

# Seattle Center Campus Signage Proposal

Seattle Center



City of Seattle

# Project Description

## Current

- 150 static signs of varying types and ages creates visual clutter on campus.
- Existing digital readerboards are outdated and at end of life.
- Lack of consistent real time information for customers.

## Proposed

- Install a comprehensive signage upgrade for all campus signs.
- Key components – updated variable messaging signs, wayfinding signs, information kiosks, campus pole banners, entry markers and facility reader boards plus related infrastructure to power and connect the signs.
- Consistent with public feedback and previously approved Arena agreements.

## Key Benefits

- Improved visitor experience. Simplifies and declutters the campus.
- Promotes campus arts and cultural institutions programming.
- Provides a sustainable revenue stream to support public programming.
- Aligns campus signage with arena signage for consistent “look and feel.”
- Eliminates waste associated with temporary signage.
- Allows for flexibility to communicate in multiple languages.
- Allows coordinated communication during emergencies.
- Maintains the Center’s competitive edge as a public gathering place.

# Financial Terms

## Financing

- Cost: \$8,000,000. Funding proposed as taxable LTGO bonds.
- Repayment over 10-year term with debt service shared between ArenaCo 75% and City 25%.
- ArenaCo will guarantee 100% of the debt expense, including Seattle Center share (debt backstop). Should the backstop be triggered, parties will agree to a specified repayment plan.
- Principal debt repayment will commence in 2022, with an initial small interest payment in 2021.

## Financial benefits

- Sponsorship revenue tied to signage is estimated to produce \$4M annually. Incremental revenue split ArenaCo 75%; Seattle Center 25%. Estimate \$630K in added revenue annually to Seattle Center (above ArenaCo required base level payments).
- Years 11+ of the lease agreement, funding split with ArenaCo increases to 50/50 giving substantial potential “upside” to Seattle Center.
- Funding will include annual maintenance and replacement funding.









## Ownership / Schedule

- City will own and operate campus signs.
- Seattle Center approval of all content.
- Bidding and Construction 3rd and 4th quarters 2021.



# CAMPUS SIGNAGE SIGN LOCATION PLAN

DRAFT

SIGN TYPE	DISPLAY TYPE	QTY STUDIED	QTY APPROVED
 WAYFINDING PYLON	DIGITAL CHANGING IMAGE	20	18
 ENTRY MARKER	STATIC	5	TBD
 CAMPUS READERBOARD	DIGITAL CHANGING IMAGE	3	3
 POLE BANNER	DIGITAL CHANGING IMAGE	12	8-10
 FACILITY READERBOARD	DIGITAL CHANGING IMAGE	5	4
 ART WALK DISPLAY	DIGITAL CHANGING IMAGE	3	3
 INFORMATION KIOSK	DIGITAL CHANGING IMAGE	3	3
 DIGITAL POSTER	DIGITAL CHANGING IMAGE	1	1

**Additional Notes:**

Proposed updates to identification and wayfinding signs in and around the Seattle Center garages are not included in this map. Details on the garage signage can be provided separately if desired.

The 3 proposed Art Walk Display signs will correspond to small static medallions identifying public artworks on the campus and Arena grounds. The static medallions are not included in this map.

