



TOP STORY

Page 6

Market Facts You Didn't Know

Pike Place Market is one of Seattle's most iconic landmarks, attracting millions of visitors each year. Despite its popularity, there are many fascinating things about the Market that people may not know. Discover the lesser-known facts about the Market and what makes it such a unique place.

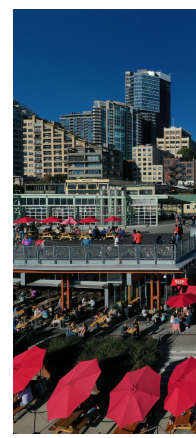


TOP STORY

Page 7

Meet the Producer Market Tradition

Pike Place Market is home to Seattle's first farmers market. Founded in 1907 to provide a place for farmers and customers to meet directly, our "Meet the Producer" tradition is the foundation of Pike Place Market and has become the cornerstone for our handmade Crafts Market. Today, our Crafts Market is one of the largest in the country.



TOP STORY

Page 8

Looking Towards the Future

As Seattle continues to grow and evolve, so too does Pike Place Market. From advances in technology to shifting consumer preferences, the future of the Market promises to be both exciting and uncertain. Explore what the future may hold for the Market and how it will continue to thrive in the years to come.

Pike Place Market

Special Edition: PDA 50th Anniversary

This paper was produced by the Pike Place Market PDA Marketing team in 2023 to commemorate the 50th anniversary of the PDA.



Page 2

Learn more about the PDA

Celebrating the Pike Place Market Preservation and Development Authority's 50th Anniversary

Keep the Market: The PDA Origin Story

The Pike Place Market Preservation and Development Authority (PDA) was founded in 1973, in response to a grassroots effort to save Seattle's historic Pike Place Market from demolition.



In the 1960s, Pike Place Market was in a state of disrepair and city officials proposed replacing it with a new development. In response to the threat of demolition, a group of citizen activists organized to save the Market. They formed the Friends of the Market and lobbied city officials to preserve the Market and its surrounding buildings. Their efforts were successful, and the city agreed to establish a public authority to manage and preserve the Market. Since its founding, the Pike Place Market PDA has played a crucial role in the preservation and development of the Market. It has overseen major renovations and upgrades, including the creation of new public spaces, the restoration of historic buildings, and the addition of new housing and retail space. The PDA also manages the Market's day-to-day operations, ensuring that it remains a vibrant and thriving center of commerce and culture. **Continued on Page 2.**

"This Market is yours. I dedicate it to you, and may it prove a benefit to you and your children. It is for you to defend, to protect and to uphold, and it is for you to see that those who occupy it treat you fairly."

— Thomas Plummer Revelle, Seattle City Councilman
Dedication of Pike Place Public Market on November 30, 1907



Arcade before and after the city & PDA rehabilitation, 1976

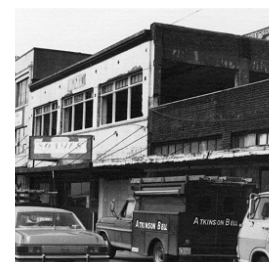
PDA Timeline

Timeline of the Preservation & Development Authority



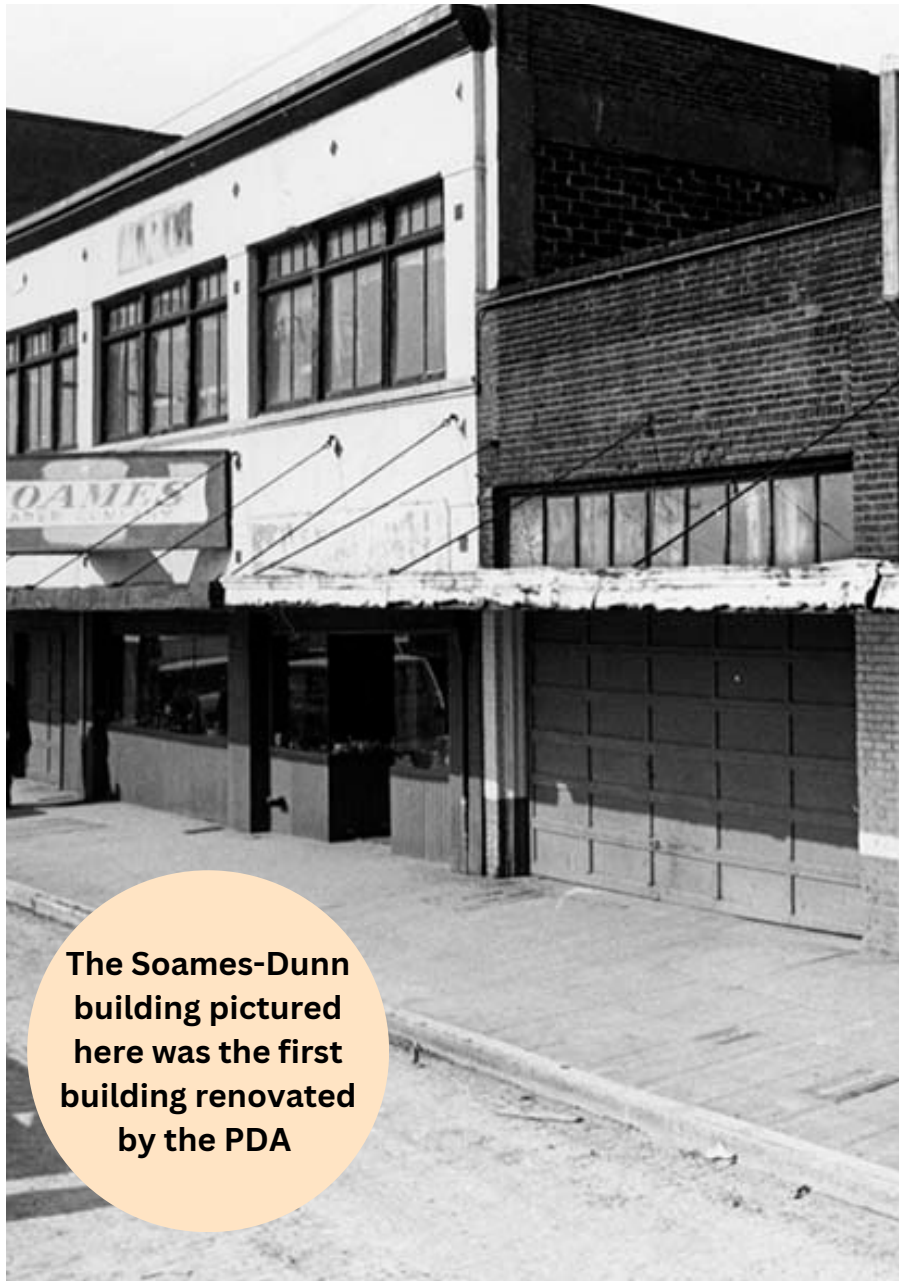
1973

The PDA is created by the City of Seattle to act as a public trustee of the Market by managing the restoration of Market buildings.



1975

The PDA completes its first renovation project to create the merged Soames-Dunn Building. The PDA would go on to lead the renovation of nearly every building in the Market.



The Soames-Dunn building pictured here was the first building renovated by the PDA



History of the PDA

The Pike Place Market PDA was officially established in 1973 with the mission to preserve the Market's historic character and promote its economic viability. The PDA is governed by a council, which includes representatives from the local community, small businesses, and city government. The 1973 Charter also created the Market Constituency, a group of citizens who act as a forum for public engagement with the Market. The Constituency advises and lobbies both the PDA and the Seattle City Council.

One of the first tasks of the PDA was to address the deteriorating condition of the Market's buildings.

Many of the buildings in the historic district were in need of repair, and the PDA worked to secure funding for renovations and upgrades. The PDA also implemented new policies to ensure that the Market remained affordable for small businesses, such as capping rent prices and offering resources to support the incubation of new businesses. This has helped to create a richly diverse and dynamic community of small businesses within Pike Place Market, which is one of its defining features.

Over the years, the PDA has continued to play a critical role in the management and preservation of the Market. The PDA has invested in infrastructure improvements, such as new public restrooms and improved lighting, and diligently worked to attract new businesses and visitors to the Market.

Since its inception 50 years ago, the PDA's role has evolved to support the needs of its community. To aid the Market's residents, many of whom are low-income and/or senior citizens, the PDA has established programs and

services that specifically cater to this community.

For its vendors, the moment a new business enters the Market, the PDA is right by their side. They are a new business's advocate, cheerleader and a guide for success in the Market.

The PDA builds authentic long-term relationships with its business tenants by recognizing that each one is individually different. Those who decide to open their first business in such a unique place can find it hard – businesses need an ally to help them through the process, and the PDA is there to serve. The support from the PDA does not stop there; they work with businesses throughout their entire life cycle at the Market. They offer small business workshops to help individuals grow as entrepreneurs, organize events to drive shoppers, and craft marketing campaigns to highlight businesses and draw attention to the unique products and services they offer. These initiatives help increase foot traffic within the Market and boost sales for its merchants.

Aside from maintaining the historic Market and its businesses, the PDA recognizes that Pike Place Market is not just a place to shop but also a community gathering space. As such,

it has developed a wide range of programs and events designed to bring the community together and celebrate the Market's unique character. Each year, the PDA puts on six major events with new activations added regularly. In 2019, the PDA welcomed back former buskers The Head and the Heart to perform on the Market rooftop for thousands of spectators. Events like these honor the history of the Market while also celebrating the growth and individuality of this special place.

While the Pike Place Market Preservation and Development Authority initially focused solely on restoring buildings, it has evolved to include supporting and protecting the Market's 500+ small businesses, executing a number of community events and programs, while preserving the Market's individuality and history. The PDA's efforts have helped ensure that Pike Place Market remains a vibrant and beloved part of the Seattle community.

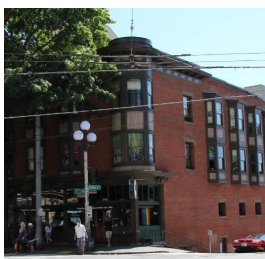
Learn how the PDA and Market community kept the Market open during the entire pandemic at PikePlaceMarket.org/PDA



In 1982, the PDA created the Pike Place Market Foundation to raise private funds to support the social services in accordance with the PDA's charter. The need for a charitable fundraising organization became apparent in the early 1980s when Reagan-era budget cuts slashed funding to the Market's existing social service agencies by half. The Market Foundation proved to be a lifeline to sustain the social services that the Market community deeply needed. They continue to support the Market today through fundraising, community engagement and partnerships. In 2022, the Market Foundation celebrated their 40th anniversary.

Interested in joining the Pike Place Market Constituency?
PikePlaceMarketConstituency.org

PDA Timeline



1976

First Market residential building, Livingston-Baker opens. Today, the PDA manages eight buildings with a mixture of affordable housing with HUD-subsidized and market-rate units, in addition to housing for seniors.



1976-1979

Major historic renovation plans come together to repair buildings in severe disrepair, with development agreements eventually moving from the city to the PDA.



1977

PDA leases space to the first Market social services, the Pike Market Senior Center and Market Clinic. Today, there are five social services in the Market.

More than a Market

While Pike Place Market is widely known for its fresh produce, seafood, and handmade crafts, its so much more than just a market..



Market residents enjoying lunch at a PDA-hosted event

It's a Home

When the PDA entered the picture in the 1970s, most housing had been condemned within the Market. Not only did the PDA have to restore buildings, but it also had to rebuild its neighborhood community. Today, the PDA continues its commitment to providing housing by managing eight buildings with affordable housing and HUD-subsidized buildings, Market-rate buildings and housing for seniors. Over 450 people call the Market home and are an integral part of the Market community.



Pike Market Senior Center provides free meals for Seniors

It's a Resource

In order to support the community of residents, which included senior citizens and low-income individuals, the PDA needed to bring essential resources to them. Instead of residents having to leave the Market to access medical and social services, the PDA created these resources on-site for residents and the greater Market community. Today you can find five social services in Pike Place Market including: Pike Market Senior Center & Food Bank, Providence Heritage House, Neighborcare Health and Pike Market Child Care & Preschool. The Market Foundation supports these services and operates The Market Commons, a resource center.



Market businesses Atrium Kitchen and Herban Farm joined forces to create their signature barbeque sauce

It's a Community

Pike Place Market has a long history of collaboration between its many different businesses. Many of the vendors have been at the Market for generations and have formed close relationships with one another over the years. This spirit of comradery is reflected in the way that the businesses work together to create a thriving community. Many of the restaurants in the Market and Seattle area source their ingredients from the Market's vendors. Other businesses have partnered together to create meal kits and specialty products.



The design above was created in 2023 to visually show all the different facets of the Market and the PDA's role among them including supporting residents, creating opportunities for farmers, developing a 100% handmade Crafts Market, supporting small businesses and restoring Market historic buildings.

Building a Community

In 2012, the PDA completed a major four-year levy renovation project. To celebrate the newly restored buildings, the PDA distributed commemorative pins to the Market community.



Public Art

The PDA worked with Dan Webb to install public art along the Hillclimb, which has become an iconic part of the Market



Restrooms

New public restrooms were built around the Market to create a better experience for shoppers



Mechanical

The PDA created a central plant with upgraded plumbing, heating and mechanical systems



Public Space

The Economy Market Atrium was rebuilt as a public space with the addition of an elevator

More than thirty-five years after the renovation efforts of the 1970s, the Market was again in need of infrastructure maintenance and repairs. Starting in 2008, the PDA and Market Foundation worked together to communicate the importance of shoring up Market infrastructure. Despite a nationwide economic downturn, the citizens of Seattle overwhelmingly approved a \$73 million levy to implement seismic upgrades, add more elevators, improve heating and cooling systems, and update restrooms. From 2008 to 2012, these renovations were made to the Market. **To learn about the PDA's history of Market renovation visit PikePlaceMarket.org/PDA**

Timeline of the PDA Executive Directors

It's a big job, but somebody's got to do it. The PDA has a legacy of Executive Directors that have led the PDA from architects to city government officials. The expertise that each has brought to the Market has set up the Market to succeed far into the future. Their commitment to this Market is remarkable and their legacies continue today.



George Rolfe
1973 - 1980



John Clise
1980 - 1983



Harris Hoffman
1983 - 1987



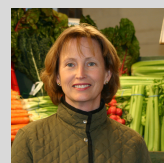
Michael Carol
1987 - 1989



Shelly Yapp
1989 - 1999



Daniel Lieberman
1999 - 2003



Carol Binder
2003 - 2010



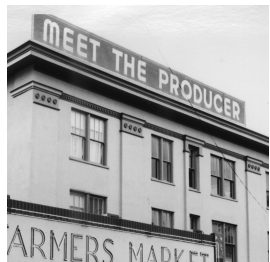
Ben Franz-Knight
2010 - 2017

Mary Bacarella
2018 - Present



Learn more about the history of the PDA Executive Directors and their accomplishments at PikePlaceMarket.org/PDA

PDA Timeline



1980

The approval of the Hildt-Licata agreement transfers the management of the Daystall craft and farm program to the PDA to continue the Meet the Producer tradition.



1980

PDA completes the acquisition of 80% of properties in the Market historic district.



1982

The Market Foundation is created by the PDA to help raise funds for the Market's social service establishments.

Learn more at PikePlaceMarketFoundation.org



Preserving History: Pike Place Market's Legacy Businesses Share Decades of Stories and Traditions

Pike Place Market has a rich history of small businesses that dates back over a century. When the Market was originally founded in 1907, it was a way for small farmers to sell their produce directly to consumers at an affordable price. The Market quickly became a hub for small businesses of artisans, craftspeople, and merchants to set up shop alongside the farmers.

In the early days, many of the businesses at Pike Place Market were family-run operations, with parents passing their trades and skills down to their children, a tradition that continues today. These businesses include everything from meat markets and fishmongers to bakeries and flower shops and more.

Since the beginning, the Market has been a place for small businesses to grow. Through the help of the Pike Place Market Preservation and Development Authority, it has become one of the largest incubators of small businesses in the country. Unlike a shopping mall that tries to maximize the profit for each space, at the Market, the PDA is mandated to choose marginal businesses that can truly use the Market to develop. Nowhere else can you find retail

locations that the landlord purposely maximizes the value in space based on the potential they see to help grow this business rather than for profit. It also allows the PDA to work with a diverse group of businesses at all different levels.

At the forefront of everything the PDA does is the question of how to preserve this social economic network of businesses, residents, and shoppers? It's a community that was forged before the PDA arrived, and this dynamic has been inherited in all decision-making. It's why the PDA was created, and continues today as seen through the legacy of businesses that are still here 50 years later.

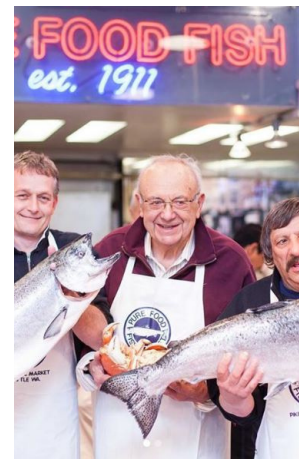
Beyond their individual offerings, these legacy businesses serve as a reminder of Pike Place Market's rich history and enduring spirit. They are a testament to the power of community, resilience, and the enduring value of tradition in a rapidly changing world.

Whether you're a lifelong Seattleite or a first-time visitor, taking the time to explore these beloved establishments is an essential part of experiencing all that Pike Place Market has to offer.



THREE GIRLS BAKERY

Three Girls Bakery was the first business licensed to women in the city of Seattle. Founded in 1912, this bakery is one of the oldest businesses in Pike Place Market.



PURE FOOD FISH

Pure Food Fish is a three-generational fish market selling local seafood in the Market for over 100 years. In 1911, Turkish immigrant Jack Amon began selling at the Market. Today, his great-grandchildren run the business.



JIM CHOW JEWELRY

Jim Chow is a stone enthusiast who has been selling his handmade jewelry at Pike Place Market since 1975. Jim Chow's jewelry showcases over 30 years of collecting and cutting unique stones from the northwest.



COLORS ON SILK

Tamma Farra owns one of the Market's longest running craft businesses. Tamma began selling in 1975. Her work has evolved over the years using a salt technique to dye silk scarves. Through her endless color experimenting, she finds the results are never boring.



NEW GARDEN

Pa Cha and her husband, Thong started selling bouquets at the Market in 1992. More than three decades later, New Garden remains a fixture at Pike Place Market. The couple immigrated to Seattle from Thailand in the 80s and turned their passion for farming into a successful business.



HOLMQUIST HAZELNUT ORCHARDS

A seventh-generation family-owned and operated farm in the Pacific Northwest, founder John Holmquist planted the first hazelnut orchard in 1920 and has been selling in the Market since 1991.

Learn about all Pike Place Market businesses at PikePlaceMarket.org/Directory

PDA Timeline



1985

Under the PDA, a roof is added to the Desimone Bridge, expanding the space to sell by nearly double for the Market's craftspeople.



1989

PDA completes construction of the Heritage House and parking garage, which includes a sky bridge to connect parkers directly to the Market as well as elevators to the waterfront.



1990

From this year on, under the management of the PDA, the Market is put on solid financial footing with triple the number of businesses open prior to the renovations.

Behind the Scenes at Pike Place Market: The Dedicated People Preserving a Seattle Icon

Behind the hustle and bustle of the Market is a group of people that keep the Market running every day known as the PDA. What started as a team of four that set out to oversee the restoration of the Market under the Urban Renewal Plan, now is a remarkable group of 118 employees whose role in the Market has stretched far and wide. Working to preserve its historic buildings, support small businesses, provide affordable housing and foster a community through Market-wide events and community activations, they bring their passion to this Market every day. They have been dedicated to preserving the historic Pike Place Market and supporting the vibrant community of farmers, artisans, and small business owners who call the Market home for the last fifty years. Learn more at PikePlaceMarket.org/PDA



Supporting Local Farms and Generations of Farmers

The birth of Pike Place Market began with farmers. In 1907, the price of produce in Seattle was soaring – especially the price of onions, which jumped from 10 cents a pound to a dollar. Seattle City Councilman Thomas Plummer Revelle discovered an 1896 ordinance that allowed the city to set aside land for public markets. On August 17, a damp, cloudy Saturday morning, crowds of shoppers seeking fresh produce and bargains descended upon Pike Place Market for its opening day. The handful of farmers who showed up sold all their produce within minutes. By the end of the first week, dozens of wagons were gathering to sell along Pike Place.

“We are an immigrant-owned, second-generation-run business supporting the community by providing fresh grown produce and flowers” – Shong Chao’s Farm

It's impossible not to see and smell the hundreds of bouquets that fill Pike Place Market's main arcade during the spring, summer, and fall. But did you know the Pike Place Market PDA works with 80+ farmers? Many of which provide produce to Seattle residents and low-income families through our CSA programs, Express Farmers Markets and food access efforts. More than thirty farms provide fresh fruits and vegetables to our community-supported agriculture programs: PIKE BOX CSA and Fresh Bucks To Go. 18* farmers participate in Pike Place Market Express Farmers Markets—small neighborhood-style farmers markets throughout downtown Seattle during the summer and fall. Since the 1990s, the Pike Place Market PDA has prioritized support for BIPOC, immigrant, refugee, and women-run farms. Today, 89% of farm owners who sell at Pike Place

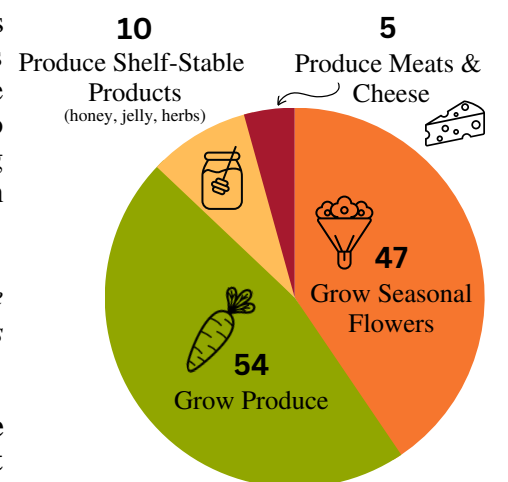
Market or provide products to our food access programs identify as BIPOC, immigrant, refugee or female. Over the last few years, more farmers have passed their farms down to their children. This has prompted a surge in second and third-generation farmers selling at or working with Pike Place Market. “My grandparents started this farm in 1994, and my mom took over in 2000,” Cathy Moul of Cathy’s Garden said. “Now the business has been handed down to me, the granddaughter! I’m excited to continue the tradition of providing high quality, naturally grown vegetables and flowers.”

**18 farmers participated in Pike Place Market Express Farmers Markets since 2019.*

Learn more about Pike Place Market Food Access programs at PikePlaceMarket.org/FoodAccess

Farm Products

The chart below illustrates how many farms are a part of Pike Place Market's farm program in 2023 and what type of products they produce. These products are either sold at Pike Place Market or used in the food access efforts supported by the Pike Place Market PDA.



PDA Timeline



2007
Pike Place Market celebrates its centennial. Today, the Market is the oldest continuously operating public market in the United States.



2008
Seattle voters approve a \$71M levy for Market renovations. These were for seismic upgrades that the PDA would manage. **See Building a Community on Page 3 for more details.**



2009
PDA launches its first off-site Downtown Express Markets and establishes the Food Access Program with EBT matching the next year. The food access program is co-managed by the PDA and The Market Commons.

MARKET BY THE NUMBERS

With a 116-year-old history, there's a lot to know about Pike Place Market

500+

Small, Independent
Businesses

450+

Residents in Affordable
Housing

187+

Permitted Buskers

160+

Handmade
Craftspeople

80+

Farmers and Farm-
Based Food Producers

9

Acres in the Market
Historic District

5

Social Services
plus a Market Foundation
and The Market Commons

1

Preservation and
Development Authority

Did you know?

Pike Place Market is one of Seattle's most iconic landmarks, attracting millions of visitors every year. The Market has a rich history and is home to over 500 independent businesses. Despite its popularity, there are many fascinating things about Pike Place Market that many people may not know. From hidden corners and secret passageways to unusual traditions and surprising facts about its vendors, there is always something new to discover at this bustling marketplace. Delve into some of the lesser-known facts about Pike Place Market to give yourself a deeper understanding and appreciation of this beloved Seattle destination commonly known as the "Soul of Seattle."



Any business to open in Pike Place Market must be the first location. Retail chains and franchisees are not permitted in Pike Place Market. However, after opening a business in the Market, businesses can expand to additional retail locations.



Everything in the Crafts Market is 100% handmade. No matter which producer you visit, everything on their table has been made locally and by hand to ensure the integrity of the work. When you shop the Crafts Market, you know you are getting something truly one-of-a-kind.



Pike Place Market offers a Community-Supported Agriculture (CSA) program. In 2013, the PDA offered the first PIKE BOX CSA, a weekly food subscription program that supports local farmers.



Pike Place Market is home to over 450+ residents. When you look above most of the retail shops, chances are you are seeing one of the Market's eight residential building across the Market. Market housing includes a mixture of affordable housing with HUD-subsidized and market-rate units in addition to housing for seniors.



Buskers are an integral part of the Market's culture. Grammy Award-winning musicians like Brandi Carlile and The Head and The Heart were all Market buskers in their early careers. From musicians, magicians, balloon artists and more, these performers bring a special energy throughout the Market. A busker permit is \$30 for the entire year!



There are five social services at Pike Place Market; Pike Market Senior Center & Food Bank, Providence Heritage House, Neighborcare Health and Pike Market Child Care & Preschool. The Market also has the Pike Place Market Foundation, which supports all the social services and operates a resource center, The Market Commons.

PDA Timeline



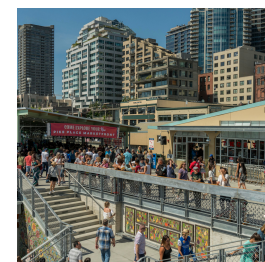
2013

PDA launches a Community Supported Agriculture (CSA) program, a monthly farm-to-table subscription. In 2018, this program is re-named the PIKE BOX CSA.



2013

PDA introduces Small Business Workshops. These free education workshops are open to all Market businesses to learn new skills, business development tactics, and sustainability planning.



2017

The MarketFront opens with funding generated by the Market Foundation. This was the first new building in the Market in 40 years.

How the Meet the Producer Tradition Came to Be

As one of the most recognizable destinations in the Emerald City, Seattle's Pike Place Market is where you'll see fish flying through the air, taste summer peaches fresh off the tree, grab a bountiful bouquet of flowers straight from the farm, shop locally made original art, and so much more.



Market Artist Kate Endle meeting a shopper at the PDA's Holiday Night Market

What all these things have in common is that the products you're seeing, tasting, smelling, and hopefully buying, are coming straight from their producer. You can meet the person who grew your flowers and produce, handcrafted your jewelry, and knit your scarf. You can form a relationship with them to where they'll remember your favorites and ask about your family.

In fact, for both tourists and locals alike, Pike Place Market represents one of the few public markets where shoppers can rest assured they're getting authentic, handmade goods and locally grown produce directly from the source. It's an ethos known as "Meet the Producer", which you'll find emblazoned high on the façade of the Market, and which we at the Pike Place Market Preservation and Development Authority (PDA) work to uphold every day.

But what does "Meet the Producer" really mean? Since its 1907 dedication to the people of Seattle, Pike Place Market has been rooted in the belief that farmers and consumers should be connected, enabling affordable access to local goods that ultimately benefits everyone.

One of the first and most important rules implemented as part of Market management more than a century ago stated that stall space be assigned "only to those who had raised, produced, or manufactured the goods they offered." While Market management changed hands and practices throughout the generations, the "Meet the Producer" tradition became a credo after the PDA took charge and continues to guide Pike Place Market into its second century.

Upon taking over, the PDA decided that they would support any existing small businesses in the Market, but that any new seller would be held to the "Meet the Producer" tradition, meaning that everything must be handmade, grown locally, and sold by the producer themselves. Each daystall applicant is thoroughly vetted through studio visits, farm tours, and regular check-ins to ensure that everything you'll find at the Market today is a completely original design and handcrafted by a local artisan.

Imagine a beaded necklace, for instance. At your average store, you might find that it has been assembled from pre-fabricated parts made in far away countries. But at Pike Place Market, a craftsperson is likely blowing the glass for each bead, hammering a clasp from raw silver, and stringing everything by hand. This is the level of craftsmanship that you'll find at the Crafts Market in

Pike Place Market.

Each daystall permit holder — and there are more than 160 — is screened by a committee, with an emphasis on creativity, diversity, and originality. "Applying for the Crafts Market was the best decision I ever made for my business," Cathy Pascual said, owner of Catshy Crafts. "The 'Meet the Producer' model not only benefits the customer in terms of hearing the story of the products from the artists themselves, but gives us producers invaluable and immediate feedback. It's given me confidence in my creative endeavors, the ability to engage with and respond to my customers, and finally made it possible to sustain a thriving handmade business."

These sellers — many of whom are women, BIPOC, AAPI, immigrant, and LGBTQIA+ creators — are members of the Market community, driven to create, each with a unique perspective on their craft. And whether you're a tourist visiting or a local who's been to the Market more times than you can count, there's always something new to discover. Or even to inspire you!

"We're kind of unofficial ambassadors for Seattle," Kate Endle of Kate Endle Illustration and Fine Art said. "Through our interactions with visitors, we have the opportunity to help people discover the city and all it has to offer. And as an illustrator, I have access to the whole world! With more than 15 million visitors from around the globe, the subject matter I illustrate is often the result of customer requests."

We hope you take the time to meet our producers and experience the raw talent and remarkable passion that our craftspeople have to share.



Market Artist Wais Ali, owner of East Africa Fine Art

PDA Timeline



2018

PDA staff and the community come together to confirm a revised Hildt-Licata agreement for another 10-year term, furthering the "Meet the Producer" tradition.



2019

Pike Place Market welcomes former Market buskers, The Head and The Heart to perform an unforgettable concert on the roof (the first roof concert was with KEXP in 2015).



2020

The Market faces one of its most challenging threats to date, the COVID-19 global pandemic. Through the work of the PDA and the Market community, the Market remained open.

Looking Towards the Future

As one of Seattle's most iconic landmarks and a hub for local food and artisanal goods, Pike Place Market has been an integral part of the city's culture and economy for over a century. Looking towards the future, Pike Place Market is focused on maintaining its tradition while adapting to the changing needs of its community.

Embracing the Future While Preserving History and Tradition

Pike Place Market serves as a model for how other historic landmarks and cultural institutions can adapt to changing times without losing the essence of what makes them special. By embracing new technologies and business practices while staying true to its roots, the Market continues to succeed without compromising its authenticity. At the foundation of this is the PDA's Charter, governing its commitment to support small and marginal businesses. It has helped preserve the Market's distinct character and allows it to continue operating as a hub for independent entrepreneurs.

Maintaining the Soul of Seattle

Known locally as the "Soul of Seattle", Pike Place Market has been a central gathering place for locals and visitors alike since 1907. The Market's vibrant atmosphere and abundant offerings make it a center of activity and a reflection of the city's diversity and uniqueness. In addition to its commercial importance, Pike Place Market has also played a key role in shaping Seattle's cultural identity. The Market has been a hub of artistic and creative activity for decades, with buskers and performers adding to its lively atmosphere. By preserving the energy and structure of the Market, it remains a cultural epicenter.

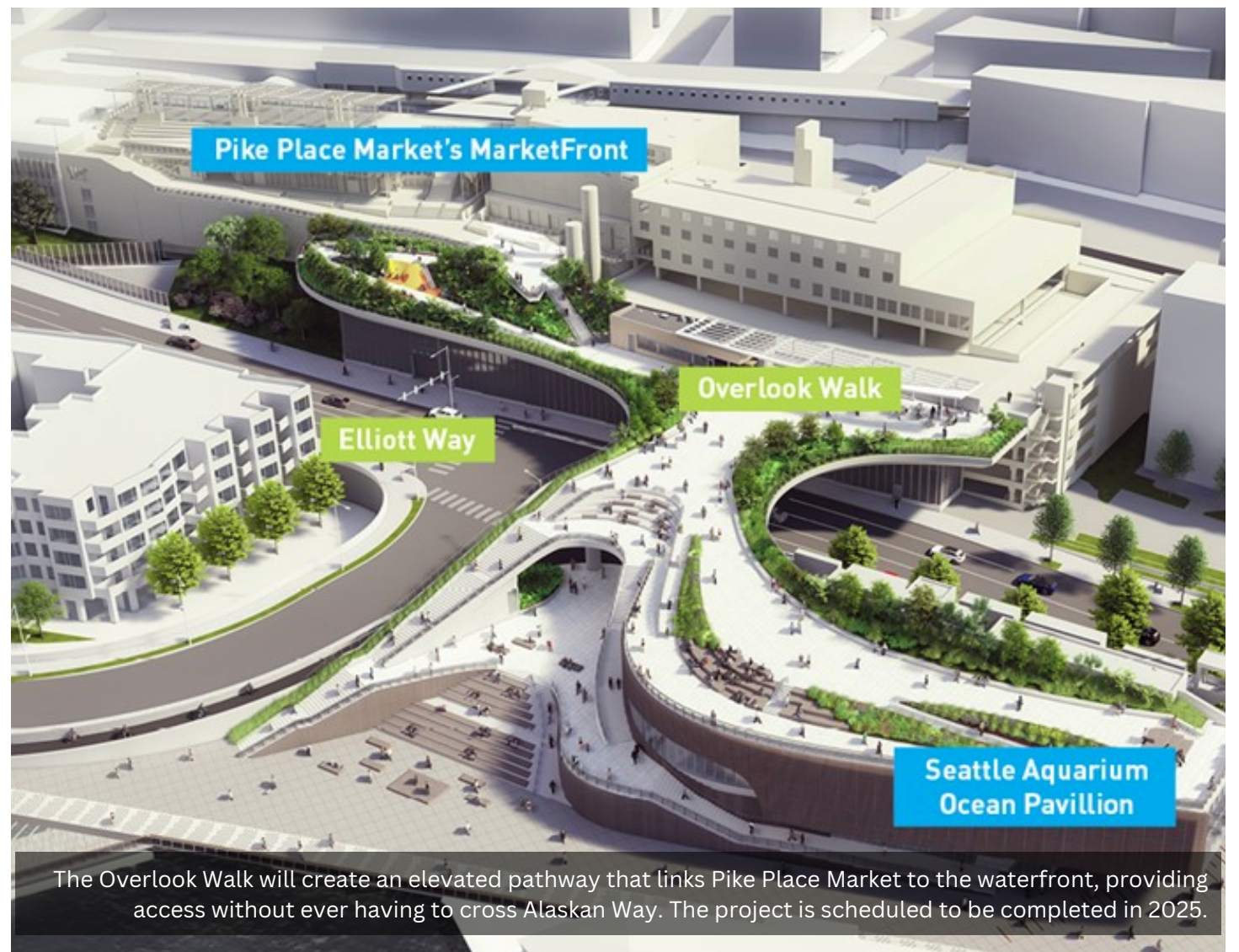
Setting the Market up for Success with a Master Plan. In 2019, PDA Council voted to develop a Master Plan in order to assure long-term sustainability for the Market. The COVID-19 pandemic brought the effort to a halt, but in 2022 the Market was ready to restart. The goal of this plan is to develop a holistic Master Plan that is a thoughtful, inclusive approach to keep the Market strong, dynamic and relevant for future generations. Over the past 50 years, there have been tremendous changes in technology, urban development, the business economy, food retailing, consumer shopping habits, marketing, and more. To sustain and adapt, the Market must understand how best to accommodate change, identify challenges and embrace opportunities to further its mission while preserving its essence and historic character.

Through an understanding of the future of consumers, embracing its role in the downtown Seattle community, and diligently committing to the support of small businesses, the Market has and will remain relevant and accessible to a new generation of customers while still retaining its historic charm. Pike Place Market is taking a proactive approach to prepare for the future while honoring its rich history and tradition. By focusing efforts on sustainability, accessibility, inclusivity, and innovation, Pike Place Market is poised to continue serving as a beloved destination for locals and visitors alike for generations to come.

To learn about Pike Place Market's Master Plan, visit PikePlaceMarket.org/MasterPlan



Market artist Travis Tyler, owner of Little Kicking Bird



The Overlook Walk will create an elevated pathway that links Pike Place Market to the waterfront, providing access without ever having to cross Alaskan Way. The project is scheduled to be completed in 2025.



Market farmer Ras Peynado, owner of Herban Farm



Kamille Barba, owner of Market business KUBODE located on Western Avenue

Scan here to learn more about the Pike Place Market Preservation and Development Authority



Photo Credit
Courtesy of Seattle Municipal Archives (31865, 32359, 32362, 33432, 34700, 117167, 150610)
Photo by Rootology (CC BY-SA 3.0)

PDA Timeline



2021
The Market celebrates the 50th Anniversary of Seattle's "Keep the Market" vote. The PDA launches a mobile-friendly website, PikePlaceMarket.org and a free digital book.



2022
PDA announces an official Request for Qualification to create a Master Plan that ensures the Market's longevity for the next 50 years.



2023
Pike Place Market celebrates the 50th anniversary of the Preservation and Development Authority, and a bright future ahead for Pike Place Market.