

Conceptual Phasing Plan

Executive Council Discussion

January 17, 2024



Today's Agenda

1. Holistic Phasing Approach - Preliminary Integration of:

- Tenant Curation and Revenue Strategies
- Physical Investments, including Capital Needs Assessment and Sustainable Action Plan
- Market Rules, Business Operations and Organizational Structure

2. Discussion

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.

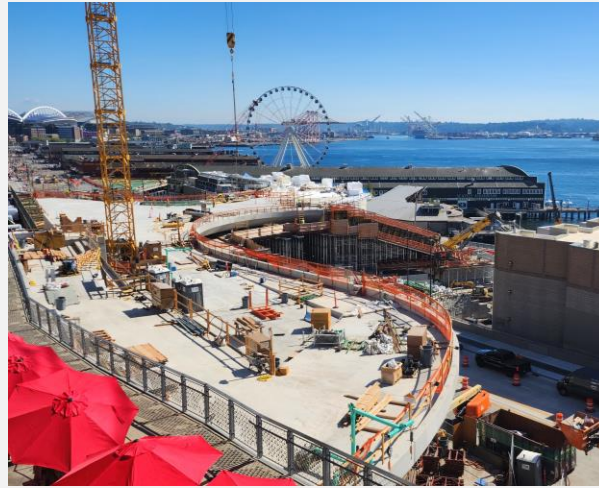
Guiding Principles for Physical Strategies

1.



Be inclusive for all
(part of DEI approach)

2.



**Respond to the remaking
of Downtown and
Waterfront**

3.



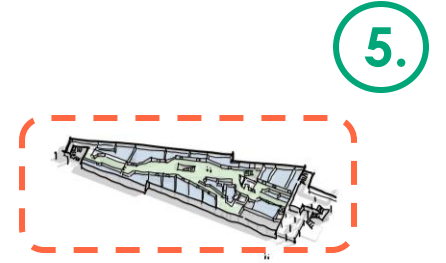
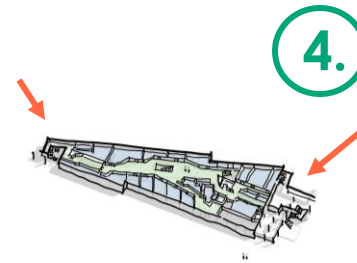
Grow program capacity

4.



**Expand on seasonal
and delightful public
space**

Where We Left Off: Physical Ideas from Scenarios Workshop 10/26/2023



Note:
These ideas were reviewed during the Scenarios Workshop

PRELIMINARY PHASING PLAN

What is a phasing plan?

This phasing plan is....

- a **roadmap** of action items - a tool to implement priorities.
- a **living document** that will be updated, revised and integrated across changing conditions and as new information is gathered.
- **identifies opportunities** for initial projects and programs that create momentum for the overall plan
- **provides strategy** and sequencing for future cost, funding and levy applications
- **does not include cost estimates, engineering or in-depth analysis** and based on existing condition information and best practices

The phasing plan ties together all elements of the master plan, including...

- **Tenant curation and revenue generation**

- Presented at Financial Sustainability meeting on 12/21

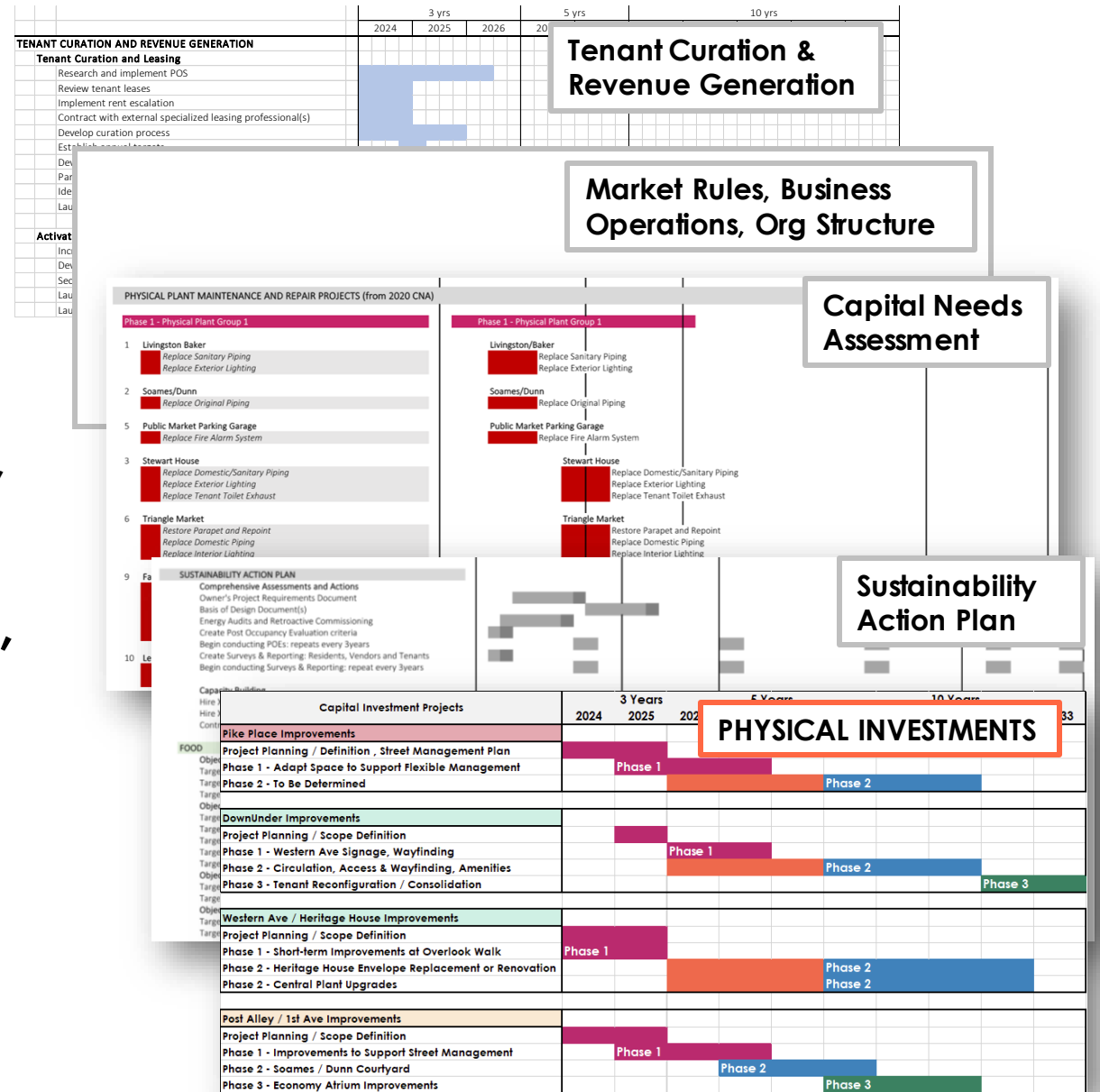
Reviewing Today

- **Physical investments**

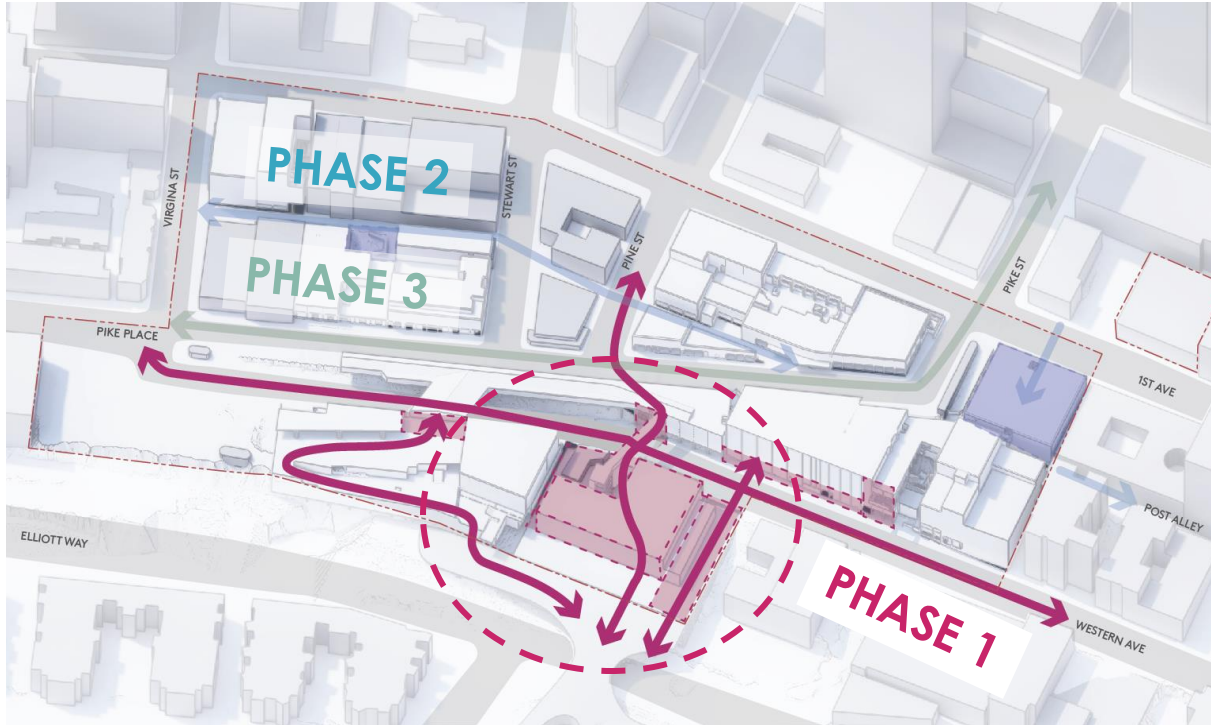
- Including: Capital Needs Assessment, Sustainability Action Plan

- **Market rules, business operations, and organizational structure**

- To be presented at Implementation meeting on 1/25

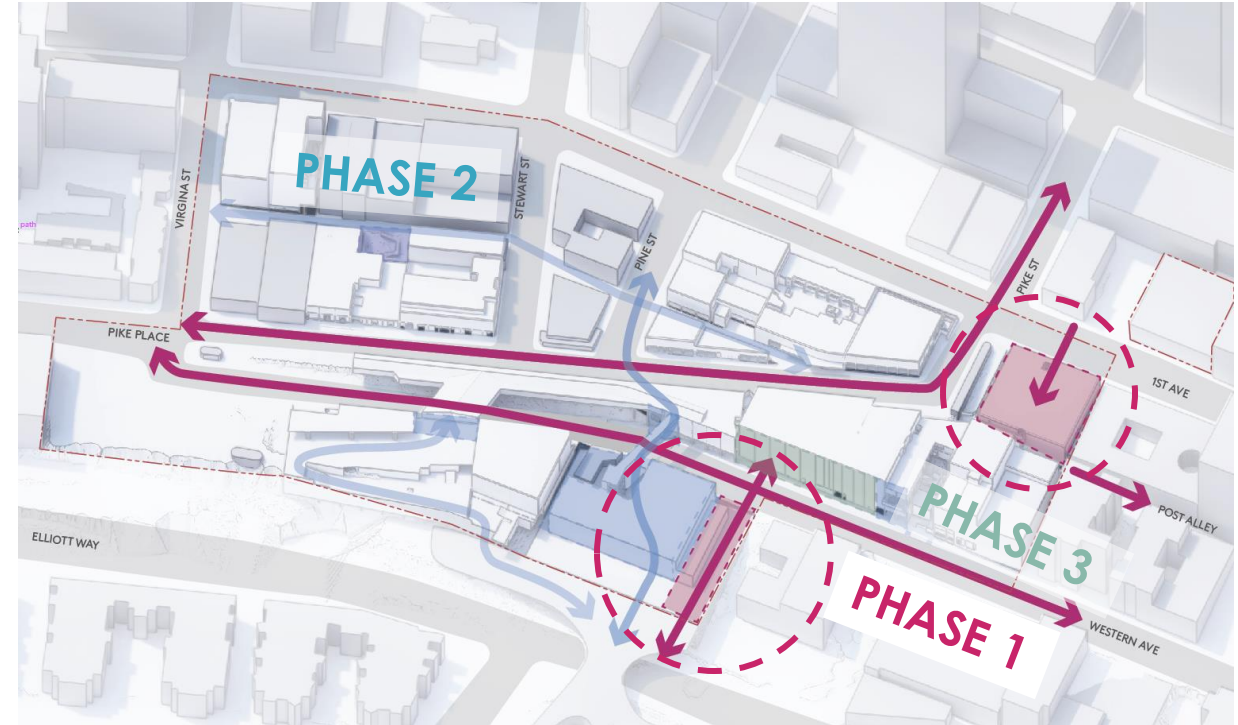


What are the different ways to organize this phasing plan?



Phased by Area

- Focus effort and investment in one area of the market at a time for faster and larger effect
- Food Hub - DownUnder, Heritage House, Overlook Walk
- Pike Place Street Management



Distributed Phasing

- Prioritize projects across the market and pursue a distributed approach to incrementally improve all areas over time
- Food Lab in Economy Atrium
- Pike Place Street Management

PHASE 1 : 2024 - 2027

POST ALLEY PARTNERSHIPS

Strengthen connection between PPM and Pioneer Square Historical Districts

Build strategies and outreach with Market community and City to share Market business needs and opportunity for PDA to manage the street

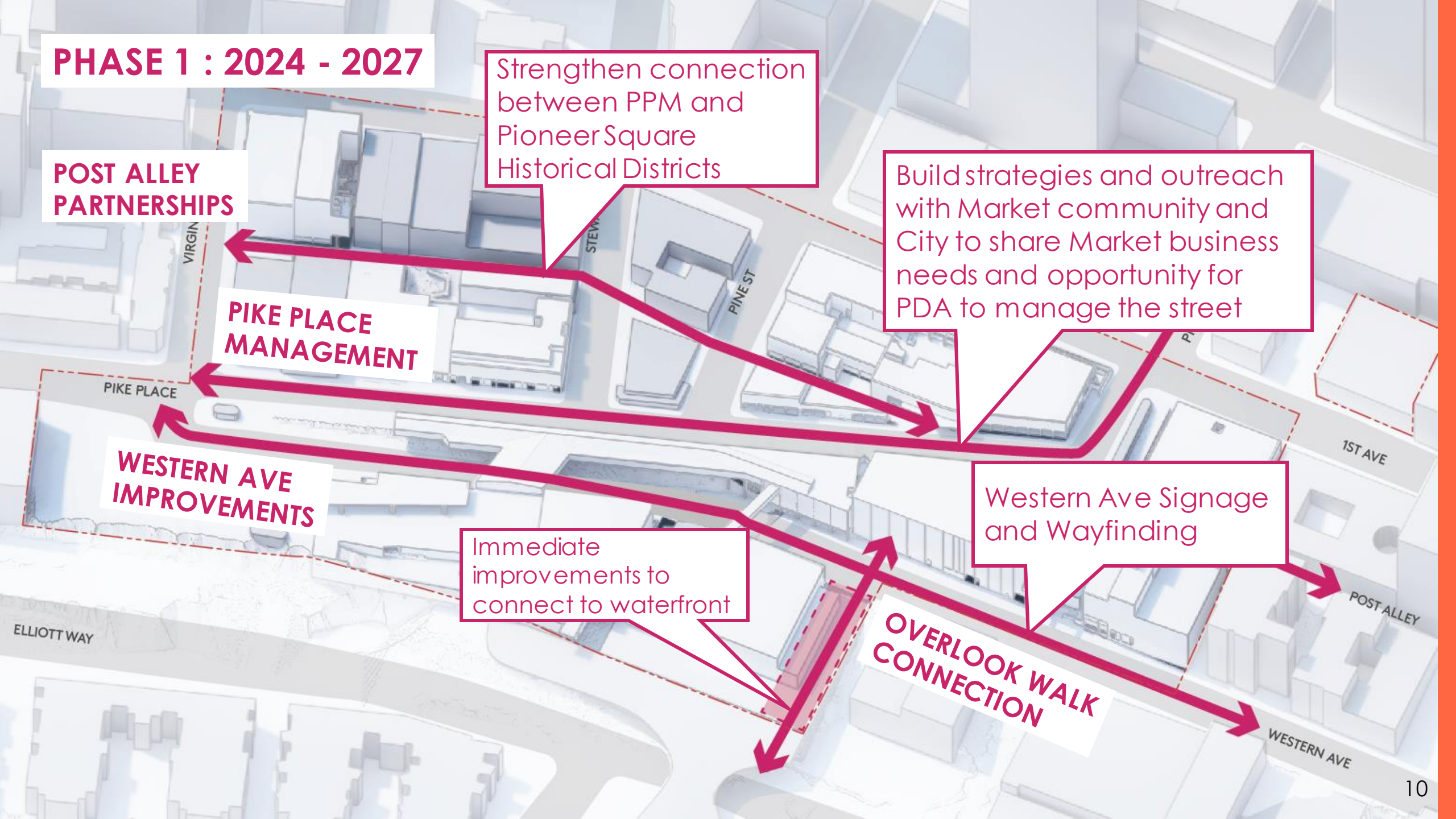
PIKE PLACE MANAGEMENT

WESTERN AVE IMPROVEMENTS

Immediate improvements to connect to waterfront

Western Ave Signage and Wayfinding

OVERLOOK WALK CONNECTION



PHASE 1 – Pike Place

Expand on the
great activation
of Pike Place!

Maintain
vehicle access

Flexible Dining
& Programming

Incorporate flexibility for
seasonality and particular
days, including time of day

Schedule Overview – Phase 1

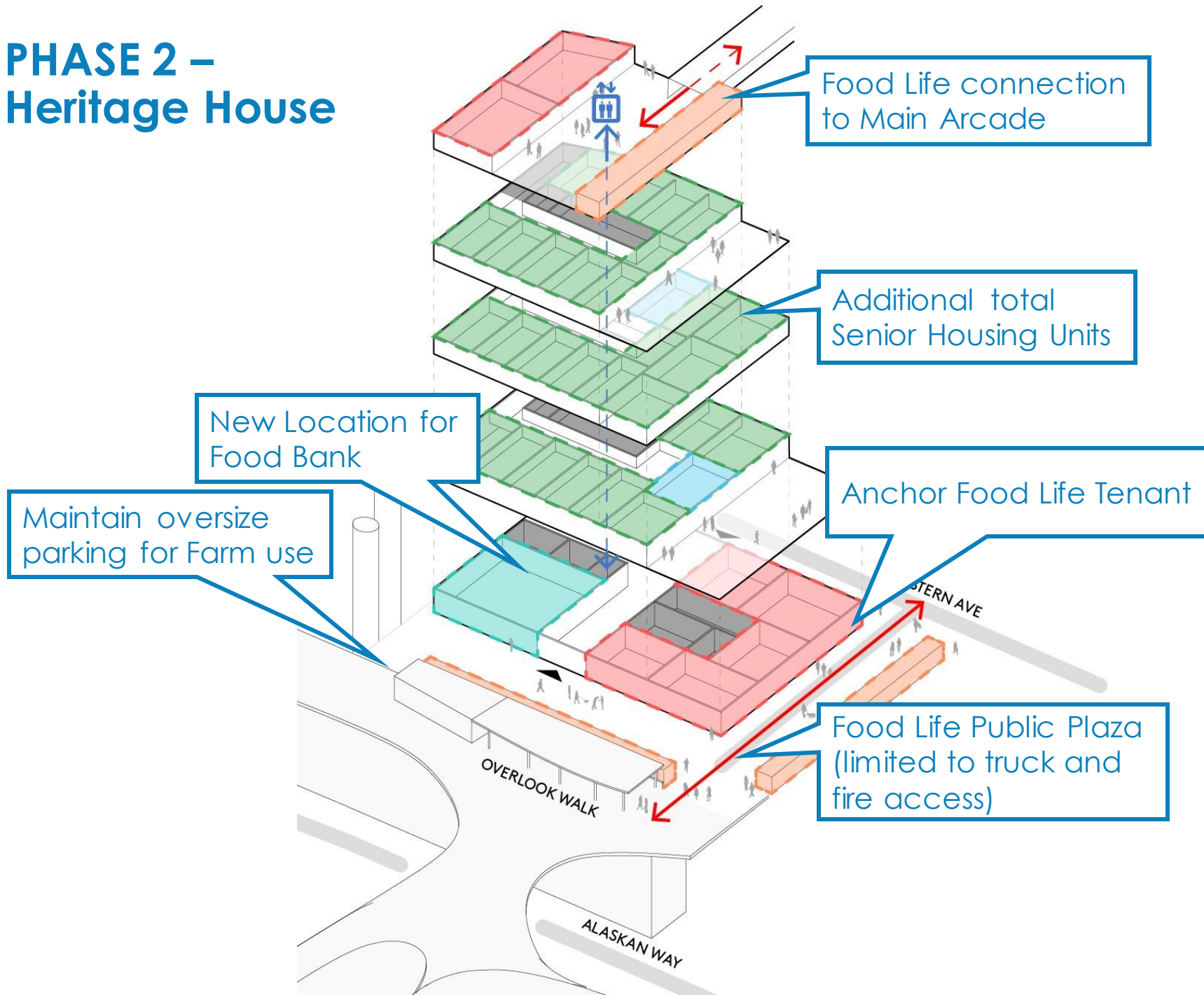
Capital Investment Projects	3 Years			5 Years		10 Years				
	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Pike Place Improvements										
Project Planning / Definition , Street Management Plan	Phase 1									
Phase 1 - Adapt Space to Support Flexible Management		Phase 1	Phase 1							
Phase 2 - To Be Determined			PREPARE FOR LEVY							
DownUnder Improvements										
Project Planning / Scope Definition		Phase 1								
Phase 1 - Western Ave Signage, Wayfinding			Phase 1							
Phase 2 - Circulation, Access & Wayfinding, Amenities			PREPARE FOR LEVY							
Phase 3 - Tenant Reconfiguration / Consolidation										
Western Ave / Heritage House Improvements										
Project Planning / Scope Definition	Phase 1									
Phase 1 - Short-term Improvements at Overlook Walk	Phase 1									
Phase 2 - Heritage House Envelope Replacement or Renovation			PREPARE FOR LEVY							
Phase 2 - Central Plant Upgrades			PREPARE FOR LEVY							
Post Alley / 1st Ave Improvements										
Project Planning / Scope Definition	Phase 1									
Phase 1 - Improvements to Support Street Management		Phase 1								
Phase 2 - Soames / Dunn Courtyard										
Phase 3 - Economy Atrium Improvements										

Note:

Repair and replacements identified in Capital Needs Assessment will be happening in parallel and with synergies in this timeline

LEVY

PHASE 2 – Heritage House



KEY QUESTIONS:

- Ensure location of childcare playground
- Oversized parking for farmers' remains
- Explore alternative entrances to the parking garage from Western Ave

	RETAIL
	SEASONAL RETAIL
	FOOD BANK
	AMENITY
	LOW INCOME SENIOR HOUSING

Schedule Overview – Phase 2

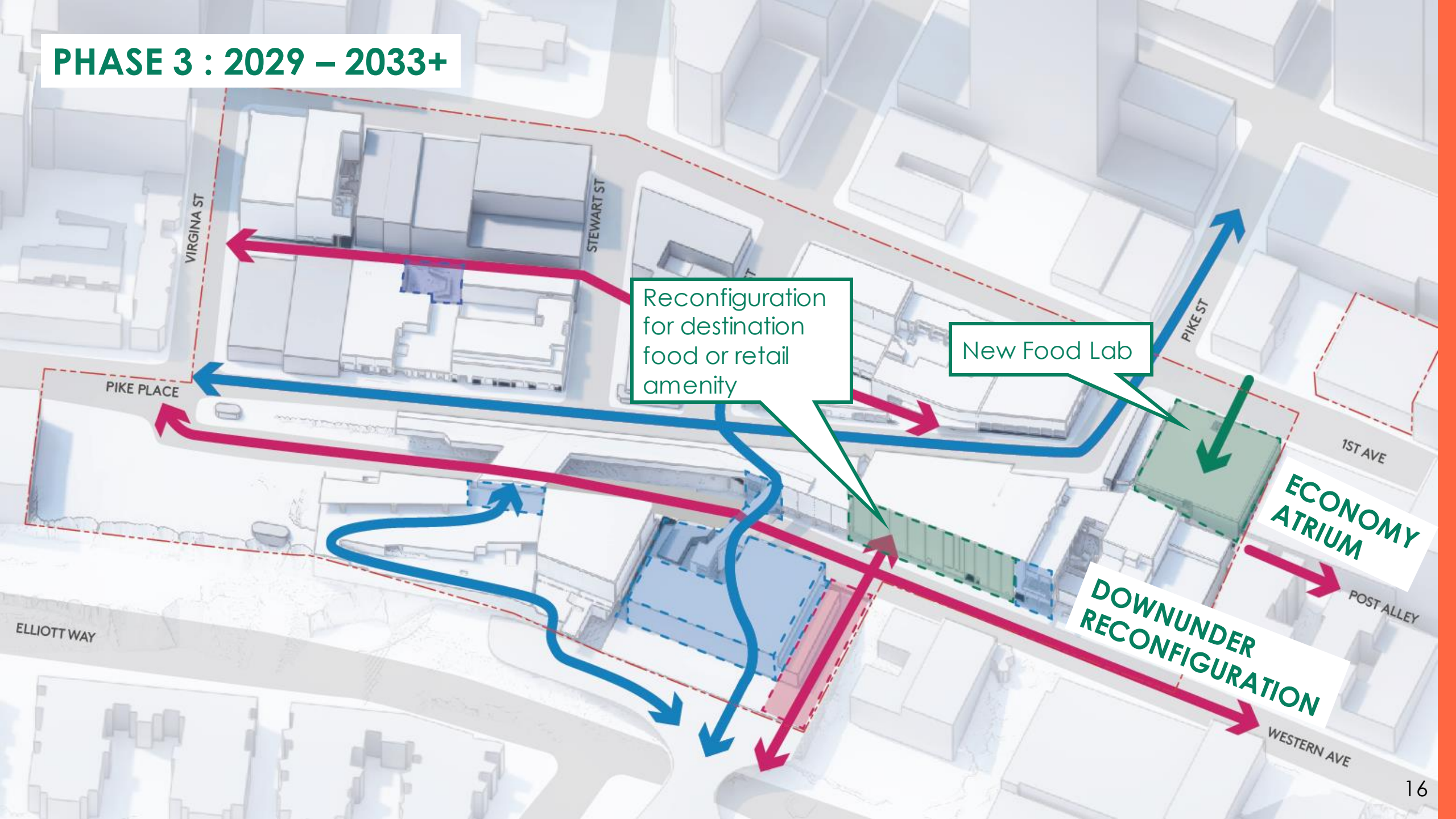
Capital Investment Projects	3 Years			5 Years		10 Years				
	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Pike Place Improvements										
Project Planning / Definition , Street Management Plan	Phase 1									
Phase 1 - Adapt Space to Support Flexible Management		Phase 1								
Phase 2 - To Be Determined			PREPARE FOR LEVY			Phase 2				
DownUnder Improvements										
Project Planning / Scope Definition		Phase 1								
Phase 1 - Western Ave Signage, Wayfinding			Phase 1							
Phase 2 - Circulation, Access & Wayfinding, Amenities			PREPARE FOR LEVY			Phase 2				
Phase 3 - Tenant Reconfiguration / Consolidation										
Western Ave / Heritage House Improvements										
Project Planning / Scope Definition	Phase 1									
Phase 1 - Short-term Improvements at Overlook Walk	Phase 1									
Phase 2 - Heritage House Envelope Replacement or Renovation			PREPARE FOR LEVY			Phase 2				
Phase 2 - Central Plant Upgrades			PREPARE FOR LEVY			Phase 2				
Post Alley / 1st Ave Improvements										
Project Planning / Scope Definition	Phase 1									
Phase 1 - Improvements to Support Street Management		Phase 1								
Phase 2 - Soames / Dunn Courtyard				Phase 2						
Phase 3 - Economy Atrium Improvements										

Note:

Repair and replacements identified in Capital Needs Assessment will be happening in parallel and with synergies in this timeline

LEVY

PHASE 3 : 2029 – 2033+



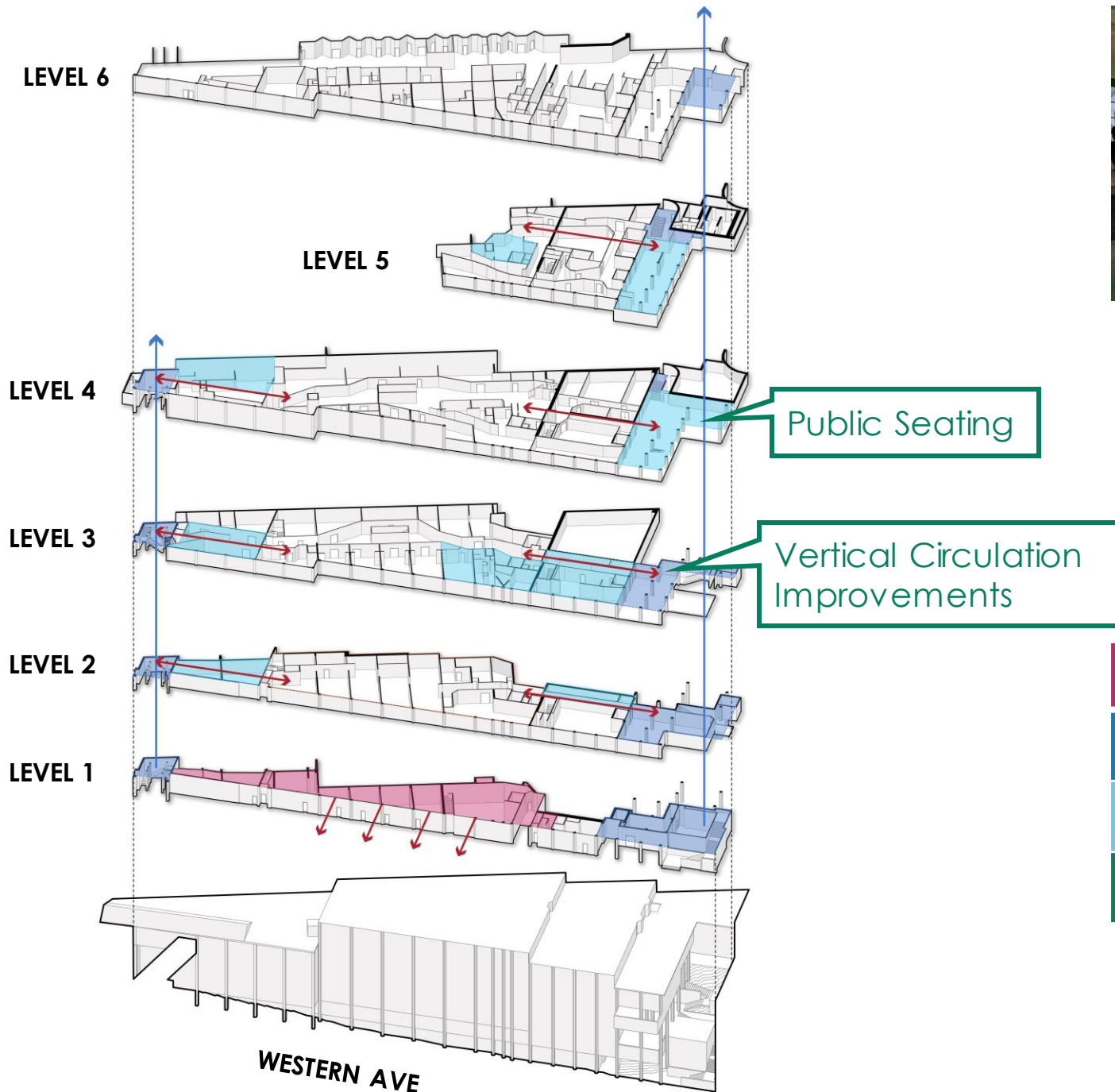
Reconfiguration for destination food or retail amenity

New Food Lab

DOWNUNDER RECONFIGURATION

ECONOMY ATRIUM

PHASE 3 – DownUnder 2033+



Build on the existing character in the DownUnder!

- PHASE 1 – RETAIL / WAYFINDING
- PHASE 2 – VERTICAL CIRCULATION & ACCESS
- PHASE 2 – PUBLIC SEATING / RETAIL AMENITIES & SUPPORT
- PHASE 3 – FOOD HUB / DESTINATION AMENITY / 3RD PLACE STUDY

Note: Specific levels and locations of improvements are conceptual and will be identified in a future planning/scoping phase

Schedule Overview – Phase 3

Capital Investment Projects	3 Years			5 Years		10 Years				
	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Pike Place Improvements										
Project Planning / Definition , Street Management Plan	Phase 1									
Phase 1 - Adapt Space to Support Flexible Management		Phase 1	PREPARE FOR LEVY			Phase 2				
Phase 2 - To Be Determined			PREPARE FOR LEVY			Phase 2				
DownUnder Improvements										
Project Planning / Scope Definition		Phase 1								
Phase 1 - Western Ave Signage, Wayfinding			Phase 1			Phase 2				
Phase 2 - Circulation, Access & Wayfinding, Amenities			PREPARE FOR LEVY			Phase 2				
Phase 3 - Tenant Reconfiguration / Consolidation									Phase 3	
Western Ave / Heritage House Improvements										
Project Planning / Scope Definition	Phase 1									
Phase 1 - Short-term Improvements at Overlook Walk	Phase 1									
Phase 2 - Heritage House Envelope Replacement or Renovation			PREPARE FOR LEVY			Phase 2				
Phase 2 - Central Plant Upgrades			PREPARE FOR LEVY			Phase 2				
Post Alley / 1st Ave Improvements										
Project Planning / Scope Definition	Phase 1									
Phase 1 - Improvements to Support Street Management		Phase 1			Phase 2		Phase 3			
Phase 2 - Soames / Dunn Courtyard			Phase 2			Phase 3				
Phase 3 - Economy Atrium Improvements						Phase 3				

Note:

Repair and replacements identified in Capital Needs Assessment will be happening in parallel and with synergies in this timeline

LEVY

Discussion