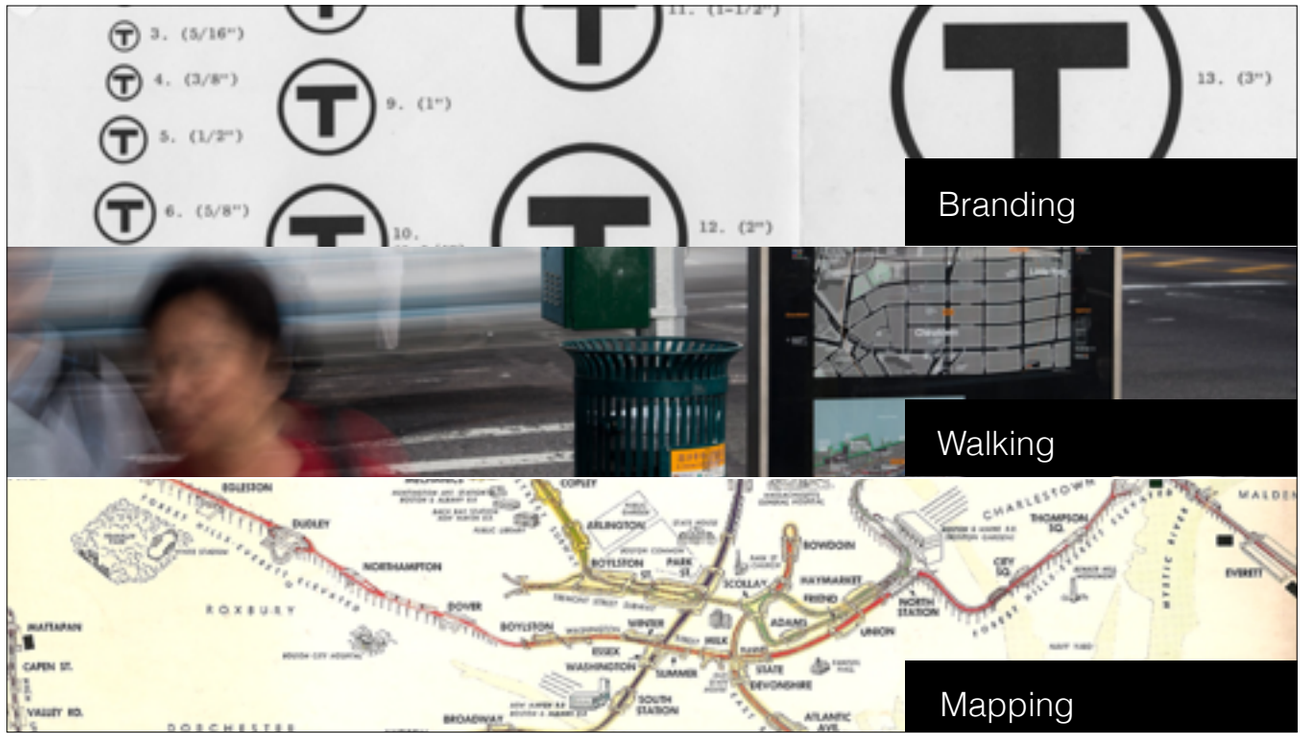
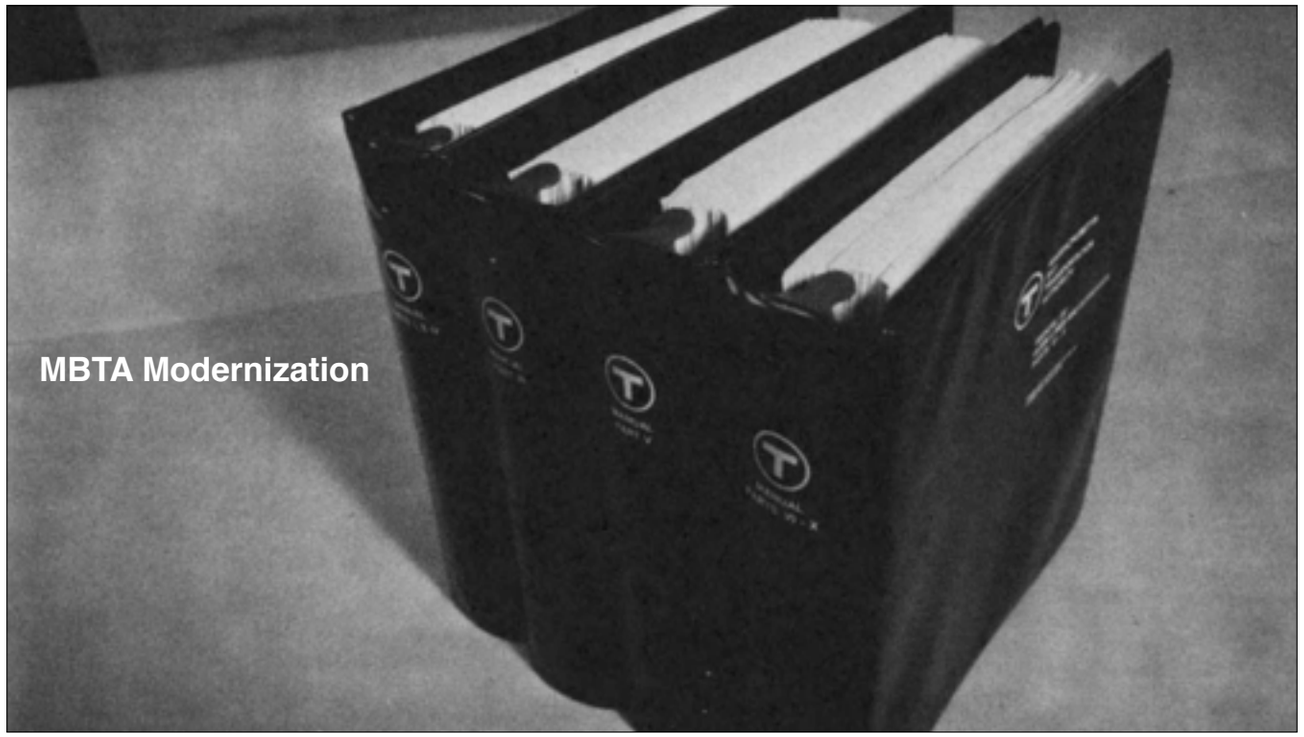
Public Transit & Mapping

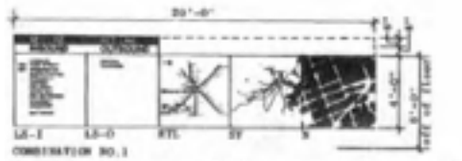
Jake Simonds-Malamud & Ashley Lehane

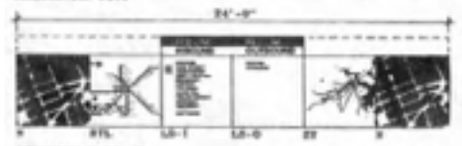

3. (5/16")
4. (3/8")
5. (1/2")
6. (5/8")
9. (1")
10.
11. (1-1/2")
12. (2")
13. (3")
Branding
Walking
Mapping

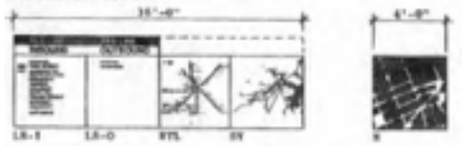

MBTA Modernization


RAPID TRANSIT LINES
MTA


RAPID
TRANSIT
LINES
EVERETT
SULLIVAN SQUARE
THOMPSON SQUARE
CITY SQUARE
NORTH STATION
HAYMARKET
LECHMERE
SCIENCE PARK
NORTH STATION
HAYMARKET
BOWDOIN
GOVERNMENT CTR
PARK STREET
HARVARD
CENTRAL
KENDALL
CHARLES
BOYLSTON
ARLINGTON
COPLEY
AUDITORIUM
KENMORE
A
WATERTOWN
OAK
SQ.
RESERVOIR
BOSTON
COLLEGE
B
CLEVELAND
CIRCLE
C
RIVERSIDE
D
PRUDENTIAL
SYMPHONY
NORTHEASTERN
BRIGHAM CIRCLE
HEATH
ARBORWAY
E
STATE
WASHINGTON
ESSEX
DOVER
NORTHAMPTON
DUDLEY
EGLESTON
GREEN
FORREST HILLS
WONDERLAND
REVERE BEACH
BEACHMONT
SUFFOLK DOWNS
ORIENT HEIGHTS
WOOD ISLAND
AIRPORT
MAVERICK
AQUARIUM
SOUTH STATION
BROADWAY
ANDREW
COLUMBIA
SAVIN HILL
FIELDS CORNER
SHAWMUT
ASHMONT
MATTAPAN





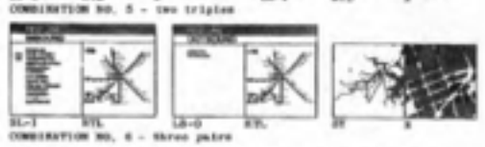


These combinations should be used at all stations and will usually occur outside fare collection.

Use Combination No. 1 in all fare collection areas, where available continuous wall surface permits. Note that this combination is organized segmentally from left to right for entering circulation that is moving from left to right. Where entering circulation moves from right to left, the sequence should be from right to left. See also #4.1.

Use Combination No. 2 where available wall space permits, and where entering circulation approaches symmetrically from both sides. Note that in this non-directional situation, the Lists

MAPS/LISTS OF STATIONS - NON-DIRECTIONAL COMBINATIONS



of Stations are kept adjacent to each other, so that they can be read simultaneously.

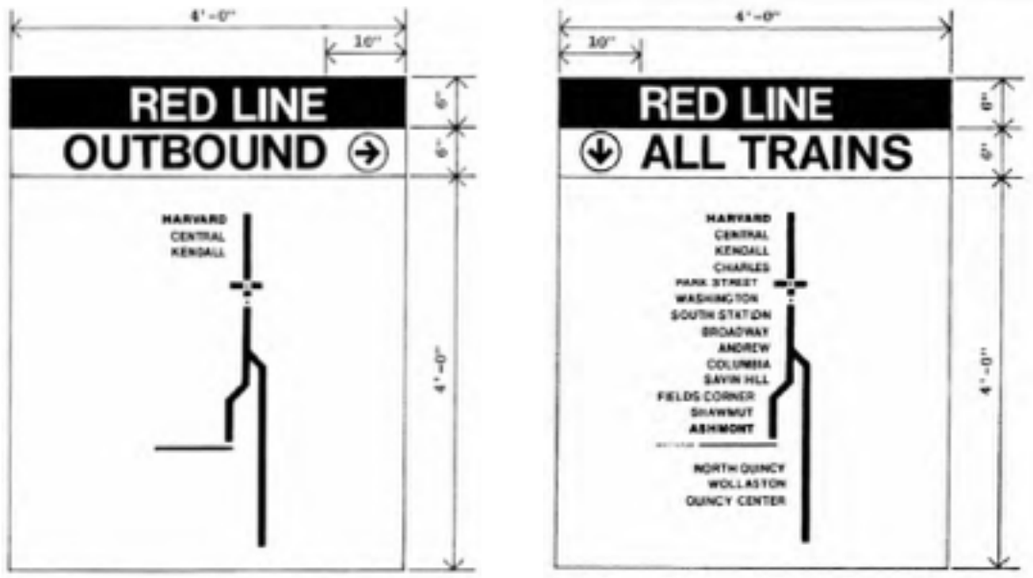
Use Combination No. 3 where the maximum possible continuous wall space allows only four units. Locate the Neighborhood map separately on any nearby available wall or on a free standing panel.

Use Combination No. 4 at entrances and fare collection areas where the maximum possible continuous wall surface allows only three units. In this non-directional situation, the Lists of Stations have lowest priority and are therefore eliminated.

Use Combination No. 5 at entrances and fare collection areas where available continuous wall surface allows two separated triples.

Use Combination No. 6 only in those situations where available continuous wall surface is severely limited.

Note that in all combinations using Lists of Stations, the RTL map is adjacent. These units are designed to work together.



Sample Sign at Kendall Station Outbound


RAPID
TRANSIT
LINES
EVERETT
SULLIVAN SQUARE
THOMPSON SQUARE
CITY SQUARE
NORTH STATION
HAYMARKET
LECHMERE
SCIENCE PARK
NORTH STATION
HAYMARKET
BOWDOIN
GOVERNMENT CTR
PARK STREET
HARVARD
CENTRAL
KENDALL
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BOYLSTON
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A
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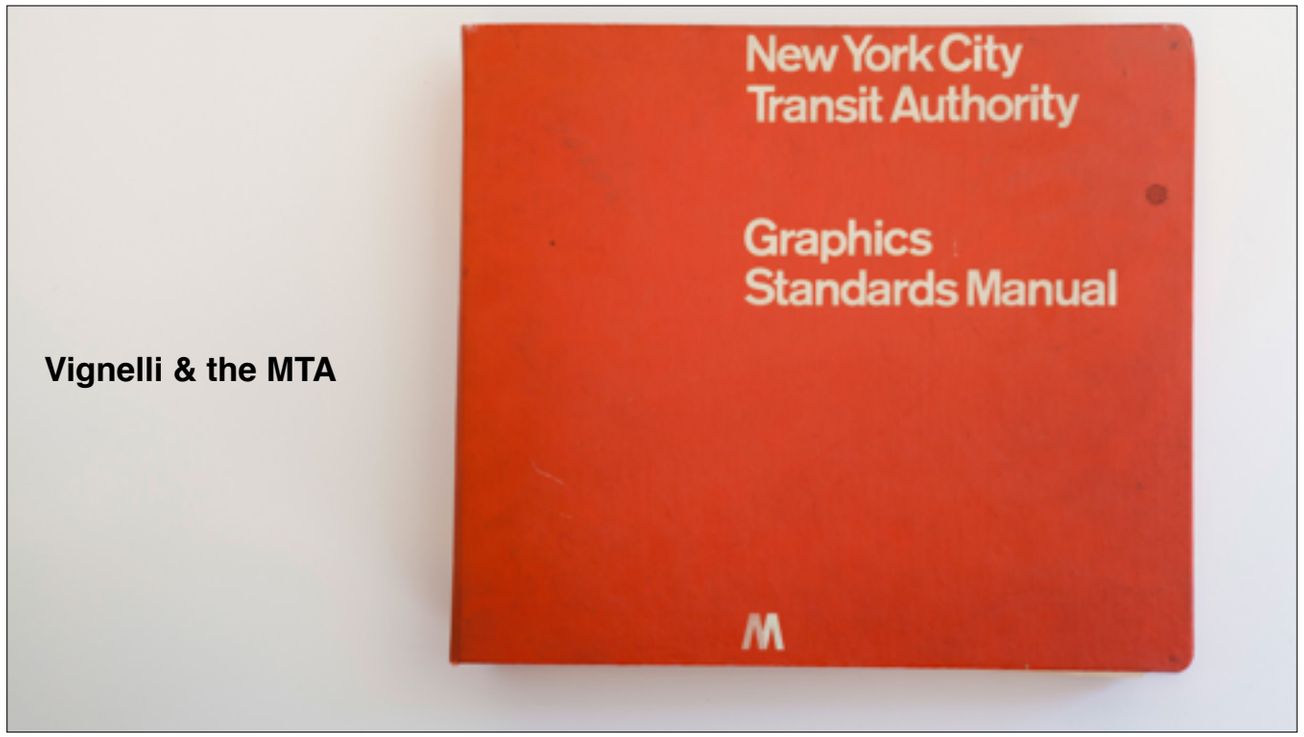
RIVERSIDE
D
PRUDENTIAL
SYMPHONY
NORTHEASTERN
BRIGHAM CIRCLE
HEATH
ARBORWAY
E
STATE
WASHINGTON
ESSEX
DOVER
NORTHAMPTON
DUDLEY
EGLESTON
GREEN
FORREST HILLS
WONDERLAND
REVERE BEACH
BEACHMONT
SUFFOLK DOWNS
ORIENT HEIGHTS
WOOD ISLAND
AIRPORT
MAVERICK
AQUARIUM
SOUTH STATION
BROADWAY
ANDREW
COLUMBIA
SAVIN HILL
FIELDS CORNER
SHAWMUT
ASHMONT
MATTAPAN


Massachusetts Bay Transportation Authority
Rapid Transit/Key Bus Routes Map
ALEWIFE
HARVARD
KENDALL/MIT
CENTRAL
CHARLES/MGH
PARK STREET
DOWNTOWN CROSSING
FOREST HILLS
Legend

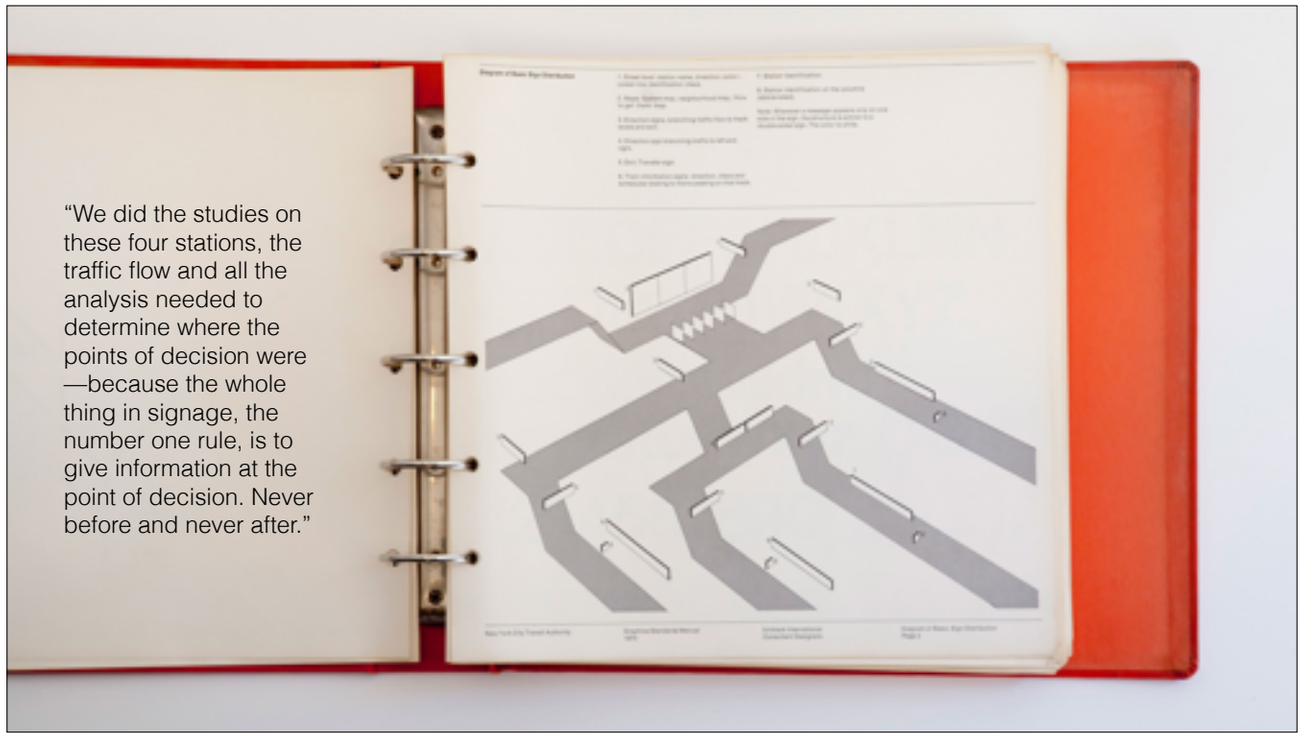
Peter Chermayeff
New maps (colored line system), signage, logo, name

Vignelli & the MTA




NATIONAL
TENNIS
CHAMPIONSHIPS


CHAMBERS ST.
6TH AVE
EXPRESS



“When you drive, you find out most of the time that this rule is not followed—you’re getting information too early, so by the time you get to the fork, you miss it. Or it’s given too late, even after the fork, so you miss it. It’s very typical to make this kind of mistake in terms of signage.”

45 years later

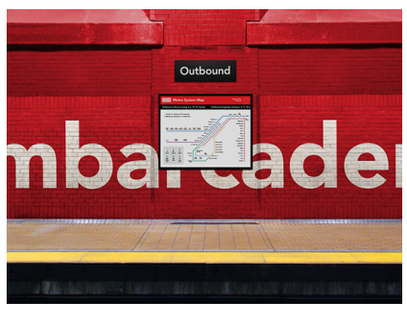

Outbound
MUNI case study
Metro System Map

Redo this slide.

D. Kim & Mirtho Prepont

Before

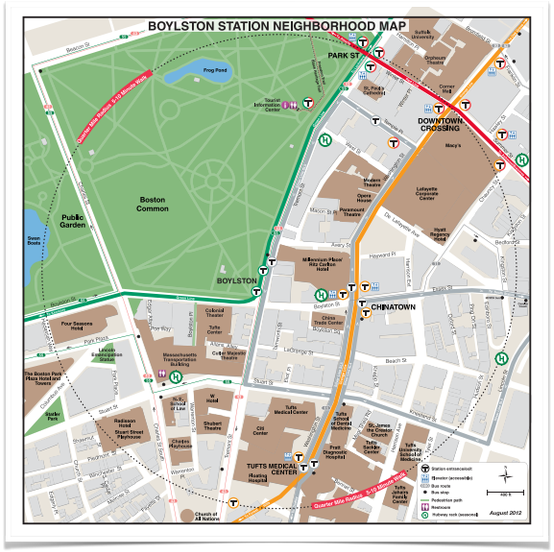
After

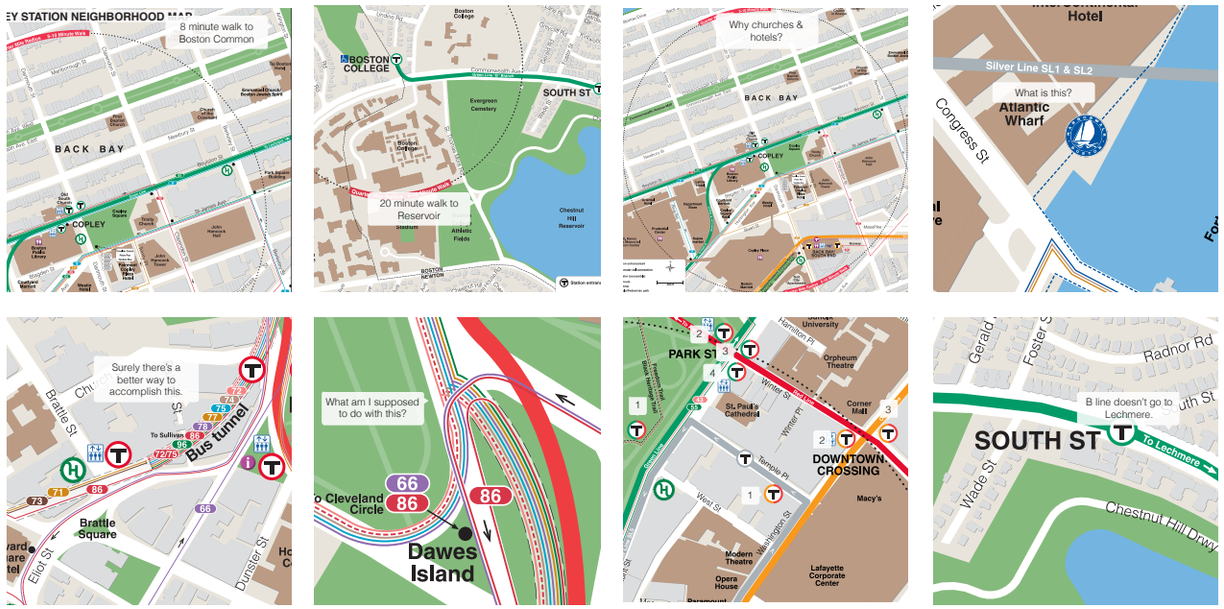


A pattern at the top of the vehicle indicates the type of route the bus represents (solid: local, dotted: limited, striped: express)


Civic Center
Embarcadero
Downtown
Japantown
Mission District
South of Market


Embarcadero
Outbound
N
T
10
30
45
47
81X
82X
83X
91


BOYLSTON STATION NEIGHBORHOOD MAP
PARK ST
DOWNTOWN CROSSING
CHINATOWN
BOYLSTON
TUFTS MEDICAL CENTER
Boston Common
Public Garden
Frog Pond
August 2012

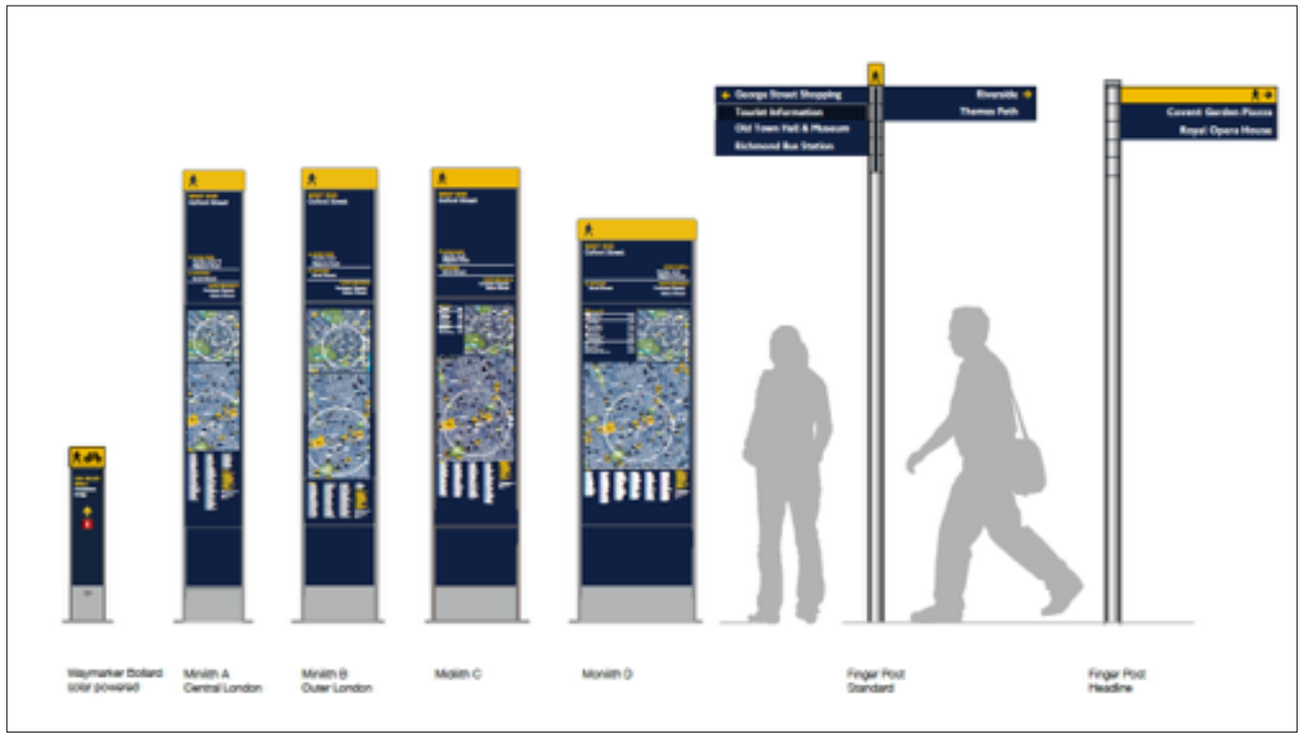


Boston Common is 8 minutes away from Copley. Reservoir is 15 minutes away from BC.
6 POIs on Copley map are churches, another 6 are hotels — who gets off the T and looks for somewhere to stay the night?
Logos (Hubway, Harbor Walk) barely explained, if at all
Logo/bus line nightmares
B line doesn’t go to Lechmere
THEY AREN’T IN EVERY STATION


Legible London


MARYLEBONE
5 minute walk
St Christopher
Bond Street
You are here
MAYFAIR
South Molton


PADDINGTON
Marble Arch
Marble Arch
MARBLE ARCH



Monoliths (D)
These wider signs include detailed directional information and a large walking map to illustrate a five-minute walk in any direction. They are used where groups of people can stand without blocking the path of others.

Miniliths and midiliths
These taller, narrower signs offer detailed information on the local area but are useful where pavement space is at a premium. Their height ensures they are visible from a distance and can be spotted above a crowd of people.

Finger posts
These are more traditional signs pointing the way to places where a map-based sign may not be suitable.

All signs use high contrast colours so they can be read easily. Each sign is clearly identified with a yellow strip at the top and a walking man icon.

Totem A

Totem B
showing different transport modes

Interlith totems

These tall signs combine detailed directional information and walking maps with an illuminated beacon. Designed to be used at transport interchanges, such as stations and river piers, they condense the number of signs required at these locations.

'Heads-up' mapping
Rather than having north at the top, on-street signage maps are 'heads-up', which means they're orientated to face the same way as the user is facing. This helps people understand their immediate environment more easily.

Accessibility
Important information is located between 900mm and 1800mm above the ground so it can be easily read by most people. Among other things, the maps show steps, pavement widths and pedestrian crossings, which are important for visually-impaired people, wheelchair users and others with limited mobility.

Time to walk
Research shows people can more easily understand the proximity of places if they know how long it will take, rather than the distance they have to travel. This is why we use time as the scale for Legible London maps.

Walk this way
Directional information is used to point the way towards areas of London, as well as specific attractions.

3D buildings
Illustrations of key buildings are included to help people who struggle to read maps, including those with learning difficulties. They provide a literal representation of key landmarks and make the maps more intuitive.

Planner map
The planner, or 15-minute, map helps orientate the user by showing the proximity of 'villages' to each other. This helps give the user the confidence to try longer walking journeys. The 15-minute walking circle indicates places that can be reached within that time, when walking at an average pace.

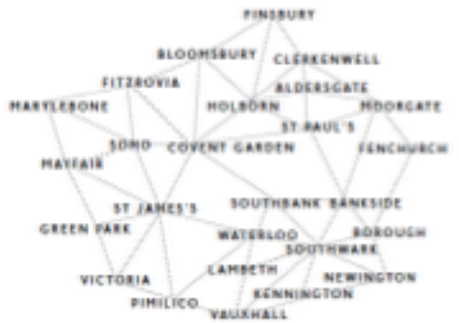
Finder map
The finder, or five-minute, map is more detailed than the planner map and features a number of landmarks, to help guide the user towards specific streets and attractions. It includes a five-minute walking circle indicating places that can be reached within that time, when walking at an average pace.

Integrated transport

Areas
These describe London in the broadest terms, dividing it into large but easily distinguished chunks such as the West End and the City.

20 to 60 minute-walk

Villages
Areas, in turn, are made up of several 'villages'. The West End, for example, contains Soho, Mayfair and Covent Garden. Again, these are familiar, commonly used names, which can help pedestrians quickly relate one place to another, and build the knowledge needed to assist in mental mapping.



10 to 20 minute-walk

Neighbourhoods
Within each 'village', there are many 'neighbourhoods'. For example, in Covent Garden, you'll find Seven Dials, Neal's Yard, The Central Market, Aldwych and Long Acre. The more you visit a particular place, the more you can keep sub-dividing it into smaller, linked pieces, creating a more detailed mental map based on short walking distances.

5 minute-walk


Canal Street & Mott Street
Chinatown
West
Canal St
TriBeca
Civic Center
Brooklyn Bridge
Little Italy
WalkNYC


Little Italy
Walk NYC

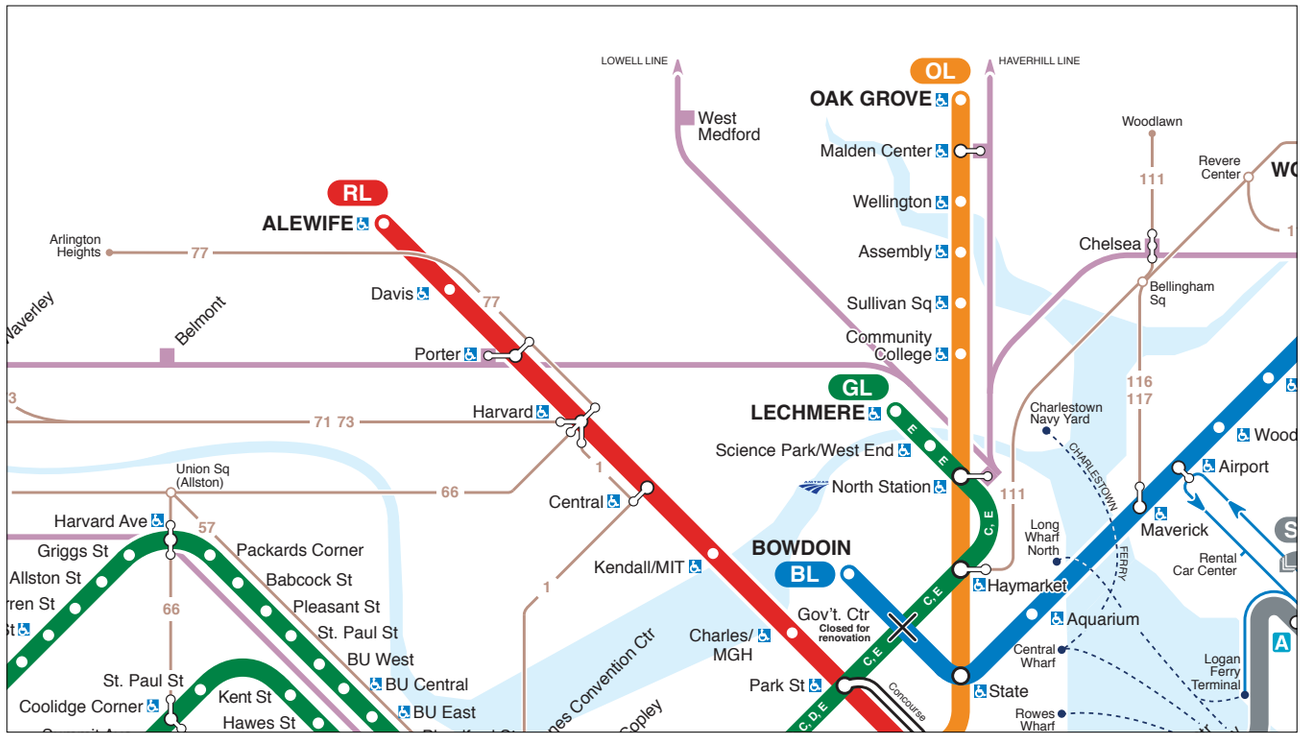

R
C
R
Z
Z
a
I

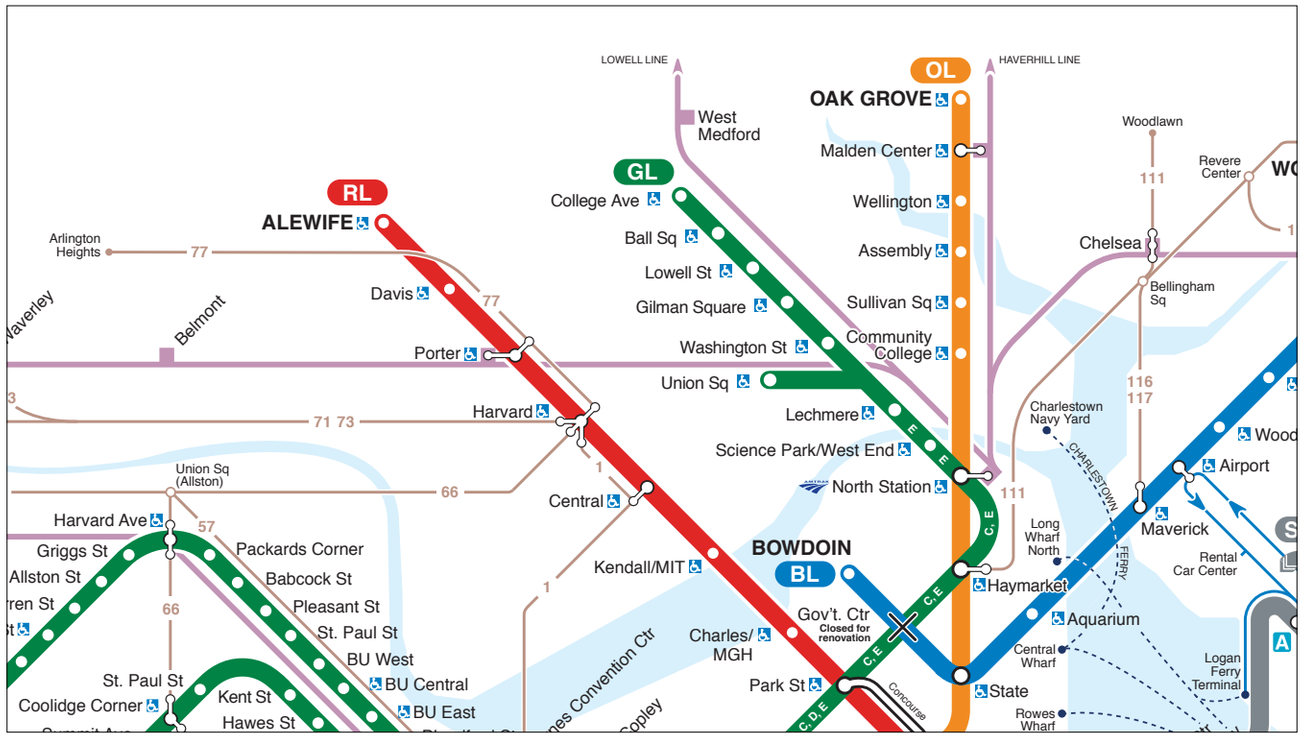

Manhattan Institute of Typography
Manhattan Institute of Typography
Manhattan Institute of Typography


7 minutes
Long Island City
4300 Crescent Street
Two Court Square CUNY Law School
One Court Square
You
44 Drive
New York State Supreme Court, Queens County
Sculpture Center
Court Sq 23 St

Why do we care?

Before Assembly, last new MBTA stop was built in 1987, almost 30 years ago.


LOWELL LINE
HAVERHILL LINE
OL
OAK GRAVE
West Medford
Malden Center
Wellington
Assembly
Sullivan Sq
Community College
Woodlawn
111
Revere Center
Chelsea
Bellingham Sq
RL
ALEWIFE
Arlington Heights
77
Davis
Porter
Belmont
Waverley
GL
LECHMERE
Science Park/West End
North Station
Charlestown Navy Yard
CHARLESTOWN FERRY
116
117
Harvard
71 73
Union Sq (Allston)
66
Central
Harvard Ave
57
Griggs St
Allston St
Packards Corner
Babcock St
Pleasant St
St. Paul St
BU West
BU Central
BU East
Kent St
Hawes St
Coolidge Corner
Kendall/MIT
BOWDOIN
BL
Gov't. Ctr
Closed for renovation
Charles/ MGH
Park St
Concourse
Haymarket
State
Long Wharf North
Aquarium
Central Wharf
Rowes Wharf
Logan Ferry Terminal
Maverick
Airport
Rental Car Center
Wood
C, E
C, D, E


LOWELL LINE
HAVERHILL LINE
OL
OAK GROVE
West Medford
Malden Center
Wellington
Assembly
Sullivan Sq
Community College
Woodlawn
111
Revere Center
Chelsea
Bellingham Sq
GL
College Ave
Ball Sq
Lowell St
Gilman Square
Washington St
Union Sq
Lechmere
Science Park/West End
North Station
RL
ALEWIFE
Arlington Heights
77
Davis
Porter
Belmont
Harvard
71 73
Central
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St. Paul St
BU West
BU Central
BU East
St. Paul St
Coolidge Corner
Kent St
Hawes St
BOWDOIN
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Charlestown Navy Yard
CHARLESTOWN FERRY
Aquarium
Central Wharf
Rowes Wharf
Logan Ferry Terminal
Maverick
Airport
Rental Car Center
116
117
C, E
C, D, E