



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 126/23

### Staff REPORT

for ARC meeting May 10, 2023

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.

**051023.2**      **Furuya Corgiat Buildings/Pacific Commercial**

240 2<sup>nd</sup> Ave S

Flatstick Pub

Applicant: Henry Walters, architect

Signage including a neon sign, window signage, and a wall sign  
Sidewalk café with railing

Staff report: This project is not eligible for administrative review because the signage portion of the application includes a request for an exception to letter height that requires Board review. Board review is also required for a painted wall sign on top of a painted existing wall sign. Staff is still conducting research as to how the wall sign was originally permitted.

Code Citations:

SMC

23.66.030 Certificates of Approval required

- A. 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

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

"Printed on Recycled Paper"

- 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. Area of original building finish visible within the exterior dimensions of the sign (e.g., unpainted brick) shall not be considered when computing the sign's area.
  - 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.

### **Pioneer Square Preservation District Rules**

#### III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

- A. 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

##### 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)
  
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)

#### Secretary of Interior's Standards

10. New additions and adjacent or related new construction will be taken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Issued: May 5, 2023

Genna Nashem  
Pioneer Square Preservation Board Coordinator