



The City of Seattle

Pike Place Market Historical Commission

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

MHC 122/15

Wednesday, September 9, 2015

4:30 p.m.

PDA Meeting Room, 93 Pike Street, Room 307

COMMISSIONERS

David Guthrie, Chair

Murad Habibi, Vice Chair

Bob Hale

Rachael Kitagawa

John Ogiore

Jerrold Stafford

Christine Vaughan

Staff

Heather McAuliffe

Melinda Bloom

Absent

Frank Albanese

Marika Cialdella

Deborah Jones

Chair David Guthrie determined that a quorum was present and called the meeting to order at 4:35 pm.

He reminded Commission members to announce any conflict of interest or ex parte communication prior to review of applications.

090915.1 APPLICATIONS FOR CERTIFICATES OF DESIGN APPROVAL

090915.11 Old Stove Brewery
1525 First Avenue #16
Chris Moore

Staff Report, Design: Ms. McAuliffe explained the application for minor alterations to approved floor plan: adjust entry door location, remove windows from south taproom wall, relocate restroom and exit; modifications to cold room and kitchen; install business signage. Exhibits reviewed included floor plans, sketch,

renderings, and sign details. Guidelines that applied to this application included 3.1, 3.2, 3.4, and 3.6.

DRC Report: Ms. McAuliffe said the Committee cited 3.1, 3.2.10, 3.4.1 b, 3.4.3 b, 3.6.1 & 3.6.2, 3.6.3, 3.6.5 and recommended to approve, with discussion of size of storefront sign and additional information requested.

Applicant Comment:

Jennifer Maietta, PDA, presented on behalf of the applicant. She went over proposed modifications to existing approved plan and pointed out they will move the bathroom to the corner and the wall in the corridor will be left as a solid wall. She said that the entrance was changed to open in rather than out. She said the wall will be painted the same color as it is now. She said the neon sign will set back 15” inside. She provided a detailed visual of how the hanging sign will fit in the window and noted that it is half the width of the entire storefront. She provided photos of signage in the Market. She said that the mural will be on water resistant material and will attach to wall. The mural will be behind the tanks and be in sepia tones.

Owner Chris Moore said that the mural tells a story of a bar in 1905 setting that he said will bridge time zones.

Landlord Comment:

Jennifer Maietta said she supports it.

Commission Discussion:

Mr. Hale said the DRC discussed size of sign in the storefront. He said that the mural softens the hard edge design on interior and ties to the use. He said the wall color in the hall is ok.

Mr. Habibi asked if they will hang neon.

Ms. Maietta said they will.

Mr. Ogliore said this is most similar to the Market Grill and asked that size.

Ms. Maietta said the photos were just examples and what is proposed is not outside the boundaries. She said the interior sign was in question by DRC.

Mr. Hale said it is a simple design.

Ms. Kitagawa said it will be set back and will be less distracting.

Ms. Vaughan asked how the mural will be attached and if it will be removable.

Greg Bjarko said they will use primer and paste and it is removable. The wall at this location is sheetrock and is repairable / replaceable; it is new construction.

Mr. Habibi cited 3.6.4 and encouraged the use of historic signs.

Mr. Guthrie said that the signage is fine and the large sign is within established requirements and does not interfere with the rhythm of windows or exterior. He said he had no problem with the size.

Ms. Vaughan asked about the adjustment to entry door location.

Mr. Bjarko said they needed to shift the door due to existing situation.

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

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

090915.2 COMMISSION BRIEFING

090915.2 MarketFront Building
Jennifer Maietta

Briefing on potential uses in MarketFront Building. PowerPoint report in DON file.

Jennifer Maietta, PDA, explained they are looking for production-based tenants for the new building. She said they require more space than the 2000 square foot limit which she said meets exceptional circumstance requirement to exceed. She said they want a tenant mix that is different from the historical main Market – that is more Beechers-type. She said they don't want to take from the original Market. She said they need an anchor tenant on each end that will help to support the smaller businesses. She said that Old Stove Brewery will be on one end and they want it to open at the same time the building opens. She said that the Cannery will anchor the other end.

Greg Bjarko said that people will be able to see the brewing process.

Chris Moore said that the process takes up lots of room. He said that brewery tourism is a big deal. He said the space needs to be engaging to the public and the Market needs an anchor tenant that can absorb all the traffic.

Ms. Maietta said that Old Stove's current location supports its self with no wholesale. She said what is proposed supports restaurant, pub and wholesale as well as brings people in to the space.

Public Comment:

Colleen Bowman supported the proposal and said that she thought it would meet special circumstances. She said she has studied the economic and social benefit of having a brewery.

Commission Discussion:

Mr. Guthrie said the Market is a collection of small businesses. He said that having an anchor tenant is a good argument and cited Beecher's, Starbuck's but noted they don't have square footage like this. He said it is a huge undertaking. He said the PDA and the architects failed in design of a building and space that would accommodate guidelines.

Mr. Habibi said the Market should accommodate low to moderate income tenants. He cited 2.5.1 and said this use is #6 on this priority list.

Ms. McAuliffe asked the current square footage for approved Old Stove space. She suggested the PDA inventory spaces in the Market – Athenian and Lowell's – having that information will be helpful for context. She said that providing more substance for the argument about seeing production would be helpful.

Ms. Vaughan asked what age group will be served.

Mr. Bjarko said all ages and their intent is to make it for families. Serving beer and wine from taps in back is allowable for all ages; serving liquor requires rail.

Ms. Vaughan said the space is brand new and twice what the guidelines require and that is problematic.

Ms. Maietta said that there are exceptional circumstances.

Ms. McAuliffe said that the PDA should express why the space can't be divided up further.

Mr. Ogliore agreed and said he envisioned 12 – 15 businesses going in to this space. He said he will keep an open mind but said they need exceptional circumstances.

Mr. Stafford said philosophically he understands and said he understands the constraints of a production based business. He said that at some point it just isn't feasible. He said to outline why there are exceptions and show why the spaces can't be made smaller. He said that they have probably looked at a number of different plans. He said he loves production based tenants.

Ms. Maietta said that they tried many small businesses but said the footprint is limiting. She said that the open concept impacts the leasable space which includes circulation.

Mr. Bjarko said that the production lines convert to seating when production is not going on.

Responding to questions Ms. Maietta said the whole market front square footage is 13,000 square feet.

Mr. Hale said that he likes that the new will not compete with the Market.

Mr. Guthrie asked about the need for the mezzanine area.

Ms. Maietta said it is for office, storage, and mailroom.

Ms. Kitagawa said the diagrams show the seating, and they have talked about turnover and use throughout the day but how will they draw the locals. She said they should show efficiencies within the space to understand the need for space.

Ms. Maietta said that they are not wasting space and perhaps the drawing did a disservice. She said they will use space for production and then will turn over for seating.

Mr. Hale asked the number of patrons per square foot. He asked if the tenant will release current space to move in to new.

Ms. Maietta said they will which will open space for new tenants.

Ms. Vaughan said that exceptional circumstances are required to accommodate this part of the Market and she said it is problematic that they need that when starting from a new building.

Ms. Maietta said that the design came about because of the way the space is broken up.

Mr. Guthrie said the Market is funky spaces, passages to nowhere – and you make it work.

Mr. Hale said that it is like a grand living room for public during dar days.

Mr. Bjarko said that at one end the ceiling is 18' with beams that drop down. He said the buildings and space are beautiful not practical.

Mr. Guthrie said to keep in mind that if this business goes away are they designing space that can't be easily converted to another use / tenant.

Mr. Hale asked if there will be elevator access.

Ms. Maietta said there will be.

090915.3 APPROVAL OF MINUTES:
August 26, 2015
MM/SC/JO/JS 6:0:1 Minutes approved. Mr. Habibi abstained.

090915.4 REPORT OF THE CHAIR Ø

090915.5 REPORT OF STANDING COMMITTEES: Ø

090915.6 STAFF REPORT Ø

090915.7 NEW BUSINESS

Mr. Habibi said that the Council discussion about MHC Ordinance changes has been postponed. He encouraged understanding of the Ordinance and said he will send out to Commissioners for review.

Ms. Vaughan asked if it had been withdrawn.

Ms. McAuliffe said it had been but will be reintroduced September 17.

Ms. McAuliffe said the Mayor's thank you reception for boards and commissions is on October 7 and to be sure to RSVP online.

5:53 pm Mr. Hale made a motion to adjourn. Mr. Stafford seconded.

Respectfully submitted,

Heather McAuliffe
Commission Coordinator