



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 115/18

**MINUTES** for Wednesday, May 2, 2018

**Board Members**

Adam Alsobrook  
Lynda Collie  
Kianoush Curran  
Brendan Donckers  
Dean Kralios, Chair  
Carol O'Donnell, Vice Chair

**Staff**

Genna Nashem  
Melinda Bloom

**Absent**

Alex Rolluda

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

**050218.1      APPROVAL OF MINUTES:**  
Feb 21, 2018  
MM/SC/AA/CO                      4:0:0    Minutes approved.

*Ms. Curran arrived at 9:01 am.*

March 7, 2018  
MM/SC/CO/AA                      5:0:0    Minutes approved.

*Mr. Donckers arrived at 9:10*

**050218.2      APPLICATIONS FOR CERTIFICATES OF APPROVAL**

**050218.21      Washington Shoe Building**  
The Ninety  
406 and 408 Occidental Ave S

Recover the awning and installation of signage

ARC Report: ARC reviewed the drawings and samples provided. ARC found that the existing awning is being recovered in-kind with black canvas. The letter size on the awning is compliant with regulation and consistent with other awnings on the building. ARC thought that the green trim on the windows was distracting and was different than the other signage on the building and the District. ARC suggested revising the application to a border at the bottom or even a border that included the “the Ninety” that is consistent with the other storefronts on the building. The applicant agreed.

Applicant Comment:

Dalia Bader explained they dropped the proposed green trim on windows per ARC suggestion. She said they will recover the awning with “the Ninety” in white lettering.

Mr. Kralios noted the rendering in the packet and said the letter height is consistent with the District Rules and other awnings.

Public Comment: There was no public comment.

Board Deliberation:

Mr. Kralios went over District Rules and said it is in compliance.

Ms. O’Donnell said the other awnings on the street are black as well.

Board members were supportive of the application.

Action: I move to recommend granting a Certificate of Approval for recovering the awning in-kind, applying lettering to the awning

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the May 2, 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

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.
2. Wall signs painted on or affixed to a building shall not exceed ten percent of the total area of the façade or 240 square feet, whichever is less. Area of original building finish visible within the exterior dimensions of the sign (e.g., unpainted brick) shall not be considered when computing the sign's area.
3. Signs not attached to structures shall be compatible with adjacent structures and with the District generally.
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.
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.
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.

## PIONEER SQUARE PRESERVATION DISTRICT RULES

### XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

#### 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.

#### 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)

MM/SC/CO/KC

5:0:0 Motion carried.

050218.22

**Squire Building**

On the Field – wall sign  
901 B Occidental Ave S

Installation of new sign copy for the south façade wall sign

ARC Report: ARC reviewed the drawings provided. ARC thought that the attachment method was the same, that the layout and color was similar to others approved and the sign no longer included “.com” or “.tv” messages. They thought that although it was not clear if the service or phone was being advertised that the sign showed a phone and the applicant said there were phones for sale, that the sign could be considered on premise selling the phone.

Staff Report: During the ARC meeting the applicant said that they had emailed me the service contract with T-Mobile. I clarified that they had sent me two things. One was an application to sign up for T-Mobile service. By the definition of on-premise this would fall into the exception “access by phone, computer or any other device to allow a person to obtain an item or good that is not directly sold or produced, or a service rendered” that does not qualify as on-premise. They also sent a copy of an agreement between Total Outdoor and On the Field that Total Outdoor will pay On the Field to let them manage the sign for them. They have refused to provide any supporting documentation that On the Field is authorized to sell the service for T Mobile. However, the applicant has made clear that they stock and can sell T Mobile phones on site.

In the past, the Board has always inquired about whether the product advertised was for sale on the premises. The motions and COA have usually included a disclaimer that the Board has not made a determination that the sign qualifies as an on-premise sign. That disclaimer was included because the Board was basing its approval on the information provided by the applicant and had not done an inspection to verify any business transacted, principal services rendered, goods sold or produced at On the Field consistent with the sign copy. The disclaimers did not mean that the applicant did not have to comply with the on-premise requirement.

Mr. Kralios noted the existing and proposed signs and a rendering of what the new will look like on the building.

Public Comment: There was no public comment.

Board Deliberation:

Mr. Kralios said there is no change to method of installation, the same frame will be used. He said there is no impact to historic materials and the installation is temporary.

Action: I move to recommend granting a Certificate of Approval for installation of the new sign copy as proposed. This consideration was based on the information provided by the applicant in the application which is signed by the applicant that On

the Field will stock and sell the product advertised on the sign, cellular telephones from T-Mobile, for the duration that the sign is posted.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the May 2, 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

1. On-premises signs that comply with the provisions of this [Section 23.66.160](#) are allowed.

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"Sign, on-premises" means a sign or sign device used solely by a business establishment on the lot where the sign is located that displays either: (1) commercial messages that are strictly applicable only to a use of the premises on which it is located, including signs or sign devices indicating the business transacted, principal services rendered, goods sold or produced on the premises, name of the business, and name of the person, firm or corporation occupying the premises; or (2) noncommercial messages. For the purposes of this definition, "business transacted, principal services rendered, goods sold or produced on the premises" does not include: (a) the sale or donation of a gift card, gift certificate, coupon or other document that can be exchanged in part or whole for an item or good that is not directly sold or produced or a service rendered where the gift card, gift certificate, coupon or other document is sold or donated; or (b) access by phone, computer or any other device to allow a person to obtain an item or good that is not directly sold or produced or a service rendered where the access by phone, computer or other device is offered. This definition does not include signs located within a structure except those signs oriented so as to be visible through a window.

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**Secretary of Interior's Standards for Rehabilitation 10**

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

**050218.3            PRELIMINARY DESIGN BRIEFINGS**

**050218.31            60 Yesler**

Briefing regarding new construction on a vacant lot (parking lot)

Case Creal presented via PowerPoint (full report in DON file). Following are board member and public questions and comments.

Mr Creal said they brought the corner to the ground but they are trying not to do bulkheads below the storefronts.

Mr. Kralios asked where the entrance will be.

Mr. Creal said it is on the corner, inset with required vestibule. He said they would like it to glow red.

Ms. Nashem asked about guest check in.

Mr. Creal said that it will self-check-in at a counter with retail. Staff will be on hand for welcoming. He said art will be incorporated into the interior and will help to draw people in. He said they propose art on the anchor bay as well.

Mr. Donckers asked about initial application that had reduction in building height on the west.

Mr. Creal said what they are proposing now is better for the consistent read of street faces.

Public Comment:

Ilze Jones said the west side is an incredible resource visually because of the steam stack and scale. She said that Yesler is fragmented and this will help to unify it. She said there are community concerns about how to extend street trees from Waterfront coming in to district. She said there is an opportunity here and noted that stately trees on the street will speak to the influence of the Waterfront and will complement the public space. She said trees will help the street as a whole.

Mr. Creal said they haven't spent much time on landscape yet.

Board Discussion:

Mr. Kralios said that overall, the project is progressing nicely. He said that District Rules state an exception is needed for more than 50% blockfront use; this would be 100% of block front.

Ms. Nashem said that another hotel in the district had the bar area designated as separate use; it reduced the size of exception for street level uses and made it a requirement as a specific use to ensure activation.

Mr. Kralios said in that case the board pushed for a separate entrance so that it felt like a separate use. He said the board looks at ground floor uses and activation. He said separate bar/restaurant, study/work areas, make it look like multiple uses. He said there are two issues: one is the overall area, and the other is use facing onto block front.

Mr. Creal said they will come back with ways to make separation obvious but without segregation. He said the separation will be with defined areas via furniture, art work; there will be visual connection but segregated uses.

Mr. Kralios said that it did not have to be physical separations but designated uses. Mr. Kralios said to look at what creates a vibrant pedestrian streetscape. He thought the overall proportion was compatible with the District and the buildings in the surrounding area and said they have established a good base. He said there is no strong top; it needs to be more significant. He said he likes the example that caps the building; it is a good architectural tool to reduce the perceived height of the building. He said to explore more in the upper part of the building and how to tie that into what is going on below. He said now it is pretty relentless all the way up. He said the placeholder for art is hard to approve without the proposal for art; he said that creating a recess is important. He questioned how to make the size of the blank wall or the size of the art compatible with adjacent buildings and are there ways to break it down; full height makes the building look tall.

Mr. Creal said they recognize the scale issue could be a challenge. He said the large recess implies they are going to fill it; they said they will look into local art. He asked if it is appropriate for full height art there. He said if the recess is not done, they could integrate art differently.

Ms. O'Donnell preferred the recess.



Mr. Kralios said it is a challenge to consider what it would look like, it looks like a placeholder until it isn't one.

Mr. Creal said the art piece takes longer; they have to find and engage the artist.

Mr. Donckers said he had no strong preference for recess/no recess without seeing what is proposed. He said this should and will be part of a larger sign package and they need to work through that. He said the overall proposal should be in line with the District Rules and neighborhood. They need to show that the art is not a sign. He said the art could be a huge amenity for the neighborhood and provide a voice for the history of Pioneer Square. He said to distinguish the ground space; there are creative ways to create spatial ways to differentiate space. He said the open style has been successful in other areas.

Ms. Nashem asked board members to discuss lack of bulk head and continuous awning versus awnings between bays.

Mr. Kralios said the street trees will impact the canopy decision; there is not enough information now.

Mr. Donckers said trees could be an opportunity to break up the design.

Mr. Kralios said there may be waterproofing issues without a bulkhead and is different than the character of the District.

Mr. Creal said they may add minimal curbing, depending on sidewalk width. He said there is not a lot of sidewalk width; if they did a curb, it would be minimal. He said they want an inside/outside feel; eliminating bulkheads allows for this.

Mr. Kralios said he wanted to see bulkhead options next presentations. He suggested they look at 200 Occidental as an example. He said that 2-D drawings, showing scale and transparency and how they are thinking about brick patterning.

Mr. Alsobrook encourage the design team to walk around neighborhood to see other cornices. He supported a cornice option that provides shadow line and depth. He echoed Mr. Donckers' comment about design of art and how it is integrated and how that drives design. He said the art will be publicly scrutinized. He said to think about is the art part of the building or applied to the building. He noted the grid shifts as significant part of the site and Pioneer Square. He said it is important that the artist be engaged as part of the design development. He said there is an opportunity to work with underrepresented artist and for underrepresented populations to be represented in the art. He said there is much history pre-contact.

Mr. Kralios said the art could make or break the project.

Mr. Alsobrook said to bring brick pilaster all the way down. He said the depth in Option 3, the transom windows are closer. He said the articulation of storefronts

varies around the district based on age. He said that 2-D analysis would be helpful for recesses. He said the depth seems nice but further study is needed.

Mr. Kralios said that Option 3 reads best.

Ms. O'Donnell agreed.

Mr. Kralios suggested an option showing the canopy wrapping the corner to break masonry.

**050218.4 BOARD BUSINESS**

**050218.5 REPORT OF THE CHAIR:** Dean Kralios, Chair

**050218.6 STAFF REPORT:** Genna Nashem

Genna Nashem  
Pioneer Square Preservation Board Coordinator  
206.684.0227