



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 95/21

Wednesday June 23, 2021
4:30 p.m.
Virtual meeting via WebEx

COMMISSIONERS

Chris Bown
Sam Farrazaino
Michael Hammond
Grace Leong
Lisa Martin, Chair
Christine Vaughan
Stephanie Young

Staff

Minh Chau Le
Melinda Bloom

Absent

Golnaz Mohammadi
Lauren Rudeck, Vice Chair

Chair Lisa Martin 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.

In-person attendance is currently prohibited per Washington State Governor's Proclamation No. 20-28.5. Meeting participation was limited to access by the WebEx Event link or the telephone call-in line provided on the agenda.

062321.1 PUBLIC COMMENT

There was no public comment.

062321.2 APPLICATIONS FOR CERTIFICATE OF USE APPROVAL

062321.21 Piecology
1920 Pike Pl, Soames Dunn Building
Alyssa Bleifuss and Paul Beveridge, Business Owners

Administered by the Historic Preservation Program Seattle Department of Neighborhoods

"Printed on Recycled Paper"

Proposal for new business serving handmade pies, wines, spirits, and food for consumption onsite and to-go. To be operated by Piecology LLC owned by Alyssa Bleifuss (50%) and Paul Beveridge (50%). She said the space is in Zone 2, street level, food (a-e), retail (a-d) uses permitted. Current use: vacant. Previous use was Bavarian Meats, food (c). New use would be food (c)(e)(f). Space is 1,500 square feet. Proposed ownership structure: LLC owned by Paul Beveridge, Tapanade Inc (50% and Alyssa Bleifuss, Ableifuss LLC (50%). Owner financial affiliations: Paul Beveridge owns Wilridge Winery and Distillery which operates a Pike Place Market stall and two wine tasting rooms outside of the Market. Owner operator: Alyssa Bleifuss to be onsite for day to day operations. Business hours: 8 am – 2 am, 6 days per week. Exhibits reviewed included applicant statements, site plan, floor plans, sample menu, Piecology LLC documentation, Tapanade Inc documentation, Ableifuss LLC documentation. Guidelines that applied to this application included 2.1, 2.4, 2.6, 2.6.7, 2.7, 2.7.2.

Applicant Comment:

John Turnbull, PDA explained 40-year tenant Bavarian Meats sold to Oberto's and closed operations. He said Piecology will be a good fit in this space as they are strongly related to Washington state farm produce, Meet the Producer, and are different from what is in the Market now. He said he thinks this is a good fit.

Susan Brems, PDA said each of the owners have found success on their own and will be coming together in this venture. She said it fits the Meet the Producer aspect of the Market and she noted the open kitchen concept with speakeasy in the back. She said that Alyssa Bleifuss is a successful chef and Paul Beveridge has a farm table at the Market.

Alyssa Bleifuss said she has a long history in the pie business and noted she won second place on Food Network show for her Humble Crumble. She said there is no pie shop at the Market. She said her recipes will incorporate fruits from Mr. Beveridge's organic orchard. She said the business will be a pie shop with bakery on-site and will include a speakeasy pie-bar concept into the back. She said speakeasy will incorporate items from Mr. Beveridge's distillery. She proposed pie making classes.

Paul Beveridge said he has a farm table at the Market now and has been looking forward to this space, teaching wine and spirits classes and having a place for his orchard products.

Ms. Vaughan cited 2.6.7 and asked if he planned to keep running his other businesses.

Mr. Beveridge said he will be bringing it in to Piecology and will close the farm table.

Ms. Martin asked if Ms. Bleifuss will retain association with other pie businesses.

Ms. Bleifuss said other business interests have been sold to family members and she is not affiliated with any other pie bars.

Mr. Beveridge said this is a fresh start.

Ms. Martin asked if there is a truck as well.

Ms. Bleifuss said her sister has a truck but that she has no affiliation with it. She said her ex-husband has Capitol Hill operation and her sister has Phinney and Ballard.

Mr. Beveridge said those businesses are more focused on pie / bar for adults. He said Piecology is a family-friendly, full-service business that will serve breakfast.

Mr. Bleifuss said she will teach classes as well.

Ms. Martin asked if she would have a separate logo and separate identity from the other pie businesses.

Ms. Bleifuss said she would, and she would have her own recipes as well.

Ms. Young asked if her family had any financial interest in this business.

Ms. Bleifuss said no.

Mr. Beveridge said the business will be 100% owned by Mr. Beveridge and Ms. Bleifuss.

Ms. Vaughan asked if there was economic interest elsewhere.

Mr. Beveridge said he has a farm in Yakima that has a tasting room and there is a tasting room in Woodinville; they are smaller and are tasting rather than restaurant. He said last year he contracted with Ms. Bleifuss to sell her pies; he tried in Woodinville and it has been working. He said he has been wanting to do this for several years and tried in Woodinville because he didn't have this opportunity. He said his business focus will be here. This will be a full-service restaurant.

Ms. Vaughan said they have to adhere to Guidelines as written.

Ms. Bleifuss went through her menu and noted breakfast items including quiche.

Mr. Beveridge said they plan to pair food with cocktails.

Ms. Bleifuss said they have been pairing pies with cocktails.

Mr. Beveridge said 100% of ingredients come from Washington organic farm. He said alcohol will be in the speakeasy section although someone could order a glass of wine in the other section. He said the speakeasy is over 21 only in evenings.

Mr. Beveridge went through the site plan and explained how they will exhibit Meet the Producer with the visible baking area.

Mr. Turnbull explained the backdoor feeds into a common area and restrooms.

Ms. Martin asked about security.

Mr. Turnbull said the Oyster Bar operated late at night for many years. He said the building has been open when the Pink Door was there, and it wasn't an issue then. He said this will provide eyes on the floor. He said there are cameras and security but more volume and traffic would be good.

Ms. Young asked if an earlier closing would be a problem.

Ms. Bleifuss said the speakeasy will be a place for locals – a secret place in the back. She said midnight closure would work.

Mr. Turnbull said the hours are not much different from Pink Door, upstairs. He said there are no adjacent residents, and this is a good location for late night activity.

Ms. Vaughan asked if the first day at Piecology would be the last day outdoors.

Mr. Beveridge yes.

Ms. Vaughan cited 2, 2.6.4, 2.6.7 and said there were no conflicts.

Ms. Martin asked about non-permitted uses.

Ms. Vaughan said 2.7.2 can be approved because a mini pie with salad is a full meal and could be purchased for \$8.00. She said it doesn't change the character. She cited 2.7.2 C and D and said it creates a desirable mix of Washington products and Meet the Producer.

Ms. Martin asked about her affiliations with other pie businesses.

Ms. Bleifuss said other affiliations have ended.

Ms. Vaughan said since she is no longer involved, it is not problematic. She said the name doesn't exist anywhere else in the City.

Ms. Le noted that financial documents were provided, and only Ms. Bleifuss and Mr. Beveridge are listed; other pie businesses are not part of this business.

Ms. Leong said it is appropriate here. She said her only concern is with any association with other businesses that could include signage and branding.

Action: Ms. Vaughan made a motion to adopt a resolution to approve the application as presented.

MM/SC/CV/SY 7:0:0 Motion carried.

062321.211 Corner Produce and Rojo Juice
1500 Pike Pl, Corner Market Building
Bob Klein and Rhonda Faison, Business Owners

Request for retroactive approval of temporary sublease of existing Corner Market lease area to Rojo Juice, specializing in freshly prepared cold juices, coffees, teas and operated by Rhonda Faison as sole proprietor. She said the business has been operating since approximately February 2021 without MHC approval. Retroactive approval sought through September 6, 2021. She said the space is in Zone 2, street level, food (a-e), retail (a-d) uses permitted. Current approved use: food (a). New use would be food (c)(f). Space is 400 square feet. Proposed ownership structure: Sublease by Rojo Juice owned 100% by Rhonda Faison as Sole Proprietor. Owner financial affiliations: Rojo Juices operates juice sales at various locations on a temporary pop-up basis. Owner operator: Rhonda Faison to be onsite for day to day operations. Business hours: 9 am – 6 pm, 6 days per week. Exhibits reviewed included property owner statements, site plan, floor plans, photos, sample menu. Guidelines that applied to this application included 2.1, 2.4, 2.6, 2.6.6, 2.6.8, 2.7, 2.9, 2.9.1.

Applicant Comment:

Ms. Vaughan said Guideline 2.13 is relevant, "...high stalls shall be preserved..."

John Turnbull, PDA said a temporary use is proposed and noted that Ellenos became a permanent part of this stand last year with the rest available for produce. He said after many months' disruption, four high stalls continued to run; Corner Produce didn't. He said they have tried to sublease the space and tried farmers with no bites. He said last year they tried fresh squeezed juice which was accepted by customers and produce was being sold. He said Corner Produce owner Bob Klein is not sure what his long-term plans are. Mr. Turnbull said the space needs to be kept active. He said Ms. Faison provides diversity and variety in product. He said temporary use will keep space active while PDA works out next steps. He said the space could be used as a space for small scale startups. He said he doesn't want closed doors on such a prominent corner; there is a year left on the lease.

Ms. Martin asked if pop-ups were wanted at the front of the Market.

Mr. Turnbull said he envisioned a space that provides an opportunity to incubate small business such as micro-artisanal food producers. He noted the difficulty such a process presents to a process – MHC and PDA – that doesn't accommodate a trial run. He said the PDA should have a place like this to offer exposure and opportunity. He said Ms. Faison demonstrates that incubation here has worked. There was discussion about having future policy conversations between the MHC and the PDA about the need and desirability of establishing a place for trial runs of businesses.

Ms. Martin asked if there is an intent for Rojo Juice to move elsewhere.

Mr. Turnbull said PDA doesn't own the lease right now but Ms. Faison has demonstrated she can run a business if a suitable space opens up. He said she produces a good product.

Ms. Martin said she is disappointed in Mr. Klein, this is the second time this has happened and she felt as though bad behavior was being reinforced.

Ms. Vaughan concurred and said moving Elleno's within the space was posited as allowing for a bigger produce stand.

Mr. Turnbull said it is a tough situation and they are trying to keep the doors open for summer. He requested approval for temporary use through Labor Day weekend, September 6, 2021.

Rhonda Faison said her business makes cold-pressed juices, herbal teas, alternate milks. She said she worked as an emergency room technician when she started juicing. She said working at Tesla taught her about sustainability which is a big part of what she does. She said she started the business in 2020; her father helps. She has done pop ups but is only in the Market now.

Ms. Martin asked if this is temporary.

Ms. Faison said she would like to be in the Market permanently.

Ms. Martin said the use is permitted and she noted the issue is not with Ms. Faison, but with Mr. Klein.

Ms. Vaughan cited 2.7.1 C, 2.13, and 2.9.2, and said this is not consistent with the Guidelines.

Ms. Leong cited 2.5.1. She said given that we are going into summer and no other tenant can be found for summer she could support this temporary use.

Ms. Martin said it is not easy to sell produce and many businesses have to think about selling other things in order to survive. She said this stall is a welcoming point in the Market and should not sit vacant.

Mr. Bown said this is just temporary and high stall could be restored.

Ms. Young noted this site is a highly visible location and this doesn't feel right here. She asked if street level produce would still be sold.

Mr. Turnbull said they were able to bring street vendors out in the last month. He said 50 years ago, most sold produce, not flowers along with value added or preserved product. He said now people are buying produce at local farmers' markets. He noted the changing dynamic; they would like to have vegetables but can't get customers to buy them. He noted the focus on locally made, grown, meet the producers. He said this stall has flipped owners many times.

Ms. Vaughan asked if part of the problem is that it is leased to Bob Klein.

Mr. Turnbull said the leaseholder, Mr. Klein has said he can't make money. Mr. Klein was told the doors have to be open. He said produce at the stall has been provided by Ms. Faison.

Ms. Faison said the produce on site is used for her juices. She said all juice is organic with no added sugar.

Ms. Vaughan said it is a longer discussion and Ms. Faison wants to be a juicer. She suggested keeping physical visible presence of produce.

Ms. Faison said she has been doing that but maintaining produce display is a whole other job.

Mr. Farrazaino said Ms. Faison is meeting the spirit of the space – she is selling produce via juice. He said she meets the intent of 'meet the producer' as people can watch juice being made. He said this issue is a longer term one. He said this is an opportunity to support small local business which will be a long-term asset to the Market. He said the issues need to be separated and the Commission needs to embrace that Ms. Faison is an asset.

Ms. Martin concurred and said this is a great temporary use. She said that Mr. Klein is doing this a second time is an unfair practice.

Mr. Farrazaino said Mr. Klein should come in and questions / comments directed to him and not this business owner. He said she is being put in the middle of a battle that shouldn't be hers.

Mr. Bown said the back story shouldn't be part of this decision.

Action: Mr. Bown made a motion to adopt a resolution to approve the application as presented.

MM/SC/CB/SF 6:1:0 Motion carried.

Ms. Martin said the use is temporary until September 6, 2021.

062321.3 APPLICATION FOR CERTIFICATE OF DESIGN APPROVAL

062321.31 Corner Produce and Rojo Juice
1500 Pike Pl, Corner Market Building
Bob Klein and Rhonda Faison, Business Owners

Ms. Le explained the application for design. Exhibits reviewed included floor plans, photos, signage information. Guidelines that applied to this application included 3.1, 3.4, 3.6.

Applicant Comment:

Mr. Turnbull said they are using existing materials on the site.

Ms. Le said the sandwich board is within the leased space.

Ms. Vaughan said the sandwich board should be conditioned that it be on the Pike Street side along with the juicer. She said a variety of produce should be displayed.

Ms. Leong said that while she likes the idea of produce display, she worried it would be a burden on Ms. Faison and her business. She said this is not Ms. Faison's fight and maintaining produce display would take a lot of time and take away from her business. She said a condition should not be onerous to Ms. Faison.

Mr. Farrazaino suggested asking Ms. Faison what she thinks.

Ms. Faison said she prefers not to have to deal with that and noted it would be a hardship for her to keep that up.

Ms. Leong asked if Mr. Klein could take responsibility for that.

Mr. Turnbull said he can try but it would likely fall to Ms. Faison. He said the produce stalls depend on quick turnover/fast sale, spritzing produce with water, or keeping produce in cooler. He noted organic produce does not keep as well.

Mr. Farrazaino asked Ms. Vaughan if she is asking Ms. Faison to exhibit produce, she doesn't use in juice.

Ms. Vaughan said yes.

Ms. Faison said if it is out on stand, it won't last.

Ms. Leong said that is a hardship to Ms. Faison. She said she wants the applicant to be successful.

Mr. Turnbull said we need to get through this round and keep a vestige of a produce stand but noted the stall should be functional for Ms. Faison's use. He said negotiating the future of this stall is a four-way conversation consisting of Mr. Klein, MHC, PDA and Mr. Turnbull.

Ms. Vaughan said this wasn't discussed when they wanted to split the stand with Elleno's. She suggested filling two tables with a variety of produce.

Ms. Martin said that is too onerous and noted the use is for three months.

Mr. Farrazaino said he trusted the applicant will be creative and will have visual appeal there and deferred that decision to Ms. Faison.

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

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

062321.4 APPROVAL OF MINUTES

May 26, 2021

MM/SC/SY/CB 6:0:1 Minutes approved. Mr. Farrazaino abstained.

062321.5 REPORT OF THE CHAIR

No report.

062321.6 STAFF REPORT

Ms. Le said there has been no movement on Position 2.

Ms. Le said she gave administrative approval for a blade sign for bike messenger service. She said there is talk of making administrative approval permanent after Covid. She said she will keep the Commission informed of procedures and timeline. She said legal language will be drafted, and eventually would go to City Council for consideration; there will be opportunity for public input and comments.

Ms. Vaughan asked where the push for administrative review is coming from.

Ms. Le said it is coming from DON, and support various department and community goals.

Ms. Vaughan said that last time the Market got bunched in with others. She asked if the Market will be taken out of that or if the Market will still be bunched in with other districts.

Ms. Le said it is a huge umbrella Citywide. She said there are unique needs and considerations in Historic Preservation. She said there are eight preservation districts and hundreds of individual landmarks. She said there is no exact timeline but the temporary orders we are under now automatically sunset 60 to 90 days after the Mayor declares an end of emergency.

Ms. Vaughan said that is June 30,

Ms. Le said there are different levels of jurisdiction: state, federal and city levels. She said no firm date has been provided yet.

Ms. Young asked the definition of high stall.

Ms. Le directed her to glossary in back of guidelines and said a high stall is a permanent stall for selling produce.

062321.7

NEW BUSINESS

Discussion regarding re-instatement of Committee meetings

Adjourn

Mr. Farrazaino made a motion to adjourn. Mr. Hammond seconded.

Minh Chau Le
Commission Coordinator
206-684-0229