



The City of Seattle

Pioneer Square Preservation Board

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PSB 115/22

MINUTES for Wednesday, June 1, 2022

Board Members

Lynda Collie
Kianoush Curran
Maureen Elenga
Lauren Kush
Jose Lorenzo-Torres
Alex Rolluda, Chair

Staff

Genna Nashem
Melinda Bloom

Absent

Lindsay Pflugrath

Chair Alex Rolluda called the meeting to order at 9:29 a.m. due to technical difficulties.

Ms. Pflugrath left the meeting due to technical difficulties.

In-person attendance is currently prohibited per Washington State Governor's Proclamation No. 20-28.5. Meeting participation is limited to access by the WebEx meeting link or the telephone call-in line provided on agenda.

Roll Call

060122.1 PUBLIC COMMENT
There was no public comment.

060122.1 APPROVAL OF MINUTES:
April 20, 2022
MM/SC/ME/LC 5:0:0 Minutes approved.

May 4, 2022
MM/SC/KC/ME 5:0:0 Minutes approved.

060122.3 APPLICATIONS FOR CERTIFICATE OF APPROVAL

**060122.31 Nugent Building
Local Bigger Burger
164 S Washington St**

Proposed installation of signage, and lighting, recover existing awning and installation of sidewalk café with furniture to be submitted for approval at a later time and paint above the awning

Staff report: Ms. Nashem read the Staff Report: The applicant was not in attendance at the meeting of May 4. The Board reviewed the application documents to provide feedback so that alternatives could be provided at a future meeting. The applicant presented the business owner's preferred option of the two alternatives at the ARC meeting of May 25, 2022. The revised alternative removed the proposed strip lighting in the filled in window area above the awning. This plan covers the filled in area with a metal panel to hide the various pipes and conduits. Goose neck lighting is applied to the metal panels to light the signage. A valence is added to the recovered awning. The neon window signage, wall sign on the side of the building and café railing remains the same as previously proposed. ARC thought that this proposal works better for the building, and compatibility with the District.

Ms. Elenga said what is proposed seems to be a better solution and cleans up the elevation. She said the gooseneck lights are more suitable.

Mr. Rolluda said it is a much cleaner sign package, less proliferate.

Ms. Collie and Mr. Lorenzo-Torres agreed.

Mr. Rolluda noted there would be no signage on the awning.

Mickey Weaver Marshall, the applicant, said she thought the existing awning was an eyesore, the new one will include a return. She said the gooseneck lights will be attached to reverse channel like a fake fascia. Signage will be attached to reverse channel and all pipes and conduits will be covered.

Mr. Rolluda asked if the 6" 'band' is metal coping.

Ms. Weaver Marshall said it is and they hope to remove it or cover it but have to get a good look at it first. It is at the center and left (on rendering), but not on the right and looks like it is there to cover up what is behind. Ms. Weaver Marshall said it would be nice if all were even, but this proposal works better than what was originally proposed.

Action: I move to recommend granting a Certificate of Approval for installation of signage, metal panel and lighting, recover existing awning and installation of sidewalk café with furniture to be submitted for approval at a later time.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the June 1, 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.

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.
4. When determining the appropriate size of a sign the Board and the Director of Neighborhoods shall also consider the function of the sign and the character and scale of buildings in the immediate vicinity, the character and scale of the building for which the sign is proposed, the proposed location of the sign on the building's exterior, and the total number and size of signs proposed or existing on the building.
6. Projecting signs and neon signs may be recommended only if the Preservation Board determines that all other criteria for permitted signs have been met and that historic precedent, locational or visibility concerns of the business for which the signing is proposed warrant such signing.

Pioneer Square Preservation District Rules

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

- A. Color. Building facades are primarily composed of varied tones of red brick masonry or gray sandstone. Unfinished brick, stone, or concrete masonry unit surfaces may not be painted. Painted color is typically applied to wooden window sash, sheet metal ornament and wooden or cast iron storefronts. Paint colors shall be appropriate to ensure compatibility within the District. (7/99)

XIII. SIDEWALK CAFES

Sidewalk cafes may not impede the flow of pedestrian traffic. Movable structural elements that can be brought back against the building wall or elements that can be removed when not in use will generally be required if some structural element is necessary. No walls or roofs of any kind are permitted to enclose sidewalk cafes. Free-standing and table umbrellas are permitted, however, the Board may limit their number and placement to ensure compatibility with transparency and signage regulations. (7/03) Planter boxes are discouraged and will be permitted only in exceptional circumstances.

Materials for any structural elements on the sidewalk should be of durable, weatherproof, and vandal-proof quality. The Board will consider the compatibility of the color and design of structural elements with the building facade and the character of the District. The maximum allowable height of structural elements, including fencing, is 42". (7/03)

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. Exceptions to the 10-inch height limitation will be considered for individual letters in the business name (subject to a limit of no more than three letters) only if both of the following conditions are satisfied: a) the exception is sought as part of a reduced overall sign package or plan for the business; and b) the size of the letters for which an exception is requested is consistent with the scale and character of the building, the frontage of the business, the transparency requirements of the regulations, and all other conditions under SMC 23.66.160. An overall sign package or plan will be considered reduced for purposes of the exception if it calls for approval of signage that is substantially less than what would otherwise be allowable under the regulations. (12/94)
3. Projecting Elements (e.g. blade signs, banners, flags and awnings). There shall be a limit of one projecting element, e.g. a blade sign, banner, or awning per address. If a business chooses awnings for its projecting element, it may not also have a blade sign, flag, or banner, and no additional

signage may be hung below awnings. (6/03) Exceptions may be made for businesses on corners, in which case one projecting element per facade may be permitted. (12/94)

4. Blade signs (signs hanging perpendicular to the building). Blade signs shall be installed below the intermediate cornice or second floor of the building, and in such a manner that they do not hide, damage, or obscure the architectural elements of the building. Typically, non-illuminated blade signs will be limited to eight (8) square feet. (12/94)
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)

D. NEON SIGNS

1. The number of neon signs shall be limited to one for each 10 linear feet of business frontage for the first forty feet of business, and one for each additional 15 feet of frontage for businesses over forty feet. For a business that has transom windows beginning at ten (10) feet above the sidewalk, one additional neon sign to be located within the transom windows would be permitted for every 30 feet of frontage. Signs need not be spaced one per ten feet, but may be clustered, provided the maximum number of approved signs is not exceeded and the grouping does not obscure visibility into the business. Permitted neon signs may be located in transom windows, according to the guidelines contained in this section. (12/94)
3. No more than three colors, including neon tubes and any backing materials, shall be used on any neon sign. Transparent backing materials are preferred. Neon colors shall be subdued. (8/93, 7/03)

E. AWNINGS AND CANOPIES

Awnings and canopies are structures attached to buildings above storefront windows and entrances to provide weather protection. Awnings are light-weight structures constructed of metal framing with fabric or vinyl covering. Canopies are heavier, more permanent structures constructed of rigid materials such as metal or metal framing with glass. (7/99) Those buildings wishing to use awnings or canopies shall adhere to the following requirements:

1. Awnings shall be sloped, rather than bubble type. No writing may be placed on the sloping portion of the awning. (12/94) Scalloped or cut-out valances are not acceptable, nor are side panels. (8/93) Return of valances on awnings shall be permitted, but no signage of any kind shall be permitted on valance returns.
2. Shiny, high-gloss awning materials are not permitted. Retractable awnings of a through color are preferred, i.e., the underside is the same color as the

exposed face. Awning colors shall be subdued to ensure compatibility with the character of the District. (7/03)

3. Canopies that are compatible in design, scale, materials, color, details, and method of attachment with the building and that do not display a false historical appearance are permitted. (7/03)
4. Awnings and canopies covering more than one story are not allowed. Distinctive architectural features shall not be covered, nor shall installation damage the structure.
5. Awnings and canopies must serve a functional purpose, and therefore shall project a minimum of five (5) feet horizontally. (7/03)
6. Internally illuminated awnings or canopies are not permitted. Neon is not allowed on awnings or canopies. (7/03)

MM/SC/ME/LC 5:0:0 Motion carried.

060122.4 BOARD BUSINESS

060122.41 Work Session

Discussion of revisions to Design Guidelines

John Owen: asked board to consider penthouse versus true addition. Penthouse allowed on non-contributing building. SOI 14 provisions limit penthouse.

Mr. Lorenzo-Torres: SOI allows for additional floors on non-contributing building, but additions must be minimized from the street, reducing visual impact of addition. Does not reduce appearance / value of historic building. If could enhance contributing building.

Ms. Nashem: In current proposed guidelines, contributing buildings are limited to penthouse unless justified by SOI 14. The proposed guidelines allow additions on non-contributing buildings. Similar to how look at new construction for height of addition.

Mr. Lorenzo-Torres: should be able to look at visual impact of penthouse.

Mr. Rolluda: are there examples in Pioneer Square?

Ms. Nashem: Folsom Building is a non-contributing building; it had floors removed and they could be added back, or an addition / new construction added. Old Cannery Building is practically in ruins. Building has a lot of significance for the local District but is non-contributing to the National Register because of all the changes made outside the period of significance. Board said the building could have an addition / new construction with elements of the existing building; can't demolish all of it and new design needs to carry forward its significance.

Mr. Rolluda: language that it must be compatible with surrounding buildings. Old Cannery building would have been taller than building to the south, look at context and meet character; addition should not be visible from across the street.

Ms. Nashem: is that language reflected in this version?

Mr. Owen: yes.

Ms. Nashem: in Code modifications to setbacks are allowed but not to height. If there are complications of setback distance the Board could modify as needed if minimally visible.

Mr. Owen: penthouse allowed on non-contributing building. 23.66.140.

Mr. Rolluda: likes 'highly visible' language which allows leeway.

Mr. Owen: more flexible, so is SOI 14. Covers rooftop addition. If change current language would additions be allowed on contributing buildings or still, a no?

Mr. Lorenzo-Torres: not treat a contributing building as non-contributing. Whatever addition needs to be respectful with context and with building.

Mr. Rolluda: good teeth in language. Penthouse must be set back so not visible. Would have to provide graphics showing sight lines.

Ms. Nashem: went over SOI language about what allowed and not on contributing buildings. Most Pioneer Square buildings are between three and five floors. She noted the Norfin building was a contributing building and was changed to non-contributing after an addition. When a four-story addition was proposed on the Grand Central block, the applicant's opinion was that the four story addition was 'minimally visible' and maintained it met guidelines, but board said it was visible and did not meet the Secretary of Interior Standards; and the board was adamantly opposed to the addition. The Board ended up approving a penthouse with a modification to setbacks that was the Board thought was minimally visible. She urged care about wording and what is being communicated. If allowing, what parameters must be met?

Mr. Rolluda: at Pike Place Market Historical Commission guidelines, views are 'cherished in and through' and are used to limit height. Views from water to Market are considered as well. Required sight line studies from different important modes. Consider compatibility with surroundings. Add language 'views in and through Pioneer Square'.

Ms. Nashem: if more than penthouse, define not visible, and consider from farther than across the street.

Mr. Lorenzo-Torres: agree. Add 'not diminish value of building or significance'. Could say complying with briefing but could be to detriment.

Mr. Rolluda: must be defensible if appealed. Why is one view more important?

Mr. Owen: would it require a change in code?

Ms. Nashem: cited SMC 23.66.140 C 3 Could say yes to a penthouse but addition only if justifiable through Brief 14, as minimally visible. She noted Preservation Brief 14 language about mid-block sandwiched between taller buildings being more acceptable as it makes the addition less visible.

Discussion about clarification of language.

Ms. Elenga: not crazy about penthouses on buildings. Should have language about not interfering with views. Would hate to see addition on exceptional building like the Maynard.

Mr. Lorenzo-Torres: recognize the need to be protective of historic buildings but recognize consider how it is visible to public realm or offer TDR. Way perceived from street, if not detracting should allow for additions. Penthouse would allow additional tenant space. Want buildings to be used.

Ms. Collie dropped off the meeting.

Ms. Curran: as property owner, some consideration need be given to owner interest to be able to reach maximum potential of building. The Lucknow has penthouses added in 1980s and they are the most popular units in the building. Make sure not taking over sky but not limit possibilities for owners. Penthouse seems to be eyesore but there are some that are less obtrusive.

Ms. Nashem: Clarified that we are talking about guidelines for addition rather than penthouses which means that there is more coverage of the roof and potentially more floors.

Ms. Curran: Said as long as set back enough, and not as visible from sidewalk. Must be height limit.

Ms. Elenga: Asked in what scenario is adding floors OK?

Mr. Lorenzo-Torres: if not visible, if large enough floor plate and get way back, it may not be visible. Setbacks must be sufficient and addition must be minimally visible from sidewalk.

Mr. Rolluda: concern about adding to contributing building – having ‘city in the sky’; from distance, Pioneer Square would lose its character from the water, from up on the hill. Pioneer Square would have a different look from surrounding areas.

Ms. Elenga: concerned about can of worms it would open.

Ms. Curran: asked Mr. Rolluda about ‘look of Pioneer Square’.

Mr. Rolluda: Pioneer Square buildings typically have a base, middle and top with cornice cap – a ‘hat’ to the building. When adding, it would change the character of Pioneer

Square with all modern construction – changes view to Pioneer Square from a distance. He said on a contributing building, a penthouse only.

Ms. Curran: agree. Should be limit to what is allowed. Additional stories would change character.

Ms. Elenga: additions if room for alley side could be considered but vertical addition should not be allowed other than penthouse.

Ms. Nashem: Preservation Brief 14 gives exception.

Mr. Lorenzo-Torres: even penthouse will be perceived from afar. Noted significant corner. Keep language that penthouse visibility is to be minimized, minimally visible.

Ms. Nashem: room for minor changes. Preservation Brief 14 – room to allow it but to think about some wording.

Ms. Elenga: contributing buildings – exceptions are exceedingly rare.

Mr. Owen: will come back with language. Penthouses are restricted numerically – should that be relaxed? Say, ‘minimally visible’ rather than specific setbacks.

Ms. Nashem: that would be a Code change.

Ms. Elenga: state desired outcome.

Mr. Owen: retain Code language. Guideline – board may allow exception if (parameters listed) are met. pull out difference between penthouse and addition.

Mr. Rolluda and Ms. Elenga: like the wording ‘Guideline – board may allow exception if (parameters listed) are met’.

Mr. Owen: Highlighted other guidelines to review - what is a contributing building, Windows OK; entry point issues be clarified; ground floor uses.

Ms. Nashem: state – ‘preferred uses – be highly visible and be pedestrian-oriented’. Must comply with SMC 23.66.120 & 130.

Ms. Elenga: concur.

Ms. Nashem: Mr. Lorenzo-Torres looked at Collins building and noted retractable awning and blade sign.

Mr. Lorenzo-Torres: add ‘retractable awnings’ to guidelines for allowing blade signs.

Ms. Nashem: noted the awnings in the photo were within window bays rather than storefront length, with a minimized appearance.

Mr. Lorenzo-Torres: within pilasters; breaks continuity of appearance.

Mr. Owen: allow window sign strip on window below table height.

Ms. Nashem: noted concern with proposed definition of contributing building that uses the Criteria for National Register listing. She said that often buildings in a district don't meet high set of standards to be individually listed in the National Register. She suggested using the language in SMC 23.66.032 that the Board would decide by looking at goals of district, the building's contribution to Pioneer Square, history of structure, ownership history, construction history, architectural evaluation, existing condition.

Mr. Lorenzo-Torres: mostly tailored to definition of a district. Building already built when significant period of district. Add language to explain what is contributing for Seattle rather than National Register.

Ms. Nashem: Noted the Board also considers if a structure has architectural or historic significance for demolition.

Mr. Owen: will work Ordinance into the language.

Mr. Lorenzo-Torres: helpful when talking about looking at block, how building sits within its context, contribution to streetscape.

Mr. Owen: will focus straighten language about additions; contributing building issues; uses.

060122.5 **REPORT OF THE CHAIR:** Alex Rolluda, Chair

060122.6 **STAFF REPORT:** Genna Nashem

Genna Nashem
Pioneer Square Preservation Board Coordinator
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