



Market Connections Committee Meeting Minutes

Monday, July 8, 2019

4:00 p.m. to 5:00 p.m.

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

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

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Karin Moughamer, John Turnbull, Angela Battazzo, Amy Wallsmith

Others Present: Howard Aller, Joan Paulson, Russell Monroe

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 June 10th, 2019 Minutes

The June 10th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

Bob Messina asked, based on Rico Quirindongo's report at the June Council meeting, if the design for the Overlook Walk has been reduced and if the name has changed to Overlook Park. Mary Bacarella responded she will look into it.

Joan Paulson, with regards to the wayfinding plan, suggested being more definitive on what the project will achieve and would like to see more educational efforts included, such as "Secrets of the Market," "Places Less Walked," "Four Points of the Market Historic District," and "Places Above Pike Place," which would be places visitors could sit and rest. Joan also commented the PDA is missing out on context for the construction projects timeline and would like to see the start and end dates included. Lastly, Joan noted in the past the retreat would take place before budgeting in order to provide a feedback loop for staff and council.

III. Reports & Discussion Items

A. Project Manager Introduction

Mary Bacarella introduced Angela Battazzo, a consultant hired to assist with the viaduct demolition and Alaskan Way garage modifications.

Angela Battazzo provided her history, both personal and professional. She has a 20 year career in public and private infrastructure development, including projects with WSDOT. She has built her experience as a project manager over the years and is familiar and comfortable with the political side of projects. In addition she started her own startup with a partner but sold the company and started her own consulting firm representing private companies in public construction projects.

Mary Bacarella added Angela came very highly recommended from other Seattle companies and through conversations Angela's experience working with WSDOT on prior projects was a key reason for hiring her at the Market.

Mark Brady asked if the Alaskan Way roadway is moving forward. Angela Battazzo responded the route for the Alaskan Way roadway is separate from the LID funding and is moving forward.

Mark Brady asked if there are still negotiations taking place with railway. Angela Battazzo responded she does not know but she is hoping in two weeks she will know more.

Colleen Bowman asked how the contract with Angela works. Mary Bacarella responded she is hired on a project basis.

Colleen Bowman asked is Angela is currently working with other clients along the waterfront. Angela Battazzo responded she represents The Alliance for Pioneer Square, Historic South Downtown on Sound Transit 3.

B. Signage and Wayfinding Plan

Karin Moughamer began by noting the project team which includes John Turnbull, Mary Bacarella, Amy Wallsmith, and Matthew Holland. Karin reviewed wayfinding initiatives from 2001 to present, noting that a study had been conducted by Maestri in 2001 which was used by RMB Vivid and team in 2012 to develop the current design for signs, including restrooms, elevators, and the color coding of the Downunder.

John Turnbull provided background on the gap between 2001 to 2012, which had to do with passing the levy and completing major renovations before adding new signage.

Karin Moughamer continued by noting wayfinding is included in the 2019 strategic plan as a way to improve customer ability to identify and access desired Market locations.

John Turnbull provided an overview of the project which includes:

1. Improve on-site wayfinding assistance for Market visitors and shoppers
2. Create iconic signage lacking at important Market entrances, especially related to future waterfront connections.
3. Build on PDA investment in a consistent graphic program that stands out from visual texture of the Market.
4. Encourage exploration and discovery as part of the Market experience.
5. Update graphics to include online mapping features and tenant directory.

John Turnbull reviewed the elements of the wayfinding plan, which includes signature signage, heritage interpretive signage, on-site and web based directional maps, on-site kiosks, customer information signs, and tenant and building signage.

Karin Moughamer noted a Request for Qualification will be created for the signature signs. The RFQ will include information on the locations for the signs, which include:

- Entry to MarketFront at Western Avenue (north end)
- Public Market entry portal to Desimone Bridge/North Arcade
- Market entry on Western Avenue at Pike Street Hillclimb. John Turnbull noted that Billie the Pig used to be down there. Colleen Bowman asked if some concepts were presented to MHC but then never implemented. John responded there was a small sign that used to be on the skybridge footing, but that no longer exists. There was a conversation on how to work with the MHC to bring some fun, Instagramable signs to this location.

There is a potential add on for signage or artwork on the garage elevator tower at MarketFront (and which can be seen from Stewart Street looking down at the entrance to Desimone Bridge.)

Karin Moughamer continued by reviewing the heritage interpretive signs that will be removed as Phase 1 of that project. Those signs/locations include:

- Nine signs located on the outside landing for Downunder level 3
- Bench signage located under the north pergola
- Computer located on Downunder level 3
- Display located outside Rotary Grocery
- Black and white photos located by Pasta Casalunga and the back entrance to DeLaurenti's. Those signs could be replaced with historic signs from around the Market.

Phases 2 and 3 of the heritage interpretive sign project includes:

- Kick-off meeting summer 2019 that includes Market Foundation, PDA, and Friends of the Market
- Development of timeline
- Dependent on funding (4Culture March 2020; WA state heritage capital projects grant application spring 2021)

Mark Brady suggested working with the historical commission on signs. Karin Moughamer responded the project team will be attending and presenting ideas to the Market Historical Commission throughout the project.

David Ghoddousi asked what the budget is for the RFQ. Karin Moughamer responded that will be discussed later in the presentation.

David Ghoddousi asked if the north stairs to the Pine Street entrance from Western will be included. Mary Bacarella responded that is not part of this phase but there will be additional opportunities for further signs and areas for improvement.

John Turnbull discussed the need for updated directional maps. These will be redesigned to include the MarketFront and will be a component of the website redesign. The hope is to create an interactive map as well.

John Turnbull noted additional customer information signs will be placed throughout the Market. These will be based on current design and locations will be based on staff walkthrough's.

JJ McKay cautioned staff for guiding people to seating, especially given the issues presented at Victor Steinbrueck Park.

There was a discussion on security issues related to people sitting on Market property. Colleen Bowman commented the Market is a public space and open to all. People are not allowed to sleep in the Market and the council should be careful with language around who is and is not allowed in the Market.

JJ McKay wants to ensure the Market is preserving the right for everyone to feel safe and welcome in the Market.

Karin Moughamer reviewed the kiosk redesign to include new maps and that the historical information included needs updating.

Mark Brady suggested lighting the top of the kiosk to draw attention to the sign.

Devin McComb asked if any of the kiosk panels are changeable. He wonders if there is a way to rotate signs and reconsider placing the historical information in different places throughout the Market.

David Ghoddousi agreed that having interchangeable information around the Market would be beneficial. He suggested a metal frame with the ability to slide posters into it.

Devin McComb suggested rotating a series of three panels with historical content in order to share as much information with guests as possible.

John Turnbull concluded the elements by reviewing opportunities to redesign tenant and building signage. A photo of the entrance to the Soames Dunn building was provided that shows the mix of signs people see from the sidewalk. John noted the commercial department is experimenting with removing the sandwich boards and replacing it with one sign showing all tenants for that building.

David Ghoddousi has heard a lot of complaints from store owners about these new signs and that the PDA generated signs have small font. David suggested changing the signs to include the logo and font for each business.

Colleen Bowman agrees there is a lot of clutter on the sidewalks but it's important to keep the individualism of each business.

Karin Moughamer reviewed the timelines for each portion of the project. Signature signage is kicking off in July with the RFQ while other portions of the project will be ongoing.

John Turnbull reviewed some elements of the budget, which includes more than \$75,000 in the MarketFront account. That will go towards hiring a design consultant and lead to developing a firm budget for future projects.

Mary Bacarella noted RMB Vivid provided some designs for the MarketFront but staff and council decided to put that aspect on hold in order to complete the MarketFront.

Karin Moughamer concluded by reviewing project implementation.

- 2019:
 - Prioritize schedule and work to allow for short term improvements and start of design process
 - Remove outdated and degraded historical interpretive exhibits identified in recent inventory
- 2019-2020
 - Develop a budget for implementation of priorities for significant additions
- Ongoing
 - Supplement current directional signs to restrooms, elevators, building directories, etc.

JJ McKay thanked the project team for this presentation.

Colleen Bowman asked how the website work lines up with this project. Mary Bacarella responded the new website will be launched in early 2020.

Colleen Bowman asked where the signs will go that are being removed. John Turnbull responded they will go into storage.

Colleen Bowman asked to look at the RFQ before it's finalized. Mary Bacarella responded sure.

Colleen Bowman suggested having signage that is looking east (towards the Puget Sound). Karin Moughamer responded that could be addressed in a later phase as the waterfront continues to develop and the Overlook Walk is completed.

C. Executive Director Report and Construction Impacts

Mary Bacarella provided the following updates on construction projects around the Market:

- The LID report is on track and the team will be receiving a first draft July 25 and a final draft July 31st.
- No updates on Market to MOHAI
- Mary will be meeting with David Graves on Victor Steinbrueck Park the week of July 15th.
- The garage modifications related to the Alaskan Way rebuild is at 30% design. The PDA has provided feedback to the City and there will be another meeting regarding the feedback. Colleen Bowman asked at what point the Committee will see these designs. Mary Bacarella responded 30% is still too early but the design will be shared with the Committee.
- The viaduct demolition is supposed to be completed in front of the Market this week.

- Mary noted she is meeting with Jeannie Falls from the Senior Center and Food Bank to discuss the challenges mentioned during last month's meeting and will provide more information at a later date.
- Parking numbers have been tracked each day during the viaduct demolition. Parking remains over budget by \$68,000 and the first few days of July are flat compared to budget.
- The Washington State Ferries will have a temporary sailing schedule July 13-15.
- A judge has ruled against the city with regards to the Showbox and there is an article outlining four arguments that case was struck down. There is a landmarks meeting on July 17th.
- No updates on Pike Pine Renaissance.

Mark Brady asked for an update on the Hahn building. Mary Bacarella has reached out to her contact and has not heard back.

Mary Bacarella noted Mark's previous comment about a ride free zone versus the City Connector Streetcar. That idea was an opinion piece in the Seattle Times and Mary is not aware of any movement to make that a reality.

IV. Public Comment

Bob Messina discussed the orientation of the maps throughout the Market and would like to see some consistency and would like to see one style of map, maybe dropping the birds-eye view. Bob suggested a focus group to test out future maps.

Joan Paulson provided the following comments:

- The historic district boundary is not denoted on any information on signage that she can think of in the Market.
- Handicap accessibility needs to be more clearly defined and implemented in the plan.
- Joan suggests conducting additional surveys to better understand Market visitors in order to develop appropriate signage as well as better information on the website.
- The MarketFront garage tower could be a good location for another flag pole or a weathervane.
- She would like to see the current heritage signs preserved and put up in other parts of the Market, such as the classroom. She does not want them thrown away or into storage. Joan referenced the Sanitary Market signage project from 1981.
- The contractor for the Viaduct has a lawsuit against the State for cost overruns and Joan feels that will have an implication on Seattle.
- She feels the economy will be affected by the next presidential election and be prepared for a possible downturn.
- Joan closed with a statement from St. Thomas Moore: "Silence means consent." She would like to see the meetings more communicative and interactive.

V. Concerns of Committee Members

David Ghoddousi jokingly defended the computer monitor that has never worked and believes it was never plugged in

Devin McComb would like to spend a little time on wayfinding at the retreat and he would like to know how this committee will interact with the process for approving designs and signage. Devin would like to be consistent that the wayfinding program is a long term project that receives proper budget amounts and approvals.

Colleen Bowman noted wayfinding is a complex thing and the Committee should allow designers to do their work and not get into the weeds too much. The Market is complex and wayfinding is an iterative process that is never really done.

VI. Adjournment

The meeting was adjourned at 5:32 p.m. by Colleen Bowman, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator