



The City of Seattle

Pioneer Square Preservation Board

Mailing Address: PO Box 94649 Seattle WA 98124-4649
Street Address: 700 5th Ave Suite 1700

PSB 140/10

MINUTES for Wednesday, May 19, 2010

Board Members

Erin Doherty, Vice Chair
Adam Hasson
Ryan Hester
Lorne McConachie, Chair
Elizabeth Read

Staff

Genna Nashem
Karen Gordon
Melinda Bloom

Absent

Ann Brown
Jeremie Lipton
Catherine Person
Willie Parish

Chair Lorne McConachie called the meeting to order at 9:03 a.m.

051910.1 **APPROVAL OF MINUTES:** Draft Minutes from April 21 and May 5, 2010

051910.2 **APPLICATION FOR SPECIAL TAX VALUATION**

051910.21 Palmer Building
1000 First Ave S

Karen Gordon explained the Special Tax Valuation program and noted that the applicant had surpassed the requirement to have spent 25% of the assessed value of the structure prior to rehabilitation by having spent 101%. She submitted before and after photos for board review.

Action: I move that the Pioneer Square Preservation Board recommend to the Landmarks Preservation Board to approve the following property for Special Tax Certification: 1000 First Avenue South. This action is based upon the criteria set forth in Title 84 RCW Chapter 449; and based on the review and approval of the building exterior renovation by the Pioneer Square Preservation Board; that the property is a contributing building located in the

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

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Pioneer Square Preservation District, and has not been altered in any way that adversely affects those features that identify its significance or contribution to the Pioneer Square Preservation District; that the property has been issued Certificates of Approval as required in the Pioneer Square Preservation District; and has substantially improved in the 24-month period prior to application, and that the recommendation is conditioned upon the execution of an agreement between the Local Review Board as required by Title 84 RCW, Chapter 449.

MM/SC/RH/ER 5:0:0 Motion carried.

051910.3 APPLICATIONS FOR CERTIFICATES OF APPROVAL

051210.32 **Occidental Park**

Mr. Hasson recused himself because he is President of the Pioneer Square Community Association.

Installation of signage in the park

ARC Report: ARC reviewed the photos and drawings provided. Ms. Dixon explained that the signage would have bocce ball instructions on one side and a place for announcements on the other that would be coordinated by PSCA and Parks clarified that posts would be mounted in cored holes in the larger pavers. ARC found the signage complies with the guidelines and recommend approval.

Lisa Dixon, Pioneer Square Community Association, explained the proposal to install a sign containing the rules for the Bocce game with the opposite side a community bulletin board. The design of the frame and graphics mirror existing signage in the park. The signage will be up 24 hours/day. The Bocce equipment is locked up when not in use.

Public Comment: There was no public comment.

Board Discussion:

Ms. Doherty said it is consistent with the character of the district and noted it was nice to see informational and education components in the park; she said it was a nice amenity and perhaps would encourage more use of the park.

Action: I move to approve a Certificate of Approval for the installation of signage as presented per

Code Citations:

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

A. Transparency regulations

B. General Signage Regulations

C. Specific Signage Regulation

1. Letter Size

SMC 23.66.160

MM/SC/ED/RH 4:0:1 Motion carried. Mr. Hasson recused himself.

051210.33

Seattle Bike Port
Mottman Building
311 Third Ave S

Mr. Hasson recused himself because the applicant is a tenant.

Installation of new business signage

ARC Report: ARC reviewed the photos and drawings presented. The applicant intended for an A-Board to be included in the application so the ARC requested size and letter size. ARC found the presented signage to comply with district rules. Although the size of the window sign was large ARC felt that the photo rendering demonstrated adequate transparency. ARC recommended approval of the signage presented.

Every Day explained the intent to rebrand as Bike Port and depart from use of “Bike Station”. She said the signage is more engaging and easily found by pedestrians and noted that the A-board is their primary identifier. She said they have no intention of putting up overhead signage and that all their signage is at street level. She said the A-board is 48”.

Public Comment: There was no public comment.

Board Comment:

Mr. Hester said the color and size are appropriate to the district and that his only reservation was the non-transparency of the disc. He said that given the vast storefront a transparent sign would be lost and what is proposed does not detract from the building.

Action: I move to approve a Certificate of Approval for the installation of signage as presented per

Code Citations:

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

A. Transparency regulations

B. General Signage Regulations

C. Specific Signage Regulation

1. Letter Size

F. Sandwich Board

SMC 23.66.160

MM/SC/ER/ED 4:0:1 Motion carried. Mr. Hasson recused himself.

051210.34

Cherry Street Espresso
Lowman Building
103 Cherry Street

Mr. Hasson recused himself because the applicant is a tenant.

Installation of neon sign

ARC Report: ARC reviewed the drawings and photos provided. The owner explained that he is replacing his non-illuminated blade sign with a neon blade sign. The sign is mounted in a cement column and no grout lines are visible. ARC found the sign to comply with district rules, the design to be compatible with the district and the location to warrant a neon sign. ARC recommends approval.

Applicant Comment:

Martha Davis, City Lights, explained the owner of Cherry Street Coffee is trying to brand all his stores with the same logo and design. She explained that she reduced the size of the sign from the other location to bring the size of the sign into conformance with the regulations.

Public Comment: There was no public comment.

Board Discussion:

Ms. Doherty said ARC discussed the criteria for three colors and concluded that they wouldn't count the white so the signage met the criteria. She said the brand/logo is consistent with the district and is a nice addition to the storefront.

Mr. McConachie said it was all consistent and beautifully done. He noted the letter size and location were appropriate.

Ms. Doherty said that overall the sign package was consistent with no over proliferation and noted that it was a nice balance.

Action: I move to approve a Certificate of Approval for the installation of signage as presented per

Code Citations:

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

B. General Signage Regulations

C. Specific Signage Regulation

1. Letter Size

4. Blade sign

D. Neon Signs

SMC 23.66.160

MM/SC/RH/ER 4:0:1 Motion carried. Mr. Hasson recused himself.

051210.35

ING Sharebuilder

Seattle Hardware Building

83 King St

Amendment to previously approved sign

ARC Report: ARC reviewed the changes to the sign. Mr. Boston verified that the cabinet was the same but the letters had changed. Staff verified that the letter height

on the previous sign 9 7/8” and the new sign the letter size was 13 inches. ARC verified that this is still one business being they had approved a larger sign based on the fact that they were the major tenant of the building. Mr. Boston confirmed. ARC was not in agreement on the letter size. Ms Doherty felt that the letter size should be compliant like the fist sign. Mr. McConachie thought that the being the sign was approved larger than typical that the size of the letters were okay being the sign was the same size. Ms. Brown commented that she thought the sign seemed brighter and whiter than previously.

Eric Boston, ING, explained the FCC regulation requirement to include more branding for the “Sharebuilder” line of business. He said they replaced the blade sign – like for like in the same location – unaware they needed to come back for review before doing so.

Public Comment: There was no public comment.

Board Discussion:

Mr. McConachie pointed out that everything was similar but with oversized letters.

Mr. Hasson noted the oversized logo on the currently approved sign.

Ms. Nashem said the currently approved sign has 9” letters and a larger logo.

Mr. McConachie said that proportionately it is similar to having ING larger and that didn’t have a huge impact. He said ING is the sole tenant in the building and this doesn’t significantly change the big picture.

Mr. Hester agreed and noted the board did not want to set precedent. He advised the applicant to be cognizant of the 10” letter size limit for future applications.

Ms. Doherty commented that modifying the existing sign was a good strategy. She noted comments that had been made about how jarring the white background was on the other sign and now this sign has even more; she said the larger lettering cut down on the amount of white background.

Ms. Read noted the intent is to ensure the signs work in the location and this sign works.

Action: I move to approve a Certificate of Approval for changes to the previously approved sign as presented per

Code Citations:

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

B. General Signage Regulations

D. Neon Signs

SMC 23.66.160

MM/SC/ER/RH 5:0:0 Motion carried

051910.31

Seattle Tixx

Provident Building

570 First Ave

Installation of business signage

ARC Report: ARC reviewed the drawings and photos provided. ARC requested a photo of the entire storefront so they could see which windows the signage would go in and the one that would remain open. The owner verified that the window is not tinted above the window signage. ARC asked for clarification if the bracket for the blade sign exists or will be new and for the height of clearance under the sign. ARC found the signage to meet guidelines as presented and pending additional information would recommend approval.

Applicant Comment:

Ignazio Nicassio provided photos per ARC request and pointed out which of the four windows would get signage. The main signage will be in two windows and there will be a 4' blade sign. He explained that the images of people will be vinyl applied to the windows and will be transparent. The lettering will be in silver with blue edging and the phone number in white.

Public Comment: There was no public comment.

Board Discussion:

Mr. McConachie noted the semi-transparent images of the people were pushing the level of transparency a bit but that overall it was nice sign package and that the signage was pretty much translucent.

Mr. Hester agreed with Mr. McConachie.

Action: I move to approve a Certificate of Approval for signage as presented per

Code Citations:

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

A. Transparency regulations

B. General Signage Regulations

C. Specific Signage Regulation

1. Letter Size

4. Blade Signs

SMC 23.66.160

MM/SC/RH/ER 4:1:0 Motion carried. Mr. Hasson opposed

051910.3

BOARD BUSINESS

051910.3

Briefing regarding possible street car alignment

Ethan Melone, SDOT, briefed the board on a proposed street car system and went over the project background, elements of the street car system, service plan and route, project schedule and next steps (PowerPoint in DON file). He reported that the intent is to connect light rail trips from the north and south to First Hill and bring people to the center city. He said the system will supplement other transportation systems. Responding to board questions he said it is not connected to the Waterfront Street Car line. He went over elements of the system which include concrete trackway – which will involve an excavation of about 18”, platforms and shelters, overhead contact system of poles and span wire or catenary arm as well as vehicles.

There was discussion about the tactile warning strip possibly encroaching into the existing historic granite curb lines. Ms. Nashem reported that with the addition of curb bulbs the granite curbs were maintained where they exist with the bulbs just added on.

Mr. Melone said that options could be explored as the design advances. He said that the actual poles will be district-specific as appropriate and noted the possible inclusion of wayfinding signage. He went over the proposed route from Broadway in Capital Hill, to First Hill, International District to Pioneer Square. He explained the intent to create a turnaround on 2nd Avenue which would loop into Pioneer Square and noted the route had been approved by City Council.

There was discussion about the challenges of traffic in Pioneer Square and the possibility of a street car-only lane. Except for the loop there will be a track in each direction. Mr. Melone said that during large events extra cars could be scheduled to help transport attendees. He noted that input from districts on design of the stations is desired and stated the intent to include the platform and shelter, potentially a kiosk, system map, area wayfinding map and ORCA card reader. He stated their intent to regularly brief the board and to go through the Certificate of Approval process.

Ms. Doherty left at 10:20 a.m.

Mr. McConachie advised that the stations should be of their time and not falsely historical. He said colors should be subtle rather than neon orange for example. He noted the importance of bring more people to Pioneer Square. He commented on the importance of connecting the spurs.

Mr. Hasson said that Broadway to Pioneer Square is already served by transit.

Mr. Melone said that ultimately they want to connect the lines and noted the opportunity to transfer to other transit modes.

051910.4 **REPORT OF THE CHAIR:** Lorne McConachie, Chair

051910.6 **STAFF REPORT:** Genna Nashem

Genna Nashem
Pioneer Square Preservation Board Coordinator
206.684.0227