

PPM as Downtown Anchor

PDA Council Discussion

October 18, 2023



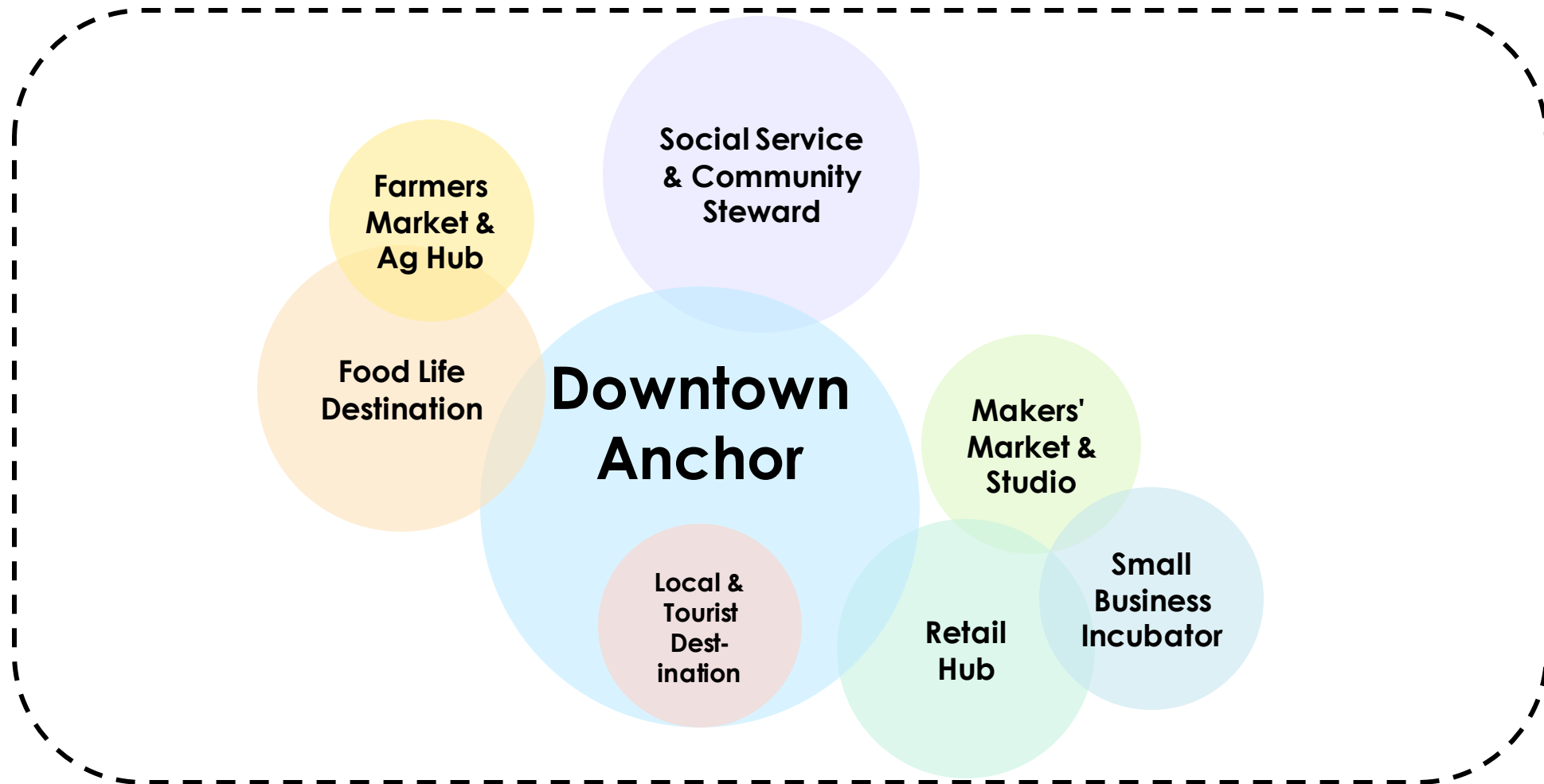
Today's Agenda

1. **Downtown Seattle Context:
Opportunities and Challenges**
2. **PPM as a Downtown Anchor**
3. **Discussion**
4. **Scenario Workshop Overview**



Downtown Anchor as a Focus

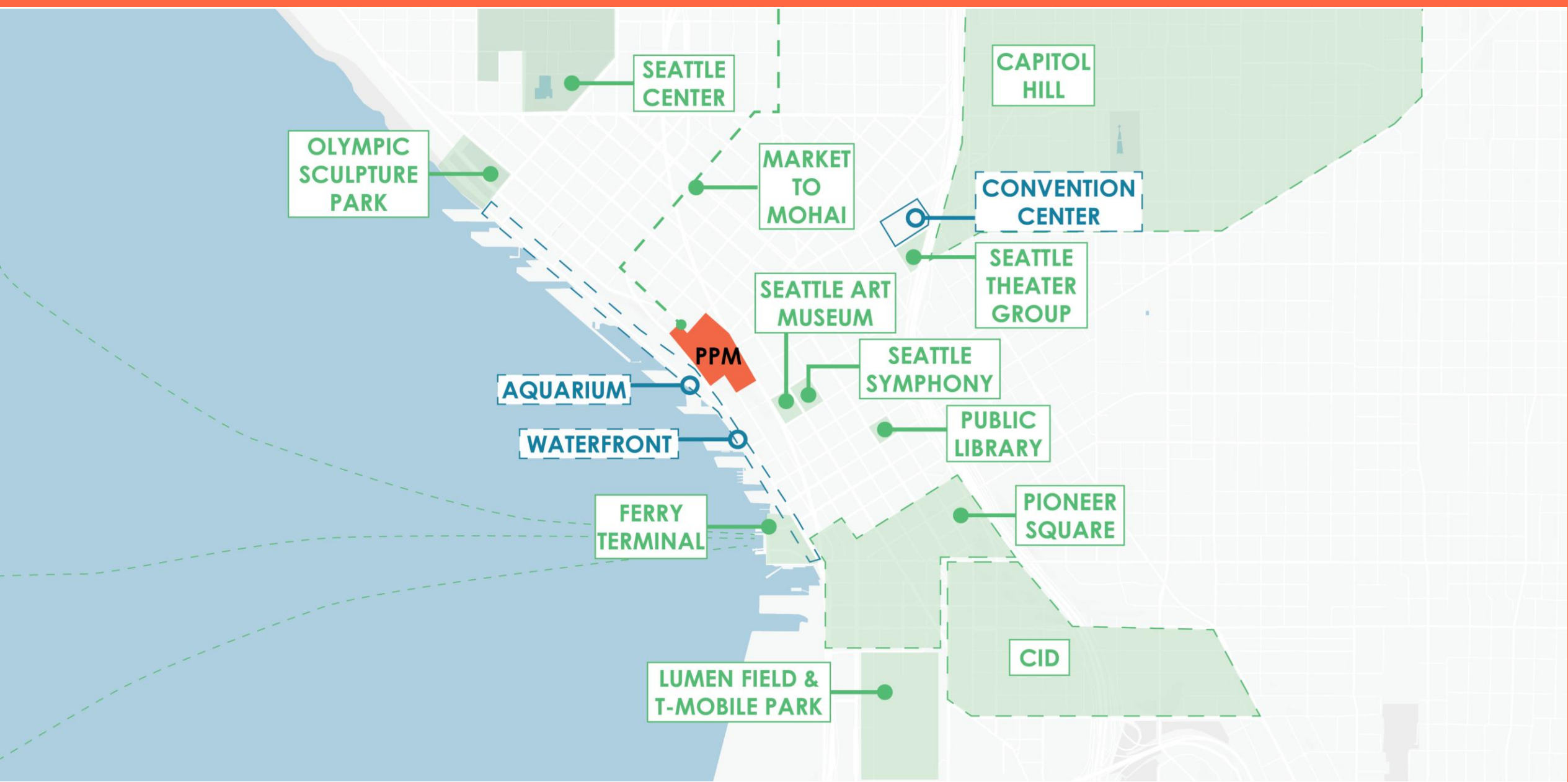
DIVERSITY, EQUITY & INCLUSION



DOWNTOWN CONTEXT

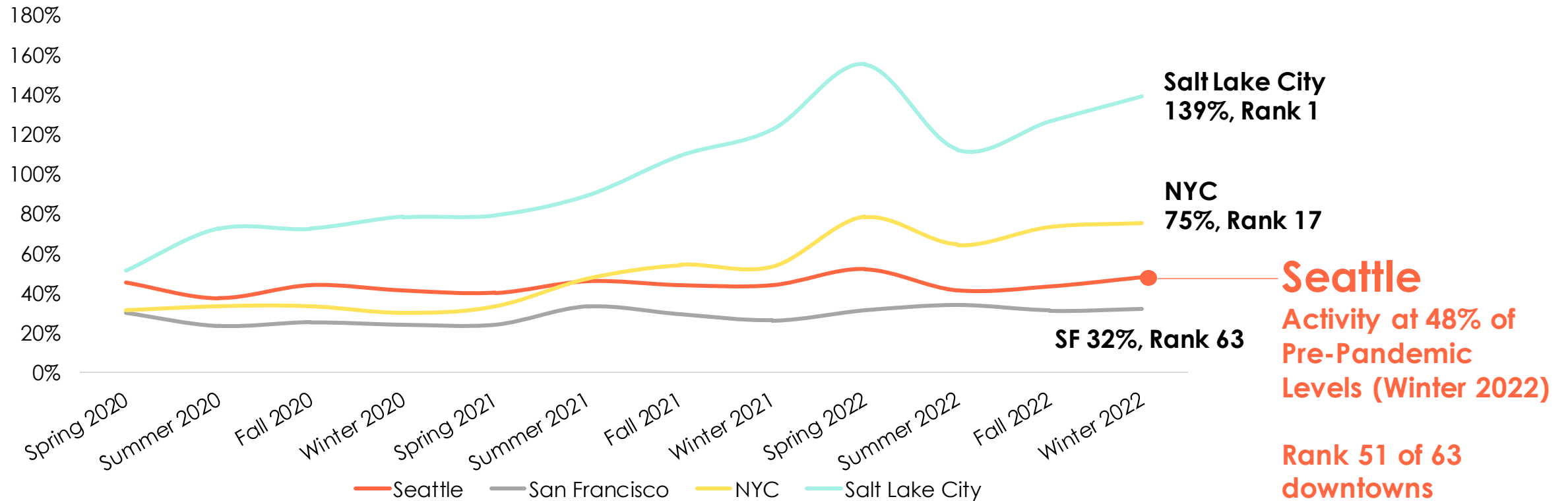
Opportunities and
Challenges

In the heart of Downtown, PPM's health and vitality are linked to changes and trends in the surrounding neighborhood.



Challenge: Downtown Seattle's return of office workers continues to lag other cities by a high margin.

Downtown Recovery as % of Pre-Pandemic Level



Source: University of Toronto Downtown Recovery Data; Downtown activity is measured primarily by mobile data; Downtown is defined as the zip codes: 98101, 98104, 98154, 98164, 98174. Office vacancy as of Feb 2023 according to CoStar for the geography between First Avenue to I-5 and Yesler Way to Denny Way.

Challenge: the perception and reality of crime, drug use, and people experiencing homelessness deter Downtown recovery.



75%

of Seattle voters recently surveyed said they are visiting Downtown less often, citing crime and safety concerns.

Only 12%

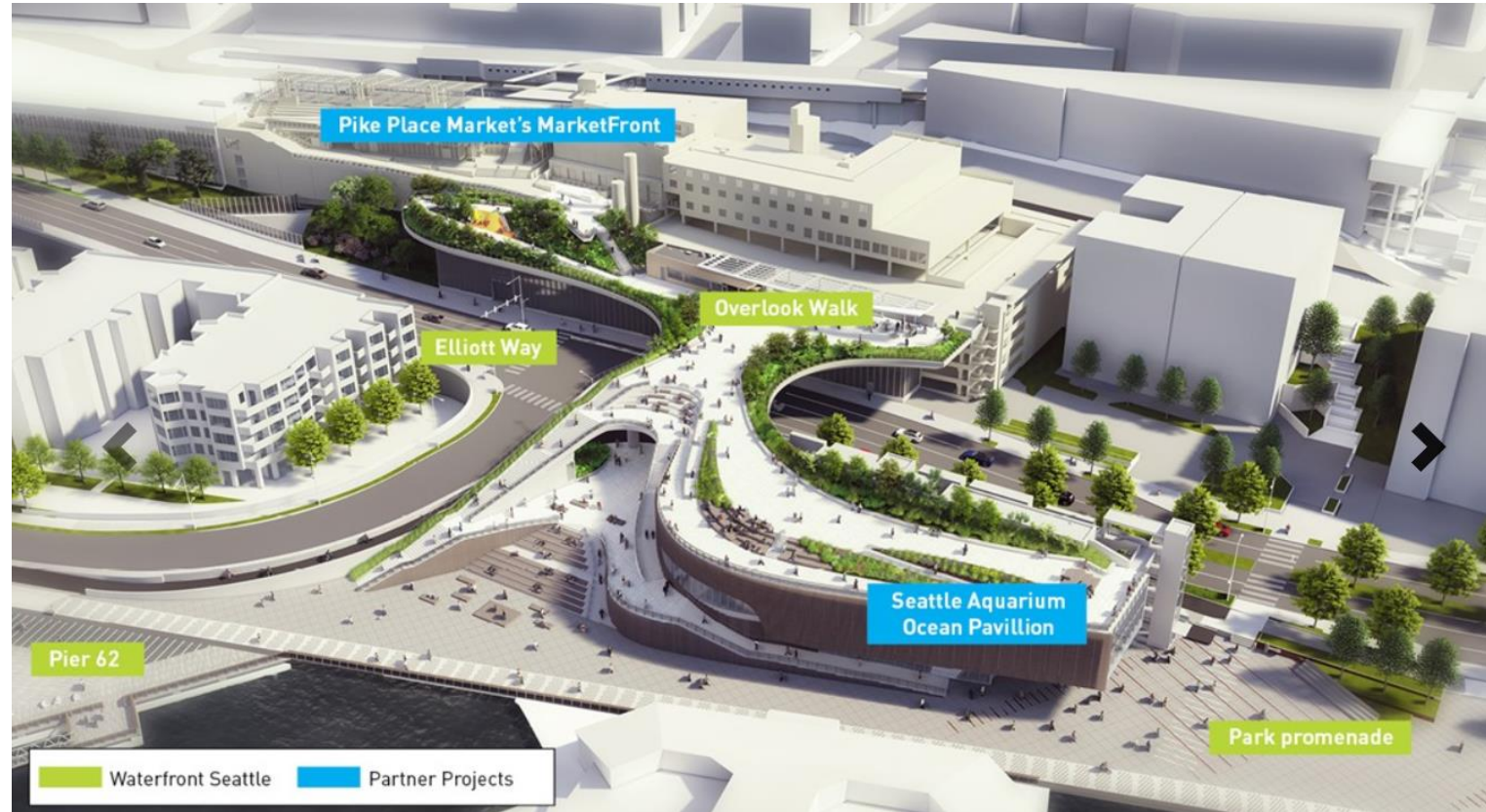
of Seattle voters are feeling “optimistic” about progress being made on Downtown’s recovery.

Opportunity: momentous transformation of the waterfront offers opportunities for Downtown - and PPM - to leverage new activity and visitors.

Today



Tomorrow



Source: Overlook Walk 90% Design Renderings (2020)

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Opportunity: tremendous residential growth can support revitalization of Downtown and serve as a new source of local customers for PPM.

Downtown has seen significant residential growth over the past decade, with clusters near PPM. The City sees future residential growth as critical for revitalization.

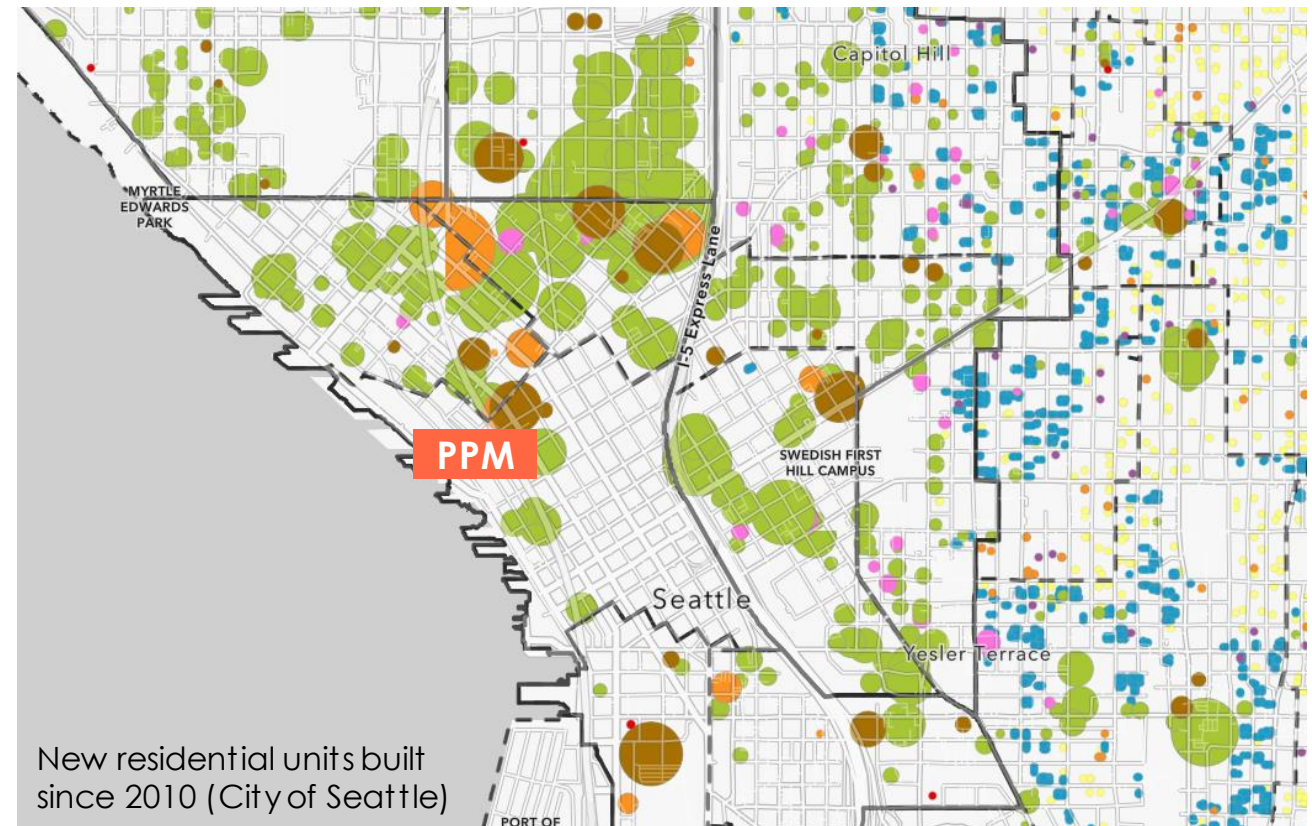
71%+

Increase in Downtown residential population from 2010-2022

18,237 units and 86 properties built Downtown from 2010 to 2022.

MAP LEGEND

- Townhouse
- Residential 2-4 Unit
- Apartment
- Condo in Apartment Use
- Condo



Source: Downtown Seattle Association (DSA) 2022 Report Card. The DSA defines Downtown as the neighborhoods of Uptown, South Lake Union, Denny Triangle, West Capitol Hill, Belltown, Waterfront, West Edge, Retail Core, First Hill, Pioneer Square, Chinatown-International District, and Sodo. City of Seattle Residential Unit Types and Sizes Dashboard (2022). Downtown Activation Plan (2023).

Opportunity: national downtowns seek a “Community CenterPoint” like PPM for revitalization.

In nearly every city across the nation, downtown revitalization strategies focus on creating **community CenterPoints** - places of identity and connection and locus points for surrounding neighborhoods.

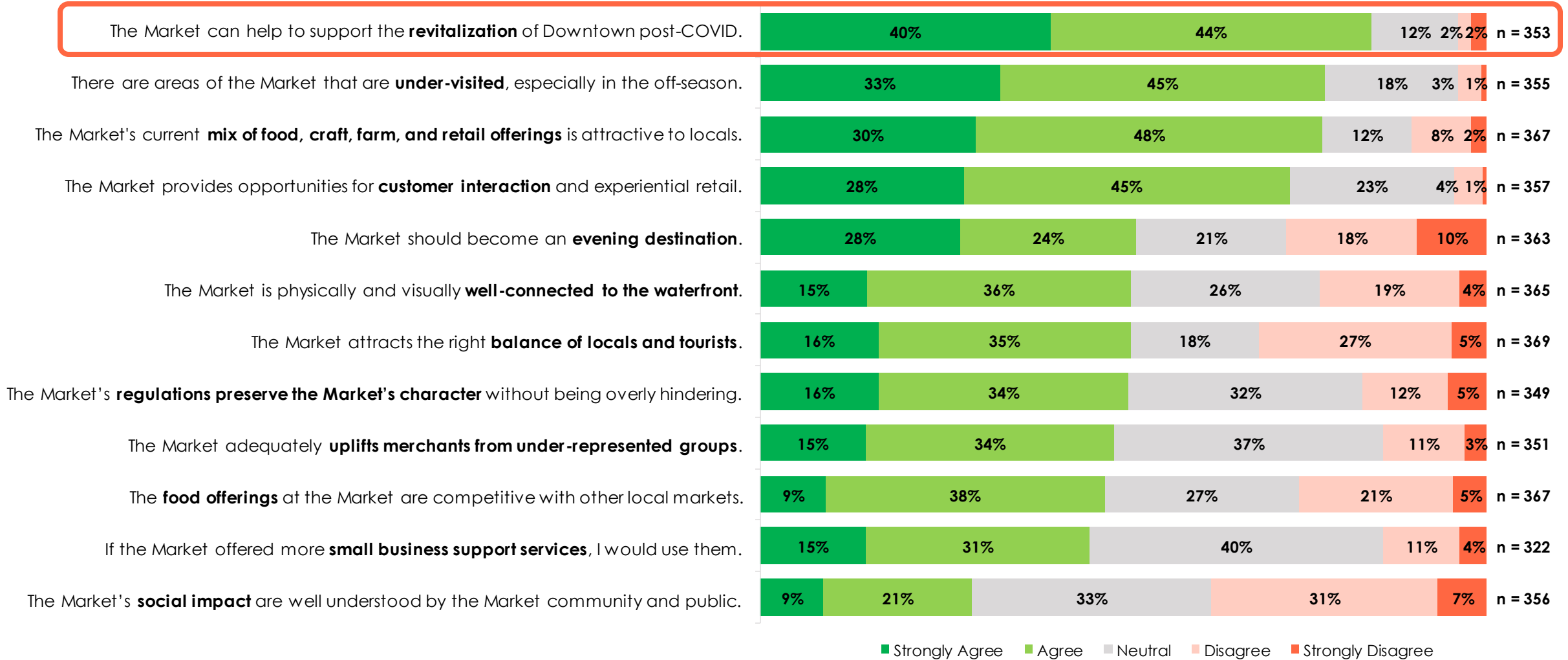
CenterPoints foster:

- A **sense of place**
- A perception of **safety**
- Access to services and goods that meet **residents’ needs**
- Multi-modal **transit**
- **Social engagement** through **food**
- Neighborhood **retail** and distinctive **shopping streets**
- **Entertainment, cultural and commercial** offerings
- **Green spaces and public spaces**
- A sense of **shared identity**



Few downtowns have an asset like PPM. The full realization of the Market as a CenterPoint will require investment, City support, and partnerships. But there is no better starting point for revitalizing downtown Seattle.

Opportunity: most Market community members believe PPM can support downtown revitalization.



Opportunity: PDA Council seeks to more actively participate in local policy issues – and can have a unique impact on the pressing issues Downtown.

Master Plan Goals

Goal #1: Celebrate the **multiple identities** and authentic character that are essential to PPM, fulfill its social impact as the “Soul of the City,” and continue to embrace principles of greater **diversity, equity, and inclusion (DEI)**.

Goal #2: Reorient PPM to a **local audience** with a business model and placemaking that make PPM a place for people who live and work in Seattle to shop, dine, experience, gather, and connect and gives PPM a “seat at the table” on relevant local policy issues.

Goal #3: Preserve the **physical plant** while improving operations, enhancing visitor experience, and embracing environmental sustainability.

Goal #4: Build PPM’s **financial strength**.

Goal #5: Ensure **PDA governance structure** supports implementation.

**PPM AS DOWNTOWN
ANCHOR**

PPM as a Downtown Anchor

Improve physical connections

1. **Strengthen physical/visual connections** to Downtown and Waterfront.

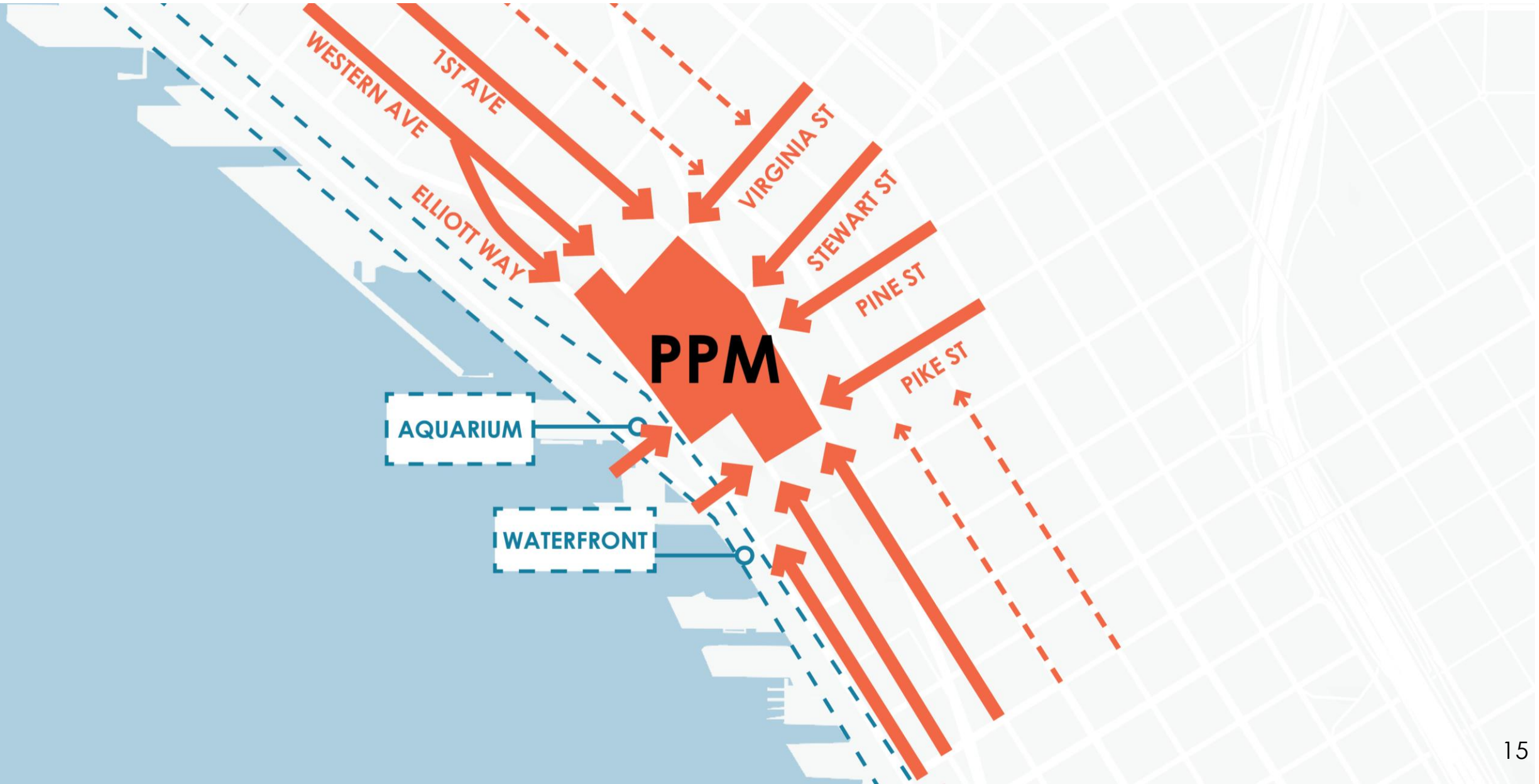
Serve as a partner and steward for downtown reactivation

1. **Partner with other Downtown institutions** to reactivate the area and better attract Seattle region residents, and to collectively advocate for policies and improvements.
2. **Work with the City** on Downtown revitalization.

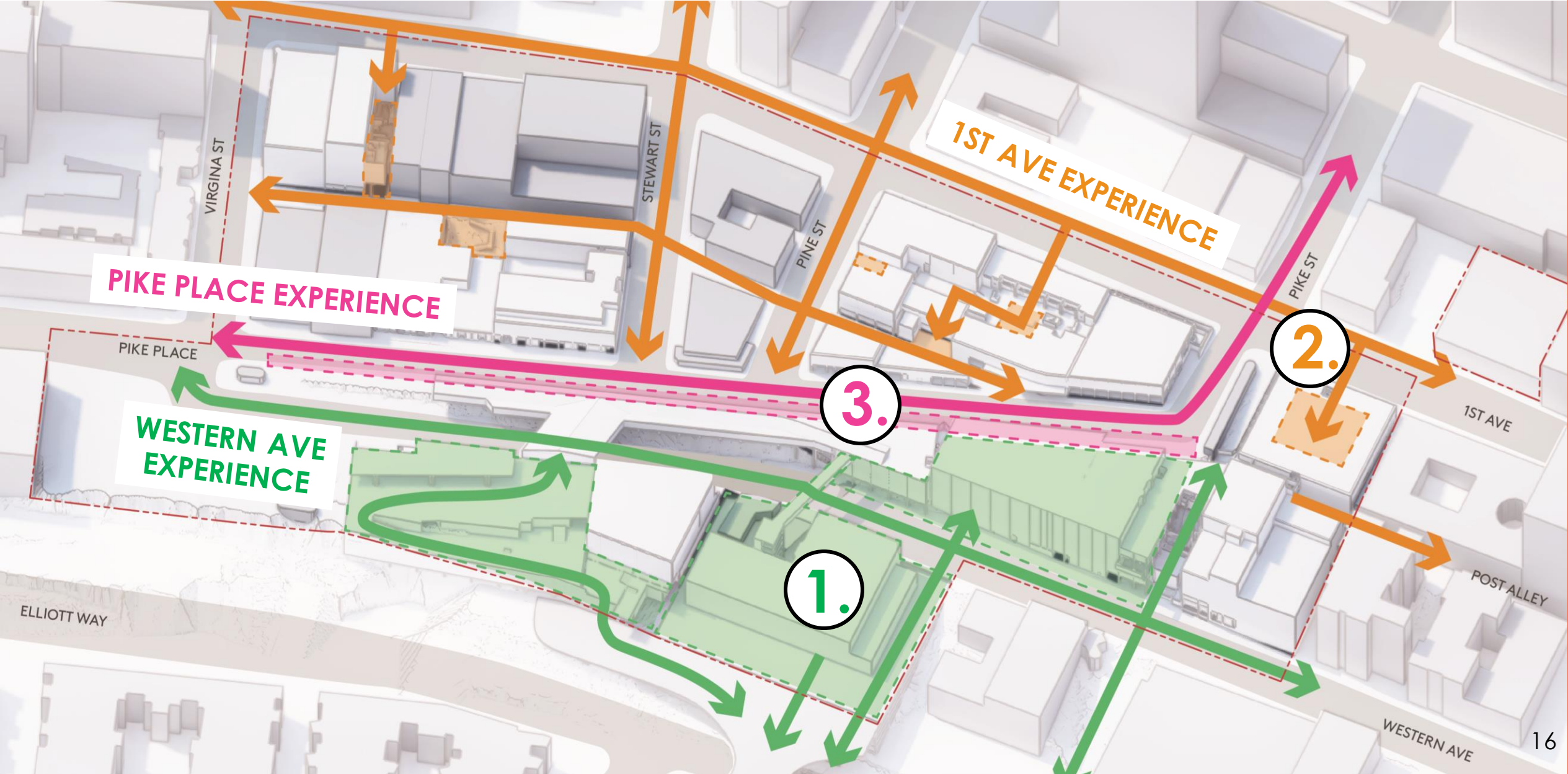
Serve the growing Downtown community – and residents citywide

1. **Serve a growing residential community**, appealing to locals "needs and wants" for food, services, and gathering spaces.
2. **Expand social services** to serve more Seattleites, given central location and transit access.

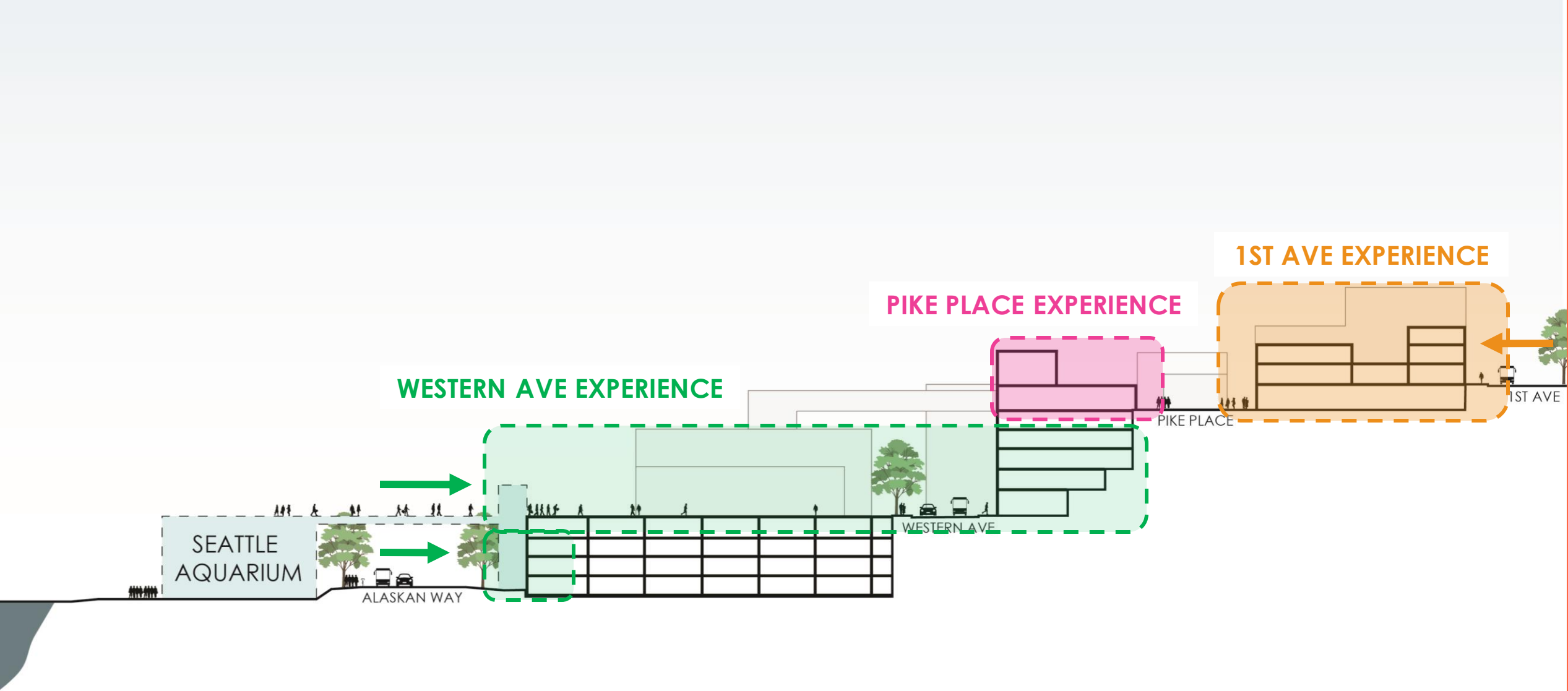
PPM can strengthen visual and physical experience to Downtown and the waterfront.



Building on existing character. Strengthen and expand introductions to PPM.



PPM, as a vertical market, can be a strong connector between Downtown and the New Waterfront.



Strengthen physical and visual experience at: WESTERN AVE



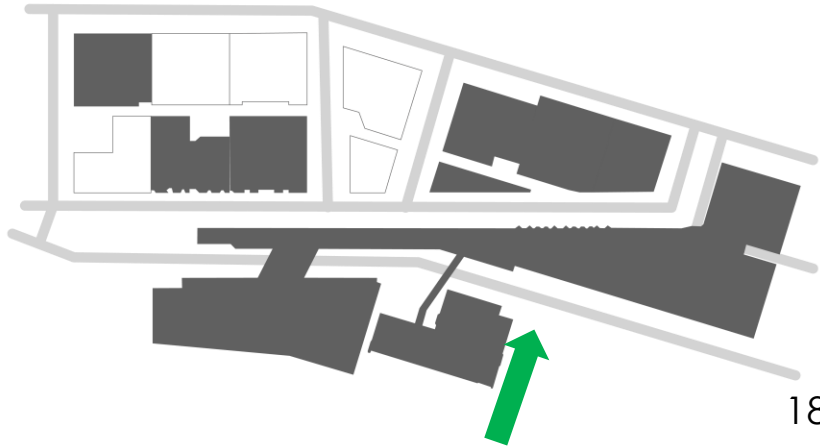
Opportunity for new development to improve program capacity and central plant

Consider new vertical circulation locations

Widen pedestrian circulation access and visibility

Introduction from the **new Overlook Walk** is an opportunity to encourage visitors to explore Western Ave and the Down Under

Increase visibility of Down Under retail through interior treatments like improved lighting and window access



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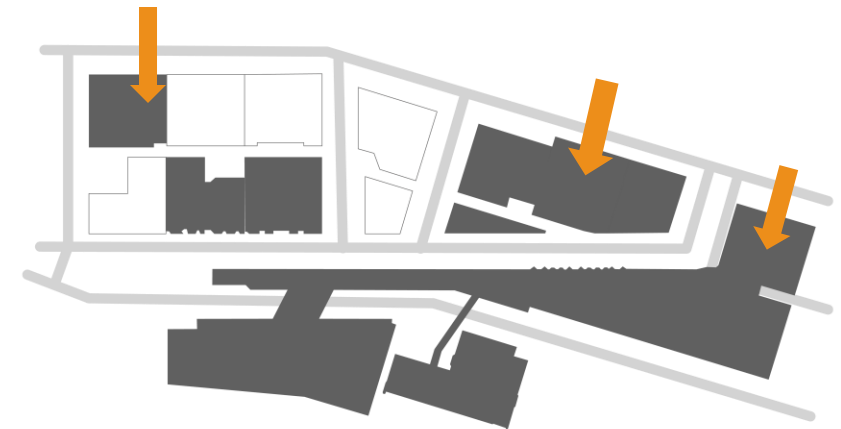
Strengthen physical and visual experience at: 1ST AVE

Increase indoor and outdoor seating through social dining opportunities

Enhance entry points to have more visibility

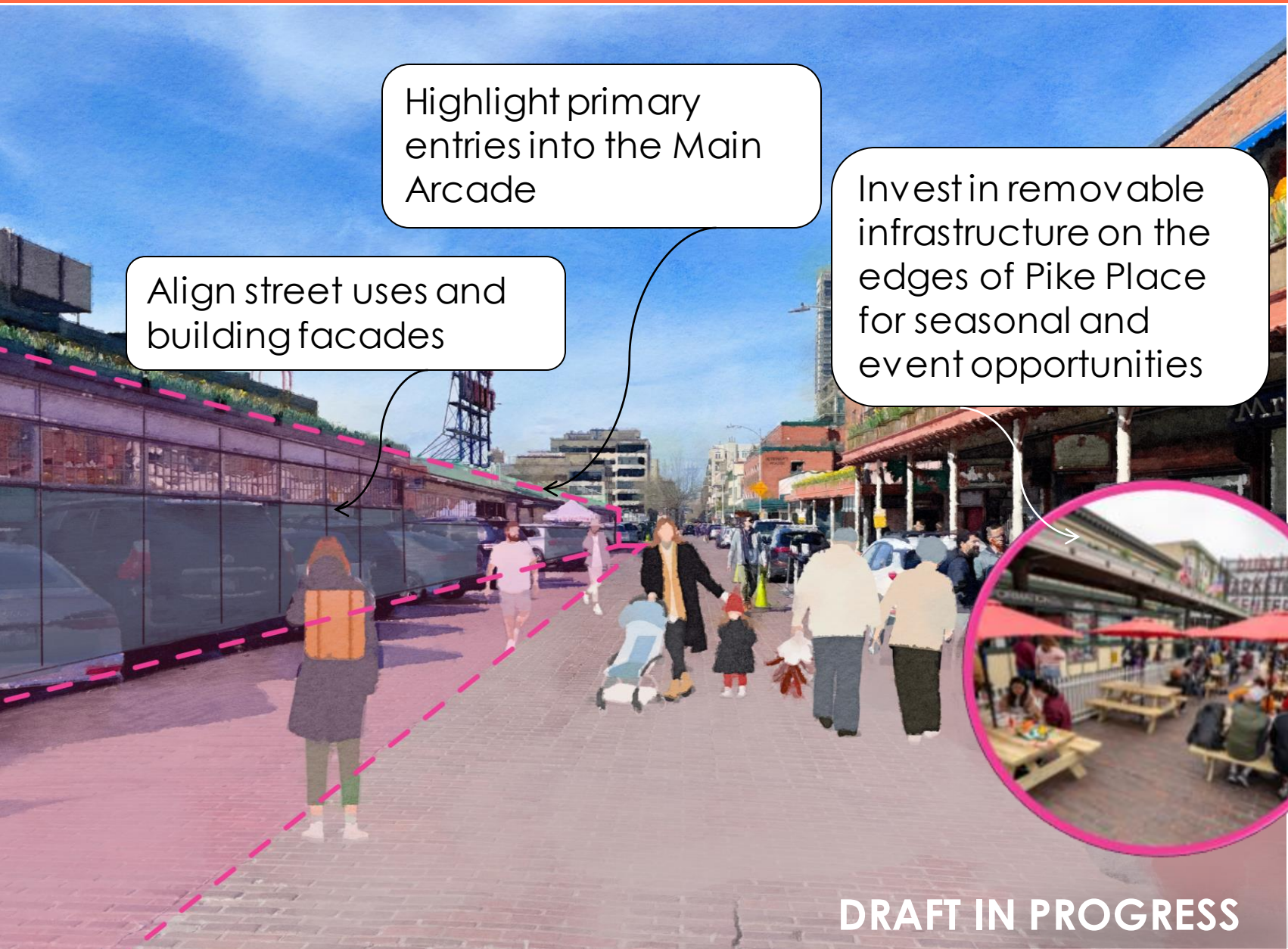
Increase visibility and viability of connections into PPM from 1st Ave

Improve wayfinding into interior atria and courtyards



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Strengthen physical and visual experience at: PIKE PLACE



Align street uses and building facades

Highlight primary entries into the Main Arcade

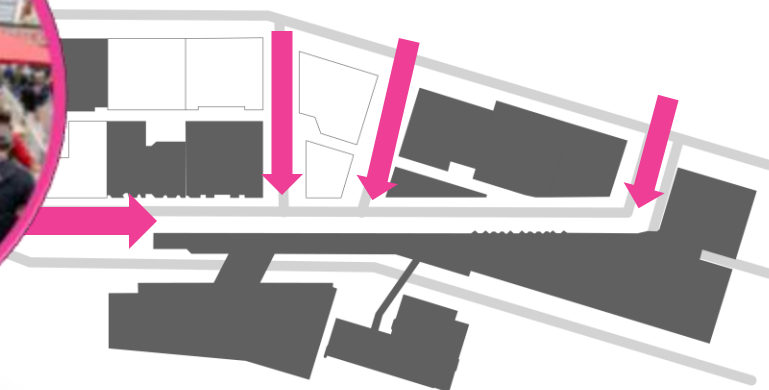
Invest in removable infrastructure on the edges of Pike Place for seasonal and event opportunities



Maintain and preserve existing historic core

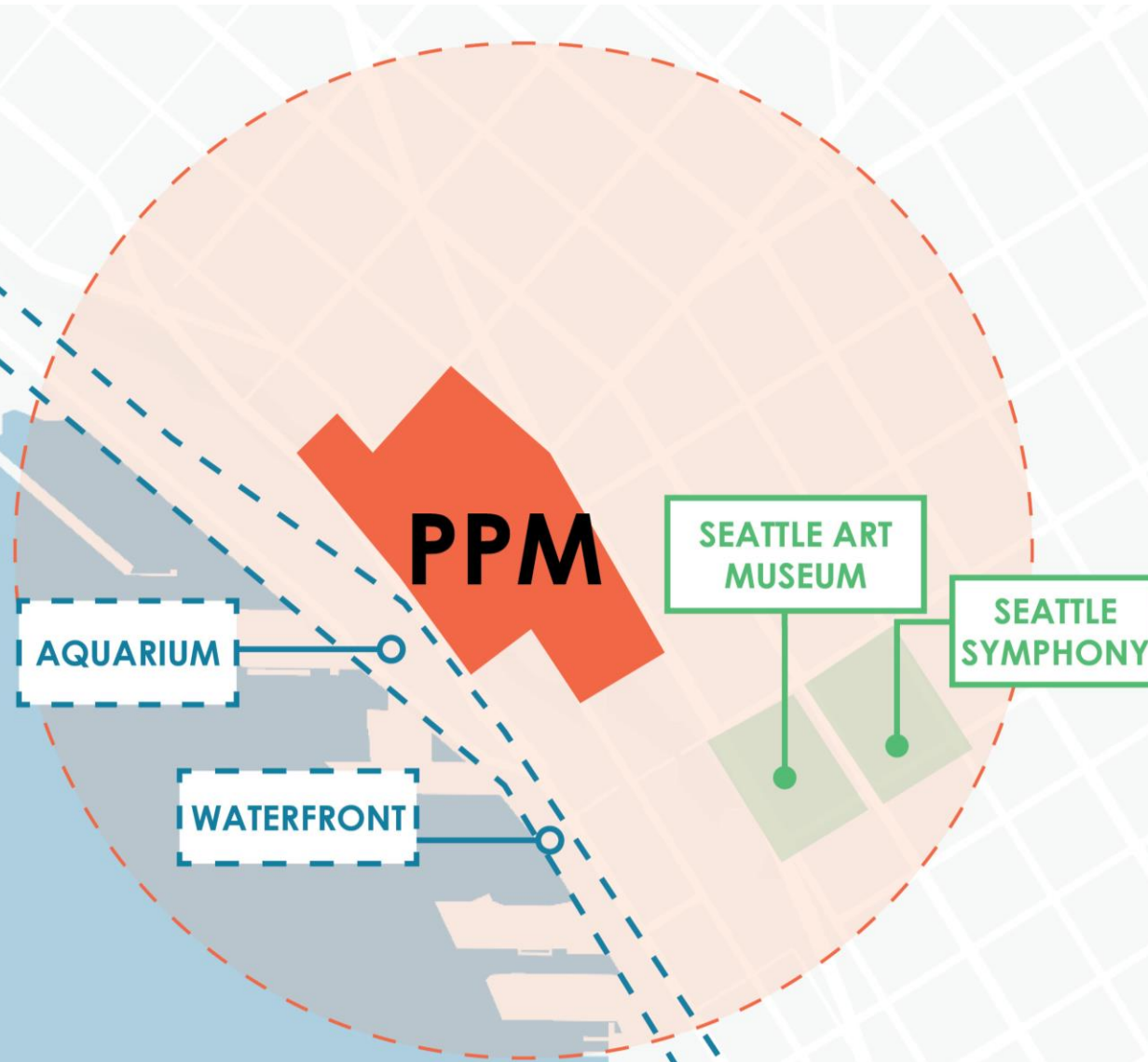
Evaluate parking, loading, and logistical needs

Expand on opportunities to continue to **create delightful public space**



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PPM can partner with immediate neighbors on programming to support revitalization.



Examples:

- PPM food carts on waterfront
- Satellite Market pop-ups
- Seattle Art Museum pop-up exhibit at PPM
- Marketing or app for "itineraries"

PPM can also reorient offerings to serve a growing residential community.



Evening hours in targeted areas of PPM



Social dining and gathering spaces



Distinct, curated specialty food retail



Best-in-class food producers/ farmers for seasonal pop-up markets



Neighborhood services (e.g., tailor, salon)



Increased maker and arts uses

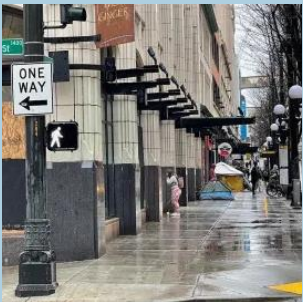


Cultural, arts, and other special events

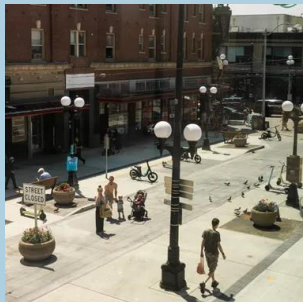
PPM can form allyships with other Downtown institutions and districts farther afield to coordinate on advocacy and policy with the City.



Urban Safety



Street Activation



Open Space



Transit



PPM can leverage partnerships to create off-site assets, given constraints on available space and allowable uses in the historic district.

This would entail governance rule changes, and costs, especially for downtown asset investments.

Lease or acquire additional space

Downtown

- Market-rate retail spaces for PPM tenants to expand into
- “Ghost kitchens” for production and distribution

Lease or acquire additional space outside of downtown, where land costs are lower

- Aggregation, distribution, cold storage spaces
- Farmland for PPM farmers
- Transit-connected affordable housing



PPM can expand social services for more Seattleites.

- At our Social Services presentation, we heard the PDA Council is interested in **defining the Market's current and future roles around social services (including as landlord and facilitator). This includes relationships to the Foundation, Five Families, and others.**
- Given central location and transit access, PPM could support social service providers in expanding provision of services to Seattleites.
- Engaging with social service partners for a visioning exercise would be the first step in determining needs, opportunities, and challenges to expansion.



DISCUSSION

PPM as a Downtown Anchor

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Serve as a partner and steward for downtown reactivation

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SCENARIO WORKSHOP OVERVIEW

Scenario Workshop Objectives and Next Steps

Scenario Workshop Objectives:

- Gather Council feedback on an array of potential strategies suggested by the Consultant Team
- Confirm direction on which strategies to explore further for incorporation into a Preferred Scenario
- Council will not be making any final decisions

Format: Mix of Consultant presentations, small breakout groups, and report-backs

Next Steps:

- Preferred Scenario presentation will share a synthesis of preferred strategies for Council feedback
- Development of final Master Plan

APPENDIX

Downtown Market Case Studies

DISTRICT APPROACH: MARKET CASE STUDY TAKEAWAYS

St Lawrence Market and **Reading Terminal Market** take district approaches to planning. Strategies relevant to PPM include:

- Acting as a **steward** for **neighborhood revitalization** and **development**
- Serving as a local gathering place – a **community CenterPoint** – serving downtown **residents** and residents citywide
- Improving **physical connections** and **open space**



St. Lawrence Market, Toronto

- St. Lawrence Market, operated by the City of Toronto's Corporate Real Estate Management Division, is located at the center of a rapidly growing multicultural **mixed-use district** within what was once the center of **historic York Town**.
- As part of its 5-year Plan, the Market is focused on its role as both a **neighborhood-anchoring institution** and as an **advocate for the quality of urban life** for the surrounding area.



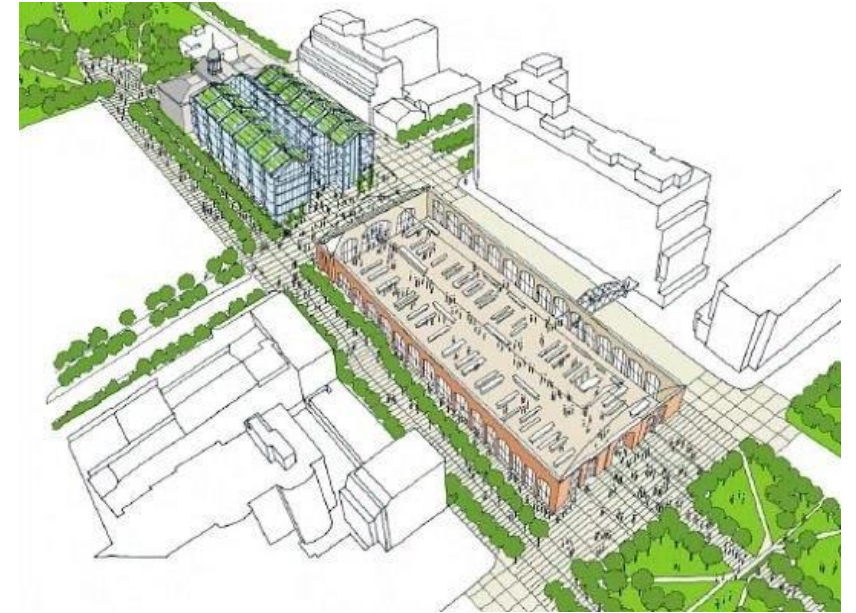
St. Lawrence Market: Neighborhood Planning Steward

- The Market is partnering with the neighborhood association to guide development with the goal of creating places that are aligned with the **interests and needs of locals** and preserve **authentic character**
- The Market and neighborhood association are co-developing **urban development guidelines** to preserve the character of the neighborhood, including scale, street animation, and other qualities of mixed use development.



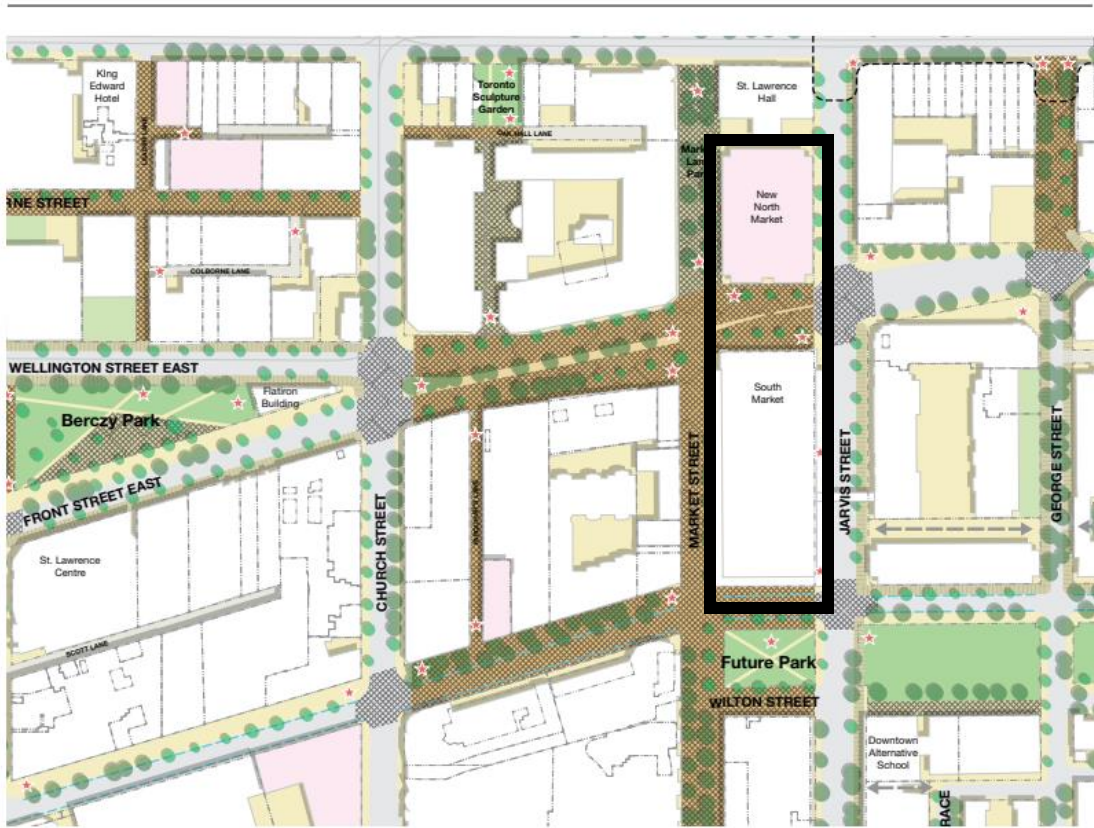
St. Lawrence Market: Physical Connections and Community CenterPoint

- **Physical connections and open space**
 - Supporting implementation of St. Lawrence Market Business Improvement Area's **public realm** master plan
 - Making North and South Market buildings more **permeable** to neighborhood
 - Creating new and improved **public spaces** that integrate into the rich fabric of the neighborhood
- **Community CenterPoint**
 - Redeveloping the North Market as a mixed-use '**green**' **market for community events**, an expanded **Saturday Farmers Market**, and a **community hall**
 - New tenant targets, products, and programming to support market as a **social convening** point, source of **identity**, and anchor for the **evolving neighborhood**.



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St. Lawrence Market: Physical Connections and Community CenterPoint



Demonstration - Market Area

St. Lawrence BIA Public Realm Master Plan: Market Subarea

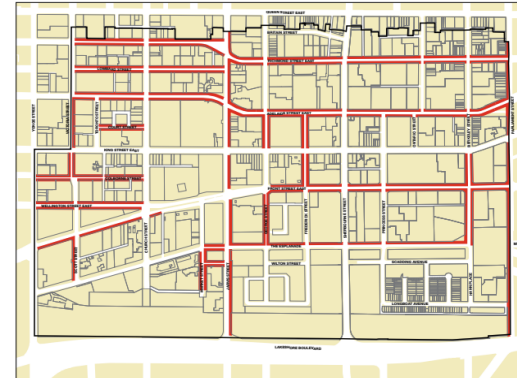


FIGURE 2: POTENTIAL BOULEVARD WIDENINGS



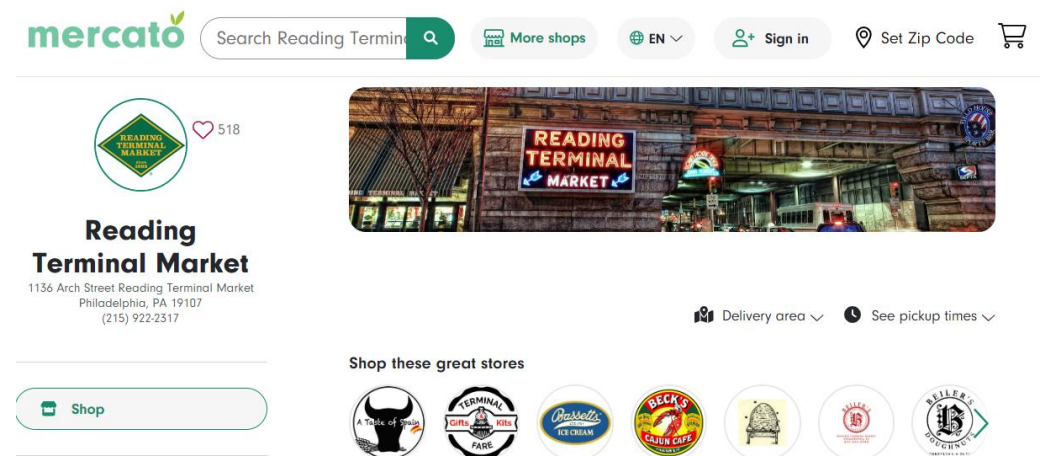
Reading Terminal Market, Philadelphia

- Reading Terminal Market is located in the core of **Center City**, within a broader itinerary of destinations and institutions.
- Center City has had residential population growth of 39% since 2000.
- Reading Terminal Market is reorienting to **the local resident market and urban context.**



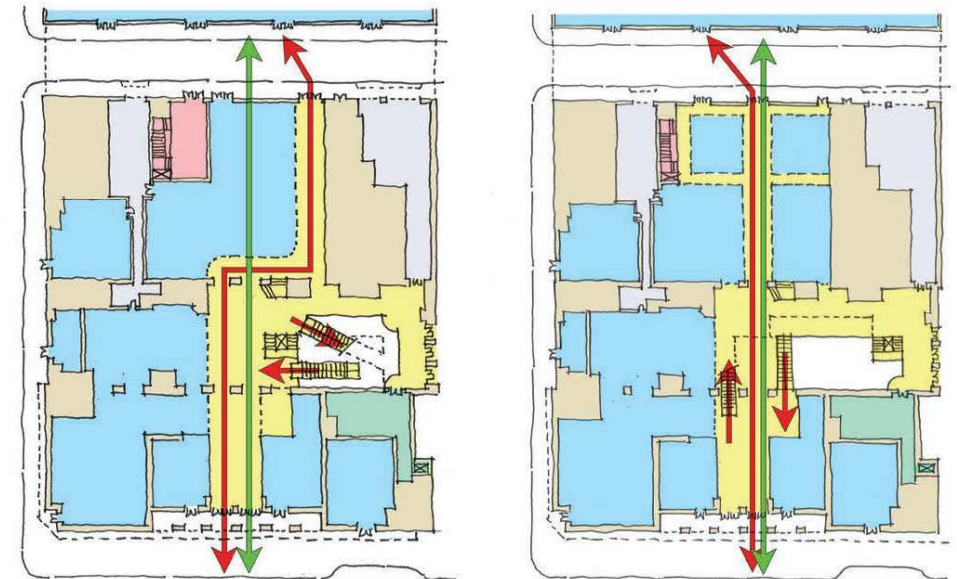
Reading Terminal Market: Orientation to Locals

- To attract **regular use of the Market by residents**, RTM is transitioning from its historic commitment to 60% produce to a focus on **upcycled products**, diversifying its offerings to differentiate from the opening of 68 local groceries following the pandemic.
- The Market's **Mercato** system also provides connectivity through a robust delivery program that serves residences, hotels and offices in the District and a surrounding 10-mile radius
- RTM has also instituted **parking garage discounts** for locals who shop at the Market



Reading Terminal Market: Physical Connections

- Recent Market initiatives reflect a District orientation, including the development of a **15,000 SF programmable event space** on Filbert Street
- There is also a proposed **grand Market entry** through the Reading headhouse building on Market Street. Market connections could **include N/S connectivity** improvements to the Convention Center via the Headhouse access one level above the Market Hall and E-W connectivity to the Marriott Convention Hotel and the future Sixers Arena.



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