



The City of Seattle

## Pioneer Square Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649

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PSB 275/23

### Staff REPORT

for Board meeting October 4, 2023

Board Members Please Note: The citations from the District Ordinance, Rules for the Pioneer Square Preservation District, and Secretary of the Interior's Standards listed below are for your consideration in addition to any other citations you find relevant in considering each application.

**110123.32**      **Avalara Hawk Tower**  
255 S King St

Applicant: Dustin Thorlakson

Proposed change to the building name sign to "Slalom Hawk Tower" on both the west and south façade with other aspects of the sign staying the same.

Staff report:

Both of these building name signs are exceptions to the rules and the sign on the south resulted from litigation mediation, therefore the Board needs to review and make a recommendation on the changes to the signs. Being the sign on the back of the building is unique in the District, I have provided a project history timeline in anticipation of how or why the sign was approved.

Project history

October 2015 Director following recommendation from the Board issued a Certificate of Approval for a building name sign "Hawk Tower" above the entry door on the west façade.

March 2017 Director following recommendation from the Board issued a Certificate of Approval of building name sign change to "Avalara Hawk Tower" above the entry door on the west façade.

August 2017 the Director, following recommendation from the Pioneer Square Board, issued a denial of a tenant sign in red/orange near the top of the building on the south façade.

May 2018 Hearing examiner upheld the decision to deny a Certificate of Approval for following a hearing in March 2018.

April 2019 Litigation mediation resulted in an agreement for a proposal for a building name sign on the west façade that reads "Avalara Hawk Tower" that matches the "Avalara Hawk Tower" building sign maximum 30-inch letters and located no higher than 65 feet instead of the previously denied tenant sign.

**Administered by The Historic Preservation Program  
The Seattle Department of Neighborhoods**

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In September 2019 following Board recommendation, Certificate of Approval for the building name sign “Avalara Hawk Tower” on the west façade was issued consistent with the mediation agreement.

In this proposal the word “Avalara” is be changed to “Slalom” the letter size material, color, lighting, and attachments and location would remain the same.

Draft Motion: I move to recommend granting a Certificate of Approval for: change the building name sign to “Slalom Hawk Tower on both the west and south façade.” “Avalara” will be changed to “Slalom.” The letter size, material, color, lighting, and attachments and location to remain the same on the new word as previously approved. The words “Hawk Tower” will remain as previously approved. 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 *November 1, 2023* 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.

## RULES FOR THE PIONEER SQUARE PRESERVATION DISTRICT

Secretary of Interior’s Standards

10. New additions and adjacent or related new construction will be taken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Issued:                   October 27, 2023

Genna Nashem  
Pioneer Square Preservation Board Coordinator