



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 218/24

ARC/Staff Report

Board meeting July 31, 2024

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.

073124.21 Palmer Building

1000 1st Ave S

Lit Immersive

Applicant: Erica Aeby, Echo Alpha Projects

Proposed: Installation of signage

ARC/ Staff report:

The ARC reviewed this application on July 31. The committee generally approved the application including approving a template with rotating show information and the location of the signs. There was some concern about the sign with QR code that seemed out of place with other typical signs in the district. The applicant may revise the application to show signs for both the daytime family friendly show as well as evening adult show or find a way to incorporate the ticket QR code into the template. Lit Immersive occupies the entire first floor of the building from 1st Ave S to Occidental Ave S with the exception of the lobby and egress routes for the upper floors. There is not a sign plan for the building, but they are removing the temporary Available sign and besides addresses the only other signage is the historic "The A.L. Palmer Building 1910" building signage in the architectural terra cotta of the parapet.

This signage application is referred to the Board because they are requesting approval of a template for signage for changing shows rather than having to a Certificate of Approval every time the show changes. The Board had previously approved a similar template for a previous dinner theater. The format of the sign, size, letter size type, attachment and location of the sign would remain the same but the graphics and the name of the show would change.

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

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Staff is also referring the signage package to the Board for review of the location of the wall signage on Occidental. It is below the second floor but a little unusual in the location. One of the wall signs will be changing with the show but is designed so that it doesn't have to be removed and reinstalled each time as doing so could damage the building.

Draft Motion:

I move to recommend granting a Certificate of Approval for installation of signage template for panels installed on the Occidental façade being permanent and the vinyl application rotating with the change of the show but being consistent with the template and for the vinyl application to the window rotating with the change of the show consistent with the template. The Lit Immersive signage on the metal beam on Occidental and the vinyl strip at the base of the window on 1st Ave S will be permanent.

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 *August 7, 2024* 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.

23.66.160 Signs

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A. Signs.

1. On-premises signs that comply with the provisions of this Section 23.66.160 are allowed.

- 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.

Rules for the Pioneer Square Preservation District

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

The Pioneer Square Preservation Ordinance reflects a policy to focus on structures, individually and collectively, so that they can be seen and appreciated. Sign

proliferation or inconsistent paint colors, for example, are incompatible with this focus, and are expressly to be avoided. (8/93)

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. 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)
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)

Issued: July 31, 2024

Genna Nashem

Pioneer Square Preservation Board Coordinator