

Seattle Center Campus Exterior Signage



CLIMATE
PLEDGE
ARENA



seattlecenter

**Campus Exterior Signage
Design Development**

March 17, 2021

POPULOUS

01/

Introduction



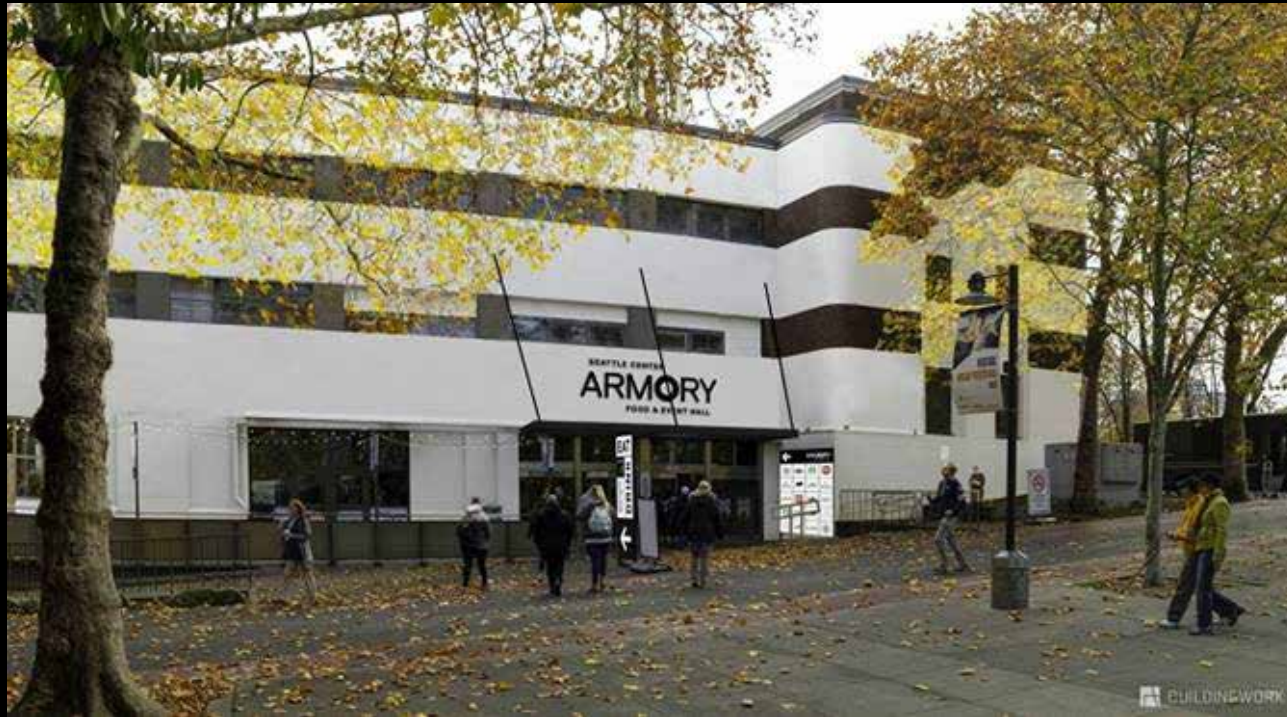
SEATTLE CENTER CAMPUS PROJECTS UNDERWAY

INTERNATIONAL FOUNTAIN RETROFIT



NORTH COURTYARDS AND DUPEN FOUNTAIN REIMAGINED

ARMORY EXTERIOR RENOVATION



SEATTLE CENTER SKATE PLAZA

SEATTLE CENTER ECONOMIC IMPACT (2016)

Seattle Center contributes to the community in many intangible ways as well, through hundreds of affordable and free public programs, cultural productions (Seattle Center Festál), open public space and stewardship of assets on the 74-acre campus.



Producer

Advocate

Financier

Safety &
Security

Partner

Economic
Driver

Promoter

Steward

Maintenance
Provider

Landlord

Facilitator

Technical
Expertise Provider

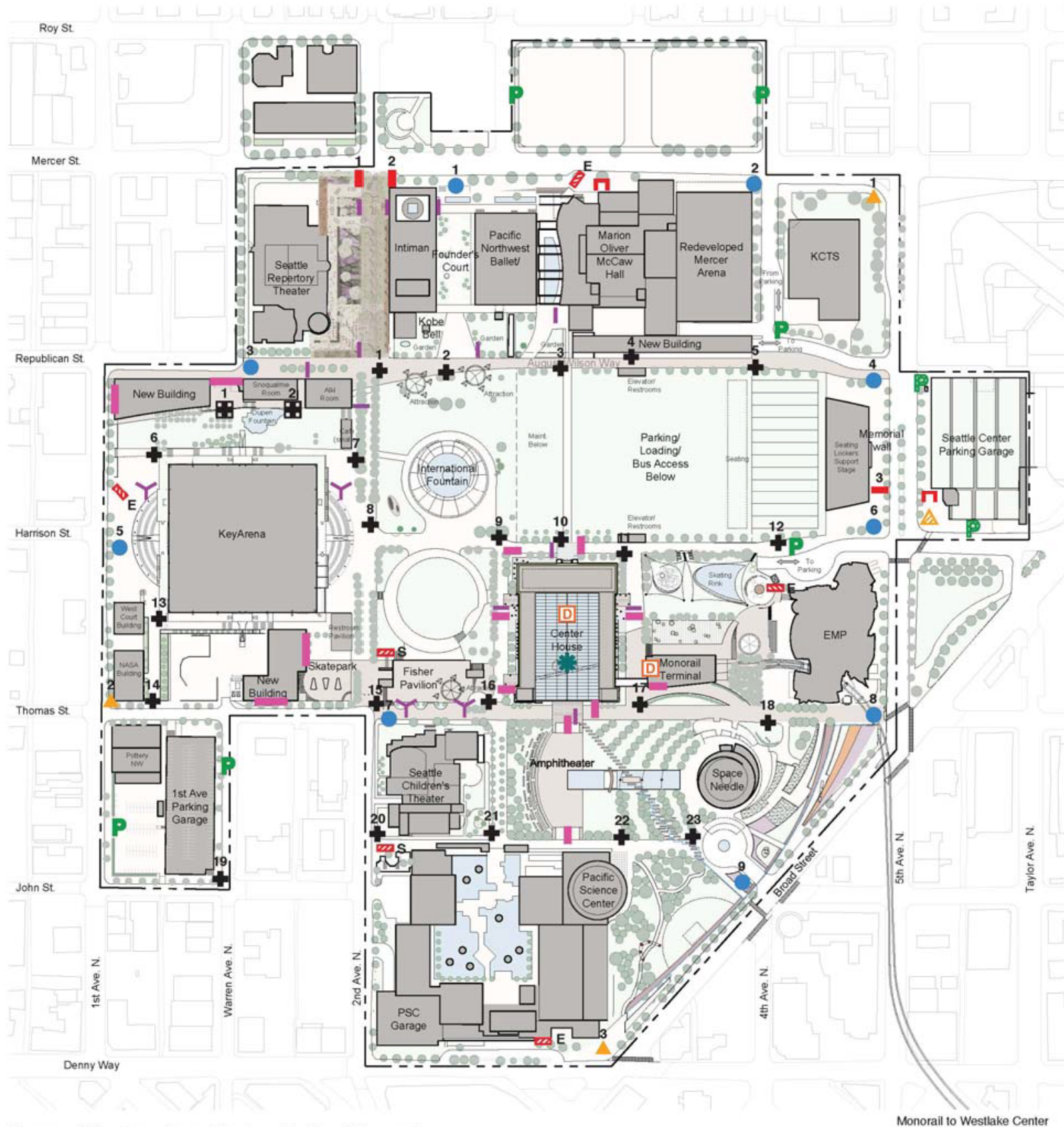
Active Public
Gathering Space

SEATTLE CENTER CENTURY 21 MASTER PLAN OBJECTIVES (2008)

This plan sets out a future for Seattle Center that is vibrant with activity, flexible to accommodate change, open and welcoming, and sustainable in construction and operations.

- Establish a Logical and Legible System of Signs
- Visually Unify the Campus
- De-Clutter the Campus
- Create a more Welcoming Campus
- Promote the Seattle Center Brand
- Contribute to Economic Sustainability

SEATTLE CENTER 2020 SIGN PLAN (MASTER PLAN)



- KEY**
- Entry Marker (with campus map)
 - ▲ Seattle Center Readerboard
 - ▲ Seattle Center Readerboard (existing)
 - Facility Readerboard
 - S Facility Readerboard (existing; static)
 - E Facility Readerboard (existing; electronic)
 - Northwest Rooms, Center House, Mural Amphitheatre, Seattle Center Pavilion Building / Area ID
 - ⊕ Directional (with campus map)
 - ⊕ Northwest Rooms Orientation Map / Directional (with campus map)
 - P Parking ID
 - P Parking ID (existing)
 - Y Seattle Center Poster Vitrine
 - Facility Poster Vitrine
 - Temporary Event Signage (various locations across site)
 - ♿ Accessible Signage (various locations across site)
 - Regulatory Signage (various locations across site)
 - i Interpretive Signage (various locations across site)
 - Electronic Kiosk
 - ⊕ Digital Icon
 - ⊕ Digital Marketing Display

NOT TO SCALE

Proposed Sign Locations - Century 21 Plan (20 years)

SEATTLE CENTER EXISTING CAMPUS SIGN LOCATIONS



NOT TO SCALE

Seattle Center Signage Map

* When you park at these Garages, your fees support Seattle Center free programs and campus grounds.

Last Revised: 11/24/2020

SEATTLE CENTER EXISTING BANNER LOCATIONS



NOT TO SCALE

Seattle Center Campus Map









*When you park at these Garages, your fees support Seattle Center free programs and campus grounds.

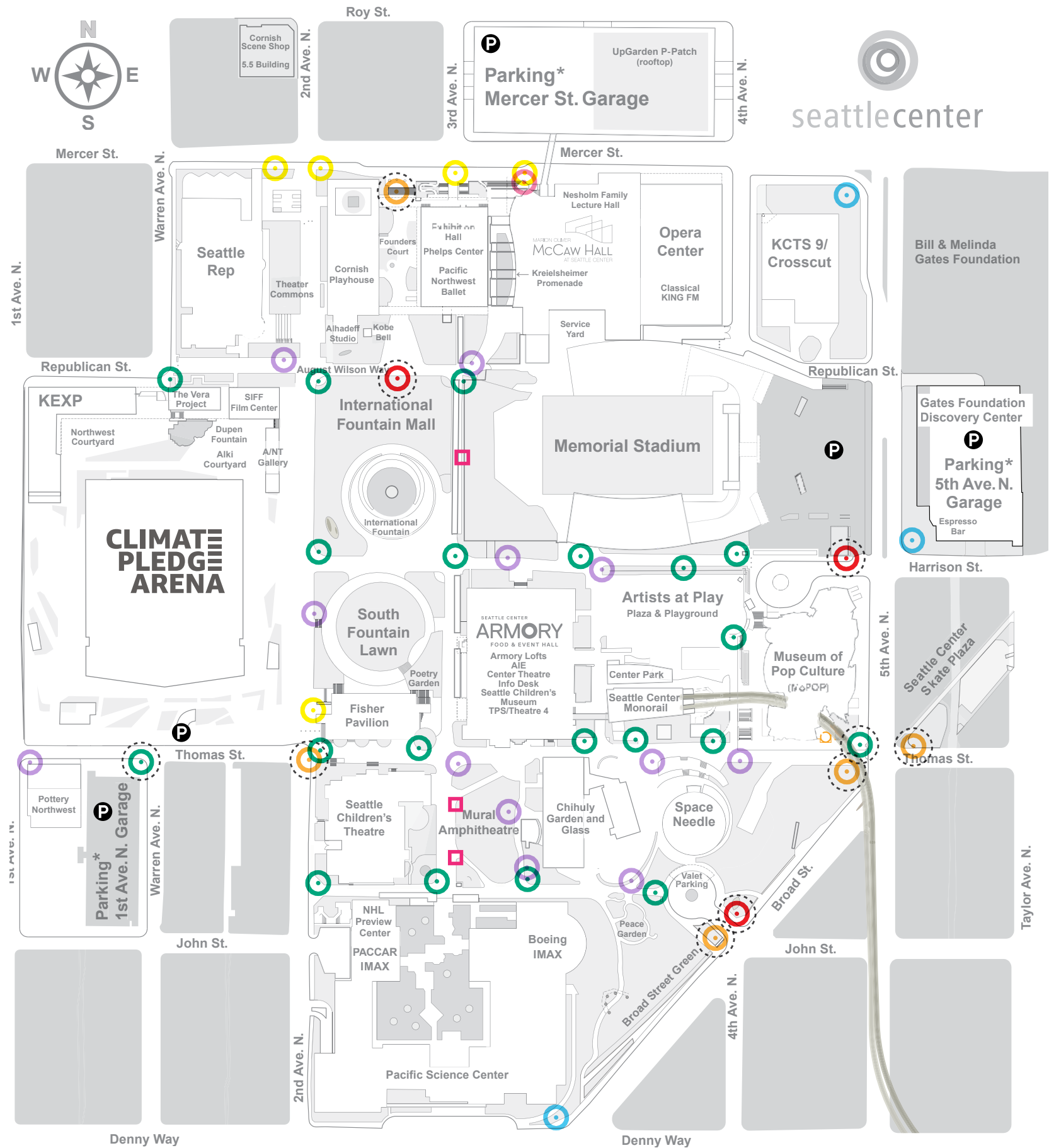
Last Revised: 07/18/2017

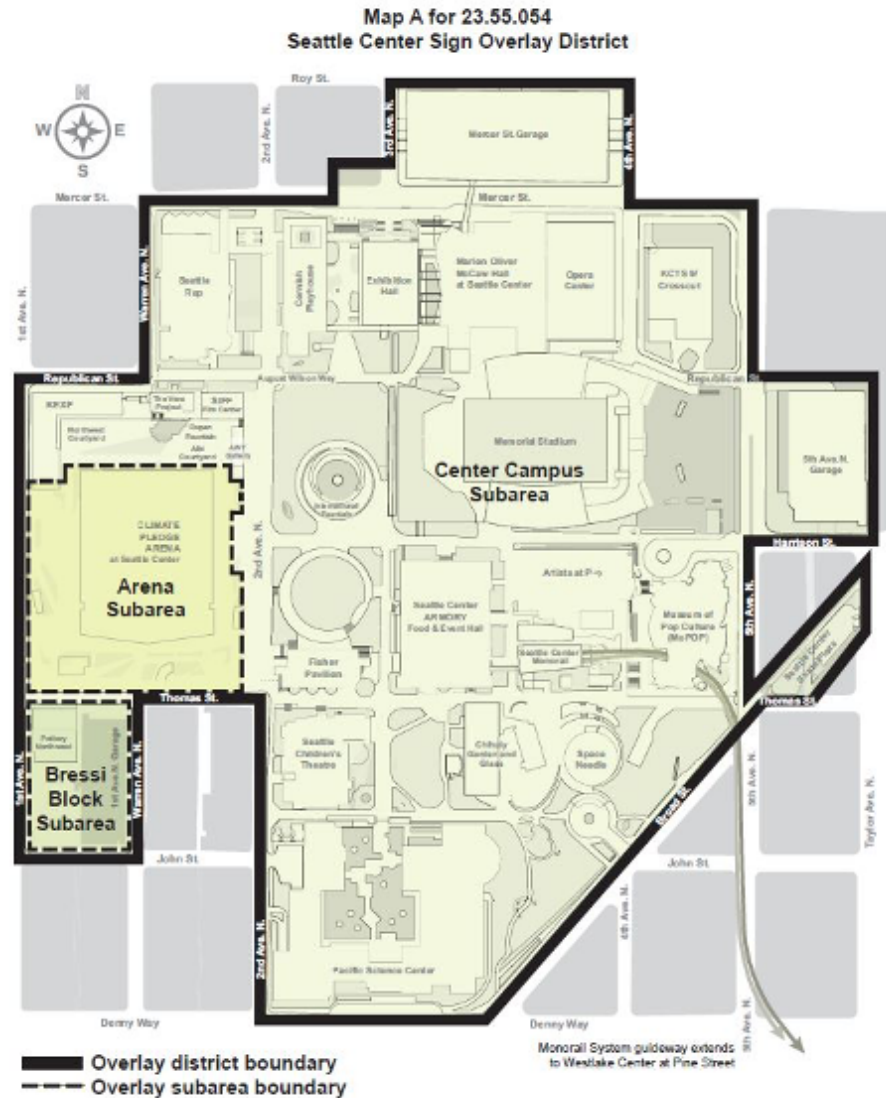
seattlecenter

For additional information, please contact
Seattle Center Customer Service:
(206) 684-7200

SEATTLE CENTER NEW CAMPUS SIGN LOCATIONS

	SIGN TYPE	EXISTING	PROPOSED
	WAYFINDING PYLON	18 STATIC	20 DIGITAL
	ENTRY MARKER	0	5 STATIC
	CAMPUS READERBOARD	3 DIGITAL	3 DIGITAL
	POLE BANNER	120+ VINYL BANNERS	12 DIGITAL
	FACILITY READERBOARD	5 DIGITAL & STATIC	5 DIGITAL
	ART WALK DISPLAY	0	3 DIGITAL
	INFORMATION KIOSK	3 STATIC	3 DIGITAL
	DIGITAL POSTER	3 STATIC	1 DIGITAL





PROPOSED CENTER CAMPUS SUBAREA SIGN CODE LEGISLATION

SEATTLE CENTER (SC) SIGN OVERLAY DISTRICT PURPOSE (SMC 23.55.052)

- To promote the SC as a vibrant and valuable community resource for arts, entertainment, sports, and civic events
- Recognizes SC is unique as a cultural center

BACKGROUND

- 2019 legislation created the SC Sign Overlay District and regulations for the Arena and Bressi Block Subareas and anticipated creating regulations for a Center Campus Subarea
- Past practice:
 - SC Director authorized signs on the interior of the campus
 - SDCI permitted signs on the exterior of the campus
- Proposed legislation will:
 - Create regulations for the Center Campus Subarea
 - Codify past practice

PROPOSED LEGISLATION AS OF FEB. 2021

- Continues SDCI permitting of all signs 20 feet from the nearest unvacated roadway
- Authorizes SC Director to determine the number, type, height, area of signs for the remainder of the Center Campus Subarea consistent with SC Advisory Commission approved SC Sign Guidelines (City owned/managed signs only; excludes tenant signs)
- Establishes sign regulations supporting events
- Aligns with the Arena Subarea illumination, light and glare, and video display requirements
- Modifies the SC Overlay District, adding the Skateboard Park and moving the Northwest Rooms and Courtyard from the Arena Subarea to the Center Campus Subarea

WHAT DOES THE LEGISLATION CHANGE

- Codifies the SC Director's past sign practices which had relied on SMC 17.040 in a new SMC 23.55.062
- On the interior of the campus, allows temporary event related signage such as:
 - Banners, streamers, pennants, festoons of light, clusters of flags, balloons, searchlights, video display, portable signs, and similar devices
 - Temporary screens over 200 sq ft for movies, live streaming events, and similar event purposes
 - Banners on the SC skybridge
- Limits sponsorship and on-premises signs to City-owned and City-managed property

OPERATIONAL INTENT

DIGITAL SIGNS: Campus Readerboard (3), Facility Readerboard (5), Wayfinding Pylon (20), Pole Banner (12), Info Kiosk (3), Digital Poster (1), Art Walk Display (3), Garage ID Pylon (1), Garage Wayfinding Sign (2), Garage Wayfinding Pylon (1), Garage Entry / Exit (7), Garage Blade (2)

STATIC SIGNS: Entry Marker (5), Artwork Medallions (50), Garage Overhead Entry (4), Garage Pedestrian Sign (5)

CONTENT

Video & Changing Image Signs:

Coordinated & themed graphics. Sign content communicates event information, both current and upcoming; wayfinding, promotes resident organizations, and supports campus partners.

HOURS OF OPERATION

Video Displays:

Turn off between 10 pm and 7 am, or within 1 hour after a Seattle Center event ends.

DURATION OF VIDEO

Video clips are limited to between 2 and 10 seconds long. 10 seconds of still image or blank display following every video clip. Video may not play for more than 20 seconds of every 2 minutes.

BRIGHTNESS

Digital Signs:

Between dusk and dawn are limited to no more than 500 nits.

CENTER CAMPUS SUBAREA ALIGNMENT WITH ARENA SUBAREA

Permanent sign video display standards for the Center Campus Subarea are aligned with the Arena Subarea standards



SEATTLE CENTER SIGNAGE AND SPONSORSHIP POLICIES

DIGITAL SIGNS:

- Preview upcoming events
- Promote popular attractions on the grounds
- Honor sponsorship agreements
- Direct attention to events at specific facilities
- Promote services and amenities on campus

STATIC SIGNS AND BANNERS:

- Promote resident orgs brand or specific events
- Promote Seattle Center Events & Programs
- Honor sponsorship agreements

POLICY FOR SPONSORSHIP MESSAGES:

- Must follow Seattle Center Corporate Guidelines (example: no guns or tobacco)
- Messages must recognize corporate partners as an “official campus sponsors,” “event sponsors” or “free service provider on campus”
- All sign content must comply with Seattle Center brand and established sign templates/sizes
- All sign content is subject to prior review and approval by the Seattle Center Director



The signage program will elevate the experience for all visitors to Seattle Center, and will support the success of organizations and events of all sizes by expanding the reach and creativity of their communications and marketing

RESIDENT ORGANIZATIONS

- Promotes their programming & brands
- Increases visibility as a destination
- Maintains Seattle Center's competitive edge as a performance art hub
- Eliminates waste and cost associated with temporary signage
- Improves wayfinding to public transit and other transportation choices

NEIGHBORS

- Declutters campus
- Raises profile of events and activities in the community
- Provides greater knowledge and exploration
- Improves public safety through improved communication system
- Improves wayfinding to public transit and other transportation choices

VISITORS

- Improves visitor experience overall
- Improves visibility of campus identity at entry points, signifying arrival
- Encourages repeat visits through greater knowledge and exploration, and promotion of upcoming events
- Improves navigation and walkability
- Allows flexibility to communicate in multiple languages through digital content and identification of destinations through icon symbols
- Increases public safety through improved communication system
- Improves wayfinding to public transit and other transportation choices

SEATTLE CENTER URBAN DESIGN CONSIDERATIONS

SEATTLE CENTER CENTURY 21 MASTER PLAN PLANNING AND DESIGN PRINCIPLES:

- The mission is sound and the future is bright
- Drawn to the Center
- Open spaces
- Leader in sustainable design and operation
- Arrivals and visual connections
- A mix of activities and amenities for diverse populations
- Pedestrians first
- Design should emphasize Flexibility, Vibrancy, Legibility and Artistic Expression
- Getting here (transportation)
- Good Neighbor

PERMANENT SIGNS ON THE CAMPUS SHOULD:

- Attract and invite rather than demand the public's attention.
- Enhance the visual environment of Seattle Center.
- Complement the buildings and their uses.
- Be harmonious with the surroundings.
- Protect the public interest and safety.
- Provide opportunities for communicating information of community and/or patron interest

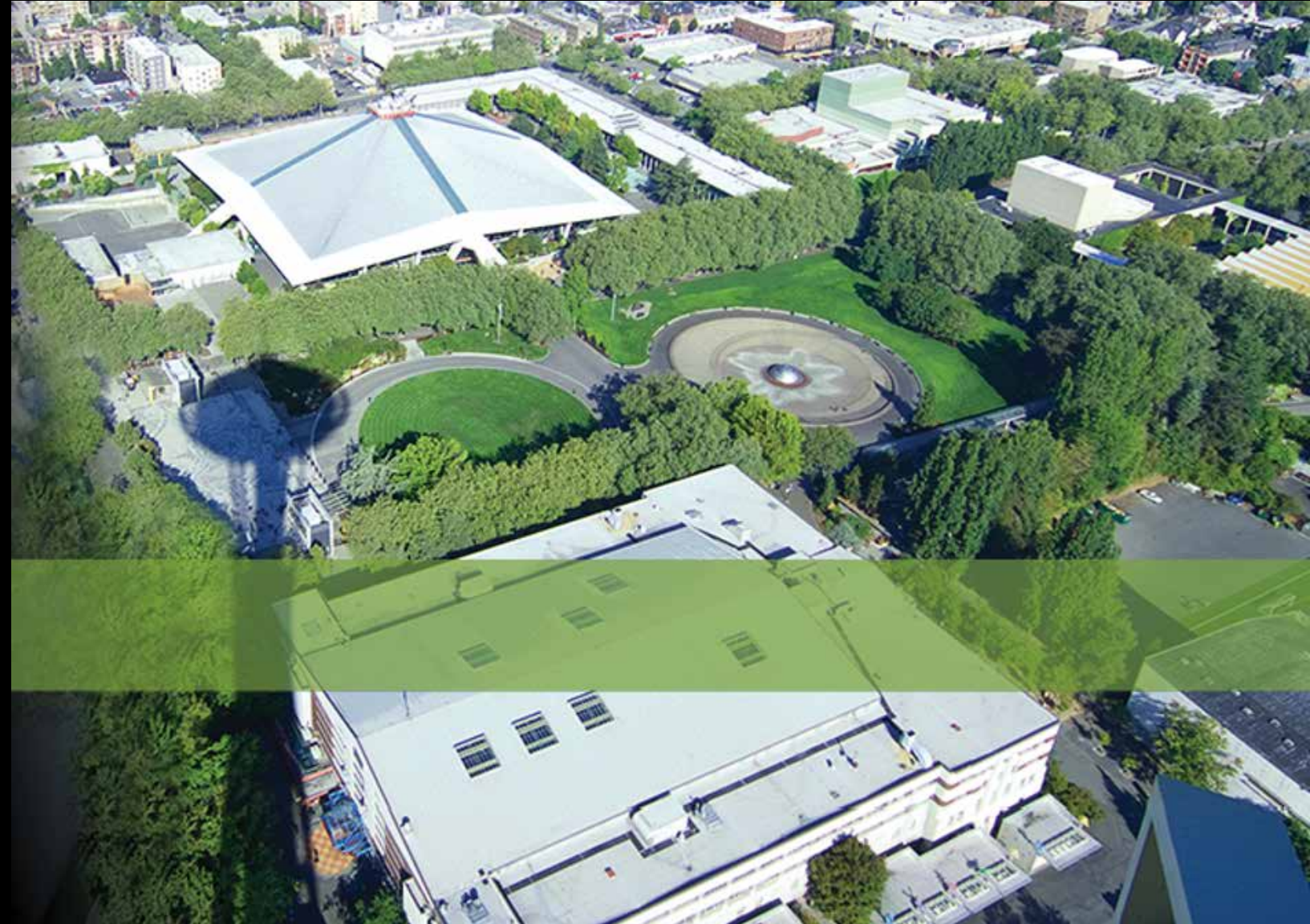
CAMPUS SIGNAGE COMMUNITY ENGAGEMENT AND FEEDBACK

- Seattle Center Advisory Commission (January 7, February 4)
 - Uptown Land Use Review Committee (January 25)
 - Arena Community Coordination Committee (February 4)
 - Seattle Center Resident Directors (February 10)
 - Uptown Land Use Review Committee, open meeting (February 24)
 - Seattle Design Commission Subcommittee (March 4)
-
- Applaud the **unified**, modern aesthetic
 - Excited about the opportunities for **improving communication** and **visibility** for all organizations and events
 - Eager to move away from temporary and disposable forms of signage
 - Focused on **improving navigation** of the campus
 - Supported **celebrating arrival** at Seattle Center with bold signage

SEATTLE CENTER SEPA ANALYSIS

Seattle Center is working with a consultant to prepare a SEPA Checklist, which will analyze the proposed project and amendment for potential impacts to the following environmental elements:

- Earth
- Air
- Water
- Plants
- Animals
- Energy and Natural Resources
- Environmental Health
- Land and Shoreline Use
- Housing
- Aesthetics
- Light and Glare
- Recreation
- Historic and Cultural Preservation
- Transportation
- Public Services
- Utilities



02/
Arena Signage

ARENA EXTERIOR SIGNAGE



STATEMENTS OF COMMUNITY SUPPORT FOR ARENA SIGNAGE PACKAGE

*It's consistent with our City's values. It fits. Will bring safety and order to campus. **Will call attention to resident orgs, who need our attention right now.***

BRIAN ROBINSON

Current member of Seattle Center Advisory Commission
& former member of Mayor's Commission on Arenas

Approving this plan would be a hopeful action for the future when we are able to gather again.

ELLEN WALKER

Executive Director, Pacific Northwest Ballet

It's tasteful, forward thinking, and thoughtful. We like the simple design approach. It's respectful to neighborhood and historic structure.

This plan sets the basis for a campus-wide signage plan.

TODD LEBER

Chair of Seattle Center Advisory Commission

Immense value in promotional nature of signage to promote campus activities to reinvigorate Seattle Center campus and return us to the art center of Seattle.

RISCHEL GRANQUIST

Director of Facility Operations and Guest Services at KEXP

Practical and aesthetically pleasing, enhances visitor's experience.

Will be as comfortable and familiar as it always has been with an update.

MIKE MCQUAID

CPA Advisory Group

03/
SC Campus Signage

ARRIVAL

Provide a welcome to the campus at the edges and should have the format and scale to stand out in the urban landscape. Primary opportunities occur at points of arrival and boundary areas provide awareness for both pedestrian and vehicular users.

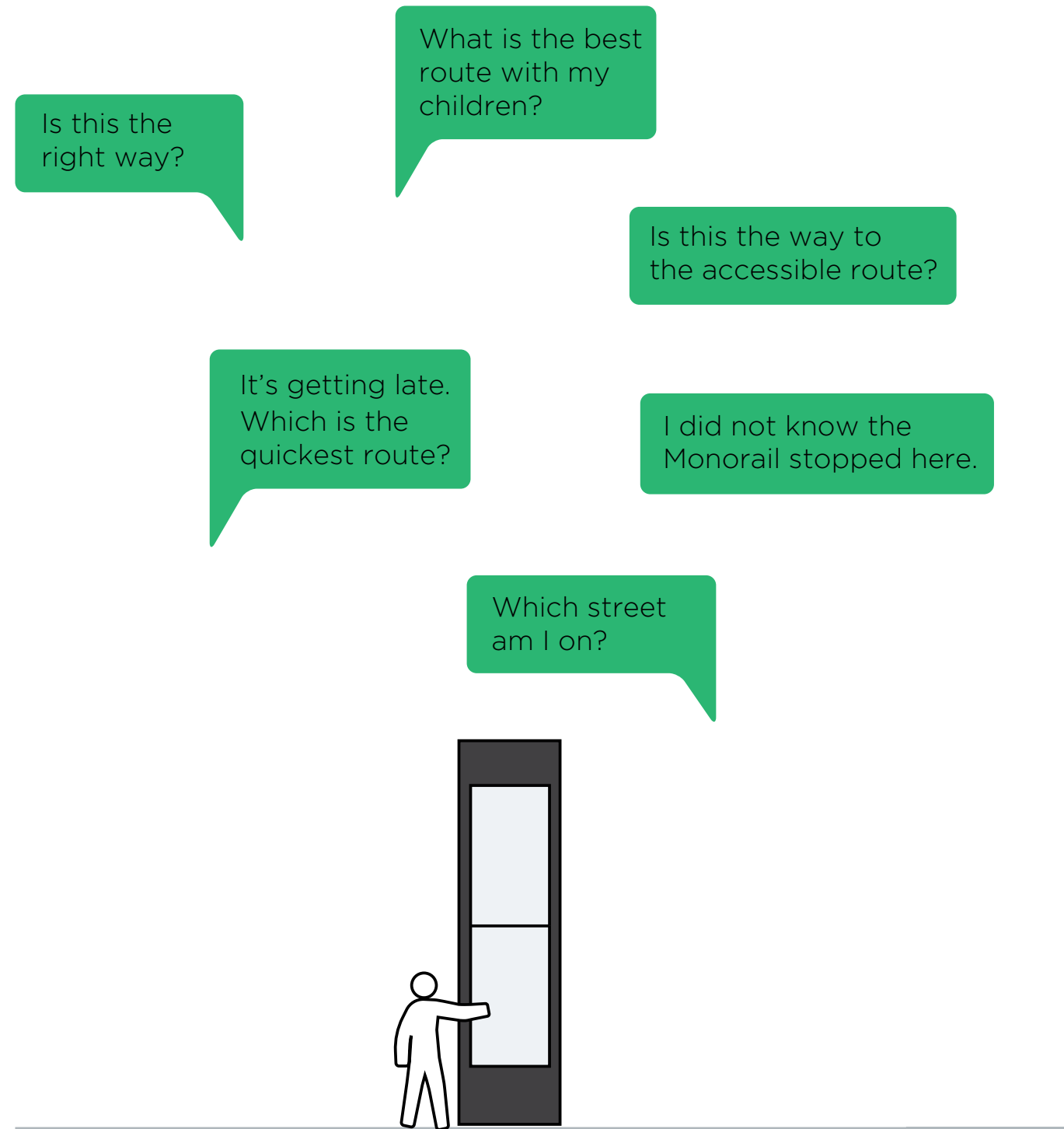


CAMPUS READERBOARD

The Campus Readerboard provides a welcome to the campus area with confirmation of the Seattle Center brand and campus arrival.

ENTRY MARKER

The Entry Marker marks a clear “sense of arrival” to the campus, designating minor campus entrances and boundaries.



STARTING OUT

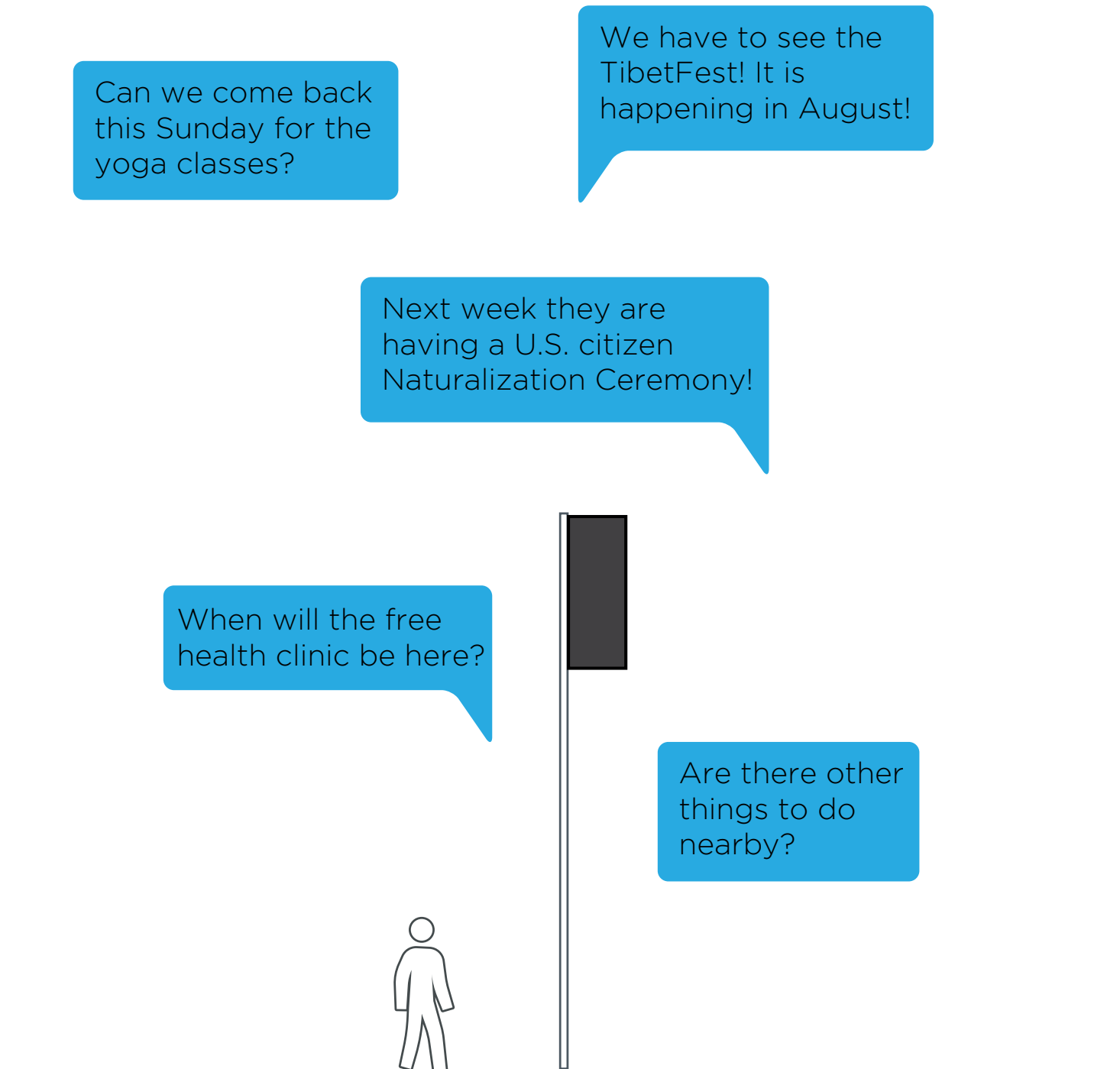
Information about the journey and what is along the way provides comfort to the visitor and lets them know what choices they have for routes and new places to discover.

WAYFINDING PYLON

Wayfinding Pylons support navigation and direction-giving along major pathways and corridors. These signs provide the right information at the right time using dynamic content.

PROMOTIONS

Dynamic content displayed in public places for informational or promotional information is most needed to promote upcoming events and sponsorships.

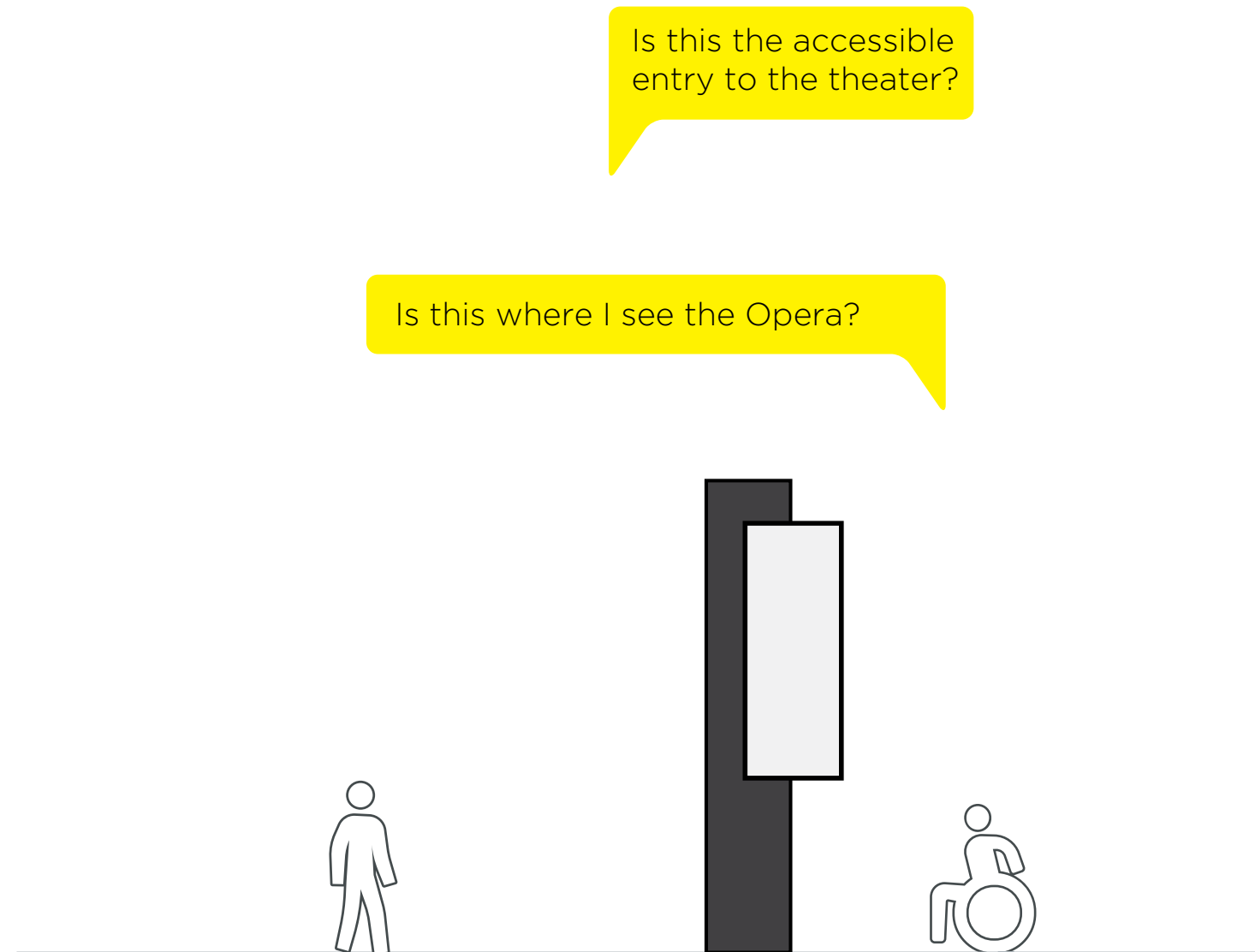


POLE BANNER

The Pole Banners provide information and promotions along the major pathways of campus. They are double-sided dynamic displays allowing for changing event and promotional-based content.

FINDING PLACES

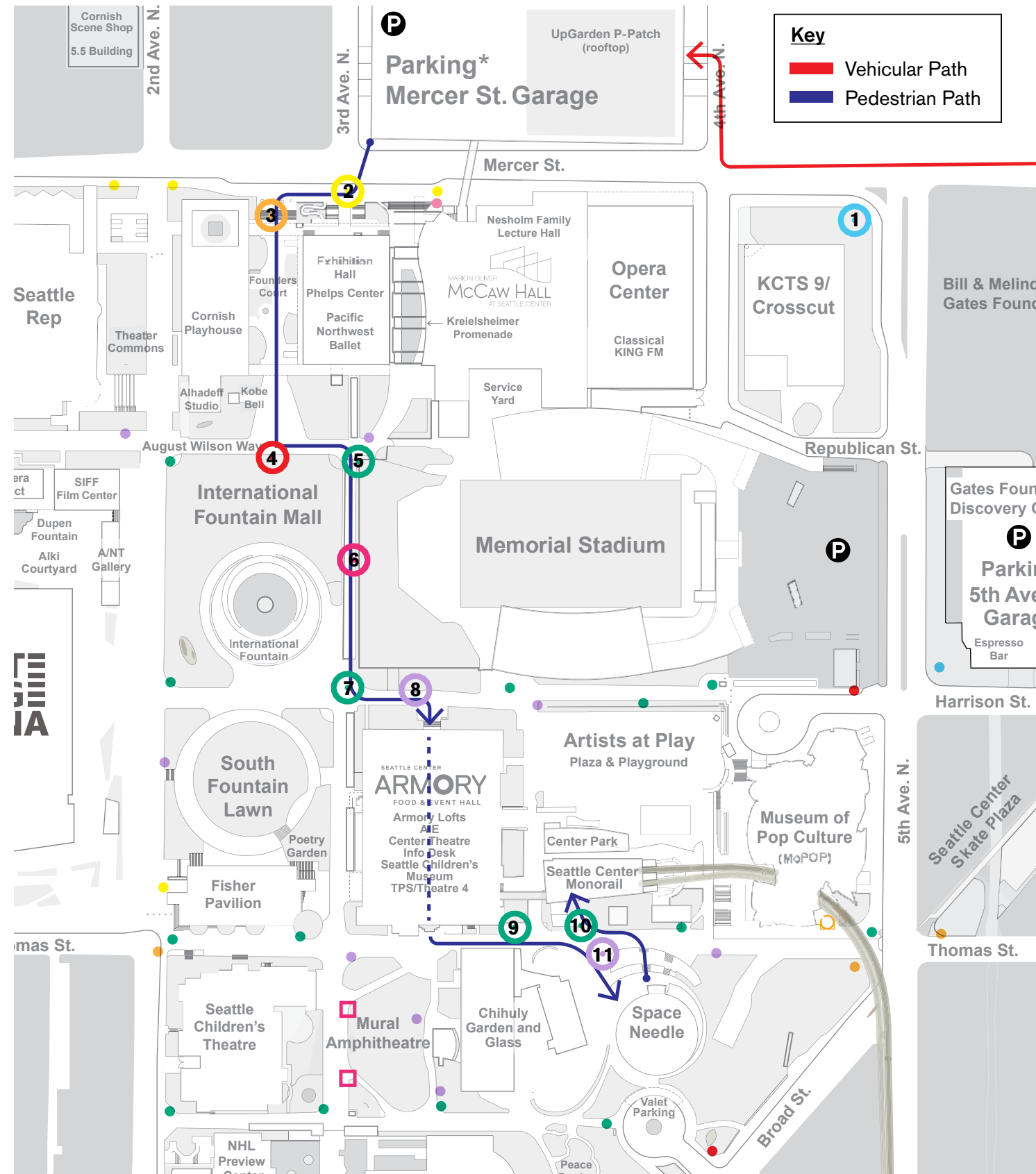
Clear identification of places along the way and interpretation about the relevance of the place, district and environment. These elements create a positive and lasting impression.



FACILITY READERBOARD

The Facility Readerboard confirms a destination. This sign also provides information on changing events happening in and around the resident company through dynamic sign content.

CAMPUS SIGNAGE USER JOURNEY



Alex is in Seattle for the first time to visit her friend Maria. They have tickets to see the Space Needle. The friends drive toward Seattle Center Campus...

- 1 CAMPUS READERBOARD** — While Maria is driving on Mercer Street, they spot the Campus Readerboard at the corner of 5th Avenue signaling that they've made it to Seattle Center Campus. They decide to park in the Mercer Street Garage.
- 2 FACILITY READERBOARD** — Alex and Maria exit the Mercer Street Garage and walk across the street toward Campus. Maria sees that the Cheese and Meat Festival will be at McCall Hall next week, she scans the QR code on the screen so she remembers to buy tickets online later.
- 3 ENTRY MARKER** — The friends spot the Entry Markers and decide to enter Campus here.
- 4 ART WALK DISPLAY** — Alex studies the Art Walk map on the screen of the Art Walk Display. She's impressed there are so many public art pieces around Campus.
- 5 WAYFINDING PYLON** — The friends stop at the Wayfinding Pylon to study the map and make sure they are in the right place. They decide they have enough time to stop for lunch before their Space Needle appointment time and head toward the Armory since it's on the way.
- 6 INFO KIOSK** — Alex asks Maria if she knew about the free yoga classes held at Seattle Center, as the information is shared on the Kiosk's screen. They decide to come back tomorrow to do yoga before Alex's flight home.
- 7 WAYFINDING PYLON** — Alex quickly checks the map and sees the entrance to the Armory is directly to the left of them.
- 8 POLE BANNER** — Maria sees that Bumbershoot is a month away and asks Alex if she can come back for the festival.
- 9 WAYFINDING PYLON** — After lunch, the friends exit the Armory. They pass by a Wayfinding Pylon and see that they are on the right track toward the Space Needle. Next, Maria finds out they can take the monorail to the market. They decide to return to the monorail after the Space Needle.
- 10**
- 11 POLE BANNER** — Alex and Maria see that a naturalization celebration is happening soon at Fisher Pavilion.

Alex and Maria arrive at the Space Needle on-time for their ticketed tour.

PHASE 1 / DIGITAL WAYFINDING SIGNS



Existing



Existing

Updates

- Digital content
- Ability to conduct real-time wayfinding and event information
- Digital sponsor content
- Maintain current size/scale of wayfinding

LED Boards to display, but not be limited to:

- Campus & event specific wayfinding
- Current & Upcoming Event Info
- Support Seattle Center activities, events & partners
- Transportation Information
- Emergency Messaging

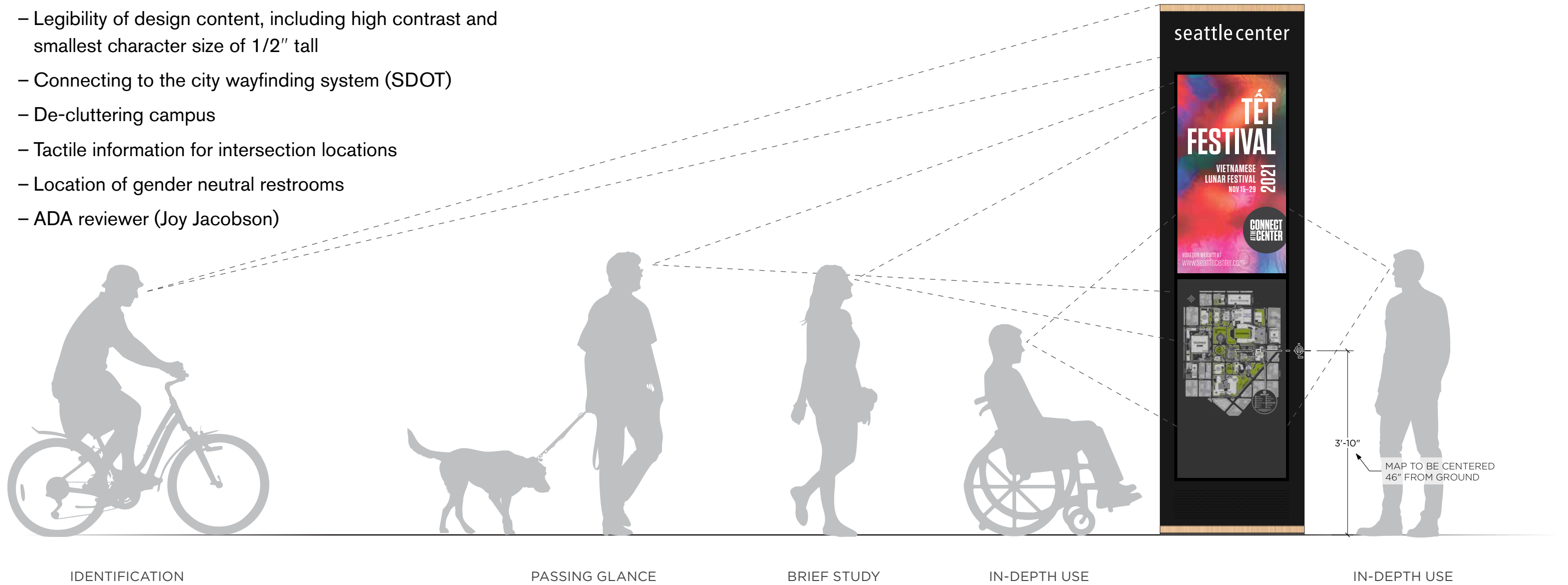


CAMPUS SIGNAGE **DIGITAL WAYFINDING SIGNS**



**Accessibility Considerations,
but not to be limited to:**

- Wayfinding maps to be centered at 46" from the ground, within the ADA required digital content zone of 27" to 80"
- ADA Routes highlighted on map for no-step access around campus
- Mobility impaired access to buildings
- Legibility of design content, including high contrast and smallest character size of 1/2" tall
- Connecting to the city wayfinding system (SDOT)
- De-cluttering campus
- Tactile information for intersection locations
- Location of gender neutral restrooms
- ADA reviewer (Joy Jacobson)



IDENTIFICATION

PASSING GLANCE

BRIEF STUDY

IN-DEPTH USE

IN-DEPTH USE









PHASE 1 / CAMPUS READERBOARD



DENNY ST. READERBOARD (SE)
Current Condition

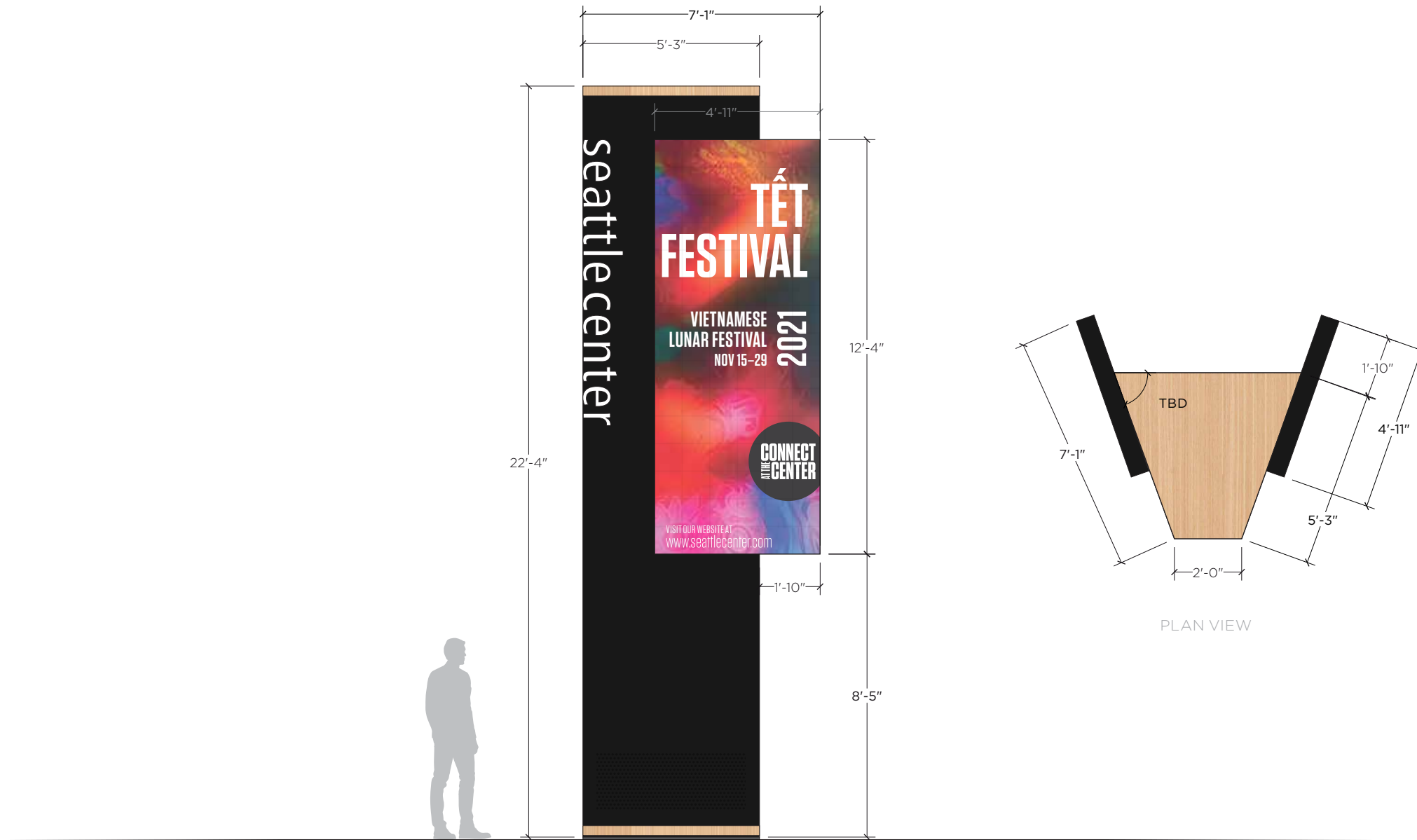


MERCER ST. READERBOARD (NE)
Current Condition



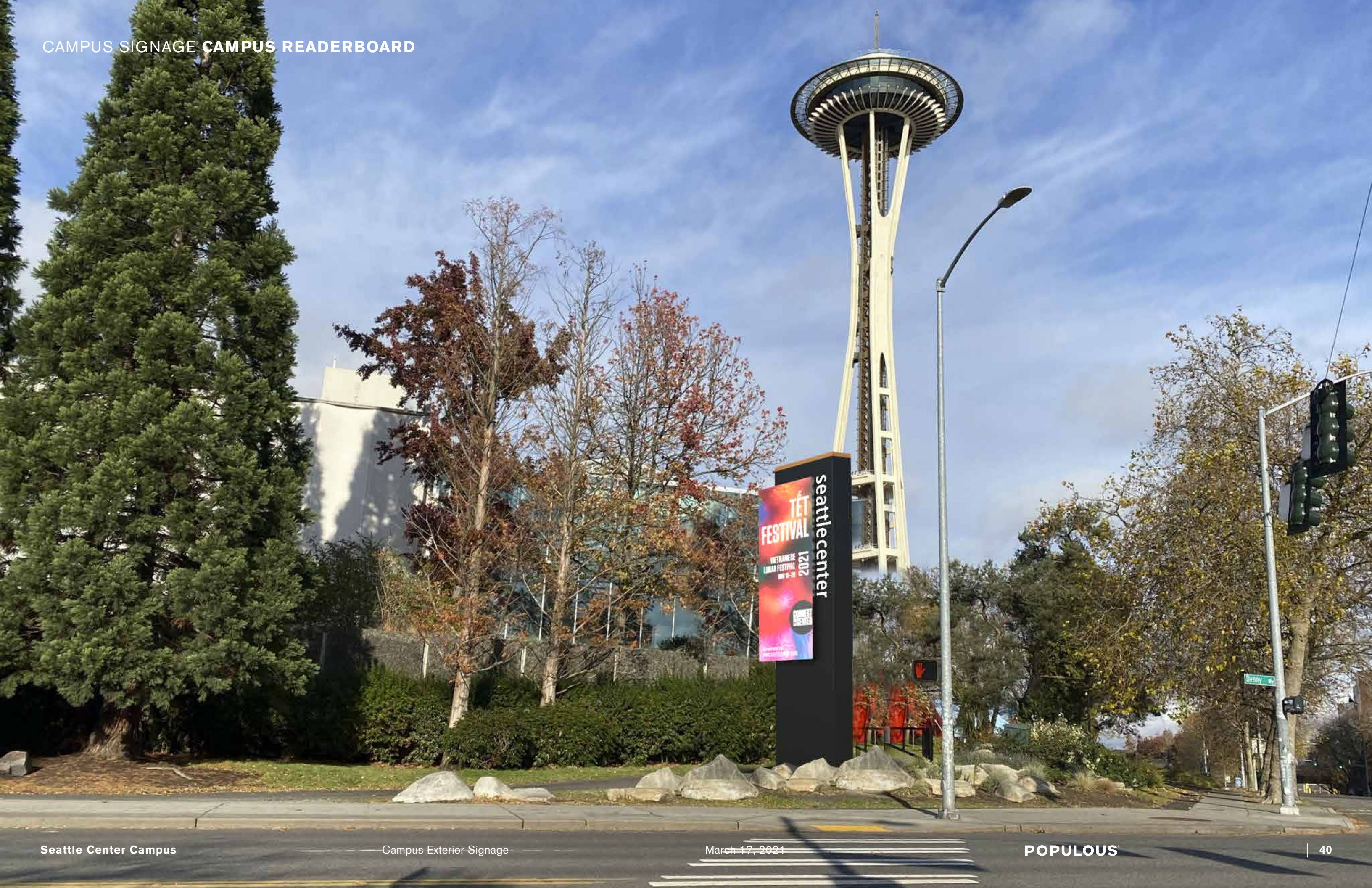
5TH AVE NORTH
Current Condition

CAMPUS SIGNAGE **CAMPUS READERBOARD**













PHASE 1 / FACILITY READERBOARD



Existing



Phelps Center/Exhibition Hall



Fisher Pavilion



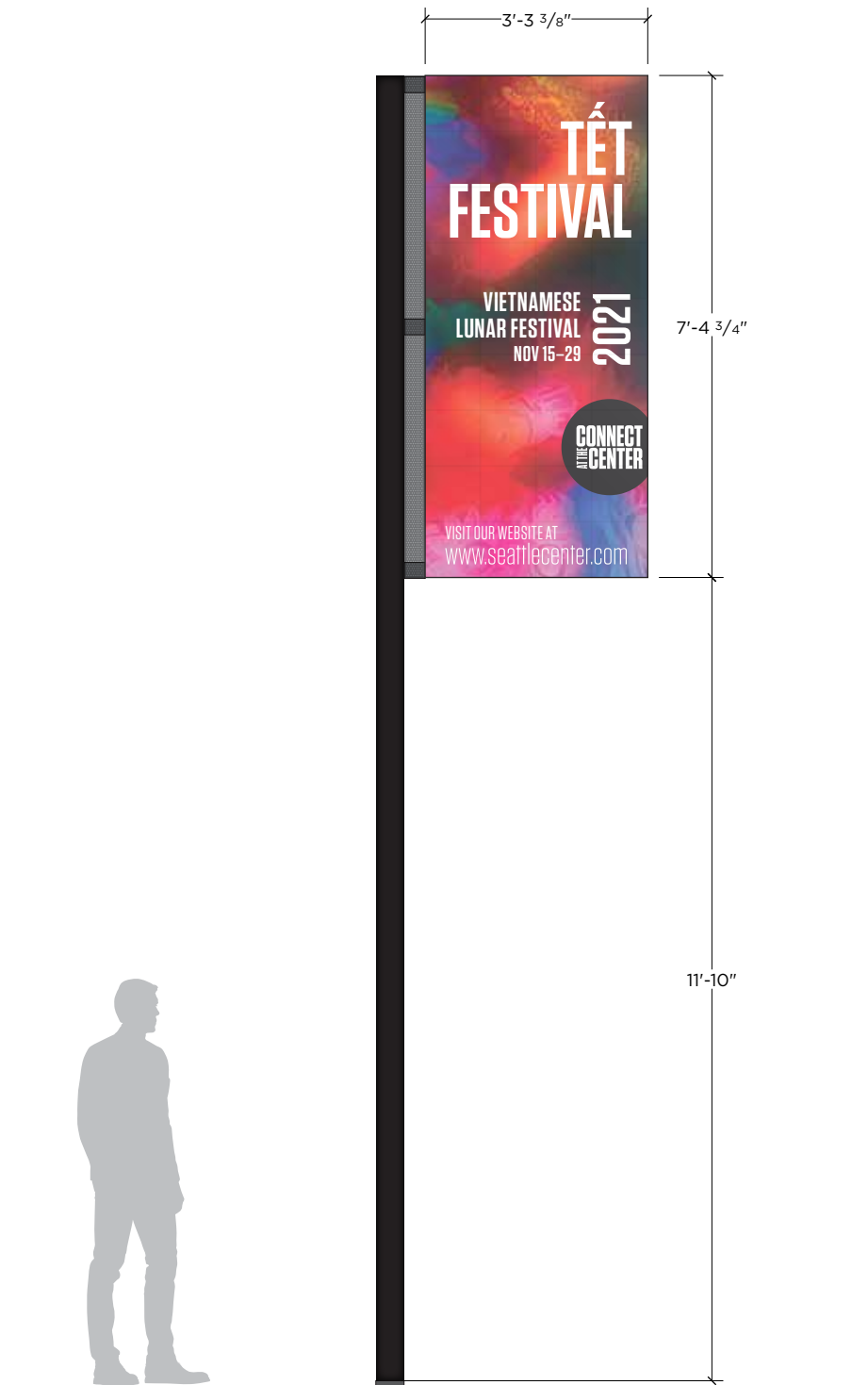
McCaw Hall - back side of sign

CAMPUS SIGNAGE FACILITY READERBOARD



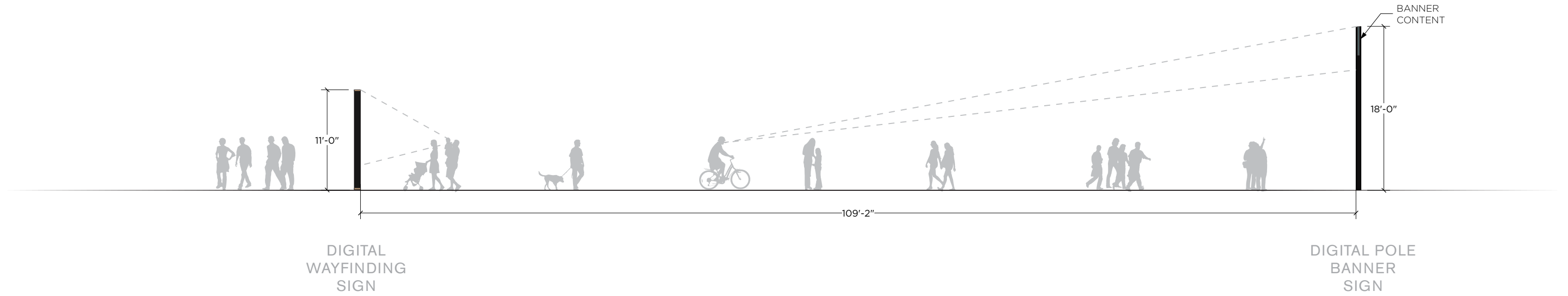




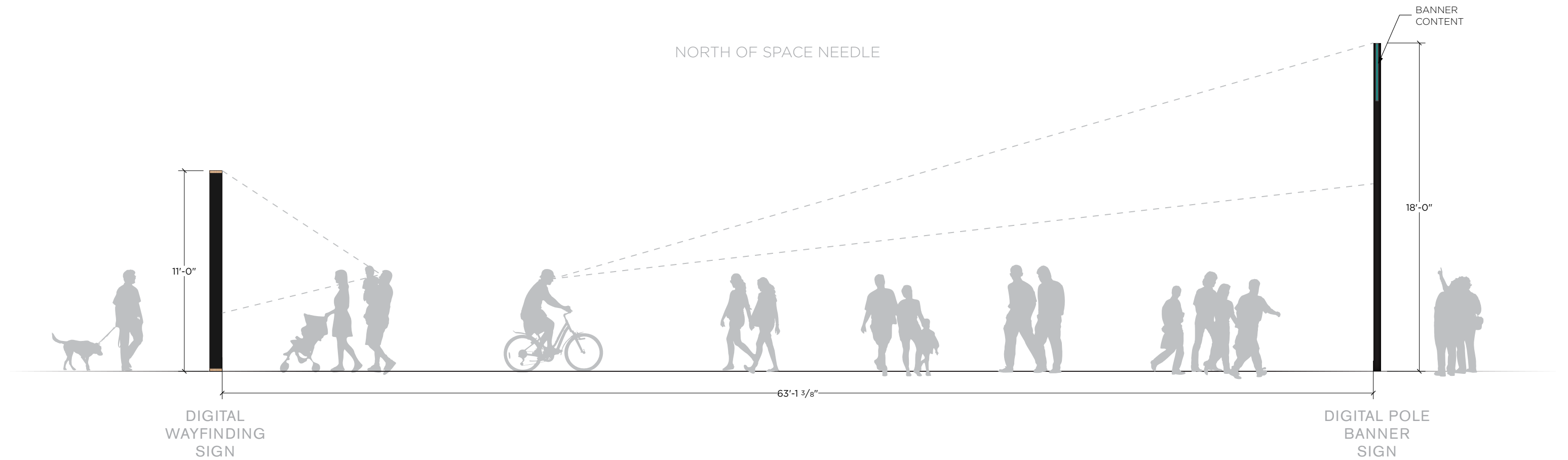


CAMPUS SIGNAGE **SIGHT-LINE STUDY**

SOUTH OF MEMORIAL STADIUM



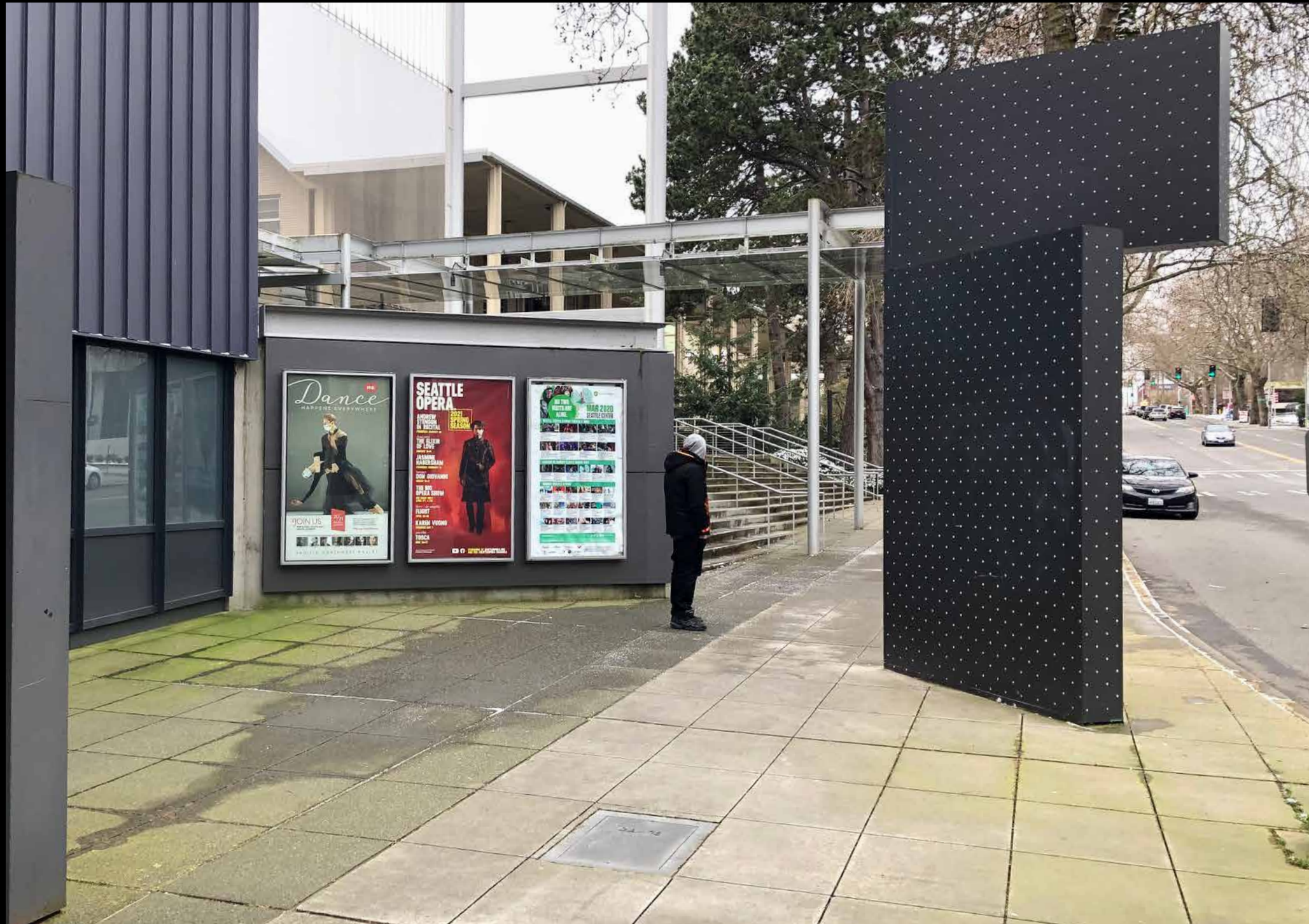
NORTH OF SPACE NEEDLE





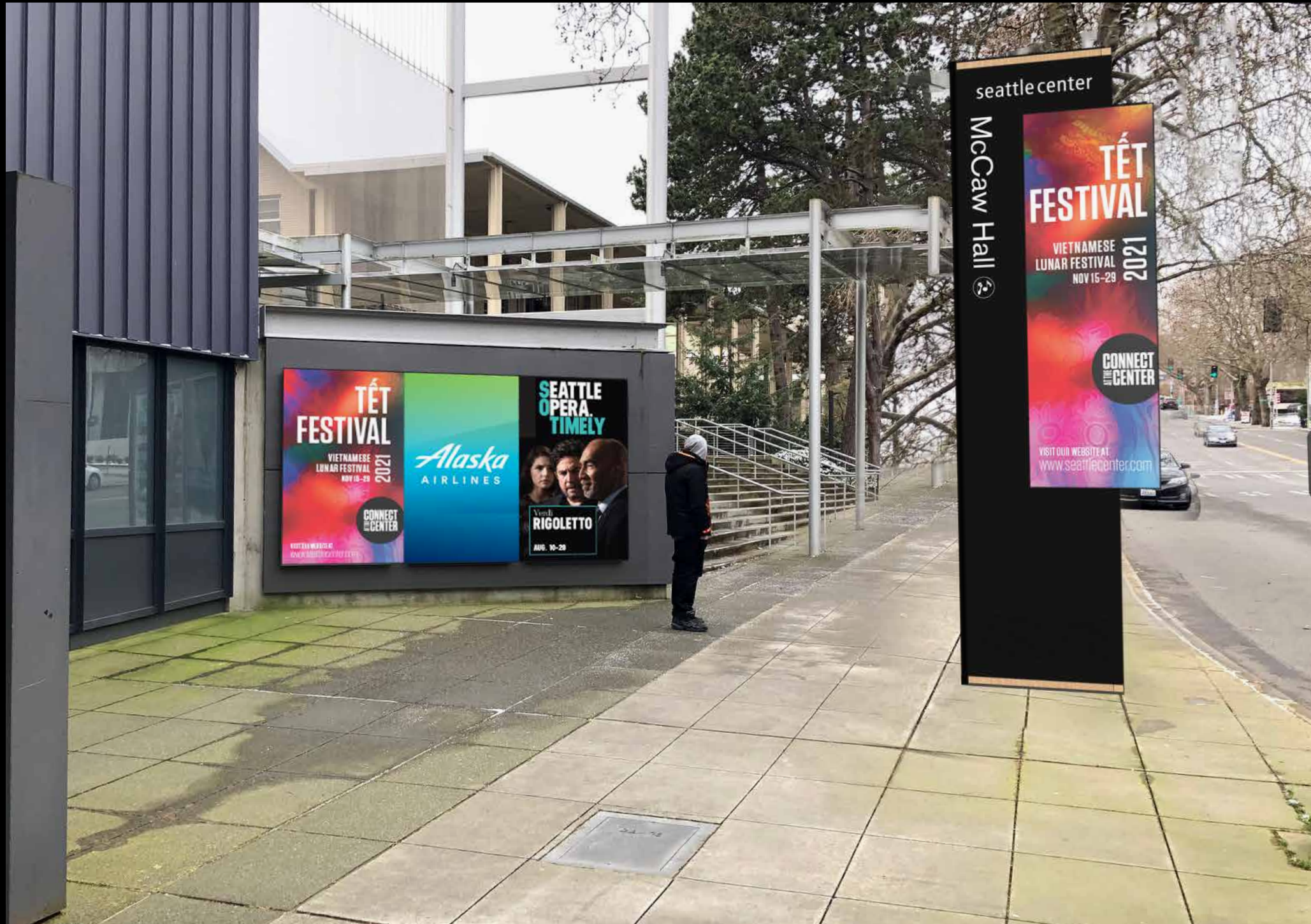


PHASE 1 / DIGITAL POSTER / EXISTING



Streetscape at McCaw Hall

PHASE 1 / DIGITAL POSTER / NEW



Streetscape at McCaw Hall

03/

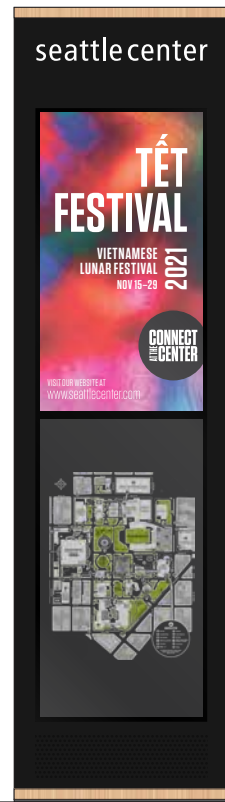
SC Campus Signage

OVERVIEW

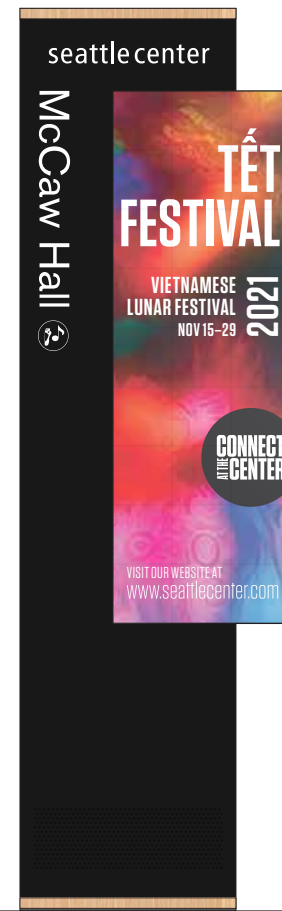
CAMPUS SIGNAGE CONCEPT OVERVIEW - BLACK



POLE BANNER
OPTION 1



WAYFINDING PYLON

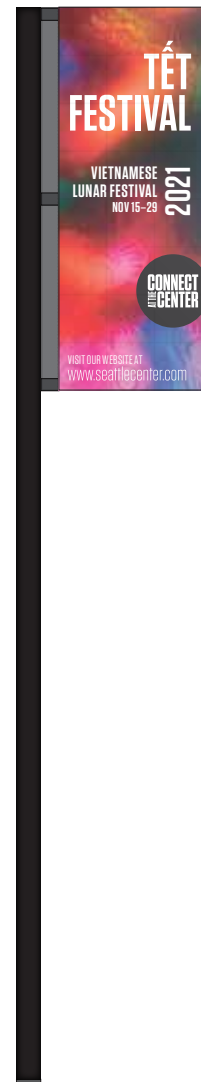


FACILITY READERBOARD

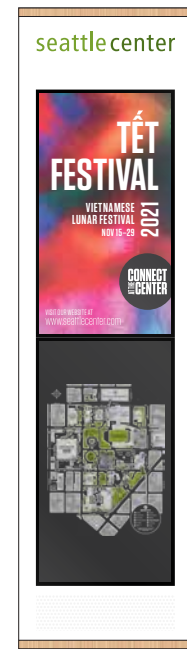


CAMPUS READERBOARD

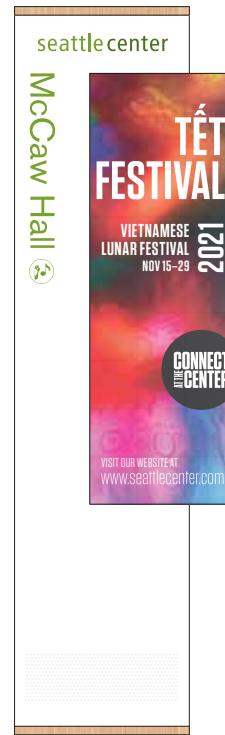
CAMPUS SIGNAGE PREVIOUSLY STUDIED: WHITE COLOR OPTION



POLE BANNER
OPTION 1



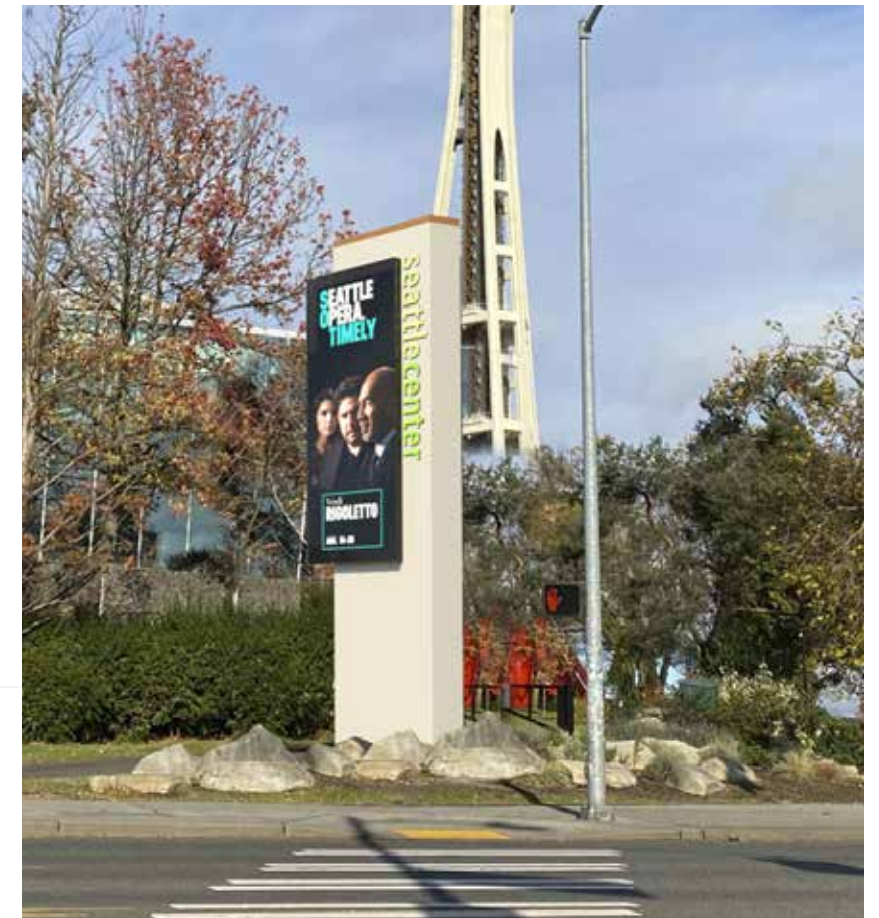
WAYFINDING PYLON



FACILITY READERBOARD



CAMPUS READERBOARD



04/

SC Campus Signage - Exploring New Opportunities

PHASE 1 / INFO KIOSK



Existing



Infinite Scale Iteration

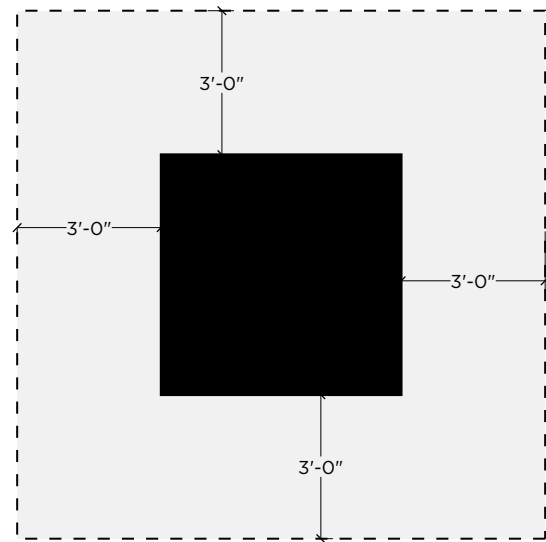
Updates

- Add opportunity for digital sponsor content
- All screens to face walking path (not lawn/theatre)
- Added functionality

CAMPUS SIGNAGE INFO KIOSK



CAMPUS SIGNAGE INFO KIOSK ADA REQUIREMENTS



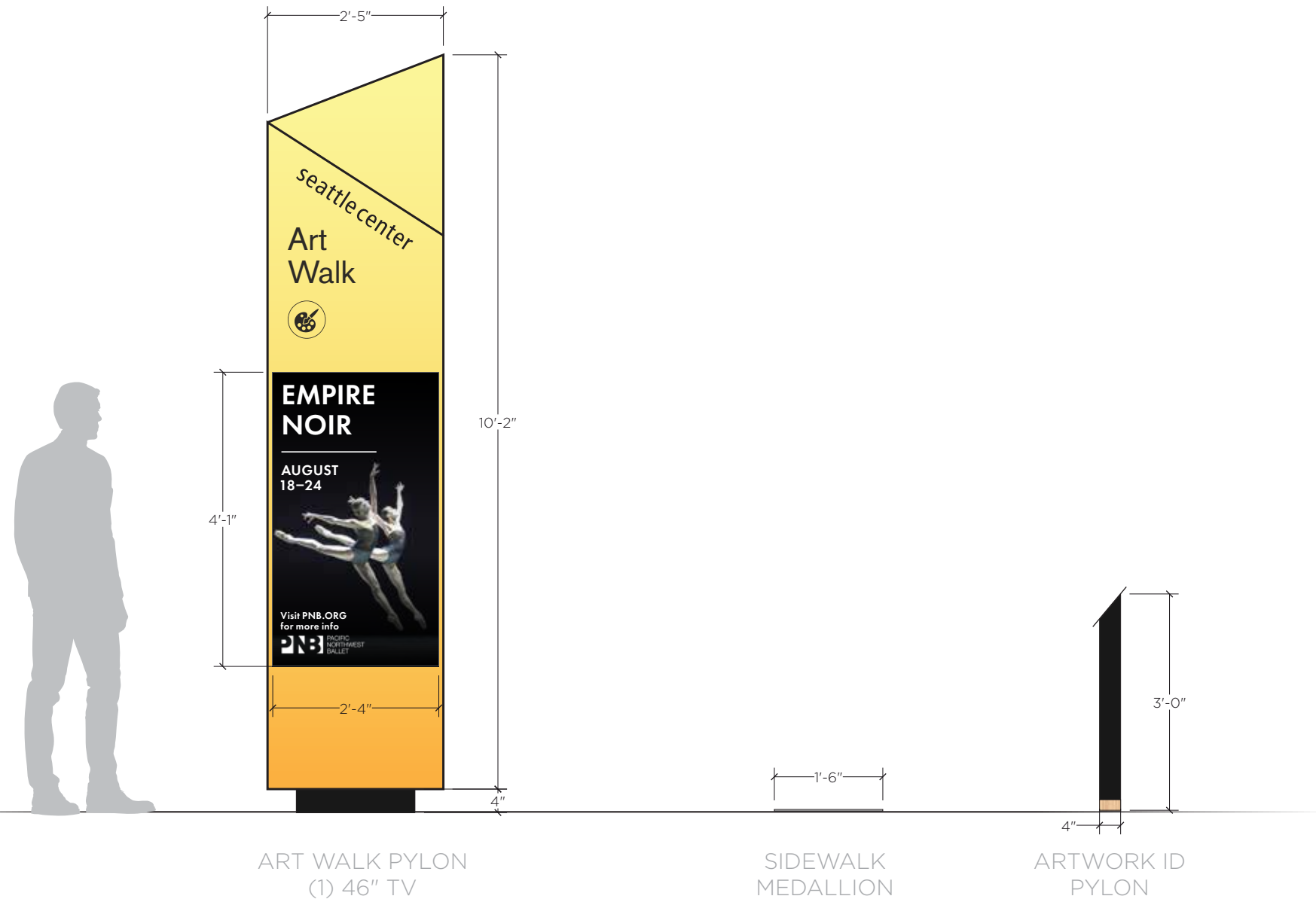
PLAN VIEW
3'-0" OF SIDEWALK SURROUND

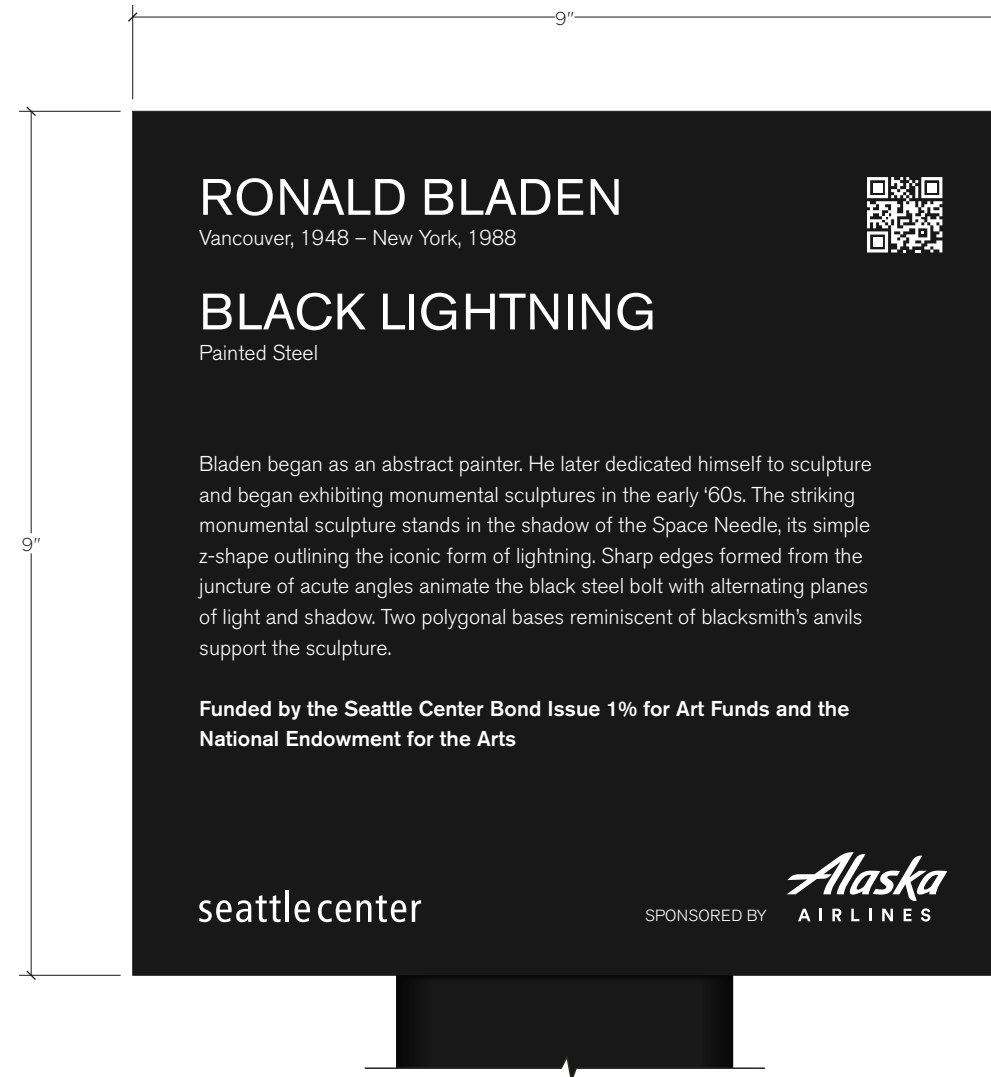


CAMPUS SIGNAGE ART WALK

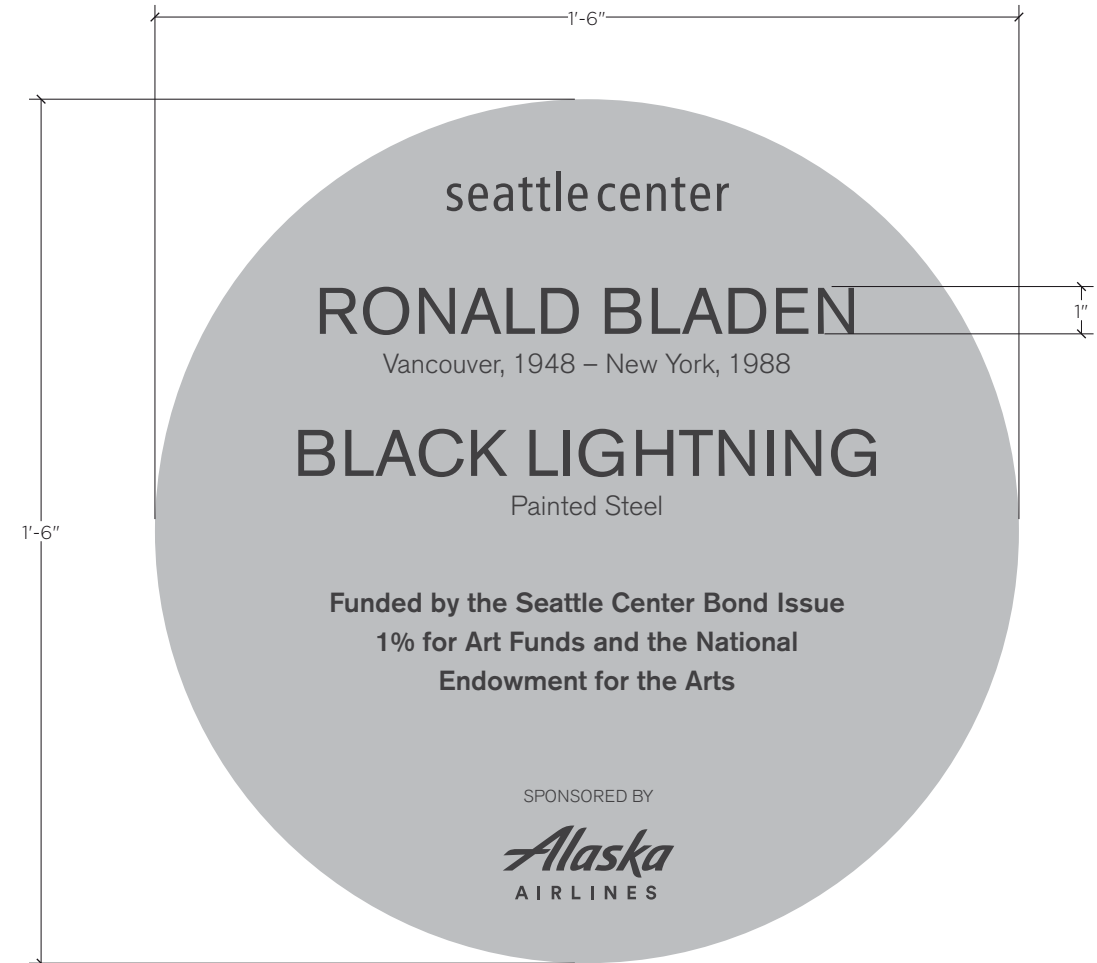
Updates

- Development of full program inclusive of signage and website for additional information
- Artwork identifiers would include QR code (or similar) to drive to website for additional info
- Branded Pedestals/plaques to identify art
- Potential opportunity for pylons to 'start' the tour
- Tie into arena art program





ARTWORK ID
SMALL PYLON

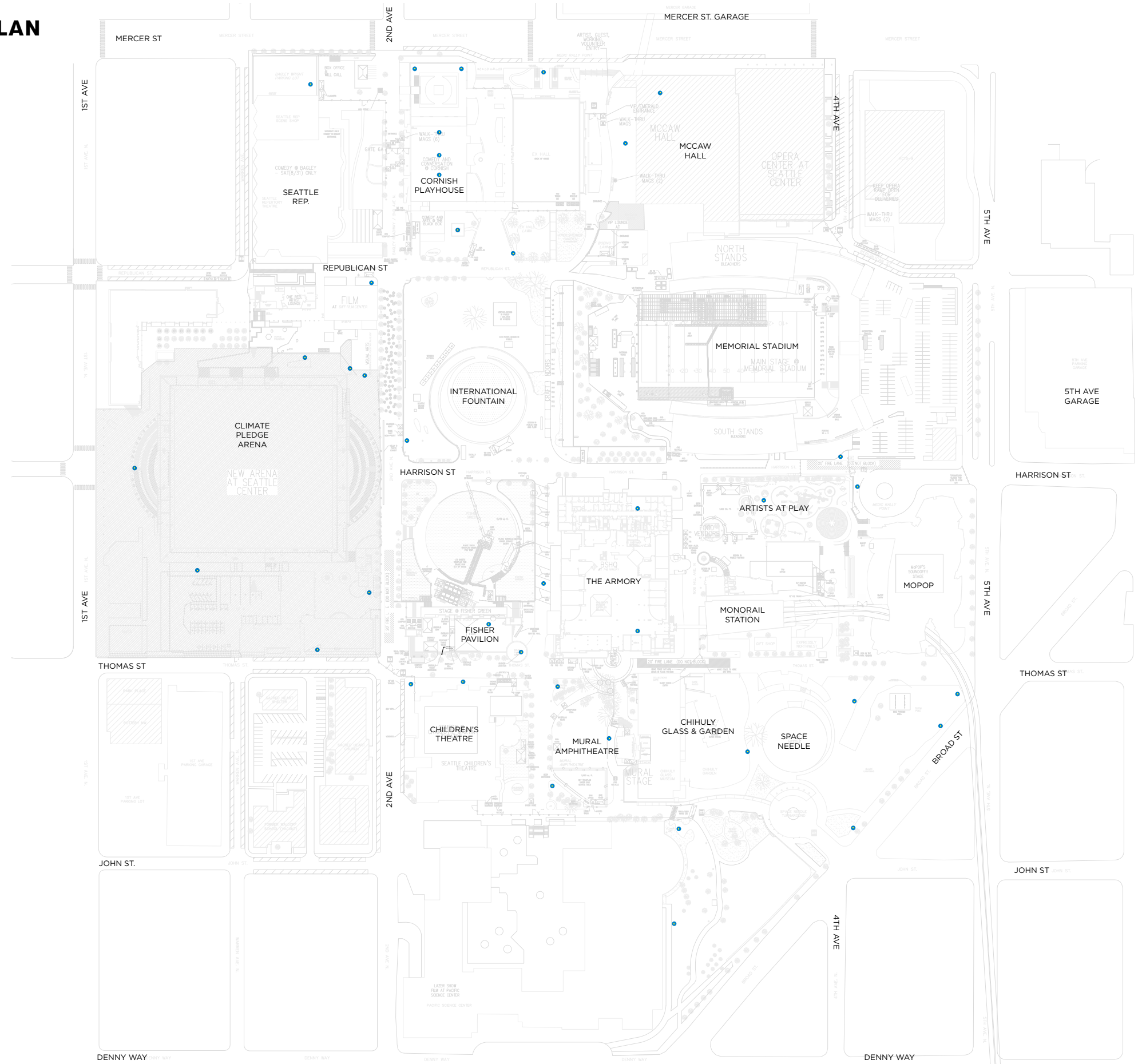


ARTWORK ID
SIDEWALK MEDALLION

CAMPUS SIGNAGE ART WALK ARTWORK LOCATION PLAN

SIGN TYPES AND QUANTITIES:

- Art Walk Artwork ID Signs (50)



CAMPUS GARAGE SIGNAGE **SIGN LOCATION PLAN**

SIGN TYPES AND QUANTITIES:

- CAMPUS READERBOARD -
(Qty shown on Page 11)
- GARAGE ID PYLON 4
- GARAGE WAYFINDING SIGN 2
- GARAGE OVERHEAD ENTRY 4
- GARAGE BLADE 3
- GARAGE PEDESTRIAN SIGN 5
- GARAGE ENTRY / EXIT SIGN 7







CAMPUS SIGNAGE EXTERIOR GARAGE SIGNAGE / MERCER STREET GARAGE



CAMPUS SIGNAGE EXTERIOR GARAGE SIGNAGE / MERCER STREET GARAGE





CAMPUS SIGNAGE EXTERIOR GARAGE SIGNAGE / 5TH AVE N. GARAGE



CAMPUS SIGNAGE EXTERIOR GARAGE SIGNAGE / 5TH AVE N. GARAGE



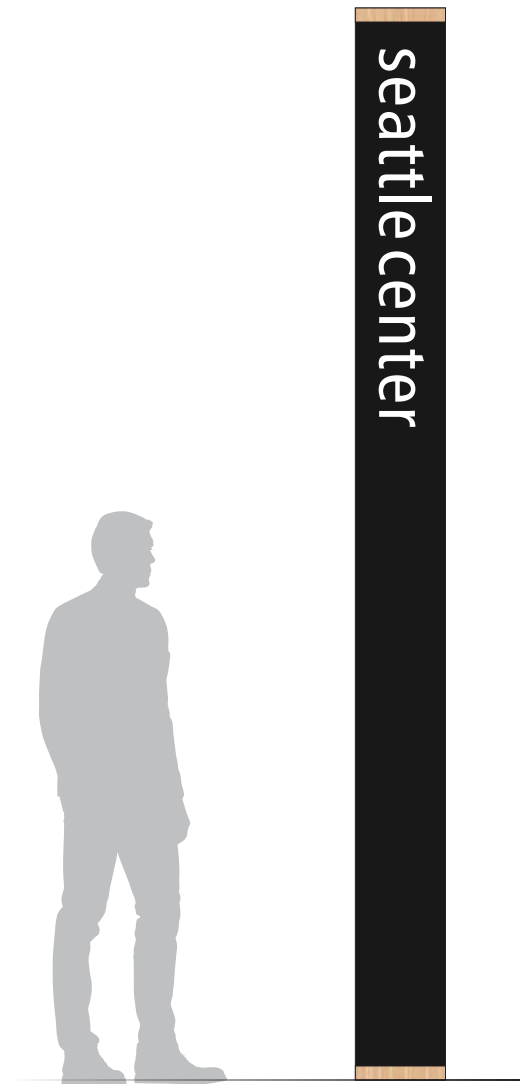
CAMPUS SIGNAGE EXTERIOR GARAGE SIGNAGE / 5TH AVE N. GARAGE



PHASE 2 / ENTRY POINT SIGNAGE / INSPIRATION IMAGERY



Existing Entry Signs at Parks











seattle center

METRO PARKING
METRO PARKING
METRO PARKING





05/
Next Steps