



The City of Seattle

Pioneer Square Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649

Street Address: 600 4th Avenue, 4th Floor

PSB128/26

Staff Report

Board meeting May 6, 2026

Board Members Please Note: The citations from the District Ordinance, Rules for the Pioneer Square Preservation District, and Secretary of the Interior's Standards listed below are for your consideration in addition to any other citations you find relevant in considering each application.

050626.44 **FIFA World Cup Wayfinding**
Various locations south of King Street
DONH- COA-02135
Applicant: The Look Company

Proposed: Temporary event wayfinding and informational signage, during the FIFA World Cup 2026 installed beginning May 16, 2026 and removed no later than July 11, 2026.

Staff report: This is additional wayfinding signage that is proposed for the area south of King St. The Board previously approved installations at Lumen Field and the North lot as well as "the last mile" which was all north of S King St. Similar to, though larger than the towers proposed for "the last mile," these towers are also proposed to be weighted and not attached. There are also A - boards and post signs. Staff is aware that the site plan does not reflect conditions and actual location of S Charles Street. The applicant indicated that they were not able to redo the site plan in time. Hopefully through discussion

Draft Motion:

I move to recommend granting a Certificate of Approval Temporary event wayfinding and informational signage, fan and visitor operations including 8'x10' safety and information pods and volunteer operation facilities during the FIFA World Cup 2026 installed beginning May 1, 2026 and removed no later than July 10, 2026. Utility box wraps are approved temporarily until July 10 unless a maintenance plan and on going responsibility plan will be

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The Seattle Department of Neighborhoods**

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submitted for staff review for permanent approval or otherwise will be removed by applicant.

All per the applicant's submittal.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the April 15, 2026 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

Seattle Municipal Code

23.66.030 Certificates of Approval required

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.

23.66.160

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.

3. Signs not attached to structures shall be compatible with adjacent structures and with the District generally.

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.

Secretary of Interior Standards for Rehabilitation

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

10. New additions and adjacent or related new construction shall 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.

Issued: April 30, 2026

Genna Nashem

Pioneer Square Preservation Board Coordinator