

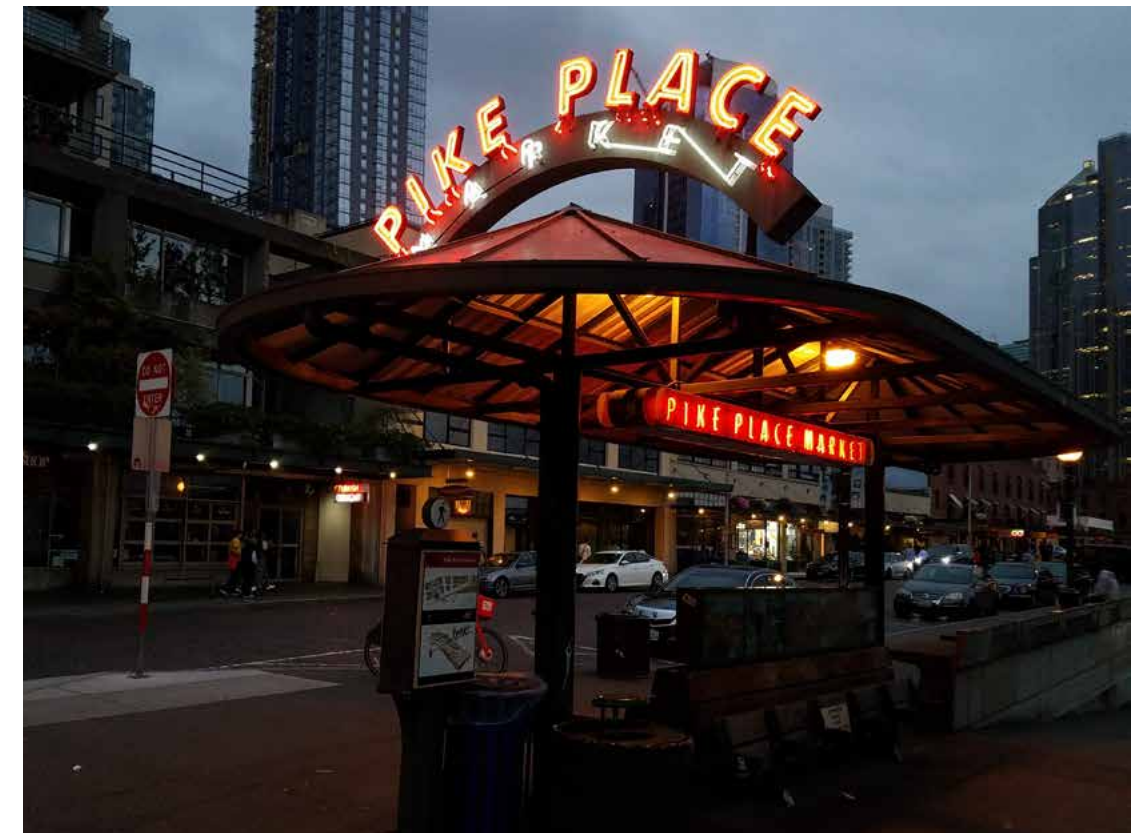
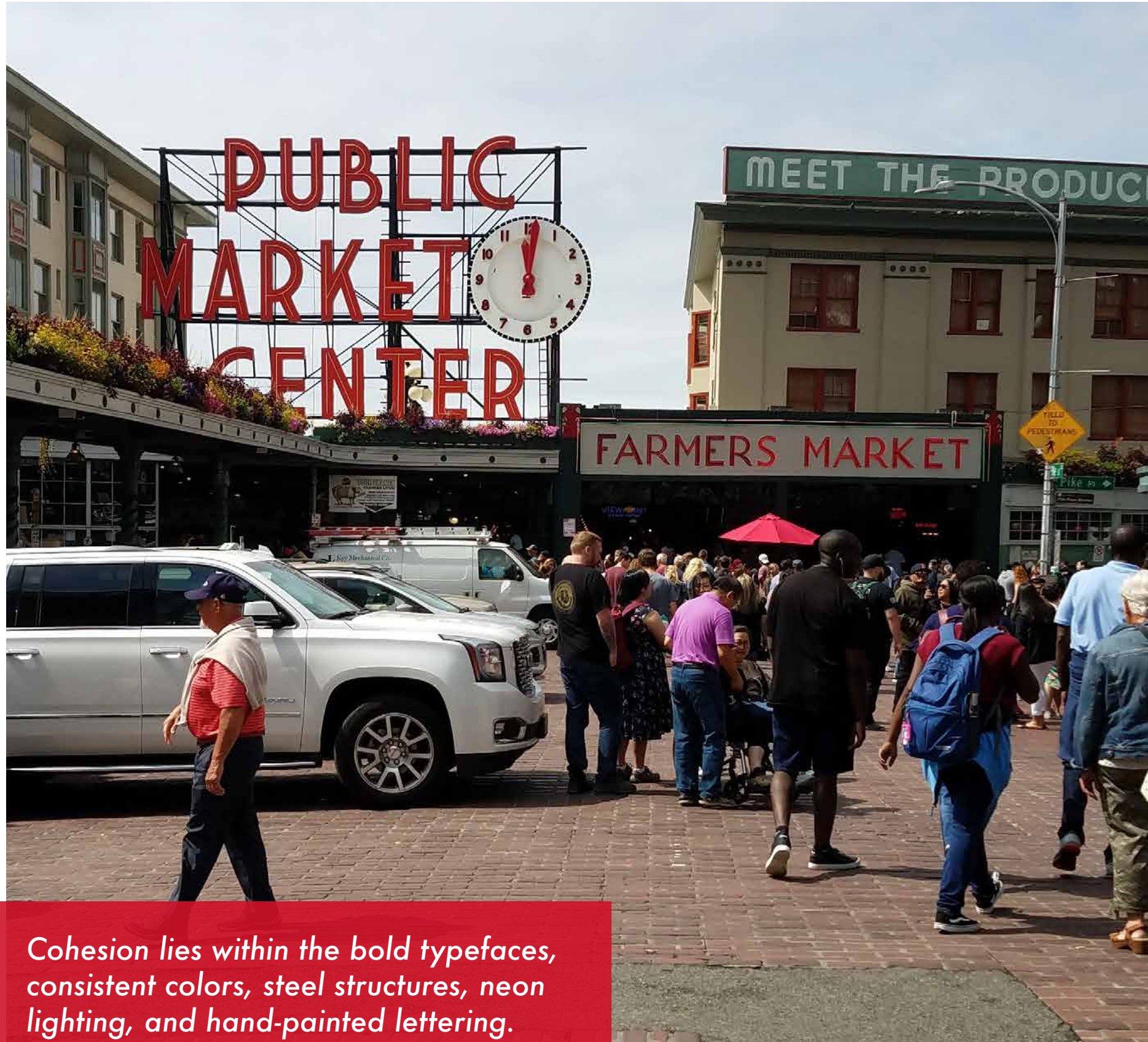
PIKE PLACE MARKET

SIGNAGE CONCEPTS

PUBLIC
MARKET @
CENTER

OUR OBJECTIVE for adding new primary signage to Pike Place Market is to create **signs that stand out, yet fit within their surroundings**. To create signs that are **cohesive with the market's visual identity, but are also points of interest** for visitors. These signs should serve as photograph-worthy indicators that you have arrived at Pike Place Market.

The current primary signage in Pike Place Market is very iconic and eye-catching. These signs stand out from the visual noise of the market, yet also feel as though they belong amongst it all. These signs are **brilliant, bold, simple yet effective**. People naturally gravitate towards them and into the market. They're also **unique to one another, yet feel like a family** of signage, creating an intentional balance between **cohesive and eclectic**.



Cohesion lies within the bold typefaces, consistent colors, steel structures, neon lighting, and hand-painted lettering.

RESEARCH

EXISTING SIGNAGE AUDIT

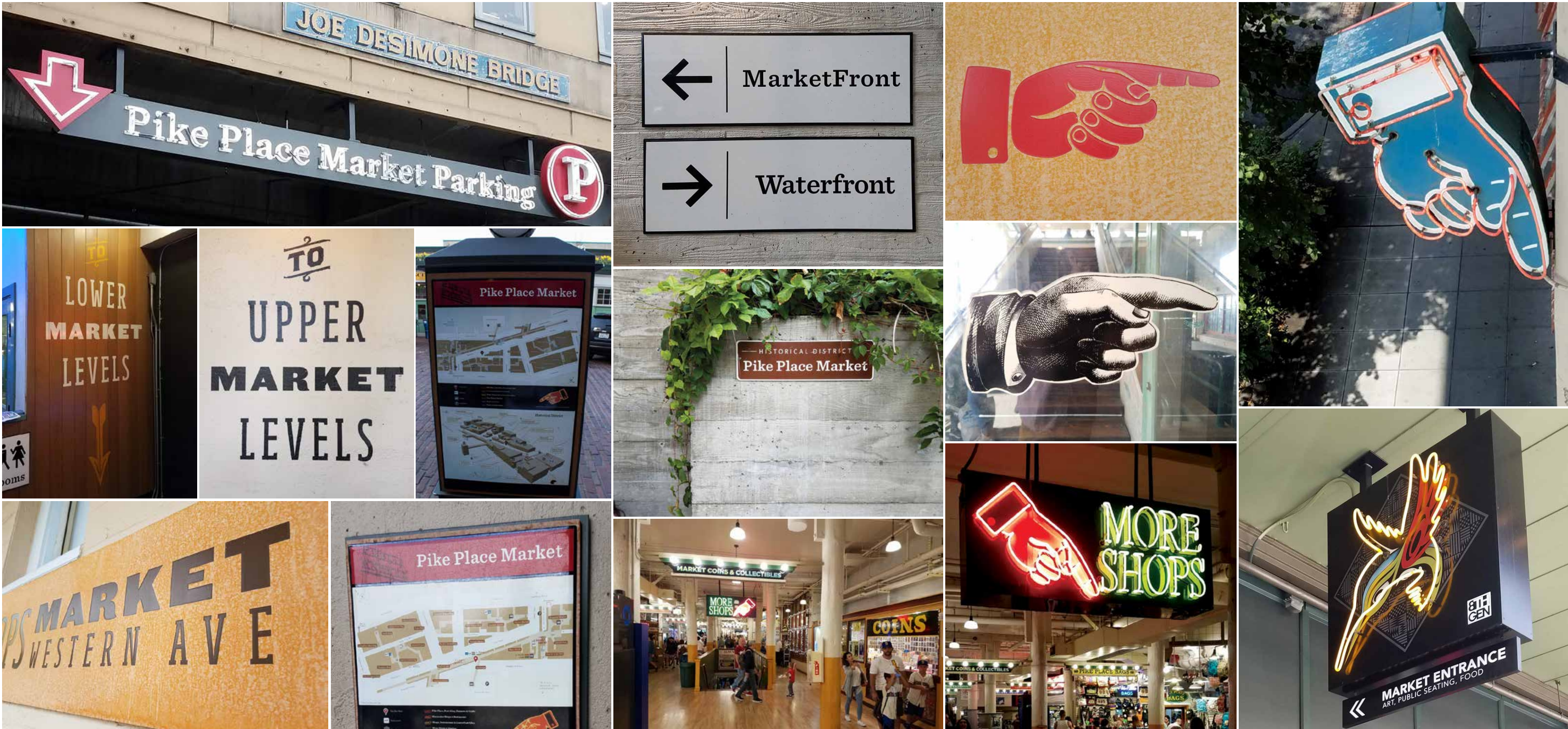
Primary Signage and visually prominent signage. Cohesion lies within the bold typefaces and colors, with applications in neon and hand-painting.



RESEARCH

EXISTING SIGNAGE AUDIT

Wayfinding Signage and Secondary Signage. Visually very eclectic and lacks a strong cohesion throughout the sign styles.



RESEARCH

EXISTING SIGNAGE AUDIT

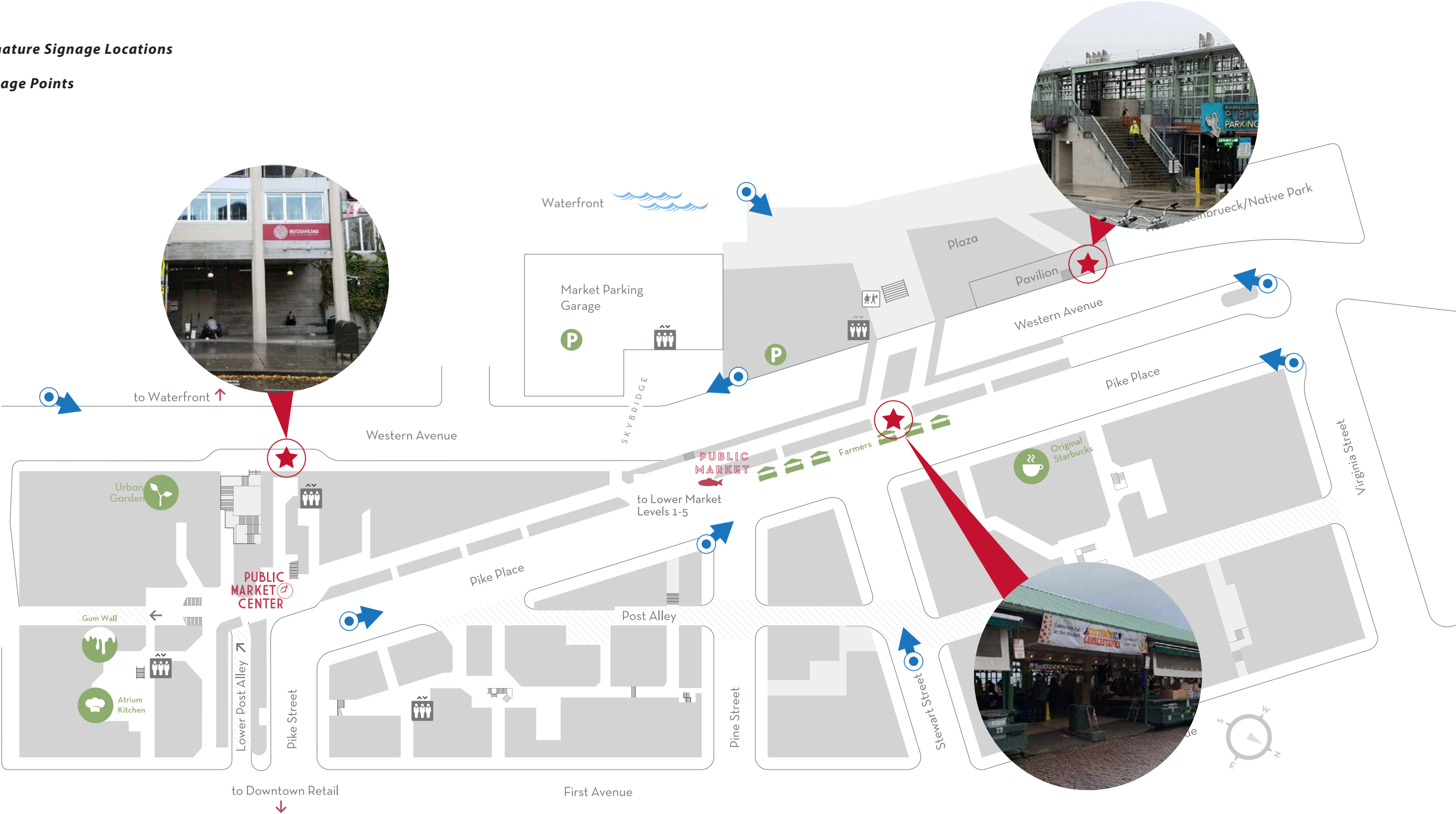
Secondary, Tertiary and Vendor Signage. Cohesion lies within the bold typefaces and colors, with applications in neon and hand-painting.



RESEARCH & DEVELOPMENT

SITE PLAN - EXISTING AND NEW SIGNAGE LOCATIONS

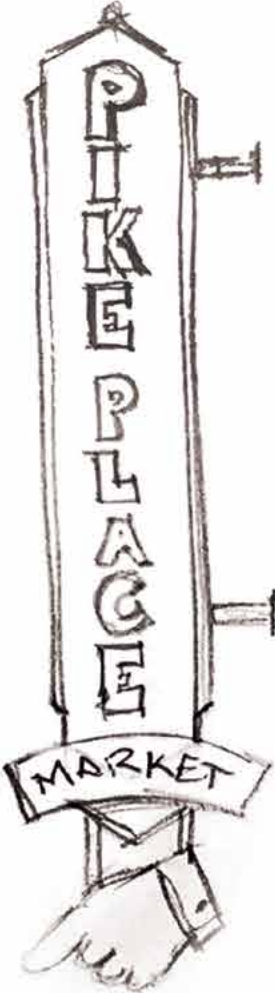
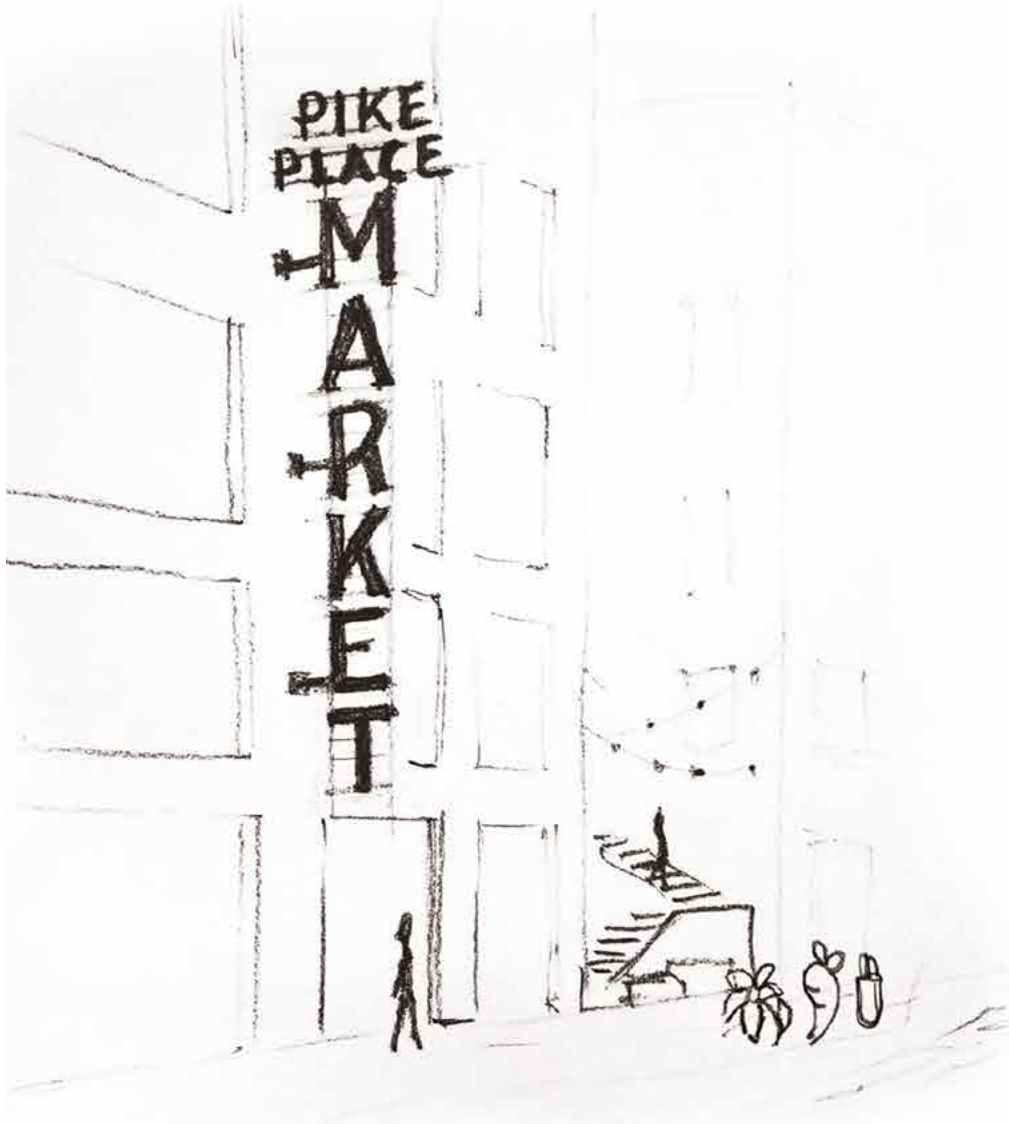
-  **New Signature Signage Locations**
-  **Key Vantage Points**



CONCEPT DESIGN

BIG CLASSIC NEON

The idea of a classic and timeless neon sign drives this concept. Something that can stand on its own for decades to come and add to the energy of the market in a simple, iconic way.



CONCEPT DESIGN

GUIDING ARROWS

An eclectic family of directional arrows can be found throughout Pike Place Market. We've taken the arrow and made it a vessel for new signage, adding to the arrow system currently in use, while also increasing cohesion through type and color.

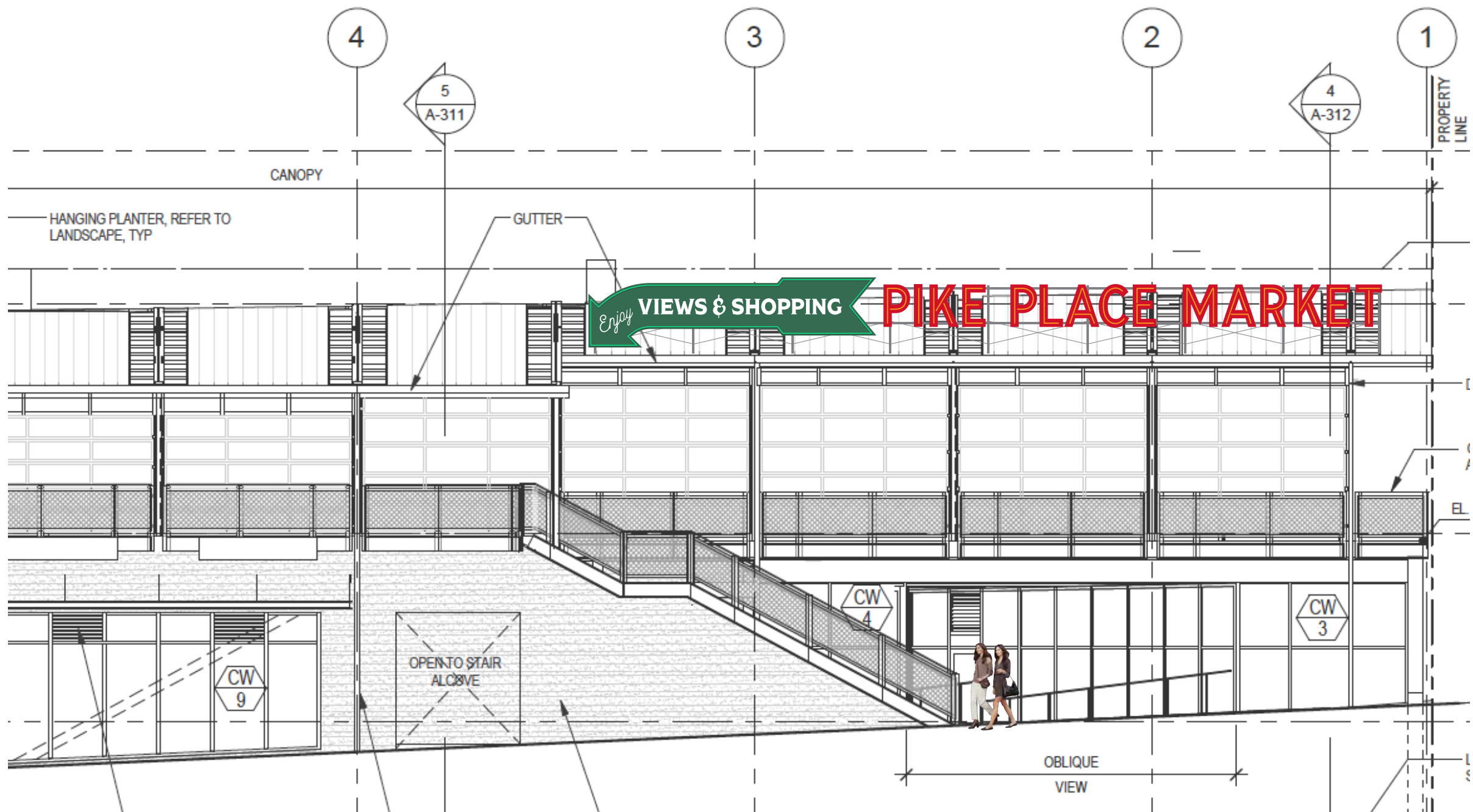


CONCEPT DESIGN

HELLO HELLO

Pike Place Market is a hub for people of all nationalities to trade goods and has been since its creation. A majority of Pike Place Market visitors are international tourists, people coming from across nations to visit Seattle. Why not say hello to them in their native language?





EAST ELEVATION - SCALE: 1/8" = 1'



OPTION A





OPTION B

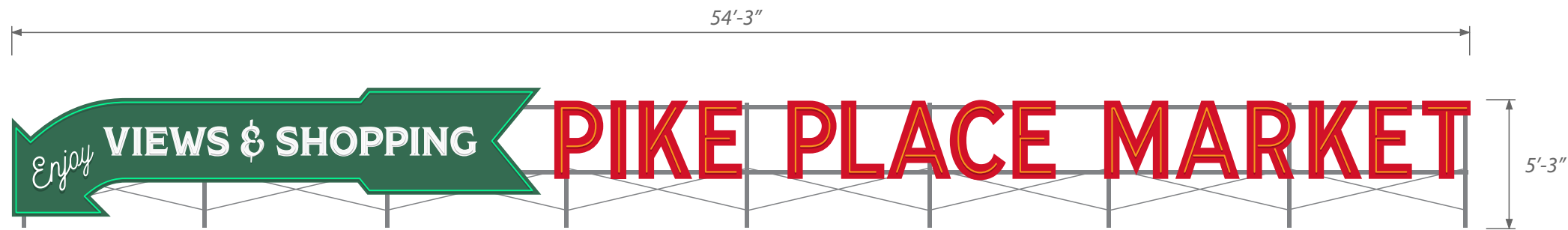
Feedback/Comments:

Marketfront Entrance from Western Avenue

Design/Concept: 'Guiding Arrows' specifically the two featured on the left side of page 12. They also like the arrow on the bottom left side of page 12 (but with a gentler arch like the Lower Floor sign). Flat ribbon is preferred for secondary 'arrow' (upper left sign on page 12).

Fabrication Method(s): Neon

Copy: Primary copy is 'Marketfront', secondary copy is 'Water View' or something similar. Open to suggestions on the secondary copy.



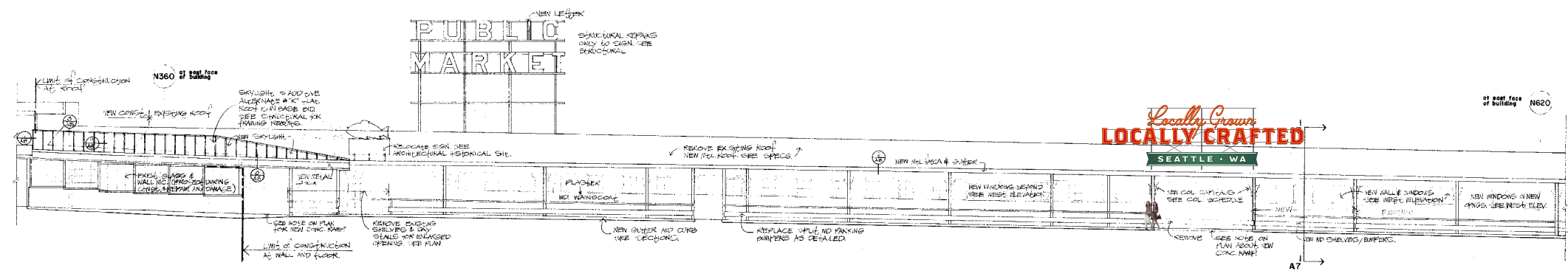
ALTERNATE DESIGN



3/16" = 1'

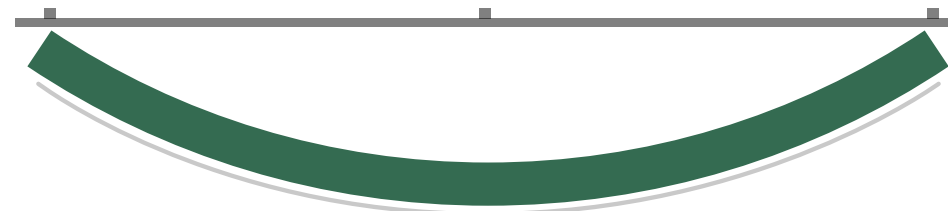


EAST ELEVATION - SCALE: 1/8" = 1'









TOP VIEW OF ARCHED CABINET

Feedback/Comments:
Desimone Bridge Entrance

Design/Concept: Combination of 'Hello Hello' curved sign with elements of 'Big Classic Neon' spanning sign with new copy. Sign to jut out from the roofline of building.

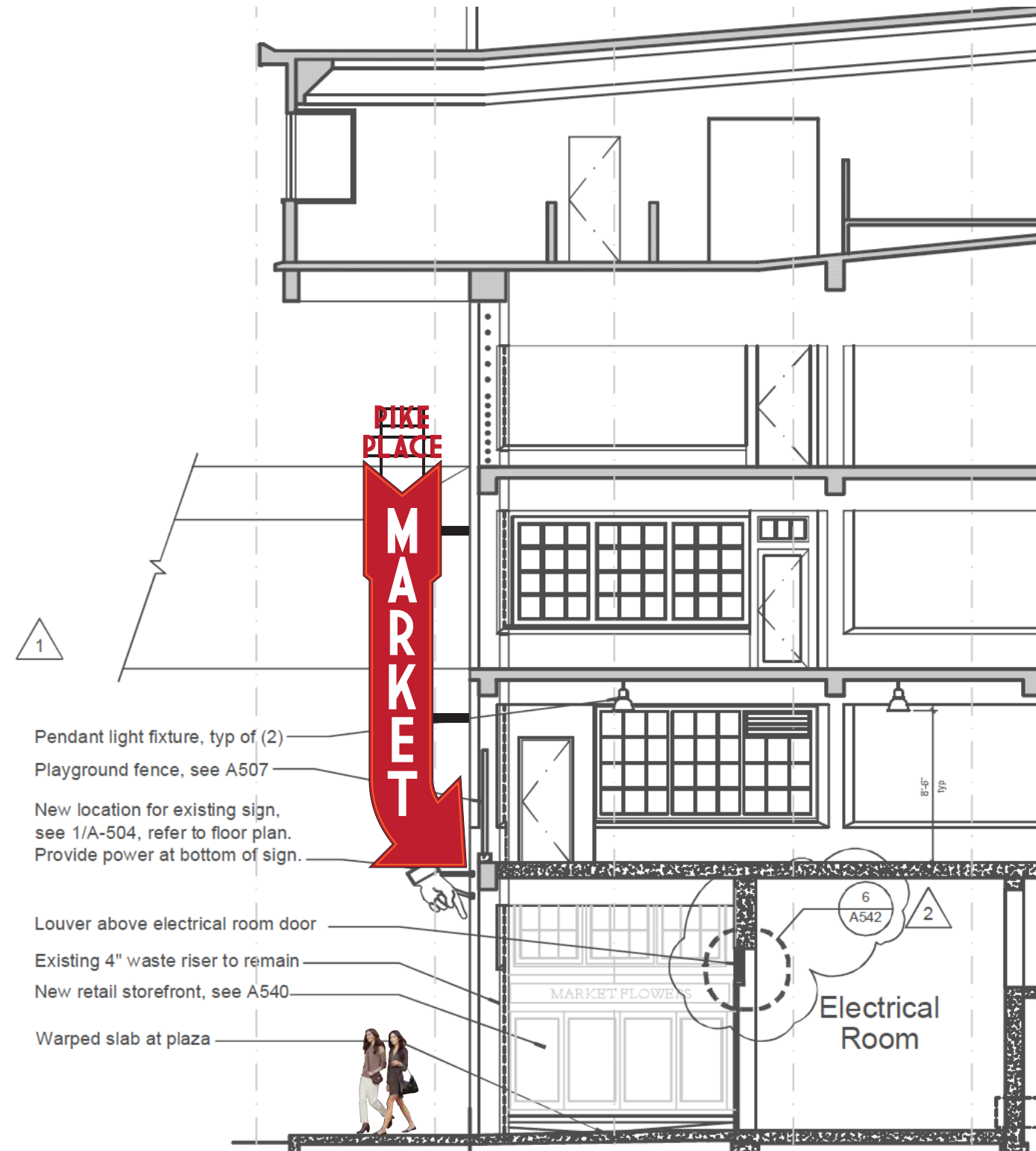
Fabrication Method(s): Neon, possibility of oversized nixie tubes. (They would like the nixie tubes incorporated in one sign if it makes sense.)

Copy: Primary copy TBD, NSC to make suggestions. 'Seattle, WA', 'Hello Seattle', 'Welcome to Seattle' all possible contenders but we need to develop this more. Secondary copy "Locally Crafted. Locally Grown."



Nixie Tubes





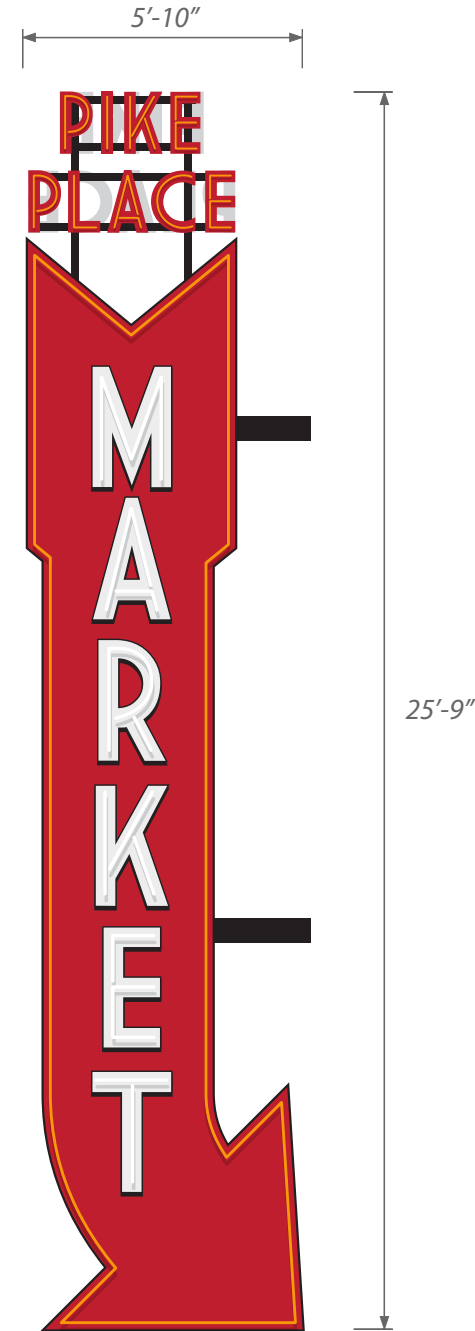
SOUTH ELEVATION - SCALE: 1/8" = 1'



OPTION A



ALTERNATE DESIGN



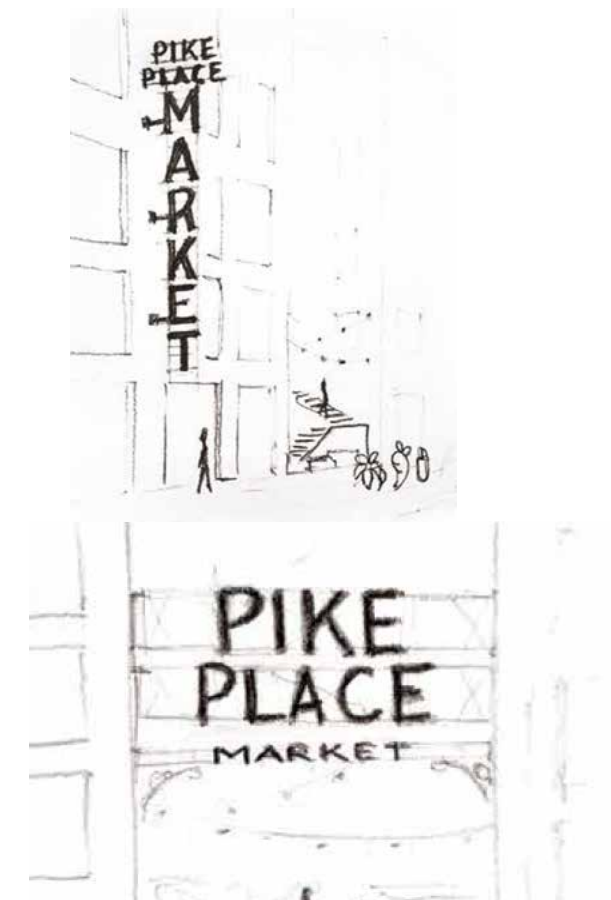
Feedback/Comments:

Western Avenue at Pike Street Hillclimb

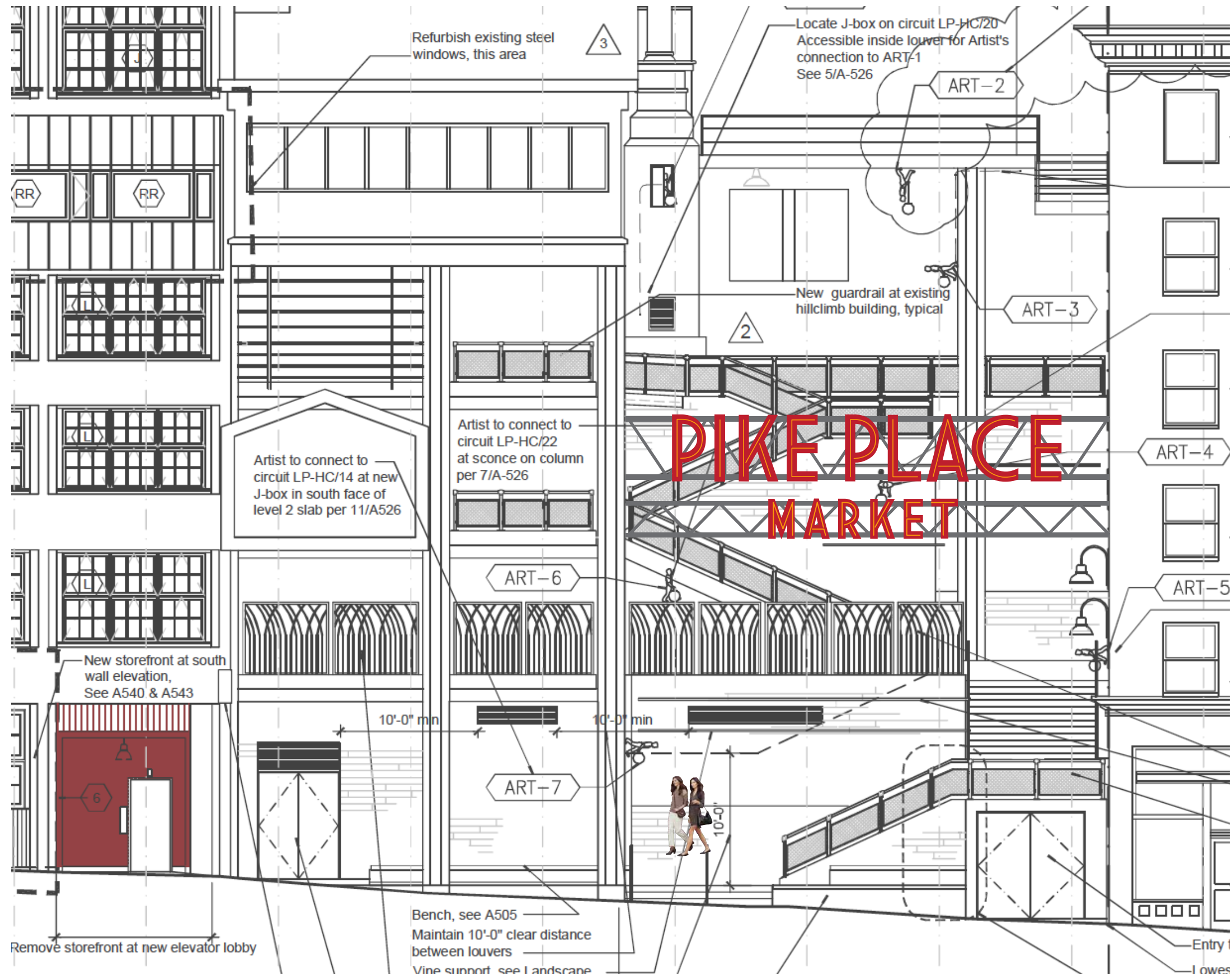
Design/Concept: 'Big Classic Neon' blade sign or spanning sign (across Farley and LaSalle buildings). NSC to further research which location will be more visible now and in the future waterfront development. They ultimately want one of these signs for now, so we should suggest which will work better for them. Address visibility, pigeons and light pollution.

Fabrication Method(s): Potentially neon, bulbs signs, nixie tubes, or halo lit lettering. Open to suggestions on what will look the best but also not affect/impact the surrounding businesses and apartments with light pollution.

Copy: Pike Place Market. Potentially add 'welcome' or 'hello' if it adds to the sign.



SCALE: 1/4" = 1'



WEST ELEVATION - SCALE: 1/8" = 1'



OPTION B



ALTERNATE DESIGN

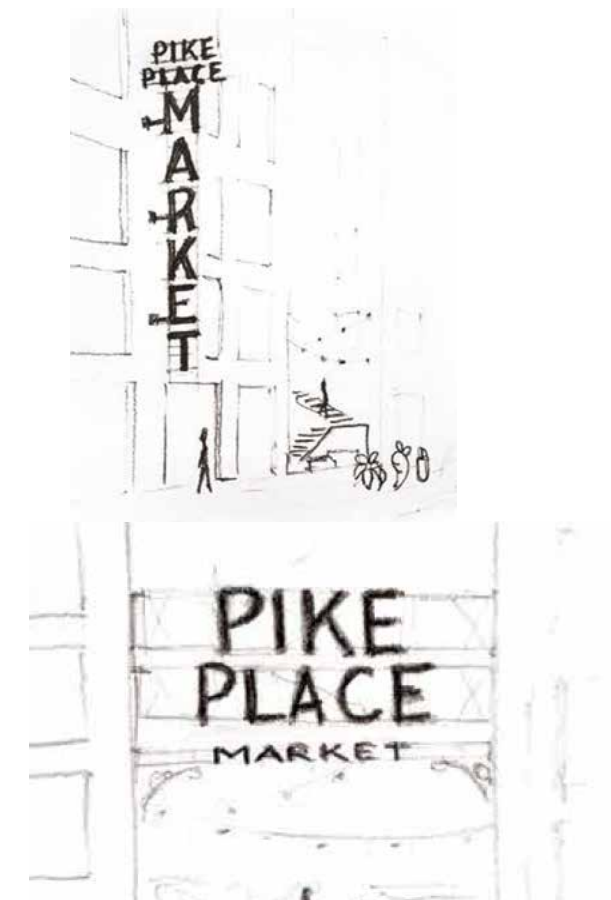
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Western Avenue at Pike Street Hillclimb

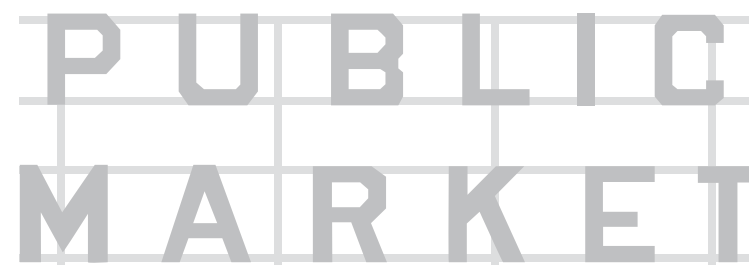
Design/Concept: 'Big Classic Neon' blade sign or spanning sign (across Farley and LaSalle buildings). NSC to further research which location will be more visible now and in the future waterfront development. They ultimately want one of these signs for now, so we should suggest which will work better for them. Address visibility, pigeons and light pollution.

Fabrication Method(s): Potentially neon, bulbs signs, nixie tubes, or halo lit lettering. Open to suggestions on what will look the best but also not affect/impact the surrounding businesses and apartments with light pollution.

Copy: Pike Place Market. Potentially add 'welcome' or 'hello' if it adds to the sign.



PROPOSED FAMILY OF SIGNAGE



EXISTING SIGNAGE TO COMPARE SCALE

SCALE: 1/8" = 1'

THANK YOU!

PUBLIC
MARKET @
CENTER

PUBLIC
MARKET
ENTRANCE