



Members

Kevin Bartoy, Chair
Ken House, Vice-Chair
Roger Johnson
Lysa Schloesser
James Steel
Jeff Williams
Jennifer Mortensen
Alex Morganroth

Marshall McClintock, North Slope Ex-Officio

Staff

Reuben McKnight, Historic Preservation Officer
Lauren Hoogkamer, Assistant Historic Preservation Officer
Alison Wilkerson, Office Assistant

MINUTES

Landmarks Preservation Commission Planning and Development Services Department

Date: March 28, 2018

Location: 747 Market Street, Tacoma Municipal Building, Room 243

Commission Members in Attendance:

Kevin Bartoy, Chair
Ken House, *Vice-Chair*
Roger Johnson
Lysa Schloesser
James Steel
Jeff Williams
Jennifer Mortensen
Alex Morganroth
Marshall McClintock

Staff Present:

Reuben McKnight
Lauren Hoogkamer
Alison Wilkerson

Others Present:

Brian Brosnan
Scott Painter

Commission Members Absent:

None.

Chair Bartoy called the meeting to order at 5:31 p.m.

1. ROLL CALL

2. CONSENT AGENDA

- A. Excusal of Absences
- B. Administrative Review
 - 1101 North M Street – chimney/non historic windows

The consent agenda was approved.

3. DESIGN REVIEW

- A. 2106 Pacific Avenue (Union Depot/Warehouse Historic District) *Sign*

Ms. Hoogkamer read the staff report.

AGENDA ITEM 3A: 2106 Pacific Avenue (Union Depot/Warehouse Historic District)

Brian Brosnan, Plumb Signs

BACKGROUND

Built in 1906, this building is a contributing structure in the Union Depot/Warehouse Historic District. The applicant is proposing “27.41’x106” aluminum letters that read “Oxford” for the first floor of the secondary, but highly visible, façade. The letters will have a white finish; accent colors include sunflower orange and black. Similar to the recently approved signs on the front façade, this sign would have internal LED illumination. The sign will be mounted to four studs attached at the mortar joints; there will be no drilling into the brick face.

ACTION REQUESTED

Approval of the above scope of work.

STANDARDS

The Union Depot/Warehouse District Design Guidelines for Signs:

General:

1. All new exterior signs and all changes in the appearance of existing exterior signs require Landmarks Preservation Commission approval. This includes changes in message or colors on pre-existing signs.
2. If there is a conflict between these standards and the requirements in the City's Sign Code, the more strict requirement shall apply.

Location and Size of Signs:

1. Signs shall not dominate the building facades or obscure their architectural features (arches, transom panels, sills, moldings, cornices, windows, etc.).
2. The size of signs and individual letters shall be of appropriate scale for pedestrians and slow-moving traffic. Projecting signs shall generally not exceed nine square feet on first floor level.
3. Signs on adjacent storefronts shall be coordinated in height and proportion. Use of a continuous sign band extending over adjacent shops within the same building is encouraged as a unifying element.
4. Portable reader board signs located on sidewalks, driveways, or in parking lots are prohibited.
5. Existing historic wall signs are a contributing element within the district and should be restored or preserved in place. New wall signs shall generally be discouraged.

Messages and Lettering Signs:

1. Messages shall be simple and brief. The use of pictorial symbols or logos is encouraged.
2. Lettering should be of a traditional block or curvilinear style which is easy to read and compatible with the style of the building. No more than two different styles should be used on the same sign.
3. Letters shall be carefully formed and properly spaced so as to be neat and uncluttered. Generally, no more than 60 percent of the total sign area shall be occupied by lettering.
4. Lettering shall be generally flat or raised.

Color:

1. Light-colored letters on a dark-colored background are generally required as being more traditional and visually less intrusive in the context of the Union Station District's predominantly red-brick streetscapes.
2. Colors shall be chosen to complement, not clash with, the facade color of the building. Signs should normally contain not more than three different colors.

Materials and Illumination:

1. Use of durable and traditional materials (metal and wood) is strongly encouraged. All new signs shall be prepared in a professional manner.
2. In general, illumination shall be external, non-flashing, and non-glare.
3. Internal illumination is generally discouraged, but may be appropriate in certain circumstances, such as: (i) Individual back-lit letters silhouetted against a softly illuminated wall. (ii) Individual letters with translucent faces, containing soft lighting elements inside each letter. Metal-faced box signs with cut-out letters and soft-glow fluorescent tubes. (iii) However, such signs are generally suitable only on contemporary buildings.

4. Neon signs may be permitted in exceptional cases where they are custom-designed to be compatible with the building's historic and architectural character.

Other Stylistic Points:

1. The shape of a projecting sign shall be compatible with the period of the building to which it is affixed, and shall harmonize with the lettering and symbols chosen for it.
2. Supporting brackets for projecting signs should complement the sign design, and not overwhelm or clash with it. They must be adequately engineered to support the intended load, and generally should conform to a 2:3 vertical-horizontal proportion.
3. Screw holes must be drilled at points where the fasteners will enter masonry joints to avoid damaging bricks, etc.

ANALYSIS

1. This property is a contributing structure in the Union Depot/Warehouse Historic District and, as such, is subject to review by the Landmarks Preservation Commission pursuant to TMC 13.05.047 for exterior modifications.
2. The proposed signage meets the district design guidelines for location, size, messaging, and lettering.
3. The light-colored, metallic sign also meets the district guidelines for color and materials.
4. This sign also meets the criteria for internal illumination-- Individual letters with translucent faces, containing soft lighting elements inside each letter—and is similar to previously approved signs on this building.
5. All drilling will be into the mortar joints; there will be no drilling into the brick face.

RECOMMENDATION

Staff recommends approval of the application.

Commissioner Johnson asked about the source of the electricity. Applicant Brian Brosnan answered that it would be using an existing electric connection.

Commissioner Williams made a motion.

"I move that the Landmarks Preservation Commission approve the application for 2106 Pacific Avenue, as submitted."

Commissioner Schloesser seconded it.

The motion was passed.

4. BOARD BRIEFINGS

- A. 901 Broadway, Jones Building/Pantages Theatre (individual Landmarks) *Signage*

Ms. Hoogkamer read the staff report.

AGENDA ITEM 4A: 901 Broadway, Jones Building/Pantages Theater/Rialto Theater (Individual Landmarks)

Scott Painter, Broadway Center

The Broadway Center is seeking feedback on the proposal to replace the exterior signs on the Pantages and Rialto Theaters with LED screens. The current signs are difficult for staff to maintain and update, limited in space, and causing damage to the Pantages lobby roof. Neither sign is historic--the Pantages sign was installed in 2006, during the lobby renovation, and the Rialto sign was installed in 1991 when the city took over the building. The proposed screens would be capable of advanced graphics and moving images, but the intention is to have monochromatic displays at all times, with

only text and minimal logos. The text will be able to change every 15 to 20 seconds with a rolling or fade transition. Ideally, the reader boards will look similar to the existing signage.

Applicant Mr. Painter explained that as he stated in his outline, he is mainly concerned with improving the look of the building. The proposed sign would be 6.6 pixels per inch. The sign would be in panels, a similar look to the current sign, but higher quality.

Commissioner Williams asks if the signs would flash like billboards on the highway. Mr. Painter replied that the sign will have better manual control settings, so the sign can have fade-in's and fade-outs, as well as higher brightness during the day vs. at night.

Commissioner Johnson asked if they would have to change the structure of the sign. Mr. Painter replied that the Pantages sign would only be a few inches bigger overall and feature LED lighting - but the look will be the same. The Rialto sign would just have the new sign panel replaced within the same sign. Further discussion ensued regarding the size, font, and color of the sign.

Commissioner Williams mentioned his concerns over the overall look of the new sign. He is hoping that the new imaging panel will have the same fonts and colors to mimic the border of the sign. He doesn't want the new sign to detract from the building itself.

Chair Bartoy asked if the Commissioners would be okay if they could condition the approval within the certificate of approval, rather than creating another agreement outside of the approval.

Commissioner Johnson asked if there is any way that Broadway Center would take on outside advertisement on the sign. Mr. Painter expressed that that is not what the sign is supposed to be used for. Further discussion ensued regarding the logo and fonts of the sign.

Commissioner Mortensen commented that using an already established sign protocol from a different district that lays out the rules for only two fonts, and not cluttered with images.

5. PRESERVATION PLANNING/BOARD BUSINESS

A. Events and Activities Update

24:30 Ms. Hoogkamer gave an overview of Agenda Item 5:A

AGENDA ITEM 5A: Events & Activities Update

Staff

2018 Events

1. **Historic Preservation Month (May)**
 - i. City Council Proclamation (5pm @ City Council Chambers, May 1st)
 - ii. Tacoma Historical Society's Historic Homes Tour (May 5th-6th)
 - iii. Kick Off Salvage Art Show & Iron Art Competition (11am-3pm @ Earthwise Tacoma, May 5th)
 - iv. Amazing Preservation Race: Trapped at Fort Nisqually (May 10th-11th)
 - v. Historic Preservation Awards (6pm @ Stewart Middle School, May 18th)
 - vi. Youth Historical Fiction Reading (7pm @ Black Kettle Bites and Brews, May 21st)
 - vii. Bike Month Event (TBD, May 25th)
2. South Tacoma Walking Tour (TBD, June)
3. Trivia Night (6pm @ The Swiss, June 20th)
4. Fern Hill Walking Tour (1pm @ Corner of S. 84th/S. Park Ave., July 14th)
5. Stadium Historic District Walking Tour (3pm @ Stadium High School, August 18th)
6. LPC Training (September TBD)
7. Salishan Walking Tour (TBD, September)
8. Trivia Night (6pm @ The Swiss, September 19th)
9. Historic Churches Tour (TBD, October)
10. Fifth Annual Holiday Heritage Swing Dance (6-9pm @ TBA, Nov. 4th)

28:45 Chair Bartoy had a question about whether or not they are getting a lot of nominations for awards. Ms. Hoogkamer replied that she believes they currently have 5, but she will be extending the time frame to accept nominations. She mentioned there is a new category called The Legacy Heritage/Business.

6. CHAIR COMMENTS

There were no comments from the Chair.

The meeting was adjourned at 6:02 p.m.