



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 60/17

**MINUTES** for Wednesday, March 1, 2017

**Board Members**

Mark Astor, Chair  
Dean Kralios, Vice Chair  
Caitlin Molenaar  
Carol O'Donnell  
Alex Rolluda

**Staff**

Genna Nashem  
Melinda Bloom

**Absent**

Colleen Echohawk  
Ryan Hester

Chair Mark Astor called the meeting to order at 9:00 a.m.

**030117.1      APPROVAL OF MINUTES:**  
Feb 15, 2017  
MM/SC/DK/CO, AR abstained

**030117.2      APPLICATIONS FOR CERTIFICATES OF APPROVAL**

**030117.21      US Rubber** Brian Nordwall  
E Bike  
220 S Jackson St

Recover existing awnings, including signage and lighting

ARC Report: ARC reviewed the awning, signage and lighting proposals provided. The applicant said that he wanted to recover the existing awning and add additional lighting and signage. ARC thought that the color swatches provided were not subdued colors. The applicant said the colors were the colors of his business brand. The ARC noted that the purpose of the awnings are weather protection and awnings are to be compatible

with the architecture of the building. They thought that using the unique bright color would turn the architectural item into a sign. Not that the awning couldn't include signage, but the awning as a sign it was not in compliance with the rules and code. ARC also thought the awning should be consistently one color. The applicant said he would consider an alternative color.

ARC noted that the way the existing lighting was installed and the way he proposed to install the additional lighting, the awning was internally illuminated which was not permitted. ARC asked staff to verify if the existing lighting was permitted. ARC also discussed the proposed light level was very bright and suggested a lower Kelvin of 3000 and that any new lighting needed to comply with the district rules. ARC thought that letter signage was in compliance with letter size but thought the number of signs was over proliferation of signage and requested a reduction in the number. ARC did not make a recommendation.

Applicant Comment:

Brian Nordwall said he selected a thicker fabric in a darker blue color and removed new lighting from the application based on ARC input. He said that just one color will be used.

Mr. Astor asked if the existing frame will be repaired and put back in kind into the same holes and the fabric to be used is Blue Regatta.

Mr. Nordwall concurred.

Mr. Nordwall said that there will be signage on awning over doorway only.

Mr. Astor appreciated modifications made to the proposal.

Ms. Nashem explained that the Code calls for subdued colors and colors and styles that are compatible with the building. In case there was confusion about the applicant's statement that the awnings didn't affect any historic building because there were none around it, the US Rubber Building where the awnings are proposed on is a historic contributing building. The Mottman Building next door is historic contributing, kitty corner is the King Street Station and kitty corner the other direction is the Metropolitan Building both are historic contributing.

There was some discussion of the awning at Fuel. While the awning is blue, she would not characterize it as slightly different and provide the sample from that application for comparison if needed. This awning was installed prior to getting approval and it was only conditionally approved after the fact. One of those conditions is that the approval was only good for 5 years at which time they needed to apply for an awning that complied with the District Rules, Code, and Secretary of Interiors Standards. Compliance issues also included the continuous awning rather than within the storefront bays, attachment and side panels. The minutes reflect that the dark blue matched well with the blue paint on the building.

She said that while the fluorescent lights were approved to be attached to the underside of the awning frame in 1999, there is not a drawing showing the specific attachment or lighting direction. She said she couldn't locate plans with the permit on SDCI data base for the awning and lighting to verify what was approved to uplight the awning. The rule for not internally illuminating the awnings was added in 2003 after this review. She said that the intent for that rules was that the awning not glow as a sign. Any new lighting should conform with the district rules and should shine down on the sidewalk only where it would serve the purpose of public safety. Shining up at the awning would not be necessary for public safety but would bring attention to the awning in the dark. The Board has approved lighting attached to awnings and canopies that shines down on the sidewalk only. Being the existing lighting was approved although she cannot verify if it was installed in the direction as approved by the Board, it should be considered approved non-conforming lighting. However, the Board could require measures to mitigate the non-conforming condition. If the proposal is to keep it, the Board could consider verifying if the fabric will glow and/or requesting a thinner weave fabric so that it will not glow, or requiring a color that is not distracting if it glows.

Mr. Nordwall said he would like to remove additional lighting from his application.

Mr. Kralios asked if any other signage is planned – vinyl, decals, hours.

Mr. Doncken noted the Code states colors should be subdued.

Mr. Kralios said that it is subjective based on precedent and what is prevalent in the district. He said that the district does not have neon or bright colors although exceptions have been made for logos or small element.

Ms. O'Donnell said ARC suggested the lighting be reduced to 3000.

Mr. Nordwall said it is existing but that he will lower it to 3500 Kelvin or less.

Mr. Astor asked if the building owner had approved.

Mr. Nordwall said yes.

Public Comment: There was no public comment.

Board Discussion;

Mr. Kralios said the awning is more subdued that previously proposed and is consistent with the district. He said the only signage is over the entry; letters are 10" maximum which meets District Rules. He said no other signage is planned except for the placard with hours.

Ms. O'Donnell appreciated the denser fabric.

Mr. Rolluda concurred.

Mr. Astor commented that it is much better than previously proposed; it is not garish or overpowering. He said it is a tasteful installation and consistent with the district. He had no objections.

Action: I move to recommend granting a Certificate of Approval for recovering existing awnings, including signage and lighting as amended: Blue Regatta fabric for awnings and lighting levels less than 3500 Kelvin.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the March 1, 2017 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.

C. Awnings. Awnings shall be functional, serving as weather protection for pedestrians at street level, and shall overhang the sidewalk a minimum of five feet (5'). Awnings may be permitted on upper floors for the purpose of climate control. All awnings shall be of a design compatible with the architecture of buildings in the area.

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.

D. 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

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)

E. AWNINGS AND CANOPIES

Awnings and canopies are structures attached to buildings above storefront windows and entrances to provide weather protection. Awnings are light-weight structures constructed of metal framing with fabric or vinyl covering. Canopies are heavier, more permanent structures constructed of rigid materials such as metal or metal framing with glass. (7/99) Those buildings wishing to use awnings or canopies shall adhere to the following requirements:

1. Awnings shall be sloped, rather than bubble type. No writing may be placed on the sloping portion of the awning. (12/94) Scalloped or cut-out valances are not acceptable, nor are side panels. (8/93) Return of valances on awnings shall be permitted, but no signage of any kind shall be permitted on valance returns.
2. Shiny, high-gloss awning materials are not permitted. Retractable awnings of a through color are preferred, i.e., the underside is the same color as the exposed face. Awning colors shall be subdued to ensure compatibility with the character of the District. (7/03)

3. Canopies that are compatible in design, scale, materials, color, details, and method of attachment with the building and that do not display a false historical appearance are permitted. (7/03)

4. Internally illuminated awnings or canopies are not permitted. Neon is not allowed on awnings or canopies. (7/03)

Secretary of Interior's Standards for Rehabilitation  
[Guidelines for Storefronts](#)

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

**030117.22**

**Hawk Tower**  
255 S King St

Jen Caudle

Change to approval to include a granite tile at the valet parking curb,  
Change to approval to only install one three globe pedestrian street light fixture,  
Change to approval for building signage,  
Install a flag pole and lighting for the American flag,  
Install hotel signage,  
Proposed building street level tenant signage plan

ARC Report: ARC reviewed the drawings and samples provided. ARC thought the granite was a compatible material for the drive way, they supported reducing the placement of only one three globe light fixture on King Street in order to maintain the tree canopy, thought the bollards on the drive way were compatible and thought the flag and lighting was compliant with the code. Most of the discussion was on the Signage. ARC generally thought that there was a lot of signage, and a lot of departures are requested for the size and noted that they gave this feedback when the application was previously presented October 2015. ARC requested staff to identify where there are departures requested in the staff report.

ARC suggested that they would consider the building as one building meaning one façade on each side. In some cases, the signage package proposed would be the maximum allowed signage. ARC expressed that they would not be in support of upper floor tenant signage. They thought that it would not be functional signage in a way of way finding but just be advertising billboards. Only a conference facility sign plan is proposed at this time. The Board noted that they have allowed other building name signage that is one major tenant consistent with their request for the Avalara Hawk Tower. They noted that no other buildings have large signs for their upper floor tenants. The applicant said that she thought having office tenant signage was similar to the west block having a tower name on each tower at their entrance. ARC noted that it is directional and not as large as proposed. ARC noted that the applicant might want to split the application into sections, one for the signage and one for other items.

Staff Report:

Ms. Nashem said the Board should consider the cumulative impact of the signs as an entire package. The Board could consider the following where they have discretion in determining if the signage package is a scale, color, shape and, if the messages of signs are not lost through undue proliferation, if it enhances views and sight lines into and down streets, if it improves the visual and urban relationship between the existing building and this building and if it oriented toward and promotes pedestrian uses. The Board should consider these per the individual sign as well as the total sign package. The letter size and blade sign square footage limits in the District Rules was established to guide what is considered pedestrian scaled. The Board should also consider SOI 9. The question would be if the sign package helps the building be more compatible with the district or makes it less compatible or doesn't affect the building fitting in with the District.

The Board may want to consider signage at the Courtyard Marriott Hotel and the signage at the west block of the North Lot.

#### Sign package

**Sign Avalara Hawk Tower:** Located on the east façade above the entrance on the west elevation

#### Departures:

SMC 23.66.160 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](#).

#### Design Guidelines for New Construction on the North Lot in Pioneer Square

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- pedestrian-scaled signage that identifies uses, shops and way finding.

#### VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

A. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package. Exceptions may be made for businesses whose primary use is grocery, pharmacy hardware, which

are uses identified as desirable by residents in the Pioneer Square Neighborhood Plan

#### District Rules

#### 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)

Examples of other departures in Pioneer Square:

This sign would be similar to the allowances made for the Stadium Place sign on the North Lot. Which allowed a larger sign in proportion to the building but still considered pedestrian oriented. There are some cases when the building was named for one tenant in the building and then that is the only office tenant sign. A larger building name sign is consistent with other historic signs in the district. The building was already granted approval for an exception to a larger sign. In this application, they are adding to the name one of the office tenants Increase the overall square footage of the sign but maintaining the letter size. This is also similar to approvals MC2 at 505 1<sup>st</sup>. Where it is the building name and no other office tenants have exterior signage.

**Sign A Hotel sign:** Located on the mechanical screen on top of the roof above the height of the building on the north façade.

Departures:

23.66.160

A.2 Signs Roof top signs are prohibited. The sign is on the mechanical screen above the roof height of the building. Even if the Board decides they do not consider this a rooftop sign, SDCI does and may not permit it.

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;

#### Design Guidelines for New Construction on the North Lot in Pioneer Square

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- pedestrian-scaled signage that identifies uses, shops and way finding.

#### VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

B. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package. Exceptions may be made for businesses whose primary use is grocery, pharmacy hardware, which are uses identified as desirable by residents in the Pioneer Square Neighborhood Plan

#### XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

6. Upper Floor Signage. Upper floor signage is not permitted, except for temporary signage as per SMC 23.66.160D or when it is proposed as part of an overall integrated sign plan for the building. (7/99) When permitted, the preferred location for temporary signs is in windows, rather than attached to the building. (8/93)

The Office Tenant signs have been tabled. The hotel signs are still proposed above the ground floor. No rooftop signs have been permitted.

Examples of other departures in Pioneer Square: Courtyard Marriott Signage on the mechanical screen on the addition. Differences between the proposals include that the location of the mechanical screen is on the addition, which is architecturally integrated into the addition and the top of the addition and mechanical screen is lower than the roof of the Alaska building. Therefore, I believe that it was not considered rooftop signage. The letter size on this sign was also required to be smaller than the existing ghost sign for the Alaska building.

**Sign B Hotel sign:** Blade sign located at the bar storefront on the north elevation

Departures:

Design Guidelines for New Construction on the North Lot in Pioneer Square

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#### 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)

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)  
*Note that this sign in this location would mean that the bar could not have a blade sign on S King Street but there could one on the east façade but it would only be visible to pedestrian who walk all the way to the King Street Station.*
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  
*The proposal is for illuminated blade sign of 8 square feet. The rule allows for Non-illuminated sign up to 8 square feet. And neon signs up to 6 square feet. The rules were developed before the halo lit signs were proposed so the Board has to determine if the size of a halo light sign should be comparable to a non-illuminated sign or a neon sign. If it is comparable to a neon sign, then the sign is asking for a departure for the size of the sign.*

Other departures in Pioneer Square: The leasing sign for Nolo and Wave were allowed at 8 square feet and are halo lit. All other tenant signs are non-illuminated and 8 square feet or less except the grocery store which is allowed a larger sign and it is 9 square feet.

**Sign C Hotel sign:** wall sign on the north facing interior of the courtyard on the east façade.

Departures:

23.66.160

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](#).

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;

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.

*Note that signs D and E total 236.82 square feet. If sign C 90.55 is considered part of that façade (see definition), then it would exceed the 240 square feet. Either way if combined with the proposed, but tabled, office sign they would exceed the maximum allowed square footage of signs. If D and E were to be approved it would have to be with the condition that they withdraw their proposed office signs.*

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- pedestrian-scaled signage that identifies uses, shops and way finding.

#### VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

D. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package. Exceptions may be made for businesses whose primary use is grocery, pharmacy hardware, which are uses identified as desirable by residents in the Pioneer Square Neighborhood Plan

#### District Rules

### XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

#### 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. 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)
6. Upper Floor Signage. Upper floor signage is not permitted, except for temporary signage as per SMC 23.66.160D or when it is proposed as part of an overall integrated sign plan for the building. (7/99) When permitted, the preferred location for temporary signs is in windows, rather than attached to the building. (8/93)

### Definition of façade

#### **23.84A.012 - "F"**

#### **The code refers generally to "Façade"**

"Façade" means any exterior wall of a structure including projections from and attachments to the wall. Projections and attachments include balconies, decks, porches, chimneys, unenclosed corridors and similar projections.

"Façade, front" means the façade, other than an interior façade, extending the full width of the structure, including modulations, that is closest to and most nearly parallels the front lot line.

"Façade interior" means any façade of a structure that faces, or portions of which face, the façade (s) of another structure(s) located on the same lot.

"Façade, rear" means the façade, other than an interior façade, extending the full width of the structure, including modulations, that is closest to and most nearly parallels the rear lot line.

"Façade, side" means a façade, other than an interior façade, extending the full depth of the structure, including modulations, that is closest to and most nearly parallels the side lot line.

"Façade, street-facing" means a façade extending the full width of a structure and facing a street lot line of the subject property. If two sides of a façade are at an angle to the street lot line, or if the façade is curved or articulated in a manner that is not square, straight or parallel to the street lot line, the Director shall determine which façade is a street-facing façade. Portions of an interior façade that face a street lot line are not a street-facing façade if the portion of the interior façade facing the street is separated from the street for 50 percent or more of its width by another lot at least 10 feet wide or by any structure with interior floor area.

"Façade, street-level" means the portion of the façade that covers the street-level story or stories of a structure along an abutting street. On streets with little or no slope, the street-level façade is the exterior wall of the story of a structure with its floor closest to street-level. On sloped streets, the street-level façade may cover portions of more than one story.

**Sign D Hotel sign:** Wall sign located on the east façade above 65 feet (at approximately 220 feet).

Departures:

23.66.160

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](#).

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;
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.
- Note that signs D and E total 236.82 square feet. If sign C 90.55 is considered part of that façade (see definition), then it would exceed the 240 square feet. Either way if combined with the proposed, but tabled, office sign they would exceed the maximum allowed square footage of signs. If D and E were to be approved it would have to be with the condition that they withdraw their proposed office signs.*

Design Guidelines for New Construction on the North Lot in Pioneer Square

- M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:
- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

- E. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package. Exceptions may be made for businesses whose primary use is grocery, pharmacy hardware, which are uses identified as desirable by residents in the Pioneer Square Neighborhood Plan

District Rules

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

- 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. 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)
  
6. Upper Floor Signage. Upper floor signage is not permitted, except for temporary signage as per SMC 23.66.160D or when it is proposed as part of an overall integrated sign plan for the building. (7/99) When permitted, the preferred location for temporary signs is in windows, rather than attached to the building. (8/93)

**Sign E Hotel sign:** Wall sign located on the east façade at street level 25.98 square feet

Departures:

23.66.160

- 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.
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.  
*Note that signs D and E total 236.82 square feet. If sign C 90.55 is considered part of that façade (see definition), then it would exceed the 240 square feet. Either way if combined with the proposed, but tabled, office sign they would exceed the maximum allowed square footage of signs. If D and E were to be approved it would have to be with the condition that they withdraw their proposed office signs.*

#### Design Guidelines for New Construction on the North Lot in Pioneer Square

- M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:
- pedestrian-scaled signage that identifies uses, shops and way finding.

#### VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

- F. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package. Exceptions may be made for businesses whose primary use is grocery, pharmacy hardware, which are uses identified as desirable by residents in the Pioneer Square Neighborhood Plan

#### District Rules

#### XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

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. 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)

8. Wall Signs. The Board recommends that wall signs be painted on a wood or metal backing and attached in such a manner that the building surface is not damaged. Colors and graphics of wall signs shall be compatible with the character of the District, and letter sizes shall be appropriately scaled to fit the overall design and dimensions of the sign. (7/99, 7/03)

*Note the plans show that the stone is flattened in this area. The flat area would be a condition that would remain if the sign were to be removed.*

**Sign street tenant level signage plan:**

Departures:

C. Specific Signage Regulations

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

*The proposal is for illuminated blade sign of 8 square feet. The rule allows for Non-illuminated sign up to 8 square feet. And neon signs 6 square feet. The because backlit signs are prohibited and the rules were developed before the halo lit signs were proposed the Board has to determine if the size of a halo light sign should be comparable to a non-illuminated sign or a neon sign. If it is comparable to a neon sign, then the sign is asking for a departure for the size of the sign*

*The plan does not specify if the blade signs are illuminated or not. The Board could specify in the motion.*

Other departures in Pioneer Square: The leasing sign for Nolo and Wave were allowed at 8 square feet and are halo lit. All other tenant signs are non-illuminated signs and were 8 square feet or less except the grocery store which is allowed a larger. It is 9 square feet.

**Conference Signage:** Located on the south fade of the building above the 1st floor

#### Departures

SMC23.66.100 To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public improvements within the area, and to encourage pedestrian uses

*Is this sign facing a pedestrian area? Does this sign provide wayfinding to people who might be coming to the conference center?*

#### SMC23.66.160

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:

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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.
  
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.

#### District Rules

#### XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

6. Upper Floor Signage. Upper floor signage is not permitted, except for temporary signage as per SMC 23.66.160D or when it is proposed as part of an overall integrated sign plan for the building. (7/99) When permitted, the preferred location for temporary signs is in windows, rather than attached to the building. (8/93)

Design Guidelines for New Construction on the North Lot in Pioneer Square

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- pedestrian-scaled signage that identifies uses, shops and way finding.

#### VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

G. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package. Exceptions may be made for businesses whose primary use is grocery, pharmacy hardware, which are uses identified as desirable by residents in the Pioneer Square Neighborhood Plan

#### District Rules

##### C. Specific Signage Regulations

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6. Upper Floor Signage. Upper floor signage is not permitted, except for temporary signage as per SMC 23.66.160D or when it is proposed as part of an overall integrated sign plan for the building. (7/99) When permitted, the preferred location for temporary signs is in windows, rather than attached to the building. (8/93)

#### **Office Tenant signage**

*While this portion is tabled the Board could consider that this is still part of the application and consider that when considering the total amount of signage and over proliferation of signage. Any approval could be condition on no additional signage to be approved. The Board said that the office signs tenant signs are not*

pedestrian oriented and would be better listed in a directory. The amount of signs is distracting and don't relate visually to the locations of office tenants. *The Board previously noted that there are no other buildings with office tenant signage on all sides of the building. Most other building's use directory signage at the door or in the lobby. There are some cases when the building was named for one tenant in the building and then that is the only sign. A larger building name sign is consistent with other historic signs in the district. The building was already granted approval for an exception to a larger sign for a building name sign that is also consistent with the exceptions approved at the west block of the north lot. In this application, they are adding to the name one of the office tenants Increase the overall square footage of the sign.*

Applicant Comment:

Jen Caudle oriented board members to the site and guided them through the PowerPoint (in DON file) and drawings packet. She said the proposal is responsive to ARC comments. She said they propose minor revisions to Certificate of Approval for building name, Chief Seattle poles, plaza paving, and flagpole. She said they propose signage for Embassy Suites Hotel and a master sign program for the building.

She said the approved "Hawk Tower" sign will be revised to "Avalara Hawk Tower". Two proposed Chief Seattle light poles will be revised to just the eastern fixture which will be moved to the center of field of planting. The four London Plane trees will remain. She said the plaza paving material was to be cast in place concrete and is revised to be granite tile. She said that five stainless steel bollards with lights will be installed to protect pedestrians. She said they will install flagpole on 18<sup>th</sup> level of the south tower and will add four light fixtures to light the flag 24/7; lighting will not interfere with deck.

Ms. Caudle explained that five signs were proposed for Embassy Suites: two on the north and three on the east elevations. She said a wall mount at penthouse level on mechanical screen, dual side blade sign at pedestrian level under canopy, halo illuminate letters at pedestrian level valet drop off, Embassy Suites logo on the north and on the east Embassy Suites sign and logo. Details of signs are on technical pages in drawings packet.

Staff Report: Ms. Nashem said that roof signs are prohibited in the district. The Courtyard Marriott in the Alaska Building received an exception for a larger blade sign because there was only one tenant and under the condition that the restaurant only had two small window signs. The original sign design which was a basic corporate sign was rejected and the sign revised to be compatible with the building and the district. Each wall sign is 30 square feet. Letters were 30 inches (2'6") and required to be smaller than the letters on the Alaska building ghost sign. The Courtyard Marriott has three oversized signs, and two compliant window signs. Signs on the North lot west block identifying the development and

each of the towers was granted an exception. For example, the Nolo sign on the canopy: all letters but the "l" are 24 inches, the "l" is 36 inches. The Wave and Stadium Place were all similar. The North lot west block has three oversized signs and compliant tenant signs. The North Lot East Block was requesting 6 oversized signs, now 11 with the office tenant sign back in consideration. The letter sizes are 48 inches, 46 inches, 22 inches, 35 inches and 16 inches.

SMC23.66.160 if " 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](#)."

SMC23.66.100 To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public improvements within the area, and to encourage pedestrian uses

23.66.160 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.

*Note that this would give discretion to make exceptions where to items such as district rules but not to code limitations such as maximum square footage of wall signs*

*While this section allows for the Board consider the size of the building, it also says to consider the character and scale of buildings around it.*

She noted "that signs be oriented toward and promote a pedestrian environment" per District Rules XX.B

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

Ms. Caudle guided board members through master sign program details: canopy mounted letter sign; blade sign; and soffit-hung sign. Responding to questions she said that tenants will have street entrance.

Mr. Kralios said that one blade sign per address is allowed.

Ms. Nashem clarified that a tenant is allowed only one sign although the corner could get two – one for each elevation.

Ms. Caudle went over proposed upper level signage and said this location is a gateway into the district and visible to arrivals.

Ms. Nashem said that the underlying sign code says signs above 65' are not allowed except for hotel. She noted the illuminated signs face a residential building and wasn't sure of the distance required in the code.

Arthur Chang, project architect, said that they consulted their lawyer and that upper level signage is at board discretion. He said they think that the underlying sign code does not apply.

Mr. Kralios read from District Rules C6 – Upper floor signage.

Ms. Nashem said that per SDCI and the underlying sign code it would apply. She however the Board should consider if it is not allowed elsewhere in downtown is it compatible to the historic district.

Mr. Astor said that the intent of the sign regulations is to relate to the location and be compatible to the historic district. He said that ARC said they wouldn't support the signage because it is high up and is more like advertising rather than wayfinding. People look for address rather than at the skyline. He said the upper level signage is not pedestrian oriented. He said sign package is too much signage.

Ms. Caudle noted EMC<sup>2</sup> and Capital One signage which, she said, is precedent for upper level signage and should be considered.

Ms. O'Donnell pointed out that those examples don't have a several signs on each façade. They are proposing too many signs per façade.

Mr. Donckers asked the applicant if their interpretation is that because they are applying for a sign package upper level tenant signage is automatically allowed?

Mr. Chang said that it is up to the discretion of the board – if the signs are integrated and makes sense for the building.

Mr. Astor said that signage plans are a way to keep signage creep from happening, to protect from over proliferation of signage. He said the examples they have sited are not equivalent to what they are proposing.

Mr. Chang said they would like to break up the proposal to get some approved and said they started with what they client wants.

Public Comment:

Carl Leighty, Alliance for Pioneer Square, asked what the applicant meant by 'wayfinding'.

Ms. Caudle said it is an opportunity because of where it is that pedestrians and those using other modes of travel will look to it as wayfinding.

Mr. Leighty said that stainless bollards with lights don't exist anywhere else in the district.

Board Discussion:

Mr. Kralios had no problem with the paving, lights, and bollard components because they are consistent with the District Rules and intent of the Design Guidelines for the North lot. He said that regarding requested exceptions, the letter height limitation couldn't be considered with a reduced signage package. He said this proposal has multiple different signs and is over-proliferation. He said the placement doesn't help wayfinding and there are not a lot of precedents in downtown or Pioneer Square for the amount and location of signage. He said that it is not as necessary for pedestrians to see the sign from blocks away for wayfinding – people use cell phones. He said that they are asking for eight square feet illuminated blade elements; the District Rules allow eight square foot non-illuminated signs and six square foot blade signs with neon. He said there is no exception here for upper floor signage. He said the sign facing east advertises to the train, light rail and freeway; but he could consider it is appropriate size and type in that location. He said the rooftop signage doesn't even serve a purpose especially to a pedestrian.

Ms. O'Donnell said the project was permitted as one project and be considered as one façade per side. She said that having Avalara at the top and office tenant sign at bottom is too many signs for a single facade.

Mr. Astor said he agreed with Mr. Kralios's comments and objected to the upper floor tenant sign for anything other than the hotel name and building name only. The Embassy Suites sign on the equipment screen is rooftop signage which is not allowed in the SMC. He said it would like they were just using the building for advertising. He said the Board has to determine what is reasonable, and what is in the spirit in which District Rules were written, which was to protect Pioneer Square from over proliferation of signs. He said there are no examples large multi-tenant signs in Seattle or specifically in the historic district like the upper tenant signage being presented here.

Mr. Rolluda said he echoed comments by Messrs. Kralios and Astor. He said the east elevation Embassy Suites signage is appropriate in its location facing east to freeway. The mechanical equipment screen sign is not appropriate. Mr. Rolluda said that the Board can consider the size of the building but also must consider the character of the District; that sign is on the north elevation which faces Pioneer Square, which doesn't have anything like that.

Mr. Kralios asked where is the main entrance to the hotel.

Ms. Caudle said it is the revolving door at the center on South King Street; there is no awning at the entrance.

Mr. Kralios noted that they are not proposing any sign at the location of the main entrance. He encouraged thoughtfulness in placement of signage and function as wayfinding. He thought that the blade sign where placed was not at an entry and not helpful. He said the perpendicular to the façade signage near the valet is not helpful as you wouldn't see it unless you were already there. He suggested they think of how the signs could help their users rather than just try to max out signage.

Mr. Astor agreed with Mr. Kralios and said the applicant is trying to get as much as they can for the package to dole out to future tenants later rather than what is needed. He said that what kind of signage will be functional for the building is not even being addressed that they just looked at opportunities to put signage on the building as opposed to what is driving that request for signage. He said there reason to stretch the rules this far.

Mr. Chang appreciated board comments. He said they are trying to land tenants and need to have assurance they can get signage on building.

Mr. Astor said that if they gave Avalara tenant naming rights to the building that doesn't mean others get to have very prominent exterior signage too.

Mr. Kralios said one building name sign is consistent with existing pattern in downtown Seattle.

Mr. Chang cited Capital One.

Mr. Astor said Capital One is the owner of the building. There are no other upper level tenant signage.

Mr. Astor said the upper floor signage is problematic and suggested a directory at the courtyard entry west to refer to upper floor tenants. He said that is consistent with what other buildings do. He said a different kind of package should be put together to meet Guidelines and Rules and actually be functional for the building.

Mr. Donckers noted the east facing façade and asked if there are other examples of emblem being used in addition to name signage. He asked if emblems have been approved elsewhere.

Ms. Caudle said the other signs are all typeface.

Mr. Kralios suggested doing a motion for the granite pavers, light, and flagpole – everything but signage.

Board members indicated agreement.

Action: I move to recommend granting a Certificate of Approval for change to CoA to include a granite tile at the valet parking curb, and bollard lighting, change to a CoA to only install one three globe pedestrian street light fixture instead of two, and install a flag pole and lighting for the American flag.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the March 1, 2017 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC23.66.140 Height

C. Rooftop features and additions to structures

Height limits for rooftop features

a. Religious symbols for religious institutions, smokestacks, and flagpoles may extend up to 50 feet above the roof of the structure or the maximum height limit, whichever is less, except as regulated in [Chapter 23.64](#), provided that they are a minimum of 10 feet from all lot lines.

**Design Guidelines for New Construction on the North Lot in Pioneer Square**

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable.

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

**MM/SC/DK/AR 6:0:0 Motion carried.**

The Board suggested that being the Hawk Tower sign was previously approved they did not have an objection to adding the work Avalara to it.

Action: I move to recommend granting a Certificate of Approval for change to CoA to add Avalara to Hawk Tower signage.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the March 1, 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.

### **Design Guidelines for New Construction on the North Lot in Pioneer Square**

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable.

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

**MM/SC/DK/AR          6:0:0    Motion carried.**

### Embassy Suites signage

Michelle explained that Sign B, the double-sided blade sign is lit with LED, not neon.

Mr. Kralios said that non-illuminated signs will be limited to eight square feet and this one is illuminated and should be reduced to six square feet. He thought that the illuminated signs should be 6 square feet. He noted that halo lighting is not direct light.

Ms. Nashem said that exceptions were made in the west block for similar sign.

Mr. Kralios said there is precedent and to locate it where it makes sense for wayfinding.

Michelle asked if moving Sign B to the east elevation would be acceptable.

Mr. Kralios suggested orienting the sign near the entrance made sense.

Ms. O'Donnell asked if Sign D is in black.

Michelle said yes, it is a reverse halo.

Ms. Caudle asked about Sign A, the individual letters at the mechanical penthouse level screen.

Mr. Kralios said that there is a general lack of support from the board for that.

Mr. Astor said if the sign itself is compatible or precedent the board can tackle that in approval.

Ms. Nashem said the board can also consider the location of the sign.

Ms. Caudle cited the Embassy logo and letters.

Mr. Kralios noted the relationship of the proposed signage to the overall scale of the building, as well as the district and location of the sign, but he said his approval is contingent on a 'reduced sign package'.

Mr. Astor noted his reluctance to approve any signs without a reduced sign package.

Mr. Kralios said the applicant would be better served to table and come back with revised reduced sign package based on board feedback.

Mr. Astor agreed.

Ms. O'Donnell said she would be okay with the east sign if it was part of reduced sign package.

Mr. Donckers said he had a little consternation over logo but he was not wedded to it.

Ms. Caudle asked about the logo at the lower level.

Mr. Kralios said it would be better served with blade instead of perpendicular sign. He said no to Sign E.

Board members in general supported signs B and C but suggested tabling until an overall sign package is determined.

Mr. Chang withdrew the sign package.

**030117.23**     **Harbor Masters Station / Washington Street Pergola**

117 Alaskan Way

Installation of additional lighting

Tabled

**030117.3**     **PRELIMINARY PROJECT REVIEW**

**030117.31**     **123 3<sup>rd</sup> Ave S**

Briefing regarding proposed demolition of a building considered non-historic, non-contributing to the National Register and new construction of 85-foot residential building with street level gallery

Gabe Grant, Spectrum, provided an overview of the project that will provide workforce affordable housing and non-profit arts tenant and space for working artists.

Ed Weinstein introduced the project and went over context of site and neighborhood. He said they plan to build a tall five story over one building – 80 units of SEDU and arts lobby at the street level. He said a contemporary non-contributing building and parking lot occupy the space. He provided conceptual diagrams representative of the direction they plan to go in. He said that ‘back of house’ functions such as trash, electrical, bike room, etc. will be at street level. He said they won’t go below grade because of the water table so all infrastructure will be at grade. He said the apartment lobby will be at the corner and will link with Path with Art space and will provide activation.

He said the 80 individual studio units will be 315 square feet and each will have kitchen, bathroom, and storage loft. He said there will be five floor plates and they will make the space livable with greater floor to floor height and small loft above bathroom. He said they propose a roof terrace, green roof, and mechanical area. He said the building will be a good neighbor to adjacent buildings; it will be in line with structural rhythm of elements of the district. He said they will keep with the structural rhythm of the Tashiro Kaplan Building.

Responding to clarifying questions Mr. Weinstein cited a BOLA historical report that found nothing significant about the existing building.

Ms. Nashem said that the building is non-contributing per National Register. She said the building was constructed just as the historic district was established and was one of

the first projects looked at. She said the board denied the application but it was overturned by City Council. She said that the board saw a previous proposal for the site and found nothing significant about the building.

Ms. O'Donnell supported more affordable housing and keeping the sense of being an art center.

Mr. Astor asked about targeted income levels.

Mr. Grant said 85%-100% median income – \$30,000 – \$40,000; rents will be \$1350 - \$1700. He said that Spectrum development is a community focused developer. He said the landowner is the same family that presented JANDS center and is supportive of this mission.

Jennifer Lobsenz, Path with Art, explained their equity driven mission focused on those recovering from trauma. She said they provide education, cultural excursions. She said it is multi-disciplinary. She said they host public events and said they are invested in the community.

Mr. Astor said he wants to review the historic report before he weighs in on the building demolition but the goals are laudable. He said it is great news for the area and affordable housing is positive. He said the devil is in the details of the design. He asked about cladding and how it would fit in.

Mr. Weinstein said they are early in design but three facades will be open to passersby. He said the cladding should be of our time; it will be cost effective and will have substance to it. He said that they plan lots of large windows as part of the design and said there will be a higher ratio of glass to cladding.

Mr. Kralios appreciated the 85' height and noted it will integrate better. He said contemporary is good but do context study with other buildings and demonstrate that compatibility so that it is not designed in a vacuum. While he supported the idea of a gallery, he questioned the use occupying more than 50% of block front.

Ms. Nashem said if it is discouraged they will need to calculate the whole half block square footage; % of block front, and % of street frontage.

**030117.4 BOARD BUSINESS**

**030117.5 REPORT OF THE CHAIR:** Mark Aster, Chair

**030117.6 STAFF REPORT:** Genna Nashem

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
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