



The City of Seattle

Ballard Avenue Landmark District Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649

Street Address: 600 4th Avenue, 4th Floor

BLD 06/22

MINUTES OF THE MARCH 3, 2022 MEETING

TIME: 9:00 A.M.
PLACE: Virtual via WebEx

BOARD MEMBERS PRESENT

Joseph Herrin
Cass O'Callaghan
Kaia Wahmanholm, Vice Chairperson
Tommy Patrick
Mark Durall
Sandy Wolf, Chairperson
Angela Economou

STAFF

Minh Chau Le

ABSENT:

030322.1 CALL TO ORDER AND ROLL CALL

Chairperson Sandy Wolf called the meeting to order at 9:05 and determined a quorum was present. She asked Board members to disclose any conflicts related to the proposal.

030322.2 PUBLIC COMMENT

There was no public comment.

030322.3 APPLICATIONS FOR CERTIFICATES OF APPROVAL

030322.31 Wero (formerly The Gerald)
5210 Ballard Ave NW
Applicant: Wes Yoo, Business Owner

Minh Chau Le introduced the proposal for a blade sign, window decal signage, and exterior painting. She cited Guidelines 5: Building Surface Treatments, 13(a): Signs - Sign Materials; 13(b): Signs - Storefront Signs, 13(c): Signs- Blade Signs. She showed photos of the site, signage details, and paint colors.

Wes Yoo stated that his previous business The Gerald had closed and he was opening a new restaurant in its place. He stated the proposal reflected new branding and the need for business visibility in that particular space.

Joe Herrin suggested that the metal louvres also be painted with the proposed color. The applicant agreed.

Sandy Wolf stated the vinyl wood grain sign finish was not consistent with other signs and asked if a wood sign or painted sign is an option. The applicant stated that costs and lead times could be prohibitive factors.

Tommy Patrick inquired about the process for revising or changing Guidelines.

Minh Chau Le stated it would require public discussion, Law department review, Board support.

Joe Herrin stated a painted sign rather than vinyl on aluminum is more consistent with the District's other signs.

Sandy Wolf stated that eye level widow decal signage was prohibited in the Guidelines.

Cass O'Callaghan suggested that eye level decal signage could be appropriate in the door instead of the windows.

Sandy Wolf stated the proposal involved multiple signed which the Guidelines discourage.

Sandy Wolf made a motion to approve the application with the following conditions: exclude window decal signage, paint aluminum louvres to match exterior paint color, modify blade sign to consist of painted aluminum in a color or pattern to be reviewed and approved by staff prior to issuance.

Mark Durall seconded the Motion.

7 in favor, 0 opposed, 0 abstained. The motion carried.

030322.4 APPROVAL OF MINUTES

No minutes were presented for Board approval.

030322.5 BOARD BUSINESS

There was none.

030322.6 REPORT OF THE CHAIR

There was none.

030322.7 STAFF REPORT

Minh Chau Le reported that two administrative approvals had been made to date in 2022; decorative exterior rosettes related to structural building reinforcement for a property on Ballard Ave, and a canopy and signage project on NW Market St. She stated that advertisements would soon be posted for the positions of Architect and Community Historian. She stated that proactive enforcement of District guidelines is beginning as the Covid period is winding down. She alerted Board members that Financial Interest Forms would soon be sent out.

Tommy Patrick shared his experience as a Ballard business owner going through City review process during Covid times, stating it can be challenging for those not familiar with the processes. He stated he would like the Board to meet in person again. Sandy Wolf stated the importance of the Board maintaining consistency in its decision making

Meeting adjourned at 10:08 am

Submitted by Minh Chau Le