



The City of Seattle

## Pioneer Square Preservation Board

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PSB71/25

### Staff Report

ARC meeting March 26, 2025

Board Members Please Note: The citations from the District Ordinance, Rules for the Pioneer Square Preservation District, and Secretary of the Interior's Standards listed below are for your consideration in addition to any other citations you find relevant in considering each application.

032625.31     Stadium Place – Nolo  
201 S King Street  
Tom's Watch Bar

Proposed signage including signage on two canopies and a blade sign at the corner

Staff report: The North Lot guidelines for signage refer to the overall Pioneer Square Preservation District Guidelines for signage.

The Board did make exceptions for the building identification signage including the letters size, mounting lighted signage on the canopies and having the lighting be halo light, specifically that the letters are a solid material and that light shines on a backer board to provide around the letter at night. The Board thought these solid metal letters with halo lighting was different than the prohibited internally lit signs where the entire plastic sign glows or plastic letters glow because the signs are considered out of character with the District and more associated with the urban shopping malls and chain restaurants. The Board agreed to the larger letters for the building name signage because of the scale of the building and to create a hierarchy of signage. It should be noted though that the "place" of the Stadium place sign is 5 3/4 inches. All other approved tenant signage complies with the guidelines.

This application is requesting a similar exception for 12 inch halo lit letters on the canopy. One of the canopies is above a door that is not the entrance door that the Board just approved.

The blade sign is asking for an exception for the size of the sign and for a couple of the letters that are just over 8 inches. The guidelines for the non illuminated signs is 8 square feet and illuminated signs is 6 square feet. The maximum letter size for non illuminated signs is 10 inches and the maximum letter size for illuminated sign is 8 inches. Though not yet adopted, the Board has considered not differentiating between illuminated and non illuminated signs making all blade signs allowed at 8 square feet. The applicant has provided the overall square footage of the sign, as well as the square footage of the text on the sign. The overall size of the proposed sign is 9.86 square feet. "Toms" has two letters at 8 inch and two at 8 3/8 and "Bar" are 8 inches, "watch" is 2 ½ inch and are non- illuminated.

Committee Discussion: The Committee asked for a night view rendering showing all three signs so they better understood the cumulative lighting level. The applicant will provide that and noted that they could provide a dimmer in case the lights are too bright for the neighbors. The Committee generally though the sign was in scale of the building but asked if it was possible to have an 8 square foot sign consistent with the guidelines but the applicant said that even if the other letters were reduced it would still have to be as wide to accommodate the word "watch" which is already 2 inches or the word "watch" would be lost. The Committee thought the gold color was muted and compatible. The applicant said that they are limiting the amount of signs to request the exceptions. The Board might consider making a condition if they approve the signage that there is no additional signage except for "open" signs.

**Draft Motion:**

I move to recommend granting a Certificate of Approval for. All per the applicant's submittal.

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

**Code Citations:**

**Seattle Municipal Code**

23.66.030 Certificates of Approval required

Certificate of approval required. No person shall alter, demolish, construct, reconstruct, restore, remodel, make any visible change to the exterior appearance of any structure, or to the public rights-of-way or other public spaces in a special review district, and no one shall remove or substantially alter any existing sign or erect or place any new sign or change the principal use of any building, or any portion of a building, structure or lot in a special review district, and no permit for such activity shall be issued unless a certificate of approval has been issued by the Department of Neighborhoods Director.

## **Rules for the Pioneer Square Preservation District**

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

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

### **Secretary of Interior Standards for Rehabilitation**

Issued: March 19, 2025

Genna Nashem

Pioneer Square Preservation Board Coordinator