

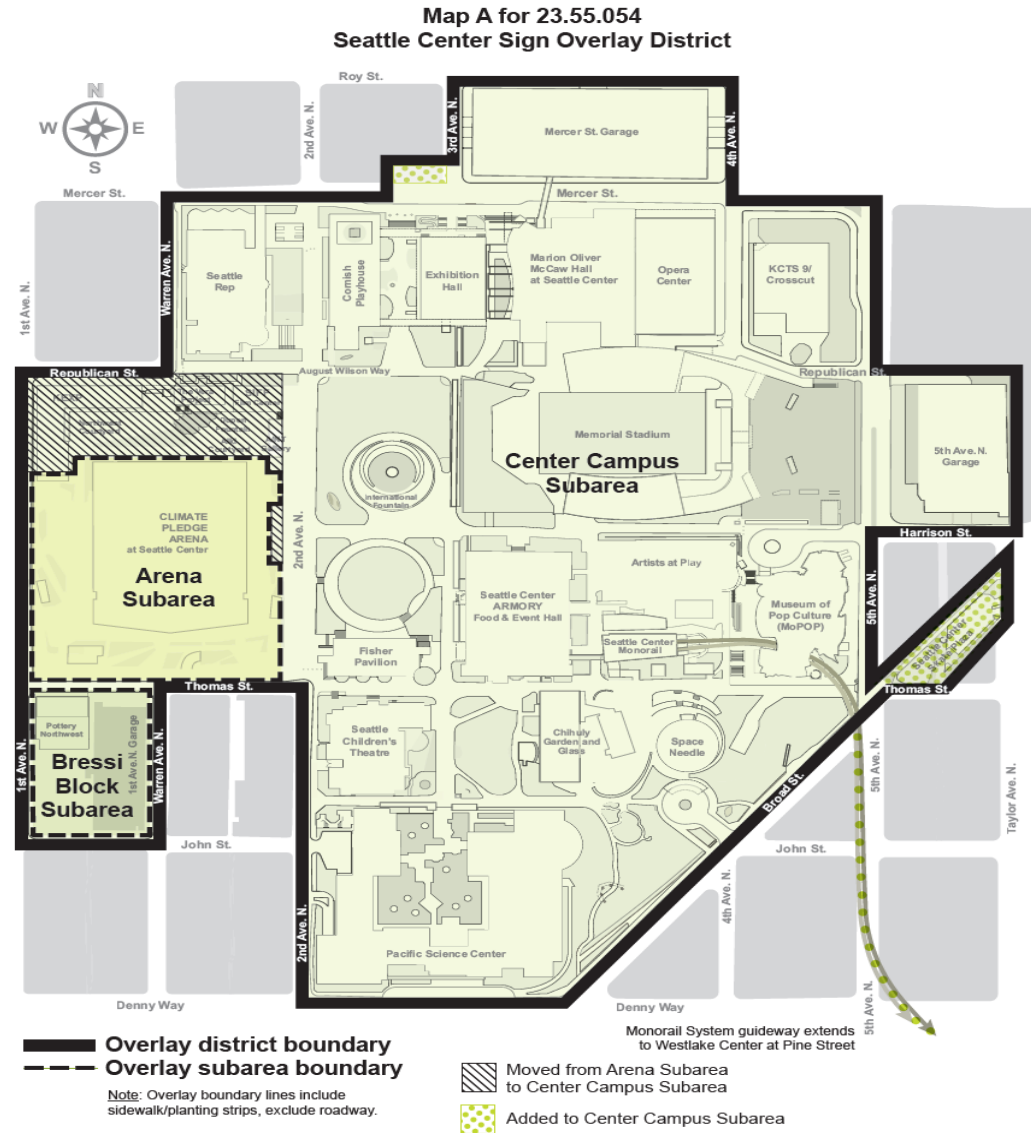
# Proposed Center Campus Subarea Sign Overlay District Sign Code Legislation



# Center Campus Subarea Sign Overlay District - Background:

- Sign code provisions, tailored for Seattle Center Sign Overlay District, created by Ordinance 125869.
- 2019 legislation established 3 subareas: Arena, Bressi Block and Center Campus, with sign regulations for Arena and Bressi Block subareas.
- Proposed legislation establishes sign regulations for Center Campus Subarea.
- Climate Pledge Arena agreements anticipated an Arena-Seattle Center Campus integrated signage program.
- Ordinance 126288 authorizes sale of LTGO bonds (\$8M) for Campus signage acquisition.

# Center Campus Subarea Sign Overlay District Map:



# Center Campus Subarea Sign Overlay District - Legislation Summary

- Codifies past practice of Seattle Center Director's authorization of signs on the campus interior.
- Establishes sign regulations that support events.
- Aligns with the Arena Subarea illumination, light and glare, and video display requirements.
- Modifies the Seattle Center Overlay District map, including adding new Skate Plaza and moving Northwest Rooms and Courtyard from Arena Subarea to Center Campus Subarea.

# Center Campus Subarea Sign Overlay District - Legislation Summary, cont.

- Limits signs with sponsorship content to City-owned/managed property.
- Signs within 20 feet of unvacated right-of-way and concessionaire, tenant and other property owners' signs remain under SDCI authority.
- Seattle Center Director authorizes City-owned signs on campus interior, consistent with:
  - ✓ proposed legislation
  - ✓ landmark and technical code requirements
  - ✓ Seattle Center Sign Guidelines.

# Center Campus Subarea Sign Overlay District - Legislation Summary cont.

- **Advertising–Off-premises signs within the Center Campus Subarea owned/managed by Seattle Center are prohibited.**

*Advertising* allows a party to pay for direct placement of a specific message at a specific time with content promoting a corporate brand or product

- **Sponsorship and on-premises signs continue to be allowed.**

*Sponsorship* is an integrated partnership that exchanges financial support (in kind or cash) for a variety of benefits. A key sponsorship benefit is exposure on signage recognizing a sponsor's brand.

# Center Campus Subarea Sign Overlay District - Proposed Signage Program

- **Signage program objectives:**
  - ✓ Be a welcoming, multi-functional and logical system
  - ✓ Unify and declutter the campus
  - ✓ Promote Seattle Center and contribute to economic sustainability
- Community and on-campus stakeholders and Seattle Design Commission were engaged through winter and spring, and feedback was positive. City ADA review is ongoing.
- SEPA checklist was completed, and a Determination of Non-significance was issued in April.

# Center Campus Subarea Sign Overlay District - Proposed Signage Program Achievements







- Updates existing signs.
- Expands digital technology.
- Declutters and consolidates signs.
- Expands capacity to promote community and resident organization events and activities.
- Responds effectively to visitor demands.
- Use of digital signs enables a reduction in the current number of signs and banners.



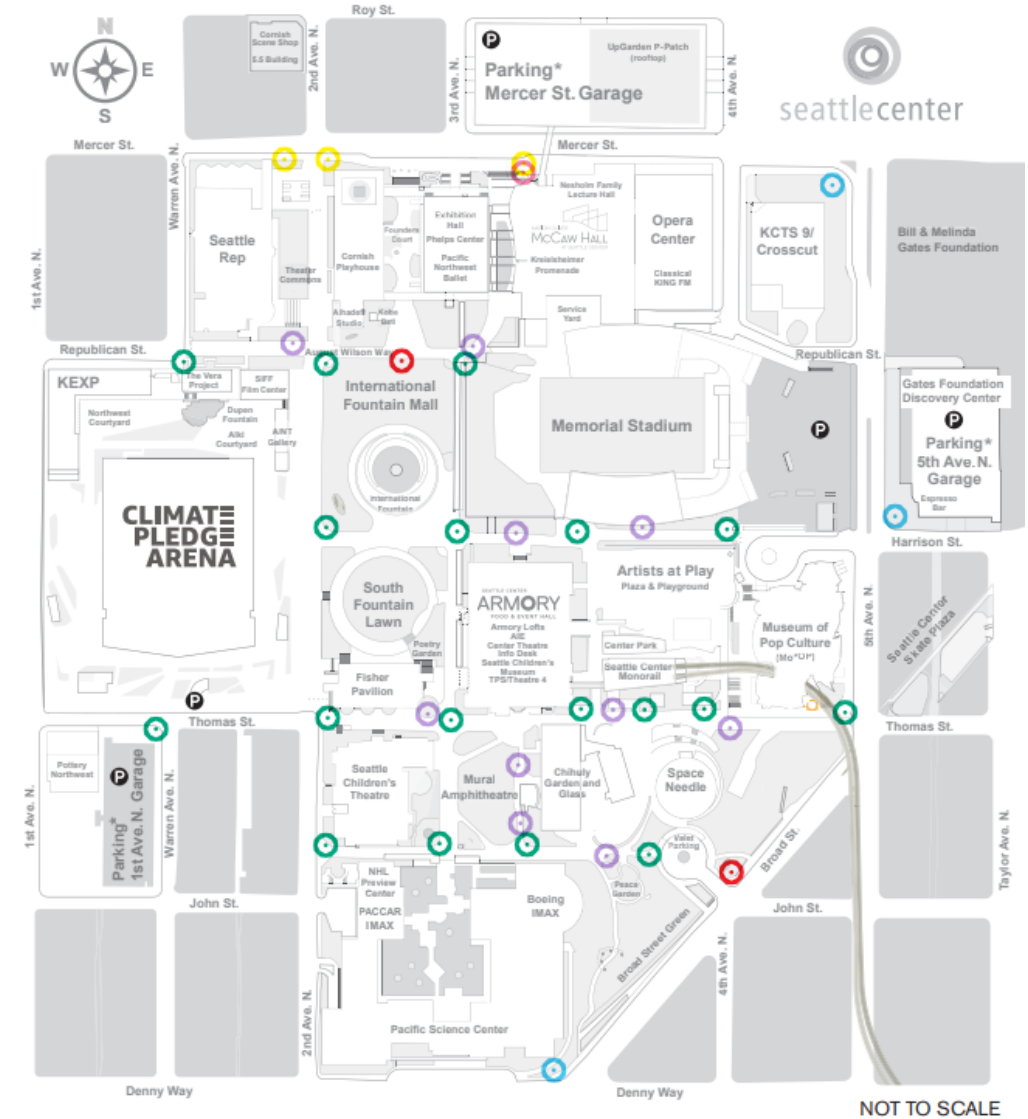




SEATTLE CENTER NEW CAMPUS SIGN LOCATIONS

	SIGN TYPE	EXISTING	PROPOSED
	WAYFINDING PYLON	18 STATIC	18 DIGITAL
	CAMPUS READERBOARD	3 DIGITAL	3 DIGITAL
	POLE BANNER	120+ VINYL BANNERS	10 DIGITAL
	FACILITY READERBOARD	5 DIGITAL & STATIC	3 DIGITAL
	ART TOUR DISPLAY	0	2 DIGITAL
	DIGITAL POSTER	3 STATIC	1 DIGITAL

- Modernization of signage and new infrastructure
- Digital upgrades to full-color displays
- Eliminates 120+ vinyl signs
- Easy, efficient updates and flexibility
- Declutters signage throughout campus



# Center Campus Subarea Sign Overlay District - Proposed Sign Program Details

- Seattle Center owns and controls the signs including sign content.
- Signs visible by drivers will use changing image display only and will not use video.
- External illumination must be shielded, and permanent signs can't be flashing or rotating quickly.
- Sign brightness limits are the same as citywide limits.
- Content will support campus activities, public programs, food and drink information, resident organizations, official campus sponsors, wayfinding and safety/emergency response.

# Center Campus Proposed Signage Conceptual Designs



- Pole Banner
- Art Tour Display
- Wayfinding Pylon
- Facility Readerboard
- Campus Readerboard