



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 223/18

MINUTES for Wednesday August 1, 2018

Board Members

Adam Alsobrook
Lynda Collie
Kianoush Curran
Brendan Donckers
Dean Kralios, Chair
Carol O'Donnell, Vice Chair
Felicia Salcedo

Staff

Genna Nashem
Melinda Bloom

Absent

Alex Rolluda

Chair Dean Kralios called the meeting to order at 9:00 a.m.

080118.1 APPROVAL OF MINUTES:

June 20, 2018
MM/SC/AA/CO 4:0:1 Minutes approved. Mr. Kralios abstained.

080118.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL

080118.11 Squire Building

On the Field - Wall Sign
901 B Occidental Ave S

Installation of new sign copy on the north façade wall sign

ARC report: ARC reviewed the proposed sign copy. ARC agreed that the sign showed a phone and the applicant said the phone is available for sale at on the Field.

Staff report: This is a legal non-conforming sign which means that it was established in court that an on-premise sign can remain because it had been in use before the code prohibiting this size of sign was adopted but the size of the sign cannot change, and the location of the sign cannot change. It is required to be an on-premise sign. The applicant previously submitted an application without the photo of the phone which per code was sent to the SDCI for determination if it complied with the code. They determined that it did not, and a denial was issued per the code. This application includes a photo of the phone which the applicant says is for sale at On The Field.

Applicant Comment:

Ellie Newby proposed changing the existing vinyl with no change to existing frame. She said the copy will be up three months.

Ms. O'Donnell asked if phones can be purchased on site.

Ms. Newby said yes.

Public Comment: There was no public comment.

Board Discussion:

Mr. Kralios went over District Rules. He noted the product is sold in the building.

Mr. Donckers arrived at 9:05 am.

Action: I move to recommend granting a Certificate of Approval for installation of the new sign copy as proposed. This consideration was based on the information provided by the applicant in the application which is signed by the applicant that On the Field will stock and sell the product advertised on the sign, cellular telephones from Verizon, for the duration that the sign is posted.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the August 1, 2018 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC23.66.160 Signs

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)

Secretary of Interior Standards for Rehabilitation 10

MM/SC/CO/KC 5:0:1 Mr. Donckers abstained.

080118.22 Yesler Hotel Building (Pioneer Square Hotel)

Curated Vintage
77 Yesler Way

Installation of signage

ARC report: ARC reviewed the plans and drawings provided. ARC found the signage to be minimal and transparency to be maintained. The applicant changed the letter height on application to comply with the District Rules for 10-inch letter height. ARC recommended approval and recommended an express review.

Staff Report: The signage is consistent with other signage on the building. An express review means that the applicant will not need to present their application because it is considered self-explanatory and complies with the regulations. The Board will still have an opportunity to ask any clarifying questions if needed before moving the application for a vote.

Public Comment: There was no public comment.

Action: I move to recommend granting a Certificate of Approval for Installation of white letters on the awning and white lettering in the windows per the drawings.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the Aug 1, 2018 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required
SMC23.66.160 Signs

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- A. Transparency Regulations
- 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

E. AWNINGS AND CANOPIES

Secretary of Interior Standards for Rehabilitation 10

MM/SC/KC/AA 6:0:0 Motion carried.

080118.23

King Street Station

303 S Jackson St

Temporary signage on construction fence

ARC report: ARC reviewed the plans provided. The banners cover construction port -a -potties. ARC thought that adding the banners was an improvement to the existing condition and provided pedestrian interest. They thought that all letters complied with signage regulations, although they only considered the architect, and construction company logos as signage. The rest was a non-commercial information about the construction happening at the King Street Station. They asked the applicant to provide the square footage of the signage portion of the banner. They noted that the banner is not attached in any way to the building. ARC recommended approval.

Staff report: Similar banners were installed about the rehabilitation of the King Street Station on the construction fence during the previous rehab. The architect, engineer, or contractor for work currently under construction portion is well under the 24 square foot per 60 linear feet limit.

Applicant Comment:

S. Surface, Arts and Culture, proposed banners to conceal two porta-potties. They said the banners will also inform about the project via Olsen Sundig rendering and verbiage.

Mr. Kralios noted the banner will be zip-tied to fence.

S. Surface said the banner will be up through early December.

Public Comment:

Carl Leighty, Alliance for Pioneer Square, spoke in support.

Board Discussion:

Mr. Kralios went over District Rules.

Ms. O'Donnell said it is a vast improvement.

Mr. Kralios concurred with Ms. O'Donnell and added that it screens and provides information.

Action: I move to recommend granting a Certificate of Approval for installation of temporary banner on the construction fence as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the August 1, 2018 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC23.66.160 Signs

D. Temporary Signs.

1. The following signs are permitted at all times:

a. Real estate "for sale," "for rent" and "open house" signs, and signs identifying the architect, engineer or contractor for work currently under construction. The total area for these types of signs in the aggregate shall not exceed twenty-four (24) square feet per sixty (60) linear feet of street frontage, provided that the design, location, shape, size, color and graphics are approved by the Department of Neighborhoods Director after review and recommendation by the Preservation Board, and provided further that the Director may approve up to thirty-six (36) square feet if there is more than one user of real estate signs or if the building abuts more than two (2) streets;

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.

Secretary of Interior Standards for Rehabilitation 10

MM/SC/BD/LC

6:0:0 Motion carried.

080118.24

Stadium Place

510 Occidental Ave S

Installation of signage

ARC report: ARC reviewed the plans and drawing provided. ARC read the rules and the code. They determined that the sign was a commercial sign that will be up for at least a couple months while the space undergoes TI work. The ARC discussed that while they prefer a more attractive window covering than brown paper that this doesn't fit easily within our existing rules. ARC thought that the sign should comply with the code for temporary signs. They thought that any solid color area would not count towards signage square footage, and the view of the city would also not count towards the signage square footage. ARC recommended that they adjust the sign so that it is in compliance with the size for temporary signs. The applicant had also requested one letter size over 10 inches. The ARC suggested that being he was already asking for an exception to the transparency guidelines that the letter size should comply with the 10-inch rule.

Staff report: Ms. Nashem said the board hasn't had an application for a similar situation previously. While people have put up brown paper or other colored coverings without permission, she said the amount of signage on the couple had small signage area that appeared to have complied with the code for square footage. The Board should make it clear that the exception for the transparency regulations is just because it is window covering during construction and that images produce more pedestrian interest than brown paper. She said that what is being sold, condos, do not exist yet. There is however an application for a permit. It has not had the SEPA published or the ID Certificate of Approval. It is not unusual that a developer will sell units prior to the project being completed. However, I would suggest that any approval would be conditioned both for time limitation during construction to September for the TI construction and to be removed if the building permit application is ever canceled. The building for sale is not in the District but they are presenting this as the future leasing office so under that circumstances this would be an on-premise sign unless the leasing office doesn't open.

Applicant Comment:

Steven Hintzke proposed temporary signage to shield tenant improvement work until they are finished at the end of September. He said they shrunk the logo, building image, and text per ARC comments.

Mr. Kralios said ARC directed the applicant to put up purple solid area, not brown paper. He said the city view image is not Seattle but is a generic view and OK for temporary use.

Mr. Alsobrook said it is more attractive than brown paper.

Mr. Donckers said the temporary nature is important; eight weeks is not long. He said if more time is needed, the applicant will have to come back.

Public Comment: There was no public comment.

Mr. Kralios went over purview and said what is proposed complies with the District Rules. He said it is temporary, for eight weeks.

Mr. Alsobrook recommended giving the full three months allowed.

Action: I move to recommend granting a Certificate of Approval for installation of signage covering the windows for purpose of shielding TI construction from pedestrian view but providing more pedestrian interest than brown paper. The sign will be removed when TI construction is complete but no later than October 31, 2018. The sign will also be removed immediately if the project is canceled or it there will no longer be a leasing office in this space.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the August 1, 2018 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC23.66.160 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.
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.
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.

D. Temporary Signs.

1. The following signs are permitted at all times:
 - a. Real estate "for sale," "for rent" and "open house" signs, and signs identifying the architect, engineer or contractor for work currently under construction. The total area for these types of signs in the aggregate shall not exceed twenty-four (24) square feet per sixty (60) linear feet of street frontage, provided that the design, location, shape, size, color and graphics are approved by the Department of Neighborhoods Director after review and recommendation by the Preservation Board, and provided further that the Director may approve up to thirty-six (36) square feet if there is more than one user of real estate signs or if the building abuts more than two (2) streets;

Pioneer Square Preservation District Rules

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

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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)

2. Window darkening and/or reflective film in ground or upper floor windows on primary building facades is not permitted. (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)

Secretary of Interior Standards for Rehabilitation 10

MM/SC/AA/KC 6:0:0 Motion carried.

080118.25 **Northcoast Building (Court in the Square)**
165 S Jackson St

Change of use from retail to lecture and meeting hall

Staff report: This use is similar in nature to The 90 which was approved as a lecture and meeting hall. I have confirmed with SDCI that this would be the appropriate use designation. Lecture and meeting hall is not a preferred use but the size is under 3,000 square feet so it doesn't fall under a discouraged use either. It is not a prohibited use. The Board may want to clarify that the red boxes are just identifying the location of activities within the space and do not represent a wall in front of the window. Being the space is proposed to be open only a few times a year the Board may want to reiterate that it will need to comply with the transparency guidelines in between openings. Typically, if a use is being changed from a preferred use such as retail the Board has made a condition that the use revert back to retail at the end of tenant lease. Among the application is referenced a future sign application and a queuing line rope and stations. These are not part of this application and discussion should be deferred to when they application for these items is reviewed.

Applicant Comment:

Judy Valadin proposed use of the space as retail for pop up art, events for Seahawks, eight days from September through December. She said they will paint inside a clean white. All other installations will be temporary materials. She said the space will be about fan experience and photos for four – five hours before game. Responding to clarifying questions, she said they will rebrand the awnings or put up new ones and add vinyl on windows but that will be presented separately.

Ms. O'Donnell said it is under 3000 square feet.

Mr. Kralios said it is neither preferred or prohibited. He suggested tying the use to the tenant and revert to retail when they leave.

Public Comment: There was no public comment.

Board Discussion:

Ms. O'Donnell said more active use is preferred in the district and only eight days use are proposed.

Ms. Valadin said they have a 12-month lease and there is potential for more use. She said they could open it up as a pop up for local artist. She said American Express has committed to eight days.

Mr. Kralios reiterated Ms. O'Donnell's comment that more active use is preferred.

Ms. O'Donnell suggested working with The 90, the Residents Council, and other neighborhood organizations who could use the space for meetings.

Mr. Kralios said that signage for any pop-up needs review by this board.

Mr. Donckers supported conditional change of use if tied to this tenant.

Mr. Kralios suggested a temporary one-year approval.

Mr. Alsobrook concurred.

Action: I move to recommend granting a Certificate of Approval for Change of use from retail to lecture and meeting hall conditioned on the space reverting back to preferred use after the year.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the August 1, 2018 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC23.66.130 Street Level Uses

A.

1. Uses at street level in the area designated on Map B for [23.66.130](#) require the approval of the Department of Neighborhoods Director after review and recommendation by the Preservation Board.

B. Preferred Street-level Uses.

1. Preferred uses at street level must be highly visible and pedestrian oriented. Preferred street-level uses either display merchandise in a manner that contributes to the character and activity of the area, and/or promote residential uses, including but not limited to the following uses:

a. Any of the following uses under 3,000 square feet in size: art galleries and other general sales and service uses, restaurants and other eating and drinking establishment uses, and lodging uses;

C. Discouraged Street-level Uses.

1. The following are discouraged at street level in the area designated on Map B for [23.66.130](#):

a. Any use occupying more than 50 percent of any block front;

b. Any of the following with gross floor area over 3,000 square feet: general sales and services uses, eating and drinking establishment uses, and lodging uses;

2. Discouraged uses may be approved by the Department of Neighborhoods Director after review and recommendation by the Preservation Board if an applicant demonstrates that the proposed use is compatible with uses preferred at street level.

D. Conditions on Street-level Uses. Approved street level uses in the area designated on Map B for [23.66.130](#) are subject to the following conditions:

1. No use may occupy more than 50 percent of the street-level frontage of a block that is 20,000 square feet or more in area;

2. Human service uses and personal service establishments, such as hair cutting and tanning salons, may not exceed 25 percent of the total street-level frontage of any block front.

E. The following uses are prohibited at street level in the area designated on Map B for 23.66.130:

- Wholesaling, storage and distribution uses;
- Vocational or fine arts schools;
- Research and development laboratories;
- Radio and television studios;
- Taxidermy shops;
- Appliance repair shops;
- Upholstery establishments; and
- Other similar uses.

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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)
2. Window darkening and/or reflective film in ground or upper floor windows on primary building facades is not permitted. (8/93, 7/99, 7/03)

MM/SC/BD/KC 6:0:0 Motion carried.

080118.2 PRELIMINARY DESIGN BRIEFINGS

080118.21 Jackson Hub planning

Briefing regarding planning area

Presentation handouts in DON file.

Carl Leighty, Alliance for Pioneer Square, explained the concept to improve streetscapes for pedestrians.

Mackenzie Waller, framework, provided an overview of the project. She said the area is a multi-modal transportation hub, located where two neighborhoods come together. She provided context of the neighborhood and said the vehicular traffic is overwhelming causing constraints and pressure on the streets. She said they are looking at opportunities to make things better for pedestrians. There are five goals: that the Jackson Hub be safe and comfortable; engaging to sustain interest of pedestrians; connected to transit systems; embedded and recognized as a place and destination and being reflective of community culture; iconic and memorable. She reported on the community outreach that has been done via online survey and community events.

Rebecca Frestedt, coordinator for the International District Special Review District, said the project is co-located in ISRD and Pioneer Square districts. She said the project has received general support from the ISRD board who requested more information about building owner involvement, outreach and interpretation.

Mr. Kralios appreciated that there are several entities working together and said the goals are admirable.

Responding to questions, Mr. Leighty said 200-250 responded to survey; there were not as many responses to the Chinese version, so they did a public event which was heavily promoted.

Mr. Donckers said he is on the board for Alliance for Pioneer Square and is pleased that this is moving forward. He asked about the 4th Avenue reconstruction issue.

Ms. Waller said nothing load bearing can be at that location; if they were to wait for resolution, then nothing would happen, so they are moving forward.

Ms. Nashem said that bike lockers were proposed for the area but there were safety concerns. She said the plaza is part of an agreement to provided public space.

Ms. Waller said that bike lockers are not desirable, but they will try to address other types of bike parking.

080118.22

74 S Jackson St

Briefing regarding possible demolition and new construction

Tom Kundig and Jerry Garcia, Olson Kundig, presented via PowerPoint (for detail, see presentation report is in DON file).

Mr. Kundig said three departures are requested: alley width, loading berth, overhead protection on Alaskan Way.

Mr. Garcia provided an overview / update of the project to provide context for discussion. He went over requested departures: departure from 2-foot alley

dedication to maintain historic character of Pioneer Square Preservation District; departure from the standard requirement for three loading berths to none; departure from the standard overhead weather protection on the entire street frontage. He said they plan to maintain the 16' alley aperture width at street. He provided material sample and noted the proposed brick is the same as used in Nord Alley. He said there will be a concrete strip at each building.

Ms. Nashem asked about the historic curb cuts in alley.

Mr. Garcia said they will salvage as much historic material as possible. He said they are working on a runnel in the middle and will use historic material there and then bracket it with new. He said that three loading berths are required, and they want to reduce that to a single berth in order to preserve as much brick in alley as possible. He said a dock management plan would be part of the proposal and noted the plan has worked well at 200 Occidental. He noted street trees would interfere with overhead weather protection and trees were prioritized. He said that on east-west streets the Allee Elm is proposed, recommended by City Arborist; this tree is proposed for Jackson Street with undercover shrubs. He said on Alaskan Way, the northern most portion on the west façade aligns with double Metro stop. He said the stop services inbound stops, so no queue is expected there.

Steve Pearce, Waterfront Project, said there is a wealth of overhead weather protection along Alaskan that is non-contiguous because of the variety of buildings.

Mr. Kralios noted the retail space on the south has overhead weather protection and that there is none on northwest.

Mr. Garcia said it is because of the orientation. It is a gateway building to downtown. The corner is strong and open; overhead protection is a scaling device. He noted the transition to smaller scale at the C & H Building to the north.

Mr. Kralios said that architectural devices that emphasize design are there now.

Mr. Garcia said just at entries; the strong southwest corner has overhead weather protection. He said that two London Plane trees with a Tulip tree in middle are planned for west side; suspended flowers are planned as well. He went over roof amenity plan and said it will feel more residential with rooms and corridors that meander. He noted the irregular roof structures in Pioneer Square. He said three trees are planned – Japanese Black pine and Indigenous short pine, as well as simple grasses.

Mr. Kralios asked about white area shown on plan.

Mr. Garcia said it is roof or canopy for mechanical. He went over proposed signage and said that steel plates with laser cut outs will go at retail entrances and the building sign will be laser cut in and silhouetted.

Mr. Donckers asked why three berths are required.

Mr. Garcia said the theory is that it is less congested, but one works well. He said it is a management issue that requires a management plan.

Mr. Kralios supported the loading berth departure and would defer to transportation group for dock management plan.

Ms. Curran concurred.

Mr. Alsobrook supported the loading berth departure.

Mr. Kralios supported the alley dedication as well and noted the consistent alley width in district. He said in general he supported the overhead weather protection departure but that he was trying to reconcile where canopies were proposed. He asked why they aren't continuing the corner around the corner because the retail experience wraps the corner.

Mr. Garcia said the placement of trees on Jackson frames the entry but, on the west, they are allowing for a halo of trees.

Mr. Kundig said there is a small expression of canopy; if tree were not there, they would wrap corner.

Mr. Kralios said it is a contemporary requirement and asked if they even need canopies anywhere beside at entry.

Mr. Alsobrook said that pattern of the district is to have no canopy; canopies are associated with entrances when you see them.

Mr. Kralios said unless there is a compelling reason, not having canopies would provide better compatibility. He supported no overhead weather protection for continuity.

080118.3 BOARD BUSINESS

080118.5 REPORT OF THE CHAIR: Dean Kralios, Chair

080118.6 STAFF REPORT: Genna Nashem

Genna Nashem
Pioneer Square Preservation Board Coordinator
206.684.0227