



The City of Seattle

## Pioneer Square Preservation Board

Mailing Address: PO Box 94649 Seattle WA 98124-4649  
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### MINUTES OF MEETING

PSB 72/09

DATE: March 18, 2009  
PLACE: City Hall, Room L280  
TIME: 9:00 a.m.

#### Board Members Present:

Doug Ito  
Lorne McConachie  
Ryan Hester  
Ann Brown  
Catherine Person  
Miriam Hinden  
Adam Hasson  
Erin Doherty

#### Staff:

Genna Nashem  
Melinda Bloom

#### Absent

John DeLanoy

Chair Doug Ito called the meeting to order at 9:00 a.m.

Mr. Ito asked if there were any recusals on the agenda; Ms. Hinden and Mr. Hasson stated they would recuse themselves from consideration of the Corona Building application.

#### **031809.1**

##### **APPROVAL OF MINUTES:**

Minutes February 4, February 18, 2009

MM/SC/RH/AB

8:0:0 Minutes approved.

March 4, 2009

Not ready for review.

#### **031809.2**

##### **APPLICATIONS FOR CERTIFICATES OF APPROVAL**

031809.21

##### **Fulton Hotel Building**

318 2<sup>nd</sup> Ave S

**Tabled.**

031809.22

**Corona Building**

610 2<sup>nd</sup> Ave

Application: Temporary change of use from retail to office for a 2,180 square foot space

Ms. Nashem said the use does not exceed 20% of the block front allowed per 23.66.130 C.d

Applicant comment:

Carl Lindstrom stated they will use the space as a construction office for the Alaska Building project. He asked if they should paper the windows or leave them open.

Mr. Ito stated the windows should be left open to allow for transparency.

Mr. Lindstrom said the lease is for one year with an option for two extra months. They propose no exterior signage as the only visitors to the office will be associated with the project. There will be no posting of permits required.

Public Comment: There was no public comment.

Board Discussion:

Mr. McConachie said the temporary use fits within the requirements for the block.

Mr. Hester agreed the windows should remain open and not be papered over.

Action: I move to approve a Certificate of Approval for temporary change of use from retail to office for the 2180 square feet space as proposed through May 2010 per

Code Citations:

SMC 23.66.120 Permitted Uses

SMC 23.66.130 Street Level Uses C.d Professional services or office

**MM/SC/RH/LM**

**6:0:2 Motion carried.** Ms. Hinden and Mr. Hasson recused themselves.

031809.23

**Elliot Bay Café**

Globe Building  
101 S Main Street

**Tabled.**

031809.24

**Pioneer Square Urban Market**

Interurban Building  
159 Yesler Way

Application: Installation of business signage

Mr. Ito explained that ARC reviewed the photos of the signs and found them to be in compliance and the transparency acceptable but had asked for additional information and photos to verify the size of letters was correct. ARC recommends approval.

Ms. Nashem said the signs had already been installed. Signage meets rules for letter size and size of A-Board and number of neon signs. The Board should consider if the amount of signage meets transparency requirements and if the number of signs is over proliferation of signs.

**Applicant Comment:**

Dane Hofbauer explained the request for signs. They propose a sandwich board and vinyl lettering and two neon signs.

Mr. Ito said ARC discussed that the lettering on the windows is low and provided plenty of transparency and the neon is allowed.

**Public Comment:** There was no public comment.

**Board Discussion:**

Mr. McConachie said the main sign is in the sign band, the windows are largely open and the neon is in line with guidelines.

Mr. Hasson said the amount of words was a bit of sign proliferation and seemed a slight overkill.

**Action:** I move to approve a Certificate of Approval for signage as presented per

Code Citations:

XX. Rules for Transparency, Signs, Awnings and Canopies

B. General Signage

C 1. Letter size

D. Neon Signs

F. Sandwich Board Signs

SMC 23.66.160 Signs

**MM/SC/ED/MH**

**8:0:0 Motion carried.**

031809.25

**101 Yesler Way**  
Olympic Block

**Tabled.**

031809.26

**219 S Washington**

**Tabled.**

031809.27

**Wall Sign**  
Squire Center Building  
901 Occidental Ave S

**Application:** Installation of new 25 feet by 150 feet sign copy on the North side of the building

Ms. Nashem explained the request for installation of new 25 feet by 150 feet sign copy on the North side of the building. This is a non-conforming legal on-premises wall sign. Board can review for color compatibility to the District

ARC Report: The applicant did not show up for the ARC

Applicant Comment:

David Pigeon said the color on the drawing was not truly reflective of the actual tone due to the nature of the see-through mesh. He thought the actual color would appear lighter.

Mr. Ito noted a previous sign was approved and the sign that was put up was not what was approved and now the applicant is back to have another sign approved that is already up.

Mr. Pigeon stated there was confusion about the colors and the agency sent one out and another agency installs it.

Mr. Ito stated that a sign was put up but the approved sign was not put up and then a new one was put up.

Mr. Pigeon explained they didn't know they wouldn't receive the approved red one.

Ms. Nashem reminded Mr. Pigeon that as the applicant it is his responsibility to be sure that what is put up is what is approved.

Mr. Pigeon said he realized the mistakes that have taken place between the agency and the media company and they will work diligently to make sure this does not happen in the future.

Mr. Hasson asked the applicant if he had photos so the Board could verify that the color is correct.

Mr. Pigeon said he did not.

Ms. Doherty thought it was close.

Mr. Pigeon said the color in the rendering was as accurate as they could get.

Mr. McConachie asked if the connection of the banner to the wall was existing.

Mr. Pigeon stated they used existing attachments.

Mr. McConachie requested applicant include in their notes on the drawing that the embedment is in the mortar joint and not in the brick.

Public Comment: There was no public comment.

Board Discussion:

Ms. Person noted that "Fourpoints Specialties" at the bottom of the sign would be impossible to read.

Mr. Pigeon said the sign code required it be added even though it won't be visible from the viaduct. It will be visible from First or Occidental.

Ms. Nashem said it was likely the difference was between advertising Pepsi or advertising the store in the building.

Mr. Pigeon said on premise signs in Belltown don't have to have store indicators and that the code doesn't say that the name of the store has to be on the sign – it just has to be a product or business that is represented in the store.

Ms. Person asked if the store was open now and if so, how would anyone know there is a store there.

Mr. Pigeon replied it was open and they haven't applied for sandwich boards yet but will soon. In response to Board questions he said that Fourpoints is a convenience store with online specialty beer and wine orders.

Mr. Pigeon said the sign would be swapped out in July and they would be back.

Action: I move to approve a Certificate of Approval for installation of new 25 feet by 150 feet sign copy on the North side of the building:

Code Citations:

II. Certificates of Approval for Use, Design and Demolition

A. General Requirements

SMC 23.66.160 Signs C.1 d. and g.

Secretary of Interior Standards 9

**MM/SC/AH/LM**

**8:0:0 Motion carried.**

**031809.3 BOARD BUSINESS**

**031809.4 REPORT OF THE CHAIR:** Doug Ito, Chair

**031809.6 STAFF REPORT:** Genna Nashem

Ms. Nashem explained that she emailed to the Board the proposed change to sign code to add language to deal with parking signs. She read from the proposed change.

There was question as to whether the language spoke to surface lots or if it would apply to parking garages - clarification was needed. The Board discussed the total square footage of signage allowed and the number of allowed signs. There was question if the lots would be minimally signed and if the code would allow enough signage for a lot.

Ms. Nashem explained the language was from the International District signage language.

Mr. Hasson stated that the focus of the Board is on buildings and not parking lots and thought a small tasteful sign would be adequate. The payrate information may all be on the pay station which would be allowed.

Ms. Nashem added that they could use the 18' allotted to identify the parking and hourly rates.

There was general agreement on limiting the number of signs and to make sure the code is very clear.

Mr. McConachie explained that the Paulsen Building continues to be out of compliance with no transparency and several businesses in Pioneer Square are not complying with the "A" board requirements.

Ms. Nashem said that Pioneer Square Community Association has the permit, this Board reviews them and the is the business who puts up the A-board; enforcing compliance is hard because who has the permit for the signs is not who actually puts up the A-Board.

9:45 a.m. The meeting was adjourned.

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
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