



Market Connections Committee Agenda

Date: Wednesday, September 13th, 2017

Time: 4:00 p.m. – 6:00 p.m.

Location: Goodwin Library (Economy Building)

Committee Members: Rico Quirindongo (Chair), Colleen Bowman (Vice-Chair), Jim Savitt, Gloria Skouge, David Ghoddousi, Devin McComb, and Mark Brady

4:00pm I. Administrative: Chair
A. Approval of Agenda
B. Approval of the MarketFront Committee August 14th,
2017 Meeting Minutes
C. Review of New Committee Scope

4:05pm II. Announcements and/or Community Comments

4:30pm III. Key Issues and Discussion Items
A. Pike | Pine Renaissance: Act One **Steve Pearce**
B. MarketFront General Report and Update **Ben Franz-Knight**

5:30pm IV. Action Items and Reports

5:40pm V. Items for the Consent Agenda Chair

5:45pm VI. Public Comment

5:55pm VII. Concerns of Committee Members

6:00pm VIII. Adjournment Chair



MarketFront Committee Meeting Minutes

Monday, August 14th, 2017

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

Classroom

Committee Members Present: Rico Quirindongo, Colleen Bowman, David Ghoddousi, Gloria Skouge

Other Council Members Present: Paul Neal

Staff/ Consultants Present: Patricia Gray, John Turnbull, Ben Franz-Knight, Karin Moughamer

Others Present: Chris Scott, Howard Aller, Bob Messina, Joan Paulson, Mark Brady

The meeting was called to order at 4:05 pm by Rico Quirindongo, Chair.

I. Administration

A. Approval of the Agenda

The agenda was approved by acclamation.

Gloria Skouge entered the meeting at 4:25 pm

B. Approval of the MarketFront Committee June 12th, 2017 Minutes

The June 12th, 2017 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

Patricia Gray provided an update on Market Commons construction. Market Foundation plans to move in by the end of the week. There were a few delays due to condition of the slab as well as adding HVAC to the scope, but the original budget was maintained. Doors will be open to the public by the end of August and there will be a series of Open Houses in September with community members.

Joan Paulson commented that in relation to the revision of the committee name the committee should undertake an analysis of short and long term projects taking place in Seattle, make a list of the unknown, such as November elections in 2017 and 2018, and monitor the projects Downtown Seattle Association and Chamber of Commerce support. With regards to MarketFront experimental projects, the committee needs to take a year-long approach to account for seasonality. Joan asked for a process similar to Daystall regulations. She noted that the term plaza should not be used and asked to hear feedback from Daystall on the configurations. Lastly, Joan recommended the naming of buildings should be open to public review.

Bob Messina sent a message to SDOT asking to retain the overhanging pedestrian crosswalk sign over Western Ave (under the skybridge that is being removed). SDOT responded stating they are

studying it and Bob requests the PDA to keep an eye on the process and requested the sign be retained.

III. Reports & Discussion Items

A. Review of Committee Name and Focus

Rico Quirindongo opened up a conversation on renaming the committee to expand the focus beyond MarketFront as a result of building completion and the many changes facing downtown Seattle and the waterfront in the coming years. The below is a list of projects that could be reviewed by this committee:

- One Center City
- Pike | Pine Renaissance
- Center City Connector Street car
- Victor Steinbrueck/Native Park Connections
- Pike Street Hillclimb
- Visibility of the Downunder and Western Ave shops
- MarketFront integration
- Overlook Walk and Park
- Informal relationship with Seattle Aquarium
- Adjacent property development (1st and Pike 17-story new construction with not a lot of parking)

David Ghoddousi asked if parking should be included. Rico Quirindongo responded that anything related to asset management is funneled through Finance and Asset Management Committee.

David Ghoddousi asked if MarketFront construction updates would continue to be provided at these committee meeting.

Rico Quirindongo outlined his thoughts on moving forward.

Ben Franz-Knight recommended, without a quorum, to summarize today's conversation, noting the aspects that were considered, and provide a report at Executive Committee. The Executive Committee could then make a recommendation or decide on the new committee name of scope.

Rico Quirindongo asked for clarification on committee size. Ben Franz-Knight responded there is no set number and a conversation continued resulting in agreement that a committee of 5 or 6 people is preferred.

The Committee agreed that Market Connections is the recommended new name. Other names suggested include Market and the Neighborhood, Market Plus, The Market Adjacencies.

Rico Quirindongo confirmed that Committee name, focus, and composition will be discussed at Executive Committee.

B. MarketFront Experimental Programming

Ben Franz-Knight introduced the Market Experimental Programming presentation. What is included in the presentation is a draft of what will be submitted to the Market Historic Commission as part of the MarketFront umbrella use permit for 2018.

Rico Quirindongo asked for clarification on what the blanket permit covers. Ben Franz-Knight responded that the permit would cover uses for the entire open space that aren't covered in the lease hold properties. This would be a one-year temporary use permit.

John Turnbull began the presentation by noting that data collection is ongoing and it will take a full year to understand MarketFront programming. Under the MHC guidelines, the public has access to MarketFront a minimum of 12 hours per day. The space can be closed, but a city special use permit needs to be acquired and at all times at least one passage from east to west needs to remain open.

MarketFront primary uses:

- Wood Desk: Public open space, occasional performances, private events in the evening
- North Pavilion: flexible outdoor covered space with plumbing and power – special events, crafts and food demonstrations, local producers, community uses, rentals for private events and fundraisers
- Pavilion: Primary use for daystalls under current daystall rules – craft seniority, occasional evening private events and fundraisers.
- Bridge Deck: possible artisanal food vendors (pre-packaged), public open space, specialty themed exhibits, and performer location. Isn't currently being utilized for programming but several food vendors are being considered for the future.

Daystall usage is the primary activity for the main pavilion. The north pavilion is a possible location for programmed special events up to three days in duration. An example is a partnership with Seattle Made this fall.

Zig-Zag daystall formation appears to be most popular. It provides vendors the most visibility and customer interaction. The least popular is the standard daystall linear format with the tables lined up under the lighting as installed.

Ben Franz-Knight commented that overall the feedback has been positive. Daystall tenants have more table space and interviews for new vendors are under way. Tenants that have wanted to be in the pavilion have had a chance to be in the space.

John Turnbull noted that fall will be a time to see how the space fares in foul weather and an opportunity to invite food vendors into the north pavilion.

John Turnbull continued by noting that work is underway to identify a company to manage MarketFront programs. Ben Franz-Knight commented the general approach is to develop site use fees and contract with an entity to manage private event space. This will minimize the amount of management overhead and ultimately a more positive experience for the user.

Rico Quirindongo asked if the Service Use Agreement would include provisions for Market use of the space. Ben Franz-Knight responded yes.

Limitations and restrictions includes:

- MarketFront will not be a commercial product promotion location
- It will not be used for direct political campaigning related to any specific person or ballot issue except with PDA approval.
- Media and commercial filming or photographing must obtain licensing agreement from the PDA.
- No events involving amplified music unless related to a specific special use permit.
- No fixed or permanent location will be provided to a specific business or community organization and all displays used in any promotion must be portable and able to relocate on a daily basis.

Colleen Bowman asked if there are limitations to hosting educational organizations. Ben Franz-Knight stated that educational organizations could be allowed to host events at the north end of the pavilion.

Rico Quirindongo suggested a radio show called “Farm Talk” be hosted on the north end of the pavilion.

David Ghoddousi recommended keeping the bridge deck open and not over programming it.

Colleen Bowman recommended health and wellness programs could be hosted in the morning, which, if they are free and open to the public, Ben Franz-Knight believes would be allowed under the use permit.

Rico Quirindongo asked how the PDA would identify a company to manage events and programming. Ben Franz-Knight stated that the PDA would start with seeking recommendations and once selected, would enter into an initial 30-60-90-day contract. Site use fees would be brought before Committee of Council.

Rico suggested hearing from the programs committee on the relationship between potentially competing usage of the space.

Colleen Bowman commented that what has been discussed at Market Programs Committee is the creation of a set of metrics, such as audience size, pedestrian flow, who the audience is, so that events can be compared. Additional metrics related to events hosted by an outside organization could include community impact, how many people attended, was it a burden for the PDA, what revenue was generated, and was the fee proper.

Colleen Bowman asked if MHC will have any issues with the proposal.

John Turnbull believes there will be some points to negotiate.

IV. Action Items and Reports

None.

V. Items for the Consent Agenda

None.

VI. Public Comment

Howard Aller commented that the committee size should not be less than four. He asked the Committee to consider including the word “development” in the name.

Bob Messina suggested creating a temporary bathroom sign at MarketFront until the permanent signs are installed after Old Stove is completed.

Joan Paulson reminded the Committee that in 2018 the Hildt-Lacata will need to be renewed and no outreach has been done to date. In addition, closing the events department is detrimental to producing events in the Economy Building.

Mark Brady recommended better understanding how best to use the space before entering into a Service Use Agreement.

VII. Concerns of Committee Members

Colleen Bowman asked when the Hildt-Lacata agreement is up. Ben Franz-Knight responded it's up for renewal in 2019 and that outreach, planning, development and recommendations will take place in 2018.

David Ghoddousi asked for an update on the MarketFront tenants, Steinbrueck Park, and MarketFront finish work.

Ben Franz-Knight stated that Honest Biscuits and Indi Chocolate are open. Construction is going well with Old Stove. Little Fish construction is delayed and there are some concerns. Ben is meeting with Little Fish later in the week. Design options are being considered for handrails on the new deck and recommendations will be made at an upcoming meeting. The park permit is almost complete and work should begin this week on Steinbrueck Park access.

Rico Quirindongo asked to have a general report each month, now through December, on the following items:

- Scheduled programming
- Parking revenue
- Victor Steinbrueck Park connection
- Progress of Tennant Improvements
- Outstanding warranty issues for MarketFront construction

Colleen Bowman asked if there is a way to have all of the various outreach presentations on projects that have an impact on the Market compiled into one calendar. David Ghoddousi asked to add in current and future construction projects.

Rico Quirindongo suggested selecting a few projects to follow closely but that creating one, complete list would be a challenge.

Rico Quirindongo asked for a conversation on what elements are considered for the Service Use Agreement. Ben Franz-Knight responded the contract itself is not something the Council would

review, but the policy around site use fees and expectations around responsibilities could be discussed.

Lastly, Rico brought up conducting a wayfinding study, which had previously been tabled, suggesting it could be a retreat topic. Colleen Bowman pointed out that there is some overlap between MarketFront and Market Programs and that Emily Crawford is doing some work on wayfinding.

VIII. Adjournment

The meeting was adjourned at 5:17 p.m. by Rico Quirindongo, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator



Market Connections Committee Scope

On August 31, 2017 the PDA Council passed Resolution 17-46 to rename the MarketFront Committee to Market Connections. This was due to completion of the MarketFront building and the increasing need for the Market to monitor and explore external civic and development projects that may have an effect on the business and character of Pike Place Market.

Included in the resolution was the following list of projects and initiatives the Market Connections Committee will track over the coming years. Additional projects were added based on comments provided at the August 14th MarketFront, August 23rd Executive, and August 31st PDA Council meetings. Additional items may be added as they arise or as they are suggested by Committee members.

- Overlook Walk and connections to Seattle waterfront
- Viaduct demolition
- One Center City
- Pike | Pine Renaissance
- Center City Connector Streetcar
- Victor Steinbrueck/Native Park Connections
- Pike Street Hillclimb
- Visibility of the Downunder and Western Ave shops
- MarketFront integration
- Convention Center Expansion
- Closing of Seattle Bus Tunnel
- Colman Dock/Ferry Terminal Construction
- Informal relationship with Seattle Aquarium
- Adjacent property development