



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 52/22

Staff REPORT

for Board meeting April 6, 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.

040622.21 **723 1st Ave**

Change of use from personal service to office and craft work for an architectural office and model workshop
Installation of signage

Staff report: The proposed use is neither a preferred use nor a discouraged use
Office and craft use are 11 % of the square footage of the block front surrounded by 1st Yesler, Post and Columbia.

Proposed street frontage on 1st and Columbia is 13% of the street frontage of the block front.

Temporary use legislation allows office with less than 30 feet of street frontage to be approved without Board review but because this the street frontage is larger, the Board review is required.

The sign in the existing sign band is 24 inches and the proposed letter size is 12 inches. The letter size is maximum allowed and allows 6 inches of space above and below.

Draft Motion: I move to recommend granting a Certificate of Approval for:
Change of use from personal service to office and craftwork for a 6000 square foot space and signage in the sign band as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *April 6, 2022* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

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

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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.

SMC 23.66.130 - Street-level uses

- A. 1. Uses at street level in the area designated on Map B for 23.66.130 require the approval of the Department of Neighborhoods Director after review and recommendation by the Preservation Board.
- B. Preferred Street-level Uses.
 - 1. Preferred uses at street level must be highly visible and pedestrian oriented. Preferred street-level uses either display merchandise in a manner that contributes to the character and activity of the area, and/or promote residential uses, including but not limited to the following uses:
 - a. Any of the following uses under 3,000 square feet in size: art galleries and other general sales and service uses, restaurants and other eating and drinking establishment uses, and lodging uses;
- C. Discouraged Street-level Uses.
 - 1. The following are discouraged at street level in the area designated on Map B for 23.66.130:
 - d. Professional services establishments or offices that occupy more than 20 percent of any block front; and
 - 2. Discouraged uses may be approved by the Department of Neighborhoods Director after review and recommendation by the Preservation Board if an applicant demonstrates that the proposed use is compatible with uses preferred at street level.
- D. Conditions on Street-level Uses. Approved street level uses in the area designated on Map B for 23.66.130 are subject to the following conditions:
 - 1. No use may occupy more than 50 percent of the street-level frontage of a block that is 20,000 square feet or more in area;

SMC 23.66.160 – Signs

- B. To ensure that flags, banners and signs are of a scale, color, shape and type compatible with the Pioneer Square Preservation District objectives stated in Section 23.66.100 and with the character of the District and the buildings in the District, to reduce driver distraction and visual blight, to ensure that the messages of signs are not lost through undue proliferation, and to enhance views and sight lines into and down streets, the overall design of a sign, flag, or banner, including size, shape, typeface, texture, method of attachment, color, graphics

and lighting, and the number and location of signs, flags, and banners, shall be reviewed by the Board and are regulated as set out in this Section 23.66.160. Building owners are encouraged to develop an overall signage plan for their buildings.

- 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.

Pioneer Square Preservation District Rules

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

2. Sign bands. 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) Letter size in sign bands shall be permitted to a maximum of 12 inches. Letters shall be painted or applied, and shall not be neon. (12/94)

Issued: March 30, 2022

Genna Nashem
Pioneer Square Preservation Board Coordinator