



The City of Seattle

Pioneer Square Preservation Board

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

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PSB 190/22

Staff REPORT

for Board meeting Sept 7, 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. The Code says that free standing signs are prohibited except those that 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 gate identification signs were previously approved in locations within the district that were consistent with sign regulations but this is a unique circumstance in the district.

There are other building name signs located on the buildings that may be comparable to what is proposed. 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 :

Stadium Place – "Stadium" 18 inches, overall height 2 feet 2 inches,

Nolo – "l" 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

Administered by The Historic Preservation Program
The Seattle Department of Neighborhoods

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The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 7, 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:

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.
- 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 1, 2022

Genna Nashem
Pioneer Square Preservation Board Coordinator