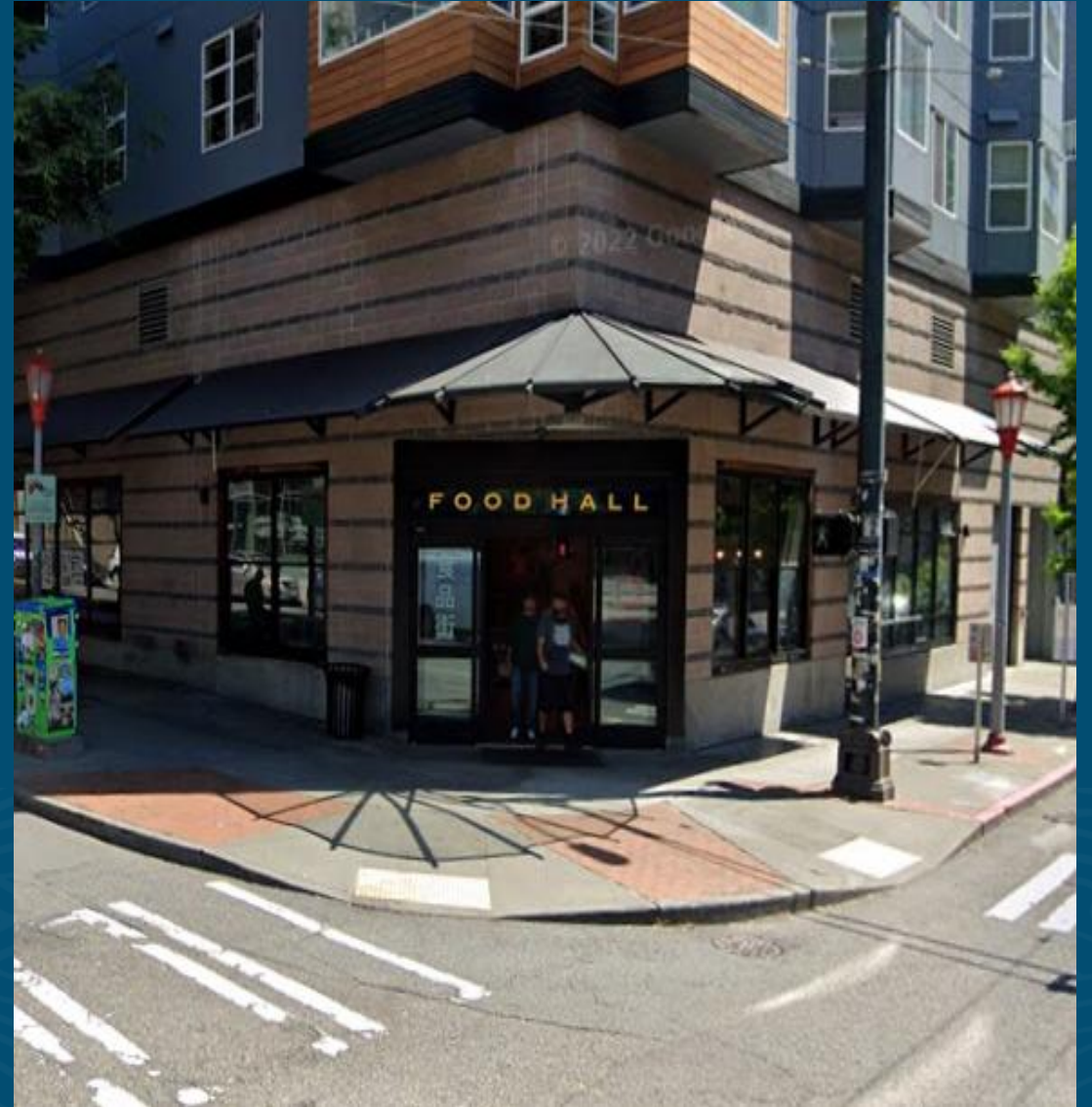


EXTERIOR SIGNAGE PROPOSAL 09.25

The Food Hall

at Uwajimaya Village



UWAJIMAYA

The Story Goes On

Uwajimaya Village continues to be an important destination and icon for the neighborhood that brings tremendous history of family and culture to the thousands who visit it each day.



A Fresh Look for a Community Favorite

Uwajimaya undertook a much-needed remodel of its interior as well as the market side entrance – elevating the experience and modernizing the aesthetic. This has been met with incredible support and success from the community.

From this:



To this:



Celebrating Small Businesses & Global Flavors

Within Uwajimaya Village are a handful of beloved merchants – each small businesses who have honed their craft, many in food that represents cuisine from around the globe. The Food Hall element of Uwajimaya is the next chapter of enhancement for the public benefit – and that enhancement starts at the front door.



ALOHA PLATES



BEANFISH



CHUBBY'S
BURGERS



BOILING POINT



DOCHI JAPANESE
MOCHI DONUTS



SPICE KING



LOS COSTEÑOS



SAIGON STREETS



SAMURAI NOODLE



THAI PLACE



WAJI'S BY
UWAJIMAYA DELI



WAJI'S BY UWAJIMAYA
POKE BAR

Framing A Landmark Entrance

Uwajimaya Village plans to invest in its Food Hall front door, providing an art-driven visual enhancement to the neighborhood at the 5th and Weller entrance.

Observed by many as the back door entrance to Uwajimaya, this entry is a vital part of Food Hall merchants' success. It also happens to face an important intersection of the neighborhood.





The Proposal

Artist Stevie Shao

stevieshao.com

Hi! It's me, Stevie.

I'm an Seattle based, Seattle born-and-raised creative with a range of artistic and technical skills and freelance experience. I'm an industrious individual with a love for color, nature, and community that's been fortunate to work as a freelance illustrator and designer creating assets for public and private use with a variety of clients large and small. I'm a curious person that's always eager to learn new skills and collaborate with others, now working freelance in Seattle, WA or remote – let's start a convo!



The Proposal

Our vision

Creative Goal

Bring vibrancy and artistic appeal to the corner that would complement the surrounding neighborhood streetscape and act as a portal to the Food Hall entrance. Shao is proposing a connection of cultural iconography, bold colors and yummy bites.



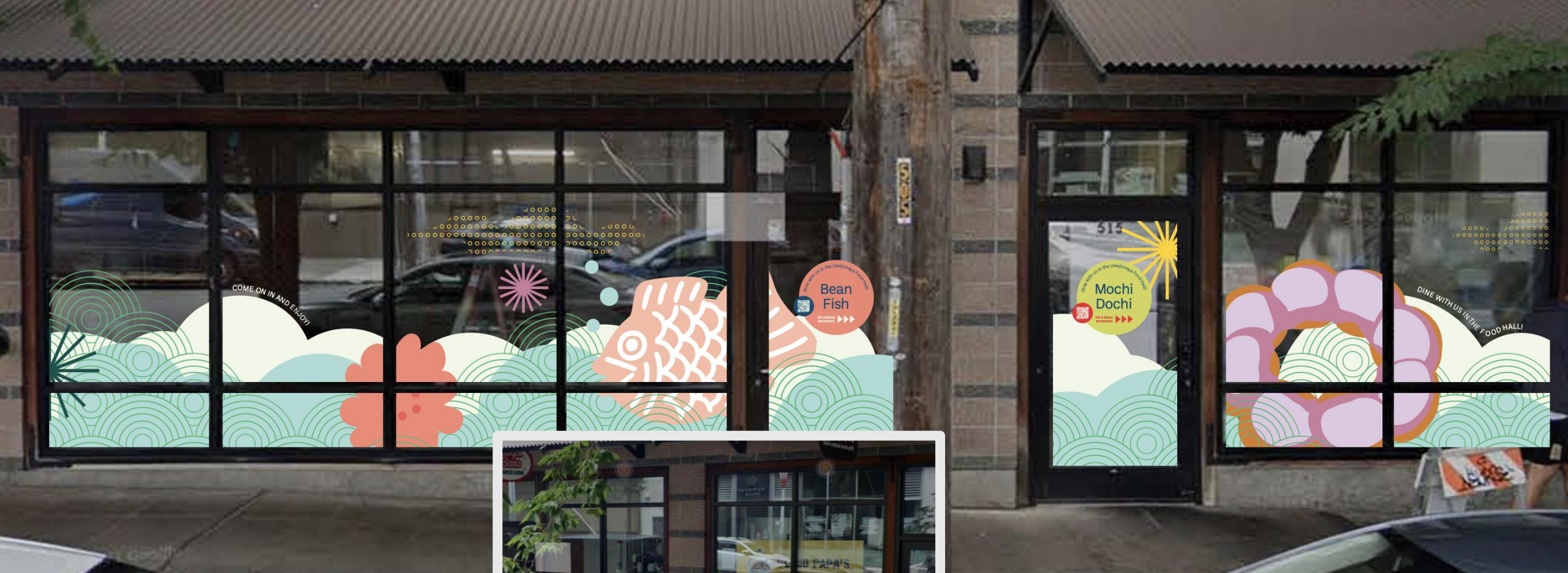
Tenant directory here

The Proposal

Our vision

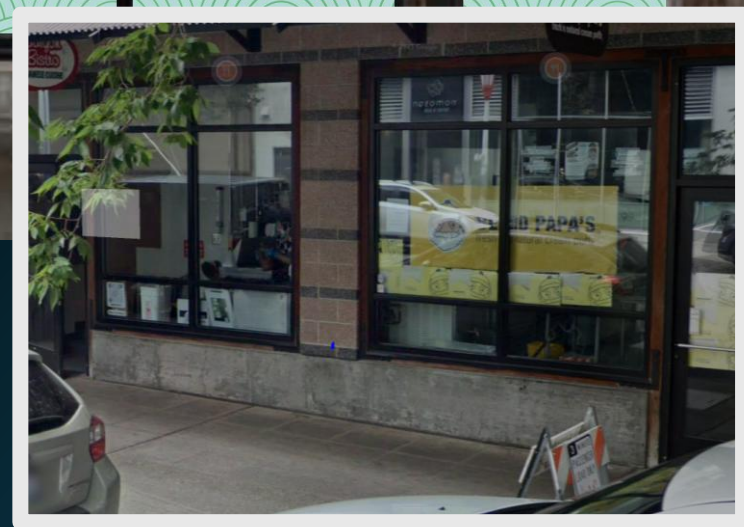
Creative Goal

Bring vibrancy and artistic appeal to the corner that would complement the surrounding neighborhood streetscape and act as a portal to the Food Hall entrance. Shao is proposing a connection of cultural iconography, bold colors and yummy bites.



The Proposal

Enhancing the pedestrian experience



Current Situation

Creative Goal

We intend to pull the corner mural's design language through to window graphics that enhance the aesthetics of the Uwajimaya Village streetscape. This will provide more tasteful visual walk for pedestrians down both 5th and Weller over the current view of "back of house" spaces. Designs will celebrate the merchants' craft using Shao's creativity as the inspiration.



The Proposal

Interacting with our neighborhood

Welcoming Transit Customers

Residents, office workers, neighborhood visitors, sports fans, concertgoers and all who step off Link Light Rail, Metro and ST Express will be welcomed to the International District with a colorful, culturally inspired art story. Neighbors will benefit from a more energized corner.



**No additional lighting needed
for nighttime impact**



**Colors selected brighten the corner and
corridors, especially October through March**

The Proposal

Minimizing neighbor impact

Impact Without More Lights

This location benefits from multifamily residents and office tenants surrounding it. While this art will enhance the energy and strengthen visibility to the entrance to the Uwajimaya Food Hall, it will do so without adding additional lighting or structure.

Specifications

Mural Art

Dimensions: ~22'h x 19'w

Paint Type: Primarily exterior latex

Anti-Graffiti Coating: Yes

Window Art

Window Length: 723'

Window Coverage: <50%, exterior installation*

Vinyl Type: Low Tac White Translucent with

Anti-Graffiti Laminate

Maintenance Plan

Goal is to maximize the life expectancy of the art, anticipated for 10 years.

- Annual artist touch up
- Maintenance agreement for significant damage
- Additional paint supply on hand
- Allowance for full removal in case of catastrophic damage

The Proposal

Specifications + Maintenance

Integrity for the Future

This approach was designed to sustain wet winters and (hopefully) sunny, UV-impacting summers. We plan to invest in finishing touches to offer durability and have set up agreements for maintenance and touch ups.



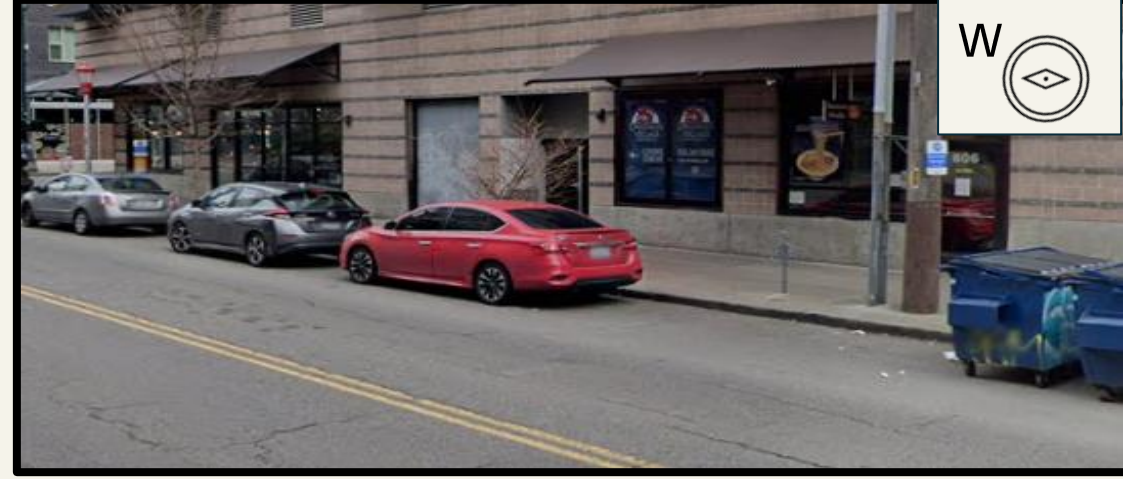
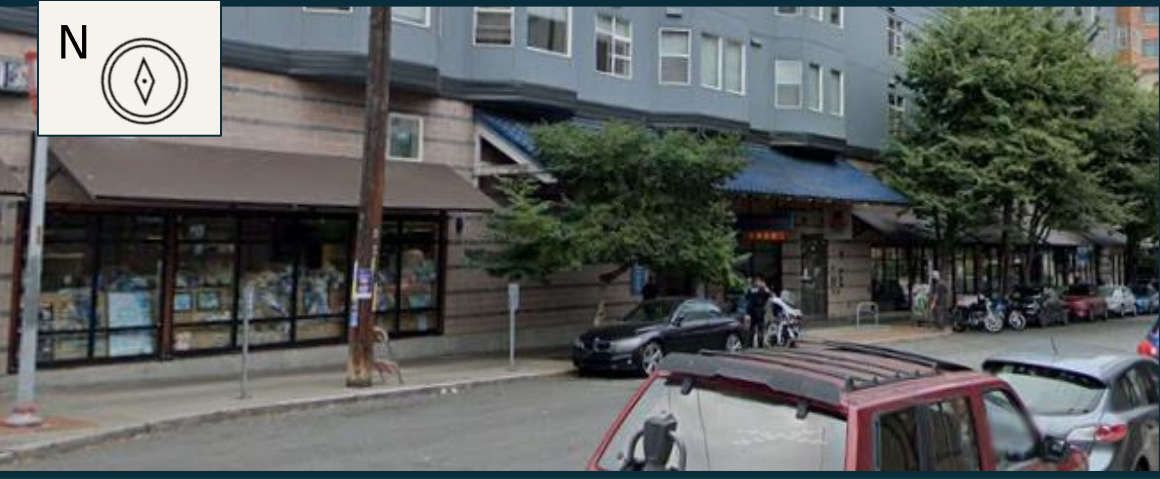
~ 22' h x 19' w
(duplicated on the west side)

The Proposal

Dimensions

Integrity for the Future

This approach was designed to sustain wet winters and (hopefully) sunny, UV-impacting summers. We plan to invest in finishing touches to offer durability and have set up agreements for maintenance and touch ups.



Exterior dimension on the N/E/W sides of the building. ~ 491 ft.

The Proposal

Dimensions & Exterior Mapping

Integrity for the Future

This approach was designed to sustain wet winters and (hopefully) sunny, UV-impacting summers. We plan to invest in finishing touches to offer durability and have set up agreements for maintenance and touch ups.

Corrections Addendum

Based on ISRD Feedback dated 05/23/2025



UWAJIMAYA®

Dimensions and Coverage

In planning this design, we are interpreting the full window area shown at left as two “windows”:

- (1) the 80.5”h x 92.5”w window at far left
- (2) the 109”h x 35”w door with window above

The design that follows proposes 50% or less coverage of the total window area, per established guidelines.



The Proposal

Window coverage

Window Sizing and Coverage

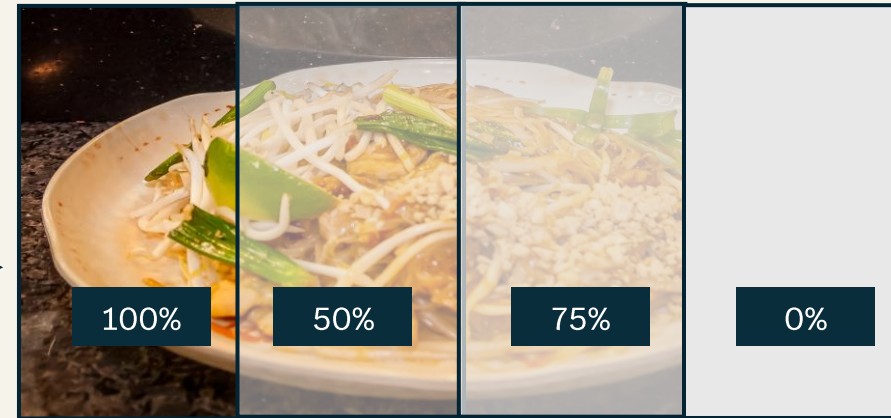
The design of the pedestrian sidewalks outside the food hall has been carefully curated to reflect our culture and offerings while maintaining a cohesive, uniform aesthetic.

Placement and Transparency

Our preference is to install the graphics on the exterior of the glass rather than the interior, as the 50% transparency requirement combined with interior placement reduces visibility and creates added glare. The exterior placement allows for a more cohesive and dynamic streetscape.



Translucent Vinyl
example



The Proposal

Window coverage

Window Sizing and Coverage

The design of the pedestrian sidewalks outside the food hall has been carefully curated to reflect our culture and offerings while maintaining a cohesive, uniform aesthetic.



The Proposal

Full Design

West Face, SW Corner

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.



The Proposal

Full Design

West Face, SW Corner

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.



The Proposal

Full Design

West Face, Mid Block

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.



The Proposal

Full Design

West Face, NW Corner

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.



The Proposal

Full Design

North Face, NW Corner

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.



The Proposal

Full Design

North Face, Mid Block

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.



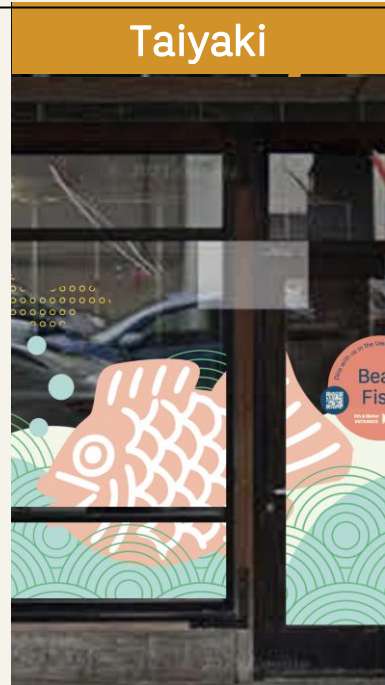
The Proposal

Full Design

North Face, Mid Block (continued)

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.

BeanFish



BOOKS Kinokuniya



SAIGON STREETS



The Proposal

Enhancing the pedestrian experience

Creative Goal

The design of the pedestrian sidewalks outside the food hall has been carefully curated to reflect our culture and offerings while maintaining a cohesive, uniform aesthetic.

The above are examples. Each Tenant would have a similar layout and focus.



KINOKUNIYA BOOKSTORES



The Proposal

Full Design

North Face, NE Corner

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.



The Proposal

Full Design

East Face, NE Corner

Design showing less than 50% total coverage of the window areas and featuring art that marries the mural art style with cuisine offered by the merchant occupying space behind the windows.

The Proposal

Aerial signage layout



Aerial view of total linear feet

The total signage layout equates to ~723 linear feet and includes a portion of the grocery store window frontage (meant to represent Waji's deli) then north to Weller/ East to 6th and ends on 6th at Kinokuniya.

Corrections Addendum 2

Based on ISRD Feedback dated 04/06/2026



UWAJIMAYA®



Each tenant will have a singular round design with a 4”x4” QR code that will direct street traffic to their website menu. The other verbiage is universal and says “come on in and enjoy!” or is directional in nature.

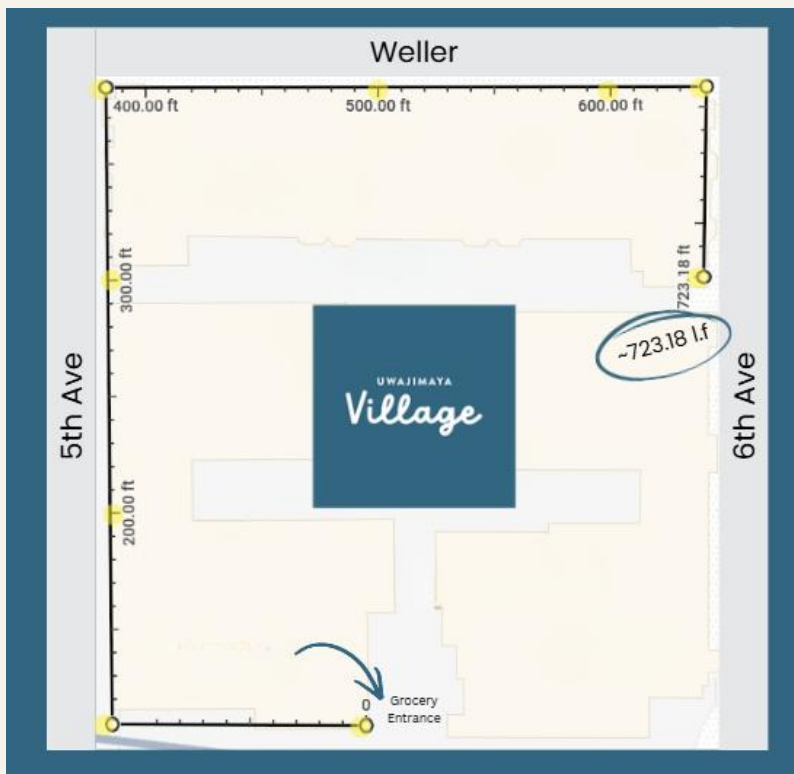


The Proposal

Enhancing the pedestrian experience

Request #1

Provide an enlarged detail of the window business signs (circular signs) and text?



I apologize if I wasn't thorough in my description on this. Every Uwajimaya window highlighted above is included. The tenants to the south of Kinokuniya along 6th ave are not included in this.

The Proposal

Enhancing the pedestrian experience

Request #2

Will the storefronts to the east of Saigon Bistro be included?

Specifications

Mural Art

Dimensions: ~22'h x 19'w

Paint Type: Primarily exterior latex

Anti-Graffiti Coating: Yes

Window Art

Window Length: 723'

Window Coverage: <50%, exterior installation*

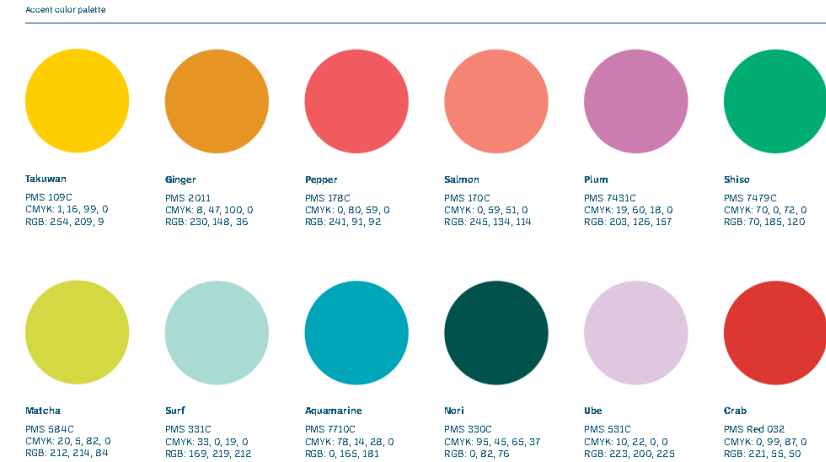
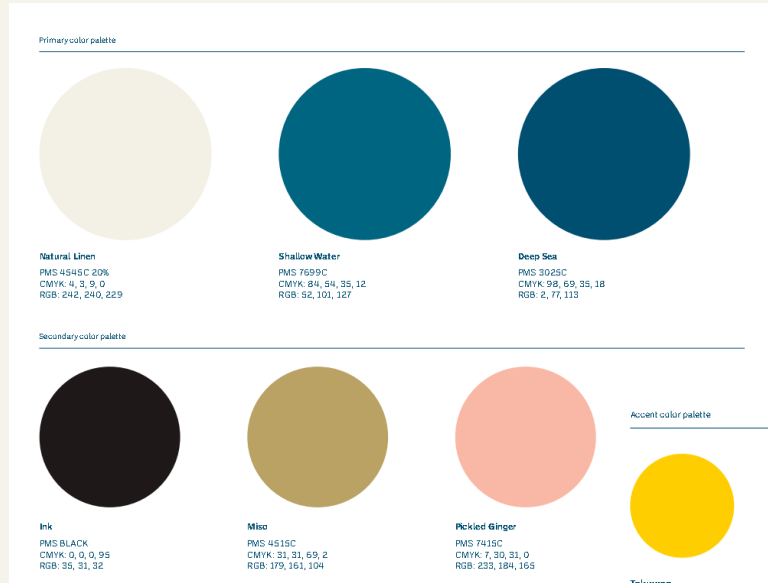
Vinyl Type: Low Tac White Translucent with

Anti-Graffiti Laminate

Maintenance Plan

Goal is to maximize the life expectancy of the art, anticipated for 10 years.

- Annual artist touch up
- Maintenance agreement for significant damage
- Additional paint supply on hand
- Allowance for full removal in case of catastrophic damage



Our specifications were outlined on page 12, but are copied here as well along with the Uwajimaya brand guidelines for colors currently in place. The exterior paint is almost entirely exterior latex from both Behr and Sherwin Williams.

The Proposal

Enhancing the pedestrian experience

Request #3

Product specifications for paint and decal. What is the manufacturer? Have you determined specific color pallet (for future touchups and reference)?

Unfortunately, I cannot provide this since all of the current storefronts are either not in compliance or are not using decal graphics.

The Proposal

Enhancing the pedestrian experience

Request #4

Can you provide a photo of a storefront that is currently using the 50% decal graphics?

The Food Hall

at Uwajimaya Village

Aleisha Hicks-Settles

Blanton Turner

(206) 973-1983

ahicks@blantonturner.com



UWAJIMAYA®