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APPROVED MINUTES OF THE MEETING

February 3, 2011

Convened 10:30am
Adjourned 4:00pm

Projects Reviewed

Downtown Sign Code
DPD Planning Division Update
Waterfront Planning
King Street Station Hub Planning

Commissioners Present

Mary Johnston, Chair
Brendan Connolly
Julie Bassuk
Malika Kirkling
Laurel Kunkler
Julie Parrett
Norie Sato
Donald Vehige

Incoming Commissioners Present

Tom Nelson
Osama Quota

Staff Present

Valerie Kinast
Tom Iurino
Jenny Hampton



February 3, 2011 **Project:** **Downtown Sign Code Amendments**

Phase: Discussion
Last Reviewed: Jan 20, 2011
Presenters: N/A

Attendees: Paula Rees, community member
 Bill Bradburd, community member
 Barb Wilson, Planning Commission
 Jessica Clawson, McCullough Hill Leary

Time: 11:00am-12:00pm

SUMMARY

The commission discussed the proposed amendments to the downtown sign code and writing its recommendation to City Council. The commission summarized its discussion:

Design concerns of proposed sign code

- Defaces skyline
- Advertising not wayfinding
- Pristine skyline views are precious
- No public benefit
- Design Commission role difficult to implement
- 65' limit already provides advertising opportunities
- our purview is aesthetics and protecting them

Design advantages

- Open to change
- Open to iconic opportunities

Process suggestions

- allow special sign exceptions > 65' relationship to urban resources
- illumination is potentially a way to protect iconic views
- Design Review Board with clear criteria
- Location is important
- Had a net sustainability benefit
- Trade-offs established to link sign to public benefit

The commission decided the points above would form the basis of its recommendation to council, concluding it was unwilling to support the amendments as proposed. The recommendation would also include some principles to help guide the City through future decisions such as these amendments.