



Pike Place Market Preservation & Development Authority (PDA)

Info@PikePlaceMarket.org • P: 206.774.5225 • F: 206.786.7317

PIKEPLACEMARKET.ORG • 85 PIKE STREET, ROOM 500 • SEATTLE, WA 98101

For Immediate Release

Press Contact:

Emily Crawford, Marketing and PR Manager

Tel: 206.774.5278; mobile: 206.965.0014

E-mail: emily.crawford@pikeplacemarket.org

PIKE PLACE MARKET BREAKS GROUND ON NEW MARKETFRONT June 24, 1 p.m.



The first significant expansion of the Market in 40 years, the MarketFront fulfills a long-held vision of those who fought to save it in the '60s, and connects the icon to Seattle's waterfront

SEATTLE (May 20, 2015) – Seattle's iconic [Pike Place Market](#) will celebrate a historic milestone four decades in the making when it breaks ground on the Pike Place MarketFront, a dynamic, multi-level expansion, with a ceremony on Wednesday, June 24, 2015, beginning at 1 p.m. The event will include Mayor Ed Murray, city and state representatives, dignitaries, Pike Place Market Preservation and Development Authority (PDA) Council members, Market Foundation Board members and Friends of the Market, at the site of the future project on Western Avenue.

The \$73 million project will realize a long-held vision of Market advocates, who won historic designation for the 9 acre neighborhood in 1971. Spurred by the future removal of the Alaskan Way Viaduct, the MarketFront expansion provides the unique opportunity to complete an important chapter in the Market's past and begin a new one. The new public space, with views of Puget Sound, will provide more room for farmers, artists, and artisan food purveyors; low-income housing for seniors, 300 public parking spaces; and a future pedestrian connection to the waterfront.

Since the early '80s, the site has been the focus of at least seven different feasibility studies and development proposals, none of which secured adequate funding. Funding for the MarketFront is provided by the City of Seattle, WSDOT parking mitigation funds, low-income housing grants, PDA equity, bonds and a \$9 million capital campaign led by the Pike Place Market Foundation.

Construction on the mixed-use project begins in May 2015 and is slated for completion in late 2016. In just two years, visitors will be able to walk from the Joe Desimone Bridge in the arcade onto the public MarketFront Plaza, where farmers and craftspeople will sell their produce and products beneath a canopy.

Artisan food purveyors Honest Biscuits, Indi Chocolate, and Old Stove, a new brewery and gastro-pub, will serve patrons hungry for a taste of Seattle. The bronze, 500-pound Billie the Piggybank, a cousin to the Market's more famous piggybank, Rachel, will greet visitors on the plaza and raise funds for social services operating in the Market.

On Wednesday, June 24, Mayor Murray will speak at the ceremony, honoring the many groups, sponsors, donors and individuals who are making the MarketFront possible. The Chief Seattle Club, a partner in the MarketFront's new Neighborhood Center, will give a blessing before the ceremonial groundbreaking.

Event Details

Who: Mayor Ed Murray, Pike Place Market Preservation and Development Authority (PDA), City, County and state dignitaries, Pike Place Market Foundation, Friends of the Market, Chief Seattle Club, Market community members

What: Groundbreaking Ceremony for the Pike Place MarketFront

When: Wednesday, June 24, 1-2 p.m. Parade on Pike Place to the MarketFront site by "Piggybackers," donors to the Pike Up! campaign, begins at 12:45 p.m.

Where: Desimone Parking Lot, 1501 Western Ave.

Day of Contact: Emily Crawford, PR Manager, cell: 206.965.0014; emily.crawford@pikeplacemarket.org.

****Parking spaces will be reserved for TV trucks in the far north end of the Desimone Parking lot. Please enter the lot at 1501 Western Ave. by 12:15 p.m. before parade spectators arrive.**

Media Kit: <http://www.pikeplacemarket.org/marketfront>

More information on the \$9 million capital campaign to fund the MarketFront that gives individuals the opportunity to engrave their name on a Market Charm or Hoofprint: www.PikeUp.org

About Pike Place Market

Pike Place Market is Seattle's original farmers market, founded in 1907, and is one of the oldest continuously operating public markets in the U.S. The market operates within a nine-acre historic district and is a bustling neighborhood of hundreds of vendors, residents and businesses, including farmers, craftspeople, independent shops, buskers, and residents, many of whom are low-income seniors, and five social service agencies. www.pikeplacemarket.org

About the Pike Place Market Preservation & Development Authority (PDA)

The 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 and affordable housing for low-income people. <http://www.pikeplacemarket.org/pda-council-committees>

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. <http://www.pikeplacemarketfoundation.org/>