

Community Engagement Report

Pike Place Market Master Plan | DRAFT FOR APPROVAL

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Introduction

The master planning process was grounded in community engagement to ensure that the Master Plan was informed by institutional knowledge and on-the-ground, diverse perspectives on opportunities and challenges. This Community Engagement Report summarizes engagement activities and high-level themes of community input. The engagement activities were guided by a Public Engagement Plan that identified the following objectives:

1. **Provide information and transparency** on the master planning process and product through robust dialogue and input from the greater Pike Place Market Community.
2. **Gather data and insights from the diverse set of interested community members to inform the plan's analysis and recommendations.**
3. **Ensure a diverse and equitable representation** of key community voices, including tenants, customers, community-based organizations (CBOs), and other groups affiliated with the Market are reflected in the Master Plan.
4. **Identify strategies, opportunities, and challenges to increase local and regional visitors** to Pike Place Market, including interest in new businesses, gathering spaces, and/or events.
5. **Support the Market's capacity to play a leading role in Seattle policy development** on relevant topics such as downtown and waterfront planning, food policy, and economic development.
6. **Identify opportunities and challenges** to ensure the Master Plan leads with principles of Diversity, Equity, and Inclusion (DEI).

Summary of Community Engagement Events

The Public Engagement Plan outlined engagement activities to be led by the consulting team. Throughout the process, activities were informed by PDA staff and some adjustments were made. The final activities and events included:

Surveys

- **2,365 responses** from the **External Community Survey** – public survey open to King County residents and out-of-town visitors.
- **372 responses** from the **Internal Market Community Survey** – survey open to Market tenants, craftspeople, farmers, buskers, daystall agents, business employees, and residents.

Note that **both sets of survey results are summarized in separate documents in the Attachments.**

Interviews

- **54 interviews** with neighboring institutions, non-profit organizations, tenants at the Market, and other stakeholders.

Pop-Up Events

- **35+** people engaged at the **April Open House** event introducing the Master Plan process.
- **25** tenants engaged at **Coffee and Donuts Event** for Tenants.
- **50** residents engaged over two **Summer BBQs for Market Residents**.

Discussion Groups

- **3** Discussion groups with **Friends of the Market, Pike Place Market Constituency, Pike Place Market Foundation, and Legacy Partners**.¹
- **2** Conversations with **Market Historical Commission**.

Public comments and feedback from PDA Council meetings, messages and emails via the PDA website, and comments from the Master Plan listening session led by the PDA were also incorporated into the Master Plan. Public comments, emails, and other sessions of engagement were an integral part of the Master Planning process, although they are not summarized in the following Community Engagement Report.

Interviews

To begin the Master Planning process, the consultant team conducted interviews with individuals both inside and outside the Market to gain a better understanding of the context of Pike Place Market and the downtown area. BERK Consulting developed a standard list of interview questions reviewed by PDA staff. BERK and HR&A conducted interviews via video call or in person. See Attachment A for a list of Interviewees. The interviews were conducted from March to June 2023.

The information and perspectives shared were incorporated into the following high-level themes.

Key Themes

Context for the Market

- Downtown Seattle is still recovering after the COVID-19 pandemic. Some external interviewees believe **summer 2023 will show if the area has fully recovered**.
- There is a lot of **love for Pike Place Market**, including the authenticity, history, and role that the Market plays in the Seattle community. Many people hope that their children will return as adults and experience the Market at the same scale with the same feel.

¹ Legacy social service providers are also known as the Five Families and include the Pike Market Food Bank, Pike Market Child Care and Preschool, Neighborcare Clinic, Pike Market Senior Center, and Heritage House Assisted Living.

- There are **opportunities to collaborate on connections to the waterfront, downtown and within the Market**. The love for the Market is a critical asset, which will carry the Market well past the next 50 years in the Master Plan.
- Many external interviewees acknowledged that the Market's **private unarmed security is an asset** for the Market and important to real and perceived safety. Some tenants noted that while they feel safe within the Market, there are public safety issues along the edges of the Market (including at Victor Steinbrueck Park) and the downtown neighborhood overall. There's a lot of interest in sharing best practices, as well as coordinating with the City's Downtown Activation Plan.
- The **social services offered by the Market are not well known to the public**. There could be an opportunity to highlight the impact and service role of the Market.
- The waterfront presents a tremendous opportunity- the **PDA should embrace the waterfront development** as an asset and play an active role to maximize connections.
- **Another levy could be a way to pay for needed upgrades** and opportunities. External interviewees noted that the success of the last levy showed that Seattle residents are willing to support Pike Place financially and that the Market shouldn't shy away from the necessary updates it needs to make to its physical plant.

Partnership Opportunities

- There is **confusion about the roles of the PDA and the Pike Place Market Foundation**. There is an opportunity to bridge that gap (internal relations and public perception), as well as improving the equitable access of social services for merchants and celebrating the social impact of the Market.
- As the City of Seattle focuses on downtown, City staff highlighted **opportunities for the Market to partner with the City**. Specific ideas included collaborating on grants related to sustainability, joining the City's existing Fresh Bucks program, the Downtown Activation Plan, and working together on other planning efforts like designing low-pollution neighborhoods and traffic safety improvements in downtown.
- Pike Place Market is contained within its borders. Some external interviewees would like to see the Market **have a presence in other areas of the city**. Specific ideas included advertising on the light rail, bringing artists and buskers to the waterfront, and creating satellite Markets in other neighborhoods to reach a wider audience.
- Community organizations would like to see an **increased Native presence and partnership at the Market**. This could include incorporating more public art from local tribes, space for a Suquamish fishery, or a space for indigenous farmers to sell produce and medicinal herbs. All ideas should start with developing intentional partnerships first. The Market can continue to co-design opportunities to honor autonomy and transparent decision making.

Physical Market Experience

- The Market needs **better wayfinding and signage** to help visitors explore the diverse offerings of the Market and find the restrooms. Tenants report that their employees answer the same questions for visitors many times in a day.
- There is currently insufficient **public space and seating** to encourage people to linger or rest, especially kids or older adults. Pedestrian safety and crossings were also mentioned as needing attention.
- One external interviewee perceived a need for more (and cheaper) parking. Others noted that the **parking garage behind Pike Place Market is underutilized** and could benefit from additional signage and promotion.
- Tenants had mixed **views on turning Pike Place into pedestrian-only but external interviewees felt strongly that the street should be managed differently**. Most tenants were not in favor of turning it pedestrian-only permanently but could see benefits to limiting access for certain hours or days. City of Seattle staff especially noted that managing the street is a priority of the City and there could be opportunities to partner on a street management plan that works for tenants.
- Tenants noted that working at the Market can be difficult for their employees. It can be hot in the summer when many businesses don't have air conditioning. **There also isn't a place to take breaks/rest or a place for mothers to breast feed, impacting both employees and Market visitors**. Other tenants suggested improvements to the restrooms.

Tenancing

- **“Meet the Producer” is core to the Market’s identity**, however the number of produce vendors has declined due to economic and other factors. The broad distribution of farmer’s markets across Seattle has decreased demand at the Market. Further, selling vegetables alone is increasingly financially unsustainable for small farmers, who are – at least nationally – increasingly turning to selling value-added products with greater margins. The PDA may need to stop thinking of produce vendors as a revenue generator for the Market, but an important activity to support at the Market given its brand and mission.
- The Market needs to **balance serving locals and tourists and curating the mix of businesses could support this** (variety and experience of retail experiences, arts, and culture spaces).
- Without a merchant’s association, there is currently **no formal or informal organizing structure or leadership for Market tenants**. The Market businesses would benefit from a coordinating entity who can share resources, facilitate community building, and communicate tenant needs to the PDA.

Programming

- There is a desire to **keep the Market open longer** – tenants notice a negative domino effect when businesses shorten hours or close certain days of the week. There’s a perception that all Market businesses close at 5 pm, when there are multiple businesses open within the Market at night.
- Tenants would **welcome more active programming**, such as food festivals, night markets, and/or leveraging nearby sports events to increase foot traffic to the Market. External interviewees noted this as an opportunity as well. One called out the vibrancy of Sunset Supper and wondered why more events like that weren’t offered.
- The Market can **invest more in marketing**, particularly messaging around the Market’s safety and security, creating greater awareness around the history of saving the Market, and efforts to draw in locals.

Business Incubation & Succession

- **New businesses face many barriers** to entering the Market from operating processes, rules, and historic commission regulations.
 - One of the greatest barriers to entry cited was the restriction on someone who owns another business outside the Market securing a lease within the Market, restricting the ability for experienced local entrepreneurs to bring their innovative ideas to the Market.
 - Long wait times for leases and the inability to expand spaces were also constraints on business creation and growth.
 - The regulations and processes of the Market Historic Commission are too long, hard to understand, and at times interpreted too rigidly.
- The Market can **expand its capacity as a business incubator** to truly facilitate the growth and success of businesses. Many new businesses could benefit from marketing, financial planning, and other supports.
- Most businesses **lack succession plans**. This is particularly critical for keeping legacy businesses who contribute to the character and history of the Market. While a handful of owners have transitioned/are transitioning ownership to their workers (Pike Place Fish Market, Golden Age Collectibles), many tenants have not considered succession planning.

Diversity, Equity, and Inclusion

- There is a sense across tenants and neighbors that the **Market community is diverse, but the Market needs data** to truly understand the demographics of the visitors and the internal business and service community.

- There are many administrative and institutional **barriers to equity and inclusion**, including the wait time prospective tenants face to get a lease and the lack of access to health insurance for many Market employees.
- People may not be buying food at Pike Place Market because it is **perceived as expensive (or too expensive relative to other local options)**, or because there isn't the right product mix to attract local Seattle residents.
- **Leadership within the PDA should reflect the diversity of tenants within the Market.** A core equity strategy for the Master Plan should include capacity building objectives to build a pipeline for future board members and PDA staff.
- The Market as a space provides great educational opportunities for visitors and locals alike. The Market has **great multi-cultural richness that should be more visible** through joint planning efforts with BIPOC organizations.

Pop-Up Events

The following events took place in-person and were opportunities to meet tenants, visitors, and residents at the Market. Detailed summaries of each event can be found in Appendices B-D.

Event Title	Audience	Location	Date of Event
Open House	Market tenants and visitors	Public Market space	April 14, 2023
Coffee and Donuts	Tenants	Public Market space	May 16, 2023
Resident BBQs (2)	Residents	Residences	July 14, 2023 July 28, 2023

Key Themes

April Open House

- The Market community is tight-knit, almost like a family- **There's a lot of love and pride for the Market rooted in history and community.**
- Major **concerns about potential changes** to governance and the impact of the Master Plan on preserving the Market.
- Community engagement should aim to **build trust** in the vision of the Market for the next 50 years.
- The Market has a **rich history that should be celebrated** and highlighted.

- **Meeting people where they're at** is an important aspect of community engagement, and drop-in engagement strategies are one method of reaching this goal.

Coffee and Donuts Event

The following themes were identified from the in-person event and an online survey that accompanied the event to allow for additional participation from people who could not attend.

- While tenants had ideas about sustainability related to the environment, many submitted ideas with **an expanded understanding of sustainability**, including focusing on the sustainability of small businesses and the Market community, taking care of people and employees, and ensuring the Market continues to be successful.
- In person, many tenants shared a desire to **see more local residents from the Seattle area visit and support the Market**. The connection was made between having a strong local customer base and the economic sustainability of the Market.
- Tenants mentioned recycling as something Pike Place has but isn't currently done effectively. The survey had similar comments.
- **Green infrastructure will be critical for Pike Place Market**. Many specifically called out solar panels as a possibility.

Summer BBQs for Market Residents

Living at Pike Place

- Residents **overwhelmingly enjoy living** within the Market. They have a sense of community and safety and feel taken care of by staff.
- Many expressed **support for the cultural vibrancy and diversity** of the community.
- Many residents like the convenience of living at Pike Place for the proximity to the **social services** (some residents rely on the Pike Market Food Bank as their primary source of food) and **the transit hub**.
- Some residents lived in shelters, family members houses, or on couches before coming to Pike Place and **shared a sense of gratitude** for living at the Market.
- The regularly priced food and items sold at the Market are **too expensive for residents**. Many residents use Pike Bucks to afford some items.

Ideas for the Market

- The Market would benefit from **wayfinding signs and lanes** to regulate foot traffic.
- The Market should implement **quiet hours or curfews** to reduce noise from businesses and street racing (this would require enforcement or speed bumps).

- The Market would benefit from integrating **technology and environmental sustainability**.
- Residents want to see more **restrooms, garbage bins, and seating** at the Market.
- Some residents want to see more **housing units**.
- There was interest in **small businesses incubation** and advocacy being a more central focus, as well as more art.
- Some residents expressed a desire for more **focus on locals, senior oriented activities, and community centered events**.

Concerns

- There are **safety concerns** due to crime and drugs and serious mental health issues in downtown.
- Some residents feel that social services and amenities for residents have decreased.
- A few residents expressed **frustration** that they have already provided feedback about the buildings they live in and general experience at the Market and nothing has changed.
- The Market is **too expensive for residents** to shop without using subsidies such as Pike Bucks and it is not accessible. Some residents noted that the Market used to be affordable for them to buy produce.
- There were a few concerns about the **waterfront and aquarium projects** impacting evening safety, and a desire to have the waterfront and Market collaborate and work together.
- Some residents spoke about necessary **accessibility improvements** to the Market and residence buildings such as sidewalks and ramps.

Discussion Groups

Discussion groups were held with key community groups, including the Friends of the Market, an advocacy group founded to save the Market in 1964, and the Pike Place Market Constituency, an advocacy group established alongside the PDA to ensure public participation at the Market. The BERK team also spoke with the Legacy Partners, which include Pike Market Food Bank, Pike Market Senior Center, Pike Market Child Care & Preschool, Providence Heritage House, and Neighborcare Health at Pike Place Market.

Audience	Location	Date of Event
Friends of the Market	Economy Classroom and Zoom	July 17, 2023
Legacy Partners	Zoom	July 27, 2023
Pike Place Market Constituency	Economy Classroom and Zoom	August 15, 2023

Key Themes

Friends of the Market

- Many were **concerned about losing farmers** and felt that it was one of the Market's responsibilities to **preserve access to fresh produce**.
 - **Some suggested doing outreach** with farmers who are no longer at the Market to get a better idea of why they left.
 - PDA could get involved in **land preservation**; they need to be active in keeping farmers at the Market.
 - There was interest in **subsidizing rents** to keep food stalls and farmers.
 - Maintaining the value of "Meet the Producer" is crucial.
- When asked about what authenticity looks like at the Market, one participant shared an excerpt from Fred Bassetti's book. Aspects of authenticity included local access to fresh food, individual owner operated businesses, and a feeling of rustic-ness, messiness, and surprise at the Market.
- **High prices** are a concern and a barrier to attracting locals.
 - Buying from the Market isn't always from local farms. One participant noted that they don't want to pay a premium for Charlie's Produce that is available for less elsewhere.
- There is a desire to **focus on people currently at the Market, including merchants, farmers, craftspeople, and residents, as well as** attracting a local audience.
 - Need marketing to remind locals that the Market is their Market.
 - Incentives, locals only days/ events, and deals for locals might be strategies to use, but participants noted that discounts should not come from top down but need to come from vendors.
 - Bus routes need to go near Pike Place for locals to get to the Market.

Legacy Partners

- More **visibility** for social services was a central and recurring theme throughout the conversation.
 - The **public is not aware of the social services** that exist at the Market and most people who are aware of either use the service or heard through word of mouth.
 - Two of the participants were hired with a **clear directive to raise and enhance visibility** of social services at the Market.
 - It would be a good marketing move to **educate people and make social services and their benefits more central to the messaging** of the Market to attract more local visitors.
- Participants agreed with Goal #2 of the Master Plan to reorient the Market to the local audience.

- The **support of the Pike Place Market Foundation has been crucial** and is an amazing partner and resource. All participants recognized that the financial support, community, and open communication have been pivotal to the success of their work.
- There is a **strong sense of community** among the people they serve as well as sense of community across the Legacy Partners and the Market.
- There is opportunity for **further connection and partnership between the social services and the rest of the Market**. There are some popular PDA and Pike Place Market Foundation programs like Pike Bucks, focused on food access at the Market and to help ensure produce at the Market is affordable for clients. However, when the food bank receives support to buy from local farms, they purchase from farmers outside the Market.
 - Another example of connecting social services to farmers was a partnership between the farmers and the existing nutrition program at the preschool.
 - One participant acknowledged that many farmers at the Market have left, yet the connection with agriculture is central to the Market.
- There is a desire for a **new, visible location for Pike Market Food Bank**. There is difficulty with unloading in the parking garage where the food bank is located.

Pike Place Market Constituency

- When asked to define authenticity at the Market, participants shared the following:
 - Small, owner-operated businesses
 - Encounters with a diversity of people, from people who are millionaires to those living in Section 8 housing.
 - Sense of family and home, ability to be who we are, and to grow who we are.
 - The built environment and the slight grittiness.
 - A magic sauce that can't be captured!
- **Craftspeople being able to make a living is a looming threat** to the authenticity of the Market. Some categories of product sold at the Market succeed financially, specifically those that are allowed to resell clothing and print flat art. The current daystall rules don't consider the massive disparity between labor and sale value that exists between some categories.
 - Responses to this included a lot of concern around using machines to produce crafts - that isn't seen as in line with "Meet the Producer."
- **Keeping the farmers at the Market is a priority** and may need creative solutions. Partnering with other farmers markets and land conservation groups were two ideas.

- Relationship with the PDA is different from other landlord-tenant relationships. **PDA has a vested interest in the success of businesses and that especially showed during COVID-19.**
- Governance isn't there to support the goals, it's to drive the Market and keep it on track.

Attachments

Attachment A: List of Interviews

External Interviewees

- **Alliance for Pioneer Square** - Lisa Howard
- **Chief Seattle Club** - Derrick Belgrade
- **City of Seattle, Department of Neighborhoods** - Jenifer Chao
- **City of Seattle, Office of Planning & Community Development** - Rico Quirindongo
- **City of Seattle, Mayor's Office and Office of Office of Sustainability & Environment** - Tim Burgess & Edie Gilliss
- **City of Seattle, Office of Sustainability & Environment** - Jessyn Farrell
- **Downtown Seattle Association** - Jon Scholes
- **Downtown residents** - Matt Griffin & Evelyne Rozner
- **Friends of Waterfront Seattle** - Joy Shigaki
- **Inn at the Market** - Craig Shafer & Shelley Wooten
- **Ivar's** - Bob Donegan
- **Martin Smith Inc** - Ryan Smith
- **Na'ah Illahee Fund** - Susan Balbas
- **Office of Economic Development** - Markham McIntyre
- **Seattle Center** - Marshall Foster
- **Seattle City Council** - Andrew Lewis, Councilmember for District 7
- **Seattle Hospitality Group** - Howard Wright
- **Shiels Oblatz Johnson** (former ED of Pike Place Market PDA) - Ben Franz-Knight
- **United Indians of All Tribes Foundation** - Michael Tulee

Internal Interviewees

- **Chicken Valley** - Doris Yuen
- **Chue Neng Cha's Garden** - Chue Neng Cha
- **The Confectional** - Destiny Sund
- **Gone to Pot** - Laura Johnson
- **Haleyenne Jewelry** - Haley Land
- **Daniel Flemming Fine Art Photography** - Daniel Flemming
- **Don & Joe's Meats** - Don Kuzaro

- **Eclipse Hat Shop** - Sharon Hagerty
- **El Borracho** - Kittie Davidovich
- **Golden Age Collectibles** - Rod Dyke & Colleen Dyke
- **Hands of the World** - Cynthia Hope
- **Karaba Art Glass** - Gina Karaba
- **Kitten Mittens** - Jen Gay
- **Kubode** - Kamille Barbara
- **Leolo** - Leanne Corcoran
- **Lowell's Restaurant** - Mark Monroe
- **Los Agaves** - Jaime Mendez
- **Marnin Saylor** - Skye Saylor
- **Martin Family Orchards** - Markus Agent
- **Old Stove Brewery** - Chris Moore
- **King County Agriculture** - Patrice Barrentine, Council Member
- **Pike Place Market Foundation** - Lillian Sherman
- **Pike Place Fish** - Ryan Reese, Anders Miller, Jaison Scott, Samuel Samson
- **Pike Place Market Senior Center & Food Bank** - Angie Wood
- **Pike Market Creamery** - Nancy Nipples
- **Pike Place Pigs** - Stephanie Shull
- **Piroshky Piroshky** - Olga Sagan
- **Pure Food Fish Market** - Carlee Hollenbeck
- **Seattle Cutlery** - Peter Bassiri
- **Saffron Spice** - Cajetan Mendonca
- **See Lee Garden** - Scott Chang
- **Sum Pasty & Pike Place Chinese Cuisine** - Jack Fong
- **Sweet Thing's Honey Farm** - AJ Sidhu & Pinter Sidhu
- **Vaughan & Sons** - Christine Vaughan
- **Xai C. Farm** - Mary Thao

Attachment B: Open House Event Details

Introduction

On a rainy April 6, 2023, from 2-6pm, BERK Consulting held an Open House on the MarketFront Pike Place Market. The goal of the event was to have a space for interested individuals to ask questions and engage in casual dialogue about the master planning process. It served as a venue to share where to find updates and how to engage, as well as provide transparency about the process and goals of the project.

Between 30-40 people stopped by the event. In addition to being advertised on the PDA website, Seattle Neighborhood Greenways and the Urbanist shared info about the event.

Board Exercise

BERK had three boards up with a question on each to engage individuals who stopped by the Open House. These questions were:

1. What role does the Market play for you?
2. 10 years from now, what would you tell a friend to see in the Market if they had limited time?
3. What does a more diverse, equitable, and inclusive Market look like?

To keep track of people's affiliations with the Market, BERK asked individuals to use different colored post-it notes. While there may be some inconsistencies or inaccuracies with this color coding, it helped to capture who showed up at the Open House.

- Blue: Market Tenants
- Green: Seattle Residents/Locals
- Purple: Market Residents
- Red: Tourists
- Yellow: Other Organizations

Post It Notes

Comments posted on each board were typed up as written (including underlining and punctuation) and included below. Please note that we grouped separate post-its written by the same person under a single bullet point to avoid overrepresentation of one point of view.

Role of the Market



Blue: Market Tenants

- Place to work. Meeting people from all over the world
- Affordable and effective selling space for local farmers
- Vacancies- how they're being filled. Vetting process? We're not celebrating being the first. Celebrating small business incubator.

Green: Seattle Residents/Locals

- Community and place to work!
- Preschool
- Specialty items (wish they were more affordable)
- I take all my out-of-town friends and family here
- Great place for lunch and city views
- Tea (Market Spice!)
- Market xx xx [illegible] of history and local farmers... no matter what
- For me the Market is a way to see the whole world
- Events post work happy hour, food/music events
- More true public events (pre pandemic), evening programming

Purple: Market Residents

- Home, shopping, community

Red: Tourists

- Beechers!
- Flowers! Colors!

Yellow: Other Organizations

- People come here to experience something authentic. What makes this place authentic? See other roles! Meet the Producer and healthy community model (in social service)
- Great place to shop for specialty goods and discover the joy of cooking/playing with food. This place began as a way to keep it affordable. Don't lose this!
- Mixed income (especially low-income seniors) is key and so important
- The Market has so much opportunity. Need to keep a clearly defined "pathway for success" (or a number of them). Primary mission statement should be connected with each others roles in a clear and easily identifiable way
- Opportunities to collaborate with cultural institutions
- Most important is Meet the Producer, second is Business Incubator

10 Years from Now



Blue: Market Tenants

- Ghost Alley Espresso, DeLaurenti's, Il Bistro, the Secret Garden, Tenzing Momo, the Pavilion picnic tables
- Concert on the roof
- Climate control! Craftsperson area gets cold in winter. Awnings and cover
- Market Spice, Punk Rock donuts, Pike Place Chowder
- Eat some fresh local produce!
- Brewery, local market, Copacabana
- Favorite thing: Approachable, gives everyone a chance to love it. Broad offerings and appeal
- People get lost in the garages
- Can Can Productions, Unexpected Productions, The Pink Door, The Alibi Room
- We lost local feel when hardware store, garden center, and CSA left the Market
- Gum wall, fish throw, craft line, Starbucks, Piroshky

Green: Seattle Residents/Locals

- The garden
- World class crafts market
- Overlook will be finished
- Go during the week in early spring- early summer (off season). See historic structures. Market atrium and public seating- preserve structure.
- Local flowers and food products
- Take a guided tour if you have two hours
- Art section as a starting point to walk through the Market
- Pink Door for romantic dinner!
- Tea sample, samosa, secret garden, water view
- Michou Deli and Metsker Maps. Sit at the park and enjoy the mountain view!

Purple: Market Residents

- The views and outdoor seating

Yellow

- Market crafts and local fruit in season! Dynamite peaches!

Diversity, Equity, and Inclusion



Blue: Market Tenants

- Build visibility of existing vendors. Have a more open process to have opportunities for vendors and arts to participate
- Making sure Hmong and Spanish communities are included in these planning conversations!
- Allow tents in the street again. Permanent coverage for crossover from bridge to pavilion. Bathroom signage. Caution sign on Pike and Virginia- Trucks frequently bottom out and cause traffic jam. HR or reps for tenants/permit holders. Close street on summer weekends (at least from Stewart and Virginia). Keep extra (8ft) space for vendors. Finish lockers in pavilion (for crafters originally)- old elevators cause lots of problems. Raise lights on wet side to level on dry side (everyone hits their head on them). Outside slabs renovations (cover, awning below for pedestrian safety). Better signage in general. Much more seating. Downtown discount days. Wi-Fi. Festivals
- Much more seating
- Offer pop ups to existing eateries
- Funding for Market social services
- Work with diverse producers

Green: Seattle Residents/Locals

- Pedestrianized street (no cars!). Public restrooms
- Keep to the mission of supporting farmers and social services stay strong
- Please highlight the history of the Japanese and Native Americans

- There's a lot of diversity and inclusion in the vendors currently
- Make space feel accessible. Promote public space.
- More walkable spaces
- Make it more safe and welcoming for people to walk by reducing car access!!
- Have more signage/wayfinding. Accessibility. Make our walkways safer
- Close the street to tourists in cars and buses (keep open for vendors and delivery)
- Include BIPOC voices in the planning process. Those who are viewed as leaders need to reach out to BIPOC leaders.
- Please get the cars out of here
- To do "highest and best" community involvement is intact

Purple: Market Residents

- The Market is super inclusive
- Handicap accessibility and ramps
- Classes are available on small business development. Not sure how the pandemic impacted that. Good communication in the Market.

Red: Tourists

- Open to more different types of products and vendors

Yellow: Other Organizations

- A lot of this work is being done in the social service world of the Market
- The Market has a rich history of inclusion as a jumping off place for entrepreneurs from all over. There are darker moments as well which needs to be better explored

Attachment B: Coffee and Donuts Event Details

Introduction

On May 11th from 8:30-10:30am, BERK Consulting held a Coffee and Donuts event for tenants. This event was born from feedback from the Open House event on April 6th that tenants may be more available to engage during morning hours.

The goal of the event was to have a space for members of the Market community to give feedback and generate ideas about sustainability before the Eco-Charette for the PDA on May 25th. Tenants shared what they know about efforts towards sustainability the Market currently implements, what the term sustainability means to them, and thoughts on ways to improve sustainability efforts at the Market.

Around 25 people stopped by the event. The event was promoted on the PDA website alongside a survey intended for members of the Pike Place Market community who couldn't make it in person. The survey closed on Monday May 15th, 2023. The summary below identifies themes from both the in-person event and online survey.

Event and Survey Questions

BERK had two boards on display with a question on each to engage individuals who stopped by the Coffee and Donuts event. The same questions were included in the survey listed on the PDA website. These questions were:

- What sustainability elements or features are you aware of that currently exist at Pike Place Market?
- What sustainability elements or initiatives would you like to see here?

Survey Results

Forty-six (46) people from the Pike Place Market community filled out the short survey about sustainability. When asked how participants were affiliated with the Market, 28 identified as a craftsperson, 10 as a commercial tenant, 2 as farmers, 2 as agents, and 3 as others. Those who identified as "other" included a resident, a theater manager, and a worker within Pike Place Market. The results were coded and the top responses shared below. Note that because respondents could select multiple answers, the response numbers total more than 46.

What sustainability elements or features are you aware of that currently exist at Pike Place Market? The top responses included:

Number of Responses	Comments
23	Recycling, although some noted that it is not currently effective because of a lack of education or recycling and trash getting mixed.
12	None or unsure
9	Composting

8	Market Foundation or community, including efforts businesses are taking or noting the governance of the Market is important to the sustainability of the Market.
2	Vehicle charging
2	Gardens

What sustainability elements or initiatives would you like to see at Pike Place Market? The top responses were:

Number of Reponses	Comments
16	Green infrastructure, especially a focus on solar panels. More efficient lighting and windows were also mentioned.
9	Improved recycling and compost.
8	Other comments, including comments about the Master Plan or other suggestions for Pike Place Market.
6	Encouraging the use of reusable items and alternatives to plastic, including water bottle filling stations and providing an incentive for tenants to use reusable coffee cups.
5	Small business support, including supporting and preserving small businesses, telling the story of the Market, and classes offered from Market artists or farmers.
5	Notes about reducing the traffic and cars in Pike Place, including making the Market pedestrian only.

In Person Results

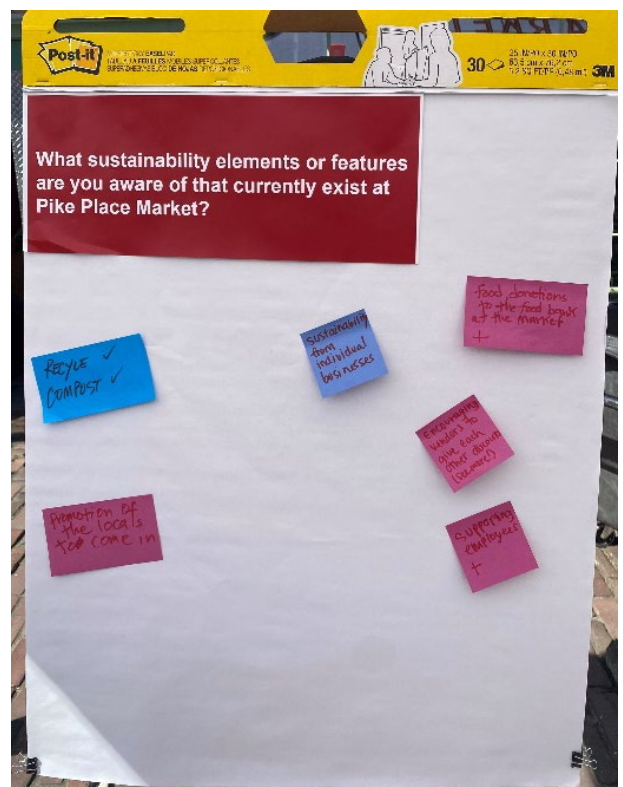
Comments posted on each board were typed up as written (including underlining and punctuation) and included below. Please note that comments written by the same person were grouped under a single bullet point to avoid overrepresentation of one point of view.

Currently existing Sustainability Elements or Features

- Encourage vendors to give each other discounts (see more!)
 - *This comment is referring to a desire to see more businesses consistently giving discounts to other members of the Market community*
- Supporting employees
- Promotion for the locals to come in
- Sustainability from individual businesses
- Recycle and compost

Sustainability Elements or Initiatives to See at the Market

- More night markets
- Radio ads for local discount? 10%
- Ads for businesses at the Market
- Ads to bring more locals in
- Ads for vendors/online small businesses
- Online websites for small MARKET businesses
- Attract businesses that would attract locals. Local = sustainable
- Outreach to mass transit (advertise)
- Discount for locals
- Seating for food during rain
- Food and shelter
- Incentives for locals to be here (sellers and farmer)
- More local farmers
- No cars on Pike Place
- No cars on summer weekends
- More local farmers
- Water spigots for filling waters
- More local outreach
- Keep the crafters
- 1-hr free parking for customers
- Benefits for employees
- Climate control (shade in summer, heat in winter)
- More transparency



Attachment C: Resident BBQ (July 14) Event Details

Introduction

On a sunny summer day on July 14, 2023, from 11:30 - 1:30pm, BERK Consulting attended a resident BBQ at the Stewart House Courtyard for the residents of Stewart, La Salle, and Leland apartments at Pike Place Market. The goal of the event was for residents to learn about the Master Plan and provide their experience and input as residents living at the Market. It served as a venue to learn about the resident experiences, as well as provide transparency about the process and goals of the project.

Between 30-40 people stopped by the BBQ over the course of two hours, three BERK staff in attendance spoke with approximately 20-25 people. Residents learned about the BBQ through the property management team.

Board Exercise

BERK had two boards with a few questions on each to engage individuals. These questions were:

Board 1:

- What does it mean to you to live at Pike Place Market?
- What are some ideas you have to ensure the Pike Place Market remains a cultural icon and community resource?
- What challenges do you think exist for Pike Place Market?

Board 2:

- What core roles of the Market resonate with you?
- What are the opportunities, or big ideas to support the Market, that you see?
- What are the constraints, or challenges for Pike Place Market?

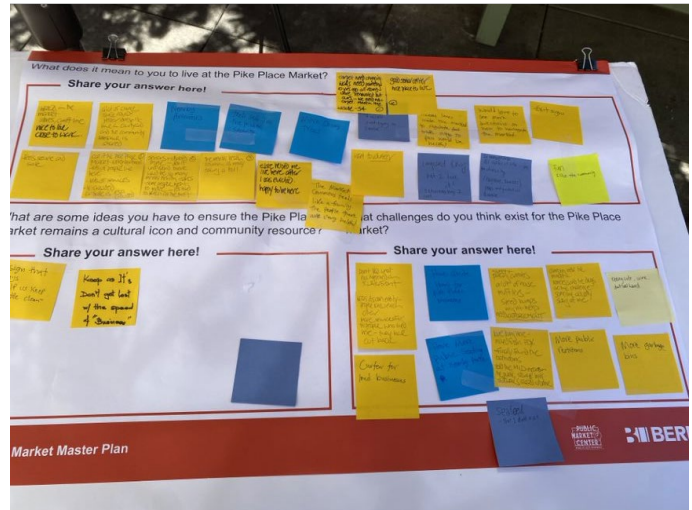
To keep track of people's responses, BERK took notes on post-it notes. All recorded responses were summarized or written by BERK based on conversations.

Post It Notes

Comments posted on each board were typed up as written and included below. Please note that post-its were written by BERK staff rather than residents, and were often a key takeaway, quote, or summary of what was heard. All responses are categorized into the three questions on Poster 1 (see below).

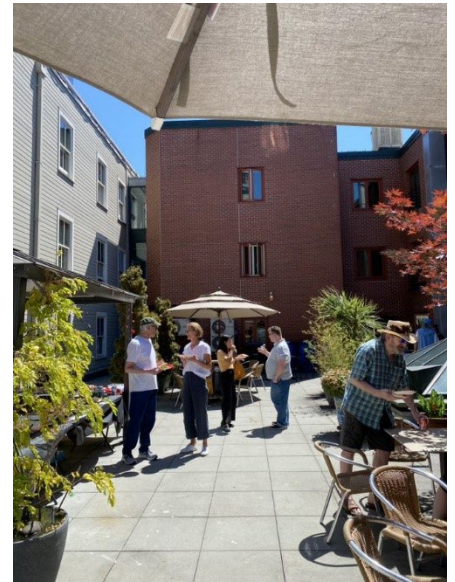
What does it mean to you to live at Pike Place Market?

- “Congested and busy, but I love it! It has everything I need.”
- So many people from all walks of life (including neighbors, visitors). I love the diversity, it keeps me youthful and active living at Pike Place.
- Fun. I like the community.
- Feel marginalized and unsafe. Just trying to survive.
- The Market Commons feels like a family. The people there are very helpful.
- Elsie helped me live here after I was evicted. Happy to be here.
- Good senior center, nice place to live.
- Love living here- moved from Portland.
- I like that Pike Place Market is a safe place
- I feel a sense of community. My community feels like a family.
- I enjoy the cultural vibrancy.
- Perfect living conditions.
- Feels secure and safe
- Worked in the Market stores, craft line. Nice to live close to work.
- Call it the Pike Place Market neighborhood - lots of people live here. Lots of services. Very crowded, LaSalle is especially crowded. Seniors and disabled people - don't understand there would be so many mental health issues- some people want to move -it's hard to watch all the theft. The mental health situation is really taking a toll.
- Feels safe. Like the private security.
- Lived here for 20 years. Building is nice, great community.
- Love the food.
- Marcy and Elsie make it a great place to live.
- A tourist spot, yet when I walk out I see community- care for elderly and others.



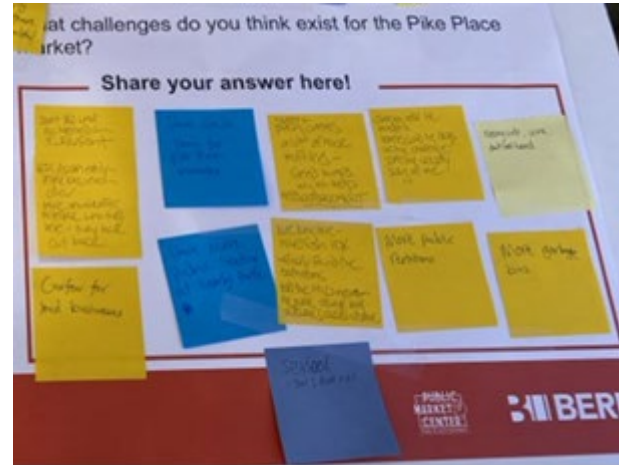
What are some ideas you have to ensure the Pike Place Market remains a cultural icon and community resource?

- Needs lanes inside the Market to regulate foot traffic. Ways to pass would be helpful.
- Would love to see more directions on how to navigate the Market.
- Exit signs.
- Want to volunteer
- Curfew for loud businesses.
- Have quiet hours for Pike Place businesses.
- More garbage bins.
- Need to have more ADA accessibility at the Market.
- Take cars, bicycles, and scooters out of Pike Place. They're all a hazard.
- Would like to see renewable energy at the Market.
- More EV charging stations.
- Maintenance at Pike Place needs to be digitized.
- Streamline accounting.
- Marketing for kids to come to the Market needs to come back. Kids are the Market's future customers.
- More seating and garbage cans. By the space near crafters feels underused.
- Sign that says "Help us keep Seattle clean."
- Have more public seating at nearby parks
- More public restrooms.
- More cherry trees.
- Nearby amenities



What challenges do you think exist for the Pike Place Market

- Carpet need changing and walls need painting. Could be time for renovations again.
- Finally found public bathrooms recently - more signage would help.
- Recently told the Metropolitan Improvement District staff about the encampments near the public storage bins- sidewalks covered with urine and it really needs to be addressed.
- Don't like what has happened at the waterfront
- People used to know each other. More services for the people who lived here- they have cut back
- Noise factor. Reduce noise from businesses. Put a cap and a time stamp on it.
- Disconnect between the Board and the Commission.
- To have Pike Place building more sustainable.
- Would like to see the implementation plan of the last Master Plan.
- Worried that the Market will lose its spirit.
- Rent is high for businesses - it used to not be like that.
- Keeping the Market affordable for people who are trying to get on their feet.
- Can't afford to shop here as a resident.
- I've already provided feedback but nothing changes.
- Camping near the Market- homeless and the drugs are the challenge. Someone actually swung at me.
- 3rd avenue situation - drugs. It has gotten worse over the last several years I've lived here.
- Street and parking creates a lot of noise mufflers- speed bumps might help but need enforcement.
- Do not feel safe due to crime and discrimination. Don't feel heard.
- A lot of change since COVID. Yesler doesn't have a courtyard and the community space is shared.
- I walk around with a screwdriver when I go downtown to the movie theater to stay safe.
- It feels like the level of service provision has declined -where is the money being spent.
- Keep as it's. Don't get lost with the speed of "business."



Attachment D: Resident BBQ (July 28) Event Details

Introduction

On July 28, 2023, from 12 – 2pm, BERK Consulting attended a resident BBQ at the Livingston Baker patio at Pike Place Market. The goal of BERK staff attending the event was for residents from a few of the surrounding resident buildings to learn about the Master Plan and provide their experience and input as residents living at Pike Place. We set up two boards and walked around the BBQ taking notes on Post Its to learn about their experiences, as well as provide transparency about the process and goals of the project.

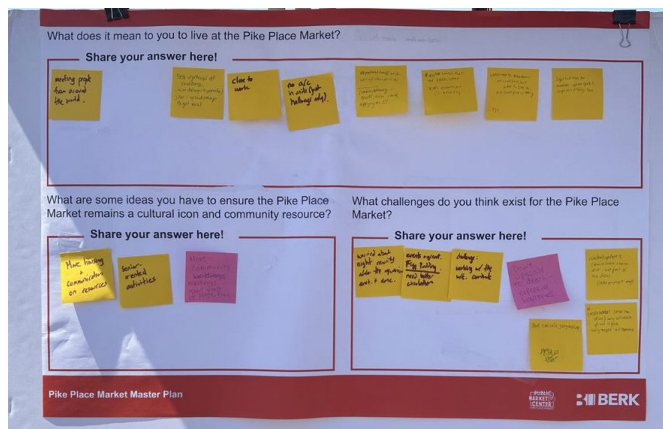
Around 40 people stopped by the BBQ over the course of two hours, three BERK staff in attendance spoke with approximately 20-25 people. Residents learned about the BBQ through the property management team. The BERK staff also had the opportunity to see the Artist in Resident space and spoke with one of the artists.

Board Exercise

BERK had two boards with a few questions on each to engage individuals. These questions were:

Board 1:

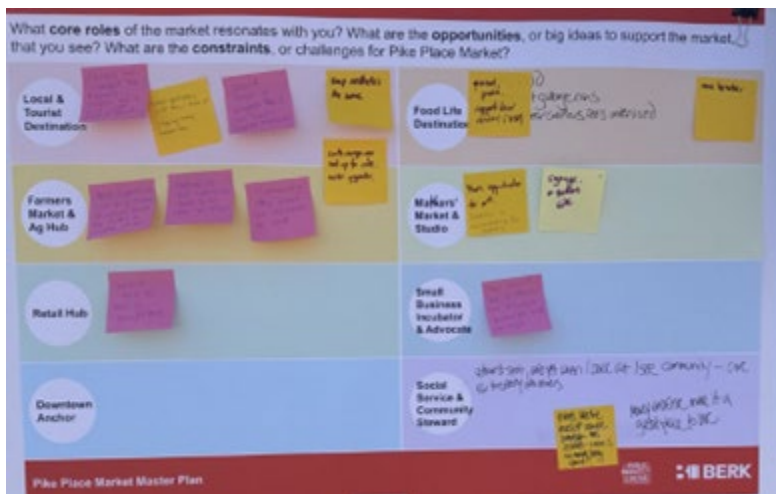
- What does it mean to you to live at Pike Place Market?
- What are some ideas you have to ensure the Pike Place Market remains a cultural icon and community resource?
- What challenges do you think exist for Pike Place Market?



Board 2:

- What core roles of the Market resonate with you?
- What are the opportunities, or big ideas to support the Market, that you see?
- What are the constraints, or challenges for Pike Place Market?

To keep track of people’s responses, BERK took notes on post-it notes. All recorded responses were summarized or written by BERK based on conversations.



Post It Notes

Comments posted on each board were typed up as written and included below. Please note that posts were written by BERK staff rather than residents, and were often a key takeaway, quote, or summary of what was heard. All responses are categorized into the three questions on Poster 1 (see below).

What does it mean to you to live at Pike Place Market?

- It's close to work
- I like the convenience of living in this hub- I can get food whenever I want and the transit hub allows me to go anywhere
- Meeting people from around the world.
- The Market business is separate from the residence and social services
- We are spoiled, we get a lot of things here
- The department heads work well with the other social services
- The Commons is amazing- they helped me with my taxes, getting an ORCA card, and applying for SSI.
- I like getting fresh vegetables at the food bank, and they now deliver which has been hugely helpful to me. I have to go to the store with food stamps to get meat. I don't buy anything at the Market, it's way to expensive.
- I used to work nearby and volunteered at the food bank for many years, now I live at the Market but in the future I want to live in a quiet place with my daughters.
- I just moved here a few months ago but everyone that lives in my building (Livingston Baker), looks out for each other. I feel safe here.
- Kim is an amazing manager.
- A tourist destination is the first thing I think of- I take my family members here when they visit

What are some ideas you have to ensure the Pike Place Market remains a cultural icon and community resource?

- More housing and communication on resources

- Senior oriented activities
- More community meetings about goals of Master Plan
- Would love to see a thrift store
- There should be a “community day” event for residents to shop
- Small business Incubator & Advocate- This should be a focus. For Market businesses and around.
- More opportunities for art. Interest in volunteering for crafters

What challenges do you think exist for the Pike Place Market

- I wish there were more accessible showers (there are only three in my building). And I wish the sidewalks around here were more accessible- it’s uneven and unsafe for people in wheelchairs and seniors.
- We always use every penny of the Pike Bucks but I don’t shop at the Market without it, it’s way too expensive.
- I avoid the Market between 9:30-4pm, there’s too many people.
- No A/C in units (just hallways only)
- Worried about night security after the aquarium construction is done
- Events and Great. Figgy pudding. Need better escalator
- Don’t upscale to death- expensive boutiques
- Don’t feel safe going outside. I’ve been assaulted twice. I make sure not to go out and come home at night. In the past the security at the Market has been really helpful.
- There are too many constant updates and communication living here- it can get to be a lot but I understand it’s part of the deal. HIN paying for rent, and I’m grateful for that.
- Making sure the waterfront and Pike place market feed in and talk to each other.
- Curb ramps are not up to code. Needs upgrades.
- More benches
- It’s expensive- can buy cherries at whole foods for \$3.99 a pound instead of \$10
- Produce is too expensive. Used to be able to afford.
- Signage on pavilion side
- Improve visibility of the artist in resident space and selling area
- Cruises has changed the Market... Tourists are much bigger part of growth
- Would love a bigger focus on locals- Seattle residents
- Keep aesthetic the same
- The meat, produce, support local vendors (\$\$\$)

