



The City of Seattle

Pioneer Square Preservation Board

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PSB 53/19

MINUTES for Wednesday March 6, 2019

Board Members

Adam Alsobrook, Vice Chair
Brendan Donckers
Emma McIntosh

Staff

Genna Nashem
Melinda Bloom

Absent

Lynda Collie
Kianoush Curran
Carol O'Donnell
Alex Rolluda, Chair
Felicia Salcedo

Due to lack of quorum the meeting was not called to order. Minutes and Certificate of Approval applications were postponed until special meeting on March 13, 2019. Briefings do not require a quorum so the briefing on Wayfinding was presented.

030619.1 APPROVAL OF MINUTES:
January 2, 2019
Postponed.

030619.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL

030619.21 Bike Racks
Various future locations
Postponed.

030619.22 Nugent Building
407 2nd Ext S
Alterations to storefront
Postponed.

030619.22 **Terry Denny Building**
107 1st Ave S

Installation of signage
Postponed.

030619.23 **Frye Hotel Building**

Alterations to windows
Postponed.

030619.3 **PRELIMINARY DESIGN BRIEFINGS**

030619.31 **Stadium Place**
Briefing on new construction

Tabled.

030619.32 **Wayfinding**
Briefing on new wayfinding system

Aditi Kambuj presented briefing via PowerPoint (in DON file). Following are board member questions and comments.

Public Comment: There was no public comment.

Board Discussion:

Ms. McIntosh appreciated the presentation and noted the difficulty in navigating between transit. She preferred the modular concept with texture second. She said the first is easier to read and is more distinct. She said she understands the maintenance issue but said the modular pieces could be popped back on. She asked if signs for the hub points will be in additional languages.

Ms. Kambuj said they will explore that further. She said they have rough sign placement plan at Jackson. She said that Westlake and Jackson hubs are two different urban contexts.

Ms. McIntosh said Jackson is a tourist hub and she encouraged additional languages.

Ms. Kambuj said there is a two-pronged approach: 1) use a number of languages, and which ones; and 2) a digital map which allows use of phone and use of a multi-language app.

Mr. Donckers asked if there is interest in integrating wayfinding plan with parking meters and other types signage from a design perspective. He noted the tension between historic district and using signs as beacons to instruct people where to go. He said the sign should be subtle and not in be in way of architecture and feeling of district. He asked how the proposed colors and design work in the historic district.

Ms. Kambuj said the product should add to the neighborhood or be elegant but blend in and not call attention to itself, just provide information without detracting from the neighborhood.

Mr. Donckers preferred subtle, especially in historic district.

Mr. Alsobrook said the shapely version top is a maintenance issue as a place for debris and birds. He appreciated the lower cost option but sees it as a vandalism attractor. He said to focus on overall durability and anti-vandalism. He said on windy days the nudge signs would flop around. He agreed with Mr. Donckers' statement about integration with other signage so it is not cacophonous. He said to look at how much signage is in a particular area; he read from District Rules 20 and noted concern about proliferation. He said the need for directional signage at Jackson Hub and King Street Station is greater than in district.

Ms. Kambuj said they have done an audit of issues in areas where they can integrate and consolidate. She said the durability aspect is important to the feedback group. They are working to find a balanced approach and will have some temporary products made to try out.

Mr. Alsobrook said to make sure there is no debris-collecting element.

Ms. Kambuj said they will integrate with existing bus stops and especially across agencies. She said the pilot is the concept to see how this can roll out.

Mr. Alsobrook asked when they will have a prototype.

Ms. Kambuj said it will be permanent. They anticipate the bulk of pieces will be done by June.

Mr. Donckers said that having a sense of what is there that is not being touched – parking meter, loading/unloading, banners – will help inform the bigger district picture.

Ms. Kambuj said the context will tell the traveler they are in Pioneer Square. She said they are taking out the red signs.

Mr. Donckers said the red signs feel like Disneyland.

Ms. Kambuj said the color coding does not work.

Ms. Kambuj recapped board comments: elegant signs that will call attention to the neighborhood; will not add to visual noise; high quality/durability; and, no sign proliferation. She said she hoped for a larger turnout for more feedback.

Ms. Nashem suggested they provide board members with digital version of presentation and ask for their input / feedback.

Mr. Alsobrook said it is important for other board members to provide feedback.

Ms. Kambuj said she could do one more briefing before Certificate of Approval review.

Ms. McIntosh suggested providing best choice to get feedback from other members.

Mr. Alsobrook suggested next briefing be more granular in relation to Pioneer Square; concentrate on district.

Ms. Nashem appreciated the presentation and for being a partner in the process. She appreciated the thoughtfulness in relating to the District. She said the signs that are up now were designed and purchased before coming to the board.

030619.4 BOARD BUSINESS

030619.5 REPORT OF THE CHAIR: Alex Rolluda, Chair

030619.6 STAFF REPORT: Genna Nashem

Genna Nashem
Pioneer Square Preservation Board Coordinator
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