



The City of Seattle

Pike Place Market Historical Commission

Mailing Address: PO Box 94649, Seattle WA 98124-4649
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MINUTES

MHC 11/21

Wednesday January 13, 2021
4:30 p.m.
Virtual meeting via WebEx

COMMISSIONERS

Sam Farrazaino
Bob Hale
Chris Bown
Michael Hammond
Golnaz Mohammadi
Lisa Martin
Lauren Rudeck
Christine Vaughan, Chair

Staff

Minh Chau Le
Melinda Bloom

Absent

Rachael Kitagawa
Anais Winant

Chair Christine Vaughan determined that a quorum was present and called the meeting to order at 4:35 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.

011321.1 PUBLIC COMMENT

There was no public comment.

011321.2 APPLICATIONS FOR CERTIFICATES OF USE APPROVAL

011321.21 Kitchen & Market
1926 Pike Pl, Champion Building
Stephanie King, Business Owner

Ms. Martin recused herself.

Proposal for new retail food business offering grocery items, meal kits, prepared foods, and cooking demonstrations. To be operated by Salt & Pepper Take Two LLC owned 100% by Stephanie King. The space is located in Zone 2, street level, food (a-e), retail (a-d) uses permitted. The space is currently vacant; new use would be food (c). Space is 5,176 square feet. Proposed ownership structure: LLC owned 100% by Stephanie King. Owner financial affiliations: No similar businesses owned. Owner operator: Stephanie King to be onsite for day to day operations Business hours: 9 am – 7 pm, 7 days/week. Exhibits reviewed included storefront photo and location, LLC Certificate of Formation, LLC Operating Agreement, Sample product catalog, proposed product list, mission statement information, mood board, and preliminary draft floorplan. Guidelines that applied to this application included:

- 2.1 General Principles for Use in the Market – no immediate conflicts cited
- 2.2 Prohibited Actions – no immediate conflicts cited
- 2.3 Pedestrian Qualities – no immediate conflicts cited
- 2.4 Market Zones – no immediate conflicts cited
- 2.5 Priority of Market Uses – no immediate conflicts cited
- 2.6 Styles and Methods of Business Operations – no immediate conflicts cited
- 2.7 New Uses and Businesses – no immediate conflicts cited

Applicant Comment:

Stephanie King provided an overview of her experience in grocery and retail. She explained the mission to be a neighborhood market with a curated selection of products and personal service. Products will include take home and cook meal kits, baking mixes, and products not offered locally to neighborhood residents.

Landlord Comment:

Lisa Martin noted her experience in running Pear, a similar type market that once occupied this space. She said it is a needed component in the Market and will add to the neighborhood.

Ms. King said the market will have a higher-end aesthetic but will be in line with the Market. She said meal kits are \$85 - \$95 for four people, scone and pancake mixes are \$5.00.

Mr. Hammond noted limited budgets of those living in the Market and said to make sure products are accessible to them.

Ms. King said a goal is to make sure the store works for the neighborhood; they will supply basic pantry staples and goods that people can't get close to home. Responding to clarifying questions, she said that while there will be grab and go products, there will be no indoor seating. She said the private label is Kitchen & Market; it is not a separate business. She said they will carry branded products as well and those from local suppliers.

Ms. Vaughan asked about Take Two, LLC.

Ms. King said it was set up before K & M she started LLC Salt and Pepper to do research and Take Two for legal purposes.

Ms. Rudeck noted it is like a DBA.

Ms. Vaughan said any additional members will need to be reviewed by Commission.

Mr. Hale asked how they do pop ups.

Ms. King said they use a ghost kitchen / commissary to make and deliver items to customers. She said the Mother's Day Brunch pop up raised \$10,000 for Mary's Place. She said they only deliver on Friday and it is only a pop up.

Mr. Hale asked if this would go away or move into the new space.

Ms. King said she is using the pop up as research and development to build a customer base.

Mr. Hale asked about the meal kit.

Ms. King said she is going for a mix of Dean and DeLuca and Trader Joe's.

Mr. Hale said he thought once Covid is behind us, restaurants will do more of this.

Ms. King said the meal kit is here to stay. She said they will help give customers ideas and kits to make dinner.

Mr. Farrazaino asked if the grocery component will complement or compete with Market.

Ms. King said it will complement it and cited De Laurenti's as an example of a specialty. She said they would provide basic products, such as olive oil, but one would go to DeLaurenti's for a more specialty product. She said she intends the store to be a well-curated grocery store.

Ms. Vaughan cited 2.6.4 and asked what she defines as their specialty.

Ms. King said the intent is to provide groceries for the basics, so people don't have to leave the Market. She said the specialty will be private label items such as their scone mix.

Ms. Vaughan said Rotary Grocery provides basic staples. She said the mood board shows images of fresh produce and noted the high stall farmers provide fresh produce.

Ms. King said produce is aesthetically pleasing but noted what they will provide would be minimal. She said people come to the Market to buy produce. She said she will put their produce in the back.

Ms. Mohammadi appreciated the idea but wondered about competition to small Market vendors who make their own salsa, olive oil etc.

Ms. King said it is not a competition, it will be complementary to the Market. She reiterated that she would not replicate the specialty nature of DeLaurenti's olive oils. She said the meal kit and components is what will set them apart.

Commission Discussion:

Mr. Hale said he likes the idea of a neighborhood market, although the Market is the place where you can find everything.

Ms. King said she used to shop at Pear; it was similar to what she will be doing.

Ms. Vaughan asked if Commissioners had concerns above competition.

Mr. Bown said he did.

Ms. Vaughan said the Market has had grocery stores before. She said she had no problem with produce in the meal kits but that she had concern with produce section and bakery items in the grocery. She said she was concern about replication of specialties already in the Market.

Ms. Rudeck said approval can't be denied based on potential competition.

Ms. Le cited 2.2.2.

Ms. Vaughan cited 2.7.1. She said the number 1 use of the Market is the sale of fresh produce, from farmer to customer.

Mr. Bown said \$28 for a meal as stated on flyer seems high for people living in the Market.

Ms. Vaughan cited 2.5.4.

Ms. Rudeck said \$5.00 for scone and pancake mixes is affordable.

Ms. Vaughan suggested putting limitation on space for products so as not to not compete with value added products at high stalls.

Ms. Martin said the space has been empty a long time. She said the space was used as a grocery for 15 years and in prior years as well. She said the store has always sold a little produce, not a lot. She said it is one of the largest spaces in the Market and it is not feasible to divide it. She said other options have been explored; it is not an easy space to lease out.

Mr. Hale said grocery store is an established use here.

Ms. Martin said over the years the space has been a meat market, taxicab business, and chickens use to be raised on the roof.

Ms. Vaughan asked the applicant if she had thought about how to partner, not compete with Market produce.

Ms. King said she needs some produce and has no intention to be in direct competition. She said the space is further north of the produce stalls. She said she wants to be able to sell some produce, such as carrots but it won't be her main thing. She said she intends to be a good neighbor and not to put produce vendors out of business. She said she hopes to drive traffic to the Market. She said her price structure was more expensive because it was for Christmas dinner. She said pricing will be around \$85 for a full dinner. She said she wants to be accessible to the neighborhood and produce will be located at back of store.

Mr. Hale said the cost of a meal kit compared to a restaurant is affordable.

Mr. Bown said it is not affordable for people living in the Market. He said that although he likes the idea, it is not affordable. He said it is at the tail end of the Market, closer to the condos.

Mr. Farrazaino said the legacy and experience of the Market will continue; this use feels right. He said the current meal kit price includes delivery. He said there is a range of goods there; every vendor in the Market has a range of pricing, items.

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

MM/SC/BH/SF 7:0:1 Motion carried. Ms. Martin recused herself.

011321.3 APPLICATIONS FOR CERTIFICATES OF USE/DESIGN APPROVAL

011321.31 The Jungle Bean
1529 Western Ave
Kamille Barba, Business Owner

Staff Report, Use: Ms. Le explained the proposal for new retail plant shop selling indoor potted plants. To be operated by Jungle Bean LLC. The space is located in Zone 3, street level, all uses permitted. Current use: vacant. New use would be Retail (b). Space is 586 square feet. Proposed ownership structure: LLC owned 100% by Kamille Barba. Owner affiliations: No similar businesses owned. Owner operator: Kamille Barba to be onsite for day to day operations. Business hours: 9 am – 6 pm. 7 days/week. Exhibits reviewed included storefront photo and location, amended Certificate of Formation, and sample product sheet. Guidelines that applied to this application included:

- 2.1 General Principles for Use in the Market – no immediate conflicts cited
- 2.2 Prohibited Actions – no immediate conflicts cited
- 2.3 Pedestrian Qualities – no immediate conflicts cited
- 2.4 Market Zones – no immediate conflicts cited
- 2.5 Priority of Market Uses – no immediate conflicts cited
- 2.6 Styles and Methods of Business Operations – no immediate conflicts cited
- 2.7 New Uses and Businesses – no immediate conflicts cited

Applicant Comment:

Kamille Barba proposed opening a plant shop where online shoppers can ask questions and see 360° of plants; she will provide help and customer service.

Landlord Comment:

Zack Cook, PDA said they support the applicant and love the idea. He said it is a new business that fits in with incubator model in operation at the Market. He said the business will add curb appeal to site and will bring customers to the space.

Ms. Martin said she was happy to have a plant business back in the Market. She said she likes how the online and on-site portions merge.

Mr. Hammond it is good to have a place where questions are answered by knowledgeable staff.

Ms. Vaughan said it add to the mix, producer meets customer.

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

MM/SC/MH/LM 8:0:0 Motion carried.

Staff Report, Design: Ms. Le explained the proposal to paint interior, install interior furniture and fixtures, install exterior signage, remove existing window tint film. Exhibits reviewed included photos of existing interior, proposed floor plan, mockup of proposed furniture configuration, color samples, shelving details, lighting details, and furniture details. Guidelines that applied to this application included:

- 3.1 General Principles for Design in the Market – no immediate conflicts cited
- 3.4 Design of Individual Business Spaces – no immediate conflicts cited
- 3.5 Lighting– no immediate conflicts cited
- 3.6 Signs– no immediate conflicts cited

Applicant Comment:

Kamille Barba provided photos of the space and walked commission members through presentation of proposed elements and finishes. She said she wants to provide an experience where one feels at home, pedestrians can look in. She said signage will be minimalistic rustic wall mounted sign placed 6' above the ground. She said shelves will be of reclaimed wood on wall track, lighting will include spotlights and grow lights. She provided images of proposed furniture including a 39" x 120" dining table, bench, dining chairs, armchair, mirror, lamp, rug; all in neutral colors. She said signage will be powder coated letters with misty brass finish floating on wall on 1" spacers.

Mr. Hale noted the Market standard lighting of 2700 Kelvin and asked how proposed lighting meets that.

Ms. Barba said there is a mix of general lighting. She said the grow lights are dimmable and will not be on all day; they will mostly be used on dim days.

Mr. Hale asked if she will reuse existing light fixtures.

Ms. Barba said she is reusing existing ceiling fixtures. She said she will purchase the mirror and has a table. She said the rest of the furniture will be wood in a neutral color.

Mr. Hale encouraged a natural finish wood as shown in photos and said he supported it as long as furniture is in line with what is shown.

Landlord Comment:

Zack Cook, PDA said he likes the design; it is nice and will add to the vibrancy in the area. He said it will have a nice curb appeal.

Ms. Rudeck asked if there will be a checkout counter.

Ms. Barba said there will not be a specific counter, that she will use the Square app.

Ms. Rudeck suggested considering a blade sign as that area is difficult. A blade sign will help people find the business.

Ms. Barba said she would consider that in the future.

Mr. Hale said there is no change to the shop front and there are no faux finishes planned for interior. He said there is no change to the floor plan and plants are the dominant element. He said the application seems to be in conformance.

Ms. Vaughan said she was uneasy with the broad guidelines for the chairs.

Action: Mr. Hale made a motion to adopt a resolution to approve the application with an additional notation that the ceiling lights are 2700 Kelvin.

MM/SC/BH/LM 8:0:0 Motion carried.

011321.4 APPROVAL OF MINUTES:

November 18, 2020

MM/SC/LR/BH 5:0:3 Minutes approved. Mr. Farrazaino and Ms. Mohammadi abstained.

011321.5 REPORT OF THE CHAIR

011321.6 STAFF REPORT

Ms. Le said meetings will continue to be held virtually and Use and Design Review committees will not meet for the foreseeable future. She said appointments for new commissioners may be done and new commissioners could be in attendance in one to two meetings.

011321.7 NEW BUSINESS

Election of Commission Officers for 2021

Ms. Vaughan said progress on filling vacancies has been slow. She said six Commissioners are currently serving whose terms have expired, several Commissioners have attended few meetings due to suspension of meetings due to COVID-19 restrictions, and there will soon be new Commissioners.

Discussion ensued about institutional memory, challenges of Covid and the appointment process. Commissioners agreed that election of chair and vice chair should be postponed for three months with Ms. Martin becoming Chair if Ms. Vaughan is replaced in interim.

Ms. Martin concurred.

Mr. Hale made a motion to postpone election of the Chair for up to 3 months; to elect Lisa Martin as Vice Chair with the understanding that Ms. Martin will become the Chair should Ms. Vaughan be replaced in the interim. Elections will be held the last meeting in April.

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

Adjourned at 6:50 pm.

Minh Chau Le
Commission Coordinator
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