



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 103/21

Wednesday, July 14, 2021

4:30 p.m.

Virtual meeting via WebEx

### COMMISSIONERS

Chris Bown  
Sam Farrazaino  
Michael Hammond  
Grace Leong  
Golnaz Mohammadi  
Lisa Martin, Chair  
Lauren Rudeck, Vice Chair  
Christine Vaughan  
Stephanie Young

### Staff

Minh Chau Le  
Melinda Bloom

### Absent

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.**

#### **071421.1 PUBLIC COMMENT**

There was no public comment.

#### **071421.2 APPLICATIONS FOR CERTIFICATE OF USE APPROVAL**

##### **071421.21 The Rabbit Box**

94 Pike St, Corner Market Building  
Tia Matthies and Robynne Hawthorne, Business Owners

Ms. Le explained the proposal for new business consisting of restaurant, bar, live entertainment, and private event space. Operated by Carryall LLC owned by Tia Matthies (50%) and Robynne Hawthorne (50%). She said the space is in Zone 2, below street level, food (a-e), housing (a-b), social (a) uses permitted. Current use: vacant. Previous use was The Can Can: food (e), other (a). New use would be food (e), other (a). Space is 2,400 square feet. Proposed ownership structure: Tia Matthies (50%) and Robynne Hawthorne (50%). Owner financial affiliations: Robynne Hawthorne is 100% owner of Underwood Stables LLC, an entertainment production company. Tia Matthies is 26.6 % of The Royal Room, a music venue serving food and drinks. Owner operator: Tia Matthies and Robynne Hawthorne to be onsite for day-to-day operations. Business hours: Tuesday – Sunday, 4 pm – 12 am. Exhibits reviewed included location, draft floor plan, applicants' statements, sample entertainment schedule, sample menu, and carryall LLC documentation. Guidelines reviewed included 2.1, 2.5, 2.5.5 a, 2.6, 2.6.7, 2.6.8, 2.7, and 2.7.2.

Landlord Comment:

Susan Brems, PDA spoke of the excitement of having two experienced operators bringing their long history of successes to the Market. She said the Royal Room differs from this. She said that Robynne Hawthorne's Underwood Stables has stopped production, but it may be a good addition here. She said Tia Matthies currently has a minority ownership in the Royal Room and here she is part owner. She said the venue will host all types of music and they have plans for literary events and podcasts. She said they are well-equipped to operate this unique business which is like nothing in the Market.

Applicant Comment:

Tia Matthies provided an overview of her experience over the past 30 years – installation gallery, wide range of music, theater, music venue. She said she is a minority owner in Columbia City's Royal Room which is different from this business. She said this business is a new project that will encompass more and have a different menu.

Robynne Hawthorne provided an overview of her experience – at Pearl Coffee House which hosted literary dining, music, art, book signings, lecture series; and at Underwood Stables which safely hosted during Covid live-streamed events. She said there is no need for pandemic-centered events now, but they may utilize aspects of that at this business in the future. She said they want to bring kids in for events.

Ms. Matthies said the business will have a Parisian-Bohemian vibe. She said she loves the Market and historical places. She said this business is different from the Royal Room. Here, they want to host literary events, partner with other Market businesses including West Bank Books and Old Stove Brewery. She said they want to tie into the Market as much as seems appropriate. She said they will have a stage and envision an art community, a gathering space for all disciplines to collaborate with each other. She said they plan to keep existing features and add more seating at the entry. She said they plan to use Market vendors / producers.

Ms. Hawthorne said they appreciate the supportive environment at the Market.

John Turnbull, PDA spoke of the KNKX proposal to host a small community stage and said this is similar and there is potential. He said it is a good idea and the owners have experience.

Ms. Vaughan asked the percentage of ownership Ms. Matthies had in the Royal Room and how much involvement she had in its day-to-day operations.

Ms. Matthies said she has 26.6 percentage in the business and little to no day-to-day involvement as the other partners do that.

Ms. Vaughan asked if both owners plan to be on site here.

Mmes. Matthies and Hawthorne said they would both be involved.

Ms. Rudeck asked the price range of the theater.

Ms. Hawthorne said \$7 - \$75 depending on the event.

Mr. Bown cited 2.6.8 and asked how the applicants see themselves fitting in here with other businesses.

Ms. Matthies said the Royal Room is a jazz club and is specific to what it is. She said here, this will be a community stage with wider variety and different partnerships. She said the two are not similar at all.

Ms. Hawthorne said she would be doing all the booking and she is not involved with Royal Room. She said they have 30 years' experience, and this business is a combination of both of their experiences that they bring to the table. She said they each have different areas of specialty and there is no relation to the Royal Room.

Ms. Matthies said part of the inspiration for this business was to do all the things she can't do at the Royal Room – theater, literary events, broader community involvement.

Ms. Rudeck asked if all ages were welcome.

Ms. Hawthorne said they will do specific events for children and then there will be hours where no underaged are allowed because of the bar and Liquor Board requirements. She said they plan to be open six days a week, Tuesday through Saturday 4:00 – 12:00 am and Sundays for brunch. She said they will add matinees.

Ms. Matthies said there will be food and drink and a door charge to cover costs.

Ms. Young asked if they would serve drinks during performances.

Ms. Matthies said yes.

Ms. Young said she was attracted to the idea and asked if the applicants have the right price point to attract their clientele.

Ms. Matthies said they have a basic menu that includes a cheap meal and beer.

Ms. Hawthorne said they come from a huge community. She said she has been booking music for so long, it is easy to attract customers and their pricing is common in Seattle. She said that music prices will be appropriate to the talent. She said once in the space it will have the same elevation as other places with same price point.

Ms. Martin said Mr. Bown brought up ownership of other businesses (2.6.8); she noted the guidelines uses “may”. She said Ms. Matthies has only 26% ownership in the other operation with no day-to-day involvement in the operations; her interest will be here. She noted Patty Smith’s and Can Can as former tenants of the space and said the basement location is a tough spot which needs a draw. She said the applicants have the background. She said it is too bad KNKX didn’t work out but this allows for similar community involvement and it meets the guidelines.

Ms. Young said there is no branding connection to the Royal Room, the businesses are two completely separate things.

Mr. Bown cited 2.6.8.

Ms. Martin said it says “may” not “shall”.

Ms. Vaughan cited 2.6.8 and said the most important thing the board has is control. She said Ms. Matthies said she is not controlling operations at the Royal Room and her concentration will be here. She said she was comfortable 2.6.8 was met.

Ms. Rudeck said they are similar venues. She cited 2.6.8 and said she understood that the percentage of ownership in Royal Room was low but noted the Commission has denied applications before in similar situations.

Mr. Bown said he couldn’t see a difference.

Ms. Rudeck said the applicant said the other business is jazz and the website said it hosts all types of music, so it seems similar.

Ms. Martin asked what the concern was. She said it is a like-minded entity and in the past applicants have done similar things. She said it is not a chain and to consider what is the intent of the owner.

Ms. Vaughan said in the past, an application from Tom Douglas was denied on the basis he was a promoted for similar businesses throughout the city. She said each application is reviewed on a case-by-case basis. She cited 2.6.8 and said there are two ownerships, one of whom will not have a controlling interest in the Royal Room. She cited 2.7.2 b and c and said the use is what it was before. She said it is a difficult spot which needs a draw.

Ms. Rudeck said it falls under non-permitted use. She said it would be a great addition to the Market, but she was hung up on 2.6.8.

Ms. Vaughan said the vote may not be unanimous.

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

MM/SC/CV/SY                      6:2:0      Motion carried. Mr. Bown and Ms. Rudeck opposed.

**071421.3                      APPLICATIONS FOR CERTIFICATE OF DESIGN APPROVAL**

071421.31                      The Can Can  
95 Pine St, First & Pine Building  
Chris Snell, Business Owner

Proposal for exterior reader board signage, window decal signage, blade sign, canopy, storefront painting, decorative statues, painting of exterior railings and gate, and neon signage. Exhibits reviewed included photos of existing features, signage details, statue details, color samples, and materials information. Guidelines that applied to this application included 3.1, 3.2, 3.2.9, 3.4, 3.4.1 c, d, 3.5, and 3.6.

**Applicant Comment:**

Chris Snell, owner proposed removal of Steelhead Diner signage and addition of new signage, decals, marquee, new awning to match branding, and gold leaf sculptures. He proposed painting the fascia on Pine, green deck and patio railing black. He said the marquee will be externally lit, the same height and length as the existing Steelhead sign. He said the blade sign will utilize the same mounting as the existing Steelhead sign with the panels replaced with Can Can signage. He said the neon vintage pink is the same as their current sign.

Brent Albers said the gold leaf sculpture would be carved out of high-density urethane and painted gold.

Mr. Snell said the panels behind would be painted black, the railings at deck would be black as well. He said the square thing would be removed.

Mr. Turnbull said the 'square thing' is from the 1970s.

Ms. Martin expressed concern about the signage and asked about other tenants in the hallway.

Mr. Turnbull said on the north elevation they are doing a take-off from Rachel's signage and it follows the architecture. He said the hallway is a secondary entrance. He said the marquee adds interest but doesn't take over; it is a relevant and appropriate use of a marquee and it doesn't overwhelm anything else. He said the only other tenant in that area is So Much Yarn; she has the whole window display. He said the entry is recessed and used to be a display for other businesses; it is now the yarn shop.

Mr. Snell said they used the architectural elements at the top of the buildings; he noted the arches duplicated on the Post Alley sign.

Ms. Young asked if the windows would be blacked out as shown in drawings.

Mr. Turnbull said there will just be gold leaf on glass.

Mr. Snell said they want to enjoy the view.

Ms. Rudeck asked about the marquee lighting.

Mr. Snell said it will be lit with a spotlight. There is neon on ends, spotlight on face of sign, and letters can be changed like at Market Theater. Responding to clarifying questions, he said the lighting temperature would be 2700 and lights would be on a timer same as Steelhead signage was.

Ms. Rudeck said the gold leaf sculptures are imitating a different material and are a faux historical element.

Mr. Albers said urethane is a longer lasting material, but the sculptures could be made of wood. He said the sculptures represent Fay, one of the longest running performers at the Can Can. He said a bust of Fay's head has been on the bar for 15 years.

Ms. Young asked why two sculptures.

Mr. Snell said for symmetry.

Ms. Mohammedi said the sculptures don't match the character of the building or the Market.

Mr. Albers said gold leaf has been around as long as paint and was a true old school way of making signage.

Mr. Turnbull said it is used at Pike Place Dental.

Mr. Snell said a couple adjacent businesses have gold leaf.

Commission Discussion:

Ms. Martin said she agreed with Ms. Rudeck on the heads. She said they differ from anything else in the Market and their placement on the outside of the building would not be appropriate. She said she had no problem with the proposed gold leaf.

Ms. Mohammedi said the sculptures do not match the character of the Market.

Ms. Vaughan cited 3.6.3 and said it could be appropriate. She cited 3.6.2 and said it could be a 3-D sign that illustrates the product being sold because it is theatrical and references activities.

Ms. Rudeck cited 3.6.1.

Ms. Mohammedi said it is too busy.

Ms. Le suggested review of the Guidelines Glossary regarding 'graphic device' and 3.4.1.

Ms. Rudeck said the sculptures depart from the character of the building.

Mr. Snell noted a 3-D jug at Rachel's Ginger Beer.

Ms. Mohammedi said the golden statues don't match the era of the Market.

Ms. Vaughan asked if Ms. Mohammedi saw the sculptures as architectural feature of the building rather than a sign.

Ms. Mohammedi said the Commission needs to preserve the character of the Market.

Ms. Young said she liked the signage but there is enough going on there without the sculptures.

Mr. Albers asked what members thought about the sculptures if they were painted the color of the building.

Ms. Rudeck expressed concern about faux historicism. She said she was torn on the black painted panels. She noted the Rachel's black panels set a precedent but is used for signage.

Mr. Leong said if the heads are removed, there is no reason to have the black background.

Mr. Snell suggested moving the Can Can words / logos to the area where the sculptures are proposed so they are inclusive with Can Can words.

Ms. Leong said there is a lot going on already.

Mr. Snell said they removed a lot.

Ms. Rudeck asked if the black wraps to the east side.

Mr. Snell said it does and is for brand awareness. He said there is minimal traffic there compared to what is on Post Alley.

Ms. Leong said the signage in the black paint over Rachel's sign are overkill. She mentioned the marquee, decals, awnings, blade sign. She agreed with other commissioners that it would detract from the architectural character.

Ms. Le read from Secretary of Interior Standard which are embedded in our guidelines. In 3.9.3 "changes which offer a false sense of development....conjectural figures...shall not be taken. She said the guidelines state a preference is for unpainted surfaces such as stucco but noted the painting that has been done at Rachel's set a precedent.

Ms. Vaughan suggested a straw poll or to hear from other commissioners. She said the statues appear to mimic an architectural feature that wasn't there before.

Mr. Hammond said the black above the windows enhances the building and looks good. He said the building is not that old and was never built with any architectural features and faux historicism is not an issue. He said what is proposed is a little busy and maybe can be toned down; he liked the golds but otherwise he had no problem with the proposal which he said adds to the visual effect of the Market.

Mr. Bown said he liked the building without the black paint and that the statues are too much.

Ms. Le said unpainted surfaces are preferred but not prohibited per 3.4.1 c.

Ms. Rudeck said Rachel's painted surface is used for the signage. Here, it is not part of signage so there is no sense to paint it black.

Ms. Mohammedi concurred.

Mr. Leong said she agreed as well. She said there is so much black. She preferred no black paint and no heads in keeping with the architectural character of the buildings.

Ms. Young concurred.

Ms. Martin said the Mr. Hammond was the only supporter.

Ms. Young asked about signage shown above the new marquee.

Mr. Turnbull said it was an old option that has since been removed. He noted a 2-0 version of masks presented earlier and asked if it would be OK to put those on lower part of windows. He said that would show it is a theater.

Ms. Martin asked why they were not added to the proposal.

Ms. Snell said they were part of the logo and the masks were part of the original idea.

Mr. Albers asked if the heads are removed can the Can Can logo go into sign band.

Ms. Leon said she is supportive of most of the package but it is risky to make a decision on the fly.

Ms. Le said that any addition would have to be part of a future application.

Action: Ms. Leong made a motion to adopt a resolution approving the application as amended to remove the black bars and gold figurines.

MM/SC/GL/LR                      8:0:0      Motion carried.



**071421.4 APPROVAL OF MINUTES**

June 23, 2021

MM/SC/MH/CB 6:0:2 Minutes approved. Mmes. Mohammedi and Rudeck abstained.

**071421.5 REPORT OF THE CHAIR** No report.

**071421.6 STAFF REPORT**

Ms. Le said she had approved administratively change to parking garage elevator landing. She said any art, decoration or signage would be reviewed by the Commission.

She said that there had been movement on Position 2; the Mayor's office accepted the recommendations. The next step is Council confirmation.

She said she has been more proactive on compliance and has issued land use code violation letters to illegal nightclub, signage boards, cafés.

**071421.7 NEW BUSINESS**

Next meeting is July 28, 2021.

Ms. Martin asked about in-person meetings.

Ms. Le said she would be surprised if it were anytime soon.

Ms. Vaughan asked if administrative review would continue.

Ms. Le said there has been no update since the one given at the last meeting. She said the existing legislation remains in place and will expire 60 – 90 days after the City's state of emergency is lifted.

6:35 pm Ms. Young made a motion to adjourn. Mr. Hammond seconded.

Minh Chau Le  
Commission Coordinator  
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