



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

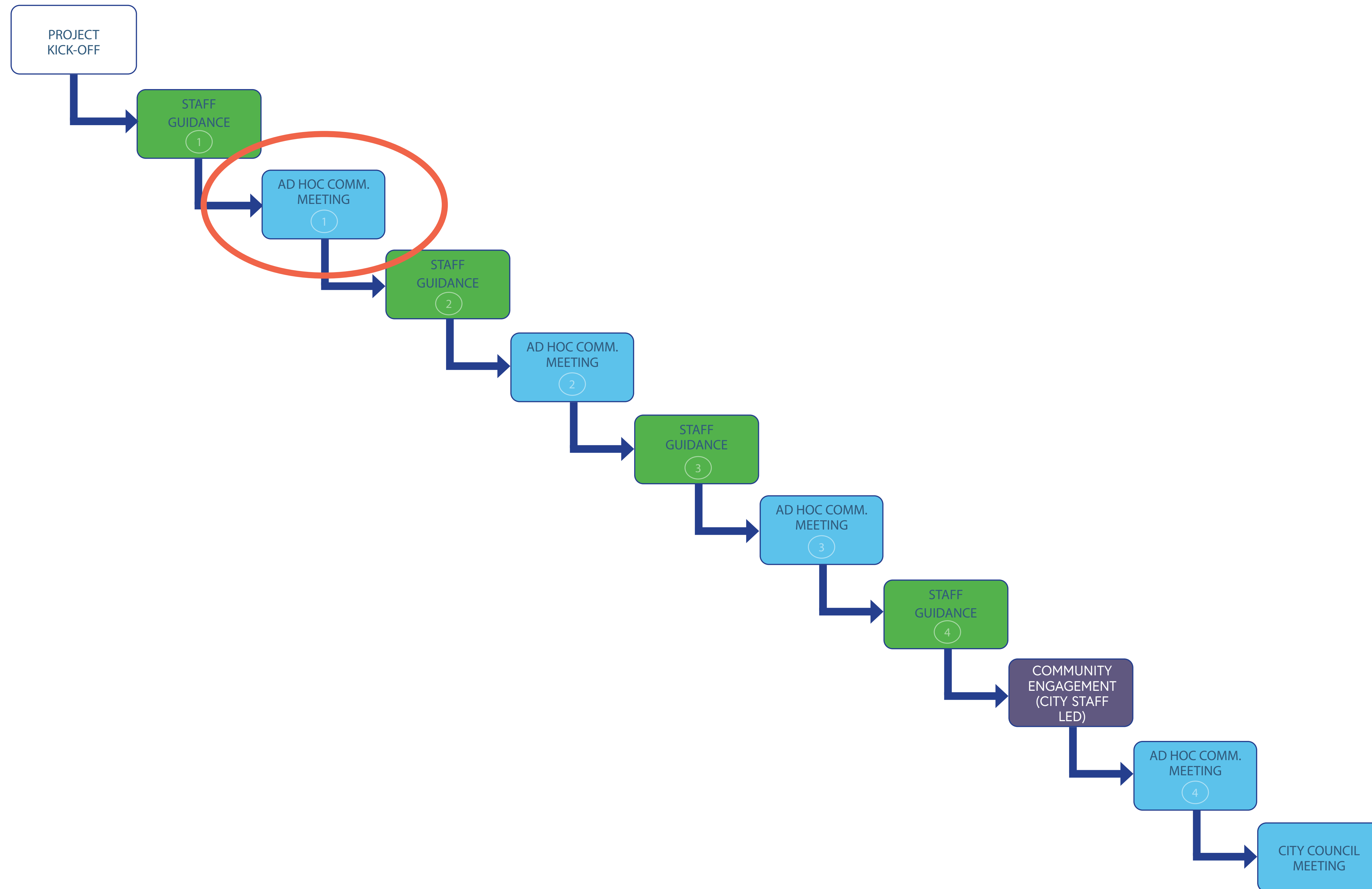
- Design **'Welcome to SeaTac' entry gateway treatment** and signage at **key locations** throughout the City to be prioritized and implemented by the City.
- Identify and develop a **sign "family"** concept design that includes a hierarchy of signage types including monument signs as well as City Facilities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

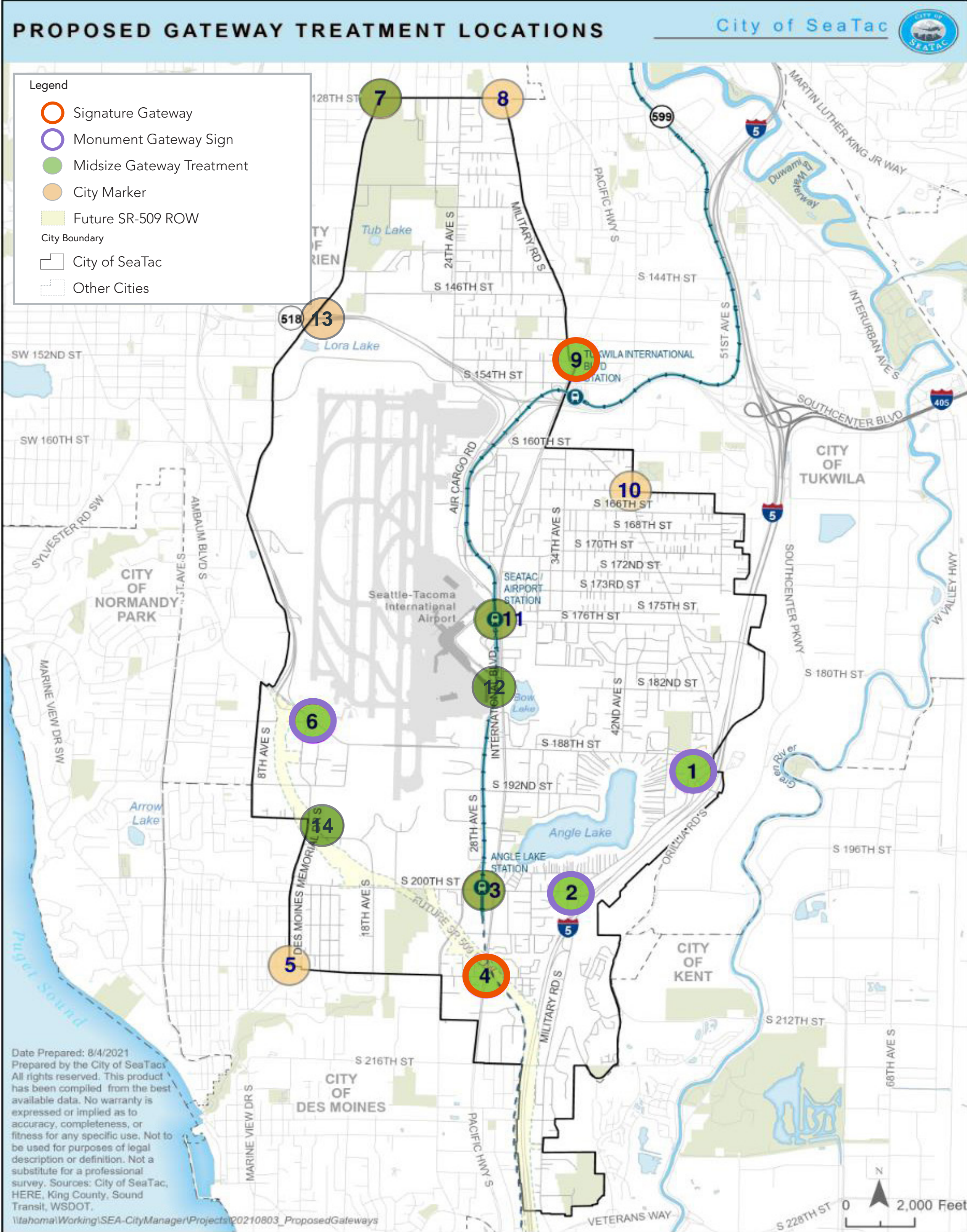


PROJECT SCHEDULE

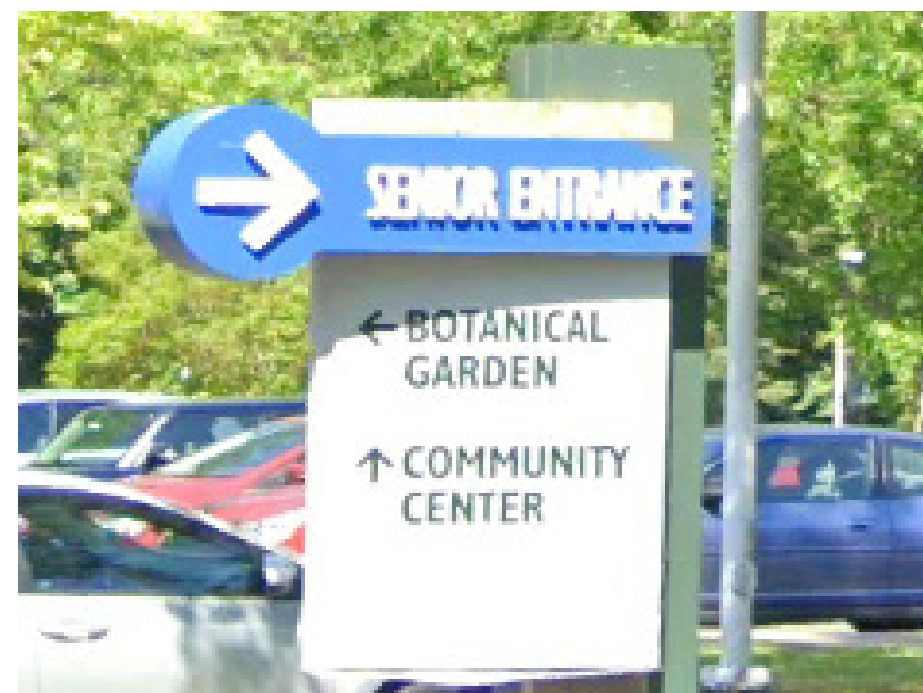
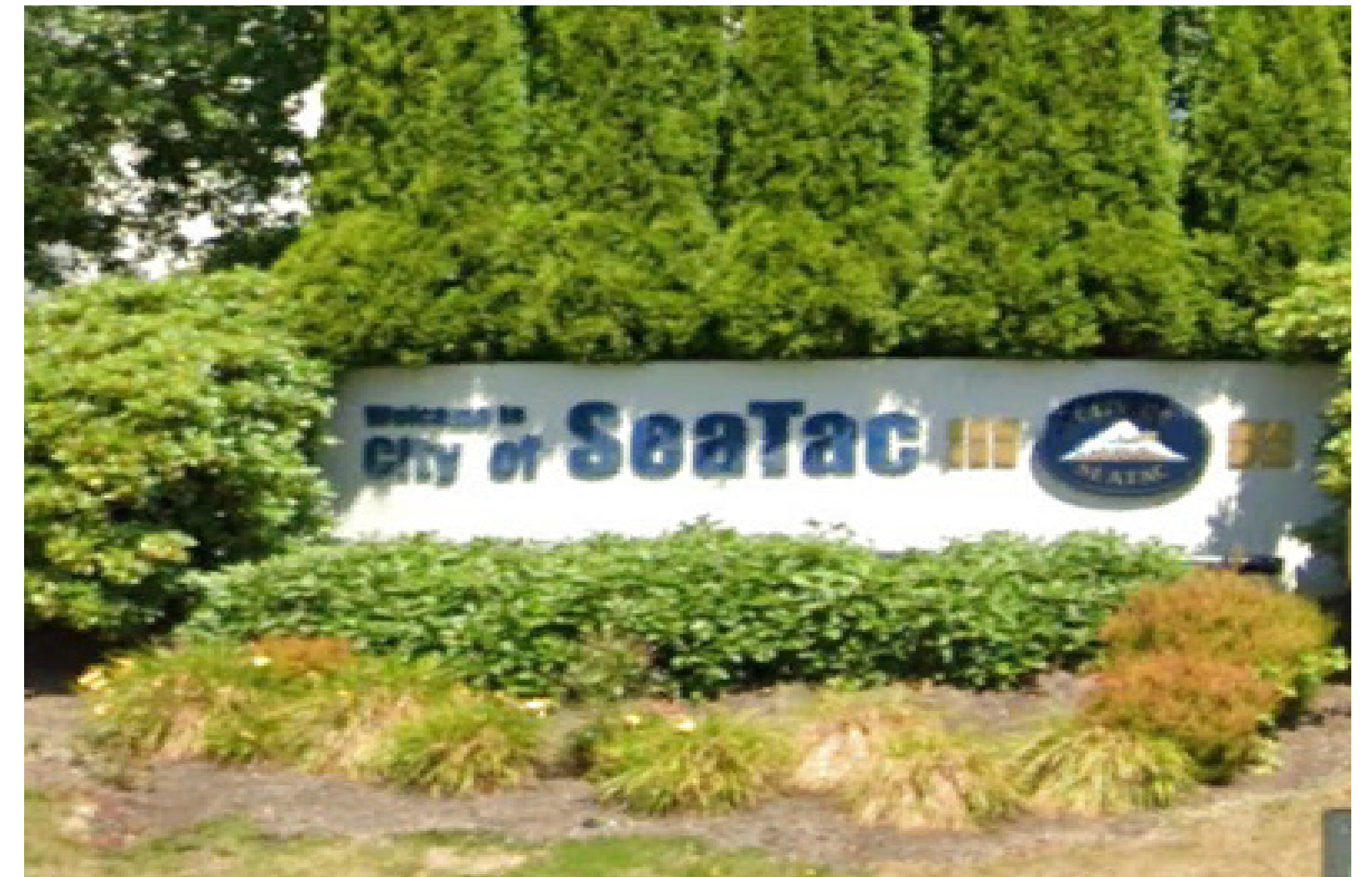
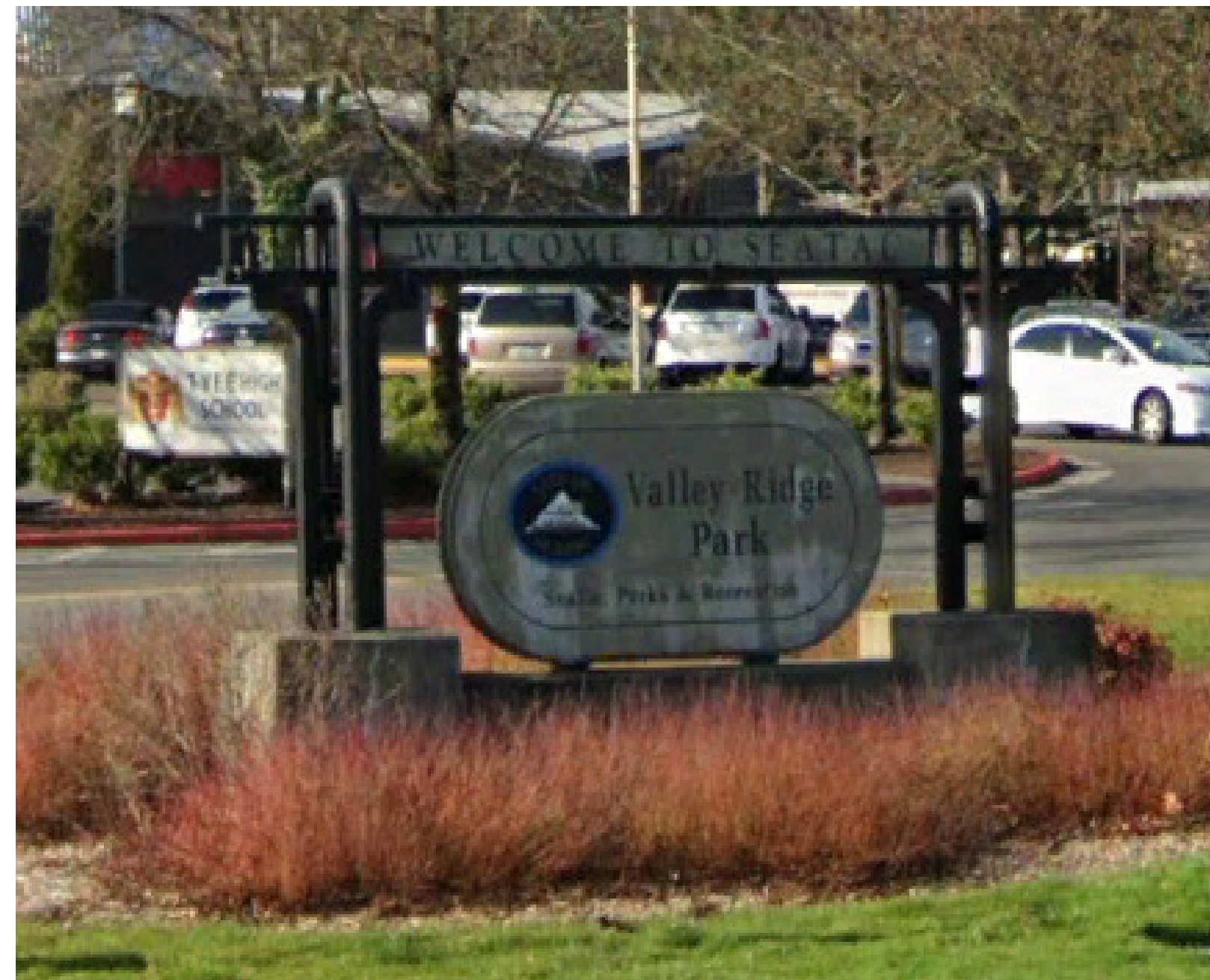


AD HOC COMMITTEE MEETING #1 | AUGUST 2022

SIGN LOCATIONS



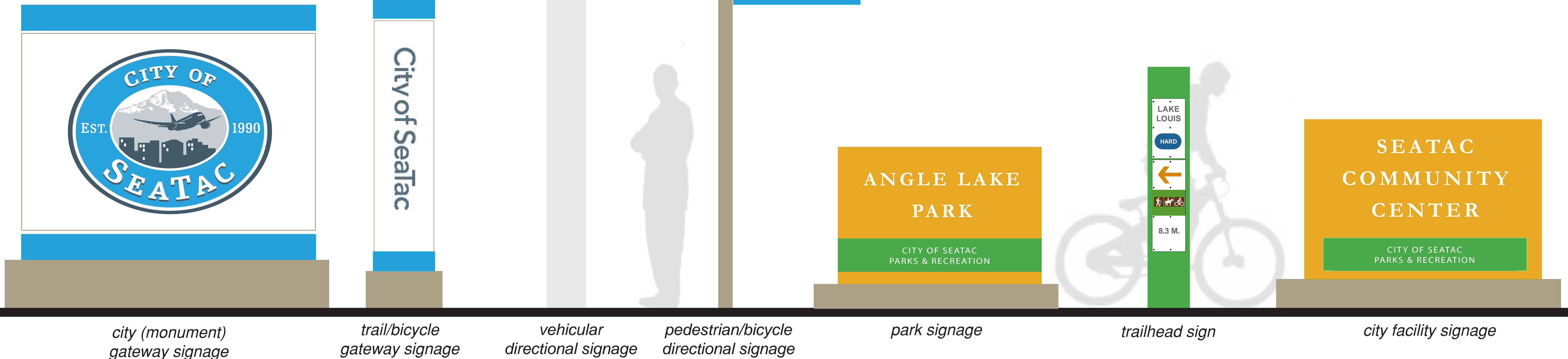
EXISTING CITY SIGNS



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



SIGN HIERARCHY EXAMPLES



city gateway signage
(monument)

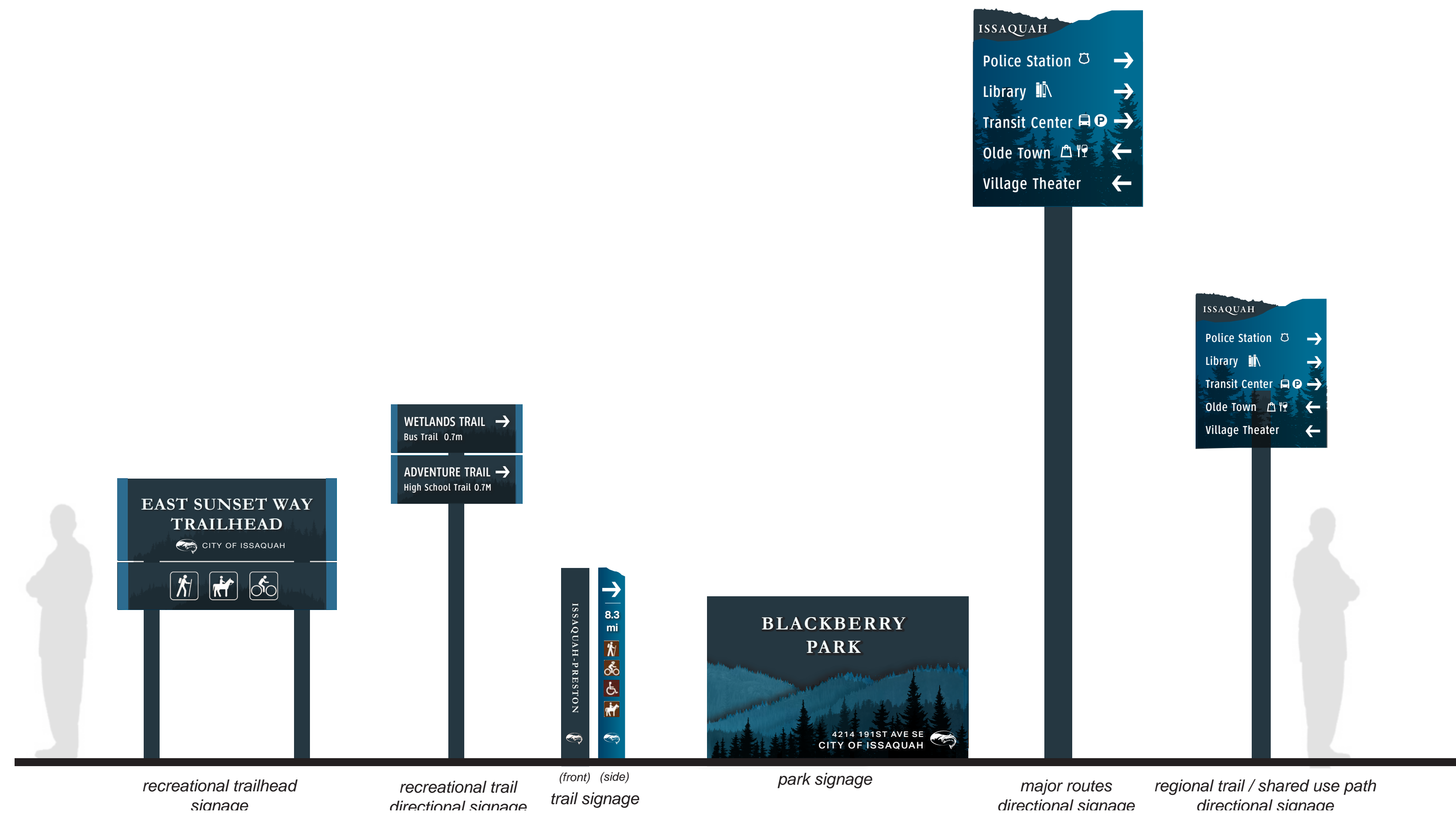
city gateway signage
(vertical)

city gateway signage
(waterfront/regional trails)

city facility signage

city facility facade signage

city facility
directional signage



recreational trailhead
signage

recreational trail
directional signage

(front) (side)
trail signage

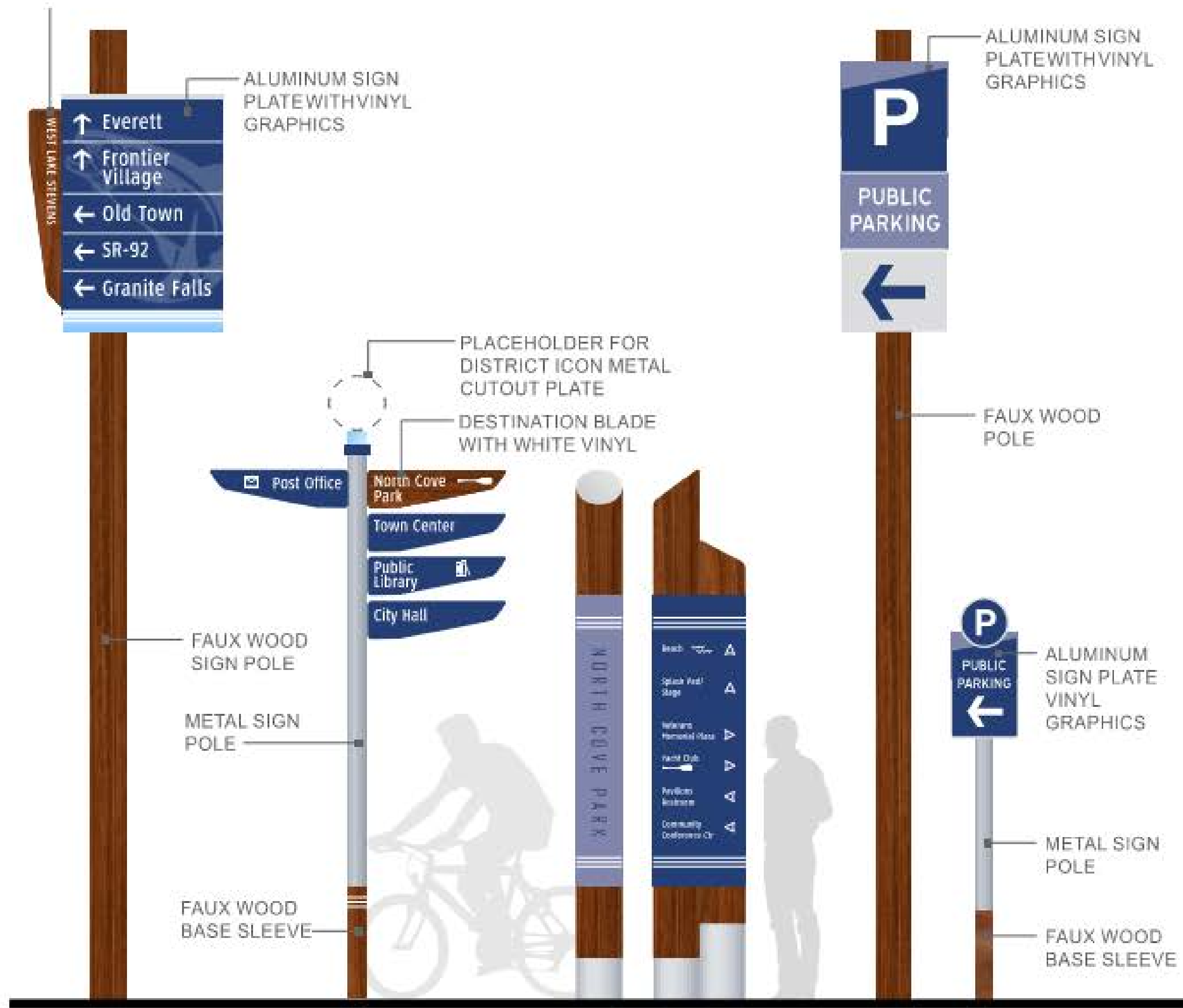
park signage

major routes
directional signage

regional trail / shared use path
directional signage



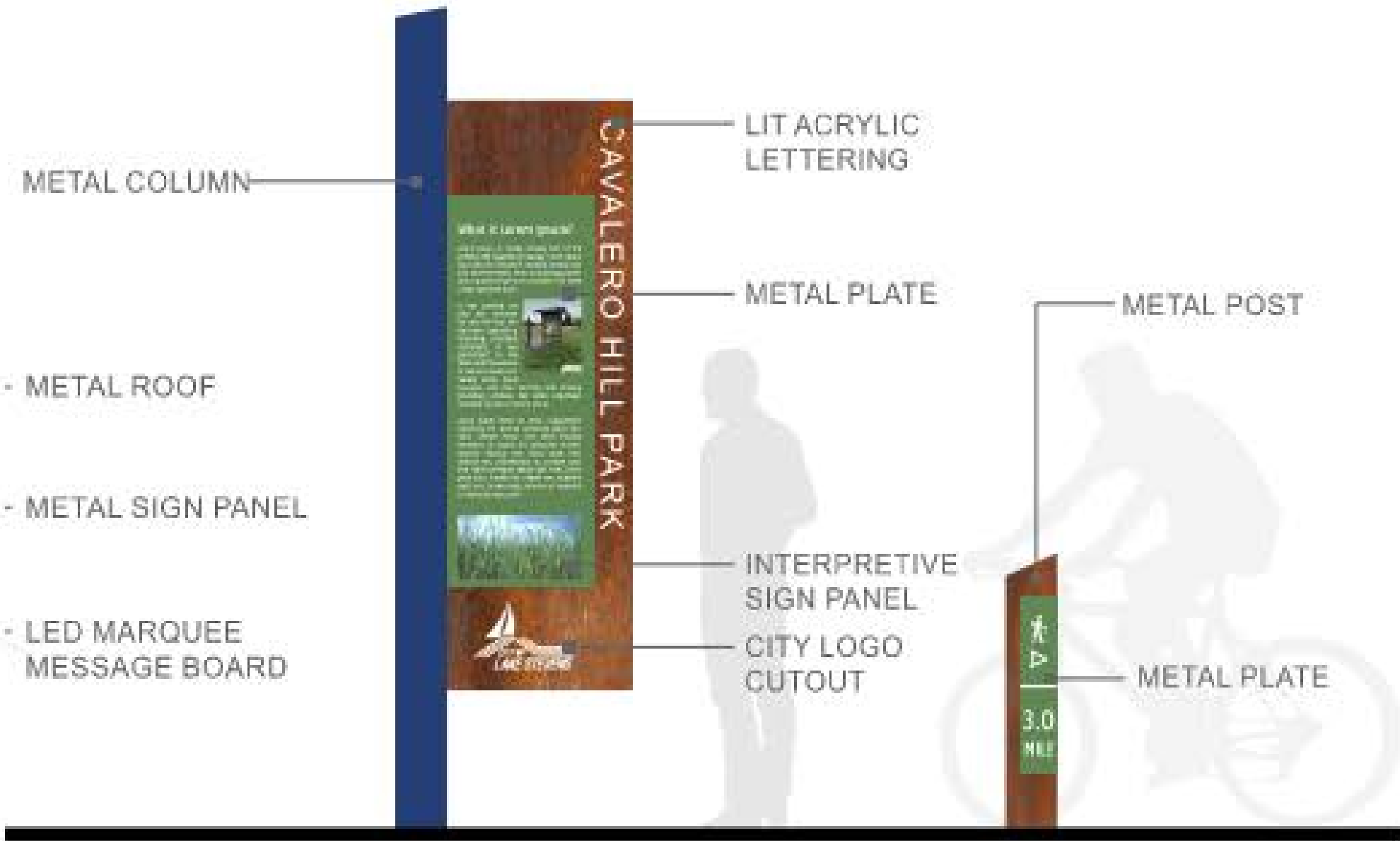
SIGN HIERARCHY EXAMPLES



Conceptual Downtown Signage



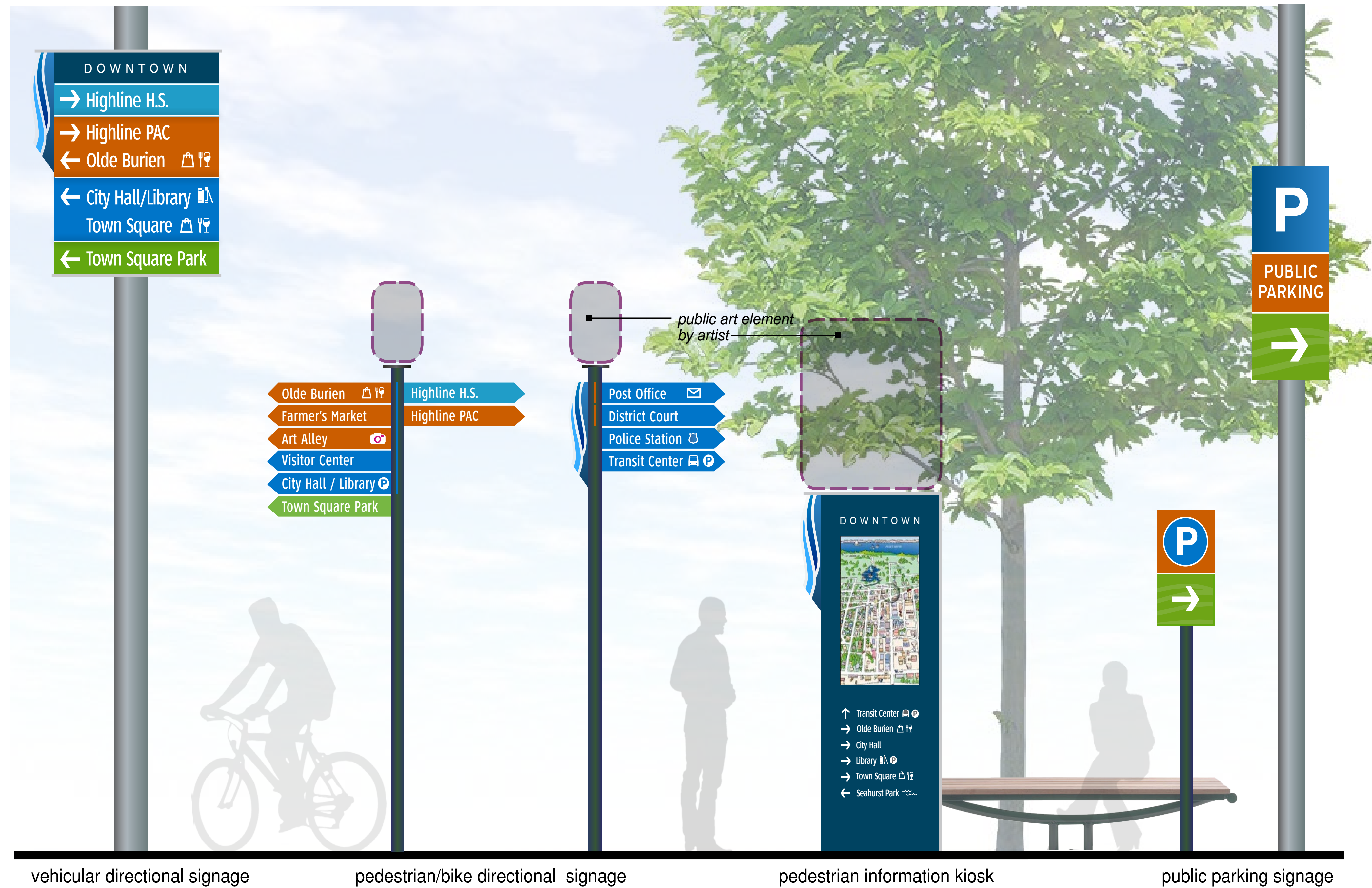
Conceptual Park Signage



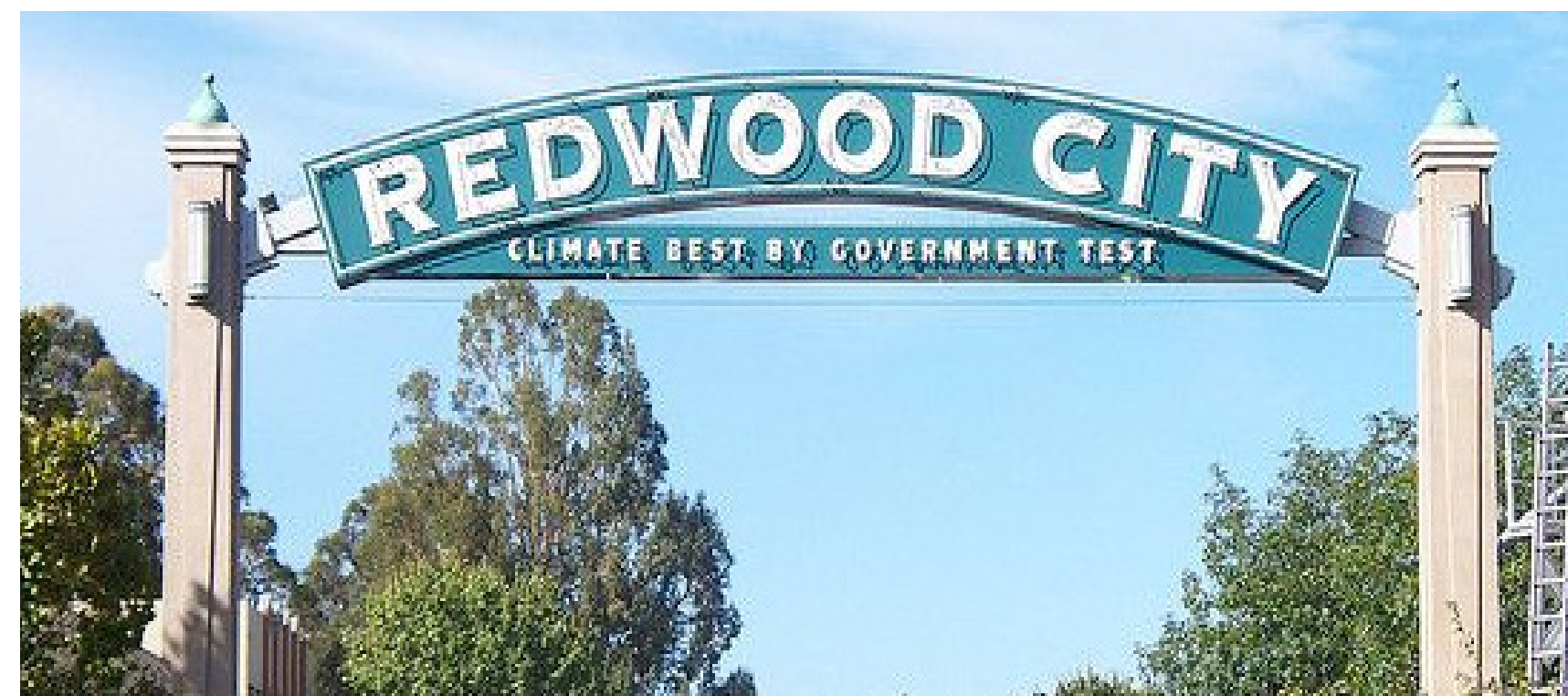
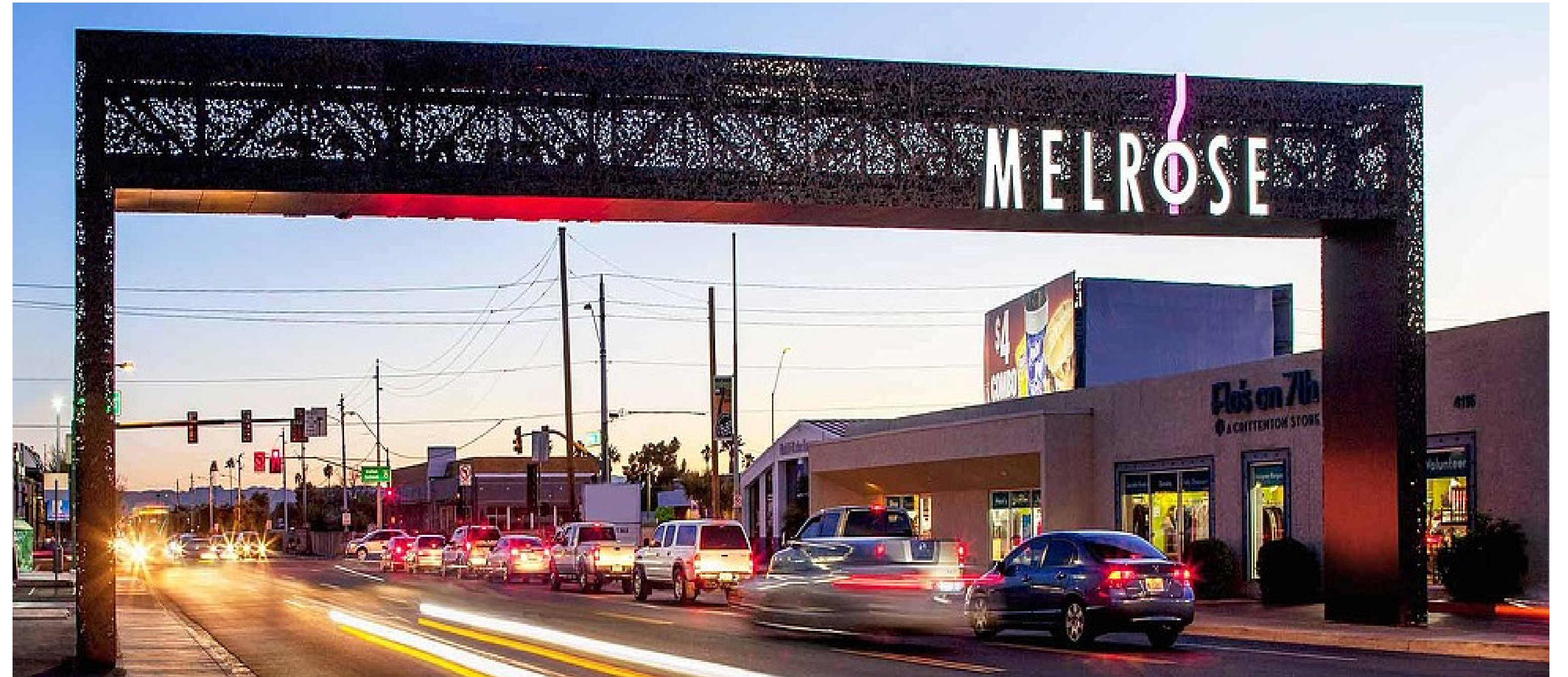
Conceptual Park and Trail Signage



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

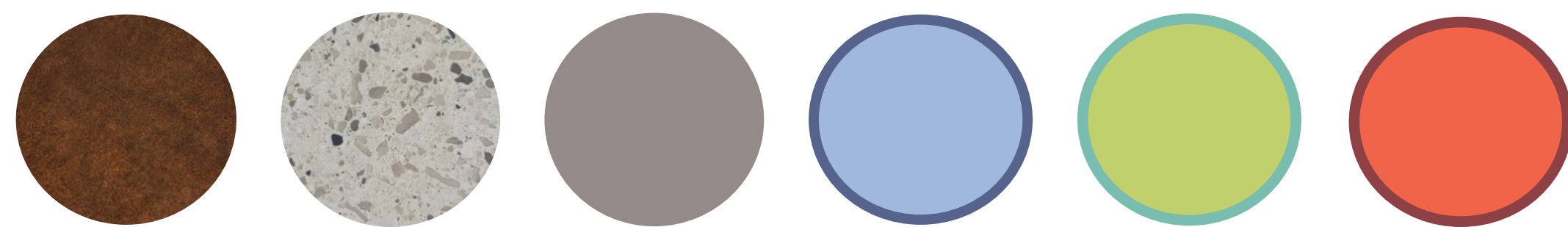
City of SeaTac



Everywhere's Possible



Airport Station Pedestrian Improvement Project - Celebrate SeaTac!

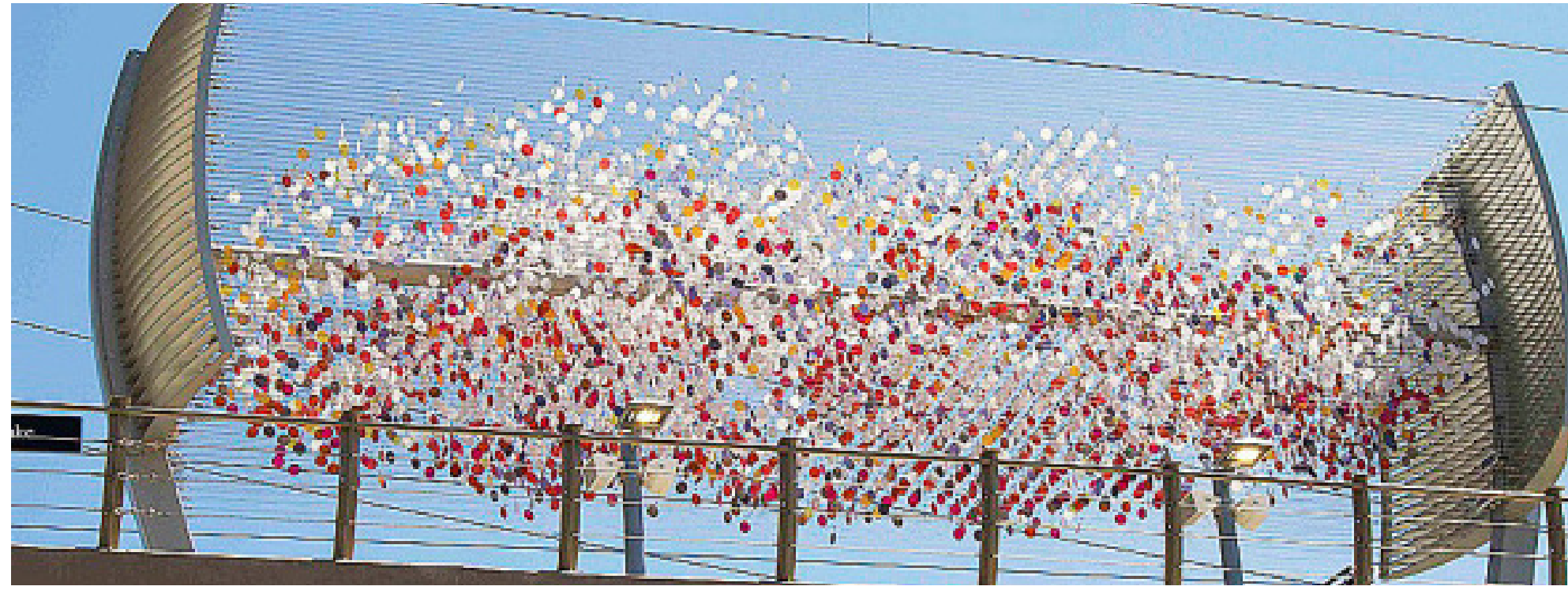


INDUSTRY + TECHNOLOGY + FOG + SKY + FORESTS + SALMON

SEA - SeaTac International Airport



SEATAC ART & ARCHITECTURAL INSPIRATIONS



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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.

