

SEPTA Metro Wayfinding Program

Market-Frankford Line, Broad Street Line, and Trolleys

Philadelphia Art Commission

March 8, 2023

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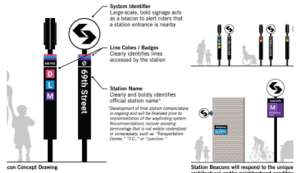


Unifying SEPTA's rail transit network

Quintan

SEPTA's Metro plan showcases the potential of community feedback in public planning | Editorial

SEPTA's Metro rebranding was the result of a targeted community engagement process that could provide lessons for other city agencies.



This diagram provided by SEPTA illustrates how station signage would look as part of the agency's Metro rebranding of its rail transit network. Courtesy of SEPTA.

by The Editorial Board



¿Va este tren a Frankford o 69th St?

Estamos diseñando una línea Market-Frankford en la que es fácil saber hacia donde se dirige.
¿Qué cree? Demos su opinión.

Nueva rotulación al llegar

Nueva rotulación de entrada

Nuevo mapa del sistema y de las líneas

Nueva rotulación direccional

¿Qué es la L?
Linea L: Línea Market-Frankford
Línea L: Línea Market-Frankford

Nuevo mapa de la línea



SEPTA for All: Augmented Transit with Augmented Reality

Office of Innovation and Technology

SEPTA @ METRO

- Back
- Market-Frankford Lines
- Market-Frankford Local

Sample Stations on the L Line

- Alhambra
- 69th St

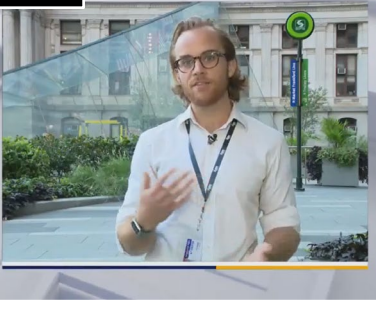
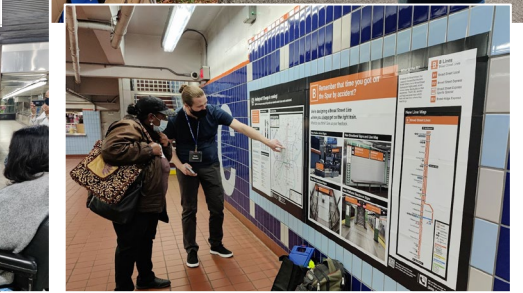
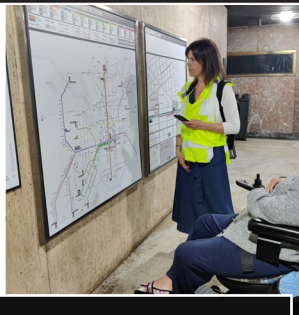
What's the L?
The L Line is a new transit line that will connect the Market-Frankford Line with the University City Line. It will be a new line that will be built and operated by SEPTA. It will be a new line that will be built and operated by SEPTA. It will be a new line that will be built and operated by SEPTA.

Does this train go to Frankford or 69th Street?

Have questions about SEPTA Metro? Ask us on Reddit.

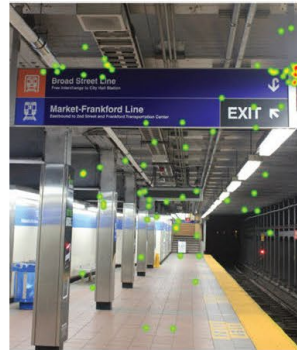
10/20 | 12 - 2:00 PM | WEB

Join SEPTA Planners on Reddit. Ask your questions about the project, our recommendations, and share your ideas.



SEPTA partnered with the University of Pennsylvania's Center for Safe Mobility to study how people navigate our transit network with eye tracking glasses. The study was conducted at the most confusing transit stations with a diverse range of participants.

This technology allowed us to collect data from actual travel experiences by shadowing real users.



Planning & Research Process

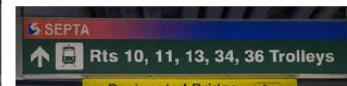
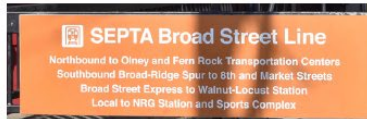
Key Findings

NOMENCLATURE OBSERVATIONS

- Wordiness / reliance on full English sentences
- Use of “technical” terminology
- Inconsistent use of station names, line names, etc.

DESIGN OBSERVATIONS

- Inconsistency in design, signage placement, etc.
- Poor information hierarchy (all information given at once)
- Lack of information / signage
- Outdated information / brand presence



Planning & Research Process

Recommendations

PRIORITIES FROM OUTREACH

Based on analysis of all outreach and guiding principles as framework, priorities were established in order to summarize findings and provide a basis for decision making moving forward:

Develop a system that can be understood by new and longstanding riders alike.

Design for Accessibility and Universality:

- Disabled Community
- Limited English Proficiency
- Immigrants & Refugees
- Students / International Students
- Tourists / Business Travelers

Build off what works (retain what is culturally important) but *not at the expense of ease of use and comprehension.*

Allow for growth and flexibility over time.

Use terminology and language that speaks to riders, not SEPTA staff.



RECOMMENDATION

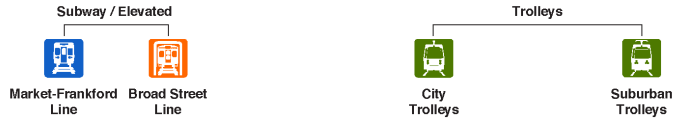
**Develop a
transit vocabulary
for SEPTA.**

Existing Network Structure

Provider



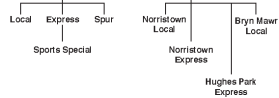
System



Line



Service Pattern



Future Network Structure

Provider



System



Line



Service Pattern



Symbols
See Page 3.17

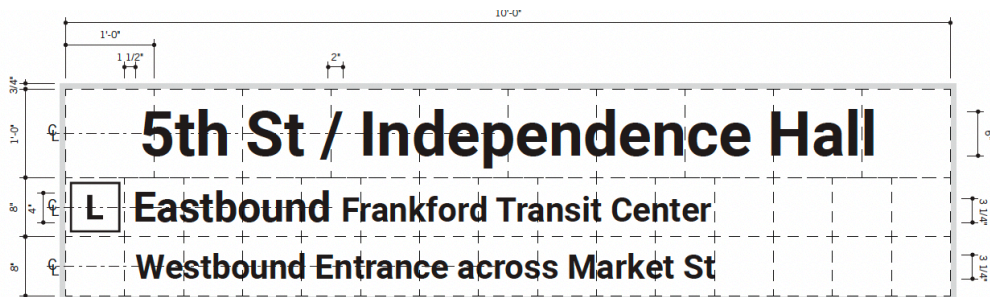
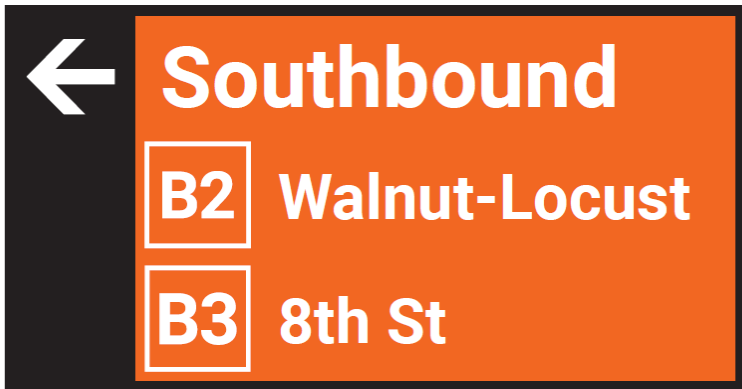
Typography
See Page 3.33

Message Layouts
See Page 3.48



Arrow
See Page 3.13

Badges
See Page 3.24



1 CC3.# Exterior Station ID (Single sided), Triple Height, Variable
1" = 1'0"

Station Identification

Clear and Consistent Across Network



(1) Service Line Entrance ID

CC1.#-WN ST-000



(2) Service Lines Entrance ID

CC1.#-WN ST-000



(3) Service Lines Entrance ID

CC1.#-WN ST-000

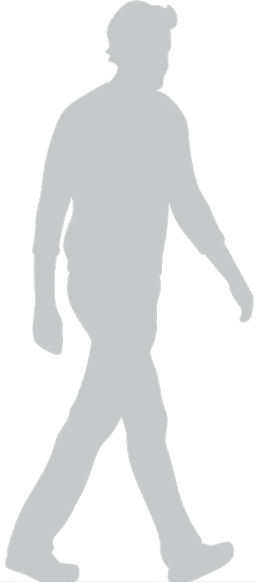
Station Identification

Pedestrian and Vehicular Scale Pylons



Maps & Information Centers

Clear and Consistent Information in Predictable Locations



Information

SEPTA METRO & FREQUENT BUS NETWORK

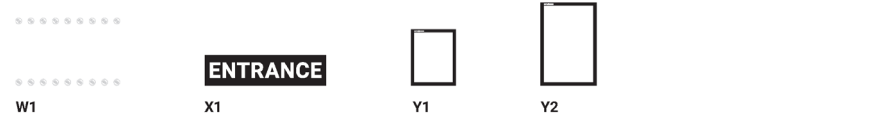
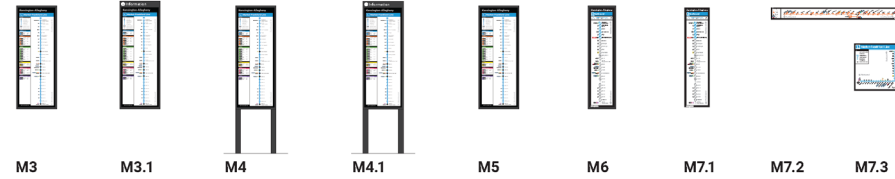
NEIGHBORHOOD MAP

Kensington-Allegheny Market-Frankford Line

Policies & Information

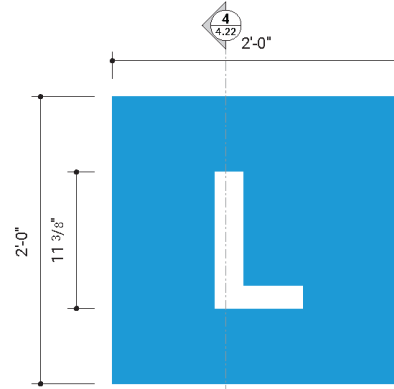
- System Hours**
Monday - Thursday: 6AM - 12AM
Friday - Saturday: 24 HOURS
- Fare Information**
www.septa.org
1-800-373-7888
- No Smoking or Vaping**
anywhere in Stations or on Vehicles
- For Customer Service and Security, Cameras may be in use in this Station**
- National Suicide Prevention Lifeline**
1-800-273-TALK (2855)
www.suicidalhelp.org
With help comes hope.
- Need something? Say something!**
We need your help to make our system safer.
If you see something, say something.
If you see a problem, report it.
If you see a crime, call the police.
If you see a suspicious object, call the police.
If you see a suspicious person, call the police.
If you see a suspicious vehicle, call the police.
If you see a suspicious building, call the police.
If you see a suspicious area, call the police.
If you see a suspicious person, call the police.
If you see a suspicious vehicle, call the police.
If you see a suspicious building, call the police.
If you see a suspicious area, call the police.
- The National Human Trafficking Resource Center Hotline**
1-888-373-7888
- Centro Nacional de Recursos Humanos**
1-888-373-7888
- 1-888-373-7888**
- SEPTA**

Sign Types: Kit of Parts



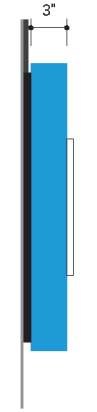
Programming:

Standard applications and specifications

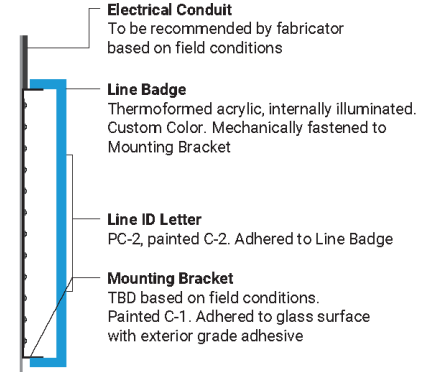


1 Front View
1" = 1'-0"

L B T G D M
Color Variations
See page 3.01 for color specifications

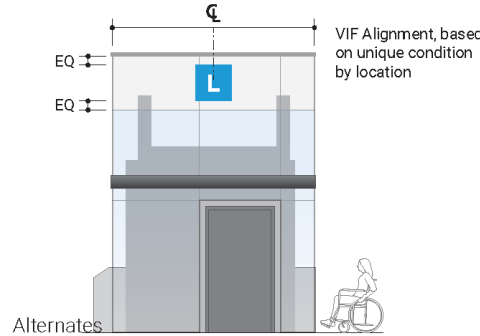
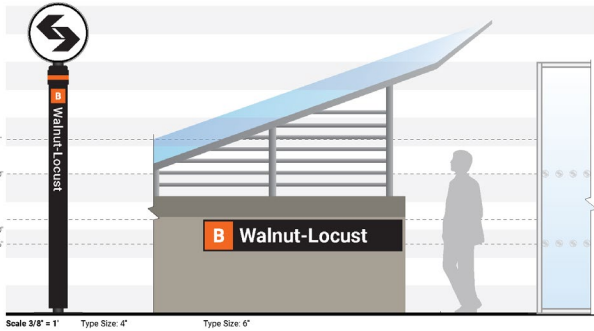


2 Side View
1" = 1'-0"

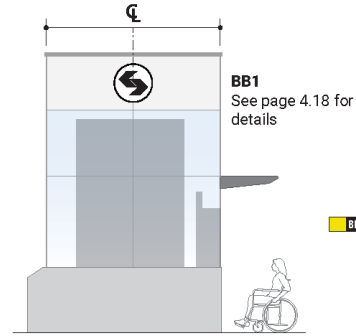


3 Section
1" = 1'-0"

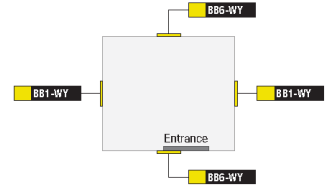
- Electrical Conduit**
To be recommended by fabricator based on field conditions
- Line Badge**
Thermoformed acrylic, internally illuminated. Custom Color. Mechanically fastened to Mounting Bracket
- Line ID Letter**
PC-2, painted C-2. Adhered to Line Badge
- Mounting Bracket**
TBD based on field conditions. Painted C-1. Adhered to glass surface with exterior grade adhesive
- LED Control**
To include remotely located, automatic timer and driver as required.



4 Entrance Elevation: BB6
1/4" = 1'-0"

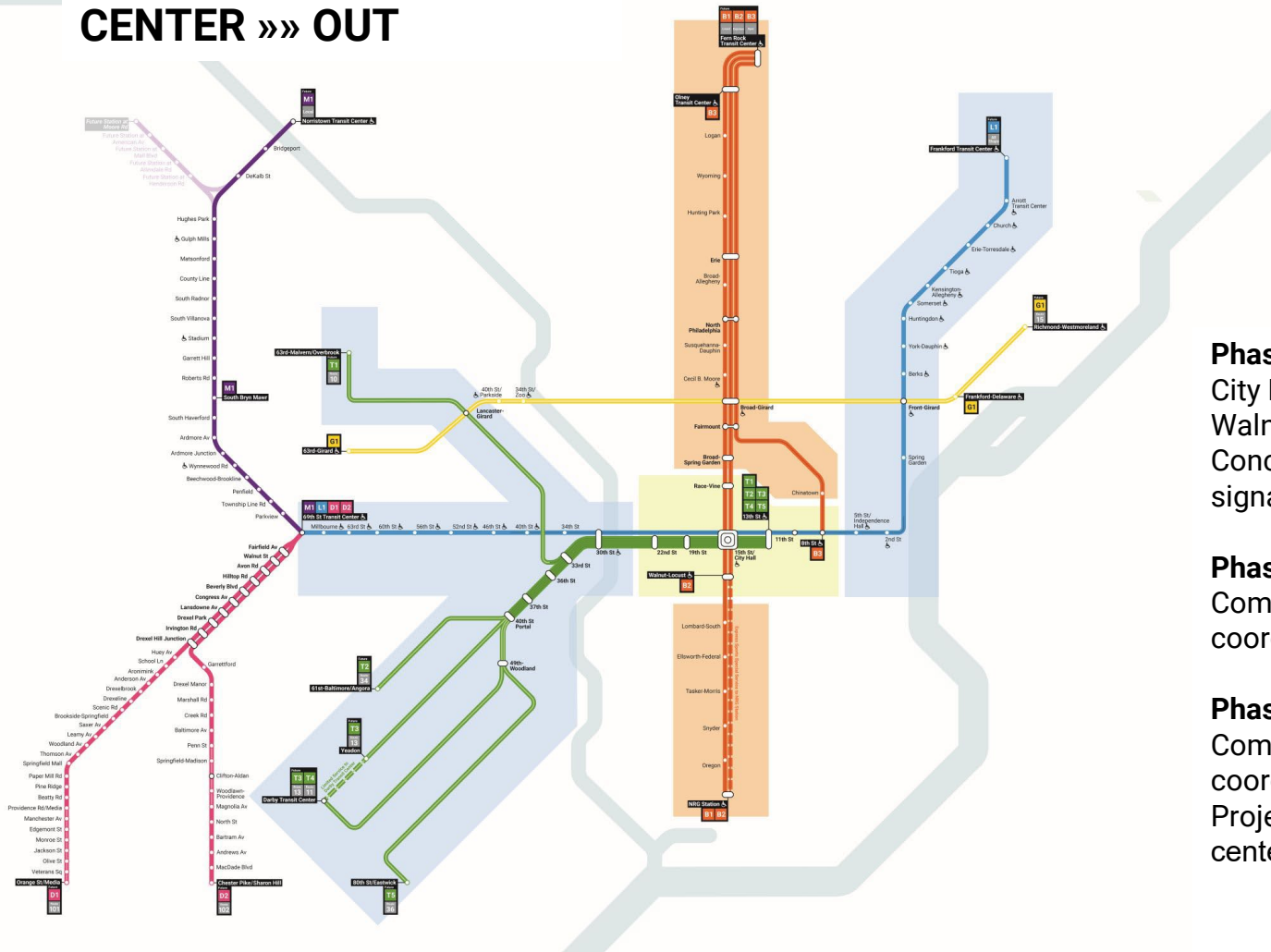


5 Side Elevation: BB1
1/4" = 1'-0"



5 Plan View
NTS

CENTER »» OUT



Phase 1 Implementation Plan

Phase 1, Package 1: Center City
City Hall/15th, Race-Vine to
Walnut-Locust, 8th to 22nd, with
Concourse supplementary
signage.

Phase 1, Package 2: 'B' Line
Completed end to end,
coordinated with ADA Projects

Phase 1, Package 3: L + T Lines
Completed in sequence,
coordinated with ADA
Projects including transit
center supplementary signage.



CURRENT



FUTURE

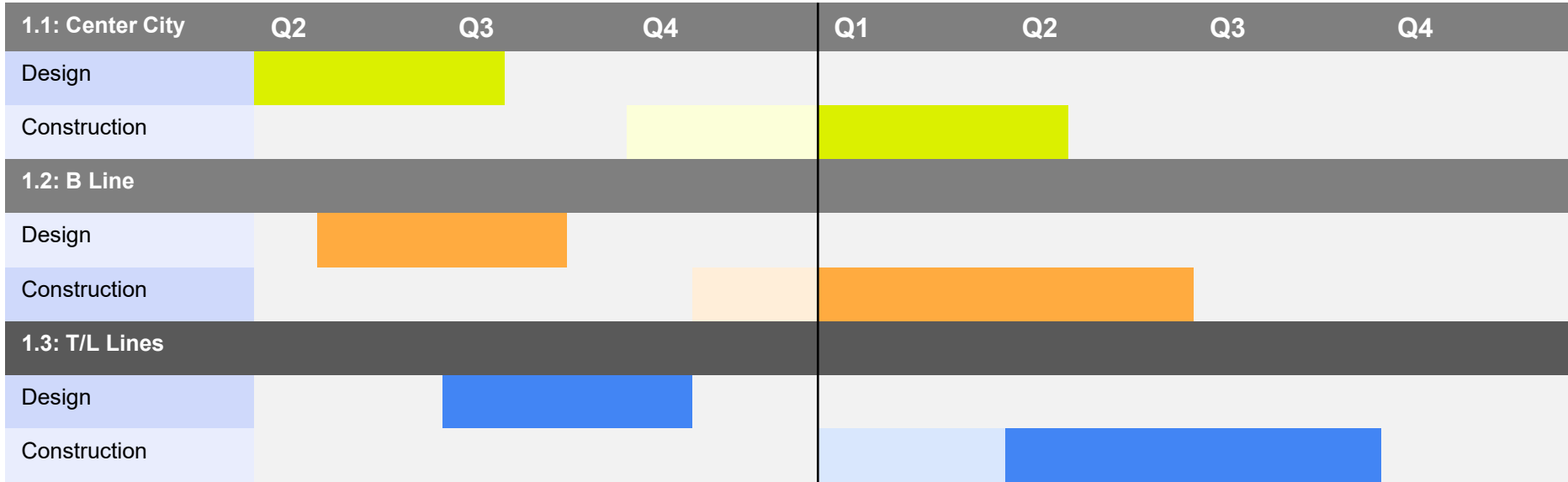


FUTURE



2023

2024



Coordinated Efforts:

- SEPTA.org redesign
- New SEPTA app
- New vehicle specifications and design
- Modern trolley station design standards development
- Announcements
- Detour communications
- Data feeds updates (GTFS)
- Multilingual communications manual
- And more to come



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