

# **Pike Place Market PDA Special Council Meeting Minutes**

**Date:** Thursday, September 14, 2023

**Time:** 8:00 a.m. – 10:00 a.m.

**Location:** Economy Building Classroom (1435 First Ave, 3<sup>rd</sup> Floor) **OR**

Join Zoom: Join Zoom: <https://us02web.zoom.us/j/83768528308>

OR Dial 253-215-8782 (alternative number 253-205-0468), Meeting ID: 837 6852 8308

**ALL PPMPDA COUNCIL MEETINGS ARE BEING HELD BOTH IN PERSON AND VIRTUALLY VIA ZOOM.**

Council Members Present: Devin McComb (Chair), JJ McKay (Vice-Chair), Jan Hendrickson (Secretary/Treasurer), Patrice Barrentine, Gina Karaba, Ray Ishii, Gordie McIntyre, Russell Monroe, Paul Neal, Margaret Norton-Arnold, Nick Setten, and Gundeep Singh

Staff/Consultants Present: Mary Bacarella, Brady Morrison, Karin Moughamer, Juan Medina, EJ Griffin, Amy Wallsmith, Erica Bates, John Turnbull, Jay Schalow, Mark Solario, Deb Guenther (Mithun), Rosemarie Gregoire (Mithun), Evan Bourquard (Mithun), Claire McConnell (Mithun) Sulin Carling(HR&A), Candace Damon (HR&A)

Others Present: Joan Paulson, Clint Bennett, Lillian Sherman, Mason Lowe, Angie Wood, Christine Vaughan, Heather Pihl, Grace Leong, and one other member of the public

The meeting was called to order at 8:01a.m. by Devin McComb, Chair.

## **1. Administration**

A. Approval of the Agenda

The agenda was approved by acclamation.

## **2. Public Comment Regarding the Master Plan**

Devin McComb noted there was only one public comment period for this special Council meeting in the interest of time.

Joan Paulson commented in reviewing the packet under historical guidelines context and uses the map of the historical district was incorrect. She felt it was a continuation of inappropriate information being shared broadly without review. Her second comment was the Market is diversified as a community, with food as a majority use. This community collective is what has allowed the Market to succeed versus the rest of downtown. She felt the Market isn't broken, but needs more care.

## **3. Master Plan: Sustainability Action Plan and Physical Analysis Discussion**

1. Where we are

Devin McComb started by saying this was a discussion eagerly anticipated by many members of Council, but they were only ready to have this discussion now. Mary Bacarella agreed with Devin McComb's comment and added this is a complex topic about moving into the future with regulations, renovations carried out, creating public spaces for the community, and more but it is important consider to preserve the community and its space.

*Russell Monroe joined the meeting at 8:07a.m.*

Deb Guenther gave a short update on where the Master Plan is along the timeline. She added at the point of this discussion, the Council was five weeks away from the retreat discussing scenarios. Between the sustainability discussion and the retreat, there were two more discussions scheduled informing the scenarios. She reviewed the goals and roles identified in the planning process and noted the day's discussion would revolve around goal three: improve physical plant.

The information shared was informed partially by community surveys, interviews with staff, and outreach by BERK.

## 2. Update on Sustainable Action Plan

Rosemarie Gregoire gave an update following the EcoCharette discussion. She highlighted key findings from the conversation, including:

- 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.

She then identified the revised categories that would make up the Sustainability Action Plan based on these findings, which were:

- Food
- Energy and resilience
- Materials and resources
- Health and wellbeing

Devin McComb asked how the Sustainability Action Plan connected to the Master Plan and whether it was a plan within the Master Plan or an add on. Rosemarie Gregoire answered it would be a complement to the Master Plan where objectives and goals that were the most compelling would be added to the whole vision.

Rosemarie Gregoire shared aspects of the category energy and resilience, with the goal being low carbon operation strategies to meet City and WA State energy code standards. Multi-benefits include: - -

- Increased resiliency and adaptability to heat waves.
- Reduce operational energy costs and augment energy cost stability.
- Demonstrate leadership in decarbonization, especially in the context of a historic district.

The identified objectives of energy and resilience included:

- Reduce energy use.
- Design for maximum occupant comfort.
- Optimize physical plant performance.
- Plan and design for emergencies and vulnerabilities.

Deb Guenther added after the scenarios are identified and explored, the preferred scenarios will be taken and developed into concrete next steps.

JJ McKay asked if there had been an assessment conducted of the physical space yet. Deb Guenther answered they would do an evaluation of the spaces and would identify needs. Devin McComb asked if

Mithun had analyzed codes and rules overseeing the Market and identified ways the Market would need to change to adapt to those rules. JJ McKay clarified it was important to identify partners and standards that would need to be met, and wondered if Mithun would be providing that and when.

Evan Bourquard answered a Sustainability Action Plan would review overall systems and identify areas that would need to be addressed. He added Mithun had done a walkthrough of the Market and analyzed documents available that would inform next steps. The final step would be identifying what the Council would like to do with this information.

Nick Setten commented he appreciated the inclusion of feedback from the Market community and Seattle at large and hoped it would continue to advise the planning process.

Gordie McIntyre asked if we knew what codes are in place now for Pike Place Market. He added codes would likely change as quickly as the Market would change. Deb Guenther answered yes, evolving codes and regulations was something Mithun would account for.

Gordie McIntyre asked where in comparison to other states and cities Pike Place Market is and if we should model our changes based on that. Claire McConnell added the City and State of Washington are leaders in energy and resilience. She noted some parts of the Market would need to improve, mainly the decarbonization aspect and electrification of the Market. She acknowledged there are considerations as Pike Place Market is a historical district. Evan Bourquard added concrete planning is challenging, but it's important to consider and noted chasing after regulations wasn't a viable strategy. He noted there were opportunities to jump ahead of regulations. The goal of a Sustainable Action Plan was partially to identify goals that meet the needs of Pike Place Market in terms of energy usage.

Nick Setten commented he had heard from someone at the Market Historic Commission that the Market wasn't held to the same standard as other institutions. Evan Bourquard responded that there are quite a few exemptions available to the Market, but setting a goal for the Market the Council would like to pursue is worth considering. Mary Bacarella commented there might be exemptions taken, but others that might not be to promote energy efficiency.

### 3. Historical Guidelines Context and Uses

Evan Bourquard started by noting the historical guidelines will play a vital role in shaping the Master Plan and the Sustainable Action Plan. He noted the guidelines preserve the activities just as much as they preserve the buildings. He cited a quote that the buildings are a physical expression of the activities and function of the Market.

He then reviewed two maps outlining the historic district. The second map outlined which buildings are contributing of historical and architectural significance. He emphasized this wasn't an indication of importance. In a third map, Evan Bourquard reviewed Pike Place as an "enclave" or a foil to the labyrinth of the arcade experience as defined in a report from 1974.

Evan Bourquard reviewed the historical guidelines uses in zones versus current uses. Devin McComb asked which zone included restaurants. Evan Bourquard answered Zone 2 included restaurants as on-premise dining. Gina Karaba asked why crafters were not represented in Zone 1 and if it was an indication of priority. Evan Bourquard answered this was in the guidelines. Candace Damon commented she had wondered the same thing as Gina Karaba. She considered the exploration of the guidelines and

the relationship with the Market Historic Commission and use regulations going forward to be a major focus of the Master Plan.

Gina Karaba noted the crafters can get pushed out sometimes. She wanted to ensure crafters were a consideration in the prioritization of space.

Evan Bourquard shared a map depicting the vertical distribution of the different zones in the Market. He noted the further away from Pike Place businesses are, the more allowable uses there are. There is less flexibility in zone usage along Pike Place.

Nick Setten asked what the rings on the map indicate. Evan Bourquard answered the rings indicate the increase in flexibility of usage the further away from Pike Place a business is. Devin McComb added this map was a great example of the challenges of a vertical market.

Evan Bourquard reviewed the core principles that would inform the plan, which were maintain, preserve, upgrade, and protect.

*Gundeep Singh joined at 8:55a.m.*

Nick Setten asked if the team had toured the area where fish ice was recycled to produce cool air. He commented that it could be used as an example of the unique energy solutions the Market can provide and asked if such thinking would be shown in potential energy usage solutions. Evan Bourquard answered yes, they had toured that area and such unique creative solutions would come up in later presentations.

#### 4. Physical Strategies

Deb Guenther discussed physical strategies for Pike Place Market, from light touches to permanent space investments.

*Jan Hendrickson left at 8:58a.m.*

JJ McKay asked if buildings that are not historical but are part of the Market could be adjusted. Rosemarie Gregoire answered the scale of investments will change based on the building. There was a discussion on what the physical plant planning would look like and potential areas of focus.

Deb Guenther introduced the guiding principles for physical strategies that were heard and seen from members of the community. These were:

- Be inclusive for all.
- Respond to the remaking of Downtown and Waterfront.
- Grow program capacity.
- Expand on seasonal and delightful public spaces.

There was a discussion of the shifting perspective of the Market's orientation following the renovation of the Waterfront.

*Patrice Barrentine joined at 9:02a.m.*

Deb Guenther shared the next steps and asked if there were any questions.

Devin McComb asked how the guiding principles will be discussed and presented. Deb Guenther answered in the DEI discussion data would be shared and help ground the conversations. The following discussions would also offer background to inform the scenarios discussions in October. Evan Bourquard added this conversation was a point where the Council could steer the direction of the scenarios.

Nick Setten asked why there were not more plans around the Pavilion. Deb Guenther answered this was important information and the team would make adjustments.

Margaret Norton-Arnold asked whether the guiding principles would inform all scenarios. Candace Damon answered yes, and that there would be elements of all guiding principles in each scenario. It was likely that there would not be unanimous consensus on one scenario.

Paul Neal asked whether the ideal location of the Food Bank would be the Market entrance from the Waterfront. Deb Guenther and Evan Bourquard answered with various feedback they'd received and potential ideas, noting the location wasn't fixed, but there was a desire to move it to a more visible location.

JJ McKay commented changes in technology cannot always be anticipated and that considering potential challenges in the future of the physical plant was a good idea.

Nick Setten commented he would like to see the Meet the Producer ethos reflected in the consideration of the Sustainable Action Plan strategy. JJ McKay asked if Meet the Producer resonates with those outside of the Market. Mary Bacarella answered the data isn't ready yet, but the popularity of Etsy during the pandemic reflects a desire for authentic, handcrafted goods. Nick Setten added there had been iterations of what the Market has been doing being replicated in markets like PCC and Etsy, but Pike Place Market still is the strongest source of it. Mary Bacarella noted there was data that could be intuited from the surveys and feedback. Applying this feedback might be challenging.

Gundeep Singh commented that the first and second principles were things Pike Place Market must implement. He felt the third principle might be a shift in how the Market can grow. He expressed interest in potential physical strategies.

Patrice Barrentine added that in Pike Place's marketing, NPR stations have the same audience of savvy food buyers that go to Whole Foods and farmers markets around the city interested in Meet the Producer. She added growing capacity could tie into inclusivity. She concluded her comments noticing programs to highlight at the entrance could be CSA or PIKE BOX.

Devin McComb commented the discussion of wayfinding and space making ties back to older discussions where some at the Market would prefer for visitors to wander and discover. This highlighted the need to balance feedback from different groups and listening to those within the Market while also considering the needs of external groups.

There was a discussion on how to consider the Meet the Producer ethos in further conversations. It was noted that as the initial discussions on Master Plan ideas wrap up, more challenging decisions would need to be made.

#### **4. Concerns of Councilmembers**

Gordie McIntyre asked if the Supreme Court's recent ruling on DEI would factor into the upcoming discussion.

Nick Setten invited everyone to attend the D7 forum hosted in Folio on Friday the 15<sup>th</sup>.

**5. Adjournment**

The meeting was adjourned at 9:56 a.m. by Devin McComb, Chair.

Meeting minutes submitted by: EJ Griffin, Executive Administrator