



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 59/22

MINUTES for Wednesday, April 6, 2022

Board Members

Lynda Collie
Kianoush Curran
Maureen Elenga
Lauren Kush
Jose Lorenzo-Torres
Lindsay Pflugrath
Alex Rolluda, Chair

Staff

Genna Nashem
Melinda Bloom

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

In-person attendance is currently prohibited per Washington State Governor's Proclamation No. 20-28.5. Meeting participation is limited to access by the WebEx meeting link or the telephone call-in line provided on agenda.

Roll Call

040622.1 PUBLIC COMMENT
There was no public comment.

040622.2 Applications for Certificate of Approval

040622.21 1st And Columbia Garage
723 1st Ave
LMN Architects

Change of use from personal services (bank) to office and model shop for a 6000 square foot street level space, Installation of signage

Sam Miller, LMN proposed change of use from bank to model shop / prototype space. He noted intention to display models and prototypes which he said would

activate the space. He said they have a partnership with Sawhorse Revolution which provides opportunities for students to co-locate and train at the space. He said the interior is double height ground floor with small mezzanine. He provided proposed ground level floor plan and elevation showing proposed placement of sign. He noted existing blade sign will remain on the building but they will not be using it.

Staff Report: Ms. Nashem explained the proposed use is neither a preferred use nor a discouraged use. Office and craft use are 11 % of the square footage of the block front surrounded by 1st Yesler, Post and Columbia. Proposed street frontage on 1st and Columbia is 13% of the street frontage of the block front. Temporary use legislation allows office with less than 30 feet of street frontage to be approved without Board review but because the street frontage is larger, the Board review is required. The sign in the existing sign band is 24 inches and the proposed letter size is 12 inches. The letter size is maximum allowed and allows 6 inches of space above and below.

Ms. Elenga asked the number of days the space will be used.

Mr. Miller said Monday through Friday, 8:00 am – 5:30 pm but often, hours would be extended. With Sawhorse partnership it is likely the space would be used evenings and weekends.

Ms. Elenga said the use would be of public interest especially for visibility to see the work in progress.

Mr. Rolluda said it is fun to watch model-building.

Mr. Miller said they want to get rid of the vestibules eventually and add more glazing for more visibility.

Mr. Rolluda noted the existing glazing is dark.

Mr. Miller said future plans include new glazing with additional lighting so it is less dark.

Mr. Rolluda asked if the studio would be open.

Mr. Miller said ideally it would be but there are issues regarding safety and security right now.

Mr. Rolluda said it is a creative use of the space and he appreciated the efforts reaching out to high school students. He supported the application.

Action: I move to recommend granting a Certificate of Approval for:
Change of use from personal service to office and craftwork for a 6000 square foot space and signage in the sign band as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *April 6, 2022* 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 23.66.130 - 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:
 - d. Professional services establishments or offices that occupy more than 20 percent of any block front; and
 - 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;

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.

Pioneer Square Preservation District Rules

B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93)
Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

C. Specific Signage Regulations

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)

MM/SC/KC/ME 7:00 Motion carried.

040622.22

Fulton Hotel Building

322 2nd Ave S (200 S Jackson St)

Fat Shack

Installation of signage including moving two previously approved sign to this new location and installing additional signs.

Taylor Martin explained they are bringing some signage from old location. He said their proposed signage falls into place with other bars and restaurants in the area. He noted the storefront designs are specified in the brand and have been modified to fit Pioneer Square standards. He noted the vinyl signs provide visibility into the business. He said the windows are clear, not tinted and photograph provided is with blinds down. He said the proposed metal sign for the sign band at the top of the roof is flat metal, high-grade aluminum and is under 16" tall. He explained how he did the calculation for the large window sticker which comes to around 19% of window coverage. He said the letter size is under the limited size and there is no backing on sticker, it is just clear. Stickers will be applied to window interior. He said the metal sign is high grade metal with a steel plate attachment that is easily removed. He said the sign is non-illuminated.

Mr. Martin said the existing blade sign will be relocated from old location and will be mounted using existing hardware; no new electrical is required. He said relocated illuminated window sign will be installed in far end window on Jackson Street side storefront. He said that while they propose more signage than previous tenant, they will still be in line with other bars and restaurants in the area. He said Fat Shack is a small, growing franchise and they want it to be seen and recognized through its branding.

Staff Report: Ms. Nashem explained the neon blade sign and the neon window sign were previously approved at another location and are being moved to this location. The blade sign is being attached to a location where a blade sign had previously been attached for a prior business. The proposal is similar to previous applications

for this location except that in total it has more signs than previous applications. Because the guidelines call for a reduce sign package when neon signs are proposed, the Board review is needed. The large window graphic shown in existing conditions photos was installed without approval by the prior tenant.

Ms. Elenga asked about the neon sign at far-right window on Jackson Street.

Mr. Martin said it will be moving over from existing site and will be installed inside.

Mr. Rolluda asked about the Cold Beer sign.

Mr. Martin proposed to leave it there.

Ms. Collie appreciated the presentation and asked about the hamburger signs.

Mr. Martin said they were used at previous location, not here.

Ms. Curran said the proposed signage borders on over-proliferation but noted at this site there is not as much pedestrian traffic so there might be some justification for allowing this level of signage; others who have used this space have required it here as well.

Mr. Rolluda concurred. He said especially on the Jackson Street side and noted the need for visibility.

Mr. Martin said they could remove both door logos on the Jackson side.

Mr. Rolluda said the proximity of signs on door to blade sign is a little too much and supported removal of the signs on the doors.

Ms. Curran concurred with Mr. Rolluda about removing the door signs.

Mr. Martin said those double doors will likely not be used, so those signs could be removed.

Mr. Lorenzo-Torres suggested relocating the large logo and neon over closer to the double doors.

Ms. Kush agreed.

Ms. Pflugrath agreed with board member comments, especially about double doors logos.

Mr. Rolluda asked if the applicant was OK with modifications.

Mr. Martin said he was and liked the proposed changes and moving of large sign.

Action: I move to recommend granting a Certificate of Approval for:

Installation of signage as approved with modifications as discussed, move mid-logo sign to next to door and remove logos on the doors.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the April 6, 2022, public meeting and forward this written recommendation to the Department of Neighborhoods Director.

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 - 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.

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Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

C. Specific Signage Regulations

1. Letter Size. Letter size in windows, awnings and hanging signs shall be consistent with the scale of the architectural elements of the building (as per SMC 23.66.160), but shall not exceed a maximum height of 10 inches unless an exception has been approved as set forth in this paragraph. Exceptions to the 10-inch height limitation will be considered for individual letters in the business name (subject to a limit of no more than three letters) only if both of the following conditions are satisfied: a) the exception is sought as part of a reduced overall sign package or plan for the business; and b) the size of the letters for which an exception is requested is consistent with the scale and character of the building, the frontage of the business, the transparency requirements of the regulations, and all other conditions under SMC 23.66.160. An overall sign package or plan will be considered reduced for purposes of the exception if it calls for approval of signage that is substantially less than what would otherwise be allowable under the regulations. (12/94)
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)

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)

MM/SC/ME/KC 7:0:0 Motion carried.

040622.31 BOARD BUSINESS

Ms. Nashem said there would be no ARC on April 13 as she would be on vacation.

040622.5 REPORT OF THE CHAIR: Alex Rolluda, Chair

040622.6 STAFF REPORT: Genna Nashem

Genna Nashem
Pioneer Square Preservation Board Coordinator
206.684.0227