



City of Seattle

Department of Planning and Development
D. M. Sugimura, Director

**CITY OF SEATTLE
ANALYSIS AND DECISION OF THE DIRECTOR
OF THE DEPARTMENT OF PLANNING AND DEVELOPMENT**

Application Number: 3013728
Applicant Name: Jane Lewis, Pine Street Group LLC
Address of Proposal: 600 Pine Street

SUMMARY OF PROPOSED ACTION

Land Use Application to relocate existing “Pacific Place” sign directly above existing location.

The following approval is required:

Special Exception – To allow sign to exceed height limit. Seattle Municipal Code.
(SMC) Section 23.55.040.

SEPA DETERMINATION: Exempt DNS MDNS EIS
 DNS with conditions
 DNS involving non-exempt grading, or demolition, or
 involving another agency with jurisdiction.

BACKGROUND DATA

Site and Vicinity Description

The existing sign is located on the façade of the Pacific Place building located at the intersection of Olive Street and 6th Avenue in Seattle’s Downtown. The building is occupied by numerous retail and restaurant tenets, movie theater complex, and public parking in a below grade garage. The proposal site is located within the boundaries of the Downtown Office Core (DOC) zone designation. Development in the vicinity consists of office, retail, and hotel uses.

Project Proposal

Currently there are four building identification signs, one at each property corner. Currently three of the identification signs are located below 65 feet in height and one identification sign is located above 65 feet in height at the corner of Pine Street and 6th Avenue. The applicant is requesting to raise the identification sign at the corner of Olive Street and 6th Avenue 12 feet above its current location. The top of the sign would measure at 77 feet, 12 feet above the height limit of 65 feet. SMC 23.55.040 permits the Director to authorize exceptions to the regulations for height of on-premise signs in the downtown office core. The Director must consult with the Seattle Design Commission before issuance of the special exception.

Public Comment

Notice of the application was issued on October 18, 2012. No written comments were received during the public comment period.

ANALYSIS – SPECIAL EXCEPTION

Pursuant to the requirements of SMC Section 23.55.040, the Director may authorize exceptions to the size, number, height, and depth of projection of on-premises signs. The decision by the Director is made after consultation with the Design Commission. In order for the Director to approve a special exception the proposed project must meet one or more codified condition and must exhibit at least one codified desired characteristic.

Design Commission Comment

The project was referred to the Seattle Design Commission and reviewed by the Chair and Design Commission staff. Commission comment is contained in the project file in an email dated December 14, 2012. For the purposes of the Design Commission review, comment was based on the application materials and building elevations.

The Design Commission recommended approval to move the sign without conditions. The Commission Chair found that locating the sign higher up the building facade does help to harmonize the signage and architecture at that location.

Special Exception Criteria

Conditions and desired characteristics are codified in SMC Sections 23.55.040.A and 23.55.040.B, respectively. The proponent's response to conditions and characteristics are summarized below. Codified conditions and characteristics are italicized.

A. *Conditions.*

1. *The proposed sign plan shows an exceptional effort toward creating visual harmony among signs, desirable streetscape features, building facades and other architectural elements of the building structure through the use of a consistent design theme;*

The sign is currently located on the façade of the Pacific Place building and is one of four identification signs located at each building corner. The current sign will be located 12 feet higher so as not to conflict with display windows that have been newly illuminated. The existing sign will not change and will remain consistent with the original design theme.

- B. *Desired Characteristics. All the following desired characteristics shall be used to evaluate applications for a special exception, and at least one (1) must be met. The proposed sign(s):*

1. *Unifies the project as a whole or contributes positively to a comprehensive building and tenant signage plan;*

The proposed sign is consistent with the tenant signage plan.

2. *Is compatible with the building facade and scale of building in terms of size, height and location;*

The existing sign is compatible with the building façade and scale in terms of size. The height and location will be altered by raising the sign 12 feet to avoid visual conflicts with current display windows. At its higher location the sign remains compatible with the building façade and scale of building.

3. *Adds interest to the street level environment, while also identifying upper level businesses;*

Reducing the conflict between the lit Pacific Place identifier sign and the illuminated display windows add interest to the street level environment. The sign is a building identification sign and does not identify upper level businesses.

4. *Helps orient pedestrians and motorists at street-level in the vicinity of the subject building;*

The current sign is one of four building identification signs. By moving the sign 12 feet higher the sign will read better to pedestrians since it will be located above and not conflict with the illuminated display windows.

5. *Integrates support fixtures, conduits, wiring, switches and other mounting apparatus into the building architecture to the extent feasible.*

The Pacific Place sign will integrate support fixtures, conduits, wiring, switches and other mounting apparatus into the building architecture.

DECISION – SPECIAL EXCEPTION

The proposed relocation of the Pacific Place sign meets one or more of both the codified conditions and desired characteristics and therefore is **APPROVED**.

CONDITIONS

None.

Signature: (signature on file)
Stephanie Haines, Senior Land Use Planner
Department of Planning and Development

Date: January 7, 2013