

The City of Seattle

Pioneer Square Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649 Street Address: 600 4th Avenue, 4th Floor

PSB 15/17

MINUTES for Wednesday, January 18, 2017

Board Members

Mark Astor Colleen Echohawk Dean Kralios, Vice Chair Caitlin Molenaar Carol O'Donnell Alex Rolluda **Staff**

Genna Nashem Melinda Bloom

Absent

Ryan Hester

Vice Chair Dean Kralios called the meeting to order at 9:00 a.m.

011817.1 APPROVAL OF MINUTES:

January 4, 2017

MM/SC/MA/CO 5:0:1 Minutes approved. Ms. Echohawk abstained.

011817.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL

011817.21 <u>State Hotel Building</u>

DeadLine 114 1st Ave S

Paint storefront, install signage, replace mosaic entry tile

ARC Report: Mr. Kralios reported that ARC reviewed the plans photos and samples provided. ARC thought that being the mosaic tile was not historic material and in poor condition that it was appropriate to replace it. They thought the design was compatible. The applicant noted that the letters will be laser cut and there would be some need or repair to the surface before the tile was installed. It was noted that the areaway below filled. The signage complies with letter height requirements. There was discussion that

the proposed white storefront contrasted with the other storefronts but that we have approved different colors in other locations. ARC recommended approval.

Staff Report: The district Rules allow for 12 inch letters in the sign band, this proposal includes two letters at 12 and the rest under 10. The building owner provided a letter that confirmed the tile was installed by the owner of the New Orleans Restaurant 15-20 years ago. There are several examples of historic and modern mosaic tile entries around the district. In case there was concern for the maintenance of the white paint, the owner included a plan to maintain the paint by painting again in 5 years. The sign lettering in the sign band is individual letters. This style is preferred in our District Rules and is consistent along 1st Ave. In fact, the Board has previously asked applicants to change their proposal to be consistent with this style of signage.

Applicant Comment:

Joshua Masterson explained they will remove existing mosaic, paint storefront white, restain existing door black, add oil rubbed bronze hardware, and add new black and white laser cut tile. Responding to questions about signage he explained it will go in the transom: large letters are 12" and small letters are 6 ½".

Public Comment: There was no public comment.

Board Discussion:

Mr. Kralios said the sign band is preferred location for signage and the District Rules allow 12" letters there. He said what is proposed is compatible with the district. He said the mosaic is a nice element. He said the white store front is different but it is reversible and limited to one storefront and ties in to the overall design.

Mr. Astor agreed. He said the existing mosaic is not historic. He said what is proposed is tasteful and in keeping with the character of the district. He said a white storefront is unusual but in this case, it ties in well.

Ms. O'Donnell appreciated the maintenance plan.

Action: I move to recommend granting a Certificate of Approval for Painting the storefront, installing signage in the sign and the mosaic tile entry, replace mosaic entry tile. All as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 18, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required SMC 23.66.160 Signs

Pioneer Square Preservation District Rules

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

<u>D. Color</u>. Building facades are primarily composed of varied tones of red brick masonry or gray sandstone. Unfinished brick, stone, or concrete masonry unit surfaces may not be painted. Painted color is typically applied to wooden window sash, sheet metal ornament and wooden or cast iron storefronts. Paint colors shall be appropriate to ensure compatibility within the District. (7/99)

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

The Pioneer Square Preservation Ordinance reflects a policy to focus on structures, individually and collectively, so that they can be seen and appreciated. Sign proliferation or inconsistent paint colors, for example, are incompatible with this focus, and are expressly to be avoided. (8/93)

A. Transparency Regulations

1. To provide street level interest that enhances the pedestrian environment and promotes public safety, street level uses shall have highly visible linkages with the street. Windows at street level shall permit visibility into the business, and visibility shall not be obscured by tinting, frosting, etching, window coverings including but not limited to window film, draperies, shades, or screens, extensive signage, or other means. (8/93, 7/99, 7/03)

B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93) Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

Sign Materials: Wood or wood products are the preferred materials for rigid hanging and projecting (blade) signs and individual signage letters applied to building facades. (7/99)

C. Specific Signage Regulations

1. <u>Letter Size</u>. Letter size in windows, awnings and hanging signs shall be consistent with the scale of the architectural elements of the building (as per SMC 23.66.160), but shall not exceed a maximum height of 10 inches unless an exception has been approved as set forth in this paragraph. Exceptions to the 10-inch height limitation will be considered for individual letters in the business name (subject to a limit of no more than three letters) only if both of the following conditions are satisfied: a) the exception is sought as part of a reduced

overall sign package or plan for the business; and b) the size of the letters for which an exception is requested is consistent with the scale and character of the building, the frontage of the business, the transparency requirements of the regulations, and all other conditions under SMC 23.66.160. An overall sign package or plan will be considered reduced for purposes of the exception if it calls for approval of signage that is substantially less than what would otherwise be allowable under the regulations. (12/94)

2. <u>Sign bands</u>. A sign band is an area located on some buildings in the zone above storefront windows and below second floor windows designed to display signage. (7/99) Letter size in sign bands shall be permitted to a maximum of 12 inches. Letters shall be painted or applied, and shall not be neon. (12/94)

Secretary of Interior's Standards for Rehabilitation Guidelines for Storefronts

MM/SC/CO/AR

6:0:0 Motion carried.

011817.22 Post Hotel Building

Pittsburgh Lunch and Superette 90 Yesler Way

ARC Report: Mr. Kralios reported that ARC reviewed the plans, renderings drawings and samples provided. The applicant explained that she was rebranding her business. ARC thought that the letter size, colors, and material were compatible with the building and with the District. They thought the window signage was comparable to the neighboring business sign in size and transparency. There was discussion about the attachment of the blade sign. The applicants sign company had told the applicant that they could not guarantee the sign could go into the mortar as they did not know the condition of the mortar. ARC suggested that they could use a large mounting plate with more bolts or longer bolts to avoid drilling in the brick. ARC recommended approval with condition.

Applicant Comment:

Una Kim explained that the restaurant is undergoing a concept change which necessitates changing signage. She proposed changing the hanging blade sign, A-Board, front door and window signage. She said the hardware is powder coated black and the anchors for weaker mortar will be used..

Mr. Astor recommended field measurements and adjustment of mounting plate to avoid brick penetration.

Mr. Kralios asked if Ms. Nashem could review administratively to verify that the sign will be mounted in the mortar joints.

Ms. Nashem said that she can.

Ms. Kim said her signage will be similar to Kraken Congee and she provided a photo for comparison and context. She said the lemon lime color will reinforce the color in her

brand and she hopes the signage will eliminate confusion between the two businesses. She said the hanging blade sign is a 30" black round circle; window vinyl large letters are 3 ½" and small letters are .95".

Public Comment: There was no public comment.

Board Discussion:

Mr. Kralios went over District Rules and noted what was proposed meets transparency requirements but he was concerned about brick penetration.

Mr. Astor said it meets the District Rules and expressed concern with potential penetration into brick.

Ms. Echohawk noted her concern as well.

Action: I move to recommend granting a Certificate of Approval for installation of signage including window vinyl decal, an A board and a blade sign. The blade sign will be mounted into the mortar joints; if necessary, either a larger mounting plate with more bolts or longer bolts can be used. Shop drawings or equivalent will be provided to DON Staff for administrative review. The A board will be placed either next to the building or next to the curb in line with other street amenity items. All as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 18, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC 23.66.160 Signs

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B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93) Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

Sign Materials: Wood or wood products are the preferred materials for rigid hanging and projecting (blade) signs and individual signage letters applied to building facades. (7/99)

C. Specific Signage Regulations

- 1. Letter Size. Letter size in windows, awnings and hanging signs shall be consistent with the scale of the architectural elements of the building (as per SMC 23.66.160), but shall not exceed a maximum height of 10 inches unless an exception has been approved as set forth in this paragraph. Exceptions to the 10-inch height limitation will be considered for individual letters in the business name (subject to a limit of no more than three letters) only if both of the following conditions are satisfied: a) the exception is sought as part of a reduced overall sign package or plan for the business; and b) the size of the letters for which an exception is requested is consistent with the scale and character of the building, the frontage of the business, the transparency requirements of the regulations, and all other conditions under SMC 23.66.160. An overall sign package or plan will be considered reduced for purposes of the exception if it calls for approval of signage that is substantially less than what would otherwise be allowable under the regulations. (12/94)
- 3. Projecting Elements (e.g. blade signs, banners, flags and awnings). There shall be a limit of one projecting element, e.g. a blade sign, banner, or awning per address. If a business chooses awnings for its projecting element, it may not also have a blade sign, flag, or banner, and no additional signage may be hung below awnings. (6/03) Exceptions may be made for businesses on corners, in which case one projecting element per facade may be permitted. (12/94)
- 4. Blade signs (signs hanging perpendicular to the building). Blade signs shall be installed below the intermediate cornice or second floor of the building, and in such a manner that they do not hide, damage, or obscure the architectural elements of the building. Typically, non-illuminated blade signs will be limited to eight (8) square feet. (12/94)
- F. SANDWICH BOARD SIGNS (A-frame signs) shall follow adopted Pioneer Square sandwich board signs regulations:

Sandwich board signs shall be located directly in front of the business frontage either next to the building face or at the street side of the sidewalk by news stands, street lights or other amenities. Signs shall not impair pedestrian flow. (12/94)

Sandwich board signs shall be limited to one per address. When multiple businesses, including upper floor businesses, share a common entrance, a single shared sign shall be used, rather than multiple, individual signs. Such signs shall be limited to one per entrance to the shared location. (7/03)

Sandwich board signs shall occupy the sidewalk only during business hours and cannot be chained to trees, parking meters, etc. (12/94)

Sandwich board signs shall:

- 1. Comply with all other regulations for signs in Pioneer Square. (12/94)
- 2. Be a minimum of two feet high and a maximum of four feet high. (12/94)
- 3. Be a maximum of two and one half feet wide; (12/94)
- 4. Be a free-standing A-frame type sign to allow a horizontal component (e.g. chain or bar) between 3 to 8 inches above the ground on all four sides. This chain or bar accommodates high winds and sight impaired persons. (12/94)
- 5. Be prohibited from containing neon in any form. (12/94)
- 6. Have letter size restricted to 10 inches in height. (7/03)
- 7. Have the consent of the property owner prior to submittal to the Pioneer Square Preservation Board. (12/94)

Secretary of Interior's Standards for Rehabilitation

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

MM/SC/MA/CE

6:0:0 Motion carried.

011817.23 Scientific Building

Copal

323 Occidental Ave S

Paint the front door, install signage

ARC Report: Mr. Kralios reported that ARC reviewed the drawings renderings and samples provided. The applicant is proposing the door painted black, a blade sign, hand painted window and door signage and an A-board. ARC thought that all signage complied with requirements for letter size, size, transparency, materials and attachments. The building is not brick but concrete. The applicant is proposing to still try to mount the sign in the scored "mortar" lines. ARC thought it would be repairable. They thought that it was colorful but tasteful and not distracting. They thought that being the window/door signage was hand painted that made it more compatible. The blade sign and A board are proposed in wood a preferred material. ARC recommended approval and suggested an expedited review.

Applicant Comment:

Emma Schwartzman, Copal, explained the proposal for two blade signs, A board sign, and signage on windows. She said they will put hours on the glass door and have a hand painted banding on the lower part of the windows. The door frame is black. She said the signs will be constructed from marine grade plywood; all are hand painted.

Mr. Astor asked the applicant if the colors presented were a fair representation of what will be used.

Ms. Schwartzman said they are.

Mr. Kralios said the building is concrete and the holes are repairable; he noted the applicant's effort to align penetrations with existing score joints. He said that one projecting blade sign per façade is allowed but two are allowed here because there are two elevations.

Public Comment: there was no public comment.

Board Discussion:

Mr. Kralios went over District Rules and said what was proposed is very comprehensive, well-designed and it all ties in nicely.

Mr. Astor agreed and said that ARC recommended expedited review and noted it complies with all District Rules and SMC.

Ms. O'Donnell agreed.

Action: I move to recommend granting a Certificate of Approval for painting the front door black, and installation of signage including a blade sign, hand painted window and door signage and an A-board. The Aboard will be placed either next to the building or next to the curb in line with other street amenity items. All per the exhibits provided.

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- 4. <u>Blade signs (signs hanging perpendicular to the building)</u>. Blade signs shall be installed below the intermediate cornice or second floor of the building, and in such a manner that they do not hide, damage, or obscure the architectural elements of the building. Typically, non-illuminated blade signs will be limited to eight (8) square feet. (12/94)
 - F. SANDWICH BOARD SIGNS (A-frame signs) shall follow adopted Pioneer Square sandwich board signs regulations:

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- 3. Be a maximum of two and one half feet wide; (12/94)
- 4. Be a free-standing A-frame type sign to allow a horizontal component (e.g. chain or bar) between 3 to 8 inches above the ground on all four sides. This chain or bar accommodates high winds and sight impaired persons. (12/94)
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Secretary of Interior's Standards for Rehabilitation

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

MM/SC/MA/AR

6:0:0 Motion carried.

011817.3 PRELIMINARY PROJECT REVIEW

011817.31 Informational presentation about <u>Upstream Music Fest + Summit</u>

Karen True introduced the proposed project.

Jeff Bedding, Vulcan, explained the music festival will help emerging artists in the northwest.

Rebecca Camarto, Vulcan, said it would be a three day-event centered in Pioneer Square; she said they are committed to Pioneer Square as part of the conceptual and production development. She said there will also be a summit about economic development for artists.

Mr. Bedding said the summit will be at the WAMU Theater and will connect the music industry and artists in discussions about streaming and licensing and the economy of music. He said the target is 3500 people per day; 7000 over two days. He said there will be 25+ general admission venues in Pioneer Square and some VIP ticket venues where one will experience a higher-level experience. He said the event would take place on Thursday evening / night; Friday evening / night; and Saturday 1:00 pm until closing; there will be varied start times.

He said that at the North Plaza, Century Link, they expect 6000 at the main stage. He said there are no fences and they want people to have the ability to roam. There will be some free activities and art installations.

Ms. Camarto said that they will utilize the Occidental corridor from Yesler to Washington; the park, mall, and near Century Link, North Lot.

Mr. Bedding said they expect 6000 attendees Thursday, 6000 attendees on Friday and 12,000 attendees on Saturday. He said it is modest in attendance but will be continuous throughout the weekend. He said that for signage they will work within City and Pioneer Square Preservation Board guidelines.

Ms. True said she is excited to bring music back to Pioneer Square and noted there is a history of music here.

Mr. Bedding said they will give a nod to jazz of the 1930s and grunge of the 1990s.

Mr. Astor asked about economic activity in the district.

Mr. Bedding said they are working that out but they will have food vendors and activation. There will not be street market sales and they will keep transparency through the neighborhood. Food vendors and event merchandise will be in the north lot.

Ms. True said there will be a discount code for those that live or work in Pioneer Square.

Ms. Echohawk gave props to Ms. True and said they have done great outreach to the neighborhood – especially human services. She noted that previous to the 1930s Native people were here and have lots of music and she asked they acknowledge that.

Mr. Bedding said they are working with different curators and they will have a Native America showcase.

Ms. True said they would like to run that past Ms. Echohawk.

Ms. Echohawk asked about impact to homeless over a two day period.

Mr. Bedding said addressing that is part of their agenda and Vulcan has a taskforce on homelessness.

Mr. Kralios asked if the dates are May 11, 12, and 13.

Mr. Bedding concurred.

Mr. Kralios asked if there will be street closures.

Mr. Bedding said there will be for safety.

Mr. Astor noted the agreement with Mariners to provide access to Florentine residents and something similar would be needed.

Mr. Bedding said they have been talking to the Mariners' Susan Ramp who is working with the Alliance on access. It is part of the thoughtfulness they are trying to instill in the project.

Mr. Astor asked how they will notify the district and users of Occidental Ave.

Ms. True said that Lisa Dixon is working on it.

Mr. Astor asked to be included on the notification list.

Mr. Bedding said they have to notify users two months out.

Mr. Kralios asked about signage and said that the board has to approve it and they need to allow appropriate time for comments.

Ms. Nashem said to allow one month for the preservation board's process. She said they could review light pole banners all at one time. She said the street light signs cannot be business advertising; only a certain size sponsorship element is allowed on the sign and the Alliance has a permit for those banners.

Mr. Kralios said it is a great concept for the district. He said to be sure to include the board in the process and to allow time for feedback and encourage public nodes of transportation.

011817.32 316 Alaskan Way

Briefing regarding possible new construction

PowerPoint in DON file. Following are board questions and comments and public comment.

Greg Smith said the board's guidance helped shape the design of their award-winning 200 Occidental building. He said they plan to build another "award" building. He provided an overview of Urban Visions and Olson Kundig personal and business experience in Pioneer Square and in the City.

Tom Kundig provided an overview of his firm's history and experience in Pioneer Square – noting the long-time history and relationships here. He said the human nature and soul of the district are important. He pointed out the fabric and different level of scale here and the quiet nature of scale, texture and colors of buildings. He noted the context of the neighborhood and site and the repurposing of warehouse type buildings.

Rhoda Lawrence, BOLA, provided historic context of the building and site. She said the building is listed as Site 21 in the National Register nomination; it was thought to have been built in 1909 but research shows that it was built in 1919. She said that it is a two and a half story reinforced concrete building with heavy timber cardecking and parged exterior stucco. She said the window sill on the south and west elevations are sloped brick; the alley is cast in place concrete. She said the original windows were replaced in the 1970s; the projecting cornice has been removed. She said the architect was Ernest C. Haley; this was his only building in Seattle. The building is associated with J. N. Colman; there have been a couple different owners. She provided photos of other garage buildings in the City and noted the continuous use of this building as a garage. She noted the loss of integrity.

Mr. Kundig explained they will draw inspiration for the new building from building heights in the area, massing and context. He used the Seattle Quilt Building for example; he noted the way the proportions are modulated. He said it has a tripartite scheme and noted what happens at the street and the character detail at the top.

Jerry Garcia said that Alaskan and Jackson is an important corner and they will prioritize the two facades as primary and secondary.

Mr. Kundig said they would like the board's thoughts, impressions. He said they intend to protect the neighborhood – keep it vibrant, keeps its heart and soul.

Mr. Garcia said it is an exciting challenge and he noted the consistent palate in the neighborhood. He said they will finesse details that are respectful.

Mr. Kundig said they are happy to work on this project. He said the building will be a quiet building like the Quilt Building but with richness that will unfold.

Mr. Rolluda cited the PC-1 North Building at the Waterfront and noted he was on the Pike Place Market Historical Commission during the design. He said the Commission expressed concerns about views in, of and through the Market and asked to view corridor studies and see massing models. He said they were able to carve out the building through

different vantage points from the sound, from downtown, in and through the district; from the hill out and from the sound back.

Mr. Garcia said that the earlier design didn't understand the site and he noted the notch for outdoor space on the east side. He said they will design a detailed, thoughtful building that will be consistent with the district; it will define the street edge.

Mr. Astor said the previous proposal looked at maximum heights and designed to that and then mitigated instead of designing a building that fits into the site and district; he said it is 'can' versus 'should'.

Mr. Kralios said putting a new building into a historical context is a difficult challenge. He said Pioneer Square has lots of granularity that is different block to block; there is lots of granularity at this site. He said the site is 3/5 of the block on Alaskan. He said the scale and proportion are key to how it fits.

Mr. Kundig said the Pioneer Square pedestrian street level is about street level nuances. He said that now there is not enough time spent on lower portion of building. He said that buildings were built as high performance buildings – they took advantage of daylighting and skylights to get light in.

Mr. Garcia said that Alaskan will be the new front for the City; at this corner, it will be good to acknowledge different scales. He said that punched openings were a historic tool.

Mr. Kundig said that in sustainable design more material, opacity and transparency are coming back into use.

Mr. Kralios asked how the garage is listed in the National Register Report.

Ms. Nashem said it is historic non-contributing.

Mr. Astor said the board deemed it non-significant last go-round and he has seen nothing to change his mind.

Ms. Lawrence said they are doing their due diligence to report the new information about the building.

Public Comment:

Jessica Luccio said the garage was built in 1919 and was the first parking garage in Seattle; it was one of three in Pioneer Square. She said the building is related to automobile development in Seattle. She said the historic designation is important and 'non-contributing' is a descriptor. She hopes the proposal will consider the scale and context of the buildings around it. She said to be considerate of the buildings to the east and to think about the view corridor.

Jane Richlovsky said she is looking forward to the restoration of pedestrian quality of the neighborhood. She said she trusts this team. She said the parking garage is part of the urban past; the future is in the streetscape.

York Wong said he is excited but hoped the design will be architecturally sensitive to the scale, texture and color of the adjacent buildings and to the district. He said this is a significant site in the district; the devil is in the details.

Ali Ghambari seconded Ms. Richlovsky's comment.

Carl Leighty, Alliance for Pioneer Square appreciates acknowledgement of the two facades but reminded the team to remember that the alley façade is important as well.

011817.4 BOARD BUSINESS election of Chair and Vice Chair/ARC Chair

011817.5 REPORT OF THE CHAIR: Ryan Hester, Chair

O11817.6 STAFF REPORT: Genna Nashem

Genna Nashem Pioneer Square Preservation Board Coordinator 206.684.0227