



The City of Seattle

## International Special Review District

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ISRD 58a/26

### MINUTES FOR THE MEETING OF TUESDAY, April 14, 2026

Time: 4:30 p.m.

Place: Hirabayashi Place, 442 S. Main St., Donne Chin Community Room (in-person)  
Hybrid Meeting

#### **Board Members Present**

Kyle Jacobson (KJ)  
Hyan Ho (HH)  
Samantha Wong (SW), Chair  
Zhiyun Zhu (ZZ)

#### **Staff Present**

Nelson Pesigan (NP)  
Rebecca Frestedt (RF)

#### **Absent**

Heather Hargesheimer (HHarg)  
Jade Yan (JY)

#### **Key**

BM Board member  
AP Applicant  
SM Staff member

Chair Samantha Wong called the meeting to order at 4:37 p.m.

#### **041426.1 ROLL CALL**

#### **041426.2 PUBLIC COMMENTS**

There were no in-person or virtual public comments.

#### **041426.3 CERTIFICATE OF APPROVAL**

041426.31 Right-of-way at 401 S. Jackson St.  
Applicant: Victoria Jones, Connors and Company Events, Inc.  
Record number: DONH-COA-02045

**Design, Signs and site alterations:** Proposed temporary signage, wayfinding and siting of an 8' x 10' container "Safety Pod" and decorative scrim, during the FIFA World Cup 2026, from May 1 to July 10.

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

SM Rebecca Frestedt explained that the applicant is requesting approval for temporary wayfinding signage, the placement of a safety pod, and installation of a decorative scrim or barrier around the pod. These elements would be in place from May 1 through July 10 to support operations during the upcoming World Cup.

Presenter Victoria Jones of Connors and Co. on behalf of the Local Organizing Committee (LOC) for the FIFA World Cup, presented an overview of planned temporary installations within the “last mile” area outside the stadium’s secure perimeter and explained that the LOC is responsible for wayfinding, safety, traffic management, and signage throughout this zone, including portions of the historic district. Presenter Jones described the placement of safety pods 8x10 shipping-container structures staffed on match days and noted that six will be deployed across the last-mile area, with one located on the east side of Union Station.

Presenter Jones emphasized ongoing coordination with Sound Transit to ensure appropriate siting, weight compliance, and minimal disruption. On non-match days, the pods will be enclosed by an 8-foot decorative scrim consistent with the event’s visual theme, with “safety/info” signage folded down to avoid confusion.

Presenter Jones also outlined additional wayfinding elements, including 12-foot-tall wayfinding towers near Union Station, ground-level directional decals extending from Pier 58 to King Street Station, and supplemental King County Metro signage to guide visitors to and from transit nodes and noted that all signage uses a unified color and icon system to support clarity for both match-day crowds and everyday travelers.

Presenter Jones noted that the LOC is coordinating closely with Sound Transit and other agencies to refine wording, placement, and accessibility information, particularly because Union Station will serve as one of the primary ADA hubs.

Presenter Jones noted that all temporary structures, including the safety pods and associated elements, are fully engineered and internally ballasted to meet local wind-load requirements and emphasized that no components will be drilled into or attached to existing infrastructure, as all installations are designed to be self-contained and entirely temporary.

Presenter Jones explained that beginning May 15, the stadium must undergo a 30-day process to remove all “Lumen Field” branding in compliance with FIFA requirements. During the World Cup period, all references to the venue across LOC materials, maps, and partner-agency signage will use the legally required generic name “Seattle Stadium.”

Presenter Jones noted that this naming convention also extends to nearby facilities within the one-mile radius, such as T-Mobile Park, which is referred to as the “baseball stadium” for consistency.

Chairperson Samantha Wong noted that some materials may have referenced the neighborhood as “International District/Chinatown” and reminded the applicant that the correct ordering is “Chinatown International District (CID).”

BM Kyle Jacobson commented that the proposal does not align with many of the ISRD's typical review criteria, noting that the signage does not reflect the neighborhood's cultural aesthetics, multilingual character, or community-oriented goals and observed that the materials are primarily designed to move visitors between transit and the stadiums rather than support local commercial or residential activity, and that potential community impacts or benefits are not addressed.

BM Jacobson acknowledged these shortcomings and would be hesitant to request extensive revisions given the temporary nature of the installations but emphasized that board members should be aware that the proposal meets few of the district's usual standards.

Presenter Jones responded that she agreed with the concerns raised and emphasized that many design elements are constrained by FIFA requirements, including the mandated color palette, fonts, and the limited set of pictograms allowed and explained that pictograms are used intentionally because they communicate across many languages and are standardized from World Cup to World Cup, ensuring consistency from Canada to Mexico.

While acknowledging that the materials do not reflect local cultural aesthetics, Presenter Jones noted that the LOC is required to use FIFA-approved graphics and added that, outside the district, some multilingual welcome banners will be installed along Occidental Avenue to recognize participating countries, though these are not planned within the CID.

SM Frestedt acknowledged the points raised and noted that, in reviewing the application and considered both the short-term duration and the fully reversible nature of the proposed installations. SM Frestedt stated that the project represents a missed opportunity to incorporate multilingual communication reflective of the neighborhood's residents and visitors and recognized that the event serves a broader audience beyond the CID.

SM Frestedt added that including directional signage guiding visitors into the community would be beneficial, especially given past concerns about wayfinding during major sports events.

Presenter Jones explained that the LOC has established a maintenance and replacement plan to address damage, graffiti, or wear to any temporary signage or installations within the last-mile area, including those in the district and stated that extra scrim panels and ground-level decals have been pre-printed to allow for rapid replacement, with a goal of completing repairs within 24 hours and a guarantee of no more than 48 hours.

Presenter Jones emphasized that the team conducts daily inspections and has budgeted contingencies to ensure prompt repairs, acknowledging that damage is expected and planned for.

Action:

I move that the International Special Review District Board recommend approval of a Certificate of Approval for Design of temporary signs, wayfinding and installation of a

8'x10' container and decorative scrim to be installed on Union Station Plaza, per the submitted application materials.

The Board directs staff to prepare a written recommendation of approval, based on considering the application submittal and Board discussion at the April 14, 2026 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

This action is based on the **following applicable sections of the International Special Review District Ordinance and relevant Standards:**

**Seattle Municipal Code (SMC)**

SMC 23.66.030 Certificates of Approval – application, review and appeals

SMC 23.66.338 – Signs

Secretary of the Interior’s Standards for Rehabilitation

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/KJ/HH

4:0:0

The motion passed and approved unanimously.

**041426.5 STAFF SUMMARY AND BOARD BUSINESS**

SM Frestedt noted that the board is currently operating with the minimum number of members since Adrian Lam’s term had come to an end, and emphasized the importance of moving forward with filling the vacant position; two candidates will be interviewed next week, after which a recommendation will be forwarded to the Mayor and then to the City Council for confirmation.

SM Frestedt also reminded members to complete the annual financial impact statement required by the Office of Ethics and Elections.

SM Frestedt reported on recent administratively reviewed applications, noting that the Louisa Hotel’s Miro Café received approval for new outdoor seating to help activate the sidewalk.

SM Frestedt also approved the installation of two additional CCTV cameras near 4th & Jackson and 4th & Weller as part of an ongoing expansion previously reviewed by the

board and at 800 Maynard Avenue, removal of a non-historic projecting sign on the RDA Building was authorized.

SM Frestedt approved an expansion of street-tree lighting throughout several areas of the district, including Little Saigon; unlike past installations, the new lighting will use white illumination. She noted that installation is expected to occur this month.

Chair Wong adjourned the meeting at 5:32 p.m.