Pike Place MarketFront
A 40-Year Vision to Complete the Market Historic District

OVERVIEW
For the first time in 40 years, Pike Place Market expanded with the opening of its new “MarketFront.” A site built for Market producers in the early 20th century, the expansion reclaims the site for farmers and producers, and provides a dynamic public plaza with views of Puget Sound and Olympic Mountains, table space for farmers, craftspeople and artisan purveyors, retail space, low-income housing, a neighborhood center and additional parking.
KEY FEATURES

- Open public plaza and viewing deck with spectacular views of Mount Rainier, Puget Sound and Olympic Mountains; 30,000 square feet of open public space
- Pavilion with spaces for 47 farm and craft vendors and views of Elliott Bay
- Producers Hall featuring a brewery, seafood restaurant, biscuit maker and chocolate maker
- 40 new units of low-income, senior housing managed by Pike Place Market PDA
- Market Commons, a center with expanded social services for the Market community
- 300 new covered parking spaces in the expansion’s lower levels; 33 bicycle spaces
- Three public art installations
PRODUCERS HALL – New MarketFront businesses showcase on-site production

**Old Stove Brewing Co.**
Thirsty patrons will sip pints in a brew house and gastropub designed to make the most of the MarketFront’s open-air feel, with an 80-foot window-wall showcasing an expansive view of Elliott Bay and the Olympic Mountains visible from Western Avenue. Co-founders Chris Moore and Brian Stan will have 20 house-made rotating beers on tap and the pub menu will highlight locally sourced seasonal ingredients.

**Honest Biscuits**
Founder and Head Baker Art Stone learned biscuit making at his grandmother’s knee in rural North Carolina. Years spent trying to replicate her biscuits have paid off with Honest Biscuits. In Art’s new spot in the MarketFront, he’ll serve up fried chicken alongside southern-style biscuits with Seattle twists, like the “MacGregor,” made with bacon from the Market’s own Bavarian Meats.

**indi chocolate**
Chocoholics will find paradise at Erin Andrews’ expanded chocolate factory where she’ll serve up house-made elixirs, desserts such as s’mores, sweet rolls and Belgian waffles drizzled in chocolate sauce, and bars infused with local berries, hazelnuts and dried fruits. Her specialty is bean-to-bar chocolate, which she sources herself from Central America.
LOW INCOME SENIOR HOUSING

Western Avenue Senior Housing
Housing for low-income seniors has been identified as one of the most significant emerging needs in downtown Seattle. The new MarketFront housing features 40 studio apartments rented to low-income persons, 55 years of age or older, with incomes 50% and 30% below area median income. Seven of the apartments on the west public plaza of the new MarketFront are intended for artists and craftspersons.

Market Commons
A neighborhood center at Pike Place Market will serve as a hub for connecting and engaging the diverse community that lives and works in and around the Market. Operated by the Pike Place Market Foundation, Market Commons will serve as a resource center to connect neighbors to existing services, as well as a space to develop new innovative programs to meet the needs of our community. A wide-range of activities will be offered including wellness, educational, art and social activities hosted by a variety of community groups and partners. Opening in June 2017, The Market Foundation hopes to welcome thousands of community members into the space in its first year.

PIKE UP!
Pike Up! is a $9 million capital campaign launched by The Market Foundation, $6 million of which helped fund the MarketFront project. For the first time in 20 years, Market supporters have the opportunity to engrave a name or message into Pike Place Market history through Market Charms, which hang on the new MarketFront as an art installation; or bronze Piggybank hoof prints leading to the MarketFront Plaza. Learn more: www.PikeUp.org.
PUBLIC ART

The expansion features three public art installations from local and regional artists to creating a colorful canvas and contemporary feel to the MarketFront. Each new work was designed to reflect Pike Place Market’s unique history and cultural legacy.

**Western Tapestry**, by local artist [John Fleming](#), is comprised of 671 4-inch-wide aluminum strips of varying lengths from 6 feet to 22 feet, creating a dynamic multicolored tapestry reflecting the vibrant colors seen in the Market’s fruits, vegetables, flowers and artworks. LED lights illuminate the wall at night. Crowd-sourced workshops gave the public a chance to contribute their creativity to the tapestry before Fleming installed the work in spring 2017.

**Northwest Microcosm** by longtime Market artist and Vashon Island resident, [Clare Dohna](#), features three mosaic murals depicting the bounty of the Pacific Northwest with tiles of fish, flowers, fruits and vegetables. Visitors will see each mural in the landings of the grand staircase leading to the MarketFront plaza. Select tiles within each mosaic recognize major contributors who have donated $10,000 or more to the Pike Up! campaign.

**Billie the Piggybank** moved from her spot on Western Avenue to the MarketFront plaza. Designed and created by Whidbey Island sculptor [Georgia Gerber](#), Billie, and her more famous counterpart, Rachel the Piggybank, collects spare change donated by the Market’s 10 million annual visitors. Funds raised from the two piggybanks help support critical social services within the Market’s 9-acre neighborhood. Learn more about the Pike Place Market Foundation at [http://pikeplacemarketfoundation.org/](http://pikeplacemarketfoundation.org/).
SITE HISTORY

The Municipal Market building formerly occupied the site. It caught fire and was subsequently torn down in 1974, the same year the site was included in the Pike Place Market historic district. Multiple feasibility studies and development proposals in the following years failed to be economically viable; development constraints included an active Burlington Northern Santa Fe train tunnel beneath the site and height restrictions within the historic district zone.
TIMING OF THE MARKETFRONT
After decades of study, the Pike Place Market Preservation and Development Authority (PDA) is realizing a decades-long goal to develop the last piece of the Market Historic District. The timing of the $74 million project is driven by the future replacement of the Alaskan Way Viaduct.

The expansion, designed by The Miller Hull Partnership, is the first piece of the greater central waterfront development to move forward. The location of the MarketFront, on Western Avenue, will provide future access to the central waterfront development and create a dynamic link from the west to the Market and the Pike/Pine St. corridor in downtown.

PROJECT TIMELINE
Construction began with groundbreaking in June of 2015, was completed in May 2017, and celebrated with a grand opening on Thursday, June 29, 2017. In late 2016, the tower crane was removed from the site, a major milestone. Construction continues on the new vendor pavilion, restaurants and public spaces. The new parking garage opened in May 2017 and provides 300 covered parking spaces.

ARCHITECTURE
The inspiration for The Miller Hull Partnership’s design of the MarketFront is the sense of discovery one feels when exploring the Market’s hidden alleys and winding passages. The design team looked to the existing 20th century industrial structures and simple materials, such as exposed timber beams, found throughout the Market. The building incorporates Northwest industrial toughness with large, open spaces that offer transparency inside and out.

PROJECT PARTNERS
The Pike Place Market Preservation and Development Authority (PDA) is leading the project with support from the City of Seattle, oversight from the Market Historical Commission and with input from the Market community. The Miller Hull Partnership created the design. Project management is led by the Seattle-based firm SOJ. Sellen Construction is the general contractor and construction manager. The Pike Place Market Foundation is leading a capital fundraising campaign.

FUNDING
Funding for the $74 million project comes from the City of Seattle, parking mitigation funds from WSDOT, a capital fundraising campaign led by The Market Foundation, PDA equity and debt, new market tax credits, low income housing tax credits, and grant funds. The PDA funded the initial exploratory design concepts along with support from the City of Seattle.