



The City of Seattle

Pioneer Square Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649
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PSB 232/22

MINUTES for Wednesday, September 21, 2022

Board Members

Kianoush Curran
Maureen Elenga
Sage Kim
Karl Mueller
Jose Lorenzo-Torres
Lindsay Pflugrath
Steven Sparks
Henry Watson
Lauren Kush

Absent

Staff

Genna Nashem
Melinda Bloom

Chair Kianoush Curran called the meeting to order at 9:00 a.m.

Roll Call

092122.1 PUBLIC COMMENT
There was no public comment.

092122.2 APPROVAL OF MINUTES:
July 6, 2022
MM/SC/ME/LP 4:0:4 Minutes approved. Ms. Kim, Messrs. Mueller,
Sparks, and Watson abstained.

092122.3 APPLICATIONS FOR CERTIFICATE OF APPROVAL

092122.31 Lumen Field and Event Center
800 Occidental Ave S

Installation of public stadium location identification sign

Zach Hensley proposed installation of an identification sign on the northwest corner of the site in what is a major pedestrian area. He said the sign is 6'4" tall, 45" wide and 5" deep. He provided aerial photo demonstrating the footprint of the sign, bollards, and planters and how a large truck would be able to navigate the corner. Addressing the board's comments about safety and security he said "no climb" signs would be placed at edge to prevent skateboard activity. He said mobile security are on foot and bikes and provided regular oversight of the area. He said on event days, uniformed police officers are positioned up and down Occidental. He said the placement allows for iconic view with hawk's nest and arches visible. He showed pedestrian flow impacts and said Occidental is closed during events which allows for plenty of room for pedestrian flow.

Mr. Hensley said security remains on site until all attendees have gone from events. He said no barricades are added for events / games. He noted access from the North Lot. He said the design intent was made with surrounding neighbor impacts in mind and he noted the sign is not back lit. He showed examples of how other stadiums have done identification signage including SoFi, Los Angeles, Dodgers and Milwaukee.

Ms. Curran appreciated the thoughtful presentation.

Staff report: Ms. Nashem reported this is a location identification sign for the stadium. While the location of this sign is within the district boundaries, the stadium itself was not in the district. Freestanding location identification signs are allowable to identify areas such as parks - a ball field and associated parking is a form of a park. The code also says "Signs not attached to structures shall be compatible with adjacent structures and with the District generally." Free standing directional signs were previously approved to direct people to gates in areas of the stadium that are within the district consistent with sign regulations. There are very few parks in the District, so this request will be a unique circumstance in the district and should not set a precedent for other business signs.

Because the stadium is called Lumen Field, and as long as the sign includes the full name of the stadium "Lumen Field," and not just "Lumen" it is a sign for the stadium not the business. The sign proposed is on the Stadium property and not within the public right of way. When considering the compatibility with the adjacent structures and with the District generally, the Board might consider the building name sign and identification signs on the buildings adjacent. For example, signs approved on the two buildings adjacent to this proposed sign were allowed larger than the normal 10" letters because the signs were thought to be compatible with the size of the building consistent with wall signs regulations:

Stadium Place – "Stadium" 18 inches, overall height 2 feet 2 inches,

Nolo – "l" is 3 feet, overall height 3 feet,

Wave is overall is 3 feet,

Avalara Hawk Tower is 3 feet 6 inches.

Ms. Pflugrath appreciated the additional information provided. She said she didn't see this as identification or directional signage. She noted that other stadium signs were

large enough unlike this one that is small and doesn't do what they do. She expressed concern with placement and questioned what it would accomplish.

Mr. Hensley said other options were explored and they thought about design after the glove was mentioned. He said the sign follows the architectural arches of the stadium. He said they looked at the backdrop and height. He said if a larger size were considered it could be ingress and egress concerns.

Ms. Curran noted the design is trying to toe the line between providing identification and not overwhelming the area. She appreciated the clear intent. She said the sign falls within the realm of compliance with District Rules as it reads "Lumen Field" and not just "Lumen". She said there are similar sized signs in district. She said there is no impediment to pedestrian access and is on stadium property.

Ms. Elenga said there is no back lighting and that she concurred with Ms. Curran about compliance with the District Rules. She said she understands the design intent but said people will still climb on it which is a security concern that management will have to deal with.

Mr. Hensley said they wanted the hawk's nest in there as a pedestrian level opportunity.

Mr. Sparks asked what happens in ten years when the stadium name changes, this is the second name already.

Mr. Hensley said there is a 12-year partnership with Lumen. If that changes, they would come back with a new design.

Mr. Mueller said the sign is on stadium property and clarified that they would have the liability.

Mr. Hensley said yes.

Mr. Hensley said if numerous violations of the sign occur they would come back to look at mitigation.

Shawn Bowen said the sign has been reviewed by engineers and it would be manufactured to withstand climbing even by more than one person.

Ms. Curran appreciated the inclusion of signage provided at other stadiums.

Action: I move to recommend granting a Certificate of Approval for: Installation of public stadium location identification sign as proposed

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 21, 2022* 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.
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);
- 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:
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

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

8. Wall Signs. The Board recommends that wall signs be painted on a wood or metal backing and attached in such a manner that the building surface is not damaged. Colors and graphics of wall signs shall be compatible with the character of the District, and letter sizes shall be appropriately scaled to fit the overall design and dimensions of the sign. (7/99, 7/03)

MM/SC/ME/KM 6:1:0 Motion carried. Ms. Pflugrath opposed.

092122.32

Furuya Corgiat Building

Flatstick

240 2nd Ave (storefront at 102 S Main Street)

Removal of unapproved alterations to the storefront, and unapproved signage. Install new glazing, louvers and a counter in the window and new paint.

Henry Walters, Atelier Drome provided context of the site and business and explained the proposal to combine two spaces into. He said the vinyl banner, window film and white vinyl slider window would be removed, and window restored to what it was. He went over existing conditions drawing and showed details of what is proposed. He said the slider would be replaced to match the storefront and two louvers would be added in upper glazing for makeup air for hood. He said a counter height cabinet, attached to floor only would eventually be covered by sign band similar in quality to that at Good Bar. The louver will be powdercoated to match paint. The dutch door at the vestibule will be repaired as necessary and painted to match storefront so all it unified.

Molly O'Donnell said she will refresh the paint of the façade.

Staff report: Ms. Nashem explained that Flatstick is an existing business in the basement of the building and is taking over operation of two street level restaurant spaces. The use will remain restaurant. The project includes removing a serving window that was installed by a previous tenant without approval including and repairing the window and removing signage that was installed without approval. The new work includes paint, new louvers and installation of a counter in the window. They are considering signage at the bottom of the window but that will be a separate application. While it is preferred that venting is to the roof or a non-primary façade, a common solution to existing buildings when it is not possible to vent to the roof, has been to install louvers in transom windows fitting within the existing transom frame so the glazing could be restored if the louvers were no longer needed.

Responding to board questions Mr. Walters explained the window slider will go away and the window will revert to one sheet of glass to match adjacent window.

Mr. Lorenzo-Torres asked if the louvers are both the same size.

Mr. Walters said they are, the rendering has an error.

Mr. Lorenzo-Torres asked if the vestibule would be painted to match even though it is a separate building.

Ms. O'Donnell said Flatstick wants to unify the spaces.

Mr. Lorenzo-Torres asked if they had explored a way to unify the business that respects two separate buildings are affected.

Mr. Walters said perhaps they could compromise and just paint the door to respect the color palette of the other building.

Ms. Elenga said it was a good idea.

Ms. Kim asked for clarification of scope.

Mr. Walters said painting existing duct work in the other building entry is not proposed. He proposed to draw a line at the soffit with building color above and just match the storefront to the business.

Ms. Pflugrath suggested considering window treatment to obscure ducting.

Ms. Curran suggested bringing that back for board consideration with signage package.

Ms. Elenga concurred.

Action: I move to recommend granting a Certificate of Approval for: Removal of unapproved alterations to the storefront, and unapproved signage. Install new glazing, louvers and a counter in the window and new paint as discussed – draw a line at the soffit with building color above and just match storefront color to business.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 21, 2022* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

B. 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.

Pioneer Square Preservation District Rules

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

In addition to the Pioneer Square Preservation District Ordinance and Rules, The Secretary of the Interior's Standards for Rehabilitation with Guidelines for Rehabilitating Historic Buildings, and the complete series of Historic Buildings Preservation Briefs developed by the National Park Service shall serve as guidelines for proposed exterior alterations and treatments, rehabilitation projects, and new construction. (7/99)

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. (7/99) In considering rehabilitation projects, what is critical is the stabilization of significant historical detailing, respect for the original architectural style, and compatibility of scale and materials.

The following architectural elements are typical throughout the District and will be used by the Board in the evaluation of requests for design approval:

- B. Design. Building design is generally typified by horizontal divisions which create distinctive base and cap levels. Facades may also be divided vertically by pilasters or wide piers which form repetitive window bays. Street facades are also distinguished by heavy terminal cornices and parapets, ornamental storefronts and entrance bays and repetitive window sizes and placement.

- D. Color. Building facades are primarily composed of varied tones of red brick masonry or gray sandstone. Unfinished brick, stone, or concrete masonry unit surfaces may not be painted. Painted color is typically applied to wooden window sash, sheet metal ornament and wooden or cast iron storefronts. Paint colors shall be appropriate to ensure compatibility within the District. (7/99)

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

9. New additions, exterior alterations or related new construction will not destroy historic materials, features and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

MM/SC/LP/ME 5:0:0 Motion carried.

Ms. Kush joined meeting and noted she had difficulty accessing.

092122.4 BOARD BUSINESS

092122.5 REPORT OF THE CHAIR:

092122.6 STAFF REPORT: Genna Nashem
Administrative Review report
Administrative Review Legislation