

CITY OF OLYMPIA, WA

CITY WAYFINDING MASTER PLAN:
CITY COUNCIL WAYFINDING CONCEPT MEETING



JUNE 3, 2025



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

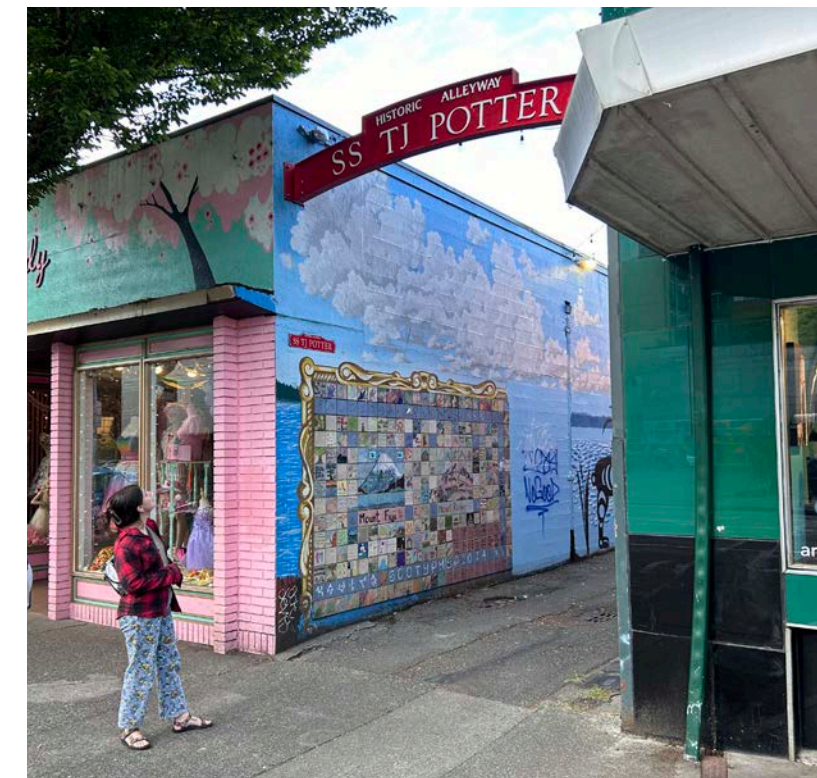
PROJECT STATUS

Completed

- Project Kick-Off Meeting
- Site Survey & Existing Conditions Report
- Concept Development (Stakeholders)
- Community Survey
- Community Livability and Public Safety Committee Review

In Process / Future

- City Council Review
- Gateway Concept Development
- Nomenclature List
- Sign Location Plan & Message Schedule
- Design Intent Drawings

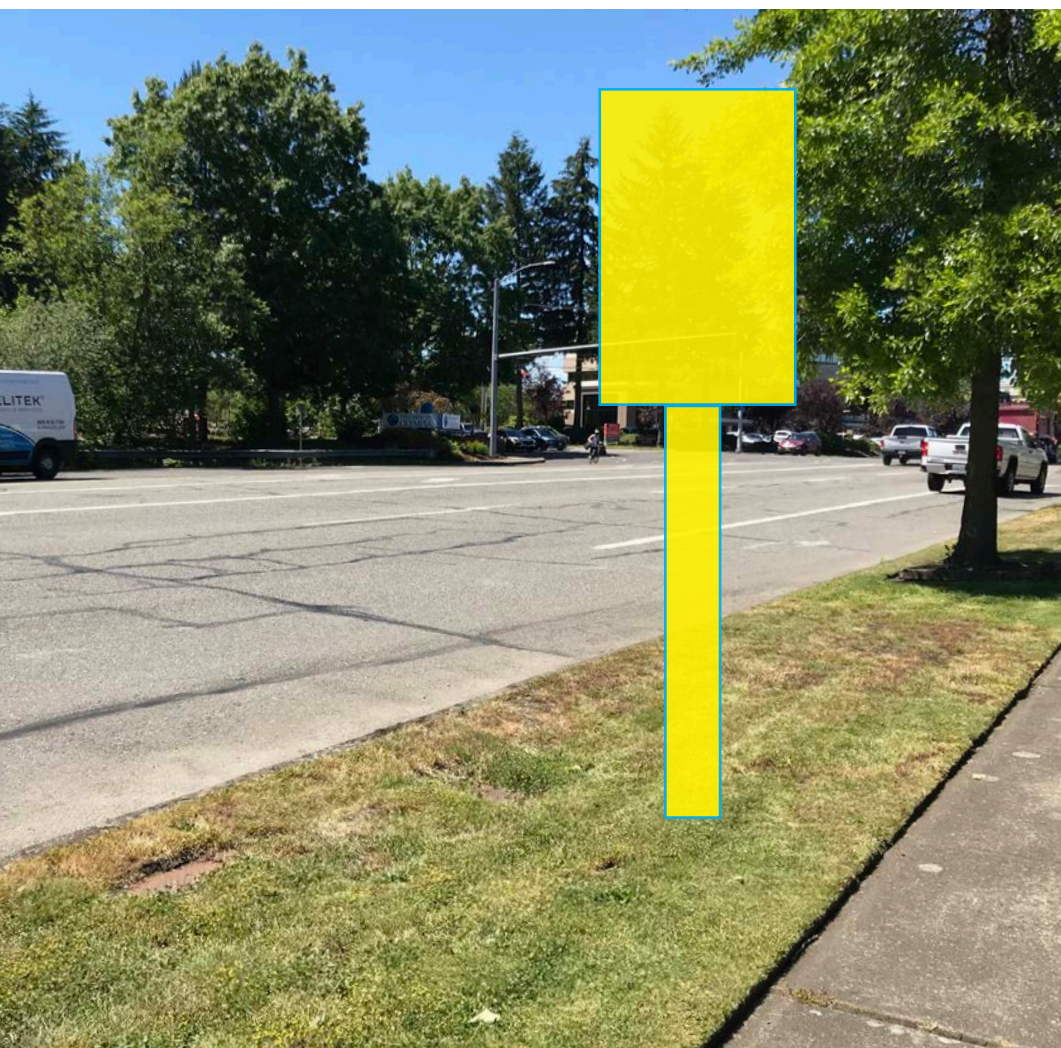


project overview

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

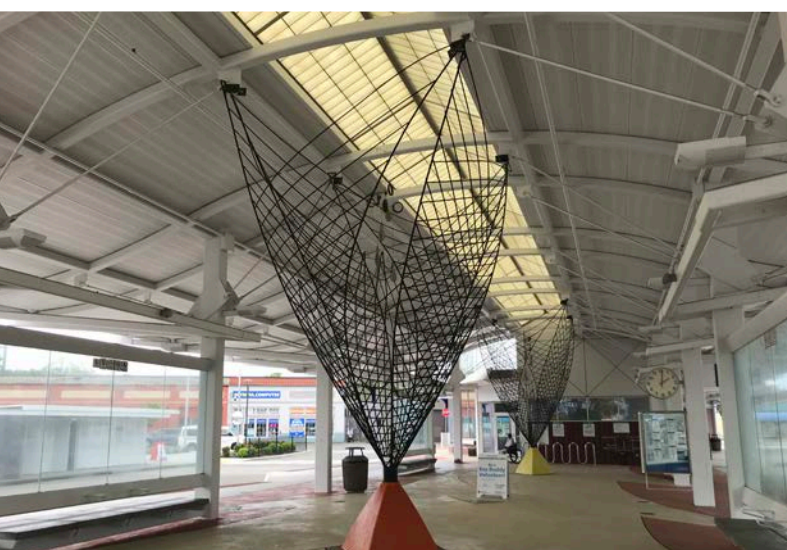
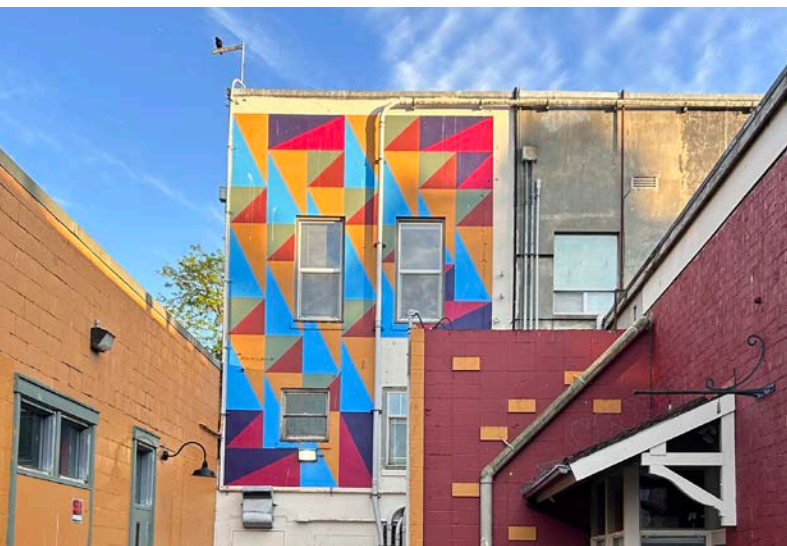
WANTS FOR VISITOR EXPERIENCE

- 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





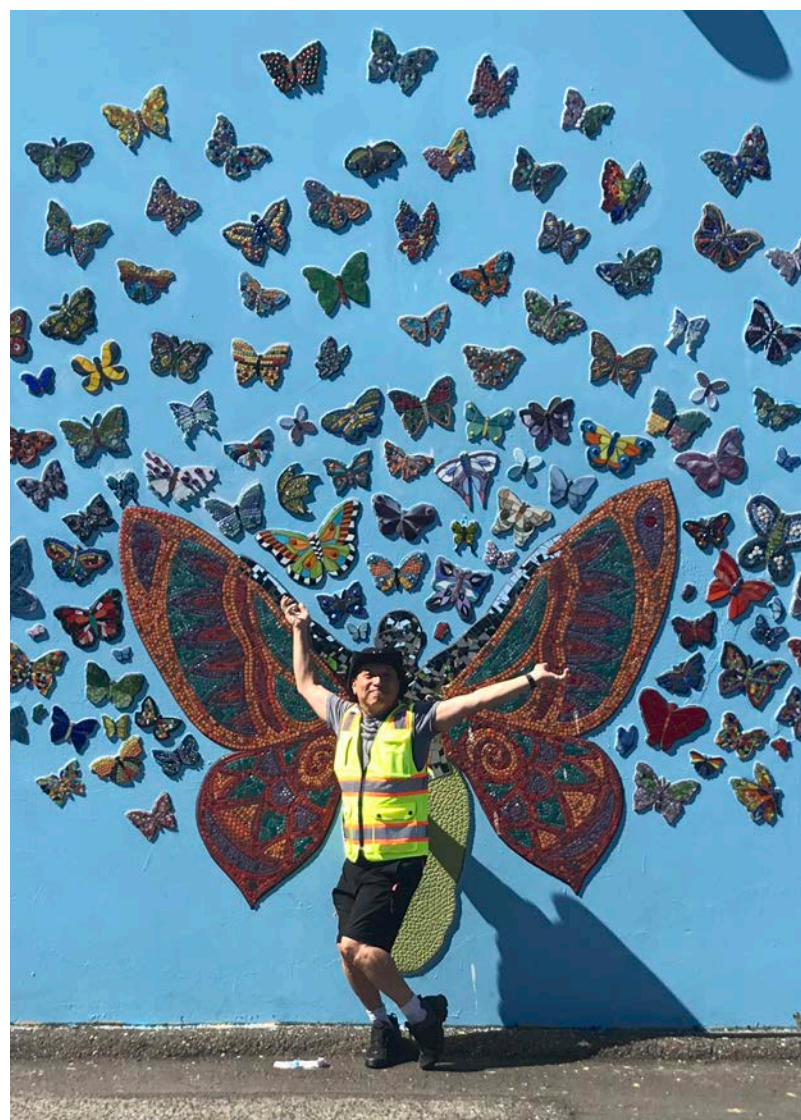
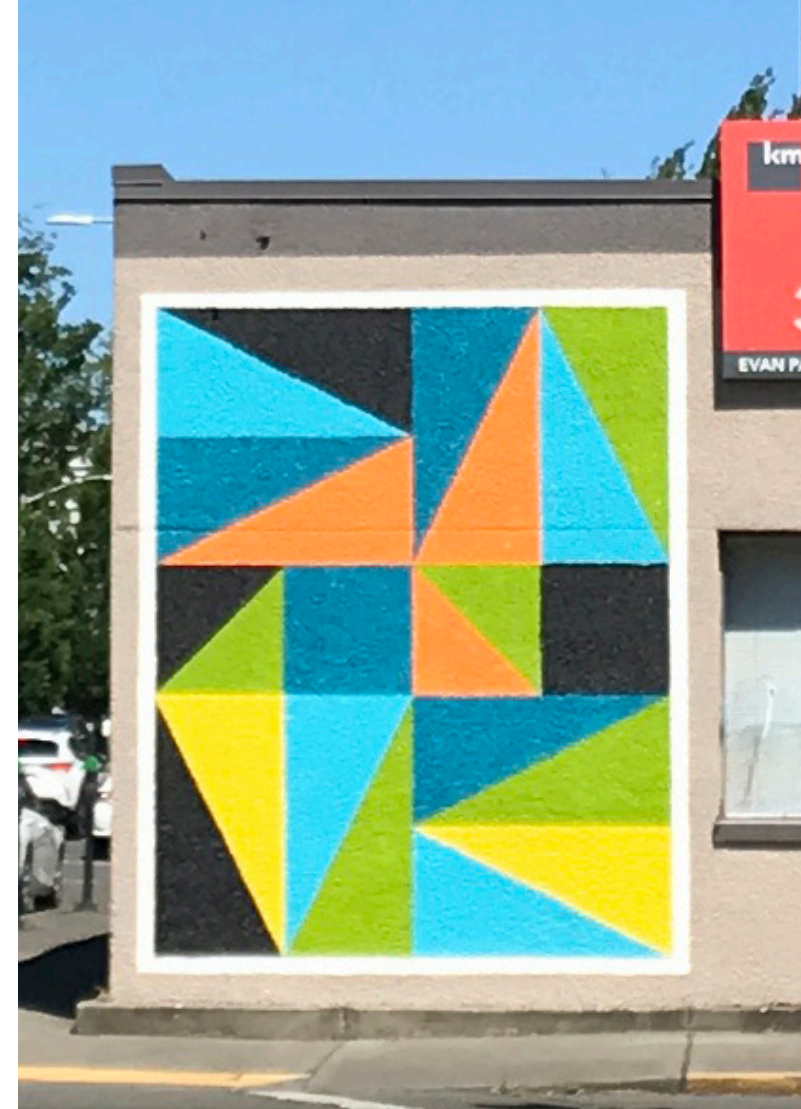
Urban
Pacific Northwest

Capital City
Counter Culture

Historic
Port

Diverse
Squaxin Island Tribe

Creative
Inclusive



Water
Playful

Natural
Modern

Unique
Brand

Colorful
DIY

Sophistication
Kitschy

color







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

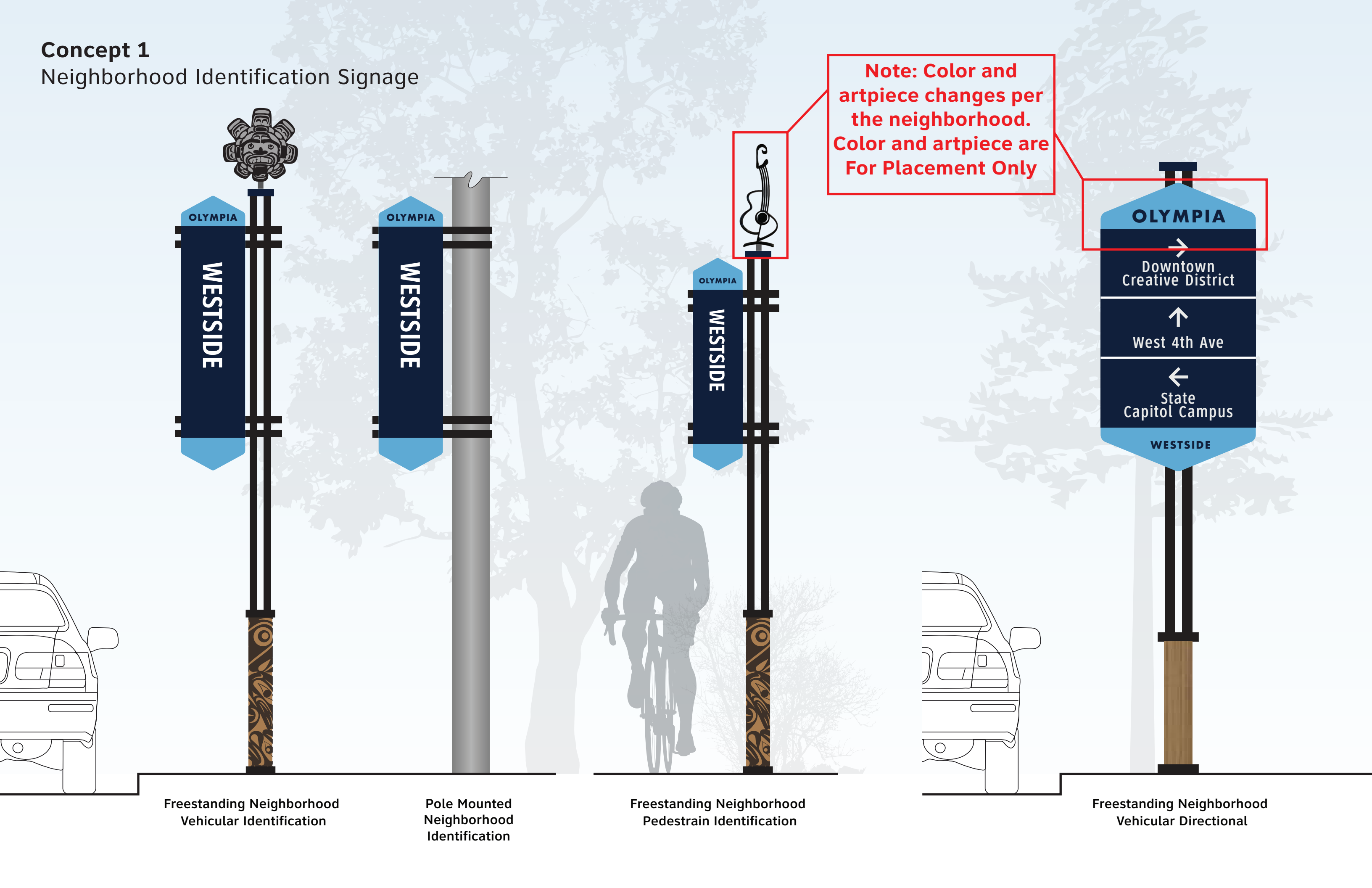


Concept 1

3D's



Concept 1
Neighborhood Identification Signage



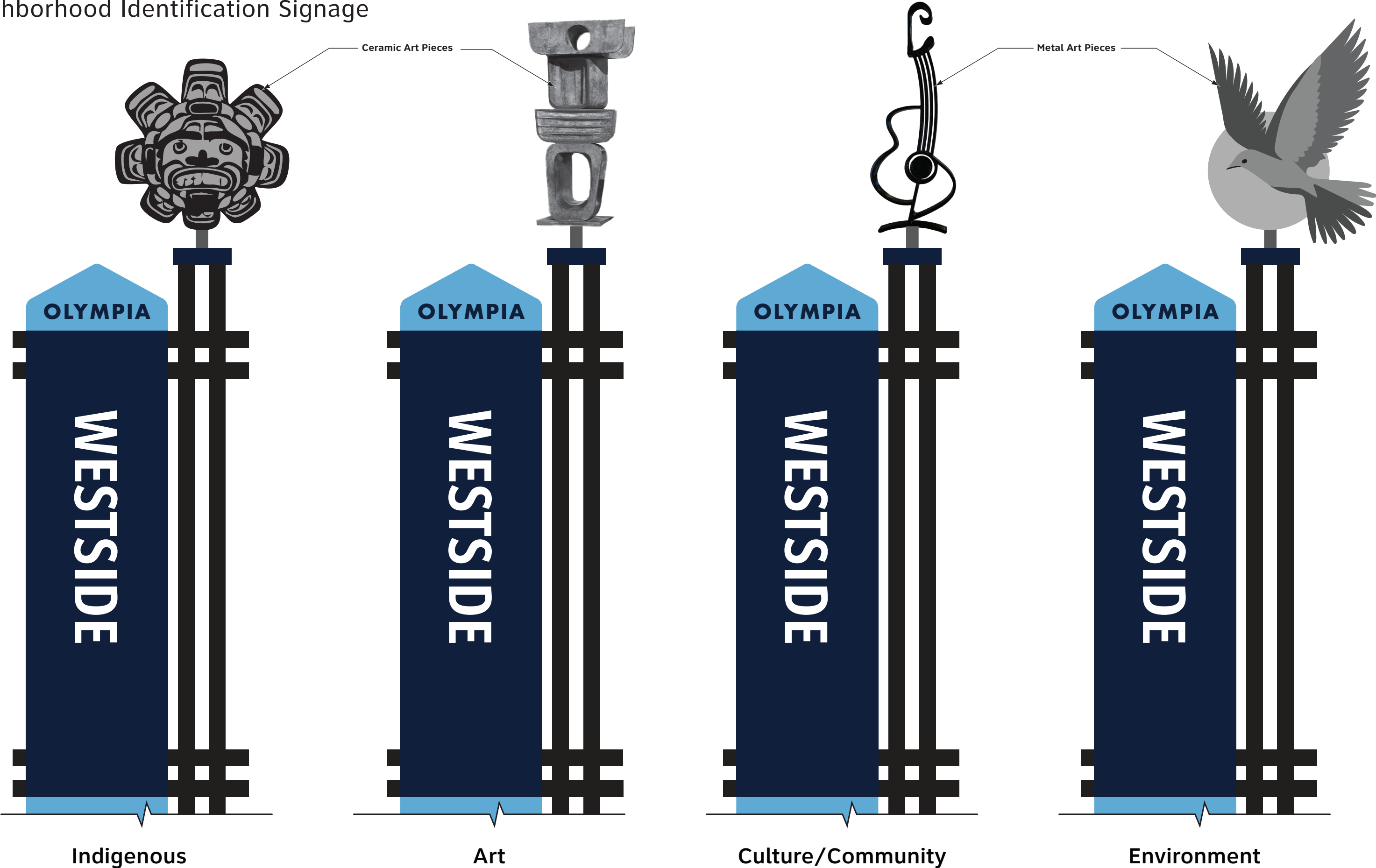
Freestanding Neighborhood
Vehicular Identification

Pole Mounted
Neighborhood
Identification

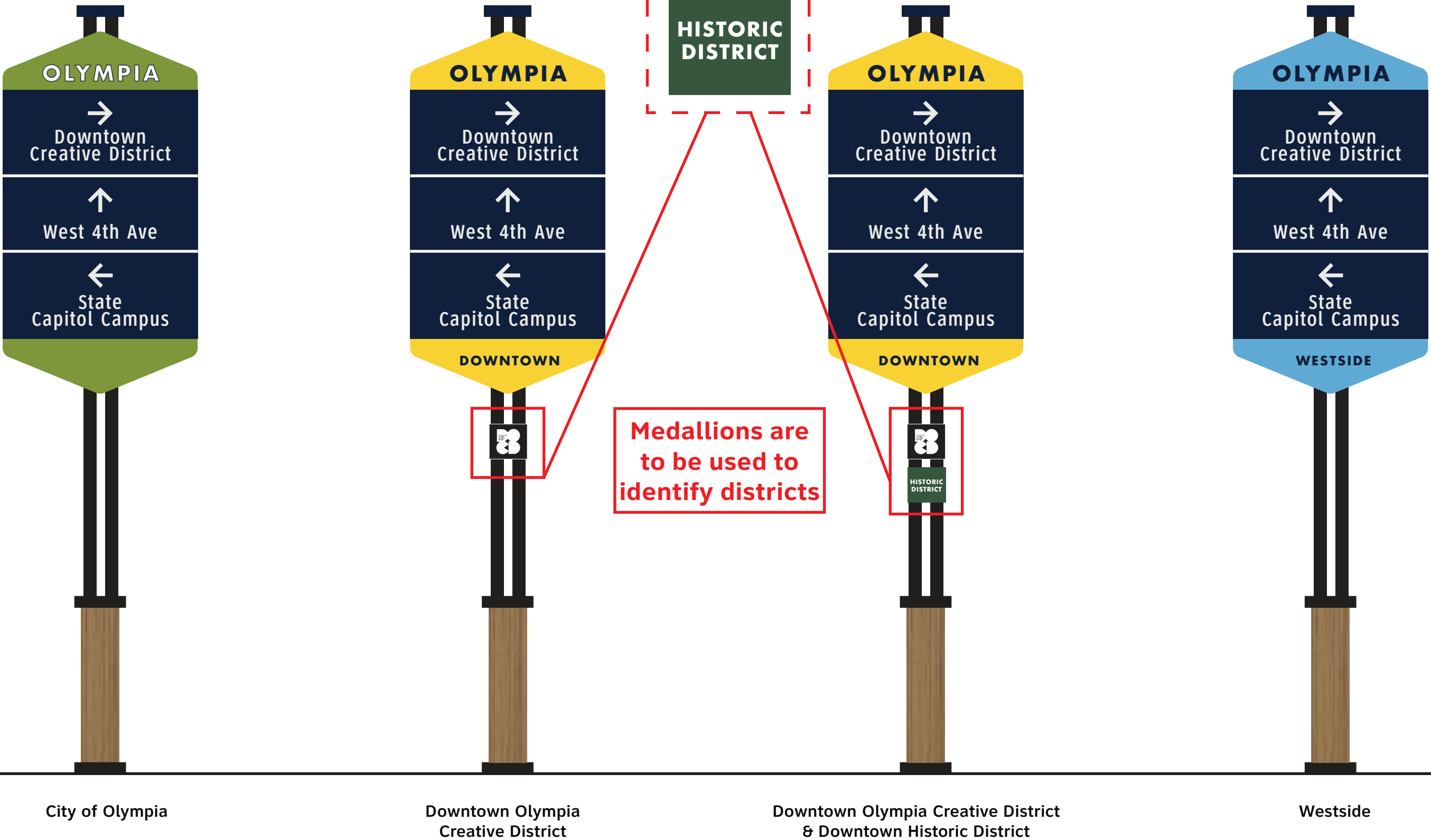
Freestanding Neighborhood
Pedestrian Identification

Freestanding Neighborhood
Vehicular Directional

Concept 1
Neighborhood Identification Signage



Concept 1
District & Neighborhood Identification



Concept 1
Single Pole Option



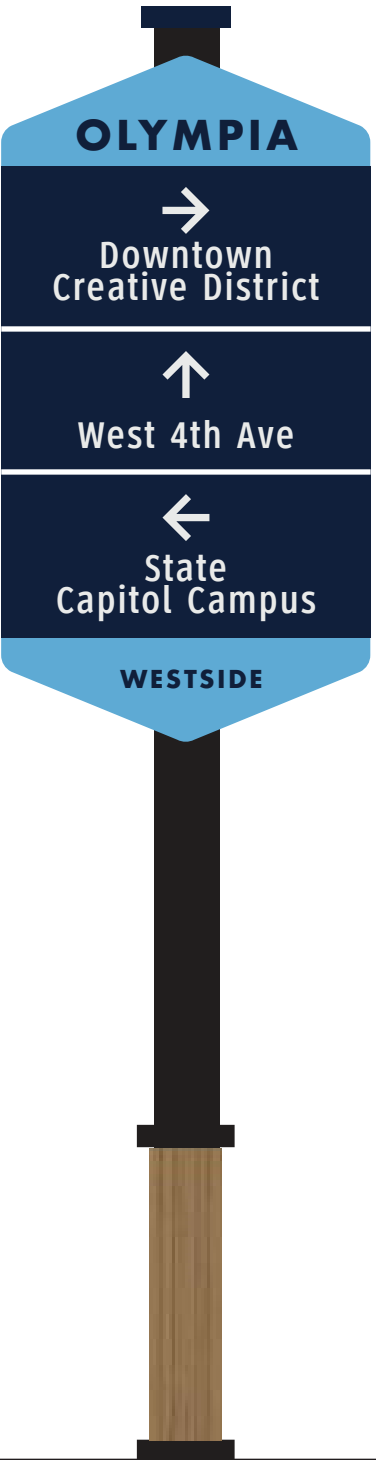
City of Olympia



Downtown Olympia
Creative District



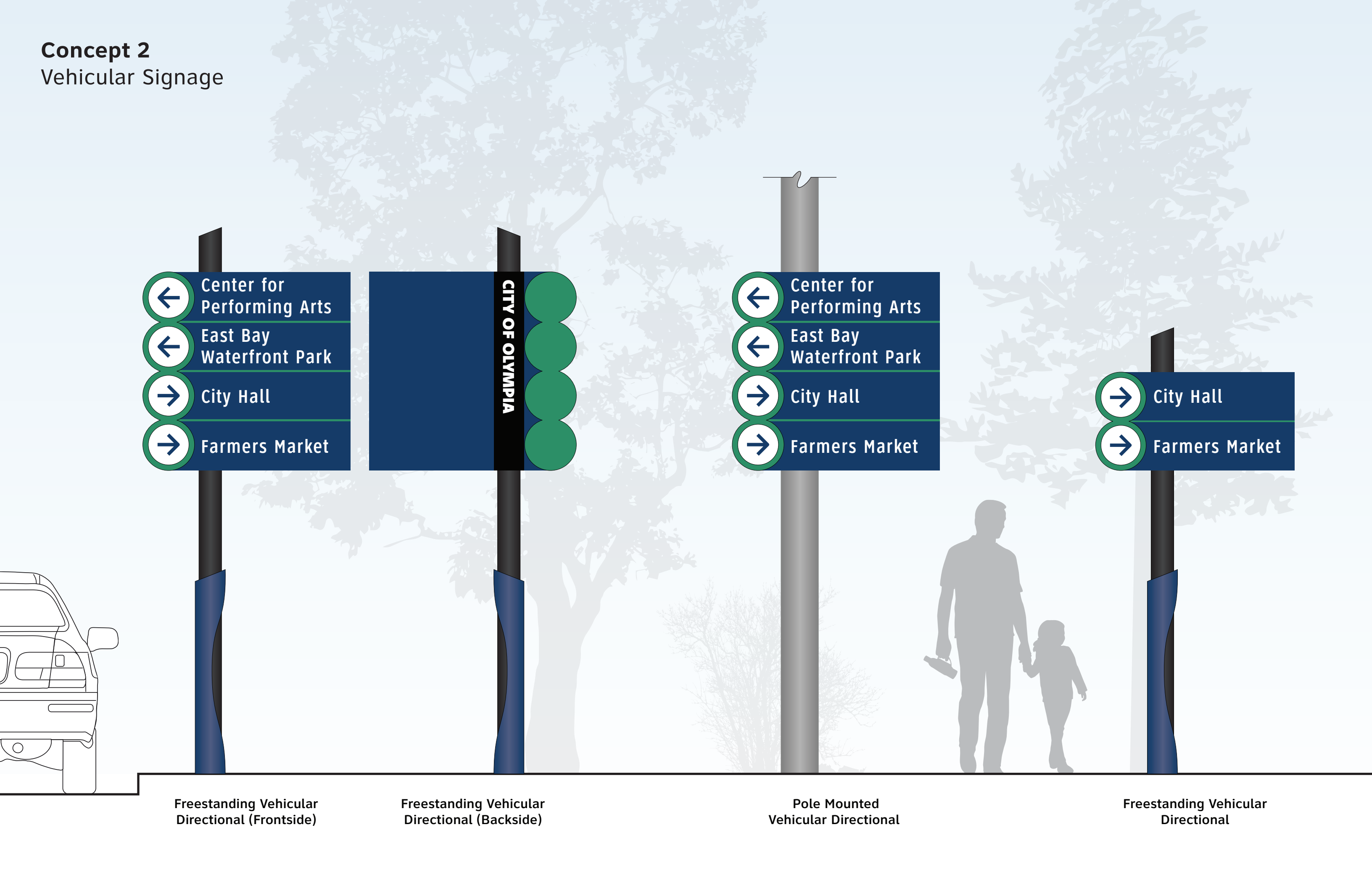
Downtown Olympia Creative District
& Downtown Historic District



Westside

concept 2

Concept 2
Vehicular Signage



← Center for Performing Arts

← East Bay Waterfront Park

→ City Hall

→ Farmers Market

CITY OF OLYMPIA

●

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●

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← Center for Performing Arts

← East Bay Waterfront Park

→ City Hall

→ Farmers Market

→ City Hall

→ Farmers Market

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

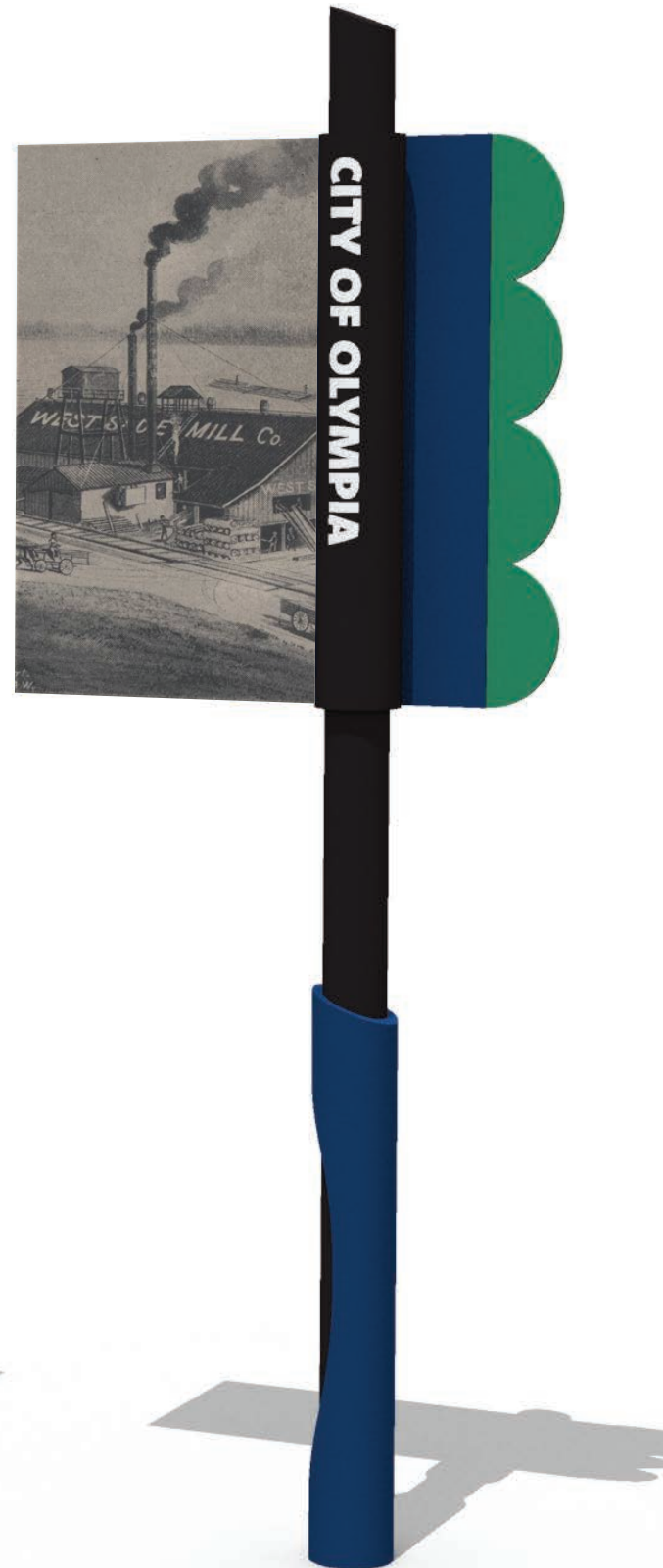
Pole Mounted Directory
& Pedestrian Directional

Freestanding
Pedestrian Directional



Concept 2

3D's



Concept 2

Neighborhood Identification Signage



Concept 2

Neighborhood Identification Signage



History



Art

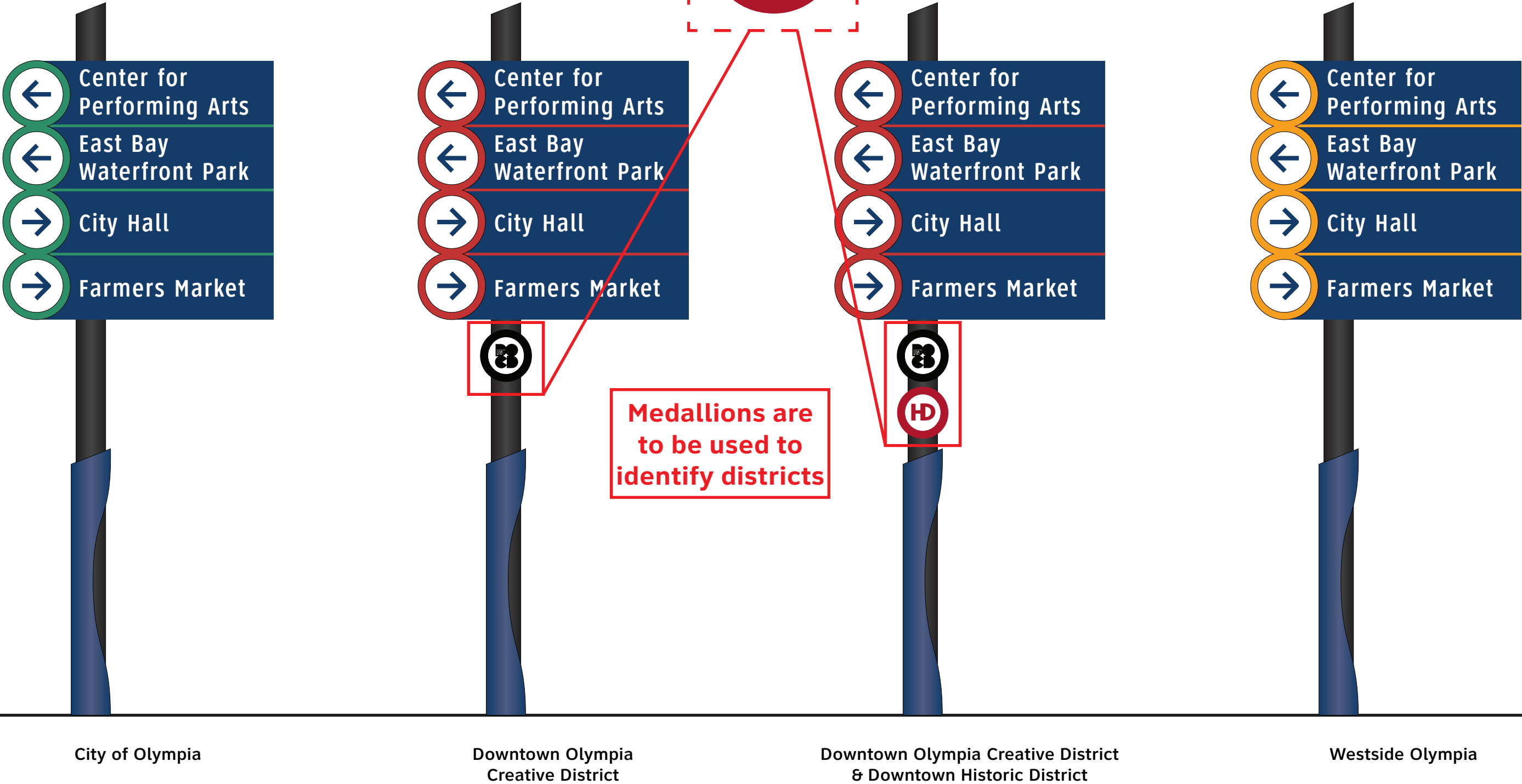


Culture/Community



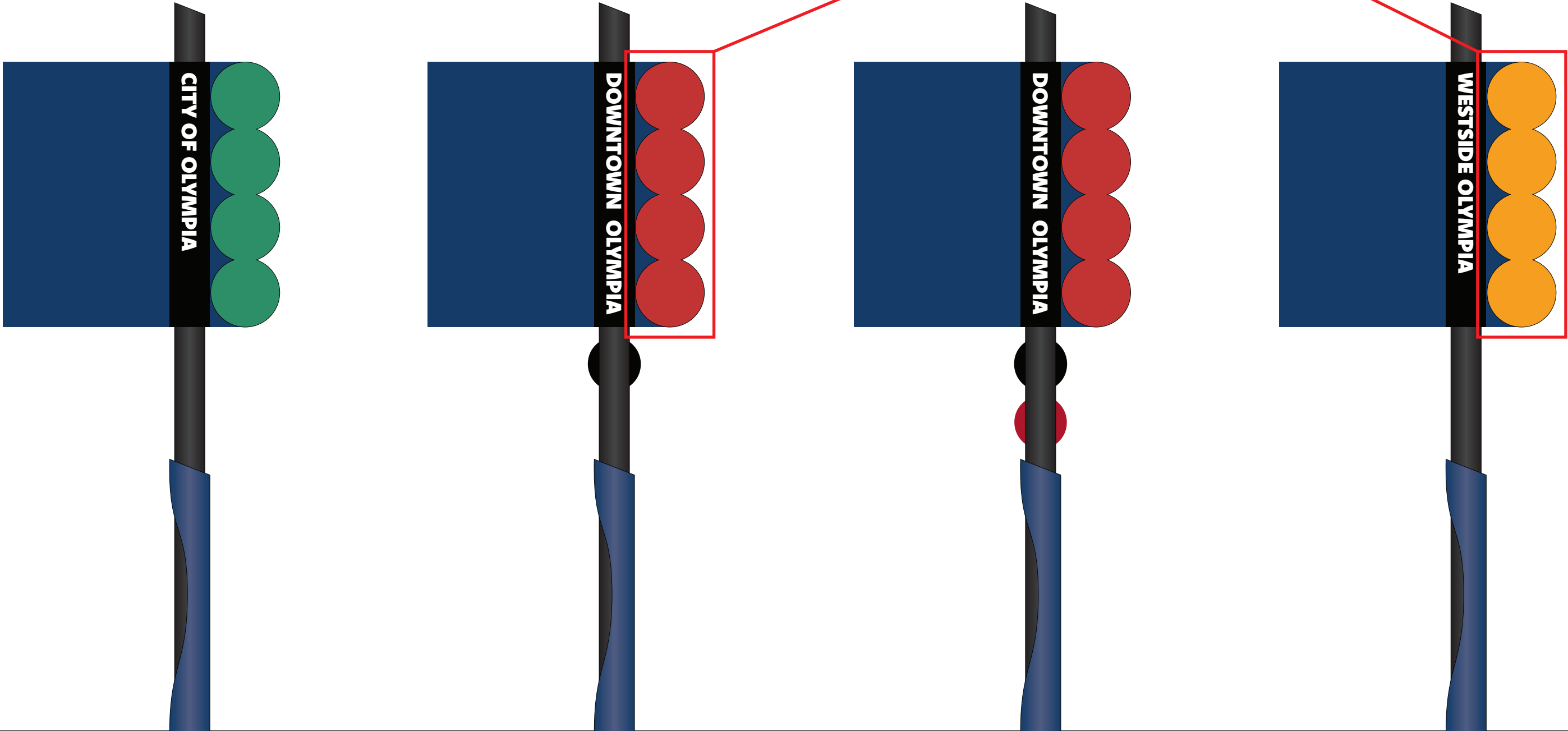
Environment

Concept 2
 District & Neighborhood Identification



Concept 2
District & Neighborhood Identification

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



City of Olympia

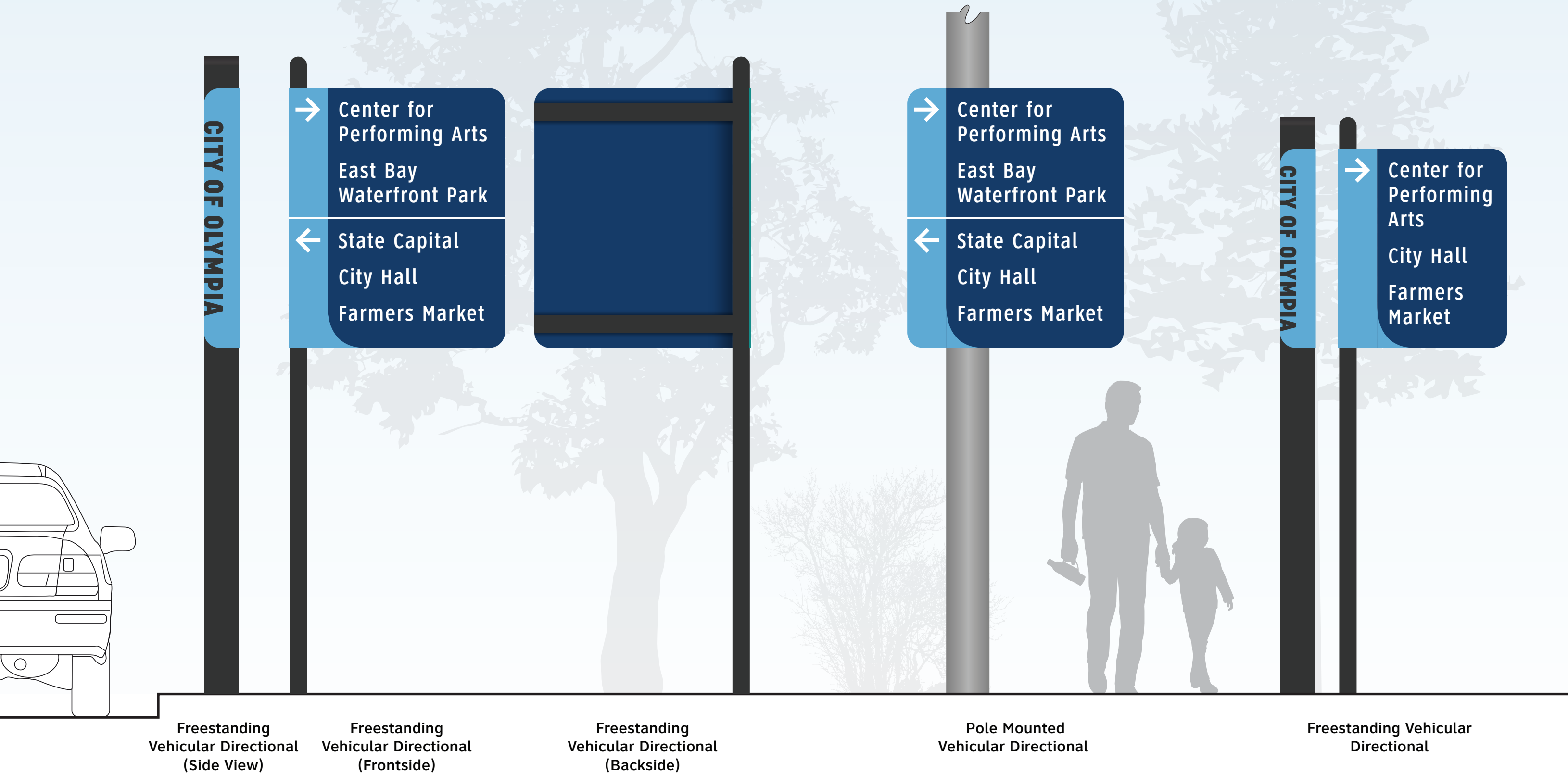
Downtown Olympia
Creative District

Downtown Olympia Creative District
& Downtown Historic District

Westside Olympia

concept 3

Concept 3
Vehicular Signage



Concept 3
 Parking & Pedestrian/Bike Wayfinding Signage

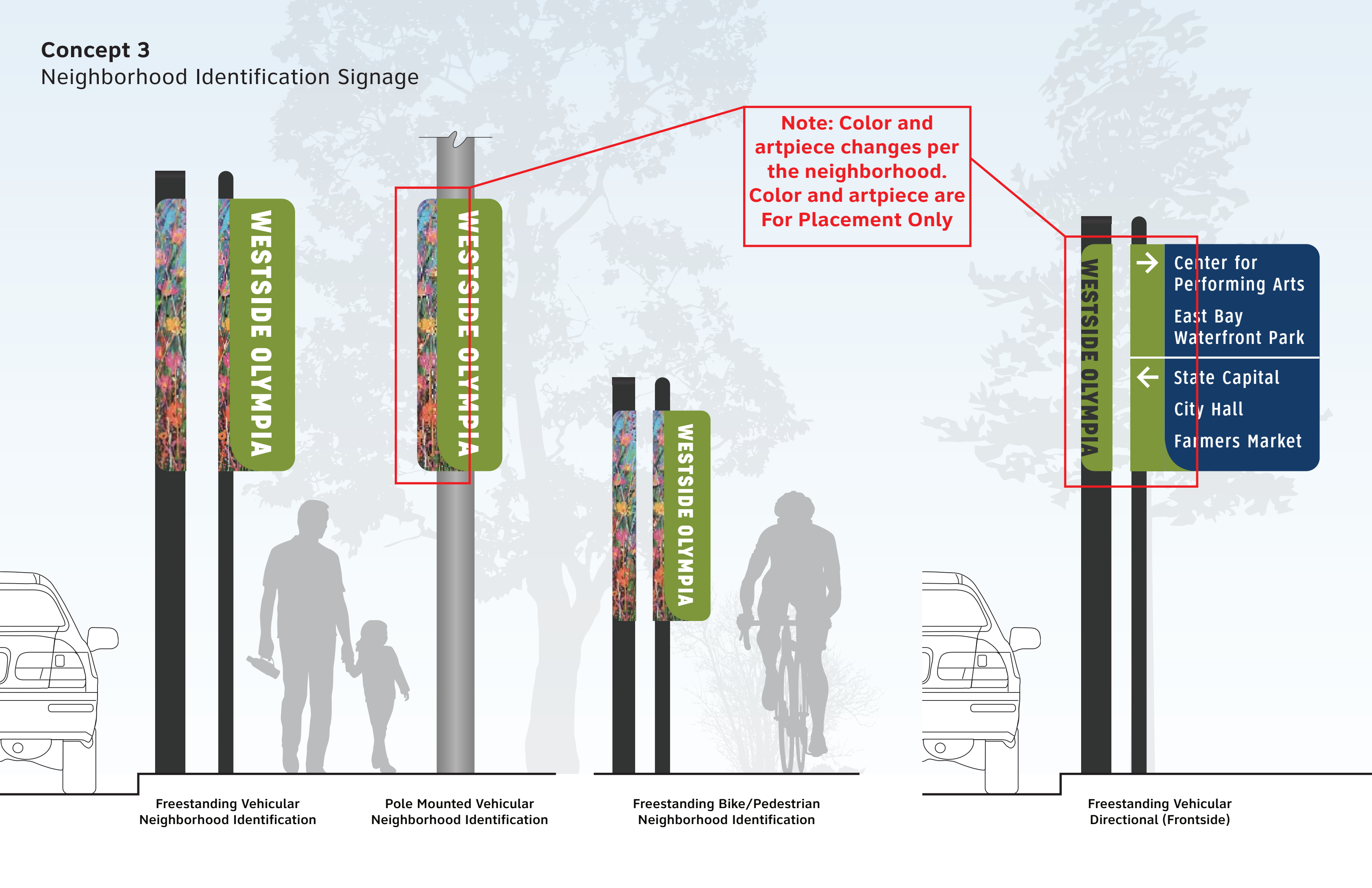




Concept 3
3D's



Concept 3
Neighborhood Identification Signage



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

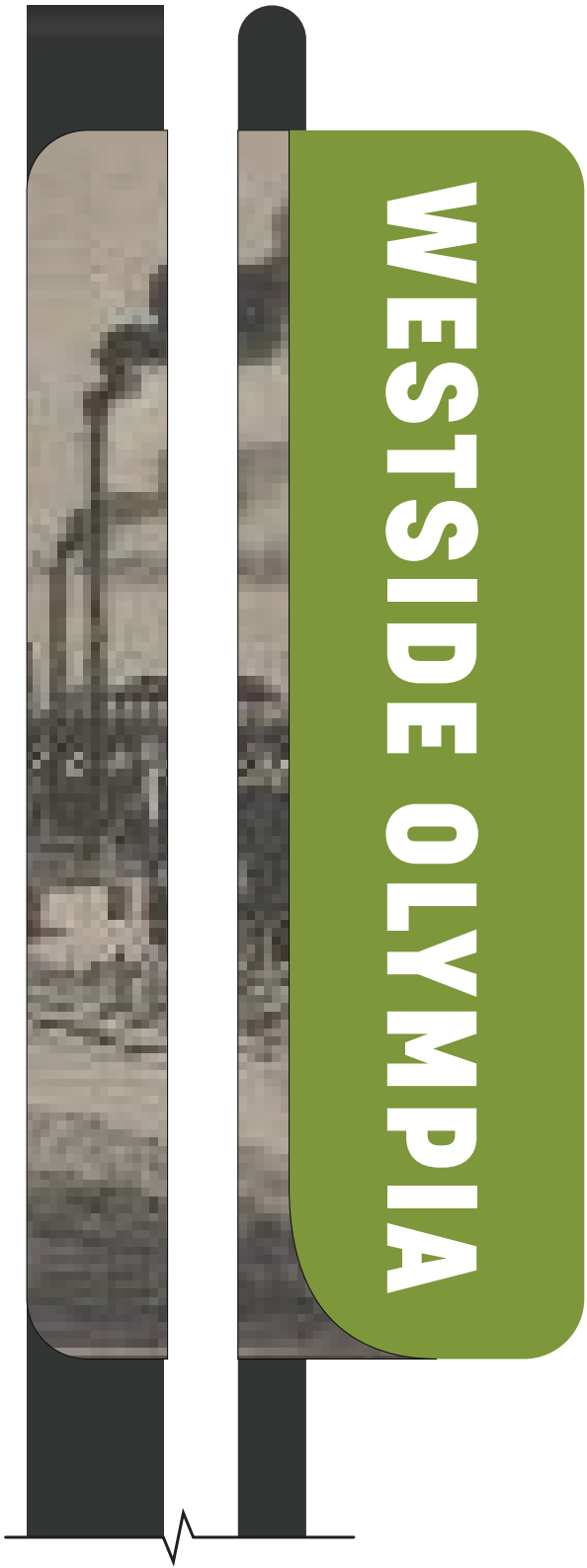
Freestanding Vehicular
Neighborhood Identification

Pole Mounted Vehicular
Neighborhood Identification

Freestanding Bike/Pedestrian
Neighborhood Identification

Freestanding Vehicular
Directional (Frontside)

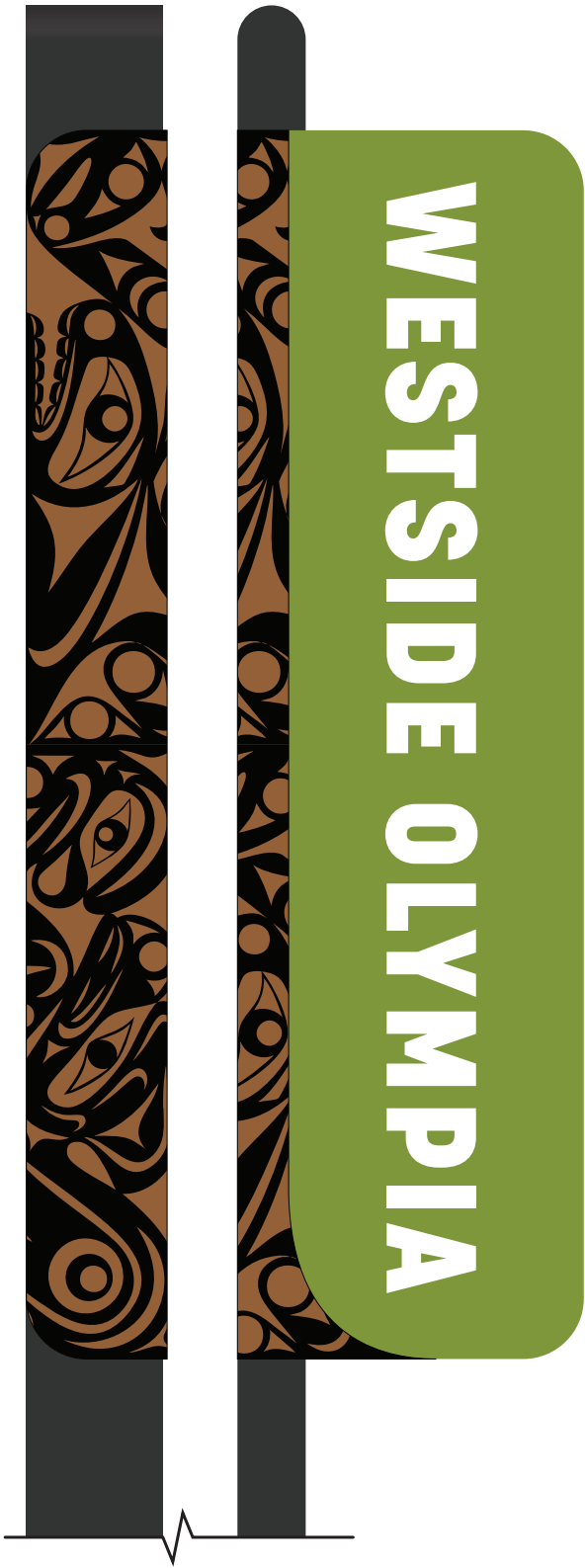
Concept 3
Neighborhood Identification Signage



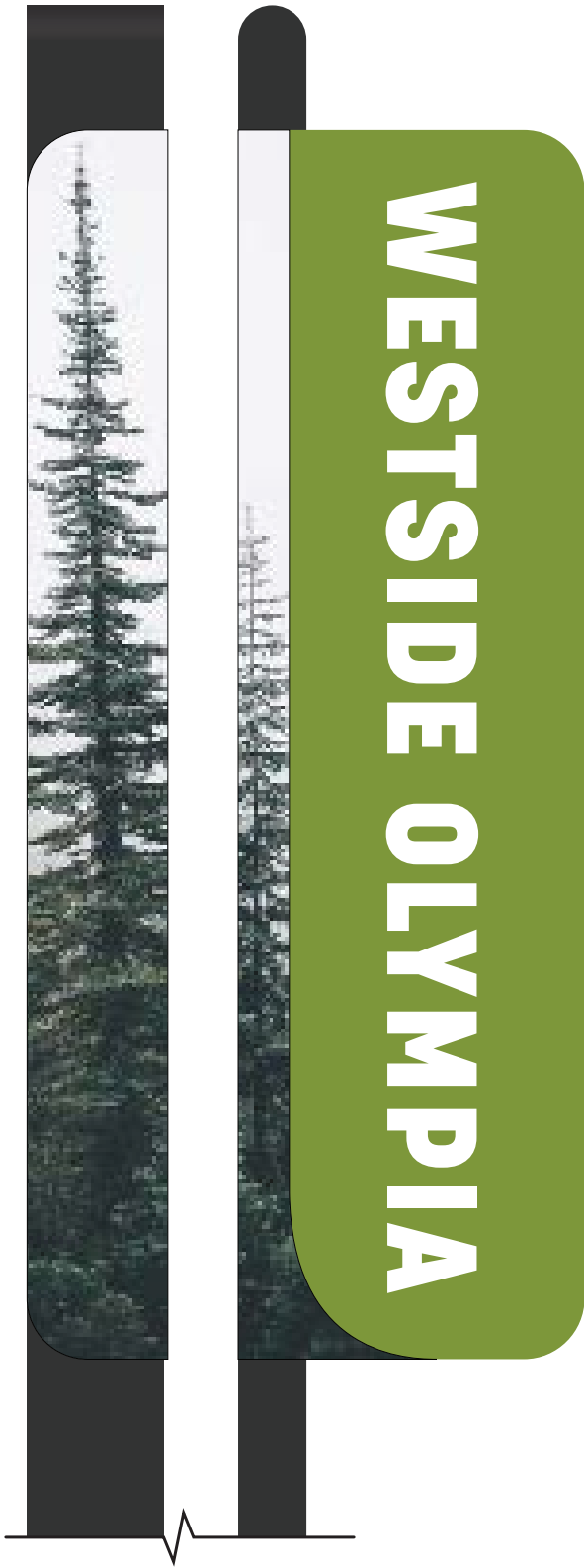
History



Art

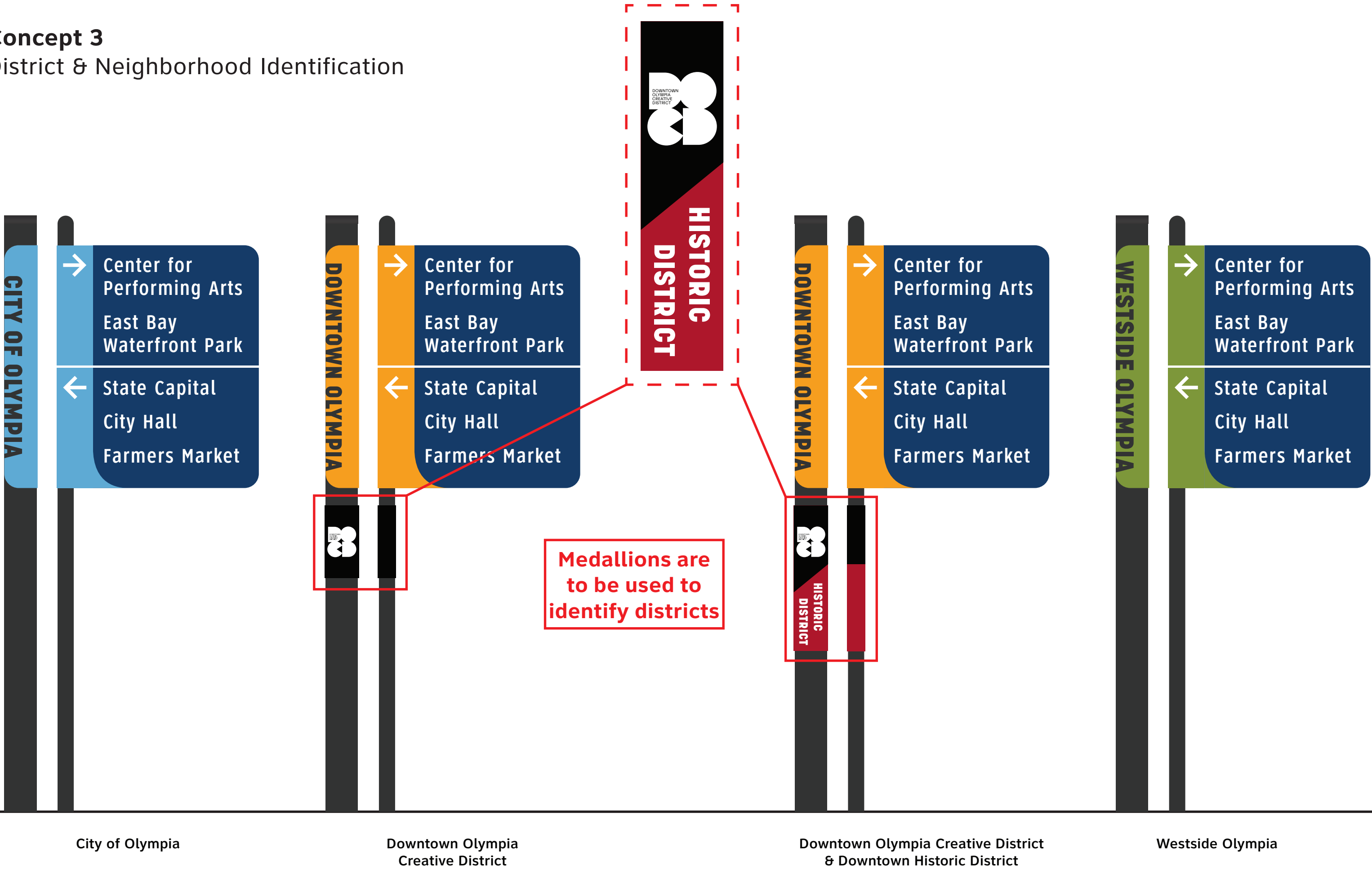


Culture/Community



Environment

Concept 3
 District & Neighborhood Identification



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)

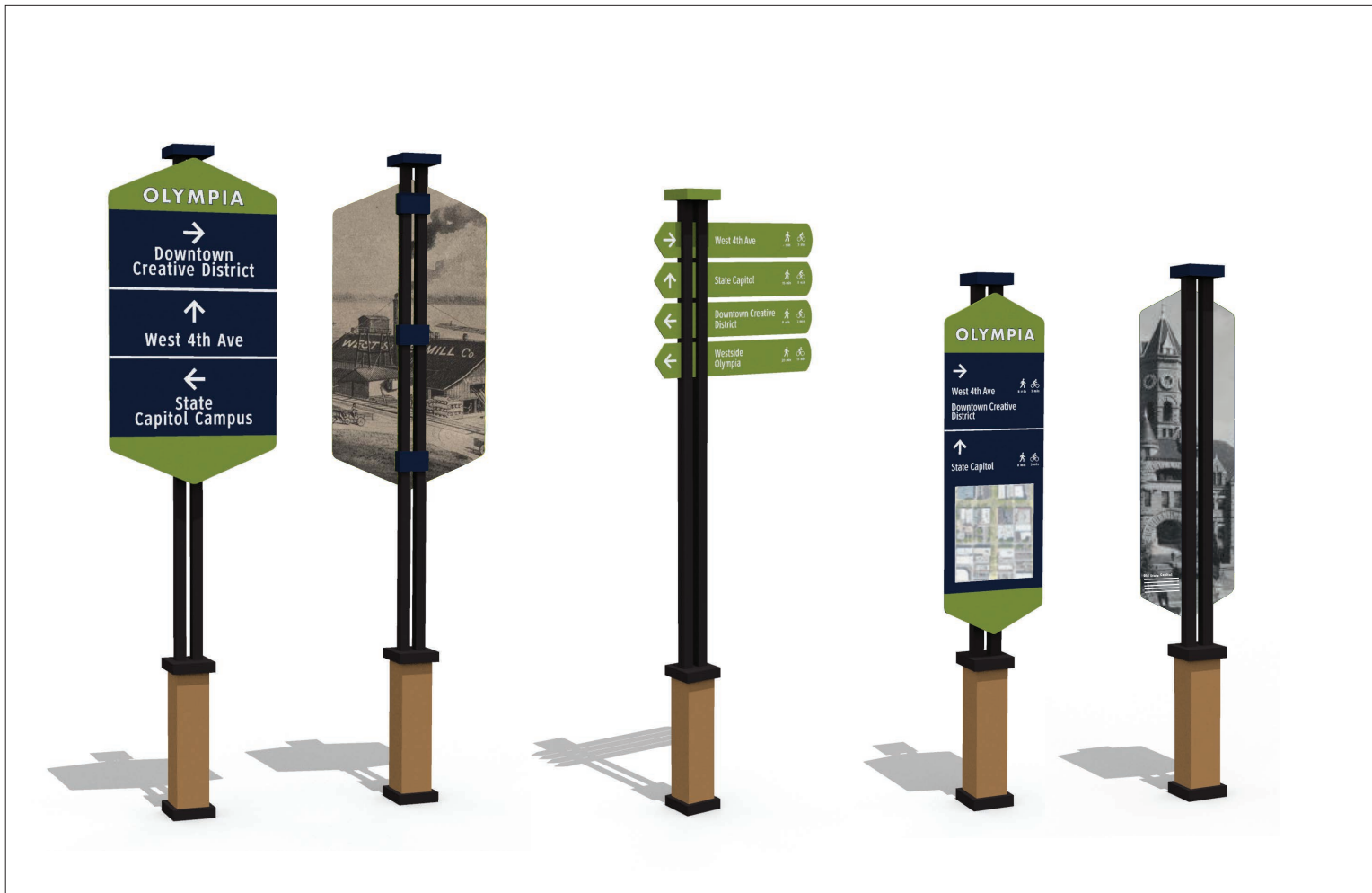
ENGAGE OLYMPIA FEEDBACK (MARCH 7-21, 2025)

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

CLPS feedback

CLPS FEEDBACK

LIKES

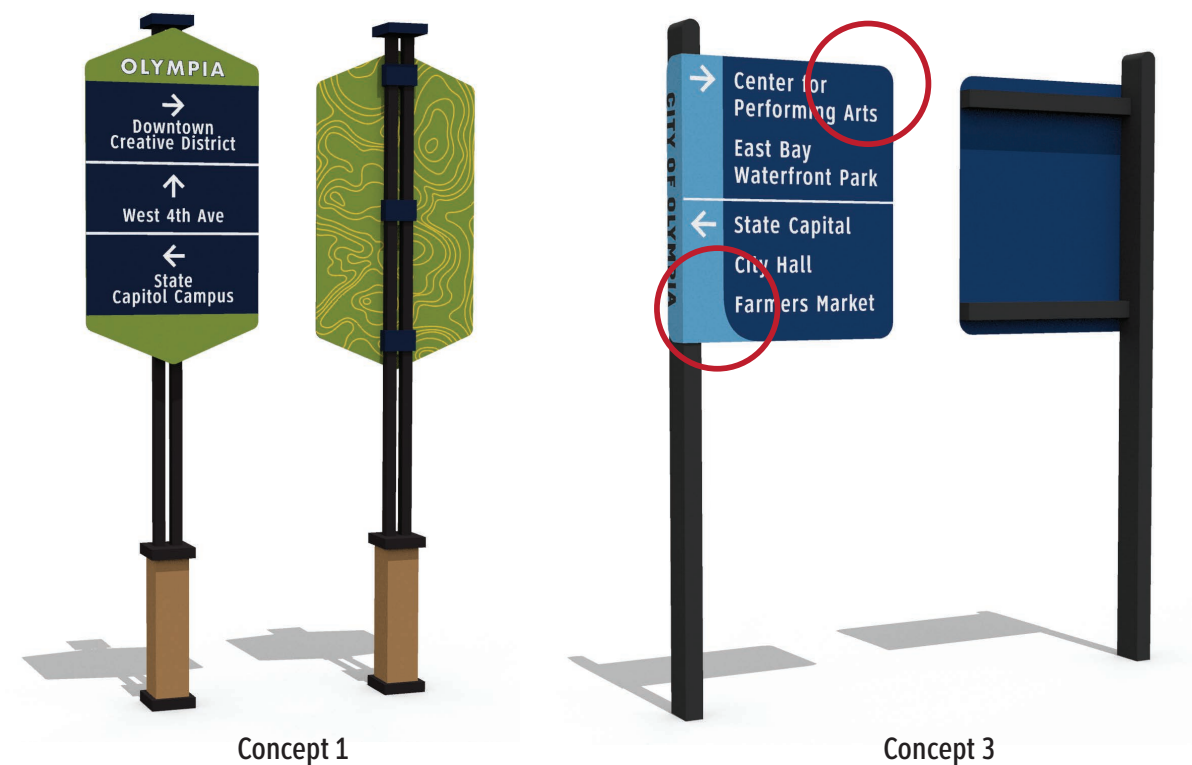
- Concept 1 shape, dimensional form, and color
- Concept 1 organization of information
- Concept 3 rounded edges, wave swoosh form, and single pole style
- Concept 3 connection to water
- Graffiti and vandalism deterrent
- Interpretives on the back panels showing art and history of Olympia
- Opportunity for art and sculpture on tops of neighborhood signs

DISLIKES

- Concept 2
- Concept 1 felt busy

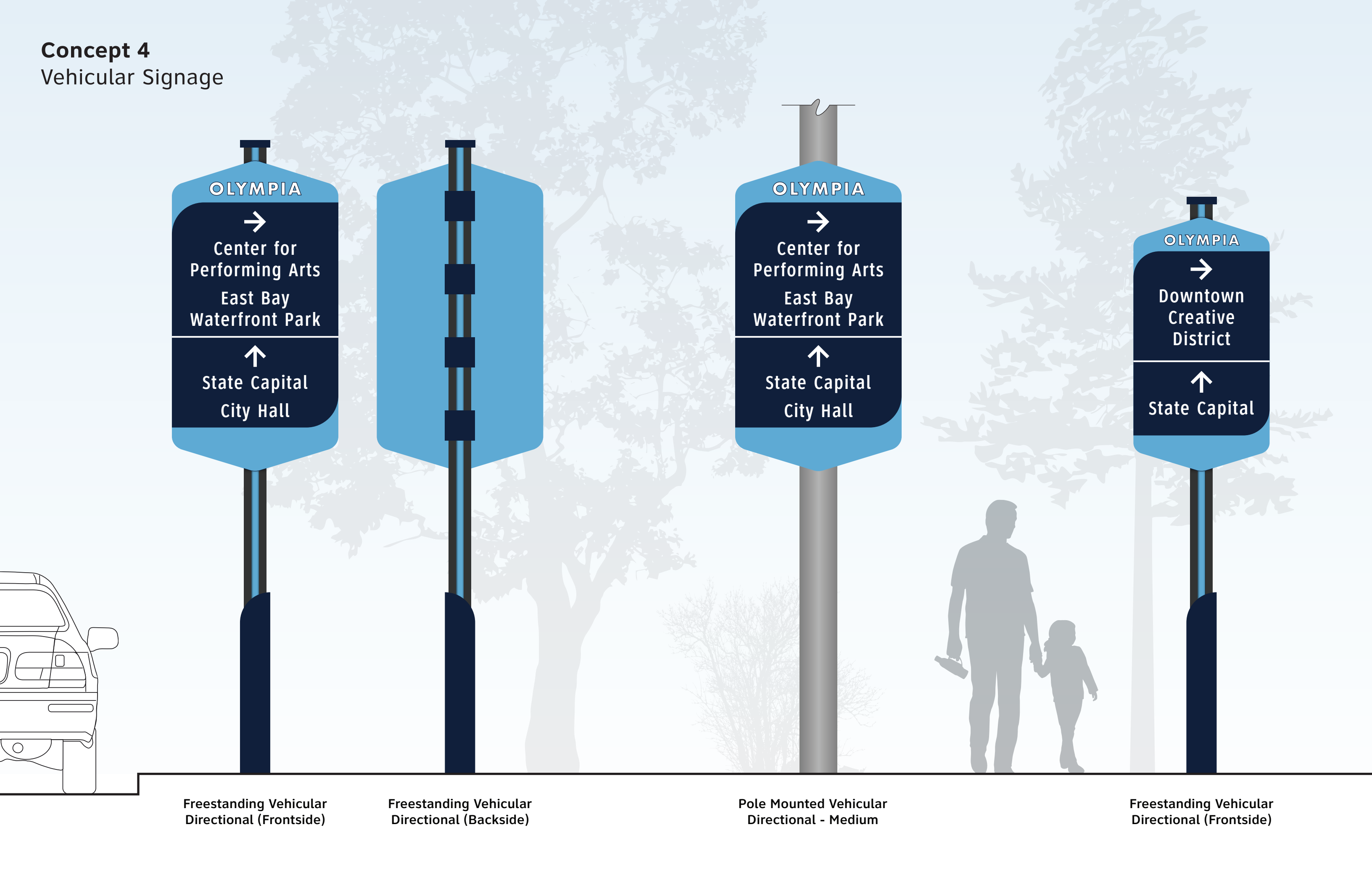
COMMENTS

- Overall, the CLPS council members seemed most drawn to Concept 1 but liked elements of Concept 3
- Requested a new option blending the soft edges and curved elements from Concept 3 with the shape and information layout of Concept 1 to create a new Concept 4

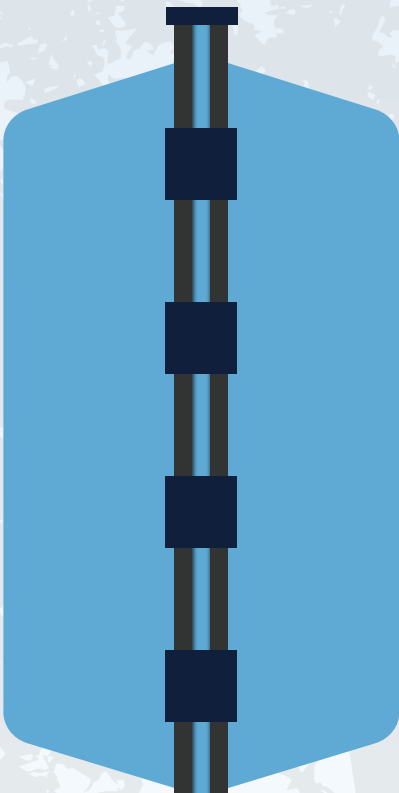


concept 4
(new concept requested
from CLPS meeting)

Concept 4
Vehicular Signage



Freestanding Vehicular
Directional (Frontside)



Freestanding Vehicular
Directional (Backside)



Pole Mounted Vehicular
Directional - Medium



Freestanding Vehicular
Directional (Frontside)

Concept 4
Parking & Pedestrian/Bike Wayfinding Signage



Freestanding
Parking Identification

Pole Mounted
Parking Directional

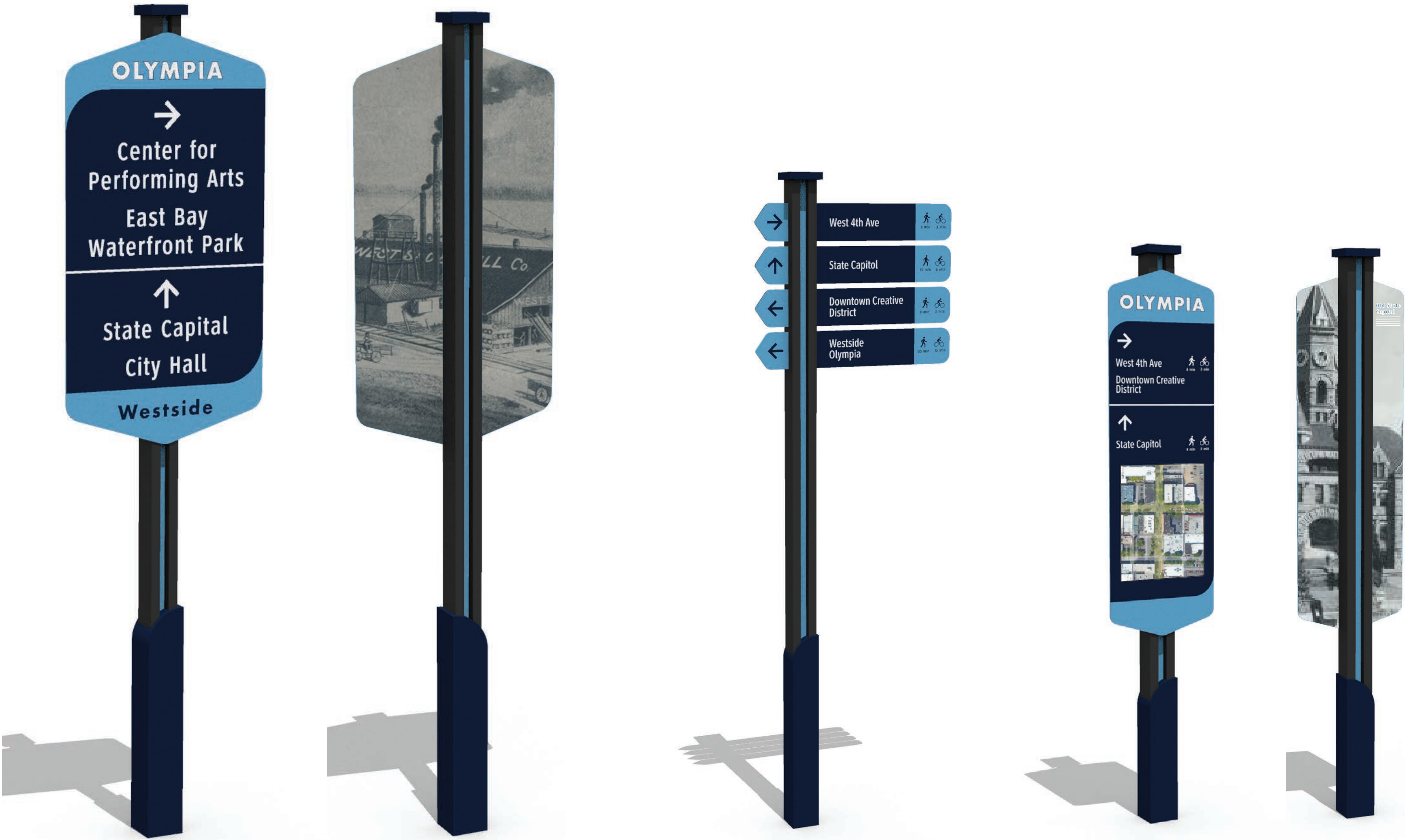
Freestanding
Pedestrian Directional

Pole Mounted Directory
& Pedestrian Directional

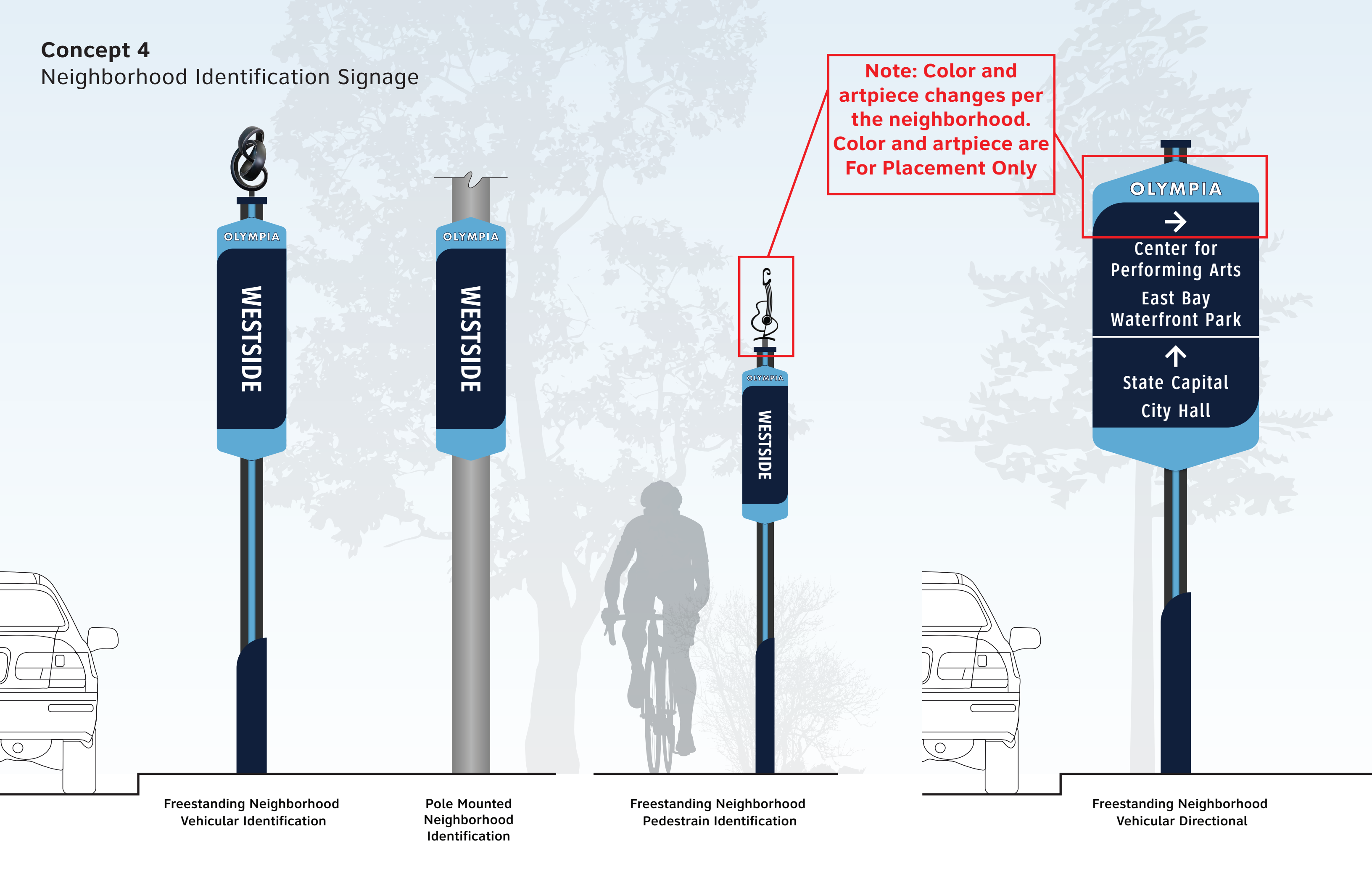
Freestanding
Pedestrian Directional



Concept 4
3D's



Concept 4
Neighborhood Identification Signage



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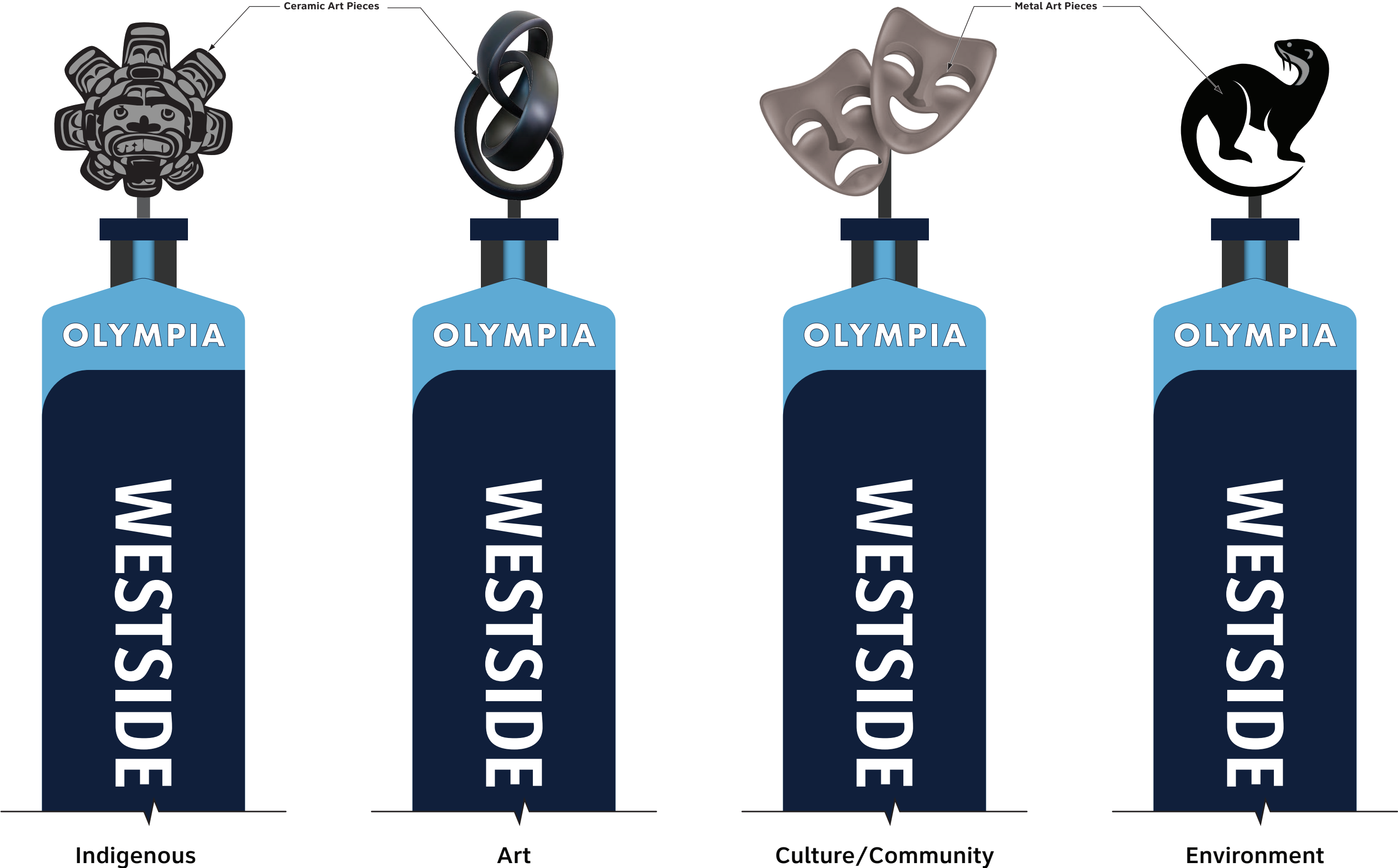
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Identification

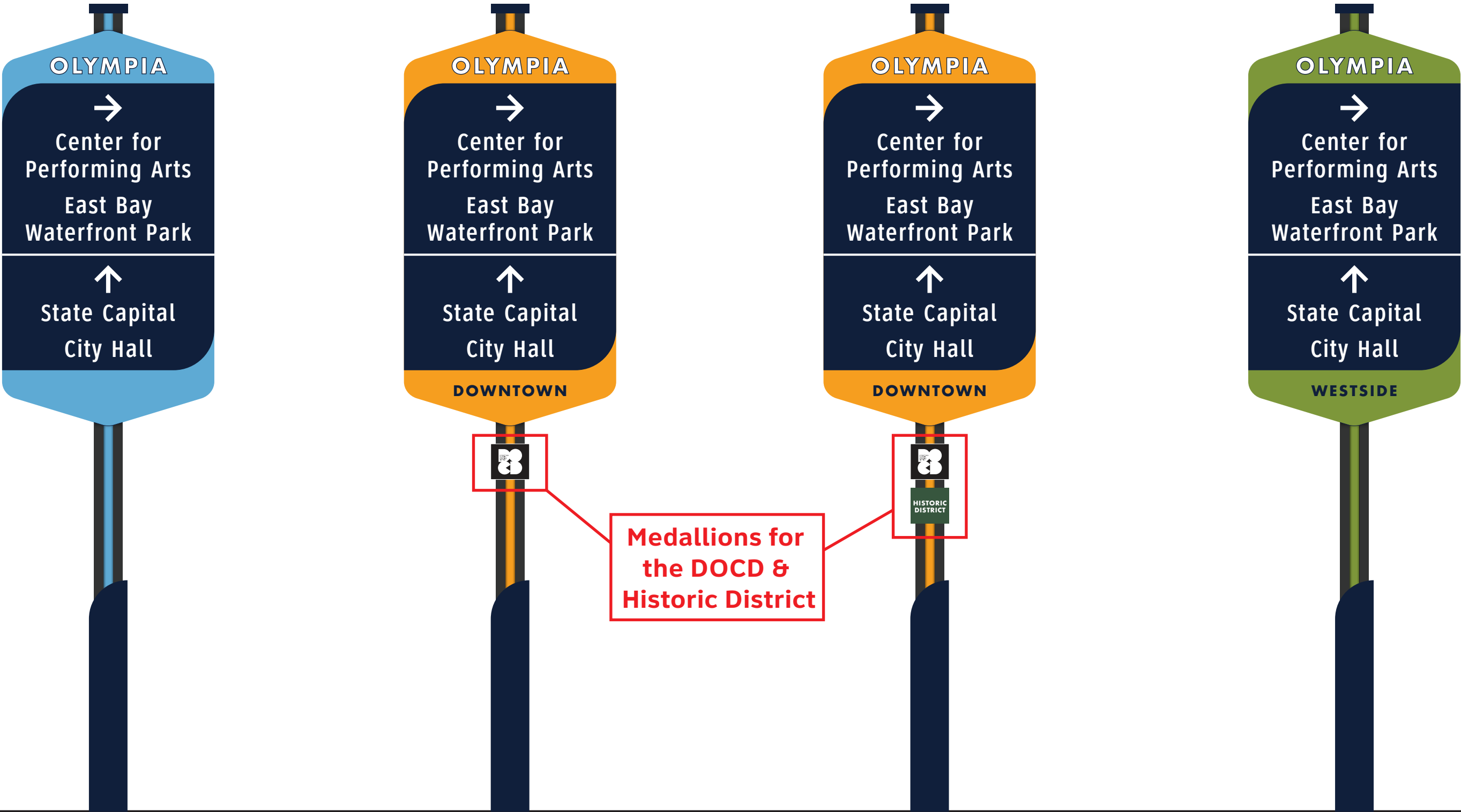
Freestanding Neighborhood
Pedestrian Identification

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Vehicular Directional

Concept 4
Neighborhood Identification Signage



Concept 4
District & Neighborhood Identification



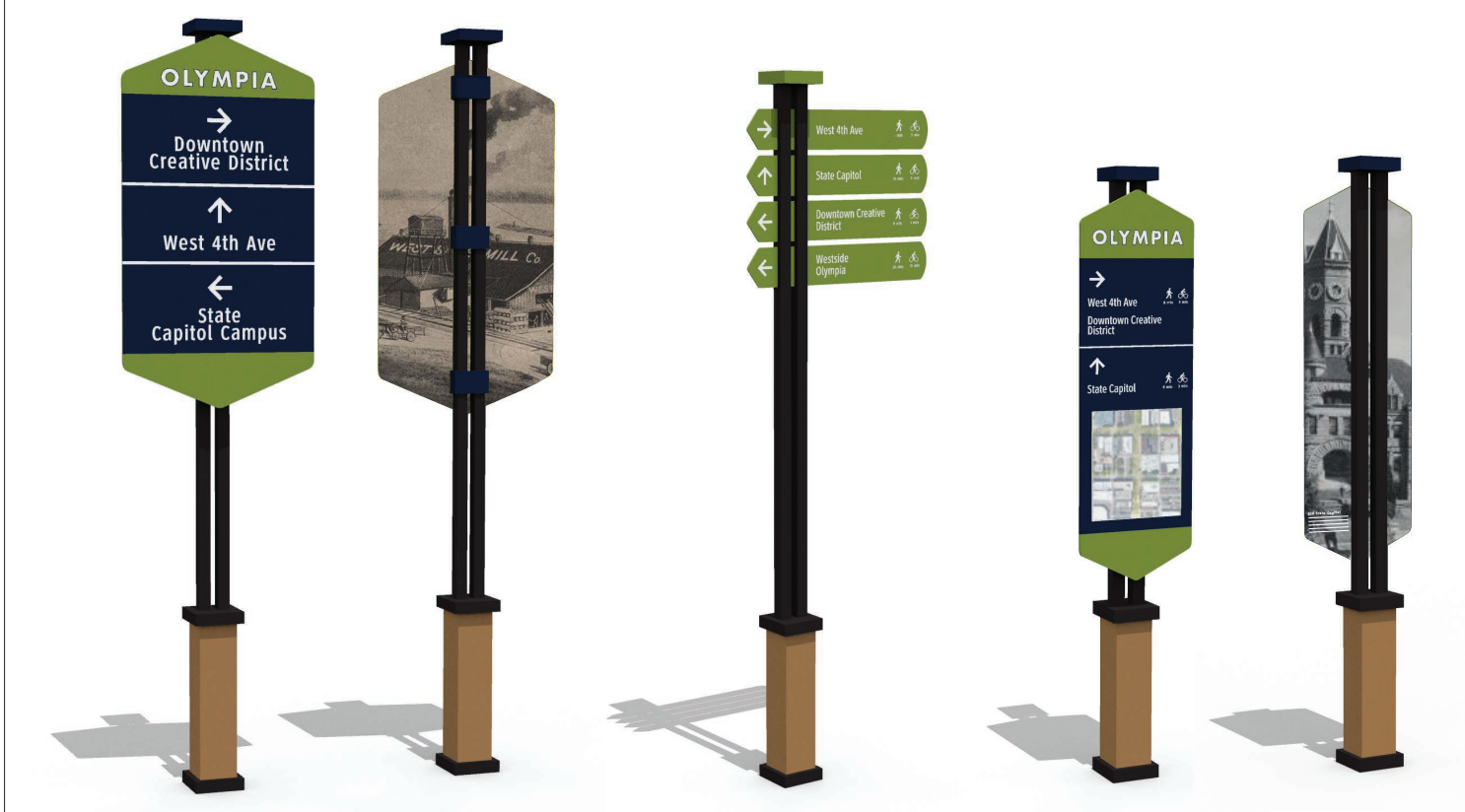
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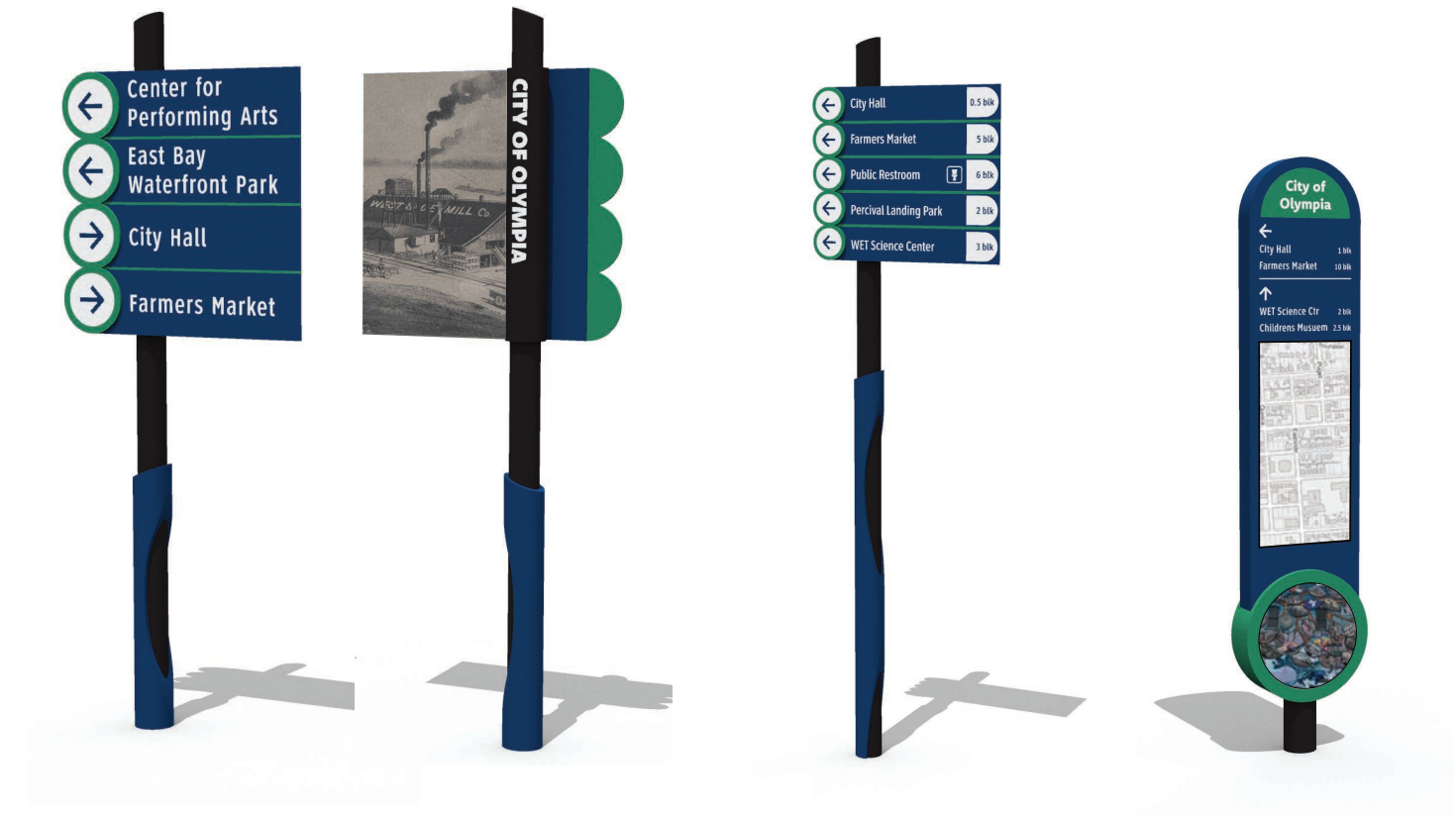
Downtown Olympia Creative District
& Downtown Historic District

Westside

Concept 1
 Wayfinding Signage



Concept 2
 Wayfinding Signage



Concept 3
 Wayfinding Signage



Concept 4
 Wayfinding Signage



questions/comments?

thank you for listening!

