



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 200/23

Staff REPORT

for Board meeting August 2, 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.

080223.31 **Schwabacker Building**

Número Uno Pizza

103 1st Ave S

Presenter: Hero, Seattle Print House

Proposed installation of signage including a non-illuminated sign in the transom windows, window signage and non-illuminated blade sign.

Staff report: Signage is currently installed without approval. Of the signage that is currently installed the only signage that is applied for to be permanent is the window signage in the middle of the windows. It appears that the letters in the transom will replace the banner, the signage in the lower half of the windows will be removed and the A Board will be removed and replaced with a blade sign. The blade sign will be located in the same location as the previous tenant signage. Staff is referring this application for signage to the Board for two reasons, one, the sign is placed in the transom windows. Other storefronts in this building have a sign band but this storefront does not. It is presumed though not shown in the application that the letters would line up with the letters in the sign band of the other storefronts. They are applying for 12-inch letters, the size of letters that would be allowed in the sign band if there was one in this storefront.

The other reason I am referring this application to the Board is that the letters are three colors. Considering the sign's compatibility to the other signs in the sign band, letters are generally white or gold or black. The exception is that the Domino's sign was allowed in blue with white trim while other chains such as Jimmy Johns and Evergreens stayed with the more traditional white letters. Staff did recently approve, with some hesitation letters on the neighboring storefront that were white with a dark purple side. These letters can be seen in the photo of existing conditions.

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

"Printed on Recycled Paper"

Draft Motion: I move to recommend granting a Certificate of Approval for:
Proposed installation of signage including a non-illuminated sign in the transom windows, window signage and non-illuminated blade sign.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *August 2, 2023* 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

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

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.

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)

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)
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)
7. Internally Lit Signs. Internally lit or backlit signs are prohibited. (8/93)

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: July 26, 2023
Genna Nashem
Pioneer Square Preservation Board Coordinator