

White Center

MAIN-STREET Use and Design Guidelines



2004



A Brief History of White Center

White Center, located just south of Seattle, has a rich and varied history. Following the Native American presence, pioneer development began in the 1850's as a remote logging and timber community. As the land was cleared, roads put in, and the ferry service started, more settlers moved to the area and the first business was established in 1908: the Oak Park Grocery. Transportation played an integral role in White Center's development. After the railroad was finished in 1912 settlement increased and the beginning of the commercial district (centered on the intersection of 16th Avenue SW and Roxbury, referred to here as Main-Street) was platted by the streetcar line owners. The first commercial building was constructed in 1915 and housed the White Center Theater, a restaurant, and a dance hall above. Hiram Green built the theater and many other buildings, including the White Center Arena (later the roller rink), still operating as one of the oldest roller rinks in the Northwest.

As prohibition became law in 1916, White Center became a destination for partygoers, known for its dance and pool halls, movie theaters, and prizefights. Increased access, in addition to farming availability, brought Italian immigrants to the area, who became the first of many cultural groups to reside in the community. Although the Depression caused many business closures and deferred platting, WWII saw a large influx of workers, young people, and military personnel for recreation, nightlife, recruiting and training. With Shipyards, Boeing, steel mills, and war workers in the area, residential expansion progressed and post-war growth of White Center's Main-Street, known as 16th Ave continued to create a pedestrian oriented shopping area. The buildings generally consisted of 1-2 stories that fronted the sidewalk, masonry facades, large amounts of plate glass window, and inset doorways. Later development promoted the main street as a cruising drive with the requisite drive-in restaurants that became social centers.

Today, White Center is an extremely diverse working class community of people with varied cultural origins including Vietnam, Cambodia, Samoa, Mexico, Guatemala, Honduras, El Salvador, Ethiopia, Somalia, Eritrea, Russia, Bosnia, and the Ukraine. As the identity of White Center continues to evolve, the change is visibly reflected in the character of the historic commercial district. Since White Center has yet to experience the development that would come from annexation into Seattle, the high number of well-preserved historic buildings incorporating the overall scale, form, and relationship to street originally developed, creates the foundation for this unique character to flourish. The small-sized businesses available for rent create the opportunity that many Vietnamese and Mexican immigrants have utilized to start their own family run businesses. Main-Street White Center can be considered a prime example of small town main street America that luckily, time has passed by.

At this time, relatively few urban areas have managed to retain their well-preserved historic commercial districts. As a result, those communities that do embrace their history have the opportunity to maintain their unique character, which, due to development pressure, becomes an increasingly desirable asset for both economic development and community life. Through designation as a Historic District, White Center Main-Street has an opportunity to capitalize on its historic assets .

The entire Main-Street ensemble of buildings is White Center's principle asset. Within the general streetscape, there are pivotal buildings representing different periods of White Center's history, but it is the collective portrait of a small town Main-Street with its low commercial fronts, continuous pedestrian awnings, storefront windows and drive-up angle parking that recall a prototypical, small American town of the west. This framework of Americana is animated through the vital blood of diverse cultures. An american dream unfolds for each new generation and wave of immigration. As development pressures occur through new housing initiatives, annexation efforts and economic revitalization, this small town feel is White Center's prime asset.

Compiled from *The White Center Neighborhood* {www.wccda.org} & *The White Center Historic Resources Inventory* [King County Historic Preservation Program]



Consultants

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University of Washington
Department of Architecture**

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Public Agencies

King County Office of Business
Relations and Economic
Development: Historic
Preservation Program

City of Seattle Department of
Neighborhoods

White Center Community
Development Association

Annie E. Casey Foundation



Cooperative Efforts

In the year 2000, White Center was selected among 22 neighborhoods nationwide for the Making Connections initiative put forth by the Annie E. Casey Foundation. The goal of this initiative is to help a small number of neighborhoods across the country become places where children and their families can flourish. White Center is recognized as having a tremendous potential for success, with the right mix of incentives, investments and opportunities, neighborhood conditions can be enhanced in ways that support families and children.

Upon receiving a grant from the Foundation, King County went to work with members of the community to develop a Community Development Investment Plan using the 1994 White Center Community Action Plan, also developed by King County in collaboration with residents, as a base. The 2001 White Center Community Development Investment Plan laid out a strategy identifying opportunities for partnership and investment that would make a significant contribution to the goals of Neighborhood Transformation and Family Development. The grassroots community planning strategy featured a 50-member Resident Leadership Council comprised of a highly diverse collection of people from the local area who were to represent all major constituencies in the community.

From January through June of 2001, the Resident Leadership Council worked collaboratively to develop the visionary and practical strategies outlined in the Investment Plan into neighborhood revitalization projects that fall within four broad areas of focus including Economic Development, Housing, Community Center and School. Each area had its own subcommittee dedicated to the pursuance of project ideas and implementation. The group oriented toward Economic Development focused on two goals: Business District Revitalization and Workforce Development. Discussion in the area of revitalization centered on the need to redevelop the downtown business district into a vibrant, multi-cultural commercial center. The group proposed to improve the physical appearance, recognizing that the area has a number of strong, vibrant businesses but beautification and street improvements could make it safer and more attractive to shoppers, business owners and investors.

This led to the formation of the White Center Community Development Association (WCCDA) and implementation of the White Center Main Street Program. The comprehensive approach to downtown revitalization pays particular attention to four components: promotion, design, economic development and community organization. To provide assistance with design opportunities, the WCCDA, King County, and City of Seattle Department of Neighborhoods partnered with the University of Washington Storefront Studio to establish a design studio on Mainstreet White Center where, in Spring of 2004, architecture students worked with the WCCDA and downtown business owners to create new streetscape and storefront designs.

A series of open houses and public forums encouraged and solicited feedback from both businesses and residents. That work led to several storefront designs, grant applications, building permits, a community mural, and additional street festival infrastructure.

Compiled from the *White Center Community Development Investment Plan & The White Center Review* Spring 2004



Custom Car Show 2003

Mission Statement:

The Storefront Studio for Community Architecture and Public Art is dedicated to developing partnerships using the academic capital of the University of Washington and the social capital of community members to build strong neighborhoods in Seattle and King County. Our goal, through collaborative projects, is to increase the connections between the members of a community and its physical setting, providing anchors for economic growth, social interaction and neighborhood identity.



Intent and Use

The purpose of this document, prepared by the Storefront Studio for King County and the White Center Community Development Association, is to promote the commercial district of White Center as a viable place for business opportunities while retaining notable historic and cultural aspects comprising its small-town, mainstreet character. These concepts directly relate to the goal of economic revitalization set forth by the Resident Leadership Committee and the White Center Community Development Investment Plan. The information contained within this text is a compilation of various documents regarding the development of White Center combined with six months of "street level" research and analysis by the Storefront Studio: White Center program.

The White Center Main-Street Use and Design Guidelines are broken into three sections, each with its own focus and symbolic icon, and provide a pro-active framework for the entire White Center community with which to analyze and shape future design proposals. The first section, or "Past," contains historic information and current conditions within the community. It is followed by the "Present" section which lays out the guidelines, providing a range of design criteria specific to the existing commercial core, from large scale site issues to smaller details of facade elements. The "Future" section displays four prominent buildings as examples of design guideline implementation; A catalyst for residents and business owners to creatively approach the potential within each facade, building, block, and community.

Throughout this study, emphasis is placed on elements that express cultural diversity, maintain historical continuity with examples of each period of economic growth: Streetcar, WWII and the cruising era, and the preservation and enhancement of the small-town, mainstreet character.

**"White Center gave me a start as a homeowner,
it's been a rich and rewarding community to live in."
Peggy Weiss, Resident**



Looking south down 16th Ave C. 1925 Courtesy of West Seattle Herald

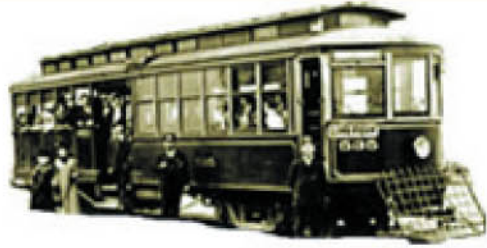


Southgate RollerDome C. 1939 Courtesy of West Seattle Herald



Tret - Trung - Tru [Vietnamese Autumn Festival] 2003

Table of Contents



PAST: History

- Timeline
- Context
- Use Mapping
- Historic District Nomination
- Example District

PRESENT: Design Guidelines

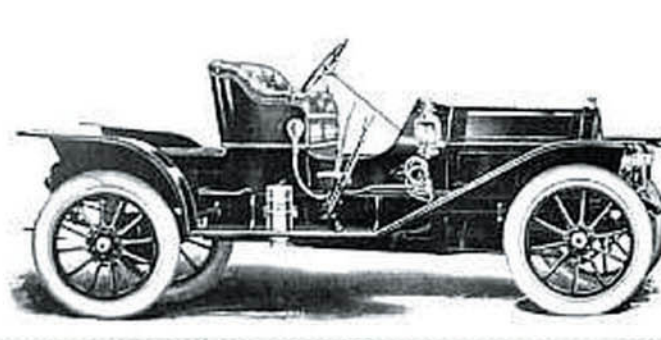
- Goals
- Application
- Examples
- Details
 - | Signs
 - | Lighting
 - | Windows
 - | Materials
 - | Color
 - | Awnings
 - | Streetscape
- Festivals and Open Space

FUTURE: Projections

- Building Examples
 - | The Rosella
 - | The Triangle Building
 - | Marv's Broiler
 - | Southgate Roller Rink
- Future Plans and Projects

Appendix
Resources





1916 - Blue Law
Regulated the days and times that bars could be open in Seattle. White Center is located just outside the city limits and is exempt.

1929 - The Great Depression

1939 - 1942

World War II

1962 - World's Fair held in Seattle

1918 - Mr. Hiram Green loses a coin toss to Mr. George White for the naming of White Center

1932 - traffic at 16th and Roxbury warrants the first traffic signal

1937 - Southgate Roller Dome changes its entrance from 16th Ave to 17th Ave.

"RAT City" nickname comes into existence as the acronym for the Recruitment and Training Center located in one of the GI-affordable-housing project

1912 - first electric street car lines introduced

1931 - White Center's first newspaper

1934 - White Center's only streetcar replaced by a bus

1941 - Busey's Triple X drive-in is built, later bought in 1975 and changed to Marv's Broiler





1963 - Martin Luther King Jr. gives the speech "I Have a Dream"

1969 - Neil Armstrong walks on the moon

1980 - Mt. Saint Helens erupts

1989 - Berlin Wall falls

1994 - Death of Kurt Cobain

2001 - 9/11 Terrorist attacks

1974 - White Center Community Council and Chamber of Commerce decide to enhance a 2-block area with trees and grass

April - Annual Cambodian New Year Festival

2002 - The White Center Community Development Association is incorporated

1993 - The County Sheriffs' Storefront opens on SW 16th St

June - Annual Farmer's Market

June - Annual Custom Car Show

May 2004 - Spring Cleaning and Graffiti Competition

July - Garden Tour

Sept. - Tret - Troong - Thu [Vietnamese Autumn] Festival

August - Polynesian Day

2004 - Storefront improvement matching grant program: The University of Washington partners with the WCCDA to establish a storefront design studio. Students work with local business owners to create new storefront designs and envision streetscape possibilities.



EXHIBIT "A" IN ACQUAINTANCE CAMPAIGN

5-Minutes
Study Here

will prove interesting and
may save you HOURS in
shopping time and ex-
pensive trips to other
trading centers.

ALLEN'S FEED STORE
COULT'S SERVICE
WHITE CENTER GARAGE
ELIOT'S SHOE REPAIR
HUGHES HARDWARE
MAC'S DRUG STORE
STELTE'S VARIETY
STELTE'S MARKET
WALT PLATT'S MEATS
NEWS OFFICE

GRAND THEATRE
THOMPSON'S MKT. TONY'S
WHITE CENTER BAKERY
BOURGET'S SHOE REPAIR
DITTMAR'S DELICATESSEN
A & B CAFE
CHUCK'S TAVERN
GLENDALE TAVERN
GLEN'S RENDEZVOUS
WHITE CENTER ICE
WHITE CENTER ARENA
WHITE CENTER FEED

In
Addition

to this map you will find
a complete directory
showing phone numbers
and addresses of the
business firms represent-
ed here, listed under the
heading, "FOR YOUR
CONVENIENCE."

The Youngstown-White Center News

1614 West Roxbury

A Community Newspaper—Published Every Friday

Member Washington Press Association

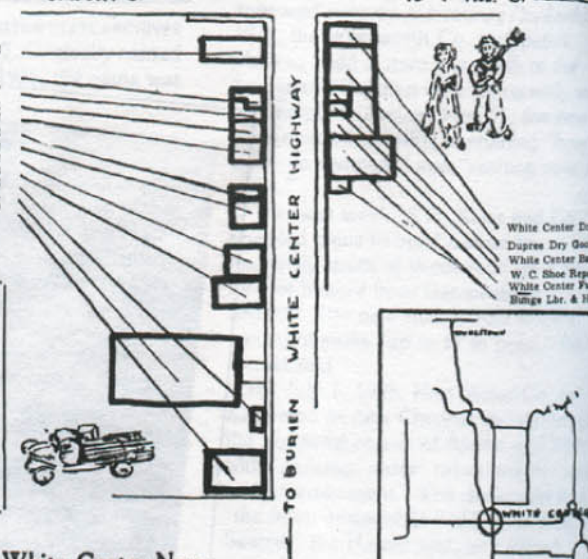
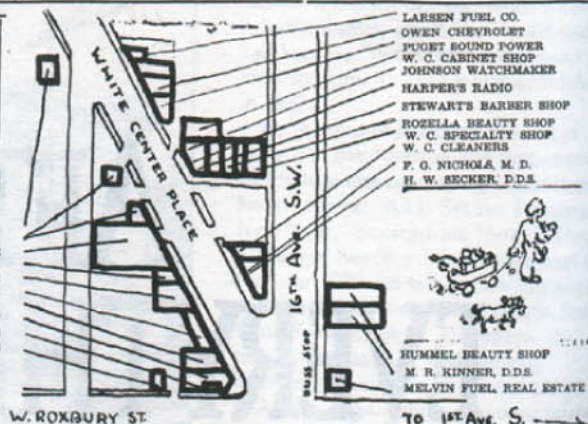
Subscription Rate: \$1.50 per year, \$1.00 6 months

Dean A. Phares Editor and Publisher

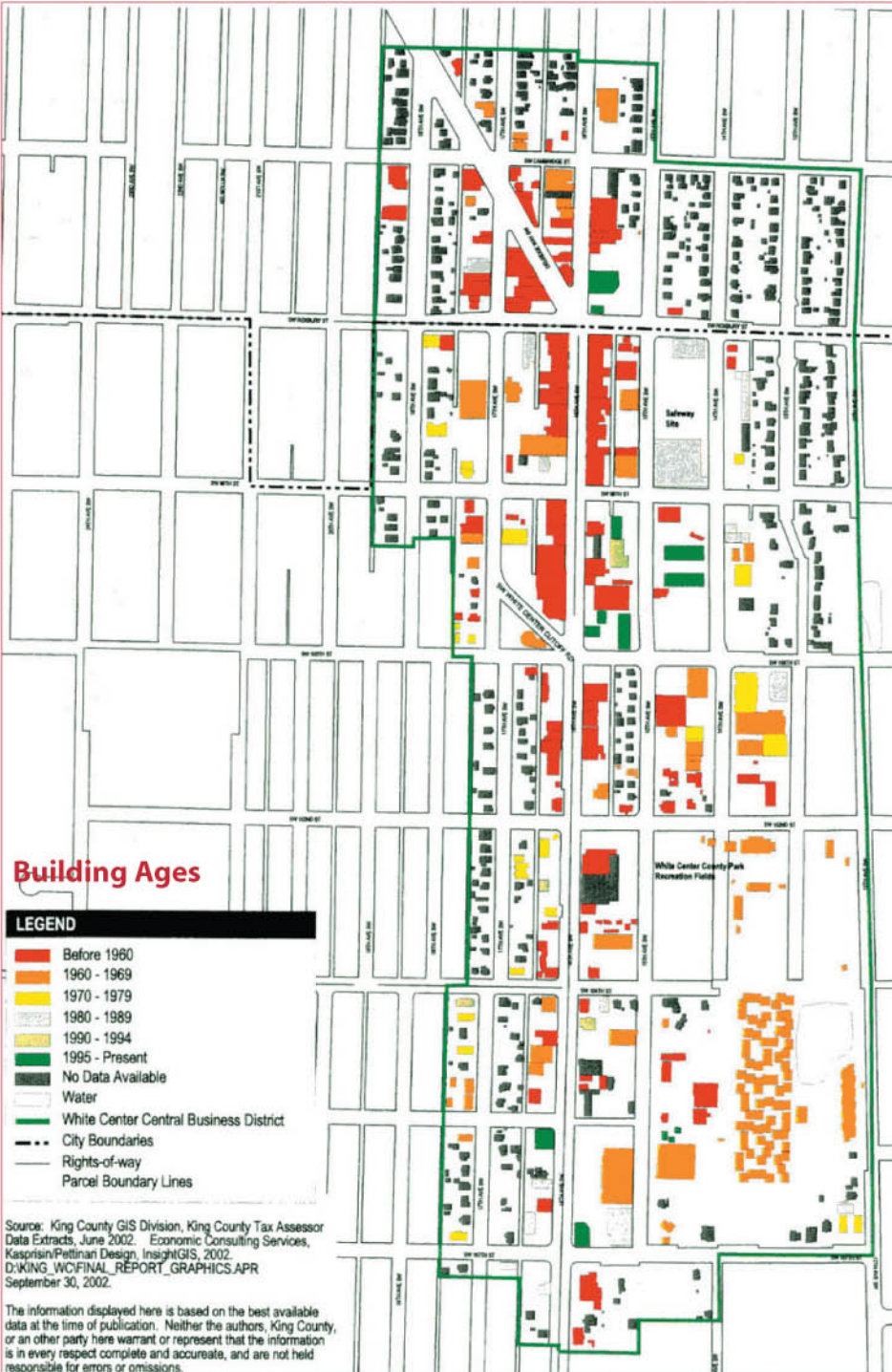
ASSOCIATE COMMUNITY CLUB EDITORS

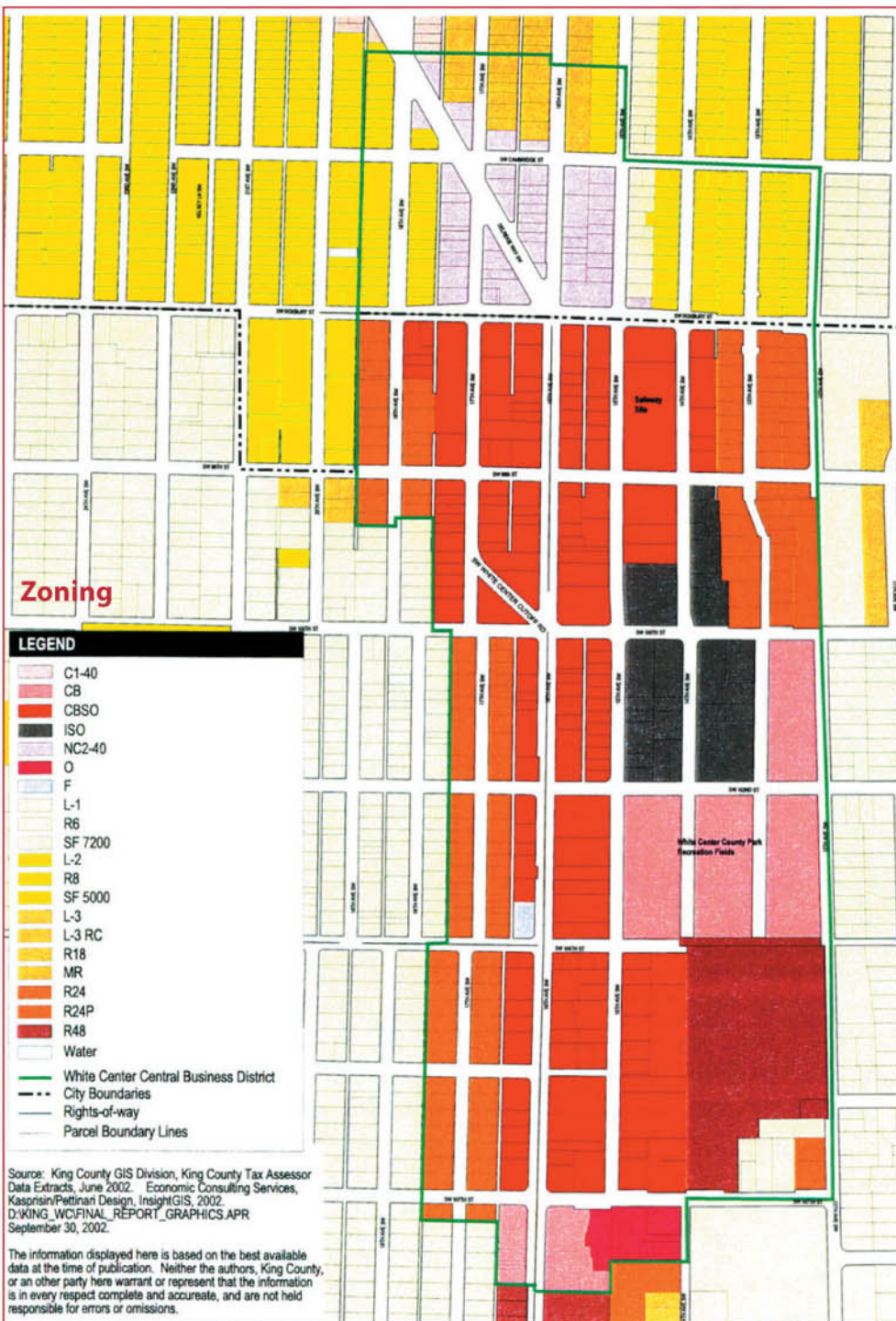
MRS. EDITH SYKES Highland Park Improvement Club
BOB WRAY Highline Men's Progressive Club
MRS. G. W. ROSSNER White Center Imp. and Comm. Club
MRS. CLYDE SWEENEY Mt. View Improvement Club
DR. H. W. BECKER White Center Business Men's Association
CARINE RENINGER Youngstown Improvement Club
GRACELLA SHAW MAYER Burien Improvement Club
ALICE SIMPSON Southern Heights Improvement Club
MRS. ROSE E. ROSS Rebekah Lodge

White Center-area business map, May 21, 1937, boasting 43 businesses within 100 yards
of 16th Avenue and Roxbury Street.



WHITE CENTER NEWS





From the White Center Business District Analysis and Revitalization Plan

USE MAPPING A VISUAL SURVEY

There is considerable light industry in the area including sewing shops and small manufacturing. These are invisible to the street, located in basements and 2nd floors.





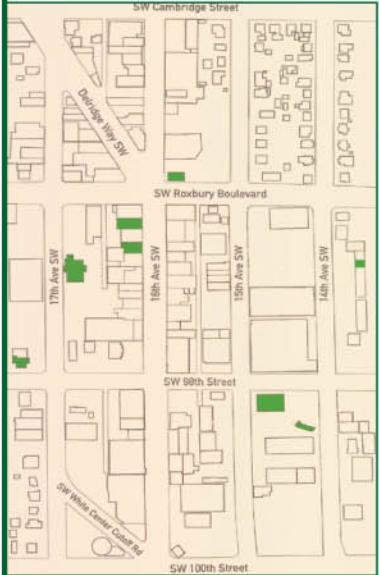
Pedestrian sidewalk use:

canopies
awnings
weather protection



Main-Street has traditional forms of pedestrian weather protection for more than half of street frontage. This should be encouraged and enhanced.



18 & Over:	Food:	Cosmetic:	Automotive:	Money:
<p>clubs, bars adult shops</p>  <p>Although part of its historic culture, the "18 and over" street frontages present blank facades to pedestrians. Opening up clubs and bars and "dressing" the windows of adult shops should be encouraged.</p>	<p>restaurant deli bakery cafe mini-mart</p>  <p>The variety of family-run food outlets combined with the cultural diversity of restaurants and markets presents a highly desirable asset.</p>	<p>hair nail barber</p>  <p>The area provides good service-oriented shop opportunities. The presence of this type of use could increase with improved signage and window use.</p>	<p>repair parts gasoline</p>  <p>A variety of automotive service, vital to local culture and located just off mainstreet, add patronage to the area without detrimental effect to the Main-Street.</p>	<p>banks cash advance insurance mortgage</p>  <p>Auto-oriented banks have located away from Main-Street, while pedestrian-oriented banks keep closer to the prominent intersection of Roxbury and 16th.</p>



Asset Map

1. "Small Town Main Street" - looking south on 16th Ave.
2. Street for Festivals - the community core
3. The Rozella - showcase example of prominent building
4. The Triangle Building - visible historic fabric
5. Delridge Triangle - visible civic green space
6. Crosswalk - potential pedestrian connection
7. Rollerdom - visible historic fabric and cultural icon
8. Marv's Diner - visible historic fabric and cultural icon



Potential Historic District Designation

Main Street Revitalization - Four-Point Approach

Organization - Building consensus and cooperation among public and private groups and individuals, identifying sources of funding for revitalization activities

Design - Enhancing the district's physical appearance through building rehabilitation, compatible new construction, public improvements, and design management systems

Promotion - Marketing the commercial district through events and advertising to attract customers, potential investors, new businesses, residents, and visitors

Economic Restructuring - Strengthening the district's economic base and creating new opportunities through careful analysis and appropriate mixed use development

Heritage Tourism

What:

The National Trust defines cultural heritage tourism as travelling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources.

Why:

- Since 1982, studies commissioned by the State of Washington have demonstrated that heritage resources, including historic buildings, sites, markers and museums are consistently among the most important tourism attractions and amenities

- 82% of potential visitors to Washington were interested in seeing historical "sights"

- studies have consistently shown that cultural heritage travelers stay longer and spend more money than other kinds of travelers

- a good cultural heritage tourism improves the quality of life for residents as well as serving visitors

Local King County Landmark:



White Center fieldhouse built by the WPA in 1940. Courtesy of West Seattle Herald

Designation Criteria:

Be more than 40 years old (25 for Seattle)

Possess integrity of location, design, setting, materials, workmanship, feeling and association

Embody the distinctive characteristics of a type, period, style or method of design/construction, represent a significant and distinguishable entity whose components may lack individual distinction

Be associated with events that have made a significant contribution to the broad patterns of national, state, or local history

King County Incentive Programs:

Special Valuation - for up to 10 years, property taxes do not reflect the substantial improvements made to the historic property

Landmark Restoration Loan Fund - availability of low-interest loans to landmark property owners

Investment Tax Credits - if listed on the National Register of Historic Places, owners are eligible for a 20% income tax credit on the cost of rehabilitating their buildings for industrial, commercial, or rental residential purposes

Current Use Taxation For Open Spaces - establishes a "current use taxation" property tax assessment for the open space that is lower than the "highest and best use" assessment level that usually applies

Landmark Grant Programs - administered by 4cultures with 2 programs available to provide grant monies for purchase, restoration, or rehabilitation of designated landmarks

Historic District Success Story

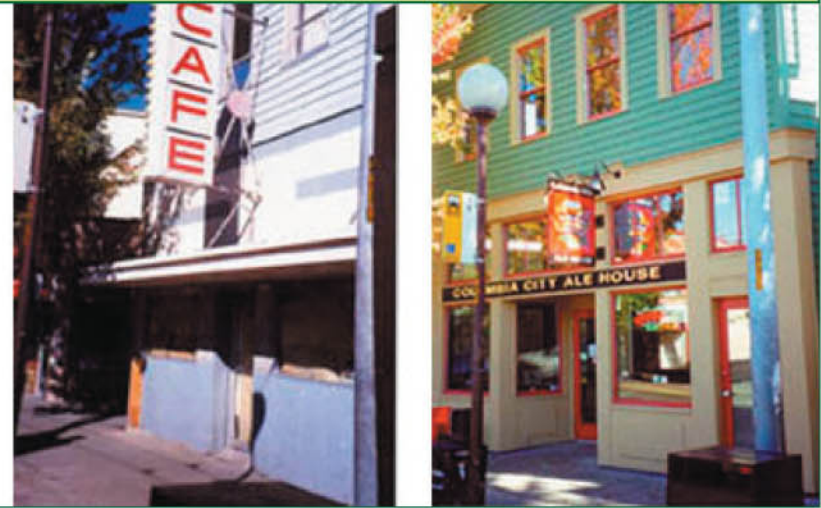


Rainier Ave S

"The revitalization of Columbia City was no accident, but the result of a conscious strategy of renewal undertaken by dozens of highly motivated and dedicated volunteers ..."

The Columbia City Revitalization Story by
Dave Brockman

COLUMBIA CITY



Restoration of building located at 4914 Rainier Ave S. using a 1930's photograph. Pictures from Historic Seattle website. Historic Seattle is a major advocate for, and participant in, the thoughtful and meaningful preservation and rehabilitation of historic buildings, landscapes, and architectural artifacts."

The Columbia City Renewal Strategy:

Do it yourself!

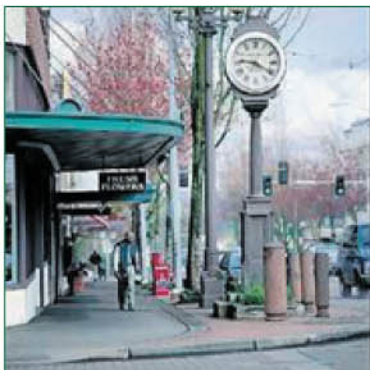
Focus on assets, not problems!

Recognize the talents of people!

Think big, start small!

Take the lead!

Get started!



Rainier Ave S



Restoration of the Grayson Brown Building located at 4860 Rainier Ave S.



WEST ELEVATION - SOUTH END



WEST ELEVATION - NORTH END



EAST ELEVATION - NORTH END



EAST ELEVATION - SOUTH END

MAINSTREET

WHITE CENTER

SPRING 2004

White Center Use and Design Guidelines: Goals

For use in both King County and City of Seattle jurisdictions

Maintain Diverse Economic Activity

- Provide permanent market infrastructure
- Encourage sidewalk use of markets and cafes
- Promote density behind main street
- Maintain mix of lease sizes, particularly incubator or family business scale

Maintain existing historic buildings and elements from particular eras including:

Streetcar - 1920s and 1930s Army recruiting and training - 1940s Cruising days - 1950s

- Maintain continuous drive-up parking for ground floor retail
- Maintain and encourage existing frequency of separate storefront entries
- Maintain existing continuous parapet of one and two story buildings
- Promote importance of quality signage
- Promote opening of closed ground floor facades
- Restore/Repair missing historic elements and facades

Encourage diversity and cultural expression

- Promote use of pertinent cultural color schemes through research and display
- Promote market display

Encourage cross-pedestrian connections to housing, parking, and area retail

- Promote community ownership of greenspace

Enhance pedestrian environment

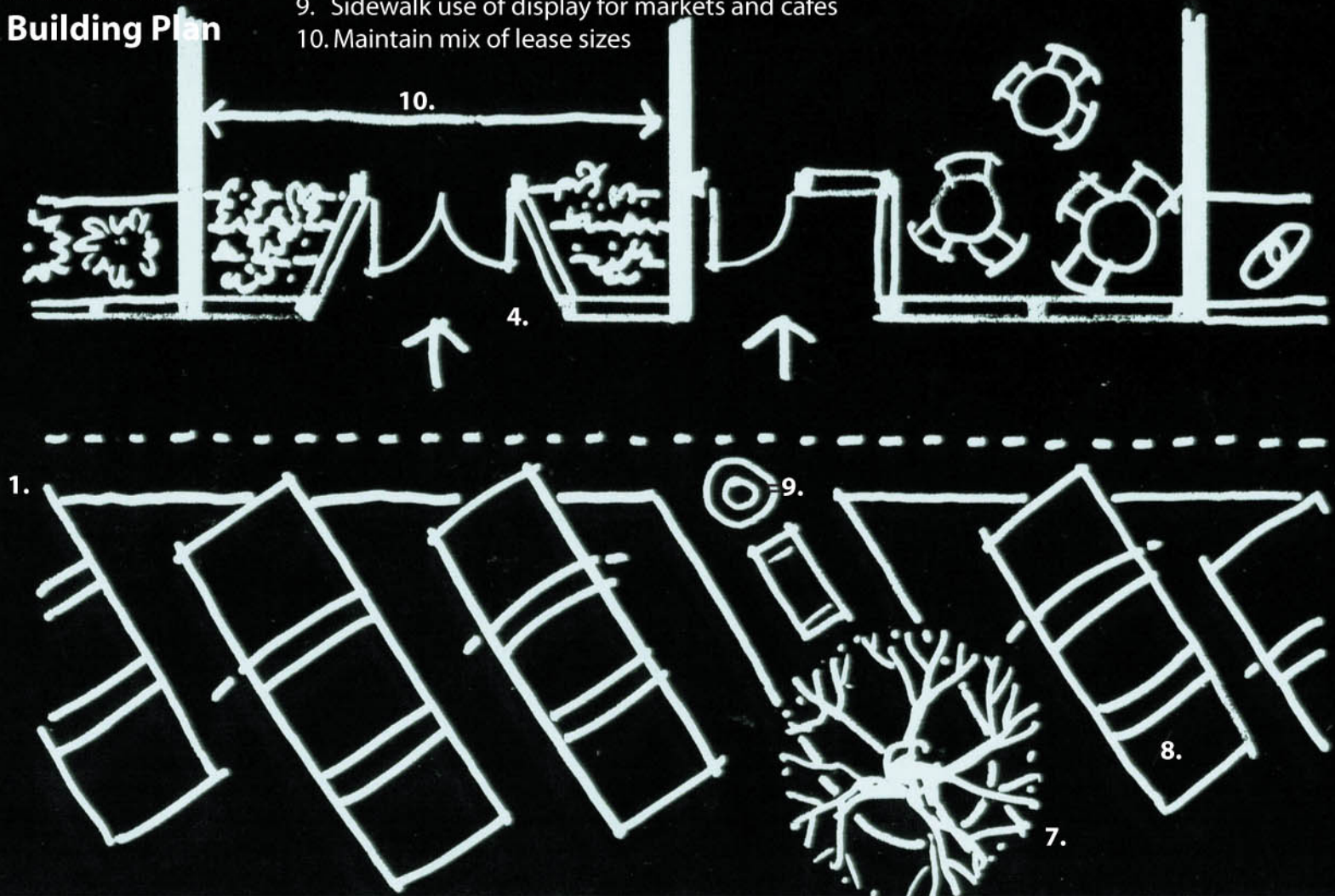
- Maintain and encourage existing frequency of pedestrian protection
- Promote pedestrian eddys
- Maintain daylight access to street
- Promote security through design

Secretary of the Interior's Guidelines for
Preserving, Rehabilitating, Restoring, and Reconstructing
Historic Buildings Website:
www2.cr.nps.gov/tps.standguide/index.htm



Proposed Main-Street White Center Street and Building Plan

1. Provide continuous pedestrian protection
2. Set back new development above 2nd floor for daylight access and Main-Street character
3. Maintain street edge at 1 and 2 stories
4. Provide transparent retail on ground floor with window display and use
5. Provide pedestrian scale character signage
6. Provide pedestrian lighting
7. Provide street trees and pedestrian eddys in community adopted "parking space parks"
8. Maintain continuous drive-up parking
9. Sidewalk use of display for markets and cafes
10. Maintain mix of lease sizes



Proposed Main-Street White Center Street and Building Section



1936



2004

2.

3.

1.

7.

4.

8.

9=9.

5.

6.

Proposed envelope allows for a retail podium that duplicates the existing low rise, 1-2 story street wall. Additional stories are set back from the street face. This maintains the scale and feel of the main-street while maximizing daylight access. The intent is not to remove density but transfer and shape it.



The Triangle Building

If available, building owners can look to and study historic photos of their buildings for restoration goals.

For information from the archived King County assessor records, the research number for the Puget Sound Regional Archives is: (425) 564-3940

Original



Current



Lost Assets

- brick facade
- transparent ground floor
- quality signage
- multiple commercial operations
- awning
- closed to civic open space
- loss of landmark status

Existing Assets



- good visibility
- small scale street frontage
- restaurant | public friendly business
- residential above commercial
- expression of roof or cornice
- culturally diverse

Young's Restaurant

Enhanced Assets



- vibrant color of siding
- multicultural signage with text and graphic
- continuous colored awning
- transparent ground floor
- benches and planters
- area for outdoor tables



Enhanced Assets

- connect to public open space
- re-open closed ground floor windows
- install awnings
- reclaim lost historic design features
- re-activate retail space



The Rozella

[improving
the public
face]



before

A pivotal asset, this building could contribute to the visible transformation of the community with only the investment of a coat of paint. Replacement of the entry canopy with a low-cost awning would be in keeping with the original design intention and provide an asset to the residential address, while additional lighting and improved signage would benefit the ground floor community. Tenants are encouraged to consider their window display carefully and seek to improve the face of their business.



after

For additional information on storefront rehabilitation, please refer to the US Department of the Interior National Park Service Preservation Brief: Rehabilitating Historic Storefronts www2.cr.nps.gov/tps/



Current

Brewsky's Pub

Proposed



A radical transformation of the Main-Street pub from the closed facade of a previous generation of drinkers, to an open sidewalk seating area would encourage social exchange and enhance the commercial viability of the business. University Avenue presents several versions of the prototype. This space also provides a smoker's porch as societies values shift.

King County Zoning

Section 21A.38.050 General Provisions - Property - Special Development Standards/Special District Overlay www.metrokc.gov/mkcc/code/

The purpose of the pedestrian-oriented commercial development district is to provide for high-density, pedestrian-oriented retail/employment uses.

Every use shall be subject to pedestrian-oriented limitations and street facade development standards identified and adopted through an applicable community, subarea, neighborhood plan, or the area zoning process.

The following conditions apply to properties with frontage on a pedestrian street:

- main entrances shall be oriented toward the pedestrian street
- at the ground floor, buildings shall be located no more than 5 feet from the sidewalk
- facades shall comprise at least 75% of the total pedestrian street frontage for a property
- minimum side setbacks of underlying zoning are waived
- building facades of ground floor retail shall include windows and overhead protection
- building facades without ornamentation or comprised of uninterrupted glass curtain walls or mirrored glass are not permitted

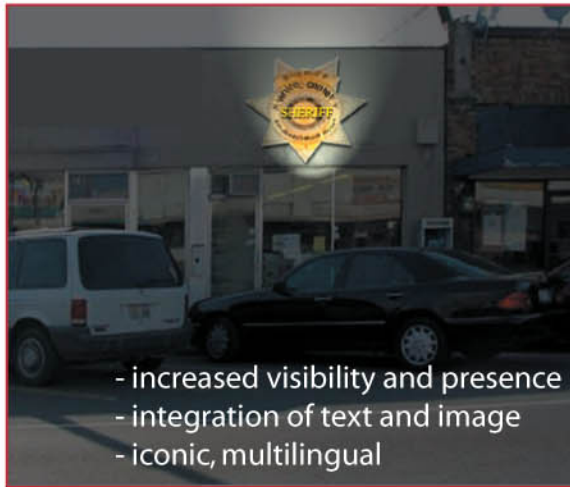
Retail Characteristics

- businesses requiring smaller spaces, 5,000 square feet or less
- devoted to services, repair, and retail
- retail products should be unique, attracting people from a wide area, and should fit with small boutiques
- stores should be accommodated into the overall character of the small shopping experience available in White Center

City of Seattle Zoning

Seattle Municipal code Title 23 - Land Use Code Subtitle IV - Land Use Regulations Chapter 23.47 Commercial
The section of 16 Ave SW that lies north of Roxbury St. is designated as Westwood Highland Park, a residential urban village and zoned Neighborhood Commercial 2 with a height limit of 40 ft. For mixed use development, a minimum of eighty percent of a structure's street front facade shall be occupied by nonresidential uses and extend 30 ft into the building. Please refer to the Seattle Municipal Code at clerk.ci.seattle.wa.us/

Proposed signage for Main-Street Sheriff's Office



- increased visibility and presence
- integration of text and image
- iconic, multilingual

TYPE: Hanging/Blade Sign
Professional Quality



For a list of sign types, their history, uses and preservation, please refer to the US Department of the Interior National Park Service Preservation Brief: The Preservation of Historic Signs
www2.cr.nps.gov/tps/



TYPE: Individual Letter Sign

By following traditional typologies, signage should reflect the historic character of the neighborhood, incorporate cultural influences, and contribute to the overall composition of the pedestrian environment.

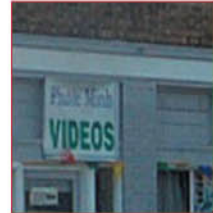
THIS ...



Pedestrian oriented signage
TYPE: Under Marquee Sign

NOT THIS ...

Too much text



Consolidate



Disorganized and deteriorated



Inadequate



TYPE: Awning/Marquee Sign

Integrated awning and signage; adopt building specific signage plan



Good layout:

Name of Business

Type of Service

Contact Information



Great Murals



Multi-lingual text

Haphazard, incremental accumulation with emphasis on text rather than an integrated visual presence, and amateur, temporary signage dominate the streetscape in White Center. Faced with many languages, a visual cue is helpful; a shoe means shoe repair in any language. The historic character of the remaining "strip" signs, such as Marv's Broiler, should be preserved and an effort made to restore lost signs such as the roller skates for the Roller Rink.



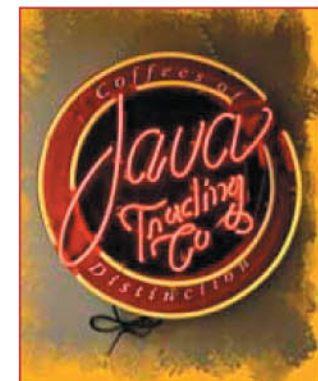
TYPE: Projecting Sign



Community Icons



Traditional Neon!



Goal:



...a safe, well-lit pedestrian environment creating character and identity.

Plan 1 Proposed: Day



Plan 2 Proposed: Night

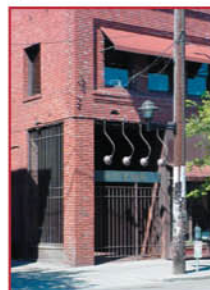


With increased and integrated lighting, signage design is emphasized, pedestrian and business visibility is increased, entries are highlighted, greater product visibility and the character of the setting transformed. In this manner, lighting can create an almost theatrical transformation with limited expenditure.

Storefront Examples

1. integrated character lighting
2. sconce lighting on building facades
3. integrated soffit and entry lighting for safety
4. signage/lighting providing identity and character

1.



2.



3.



4.



Existing



Proposed



Enhanced Assets

- horizontal privacy windows replaced with pedestrian friendly picture windows
- transparent ground floor opens to pedestrian experience

Storefront Examples

1. retro-style storefront with transparent ground floor
2. open threshold to sidewalk and business interaction
3. original full-height storefront with operable clerestory windows
4. emphasis of entry and increase in visibility using transom window
5. use of color to accent original brick facade, maintains historic openings with pedestrian-scaled articulation

Goal:



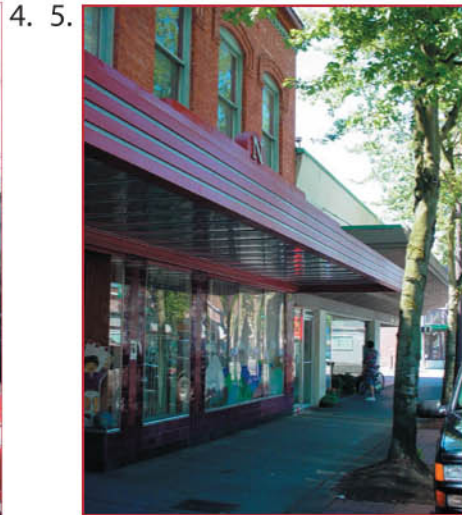
...transparent ground floor with expression of character



Storefront Examples

- 1. brick facade with architectural detail typically considered as heritage value
- 2. Art Deco entry of modern, streamlined style, including color glass, carved concrete, and what was once illuminated glass block. This entry and building is also considered a prime heritage asset.
- 3. Less obvious but equally of value are the 50's and 60's professional buildings such as this medical building with its perforated masonry screen wall.

Goal:



Consider incremental facade rehabilitation ...

- 1. The First Step: Pressure Washing
- 2. Remove deteriorated signage and displays; Clean House
- 3. Apply fresh paint. Use Color!
- 4. Open up storefront windows and entrances that have been filled in.
- 5. Repair or replace traditional period awnings
- 6. Repair or replace historic architectural features

Proposed: Before and After ...



4. The retention of the brick facade, original window placement, character lighting integrated with traditional signage and wood door with high percentage of windows all contribute to the historic character.

5. Art Deco-style metal integrated into awning

6. concrete detail with colorful paint

7. use of tile as accent in bulkhead



Goal:



Exterior



Interior

Transformed



In these examples, color is used to highlight the original rhythm of individual storefronts and contrast with neighbors. This method should be used to emphasize the close rhythm of individual buildings and businesses, an important part of the "Main Street" feel.

Proposed



Beige is rarely the answer in White Center.

Color is a powerful tool in enhancing character and identity. In White Center it could be used to highlight diversity and offers a full spectrum of possibilities. Any of White Center's cultural festivals provides intense juxtapositions of color and pattern





Enhanced Young's Restaurant



1.



2.



3.

The extent of the existing storefront awnings in White Center is considered a pedestrian asset and a unifying characteristic that reinforces the small-town, main street feel. Awnings present a variety of opportunities for:

- lighting
- signage
- rain protection for pedestrians
- sun control for the storefronts
- porches for cafe's
- display for markets

Map of storefronts with awnings



Storefront Examples

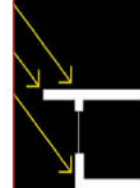
1. awning including lighting, signage, and industrial character
2. tight rhythm of pedestrian signs and varied awnings ranging in cost and character
3. composed streetscape with mature trees integrated harmoniously with continuous awning



DESIGNING WITH THE SUN

DEALING WITH SOLAR RADIATION IS AN INTEGRAL PART OF BUILDING DESIGN STRATEGY. THE SUN PROVIDES US WITH UNLIMITED ENERGY IN THE FORM OF LIGHT AND HEAT, AND THE BEST PART...IT'S FREE. PROPER DESIGN WHICH TAKES INTO ACCOUNT BOTH THE POSITIVE AND NEGATIVE ASPECTS OF SOLAR RADIATION CAN GREATLY REDUCE THE OPERATIONAL COSTS OF A BUILDING.

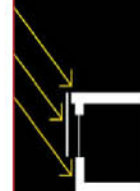
HORIZONTAL SHADE



HORIZONTAL SHADES ARE OPTIMAL BECAUSE THEY ARE EXTREMELY EFFECTIVE BECAUSE THEY BLOCK SOLAR RADIATION BEFORE IT ENTERS THE BUILDING. AT THE SAME TIME, THEY LET IN AMPLE DAYLIGHT BECAUSE THERE IS NO OBSTRUCTION OF THE WINDOW.



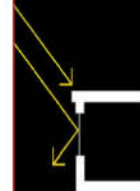
VERTICAL SHADE



VERTICAL SHADES ARE ALSO EFFECTIVE IN BLOCKING SOLAR RADIATION. THEY COVER THE WINDOW, PROVIDING PRIVACY AND SECURITY, BUT REDUCING THE AMOUNT OF DAYLIGHT IN THE SPACE.



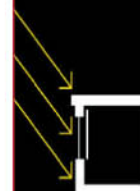
REFLECTIVE GLASS



SOLAR CONTROL GLASS CAN SIGNIFICANTLY REDUCE THE HEAT GAIN WITHIN A BUILDING BY REFLECTING THE SOLAR RADIATION BACK OUTSIDE. HOWEVER, IT TENDS TO HAVE A LOW LIGHT TRANSMITTANCE, MEANING MORE INTERIOR LIGHTING MAY BE NEEDED.



INTERNAL SHADE



INTERNAL SHADES ARE BENEFICIAL BECAUSE THEY ARE THE EASIEST TO CONTROL, AND MOST OFTEN THE CHEAPEST SOLUTION. THEY TRAP SOLAR RADIATION IN BETWEEN THE WINDOW AND THE SHADING DEVICE, HEATING UP THE SPACE. THIS CAN BE BOTH BENEFICIAL (WINTER), AND DETRIMENTAL (SUMMER).



A photograph of a street scene. A large, leafy green tree stands in the foreground. To the left of the tree is a yellow diamond-shaped sign with a black border and a black silhouette of a person walking. Below the tree is a small, dark-colored building with a yellow roof. A car is partially visible on the right side of the image.

Cross-pedestrian connections ...

[existing
and
enhanced]

Lighting and banners reduce the scale of the streetscape and encourage pedestrian activities at night

Pedestrian lighting add character to the street while increasing safety at night

Open space and parking ...

[existing
and
enhanced]

Low trees planted between angle parking provide the experience of low street trees without significant loss of parking or storefront visibility.

Pedestrian environment ...

An enhanced pedestrian environment could begin with new paving, with distinctive texture, and evolve to include benches, planters, and light standards.



Courtesy of the West Seattle Herald

The festival street [98th street] has been the location of the seasonal Farmer's Market and the stage site for the vital cultural festivals of White Center.

The 50's drive-in diner canopy is revisioned for the community ...



Farmer's Market





**Cambodian
New
Year
Festival**



**Custom
Car
Show**

The street festivals make apparent both the density of cultures and generations. The built infrastructure of main street should act as permanent staging for these events to occur.

Storefront Studio: Design Build Summer 2004



**Spring Cleaning
and
Graffiti Competition**



With terra cotta detailing, brick facade and unique storefront configuration, the Rozella is a pivotal building and its rehabilitation could lead to broader community revitalization. Although the current conditions include a uniform beige paint, a missing residential entrance awning, and haphazard signage and window display, opportunities exist to emphasize and enhance the historic character of the building. These simple, low-cost improvements that are proposed will highlight architectural features with contrasting paint colors. One example is a canvas entry awning with integrated lighting and composed window graphics.

Existing



Enhanced



Existing

Enhanced



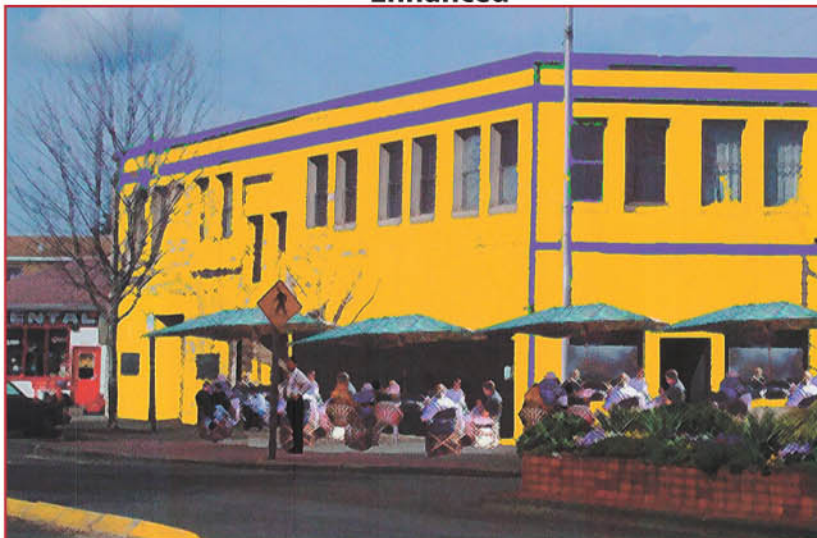


Original

Current



Enhanced



A once dignified building at a prominent crossroads of high visibility, has lost a great deal of its character, street presence and value to the community. An incremental approach to building rehabilitation would occur in conjunction with economic growth. An initial stage would open up the ground floor businesses to the street to capitalize on its position adjacent to a potential community gathering space. As business revenue increases, there is potential for additional sidewalk use, reinstallation of awnings, the creation of secondary retail space, demarcation of residential entry and ultimately, brick restoration, to occur.

Enhanced



Cultural Icon**Heritage Resource**

The existing Marv's Broiler building is an example of the American cultural icon: the drive-in restaurant. A vanishing historic resource, they were once the epitome of popular culture. In this proposal, the extended canopy of the covered drive-in becomes the year-round shelter for a community based market.

Community Asset Centered Re-use

Original



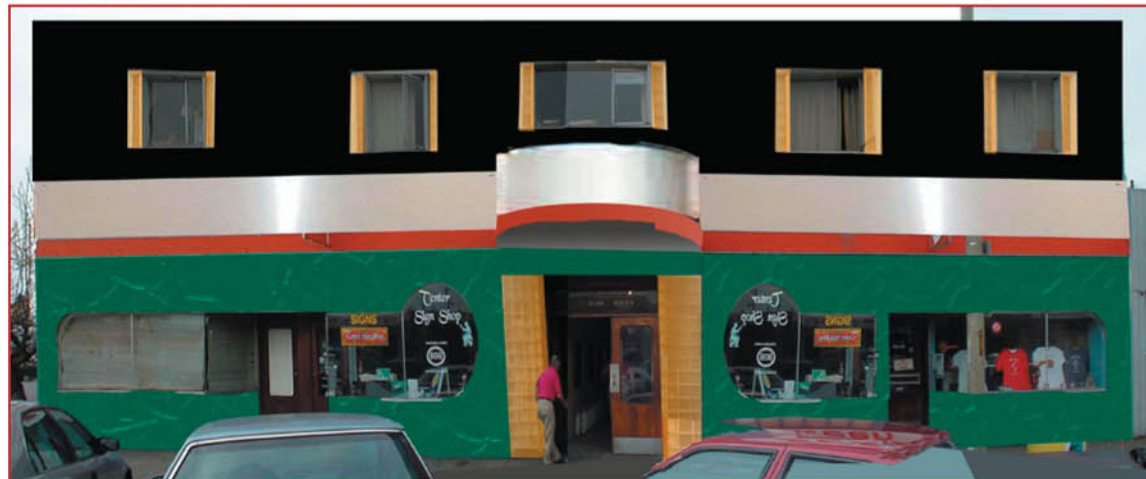
The Southgate Rollerdom represents a pivotal building in the community culture of White Center. The facade of the arena has evolved over time. The most recent and nearly intact, is a streamlined modern befitting a roller rink building on a vital cruising strip. Black and pale green glass cladding were relieved by a fan arch, projecting curved entry canopy and circular windows on either side. The symmetry and clean lines of the deco facade could be restored with glass block lanterns on either side of the door, transforming the night view, and neon pinstriping as a correct period addition.



Current



Enhanced



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SPRING 2004



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