



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 112/24

ARC/Staff Report

Board meeting May 1, 2024

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.

050124.32 Branagan Smith Building /Rocker Hotel

213 1st Ave S

Applicant: Rene Morales

Proposed:

Change of use from restaurant to Sports & Recreation - Indoor for a night club for a 2483 square foot space

Installation of signage

Installation of a ladder in the storefront

ARC/ Staff report: A Notice of violation was issued September 1 2023 for operating as a night club without a change of use permit from SDCI or a Certificate of Approval for change of use and for blocking transparency in violation of the Pioneer Square Preservation District Rules. Panels blocking the storefront windows have been removed, and well as subsequent signage that was also installed without a Certificate of Approval and did not comply with the Pioneer Square Preservation District Rules. Sports and Recreation-Indoor as a street level use is not a preferred use but it is not a prohibited and does not appear to fall into the discouraged street level use category as it is under 300 square feet and not 50% of the block front nor 50% of the street frontage of the block.

The proposed signage appears to meet the requirements.

When the panels blocking the windows were removed it was visible that a wood ladder was installed in the storefront window. No information was provided as to what this ladder is for. Interior alterations are not reviewed unless the interior alteration affects the appearance of the building from the exterior. The Board may find that the installation does or does not affect the exterior of the building.

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

"Printed on Recycled Paper"

Draft Motion:

I move to recommend granting a Certificate of Approval for

Change of use from restaurant to Sports & Recreation – Indoor, for a night club for a 2483 square foot space,

Installation of signage

And Installation of a ladder in the storefront

All per the applicant’s submittal.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *May 1, 2024* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

Seattle Municipal Code

23.66.030 Certificates of Approval required

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.

23.66.130 Street-level uses

A. 1. Uses at street level in the area designated on Map B for 23.66.130 require the approval of the Department of Neighborhoods Director after review and recommendation by the Preservation Board.

B. Preferred Street-level Uses.

1. Preferred uses at street level must be highly visible and pedestrian oriented. Preferred street-level uses either display merchandise in a manner that contributes to the character and activity of the area, and/or promote residential uses, including but not limited to the following uses:

a. Any of the following uses under 3,000 square feet in size: art galleries and other general sales and service uses, restaurants and other eating and drinking establishment uses, and lodging uses;

C. Discouraged Street-level Uses.

1. The following are discouraged at street level in the area designated on Map B for 23.66.130:

a. Any use occupying more than 50 percent of any block front;

- b. Any of the following with gross floor area over 3,000 square feet: general sales and services uses, eating and drinking establishment uses, and lodging uses;
 - c. All other uses with gross floor area over 10,000 square feet;
 - d. Professional services establishments or offices that occupy more than 20 percent of any block front; and
 - e. Parking garages that are not accessory to preferred uses.
2. Discouraged uses may be approved by the Department of Neighborhoods Director after review and recommendation by the Preservation Board if an applicant demonstrates that the proposed use is compatible with uses preferred at street level.
- D. Conditions on Street-level Uses. Approved street level uses in the area designated on Map B for 23.66.130 are subject to the following conditions:
- 1. No use may occupy more than 50 percent of the street-level frontage of a block that is 20,000 square feet or more in area.

23.66.160 Signs

- A. Signs.
- 1. On-premises signs that comply with the provisions of this Section 23.66.160 are allowed.
- 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.

Rules for the Pioneer Square Preservation District

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.

A. Transparency Regulations

1. To provide street level interest that enhances the pedestrian environment and promotes public safety, street level uses shall have highly visible linkages with the street. Windows at street level shall permit visibility into the business, and visibility shall not be obscured by tinting, frosting, etching, window coverings including but not limited to window film, draperies, shades, or screens, extensive signage, or other means.

2. Window darkening and/or reflective film in ground or upper floor windows on primary building facades is not permitted.

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. Locations for signs shall be in accordance with all other regulations for signage.

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.

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. If a business chooses awnings for its projecting element, it may not also have a blade sign, flag, or banner, and no additional signage may be hung below awnings.
7. Internally Lit Signs. Internally lit or backlit signs are prohibited

Secretary of Interior's Standards

3. Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

National Park Services guidelines for Storefronts

<https://www.nps.gov/crps/tps/rehab-guidelines/store01.htm>

Preservation Brief 11

<https://www.nps.gov/orgs/1739/upload/preservation-brief-11-storefronts.pdf>

Issued: April 26, 2024
Genna Nashem
Pioneer Square Preservation Board Coordinator