



The City of Seattle

International Special Review District

Mailing Address: PO Box 94649 Seattle WA 98124-4649
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ISRD 254/15

MINUTES FOR THE MEETING OF TUESDAY, November 10, 2015

Time: 4:30pm
Place: Bush Asia Center
409 Maynard Avenue S.
Basement meeting room

Board Members Present

Ben Grace
Carol Leong, Vice Chair
Miye Moriguchi
Martha Rogers, Chair
Joann Ware

Staff

Rebecca Frestedt
Melinda Bloom

Absent

Marie Wong

Ms. Rogers called the meeting to order at 4:35 pm.

111015.1 APPROVAL OF MINUTES
October 13, 2015
MM/SC/BG/MM 4:0:0 Minutes approved.

111015.2 CERTIFICATES OF APPROVAL

111015.21 Daiso
700 6th Ave. S.
Applicant: Jason Taylor, sign contractor

Ms. Frestedt explained the proposed request for retroactive approval of vinyl window decal signage applied to the windows on the north and west facades. Exhibits included photographs, renderings and samples. This site is located outside of the Asian Design Character District. A Certificate of Approval for two illuminated wall signs was approved in February 2015. She reported that the window signage was installed without prior review or approval by the ISRD Board or the Dept. of Neighborhoods. Staff is

concerned that the scale, volume and design of the signs (vinyl film), particularly on the west façade, are out of character with the building and other signs and buildings in the District, and that the signs are not responsive to the provisions of SMC 23.66.338 - Signs.

Applicant Comment:

Jason Taylor explained that Daiso installed the signage and asked him to do the Certificate of Approval process. He said that on the north and west elevation there are some logos and hours but nothing blocking transparency. He said that on the west elevation images run the whole length of their leased frontage; he said the graphics consist of small logos and images of items they sell. He said they material is cut vinyl which allows some light to come through and provide a bit of privacy when the lights are on and they are open. He apologized for the retroactive approval.

Responding to clarifying questions he said that the lower section is a lighter material that is opaque but you can see light coming through.

Ms. Frestedt said she called Daiso headquarters and was told this is part of a global rebranding effort. She encouraged the Board to consider the proposal as though the signs had not yet been installed.

Ms. Ware asked if the signage was temporary and if there were any alternatives.

Mr. Taylor said that it is permanent and that no alternatives were explored. He said that the vinyl is adhered to the glass and is removable – reversible.

Ms. Leong arrived at 4:50 PM.

Ms. Ware asked about transparency requirement.

Ms. Frestedt said that this site is outside the Asian Design District so the transparency requirement under SMC 23.66.226 – Exterior building finishes is not applicable in this location. She said there might be issues with DPD as far as signage goes. She cited the criteria for Signs listed under 23.66.338 and said the Board should consider whether or not additional information may be needed.

Mr. Grace asked if a variation of this signage has been done anywhere.

Mr. Taylor said this is the first installation in Washington.

Public Comment: There was no public comment.

Board Discussion:

Discussion ensued about the lack of transparency due to the opaque film. Board members agreed that more visibility into the storefront on the west façade was needed. Members said that application of more transparent / clear vinyl film, such as applied on the north façade, would be more appropriate for the west façade. The importance of transparency was noted and that corporations with stores all over the world are not exempt from community rules. Board members agreed to defer action pending

submission of alternatives that increase transparency and visibility of product displays on the north façade. One member noted that while product displays may change over time, the graphics are static, minimizing pedestrian interest and engagement. She said she would have less concerns if the graphics were more transparent. One suggestion was to reduce the volume of the graphics, eliminating some of the panels.

Action: I move that the International Special Review District Board recommend to *defer* action on the proposed signage at 710 6th Ave. S. pending submission alternatives that are compatible with SMC 23.66.338A & I and SMC 23.66.302B – Goals and objectives.

MM/SC/BG/MM 4:0:1 Motion carried. Ms. Leong abstained.

111015.22

Hirabayashi Place
442 S. Main St.

Applicant: Leslie Morishita/Joann Ware, InterimCDA

Ms. Ware recused herself.

Ms. Frestedt explained the proposal to paint the concrete base of the north façade to match the artistic panels on the residential stories. Exhibits included plans, photographs and samples. The building is under construction. It is located outside the Asian Design Character District. The Board recommended a Certificate of Approval for Revisions to paint colors in August 2015.

Applicant Comment:

Leslie Morishita explained the design is by the same artist who did the other stencil work and the design will deter graffiti in this area. She said they will use elastomeric paint - a blue base with white and gold stenciled on. She said the pattern was inspired by Japanese indigo fabric pattern.

Public Comment:

Tiernan Martin said the panels already stenciled look good and he supports more.

Board Discussion:

Mr. Grace said he supports the proposal and they are continuing what is already on the building.

Action: I move that the International Special Review District Board recommend approval of a Certificate of Approval for paint colors, as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the November 10, 2015 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

This action is based on the following:

The proposed work meets the applicable sections of the International Special Review District Ordinance and District Design Guidelines:

SMC 23.66.030 – Certificates of approval – Application, review and appeals

SMC 23.66.336 – Exterior building finishes

A. General Requirements

C. Exterior Building Design Outside of the Asian Design Character District

Secretary of the Interior Standard #9 & #10

MM/SC/MM/BG 4:0:1 Motion carried. Ms. Ware recused herself.

111015.23

Summer Massage Spa

624 S. Jackson St. – Far East

Applicant: Wu Mei, business owner

Ms. Frestedt explained the request for retroactive approval of signage installed within the storefront windows. Signage consists of One (1) illuminated LED sign (“Open Foot Massage”); “Massage Spa” spelled out in 8” high foam letters; One (1) 31”w x 22” h poster, and Vinyl decal letters on the entry door. Exhibits included photographs and plans. Ms. Frestedt reported that The Far East Building is a contributing building located within the Asian Character Design District and in the Retail Core. The Board recommended approval for a Certificate of Approval for use in September 2015. At the meeting of Sept. 22, 2015, the Board tabled application for signage pending submission of details about the method of attachment and clarification about the incorporation of the business name on the storefront.

Applicant Comment:

Wu Mei pointed to what is existing and what is proposed. The letters are wood blocks that have been painted red and are attached with 2-sided tape. She said the “Open Foot Massage” sign is suspended from the ceiling. She said the door will just have “Open” spelled in foam blocks on the door. Responding to questions she said “Healthy Body” is on her license but she uses “Summer” because it is her name. She said the Chinese characters translate to “hot stone massage”.

Public Comment: There was no public comment.

Board Discussion:

Mr. Grace said to leave it up to the owner whether or not to add “Summer”. She said that transparency has improved since the business first opened and this is much better than similar businesses in the area. He said that eliminating the tube lighting that had been around the signs is an improvement.

Action: I move that the International Special Review District Board recommend approval of a Certificate of Approval for signage.

Additionally, the Board recommends that the owners submit with an application for a Certificate of Approval to incorporate the name of the business into storefront signage since the name of the business is currently not located on the building or within the windows of the storefront.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the November 10, 2015 public meeting, and forward this written recommendation to the Department of Neighborhoods Director.

The proposed signage meets the following sections of the **International Special Review District Ordinance and applicable Design Guidelines**:

SMC 23.66.030 – Certificates of approval – Application, review and appeals

SMC 23.66.338 – Signs

Secretary of the Interior Standard

#10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

MM/SC/BG/JW 5:0:0 Motion carried.

111015.3 BOARD BUSINESS

Ms. Frestedt said the election is next week. She noted that Tiernan Martin has been referred as an appointee to City Council.

Adjourn

Rebecca Frestedt, Board Coordinator
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