



PDA Council Meeting Minutes

Thursday, June 25, 2015
4:00 p.m. to 6:00 p.m.
The Classroom

Committee Members Present: Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano, Patrice Barrentine, James Savitt, Betty Halfon, Rico Quirindongo, Patrick Kerr

Staff Present: Ben Franz-Knight, Tamra Nisly, Lillian Hochstein, Kelly Lindsay, John Turnbull, Jennifer Maietta, Dianna Goodsell

Others Present: Dongho Chang, Chris Scott, Joe Reed, Joan Paulson, Howard Aller, Bob Messina, Jonny Hahn, Holly Golden, Tom Graham

The meeting was called to order at 4:03p.m. by Matt Hanna, PDA Council Chair.

I. Administration

A. Approval of the Agenda

Per the Chair's request, Section V, Item B, Proposed Resolution 15-46: MarketFront Project Temporary Easement with PPF OFF 2001 Western Avenue was moved after Section IV, Item A.

The agenda, as amended, was approved by Acclamation

B. Approval of the May 28, 2015 PDA Council Meeting Minutes

The minutes were approved by Acclamation

II. Announcements and Community Comments

Jonny Hahn commented on the numerous tour groups in the Market and had asked if there was some regulation of these tour groups by the PDA. He separately commented on traffic issues he has been observing in the Market including. He concluded that he would like to see the street either completely open or completely closed.

Rico Quirindongo entered into the meeting at 4:12p.m.

Howard Aller noted that Jonny is heavily invested in the corner of Pike and Pine in where he regularly performs. He noted that he lives nearby Pike and Pine and described his difficulties in navigating the street due to dodging traffic. He said that it is time for us to close that street off to traffic.

Betty Halfon entered into the meeting at 4:15p.m.

Lillian Hochstein thanked everyone for coming to the MarketFront groundbreaking ceremony.

Joan Paulson noted that the City of Seattle has an ordinance regarding utilizing horns. She had mentioned that if you close Pike Place at this time when construction is underway on Western, we would have even less parking than what we have today. She lastly distributed a letter for a third occasion to the PDA Council regarding creating a better balance between the Annual Budget Process and the PDA'S Mission and Charter Purposes; she said she would continue distributing the document until there is some resolution or response from it.

Patrice Barrentine entered into the meeting at 4:20p.m.

III. Reports and Information Items

A. Council Chair Report

Matt Hanna presented a brief Council Chair report for the month of June. He first most thanked the staff and community for their work for the MarketFront Groundbreaking ceremony. He acknowledged staff including and the press work from Emily Crawford, Marketing and PR Manager. He briefly discussed preparations for the annual PDA Council Retreat. He noted that he would like the retreat to focus on the budget planning process as well as thinking of the Market as a whole, including connections between the Market and MarketFront. He had briefly reported on the Nominating Committee, noting that there were two seats up for reappointments. He had announced that Jackson Schmidt and Bruce Burger had decided not to accept another appointment for their positions on the PDA Council. He noted that the Nominating Committee is considering roughly eight to nine candidates as of present. He does not believe that a decision will be made for the PDA Council elected & Mayoral elected appointments by next month. He provided a general outline of the meeting's agenda with the Council.

B. Executive Director's Report

Ben Franz-Knight said that there was a detailed written ED Report included in the PDA Council packet for June. He highlighted a few items in the ED Report including an update on the seasonably warmer and dryer weather and how this environmental change could impact the Farmers. He noted that we have already seen some initial impacts from the farmers including early ripening of stone fruits. He concluded though, that as of now, all of farmers have access to water. He separately talked about parking, emphasizing that we continue to see incredible pressure of our garage. He had mentioned that the PDA Council had asked him to look into a viable option for some type of transit incentive. He reported that he is working with Commute Seattle on reduced Orca fare transit passes. He would come back to the Council with a resolution next month for the opportunity for the PDA to subsidize part of that transit program. He briefly discussed the proposed changes in the garage including the potential removal of Early Bird rates. He said that we would be conducting a survey of the early bird parkers next week. He acknowledged that parking is a sensitive issue and we are doing as much as we can to work through the challenges. He lastly highlighted an incident on Steinbrueck Park where someone had

fallen off the wall. He lastly acknowledged the PDA Council for their four years of tremendous work on the MarketFront project.

Matt Hanna asked about the parking rate strategy for the Public Market garage.

David Ghoddousi asked about a specific example for the proposed changes in parking rates.

Ben Franz-Knight responded to David's question stating that we are looking at parking rates around \$15-\$18 for early bird and \$30-35 for all day.

Patrice Barrentine mentioned that she has parked overnight in the Market garage and did not incur additional charges for the length of parking stay.

Betty Halfon asked about providing tenant alerts and notifying the community and businesses as soon as possible regarding any proposed changes to the parking rates.

David Ghoddousi mentioned that the parking rate restructure notice should be highlighted in the Market Insider on the front page.

C. Committee Chair Report

Rico Quirindongo thanked the Market Foundation and PDA staff for their work in organizing the MarketFront Groundbreaking ceremony.

D. Other Reports

None

IV. Key Issues and Presentations

A. Pike Place Pedestrian Prioritization

Ben Franz-Knight provided an introduction to Dongho Chang from Seattle Department of Transportation SDOT. Dongho spoke about the changes in Seattle including the emergence of new construction and people. He spoke about the ordinances in Seattle including an ordinance from the City Council that can designate public right away for pedestrian; he noted that this is something to think about for Pike Place Market. Ben had asked Dongho to talk about the proposed changes with the proposed ordinance including updated signage noting pedestrian right-away.

There was a discussion that followed from the Committee.

Matt Hanna asked on the legalities for the Market in providing pedestrian prioritization at the Market including specific responsibilities.

Dongho Chang noted that the change would include just signage. He said that we would want clear definition of the pedestrian right away instead of ambiguity. He mentioned that when we place signs on the street, we communicate with the drivers that this is a

pedestrian designated area and they do need to comply and be patient; this ultimately places safety first.

Matt Hanna asked about recommendations of this issue from the Council and Ben.

Ben Franz-Knight said that he had wanted Dongho Chang to initially provide some introductory to this concept to the PDA Council before implementation of it. He added that the City ultimately controls the streets so it would have to be approved by them.

Betty Halfon noted that she did not have a problem with placing signage on the street for indicating pedestrian right away. She noted her concerns though about what could potentially transpire after approving the pedestrian prioritization concept including complete closure of the street.

Matt Hanna asked for specific examples of the tools we would use regarding pedestrian prioritization on Pike Street; he also mentioned about identifying potential liabilities with this approach.

Section V, Item B, was moved after Section IV, Item B.

Proposed Resolution 15-46: MarketFront Project Temporary Easement with PPF OFF 2001 Western Avenue

Ben Franz-Knight and Holly Golden introduced the resolution what states that the Pike Place Market Preservation and Development Authority (“PPMPDA”) was chartered by the City of Seattle pursuant to RCW 35.21.730 *et. seq* with the mission of, among other things, preservation and rehabilitation of the structures and open spaces in the Market Historic District, and; Whereas in order to maintain the viability of the Pike Place Market and the PPMPDA has undertaken an effort to identify and address issues and opportunities related to the design of the Central Waterfront and the development of parcels adjacent to the Market including PC-1N that may directly affect the future of the Market, and; Whereas, the PDA Council has approved design and construction contracts for the MarketFront development, and; Whereas the MarketFront development includes temporary shoring during construction that requires a temporary easement from the adjacent property owner to the north, and; Whereas, the PDA staff has negotiated a temporary easement with PPF OFF 2001 Western Avenue (owners of Market Place One and Two just north of PC1S), and; Now, therefore be it resolved that the PPMPDA Council authorizes the PPMPDA Executive Director or his designee to enter into a temporary easement agreement with PPF OFF 2001 Western Avenue substantially similar to the attached Exhibits for a fee of \$75,000 and reimbursement for substantiated out-of-pocket expenses including transaction costs and construction monitoring services anticipated in the range of \$25,000-\$35,000 for a total amount not anticipated to exceed \$110,000.00. In the event that reimbursement above \$35,000.00 is required, this matter will return for supplemental PDA Council authorization.

The funds for this project will be drawn from 110635-00 MarketFront Project Funds.

Ann Magnano moved, Patrice Barrentine seconded

Rico Quirindongo asked if this expense for the easement was part of our budget.

For: Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano, Patrice Barrentine, James Savitt, Betty Halfon, Rico Quirindongo

Against: 0

Abstained: 0

Resolution **15-46**: Approval of Second Amendment to Cooperative Agreement with WSDOT was passed unanimously by the PDA Council by a vote of 8-0-0.

Matt Hanna noted that approach Unico had taken was at the expense of the Market and MarketFront project. He had stated his frustration with the additional expense but noted that we had no other choice in this matter.

Holly Golden said that Ben had done an excellent job in negotiating down the cost for the easement with Unico from \$250,000 to \$75,000.

Jim Savitt asked about how we calculated the figure that was presented tonight. He noted that he wanted to make sure that the institution integrity is not lost. He said that we are neighbors and are improving the area. He recommended that Ben keep record for his successors on this memory.

- B. Project for Public Spaces - 9th International Public Markets Conference Summary
John Turnbull presented on the 9th International Public Markets Conference he had attended with Rico Quirindongo back in March; a copy of his presentation was included with the PDA Council records.

Over 400 participants from 109 cities, 45 countries and 6 continents

Defining Public Marketplaces:

- Public spaces
- Support small businesses
- Community centers
- Celebrate diversity
- Facilitate connections
- Economically relevant

Barcelona

- 41 Public Markets
- Walking distance
- 40% of fresh food sold
- Public –private management
- More than just food
- Center of residential districts

Barcelona's Priorities include:

- 25 Year Plan - 300 MILLION Euros
- Major infrastructure upgrades for historical markets
- New partnerships with traders associations
- Creating new customer services and extended operating hours
- Modernize facilities and improve logistics
- Promote through multimedia, local campaigns and merchants associations
- Increased recycling and energy efficiency

Rico Quirindongo added some comments to John's presentation. He noted that one of the most controversial discussions from the conference was introducing grocery stores into public markets.

Matt Hanna asked if there are some items we take away from this conference.

John Turnbull noted that we went to this conference three years ago in Cleveland, Ohio. He added that behind the scenes, we have been focusing on authenticity and relevance.

Betty Halfon would like to further discuss this topic at the PDA Council Retreat.

V. Resolutions and Other Action Items (Old and New Business)

A. Consent Agenda

Proposed Resolution **15-33**: Pine Street Stair Enhancement Painting - Novo Painting and Property Services LLC.

Proposed Resolution **15-38**: Pine Street Stair Enhancement Signage - Trade-Marx Sign & Display Corp.

Proposed Resolution **15-43**: Lease Proposals - June 2015

Proposed Resolution **15-44**: Authorization for Contract Authority - Tenant Improvement Coordination - First and Pine Building

Motion to approve the Consent Agenda

For: Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano, Patrice Barrentine, James Savitt, Betty Halfon, Rico Quirindongo

Against: 0

Abstained: 0

The Consent Agenda passed unanimously by the PDA Council by a vote of 8-0-0.

B. New Business

Proposed Resolution **15-46**: MarketFront Project Temporary Easement with PPF OFF 2001 Western Avenue

The proposed resolution was moved after Section IV, Item A.

Proposed Resolution **15-47**: Approval of Second Amendment to Cooperative Agreement with WSDOT

Ben Franz-Knight introduced the resolution which states that the PDA Council approved resolution 13-33 authorizing the Executive Director to enter into a Cooperative Agreement (“Cooperative Agreement”) between the Washington State Department of Transportation (“WSDOT”) and the PPMPDA (attached) under which agreement WSDOT will pay the PPMPDA One Million Dollars (\$1,000,000) in exchange for the PPMPDA’s agreement to execute and record a restrictive covenant restricting the use of 450 parking spaces located in the PPMPDA PC-1S parking garage to short-term parking at specified rates for a period of three (3) years, and; Whereas the PDA Council approved resolution 14-62 amending and extending the Cooperative Agreement under which agreement WSDOT will pay the PPMPDA an additional Two Million Five Hundred Thousand Dollars (\$2,500,000) in exchange for the PPMPDA’s agreement to execute and record a restrictive covenant restricting the use of 450 parking spaces located in the PPMPDA PC-1S parking garage to short-term parking at specified rates for a period of an additional four and half (4 1/2) years, and; Whereas the Executive Director has successfully negotiated a second amendment to the Cooperative Agreement under which agreement WSDOT will pay the PPMPDA an additional amount of Two Million Five Hundred Thousand Dollars (\$2,500,000) in exchange for the PPMPDA’s agreement to execute and record a restrictive covenant on the PC1N parcel restricting use of 450 parking spaces total in the new garage to be constructed on PC1N and the existing PC1S garage through 2020 and restricting 300 parking spaces total in the new garage to be constructed on PC1N and the existing PC1S garage from 2021 through, and; Now, therefore be it resolved that the Executive Director is authorized to execute the amendment to Cooperative Agreement with WSDOT substantially similar to the attached Exhibit;

Ann Magnano moved, Betty Halfon seconded

For: Matt Hanna, Gloria Skouge, David Ghoddousi, Ann Magnano, Patrice Barrentine, James Savitt, Betty Halfon, Rico Quirindongo

Against: 0

Abstained: 0

Resolution **15-47**: Approval of Second Amendment to Cooperative Agreement with WSDOT was passed unanimously by the PDA Council by a vote of 8-0-0.

C. Other

VI. Further Public Comment

Bob Messina commented on Mr. Chang’s discussion and his view on pedestrian prioritization. He said that the current traffic activity and flow on the street is done intuitively by the cars and pedestrians. He was curious if signage would improve functionality on the street. He would like to have more clarity on what does right-away actually mean for the main street.

VII. Concerns of Committee Members

None

VIII. Adjournment

The meeting was adjourned at 6:08pm. Matt Hanna, PDA Council Chair

Meeting minutes submitted by:
Dianna Goodsell, Executive Administrator