



The City of Seattle

International Special Review District

Mailing Address: PO Box 94649 Seattle WA 98124-4649
Street Address: 700 5th Ave Suite 1700

ISRD119/07

MINUTES FOR THE MEETING OF TUESDAY, June 12, 2007

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

Board Members Present

Jerry Chihara
Amalia Gonzalez-Kahn
Jan Johnson
Robert Ha

Staff

Rebecca Frestedt
Joanne Walby

Absent:

Freeman Fong
Austen Chan
Hoa Tang

061207.1 APPROVAL OF MINUTES: May 22, 2007
The minutes were tabled for review at the June 26, 2007 meeting.

061207.2 CERTIFICATES OF APPROVAL

061207.21 Dong Shing Market
625 S Jackson St

Application: Signage.

Staff Report: Ms. Frestedt reported that the Dong Hing Market recently assumed new ownership. The name of the shop is changing to "Dong Shing Market." The applicant proposes to update the sign above the doorway to reflect the new name. The letters will be changed to reflect the new name. They will retain the existing font, color and material (red vinyl) and applied with an adhesive.

Applicant Comment: Peter Lai, building owner, said he would simply add the “S” to the store name in both the English and Chinese script.

Board Questions: There were no questions.

Public Comment: There was no public comment.

Board Discussion: There was no discussion.

Action:

I move that the International Special Review District Board approve a Certificate of Approval for the signage, as proposed. This action is based on the following applicable guidelines:

SMC 23.66.338 – Business identification signs
ISRD Design Guidelines for Signs, Section II

MM/SC/AGK/JC 4:0:0 Motion carried.

061207.22

Dong Hing Market
1001 S Jackson St.

Application: Signage.

Staff Report: Ms. Frestedt said this application is for the installation of business identification signage for the Dong Hing Market, which is relocating from 625 S Jackson. The proposed signage includes: installation of Gator foam letters (“Dong Hing Market”) on the building face above the entry. The letters will have a red plastic face with a narrow gold trim cap. The same words in Chinese characters will be above the English letters, below the parapet. The letters will have a plastic gold face and gold trim cap. Both sets of letters will be applied with a clear silicon adhesive. A flag-mounted 10’ h x 2’ w double-faced cabinet sign will be installed on the northwest side of the building. The sign will be attached using 3/8”x 6” lag bolts with penetrations through the stucco. The background of the flag sign will be yellow with red vinyl adhesive letters. It will be illuminated from within by three neon tubes.

Ms. Frestedt said the building’s street frontage is 52’6”. The allowance for signage is approximately 98”. The proposed signage totals 119” and *exceeds* the maximum allowance as stated in the SMC 23.66.338 – Business Identification Signs.

Ms. Frestedt said this application meets guidelines for design and for the location of the proposed signage; however, the total square footage of the proposed signage does not meet the allowance under the Code.

Applicant Comment: Mr. Lai said the double-faced sign will be mounted on bottom brackets drilled in to the wall and attached with clear silicon.

Board Questions: Mr. Chihara asked if the silicon would damage the wall behind it when removed. Mr. Lai said no, and that he had done some testing to determine this.

Public Comment: There was no public comment.

Board Discussion: Ms. Frestedt said she recommends that the applicant reduce the flag-mounted sign by 20” in order to be in compliance.

Action:

Moved to approve the application on the condition that the size of the flag-mounted sign be reduced by 20”, as per the applicable guidelines:

SMC 23.66.338 – Business identification signs;
ISRD Design Guidelines for Signs, Section II

MM/SC/JC/RH 4:0:0 Motion carried.

061207.23

J Sushi

674 S Weller St.

Application: Signage; Paint Colors.

Staff Report: Ms. Frestedt said the applicant proposes to install business identification signage and a logo on the wooden sign plate above the former Pearl Café. The letters and logo consist of 1” thick acrylic, silver colored letters. The logo will be hand-painted on top of the silver material. The letters will be back lit with low voltage (35 watt) indirect Halo lighting. The letters and logo will be attached with 1.5” #12 screws. This request includes the removal of the existing green awning and frame. She said the applicant also proposes to paint the exterior trim black, with red accents.

Ms. Frestedt said the proposed signage is within the allowance cited in the Code.

Applicant Comment: Jay Zeng, owner, introduced graphic designer Anson Maddocks, who designed the logo to match with the art that will be displayed in the interior. Mr. Zeng said the sign will have a very modern look.

Board Questions:

Mr. Ha asked whether the door trim would also be painted black. The applicant confirmed that it would.

Mr. Chihara asked if the sign would be attached through the mortar. Mr. Zeng said that it would not. It will be glued to the wood panel above the door.

Mr. Chihara said that, in his opinion, the proposed colors are compatible with the district and not out of character with existing colors and signage.

Public Comment: There was no public comment.

Board Discussion:

Ms. Gonzalez-Kahn expressed that she had difficulty with the amount of black, but that it wouldn't prevent her from supporting the application. Mr. Ha said that sharp contrast in color and use of black and white is common in Japanese design.

Mr. Chihara asked if the paint would be matte or glossy. Mr. Zeng said it would be matte.

Action:

I move that the International Special Review District approve a Certificate of Approval for the signage and paint colors as proposed. This action is based on the following applicable Guidelines:

SMC 23.66.336 – Exterior building finishes
SMC 23.66.338 – Business identification signs
ISRD Design Guidelines for Signs, Section II – Design Guidelines.

MM/SC/AGK/JC 4:0:0 Motion carried.

061207.24

Labor Ready
624 S. Dearborn St.

Application: Signage.

Staff Report: This application is for two proposed interior lit cabinet signs to be attached to the east and south facades of the building at 624 S. Dearborn Street. On the south elevation the proposed signage will be located on the Dearborn St. façade, centered below the roof line. The sign will feature blue and white channel letters with accent bars and be illuminated with white neon. The sign will be attached with two 1/2" thread bolts. On the east elevation the proposed internally lit cabinet box signage would be placed on the tin awning on the Maynard St. façade and the sign will be centered 4" from the edge of the awning roof, anchored by 1/2" bolts. The proposed sign is white neon, with a Lexan surface with Reflex blue trim cap and returns. The sign will be illuminated with T-12 HO Florescent bulbs. The cabinet will be constructed of aluminum (back panel & perimeter). The edges will be painted to match the tin roof. The signs' dimensions do not exceed the maximum allowance under the guidelines.

Applicant Comment: Danylla Dinwiddie, Kelley Hutchinson and Jo Baumgartner presented the application. Mr. Hutchinson said their business model has changed in the 16 years since they started and he said they aim to help people find long term

employment. He said they are very glad to be in this location since they send people to work nearby at Qwest Field and Aramark. He said he chose the box lighting because it is similar to the adjacent Cathay Bank lighting and the channel letters fit well within the support beam.

Board Questions:

Ms. Johnson asked if they would occupy the entire vacant storefront. Mr. Hutchinson said yes. He added that they intend to submit a later application for landscaping.

Mr. Chihara asked if the angle brackets and hardware would be painted to match the awning. The applicant said yes.

Public Comment: There was no public comment.

Board Discussion: There was no further discussion.

Action:

I move that the International Special Review District Board approve a Certificate of Approval for the signage as proposed. This action is based on the following: applicable guidelines:

SMC 23.66.338 – Business identification signs
ISRD General Design Guidelines, IV. Signage [for interior-lit cabinets] and Design Guidelines for Signs: Section II.

MM/SC/JC/RH 4:0:0 Motion carried.

061207.25 HotSpot Karaoke
9 Canton Alley

Change of Use; Signage.

APPLICATION WITHDRAWN (due to incompatibility with fire codes at the proposed location).

061207.3 BOARD BREIFING

061207.31 Maynard Avenue Greet Street
Maynard Ave. between S. Main and Jackson Streets

Briefing on proposed alterations (street use and design) along Maynard Ave.

Tom Im, of Inter*Im Community Development Association, and Dave Rogers, of SvR Design Company, presented the briefing. Mr. Im said that the Green Street project's purpose is to improve the pedestrian environment on Maynard. He cited the similar Green Street project on Vine Street in Belltown and presented visuals.

The goal of the project is to improve the pedestrian environment. The design will also serve to clean rainwater runoff before it reaches the Sound.

Inter*Im conducted three separate planning processes, working with UW Landscape Architecture students. The students interviewed local businesses within a 1-2 block radius about the features they would want on this street, as well as gardeners and pedestrians. They also presented at the Summer Festival.

He said that based on this they created three street design alternatives. Inter*Im chose the alternative that had the least parking loss. The proposed design would expand the sidewalk by 7' and include benches to assist elders walking up the steep grade. The proposal will include 9-14 parallel parking spaces. In addition, he said part of this plan will be to capture 14,000 square feet of rainwater and channel it into cisterns, either above or below ground for later use in watering the landscaping. In response to community member concerns about safety, they plan to incorporate lighting.

Mr. Rogers noted that Maynard Street is very steep so many people don't use this street. He said this proposed Green Street plan would activate the street and create a stronger connection to the Danny Woo Garden. He said similar changes in Belltown have had far-reaching effects and improved community involvement with the garden there.

Mr. Rogers said they propose to phase the construction in order to get on the SDOT work schedule in 2007, while finalizing the design of the landscaping. Mr. Im said the development of the landscape design will be completed by October. He added that they plan to complete the entire project in less than one year.

Mr. Im said public art projects will be proposed by Steve Badanes, the artist who created the Fremont Troll, and Rumi Takahashi. He added that they have a temporary landscape plan for the street until the project is initiated.

Comments: Mr. Chihara commended the team on the project and said that it features many interesting components. He said that if a cistern was added, the design should be appropriate for the International District. Mr. Rodgers agreed that the project should be culturally relevant and noted that any design would go through a community design process.

Ms. Johnson said she had one concern related to the residential populations in this area. She said there is a lot of loading/unloading of passengers and material on Maynard and Main and that the movement should be taken into account during the design phase. She asked if there would be a new lighting plan. Mr. Im said they did not have a lighting plan yet, but were open to ideas.

Ms. Johnson suggested they reactivate alleys into Green Streets as well. She said they should be careful that the trees chosen don't have leaves that will be too "slick" in the autumn when they fall to the sidewalk.

Mr. Ha said pedestrian safety at Maynard and Main could be enhanced with a stop sign or additional lighting.

Mr. Chihara recommended the inclusion of temporary plantings during the design phase that require minimal irrigation. Mr. Rodgers said they could consider various forms of clover or hydro-seed and added that although it would be expensive to include temporary plantings, it would be possible.

Ms. Johnson voiced the need for a maintenance plan. Mr. Im said they would work with BIA to consider long term maintenance plans.

Meeting adjourned at 6:15pm

Issued: June 22, 2007

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