



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 41/16

MINUTES for Wednesday, February 3, 2016

Board Members

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

Staff

Genna Nashem
Melinda Bloom

Absent

Kyle Kiser
Willie Parish

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

020316.1 APPROVAL OF MINUTES:
December 16, 2016
MM/SC/DK/AB 5:0:0 Minutes approved.

020316.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL

020316.11 On the Field
Squire Building
901 Occidental Ave S

Installation of new sign copy of iPhone6S on the south façade

ARC Report: ARC reviewed the plans provided and thought that it was compatible. ARC recommended approval.

Staff Report: The recently signage was installed without approval. The applicant has been made aware of the violation and removed the sign. This is a legal non-conforming

sign which means that it was established in court that an on-premise sign can remain because it had been in use before the code prohibiting this size of sign was adopted but the size of the sign cannot change and the location of the sign cannot change. It is required to be an on-premise sign. I am asking the Board to not make a determination if they think the sign is an on-premise sign but to evaluate the sign based on the other criteria in our District Rules and the SMC23.66.160. The sign will still be required to comply with the on-premise sign permit through DPD and other city laws.

Applicant Comment:

Nick Brown said the attachment won't change, only the copy will. He provided the proof of new copy and said that no work was done to the wall between signs. He said the unapproved sign was removed. He said the iPhone 6 S will be sold on site.

Public Comment: There was no public comment.

Board Discussion:

Mr. Hester said that the protocol is to obtain approval before installation of a sign.

Action: I move to recommend granting a Certificate of Approval for installation of new sign copy of iPhone6S on the south façade. This consideration does not include any determination by the Board that the sign qualifies as an on-premise sign.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the February 3, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC23.66.160 signs

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

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)

MM/SC/DK/TP

5:0:0 Motion carried.

020316.12

Gridiron Sales Office

Nolo

510 Occidental Ave S

Installation of a blade sign

ARC Report: Mr. Kralios reported that ARC reviewed the plans and samples provided. ARC thought that the blade sign was consistent with other approved signs on the building in size and how it is mounted to the canopy. ARC also thought that the letter size and blade sign was compliant with the sizes noted in the District Rules and that the color was compatible with the building and with the District. ARC recommended approval.

Staff Report: There is another application for vinyl signage in the windows which remains incomplete.

Applicant Comment:

Jessie Culbert, Redfin explained the bracket for the new blade sign will be painted to match canopy color. She said they looked at existing blade signs in the district – Nolo, Cone & Steiner, Quality Athletics etc. She walked through the packet details.

Mr. Hester said that the 24" x 36" size complies with the District Rules.

Ms. Culbert said it will be externally lit with LED lights from the canopy down.

Ms. Brown said the A-boards have not been approved.

Ms. Culbert said she has an application in and is waiting for material samples.

Mr. Kiser arrived at 9:10 am.

Mr. Hester said this application is in compliance.

Action: I move to recommend granting a Certificate of Approval for installation of signage as proposed

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the February 3, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC23.66.160 signs

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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

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.

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)

MM/SC/TP/AB

5:0:1 Motion carried. Mr. Kiser abstained.

020316.13

Schwabacher Building

89 Yesler Way

Paint exterior vestibule

Install signage

ARC Report: ARC reviewed the plans and paint samples provided. ARC thought that two of the colors matched what was existing on the building and that all three colors were compatible with the building and the District. ARC thought the signage was compliant with transparency regulations and letter height. ARC asked for clarification of the color proposed. The applicant indicated that he would get a color sample.

Staff Report: The yellow and the green were previously approved and painted on the building.

Applicant Comment:

Mike Norman, Samis, explained the proposal to paint the wall, front door and add signage. He said there will be no impacts to right of way. He said that the yellow on the front door will match upper floor windows; the green will be same as on entry way and the off white / beige walls and ceiling will be the dominant color.

Public Comment: There was no public comment.

Board Discussion:

Mr. Hester went over District Rules. He said the colors are appropriate.

Ms. Brown said it is nice to see this refurbished.

Action: I move to recommend granting a Certificate of Approval for painting the exterior vestibule and install signage on the door as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the February 3, 2016 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

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

020316.3 BOARD BUSINESS

020316.4 REPORT OF THE CHAIR: Ryan Hester, Chair

020316.6 STAFF REPORT: Genna Nashem

Genna Nashem
Pioneer Square Preservation Board Coordinator
206.684.0227