

3. Guidelines for Signs

2022-02-0104

a. General Information



Figure . Maybe a photo of a good, historic sign. Well designed and constructed signs are an important part of Pioneer Square's character

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)

At the same time, signs are an important part of the District's character and can enhance or diminish an existing building's historical authenticity and a new building's visual compatibility with its surroundings. Many of the district's signs are one-of-a-kind, custom fabricated and/or artworks. One traditional characteristic of many of the District's signs are that they fit with the building's architectural elements in terms of location and orientation to surrounding architectural elements, imagery and type styles, and materials.

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 of business-related signs.

Signs are addressed in the following categories:

- Permanent building name signs - that are often part of the building façade, such as a sign on a cornice in the same materials of the cornice itself.

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- Blade signs – that extend perpendicularly from the building facade
 - Sign Bands - which are located on a horizontal strip on the front building façade, generally immediately above the ground floor. Sign bands are sometimes located on windows and walls
 - Window signs located within the window area.
 - Directories - pedestrian scaled plaques or kiosks that list the businesses or occupants located within the building.
 - Wall signs
 - Signs on awnings and canopies
 - Sandwich board signs
 - Other miscellaneous signs and banners, usually of a temporary nature,
- Neon light elements are discussed as parts of the sign types identified above.

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Commented [NG5]: Also includes window signs and a boards, wall signs, upper floor signs etc.

b. Sign application requirements

i. Sign Package

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A "sign package" application is required for.

- All new buildings.
- Where more than one sign is proposed.
- Where the Board deems it necessary to make a clear judgment regarding an application for a new or modified sign.

The purpose of a sign package is to allow the Board to visualize and consider the composition and extent of proposed signs and the signs' relationship to the building and the building's surroundings.

A "sign package" application shall include:

- Drawings or photo illustrations of all building elevations where existing or new signs are proposed with all sign locations, types, sizes, materials, colors, illumination, and other characteristics covered in these guidelines indicated in word and visual descriptions.
- Material and color samples, if requested by the Board.
- Mounting methods and details.
- Illumination, including neon and tube lighting.
- Other characteristics as determined by the Board
- If the businesses and tenants of the building are not known at the time of application, it is not necessary to indicate the specific messages pertaining to future occupants. However, when signs for businesses or tenants are installed, they must adhere to the provisions of the approved sign package

Commented [GN6]: I really think the only difference in what is required is that the sign package includes all the signs planned for a building or a business. Where the other is just the one sign we still need all the same information and but for the sign that is added we would also still take in consideration all the signs for the business. Is there a less wordy way to explain then listing them all the requirements out twice?

Commented [JO7R6]: I'm a bit confused. Let's talk about this. john

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ii. Application for a new or modified sign.

An application is for a single new sign on an existing building where all the existing signs are in conformance with these guidelines, does not necessarily require a sign package unless the Board finds that there are unusual circumstances where more information is necessary to make a determination.

An application for a new or modified sign must include photos of the building facades where there is existing or proposed signs and a description of the proposed sign, indicating its size, materials, location, illumination, mounting and general characteristics. Color and materials samples are required.

The Board may request additional information if it finds it necessary to make a determination

c. General sign guidelines

Rationale, Context, and Intent

The intent of the guidelines below is to establish standards that pertain to all signs and signage in general.

Guidelines

- i. The number, location and type of signs must be considered as a composition. That is, the design character of the signs should not clash with one another; the signs must not overlap, compete with, or duplicate one another, and each sign should be directed to a unique purpose or viewpoint. The Board may require that the applicant submit a sign package for approval that illustrates all the signs proposed for the buildings or business's façade.
- ii. Number of signs. The number of signs for a particular business, activity or building is controlled in order to:
 - Ensure that the District's architectural resources are not obscured,
 - To present a pleasing visual experience for the pedestrian.
 - To most effectively provide for the visibility of businesses and activities,
 - To reduce the proliferation of unnecessary signs and visual clutter, and
 - To provide for pedestrian wayfinding,
 - To avoid message duplication, and

To achieve the objectives above, the number of signs is based on allowing signs that provide viewing and wayfinding from at least 2 viewpoints:

1. A pedestrian's viewpoint walking along a sidewalk adjacent to a building's façade (one sign or sign face for each direction) and,
2. A pedestrian's viewpoint from across the street (directly facing the main building façade).

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Commented [NG9]: We still need drawings and materials and colors here too.

Commented [JO10R9]: Sounds like the same requirements for a sign package. It seems to me the difference is that the reason for a sign package is that for a new or substantially renovated building, perhaps with a new suite of tenants, we don't want owners of businesses coming in for signs piecemeal in an uncoordinated way. So the main thing triggering the requirement for showing all proposed signs should be for new buildings.

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Based on this rationale, the maximum number of types of signs are stated below.

One (1) Permanent building name sign or building plaque or medallion per building (See Section d.). A ~~building~~ building name sign may be located on a side band.

And

One (1) sign facing a pedestrian travelling toward a business along the adjacent sidewalk in either direction. This could be either a blade sign (See Section e.) or signs on the face of awnings or canopies perpendicular to the building front (See Section k)

And

One (1) sign band for the building or one (1) sign band for a business or activity entry. Alternatively, one sign band and one sign on an awning or canopy facing the street may be permitted (not including signs on the face of awnings or canopies perpendicular to the building front per the above). (See Section f.)

And

One (1) or ~~two~~ more ground floor window signs per business subject to window coverage and transparency requirements. (See Section g.). Businesses located on a street intersection may have one or more window signs on that building façade. ~~or two window sign(s) per building face.~~ Additionally, a business may have additional neon signs per Section g.iii.

And

Signs necessary for wayfinding to upper story businesses. A building may have one (1) tenant directory per entrance to upper floors. (See Section i.).

And

One (1) wall sign per façade of and existing building, only where the primary purpose of the sign is for pedestrian wayfinding to a business that provides service to walk-in customers (such as a bank, retail shop, salon, or restaurant).

And

One (1) Sandwich board sign per business ~~provided it meets the provisions of these guidelines and Seattle Department of Transportation standards.~~

And

Other miscellaneous signs and banners of a temporary nature that meet the intent of these guidelines as determined by the board

iii. All signs must meet the provisions of these guidelines, SMC 23.66.160, Seattle Department of Construction and Inspections and Seattle Department of Transportation standards.

iv. In order to retain the historic and architectural character of the District, there shall no new flashing, scrolling, or moving signs in the District. Nor shall there be electronic signs using a technology that was not available before 1940. LED and other energy saving luminaires are acceptable if they do not provide a quality of lighting (such as bright, highly focused spotlighting) that was not available before 1940.

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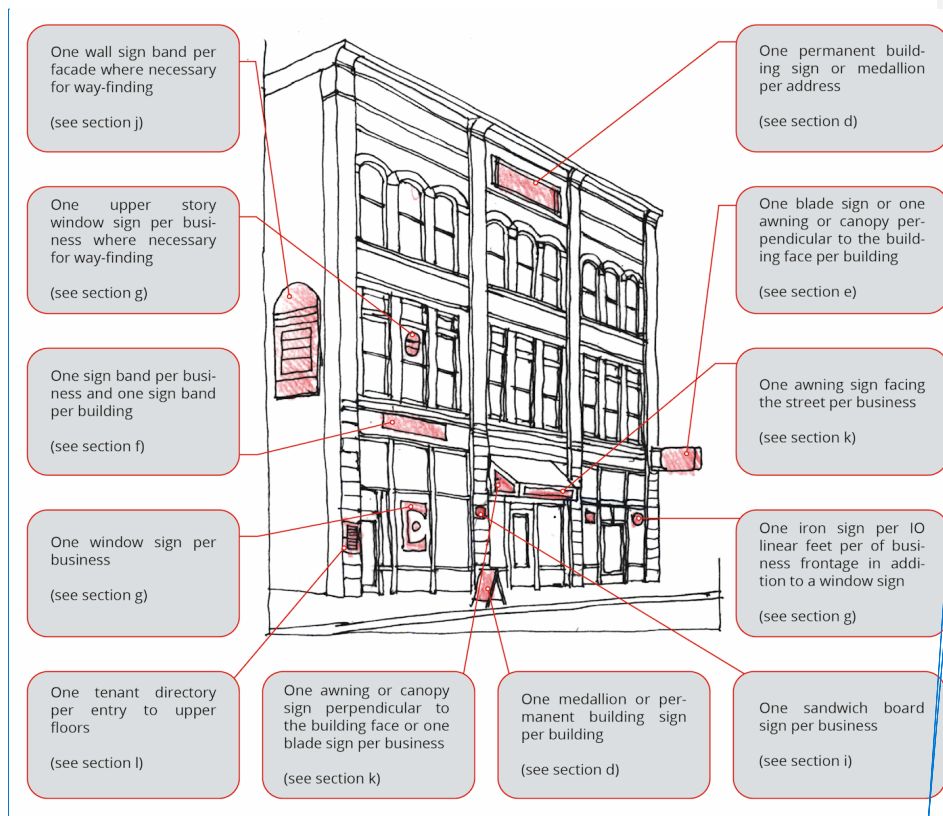
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v. New signs shall not cover over architectural features of Contributing or Historic buildings. They may be incorporated into a building's façade where there is a façade element, such as a sign band, that is fashioned to accomplish that purpose. **Sign attachments, brackets, etc must be mounted in mortar joints if feasible. Electrical conduit and other accessories and equipment must be located and configured to minimize visual impacts to the building.**

vi. Exposed tube neon and similar tube configured lighting elements are permitted only as signage and shall not be used as decorative building trim. (8/93). The use of neon for artwork and logos is encouraged as part of window or blade signs if the Board finds that such elements are appropriate for the context.

vii. Signs must not extend above the top of a building or interrupt the skyline.

vii.



viii. **Figure xxx. Illustrative example of allowable sign locations. See text for the actual requirements. (DRAFT DWG TO BE UPGRADED. Will make changes as noted at right)**

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Commented [NG15]: Do we need this. It seems to be covered elsewhere.

Given the Board's emphasis on this, it seems important to put in the general provisions that apply to all signs.

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Commented [NG16]: Eliminate the sign in the window of the second floor
Change the window signs to percentage of windows
Assuming iron sign is a typo and neon is meant. The 1 per 10 feet is in the current rules. I was thinking that the Board wanted to wrap that into windows signs 25% coverage if one window and 10% more than one window.

Commented [NG17]: Remove the sign from the second floor window

I think the box here implies that if two or even all three businesses wanted a sign in the sign band that only one could have one. I thought the writing above implied that if there was a sign band as a building name sign, that the business could also have a sign in a sign band if it the building had both (such as on the quilt building)

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d. Permanent Building Name Signs

Rationale, Context, and Intent

Permanent building name signs – which are those that identify the name of the building and are integrally part of the building’s façade. Generally, they are constructed of durable materials and are built into the building facade.



Figure __. A building sign

Guidelines

- i. General. Existing building name signs on Contributing and Historic Buildings shall not be altered or removed.
- ii. Location. New permanent building name signs shall be integrated into the building façade (generally, but not always, near the roof line or just above the ground floor main entry to ~~to~~ upper story tenants.) Building name signs must not extend above the building façade’s top or parapet. The name of a building may also be displayed on the sign band (see section “d” below) or on a plaque or “medallion” less than 2 square feet un area. Building name signs must be on the façade of the main building entry and located so that it does not compete with the location for storefront signage.



Figure __. A building plaque of “medallion” shown here may also be used to indicate a buildings name.

- iii. Dimensions. The dimensions of new permanent building name signs shall be as approved by the Board and shall be no larger than ~~60 SF as measured by a rectangle encompassing the sign~~. The Board may allow a departure from this area limit for an unusual circumstance where there is a compelling reason.
- iv. Illumination. New building name signs shall not be internally illuminated or include neon lighting.
- v. Lettering. Lettering shall be as approved by the Board and be no more 20" in height if the sign is located along the building cornice and is greater than 35' above grade. Otherwise, the lettering shall be no more than 10" in height unless there is a demonstrated need to view the sign from greater than 100' away.
- vi. Color and Materials. The sign shall be constructed of the materials of the façade on which it is located. (e.g.: building name signs on a masonry building should be constructed of a material that is similar in nature to masonry, such as cast or carved stone). Sign colors shall be the same as the façade materials and as approved by the board. All materials shall be permanent and easily maintainable.
- vii. Other. Permanent building name signs may not advertise a specific business, although they may indicate a public institution such as a post office or governmental offices.

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e. Blade Signs

Rationale, Context, and Intent

Blade signs are signs that project out perpendicularly from a building façade and are supported by or hung from horizontal brackets. Usually, they identify a business, organization, or activity. They are often prominent features on Contributing and Historic buildings.

Signs made of fabric or flexible material and hung perpendicularly from the building as in a rigid blade sign are also considered blade signs.



Figure . A traditional blade sign with neon.



Figure ____ > A contemporary blade sign with neon

Guidelines

- i. General.
- ii. Location. Blade signs shall be installed below the top of the second floor of the building, and in such a manner that they do not hide, damage, or obscure the architectural elements of the building.
- iii. Dimensions. ~~non-illuminated blade~~ signs are limited to eight (8) square feet. (12/94)
- iv. Illumination. Blade signs incorporating neon or similar ~~tube-oriented~~ lighting shall ~~is be~~ permitted provided all the following conditions are met:
 - The neon blade sign is sought as part of a reduced overall sign package or plan for the business.
 - Electrical connection from exterior walls to the blade sign shall be made using rigid, paintable electrical tubing painted to match the building facade and all bends shall closely follow the support structure.
 - The wiring and connections shall be internal to the sign and not be visible
 - All neon elements shall be supported by a rigid, opaque backing and framework. (See Figure ____ of a contemporary blade sign for a positive example.):
 - LED lights may be approved provided they produce the same visual character of lights common before 1940.
- v. Lettering. Letter size in blade 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 by the Board. Logos and other graphic devices may be larger. 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 the Board finds that the sign fit within the building's architectural details
- vi. Color and Materials. Blade signs on Contributing and Historic buildings shall be made of materials that were available before 1940s such as wood, glass, and metal. Painted opaque, panel materials such as rigid polymer panels may also be acceptable if the finishes visually resemble the materials noted above and are approved by the Board.

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- vii. Signs made of fabric or flexible material and hung perpendicularly from the building are permitted provided that the material is durable, and the colors are not subject to rapid fading. Such signs must be supported top and bottom with a rigid mounting.
- viii. All signage supports shall be fastened to the exterior wall using metal anchors at existing grout joints only; and the sign taken as a whole is consistent with the scale and character of the building and all other conditions under SMC 23.66.160.



Figure____. An example of an appropriate blade sign made of fabric.

f. Sign Bands

Rationale, Context, and Intent

A sign band is an area located on some buildings in the zone above storefront windows and below second floor windows designed to display signage. (7/99) The intent of this provision is to allow attractive signs consistent with the character and architectural features of the building; and ~~also to~~ provide inviting announcement of the business or activity.

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Figure ____, Two sign bands, note the locations, subdued colors, and variation in size.

Guidelines

- i. General. Sign bands on existing buildings are permitted only where there is an existing horizontal area between the first and second floors or on a horizontal storefront element to accommodate a sign band. Such an area is sometimes called a first-floor cornice or lintel. Sign bands may also be located within a storefront as shown in Figure ____ directly above. New sign bands must not cover or obscure existing architectural features. New building name sign bands are not allowed where there is already a permanent building name sign.
- ii. Location. Above the ground floor storefront and below the second floor only.
- iii. Dimensions. maximum height of the sign band shall be 24 inches high unless otherwise approved by the Board.
- iv. Illumination. Exterior illumination is permitted. Internally lit sign bands are not permitted.
- v. Lettering. Maximum height is 18 inches unless otherwise approved by the board.
- vi. Color and Materials. Materials must be durable. Materials for Contributing and Historic buildings shall be made of materials that were available during the period in which the building was constructed, such as wood, glass, and metal. Painted opaque, panel materials such as rigid polymer panels may also be acceptable visually similar to the traditional materials if approved by the Board.

g. Window Signs

Rationale, Context, and Intent

Window signs are semi-permanent signs affixed directly to a window. The intent of window sign guidelines is to provide for pedestrian oriented signage without modifying the architecture of a building and allowing visibility into the commercial space.

Guidelines

- i. General. Window signs are subject to Board approval and must comply with transparency requirements.
- ii. Location. Ground floor window signs must be located approximately at or below eye level. Window signs must not be located on the storefront transom windows (the smaller windows situated directly above the main ground floor windows, usually designed to allow daylight into the business interior.)

~~Except for neon signs advertising products served in the business, only one window sign is permitted per a business's façade. Buildings on street corners may have two window signs: one for each side of the building. Additional window signs on alleys may be permitted.~~

Window signs are not allowed above the ground floor

- iii. Dimensions. Signs mounted in windows must allow people see what the business offers inside as well as maintain a visual connection from the inside to the outside and be compliant with the Transparency Guidelines in Sections 1 and 2. In no case shall any window be covered more than 25% with signage. If more than one building sign per storefront (facing the same street —see (iv) below) is proposed, the total coverage shall be less than 10% of the window area. Films and other materials that reduce visibility into the business interior are not allowed.



Figure____. The single window sign on the left is limited to a maximum of 25% coverage. Two or more signs, such as illustrated on the right, are limited to 10% of the total window area.

The transparent spaces greater than 4 square inches that are within the sign are not counted as part of the maximum sign covering percentages described above. For

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example, a transparent center of the letter "O" is not counted as part of the sign coverage if that transparent area is greater than 4 square inches.

Buildings on street corners may treat each façade separately. That is, the maximum coverage for each façade shall be as noted directly above.

For establishments where seating and/or tables are adjacent to the windows, window signs may occupy up to 50% of the window area that is below 30" above the floor to provide some view buffering below table height. The maximum coverage limits stated above shall be calculated for the window area above 30" above the floor.

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In addition to the signs and maximum sign coverages described above, establishments may also feature one menu or daily service announcement up to with a 1 square foot maximum size.

iv. Neon lighting elements in windows may be approved subject to the following:

- The wiring and connections shall be internal to the sign and not be visible.
- The number of neon signs shall be limited to one sign for each 10 linear feet of business frontage for the first forty feet of business, and one for each additional 15 feet of frontage for businesses over forty ~~feet-feet~~. Neon signs need not be spaced one per ten feet, but may be clustered, provided the maximum number of approved signs is not exceeded and the grouping does not obscure visibility into the business. ~~Permitted neon signs may be located in transom windows, according to the guidelines contained in this section. (12/94)~~

When a business is on a corner and has at least 10 linear feet (measured horizontally) of glazing on the secondary facade, additional neon signs are permitted for the secondary facade as on the basis stated in the above paragraph for the primary facade. (12/94.

v. Lettering. Lettering shall be no higher than 10 inches, although artwork and non-corporate (locally owned) logos may be larger. The Board may consider exceptions to the 10-inch height limitation for individual letters in the business name subject to a limit of no more than three letters.

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Commented [GN20]: Typically we have applied the ". 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) to these signs in windows as well. Although rarely have letter sizes in windows been larger than 10 inches.

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vi. Color and Materials. Window signs must not be susceptible to fading or deterioration. Paint and gold leaf are generally acceptable, as are vinyl film and other durable synthetic products, subject to iii above and vii below.

vii. ~~Temporary signs in windows: All temporary window signs allowed under SMC23.66.160D must comply with the window sign guidelines. Businesses, tenants, and building owners must comply with the requirements above. Permitted temporary signs must be removed upon occupancy or within the timelines provided in SMC23.66.160D2. However, if a storefront is vacant and/or the interior of the space is under construction, temporary window coverings may be approved by the Board and in accordance with SMC23.66.160 D. In such cases window signs, films or other coverings must be removed upon occupancy.~~

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Commented [GN21]: Maybe this paragraph could more generically say that all temporary signs allowed under SMC23.66.160D have to comply with the window signage guidelines. Permitted temporary signs must be removed upon occupancy or with in the time lines provided in SMC23.66.160D2.

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Commented [GN22]: I don't think that we need quote the code here being we don't do that in other references.

SMC23.66.160 D states:

Temporary Signs:

1. The following signs are permitted at all times:

~~a. — Real estate "for sale," "for rent" and "open house" signs, and signs identifying the architect, engineer or contractor for work currently under construction. The total area for these types of 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 Preservation Board, and provided further that the Director may approve up to thirty-six (36) square feet if there is more than one user of real estate signs or if the building abuts more than two (2) streets.~~

h. Banners and Flags

Rationale, Context, and Intent

Banners and flags are semi-permanent signs that are generally constructed of flexible materials. They are located and attached on buildings to be easily removable. Signs constructed of flexible materials such as fabric that are mounted permanently on a building are blade signs covered in Section c.

The intent of guidelines for banners and flags is to allow signs and displays that do not detract from a building's architectural quality but do promote businesses, events, and sports teams while adding to the streetscape's visual interest.

The US and Washington State flags are not subject to these guidelines if they are properly and respectfully displayed. However, the Board will still review the installation of a flag holder or other attachment.

Guidelines

- i. General flags and banners must be easily removable. 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. Banners (either temporary or permanent) that are draped across buildings are prohibited.
- ii. Location: Banners and flags shall not be mounted above the first floor .
- iii. Dimensions: Banners and flags shall not exceed 6 feet in the longest dimension and shall not be larger in area than 18 square feet.
- iv. Illumination. Banners and flags shall not be illuminated except for US and Washington State Flags.
- v. Lettering: Lettering is not allowed unless part of a logo or symbol.
- vi. Color and Materials: Banners and flags must consist of durable, flexible material and securely mounted to avoid creating a hazard.
- vii. Other

i. Building and Tenant Directories

Commented [GN23]: Attachment brackets should be mounted in mortar joints. Or did we put that point in the general sections pertaining to all signs. I added this statement to the general guidelines

Rationale, Context, and Intent

Signs located on upper stories to advertise upper story businesses have the potential to cause visual clutter and detract from a building's architecture. Where upper story businesses and other activities require ~~signage~~^{signage}, it is preferable to provide signage at ground ~~level~~^{level}. If there are multiple businesses requiring pedestrian oriented signage, a directory can indicate the location and type of services provided by businesses and activities that do not have at grade street front exposure.



Example of a directory

Guidelines

- i. Location: Directories must be located on the ground floor, roughly at eye level.
- ii. Dimensions: A directory sign for an individual building tenant, business, or activity shall not be greater than 1 square foot per business or tenant.
- iii. Illumination: Directories must not be back lit. Front lighting from an external source is acceptable.
- iv. Lettering. Lettering shall not be larger than 6 inches in height. Logos and other graphic devices may be larger subject to Board approval.
- v. Color and Materials: Directories must be made of durable, vandal resistant materials.

j. Wall Signs

Rationale, Context, and Intent

Wall signs are signs that are attached to a non-street facing wall or a wall without ground floor windows.

~~Properly located, designed, and constructed wall signs can add interest to otherwise blank wall surfaces.~~

~~Murals are images (generally painted) and affixed to walls but do not serve as a sign to a business.~~ The

intent of these guidelines is to permit well designed and constructed wall signs ~~and murals~~ in appropriate locations on existing buildings.

Murals. Murals that do not specifically advertise or relate to a business, product or service are not signs and are not covered in this section.

- i. General: Wall signs are only allowed on buildings constructed before January 2020. The rationale for this provision is that opportunities for signage within new buildings can be integrated into the building in a number of ways without requiring a wall sign.
- ii. No wall signs with moving images, or billboards for products are allowed.-No wall signs for products or off premise businesses are allowed.
- iii. Location: Wall signs are only allowed where the primary purpose is for pedestrian ~~way-~~~~finding~~wayfinding for a business that provides service to walk-in customers ~~(such as a bank, retail shop, salon, or restaurant)~~ and generally only on first or second floor facades. A wall sign must relate to or direct pedestrians to the business entrance. ~~Wall signs may be permitted on ground or second floors of building facades adjacent to and facing an alley.~~ The board may allow wall signs in other locations where necessary for pedestrian orientation.
- iv. Wall signs are only permitted where they do not cover or change architectural features such as windows, entries, storefronts, pilasters, etc.
- v. Dimensions: Wall signs shall be sized to be compatible with the character of the district and appropriate for viewing by a pedestrian, as determined by the Board. ~~Generally, w~~Wall signs should be only as large as necessary to indicate to a pedestrian the business name, logo, type of business and location and no larger than 240 square feet in total area. The area of wall signs must also not exceed 10% of the façade area. An applicant for a wall sign must submit to the Board, a visualization, to scale, indicating the sign's overall dimensions, location and ~~and~~ design, as well as its relation to the whole building façade on which it is proposed. The Board may require that the sign be reduced ~~in~~sign size from that of the proposal.
- vi. Illumination: Wall signs shall not be internally lit. Wall signs may be externally lit to a light level of 1 foot candle/square foot.
- vii. Lettering: letter sizes shall be appropriately scaled to fit the overall design and dimensions of the sign, as determined by the Board.
- viii. Color and Materials: Wall signs shall be painted on a wood, metal or permanent panel 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, as determined by the Board.

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Commented [GN28]: I think that we should encourage these signs to be as small as possible. Need to remove "generally". They ~~cannot~~ be any larger than 240 square feet or 10% of the building.

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Commented [GN29]: This has always been problematic language. It seems that it would be reasonable to have some similar language of letter size as the Building sign or the Sign band.

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Commented [GN30]: It would be helpful to have more detail on what is compatible. Simple rather than busy, low contrast, more muted colors. The larger these signs are the more distracting they can be form the district.



Figure ____ Example of an appropriate wall sign.

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k. Awning, Canopy and Hanging Signs

Rationale, Context, and Intent

This section addresses signs on or attached to pedestrian weather protection elements including fabric awnings, structural canopies, and similar devices. The intent is to permit well designed and constructed signs on these elements that are consistent with a building's architecture, other signs on the building and the District's character.



Figure ____ . An example of an acceptable awning sign (left) and a canopy sign (right).

Guidelines

- i. General: Messages on Awning and canopy signs are limited, must name to the name of the business, organization, or activity and the address. Logos and graphics are permitted if the Board determines that they do not detract from the character of the building or the District.

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Commented [GN31]: Code limits it to name and address

- ii. Location: Signs on canopies or awnings must be on the vertical surface and not extend above or below the front of an ~~canopy's or~~ awning's vertical surface. Signs may be located on the surface of an awning or canopy perpendicular to the building's façade. (I.e.: on the "return" of the awning or canopy-), provided the business or activity does not also feature a blade sign.



ii. figure . An example of an appropriate sign on the "return" of a canopy.

- iii. Dimensions: Canopy or awing signs on Contributing or Historic buildings must fit within the dimensions of the canopy's or awning's vertical surface

iv. Lettering size. Lettering on canopies and awnings is limited to 10" in height.

- iv-v. Illumination: No illumination is allowed on awnings or canopies. Backlit awnings are specifically prohibited. ~~No additional signage may be hung below awning or canopies. (6/03)~~

- vi. Color, Materials and Construction: Materials must be durable and easily maintainable

I. Sandwich Board Signs and Other Signs Located in the Public Right of Way

Rationale, Context, and Intent

Sandwich board or "A-Board" signs are small, self-supporting, and portable signs located on sidewalks constructed of two panels which are advertise a business and are located directly in front of that business. The intent is to allow well designed and constructed sandwich board signs that are located where they do not impede pedestrian movement.

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Commented [GN32]: Being our current rules say no sign hanging from an awning and don't say canopy, we have allowed signs hanging from canopies. In the some case it is the building sign plan. Example 200 Occidental.

Commented [JO33R32]: Right, and some are new, too. Do we want to explicitly allow signs hung from canopies for clarity?

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Commented [GN34]: We should have a letter size limit here so building do not make ill proportioned valances.

Commented [JO35R34]: Blade sign letters are limited to 10" we might want to go to 8"

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Commented [GN36]: Same comment as above. We have allowed signs hung from canopies.

Commented [NG37]: I think that we need to say something about color. Such as the color of the awning fabric should be compatible with the existing colors on the building and in the District generally. Colors should be more (muted) color. Corporate colors may only be used for the awning fabric if they meet this requirement.



Figure _____. An example of a sandwich board or A-board sign

Guidelines

- i. General: When multiple businesses, including upper floor businesses, share a common entrance, a single shared sandwich board sign may be allowed in lieu of multiple, individual signs. Such signs shall be limited to one per entrance to the shared location. (7/03)
- ii. Sandwich board signs shall occupy the sidewalk only during business hours and cannot be chained to trees, parking meters, etc. (12/94) They shall also comply with all other regulations for signs in Pioneer Square. (12/94)
- iii. Location: Sandwich board signs shall be located directly in front of the business frontage either next to the building face or at the street side of the sidewalk by newsstands, streetlights, or other amenities. Signs shall not impair pedestrian flow. (12/94). Sandwich board signs shall be limited to one per address.
- iv. Dimensions: Sandwich board signs shall be a minimum of two feet high and a maximum of four feet high and be a maximum of two- and one-half feet wide; (12/94)
- v. Illumination: Sandwich board signs shall not be illuminated or otherwise electrified. ~~They are prohibited from containing neon in any form. (12/94)~~
- vi. Lettering Letter size is restricted to 10 inches in height. (7/03)
- vii. Color, Materials and Construction: Sandwich boards must be a free-standing A-frame type sign to allow a horizontal component such as a chain or bar to hold the sign in place the chain or bar must be between 3 to 8 inches above the ground and secured on all four sides to accommodates high winds and sight impaired persons. (12/94).
- viii. Sandwich Board signs shall be constructed of durable, rigid materials such as wood or polymer panels. If not constructed of wood, the signs must be painted or finished to look like wood. Sign surfaces that allow temporary messages such as chalk boards are acceptable

Commented [GN38]: Do we need to say they can't have neon if we already said they can't be illuminated?

- ix. Temporary or permanent signs on or in outdoor cafes and seating areas, such as signs hung on railings are prohibited.



Figure ____ . Example of a sign hung on a café seating area railing. This type of sign is prohibited.