



The City of Seattle

Pike Place Market Historical Commission

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

MHC 57/19

Wednesday April 24, 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

Anais Winant

Staff

Heather McAuliffe

Melinda Bloom

Absent

Rachael Kitagawa

Chair Christine Vaughan determined that a quorum was present and called the meeting to order at 4:35 pm. She noted 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.

042419.1 APPLICATIONS FOR CERTIFICATES OF USE/DESIGN APPROVAL

042419.11 The Paper Feather
1520 Western Avenue, Fairley Building
Jennifer Cullin

Staff Report, Use: Ms. McAuliffe explained the application for approval for existing sandwich board on sidewalk in front of business. Exhibits reviewed included photos and drawings. Guidelines that applied to this application included 3.6.

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

Applicant Comment:

Jennifer Cullin said she has been in business at that location for seven years and noted it is a tough location for foot traffic. She said an A-board is needed to attract business.

Landlord Comment:

Tabitha Kane, PDA, said there is no foot traffic on Western and the adjacent businesses have different hours. She said at any given time, there may be only one shop open.

Public Comment: There was no public comment.

Commission Discussion:

Mr. Hammond, URC, said they reviewed 3.6.6 and recommended full Commission discussion but that he was OK with the sign.

Ms. Winant was OK with the A-board and noted Western is a challenging location and the sign is needed.

Mr. Ogliore said A-boards are not historical to the Market and there needs to be an access or location problem. He said there is not accessibility problem and no outstanding reason to allow an A-board sign. He said the business has a blade sign and an awning and parked cars would block the A-board sign.

Ms. Rudeck said Western is a really hard street for businesses and that the blade and awning signs are not enough. She said it is a location issue and you can't always tell when people are open.

Mr. Hale said the businesses have different hours and the A-board lets the public know the business is open.

Mr. Farrazaino said this is a similar application to the Beyond Threads' application for A-board sign. He noted the interpretation of access problems and a firm understanding is needed of how they are being judged. He said there are lots of similarities between the two applications and it needs to be equitable. He noted that each application is considered individually but it needs to be fair.

Ms. McAuliffe said A-boards have been approved on Western. She said during the renovation, they did temporary approval for a wine/beer supplies shop by the Pike Hillclimb and reminded Commissioners that they had recently approved a sandwich board for the children's consignment clothing shop at Heritage House.

Mr. Hale said annual review is a nuisance and he recommended approval be conditioned that the approval is revocable.

Ms. Winant agreed annual review is burdensome and said approval should be granted with understanding it is revocable per Guidelines 3.6.6 B (6) on 30 days' notice.

Action: Mr. Hammond made a motion to adopt a resolution approving the application with condition that approval is revocable.

MM/SC/MH/LR 6:1:0 Motion carried. Mr. Ogliore opposed.

Staff Report, Design: Ms. McAuliffe explained the application for approval of existing sandwich board design. Exhibits reviewed included 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, 3.6.6 b: 2-7 and recommend approving, provided the use is approved.

Applicant Comment:

Jennifer Cullin described the artwork and said it will change seasonally; it describes her products and services.

Landlord Comment:

Tabitha Kane, PDA, said the sign is appropriate.

Public Comment: There was no public comment.

Commission Discussion:

Ms. Rudeck said the sign meets the 18" x 36" size; colors match character of the Market and the type is legible. She said it meets the Guidelines.

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

MM/SC/SF/BH 7:0:0 Motion carried.

042419.12 Brooke Westlund Studio and Gallery
1514 Western Avenue, Fairley Building
Brooke Westlund

Postponed to May 8 meeting.

042419.13 Victor Steinbrueck Park

Lisa Nielsen

Staff Report, Use: Ms. McAuliffe explained the application for proposed programming at Victor Steinbrueck for 2019. Exhibits reviewed included schedule of classes, site plan, photos of furnishings. Guidelines that applied to this application included 2.1, 2.9 and 2.12.

URC Report: Ms. McAuliffe said the Committee cited 2.1, 2.9.1, and 2.12.3 and recommended to approve, with discussion of amplification and request for revised schedule.

Applicant Comment:

Lisa Nielsen, Seattle Parks and Recreation (SPAR), proposed programming to activate the park. She proposed amplification for Native song/dance/storytelling for an hour each on six dates. She said other activities – basket weaving, carving, painting - will not be amplified.

Ms. Vaughan said Commissioner did a site visit last year to review amplification. She said it is the same sound system used last year.

Mr. Ogliore said to make adjustments to speakers to focus on area.

Ms. Nielsen said they will be in a new location this year, on hill and they will amplify toward water.

Ms. Vaughan said to point away from congregation areas.

Public Comment: There was no public comment.

Commission Discussion:

Mr. Hammond said the URC discussed 2.9.1, 2.12.3; it is temporary and the amplification is the same as last year.

Mr. Ogliore said with the viaduct gone amplification may not be needed.

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

MM/SC/JO/MH 7:0:0 Motion carried.

Staff Report, Design: Ms. McAuliffe explained the application for design of equipment to be used for programming. She noted that this year, two banners with Native art are being added to the design. Exhibits reviewed included schedule of classes, site plan, and photos of furnishings and banners. Guidelines that applied to this application included 2.1, 2.12, 3.4, and 3.8.

DRC Report: Ms. McAuliffe said the Committee cited 2.1, 2.12.5, 2.12.7, 3.4.3 b & f, 3.8.1, 3.8.6 and 3.8.7 and recommended to approve, with revised color for canopy and revised location/sizing for art banners so they don't block the view, and additional details requested for the banners.

Applicant Comment:

Lisa Nielson said the banner will drape across 6' x 30" table and will not be hung as a banner. She said the canopy is green, 10' x 10'.

Ms. McAuliffe said the Henna applicant, who will also be in the park, changed her umbrella from red to khaki to be neutral.

Ms. Nielsen proposed white instead of green.

Ms. Winant said that is sufficient.

Public Comment: There was no public comment.

Ms. Rudeck said DRC addressed tent color and potential view blockage by banner.

Mr. Ogliore said it is commendable they are draping the tables with the banner. He said that is a nice addition.

Mr. Hale said the banners will conceal boring table.

Action: Ms. Winant made a motion to adopt a resolution approving the application with condition canopy/tent is white.

MM/SC/AW/JO 7:0:0 Motion carried.

042419.2 APPLICATIONS FOR CERTIFICATES OF DESIGN APPROVAL

042419.21 Pizza & Pasta Bar
1530 Post Alley Suite #7, Post Alley Market
Babak Ziraknejad

Staff Report, Design: Ms. McAuliffe explained the application to install interior and exterior signage. Exhibits reviewed included photos, renderings, details, and

color/material samples. Guidelines that applied to this application included 3.1, 3.4, and 3.6.

DRC Report: Ms. McAuliffe said the Committee cited 3.1, 3.4.3 a & b, 3.6.1, 3.6.2, 3.6.3, 3.6.6 a (2) and recommended to approve, with discussion of the number of signs per 3.4.3 a & b, with recommendation that Commissioners make a site visit prior to the review. Additionally, the DRC requested dimensions for one of the signs.

Applicant Comment:

Babak Ziraknejad said they finished the remodel and opened last week. He proposed signage per detailed photo renderings and material samples. Signs 5, 6, 8, and 9 are vinyl and rotated as shown in drawings. The larger one conceals the fountain machine.

There was discussion about size of sign to go on soffit – if it will stay in line with soffit or if there will be any overlap.

Ms. Winant said the logo is not see-through, but it doesn't take up a large portion. She said the lettering is proportionate to overall logo.

Ms. Rudeck said the font size change is bothersome.

Mr. Farrazaino said the font changes only when the sign changes. It is insignificant in relation to the overall wall.

Public Comment: There was no public comment.

Mr. Farrazaino disclosed he is a neighbor of business doing work for the applicants, but he is not involved.

Ms. Winant said she was OK with the package but wanted to know if the sign on the soffit would be 24" x 24" or 24" x 12"; she said it should fit within the existing framework and the sign maker can do that.

Mr. Ziraknejad said they are concerned about distortion of the image.

Mr. Ogliore noted the business is located between two highly visited businesses – Pike Place Chowder and Made in Washington – and they need signage to get people in. He said the exterior sign is fine – it gets people there.

Landlord Comment:

Jessica Carlson, PDA, said there will also be a menu board and sign on interior; there is a nice wall for it.

Ms. Rudeck said motion should be conditioned so that sign #4 doesn't extend above or below the soffit and font on vinyl signs 5, 6, 8, be consistent to reduce busy-ness.

Mr. Hale said that sign #4 should match dimension of soffit.

Action: Mr. Ogliore made a motion to adopt a resolution approving the application as amended that sign #4 doesn't extend above or below the soffit and font on vinyl signs 5, 6, 8, be consistent to reduce busy-ness.

MM/SC/JO/SF 7:0:0 Motion carried.

042419.3 COMMISSION BRIEFINGS

042419.31 Friends of the Market
Kate Krafft

Draft Concept Plan - Pike Place Market Heritage Displays

Kate Krafft, Friends of the Market, presented a study on heritage displays that was funded by a grant from 4Culture. She explained the intent to survey and inventory existing historic signage and interpretive heritage materials. She said 61 different heritage displays were noted: interpretive walls, brass plaques, rail bands, free standing panel, kiosks, murals, 3-d art. She said older interpretive panels are in good condition. She worked with a consultant company to assess and design exhibit pieces, heritage displays, and assess property treatment, maintenance, relocation and opportunities for new displays. She said they identified displays that need repair, removal or relocation.

Items needing cleaning and repair include brass plaques, interpretive wall panels and rail panels. Items to be removed include damaged items, items with incorrect information, and non-operational computer table at the DownUnder. She said more funding is needed for future phases to bring in new materials and provide new input or better told stories.

Mr. Ogliore asked about #61.

Ms. Krafft said it is about interpreting and explaining Market history.

042419.32 Age Friendly Seattle
Amanda Frame, Brent Butler

Report on ADA walking tour/audit of Pike Place Market by volunteers.

Report in DON file.

Brent Butler explained the growth in 60-plus adults, many of whom have a disability or ambulatory challenges. He said they studied accessibility in transportation and housing, looking at doorways, elevators, signs, stairways, walkways, ramps, surface transitions, crosswalks, seating, and use of space. He said the goal is to adopt Universal Design principles of social participation, civic participation, and respect and social inclusion.

Amanda Frame said they have presented the takeaways to the PDA, Food Bank and Senior Center and will work to implement accessibility improvements.

Mr. Ogliore left at 6:35 pm.

Mr. Butler asked if Commission could provide support to project.

Ms. McAuliffe said it would be a conflict of interest. She said the Commission could give guidance at DRC but can't weigh in on funding.

Mr. Butler asked for Commission input on compatibility with Guidelines.

Public Comment:

Bob Messina said signage is important. People get lost going down to Aquarium.

042419.4 APPROVAL OF MINUTES:

March 13, 2019

MM/SC/SF/MH 4:0:2 Minutes approved as amended. Mmes. Winant and Rudeck abstained.

March 27, 2019

MM/SC/SF/MH 6:0:0 Minutes approved as amended.

April 10, 2019 meeting

Deferred.

042419.5 REPORT OF THE CHAIR

Ms. Vaughan said she was in contact with Sabrina from Mayor's office about confirmation of new resident and business Commission member.

042419.6 REPORT OF STANDING COMMITTEES:

URC – No report.

GRC – No report.

DRC went to Inn at Market to see signage.

042419.7 STAFF REPORT

Ms. McAuliffe said she has been scheduled for law prep on May 13 and will be deposed on May 16 related to the Showbox litigation.

042419.8 NEW BUSINESS

No items were discussed.

Respectfully submitted,

Heather McAuliffe
Commission Coordinator