



The City of Seattle

## International Special Review District

Mailing Address: PO Box 94649 Seattle WA 98124-4649  
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ISRD 240/07

### MINUTES FOR THE MEETING OF TUESDAY, November 13, 2007

Time: 4:30 p.m.  
Place: Bush Asia Center  
409 Maynard Avenue S.  
Basement conference room

#### Board Members Present

Jerry Chihara  
Robert Ha  
Misun Chung  
Amalia Gonzalez-Kahn  
Jan Johnson

#### Staff

Rebecca Frestedt

#### Absent:

Hoa Tang  
Dr. Austen Chan

Meeting called to order by Amalia Gonzalez-Kahn 4:37 PM

- 111307.1 APPROVAL OF MINUTES** October 9, 2007  
Ms. Chung noted a correction to the minutes.  
Move to approve the minutes as corrected  
MM/SC/JC/AM 5:0:0 Minutes adopted, as amended.

#### **111307.2 CERTIFICATES OF APPROVAL**

- 111307.21 Wing Luke Asian Museum  
407 7<sup>th</sup> Ave. S.

*Misun Chung recused herself.*

**Signage:** Temporary banner announcing the museum's relocation.

**Staff Report:** The applicant is requesting to install a 9'5" w x 3'5" h temporary vinyl banner over the entrance of the Wing Luke Asian Museum. She presented photographs and drawings. Ms. Frestedt stated that the allowed temporary signage is 32 square feet. The applicant has proposed 28 square feet, thereby meeting the guidelines for temporary signage. The proposed banner will be displayed through December 2007.

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

"Printed on Recycled Paper"

**Applicant Comment:** Tim Wang, of T.D. Wang Advertising Group, presented the application. He was joined by Cassie Chinn, from the Wing Luke Asian Museum. He said the purpose of the temporary signage is to inform passersby of the new Museum location, which is scheduled to open in May. Ms. Chinn stated that that the museum will be open to the public through November 30, 2007. She added that the new location will open in May 2008.

**Board Questions:**

Mr. Wang presented different options for where the banner could be hung. Ms. Johnson asked which location was preferred. Mr. Wang stated a preference for options B & D because the banner would be easily visible from the street, even though it would obscure the pre-existing business identification sign. He said that the sign would be installed as soon as it is approved.

Mr. Chihara asked how the banner would be attached. Mr. Wang said the strings will be tied to metal bars attached to the building and there would not be any new penetrations into the building. Mr. Chihara recommended that the applicants confirm that the attachment points are secure and soundly attached and will not be susceptible to damage from wind pressure or other natural elements.

**Public Comment:** There was no public comment.

**Board Discussion:** Ms. Johnson said she would prefer proposed location A and C because they do not obscure the museum sign and the buildings architectural features. Mr. Ha agreed. Mr. Chihara was open to either location, so long as the attachment did not penetrate the building.

**Action:**

I move that the International Special Review District Board approve a Certificate of Approval for the temporary banner above the entrance and existing signage (location A & C, per applicant's submittal).

This action is based on the following: The proposed temporary banners meet the following sections of the **SMC Chapter 23.66:**

**SMC 23.66.338 – Business identification signs.**

F. Exceptions for Miscellaneous Signs.

3. Temporary Signs. b. The following signs are permitted for fourteen (14) consecutive days four (4) times a calendar year:

(2) Noncommercial signs. The total area for noncommercial signs in the aggregate shall not exceed thirty-two (32) square feet per sixty (60) linear feet of street frontage, provided that each dwelling unit shall be allowed thirty-two (32) square feet of signage.

**MM/SC/JC/AGK 4:0:1 Ms. Chung abstained.**

111307.22

Momo

600 S. Jackson St.

**Application:** Proposed business identification signage for new retail store.

**Staff Report:** Ms. Frestedt read from the staff report. She said that the applicant proposes to install two business identification signs. The first is a business identification sign constructed of

AlumiLight featuring printed, four color graphics. It will be attached to the Jackson Street façade on the wooden beam below the transom windows. Dimensions: 1'5"h x 6'6"w.

Two additional 1'6" x 1'6" signs will be installed on the 6<sup>th</sup> Ave. S. façade, stacked one on top of the other. The signs will be constructed of AlumiLight. Wooden 1" x 2" mounting carriages matching the dimensional perimeters of each sign will be used to attach the sign to the building. See attachments in the file for details.

Ms. Frestedt presented drawings and photographs for the Board's review. She said the proposed signage totals approximately 15 sq ft, well below the allowance outlined in SMC 23.66.338.

**Board Questions:**

Mr. Chihara asked for clarification on materials. Mr. Kleifgen said the printing will be heat laminated on AlumiLight and fill the surface of the sign. It will be trimmed in wood with sealed edges. The sign trim will be painted to match the storefront trim.

Mr. Chihara asked if the sign backing will also painted to match the trim. The applicant said it would.

Ms. Chung said the sign design was refreshing. She commented that the sign appears to hang down a few inches below the wooden band and that this may create confusion as to whether or not the sign was intended to fit within the band. Mr. Kleifgen said they designed the graphics so as not to affect the transoms or the entry light. He said this design has the smallest impact on the appearance of the façade.

Ms. Frestedt commented that she did not think that the slight overage was problematic. Mr. Chihara said that he thinks that the size is okay, given its relatively light weight.

Public Comment: There was no public comment.

**Action:**

I move that the International Special Review District Board approve a Certificate of Approval for the signage, conditional upon painting lip around sign.

This action is based on the following:

**Exterior Design Review: SMC 23.66.338 – Business identification signs**  
**ISR Design Guidelines for Signs**  
**Section II Design Guidelines**

**MM/SC/AGK/MC 5:0:0 Motion carried**

**111307.3 BOARD BUSINESS**

111307.31 Livable South Downtown Rezone Briefing

Susan McLain and Gordon Clowers, from the Department of Planning and Development (DPD), reported on proposed South Downtown land use rezone and Draft Environmental Impact Statement (DEIS).

Ms. McLain said that the DEIS was released in November and announced that the final Environmental Impact Statement (EIS) and preferred alternative is scheduled to be released in February. Recommendations are scheduled to go to the Mayor's Office and Council in May 2008. Any proposed changes to the City Land Use Code would go to the City Council in the fall of 2008. She said that public comments on the DEIS will be accepted through December 17, 2007.

Ms. McLain provided a brief history of the project thus far. She said that the study began in 2005 to explore opportunities for increased residential and commercial development in the study area (Pioneer Square, the Chinatown/International District, Little Saigon, and the Stadium Transition Area). She said that DPD has been working with an Advisory Committee and meeting with neighborhood stakeholders over the last two years.

She said goals within the Chinatown/International District include: preserving historic structures, increasing height and density, and diversifying the neighborhood's housing stock. Mr. Clowers stated that the rezoning effort includes the goal of retaining affordable housing and creating a formula where affordable housing is part of the public benefits. Historic preservation and quality open public spaces have been identified as high priorities within the community.

Ms. McLain stated that the City Council passed Resolution 30939 last year that affirms support for an incentive zoning program that includes an emphasis on public benefits in exchange for additional height. DPD is exploring historic preservation tools, including an historic transfer of development rights (TDR) program that would allow the sale of unused development rights to be applied to the rehabilitation of historic buildings. Ms. McLain offered to brief the Board at an upcoming meeting on different TDR programs. She noted that there is a great deal of community interest in the use of historic TDRs in south downtown. There was further discussion about the structure of potential TDR programs downtown.

Mr. Clowers reviewed the four proposed development schemes, which vary in height and bulk. The goal is to create a dynamic market force that incentivizes development. Mr. Chihara asked how the project team selected which blocks to consider under different rezone alternatives. Mr. Clowers said they have been studying growth projections out to the year 2030 and want to distribute prospective growth in a meaningful way.

Ms. Johnson asked about the impact of development on the portion of the District that sits within the boundaries of the National Register district. Mr. Clowers responded that the biggest concern is maintaining compatible scale relationships between new buildings and existing buildings, including a "human scale" in relationships of building bulk to the sidewalk environment, not just around individual buildings, but district-wide, specifically along Jackson Street and south of Weller Street.

Mr. Chihara stated that he is less concerned about maximum heights, than he is about what floor area ratios (FAR) will be allowed, what zoning incentives are available and the overall design of buildings and how they support a pedestrian-friendly environment.

Mr. Clowers asked the Board if they think DPD should extend the use requirement for ground floor retail to Dearborn. Many of the Board members were in support of this proposal. Mr. Chihara said that he would prefer retail uses, but doesn't feel that the requirements should be prescriptive. He stated that other uses, such as townhouses, may also be appropriate. Ms. Johnson suggested instead of viewing the "edges" of the District, the project team ought to think of the periphery of the neighborhood as "connective tissue".

Ms. McLain commented on the potential future development of King Street Station. She said that there will be a separate study to consider design issues in this area, and she added that the Design Commission and SDOT will be included in the review.

The Board discussed the area south of Dearborn. Mr. Chihara said he would support any development in the area that reinforces the vitality of the neighborhood even if it increases the height. He anticipated that development south of Dearborn would encourage infill on Lane and Weller Streets. He said he appreciated the zoning concept in the EIS alternatives that has height limits gradually step up as they move away from the core (from 85' → 125' → 150', for example), which helps with building height transitions.

When reviewing the four alternatives, Ms. McLain asked the Board to consider possible view impacts, as well as height, bulk and scale.

Ms. Chung suggested that DPD include some of the distinctive buildings, such as Union and King Stations, in the final EIS graphics to highlight the relationships of the buildings to proposed height increases.

Ms. McLain noted that DPD has received requests for an increase in heights in the District's core. She asked the Board if she thought this would increase development pressure on historic structures and perhaps encourage neglect or demolition.

Mr. Chihara asked if it was possible to restrict heights to TDRs. Ms. McLain stated that increasing height only for purposes of TDR may not be legal. She noted that heights in Pioneer Square are proposed to be increased only for non-contributing properties. However, historic-contributing buildings would be eligible receiving sites for historic TDR. Mr. Chihara said he would resist an increase in heights if there were no controls in place to protect contributing buildings within the District.

At the next meeting, Ms. McLain said she will brief the board on Public Benefits and Floor Area Ratio (FAR) related to maintaining bulk and scale; preserving pedestrian scale and addressing parking issues.

**ADJOURNED**                      6:00pm

Issued:                      December 12, 2007

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