



# Special Streetscape and Gateway Ad Hoc Committee (SGAC) Agenda

September 7, 2022

5:00 to 6:30 PM

\*Hybrid Meeting\*

**This meeting will be conducted in-person with remote options for public participation. The meeting will be broadcast on SeaTV Government Access Comcast Channel 21 and live-streamed on the City's website <https://www.seatacwa.gov/seatvlive> and click play.**

*As this is an advisory committee, public comment will not be taken, but you can send questions to [awoodmass@seatacwa.gov](mailto:awoodmass@seatacwa.gov) at least 24 hours ahead of the meeting.*

Committee Members:  
Councilmember Peter Kwon, Chair  
Deputy Mayor Senayet Negusse  
Alyne Hansen  
Trevor White  
Richard Scherzinger

Note: A quorum of the Council may be present.

Staff Coordinator: Anita Woodmass, Senior Management Analyst

ITEM	TOPIC	PROCESS	PERSON	TIME
1	Introductions		Chair Kwon	5
2	Overview Of Meeting Format, What To Expect, How Members Can Provide Feedback	Discussion	Anita Woodmass	10
3	Overview of Signage Types & General Discussion	Presentation	Holly Williams, Phuong Nguyen (Consultants)	60
4	Next Steps	Discussion	Holly Williams	5
5	Meeting Summary, Wrap Up		Anita Woodmass	5



CITY-WIDE GATEWAY TREATMENTS AND SIGNAGE  
PRELIMINARY DESIGN

AD HOC COMMITTEE MEETING #1  
SEPTEMBER 2022

# INTRODUCTIONS

## City Project Team

Anita Woodmass - Sr. Management Analyst, Project Manager  
Will Appleton - Public Works Director  
Gwen Voelpel - Deputy City Manager  
Jenn Kester - Planning Manager  
Florendo Cabudol - City Engineer  
Tanja Carter - Economic Community Strategist

## KPG Psomas

Phuong Nguyen - Urban Design & Placemaking  
Ginger Plaster - Urban Design Assistant  
Holly Williams - Urban Design & Placemaking

## Ad Hoc Committee

Peter Kwon - Transportation & Public Works Committee  
Senayet Negusse - Parks & Recreation Committee  
Alyne Hansen - Planning Commission  
Richard Schjerzinger - Hotel Motel Advisory Committee  
Trevor White - Sidewalk Advisory Committee



# PROJECT GOALS

## SCOPE

- Design **'Welcome to SeaTac' entry gateway treatment** and signage at **key locations** throughout the City to be prioritized and implemented by the City.
- Identify and develop a **sign "family"** concept design that includes a hierarchy of signage types including monument signs as well as City Facilities and wayfinding signage.

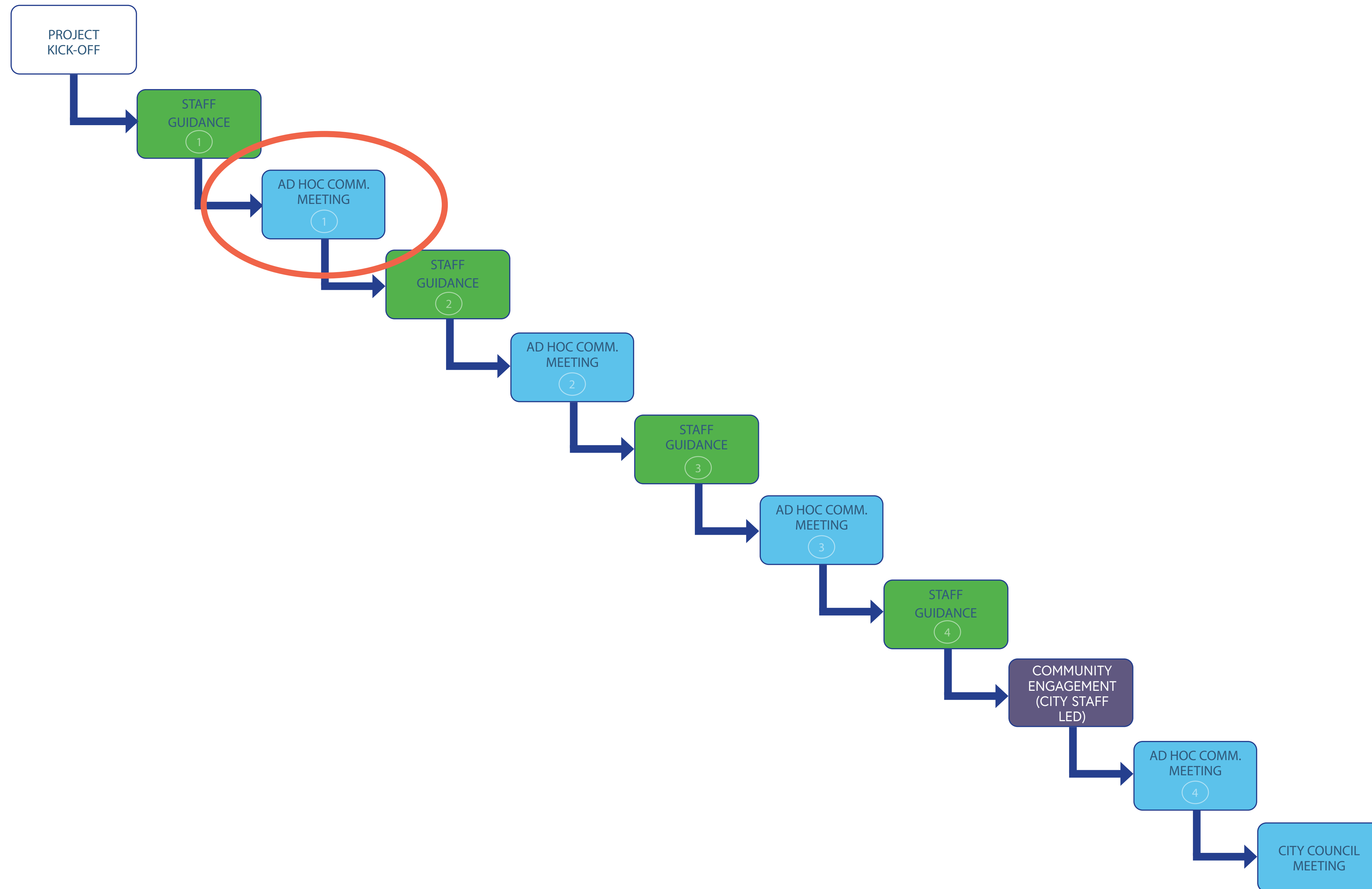
## PRIORITIES

- **Enhance community identity** and provide a consistent, highly recognizable design that will become synonymous with the City.
- Create a **timeless overall design** with elements that could be easily swapped over time as City branding evolves.





# PROJECT SCHEDULE



AD HOC COMMITTEE MEETING #1 | AUGUST 2022

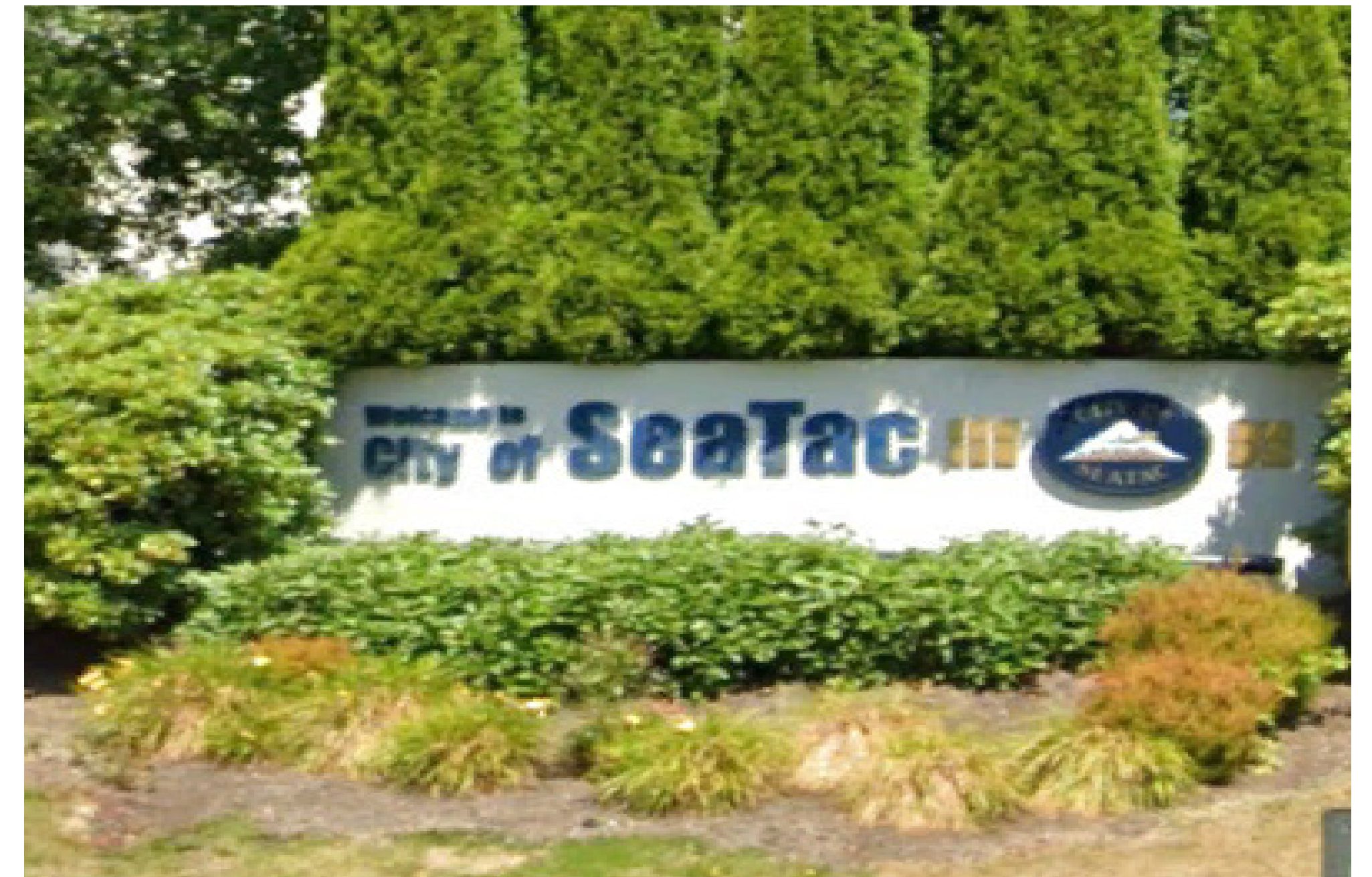
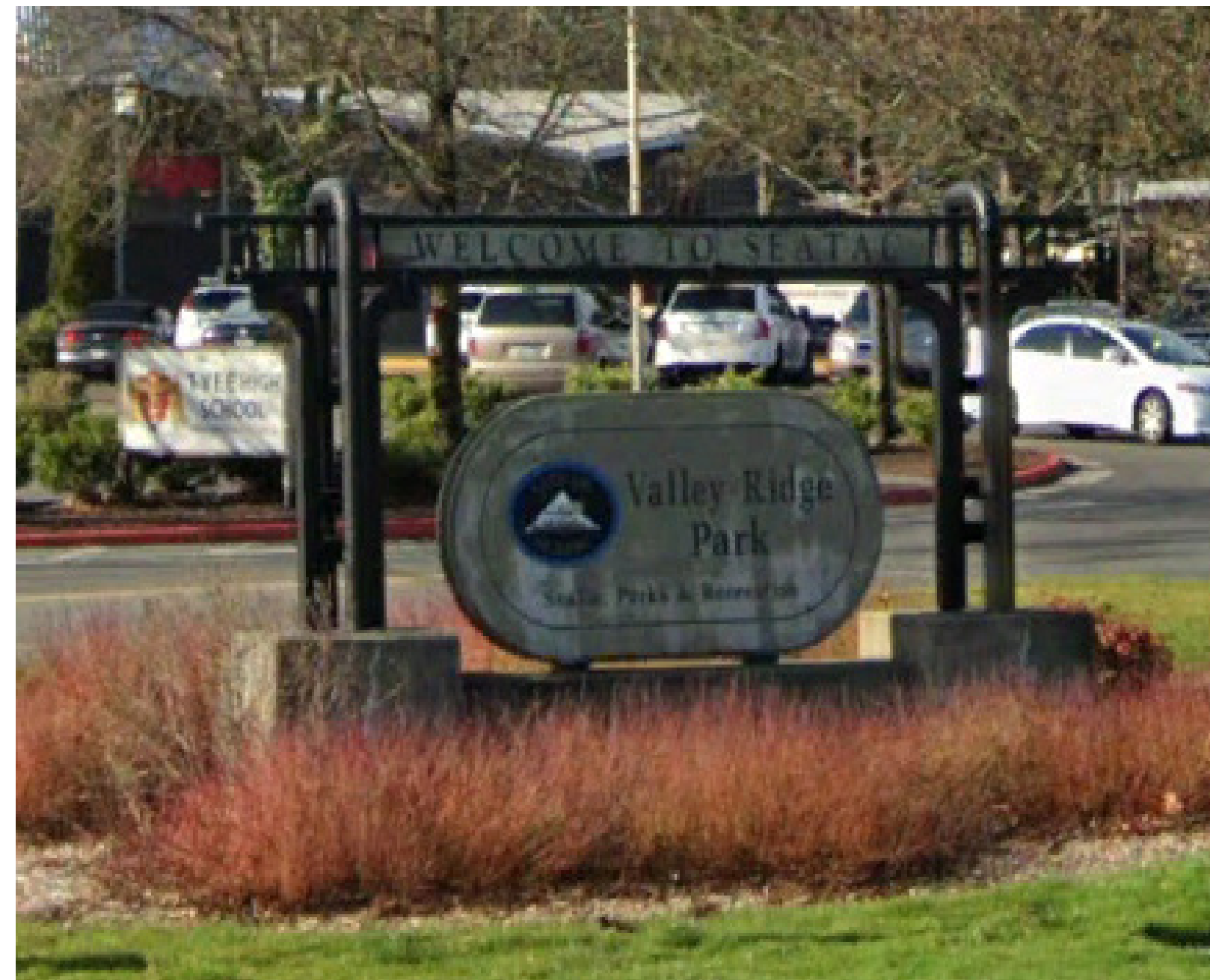


# SIGN LOCATIONS





# EXISTING CITY SIGNS

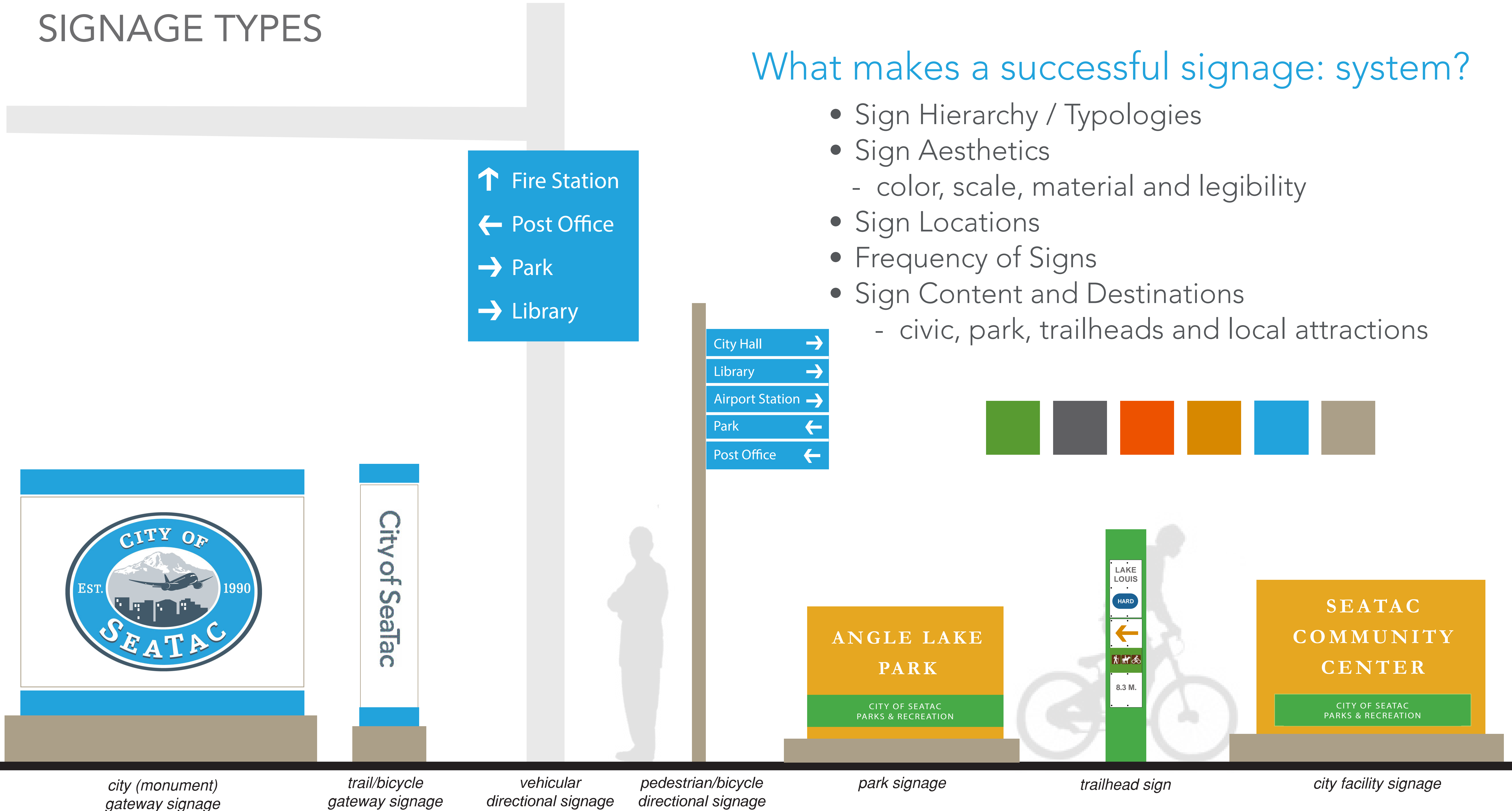




# SIGNAGE TYPES

## What makes a successful signage: system?

- Sign Hierarchy / Typologies
- Sign Aesthetics
  - color, scale, material and legibility
- Sign Locations
- Frequency of Signs
- Sign Content and Destinations
  - civic, park, trailheads and local attractions



city (monument) gateway signage

trail/bicycle gateway signage

vehicular directional signage

pedestrian/bicycle directional signage

park signage

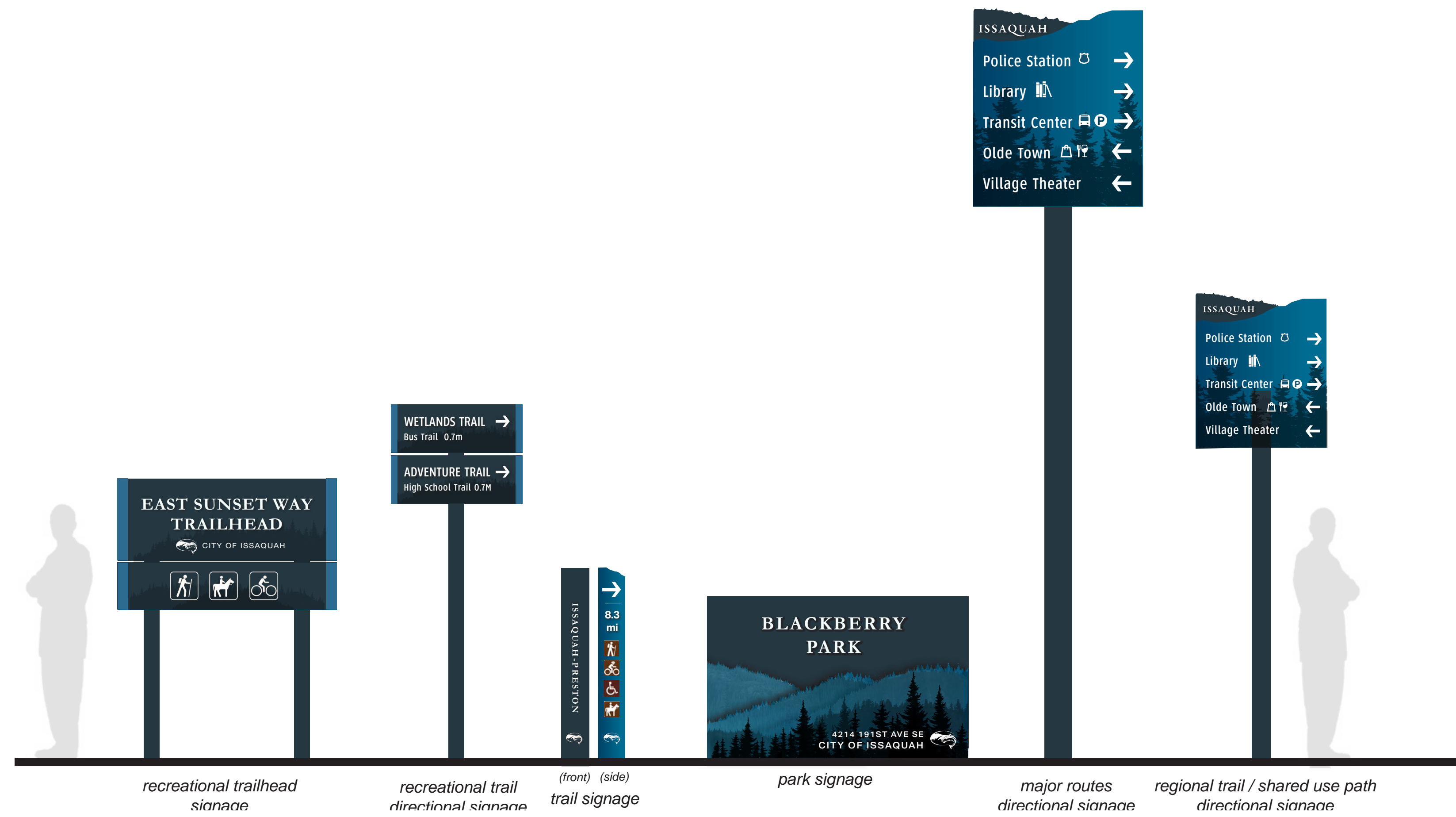
trailhead sign

city facility signage

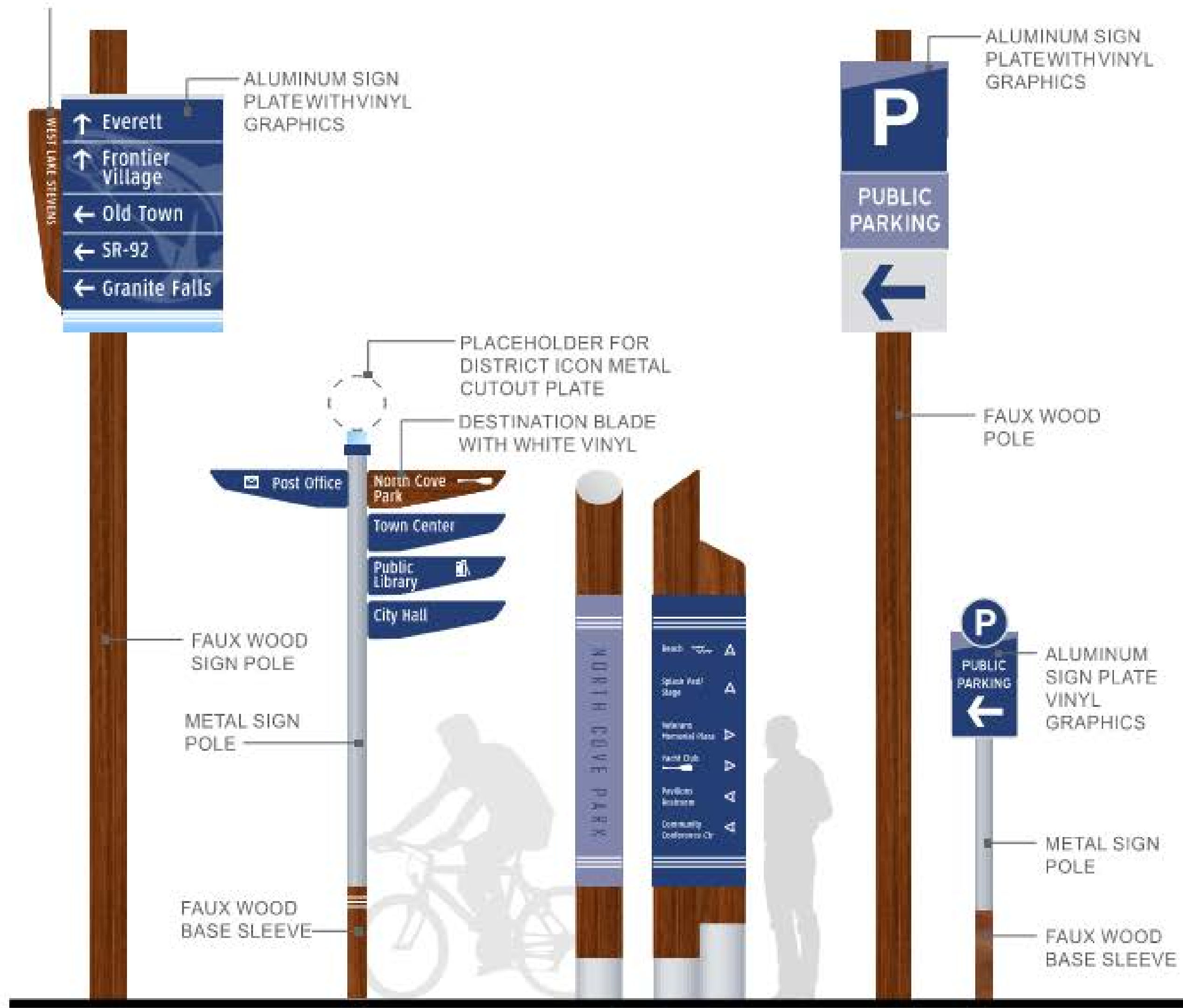




# SIGN HIERARCHY EXAMPLES



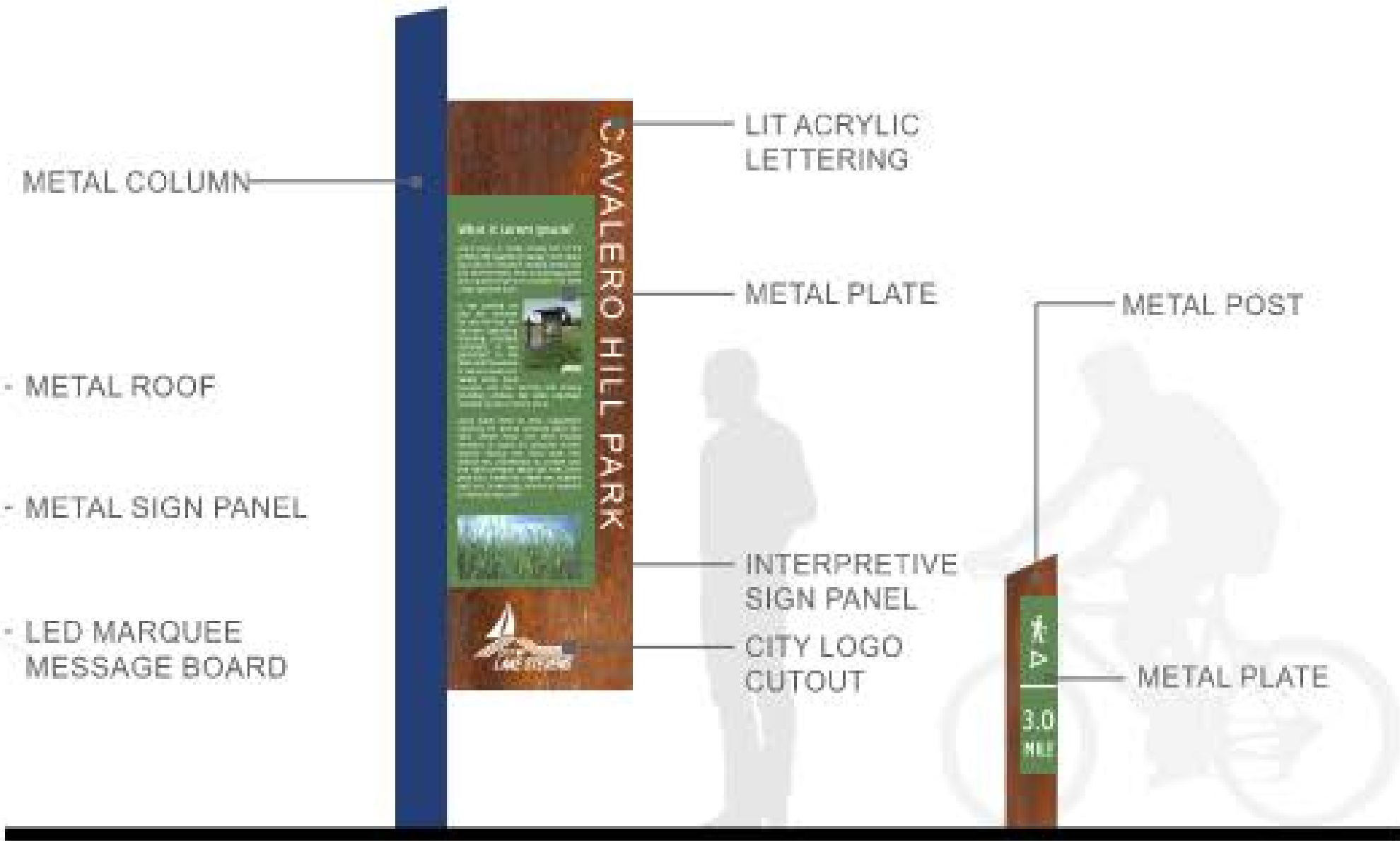
# SIGN HIERARCHY EXAMPLES



Conceptual Downtown Signage



Conceptual Park Signage

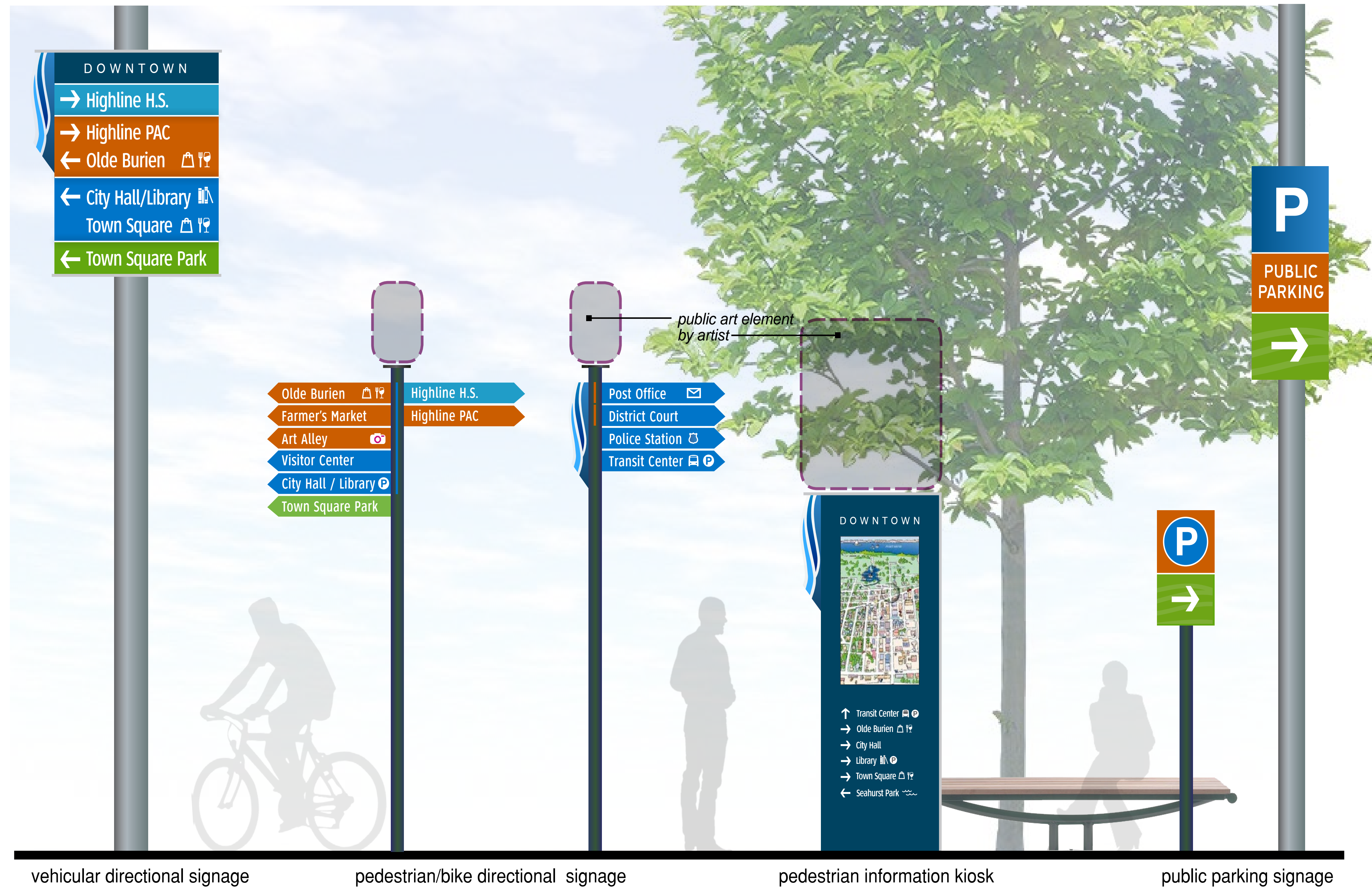


Conceptual Park and Trail Signage



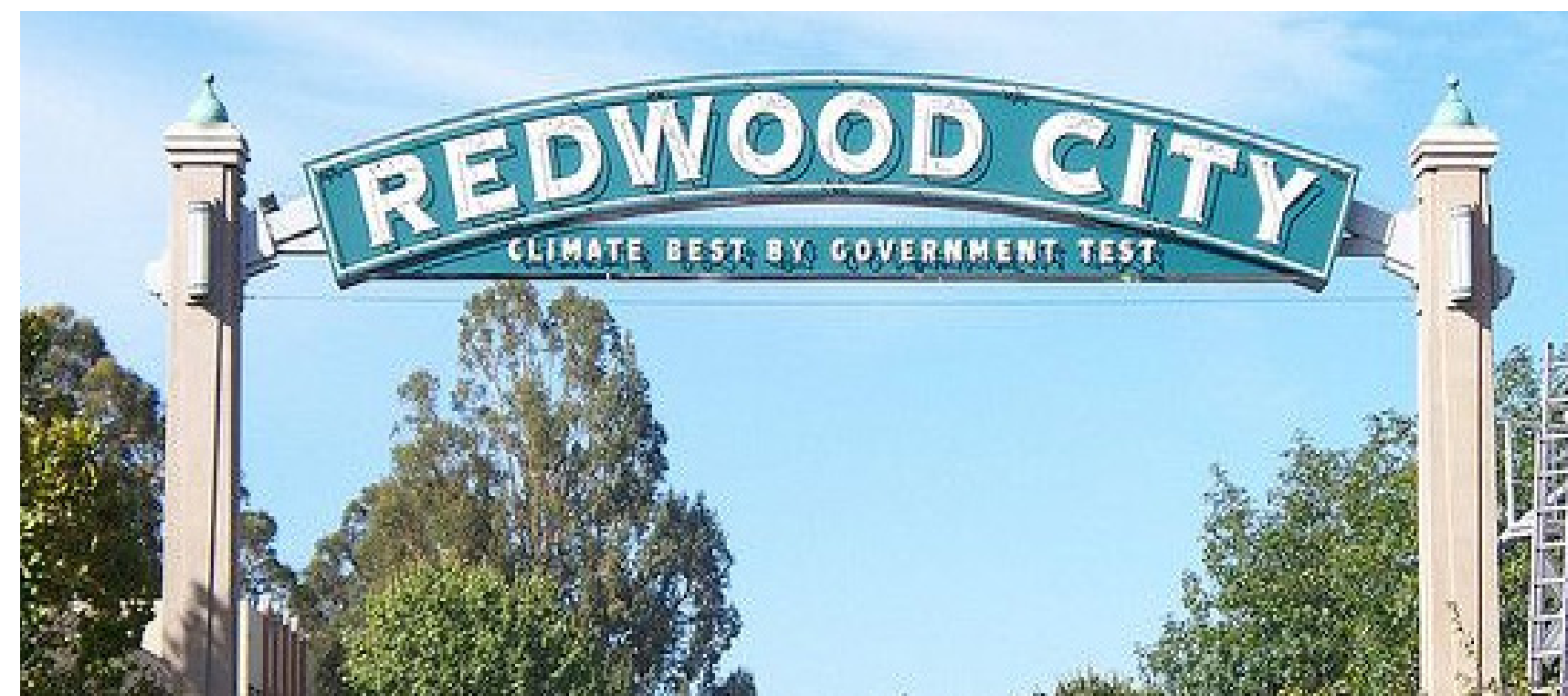
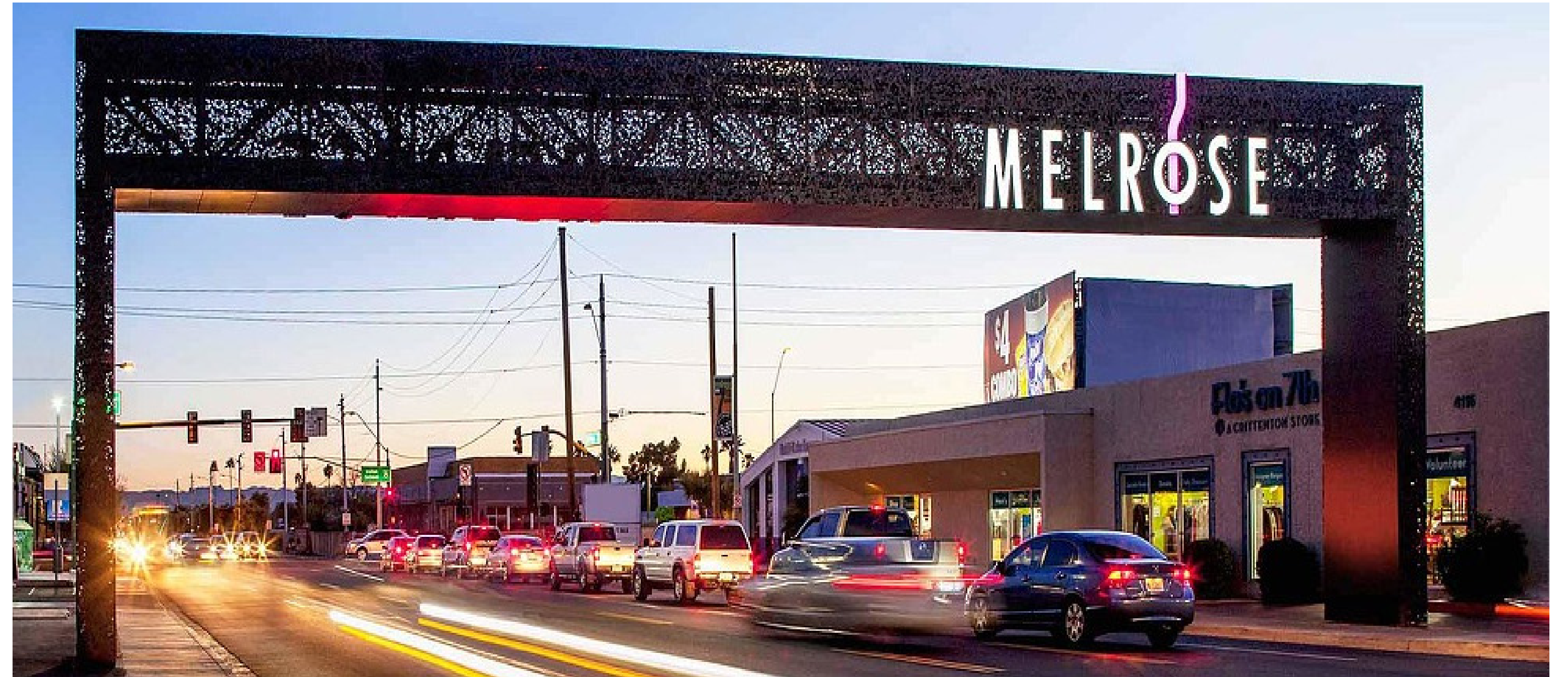


# SIGN HIERARCHY EXAMPLES





# SIGN DESIGN EXAMPLES - GATEWAY (A ONE-OFF)



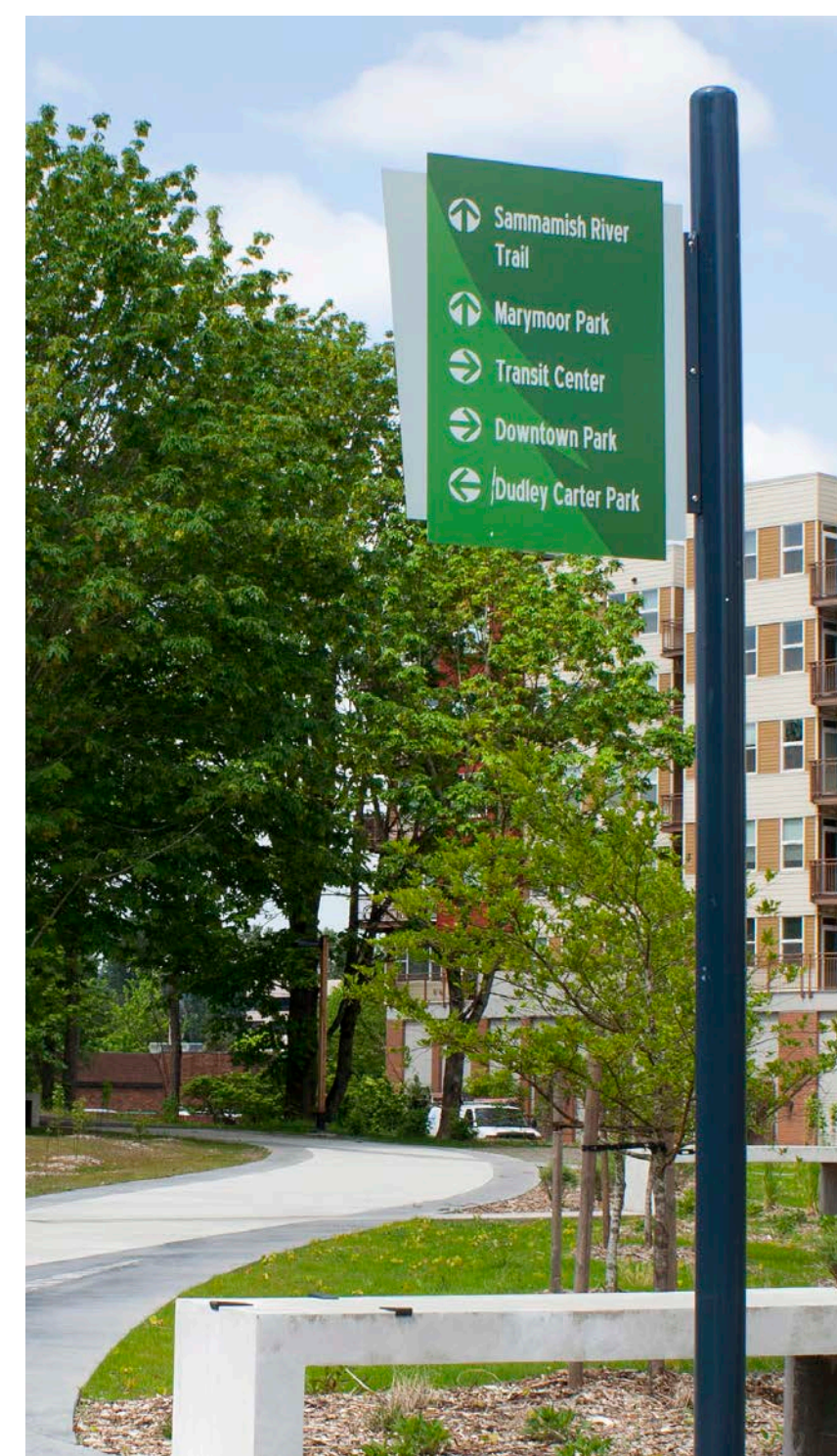


# SIGN DESIGN EXAMPLES - MONUMENT (SEVERAL KEY LOCATIONS)





# SIGN DESIGN EXAMPLES - DIRECTIONAL, TRAIL, WAYFINDING



vehicular directional signage

pedestrian/bicycle directional signage

park/trail signage

trailhead information/mileage signage





# EXISTING SEATAC DESIGN PALETTES

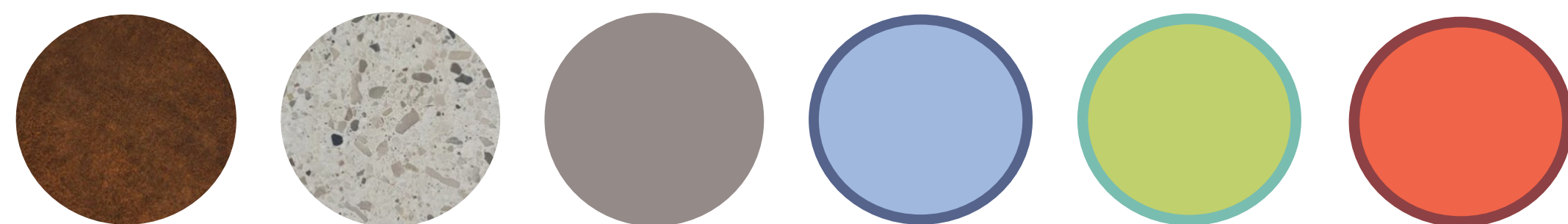
## City of SeaTac



## Everywhere's Possible



## Airport Station Pedestrian Improvement Project - Celebrate SeaTac!



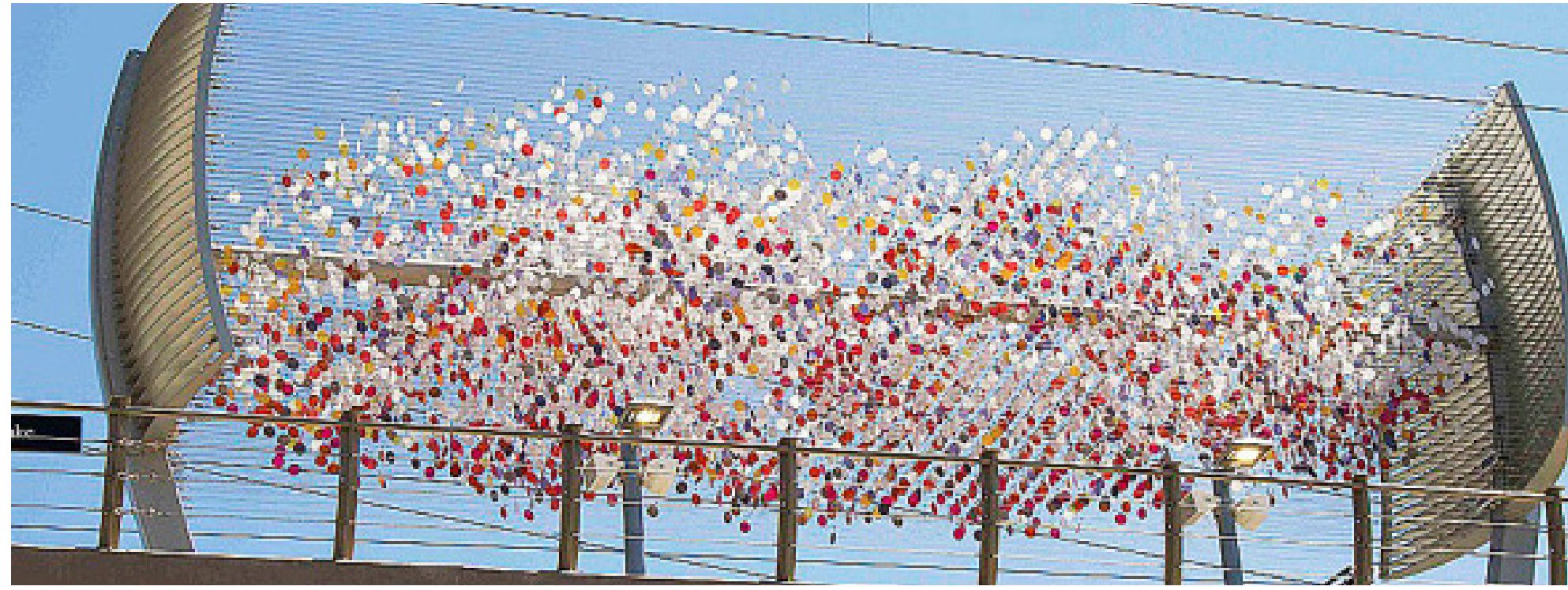
INDUSTRY + TECHNOLOGY + FOG + SKY + FORESTS + SALMON

## SEA - SeaTac International Airport





# SEATAC ART & ARCHITECTURAL INSPIRATIONS



AD HOC COMMITTEE MEETING #1 | AUGUST 2022



## QUESTIONS FOR DISCUSSION:

- In looking through the existing signs, examples, and SeaTac inspiration images, which elements did you like? Which elements did you dislike?
- What qualities or themes do you think reflect SeaTac's unique identity (current or desired)?
- How could that character be conveyed through the "look and feel" of SeaTac signage? (e.g. modern, traditional, industrial, natural, multicultural, innovative, architectural, etc.)
- Are there colors or elements from the existing SeaTac design palettes that should be incorporated?
- Are there particular materials that represent the qualities or themes associated with SeaTac? (e.g. industrial steel, modern aluminum, natural wood, etc.)
- Are there symbols or geographic features associated with SeaTac that should be incorporated into signage?



# NEXT STEPS

## Draft sign concepts

- We will bring three design concepts for discussion and feedback.
- It will be an important meeting. We will be collecting your feedback to progress the design(s) and establish the look and feel based on this discussion.

