



Special Streetscape and Gateway Ad Hoc Committee (SGAC) Agenda

April 5, 2023
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

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	Nov 30 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 Signage and Gateway Ad Hoc Committee Meeting #2 Notes

Nov. 30, 2022,

5:00-6:30pm

Attendees: Anita Woodmass, Gwen Voelpel, Jenn Kester, Senayet Negusse, Peter Kwon, Rich Scherzinger, Alyne Hansen, Trevor White, Holly Williams, Ginger Plaster

- Attendees noted, minutes approved from AHC Meeting #1
- Anita shared meeting format, agenda, goals
- Holly provides a recap of feedback from AHC meeting #1, review of project goals, process, and existing SeaTac design palettes

Sign Family Concepts

- Concept #1
 - Holly notes that colors may vary on screens and final colors for signage will be chosen using Pantone color palette
 - Patterns shown on slides are samples – if incorporated, would work with the community to make final pattern selections that best represent diversity of SeaTac community + visitors
 - Patterns can also be mixed across sign types or locations across city – do not need to select just one
 - Sample metal finishes show variation in materiality for consideration
- Concept #2
 - Holly notes opportunities to incorporate public art into this concept or other sign concepts
- Concept #3
 - Holly notes opportunities for adding pattern/texture to concrete base in this concept or can apply to other concepts
- Senayet comments:
 - Initial reaction: really like concept #1 – timeless, clean, visible, like use of glass panels + multicultural element
 - Multicultural element makes residents + visitors feel recognized/welcome
 - Like bright blue finish (1B), salmon (1A) is a little too harsh, not as timeless
 - Concept 2 – city monument sign feels bulky, facility/park signs are better
 - Concept 3 – fun, playful, bright, but not as timeless
- Alyne comments:
 - Agree with Senayet – prefer concept #1, like 1B color – could replace green swoosh with salmon color (**everyone agrees**)
 - Concept 2 – not fond of it
 - Concept 3 – not as timeless, seems like acrylic wouldn't be as durable, difficult to keep clean
 - Really like Coast Salish multicultural pattern – very reflective of local culture/history, Salish Sea + salmon, also part of SeaTac

- Like pop of salmon in signage
- Rich comments:
 - Printed out sign concepts and got feedback from employees of various levels and departments within the hotel, approximately 8 people – 50% preferred concept 1B and 50% preferred concept 2
 - People thought salmon (1A) was too harsh, could concept 2 be done in a brighter blue? (YES)
 - No one liked concept 3 – not as timeless
 - Liked “City of SeaTac” being prominent on signs
- Peter comments:
 - Clarifies can mix & match elements from different sign concepts -> YES
 - Blue in concept 3 is easier to read than darker blues, especially at night
 - In vertical signs, noticed that city name is reading top down, but usually sees it reading bottom up
 - Like integration of salmon color, important to get the right tone, but like how it differentiates SeaTac from blue/green everyone else uses
 - Like salmon as swoosh color instead of green in 1B
 - Like concept 1B the most, but with salmon swoosh
- Trevor comments:
 - Like 1B a lot, but most partial to 1A – like the salmon because it differentiates the most, like idea of adding salmon swoosh to 1B
 - Skipping ahead to gateway signs – like concept 2, concept 1 evokes airport more, concept 2 is really inspired
- Anita: What are thoughts on concept 2 with a brighter blue?
 - Alyne: like concept 1 the most because of the darker background – makes more legible at all times of day
 - Senayet: 1B still the strongest concept, would be ok not seeing concept 2 again, even in brighter blue
- Additional discussion:
 - Peter: like concept 3, it’s different, like the lighting component – like the idea of incorporating color change ability, possibly backlight “City of SeaTac”
 - Holly: clarifies that we will look at incorporating lighting options for all sign concepts
 - Alyne: could combine 2+3 – perhaps colors of concept 3 on forms of concept 2? Might make concept 2 more legible, concept 3 looks like a credit card, concept 2 seems hardest to read (all agree)
 - Senayet: likes idea of combining 2+3, too many colors in concept 3, might like it better if colors were simplified, don’t like concept 2 as much – too hard to read, form reminds of a plastic fork, maybe remove colors?
 - Peter: so many signs of different types along International Blvd, the only one that might stand out would be concept 3 – timelessness is important, but also want to stand out, concept 1A kind of looks like Rapid Ride signage
 - Senayet: with multicultural patterns, would there be color or just texture? Would light be incorporated? (YES) Could we see color patterns in future options?

- Holly: have tested some colored patterns, but concern about it being too busy on signage
- Rich: signs need to pop, still think 1B pops the most, especially with the salmon swoosh and lighting, but lighting needs to be low maintenance and durable because broken lighting becomes an eyesore when something is half lit, wouldn't recognize most of the multicultural patterns in examples if not labeled – some patterns more easily distinguishable than others

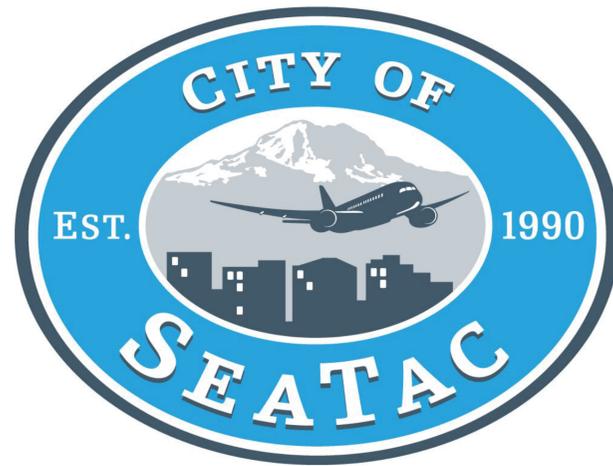
Gateway Sign Concepts

- Senayet comments:
 - initially like #1, possibly with salmon accents – Trevor's comments did resonate, seems clean, timeless
 - #2 – like the colors, vertical "City of" is harder to read
 - #3 – not a fan, too "old school Power Point"
 - #1 is first choice, but also like layered look of #2
- Alyne comments:
 - Agree with Senayet's comments – like that "City of" is more visible in concept 1, like the idea of using salmon pop of color
 - Concept 2 is ok, but not favorite – didn't like concept 3 at all
- Richard comments:
 - Hands down like #1 – clear, visible, doesn't mind small tie-in to airport, think having structure in addition to letters is more impactful
- Peter comments:
 - Agree with all comments so far
 - If letters are not more than 12' tall, then letters should be on a platform of sorts – on ground is less impactful
 - Really like this location for a gateway sign, but proximity to traffic means potential for damage from vehicles, so concept 1 might be a sturdier design in that regard
 - Like possibility of having color changing letters/lighting as in Toronto, which might work best with concept 1
 - How to minimize possibility of climbing on letters? Platform to keep letters out of reach, as seen in Houston example?
 - Concept 3 seems harder to keep clean, maintain
- Trevor comments (from earlier):
 - like concept 2, concept 1 evokes airport more, concept 2 is really inspired
- Thoughts on colors for front face of sign letters?
 - Peter: could combine setting of concept 1 with letters from concept 2? Layers would provide color/interest during daytime when not lit
 - Alyne: like the idea of layered with colors, but would like to keep white color on front face – it pops, nice with color layers behind
 - Senayet: like the white front face on sign, like that "City of" is elevated + distinct, like font on concept 1 – clean, timeless, legible, like that letters in #1 are elevated
- Additional discussion:

- Alyne: what about some sort of “moat” around sign to prevent climbing rather than raising letters up high?
- Richard: would be helpful to have better photos/visual of surrounding area where sign will be located
- Peter: Counter Balance Park in Queen Anne has benches with LED lighting at edges shining down – could incorporate similar effect at edge of elliptical in concept 1
- Ginger: notes that gateway sign (whichever concept) is intended to be repeated on back side of berm so that it can be viewed from multiple directions + from elevated rail line behind intersection
- Alyne: liability concern with ellipticals in concept 1 if child climbs and falls, keep concept 2 but explore with base and white front face, brighter is better

Moving Forward

- Project team will incorporate feedback into concepts for AHC meeting #3
- At AHC meeting #3 in February (Anita to schedule), will explore variations of 2 concepts of signage families and 2 concepts for gateway
- At AHC meeting #3, will decide on 2 designs in each category to present to public for feedback
- At AHC meeting #4, will review public feedback
- If there are additional comments/feedback between meetings, send to Anita/Gwen



CITY-WIDE GATEWAY TREATMENTS AND SIGNAGE
PRELIMINARY DESIGN

AD HOC COMMITTEE MEETING #3
APRIL 5, 2023

AGENDA

- Project Recap
- Sign Family Concepts - Review and Discussion
- Signature Sign Massing Models - Review and Discussion
- Identify Concepts to Present for Community Feedback
- 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 Scherzinger - Hotel Motel Advisory Committee (no longer on AHC)

Trevor White - Sidewalk Advisory Committee

PROJECT GOALS

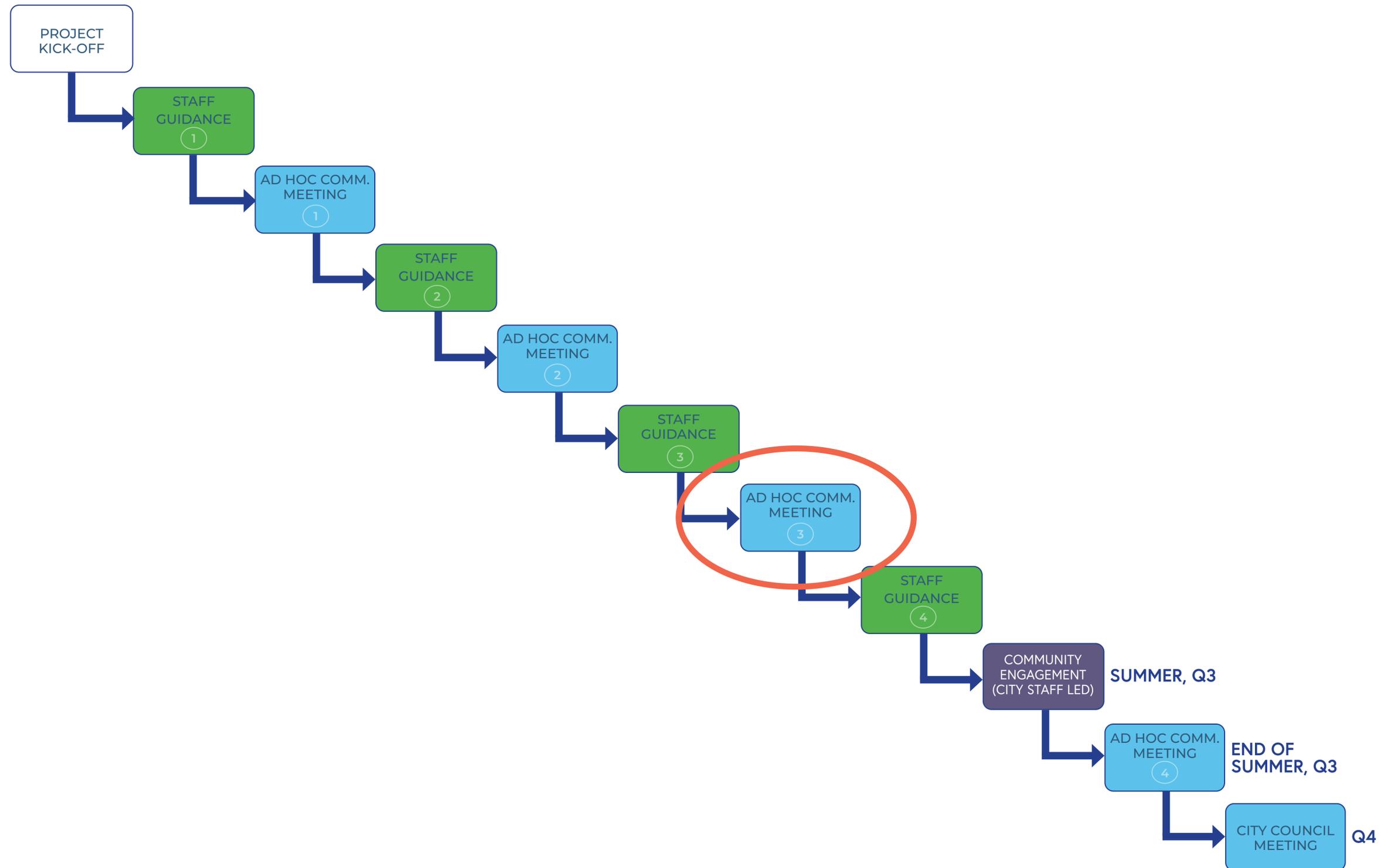
SCOPE

- 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 CITY GATEWAY CONCEPTS AT THIS LOCATION

EXPLORED SIGNATURE GATEWAY CONCEPTS AT THIS LOCATION

EXPLORED DIRECTIONAL SIGN CONCEPTS AT THIS LOCATION

EXPLORED CITY MONUMENT SIGN CONCEPTS AT THIS LOCATION

EXPLORED CITY PARK SIGN CONCEPTS AT THIS LOCATION

SUMMARY FROM AHC MEETINGS #1 AND #2

- 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
- Wayfinding Signage:
 - » Concept #1 was most preferred – timeless, clean, visible, modern, like incorporation of multicultural element
 - » Provide examples in other colorways, patterns incorporating some color
 - » Combine elements from Concept 2 + 3 to make Concept 2 brighter and more legible
- Gateway Signage:
 - » Concept #1 was most preferred
 - » Raised letters on platform of some sort, minimize risk of climbing
 - » White letter face for legibility, incorporation of accent colors, lighting, option for vinyl wraps

PURPOSE OF THIS MEETING

AHC to select preferred designs as follows:

- Wayfinding Signage Family:
 - » One from Concept 1
 - » One from Concept 2
- Gateway Signage:
 - » Preferred two (2) or three (3) designs

EXISTING DESIGN PALETTES



DISTINGUISH/DIFFERENTIATE FROM:



INITIAL SIGN CONCEPTS

2 Sign Options :

- Variations
- Examples
- Sample materials/finishes

Round Robin Discussion

Select Options to Present for Community Feedback

SEATAC SIGNAGE FAMILY

The AHC is asked to select a preferred design from each of Concept One (1)
and Concept Two (2) to forward to the public for input.

CONCEPT #1A

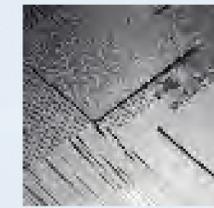
Powder coated steel forms with applied pattern via etched steel panels



brushed steel



powder coated steel



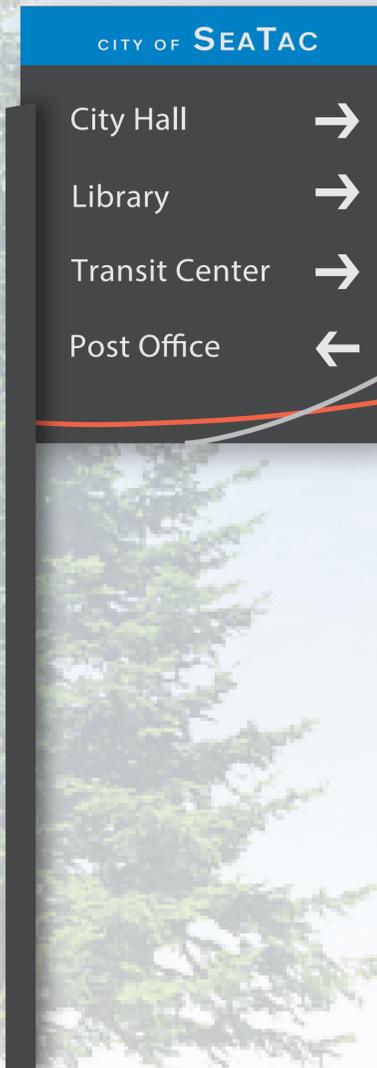
etched steel



color inspiration



city gateway signage (vertical)



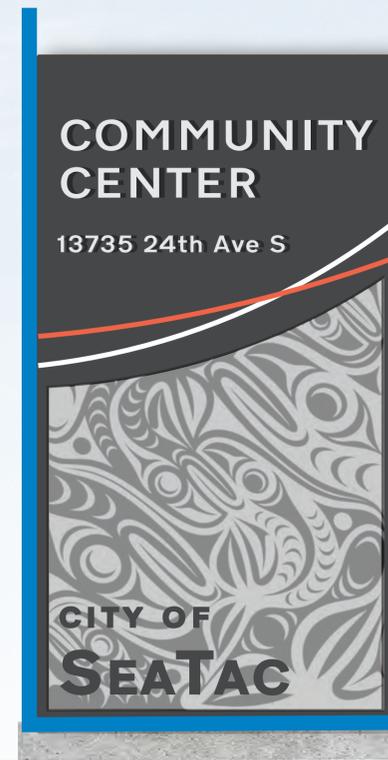
vehicular directional signage (elevation)



(side)



city monument signage (horizontal)



city facility sign



park sign

DIRECTIONAL SIGNAGE PHOTO SIM - 1A





CITY MONUMENT SIGNAGE PHOTO SIM - 1A

VERTICAL GATEWAY SIGNAGE PHOTO SIM - 1A

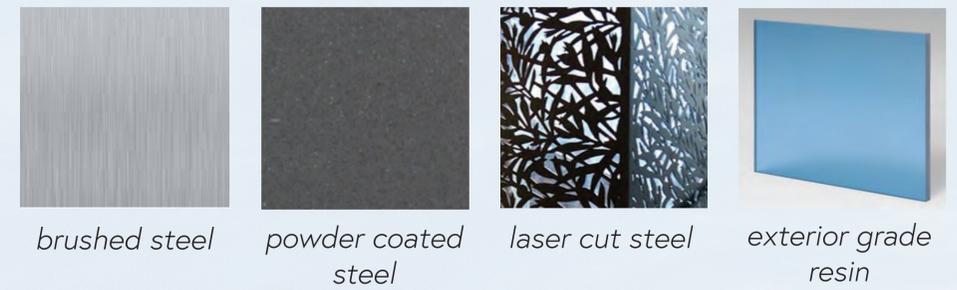


CITY PARK SIGNAGE PHOTO SIM - 1A



CONCEPT #1B

Powder coated steel forms with applied pattern via translucent, exterior grade resin and laser cut steel panels



city gateway signage (vertical)

vehicular directional signage (elevation)

(side)



city monument signage (horizontal)



city facility sign



park sign

DIRECTIONAL SIGNAGE PHOTO SIM - 1B





CITY MONUMENT SIGNAGE PHOTO SIM - 1B

VERTICAL GATEWAY SIGNAGE PHOTO SIM - 1B





CONCEPT #2A

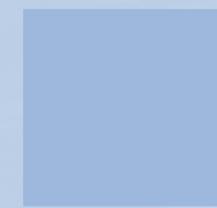
Clean lines and modern materials echoed by colored layers



brushed steel



Celebrate SeaTac
Darker Blue



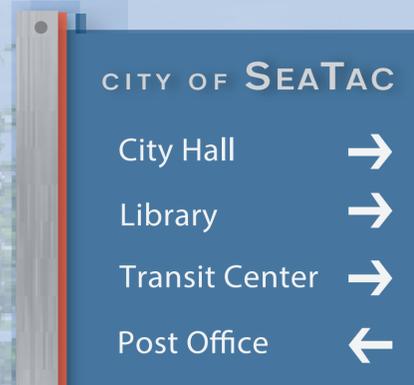
Celebrate SeaTac
Sky Blue



Celebrate SeaTac
Salmon



city gateway signage
(vertical)



vehicular directional
signage (elevation)



city monument signage
(horizontal)



city facility sign



park sign

DIRECTIONAL SIGNAGE PHOTO SIM - 2A





CITY MONUMENT SIGNAGE PHOTO SIM - 2A + 2B

VERTICAL GATEWAY SIGNAGE PHOTO SIM - 2A

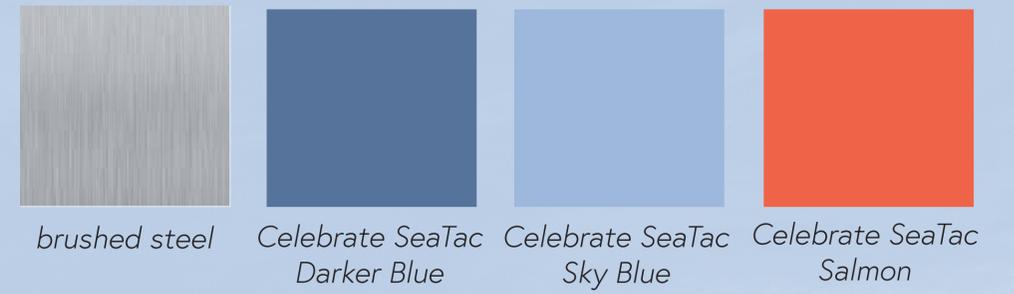


CITY PARK SIGNAGE PHOTO SIM - 2A



CONCEPT #2B

Clean lines and modern materials echoed by colorful layers



city gateway signage
(vertical)



vehicular directional
signage (elevation)



city monument signage
(horizontal)



city facility sign



park sign

DIRECTIONAL SIGNAGE PHOTO SIM - 2B



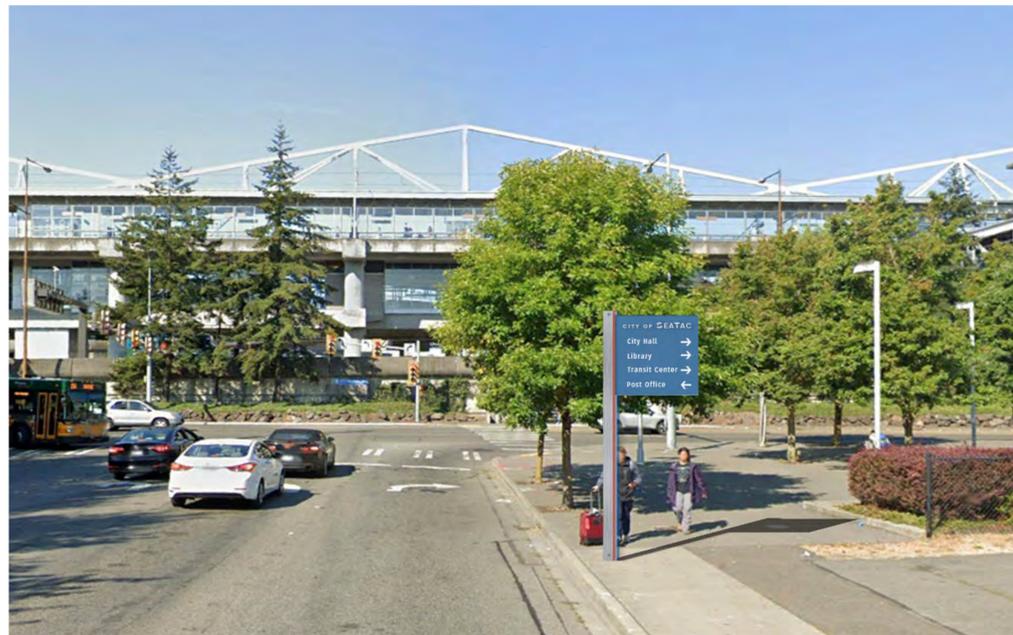
VERTICAL GATEWAY SIGNAGE PHOTO SIM - 2B



CITY PARK SIGNAGE PHOTO SIM - 2B



DIRECTIONAL SIGNAGE PHOTO SIMS



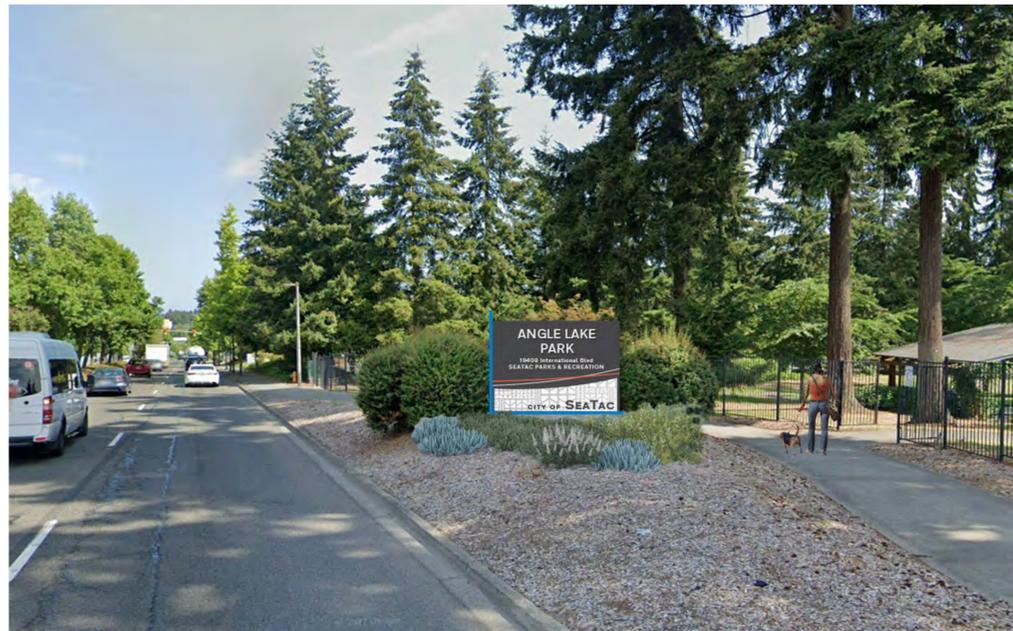
CITY MONUMENT SIGNAGE PHOTO SIMS



VERTICAL GATEWAY SIGNAGE PHOTO SIMS



CITY PARK SIGNAGE PHOTO SIMS



SIGNATURE GATEWAY SIGN

The AHC is asked to select the top two (2) designs to forward to the public for input. Note: If the AHC wishes to move forward with three (3) designs, this can be accommodated if needed.

INSPIRATION IMAGES



GATEWAY CONCEPT #1 - ELLIPTICAL

Simple modern lettering paired with futuristic elliptical steel forms



GATEWAY CONCEPT #2 - LAYERED

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



GATEWAY CONCEPT #3 - BLUE RIBBON

Simple modern letters on an undulating metal base emerging from the landform



GATEWAY CONCEPT #3 - SALMON RIBBON

Simple modern letters on an undulating metal base emerging from the landform



NEXT STEPS

- Refine the two concepts based on Ad Hoc Committee meeting #3 feedback and present to the public for additional feedback.
- Incorporate community feedback into final sign concepts in preparation for Ad Hoc Committee meeting #4.
- Take AHC recommendation to Council for action.