



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 252/16

**MINUTES** for Wednesday, September 7, 2016

**Board Members**

Mark Astor  
Colleen Echohawk  
Ryan Hester, Chair  
Dean Kralios, Vice Chair  
Kyle Kiser  
Carol O’Donnell  
Alex Rolluda

**Staff**

Genna Nashem  
Melinda Bloom

**Absent**

Chair Ryan Hester called the meeting to order at 9:00 a.m.

**090716.1      APPROVAL OF MINUTES:**  
August 17, 2016  
MM/SC/DK/AR                      4:0:1    Minutes approved. Mr. Astor abstained.

**090716.2      APPLICATIONS FOR CERTIFICATES OF APPROVAL**

090716.11      **Schwabacher Building**  
Merrill Place

Change of use from Personal Service (hair salon) use to three units:  
Space A retail use - 1,640 square feet, and Space B retail use - 2,616 square feet,  
with a joint vestibule – 310 square feet,  
Space C office use – 1,575 square feet

Brian Malady explained the space is currently vacant. He noted the various uses and interior space divisions over time. He said they propose to reconfigure the interior and noted that two of the spaces will use the joint access vestibule. He said there will be

retail along Jackson Street and along 1<sup>st</sup> Avenue. He said the third tenant space will be office; it will be located on the back (west) side and existing stair access will be used.

*Mr. Kiser arrived at 9:05 am.*

Mr. Hester clarified that Space A is on 1<sup>st</sup>; spaces B and C are on Jackson.

Mr. Malady concurred.

Ms. Nashem explained that this is going from a discouraged use over 3000 square feet to two retail space which are preferred use and an office space. While office is not a preferred use, the size and the percent of the square footage of the block front of this office space does not make it a discouraged use. Code defines block front the land area along one side of a street bound on three sides by the centerline of platted streets and on the fourth side by an alley or rear lot lines (Exhibit B for [23.84A.004](#)).

Public Comment:

Carl Leighty, Alliance for Pioneer Square, supported the application and liked that the office is toward the back of the building and not at street front.

Board Discussion:

Mr. Hester went over District Rules.

Mr. Kralios said what was proposed is consistent with District Rules; uses are not discouraged and do not take up more than 50% of any block front. He said this meets the District Rules and Seattle Municipal Code.

Ms. O'Donnell said that having retail on 1<sup>st</sup> here will make the neighborhood south more accessible.

Mr. Kralios noted that retail anchors both corners.

Action: I move to recommend granting a Certificate of Approval for change of use from Personal Service (hair salon) use to three units:

Space A retail use - 1,640 square feet,  
and Space B retail use - 2,616 square feet, with a joint vestibule – 310 square feet,  
Space C office use – 1,575 square feet

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the September 7, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC23.66.120 permitted uses

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;
- c. All other uses with gross floor area over 10,000 square feet;
- d. Professional services establishments or offices that occupy more than 20 percent of any block front.

MM/SC/MA/DK 6:0:0 Motion carried.

*Ms. Echohawk arrived at 9:10 am.*

090716.12

**Squire Building**

On the Field

901B Occidental Ave S

Installation of new sign copy (iPhone) on the south façade wall sign

ARC Report: Mr. Kralios said that ARC reviewed the drawings and renderings provided and that the copy change was similar to the previously approved proposal. ARC recommended approval.

Applicant Comment:

Lesley Sharp said it will be a copy change only and will be up for 30 – 60 days.

Mr. Hester clarified that there will be no new penetrations; copy will be stretch vinyl that will attach to existing frame. There will be no new impacts to the building.

Ms. Sharp concurred.

Public Comment: There was no public comment.

Board Discussion:

Mr. Hester went over District Rules.

Action: I move to recommend granting a Certificate of Approval for installation of new sign copy for iPhone 6 on the south façade. This consideration does not include any determination by the Board that the sign qualifies as an on-premise sign.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the September 7, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC 23.66.160 Signs

Pioneer Square Preservation District Rules

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

Secretary of Interior's Standards for Rehabilitation

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)

MM/SC/DK/KK 7:0:0 Motion carried.

090716.13

**Prefontaine Building**

9000 Barbershop

321 Yesler Way

Installation of temporary signage

ARC Report: Mr. Kralios reported that ARC reviewed the photos and drawing provided. ARC agreed that they could allow a sign larger than 8 square feet because the sign is temporary and the proposed sign attaches to the existing non-conforming sign. ARC suggested that the old unused sign on side be painted white.

ARC discussed the window signage and found it to be incongruous; there were several font types, sizes, different graphics of barber poles and not complementary for his business or compatible to the building or the District. They thought that there was over proliferation of signage. ARC thought one of the signs with striped font was not legible and recommended removal of it as well as the striped banding. ARC agreed with that change they would recommend approval of the signage as temporary under the condition that a comprehensive and consistent sign package complying with all signage regulations was submitted prior to the end of the construction.

Jan Katzenberger, SDOT – Streets, explained that with the ongoing work on the Yesler Bridge the business is not viewable from 3<sup>rd</sup> and Yesler. She said while the work continues they propose to install signage over existing bail bond sign for visibility and have a waiver from SDOT for non-conforming signage. She said the Yesler Bridge project will complete in December 2017. She said they will paint white over the back part of the bail bond sign and the front will be the barber shop sign. She said they will remove the sign on the east side of the building and the top and bottom banners. She said that at the end of the temporary period the business owner will install compliant signage and will provide a cohesive sign package.

Ms. Nashem explained that the existing sign was approved at 8 square feet in 1996. It appears that it was installed in a larger size and for whatever reason was not discovered during inspection at the time. Approved drawings also show a clearance of 8 feet but that clearance provided is less than 8 feet. She said that SDOT contacted her in April to verify the approved plans of the old sign. They contacted the business and building owners about the need for compliance with the newly installed signage covering the existing sign. At the time they were encouraged to apply for signage permits, recognizing that businesses need signs but the owner chose to remove the unapproved signage from the existing sign. The signage in the windows remained without approval. During the Yesler Bridge construction, the business was struggling and sought assistance from SDOT, the Office of Economic Development and the Alliance for Pioneer Square. SDOT is helping them prepare this application for temporary signage. It appears that there is architectural detail above the blade sign which would prevent it from being raised.

Ms. Katzenberger said the wood sign will be easily retrofitted when change is needed. She said a hand painted sign on metal is up on SDOT fencing as wayfinding in the interim. She said it is durable. She said all vinyl signs are exterior applied and the top and bottom banners will be removed.

**Public Comment:**

Carl Leighty, Alliance for Pioneer Square, supported the application and said the business needs visibility.

**Board Discussion:**

Mr. Hester went over District Rules. He said he appreciated the adjustment to the storefront signage and noted the business' challenge during the construction project. He

said it is a temporary package and it is good that the tenant will return with a cohesive sign package.

Mr. Kralios said it is non-conforming but there are extenuating circumstances with the Yesler Bridge project; it will be for a limited time until December 2017. He said at that time the board will look for a package that complies with all the rules.

Action: I move to recommend granting a Certificate of Approval for installation of temporary signage attached to the existing non-conforming blade sign and for installation of vinyl lettering in the windows as amended reducing the number of signs, under the condition that by the end of 2017 an application is submitted for permanent signage that complies with the District Rules for signage, the Seattle Municipal Code and SDOT regulations and that the signage be a comprehensive and consistent sign package utilizing consistent fonts, colors and graphics.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the September 7, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

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.
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)
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)
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)

Secretary of Interior's Standards for Rehabilitation

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

MM/SC/MA/AR            7:0:0    Motion carried.

Ms. Katzenberger thanked the board and said it showed that the board protects not just the historic past but also the economic future.



090716.14

**Occidental Park**

Light fixtures

Installation of pedestrian counters on light fixtures

ARC Report: Mr. Kralios reported that ARC reviewed the drawing and photos and product information provided. The applicant explained that while they have been doing counts by hand a couple times a day this would give them a more 24/7 picture of the use of the park allowing them to program events for increased usage at non-peak times and other information for planning purposes. They explained the counters would be mounted at 10 to 15 feet heights on the light poles. ARC asked if the box can be painted to match the poles. For now they are only planning to install the devices for a year. The applicant explained that they would like approval of plan A and plan B in case the plan A locations are not feasible. ARC thought that the device was small and would blend in with the poles and the effect on the pole would be minor.

Applicant Comment:

Ryan Gockel, DSA, explained efforts to activate parks. He said efforts have proved successful and now they have a five year agreement to manage the park. He explained they have been doing hand counts of pedestrian activity and that installing the proposed counters will provide more accurate information on numbers, time, etc. He said they propose to install on three light poles; counters will be installed with pole wrap – stainless steel banding – that will not damage the light pole. The counters will not cover decorative features. He said they come in black or white and they propose black.

Mr. Kralios noted that Option A is for three poles and Option B is for five.

Mr. Gockel said that they chose the poles for location, height, power. He said that the black electrical cord is very short and won't be encased in conduit.

Ms. Echohawk said she is an MID board member. She said the work at Occidental Park has been amazing – it has made a night and day difference in the park. She said she is grateful for the data collection.

Public Comment:

Carl Leighty, Alliance for Pioneer Square, supported the application and said it will be helpful in looking at other parks in the city as well.

Board Discussion:

Mr. Hester went over District Rules.

Mr. Astor noted the goals of safety and activation as laudable. He said there will be minimal visual impact to features. He supported the application.

Mr. Kralios supported the installation of black counter. He said there is minimal visual impact and no damage to poles. He said it is temporary and removable.

Mr. Hester said it will be a black counter and black cord.

Mr. Kiser noted the commendable efforts in the park and that he looks forward to more.

Action: I move to recommend granting a Certificate of Approval for installation of pedestrian counters on light fixtures, Option A or Option B; applicant will come back in one year for approval if more time is desired.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the September 7, 2016 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

XV. STREET LIGHTING

The three-globe Chief Seattle bronze base light fixture currently used in the District will be the approved street lighting standard. Additional alternative lighting standards and fixtures that are compatible with the historic character of the District may be approved by the Board for installation in conjunction with three-globe fixtures as needed to improve pedestrian-level lighting and public safety. (7/03)

Secretary of Interior's Standards for Rehabilitation

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

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

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

MM/SC/DK/MA 7:0:0 Motion carried.

Mr. Gockel asked for clarification on the length of approval.

Mr. Kralios said it will begin at installation. He said to follow up with Ms. Nashem when installed.

090716.15

**200 Occidental Ave S**

Changes to previously approved plans to install a steel apron rather than concrete

ARC Report: ARC reviewed the proposed change to the apron. The applicant explained the construction condition that created a condition for an alternative material at the apron as a concrete slab would be too thin. The applicant went over the pros and cons of all the alternatives they had explored. ARC agreed that this seemed to be the best of the alternatives and the material and colors matched other colors and material on the building. There will still be concrete at the entrances. There was concern about the wear and tear of the painted metal. ARC recommended approval with the condition that the building committed to ongoing maintenance to the painted surface.

Applicant Comment:

David Bullaro, Mithun, explained that the stem wall is higher than what was expected. He said that now there isn't enough room for a concrete apron so they will put in a steel apron strip. He said that they will maintain concrete at the entries. He said the metal band will go around the entire building; it will be painted the same color as exterior steel and will be mounted in grout bed. He said they may add flush mounted screw fasteners if needed. He said that owner will provide maintenance as necessary.

Mr. Kralios asked about the PT head at the concrete beam.

Mr. Bullaro showed the Board a photo and said the PT heads were supposed to be set back and can't be changed now.

Mr. Hester said he appreciated the owner's willingness to do ongoing maintenance.

Mr. Kralios said ARC said that concrete aprons at retail spaces will be retained and noted they are high traffic areas. He said the metal band around the building will appear to be planned.

Public Comment: There was no public comment.

Board Discussion:

Mr. Hester went over District Rules.

Mr. Kralios noted the extenuating circumstances and limited options. He said the metal plate is a workable solution and ties in with other approved colors. He said the owners have a maintenance plan.

Mr. Astor agreed with Mr. Kralios' comments. He said the material is in keeping with heavy material look and might even be an enhancement.

Action: I move to recommend granting a Certificate of Approval for Changes to previously approved plans to install a steel apron rather than concrete under the condition that the painted metal is maintained and touched up as it is scratched and worn.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the September 7, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

23.66.180- Exterior building design.

To complement and enhance the historic character of the District and to retain the quality and continuity of existing buildings, the following requirements shall apply to exterior building design:

- A. Materials. Unless an alternative material is approved by the Department of Neighborhoods Director following Board review and recommendation, exterior building facades shall be brick, concrete tinted a subdued or earthen color, sandstone or similar stone facing material commonly used in the District. Aluminum, painted metal, wood and other materials may be used for signs, window and door sashes and trim, and for similar purposes when approved by the Department of Neighborhoods Director as compatible with adjacent or original uses, following Board review and recommendation.

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.

Secretary of Interior's Standards for Rehabilitation

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

MM/SC/CO/DK

7:0:0 Motion carried.

**090716.4 BOARD BUSINESS**

Ms. Nashem explained that it was Mr. Kiser's last meeting. She introduced the new Get Engaged member Caitlin Molenaar.

**090716.5 REPORT OF THE CHAIR:** Ryan Hester, Chair

**090716.6 STAFF REPORT:** Genna Nashem

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
206.684.0227