Special Streetscape and Gateway
Ad Hoc Committee (SGAC)
Agenda

Jan 29, 2024
5:00 to 6:00 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 21and 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	April 5, 2023 Minutes to approve	Chair Kwon	
2	Overview Of Meeting Format, What To Expect, How Members Can Provide Feedback	Discussion	Anita Woodmass	5
3	Overview of Signage Survey Results	Presentation	Holly Williams, Phuong Nguyen (Consultants)	20
4	Member Round Robin Discussion and seek recommendation	Discussion	Holly Williams	30

SeaTac Monuments Ad Hoc Committee Meeting #3 Notes – April 5, 2023, 5:00-6:30pm

Attendees: Senayet Negusse, Peter Kwon, Alyne Hansen, Anita Woodmass, Gwen Voelpel, Jenn Kester, Holly Williams, Phuong Nguyen, Ginger Plaster

- Attendees noted, minutes approved from AHC Meeting #2
- Anita shared meeting format, agenda, goals
- Note that Rich Scherzinger is no longer on AHC due to new job outside of SeaTac
- Holly provides a recap of project goals, schedule, existing SeaTac design palettes, and summary of feedback from AHC meetings 1 & 2 - notes that details like lighting options, vinyl wraps, etc. will be discussed once sign forms have been determined

Sign Family Concepts

- Concept #1
  - Patterns shown on slides are samples – want to reflect diversity of SeaTac community and global visitors with multicultural designs, but not overtly tied to specific cultures
  - Material options for this concept include etched steel patterns or laser cut steel patterns paired with a layer of translucent exterior grade resin that could be colored or backlit with color changing lighting, depending on preference
  - Note that lighting color options used in signage can be limited to avoid potential conflicts with traffic signals (depending on location)
- Concept #2
  - Holly notes that colors may vary on screens and final colors for signage will be chosen using Pantone color palette and actual material samples
  - Clean simple layers in this concept allow colors to become the focal point, enhanced with lighting at night
- Alyne comments:
  - Prefer option A from concept 1 – think the grey scale is more dramatic, like the blue stripe at the top of the vehicular sign against the grey background – if the sign were all one color, nothing would pop
  - From concept 2, think the "City of" gets lost on city monument signage against the vegetation, prefer 2A to 2B
- Senayet comments:
  - Prefer 1B to 1A, like the back lit acrylic concept and the possibility of incorporating more color
  - Really like the park sign in this sign family
  - Feels like could walk past the other signs on a dark day without noticing
  - Like the idea of the patterns, but not sure they are visible enough
  - Like that 2A & 2B are more bold and visible, share Alyne's concern about visibility of "City of" text on monument sign, concern that text of city name on park & city facility signs is too small
  - Like 2A overall, but prefer wayfinding sign from 2B – stands out more
  - Monument sign still needs some work, but 2B is overall preference

- Peter comments:
  - Possible to mix elements from sign concepts? (YES)
  - Want entire sign to be visible and stand out from background, but lighter letters against a dark background are easier to read – maybe bolder letters to pop more against dark background – signs need to be visible in gloomy weather and at night
  - Ok with either 1A or 1B – both look great, but make "City of" bigger
  - Like "City of SeaTac" being prominent on signs
  - Between 1A and 1B, like blue border on 1A but would like to use backlit acrylic from 1B
  - Between 2A and 2B, would go with 2A – like the swoosh form on the vertical monument, more visual appeal, more friendly and welcoming
  - Doesn't love the monument signage – concept is not quite there, needs thicker lettering, make "City of" bigger, concern about people accessing platform and falling or vandalizing
  - Prefer vehicular sign from 2B instead of 2A, salmon is too thick on vertical sign in 2B
  - Novel Park is least favorite inspiration sign concept – feels like double vision, not classic
- Additional discussion:
  - Make pattern area larger on monument sign in concepts 1A/1B to add visual interest
  - Larger fonts on all signs
  - Signage lighting:
    - Directional signs would not be backlit (would use other lighting) – other sign types could be backlit or use up lighting
    - All signs will be lit in some form and visible at night – type of lighting will depend on location and costs
    - Can back light both 1A and 1B, use color changing lighting if desired
  - Alyne: Need to consider that these signs will be here for next 20 years, need something timeless, city monument sign will identify seat of government so should reflect importance of location
  - Senayet: would love to look at an additional option
  - Anita: Would committee prefer a monument sign with a solid background, similar to concept 1? (YES)
- Moving forward:
  - Move forward with concept 1A from concept 1, but with backlit acrylic layer
  - Continue to refine concept 2 with feedback from meeting today

Gateway Sign Concepts

- Alyne comments:
  - Do like the elliptical form, but still have concerns around people climbing and falling
  - Like the ribbon form in blue – orange feels like a construction site – increase "City of" font size
  - For layered concept, need to be sure colors don't blend together into a different color when seen from a distance (e.g. red and blue can blend into purple from a distance)

- Senayet comments:
  - Agree with Alyne's comments – like the elliptical form, same concerns about climbing
  - Like the layered look here as a gateway sign
  - Like the ribbon, too – also prefer the blue option over salmon
  - Like them all, except salmon ribbon
- Peter comments:
  - Like elliptical, angle of "City of" at top makes it stand out
  - All concepts are pretty cool
  - Ribbon is clean and classic – like it, but enlarge "City of"
  - Elliptical is favorite of gateway concepts, but with wider letters
- Moving forward:
  - Keep all options except salmon ribbon
  - Larger/thicker lettering across concepts

Next Steps:

- Project team will incorporate feedback from AHC meeting #3 into sign concepts
- Anita will determine whether or not AHC meets again to discuss signage prior to public outreach – depends on how much sign concepts change during refinement
- Peter notes potential for additional funding for projects such as this one as result of recent trip to Washington D.C. with fellow council member to discuss funding options, notes new lighting being implemented in SeaTac site as result of AHC project work

CITY-WIDE GATEWAY TREATMENTS AND SIGNAGE
PRELIMINARY DESIGN

AD HOC COMMITTEE MEETING #4
JANUARY 2024

AGENDA

- Project Recap

- Review - Signature Gateway Signs & Signage Family Concepts

- Overview of Community Engagement Process

- Summary of Community Engagement Feedback

- Updated Signage Concepts

- Recommendations for City Council

- 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
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.

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PROJECT SCHEDULE

SIGN LOCATIONS

PROPOSED GATEWAY TREATMENT LOCATIONS — City of SeaTac
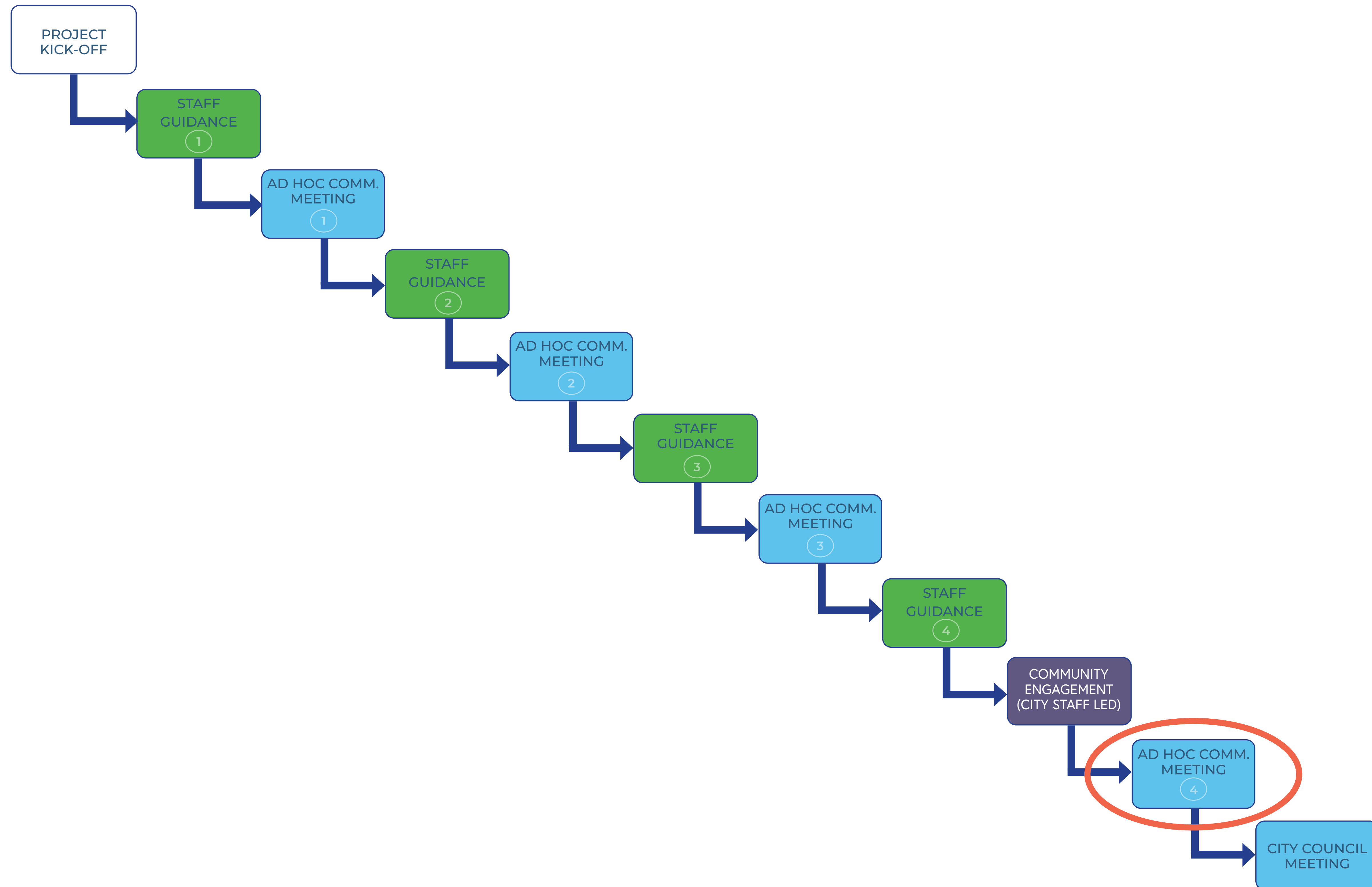
EXPLORED **CITY GATEWAY** CONCEPTS AT THIS LOCATION

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

PURPOSE OF THIS MEETING

- Review feedback from community engagement process

- Presentation of updated signage concepts

- AHC to make signage recommendations for presentation to City Council

SUMMARY OF FEEDBACK FROM PREVIOUS AHC MEETINGS

- 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, incorporate more color in concepts

  » Emphasis on visibility, legibility, make "City of" more prominent

- Gateway Signage:

  » Concept #1 (ellipse) was most preferred

  » Preference for elevating letters on platform of some sort

  » White letter face for legibility, incorporate accent colors, lighting, option for vinyl wraps

  » Make "City of" more prominent

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SIGNATURE GATEWAY SIGN

OPTIONS PRESENTED FOR COMMUNITY FEEDBACK

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SIGNATURE GATEWAY SIGN - CONCEPT 1

SIGNATURE GATEWAY SIGN - CONCEPT 2
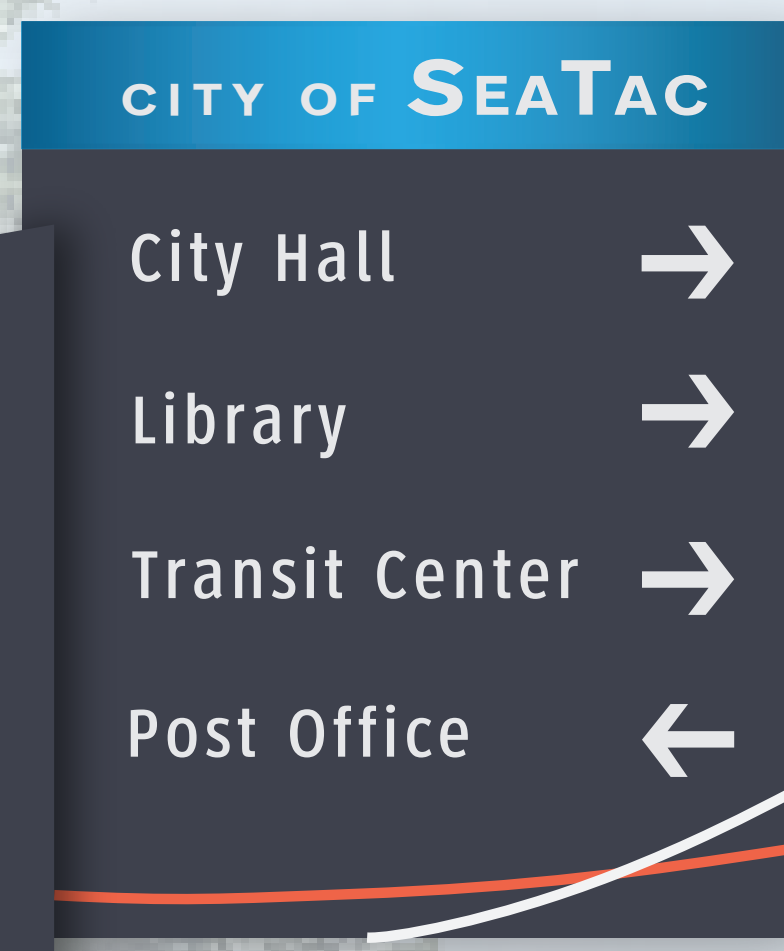
SIGNATURE GATEWAY SIGN - CONCEPT 3

SeaTac Signage Family

OPTIONS PRESENTED FOR COMMUNITY FEEDBACK

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CONCEPT #1

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

brushed steel

powder coated steel

laser cut steel

CITY OF SEATAC

City Hall →
Library →
Transit Center →
Post Office ←

CITY OF **SEATAC**

CITY OF **SEATAC**

city monument signage (horizontal)

COMMUNITY CENTER

13735 24th Ave S

CITY OF **SEATAC**

ANGLE LAKE PARK

19408 International Blvd
SEATAC PARKS & RECREATION

CITY OF **SEATAC**

city gateway signage (vertical)

vehicular directional signage (elevation)

(side)

city facility sign

park sign

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DIRECTIONAL SIGNAGE PHOTO SIM - CONCEPT 1

CITY OF SEATAC

City Hall →
Library →
Transit Center →
Post Office ←

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CITY MONUMENT SIGNAGE PHOTO SIM - CONCEPT 1

MILITARY RD · S

CITY OF
SeaTac

VERTICAL GATEWAY SIGNAGE PHOTO SIM -
CONCEPT 1

CITY OF SEATAC | Gateway Treatments & Signage Project - Ad Hoc Committee Meeting 4

CITY PARK SIGNAGE PHOTO SIM - CONCEPT 1

ANGLE LAKE
PARK

19408 International Blvd
SEATAC PARKS & RECREATION

CITY OF SEATAC

CONCEPT #2

Powder coated steel forms with applied pattern via exterior grade color printed vinyl or translucent exterior grade resin and laser cut steel panels

brushed steel *powder coated steel* *laser cut steel*

CITY OF **SeaTac**

city monument signage (horizontal)

CITY OF **SeaTac**

CITY OF **SeaTac**

City Hall →
Library →
Transit Center →
Post Office ←

COMMUNITY CENTER

13735 24th Ave S

CITY OF **SeaTac**

ANGLE LAKE PARK

19408 International Blvd
SEATAC PARKS & RECREATION

city gateway signage (vertical)

vehicular directional signage (elevation)

(side)

city facility sign

park sign

CITY OF **SeaTac** | Gateway Treatments & Signage Project - Ad Hoc Committee Meeting 4

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DIRECTIONAL SIGNAGE PHOTO SIM - CONCEPT 2

CITY OF SEATAC
City Hall →
Library →
Transit Center →
Post Office ←

KPG PSOMAS

MILITARY RD · S

SPEED LIMIT 35

CITY OF SeaTac

CITY MONUMENT SIGNAGE PHOTO SIM - CONCEPT 2

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VERTICAL GATEWAY SIGNAGE PHOTO SIM -
CONCEPT 2

CITY OF SEATAC

ANGLE LAKE
PARK
1940B International Blvd
SEATAC PARKS & RECREATION
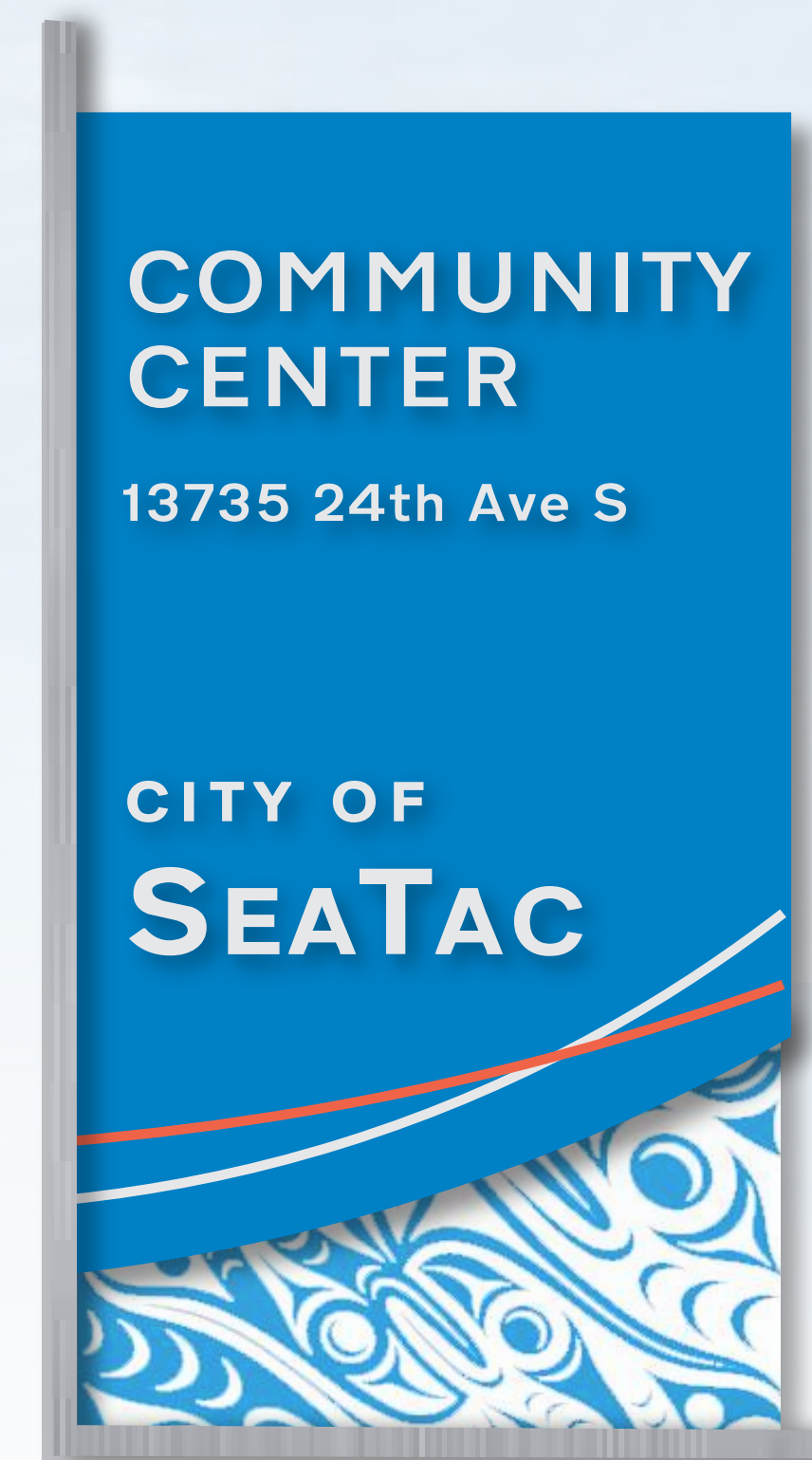
CONCEPT #3

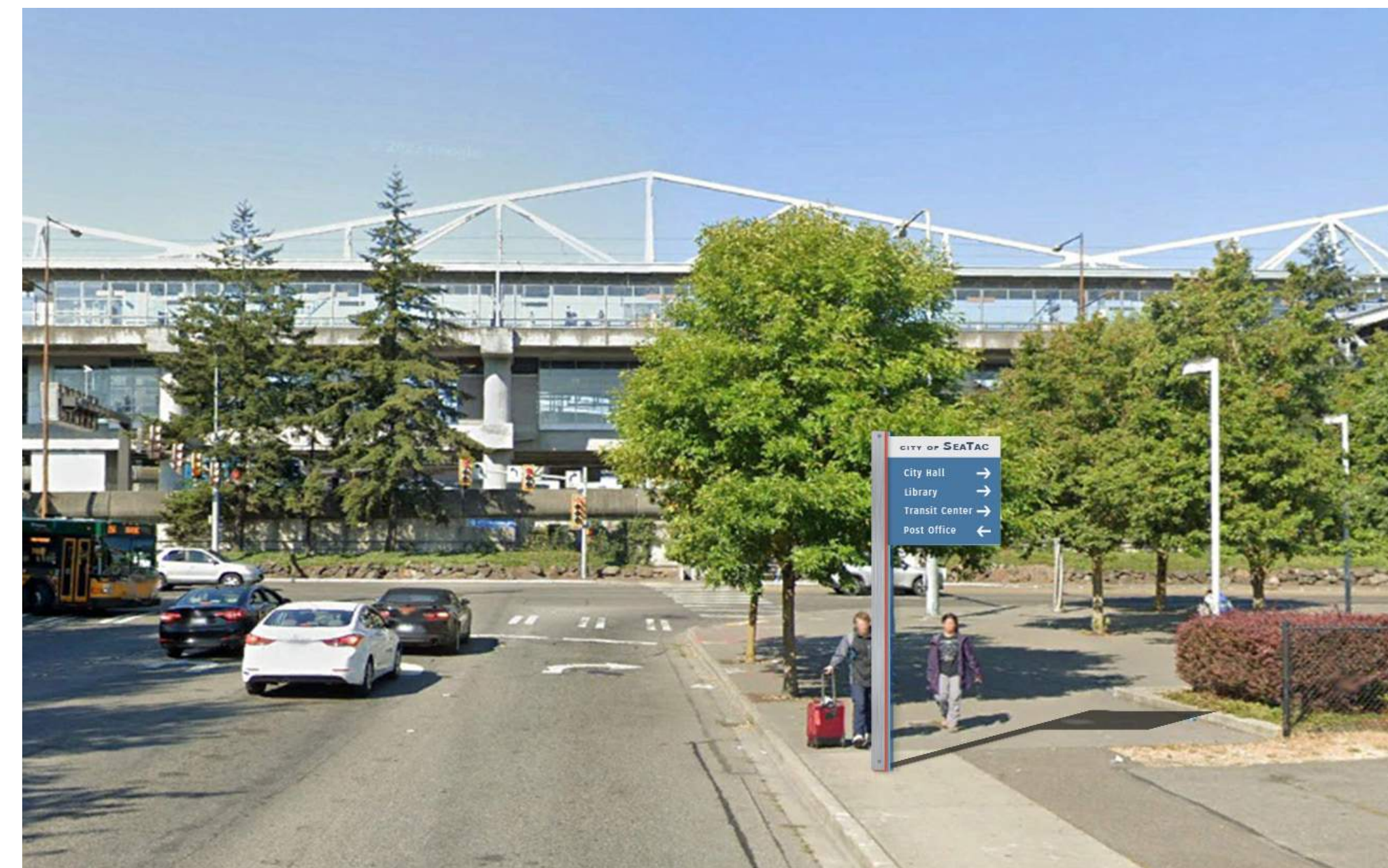Clean lines and modern materials echoed by colored layers
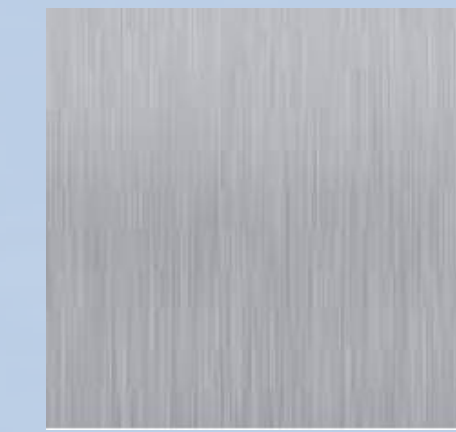
brushed steel

powder coated steel

exterior grade resin

CITY OF SeaTac

CITY OF SeaTac

City Hall →
Library →
Transit Center →
Post Office ←

CITY OF SeaTac

city monument signage (horizontal)

CITY OF SeaTac

COMMUNITY CENTER

13735 24th Ave S

CITY OF SeaTac

COMMUNITY CENTER

13735 24th Ave S

CITY OF SeaTac

ANGLE LAKE PARK

19408 International Blvd

CITY OF SeaTac

ANGLE LAKE PARK

19408 International Blvd

CITY OF SeaTac

city gateway signage (vertical)

vehicular directional signage (elevation)

city facility sign option a

city facility sign option b

park sign option a

park sign option b

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DIRECTIONAL SIGNAGE PHOTO SIM - CONCEPT 3

CITY OF SEATAC

City Hall →
Library →
Transit Center →
Post Office ←

KPG PSOMAS

VERTICAL GATEWAY SIGNAGE PHOTO SIM -
CONCEPT 3

CITY OF SEATAC

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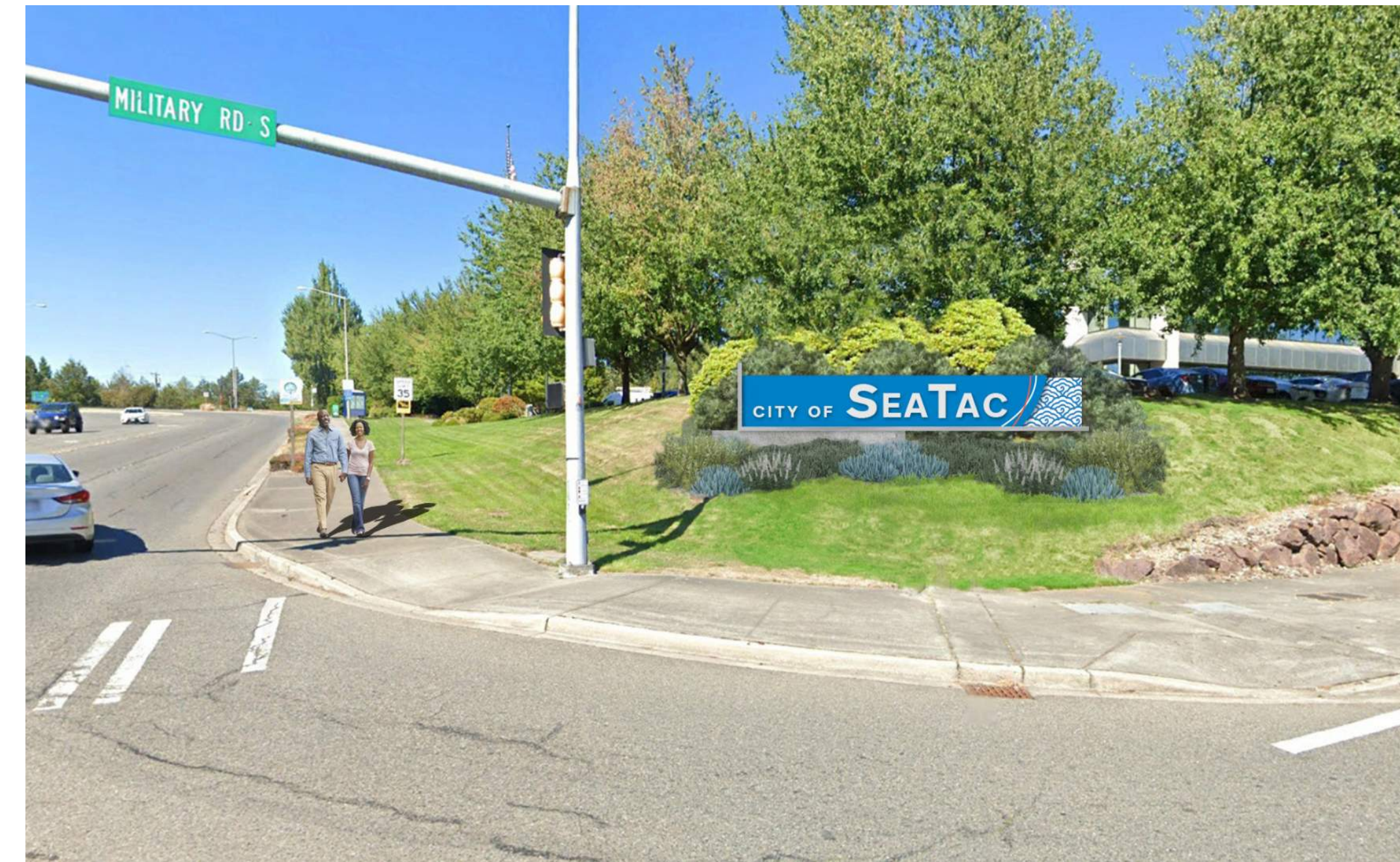CITY PARK SIGNAGE PHOTO SIM - CONCEPT 3

ANGLE LAKE
PARK

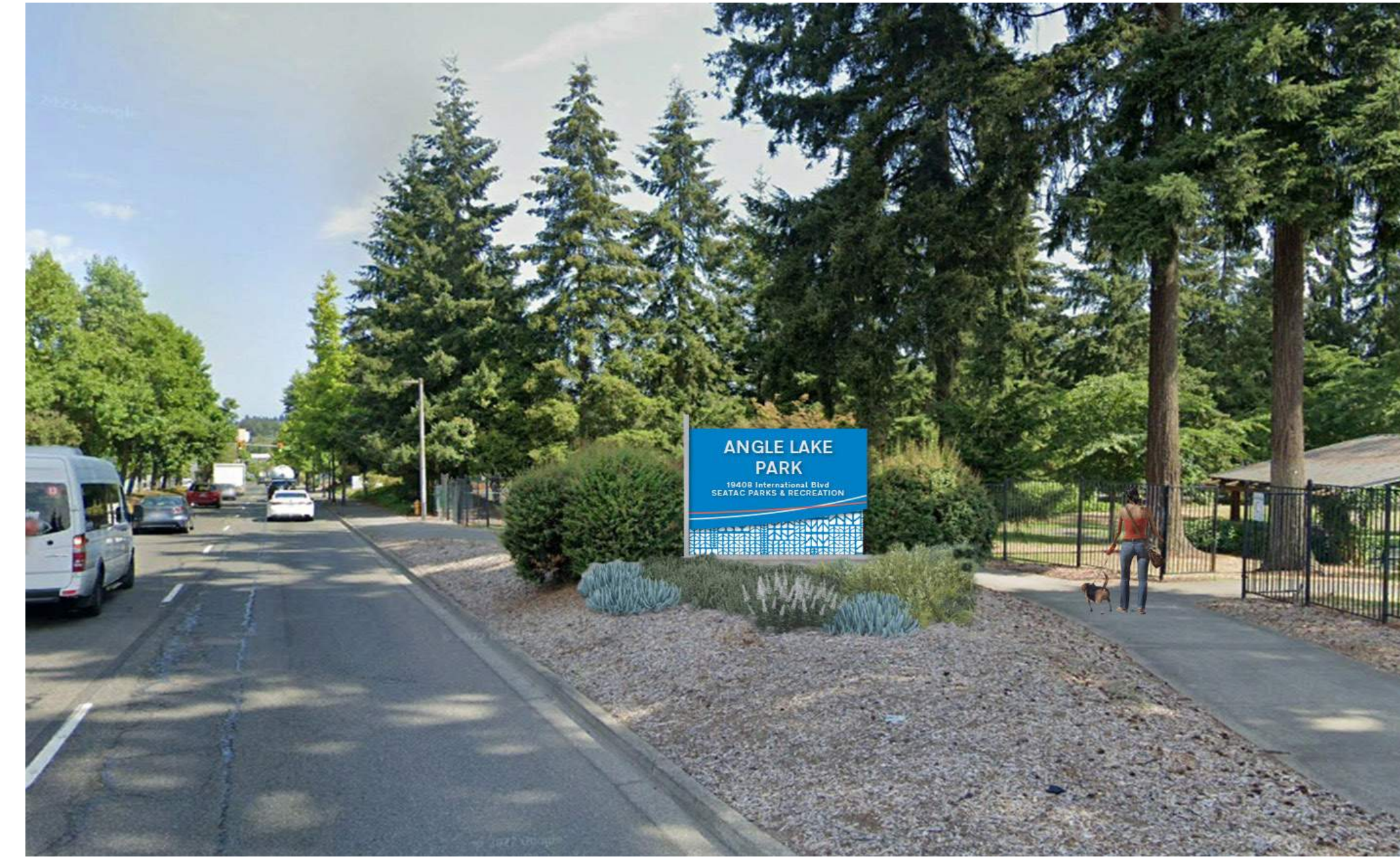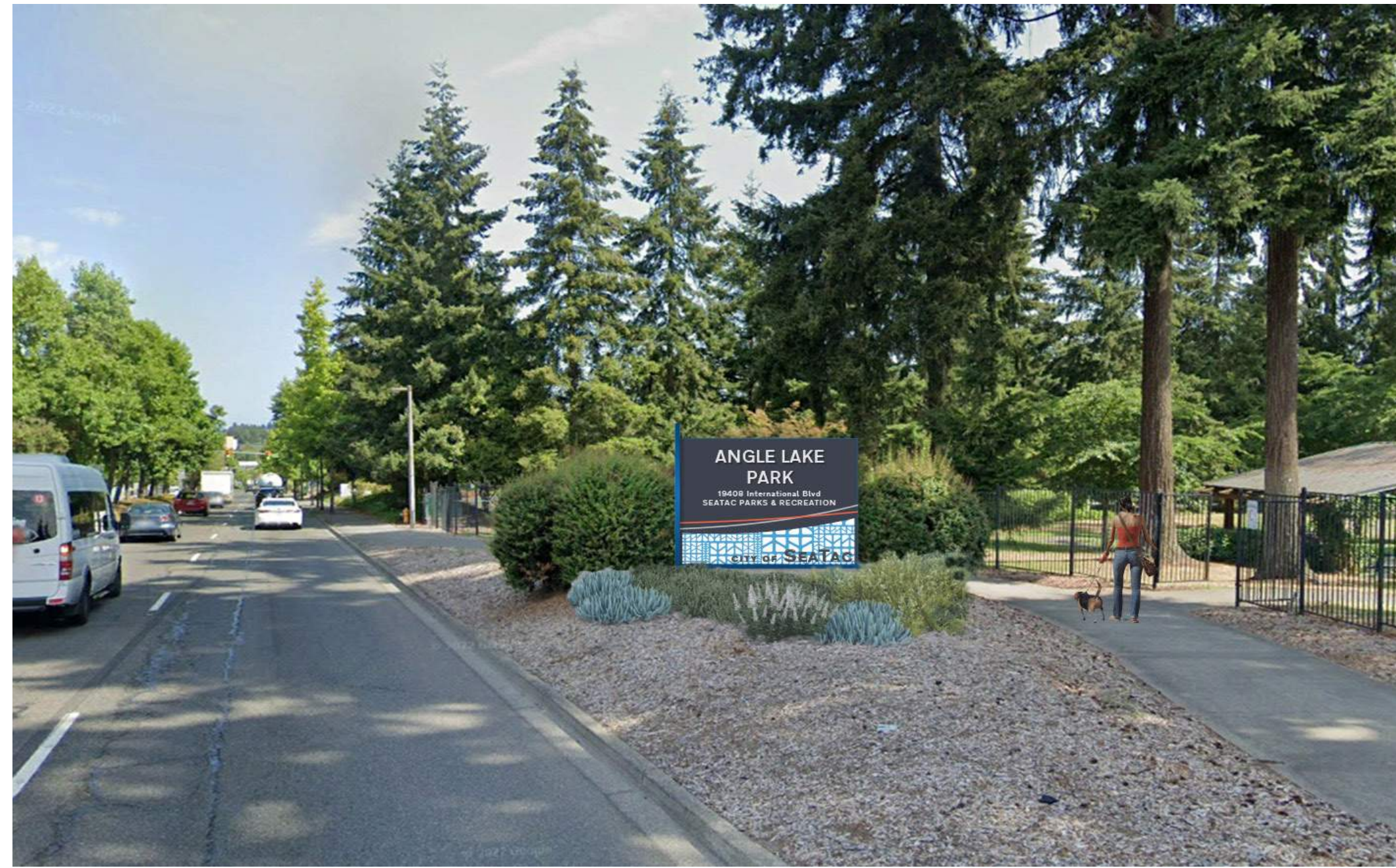19408 INTERNATIONAL BLVD

CITY OF SEATAC
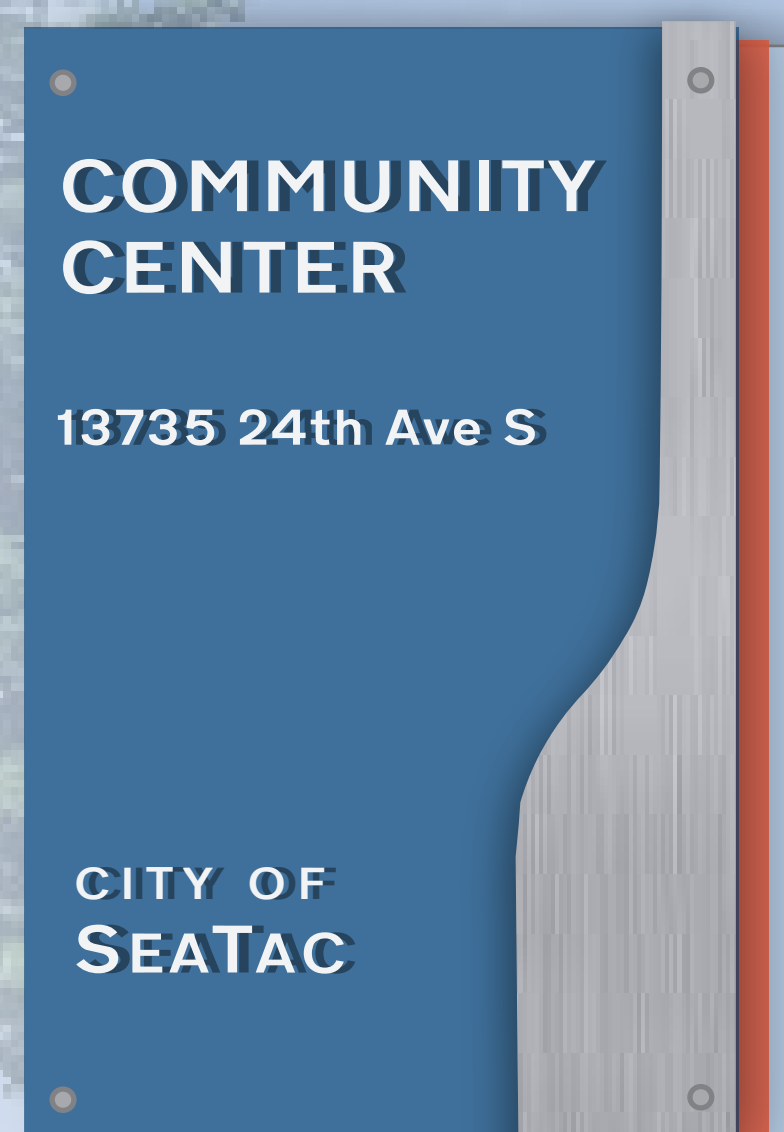
DIRECTIONAL SIGNAGE PHOTO SIMS
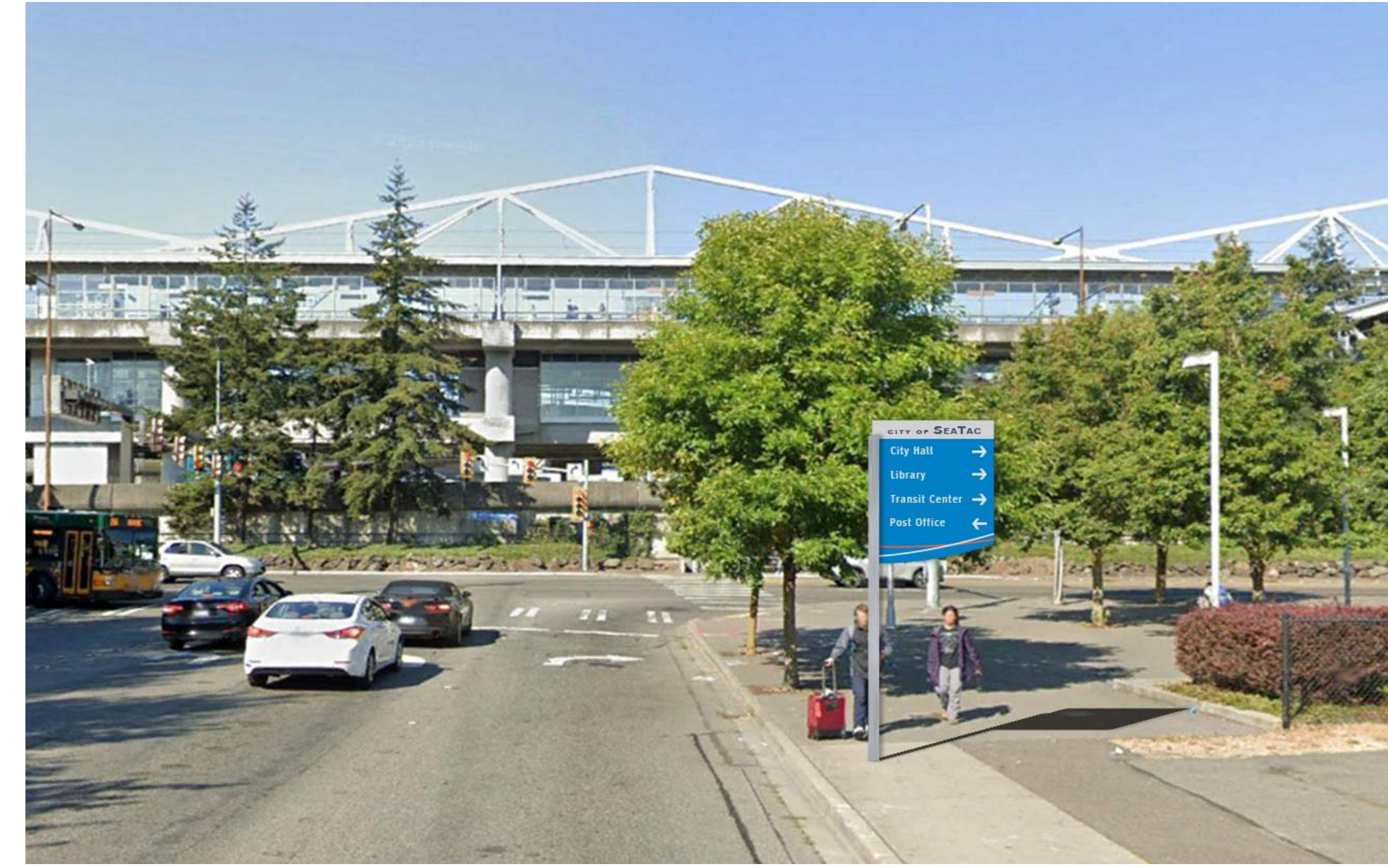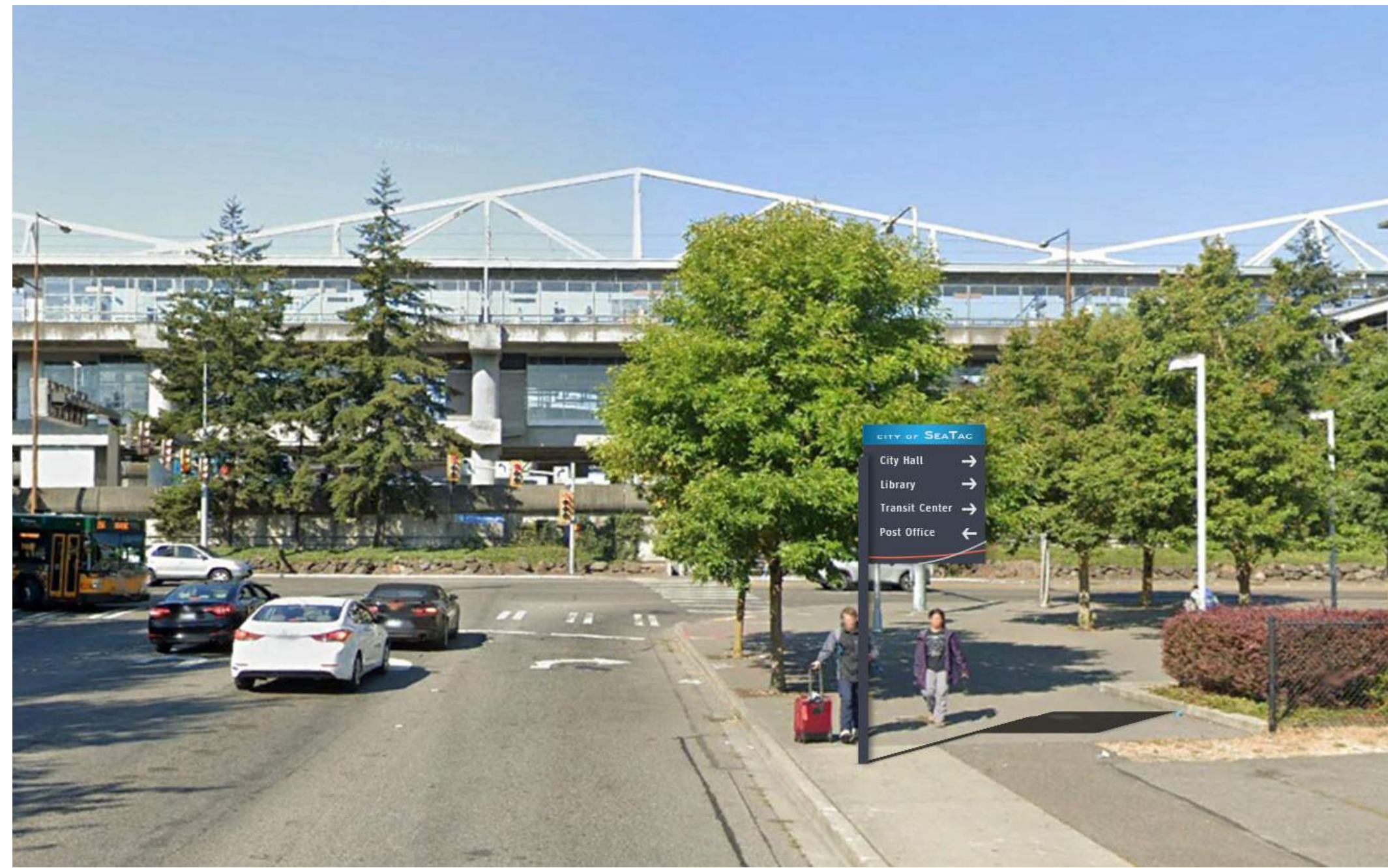
CITY MONUMENT SIGNAGE PHOTO SIMS

VERTICAL GATEWAY SIGNAGE PHOTO SIMS

CITY PARK SIGNAGE PHOTO SIMS

COMMUNITY ENGAGEMENT

OVERVIEW OF COMMUNITY ENGAGEMENT PROCESS

- Online Survey
  - » Available online from October 26, 2023 to December 15, 2023
  - » Translated into four languages - Spanish, Somali, Amharic, and Vietnamese
- In-Person Events
  - » Christmas Tree Lighting
  - » Senior Lunch & Community Center
  - » City Center Business Meeting
- Social Media & Email
  - » Promoted heavily on social media, including paid ads on Facebook
  - » Solicited input via email distribution to approximately 3000 emails
- Total Responses:
  - » Online Survey = 518
  - » In Person = 86
  - » Highest number of survey results in City of SeaTac

SURVEY RESULTS - RESPONDENT DEMOGRAPHICS

Q1: What language would you like to complete this survey in?

Answered: 520   Skipped: 3
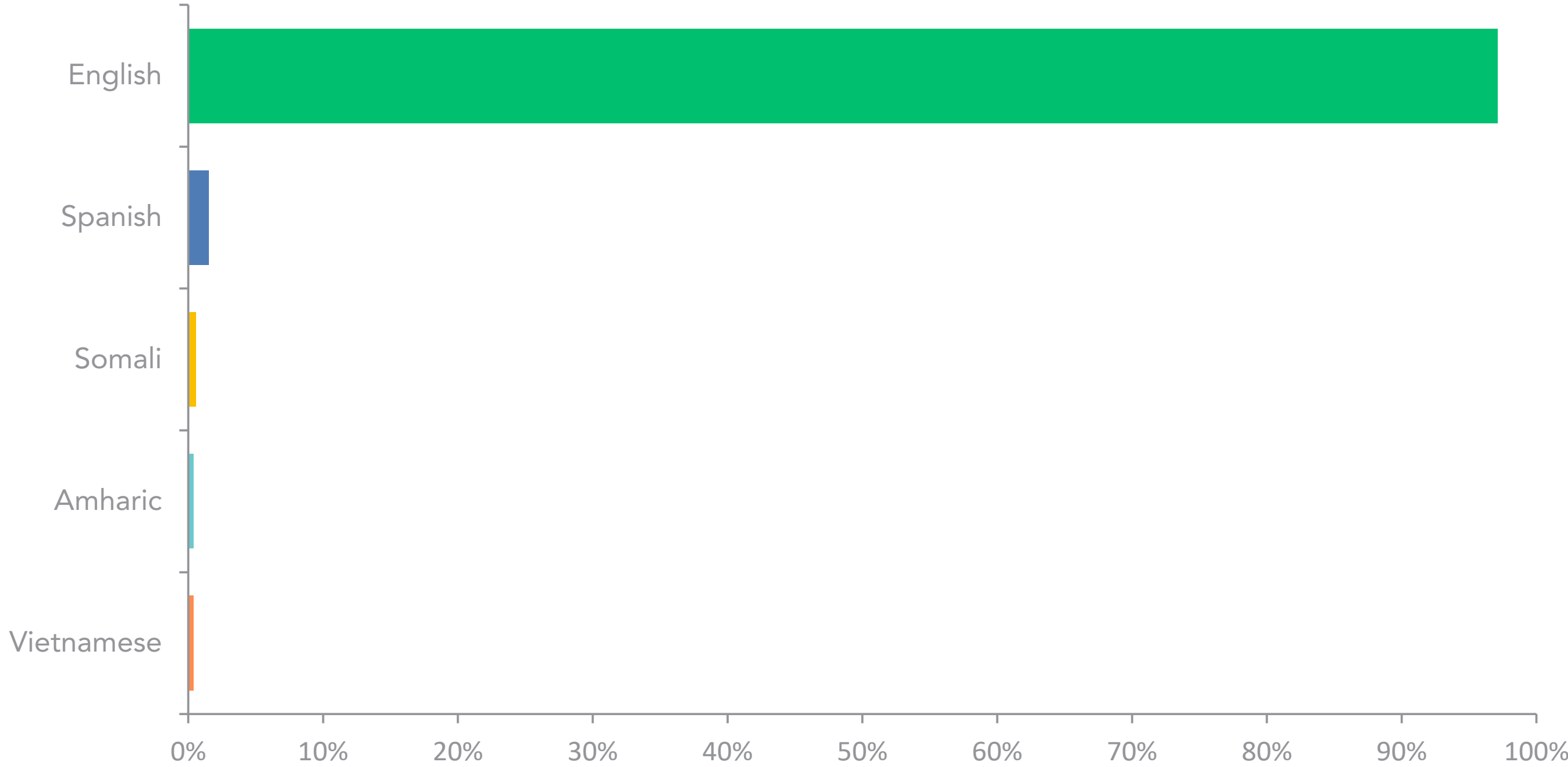
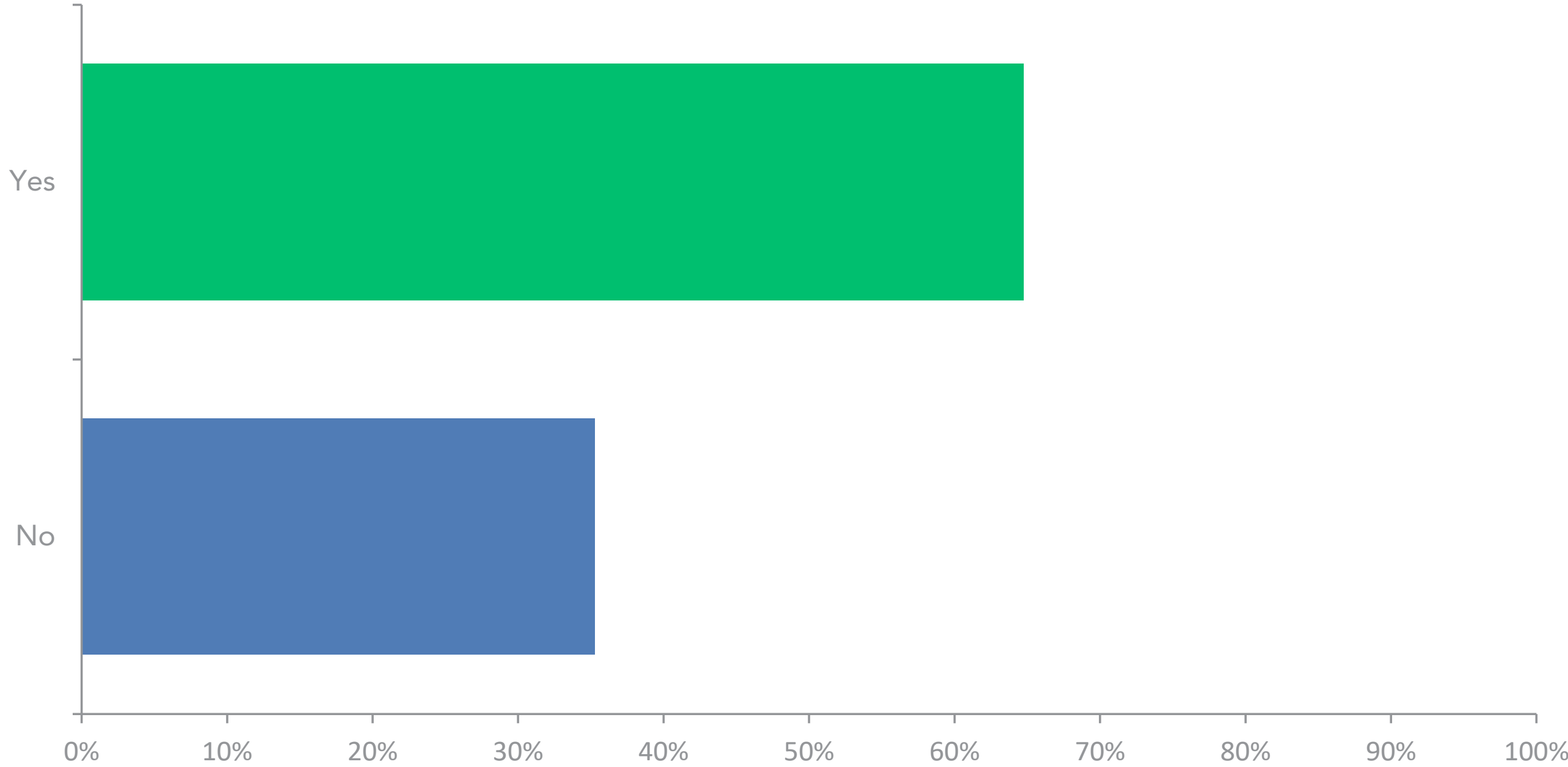## Q1: What language would you like to complete this survey in?

Answered: 520   Skipped: 3

ANSWER CHOICES	RESPONSES	
English	97.12%	505
Spanish	1.54%	8
Somali	0.58%	3
Amharic	0.38%	2
Vietnamese	0.38%	2
TOTAL		520

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SURVEY RESULTS - RESPONDENT DEMOGRAPHICS

Q2: Are you a resident of the City of SeaTac?

Answered: 468   Skipped: 55
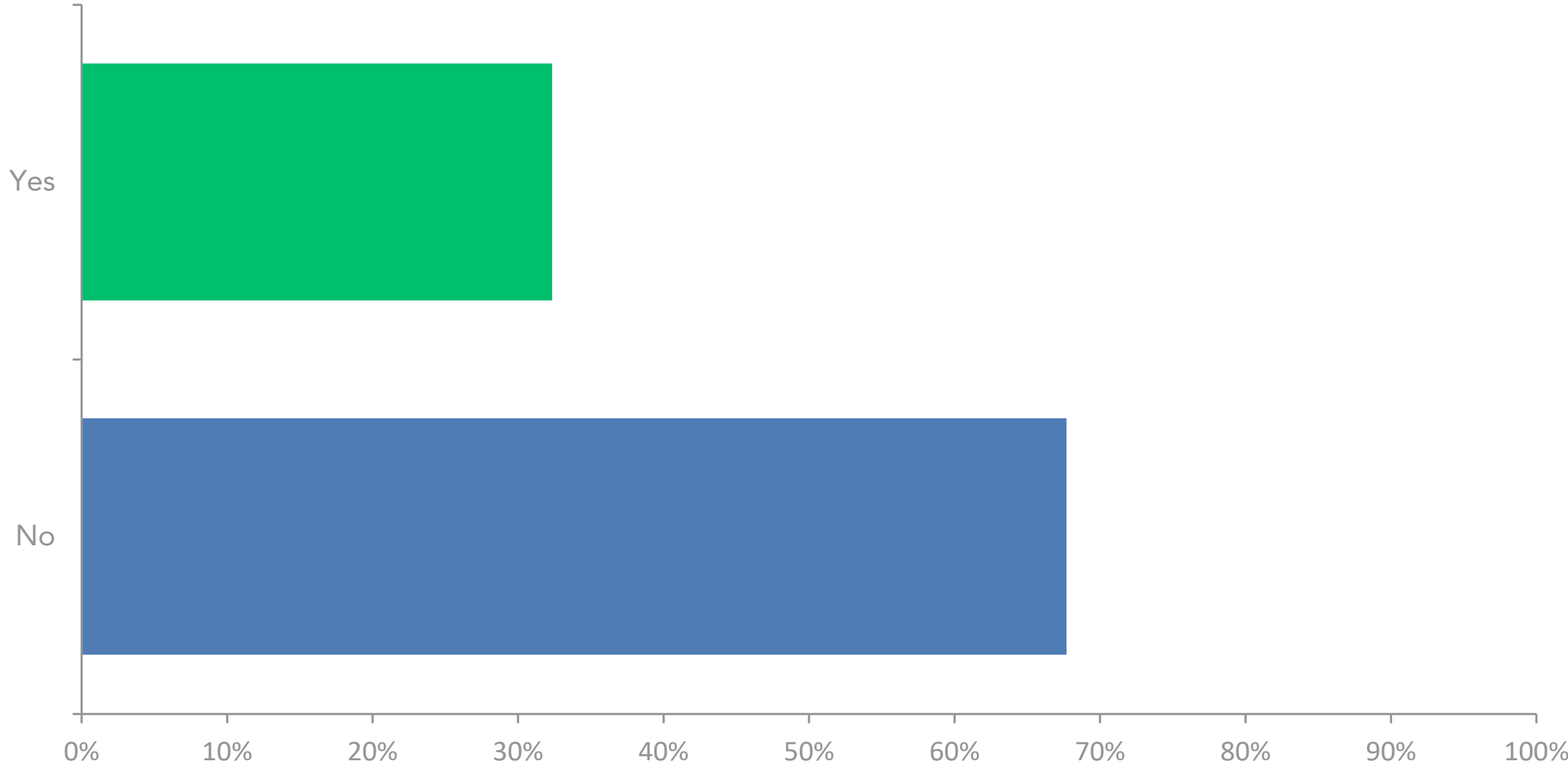

Q2: Are you a resident of the City of SeaTac?

Answered: 468   Skipped: 55

ANSWER CHOICES	RESPONSES	
Yes	64.74%	303
No	35.26%	165
TOTAL		468

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SURVEY RESULTS - RESPONDENT DEMOGRAPHICS

Q3: Do you work in the City of SeaTac (this includes the Airport)?

Answered: 467   Skipped: 56

Q3: Do you work in the City of SeaTac (this includes the Airport)?

Answered: 467   Skipped: 56

ANSWER CHOICES	RESPONSES	
Yes	32.33%	151
No	67.67%	316
TOTAL		467

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SIGNATURE GATEWAY SIGN

SURVEY RESULTS

SURVEY RESULTS - SIGNATURE GATEWAY SIGN

1st

8 in 10 people
80% ranked this as either their 1st or 2nd most 'favorite' design

SURVEY RESULTS - SIGNATURE GATEWAY SIGN

3rd

6 in 10 people
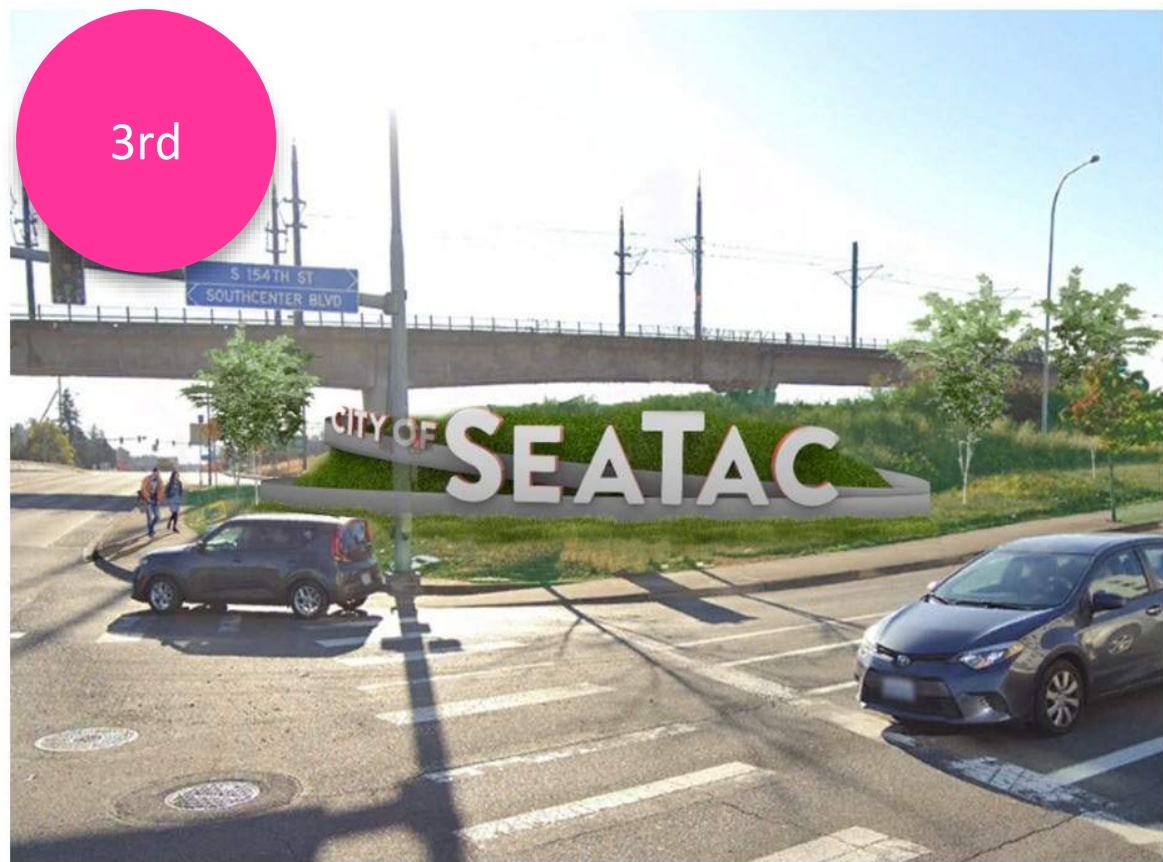57% ranked this as either their 1st or 2nd most 'favorite' design

SURVEY RESULTS - SIGNATURE GATEWAY SIGN

Q4: Which design is your favorite?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.

Answered: 431   Skipped: 92

	1ST	2ND	3RD	TOTAL
Concept #1	30% 150	27% 134	43% 210	494
Concept #2	43% 215	37% 182	20% 99	496
Concept #3	29% 145	36% 177	35% 176	498

Concept #1. This design incorporates a salmon color, and the sign is positioned on a circular base.

3rd

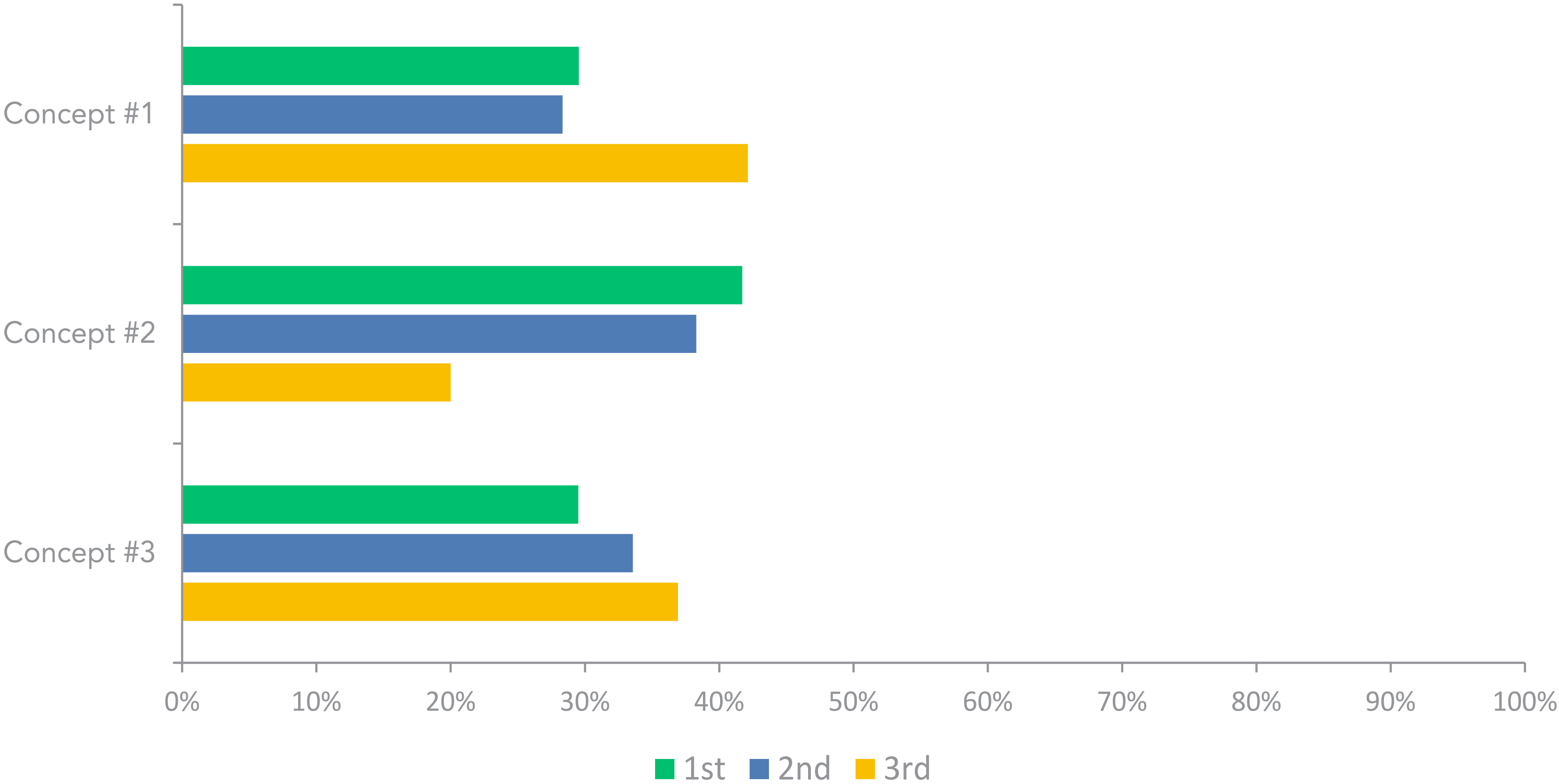Concept #2. This design incorporates a layering of colors and materials on a solid blue base

1st

Concept #3. This design incorporates three different colors on a ribbon inspired base.

2nd

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SURVEY RESULTS - SIGNATURE GATEWAY SIGN

Q4: Which design is your favorite?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.

Answered: 431   Skipped: 92

SIGNATURE GATEWAY SIGN - COMMENT THEMES

- Liked the modern design of gateway concepts

- Demonstrate pride in City of SeaTac, differentiate City from the airport

- Participants were drawn to large "City of" letters

- Participants didn't seem to notice colors on sides of letters as much, but did like the darker blue base on the layered design

- Liked big bold letters

- Liked the idea of having different color lighting options for gateway sign - for example, Seahawk colors during play-offs, etc.

SeaTac SIGNAGE FAMILY

SURVEY RESULTS

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SURVEY RESULTS - SIGNAGE FAMILY

1st

8 in 10 people
81% ranked this as either their 1st or 2nd most 'favorite' design

steel

CITY OF SEATAC

CITY OF SEATAC
City Hall →
Library →
Transit Center →
Post Office ←

CITY OF
SEATAC

*city monument signage
(horizontal)*

COMMUNITY
CENTER
13735 24th Ave S

CITY OF
SEATAC

ANGLE LAKE
PARK
19408 International Blvd
SEATAC PARKS & RECREATION

CITY OF SEATAC

city gateway signage *vehicular directional* *(side)* *city facility sign* *park sign*

SURVEY RESULTS - SIGNAGE FAMILY

2nd

7 in 10 people
72% ranked this as either their 1st or 2nd most 'favorite' design

city monument signage
(horizontal)

CITY OF SeaTac

City Hall
Library
Transit Center
Post Office

COMMUNITY CENTER
13735 24th Ave S

CITY OF SeaTac

ANGLE LAKE PARK
19408 International Blvd
SEATAC PARKS & RECREATION

city gateway signage

vehicular directional

(side)

city facility sign

park sign

SURVEY RESULTS - SIGNAGE FAMILY

3rd

5 in 10 people
53% ranked this as either their 1st or 2nd most 'favorite' design

steel

exterior grade resin

city monument signage
(horizontal)

CITY OF SEATAC

City Hall →
Library →
Transit Center →
Post Office ←

CITY OF SEATAC

COMMUNITY CENTER

13735 24th Ave S

CITY OF SEATAC

COMMUNITY CENTER

13735 24th Ave S

CITY OF SEATAC

ANGLE LAKE PARK

19408 International Blvd

CITY OF SEATAC

ANGLE LAKE PARK

19408 International Blvd

CITY OF SEATAC

city gateway signage

vehicular directional

city facility sign option a

city facility sign option b

park sign option a

park sign option b

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SURVEY RESULTS - SIGNAGE FAMILY

Q5: Which design is your favorite?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.
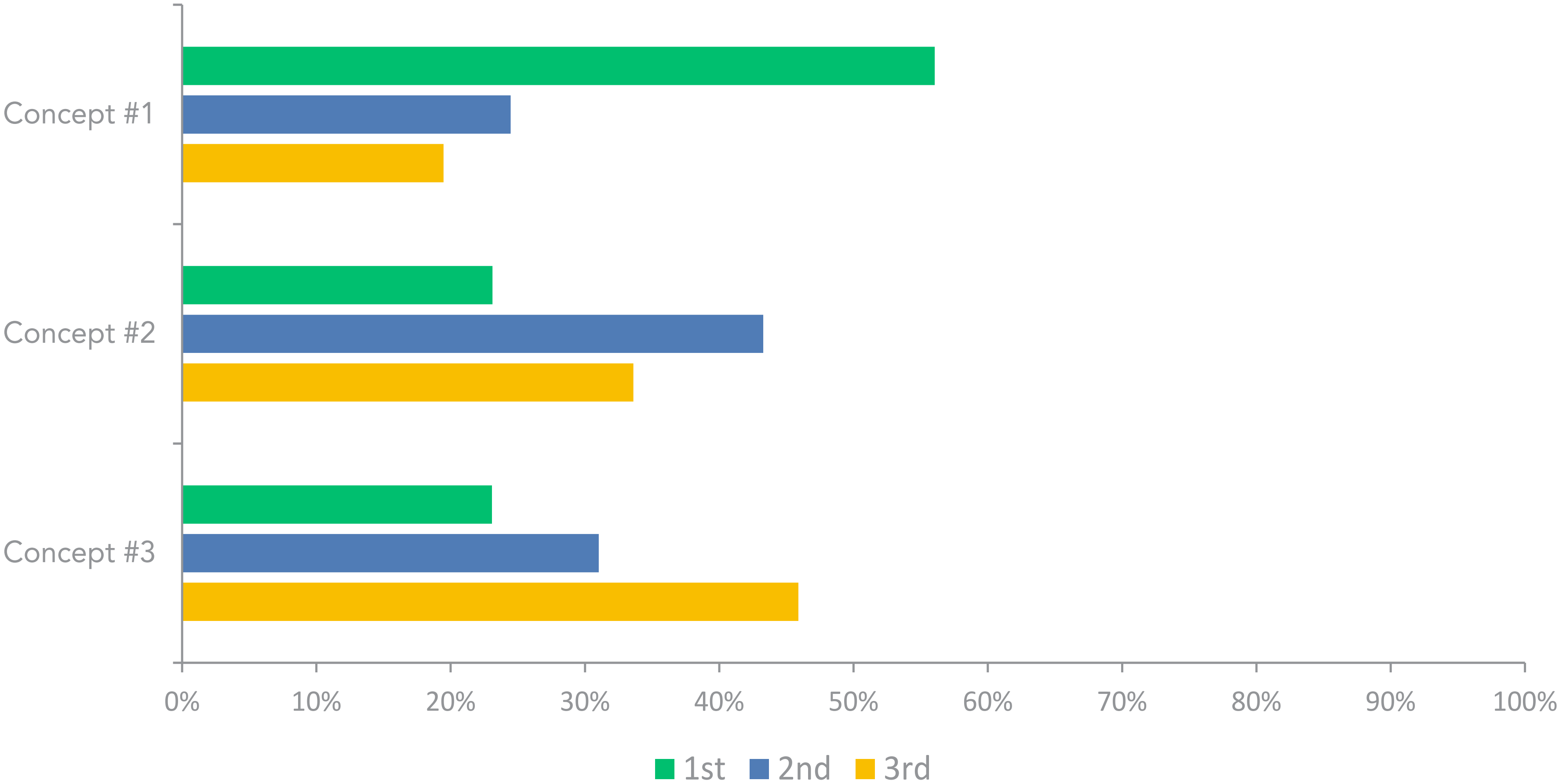
Answered: 391   Skipped: 132

	1ST	2ND	3RD	TOTAL
Concept #1	55% 254	26% 119	19% 88	461
Concept #2	26% 115	42% 188	33% 146	449
Concept #3	22% 98	31% 141	47% 214	453
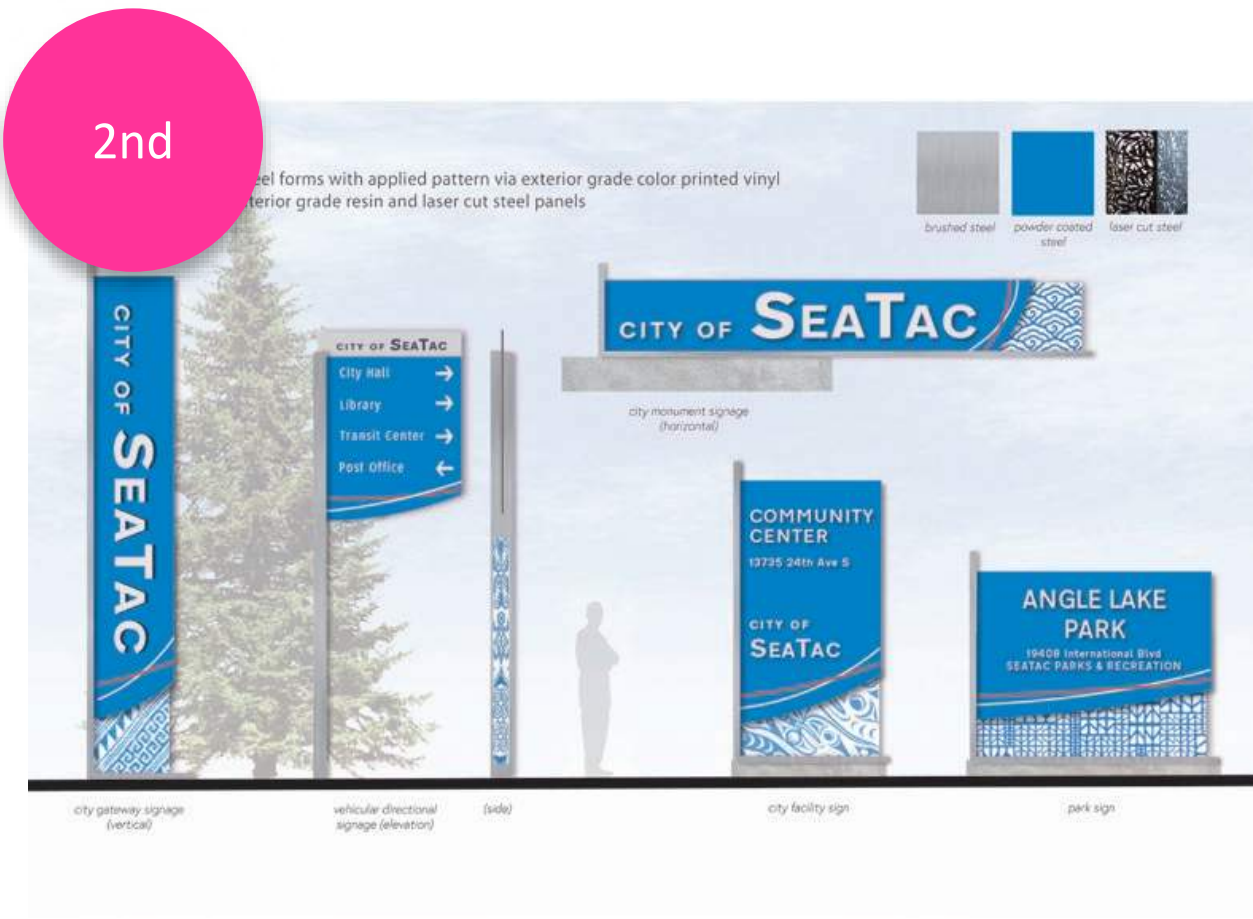
KPG
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SURVEY RESULTS - SIGNAGE FAMILY

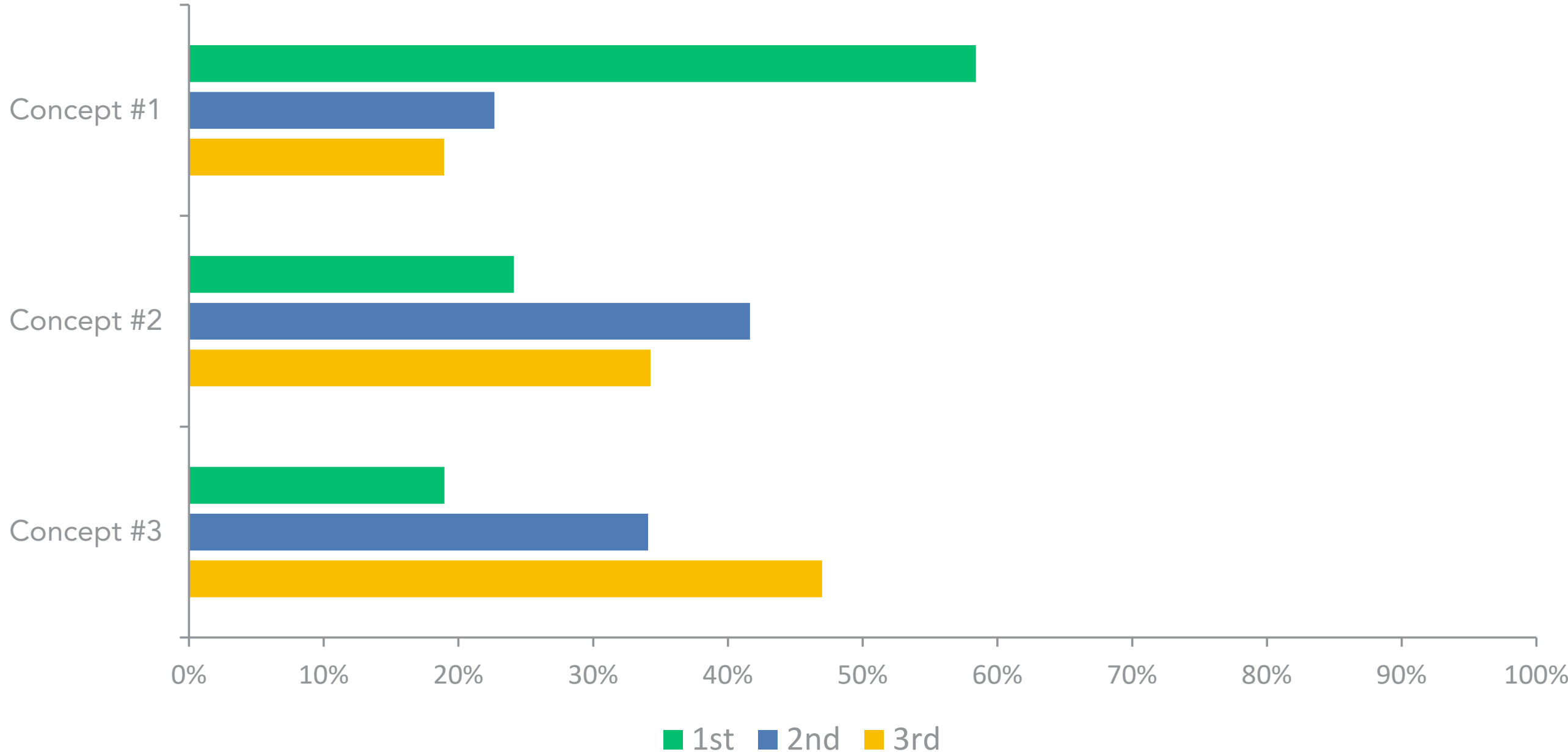Q5: Which design is your favorite?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.

Answered: 391   Skipped: 132

SURVEY RESULTS - COLORS, CHARACTER + LEGIBILITY

Q6: Which color schemes work well together?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.

Answered: 383 Skipped: 140

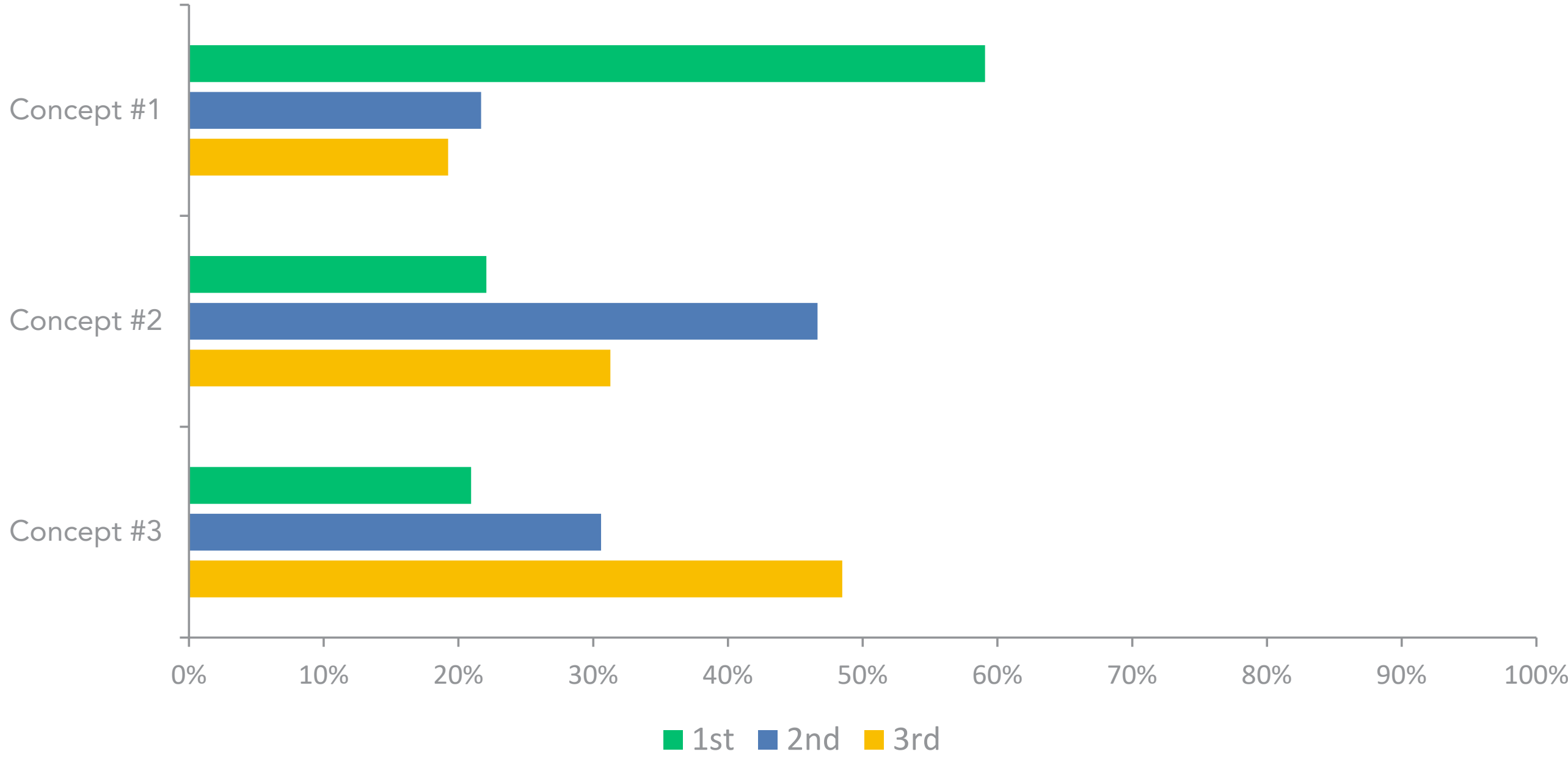Q6: Which color schemes work well together?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.

Answered: 383 Skipped: 140

	1ST	2ND	3RD	TOTAL	WEIGHTED AVERAGE
Concept #1	58.40% 219	22.67% 85	18.93% 71	375	1
Concept #2	24.11% 88	41.64% 152	34.25% 125	365	1
Concept #3	18.96% 69	34.07% 124	46.98% 171	364	1

SURVEY RESULTS - COLORS, CHARACTER + LEGIBILITY

Q7: Which designs most reflect the character of SeaTac?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.

Answered: 379   Skipped: 144

Q7: Which designs most reflect the character of SeaTac?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.
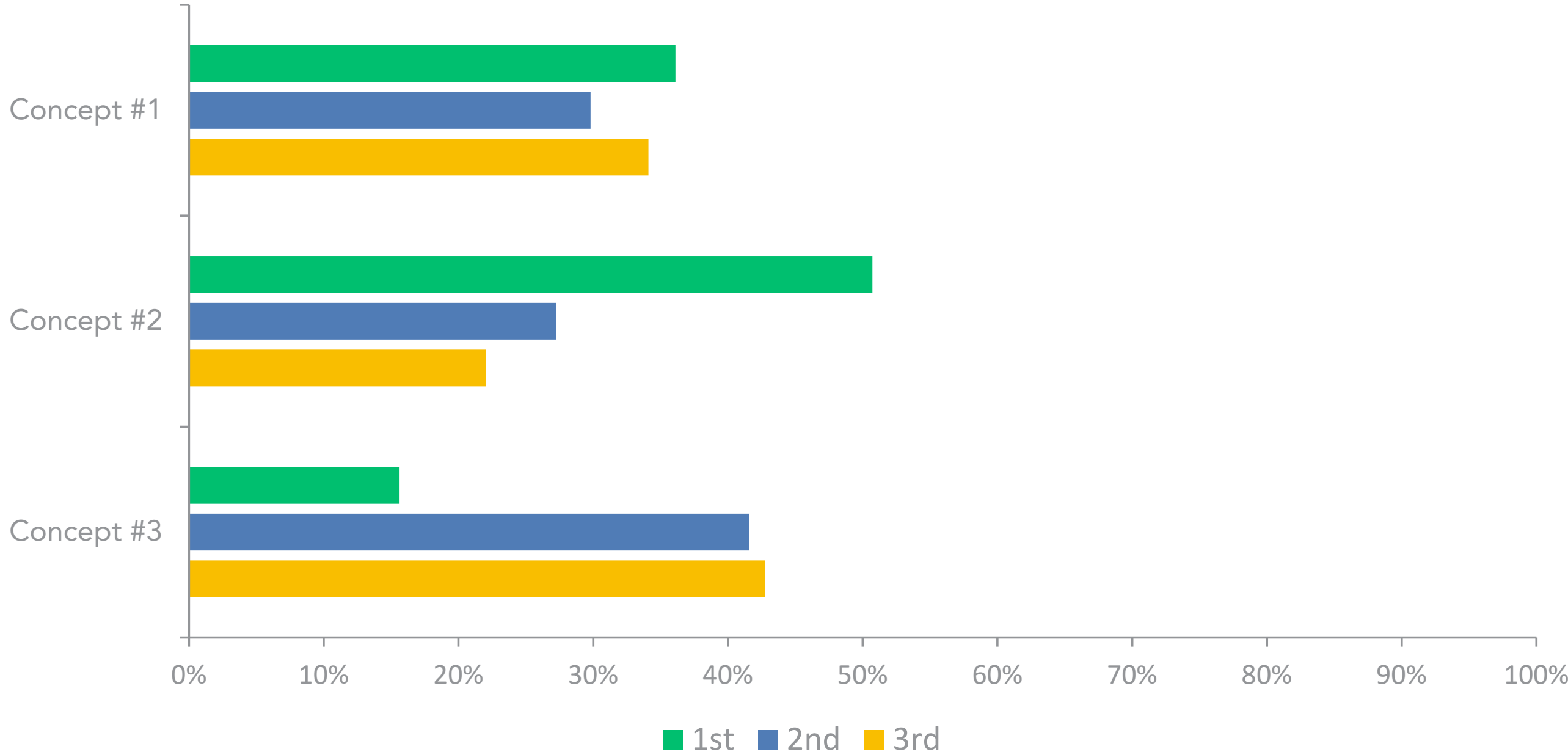
Answered: 379   Skipped: 144

	1ST	2ND	3RD	TOTAL	WEIGHTED AVERAGE
Concept #1	59.08% 218	21.68% 80	19.24% 71	369	1
Concept #2	22.07% 79	46.65% 167	31.28% 112	358	1
Concept #3	20.94% 76	30.58% 111	48.48% 176	363	1

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SURVEY RESULTS - COLORS, CHARACTER + LEGIBILITY

Q8: Which designs are most noticeable?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.

Answered: 357   Skipped: 166

	1ST	2ND	3RD	TOTAL	WEIGHTED AVERAGE
Concept #1	36.10% 126	29.80% 104	34.10% 119	349	1
Concept #2	50.72% 175	27.25% 94	22.03% 76	345	1
Concept #3	15.63% 53	41.59% 141	42.77% 145	339	1

KPG PSOMAS

SURVEY RESULTS - COLORS, CHARACTER + LEGIBILITY

Q9: Which designs are easiest to read?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.

Answered: 358   Skipped: 165

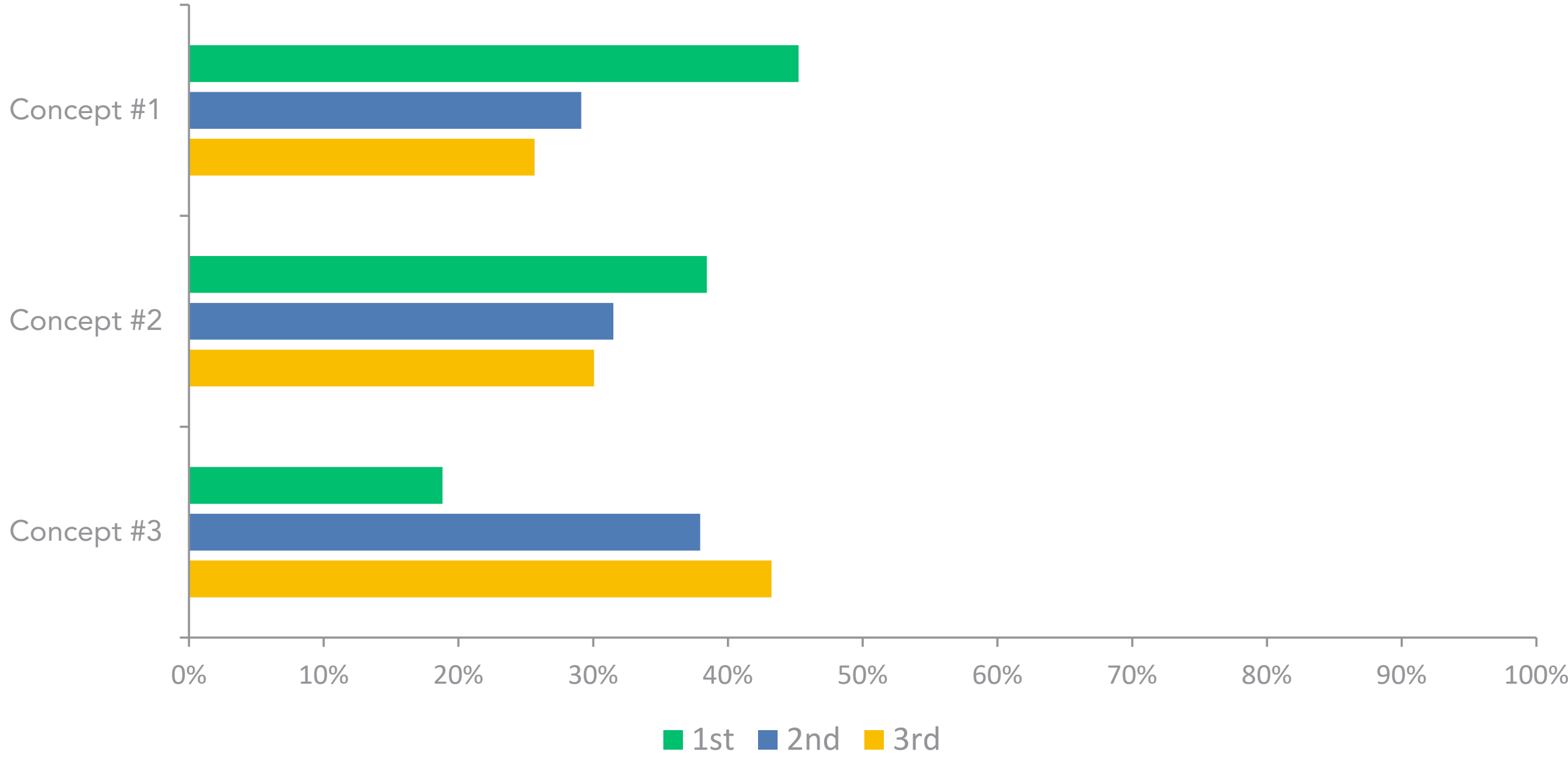**Q9: Which designs are easiest to read?Rank the concepts below in order of your 1st, 2nd, and 3rd favorite.**

Answered: 358   Skipped: 165

	1ST	2ND	3RD	TOTAL	WEIGHTED AVERAGE
Concept #1	45.24% 157	29.11% 101	25.65% 89	347	1
Concept #2	38.44% 133	31.50% 109	30.06% 104	346	1
Concept #3	18.82% 64	37.94% 129	43.24% 147	340	1

SIGNAGE FAMILY - COMMENT THEMES

- Liked charcoal background signs most - high contrast, easiest to read, larger pattern area

- Felt directional wayfinding sign was a little plain

- Aside from Coast Salish pattern, participants did not recognize patterns as cultural motifs, yet were still drawn to this signage concept

- Liked bold, modern, color - high contrast was very important

- Also liked brighter blue background, but some concerns with legibility

- Love/hate sentiments toward the darker blue layered signs

- Participants were happy to see a fresh, modern look for signs - felt existing signs were tired

UPDATED SIGNAGE CONCEPTS

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SIGNATURE GATEWAY SIGN - LAYERED SIGN CONCEPT

CITY OF SEATAC | Gateway Treatments & Signage Project - Ad Hoc Committee Meeting 4

SIGNAGE FAMILY - MULTICULTURAL PATTERNS

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

brushed steel

powder coated steel

laser cut steel

CITY OF SEATAC

CITY OF SEATAC

City Hall →
Library →
Transit Center →
Post Office ←

CITY OF SEATAC

city monument signage (horizontal)

COMMUNITY CENTER
13735 24th Ave S

CITY OF SEATAC

ANGLE LAKE PARK
19408 International Blvd
SEATAC PARKS & RECREATION

CITY OF SEATAC

city gateway signage (vertical)

vehicular directional signage (elevation)

(side)

(side)

city facility sign

(side)

park sign

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SIGNAGE LIGHTING EXAMPLES

Uplighting on sign facade

Uplighting between layers

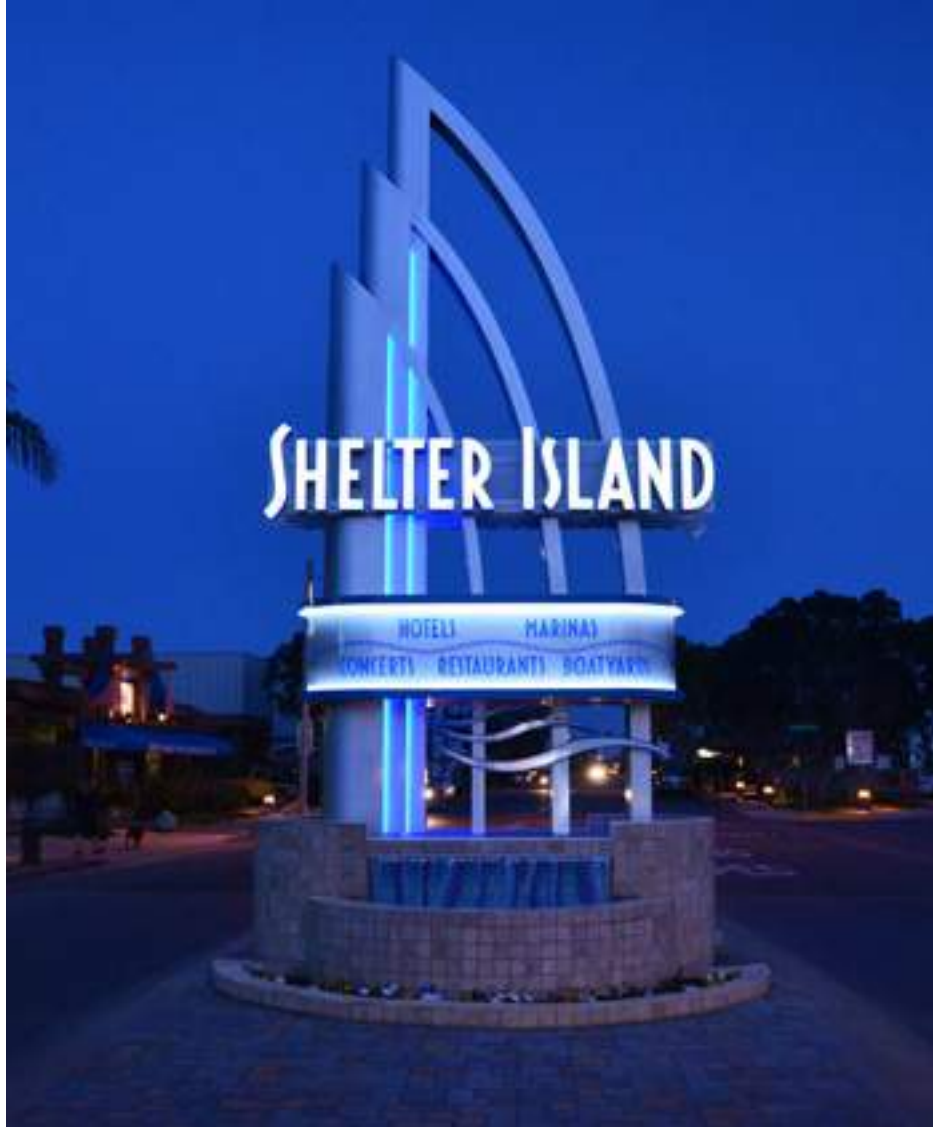Uplighting with colored lights

Projected lighting

Flat (cutout) letters with interior lighting

Dimensional letters with interior lighting (face only) and landscape uplighting

Letters with interior lighting - day vs. night

Letters with interior lighting and linear accent lighting

Letters with interior lighting and colored uplighting on base

SIGNATURE GATEWAY LIGHTING MODELS

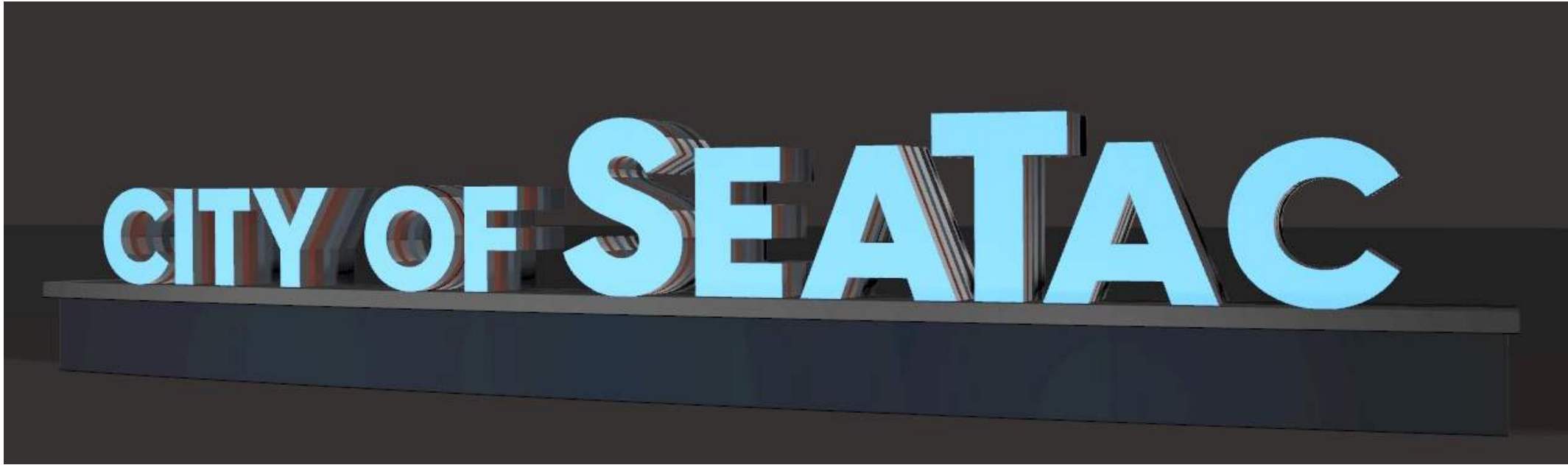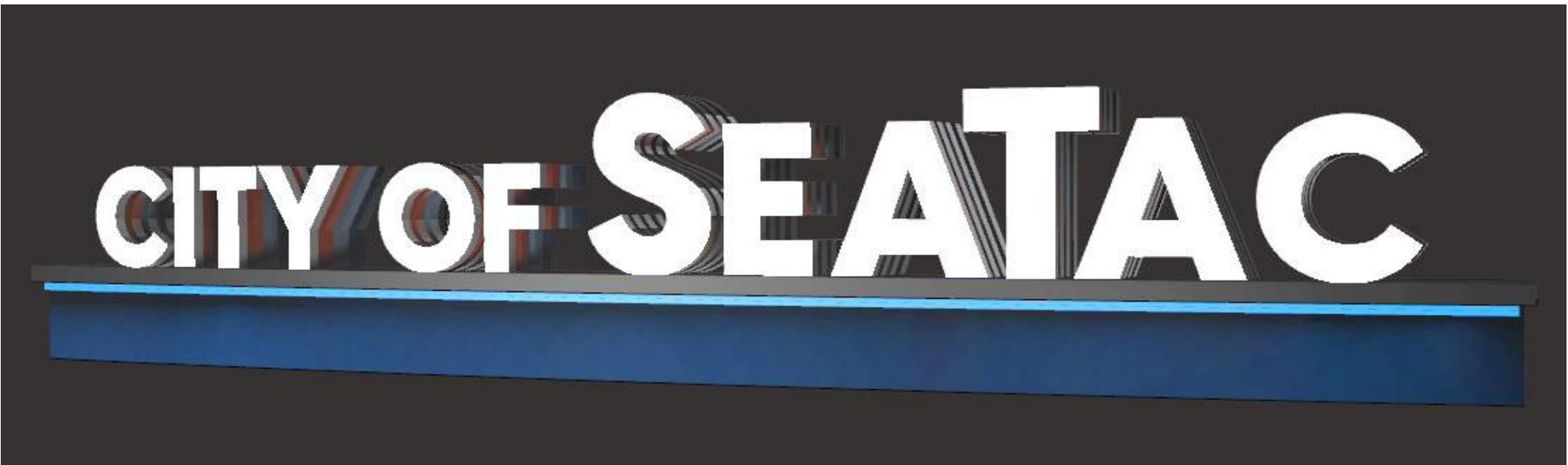Uplighting on sign facade and between layers

Uplighting sign facade with colored lights

Interior lighting on front letter face only

Interior lighting + layered letter uplighting

Interior lighting with colored linear downlighting

Interior colored lighting

Uplighting on sign facade

Uplighting between layers

Projected lighting

NEXT STEPS

- Community engagement results and AHC recommendations presented to City Council
- Sign implementation

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