

5/27/2021

**SEPA “NOTE TO FILE”
ADDENDUM FOR THE SEATTLE CENTER SIGN UPDATE PROJECT
REVISION TO DESIGN OF “FACILITY READERBOARD” SIGNS
(May 27, 2021)**

UPDATE OF STATUS ON SELECTED DIGITAL SIGN DESIGN DIMENSIONS

On May 11, Seattle Center learned that the digital screen manufacturer, Daktronics, cannot produce the signage display modules exactly as originally designed. As a result, the design for the facility readerboard sign type needs to be revised from the design analyzed in the SEPA checklist.

Our project design team studied two alternatives to adjust the signs’ physical design, described below and visualized in Exhibits A and B, attached.

Alternative 1

Increase the width of the digital screen module from 2’-5 ½” to 3’-3 11/16” (and slightly increase the size of the metal cabinet) to accommodate a screen module at the desired 3.9mm resolution.

Alternative 2

Use a lower resolution module (6.0mm) which is produced in the dimensions that were anticipated in the original design, so the overall dimensions of the sign could remain the same.

Seattle Center considered these design alternatives and chose to proceed with Alternative 1 for the following reasons:

- The 3.9mm resolution module creates a better aesthetic and is consistent with the rest of the signs being installed as part of the Campus Signage project;
- The 3.9mm resolution module allows more flexibility for detailed messaging and is easier to read close-up and from a distance, creating more opportunities for the beneficial communication that Seattle Center wants to achieve with the signage upgrade;
- The 3.9mm resolution module is a better technology that we believe will last longer before looking outdated and requiring replacement; and
- The sign could be redesigned so that proportions remained relatively close to the original design

City of Seattle
Jenny A. Durkan, Mayor

Seattle Center
Robert Nellams, Director

ARTS / VENUES

A/NT Gallery
Book-It Repertory Theatre
Classical KING FM
KCTS 9/Crosscut
KEXP 90.3 FM
Pacific Northwest Ballet
Pottery Northwest
Seattle Children’s Theatre
Seattle Opera
Seattle Rep
Seattle Shakespeare Company
SIFF Film Center
TeenTix
Theatre Puget Sound
The Vera Project

ATTRACTIONS / VENUES

Armory / Food & Event Hall
Artists at Play Playground & Plaza
Bill & Melinda Gates Foundation
Discovery Center
Chihuly Garden and Glass
Climate Pledge Arena
Cornish Playhouse
International Fountain
Marion Oliver McCaw Hall
Museum of Pop Culture (MoPOP)
Opera Center
Pacific Science Center
Seattle Center Monorail
Seattle Center Skate Plaza
Seattle Children’s Museum
Space Needle

EDUCATION

Academy of Interactive
Entertainment
The Center School
Cornish College of the Arts

PROGRAMS & EVENTS

Bite of Seattle
Bumbershoot®
Community Created Events
Concerts at the Mural
Festál Cultural Festivals
Fitness Programs
Movies at the Mural
Northwest Folklife Festival
Seattle International Film Festival
Seattle/King County Clinic
Seattle PrideFest
Winterfest

SPORTS

Seattle Kraken (NHL)
Seattle Storm (WNBA)

Accommodations
for people with
disabilities provided
on request

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ANALYSIS OF SEPA ENVIRONMENTAL IMPACT IMPLICATIONS OF THESE CHANGES

This “note-to-file” addendum considers how the prior SEPA environmental impact analysis and the April 5, 2021 Determination of Non-Significance (DNS) findings relate to the previously unforeseen limitations on producing signs exactly as previously identified. It interprets whether there are additional adverse environmental impacts that should be disclosed.

The prior analysis for the DNS was relatively broadly written because it addressed impacts of the proposed sign designs and also the probable future cumulative impacts of all future signs that would be allowed under the amended Sign Code. Therefore, it considered a broad diversity in type and number of future signs that could be installed, and it was not very narrow in its findings. This implies that minor differences in individual sign dimensions should be a relatively minor environmental impact concern. Regardless, the following discussion considers the impacts of the physical sign design differences.

Consistent with the prior SEPA analysis, the redesigned Facility Readerboards will still be of similar bulk and scale and in a similar location as the existing digital readerboard signs that they are replacing. Per the measurements, the readerboards’ sign module will be approximately 8 inches wider than previously anticipated, which represents about a 28% increase in width of the modules compared to the prior design. These will appear visually somewhat wider and be a noticeable increase in the modules’ size. However, they will not likely be perceived by a typical viewer as excessively large or different in a way that would create a significant increase in adverse visual impacts or visual intrusion. Also, they will continue to be designed in ways that are aesthetically consistent with the character of the Seattle Center campus. The revised design will therefore not result in a significant adverse difference in aesthetic impacts, compared to the previous DNS findings.

Consistent with the SEPA analysis, the net potential for different impacts of the redesigned Facility Readerboards will be limited by regulations for brightness, location and changing images, as included in the existing Sign Code and Sign Code Amendment and in the updated Century 21: Signage Guidelines. Although five Facility Readerboard signs were considered in the Campus Signage SEPA analysis, including four in the Seattle Center Theater District facing Mercer Street, Seattle Center plans to install only three total Facility Readerboard signs as part of its 2021 project. The total square footage of digital signage facing Mercer Street will therefore be less than the full extent of what was considered in the SEPA analysis.

The revised design will not result in a significant adverse difference in impacts to light and glare, nor will it create a significant safety hazard for drivers.

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The revised design will not significantly change construction of the proposed project or create meaningful differences in disturbances at the signs’ locations, and therefore will not result in a significant adverse difference in impacts to transportation, utilities, or historic preservation.

The SEPA Threshold Determination, published on April 5, 2021, received no appeals within the 21-day appeal period.

The City Council’s Public Assets and Native Communities Committee will hold a public hearing on the proposed sign code amendment and Seattle Center sign update project on June 4, 2021 at 2:00 p.m.



Rose Ann Lopez
Director, Facilities, Planning & Operations

Date: 05/27/2021

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EXHIBIT A

FACILITY READERBOARD DESIGN ALTERNATIVES

X-04 Facility Readerboard

ORIGINAL DESIGN (3.9mm)



OPTION A
+1 MODULE (3.9mm)



OPTION B
(6mm)



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EXHIBIT B

REPRESENTATIVE IMAGES OF DIGITAL MODULE RESOLUTION

3.9mm

6mm

