



Pike Place Market Preservation & Development Authority (PDA)

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NEWS RELEASE PIKE PLACE MARKET

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Pike Place Market Foundation Launches \$9 Million Capital Campaign to Fund MarketFront Expansion

Community event with Parade, Flag Raising and Unveiling of Market Charms and Hoofprints

SEATTLE – [Pike Place Market](#) is growing with the new “[MarketFront](#),” a waterfront entrance to Seattle’s historic public market. The expansion will transform a surface parking lot on the Market’s western boundary into a public plaza with additional space for farmers, craftspeople, artisan purveyors, low-income housing and social services. Today, at noon, the Pike Place Market Foundation launches a \$9 million capital campaign with a parade on Pike Place; a flag raising in front of the Public Market sign; and an unveiling of new donor opportunities to fund a portion of the new MarketFront.

Parade marchers include buskers, chefs, craftspeople, farmers, fishmongers, performers, merchants, residents and representatives from the Market’s four social service agencies.

Seattle City Councilmember Jean Godden, King County Executive Dow Constantine, representatives of the Friends of the Market and Market celebrities – Chef Daisley Gordon of Café Campagne, Master Butcher Uli Lengenber of Uli’s Famous Sausage and singer, songwriter and busker, Whitney Mongé – will participate in a flag raising ceremony of the Pike Up! flag in front of the Public Market sign on Pike Place at Pine Street.

For the first time in 30 years, Market supporters will have the opportunity to engrave their names into history at Pike Place Market. Lillian Hochstein, executive director of the Pike Place Market Foundation, will announce the creation of the new Market Charms and Piggybank Hoofprints. The tax-deductible gift of \$180 for the Market Charm, and \$5,000 for a bronze hoofprint leading to the MarketFront Plaza, will provide essential funding for the expansion.

The MarketFront is the result of a 40-year vision to complete the final piece of the Market Historic District and to create a future connection to Seattle’s waterfront. 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; a new Neighborhood Center with additional social services; 300 covered parking spaces; and multiple public art installations.

Construction on the new MarketFront will begin in 2015. The MarketFront is slated to be completed before the removal of the Alaskan Way Viaduct in 2016. Funding for the approximately \$66 million project comes from the City of Seattle, the PDA, AWV Parking Mitigation Funds, Low-Income Housing Grants, Tax Credits and The Market Foundation.

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.

Donation information, more details and visuals will be available at www.marketfront.org as of October 30.

About Pike Place Market Foundation

The mission of the Pike Place Market Foundation is to preserve the traditions and diversity of the Market community. Through both historic preservation of the Market and development of services and housing to help 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 has contributed to a neighborhood model that allows a diverse community to live and thrive here at Pike Place Market.
www.pikeplacemarketfoundation.org

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.

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