

Lumen Field Gate Signage Conversion

Pioneer Square Preservation Board Presentation

Overview

First and Goal, Inc. is developing improved wayfinding and guest experience features at Lumen Field Stadium and Event Center for implementation starting in the summer of 2023. The project includes a new wayfinding signage system designed to optimize the process of finding the best entry point into the stadium. Improving this process will lessen confusion and congestion during the arrival process, making the experience more intuitive and less time consuming for stadium guests and staff. This project will have immediate utility for all Lumen Field events, but it will be particularly important as we welcome visitors from around the globe for the upcoming 2026 World Cup matches and festivities.

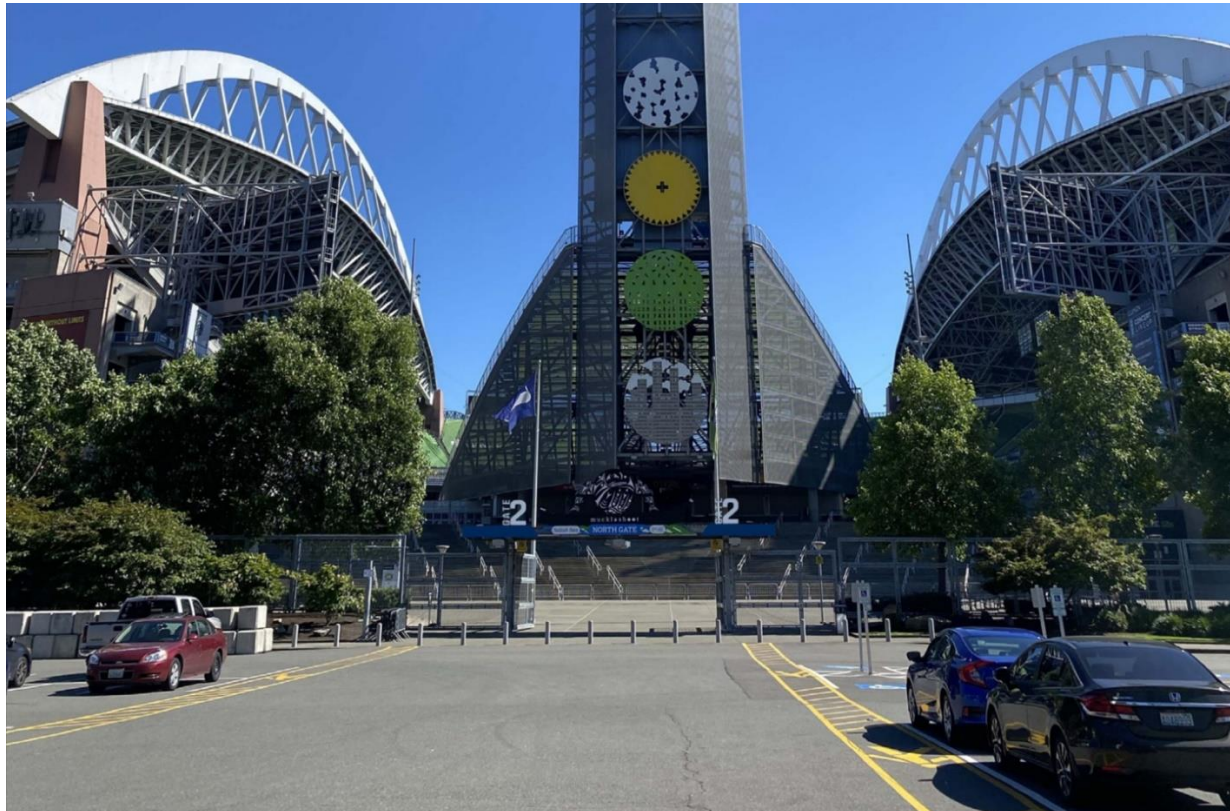
Proposed Project

As part of an improved wayfinding system, all nine entry points to Lumen Field Stadium and Event Center will be renamed from their current cardinal names (e.g., North, Northwest, Northeast, Southwest, etc.) to a more intuitive and internationally recognized numerical system. This request specifically seeks approval for two gates – the North Gate which will be renamed Gate 2 and the Northwest Gate which will be renamed Gate 3. These two gates fall within the jurisdiction of the Pioneer Square Preservation District. It should be noted that all nine entry points are designed to have the same look and feel.

The new signage will consist of dimensional numerals designed to sit atop the freestanding gates at the north end of the stadium. Our architect and engineering firm, HOK, designed these numbers to be viewable from a distance of several hundred feet to communicate early and effectively to visitors approaching these gates. As a result, we are requesting an increase in the size of the gate names as well as their font style. The architects have worked diligently to achieve the most effective signage sizing that does not compete with the Coastal Salish gate design elements.



North Gate today.



North Gate with numerical rendering from the North Lot.



Northwest Gate today

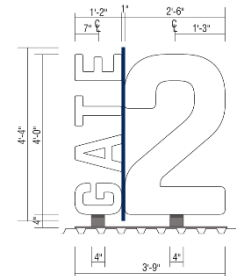


Northwest Gate with numerical rendering from Occidental Avenue South.

The proposed new gate numbers are designed to be 4 feet tall. The word “gate” is vertical, adjacent to the number, and is 1 foot, 2 inches tall. They will be fabricated from aluminum. The face of the numbers will be painted white, while the side profiles will be painted silver. See Attachment 2 for specifications and additional detail.

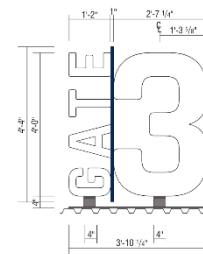
Dimensions for “Gate 2”:

- Overall Sign: 4’ height 3’ 9” width 1’ depth
- “2”: 4’ height 2’ 6” width 1’ depth
- “Gate”: 1’ 2” height 4’ width 3” depth



Dimensions for “Gate 3”:

- Overall Sign: 4’ height 3’ 10” width 1’ depth
- “3”: 4’ height 2’ 7” width 1’ depth
- “Gate”: 1’ 2” height 4’ width 3” depth



The proposed installation, as well as its staging, will take place on Lumen Field property which is owned by the Washington State Public Stadium Authority. Therefore, no use of public right-of-way is needed.

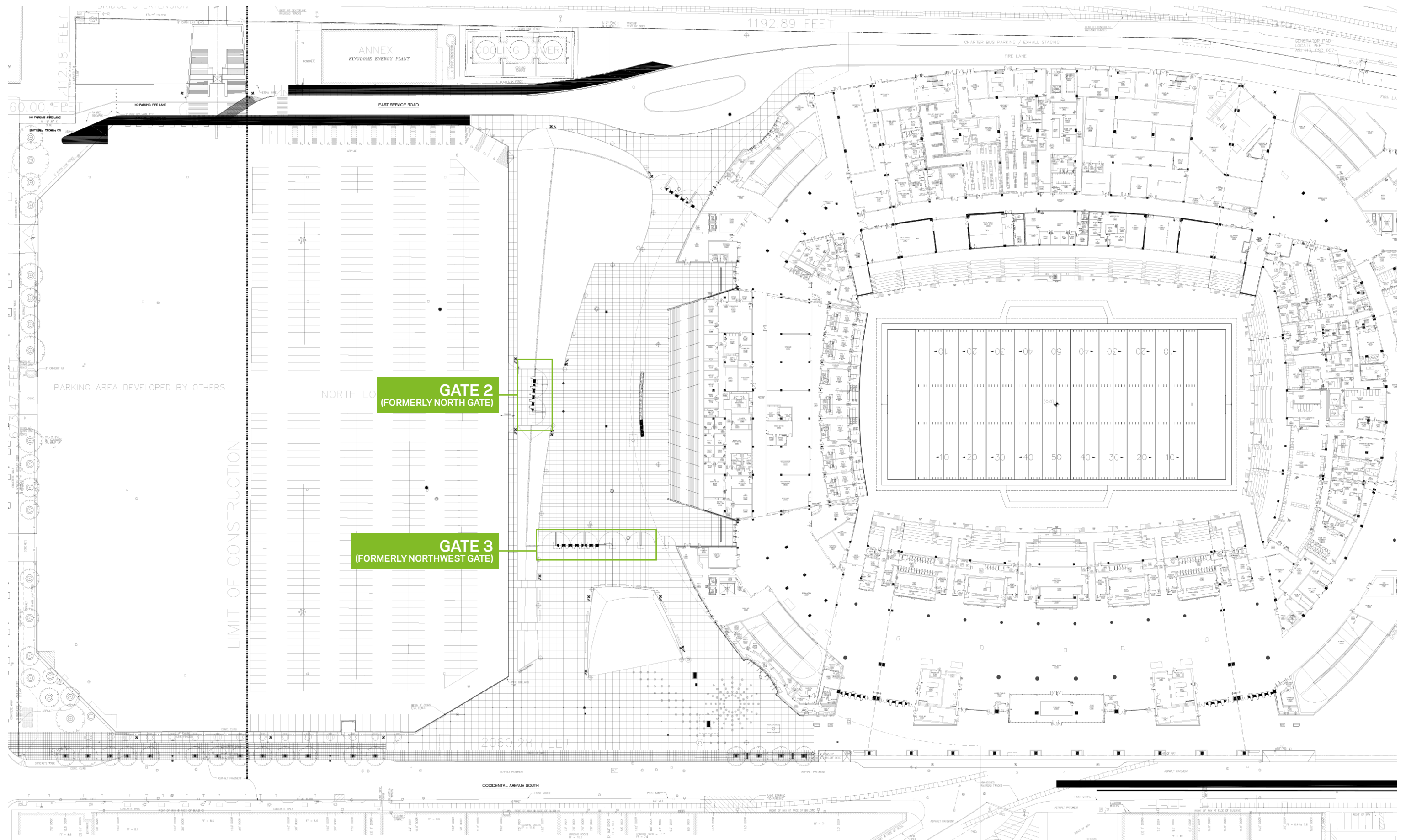
The total cost of the revision to the North and Northwest gate signage is \$29,982.

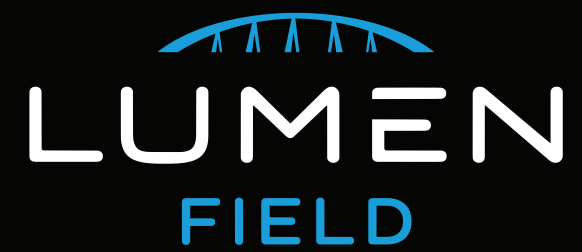
Included with this application:

- Attachment 1 Site Map
- Attachment 2 Detailed Specifications
- Attachment 3 Examples of similar signage from other venues

Thank you for the opportunity to seek approval for this important project.

Zach Hensley
General Manager, Lumen Field and Event Center
(206) 381-7830





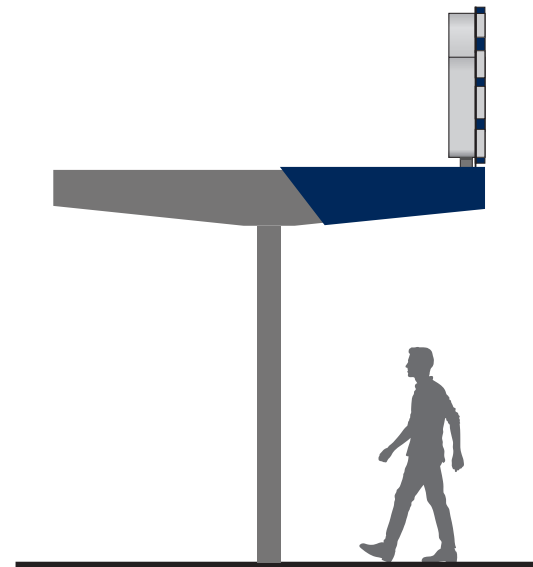
142811SPA_Lumen Field Gate Signage

July 10, 2023



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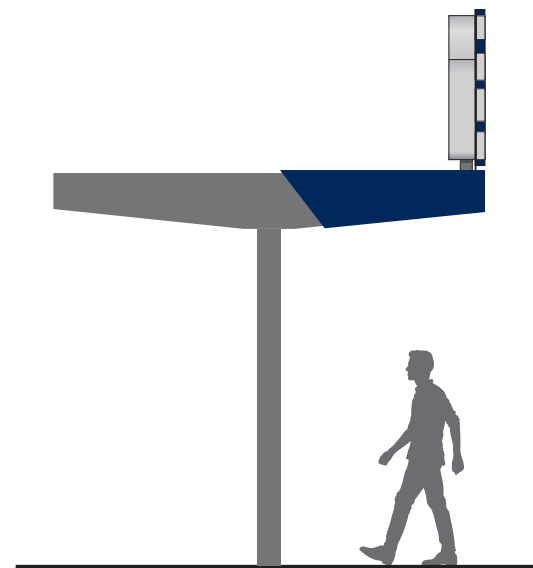


② Side View (opposite side similar)
Scale: 3/16" = 1'-0"



① Front View
Scale: 3/16" = 1'-0"

Location: Gate 1 Client to provide final SLP & MS



④ Side View (opposite side similar)
Scale: 3/16" = 1'-0"

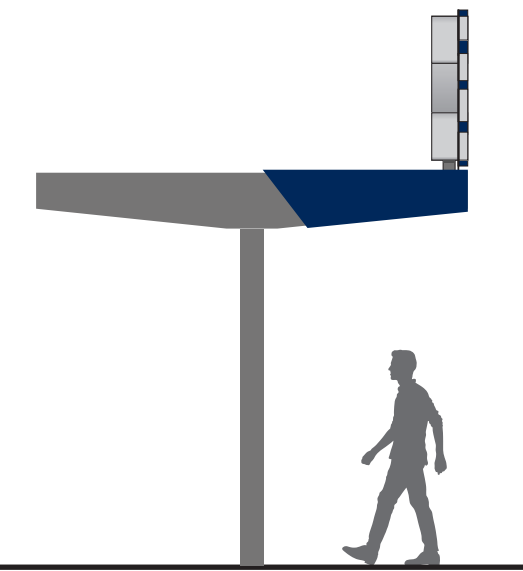


③ Front View
Scale: 3/16" = 1'-0"

Location: Gate 2 Client to provide final SLP & MS



① Front View
Scale: 3/16" = 1'-0" Location: Gate 2 Client to provide final SLP & MS



② Side View (opposite side similar)
Scale: 3/16" = 1'-0"

COLORS/MATERIALS PALETTE

Aluminum

3M White
#220-10 vinyl film

Paint to match
PMS #289C
(satin finish)

Gate 1-3 "HERITAGE PLAZA" panels
Manufacture and install three (3) non-illuminated
panels over existing "GATE" panels

- A

Panels:
1/8" aluminum painted Navy PMS #289C.
- B

Copy:
3M White #220-10 vinyl film.
- C

Mounting:
Flush mount panels over existing "GATE" ID panels with countersunk screws,
paint fastener heads Navy PMS #289C.



COLORS/MATERIALS PALETTE

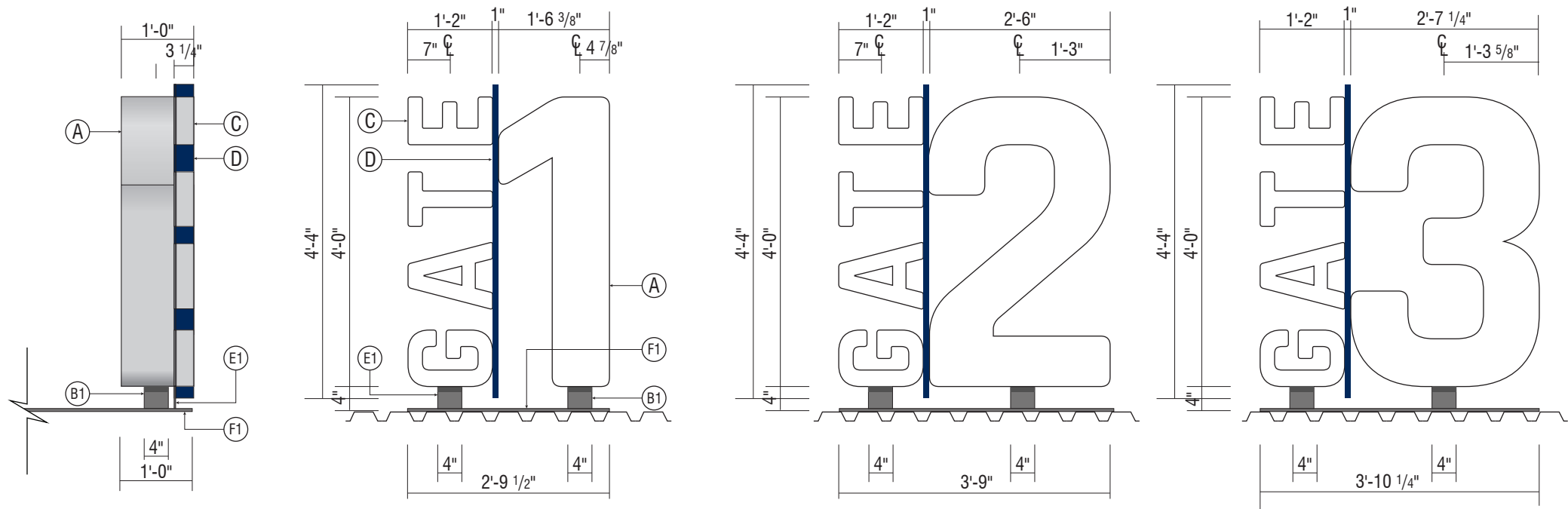
Aluminum

MP N202 White
(satin finish)

MP33172
Silver Surfer Metallic
(satin finish)

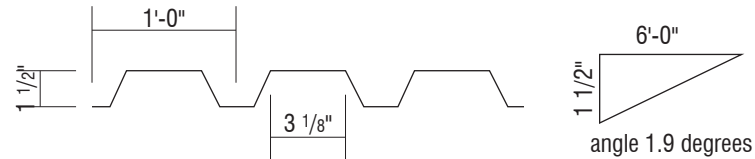
Paint to match
PMS 429 C
(satin finish)

Paint vertical rule line
to match PMS #289C
(satin finish)

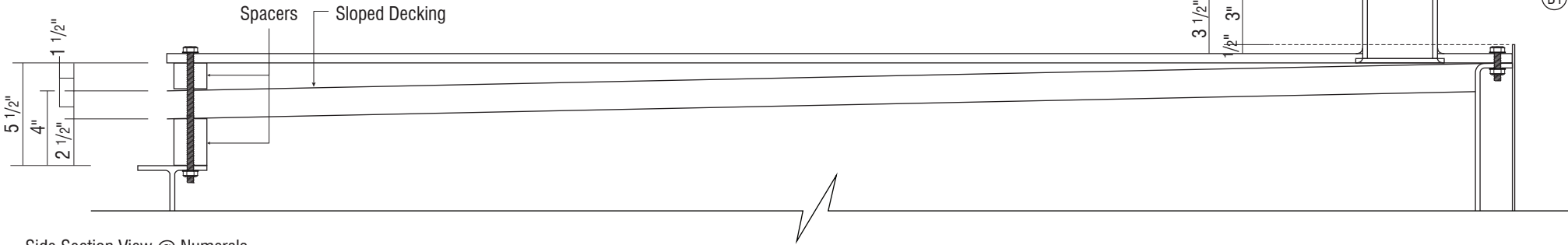


2 Side View
Scale: 1/2" = 1'-0"

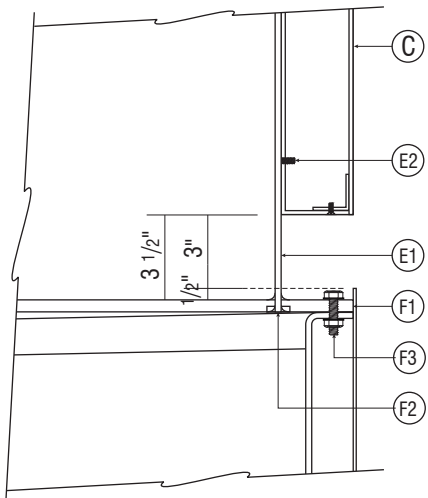
1 E01 - Front View
Scale: 1/2" = 1'-0"



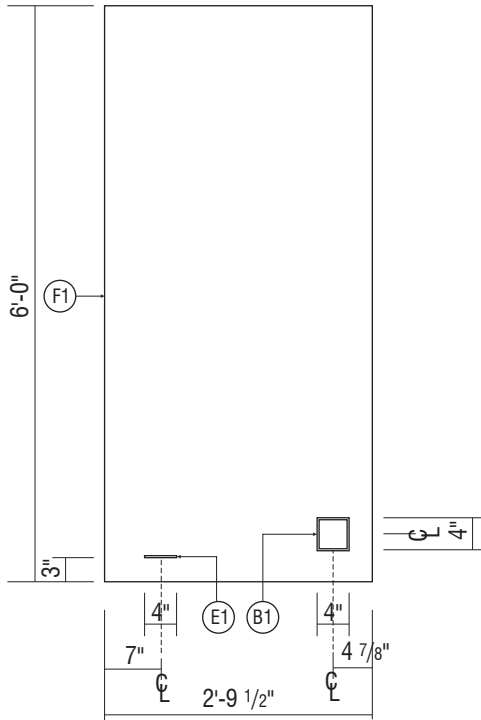
4 Side Section View Details @ Decking
Scale: 1 1/2" = 1'-0"



3 Side Section View @ Numerals
Scale: 1 1/2" = 1'-0"



5 Side Section View @ "GATE" letters
Scale: 1 1/2" = 1'-0"



6 Plan Section View @ Mounting Plate
Scale: 1/2" = 1'-0"

Gate 1-3 Numerals
Manufacture and install six (6) E01 non-illuminated canopy
mounted Gate ID Signs (two each).

Numerals:
Numerals to be fabricated aluminum channel construction. Faces to be painted MP N202 White and 12" returns to be painted MP33172 "Silver Surfer Metallic".

Numeral Supports & Mounting Sleeves:
B1 4" x 4" x 1/4" aluminum square tube supports painted Gray PMS 429C.
B2 5" x 5" x 1/4" welded aluminum square tube sleeves welded at top and bottom and fastened to support tube with 1/2" through bolts.

"GATE" Letters:
Fabricated aluminum channel construction (.063" returns, .090" faces/backs). Faces to be painted MP N202 White and 3" returns to be painted MP33172 "Silver Surfer Metallic".

Vertical Rule Line:
3" x 1" aluminum rectangular tube with capped ends painted Navy PMS #289C.

Contoured Backer:
E1 "GATE" letters and vertical rule line to have 1/4" flat cut out flush contoured backer that extends to mounting plate. Paint backer MP N202 White, Navy PMS #289C and Gray to match canopy color.
E2 "GATE" letters and vertical rule line to be VHB taped and stud mounted to contoured backer.

Mounting Plate:
F1 1/2" aluminum painted Gray PMS 429C to match canopy color.
F2 Support tube and 1/4" contoured backer to go through plate and weld from top and backside.
F3 Mounting plate to be attached to top of I-beam canopy structure with through bolts and spacers as shown in detail 3.

COLORS/MATERIALS PALETTE

Aluminum

Paint to match PMS #289C
(satin finish)

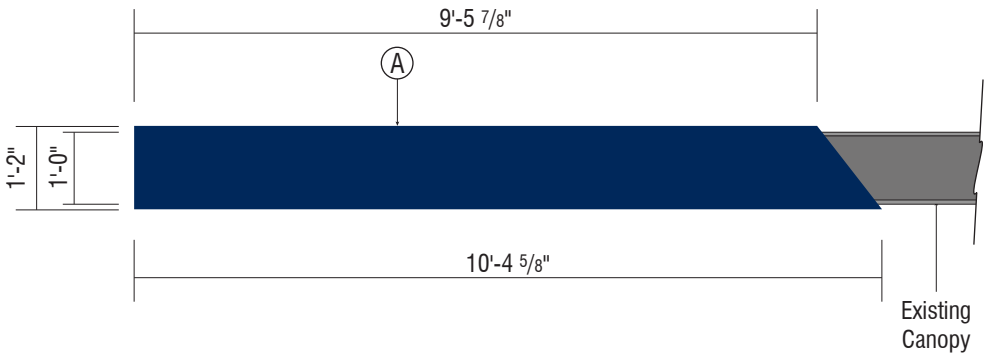
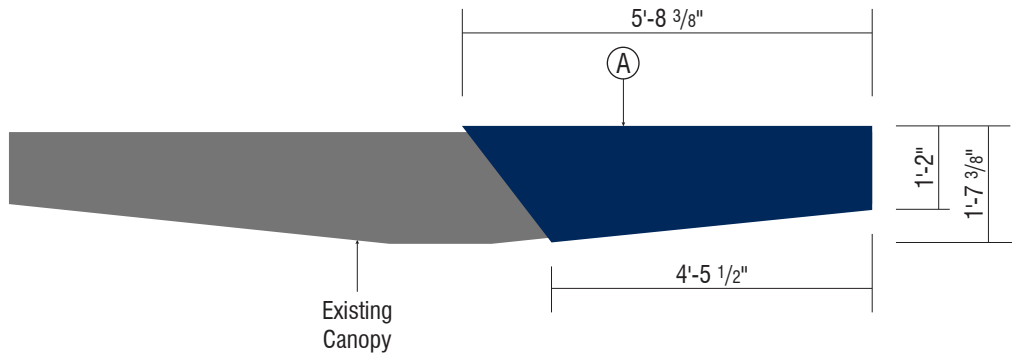


Gate 1
Manufacture and install two (2) E01 "L" shaped aluminum panels with bent top return mounted to existing Gate Canopy.

(A) Panels:
Panels to be 1/8" aluminum with 1 1/2" x 1" welded mounting angle at top. Paint Navy PMS #289C. Mounting angle to be notched where it intersects Gate ID sign mounting plates.

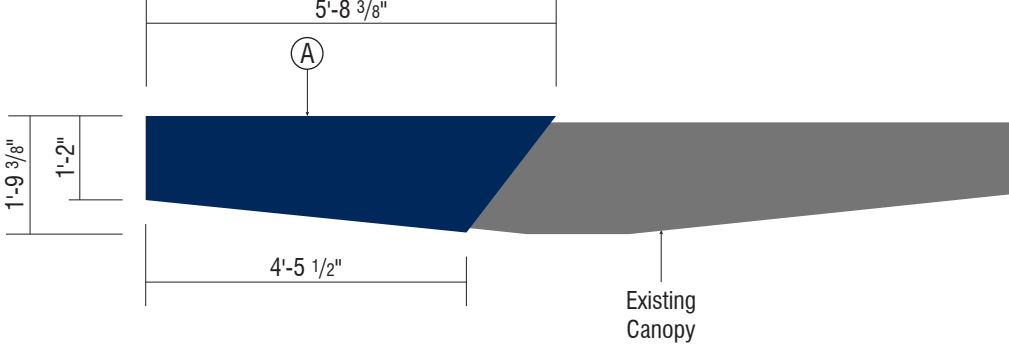
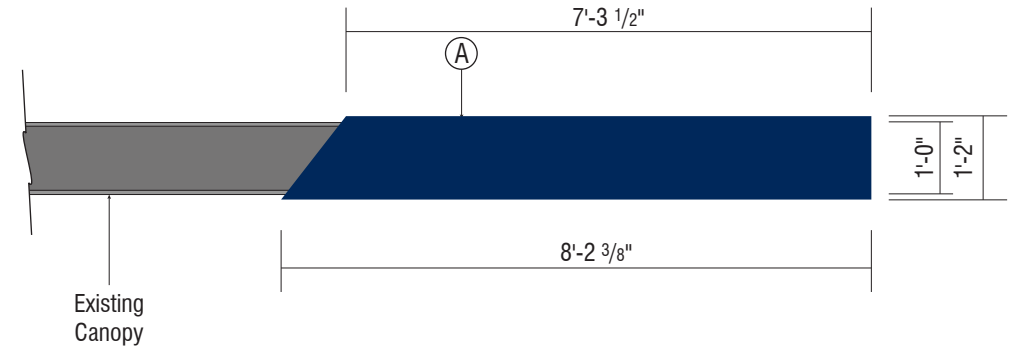
(B) Mounting
Attach mounting angle to top of canopy I-beam with fasteners as required.

⑤ Plan View
Scale: 3/8" = 1'-0"



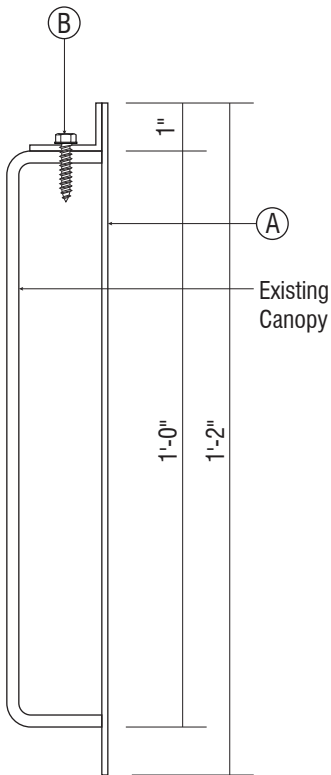
② Side View / Left End
Scale: 3/8" = 1'-0"

① E01 - Front View / Left End
Scale: 3/8" = 1'-0"



③ E01 - Front View / Right End
Scale: 3/8" = 1'-0"

④ Side View / Right End
Scale: 3/8" = 1'-0"



⑥ Side Section View @ Panel Attachment
Scale: 3" = 1'-0"

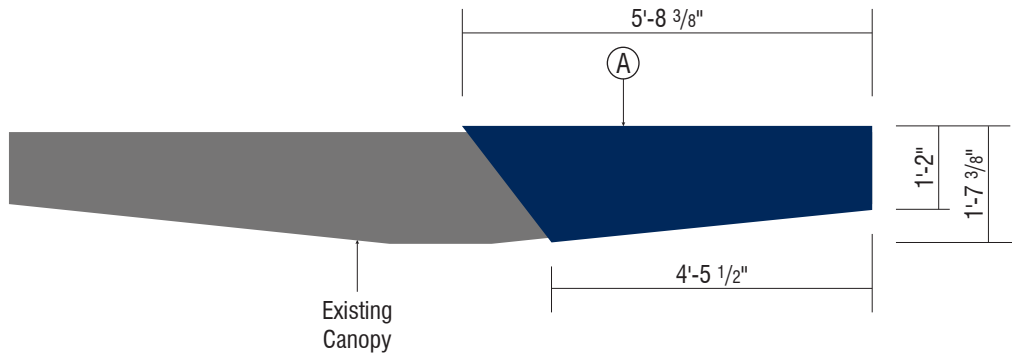
COLORS/MATERIALS PALETTE

Aluminum

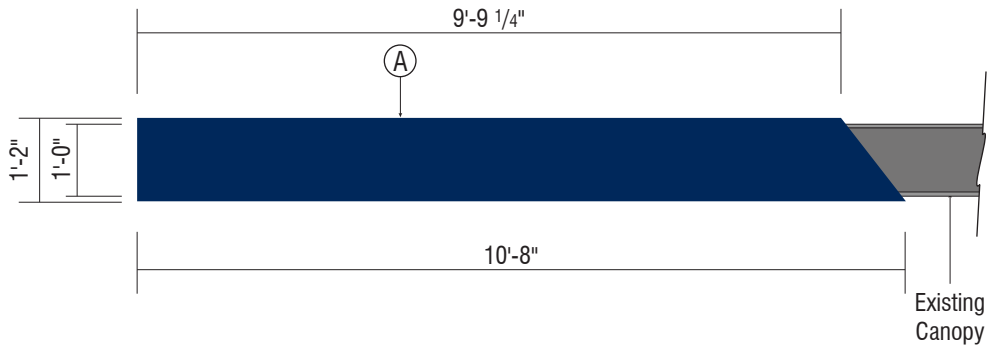
Paint to match PMS #289C
(satin finish)



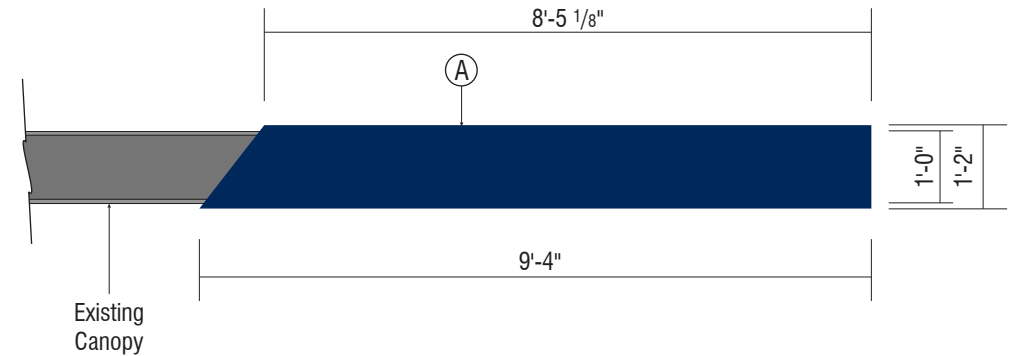
⑤ Plan View
Scale: 3/8" = 1'-0"



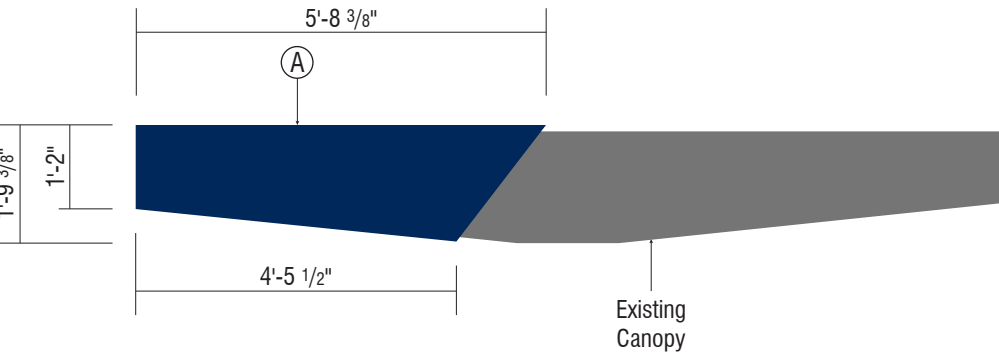
② Side View / Left End
Scale: 3/8" = 1'-0"



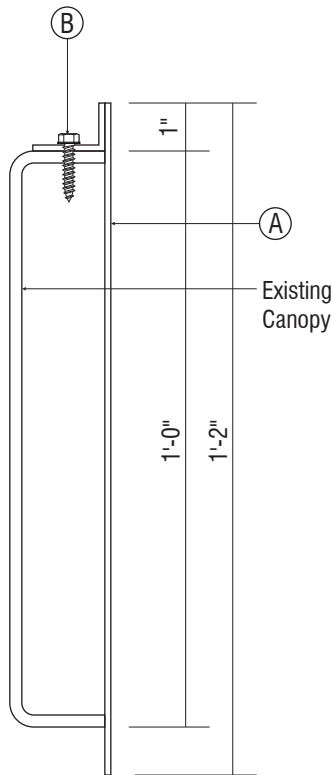
① E01 - Front View / Left End
Scale: 3/8" = 1'-0"



③ E01 - Front View / Right End
Scale: 3/8" = 1'-0"



④ Side View / Right End
Scale: 3/8" = 1'-0"



⑥ Side Section View @ Panel Attachment
Scale: 3" = 1'-0"

Gate 2
Manufacture and install two (2) E01 "L" shaped aluminum panels with bent top return mounted to existing Gate Canopy.

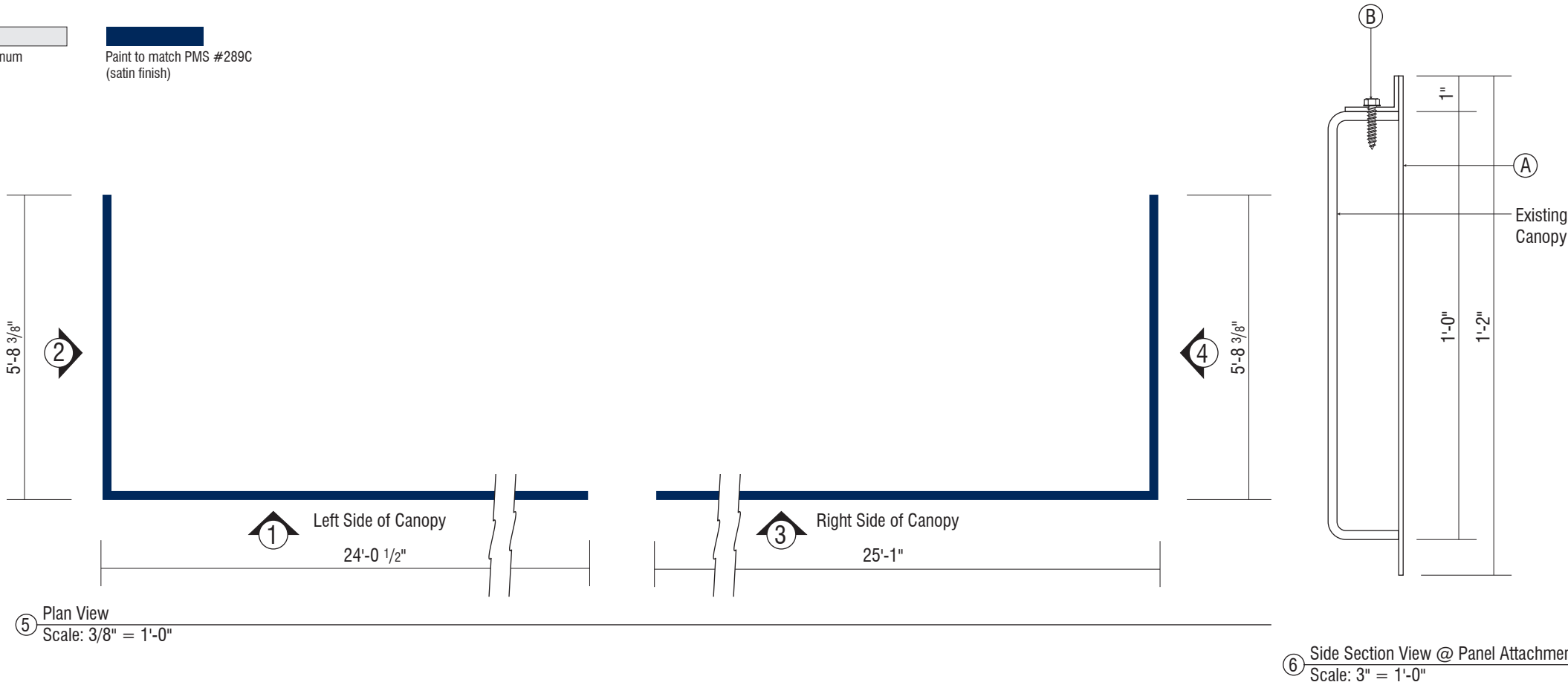
Ⓐ **Panels:**
Panels to be 1/8" aluminum with 1 1/2" x 1" welded mounting angle at top. Paint Navy PMS #289C. Mounting angle to be notched where it intersects Gate ID sign mounting plates.

Ⓑ **Mounting**
Attach mounting angle to top of canopy I-beam with fasteners as required.

COLORS/MATERIALS PALETTE

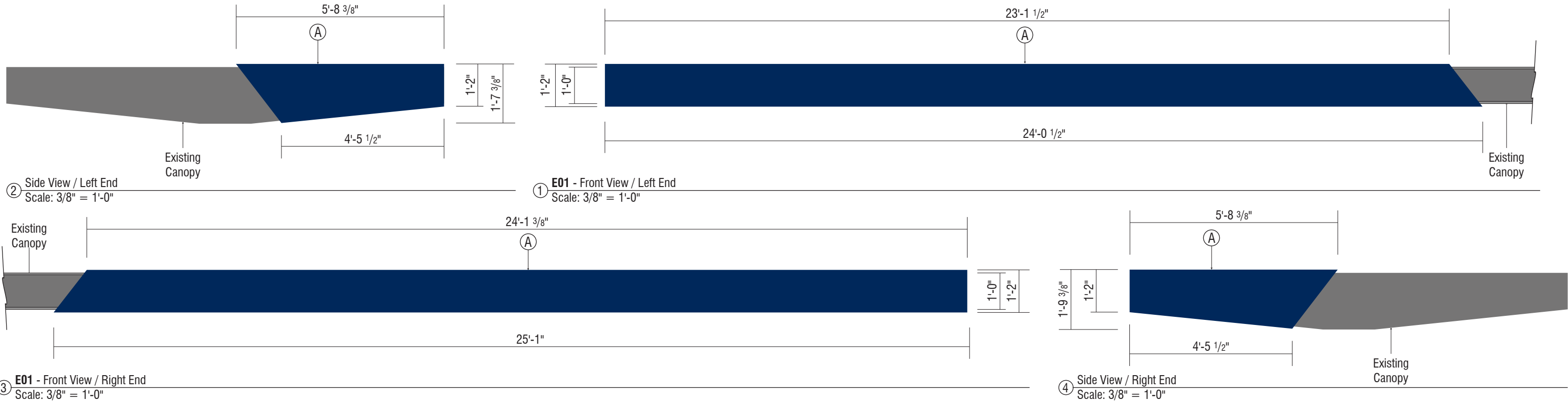
Aluminum

Paint to match PMS #289C
(satin finish)



Gate 3
Manufacture and install two (2) E01 "L" shaped aluminum panels with bent top return mounted to existing Gate Canopy.

- ① **Panels:**
Panels to be 1/8" aluminum with 1 1/2" x 1" welded mounting angle at top. Paint Navy PMS #289C. Mounting angle to be notched where it intersects Gate ID sign mounting plates.
- ② **Mounting**
Attach mounting angle to top of canopy I-beam with fasteners as required.





① Survey Photos
Scale: NTS

Note: Survey team to delineate photo locations

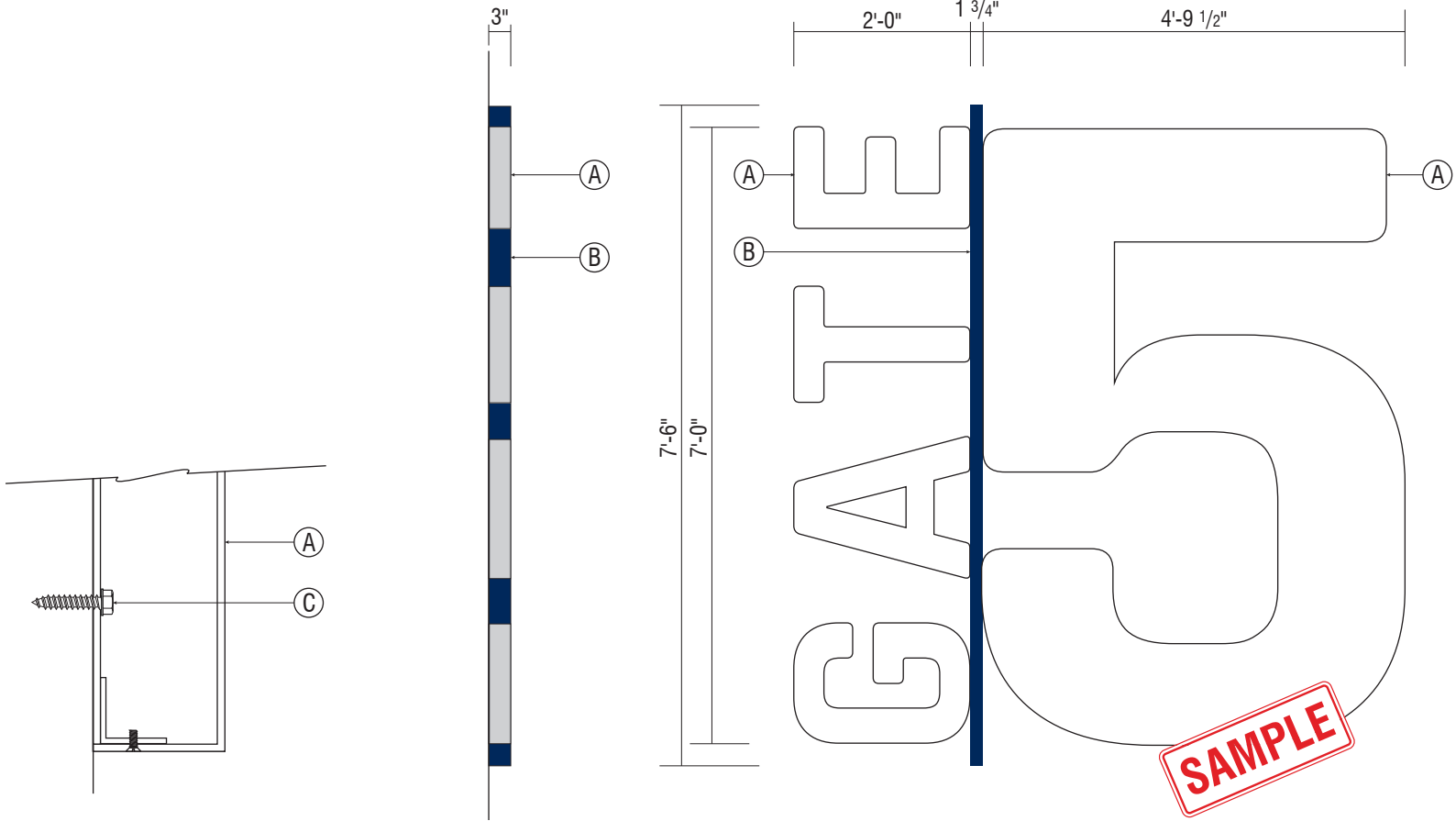
COLORS/MATERIALS PALETTE

Aluminum

MP N202 White
(satin finish)

MP33172
Silver Surfer Metallic
(satin finish)

Paint vertical rule line
to match PMS #289C
(satin finish)



③ Side Section View @ "GATE" letters & Numerals
Scale: 1 1/2" = 1'-0"

② Side View
Scale: 1/2" = 1'-0"

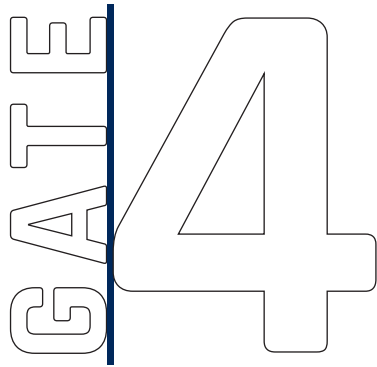
① E02.1 - Front View
Scale: 1/2" = 1'-0"

Manufacture and install six (6) E02.1 non-illuminated wall mounted Gate ID Signs.

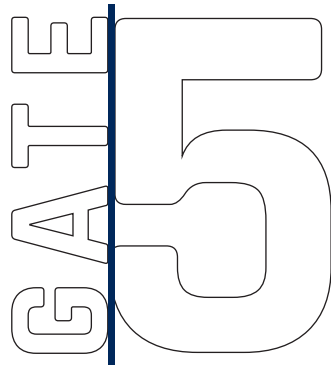
- Ⓐ "GATE" letters & Numerals:
Numerals to be fabricated aluminum channel construction (.063" returns, .090" faces/back).
Faces to be painted MP N202 White and 12" returns to be painted MP33172 "Silver Surfer Metallic".
- Ⓑ Vertical Rule Line:
3" x 1 3/4" aluminum rectangular tube with capped ends painted Navy PMS #289C.
- Ⓒ Mounting:
Attach sign to wall with fasteners as required (verify in field).



④ Typical Elevation View
Scale: 3/32" = 1'-0"



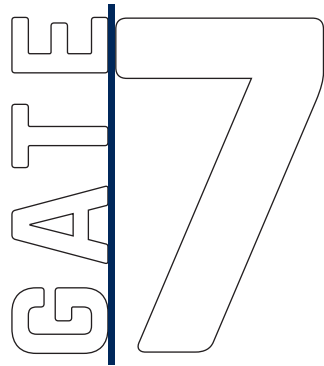
Location: Gate 4
Client to provide final SLP & MS



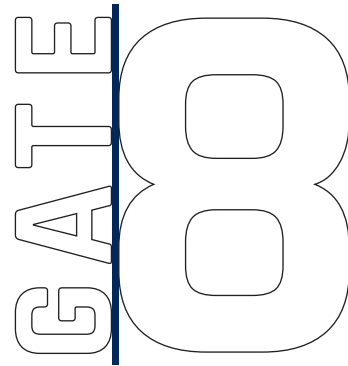
Location: Gate 5
Client to provide final SLP & MS



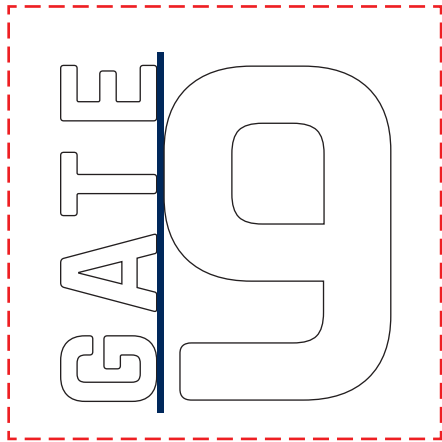
Location: Gate 6
Client to provide final SLP & MS



Location: Gate 7
Client to provide final SLP & MS



Location: Gate 8
Client to provide final SLP & MS



Note: This sign will be smaller and based on survey dimensions

Location: Gate 9
Client to provide final SLP & MS

① Layouts
Scale: 1/4" = 1'-0"



Location:
Gate 4



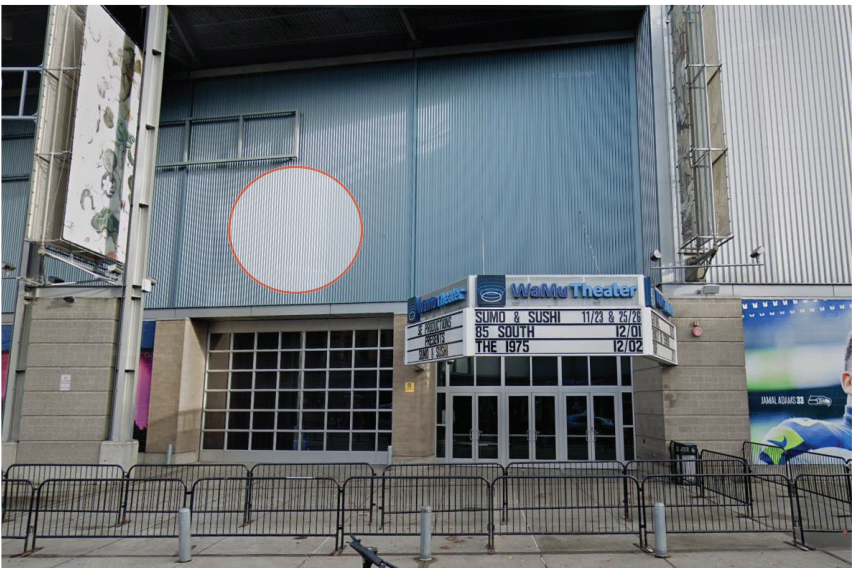
Location:
Gate 5



Location:
Gate 6



Location:
Gate 7



Location:
Gate 8



Location:
Gate 9

① Survey Photos
Scale: NTS