



The City of Seattle

Pike Place Market Historical Commission

Mailing Address: PO Box 94649 Seattle WA 98124-4649
Street Address: 700 5th Ave Suite 1700

MINUTES

MHC 100/08

Wednesday, June 25, 2008

4:30 p.m.

PDA Meeting Room, 85 Pike Street, Room 500

COMMISSIONERS

Howard Aller, Vice Chair

Valerie Bystrom

Spencer Howard

Susan Lane

Karin Link, Chair

Sara Patton

Alex Rolluda

Sharron Shinbo

Allyn Stellmacher

Susan Zuege

STAFF

Heather McAuliffe

ABSENT

Marilyn Bierman

Joanne Herron

4:37 PM A quorum was present and the meeting was called to order by Karin Link, Chair.

062508.11 PDA – Light pole banners
James Haydu

USE: Application: Street use approval for installation of nine banners on light poles located on First Avenue, Pike Place and Western Avenue.

Staff Report: Ms. McAuliffe explained that the request for had been amended to include street use approval for eleven banners instead of nine. She provided the relevant background and explained the banner locations: seven on 1st Avenue, three on Pike Place and one on Western; and reported the banners will be installed through October 31, 2008. Exhibits reviewed included a site plan and renderings. The two designs will be back to back; each banner will have a design on each. Guidelines that applied to this application included 2.1 and 2.9.

URC Report: The Use Committee reviewed the application and determined that the theme of the banners promotes local farming which is in compliance with 2.1 and conforms to temporary use 2.9; the Committee recommended approval.

Applicant Comment:

James Haydu stated that these banners will go up in the same places on First Avenue where banners are now. They use the same area year after year. In the past couple years they have incorporated in the fact they are in an historic district because that is an important thing to point out

Public Comment: There was no public comment.

Commission Discussion:

Ms. Bystrom noted she realized that the light poles are used and that many people are moving north of this area; she asked if the PDA has the right to put them further north where more residents may be walking.

Mr. Haydu thought that might be an SDOT question; the banners go there because it is an historic district and it is close proximity to Market shoppers. First and Pike is the first and foremost entry spot to the Market; that is why they promote their farm season with a banner that hangs at First and Pike.

Mr. Stellmacher asked if all the locations are existing locations.

Mr. Haydu confirmed that they were. At the corner of Western and Virginia there is a spot where banners are sometimes installed; sometimes the merchants in that area feel ignored and feel that they are outside of the Market.

Ms. McAuliffe asked if some banners were going across First Avenue, on the east side.

Mr. Haydu concurred.

Ms. McAuliffe stated she had been told in the past that there is a company that has a blanket contract downtown.

Mr. Haydu had been told that too but doesn't know that answer.

Ms. McAuliffe said this transpired a few years ago when the PDA person in the role now occupied by Mr. Haydu found out that in fact the PDA had the rights to the poles here. Within the Market Historical District, the company that had the blanket contract downtown wasn't coming before the Commission for approvals; the PDA went and had it approved and got control of the poles along First.

Mr. Haydu mentioned they had also used the poles downtown for the Centennial so it looks like there is some flexibility.

Mr. Aller made a motion to adopt a resolution to approve the application as presented.

MM/SC/HA/KL 10/0/0 Motion approved.

DESIGN: Application: Approval for design of banners.

Staff Report: Ms. McAuliffe explained the portion of the application for design of the banners. Exhibits provided were site plan and renderings. The relevant Guideline was 3.6.

DRC Report: Ms. McAuliffe reported the Committee reviewed the application and determined the proposed design conformed to Guidelines 3.6.1, 3.6.2 and 3.6.3 and the Committee recommended approval.

Applicant Comment:

Mr. Haydu stated they have used the same design firm for years and have been happy with their work.

Ms. Patton supported the application and the design because all the sign elements are very consistent throughout the marketing materials and reinforces the marketing efforts for the farmers.

Mr. Stellmacher asked the dimension of the banners

Mr. Haydu responded 30" x 60".

Mr. Stellmacher made a motion to adopt a resolution to approve the application as submitted.

MM/SC/AS/AR 10:0:0 Motion approved.

062508.2 APPLICATIONS FOR CERTIFICATES OF DESIGN APPROVAL *

062508.21 Beyond Threads (former Dilettante Chocolates space)
86 Pine Street, Inn at the Market
Christina Dioguardi

Staff Report: Ms. McAuliffe explained the request for interior remodeling and installation of business signage. The applicant previously came before the Commission for use approval. Exhibits provided for review were a site plan, floor

plans, drawings, photos, and color/material samples. Items reviewed: demolition, construction of dressing rooms, painting, new air conditioning unit, new ceiling mural, install new flooring – hardwood, new shelving, tables, install recessed lighting & chandeliers, install curtains for dressing rooms/entry to dressing rooms, furnishings – table & ottomans and signage – blade sign & vinyl sign in window. Relevant Guidelines were 3.1, 3.4, 3.5, and 3.6.

DRC Report: Ms. McAuliffe reported the Design Review Committee reviewed this application and cited Guidelines 3.4.2a & c; 3.4.3 a, b, & 3; 3.5.1, 3.5.2 – full spectrum; 3.6.1, 3.6.2 & 3.5.3. The Committee recommended approval but thought the full Commission should discuss the proposal for the ceiling mural to check through the Guidelines.

Applicant Comment:

Christina Dioguardi provided photos of the space and explained the scope of the project and items to be demolished/cleaned out. Flooring, cabinets, lighting will be removed; all plumbing will be stopped. She described the to-be-installed hardwood flooring, paint and furniture (samples being provided). All items in the store will feature natural woods to complement the products they will sell. A floor to ceiling shelving unit will be installed. In front of the window will be a long base table; a couple mannequins will be in the front, or a seasonal display. On the south side wall will be two hanging bars. The back corner will be the register desk; the desk is unique because it is cut in half. A red chenille curtain will close in both dressing rooms. A center table will go in the middle. Underneath the table will be poufs made from neutral fabric. She showed drawings of the proposed fixtures: on the north wall will be a wall-to-wall unit; it will be all wood. The shelves on the cubicles up front will be adaptable so can be moved around; the bottom is all storage area. They propose a mural hanging down from the ceiling will be in the middle of the space and showed a photo of a similar mural.

Ms. Link asked if the mural is actually painted or is it a photograph,

Ms. Dioguardi replied it was a photograph, applied to a piece of drywall like wallpaper. She provided a sample of the photograph that will be used; they might add a touch of sepia color to the white to warm it up a bit and make it more compatible with the other colors. Fluorescent lighting will be hidden within the mural and will provide a nice diffused lighting on the edges. The ceiling will be a regular drywall with recessed lighting using a 4” eyeball type light.

Ms. Dioguardi showed on the drawing the exact location and proportions of the proposed signage. Vinyl signage will be affixed to the lower part of the front door. The sign will be 59” x 18” and will be centered on the wall. The 2nd sign is a hand carved wood sign with wrought iron letters and will hang from the existing hardware.

Landlord comment: Landlord approves.

Public Comment: There was no public comment.

Commission Discussion:

Ms. Shinbo appreciated the thorough presentation and is familiar with the products and she thought the applicant has selected colors and a palette that works well in that space.

Mr. Aller asked what was being done with the front window because it has been grayed over on the drawing.

Ms. Dioguardi replied they are not making any changes to the window.

Mr. Aller expressed concern with the mural which, he said, is in effect a suspended ceiling as it covers almost the entire space and cited 3.4.2 a, “ceilings and walls should light color and should not incorporate unusual effects”. He was concerned the exact final color of the piece was unknown and thought if this was approved at all it should be with the proviso that the Design Committee approve the exact final color.

Ms. Dioguardi disagreed and said it was centered in the middle and confirmed the size of 11’ x 9” x 11’ x 11”. It will be 6” – 7” from the ceiling and will be attached like a drop ceiling from the studs.

Mr. Stellmacher cited 3.4.2 a, and agreed it was a ceiling treatment but it is removable; he agreed with Mr. Aller that the final colors be reviewed by the Design Committee.

Ms. Patton said 3.4.2 a uses the term “should” not “shall” and so is not an absolute prohibition but added that it uses 70s examples of unusual effects; this is an “08” unusual effect. It is not normal nor is it light but because it is “should” and not “shall” it is still in the discretion of the Commission to approve it.

Ms. Link thought the guideline was to keep people from doing kitsch and didn’t see this application as kitsch.

Ms. Lane mentioned the large lighted murals at Steelhead Diner and felt the Commission could approve it; it is temporary.

Mr. Howard agreed with Ms. Patton that it is within the discretion of the Commission to approve this and is in favor of it; but, he added, in terms of how understanding how precedents are used, it is important to recognize that it is a unusual treatment; but because of “should,” there is discretion. He also felt that because of the overall ambient earth colors, the full spectrum lighting etc., it all works together to be something that would otherwise not ordinarily be approved.

Ms. Bystrom asked if because of its ambience we could use the comment that we have approved large scale photographs before as precedent setting.

Mr. Howard thought that in this specific case, because of the use of “should” the Commission can look at the whole picture of the space and make whatever decision it deems appropriate to the space given all the conditions in the space. He stated he would approve it just because the color choices and the color of the photographic mural is not something that provides pronounced discord with the other spaces.

Ms. Patton clarified that the Steelhead Diner murals were photographs that were hung on the walls and this is about interior finishes and the ceiling; The general principles for design in the Market provide words like “humble” and “anonymous” and “unique character,” grown through years of anonymous and functional creation. She added that the unusual effects, described in the guidelines were typical of the 70s and a way of saying “we’re not so humble and we’re not so anonymous,” and that this is the 08 way of stating such. She agreed with Mr. Howard that even though, in general we don’t like this it is at the discretion of the Commission.

Mr. Aller made a motion to adopt a resolution to approve the application with the proviso that a sample of the actual color be brought to the Design Review Committee for their approval.

MM/SC/HA/SH 10:0:0 Motion approved.

62508.22 PDA – Economy Arcade crowd control at Daily Dozen Doughnuts
Matt Holland

Install two black belt stanchions in front of Daily Dozen Doughnuts during peak hours and days to reduce congestion in the Arcade.

Application postponed at the applicant’s request.

062508.3 APPROVAL OF MINUTES:

Commissioners reviewed minutes of June 11 2008. Mr. Aller moved to adopt a resolution to approve the minutes as amended.

MM/SC/HA/AS 9:0:1 Minutes approved. Ms. Bystrom abstained.

062508.4 REPORT OF THE CHAIR

Ms. Link stated that if a Commissioner arrives late after the staff report has been done on a particular project, s/he should abstain from voting.

062508.5 REPORT OF STANDING COMMITTEES

The Guideline Revision Committee meets on Fridays. This meeting is not a public meeting as it is a special meeting that is called at the behest of the Chair. Once the Guidelines Revision Committee has come up with some material to review by the Law Department; it goes to Law to be approved, back to the Committee and then to the Commission and then will get posted to the community. It will be posted in the Daily Journal of Commerce and a link put on our website so people can look at it. There will be a hearing during a regular Commission meeting and the Commission will vote to approve the changes. Ms. McAuliffe advised the Committee to discuss the existing Guideline in Victor Steinbrueck Park as a starting point and what the issues are based on what has been going on this summer.

062508.6 STAFF REPORT: There was no report.

062508.7 NEW BUSINESS: There was no report.

5:40 PM Meeting adjourned.

Heather McAuliffe
Commission Coordinator