Master Plan Scenarios
PDA Council Workshop
October 26, 2023
Master Plan Scenarios
PDA Council Workshop: Session 2:
PHYSICAL EXPERIENCE
AGENDA – Session 2 Physical Experience

Intro: Background and Scenario Connections

Physical Ideas by Area

- Western Ave / 1st Ave / Pike Place

Breakout Group Exercise: "Ideas to Nourish a Growing Market"

Group Report Out

Synthesis / Discussion
Overall Plan: Where We Were

- Light Touch Flexible Spaces
- Street Rights of Way: Partner with SDOT Public Space Management Program
- Permanent Investment Spaces
- Historical District Boundary
Physical Experience: 3 Primary Experience Zones

PIKE PLACE EXPERIENCE

1ST AVE EXPERIENCE

WESTERN AVE EXPERIENCE
Universal Across All Physical Ideas

- **Improve** ADA and universal accessibility
- **Partner** with BIPOC businesses to define their physical presence
  - **Partner** with **Native American Tribes** to define their physical presence
- **Foster** street management partnership with City of Seattle and PDA
- **Develop** seasonal adaptation strategies of public space for locals
- **Continue** discussions with the Market Historical Commission
- **Prioritize** maintenance and upkeep initiatives (must-do items) based on conditions assessment, facilities team
Universal Across All Physical Ideas

- Evaluation / further studies
- Financial / logistical challenges
- More conversations / many ways to solve

VISION / IDEAS → STUDIES / LOGISTICS → IMPLEMENT

WE ARE HERE!
<table>
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<tr>
<th>Guiding Principles for Physical Strategies</th>
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<tr>
<td><strong>1.</strong> Be inclusive for all (part of DEI approach)</td>
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<td><strong>2.</strong> Respond to the remaking of Downtown and Waterfront</td>
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<td><strong>3.</strong> Grow program capacity</td>
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<td><strong>4.</strong> Expand on seasonal and delightful public space</td>
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Physical Experience: Idea Groups
Reminder: New/Renovated Spaces can Accommodate any Scenario Uses

- Food Life Scenario – Social Dining Hall
- Downtown Anchor Scenario – Third Place for Locals
- Small Business Hub Scenario – Makers Studio
WESTERN AVE.
Western Ave - Opportunities

AREA PLAN

[Diagram showing Western Ave opportunities with numbered points 1 to 7.]

WESTERN AVE EXPERIENCE
Opportunity for Heritage House redevelopment to improve program capacity and central plant.

Improve visibility and vertical access between waterfront, downtown and Pike Place Market.

Reorganize vertical circulation to grow capacity, increase visibility and ease of access between levels in DownUnder.
Redevelop Heritage House

Upper levels of redeveloped Heritage House will maintain social services

Ground floor retail and social services

OVERLOOK WALK

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Include access to parking and new storefront for Food Bank

Opportunities for retail, pop-ups, and PPM CSA
Discuss exterior signage proposals with MHC and implement

Expand seating, vegetation and human comfort

Consider new vertical circulation - stairs or elevators visible to exterior

Goal #3

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Discuss exterior signage proposals with MHC and implement
## DownUnder: Encourage Tenants to improve views to/from the Waterfront

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### Cost

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### Use Guidelines to enforce views from public spaces into tenant spaces

### Maintain access to light, air and views from exterior windows

### Add interior shading, films or other passive solar strategies to control temperature
DownUnder: Create Larger Entries Around Vertical Circulation

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- ☀️ ☀️ ☀️ Respond to Downtown & the Waterfront
- ☀️ ☀️ ☀️ Grow Program Capacity
- ☀️ ☀️ ☀️ Expand on seasonal & delightful public space

Cost: $$$$
DownUnder: Reconfigure Retail Space Organization

**Goal #3**

- Respond to Downtown & the Waterfront
- Grow Program Capacity
- Expand on seasonal & delightful public space

### Cost

- $$

### Considerations

- Connect vertical circulation points, renew infrastructure
- Staff support and break rooms for tenants by floor
- Tenant and retail spaces feature views and larger spaces
- Consider reconfiguring to highlight restaurants
- Consider reconfiguring to provide shared space to support scenario program
Improve PPM Presence on Both Sides of the Street

**Goal #3**

- **Respond to Downtown & the Waterfront**
- **Grow Program Capacity**
- **Expand on seasonal & delightful public space**
- **Cost**

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- Add multi-level pedestrian bridge to connect Pike Place to new Heritage House.
- Create new signage to Western Ave and to help activate both sides of the street.
- Improve and add ground level retail wherever possible.
Goal #3

- Respond to Downtown & the Waterfront
- Grow Program Capacity
- Expand on seasonal & delightful public space
- Cost

**MarketFront: Improve Connection to Desimone Bridge**

**Improve human comfort and expand capacity with covered connection**

**Add seasonal infrastructure for multiple uses**

**Improve rentable space**
1st Ave - Opportunities
1st Ave - Opportunities

Invest in Post Alley connections

Strengthen connections from 1st Ave through to Post Alley and Pike Place
8. Sanitary Atrium: Vertical Connection between 1st Ave & Post Alley

Create a 2-story connection between 1st Ave and Post Alley

Increase indoor/outdoor dining spaces facing onto Post Alley

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Soames Dunn Courtyard: Terracing to create new social dining

Space managed in partnership with surrounding businesses

Strengthen connection with Post Alley

Increase outdoor dining potential through terracing

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### Economy Atrium: Increase Visibility of Entrance to Economy Atrium

- **Increase indoor and outdoor seating**
- **Highlight entry and increase transparency into Economy Atrium**

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Post Alley: Enhance Sense of Delight and Exploration

Goal #3

- Respond to Downtown & the Waterfront
- Grow Program Capacity
- Expand on seasonal & delightful public space

Cost

Partner with adjacent businesses

Add lighting, planting, and other delightful elements to create a continuous journey through Post Alley

Connect all the way to Pioneer Square
PIKE PLACE
Pike Place - Opportunities
Preserve and activate the central core of Pike Place through expanded use of available public space.

Seasonal approach to uses on Pike Place.
Pike Place - Opportunities

- **Add seasonal market stall locations**
- **Infrastructural improvements** to seasonal stalls
- **Increase visibility** at Pine St Entry
- **Consider long term street management options** and growing program capacity for Stewart St, Pine St, and Virginia St
- **Improve accessibility, flexibility, and infrastructure** with streetscape redevelopment
- **Improve mobility between Downtown & Waterfront**
Align street uses with exterior façade and improve ADA accessibility at entrances

Future streetscape redevelopment to improve accessibility, street management, infrastructure and capacity

Goal #3

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- $$$$ Cost

Plan for loading and emergency access
Pine/Stewart/Virginia: Grow Capacity of Seasonal Street Use

Goal #3

- Respond to Downtown & the Waterfront
- Grow Program Capacity
- Expand on seasonal & delightful public space

Cost

Maintain vehicle access on half of the street

Plan for loading and emergency access
Main Arcade: Increase Visibility of the Entrance at Pine St & Stewart St

- Invest in PPM-owned sidewalk stalls that match the character of the Main Arcade
- Align street uses with exterior façade and improve ADA accessibility at entrances
- Improve visibility to interior vertical circulation and pedestrian bridge connection to Waterfront

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North Arcade: Enhance Seasonal Market Stalls

- Invest in safety railing for fall protection
- Update PPM-provided seasonal merchant displays to include power access

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All Physical Ideas
Physical Experience – Idea Groups
1. Which of these physical ideas best support the scenario ideas and strategies Council found most compelling in Session 1? Why?

2. Should it be a priority of the Master Plan to respond to the immediate (2025) waterfront opportunities? If so, which ideas both reinforce the ideas and strategies Council found compelling while also responding to the waterfront?

3. Do you think it’s important that Pike Place Market is the world’s only vertical market? If so, which vertical circulation ideas would best add to the quality of the experience?

4. Which space ideas do you think will appeal most to locals and why?

5. If the Market’s role and physical footprint expands beyond the historic district in the future how might that affect the choices about physical improvements?
All Physical Ideas

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