



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 366/19

MINUTES for Wednesday November 20, 2019

Board Members

Lynda Collie
Kianoush Curran
Alise Kuwahara Day
Brendan Donckers
Carol O'Donnell
Audrey Hoyt
Alex Rolluda, Chair
Felicia Salcedo

Staff

Genna Nashem
Melinda Bloom

Absent

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

112019.1 APPROVAL OF MINUTES: August 21, 2019

112019.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL

112019.21 Union Trust Building

Locus Wines
307 Occidental Ave S

Installation of signage

Jason Lucas walked board members through the packet and said lettering will go in sign band. White vinyl letters will go in window; all are below 10". He said they will have an A-frame, blade sign, open/closed sign and hours on interior.

ARC report: Ms. Kuwahara Day reported that ARC reviewed the plans provided and thought that the signs proposed complied with the regulations for size, letter size,

transparency and attachment. The applicant will bring additional information for their open hours and open sign to the full Board. Pending that additional information, the ARC recommended approval.

Public Comment: There was no public comment.

Ms. O'Donnell said it is attractive and a complete package.

Ms. Price said the addition of two signs is not proliferation; signage is clever.

Ms. Collie said the A-board has horizontal piece to connect it and the blade sign is installed into mortar and not into brick.

Action: I move to recommend granting a Certificate of Approval installation of signage including a blade sign, letters in the sign band, window signage, open hours and open sign and an A Board to be located in front of the building or at the curb as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *November 20, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

23.66.160 - Signs

A. Signs.

1. On-premises signs that comply with the provisions of this [Section 23.66.160](#) are allowed.

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.
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

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. 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)
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)

- F. SANDWICH BOARD SIGNS (A-frame signs) shall follow adopted Pioneer Square sandwich board signs regulations:

Sandwich board signs shall be located directly in front of the business frontage either next to the building face or at the street side of the sidewalk by news stands, street lights or other amenities. Signs shall not impair pedestrian flow. (12/94)

Sandwich board signs shall be limited to one per address. When multiple businesses, including upper floor businesses, share a common entrance, a single shared sign shall be used, rather than multiple, individual signs. Such signs shall be limited to one per entrance to the shared location. (7/03)

Businesses located on side streets in a one block area to the east and west off of 1st Ave. S. may share one sandwich board sign to be placed at the corner of 1st Ave. S. and the side street on which their businesses are located. The shared corner sandwich board sign must be located next to the corner building face and must not impair pedestrian flow. Businesses located on side streets that choose to share one corner sandwich board sign may have one additional sandwich board sign located in front of their businesses. (7/03) Shared corner sandwich board signs shall display a standardized format and be consistent in design, color and typeface.

Sandwich board signs shall occupy the sidewalk only during business hours and cannot be chained to trees, parking meters, etc. (12/94)

Sandwich board signs shall:

1. Comply with all other regulations for signs in Pioneer Square. (12/94)
2. Be a minimum of two feet high and a maximum of four feet high. (12/94)
3. Be a maximum of two and one half feet wide; (12/94)
4. Be a free-standing A-frame type sign to allow a horizontal component (e.g. chain or bar) between 3 to 8 inches above the ground on all four sides. This chain or bar accommodates high winds and sight impaired persons. (12/94)
5. Be prohibited from containing neon in any form. (12/94)
6. Have letter size restricted to 10 inches in height. (7/03)
7. Have the consent of the property owner prior to submittal to the Pioneer Square Preservation Board. (12/94)

Secretary of Interior's Standards 9 and 10

MM/SC/LC/OP 5:0:0 Motion carried.

112019.22

Seattle Transfer Company

Stonington Gallery
125 S Jackson St

Installation of signage

Rebecca Blanchard, Stonington Gallery, said the front door faces east and north. She proposed to remove the suspended sign and replace it with gold lettering across the north and east sides of the building. She said this is in keeping with Occidental Square community signage. She wants to improve visibility of gallery. She said the font will be the same as what is on the window now. She said staying viable in Pioneer Square has taken a lot of work; they just celebrated their 40-year anniversary. Blade sign and bracket to be removed.

ARC report: Ms. Kuwahara Day reported that ARC reviewed the plans. The applicant clarified that they will be removing the blade sign and adding the letters to the sign band. They said that the window signage will remain and that A Board will be replaced in-kind. ARC thought that the signage complied with rules for size, letter size and was not over proliferation of signage. ARC recommended approval.

Ms. O'Donnell said it is very effective.

Ms. Blanchard said it will look much better.

Public Comment: There was no public comment.

Ms. O'Donnell said ARC thought it complied and supported the proposal. She said it is a corner lot and the photo clarified that the blade sign is gone. There is no over-proliferation.

Action: I move to recommend granting a Certificate of Approval installation of signage including replacing the blade sign with the lettering in the sign band as presented.

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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.

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the exception if it calls for approval of signage that is substantially less than what would otherwise be allowable under the regulations. (12/94)

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Sandwich board signs shall be limited to one per address. When multiple businesses, including upper floor businesses, share a common entrance, a single shared sign shall be used, rather than multiple, individual signs. Such signs shall be limited to one per entrance to the shared location. (7/03)

Sandwich board signs shall occupy the sidewalk only during business hours and cannot be chained to trees, parking meters, etc. (12/94)

Sandwich board signs shall:

5. Comply with all other regulations for signs in Pioneer Square. (12/94)
6. Be a minimum of two feet high and a maximum of four feet high. (12/94)
7. Be a maximum of two and one half feet wide; (12/94)
8. Be a free-standing A-frame type sign to allow a horizontal component (e.g. chain or bar) between 3 to 8 inches above the ground on all four sides. This chain or bar accommodates high winds and sight impaired persons. (12/94)
5. Be prohibited from containing neon in any form. (12/94)

6. Have letter size restricted to 10 inches in height. (7/03)
7. Have the consent of the property owner prior to submittal to the Pioneer Square Preservation Board. (12/94)

Secretary of Interior's Standards 9 and 10

MM/SC/AKD/AH 5:0:0 Motion carried.

112019.23 **Compass Housing Alliance**
210 Alaskan Way S

Painting at entry

ARC report: The Applicant did not attend the ARC meeting. ARC asked for additional information including photos of additional building fronts along Alaskan Way and an actual paint chip sample. ARC wanted to know what the doors next to front entry were and why they would be highlighted with color as an architectural feature.

Staff report: The applicant has been advised of the information and photos needed.

Applicant Comment:

Berhan Kifle proposed painting the entrance to make it identifiable to homeless people; he said they will use signature orange; it will pop but is it still subtle. He said there are two doors – one is to the hygiene center that has shower, laundry; all is part of entry sequence. He said there are 600 users of the facility that also included services like mailing and banking.

Ms. O'Donnell said it was a better color; a muted and subtle orange.

Ms. Hoyt said it is an earthier look than the printed copy.

Mr. Kifle said neighbors have a bright red door. He said they also own 77 Yesler where there are 200 beds. He said this is a one-stop-shop for people.

Public Comment:

Karen True, Alliance for Pioneer Square spoke in support.

Ms. O'Donnell said it looks fine, the color is compatible. She understands the need to paint the doors.

Ms. Kuwahara Day asked if they had plans for signage.

Mr. Kifle said the door is propped open most of the day.

Ms. Kuwahara Day said it is compatible.

Action: I move to recommend granting a Certificate of Approval for Painting the entry orange, and painting the doors next to the entry orange as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *November 20, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

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:

A. Color. Building facades are primarily composed of varied tones of red brick masonry or gray sandstone. Unfinished brick, stone, or concrete masonry unit surfaces may not be painted. Painted color is typically applied to wooden window sash, sheet metal ornament and wooden or cast iron storefronts. Paint colors shall be appropriate to ensure compatibility within the District. (7/99)

Secretary of Interior's Standards 10

MM/SC/AH/LC 5:0:0 Motion carried.

Ms. O'Donnell said the organization provides an important benefit for the community.

112019.24

Florentine Building

Foundry Vineyards

542 1st Av S

A-Board

Sally Ann Corn explained there will be a chain on the A-board sign; insert on top will be used for special occasions one to two times per month. It will be out only when open. She said they have small vinyl hours on the door.

Ms. O'Donnell said the A-board and vinyl hours are OK.

ARC report: Ms. Kuwahara Day reported that ARC reviewed the plans provided. The applicant clarified that the insert would only be used for special events. ARC asked for a clear photo of the storefront to remind them of the previously approved signage. ARC thought the A-Board complied with regulations and recommended approval.

Staff report: The Board had previously approved signage with the intention that the applicant would be applying for an A-Board.

Public Comment: There was no public comment.

Ms. O'Donnell said everything looks fine and complies with the regulations.

Ms. Nashem said the applicant plans to apply for a blade sign at a future meeting.

Action: I move to recommend granting a Certificate of Approval Install of A-Board to be located in front of the building or at the curb as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *November 20, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

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Sandwich board signs shall occupy the sidewalk only during business hours and cannot be chained to trees, parking meters, etc. (12/94)

Sandwich board signs shall:

9. Comply with all other regulations for signs in Pioneer Square. (12/94)
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11. Be a maximum of two and one half feet wide; (12/94)
12. Be a free-standing A-frame type sign to allow a horizontal component (e.g. chain or bar) between 3 to 8 inches above the ground on all four sides. This chain or bar accommodates high winds and sight impaired persons. (12/94)
5. Be prohibited from containing neon in any form. (12/94)
6. Have letter size restricted to 10 inches in height. (7/03)
7. Have the consent of the property owner prior to submittal to the Pioneer Square Preservation Board. (12/94)

Secretary of Interior's Standards 9 and 10

MM/SC/OP/LC 5:0:0 Motion carried.

112019.25

Maud Building

311 1st Ave S

Bret Cato said the building was constructed in 1889 as a three-story building. It is used now as architectural firm, offices, and gallery. He said a full seismic upgrade has been done with capital improvements, mechanical, plumbing and power. The windows are the last piece. He said windows have deteriorated beyond repair. He said as a licensed architect he has knowledge about this. He said they chose Pella to provide historic integration in the building. He proposed replacing windows without muntins – standard single and double hung windows. He said windows are wood inside and aluminum outside; aluminum is thin and painted the color of the windows. He said the windows are low maintenance. He provided a larger photograph of the existing windows and said the proposed window is within ½” of the existing profile. He noted mini corbels on the upper part of sash are a period detail and Pella will match that. He showed a photo of this window used in a Harlem building renovation and said what is proposed will comply with Secretary of Interior Standards.

ARC report: Ms. Kuwahara Day reported that ARC reviewed the window survey and inventory and plans for new windows. The Board asked that they provide larger photos so the condition of the window be more clear. From what was provided there was rot in only a few windows and the extent of the rot was not clear. The applicant said that the windows were beyond repair and that they were concerned with energy efficiency beyond what repaired windows could provide. When asked if a historic windows repair company had evaluated the windows, the applicant said that he thought that he was a better judge as to the condition of the windows than a historic window repair company. ARC asked if the windows could be replaced in-kind. The applicant said that they could but that he would prefer aluminum clad so that there is no maintenance required. The applicant also said that he wanted the new windows for better sound proofing. The Board said to provide more detail on the extent of the rot and repair that would be required rather than to just say that they are beyond repair. The Board also asked them to evaluate if they could consolidate and maintain historic windows on one floor. ARC did not have enough information to make a recommendation.

Mr. Cato said that everything is reversible; old frames are encased in metal sash, all original sashed are being retained. He said they are making sure that in 30-50 years this can be reversed. He said the frame and old channel will remain and be wrapped in new profile. He said sashes will come out, ropes and pulleys will come out and be stored. He said they will just put in the new sashes.

Staff report: Ms. Nashem stated that The Secretary of Interiors Standards Guidelines for windows will be most relevant to this decision. While the Secretary of the Interior’s Standards guidelines do not state that energy efficiency is a reason to replace windows it does suggest several ways to increase energy efficiency in

existing windows including weather stripping, caulking and even adding a second pane of glass or interior storm windows. The Green Building Council has a sustainability rating system called LEED. Buildings such as King Street Station, Smith Tower and the Manufactures building have achieved the highest rating of Platinum while retaining their historic wood windows. Other studies such as the Green Lab's Saving Windows, Saving Money: Evaluating the Energy Performance of Window Retrofit and Replacement show that energy efficiency can be achieved with retaining historic windows.

She said the decision in this case is really best made in determining first if the windows are beyond repair, and if so then should the windows be replaced in-kind with custom windows that duplicate the windows, wood windows similar to what is proposed or the aluminum clad wood windows that were proposed. Does the Board have enough information to determine that the windows are beyond repair? Do photos show significant rot compared to peeling paint is rot limited to select locations that could be treated and filled or sections that could be replaced without replacing the entire window? Are windows visibly sagging or out of plane? Do you have any information from a 3rd party with expertise that the windows are not repairable? Do you need more information?

Mr. Cato said they are repairable; any wood worker could rebuild them. He said this was technology at its finest in 1889 but not now. He said these won't last another 100 years, the new will. He said the SOI definition of rehabilitation is to return property to a state of utility; it has to comply with modern standards and energy use is important. He said storm windows are not close and the windows can't be caulked. He said there is so much rot it can't be repaired. He said his proposal is a better solution and he is most competent to make decision over a window repair consultant; they won't repair to his standards.

Ms. Price wanted more photos documenting the extent of rot.

Mr. Cato said he showed as much as he could and what was beyond repair.

Ms. Hoyt asked about photo provided.

Mr. Cato said it was in Harlem, an example of aluminum clad windows.

Ms. Hoyt asked if they considered fully wood windows.

Mr. Cato said they can't get fully wood. He said once painted you can't tell the difference.

Ms. Hoyt said you can still tell the difference.

Mr. Cato said not from two – three stories up.

Ms. O'Donnell cited the SOI noting it is better to repair or replace in kind. She preferred repair and said they are wood.

Ms. Price said it doesn't rank these options, just lists.

Ms. Collie asked what is in back of building.

Mr. Cato said it is parge coat over brick; it is the alley side which is a little worse.

Ms. Collie said she struggled because these are character defining features; it is difficult to support removing them with what is provided. She appreciated the energy efficiency challenge. She noted the condition is worse on the back and asked if there is a different plan there. She said mylar film, shades, are helpful for heat load. She struggled with removing character-defining features that could be repaired/restored.

Mr. Cato said they have a long-term investment in the building and cost is not an issue.

Ms. Collie said she appreciated all the work. She said she was conflicted with removing a window knowing there is a chance it could be saved.

Mr. Cato said they could be here 30 years from now.

Ms. O'Donnell agreed with Ms. Collie. She noted work done on the Frye Building where replacement windows were done on the secondary façade; it was OK for the alley. She said original windows on the front should be repaired or replaced in kind. She said the Frye provided a more extensive window survey with close examination of every window. She said she was hesitant to set precedent for replacement based on what was provided.

Mr. Cato said the precedent has already been set throughout the country.

Ms. O'Donnell said this board has jurisdiction in this district.

Public Comment: There was no public comment.

Ms. Kuwahara Day agreed with Mmes. Collie and O'Donnell. She said ARC asked for larger photos and more extensive description. She said the photos only point to one corner of the window and a complete picture is not provided. She appreciated the work put into the building. Because they are so invested, a third party might be helpful and more objective.

Mr. Cato said from his experience, he didn't know that a third party would be unbiased and would want to repair windows.

Ms. Nashem said to be more specific about what is needed to repair.

Mr. Cato said window repair companies are biased, but they are certified as licensed architects – to be educated and up to speed about historic preservation.

Ms. Collie said to have the windows rated to state of deterioration and where the bad sections are. She said she struggled with the removal of historic windows if it is just a corner. In the spirit of preserving buildings there may be other ways to approach; what works in one building may not work in another. She said she can't support replacement of all windows with information provided. She noted the importance of windows to the building and the significance of the building to the neighborhood.

Board members concurred.

Ms. Nashem said the applicant could table the application to provide more information.

Mr. Cato said he wanted to table the application.

Ms. O'Donnell said the board appreciates the work done on the building. She said she would consider replacement on secondary alley façade.

Mr. Cato said they won't do mix and match.

TABLED

112019.26

Post Building

Fat Shack

88 Yesler Way

Installation of signage

Brian Leibowitz proposed a blade sign and neon sign in front window, vinyl signs on door and front window. He provided renderings of the signs and noted the backing will be clear instead of black. He said the vinyl stickers will have black backing so they will be visible at night. He proposed a reversible non illuminated open/closed sign. He said they removed the banner. He said graffiti etched into window will be covered by vinyl. Vinyl letters will be applied to the door. He went over rendering of blade sign and noted the aluminum sign will be black. The outline on house will be illuminated and 'Fat Shack'. He said the linear footage of the storefront excluding the door is 13'; with doorway it is 17'. He said it is a corner suite so they are hoping to have the blade sign as well.

ARC report: Ms. Kuwahara Day reported that ARC reviewed the proposed signage plans. The applicant representative, Tyler explained that the restaurant is in a subterranean space with entrance stairs at this location. He explained that they intended to remove their temporary "business coming" signage. The ARC asked for photos or updated plans showing the extent of proposed signage as it looked like over proliferation of signage. The applicant representative attending will verify if the proposed backing on the window neon sign will be black or clear. ARC preferred

clear consistent with the District Rules which allows more transparency. He will provide the linear footage of the storefront. The ARC discussed that the rules allow for them to approve two signs being the building is on a corner. They were considering an exception to allow the blade sign and the window sign on Yesler because the blade sign would likely not be allowed to hang over Post Alley because there is not a sidewalk there. The applicant explained that they intended to have a neon open sign and there is already a neon "entrance" sign at the door. The ARC said they would not be able to approve more than two neon signs. Otherwise ARC thought the signage complied with size, letter size and number of colors. ARC did not have enough information to make a recommendation.

Mr. Leibowitz confirmed they changed to a non-illuminated open/closed sign.

Staff report: At ARC I pointed out that the Rules allow for a second sign on the second façade when the building is on a corner. She said that she missed noting that the rules say, "When a business is on a corner and has a minimum of 10 linear feet of glazing on the secondary façade" additional sign is permitted.

Board discussion ensued about the linear feet of storefront and the amount of signage and neon proposed.

Mr. Leibowitz noted the location is not a high traffic street; they are below ground and are open late.

Ms. Kuwahara Day said the blade sign is not neon but is illuminated by light above. She said the Code is specific; there isn't more than 40' here.

Ms. Collie said it makes sense but neon is tricky; maybe one could be illuminated and not neon.

Mr. Leibowitz said his window is just above sidewalk height.

Ms. Nashem read from Code, stating there can be one neon for each 10' linear feet for first 40'. She said the blade sign is part of a reduced overall sign plan; there are more signs now than presented at ARC.

Ms. O'Donnell asked if the conduit in the back is through mortar.

Mr. Leibowitz said it is.

Ms. Kuwahara Day asked if the sign package is reduced.

Ms. Collie said there is no A-board.

Ms. O'Donnell said the address is moved down and the letters are small.

Ms. Hoyt said with those reductions, the concept works. Two neon signs are not allowed on a small storefront and it is not the time to make an exception.

Ms. Collie said it is a small storefront and two neon signs adds to proliferation. She liked conceptually what was done and said that one neon is the best direction.

Ms. Nashem said the board needs to review revised blade sign and said they can approve the window sign with condition they come back with revised blade sign.

Public Comment: There was no public comment.

Action: I move to recommend granting a Certificate of Approval for window sign, window lettering, non-illuminated open sign, vinyl sign on door, and with elimination of the duplicate address sign on front window and come back with revised blade sign for board review and approval.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *November 20, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

A. Signs.

1. On-premises signs that comply with the provisions of this [Section 23.66.160](#) are allowed.

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.
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

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. 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)

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)
2. When a business is on a corner and has a minimum of 10 linear feet of glazing on the secondary facade, additional neon signs are permitted for the secondary facade as on the basis stated in Paragraph 1 for the primary facade. (12/94)
3. No more than three colors, including neon tubes and any backing materials, shall be used on any neon sign. Transparent backing materials are preferred. Neon colors shall be subdued. (8/93, 7/03)
4. Neon is permitted only as signage and shall not be used as decorative trim. (8/93)

Secretary of Interior's Standards

5. Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property will be preserved
9. 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/LC/AH

5:0:0 Motion carried.

112019.3 PRELIMINARY DESIGN BRIEFINGS

112019.31 165 S Washington St

Briefing regarding possible new construction of a residential building

Jay Janette proposed construction of 85' mixed use building with work force rentals above and commercial at ground plane (design materials in DON file). He said they want to establish an overall design, massing and next steps. He said building will fit in with adjacent use. He went through design inspiration – façade organization, materials, layers to be compatible with neighborhood scale. He said masonry will be primary material organized vertically. He said the areaway is filled. He said they haven't determined the feasibility of a basement because of the water table. He said the aggregate commercial on the first floor will fold onto the alley. He said it will be a graceful tiered design compatible with buildings on block with an inner block transition and district transition. He said the Occidental Building is anchor of the block. He said they found three district archetypes: unified façade (200 Occidental); base and top (Union Trust Building, Yesler Building); and base, middle, and top (Lowman, 101 King). He proposed activation of two blank facades with murals done on fiber cement substrate. He said fiber cement is not an ideal material for the district but it provides a great substrate for artists.

Ms. Nashem pointed out that Canton Lofts, 123 3rd Avenue was approved at 85' and could be mocked in on rendering. She said the 7ál7al project, next to the Contessa was approved at 85' and could be mocked in as well.

Ms. Price recommended working with 4Culture on the art process and to meet the Race and Social Justice standard.

Ms. O'Donnell said 85' fits in well there. She appreciated the step down from Weyerhaeuser and said she liked the base and top. She said she didn't want to see anything totally modern. She expressed concern about the fiber cement board and said it is not a preferred material. She said it would be good to have 4Culture or similar work on art process. She noted the Citizen M building has an art panel. She said she is glad the project is residential. She liked the alley wrap around and said the alley setback should be no problem as there is precedent for it.

Ms. Hoyt said it is a good job. She said 85' works and she likes the step down, 'graceful tier'. She said she likes the base and top. The unified is too austere and modern. She said the 2' alley setback doesn't achieve what it set out to do. She said it is a recently improved alley and she appreciated the commercial wrap into the alley. She said the fiber cement board proposed for mural is concerning; she said it is hard to incorporate it into Pioneer Square as it is not consistent with the neighborhood materials. She said there are other ways to achieve the mural approach.

Ms. Price concurred. She appreciated the business entrance in the alley. If nothing else is going on people won't walk down alley.

Ms. Kuwahara Day agreed. She said the unified version is too modern. She preferred the alley departure and the commercial wrap into the alley.

Ms. Collie appreciated the compatibility with neighbors study and said the approach is right on. She said to make sure the art murals are just the right amount, done the right way and not too much.

Ms. Nashem said they should include buildings on the block in context study such as McCoy's, and the Lucknow Building. The code talks about being compatible with buildings on the block.

Mr. Janette asked if there is a basement there if flexibility to have commercial on the ground floor.

Ms. Nashem said the Code outlines parameters for office use and notes that street level uses should be pedestrian-friendly, transparent and be compatible with preferred uses.

Ms. O'Donnell said the Code lists preferred uses and square footage allowed.

Mr. Dingle said a basement is difficult. He said they want office on ground floor with open floor and with stair down to basement and asked if the board is open to that.

Ms. Hoyt said preferred use is active retail / commercial.

Mr. Dingle said they could look into retail on ground level.

Ms. O'Donnell said transparency is needed on ground level.

Ms. Nashem said to analyze the Code and preferred / discouraged uses and to analyze the block as well.

Public Comment:

Karen True, Alliance for Pioneer Square said a big 'yes' to residential.

112019.4 BOARD BUSINESS

112019.5 REPORT OF THE CHAIR: Alex Rolluda, Chair

112019.6 STAFF REPORT: Genna Nashem

Genna Nashem
Pioneer Square Preservation Board Coordinator
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