



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 224/18

MINUTES for Wednesday August 15, 2018

Board Members

Adam Alsobrook
Lynda Collie
Brendan Donckers
Dean Kralios, Chair
Carol O'Donnell, Vice Chair
Felicia Salcedo

Staff

Genna Nashem
Melinda Bloom

Absent

Kianoush Curran
Alex Rolluda

Chair Dean Kralios called the meeting to order at 9:00 a.m.

081518.1 **APPROVAL OF MINUTES:**
June 27, 2018 Tabled.

081518.2 **APPLICATIONS FOR CERTIFICATES OF APPROVAL**

081518.21 **Seattle Hardware Building**
King Deli and Grocery
83 S King Street

Installation of a neon open sign

ARC report: The applicant did not attend the ARC meeting. ARC reviewed the application and did not have addition questions.

Applicant did not attend meeting.

Mr. Kralios said that in general the sign is in compliance and that there is a sign package for the building.

Ms. Nashem said a new sign package for the building is in the works.

Mr. Kralios said to make sure the sign's flashing motion is turned off and that the 'open' sign is set back from the window. He questioned how this might fit in with new sign package.

Ms. Nashem said the board reviews the application that is here at this time, but the board can note it is contingent on future consideration.

Mr. Donckers arrived at 9:03 am.

Public Comment: There was no public comment.

Mr. Kralios went over District Rules.

Action: I move to recommend granting a Certificate of Approval for installation of an open sign contingent on it being non-flashing and steadily illuminated and potentially reconsidered in future application for overall building sign package.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the August 15, 2018 public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

SMC23.66.160 Signs

Pioneer Square Preservation District Rules

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

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.

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.
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)

Secretary of Interior Standards for Rehabilitation 10

MM/SC/AA/CO 5:0:1 Motion carried. Mr. Donckers abstained.

081518.22 Northcoast Building (Court in the Square)

Momentum Worldwide/AMEX
165 S Jackson St

Installation of signage
Installation of rope and stanchions

ARC report: Mr. Kralios reported that ARC reviewed the drawing and renderings provided which included alternatives. The applicant will move forward with the window signage as recommended by ARC. ARC discussed that the awning color was bright and although they understood that it was the corporate colors that they would look to what was compatible with the building and the District as a whole. ARC thought the stanchions were compatible and allowed pedestrian movement. ARC recommended approval of the signs and stanchions and withheld recommendation on the awning color pending Board discussion.

Ms. Nashem said that no color sample was provided; the applicant said the printed color sample is accurate. She said the printed color will have to be matched if it is approved.

Garrett Quaiver proposed canopy change for the length of the lease and then return to existing awning.

Ms. O'Donnell asked if color will be on both sides – woven color is preferred.

Mr. Alsobrook said shiny high gloss vinyl is not allowed, finish must be matte; subdued color preferred.

Mr. Kralios said there is no change to the awning support, it is fabric change only.

Mr. Quaiver said they will paint the door and there will be lettering on door; space will be only for Seahawks events. He said as the landlord is open to bringing in artists to activate the space between events. Responding to questions he said no permit is required for the stanchions.

Mr. Kralios said District Rules cover sidewalk cafés and railings; they must not be taller than 42" and they must be brought in each night.

Public Comment:

Karen True, Alliance for Pioneer Square, said the colors are not compatible in the neighborhood.

Mr. Quaiver thought the colors used by E-bike is close to the blue they are using. He said it is temporary and will revert back after season / lease.

Mr. Donckers thought that the blue in the application was brighter than the blue on the Ebike awning.

There was discussion about proposed colors in such a small space and that the same color be used for awning and door. The darker blue in the application is preferred.

Mr. Kralios went over District Rules and said the frame will remain and just the fabric will be changed out; he said the text is allowed and size meets the District Rules. He said decals allow transparency; American Express logo and days of operation are OK. He said the College Navy color is preferred.

Action: I move to recommend granting a Certificate of Approval for Installation of signage including recovering the awning in College Navy blue with top and underside coated with color and installation of rope and stanchions on the sidewalk, all as presented.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the August 15, 2018

public meeting and forward this written recommendation to the Department of Neighborhoods Director.

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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.

5. Information displayed on the valance of awnings, canopies or marquees shall be limited to identification of the name or address of the building or of an establishment located in the building.

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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)

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.

Secretary of Interior Standards for Rehabilitation 10

MM/SC/BD/CO 6:0:0 Motion carried.

081518.3 PRELIMINARY DESIGN BRIEFINGS

081518.31 60 Yesler Way Briefing regarding new construction

Briefing packet in DON file. Following are board and public questions and comments.

Mr. Kralios asked the rationale for the taller penthouse mechanical screen.

Case Creal said the units will be taller than 8'; they need adequate screening of 13'.

Mr. Kralios asked for image showing the design without the proposed screening so the board can evaluate the impacts with and without. He asked why they are proposing a louver at vault wall with a three-hour rating if they don't need to.

Mr. Creal said there are a series of blank walls with different treatments; it is more reductive with use of same materials.

Mr. Alsobrook said that the District has its own requirements for street level uses.

Ian Morrison, McCullough Hill Leary, said that they need to show the conversation to SDCI and that they agree that Pioneer Square Standards apply.

Mr. Alsobrook said the square footage at street level is in conflict with SMC 23.66.130.

Mr. Creal said total use includes back of house. He said the block front requirement is only for Yesler.

Ms. Nashem cited SMC 23.66.130 C. She noted the building occupies the whole block and allowance considers linear feet of all buildings on block.

Departures

- Waiver to allow lodging use along Yesler Way
 - More information needed; clear calculations and % difference so board can understand request
- Waiver to allow lodging use more than 3,000 at street level
 - More information needed; clear calculations and % difference so board can understand request
- Waiver to allow rooftop features closer than 30' from street
 - Need to see impact with and without screening
 - Need to see screening material
 - See roof plan with dimensions of all equipment from street
 - Need to see diagram and dimensional roof plan
- Waiver to allow screened rooftop coverage to be 4,497 square feet
 - Show equipment area and % and calculations
- Waiver to full lot line buildout
 - Mr. Kralios supported. Allows fenestration on façade that would not be allowed at property line.
- Waiver to allow elimination of loading berth requirement
 - Mr. Kralios – have approved departure before; OK if promote healthier pedestrian environment. Current design on Western – louvers are a killer to pedestrian realm; environment feels utilitarian; encourage to only put louvers where needed.
 - Ms. O'Donnell – show pedestrian experience
 - Mr. Donckers – noted 20" gap between this building and the one to the north; he noted entrance to 619 Western is on Western.
 - Mr. Kralios – continue horizontal at transom, reinforce the bays; carry exhaust vertically through building; tie loading berth waiver to this.
- Waiver from requirement to provide moorage
 - Waiver supported being there is no water at this location.
- Waiver from 50% preferred uses
 - Mr. Kralios – explore corner entry on both sides; entrance on Western could activate and corner entrance could help define corner. Is there flexibility in location of street trees?
 - Mr. Alsobrook – look at whole façade, corner entry/entry off Western is good; loading, pedestrian experience, and articulation of façade and how impact by proximity of trees.

- Waiver from bicycle parking
 - Mr. Kralios –want to see impact to space if applicant provides 11 bike spaces on the property, consider setback area off Alaska.
 - Mr. Alsobrook – want to see bike parking fleshed out.

Cornice

Mr. Kralios said the recessed band is appropriate and ties into the horizontal elements. Mr. O’Donnell concurred.

Mr. Kralios said it is important to see the art wall soon since it is an integral part of the design.

Mr. Donckers agreed and encouraged the design team to do community outreach and to set a strong precedent for talking with the community. He noted organizations to reach out to including 4Culture, and the City’s Arts and Culture department.

Mr. Kralios said the board will want to review windows and materials. He appreciated how the ground floor storefront is working on Yesler and the set back on Alaskan. He encouraged an active pedestrian environment on Western.

Public Comment:

Eugenia Woo, Historic Seattle, said they own the Cadillac and Mutual Life buildings. She suggested they reach out more to the community. She said this is an important site. She said to reach out to 619 Western during the process because there will be impacts to that building. She said 619 and Polson buildings each have three facades. She said it is a great site and how they treat utilitarian areas is important. The Cadillac has a corner entry. She noted the importance of pedestrian activation and said there are lots of good opportunities with new design. She said she would be happy to meet with the design team. She said to look at fenestration patterns.

081518.32 **Grand Central, City Loan and Buttnick Buildings**
 (Squire Latimer, Gottstein, Brunswick-Balke-Collender)
 216, 206 and 202 1st Ave S

Tabled.

081518.3 **BOARD BUSINESS**

081518.5 **REPORT OF THE CHAIR:** Dean Kralios, Chair

081518.6 **STAFF REPORT:** Genna Nashem

Genna Nashem
 Pioneer Square Preservation Board Coordinator 206.684.0227