



The City of Seattle

Pioneer Square Preservation Board

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PSB109/25

Staff Report

Board meeting May 7, 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.

050725.41 Lumen Field
800 Occidental Ave S

Installation of temporary white canvas tents, modular structure and signage on a temporary fence to be installed June 2 – June 27

Staff report: The fencing, gates and barrier and Michelob small signage full under administrative review which is granted. The signage proposed for the fencing includes letters larger than 10 inches and therefore the Board has to review the signage. Generally signage that include sponsorships is allowed as long as the sponsorship is less than 10 inches of the total signage and sponsorship of events is seen differently than off premise advertising. This is consistent with how the light post banners have been reviewed by the Board and SDOT. Scrims have been approved on construction fences including project signage and artwork to improve the pedestrian experience. The Board also reviews the construction of the tents which also require a construction permit. Similar tents have been approved for events and a permanent one at the Double Tree hotel. One of the activations is more of a modular structure than a tent but is also similar to other temporary structures for art activation such as a mobile art gallery but this also includes a retail component.

Draft Motion:

I move to recommend granting a Certificate of Approval for signage on the fence and construction of tents and modular structure. All per the applicant's submittal.

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

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The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the May 5, 2025 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

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.

23.66.160 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.

3. Signs not attached to structures shall be compatible with adjacent structures and with the District generally.

Rules for the Pioneer Square Preservation District

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)

Issued: May 1, 2025

Genna Nashem

Pioneer Square Preservation Board Coordinator