



The City of Seattle

Pioneer Square Preservation Board

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PSB66/25

Staff Report

ARC meeting March 26, 2025

Board Members Please Note: The citations from the District Ordinance, Rules for the Pioneer Square Preservation District, and Secretary of the Interior's Standards listed below are for your consideration in addition to any other citations you find relevant in considering each application.

032625.31 Stadium Place – Nolo
201 S King Street
Tom's Watch Bar

Proposed signage including signage on two canopies and a blade sign at the corner

Staff report: The North Lot guidelines for signage refer to the overall Pioneer Square Preservation District Guidelines for signage. Note: Though the North Lot Guidelines do call for exceptions for signage for grocery stores, pharmacies and hardware store which was intended to bring desirable services to residents in Pioneer Square, later litigation determined that exceptions could not be made for specific type of business.

The Board did make exceptions for the building identification signage including the letters size, mounting lighted signage on the canopies and having the lighting be halo light, specifically that the letters are a solid material and that light shines on a backer board to provide around the letter at night. The Board thought these solid metal letters with halo lighting was different than the prohibited internally lit signs where the entire plastic sign glows or plastic letters glow which were considered out of character with the District and more associated with the urban shopping malls and chain restaurants. The Board agreed to the larger letters for the building name signage because of the scale of the building and to create a hierarchy of signage. It should be noted though that the "place" of the Stadium place sign is 5 3/4 inches. The Board previously approved non illuminated letters on the canopy for Quality Athletics. All other approved tenant signage complies with the guidelines.

**Administered by The Historic Preservation Program
The Seattle Department of Neighborhoods**

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This application is requesting a similar exception for 12 inch halo lit letters on the canopy. One of the canopies is above a door that is not the entrance door that the Board just approved.

The blade sign is asking for an exception for the size of the sign and for a couple of the letters that are just over 8 inches. The guidelines for the non illuminated signs is 8 square feet and illuminated signs is 6 square feet. The maximum letter size for non illuminated signs is 10 inches and the maximum letter size for illuminated sign is 8 inches. Though not yet adopted, the Board has considered not differentiating between illuminated and non illuminated signs making all blade signs allowed at 8 square feet. The applicant has provided the overall square footage of the sign, as well as the square footage of the text on the sign. The applicant had previously proposed a different design sign that included internally lit letters and had expressed that they could not do the halo lit letters at 3 inches. Staff asked them to consider what the smallest letters can be and still be halo lit and suggested they measure a square around the text and that possibly if the text was less than 6 square feet and the overall was less than 8 square feet that the Board might consider the exception for an 8 square feet. I also want to note that the official way to measure a sign is the overall dimensions. For this design, it is more difficult to draw a box around the text in the same way. They calculated each work individually. The overall size of the proposed sign is 9.86 square feet. "Toms" has two letters at 8 inch and two at 8 3/8 and "Bar" are 8 inches, "watch" is 2 1/2 inch and are non- illuminated.

Code Citations:

Seattle Municipal Code

23.66.030 Certificates of Approval required

Certificate of approval required. No person shall alter, demolish, construct, reconstruct, restore, remodel, make any visible change to the exterior appearance of any structure, or to the public rights-of-way or other public spaces in a special review district, and no one shall remove or substantially alter any existing sign or erect or place any new sign or change the principal use of any building, or any portion of a building, structure or lot in a special review district, and no permit for such activity shall be issued unless a certificate of approval has been issued by the Department of Neighborhoods Director.

Rules for the Pioneer Square Preservation District

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.

Secretary of Interior Standards for Rehabilitation

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Genna Nashem

Pioneer Square Preservation Board Coordinator