



Market Connections Committee Meeting Minutes

Monday, January 14, 2019

4:00 p.m. to 6:00 p.m.

Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Colleen Bowman, David Ghoddousi, Mark Brady, Ali Mowry, JJ McKay

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Karin Moughamer, John Turnbull

Others Present: Jonas Jonsson, Marcus Jonsson, Gabriel Grant, Natalie Quick, Bob Messina, Howard Aller, Jean Bateman, Nick Setten, Jerry Waugh, George Danner, Ruth Danner, Robert Seidman, Janet Way, Marilyn Evems, Carden Johnston

The meeting was called to order at 4:00 pm by Colleen Bowman, Chair.

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

B. Approval of the Market Connections Committee November 5th, 2018 Minutes

The November 5th, 2018 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

Bob Messina commented that the City is creating a pedestrian mall environment between First and Second Avenue on Pike Street as part of the Imagine Seattle campaign, formerly One Center City. Second, Bob noted that a geo fence has been created to tell Uber riders they cannot pick up on 3rd Avenue and would like to know how the First and Pike Hotel will address issues like this with regards to pick up/drop off of hotel patrons.

III. Reports & Discussion Items

A. First and Pike Hotel Project Update

Jonas Jonsson introduced himself and the project team present which included Marcus Jonsson, Gabriel Grant with Spectrum and consultant Natalie Quick.

Jonas Jonsson started the presentation with background on himself and his family, noting that the building has been family owned for 30 years and he hopes to be a part of the community for another 50 years. The team has a commitment to the Pike Place Market and they hope to enhance the connection through:

- Building design and landscaping
- Pedestrian connectivity to the Market
- Inclusion of Pike/Pine Renaissance objectives

- Ground-level retail design
- Building set-backs

Gabriel Grant noted that the Pike Pine Renaissance is a major initiative of the city and one benefit to the hotel is having street level presence that's active 24 hours a day, which will be helpful in reducing crime in the area. With regards to the pedestrian mall between First and Second Avenue, this will help draw the feel of the Market further up the street and closer to downtown. They have been working with the City on ways to further integrate the hotel project into the Pike Pine Renaissance.

Marcus Jonsson noted the project location, at the corner of First and Pike Street and began with an overview of the zoning summary. This building falls in the DMC-145, a transitional zone from the high-rise zones in downtown. Marcus showed a map with adjacent building heights.

Gabriel Grant reviewed the evolution of the building, largely based on community feedback, and reviewed the following changes made to the project.

- Increased alley width at-grade from 18-20 feet.
- Added deep landscape along top of building base (second level) to mirror Market flowers.
- Created a visual barrier and moved enclosed services to the east side of the roof; reduced occupied rooftop space and preserved east side of rooftop as landscaped area with trees/plants.
- Re-designed the alley façade to maximize privacy.
- Created with a voluntary 15-foot set back from the third level along First Avenue to reinforce the neighborhood's architectural attributes.
- Created with a voluntary nine-foot set back along Pike Street to reinforce the neighborhood's architectural attributes.
- Added operable windows on second floor retail space
- Historic-character, awning-style windows will be used for the storefront of the podium base.
- Added separate entrances to the small retail shops and an entry on the corner of First Ave. and Pike St. to match the character of the other buildings on the four corners of First and Pike.
- The building base was held to two stories, rather than the three stories of the existing Hahn building, to align more closely with the base of other nearby buildings.
- Added window glazing along alleyway without compromising privacy.
- Increased sidewalks by two feet on First Avenue.
- Added curb-less design treatments along Pike St. to be consistent with Pike/Pine Renaissance design goals.
- Reduced retail square-footage to move retail entrance to corner.
- Selected non-reflective glass on tower to minimize possibility of reflection on Market entrance.
- Hired second architect who specializes in historic Seattle retail to create active retail experience along Pike St. with large, highly-transparent glazing, corner retail and a café with possible outdoor seating on Pike St.

- Added windows to the east wall (alley) façade/corner configured to maximize privacy and to improve the pedestrian experience along Pike St.

Jonas Jonsson discussed projects by GrahamBaba, the new architect brought on to create active retail experience along Pike Street while keeping a historic approach. Projects by GrahamBaba include Terry/Avenue Building in South Lake Union, Koldstrand Building on Ballard Avenue, Chophouse Row in Capital Hill, Melrose Market in Capital Hill, and 2 and U in downtown.

Jonas Jonsson next reviewed the current design of the building, sharing current architectural drawings. This project is set back on three of the four sides. On Pike Street is set back nine feet and the second story up is set back 15 feet. Most people will be focused on the base of the building and that is where the design team is focusing their efforts. In addition there will be hidden artwork around the project, plants growing over the building and steel pivot windows to mirror the Market. GrahamBaba is taking a lot of effort in adding small details, including door handles, lighting fixtures, and detailing along the brick. Jonas shared renderings, but noted they are still changing.

Jonas Jonsson continued by noting there will be a roof-top bar accessible to the public, a restaurant on the second floor (concept still in design), first floor retail facing Pike Place Market, and the hotel entrance off-center from the corner.

Marcus Jonsson reviewed the current timeline. Targeting construction in early 2020 with completion in 2022 and a hotel opening in late 2022 or early 2023.

Colleen Bowman asked where the project is in the design approval process. Marcus Jonsson responded the project has completed early design guidance and they are preparing for the design recommendation meeting set for February 12th.

Ali Mowry noted the building is beautiful but has concerns for the retail and the loss of the smoke shop and hostel, which serves low income people. She asked what plans they have for the retail tenants and how they are going to help the poor people in the community. Marcus Jonsson responded they have not started talking to potential retailers but would like to have a retail that fits in well with the community. The hotel will be priced reasonably.

Jonas Jonsson added they are working with the owner of the Green Tortoise to hopefully find a new home. The approach to the hotel is to work with an honest crowd with an honest feel and feel approachable and fit in with the Market. Marcus Jonsson added the project partakes in HALA and they have contributed several hundred thousand dollars to affordable housing.

Ali Mowry noted that a lot of revenue generated by Market retailers helps the PDA provide services to the community. Ali asked how Stellar Holdings will support the Foundation, given that it will benefit from being located near the Pike Place Market.

Mary Bacarella responded that Stellar Holdings has approached the PDA with ideas on how to work together and those conversations are still in process.

Jonas Jonsson added he has taken a tour of the Market and has an understanding of the services provided at the Market. They want to be a part of the neighborhood and to find ways to

contribute to the community. Gabriel Grant also added that there are specific ideas being discussed and looks forward to talking more with the committee soon.

Mark Brady asked if there will be public restrooms in the building and noted that public restrooms can attract homeless or people they may not want to have in the hotel. Jonas Jonsson responded there will be restrooms for restaurant, retail, and hotel patrons but not a public restroom per se.

Mark Brady asked what the noise variance is for the rooftop bar. Marcus Jonsson responded the rooftop restaurant has been designed in a way to provide barriers for noise. They will work closely with the operator but have not established opening hours yet. Gabriel Grant added there are specific noise ordinances the city has set and they will follow those. Jonas Jonsson noted there are certainly ways to address that by the physical screening of noise and the times of operation.

David Ghoddousi thanked the design team for the presentation. He noted that the current tenants support marginal businesses and he hopes that future tenants might embody that same idea. He added that highest return does not mean highest value for the community and he's sad to see the Green Tortoise go. It would have been great to see the Green Tortoise incorporated into the design.

Colleen Bowman opened up comments to the public.

Howard Aller commented that he was bothered that a member of the PDA Council objected to public restrooms because they attract undesirables. He feels public restrooms are a good thing and attract all kinds of people. Howard also noted this is an urban environment and it will be noisy in the city. Howard asked that no chain restaurants move into the retail space. He would those tenants to be local or semi-local.

Nick Setten read a statement by Friends of the Market that was shared at the April 2018 Early Design Review Meeting "The Friends continue to believe it's feasible for the project proponents to develop a new building that is significantly shorter at a height well below the maximum envelope. They continue to believe there is value in an entire redesign effort with the end goal with keeping an appropriately scaled new building and sidewalk."

Jean Bateman noted she respects the Jonsson family and the work they are doing and appreciates that 15-20 years ago they decided to bring in the Green Tortoise, which supports a lot of the vendors at the Market. Jean asked what the set back of the podium on Pike Street is and if the sidewalk width is still the same. Marcus Jonsson noted they are adding two feet to the sidewalk and then the second floor is set back nine feet from that. Jean added that the design review board had recommended a 15 foot setback from the sidewalk but she has not seen that change. In addition Jean would like to encourage the Historic District to expand across to First Avenue.

Ruth Danner commented on safety and security in the neighborhood and noted there are a lot of pedestrians. She feels that after valet parking and restaurant tables there will only be four feet left for pedestrians to walk. She added that trucks exiting that alley cannot see pedestrians and is dangerous for pedestrians. Ruth continued that the SEPA checklist fails to mention the

impacts to the Market and that the Market is not mentioned as a historic site near the project. She is appalled at the idea a nine foot set back is giving back to the community and feels there should be a greater set back on the tower along Pike Street to match Target's 15 foot set back and to allow for views of the Market sign.

Janet Way commented she is concerned the SEPA checklist fails to list impacts to the Market and feels the hotel is a significant adverse impact to the Market. She feels there has been little respect for the historic district with this project and notes the building is older than the Market but this project does not match the historic value in the current building. Janet continues by saying the cultural significance has not been reflected in the SEPA process and destroying this building that is part of the neighborhood context of Pike Place Market and replacing it with a 14-story hotel is not an adequate replacement. A pedestrian mall could still be created without destroying the Hahn building. She hopes people will reserve judgment that it's too late to save the building and consider what can be done to protect the building and preserve the Market.

Bob Seidman with Save the View of the Market commented that it doesn't seem that the four cherry trees that run east and west will be preserved. He added that these cherry trees were planted in 1976 gifted for the centennial by the Prime Minister of Japan and have historical significance and should be saved.

George Danner, a resident of the Newmark, noted comments made by Hal Ferris regarding the ability for a 35' long truck to make deliveries in the alley. He noted a lot of information on the project can be found in the city portal. George shared the wording from the 1971 Pike Place Market Charter which includes "it is deemed essential by the people of the city that the cultural, economic, and historical qualities relating to the Pike Place Market and the surrounding area and harmonious outward appearance that attracts residents and tourists to preserve and encourage some of the qualities being the continued existence and preservation of historic areas and buildings."

Nick Setten added the Friends of the Market would be interested in conversations in expanding the historic district across the street to First Avenue, including the Hahn Building.

Jean Bateman added the loading berth being designed for this project is not sufficient for this building and it's a significant problem that it is being tracked during the design process.

B. SR-99 Closure Updated Communication Plan

Mary Bacarella reviewed the communication plan for the SR-99 closure, drawing attention to those items noted in red, which include:

- Monitoring quarter 1 events at the aquarium in regards to parking garage needs.
- The FREE waterfront shuttle has expanded hours and Pike Place Market is a stop.
- Looking for ways to join forces with Pioneer Square and waterfront to promote downtown.
- Looking for locations for banners promoting parking and shopping at the Market.
- Advertised all of December for monthly parking, which is currently up.
- Two King County Sheriffs are being used to flag at the exit of the parking garage and will continue to assess need for this offering.

- Regarding surface parking lots, five of 11 monthly parkers associated with the Market have reached out.
- Social media posts began January 7th with twice a week posts across all social media platforms.
- Commercial department is gathering information from merchants that the Market department will incorporate into social media messaging.
- Participated in advertising on WAZE and are evaluating. Waiting for parking garage to be verified by Google Business.
- Looking into locations to park the Farm truck around Seattle to promote the Market.
- Researching street light pole advertising on First Avenue, but it's not looking promising.
- Building specific email template in MailChimp to help with the Market viaduct news updates to the Market community.
- Parking Garages were featured on the website in December and Marketing is monitoring the clicks and looking at other feature locations.
- Updated and added information to the Neighborhood News page.
- Starting January 7th featured blog posts on the homepage under the Pike Place Market News section such as "Happy Hour is better than Traffic Hour."

JJ McKay asked how traffic was over the weekend after the Viaduct closed. Mary Bacarella responded it was a similar day to January 2018, business as usual, and today was a little busy, possibly due to the sun.

Ali Mowry noted that she's heard that when the viaduct closed last time for nine days, the first two days were quiet and then on the third day traffic congestions began.

JJ McKay asked if an email update can be provided next Tuesday with how traffic was over the holiday weekend. Mary Bacarella respond she can do that.

C. Construction Impact Updates

Mary Bacarella provided updates on the following:

- The PDA received the 30 day notice for demolition along Alaskan Way and which will close the entrance to the parking garage for 30 non-consecutive days. That is scheduled to start February 8th and a 14 day notice will have a confirmed start date. Mary noted she has a meeting tomorrow regarding this topic.
- No updates on the Streetcar.
- The Pike Pine Renaissance is aiming for a 30% design in the first quarter of 2019 and she anticipates being brought on to that advisory committee.
- Meetings will be set in the coming weeks regarding the Overlook Walk and waterfront connections.
- No updates on the Showbox and council recently received an email regarding a subpoena for documents received from the plaintiffs in the case. David Ghoddousi asked for clarification on what constitutes a responsive email and if it includes the Constituency and Mary Bacarella responded any communication as a PDA Councilmember is responsive and does not include the Constituency. Ali Mowry asked how to differentiate between talking as a Councilmember or Constituency member. Karin Moughamer suggested if councilmembers have questions about their documents that they reach out and can be connected to PDA attorneys.

- Mary continued and has not had an update on the Victor Steinbrueck Park redesign.
- Karin Moughamer provided an update on Market to MOHAI, including receiving a \$90,000 DON for pedestrian improvements along Western Avenue. That means \$255,500 are available in 2019 for implementing corridor identification elements and a number of other initiatives. A SDOT Neighborhood Street Fund Grant has been submitted and there will be a community evaluation followed by a citizen vote in spring 2019.
- Mary Bacarella concluded with an update on the viaduct closing event the weekend of February 2-3. There will not be a concert on the heritage house parking lot and WSDOT has asked if a smaller concert could be hosted on the MarketFront. That is being researched. In addition, the Friends of the Waterfront is having a donor open house at Old Stove.

IV. Public Comment

Howard Aller asked when the Historic District expansion for the Showbox expires. Mary Bacarella responded she will send Howard the date.

Bob Messina noted the LID agreement and the waterfront plan is moving forward. The City has agreed to have a maintenance and operations budget and asks how that factors into the PDA's budget. He would like the Market to push hard for finding out the details of the Maintenance and Operations plan, specifically the security aspect. Second, Bob likes the name Waterfront Park Conservancy that was used by an undisclosed group of commercial owners and wonders if that name could stay for this area. The City will also accept new positions on the new group, a joint connection between Parks Department and Friends of the Waterfront with community members having seats. It would be in the Market's interest to have someone on that committee, which will be decided at a January 24th special meeting. Bob would also like to see an update from the Office of the Waterfront.

V. Concerns of Committee Members

Colleen Bowman asked for an updated construction project chart.

VI. Adjournment

The meeting was adjourned at 5:34 p.m. by Colleen Bowman, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator