



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 262/17

MINUTES for Wednesday, August 2, 2017

**Board Members**

Mark Astor, Chair  
Brendan Donckers  
Ryan Hester  
Caitlin Molenaar  
Carol O'Donnell  
Alex Rolluda

**Staff**

Genna Nashem  
Melinda Bloom

**Absent**

Dean Kralios

Ryan Hester called the meeting to order at 9:00 a.m.

**080217.1 APPROVAL OF MINUTES:**

June 21, 2017

MM/SC/RH/CO 5:0:1 Minutes approved. Mr. Rolluda abstained.

*Mr. Astor arrived at 9:03 am.*

**080217.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL**

**080217.11 Avalara Hawk Tower**

Jen Caudel

255 S King St

Revisions to the streetscape including bollards and planters

ARC Report: Mr. Hester reported that ARC reviewed the proposed plans to the bollards and planters. ARC thought the bollards matched other approved

bollards. ARC requested an elevation to verify that the planters do not obstruct visibility into and out of the storefront, but otherwise recommended approval on these items.

Applicant Comment:

Jen Caudel explained they pulled out the master sign program from today's presentation and would focus on address, bollards, and planters. She said the pedestrian bollards are for pedestrian protection; three are proposed at the middle entrance. They will be the same size as existing but will have no light. She said they have revised their planting strategy at the west plaza. She said they had low level planters; the in-grade planters have been removed to allow another business space. She said the 36" tapered rectangular planters will hold cascading evergreens and seasonal color. She said the new planters will provide a better view of the eagle and stairs. She said 2 ¼" stainless letters were approved for the address; they propose to increase that to 4" at the west plaza entrance.

*Mr. Donckers arrived.*

Public Comment: There was no public comment.

Board Discussion:

Mr. Hester appreciated the reduced package. He said what is proposed for the west plaza is appropriate and compatible with other similar areas in the district.

Mr. Astor agreed. He appreciated the quality of the materials.

Mr. Hester noted the backwards R behind to camouflage the adhesion.

Mr. Astor said even with the '255' on the north increased they are still within the 10" letter size.

Action: I move to recommend granting a Certificate of Approval for approval of the bollards, west plaza planters and revised building address and stainless-steel signage.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the August 2, 2017 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.

4. When determining the appropriate size of a sign the Board and the Director of Neighborhoods shall also consider the function of the sign

and the character and scale of buildings in the immediate vicinity, the character and scale of the building for which the sign is proposed, the proposed location of the sign on the building's exterior, and the total number and size of signs proposed or existing on the building.

### **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)

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

The following architectural elements are typical throughout the District and will be used by the Board in the evaluation of requests for design approval:

#### **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)

##### **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)

### 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. Exceptions to the 10-inch height limitation will be considered for individual letters in the business name (subject to a limit of no more than three letters) only if both of the following conditions are satisfied: a) the exception is sought as part of a reduced overall sign package or plan for the business; and b) the size of the letters for which an exception is requested is consistent with the scale and character of the building, the frontage of the business, 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 the regulations. (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)

6. Upper Floor Signage. Upper floor signage is not permitted, except for temporary signage as per SMC 23.66.160D or when it is proposed as part of an overall integrated sign plan for the building. (7/99) When permitted, the preferred location for temporary signs is in windows, rather than attached to the building. (8/93)
8. Wall Signs. The Board recommends that wall signs be painted on a wood or metal backing and attached in such a manner that the building surface is not damaged. Colors and graphics of wall signs shall be compatible with the character of the District, and letter sizes shall be appropriately scaled to fit the overall design and dimensions of the sign. (7/99, 7/03)

MM/SC/RH/AR          6:0:0    Motion carried.

**080217.12**

**EMC**

Dell EMC  
505 1<sup>st</sup> Ave S

Brian Bossman

Replacement of two existing signs

ARC Report: Mr. Hester reported that ARC reviewed the proposed new signs. ARC said for the sign above the entry door, that they would rather see a larger bracket than a backing panel even if there were more attachments as long as the attachments were on the bracing or mounted in the mortar joints. ARC thought that the Board may have approved the last sign with larger letters because it was only three letters and would like to see what a compliant 12 inch sign looked like. The applicant thought it would not be visible but the Board asked that they demonstrate it. ARC noted that the previous sign was stainless steel and this one has two colors. They thought that the two colors make it more distracting and wanted to know if a single color was an option.

Applicant Comment:

Brian Bossman said they started out with 12" letters and they almost disappeared. He said they switched the colors to all gray. He said they proposed using existing brackets for the south sign; over the front entrance the letters would disappear. He said Dell bought EMC and they are now called Dell EMC.

Mr. Hester commented on the three-letter maximum height limit for 10" letter height and suggested reducing the Dell EMC letters to below 10".

Mr. Bossman said the sign would not be visible.

Staff Report: Ms. Nashem said the Board had previously approved the EMC sign as a building name sign. The wall sign is reducing the letter size from 3 feet to 2 feet, even with a longer sign it reduces the overall square footage to 26 square feet. According to the original EMC sign calculations up to 97 Square feet is allowed. She said the Board might want to make it a clear part of any approval that this is approved as the building name sign and that no other exterior upper floor tenant sign will be allowed, with the exception that a small directory sign would be considered if proposed. ARC did not support the sign on the south as proposed and asked them to bring other alternatives.

Ms. Molenaar asked what is driving placement above awning rather than below it. She said it would be more visible for pedestrians below the awning.

Mr. Astor said the free-standing letters get lost.

Mr. Hester asked about placement in transom.

Ms. Nashem said there are purple glass prisms there.

Mr. Astor supported below-awning option.

Mr. Bossman proposed below the awning placement.

Mr. Hester noted updated renderings are needed.

Mr. Astor said that no larger letter sizes are allowed.

Mr. Hester said that if the sign is modified to comply with District Rule XX, 10" or smaller letters, he would support.

Mr. Bossman said he will revise the plans.

Regarding the south wall sign Mr. Donckers noted the sign will be a consistent blue color and reducing the size from 3' down to 2'. He said they will use the

same brackets and it is the building name and business name. He supported it noting the reduced overall square footage.

Mr. Hester said that it is the building sign – the sole building sign – and is high on the building. He said to match the bar to the brick.

Mr. Astor said that it is an overall net reduction in square footage and is not an expansion. He said this ends up with a net reduction in the overall sign package.

Ms. O'Donnell said that no future tenant signage is allowed on the building.

Public Comment: There was no public comment.

Mr. Hester went over District Rules.

Action: I move to recommend granting a Certificate of Approval for installation of south facing building wall sign to include the Matthew Paint cool gray and steel mounted bracket color matched to building brick two new signs

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the August 2, 2017 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

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- 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.

2. Wall signs painted on or affixed to a building shall not exceed ten percent of the total area of the façade or 240 square feet, whichever is less. Area of original building finish visible within the exterior dimensions of the sign (e.g., unpainted brick) shall not be considered when computing the sign's area.

4. When determining the appropriate size of a sign the Board and the Director of Neighborhoods shall also consider the function of the sign and the character and scale of buildings in the immediate vicinity, the character and scale of the building for which the sign is proposed, the proposed location of the sign on the building's exterior, and the total number and size of signs proposed or existing on the building.

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#### Secretary of Interiors Standards

5. Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property will be preserved.
10. New additions and adjacent or related new construction will 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/RH/AR

6:0:0 Motion carried.

### **080217.3 PRELIMINARY PROJECT REVIEW**

Ms. Nashem reported the second briefing was tabled.

### **080217.31 Waterfront Seattle**

Marshall Foster, Director, Office of the Waterfront, Steve Pearce, Urban Design Manager, Office of the Waterfront, Barbara Lee, Main Corridor Project Manager, Office of the Waterfront.

#### Waterfront Seattle Main Corridor Design Update

Marshall Foster presented via PowerPoint (full report in DON file). Following are Board and public comments and questions. Mr. Foster said the removal of the viaduct is scheduled for January 2019 and the Waterfront project will

extend from Pioneer Square, through Pike Place Market and Belltown. He said a series of improvements are planned that will have a transformational impact on the City. He said there will be east-west connections that will link downtown core to the waterfront. He said the seawall reconstruction is complete and noted the habitat restoration and bench. He said the Colman Dock and terminal will be replaced and the Pike Place Market Front expansion is complete. He said the Aquarium is undergoing expansion. He said that part of the project includes Railroad Way, Pioneer Square, transit hub, historic piers, central public space, Belltown. He said that in Pioneer Square Alaskan Way will be rebuilt, the boat landing is being restored, and improvements will be made to King and Yesler. He said they are working with the Alliance for Pioneer Square.

He said the final EIS was done in March. He said the Pioneer Square district guidelines are guiding the project development. He said they will ask for some variation on paving and lighting and will focus on the main quarter of the promenade. He said they will reclaim Pioneer Square's connection to the waterfront. He said the sidewalk along the east side will be 20' – 30'. It will be heavily landscaped – lots of London Plane trees, ground cover plantings in wells. He said there will be a bike lane, port trail, habitat space will be accessible, boat landing will provide concessions. He said they have revised the intersections. There will be 7 – 8 lanes for traffic which will be in a different paving type. The sidewalks will be exposed aggregate. He said Buster Simpson art elements – dolos and benches – will be added. He said there is a full-scale mock-up at Alaskan and Union. He said that Washington Street terminus is the start of the promenade. He said that glass blocks allow light through to fish and native conifers will be mixed in with the London Planes. He said that the Waterfront will be managed like a City park; it will be closed at night.

Mr. Foster said at the north end of the district – Columbia – a new transit hub will provide surface connection to bus. He said the Tsutekawa Fountain, part of Colman Dock, will be a prominent feature. He said Rapid Ride will use existing shelters as part of the system. He said that tri-globes will be used in pedestrian zones on the east edge. At Washington, they will be used on the west side to frame the boat landing. He said they will identify the boundaries of Ballast Island and its importance to Native activity and tribal community. He said in September they will be at 90% design and will come back for Certificate of Approval. He said the east-west street project will happen in 2018.

Mr. Hester asked if they explored a gateway to the historic district and if there will be distinct difference to show you are there.

Mr. Foster said they heard clearly that the Washington Street is a key gateway; that has been emphasized. He said the tri-globes will mark the entry point to the district.

Steve Pearce said there has been a lot of focus on the corridor identification and then relation to each district going through. He said landscape has been used for transitions. He said the transit hub begins at Yesler. He said there was more variation in paving early on but they have since done refinement and value engineering.

Mr. Hester asked if they had considered use of salvaged brick in the district in crosswalks, sidewalks.

Mr. Pearce said they did at one point but it was not robust enough.

Mr. Hester asked if the three-globe fixtures are historic or new.

Mr. Foster said replicas.

Mr. Donckers noted the multiple styles in transit shelters – Rapid Ride, street car, bus shelters.

Mr. Foster said there is no change to other bus stops on this project; there are three and they are proposing one shelter.

Mr. Donckers asked about Pier 48.

Mr. Foster said they are in conceptual design to repurpose if for a public park.

Mr. Pearce said there are four stops: two at Jackson and two at Columbia; it is the county responsibility to get approval.

Mr. Rolluda asked if interpretive kiosks are planned for education.

Mr. Foster said they are not designed yet; they will come back. He said the tribes have shown strong interest in commemorating the history of Ballast Island. He said that Chinatown International District is also involved in providing history related to the site.

Ms. Molenaar asked about trash.

Mr. Foster said there will be trash receptacles and maintenance options are being worked on by Friends of Waterfront Seattle; he said that includes landscape maintenance.

Mr. Astor said it is an impressive plan and he appreciated the detail. He said it will be interesting to see the mockup on the sidewalk. He said the Ekki wood rail re-use is good.

Public Comment:

Linda Gallagher said it is really cool. She said that historic district has always been a waterfront community and it is important to honor that. She said to follow the Guidelines and the District Rules. She said Pioneer square still needs to look like itself. She wanted to hear more about the beach being gated / closed at night. She said it needs to be kept public.

Sandy Smith said to clarify the number of lanes and that she likes the look of the rendering about access. She asked if a pillar of the old viaduct will be retained and painted in Pioneer Square as art.

Mr. Foster said there would no pillars of the old viaduct will be retained. He said there will be 7 – 8 lanes; parking lane will bulb out where pedestrians cross. He said the Alliance for Pioneer Square is concerned about road width. He said there will be dedicated transit lanes. Alaskan will be narrowed from King to Columbia streets.

Smith said she was happy the pillar would not be part of the proposal.

Mr. Hester said the plan is not strong relative to Pioneer Square in design. He said there is not a definitive entry. He said the exposed aggregate doesn't meet District Rule 17. He said that District Rule 14 noted the London Plane is the preferred street tree and planting needs to be sustainable. He said the board will review street furniture, materials to make sure they are compatible with the district. He said regarding the station design the street car has been intentional in its design. He said that Rapid Ride is a brand. He said the board will review security gates / bars.

**080217.32**     **Manufacturer's Building**  
419 Occidental Ave S

Tabled.

**080217.4 BOARD BUSINESS**

**080217.5 REPORT OF THE CHAIR:** Mark Astor, Chair

**080217.6 STAFF REPORT:** Genna Nashem

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
206.684.0227