



The City of Seattle

Pike Place Market Historical Commission

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

MHC 79/19

Wednesday June 12, 2019

4:30 p.m.

PDA Meeting Room, 93 Pike Street, Room 317

COMMISSIONERS

Sam Farrazaino

Bob Hale

Michael Hammond

John Ogliore, Vice Chair

Lauren Rudeck

Christine Vaughan, Chair

Staff

Heather McAuliffe

Melinda Bloom

Absent

Rachael Kitagawa

Anais Winant

Chair Christine Vaughan determined that a quorum was present and called the meeting to order at 4:35 pm. She acknowledged we are on Coast Salish land.

She reminded Commission members to announce any conflict of interest or ex parte communication prior to review of applications.

061219.1 APPLICATIONS FOR CERTIFICATES OF USE APPROVAL

061219.11 Seattle Café
1926 Pike Place, Champion Building
Merrisa Claridge & Jason Amador

Staff Report, Use: Ms. McAuliffe explained the application to establish use for a full-service restaurant and bar specializing in sourdough cookery and creation of original cocktails with an exclusively Washington Draught menu. Zone 2, street level, Food a-e and Retail a-d uses permitted. Former use was Food c, d, e & f. New use would

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be Food c & e, Retail e. Space is 5,176 square feet. The space size is grandfathered because it has never been divided. Proposed ownership structure: S Corporation. Merrisa Claridge owns 51% and Jason Amador owns 49% of the corporation. Owner financial affiliations: None. Owner operator: Merrisa Claridge will be the Operation Manager and Jason Amador will be the Chef. They will be involved in all aspects of daily operations. Business hours: 8:00 a.m. to 11:00 p.m. daily. Exhibits reviewed included a site plan, written description of ownership interest and role in the business operation, corporate paperwork, supplemental information from the applicant, letter from Lisa Martin, property owner, floor plan, floor plan showing commercial and back of house areas. Guidelines that applied to this application included 2.1, 2.4, 2.5, 2.6, and 2.7.

URC Report: Ms. McAuliffe said the Committee cited 2.1.3, 2.1.3, 2.4, 2.5.1 c & e, 2.5.4 e, 2.6.10, 2.7.1, 2.7.2 and recommended to approve.

Mr. Ogliore said regarding 2.5.4 e; 2.7.2 was approved by URC because of 2.7.2 a & c.

Mr. Hammond concurred.

Applicant Comment:

Merrisa Claridge explained breakdown of uses: 55% food; 30% bar; 10% baking; and 5% retail. She said pricing appeals to all demographics and a 25% discount will be given to neighbors.

Jason Amador said they connect to “Meet the Producer” by exposing the sourdough process, host daily classes, create Market experience, interaction with bakers. He said their niche is sourdough; he noted it is a complex process. They will also produce crafted oils, tonics, gastrics, and sourdough starter kits.

Ms. Claridge said that 80% of restaurants fail in first five years; they have much experience in restaurant and baker business.

Ms. Vaughan asked about viewing area.

Ms. Claridge said that all baking processes will be exposed.

Landlord Comment:

Lisa Martin said she was happy another family business would use the space. She noted the complications of ventilation, life-fire-safety issues in the space.

Ms. Vaughan asked if access and size had been addressed.

Ms. Martin said originally Taxi Dogs hindered use of the space. They will have to go back to a common area based on exiting requirements.

Public Comment: There was no public comment.

Mr. Hammond said the URC reviewed relevant guidelines and found an exception in 2.7.2 a. He said it is a good space and the committee felt they were in position to approve. He said the use not permitted is retail; 2.7.2a would apply because it is affordable and that would make it allowable.

Mr. Ogliore said 2.5.5 d isn't there, they aren't charging for classes. He said it is one of the better prepared and presented applications. He said it is a challenging location but that he thought it would be do-able and a good fit.

Ms. Vaughan said there are lots of restaurants but noted the strong connection to "Meet the Producer" and discounts to residents. She said it is a large space that has been vacant a long time.

Mr. Ogliore said retail is difficult, especially this size space. He said this is the best fit for this space.

Mr. Hale said it is a good fit in the market and fits with "Meet the Producer".

Action: Mr. Ogliore made a motion to adopt a resolution to approve the application as presented.

MM/SC/JO/MH 6:0:0 Motion carried.

061219.2 APPLICATIONS FOR CERTIFICATES OF USE/DESIGN APPROVAL

061219.21 Cobb's
1500 Western Avenue, Leland Hotel
Erin Cobb

Staff Report, Use: Ms. McAuliffe explained the application for street use/right-of-way approval for a sandwich board. Business is located on Western Avenue. Exhibits reviewed included site plan, renderings, photos, sign details. Guidelines that applied to this application included 3.6.

URC Report: Ms. McAuliffe said the Committee cited 3.6.6 b and recommended to approve.

Applicant Comment:

The applicant said a sandwich board is needed near the crosswalk at Western to get customers to their site. He said they agree they detract but in this specific use case, it is needed. Western Avenue is rough; they want activation in the area and shop owners there struggle.

Ms. Vaughan said decisions are made on an application by application review.

The applicant said the viaduct is down, the Hillclimb is shut down; the sandwich board sign is needed to direct people to their space.

Ms. Vaughan said permission can be revoked on 30-days' notice.

Landlord Comment:

Tabitha Kane, PDA, noted the importance of pulling people to those shops; this is an easy way to accomplish that.

Public Comment: There was no public comment.

Commission Discussion:

Mr. Ogliore said the URC recommended the Commission discuss because the Market is plagued by A-board signs. He said the Hillclimb section will be shut down for a month. He said we want to see businesses survive and prosper and he noted Ms. Rudeck's comment on challenges of having a Western Ave. location.

Ms. Rudeck said this location is by the elevators and there is no access problem. She said it is tough to drive traffic there; approval is 30-day revocable so she would approve.

Mr. Ogliore asked if a blade sign would help with traffic.

Ms. Rudeck said a blade sign helped dramatically.

Mr. Hale said it is a tough location.

Mr. Ogliore said when the whole activation happens, the sandwich board sign may not be needed.

Ms. Vaughan cited 3.6.6 b 6 and noted it is approvable and revocable.

Ms. Rudeck said when there is a line for the elevator, you can't see the shops.

Mr. Hale said there is a wide sidewalk there.

Action: Mr. Hale made a motion to adopt a resolution to approve the application as presented.

MM/SC/BH/LR 6:0:0 Motion carried.

Staff Report, Design: Ms. McAuliffe explained the application for design of sandwich board; install blade sign above storefront. Exhibits reviewed included site plan, renderings, photos, and sign details. Guidelines that applied to this application included 3.1 and 3.6.

DRC Report: Ms. McAuliffe said the Committee cited 3.1, 3.6.1, 3.6.2, 3.6.3, and 3.6.6 b and recommended to approve. DRC recommended that the applicant add the business name to the blade sign to better comply with Guideline 3.6.3.

Applicant Comment:

The applicant said the sign is simple and in keeping with others nearby. The blade has the same dimensions and will use the original mounting; they just added a layer of polyacrylic. He said people take selfies with their "Is butter a carb?" sign; it is good advertising.

Landlord Comment:

Landlord signed application.

Public Comment:

Bob Wagner supported.

Commission Discussion:

Ms. Rudeck said the blade sign relates visually to the store and business. It is simple and of appropriate scale.

Action: Mr. Hammond made a motion to adopt a resolution to approve the application as presented.

MM/SC/MH/LR 6:0:0 Motion carried.

061219.3 APPLICATIONS FOR CERTIFICATES OF DESIGN APPROVAL

061219.31 Wagner Architects
1916 Pike Place, Soames/Dunn Building
Bob Wagner

Staff Report, Design: Ms. McAuliffe explained the application to install roller shade awning over roof deck. Exhibits reviewed included site plan, cut sheet, photos, and method of attachment. Guidelines that applied to this application included 3.1, 3.2 and 3.3.

DRC Report: Ms. McAuliffe said the Committee cited 3.1, 3.2.9, and 3.3 and recommended to approve.

Applicant Comment:

Bob Wagner said his windows face south and west; a motorized awning will help with the sun and will also allow use of deck in winter. He said he had a trellis but the planters disappeared.

Landlord Comment:

Jessica Carlson, PDA, supported the application.

Commission Discussion:

Ms. Rudeck said it is in character and matches others in the Market, it is Market Green.

Mr. Ogliore asked if the trellis is down.

Mr. Wagner said only where they are putting in awning.

Action: Mr. Ogliore made a motion to adopt a resolution to approve the application as presented.

MM/SC/JO/LR 6:0:0 Motion carried.

061219.4 APPROVAL OF MINUTES:

May 22, 2019

Deferred.

061219.5 REPORT OF THE CHAIR

Ms. Vaughan said she has had no response to the letter sent to the Mayor asking why the Allied Arts candidates were not being accepted. She said she called Sabrina Boulter and asked about the five appointments and has gotten no response. She said the Mayor has approved the appointments and the expectation is the City Council will confirm in August.

She said there has been no movement on the guidelines, and nothing has been heard from Law.

She said the City Council voted to extend the study period for the Showbox / expansion of the district for six months and presumed that meant until December 2019. She expressed frustration with district expansion and said there are no guidelines for it. She said it is an eroding of arms-length relationship. She said it doesn't address who is writing the guidelines and the Ordinance is clear that the

Commission will write guidelines. She said it is wishy-washy and it is worrisome to her. She said it is hard to do if you don't have support and said it is no reflection on staff, it is a reflection of how it is set up.

Mr. Ogliore asked how long it would take.

Ms. Vaughan said piecemeal addition doesn't make sense, it becomes a political football. She said temporary expansion put Showbox in. Have not heard any formal discussion. It leaves open for challenge like the Women in Black sculpture.

Ms. McAuliffe said she heard a lot of concerns expressed and said it is best to draft a letter to Sarah Sordt to capture what she is saying.

Ms. Vaughan said she would do that. She said that staff's vacation is not an emergency, everyone has known about it. Things are not being done.

Ms. McAuliffe said it might help to put concerns in writing so they can be addressed.

Ms. Vaughan said she sent an email to Mr. Mantilla asking how to get to the Mayor. His response said mail or to consider the email the formal presentation.

Mr. Ogliore said Friends of the Market are heavily involved in getting appointments done. They are pushing hard to push mayor and assistant. He expressed concern about the Showbox.

Mr. Hammond asked if it is a done deal regarding financing.

Ms. Vaughan said landmarks board nominated it exterior and interior; designation hearing is in July.

Mr. Farrazaino asked if Commission should make a statement.

Ms. Vaughan said we have six months to decide. To put it in and take it out turns into a political thing rather than a focus on preservation.

Mr. Ogliore asked how the guidelines for Showbox changes / use come to the Commission.

Ms. Vaughan said the clearest we have is the Market Theater. She said she is highly suspect of a district whose boundaries are constantly changing.

Mr. Farrazaino asked the response to protect the Market. He said she was correct in assertion that putting in/taking out is detrimental to the Market.

Ms. Vaughan said it politicizes it and makes it political rather than preservation.

Mr. Farrazaino said if it is a reaction to development, it is too late; if it is a reaction to City Council, it is too late. He asked the letter to be circulated to Commission first so that it would be done as Commission.

061219.6 REPORT OF STANDING COMMITTEES:

061219.7 STAFF REPORT

Ms. McAuliffe reminded she would be gone for three weeks. Tom Quackenbush will oversee things while she is away. She said to draft concerns to Sarah Sodt.

She said there will be no meeting on June 26; next meeting will be July 10.

061219.8 NEW BUSINESS

5:45 pm Mr. Ogliore made a motion to adjourn. Mr. Hale seconded.

Heather McAuliffe
Commission Coordinator