



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 19/19

## MINUTES for Wednesday January 16, 2019

### Board Members

Adam Alsobrook, Vice Chair  
Lynda Collie  
Brendan Donckers  
Carol O'Donnell  
Emma McIntosh  
Alex Rolluda, Chair  
Felicia Salcedo

### Staff

Genna Nashem  
Melinda Bloom

### Absent

Kianoush Curran

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

#### **011619.1 APPROVAL OF MINUTES:**

December 5, 2018

MM/SC/AA/FS

3:0:2 Minutes approved. Ms. Collie and Mr. Rolluda abstained.

*Agenda reordered.*

#### **011619.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL**

##### **011619.22 Stadium Place**

510 Occidental Ave S

Installation of signage

ARC report: Mr. Alsobrook reported that ARC reviewed the plans provided. ARC thought that the proposed blade sign complied with requirements for size and letter size. The location and method of attachment is the same as other signs on the building. ARC thought the signage on the windows was compliant with letter size requirements and that the graphics still provide transparency. ARC recommended approval.

Staff report: The sales office is for a project that has not yet been built. ARC asked if the project had approvals and permits yet. The Board could state stipulations that "The sign will be removed immediately if the construction project is canceled and/or if there is no longer be a leasing office in this space as noted when the Board considered the temporary window coverings during construction.

Applicant Comment:

Steve Hintzke, Island Dog, said the KODA blade sign is eight square feet . He said the space is a sales office for new construction. He said there will be a small window graphic and text and a decorative band at the bottom.

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

Ms. Nashem said the signage is consistent with other signage on the building.

Public Comment: There was no public comment.

Board Discussion:

Mr. Rolluda said it is within the guidelines for size, location and transparency.

Ms. O'Donnell suggested adding to the condition in the motion that signage is to be removed if building doesn't move forward.

Mr. Rolluda went over applicable District Rules.

Action: I move to recommend granting a Certificate of Approval for installation of a blade sign hanging from the canopy and signage in the window. The sign will be removed immediately if the construction project is canceled and/or if there is no longer be a *leasing\** office in this space as noted when the Board considered the temporary window coverings during construction.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 16, 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

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)

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
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

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/LC

5:0:1 Motion carried. Mr. Donckers abstained.

\*Action: I move to amend motion to change 'leasing' office to 'sales' office.

MM/SC/CO/AA

5:0:1 Motion carried. Mr. Donckers abstained.

**011619.21**

**1016 First Ave S**

Locker Room

Installation of signage

Applicant Comment:

Tommy Morgan said the neon sign will face Occidental and the non-illuminated one will be on 1<sup>st</sup> Avenue. He amended the material from wood to Dibond for more durability.

*Ms. McIntosh arrived at 9:12 am.*

Mr. Morgan said they will install the sign for the client.

ARC report: Ms. Alsobrook reported that ARC reviewed the plans provided. The representative from the sign company said that they were applying for two signs. One neon sign on 1<sup>st</sup> Ave and one non-illuminated sign on Occidental. ARC thought that the letter size and the size of the signs was compatible with the regulations. The neon sign only has two colors with the neon being white. The sign company representative noted that the plans for the non-illuminated sign call for plywood, but he would recommend changing that to Dibond. The applicant will bring a revised sign drawing indicating the change in material. ARC members agreed that they would prefer a more durable material than plywood. ARC noted that the building storefront was new and the new design did not provide a practical location for signage so although the placement was attached to a small metal tube it appeared to be the best location for the signage and did not cover any historic elements of the building. However, ARC noted that there were several additional signs in the windows that had not been applied for or approved and those signs need to be removed. They amounted to a lot of visual clutter and affected transparency. The representative from the sign company said that they thought the business intended to remove them, but he also had one copy of some decals in his file, produced by a different sign company, that were not included in the application submitted by this sign company and did not know what they were. ARC said that any approval of signage would be contingent upon the other unapproved signs being removed.

Staff report: If the applicant does not have photo evidence that the applicant has removed the unapproved signs, the Board may want to condition any approval be based on photos showing that the other signs have been removed.

Mr. Morgan directed board members to page 6 and said all other signs will be removed.

Mr. Donckers asked if it will fall on the applicant to remove the existing signs.

Mr. Morgan said his company will remove the posters and decals.

Mr. Rolluda asked about conduit routing.

Mr. Morgan directed board to installation details on page 1 and said that they will use seal tight connectors straight back in to where the power box is.

Public Comment: There was no public comment.

Mr. Rolluda went over District Rules.

Action: I move to recommend granting a Certificate of Approval for Installation of a neon sign on the Occidental façade and a non-illuminated sign on the 1<sup>st</sup> Avenue facade, both placed over the entry door under the condition that photos are submitted to staff showing that all unapproved signs have been removed. Sign technician represented that all signs will be removed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 16, 2019 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

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

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##### 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.

#### Secretary of Interior's Standards

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 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/BD/CO            7:0:0    Motion carried.

**011619.23**

#### **Theater Building**

95 S Jackson St

Installation of signage

Jason Taylor, Advance Signs, proposed installing a non-illuminated double-face blade sign to the north elevation that faces S. Jackson. He said penetration will be through mortar.

ARC report: Mr. Alsobrook reported the applicant did not attend any of the previously scheduled meetings. ARC took a quick look at the application and noted that they would prefer that the entire bracket be black rather than trying to match the brick which likely won't match the variation in the brick color.

Staff report: Mrs. Nashem said the applicant originally proposed internally illuminated and has changed to non-illuminated.

Ms. O'Donnell asked for clarification of colors.

Mr. Taylor said the background is the black satin; letters are white.

Public Comment: There was no public comment.

Board Discussion:

Mr. Rolluda said it is acceptable with bracket in black color.

Mr. Taylor agreed the bracket will be in satin black.

Mr. Alsobrook said size and letter size meets District Rules; the letters are surface-applied and there is no back light.

Action: I move to recommend granting a Certificate of Approval for Installation of a blade sign with the bracket all in black.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 16, 2019 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

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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)

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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.



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**

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10. 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/AA/LC            7:0:0    Motion carried.

### **011619.3            PRELIMINARY DESIGN BRIEFINGS**

#### **011619.31            Gateway Projects**

Detailed presentation packet in DON file. Following are Board and public questions and comments.

Liz Stenning, Alliance for Pioneer Square, explained they have embarked in planning process with Walker Macy for conceptual plan for all parks and gateways. She said they worked with stakeholders for what to do at King Street Station Plaza and Pioneer Plaza. King Street Station Plaza concept includes the whole intersection with Jackson Hub.

Mr. Donckers disclosed he is a member of the Pioneer Square Association Board.

Lara Rose and Anne Marie Schneider presented; they began by providing a brief overview of the process to review any open space that is not providing a welcoming character. They looked at activation of open spaces through historic narratives: from tidal flats and Native villages, railroad, immigrant cultures, to urban historic district. The project will clarify points of arrival from three main zones: 1) station gateway, 2) civic gateway, and 3) commercial Pioneer Square Park. The project will reclaim clarity of relationship to historic buildings.

Station Gateway Concepts included stage with seating, shade/canopy, paving graphic, communal table, paving graphic and water feature; stage with seating and shade / canopy were public favorites. Design options explored included Time Travelers and Railway Park; public preferred Time Travelers, steering committee preferred the other. The final option provides gardens, shade canopy with lighting, turntable map, rail track paving, fixed and movable seating, potential beer garden, a more fixed

canopy to provide shade for afternoon hours. Gravel will be replaced with stone paving. Visibility across 4<sup>th</sup> Avenue is important; thick garden at east edge. Small gathering area, food truck or coffee cart, beer garden, play zone for kids, rail track paving. Flexibility of use is desired so the space could accommodate larger events.

Union Station concept includes triangle across street as oasis; they noted the challenge of accessibility, bus shelters limit views, and not relationship to King Street Station. Potential for activating 3<sup>rd</sup> Avenue with market, event space, weekend play scape. Pull rail language over to plaza and make it more accessible with ramp. Eliminate parking on 3<sup>rd</sup> to make a pedestrian street. Rearrange cube seating to be in clusters; they will work with artist. 51% of public feedback has been positive.

Ms. Stenning said that currently there is no funding; they are keeping the opportunities alive.

Ms. O'Donnell said currently you can't see the front of the building; new option will draw visually to the door.

Mr. Rolluda said he wants to see perspectives from Jackson looking at the building. Anything that blocks the view of building gives him pause. He said the rail line and prairie trail and turntable are well done. He said more open space is good; he noted the Seattle Design Festival and the need to expand. He cited SOI 9 and 10.

Mr. Donckers said he amplified Mr. Rolluda's comments. He said he wants to see view corridor up Jackson and the view from the west going east. He said the back corridor will hinder the view of the building. He suggested the turntable with Pioneer point map on it – it will be great to bring old perspective and tell the story.

Ms. McIntosh asked if the Cherry trees will remain.

Ms. Rose said they were designed as temporary landscape 10 years ago; some are barely surviving.

Mr. Alsobrook noted the disorienting experience of night-time arrival and said visitors need an enhanced experience. He said activation is good as are food pop-ups, coffee for the commuters. He likes the more open scheme final concept. He said the other scheme is more closed and seems like a private garden. He said to highlight it as an art space. He said a physical structure would be thick and opaque; he preferred the umbrellas.

Ms. O'Donnell said she prefers the umbrellas too.

Mr. Alsobrook said smaller umbrellas can be moved around, opened and closed as needed.

Mr. Rolluda said a canopy can also become a bird roosting place.

Ms. O'Donnell said she likes the idea of lighting.

Mr. Alsobrook agreed and said dark is not friendly or safe. He said the second park concept was successful.

Ms. Rose said they could interpret or reference tidal narrative through grasses.

Ms. Nashem said the bricked sidewalk leads to the grand stairs and is part of the original design. She asked board members to speak to food truck area shown on the sidewalk.

Ms. Rose said she didn't know that they would use the sidewalk for food trucks just it might be the only area that could support one.

Mr. Alsobrook said it would be interesting to see the capacity for the area – it was built as part of station structure. He noted it is important access into the station.

Mr. Rolluda said the foundations uncovered were granite – it is better not to have trucks there.

Ms. O'Donnell said it is not a large place and food trucks are big. She preferred a food cart – something smaller scale.

Ms. Nashem said the tree boxes served as a barrier related to homeland security; if boxes are gone, how would they meet those regulations? How would bollards, etc. be incorporated into the design.

Mr. Donckers said it is important to look at access issues.

Mr. Alsobrook said Amtrak has a station program and there is 1% for art for funding options.

**011619.4 BOARD BUSINESS**

**011619.41 Occidental Park site visit**

**011619.5 REPORT OF THE CHAIR: Alex Rolluda, Chair**

**011619.6 STAFF REPORT: Genna Nashem**

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
206.684.0227