



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 195/23

**MINUTES** for Wednesday, July 19, 2023

**Board Members**

Kianoush Curran  
Sage Kim  
Karl Mueller  
Jose Lorenzo-Torres

**Staff**

Genna Nashem  
Melinda Bloom

**Absent**

Maureen Elenga  
Lindsay Pflugrath  
Maggie Sean  
Steven Sparks  
Henry Watson

Vice Chair Kia Curran called the meeting to order at 9:00 a.m.

**071923.1 PUBLIC COMMENT**

**071923.2 APPROVAL OF MINUTES:**

June 7, 2023

MM/SC/KM/SK 3:0:1 Minutes approved. Mr. Lorenzo-Torres abstained.

**071923.3 APPLICATIONS FOR CERTIFICATE OF APPROVAL**

**071923.32 Lumen Field - Muckleshoot Plaza**

Presenter: Sheryl Whitney, Zack Hensley

Record number: DONH-COA-00

Modification of existing wayfinding system

Zach Hensley, Lumen Field explained the two-year project to enhance the on including gate signs. He explained the intent to be intentional and direct in changing pedestrian flow and said that eliminating the use of cardinal directions with a move to an internationally recognized numerical system. He said the north and northwest

gates are the only ones within the historic district and will be renamed Gate 2 and Gate 3. He said the wayfinding changes will allow guests to use the gate closest to their seats and result in safer, smoother ingress.

Jeff Lancaster, HOK provided photos showing the scale of the numbers and how the numbers will honor and not disrupt the existing gate artwork.

Staff report: Ms. Nashem said the existing gates to the plaza will be modified adding gate numbers instead of directional labels. The artwork is not proposed to change. The wayfinding system is a non-commercial sign and being there are not specific guidelines to address wayfinding systems, SMC 23.66.160.4 gives guidance about determining the size of the sign considering the function of the sign.

Ms. Curran said the system is for wayfinding and not advertising; it is just to get people to where they need to go. The size and placement is standardized with what other stadiums are doing. She said she had no issue with the application.

Mr. Mueller concurred and said it is for wayfinding and the scale is appropriate.

Mr. Lorenzo-Torres said it is an upgrade to existing wayfinding.

Ms. Kim said she had no issue with what was proposed.

Action: I move to recommend granting a Certificate of Approval for:  
Modification of existing wayfinding system as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the July 19, 2023 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

- A. Certificate of approval required. No person shall alter, demolish, construct, reconstruct, restore, remodel, make any visible change to the exterior appearance of any structure, or to the public rights-of-way or other public spaces in a special review district, and no one shall remove or substantially alter any existing sign or erect or place any new sign or change the principal use of any building, or any portion of a building, structure or lot in a special review district, and no permit for such activity shall be issued unless a certificate of approval has been issued by the Department of Neighborhoods Director.

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

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

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/KM/JLT 4:0:0 Motion carried.

**071923.4 BOARD BRIEFING**

**071923.41 Occidental Mall**

Presenter: Brianna Browne

Proposed installation of artwork - BoomBox Gallery, an immersive installation that pays homage to the origins of hip hop culture. Composed of a shipping container enveloped in a vibrant mural.

Yoon Kang-O'Higgins, Friends of the Seattle Waterfront introduced the project that is connected to the 50-year anniversary of Hip Hop.

Takiyah Ward, arts collective VMC explained a shipping container would be converted to a subway car via mural by local artist. She said the unit will open to reveal a walk-in gallery with gallery walls.

Lillia Deering, production team went over colors and materials and noted colors are from the Pan Africa flag. She said the container would be painted offsite. She provided samples of signage, artist statement and schedule showing dates activation is planned. She said audio cables will be covered with cable ramps; LED lighting will illuminate interior.

Brianna Browne went over activation schedule of proposed events thus far.

Mr. Mueller appreciated the concept and said the project had been appropriately planned.

Mr. Lorenzo-Torres appreciated the presentation and how the piece will be part of a greater context of the city.

Ms. Curran said if there is no objection and if board members are comfortable, staff will review administratively to stay on the proposed timeline.

Messrs. Lorenzo-Torres and Mueller and Ms. Kim said they had no objections.

**071923.5 BOARD BUSINESS**

**071923.5 REPORT OF THE CHAIR:**

**071923.6 STAFF REPORT:** Genna Nashem  
Administrative Review report

Ms. Nashem went over Administrative Reviews completed since last meeting.

Ms. Nashem asked board members about their experiences during the All-Star event.

Mr. Mueller said it was mixed. He said he saw about a 2/3 decline in traffic to his business over the weekend. He said there was a boom on Monday and Tuesday but otherwise the activities were well-contained.

Ms. Nashem said that FIFA is coming; it is bigger and hopefully lessons have been learned from this event. She said there was lots of last-minute planning going on this time.

Mr. Mueller said he saw parking priced at \$90 on Friday and Saturday.

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
206.684.0227