



The City of Seattle

International Special Review District

Mailing Address: PO Box 94649 Seattle WA 98124-4649
Street Address: 700 5th Ave Suite 1700

ISRD 124/08

MINUTES FOR THE MEETING OF TUESDAY, May 13, 2008

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

Board Members Present

Jerry Chihara
Misun Chung Gerrick
Joshua Osborne-Klein
Amalia Gonzalez-Kahn

Staff

Rebecca Frestedt
Melinda Bloom

Absent

Weng Chan
Robert Ha
Hoa Tang

Interim Chair Amalia Gonzalez-Kahn called the meeting to order at 4:37 PM

051308.1 APPROVAL OF MINUTES

Minutes for the meetings of April 8 and April 22, 2008 were deferred until an upcoming meeting because two of the four Board members present would need to abstain from voting since they did not attend the meetings when the minutes were taken.

051308.2 CERTIFICATES OF APPROVAL

051308.21 Hing Hay Park
411 Maynard Ave. S.

Ms. Frestedt read from the Staff Report. She said this is a proposal to add non-fixed seating and tables to Hing Hay Park. She explained that the applicant had initially presented the proposal to the Board in April; the Board raised concerns that the colors for the proposed furniture were not compatible with the surrounding features. She said the Board deferred action until alternatives were proposed. She the applicant is now proposing metal and maple wood tables and bronzed metal and teak chairs for temporary use in Hing Hay Park. She said the furniture will be chained together and stored in the winter time. She said maintenance of the furniture will be the

responsibility of the CIDBIA staff and City Park Rangers. She distributed photographs and manufacturer specification sheets to the Board.

Ms. Frestedt introduced the applicant, Julia Nelson, Chinatown International District Business Improvement Area (CIDBIA). Ms. Nelson said Adrienne Caver-Hall from the Parks Department provided alternative furniture options. Ms. Nelson distributed photos of the furniture and said they would be open to the red or green option. She said they are also requesting approval for umbrellas, which come in green or white.

Ms. Frestedt asked about the neutral metal option that was also being considered.

Ms. Nelson said it is an option if the Board doesn't agree to the colored options.

Ms. Frestedt asked Ms. Nelson for reasons why they prefer the colored version over the metal.

Ms. Nelson said the metal option is more expensive and said that a discount is available with the ones they have chosen.

Ms. Frestedt clarified the umbrellas could be used with any of the tables under consideration.

Mr. Chihara asked the applicant which chairs she proposed.

Ms. Nelson identified a Bistro style chair as the preferred chair.

Mr. Chihara reiterated that the last time the Board considered the proposal that there was an issue of compatibility with the proposed colors to the features in the park. He said that he would like to see a continued emphasis on the existing elements in the park. He said the colors of the proposed furniture should not to compete with the colors of existing features. He said that he preferred the option that only included color on the horizontal plane. He preferred green over the red.

Mr. Osborne-Klein asked if the furniture would be secured in some way while it was in use.

Maribeth Ellis, CIDBIA, said the furniture will be chained together in such a way they will pull away from the table but they are not free to move around the District, similar to the system used in Freeway Park.

Ms. Chung Gerrick asked where the furniture would be stored when not in use.

Ms. Nelson said they would be stacked at the side of the building and chained together.

Ms. Frestedt suggested looking for some way to secure them to an existing feature.

Mr. Osborne-Klein asked the applicant for a recap of the project since he missed the last meeting.

Ms. Nelson said the proposal is part of a larger effort to add activities in the park. She spoke about the busker program, create gathering places and draw more positive uses in the park.

Ms. Chung Gerrick thanked Ms. Nelson for bringing other options for review. She said the alternatives are a huge improvement. She agreed with Mr. Chihara and said that this proposal is more appropriate. She said she preferred the green option.

Mr. Chihara said the Board is generally supportive of the concept behind the furniture in the park; he confirmed that the CIDBIA would maintain and be responsible for the use and he thought that reassuring. He is supportive of attempts to bring the park back to its intended use.

Ms. Frestedt asked when the Park Rangers will begin to monitor the park.

Ms. Nelson said the park rangers start tomorrow.

Ms. Ellis added that the park rangers would be available six days a week, 7:00 am until 10:30 pm throughout the district.

Mr. Chihara asked for clarification about street right of way and whether or not Street Use approval is required.

Ms. Frestedt said this will not trigger a street use permit, since it is not technically in the public right of way on the sidewalk or in the street.

Ms. Frestedt clarified that the proposed chair would be the rounded – bistro style option with round tables and green umbrellas.

Ms. Nelson confirmed that this was correct.

Ms. Gonzalez-Kahn asked how the furniture would be secured while in the park. She said she wanted to be sure it wouldn't be a chain and padlock, as that would send mixed messages.

Ms. Ellis said it would likely be a cable of some sort.

Ms. Frestedt asked if the cable would be the black coated cable similar to what has been used in other locations.

Ms. Nelson said it would be whatever has been done at Occidental and Freeway Parks.

Ms. Frestedt asked the applicants to return to the Board with additional information about how the furniture would be secured.

Public Comment: There was no public comment.

Board Discussion: The Board agreed they had enough information to make a decision.

Action:

I move that the International Special Review District Board approve a Certificate of Approval for exterior design - landscaping, as proposed. This action is based on the following:

SMC 23.66.030 Certificates of Approval – Application, review and appeals.
No person shall alter, demolish, construct, reconstruct, restore, remodel, make any visible change to the exterior appearance of any structure, or to the public rights-of-way or other public spaces in a special review district, and no one shall remove or

substantially alter any existing sign or erect or place any new sign or change the principal use of any building, or any portion of a building, structure or lot in a special review district, and no permit for such activity shall be issued unless a certificate of approval has been issued by the Department of Neighborhoods.

MM/SC/MCG/JC

4:0:0 Motion approved.

051308.22

C/ID Summer Festival Banners

various locations

Ms. Frestedt read the Staff Report and explained the application for proposed installation of temporary banners. She said the proposed 30" x 60" vinyl banners will temporarily replace the existing permanent District banners from approximately June 1 to July 31, 2008.

Ms. Frestedt expressed concern that the proposed design does not include any clearly identifiable Asian character and said that the design does not clearly respond to the ordinance or design guidelines for signage. However, she asked the Board to consider the temporary nature of the proposal and the applicant's rationale for the current design in their decision. She reiterated a SDOT Director's Rule stating that no sponsorship on any banner shall cover more than 20% of the total square footage of the banner. She said the sponsorship name or icon font shall not be larger than the font of the message on the banner. Ms. Frestedt introduced the applicants, Maribeth Ellis (CIDBIA) and Tim Kuniholm, Rain City Events Marketing.

Ms. Ellis said that the poster was designed to target a broader audience and brand the event. She said they hoped to stretch further and reach out into the community. She said the banner is different from the style they have traditionally used. She said that elements of the banner could be used in t-shirts and other marketing materials. She said the sunflower was chosen because it is bright and flowers are a part of the community. She said they will be distributing the posters at events and festivals throughout King County.

Mr. Kuniholm said they worked with a renowned local designer, Mark Strausberger, from Modern Dog Design.

Lei Ann Shiramizu, a local retailer, said the designer is half Asian and has a good cross cultural sense of design.

Ms. Chung Gerrick said she liked the graphics and the color.

Mr. Kuniholm said they initially tried doing a series of faces and trying to represent different cultures, but it is difficult using photography and getting as much versatility as you can with an illustration.

Ms. Shiramizu said she thought this design is more inclusive to everyone.

Mr. Kuniholm said the point of the design is that it is accessible and open.

Mr. Osborne-Klein said the design seems a lot like one you would see for Folklife Festival or Bumbershoot or any of the other numerous summer festivals in the area. He is concerned that the uniqueness and different elements of this element get lost in this messaging. People around the City will see it as more of the same and not unique.

Mr. Kuniholm said this is merely the invitation piece to get people here. He said the culture is present as soon as you get here.

Mr. Osborne-Klein said part of the appeal is that it is a different kind of festival and if that isn't conveyed in the invitation he doesn't know how that would bring people in.

Ms. Ellis said those people already come; it is on their calendar. They are trying to reach people who don't realize there is more to the ID than Uwajimaya. The stage still has all the cultural programming and entertainment; the vendors are community groups. There are 25,000 – 35,000 people who come through the district and they hope to go beyond that. This marketing is to attract others who haven't come before.

Mr. Kuniholm said they are trying to attract people from Bellevue, Woodinville and the suburbs that might not get exposed to this community. They have a fairly leveraged media outreach campaign that includes The Mountain (radio), The Seattle Weekly, the local papers, as well as Public Service Announcements.

Mr. Chihara asked if the design has the support of the CIDBIA Board members.

Ms. Ellis said the discussion with the BIA Board raised many of the issues addressed by the ISRD Board. She said they will conduct a survey at the festival and ask people where they live, how did they hear about the festival, etc. and explore the effectiveness of the marketing.

Ms. Gonzalez-Kahn said it is not the job of the Board to redesign the poster. She said the design is attractive but it lacks uniqueness of what the ID is. She thought that something between the old poster and the new might work in the future. She said that she would be open to voting for it, since it is temporary. She asked if the Board had concerns beyond it not being reflective of the ID.

Mr. Osborne-Klein didn't think the design complies with the requirement that the icon not be larger than the font.

Ms. Frestedt said she didn't do the calculations, she thinks it meets the Code requirement.

Mr. Osborne-Klein said for the record he preferred the icon on the new poster over the icon on old poster.

Ms. Frestedt said she struggled with whether or not the current design meets the intent of the guidelines for signage for Asian character but she is willing to look at it as a temporary proposal and an effort on behalf of the BIA to explore marketing on a broader level more creatively. While she thinks branding is an effective tool, she said a hybrid, as Ms. Gonzales-Kahn mentioned would be more responsive to the guidelines.

Mr. Osborne-Klein said he thought it wouldn't be too hard to design something similar but with more Asian character to it.

Ms. Ellis shared early designs but said they are no longer options as they don't have the time to make changes at this point.

Ms. Chung Gerrick asked what the size of the McDonald's logo would be.

Ms. Ellis explained the approximate banner size and McDonald's logo; she said they are a significant sponsor.

Public Comment: There was no public comment.

Board discussion: There was no additional Board discussion.

Action:

I move that the International Special Review District Board approve a Certificate of Approval for temporary banners, as proposed. This action is based on the following:

Applicable Code citations:

SMC 23.66.338 – Business identification signs.

SMC 23.55.012 – Temporary signs permitted in all zones

MM/SC/JC/MCG 3:0:1 Motion approved

Mr. Osborn-Klein opposed because he does not believe the banner conveys Asian character.

Ms. Frestedt said it is an important discussion because it is a departure from what is normally proposed. She said it is important to state for the record that this is being considered as a temporary proposal and should not be viewed as setting a precedent for signage. She encouraged the applicants to come to the Board earlier in future years to allow time for a review of alternatives if requested by the Board.

051308.3

GUIDELINE REVISION WORK SESSION

Board discussion about Design Guideline revisions.

Ms. Frestedt led the Board in a Guideline revision work session. She handed out binders containing copies of the guidelines and information that will be discussed in future work sessions. She suggested that the Board start with a discussion about goals and purpose for the District, how to treat different areas within the Districts (East of I-5, the neighborhood Core, Nihonmachi), and the expansion of District boundaries.

Ms. Gonzalez-Kahn asked if representatives from the Vietnamese American Economic Development Association (VAEDA) had been included in the discussion.

Ms. Frestedt said input from the Vietnamese community is important. She said that she hasn't met with representatives from VAEDA (which recently changed its name to *Washington Vietnamese American Chamber of Commerce, WAVA*) yet, but plans to gather feedback from members of the organization and others in the Vietnamese community.

Ms. Frestedt said she will be meeting with Uncle Bob Santos to discuss how the ISRD boundaries were initially set and the rationale behind the current boundaries. She said there is much happening in the area East of I-5, as part of the Livable South Downtown Study. She said that future growth outside of the Historic District will ultimately have an impact on what type of development might occur in Little Saigon. She said given the proposed growth in the area, it will be important to have a clear set of design guidelines in place, that have been developed

with community has input. She said the initial focus of the discussion will be on the core and existing boundaries west of I-5.

Ms. Frestedt went through the binder by section. She said she provided examples of guidelines in other local districts as models. She also included district guidelines from Vancouver and Old Town Victoria as user friendly examples with clear visuals and definitions, approaches that are particularly helpful for individuals with limited English proficiency. She said the Victoria guidelines provide narratives of heritage value and general characteristics of various building elements; this is something the Board might want to incorporate into our guidelines.

She said the last section of the binder is a collection of materials including previous neighborhood plans and directives that have been created for the Chinatown/International District. She thought it important to learn from work that has already been done rather than try to reinvent the wheel. She said InterIm worked with stakeholders from throughout the community on the Neighborhood Plan which is still referenced when talking with people in the community. She reminded the Board that Tom Im from InterIm has briefed them on the Vision 2030 document, which she included in the binders.

Ms. Frestedt referred to the Crime Prevention through Environmental Design (CPTED) document and said because of public safety concerns in the neighborhood and the relationship of the built environment to safety; this could be relevant when considering security gates, landscaping, and lighting.

Mr. Osborne-Klein asked what kind of guidelines San Francisco has and if these could be included.

Ms. Frestedt said that she see if she has a copy. She said each city approaches the process differently; sometimes there is a set of guidelines for a Historic District and in other cases it is an overarching set of design guidelines that may expand beyond the historic district.

She reminded the Board about their discussion in April 2008 and said that the Design guidelines are intended to supplement the ordinance for the District. Members of the Board stated a design to create very user friendly guidelines that would pull in elements from the ordinance so someone could navigate the guidelines without having to go back and read through technical, more legal language. The Board suggested referring to the language in the ordinance (SMC 23.66.302) about the goals and purpose of the District.

Mr. Chihara said that we could probably use this language, verbatim. He noted that the Ordinance is dated and still refers to the Kingdome. He said it needs to be updated and that the new urban context should be incorporated. He referred to the changes in Pioneer Square historic district guidelines which reference the Union Station corridor, Metro lid and view corridors at Main and Washington.

Ms. Frestedt said the issue of view corridors is a prime example of looking at the District more broadly. She noted that the dates for updates are listed at the end of each section.

Mr. Chihara said the area east of I-5 is really dated in how the Ordinance describes preferred uses: food, food processing and production. That doesn't seem appropriate at this time the way things have developed. This is an area for improvement.

There was discussion about the allowable time between demolition and when new construction begins and that appropriate language in the Ordinance might discourage vacancy.

Ms. Frestedt said that other local districts have included a discussion of the meetings, procedures and timelines into their guidelines and suggested replicating this in the ISRD guidelines. She said this could further reinforce the expectation of the applicants and their requirements going through the process. She said that the Board needs to be cautious about demolition is presented because we don't want to inadvertently create an expectation that demolition is encouraged. She said this is an opportunity to add language that reinforces principles about preservation of historic structures and adaptive reuse.

Mr. Osborne-Klein said there are three separate goals that refer to discouraging parking and automobile commuting and that is an issue he would like to see developed in the guidelines. He said the City Council intended to discourage automobile use in this neighborhood and the Board should talk about what that means. He said with the development of Sound Transit and other alternatives and with the increase in population and urban density that these are issues the Board should think about with regard to traffic and flow in neighborhood.

Ms. Frestedt encouraged the Board to continue this process and to email comments and suggestions to her. She will start to draft an outline which will be a working document that will change and evolve.

051308.4 BOARD BUSINESS

ADJOURN

The meeting was adjourned at 6:10 PM.

Rebecca Frestedt, Board Coordinator
206-684-0226
rebecca.frestedt@seattle.gov