



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 323/19

**MINUTES** for Wednesday, October 16, 2019

**Board Members**

Lynda Collie  
Kianoush Curran  
Alise Kuwahara Day  
Audrey Hoyt  
Olivia Price  
Alex Rolluda, Chair

**Staff**

Genna Nashem  
Melinda Bloom

**Absent**

Brendan Donckers  
Felicia Salcedo  
Carol O'Donnell

Chair Alex Rolluda called the meeting to order at 9:00 a.m.

**101619.1      APPROVAL OF MINUTES:** July 3, 2019

**101619.2      APPLICATIONS FOR CERTIFICATES OF APPROVAL**

**101619.21      450 Alaskan Way**  
Nestle

Tabled.

**101619.12      904 1<sup>st</sup> Ave S**  
Gantry

Installation of signage, light fixtures and sidewalk café with railing and heat lamps

Terrence Shen explained they are adding a sidewalk café, light, and signage. The space has previous approval as restaurant. He said on the Occidental side there is no sidewalk; it is 20' deep and is currently used for food truck parking, tents, and seating. He said they are working with SDOT to get permit for a sidewalk café. He

said it is all removable and has been designed for flexibility as needed. He proposed a 42" tall steel tube free-standing fence. On 1<sup>st</sup> Avenue side he said there is 6' pedestrian clearance. They propose the same fence, tables, and chairs, and an A-frame sign. He said the tables and chairs are black metal, with umbrellas, and area heaters. He said there are two locations for the signage. On Occidental a blade at the corner above a small door; a wall sign will be centered above the garage entrance. They will remove existing light and replace with three new light fixtures above the wall sign. He said the wall sign is painted on concrete – black with white letters with white frame. He said the blade material is reclaimed wood with logo painted on. He said the sign will be hung from steel tube connected to wall. He said lights are attached to lightbox attached to wall; wire will run through hole behind.

He said that on 1<sup>st</sup> avenue they will paint on wall sign above glazing and keep existing light. He said a new window sign is proposed for storefront; letters are 4" tall on clear decal. Only one A-frame is proposed.

ARC report: Ms. Kuwahara Day reported that ARC reviewed the application and thought that the sidewalk café would help to enliven the 1<sup>st</sup> Ave and thought it would be also appropriate on Occidental Ave S. The business owner explained that he currently has a vending permit for a 20 x 20 space, so the sidewalk café is replacing that vending space. The applicant explained both rails are not attached to the ground so that the rails could be moved quickly and easily if needed. ARC thought the sidewalk café railing and furniture were of high quality, durable and were compatible with the District. ARC asked if the applicant would want additional signage such as "Open", "Hours" or an A-board and if they would want a sign on the 1<sup>st</sup> Ave S façade. The business owner said he would add that to the packet for full Board. ARC recommended approval pending the additional signage complied was the District Rules.

Staff Report: Ms. Nashem said they are proposing sidewalk cafés on both 1<sup>st</sup> Ave S and on Occidental Ave S. There will need to be 6 feet clearance on the 1<sup>st</sup> Ave S sidewalk café. For the sidewalk café on Occidental Ave S where there is no curb SDOT will need to do a site assessment to determine pedestrian needs. Considering SDOT will not be doing the site assessment until they receive our approval, we might do an approval that is conditioned on them reducing the size if SDOT determines it is needed.

The new sidewalk café legislation will not be in effect until Nov 4.

Public Comment: There was no public comment.

Board Discussion:

Responding to clarifying questions, Steve Bull said hours will vary with events. Furniture will be brought inside each night or gathered and locked.

Ms. O'Donnell said it is attractive and meets sign requirements. She appreciated the full package for signage.

Action: I move to recommend granting a Certificate of Approval for installation of two sidewalk cafés with railings and heaters; One on the 1<sup>st</sup> Ave S sidewalk and one in the parking area Occidental Ave S. The Occidental Ave S sidewalk café can be reduced in size if SDOT directs without revision to the COA.

Installation of signs including:

Occidental Ave S a blade sign with exterior lighting, and a wall sign with exterior lighting

First Ave S a wall sign

A-board

Hours and Open signs

All as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *October 16, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

#### Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC 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.
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

##### XIII. SIDEWALK CAFES

Sidewalk cafes may not impede the flow of pedestrian traffic. Movable structural elements that can be brought back against the building wall or elements that can be removed when not in use will generally be required if some structural element is necessary. No walls or roofs of any kind are permitted to enclose sidewalk cafes. Free-standing and table umbrellas are permitted, however, the Board may limit their number and placement to ensure compatibility with transparency and signage regulations. (7/03) Planter boxes are discouraged and will be permitted only in exceptional circumstances.

Materials for any structural elements on the sidewalk should be of durable, weatherproof, and vandal-proof quality. The Board will consider the compatibility of the color and design of structural elements with the building facade and the character of the District. The maximum allowable height of structural elements, including fencing, is 42". (7/03)

##### 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)
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)

### F. SANDWICH BOARD SIGNS (A-frame signs) shall follow adopted Pioneer Square sandwich board signs regulations:

Sandwich board signs shall be located directly in front of the business frontage either next to the building face or at the street side of the sidewalk by

newsstands, streetlights or other amenities. Signs shall not impair pedestrian flow. (12/94)

Sandwich board signs shall be limited to one per address. When multiple businesses, including upper floor businesses, share a common entrance, a single shared sign shall be used, rather than multiple, individual signs. Such signs shall be limited to one per entrance to the shared location. (7/03)

Sandwich board signs shall occupy the sidewalk only during business hours and cannot be chained to trees, parking meters, etc. (12/94)

Sandwich board signs shall:

1. Comply with all other regulations for signs in Pioneer Square. (12/94)
2. Be a minimum of two feet high and a maximum of four feet high. (12/94)
3. Be a maximum of two- and one-half feet wide; (12/94)
4. Be a free-standing A-frame type sign to allow a horizontal component (e.g. chain or bar) between 3 to 8 inches above the ground on all four sides. This chain or bar accommodates high winds and sight impaired persons. (12/94)
5. Be prohibited from containing neon in any form. (12/94)
6. Have letter size restricted to 10 inches in height. (7/03)

Secretary of Interior's Standards

MM/SC/KC/LC 7:0:0 Motion carried.

**101619.3 PRELIMINARY DESIGN BRIEFINGS**

**101619.31 Fortson Square**

Briefing about the proposed redesign of the space

Heather Hargesheimer, Jones and Jones, said they are excited about the partnership between SDOT, Alliance for Pioneer Square (APS) and the Chief Seattle Club.

Susan McLaughlin, SDOT, said stewardship is important to the success of public space. She said it is a solid partnership and observational survey has helped inform the basis of the design.

Liz Stenning, APS, noted the Parks and Gateways plan focuses on how to make Pioneer Square welcoming and which public spaces could be improved. She said they helped with outreach at events and an online survey about how to use the space.

Colleen Echohawk, Chief Seattle Club, said the true history of the space is that it is Coast Salish territory; it was a thriving space long before colonizers came to this space. She said the space they plan will work for all – Native, homeless, business owners, light rail riders. She said that everyone belongs. The Coast Salish welcomed everyone; that is their history and legacy. She said they are commissioning a welcome pole. Often public design engagement doesn't included people of color and so many native people have been involved here. She said we have a long way to go in equity.

Presentation materials are in DON file. Following are board and public questions and comments.

Ms. Hargesheimer provided context of the site and indicated the old coastline of the City. She noted the history of the site which in 1901 was used as a trolley stop. She said existing artwork and series of replica gaslights will be removed. She said the sidewalk, wall, and staircase are not historic. She noted the grid change and called Fortson Square a gateway to Pioneer Square.

Janelle: went over landscape design and said the site is bound by five Red Oaks with two in the center of the site. She said they don't want to take away from the urban forest feel and noted where to locate new tree. She said the site currently is not welcoming and has limited accessibility. She said there is a 10' grade change and they are exploring how to work with that. She said the landing and stairway will change and they are unsure if the area way underneath is filled in or not.

Ms. Hargesheimer said they will explore the condition. She said they are coordinating with the ʔəlʔal project. She said there is a working group of those involved with the project on last page of packet. She said they will address security issues and create a welcoming space. She said it will be Native space to honor the first residents. She said they welcome a variety of people. She said there will be new art which will be more traditional and will evoke more of the Native spirit. She said they will bring art in a variety of ways. She said they are exploring how to make the space usable and accessible for all. The two trees in the center make use of the space difficult. She said the Chief Seattle Club does ceremonies and they would like to use the space. She said the space could also be used for art events. She said there is 6000 square feet total. She said they have explored tree options in multiple scenarios. She said the retaining wall is needed because of grade change. She said the upper level will connect to Yesler and will provide a nice platform for events.

Ms. O'Donnell asked if trees will all be new.

Ms. Hargesheimer said they are; all will be native plants – Vine Maples, maybe shrubs, low plants. She said they will keep visibility in mind.

Ms. Hoyt asked about surface materials.

Ms. Hargesheimer said the public sidewalk will be concrete – hopefully permeable – with Coast Salish patterning. It needs to be low maintenance.

Ms. Hoyt asked about the brick in the photo.

Ms. Hargesheimer said it is part of artwork to be removed.

Ms. Hoyt asked if exposed ground is limited to trees.

Ms. Hargesheimer said it is mostly hardscape, an accessible event space.

Ms. O'Donnell appreciated moving the stairs.

Mr. Rolluda concurred. He said the project will activate the area and offers opportunities for small to mid-size gatherings. He said to be aware of view corridors and to present the history of Native people. He said it would be nice if the story could be told; interpretive photos could be amazing. He said he could see it become a gathering space. He appreciated the direction they are going and asked for an electronic package.

*Mr. Rolluda left at 10:00 am.*

Ms. Price asked if the SDOT study of the area was available.

Ms. McLaughlin said it will come to the board in the near future.

Ms. Nashem cited page 19 and asked if the storefront on the Quintessa will be at street level.

Ms. Hargesheimer said every entrance is at ground level, the Quintessa as well.

Ms. Hoyt said that activation was good, and accessibility of space is good for how the space is utilized. She said that the two elevations are attractive.

Ms. Nashem asked about CEPTED (Crime Prevention Through Environmental Design evaluation).

Ms. Stenning said they did a CEPTED study and could ask for a CEPTED review of the design.

Ms. Stenning asked about the gas lights.

Ms. Nashem said they are not historic; they are replicas of the first light fixtures in Pioneer Square.

Ms. Hargesheimer said they were installed in 2000. She didn't think they all worked and noted that the location is problematic. They want the opportunity to look at alternative lighting.



Ms. O'Donnell said lighting is really important for safety and to provide welcoming atmosphere. She had no issue with removal of gas lights.

Ms. Kuwahara Day said one old photo shows just globe fixtures.

Ms. Collie said she was open to see replacement options of the gas lights.

The board was generally supportive of relocation of staircase.

Ms. Hoyt said vegetation will be attractive to the area and said there may be alternatives that will work better. She noted the connection to nature and tree canopy as positive.

Ms. Hargesheimer said they want to keep that feel.

Ms. Collie echoed Mr. Rolluda's comments about incorporating the history of the site somehow.

**101619.4 BOARD BUSINESS**

**101619.5 REPORT OF THE CHAIR:** Alex Rolluda, Chair

**101619.6 STAFF REPORT:** Genna Nashem

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
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