



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 62/08

DATE: March 5, 2008
PLACE: City Hall, Room L280
TIME: 9:00 a.m.

Board Members Present:

Staff:

Doug Ito
Alex Bennett
Adam Hasson
Lorne McConachie
Ann Brown
Catherine Person
Rick Friedhoff
David Strauss

Genna Nashem
Melinda Bloom

Absent:

Ryan Hester
John DeLanoy

Doug Ito, Chair called the meeting to order at 9:04 AM

030508.1 APPROVAL OF MINUTES:

Draft minutes from February 6, 2008 approved as amended.
Mr. Strauss should be added to "Absent"

MM/SC/AB/AH 7:0:1 Mr. Bennett and Mr. Strauss abstained.

Draft minutes from February 20, 2008 approved.

MM/SC/LM/AB 7:0:1 Mr. Bennett abstained

030508.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL

030508.21 **Magic Mouse Toys**
603 1st Ave
Mutual Life Building

Ron Wallace

Summary of Application: Install a neon sign in the window above the door

ARC Report: Mr. Ito said the ARC reviewed drawings and renderings provided and that the ARC felt that the flashing key was only a small portion of the sign and being it

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The Seattle Department of Neighborhoods**

"Printed on Recycled Paper"

fit with the theme of a toy store, that it was allowable per the SMC 23.66.160 C.6. ARC however, did recommend the removal of the window vinyl signage near the neon sign as it over crowded the area. ARC noted that this will make the third neon sign which will be the maximum allowed per District Rules. ARC members felt there was a lot of signage but felt adding an additional sign if two were removed would be acceptable. The applicant confirmed that the transformers will be behind the sign and one will be covered by the vinyl blocks on the right side of the sign. ARC recommended approval of the sign as amended with the removal of the two vinyl signs in the window next to the proposed sign.

Staff Report: Ms. Nashem presented the Staff Report and said the sign meets rules for letter height, number of neon signs, and number of colors on the neon sign. The Board should review 23.66.160 C.4 and C. 6

Applicant comment: Ron Wallace said the owner agreed to remove the vinyl signs.

Mr. Ito said they have three neon signs which is the maximum allowed.

Mr. Wallace said the owner is excited to enhance the store's image; this will help to keep the store's image fresh and successful.

Public Comment: There was no public comment.

Board Questions: There were no board questions.

Board Comments: There were no board comments.

Action: I move to approve a Certificate of Approval for neon signage as submitted including the removal of the two vinyl signs at the entry:

Code Citations:

District Rules XX Rules for Transparency, Signs, Awnings, and Canopies

B. General Signage Regulations

C.1 Letter Size

D. Neon Signs

SMC 23.66.160

C.1.a.Shape of Sign related to Architecture, b. texture of sign, c. possibility of damage, d. proposed colors

C4. Size location and number of proposed or existing signs

C6. Signs with flashing lights

MM/SC/AB/LM

8:0:0 Approved as submitted.

030508.22

Schoenfeld Interiors

Steve Zamberlin

119 S Jackson St

Fisher Building

Ms. Nashem read the Summary of Application which proposes to paint the building and Install new business signage and building signage

ARC Report: Mr. Ito read the ARC report which reviewed the proposed color change. ARC said that they thought the color palette of the samples was appropriate for an art deco building. ARC found the "Fisher Building" sign and the vinyl window business

signage to meet Rules and Codes. ARC and the applicants discussed alternatives for the business sign. ARC had concerns about the sign covering architectural elements. The applicants said that they explored other options but found that the name is too long for a blade sign in either direction. They also said that because of the symmetry of the building and being one of two tenants they felt that over the door was the best location for the sign. The applicants said they did not want to re-use the existing sign because they did not think that the sign style went with the building or the style of their business. Mr. Shoenfeld said because they own other stores they are trying to maintain the look of their logo. They also noted that the building next door had similar style signs as they were proposing. ARC members agreed that the placement of any signage would be difficult but they wanted to be sure this was the best option. An ARC member asked if the other existing sign would also be changed to match in order to maintain the symmetry of the building. The applicant said that they had discussed it with the other business owner but they are not interested in changing their sign at this time, but Mr. Shoenfeld is hoping a matching sign can be added at some time. ARC discussed the lighting and decided that this lighting would not be considered backlit, which is prohibited in the District Rules. The applicants said that they could try an alternative with the sign being less tall so that more of the architecture of the building could be visible. ARC recommends approval of the application pending modifications to the business sign.

Staff Report: The building sign is less than 10% of the façade as required for wall signs, the vinyl signage meet rules for letter height. The Board should review 23.66.160 C.1 and C.4 for the overall sign package.

Mr. McConachie asked if the Fisher Building sign typography was Deco style. He said with the serifs it looks classical rather than Deco typography. Mr. Ito said the font is Copperplate. Mr. McConachie said the sign should be in keeping with the Deco style of the building.

Mr. Strauss said there are a number of Deco fonts without serifs and maybe there are some with serifs.

Ms. Nashem asked if he knew why this font was chosen. Mr. Zamberlin said no.

Mr. McConachie said he would like to understand why this font was chosen.

Ms. Person asked if there were any old photos of the building and if it ever had the Fisher name on it. Mr. Zamberlin said no.

Ms. Nashem said the Fisher Building is its common name; the historic name is very long.

Mr. Friedhoff asked why they are naming it that now. Mr. Zamberlin said it was to give it the name it is known as for recognition.

Mr. Ito said the Fisher family is in-laws to Shoenfeld which is the family furniture company.

Mr. Bennett said the Shoenfeld name is its company logo. Mr. Zamberlin said they had difficulty with the lettering and used a thin font.

There was discussion about the lighting of the sign and method of attachment. Mr. Zamberlin said the sign will be lit using individual LED modules within letters. He said the attachment will use the lowest impact to the building as possible to the inside entry way. All window mullions and storefronts will be painted the darker color, the Stout and the sign supports will be painted the same to blend in.

Mr. Bennett said it appears to be a stone wrapped entry and then a wood storefront. Mr. Ito said it was cast stone cement. Mr. Bennett said the material was repairable. Mr. McConachie said in terms of reversibility, cement can be patched and regouted.

Mr. Ito said Mr. Hester, who is an engineer, was at the ARC and thought structurally, the best way to hang the sign was as proposed.

Mr. McConachie asked if they are proposing new doors as the doors in the rendering looked different. Mr. Zamberlin said he did not think they were proposing new doors.

Ms. Nashem said that was not part of this application; if they are then they would need to submit another application.

Mr. McConachie said the Schoenfeld sign should be light and float in front because it is obscuring the building fabric which is typically not where he wants to see signage. He asked Board as a discussion point, if the sign floats.

Mr. Zamberlin said one would be able to see the recess into the building so it won't be covered but it will be obscured.

Mr. Hasson said it is a compromise, but it is high quality sign.

Mr. Ito said it is also removable.

Mr. Hasson said that maybe the other side should match continuing the building symmetry. He said his preference is the blade signs as they exist now.

Mr. Zamberlin said they would work on getting the other sign to match.

Ms. Person said the aluminum seems bright.

Mr. Hasson asked if the sign was scaled down. Mr. Zamberlin said it is down to 2'9," before it was 3'.

Mr. Strauss said he shared concerns that the sign obscures two pilasters. He said he thought this sign represents a significant change in approach to the flatness of the building and the low relief details by expanding that relief, obscuring some of it. He said he appreciates the desire to have as large a sign as possible but he doesn't think it is compatible with the building. He said it was a good quality sign with nice typography, but he is concerned with what it is doing for the existing architecture of building.

Mr. McConachie said he isn't sure where a sign should go on this building because of the decoration; even the blade signs are oddly located.

Ms. Brown said she thinks the paint change will be phenomenal. She said she understands Mr. Schoenfeld wants people to find him using the logo he currently uses.

Ms. Person asked if they looked at it with “Schoenfeld Interiors” much smaller to fit in between pilasters.

Mr. Zamberlin said it is difficult to make the background small and have enough room for the light to reflect.

Public Comment: There was no public comment.

Mr. McConachie said he is troubled by the signage; he said he wondered about splitting application to approve the paint and table the signage to look at alternatives. He said he wants to see alternatives and have a deeper exploration of the nature of Deco signage.

Mr. Bennett agreed.

Mr. McConachie said he is appreciative of Schoenfeld moving into the Square and is supportive of the business activity; he just wants to get the signage right.

Mr. Strauss said the sign presentation is best they’ve seen with the level of detail and the clarity of it.

Mr. McConachie agrees it is a good looking sign; he doesn’t know if it fits on this building.

Mr. Friedhoff said he doesn’t know if the sign fits and that it covers up the whole space above the door.

Mr. Strauss said the building is a tough one to put a sign on. In thinking through examples of Art Deco, it is typically inscribed in or relieved from the surface itself and we wouldn’t do that. Mr. Strauss requested a couple options to demonstrate that this sign might be the best sign.

Mr. Zamberlin said they tried vertical display and with the pilasters and columns, this was the best option. If the transom window is the issue, he said there might be another inch or so that can be taken down, perhaps to a 30” maximum overall height with the windows.

Mr. Ito requested other sign examples in the more Art Deco theme to be more in keeping with building. He said he doesn’t think we want to see something that looks like the Chrysler Building in miniature as a sign saying “Art Deco”. He said they are not asking them to change Schoenfeld because that it their brand.

Mr. Bennett said he is asking how to fit that into existing key detail of the building.

Mr. Hasson said the building has strong vertical elements; a long vertical sign would be more sympathetic to the building. He said the proposed sign is more sympathetic to the building next door.

Mr. Friedhoff suggested the Board give direction by identifying what is important, what elements we are protecting and how we would like the impact reduced.

Mr. Strauss said the sign is somehow linking the two flanking windows, it is pretending to be more architectural than it is and looks additive. He said he wondered if the sign was shortened so part of pilasters were still visible, if that would solve part of the problem.

Mr. Ito said he thought that would because you could read the columns going through.

Mr. Bennett said that might eliminate the horizontal band the sign created and allow the building to still be read vertical.

Mr. Strauss said the sign should be subordinate to architecture.

Mr. Zamberlin said it has to be a balance in dead space; there is 18" on either side of letters so not a lot of room.

Mr. Bennett said there are many ways to sign, but the vertical elements are primal to building.

Mr. Zamberlin said the "S" & "D" are already half way through columns.

Mr. McConachie said when the applicant explores alternatives, he should look at precedent of Art Deco signs; how to juxtapose, to float etc.

Ms. Nashem clarified that the sign rules don't say the letters have to be 10 inches; that is just the maximum allowed.

Public Comment: There was no public comment.

Mr. Ito suggested a motion to approve paint colors and table signage.

Mr. Hasson said bring all signage back to ARC.

Action: I move to approve a Certificate of Approval for paint colors as per:

Code Citations

District Rules

III. General guidelines for rehabilitation and new construction

D. Color

MM/SC/CP/AH

8:0:0

Mr. Bennett left at 9:50 am

030508.23

Alaskan Way Viaduct

Railroad Way S. to Columbia St.

Install electrical utility conduit along the underside of the Alaskan Way Viaduct

Summary of Application: Install electrical utility conduit along the underside of the Alaskan Way Viaduct

Application withdrawn

030508.24

Heritage Building

Steve Olson

111 S Jackson St

Ms. Nashem said this application is to install air intake louvers in existing openings on floors three through five on the alley façade and to install new rooftop condensing units per plan.

Mr. Ito read from the ARC Report: ARC reviewed the plans provided. The applicant explained that they are adding mechanical equipment and louvers for air. He said they purposely located the louvers on the non-primary sides and not in the windows closest to the street. ARC wanted to see more detail on how the louvers will be installed. Mr. Olson said that the louvers will be painted a terracotta color like the existing louvers. The applicant explained that they have a new layout of the condenser units and have reduced their number compared to their original submission. They will provide updated plans. He said that the units are about three feet high but the parapet wall is five feet high so they will not be seen even though they are proposing one unit set back less than 15 feet. ARC members asked for a section drawing to more clearly demonstrate that the unit will not be seen. ARC recommends approval pending the additional information requested.

Applicant comment: Steve Olson said a new tenant is moving in to the 3rd and 4th floors and 5th Floors. Mr. Olson said existing mechanical in the building is old and under serves existing tenants in the building so new mechanical is needed to accommodate more people and technology-oriented business. Mr. Olson said the building owner was not interested in updating the whole system at this time, so Mr. Olson's firm is seeking approval to augment existing mechanical. He said they propose adding a series of three to five heat pumps to each of the floors using the louvers to bring fresh air to the heat pumps. He said the parapets are high enough so there is no visual impact from the street level. Mr. Olson said they would remove the windows for louvers and install louvers full height painted terracotta color to match existing louvers.

Staff report: Ms. Nashem said the code requires the mechanical units to be set back 15 feet; the Board can modify the setback after verifying that they are minimally visible.

Mr. McConachie said there appears to be a setback.

Mr. Olson clarified there are a few units that are less than 15 feet set back.

Mr. McConachie asked if all they are all lower than parapet. Mr. Olson said yes.

The Board members agreed the units are not visible.

Public Comment: There was no public comment.

Action: I move to approve a Certificate of Approval for installation of louvers and rooftop condensing units as presented per:

Code Citations:

District Rules:
III. General Rules for Rehabilitation and New Construction
VII Mechanical Systems
SMC 23.66.140 Height, C. Rooftop Features 5.

MM/SC/DS/AB

7:0:0

030508.3 BOARD BUSINESS

Ms. Nashem passed out the official update on code for binders. She said the change is the code amendment that came with Alaska Building. She said they will be seeing the Trolley Barn for preliminary design review next meeting and she will bring those code amendments to ARC and next Board meeting.

030508.4 REPORT OF THE CHAIR: Doug Ito, Chair

030508.6 STAFF REPORT: Genna Nashem

The meeting was adjourned at 9:50 am.

Genna Nashem
Pioneer Square Preservation Board Coordinator
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