



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 284/19

MINUTES for Wednesday September 11, 2019

Board Members

Lynda Collie
Kianoush Curran
Alise Kuwahara Day
Brendan Donckers
Carol O'Donnell
Audrey Hoyt
Emma McIntosh
Alex Rolluda, Chair

Staff

Genna Nashem
Melinda Bloom

Absent

Felicia Salcedo

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

Mr. Donckers arrived at 9:06 am.

Application review started on September 4, 2019 Board meeting when the meeting adjourned because a quorum was lost.

091119.11 **Avalara Hawk Tower**
255 S King St

- 2. Installation of signage for Embassy Suites
- 3. Installation of signage for Avalara Hawk Tower

Retroactive consideration of the following installations:

- 1. Tent on 6th floor
- 4. Parking sign at garage entry
- 5. Temporary Perch Banner
- 6. Embassy Suites flag signs
- 7. Avalara flag sign
- 8. Colored building lighting

9. Zephyr sidewalk café
10. Zephyr window signage
11. 13 Coins sidewalk café
12. 13 Coins window signage
13. 13 Coins sign at stairway
14. 13 Coins A Board sign
15. Security cameras
16. Wall mounted speakers
17. Sidewalk planters
18. Garden rails as sidewalk
19. Area heaters at porte cochere
20. Smoking canopy

Staff report:

Litigation associated with two upper level signs which had been denied twice by DON and the denial was affirmed at the hearing examiner had gone to required court-mandated mediation in advance of trial. The applicant and the City reached a settlement in mediation. As part of mediation, the applicant has submitted an application for a revised signage package that includes new designs for an Embassy Suites wall sign (item 2 in applicants package) and an Avalara Hawk Tower wall sign (item 3 in applicants package) as well as apply retroactively for several items that were installed without a Certificate of Approval (items 1 and 4-20 in applicants package). This application will be considered a revision to their integrated sign package.

2) Embassy Suites wall sign

3) Avalara Hawk Tower sign

In the mediation, the parties agreed to reduce the size of the letters on the Embassy Suites wall sign to match the letter height of the 30 inch letters (the same size allowed on the Courtyard Marriott wall sign) and to change the color of the green and white “E” logo to black and white to make the sign more compatible and less distracting from the District. The sign was agreed to be located at the upper level of the building where the previous sign was located similar to the Courtyard Marriott sign. The sign lighting is to have a dimmer. Similarly, the parties agreed to reduce letter height and change the color of the previously proposed seven-foot Avalara wall sign in the Avalara company red orange color. The parties agreed the sign could match previously approved building name signage wording “Avalara Hawk Tower” and color (a metallic silver) located at the East entry and the letter height would be 30 inches. The new sign would be lower on the building closer to a pedestrian level than previously proposed. The sign was required to be no higher than 65 feet, a height consistent with requirements for signs downtown. The signs at Stadium Place were considered which does have “Stadium Place” wall sign on the south façade above the entrance.

Code citations:

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.

Design Guidelines for New Construction on the North Lot

I. INTRODUCTION

Because of its location on South King Street between Occidental Avenue South and Fourth Avenue South, the north half of the north Qwest Field lot (hereafter, "Site") is a transition area in the Pioneer Square Preservation District. As such, creative interpretation of materials and architectural elements can be used for new construction on the Site when it is visually compatible with, and does not detract from or overwhelm, the character of the District.

A. Guideline Goals

1. To articulate how new development on the Site can be compatible with the Pioneer Square Historic District.
2. To encourage the design of new development that adds vitality to the District, fits in the context of its site, contributes to the quality building stock of Pioneer Square, provides comfort and safety and is welcoming to pedestrians in this high pedestrian traffic area, reinforces Pioneer Square's unique character, provides design variety within the Site, provides connectivity to its surroundings, and incorporates Crime Prevention Through Environmental Design(CPTED).

II. DEFINITIONS

Compatibility: The ability of two or more elements to combine to achieve a desired effect on the whole; they do not create disharmony, but are not necessarily similar.

Context: All the external factors that have a formative influence on the appearance of an area, including height, mass, scaling elements, design, materials, location on site, and so forth.

Scale: A visual concept regarding the relative size of a building compared to other buildings in the district and a building's architectural parts compared to the whole.

Pedestrian scale: A visual concept regarding the relative size of a building's architectural parts compared to the human figure.

III. CONTEXT

A. Development on the Site should respond to the following context of the site:

1. It is located in the Pioneer Square Preservation District.
2. It is located next to the King Street Station, listed in the National Register of Historic Places.
3. The King Street Station serves as a major transportation hub.
4. The Site is next to Qwest Field.
5. The Site is located in a major pedestrian thoroughfare during events at Qwest Field and Events Center and Safeco Field.
6. The Site is across the street from residential uses to the west and office and commercial uses to the north.

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- ☒ use of colors, textures and patterns
- ☒ pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

B. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

C. Building Lighting. Lighting should be appropriate to ensure compatibility within the District.

Pioneer Square Preservation District Rules

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.

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)

Seattle Municipal Code 23.66.030 states that no person shall make visible changes to the exterior appearance of any structure without a Certificate of Approval. The applicant was required to apply for retroactive approval of the following items (1 and 4-20):

1) Tent on 6th floor– While a Certificate of Approval would be required per SMC 23.66.030, there are no specific Code language in 23.66 or District Rules to offer guidance for permanent tent structures. The Board would review generally for how the addition of the tent affects or doesn't not affect compatibility of the building with the district and in consideration of the purpose for the District and the Design Guidelines for New Construction on the North Lot.

23.66.100 - Creation of district, legislative findings and purpose

A. During the City of Seattle's relatively brief history, it has had little time in which to develop areas of consistent historical or architectural character. It is recognized that the Pioneer Square area of Seattle contains many of these rare attributes and consequently is an area of great historical and cultural significance. Further, the regional sports stadiums, constructed in and near the Pioneer Square area, and the traffic and activities that they generate have resulted in adverse impacts upon the social, cultural, historic and ethnic values of the Pioneer Square area. To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public improvements within the area; and to encourage pedestrian uses, there is established as a special review district, the Pioneer Square Preservation District. The boundaries of the District are shown on Map A for [23.66.100](#)^[22] and on the Official Land Use Map.

Design Guidelines for New Construction on the North Lot

I. INTRODUCTION

Because of its location on South King Street between Occidental Avenue South and Fourth Avenue South, the north half of the north Qwest Field lot (hereafter, "Site") is a transition area in the Pioneer Square Preservation District. As such, creative interpretation of materials and architectural elements can be used for new construction on the Site when it is visually compatible with, and does not detract from or overwhelm, the character of the District.

A. Guideline Goals

1. To articulate how new development on the Site can be compatible with the Pioneer Square Historic District.
2. To encourage the design of new development that adds vitality to the District, fits in the context of its site, contributes to the quality building stock of Pioneer Square, provides comfort and safety and is welcoming to pedestrians in this high pedestrian traffic area, reinforces Pioneer Square's unique character, provides design variety within the Site, provides connectivity to its surroundings, and incorporates Crime Prevention Through Environmental Design(CPTED).

Pioneer Square Preservation District Rule –

- III. **GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION**
New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

4) Parking sign at garage entry – PSB 31215 approved the location of an E Park sign but the actual sign colors and design detail was supposed to be submitted in a follow up application but that never occurred. The garage is not part of the E Park program but rather the building's own parking sign. It is in the same location as the proposed "E Park" sign. The sign is 4.9 square feet and complies with the requirements for the size of a lighted sign.

SMC 23.66.160 Signs

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and

details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

...

- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

A. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

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

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)
Blade signs incorporating neon of any kind shall not be permitted unless all of the following conditions are met: a) the neon blade sign is sought as part of a reduced overall sign package or plan for the business; b) neon blade signs shall be limited to six (6) square feet in dimension with letters not to exceed eight (8) inches in height;

5) Temporary Perch Banner – Applicant have requested an exception to the Code, Rules and Guidelines to allow a permanent perch banner. The Rules generally prohibit upper level signs and this is an upper level sign that was not shown as part of 255's overall sign plan. Second, the 240 square feet size of the Perch sign plus the Embassy Suites sign located on the same façade would exceed the 240 square feet area limit in the Code. The Board would not be able to make an exception to the code limits. Third, the perch sign does not qualify as a temporary sign both because it appears to exceed 12 square feet in size and it may not be hung more than four 14-day periods annually under the code. Finally, it does not comply with the Rules for Banners.

SMC 23.66.160 Signs

C.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.

D. Temporary Signs.

2. The following signs are permitted for fourteen (14) consecutive days four (4) times a calendar year:

a. On-premises commercial signs. The total area for on-premises commercial signs in the aggregate shall not exceed twenty-four (24) square feet per sixty (60) linear feet of street frontage, provided that the design, location, shape, size, color and graphics are approved by the Department of Neighborhoods Director after review and recommendation by the Review Board;

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

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- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

A. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

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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)

5. Banners and Flags. Banners and flags are permitted under the same conditions as Paragraph 3 and 4 above. In addition, flags and banners must be removed from the building face at the close of business daily. Flags and banners shall not have any text on them and the size of the flag or banner must be consistent with the character and scale of the building, the frontage of the business, and the scale of surrounding buildings, but shall not, under any circumstances be longer than 6 feet. Banners (either temporary or permanent) that are draped across buildings are prohibited. (12/94).

6) **Embassy Suites flag signs** – Applicant has requested an exception to the Code, Rules and Guidelines to approve a retroactive C of A for an Embassy Suites flag signs located on the S King Street facing façade of the building. The minutes PSB30315 reflect discussion of the flags and that the flags were tabled and were not included in the later application for the proposed sign plan. Typically, the American flag and Washington State flag are allowed as non – commercial flags. The flags for Embassy Suites do not comply with the Rules for flags and banners. This type of signage is most similar to a blade sign which are also perpendicular to the building. Other buildings have applied for and received approval for canvas signs reviewed consistent with rules for blade signs and projecting elements.

SMC 23.66.160 Signs

SMC 23.84A.036 - "S"

"Sign, business" means an on-premises sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered on the lot where the sign is located. This definition shall not include signs located within a structure except those signs oriented so as to be visible through a window.

Design Guidelines for New Construction on the North Lot

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...

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VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

- B. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

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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) as a blade sign the number of projecting elements should apply. Typically, the Board has not counted an American flag or a State Flag in that count.

7) Avalara flag sign - Applicant has requested an exception to the Code, Rules and Guidelines to allow a retroactive C of A for an Avalara flag sign located on the

rooftop. The same considerations for the Embassy Suites flag sign, discussed immediately above, would apply to this sign however this sign is located on the roof. Roof tops signs are prohibited in the code.

SMC 23.66. 160 2.

The following signs are prohibited throughout the Pioneer Square Preservation District:

...

Roof signs;

SMC 23.84A.036 - "S"

"Sign, business" means an on-premises sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered on the lot where the sign is located. This definition shall not include signs located within a structure except those signs oriented so as to be visible through a window.

Design Guidelines for New Construction on the North Lot

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VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

- C. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

8) Colored building lighting –The use of colored lighting was presented previously; the board was not supportive, and the applicant changed the application to be for white light only. The Certificate of Approval PSB4414 expressly states the lighting will be white and that no colored lighting is approved. The Board should consider if coloring the building with lights is compatible with the color of historic buildings when washed with color at night or if colored lighting is compatible with the lighting on other buildings in the District and compatible with the purpose of the District.

23.66.100 - Creation of district, legislative findings and purpose

A. During the City of Seattle's relatively brief history, it has had little time in which to develop areas of consistent historical or architectural character. It is

recognized that the Pioneer Square area of Seattle contains many of these rare attributes and consequently is an area of great historical and cultural significance. *Further, the regional sports stadiums, constructed in and near the Pioneer Square area, and the traffic and activities that they generate have resulted in adverse impacts upon the social, cultural, historic and ethnic values of the Pioneer Square area.* To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public improvements within the area; and to encourage pedestrian uses, there is established as a special review district, the Pioneer Square Preservation District. The boundaries of the District are shown on Map A for [23.66.100](#) ^[22] and on the Official Land Use Map. (Emphasis added).

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V. ARCHITECTURAL DETAILS

D. Color. Paint colors and the color of materials shall be compatible with other buildings in the District.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

B. Building Lighting. Lighting should be appropriate to ensure compatibility within the District.

IX. PARKING AREA

A. Screening. All facades surrounding the parking structure should be attractive and compatible with surrounding buildings. Cars should be screened from view from the street and from neighboring buildings. The parking structure should be designed so that neighboring buildings are not adversely affected by car headlights.

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION
New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

The following architectural elements are typical throughout the District and will be used by the Board in the evaluation of requests for design approval:

D. 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)

9) Zephyr sidewalk café – The sidewalk café and furniture appear to comply with the District Rules for a sidewalk café.

Design Guidelines for New Construction on the North Lot

B. Sidewalk Merchant Zones. Sidewalks should be designed to accommodate any desired sidewalk café (also subject to District Rules XIII), vendors (also subject to District Rules XII) or street furniture (also subject to District Rules XIII).

1. Street Furniture: *Approval to install benches will be determined by need and availability. All elements of street furniture will be reviewed by the Board as to their specific compatibility within the Preservation District.*

2. Sidewalk and Curb Materials: Sidewalk paving and improvements shall be appropriate to ensure compatibility with in the District.

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.

10) Zephyr window signage - Applicants have requested an exception to the Code, Rules and Guidelines. Some of the Zephyr decal signs exceed the 10 inch letter height limit in the Rules. Those signs do not appear to comply with the exception that allows three letters taller than the 10 inch limit outlined in the Rules because the application involves more than three letters beyond the 10-inch limit.

SMC23.66.160 Signs

Design Guidelines for New Construction on the North Lot

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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)

11) 13 Coins sidewalk café- The sidewalk café and furniture appear to comply with the District Rules for a sidewalk café.

Design Guidelines for New Construction on the North Lot

B. Sidewalk Merchant Zones. Sidewalks should be designed to accommodate any desired sidewalk café (also subject to District Rules XIII), vendors (also subject to District Rules XII) or street furniture (also subject to District Rules XIII).

1. Street Furniture: *Approval to install benches will be determined by need and availability. All elements of street furniture will be reviewed by the Board as to their specific compatibility within the Preservation District.*
2. Sidewalk and Curb Materials: Sidewalk paving and improvements shall be appropriate to ensure compatibility within the District.

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.

12) 13 Coins window signage – Applicant have requested an exception to the Code, Rules and Guidelines. Signage for 13 Coins was previously approved in PSB27817 and this would be signage in addition to that signage. One of the window signs is not transparent but the Board could consider the overall impacts on transparency.

SMC23.66.160 Signs

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

A. Transparency Regulations

1. To provide street level interest that enhances the pedestrian environment and promotes public safety, street level uses shall have highly visible linkages with the street. Windows at street level shall permit visibility into the business, and visibility shall not be obscured by tinting, frosting, etching, window coverings including but not limited to window film, draperies, shades, or screens, extensive signage, or other means. (8/93, 7/99, 7/03)

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.

13) 13 Coins sign at stairway – Applicant have requested an exception to the Code, Rules and Guidelines. The sign is an internally lit sign prohibited by the Rules. The sign design is similar to the 13 Coins blade sign previously approved except that the method of lighting is different. The only exception to the internally lit sign prohibition that the Board has approved in the past was for a small logo where the applicant had demonstrated that it could not be produced in neon and the rest of the sign was neon. Here, the applicant is asking for an exception based on the location of the sign, where it is facing a private street rather than a public street.

23.84A.036 - "S"

"Sign, business" means an on-premises sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered on the lot where the sign is located. This definition shall not include signs located within a structure except those signs oriented so as to be visible through a window.

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.

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- visual and pedestrian access (including barrier-free access) into the Site from the public sidewalk
- ...
- use of colors, textures and patterns
- pedestrian-scaled site lighting
- ...
- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

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

14) 13 Coins A Board sign – The size of the sign appears to be larger than allowed in the District Rules. It is not an A Frame type.

SMC 23.66.160 Signs

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- visual and pedestrian access (including barrier-free access) into the Site from the public sidewalk
- pedestrian-scaled site lighting
- ...
- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

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

1. Be a minimum of two feet high and a maximum of four feet high. (12/94)
2. Be a maximum of two and one half feet wide; (12/94)
3. 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)

15) Security cameras – The Rules and SMC 23.66 do not specifically address security cameras and the Board typically looks at how the cameras effects the general compatibility of the appearance of the building and the District.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

16) Wall mounted speakers - The Rules and SMC 23.66 do not specifically address speakers and the Board typically looks how the speakers effect the general compatibility with the Building and the District.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

17) Sidewalk planters – The District Rules state that planters are generally not recommended. The Board has approved planters with a maintenance plan.

Design Guidelines for New Construction on the North Lot

B. Sidewalk Merchant Zones. Sidewalks should be designed to accommodate any desired sidewalk café (also subject to District Rules XIII), vendors (also subject to District Rules XII) or street furniture (also subject to District Rules XIII).

1. Street Furniture: *Approval to install benches will be determined by need and availability. All elements of street furniture will be reviewed by the Board as to their specific compatibility within the Preservation District.*

2. Sidewalk and Curb Materials: Sidewalk paving and improvements shall be appropriate to ensure compatibility with in the District.

Pioneer Square Preservation District Rule –

XIV. STREET TREES AND VEGETATION

Median strips and permanent plant beds shall contain plants approved for urban conditions, combining evergreen shrubs with

ground cover and, where appropriate, flowers. Hanging baskets with seasonal flowers are recommended. Given the maintenance required to keep plant material lush and full, temporary ground-level planters are not recommended. (7/99)

18) Garden rails at sidewalk – The District Rules or SMC23.66 do not address garden rails. Metal garden rails have been approved as compatible with the District.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

19) Area heaters at porte cochere – The applicant has applied for and received approval for similar heaters at the outdoor restaurant seating in the east alcove.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

20) Smoking canopy - The District Rules or SMC 23.66 do not specifically address installation of a smoking canopy. Considering there is no other similar installation, the Board could consider how the installation effects the general compatibility of the appearance of the building and the District.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

Dustin Thorlakson and Arthur Chang, Frieheit and Ho presented. Presentation materials in DON file.

Mr. Thorlakson said they went back to two building signs and went through a process to determine what was acceptable. As presented the hotel and Avalara Hawk Tower signage matches the term sheet in litigation.

2) Installation of signage for Embassy Suites

Signage on east side; 200". "E" logo with 'Embassy Suites' underneath. Went through packet and rendering of what it will look like. Halo lit with LED lights, white back panel.

Mr. Rolluda asked sizes of E and letters.

Mr. Thorlakson said the E is 7' wide x 10' tall with backer panel; letters are 2.6' tall. Embassy is 22' long; Suites is 16'3".

3) Installation of signage for Avalara Hawk Tower

South side of building; below 65' threshold; center on building, facing stadium. Lettering silver with backer panel painted to match metal panels; backer panel should disappear. 2.6' tall x 27' wide. Responding to clarifying questions he said 3.6" is full band; 2.6' is backer panel; letters are 9 1/2".

Mr. Rolluda asked if Embassy Suites sign is on a dimmer as noted in notes.

Mr. Thorlakson said he was not informed of a dimmer.

Mr. Rolluda asked if Avalara Hawk Tower will be on a dimmer; it will be visible to residents.

Mr. Thorlakson said yes. He said Embassy Suites is on a dimmer and Avalara Hawk Tower can have that condition on approval added.

Mr. Thorlakson said per term sheets, only E on logo is on dimmer; Avalara Hawk Tower is not.

Ms. Nashem said it doesn't make sense that only one will be on a dimmer.

Mr. Rolluda asked if Avalara Hawk Tower on dimmer and if E is not on dimmer.

Mr. Donckers said the basis for distinguishing between two, why dim one and not both.

Mr. Thorlakson said he is just going off term sheet. The logo has a 7 x 10' box.

Ms. Nashem said she intended all were on a dimmer; it doesn't help for one to be on a dimmer and not others.

Public Comment: There was no public comment.

Mr. Donckers asked is the understanding that agreement changes the application of Code or puts the application forward for consideration.

Ms. Nashem said to consider as a replacement application and apply Code and Rules as written.

Mr. Donckers clarified there was no change in Code.

Ms. Nashem cited District Rules XX, upper floor signage is not permitted except for temporary signage as per SMC 23.66.160 D or when it is proposed as part of an overall integrated signage plan for the building.

Ms. Kuwahara Day said sign lighting proposal was based on the way the agreement was written but the applicant was open to put other sign on dimmer. She had concern with how the lighting specifically relates to King Street Station and is compatible the District character per 23.66.160. She doesn't want the sign to overpower the District. She thought the Avalara Hawk Tower should also be sensitive. She recommends all signs on dimmer at a light level compatible to not overpower King Street Station and compatible with residential. She thought they should take picture and submit to ARC after the light was installed to verify light level.

Ms. O'Donnell said Avalara Hawk Tower is within residential view. It is not pedestrian-oriented. She said there is no entrance on the south side of the building so the signage has not purpose. She said it is upper floor tenant sign that only serves as advertising. Embassy Suites signs are not compatible with historic views of Smith Tower and King Street Station. Neither sign is pedestrian-oriented. She said the impact of signs is huge and it has increased. There is already an over-proliferation of signage.

Mr. Donckers said except for upper wall signs, it is part of overall sign package. He said already by letter definition there is an overall signage package. Accepting that, E sign is not responsive to King Street Station, he said their dimmer basis was based on litigation working and not an intent to be responsive to King Street Station. He thought it was essential that the North Lot development be responsive to King Street Station. He said that the entrance to Pioneer Square from east to west and how the sign appears issue is not addressed. It is not portrayed in the applicant's packet. He said what is proposed is incompatibility own Guidelines. He said Stadium Place does not have upper wall signs. He said that where proposed is not responsive to where the board suggested placement of signs.

Ms. McIntosh said changes made are getting closer to what could be compatible. Black and white is more compatible and less distracting. She thought that the halo lighting with a dimmer on all signs could make it so it did not overwhelm the District and not be a beacon. She supported dimmers on all signage. She thought it was important to maintain pedestrian compatibility.

She said the North Lot Guidelines say that the building should not overwhelm or district from the District

She thought material-wise – metal, colors, font are fine and compatible.

Ms. Kuwahara Day asked if the total signage per façade is shown.

Mr. Thorlakson said that they calculated the total square footage of all signs -previously approved and proposed, per façade.

Mr. Chang said the Board rejected their plan for a different signage package for each tower with Embassy Suites on all sides. He said he thought that the sign code was written for different scales.

He thought the Board had supported signage on the east side at one time. He said there is no “Embassy Suites” on hotel at all now. He thought the hotel signage was consistent with other hotels in Seattle. He thought hotels in Seattle have upper level signage.

Mr. Donckers would have competitive advantage in Pioneer Square with an upper level sign.

Mr. Chang said the Courtyard Marriott signage was approved.

Mr. Chang said the North Lot guidelines defers to Pioneer Square Rules for signage.

Mr. Donckers said it requires responsiveness to all the structures. He said they are proposing two signs on the east side and asked if they will withdraw one.

Mr. Chang said it is not his decision to make. The board can accept or not what is presented.

Ms. Curran said she agreed with board comments. She said she is more inclined to approve Embassy Suites signage because there was some logic to hotel having a visible sign. She said that she would want both parts of the sign on a dimmer. She said that the sign’s newest iteration is more compatible than previous proposal.

Avalara seems like blatant advertisement. She is unclear why – especially with exception we would be making to allow Embassy Suites we would make an exception for that sign too. She said she is unsure why the push for an Avalara sign on the secondary façade. She said she would listen to explanation or logic of Avalara.

Mr. Rolluda noted they have an existing approved Avalara Hawk Tower on west elevation entry.

Mr. Donckers said that he knew of no other building that has two major signs; tenant or owner/building name.

Mr. Chang clarified that American Life is the owner and Avalara Hawk Tower is the building name.

Mr. Chang said Avalara Hawk Tower is the entire complex and Embassy Suites tower is on north side of the complex.

Ms. Kuwahara Day said that in general sign design and size are getting closer to what is compatible to district and Code. All signs should be on dimmer. She said the signs are larger than previously approved signage with lighting. She said to make sure there is control over lighting levels. She said she would consider a larger sign because it is a larger building. She noted that if either tenant leaves that any new sign would be subject to new review of the Rules.

Responding to Board question, Ms. Nashem said the new sign is 156.84 square feet; the previously approved sign is 25.98 square feet which equal 182.82 square feet of wall signs on the east façade.

Mr. Chang said the sign is appropriately scaled for building and so it is legible from street.

Ms. Collie asked if the decision is specific to these Embassy Suites signs or would there be another approval process.

Ms. Nashem said yes and other proposed signs would have to be subject rules and requirements at time it is reviewed.

Ms. Collie said that there is a slight proliferation of signage; by far her biggest concern was lighting and the impact to the neighborhood and making sure it is not distracting.

Public Comment: There was no public comment.

1 - Tent

Mr. Thorlakson: noted on page 4 the tent is metal with clear canopy and is located on the 6th floor deck. He said it was put up as temporary for opening night but they want to keep it now. He provided street level views and views to King Street Station.

Public Comment: There was no public comment.

Board:

Mr. Rolluda asked if the walls on tent are nano walls.

Mr. Thorlakson said there are no walls on tent.

Mr. Rolluda asked if it is completely transparent.

Mr. Thorlakson said it is.

Mr. Rolluda asked if permanent sprinkler is required.

Mr. Chang said this is the first step and that they will need a building permit.

Ms. Curran asked if there is other lighting.

Mr. Thorlakson said there are some lights in permanent stanchions as part of the design but nothing attached to the tent structure.

Ms. Kuwahara day asked how often the tent was used.

Mr. Chang said every weekend; it is popular for events.

Ms. Curran asked if there is a cut off time for how late events can go on

Mr. Chang said he didn't know.

Darby DuComb – counsel for applicant said most activities shut down at 11:00 pm.

Mr. Rolluda said he could support the tent and didn't see it affecting compatibility of building with the District.

Ms. McIntosh agreed. Important characteristic is that it is transparent. Visibility through; it is not screening mechanical; they are creating usable space. She thought it was compatible.

Ms. O'Donnell agreed the tent had minimal visible impact.

The Board generally supported the tent proposal.

4, 5, 6, 7 signs, flags, perch banner

Page 15: parking sign; revision, no longer part of E-park. Change to parking sign; halo illuminated at entrance to the garage.

Page 17: perch banner – temporary for pre-game activities 10 x 24' banner

Page 19: flags – Embassy Suites – four poles, US flag, WA state flag, two embassy suites flags – 4 x 6 with Embassy logo on north elevation

Page 21: Avalara flag – 10' x 15' flag on rooftop instead of US flag

Mr. Rolluda reiterated roof top signs are prohibited in the Code.

Ms. O'Donnell said flags are advertising, and they don't meet the Rules and Code. She said she is not in favor of approving the flag signs. She said the Perch sign is prohibited. She said banners cannot be hung across the building. The Rules say that a flag or banner should not have text on them. She thought the parking sign is OK. She said the Avalara rooftop sign is prohibited.

Mr. Rolluda agreed that rooftop signage is prohibited in the code. He supported the approval of the parking sign.

Mr. Donckers concurred.

Mr. Thorlakson asked under what circumstance can the Embassy Suites flag sign be consider a flag instead of a blade sign?

Ms. McIntosh read rules for flags and said under the condition it didn't have any text.

Ms. O'Donnell said that the logo was text.

Ms. McIntosh said she might consider the logo without additional text, but that is not what is proposed. She said what is proposed is a blade sign and it didn't comply with the Rules.

Mr. Donckers agreed with Ms. McIntosh.

8 – Building Lighting

Page 23: The applicant said that the approved LED lighting was white light. They want to amend the approval to include blue, green, pink, and purple.

Ms. Kuwahara Day asked how often color be would be used?

Mr. Thorlakson said on weekends; off by midnight.

Ms. O'Donnell said on Sunday green and blue lights were on and they are supposed to be white lights.

Ms. McIntosh said she was not completely opposed to color light if used judiciously as an art installation. As proposed the colored lighting alters the character of building's architecture and drives the building further away from compatibility with District. She would not approve the color lighting.

Ms. O'Donnell said north lot guidelines for lighting state 'does not detract from or overwhelm character of...' Any color lighting is overwhelming. She noted the building is in Florentine and Gridiron residents' view.

Ms. Hoyt said white is OK, but color is not; colored lighting is not in keeping with district.

Mr. Rolluda agreed. He said he was in favor of white light only.

9 – 10 Zephyr sidewalk café and window signage

Mr. Chang said Zephyr Bar proposes a sidewalk café with tables and chairs at all times and signage decals were installed in windows.

Ms. O'Donnell asked Zephyr letter height.

Mr. Thorlakson said 16" on east; door 7", 12", 10" north

Ms. O'Donnell said 16" does not comply with the Rules but if they replaced it with letters all below 10 inches it would be approvable.

Messrs. Rolluda and Donckers concurred.

Public Comment: There was no public comment.

11 - 13 Coins Sidewalk Café

Mr. Thorlakson said they received approval for a sidewalk café but they have expanded. He said the banners shown on the photos are not included in the proposal and have been removed. He said the tables and chairs have been previously approved elsewhere.

12 - 13 Coins Signage

Mr. Thorlakson said none of this signage exceeds 10", most is 4". He said there is a frosted pane on the north side due to it being point of sale station.

In addition to previous approved signage (p. 45) – west plaza at base of stairs internally illuminated sign that is not visible from the street and two 3' x 4' free-standing A-board type signs.

Ms. McIntosh called Board attention the back of the sign has Food Network logo on it which is off premise signage.

Mr. Thorlakson said it is not on the sign that was installed.

Ms. O'Donnell said it is concerning they are departing from sign type and size of A-board. She said set precedent for applicant signs that is a departure from Rules.

Mr. Rolluda said the size limit is 2.5' x 4'.

Mr. Donckers asked for a review of the approved signs. He said it is difficult to see it as an integrated sign plan and evaluate proliferation given the limited information provided.

Ms. Kuwahara Day said the photo show only a portion of the storefront. If photo had full façade they could better consider the signage plan.

Mr. Rolluda agreed with Mr. Donckers that they need to see entire sign package for 13 Coins.

Ms. O'Donnell said only the blade sign and canopy sign had been approved.

Ms. Hoyt concerned: quite a bit for one tenant. What presented is undue proliferation already. It is repetitive and doesn't need to be in every window. She said the Board should see the entire scope of signage; the Rules say to ensure messaging is not lost.

Mr. Rolluda the Board concurs there is over proliferation of signage and not in favor as submitted and would need to see the entire scope of signage approved and proposed.

Mr. Chang asked about frosted window and sign at bottom of stairs.

Mr. Rolluda and Ms. O'Donnell said they had no problem with frosted glass at point of sale window. Frosted film for security purposes, no precedent.

Mr. Chang said it is already installed.

Ms. Curran said she had no issue with stairway sign if it is not visible from the right of way. She said it is partially interior and you have to be in staircase to see it – it is a unique placement.

Ms. O'Donnell agreed and said the lighting going downstairs is helpful.

Ms. Curran said the signage would have more impact if there was less signage overall.

Ms. McIntosh said placement is important and images provided show an internally lit sign that is bright. Halo lit would be effective – not comfortable making exception for internally lit sign.

Ms. Curran said it is clearly stated 'no visible from right of way'. The location determines the basis for approval; it is not precedent setting.

Mr. Rolluda agreed.

Mr. Donckers was fine with frosted pane. He disagreed that this sign be taken outside context of sign. He said the procedural irregularity of piecemeal approach to signage continues to take away form integrated sign package.

Mr. Rolluda agreed.

Ms. O'Donnell was not in favor of the A-board.

Mr. Rolluda said he was not in favor.

15, 16 – Security Cameras and Speakers for Music

9 security cameras at street level; installed into granite, metal panels, one in soffit; 13 speakers for music for security reasons.

Ms. O'Donnell said the cameras are subtle. She said 16 speakers is a lot. She asked if they are playing music on them now.

Mr. Chang said they are currently playing music in afternoon and turn it off in evening.

Mr. Donckers said the cameras make sense. He noted a recent review of Sound Transit use of speakers at Light Rail Station. He said he could support if low volume in afternoon and off in evening.

Ms. McIntosh asked how music addresses security.

Mr. Chang said people don't congregate for long periods.

Ms. McIntosh noted the recent Sound Transit application. She said she had reservations about permitting speakers as a way to affect pedestrians. She appreciated music not played 24-hours. She said she was not in favor because it alters the character especially by train station which is key to the district. She said it sets a precedent that she was not in favor of. She said there are cameras for security. She said music all around the building that is not linked with a café alters the pedestrian experience of the district.

Mr. Donckers said he shared her concern about music as security deterrent.

Darby DuComb said it is light background music like elevator music and that she has never noticed it when she has gone to the building.

Ms. Curran said if volume was low enough and limited to afternoon hours.

Ms. DuComb said 11:00 pm is the latest turn off.

Ms. Curran said it would be helpful to determine decibel level for absolute maximum.

Mr. Chang said it depends on environmental noise.

Ms. Curran said she didn't want music turned up to drown out construction; more information is needed on time, decibel level.

Ms. Collie said it would be concerning if all buildings wanted to play music. She said she likes the concept from a deterrent perspective. She said the use of music has to have the right parameters – time, quality of sound. She said the bigger issue is how it is managed.

Ms. McIntosh asked if the North Lot is different.

Mr. Rolluda agreed and questioned what if historic buildings wanted to play music to deter sleeping in alcoves.

Public Comment: There was no public comment.

17 - Sidewalk Planters

Mr. Thorlakson said they are movable north and west; permanent placement; maintenance and landscape plan. Page 68 – rectangular, one round.

18 - Garden Rails as Sidewalk

Historic metal railing to deter people walking through plantings.

Ms. O'Donnell said they have been well cared for and are attractive.

Mr. Rolluda had no issues.

19 - Area Heaters at Porte Cochere

Heaters mounted to port cochere per photos on page 72.

20 – Smoking Canopy

Ms. Curran asked how far it is from nearest entrance.

Mr. Chang said it is near the parking garage, 20'.

Ms. O'Donnell said it should be 25' away.

Mr. Chang said the stairs go up to open parking garage; it is not a building entrance.

Mr. Thorlakson said it has an acrylic top.

Mr. Rolluda asked if the louvers above the canopy are intake.

Mr. Chang said not now; they are to accommodate future tenants.

Mr. Rolluda said it is consistent in design.

Mr. Donckers said we are not in a position to opine if it meets other regulations, only Pioneer Square Code. He said the board is not acting on behalf of the City to enforce compliance with any other regulations. He said he believes that 25' from entrance is a State regulation.

Ms. O'Donnell said it is a simple design with not much visible impact.

Mr. Rolluda concurred.

Ms. Nashem said motion should include everything because it is supposed to be an integrated sign package.

Discussion ensued about additional information needed for some items. Board members agreed that items 2 and 3 needed further discussion; the other items were close to majority agreement.

2 – Embassy Suites

Ms. Curran asked about upper level signage exception for hotels.

Ms. Nashem said upper level signage in Pioneer Square is generally prohibited exceptions can be made when part of integrated sign package. All other rules are reviewed to make recommendation. Downtown, in which Pioneer Square is not included, prohibits signage above 65' except hotels and major institutions like hospitals.

Ms. O'Donnell said Pioneer Square Rules control here.

Ms. DuComb said there is an enormous legal dispute over whether the signs are permitted outright or not. She said per Pioneer Square Preservation Land Use Code, upper level signage is permitted outright and that has always been the case in Pioneer Square. She said Downtown prohibits them so now there is an effort for Pioneer Square to be more compatible with Downtown. That is part of the litigation and one of the reasons underlying the parties agreement.

Ms. Nashem said Ms. DuComb is attorney representing the applicant and her statement is not the City's or board's interpretation of the Code and the Rules. The Code says for the Board to consider size, location and the Board can consider the District Rules and North Lot guidelines to help further define the Code.

Mr. Donckers said the District Rules and the North Lot Guidelines apply here. He said there is fair support for dimming the lighting on the sign. He said we would like to see what a dimmer would do; he doesn't see views in what was provided that allow the

board to see if it is responsive to the North Lot Guidelines. As presented he did not supported for reasons stated.

Ms. O'Donnell agreed with Mr. Donckers and said she did not support the application for the many reasons expressed.

Ms. Kuwahara Day said she was OK with the Embassy Suites signage with a dimmer for both signs. She wanted a photo showing lighting level is lower than King Street Station.

Ms. Hoyt agreed about dimmer. She was more comfortable with Avalara Hawk Tower because it is at a lower height closer to pedestrian level. She would support the Embassy Suites and E on the upper level with dimmer.

Ms. O'Donnell was not supportive.

Mr. Rolluda supported with dimming on both portions of sign.

Ms. Curran supported with dimming on both portions.

Ms. McIntosh supported with dimming and only white lights.

Ms. Collie supported with dimming entire sign – both components; white lights only.

Board members clarified further review.

Board members concurred on dimming both portions of the sign and will require a photo showing dimmer lower level than King Street Station.

3 - Avalara Hawk Tower

Support with dimmer: BD, AKD, AH, AR, KC, EM, LC

Mr. Donckers supported with dimming. He said the Avalara Hawk Tower sign was less impact on sightlines.

Ms. Kuwahara Day said she was concerned for the residents; she supported the sign with dimming.

Ms. O'Donnell did not support and noted it is within residential view; it is not pedestrian-oriented, there is no entrance there, the sign is not wayfinding .and the sign has no function except to advertise. She said regulations say no upper floor tenant signage.

Ms. McIntosh supported with dimming.

Mr. Rolluda said the lighting level should be the same illumination level as the Embassy Suites because King Street Station is within view.

Ms. McIntosh the proposal for 13 Coins signage package is messy and more information is needed.

Mr. Rolluda thought the frosted pane with signage and stair sign could move forward.

Mr. Chang said he would withdraw the rest of 13 Coins signage.

Ms. O'Donnell said it would be helpful to see it as a total sign package.

Mr. Thorlakson said they will keep the café, frosted glass and sign at bottom of stairs in this application.

Mr. Rolluda said the Zephyr window signage is too large.

Ms. O'Donnell said she could support if letters are reduced to 10".

Mr. Rolluda said there is no support for colored building lighting, and it would be denied. He said the Avalara rooftop sign flag, the Embassy Suites flag signs and the Perch banner are prohibited. He said the garage sign and tent were okay.

16 – Speakers

Ms. McIntosh, Ms. O'Donnell did not support approval of speakers and was concerned with precedent-setting.

Mr. Donckers said he has heard music there. He thought the Board should be careful, and to think if using music as ambience is consistent with other businesses in Pioneer Square. He wasn't sure about use of music as security or to keep people away.

Ms. McIntosh wasn't sure how that will impact the pedestrian environment; the speakers are all over the building and not associated with a specific business or opening. Not sure if it will create a better and/or safe pedestrian environment. She said it's use if very loosely defined – when, how, what played.

Ms. Kuwahara Day wanted more information.

Mr. Chang acknowledged that the same issues were raised with Sound Transit's application for music. He asked if they could return with studies as was asked of Sound Transit.

Mr. Rolluda said the board tabled Sound Transit's application and requested studies – decibels, time used, resident and business impacts in that location.

Ms. McIntosh said it is helpful to see visually how sound spreads around the building. How far away from building it can be heard.

Mr. Donckers said to show rational basis for location of speakers.

Mr. Chang said security is not the primary driver.

Ms. O'Donnell said if related to a specific function a sidewalk café, or main entrance to hotel they should provide that information.

Mr. Chang said they will come back with more information. He said some speakers could be turned off.

Ms. Curran said to come back with time, decibel level, type of music.

Mr. Donckers said speakers are unique territory that stands on its own.

Mr. Donckers said the any new tenant is subject to the entire sign package.

Ms. Nashem said this is considered an integrated sign package.

Board members reviewed items to be approved, denied, tabled.

Mr. Chang asked how they would move ahead if 13 Coins wanted to make changes. He asked if that impacts the whole sign package.

Ms. O'Donnell said additions or changes in future have to come to board. The board would look at proposed new signs in context of total sign package for 13 Coins.

Ms. Curran said anytime there is new, it is presented with every other sign that exists so it can be seen in context with total. She said every business has to comply.

Mr. Donckers said this doesn't preclude them from coming back.

Action: I move to recommend approval for:

Installation of wall signage for Embassy Suites with a dimmer and white light only;

Installation of wall signage for Avalara Hawk Tower with a dimmer and white light only;

Tent on 6th floor;

Parking sign at garage entry;

Zephyr sidewalk café;

13 Coins sidewalk café;

13 Coins window frosted window including signage;

13 Coins sign at stairway;

Security cameras;

Sidewalk planters;

Garden rails as sidewalk;

Area heaters at porte cochere;

Smoking canopy;

Zephyr window signage approved under the condition that all signs with letter height greater than 10 inches be reduced to 10 inches.

All per the plans attached.

Wall mounted speakers are not included in this approval and were tabled so the applicant could provide additional information necessary to evaluate the proposals compatibility with the District, including decibel level music is played at, hours music will be played, and outreach to neighboring residents and business to ascertain if there are noise concerns.

The following items do not comply with code and the Guidelines for New Construction on the North Lot and the Pioneer Square Preservation District Rules and therefore were recommended for denial:

Embassy Suites flag signs

Colored building lighting

Temporary Perch Banner

Avalara flag sign

The Pioneer Square Preservation Board considered the following District Rules, Seattle Municipal Codes and Secretary of the Interior's Standards when making the recommendation:

Code Citations:

SMC23.66.030 - Certificates of approval-Application, review and appeals

- 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.

SMC 23.66.100 - Creation of district, legislative findings and purpose

- B. A. During the City of Seattle's relatively brief history, it has had little time in which to develop areas of consistent historical or architectural character. It is recognized that the Pioneer Square area of Seattle contains many of these rare attributes and consequently is an area of great historical and cultural significance. Further, the regional sports stadiums, constructed in and near the Pioneer Square area, and the traffic and activities that they generate have resulted in adverse impacts upon the social, cultural, historic and ethnic values of the Pioneer Square area. To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to

stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public improvements within the area; and to encourage pedestrian uses, there is established as a special review district, the Pioneer Square Preservation District. The boundaries of the District are shown on Map A for [23.66.100](#) ^[22] and on the Official Land Use Map.

SMC 23.84A.036 - "S"

"Sign, business" means an on-premises sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered on the lot where the sign is located. This definition shall not include signs located within a structure except those signs oriented so as to be visible through a window.

SMC 23.66.160 - Signs

A. Signs.

2. The following signs are prohibited throughout the Pioneer Square Preservation District:

...

Roof 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.

6. Projecting signs and neon signs may be recommended only if the Preservation Board determines that all other criteria for permitted signs have been met and that historic precedent, locational or visibility concerns of the business for which the signing is proposed warrant such signing.

D. Temporary Signs.

1. The following signs are permitted at all times:

2. The following signs are permitted for fourteen (14) consecutive days four (4) times a calendar year:

- a. On-premises commercial signs. The total area for on-premises commercial signs in the aggregate shall not exceed twenty-four (24) square feet per sixty (60) linear feet of street frontage, provided that the design, location, shape, size, color and graphics are approved by the Department of Neighborhoods Director after review and recommendation by the Review Board; and

3. All temporary signs authorized by this section are subject to the following:

...

b. No individual sign shall exceed twelve (12) square feet.

...

Design Guidelines for New Construction on the North Lot

I. INTRODUCTION

Because of its location on South King Street between Occidental Avenue South and Fourth Avenue South, the north half of the north Qwest Field lot (hereafter, "Site") is a transition area in the Pioneer Square Preservation District. As such, creative interpretation of materials and architectural elements can be used for new construction on the Site when it is visually compatible with, and does not detract from or overwhelm, the character of the District.

A. Guideline Goals

1. To articulate how new development on the Site can be compatible with the Pioneer Square Historic District.
2. To encourage the design of new development that adds vitality to the District, fits in the context of its site, contributes to the quality building stock of Pioneer Square, provides comfort and safety and is welcoming to pedestrians in this high pedestrian traffic area, reinforces Pioneer Square's unique character, provides design variety within the Site, provides connectivity to its surroundings, and incorporates Crime Prevention Through Environmental Design(CPTED).

II. DEFINITIONS

Compatibility: The ability of two or more elements to combine to achieve a desired effect on the whole; they do not create disharmony, but are not necessarily similar.

Scale: A visual concept regarding the relative size of a building compared to other buildings in the district and a building's architectural parts compared to the whole.

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- visual and pedestrian access (including barrier-free access) into the Site from the public sidewalk

...

- use of colors, textures and patterns
- pedestrian-scaled site lighting

...

- pedestrian-scaled signage that identifies uses, shops and way finding.

V. ARCHITECTURAL DETAILS

D. Color. Paint colors and the color of materials shall be compatible with other buildings in the District.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

- B. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.
- C. Building Lighting. Lighting should be appropriate to ensure compatibility within the District.

IX. PARKING AREA

A. Screening. All facades surrounding the parking structure should be attractive and compatible with surrounding buildings. Cars should be screened from view from the street and from neighboring buildings. The parking structure should be designed so that neighboring buildings are not adversely affected by car headlights.

X. STREETS AND SIDEWALKS

A. Streetscape Street Trees and Vegetation. *London Plane is the preferred street tree in Pioneer Square. If physical site constraints preclude the use of London Planes, a tree similar in habitat and form may be submitted, subject to the City Arborist's approval. For individual small parks and spaces, a different complementary tree may be proposed as a signature tree for that area. (from the Pioneer Square District Rules XIV)*

B. Sidewalk Merchant Zones. Sidewalks should be designed to accommodate any desired sidewalk café (also subject to District Rules XIII), vendors (also subject to District Rules XII) or street furniture (also subject to District Rules XIII).

1. *Street Furniture: Approval to install benches will be determined by need and availability. All elements of street furniture will be reviewed by the Board as to their specific compatibility within the Preservation District.*

2. *Sidewalk and Curb Materials : Sidewalk paving and improvements shall be appropriate to ensure compatibility with in the District.*

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)

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 11, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

MM/SC/EM/KC 6:2:0 Motion carried. Ms. O'Donnell and Mr. Donckers opposed.

Respectfully submitted,

Genna Nashem
Pioneer Square Preservation Board Coordinator
206.684.0227