



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 37/23

Staff REPORT

for Board meeting March 1, 2023

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.

030123.33

Apex Building

Seattle Restored Project
220 Second Ave S

Temporary use for up to six months for entrepreneurs and artist as part of a pilot project to activate vacant storefronts called Seattle Restored.
The use will be artist display.

Staff report: Seattle Restored is coordinated by Shunpike, Seattle Good Business Network and the City of Seattle Office of Economic Development. They have activated other storefront with art installations and small businesses during the pandemic. Previous locations in Pioneer Square fell under the emergency legislation for administrative Certificates of Approval. A similar program happened in 2009 or 2010. In both cases the art installation was considered the use for projects that had art displayed in the windows. In these types of projects, the display has been considered compliant with the transparency regulation because it provides street level interest that enhances the pedestrian environment and has highly visible linkages with the street because the art installation is viewed from the street and because there is no business behind the display to be seen or occupants to see out. The Seattle Restored signage is included at all locations.

Draft Motion: I move to recommend granting a Certificate of Approval for:
Temporary use for up to six months for an art installation as part of a pilot project to activate vacant storefronts called Seattle Restored as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *March 1, 2023* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

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

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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.

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)

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.
Secretary of Interior's Standards

10. New additions and adjacent or related new construction will be taken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Issued: February 17, 2023

Genna Nashem
Pioneer Square Preservation Board Coordinator