

Modular Construction Barricades and Associated Messaging Opportunities



Introduction

- Background
 - Commission interest in tourism, public service messages, etc.
 - Century agenda goals involve reaching out to business groups, cities & counties to promote our state.
- Presentation is responsive to:
 - Commission and Community Interests
 - One way to educate many travelers

Follow through on Commission request

Construction Barricades

- Provide a palette for multiple purposes:
 - Tourism Messages
 - Trade Awareness
 - Northwest Identity
 - Existing “What’s going on” signs
- Barricades to be taller and better finish while providing safety function

New Barricades can improve appearance and benefit the region

Existing vs. New Barricades

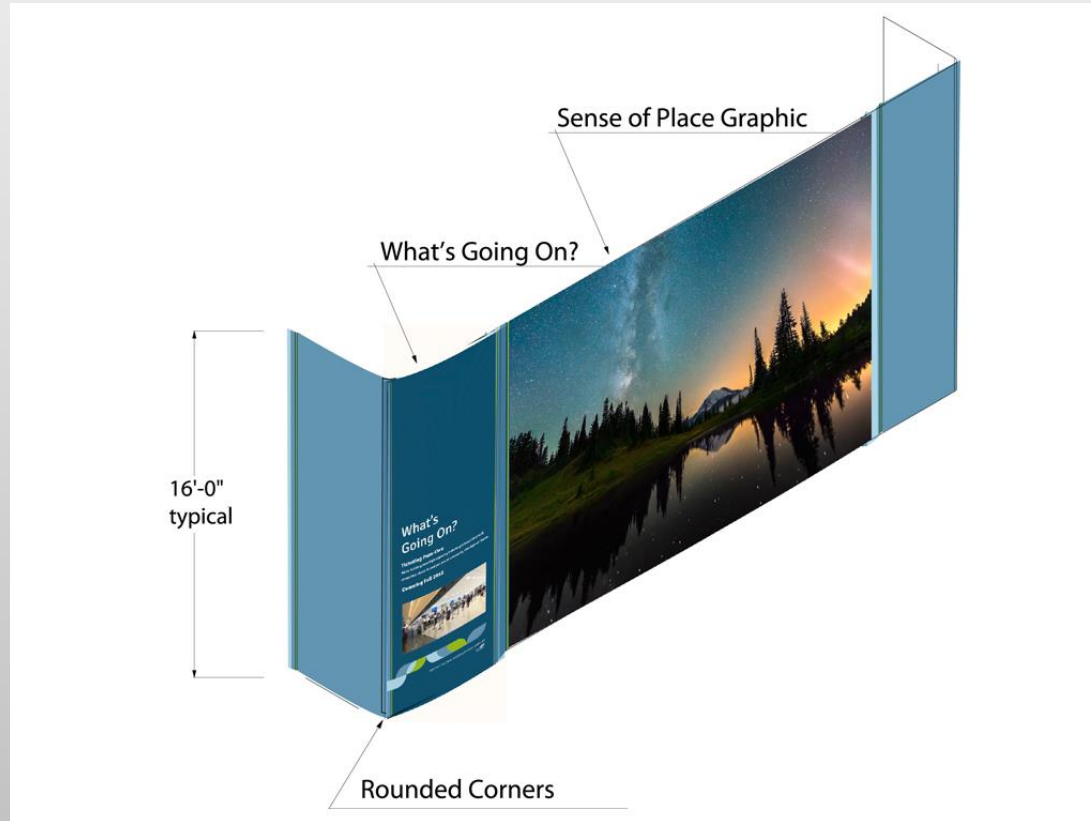


Old
Barricades



New Barricades

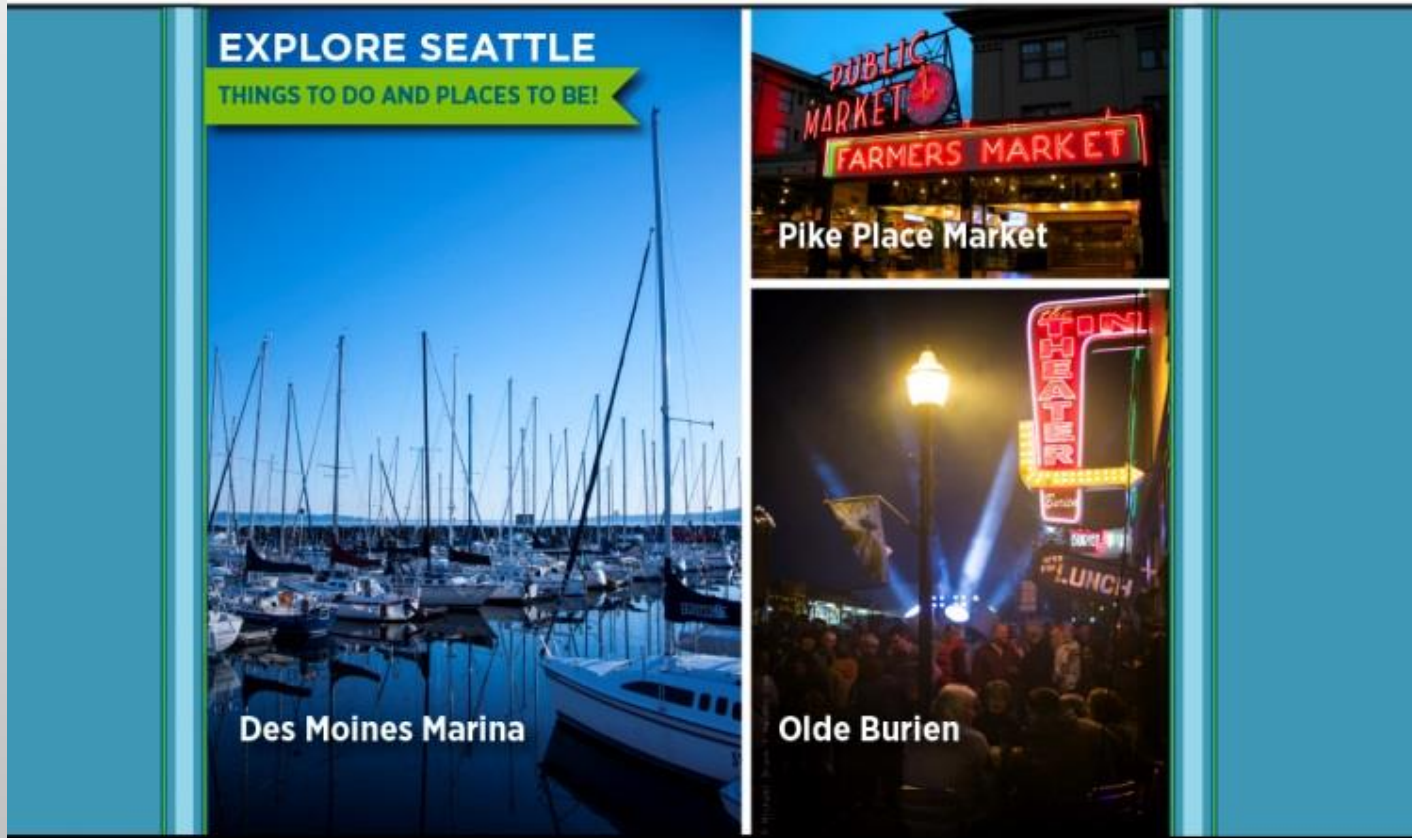
Typical Barricade Aspects



Example: Tourism for Region




Example: Tourism for Local Cities



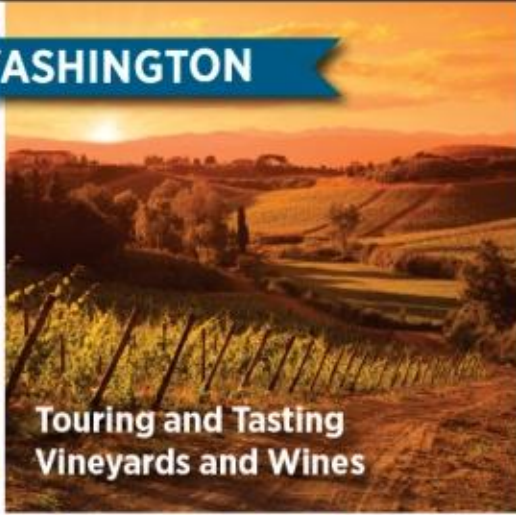
Example: Trade Awareness

EXPLORE EASTERN WASHINGTON

1st in Apples and Hops

A close-up photograph of a dark wooden basket filled with fresh, green and yellow apples. The apples are piled together, with some showing a slight blush of red. The background is dark and out of focus.

Touring and Tasting
Vineyards and Wines

A landscape photograph of a vineyard at sunset. The sun is low on the horizon, casting a warm, golden glow over the rolling hills and rows of grapevines. The sky is a mix of orange and yellow, and the overall scene is peaceful and scenic.

Example: Northwest Sense of Place



Example: Northwest Sense of Place



“What’s Going On” Signs

**What's
Going On?**

Project Name
Short Description
Coming Fall 2016



SEATTLE-TACOMA INTERNATIONAL AIRPORT
Port of Seattle

**We're
Going Green**

Project Name
Short Description
Coming Fall 2016



SEATTLE-TACOMA INTERNATIONAL AIRPORT
Port of Seattle

Next Steps

- Incorporate Commission feedback from today
- Cross-Port team refine example concepts
- Future Considerations:
 - Where – More visible locations vs. less
 - Densities – How closely spaced
 - Durations – Frequency of changes
 - Types – Tourism vs. Public Service vs. Northwest Sense of Place, etc.
 - What – Prioritization protocols of requests
 - Coordination – Messages on future electronic monitors
- Get barricade contract underway

This authorization is a necessary step

Questions?