



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 310/17

**MINUTES** for Wednesday, October 4, 2017

**Board Members**

Adam Alsobrook  
Brendan Donckers  
Carol O'Donnell  
Kianoush Nafficy Curren  
Alex Rolluda

**Staff**

Genna Nashem  
Melinda Bloom

**Absent**

Ryan Hester  
Dean Kralios, Acting Chair

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

**100417.1      APPROVAL OF MINUTES:** August 16, 2017    Deferred.

**100417.2      APPLICATIONS FOR CERTIFICATES OF APPROVAL**

**100417.21      Boston Hotel Building**  
222 Alaskan Way S

Painting of the trim and architectural details  
Installation of signage and lighting

*Mr. Donckers arrived at 9:07 am.*

Applicant Comment:

Michael Davis said there is a new owner and there will be no change of use. He said the top floor is residential with commercial at ground level and garage below. He said the proposed signage reflects the character of signage around the district. He said the signage will go in the sign band; sign is metal with 1" profile, lacquered cast bronze, tallest letter is 12". He said the lighting is specific to the sign. He said there will be supplemental building lighting as well. He said window trim, area around openings, transoms will be the lighter color; metal cornice and two metal pilasters will be darker. He said an abandoned existing junction box will be re-used and will supply power to all lights. He said the sign will mount to a 3" steel angle, attached with epoxy anchor mounted into joints. He said they will mount into the vertical mortar because the horizontal mortar is narrower.

Ms. O'Donnell asked if the light temperature will be 2700 Kelvin.

Mr. Davis said it will; it will be 9 watts so there is less glare.

Public Comment: There was no public comment.

Board Discussion:

Mr. Rolluda reported that there is precedence for signage in band; letter size is in compliance; ARC questions about penetrations were answered; and sign band placement is appropriate.

Action: I move to recommend granting a Certificate of Approval for Painting of the trim and architectural details and Installation of signage and lighting as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the October 4, 2017 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

### 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.

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

## 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)

### B. General Signage Regulations

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

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

Sign Materials: Wood or wood products are the preferred materials for rigid hanging and projecting (blade) signs and individual signage letters applied to building facades. (7/99)

### C. Specific Signage Regulations

1. Letter Size. Letter size in windows, awnings and hanging signs shall be consistent with the scale of the architectural elements of the building (as per SMC 23.66.160), but shall not exceed a maximum height of 10 inches unless an exception has been approved as set forth in this paragraph. Exceptions to the 10-inch height limitation will be considered for individual letters in the business name (subject to a limit of no more than three letters) only if both of the following conditions are satisfied: a) the exception is sought as part of a

reduced overall sign package or plan for the business; and b) the size of the letters for which an exception is requested is consistent with the scale and character of the building, the frontage of the business, the transparency requirements of the regulations, and all other conditions under SMC 23.66.160. An overall sign package or plan will be considered reduced for purposes of the exception if it calls for approval of signage that is substantially less than what would otherwise be allowable under the regulations. (12/94)

2. Sign bands. A sign band is an area located on some buildings in the zone above storefront windows and below second floor windows designed to display signage. (7/99) Letter size in sign bands shall be permitted to a maximum of 12 inches. Letters shall be painted or applied, and shall not be neon. (12/94)

Secretary of Interior's Standards for Rehabilitation

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

MM/SC/CO/AA

5:0:0 Motion carried.

**100417.22** **Grevstad Interior Design**

312 Occidental Ave S

Installation of replacement signage

Tabled.

**100417.23** **Occidental Park**

Installation of a funder recognition sign in the park

ARC report: ARC reviewed the drawings provided. They would like to see a color material sample and would prefer that the sign was attached to the ground in some way so that it was not used for other purposes or damaged. The applicant indicated that if it was damaged it would be repaired or replaced. The anticipate that the sign will remain 2-3 years.

Applicant Comment:

Heidi, Downtown Seattle Association (DSA), brought sign for board review and said they will add a 6" concrete footing to make it more secure. She said they will work with Parks on that. She said the concrete foot will be buried in planter bed in front of totem pole. She said there will be no lighting and it won't take away from the totem pole.

Mr. Rolluda asked if it will be permanent.

Heidi said it will last two – three years; this is the first signage in a park and hopefully it will become a standard.

Jack Jones said the slab will be poured outside the bed and then installed.

Mr. Rolluda asked if the concrete foot will go away when the sign does.

Heidi said it will.

Mr. Rolluda said that security issues have been resolved.

Action: I move to recommend granting a Certificate of Approval for, Installation of a funder recognition sign in the park as amended with attachment to the ground.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the October 4, 2017 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC 23.66.160B. 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.

Pioneer Square Preservation District Rules

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MM/SC/KC/BD 5:0:0 Motion carried.

Heidi said schedule is on Parks timeline and they hope it will be in before the holidays.

**100417.3** Neighborhood Tour

Walking tour of Pioneer Square presented by the Alliance for Pioneer Square

**100417.4** **BOARD BUSINESS**

Elections

Action: I move to table election of Board Chair and Vice Chair to a future board meeting.

MM/SC/AA/AR 5:0:0 Motion carried.

**100417.5** **REPORT OF THE CHAIR:** Dean Kralios, Acting Chair

**100417.6** **STAFF REPORT:** Genna Nashem

Genna Nashem  
Pioneer Square Preservation Board Coordinator