APPROVED
MINUTES OF THE MEETING

February 3, 2011
Convened 10:30am
Adjourned 4:00pm

Projects Reviewed
Downtown Sign Code
DPD Planning Division Update
Waterfront Planning
King Street Station Hub Planning

Commissioners Present
Mary Johnston, Chair
Brendan Connolly
Julie Bassuk
Malika Kirkling
Laurel Kunkler
Julie Parrett
Norie Sato
Donald Vehige

Incoming Commissioners Present
Tom Nelson
Osama Quota

Staff Present
Valerie Kinast
Tom Iurino
Jenny Hampton

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### SUMMARY

The commission discussed the proposed amendments to the downtown sign code and writing its recommendation to City Council. The commission summarized its discussion:

- **Design concerns of proposed sign code**
  - Defaces skyline
  - Advertising not wayfinding
  - Pristine skyline views are precious
  - No public benefit
  - Design Commission role difficult to implement
  - 65’ limit already provides advertising opportunities
  - Our purview is aesthetics and protecting them

- **Design advantages**
  - Open to change
  - Open to iconic opportunities

- **Process suggestions**
  - Allow special sign exceptions > 65’ relationship to urban resources
  - Illumination is potentially a way to protect iconic views
  - Design Review Board with clear criteria
  - Location is important
  - Had a net sustainability benefit
  - Trade-offs established to link sign to public benefit

The commission decided the points above would form the basis of its recommendation to council, concluding it was unwilling to support the amendments as proposed. The recommendation would also include some principles to help guide the City through future decisions such as these amendments.