

seattlecenter

**SEATTLE CENTER
SIGNAGE GUIDELINES**

March 31, 2021

**WHERE
SEATTLE
COMES
TOGETHER**

INTRODUCTION

The primary objective of the Seattle Center Campus Signage Plan is to establish a logical and legible system of signs that informs and directs visitors, identifies key sites of interest, and serves to enhance the aesthetic and experiential qualities of the site. This comprehensive plan addresses the existing site as well as phased implementation of new signage through 2030 to align with the vision of the Century 21 Master Plan.

Seattle Center has a wide spectrum of architecture and open spaces, large and small, loud and quiet, and everything in between. Signage is one of several design elements that can visually unify the site and create greater consistency within the environment. Decongesting and decluttering the site by removing outdated signage helps deliver a simpler, cleaner, and greener message about the campus. We can create a more welcoming campus, and make the edges and entrances of the site more porous by providing event information at key locations, and in creative ways at campus entries and around the perimeter. The signage system is a key contributor to promoting the brand, contributing to a sense of safety and security, and enhancing the experience of visiting Seattle Center.

PROCESS AND TIMELINE

The Century 21 Master Plan created the opportunity for a comprehensive approach to campus signage. The initial diagnostic process started with an inventory of existing signage to determine what worked on the campus and what did not. The signage inventory process, between August 2008 and December 2008, resulted in signage recommendations with an additive and subtractive approach. The signage program was implemented incrementally in phases over a span of years as funding allowed. When a sign type was replaced by a new design, the old signs were removed.

Ultimately, Seattle Center has a goal to locate the “right” number and type of signs across our campus to lead the visitor through the site in a comfortable and informed way. Campus plans and maps developed in early 2009 addressed the specific sign types to be prioritized in each phase to make the overall Seattle Center campus signage system more coherent. Maps were developed as diagrammatic and planning tools, and were included in the Century 21 Master Plan. One of these maps was:

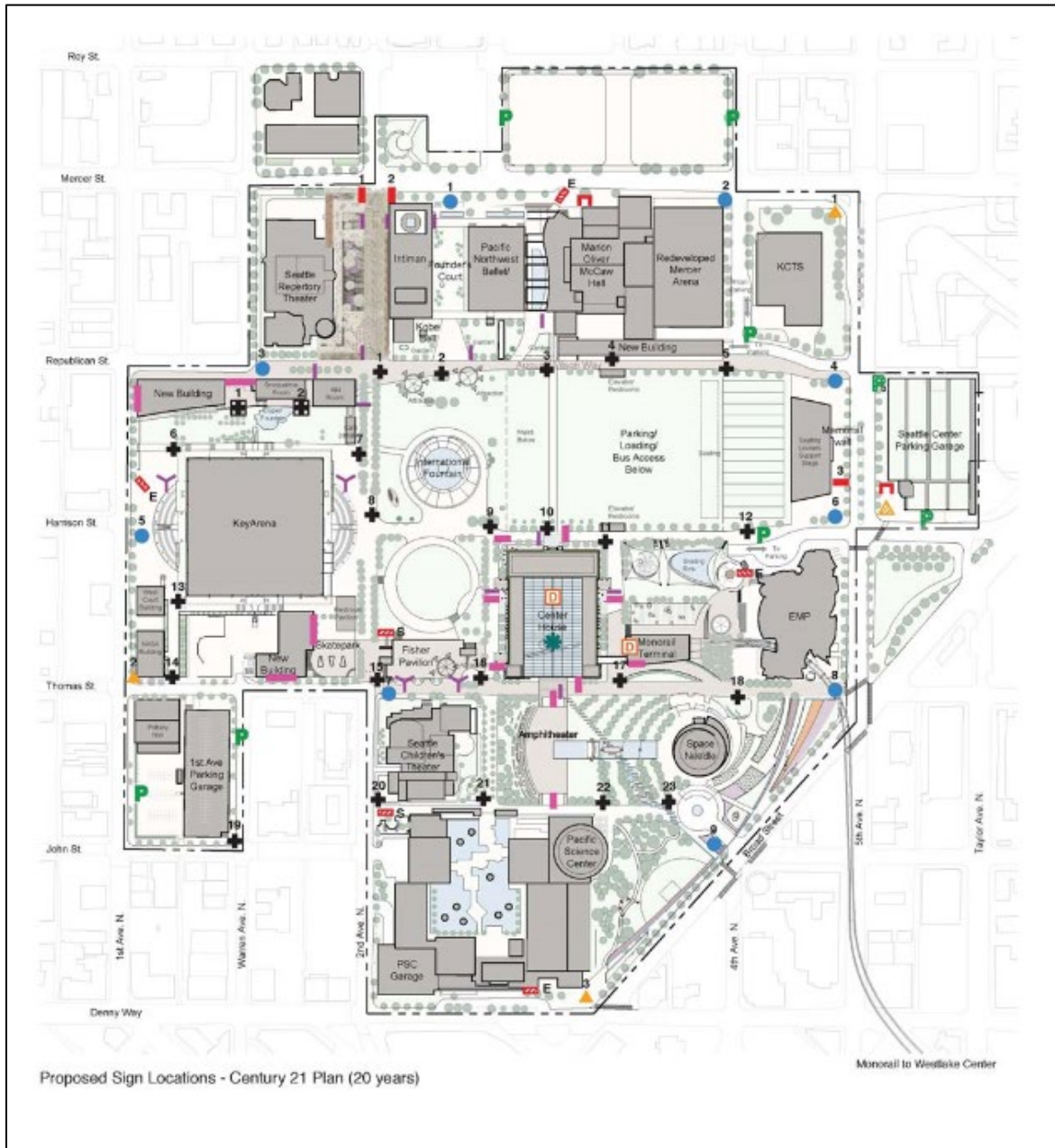
- Century 21 Plan (20 years) - indicated all proposed signage types and locations after the full campus build-out envisioned in the Century 21 Master Plan, as the final goal.

Since 2010, the signage map has continued to be updated. These Guidelines include the Century 21 Plan map (20 years), and maps of signage existing on campus in November 2020. A map depicting campus signage updates proposed for implementation in late 2021, concurrent with the completion of Climate Pledge Arena, will be included in the Guidelines when available.

Seattle Center will require signs that are clearly visible from the ROW to be operated in a way that minimizes driver distraction. Additionally, all new Seattle Center signage will continue to comply with the City of Seattle Sign Code, be sensitive to and minimize impacts on neighbors, and be mindful of a spare and uncluttered design aesthetic for perimeter streets that surround Seattle Center.





















CAMPUS MAPS


Century 21 Plan (20 years) - Page 1 of 2: Campus Map



CAMPUS MAPS

Century 21 Plan (20 years) - Page 2 of 2: Campus Map Legend

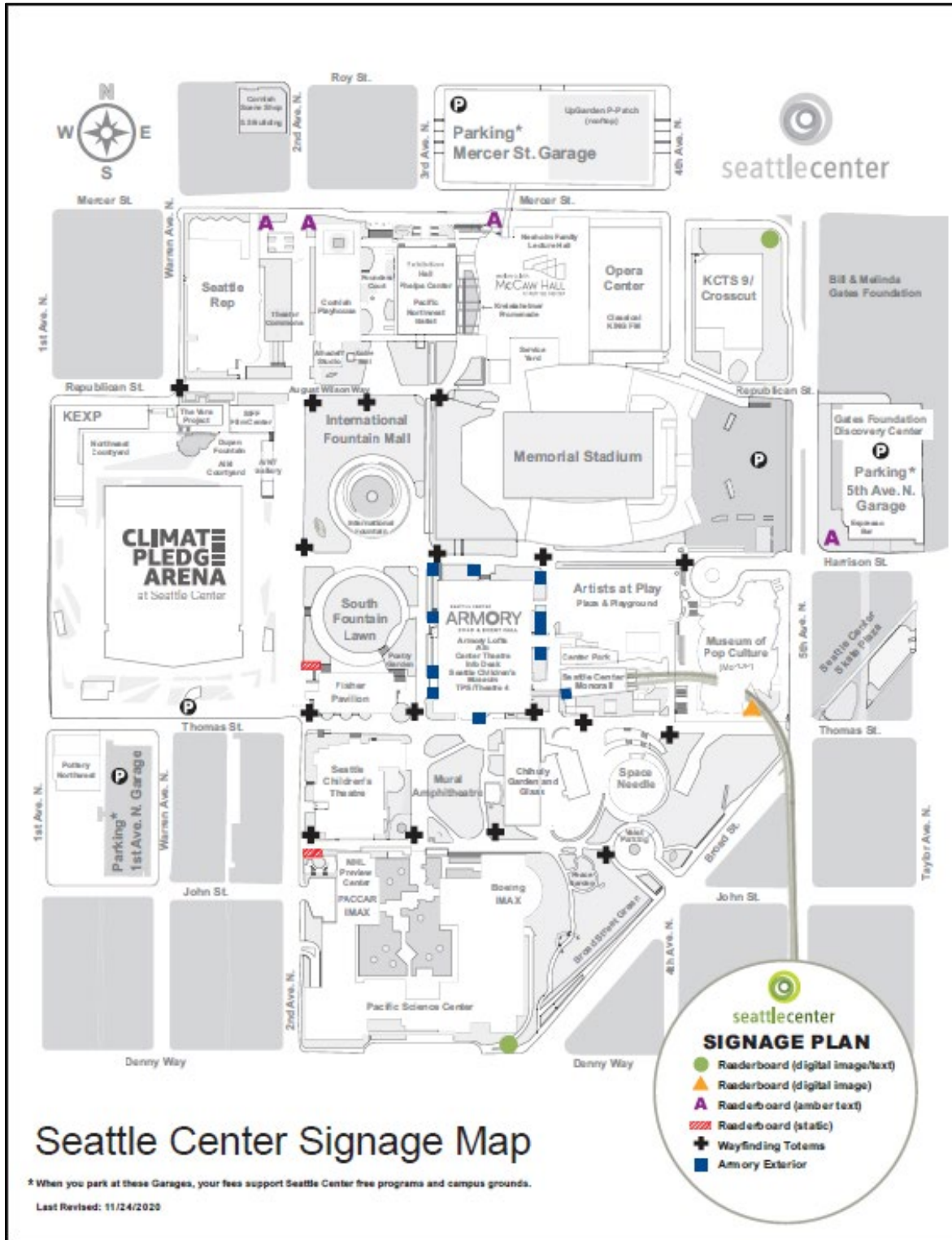
KEY	
	Entry Marker (with campus map)
	Seattle Center Readerboard
	Seattle Center Readerboard (existing)
	Facility Readerboard
	Facility Readerboard (existing; static)
	Facility Readerboard (existing; electronic)
	Northwest Rooms, Center House, Mural Amphitheatre, Seattle Center Pavilion Building / Area ID
	Directional (with campus map)
	Northwest Rooms Orientation Map / Directional (with campus map)
	Parking ID
	Parking ID (existing)
	Seattle Center Poster Vitrine
	Facility Poster Vitrine
	Temporary Event Signage (various locations across site)
	Accessible Signage (various locations across site)
	Regulatory Signage (various locations across site)
	Interpretive Signage (various locations across site)
	Electronic Kiosk
	Digital Icon
	Digital Marketing Display



Westlake Center Monorail Station Detail

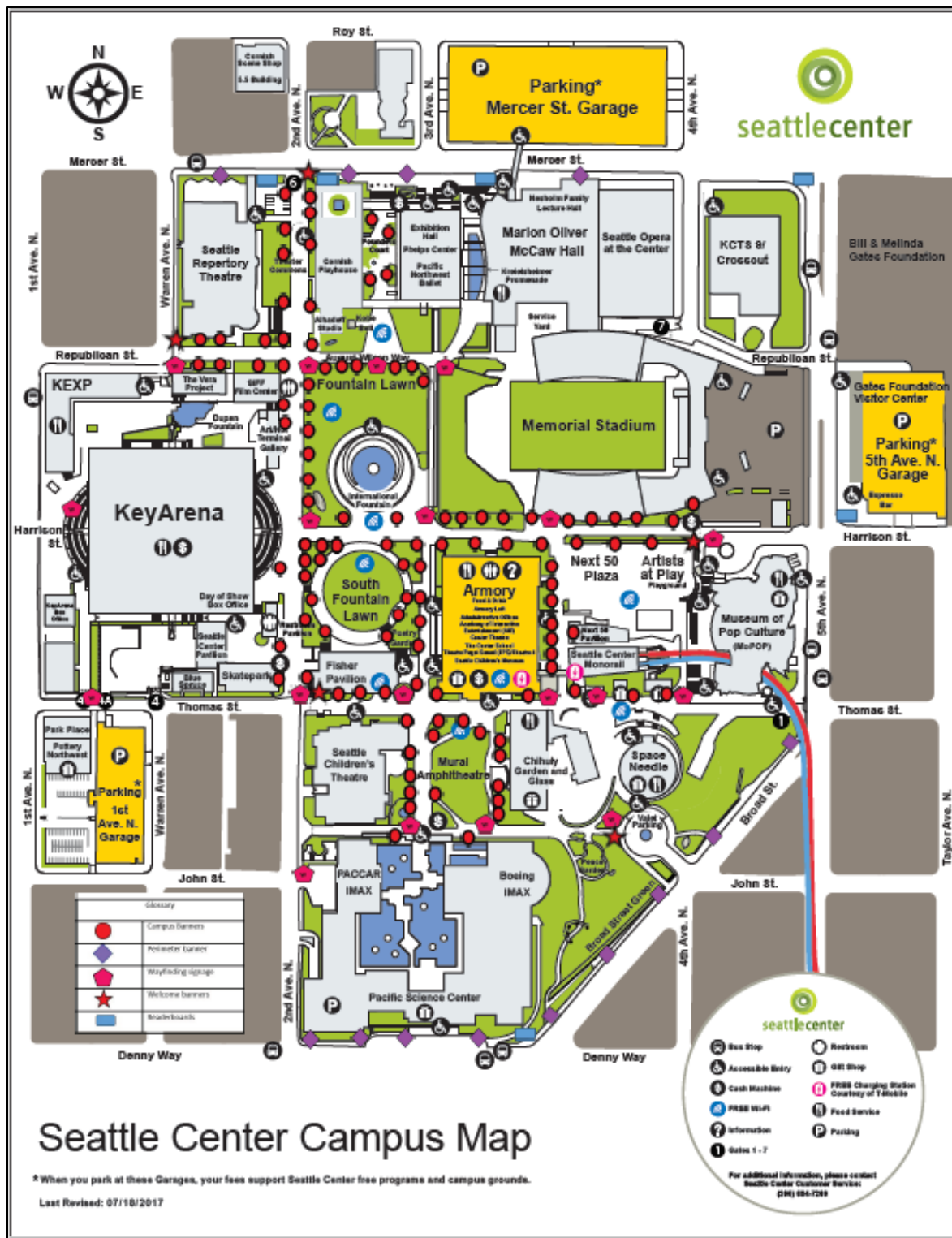
CAMPUS MAPS

Campus Signage Program (excluding Perimeter and Campus Pole Banners)
as of November 2020



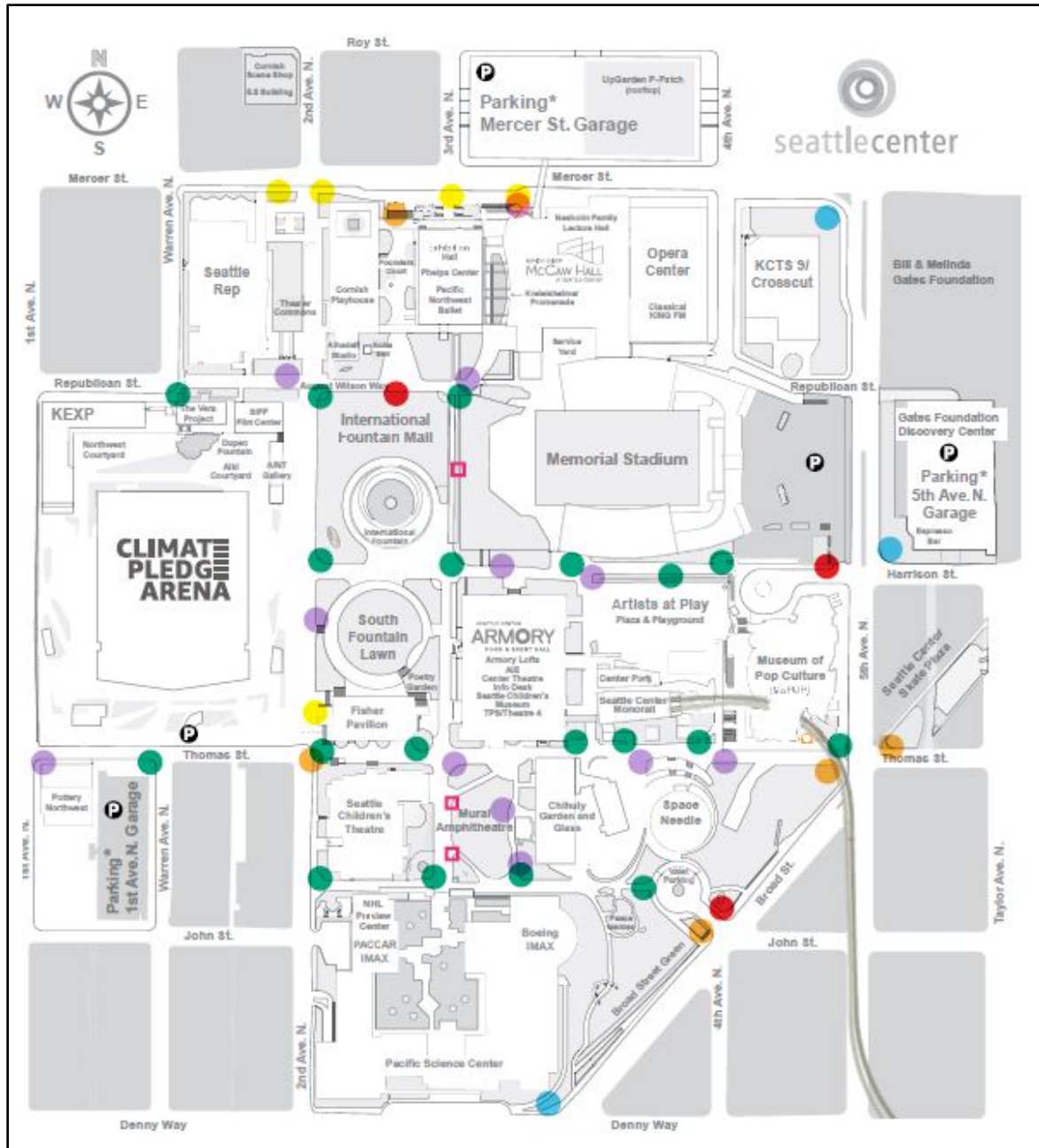
CAMPUS MAPS

Reference Map for Locations of Perimeter and Campus Pole Banners as of July 2017











CAMPUS MAPS

Proposed Campus Sign Locations – Page 1 of 2: Campus Map



CAMPUS MAPS

Proposed Campus Sign Locations – Page 2 of 2: Campus Map Legend

	SIGN TYPE	EXISTING	PROPOSED
	WAYFINDING PYLON	17 STATIC	20 DIGITAL
	ENTRY MARKER	0	5 STATIC
	CAMPUS READERBOARD	3 DIGITAL	3 DIGITAL
	POLE BANNER	120+ VINYL BANNERS	12 DIGITAL
	FACILITY READERBOARD	5 DIGITAL & STATIC	5 DIGITAL
	ART WALK DISPLAY	0	3 DIGITAL
	INFORMATION KIOSK	3 STATIC	3 DIGITAL
	DIGITAL POSTER	3 STATIC	1 DIGITAL

SIGN SYSTEM

Seattle Center has an inventory of signage from many different eras, and continues to improve clarity of purpose, function, and design. To improve the legibility of the sign system on campus, an updated hierarchy will be established. Digital technology will continue to play a key role in the growth of the sign system. Proposed new and existing signage will be categorized by sign type, location, and function, as follows:

1. Perimeter Campus Signage - These signs are located around the perimeter of the campus and make the most visible impression on the public. They attract and appropriately orient visitors to the campus.
 - a. Entry Marker - This object marks significant campus pedestrian entrances. The scale is large enough to be seen from a distance and its form is welcoming when walking by or through it. It enhances the Seattle Center brand in a highly visible way and creates the sensation of crossing a threshold into a unique and special place.
 - i. Static sign; possible integrated lighting or artwork

b. Campus Readerboard - The function of this digital sign type is to communicate information about the activities and events occurring at Seattle Center to vehicular traffic and pedestrians. In addition, this sign type provides a prime opportunity to extend the Seattle Center brand and purpose, and to communicate other messages including sponsorship. The Campus Readerboards use digital LED technology, and are positioned at strategic and highly visible locations facing intersections with sufficient vehicular dwell time to allow a full reading of information on the sign. It has a distinct presence and is large in scale, displaying a unique mix of text, graphics or both.

i. Changing image-only sign; image will not change more than 7 times per minute.

c. Facility Readerboard – This sign type provides enhanced visibility for the resident arts organizations and Seattle Center on Mercer Street, one of the key goals of the Theater District plan. Facility Readerboards are located adjacent to specific facilities and communicate information about that facility, as well as a variety of messages related to campus programming and sponsorships. Facility Readerboards use digital LED technology for maximum messaging flexibility.

i. Changing image-only sign for locations within 20' of the ROW; image will not change more than 7 times per minute.

ii. Location near Fisher Pavilion could contain video on screens that are not visible from the nearby 2nd Ave N. or Thomas Street ROW. Because the sign is more than 20-feet from the ROW, video would comply with SMC 3.55.062.E.4. Video would not be displayed more than 20 seconds of every 2 minutes. No video between 10 pm and 7 am, except when there is an event at Seattle Center in which case video is allowed for an hour after the event ends. Video messages will be between 2 and 10 seconds long. There will be 10 seconds of still image or blank display following every video message.

d. Perimeter Pole Banner – These vertical vinyl banners are hung on pre-approved City of Seattle street poles surrounding the campus, providing an opportunity to welcome patrons and visitors to the campus, promote campus events and activities, and communicate other key messages.

e. Campus Pole Banner – This sign type can be found across campus at 100+ locations, hung with vinyl banners to primarily share information about Seattle Center-produced programming, commercial events, resident organizations, community activities, sponsorship, partnerships and other business initiatives. As part of the campus digital transformation, Digital Campus Pole Banners will be

located at specific high-traffic locations across campus, and will utilize a digital LED screen to provide passers-by with a rotation of directional, programmatic, informational and sponsorship messaging. Implementation of this digital sign type provides a subtractive benefit by dramatically reducing the total number of vinyl banners and pole banners across campus.

- i. Changing image, motion graphic, and video
- ii. Changing Image: Image will not change more than 7 times per minute per SMC 23.55.003.A.2 and SMC 23.55.062.E.10.
- iii. Video: Signs within 20-feet of ROW would not use video display methods on screens facing the ROW. Screens on sign faces facing away from the ROW would comply with SMC 23.55.062.E.4. Video: Signs farther than 20-feet from the ROW would comply with SMC 23.55.062.E.4.
 - 1. Video would not be displayed more than 20 seconds of every 2 minutes. No video between 10 pm and 7 am, except when there is an event at Seattle Center in which case video is allowed for an hour after the event ends. Video messages will be between 2 and 10 seconds long. There will be 10 seconds of still image or blank display following every video message.

f. Mercer Skybridge Banner – This temporary horizontal banner is hung on the Seattle Center Skybridge spanning Mercer Street between the Mercer St Garage and Marion Oliver McCaw Hall. The banner communicates community-wide, resident organization, and commercial event information. Maximum sign size is 180 sq ft. Maximum wind load and engineering weight limits are determined by the Seattle Center Stage Department. Seattle Center will coordinate with SDOT regarding any impacts to right of way for install and tree maintenance to allow for sign visibility.

g. Parking Identity Signage - This signage element is designed to provide clear identification for the entrances to Seattle Center’s garages, making a distinction between other privately-operated parking facilities and extending the Seattle Center brand. Digital technology was introduced at the garages in 2008 and 2015, providing opportunities for sponsorship integration and changeable messaging.

- i. *Garage Wayfinding Pylon - 5th Ave N* – Changing image-only sign; image will not change more than 7 times per minute.
- ii. *Garage ID Pylon* – Digital sign conveying current updated information related to parking including rates, OPEN/FULL garage status, etc.; image will not change more than 7 times per minute.

- iii. *Entry/Exit ID Sign* – Digital sign conveying current updated information related to parking including rates, OPEN/FULL garage status, etc.; image will not change more than 7 times per minute. Digital sign with internally illuminated lettering and LED lane indicators
- iv. *Garage Wayfinding Sign* – Digital sign conveying current updated information related to parking including rates, OPEN/FULL garage status, etc.; image will not change more than 7 times per minute.

Several types of signs are needed to help orient visitors on foot through the campus once they arrive. Generally, these are smaller in scale than perimeter signage, but convey a similar vocabulary to reflect the campus' brand.

2. **Building Identity** - The main function is to provide a clear identity for each building from all primary approaches to the location. The identity may be attached to the building itself, either flush or as a blade sign, or be freestanding alongside the building.
3. **Destination Identity** – This signage identifies landmark locations on the campus, e.g. Mural Amphitheatre, International Fountain, Artists at Play. These pylons provide physical and directional orientation for campus visitors, as well as opportunities for storytelling, history and sponsorship.
4. **Directional/Directory** - The primary function is to guide patrons to a destination. This pylon sign type, which can be digital or static, includes directional signage to aid in wayfinding and a campus directory map. The campus map educates the user about the entire site, as well as nearby attractions and amenities in surrounding neighborhoods. A sub-set of this sign type may also be used for orientation within a suite of locations.
5. **Event Signage** - These moveable structures are used to temporarily announce daily events around the campus. They need to be durable, weatherproof, vandal resistant, and easy for clients and staff to use when attaching and removing announcements.
6. **Digital Wayfinding Signs** - These freestanding pedestals or signs, utilizing digital technology, provide patrons with detailed and real time event information, directional guidance, sponsorship, and other messages through engaging imagery and text on a rotational schedule. They may be thought of as an “electronic brochure” that is accessible at key sites around campus starting with the parking garages, and at locations throughout campus to provide information as visitors traverse the grounds.
 - a. Changing image, motion graphic, and video
 - b. Changing Image: Image will not change more than 7 times per minute.

- c. Video: Signs within 20-feet of ROW would not use video display methods on screens facing the ROW. Screens on sign faces facing away from the ROW would comply with SMC 23.55.062.E.4.
 - d. Video: Signs farther than 20-feet from the ROW would comply with SMC 23.55.062.E.4.
 - i. Video would not be displayed more than 20 seconds of every 2 minutes. No video between 10 pm and 7 am, except when there is an event at Seattle Center in which case video is allowed for an hour after the event ends. Video messages will be between 2 and 10 seconds long. There will be 10 seconds of still image or blank display following every video message.
7. Art Walk signage – Permanent artworks on the Seattle Center campus will be showcased with a signage program to engage visitors, provide information and encourage discovery of artworks across the grounds. This signage will consist of three pylons to ‘start’ the Art Walk/tour at different locations, along with 50 branded pedestal signs/plaques to identify individual art pieces. The Seattle Center Art Walk signage program will complement Climate Pledge Arena’s public art plan to install eight commissioned permanent artworks and signage in the plazas surrounding the arena.
- a. Changing image, motion graphic, and video
 - b. Changing Image: Image will not change more than 7 times per minute per SMC 23.55.003.A.2 and SMC 23.55.062.E.10.
 - c. Video: Signs within 20-feet of ROW would not use video display methods on screens facing the ROW. Screens on sign faces facing away from the ROW would comply with SMC 23.55.062.E.4. Video: Signs farther than 20-feet from the ROW would comply with SMC 23.55.062.E.4.
 - i. Video would not be displayed more than 20 seconds of every 2 minutes. No video between 10 pm and 7 am, except when there is an event at Seattle Center in which case video is allowed for an hour after the event ends. Video messages will be between 2 and 10 seconds long. There will be 10 seconds of still image or blank display following every video message.
8. Armory Digital Icon – Located inside the Armory Food & Event Hall, this large screen display will enhance the Seattle Center Armory/Food & Event Hall brand, will communicate key information to patrons, may include content related to events and will include messaging regarding campus and Armory events, Armory amenities, programming content, and sponsorship.

A collection of incidental signs throughout the campus provide additional messaging, communicating more information including upcoming events, project details, safety protocols, and universal access.

9. Digital Display Screens – This is a digital message system displaying a mix of location-specific and campus information, entertainment, sponsorship, and promotional content on screens and monitors at strategic locations. These screens also provide opportunities for messaging that is vendor specific, e.g. food vendor menu. The system is currently in use at the Seattle Center Monorail Platform, and at the Information Desk/Customer Service and other locations inside the Armory Food & Event Hall.
10. Poster Vitrine - Updating poster vitrines to digital LED screens is desired to facilitate more flexible and increased communication in real time. Currently, this static sign type is used to promote campus events, and provides opportunities for resident organizations and event promoters to display their posters throughout the campus.
 - a. *Digital Theater Poster* – Changing image-only sign; image will not change more than 7 times per minute.
11. Accessible Signage - This sign type directs patrons with mobility challenges, including wheelchair users, to accessible building and campus entrances. This sign type addresses the federal accessibility standards mandated by the American with Disabilities Act Accessibility Guidelines (ADAAG) established in 1994.
12. Regulatory Signage - This sign type regulates people’s behavior or prohibits certain activities within the campus. Content is a combination of rules established by Seattle Center and regulatory authorities such as the City of Seattle.
13. Interpretative Signage - This sign type provides patrons with information to help them interpret the meaning of specific projects or the entire campus environment. Looking to the future, this content could also be historical information and/or messaging about how green technology is used on the site.
14. Temporary Signage – This sign type provides patrons with temporary event or service information for Seattle Center activities and may include signs such as banners, posters, decals, streamers, etc.

GUIDELINES AND POLICIES

Digital Signage and Graphic Capabilities:

With the advent of digital readerboards and video displays, and the introduction of this technology to Seattle Center in the mid-1990s, new opportunities have been created to convey the Seattle Center brand, and guidelines and policies are designed to inform digital signage design. Digital communication is now standard and used in a variety of sizes and applications.

Visitors to Seattle Center are likely to have purchased their tickets online, and then display tickets on their smartphone screen, check the weather, and look for directions and pay for parking with an app, etc. In 2020, digital displays and wireless technology have become a widely adopted standard for communicating current information and interacting with patrons and visitors to the Seattle Center campus.

Technology is rapidly changing, which creates new platforms and opportunities to share information with patrons, and to elevate the experience of visiting Seattle Center. Refinements and enhancements to the Signage Program and its sign types will occur over time and as needed, updates to the Signage Guidelines will be drafted for review and approval by the Seattle Center Director and the Seattle Center Advisory Commission.

Electronic Technology and a Digital Media Network:

- Provide maximum flexibility for changeable messages and for the scope of messaging capability (announce multiple events occurring in a single day, with times and places; announce coming events; thank sponsors; provide ticket information; make public information announcements, etc.).
- Allow for variety in the presentation of the message and possible use of images, animation, and program content to reinforce the Seattle Center brand and cohesion of the Seattle Center campus.
- Can be programmed and controlled remotely, significantly reducing the labor and time for manual message changes, and can support an integrated hierarchy of digital displays, from large format LEDs to smaller digital displays.
- Can distribute real-time event information, programming content, sponsorship, and various campus messages to multiple locations, enabling Seattle Center to showcase the programming of resident organizations.
- Can provide directional and informational services, as well as opportunities to generate revenue to support the system costs.

Cohesive Appearance:

An important goal of the Seattle Center Campus Signage Program is to establish an integrated system that ensures location-specific and campus-wide messages are presented on all sign types across campus in a manner that creates a visually-cohesive sense of Seattle Center and its resident organizations.

- The sign plan uses a “family” of signs, with complementary color, materials, shape, and design to create a consistent appearance.
- Facility Readerboards will have a look that is consistent with the Campus Readerboard design.

- The Seattle Center full logo or the logotype treatment alone will be consistently displayed on the structure of Campus and Facility Readerboards.

SIGN TYPES, HEIGHTS & SIZES

A wide range of signs are addressed by the Seattle Center Signage Guidelines. The maximum height and size of the major categories of permanent signs are addressed below. While specific height, size and type delineations, or other sign characteristics are not identified for every Seattle Center campus sign, the Seattle Center Director will use factors such as the following to determine whether or not a permanent sign will be authorized. The sign will:

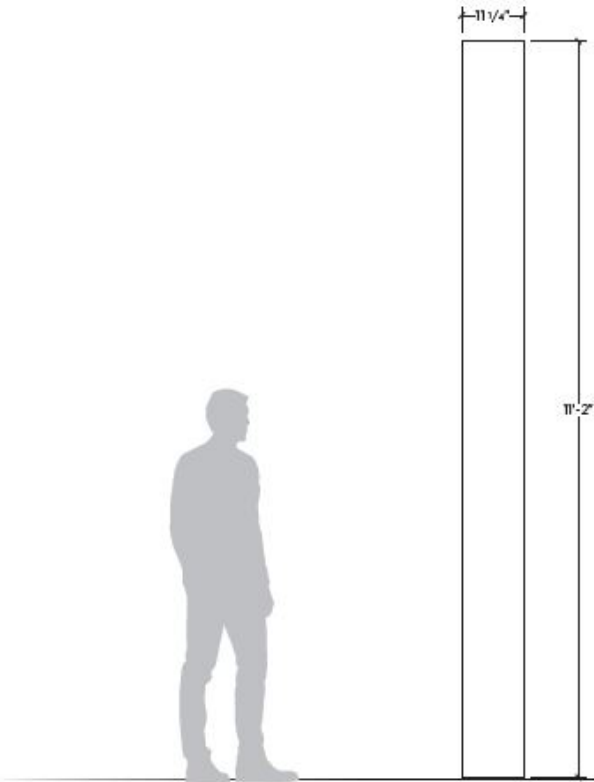
- Attract and invite rather than demand the public's attention.
- Enhance the visual environment of Seattle Center.
- Complement the buildings and their uses.
- Be harmonious with the surroundings.
- Protect the public interest and safety.
- Provide opportunities for communicating information of community and/or patron interest.

The maximum height and size of the following permanent signs, by type shall be:

SIGN TYPES, HEIGHTS & SIZES

CAMPUS SIGNAGE ENTRY MARKER

Tube framed welded aluminum cabinet. An internally illuminated logo will be displayed at the top of the sign face (2). Sign is a four-sided pylon.



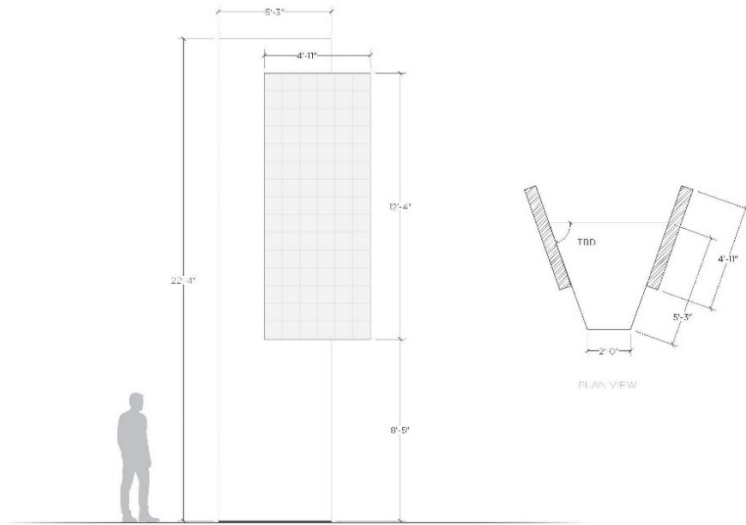
OPTION 1: SIGN ONLY

SIGN TYPES, HEIGHTS & SIZES

CAMPUS SIGNAGE **CAMPUS READERBOARD**

Tube framed welded aluminum cabinet with perforated side panels for ventilation. Screens (2) to be Daktronics LED Outdoor Display. An internally illuminated logo will be displayed on the sign face (2).

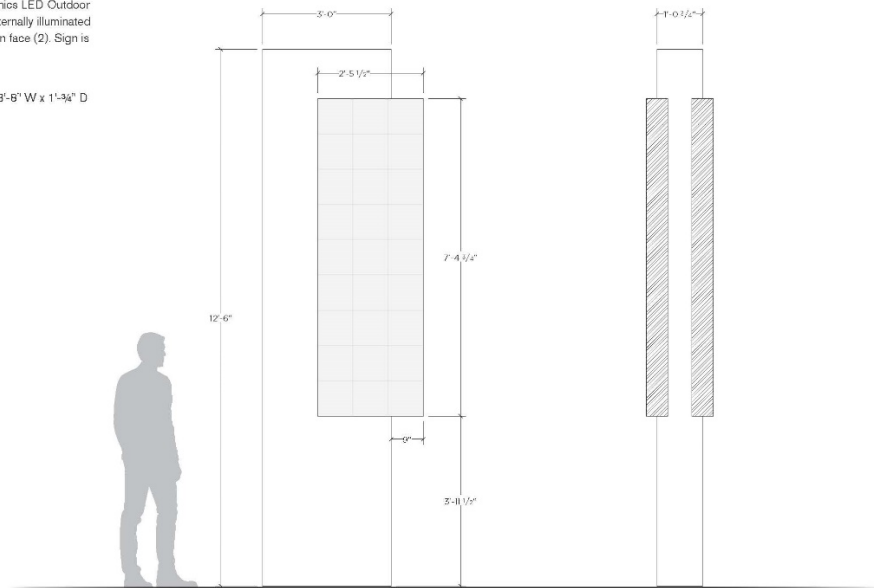
EXISTING DIMENSIONS: 20'-4" H x 12'-8 5/8" W



CAMPUS SIGNAGE **FACILITY READERBOARD**

Tube framed welded aluminum cabinet with perforated side panels for ventilation. Screens (2) to be Daktronics LED Outdoor Display. An internally illuminated logo and an internally illuminated facility name will be displayed on the sign face (2). Sign is double-sided.

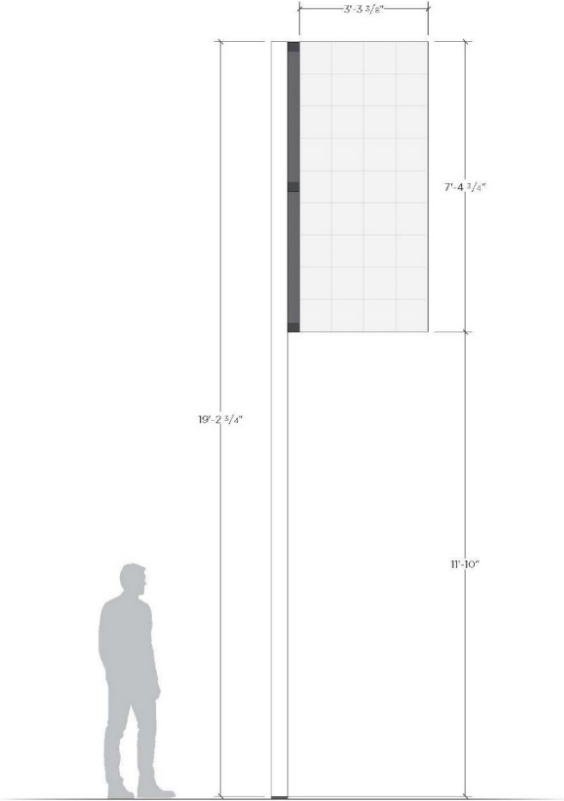
EXISTING DIMENSIONS: 15'-1 7/16" H x 3'-6" W x 1'-3/4" D



SIGN TYPES, HEIGHTS & SIZES

CAMPUS SIGNAGE POLE BANNER

Tube framed welded aluminum cabinet with perforated side panels for ventilation. Screen to be Daktronics LED Outdoor Display. Post to be painted, square metal tube. Sign is double-sided; two (2) Daktronics screen per sign.

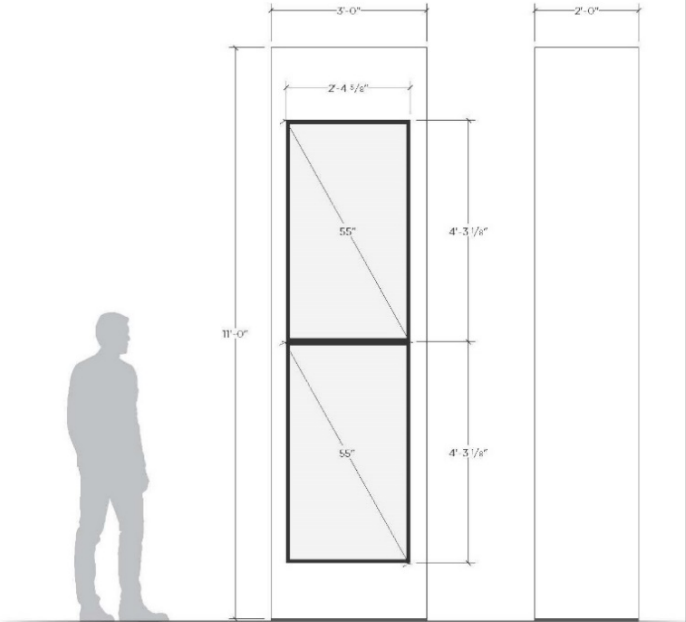


SIGN TYPES, HEIGHTS & SIZES

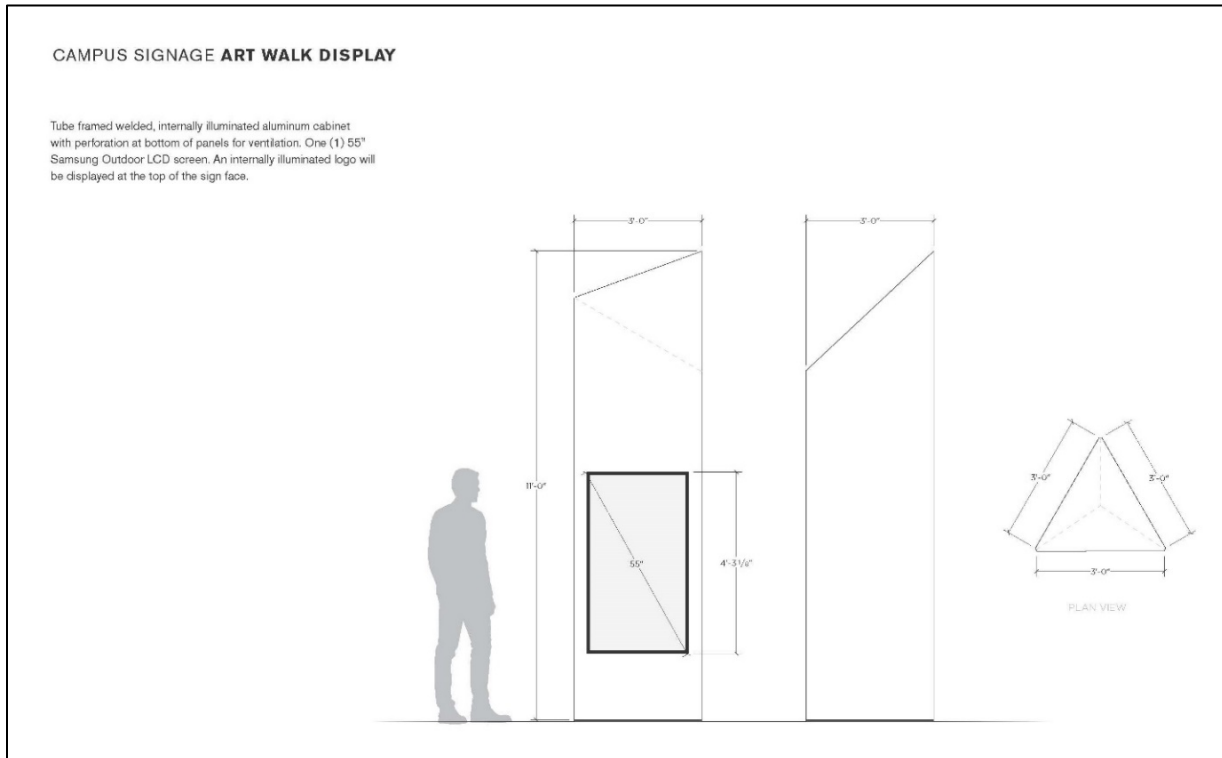
CAMPUS SIGNAGE WAYFINDING PYLON

Tube framed welded aluminum cabinet with perforated side panels for ventilation. Two (2) 55" Samsung Outdoor LCD screens stacked per face. An internally illuminated logo will be displayed at the top of the sign face (2). Sign is double sided; four (4) total LCD displays per sign.

EXISTING DIMENSIONS: 11'-0" H x 3'-0" W x 0'-8 1/4" D



SIGN TYPES, HEIGHTS & SIZES

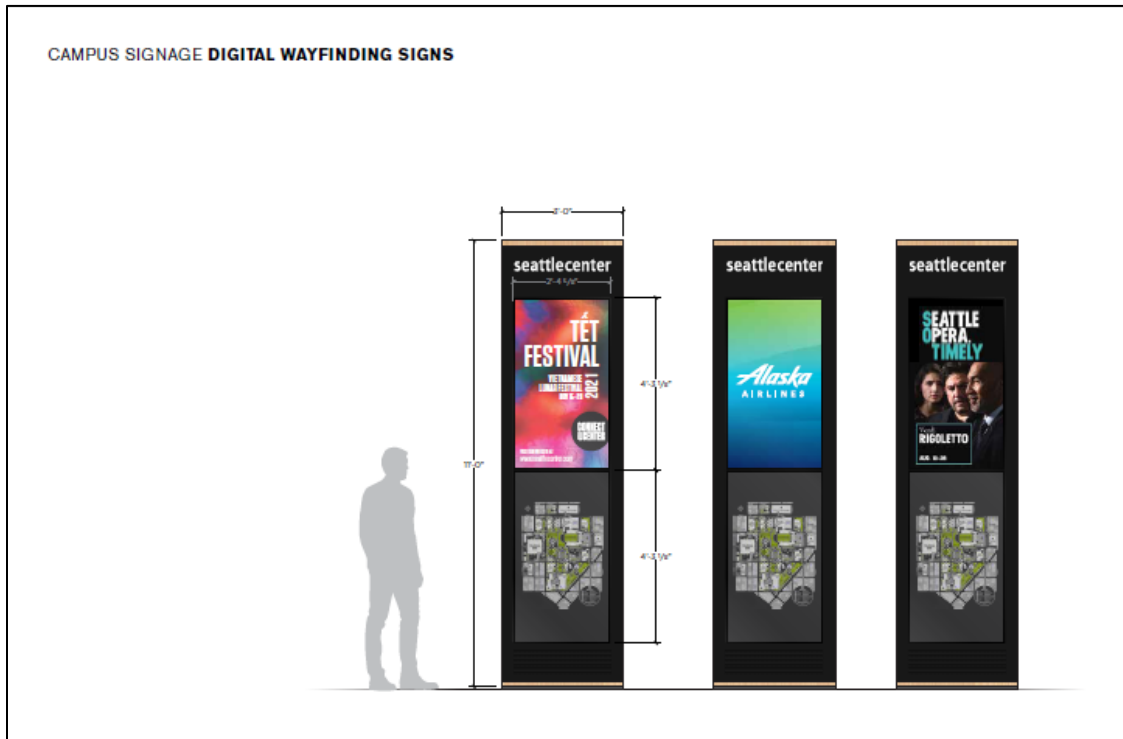
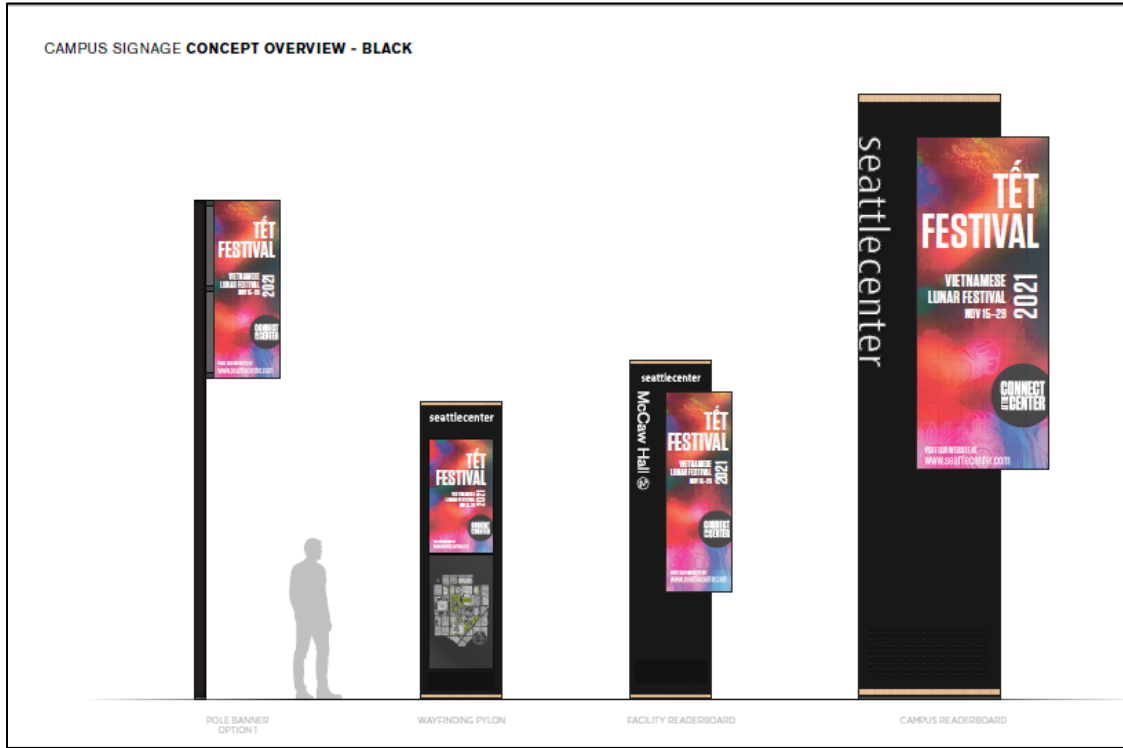


SIGN CONTENT

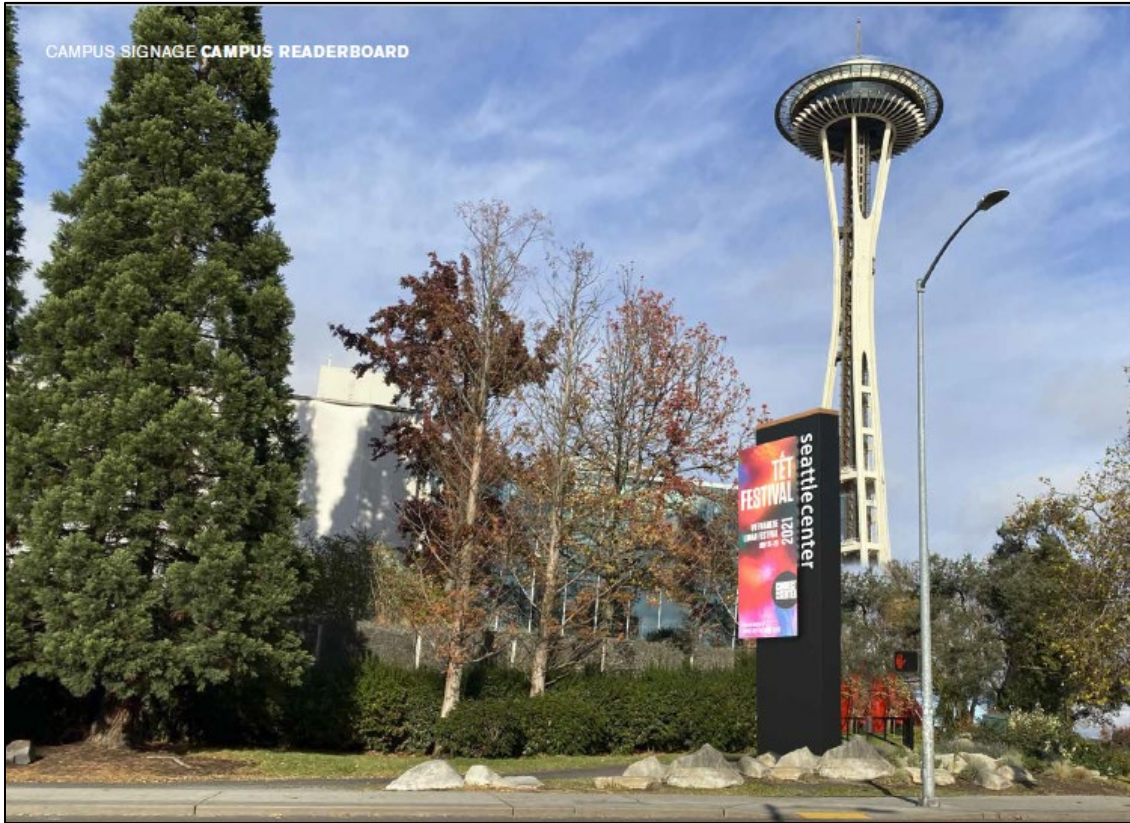
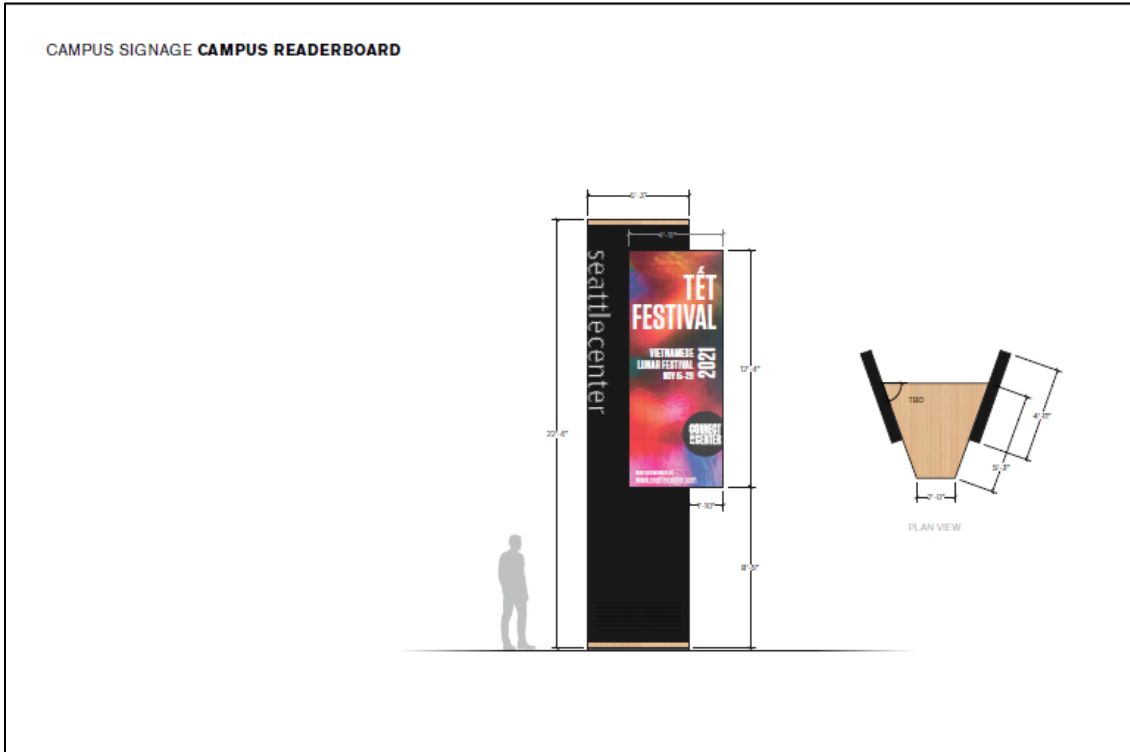
As new sign types are brought on-line, the use of digital technology will replace vinyl and static signs. These signs will expand Seattle Center's ability to provide visitors and patrons with information through a variety of platforms and assets.

Use and Operational Guidelines – are established by the Seattle Center Marketing staff and Seattle Center Director and are revisited, as needed. They address technical, formatting, and shared signage protocols, among other issues. Sponsorship fulfillment on signs is subject to the conditions of the campus sponsorship policy. The aesthetics of the content, presentation, use of images and color, movement and symbols are addressed in these guidelines. At a minimum, they address font, type size, number of lines of text, color, use of animation, speed of changing messages, brightness of the messages, allowable purposes of messages, and extent of resident organization participation. All decisions regarding size of typeface, color or use of animation in the programming of signage must comply with existing codes and ordinances, and general graphic principles for display to the motoring public. They must also conform to Seattle Center Logo Guidelines.

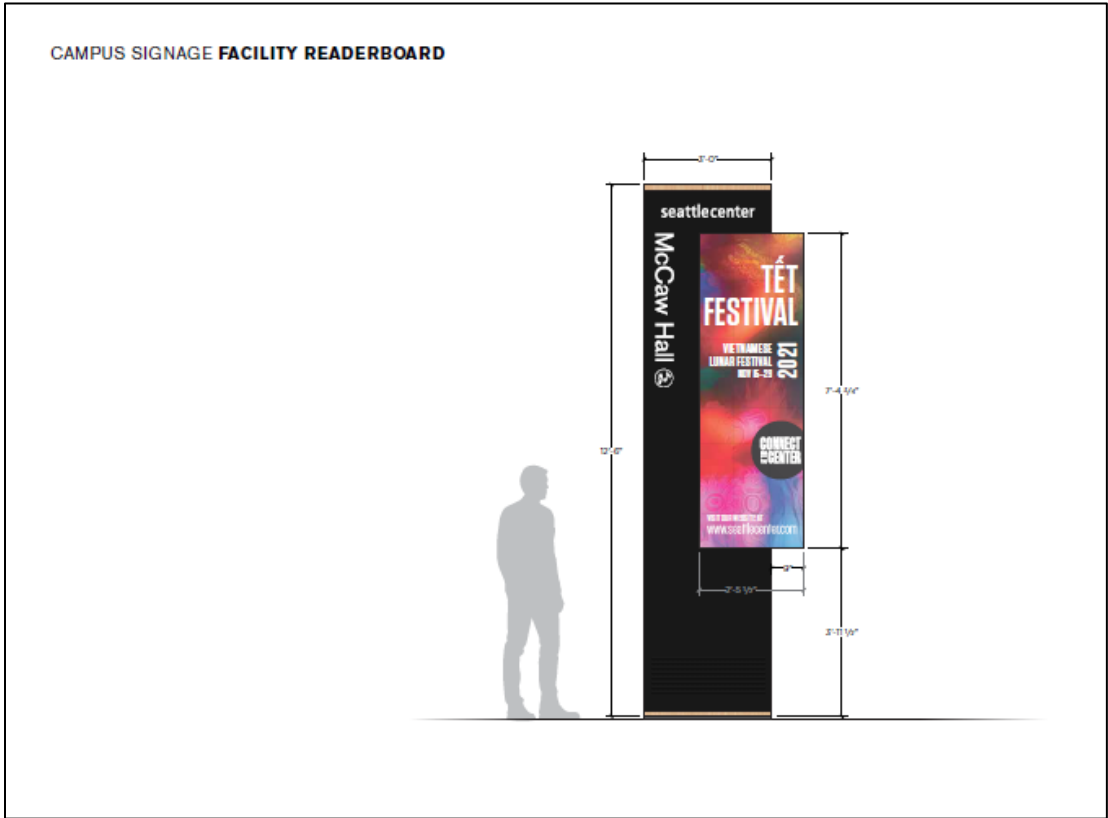
CONCEPTUAL DESIGN OVERVIEW



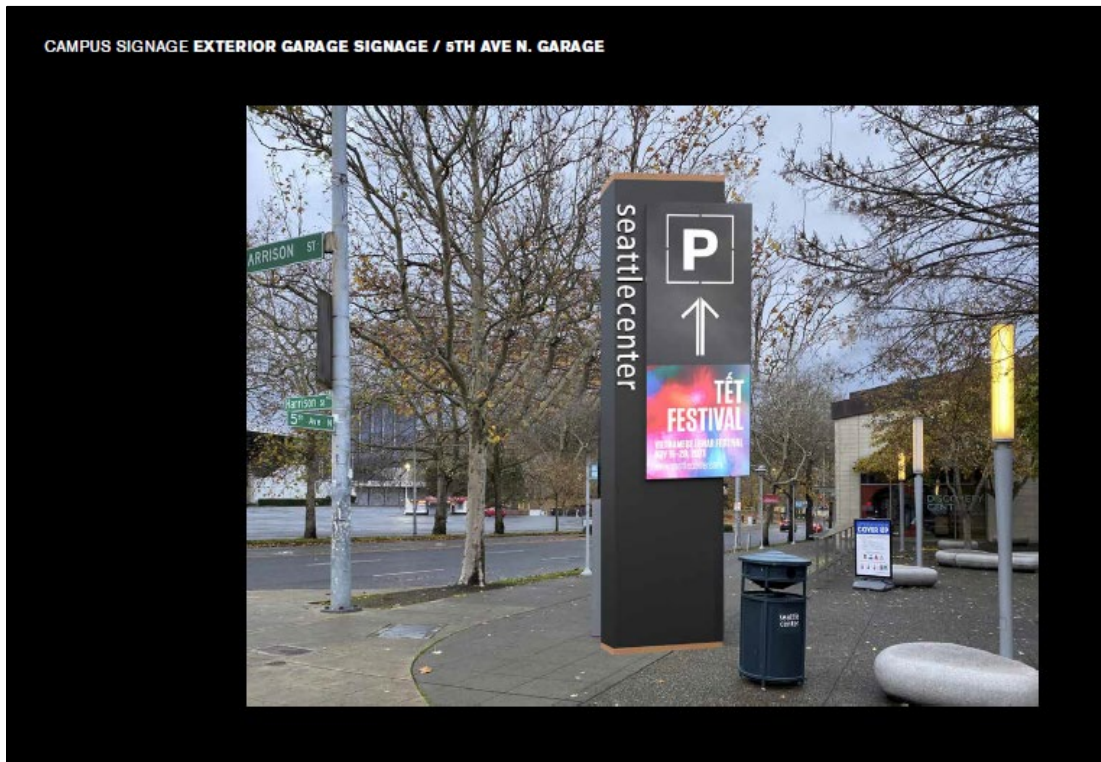
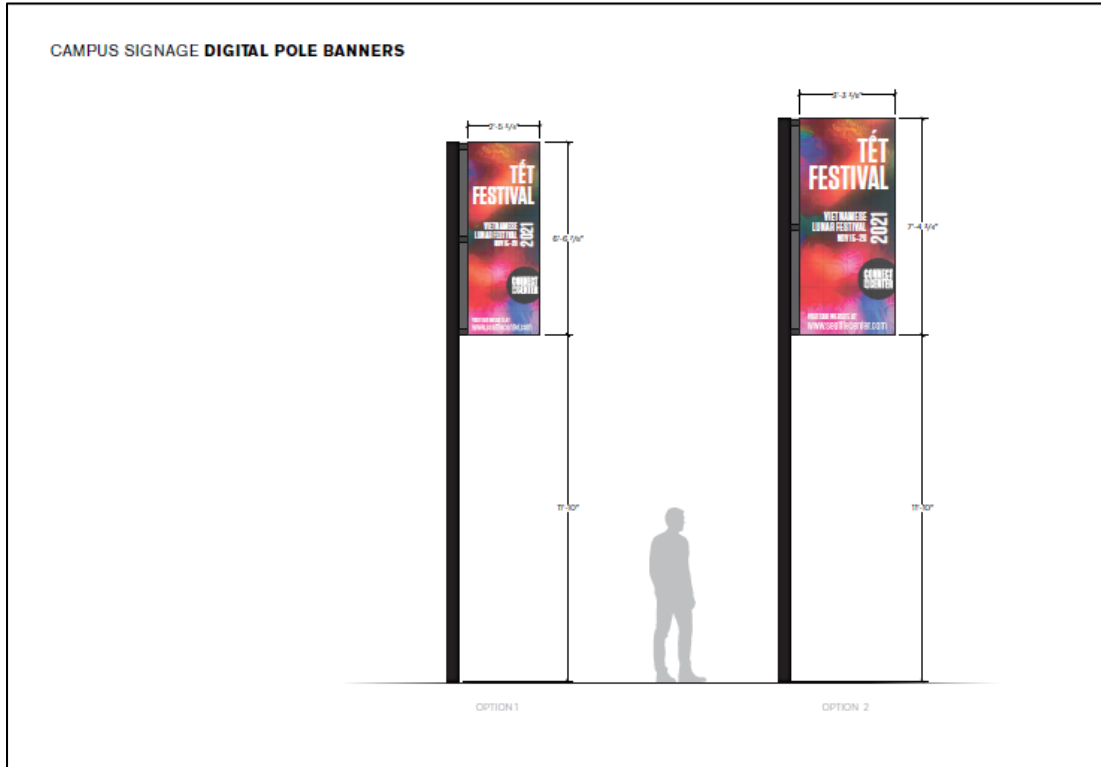
CONCEPTUAL DESIGN OVERVIEW



CONCEPTUAL DESIGN OVERVIEW



CONCEPTUAL DESIGN OVERVIEW



CONCEPTUAL DESIGN OVERVIEW

CAMPUS SIGNAGE ART WALK

Updates

- Development of full program inclusive of signage and website for additional information
- Artwork identifiers would include QR code (or similar) to drive to website for additional info
- Branded Pedestals/plaques to identify art
- Potential opportunity for pylons to 'start' the tour
- Tie into arena art program

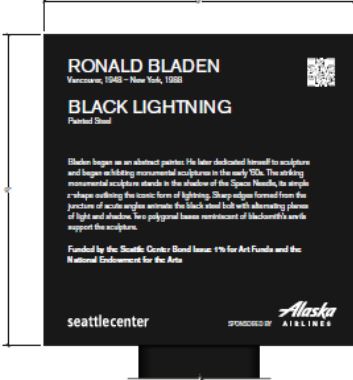



ART WALK PYLON (1) 46" TV

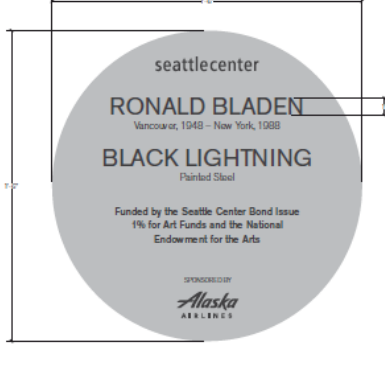
SIDEWALK MEDALLION

ARTWORK ID PYLON

CAMPUS SIGNAGE ART WALK ARTWORK IDS



ARTWORK ID SMALL PYLON



ARTWORK ID SIDEWALK MEDALLION

CONCEPTUAL DESIGN OVERVIEW

