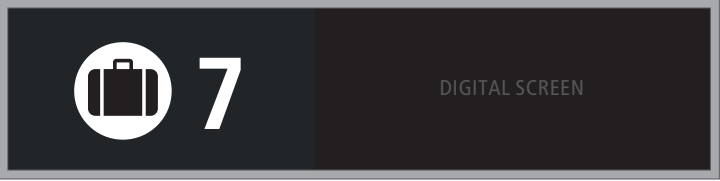


Notes:  
- Field verify mounting height and location.

Side A

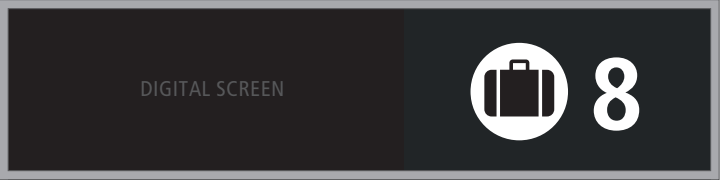


Side B

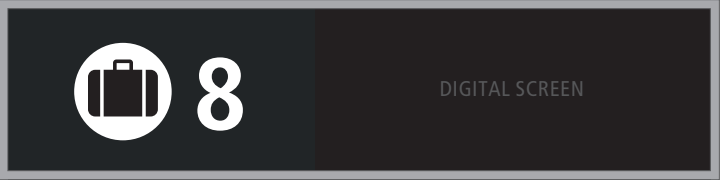


Notes:  
- Field verify mounting height and location.

Side A

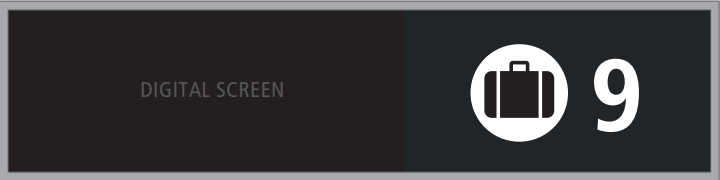


Side B

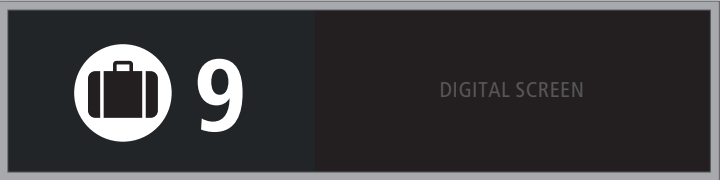


Notes:  
- Field verify mounting height and location.

Side A



Side B



Notes:  
- Field verify mounting height and location.

Side A



Side B



Side A



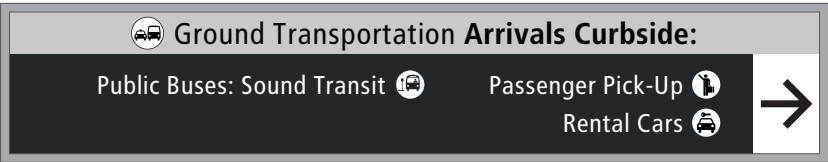
Side B



Side A



Side A



Side A

Ground Transportation Arrivals Curbside:

←

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

↑

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A

Ground Transportation Arrivals Curbside:

↑

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

→

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A

↑

Baggage Claim 1-9

Notes:

Side A

↑

Baggage Claim 10-16

Notes:



Notes:  
Confirm Ground Transportation  
services prior to fabrication and  
install.

Side A

UP to:

↑

Ticketing/Check-In

All Gates

UP to: SKYBRIDGE 3

↑

P

Parking

Link Light Rail

Public Buses

Ground Transportation:

Garage Level 3

Elevator

→

Side B

Notes:  
Confirm Ground Transportation  
services prior to fabrication and  
install.

Side A

Ground Transportation

Use SKYBRIDGE 3 to:

Link Light Rail

Public Buses: Int'l Blvd

Cruise / Charter Buses

Garage Level 3:

Taxis / Limos

Ride App Pickup

Airporters

Courtesy Vehicles

Door-to-Door Vans

↑

Use EXITS this Level to:

Arrivals Curbside:

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

→

Notes:  
- Field verify mounting height and  
location.:

Side A

DIGITAL SCREEN

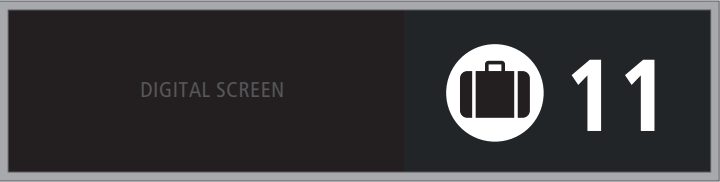
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Side B

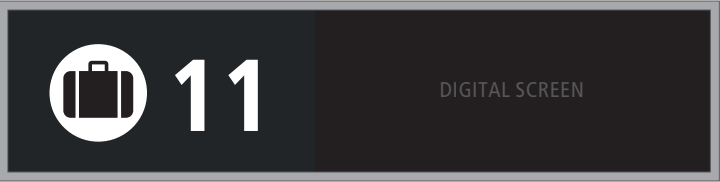
10

DIGITAL SCREEN

Side A



Side B

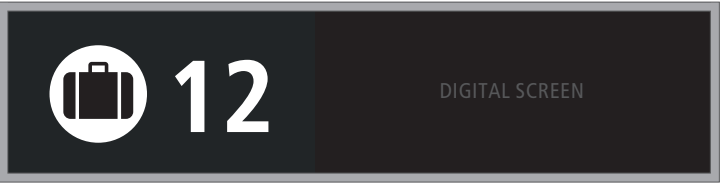


Notes:  
- Field verify mounting height and location.

Side A



Side B



Notes:  
- Field verify mounting height and location.

Side A



Side B



Notes:

Side A



Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Notes:  
Confirm Ground Transportation services prior to fabrication and install.

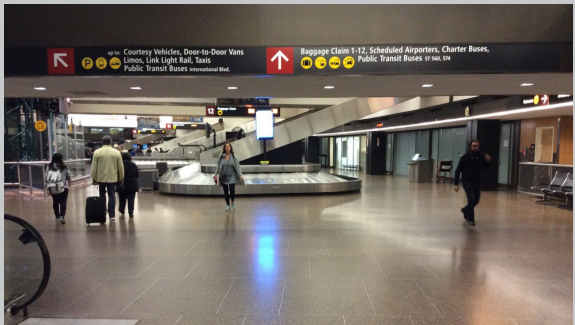
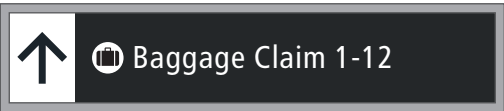
Side A



Existing Conditions

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Existing Conditions

Notes:

Side A

↑

🛫

Baggage Claim 13-16

Side A

🚌

Ground Transportation

Use SKYBRIDGE 4 to:

Link Light Rail

Public Buses: Int'l Blvd

Cruise / Charter Buses

Garage Level 3:

Taxis / Limos

Ride App Pickup

Airporters

Courtesy Vehicles

Door-to-Door Vans

↑

Use EXITS this Level to:

Arrivals Curbside:

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

→

Side A

↗ UP to:

↑

🛫

Ticketing/Check-In

✈

All Gates

↗ UP to: SKYBRIDGE 4

↑

P

Parking

🚊

Link Light Rail

🚌

Public Buses

🚌

Ground Transportation: Garage Level 3

Elevator

🚶

→

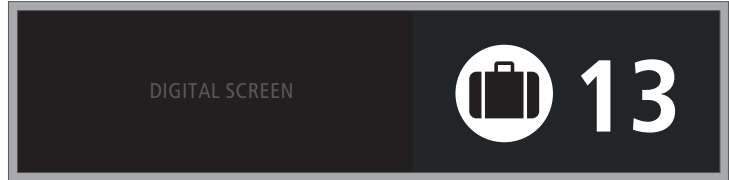
Side B

3.2 BAGGAGE LEVEL MESSAGE SCHEDULE

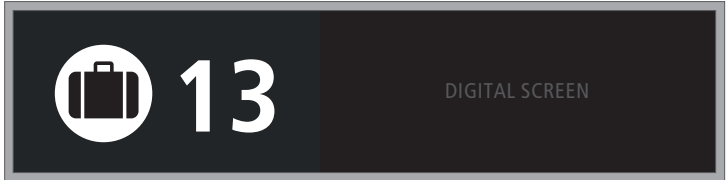
(17 of 25)

Sheet: 3-19

Side A

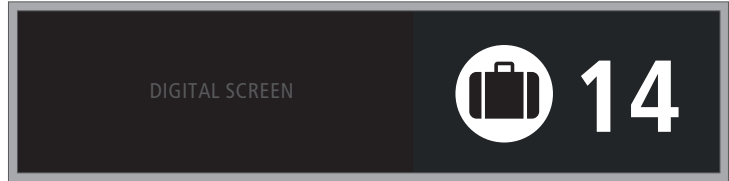


Side B

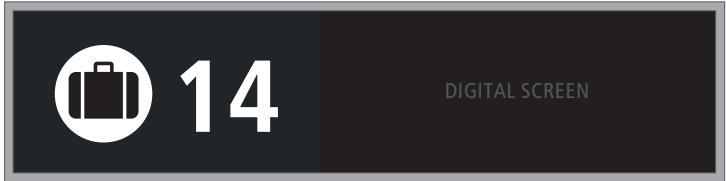


Notes:  
- Field verify mounting height and location.

Side A



Side B



Notes:  
- Field verify mounting height and location.

Side A



Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Notes:  
Confirm Ground Transportation services prior to fabrication and install.

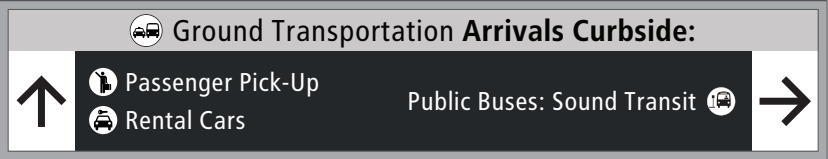


Side A



Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Side B



Notes:

Side A



Side B

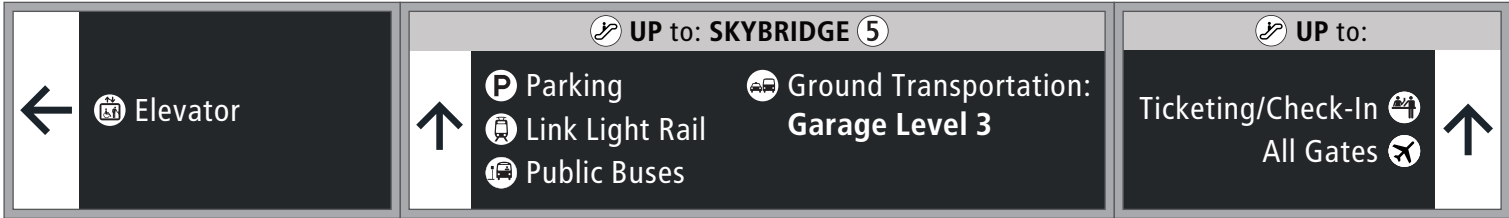


Notes:

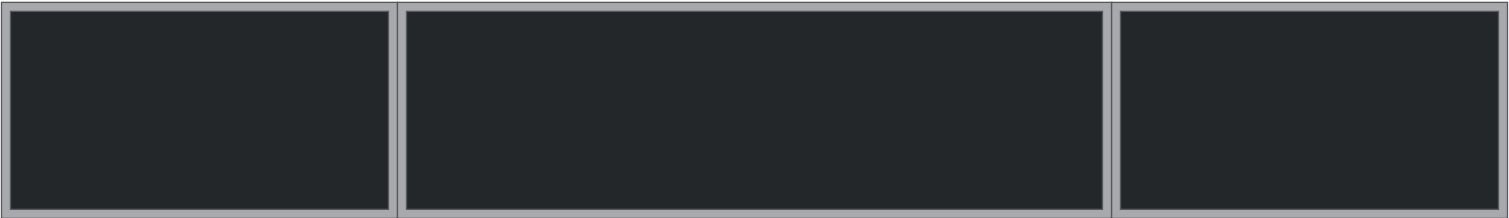
Side A



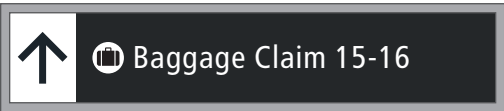
Side A



Side B



Side A



Side A



Side B



Side A

Ground Transportation

Use SKYBRIDGE 5 to:

Link Light Rail

Public Buses: Int'l Blvd

Cruise / Charter Buses

Garage Level 3:

Taxis / Limos

Ride App Pickup

Airporters

Courtesy Vehicles

Door-to-Door Vans

Use EXITS this Level to:

Arrivals Curbside:

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm Ground Transportation services prior to fabrication and install.

Side A

DIGITAL SCREEN

15

Side B

15

DIGITAL SCREEN

Notes:  
- Field verify mounting height and location.

Side A

DIGITAL SCREEN

16

Side B

16

DIGITAL SCREEN



Existing Conditions

Notes:  
- Field verify mounting height and location.

Side A

Ground Transportation Arrivals Curbside:

←

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

↑

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A

Ground Transportation Arrivals Curbside:

↑

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

→

Notes:  
Confirm Ground Transportation services prior to fabrication and install.

Side A



Side B



Notes:

Side A

Ground Transportation Arrivals Curbside:

Public Buses: Sound Transit

Passenger Pick-Up

Rental Cars

→

UP to:

All Gates

Ticketing / Check-In

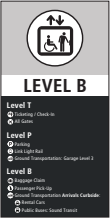
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Notes:  
Confirm Ground Transportation services prior to fabrication and install.





Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

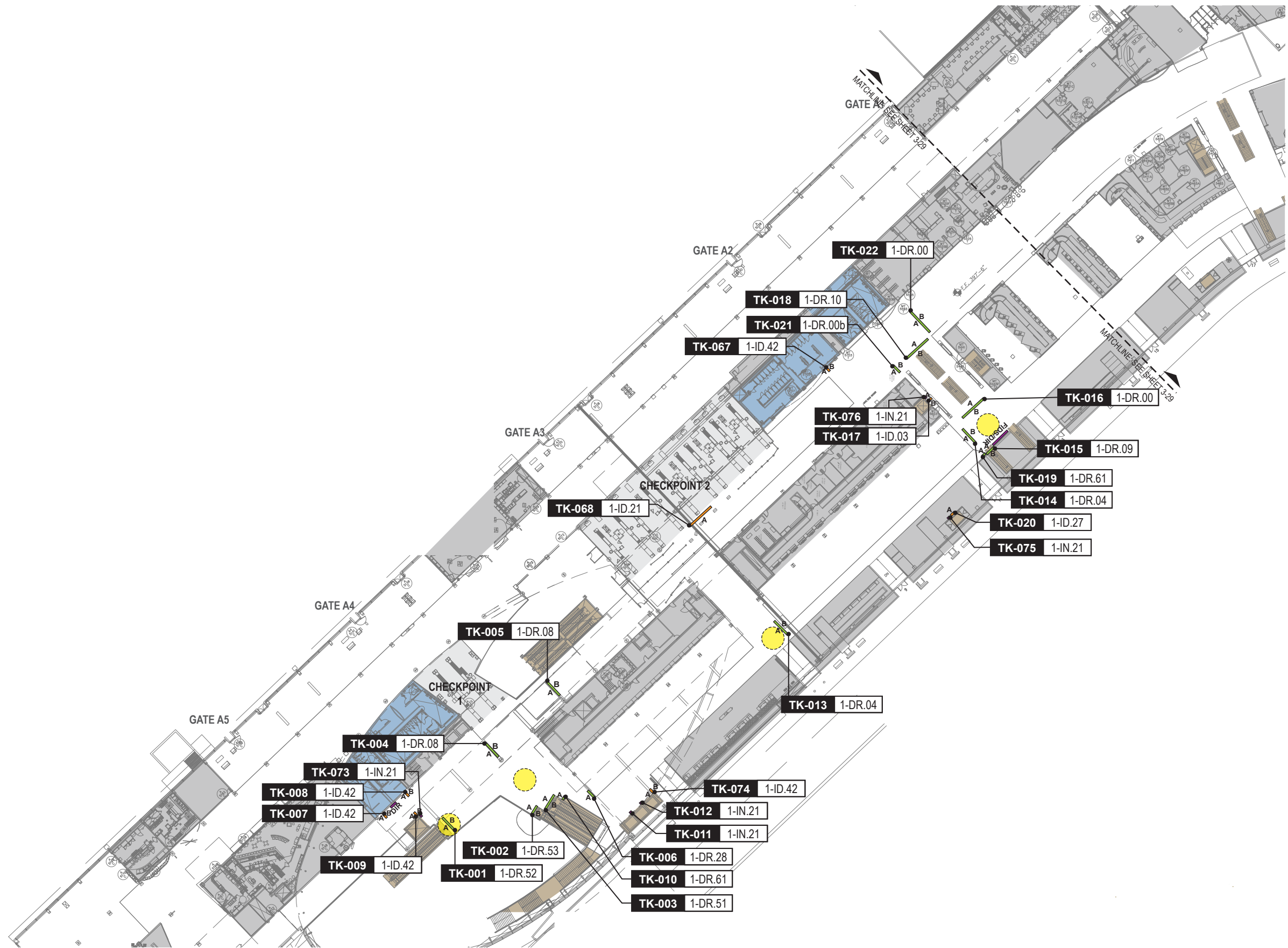
Side A



Notes:

- Confirm directory listings prior to fabrication and install.
- Field verify mounting location.

**END OF BAGGAGE LEVEL MESSAGE SCHEDULE**



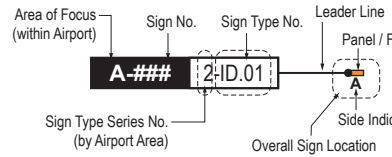
#### GENERAL NOTES

- Sign locations & orientations shown here are approximations based on the most current plan drawings as provided to the designer by SEA at the time of this document's completion. These sign locations are for general design intent & wayfinding planning purposes only. They should not be construed or deemed as absolute or final locations. Field verification, marking & documentation of each final location is to be performed by the Fabricator/Installer & coordinated with SEA staff & wayfinding design consultants for final approval.
- All final install locations must be marked and verified in the field for proper structural integrity, adequate line of sight, utilities / property-line / other existing signage interferences & must be in complete compliance with all local, state and national codes prior to fabrication or installation.
- Adjustments to the sign locations shown in these drawings must be documented by the Fabricator/Installer, and provided to SEA staff & wayfinding design consultants for final approval.

**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are **NOT** in scope.

#### SIGN LOCATION ANNOTATION LEGEND

##### TERMINAL/CONCOURSE ANNOTATION



##### CODE DEFINITIONS:

Sign Type:	Sign Type Series No. (by Airport Area):
DR.xx = Directional	1- = Terminals/Concourses
ID.xx = Identification	2- = Curbside / Ground Trans.
IN.xx = Informational	3- = Parking
	4- = Roadway

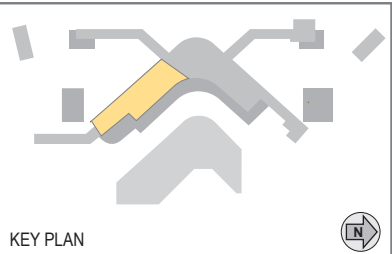
Decision Points:	Airport Area:
Primary	A = Concourse A
Reinforcement	B = Concourse B
	C = Concourse C
	D = Concourse D
	N = North Satellite
	S = South Satellite
	TM = Terminal (Ticketing Level)
	BG = Baggage Level
	SB = Skybridge Level
	STA = A Station
	STD = D Station
	STN = N Station
	STS = S Station

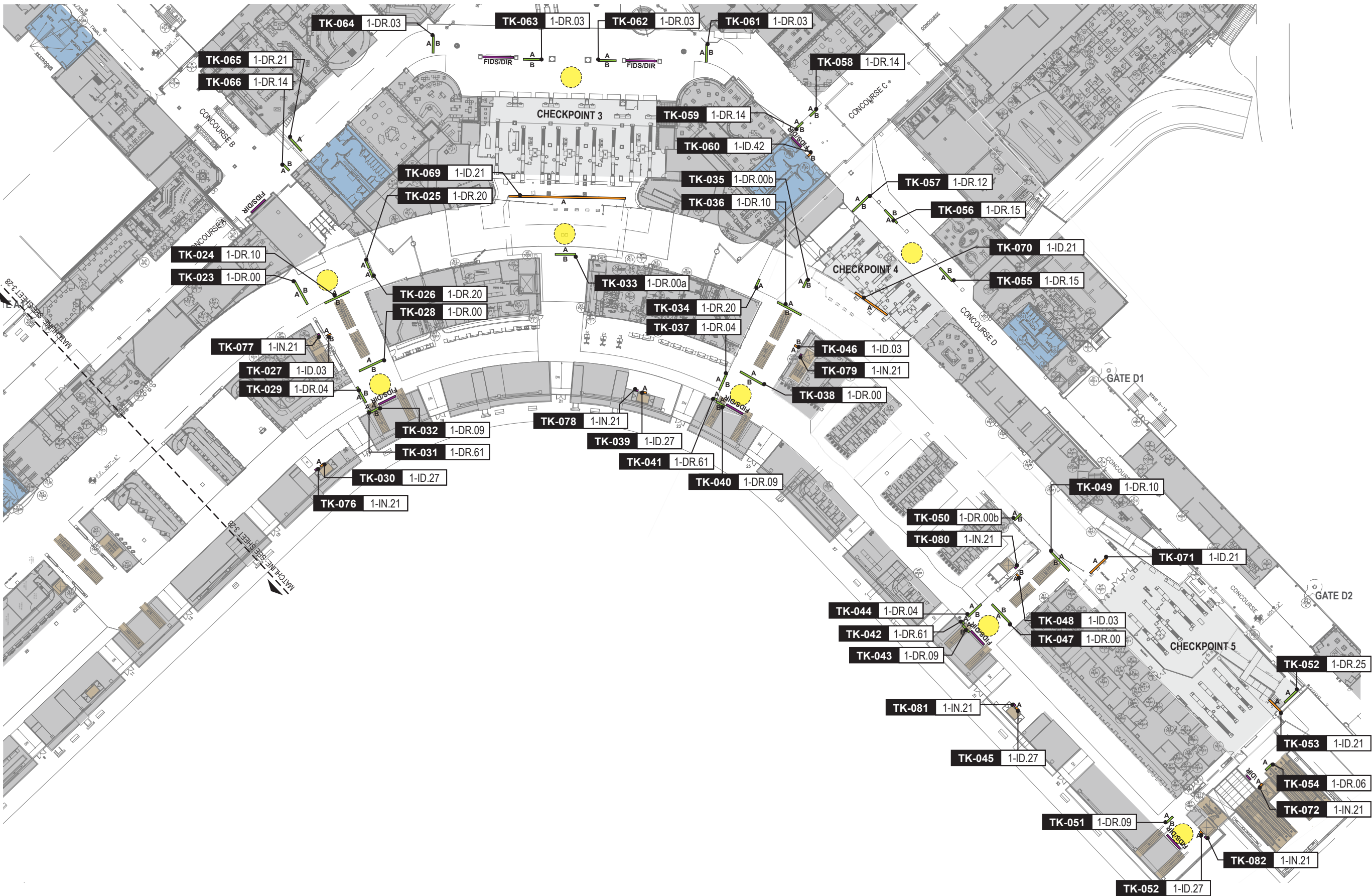
Circulation:
Vertical Public (Elevators/Escalators)
Not In Scope
Public Restrooms

#### TICKETING LEVEL

1" = 75'



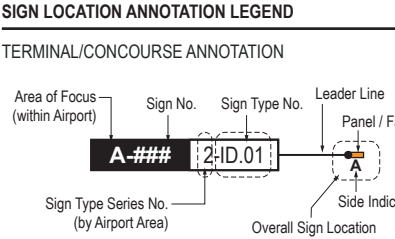




**GENERAL NOTES**

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**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are **NOT** in scope.



**CODE DEFINITIONS:**

**Sign Type:**

- DR.xx = Directional
- ID.xx = Identification
- IN.xx = Informational

**Sign Type Series No. (by Airport Area):**

- 1- = Terminals/Concourses
- 2- = Curbside / Ground Trans.
- 3- = Parking
- 4- = Roadway

**Decision Points:**

- Primary (Yellow circle)
- Reinforcement (Yellow circle with dot)

**Circulation:**

- Vertical Public (Elevators/Escalators) (Brown rectangle)
- Not In Scope (Grey rectangle)
- Public Restrooms (Blue rectangle)

**Airport Area:**

- A = Concourse A
- B = Concourse B
- C = Concourse C
- D = Concourse D
- N = North Satellite
- S = South Satellite
- TM = Terminal (Ticketing Level)
- BG = Baggage Level
- SB = Skybridge Level
- STA = A Station
- STD = D Station
- STN = N Station
- STS = S Station





Side A

Passenger Pick-Up

Public Buses: Sound Transit

Baggage Claim

Rental Cars

Side B

Ticketing / Check-In

All Gates



Existing Conditions

Notes:

Side A

Baggage Claim

Passenger Pick-Up

Rental Cars

Side B



Existing Conditions

Notes:

Side A

Elevators

Parking

Ground Transportation

Side B



Existing Conditions

Notes:

Side A

Ticketing / Check-In

Parking

Baggage Claim

Ground Transportation

Side B

Baggage Claim

Ground Transportation

Ticketing / Check-In

Parking



Existing Conditions

Notes:



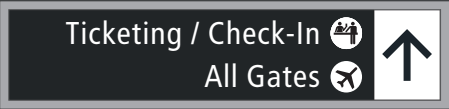
Side A



Side B



Side A



Existing Conditions

Side A



Side B



Side A



Side B



Side A



Side B



Notes:

Side A

Escalator DOWN to:

- Link Light Rail
- Public Buses: Int'l Blvd
- Cruise/Charter Buses
- Garage Level 3:
  - Ride App Pickup
  - Taxis/Limos
  - Airporters
  - Courtesy Vehicles
  - Door-to-Door Vans
- Arrivals Curbside:
  - Passenger Pick-Up
  - Rental Cars
  - Public Buses: Sound Transit



Existing Conditions

Notes:  
-Confirm ground transportation services prior to install.

Side A

LEVEL T

Level T

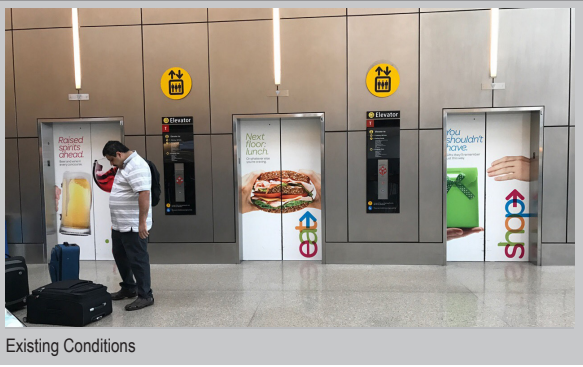
- Link Light Rail
- Public Buses: Int'l Blvd
- Cruise/Charter Buses
- Garage Level 3:
  - Ride App Pickup
  - Taxis/Limos
  - Airporters
  - Courtesy Vehicles
  - Door-to-Door Vans
- Arrivals Curbside:
  - Passenger Pick-Up
  - Rental Cars
  - Public Buses: Sound Transit



Existing Conditions

Notes:

Side A

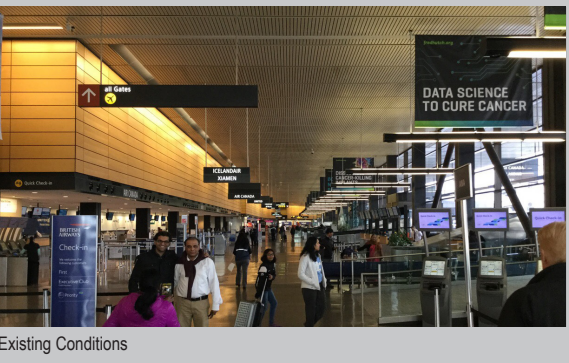


Notes:

Side A

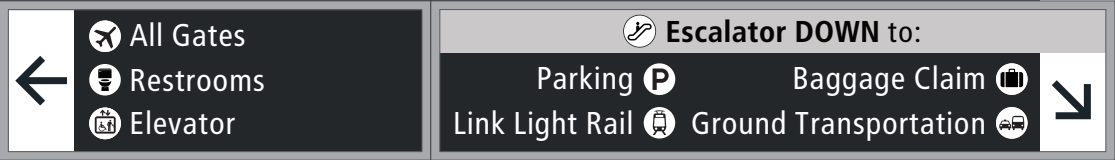


Side B

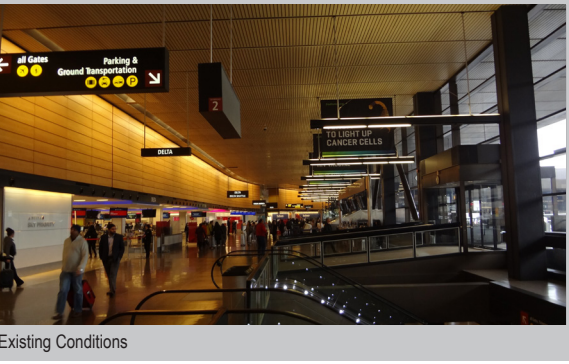
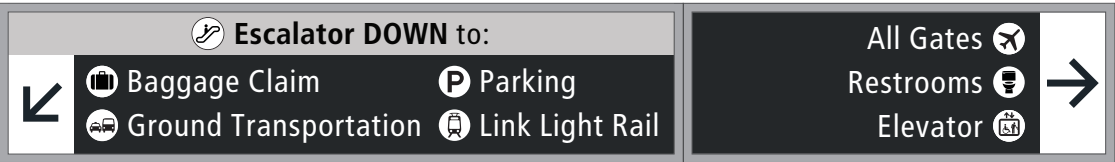


Notes:

Side A

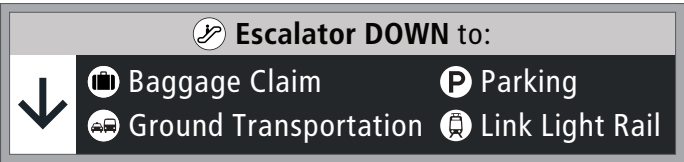


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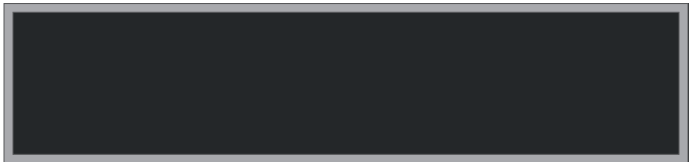


Notes:

Side A

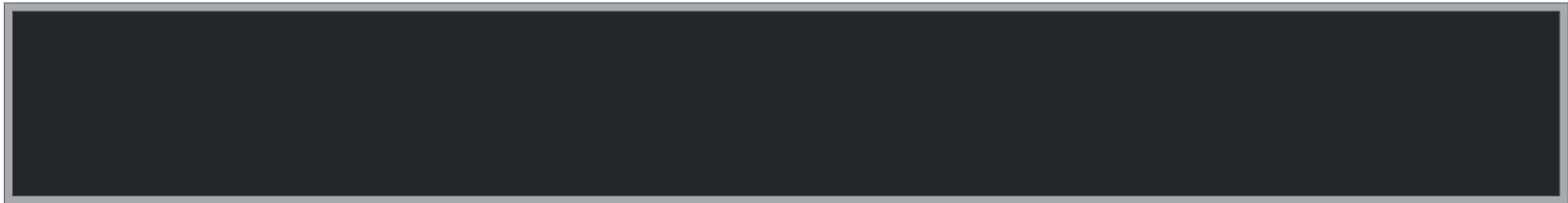


Side B

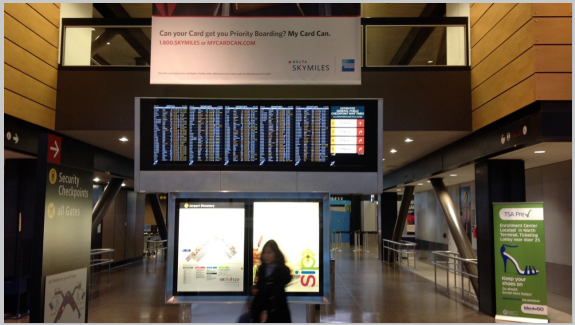


Notes:

Side A



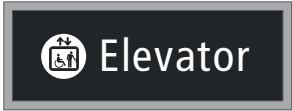
Side B



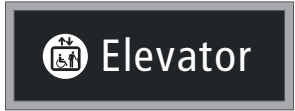
Existing Conditions

**Notes:**  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

Side A

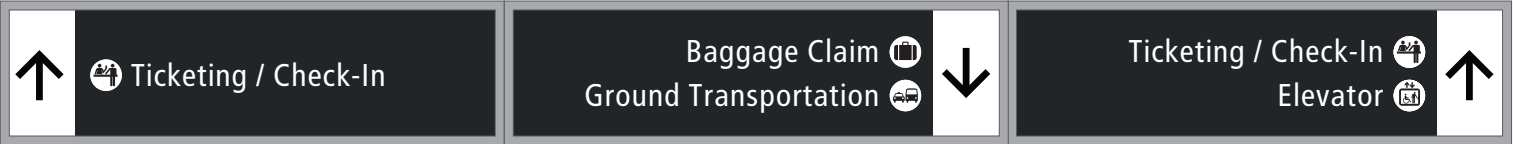


Side B



Notes:

Side A



Side B



Existing Conditions

**Notes:**  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

Side A

↙

Escalator DOWN to:

Link Light Rail

Public Buses: Int'l Blvd

Cruise/Charter Buses

Garage Level 3:

Ride App Pickup

Taxis/Limos

Airporters

Courtesy Vehicles

Door-to-Door Vans

Arrivals Curbside:

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install.

TK-0201-ID.27

Side A

Elevator

Notes:  
- Field verify dimensions.

TK-0211-DR.08

Side A

Side B

Checkpoint 2

CLOSED

Proceed to Checkpoints 345

↘

Existing Conditions

Notes:  
- Confirm digital content with SEA; messaging shown is for placeholder/example purposes only.

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SEA

Seattle-Tacoma International Airport

SIGNAGE MASTER PLAN VOLUME 1: Terminal and Concourses

100% SUBMITTAL

Issue Date: 07.10.2020

REV. Δ:

REV. Δ:

REV. Δ:

REV. Δ:

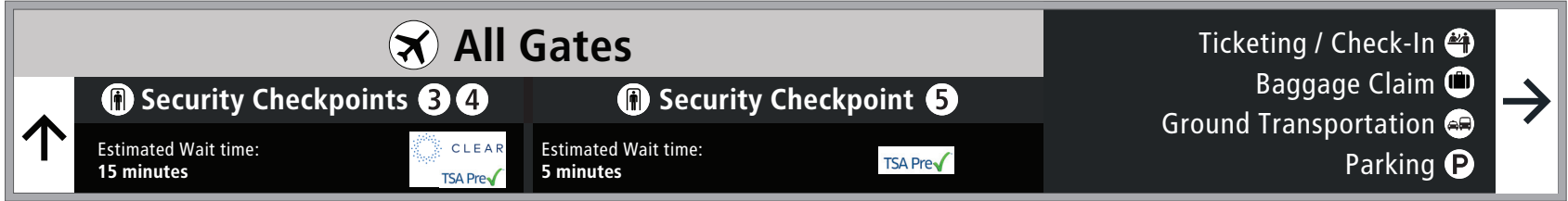
3.4 TERMINAL (TICKETING LEVEL) MESSAGE SCHEDULE

(6 of 24)

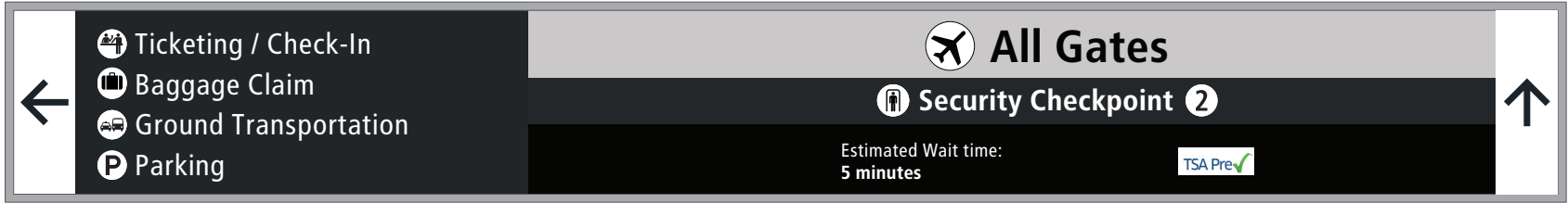
Sheet: 3-35



Side A

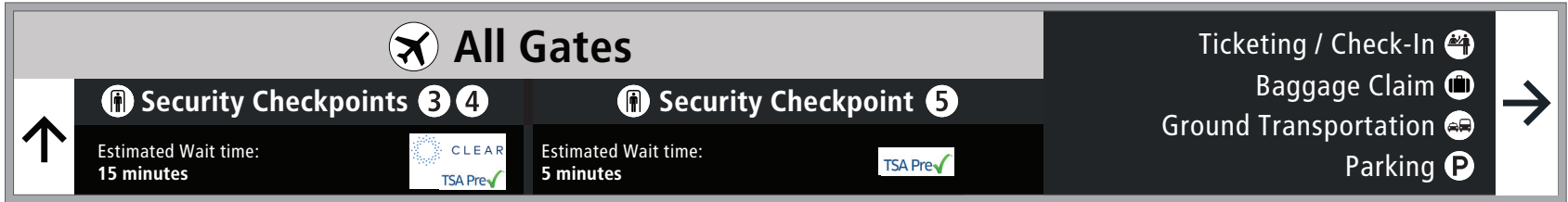


Side B

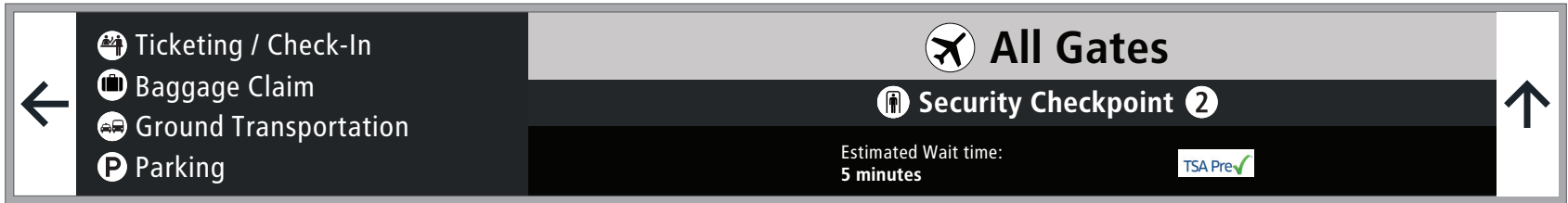


Notes:  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

Side A



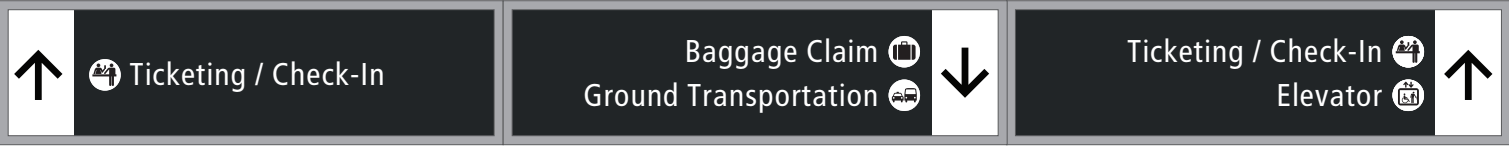
Side B



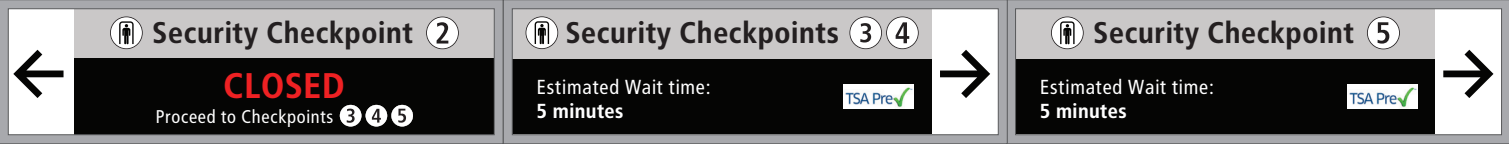
Existing Conditions

Notes:  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

Side A



Side B



Notes:  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

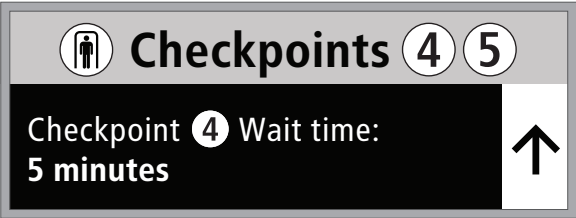
Side A



Existing Conditions

Notes:  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

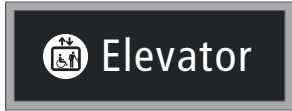
Side A



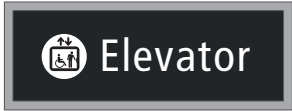
Existing Conditions

Notes:  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

Side A



Side B



Notes:

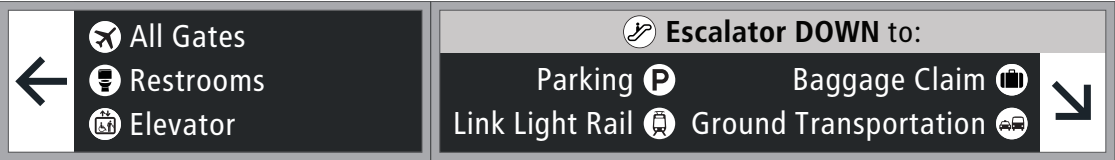
Side A



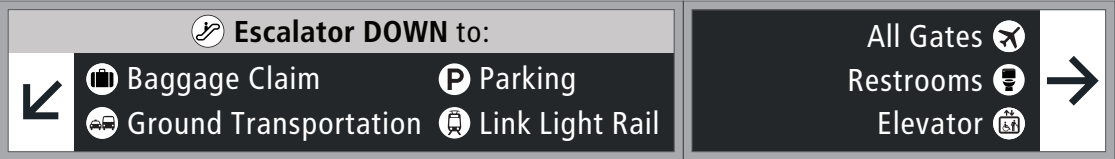
Side B



Side A



Side B



Side A



Side A

↙

Escalator DOWN to:

Link Light Rail

Public Buses: Int'l Blvd

Cruise/Charter Buses

Garage Level 3:

Ride App Pickup

Taxis/Limos

Airporters

Courtesy Vehicles

Door-to-Door Vans

Arrivals Curbside:

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install.

TK-0321-DR.09

Side A

Escalator DOWN to:

↓

Baggage Claim

Ground Transportation

P

Link Light Rail

Side B

Notes:

TK-0331-DR.00a

Side A

↑

Baggage Claim

Ground Transportation

Ticketing / Check-In

Parking

↑

Side B

All Gates

←

Security Checkpoint 2

CLOSED

Proceed to Checkpoints 3 4 5

Security Checkpoints 4 5


Estimated Wait time: 5 minutes


TSA Pre✓

→

Existing Conditions


Notes:  
- Confirm digital content with SEA; messaging shown is for placeholder/example purposes only.

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SIGNAGE MASTER PLAN VOLUME 1: Terminal and Concourses


100% SUBMITTAL

Issue Date: 07.10.2020

REV  :

REV  :

REV  :

REV  :

3.4 TERMINAL (TICKETING LEVEL) MESSAGE SCHEDULE

(10 of 24)

Sheet: 3-39

Side A

Checkpoints 23

Checkpoint 2 Wait time:  
5 minutes

↑



Existing Conditions

Notes:  
- Confirm digital content with SEA; messaging shown is for placeholder/example purposes only.

Side A

Checkpoint 4

Estimated Wait time:  
5 minutes

TSA Pre✓

↓

Side B



Existing Conditions

Notes:  
- Confirm digital content with SEA; messaging shown is for placeholder/example purposes only.  
- Field verify to determine ideal mounting location.

Side A

↑

Ticketing / Check-In

Baggage Claim  
Ground Transportation

↓

Ticketing / Check-In  
Elevator

↑

Side B

←

Security Checkpoints 23

CLOSED

Proceed to Checkpoints 45

Security Checkpoint 4

Estimated Wait time:  
5 minutes

TSA Pre✓

↑

Security Checkpoint 5

Estimated Wait time:  
5 minutes

TSA Pre✓

→

Notes:  
- Confirm digital content with SEA; messaging shown is for placeholder/example purposes only.

Side A

←

All Gates  
Restrooms  
Elevator

Escalator DOWN to:

Parking P  
Link Light Rail

Baggage Claim  
Ground Transportation

↘

Side B

↙

Escalator DOWN to:

Baggage Claim  
Ground Transportation

Parking  
Link Light Rail

All Gates  
Restrooms  
Elevator

→

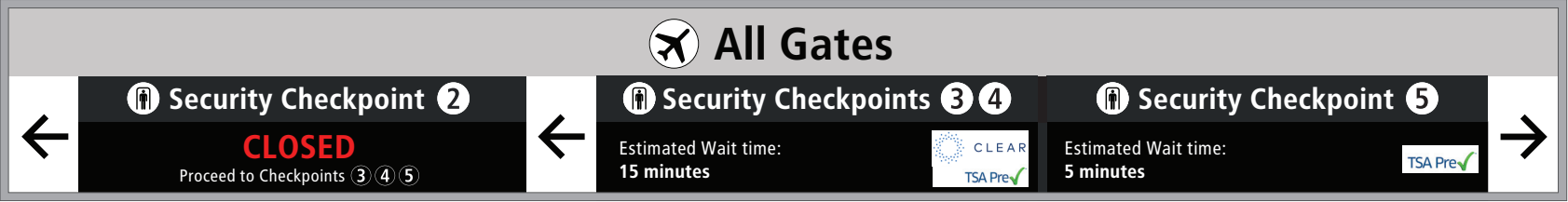
Notes:

Side A



Notes:  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

Side B

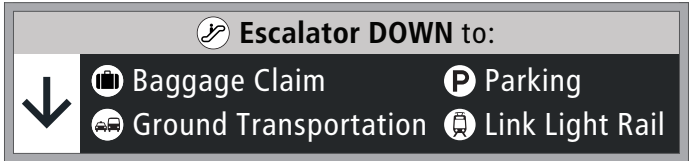


Side A

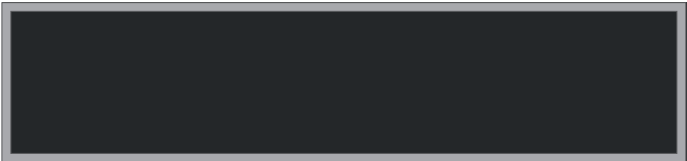


Notes:

Side A



Side B



Notes:



Side A

↙

Escalator DOWN to:

Link Light Rail

Public Buses: Int'l Blvd

Cruise/Charter Buses

Garage Level 3:

Ride App Pickup

Taxis/Limos

Airporters

Courtesy Vehicles

Door-to-Door Vans

Arrivals Curbside:

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install.

TK-0421-DR.61

Side A

↙

Escalator DOWN to:

Link Light Rail

Public Buses: Int'l Blvd

Cruise/Charter Buses

Garage Level 3:

Ride App Pickup

Taxis/Limos

Airporters

Courtesy Vehicles

Door-to-Door Vans

Arrivals Curbside:

Passenger Pick-Up

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install.

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SEA


Seattle-Tacoma International Airport


SIGNAGE MASTER PLAN VOLUME 1: Terminal and Concourses


100% SUBMITTAL

Issue Date: 07.10.2020

REV. :

REV. :

REV. :

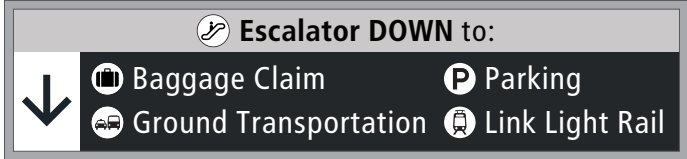
REV. :

3.4 TERMINAL (TICKETING LEVEL) MESSAGE SCHEDULE

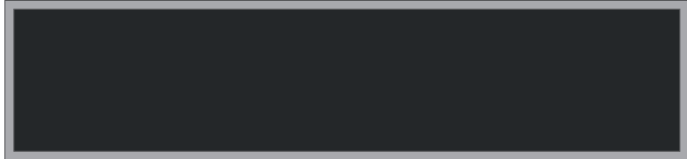
(13 of 24)

Sheet: 3-42

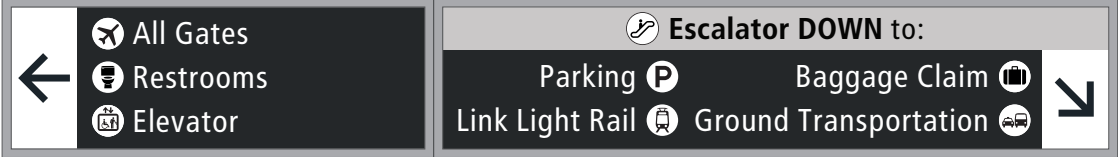
Side A



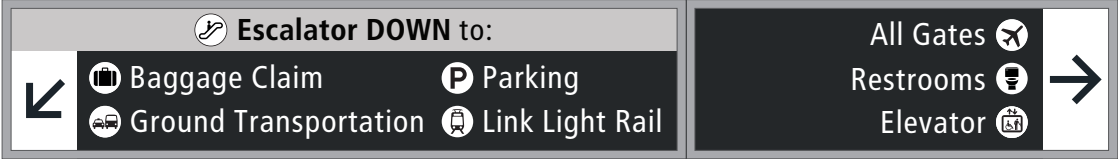
Side B



Side A



Side B

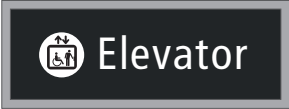


Existing Conditions

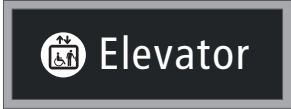
Side A



Side A



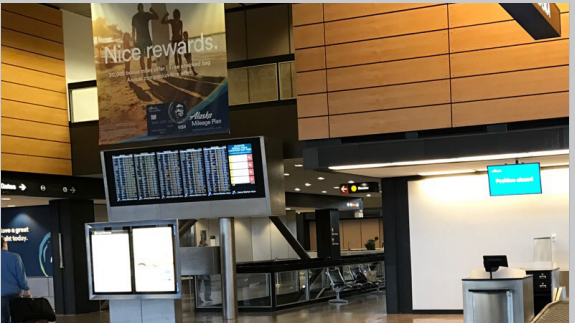
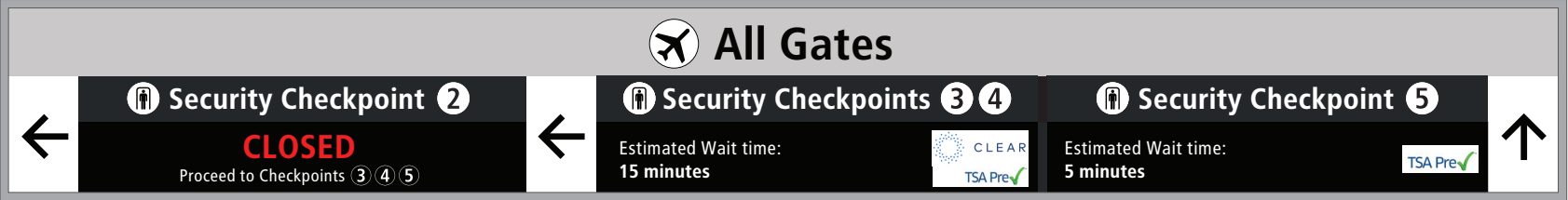
Side B



Side A



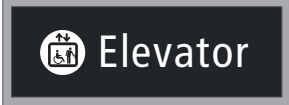
Side B



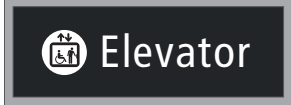
Existing Conditions

Notes:  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

Side A

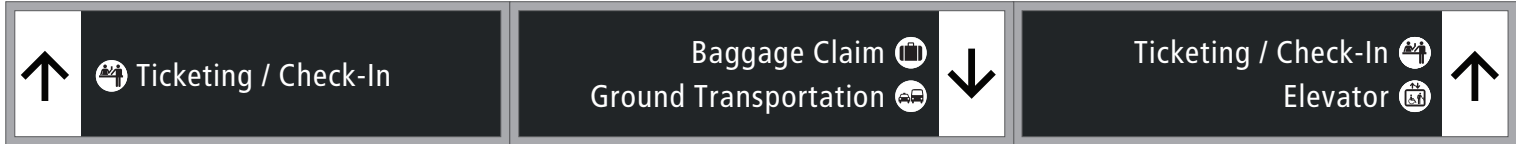


Side B

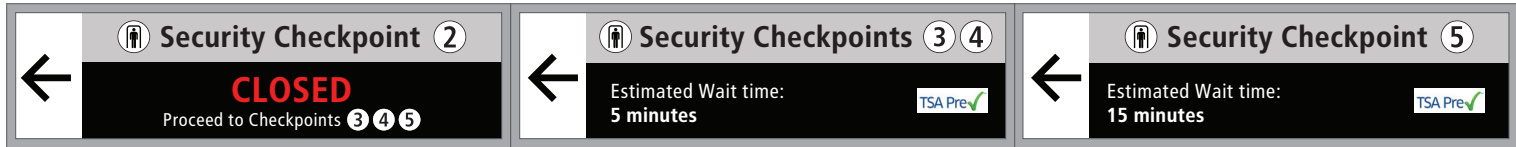


Notes:

Side A



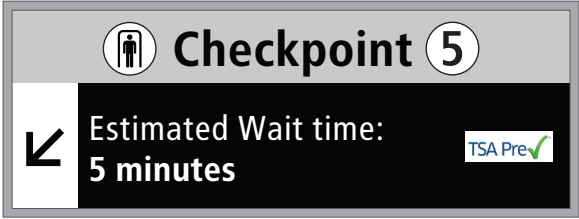
Side B



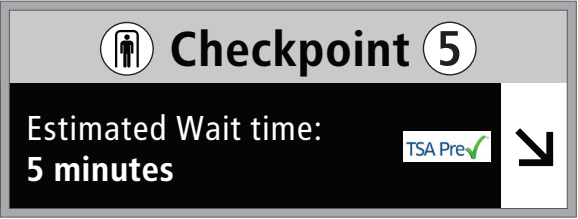
Existing Conditions

Notes:  
- Confirm digital content with SEA;  
messaging shown is for  
placeholder/example purposes  
only.

Side A



Side B

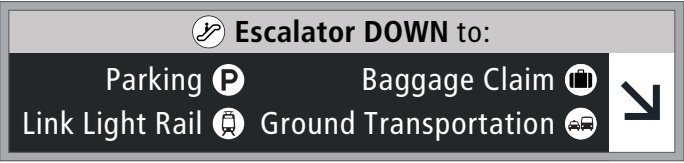


Existing Conditions

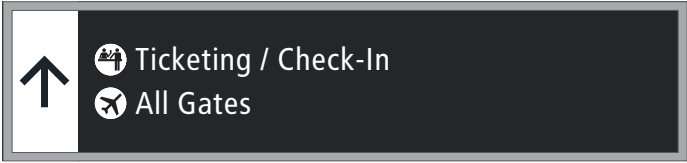
Notes:

- Confirm digital content with SEA; messaging shown is for placeholder/example purposes only.
- Field verify to determine ideal mounting location.

Side A

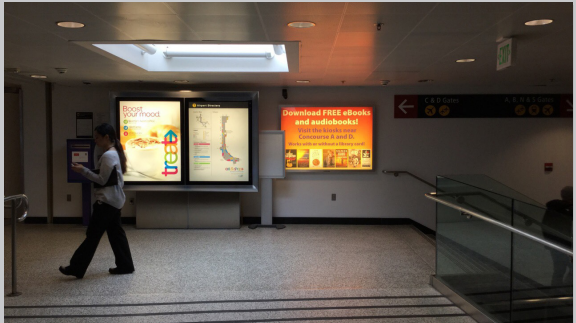


Side B



Notes:

Side A



Existing Conditions

Notes:

- Relocate existing advertising.

Side A



Existing Conditions

Notes:

- Sign width to span width of soffit; field verify.
- Center text and symbols over entrance.

Side A



Existing Conditions

Notes:

Side A



Side B



Notes:  
- Field verify mounting conditions.

Side A

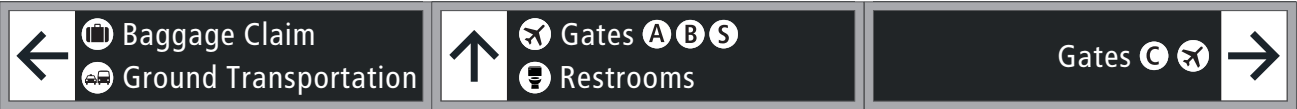


Side B

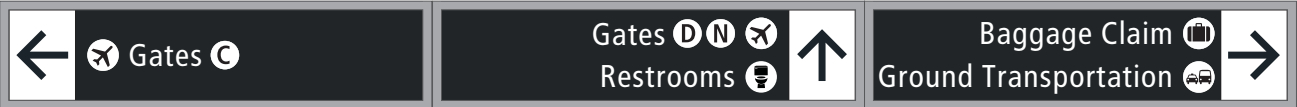


Notes:  
- Field verify mounting conditions.

Side A



Side B

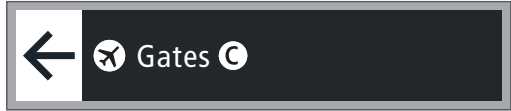


Existing Conditions

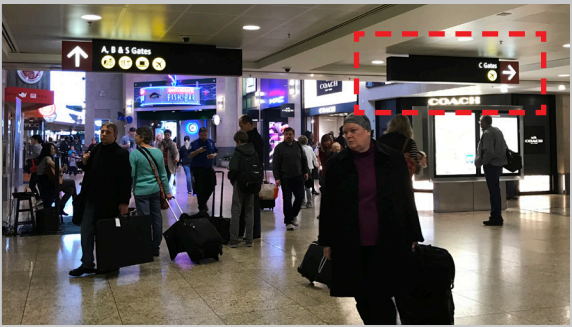
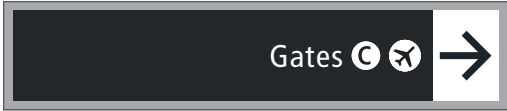
Notes:  
- Field verify mounting conditions.



Side A



Side B



Existing Conditions

Notes:

Side A



Side B



Existing Conditions

Notes:

Side A



Side B



Notes:  
- Field verify mounting conditions.

Side A



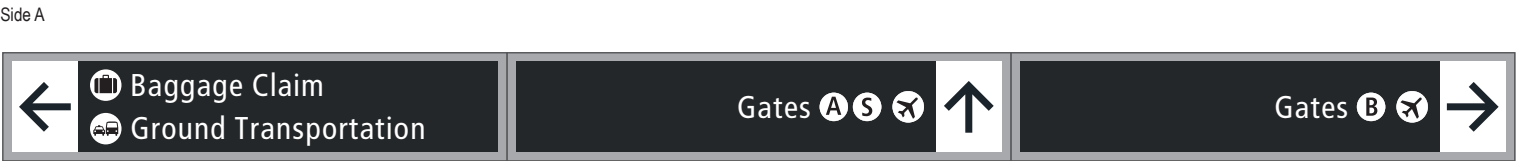
Side B



Existing Conditions

Notes:  
- Field verify mounting location and conditions.





Side A



Side B



Existing Conditions

Notes:

Side A



Side B



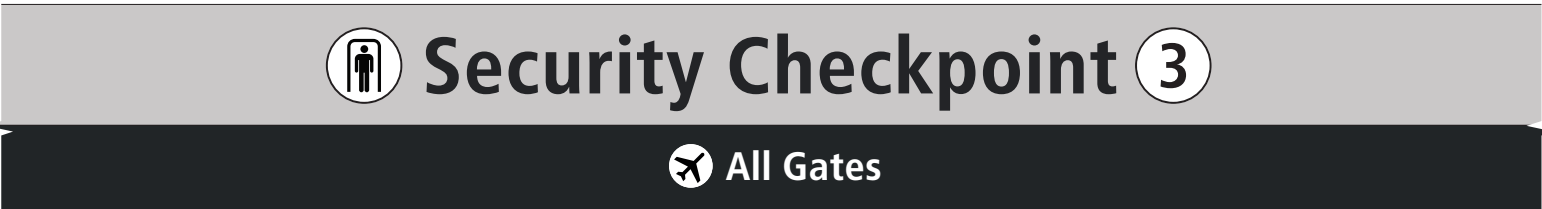
Notes:

Side A



Notes:  
- Field verify sign location and dimensions.

Side A



Notes:  
- Field verify sign location and dimensions.



# Security Checkpoint 4



All Gates



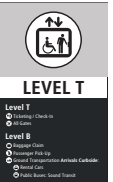
# Security Checkpoint 5



All Gates



Existing Conditions



Side A

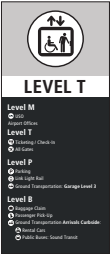


Side B



Notes:  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



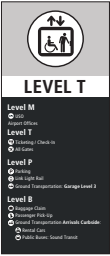
Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



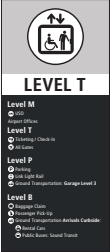
Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



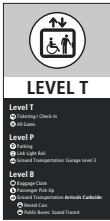
Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.



Side A



Notes:

- Confirm directory listings prior to fabrication and install.
- Field verify mounting location.

## END OF TICKETING LEVEL MESSAGE SCHEDULE

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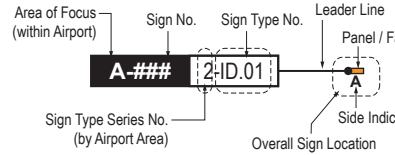
GENERAL NOTES

- Sign locations & orientations shown here are approximations based on the most current plan drawings as provided to the designer by SEA at the time of this document's completion. These sign locations are for general design intent & wayfinding planning purposes only. They should not be construed or deemed as absolute or final locations. Field verification, marking & documentation of each final location is to be performed by the Fabricator/Installer & coordinated with SEA staff & wayfinding design consultants for final approval.
- All final install locations must be marked and verified in the field for proper structural integrity, adequate line of sight, utilities / property-line / other existing signage interferences & must be in complete compliance with all local, state and national codes prior to fabrication or installation.
- Adjustments to the sign locations shown in these drawings must be documented by the Fabricator/Installer, and provided to SEA staff & wayfinding design consultants for final approval.

**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are NOT in scope.

SIGN LOCATION ANNOTATION LEGEND

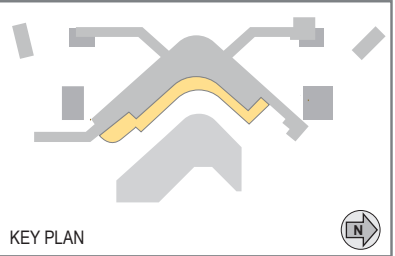
TERMINAL/CONCOURSE ANNOTATION



CODE DEFINITIONS:

- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Decision Points:**
- Primary
  - Reinforcement
- Circulation:**
- Vertical Public (Elevators/Escalators)
  - Not In Scope
  - Public Restrooms
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station

SKYBRIDGE LEVEL  
1" = 100'

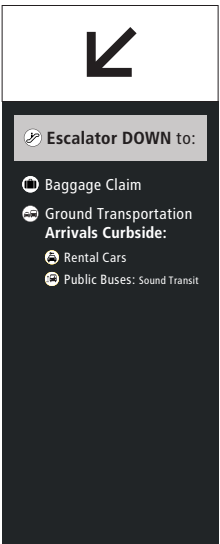


Side A



Notes:  
- Each Skybridge entrance is unique; field verify dimensions and mounting requirements.  
- Confirm ground transportation services prior to install.

Side A



Notes:  
-Confirm ground transportation services prior to install.

Side A

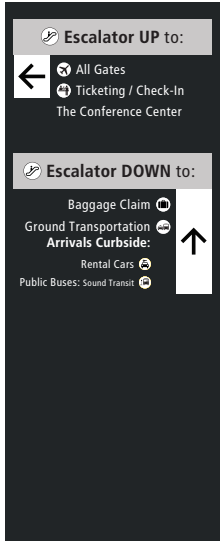


Side B



Notes:

Side A



Notes:  
-Confirm ground transportation services prior to install.

Side A



Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

Side A



Notes:  
- Each Skybridge entrance is unique; field verify dimensions and mounting requirements.  
- Confirm ground transportation services prior to install.

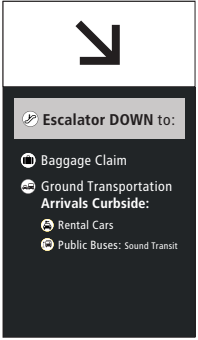
Side A



Existing Conditions

Notes:  
-Confirm ground transportation services prior to install.

Side A





Side A

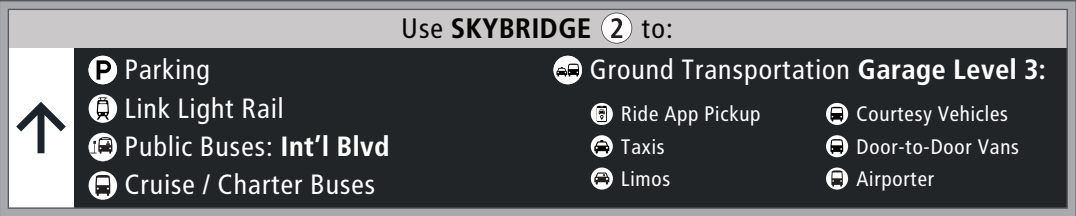


Side B

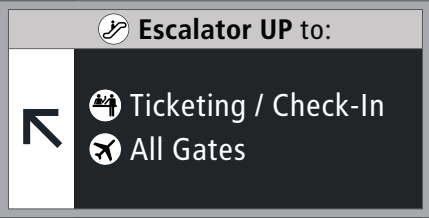


Notes:  
- Confirm ground transportation services prior to install.

Side A



Side A



Side A

→

Escalator DOWN to:

Baggage Claim

Ground Transportation Arrivals Curbside:

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install. :

Side A

→

Elevator DOWN to:

Baggage Claim

Ground Transportation Arrivals Curbside:

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install.

Side A



Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

Side A



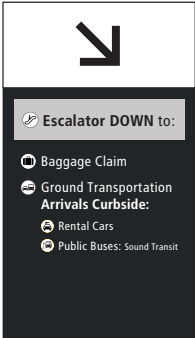
Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

Side A



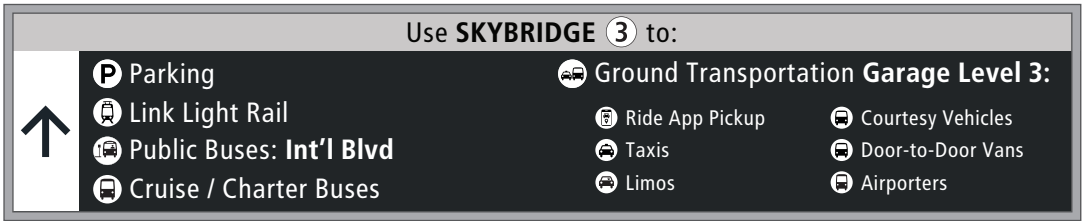
Notes:  
- Each Skybridge entrance is unique; field verify dimensions and mounting requirements.  
- Confirm ground transportation services prior to install.

Side A



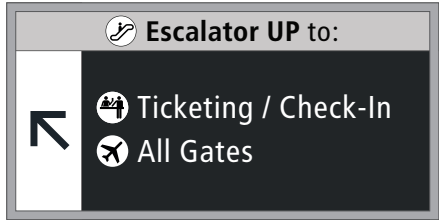
Notes:  
-Confirm ground transportation services prior to install. :

Side A



Notes:  
-Confirm ground transportation services prior to install.

Side A



Notes:

Side A



Side B



Notes:

SB-0211-DR.31

Side A

↘

Escalator DOWN to:

Baggage Claim

Ground Transportation Arrivals Curbside:

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install.

SB-0221-DR.19

Side A



Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

SB-0231-DR.19

Side A



Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

SB-0241-DR.23

Side A

Use SKYBRIDGE 4 to:

↑

Parking

Link Light Rail

Public Buses: Int’l Blvd

Cruise / Charter Buses

Ground Transportation Garage Level 3:

Ride App Pickup

Taxis

Limos

Courtesy Vehicles

Door-to-Door Vans

Airporters



Existing Conditions

Notes:  
-Confirm ground transportation services prior to install.



Side A

Escalator UP to:

↖

Ticketing / Check-In

All Gates



Existing Conditions

Notes:

Side A

Information

DIRECTORY AREA

SKYBRIDGE 4 to Garage

↑

Parking

Link Light Rail

Public Buses: Int'l Blvd

Cruise / Charter Buses

Ground Transportation

Garage Level 3:

Ride App Pickup

Taxis

Limos

Courtesy Vehicles

Airporters

Door-to-Door Vans

Existing Conditions

Notes:  
- Each Skybridge entrance is unique; field verify dimensions and mounting requirements.  
- Confirm ground transportation services prior to install.

SB-027 1-ID.05

Side A

Side B

Notes:

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SEA

Seattle-Tacoma International Airport

SIGNAGE MASTER PLAN VOLUME 1: Terminal and Concourses

100% SUBMITTAL

Issue Date: 07.10.2020

REV :

REV :

REV :

REV :

3.6 SKYBRIDGE LEVEL MESSAGE SCHEDULE

(9 of 17)

Sheet: 3-63

Side A

→

Elevator DOWN to:

Baggage Claim

Ground Transportation Arrivals Curbside:

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install.

Side A

↘

Escalator DOWN to:

Baggage Claim

Ground Transportation Arrivals Curbside:

Rental Cars

Public Buses: Sound Transit

Notes:  
-Confirm ground transportation services prior to install.

Side A

DIGITAL SCREEN

Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

Side A



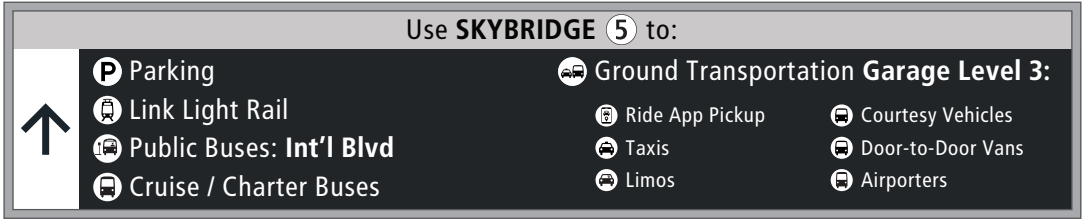
Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

Side A



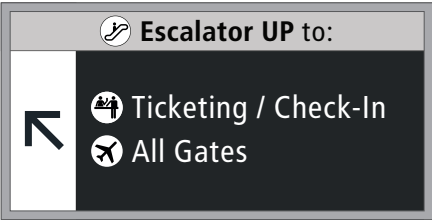
Notes:  
- Confirm ground transportation services prior to install.

Side A



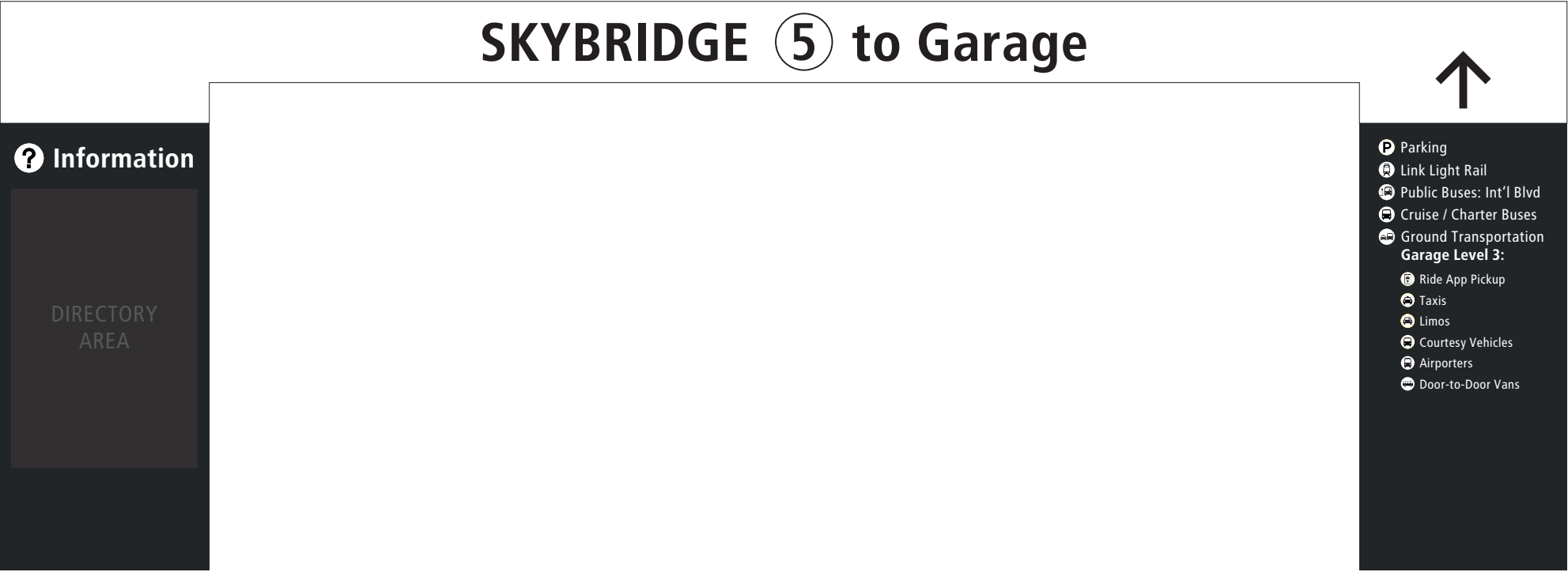
Notes:  
- Confirm ground transportation services prior to install.

Side A



Notes:  
- Each Skybridge entrance is unique; field verify dimensions and mounting requirements.  
- Confirm ground transportation services prior to install.

Side A



Side A

Side B



Side A

Notes:  
-Confirm ground transportation services prior to install.

Use SKYBRIDGE 6 to:

↑

P

Parking

Link Light Rail

Public Buses: Int'l Blvd

Cruise / Charter Buses

Ground Transportation

Garage Level 3:

Ride App Pickup

Taxis

Limos

Courtesy Vehicles

Door-to-Door Vans

Airporters

Side A

Notes:

Escalator UP to:

↖

Ticketing / Check-In

All Gates

Side A

Notes:  
- Each Skybridge entrance is unique; field verify dimensions and mounting requirements.  
- Confirm ground transportation services prior to install.

SKYBRIDGE 6 to Garage

?

Information

DIRECTORY AREA

↑

Parking

Link Light Rail

Public Buses: Int'l Blvd

Cruise / Charter Buses

Ground Transportation

Garage Level 3:

Ride App Pickup

Taxis

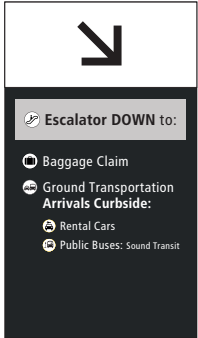
Limos

Courtesy Vehicles

Airporters

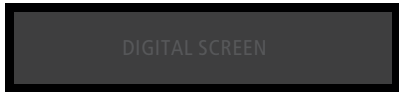
Door-to-Door Vans

Side A



Notes:  
-Confirm ground transportation services prior to install.

Side A



Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

Side A



Notes:  
- Field verify dimensions and mounting location; fabricator to provide digital product recommendations to SEA for final approval.

Side A



Notes:





Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



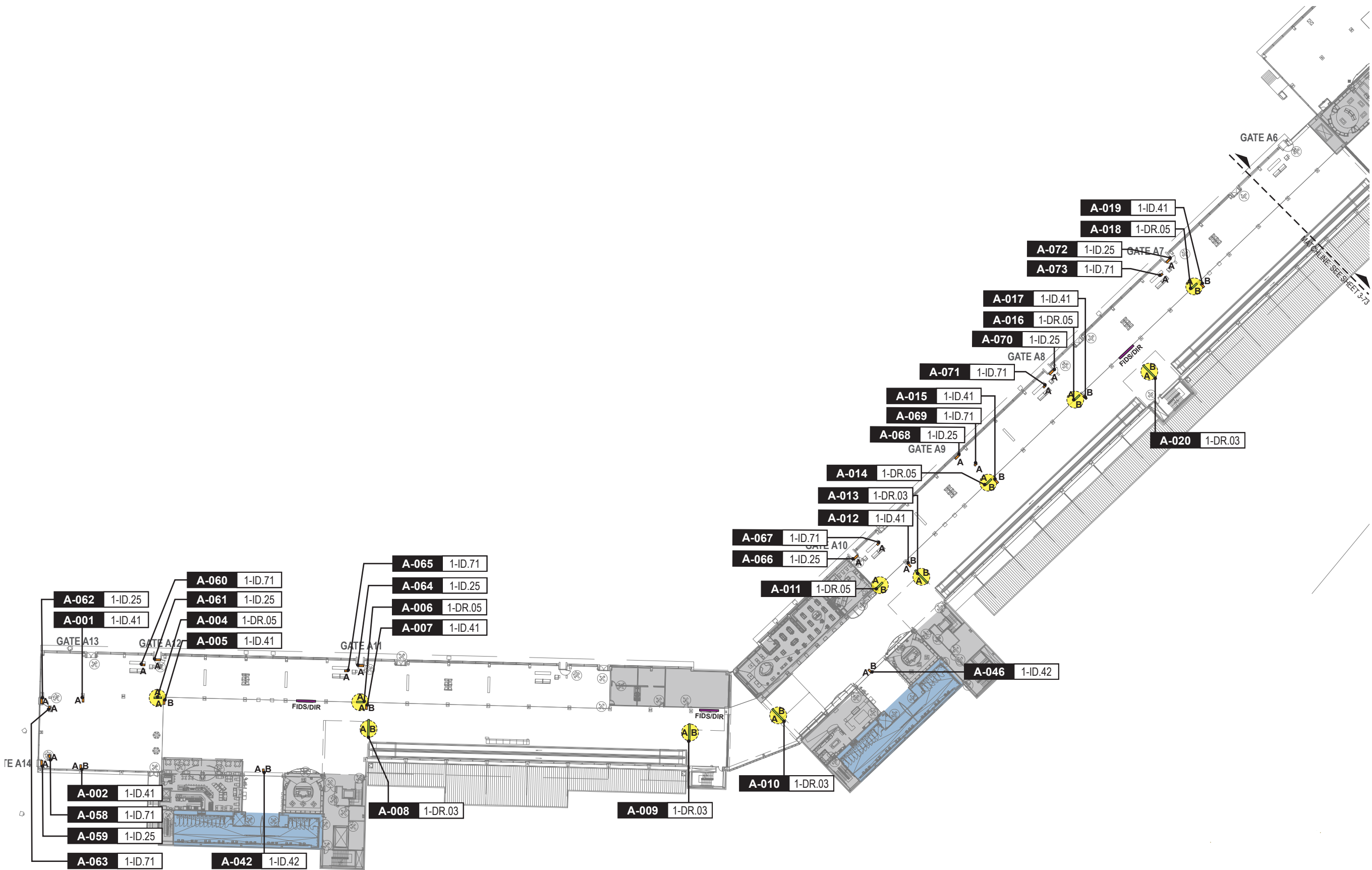
Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

Side A



Notes:  
- Confirm directory listings prior to fabrication and install.  
- Field verify mounting location.

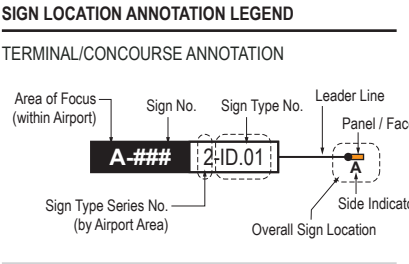
END OF SKYBRIDGE LEVEL MESSAGE SCHEDULE



**GENERAL NOTES**

- Sign locations & orientations shown here are approximations based on the most current plan drawings as provided to the designer by SEA at the time of this document's completion. These sign locations are for general design intent & wayfinding planning purposes only. They should not be construed or deemed as absolute or final locations. Field verification, marking & documentation of each final location is to be performed by the Fabricator/Installer & coordinated with SEA staff & wayfinding design consultants for final approval.
- All final install locations must be marked and verified in the field for proper structural integrity, adequate line of sight, utilities / property-line / other existing signage interferences & must be in complete compliance with all local, state and national codes prior to fabrication or installation.
- Adjustments to the sign locations shown in these drawings must be documented by the Fabricator/Installer, and provided to SEA staff & wayfinding design consultants for final approval.

**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are **NOT** in scope.



**CODE DEFINITIONS:**

**Sign Type:**

- DR.xx = Directional
- ID.xx = Identification
- IN.xx = Informational

**Sign Type Series No. (by Airport Area):**

- 1- = Terminals/Concourses
- 2- = Curbside / Ground Trans.
- 3- = Parking
- 4- = Roadway

**Decision Points:**

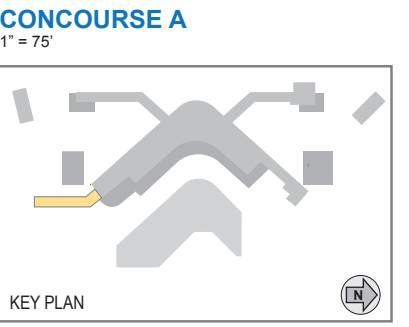
- Primary (Yellow circle)
- Reinforcement (Yellow circle with dot)

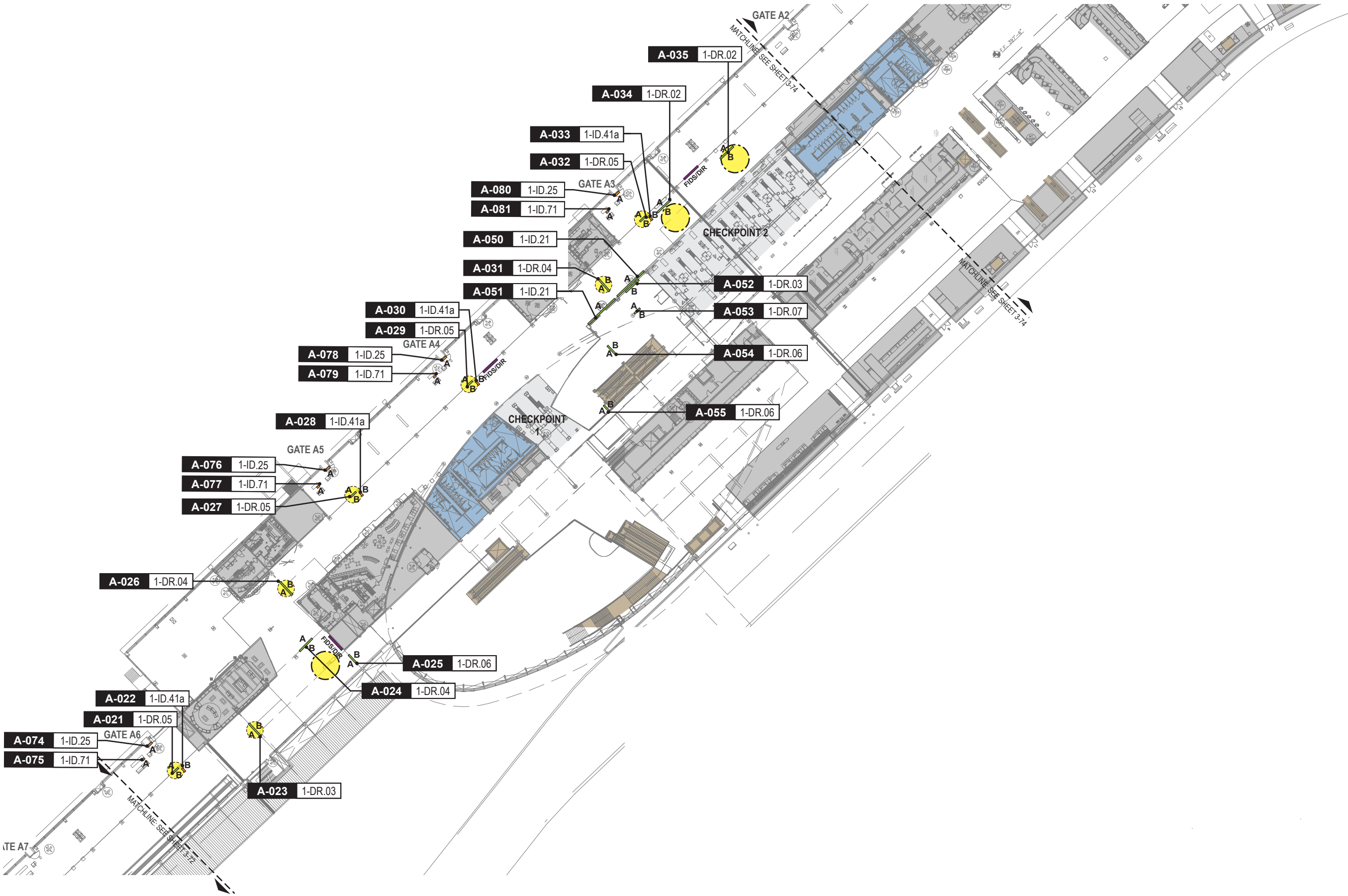
**Circulation:**

- Vertical Public (Elevators/Escalators) (Brown)
- Not In Scope (Grey)
- Public Restrooms (Blue)

**Airport Area:**

- A = Concourse A
- B = Concourse B
- C = Concourse C
- D = Concourse D
- N = North Satellite
- S = South Satellite
- TM = Terminal (Ticketing Level)
- BG = Baggage Level
- SB = Skybridge Level
- STA = A Station
- STD = D Station
- STN = N Station
- STS = S Station





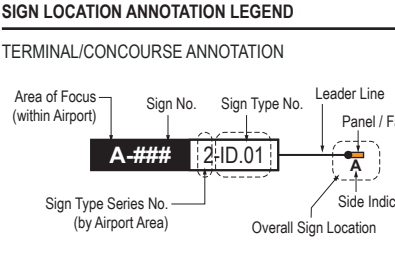
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**Decision Points:**

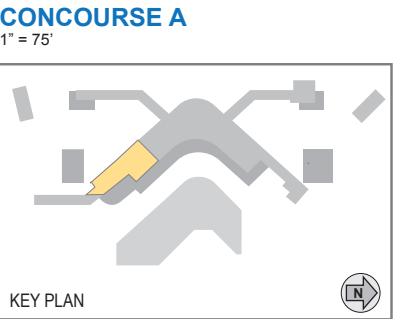
- Primary
- Reinforcement

**Circulation:**

- Vertical Public (Elevators/Escalators)
- Not In Scope
- Public Restrooms

**Airport Area:**

- A = Concourse A
- B = Concourse B
- C = Concourse C
- D = Concourse D
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- S = South Satellite
- TM = Terminal (Ticketing Level)
- BG = Baggage Level
- SB = Skybridge Level
- STA = A Station
- STD = D Station
- STN = N Station
- STS = S Station







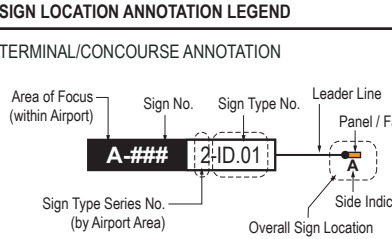
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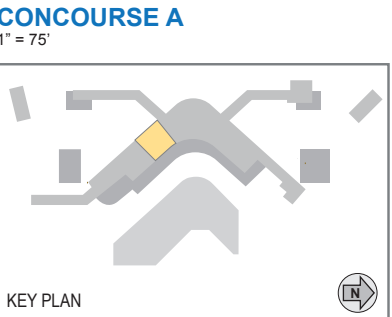
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  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station





Side A



Side B



Side A

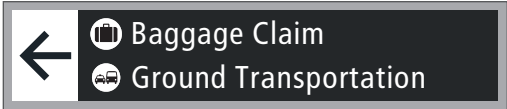


Side B

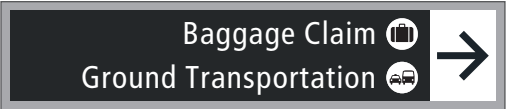


NOT USED

Side A



Side B



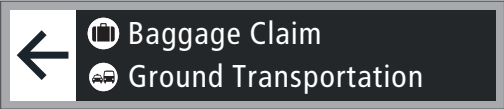
Side A



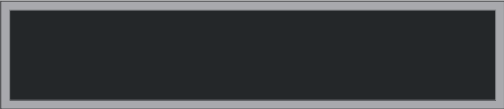
Side B



Side A



Side B



Side A



Side B



Side A



Side B



Side A



Side B



Side A



Side B



Side A



Side B



Side A



Side B



Existing Conditions

Side A

↑

✈

Gates A1-A9, 

B

C

D

N

S

↑

🧳

Baggage Claim

🚌

Ground Transportation

Side B

↑

🍽

Food Services

🛍

Shops

Gates A11-A14

✈

↑

Side A

←

🧳

Baggage Claim

🚌

Ground Transportation

Side B

Side A

A9

Side B

A9

Side A

←

🧳

Baggage Claim

🚌

Ground Transportation

Side B

Side A

Side B

A8

A8

Side A

Side B

←

Baggage Claim

Ground Transportation

Side A

Side B

A7

A7

Side A

Side B

↑

✈️ Gates A1-A7, B C D N S

🚻 Restrooms

Baggage Claim

Ground Transportation

↑

🛍️

↑

🍽️ Food Services

🛍️ Shops

Gates A8-A14

Restrooms

↑

✈️

🚻

Side A

←

🧳

Baggage Claim

🚌

Ground Transportation

Side B

Side A

A6

Side B

A6

Side A

↖

✈️

Gates A1-A5,  

🚻

Restrooms

Baggage Claim

🧳

Ground Transportation

🚌

↑

Side B

↑

🍽️

Food Services

🛍️

Shops

Gates A8-A14

✈️

Restrooms

🚻

↑

A-0241-DR.04

Notes:

Side A

🚶

EXIT to:

↖

🧳

Baggage Claim

🚌

Ground Transportation

Gates A6-A14

✈️

Restrooms

🚻

→

Side B

Gates A1-A5, **B C D N S**

✈️

Restrooms

🚻

→

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Seattle-Tacoma  
International  
Airport

SIGNAGE MASTER PLAN VOLUME 1: Terminal and Concourses

100% SUBMITTAL

Issue Date: 07.10.2020

REV. :

REV. :

REV. :

REV. :

3.8 CONCURSE A MESSAGE SCHEDULE

(6 of 22)

Sheet: 3-80



Side A

EXIT to:

↑

Baggage Claim

Ground Transportation

Side B



Side A

↑

Gates A1-A5, B C D N S

Restrooms

EXIT to:

Baggage Claim

Ground Transportation

→

Side B

EXIT to:

←

Baggage Claim

Ground Transportation

↖

Gates A6-A14

Restrooms

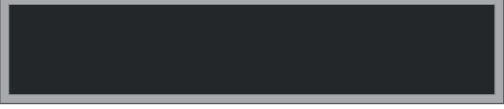
Side A

←

Baggage Claim

Ground Transportation

Side B



Side A

A5

Side B

A5

Side A



Side B



Side A



Side B



Side A

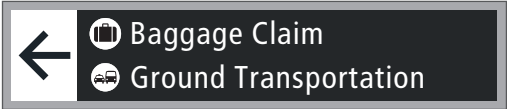


Side B



Existing Conditions

Side A



Side B



Side A



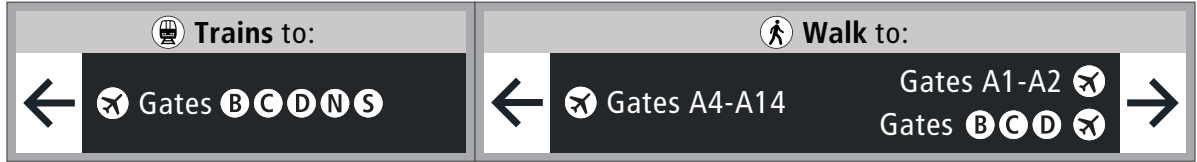
Side B



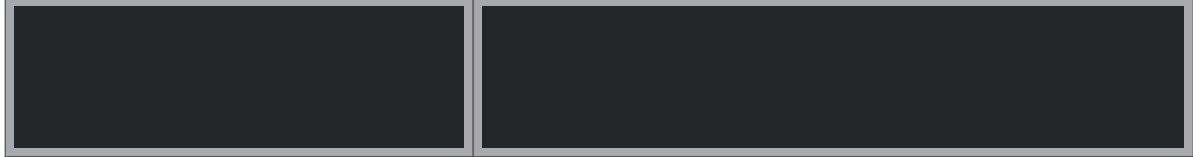
Side A



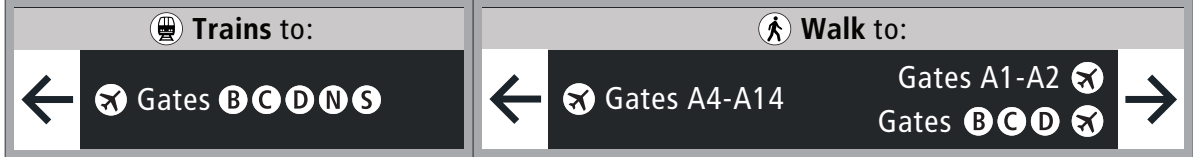
Side B



Side A

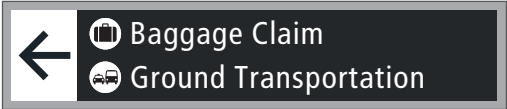


Side B

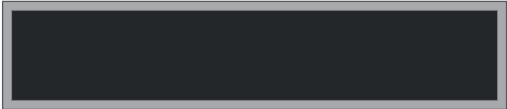


Existing Conditions

Side A



Side B



A-0371-ID.41

Notes:

Side A

Side B

A2

A2

A-0381-DR.03

Notes:

Side A

Side B

↑

✈ Gate A1, **B C D N S**

🚻 Restrooms

Baggage Claim

🧳

Ground Transportation

🚌

↑

↑

✈ Gates A3-A14, **B C D N S**

🚻 Restrooms

Baggage Claim

🧳

Ground Transportation

🚌

↑

A-0391-ID.41

Notes:

Side A

Side B

A1

A1

A-0401-DR.04

Notes:

Side A

Side B

←

🧳 Baggage Claim

🚌 Ground Transportation

Side A

↑

✈

Gates **B C D N S**

🚻

Restrooms

Baggage Claim

Ground Transportation

🧳

↑

Side B

↑

💡

Restrooms

Gates A2-A14, **B C D N S**

✈

↑

A-0421-ID.42

Notes:

Side A

🚽

Side B

🚽

A-043N/A

Notes:

NOT USED

A-044N/A

Notes:

NOT USED

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RS&H

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SEA


Seattle-Tacoma International Airport


SIGNAGE MASTER PLAN VOLUME 1: Terminal and Concourses


100% SUBMITTAL

Issue Date: 07.10.2020

REV. :

REV. :

REV. :

REV. :

3.8 CONCURSE A MESSAGE SCHEDULE

(11 of 22)

Sheet: 3-85

NOT USED

Notes:

Side A



Side B



Notes:

NOT USED

Notes:

NOT USED

Notes:



NOT USED

Notes:

Side A



Existing Conditions

Notes:

Side A



Existing Conditions

Notes:

Side A



Side B

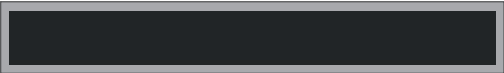
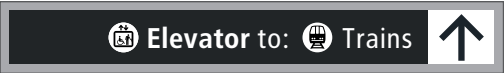


Existing Conditions

Notes:

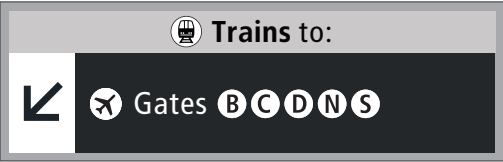
Side A

Side B



Side A

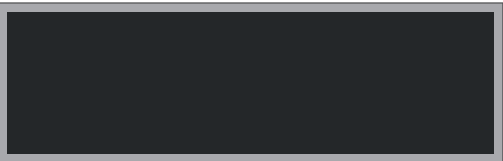
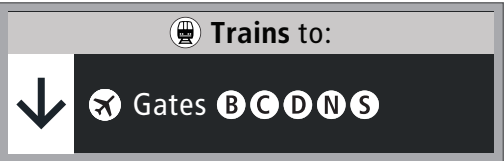
Side B



Existing Conditions

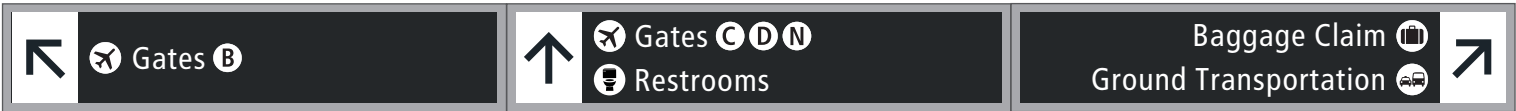
Side A

Side B

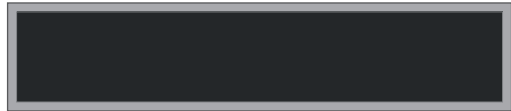


Existing Conditions

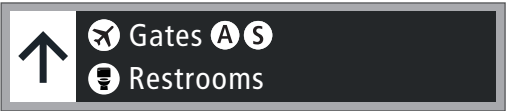
Side A



Side A



Side B



Existing Conditions

Notes:

Side A

A14

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A14

Notes:

Side A

A12

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A12

Side A

A13

Side A

A13

Side A

A11

Side A

A11

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A10

Notes:

Side A

A10

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A9

Notes:  
- Field verify door location (not shown in plan).

Side A

A9

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A8

Notes:

Side A

A8

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A7

Notes:



Side A

A7

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A6

Notes:

Side A

A6

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A5

Notes:

Side A

A5

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A4

Notes:

Side A

A4

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A3

Notes:

Side A

A3

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A2

Notes:

Side A

A2

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

A1

Notes:

A1

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

END OF CONCOURSE A MESSAGE SCHEDULE

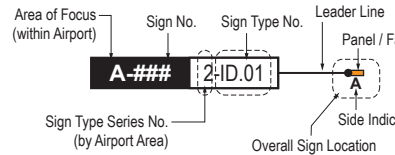
GENERAL NOTES

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**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are NOT in scope.

SIGN LOCATION ANNOTATION LEGEND

TERMINAL/CONCOURSE ANNOTATION

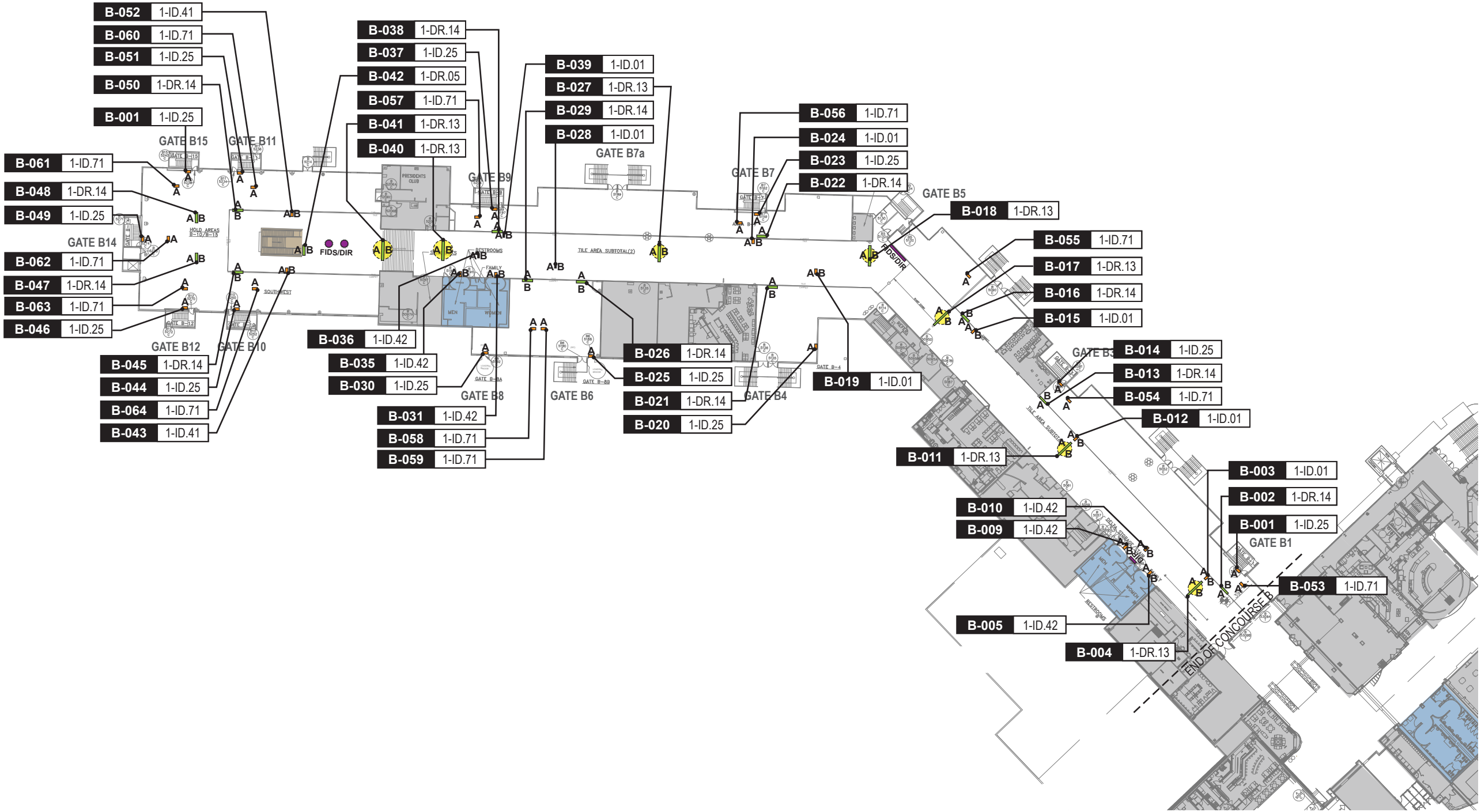
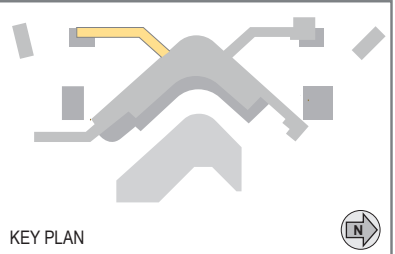


CODE DEFINITIONS:

- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Decision Points:**
- Primary
  - Reinforcement
- Circulation:**
- Vertical Public (Elevators/Escalators)
  - Not In Scope
  - Public Restrooms
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station

CONCOURSE B

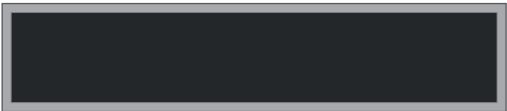
1" = 75'



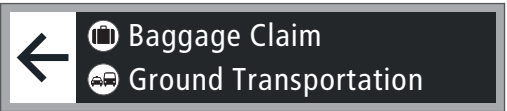
Side A

B1

Side A



Side B



Side A



Side B



Existing Conditions

Side A

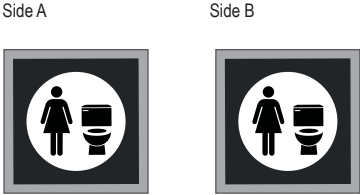


Side B



Existing Conditions

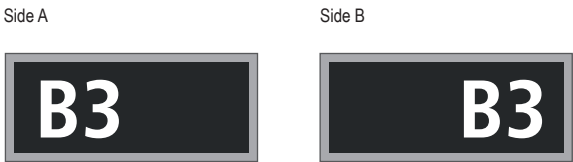
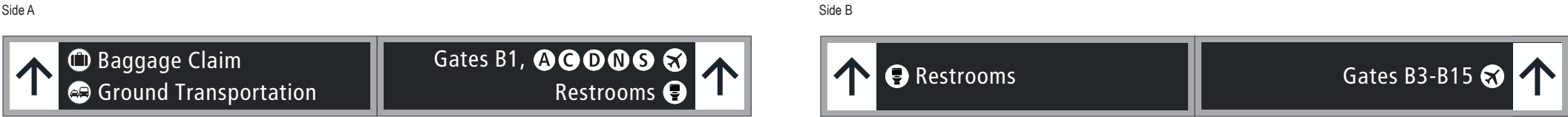
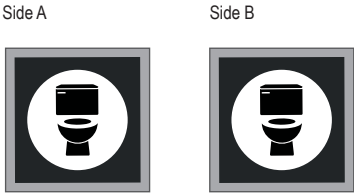
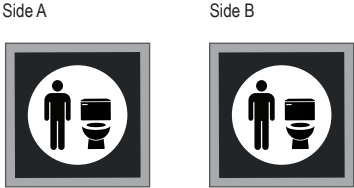




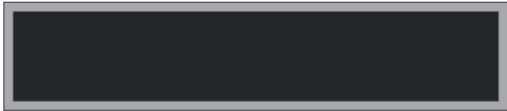
NOT USED

NOT USED

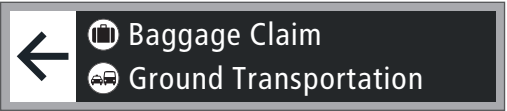
NOT USED



Side A



Side B



Existing Conditions

Notes:

Side A



Notes:

Side A

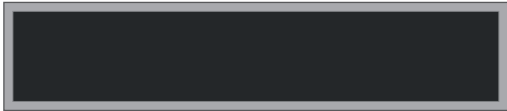


Side B

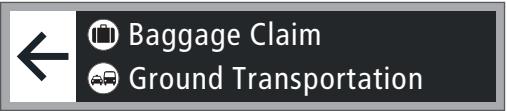


Notes:

Side A



Side B



Notes:

Side A

↑

Baggage Claim

Ground Transportation

Gates B1-B3, ACDNS

Restrooms

↑

Side B

↑

Restrooms

Gates B4, B6-B15

Train to: Gates

↑



Existing Conditions

Notes:

Side A

↑

Baggage Claim

Ground Transportation

Gates B1-B5, ACDNS

Restrooms

↑

Side B

↑

Restrooms

Gates B6-B15

Train to: Gates

↑



Existing Conditions

Notes:

Side A

B4

Side B

B4

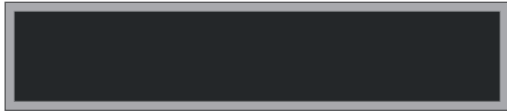
Notes:

Side A

B4

Notes:

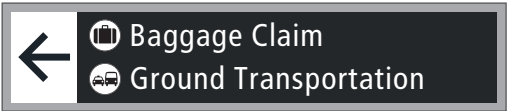
Side A



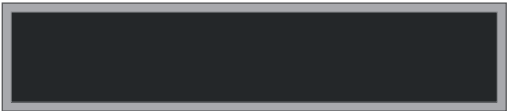
Side B



Side A



Side B



Side A



Side A



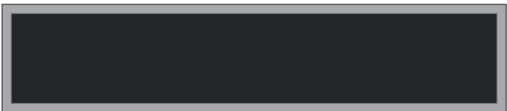
Side B



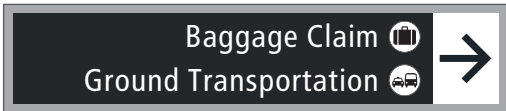
Side A

B6

Side A



Side B



Side A



Side B



Existing Conditions

Side A



Side B





B-0291-DR.14		Notes:	
Side A		Side B	
			
B-0301-ID.25		Notes:	
Side A			
			
B-0311-ID.42		Notes:	
Side A		Side B	
			
B-032N/A		Notes:	
NOT USED			

NOT USED

Notes:

NOT USED

Notes:

Side A

Side B



Notes:

Side A

Side B



Notes:

Side A

B9

Side A

←

Baggage Claim

Ground Transportation

Side B

Side A

B9

Side B

B9

Side A

↑

Baggage Claim

Ground Transportation

Gates B1-B9, A C D N

Restrooms

↑

Side B

↑

Train to: Gates S

Gates B10-B15

↑

Side A

↑

Baggage Claim

Ground Transportation

Gates B1-B9, A C D N

Restrooms

↑

Side B

↑

Train to: Gates S

Gates B10-B15

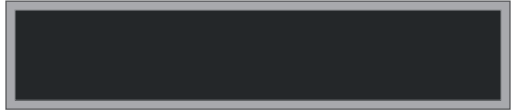
↑



Existing Conditions

Notes:

Side A



Side B

↓

Train to: Gates S



Existing Conditions

Notes:

Side A

B10

Side B

B10

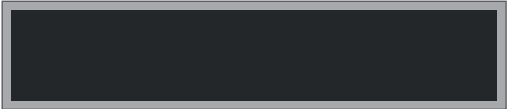
Notes:

Side A

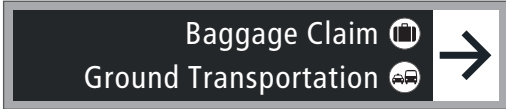
B10

Notes:

Side A



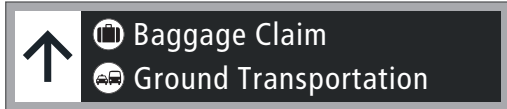
Side B



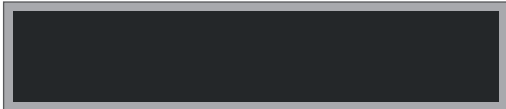
Side A



Side A

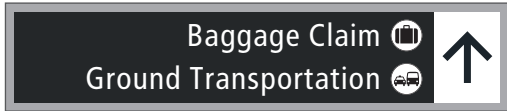


Side B

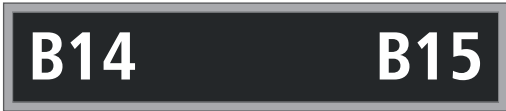


Existing Conditions

Side A



Side B



Existing Conditions

Side A

B14



Existing Conditions

Notes:

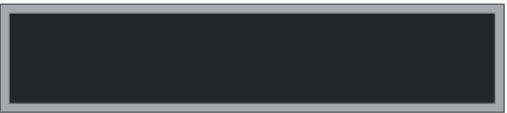
Side A

←

Baggage Claim

Ground Transportation

Side B



Notes:

Side A

B11

Notes:

Side A

B11

Side B

B11

Notes:



Side A

B1

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B3

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B5

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B7

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B9

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B8

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B6

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B11

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B14

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B12

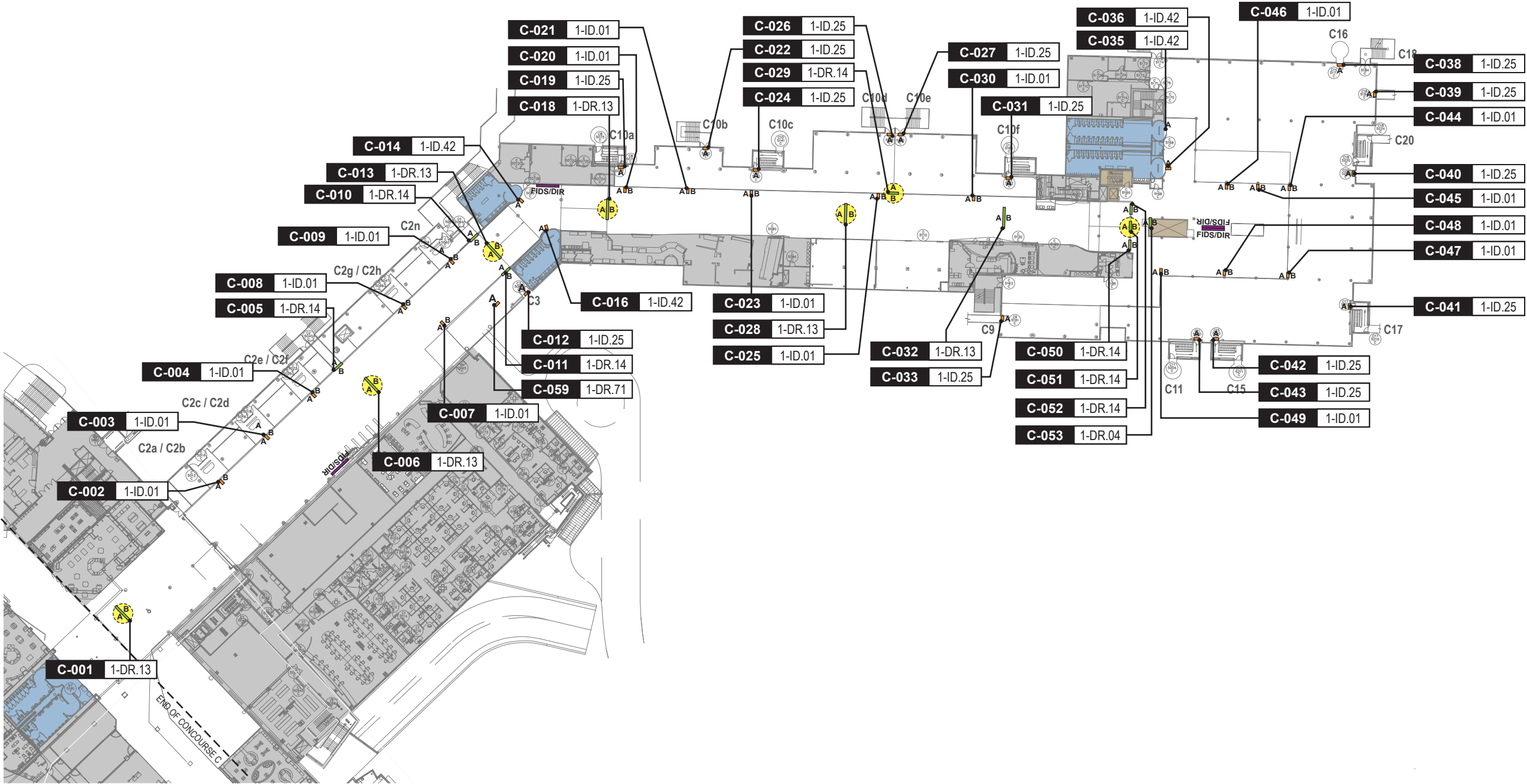
Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

B10

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

END OF CONCOURSE B MESSAGE SCHEDULE



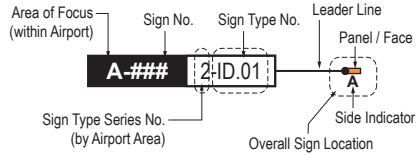
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SIGN LOCATION ANNOTATION LEGEND

TERMINAL/CONCOURSE ANNOTATION

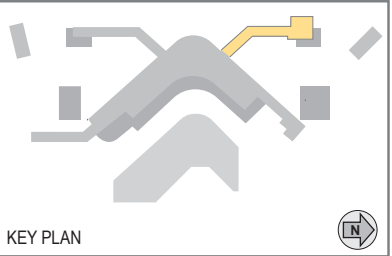


CODE DEFINITIONS:

- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Decision Points:**
- Primary (yellow circle)
  - Reinforcement (yellow circle)
- Circulation:**
- Vertical Public (Elevators/Escalators) (brown square)
  - Not In Scope (grey square)
  - Public Restrooms (blue square)
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station

CONCOURSE C

1" = 75'



Side A



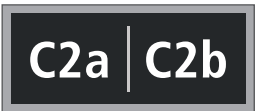
Side B



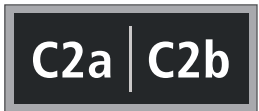
Existing Conditions

Notes:

Side A



Side B



Notes:

Side A



Side B



Notes:

Side A

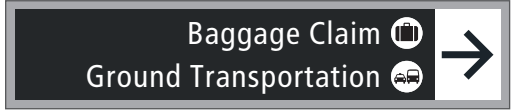


Side B

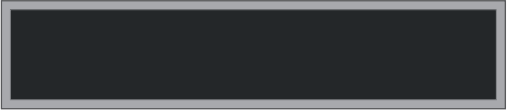


Notes:

Side A



Side B



Side A



Side B



Existing Conditions

Side A



Side B

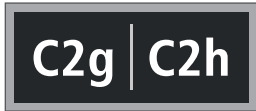


Existing Conditions

Side A



Side B





C-0091-ID.01		Notes:	
Side A	Side B		
<div>C2n</div>	<div>C2n</div>		
C-0101-DR.14		Notes:	
Side A	Side B		
<div>Baggage Claim Ground Transportation</div>	<div></div>		
C-0111-DR.14		Notes:	
Side A	Side B		
<div></div>	<div>Baggage Claim Ground Transportation</div>		
C-0121-ID.25		Notes:	
Side A			
<div>C3</div>			

Side A



Side B



Existing Conditions

Notes:

Side A



Side B



Notes:

NOT USED

Notes:

Side A



Side B



Notes:

NOT USED

Notes:

Side A



Side B



Existing Conditions

Notes:

Side A

C10a

Notes:

Side A



Side B



Notes:

Side A

Side B

C10b

C10b

Side A

C10b

Side A

Side B

C10c

C10c

Side A

C10c

Side A



Side B



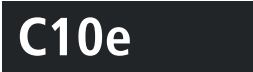
Notes:

Side A



Notes:

Side A



Notes:

Side A



Side B



Notes:



Existing Conditions

Side A



Side B



Existing Conditions

Notes:

Side A



Side B



Notes:

Side A



Notes:

Side A



Side B



Existing Conditions

Notes:



Side A



NOT USED

Side A



Side B



Side A



Side B



Side A

C16

Side A

C18

Side A

C20

Side A

C17

Side A

C11

Side A

C15

Side A

Side B

C20

C20

Side A

Side B

C18

C18

Side A

C16

Side B

C16

Side A

C17

Side B

C17

Side A

C15

Side B

C15

Side A

C11

Side B


C11

Side A


Gates C9, C11, C15, C17



Side B







Baggage Claim



Ground Transportation

Side A





Train to:  Gates 

Side B

Gates C2-C10, 




Side A





Gates C16, C18, C20



Side B

Baggage Claim

Ground Transportation

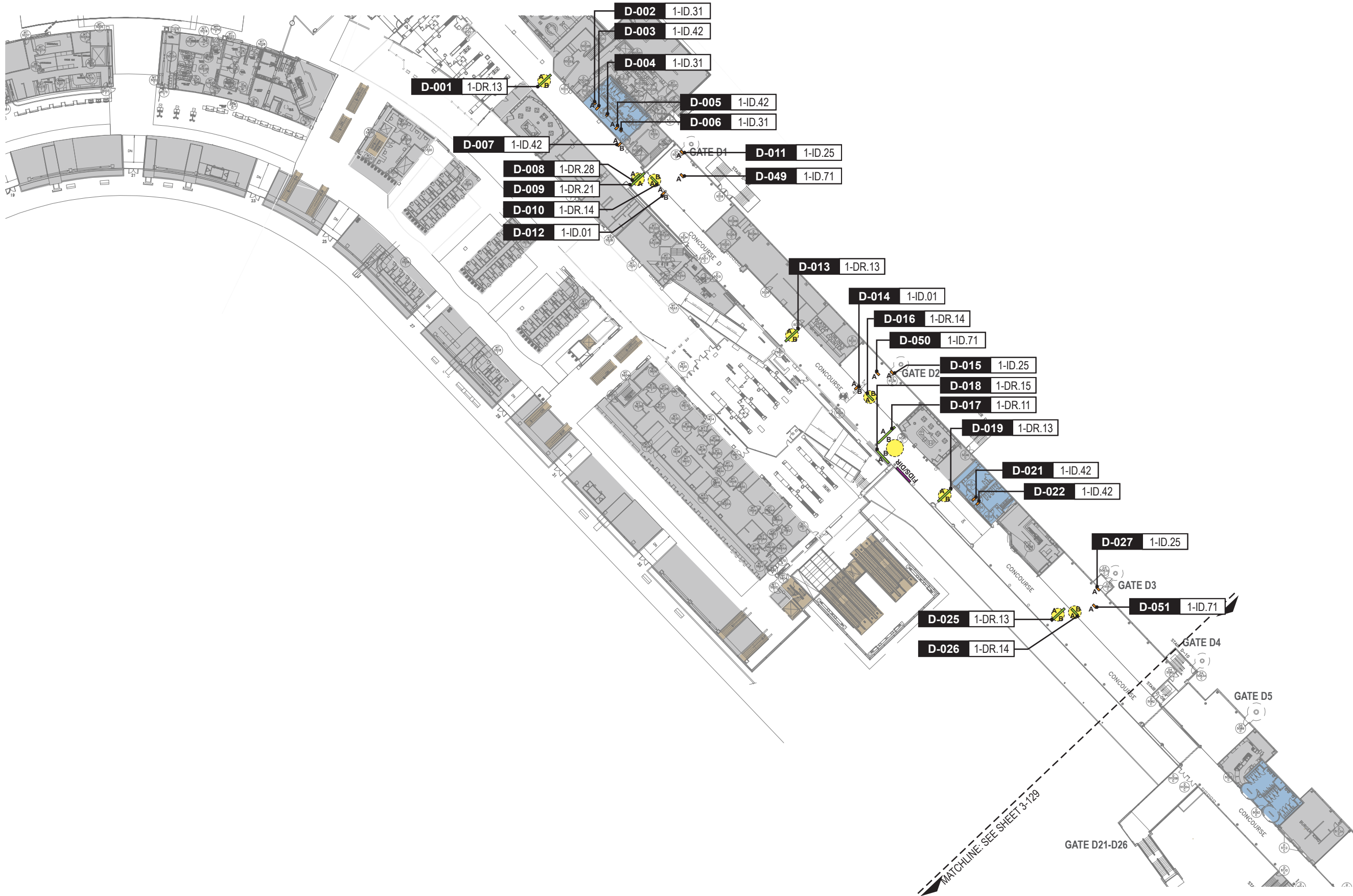
Side A



Train to:  Gates 

Side B

END OF CONCOURSE C MESSAGE SCHEDULE



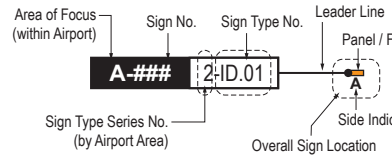
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SIGN LOCATION ANNOTATION LEGEND

TERMINAL/CONCOURSE ANNOTATION

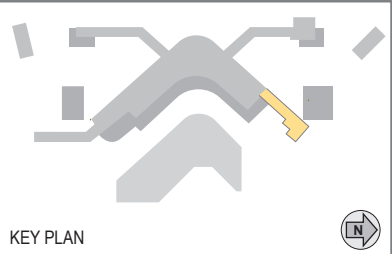


CODE DEFINITIONS:

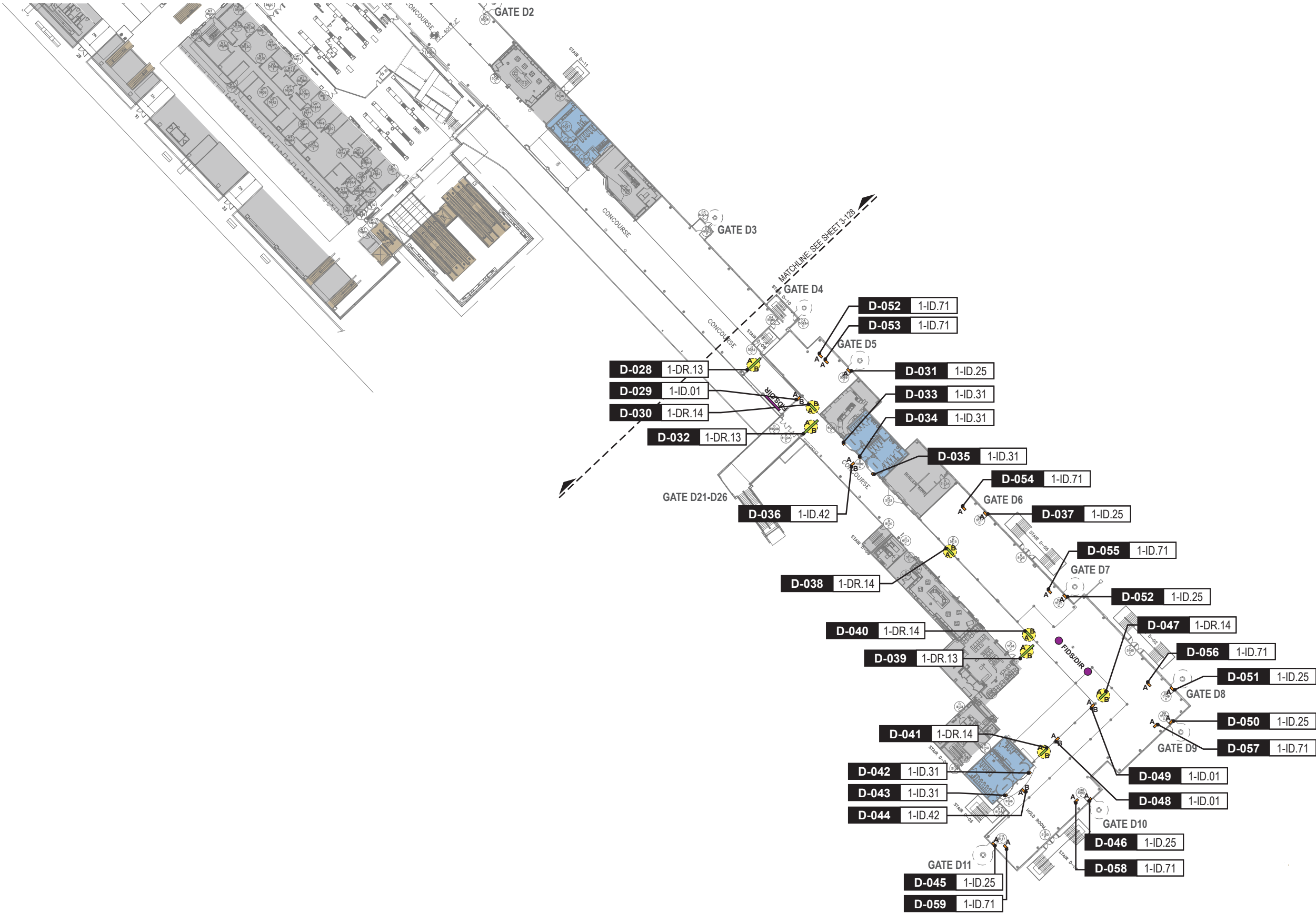
- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Decision Points:**
- Primary (Yellow circle)
  - Reinforcement (Yellow circle with crosshairs)
- Circulation:**
- Vertical Public (Elevators/Escalators) (Brown)
  - Not In Scope (Grey)
  - Public Restrooms (Blue)
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station

CONCOURSE D

1" = 75'







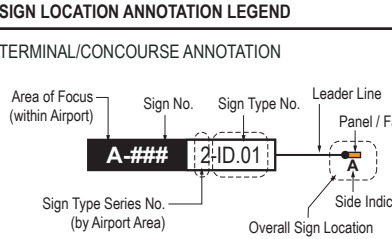
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- DR.xx = Directional
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**Sign Type Series No. (by Airport Area):**

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- 3- = Parking
- 4- = Roadway

**Decision Points:**

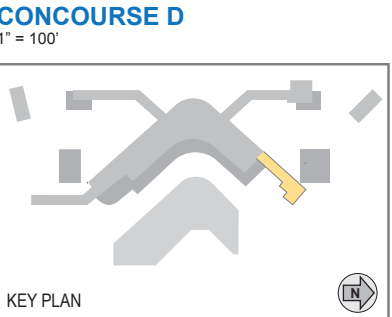
- Primary (Yellow circle)
- Reinforcement (Yellow circle with dot)

**Circulation:**

- Vertical Public (Elevators/Escalators) (Brown square)
- Not In Scope (Grey square)
- Public Restrooms (Blue square)

**Airport Area:**

- A = Concourse A
- B = Concourse B
- C = Concourse C
- D = Concourse D
- N = North Satellite
- S = South Satellite
- TM = Terminal (Ticketing Level)
- BG = Baggage Level
- SB = Skybridge Level
- STA = A Station
- STD = D Station
- STN = N Station
- STS = S Station



Side A

↑

Restrooms

Train to:

Gates

D

✈

Gates

N

↑

Side B

↑

Baggage Claim

Ground Transportation

Gates

A

B

C

S

✈

Restrooms

↑

NOT USED

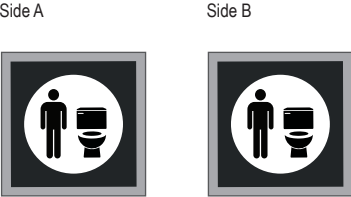
Side A



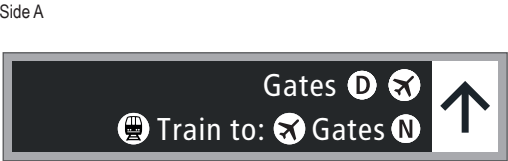
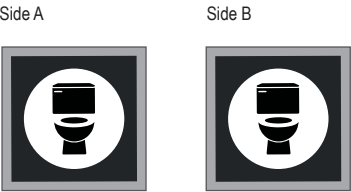
Side B



NOT USED



NOT USED



Side A

↑

Baggage Claim

Ground Transportation

Gates

A

B

C

S

✈

↑

Restrooms

Side A

Side B

Baggage Claim

Ground Transportation

✈

→

Side A

D1

Side A

Side B

D1

D1

Side A

Side B

↑

Restrooms

Gates D2-D26

Train to: Gates N

↑

↑

Baggage Claim

Ground Transportation

Gates D1, A B C S

Restrooms

↑

Side A

Side B

D2

D2

Side A

D2

Side A

Side B

Baggage Claim

Ground Transportation

→

Side A

↑

Restrooms

Gates D

↑

Trains to:

Gates A B C N S

→

Side B

←

Trains to:

Gates A B C N S

↑

Walk to:

Gates A B C D

Gates D1-D2

Baggage Claim

↑

Side A

←

Gates D1-D2, A B C

Gates D3-D11

→

Side B

Side A

↑

Restrooms

Gates D3-D26

Train to:

Gates N

↑

Side B

↑

Baggage Claim

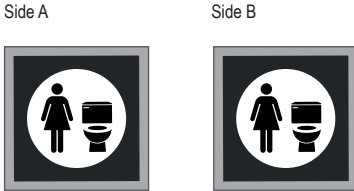
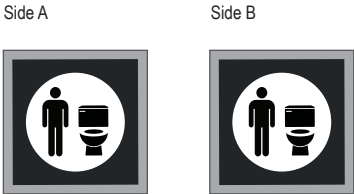
Ground Transportation

Gates D1-D2, A B C S

↑

NOT USED





NOT USED

NOT USED

Side A

↑

Restrooms

Gates D4-D26

✈️

Train to: ✈️ Gates N

↑

Side B

↑

Baggage Claim

Ground Transportation

Gates D1-D3, A B C S ✈️

Restrooms

↑

Side A

Side B

Baggage Claim

Ground Transportation

→

Side A

D3

Side A

↑

Restrooms

Gates D5-D26 ✈️

↑

Side B

↑

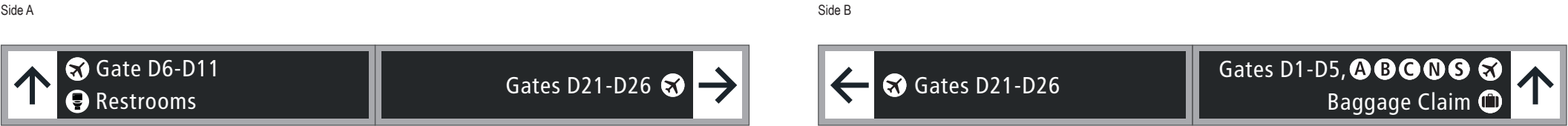
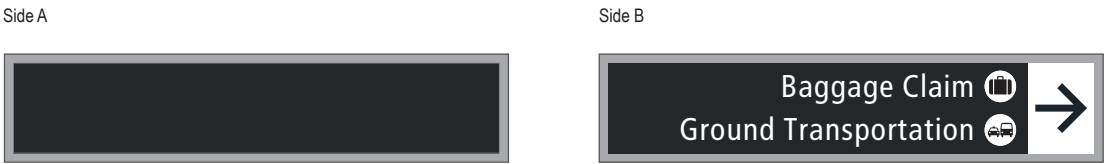
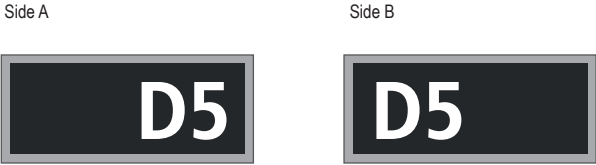
Baggage Claim

Ground Transportation

Gates D1-D4, A B C S ✈️

Restrooms

↑



NOT USED

Notes:

NOT USED

Notes:

NOT USED

Notes:

Side A

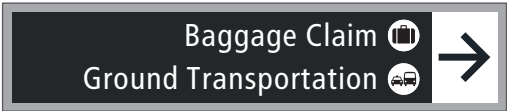
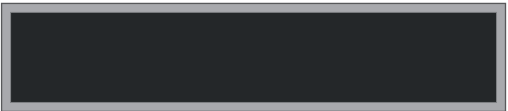
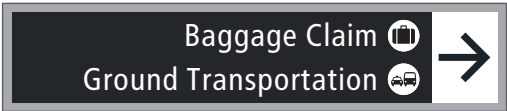
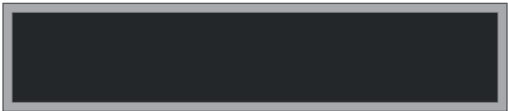


Side B



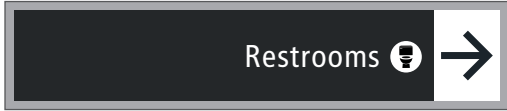
Notes:

D6



Side A

Side B



NOT USED

NOT USED

Side A

Side B





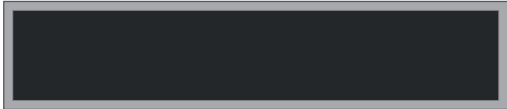
Side A

D11

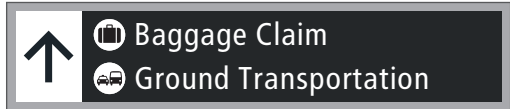
Side A

D10

Side A



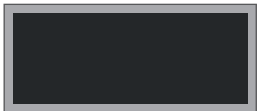
Side B



Side A



Side B



Side A

D1

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

D2

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

D3

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

D4

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# D5

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# D6

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# D7

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# D8

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

D9

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

D10

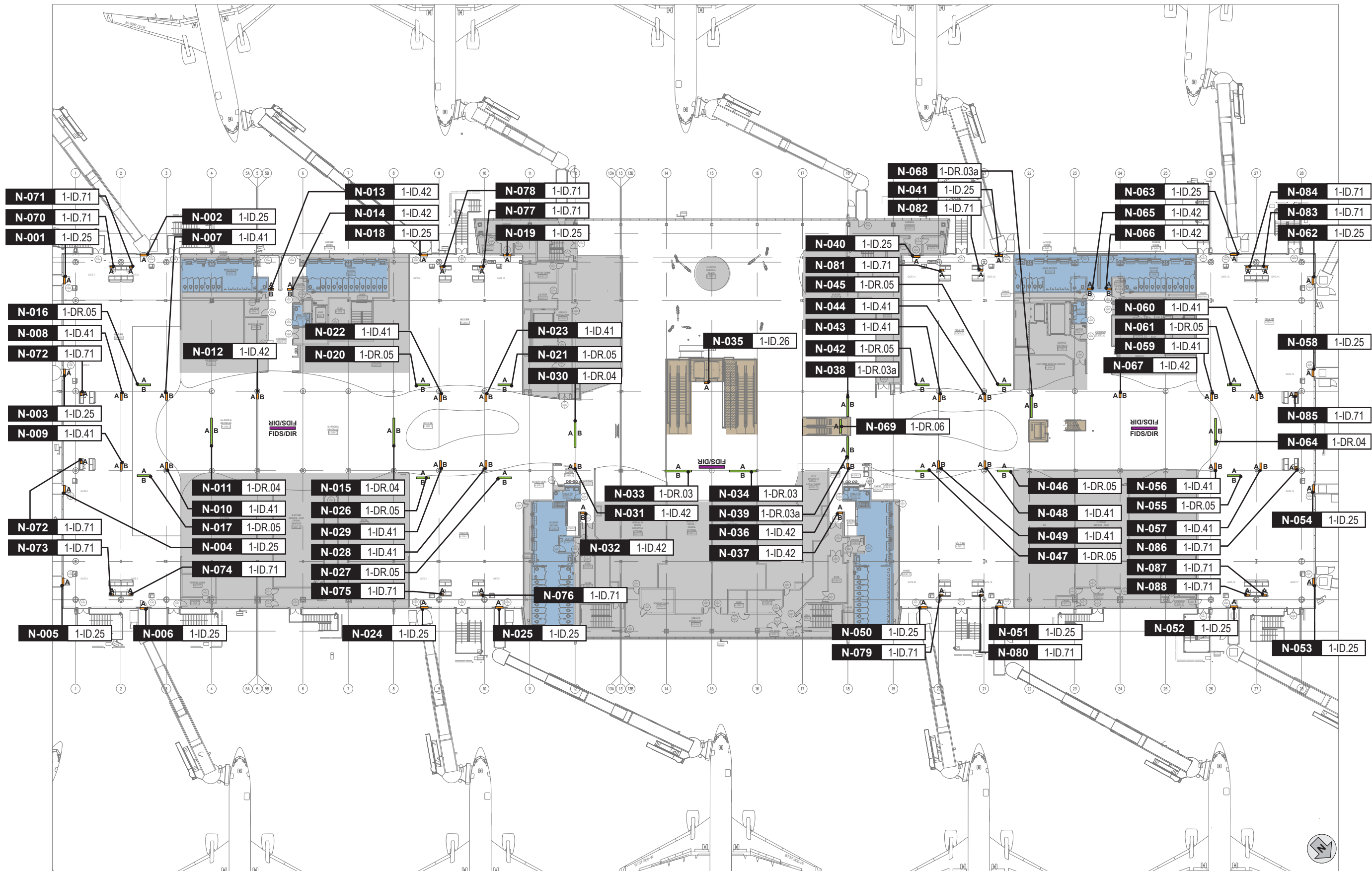
Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

D11

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

END OF CONCOURSE D MESSAGE SCHEDULE



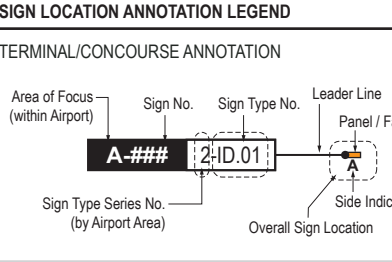
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**CODE DEFINITIONS:**

**Sign Type:**

- DR.xx = Directional
- ID.xx = Identification
- IN.xx = Informational

**Sign Type Series No. (by Airport Area):**

- 1- = Terminals/Concourses
- 2- = Curbside / Ground Trans.
- 3- = Parking
- 4- = Roadway

**Decision Points:**

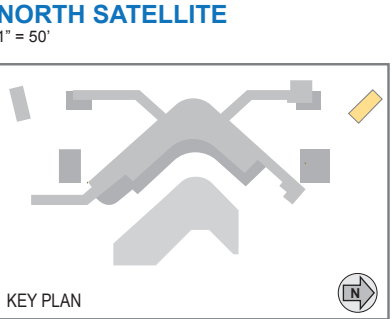
- Primary
- Reinforcement

**Circulation:**

- Vertical Public (Elevators/Escalators)
- Not In Scope
- Public Restrooms

**Airport Area:**

- A = Concourse A
- B = Concourse B
- C = Concourse C
- D = Concourse D
- N = North Satellite
- S = South Satellite
- TM = Terminal (Ticketing Level)
- BG = Baggage Level
- SB = Skybridge Level
- STD = A Station
- STN = N Station
- STS = S Station



Side A

N7

Side A

N8

Side A

N6

Side A

N5

Side A

N4

Side A

N3

Side A

Side B

N8

N8

Side A

Side B

N6 | N7

N6 | N7



Side A

Side B



Side A

Side B



Side A

Side B



Side A

Side B



Side A



Side B



Notes:  
- Field verify mounting location.

Side A



Side B



Notes:  
- Field verify mounting location.

Side A

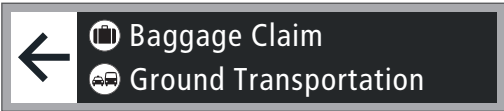


Side B

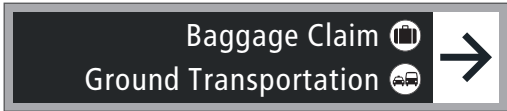


Notes:

Side A

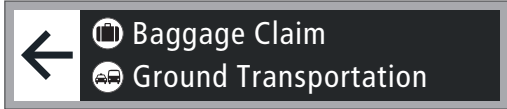


Side B

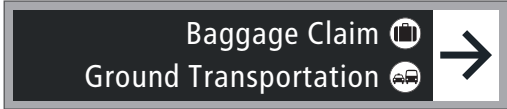


Notes:

Side A



Side B



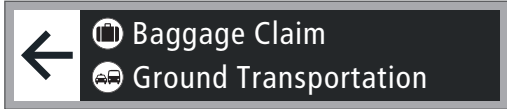
Side A



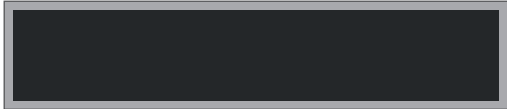
Side A



Side A



Side B



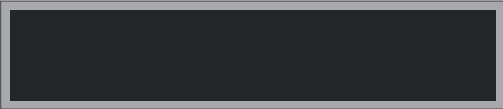
Side A

Side B

←

Baggage Claim

Ground Transportation



Side A

Side B

N9

N9

Side A

Side B

N10

N10

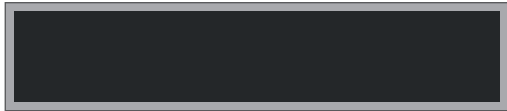
Side A

N2

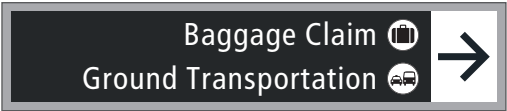
Side A

N2

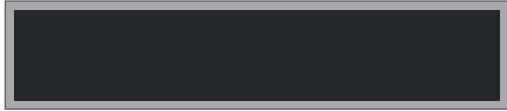
Side A



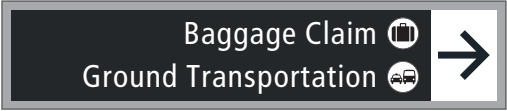
Side B



Side A



Side B



Side A



Side B



Side ASide B



Side ASide B



Side ASide B



Side ASide B



Side A



Side B



Side A



Side B



Side A



Side A



Side B





N-0371-ID.42

Notes:

Side A

Side B





N-0381-DR.03a

Notes:

Side A

Side B

↑

✈️ Gates N11-N20

↑

✈️ Gates N1-N10

✈️ Gates A B C D S

Baggage Claim

Ground Transportation

↑

N-0391-DR.03a

Notes:

Side A

Side B

Gates N11-N20

✈️ ↑

↑

✈️ Gates N1-N10

✈️ Gates A B C D S

Baggage Claim

Ground Transportation

↑

N-0401-ID.25

Notes:

Side A

N11

Side A

N12

Side A

Baggage Claim  
Ground Transportation

Side B

Side A

N11

Side B

N11

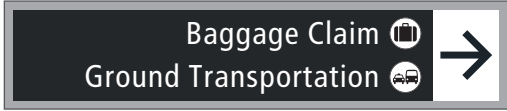
Side A

N12

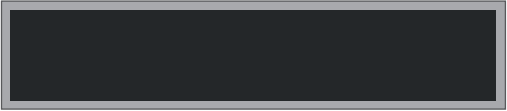
Side B

N12

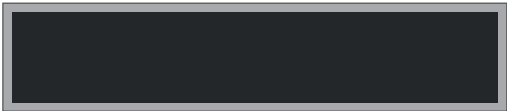
Side A



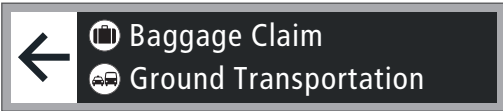
Side B



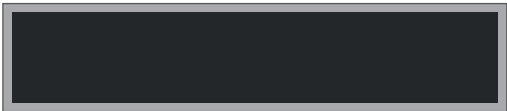
Side A



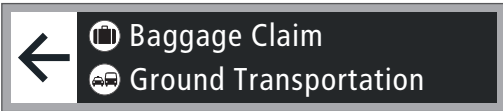
Side B



Side A



Side B



Side A



Side B



Side A

N20

Side B

N20

Side A

N20

Side A

N19

Side A

N18

Side A

N17


Side A


N16

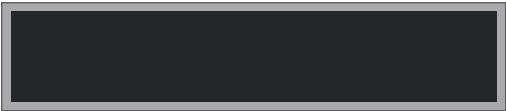
Side A

Side B

←

Baggage Claim

Ground Transportation



Side A

Side B

N18

N18

Side A

Side B

N16 | N17

N16 | N17

Side A

N15

Side A

Side B

N13

N13

Side A

Side B

N14 | N15

N14 | N15

Side A

Side B



Side A

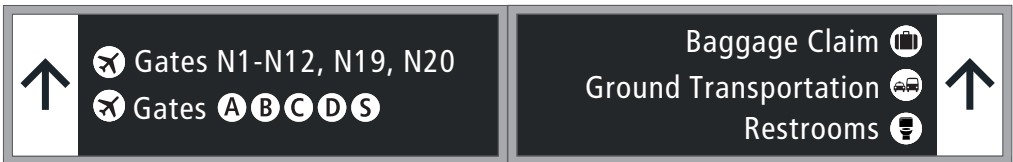


Side A



Side A

Side B



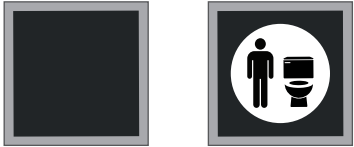


N-0651-ID.42

Side A

Side B

Notes:



N-0661-ID.42

Side A

Side B

Notes:

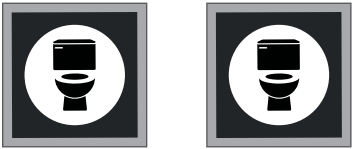


N-0671-ID.42

Side A

Side B

Notes:

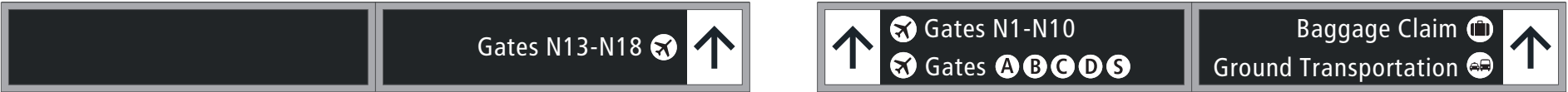


N-0681-DR.03a

Side A

Side B

Notes:



Side A

Escalator UP to:

↑

Airline Lounge

Restaurant

Notes:

- Confirm airline lounge name prior to install.
- Custom mounting required due to unique location; fabricator to field verify and make recommendations accordingly.

Side A

N7

Notes:

- Field verify gate podium dimensions and mounting requirements prior to install.
- Gate podium by others.

Side A

N8

Notes:

- Field verify gate podium dimensions and mounting requirements prior to install.
- Gate podium by others.

Side A

N5

Notes:

- Field verify gate podium dimensions and mounting requirements prior to install.
- Gate podium by others.

Side A

# N4

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N3

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N2

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N1

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N10

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N9

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N20

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N19

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N11

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N12

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N14

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N13

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N15

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N16

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N17

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

# N18

Notes:  
- Field verify gate podium dimensions and mounting requirements prior to install.  
- Gate podium by others.

## END OF NORTH SATELLITE MESSAGE SCHEDULE

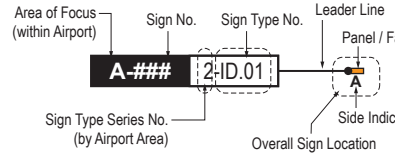
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SIGN LOCATION ANNOTATION LEGEND

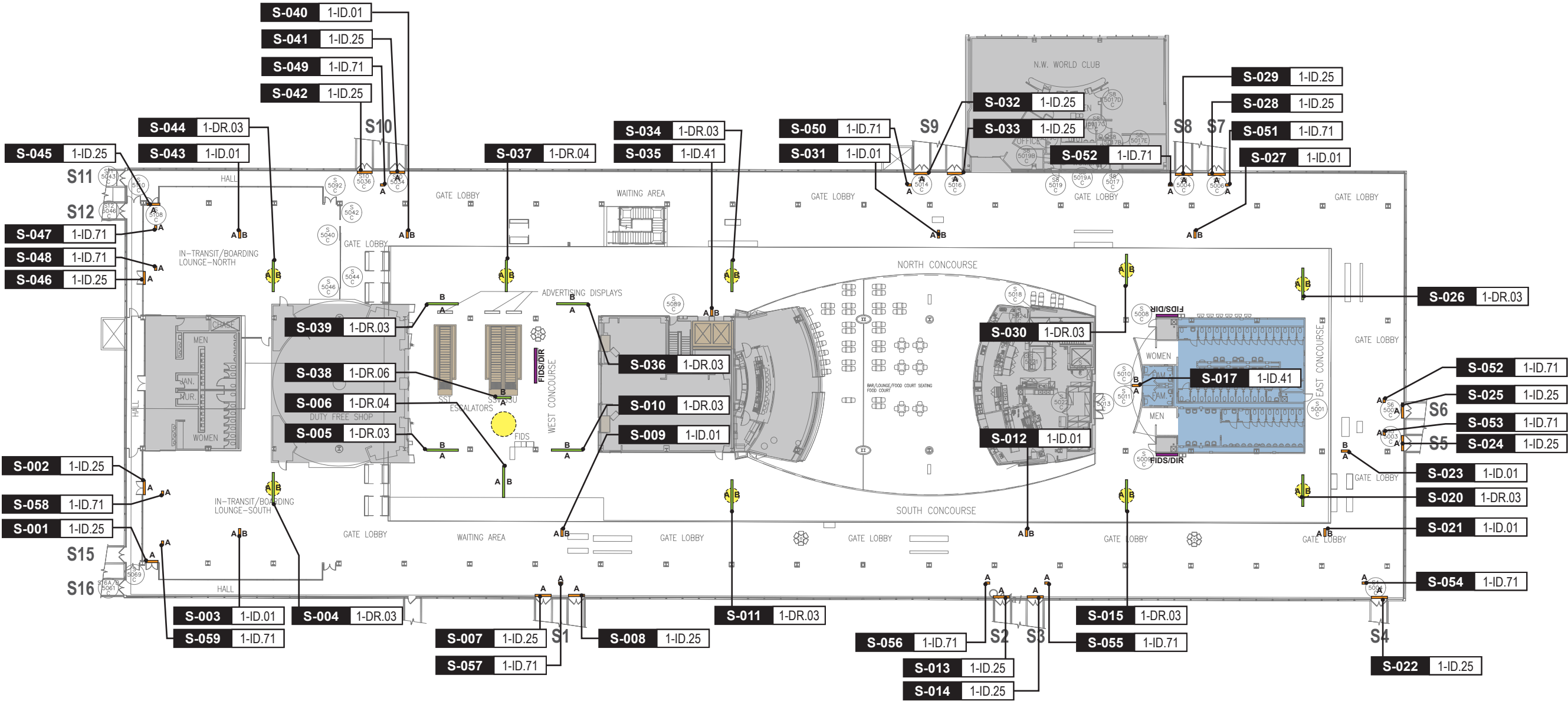
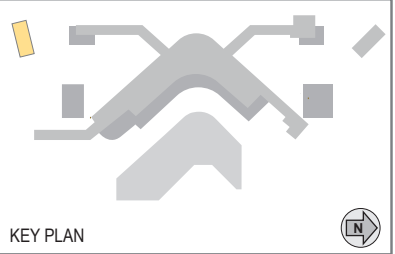
TERMINAL/CONCOURSE ANNOTATION



CODE DEFINITIONS:

- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Decision Points:**
- Primary
  - Reinforcement
- Circulation:**
- Vertical Public (Elevators/Escalators)
  - Not In Scope
  - Public Restrooms
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station

SOUTH SATELLITE  
1" = 50'





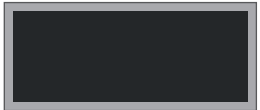
Side A

S16

Side A

S15

Side A



Side B



Side A



Side B



Existing Conditions

Side A

←

✈

Gates S11-S16

Gates S7-S10✈

↑

Side B

←

✈

Gates S1-S10

🚻

Restrooms

Gates S11-S16✈

→



Existing Conditions

Notes:

Side A

🚆

Trains to:

↙

🧳

Baggage Claim

✈

Gates 

A

B

C

D

N

Gates S1-S12✈

Restrooms🚻

↑

Side B

↑

✈

Gates S7-S16

🚻

Restrooms

🚆

Trains to:

Baggage Claim🧳

Gates 

A

B

C

D

N

✈

↘



Existing Conditions

Notes:

Side A

S1a

Notes:

Side A

S1

Notes:

Side A



Side B



Side A



Side B



Side A



Side B



Existing Conditions

Side A



Side B



Side A

S2

Side A

S3

Side A

←

✈️

Gates S7-S12

🚻

Restrooms

Gates S4-S6

✈️

↑

Side B

↑

✈️

Gates S1-S3, S15 & S16

🧳

Baggage Claim

Gates S7-S12

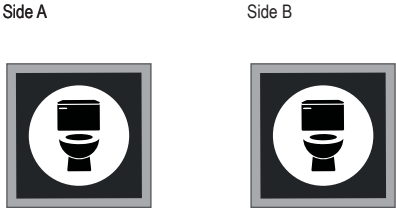
✈️

Restrooms

🚻

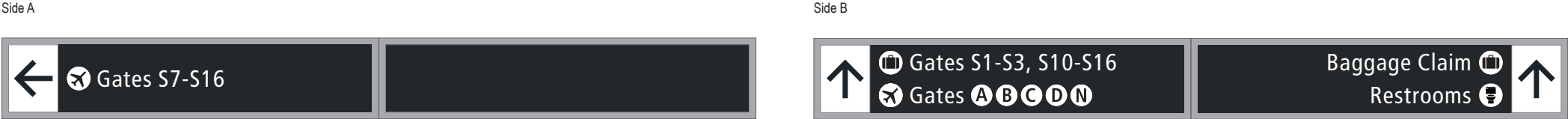
→

NOT USED



NOT USED

NOT USED



Side A



Side B



Side A



Side A



Side B



Side A



Existing Conditions

Side A

S6



Existing Conditions

Notes:

Side A

←

✈

Gates S1-S6, S15 & S16

Side B

↑

🧳

Gates S7-S12

✈

Gates A B C D N

Baggage Claim

🧳

Restrooms

🚻

↑

Notes:

Side A

S7 | S8

Side B

S7 | S8

Notes:

Side A

S7

Notes:



Side A

S8

Side A

↑

✈️ Gates S4-S6

Gates S1-S3, S15 & S16  
Restrooms

✈️  
♿️

→

Side B

←

✈️ Gates S1-S3, S15 & S16  
Restrooms

✈️  
♿️

Gates S9-S12  
Baggage Claim

✈️  
🧳

↑

Side A

S9 | S9a

Side B

S9 | S9a

Side A

S9a

Side A

S9

Side A

↑

✈

Gates S2-S9

Restrooms

💡

↑

Side B

↑

🧳

Baggage Claim

🚌

Ground Transportation

Gates S1, S10-S16

Gates A B C D N

✈

↑

Side A



Side B



Side A

←

✈

Gates S10-S16

Gates S2-S9

Restrooms

✈

💡→

Side B

←

✈

Gates S2-S9

💡

Restrooms

Gates S1, S15 & S16

✈

↑

Side A

↑

✈️ Gates S2-S9

🚻 Restrooms

🚆 Trains to:

Baggage Claim

Gates **A B C D N**

🛃

✈️

↘️

Side B

↙️

🚆 Trains to:

🛃 Baggage Claim

✈️ Gates **A B C D N**

Gates S10-S16 ✈️

↑

Side A

🚆 Trains to:

Baggage Claim

Gates **A B C D N**

🛃

✈️

↓

Side B

Side A

←

✈️ Gates S10-S16

Gates S2-S9 ✈️

Restrooms 🚻

→

Side B

←

✈️ Gates S2-S9

🚻 Restrooms

Gates S1, S15 & S16 ✈️

↑

Side A

S10 | S10a

Side B

S10 | S10a

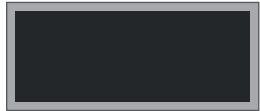
Side A

S10a

Side A

S10

Side A



Side B



Side A



Side B



Side A

S11

Notes:

Side A

S12

Notes:

Side A

S11

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

Side A

S12

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S10

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S9

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S7

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S6

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S5

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S4

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S3

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S2

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.



# S1

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S15

Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

# S16

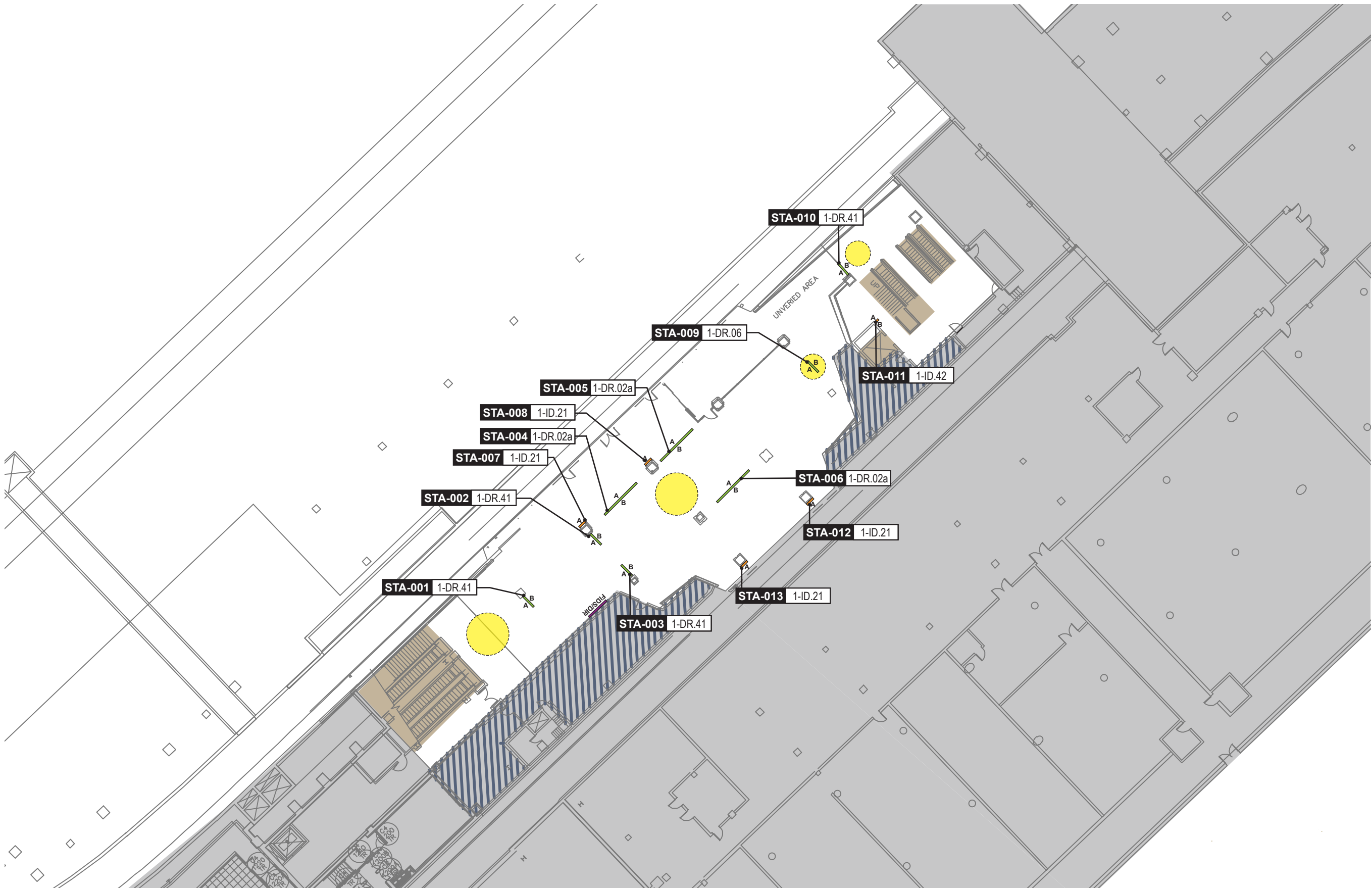
Notes:  
- Field verify gate podium location, dimensions and mounting requirements prior to install.  
- Gate podium by others.

## END OF SOUTH SATELLITE MESSAGE SCHEDULE

# 4.0

## **4.0 TRAIN STATIONS WAYFINDING PROGRAMMING**

- 4.1 A Station Location Plan
- 4.2 A Station Message Schedule
- 4.3 D Station Location Plan
- 4.4 D Station Message Schedule
- 4.5 S Station Location Plan
- 4.6 S Station Message Schedule
- 4.7 N Station Location Plan
- 4.8 N Station Message Schedule



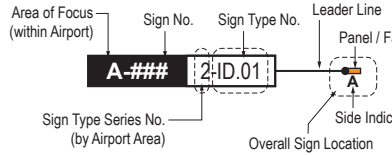
GENERAL NOTES

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SIGN LOCATION ANNOTATION LEGEND

TERMINAL/CONCOURSE ANNOTATION



CODE DEFINITIONS:

Sign Type:	Sign Type Series No. (by Airport Area):
DR.xx = Directional	1- = Terminals/Concourses
ID.xx = Identification	2- = Curbside / Ground Trans.
IN.xx = Informational	3- = Parking
	4- = Roadway

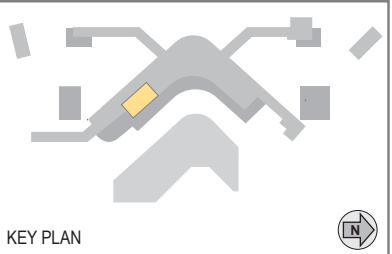
  

Decision Points:	Airport Area:
Yellow circle = Primary	A = Concourse A
Dashed yellow circle = Reinforcement	B = Concourse B
	C = Concourse C
	D = Concourse D
	N = North Satellite
	S = South Satellite
	TM = Terminal (Ticketing Level)
	BG = Baggage Level
	SB = Skybridge Level
	STA = A Station
	STD = D Station
	STN = N Station
	STS = S Station

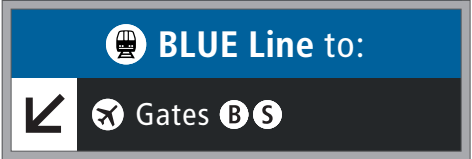
Circulation:
Brown rectangle = Vertical Public (Elevators/Escalators)
Grey rectangle = Not In Scope
Blue rectangle = Public Restrooms

A STATION  
1" = 35'

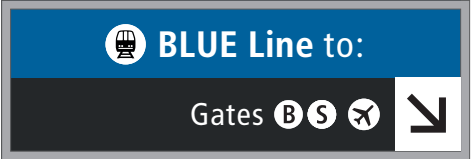


STA-001 1-DR.41

Side A



Side B

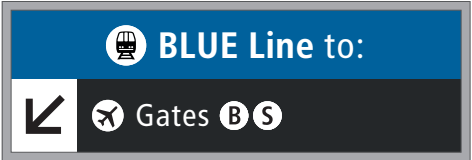


Existing Conditions

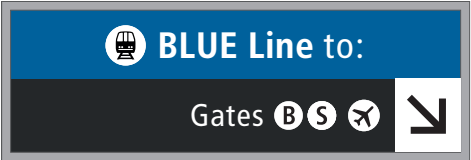
Notes:

STA-002 1-DR.41

Side A



Side B



Existing Conditions

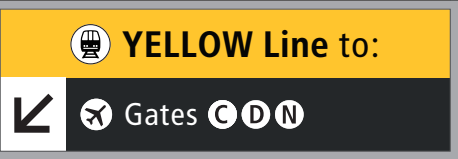
Notes:

STA-003 1-DR.41

Side A



Side B



Existing Conditions

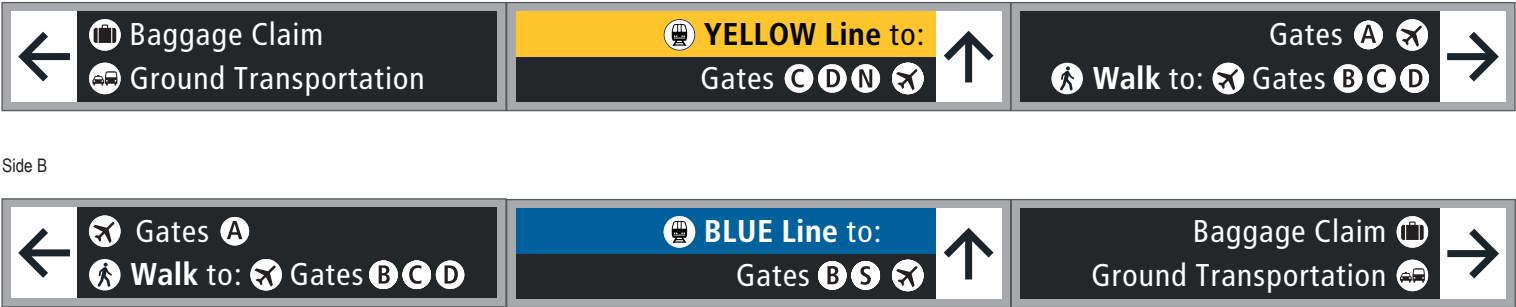
Notes:

STA-004 1-DR.02a

Side A



Side B



Existing Conditions

Notes:



STA-0051-DR.02a

Side A

←

Baggage Claim

Ground Transportation

YELLOW Line to:

Gates C D N

↑

Gates A

Walk to: Gates B C D

→

Side B

←

Gates A

Walk to: Gates B C D

BLUE Line to:

Gates B S

↑

Baggage Claim

Ground Transportation

→

STA-0061-DR.02a

Side A

←

Baggage Claim

Ground Transportation

YELLOW Line to:

Gates C D N

↑

Gates A

Walk to: Gates B C D

→

Side B

←

Gates A

Walk to: Gates B C D

BLUE Line to:

Gates B S

↑

Baggage Claim

Ground Transportation

→

STA-0071-ID.21

Side A



STA-0081-ID.21

Side A



Existing Conditions

Notes:



Existing Conditions

Notes:

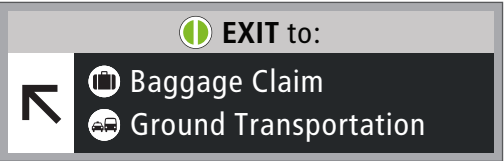


Existing Conditions

Notes:

Notes:

Side A



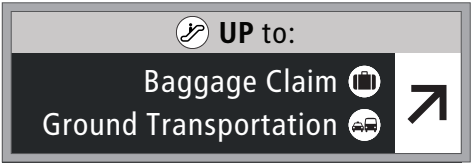
Side B



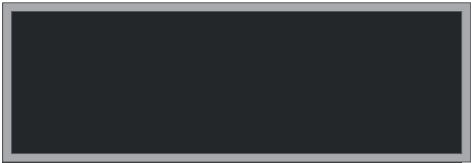
Existing Conditions

Notes:

Side A



Side B



Existing Conditions

Notes:

Side A



Side B



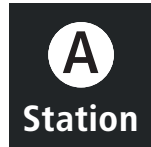
Notes:

Side A



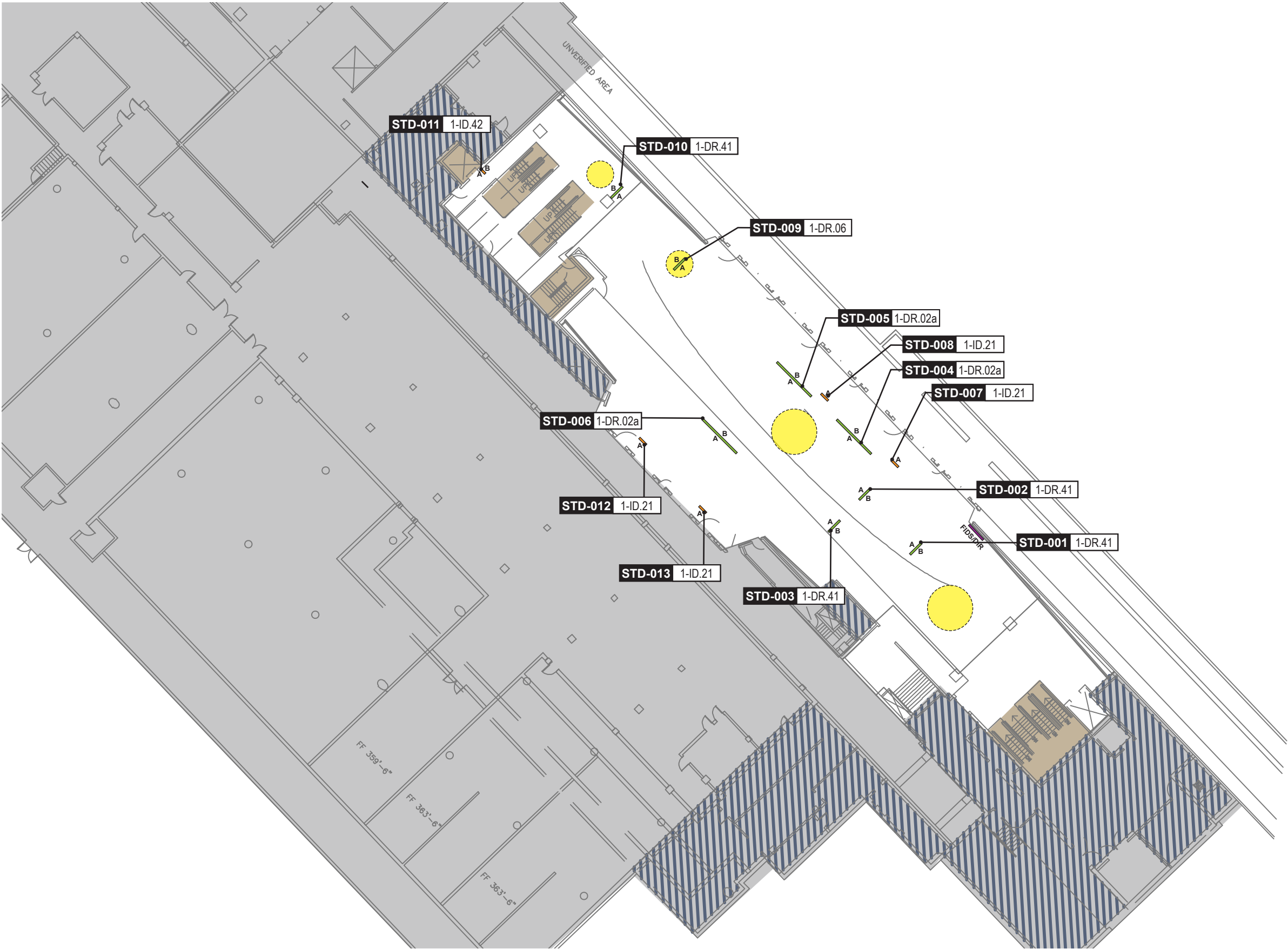
Notes:

Side A

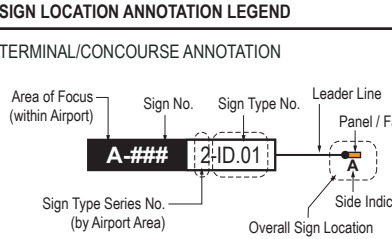


END OF A STATION MESSAGE SCHEDULE

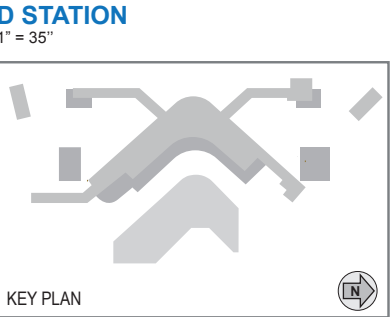




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- CODE DEFINITIONS:**
- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Decision Points:**
- Primary (Yellow circle)
  - Reinforcement (Yellow circle with dot)
- Circulation:**
- Vertical Public (Elevators/Escalators) (Brown square)
  - Not In Scope (Grey square)
  - Public Restrooms (Blue square)
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station



Side A



Side B



Notes:  
- Field verify mounting location.

Side A



Side B



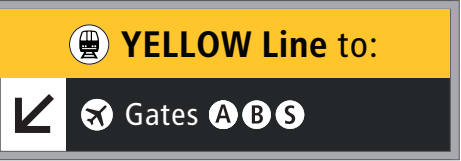
Existing Conditions

Notes:  
- Field verify mounting location.

Side A



Side B



Existing Conditions

Notes:  
- Field verify mounting location.

Side A



Side B



Notes:  
- Field verify mounting location.

Side A



Side B



Notes:  
- Field verify mounting location.

Side A



Side B



Notes:  
- Field verify mounting location.

Side A



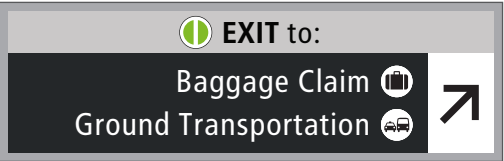
Notes:  
- Field verify mounting location.

Side A



Notes:  
- Field verify mounting location.

Side A

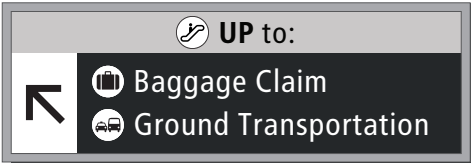


Side B

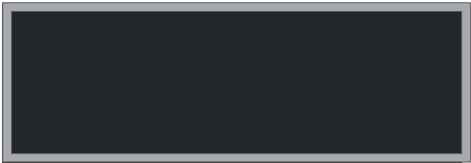


Notes:  
- Field verify mounting location.:

Side A



Side B



Notes:  
- Field verify mounting location.:

Side A



Side B



Notes:  
- Field verify mounting location.

Side A



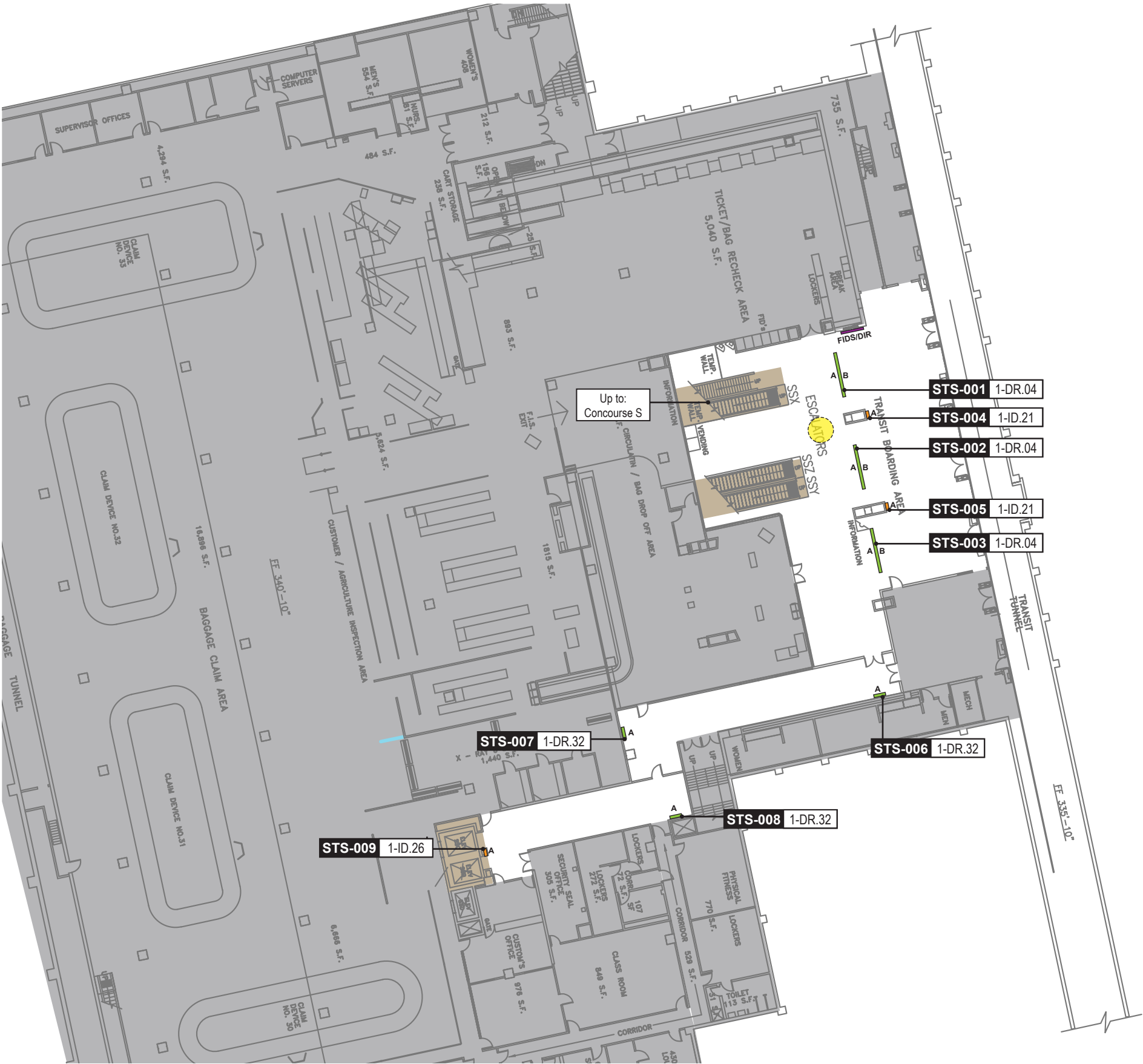
Notes:  
- Field verify mounting location.



Notes:  
- Field verify mounting location.:

END OF D STATION MESSAGE SCHEDULE





**GENERAL NOTES**

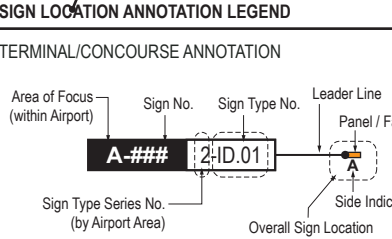
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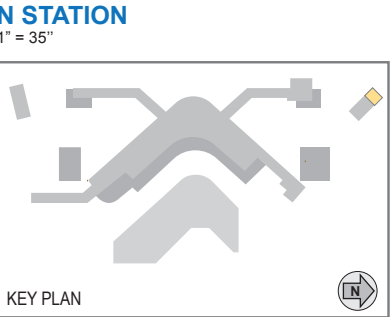
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**STS-00a 1-DR.##**



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  - Reinforcement
- Circulation:**
- Vertical Public (Elevators/Escalators)
  - Not In Scope
  - Public Restrooms
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  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station



Side A



Side B



Existing Conditions

Notes:

Side A



Side B



Notes:

Side A

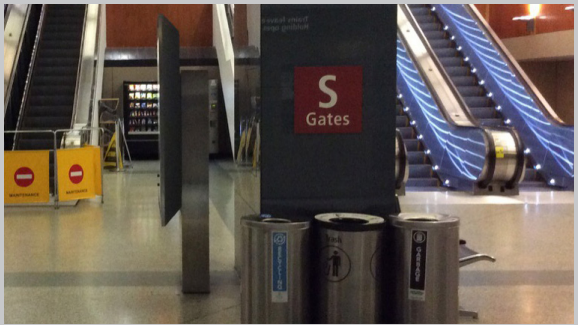


Side B



Notes:

Side A



Existing Conditions

Notes:



STS-0051-ID.21

Side A



Notes:

STS-0061-DR.32

Side A



Notes:  
- Field verify for ideal mounting location and mounting height.

STS-0071-DR.32

Side A



Notes:  
- Field verify for ideal mounting location and mounting height.

STS-0081-DR.32

Side A

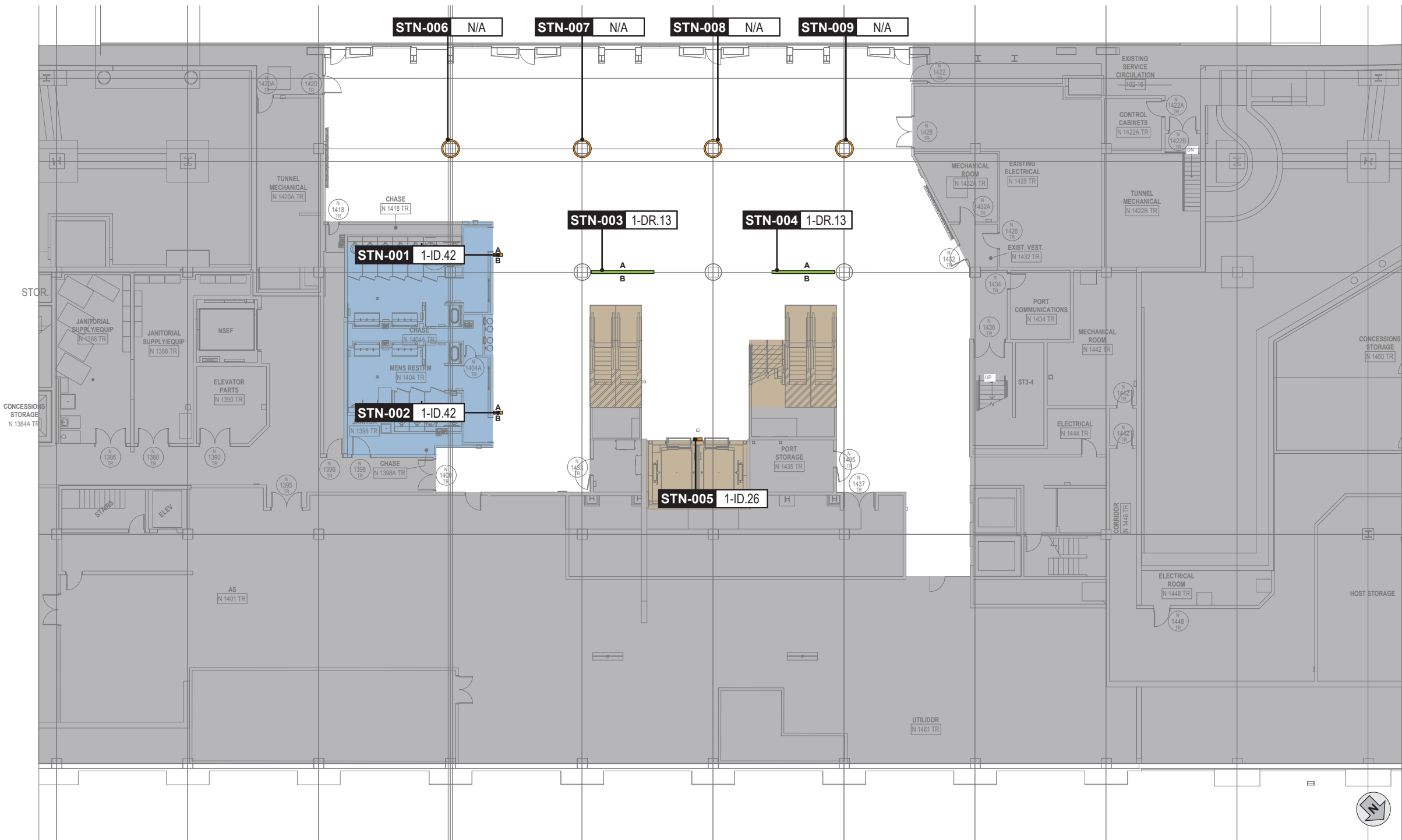


Notes:  
- Field verify for ideal mounting location and mounting height.

Side A



END OF S STATION MESSAGE SCHEDULE



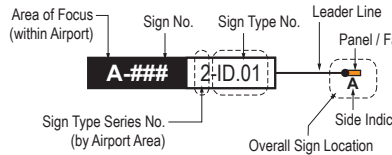
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SIGN LOCATION ANNOTATION LEGEND

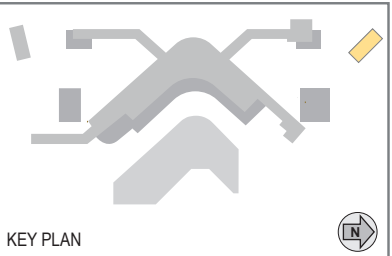
TERMINAL/CONCOURSE ANNOTATION

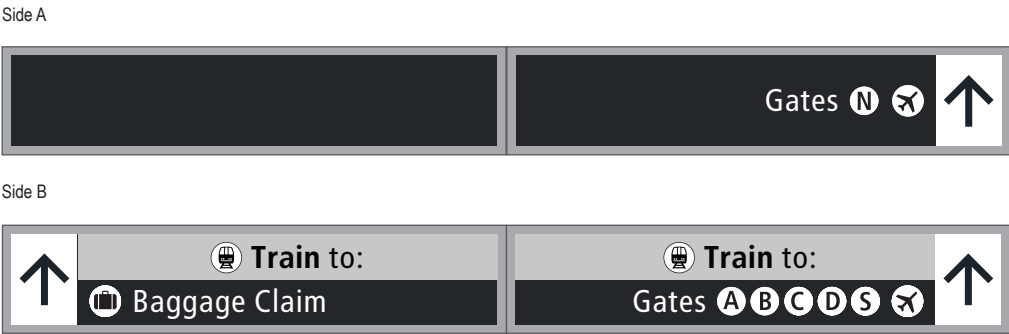
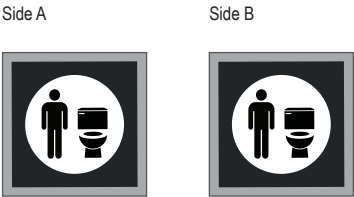
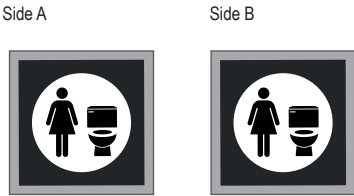


CODE DEFINITIONS:

- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Decision Points:**
- Primary
  - Reinforcement
- Circulation:**
- Vertical Public (Elevators/Escalators)
  - Not In Scope
  - Public Restrooms
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station

N STATION  
1" = 25"





Side A



STN-006	N/A
STN-007	N/A
STN-008	N/A
STN-009	N/A

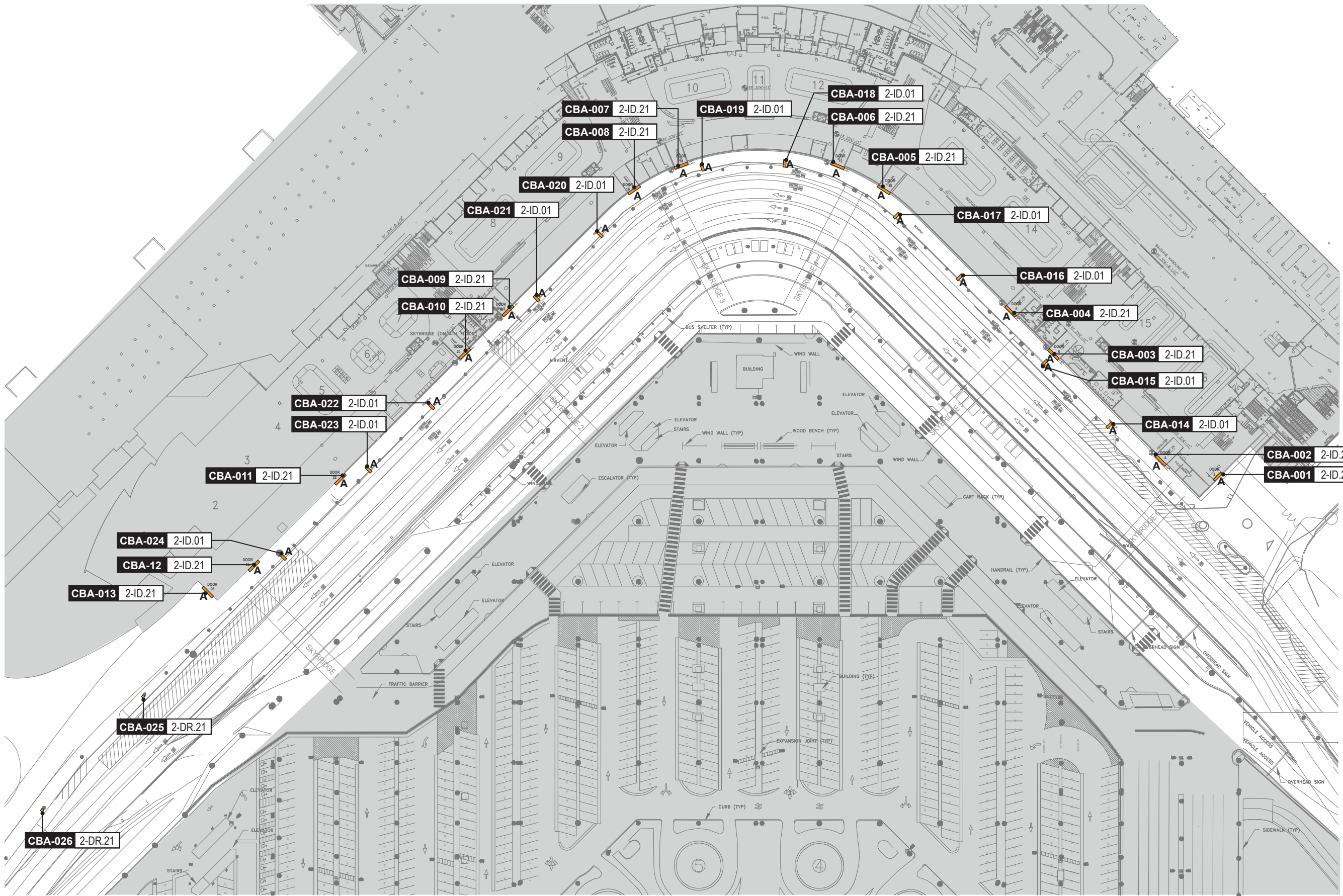
Notes:  
- Retrofit existing sign with new SEA standard colors unless otherwise directed by airport.

END OF N STATION MESSAGE SCHEDULE

# 5.0

## **5.0 CURBSIDE WAYFINDING PROGRAMMING**

- 5.1 Arrivals Curbside Sign Location Plan
- 5.2 Arrivals Curbside Message Schedule
- 5.3 Departures Curbside Sign Location Plan
- 5.4 Departures Curbside Message Schedule



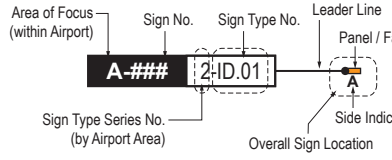
GENERAL NOTES

- Sign locations & orientations shown here are approximations based on the most current plan drawings as provided to the designer by SEA at the time of this document's completion. These sign locations are for general design intent & wayfinding planning purposes only. They should not be construed or deemed as absolute or final locations. Field verification, marking & documentation of each final location is to be performed by the Fabricator/Installer & coordinated with SEA staff & wayfinding design consultants for final approval.
- All final install locations must be marked and verified in the field for proper structural integrity, adequate line of sight, utilities / property-line / other existing signage interferences & must be in complete compliance with all local, state and national codes prior to fabrication or installation.
- Adjustments to the sign locations shown in these drawings must be documented by the Fabricator/Installer, and provided to SEA staff & wayfinding design consultants for final approval.

**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are NOT in scope.

SIGN LOCATION ANNOTATION LEGEND

TERMINAL/CONCOURSE ANNOTATION



CODE DEFINITIONS:

- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Sign Type Series No. (by Airport Area):**
- 1- = Terminals/Concourses
  - 2- = Curbside / Ground Trans.
  - 3- = Parking
  - 4- = Roadway
- Decision Points:**
- Primary (Yellow circle)
  - Reinforcement (Yellow circle with dot)
- Circulation:**
- Vertical Public (Elevators/Escalators) (Brown square)
  - Not In Scope (Grey square)
  - Public Restrooms (Blue square)
- Airport Area:**
- A = Concourse A
  - B = Concourse B
  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
  - S = South Satellite
  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station





Side A

ARRIVALS

DOOR 2

Side A

ARRIVALS

DOOR 4

Side A

ARRIVALS

DOOR 6

Notes:  
- Remove existing sign  
- Replace with new sign

 **ARRIVALS**

**DOOR 8**

Notes:  
- Remove existing sign  
- Replace with new sign

 **ARRIVALS**

**DOOR 10**

Notes:  
- Remove existing sign  
- Replace with new sign

 **ARRIVALS**

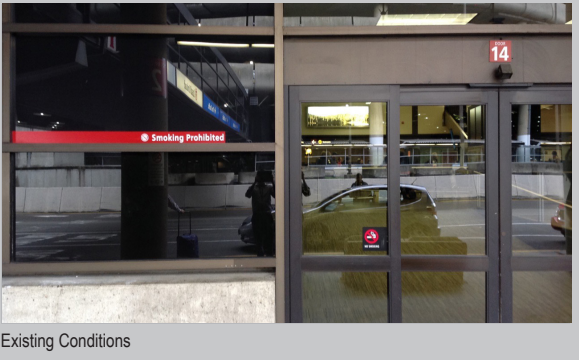
**DOOR 12**

Side A



ARRIVALS

DOOR 14



- Notes:
- Remove existing sign
  - Replace with new sign

Side A



ARRIVALS

DOOR 16

- Notes:
- Remove existing sign
  - Replace with new sign

Side A



ARRIVALS

DOOR 18

- Notes:
- Remove existing sign
  - Replace with new sign

ARRIVALS

DOOR 20

ARRIVALS

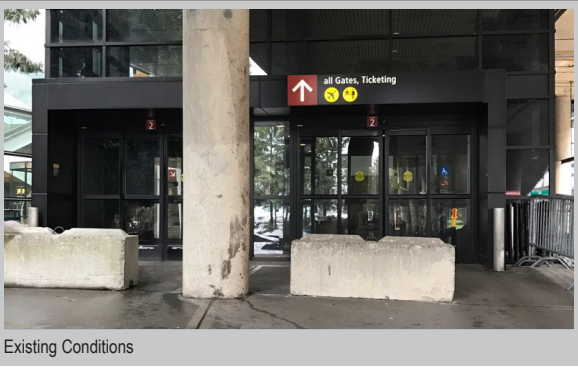
DOOR 22

ARRIVALS

DOOR 24


ARRIVALS

DOOR 26



Existing Conditions


- Notes:
- Remove existing sign
  - Replace with new sign

ARRIVALS

DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
4

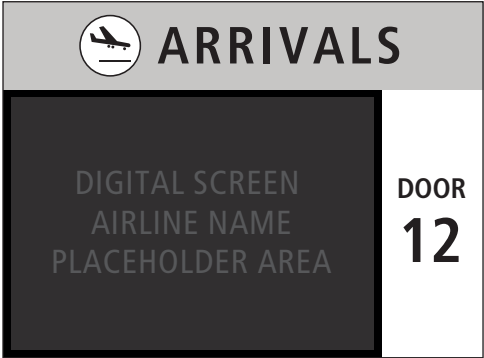
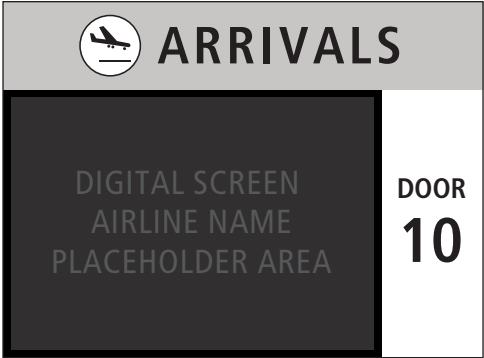
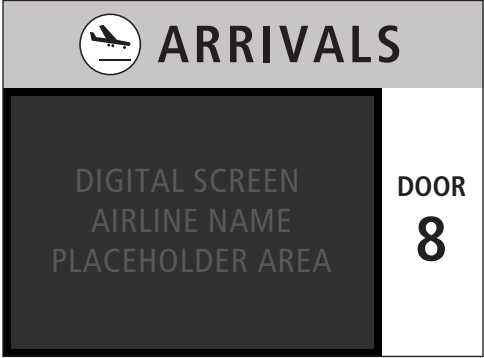
- Notes:
- Remove existing sign
  - Replace with new sign

ARRIVALS

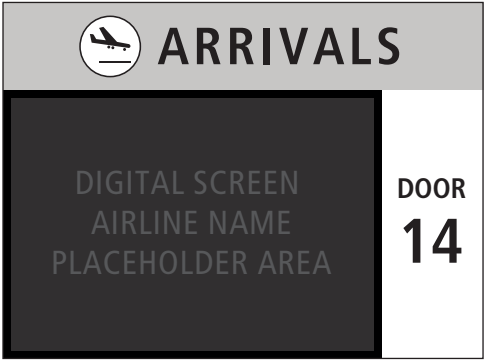
DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
6

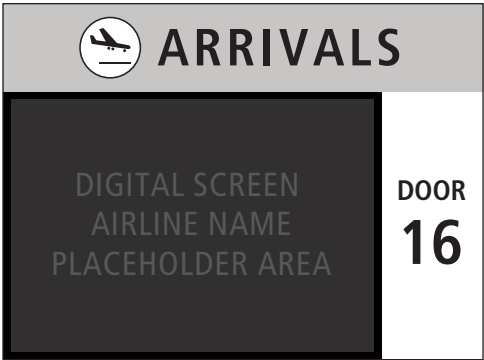
- Notes:
- Remove existing sign
  - Replace with new sign



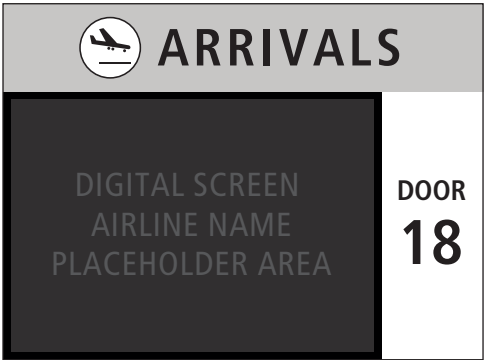
Notes:  
- Remove existing sign  
- Replace with new sign



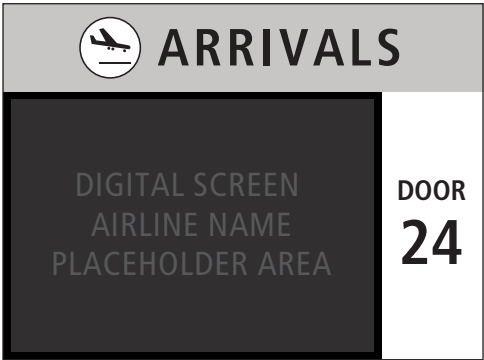
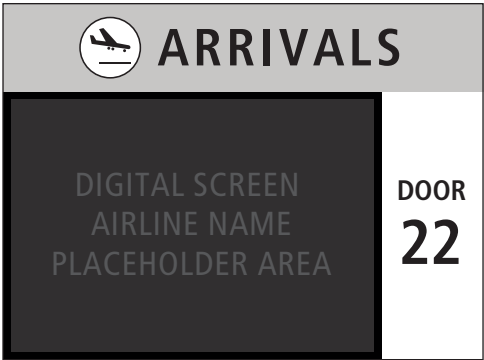
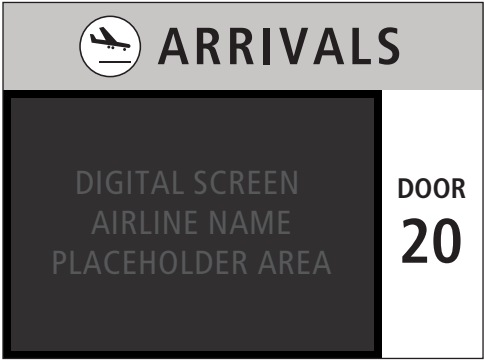
Notes:  
- Remove existing sign  
- Replace with new sign



Notes:  
- Remove existing sign  
- Replace with new sign







CBA-0252-DR.21

Side A

↑

Terminal

Notes:  
- Field verify column mount requirements and location.

CBA-0262-DR.21

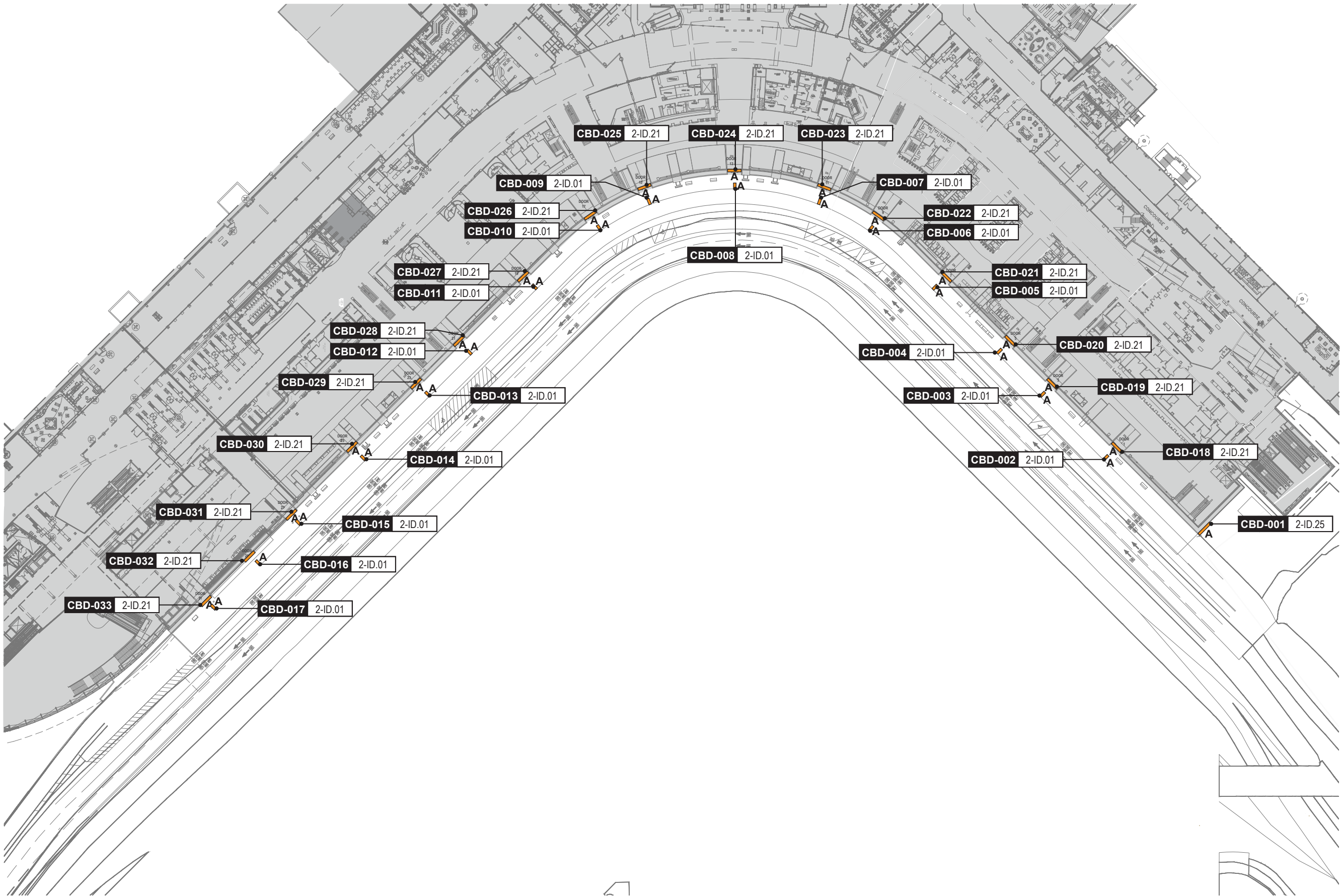
Side A

↑

Terminal

Notes:  
- Field verify column mount requirements and location.

END OF ARRIVALS CURBSIDE MESSAGE SCHEDULE



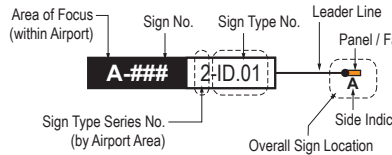
GENERAL NOTES

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**NOTE:** Only wayfinding signage & locations as shown in this package are in scope. All other regulatory, tertiary and misc. non-wayfinding specific signage are **NOT** in scope.

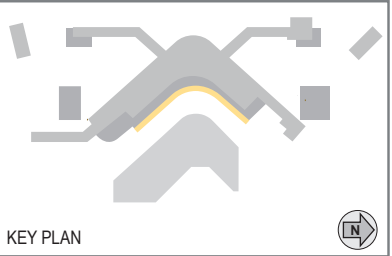
SIGN LOCATION ANNOTATION LEGEND

TERMINAL/CONCOURSE ANNOTATION



CODE DEFINITIONS:

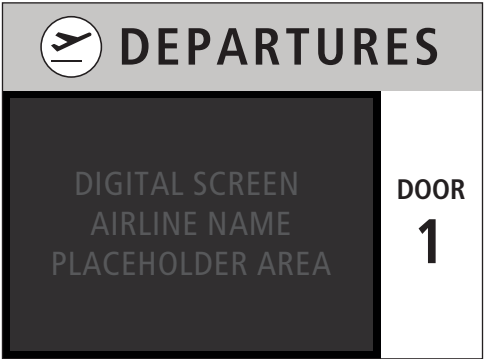
- Sign Type:**
- DR.xx = Directional
  - ID.xx = Identification
  - IN.xx = Informational
- Decision Points:**
- Primary
  - Reinforcement
- Circulation:**
- Vertical Public (Elevators/Escalators)
  - Not In Scope
  - Public Restrooms
- Sign Type Series No. (by Airport Area):**
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  - 3- = Parking
  - 4- = Roadway
- Airport Area:**
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  - C = Concourse C
  - D = Concourse D
  - N = North Satellite
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  - TM = Terminal (Ticketing Level)
  - BG = Baggage Level
  - SB = Skybridge Level
  - STA = A Station
  - STD = D Station
  - STN = N Station
  - STS = S Station





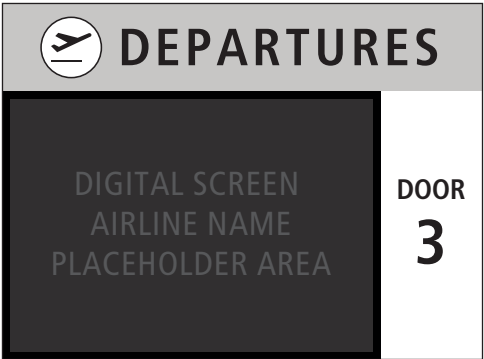
Existing Conditions

- Notes:
- Install new curbside ID
  - Field verify dimensions and mounting conditions



Existing Conditions

- Notes:
- Remove existing sign
  - Replace with new sign




Existing Conditions

- Notes:
- Remove existing sign
  - Replace with new sign

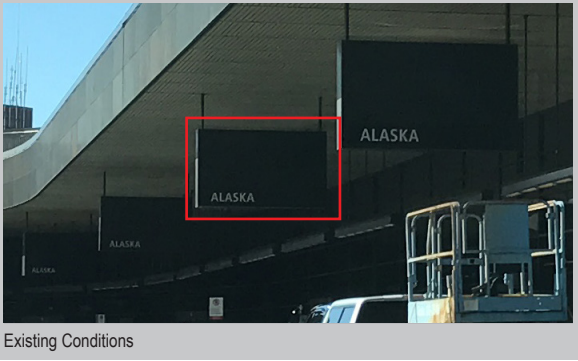


Side A

DEPARTURES


DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
5



- Notes:
- Remove existing sign
  - Replace with new sign

Side A

DEPARTURES


DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
7



- Notes:
- Remove existing sign
  - Replace with new sign

Side A

DEPARTURES


DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
9



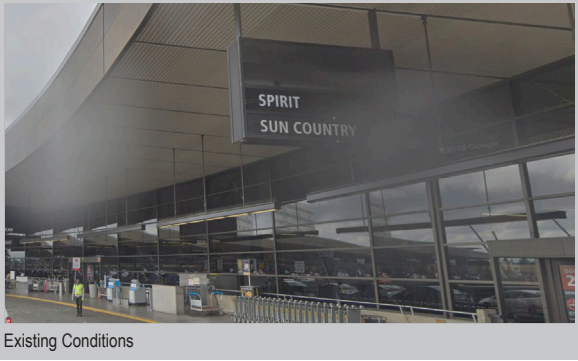
- Notes:
- Remove existing sign
  - Replace with new sign

Side A

DEPARTURES


DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
11



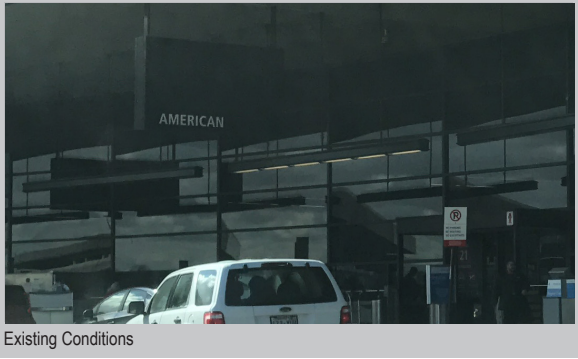
- Notes:
- Remove existing sign
  - Replace with new sign

Side A

DEPARTURES


DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
13



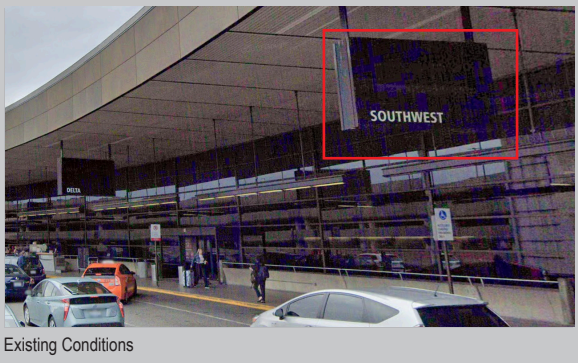
- Notes:
- Remove existing sign
  - Replace with new sign

Side A

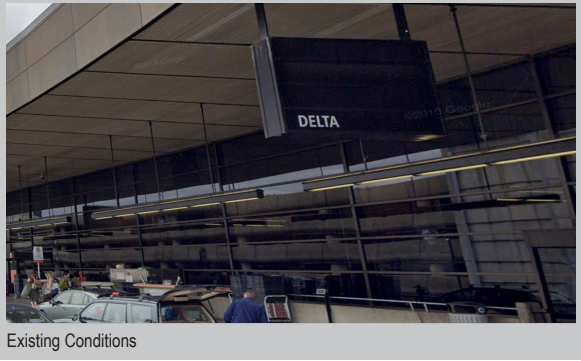
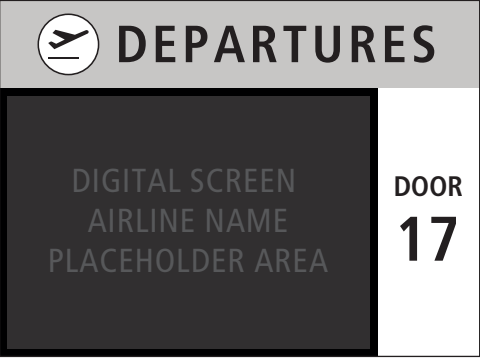
DEPARTURES

DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

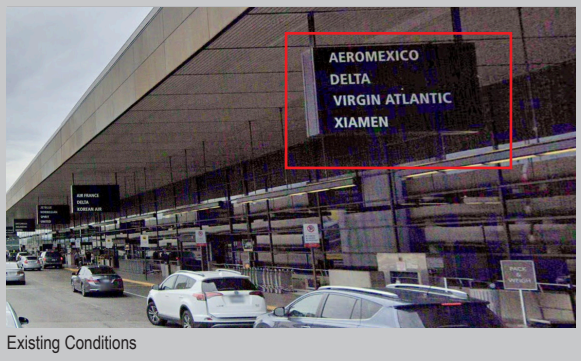
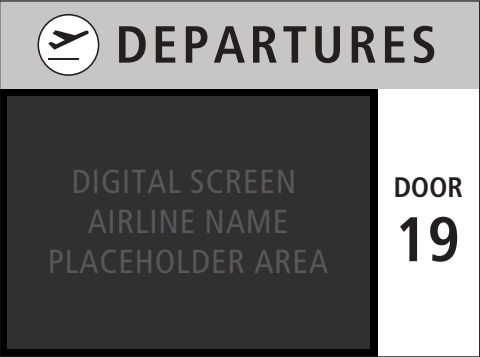
DOOR  
15



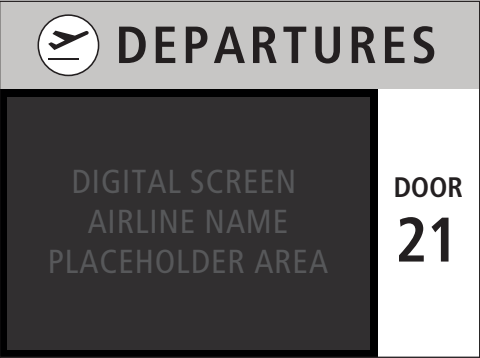
- Notes:
- Remove existing sign
  - Replace with new sign



- Notes:
- Remove existing sign
  - Replace with new sign




- Notes:
- Remove existing sign
  - Replace with new sign



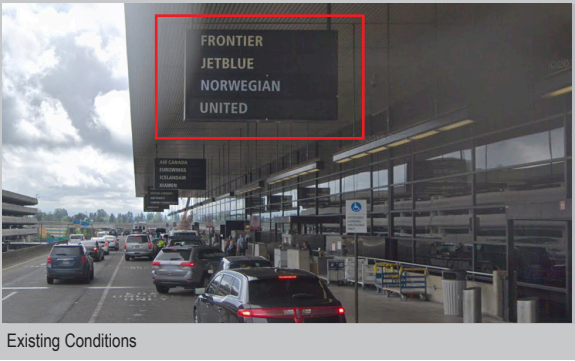
- Notes:
- Remove existing sign
  - Replace with new sign




DEPARTURES

DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
23

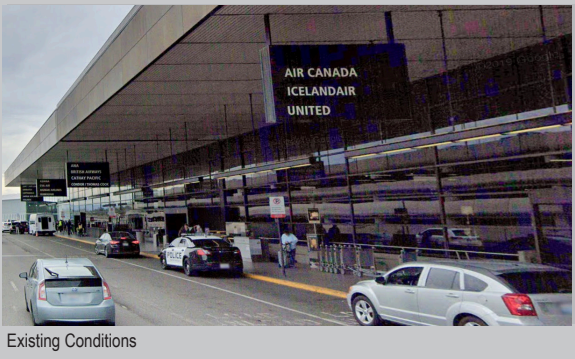


- Notes:
- Remove existing sign
  - Replace with new sign


DEPARTURES

DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

DOOR  
25

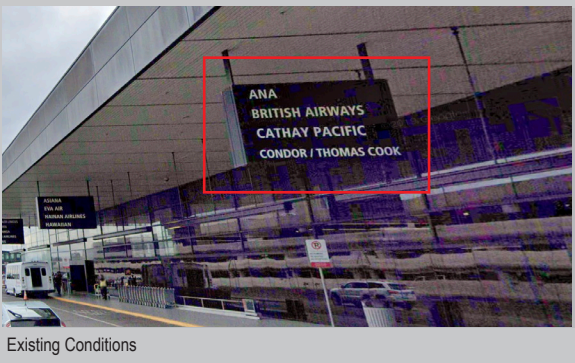


- Notes:
- Remove existing sign
  - Replace with new sign

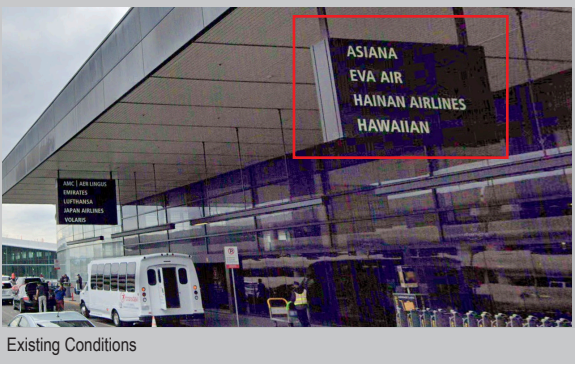
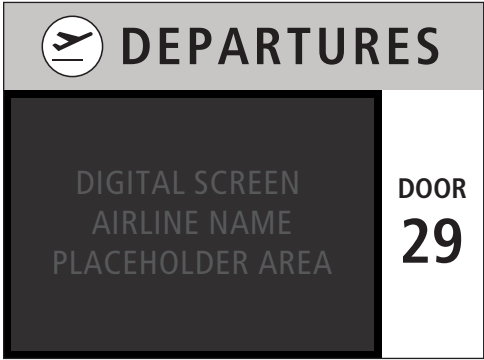
DEPARTURES

DIGITAL SCREEN  
AIRLINE NAME  
PLACEHOLDER AREA

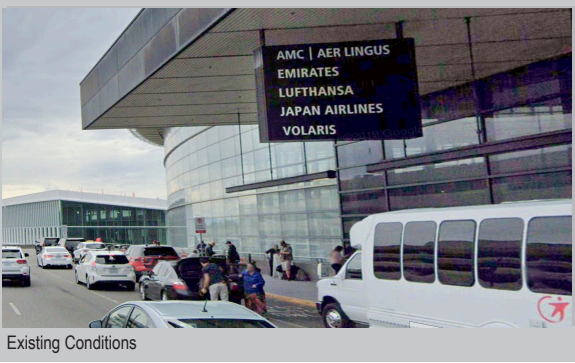
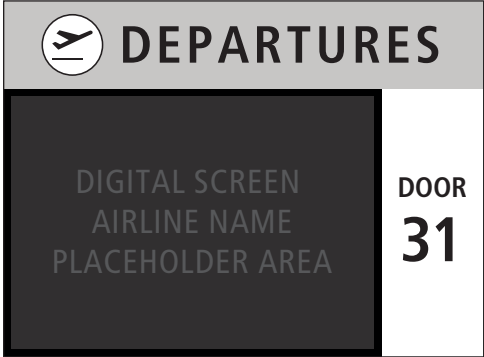
DOOR  
27



- Notes:
- Remove existing sign
  - Replace with new sign



- Notes:
- Remove existing sign
  - Replace with new sign



- Notes:
- Remove existing sign
  - Replace with new sign



- Notes:
- Remove existing sign
  - Replace with new sign

Side A

DEPARTURES

DOOR 3



- Notes:
- Remove existing sign
  - Replace with new sign

Side A

DEPARTURES

DOOR 5

- Notes:
- Remove existing sign
  - Replace with new sign

Side A

DEPARTURES

DOOR 7

- Notes:
- Remove existing sign
  - Replace with new sign

DEPARTURES

DOOR 9

DEPARTURES

DOOR 11

DEPARTURES

DOOR 13

DEPARTURES

DOOR 15

DEPARTURES

DOOR 17

DEPARTURES

DOOR 19

DEPARTURES

DOOR 21



DEPARTURES

DOOR 23



DEPARTURES

DOOR 25

DEPARTURES

DOOR 27

DEPARTURES

DOOR 29

DEPARTURES

DOOR 31

END OF DEPARTURES CURBSIDE MESSAGE SCHEDULE