



**Pike Place Market Preservation and Development Authority (PDA)**

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**COUNCIL MEETING MINUTES – September 27<sup>th</sup>, 2012**

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**Council Members:** James Savitt, John Finke, Ann Magnano, Patrick Kerr, Gloria Skouge, Jackson Schmidt, Betty Halfon, David Ghoddousi, Matt Hanna, Bruce Burger, Gerry Kumata

**Staff Present:** Ben Franz-Knight, Joe Paar, John Turnbull, Jennifer Maietta, Kelly Lindsay, Matt Holland, Scott Davies, Emily Crawford, Lillian Hochstein, Dianna Goodsell

**Others Present:** Peter Steinbrueck, David Miller, Brian Court, Haley Land, Bob Messina, Howard Aller, Joan Paulson, Ernie Sherman, Tom Graham, Joel Read, Gerry Johnson

The meeting was called to order at 4:01 p.m. by James Savitt - Chair

**I. Administration**

**A. Adoption of Agenda**

There was a proposed change in moving Closed Session under Section VI, Item A after the Further Public Comment, under Section VII.

The agenda as amended, was approved by acclamation

**B. Review and Approval of the August 31<sup>st</sup>, 2012 Meeting Minutes.**

The minutes were approved by acclamation

**II. Public Comment Including the Market Community**

Haley Land briefly discussed an update from the Stakeholders meeting from last month. He noted there was a request from the group to have a view study of the waterfront from slab ten. He inquired about the differences between conceptual design and schematic design for PCI-North as well as the timeline for schematic design of PCI-North. He lastly discussed about conversations with the Daystall community regarding future uses for PCI-Nort. He had requested to omit previous comments regarding future Daystall uses for PCI-North, allowing the opportunity to educate the community first on the topic.

Jim Savitt briefly addressed Haley Land's comment, distinguishing the conceptual and schematic design process for PCI-North. He stated that the conceptual design will service as a general outline with programmatic elements designated to the PCI-North space.

Ben Franz-Knight noted that the Miller Hull team are currently working on the view study of the waterfront from slab ten. James Savitt requested Ben to send notification within the Market community when the view study is complete.

**III. Reports and Information Items**

**A. Council Chair Report**

James Savitt presented the Council Chair Report. He formally welcomed Betty Halfon to the Council and congratulated Patrick Kerr on his chairing duties last month at the Full Council meeting. James discussed the meeting's agenda and additional planning for future meetings. He discussed the preparations for the

Full Council Retreat and inquiring about the appropriate topics to focus on at the retreat. He noted two significant issues that warranted a retreat; Farm & Farm Program Strategy and a reset on Strategic Issues and Priorities for 2013. He added that due to the timeline of PCI-North and the MOU with the City, the retreat would not be an appropriate time to address PCI-North. He stated that the budget cycle has begun and encouraged the public and community to attend the next Finance Committee meeting in October.

James Savitt briefly commented on nominating issues due to the future vacancy of PDA Council member Gerry Kumata. He asked for recommendations for possible candidates in which the Nominating Committee should consider. He requested for Ben to provide a web link for council nomination considerations. Lastly he noted that the annual review of the Executive Director's performance would be less intricate than of last year's review. He congratulated Ben on being named one of the 40 under 40 awards in Seattle.

**B. Executive Director's Report**

**I. Other Items**

Ben Franz-Knight presented the Executive Directors Report. He noted that he and several staff members just returned from The 8<sup>th</sup> International Public Market's Conference, in Cleveland Ohio. He stated there was a tremendous amount of useful and exciting information at the conference as well as a great opportunity to connect to members around the country. He added that the Pike Place Market received a Great Market's, Great Cities Award.

Ben Franz-Knight briefly reported on few items including the impressive undertaking and transformation in Soames Dunn Building; Seattle Cutlery and Bavarian Meats have placed tremendous work with the transformation. He lastly noted that in reference to the renovation, he has been meeting with the City to review the cash flow of funds. There were additional funds that were not fully anticipated. He noted we have immediate needs for climate cool units, which will assist additional tenants as well as finishing some work on Western.

James Savitt commented on the decrease in sales numbers for the restaurants. John Turnbull noted that during the summer a few businesses do not get the reports returned on time; most of the businesses are doing well in sales.

**C. Committee Chair Report**

Matt Hanna briefly noted that there would be two important meetings taking place regarding the Budget process; there is a community meeting on October 9<sup>th</sup> and the 2013 Budget Presentation on October 16<sup>th</sup>. He lastly added that the October 16<sup>th</sup> meeting would be an opportunity for the Council members to discuss the budget with staff and directors and drill down in detail on any specific items.

**D. Other Reports**

None

**IV. Key Issues Presentation and Discussion:**

**A. PCI-North Final Concept**

Ben Franz-Knight presented an overview of Proposed Resolution 12-77 and the progress of PCI-North design and development. He stated that first of all with the overall PCI-North timeline, work is going along very well. He noted that we have submitted our formal response to the State for the RFI to secure 5 million dollars in funds; they were very pleased with the status of our project, the overall concept and the alignment with their goals to seek replacement parking. He added that the other most significant thing that has happened in the last week was that the mayor released his budget, designating 1 million dollars in 2013 and 6 million dollars in 2014 for us to continue design efforts for PCI-North and actually began construction. He noted it was a little bit less than we expected in 2013, but more than we expected in 2014; it was overall good news for the city to be putting 7 million dollars for our project before the approval of the LID. He discussed potential concerns regarding the LID and if it fails. He noted that the City is also equally concerned about this issue because they are going to start putting real money in this project; the State will want an absolute answer on this before they will want to grant us 5 million dollars. He concluded that we are working on potential concerns for PCI-North sources of funding and that we will continue to work with the WRC and the Finance Committee on that front.

Ben Franz-Knight noted that in regards to tonight's resolution, there is no additional authorization of funds we are seeking. We would come to the Committee with a resolution in December; once the MOU with City has been approved and once the City's budget has been finalized. He added that at the latest Finance Committee he provided an outline to the Committee with a broader look at sources of funds and discussed specificity on the philanthropy & grants component.

David Miller and Brian Court from Miller Hull gave a presentation on Pike Place Market PCI-North Final Concept Document. The Final Concept Document and presentation for PCI-North has been included with these minutes. Miller Hull addressed the key components that are incorporated in the Concept design and the specific pieces of work needing to be accomplished in Resolution 12-62; specific type of low-income housing and specific locations for additional workforce and/or livework housing. The presentation included a visual of the current PCI-North conceptual design.

Peter Steinbrueck shared some comments from the Market Historical Commission meeting from the previous evening. He commented on the concerns of circulation in and around Steinbrueck Park, especially a concern for the Native population that has come to value and use much of the park space; he noted that the Commission did not say much regarding that concern. He asked for Miller Hull and the Council to maintain sensitivity on this issue.

I. **Action Item** Proposed Resolution **12-77**: PCI-North Final Concept Design

Ben Franz-Knight introduced the resolution which states that the parcel known as PC I North ("PCIN") is a much studied parcel in the Market Historic District, has long been considered a core part of Market development, and was historically the site of a municipal market from 1922 to 1974; and therefore the waterfront redevelopment project currently being studied and planned by the City of Seattle presents an opportunity for the Market and for the PDA to further fulfill its mission as stated in its Charter. In 1974 as authorized under the Community Renewal Act RCW 35.81.090 and City Ordinance No. 101902, the City of Seattle purchased the PCI property along with other core Market properties in the Pike Place Market Urban Renewal Area with the intent to transfer properties without consideration to further the Pike Place Market's purposes as defined in the Pike Place Market Historical District Ordinance and Public Development Authority's Charter; and the Pike Place Urban Renewal Plan adopted by ordinance by the City of Seattle in 1974 established priority uses for the future redevelopment of the PC-I site, including PCIN, as part of the Market's core and states that the PC-I site "...should provide for the development of commercial, residential, and public spaces to complement the existing market activity"; and, the PDA Council adopted Resolution 11-77 identifying priority uses for PCIN and established a Waterfront Redevelopment Committee ("WRC") to review existing design proposals and prepare design proposals for PCIN and adjacent areas; and the WRC, working with staff and consultants has prepared a site analysis and a preliminary building program consisting of priority uses that support and complement the Market's mission which were adopted by the PDA Council with Resolution 11-102. The PDA Council adopted resolution 12-30 authorizing the hiring of Miller Hull Architects to develop a preferred concept design for PCIN and adjacent areas informed by past design studies, the PPMHC Design Guidelines and established priority uses for PCIN, current and future identified Market needs, and through a collaborative design process working with the Market Community and the City of Seattle's Central Waterfront Project design team and its consultants; and, to support the refinement of concept designs the PDA Council adopted Resolution 12-62 detailing goals for design and development planning for concept development up to and including schematic design; and, working with the WRC Committee, Waterfront Design Team, Market Stakeholders, the community, and design team partners Miller Hull Partnership has developed a Final Concept Document that details Design Rationale, Public Realm Analysis, Preliminary Massing Concepts, Preferred Massing Concept and Concept Design and initial schematic design for parking and general floor plans; and, further development of schematic design, design development and construction documents will require additional allocation of funds and approval of a final concept. The Final Concept Document addresses key issues identified in items a.1-a.10 of Resolution 12-62 with the exception of specific type of low-income housing and specific locations for additional work force or live/work housing and the exact location of the Food bank, both of which may be considered in "Building B" connecting PCIN to the new road; and, refined financial analysis has proceeded as identified in items c.1-c.3 of Resolution 12-62 with ongoing work needed to formalize projected operating expenses, funding sources and expenses including debt service: and, Now, therefore, be it resolved that the;

- I. The PDA Council approves the Final Concept Document presented at the Council's meeting of September 27, 2012 and attached hereto, and by this approval adopts the conceptual design as the

preferred option to further refine and develop through schematic, design and contract documents ; and identifies the areas of focus set forth in points 2-4 below to be explored with the community, market stakeholders and waterfront design team as time and budget allows within currently approved funding until such time as the PDA Council approves the next phase of the PCIN project, currently anticipated to be the preparation of Schematic Design, Design Development and Contract Documents; and,

2. The PDA Council hereby directs the PDA Executive Director and the PDA's consultants to continue to work collaboratively in the design process with the Market Community, Market Historic Commission and City's Central Waterfront Design Team toward implementing the Final Concept Document and achieving the above stated goals and outcomes efficiently as time and budget allows within currently approved allocations; and,
3. The PDA Council anticipates entering into the next phase of Schematic Design, Design Development and Contract Documents with Miller Hull in December 2012, including funding for the necessary design work and document preparation; and following approval of the MOU/MOA with the City of Seattle and approval of the City Biennial Budget; and,
4. The PDA Staff and the WRC will work with the City of Seattle to refine the PCIN Concept Design to ensure full integration of PCIN with waterfront connections and address the following:
  - a. reduce the scale of the structural wall on the west side of the site and re-introduce potential for a slope for steps, public art, children's playscapes and other treatments to integrate the PC-IN with the Overlook Walk;
  - b. explore ways to widen the public space along the west side of the PC-IN, connections from Victor Steinbrueck Park and connections from Western to the Overlook Walk;
  - c. integrate Miller Hull's concept for a public roof on the PC-IN building that connects to Desimone Bridge into the overall public space concept;
  - d. add more green areas to the public spaces designed for PC-IN, incorporating features from the Overlook Walk; and
  - e. explore ways to refine the Overlook Walk in response to the emerging PC-IN design, including potentially raising slightly the overall grade of the ramp or lifting the platform around the train overlook to relate more to the public spaces on the PC-IN.

Jackson Schmidt moved, John Finke seconded

There was a discussion that followed.

David Ghoddousi discussed several of his concerns regarding the PCI-North conceptual design with Miller Hull, including concerns over specific design elements and view blockages with the conceptual design.

David Miller noted there is still much development to do with the PCI-North design. He added that moving forward into schematic design will give us the opportunity to refine those concepts.

Jackson Schmidt discussed the process are where we are in the PCI-North project and where we are going. He noted that we will be continuing working on strategic effort for the financing and programming of the space, including the compilation of accurate pro-forma.

Matt Hanna suggested an amendment to the resolution to include some finance components.

John Finke proposed an amendment under Section # 4; adding item f to include language of refining the project's cost estimates, potential financing sources and the projects income potential. He stated that the goal is we are working on the design, which we cannot do exclusively without working on potential financing of the design.

Ann Magnano inquired about clarification regarding the resolution and specifically what she was voting for, including the issue of approving additional spending.

John Finke noted that the resolution is simply a guideline in which will be further refined down the road. He also noted that there is no notion in the resolution to approve additional spending than what has been allotted.

For: James Savitt, John Finke, Ann Magnano, Gloria Skouge Patrick Kerr, Matt Hanna, Bruce Burger, Gerry Kumata, Jackson Schmidt, Betty Halfon  
Against: David Ghoddousi  
Abstain: 0

Amended Resolution 12-77 passed with a vote of 10-1-0

**V. Resolutions and Other Action Items (Old and New Business)**

A. Consent Agenda

**Action Item:** Proposed Resolution **12-76:** Authorization for Contract Authority - Design Services for the Livingston Baker Residential Hot Water Loop Replacement - Livingston Baker Building

Motion to approve the consent agenda

David Ghoddousi moved, Gerry Kumata seconded

For: John Finke, Ann Magnano, Gloria Skouge, David Ghoddousi, Matt Hanna, Patrick Kerr, Bruce Burger, Gerry Kumata, Jackson Schmidt, Betty Halfon  
Against: 0  
Abstain: James Savitt

Consent agenda passed unanimously

B. New Business

**Action Item:** Proposed Resolution **12-75:** Adoptions of the 2012 Marketing Strategy Review and Assessment

Ben Franz-Knight introduced the resolution states that the 2012 Strategic Plan identified Marketing Strategy as one of five the key issues and directed a review of overall Marketing Strategy including current programs, assessment of new opportunities, review of media platforms, resource allocation and priorities. The Director of Programs and Marketing, in consultation with the Market Programs Committee has conducted a thorough analysis of current practices, identified priorities and made suggestions for future activities. The recommendations include emphasizing human interaction Market imagery, increasing communications targeted towards the tourist audience, developing comprehensive strategies for media relations and social media, updating and expanding the Pike Place Market website, and investigation into the benefits of customer research. The complete analysis and recommendations are provided in the attached document, *Marketing Strategy Review and Assessment*. It be requested that the PDA Council adopts the *Marketing Strategy Review and Assessment* for the year 2012.

Bruce Burger moved, Gloria Skouge seconded

For: John Finke, Ann Magnano, Gloria Skouge, David Ghoddousi, Matt Hanna, Patrick Kerr, Bruce Burger, Gerry Kumata, Jackson Schmidt, Betty Halfon  
Against: 0  
Abstain: James Savitt

Resolution 12-75 passed unanimously

C. Other

None

**VI. Further Public Comment**

Joan Paulson commented on the PCI-North Final Concept Design document guidelines in respect of the Urban Renewal Plan and the phases of the PCI-N project design and development. She noted the final document is lacking the importance of the confirmation of the Urban Renewal; it needs to be acknowledged in the document as well as amended.

Howard Aller commented on his excitement to see as many as 44 housing units incorporated for PCI-North. He noted that in reviewing some of the design sketches for the housing units, it would be important for the units to open to some type of closed space for safety, instead of directly outdoors.

Haley Land gave reference to the money timeline for PCI-North noting his appreciation for the timeline and its usefulness as a tool. He inquired about some details regarding the LID money. He also commented on his appreciation to the new changes in the meeting room space; if there are larger meetings in the future, he would like to have the acoustics further addressed.

Tom Graham commented on the PCI-North Final Concept and Design documents. He noted that some of the documents that have been produced have shown that the Council and Architects have been listening to the public and community. He mentioned his concern regarding the sundown of the urban renewal plan and the reality of Council members changing in the future. He asked if the Urban Renewal sunsets, will the zoning change as well as the plans for PCI-North.

*Closed Session began at 5:46 p.m.*

**VII. Other Reports and Action Items**

- A. PCI-North MOA/MOU (Closed Session Per (RCW 42.30.110(1)(b))

*Closed Session ended at 6:38 p.m.*

In Closed Session, Council members provided input and guidance on negotiations for the MOA/MOU.

**VIII. Concerns of Council Members**

None

**IX. Adjournment**

The meeting was adjourned at 6:39 p.m. by James Savitt, Chair

Meeting minutes submitted by:  
Dianna Goodsell, Administrative Services Coordinator