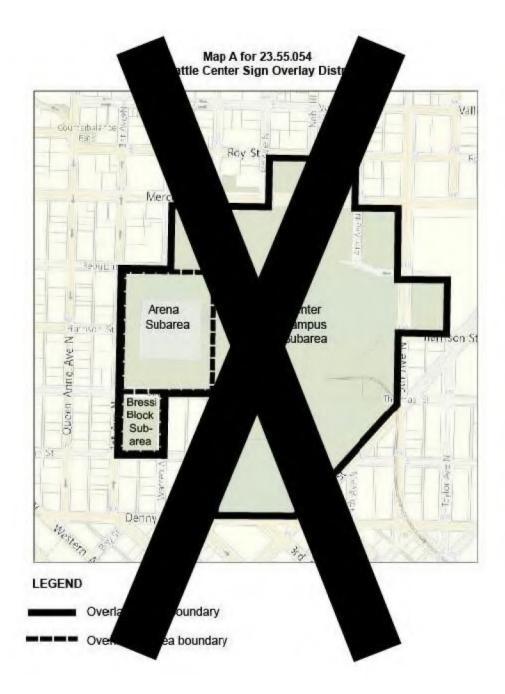
APPENDIX A - PROPOSED ORDINANCE

March 2021 Appendix A

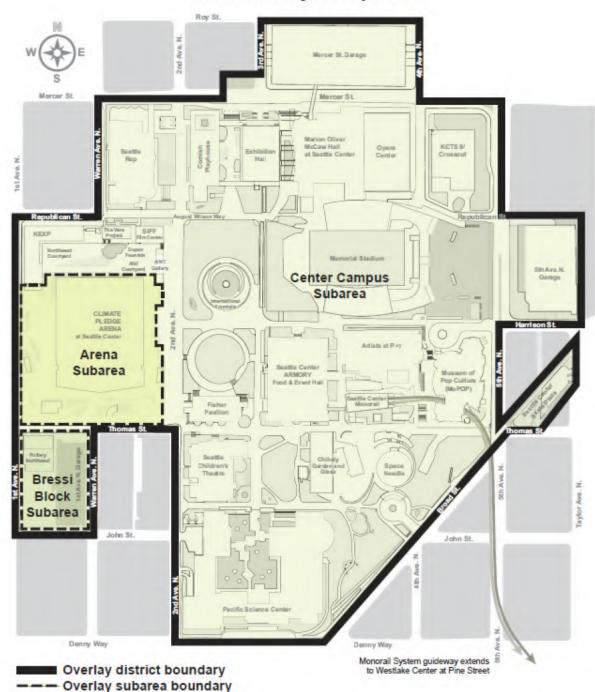
Gordon Clowers/Kerry Smith SDCI/CEN Campus Subarea Sign Overlay ORD 1 CITY OF SEATTLE ORDINANCE _____ 2 3 COUNCIL BILL ___ 4 ..title 5 AN ORDINANCE relating to public assets, land use, and zoning; establishing regulations for the 6 Center Campus Subarea within the sign overlay district for the Seattle Center; amending 7 Section 23.55.054 of, and adding a new Section 23.55.062 to, the Seattle Municipal 8 Code. 9 ..body WHEREAS, on July 22, 2019, the Seattle City Council adopted Ordinance 125869, establishing 10 11 a sign overlay district, overlay district subareas, and sign regulations for the Seattle 12 Center, including regulations for subareas containing the Seattle Center Arena, recently 13 named Climate Pledge Arena, and the Bressi Garage block; and 14 WHEREAS, Ordinance 125869 created a sign overlay district that encompasses the entire Seattle 15 Center campus, but regulations have not yet been adopted for the Center Campus Subarea 16 created by that ordinance; and 17 WHEREAS, Seattle Center is a large civic cultural center that is home to a variety of cultural and 18 entertainment venues and hosts numerous events year-round; and 19 WHEREAS, such events, attractions, and amenities draw over 12 million visitors a year to the 20 Seattle Center campus; and 21 WHEREAS, the Director of the Seattle Center Department is authorized to adopt, promulgate, 22 amend and rescind rules and regulations as are consistent with and necessary to carry out 23 the duties of the Director of the Seattle Center Department, which duties include 24 advertising events, publicizing, and otherwise promoting the use of Seattle Center 25 facilities; and 26 WHEREAS, while in keeping with both the World's Fair's spirit of progress, and the Seattle 27 Center campus's past sign practices, an upgraded signage program that addresses both

Section 1. Map A for Section 23.55.054 of the Seattle Municipal Code, which section was enacted by Ordinance 125869, is amended as follows:

23



Map A for 23.55.054 Seattle Center Sign Overlay District



1

Note: Overlay boundary lines include sidewalk/planting strips, exclude roadway.

Section 2. A new Section 23.55.062 is added to the Seattle Municipal Code as follows:

23.55.062 Center Campus Subarea—Overlay District sign standards

A. Except for technical code approval required by the Seattle Building Code, Seattle Electrical Code, or other applicable technical code, and except for landmark regulation under Chapter 25.12, the Seattle Center Director is authorized to install, operate, maintain, administer, manage, and control campus signs so long as the Seattle Center Director determines such signs are consistent with this Chapter 23.55, the Seattle Center Sign Guidelines as updated and approved by the Seattle Center Advisory Commission, and any applicable rules and regulations adopted pursuant to Section 17.04.040. The Seattle Center Director may directly perform the installation, operation, or maintenance of campus signs, or delegate such performance.

B. For purposes of this Part 4 of Chapter 23.55, the following definitions apply:

"Campus signs" means signs owned or managed by the Seattle Center

Department on City-owned or City-managed property within the Center Campus Subarea, as
well as temporary event signs located within the Subarea.

"Scrolling" has the same meaning as the term is defined in subsection 23.55.058.H.8.

"Seattle Center Director" means the Director of the Seattle Center Department.

C. Except for technical code approval and landmark regulation under Chapter 25.12 as provided in subsection 23.55.062.A, campus signs within the Center Campus Subarea are regulated only by the standards of this Section 23.55.062.

D. On-premises and sponsorship signs are permitted on City-owned or City-managed property within the Center Campus Subarea. For purposes of this Part 4 of Chapter 23.55, all property located within the Seattle Center Sign Overlay District comprises the premises. Off-

	Gordon Clowers/Kerry Smith SDCI/CEN Campus Subarea Sign Overlay ORD D1a
1	of the Seattle Department of Transportation authorizes the Seattle Center Director to permit such
2	banners as authorized in subsection 15.04.015.E.
3	4. Video displays
4	a. The total duration of multiple video display messages together may not
5	constitute more than 20 seconds of every two minutes.
6	b. Video displays are prohibited between 10 p.m. and 7 a.m. except that
7	video displays are permitted within an hour after an event in the Seattle Center Sign Overlay
8	District ends.
9	c. A video display message shall have a minimum duration of two seconds
10	and a maximum duration of ten seconds. Calculation of the duration does not include the number
11	of frames per second used in a video display.
12	d. There shall be ten seconds of still image or blank display following
13	every message using a video display method.
14	e. All video displays, except those described in subsection 23.55.062.E.4.f,
15	and except those regulated by subsection 23.55.062.E.5, shall be set back a minimum of 20 feet
16	from the street curb of the nearest unvacated right-of-way.
17	f. A video display using only scrolling alphanumeric characters is
18	permitted and may be located adjacent to a right-of-way with no minimum setback, provided that
19	such a sign may not exceed 42 feet in length and 18 inches in height. No more than 21 feet of
20	any such sign face may be directed at the same right-of-way. Any such sign must be at least 8
21	feet above grade. A video display consistent with this subsection 23.55.062.E.4.f is not subject to
22	the standards in subsections 23.55.062.E.4.a through 23.55.062.E.4.d.

Gordon Clowers/Kerry Smith

	Gordon Clowers/Kerry Smith SDCI/CEN Campus Subarea Sign Overlay ORD D1a	
1	10. Permanent signs that are flashing or that rotate or have a rotating or moving	
2	part or parts that revolve at a speed in excess of seven revolutions per minute are prohibited	
3	within the Center Campus Subarea.	

	Gordon Clowers/Kerry Smith SDCI/CEN Campus Subarea Sign Overlay ORD D1a
1	Section 3. This ordinance shall take effect and be in force 30 days after its approval by
2	the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it
3	shall take effect as provided by Seattle Municipal Code Section 1.04.020.
4	Passed by the City Council the day of, 2021,
5	and signed by me in open session in authentication of its passage this day of
6	, 2021.
7	
8	President of the City Council
9	Approved / returned unsigned / vetoed this day of, 2021.
10	
11	Jenny A. Durkan, Mayor
12	Filed by me this day of, 2021.
13	
14	Monica Martinez Simmons, City Clerk
15	(Seal)
	10

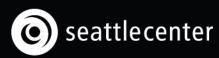
APPENDIX B - PROPOSED SIGNS

March 2021 Appendix B

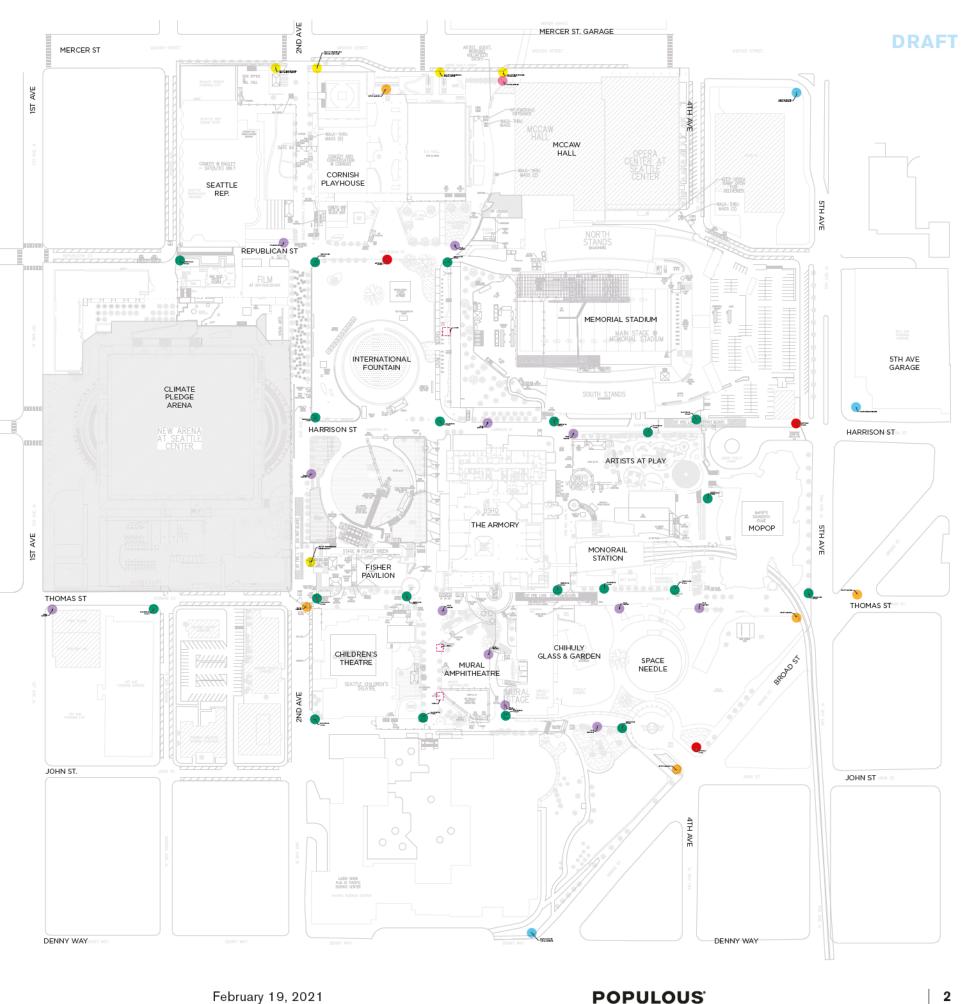






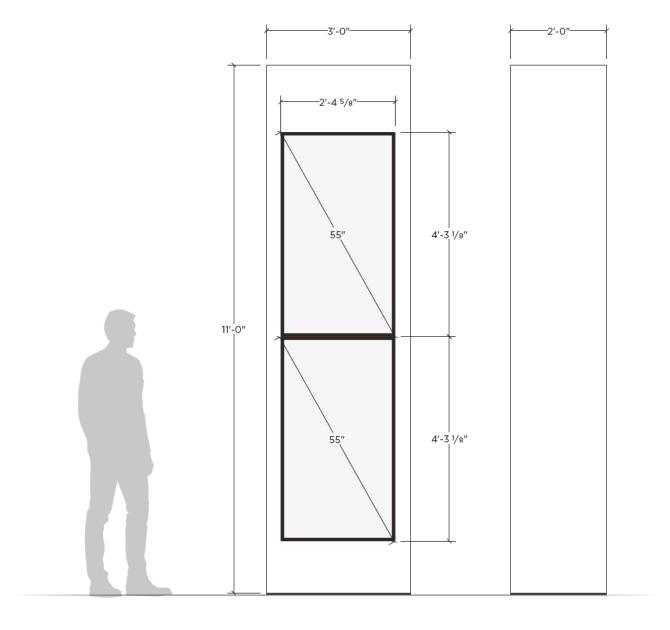


SIGN TYPE	DISPLAY TYPE	QTY STUDIED	
WAYFINDING PYLON	DIGITAL CHANGING IMAGE	20	
ENTRY MARKER	STATIC	5	
CAMPUS READERBOARD	DIGITAL CHANGING IMAGE	3	
POLE BANNER	DIGITAL CHANGING IMAGE	12	
FACILITY READERBOARD	DIGITAL CHANGING IMAGE	5	
ART WALK DISPLAY	DIGITAL CHANGING IMAGE	3	
INFORMATION KIOSK	DIGITAL CHANGING IMAGE	3	
DIGITAL POSTER	DIGITAL CHANGING IMAGE	1	
	VAYFINDING PYLON ENTRY MARKER CAMPUS READERBOARD POLE BANNER FACILITY READERBOARD ART WALK DISPLAY NFORMATION KIOSK	WAYFINDING PYLON ENTRY MARKER STATIC CAMPUS READERBOARD DIGITAL CHANGING IMAGE POLE BANNER DIGITAL CHANGING IMAGE FACILITY READERBOARD DIGITAL CHANGING IMAGE ART WALK DISPLAY DIGITAL CHANGING IMAGE DIGITAL CHANGING IMAGE ART WALK DISPLAY DIGITAL CHANGING IMAGE DIGITAL CHANGING IMAGE DIGITAL CHANGING IMAGE	WAYFINDING PYLON DIGITAL CHANGING IMAGE STATIC CAMPUS READERBOARD DIGITAL CHANGING IMAGE POLE BANNER DIGITAL CHANGING IMAGE FACILITY READERBOARD DIGITAL CHANGING IMAGE TART WALK DISPLAY DIGITAL CHANGING IMAGE STATIC TO



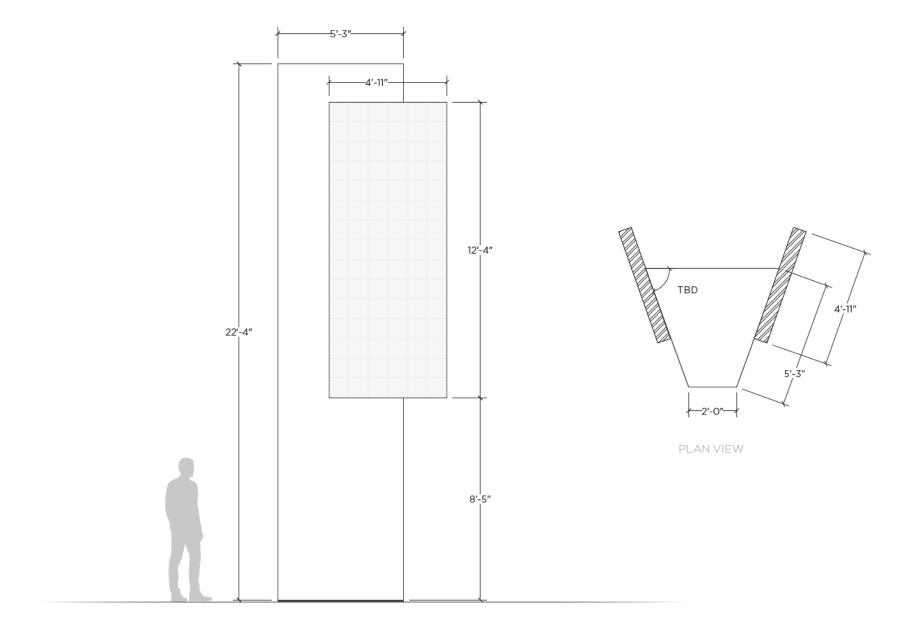
Tube framed welded aluminum cabinet with perforated side panels for ventilation. Two (2) 55" Samsung Outdoor LCD screens stacked per face. An internally illuminated logo will be displayed at the top of the sign face (2). Sign is double sided; four (4) total LCD displays per sign.

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



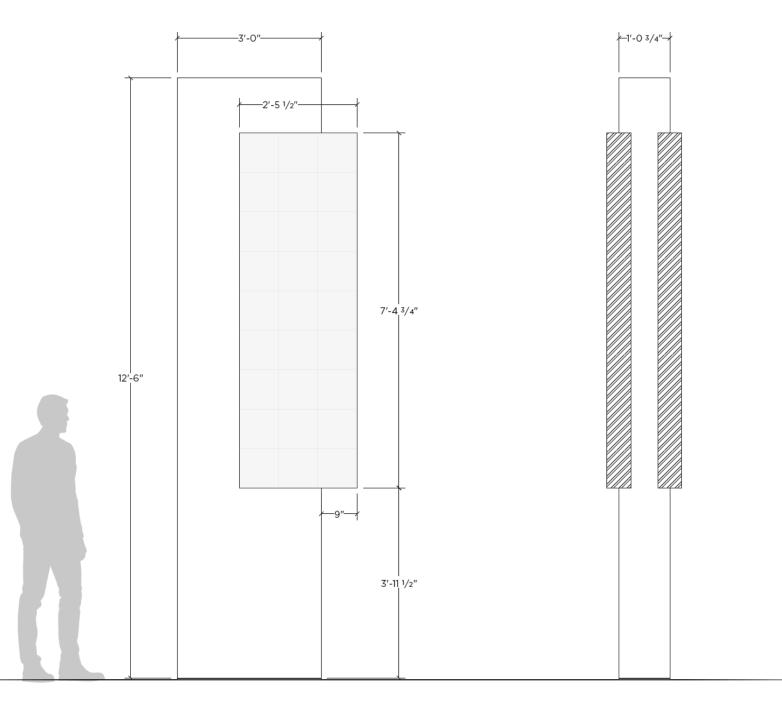
Tube framed welded aluminum cabinet with perforated side panels for ventilation. Screens (2) to be Daktronics LED Outdoor Display. An internally illuminated logo will be displayed on the sign face (2).

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



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 will be displayed on the sign face (2). Sign is double-sided.

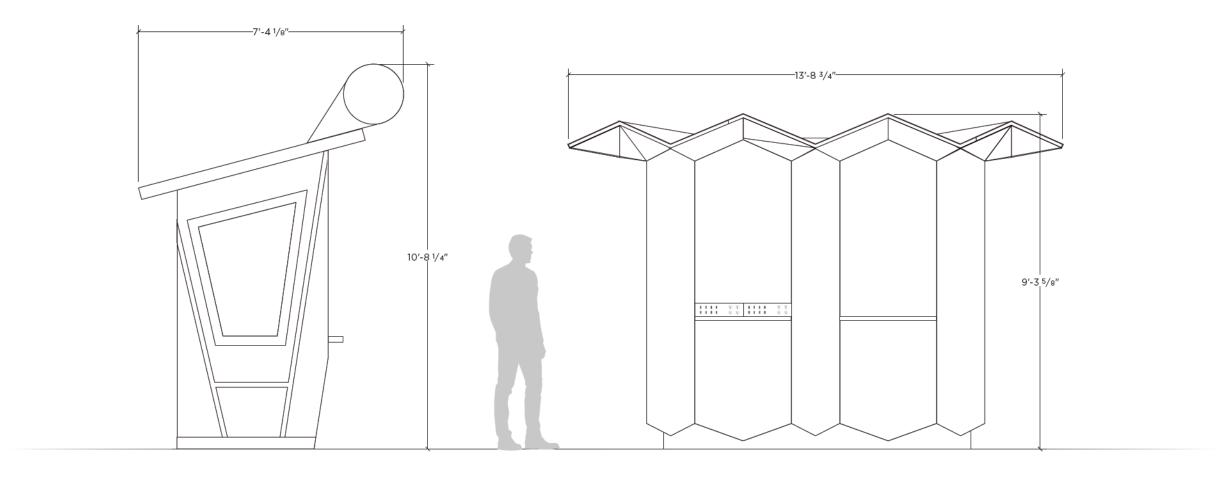
EXISTING DIMENSIONS: 15'-1 7/16" Hx 3'-8" W x 1'-3/4" D



Seattle Center Campus Campus Exterior Signage February 19, 2021 POPULOUS 5

CAMPUS SIGNAGE INFO KIOSK

Each option features an architectural kiosk structure with branded signage and digital displays. Each kiosk to feature two (2) digital displays at either 55" or 85" Samsung Outdoor LCD screens. Each kiosk is double-sided. Each kiosk features solar panels on the roof.

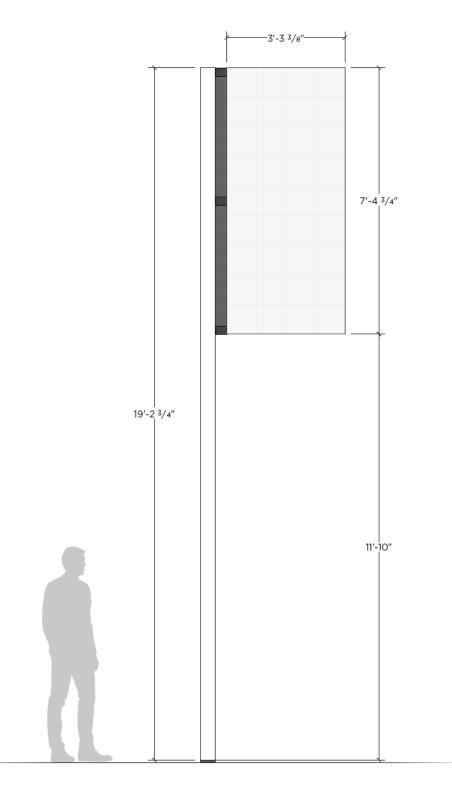


OPTION 1 APPROXIMATE DEPTH: 8'-0" (2) 55" SAMSUNG LCD SCREENS

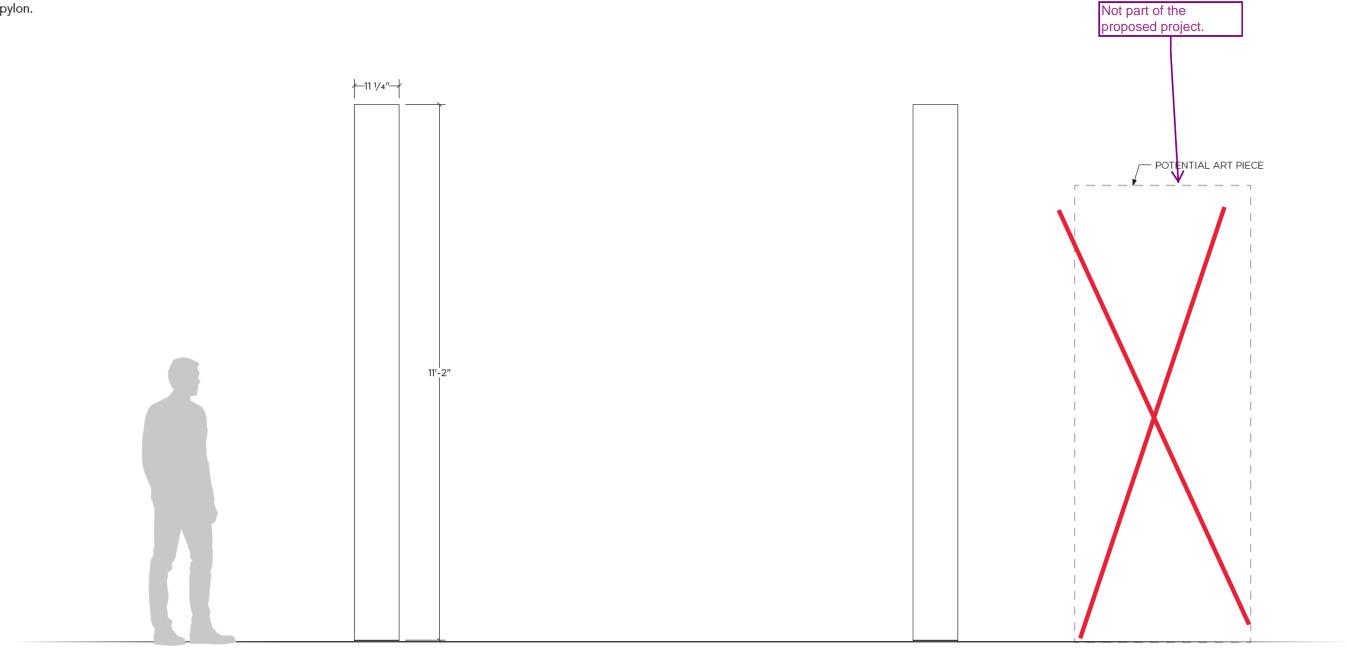
OPTION 2 APPROXIMATE DEPTH: 13'-0" (2) 85" SAMSUNG LCD SCREENS

Seattle Center CampusCampus Exterior SignageFebruary 19, 2021POPULOUS'

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.

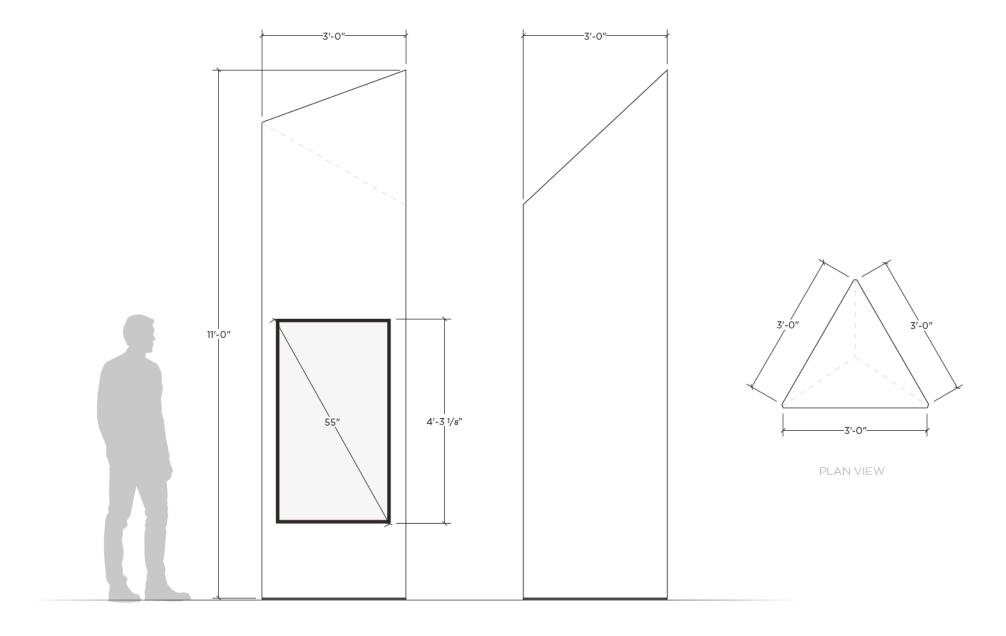


Tube framed welded aluminum cabinet. An internally illuminated logo will be displayed at the top of the sign face (2). Sign is a four-sided pylon.



OPTION 1: SIGN ONLY OPTION 2: SIGN WITH ADJACENT ART PIECE

Tube framed welded, internally illuminated aluminum cabinet with perforation at bottom of panels for ventilation. One (1) 55" Samsung Outdoor LCD screen. An internally illuminated logo will be displayed at the top of the sign face.

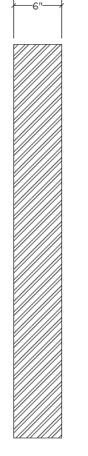


Screen (1) to be Daktronics LED Outdoor Display.

EXISTING DIMENSIONS: 50" H x 24" W /ea.

(THREE (3) PRINTED POSTERS)

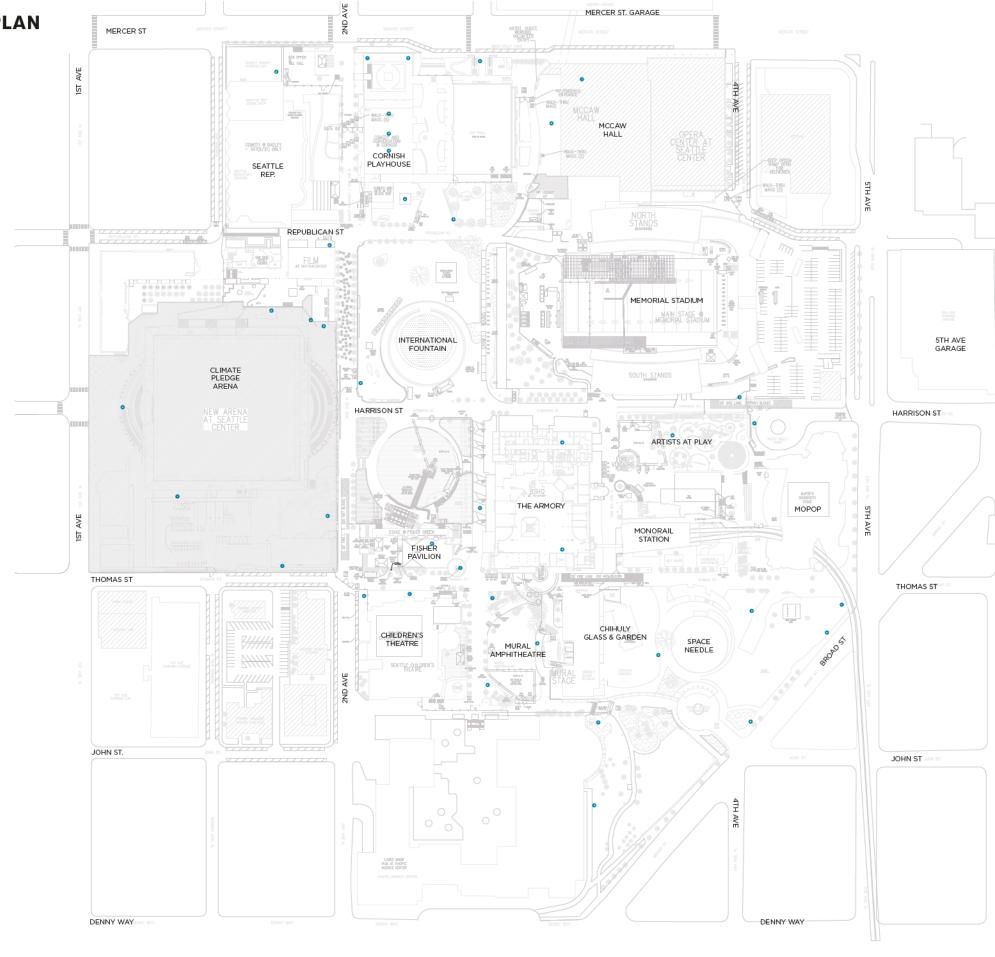






SIGN TYPES AND QUANTITIES:

Art Walk Artwork ID Signs (50)



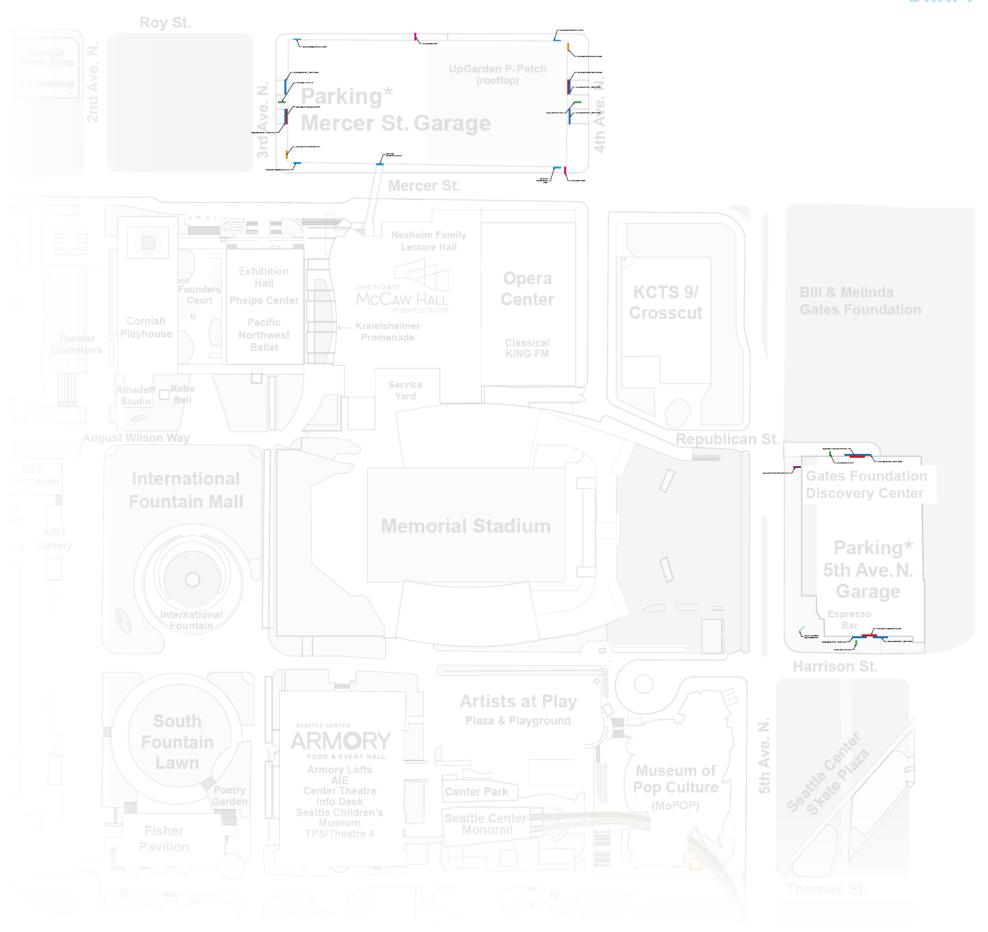
Seattle Center CampusCampus Exterior SignageFebruary 19, 2021POPULOUS'11

5

SIGN TYPES AND QUANTITIES:

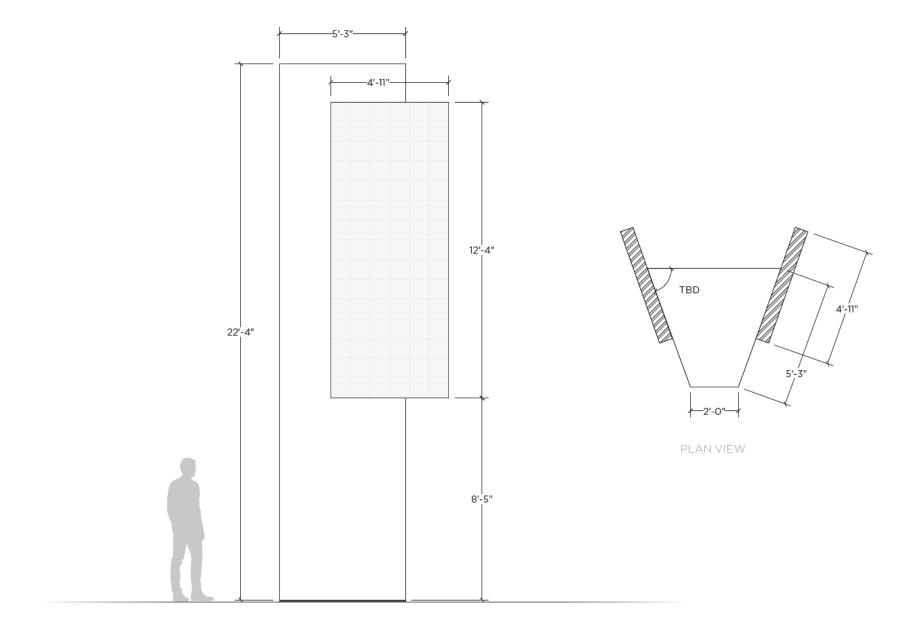
CAMPUS READERBOARD
(Qty shown on Page 2)

- GARAGE ID PYLON
- GARAGE WAYFINDING SIGN 2
- GARAGE WAYFINDING PYLON
- GARAGE OVERHEAD ENTRYGARAGE BLADE
- GARAGE PEDESTRIAN SIGN
- GARAGE ENTRY / EXIT SIGN



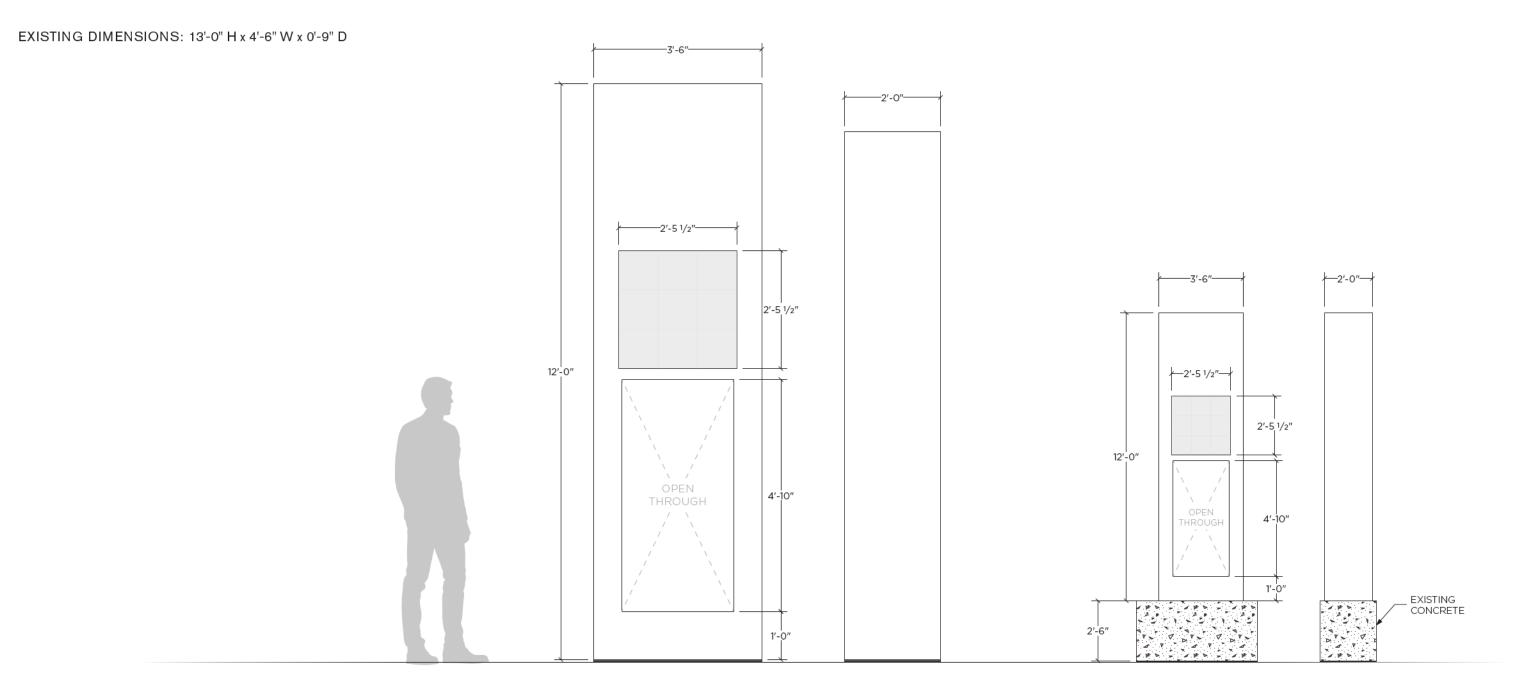
Tube framed welded aluminum cabinet with perforated side panels for ventilation. Screens (2) to be Daktronics LED Outdoor Display. An internally illuminated logo will be displayed on the sign face (2).

EXISTING DIMENSIONS: 20'-0" H x 7'-9 7/16" W x 1'-3 5/8" D



Seattle Center CampusCampus Exterior SignageFebruary 19, 2021POPULOUS'13

Tube framed welded aluminum cabinet with perforated side panels for ventilation. Screen to be Daktronics LED Outdoor Display. Sign is double-sided; one (1) Daktronics display per face.

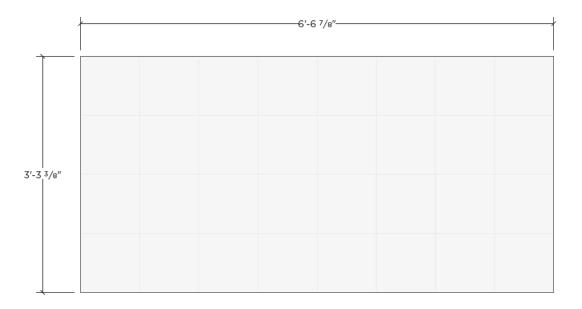


DESIGN VARIANT

Seattle Center CampusCampus Exterior SignageFebruary 19, 2021POPULOUS'14

Tube framed welded aluminum cabinet with perforated side panels for ventilation. Screen (1) to be Daktronics LED Outdoor Display.

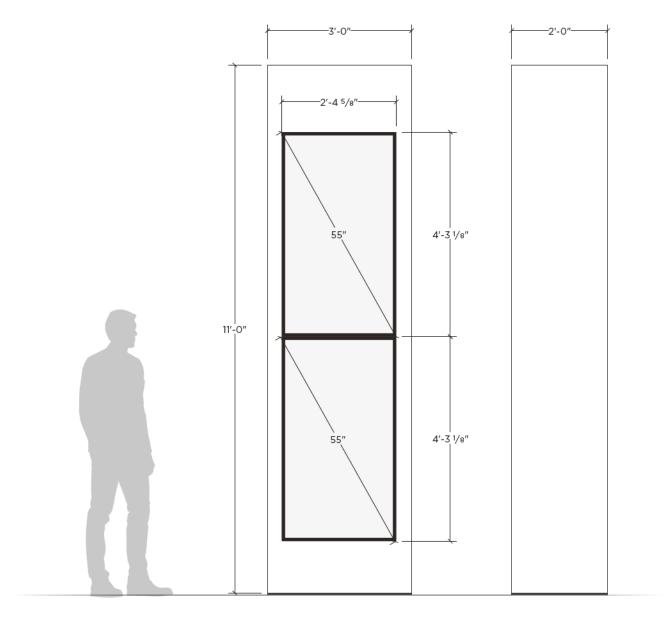
QUANTITY AND DIMENSIONS TBD.





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.

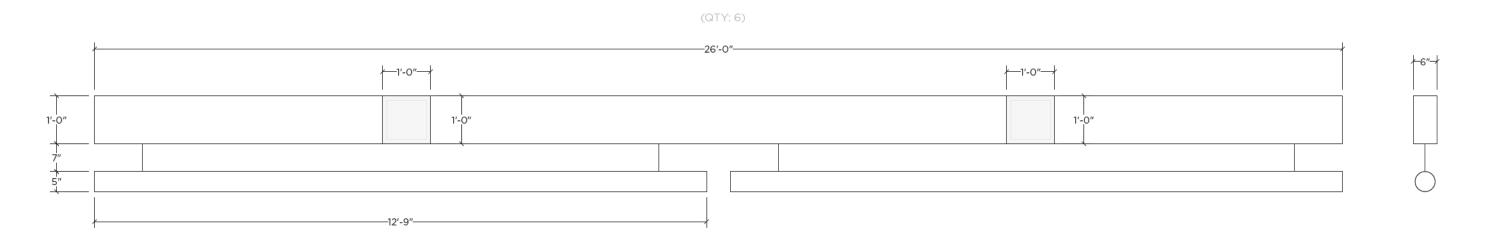
QUANTITY AND DIMENSIONS TBD.

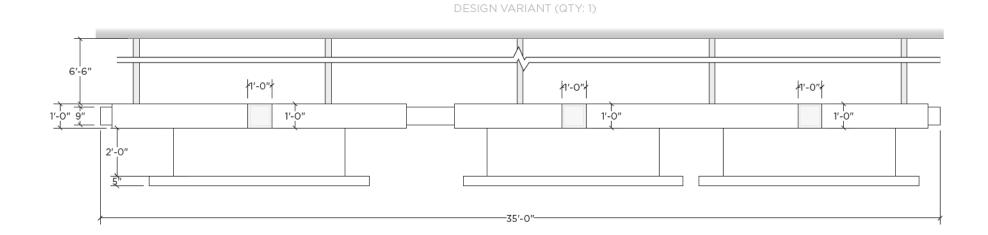


Seattle Center CampusCampus Exterior SignageFebruary 19, 2021POPULOUS'16

Welded aluminum cabinet sign. Internally illuminated lettering and LED lane indicators to be displayed on sign face. PVC clearance bars to hang below cabinet.

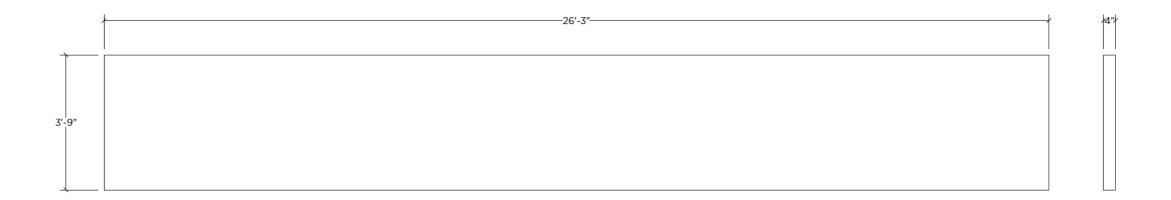
DIMENSIONS EQUAL TO EXISTING CONDITIONS.





Welded aluminum cabinet sign. An internally illuminated logo to be displayed on sign face (1).

DIMENSIONS TBD.

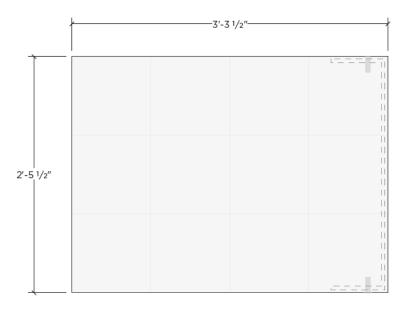


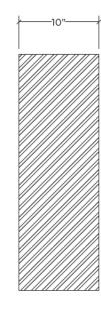
Seattle Center CampusCampus Exterior SignageFebruary 19, 2021POPULOUS*18

CAMPUS SIGNAGE GARAGE BLADE

Tube framed welded aluminum cabinet with perforated side panels for ventilation. Screen to be Daktronics LED Outdoor Display. Sign is double-sided; one (1) Daktronics display per face.

QUANTITY AND DIMENSIONS TBD.

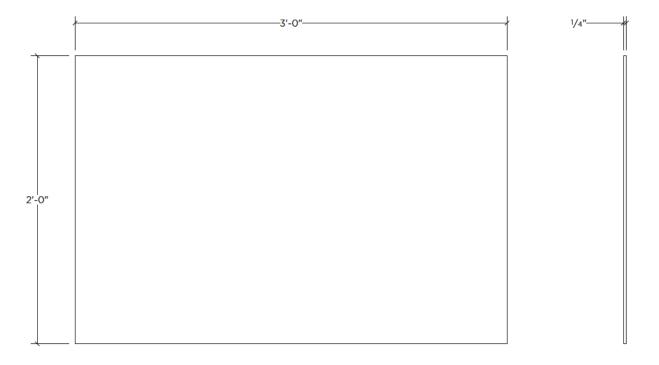




Seattle Center CampusCampus Exterior SignageFebruary 19, 2021POPULOUS'19

Aluminum panel sign.

QUANTITY AND DIMENSIONS TBD.



APPENDIX C - LIGHT AND GLARE MEMO

March 2021 Appendix C

Seattle Center Signage Plan



SEPA Analysis - Lighting March 26, 2021

Prepared for:

Environmental Science Associates

Consultant:



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1.0 EXECUTIVE SUMMARY

The proposed update to the Seattle Center Signage does not provide significant adverse impacts pertaining to light and glare. Lighting elements incorporated with the campus signage is consistent with existing lighting within and surrounding the Seattle Center. New light-emitting diode (LED) or liquid-crystal display (LCD) displays associated with wayfinding pylons, pole banners, art walk displays, and information kiosks located within the Seattle Center provide minimal to low levels of light and glare impacts. LED displays associated with the replacement of the existing digital campus readerboards, facility readerboards, and new digital poster located along the perimeter of the Seattle Center Campus provide minor change to existing conditions and low levels of light and glare impacts in the adjacent right-of-way (ROW) and adjacent properties. The LED displays associated with the new garage wayfinding pylon, and new parking garage signs on the Mercer Street Garage and the 5th Avenue North Garage provide additional low levels of light and glare with some moderate levels of glare adjacent to the garage wayfinding signs and garage blade signs.

2.0 INTRODUCTION

This technical memorandum evaluates the proposed lighting associated with the Seattle Center Exterior Campus Signage Plan (Signage Plan) (Populous, 2021) dated February 19, 2021. The Signage Plan includes non-digital signs which are not evaluated as they do not result in light or glare.

The digital components of the revisions to the campus signage include:

- Replacement of the 3 existing LED campus readerboards with new LED displays
- Replacement of 3 existing amber text facility readerboards and two static text with five new LED displays
- Replacement of 17 static wayfinding pylons with 20 wayfinding pylons with LED\LCD displays
- Replacement of 3 information kiosks with 3 kiosks with LED\LCD displays
- Add 3 new art walk display signs with LED displays
- Add 12 new pole banners with LED displays
- Replace the 3 static theater posters with 1 LED display

Digital garage signs include:

- Add 1 new garage wayfinding pylon with LED display
- Replace 4 static garage ID pylons with 4 with LCD displays
- Replace 4 static entry/exit ID signs with 7 with internally illuminated lettering and LED lane indicators
- Replace 4 static and neon wayfinding signs with 2 Garage wayfinding sign with LED displays
- Replace 4 static garage overhead entry signs with 4 overhead entry illuminated signs
- Replace 2 blade signs with 2 Garage blade LED displays

This memo is prepared to support a State Environmental Policy Act (SEPA) Checklist and a Sign Permit under Seattle Municipal Code (SMC) 25.05.

3.0 APPLICABLE CODES AND POLICIES

3.1 SEPA Policies

The SEPA policies concerning light and glare provide that "light and glare" are part of the "Built Environment" to be evaluated under State Environmental Policy Act (WAC 197-11-444(2)(b)(iii)) unless categorically exempt under WAC 197-11-800. SEPA requires agencies to determine whether a proposal creates a probable, significant adverse impact (WAC 197-11-340). It also requires agencies to consider methods to avoid or reduce impacts. This memo addresses both of these directives with regard to light and glare impacts. The City of Seattle (City) has also adopted SEPA for light and glare in SMC 25.05.675.

3.2 Seattle Municipal Code

SMC 23.55 Signs – Section 23.55.054 Seattle Center Sign Overlay District. Provides regulations and standards governing signage. Includes limits to light and glare from illuminated signs and LED displays. To support the modernization, Seattle Center is proposing an amendment to the City's Sign Code to include regulations for the Center Campus Subarea. The Center Campus Subarea is all of the campus except for the Arena Subarea (see Figure 2 in the SEPA Checklist). The proposed amendments would apply to the Center Campus Subarea only and are presented in Appendix A. Additually, Seattle Center has updated the Seattle Center Century 21: Signage Guidelines.

4.0 LIGHTING TERMS

Lighting terms used in this document are defined as set forth under the Illuminating Engineering Society (IES) Lighting Handbook, 10th Edition:

Foot-candle ("fc") is a description of the amount of light striking a surface. It is equal to 1 lumen per square foot. Some examples of foot-candle (fc) levels are:

Full Moonlight (approximate)	0.02 fc
Lighted Freeway, Average	1.50 fc
Lighted Roadway (Major), Average	1.50 fc
Lighted Roadway (Residential), Average	0.60 fc
Residential Street Light (max)	3.00 fc

Glare is the sensation produced by luminance (the amount of light that is reflected from a surface, see competition definition below) within the visual field that is sufficiently greater than the luminance to which the eyes are adapted to, causing annoyance, discomfort, or loss in visual performance and visibility.

Glare is subdivided into direct and reflected elements, as follows:

Direct glare describes when an observer can see directly into a luminaire's light source, where the lamp, reflector or diodes are visible.

Reflected glare describes when light reflected from a surface causes reduced visual performance and visibility. It is assumed that the surface is not intentionally a light source. Surfaces attributable to reflected glare will have a higher luminance than adjacent or nearby surfaces.

Glare is position sensitive; a light source that prevents one observer from seeing may help a different observer to see.

Light trespass also known as light spillage is when spill light extends beyond the property line of the owner of a light source, and onto or above another owner's property.

Luminance is the amount of light that is reflected from a surface. In general terms it is proportional to the reflectance of the surface and the amount of light striking the surface. It is what we see, but because it varies with the viewer it is difficult to calculate.

Sky Glow is the haze or glow of light emitted above the lighting installation which reduces the ability to view the darkened night sky. This is a combination of light emitted directly from the light source, light reflected upward from the illuminated surface, and light reflected from airborne particles between the light source and the illuminated surface.

Spill light is light from a source which does not strike the area intended for illumination. Spill light can be characterized by foot-candles (fc) calculated or measured in a vertical plane.

Figure 1 illustrates spill light, direct glare, reflected light and light trespass.

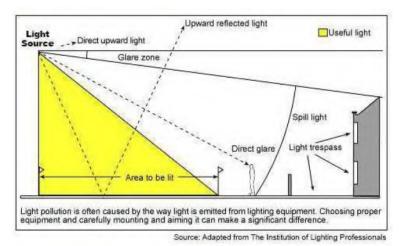


Figure 1 - Spill Light, Direct Glare, Reflected Light, and Light Trespass

5.0 EXISTING CONDITIONS

5.1 Seattle Center Site, Setting, and Existing Signage

The Seattle Center Campus is zoned Seattle Mixed Uptown, SM-UP 95(M). Seattle Mixed zoning allows development that includes residential and commercial uses, as well as public open space and recreation uses such as those at Seattle Center. Existing development surrounding Seattle Center consists of residential and commercial uses, while Seattle Center is composed primarily of open space, entertainment, and recreation uses.

A survey of the existing signage was conducted by Christopher Fote on December 22, 2020 and February 24, 2021. The existing signage was reviewed to determine type, size, makeup, and location. The most prominent signs are the two campus readerboards located at the SW corner of the intersection of 5th Avenue North with Mercer Street and at the NW corner of the intersection of Denny Way and Broad Street (Photos A and B). These two signs are on the perimeter of the Seattle Center adjacent to City arterial streets.

Less prominent digital signage on the perimeter of the Seattle Center includes three digital amber text readerboards along Mercer Street at McCaw Hall, Cornish Playhouse, and Seattle Rep Theater (Photo C). One additional campus readerboard with amber text is on the northeast corner of the intersection of 5th Avenue North with Harrison Street for the 5th Avenue parking garage (Photo D). Signage within the interior of Seattle Center site consists of static signage associated with the free-standing wayfinding pylons, information kiosks, and banners attached to existing light posts (Photos E and F). Photo P shows the three theater posters on Mercer Street in front of McCaw Hall.

Existing garage signs are primarily static text signs with amber text only on the four entry and exist ID signs (Photos G through O).

Photos of Existing Signage



A - Campus Readerboard 5th Avenue N at Mercer Street



B - Campus Readerboard Denny Way at Broad Street



C - Facility Readerboard Mercer Street



D - Campus Readerboard 5th Avenue N at Harrison Street



E - Sign Mounted to Light Post



F - Wayfinding Pylon



G - Mercer Street Garage - Roy Street



H - Mercer Street Garage - Roy Street



I - Mercer Street Garage - 3rd Avenue North



J - Mercer Street Garage - 3rd Avenue North



K – Residential Building – Mercer Street at 3rd Avenue North L - Mercer Street Garage – Mercer Street





M – Mercer Street Garage – 4th Avenue North



N - Mercer Street Garage - 4th Avenue North Entry