Legible Cities, Walkable Cities
The Case for Developing A Citywide Pedestrian Wayfinding System

Wendy Feuer, Assistant Commissioner Urban Design & Art
New York City Department of Transportation
“Well-designed wayfinding can unlock even more of New York’s boundless potential, transforming our streetscape in subtle but very tangible ways for residents, visitors, and businesses.”

Commissioner Janette Sadik-Khan
NYC Department of Transportation
Visitor numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>International</td>
<td>8.7 million</td>
</tr>
<tr>
<td>US National</td>
<td>12.2 million</td>
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<tr>
<td>US National within 25 miles of NYC</td>
<td>12.2 million</td>
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</tbody>
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$30.5\text{BN}$
direct visitor spend

$1,300$
taxpayer savings per NYC household because of tourism
I Walk New York
A Plan for Pedestrian Wayfinding in New York City
Nine percent of residents and over 27% of visitors surveyed for DOT’s wayfinding master plan admitted to being lost at least once in the previous week.
Uptown? Downtown?

1/3 of locals and over half of visitors couldn’t identify North

66% of people who live or work in NYC know which way north is.

47% of people who are visiting NYC know which way north is.

Of those that did know, 62% used urban clues for orientation:
- street names/number
- downtown/uptown
- landmarks
- rivers/water
• 26% of visitors use the subway map to navigate the city
• 19% print maps
• 17% ask directions
• Only 14% use smart phones
Why not walk?

22% of personal car trips in New York are under one mile.
Knowledge → Confidence → Walking
Phase One partners

Manhattan:
• Fashion Center BID
• 34th Street Partnership
• Chinatown Partnership

Queens:
• Long Island City Partnership

Brooklyn:
• Heart of Brooklyn Cultural Partnership