



COMMUNITY DEVELOPMENT DEPARTMENT

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HISTORIC DESIGN REVIEW STAFF REPORT: Wild Hare (DRB 22-0008)

PROJECT DESCRIPTION:

The application is for Historic Design Review Board approval of one wall sign identifying "Wild Hare Antiques" in dimensional lettering on the building located at 8050 Railroad Ave SE.

The proposed sign is a total of approximately 20 square feet. The sign will be attached to the building facing Railroad Avenue.

BUILDING HISTORY AND CONTEXT:

The building was formally occupied by Wild Hare Vintage, but that business has since been sold to a new owner. The new owner is keeping the name of the previous business, but is updating the branding and signage.

OTHER PERMITS REQUIRED:

A building permit will be required.

SCOPE OF AUTHORITY:

The Downtown Historic District is established in Chapter 17.35 SMC – Historic District Overlay Zone. SMC 17.35.060 requires Historic Design Review Board approval for all regulated improvements within the Historic District Overlay Zone. As the Historic Design Review Board has not yet been established, SMC 17.35.055 gives the authority to the Design Review Board to conduct review.

PURPOSES AND OBJECTIVES:

It is the purpose of historic design review to provide for the review by public officials of land development and building design in order to promote the public health, safety and welfare. Specifically, the Historical Design Review Board shall encourage well-designed developments that are creative and harmonious with the natural and man-made environments. The objectives of the Historic District Overlay Zone are stated in SMC 17.35.010 as follows:

- A. Designate, preserve, protect, enhance, and perpetuate those sites, buildings, districts, structures and objects which reflect significant elements of the city's, county's, states and nation's cultural, aesthetic, social, economic, political, architectural, ethnic, archaeological, engineering, historic and other heritage;***
- B. Foster civic pride in the beauty and accomplishments of the past;***
- C. Stabilize and improve the economic values and vitality of landmarks;***
- D. Protect and enhance the Snoqualmie tourist industry by promoting heritage-related tourism;***
- E. Promote the continued use, exhibition and interpretation of significant sites, districts, buildings, structures, and objects for the education, inspiration and welfare of the people of Snoqualmie;***
- F. Promote and continue incentives for ownership and utilization of landmarks;***

- G . Assist, encourage and provide incentives to public and private owners for preservation, restoration, rehabilitation and use of landmark buildings, sites, districts, structures and objects;***
- H. Work cooperatively with other jurisdictions to identify, evaluate, and protect historic resources in furtherance of the purposes of this chapter;***
- I. Provide for the most efficient process for review of all construction, alteration, or demolition of buildings and structures with the historic districts and the downtown landmark district to achieve the foregoing purposes.***

REVIEW CRITERIA:

Design review for this proposal is considered relative to conformance with the following adopted policy documents and regulations: Chapter 17.35 SMC, *Historic District Overlay Zone*, and Chapter 17.80 SMC, *Design Review Board*. Discussion follows relating the proposal to those applicable criteria.

Chapter 17.35 SMC, Historic Overlay Zone

17.35.180 Objectives and principles of historic design review

The historic preservation officer and the historic design review board shall be guided by the following objectives and principles in applying the specific standards set forth herein.

- A. The overall objective is to preserve historic buildings and the unique sense of place that make Snoqualmie distinctive and attractive.***
- B. The key method of achieving the overall objective is to maintain the historic details and materials of each contributing building. Design standards for contributing buildings are intended to be more stringent for contributing buildings.***
- C. Changes to non-contributing buildings or structures or the construction of new buildings or structures should enhance the overall character by using forms, details, colors and materials similar to those of contributing buildings or structures.***
- D. The standards and guidelines contained herein are based on the Secretary of the Interior's Standards for Rehabilitation, which may be consulted for assistance in understanding the intent hereof.***

17.35.230 Sign standards

- A. All requirements of chapter 17.75 of this code apply in addition to the specific standards set forth in this section.***

The 20 square foot, dimensional sign is consistent with all applicable requirements of Chapter 17.75 SMC as this section limits sign sizes to 20 square feet.

- B. Make signs part of the building's overall architectural concept. The size, material, color, lettering, number and arrangement must be harmonious with the building design. Individually crafted signs are preferable to mass-produced signs or those advertising specific brands. Freestanding pole signs or monument signs are prohibited.***

The sign will match the traditional sign styling of the building but varied enough to distinguish the different businesses. The sign size does not overpower the building's appearance. Overall, the sign is harmonious with the building's façade and surrounding signage.

- C. Use lighting that is harmonious with the overall design. Use only external lighting, with no internal or backlit signs. For external lighting the light source must be directed down, lighting the sign from above, and shielded from view.***

The applicant has not proposed any additional lighting. There is existing lighting at the sign location. No new additional lighting is proposed at this time.

- D. Signs must not obscure or detract from the buildings architectural features, or those of an adjacent building.***

The sign, as proposed, would be placed within the buildings traditionally located signage area.

- E. All signs, except approved temporary signs, must be permanently and securely attached, to avoid damage to the building and to ensure safety. Sign supports, poles and other hardware must be the minimum size needed for a safe installation and not overpower the building or the sign itself or detract from other architectural features.***

The sign will be attached to the facade using permanent anchoring or façade exterior rated fasteners. All building attachment will be confirmed for compliance with local building code law as part of the City's building code permits.

- F. Painted wood, or a wood-like material is preferred. Avoid glossy synthetic-looking materials.***

The sign material is aluminum composite with the letter made of cutout acrylic.

- G. Use neon appropriately. This includes small neon signs, with letters no larger than six inches, placed inside show windows or under canopies or awnings. Projecting neon signs are allowed above canopies if they are made of metal in a vintage style suitable to the Sunset era (1920 - 1930).***

The proposed sign does not use neon.

- H. A broad variety of colors are appropriate for signs. Make the sign colors part of the overall design of the building. Bright colors must be used only for accent, not for major portions of the sign. No fluorescent (day glo) or similar bright colors may be used.***

Bright or fluorescent colors are not used. The sign is overall very dark, utilizing white as the lettering for contrast.

- I. Allowable sign types and characteristics include:***

- 1. Painted signs, painted either directly on the building or on wood attached to the building.***
- 2. Signs painted on doorways or display windows.***
- 3. Suspended signs under canopies, not to exceed one foot high by three feet wide.***
- 4. Neon, in shop windows, under canopies or projecting in vintage styles.***
- 5. Interpretive or directional signs, as approved by the historic design review board, placed in prominent locations that do not interfere with pedestrian traffic.***

The proposed sign is an allowable sign type.

J. Prohibited sign types and characteristics include:

- 1. Flashing or animated signs, including pennants, banners, streamers or balloons.**
- 2. Signs on roofs or on top of parapets.**
- 3. Backlit or internally lit signs.**
- 4. Fluorescent (day glo) or similar bright colors, or the use of other bright colors as the background color of a sign.**
- 5. Theater type (triangular projecting) marquees.**
- 6. Inflatable signs.**
- 7. Signs or lettering on fabric awnings. Lettering and graphics may be used on the edges of fixed canopies or awnings.**

The proposed sign does not contain any of the above prohibited characteristics.

K. Temporary signs are subject to the following:

- 1. Temporary signs may be allowed on construction or remodeling sites, one per site, twenty square feet or less.**
- 2. Other temporary signs, banners or exterior posters may be used for not more than sixty days, with approval of the historic preservation officer.**
- 3. Coordinated non-commercial banners or flags associated with special events may be permitted for not more than sixty days, with approval of the historic preservation officer.**
- 4. Temporary private public safety signs may be located as needed.**

Not applicable (N/A): The proposed sign is a permanent sign.

STAFF COMMENTS/RECOMMENDATIONS

Staff recommends **approval** for Design Review 22-0008 for the proposed "Wild Hare Antiques & Vintage Finds" sign to be installed at 8050 Railroad Ave SE, subject to the following conditions:

1. The signs shall be installed in the same location and placement as approved permit application and materials (DRB22-0008).
2. Any additional signs shall be submitted to the Planning Department for approval.
3. The proposed signs require a building permit(s).

The design review board may approve or approve with conditions the proposed development. If approved with conditions, the Design Review Board may require that such conditions be fulfilled prior to the issuance of a building or occupancy permit, where appropriate. The design review board may deny the proposed development plans if they do not satisfy the review criteria of SMC 17.35.230. All decisions of the design review board shall be final unless appealed.

Dylan Gamble
Associate Planner

9/27/2022

Date

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The Snoqualmie Planning Commission, sitting as the City of Snoqualmie Historic Design Review Board pursuant to SMC 17.35.055, finds the proposed alteration of 8050 Railroad Ave SE (City File No. DRB22-0002) to be in substantial conformance with the Snoqualmie Municipal Code, specifically: SMC 17.35.180 – Objectives and Principles of Historic Design Review; and, SMC 17.35.230 – Sign Standards. Therefore, the Planning Commission hereby **approves**, by motion, the proposed sign replacement design, subject to the three (3) conditions of approval specified in the Director’s recommendation above.

Luke Marusiak, Chair
Snoqualmie Planning Commission

Date