Market Connections Committee Meeting Agenda

Date: Monday, July 8, 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

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<tr>
<th>4:00pm</th>
<th>I. Administrative:  Chair</th>
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<tr>
<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Connections Committee June 10th, 2019 Meeting Minutes</td>
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<th>4:05pm</th>
<th>II. Announcements and/or Community Comments</th>
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<tr>
<th>4:10pm</th>
<th>III. Key Issues and Discussion Items: Angela Battazzo</th>
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<td>A. Project Manager Introduction</td>
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<td>B. Signage and Wayfinding Plan</td>
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<td>C. Executive Director Report and Construction Impact Updates</td>
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<th>5:45pm</th>
<th>IV. Public Comment</th>
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<th>5:50pm</th>
<th>V. Concerns of Committee Members</th>
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<th>6:00pm</th>
<th>VI. Adjournment  Chair</th>
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Market Connections Committee
Meeting Minutes

Monday, June 10, 2019
4:00 p.m. to 5:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Colleen Bowman, David Ghoddousi, Mark Brady, JJ McKay, Devin McComb

Other Council Members Present:

Staff/Consultants Present: Mary Bacarella, Karin Moughamer

Others Present: Russell Monroe, Howard Aller

The meeting was called to order at 4:00 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 May 13th, 2019 Minutes
      The May 13th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    None.

III. Reports & Discussion Items
    A. Pike Place Market Senior Center and Food Bank
       Jeannie Falls, Executive Director of the Pike Place Market Senior Center and Food Bank, introduced herself and began by discussing the Senior Center that serves the immediate community. Roughly half of their members are homeless and the majority are low income. Jeannie provided a handout with service statistics and client demographics for 2018. Programs at the Senior Center are free. The meals program provides free breakfast and lunch 7 days a week and in 2018 they served 52,008 meals, each meal costs roughly $0.50 and many of the ingredients are donated. Meal time is also a time for personal interactions and it allows people to engage in other offerings by the Senior Center.

       Jeannie Falls discussed some of the other programs, which include physical fitness programs. The Senior Center has partnered with the YMCA. If a Senior Center member participates in programs at the YMCA, then the Senior Center pays for their membership. Participation is capped at 40 people and the YMCA provides an attendance report to Jeannie each month. There is currently a waiting list and Jeannie is hoping to find a sponsor for the program. Jeannie discussed the field trips members have participated in.

Pike Place Market Preservation & Development Authority (PDA) · info@pikeplacemarket.org · pikeplacemarket.org
P: 206.682.7453 · F: 206.625.0646 · 85 Pike Street, Room 500 · Seattle, WA 98101
Jeannie Falls continued by discussing the social services program. The Senior Center has three full time social workers, one of whom is bilingual in Spanish. Social workers help connect people to housing opportunities and medical appointments as well as help with a number of other services, including how to get an ID when someone doesn’t have an ID.

Jeannie Falls discussed how the Senior Center provides a safe place for people who have been marginalized, including people who are homeless, people aging in place, or people without familiar help. It’s a place where people feel welcome and the members have the opportunity to give back to the community.

Jeannie Falls continued by discussing the Pike Market Food Bank and provided a handout with statistics. They are seeing record number of people accessing the food bank. For a long time they were serving 600 people each week and in 2017 it started to rise. Now they see roughly 1,100 people each week. Many of the people they serve are using the service as a way to help make ends meet as the cost of living in Seattle rises. The food bank staff are working to make visits a reliable experience that offers a stable menu. They aim to provide every customer with eggs, milk, fresh protein, and fresh vegetables. That is tough because 93% of food comes from donations. Jeannie discussed the use of VISTA volunteers who worked to develop relationships with businesses around the city that donate food. The Pike Place Market vendors provide 1,000 pounds of donated food. In addition to donating food the food bank provides a service by rescuing food that may otherwise go into the waste stream and composting anything that has gone bad.

Jeannie Falls reviewed the hours of the Food Bank which are Tuesdays and Thursdays from 10 am-1 pm and Wednesdays from 4-6 pm. The Food Bank is working toward a grocery model and the Market Foundation is providing funds to help them purchase equipment to make that happen. Jeannie shared several examples of partnerships with local companies that help fund programs the Food Bank couldn’t afford otherwise. The No Cook Bags is one example and at the Senior Center one couple purchases commodities for patrons. Jeannie discussed the Women’s Retreat on Vashon Island donor’s sponsor.

Jeannie Falls concluded by noting she feels supported by the community, the PDA and the Market Foundation. She shared a video created for the recent Stone Soup fund raiser.

Mary Bacarella asked if the Senior Center is open to everyone. Jeannie Falls responded the only criteria is that members are 55 years or older and fill out a form to provide demographics. At the Food Bank the aim to serve people in zip codes 98101, 98121, and 98104. Nobody is turned away. Jeannie discussed the history of the suggested donation to join the Senior Center but donations are not required to join.

David Ghoddousi asked for more information on what a new service entrance would look like. Mary Bacarella responded the PDA is working with the Food Bank to identify creative ways for deliveries and people to use the space. There was a discussion of the history regarding renovation and the new MarketFront garage.
Mark Brady asked how many people are on the wait list at the YMCA. Jeannie Falls responded about 15 people. There was a conversation on the ways Seattle’s Sweetened Beverage Tax benefits the Food Bank.

Mary Bacarella asked for a description on the home delivery and no-cook bag programs. Jeannie Falls responded the home delivery does not have funding but they do the program and provide support to 100 people. There is also a waiting list for this program and people need to be referred by a case worker to participate. People can ask for a no-cook bag at any time and was created to support the homeless population.

Colleen Bowman asked if there are ways the PDA Council can help spread the message of the Food Bank. Colleen suggested an article in the Market Insider each month.

Colleen Bowman asked how the Senior Center hears about residential tenants who could benefit from the Food Bank or additional services. Jeannie Falls responded Sandra Dunn, who is the residential advocate, has a good relationship with residential managers. Jeannie discussed a current project to add more staffing to help support social services in the Market.

*JJ McKay left the meeting at 4:50 pm*

Colleen Bowman noted Council Member Ali Mowry’s participation in the Food Bank and that the council hopes to organize a work party at the Food Bank soon.

Colleen Bowman allowed for public comment.

Howard Aller noted the PDA Charter mandates delivering food to people as well as providing social services and that when the Pike Place Market is thriving thanks to tourists and shoppers, it benefits social services and that business can support providing food to people and social services.

**B. Construction Impact Updates**

Mary Bacarella provided updates on the following construction projects:

- The Showbox passed through the first stage of the landmark nomination process. In addition there was a City Council meeting regarding extension of the study period and Mary and Rico attended. The City Council voted 8-1 to extend the study period for another six months. Mary has been contacted by Stepherson & Associates for a stakeholder interview.
- Work has begun with the consulting firm assisting in a report on the LID.
- Victor Steinbrueck Park is hoping to go before the Historical Commission on July 24th to present their 95% design. The project is out to bid and the totem poles are not included in the park design.
- Overlook Walk design is at a high level and they are working to validate their scope of work due to budgeting. They are drafting a milestone schedule and are working on scope of 30% design with the 60% design ready fall 2019, the 95% design ready spring/summer 2020, and construction beginning 2021.

David Ghoddousi asked if Building B was mentioned. Mary Bacarella responded it is included as a different iteration from what was originally designed but isn’t sure if it will continue to be
included in the design. David also asked if the elevators were discussed. Mary Bacarella responded those are still being discussed.

Karin Moughamer provided an updated on Market to MOHAI and noted the Department of Neighborhood Street Fund grant has been selected to move forward to the next stage of approval. The project received the highest number of votes in District 7 and will now be reviewed by a small committee and hopefully in August the team will learn if the grant for $675,000 was approved.

Mary Bacarella continued with an updated on viaduct demolition. WSDOT believes prep work will begin on Wednesday with demolition starting next Monday or Tuesday. The ADA ramp is in and looks good. Signage and website updates will go up in the next day or two.

Mary Bacarella noted several daystall artists have received pieces of the viaduct and the jewelry pieces being created are beautiful.

Mark Brady asked what the status is of the fence between MarketFront and Victor Steinbrueck Park. Mary Bacarella responded she will be meeting with Parks in June to discuss.

Mark Brady asked if it’s possible to get a port-a-potty in the parking garage for Food Bank visitors who arrive before the public restrooms open. Mary Bacarella responded she is looking into that issue.

Colleen Bowman asked for clarification on the discussion regarding the totem poles. Mary Bacarella responded the totem poles are still coming out and there will be a different conversation regarding whether or not they will be replaced after the park is renovated. Mary will ask David Graves about the base the totem poles currently are attached to.

Colleen Bowman asked who the Overlook Walk contact is at the City. Mary Bacarella responded Angela Brady.

IV. Public Comment
Howard Aller offered to provide public comment to the City with regards to the elevators associated with Overlook Walk.

V. Concerns of Committee Members
None.

VI. Adjournment
The meeting was adjourned at 5:09 p.m. by Colleen Bowman, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Pike Place Market Wayfinding & Signage Plan

MARKET CONNECTIONS

JULY 8, 2019
Wayfinding History

2019 Strategic Plan

Priorities (as of April 2019)

1. Wayfinding and Access
   a. Improve customer ability to identify and access desired Market location
   b. Reduce inefficiencies and complication of deliveries; improve access

6. New Website and Mobile App
1. Improve on-site wayfinding assistance for Market visitors and shoppers
2. Create iconic signage lacking at important Market entrances, especially related to future waterfront connections
3. Build on PDA investment in a consistent graphic program that stands out from visual texture of the Market
4. Encourage exploration and discovery as part of the Market experience
5. Update graphics to include online mapping features and tenant directory
Wayfinding Elements

- Signature Signage
- Heritage Interpretive Signage
- On-Site and Web Based Directional Maps
- On-Site Kiosks
- Customer Information Signs
- Tenant & Building Signage
Signature Signage

RFQ to include:
• Entry to MarketFront at Western Avenue/north end
• Public Market Entry Portal to Desimone/North Arcade
• Market entry on Western Avenue at Hillclimb

Optional Additions:
• Garage elevator tower
Signature Signage

[Map of the area with locations labeled such as Market Parking Garage, Western Avenue Senior Housing, Durimeno Bridge, Pine Street, Pine Plaza, etc.]

[Image of the street scene with people and cars parked along a street, with a star marking a specific location on the map.]
Signature Signage
Signature Signage
Signature Signage (optional)
Heritage Interpretive Signage – Phase 1
Heritage Interpretive Signage – Phase 1
Heritage Interpretive Signage – Phase 1
Heritage Interpretive Signage – Phase 1
Heritage Interpretive Signage

- Phases 2 & 3
  - Kick-off meeting summer 2019
  - Development of timeline (Foundation, Friends of the Market, PDA)
  - Dependent on funding (4Culture March 2020; WA state heritage capital projects grant application spring 2021)
Directional Maps

• District map redesign, including interactive map (included in website redesign)
Customer Information Signage

• Customer information, including ADA access, elevators, and restrooms
Kiosks

- Kiosk redesign
  - Update with new district maps
  - Development of new interpretive material
Tenant & Building Signage

• Tenant and building signage, including street directories
Timeline

**PROJECT SCOPE**

**SIGNATURE SIGNAGE**

**HERITAGE SIGNS**

**DIRECTIONAL MAPS**

- Online/web based map
- Information booth map
- On-Site map (updated for MarketFront and amenities)

**ON-SITE KIOSKS**

**WAYFINDING**

- Amenities signage (ADA access, elevators, restrooms)
- Business Signage

2019

- Q1: Schedule & Budget
- Q2: RFQ, Design, MHC, Design, RFQ (for production), Build, Install
- Q3: Phase 1
- Q4: Phase 2

2020

- Q1: Phase 2 Heritage Signage Project
- Q2: Design & launch
- Q3: Design & install
- Q4: Phase 2 Heritage Signage Project

2021

- Q1: Phase 2 Heritage Signage Project

2022

- Q1: Plan, prioritize, 2020 budget proposal
- Q2: Plan, prioritize, 2020 budget proposal
Implementation

2019
• Prioritize schedule and work to allow for short term improvements and start of design process
• Remove outdated and degraded historical interpretive exhibits identified in recent inventory.

2019 – 2020
• Develop a budget for implementation of priorities for significant additions.

Ongoing
• Supplement current directional signs to restrooms, elevators, building directories, etc.
Seattle Construction Projects 2018-2023

Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4

Pike Pine Renaissance

Center City Connector
Streetcar
Mayor approved continuation of project. No new timeline set as of 01/31/19

Market to MOHAI
Prototype
Installation

Victor Steinbrueck Park

Viaduct

Main Corridor
(Alaskan Way, Elliott Way, Columbia St, Seneca St., Lenora St. and Promenade as well as foundation of Overlook Walk)

Hahn Building (tent)

Overlook Walk Superstructure

Viaduct

Waterfront

Aquarium Ocean Pavilion

Convention Center Addition

Coleman Dock Project
Mid 2019-Completion in 2023: Marion Bridge demolished and temporary bridge at Columbia Street

Construction

* New Alaskan Way Open

Tent. Construction

Demolition

Design & Permitting

Construction

Open

Design

Construction

Waterfront Park

Aquarium (estimated)

Construction

Open

Marion Street Bridge