The City of Seattle

Pike Place Market Historical Commission

Mailing Address: PO Box 94649, Seattle WA 98124-4649
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MHC 144/25

MEETING MINUTES

Date: Wednesday August 27, 2025
Time: 4:30 p.m.
Physical location: PDA Meeting Room: 93 Pike Street # 317
Virtual location: Virtual access as provided in the meeting agenda.
Video recording of meeting available upon request.

Commissioners Present

Jonathan Cracolici, Chair
Grace Leong, Vice Chair
Alex Apostolopoulos
Sarah Baker
Pfeiffer Bloecker
Mark C. Childs
Tom Graff
Jonathan Kiehnau
Golnaz Mohammadi
Elisa Oksner
Olivia Vermaak

Commissioners Absent

Lisa Martin

Staff

Minh Chau Le, Coordinator
Donna Hartmann-Miller, Administrative Support

Jon Cracolici determined a quorum was present and called the meeting to order at 4:30pm. He re-ordered the agenda.

082725.2 APPLICATIONS FOR CERTIFICATE OF APPROVAL – USE

082725.21 Café Davina
1501 Pike Pl # 323, Fairley Building
Applicant: Jessica Ness, Business Owner
Property Owner: Talia Wu, PDA

Proposal for a new cafe business offering beverages, foods, and branded merchandise. To be operated by Seattle Coffee Collective LLC dba Café Davina owned by Jessica Ness (100%).

Staff Report: Minh Chau Le provided exhibits related to the proposal: photos of the space; existing and proposed floor plans; site plan; description of the business; LLC documentation. Additional relevant information: in Zone 1, below street level, Food (a-e) and Retail (a-b) uses permitted; current use: vacant; proposed use: Food (c) and (e) and Retail (a) and (e); proposed ownership structure: LLC; owner affiliations: owner reports they do not own any other businesses; Jessica Ness to be onsite regularly for day-to-day operations; business hours: Wednesday through Monday, 9 a.m. to 6 p.m. Relevant guidelines cited 2.6, 2.6.1, 2.6.2, 2.6.3, 2.7. Use Review Committee (URC) recommended approval.

Jonathan Kiehnau, Golnaz Mohammadi, Olivia Vermaak arrived at 4:35 p.m.

URC: Suggested making the operating hours more flexible and allowing beer and wine.

Applicant Presentation & Comment: Jessica Ness presented the proposal, adding the store size if 340 square feet.

Property Owner Comment: Talia Wu provided comment in support of the application.

Public Comment: Austin Crowley.

Commission Questions: Obtained clarification from the applicant that the final design timeline is not yet known, a soft opening will happen first, signage is being planned, applicant open to increasing hours of operation.

Commission Discussion: Proposed use suits the space.

Grace Leong moved to adopt a resolution approving the application, including the presentation displayed, the staff report, and the verbal presentation with the following amendments: minimum hours as shown in the updated staff report with the extension of hours possible for when the building is open; including the possibility of serving beer and wine. Seconded by Jon Cracolici.

Vote: 11:0:0 Motion carried.

082725.22 Temporary Expanded Guest Vendor Program

Various potential locations within the Sanitary, Corner Market, Economy, Fairley, LaSalle, Soames Dunn, and/or Stewart House Buildings.
Applicant and Property Owner: Mike Mess, PDA

Proposal for an expansion of existing PDA Guest Vendor Program to additional locations. Temporary, for one year from today. Deferred from the August 13, 2025 meeting.

Staff Report: Minh Chau Le provided exhibits related to the proposal: program overview; prior Certificate of Approval for use issued for Guest Vendor Program (MHC 29/24); program informational materials; site plans. Additional relevant information: applicant proposes no more than three total retail spaces will be used at any given time for the expanded Guest Vendor Program; potential sites are all located in either Zone 1 or Zone 2, at various levels (at, below, or above street level); proposed uses: primarily retail with subcategories not known at this time; owner affiliations: a seller that already operates an established physical storefront or any business within the Market will not be eligible to be a Guest Vendor; Guest Vendors to be onsite regularly for day-to-day operations; minimum hours and days: Thursday through Monday, 10 a.m. to 5 p.m. Relevant guidelines cited 2.1, 2.4, 2.5, 2.5.4, 2.6, 2.7, 2.9, 2.13. URC recommended further discussion among the full commission.

URC: Had requested identification of highstalls, Daystall Program information, confirmation that any daystall spaces used will be preserved as daystalls during and after the temporary program; the ratio of maximum square feet of active Guest Vendor space to total leasable square feet of PDA properties.

Applicant/Property Owner Presentation & Comment: Mike Mess presented the proposal, adding that no space would be used for more that three consecutive months, no high stalls will be used.

Public Comment: Heather Pihl.

Commission Questions: Obtained confirmation from the applicant that the proposed locations are retail zoned, the proposal's intent is not to force out existing tenants, multiple vendors might be operations within a single space.

Commission Discussion: Supportive of new business incubation balances supporting existing tenants and vendors.

Grace Leong moved to adopt a resolution approving the application as presented including the written proposal, the verbal presentation, and the items displayed at this meeting, citing guidelines 2.1 — General Principles for Uses in the Market, 2.4 — Market Zones, 2.5 — Priority of Market Uses, 2.6 — Styles and Methods of Business Operations, 2.9 — Temporary Uses, and 2.13 — Highstalls. Jon Cracolici proposed an amendment to condition the approval based each eligible space being used for a maximum total of three months within the twelve month approval period. Amendment accepted by Grace Leong. Seconded by Mark Childs.

Vote: 10:0:1 Motion carried. Elisa Oksner abstained.

082725.3 APPLICATIONS FOR CERTIFICATE OF APPROVAL – DESIGN

082725.31 Temporary Expanded Guest Vendor Program
Various potential locations within the Sanitary, Corner Market, Economy, Fairley, LaSalle, Soames Dunn, and/or Stewart House Buildings.
Applicant and Property Owner: Mike Mess, PDA

Proposal for temporary signage associated with agenda item 082725.22. Deferred from August 13, 2025 meeting.

Staff Report: Minh Chau Le provided exhibits related to the proposal: signage size, design, and method of display. Relevant guidelines cited 3.4, 3.6, 3.6.6, 3.6.7. Design Review Committee (DRC) recommended further discussion among the full commission.

DRC: Had requested details about the allowable interior designs for the spaces, details about any business-specific signage, specific parameters for the placement of off-premises signs, including allowable locations and the hours of display.

Applicant/Property Owner Presentation & Comment: Mike Mess presented the design proposal, adding that off-premises signs would be placed directly in front of the business spaces.

Public Comment: Austin Crowley; Heather Pihl.

Commission Questions: Obtained confirmation from the applicant that the sign rules and displays will be the same as the current permanent Guest Vendor Program.

Commission Discussion: Discussion about the content, wording, design, size, placement of the signs. References to 3.4.1(b) to avoid windows being obscured and 3.4.3(a) to avoid any additional lights being added.

Jon Cracolici moved to adopt a resolution approving the application as presented with the following changes — that the signs between the dimensions of 24 by 36 and 38 by 78 are permitted by the PDA to be used to advertise these spaces, citing guidelines 3.4, — specifically 3.4.3(a) and 3.4.1(b) —, 3.6, 3.6.6, and 3.6.7. Mark Childs proposed and amendment that the text in the agreement include references to 3.4.1(b), 3.4.3(a), 3.6.5. Grace Leong proposed as amendment that in addition to the size in between, the medium sign, that only one of the three may be displayed. Seconded by Mark Childs.

Vote: 11:0:0 Motion carried.

082725.32 NW Tastings
1501 Pike Pl # 527, Fairley Building
Applicant: Cameron Fries, Business Owner
Property Owner: Shannon Hilliard, PDA

Proposal to replace the business's existing hanging hallway sign.

Staff Report: Minh Chau Le provided exhibits related to the proposal: site plan, photos of existing conditions, sign design. Relevant guidelines cited 3.4, 3.6. DRC recommended no further discussion among the full commission.

DRC: Straightforward application, but no recommendation was made due to low attendance at the DRC.

Applicant Presentation & Comment: Cameron Fries presented the proposal.

Property Owner Comment: Shannon Hilliard provided comment in support of the application.

Public Comment: None.

Commission Questions: Obtained confirmation that the existing sign's chain will be re-used to hang the new sign.

Commission Discussion: None.

Grace Leong moved to adopt a resolution approving the application as presented including the written proposal, written presentation, and the items displayed at this meeting. Seconded by Jon Cracolici.

Vote: 11:0:0 Motion carried.

082725.33 Love in the Market Installation: Mural, Signs, and Love Locks
Hill Climb Level 4, building exterior and outdoor landing area, Leland Building
Talia Wu, PDA - Applicant and Property Owner

The application had been withdrawn by applicant on August 19, 2025.

082725.1 INFORMATIONAL BRIEFING

082725.11 Pike Place Limited Vehicle Traffic Pilot
Presenters: Rachel Ligtenberg and Katie Trent, PDA

Informational presentation on the pilot project currently underway which limits vehicle access to portions of Pike and adjacent side streets.

Presentation: PDA has received input from Allied Arts, Friends of the Market, citizens, businesses, City of Seattle officials. Topics of interest include loading and unloading, accessibility and mobility, safety, businesses' needs, street and utility repair needs.

PDA has been working with Seattle Department of Transportation SDOT, Seattle Police Department (SPD), and Seattle Fire Department (SFD). PDA is not pursuing an MHC approval for use at this time to regulate vehicle access but is looking for collaboration with MHC. A signage application and early guidance requests will be forthcoming.

PDA reported foot traffic and sales by leased vendors increased in Q2, year over year. Additional planning regarding deliveries and curbside space is needed.

PDA reports next steps are continued monitoring of sales, creating more sophisticated tracking, ongoing talks with the community, direct surveys of the craft community. A comprehensive street management plan will be published early 2026 that will include enforcement, traffic controls, repairs, safety and security, public relations and communications, and a street signage plan.

Public comment: Duncan Thieme; Bob Messina; Heather Pihl; Austin Crowley; Joan Paulson.

Questions and Discussion: Actions and decisions seemed haphazard and bypassed the opportunity for public information and discussion through the required MHC review process. The MHC was not in agreement with PDA's interpretation of the commission guidelines or municipal code. The commission cited SMC 25.24.040, MHC Guidelines 1.3, and 2.1. The commission had expected an application for approval and had an understanding based upon previous communication with the PDA that one was forthcoming. The commission had also expected more communication, and more information about data and metrics.

PDA provided summary of the consultation and decision-making process that led to the start of the pilot without requesting MHC approval first.

Commission discusses temporary uses and how the timeline gives different kinds of discretion for permanent change, Chair makes a request for public records, Chair cites precedent and the language of the municipal code that enables the MHC to control the uses within the Market, the Market streets have not been vacated and are under the control of SDOT, but, like Parks, they have to come to MHC for permission.

PDA plans to submit an application for the sign on the elevator shaft and the Pike Pl. bench removal.

082725.4 APPROVAL OF MINUTES

Jon Cracolici moved to approve the minutes of July 23, 2025, as presented. Seconded by Sarah Baker.

Vote: 6:0:4 Motion carried. Elisa Oksner, Alex Apostolopoulos, Olivia Vermaak, Pfeiffer Bloecker abstained. Jonathan Kiehnau was not present at the time of the vote.

Jon Cracolici moved to approve the minutes of July 9, 2025 minutes as amended. Seconded by Mark Childs.

Vote: 7:0:3 Motion carried. Alex Apostolopoulos, Olivia Vermaak, Pfeiffer Bloecker abstained. Jonathan Kiehnau was not present at the time of the vote.

Jon Cracolici moved to approve the minutes of June 26, 2025, as amended. Seconded by Mark Childs.

Vote: 7:0:3 Motion carried. Alex Apostolopoulos, Olivia Vermaak, Pfeiffer Bloecker abstained. Jonathan Kiehnau was not present at the time of the vote.

Jon Cracolici moved to approve the minutes of June 25, 2025 as amended. Seconded by Grace Leong.

Vote: 7:0:4 Motion carried. Alex Apostolopoulos, Olivia Vermaak, Pfeiffer Bloecker, Jonathan Kiehnau abstained.

Jon Cracolici moved to approve the minutes of June 11, 2025, as amended. Seconded by Sarah Baker.

Vote: 7:0:4 Motion carried. Alex Apostolopoulos, Olivia Vermaak, Pfeiffer Bloecker, Jonathan Kiehnau abstained.

082725.5 REPORT OF THE STAFF

Mayoral appointment decision for Position 1 was made and will be followed by confirmation by Council.

Public Comment: Heather Pihl; Joan Paulson.

082725.6 REPORT OF THE CHAIR

No report.

082725.7 REPORTS OF THE STANDING COMMITTEES

Use Review Committee: Call for new commissioners to join.
Design Review Committee: Invitation to join.

082725.8 REPORT OF THE SPECIAL COMMITTEE

Guideline Review Committee: meeting scheduling underway. City Attorney response commission due this week.

082725.9 NEW BUSINESS

Standing item, MHC coordination with PDA and community stakeholders: no additional discussion.

Standing item, Discussion of public ways and amenities: no additional discussion.

Recurring item, Commission work group updates: Arts Signs & Artifacts, Compliance & Enforcement are the active work groups.

Public Comment: Heather Pihl.

Meeting adjourned at 7:36 p.m.

Submitted by:
Donna Hartmann-Miller
Administrative Support