



The City of Seattle

Landmarks Preservation Board

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LPB 196/07

MINUTES

Landmarks Preservation Board Meeting

Seattle Municipal Tower

700 5th Avenue, 40th Floor

Room 4060

Wednesday, June 6, 2007– 3:30 p.m.

Board Members Present

Mark Hannum

Tehut Getahun

Ron Martinson

Henry Matthews

Molly Tremaine

Tom Veith

Virginia Wilcox

Stephen Lee

John Schwartz

Staff

Elizabeth Chave

Sarah Sodt

Joanne Walby

Absent

Vernon Abelsen

Stephen Lee, Board Chair, called the meeting to order at 3:35 pm.

060607.1 **APPROVAL OF MINUTES** Meeting of May 16, 2007
Approval of minutes was postponed until the next meeting.

060607.2 **CERTIFICATES OF APPROVAL**

060607.21 Hiawatha Playfield
2700 California Ave SW

Application: Centennial tree planting and commemorative plaque installation.

Applicant Comment: Kathleen Conner of the City Parks Department said this is one of the plaques commemorating the 100 year anniversary of the annexation of several city neighborhoods. She said this one will be south of

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The Seattle Department of Neighborhoods

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the community center on California Avenue in West Seattle. She said the Yoshino Cherries trees have 2” caliper at planting, and will have a large canopy and long life span. She said it will have a burst of color in the spring. She said the Park’s Senior Landscape architect chose the site because it is heavily traveled.

Board Question:

Mr. Veith asked why they chose this location in the park.

Ms. Conner said the tree would be planted where the path splits into a “Y”. She said they moved it to this location so it wouldn’t block lighting near the building entrance.

Ms. Wilcox asked whether the choice of tree was related to the Park’s Olmsted design.

Ms. Conner said the Parks Department consulted with the Chair of the Friends of Olmsted Parks. She said they chose the tree because it is ornamental. She said the plaque will be 10” x 10”, and installed next to the tree.

Public Comment: There was no public comment.

Action:

I move that the Seattle Landmarks Preservation Board approve the application for the proposed centennial tree planting and commemorative plaque installation. This action is based on the following:

1. The proposed alterations do not adversely affect the features or characteristics specified in Ordinance # 113090 as the proposed project does not destroy historic materials that characterize the property, and is compatible with the massing, size and scale and architectural features of the landmark, as per Standard #9 of the *Secretary of Interior’s Standards for Rehabilitation*. . The other factors in SMC 25.12.750 are not applicable to this application.

MM/SC/WV/RM 8:0:0 Motion carried.

John Schwartz arrived at 3:40 pm

060607.22 **Medical Dental Building**
509 Olive Way

Application: Proposed building signage plan. Each building storefront tenant will individually apply to the Landmarks Preservation Board for specific signage when it is available for review.

Applicant Comment: Meredith Wirsching of Clark Design Group and Bart Haynes Trade Marx Signs presented the signage application. Ms. Wirsching said they plan on removing the fabric awnings and four blade signs along

Sixth Avenue and the All Star Fitness wall sign on Fifth Avenue. She said they would be replaced with a permanently mounted sign superstructure that would enable to them to change out individual business signage as tenants change. She said this will provide consistent design as well. She said existing exterior lighting and conduits would be removed and then integrated into the new signage system. The pedestrian blade signs would have acrylic panels illuminated at the pedestrian level. She presented renderings of the three large scale blade signs for the Polyclinic and AllStar Fitness. She referred the Board to four design options for the AllStar Fitness sign and asked the Board for their preference. Mr. Haynes said the signs will have a 3' 6" projection, much less than the 6' projection allowed by code.

Mr. Haynes provided details for the wall signs. He said they plan on removing the awnings, sconces and other conduit and restore the building to its original condition. The signage framework would be close to the facade and will support acrylic frosted panels for individual signage for each tenant. He presented a sample of the frame and wiring system, which he said would not be visible from the street. He reviewed the proposed paint colors and lettering.

Board Questions:

Ms. Wilcox asked if the Bartell Drug would also have new signage. Mr. Haynes said Bartell Drug has control over their signage, per the terms of their lease, but he hopes that they will also choose to replace their signage with this new design.

Mr. Lee asked if the drawings were to scale. Ms. Wirsching said they are fairly accurate.

Mr. Schwartz asked why the Landmarks Board would need to review signage logos for new tenants. He said he wondered if the Board could approve all future signage for tenants in these spaces today.

Ms. Sordt said that even if a building signage plan is approved the Board will still need to review the individual designs of any future tenant signage. She said that each new tenant would need to apply for a Certificate of Approval and conform to the signage plan.

Public Comment: There was no public comment.

Board Discussion:

Mr. Veith asked how the panels would be installed.

Ms. Wirsching said each wall sign face is independent and fixed and explained how they would be replaced. She said they would prefer that there

is one sign per tenant. She said they will have the sign at every column line, which will delineate the bays.

Mr. Lee asked whether the granite on the northwest corner would be painted.

Ms. Wirsching said no, it would remain as it is.

Mr. Lee said he thought this looked odd and suggested they paint it.

Mr. Lee asked about the awnings.

Ms. Wirsching said although they are required by code, this building did not have awnings until the late 1990s. She said the owner may request that the Landmarks Board support a variance from this requirement.

Mr. Lee said he felt the sign plan fits well with the building. Other Board members agreed.

Action:

I move that the Seattle Landmarks Preservation Board approve the application for the proposed street level signage plan for the Medical Dental Building located at 509 Olive Way.

This action is based on the following:

2. The proposed changes do not adversely affect the features or characteristics specified in Ordinance # 122316 as the proposed work does not destroy historic materials that characterize the property, and are compatible with the massing, size and scale and architectural features of the landmark, as per Standard #9 of the *Secretary of Interior's Standards for Rehabilitation*.

The other factors in SMC 25.12.750 are not applicable to this application.
MM/SC/HM/MH 9:0:0 Motion carried.

060607.23 Medical Dental Building
509 Olive Way

Application: Three proposed blade signs. Two of the blade signs are proposed to be 3'6" wide by 18' high and the third blade sign is proposed to be 3'6" wide by 14' high; all three signs would project approximately 1'6" off the face of the building. The signage is designed to coordinate with the wall the blade sign designs proposed as a part of the building street level signage plan.

Applicant Comment: The application presented, per the Board's request, some other lettering orientation options that they had considered previously and asked for the Board's preference.

Public Comment: There was no public comment.

Board Discussion: Board members expressed support for option A, but said they would also support the option proposed.

Action:

I move that the Seattle Landmarks Preservation Board approve the design for the three blade signs on the Medical Dental building at 509 Olive Way, with it being acceptable to have vertical orientation of all the lettering on the signs or as proposed. This action is based on the following:

The proposed changes do not adversely affect the features or characteristics specified in Ordinance # 122316 as the proposed work does not destroy historic materials that characterize the property, and are compatible with the massing, size and scale and architectural features of the landmark, as per Standard #9 of the *Secretary of Interior's Standards for Rehabilitation*. The other factors in SMC 25.12.750 are not applicable to this application.

MM/SC/MT/VW 9:0:0 Motion carried.

I move that the Seattle Landmarks Preservation Board recommend that it is acceptable to have vertical orientation of all the lettering on the AllStar Fitness blade signs or as proposed.

MM/SC/TV/MT 9:0:0 Motion carried.

060607.24

Wallingford Center
1815 N. 45th St.

Application: Proposed ground level signage for Pharmaca tenant.

Staff Report: Ms. Chave reported that the Board previously approved changes to the storefront, and also for the awnings.

Applicant Comment: Eduardo Ponce, project designer, said the northern ground floor space has a new tenant and the proposed signage on the awnings fascia and one wall mounted sign on the north side with channel lettering and black painted metal and green neon tubing. He said this would match the green in the logo.

Board Questions:

Mr. Schwartz asked where the transformers would be located.

Mr. Ponce said the junction box is adjacent to awning. He said the exposed conduit will be painted out to match.

Mr. Schwartz asked if the tube is continuously fed through each letter.

Mr. Ponce said the solid elements will have transformers running through them with a clear plexiglass cover.

Mr. Lee asked the applicant to confirm as to whether the transformers would be within the sign.

Mr. Ponce said he would verify this.

Mr. Veith asked if the conduit go through the mortar joint.

Mr. Ponce said perhaps it could go through the junction box.

Public Comment: There was no public comment.

Board Discussion: The was no additional discussion.

Action:

I move that the Seattle Landmarks Preservation Board approve the application for the proposed ground level signage for Pharmaca tenant at the Wallingford Center, with the condition that the wall signs be attached into the mortar, and the condition that the power feed for the individual letters comes from the transformer for the larger letter and not through the brick.

This action is based on the following:

The proposed alterations do not adversely affect the features or characteristics specified in the Designation Report as the proposed signage does not destroy historic materials that characterize the property, and is compatible with the massing, size and scale and architectural features of the landmark, as per Standard #9 of the *Secretary of Interior's Standards for Rehabilitation*. . The other factors in SMC 25.12.750 are not applicable to this application.

MM/SC/JS/MT 9:0:0 Motion carried.

060607.3 BOARD BUSINESS

Ms. Chave and Ms. Sodt introduced new At-Large Board member, Christine Howard. Ms. Sodt said the new Board member for the Finance Position, Alyce Conti, will be in attendance at the next meeting.

Respectfully submitted,

Elizabeth Chave, Landmarks Preservation Board Coordinator

Sarah Sodt, Landmarks Preservation Board Coordinator