



The City of Seattle

## Pike Place Market Historical Commission

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### **MINUTES**

MHC 164/23

Wednesday, October 25, 2023

4:30 p.m.

Hybrid meeting virtual location: Virtual access on the WebEx platform as provided in the meeting agenda.

Hybrid meeting physical location: PDA Meeting Room: 93 Pike Street # 317

### **COMMISSIONERS**

Leslie Buker  
Mark C. Childs  
Jonathan Cracolici  
Grace Leong, Chair  
Lisa Martin  
Elisa Shostak  
Lance Wagner  
Stephanie Young

### **Staff**

Minh Chau Le  
Melinda Bloom

### **Absent**

Sam Farrazaino  
Golnaz Mohammadi, Vice Chair

Chair Grace Leong determined that a quorum was present and called the meeting to order at 4:30 pm.

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

### **102523.1 APPLICATIONS FOR CERTIFICATE OF APPROVAL – USE**

102523.11 Wanderers' Mail Service  
1916 Pike Pl Suite 12, Soames Dunn Building  
Alexa Kourtis, Prospective Business Owner

Ms. Le explained the proposal for change of ownership and expansion of use for existing business. Change of ownership: to be operated by Mail Wanderer LLC owned by Thomas Kourtis (50%) and Alexa Kourtis (50%). Expansion of use: increased mail and delivery-related sundries and services. The current business name is Wanderers' Mail Service, Pike Place Parcels. Business name will be shortened to Wanderers' Mail Service. The space is in zone

2, street level, Food (a-e), Retail (a-d) permitted. Previous Use: Retail (a). Proposed Use: Retail (a), Retail (d). Size: N.A. Proposed ownership structure: LLC. No other related business ownership reported by either prospective owner. Both owners to be onsite for regular day-to-day operations. Hours: 9:00 am – 6:00 pm weekdays, 10:00 am – 4:00 Saturday, closed Sunday. Exhibits reviewed included location information, site plan, LLC information, and prior use approval (MHC 309/90).

Ms. Young said Guidelines cited by URC included 2.1, 2.5, 2.6, 2.7, 2.8 and 2.10. URC recommended approving as all requirements were met.

Susan Brems, PDA, recommended approval. She said the new owners plan to carry on the business while adding modern services which will enhance the business. She said the owners are well-qualified.

Alexa Kourtis said she and her brother plan to bring improvements to the business – paint and clean up store, shipping and packing, notary public, van rentals, passport photos, candy and water. She said proposed hours are Monday – Friday 9:00 am – 6:00 pm and Saturday, 10:00 am – 4:00 pm. The store will be closed on Sundays to start but they hope within six months they will be open on Sundays from 10:00 am – 2:00 pm. She said they will serve as delivery and pick up for USPS, USP, DHL, and Fedex. She said they will remove the “parcel” part of the name.

Ms. Brems said they will come back after the holidays with a design application if needed.

Mr. Cracolici asked Ms. Kourtis’ background.

Ms. Kourtis said that she is a nurse, Thomas is a mechanical engineer, and they have family members in the postal services.

Ms. Leong asked about food and beverages planned.

Ms. Kourtis said it is simple, just soda, water, candy while customer is in shop.

Ms. Leong asked if they were going to serve coffee or prepared foods.

Ms. Kourtis said not at this time.

Public Comment: There was no public comment.

Commission Discussion:

Ms. Young said conditions have been met: services are accessible and do not significantly alter character of immediate area; there is no undesirable mix, not a change of business.

Ms. Leong asked why 2.5.4 Retail E was added.

Ms. Shostak said they will sell sundries related to shipping, duct tape and boxes.

Ms. Leong said that falls under A; E adds vagueness to use and opens the use too wide.

Discussion ensued about inclusion of 2.5.4 A and/or E and what the business owner should be able to sell bottled water and snacks. Or only mailing supplies?

Action: Mr. Cracolici made a motion to adopt a resolution to approve the application as amended to extend to retail E in support of traditional sundries of traditional mailing and cited 2.1, 2.5.4 a and e, 2.6, 2.7, 2.7.2 a, b, and c, 2.8, 2.10.

MM/SC/JC/MC 8:0:0 Motion carried.

## **102523.2 APPLICATIONS FOR CERTIFICATE OF APPROVAL – DESIGN**

102523.21 Pufftown Bakehouse  
1928 Pike Pl, Champion Building  
Serena Rodriguez, Business Owner

Ms. Martin recused herself.

Ms. Le explained the proposal for exterior signage, interior wall finishes, production equipment. Exhibits reviewed included location, site plan, photos of existing space, existing and proposed floorplans, elevation drawings and renderings, signage details, color and materials samples.

Ms. Leong said DRC requested additional information including to identify location of existing fluorescent lights and provide photo taken from Pike Place to show more of the storefront and its context to other storefronts, such as Hellenika who has similar colors. Guidelines cited by DRC included 3.1, 3.4, 3.5, 3.6 with recommendation to approve.

Ms. Martin, property owner, explained the space has been vacant for five years. She said having a small business occupy the space is a great opportunity. She said they will bake and sell artisanal baked goods. She said it is a young, exciting business that will bring new life to the area.

Serena Rodriguez, owner said she started the business three years ago and has a good croissant focus. She said croissant flavors will change with the seasons and feature locally resourced goods. She said they collaborated with branding firm to create a holistic identify that captures the playfulness of the business. She said she is Mexican-American and is half owner which will add to the cultural diversity of the Market. She said her partner, Daniel Duran has 16 years' experience as a chef. She said they have a social media following.

Daniel Duran walked through the floorplans. He said the signage will have neon tubing and the blue face will be cut out. He said there will not be a halo.

Ms. Rodriguez said the existing blade sign attachment will be re-used.

Ms. Buker asked the story behind the brand.

Ms. Rodriguez said they worked with a branding team to create a playful and eye-catching design. She said they have gotten lots of nice compliments. She said they want the brand to be approachable.

Mr. Childs asked why they chose the graphic they did.

Mr. Duran said they wanted to stick with the classic croissant.

Ms. Rodriguez said the other option was too long to fit in the square space.

Mr. Childs asked applicant to describe sign arm.

Ms. Rodriguez said they wanted the sign to be similar to Kitchen and Market next door; it has two arms. The hanging sign will have two arms like the sign at Kitchen and Market rather than the one center pole / arm as shown.

Ms. Leong noted the proximity of the store to Hellenika which has a similar color scheme.

Ms. Buker asked if an A-board is planned.

Ms. Rodriguez said no that the blade and neon are enough.

Ms. Martin said the signage will complement and help Kitchen and Market next door. Signs will be left on even when closed.

Public Comment:

Bob Messina didn't like the signs and branding. He said the dark blue clashes with Hellenika's colors and should be changed to sky blue. He asked why "Pufftown" was spelled the way it was. He said "Bakehouse" should have a larger font. He said you can't tell what the logo represents.

Action: Mr. Childs made a motion to adopt a resolution to approve the application as presented and cited 3.1, 3.4, 3.4.1 d, 3.5, and 3.6.

MM/SC/MC/JC 7:0:0 Motion carried. Ms. Martin was recused.

**102523.3 APPROVAL OF MINUTES**  
Tabled.

**102523.4 REPORT OF THE STAFF**  
Ms. Le said that nineteen applicants are currently submitted: four are use and fifteen are design. She said expirations for outdoor seating are Old Stove Brewery, Pizza and Pasta Bar and former All About News rotating vendor pilot project.

**102523.5 REPORT OF THE CHAIR**

Ms. Leong said she was going to be meeting with DON Director Jenifer Chau and was considering invited her to come to a future MHC meeting. The commission concurred.

**102523.6 REPORTS OF THE STANDING COMMITTEES**

Use Review Committee	No report.
Design Review Committee	No report.

**102523.7 REPORT OF THE SPECIAL COMMITTEE**

Guideline Review Committee

Ms. Leong gave a reminder to use the current approved guidelines dated July 2023, and that the November 2013 version is still posted on the website.

Ms. Leong said business ownership was discussed.

Mr. Cracolici said guidelines say what to do to preserve the character of Market.

**102523.8 NEW BUSINESS**

MHC coordination with PDA and community stakeholders

Ms. Leong commented on the Marketfront public seating.

Mr. Wagner said Old Stove Brewery’s temporary use ended and the area has not returned to public use. He cited 2.3.1 and 3.8.1 and said they are denying the public a place to sit. He said they are not leasing the space.

Discussion ensued about expired use approval. It was noted that the stanchions and small scale signage provided barriers to the area being viewed as public seating. It was confirmed that alcohol is being served. It was noted that the round tables, which are public seating, do not appear to be for the public, even with the existing signage. The property owner for the area of expired use is the Office of the Waterfront.

Ms. Buker said they are breaking the rules. She said the Commission doesn’t enforce the Guidelines.

Ms. Le said that is not correct and that notices are being sent. She asked commissioners to consider the scope of work and the resources available. She said to consider the number of PDA employees who attended the September 27 meeting compared to the number of city staff. She said she must constructively allocate her time.

Ms. Buker said there are no resources for enforcement. Discussion ensued.

Ms. Le said there is a standing meeting with the PDA regarding applications. She said a decision must be made where staff time – a limited resource - is best spent.

Ms. Le referenced the SDCI hotline as a way to report code violations. She said that the Market Zone map in the Guidelines was created at a time before the MarketFront was constructed, and that work was ongoing with the Guidelines Review Committee. Ms. Leong reiterated that zoning was an agenda item for the GRC.

Ms. Leong requested to add public seating to standing agenda items. She referenced the large "Beer" sign with an arrow, and questioned why there wasn't a similarly large Public Seating" arrow sign.

Ms. Le concurred and said public right of way seating was tied to Covid and will expire December 31; it is timely to review the topic.

Ms. Leong collated notes from the meeting with the PDA. She listed the following takeaways: understanding the application process from the perspective of the business owner, property owner, and DON; provide examples of clear applications; how to make the application process equitable; how to review change orders.

She said that at last week's Design Review Committee meeting, Mutual Arts Collective presented changes to the Committee. Most of the changes were deductive due to budget. Changes and additions were: adding spot lights, design changes in their signage, change of color to their front door. Mr. Childs said that three of four items were approved.

Mr. Cracolici inquired about the timing of the request, and concern about a contractor demobilizing. Ms. Le said that the change in design was requested on October 11th and the DRC meeting was on October 18th. Ms. Le said that it was an incredible response from the City of Seattle given that this is one of the most highly regulated districts in the City. In the last five years, this was the first change order request. Mr. Childs said that the architect said that the Commission did not slow them down, and that they were specifically asked about the delay in signage approval. Mr. Cracolici said that this was a good example, and that if applicants are under the impression that the process will take too long, they will proceed without talking to the Commission.

Ms. Le confirmed that the Pike Place Market Historical District does not utilize administrative approval.

Returning to the notes from the meeting with the PDA, Ms. Leong said that other items included informational updates or briefings; district documentation (such as a BIM model, drawings, HABS documentation); compliance with district guidelines; enforcement; supporting small businesses; and working with other agencies.

Adjourn. MM/SC/JC/MC 6:20 p.m.

Minh Chau Le  
Commission Coordinator  
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