



Pike Place Market Preservation & Development Authority (PDA)

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MEDIA RELEASE

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PIKE PLACE MARKET UNVEILS WATERFRONT ENTRANCE DESIGNS

New Project Completes Market Historic District

Connects Downtown Seattle to Waterfront

**Provides More Space for Farmers, Crafts, Retail, Low-Income Housing,
Parking, Public Plaza and Views**

SEATTLE – March 6, 2014 – In partnership with architecture firm The Miller Hull Partnership, the Pike Place Market Preservation and Development Authority (PDA) has released the latest architectural designs for the Pike Place Market Waterfront Entrance on Western Avenue.

For decades, the key piece needed to complete the 30-year vision for the Market Historic District of Pike Place Market has proven to be elusive. Within the next year, ground will be broken on the final piece of the historic district, celebrating the beginning of a transformation of the western edge of Pike Place Market and the future connection of downtown Seattle and the new central waterfront.

The low-rise, mixed-use development will provide parking for Pike Place Market and the central waterfront, added retail and restaurant space, several stories of low-income housing and expanded social services. The site will also provide additional public open space and expansive views of Puget Sound while connecting the Market to the Seattle Aquarium with easy pedestrian access.

“Throughout its 107 year history, the Market has continually evolved and responded to changing times while maintaining its historic character and authenticity,” said Ben Franz-Knight, Executive Director of the Pike Place Market Preservation and Development Authority. “The development of this project not only preserves the Market’s unique identity, but it also benefits Downtown Seattle by integrating destinations spanning the length of the Pike and Pine corridor from Capitol Hill to the Waterfront and connecting key transportation hubs including the cruise and ferry terminals and the Westlake transit center.”

Key features of the project include: 15,000 square feet of retail space; more than 30,000 square feet of open public space encompassing a public plaza and viewing deck from the Desimone Bridge; room for farm or craft stalls on the roof terrace; 40 low income housing units for seniors; 300 covered parking spaces; and multiple public art installations.

The removal of the Alaskan Way Viaduct and the development of the central waterfront are key factors in the opportunity to create the new Waterfront Entrance project on what is currently a .75-acre surface

parking lot on Western Avenue. The site was originally home to the Municipal Market Building, constructed in the 1920s. In 1974 the Municipal building caught fire and was subsequently torn down. The space has remained vacant for nearly 40 years due to its challenging site location, which sits on top of the Burlington Northern Train tunnel, built in 1903 and still operational today.

Construction will begin within the next year and is slated to be completed by 2016. The Pike Place Market PDA is currently negotiating leasing agreements for the new tenants in the commercial space, which will feature an on-site brewery and restaurant with views of Elliott Bay, among other artisan producers.

Funding for the \$65 million project comes from the PDA, the Washington Department of Transportation, City of Seattle and low income housing grants.

The Pike Place Market Foundation, created in 1982 to support a community of housing and services for low-income residents in addition to preservation and restoration of the Market, is leading a \$9 million capital campaign with opportunities for the public to engage with and contribute to the project. To learn more visit the campaign website: <http://www.pikeplacewaterfrontentrance.org/>

A media-only Q and A session will be held at Pike Place Market at 3 p.m. on Thursday, March 6. Members of the media can talk in-depth with Pike Place Market PDA Executive Director Ben Franz-Knight and Market Foundation Executive Director Lillian Hochstein about the waterfront entrance project, the changing face of the Market as it will interface with the new waterfront and the timing and funding of the project. The latest architectural renderings will be on display.

[Waterfront Entrance Video](#)

Link: http://www.youtube.com/watch?v=w3E1NKicNjU&feature=c4-overview&list=UUhRMmMhjkMPeJ_1TOL-Ncg

[Waterfront Entrance Images](#)

Link: <https://www.dropbox.com/sh/oblu5ckz59e462g/E2cZ9960de>

Images courtesy of Miller Hull Partnership

[Waterfront Entrance website](#)

Link: <http://www.pikeplacewaterfrontentrance.org/>

PDA Waterfront Entrance web page with links to PDA Council reports, presentation and documents: www.pikeplacemarket.org/waterfront-entrance

Media-Only Q and A Session on the Waterfront Entrance Project

WHO: Ben Franz-Knight, Executive Director of the PDA and Lillian Hochstein, Executive Director of the Pike Place Market Foundation

WHEN: Thursday, March 6, 2014; 3-4 PM

WHERE: Elliott Bay Room, second floor, Economy Market Building at 1st Ave and Pike St.

Upcoming Public Meetings

Plaza Landscaping & Materials Open House

WHEN: Tuesday, March 4, 2014 from 5-6 PM AND Friday, March 7, 2014 from 8- 9 AM

WHERE: Elliott Bay Room, second floor of the Economy Building at 1st and Pike St.

Please join the PDA, Miller Hull Partnership, and Berger Partnership to view and provide input regarding possible landscape and material options for the plaza and for the recommended canopy option.

Public Art Open House

WHEN: Monday, March 10, 2014 from 5-7 PM

WHERE: Atrium Loft, second floor of the Economy Building at 1st and Pike St.

Please join the Market Foundation and the Public Art Committee (comprised of Market representatives and community volunteers) to provide feedback on eight public art proposals for the Waterfront Entrance. In January, the Public Art Committee reviewed 51 applications from local public artists and narrowed the selection to nine finalists. Each finalist had six weeks to develop a site specific proposal which will be featured at this event.

About Pike Place Market Preservation and Development Authority

The Pike Place Market Preservation & Development Authority (PDA) is a not-for-profit, public corporation chartered by the City of Seattle in 1973 to manage the properties in the nine-acre Market Historic District. The PDA is required to preserve, rehabilitate and protect the Market's buildings, increase opportunities for farm and food retailing in the Market, incubate and support small and marginal businesses, and provide services for low-income people. www.pikeplacemarket.org.

About Pike Place Market Foundation

The Pike Place Market Foundation is the heart of the Market. By helping our low-income neighbors who work, learn and live in and around the Market, the Foundation helps the Market we love remain a thriving, caring community. Established in 1982, The Market Foundation is a non-profit organization that supports housing and services for our low-income neighbors by fundraising, advocacy and community building. Over the past 31 years, The Market Foundation has contributed to a neighborhood model that allows a diverse community to live and thrive here at Pike Place Market. Learn more: www.pikeplacemarketfoundation.org

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