

**Ballard Avenue Landmark District  
Staff report summary for the meeting of April 2, 2026**

040226.2 APPLICATIONS FOR CERTIFICATE OF APPROVAL

040226.21 Eyes on Me  
5443 Ballard Ave NW  
Feliks Matveev, Business Owner

Proposal for storefront signage: a hanging marquee sign, lettering on the marquee, and window decal signs.

Additional relevant information:

- Some of the proposed signage (window decal signs) had been installed without first obtaining the required Landmark District Board approval. The applicant reports they were unaware of the requirement, and they have incorporated the signage in question into this proposal.

Exhibits:

- Site plan.
- Photos of the existing storefront.
- Renderings of proposed signage.
- Signage details: colors, materials, methods of application and attachment.

Relevant guidelines:

7. Transparency.

- Board to determine whether the size and scale of the window decal signage allows adequate visibility into the space.
- Board to determine whether the window decal signage constitutes “excessive” signage, which is discouraged.

12. Awnings.

- Lettering is proposed on the front of the marquee only and not on the sides, consistent with this guideline.

13. Signs.

- The hanging sign is of the preferred material and finish of painted wood. With engraved lettering, it will be nearly but not fully “flat-surfaced”. Board to determine whether the sign is adequately flat-surfaced, which is a preferred characteristic.