



The City of Seattle

Pike Place Market Historical Commission

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MINUTES

MHC 67/23

Wednesday, April 12, 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: Seattle City Hall, 600 4th Avenue, Boards & Commissions Room L2-80

COMMISSIONERS

Leslie Buker
Mark Childs
Sam Farrazaino
Grace Leong, Chair
Golnaz Mohammadi, Vice Chair
Lisa Martin
Elisa Shostak
Stephanie Young

Staff

Minh Chau Le
Melinda Bloom

Absent

Jonathan Cracolici
Lance Wagner

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.

041223.1 INFORMATIONAL BRIEFINGS

041223.11 Heritage Display Signage and Kiosks
Various Market locations
Patricia Gray, Pike Place Market Foundation
Kate Krafft, Friends of the Market

Preliminary information regarding locations, display types, and reference imagery for updating and expanding heritage signage throughout the Market.

Kate Krafft proposed to update the heritage displays in the Market and explained the Friends of the Market, PDA and Pike Place Market Foundation are working together. She went over siting and indicated map with location opportunities for interpretive displays, kiosks, wayfinding, maps. She said displays would focus on Market history relating to immigrants, farmers, food, meet the producer, crafters and small business. She shared proposed graphic images and mockups and said color palette will black, white and red in keeping with iconic neon. She said the goal is to help the public understand and appreciate the Market and to make sure the information is accurate and inclusive. She said the next steps are to finalize graphics for each location, clarify material and attachment detail and refine interpretive content. She anticipates applying for Certificate of Approval in the fall. She said the fourth phase of this project will be to fundraise, finance, fabricate and install.

Karin Moughamer, PDA said it has been a collaborative process.

Mr. Childs asked if QR codes are planned.

Ms. Krafft said they aren't that far but she would encourage pursuit of that. She said there are six existing kiosks that will be updated, the rest will be new.

Mr. Childs asked if interpretation would include the cherry trees near the Market.

Ms. Krafft was not aware of that and this project was focused within the Market boundary. She said History Link is doing work on the Waterfront project and may know more.

Ms. Moughamer said this project is not connected to the Pike Street Improvement project.

041223.2 APPLICATIONS FOR CERTIFICATE OF APPROVAL – USE

041223.21 Shug's
1509 Pike Pl Arcade #2, Fairley Building
Colleen Wilkie, Business Owner

Ms. Martin recused herself.

Ms. Le explained the application to relocate existing Market business Shug's to a different location within the Market. The space is in Zone 2, street level, Food (a-e) and Retail (a-d) permitted. Previous Use: Food (c) – temporary; prior use was food (a, b). Proposed Use: Food (c, e, f) [all except (f) are permitted uses for this location]. Size: 325 sf. Proposed ownership structure: LLC (no change for existing business). No other related business ownership. Colleen Wilkie to be onsite for regular day to day operations. Hours of operation: 10 am – 8 pm seven days per week. Exhibits reviewed included a site plan, menu and product list. Guidelines that applied to this application included 2.1, 2.8, 2.8.2, 2.7, 2.7.1, 2.13.

URC Chair Young said the committee recommended approving, under the condition that the space be restored to a high stall after Shug's vacates this space. She noted public comment received saying the current tenant was not leaving voluntarily and that there were congestion issues.

Owner Colleen Wilkie provided her context of the existing and proposed locations. She said the opportunity to relocate to Arcade 2 was presented and she proposed the stall would be used as a produce stand of items to mix with their ice cream products. She said it will be in keeping with the high stall idea. She proposed a small grocery with ice cream pints, sundae kits, and fudge sauce that will be made onsite to support 'Meet the Producer'. She said they already do a lot with fresh fruit, so it isn't a stretch.

Ms. Buker asked if they had a plan for congestion.

Ms. Wilkie said she has talked with neighbors and she outlined the plan for dealing with congestion by how the space would be set up to have the queue move outside. She said eventually they would like to have a walkup window outside which would also address any concerns that might be raised.

Mr. Farrazaino asked if there would be fixed seating.

Ms. Wilkie said they would bring their historic soda fountain chairs which would be fixed within the stall's footprint. Responding to questions, she said fruit would be whatever is in season including oranges, berries, cherries, nectarines, peaches, apples, pineapples.

Ms. Leong asked the square footage for the fruit display.

Ms. Wilkie indicated on the site plan that the stall spans about 19' across and noted point of sale, walkway, and identified the 5' x 5' fruit display at the front corner of the stall.

Ms. Young asked the PDA representative why the temporary use vendor that is there is vacating. She noted public comment that the tenant didn't want to leave.

John Turnbull, PDA said he couldn't give a definitive answer as he has been on the periphery. He said that at one time the tenant (Dylan Randolph) was asked if he wanted -to stay there permanently, moving his production over from the Corner Market but he wanted to keep his production where it is. He said they put an ad out for the subject space. He said Dylan has made a good operation. He said he was not involved in the selection of the operator. He said Ms. Wilkie provided a strong proposal with adaptation to keep fresh fruit. He noted the difficulty of finding any produce vendor. He said there would be challenges in making the design work and they would make adjustments.

Ms. Young said Zack Cook mentioned that if vacated again, the space would revert to high stall.

Mr. Turnbull said it is important and he agreed.

Ms. Shostak commented about letters that were received and requested that they be acknowledged. She asked which brand of ice cream was used.

Ms. Wilkie said Lopez Island Creamery, which is the brand they have used since opening in the Market.

Ms. Shostak said the applicant wasn't the producer, and it seemed to contradict being in that part of the market.

Ms. Wilkie said that while she is not an ice cream producer, all products are locally sourced and made in Washington. She said they make all their own syrups and sauces in-house including marshmallows and caramel.

Mr. Turnbull said he was in the dark about opposition letters.

Ms. Wilkie said no other ice cream places in the Market serve homemade. She said she understands the tradition and integrity of the Market and said she is bringing a piece of history – a vintage soda fountain along with produce to add some fun new concepts to that area. She said they wouldn't remove the signs or the high stall feeling.

Mr. Childs asked what happened to the current tenant who wants to stay. He said it appears to have been a change between URC and this meeting.

Mr. Turnbull said there were other people involved who have first-hand communication. He said there were no immediate plans to permanently make changes to the stall. He said he didn't believe the current tenant wanted to make a long-term commitment to the space. He said this high stall was a secondary location to give him more exposure during Covid.

Ms. Young said the opposition letters came in after last week's meeting and implied the tenant that was there wanted to stay. She asked for clarification on the roles of how this decision happened.

Mr. Turnbull said the PDA selects the proposed tenant, has them submit paperwork to the Commission, and the Commission checks the guidelines. The PDA has a public process as well for deciding who to offer leases to. He said that process hasn't been completed yet either and he said the comments will likely make their way to the PDA leasing committee review as well.

Mr. Farrazaino wanted letters read into record.

Ms. Leong asked if any commissioner could summarize the public comments.

Ms. Buker volunteered, and read letters from Michela Tartaglia and Ryan Reese.

Ms. Wilkie explained that she talked to businesses, took the time to walk around the market, and found great support; she submitted a signed petition to Commission. She was touched by how many love her business.

Ms. Leong said there are six letters of support.

Ms. Buker said there is no requirement that they have to be read into the meeting.

Ms. Leong said Ms. Wilkie did a good job of soliciting support. She asked that letters not in support be read.

Ms. Buker read the following public comment received by the Commission.

Sharon Shaw:

I am writing in regards to the change of use application for Arcade 2 to Shug's. I have the privilege of a long-standing title of the Mother of the market. In that capacity, I have consulted with, and helped many businesses in the Pike Place Market. One of the businesses that I have been talking to and trying to help, is Bonnie B's Peppers. Dylan, the owner of Bonnie B's Peppers has had a lot of difficulty finding space at the Pike Place Market. Being promised one space only for it to be given to other businesses. During the pandemic, Dylan's business was a constant presence and a shining star even as the space he used had changed. He continues to do outstanding business and has a huge following for his pickled products. Arcade 2 Arcade was one of the spaces that property management assigned to him on a temporary basis stating that it was a produce priority space. The PDA has been unable to find a produce business that is willing to go into that any space. Furthermore, that space has consistently proved to be unsuccessful for any and all produce businesses that have gone into that space. Dylan has made that space productive, attractive and extremely profitable. The product that he sells in this space is produced, packaged and shipped out all in the Pike Place market. This business is the shining example of "Meet The Producer"!!! That used to be a requirement for new and existing businesses at the Pike Place Market. He'll tell you the many instances that the PDA has promised, and then denied him access to space. Once again he is about to be displaced through no fault of his own. Dylan's products are much closer to the charters requirement of this being a produce/farm-stand. The craft and farm tables (daystall) next to Arcade 2 have expressed extreme concern in regards to the blockage the proposed stools and lines this business would create. What Shug's is proposing would serve a negative impact on their businesses. I respectfully ask that you take into consideration the long-standing success Bonnie B's Peppers has had in this location and allow him to continue doing business in Arcade 2.

Ms. Buker summarized a letter from Dylan Randolph of Bonnie B's Peppers saying Arcade 2 was a preferred location for Bonnie B's.

Ms. Buker read the following public comment received by the Commission.

Megan Carlisle:

I am writing today in reference to the Shug's proposal to take over space Arcade #2. First, I have been a member of the Pike Place Market community for over 16 years, first as an employee of businesses on the craft line and now, a business owner and artist of over 12 years. I am also a member of the Market Constituency, a member of the craft screening committee, a member of the Pike Place Market educators, and have been involved with

countless round tables involving Market events, screenings, future plans etc. I have seen the Market grow and change in that time and feel this exception would be the wrong one to make. When I was made aware of the potential move from Shug's to Arcade 2, my immediate reaction was negative. It does not fit the scope of that space nor does it fit within the historical requirements. First, as I know it, that space is meant for farm or farm adjacent and currently has a business in that space that fits that criteria. Bonnie B's has been in and out of that space (by no fault of their own) and is still consistently brings in a positive revenue stream. I know that in the time that I have been in the market that that space is known to be difficult to make a profit in and Bonnie B's is doing that. They not only make their product within the market itself, but source their product from a lot of local farmers. They are the Meet The Producer theme in the Market. Their displacement will not only be detrimental to their business but also to the local farmers and market community. Secondly, I have been a patron of Shug's for many years and think they are definitely a wonderful addition to the market but that space in particular is not a good fit for them. Not only do they not produce their main product, in the Market or otherwise, but they do not fit that historic ideal for that Pike Place Market space. That space is one of the most congested in the whole arcade. It bottlenecks in such a way that if you were to add the stools, in the way that Shug's would like, it would just add to the congestion and crowd that stifles the flow of the market. Secondly, a line (which would happen especially in the summer) would negatively affect the businesses around that space. Already Market Grill has this issue with their line and this would add to that problem. Also, the farmers and craft/artists who set up in that second section would be effected negatively as well as a line of folks would block their table and disrupt their business. We love Shug's but do not feel that this space is a good fit for them. Thank you for your time.

Dylan Randolph, owner of Bonnie B's Pickles commented on the displacement of his business and said it would be detrimental to his and others' businesses. He said the area is too congested and the proposed stools would be in the way and would distract from the historical qualities of that location. He said there is already ice cream in the Corner Market. He said the PDA told him his business is the closest fit to fresh produce. He said he submitted two proposals to the PDA and was told they had to find a farmer. He asked the Commission to deny the application.

Mr. Turnbull had no comment.

Paul Wilkie said they were told by Mr. Randolph that he would move when Shug's was ready to take over the spot because Bonnie B's was looking for a different spot in the Market.

Ms. Wilkie explained that is what they've been told up until today.

Commissioners cited 2.1.1, 2.1.2, 2.7.1a, 2.13 and discussed if this is the best use of the space.

Ms. Mohammadi said the stall needs to remain a high stall. She noted impacts of traffic on neighbors.

Mr. Childs said there seems to be unresolved issues and suggested tabling the application.

Ms. Shostak said they sell Lopez Ice Cream and not their own. She said if they were making their own ice cream she might support. If a tenant wasn't being displaced, she would support but noted there is traffic there, especially in August. She asked why one business should be displaced so another can downsize.

Ms. Mohammadi said their existing location is very successful.

Ms. Young said issues could have been mitigated via design. Public comment made her rethink her position. She said the high stall was vacant for three years while the PDA was actively marketing it. She said she was not aware of the contention over the spot with the current lessee. She said the Commission shouldn't determine which of the two businesses gets the space.

Mr. Farrazaino said it was hard to understand everything without PDA representing the context. He said this location would impede the walkway, and the business doesn't fit Meet the Producer.

Ms. Leong agreed with comments from other commissioners. She said if temporary, she wouldn't have as much conflict. She said it is an important high stall location.

Ms. Mohammadi did not support the application.

Ms. Leong said the Commission is responsible for preservation of historic uses and design, including cultural qualities.

Action: Ms. Leong made a motion to adopt a resolution to deny the application as presented. She cited 2.1, 2.8.2, 2.7.1 a, 2.5, 2.13

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

041223.22

Rojo Juice
1500-B Pike Pl, Corner Market Building
Rhonda Faison, Business Owner

Ms. Le explained the application for a business specializing in fresh fruit, freshly prepared juices, coffees, and teas to be operated by Rojo Juice LLC owned by Rhonda Faison (100%). She said the space is located in Zone 2, street level, Food (a-e) and Retail (a-d) permitted. Previous Use: Food (f). Proposed Use: Food (a, b, f); Retail (a) [all except Food (f) are permitted uses for this location]. Size: 175 sf. Proposed ownership structure: LLC. Business owner reports no other similar businesses owned. Rhonda Faison to be onsite for regular day to day operations. Hours of operation: 10 am – 5 pm seven days per week. Exhibits reviewed included a site plan, sample menu and product list, and LLC information. Ms. Young said URC reviewed the application. Guidelines that applied to this application included 2.1, 2.7, 2.7.1, 2.7.2, 2.13. She said the URC had concerns with the mix with retail including t-shirts and sweatshirts. She said it is a high stall and there is lack of a produce component. Additional information requested by URC included an updated description of

merchandise and drawing showing details of proposed layout of space. URC recommendation was that the application requires further discussion. An approval should be under the condition that the space be restored to a high stall after Rojo Juice vacates this space.

Applicant Comment:

Rhonda Faison explained her business occupied a sublet space in 2021 and was successful. She said her business is a good fit to the rest of the Market. She said she works with local farmers and eastern Washington farmers to make her fresh organic juice. She said it is a family business and noted childhood visits to the Market. She said she would preserve what the space has always been. She said produce would be displayed including apples, oranges, bananas. She said she would sell cut fruit, packaged, and bottled juices. She said produce would hang from the ceiling. She noted the bright colors and clean space and said everything is made in-house. She identified the production area, displays, and point of sale in site plan.

Landlord Comment:

John Turnbull, PDA supported the application noting the business's strong following. He said the distinction from the traditional high stall is that this space was formerly Ellenos and decommissioned as high stall priority. He said they decided to split the space. He said this applicant is a good fit and the location is an excellent spot for queuing. He said the applicant knows how to display merchandise and fits "Meet the Producer". He said the product is excellent quality. He said it is a good fit in a showpiece location.

Ms. Mohammadi asked about selling t-shirts.

Ms. Faison said Ms. Young noted concern with additional merchandise and said that everyone sells t-shirts and bags in the Market.

Ms. Leong asked if any other locations were explored.

Mr. Turnbull said many.

Ms. Faison said it is this location or none.

Ms. Shostak asked about juices sold.

Ms. Faison said cold press and explained the process.

Ms. Shostak said the equipment is a big investment, people can't afford to do this at home.

Ms. Leong asked where Rojo is located now.

Ms. Faison said she hasn't been in the Market since November 30, 2022. She said she has been using an offsite kitchen but is not at the Market.

Public Comment:

Eddie Alexander Banks spoke in support of the application.

Ms. Le said 45 comments were received and had been forwarded to Commissioners.

Ms. Leong said all comments were in support of the application.

Ms. Buker appreciated how much of the frontage was being dedicated to produce, and that there was a strong produce presence.

Ms. Shostak said that this adds to a desirable mix of vendors.

Ms. Mohammadi noted that freshly made juice is a tradition in many markets outside of the US.

Mr. Farrazaino supported the application and said it is an evolution of the high stall in the right direction. He said t-shirts in support of the juice would be ok.

Mr. Childs said it is in the right direction in evolution of space from the previous use, moving from use f to a, b, and f.

Ms. Martin asked if the location is still considered a high stall.

Ms. Leong said it is was physically still a high stall space.

Mr. Turnbull said the whole Corner Produce stall was partitioned and sublet by Bob Klein, prior lessee. He said there was permanent space for Ellenos. He said space was sublet to Rojo and the sublease ended when Mr. Klein's lease ended. He said the first choice would be to find a farmer but they weren't able to find someone who fits the farmers' market guidelines. He said the best combination they could find was someone doing fresh food with onsite production. He said the business adds to the diversity of the Market. He said Ms. Faison buys locally and operates with a fresh fruit display.

Ms. Martin confirmed that technically, Rojo qualifies as a farmer, and wanted to make sure that the commission was meeting the guidelines. She said she supported the application.

Mr. Farrazaino supported the application and said the application meets the letter of the definition of a high stall.

Ms. Leong did not agree that this use met the definition of high stall, and stated that high stalls should be restored and retained whenever possible. She said this isn't the right location for this business and it is an iconic entry point to the Market. She acknowledged that the Corner Market space had already been subdivided and that a smaller space would likely not be viable as a true produce stand.

Action: Mr. Childs made a motion to adopt a resolution to approve the application with the condition that when the business changes it returns as a high stall, citing guidelines 2.1, 2.1.4, 2.13.

MM/SC/MC/SF 6:2:0 Motion carried. Ms. Leong and Ms. Young opposed.

041223.3 APPLICATIONS FOR CERTIFICATE OF APPROVAL – USE/DESIGN

041223.31 Historic Murals
1501 Pike Pl, Hillclimb Level 3, Leland Building
Duncan Thieme, Friends of the Market

Use: Ms. Le said the proposal is to install murals along public pedestrian walkway. Exhibits reviewed included a site plan, location details, photos of existing conditions, elevation drawings, color, material, imagery details, detail on text and content for descriptive plaque, method of attachment details. Guidelines that applied to this application included 2.1 and 2.3.

Ms. Young said the URC recommended approving.

Applicant Comment:

Duncan Thieme provided context photos of historic panels and proposed siting. He said there are three 4' x 8' panels.

John Turnbull, PDA said they used to be at the landing of the skybridge. He said it was hard to find a suitable location for the panels and noted the proposed site is a retaining wall put up in the 1970s.

Mr. Thieme said a small interpretive plaque would be included. The DRC did not like the proposed Lucite material so the applicant said engraved stainless steel will be used instead.

Mr. Turnbull said they are starting to activate the area.

Action: Ms. Young made a motion to adopt a resolution to approve the application as presented and cited 2.1 and 2.3.

MM/SC/SY/SF 8:0:0 Motion carried.

Design: Ms. Le explained the application for proposed murals and accompanying descriptive plaque. Guidelines that applied to this application included 3.1, 3.8, and 3.8.3.

Ms. Leong said the DRC asked the applicant to consider more durable materials for plaque and to consider incorporating access to historical information via QR code or other methods. DRC recommended approving, pending additional requested information.

Details were provided during earlier use application review. Mr. Thieme had nothing further to add.

Ms. Leong said the plaque is not a memorial or award, it would be just information about art with perhaps more history included.

Mr. Thieme said a QR code was suggested. He said he would check with Friends of the Market and if they decide to do that there will likely be an application for another small plaque.

Ms. Leong said Kate Krafft's earlier briefing also mentioned using QR codes.

Mr. Childs asked about lighting.

Mr. Thieme said the existing lighting is adequate for now. They will come back if more is needed.

Action: Mr. Farrazaino made a motion to adopt a resolution to approve the application as presented and cited 3.1 and 3.8.

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

041223.4 APPLICATIONS FOR CERTIFICATE OF APPROVAL – DESIGN

041223.41 PDA Door Replacement
1509 Pike Pl, building exterior between Pike St and Pine St, Fairley Building
Bijesh Gautam, PDA

Ms. Le explained the proposal to replace fifteen doors on building exterior. Exhibits reviewed included site plan showing doors to be replaced, photos of existing conditions, color and materials information for replacement doors. Guidelines that applied to this application included 3.1, 3.1.2, and 2.3.

DRC requested photos of proposed replacement doors and manufacturer's information including section cuts, gauge, and glass detail.

DRC recommended approving, pending additional requested information.

Ms. Le noted that the supplemental material did not fully address the extent of the requested information.

Bijesh Gautam, PDA proposed replacement of existing wood doors with hollow metal doors. He described the photos of existing and proposed replacement doors. He said the contractor would custom make the doors and they would look the same as what is there.

Commissioners noted the proposed door doesn't look the same as existing and concern was raised that the metal doors would be a stamped product. Commissioners felt that

there was not enough information to make a decision. Commissioners requested additional information including actual photos of doors, gauge, glass and the lower panel.

Public Comment:

Duncan Thieme explained he was the renovation architect for the 2008 renovation. He said for replacement windows that weren't even at pedestrian level, they provided built samples of the windows including high levels of detailing. He said the Commission at the time cited the Secretary of Interior's Standards for Rehabilitation and argued against using a substitute material to the original material. He said these doors are in public, prominent places. He said the Commission should expect actual detailing and sample of the proposed material.

Action: Mr. Farrazaino made a motion to adopt a resolution to table the application pending further information with photos of a finished product, details through center of the door that include glazing, the panel, and details of the attachment and frame if the existing is to be altered.

MM/SC/SF/LB 8:0:0 Motion carried.

041223.5 APPROVAL OF MINUTES

February 22, 2023 and
March 8, 2023

MM/SC/GL/SF 6:0:2 Minutes approved as amended by Ms. Leong.
Ms. Shostak and Mr. Childs abstained.

March 22, 2023
Tabled.

041223.6 REPORT OF THE CHAIR

Ms. Leong said there was no update on the Envirolssues facilitation.

Ms. Leong said a letter to commissioners was received from Deputy Director Sarah Morningstar about meetings returning to the Market. She said she would draft a letter to her in response about when meetings at the Market would resume.

Mr. Farrazaino said that he would like to continue to advocate for the return of MHC meetings to the Market; even if it was easier for staff to be at City Hall and have the Commission in the meeting room, it would facilitate the Commission's work. He cited the public being able to comment in person instead of writing, as happened at this meeting. He stated that he would like to see the vibrancy of public comment respected and the public engaged with the commission.

041223.7 REPORTS OF THE STANDING COMMITTEES

Design Review Committee: no report.
Use Review Committee: no report.

041223.8 REPORT OF THE STAFF

Staff to send out the Financial Interest Statement to Commissioners.

041223.9 REPORT OF THE SPECIAL COMMITTEE

Guideline Review Committee

Draft of suggested changes created to date has been sent to Commissioners for consideration. Proposed changes were discussed at previous meetings.

041223.10 NEW BUSINESS

Motion to adjourn:

Mr. Farrazaino made a motion to adjourn. The meeting was adjourned by acclamation at 7:45 pm.

Submitted by:

Minh Chau Le, Commission Coordinator