



The City of Seattle

## Pioneer Square Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649

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PSB 201/22

### Staff REPORT

for Board meeting Sept 21, 2022

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.

**090722.34**      **Lumen Field and Event Center**  
800 Occidental Ave S

Zach Hensley

Installation of public stadium location identification sign

Staff report: This is a location identification sign for the stadium. While the location of this sign is within the district boundaries, the stadium itself was not in the district. Freestanding location identification signs are allowable to identify areas such as parks - a ball field and associated parking is a form of a park. The code also says "Signs not attached to structures shall be compatible with adjacent structures and with the District generally."

Free standing directional signs were previously approved to direct people to gates in areas of the stadium that are within the district consistent with sign regulations. There are very few parks in the District, so this request will be a unique circumstance in the district and should not set a precedent for other business signs.

Because the stadium is called Lumen Field, and as long as the sign includes the full name of the stadium "Lumen Field," and not just "Lumen" it is a sign for the stadium not the business.

The sign proposed is on the Stadium property and not within the public right of way.

When considering the compatibility with the adjacent structures and with the District generally, the Board might consider the building name sign and identification signs on the buildings adjacent. For example, signs approved on the two buildings adjacent to this proposed sign were allowed larger than the normal 10 inch letters because the signs were thought to be compatible with the size of the building consistent with wall signs regulations:

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

"Printed on Recycled Paper"

Stadium Place – “Stadium” 18 inches, overall height 2 feet 2 inches,  
Nolo – “I” is 3 feet, overall height 3 feet,  
“Wave” is overall is 3 feet,  
“Avalara Hawk Tower” - 3 feet 6 inches.

Draft Motion: I move to recommend granting a Certificate of Approval for: Installation of public stadium location identification sign as proposed

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 21, 2022* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

#### Code Citations:

#### SMC 23.66.030 Certificates of Approval required

- 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.
2. The following signs are prohibited throughout the Pioneer Square Preservation District:  
  
Permanently affixed, freestanding signs (*except those used to identify areas such as parks* and those authorized for surface parking lots under subsection 23.66.160.C.7);
- 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:
3. Signs not attached to structures shall be compatible with adjacent structures and with the District generally.

#### 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

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: September 9, 2022

Genna Nashem  
Pioneer Square Preservation Board Coordinator