



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 19/16

**MINUTES** for Wednesday, January 6, 2016

### **Board Members**

Mark Astor  
Ann Brown  
Ryan Hester, Chair  
Dean Kralios, Vice Chair  
Kyle Kiser  
Tija Petrovich

### **Staff**

Genna Nashem  
Melinda Bloom

### **Absent**

Willie Parish

Chair Ryan Hester called the meeting to order at 9:00 a.m.

### **010616.1 APPROVAL OF MINUTES:**

November 4, 2015

MM/SC/DK/TP 4:0:1 Minutes approved. Mr. Hester abstained.

*Mr. Astor arrived at 9:02 am.*

November 18, 2015

MM/SC/TP/AB 5:0:1 Minutes approved. Mr. Astor abstained.

December 2, 2015

MM/SC/DK/TP 5:0:1 Minutes approved. Mr. Astor abstained.

### **010616.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL**

#### **010616.21 Cadillac Hotel Building**

Klondike Gold Rush NHP - Seattle Unit  
319 Occidental Ave S

## Installation of window clings

ARC Report: Mr. Kralios reported that ARC reviewed the proposed clings which are similar to clings approved in the past and agreed that being the intent was to protect the exhibits from UV and that clings have a design related to the exhibit they provide pedestrian interest and that clings are somewhat transparent and other windows do maintain transparency and because of the unique need of this particular tenant the ARC recommended approval.

### Applicant Comment:

Applicant explained the plan to rotate the interior displays and noted the clings protect the sensitive materials as well as add to the interpretive experience. Clings will be interior mounted and will be up until June.

Public Comment: There was no public comment.

### Board Discussion:

Mr. Hester went over District Rules.

Mr. Kralios noted the exception to the Rules and the extenuating circumstances in this instance. He said it is consistent with the earlier approval.

Mr. Hester said that it connects pedestrians to what is going on inside the space and protects the exhibits as well.

Ms. Petrovich said she appreciated the choice.

Mr. Astor agreed and said it allows practical functional use of space that doesn't detract nor is it intrusive.

Action: I move to recommend granting a Certificate of Approval for installation of protective window clings

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 6, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

### Code Citations:

District Rules XX Rules for Transparency, Signs, Awnings and Canopies

- A Transparency Regulations
- B. General Signage Regulations

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)

MM/SC/TP/AB 6:0:0 Motion carried.

**010616.22**

**Wayfinding Signs**

4<sup>th</sup> Ave at Jackson St, Washington and Main St

Installation of a wayfinding signs

ARC Report: Mr. Kralios reported that ARC reviewed the plans provided. He said the applicant had added a site plan drawing that showed all signs on one site plan and also that he added two additional signs to the application that had also been installed in the District. Mr. Dong said they would be willing to paint the base and to use the color code on the sign blades of the previously approved wayfinding signage. ARC said he should update his application to reflect that change in the proposal. When asked about the potential of covering the base, the applicant said that the cover was for the old system and not this system. ARC members said they thought that consistency was important. Mr. Dong said he wanted to get the Board vote on the application and then if the wayfinding signs were denied, they would either propose an alternative or they would remove the wayfinding signs. ARC did not make a recommendation.

Staff Report: The signs in this proposal had been installed without approval. At the ARC on October 28<sup>th</sup>, the members expressed concern that the wayfinding proposed for these new locations was not consistent with the way finding signage installed elsewhere. These signs did not follow the color code of the original proposed system and used a standard utilitarian sign pole and base compared to the ornamental poles and covered base originally approved. They felt this design was not consistent with the quality and character of the District. ARC noted that they had previously given this same feedback during a review of this design in other locations within Pioneer Square. On June 4, 2014 the Board had expressed concern that the off the shelf components and the materials were not in keeping with the character of the district. It was noted that what was proposed detracts from the historic buildings, light poles and other elements. The June 4, 2014 application was tabled and the wayfinding was not installed. The existing approved wayfinding signs were originally approved on Dec 19, 2007, and while the design had been determined without any Board input, the Board ultimately approved that proposal in order to be consistent with the rest of the city. At the time the proposal was presented as a kit of parts, and therefore as a low maintenance system.

Applicant Comment:

Jonathan Dong, SDOT, and Matt Velot presented and explained that signs were accidentally installed in four locations and apologized.

Mr. Dong identified four locations being requested: 1) southwest corner of Washington and 4<sup>th</sup>; 2) north end of Main and 4<sup>th</sup>; 3) south end Jackson and 4<sup>th</sup>; and 4) corner of Jackson and 5<sup>th</sup>.

Mr. Velot said the base color could match the post color; they could continue to use the existing color codes for blades; but the former round post cannot be used because of attachment and failure of weld at the blade signs. He said they couldn't cover the attachment because that made it too difficult to repair. The applicants said that the signs were breaking and so they needed a different sign.

Mr. Kralios said that there is a wayfinding sign in front of his building that is in good condition and asked for more information about how they are breaking.

Mr. Velot and Mr. Dong said they didn't know.

Ms. Brown said that she remembered that the round post was previously selected because it was less likely to fail.

Mr. Velot said that the metallic post is like other street signs. He said the square post is cut out only where bolts will be. It is bolted into mounting bracket at base and uses a standard base for signs mounted on concrete. This is an easier maintenance process.

Mr. Kralios asked how the existing signs are removed that makes it so difficult.

Mr. Velot and Mr. Dong said they didn't know.

Mr. Kralios said he had assumed that the cover of the attachment on the previous way finding signs was just a sleeve that they would lift and unscrew the bolts the same as this proposed one.

Mr. Velot and Mr. Dong said that had never removed one.

Mr. Astor noted the cheap appearance and said that attractive design was sacrificed for easy replacement. He said it is not a permanent look and doesn't fit in the district nor does it have the look of a finished product that should be on the street.

Mr. Kralios asked how easy it is to knock out the cut outs and if the Tspar pole could end up with several punch out holes?

Mr. Velot said he didn't know as he has never removed any of the punched holes.

Ms. Petrovich wondered if once punched out if the pole could be repaired and noted a cut off sign at Occidental Mall streetcar stop where the 2' pipe is still sticking up.

Public Comment:

Carl Leighty, Alliance for Pioneer Square asked about the color scheme and why installation at only four locations.

Mr. Velot said it is part of a larger system and those are the ones within the jurisdiction of this board.

Mr. Dong said that the signs are public transportation ridership driven and are placed at busy stops.

Mr. Leighty said while he supports neighborhood wayfinding what is proposed seems insufficient within Pioneer Square. He said he would like a broader plan and noted that consistency is important. He said that this is the largest transit hub in the city.

Board Discussion:

Mr. Hester went over District Rules.

Mr. Astor said he was disappointed in the quality of the materials and said it is a detraction for the neighborhood. He noted the quick punch telespar post. He said what is proposed is not in keeping with the quality in the district. He said the materials are sub-par and noted the round posts looked better. He said they are sacrificing all other design elements for easy maintenance.

Mr. Kralios agreed with Mr. Astor and said that the other signpost was superior. He said that ease of maintenance doesn't trump quality in the public realm. He said that what is proposed doesn't comply with SMC 23.66.160 Signs. It is not compatible with the "quality of other signs."

Mr. Hester agreed and said if this was requested by building owners it would not be allowed and SDOT is held to the same standards. He said maintaining compatibility throughout the district is critical. He said he was not convinced by the maintenance argument – no detail was provided.

Mr. Kralios said regarding the failure rate issue they should look at fabrication and improve that to make it sturdier.

Ms. Brown agreed with her colleagues.

Ms. Petrovich said the sign materials detracts from the pedestrian environment and cheapens it.

Mr. Kiser said the previous designed pole was approved because of overall consistency with the Citywide wayfinding system. Changing the design adds another new piece. He said he was concerned that none of the major projects; street car, 3<sup>rd</sup> Ave transit corridor are coordinated. He said this sign design doesn't fit in Pioneer Square.

Mr. Kralios said there should be a districtwide approach instead of each segmented group.

Mr. Hester said it is a patchwork.

Action: I move to recommend denial of a Certificate of Approval for installation, after the fact, of wayfinding signs as presented because the quality and character of the proposed signs materials are not in keeping with the quality and character of the district. What is proposed detracts from the historic buildings, light poles and other elements of the pedestrian environment.

The Board directs staff to prepare a written recommendation of denial based on considering the application submittal and Board discussion at the January 6, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC23.66.160 signs

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](#))

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;

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

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)

MM/SC/MA/DK            6:0:0    Motion carried.

### **010616.23        80 S Main Street**

Installation of lighting and building signage and art piece as conditioned in the Final COA (PSB15414)

ARC Report: Mr. Kralios reported that ARC reviewed the proposed lighting and signage. Mr. Clark, Clark Design presenting for David Sachs said all the light fixtures will be black. ARC asked him to clarify if the lighting on Main will be the up down version or just down version. ARC thought the lighting was appropriate and compatible with the building. Staff suggested that they bring a copy of the east facade to discuss if there is any interior building light that spills to the alley incase other board members have a concern about the amount of lighting in the alley. ARC thought the art sign and the A board complied with District Rules and Code for signage. ARC requested that they show more specifically how the art sign is installed. Mr. Clark suggested stainless screws. ARC thought stainless screws would blend with the silver in the sign. ARC recommended approval.

Applicant Comment:

David Sachs explained that the signage will be attached with a concealed cleat for the cleanest installation. He said the sign is durable and has a graffiti coat applied. He said

that light fixtures will provide up and down lighting; fixtures will be black to match mullion and vinyl windows and storefronts. He said the alley fixture is semi-gloss black.

Ms. Brown said she likes that the alley entrance is being lighted.

Public Comment:

Carl Leighty noted support for the alley lighting.

Board Discussion:

Mr. Hester went over District Rules.

Mr. Kiser asked about the main color.

Mr. Sachs indicated it is the same color as on the plan. Responding to clarifying questions he explained that the light fixture A-9 will be mounted to the back of the canopy; it will be well lit. He said that conduit will be hidden in soffit.

Mr. Kralios said he likes the light focused on the pedestrian realm. He said the façade is well illuminated and lighting architectural features is good. He said alley lighting is good.

Mr. Hester said he appreciates finishing touches and noted the lighting is good.

Action: I move to recommend granting a Certificate of Approval for Installation of lighting and building signage and art piece as conditioned in the Final COA (PSB15414) as proposed. The A Board is to be placed next to the building or next to the curb in line with other street elements such as the light pole.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 6, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

Pioneer Square Preservation District Rules

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99)

Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

XIX. ALLEYS

B. Alley Lighting. Wall mounted fixtures shall be installed at appropriate heights on alley building facades to improve public safety and encourage positive activity and uses in alleys. (7/03) The Board may require a project to include alley lighting in the redevelopment.

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)

SMC23.66.160 Signs

C. Specific Signage Regulations

1. Letter size

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;
- g. The compatibility of the colors and graphics of the proposed sign with the character of the District.

Secretary of Interior's Standards 9

MM/SC/MA/TP            6:0:0    Motion carried.

**010616.24**

**Sellers Building**

411 1<sup>st</sup> Ave S – Merrill Place

Installation of louver in storefront

ARC Report: Mr. Kralios reported that ARC reviewed the plans proposed. The applicants demonstrated why the louver cannot be routed to the back – the building core and can't be within 10 feet of the intake louvers. ARC discussed that the proposed louvers are consistent with louvers installed in another storefront. ARC discussed if the louvers should be painted to match the windows trim or be black. It was noted that most of the locations where they are painted to match the trim such as the other storefront on the building, the storefront was a dark color. It was suggested that the applicant provide a rendering with it left black and one with it painted to match the Salmon colored trim. Pending discussion of what color made the louvers blend in with the building more during the full Board meeting, the ARC recommended approval. The applicant noted that they would remove, salvage and store the mullion removed from the transom.

Applicant Comment:

Justin Dickens explained the need for ventilation for the deli and said what is proposed will balance better. He said that they propose to install a variable speed exhaust fan for general exhaust. He said they examined placement options to south, north and west and explained why those options were not workable. He said placement on the front similar to adjacent Intermezzo was the only option. He said they will replicate what is at

Intermezzo; louver will be black. He said the center mullion between the two windows will be removed and saved.

Public Comment: There was no public comment.

Board Discussion:

Mr. Hester went over District Rules.

Mr. Kralios said they did a good job of demonstrating why the exhaust has to be on the main façade which is not preferred. He said there is already precedent and it is reversible. He said he preferred the color match the frame.

Mr. Astor said the black blends in better and helps it disappear. He said that the transom is original while the lower portion of the window is not. He said that the business needs the exhaust in order to function and they demonstrated there is no alternative.

Mr. Hester said the vertical mullion will be removed and stored. He said there is precedent elsewhere on the building.

Mr. Kralios said the color is subjective and would leave that to the applicant.

Ms. Brown and Mr. Astor agreed.

Action: I move to recommend granting a Certificate of Approval for installation of louver in storefront

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 6, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

VIII. MECHANICAL SYSTEMS

The preferred location for mechanical systems is in the building interior. In cases where locating systems in the interior is not possible, exterior mechanical systems equipment, including but not limited to air conditioning units, compressors, boilers, generators, ductwork, louvers, wiring and pipes, shall be installed on non-primary building facades and/or roof tops. Mechanical equipment shall be installed in such a manner that character-defining features of the building are not radically changed, damaged, obscured, or destroyed. Screening and/or painting of equipment may be required to diminish negative visual impacts. (7/99)

Secretary of Interior's Standards 10

MM/SC/MA/DK 5:0:1 Motion carried. Ms. Petrovich recused herself.

**010616.25 Corgiat Building (Pacific Commercial)**

Flatstick Pub  
240 2<sup>nd</sup> Ave S

Installation of Signage

ARC Report: Mr. Kralios reported that the applicant explained to ARC that the business owner was undecided about the signage at the storefront location but wanted to move forward with the neon blade sign to the basement location. He noted that the intention is not for the signage to be corner mounted as the rendering shows because of trucks using the alley but to be installed perpendicular as shown in the section drawing. The applicant noted several holes in the wall from previous sign and the thin grout lines. He said that they would try to cover as many holes as they could and re-use holes when they could. The applicant also noted that the background of the sign is actual turf and not a photo of turf. Although the two members did not object to the use of turf, because it is unique, they suggested bringing an alternative background in case there were other who did not think it was compatible. They also suggested more photos of the businesses other sign. They also asked for them to show the route of the conduit for the sign and the color of the bracket. Otherwise the ARC thought the sign complied with other guidelines and code and recommended approval.

Applicant Comment:

Shane Staley explained that the southeast corner of the building provides the only direct access to the space. He said the proposed blade sign will point directly south and will be over the sidewalk and not into the alley. He said it will be lit – lights will be static; material will be red and green turf. He said the turf is an exterior rated material and will provide a link between signage and interior. He said the bracket will be 6" x 6" or 8" x 8" to align fastener with the grout line. He said they will try to re-use existing holes.

Mr. Hester said using an oversized bracket is discouraged.

Mr. Staley said that the conduit routing will go through wall behind sign and won't be visible.

Public Comment: There was no public comment.

Board Discussion:

Mr. Hester went over District Rules.

Ms. Brown said the turf is wonderful and appropriate to the business.

Mr. Hester noted the quality and attention to detail. He said that Astroturf is unusual but is unique to this sign and specifically appropriate to this business.

Mr. Kralios said this wouldn't necessarily be approved elsewhere but is specific to this mini-golf business.

Mr. Astor said it is tastefully done and noted that colors are limited to Code requirements.

Mr. Kralios said it is consistent with District Rules and it is good to reuse the existing holes.

Ms. Petrovich said the sign shape is as unique as is the business.

Action: I move to recommend granting a Certificate of Approval for installation of a neon blade sign

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the January 6, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

Pioneer Square Preservation District Rules

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

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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)

Blade signs incorporating neon of any kind shall not be permitted unless all of the following conditions are met: a) the neon blade sign is sought as part of a reduced overall sign package or plan for the business; b) neon blade signs shall be limited to six (6) square feet in dimension with letters not to exceed eight (8) inches in height; c) the sign meets the requirements of Neon Signs - Paragraph 3 for the number and type of colors of neon; d) the sign meets the requirements of Signs - Paragraph 5 (above) for installation of a blade sign; e) electrical connection from exterior walls to the blade sign shall be made using rigid, paintable electrical tubing painted to match the building facade and all bends shall closely follow the support structure; f) all signage supports shall be fastened to the exterior wall by the use of metal anchors at existing grout joints only; and g) the sign taken as a whole is consistent with the scale and character of the building, 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 regulations. (5/96)

#### 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)

MM/SC/KK/TP            6:0:0    Motion carried.

**010616.4            BOARD BUSINESS**

Ms. Nashem reported that the Hearing Examiner threw out the appeal for 450 Alaskan; 316 is scheduled for later this month.

**010616.5            REPORT OF THE CHAIR: Ryan Hester, Chair**

**010616.6            STAFF REPORT: Genna Nashem**

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
206.684.0227