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PIKE PLACE MARKET PC-1 NORTH PROGRESS REPORT PC-1 NORTH DEVELOPMENT PLAN AND WATERFRONT CONNECTIONS

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Pike Place Market, about 1900

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Archival photo from Opening Day, Farmers



1st & Pike, 1912

Opposite page: Newly constructed Market Arcade, 1911

1.0 INTRODUCTION

The Pike Place Market was founded in 1907 as Seattle’s first public market, and is the oldest continuously operated farmers’ market in the United States. Internationally renowned, today the Pike Place Market flourishes as one of the most familiar and beloved icons of Seattle, drawing an estimated 10 million visitors per year. The Market, with its colorful legacy and tradition, serves as one of the most significant economic, cultural, and historic resources for Seattle and the region.

1.1 Pike Place Market History

The Pike Place Market officially opened August 17, 1907 with much public outcry over middlemen and dishonest commission houses whose greed was undercutting the farmers. City Councilman Thomas P. Revelle, “Father of the Pike Place Market” was lead sponsor of the ordinance designating Pike Place as Seattle’s public market. On November 30, 1907, Revelle, in his speech before an excited crowd of thousands at the opening dedication ceremony of the first sheltered Market farmers’ stalls, was prophetic:

“This market is yours, I dedicate it to you, and may it prove a benefit to you and your children. It is for you to defend, protect, and to uphold, and it is for you to see that those who occupy it treat you fairly, that no extortion be permitted and the purpose for which created be religiously adhered to. This is one of the greatest days in the history of Seattle, but it is only the beginning for soon this city will have one of the greatest markets in the world.”¹

¹ Shorett, Alice and Murray Morgan, *The Pike Place Market: People Politics and Produce*, Pacific Search Press, 1985, pgs.27- 28

From that day forward, local farmers selling local produce directly to consumers would have first priority as the Market’s day stall tenants.

In the early 1960’s in the era of suburbanization, advent of convenience store shopping and the auto-centric supermarket, the long neglected Public Market had fallen into disrepair and was declared an urban blight by the city. This opened the door for use of federal urban renewal funds to bulldoze the market and put in its place a massive complex of glitzy office towers, hotels, and a new boutique market along the high bluff overlooking Elliot Bay.

The Friends of the Market, led by architect and preservationist Victor Steinbrueck, was formed in 1964 to block the City’s plans to raze the Pike Place Market and entire surrounding area. After a protracted seven year civic battle led by the Friends, the Market was saved by a citizen led initiative, known as “Save the Market” Initiative No. 1 in November, 1971 (“Yes” 76,369, “No” 53,263), which established a seven acre historic district within the 22 acre federally designated Pike Place Urban Renewal Project area. The citizens’ initiative was the most far reaching preservation plan ever adopted in the United States and expanded the concept of historic preservation “In order to promote the educational, cultural, farming, marketing, and other economic resources,” and to include retention of traditional market-related activities, goods and services supporting the low income community, small, owner operated shops and especially for the sale directly to consumer of “market fresh” local farm produce.²

² City of Seattle, Pike Place Market Historical District Ordinance No. 100475.

1.2 Purpose of this Progress Report

With the civic visioning of the central waterfront by the City and impending Elliott Bay Seawall replacement and removal of the 1949 Alaskan Way Viaduct, attention has again focused, for the third time since the early 1980's, on redevelopment of the last remaining urban infill site in the nine acre Market Historical District, designated (PC1-N).

For over 30 years, the Pike Place Market Public Development Authority (PDA) has sought to redevelop the PC1- site in order to re-establish historical uses and re-integrate it into the Market. Most recently in Spring 2011, the PDA, anticipating a new opportunity to “fill a hole” and complete the 1974 Urban Renewal Plan, initiated design and feasibility studies for re-development for one of the most complex and challenging urban infill projects located in the Market Historical District in the city today. The PC1-N site presents extraordinary development challenges including costs and financial feasibility, severe physical site constraints, a maze of development controls and regulations, and a massive structural hurdle requiring any new construction to straddle the Burlington Northern Railroad tunnel which transects the site.

This PC1-N Development Plan Progress Report is intended to provide an historical context and help guide future planning, final design, and implementation of the overall Development Plan for the PC1-N and Waterfront Connections Project.

1.3 Market Ownership and Governance Structure

The Market is owned and managed by the Pike Place Market Public Development Authority (PDA). Following passage of the Market Initiative No. 1 in 1971, The PDA was formed to rehabilitate, own, and operate the public Market. With an operating annual budget of over \$13 million, the PDA is a quasi-public municipal corporation chartered in 1973 by the City of Seattle with the mission to promote enterprises essential to the functioning of the historic Pike Place Market and which includes the preservation and expansion of the market's surrounding low-income residential community, the survival of small owner-operated businesses, the presence of fresh local farm produce and a wide range of ethnic goods, groceries, and sundries, as well as the expansion of services to the public market community. The PDA maintains and operates 14 buildings in the nine acre historic district, and is governed by a 12 member council with five standing committees.

The purpose of the PDA as the public market's redevelopment agency is to provide a legal entity through which citizens may fulfill the aims and objectives of the Pike Place Market Historical District Ordinance 10045, and the Historic Preservation Plan for the Pike Place Urban Renewal Project? Area. The PDA, as authorized, may also be involved in the rehabilitation and redevelopment of surrounding areas that might impact the character of the Market Historic District. Accordingly, and consistent with the PDA's charter, the PDA has an ongoing interest and obligation to be engaged in plans for the removal of the Alaskan Way Viaduct and revitalization of the central waterfront. For nearly two years, the PDA has been collaboratively



Property of Museum of History & Industry, Seattle



PIKE MARKET
Senior Center Food Bank

engaged with the City and waterfront stakeholders in plans to develop a Waterfront Concept Plan). The Plan will integrate with the Market’s design goals for the PC-1 N site in a way that celebrates, activates, and increases pedestrian access to the waterfront, the Market, and extends public views.

1.4 Market Historical Commission and Guidelines

The Pike Place Market Historical Commission, a 12 member body appointed by the mayor, has quasi-judicial authority over use and design approvals within the Market Historical District, in accordance with Pike Place Market Historic District Ordinance No. 100475 and Commission Guidelines.

The Historical Commission’s Guidelines (pursuant to the Market Preservation Ordinance SMC. 25.14), are used as an authoritative basis for decision-making on the approval of uses and designs in the Market to protect and preserve the Historic District. The Commission has discretionary powers to interpret and apply the Guidelines to specific development projects. The Guidelines are intended to “stimulate harmonious and orderly development, while allowing gradual adjustment to varying and changing Market activities.”³

The Market Guidelines relevant to new development in the Market place strong emphasis on contemporary architectural forms that draw from the “humble and anonymous” character of typical buildings within the District, but do not attempt to mimic the style of existing buildings. Utmost emphasis is placed on enhancing primary

³ Market Historical Commission Use and Design Guidelines (as amended April 25, 2012)

pedestrian connections between the Market and central waterfront, and connections between the PC1-N site specifically, and adjacent portions of the District Victor Steinbrueck Park, the North Arcade, and Heritage House congregate care facility.

Of particular importance under the Market Guidelines is the preservation or enhancement of public views through and from the Market and from Victor Steinbrueck Park, and visual connections between the Park and central waterfront shoreline.

1.5 The Market Foundation

Integral to the Market’s preservation goals, the Market Foundation was established in 1982 and is a private non-profit corporation with its own community governing board housed in the Market. Its mission is to “Preserve the Pike Place Market as a vital historic Seattle landmark in which a diverse population lives and thrives.” The Foundation supports programs in the Pike Place Market that provide critically needed food, medical care, child care and early education, and housing and employment services for more than 10,000 homeless people, and hundreds of low-income residents, and elderly people in downtown Seattle each year. The Foundation also supports the Market’s heritage programs, public improvements, and repairs to the Market’s historic buildings, developments of new low-income housing in the Market, and programs that assist the Market’s farmers. Rachel, a full size bronze piggy bank at the foot of Pike Place, is the Market’s most famous resident—raising thousands of dollars for these populations annually—and symbolizing the care and compassion of the entire Seattle community.



2.0 PCI-N BACKGROUND AND CONTEXT



Archival photo of Municipal Market



caption

caption



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Opposite page: caption

2.1 Ownership and Early History of the Site

The property known today as PC1-N is within the 22 acre Pike Place Urban Renewal Project area inclusive of the smaller nine acre Market Historical District. The PC1-N parcels along with other core Market properties were purchased with federal funds by the City of Seattle in 1974 under threat of condemnation for Market redevelopment purposes prescribed in the 1974 Pike Place Urban Renewal Program. The PC1-N site had been previously occupied since 1924 by the Municipal Market Building, part of an historical assemblage of core market properties owned by the Desimone family prior to passage of the 1971 Market Initiative.

2.2 Municipal Market Building/North Arcade

1922 – 1974 Chronology

In October 1919, under citizen protest, the Seattle City Council voted to revoke farmer use of the Pike Place thoroughfare due to overcrowding and traffic congestion. Hearings were held before the City Council to build a new market structure across Western Avenue to rehouse displaced farmers. Two private rival corporations—Westlake Market and the Public Market & Department Store competed for the project. The City Council voted for the Pike Place location and authorized an agreement to permit the construction as a joint project—the North Arcade and Municipal Market buildings.

An early form of public private financial partnership, the Arcade was publically financed, and the privately funded Municipal Market and completed space were operated by the city. In exchange, the City transferred use of the Pike Place sidewalk public right-of-way to the Public Market Corp. The first southern portion of the steel shedded

North Arcade was dedicated in August 1922, again under protest by the farmers, who claimed they had been deprived of their right to sell in the most desirable location, which had been turned over to the high stall vendors selling produce from California. In June 1923 the second, northern portion of the North Arcade was dedicated, restoring farmer stalls to the location they more highly coveted for the foot traffic; the Municipal Market was completed in March 1924. To service the new market center by car, a vehicle bridge across Western Avenue allowed shoppers access from Pike Place to circle through the top floor of the Municipal Market to pick up purchases—possibly one of the nation’s earliest drive-through farmers’ markets.

By the late 1960’s the Municipal Market Building had become derelict and the roof top was repurposed for market shopper parking accessed from the old Desimone Bridge across Western Avenue. In 1974, the building was partially destroyed by fire. In June 1974 after the City of Seattle Building Department condemned the building as unsafe, the Market Historical Commission determined that it would be infeasible to rehabilitate the structure and requested authorization from the City Council to demolish the building and to study a replacement parking strategy for the site.

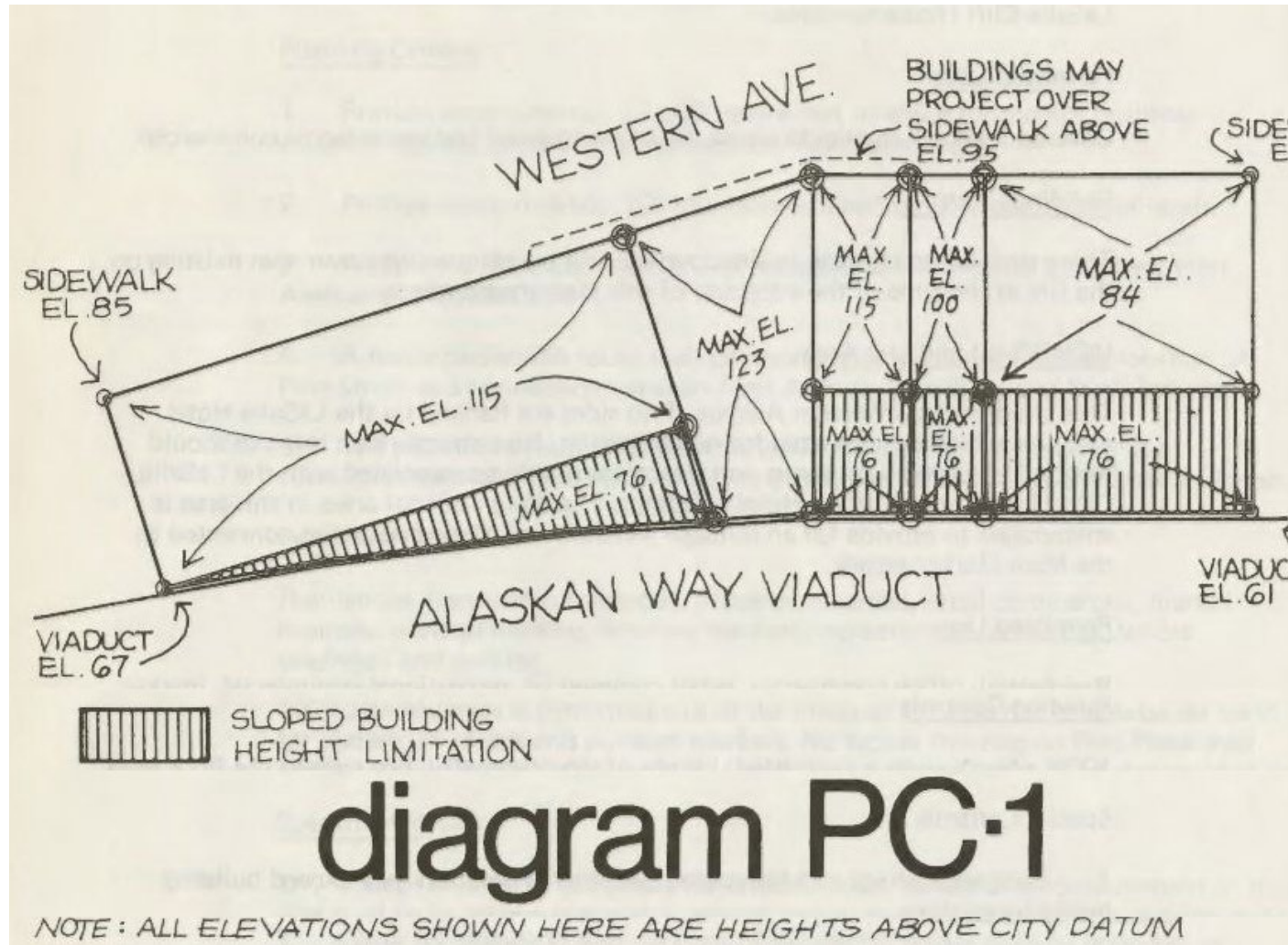
The Desimone Bridge, now an untelligible historic artifact and “bridge to nowhere,” was enclosed in the 1980’s and serves as an extension of the North Arcade daystalls. A second arched pedestrian bridge at the far north end of the Arcade, rendered useless after the 1974 fire that destroyed the Municipal Market, was removed and later sold to a rural farm to “serve as a livestock crossing over a large creek.”

2.3 Market Historic District and Boundary Expansion

In 1986 and again in 1989, the original seven acre Market Historical District boundary was expanded west of Western Avenue to include Victor Steinbrueck Park, and later the entire PC1-N site and in order to ensure future redevelopment would serve Market needs and be compatible in design with historic character of the Market. The south half of PC1-N was redeveloped by the PDA in 1986 for market supported uses.



Property of University of Washington Libraries, Special Collections



Pike Place Urban Renewal Plan, January 1974

2.4 Pike Place Market

Urban Renewal Plan Framework 1974 – 2017

Underlying base zoning for the PC1-N site is prescribed by the city zoning designation Pike Place Market Mixed (PPM-M), which sets the maximum height structural limit at 85 feet. The Pike Place Market Urban Renewal Plan further limits maximum heights (see height diagram) to protect public views of the shoreline from the Main Arcade. The Pike Place Market PDA has final determination over development of new buildings in the Market Historical District pursuant to its Use and Design Guidelines.

2.5 Pike Place Urban Renewal Plan Goals

The Pike Place Urban Renewal Plan (“the Plan”) adopted by ordinance by the City of Seattle [and amended in 1974], sets forth five principal goals, which as a whole, establish the purposes of the Urban Renewal Project as it relates to the historical fabric, functions, phasing economic development, and aesthetic character⁴:

1. Preserve and perpetuate the cultural, economic and historical qualities related to the Pike Place Market and surrounding area, as set forth in the Historical District Ordinance.
2. Execute the work of the Project with the least possible disruption to the activity and quality of the Pike Place Market.
3. Stabilize and renew the economic and physical vitality of the Project area.
4. Develop a community which will sustain the vitality of the Project area.
5. Develop amenities which capitalize on and utilize the features unique to the Project area.

⁴ City of Seattle. Department of Community Development, Urban Renewal Plan Pike Place Market. Amended January 4, 1974. Seattle WA

2.6 Plan Priority Uses

The Plan designates 12 principal land use zones and specifies predominate uses for each zone [see land use map]. The mix of land uses for each designated zone is illustrative of types of predominate uses permitted in each zone, but does not restrict other similar compatible uses permitted in each land use category.

The PC1-N site is located within the Market Historic District just south of Victor Steinbrueck Park. The property was designated “PC-1” and assigned parking and commercial as priority uses under the amended 1974 Pike Urban Renewal Plan. The Plan states that the PC1-N Site, formerly the location of the Municipal Market built in 1924, “⁵...shall be the location of structures containing public parking for the Project Area and should provide for development of commercial, residential, and public spaces to complement the existing Market activity.” The Plan also places heavy emphasis on the importance of maintaining and rehabilitating low income housing in the Market area, and sets priority uses for future redevelopment of the Pike Place Market Historic District and neighboring properties surrounding the district.

Priority uses for PC1-N must by law be consistent with the uses prescribed and authorized under 1974 Pike Market Urban Renewal Plan, and should include a mix of uses that support traditional market functions and improve pedestrian and vehicular access to the market and central waterfront. These may include: parks and open space; recreational commercial (e.g. art galleries; libraries; museums; theaters; arts studios; restaurants; bars; etc.); replacement parking;

⁵ Urban renewal Plan p. 9

storage for market tenants and merchants; housing, and space for social services.

2.7 Plan Urban Design Objectives

An enduring set of general design principles, the Plan sets forth the following 11 Urban Design Objectives intended to protect and reinforce the essential character and historic qualities of the Market area:

1. Preserve and improve the Pike Place Market Historical District in accordance with Guidelines set forth in the Market Historical District Ordinance.
2. Maintain the Market as a natural focal point in the area, and provide convenient links to the Waterfront and downtown core areas.
3. Perpetuate a Market environment which encourages the contributions of individuals as a source of diversity, social vitality and visual energy.
4. Plan and design residential areas which promote a sense of community and social well-being.
5. Achieve compatible relationships between rehabilitated buildings and new structures in the Project area. The materials and detailing of all new construction shall blend into the character of the Historical District and have qualities which visually demonstrate the passage of time without compromising the required performance of material.
6. Provide protective and transitional areas around the Pike Place Market through control of land use and the form and character of buildings
7. Design buildings to express their individual functions and

relationship and contribution to harmony of the whole.

8. Preserve linear qualities of Pike Place (the street) as the organizing element for the Market portion of the Historic District. Irregular and contrasting building masses throughout the Project area shall rely on this street for visual and functional reference where possible.
9. Preserve views to the west through extensions of the approaching street corridors and by utilizing grade differentials top achieve a progression of views through, into, and over the Project area.
10. Provide a continuum of public spaces which respond to social habits of people, interlace functionally with the surrounding activities and enhance public enjoyment through the appropriate use of materials, scale, architectural detail, furniture and lighting.
11. Preserve and develop areas, enclaves and spaces of distinctive identity, contrasting character and experience, and maintaining the heterogeneous qualities of the Project area.⁶

2.8 PC1-N Existing Physical Site Conditions and Features

The entire PC1-N site encompasses the surface parking lot to the north and the Heritage House Congregate Care Residence, Food Bank and Market Garage to the south. The PDA has operated the surface level public parking under an agreement with the City since 1979. The north portion of the PC1-N site is bounded to the east by Western Avenue, to the west by the soon-to-be demolished Alaskan Way Viaduct (State Highway 99), Victor Steinbrueck Park to the north, and Heritage House to the South. The parking is critical service

⁶ Urban Renewal Plan, p. 6.



Existing site, Victor Steinbrueck Park, views

parking for market merchants, suppliers, vendors, market employees and Market customers.

Victor Steinbrueck Park (originally Market Park), comprising 0.8 acre (39,142 square feet), occupies the northern half of the PC1-N site and was completed in 1982. The park lids a privately owned and operated parking structure between Western Avenue and the Alaskan Way Viaduct. Architect Victor Steinbrueck co-designed Market Park, as it was originally called, with Richard Haag, and described the promontory location as “one of the grandest downtown lookout places.”⁷

The total land area of PC1-N is approximately three-quarters of an acre. The site is trapezoidal and elongated north south, and drops about 30 feet down to the southwest of Western Avenue. Remnants of the demolished Municipal Market structure remain, including a foundation wall buttressing Western Avenue.

On the west side there is the possibility of expanding the PC1-N site through vacation of a narrow elongated strip of under-utilized street right-of-way owned by the city. A distinguishing historical feature of the city’s original street grid pattern, where the differently oriented street grids converge at Pine and Stewart Streets to form a hinge point at the south end of the PC1-N site. The public views through this right-of-way corridor are intended to be preserved under the Plan. At the southwest corner on the west side of the property there is a public street end stair to the waterfront, which receives surprisingly heavy pedestrian use during peak season.

⁷Victor Steinbrueck, Market Sketchbook (1968), University of Washington Press, Seattle

2.9 Burlington Northern Railroad Tunnel

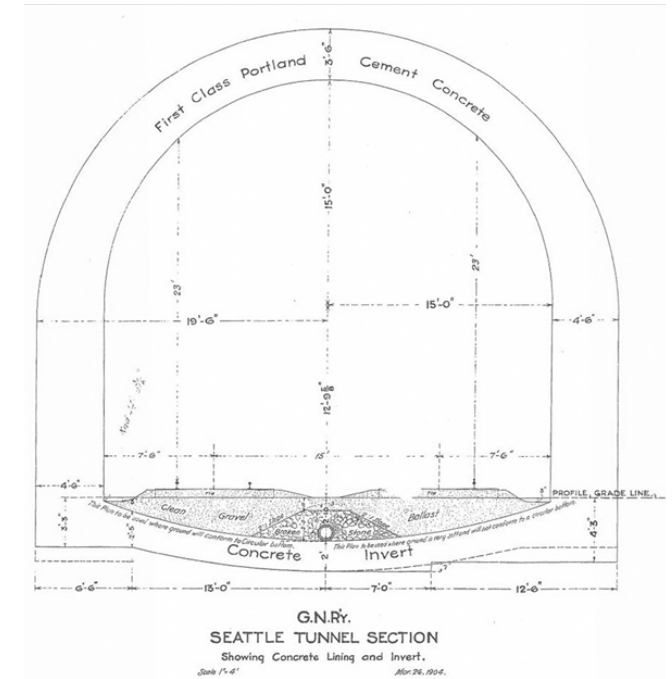
A horseshoe shaped tunnel owned by Burlington Northern Railroad completed in 1905 crosses the PC1-N property below grade at an acute angle from the southeast corner to the northwest corner where it daylights beyond the property to the west. The inside dimensions of the tunnel measure approximately 30 feet in width, and 26 feet in height. The tunnel walls are concrete and vary in thickness from three and one-half feet at the crown, to four and one-half feet below the spring line. A concrete header cap rising approximately three to four feet above the top of the crown was later constructed to fill a void left by excavation and reinforce the tunnel structure. Critical to the development plan structural design and engineering, in the summer of 2012, borings were undertaken to determine the precise location of the header cap elevations and tunnel exterior walls.

In 1981, a feasibility study of site conditions and tunnel structure was undertaken by N.G. Jacobson & Associates, Inc. for the PDA. The report advised that, “No new loads either vertical or lateral, can be added to the tunnel. The proposed structure must span the tunnel, between groups of large caissons that extend down at least to the tunnel floor elevation.” The engineering report called for a bridge-like structure to span the tunnel using a heavy reinforced concrete frame.⁸ More recent engineering studies conducted by the PDA’s current design consultant team reaffirm the need for extreme measures to avoid disturbance, with either new over-bearing or eccentric loading of the 110 year old tunnel structure.

⁸ N.G. Jacobson and Associates, Inc., “Pike Place Market Parking Facility and Air Rights Development Study,” Prepared for Pike Place Market PDA, Seattle, December 1981, pgs. 24-25



Above: Archival photos of early tunnel construction



Above: Tunnel construction drawing

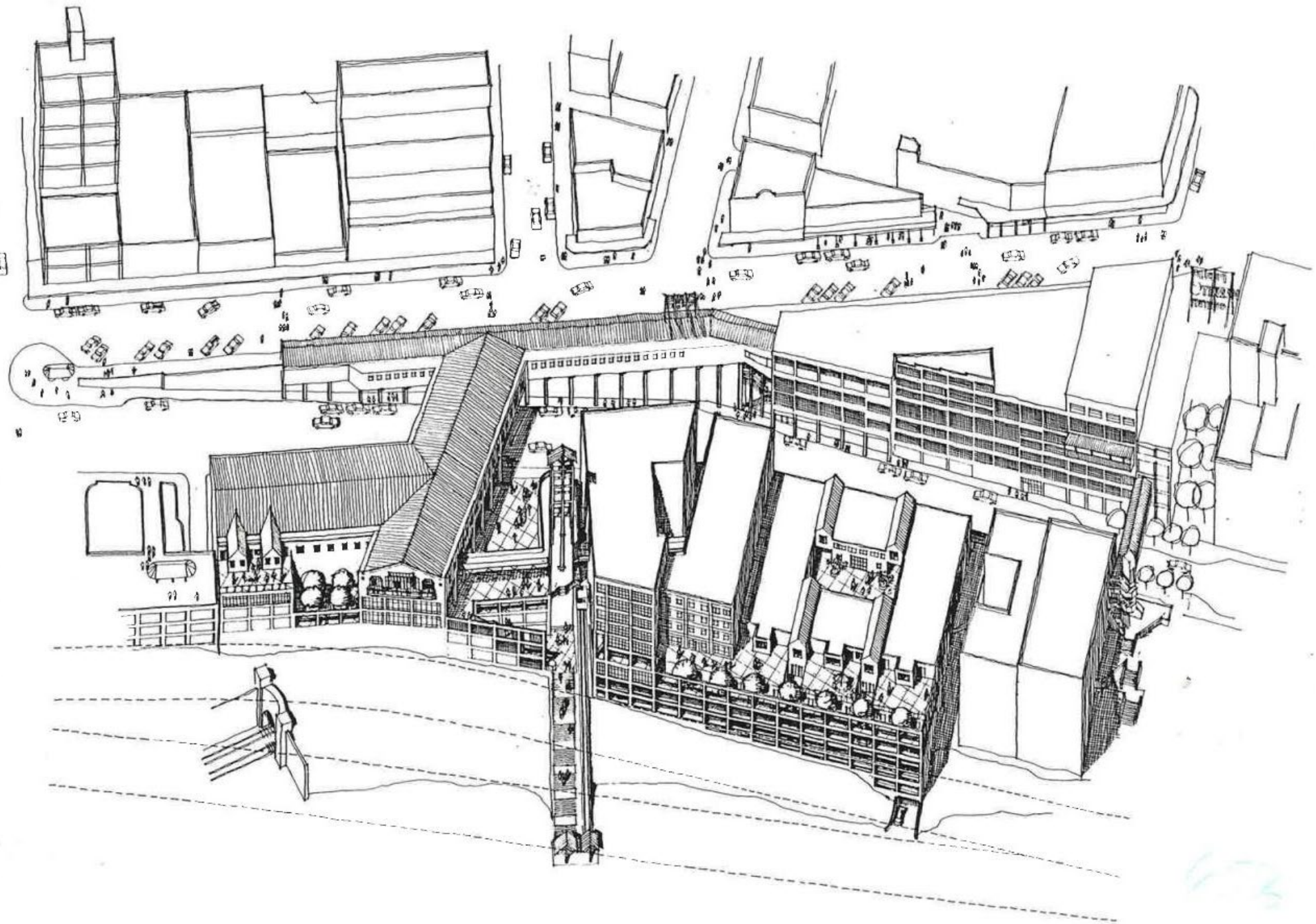


Archival image: Princess Angeline and her "little shack"

2.10 Cultural and Archaeological

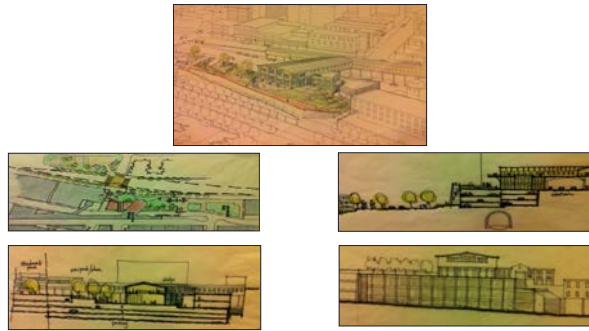
Research into the early uses of the site, including the city's photographic archives, maps, and drawings revealed some interesting historical findings and artifacts, including old glass jugs, an iron horseshoe, and demolition debris from the old Municipal Market, and extensive heavy timber cribbing used to support the masonry tunnel. Prior to construction of the Burlington Northern Tunnel, a Sanborn Fire Insurance Map and early photographs reveal a random scattering of what was described as "cheap shacks" along the steep bluff above Elliott Bay and the tide flats. Of particular historical importance, Princess Angeline (circa 1820 – May 31, 1896), a Duwamish Indian and eldest daughter of Chief Seattle, had her final home in one of these tiny abodes just south of the PC1-N site along Western avenue near the Pike Street Hill Climb. Kikisoblu (Kick-is-om-lo) as she was called in her native tongue of Lushootseed, did laundry for the uplanders and sold hand-woven baskets at the Olde Curiosity Shop on the waterfront below the market. Bent and wrinkled, the Duwamish Princess was a familiar figure on the streets famous all over the world; she was the last of the direct descendants of Chief Seattle for whom the city was named.⁹

⁹ Princess Angeline, Wikipedia, and local photo historian Paul Dorpat



THE URBAN GROUP

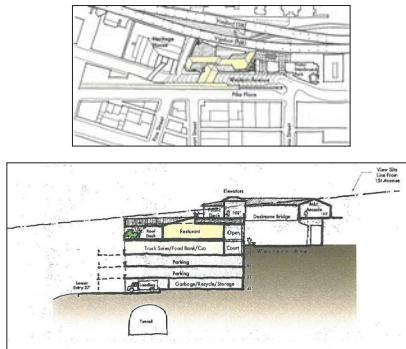
PC1-N Study and Analysis History



2002 PC1-N Charrette

PC1-N Study and Analysis History

Historic Priority Uses Considered for PC1 North



Additional study 1990-2000

3.0 PAST PCI-N DESIGN STUDIES

The current PC1-N Redevelopment Plan has been a priority of the PDA for over 30 years, and builds on several past development proposals, feasibility studies, and design charrettes undertaken by the PDA. A summary of these is included in “PC1-N A Short History of Discussions and Plans” – PDA Staff 2000.

3.1 2002 PC1-N Design Charrette

In 2002, after nearly two years of extensive public outreach The PDA initiated a series of reports detailing workshops and public dialogue assisted by over 50 local architects, planners, designers, and engineers, over the future of the PC1-N site—the last undeveloped parcel in the Pike Place Market Historic District. In the spring of 2002, the PDA conducted a Design Charrette, led by a six member team of designers. Six Alternative Design Concepts were produced by the team, with many common elements. The resulting eight “Lessons Learned” from the PC1-N Charette were developed with the hope they would assist in determining the future of the property: 1) The Market is a Public Resource; 2) Public Uses are Important; 3) Connect? to Victor Steinbrueck Park; 4) Make Public Pedestrian Connections; 5) Preserve and Enhance Views; 6) Architecture Should Have a Simple Straightforward Character; 7) Anticipate Removal of the Viaduct; and 8) Don’t Wait to Develop the Site.

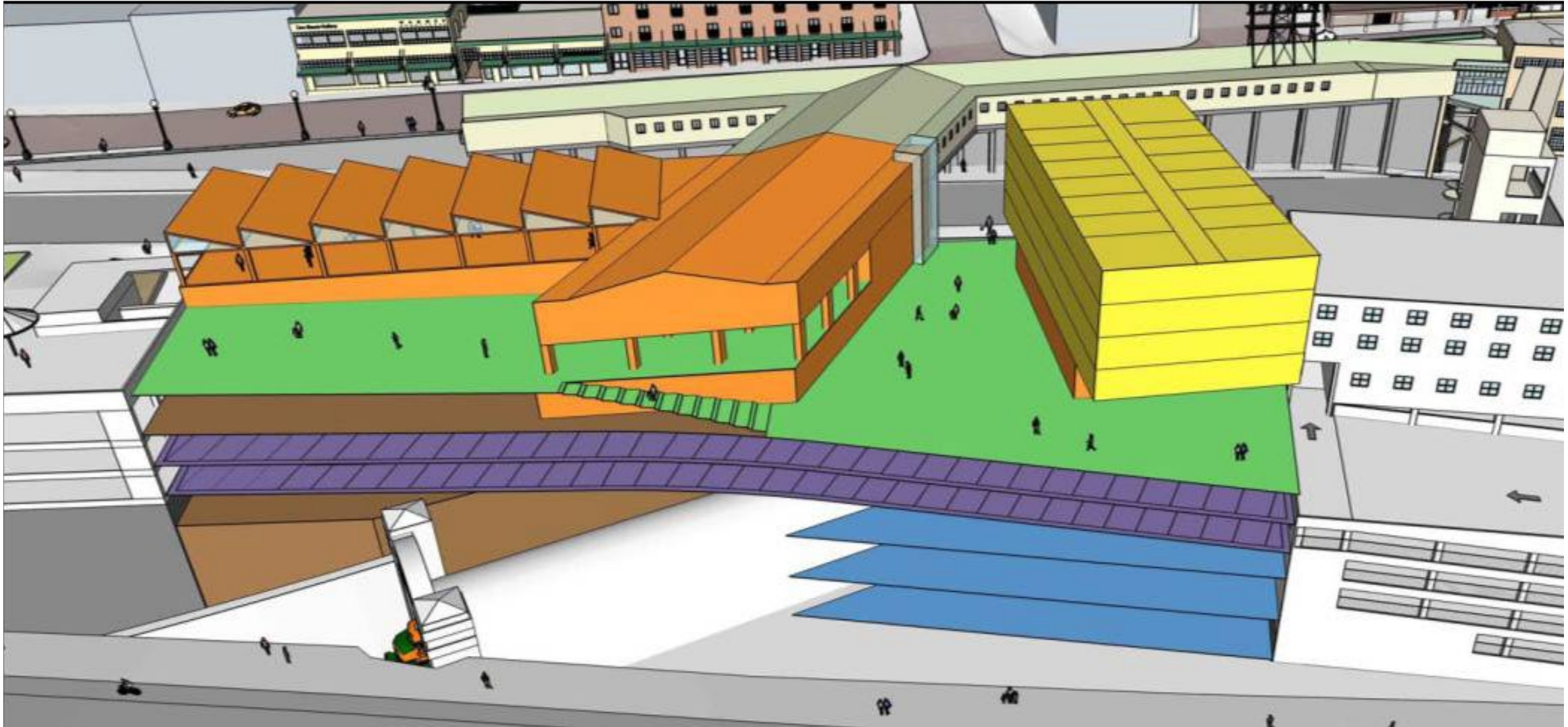
The six teams’ specific recommendations were the adoption by the PDA Council of a statement of Guiding Principles for development of the PC1-N site; a list of Preferred Program Elements; and

identification of Market Needs intended to provide program and design guidance for the future. As in earlier studies, much attention was devoted to the importance of protecting and enhancing public views from and through the site and from Victor Steinbrueck Park. Other common elements drawn from the Charrette emphasized the importance of public circulation from the Market Arcade through the site and Steinbrueck Park, public use and open space, strong waterfront connections, and complementary uses supporting Market activities. Design aesthetics urged for the PC1-N site suggest an “architectural character that is simple and straightforward, providing a framework for the activities of the market, with people and products providing vitality and color.”¹⁰

Preferred Program Elements identified in the 2002 Charrette agreed to by the PDA Council included: Public Open Space; Public Circulation and Pedestrian Connections between Market, Steinbrueck Park and the Waterfront; Public Parking; Market-related Retail; Storage; restrooms; a Community Kitchen, and Food Bank. After another year of public workshops and continued community outreach, The PDA presented its final recommendations to the Seattle City Council in the fall of 2003. No further action was taken for several more years, while the city entered into a protracted public debate over the fate of the Alaskan Way Viaduct and replacement options.

¹⁰ PDA, PC1-N Design Charrette Summary Report, PDA Council Work Session, Attachments. August 14, 2002.

Opposite page: NBBJ aerial sketch



4.0 PC-1 N DEVELOPMENT STUDIES, 2011 - 2013

In April 2011, the PDA recognized that replacement of the Alaskan Way Viaduct and Elliott Bay Seawall presented “a once in a life time opportunity to rethink Seattle’s central waterfront,” as well as the need to move aggressively forward with a new development plan for PC1-N in conjunction with development of City-led civic visioning, Concept Design, and Framework Plan for the central waterfront. In August 2011 The PDA Council formed the ad hoc Waterfront Redevelopment Committee (WRC), and established an early policy framework to guide the conceptual design process for PC-1-North project.

4.1 PDA Council Policy Framework:

Design and Use Principles, Goals and Objectives

The PDA identified eight Key Objectives intended to advance and inform the building program and design process:

1. Preserve Market and public views from Main Arcade
2. Maximize open space and enhance pedestrian access
3. Complement and enhance Market’s traditional commercial and retail activities
4. Increase Market storage
5. Increase public & service parking for the Market and improve vehicular access
6. Preserve the Market’s spirit, historic character, and sense of arrival
7. Preserve Market’s economic vitality and “Meet the Producer” principles
8. Define PDA’s long-term stewardship and governance role in relation to the central waterfront planning efforts

Between August 2011 and September 2012, the PDA approved four successive resolutions supporting redevelopment of the PC1-N site, including resolutions to adopt preliminary Priority Uses for PC1-N (August, 2011); Design and Development Planning (July, 2012); Final Concept Design (September, 2012), and approval of building program; a Memorandum of Understanding (MOU), with the City of Seattle for the terms and conditions for the transfer of ownership of

the property to the PDA. A major milestone occurred on February 25 2013, when the City Council passed ordinance No.117699 authorizing the execution of the MOU with the PDA “Concerning the Redevelopment of the PC1- North Site within the Pike Place Market Historic District.”

4.2 Priority Uses, Site Analysis and Preliminary Building Program

Informed by years of past studies, extensive community outreach and work of staff and design consultants, the PDA Council confirmed by resolution (11-77) priority uses of PC1-N to be “use(s) that foster facilitate and/or enhance a connection to the existing Market properties, shops and vendors, and /or use(s) that include an extension of the Market’s functions, character and/or historical uses to PC1-N and perhaps to adjacent areas as part of the waterfront redevelopment, which uses might include commercial/residential activation, social service use, use for programs related to Market activities, parking and /or storage.”

The PDA Council approved Resolution 11-102 PC1-N in December 2011, which established the preliminary building program for the PC1-N site and adjacent developable areas “should serve to support and enhance area as part of waterfront redevelopment, and shall improve Market pedestrian connections to and from the central waterfront through the PC1-N site; adopted as its preliminary building program, consistent with the Market Historical Commission guidelines, general uses to include retail residential, replacement parking, storage, social services, public space, circulation, and pedestrian passage.”¹¹

¹¹ PPMFDA Council Resolution 11-102, PC1-North Preliminary Building Program, Approved by Council, December 15, 2011. Seattle

Opposite page: SRG aerial



5.0 PC-1 N DEVELOPMENT CONCEPT

With the City and State's plans to demolish the northern portion of the Alaskan Way Viaduct in 2016, a major impediment to redevelopment of the PC1-N site will be lifted, and the city's urban core can be re-joined after 50 years to the future re-designed waterfront through a dramatically enhanced pedestrian connection through PC1-N, the "Overlook Walk," conceived of by the central waterfront city design team James Corner Field Operations.

After more than 30 years of studies and indecision, plans for the PC1-N—the last infill redevelopment project in the Pike Place Urban Renewal Project area—can finally move forward with intention and greater certainty.

5.1 Project Goals

The Market's overarching goal for the PC1-N project is to not only meet Market needs, but to work collaboratively with the city's design team to reach an integrated whole with the design of PC1-N, Victor Steinbrueck Park, and the new pedestrian connections extending to the revitalized waterfront. The pedestrian experience should be welcoming, comfortable, accessible, and provide seamless series of active, playful and unique spaces, terraces, and programs throughout the seasons.

5.2 Community Involvement and Design Collaboration

The success of the project can only be assured through intense and continuous Market stakeholder involvement in the design process. The PDA, through its Waterfront Design Committee (WRC) and

design consultant The Miller Hull Partnership, has met continuously and held working sessions over the past two years with the Market Historical Commission, Market Foundation, Market Constituency, Market and waterfront stakeholders, city staff, and the City's Waterfront Design Oversight Committee to seek comment and design direction in the development of this Concept Plan.

5.3 Design Concept

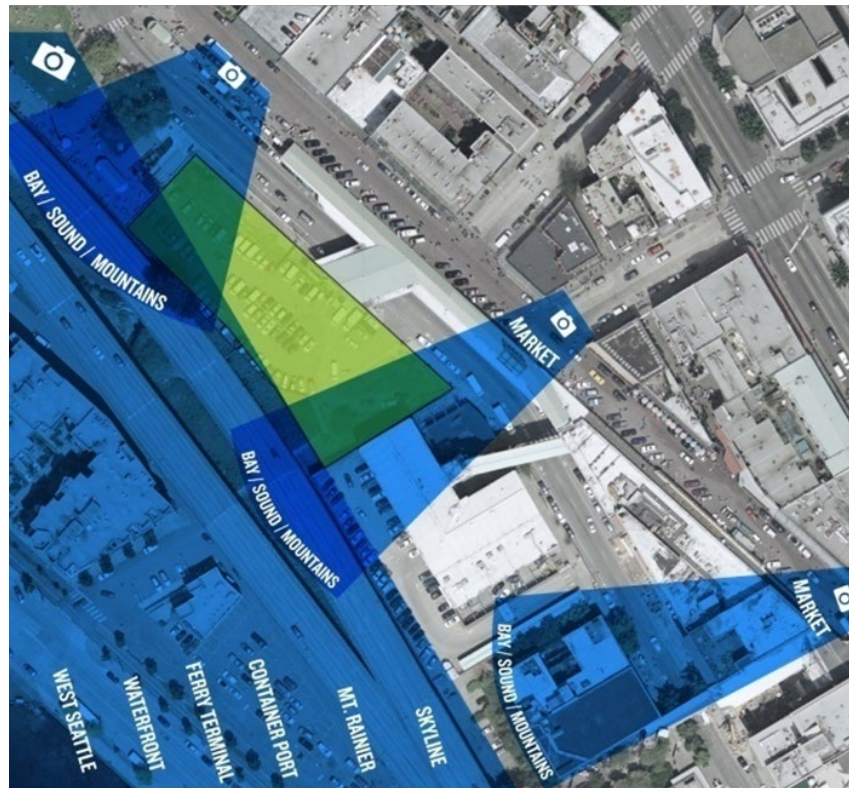
The design rationale and use program for the PC1-N Final Concept Design were the result of extensive community and stakeholder involvement, and the close evaluation and analyses of the physical, zoning code and regulatory constraints, Market Commission Guidelines, primary public views, pedestrian circulation patterns, massing studies, parking feasibility, and economic feasibility. The resulting Concept Design has been heavily influenced by all of these factors, the designers Miller Hull cite as particularly relevant the Guideline goals of maintaining and enhancing pedestrian qualities, respecting and enhancing visual connections between Victor Steinbrueck Park, Elliott Bay, respecting surrounding historic buildings through creating a unique utilitarian architecture that differentiates new buildings from historic, while maintaining compatibility in massing, scale, size, granularity, structure, and materials. The design team also was inspired by the character of simple utilitarian building facades along Western Avenue, and the use of concrete post and beam structures commonly referred to as the "Western Frame," and heavy timber structures commonly found throughout the Market.

*Opposite page: Concept rendering:
View back toward the Market from the Overlook Walk*

5.4 Market Views

Because of the Market's prominent location stretched out along the high bluff overlooking Elliott Bay, public views from and through the Market are among the most spectacular in downtown Seattle, are much a part of the ambience, and have always been important to the Market experience. Prominent public and semi-public views include city views of the Market, and from the Market sweeping panoramic views to the west of the Elliott Bay, Alki Point, and Olympic Mountain Range, the historic wharfs along the central shoreline, and to the south the grandeur of snowcapped Mt. Rainier, and the colorful towering cranes of Seattle's port facilities and Harbor Island. Past PC1-N development proposals that did not respect these highly valued public views were met with fierce opposition.

Before proceeding too far into building design, the architects set out to identify, analyze, and qualify public views from various vantage points within and surrounding PC1-N Site. They established a hierarchy of primary interior and exterior views from within the Market District. Four viewpoints were determined to be primary iconic views of the Market from the city: Pike Street, Pine Street, and Victor Steinbrueck Park. Next, they identified as the primary interior views from within the North Arcade across the site, semi-public restaurant views in the Main Arcade, and views from the Desimone Bridge. Aided by sophisticated computer visualizations taken from various viewpoints, the designers then chiseled away at the allowable building envelope and massing until a "sweet spot" with the primary view sheds was determined.



View from Victor Steinbrueck Park



View from Pike St.



View from Pine St.



View from Stewart Street



View from Pike Place



5.5 Pedestrian Circulation

The Market is a veritable labyrinth of inter-connecting passage ways, heavily trafficked arcades, tucked away halls, stair climbs, alleyways and streets that invite the visitor to explore and discover unique corners of the neighborhood. Not unlike a Turkish bazaar, way finding can be challenging to those unfamiliar with the Market's complex aggregation of buildings, passages, and public places.

Specific design goals were established through the architects' circulation analysis for strengthening pedestrian flow through, and within, the PC1-N site and connections between PC1-N and the Main Market Arcade, Market Down Under levels, Victor Steinbrueck Park, Western Avenue, the Overlook Walk and the central waterfront. The pattern that emerges is a series of broad interconnected walks through retail areas, public spaces, Victor Steinbrueck Park, and roof top view terraces that support traditional market activities, store front activation of Western Avenue, greatly enhanced public view enjoyment, leisure activity, children's play, and waterfront access.

1. *Connect to the Overlook Walk along the west edge of the site*
2. *Connect to Victor Steinbrueck Park*
3. *Connect to Western along south edge of site*
4. *Stair connection up to the Desimone Bridge*
5. *Activation of Western Avenue with commercial*
6. *Connect the Desimone bridge to Victor Steinbrueck Park which creates a larger circulation loop back across Western to the north end of Pike Place*
7. *Establish a new, second and lower level on the truss bridge to provide improved access to the DownUnder in the Market*
8. *Explored a new stair and pedestrian crossing at the north end of Market arcade*

Guiding Principles

To guide design and future development of PC1N site and participate constructively as a stakeholder in the city's Waterfront Concept Designs, the PDA Council has adopted a set of Guiding Principles for PC1N and adjacent areas west extending to Alaskan Way and the Waterfront

Guiding Principles

- Pedestrian Access and Neighborhood Connectivity
- Vehicle Access
- PC1N Priority Uses
- Character and Identity
- Views
- 24/7 – 365 Activation
- Financial Viability
- Preservation and Sustainability

PC1-N Priority Uses

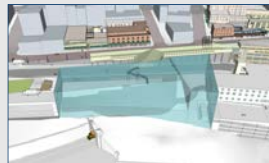
1. **Parking** –loss of 130 spaces from surface lots and need to preserve as many of the existing 81 spaces as possible.
2. **Storage** –Cold storage and dry storage is chronically in short supply. Key component in retention and recruitment of farmers, crafters, restaurants and businesses.
3. **Commercial/Residential Activation** –Financial support for development and maintenance of PC1N could include commercial and/or residential activation along the edges. activating space along Western, new space facing the Waterfront and integrating with the Desimone bridge consistent with historic plans and concepts.
4. **Social Services** – Many social services in the Market have adequate space to support their mission including the Senior Center, Pre-School and Childcare and Medical Clinic. The Foodbank, while operating successfully, faces ongoing challenges with access and space. Could improve access to the Foodbank and consider possible relocation and expansion.
5. **Programs** –Provide opportunities to expand and support components of core programs including farming, education and busking will greatly aid in the successful activation of new public space created between the Market and the Waterfront.

PC1-N General Building Program

December 15th, 2011

RESOLUTION 11- 102: PC1-North Preliminary Building Program

- Support and enhance the Market’s core mission, functions and character, consistent with historical uses for PC1N and adjacent areas as part of Central Waterfront redevelopment
- Improve Market pedestrian connections to and from the Central Waterfront through the PC1N site
- Develop the PC1N site to its maximum potential for serving core Market mission and functions
- Remain consistent with Market Historic Commission Guidelines
- Include the following general uses:
 - Retail
 - Residential
 - Replacement parking
 - Storage
 - Social Services
 - Public Space
 - Circulation and Pedestrian Passage



6.0 BUILDING PROGRAM

The PDA Council’s adopted goal for the PC1-N site and adjacent developable areas is to “serve and support the Market’s core mission; functions, and character, consistent with the historical uses for PC1-N,” and to seek to develop the site to its maximum potential.¹² After extensive study of both regulatory and physical/environmental site constraints, the Miller Hull Concept Design, approved by the PDA Council in September, 2012, was developed through a year-long integrated process of considering Historical Commission Guidelines, the Market’s historical and priority needs for parking replacement, social services, housing, and complementary retail, construction and ongoing cost-estimating and financial feasibility, and the City’s emerging design goals for creating major new connections to the central waterfront once the Alaskan Way Viaduct is demolished. The result, after years of studies, is a sensitively crafted building program and Concept Design to move the long stalled major public project forward, that balances public view protection, market connections, and waterfront access with 24/7 activation of site. Greater detail for interior program elements, specifically for the housing and retail components, will be further refined during the Schematic Design phase.

6.1 Public Spaces, Access and Connections

The Pike Place Market is arguably the most democratic of people places in Seattle, where everyone is welcome. The Market bustles with millions of visitors and shoppers throughout the year and at times, is bursting at the seams with throngs of people shoulder-to-shoulder. Open to all, seven days a week, the Market offers a

variety of unique public spaces, such as seating and viewing areas, streets and arcades. At a time when public spaces in cities around the country are increasingly turning to sterilized, privately owned and controlled use, the Market thankfully remains the striking exception.

The Miller Hull architecture team’s approach to the design of public open space, pedestrian access and connections began with recognition that the project’s success would depend on careful attention to the site’s sloping grades and challenges it presents ensuring ADA accessibility. Integrated into the design is a system that manages the grade changes with the overall design solution.

A series of low sloped ramps, landscaped terraces, and stairs connect people moving from and between the Market Arcade, Down Under, Victor Steinbrueck Park, and Western Avenue through the PC1-N site and onto the Overlook Walk leading to the waterfront and Seattle Aquarium on Alaskan Way below. For those needing more mobility assistance, all public areas are accessible by elevator. Public enjoyment of spectacular panoramic views to west and south will be greatly enhanced through provision of over three-quarters of an acre (30,000 SF) of new public space. Included in the open space design are opportunities for open air, seasonal market activities, vending, performance, public art, playscapes, and urban agriculture.

¹² PDA Council Resolution 11-102, “PC1-North Preliminary Building Program “ August 2011

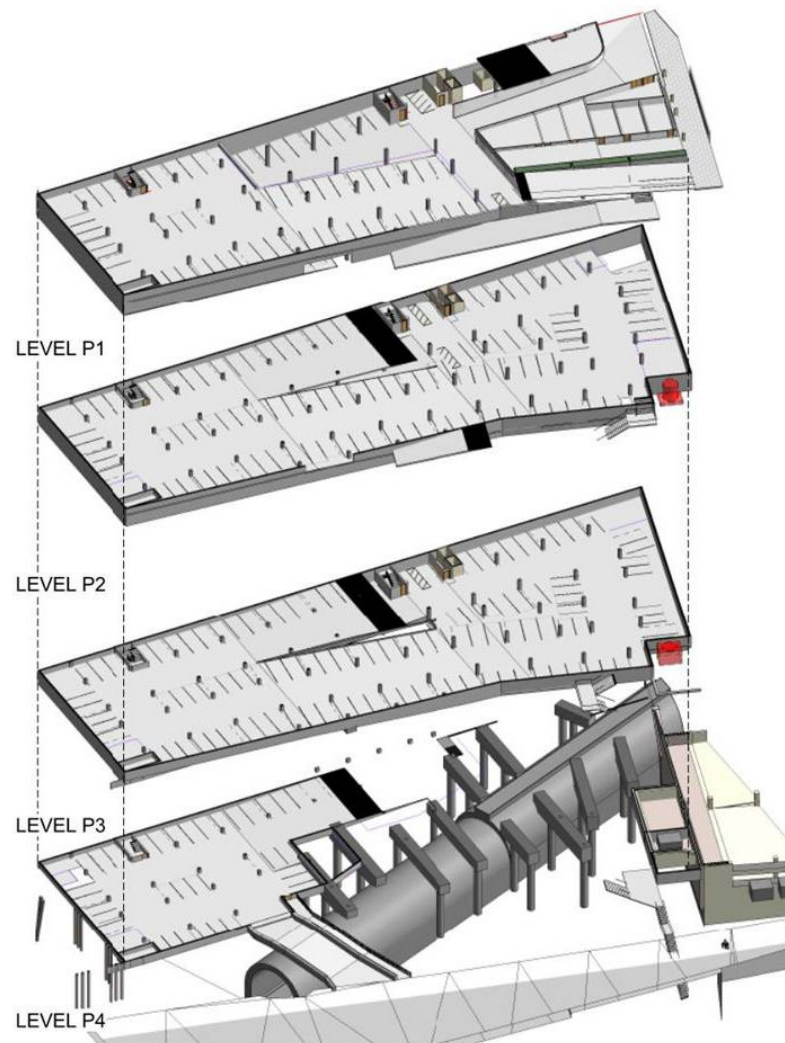
6.2 Retail

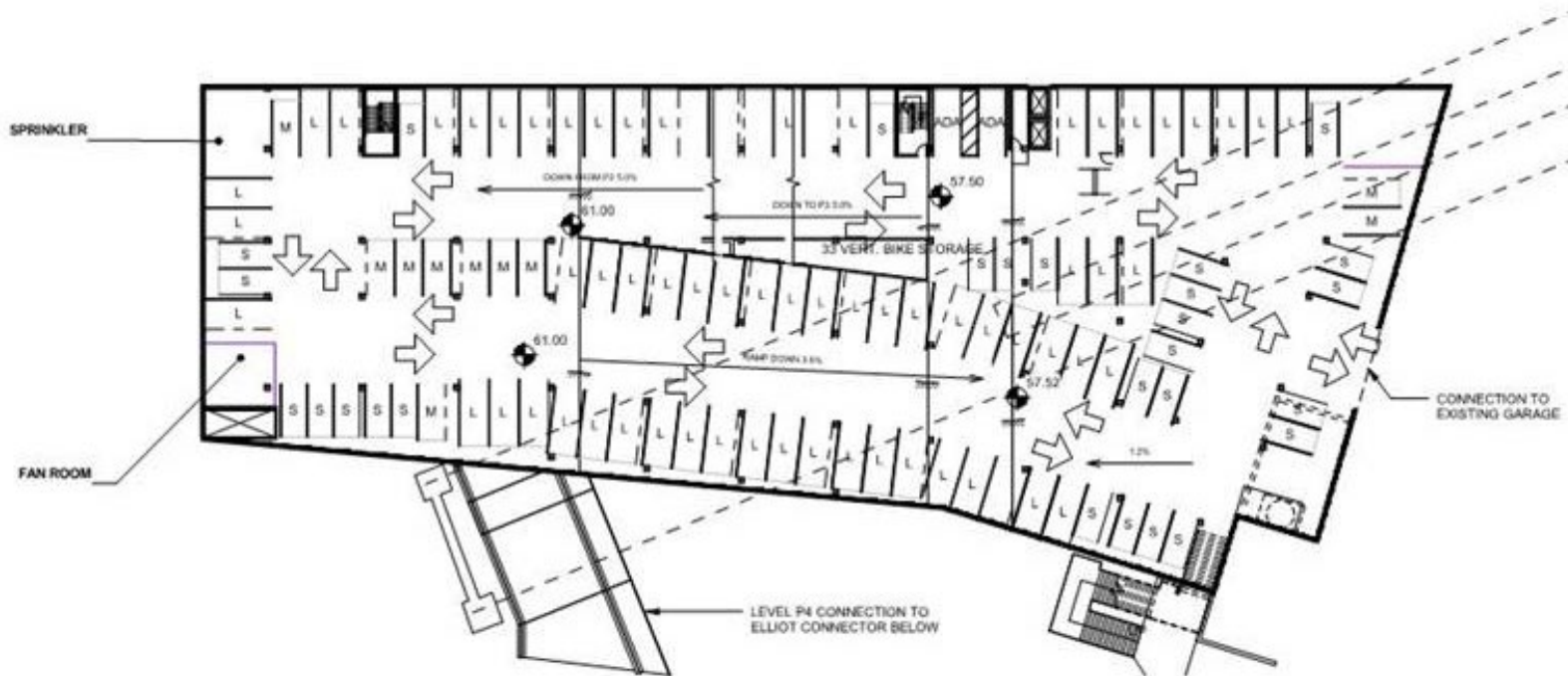
Retail uses on the site will be governed by the Market Historical Commission Guidelines, which prioritize small, owner-operated businesses and specialty shops. Food-related and locally produced goods that complement the existing Market will be a high priority. Approximately 20,000 square feet of indoor retail and restaurant will be provided, and outdoor deck areas will have operable weather protection to activate public spaces throughout the year for leisure, outdoor dining, and shopping.

6.3 Housing and Social Services

The Market neighborhood is home to some of the most diverse residents in the city. There are many elderly and disabled people living in the Market district and surrounding area, including the 60 unit Heritage House Congregate Care facility immediately south of PC1-N. Many low income families, elderly and disabled people living and working downtown rely on the Market's social service agencies, including Market Senior Center, Medical Clinic, Pre-school, and Food Bank. The diverse community of low and higher income residents and working people of all walks contribute much to the color, life and vitality of the Market neighborhood. Small shops and an array of services in the Market create a synergy for social life and community.

Over the past four decades since the Market Initiative was passed, thousands of low income residential units downtown have been lost to gentrification and displacement. The Pike Place Market Preservation Ordinance supports the retention of the low income elderly community in the Market. The PC1-N site provides the last opportunity to expand housing in the Market, particularly for low income people.





TYPICAL PARKING LEVEL

Parking Space Dimensions

L - "Large vehicle" 8'-6" x 19'-0"
 M - "Medium vehicle" 8'-0" x 16'-0"
 S - "Small vehicle" 7'-6" x 15'-0"

ADA Required Stalls 8 total 1 being a ADA Van stall
 ADA - 8'-0" x 19'-0" with 5'-0" wide adjacent access aisle.
 ADA VAN - 8'-0" x 19'-0" with 8'-0" wide adjacent access aisle. Allow 114" height clearance

Vertical bike storage for 66 bikes is provided on levels P1 and P2

o PARKING SPACES PER LEVEL	
Level	Count
P1	63
P2	95
P3	117
P4	29
Grand total:	304

o PARKING SPACES BY TYPE	
Type Mark	Count
ADA	7
ADA VAN	1
L	192
M	36
S	68
	304

On the south end of the PC1-N site, a four story mixed-use building will include up to 40 studio and one bedroom units. A co-benefit, the residential use on-site will support 24/7 activation of the area, including eyes-on-the street, and the Overlook Walk below.

6.4 Market Replacement Parking

Since the 1974 Pike Place Urban Renewal Plan was adopted, The PC1-N site was intended to support needs of Market shoppers and merchants for short term parking. The Highway 99 Tunnel and Alaskan Way Viaduct Replacement Project will result in the permanent loss of over 900 short term parking spaces currently serving Pike Place Market shoppers, merchants, and visitors to central waterfront.

In September 2012, the PDA submitted a proposal to Washington State Department of Transportation (WSDOT) in response to a Request for Information (RFI) for AWW Parking and Mixed-Use Development for partial funding of replacement parking on the PC1-N site for up to 316 stalls. The Market PDA was selected to receive \$5 million in state mitigation funding for this purpose. The PC1-N project will deliver 300+ parking stalls prior to demolition of the Viaduct. The garage structure will cover the entire site, straddle the 1904 Burlington Northern Railroad tunnel below, and provide a platform above for a mix of market-related uses including housing, as well as multiple public access points to waterfront connections and open spaces.

The PDA was the only respondent to the RFI and is nearing completion of negotiations with WSDOT for \$5 million in mitigation funding which includes \$1 million to support furthering design and \$4 million for construction.

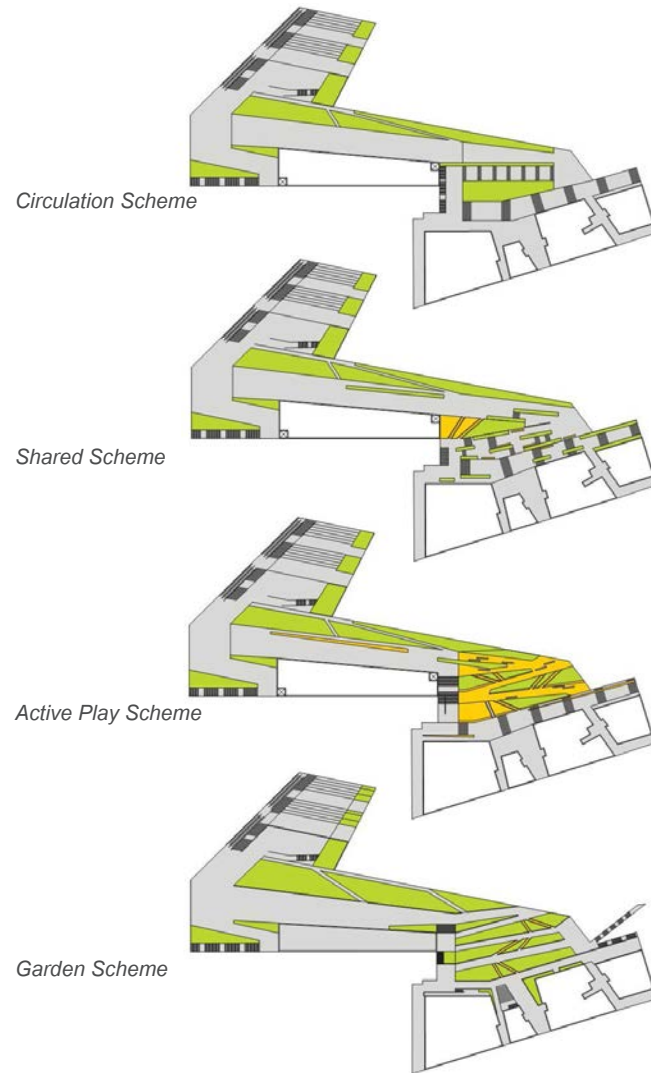


7.0 CENTRAL WATERFRONT CONCEPT PLAN

In 2003, following serious damage to the Alaskan Way Viaduct from the Nisqually earthquake in 2001, and need to replace the aging and deteriorated Elliott Bay Seawall, the City once again began a public process to develop a new community vision for the central waterfront that called for reconnecting Seattle's downtown neighborhoods to the shores of Elliott Bay.

A critical component to central waterfront re-visioning, the PC1-N project must be seen in the larger context of the City's decades-long goals to revitalize the central waterfront and improve public access—a

complete re-visioning finally to be made possible by the removal of the Alaskan Way Viaduct. In 2011, New York based designers James Corner Field Operations was hired by the City to produce a Framework Plan, Concept Design, and Art Plan for the nearly two mile stretch of Elliott Bay shoreline from south downtown and the Stadium District, to Olympic Sculpture Park and Myrtle Edwards Park, which landscape architect James Corner describes as "a unique and quintessential part of the city at the intersection of development, industry, and spectacular views of big nature."¹³



Opposite page: JCFO concept design image

¹³ James Corner Field Operations, "Waterfront Seattle Design Summary: Concept Design and Framework Plan for Seattle's Central Waterfront," July 2012, p. 6. City of Seattle.

7.1 Central Waterfront Guiding Principles

To capture civic aspirations for the creation of new public spaces on the central waterfront, a set of seven Guiding Principles formed the underpinnings of the Concept Design. The principles (below), adopted by City Council Resolution #31264 in January 2011, were developed through extensive stakeholder involvement public process:

- Create a waterfront for all
- Put the shoreline and innovative, sustainable design at the forefront
- Reconnect the city to its waterfront
- Embrace, celebrate Seattle's past, present and future
- Improve access and mobility
- Create a bold vision that is adaptable over time
- Develop consistent leadership—from concept to construction to operations



Above: Archival photos of early tunnel construction



Archival image: Princess Angeline and her "little shack"

7.2 Overlook Walk

Among several "waterfront places" conceived of by the city's design team, James Corner Field Operations, is the Overlook Walk, which seeks to connect people with the waterfront, Seattle Aquarium, and Pike Place Market over an elevated system of landscaped ramps, public stairs and building structures extending between Victor Steinbrueck Park and the PC1-N site, and the Aquarium (mentioned twice?) and new Alaskan Way Boulevard. Corner envisions the Overlook Walk to be as much of 'a place' as a pedestrian connector, which will provide space and program for a host of activities including a series of playscapes, public viewpoints and leisure, a train overlook, urban gardens, and a mix of building programs tucked into the Overlook's under-spaces and openings that may include an aquarium annex, market related light manufacturing site, and artists live/work spaces.



8.0 MEMORANDUM OF UNDERSTANDING — CITY OF SEATTLE

The Community Renewal Act (RCW 35.81) authorizes the City to transfer property such as PC1-N designated for community renewal to public development authorities without consideration, for the purposes of advancing public purposes and public benefits, and to implement a public redevelopment plan.

In February 2013, the Seattle City Council passed a key piece of legislation (by ordinance #117699) approving a “Memorandum of Understanding Concerning the Redevelopment of the PC1-N

Site.” The ordinance granted authorization to the PDA for the redevelopment of the property for market-related uses, approved the project preliminary design, and provides for the eventual transfer of ownership of the PC1-N site to the PDA. The City’s passage of the MOU and related legislation represent a significant milestone in the 30+ year history of studies and plans for the PC-1 site, allowing the Market to finally move forward with redevelopment of the last parcels acquired by the City under the Pike Place Market Urban Renewal Plan.

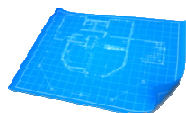
Opposite page: Rendering view from Victor Steinbrueck Park



FINANCIAL ANALYSIS
Approval of Consulting Contract so that Pro Forma Baseline can be started based on Conceptual Design



MOU APPROVAL PDA COUNCIL
PDA Council Approved MOU with City of Seattle



SCHEMATIC DESIGN STARTS
Next phase of Miller Hull work to include refinement of Concept Design and Schematic Design

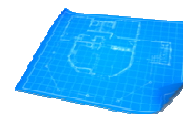
GC/CM SELECTION
Begin process for selection GC/CM



DESIGN DEVELOPMENT
Miller Hull DD for Substructure and Parking



DEVELOPMENT AGREEMENT
Full Council Approves Development Agreement



DESIGN DEVELOPMENT
Miller Hull DD for retail, restaurant, housing and public space



COMMITTED DOLLARS
\$1M (PDA)
\$1M (City of Seattle)
\$730K (State Parking Mitigation)



PC1-N CONSTRUCTION
Start date no later than June 2014



MOU APPROVAL CITY COUNCIL
City Council Approves MOU, access to City matching funds up to \$1M in 2013



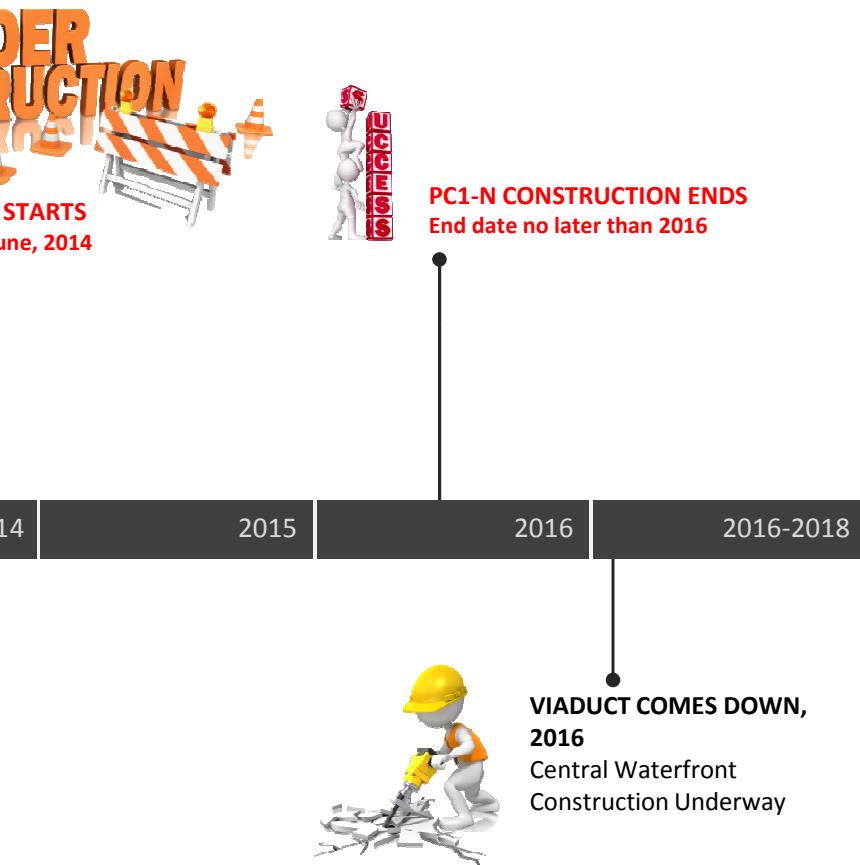
MUP/ENVIRONMENTAL REVIEW
Approval from City



WSDOT CONTRACT
Execution of WSDOT parking mitigation contract and access to portion of \$5M in funding



DEVELOPMENT AGREEMENT
Approval of Development Agreement by City Council



9.0 NEXT STEPS

9.1 Design Development

The PDA Council approved the resolution (13-14) authorizing schematic design services with Miller Hull. The schematic design process will involve further refinement of key program components including; parking, housing, retail space and the public realm. The work will develop much greater detail for all engineering and MEP elements, starting first with the garage. As the schematic design work nears completion in June and July of 2013, the PDA will undertake another formal review of cost estimates and financial analysis. In August/September of 2013, the PDA Council will consider a resolution authorizing additional funds for the Design Development phase which will take the project design through to construction drawings in early 2014. The PDA will continue direct community involvement in the project design process through public meetings, and regular notices of PDA committee and council meetings dealing with these issues. In addition, per the MOU with the City of Seattle, the PDA is required to make a presentation to the Full City Council in August of 2013 or when 30% of design is reached, whichever comes first. Finally, Miller Hull will continue the collaborative work with the James Corner Field Operations waterfront design team, in addition to several presentations to the Market Historic Commission.

9.2 Timeline, Approvals, Funding

The following timeline outlines key decision points, anticipated dates for PDA Council and City Council actions, as well as design and construction milestones.

9.3 Funding & Implementation

Following the approval of the PC1-N Concept Design, the PDA reviewed a detailed financial pro-forma based on the concept including sensitivity testing. The analysis was conducted by the Seneca Group and presented at several committee and PDA council meetings in February and March 2013. The draft analysis is included in the Appendix of this report. In brief summary, the analysis identified a number of current and potential funding sources, and outlined anticipated dates the funds would be available for use. The financial model also outlined project costs by key program component, overall project cash flow, and potential revenue. Through the sensitivity testing, the analysis demonstrated the limited debt capacity for the project without creating an undue burden for the Market. This limited capacity underscores the importance of substantial funding from the Waterfront LID as well as maximizing the number of parking spaces which provide critical base revenue to support ongoing operating costs.

Opposite page: Pike Place Market PC1-N Timeline



10.0 RECOMMENDATIONS FOR MOVING AHEAD

10.1 Community Design

Some of the best design ideas for public spaces come not only from architects, but also from members of the local community, including residents, workers, businesses, frequenters, visitors and user groups. The PDA should continue with rigorous, meaningful citizen and stakeholder participation in the design process for PC1-N. The project architects and PDA staff should meet from time to time directly with stakeholders and the market community, and consider leading facilitated community design workshops to help in the refinement of the public architecture and spaces. Public working sessions should be recorded and posted on the project's website, which should be managed with frequent updates, including complete project information, renderings of design concepts and details, timelines, public meetings and opportunities to comment.

10.2 Design Integration

The success of the PC1-N project will depend largely on how well integrated the design and function of the site is with the surrounding destinations. PC1-N is both a gathering place for people and central hub for Market visitors to move freely between the waterfront and Aquarium, Victor Steinbrueck Park, Western Avenue and the Market North Arcade. Visibility, way-finding and signage, ease of pedestrian connections, and barrier-free accessibility will also be important to populating public spaces, ensuring good public access, and the success of retail activities on at PC1-N.

The architecture should be contemporary and true to its time, and relate visually to the Market in form, scale, granularity, and materials.

Responding to Market historical utilitarian aesthetics, the architecture should be seen as understated and anonymous, not showy. That is to say, as architecture of place, it should not dominate, but provide comfortable and modest accommodation for passive activity, viewing, leisure, play, shopping, and movement.

10.3 Victor Steinbrueck Park

Victor Steinbrueck Park (formerly Market Park), was co-designed by Victor Steinbrueck and Richard Haag and opened in May 1982. Offering extensive public views of the downtown skyline, Elliott Bay and the Olympic mountain range, the architects' design intent for the nearly two acre urban park was that of a European-style belvedere or viewpoint accessed from Western Avenue and enclosed on three sides. At the north end of the Market Historic District, the park features two totem poles carved by Marvin Oliver, grassy mounds, trees, fixed tables, benches and shelters for picnicking. The park occupies the top of a structured parking garage, and is the location of the former Washington State National Guard Armory, destroyed by fire in 1962. It is named for Victor Steinbrueck, local architect, who, along with the Friends of the Market, led the preservation effort to save Pike Place Market in the 1960's and early 1970's.

Earlier planning studies for redevelopment of the PC-site 1 including a 2003 PC1-N Design Charrette co-sponsored by numerous organizations and the City with the participation of over 50 architects, planners, engineers and developers, anticipated a pedestrian connection between Victor Steinbrueck Park at the south end of the park linking PC1-N with a passage to the waterfront. As proposed in

the PC1-N Concept Design, the sloped pedestrian walk connecting Victor Steinbrueck Park at the southwest corner, with the upper open air deck of PC1-N at the west end and continuing down to the Overlook Walk, will alter foot traffic patterns through the park, and likely shift some of the customary park activities in this area to other park areas. This influence should be carefully considered, especially as it relates to Seattle's urban or Native American culture. I recommend the architects consult directly with the native elders and other natives who frequent the park over any proposed design changes. In addition, review and approval must be sought from the Pike Place Market Historical Commission authority over any use and design changes proposed for Victor Steinbrueck Park, which is part of the Market Historical District.

Since the park will no longer be enclosed on three sides, passage to the waterfront through the park will become a procession of people moving thorough to other destinations. The many park goers include seasonal waves of tourists, Market area workers and shoppers, picnickers, downtown residents, protestors, musicians, and Native Americans and bench-sitting wood carvers who regularly frequent the park and hold occasional circle gatherings throughout the year. When considering any design alterations to the park, landscape and furnishings, opportunities should be provided to directly consult with, and engage, park users in design dialogue, and the customary social, traditional, sacred, spiritual, and leisure activities should be understood, honored, and respected.

On the west side, where PC1-N connects to the Overlook Walk, breathtaking views of Elliott Bay and the Olympics are the most compelling draw to the pedestrian experience. Retail, restaurant and

seasonal vending will complement and activate the public spaces. There is an easy transition in scale and character as one moves beyond the Market and begins the descent to the waterfront. Few other areas in downtown provide the visual experience of this wide open expanse, where the city's edge meets the shores of Elliott Bay. Ascending the Overlook Walk from the waterfront, visitors will be delighted by the views and by the sensory experiences only the Market offers—local color, sights, tastes, aromas, and a cacophony of sounds.

10.4 Design for Health, Safety, and Sociability

People are a city's greatest attraction, and publically managed democratic city spaces are a necessary ingredient for civil society. Comfortable, well-designed public places for gathering and social interaction are fundamental human needs in the urban environment. Places providing for a diversity of healthy social activities such as celebration, mingling, casual conversation, protest, and worship, are essential elements of civic life and contribute greatly to quality of the urban experience. The Pike Place Market is perhaps the best example of this in the city where historically and today, throngs of people from all walks of life feel welcome, come together to shop, sightsee, enjoy leisure activity, and mingle shoulder-to-shoulder in safe, active places. In designing new public spaces, we can learn much from the Market how this can best be accomplished.

Privatization and/or sterilization of public spaces has for me become a worrisome pattern here in Seattle and nationally. Common strategies in urban spaces taken to retrofit crime-ridden areas and sterilize parks and sidewalks—such as bench, shelter, and shrubbery removal—can have

unintended consequences and discourage everyone, often having the opposite effect on improving safety. Likewise, poorly designed built-in conditions such as out-of-scale buildings, blank walls, and blind corners, use of "cold" hard materials, poor night lighting, and lack of weather protection can be alienating to people and discourage sociability of public spaces. Rather, the presence of more people is encouraged by providing inviting places for them to move freely, sit comfortably, and linger. Vital to a sense of welcome, public spaces should be designed with good human scale, where details, dimensions, and distances in every aspect are carefully measured to harmonize with people and social activity.

On a typical Saturday stroll along a Pike Place sidewalk or through the Market's Main Arcade, one of the most immediate sensory aspects to the Market is that there is never quite enough space for everyone to pass one another without brushing shoulders. As one becomes quickly acclimated to the market's human scale, there is a warmth and comfort that comes with the Market's social intimacy which is rarely found in cities in the U.S.

Sensitive environmental design of public spaces around design for the pedestrian, place-making and best-practice crime prevention principles can have a dramatic effect in deterring crime and anti-social behavior.

Recommended Design Principles for Safe Public Spaces include:

- **“See and be seen”** – Jane Jacobs famously wrote, “There must be eyes on the street.” Eyes are the natural proprietors of the street. Conversely, crime happens where people think they won’t be seen and caught committing crimes. Attention in design to lines of sight, the ability to see ahead, good night lighting, and appropriate use of landscaping can all serve to enhance a sense of safety.
- **Way finding** – making one’s direction obvious through highly visible walkways and a clear sense of direction through use of simple universal signage, and lighting which enhances access and safe travel for the pedestrian.
- **Public Art and Murals**- public art demonstrates that people care about their community, attract eyes, interest, and attention, and can deter crime by building a sense of community and place.
- **Operational measures** such as good grounds maintenance, seasonal flowers, banners, cleanliness, foot patrols, holiday events and public celebrations, lively street performers and buskers, and street vending which activate public areas, draw people and reinforce a sense of community and place. These concepts help support traditional market retail activities and were the embodiment of Arthur Goodwin’s vision of the central public market.

10.5 Sustainable Design Goals

The Pike Place Market is arguably one of the “greenest” neighborhoods in the city. With thousands of people from of all walks of life– rich and poor, young and old, native born and immigrant, living, working, and shopping in a highly compact, complete urban neighborhood–the market exhibits the messy diversity, vitality and compactness of true urbanism and neighborhood sustainability. Buildings of varying age are humanly scaled, its streets are not dominated by cars, but pedestrians, hand crafts, seasonal fish, fruits and produce from local farms are abundant, small owner operated businesses are the rule not the exception, and most essential goods and services are available within 10 minutes’ walk, and are well-served by transit.

With the PC1-N project is the opportunity to master plan and design buildings using sustainable design best practices to minimize the environmental footprint of the three-quarter acre site and surroundings through cost effective, measurable high performance efficiencies in design, construction and operation. The City places a high value on reducing its ecological footprint. I recommend a sustainable design team of experts and community members be convened for a brainstorming session or two to identify and set goals for greening the project. A comprehensive set of Sustainability Goals such as these below should be established early in the design process, allowed to evolve as the project design is further developed, and be carried through construction and operations:

- Establish an holistic Market Eco-District approach
- 2030 Challenge for reduction of greenhouse gases
- Design buildings to reduce BTU per square foot energy use over conventional design
- Use of renewable energies, energy generated on site, and/or district energy
- Maximize green roof coverage for ecological benefit and local food production
- Minimize construction waste through salvage, recycling, re-use
- Use of locally sourced building materials and Certified Sustainable Wood Products (or say FSC certified?)
- Lower potable water usage
- On site control of storm water and rainwater harvesting
- Operational recycling, composting and waste diversion
- Encourage workers and visitors to use alternative transportation by means of transit, walking, and bicycle

APPENDIX

- Market Commission Guidelines for New Construction
- Miller Hull Concept Design
- Catalog of PDA Council Resolutions re: PC1-N
- Draft Project Phasing and Construction Schedule
- Draft Pro-Forma Financial Model and Funding Sources
- PC1-N Charrette Summary, Pike Place Market PDA –2002
- PC1-N A Short History of Discussions and Plans” – PDA Staff 2000

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