Rethinking Wayfinding for an Expanding Rail System
The existing signage system was evaluated for its effectiveness and suitability for use in an expanding system.

Deficiencies were found in the areas of ADA-compliance, design and cost.

A design concept proposal was developed to address findings.

The review panels found the proposal effectively addressed evaluation findings and recommended the proposal be given further consideration.
EVALUATION CRITERIA

1. Message

2. Design

3. Location
STATION AHEAD LIST SIGNS (SAL)
EXISTING SAL DESIGN FINDINGS

1. Layouts are not intuitive.
2. Information is not visually prioritized.
3. Information is not uniform.
4. Layouts are not suitable for all applications.
5. 182 custom layouts are required to outfit the system.
6. Sign locations are not consistent.
7. Not all signs are ADA-compliant.
8. High production costs.
NEW SAL SIGN DESIGN FEATURES

- Layouts are intuitive.
- Information is visually prioritized and uniform.
- Layouts are suitable for all applications.
- 14 layouts can outfit the system.
- Sign locations are consistent.
- Signs are ADA-compliant
- Significantly lower production costs and time.
PROPOSED SAL DESIGN REGIONS

1. RED LINE: East-West
2. ORANGE/SILVER/BLUE: East-West
3. BLUE: East-West
4. BLUE: East-West/YELLOW: North-South
5. YELLOW/GREEN: North-South
6. GREEN: North-South
7. YELLOW: North-South
EXISTING SAL DESIGN
PROPOSED ORANGE/SILVER/BLUE LINE SAL DESIGNS

Eastbound

Westbound
PROPOSED BLUE LINE SAL DESIGNS

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**Eastbound**

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**Westbound**
PROPOSED BLUE/YELLOW SAL DESIGNS

Eastbound Northbound

Westbound Southbound
PROPOSED YELLOW/GREEN LINE SAL DESIGNS
PROPOSED GREEN LINE SAL DESIGNS
PROPOSED YELLOW LINE SAL DESIGNS

Southbound

Northbound
PROPOSED COMBINATION SAL-ADVERTISING DISPLAY CASES
COMPARISON OF VERBAL DIRECTIONS

“How do I get from Washington National Airport to Takoma Station?”

Existing

1. “Catch the Yellow Line to Greenbelt,
2. Transfer at Fort Totten,
3. Catch the Red Line to Glenmont,
4. Get off at Takoma.”

Proposed

1. “Catch the Northbound Yellow Line to Fort Totten,
2. Transfer to the Eastbound Red Line,
3. Get off at Takoma.”
COMPARISON OF VERBAL DIRECTIONS

“How do I get to Waterfront Station from Wiehle Avenue?”

Existing

1. “Catch the Silver Line to Largo Town Center,
2. Transfer at L’Enfant Plaza,
3. Catch the Green Line to Branch Avenue,
4. Get off at Waterfront.”

 Proposed

1. “Catch the Eastbound Silver Line,
2. Transfer at L’Enfant Plaza,
3. Catch the Southbound Green Line to Waterfront.”
WALL-MOUNTED STATION NAME SIGNS
EXISTING STATION NAME SIGN DESIGN FINDINGS

- Layouts are not intuitive.
- Information is not visually prioritized and uniform.
- Layouts are not sustainable.
- Signs are oversized.
- Signs require supplemental signage.
- Not all signs are ADA-compliant.
EXISTING STATION NAME SIGN DESIGN

Stadium-Armory

OR New Carrollton  SV BL Largo Town Center
NEW STATION NAME SIGN DESIGN FEATURES

• Layouts are intuitive.
• Information is visually prioritized and uniform.
• Layouts are sustainable.
• Signs are appropriately sized.
• Signs do not require supplemental signage.
• Signs are ADA-compliant.
PROPOSED TYPICAL STATION NAME SIGN DESIGN

Smithsonian
Westbound

National Mall

Independence Ave & 12th St

Wheelchair accessible
Baggage Check Accessible
PROPOSED TYPICAL STATION NAME SIGN DESIGN

Union Station

Mass Ave & 1st St

Eastbound

Amtrak
PROPOSED TYPICAL STATION NAME SIGN INSTALLATION PATTERN
EXTERIOR WAYFINDING SIGNS
EXISTING EXTERIOR AND INTERIOR WAYFINDING SIGN DESIGN FINDINGS

- High production costs
- Inconsistent messages and sign locations
- Unsustainable designs
- Durability
PROPOSED LOCATION OF STATION NAME ON STATION ENTRANCE-PYLONS

- Judiciary Square Station
- Franconia-Springfield Station
- Smithsonian Station
- Gallery Place Station
CARDINAL DIRECTIONS ADDED TO SYSTEM MAP

Existing

Proposed
EXISTING MEZZAINE-LEVEL PYLONS
EXISTING MEZZAINE-LEVEL PYLONS
PROPOSED MEZZANINE-LEVEL PYLONS
PROPOSED EMERGENCY-PYLON DESIGNS
EXISTING ADA SYMBOL-SET LOCATIONS ON PYLONS
PROPOSED ADA SYMBOL-SET LOCATIONS ON PYLONS
PROPOSED TYPICAL PLATFORM-LEVEL PYLON DESIGNS

- Westbound
- Elevator to street
- Elevator to Lines
- Elevator to street
TYPICAL PLATFORM-LEVEL WAYFINDING SIGN DESIGNS

Existing

Proposed

Existing

Proposed
TYPICAL PLATFORM-LEVEL WAYFINDING SIGN DESIGNS

Typical Existing

Typical Proposed
TYPICAL PLATFORM-LEVEL CEILING-MOUNTED WAYFINDING SIGN DESIGNS

Typical Existing

Typical Proposed
SYSTEM-USE AND TACTILE SIGNS
SYSTEM-USE AND TACTILE SIGNS FINDINGS

• Inconsistent messages
• Non-ADA compliant designs
• Lack of standardized locations
• Excessive customization
• Cost
MTPD CONTACT SIGN DESIGN

Existing

Report crime, emergencies or suspicious activity to the
Metro Transit Police
202-962-2121

Proposed

Metro Transit Police
202-962-2121

Report crime, emergencies or suspicious activity to Transit Police
Reporte cualquier crimen, emergencia o actividad sospechosa a La Policía de Tránsito
STATION ENTRANCE PROHIBITION SIGNS – EXISTING WITH RECENT MODIFICATIONS

The following are strictly prohibited in the Metrorail system

**No Smoking**
**No Eating or Drinking**
**No Animals (except service animals)**
**No Audio/Video** (without headphones)
**No Littering**
**No Dangerous or Flammable Items**

It’s the law. Violation is punishable by fine and/or jail.

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ENTRANCE-PYLON TACTILE SIGN DESIGNS

RED LINE JUDICIARY SQUARE
RED LINE TO SHADY GROVE / GLENMONT

Existing

RED LINE JUDICIARY SQUARE
RED LINE EASTBOUND/ WESTBOUND

Proposed
ENTRANCE-PYLON SYSTEM OPERATING HOURS SIGN DESIGN

METRORAIL OPERATING HOURS
MONDAY - THURSDAY
5:00 AM - 12:00 AM
FRIDAY
5:00 AM - 3:00 AM
SATURDAY
7:00 AM - 3:00 AM
SUNDAY
7:00 AM - 12:00 AM

Existing

METRORAIL SERVICE HOURS
MON - THURS
5:00 AM - 12:00 AM
FRI
5:00 AM - 3:00 AM
SAT
7:00 AM - 3:00 AM
SUN
7:00 AM - 12:00 AM

Proposed
STATION ENTRANCE-PYLON
ACCESSIBLE ENTRANCE WAYFINDING SIGN DESIGN

Existing

Proposed

Accessible Entrance on F St between 4th & 5th Sts

ACCESSIBLE ENTRANCE ON F ST BETWEEN 4TH & 5TH STS
PLATFORM-LEVEL PYLON SERVICE-DIRECTION SIGN DESIGN

Existing

ORANGE LINE TO VIENNA
BLUE LINE TO FRANCONIA-SPRINGFIELD
SILVER LINE TO WIEHLE-RESTON EAST

Proposed

ORANGE LINE WESTBOUND
BLUE LINE WESTBOUND
SILVER LINE WESTBOUND
NEXT STEPS

1. Present scheme to impacted internal and external stakeholders for review.
2. Complete implementation and cost analysis.
3. Present scheme and cost evaluation to leadership for approval and funding.
4. Develop procurement strategy and implementation plan.
5. Implement and evaluate scheme.
6. Modify scheme, as necessary.