



Special Streetscape and Gateway Ad Hoc Committee (SGAC) Agenda

November 30, 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 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	Approve Prior Minutes	Sept 7 Minutes to approve	Chair Kwon	5
2	Overview Of Meeting Format, What To Expect, How Members Can Provide Feedback	Discussion	Anita Woodmass	5
3	Overview of Signage Types & General Discussion	Presentation	Holly Williams, Phuong Nguyen (Consultants)	20
4	Member Round Robin Discussion	Discussion	Holly Williams	50
5	Meeting Summary, Wrap Up		Anita Woodmass	5

SeaTac Monuments Ad Hoc Committee Meeting #1 Notes – Sept. 7, 2022, 5:00-6:30pm

Attendees: Anita Woodmass, Gwen Voelpel, Senayet Negusse, Peter Kwon, Rich Scherzinger, Alyne Hansen, Jason Fritzler, Holly Williams, Phuong Nguyen, Ginger Plaster

- Introductions, Anita shared goals for meeting today
- Holly & Phuong walk through slide presentation – explain signage types, what makes a good signage, examples of sign families, review of existing SeaTac design palettes
- Peter notes that existing SeaTac signs all seem to have different fonts, inconsistencies that occurred over the years – would like to see more consistency with fonts, colors, forms going forward
- Peter and Senayet note that yellow shown on generic sign slide is not a preferred SeaTac color
- Holly & Phuong note multiple projects currently underway across SeaTac and importance of consistent look and feel across projects
- Alyne comments:
 - Importance of maintaining “City of SeaTac” in signage to differentiate from airport,
 - Likes the consistent use of blue theme
 - Maybe differentiate signage between industrial areas and more residential areas as SeaTac has that duality of industrial and residential pockets
- Rich comments:
 - Agrees with Alyne on industrial vs residential
 - Also want to appreciate rich, diverse community
 - Likes the Celebrate SeaTac palette that has been chosen, but might have some concerns with legibility if colors are too light for contrast and visibility
 - Phuong notes that can use same tones, but darken as needed to improve legibility
 - Rich notes that a lot of the existing concrete monument signs seem a little drab
- Alyne comments:
 - Thinks the sky blue in the Celebrate SeaTac palette is way too light for legibility
 - Likes the existing Angle Lake Park sign with the wood element – seems like a good blend for a neighborhood setting, soften base with stone instead of plain block of concrete
 - As for gateway type signs, like the concrete treatments in different cities where they incorporate decorative motifs into the concrete forms that tie into city branding
- Peter comments:
 - Agrees that the light blue in Celebrate SeaTac is too light and already seems faded
 - Likes the blue from the Angle Lake Station beams – would be dark enough to be legible and still in keeping with City colors
 - Really need to differentiate City from airport – has been a long struggle
 - Doesn’t like the green rebar art installation at airport entrance – hears comments that it looks like unfinished construction, especially during day time when not lit up
 - Notes that angled beams above Airport Station were supposed to be lit up with color changing LED lights, but lights broke about a year and a half after installation and were

never fixed, so that element is missing – reliability will be an important consideration going forward

- Likes the Memphis sign and notes how large it is, shared similar example from Seoul – likes idea of a similar sign somewhere in SeaTac that people will Instagram and create identity for the City
- Phuong notes importance of lighting for installations and suggests some reliable partners that KPG has worked with in past
- Holly notes that maintenance will be an important consideration for the signage design, timelessness and long lasting materials
- Alyne comments:
 - Not sure that there is a location that would work for a large ground level sign like the Memphis sign, but does feel like a “Melrose” type gateway over a road could work
 - Likes the existing City of SeaTac logo, could see opportunity to maybe incorporate 3D jet logo into signage somewhere
- Jason comments:
 - Opportunity to incorporate city branding into signage – Memphis has repeated same fonts, branding from monument sign into other city materials, web site, etc. Paris also has subtle nods to Eiffel Tower in shape of A in city materials
- Senayet comments:
 - Agrees with most of what has already been said
 - Alyne’s comments around differentiating between industrial and residential districts really resonated – perhaps more industrial elements of Celebrate SeaTac palette are used in more industrial areas, softer elements in residential areas
 - Love the blue that everyone has been noting, but also feel like it’s been overused – it’s everywhere in all surrounding cities
 - Liked the Issaquah and Lake Stevens examples, but felt like Burien colors could quickly become dated, so maybe use brighter colors in Celebrate SeaTac palette sparingly
 - Really need to establish own identity for City of SeaTac – like planes, but want people to realize people live here, not just airport
 - Signs that can evolve, easily change elements over time will be important
 - Liked the Melrose gateway sign example – felt like it was functional, but also creates identity
 - Memphis sign takes up a lot of real estate and how likely is it that people will really come/stop and take a photo with sign?
- Peter comments:
 - He has literally gone out of the way to take pictures with special monument signs – Memphis sign is located in a park, Seoul sign is at waterfront – passes lots of local businesses on the way to visit signs, signs create foot traffic for those local business if placed in thoughtful areas
- Phuong comments:
 - There is a great location for a very prominent gateway sign where it will be visible from lots of places, though in roundabout, so might not be as accessible for pedestrians – signage can create destinations
 - Another overpass project offers opportunity for elevated gateway signage

- Rich comments:
 - Can some of these signs be reversible or dual sided? Millions of people pass thru city as leaving airport, so would be seeing back side of signs if not situated appropriately
 - Would be fun to have something iconic that would become a landmark, “can’t pass through SeaTac without taking a picture in front of sign”
 - Competing for group/tourism business with other surrounding cities – anything that helps SeaTac stand out is great
 - Signage is welcoming, better lighting can improve areas and make locations feel safer
 - Reiterates preference for darker colors for easier legibility
- Holly & Phuong review next steps:
 - Will take feedback from this meeting and use to develop 3 initial design concepts
 - Note that these will be just a first iteration so can get additional feedback and continue to evolve/refine designs
 - Initial concepts will show few types/examples from sign family for each of 3 concepts - once narrow down designs, will flesh out into complete sign families for final 2 designs that are presented to public
 - Monuments sign concepts will be shown with some context
- Alyne notes that an overpass would be great location for a sign – would be nice to have a way that visitors could access sign located on overpass with some kind of platform or something so they could engage with sign even if elevated
- Phuong notes that photosims will help with showing context and massing for monuments signs in conceptual designs to help visualize design choices
- Peter notes that none of the monument signs he’s visited in other cities are necessarily in high traffic locations – you do have to go out of the way to find them, but that creates opportunity to make a destination out of sign and drive traffic to a place, e.g. North SeaTac Park
- Peter notes that will still be possible to send comments after meeting if committee thinks of something after meeting ends – Anita and Holly confirm
- Anita comments:
 - Should have reviewed process for signage more fully – location is very relevant to selecting design concept form
 - Sort of a 2 part process – refining locations is one part, design package is another part
 - Concepts may need to be refined in the field to adapt scale, etc. to specific locations
 - Next meeting will be about 4 weeks out – will email committee with some date options



CITY-WIDE GATEWAY TREATMENTS AND SIGNAGE
PRELIMINARY DESIGN

AD HOC COMMITTEE MEETING #2
NOVEMBER 30, 2022

AGENDA

- Project Recap
- Sign Family Concepts - Review and Discussion
- Signature Sign Massing Models - Review and Discussion
- Next Steps

PARTICIPANTS

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

KPG Psomas

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

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

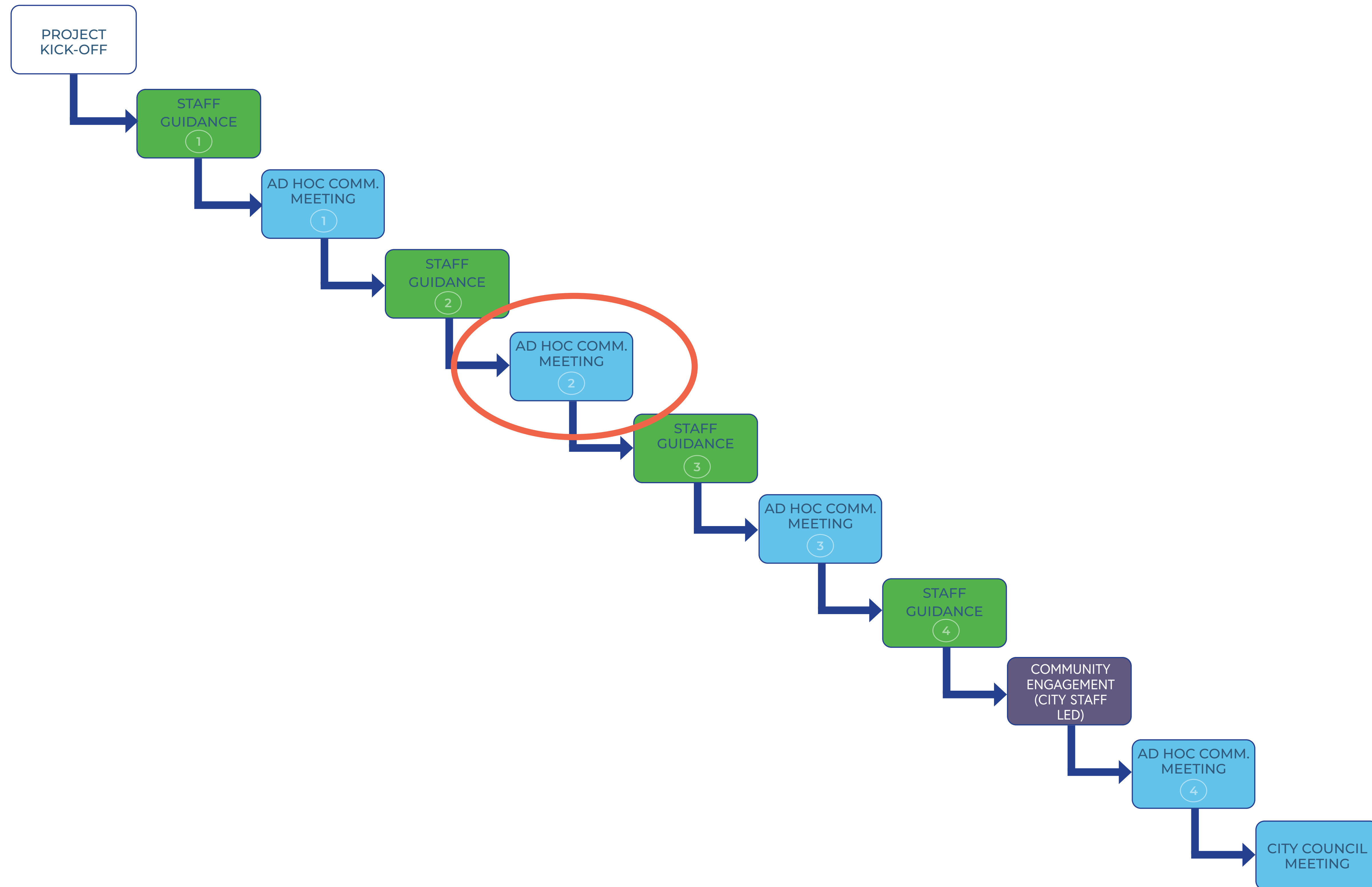
SCOPE

- 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



SIGN LOCATIONS



EXPLORED SIGNATURE GATEWAY CONCEPTS AT THIS LOCATION

SUMMARY FROM AHC MEETING #1

- Importance of establishing a City of SeaTac identity that is distinct from the Airport and adjacent cities
- Focus on timeless designs with durable, easy to maintain materials along with components that can be changed over time as needed
- Color palette that is recognizable, legible, and unique to City of SeaTac
- Differentiation of signage between industrial/commercial and residential areas
- Existing SeaTac signs have inconsistencies in fonts/forms that occurred over the years - need consistency across signage family going forward
- Signs should be legible from multiple directions, whether arriving or departing
- Iconic signature gateway sign

EXISTING DESIGN PALETTES



DISTINGUISH/DIFFERENTIATE FROM:



INITIAL SIGN CONCEPTS

3 Sign Options :

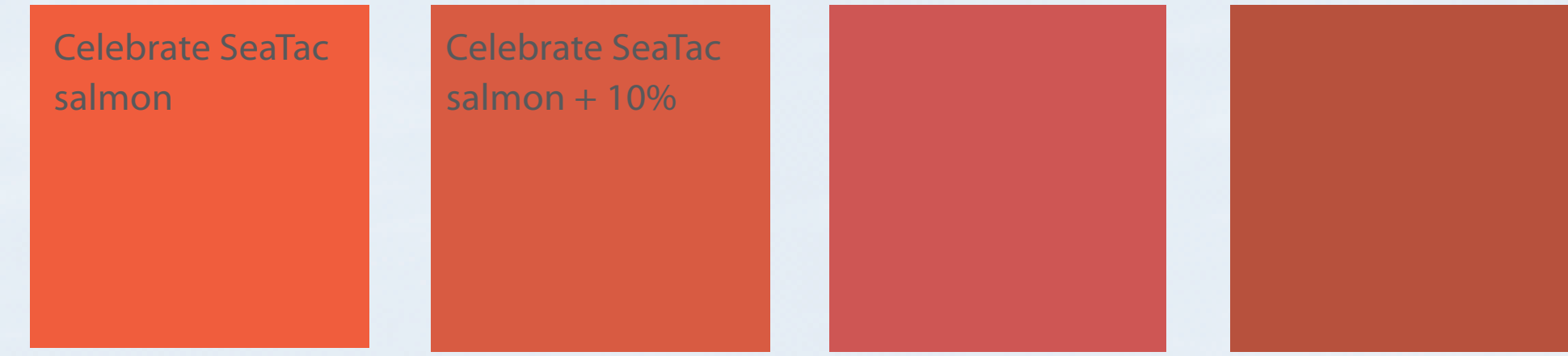
- Variations
- Examples
- Sample materials/finishes

Round Robin Discussion

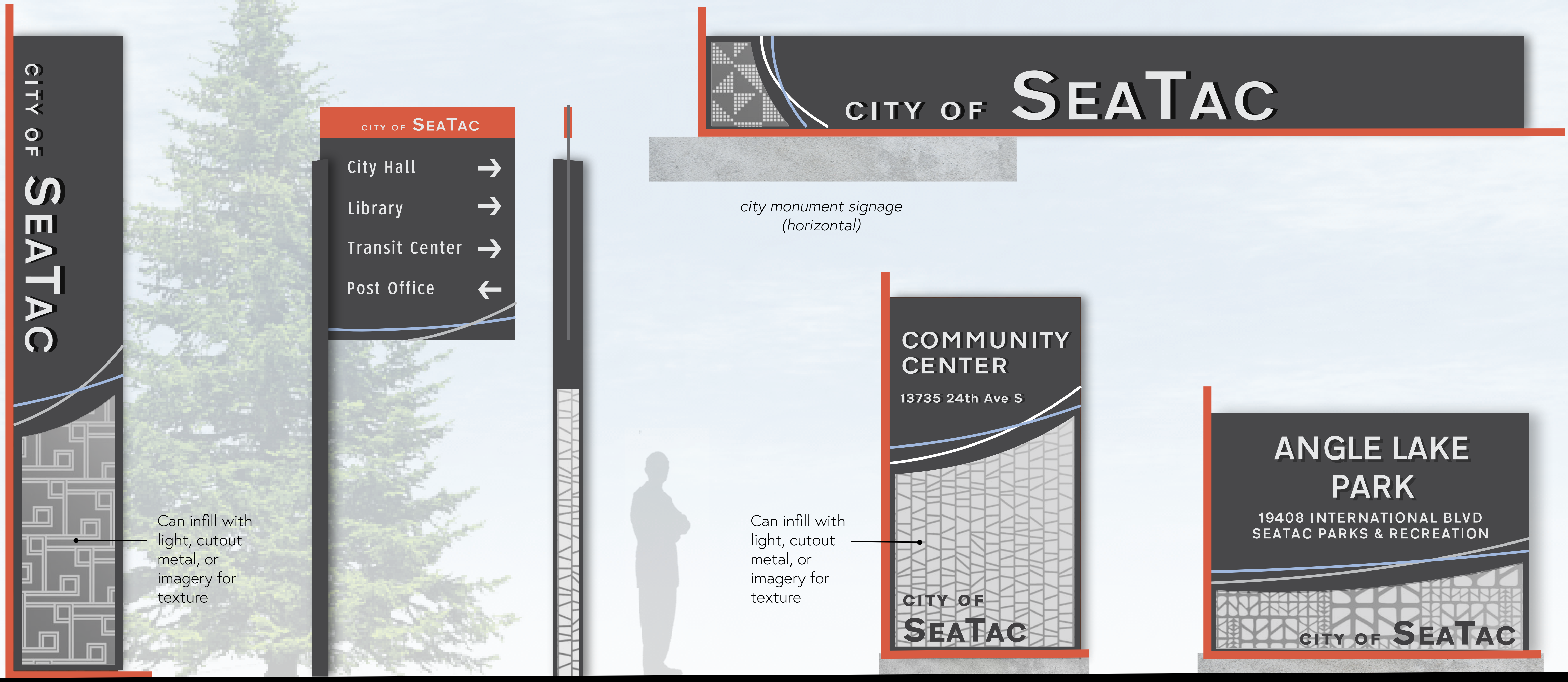
SEATAC SIGNAGE FAMILY

CONCEPT #1 - SALMON COLORWAY

Linear forms with applied pattern via resin or glass panels



SAMPLE SALMON FINISHES



Can infill with light, cutout metal, or imagery for texture

Can infill with light, cutout metal, or imagery for texture

city gateway signage (vertical)

vehicular directional signage (elevation)

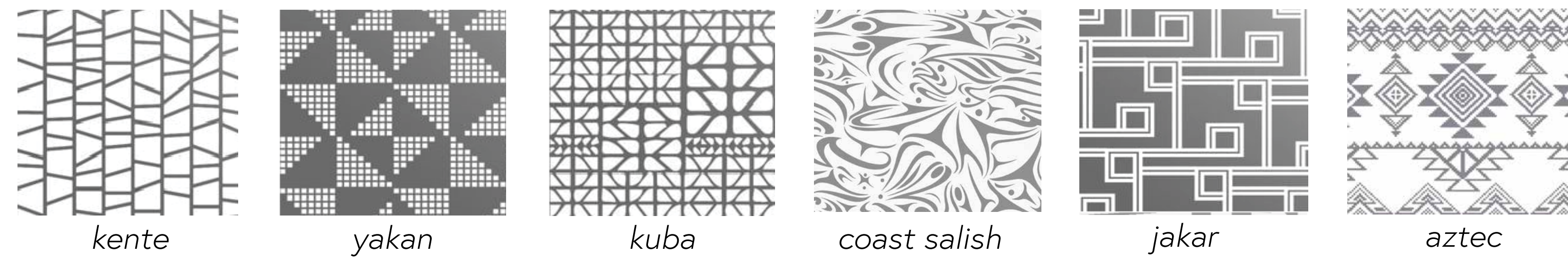
(side)

city facility sign

park sign

MULTICULTURAL PATTERN - MATERIALS

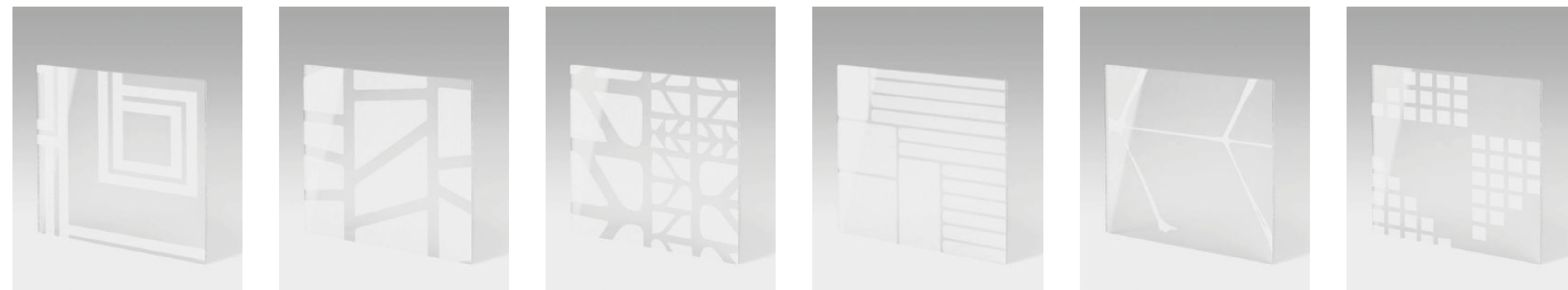
Exterior grade resin panels or high performance architectural glass (also available in color)



SAMPLE PATTERNS

Global Expressions Collection

Unified through geometry and shape, these patterns are inspired by textiles from around the world.



Jakar Etch

Kente Etch

Kuba Etch

Ochre Etch

Shibori Etch

Yakan Etch

CENTRAL AFRICA

Kuba

Kuba cloth designs originated in Central Africa in the 17th century in the Kuba Kingdom. It features both repeated themes and irregularities throughout its pattern. Our adaptation is focused on its bold geometric repeats.



PHILIPPINES

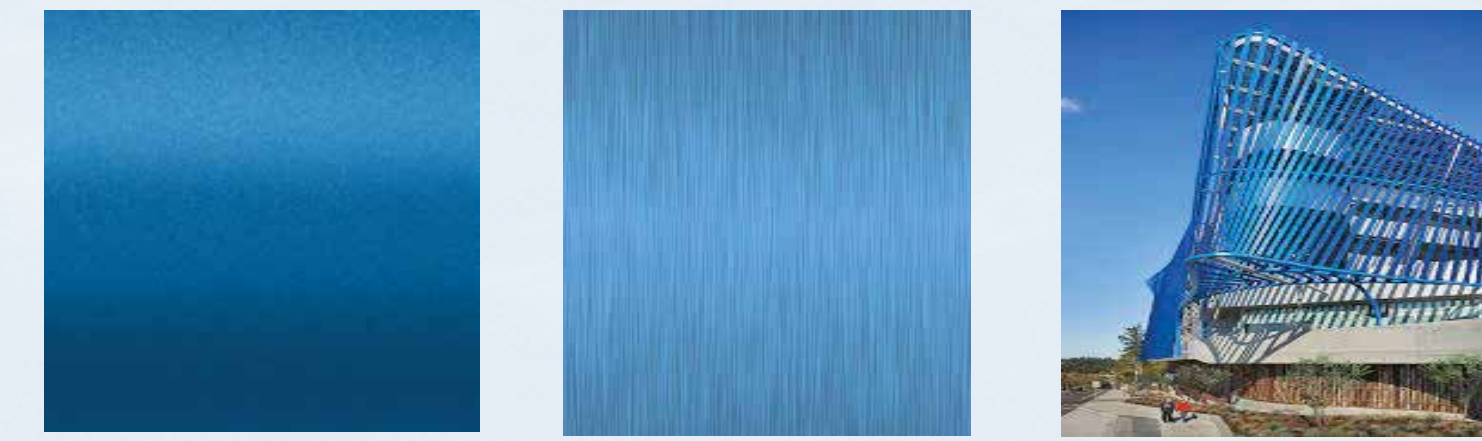
Yakan



The Yakan are indigenous to the tropical island of Basilan in the Philippines. Their original, traditionally geometric textile designs were made from pineapple and bamboo fibers brightly dyed with natural extracts.

CONCEPT #1 - BRIGHT BLUE COLORWAY

Linear forms with applied pattern via resin or glass panels

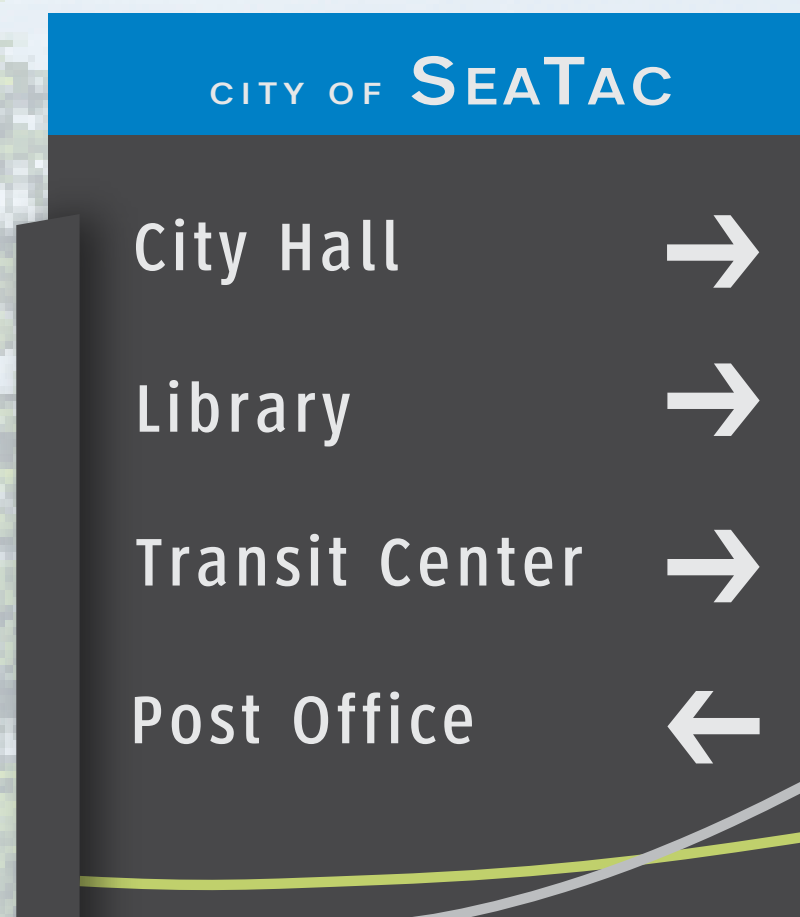


SAMPLE METAL FINISHES



city gateway signage
(vertical)

Can infill with light, cutout metal, or imagery for texture



vehicular directional
signage (elevation)



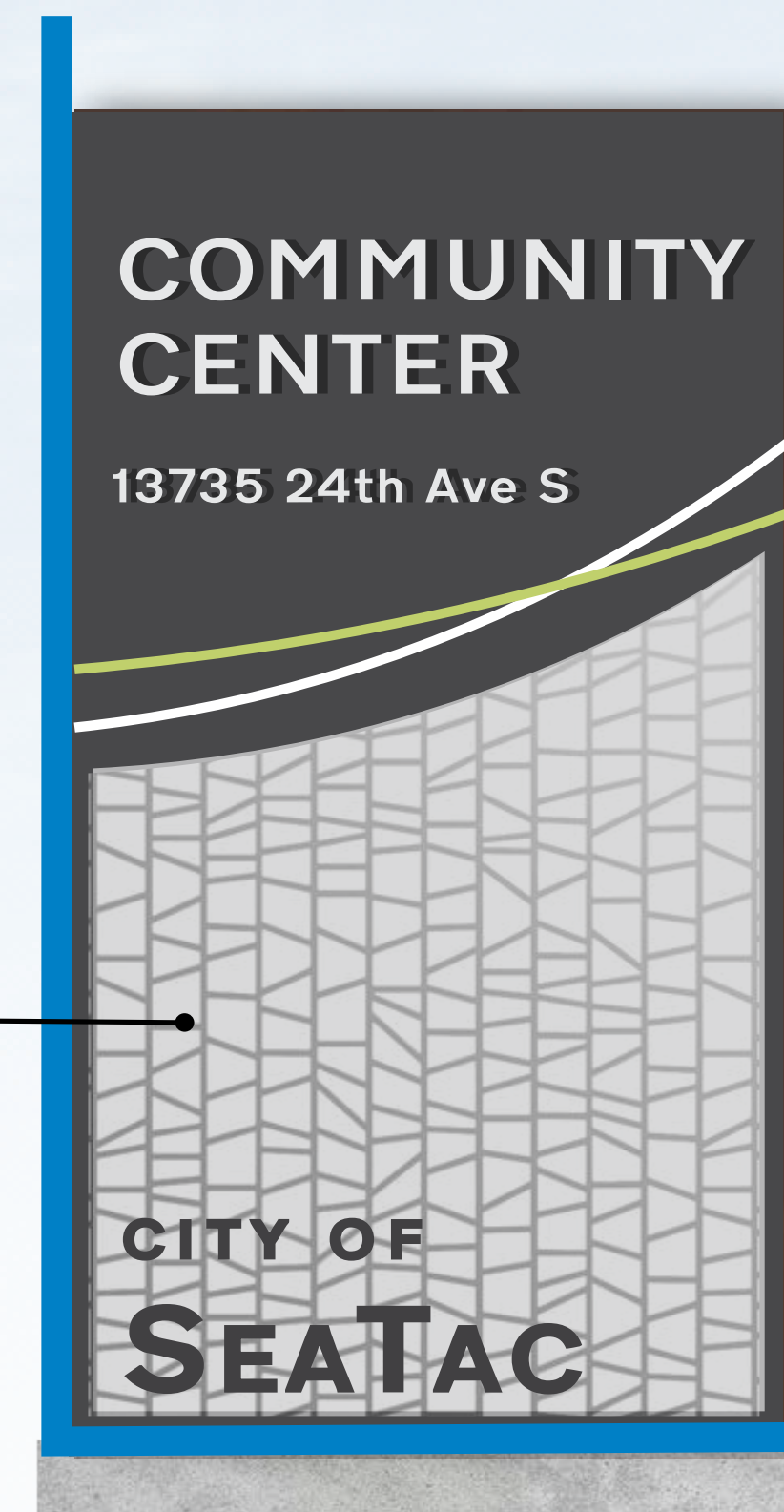
(side)



city monument signage
(horizontal)



Can infill with light, cutout metal, or imagery for texture



city facility sign



park sign

CONCEPT #1 - STEEL BLUE COLORWAY

Linear forms with applied pattern via resin or glass panels

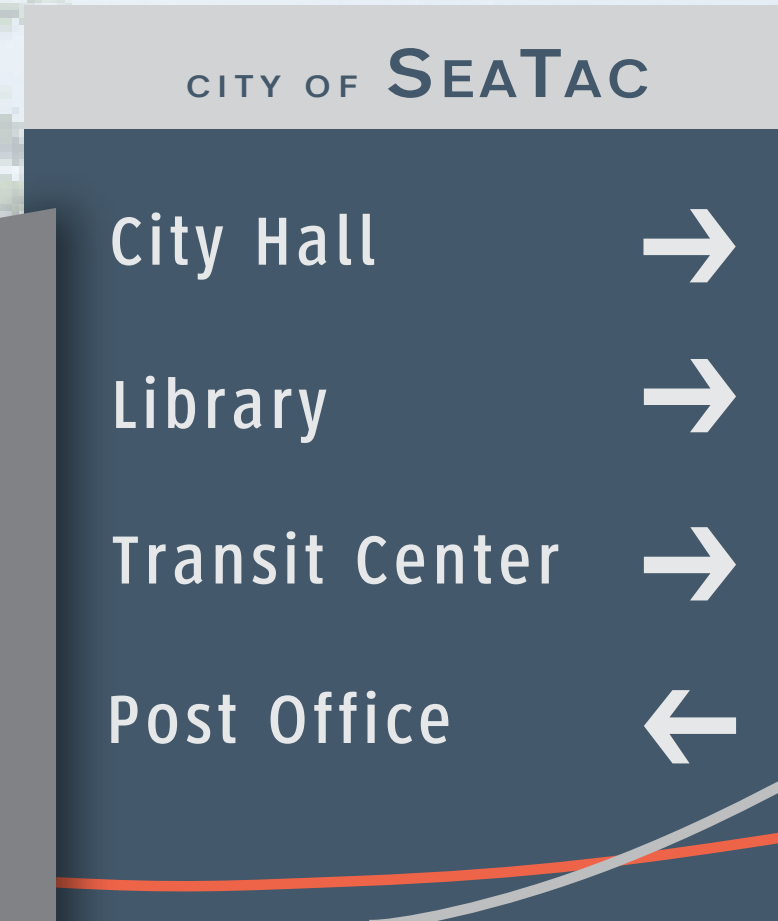


SAMPLE METAL FINISHES



city gateway signage
(vertical)

Can infill with light, cutout metal, or imagery for texture



vehicular directional signage (elevation)



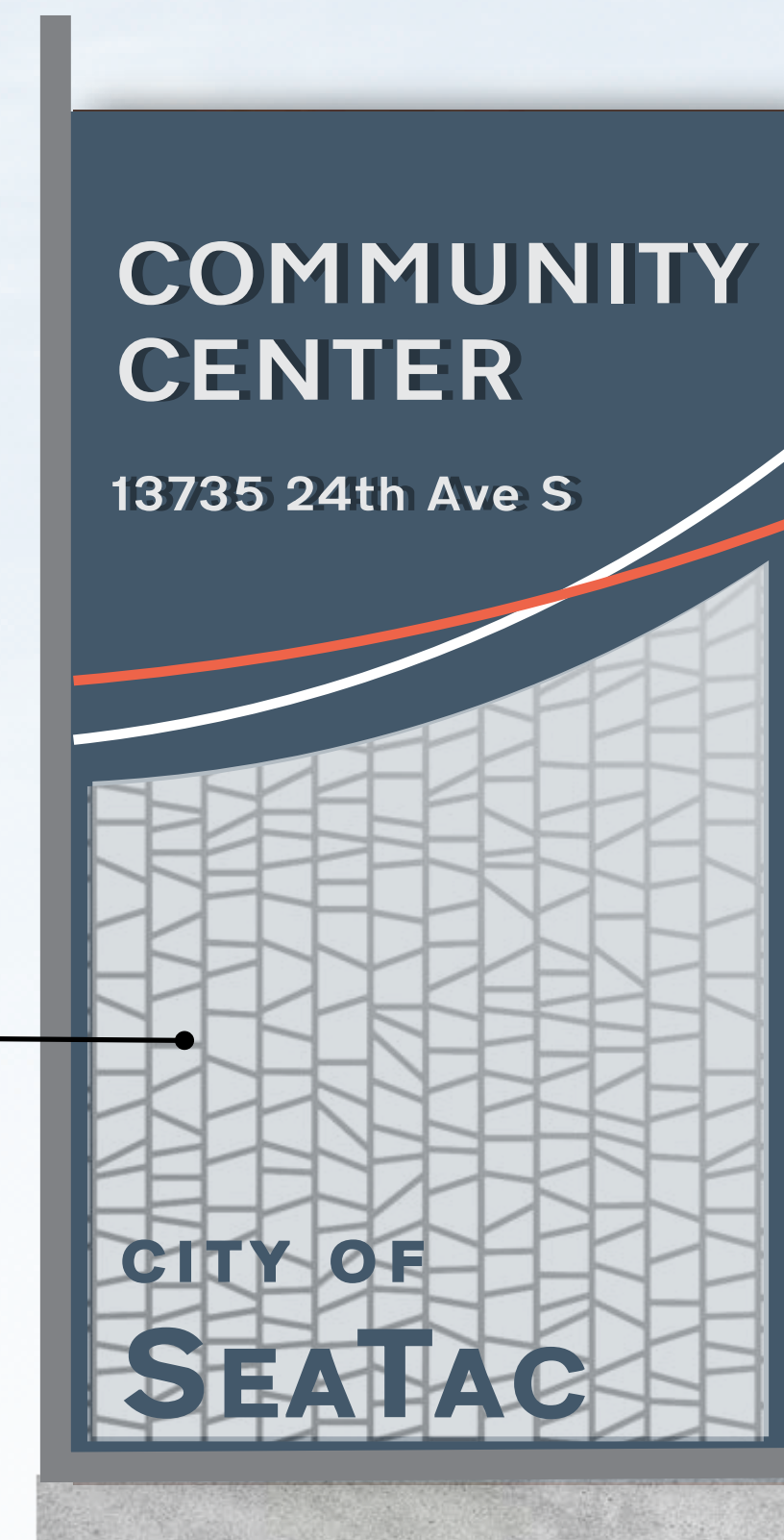
(side)



city monument signage
(horizontal)



Can infill with light, cutout metal, or imagery for texture

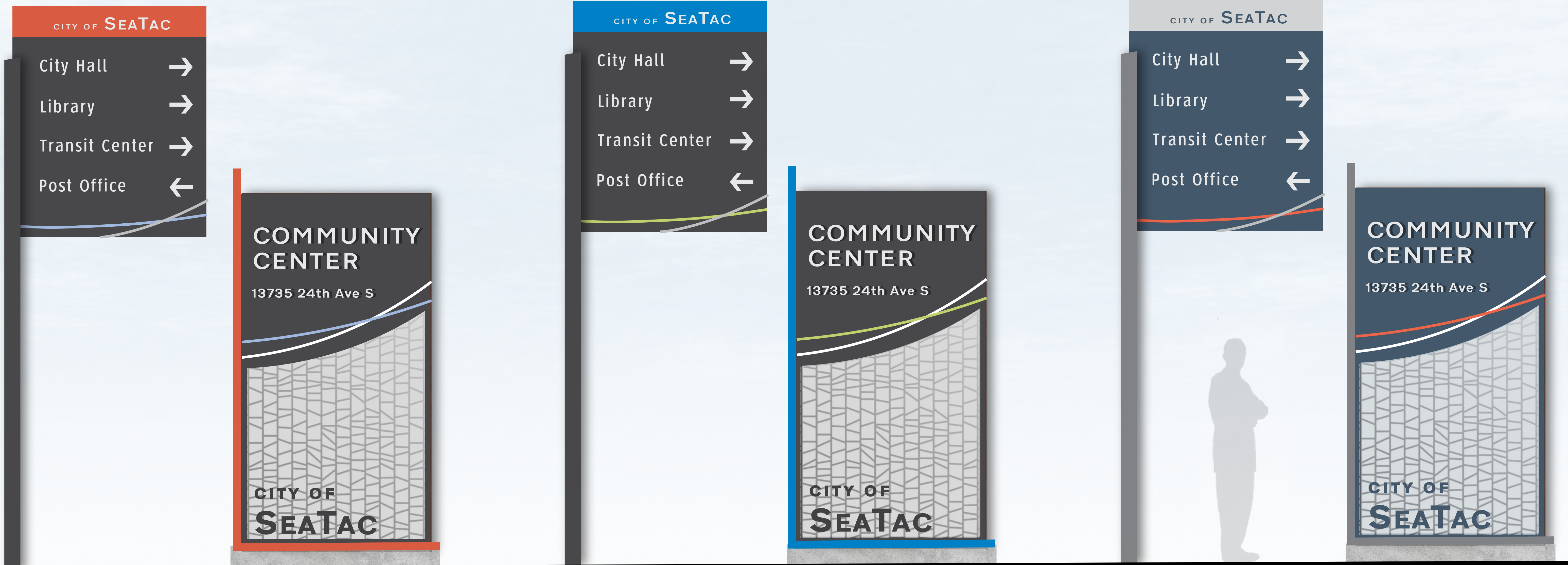


city facility sign



park sign

CONCEPT #1 COLOR OPTIONS



CONCEPT #2

Clean lines and modern materials echoed by colored layers



COLOR SAMPLES

Public art element



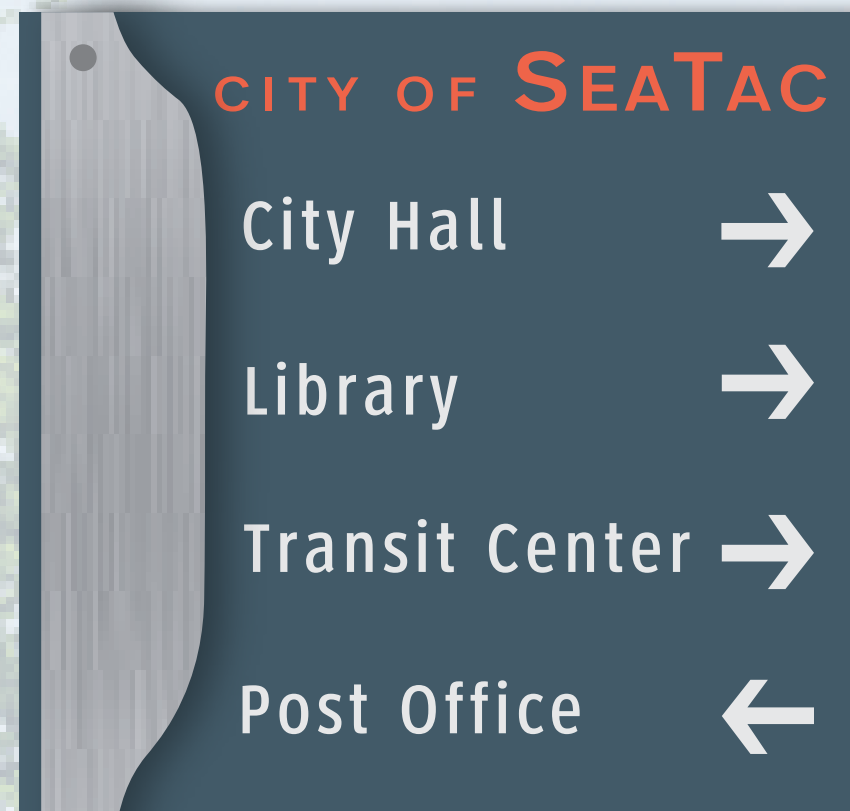
PUBLIC ART EXAMPLES



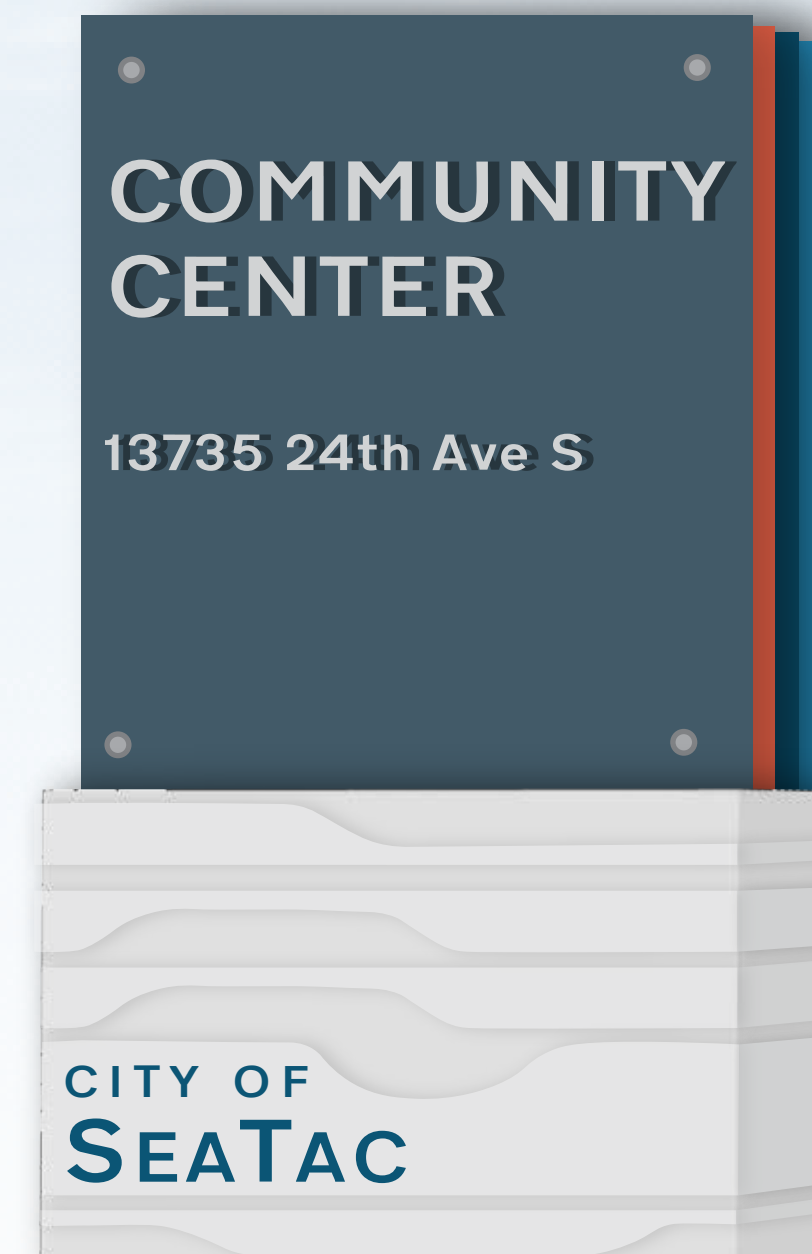
city monument signage
(horizontal)



city gateway signage
(vertical)



vehicular directional
signage (elevation)



city facility sign



park sign

CONCEPT #3

Contemporary layered acrylic or exterior grade resin panels with accent lighting



city gateway signage
(vertical)

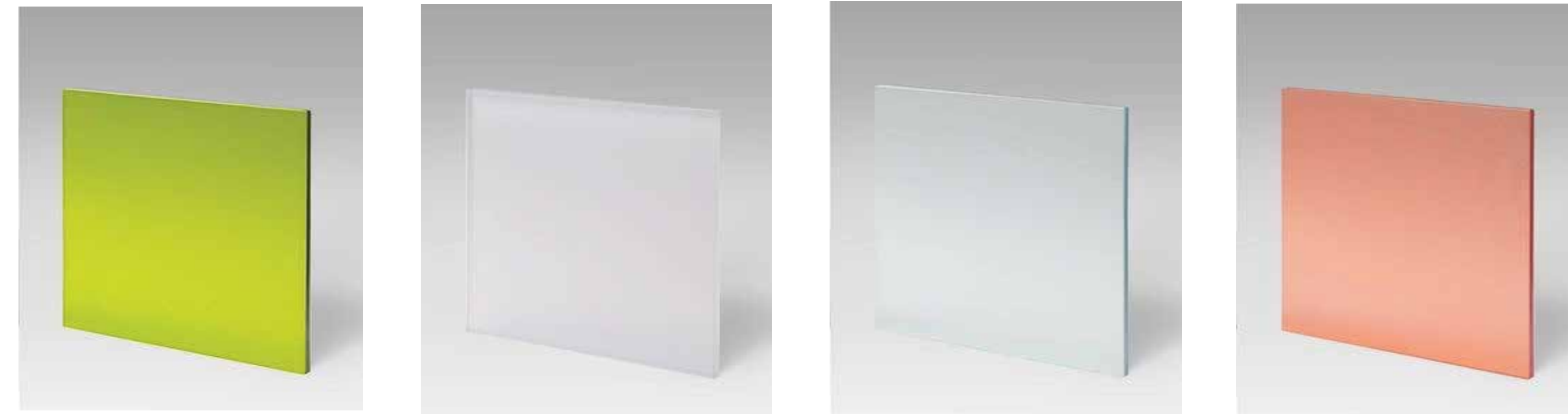
vehicular directional
signage (elevation)
(side)

city facility sign

park sign

LAYERED MATERIALS

Acrylic or exterior grade resin panels with LED lighting



SAMPLE MATERIALS

INSTALLATION EXAMPLES



SIGNAGE FAMILY OPTIONS



CONCEPT 1 - A



CONCEPT 1 - B



CONCEPT 1 - C



CONCEPT 2



CONCEPT 3



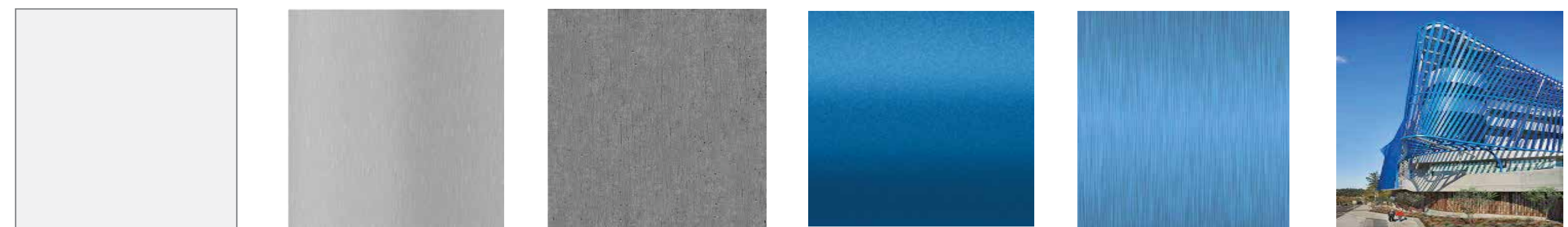
SIGNATURE GATEWAY SIGN

INSPIRATION IMAGES



GATEWAY CONCEPT #1 - ELLIPTICAL

Simple modern lettering paired with futuristic elliptical steel forms



SAMPLE PALETTE

GATEWAY CONCEPT #2 - LAYERED

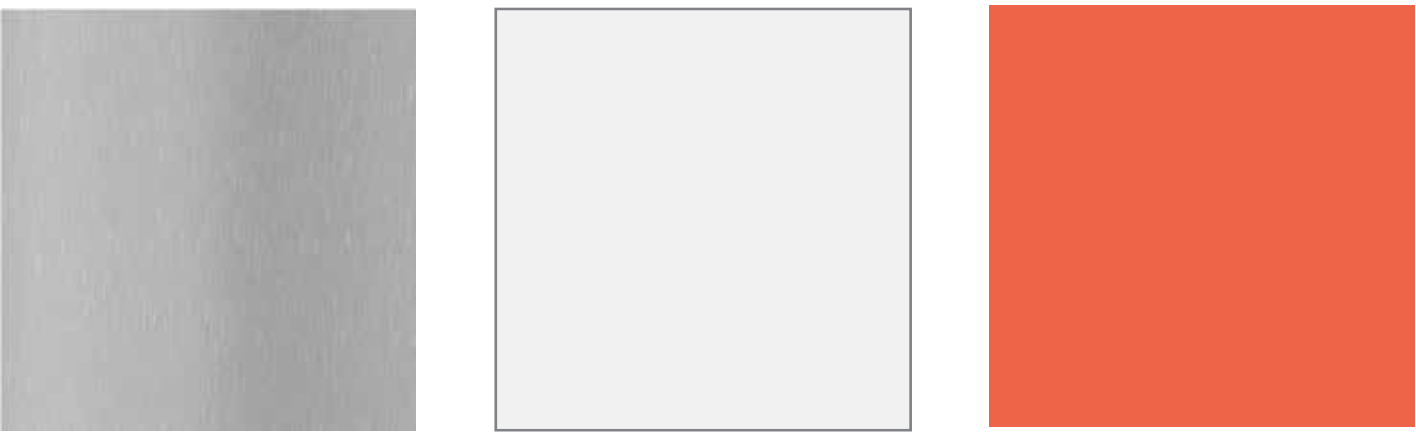
Layers of simple modern letters in multiple colors, single color repeat, or ombre style



SAMPLE PALETTE

GATEWAY CONCEPT #3 - OUTLINES

Hollow letters allow peek-through views and opportunities for inset lighting



SAMPLE PALETTE

NEXT STEPS

- Refine concepts based on today's feedback and narrow concepts down to two options for Ad Hoc Committee meeting #3.
- Refine the two concepts based on Ad Hoc Committee meeting #3 feedback and present to the public for additional feedback.