



Pioneer Square Preservation District Guidelines

Board Meeting
2021-08-19

Agenda

- Revisit height and bulk of new structures
- Signs
- Organization and status update
- Path forward & schedule

Height and Bulk of New Structures: Address

- View from immediate surroundings.
- View as seen up the block.
- View as seen from a viewpoint or district entry.



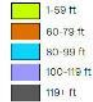
Height and Bulk of New Structures: Requirements

Guidelines

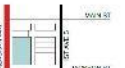
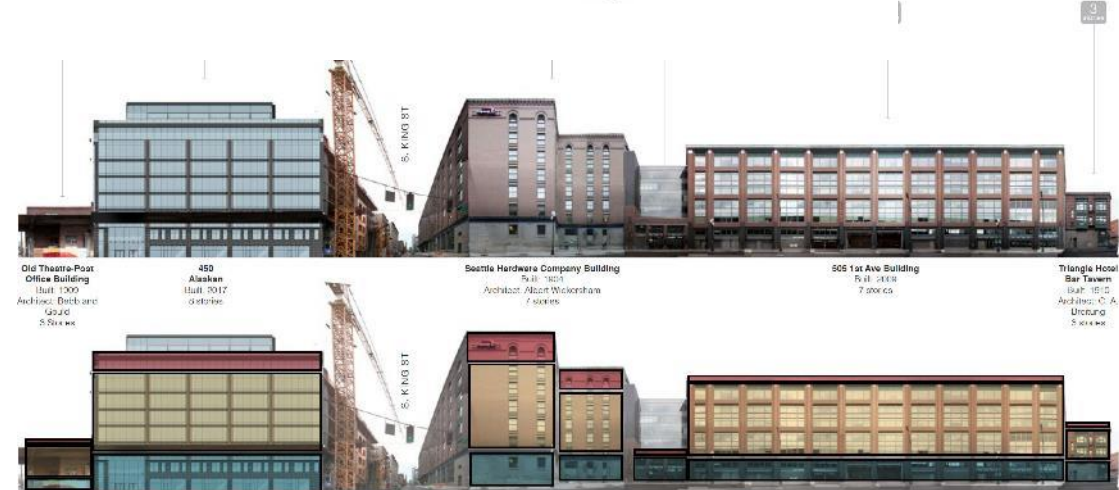
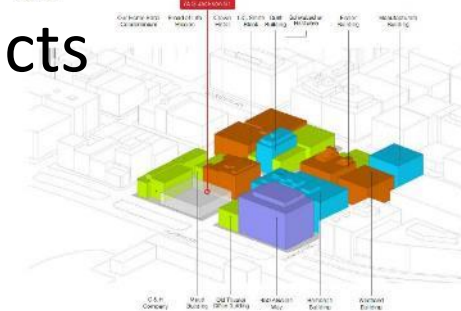
- i. The Board will establish a new building's appropriate height based on its visual impact to its local surroundings and the Districts profile as seen from outside Pioneer Square. To accomplish this, the Board will consider the following:**
 - a. Perspectives of the building from 4 sides seen from:
 - Adjacent block
 - Down the streets
 - View points and entry points
 - b. Comparisons of height of existing buildings – applicant must demonstrate compatibility
 - c. Sunlight blockage
 - d. Extent mitigated by architectural characteristics
 - e. Other as approved by the Board

Height and Bulk of New Structures Submittals

- Elevations
- Eyelevel perspective looking up the block
- May require views from prominent locations and entries
- May require 3 dimensional modeling and analysis or relationships to surroundings and districts

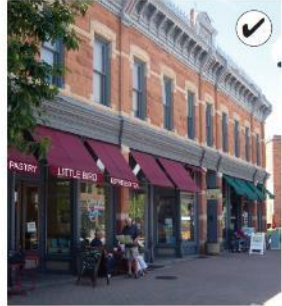


BLOCK ANALYSIS
Project Site



Signs

CHAPTER 6: GUIDELINES FOR SIGNS



DESIGN OF SPECIFIC SIGN TYPES

A variety of sign types may be permitted if each contributes to a sense of visual continuity and does not overwhelm the context.

AWNING AND CANOPY SIGNS

An awning/canopy sign occurs flat against the surface of the awning material.

6.11 DESIGN AN AWNING OR CANOPY SIGN TO BE COMPATIBLE WITH THE BUILDING.

- a. Use colors and materials that are compatible with the overall color scheme of the façade.



*From Tacoma Old City
Hall Historic District
Guidelines*

APPROACH

- Treat different sign types individually with different guidelines.
- Follow historic precedent.
- Consider signs as a “composed package” integrated with building’s architecture.
- Allow for “artistic variety”.
- Emphasize design and construction quality, Including mountings,, durable materials, etc.
- Emphasize pedestrian scale.

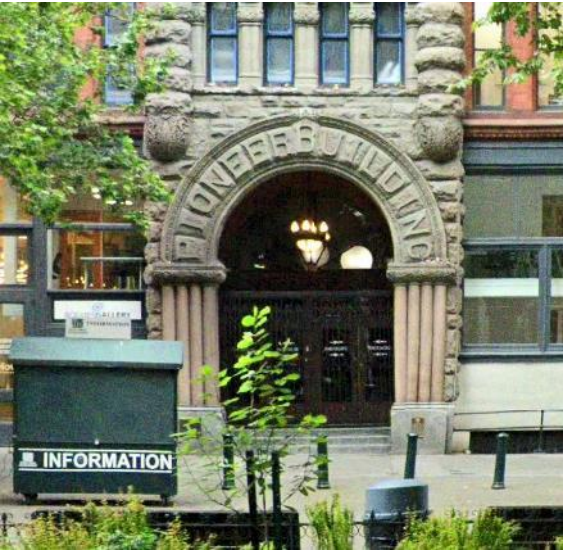
Signs: General

- No more than one projecting element.
- Nor flashing scrolling or moving signs.
- Signs shall not cover architectural features of contributing or historic buildings.
- Other – maybe we need to discuss submittal requirements here. For example, maybe need a sign “package”.

Building Signs

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general stds? Likely	OTHER Add mounting requirement in general std?
For new buildings?\nFor new building and for adding to existing buildings with the name is changed	??	OK to illuminate? This would be good for discussion	?? We should have a maximum for this or clarify that it should also fall within the 10 or 12 inch standard but also that it needs to fit with the architecture	Integral with building façade? Permanent? I think this is meant that the building should be designed with a location for building signage. However, I don't think any new building has <u>actually</u> done that.	Existing buildings (keep)? New buildings need standards? No neon?? I think that we need to be clear that there is only one building name and it is the only name that can be up higher. We should also be consistent with the other downtown code that says no signage over 65 feet. Add requirement to mounting

In truth, there are very few of these around the District



Smaller medallions a better alternative?

What is “integrated with the building’s architecture”?



Blade Signs

Questions in blue Genna questions and comments in orange

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general stds? Likely	OTHER Add mounting requirement in general std?
Below second floor or intermediate cornice.	8 SF max – 6 SF if w/ neon Or LED used like neon	OK to illuminate Okay with external illumination source	12"?? Current rules are max 10 inches 8 inches if neon	Wood (Or Panel - Composite?) Glass and synthetic materials OK on new and/or existing buildings? Discussion would be good, some composite materials are more durable and some are less durable..Some research into that would be helpful.	Neon requires building sign package submittal. Electrical connection must be rigid. Research if it would even be done another way Mounting? Yes add requirements The existing rules say “the neon blade sign is sought as part of a reduced overall sign package or plan for the business” however we should discuss what a reduced package is because if a business wanted 3 signs and reduced it to 2 so one could be neon then another wanted 10 signs and reduced it to 9 that would probably not seem like a reduced sign package and may still be over proliferation. I think that we should have a discussion about how many signs if effective but not over proliferation.



Neon and illumination OK?

Well mounted fabric sign ok as a blade sign or should it be a hanging sign



Sign Bands

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general stds? Likely	OTHER Add mounting requirement in general std?
Above storefront windows and below 2 nd story windows a location that has a architectural ?blank? band	Height of band?	OK to illuminate? Light level?? With external light such as gooseneck lights is common. Maybe with halo lighting. Discuss if no neon or other	12" max	For existing wood or panel. For new buildings Permanent panel?? Metal??	Letters painted or applied – not neon. Maybe integrated with building architecture for new and exist'g buildings yes Add requirement to mounting



Window Signs

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general <u>stds</u> ? Likely	OTHER Add mounting requirement in general std?
Upper story window signs? These would be prohibited under current rules. Worth a discussion, prefer sign at street level messy if a bunch of different signs in window but there was a nice one that was put up without approval once.	Max window coverage 25%	No internal lighting	10" max*	Not paper or temp?? Maybe need more discussion on if allow paper or temporary and when	Must allow people to see inside We should have some discussion on how many window signs. Some have wanted a window sign in every window, whether the storefront has two windows or 5 windows. Generally the Board has approved it if it is at the bottom of the window and it says something different and in two windows spaces where symmetry is part of the character but has limited window signs in other multi window storefronts.



Neon Signs

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general stds? Likely	OTHER Add mounting requirement in general std?
Only 1/10 LF of frontage – 1 additional for 10'+ transom window	(??)		(??) We have usually gone with the 10 inch letter size for all signs except the sign band. But there has been some argument being it doesn't say in the neon section. However it seems if a blade sign is limited to 8 inches than a neon window sign should be too. Or at least not larger letters than would otherwise be allowed.	3 colors max (neon colors shall be subdued??) What colors would be subdued? Or can neon be made in a way that it is subdued? Good question. I don't know.	Not used as decorative trim I think that means decorative trim of windows I think it would be reasonable to have a sign with decorative trim in neon. What about corporate sponsored signs like beer signs? Could you have a neon logo? Yes This also needs a lot of discussion and revision. I think that this rule was in effect to limit the number of beer signs however it allows a business to have a whole bunch of neon window signs when they have to have a reduced sign package to have a neon blade signs. It might be better to either discuss all signs with neon in a section of Neon (LED) or discuss signs types and say if they can be neon or not and any special considerations. Now the guidelines do both they discuss neon in blade signs and then the neon section which seems to assume it is a neon window sign and then neon is al mention not allowed and it is less clear.



Mix of neon and other lit signs. OK?

Too much signage?? Seems desirable.



Upper Story Signs

Questions in blue Genna questions and comments in orange

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general <u>stds</u> ? Likely	OTHER Add mounting requirement in general std?
					Generally, not allowed, except for building signs I think that we need to be more specific about that in the guidelines. And revisit the exceptions listed to be <u>more clear</u> . Add requirement to mounting

In truth, there are very few of these around the District



GENERALLY,
NOT
PERMITTED??

Need stronger criteria if allowed at all. See also Building Signs.

Directories

Questions in blue Genna questions and comments in orange

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general stds? Likely	OTHER Add mounting requirement in general std?
need	need	need	need	need	Preferred for upper story tenants



Banners

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general stds? Likely	OTHER Add mounting requirement in general std?
???	Need clarity	Says no letters?	6' long max	???	Not allowed to be draped over buildings. Unsure of current language – refers to sign band standards. Actually, it refers to projecting elements and blade signs. This could all use clarification. I believe this is referring to decorative flags and banners like 12 flags. But we have had blade signs made of canvas that we have reviewed like blade signs as they would not be viable to remove daily. Besides the 12 flags I can't really think of any business that has wanted banners. Maybe we need to think of this differently. Add requirement to mounting



Feather and tear-drop signs?

Temporary banners?

Wall Signs

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general stds? Likely	OTHER Add mounting requirement in general std?
Need to be clear that it is not to be on upper floors	Need to be more specific on size The code would allow up to 240 square feet but the Board has to determine the appropriate size	Need to be more specific, where, how high up, what side of the building, etc.	We have generally stuck with the 10 inch letter size. Current rules say the letter height should be scaled to the size of the sign but without parameters of the size that is not helpful. And could lead to signs out of character.	"Compatible with district". Painted wood or metal.	<p>Need and example. On the alley façade west of first is a wall sign for a bookstore. That is small and fitting. At 901 Occidental is a wall sign that was grandfathered in at a larger size than 240 square feet and in no way compatible, so we have to live with it. On the Hawk Tower that were the result of court mediation but not what would like to see for a compatible sign.</p> <p>What about murals?</p> <p>The Board has had lots of discussion about art work versus signage. If the mural doesn't have letters but communicates what the business it is still a sign. If it doesn't it is art. To make that distinction we should discuss art murals somewhere else.</p> <p>Add requirement to mounting</p>

(1) Backlit signs prohibited



A Boards

Questions in blue Genna questions and comments in orange

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS Could we put in general stds? Likely	OTHER Add mounting requirement in general std?
Must be directly in front of business. 1 per address. *	2-4' high and max 2-1/2' wide		10" max	Wood or panel??	Only during business hours Need to review the guidelines SDOT recently put out. Definitely need to eliminate the part about allowing them on corners on 1 st Ave.



Awnings and Hanging Signs

LOCATION	DIMENSIONS	ILLUMINATION (1)	LETTERING	COLOR & MATERIALS	OTHER Add mounting requirement in general std?
			10" max*		No Neon. No writing on sloping portions See Building elements? I think we should discuss if the no writing on the sides should continue. A business can't have a blade sign if they have an awning so having an awning really limits their signage for people looking down the street. Need to add about canopies. We have allowed them to hang from canopies because they are permanent usually higher. Also being the rules for Awnings and canopies distinguish awnings from canopies we have not considered that canopies were included when the other signage rules only refer to awnings. I am not sure that was the intention but some new thinking about signage would be worthwhile. We have also allowed letter to be applied on top of the canopy, such as Union Station. Add requirement to mounting

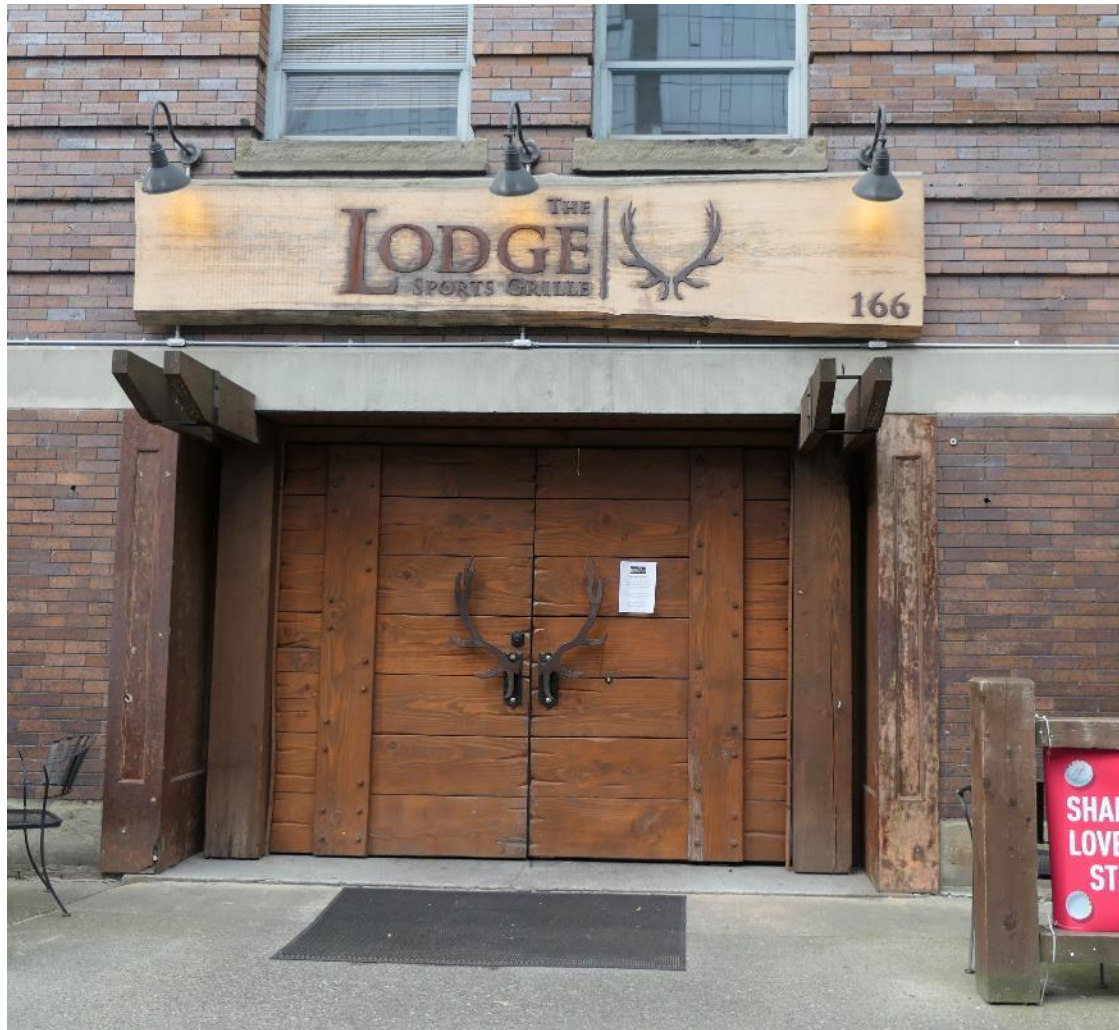
(*) Exceptions allowed
(1) Backlit signs prohibited

Include canopies

Letters bigger than canopy.



Other



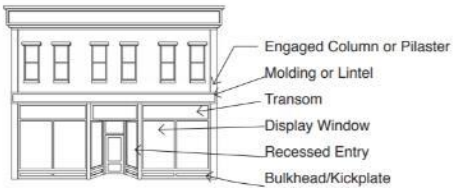
Guidelines Outline and Framework

2.2 REPLACE STOREFRONT FEATURES TO MATCH HISTORIC ONES WHEN NECESSARY.

- Use traditional materials such as masonry and wood.
- If using a traditional material is not possible, use a compatible substitute that is similar in scale, finish and character, and has proven durability in the local climate.
- Use historical documentation to guide the design of replacement features. Design a simplified version of a similar element seen on nearby historic properties, if no documentation is available.
- Expose historic storefront elements that have been covered.

TRADITIONAL COMMERCIAL STOREFRONT FEATURES

Historic commercial storefronts typically feature a tall ground floor level while upper stories have shorter floor-to-floor heights. The key character-defining features of a commercial storefront can be seen below:



Maintain and repair a historic commercial storefront.



Where a historic storefront is missing, it may be appropriate to design a replacement that is a contemporary interpretation. This storefront includes folding panels that are similar in proportion to original display windows and that have a base similar to the traditional bulkhead or kickplate.



Do not cover or alter significant architectural details, such as kickplates.

CONTEMPORARY STOREFRONT DESIGNS

Where a historic storefront is missing, it may be appropriate to design a replacement that is a contemporary interpretation of a traditional one. A contemporary replacement design shall:

- Convey the characteristics of typical historic storefronts and include traditional storefront elements such as a bulkhead and transom
- Promote pedestrian interest and an active street-level façade
- Use high-quality, durable materials that are similar in type and scale to traditional materials
- Be located within the historic structural frame of sidewalls and lintel or molding that separates the storefront opening
- Maintain the transparent character of the display windows
- Provide a recessed entry
- Use a simple and relatively undecorated design to distinguish it as being new
- Relate to traditional elements of the façade above
- Preserve early storefront alterations that have become historically significant
- An operable storefront may be considered where the proportions of traditional storefront elements are expressed.

Lessons from other cities

- Add rationale/intent statements for each guideline subject
- Incorporate graphics
- Separate topics to simplify applicants' searches (E.g.: existing structures, new structures, signs, etc.)
- Explain process.

Guidelines Outline and Framework

Section 1:

- Introduction and Background
- Principles
- Historical Background and Context
- Certificate of approval process
- How to interpret the guidelines

Section 2: Guidelines for Modification of Existing Buildings

Section 3: Guidelines for New Structures

Section 4: Guidelines for Signs

Section 5: Guidelines for Improvements to Elements in the Public realm

Directions?

- Signs
- Height and bulk
- Schedule and preferred work sequence.
- Other?