



The City of Seattle

International Special Review District

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Design Guidelines for Awnings and Canopies, Facade Alterations, Security and Signs

Date of Adoption: September 13, 1988

I. AWNINGS AND CANOPIES

Those businesses that want to install awnings or canopies shall conform to the following requirements:

A. PERMITTED ELEMENTS

1. Awnings shall be of a solid through color, i.e., the underside of the awning is the same color as the exposed face.
2. Awnings shall be a color compatible with the building facade.
3. Interior lighted awnings shall be permitted if the lighting system is encased or screened from view underneath. Warm color lighting systems and neon are encouraged.
4. The scale of the awning, i.e., height, length, depth and overall bulk shall be compatible with the building storefront.
5. Signage and graphics applied to awnings shall be reviewed for color, scale, and overall design compatibility. Large letter sizes and message areas shall not be permitted on awnings. Asian symbols or designs are encouraged elements.

B. PROHIBITED ELEMENTS

1. Awnings shall not be made of shiny, high-gloss, and translucent materials.
2. Awning shall not cover distinctive architectural features of the building face, nor shall installation of the awning damage the structure.
3. Curved shaped awnings are not permitted. A curved shape may be considered only when the curved component is only a minor element of overall design.

C. REQUIREMENTS

1. Awnings over sidewalks shall overhang the sidewalk a minimum of five feet (5').

D. CANOPIES

1. Tiled covered canopies are an encouraged element.

II. STOREFRONT AND BUILDING DESIGN GUIDELINES

The following guidelines will be used by the board in the evaluation of requests for storefront and building design approval and shall apply to the Asian Design Character District (SMC23.66.326).

- A. Any exterior facade alteration shall respect the original architectural integrity of the storefront.
- B. Earthen materials such as brick, wood, concrete and tile shall be used for entry doors, windows and the main facade. The painting of brick shall be discouraged.
- C. Recessed entryways and/or alcoves shall be maintained for existing street level storefronts.
- D. Original storefront fenestration shall be preserved (i.e., bay windows, transom areas and door design).
- E. Anodized aluminum or other metal materials shall be reviewed by the board and permitted when:
 - 1. The historic appearance of the building and district is preserved by replicating visual building details.
 - 2. The aluminum or metal material is painted of a compatible color.
 - 3. The building is a non-contributing historically or architecturally significant building.
 - 4. The appearance does not impact a primary facade.
- F. All glass and window areas shall be clear. Mirrored glass is not permitted in the district.
- G. Physical elements that exhibit the district's Asian character shall be encouraged, preserved and restored. Such items include calligraphic signs, lattice work, and tiled canopies.

III. SECURITY SYSTEMS

The following guidelines will be used by the board in the evaluation of requests for security systems that impact the exterior appearance of a facade.

- A. Permanent window and door security bars shall be discouraged on primary facades within the Asian Design Character District. Primary facades are those which front on a public right-of-way or can be viewed from a public right-of-way.
- B. Sliding scissor gates or roll-down panel systems are preferred to minimize the visual impact during business operating hours.
- C. Security systems shall not cover distinctive architectural features on the facade nor should installation damage the structure.
- D. Other security systems considered that do not have a negative visual impact to the exterior facade shall be utilized if feasible. Such systems may include internal alarms or transparent film coverings for windows.

IV. SIGNAGE [for interior-lit cabinets]

The following guideline will be used by the board in the evaluation of requests for interior lighted cabinet signs.

The background color of an interior lighted cabinet shall be compatible and integrated with the building face upon which it is attached.

Date of Adoption: September 13, 1988 Signed by: David Mosley, Director Department of Community Development

DESIGN GUIDELINES FOR SIGNS

Date of Adoption: OCTOBER 9, 1990

These guidelines will be used by the board in the evaluation of requests for facade design and sign approval and shall apply to the International Special Review District as a whole (SMC 23.66.336.B). They supplement the "Design Guidelines for Awnings and Canopies, Facade Alterations; Security and Signs" adopted September 13, 1988.

I. AUTHORITY

Proposals for exterior signs must be approved by the Director of the Department of Neighborhoods based on a recommendation by the board (SMC 23.66.338.B) and the development standards in the International Special Review District Ordinance (SMC 23.66.338).

The board may recommend use and development standards when such standards are not provided in the Ordinance (SMC 23.66.020.C). Rules consistent with the standards in the Ordinance may be adopted administratively by the Director, following recommendation by the board (SMC 23.66.025.C). These guidelines are adopted as rules consistent with the District's goals and objectives to improve visual relationships and assure that new development is compatible with the character of existing buildings (SMC 23.66.302-.304).

II. DESIGN GUIDELINES

A. BUILDINGS WITH MULTIPLE TENANTS: The following design guidelines apply to buildings with multiple tenants:

1. All signs on a single building shall be coordinated as to size, shape, color and location. They shall be of shapes, colors, and textures compatible with each other and with the architecture and exterior finish materials of the building.
2. When a tenant's space has no street frontage, the maximum permitted sign area shall be one half (50%) of the area allowed in SMC 23.66.338D, using the width of the tenant space projected to the nearest street in place of the street frontage measurement.

B. BUILDING GREATER THAN ONE STORY: Projecting signs or surface-mounted internally-lighted "box" signs shall be prohibited above the sill line of the second floor. Signs identifying the building or a single primary tenant are excepted from this provision.

C. INTERNALLY LIGHTED SIGNS IN ALL LOCATIONS: The color of the cabinet or "box" shall be compatible and integrated with the building face to which it is attached.

III. PROCEDURES

A. Applicants for new construction, renovation, or change of use of three or more tenants of a multi-tenant building shall submit an overall sign plan for the building as part of and at the time of their application for facade design approval, or at use approval if no facade changes are proposed.

B. Building sign plans shall include the total number of building and tenant signs proposed and the location, size, and shape of each.

C. Building sign plans may, at the applicant's option, include proposed sign colors, materials, methods of lighting, and/or letter styles.

D. Preparation and approval of building sign plans is intended to aid applicants in the design of signs and to streamline board approval of applications. Individual signs still require review and a certificate of approval by the board.

Signed by: Rona Zevin, Acting Director Department of Community Development

SIDEWALK DISPLAY RACKS

Date of Adoption: November 24, 1993

These guidelines will be used by the International Special Review District Board (Board) in the evaluation of requests for sidewalk display racks and shall apply throughout the International Special Review District.

I. DESIGN GUIDELINES FOR SIDEWALK DISPLAY RACKS:

A Certificate of Approval is required for any change to the public right of way in the International District (SMC 23.66.030).

Rules consistent with the use and development standards in the Ordinance may be adopted administratively by the Director, following recommendation by the board (SMC 23.66.025.C). These guidelines are adopted as rules consistent with the District's use and development standards which give preference to street level uses which are "pedestrian-oriented retail shopping and service business uses that are highly visible or prominently display merchandise in a manner that contributes color and activity to the streetscape" [SMC 23.66.326(b)]. Providing use of the sidewalk adjacent to street level retail shops is consistent with these preferred street level uses and perpetuates a sense of outdoor markets found throughout Asia. Use of the street adjacent to street level shops increases the vitality of the neighborhood, and enhances the public safety and pedestrian friendliness of the streets.

II. DESIGN GUIDELINES

1. In order to encourage the use of sidewalk displays adjacent to street level retail shops and to ensure pedestrian safety, the use of the public sidewalks for the display of merchandise requires a Street Use Permit from the Seattle Engineering Department and a Certificate of Approval from the International Special Review District Board. A Street Use Permit must be renewed every year. A new Certificate of Approval will be required only if there are changes in the location of the display racks.
2. Display racks must be adjacent to the front of the building. They must not extend more than three feet (3') from the face of the building or beyond the sides of the storefront. The exact location of permitted use will be determined by the Seattle Engineering Department, as storefront configurations and sidewalk width vary within the International District.
3. Display racks must be portable and must be stored overnight inside the business premises.
4. The business owner is responsible for keeping the sidewalk free of boxes, debris or any other tripping/slipping hazard to pedestrians. The business owner must provide proof of insurance, acceptable to the Seattle Engineering Department with the Street Use Permit application. The insurance must cover the display racks for pedestrian safety.
5. In order to "encourage the use of street level spaces for pedestrian oriented retail specialty shops with colorful and interesting displays", the sidewalk display area is to be used as an extension of the store premises. The items in the sidewalk display area must be associated with the merchandise sold within the store.
6. Purchase of the merchandise must occur inside the store.
7. The permitted sidewalk display area is for the display of produce or merchandise. Preparatory packaging, bundling or cleaning of produce or merchandise is limited to the same three feet (3') area in which display racks are permitted, as determined by the Seattle Engineering Department, and limited to the items on display.
8. Sidewalk use shall correspond to business hours of the adjacent business.

III. PROCEDURES

1. Applicants for sidewalk display racks shall submit an application for a Street Use Permit with the City of Seattle Engineering Department and an application for Certificate of Approval with the

International Special Review District Board. The Engineering Department will do a site inspection and prepare a field report noting the permitted area for sidewalk display racks. Engineering will send one copy of the field report to the applicant and one copy to the Board Coordinator. Once the field report is received by the Board Coordinator, the application will be placed on the Board agenda.

2. The Board will review the application for a Certificate of Approval at the next available Board meeting. The Board meets the second and fourth Tuesday of every month. Applications must be received by noon, on Tuesday, one week prior to the scheduled Board meeting.
3. The Board Coordinator will send the applicant and Engineering Department a copy of the Board's action. The applicant will provide the Engineering Department with proof of insurance, acceptable to Engineering before a street use permit will be issued.