Market Connections Committee Meeting Agenda

Date: Monday, January 14th, 2019
Time: 4:00 p.m. – 6:00 p.m.
Location: Economy Building Classroom, 1433 First Avenue (3rd Floor)
Committee Members: Colleen Bowman (Chair), David Ghoddousi (Vice-Chair), Devin McComb, Mark Brady, Matt Hanna, Ali Mowry, JJ McKay

4:00pm I. Administrative: Chair
A. Approval of Agenda
B. Approval of the Market Connections Committee November 5th, 2018 Meeting Minutes

4:05pm II. Announcements and/or Community Comments

4:10pm III. Key Issues and Discussion Items
A. First and Pike Hotel Project Update Stellar Holdings
   Mary Bacarella
B. SR-99 Closure Updated Communication Plan
   Mary Bacarella
C. Executive Director Report and Construction Impact Updates

5:45pm IV. Public Comment

5:50pm V. Concerns of Committee Members

6:00pm VI. Adjournment Chair
Monday, November 5th, 2018
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Colleen Bowman, David Ghoddousi, Mark Brady

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Karin Moughamer, Brady Morrison, Amy Wallsmith

Others Present: Bob Messina, Howard Aller, Brian Nielsen, Chad Schuster, Lillian Sherman, Wendy Paul

The meeting was called to order at 4:01 pm by Colleen Bowman, Chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.

   B. Approval of the Market Connections Committee October 8th, 2018 Minutes
      The October 8th, 2018 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    Bob Messina requested the PDA not give up its right to protest the assessments of the LID. The protest movement has reached 48% and needs 60% to stop the process. The City has offered to reduce the LID assessment value if property owners in downtown Seattle stop the protest. He notes there are different options for rebuilding the waterfront, with the lowest impact being demolish the viaduct and rebuild Alaskan Way. He sees that option as still a positive result.

III. Reports & Discussion Items
    A. Viaduct Removal Update
       Brian Nielsen, administrator for the viaduct replacement program, began the presentation with an overview of the program schedule for the tunnel preparation, SR 99 closure, and opening the tunnel. Tunnel preparation began in fall 2018 and include switching Alaskan Way travel (completed), finish testing the tunnel systems, operations, maintenance and emergency responder staff training, and preparatory tunnel on-and-off ramp work.
       - On January 11th SR 99 closes fully in order to finish 8 ramps to/from new tunnel, realign SR 99 into new tunnel and to have a tunnel grand opening celebration. Crews will have to work in the path of SR 99’s current configuration to connect SR 99 to the new tunnel. Two graphics were shared showing the reconfiguration at the south and north tunnel portals.
The tunnel is scheduled to open on January 28th, but this date is approximate and depends on progress. In early February the NB off ramp to downtown and Alaskan Way opens. Viaduct removal will begin in early February.

Brian continued by discussing how WSDOT is preparing for the SR99 closure and tunnel opening. For three weeks SR 99 will be closed and an additional three weeks for ramp closures. Closing the highway adds more drivers to other parts of the system with roughly 90,000 vehicles per day having to use other routes. It will be a regional impact. A map of the closure was provided. WSDOT, SDOT, Port of Seattle, King County Metro, and Sound Transit are implementing transportation management strategies and will be actively monitoring the transportation system. Incident response teams, increased staffing in transportation management centers, signal timing plans, uniformed police officers at key intersections, additional water taxi runs, standby Metro coaches, and more will be implemented to help alleviate congestion. Brian encouraged people to consider how they can alter their travel habits to help and to think about travel routes now.

Brian Nielsen noted that an opening celebration is being planned. 99stepforward.com has more information on the fun run, ribbon cutting ceremony, public festival, public tunnel walk/access, and a bike ride. It will include access to the new SR 99 tunnel, access to the viaduct and Battery Street tunnel, food trucks, STEM and art activities, music/entertainment and more.

When the tunnel opens commuters will need to find a new normal. Opening the new SR 99 tunnel is just the start. The tunnel will open toll-free for a period of time and will start later in 2019. Traffic patterns will change because Columbia and Seneca streets will no longer be connected to 99. There are two pieces to this project: opening SR 99 and rebuilding Alaskan Way. Alaskan Way will be the main connector north and south for freight traffic as the tunnel isn’t a good way to connect those points.

Brian continued by discussing what happens after the tunnel is opened. The viaduct demolition begins and will take approximately six months. The Columbia on-ramp will be demolished early in the process to allow Columbia street improvements to continue. That will be the major transit route for those displaced by the tunnel.

David Ghoddousi what replacement route is provided for the Battery Street Tunnel. After the tunnel closes, traffic will need to use the new interchange at Denny Way or south of the city by exiting at Royal Brougham Way.

Mary Bacarella asked what the south and north portals to the tunnel are. Brian Nielsen responded the north portal is at 6th and Harrison and the south portal is Royal Brougham Way.

David Ghoddousi asked where WSDOT’s center of operations is after the tunnel opens. Brian Nielsen responded the tunnel can be operated at either the north or south operations building or the traffic management center in Shoreline. The majority of the maintenance teams will be stationed at the north operations building with vehicles stationed at the south operations building once that work is completed.

Brian Nielsen continued by noting the decommissioning the Battery Street tunnel will take roughly two years and will include street and light improvements to the surface streets. The
north surface streets project between Harrison and Denny Way will take approximately 15 months. These projects will occur at the same time.

Colleen Bowman asked if there are multiple contractors working on the projects. Brian Nielsen responded there are three separate projects but they fall under one contract awarded to Kiewit.

Brian Nielsen reviewed the sequencing of the viaduct demolition, which is scheduled to start with Columbia Street on-ramp. A handout is included in the packet outlining the schedule. The viaduct will be demolished by two crews. Work will start in February and wrap up in mid-July. However, this schedule may change. 2019 will be a big year for traffic around Seattle, including the closure of the tunnel to bus traffic in March.

Brian Nielsen provided contact information, including viaduct@wsdot.wa.gov. Information can be found at www.99tunnel.com and www.99stepforward.com.

David Ghoddousi asked what tools the project managers are using to keep traffic moving during the period of maximum restraint. Brian Nielsen responded noted SDOT has implemented new signal timing and can do so in real time. Having incident response teams ready to go is also a way to help reduce congestion. David asked if work is being done to provide more train service. Brian Nielson has talked with Sound Transit about light rail, which is running at full capacity, but additional trains won’t be added until the Northgate station opens.

Mary Bacarella asked if additional buses are being added to help during the time of maximum constraint. Brian Nielsen responded that it’s a challenge to add more transportation as many are running at full capacity. They have talked with Metro and they don’t have a lot of extra buses available to add to the system.

Mary Bacarella asked when the timeline for viaduct demolition will be finalized. Brian Nielsen responded he hopes to have some better information from the contractor in the next few weeks, but it won’t be finalized for several more weeks after that.

Mary Bacarella asked if utility work along First Avenue related to the streetcar will be completed by the time the viaduct closes. Brian Nielson responded the utility work along First Avenue should be done by the end of the year and fully open.

Colleen Bowman asked when the tunnel will close to buses. Brian Nielsen believes March 2019. Mary Bacarella asked where those buses will go as she heard Alaskan Way was an option. Brian responded that the buses currently coming from the south that currently use the viaduct will eventually use Columbia once improvements are completed. He does not believe any buses will use Alaskan Way north of Columbia Way. Mary Bacarella asked who we could contact for more information. Chad Shuster added he can connect Mary to contacts at Metro.

Colleen Bowman asked if there is an end date for the toll-free period. Brian Nielsen responded no date has been set but later in 2019.

Colleen Bowman asked about how incident responders are dispatched. Brian and Chad responded WSDOT dispatches them and WSDOT cameras are keeping an eye on the roads.
David Ghoddousi suggested adding additional buses during peak times in order to help with congestion. He provided the example of adding the 71, 72, and 73 buses to and from the U-District during this time and asked if those will be brought back during this time. Brian Nielsen responded he isn’t aware of that but will bring that comment back to the team.

Amy Wallsmith asked what the best website to direct people is to in order to find out information on how to change their transportation routes during SR 99 closure. Chad Schuster responded there are several websites, but www.99tunnel.com is new website and has a lot of good resources on ways people can plan their commute.

Amy Wallsmith asked if there will be a mass communication or a fun blitz around getting people ready for the big changes in January. Chad Schuster responded absolutely there are media events planned throughout the project.

Colleen Bowman asked if there is a way to gauge for when peak traffic is around the city. Brian Nielsen noted it would be hard to create a message for the variety of people heading downtown during this time so he’s encouraging people to find out that information for their business and disseminate that information to their constituents. Chad Schuster a lot of those conversations are happening internally and there will be multiple touch points throughout the day pushing out information on the difficult areas around the city.

David Ghoddousi asked who people should contact with questions. Chad Schuster responded viaduct@wsdot.wa.gov as there is a team dedicated to responding in a timely manner. There is a hotline as well staffed 24 hours a day.

Mark Brady noted that he heard during the 2016 viaduct closure ridership on the water taxi increased 135% and it took 1 hour 40 minutes to get from Safeco Field to Space Needle. Mark asked if they anticipate similar numbers this time around. Brian Nielsen responded he was not aware of some of those numbers. The water taxi will add a boat this time and will add parking in West Seattle.

Brady Morrison commented that it looks like the viaduct closure begins at the West Seattle Bridge but there are no maps that show where cars are supposed to go to get into downtown. Will there be maps provided to show those routes? Brian Nielsen responded cars will need to go to 4th Avenue S or 1st Avenue. There is no specific detour identified and people will need to find another route. He noted the challenge with a detour is that it causes traffic on the detour. He’s hoping people will be able to find alternative routes based on their needs. He recognizes that will be a challenging spot.

Colleen Bowman allowed public comment and questions from the community.

Bob Messina asked how people will be able to get to the waterfront. Brian Nielsen responded the general rule is that the contractor cannot block either a property or a road for more than 30 days. They cannot have Marion or Spring closed at the same time or Madison and Columbia. Bob Messina asked about the area surrounding the Market. Brian Nielsen responded they can’t close Pike and Union at the same time with a detour to get around.
Howard Aller commented the Pike Place Market is a tourist destination and that tourists don’t travel at 9 am and 5 pm and they don’t use public transit. Most of them will be walking from hotels. He knows the Market is trying to make their clientele more local but that this is not as bad a time as it could be for this work to occur.

Wendy Paul asked for clarification of the demolition time for the portion over the train tracks. Brian Nielsen responded BNSF will not allow work over the train tracks during the day time so that work will have to take place three nights a week, Friday-Sunday and from midnight to 3 am. That was a preliminary assessment from the railroad and the contractor is still working with them to obtain the permits and finalizing the time. Chad Schuster added there were some public open houses last summer and there will be more this winter.

Colleen Bowman asked who Market residents can contact regarding noise complaints. Brian Nielsen responded noise complaints can go to but the hotline is better.

B. PDA Viaduct Traffic Plan
Mary Bacarella reviewed the PDA’s plan for traffic management during the viaduct demolition in 2019. That plan includes the following:

**Partner Outreach**
- Aquarium – coordinate 2019 events
  - Provide a digital version of the directional map for the Aquarium to distribute
- Combine efforts with DowntownSeattleParking.com
- Join forces with Pioneer Square and Waterfront to promote downtown

**New Signage**
- New banners promoting “Extend your day at the Market” / Parking at the Market (Locations TBD)
- Advertise Monthly Parking at entrance to garages

**Garage/Lot Management**
- Oversize spaces
  - Assessing current designated oversize spaces for maximum efficiency
  - Load/Unload accessibility monitoring throughout the Market
- Flaggers
  - Monitor Western Ave and Alaskan Way traffic flow during peak hours
  - Select vendor for flaggers and create schedule
  - Ordered new safety vests for parking team
- Surface Lots
  - Create and implement the plan with Republic Parking for monthly parkers

**Marketing/Communication**
- Public Relations/Social
  - Focus mid Dec/Jan/Feb/March Outreach Campaign on the routes to get here
  - Promote special events/activities of Market merchants
- Advertising Campaign
  - Digital/Social Ads – mid Dec/Jan then monitor
• Directional app advertising: WAZE App, Google Maps and/or Apple Maps

Out of Home
• Utilize the farm truck with a parking sign in the bed of the truck in a prominent location downtown
• Street light pole advertising on 1st Ave
• Flyer inclusion in Republic Parking Monthly Mailer (Subscribers of 500+)

Communication
• Weekly or daily Tenant Alerts as needed updating businesses
• Create multiple blog posts to support parking and promotion messaging
• Special email for load/unload vehicles for 3-6 weeks of closure
• Special email with instructions for ongoing load/unload vehicles with new routes outlines
• Tenants – Communication to tenants to plan ahead for employee schedules, shifting delivery times, stocking up on inventory
• Residents – Communication to residents to plan ahead for Access and other pickups for doctor Appointments, etc.

Website
• Move Directions and Parking to a prominent location on the homepage
• Streamline updates of what is happening around us to promote easy accessibility

Mark Brady would like to see the Police Department come and give a presentation on directing traffic along Western Avenue. Mary Bacarella responded she will identify the right organization to reach out to for providing a presentation on traffic maintenance.

C. Construction Impact Updates
Mary Bacarella provided updates on the following:
• Parking is up by $5,000 compared to the same period last year.
• The Hahn building will be presenting recent design plans at the December Market Connections meeting.
• The Overlook Walk design meetings will not begin again until January.
• The traffic plan has been submitted to SDOT for the skybridge demolition and moving forward with a goal of demolishing it in 2018.
• No updates on Steinbrueck Park and has reached out for more information regarding the totem pole issues.
• No updates on the Showbox other than what has been reported in the paper regarding the trial.

IV. Public Comment
Howard Aller commented that he had the opportunity to talk with an architect who specializes in disabled access, he was invited to a meeting a month ago with the Overlook Walk design team. At that meeting he was told design is on hold but he was allowed to speak to the desire for a second elevator.

Bob Messina suggested the Market build two elevators from the MarketFront to Alaskan Way, separate from the Overlook Walk design.
V. **Concerns of Committee Members**
   None.

VI. **Adjournment**
   The meeting was adjourned at 5:30 p.m. by Colleen Bowman, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
First and Pike Hotel: Project Update
January 2019
Agenda for Today’s Discussion

• Stellar Holdings: Our family’s history in Seattle
• Commitment to Pike Place Market
• Pike/Pine Renaissance
• Existing zoning around the project
• Summary of design changes to address comments from Pike Place Market, community members and the Design Review Board
• What’s next / project timeline
• Questions
Stellar Holdings’ Seattle History

- Local families: Jonsson and McDonald
  - McDonald: Multi-generational Seattle family, strong ties to UW and Swedish Hospital
  - Jonsson: Multi-generational Seattle family with deep civic ties to Seattle and its Scandinavian history/communities
- Proud to have large philanthropic role in Ballard’s new Nordic Heritage Museum
- Pivotal role in Pacific Place development and downtown’s retail resurgence in 1990s
- Owned site for 30 years
Commitment to Pike Place Market

• Unique location with important visual and contextual relationship to the Market

• We’ve enhanced this connection through:
  • Building design and landscaping
  • Pedestrian connectivity to the Market
  • Inclusion of Pike/Pine Renaissance objectives
  • Ground-level retail design
  • Building set-backs
**PROJECT OVERVIEW**

Pike Pine Renaissance: Act One is the first phase of a multi-year effort to improve the pedestrian experience along Pike and Pine streets from First to Melrose avenues. The City of Seattle will construct these improvements as a part of the Waterfront Seattle Program.

**GUIDING PRINCIPLES**

- Reinforce the role of Pike and Pine as primary east-west pedestrian streets
- Offer a generous, safe, and continuous pedestrian experience
- Provide places to linger and enjoy city life
- Foster stewardship and activation by adjacent property owners and tenants

**Cohesiveness with City’s Pike-Pine Renaissance Project**
Project Location
Zoning Overview

- Existing zoning / height
- Existing buildings / height
- Possible new buildings / heights
ZONING SUMMARY

KING COUNTY PARCEL NUMBER
191750-3540

ADDRESS
105 Pike Street, Seattle, WA 98101

ZONING CODE
Seattle Municipal Code, Title 23 Land Use Code

DESIGN GUIDELINES
City of Seattle Design Guidelines

ZONING CLASSIFICATION
DMC-145

URBAN VILLAGE: Commercial Core Urban Center Village

SITE AREA
Total Lot Area = 6,854 SF

STREET CLASSIFICATION
1st & Pike are both ‘Principal Transit Streets’
1st & Pike are both ‘Class I Pedestrian Streets’
1st & Pike are both ‘Minor Arterial’

FAR
BASE 5
MAX 8

PARKING
No Parking Requirement
ADJACENT BUILDING HEIGHTS

1. NEWMARK TOWER, 260'
2. FUTURE HOTEL, 50' SUBSTANTIAL ALTERATION TO AN EXISTING LANDMARK STRUCTURE
3. 1521 2ND AVENUE CONDOMINIUM, 400'
4. 1516 2ND AVE CONDO'S, 480' MUP 3039573
5. HELIOS APARTMENTS, 400' (2ND & PINE)
6. THE EMERALD CONDOS 400' (2ND & STEWART)
7. FUTURE HOTEL/RESIDENTIAL, 312' (1591 2ND AVE) MUP 3039606
8. CENTURY SQUARE, 380'
9. WEST EDGE APARTMENTS, 400' (2ND & PIKE)
10. RAINIER SQUARE REDEVELOPMENT, 840' MUP 3037644
11. RUSSELL INVESTMENTS CENTER, 597'
12. SEATTLE ART MUSEUM, 225'
13. 1201 3RD AVE, 777'
14. FUTURE OFFICE, 527' (1201 2ND AVE) MUP 3039377
15. HARBOR STEPS TOWER, 240'
16. FOUR SEASONS HOTEL AND RESIDENCES, 240'
17. 38 UNION ST CONDOMINIUMS, 138'
18. THE THOMPSON HOTEL, 425'
First and Pike Building

- Design changes made to reflect community, neighborhood and Design Review Board comments
First and Pike: Building Evolution
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<td>Increased alley width at-grade from 18 to 20 feet</td>
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<td>Added deep landscaping along top of building base to mirror Market flowers</td>
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<td>Created a visual barrier and moved enclosed services to the east side of the roof; Reduced occupied rooftop space and preserved east side of rooftop as landscaped area with trees / plants</td>
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<td>Re-designed the alley façade to maximize privacy</td>
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<td>Created with a voluntary 15-foot set back from the third level along First Avenue to reinforce the neighborhood’s architectural attributes</td>
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<td>Created with a voluntary nine-foot set back along Pike Street to reinforce the neighborhood’s architectural attributes</td>
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<td>Added operable windows on second floor retail space</td>
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<td>Historic-character, awning-style windows will be used for the storefront of the podium base</td>
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<td>Added separate entrances to the small retail shops and an entry on the corner of First Ave. and Pike St. to match the character of the other buildings on the four corners of First and Pike</td>
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<td>The building base was held to two stories, rather than the three stories of the existing Hahn building, to align more closely with the base of other nearby buildings.</td>
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<td>Added window glazing along alleyway without compromising privacy</td>
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<td>Increased sidewalks by two feet on First Ave</td>
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<td>Added curb-less design treatments along Pike St. to be consistent with Pike / Pine Renaissance design goals</td>
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<td>Reduced retail square-footage to move retail entrance to corner</td>
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<td>Selected nonreflective glass on tower to minimize possibility of reflection on Market entrance</td>
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<td>Hired second architect who specializes in historic Seattle retail to create active retail experience along Pike St. with large, highly-transparent glazing, corner retail and a café with possible outdoor seating on Pike St.</td>
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<td>Added windows to the east wall (alley) façade / corner configured to maximize privacy and to improve the pedestrian experience along Pike St.</td>
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Project Work: Graham Baba
Terry Avenue Building – South Lake Union
Kolstrand Building – Ballard Ave.
Chophouse Row
—
Capitol Hill
Melrose Market – Capitol Hill
2 & U – Downtown Seattle
ALLEY WIDTH INCREASED FROM 18' TO 20'

VOLUNTARY 9' SETBACK ABOVE LEVEL 2

ROOFTOP DESIGNED TO SHIELD NEWMARK FROM LIGHT AND NOISE OF ROOFTOP TERRACE

NON-REFLECTIVE LOW-IRON GLASS TO MINIMIZE GLARE ON MARKET ENTRANCE

SOUTH FACADE PARTY WALL MAY INCLUDE ARTWORK FEATURE TO CONNECT TO THE ARTISTIC CHARACTERISTICS OF THE MARKET

STREET-LEVEL DESIGNED TO CREATE AN ACTIVE RETAIL EXPERIENCE WITH LARGE HIGHLY TRANSPARENT GLAZING, CORNER RETAIL, AND A CAFE WITH POSSIBLE OUTDOOR SEATING ON PIKE ST
**BRICK OPTION A**
- Awning Windows
- No Railing
- Differentiate Hotel Entry
- Create Signage Loc.
- Restrained Brick Details
- Cast Cornice
- Tension Hung Canopy
- Window Transoms at Ground Floor
- No Transoms at 2nd Floor

**BRICK OPTION B**
- Horizontal Pivot Windows
- No Railing
- Differentiate Hotel Entry
- Steel Details and
- Restrained Brick Details
- Steel Cornice
- Bracket Cantilevered Canopy
- No Transoms at Ground Floor
- Transoms at 2nd Floor
Current Project Timeline

- **2019**: Design & Permitting
- **2020**: Construction
- **2021**: FF&E
- **2022**: Occupancy of the Hotel
- **2023**:
Questions?
PDA VIADUCT PLAN
IMPLEMENTATION: DEC/JAN/FEB/MARCH 2019

Partner Outreach
- Aquarium – Coordinate 2019 Events – Shelly is monitoring Quarter 1 events in regards to Parking Garage Needs. Amy is working with Aquarium Marketing to coordinate collaboration.
  ▶ Provide a Digital version of the directional map for the Aquarium to distribute
- Combine efforts with DowntownSeattleParking.com – The FREE Shuttle has expanded hours and Pike Place Market is a stop. Seven days a week from 10 a.m. to 8 p.m., the shuttle added morning service to its North/South loop weekdays starting at 6 a.m.
- Join forces with Pioneer Square and Waterfront to promote downtown - Next Meeting has not be set.

New Signage
- New Banners promoting Extend your day at the Market / Parking at the Market - Locations are still be explored
- Advertise Monthly Parking at entrance to garages – Advertised all of December, currently not advertising as we hold spaces for surface lots.

Garage/Lot Management
Oversize spaces
- Assessing current designated oversize spaces for maximum efficiency
- Load/Unload Accessibility Monitoring throughout the Market
Flaggers – 2 Flaggers scheduled for Mon, Jan 14th 3:30pm -7:30pm on Western Ave. Flaggers will be present Wed – Saturday. Parking Team will be assessing daily.
  - Monitor Western Ave and Alaskan Way traffic flow during peak hours – See above.
  - Select Vendor for flaggers and create schedule - completed
  - Ordered new safety vests for parking team - completed
Surface Lots
- Create and implement the plan with Republic Parking for monthly parkers
- Republic letters will be sent week of Jan 7th to our surface lots. Shelly reached out in early November via email to anyone from the Market. She received calls from 5 out of the 11, seeking additional information.

Marketing/Communication
Public Relations/Social
- Focus Mid Dec/Jan/Feb/March Outreach Campaign on the routes to get here Starting week of Jan 7th with twice a week posts across all social media platforms. Ex – Sharing via Facebook a blog post titled “How to get to the Market coming from the North, South, East and West” and “Happy Hour is better than Traffic Hour”.
- Promote Special events/activities of Market Merchants – Commercial Department is gathering information from merchants that the Marketing Department will incorporate into social media messaging.
Advertising Campaign
- Digital/Social Ads – mid Dec/Jan then monitor Advertising ran from Dec to Jan 4th. We are in the process of evaluating the success of the Holiday Campaign.
• Directional App Advertising: WAZE App (Dec through Jan 4th – evaluating results), Google Maps and/or Apple Maps (In December we claimed and verified our Google Business and are on now working on next steps of updating our information. Still waiting for two parking garage locations to be verified.)

Out of Home
• Utilize the Farm Truck with a Parking Sign in the bed of the truck in a prominent location downtown – Looked into it but does not look promising.
• Street Light Pole Advertising on 1st Ave – Researching permit holders
• Flyer inclusion in Republic Parking Monthly Mailer (Subscribers of 500+) – Looking into February inclusion, awaiting Republic approval.

Communication
We are building a specific email template in MailChimp to help us with our weekly Market Viaduct News updates to the market community.
• Weekly or Daily Tenant Alerts as needed updating businesses
• Special Email for load/unload vehicles for 3-6 weeks of closure
• Special Email with instructions for ongoing load/unload vehicles with new routes outlines
• Tenants – Communication to tenants to plan ahead for employee schedules, shifting delivery times, stocking up on inventory
• Residents – Communication to residents to plan ahead for Access and other pickups for doctor Appointments, etc.

Website
• Move Directions and Parking to a prominent location on the homepage – In December, we featured our Parking Garages as one of the three main images. We are monitoring the clicks and looking at other feature locations on the homepage.
• Streamline updates of what is happening around us to promote easy accessibility – We updated and added information to the Neighborhood News page.
• Create multiple blog posts to support parking and promotion messaging Starting week of Jan 7th feature blogs posts on the homepage under the Pike Place Market News section. Ex – Sharing via Facebook a blog post titled “How to get to the Market coming from the North, South, East and West” and “Happy Hour is better than Traffic Hour”. 