



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 289/18

MINUTES for Wednesday October 3, 2018

Board Members

Lynda Collie
Kianoush Curran
Brendan Donckers
Dean Kralios, Chair
Carol O'Donnell, Vice Chair
Emily McIntosh
Alex Rolluda

Staff

Genna Nashem
Melinda Bloom

Absent

Adam Alsobrook
Felicia Salcedo

Chair Dean Kralios called the meeting to order at 9:00 a.m.

100318.1 APPROVAL OF MINUTES:

August 15, 2018

MM/SC/LC/BD

4:0:3 Minutes approved. Mmes. Curran, McIntosh, and Mr. Rolluda abstained.

100318.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL

100318.21 Fulton Building

200 S Jackson St

Installation of signage

ARC report: ARC reviewed the plans and photo provided. The board discussed that in the past they have considered white or black a non-color however, this had an off-white background. While the printout appeared more tan, the color samples were off-white and ARC thought it could be considered a non-color like white. ARC thought that

the signage package had been reduced to comply with the District Rules for a neon blade sign. While ARC thought that the reconstruction portion could either be a parapet or a sign band. However, they thought that generally there was too much signage and that typically it is the name of the business in the sign band and not a list of products they offer. They recommended that they eliminate the signage on the parapet, especially being it repeated what was proposed for the windows which the Board thought was more in keeping with other signage in the District. The ARC thought they would consider a logo on each façade and also thought it would be okay to increase the size of the letters in the window but still keep them under the 10-inch limit in the Rules. The “G” in the neon sign is larger than 8 inches. The applicant said the neon company said that because of the font they could not make the letters any smaller. ARC thought because of that situation, they would consider one letter over size consistent with the exceptions for letter size. The applicant will bring an alternative proposal.

Staff report: The building used to have upper floors which were removed following an earthquake. The top stucco portion was added after the upper floors were removed. The Board should consider if the final proposal complies with the exception; “exception if it calls for approval of signage that is substantially less than what would otherwise be allowable under the regulations”. The Board should be sure to state why that the exception for the letter “g” also has to do with the manufacturing of the neon.

Applicant Comment:

Megan Coombes explained the signage was modified per ARC comments and she provided new designs. She said the top sign band will have just a logo on each side; there will be no additional logos on doors. She provided a mockup of the conduit run and said it will be painted to match the brick.

Ms. Nashem requested two additional copies of the application materials.

Mr. Donckers asked about the south and west doors.

Ms. Coombes said originally, they had logos on them; ARC thought it was over-proliferation, so they removed the logos and just have ‘welcome’ on the doors. She said the paint on the sign will look aged. Responding to questions, she said ‘322’ will be removed and 200 S. Jackson will be added for the address.

Public Comment: There was no public comment.

Board Discussion:

Ms. O’Donnell appreciated the work and noted they reduced the sign package. The slightly larger G and neon are appropriate.

Mr. Kralios went over District Rules. He said what was proposed is consistent with the District Rules, except for the neon. The G is larger than 8” but the fabricator is unable

to do it smaller. He said the backing is light enough to qualify as a non-color. He supported the application.

Mr. Rolluda and Ms. O'Donnell concurred.

Action: I move to recommend granting a Certificate of Approval for Installation of signage including a neon sign with one letter above 8 inches and considering the off white as not a color, lettering in the windows, log in one window and a logo on each façade.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the October 3, 2018 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.
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.
 5. Information displayed on the valance of awnings, canopies or marquees shall be limited to identification of the name or address of the building or of an establishment located in the building.
 6. Projecting signs and neon signs may be recommended only if the Preservation Board determines that all other criteria for permitted signs have been met and that historic precedent, locational or visibility concerns of the business for which the signing is proposed warrant such signing.

Pioneer Square Preservation District Rules

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

The Pioneer Square Preservation Ordinance reflects a policy to focus on structures, individually and collectively, so that they can be seen and appreciated. Sign proliferation or inconsistent paint colors, for example, are incompatible with this focus, and are expressly to be avoided. (8/93)

A. Transparency Regulations

1. To provide street level interest that enhances the pedestrian environment and promotes public safety, street level uses shall have highly visible linkages with the street. Windows at street level shall permit visibility into the business, and visibility shall not be obscured by tinting, frosting, etching, window coverings including but not limited to window film, draperies, shades, or screens, extensive signage, or other means. (8/93, 7/99, 7/03)

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)
3. Projecting Elements (e.g. blade signs, banners, flags and awnings). There shall be a limit of one projecting element, e.g. a blade sign, banner, or awning per address. If a business chooses awnings for its projecting element, it may not also have a blade sign, flag, or banner, and no additional signage may be hung below awnings. (6/03) Exceptions may be made for businesses on corners, in which case one projecting element per facade may be permitted. (12/94)
4. Blade signs (signs hanging perpendicular to the building). Blade signs shall be installed below the intermediate cornice or second floor of the building, and in such a manner that they do not hide, damage, or obscure the architectural elements of the building. Typically, non-illuminated blade signs will be limited to eight (8) square feet. (12/94) Blade signs incorporating neon of any kind shall not be permitted unless all of the following conditions are met: a) the neon blade sign is sought as part of a reduced overall sign package or plan for the business; b) neon blade signs shall be limited to six (6) square feet in dimension with letters not to exceed eight (8) inches in

height; c) the sign meets the requirements of Neon Signs - Paragraph 3 for the number and type of colors of neon; d) the sign meets the requirements of Signs - Paragraph 5 (above) for installation of a blade sign; e) electrical connection from exterior walls to the blade sign shall be made using rigid, paintable electrical tubing painted to match the building facade and all bends shall closely follow the support structure; f) all signage supports shall be fastened to the exterior wall by the use of metal anchors at existing grout joints only; and g) the sign taken as a whole is consistent with the scale and character of the building, the transparency requirements of the regulations, and all other conditions under SMC 23.66.160. An overall sign package or plan will be considered reduced for purposes of the exception. if it calls for approval of signage that is substantially less than what would otherwise be allowable under regulations. (5/96)

D. NEON SIGNS

1. The number of neon signs shall be limited to one for each 10 linear feet of business frontage for the first forty feet of business, and one for each additional 15 feet of frontage for businesses over forty feet.
3. No more than three colors, including neon tubes and any backing materials, shall be used on any neon sign. Transparent backing materials are preferred. Neon colors shall be subdued. (8/93, 7/03)

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

100318.22 Three Globe Light Poles

Various locations in Pioneer Square

Conversion of the tree globe light fixtures to new LED light fixtures
ARC report: ARC reviewed the plans, reports and lighting samples provided. The applicant noted that the feedback of the first pilot project was overwhelming that neither light fixture was an improvement. They did a second pilot of two more light fixtures at a lesser kelvin and with a white globe. SCL received positive feedback about one of the light fixtures and they propose to go ahead with that light fixture for total replacement in the District. The public feedback said that it not only increased the quality of light in the District but also maintained the character of the District. ARC agreed and thanked SCL for conducting the pilot studies and considering the public comment as well as considering the effect of the lighting on the character of the District. ARC recommended approval of the Cyclone and EvLuma light fixture and globe.

Staff report: Pioneer Square and the Columbia City historic districts were getting a lot of complaints as different light poles were replaced with different fixtures with different colors and brightness and different levels of transparency in the globes. Some of the light bulbs had distinctive shapes that changed the appearance of the globe when lit. Seattle City Light came to the Board previously to propose a lighting pilot

study to find the best product to replace all the internal fixtures in the Chief Seattle Three Light Globes. When the 1st pilot study did not receive positive results, they conducted a second one with different bulbs and globes.

Applicant Comment:

Kevin Gorman provided PowerPoint handouts (in DON file) and said a historical report and community feedback data were included. He provided an overview and of the pilot projects and the results. He explained how adjustments were made to the light temperature based on community feedback preference for a warmer light. Bird spikes were proposed.

Mr. Kralios asked about durability of bird spikes, metal versus plastic.

Mr. Gorman said plastic is stronger than metal and he said he thought they looked better. He said they are attached with a clear adhesive.

Public Comment: There was no public comment.

Board Discussion:

Mr. Kralios went over District Rules. He appreciated the great process and was impressed with the recalibration of expectations from public feedback. He noted the focus will be on the globe and there is minimal impact on historic resources.

Ms. O'Donnell said the sooner they are installed, the better.

Ms. Curran appreciated the warm tone of the light.

Action: I move to recommend granting a Certificate of Approval for Cyclone and EvLuma light fixture and globe.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the October 3, 2018 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

Pioneer Square Preservation District Rules

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

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.

XV. STREET LIGHTING

The three-globe Chief Seattle bronze base light fixture currently used in the District will be the approved street lighting standard.

Secretary of Interior Standards for Rehabilitation

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

[Guidelines for Site](#)

[Guidelines for Setting](#)

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

100318.23 S King Street Pedestrian Safety Enhancements

NE corner of Occidental Ave S and S King St
NW and SW corner of 2nd Ave S and S King St

Painting white buffer areas with white delineator posts, remarking the crosswalks, add missing stop bar and missing “stop” sign, and landscape maintenance

ARC report: ARC reviewed the proposed painting and the delineator posts. ARC verified that while the 419 Occidental sidewalk extension is still under review by SDOT, the proposed pedestrian crossing improvements would not be affected by the work there. While ARC said they would support the application for safer crossing of the street being there are not enough funds to do an actual curb bulb. ARC would like SDOT to continue to pursue actual curb bulbs that would have a higher quality look in the future. ARC had concerns about the overall appearance of the District if these stripes and posts were installed in multiple locations. They noted that the posts usually get pretty beat up. SDOT will maintain and replace damaged posts. ARC recommended approval.

Staff report: The location of stripes and delineator posts at Second and Main was approved with caveat that it was for maximum 6 years, curb bulb extensions to improve pedestrian crossings with the understanding that SDOT will actively plan for and seek funding for permanent sidewalk improvements.

Applicant Comment:

Howard Wu explained there is no resolution on the 419 Occidental sidewalk, yet but they want to accommodate existing conditions without changes to traffic; the 419 Occidental project can move independently from this project. He said the project addresses crossing distance, improved visibility at stops, and clarification of existing

stops. He said landscape maintenance will be done, lower branches will be trimmed. He said they will add stop bumps and will widen marked crosswalks to capture corners. He said there will be no parking 30' from intersection, nor 20' from back of crosswalk. He went over existing and proposed condition handouts indicating where street painting will be done to show where crosswalk bars will extend, no-park hatches will be. A bulb will be painted at the northeast corner of the Occidental and King existing crosswalk. He explained that the flexible delineator bars will have sealed top and no cap. He provided examples of existing projects with similar treatment and noted they are working well.

Mr. Kralios said the approval is contingent on 6-year maximum duration.

Mr. Wu said the Office of Waterfront has funding to look at street improvements and that he would see if that can be used here.

Public Comment: There was no public comment.

Board Discussion:

Mr. Kralios went over District Rules. He said it is a public safety project and the goals are important. He noted the temporary nature of the project and said that overall, he prefers a higher quality street environment. He supported the application.

Mr. Rolluda concurred and asked the applicant to continue to pursue an actual curb bulb for the future.

Mr. Wu said that the S. Dearborn project will address curb bulbs.

Action: I move to recommend granting a Certificate of Approval for Painting white buffer areas with white delineator posts, remarking the crosswalks, add missing stop bar and missing "stop" sign, and landscape maintenance; with caveat that it was for maximum six years, curb bulb extensions to improve pedestrian crossings with the understanding that SDOT will actively plan for and seek funding for permanent sidewalk improvements.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the October 3, 2018 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

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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)

Secretary of Interior's Standards

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

[Guidelines for Site](#)
[Guidelines for Setting](#)

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

100318.24 Schwabacher – Merrill Place

General Porpoise
401 1st Ave S

Installation of signage

ARC report: ARC reviewed the proposed signage. There will be one sign "General Porpoise" on one door and one for "Flor and Henry" on the other door at both accesses to the shared vestibule. ARC thought that the signage complied with the letter size and transparency guidelines. ARC recommended approval and recommended an expedited review which means that they thought that the application was simple, not needing further explanation and complies with rules. There will not be a presentation, but the Board can ask questions if they have any before taking it to a vote.

Staff report: General Porpoise previously had a blade sign approved. Flor and Henri has not proposed other signage.

Mr. Kralios said that there is an existing blade sign at General Porpoise but not at Flor and Henry. He said the signage is for the double doors at the corner; the doors lead into a vestibule.

Public Comment: There was no public comment.

Board Discussion:

Mr. Kralios went over District Rules.

The Board thought they had enough information to make a decision.

Action: I move to recommend granting a Certificate of Approval for Installation of signage on the doors to the vestibule.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the October 3, 2018 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

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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.

MM/SC/CO/LC 7:0:0 Motion carried.

100318.2 PRELIMINARY DESIGN BRIEFINGS

100318.21 Citywide Wayfinding

Briefing of City way finding plans

PowerPoint handout in DON file.

Aditi Kambuj presented project exploring pedestrian wayfinding; vision, scope, goal, and timeline. She noted the red blade sign and kiosk is used currently and she said there are limitations to meet current need. She said there are multiple transit agencies and the systems don't speak to each other. They are exploring systems for predictable information with pedestrian user in mind including signage, map, and how people navigate. She explained the phases of the planning process: planning, develop a citywide concept noting the unique topography and grid; develop standards and naming conventions, how the information is shown affects decisions; develop a pilot project that will inform the development of standards.

Gabriel Seo explained that the consulting team has been briefed by the local team and has explored the city and discovered where it is walkable and well-connected and where there are gaps between infrastructure, e.g. '99' versus 'Aurora', 2nd Avenue versus 2nd Avenue extension, and peculiarities in topography.

Ms. Kambuj went over objectives including place-naming consistency, 'on-street' versus legislated name, accessibility, access to transit stops – some access is hidden, the role of the built environment in wayfinding, and seamlessness between transit and on the street. She said they have a compact timeline and multiple stakeholders.

Board Discussion:

Ms. Nashem said the red signs were purchased without board or Alliance for Pioneer Square input; when the application was presented the Board had the choice of approving what was presented or there would be no way finding in Pioneer Square. While they approved it, they were not comfortable with the compatibility.

Mr. Kralios said they took a utilitarian approach and the signs looked cheap. He said if it is a Citywide system, it should look consistent and be quality. He suggested a testing period for durability and that mock ups should be used to test. He noted

problems with the existing signs. He said the keep partners in the loop and provide timely feedback.

Ms. Kambuj said durability is part of the purpose of the pilot – to find durability that works. She noted London guidelines that include stringent historic preservation requirements and she was confident they will find a compatible system.

Mr. Kralios said that pilot installations should be communicated to a broad audience, so they can get feedback. He asked if the red signs would be replaced.

Ms. Kambuj said they will remove redundant signs.

Mr. Kralios said to collaborate with different agencies so there is one system, not multiple.

Ms. Kambuj said they are working with different agencies – Sound Transit, Parks, and others. She said in New York there is a map that all agencies share so they are all using the same base map.

Ms. O’Donnell appreciated the presentation and was glad they are looking at hidden entrances and exits.

Ms. Kambuj said there is a high level of interest in wayfinding.

100318.21 **Metro Hub plans**

Briefing regarding proposed changes to sidewalks, curbs and ramps

Postponed.

100318.3 **BOARD BUSINESS**

100318.5 **REPORT OF THE CHAIR:** Dean Kralios, Chair

100318.6 **STAFF REPORT:** Genna Nashem

Genna Nashem
Pioneer Square Preservation Board Coordinator
206.684.0227