



APPROVED MINUTES OF THE MEETING

Mike McGinn
Mayor

Diane Sugimura
Director, DPD

Marshall Foster
Planning Director, DPD

Julie Bassuk
Chair

Mary Fialko

Laurel Kunkler

Shannon Loew

Tom Nelson

Julie Parrett

Osama Quotah

Norie Sato

Donald Vehige

Debbie Wick-Harris

Valerie Kinast
Coordinator

Tom Iurino
Senior Staff

February 16, 2012

Convened 8:30am
Adjourned 4:00pm

Projects Reviewed

Swedish Medical Center Cherry Hill Skybridge
Alaskan Way Viaduct – North End and Portal
Trail to Treasure
FS 20 West Queen Anne Interbay
SR 520 I5 to Medina

Commissioners Present

Julie Bassuk, Chair
Shannon Loew
Tom Nelson
Julie Parrett (excused from 8:30-9:00 and 2:15-4:00)
Osama Quotah (excused from 2:15-4:00)
Norie Sato
Debbie Wick-Harris (excused from 8:30-9:00)

Commissioners Excused

Laurel Kunkler
Mary Fialko
Don Vehige



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Staff Present

Tom Iurino



February 16, 2012

Project: **Trail to Treasure**

Phase: Unique Object in the Right of Way

Last Reviewed: N/A

Presenters: Ryan Kennedy, The Alliance for Pioneer Square
Leslie Smith, The Alliance for Pioneer Square

Attendees: Genna Nashem, DON

Jacqueline Ashwell, Klondike Gold Rush National Historical Park Seattle
Lisa Dixon, The Alliance for Pioneer Square

Time: 11:30am-12:30pm

Summary of Project Presentation

The Alliance for Pioneer Square presented its request for a Unique Object in the Right-of-Way permit to install four wayside signs on the sidewalks of Pioneer Square to tell stories of Seattle's history. The team believed the trail would increase the marketability of Pioneer Square. The proposed sign structures were simple, aluminum frames, the standard for the National Park Service in many parks around the country, including historical, urban trails in Philadelphia and Boston. The team developed a master plan, chose the locations for the signs, and developed the stories in consultation with numerous community groups. The plan called for sixteen signs in all, with five to start. The first five would be: Transit Hub, Waterfront Property, Going for Gold, Skid Road, and Urban Renewal. The team expected future signs would explore the use of smart phones and other technology to tell the stories.

ACTION (by Quotah)

The Design Commission thanked the design team for its presentation of Trail to Treasure. The commission appreciated the team's thorough, community-driven process. By a vote of 5-2, the commission recommended that SDOT approve the request for a Unique Objects in the ROW permit, with the following comments:

- Do not use the upright, double-sided sign. It blocks views, is imposing, and could be mistakenly seen as a sign for a bus stop. Consider other solutions, such as use of two low-profile signs in nearby but separate locations, and phasing in of the signs over time.
- Think about the phasing plan, especially given the other projects planned nearby, such as the viaduct removal, the redevelopment of the waterfront, etc. Delay to a later phase or move some signs in the areas that would be better served in the future, such as the waterfront.
- Consider adding content that reflects contemporary stories and recent history. Create not just a historic district, but a living legacy of the city and the neighborhood.
- Explore a better relationship to the King Street Station plaza for the proposed King Street Station sign. It could help activate that space.
- Explore a better placement and orientation of the 1st Ave sign across from Cooper building to prevent conflicts from pedestrians at this corner and from restaurant patrons seated at outdoor tables on the sidewalk.
- Study the placement of the Occidental plaque, as it may be impacted by the march to the match. Consider moving it a half block east.
- Develop drawings with more detail that show the proposed sign locations. Show geometries, proximity to buildings, etc.

- Consider including stops on the tour where the visitor can step inside a building to further integrate the story with the built environment and heighten the visitor experience. Don't solely rely on plaques.
- Coordinate the design of the proposed signs with other signs in the neighborhood.
- Keep the signs tactile for kids but also embrace the opportunities that smart phones and other technology may bring.
- Use the signs to orient people to larger context of entire trail. However, such a key map or other solution should not inhibit the future flexibility of the system.

Commissioner Loew voted no because he believed the best way to ensure that the buildings and the neighborhood retain its vitality is to tell the story of today, not just of the past.

Commissioner Parrett voted no because she believed the presentation was not detailed enough to approve the proposed locations of objects.