



The City of Seattle

International Special Review District

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ISR D 216/17

MINUTES FOR THE MEETING OF TUESDAY, October 24, 2017

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

Board Members Present

Eliza Chan
Stephanie Hsie, Vice Chair
Carol Leong
Tiernan Martin, Chair
Valerie Tran

Staff

Rebecca Frestedt
Melinda Bloom

Absent

Sergio Legon-Talamoni
Herman Setijono

Chair Tiernan Martin called the meeting to order at 4:33 pm.

102417.1 APPROVAL OF MINUTES September 12, 2017 Deferred.

Board business was conducted out of agenda order.

102417.4 BOARD BUSINESS

Ms. Frestedt described the work of the CID Advisory Committee and ISR D Guidelines & Design Workgroup, convened by the Office of Planning and Community Development, in partnership with the Department of Neighborhoods. The workgroup will work in conjunction with the ISR D board and a design consultant to finalize the revised design guidelines and help develop new construction guidelines. She said new guidelines are needed to reflect the expanded boundaries, new construction, and character of Little Saigon. She said she doesn't have details yet about the meeting schedule. She noted that Mr. Martin is a member of the workgroup and CID Advisory Committee.

102417.2 CERTIFICATES OF APPROVAL

102417.21 606 S. Weller St. – H-Bistro

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

"Printed on Recycled Paper"

Applicant: Peter Lai, sign contractor

Ms. Frestedt explained the proposed installation of a new awning frame and vinyl cover, featuring business signage for H-Bistro to be applied to the face of the awning. The proposal also includes installation of a 2-sided blade sign to be attached to the awning frame. Exhibits included photographs, plans and samples. This building was constructed in 1909, but has undergone significant alterations, in the 1960s. As a result, she said it is a non-contributing building. It is located within the Retail Core and the Asian Design Character District.

Applicant Comment:

Peter Lai explained they will remove the existing sheet metal awning and replace it with new frame with a black fabric cover. Lettering on the face of the awning will be in white. An aluminum powder-coated blade sign will be installed over the sidewalk, with full-color digital wood grain print and text.

Ms. Hsie asked if the awning dimension matches adjacent awning.

Mr. Lai said it is the same size.

Mr. Martin asked why the digital wood pattern.

Mr. Lai said wood is not as durable as aluminum.

Mr. Martin asked about sign attachment.

Mr. Lai said it will attach with an eye hook under the awning with two stainless steel bolts.

Ms. Leong asked if a bird deterrent plan was explored.

Mr. Lai said there is netting underneath to prevent access.

Public Comment: There was no public comment.

Board Discussion:

Ms. Leong said she had no issues with what was presented but said mention of bird deterrent should be included in motion.

Mr. Martin appreciated that the awning is in keeping with the design of others in the neighborhood. He noted that the faux-wood graphics break away from the desired earthen materials, but that wouldn't stop him from supporting the proposal in this instance. He said he appreciates the inclusion of Chinese characters.

Ms. Leong agreed.

Ms. Frestedt stated that the reference to earthen materials is included under SMC 23.66.336- Exterior building finishes.

Action: I move that the International Special Review District Board recommend approval of a Certificate of Approval for an awning and signage, with the

recommendation that netting / bird deterrent but used. As a general statement, the Board desires that earthen materials be used but since this is a secondary blade sign and not primary, the Board recommends approval.

The Board directs staff to prepare a written recommendation of approval, based on consideration of the application submittal and Board discussion at the October 24, 2017 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

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

Design Guidelines for Awnings and Canopies

I. Awnings and Canopies

Design Guidelines for Signs

SMC 23.66.336 – Exterior building finishes

SMC 23.66.336 – Exterior building finishes

A. General Requirements

B. Exterior building finishes within the Asian Design Character District

5. Awnings

SMC 23.66.338 - Signs

Secretary of the Interior Standard #9 & 10

MM/SC/SH/VT 5:0:0 Motion carried.

102417.22

501 S. Jackson St. – Buty Building

Applicant: Shari Rust, New Image Creative

Ms. Frestedt explained the proposed work which consists of: installation of two (2) illuminated open pan channel letter signs, featuring white neon, and two (2) single-sided, non-illuminated signs for 85c Bakery Café, and installation of printed window film to be installed in two of the storefront windows, for screening purposes. Exhibits included photographs, plans and samples. The Buty Building was constructed in 1901, with additions in 1911. It is a contributing building located within the Retail Core and the Asian Design Character District.

Ms. Frestedt said that the Board recommended approval for a Change of Use on September 12, 2017. She expressed concern from the staff perspective that Option #1 of the alternatives for signage above the entrance is in conflict with Secretary of the Interior's Standard #2 because it obscures architectural framing details within the transom windows. She added that it is the staff opinion that the inclusion of non-business name-related text on within the window opening is not characteristic of approved screening, window film or storefront design elsewhere in the District. Staff recommends that the Board defer this portion of the proposal pending submission of options for alternative window treatments, including other materials such as shades or neutral colored blinds that do not detract from the storefront design.

Applicant Comment:

Doug Dosmann, New Image Creative, explained two sets of open pan channel letters with business name - 85°C - will be applied; aluminum backing will be painted to match red brick color to blend in. 85°C will have double tube neon; Bakery and Café, will have single tube neon. Same signage will be used on north and west elevations. He said that the existing Chinese characters (for the Kai Ping Association) will be relocated and mortar will be repaired. Referring to the options presented for signage over the storefront, said that they decided to propose the circular sign option which will preserve all window accents; none will be covered. He said they will replace broken window. He said digital print vinyl will be applied to interior window to help deter graffiti He said they will remove vinyl from windows above the entrance. They will put up ¼" acrylic white accent to add dimension to letters on both sides. He said they will clean up what is there now.

Ms. Frestedt said the window will be restored in-kind and doesn't require Board approval. She said all existing window film will be removed. Kai Ping characters will be relocation on a separate application.

In response to a question about the Kai Ping Association signage, Ms. Frestedt said the property owner is working with the association to relocate their signs. She said the signs were installed in the last ten years.

Ms. Leong asked why single and double tubing is used.

Mr. Dosmann said because of the size of letters; 85° is large and lends itself to double tube; the other letters will have single tubes. He said the light will be the same.

Ms. Hsie asked about the rationale for adding digital screening the full width of the window.

Ms. Frestedt said the interior is being reconfigured and there will be a bathroom, equipment, and a dumbwaiter at this location; the function inside is prompting the need for screening. She said this came up briefly during the review of their application for the change of use.

There was discussion about the signage above the door.

Mr. Martin asked which option the applicant preferred, the square or the circle.

Mr. Dosmann said they prefer the circle because it works with the architectural elements.

Regarding the proposed screening, Mr. Martin asked if another option was considered, such as blinds or a window display.

Mr. Doemann said his firm was only asked to look at window film options.

Public Comment: There was no public comment.

There was discussion about the Kai Ping Association signage. Ms. Leong expressed concern that the association may be unaware of the sign change. Ms. Frestedt said the owner has supported removal of the signs. She does not have details about the discussion between the association and the owner.

Ms. Hsie asked about the mounting for the neon signs. She asked why they are mounted to the brick area rather than the lower datums.

Mr. Dosmann said that is where they were directed to put the signage. He said the penetrations will be in mortar only and there will be 5 – 6 penetrations per side.

Ms. Hsie suggested centering the sign on the window on the north elevation. She said she supports the neon signs.

Mr. Martin suggested mounting on the brick mortar at the same elevation on both sides for a unified look. He said that is the only workable space and it is the best-looking option.

Ms. Leong said that she was concerned about the amount of signs proposed; it seems excessive for the space.

Ms. Hsie noted that 85°C is there six times.

Mr. Martin said the digital prints may be an opportunity to reduce proliferation. He was interested in alternatives that are less sign-oriented; a display or a shade could reduce text and print. He said that it would be helpful to understand what was happening behind the glazing to better understand what is feasible.

Ms. Chan agreed with Mr. Martin's comments.

Mr. Martin recapped the Board's discussion. He said that although the board may not have purview over removal of the Kai Ping signs there is interest in having staff follow up with the building owner about the plans for their relocation; there was a recommendation to center the neon signs over the windows on the north and west facades; there is interest in seeing alternatives for the window screening/film.

Ms. Hsie cited Great State Burgers as a good example of vinyl application, noting that it relates to the design of the interior.

Ms. Frestedt noted that screening of one full window panel was approved at Fuji Bakery to shield view of kitchen equipment and fit in with transparency requirements. She said it was a more neutral design.

Mr. Martin suggested a strategy that adds more depth to the storefront.

Ms. Leong said she has seen other applications and the screening starts to cover too much which prevents pedestrian view into space.

Mr. Martin suggested thinking about the scale of the image.

Action: I move that the International Special Review District Board recommend approval of a Certificate of Approval for business signage, including option #2 for signage above the entrance, primary wall sign should be centered between windows on north and west elevations, and staff will follow up with the owner to relay Board concerns that the removal of the Kai Ping Association signs could compromise the character of the district.

Mr. Martin made a friendly amendment that the sign be horizontally centered on central windows of north and west facades. Ms. Leong accepted the amendment.

The Board defers a decision on window treatments pending submission of alternatives that explore other screening options and eliminate descriptive text.

The Board directs staff to prepare a written recommendation of approval, based on consideration of the application submittal and Board discussion at the October 24, 2017 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 23.66.336 – Exterior building finishes

A. General Requirements

B. Exterior building finishes within the Asian Design Character District

4. Transparency requirement

SMC 23.66.338 - Signs

Secretary of the Interior 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/CL/EC

5:0:0 Motion carried.

Ms. Frestedt said the signage can move forward independent of film.

102417.3 BOARD BRIEFING

102417.31 1029 S. Jackson St. – Acme Poultry

Presenter: Bill Barton, Tiscareno Associates (on behalf of Intracorp)

Design briefing on proposed Preliminary Design (bulk/massing/scale) for a new 6-story mixed-use development, with one level of below grade parking, on the Acme Poultry site. Proposal includes demolition of the existing buildings on the site. The focus of this briefing will be a continuation of the refinement of the Preliminary Design proposal.

Bill Barton, Tiscareno Associates, provided an overview of the project to date. (Full report in DON file; following is a summary of Board and public questions and comments). Mr. Barton explained the presentation will be a follow up on Board comments from the July meeting and they will show integration of community feedback. He explained that they went before the Design Review Board (DRB) for Early Design Guidance associated with the requested departures. He summarized the DRB's comments, noting that the DRB recommended that they look at the character along S. King St. He mentioned that they held a community meeting and that there was a Street Improvement Project review meeting with SDOT. He said as the project is refined they are revisiting the storefront design and massing precedents. He explained the preference for the 3rd modulation option.

Bob Tiscareno showed evolution of the design noting that since the last briefing they have added 2 more notches in the façade along S. King St. They have added planters at grade to create brownstone-style entries to support the Greenway, and added a Juliet balcony out of laser cut metal panel. They will engage an artist to design the detail of the rail reflecting Vietnamese influence. Mr. Tiscareno summarized changes at different portions of the building, as follows:

S. Jackson Street will be a modern facade; upper level is simple and bold Articulated, transparent at pedestrian scale; retail set back for exterior displays Added a corner accent to identify the residential entry – removed the gasket. West corner development to create exciting street scene to express individualness of shop. Treating the side facades with as much attention to detail, while acknowledging proposed future development. He said there will be a defined residential courtyard. Roof deck views. The modulation is intended to break down the massing.

He presented a perspective along S. King St. showing the planter heights consistently below eye level. He noted that the pedestrian experience important to community. Canopies will mark retail passage. The gates into the courtyard will be designed to be permeable. He showed gate concepts that had been shown to the community, adding that the community wanted to see a custom design by a local artist. He went over the seat wall and landscaping concepts outside the passage, along S. King St.

Mr. Barton went over proposed departures. They are asking in a reduction to the depth of the canopies, from 8' to 6', noting the conflict with street trees and the fact that most in the district are 6' or less.

Public Comment: There was no public comment.

Board Discussion:

Ms. Frestedt noted that a lot of information was covered and encouraged the Board to comment on the Preliminary Design elements (bulk/massing/scale).

Upper Mass

Ms. Hsie thanked the applicants for a thorough presentation and summary of community input. She noted the overall thought and care that has been put into the building. She encouraged the team to draw connections to brick and industrial buildings found in the area. She said she'd like to see team take a step forward in referencing patterns and proportions and cultural references. How does the building tie in to the culture of the neighborhood? For instance, she noted that the Thai Binh project drew inspiration from screen patterns in Vietnam.

Mr. Barton said what has been shown is not representative of the full extent of community outreach and Friends of Little Saigon (FOLS) input. He said there is not a strong typology in Little Saigon but a desire for wall tiles. He referenced the focus on retailers and streetscape. There was strong guidance to get a local artist for the street level King Street gate design; use same panels for Juliet panels.

Mr. Tiscareno said there is not a lot to draw from. They studied buildings for how to approach and tie in contemporarily to a culturally rich setting. He said they are trying to create interesting fabric for the upper level mass

Mr. Barton said they are pushing for more exciting commercial; they are starting conservatively and are proposing to go more sleek and modern

Mr. Tiscareno noted the influence of Asian Plaza development that is proposed across S. Jackson.

Ms. Leong said it is beautiful; she appreciates the texture. She said what she'd like to see how is how the building specifically ties to the community via symbols, colors, plantings, landscaping, holidays celebrated, patterns in metal, wood, color of door. She said there are so many opportunities to reflect the cultural context.

Lis Soldano, Intracorp, said they sent a marketing firm to get input on cultural aspects, vision, detail. They just got feedback and it hasn't been incorporated yet.

Ms. Leong said retail can be a wonderful beautiful blend residential and commercial with greenery.

Mr. Martin said he wanted to focus on S. Jackson. He asked clarifying questions about the concept for the residential massing on that façade, focused on the NW corner.

There was a question as to whether or not a portion of the façade was proud of the rest and how that concept and massing expressions can extend beyond the NW corner.

Mr. Martin said the progression is successful and the use of breaks on S. King Street are positive. He wondered if there is a way to incorporate Vietnamese patterns, rhythm, explore windows on the upper levels. The overall strategy is successful.

Ms. Leong appreciated the texture but don't see as much on east façade.

Mr. Tiscareno said they are looking at ways to have the upper level façade connect to the market passage.

Ms. Hsie said it is well done; successful and have done it through proportion and brought continuity to the entire building. She said the most successful projects that the board has seen have been able to successfully address to how they've integrated concept images into building design. She expressed interest in seeing more of the concept images and influences for this project.

Mr. Martin agreed.

Ms. Hsie said she appreciated the window and storefront proportions; they're compatible with other buildings in the District.

Mr. Barton said it is deliberate, not random.

Ms. Leong commented on materials shown. She asked if the brick and wood are real.

Mr. Barton said the brick is; the wood is "wood-like".

Ms. Frestedt noted the distinction made on a recent building with Nichiha Cedar panels used as accent. She said the Board has discouraged use of faux materials, citing the Secretary of the Interior's Standards and preferences in the code. The board found that depending on how and where used faux wood might be acceptable.

Ms. Hsie said she appreciated that they wanted to add warmth. In the other project, the Nichiha did that; it has a wood texture and color throughout and depth. She noted Nichiha is unlike vinyl which has a flat surface and is not wood-like. She noted the difference between quality of products.

Mr. Martin said that in other application the material is used as an accent, not on a large section.

There was discussion about the transition between the adjacent site to the east.

Ms. Frestedt cited graffiti issues on the retaining wall at Hing Hay Park.

Mr. Barton said they will put in a hedge which will mask the retaining wall until something is developed next door.

Mr. Martin asked about the proposed materials along King.

Mr. Barton said they will use a darker more modern brick. Noted the different canopy style (commercial will be brighter; residential, muted), and board form concrete.

Ms. Leong asked about the planter height.

Mr. Barton said they will keep them at or below 5'6"; initially they had some at 8'.

Ms. Hsie asked the reason for adding bays on King Street.

Mr. Tiscareno said it is to break down the scale; they reinforce a finer scale and add more articulation. He said King Street is a green street and there are terraces there.

Ms. Chan asked about outreach in the Vietnamese community and if being conducted in Vietnamese. If not, she recommends that is is.

Ms. Soldano said at the SCIDPDA community meeting about development there were interpreters there. They have not done so since the first meeting, although it is a good idea.

Mr. Barton said he heard good comments about bulk, mass and scale. He said he hears that the Board supports the proposed approach on King Street, the gates, and the commercial and residential character.

Mr. Martin said the strategy overall is successful. He said the awnings are reflective of others in the district. He recommends bringing in patterns and breaks to inform the cultural context.

Board members did not object to the proposed departures.

102417.4 BOARD BUSINESS

The following is a continuation of the discussion that took place at the beginning of the meeting.

In response to a question from the Board, Ms. Frestedt explained that work groups will be set up around Guidelines jurisdiction and how the process is structured. She said to be sure the stakeholders have an opportunity to be part of the discussion. She said the meeting has to be publicly noticed. She said a consultant will be hired to draft Guidelines and finalize the layout. She said a facilitator will facilitate discussion.

Ms. Hsie asked about boundary changes.

Ms. Frestedt said that expansion of the ISRD boundary to include the remainder of Little Saigon will happen the first of the year; the change in departures will coincide with that. The Board will have the authority to grant departures. Ms. Hsie asked about timeline for Design Guidelines.

Ms. Frestedt said consultants should be on board by end of year and the draft will be adopted by the end of 2018.

She noted it was the last day to turn in nominations; only one nomination for each position has been received.

Ms. Leong suggested as alumni mentorship program for new members.

Ms. Tran said it would help to write bullet points on challenging items.

Adjourn

Rebecca Frestedt, Board Coordinator
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