



The City of Seattle

# Pioneer Square Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649  
Street Address: 600 4th Avenue, 4th Floor

PSB 49/20

**MINUTES** for Wednesday February 19, 2020

**Board Members**

Lynda Collie  
Kianoush Curran  
Alise Kuwahara Day  
Audrey Hoyt  
Alex Rolluda, Chair

**Staff**

Genna Nashem  
Melinda Bloom

**Absent**

Brendan Donckers  
Olivia Price  
Felicia Salcedo

Chair Alex Rolluda called the meeting to order at 9:00 a.m.

**021920.1 APPROVAL OF MINUTES:**

November 20, 2019

MM/SC/AH/AKD 3:0:2 Minutes approved. Ms. Curran and Mr. Rolluda abstained.

December 4, 2019

MM/SC/KC/LC 5:0:0 Minutes approved.

**021920.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL**

**021920.21 The Lowman and Hanford Building**

The Stop Sandwich  
616 1<sup>st</sup> Ave

Installation of signage

Keith Smith proposed signage for his sandwich shop: window vinyl and logo on door; blade sign with wrought iron support that will be mounted into grout. He proposed

switching out the name on the mosaic tile and noted it is not original but was from the previous tenant. He said it was not in good shape.

Mr. Rolluda noted damaged area on tile and asked if they would repair it.

Mr. Smith said no that there was difficulty in finding a match.

Mr. Rolluda said it is a trip hazard.

Ms. Nashem said the “Mario’s” part of the sign is contemporary but that she didn’t know if any of the rest is original.

Mr. Smith said they could replace it all to match what is there.

Ms. Curran said if there is no historic significance it may not be necessary to change it out.

Mr. Rolluda concurred. If the tiles are historic, they would need to be preserved; he asked for more research and suggested tabling the tile portion of the application.

Ms. Nashem said she would review the file.

ARC report: Ms. Kuwahara Day reported that ARC reviewed the plans and photos provided. ARC thought that the signage complied with guidelines for letter height, square footage, attachment in the mortar and transparency and was generally compatible with the building and the district. They thought that if the white tile was not a match that it would be better to replace all the white tile inside the black rectangle. ARC recommended approval.

Staff report: Ms. Nashem said that in this case the tile in the entry way also contains signage. This is typical historically and coterminally. The Board was reviewed the letter size of the business name for compatibility with the District rules for signage letter size.

Public Comment: There was no public comment.

Action: I move to recommend granting a Certificate of Approval for installation of signage including a blade sign vinyl letter on the windows, and logo on the door and to replace the tiles in the entryway to read as “The Stop” as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *February 19, 2020* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

### SMC 23.66.160 Signs

B. To ensure that flags, banners and signs are of a scale, color, shape and type compatible with the Pioneer Square Preservation District objectives stated in [Section 23.66.100](#) and with the character of the District and the buildings in the District, to reduce driver distraction and visual blight, to ensure that the messages of signs are not lost through undue proliferation, and to enhance views and sight lines into and down streets, the overall design of a sign, flag, or banner, including size, shape, typeface, texture, method of attachment, color, graphics and lighting, and the number and location of signs, flags, and banners, shall be reviewed by the Board and are regulated as set out in this [Section 23.66.160](#). Building owners are encouraged to develop an overall signage plan for their buildings.

C. In determining the appropriateness of signs, including flags and banners used as signs as defined in [Section 23.84A.036](#), the Preservation Board shall consider the following:

1. Signs Attached or Applied to Structures.

- a. The relationship of the shape of the proposed sign to the architecture of the building and with the shape of other approved signs located on the building or in proximity to the proposed sign;
- b. The relationship of the texture of the proposed sign to the building for which it is proposed, and with other approved signs located on the building or in proximity to the proposed sign;
- c. The possibility of physical damage to the structure and the degree to which the method of attachment would conceal or disfigure desirable architectural features or details of the structure (the method of attachment shall be approved by the Director);
- d. The relationship of the proposed colors and graphics with the colors of the building and with other approved signs on the building or in proximity to the proposed sign;
- e. The relationship of the proposed sign with existing lights and lighting standards, and with the architectural and design motifs of the building;
- f. Whether the proposed sign lighting will detract from the character of the building; and
- g. The compatibility of the colors and graphics of the proposed sign with the character of the District.

6. Projecting signs and neon signs may be recommended only if the Preservation Board determines that all other criteria for permitted signs have been met and that historic precedent, locational or visibility concerns of the business for which the signing is proposed warrant such signing.

### **Pioneer Square Preservation District Rules**

#### **III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION**

In addition to the Pioneer Square Preservation District Ordinance and Rules, The Secretary of the Interior's Standards for Rehabilitation with Guidelines

for Rehabilitating\_Historic Buildings, and the complete series of Historic Buildings Preservation Briefs developed by the National Park Service shall serve as guidelines for proposed exterior alterations and treatments, rehabilitation projects, and new construction. (7/99)

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. (7/99) In considering rehabilitation projects, what is critical is the stabilization of significant historical detailing, respect for the original architectural style, and compatibility of scale and materials.

#### C. Special Sidewalk Treatment

Decorative treatments within the sidewalk may be allowed as outlined below. Repair and maintenance of decorative sidewalk elements are the responsibility of the property owner.

Building Entry. Owners are allowed reasonable flexibility in calling attention to their entryways through special paving that is integrated with the sidewalk as a whole. Special treatments for building entries should be considered according to the following criteria:

1. Infill Area: Tiled entryways will be considered only when in character with the District and the scale and integrity of the building. In all cases, the intent of entryway flexibility should be to provide diversity to the streetscape at logical points within a generally coherent scheme.
2. Size of Treatment: Building entry materials should generally not extend into the sidewalk any farther than the building base. Exceptions may be granted when the scale of the entry and the building merit treatment.

#### XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

The Pioneer Square Preservation Ordinance reflects a policy to focus on structures, individually and collectively, so that they can be seen and appreciated. Sign proliferation or inconsistent paint colors, for example, are incompatible with this focus, and are expressly to be avoided. (8/93)

##### A. Transparency Regulations

1. To provide street level interest that enhances the pedestrian environment and promotes public safety, street level uses shall have highly visible linkages with the street. Windows at street level shall permit visibility into

the business, and visibility shall not be obscured by tinting, frosting, etching, window coverings including but not limited to window film, draperies, shades, or screens, extensive signage, or other means. (8/93, 7/99, 7/03)

## B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93)  
Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

Sign Materials: Wood or wood products are the preferred materials for rigid hanging and projecting (blade) signs and individual signage letters applied to building facades. (7/99)

## C. Specific Signage Regulations

1. Letter Size. Letter size in windows, awnings and hanging signs shall be consistent with the scale of the architectural elements of the building (as per SMC 23.66.160), but shall not exceed a maximum height of 10 inches unless an exception has been approved as set forth in this paragraph.
2. Sign bands. A sign band is an area located on some buildings in the zone above storefront windows and below second floor windows designed to display signage. (7/99) Letter size in sign bands shall be permitted to a maximum of 12 inches. Letters shall be painted or applied, and shall not be neon. (12/94)
3. Projecting Elements (e.g. blade signs, banners, flags and awnings). There shall be a limit of one projecting element, e.g. a blade sign, banner, or awning per address. If a business chooses awnings for its projecting element, it may not also have a blade sign, flag, or banner, and no additional signage may be hung below awnings. (6/03) Exceptions may be made for businesses on corners, in which case one projecting element per facade may be permitted. (12/94)
4. Blade signs (signs hanging perpendicular to the building). Blade signs shall be installed below the intermediate cornice or second floor of the building, and in such a manner that they do not hide, damage, or obscure the architectural elements of the building. Typically, non-illuminated blade signs will be limited to eight (8) square feet. (12/94)

Blade signs incorporating neon of any kind shall not be permitted unless all of the following conditions are met: a) the neon blade sign is sought as part of a

reduced overall sign package or plan for the business; b) neon blade signs shall be limited to six (6) square feet in dimension with letters not to exceed eight (8) inches in height; c) the sign meets the requirements of Neon Signs - Paragraph 3 for the number and type of colors of neon; d) the sign meets the requirements of Signs - Paragraph 5 (above) for installation of a blade sign; e) electrical connection from exterior walls to the blade sign shall be made using rigid, paintable electrical tubing painted to match the building facade and all bends shall closely follow the support structure; f) all signage supports shall be fastened to the exterior wall by the use of metal anchors at existing grout joints only; and g) the sign taken as a whole is consistent with the scale and character of the building, the transparency requirements of the regulations, and all other conditions under SMC 23.66.160. An overall sign package or plan will be considered reduced for purposes of the exception. if it calls for approval of signage that is substantially less than what would otherwise be allowable under regulations. (5/96)

#### D. NEON SIGNS

1. The number of neon signs shall be limited to one for each 10 linear feet of business frontage for the first forty feet of business, and one for each additional 15 feet of frontage for businesses over forty feet. For a business that has transom windows beginning at ten (10) feet above the sidewalk, one additional neon sign to be located within the transom windows would be permitted for every 30 feet of frontage. Signs need not be spaced one per ten feet, but may be clustered, provided the maximum number of approved signs is not exceeded and the grouping does not obscure visibility into the business. Permitted neon signs may be located in transom windows, according to the guidelines contained in this section. (12/94)

#### Secretary of Interior's Standards

9. New additions, exterior alterations or related new construction will not destroy historic materials, features and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

MM/SC/LC/KC Motion carried.

**021920.4 BOARD BUSINESS**

**021920.5 REPORT OF THE CHAIR:** Alex Rolluda, Chair

**021920.6**      **STAFF REPORT:** Genna Nashem

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
206.684.0227