

# Sustainability Action Plan & Physical Analysis

## PDA Council Discussion

September 14, 2023



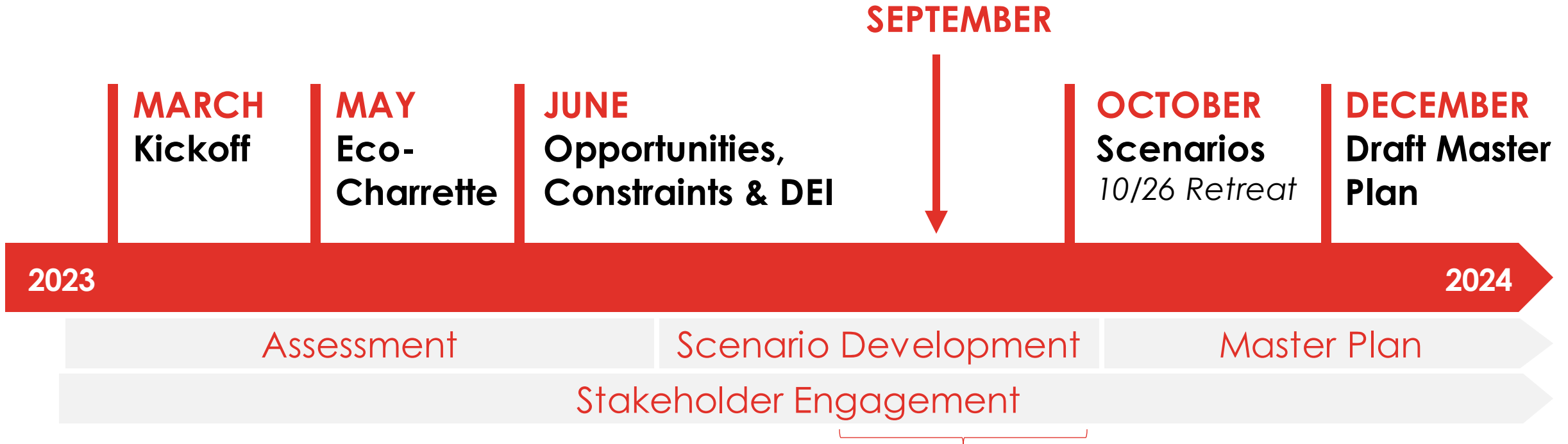
# Today's Agenda

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



## 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

*DEI embedded across all eight roles*

**Goal #1: Multiple Identities & DEI**

**Goal #2: Local Audience Oriented**

Local &  
Tourist  
Destination

Food Life  
Destination

Farmers  
Market &  
Ag Hub

Makers'  
Market &  
Studio

Retail  
Hub

Small  
Business  
Incubator &  
Advocate

Downtown  
Anchor

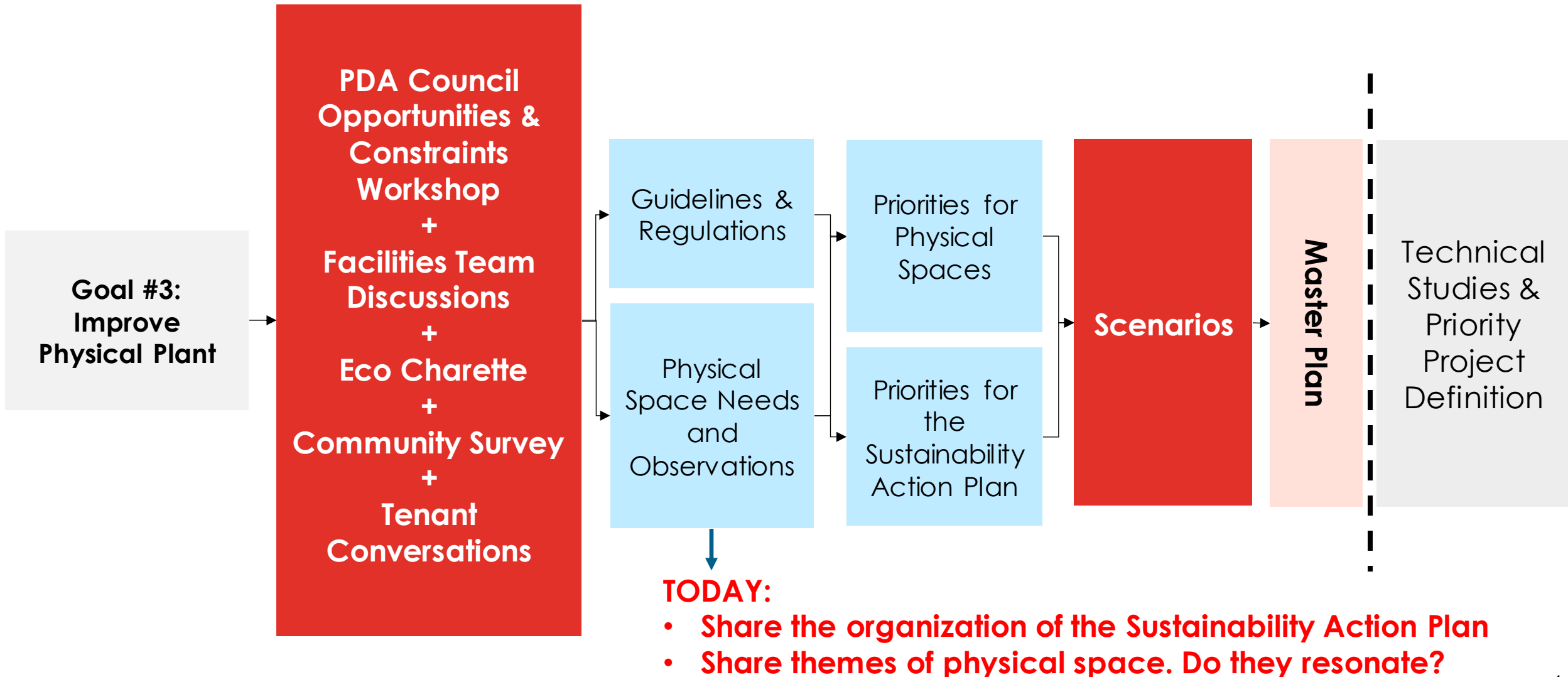
Social  
Service &  
Community  
Steward

**Goal #3: Improve  
Physical Plant**

**Goal #4: Financial  
Sustainability**

**Goal #5: Governance  
Rules**

# Road Map of Physical Space Strategies



# Sustainability Action Plan



# Where We Were: Eco-Charette



- Design for Integration
- Design for Energy
- Design for Community
- Design for Wellness
- Design for Ecology
- Design for Resources
- Design for Water
- Design for Change
- Design for Economy
- Design for Discovery



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



Energy & Resilience

Food & Resources

Health & Wellbeing

Equity & Community



## Feedback From the EcoCharette

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**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

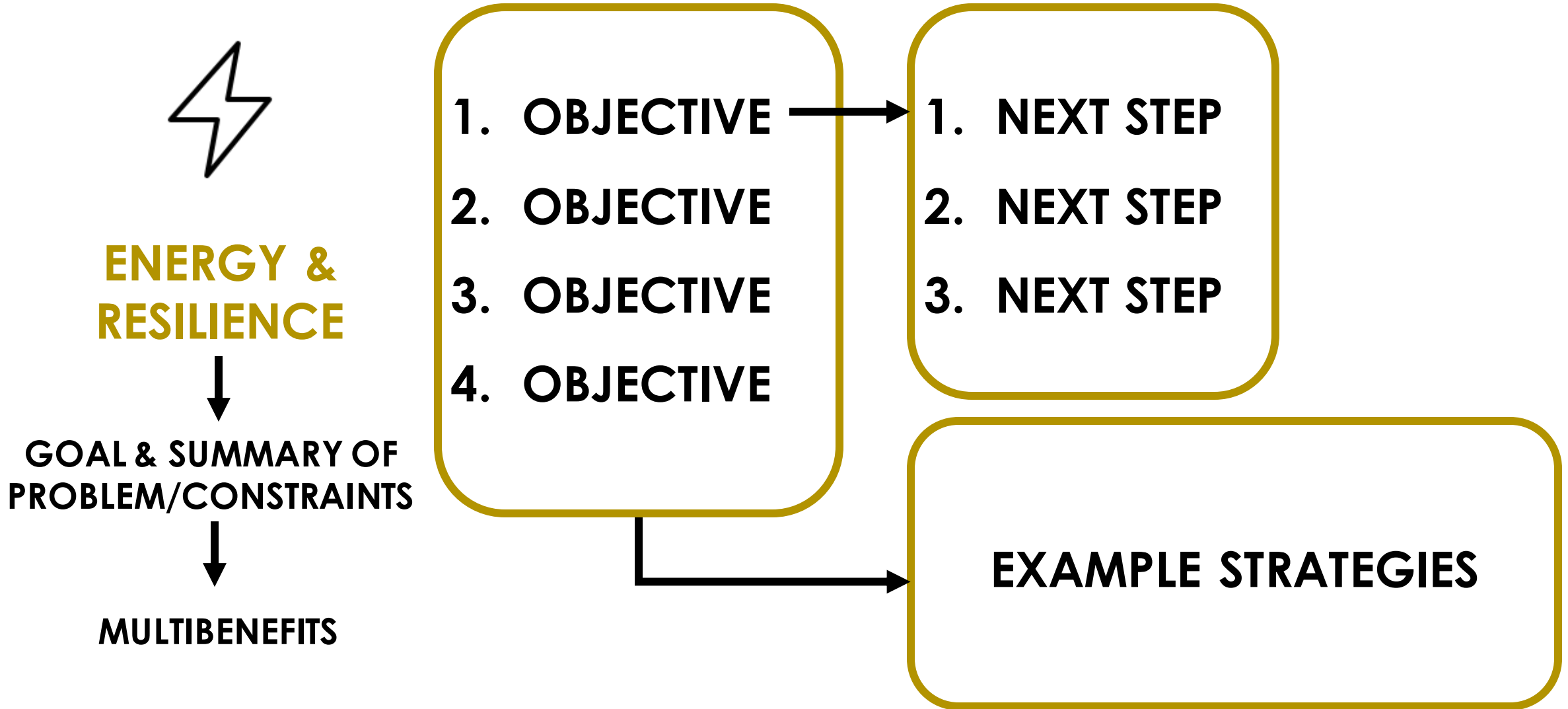


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**SUSTAINABILITY  
ACTION PLAN**

# How the Sustainability Action Plan Categories Work





**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

# Historical District Guidelines

"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.**"

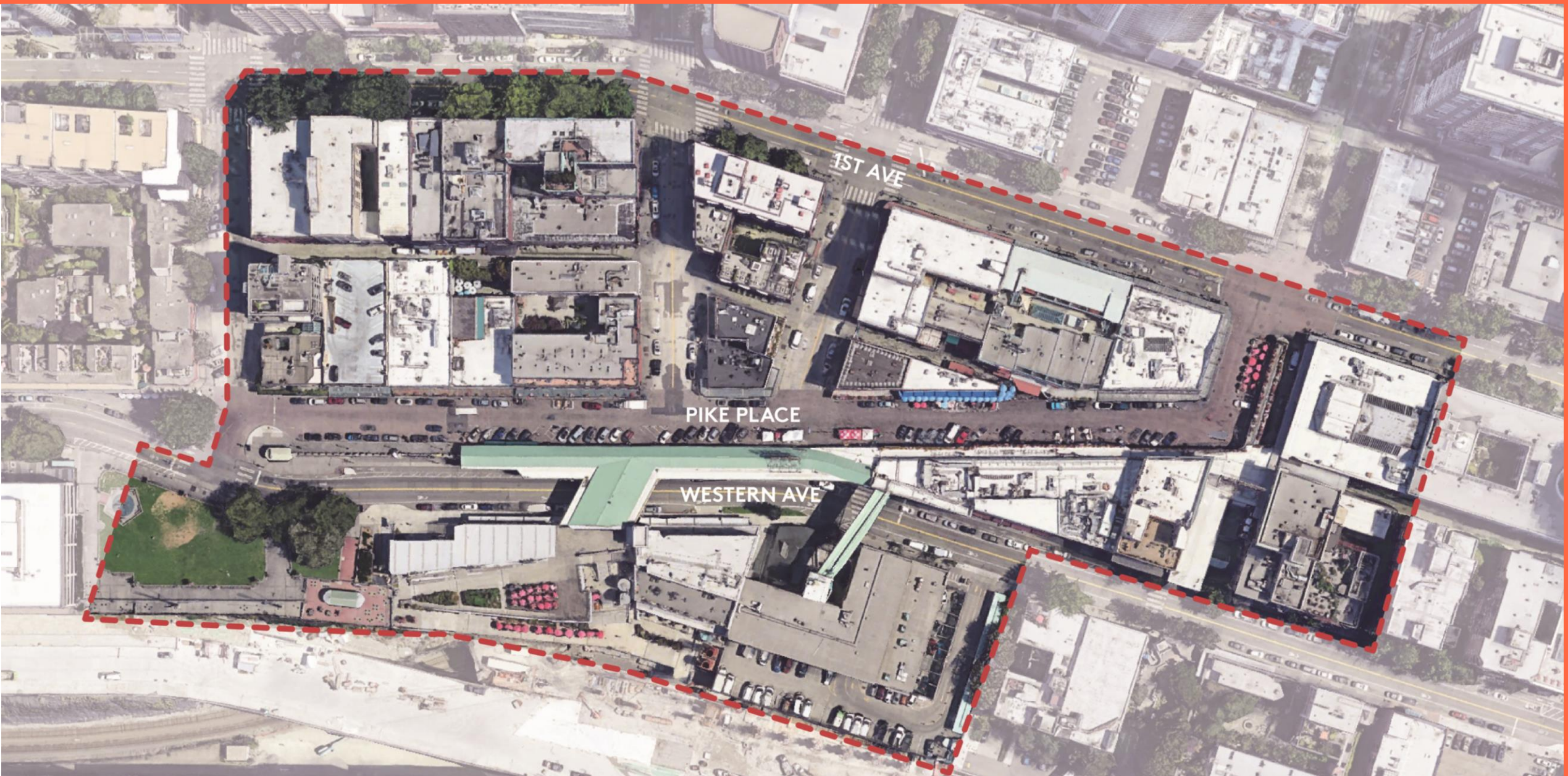
"Market buildings ... are **a physical expression of the activities and function of the Market.**"

"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.**"



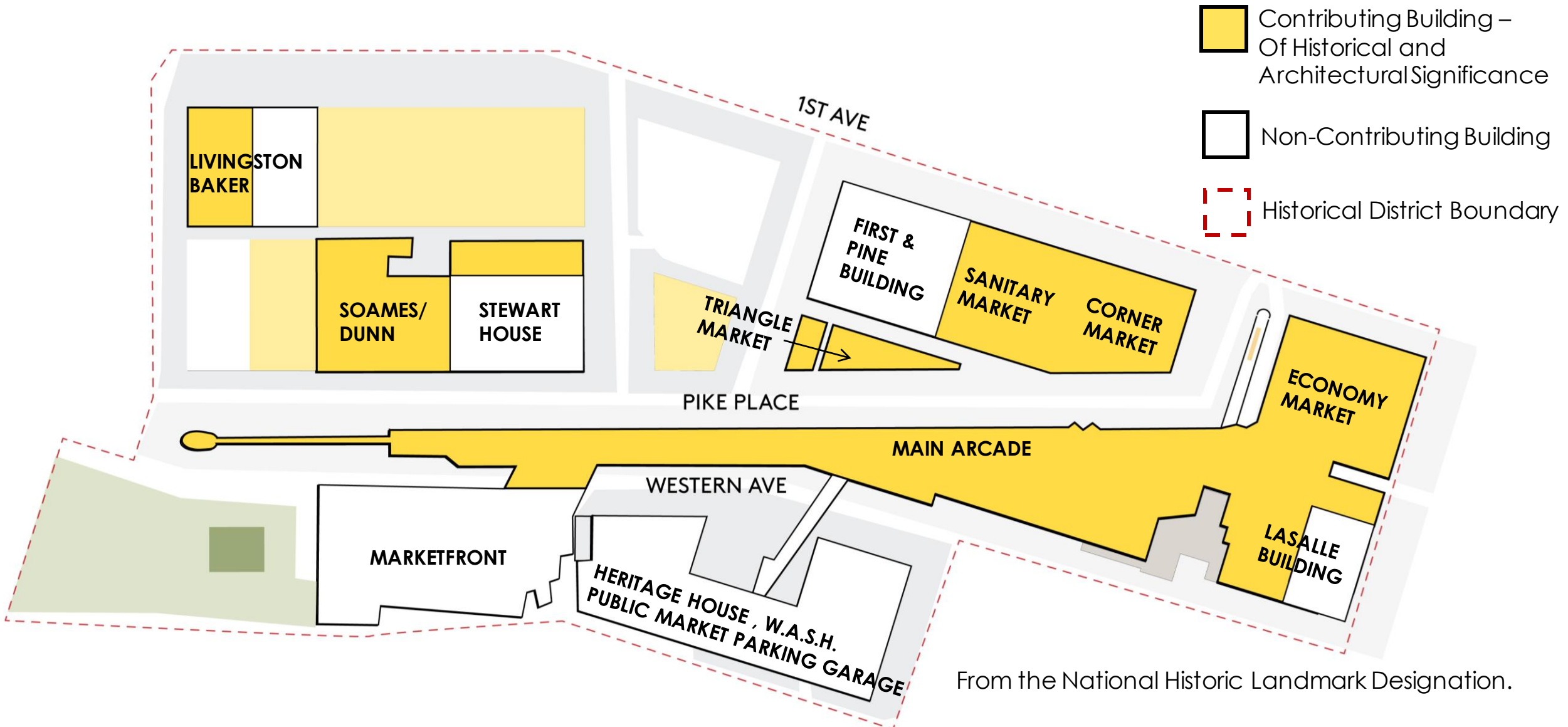


# Pike Place Market – Historical District





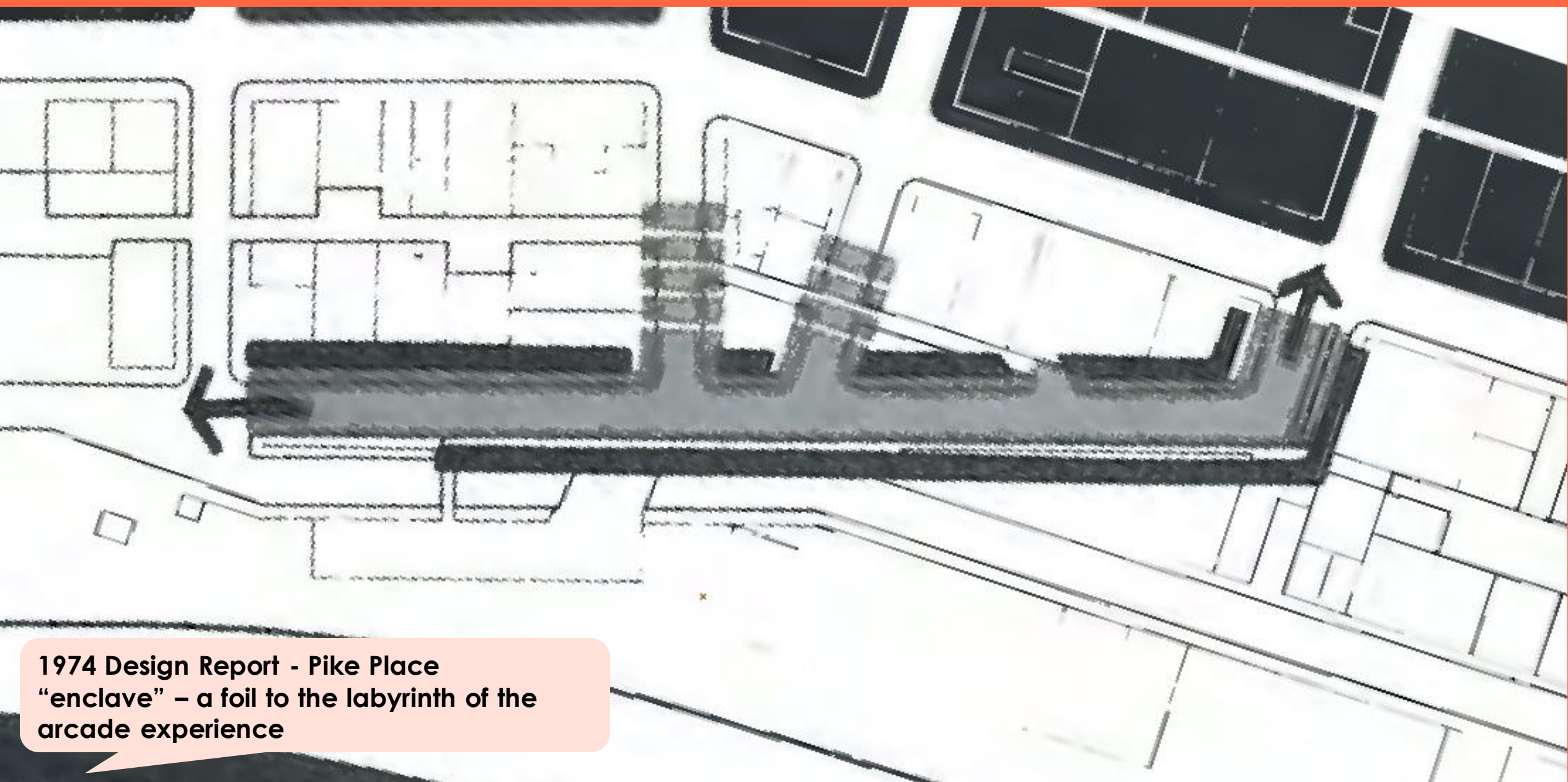
# Historic District Contributing and Non-Contributing Buildings



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



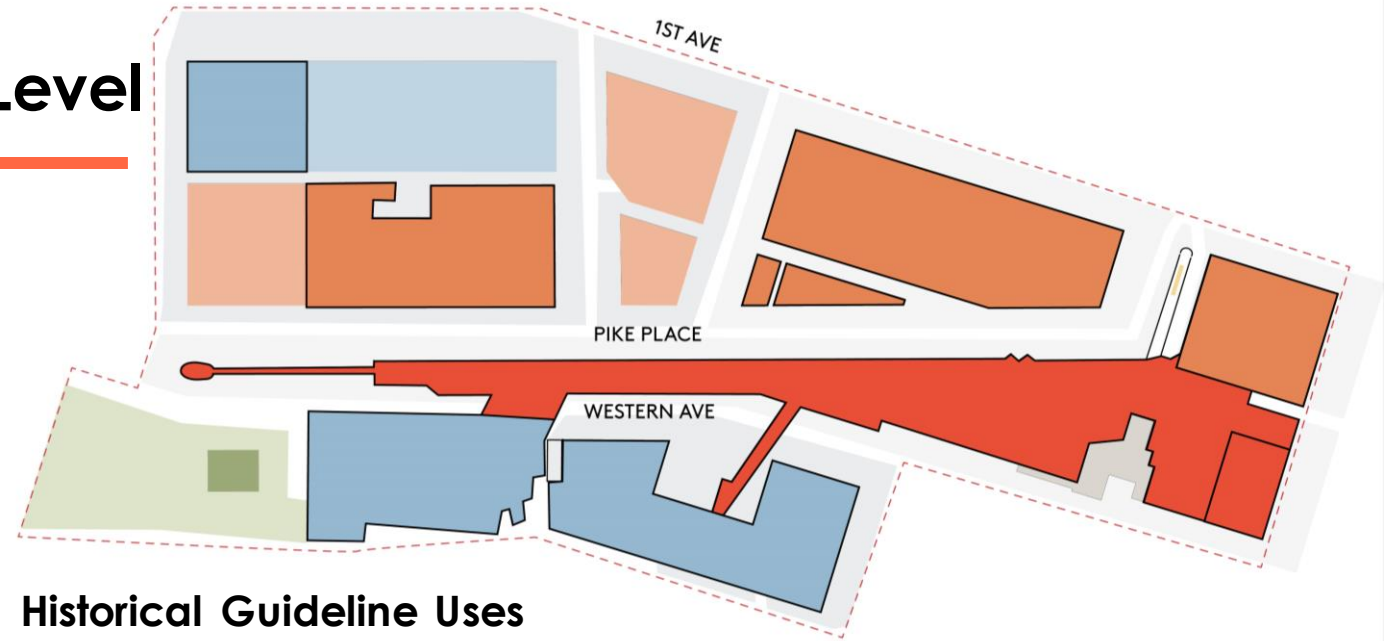
1974 Design Report - Pike Place  
“enclave” – a foil to the labyrinth of the  
arcade experience

# Historical Guidelines Uses – Street Level

**Zone 1**  
**Food:**  
1<sup>st</sup> Priority – local produce, meat, fish, and poultry  
2<sup>nd</sup> Priority – not local produce, meat, fish, and poultry  
**Retail:**  
sale of flowers and plants

**Zone 2**  
**Food:**  
1<sup>st</sup> & 2<sup>nd</sup> Priority - Fresh produce, meat, fish, and poultry  
3<sup>rd</sup> Priority – Food items and products  
4<sup>th</sup> Priority – Garden supplies, food prep supplies  
5<sup>th</sup> Priority – On-premise dining  
**Retail:**  
1<sup>st</sup> Priority – used goods, daily necessities, repair services  
2<sup>nd</sup> Priority – flowers and plants  
3<sup>rd</sup> Priority – seller-made arts and crafts items  
4<sup>th</sup> Priority – seasonal, ethnic, or goods not readily found

**Zone 3 – All Uses**



Historical Guideline Uses



Current Uses



# Historic Guidelines Uses – Vertical Distribution



**Zone 1 – Street Level**



**Zone 2 – Street Level**



**Zone 3 – All  
All Uses**



**Zone 1 – Below Street Level**

**Food:**

- 1<sup>st</sup> Priority – local produce, meat, fish and poultry
- 2<sup>nd</sup> Priority – not local produce, meat, fish, and poultry
- 3<sup>rd</sup> Priority – food items and products
- 4<sup>th</sup> Priority – garden supplies, food prep supplies
- 5<sup>th</sup> Priority – on-premise dining

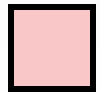
**Retail:**

- 1<sup>st</sup> Priority – used goods, daily necessities, repair services
- 2<sup>nd</sup> Priority - sale of flowers and plants



**Zone 2 – Above Street Level**

All Uses

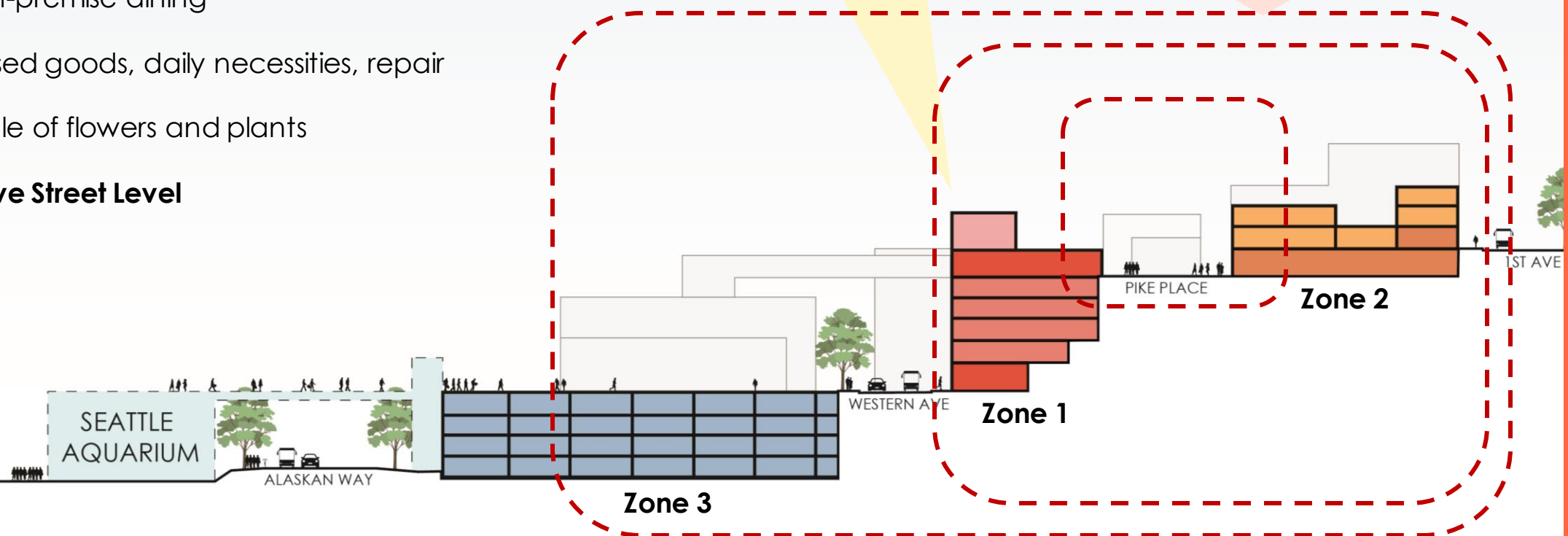


**Zone 1 – Above Street Level**

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**

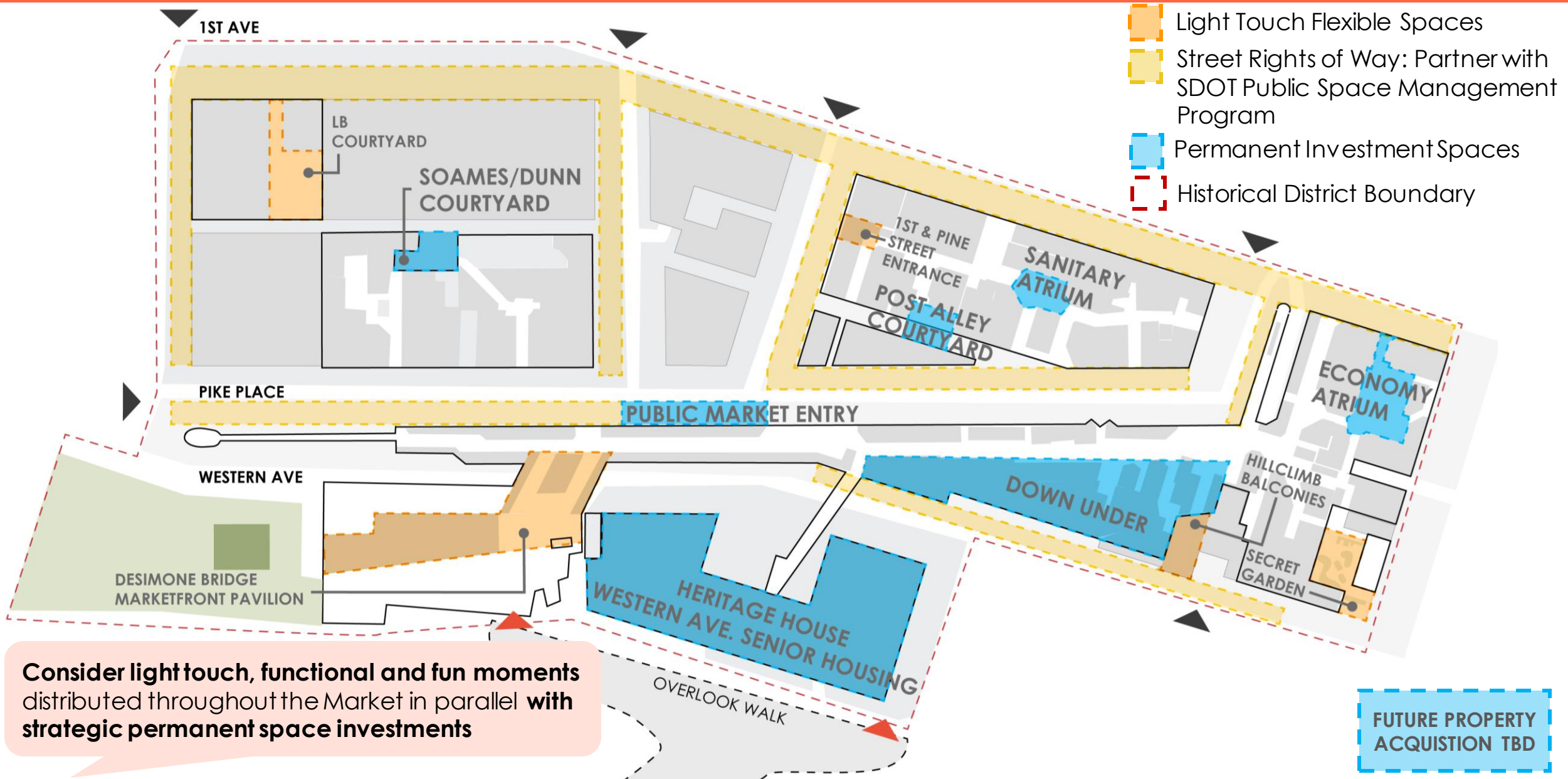
- Stewardship of the historic buildings and character in the protected areas



# Physical Strategies



# Light Touch / Flexible Spaces & Permanent Investment Spaces



Consider light touch, functional and fun moments distributed throughout the Market in parallel with strategic permanent space investments



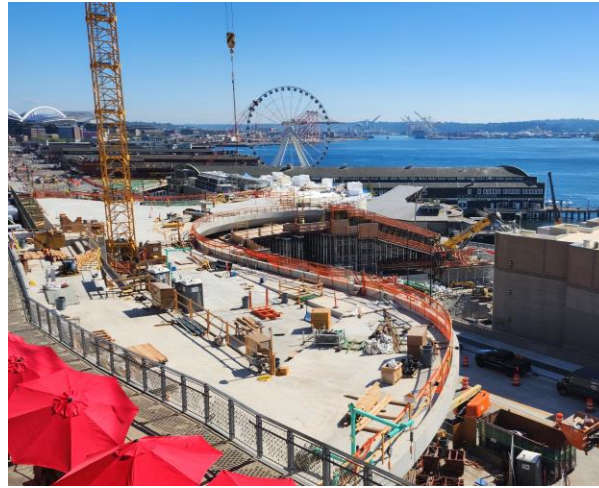
# What We Heard + Saw: Guiding Principles for Physical Strategies

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

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

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

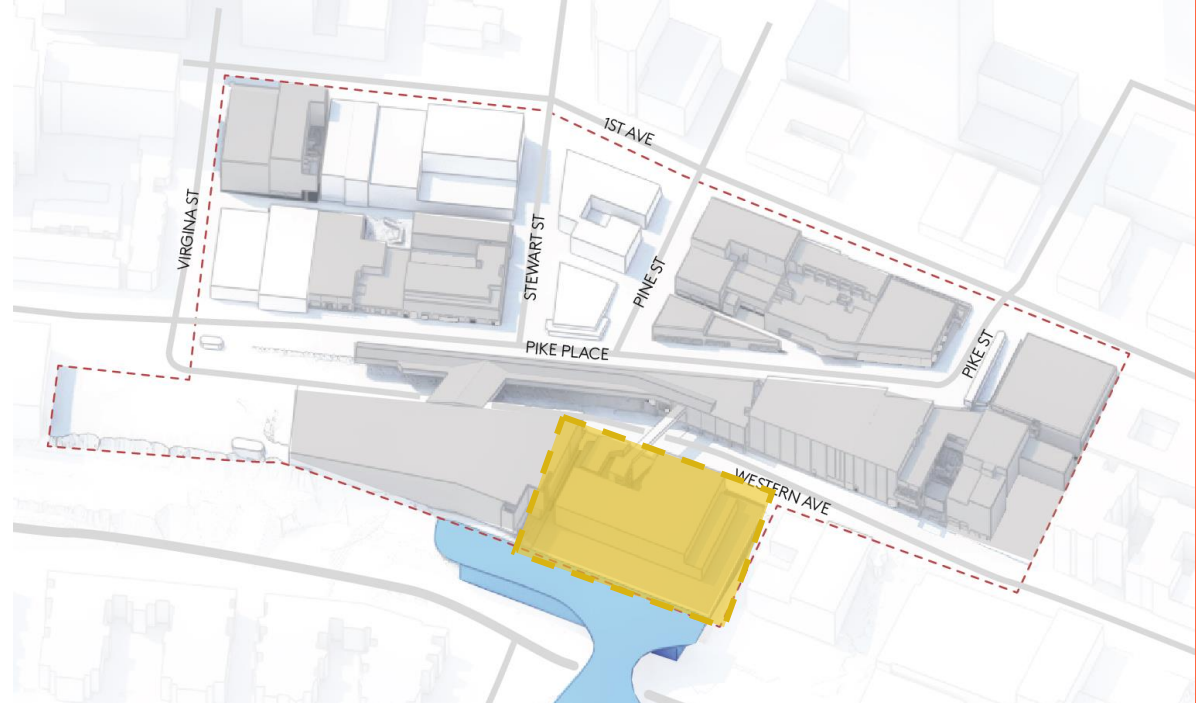
**Lack of places to sit** was among top three negatives for both visitors (35%) and residents (45%)

# 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%).

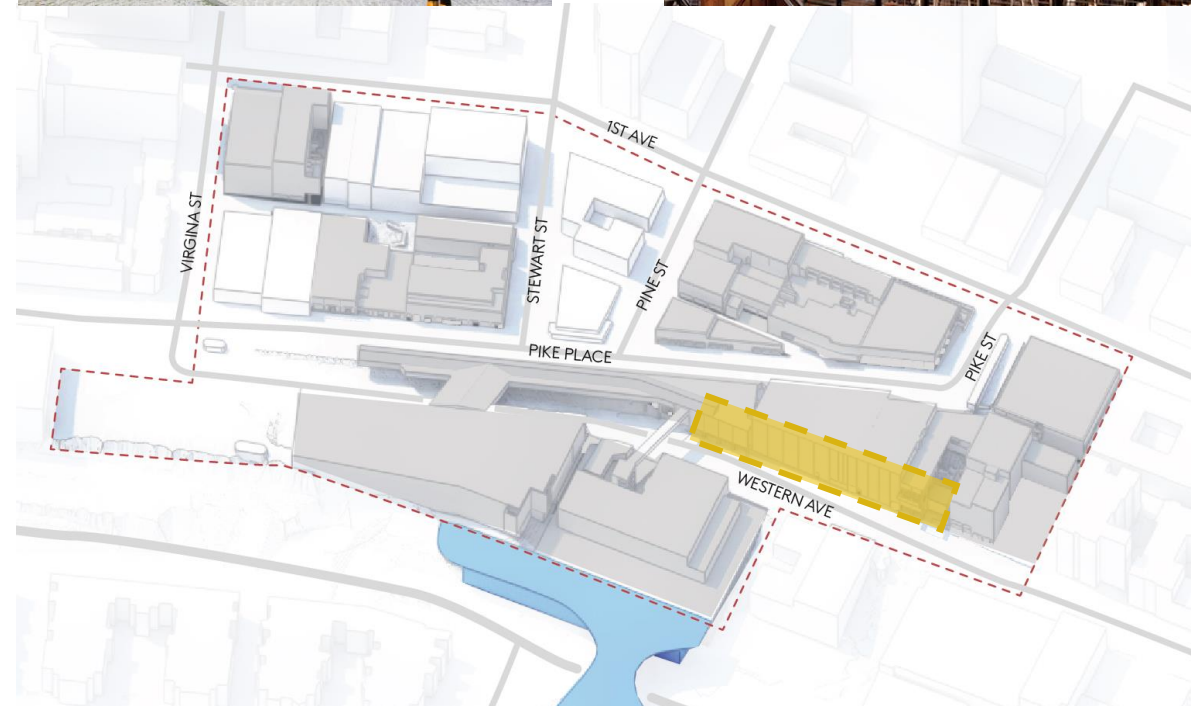


## 2. Respond to the remaking of Downtown and Waterfront

- 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

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**Physical improvement** to Pike Market Food Bank is needed.

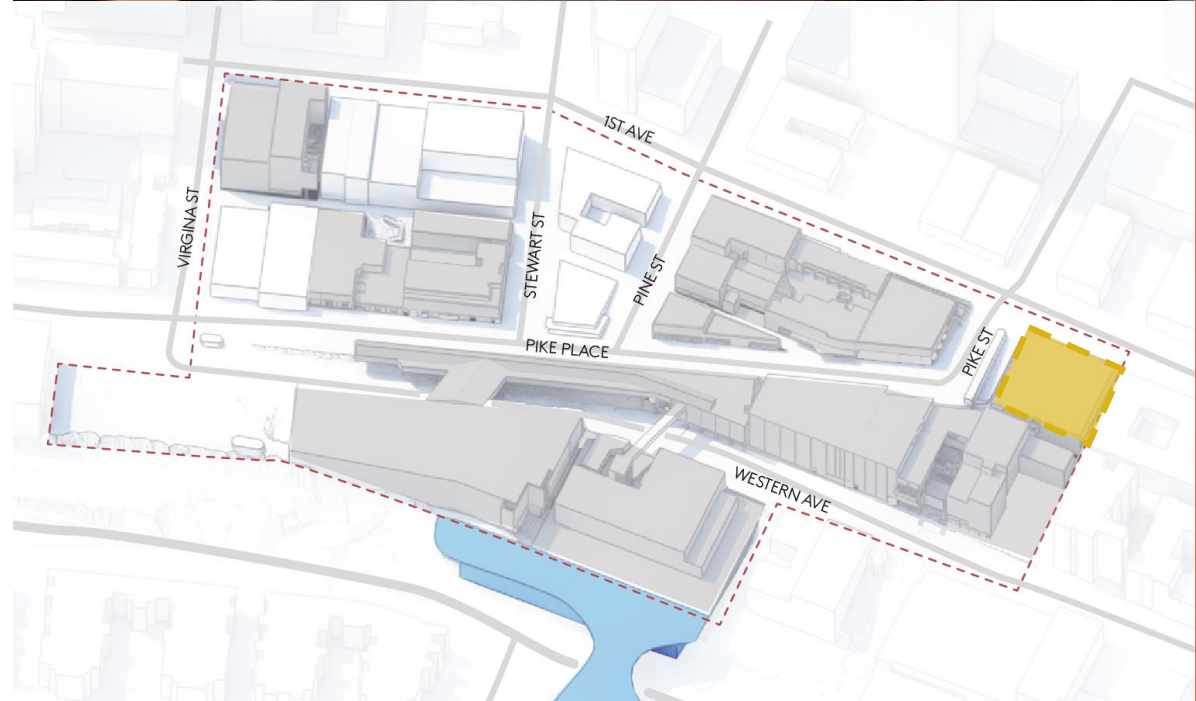
A feeling of **rusticness, messiness, grittiness, and surprise** at the Market is part of the authenticity.

### 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.

**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

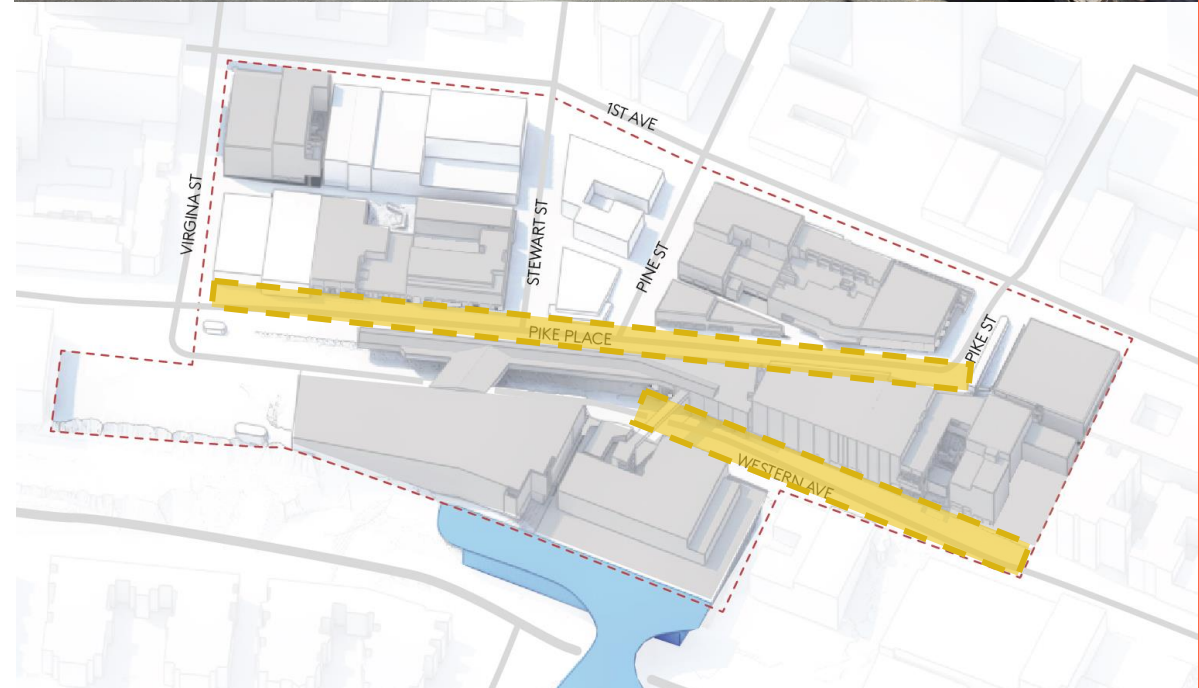
**Number of people at the Market** was among the top three negatives for residents (30%)

## 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

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- 9/20 - DEI Framework
- 9/28 – Small Business Incubator
- 10/18 – Downtown Anchor & Scenarios Preview
- 10/26 – Council Retreat Scenarios Workshop