Today’s Agenda

1. Where We Are
2. Update on Sustainability Action Plan
3. Historical Guidelines Context and Uses
4. Physical Strategies
Where We Are
Master Plan Timeline

**2023**
- **MARCH**
  - Kickoff
- **MAY**
  - Eco-Charrette
- **JUNE**
  - Opportunities, Constraints & DEI

**2024**
- **OCTOBER**
  - Scenario Development
  - 10/26 Retreat
- **DECEMBER**
  - Draft Master Plan

**Stakeholder Engagement**

**Council work sessions**:  
- ✓ Social Services & Community Steward  
- ✓ Food Life Strategies  
- • Sustainability Action Plan & Physical Analysis (TODAY)  
  - 9/20 - DEI Framework  
  - 9/28 - Downtown Anchor + Small Business Incubator
PPM: Goals and Roles from 6/29 Council Workshop

Goal #1: Multiple Identities & DEI
- Local & Tourist Destination
- Food Life Destination
- Farmers Market & Ag Hub
- Makers’ Market & Studio

Goal #2: Local Audience Oriented
- Retail Hub
- Small Business Incubator & Advocate
- Downtown Anchor
- Social Service & Community Steward

Goal #3: Improve Physical Plant

Goal #4: Financial Sustainability

Goal #5: Governance Rules

DEI embedded across all eight roles
Road Map of Physical Space Strategies

Goal #3: Improve Physical Plant

PDA Council Opportunities & Constraints Workshop + Facilities Team Discussions + Eco Charette + Community Survey + Tenant Conversations

Guidelines & Regulations

Physical Space Needs and Observations

Priorities for Physical Spaces

Priorities for the Sustainability Action Plan

Scenarios

Master Plan

Technical Studies & Priority Project Definition

TODAY:
- Share the organization of the Sustainability Action Plan
- Share themes of physical space. Do they resonate?
Sustainability Action Plan
Where We Were: Eco-Charette

Borrowing from these leading green building and sustainability frameworks, we propose an adapted framework specific to Pike Place Market: Four Focus Areas
Feedback From the EcoCharette

**Food** should be its own category within the Sustainability Action Plan.

**Equity and Community** will be addressed in the overall plan.

Organize objectives and next steps by priorities relating to the goals of the Market.
Revised Sustainability Action Plan

FOOD
ENERGY & RESILIENCE
MATERIALS & RESOURCES
HEALTH & WELLBEING

= SUSTAINABILITY ACTION PLAN
How the Sustainability Action Plan Categories Work

1. OBJECTIVE
2. OBJECTIVE
3. OBJECTIVE
4. OBJECTIVE

1. NEXT STEP
2. NEXT STEP
3. NEXT STEP

EXAMPLE STRATEGIES
**ENERGY & RESILIENCE**

**GOAL**: Develop low carbon operation strategies to address City of Seattle and WA State energy code standards while improving human comfort.

**MULTIBENEFITS**:  
- Increase resiliency and adaptability to heat waves and extreme weather  
- Reduce operational energy costs and augment energy cost stability  
- Demonstrate leadership in decarbonization, especially in the context of a historic district

Clean energy infrastructure will be critical for Pike Place Market. Many specifically called out solar panels as a possibility.

**OBJECTIVES**

- **Reduce energy use** by minimizing demand and maximizing conservation.  
- **Design for maximum occupant comfort** in living and working spaces while using extremely little energy.  
- **Optimize physical plant performance** at all scales to meet ever-evolving energy requirements.  
- **Plan and design for emergencies and for vulnerabilities** associated with the long-term effects of climate change.
Historical Guidelines, Context, and Uses
"Although humble and anonymous [the central Market buildings] are an example of intriguing, dramatic architectural space *servicing and adjusting* to the varied and varying characteristic marketing activities."

"Market buildings … are a physical expression of the activities and function of the Market."

"Preservation of the District will retain a characteristic environment of a period of Seattle's history *while continuing a vital cultural and economic aspect* of the City."
Pike Place Market – Historical District
Historic District Contributing and Non-Contributing Buildings

- Contributing Building – Of Historical and Architectural Significance
- Non-Contributing Building
- Historical District Boundary

From the National Historic Landmark Designation.

The guidelines themselves include language about preservation as well that go beyond the designation.
Pike Place “Enclave” as Part of Historic Core

1974 Design Report - Pike Place
“enclave” – a foil to the labyrinth of the arcade experience
**Historical Guidelines Uses – Street Level**

**Zone 1**

**Food:**
1\(^{st}\) Priority – local produce, meat, fish, and poultry
2\(^{nd}\) Priority – not local produce, meat, fish, and poultry

**Retail:**
sale of flowers and plants

**Zone 2**

**Food:**
1\(^{st}\) & 2\(^{nd}\) Priority - Fresh produce, meat, fish, and poultry
3\(^{rd}\) Priority – Food items and products
4\(^{th}\) Priority – Garden supplies, food prep supplies
5\(^{th}\) Priority – On-premise dining

**Retail:**
1\(^{st}\) Priority – used goods, daily necessities, repair services
2\(^{nd}\) Priority – flowers and plants
3\(^{rd}\) Priority – seller-made arts and crafts items
4\(^{th}\) Priority – seasonal, ethnic, or goods not readily found

**Zone 3 – All Uses**
Historic Guidelines Uses – Vertical Distribution

Zone 1 – Street Level

Zone 1 – Below Street Level
Food:
1st Priority – local produce, meat, fish and poultry
2nd Priority – not local produce, meat, fish, and poultry
3rd Priority – food items and products
4th Priority – garden supplies, food prep supplies
5th Priority – on-premise dining

Retail:
1st Priority – used goods, daily necessities, repair services
2nd Priority – sale of flowers and plants

Zone 1 – Above Street Level
All Uses

Zone 2 – Street Level

Zone 2 – Above Street Level
All Uses

Zone 3 – All Uses
All Uses

Historical District zoning allows more options away from the historic core on Pike Place

Main Arcade built from East to West over the years
Core Principles: Maintain, Preserve, Upgrade, & Protect

• **Buildings**
  - Maintain existing historic contributing structures
  - Meet Secretary of Interior standards for upgrades and improvements

• **Infrastructure**
  - Upgrade selective systems to preserve the protected uses and functions
  - Meet changing City and State energy standards

• **Historical Commission**
  - Stewardship of the historic buildings and character in the protected areas
Physical Strategies
Consider light touch, functional and fun moments distributed throughout the Market in parallel with strategic permanent space investments.
What We Heard + Saw: Guiding Principles for Physical Strategies

1. Be inclusive for all
2. Respond to the remaking of Downtown and Waterfront
3. Grow program capacity
4. Expand on seasonal and delightful public space

Adapting buildings to new functions and energy code changes will require coordination with the Historical Commission
1. Be Inclusive for All

Pedestrian safety and crossings and accessible sidewalks and ramps need attention.

Residents want to see more restrooms, garbage bins, and seating at the Market.

Lack of places to sit was among top three negatives for both visitors (35%) and residents (45%).
1. Be Inclusive for All

• Improve wayfinding
• Improve ADA accessibility
• Add seating
• Add all user restrooms
• Celebrate/make visible the vertical circulation
• Relocate food bank to visible location

Example

• Relocate the Food Bank to Western Ave level to improve functional access
2. Respond to the remaking of Downtown and the Waterfront

The Market would benefit from **wayfinding signs** and lanes to regulate foot traffic.

Visitors feel more positively about **navigating the Market** than residents (47% say it positively impacts their experience vs. 33%).
2. Respond to the remaking of Downtown and Waterfront

- Externalize the Market
- Increase ways that people can flow in and out to encourage exploration
- Strengthen visual and physical connections with surrounding streets and water views
  - Make vertical circulation visible
- Develop new program space at edges of the Market

**Example**
- Vertical circulation options for the Down Under (or the Up Over!)
  - Internal or external
  - Increased visibility of activity at windows
3. Grow program capacity

Physical improvement to Pike Market Food Bank is needed.

A feeling of rusticness, messiness, grittiness, and surprise at the Market is part of the authenticity.
3. Grow program capacity

- Activate underutilized spaces
- Develop tenant curation strategies to support legacy, build community, and vary offerings
- Evaluate property acquisition within and outside of the Historic District
  - May require charter update

Example
- Enhance Economy Atrium to highlight demonstration kitchen, expand its use and make visible on First Avenue
4. Expand on seasonal and delightful public space

**Insufficient public space** to encourage people to linger or rest, including for kids or older adults.

**Number of people at the Market** was among the top three negatives for residents (30%).

**Locals-oriented days, food events like night markets, and after-work activities** were the top 3 ways that residents said would encourage them to visit more often.
4. Expand on seasonal and delightful public space

- Flexible spaces that will support events and respond to seasonal population shifts
- Create places of respite and rejuvenation that are a foil to the ‘labyrinth’ experience
- Connect to the different street vitalities
- Partner with arts organizations
- Reinforce Pike Place entry points
  - Pine & Stewart; Virginia & Pike Place; Pike Street & Pike Place

Examples of flexible space use
- Parklets (Western Avenue)
- Pop up retail or high stalls
- Art & performance
Next Steps
What’s Next

• 9/20 - DEI Framework

• 9/28 – Small Business Incubator

• 10/18 – Downtown Anchor & Scenarios Preview

• 10/26 – Council Retreat Scenarios Workshop