



The City of Seattle

International Special Review District

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ISRD 109/18

MINUTES FOR THE MEETING OF TUESDAY, June 12, 2018

Time: 4:30pm
Place: Bush Asia Center
409 Maynard Avenue S.
Basement meeting room

Board Members Present

Eliza Chan
Stephanie Hsie, Vice Chair
Sergio Legon-Talamoni
Tiernan Martin, Chair
Russ Williams

Staff

Rebecca Frestedt
Melinda Bloom

Absent

061218.1 DESIGN GUIDELINE WORK SESSION

Presenters: Grace Kim and Margaret Knight, Schemata Workshop

Grace Kim and Margaret Knight, Schemata Workshop, walked through outline (in DON file) and noted themes taken from a survey of past and present ISRD Board members.

Ms. Knight noted the design guideline outline transitions from broader guidance to more specificity. West of I-5 and East of I-5 are called out for further specificity. The guidelines will cover modifications to existing buildings and add guidelines for new construction. Copies of the outline were distributed to the Board.

Ms. Kim asked for input if this is the right grouping for the various categories, the right order of presentation, and if the flow makes sense.

Ms. Hsie arrived at 3:57 pm.

Ms. Knight said they could link to / reference more specific areas.

Shanti Breznau, Business Development specialist, asked about guidance for tall buildings.

Ms. Knight said that high rise is 85' or above.

**Administered by The Historic Preservation Program
The Seattle Department of Neighborhoods**

"Printed on Recycled Paper"

There was discussion about how to modifications to newer, non-contributing buildings would be addressed.

Ms. Breznau said guidance specific to historic buildings is most needed.

Ms. Frestedt described recent proposed modifications to the entrance of International House, a non-contributing building. The board approved the work and stated that what was proposed was OK for that building but not for a historic one.

There was discussion about where in the document signage, parks/open space and street and utility improvements would be located.

Ms. Frestedt noted the future development of Little Saigon Park.

Mike Omura, SCIDPDA, noted the different vocabulary and large block east of I-5. He suggested identifying ways to provide midblock connections to break up long blocks.

Ms. Breznau asked where signage guidance will be located.

Ms. Knight said they will reference sign guidance in location-specific areas, but they could also include them in bottom categories.

Ms. Breznau suggested guidance for retail cores and corridors such as Jackson Street.

Ms. Frestedt asked the group to comment whether the outline and overall layout seems appropriate.

Ms. Hsie asked about the goals and whether they are overarching for the whole district or speak to geographically-specific areas. She said there should be an overarching vision for west of I-5 and east of I-5.

Ms. Knight said the goals are for the whole district and then location-specific as well.

Ms. Frestedt said it will be important to make sure the information is easy for small business owners to find. She said this has come up before and a one-pager for frequent topics, such as signage or use, had been previously suggested.

Ms. Breznau said it would be nice to have certain sections pulled out and then translated. She mentioned signage, awnings, paint colors and sidewalk cafes.

An Huynh, SCIDPDA, asked where improvements under I-5 would fit.

Mr. Legon-Talamoni asked about strategy for introducing graphics to Guidelines.

Ms. Kim said past and current board members were surveyed and offered the following guidance:

- Documents should rely on visual examples. Include appendix and references
- Define “Asian character”
- Provide more specificity
- Explain ‘why’ this is important or necessary

Ms. Kim asked, how proscriptive or general should we be? She referenced call out for tile roofs in existing guidelines. She questioned what is appropriation? what is authentic? She said we want both, but what is right balance?

When she asked if the guidelines should include a list of appropriate pantone colors to eliminate subjectivity, people shook their heads “no”.

Ms. Breznau said the kind of specificity that would be helpful would address massing and articulation, especially for tall buildings, details that address “good urbanism”, as opposed to color detail.

Ms. Hsie said from a performative standpoint, she would want overarching goals clarified and leave room for compelling ideas and creativity. Developer having examples is helpful. Guidelines are very general now. The pedestrian realm is very important, from the beginning.

Mr. Williams arrived at 4:19 pm.

Mr. Martin provided a copy of the Vancouver, BC guidelines and said illustrations are important to help nudge applicants in desired direction. He noted the importance of retail, ground floor, mezzanine and then to draw a line and have everything else above that. He said he appreciated their use of the term “streetwall” and reinforcing that concept.

Mr. Legon-Talamoni suggested including an appendix, glossary and/or diagram of architectural features / elements existing in district, e.g. cornice.

Ms. Hsie said that new construction teams explore retail base, mezzanine, cornice line, punched openings in district but rarely go into the finer detail. She said there is lots of fine wood work and brick work in the district; no one looks at those examples.

Mr. Martin noted the tendency to pick up on patterns but wrestle with how to translate that to modern building. It takes a long time to get to the point.

Ms. Kim noted the challenge of defining Asian character and what provides the most meaning to the community. She said finding the right balance about how much specificity to provide. She said light poles are stylized, Asian in character; do we want to proscribe throughout the district. She noted the description of dragons and gold paint as proscriptive. She asked if there are certain elements that should be highlighted or should the guidelines be more flexible?

Ms. Hsie said she appreciates the approach with starting with overview and goals and then providing specific examples. She said she wants to see elements of design that celebrate the culture and unique character of those who live here.

Mr. Martin said some of the most successful projects have specific rooting in the history (a theme, story, or family history) rather than arbitrary inclusion of bamboo or lanterns, for instance.

Ms. Chan said that the Asian Character Design translates into authenticity.

Ms. Kim noted it is rooted in place, family, rather than applied motif.

Mr. Omura said some of the rooting goes back to massing. He noted the difference in streets, blocks and scale that reflects the history of the neighborhood.

There was a discussion about the reference to Asian Character Design existing in Chapter 23.66 of the land use code. It was asked whether this could be changed. Ms. Frestedt clarified that would be a separate process, through legislative action. She said that she would note this as a “place holder” in the overall code-related discussion.

Ms. Breznau addressed additional use concerns, which are also code-related, rather than guideline-related.

Ms. Hsie was interested in how to address high-rise buildings and noted community concern. She noted the important transition between the podium base and the rest of building; going from ground all the way up is jarring.

There was a short break before the start of the full ISRD Board meeting.

Chair Tiernan Martin called the meeting to order at 4:44 pm.

061218.2 APPROVAL OF MINUTES

April 24, 2018 – deferred

061218.3 CERTIFICATES OF APPROVAL AND BRIEFINGS

061218.31 651 S. King St. – Rex Apartments

Applicant: Peter Lai, Action Design Signs

Ms. Frestedt explained the proposed installation of (2) interior-lit business signs for a new business (Blackball). Exhibits included photographs, plans and samples. The Rex Hotel was constructed in 1909. It is a contributing building located within the Retail Core and the Asian Design Character District.

Applicant Comment:

Peter Lai explained they will keep the same mounting and framing and will add LED lettering on fascia. He provided lighting specs and said the 6500 Kelvin was proposed. Responding to clarifying questions he said the surface is flat, white vinyl will be for the lettering and red translucent vinyl will be used for the logo.

Public Comment: There was no public comment.

Board Discussion:

Mr. Legon-Talamoni said the plan to reuse the existing structure from Gossip’s sign is positive so there will be no new penetrations.

Ms. Hsie and Mr. Williams concurred.

Action: I move that the International Special Review District Board recommend approval of a Certificate of Approval for signs, as proposed, noting a preference for the 6500k illumination, as proposed.

Mr. Martin said it is significant that the sign is mostly black, opaque with white characters; if reversed, it would not be compliant. The sign is well-designed, which makes it work.

The Board directs staff to prepare a written recommendation of approval, based on consideration of the application submittal and Board discussion at the June 12, 2018 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

The proposed signage meets the following sections of the **International Special Review District Ordinance and applicable Design Guidelines:**

Design Guidelines for Signs

SMC 23.66.338 - Signs

Secretary of the Interior Standards #9 & 10

MM/SC/SLT/EC 5:0:0 Motion carried.

061218.32

669 S. King St. – Louisa Hotel

Applicant: Bob Hale, Rolluda Architects

Proposed installation of louvers and new exterior paint colors (Sherwin Williams 6994 “Greenblack”, Sherwin Williams 6679 “Full Moon”, Benjamin Moore 2053 “Mallard Green” and C2 C2-034(A) “Bamboozled”). Exhibits included photographs, plans and samples. The Louisa Hotel was constructed in 1909. It is a contributing building located within the Asian Design Character District. The ISRD Board recommended approval for a Certificate of Approval for exterior alterations in March 2018.

Applicant Comment:

Bob Hale, Rolluda Architects, explained the location of the paint colors. Brick at the penthouse level will be red, as directed by the Parks Service. He said transom window louvers, cornice and copings will be painted black. He said 7th Avenue will be the same. He said the bay windows will be yellow to maintain same look. He said the alley is similar, but the doors will be green which good feng shui for west facing.

Mr. Hale went over exterior lighting and said that LED “puck” lights (3000K) will be used at entry alcoves and public spaces; they are a dark bronze color. He said two goose neck lamps will be in the alley: one centered over the parking entry, light directed down; and one at the north end of the alley centered over the WSDOT closet. He said at the roof deck perimeter step lights will be recessed into back of parapet; penthouse apartments are shielded from lights. He noted street lights on King and 7th.

Mr. Hale explained the louvers are for ventilation and possibly Type II hood or bathroom, if needed.

Ms. Frestedt noted louvers will be installed on one additional storefront.

Public Comment: There was no public comment.

Board Discussion:

Mr. Legon-Talamoni said the choice of colors are rooted in culture and yellow is restored to previous inspiration.

Ms. Hsie asked about the transom level glass.

Mr. Hale said it is historic glass.

Mr. Martin asked if penthouse lighting is visible from street.

Mr. Hale said it is not.

Action: I move that the International Special Review District Board recommend approval of a Certificate of Approval for exterior alterations and design (paint colors), as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the June 12, 2018 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

The proposed exterior alterations and design meet the following sections of the **International Special Review District Ordinance and applicable Design Guidelines:**

SMC 23.66.336- Exterior building finishes

- A. General Requirements**
- B. Asian Design Character District**
- 2. Colors**

ISRD Design Guidelines

II. Storefront and Building Design Guidelines

- A. Any exterior façade alteration shall respect the original architectural integrity of the storefront.
- B. Original storefront fenestration shall be preserved (i.e. bay windows, transom areas and door design).

Secretary of the Interior's Standards:

#2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

#9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from

the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

#10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

MM/SC/EC/SLT 5:0:0 Motion carried.

Briefing on signage

Mr. Hale explained proposed sign plan for building:

1. Blade signs, 2' x 3'tall. They need to be mounted in brick mortar above storefront. They want to retain the pet shop sign and use as directional signage. There will be one blade sign above that for retail space. He said the blade signs will hang midway through transom. There is one business on 7th Avenue so, only one blade sign.
2. Window signs.
 - a. Vertical banners: fabric, steel, painted wood, no lighting.
 - b. Neon in window
 - c. Vinyl signage, painted sign on display windows; none will be allowed on transoms
3. Historic painted sign on building; replicate Hudson Hotel configuration in black and white to read "Louisa Apartments"
4. Vintage gold leaf or vinyl on window – "Louisa Apartments"
5. Parking entrance. Hung from head in overhead clearance
6. Commercial business signage
7. Address signage to meet Fire Department requirements – brass or metal numbers mounted to doors.

Mr. Hale provided examples of signage from around the district.

Ms. Frestedt confirmed that frames and stanchions would be provided so there would be no new penetrations.

Mr. Hale concurred.

Mr. Martin asked if a full signage plan was being developed. He recommended including storefront detail, enlarging the elevation for specific locations.

Mr. Hale said yes.

Mr. Williams asked if signage will be lit.

Mr. Hale said no, only the pet shop sign.

Mr. Martin asked about painting name on building and if there are SOI issues, citing Standard #9.

Ms. Frestedt said the closest example is the American Hotel where the signage is a replication of historic sign. She said she would pull that for context to see discussion that

occurred at the time. She asked if the design team had talked the Nick Vann at NPS. She said that if the location of the painted sign is consistent with what has historically been there is it less of an issue. It is more of an issue if it had never been painted.

Mr. Hale said they will use a dry brush technique that will give it a weathered look.

Mr. Martin was concerned about faux historicism. He said that Louisa is the historic name. He said bricks are an architectural resource and need to be protected. He said the historic name is very significant and it is appropriate to put it on the building.

Mr. Legon-Talamoni appreciated that they are already taking cues from neighborhood context in signage size and lettering.

Mr. Hale noted the vitality of signage chaos in the district.

Mr. Legon-Talamoni said it is important to specify locations for blades and to have tenants come in for their signage.

Mr. Hale said they will have latitude for shape but with the same mounting.

Ms. Frestedt provided example used in new construction in Columbia City Historic District and said there are pre-approved stanchions; new business can get any shape sign but not to exceed specific dimension.

Mr. Martin appreciated that approach and that it could work with what is presented here.

Ms. Hsie said putting stanchions there does not provide chaos, but it is a nice mix of new and old and an opportunity for flexibility in signage.

Mr. Hale asked if there was issue with repurposing sign cabinet.

Mr. Legon-Talamoni and Ms. Hsie had no issue.

Mr. Hale said the family wants to keep the sign.

Mr. Williams asked if another way of paying tribute was explored.

Tanya Woo, owner, said they have old storefront signs from before the fire that they will add to the lobby of the hotel to pay homage to the businesses that were there. She said they found lots of old signs in the buildings.

061218.33

Hing Hay Park Art Signage

Presenters: An Huynh, SCIDPDA, and George Lee, artist

Ms. Chan recused herself.

Informational briefing on proposed conceptual design and overview of community process for a new artist-designed sign in Hing Hay Park.

An Huynh, SCIDPDA, explained they received funding for a sign for Hing Hay Park. Hing Hay means 'celebrate happiness'. She said they want to add multi-cultural signage. She said an RFP was done, they hired George Lee. She said community outreach was done.

George Lee, artist, explained the work and outreach he has done to date. He presented via PowerPoint (full report in DON file). He went through scope of work, proposed locations for sign, outreach conducted, inspiration for design. He said an octagonal prism lantern design with kiosk area installation was preferred. He said they provided a few back up location options. He asked for board input on design and site alternatives.

Mr. Martin said that all sites are visible from the street.

Mr. Lee clarified that the sign is not about providing light.

Ms. Hsie asked about size.

Mr. Lee said it is about the size of a person; it will be installed up in air, 11' so it not reachable.

Ms. Hsie said it is good it is bigger. She liked the kiosk location. She said site 3 is pretty far back and competing with other park items. She recommended a photo mock up showing various sight lines/perspectives. She said it is a cool thing that should be as visible as possible.

Mr. Martin preferred the sign be in the classic Hing Hay Park, unimproved side. He said there is not a lot there and that site 1, 2 or 3 make sense.

Mr. Legon-Talamoni preferred site 3 and said in a symbolic way it celebrates happiness / park and a blending of old and new. He agreed with Mr. Martin that there is a lot going on in the new part of the park.

Pio DiCano said the first word on the permanent marker on the south side of the park is "diversity". He noted the economic development due to Chinese and Japanese businesses and growth and development of the international community. He said that chaos is part of the growth and that is recognized in the signage. He said the sign should be multicultural and include as many languages as possible including Salish, the original owners of the land. He said it should reflect growth and the contributions by different groups.

Mr. Lee said that will be integrated into design.

Mr. DiCano noted his father launched his business in the district. He said Filipinos would often be at the Louisa Hotel.

Mr. Legon-Talamoni commended the presenters on the community outreach and said he recognized the complexity with finding what the community wants and then doing the art. He looks forward to seeing what is done.

Ms. Hsie said to keep the board informed on schedule and community updates; she said there is lots of support for the project.

Mr. Lee said there will be another community outreach session at Jamfest.

Board members requested section drawing showing height and person for scale, detail and connections, material samples. Another briefing is not needed; this can go straight to Certificate of Approval application.

061218.4 BOARD BUSINESS

Ms. Frestedt said that she has received ten letters of interest for Tom Cheng's position and will have to notice for David Leong's. She said that quorum now is three members; it is important to have as many members present at meetings as possible.

Mr. Martin noted recusals as well.

Ms. Frestedt said that full board briefing will occur for new construction projects with ARC as next phase.

Mr. Martin said that ARC is a good approach and eliminates the quorum issue. He asked about the process to fill vacant positions.

Ms. Frestedt explained the process and said it will have to go to Council. She is hoping to get this through before budget time.

Adjourn

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