



The City of Seattle

## International Special Review District

Mailing Address: PO Box 94649 Seattle WA 98124-4649  
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ISRD 225/07

### MINUTES FOR THE MEETING OF TUESDAY, October 23, 2007

Time: 4:30 p.m.  
Place: Bush Asia Center  
409 Maynard Avenue S.  
Basement conference room

#### Board Members Present

Jerry Chihara  
Misun Chung  
Robert Ha  
Amalia Gonzalez-Kahn  
Jan Johnson

#### Staff

Rebecca Frestedt

Absent: Hoa Tang, Dr. Austen Chan

Meeting called to order by Jan Johnson 4:38pm

**102307.1 APPROVAL OF MINUTES** October 9, 2007  
Consideration of minutes deferred until the next meeting.

#### **102307.2 CERTIFICATE OF APPROVAL**

102307.21 Friday Maid Services  
513 S. Main Street

Application: Exterior alterations - Signage.

**Staff Report:** The applicant is requesting retroactive approval for existing window film. The film is made of semi-transparent adhesive green vinyl with gold lettering. The film runs the length of the windows along Main Street and the alley façade. The film extends 29" from the base of the window and covers approximately 35% of the window. The proposed signage does not exceed the maximum signage allowance under SMC 23.66.338.

**Applicant Comment:** James Kim, business owner, said he did not realize Board approval of the film was necessary because the signage is located on the window interior.

Ms. Frestedt noted that the application of window film requires an application for a Certificate of Approval since it is a change visible from the exterior. She added that this requirement

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applies to all window film installed within the District. She restated that although the film includes signage, that the Board's review should consider whether or not the film meets the transparency requirement since the amount of proposed signage is allowed under the Code.

**Board Questions:**

Ms. Johnson asked the applicant if he had been aware of the Board when he opened the business. The applicant responded yes. He indicated that the lease agreement includes a reference to Board approval for exterior signage, but did not address interior signage or window film. Mr. Kim added that the addition of signs would help his business.

Mr. Chihara said the sign (film) adds a level of detail that gives character to this secondary facade. He noted that the applicant is approaching the limit on signage. Mr. Kim said he does not have plans to add more signage at this time.

Mr. Chihara said he didn't consider the location of the film to be problematic, especially on the alley façade, which is a secondary façade. Mr. Ha agreed.

Ms. Chung asked why Mr. Kim didn't add signage above the entrance. The applicant said he didn't believe that the location would be as visible as the addition of window film. He also thought that the addition of film would beautify the space on the street level.

Ms. Chung said the sign (film) doesn't relate as well to other signs along the block in terms of design and location. Mr. Kim said his goal was to add color the building and match the color of the film to the surrounding signage. He said it also matches the colors in the interior.

Ms. Gonzalez-Kahn stated that she does not object to the color of the film. She added that it currently looks as if there is a missing sign above the entrance and encouraged Mr. Kim to repaint this portion of the storefront.

Ms. Gonzalez-Kahn said she would have appreciated the ability to review the application in advance of the installation. Mr. Chihara agreed. He said the amount of text seems excessive. Mr. Kim said an earlier version of the sign initially included more text, but he scaled it back. He said he would remove the signage, if necessary.

**Public Comment:** David Harrolds, Property Manager, said there are plans to repaint the building the existing color and that this would help address Ms. Gonzalez-Kahn's concerns.

**Board Discussion:** Mr. Chihara said he is comfortable with the existing signage and it may be disruptive to remove portions.

Mr. Ha said it would be good to include the name "Friday Maid" in the signage. Mr. Harrolds said that illuminated signage featuring the name of the business is located on the back wall of the interior office. The signage was designed to be visible from the street.

Ms. Chung said she opposes the application due to lack of compatibility with the Asian Character District Design guidelines.

**Action:**

I move that the International Special Review District Board approve a Certificate of Approval for the signage as amended.

**MM/SC/JC/RH**

**4:1:0 Motion carried.**

**This action is based on the following ISRD Code Citations and Guidelines:**

**SMC 23.66.336 – Exterior Building Finishes**

**4. Transparency Requirement.** Street-level uses shall have highly visible linkages with the street. Transparent surfaces shall be provided for at least fifty (50) percent of the exposed street façade measured between sidewalk level and a height of ten (10) feet or the height of the second floor level, whichever is less.

**SMC 23.66.338 – Business Identification Signs**

102307.3

**BOARD BUSINESS**

Ms. Frestedt provided the Board with a preview of the October 30, 2007 ISRD Board retreat. She distributed a copy of the draft agenda for Board review. She also distributed copies of updated materials for the Board handbooks.

The meeting was adjourned at 6:00 PM.

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