



The City of Seattle

Pike Place Market Historical Commission

Mailing Address: PO Box 94649, Seattle WA 98124-4649
Street Address: 600 4th Avenue, 4th Floor

MINUTES

MHC 46/19

Wednesday April 10, 2019

4:30 p.m.

PDA Meeting Room, 93 Pike Street, Room 317

COMMISSIONERS

Sam Farrazaino

Bob Hale

Michael Hammond

Rachael Kitagawa

John Ogliore, Vice Chair

Lauren Rudeck

Christine Vaughan, Chair

Anais Winant

Staff

Heather McAuliffe

Melinda Bloom

Chair Christine Vaughan determined that a quorum was present and called the meeting to order at 4:30 pm. She reported that we are on Coast Salish and Duwamish land.

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

041019.1 APPLICATIONS FOR CERTIFICATES OF USE/DESIGN APPROVAL

041019.11 Beyond Threads
1603 First Avenue, Inn at the Market
Cristina Dioguardi

Staff Report, Use: Ms. McAuliffe explained the application for approval requested for an existing sandwich board on the sidewalk in front of business. She noted the business has frontage on 1st Avenue. Exhibits reviewed included photos and drawing. Guidelines that applied to this application included 3.6.

URC Report: Ms. McAuliffe said the Committee cited 3.6.6 b and recommended that full Commission should discuss.

Applicant Comment:

Cristina Dioguardi, owner, said she has been in the market since 1992 and in current location for 11 years. She noted problems with poor visibility, window reflection from window film, mid-block location prompted use of an A-board sign. She said the A-board sign has brought in 30% increase in customers.

Landlord Comment:

Shellie Wooten said it is an odd place on 1st Avenue, not highly visible. She said it is not an active block and there are meeting rooms next door.

Public Comment: There was no public comment.

Commission Discussion:

Mr. Hammond said URC reviewed and said it makes sense.

Ms. Winant noted the intent to have the entire Commission discuss.

Mr. Ogliore cited 3.6.6 b which is specific in not allowing A-boards. He said there is such a proliferation of them, most not approved other than Folio which does not have direct access or visibility to its location.

Ms. Winant said jewelers put film for security. She said she looked at the window and there isn't a lot of glare; she thought perhaps a different film would improve things. She said the signage in the window is perfectly clear, but it doesn't say 'Alpaca' – perhaps that could be added to sign. She said she didn't concur that A-board is needed.

Mr. Hale said that the area is pretty deserted and that there was no one on the block when he went there.

Ms. Rudeck agreed with Ms. Winant and said the A-board could translate onto window or blade sign and add the alpaca. She cited 3.6.6 b and said this doesn't meet the exception.

Ms. Kitagawa agreed and said other things could be done. Outside of glazing, the blade sign could be altered with cute alpaca added.

Mr. Farrazaino supported the proposal and said there is an access problem given the surrounding uses. He said the store is more removed from the rest of the Market traffic. He said the A-board wouldn't inhibit traffic.

Ms. Vaughan said there is a location problem, nothing on either side. She supported the proposal.

Mr. Ogliore disagreed and said he didn't see an access or location problem.

Ms. Vaughan said there is a location problem because of uses on either side.

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

MM/SC/MH/BH 4:04:0 Motion failed. Messrs. Farrazaino, Hale, Hammond, and Ms. Vaughan opposed.

Ms. Dioguardi said she doesn't use the "alpaca" in the summer because it doesn't represent all she sells, and people wouldn't come in. She said her blade sign is covered by Isadora's sign. She said there is a 15' wide sidewalk; the sign is 2' and is next to wall not blocking anything. She said the corner sidewalk café has a huge sign.

Design application not reviewed because use application not approved.

Staff offered to have the DRC conduct a site visit to advise the applicant on additional sign options for visibility.

041019.2 APPLICATIONS FOR CERTIFICATES OF DESIGN APPROVAL

041019.21 Inn at the Market
86 Pine Street
Shelley Wooten

Staff Report: Ms. Ms. McAuliffe explained the application to replace exterior signage. Exhibits reviewed included photos, renderings, and drawings. Guidelines that applied to this application included 3.6.

DRC Report: Ms. McAuliffe said the Committee cited 3.6.1, 3.6.2, and 3.6.3 and recommended to approve, with confirmation that sign lighting color temperature will be 2700k.

Applicant Comment:

Shelley Wooten explained signage needs to be updated with new branding and logo. Signage will be close to exact replica with new logo. She provided material samples. She confirmed that lighting color temperature will be 2700 even though it says '7100' in the plans. She said the corner sign is a replacement; they will change orientation of sign, with logo at top.

Ms. Rudeck said it looks like it is larger than the existing sign.

Ms. McAuliffe suggested DRC do a site visit and see a mockup.

Public Comment: There was no public comment.

Commission Discussion:

Commission members indicated they had no problem with the rest of the signage but wanted DRC to see a mock up of the corner location sign in context.

Action: Mr. Ogliore made a motion to adopt a resolution approving the application with proviso the corner sign will return to DRC for approval and the lighting color temperature is 2700K.

MM/SC/JO/AW 8:0:0 Motion carried.

041019.3 APPROVAL OF MINUTES: March 13, 2019 Deferred.
March 27, 2019 Deferred.

041019.4 REPORT OF THE CHAIR

Ms. Vaughan asked about confirmation of new members.

Ms. McAuliffe said the reappointments will go forward; nothing is confirmed yet.

Ms. Vaughan asked the number of candidates that were forwarded for Allied Arts.

Ms. McAuliffe said there were three offered initially but that one withdrew. Both candidates interviewed were forwarded for mayor to make choice. She said she was told the mayor wants a more diverse pool; she has no other information. She read from the Ordinance on the make-up of the Commission.

Ms. Vaughan said was concerned that there are six positions waiting for reconfirmation; the Commission has been running at 2/3 strength for a year.

There was suggestion of moving Ms. Winant to the At Large position.

Ms. McAuliffe said she would send a reminder to Allied Arts and Friends of the Market for submissions.

041019.5 REPORT OF STANDING COMMITTEES: No reports.

041019.6 STAFF REPORT

Ms. McAuliffe talked about the need to follow procedures to avoid appeal. She explained that is why she jumped in at another meeting; she said it is not a reflection of the chair, she is making sure procedure is being followed.

Ms. Winant said decisions should always point back to Guidelines; it is helpful.

Ms. Vaughan said to cite the number and to say why you think it meets it or not. It is good that the Commission explains this.

041019.7 NEW BUSINESS

Mr. Ogliore asked if there is a limit on presentation length by applicants.

Ms. McAuliffe said Commissioners can interject to help clarify/move ahead.

5:30 pm Mr. Ogliore made a motion to adjourn. Mr. Hammond seconded.

Respectfully submitted,

Heather McAuliffe
Commission Coordinator