

CITY OF OLYMPIA, WA

CITY WAYFINDING MASTER PLAN:
COMMUNITY LIVABILITY & PUBLIC SAFETY COMMITTEE MEETING



APRIL 16, 2025



tangram

YOUR COMMUNITY, OUR STRENGTH.

Tangram Design is an experiential graphic design firm specializing in branded wayfinding signage programs and community engagement. Established in 1996 in Denver, Colorado.

project status

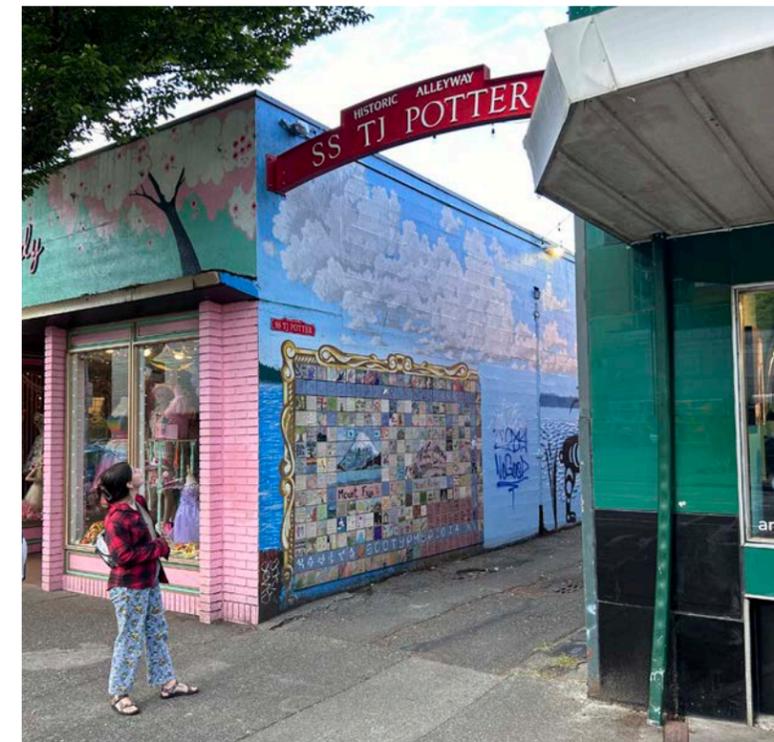
PROJECT STATUS

Completed

- Project Kick-Off Meeting
- Site Survey & Existing Conditions Report
- Initial Concept Presentation
- Concept Development Stakeholder Meeting
- Community Survey

In Process / Future

- Community Livability and Public Safety Committee
- City Council
- Nomenclature List
- Sign Location Plan & Message Schedule
- Design Intent Drawings



project overview

PROJECT OVERVIEW

- Craft and present a clear vision for identification, and directional signage for **Olympia's downtown** that integrate 21st Century wayfinding technology and work for drivers, pedestrians and cyclists.
- Develop treatments for signage at entrances into the city that speak to other wayfinding signage in and throughout the City.
- The wayfinding should direct drivers and pedestrians to destinations, parking, and attractions.
- Be aware the Capitol Campus signage but do not need to coordinate with the design.
- Craft and present a clear vision for identification and directional signage for **Olympia's westside** that work for drivers, pedestrians and cyclists.
- Develop treatments for the identification signage at the entrances to recognized neighborhoods that orient drivers, cyclists and pedestrians.
- Provide concepts for interpretive/placemaking signs for the historical and cultural assets of Olympia.
- Meet local jurisdictions requirements and MUTCD, WSDOT, and ADA standards and guidelines.

existing conditions



kick-off meeting feedback
& research/influences

STAKEHOLDER FEEDBACK

DESIRES/EXPECTATIONS OF SIGNAGE SYSTEM

- Directions to important destinations/neighborhoods
- Visible within the environment
- Authentic and inclusive to Olympia's people and cultures
- Clear and consistent
- Colorful/ Good color scheme
- Improve parking information and instructions

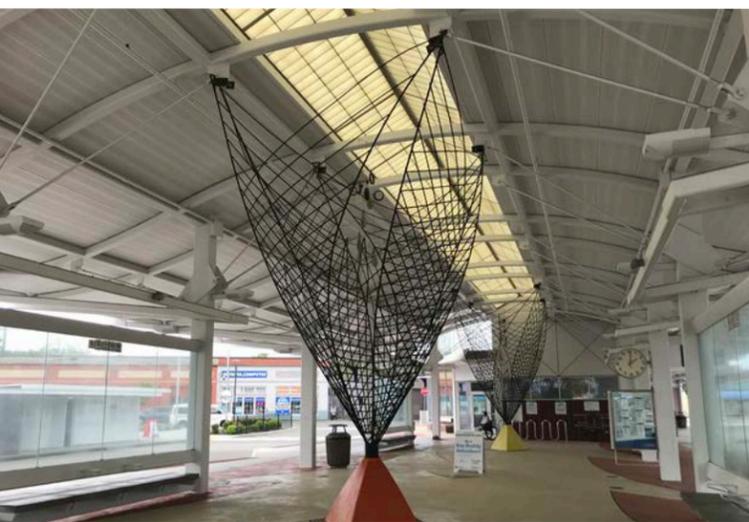
WANTS FOR VISITOR EXPERIENCE

- Beautiful
- Unique
- Historic
- Welcoming
- Friendly

KEYWORDS (COMMUNITY, CULTURE, ENVIRONMENT)

- Creative
- Do It Yourself
- Outdoorsy
- Nature
- Inclusive
- Counter Culture
- Vibrant
- Diverse
- Unique
- Weird
- Deep Indigenous Roots
- Funky
- Local





Urban
Pacific Northwest

Capital City
Counter Culture

Historic
Port

Diverse
Squaxin Island Tribe

Creative
Inclusive



Water
Playful

Natural
Modern

Unique
Brand

Colorful
DIY

Sophistication
Kitschy

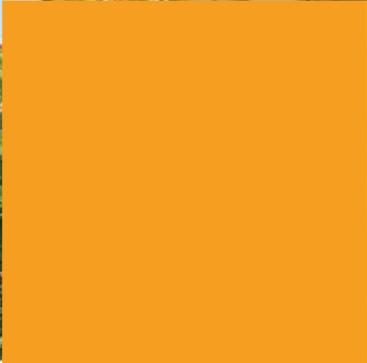
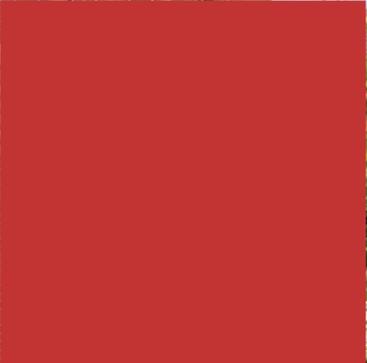
color





ANNIE'S

COLUMBIA





ANNIE'S I

COLUMBIA

concept development

wayfinding
concept designs

concept 1

Concept 1
Vehicular Signage



Freestanding Vehicular
Directional (Frontside)

Freestanding Vehicular
Directional (Backside)

Pole Mounted Vehicular
Directional - Medium

Freestanding Vehicular
Directional (Frontside)

Concept 1

Parking & Pedestrian/Bike Wayfinding Signage



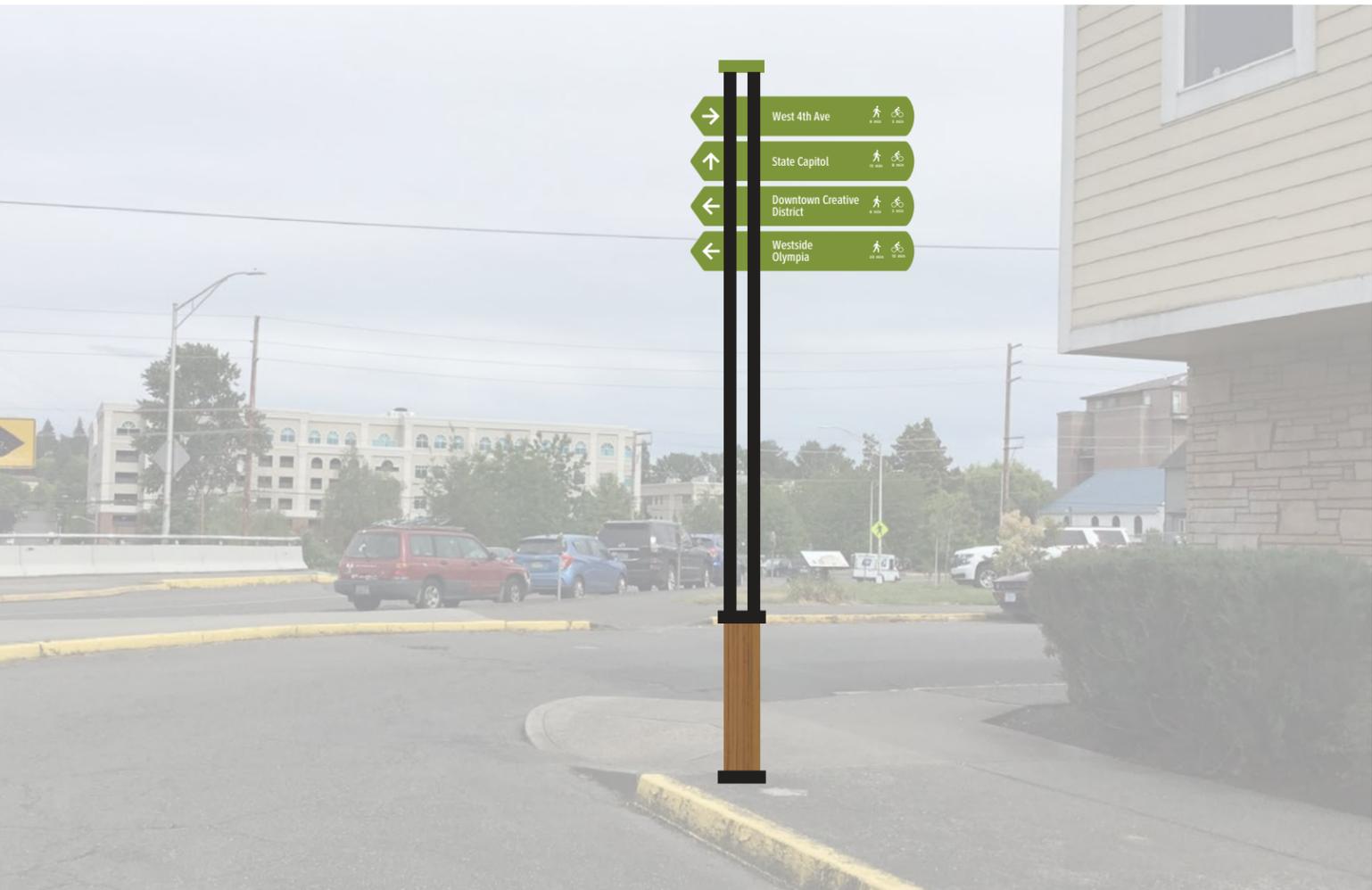
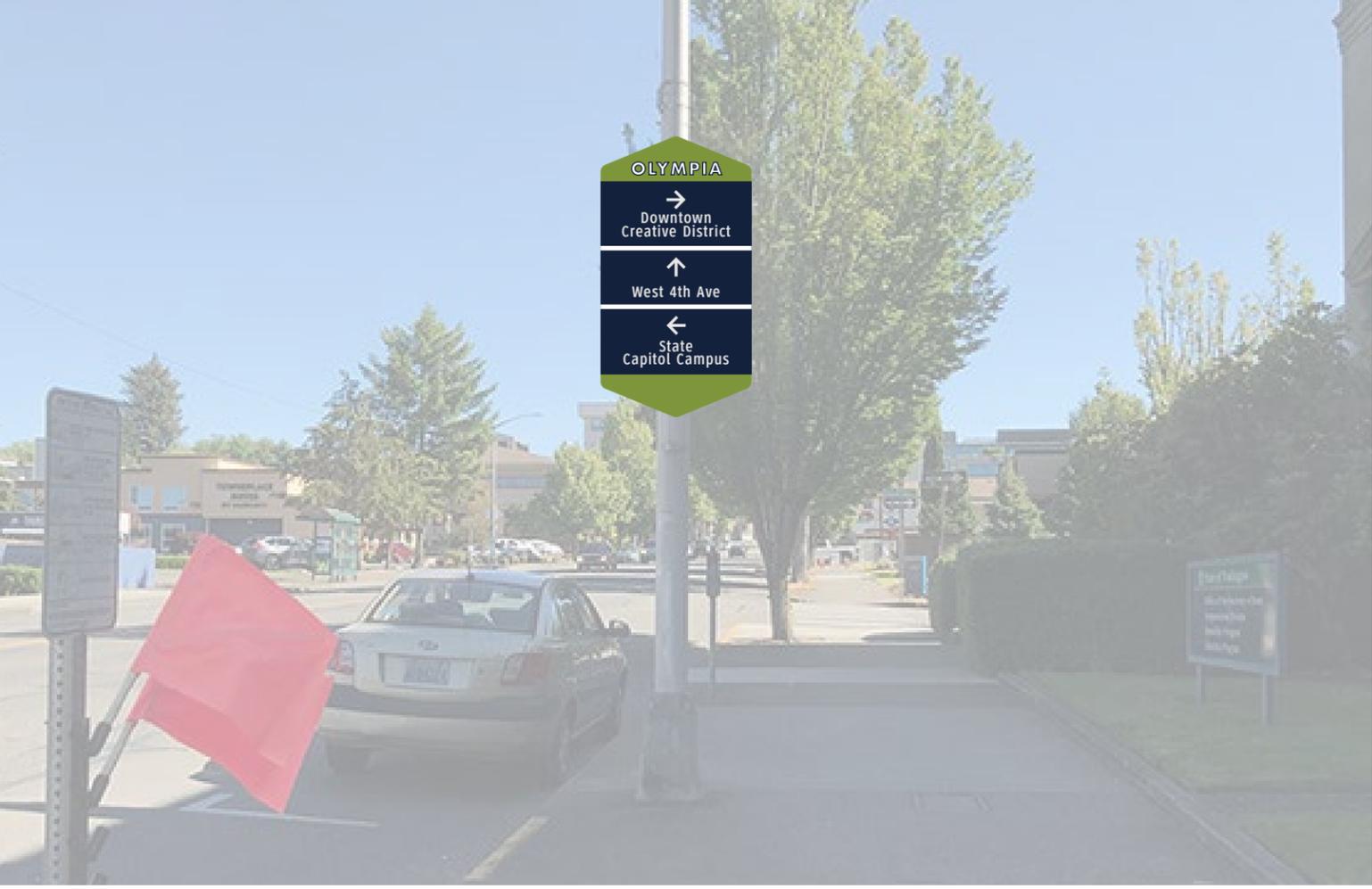
Freestanding
Parking Identification

Pole Mounted
Parking Directional

Freestanding Directory
& Pedestrian Directional

Pole Mounted Directory
& Pedestrian Directional

Freestanding
Pedestrian Directional



Concept 1
3D's



Concept 1

Neighborhood Identification Signage



Freestanding Neighborhood Vehicular Identification



Pole Mounted Neighborhood Identification



Freestanding Neighborhood Pedestrian Identification

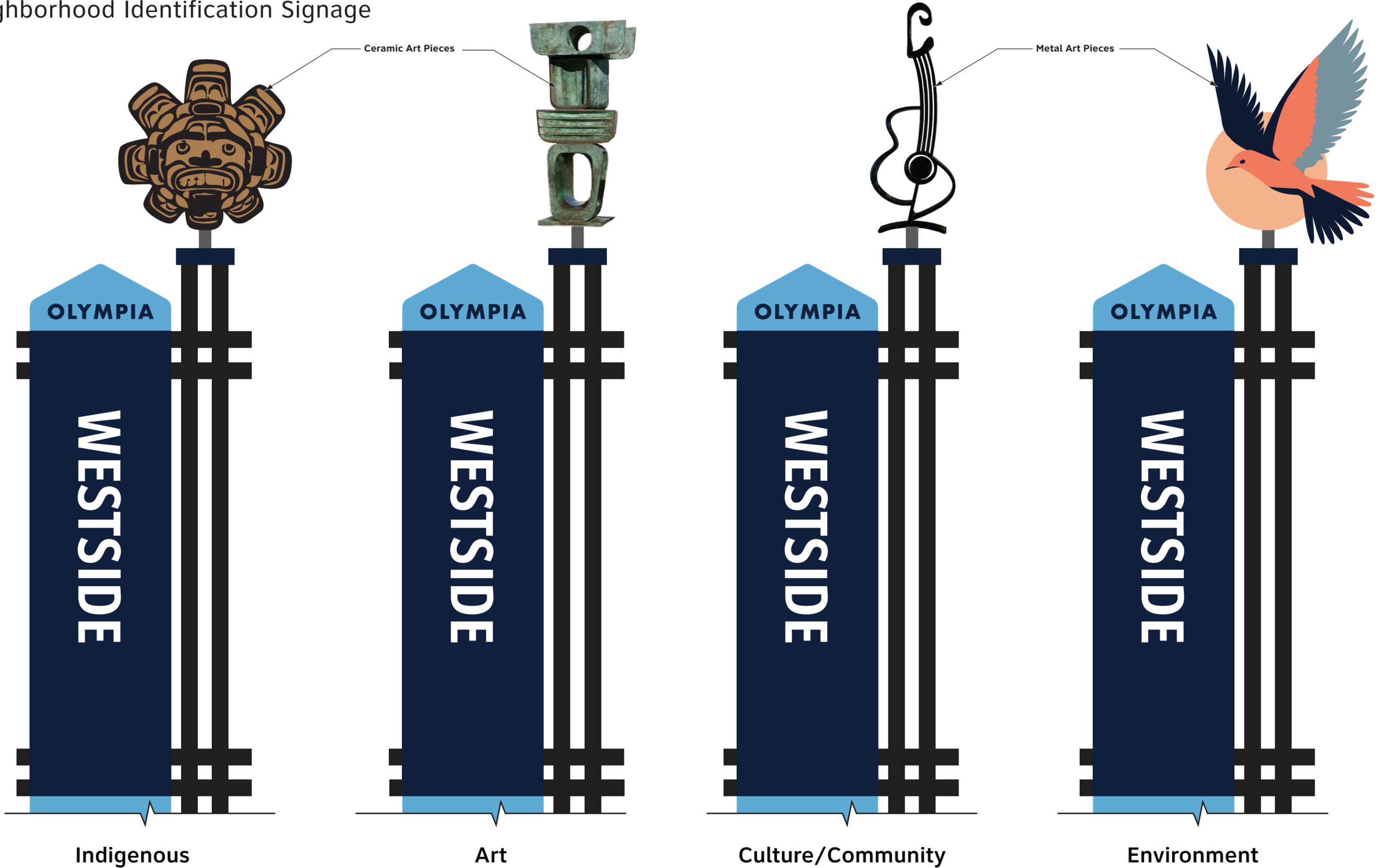
Note: Color and artwork changes per the neighborhood. Color and artwork are For Placement Only



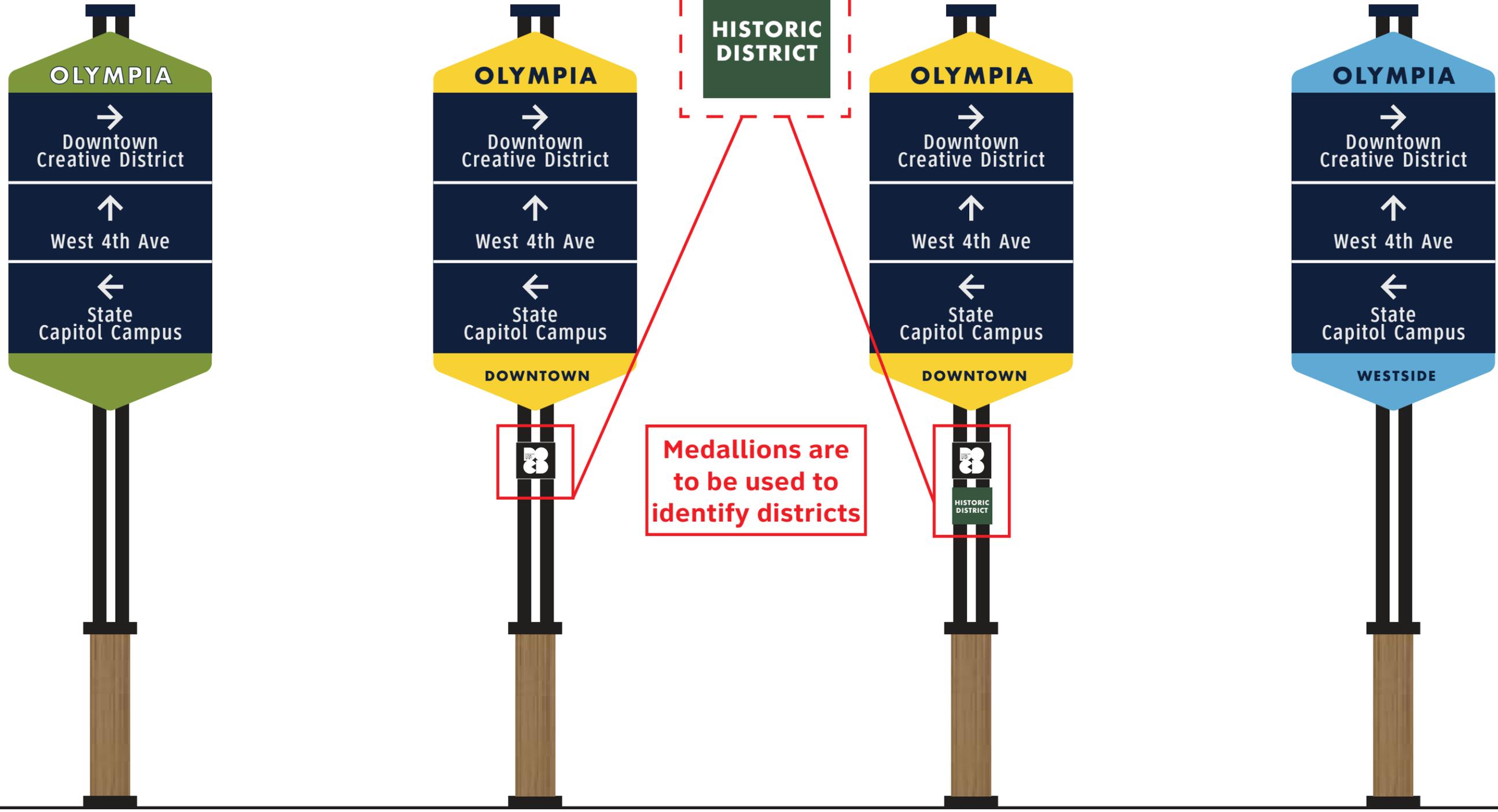
Freestanding Neighborhood Vehicular Directional

Concept 1

Neighborhood Identification Signage



Concept 1
District & Neighborhood Identification



City of Olympia

Downtown Olympia
Creative District

Downtown Olympia Creative District
& Downtown Historic District

Westside

Concept 1
Single Pole Option



City of Olympia



Downtown Olympia
Creative District



Downtown Olympia Creative District
& Downtown Historic District



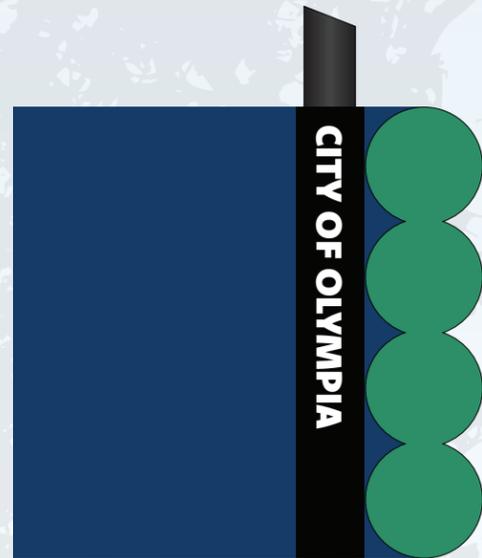
Westside

concept 2

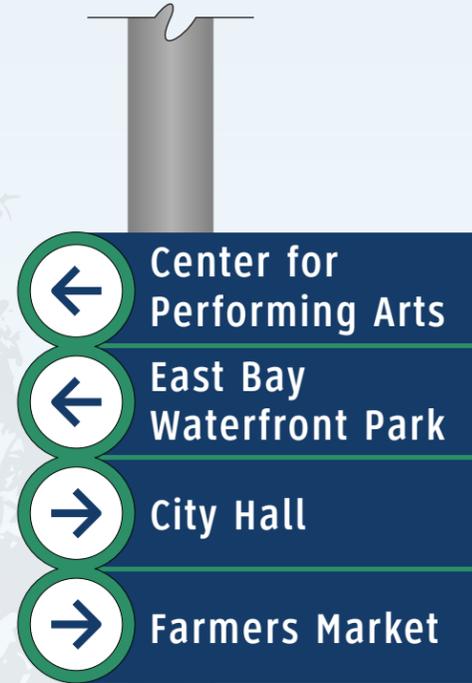
Concept 2
Vehicular Signage



Freestanding Vehicular Directional (Frontside)



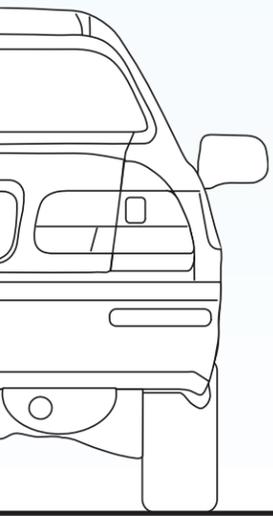
Freestanding Vehicular Directional (Backside)



Pole Mounted Vehicular Directional



Freestanding Vehicular Directional



Concept 2

Parking & Pedestrian/Bike Wayfinding Signage



Freestanding
Parking Identification

Pole Mounted
Parking Directional

Freestanding Directory
& Pedestrian Directional

Pole Mounted Directory
& Pedestrian Directional

Freestanding
Pedestrian Directional



Concept 2

3D's



Concept 2
Neighborhood Identification Signage



Note: Color and artpiece changes per the neighborhood. Color and artpiece are For Placement Only

- ← Center for Performing Arts
- ← East Bay Waterfront Park
- City Hall
- Farmers Market

Concept 2

Neighborhood Identification Signage



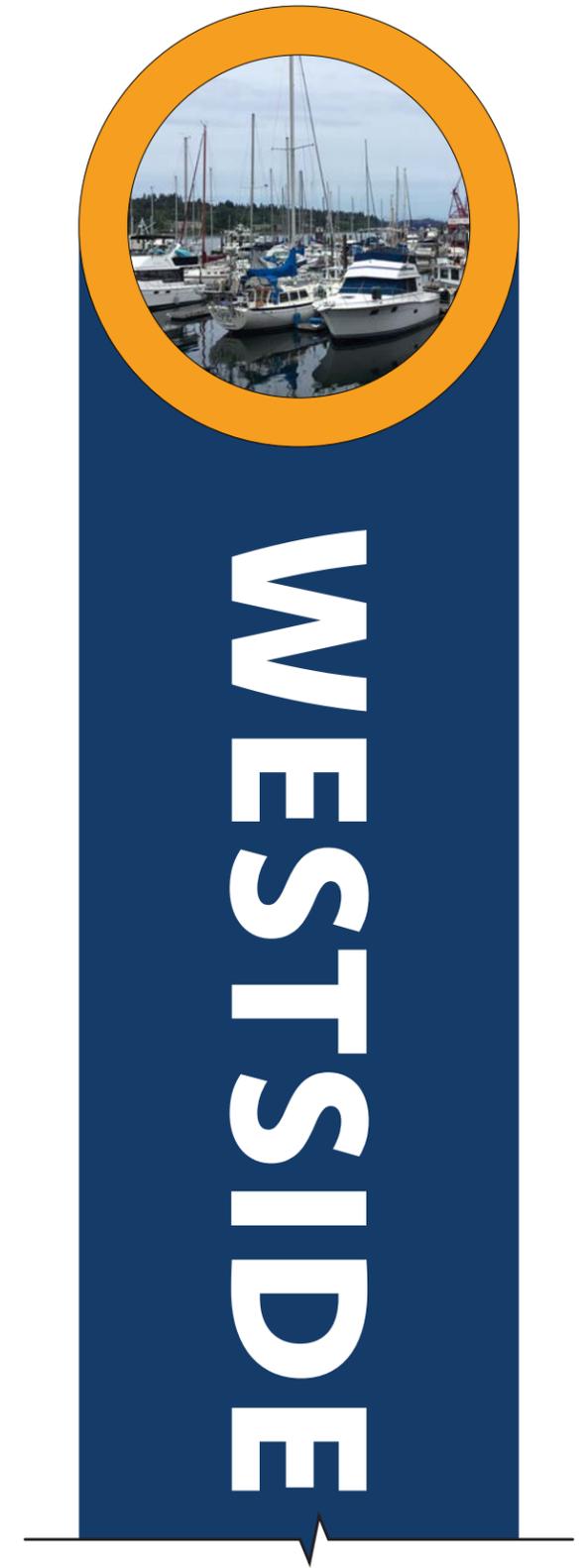
History



Art

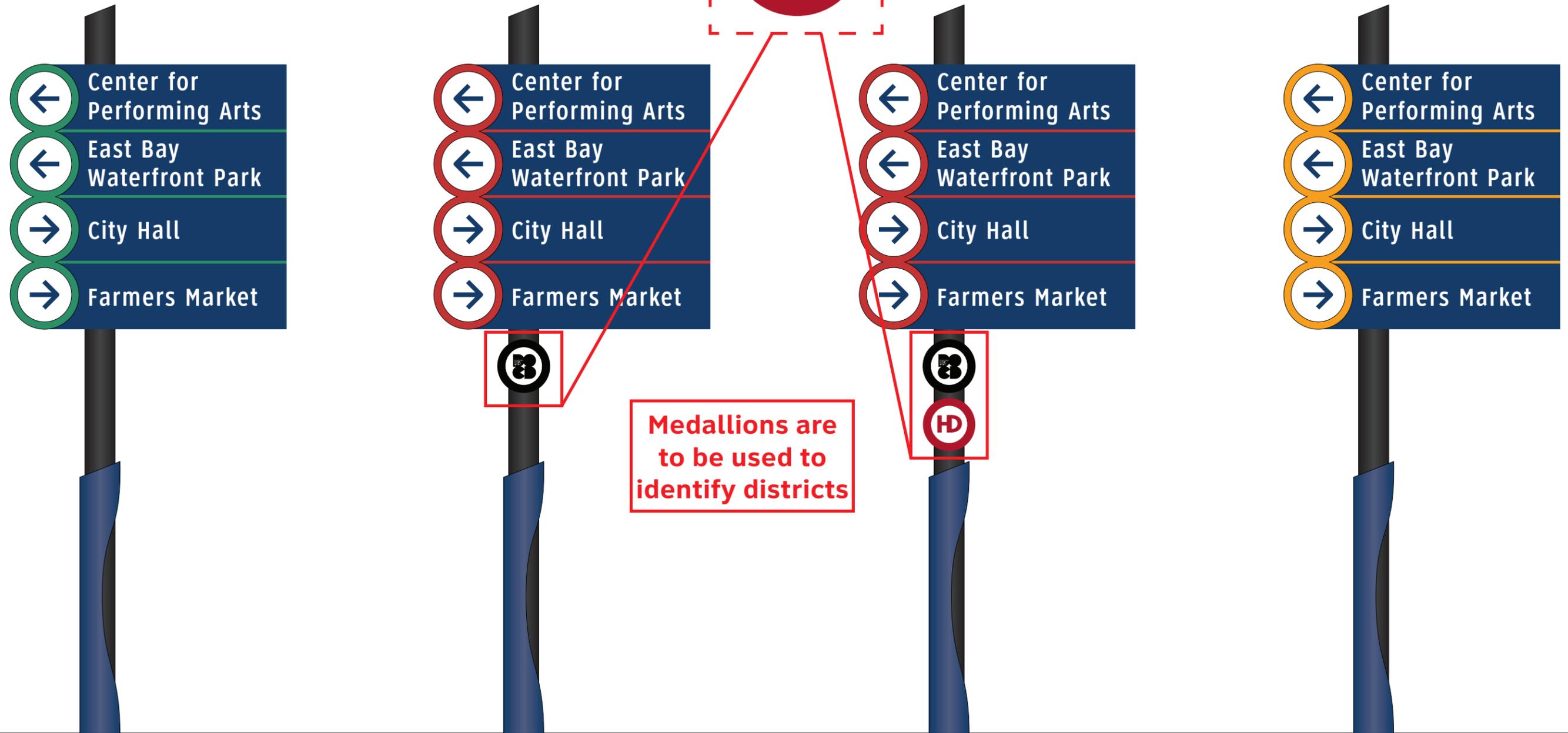


Culture/Community



Environment

Concept 2
District & Neighborhood Identification



City of Olympia

Downtown Olympia
Creative District

Downtown Olympia Creative District
& Downtown Historic District

Westside Olympia

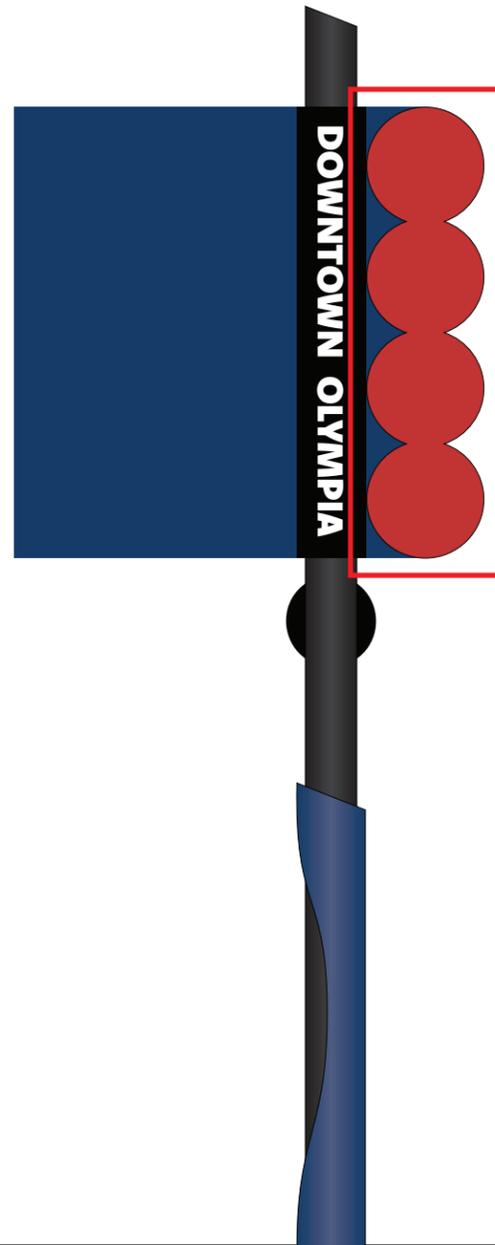
Concept 2

District & Neighborhood Identification

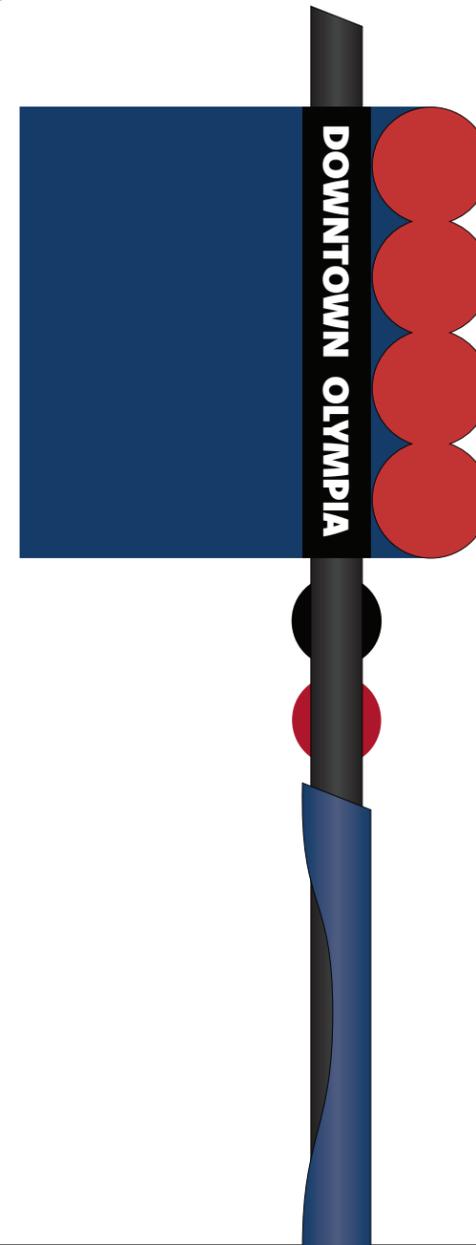
Note: Color changes per the neighborhood. Colors are For Placement Only



City of Olympia



Downtown Olympia
Creative District



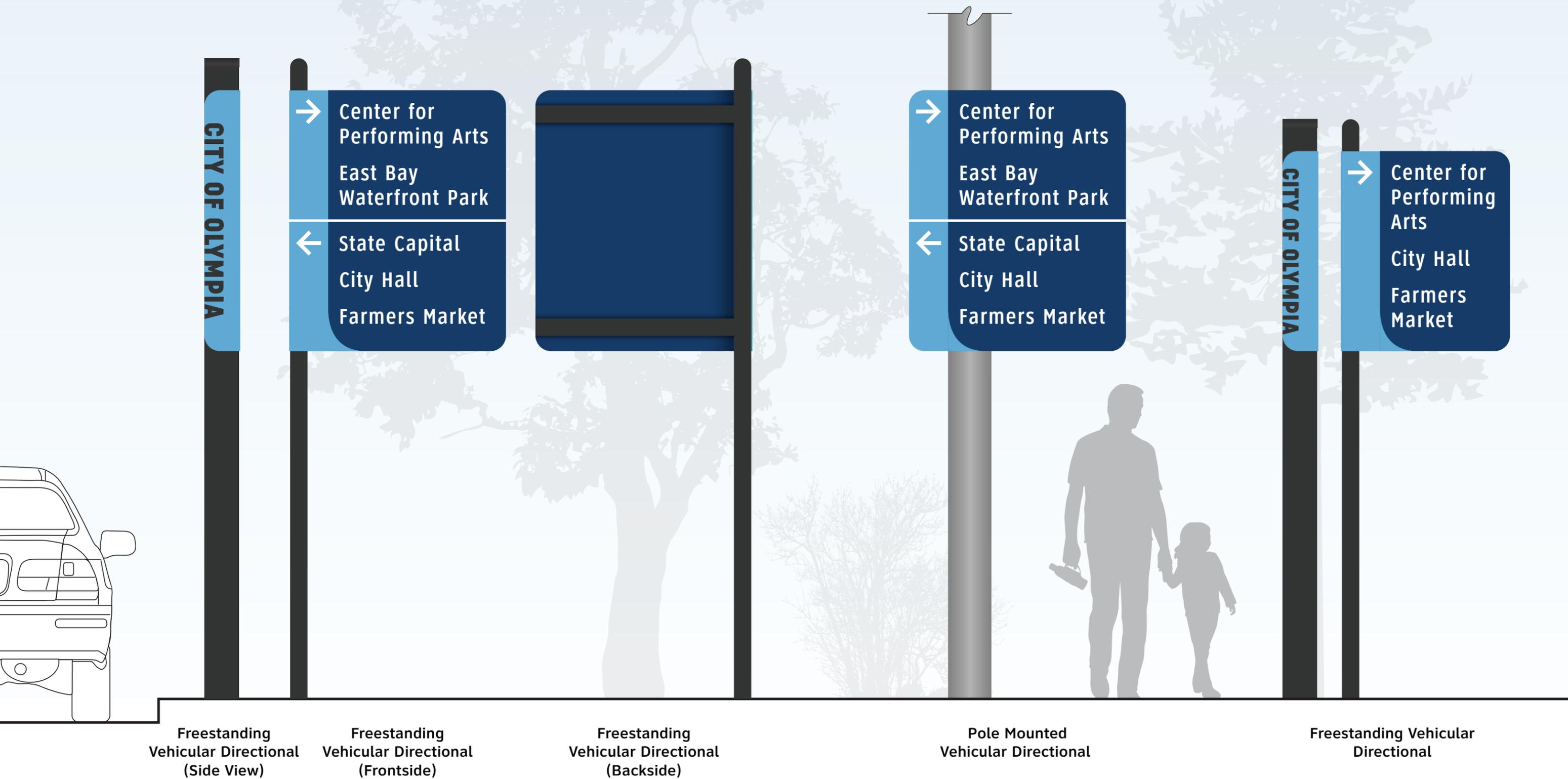
Downtown Olympia Creative District
& Downtown Historic District



Westside Olympia

concept 3

Concept 3
Vehicular Signage



CITY OF OLYMPIA

→ Center for Performing Arts
East Bay Waterfront Park

← State Capital
City Hall
Farmers Market

→ Center for Performing Arts
East Bay Waterfront Park

← State Capital
City Hall
Farmers Market

CITY OF OLYMPIA

→ Center for Performing Arts
City Hall
Farmers Market

Freestanding Vehicular Directional (Side View)

Freestanding Vehicular Directional (Frontside)

Freestanding Vehicular Directional (Backside)

Pole Mounted Vehicular Directional

Freestanding Vehicular Directional

Concept 3

Parking & Pedestrian/Bike Wayfinding Signage



Freestanding
Parking Identification
(Side & Front View)

Pole Mounted
Parking Directional

Freestanding Directory
& Pedestrian Directional
(Side, Front, & Back View)

Pole Mounted Directory
& Pedestrian Directional

Freestanding
Pedestrian Directional



→ Center for Performing Arts
East Bay Waterfront Park

← State Capital
City Hall
Farmers Market



P
PUBLIC PARKING

\$1.50 per hour



→ Downtown Creative District 1 min
West 4th Ave 1 min
Percival Landing 6 min

↑ State Capitol Campus 10 min
Heritage Park 6 min



→ City Hall 1 blk
Farmers Market 10 blk

↑ WET Science Ctr 2 blk
Childrens Museum 2.5 blk

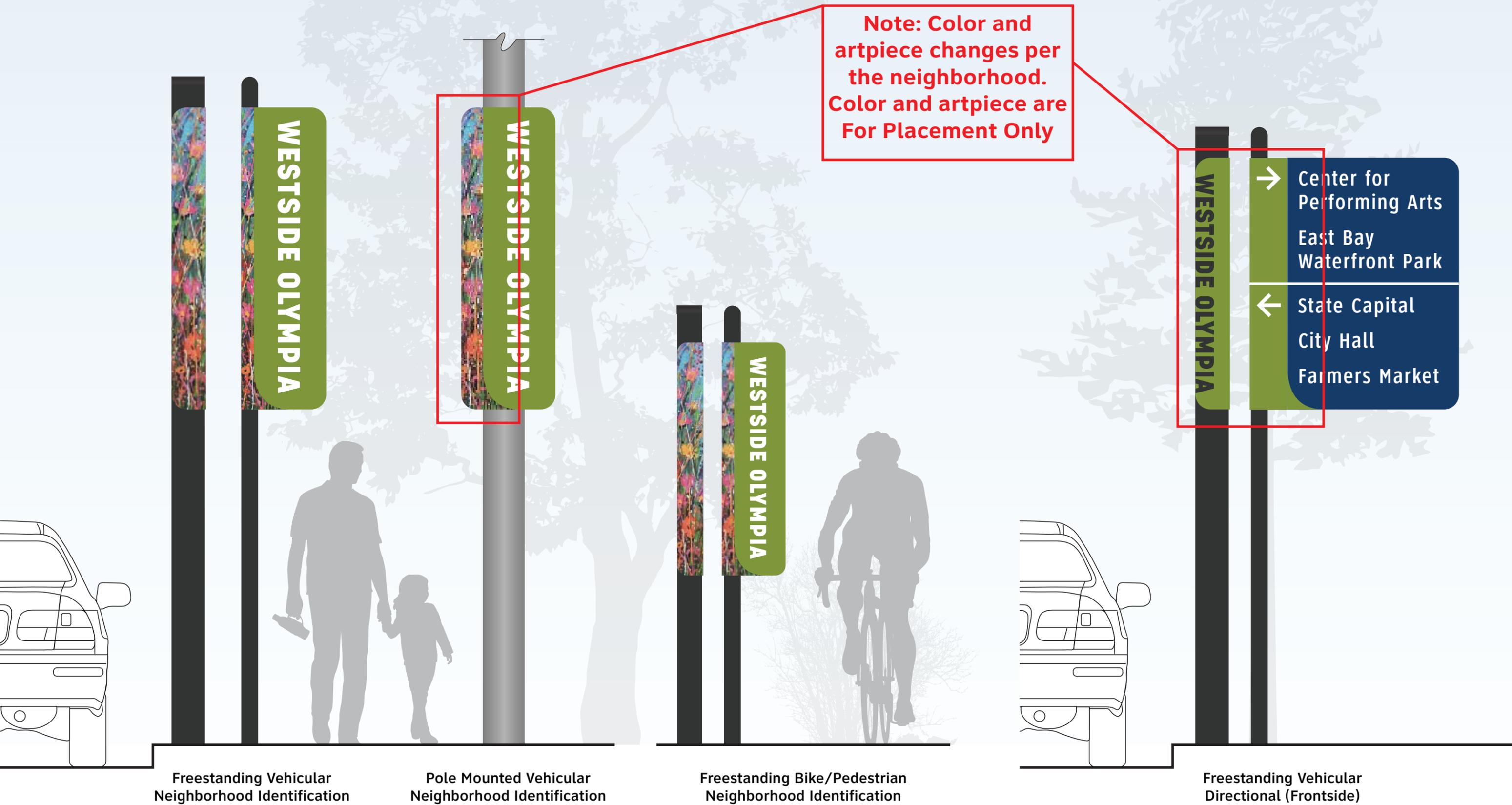
Concept 3

3D's



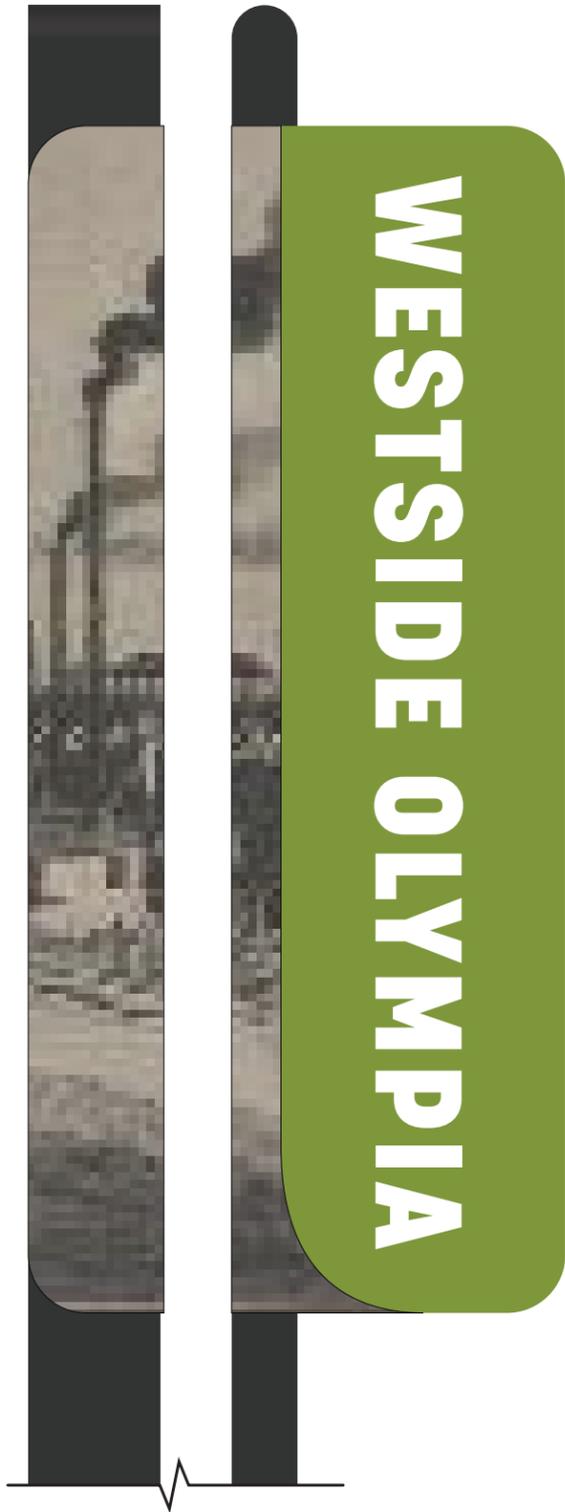
Concept 3

Neighborhood Identification Signage

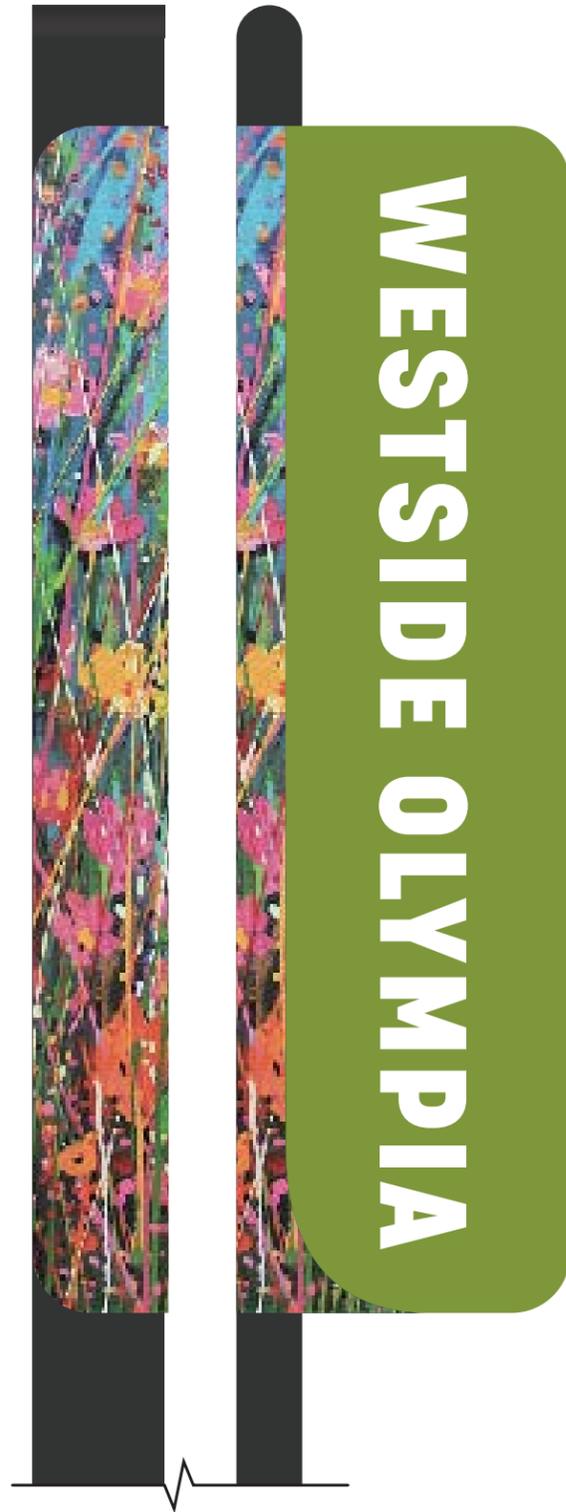


Concept 3

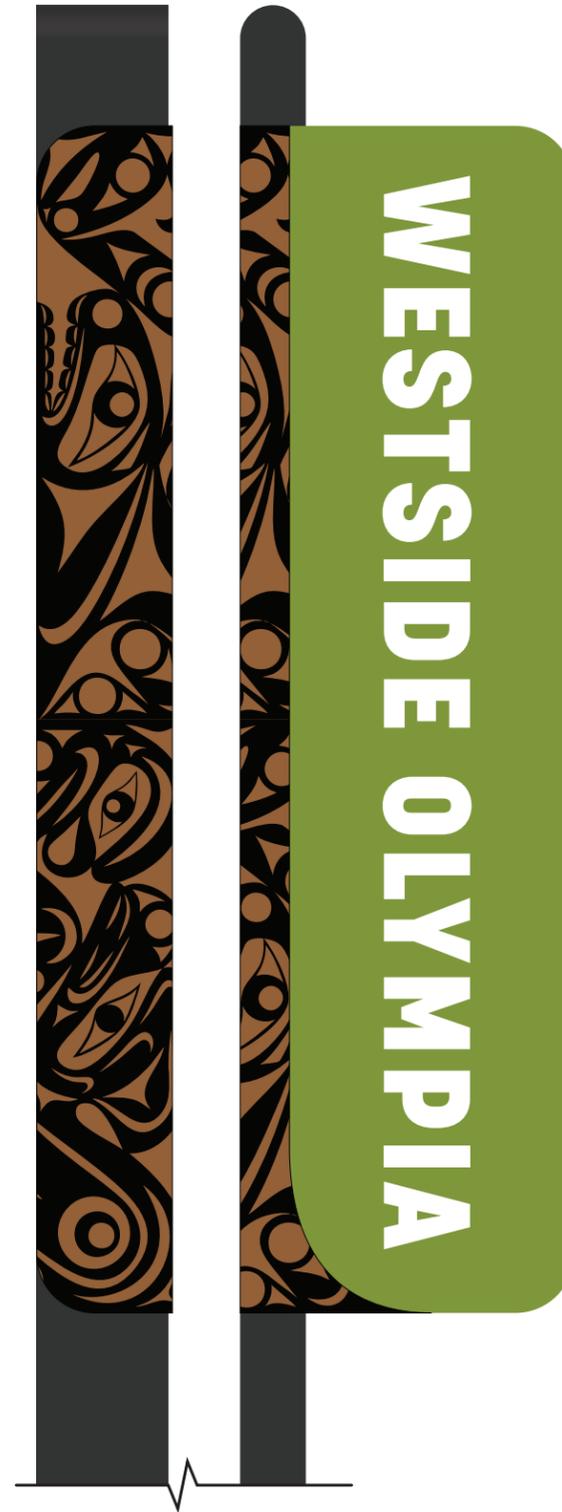
Neighborhood Identification Signage



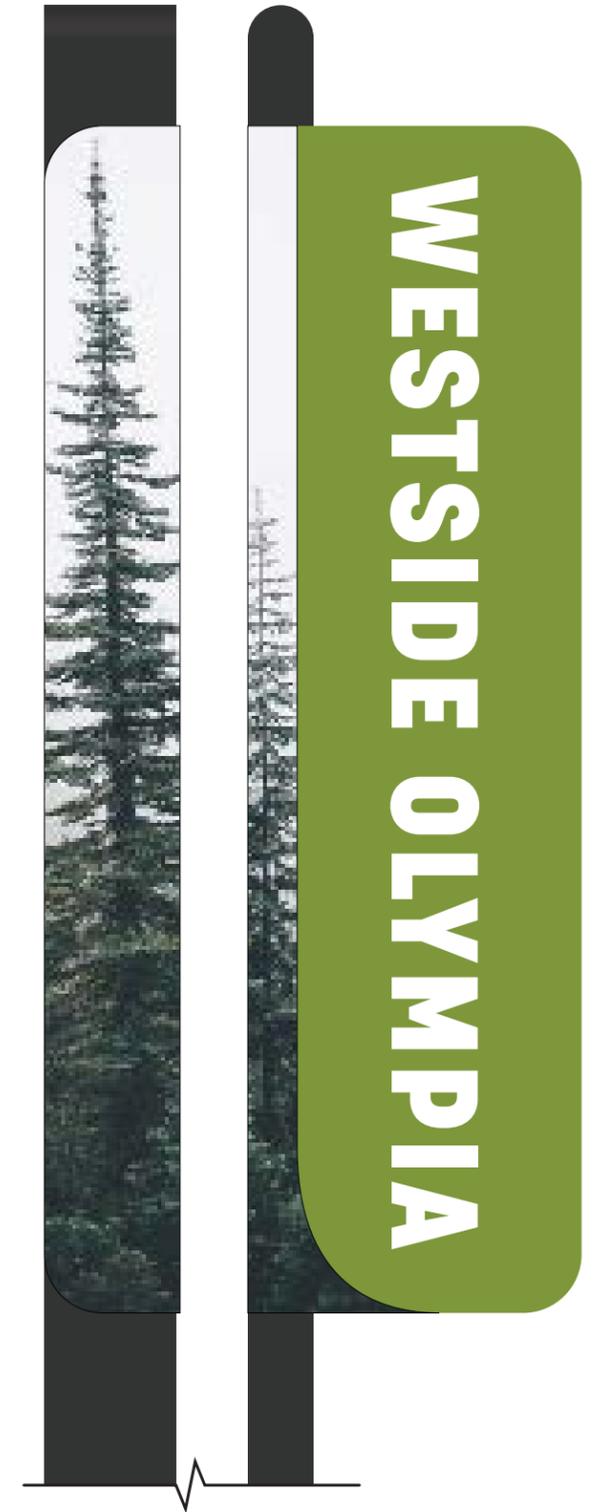
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Art



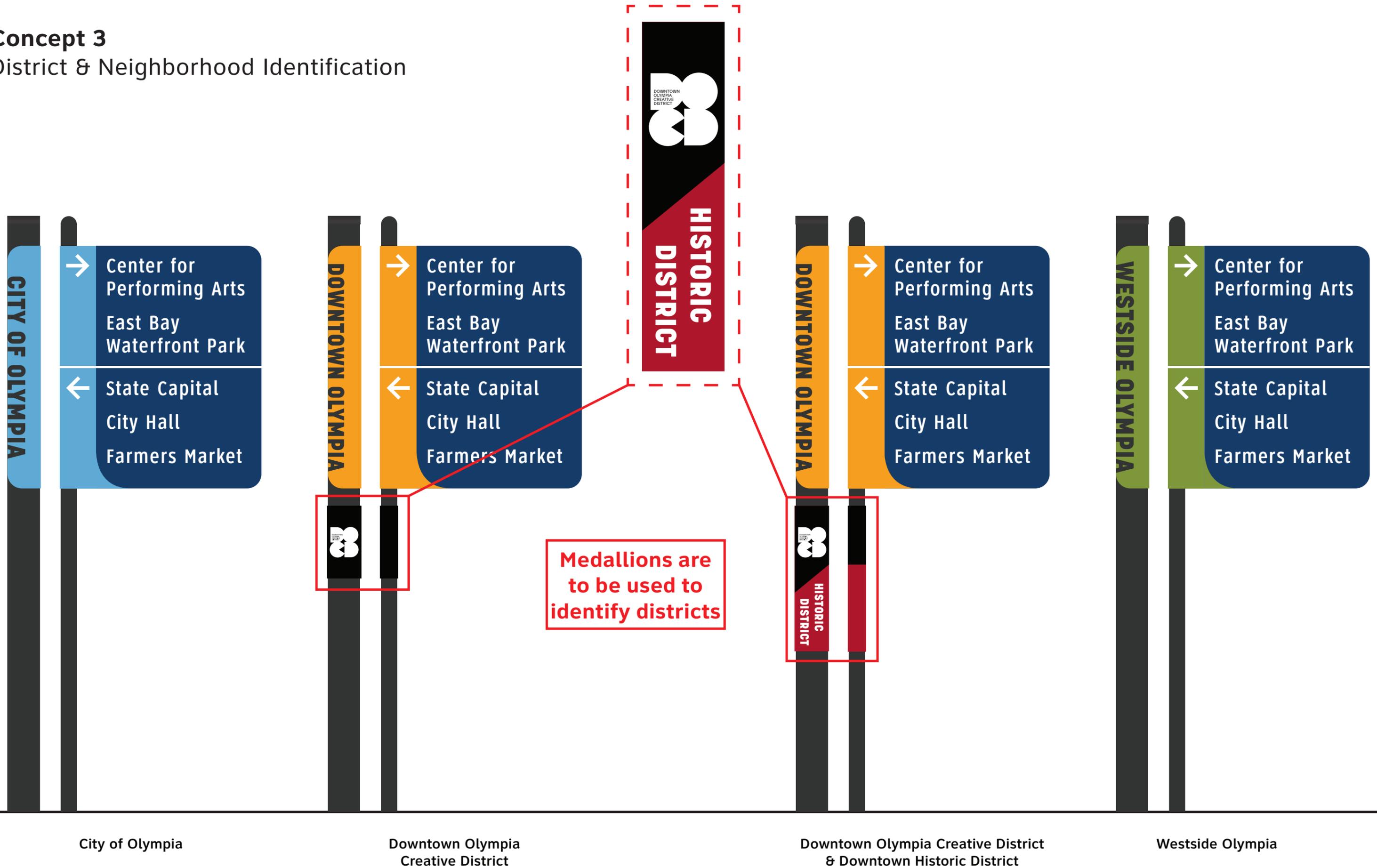
Culture/Community



Environment

Concept 3

District & Neighborhood Identification



City of Olympia

Downtown Olympia
Creative District

Downtown Olympia Creative District
& Downtown Historic District

Westside Olympia

stakeholders &
engage olympia feedback

CONCEPT RANKINGS

STAKEHOLDER MEETING FEEDBACK (FEBRUARY 28, 2025)

Highest number of votes is the preferred concept

1st - Concept 1 (6 votes)

2nd - Concept 3 (4 votes)

3rd - Concept 2 (3 votes)

ENGAGE OLYMPIA FEEDBACK (MARCH 7-21, 2025)

Lowest number is the preferred concept

1st - Concept 1 (1.79)

2nd - Concept 2 (2.02)

3rd - Concept 3 (2.15)



WAYFINDING CONCEPT 1 COMMENTS

LIKES

- Natural elements
- Topo design on back
- Medallions and colors for neighborhoods/districts
- Colors- green and blue
- Wrought Iron pole details
- Shape
- Short messages & directional arrows make the signs easy to read
- Tribal and local artwork inclusion

DISLIKES

- Concern about vandalism to neighborhood sculptures/artwork
- Colors- yellow and light blue
- Medallions and colors for neighborhoods/districts
- Vertical text on neighborhood signs
- Centered arrows and messages
- All caps font-hard to read
- Space in poles may lead to trash being pushed in between

Color Key:

- Both Group Comments
- Stakeholder Comments
- Engage Olympia Comments

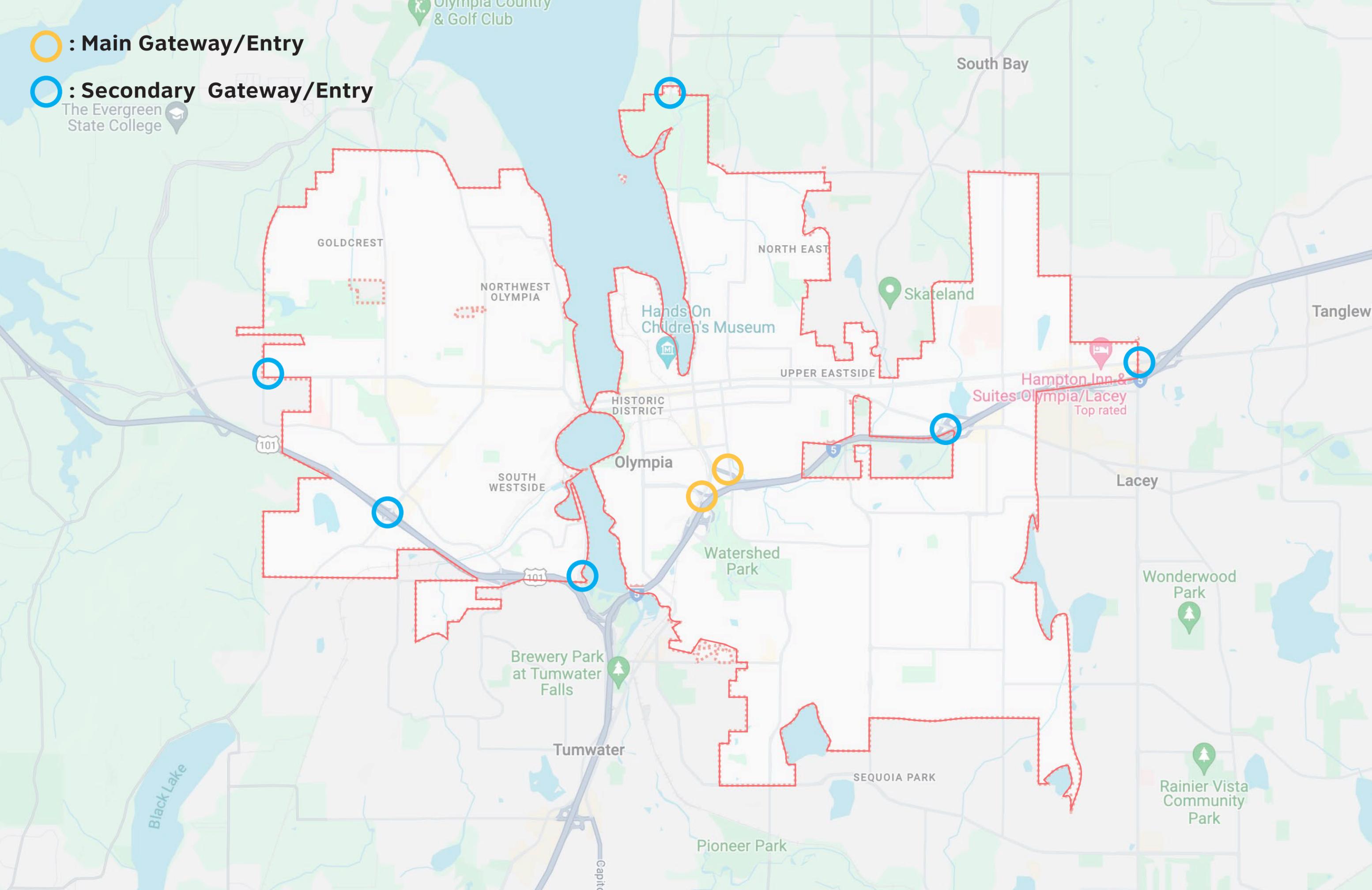
questions/comments?

city gateway signage

 : Main Gateway/Entry

 : Secondary Gateway/Entry

The Evergreen State College 



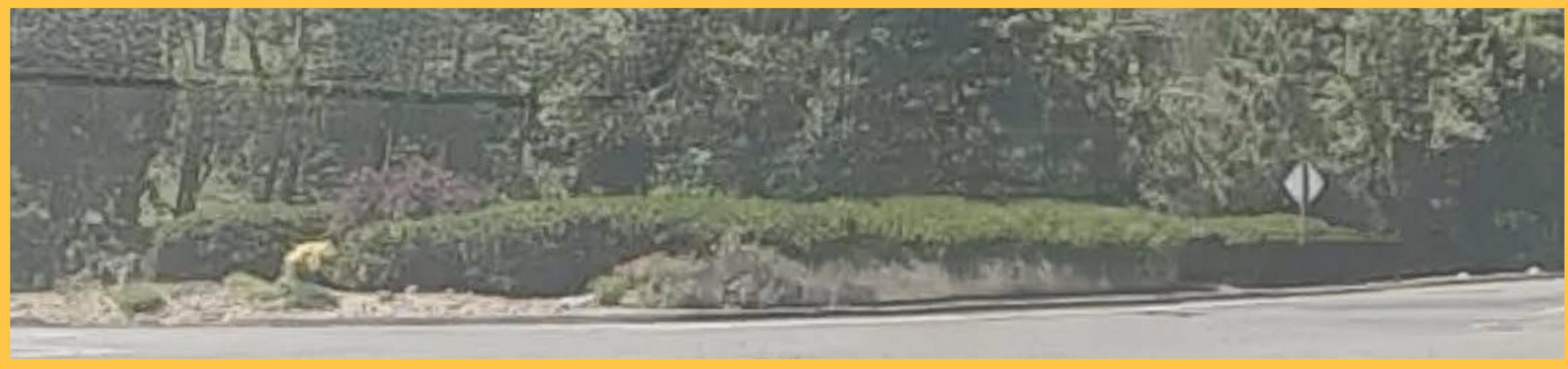
Plum Street



14th Avenue



Primary Gateway/Entry
Plum Street: Area 1 (Horizontal)



Primary Gateway/Entry
Plum Street: Area 2 (Vertical)



State
Capitol
←

City Center
Port of Olympia
↓ ↓

SPEED
LIMIT
25
↑ Englewood
Riviera
Museum
St. Michael's
Catholic
Church →



K
B
L

98
98

L5
L2

Primary Gateway/Entry
14th Avenue: Area 1 (Horizontal)



city gateway
concept designs
(horizontal)

concept 1
(horizontal)

Concept 1 (Horizontal)
City Gateway Signage



Concept 1 (Horizontal)
City Gateway Signage



concept 2
(horizontal)

Concept 2 (Horizontal)
City Gateway Signage



Concept 2 (Horizontal)
City Gateway Signage



concept 3
(horizontal)

Concept 3 (Horizontal)
City Gateway Signage



Concept 3 (Horizontal)
City Gateway Signage



stakeholders &
engage olympia feedback

CONCEPT RANKINGS

STAKEHOLDER MEETING FEEDBACK (FEBRUARY 28, 2025)

Highest number of votes is the preferred concept

1st - Concept 1 (8 votes)

2nd - Concept 3 (5 votes)

3rd - Concept 2 (3 votes)

ENGAGE OLYMPIA FEEDBACK (MARCH 7-21, 2025)

Lowest number is the preferred concept

1st - Concept 2 (1.76)

2nd - Concept 3 (2.04)

3rd - Concept 1 (2.12)



PREFERRED: HORIZ. GATEWAY CONCEPT 1



HORIZ. GATEWAY CONCEPT 1 COMMENTS

LIKES

- Clean and simple
- Concept of music, mountains, & water
- Background pole design
- Playful and welcoming
- See through elements
- Funky/ weird
- Tribal language
- Pops of color
- Bold letters and easy to read
- White letters with dark poles- stands out in environment

DISLIKES

- Feels too busy
- Distracting
- Maintenance- trash could get stuck between the poles
- Looks like a fence- unwelcoming
- Font is boring
- Too whimsical
- Retro/dated
- Rainbow colors of the font
- White may get dirty quickly

Color Key:

- Both Group Comments
- Stakeholder Comments
- Engage Olympia Comments

PREFERRED: HORIZ. GATEWAY CONCEPT 2



HORIZ. GATEWAY CONCEPT 2 COMMENTS

LIKES

- Plant elements
- Layered/ dimensional letters
- Natural and clean appearance
- Wood base
- Tribal language
- Easy to see and read
- Movement and color
- Wavy water inspiration
- Pop art feel

DISLIKES

- Too busy and bold- distracting
- Wood will look worn over time
- Too literal in PNW style
- Layers
- Plant maintenance
- Font
- Color scheme
- Colors of the letters
- Purple wavy bars

Color Key:

- Both Group Comments
- Stakeholder Comments
- Engage Olympia Comments

questions/comments?

city gateway
concept designs
(vertical)

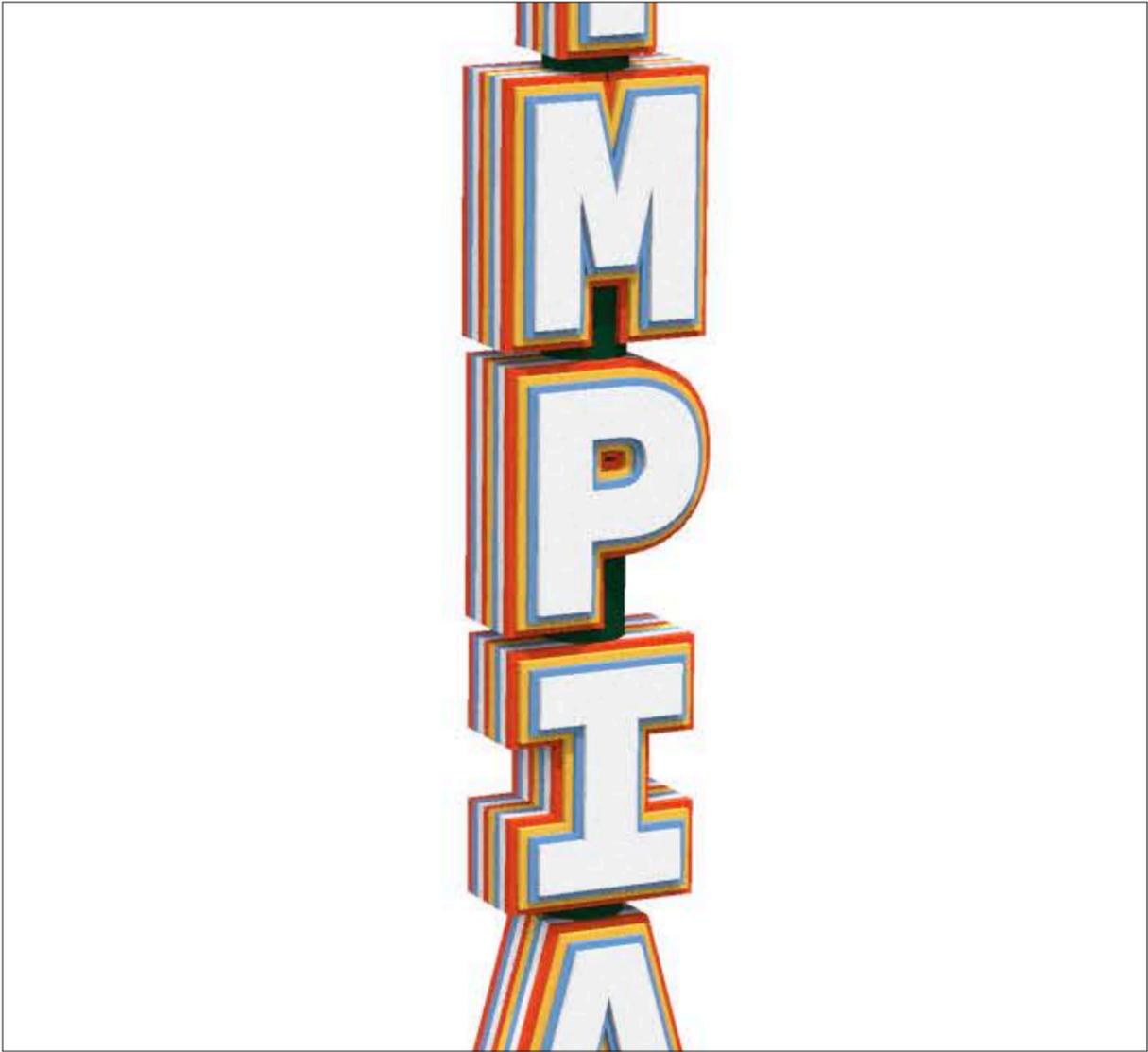
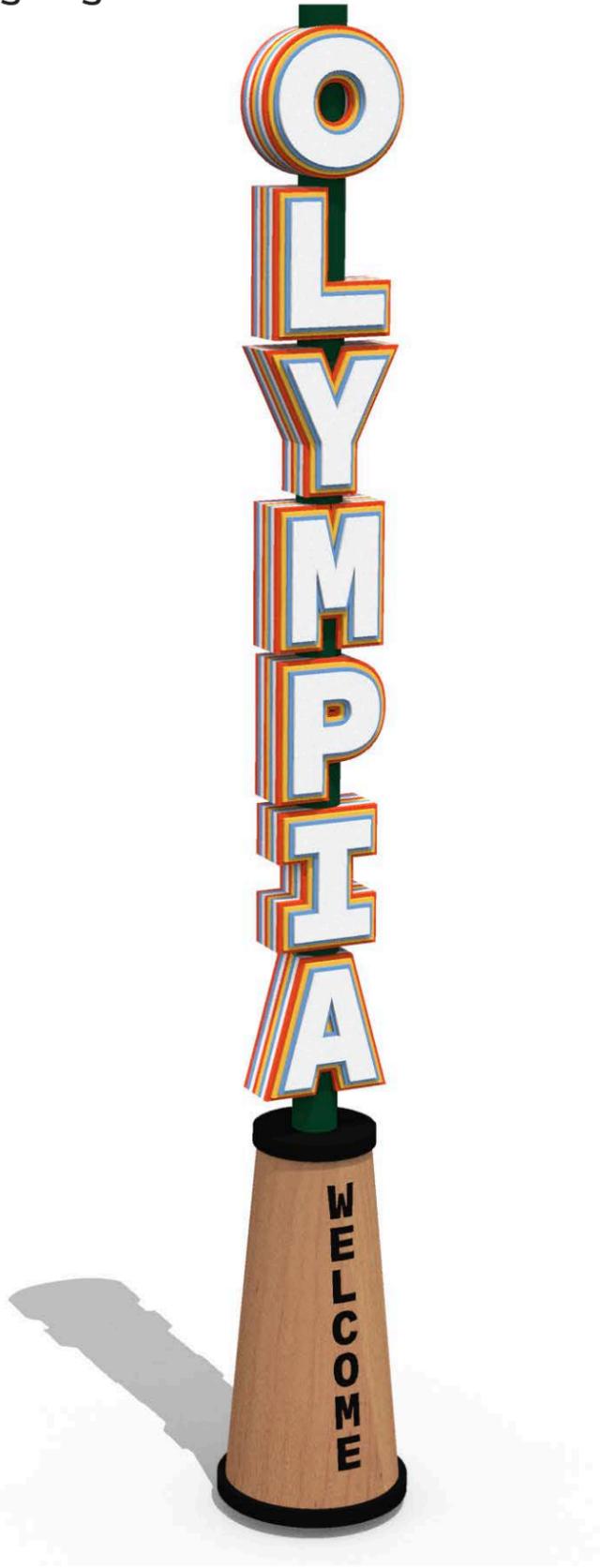
concept 1
(vertical)

Concept 1 (Vertical)
City Gateway Signage



Concept 1 (Vertical)

City Gateway Signage



concept 2
(vertical)

Concept 2 (Vertical)
City Gateway Signage



Concept 2 (Vertical)
City Gateway Signage

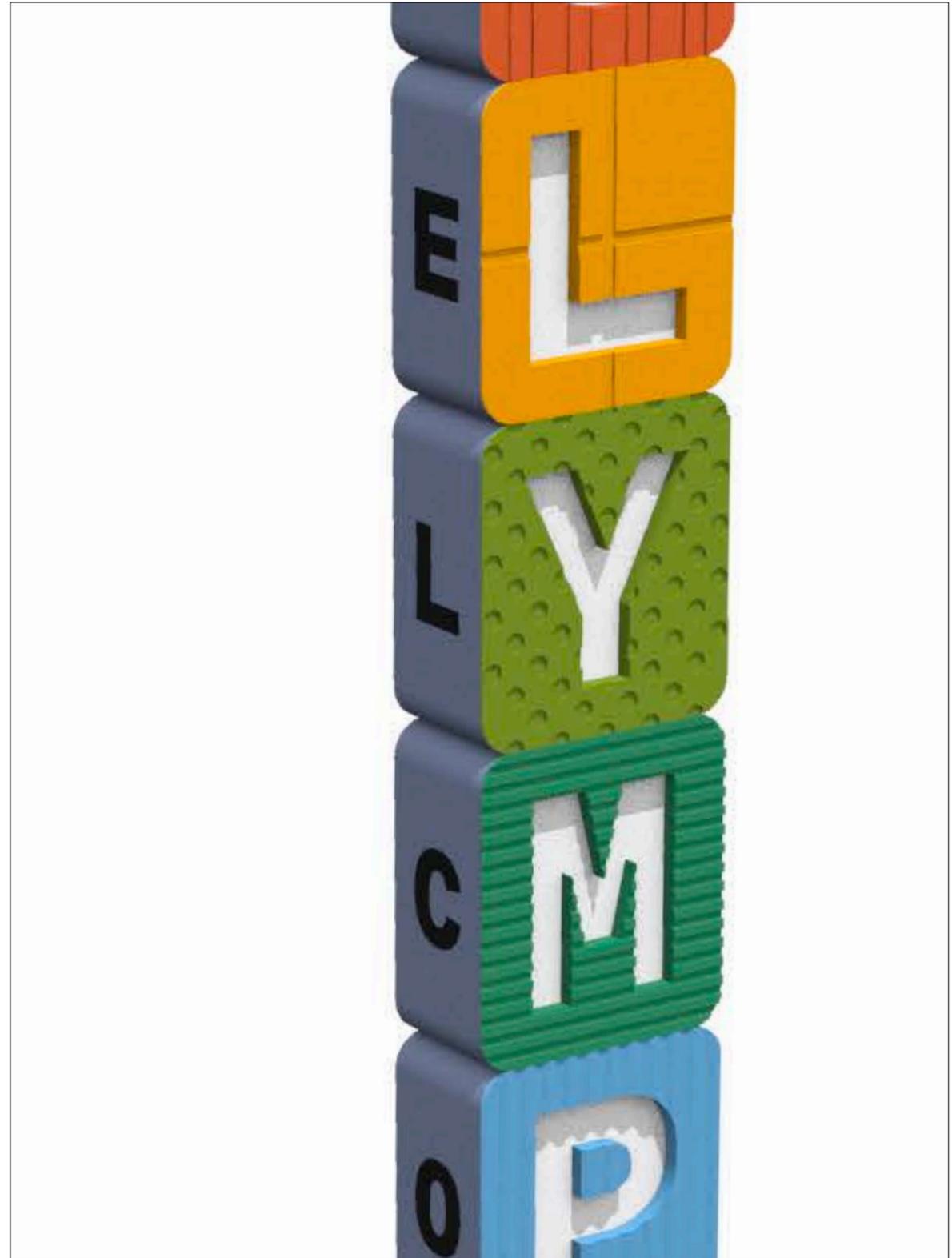
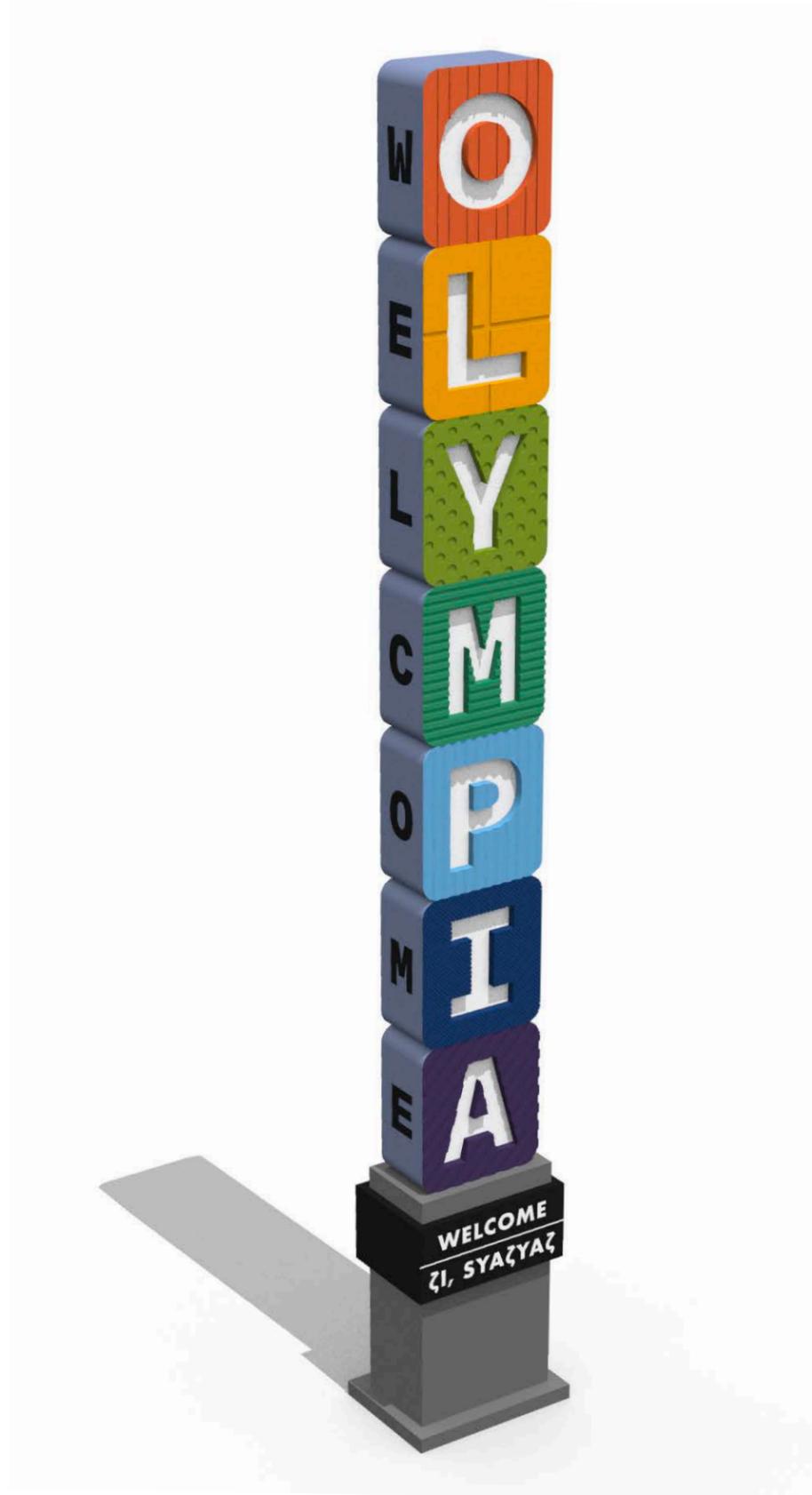


concept 3
(vertical)

Concept 3 (Vertical)
City Gateway Signage



Concept 3 (Vertical)
City Gateway Signage



stakeholders &
engage olympia feedback

CONCEPT RANKINGS

STAKEHOLDER MEETING FEEDBACK (FEBRUARY 28, 2025)

Highest number of votes is the preferred concept

1st - Concept 1 (4 votes)

2nd - Concept 2 (3 votes)

3rd - Concept 3 (2 votes)

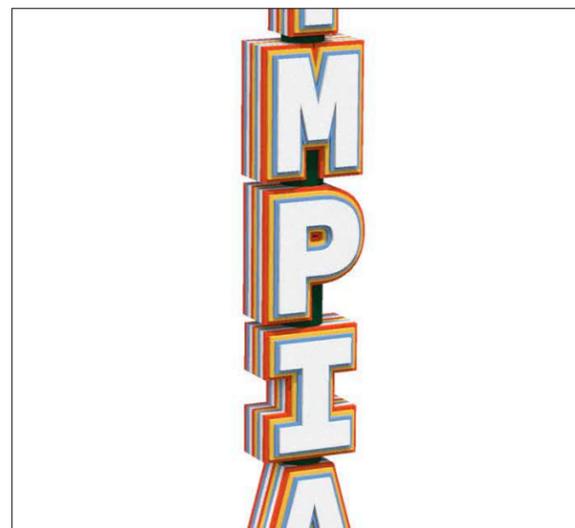
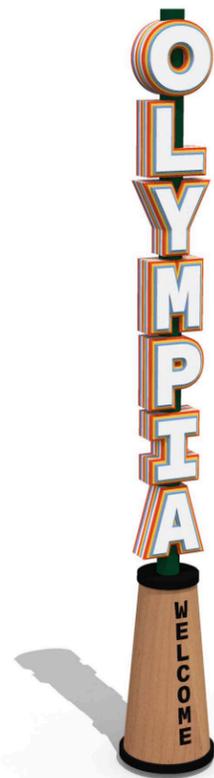
ENGAGE OLYMPIA FEEDBACK (MARCH 7-21, 2025)

Lowest number is the preferred concept

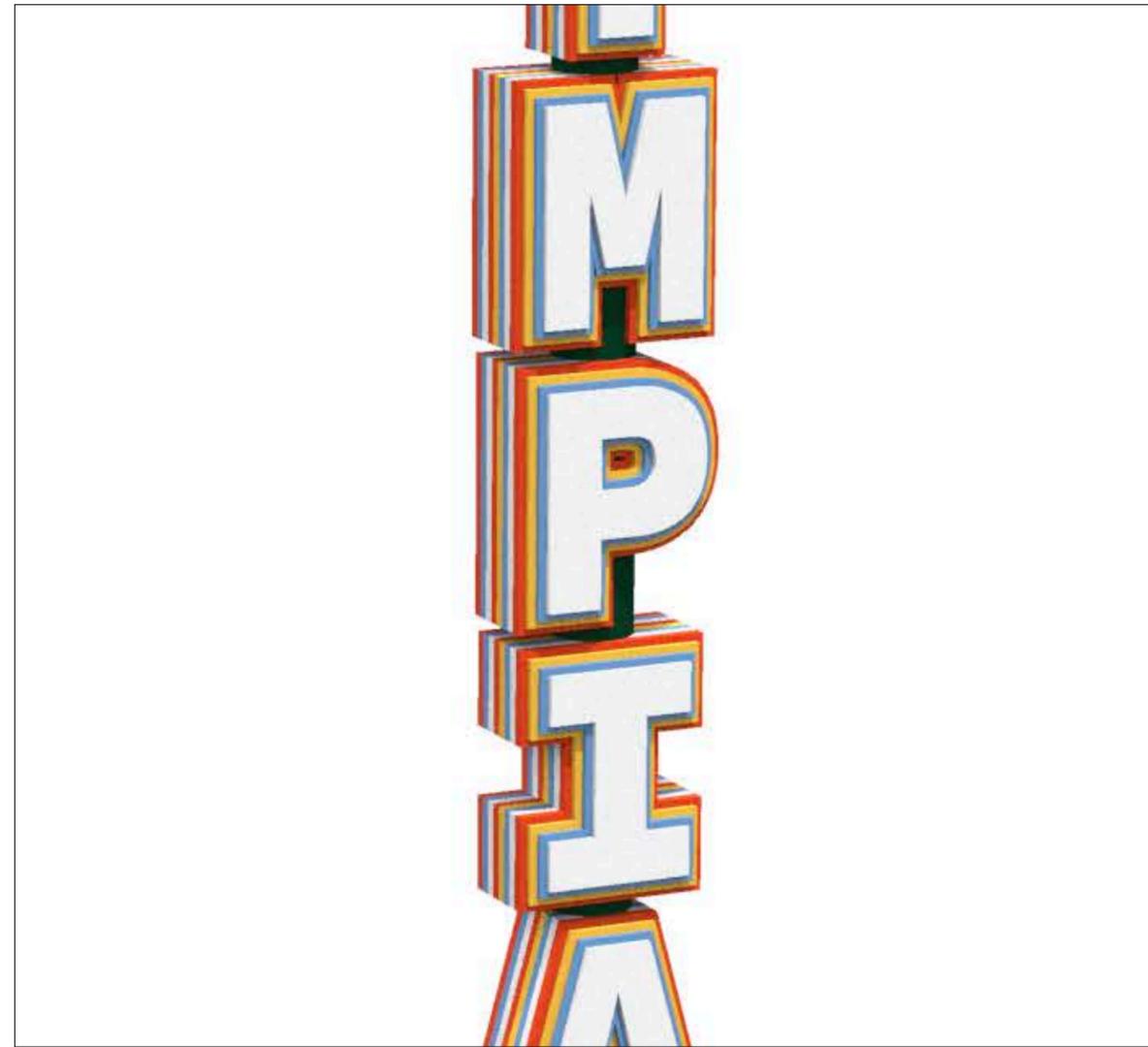
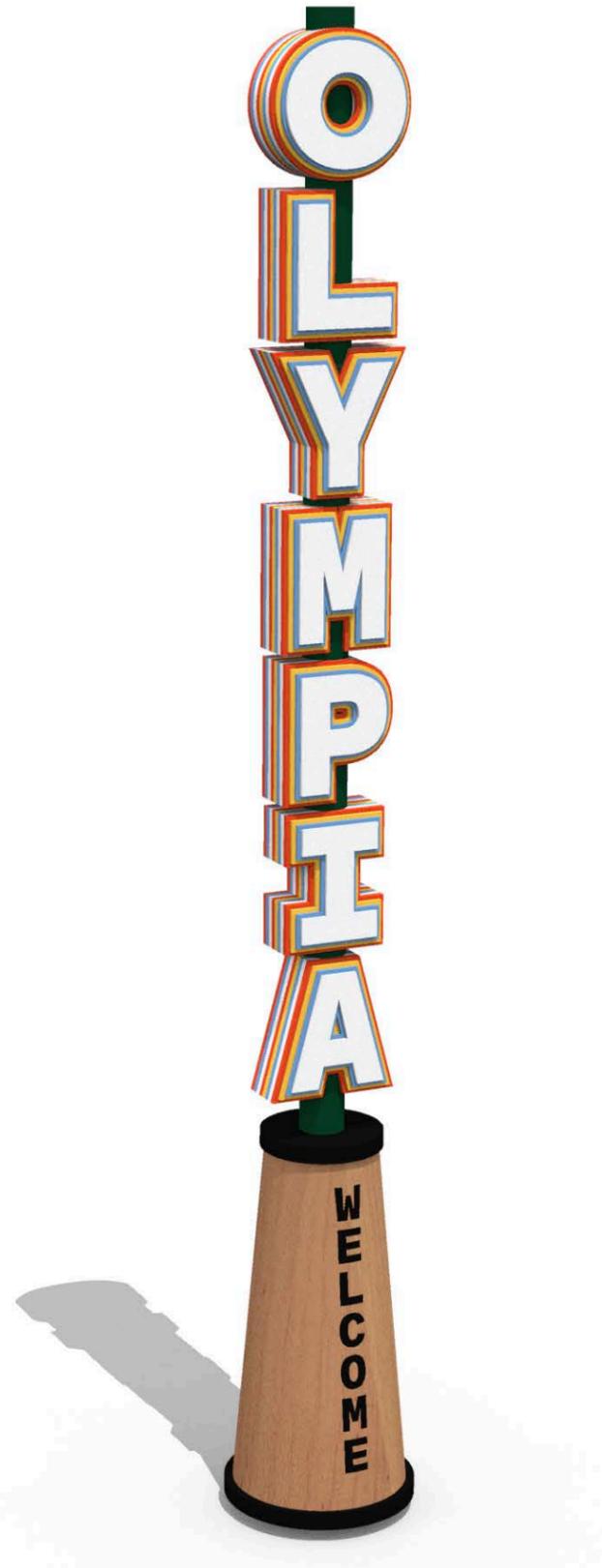
1st - Concept 1 (1.88)

2nd - Concept 2 & 3 tied (2.03)

3rd - Concept 2 & 3 tied (2.03)



PREFERRED: VERT. GATEWAY CONCEPT 1



VERT. GATEWAY CONCEPT 1 COMMENTS

LIKES

- Wood element
- Bold letters
- Colorful and fun
- Single pole with lettering
- Eye catching and easy to read
- Reminiscent of totem pole
- Vertical nature is appealing

DISLIKES

- Wooden base shape
- Welcome being on the base
- Too skinny and tall
- Too many colors
- Font
- Layers
- Dated and goofy
- Harder to read than horizontal
- Childish and cartoony

Color Key:

- Both Group Comments
- Stakeholder Comments
- Engage Olympia Comments

questions/comments?

preferred
concept designs
overview

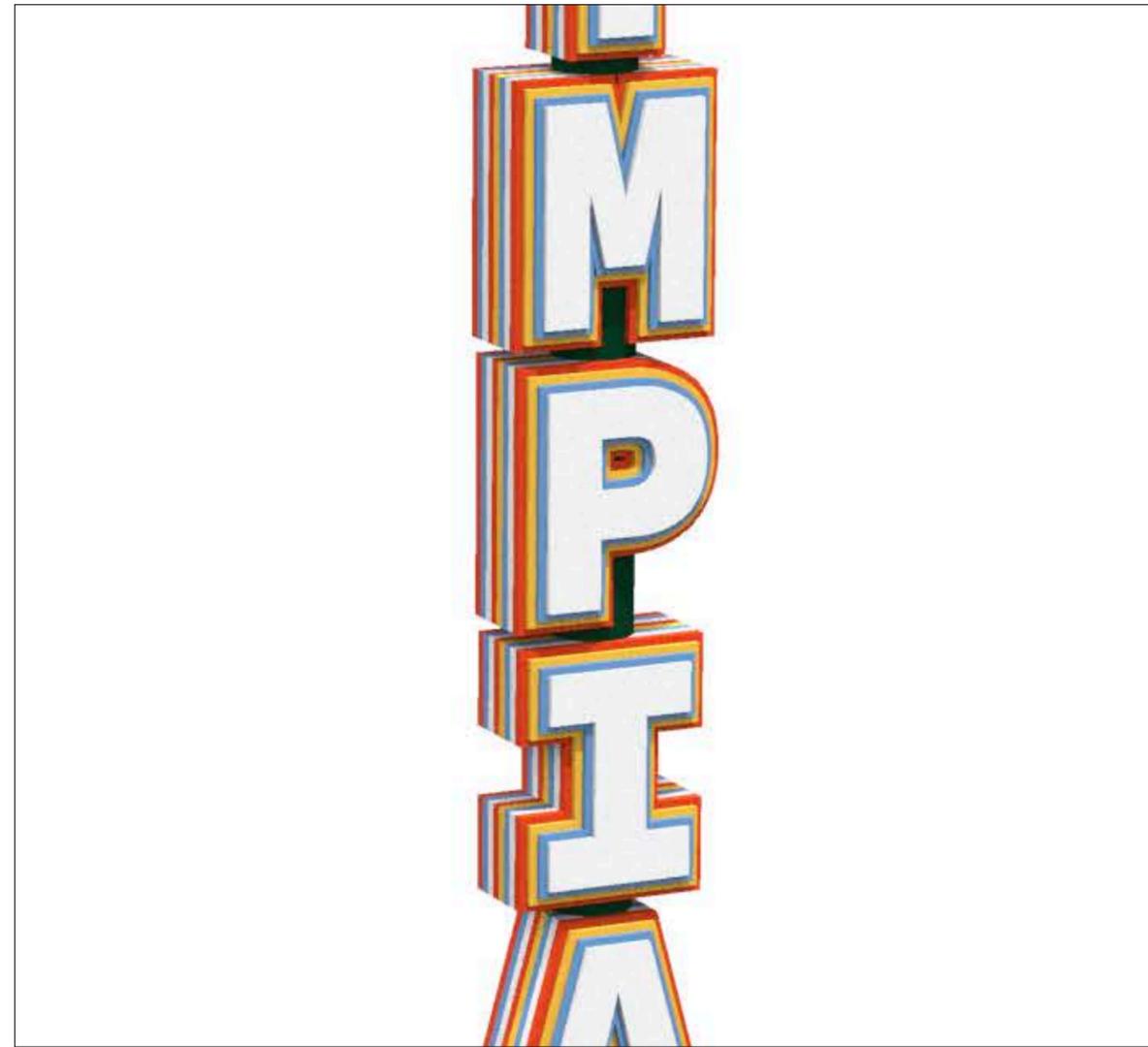
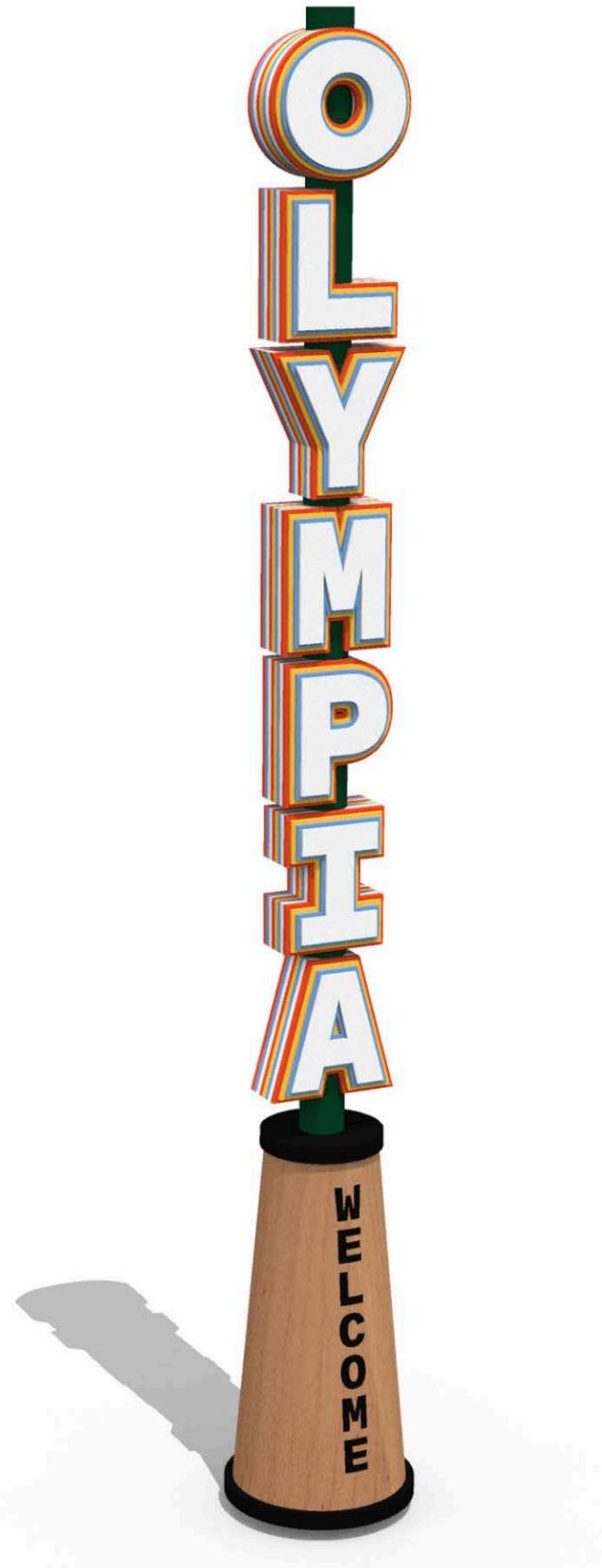
PREFERRED: WAYFINDING CONCEPT 1



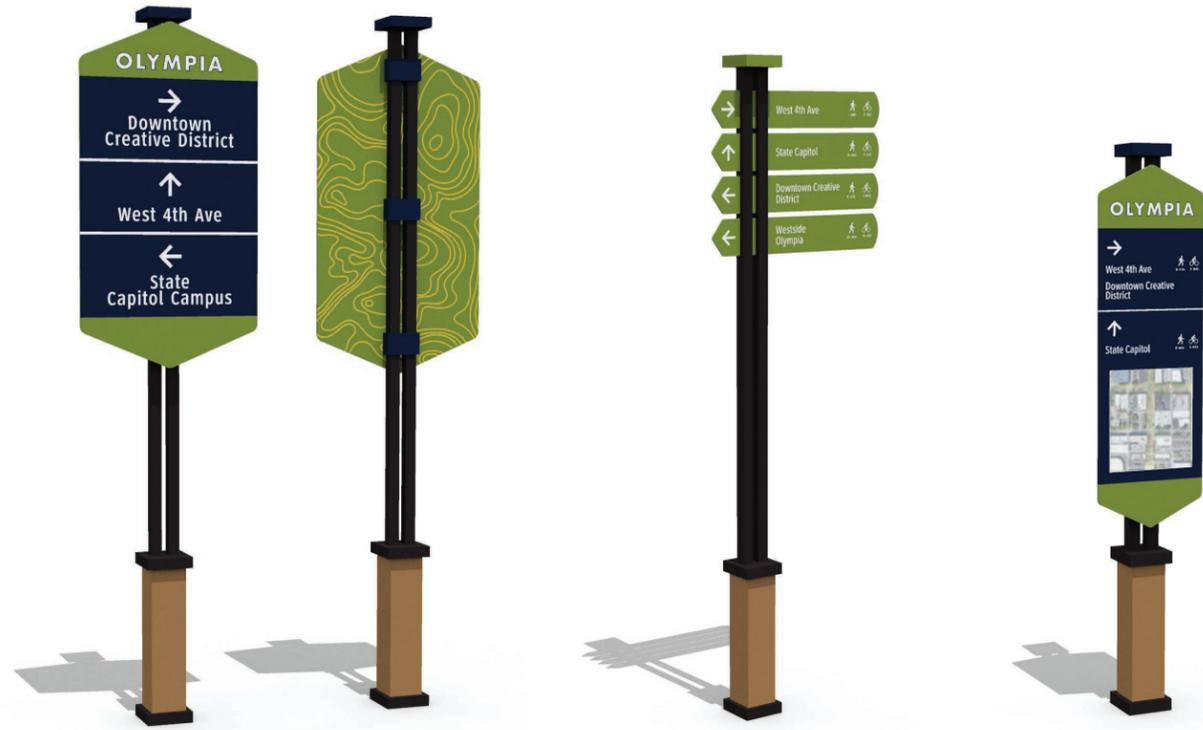
HORIZONTAL GATEWAY CONCEPTS 1 & 2



PREFERRED: VERT. GATEWAY CONCEPT 1



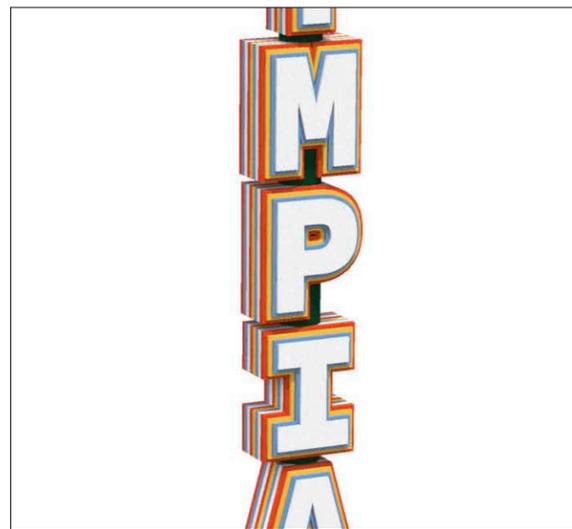
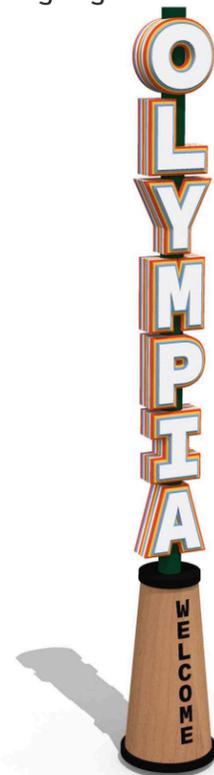
Concept 1
Wayfinding Signage



Concept 1 (Horizontal)
City Gateway Signage



Concept 3 (Vertical)
City Gateway Signage



Concept 2 (Horizontal)
City Gateway Signage

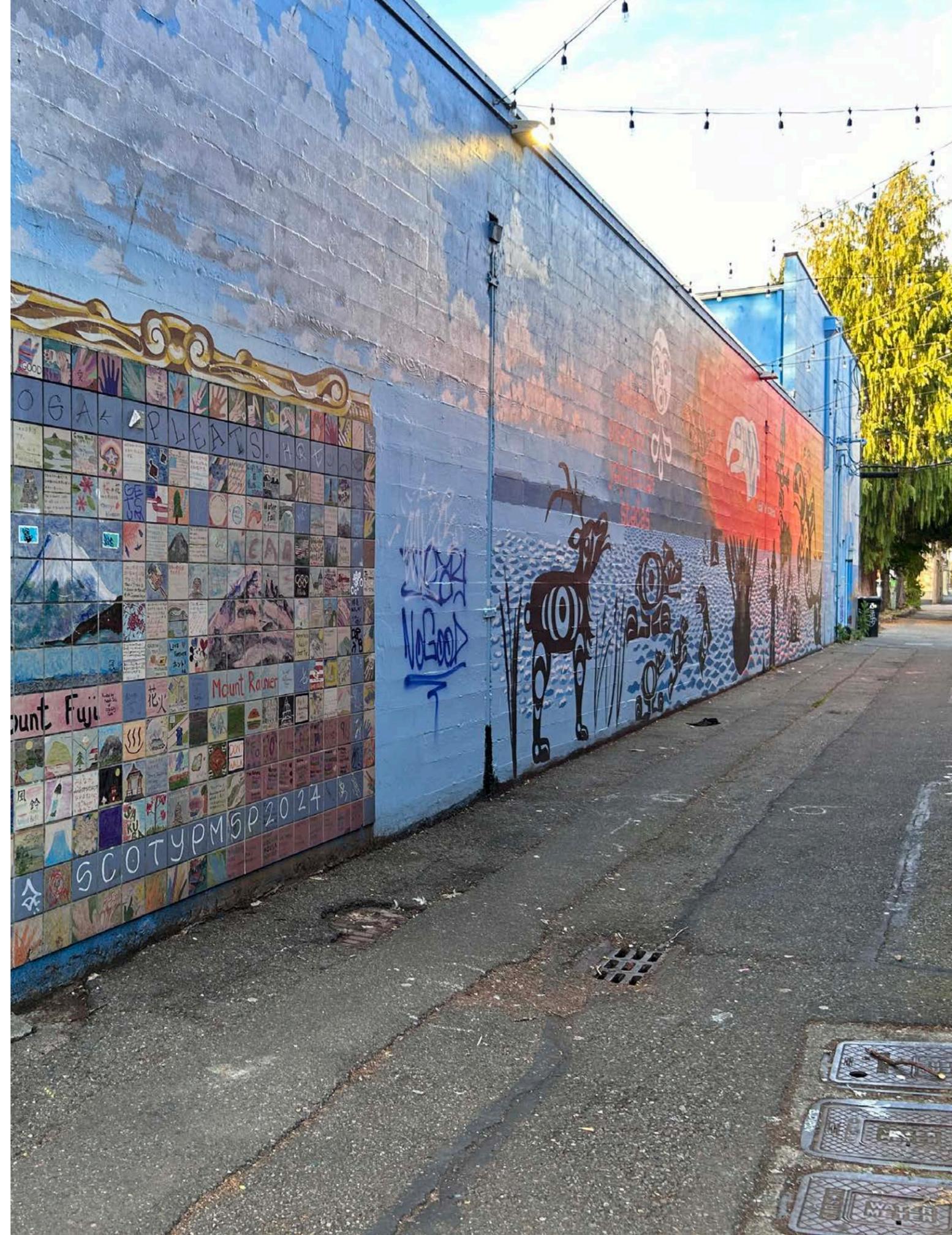


interpretive signage

downtown-westside bridge
interpretive/placemaking



historic alleyway
interpretive/placemaking



Interpretive Signage

Historic Alleyway Placemaking: Music



ddy

Independent
Music in Olympia

IN THE
THE CHERRY
BEHIND 4th AVE SW

TULIPS

HISTORIC ALLEYWAY



Scan Here!



artis

Interpretive Signage

Historic Alleyway Placemaking: Squaxin Island Tribe



ddy

Squaxin Island Tribe

The People of the Water



HISTORIC ALLEYWAY



artis

thank you for listening!

