

Master Plan Scenarios

PDA Council Workshop

October 26, 2023



Master Plan Scenarios

PDA Council Workshop: Session 2:

PHYSICAL EXPERIENCE

Workshop Part 2: Physical Experience

AGENDA – Session 2 Physical Experience

Intro: Background and Scenario Connections

Physical Ideas by Area

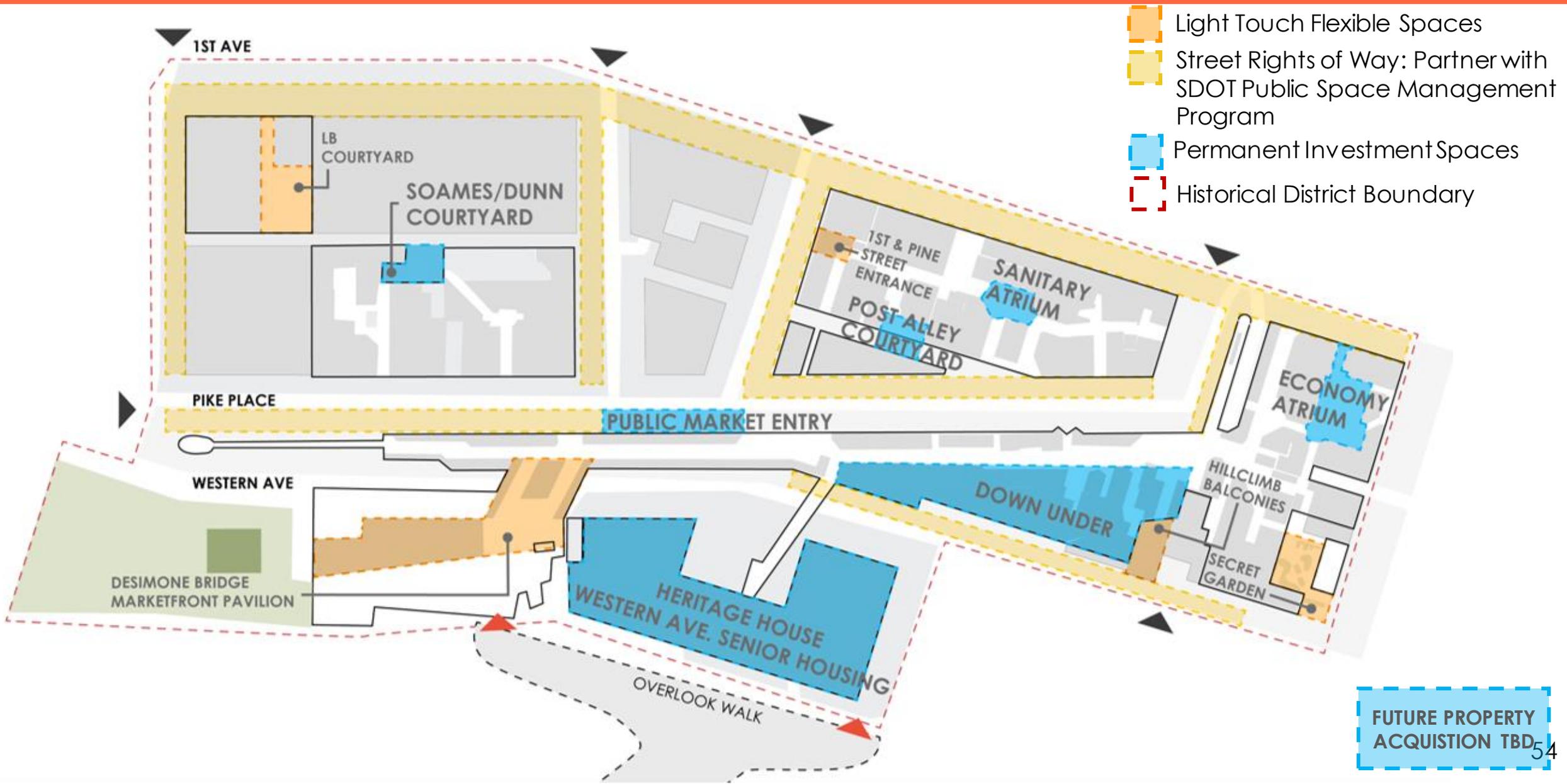
- Western Ave / 1st Ave / Pike Place

Breakout Group Exercise: "Ideas to Nourish a Growing Market"

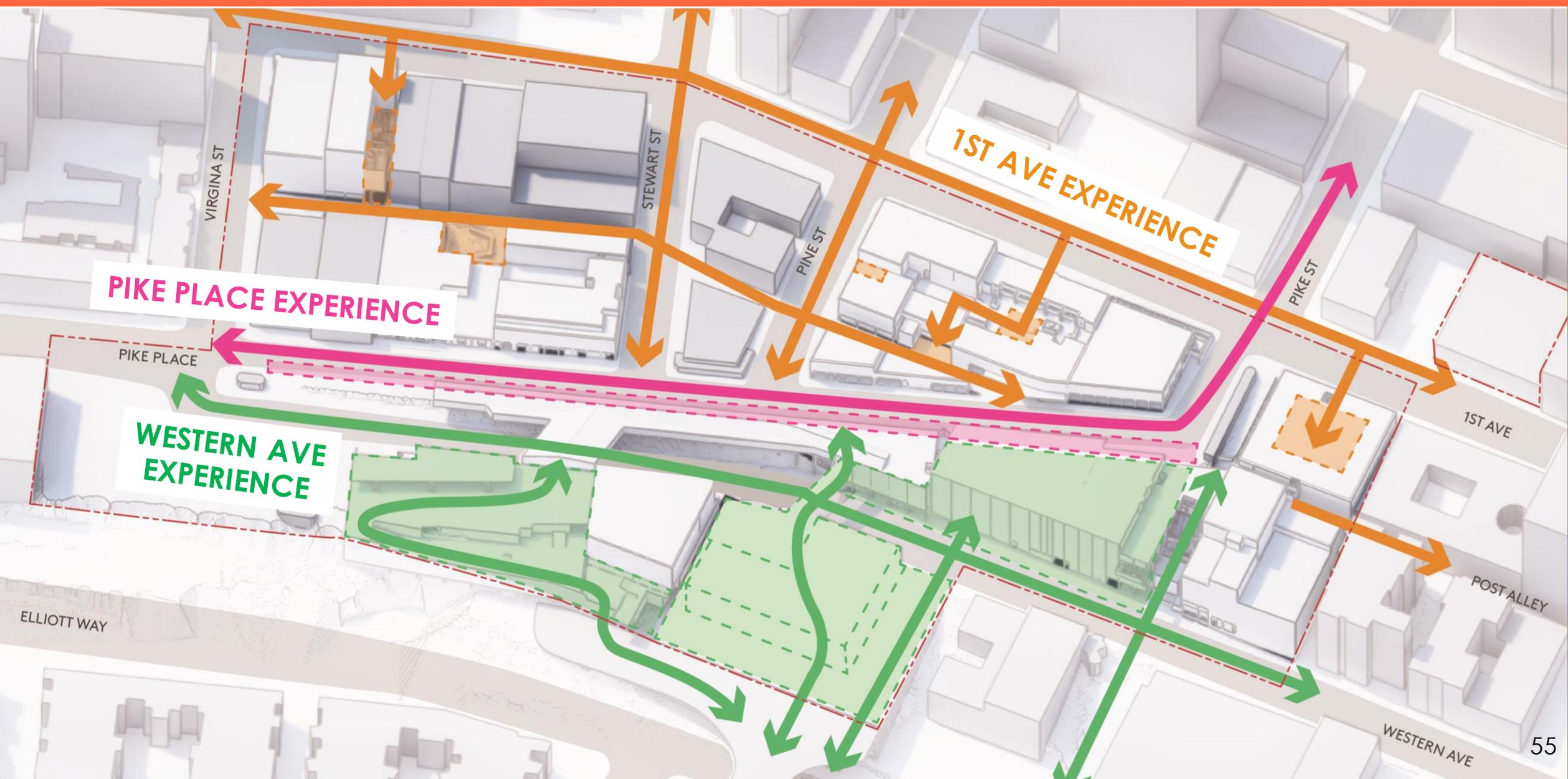
Group Report Out

Synthesis / Discussion

Overall Plan: Where We Were



Physical Experience: 3 Primary Experience Zones



Universal Across All Physical Ideas

- **Improve** ADA and universal accessibility
- **Partner** with BIPOC businesses to define their physical presence
 - **Partner** with **Native American Tribes** to define their physical presence
- **Foster** street management partnership with City of Seattle and PDA
- **Develop** seasonal adaptation strategies of public space for locals
- **Continue** discussions with the Market Historical Commission
- **Prioritize** maintenance and upkeep initiatives (must-do items) based on conditions assessment, facilities team

Universal Across All Physical Ideas

- Evaluation / further studies
- Financial / logistical challenges
- More conversations / many ways to solve



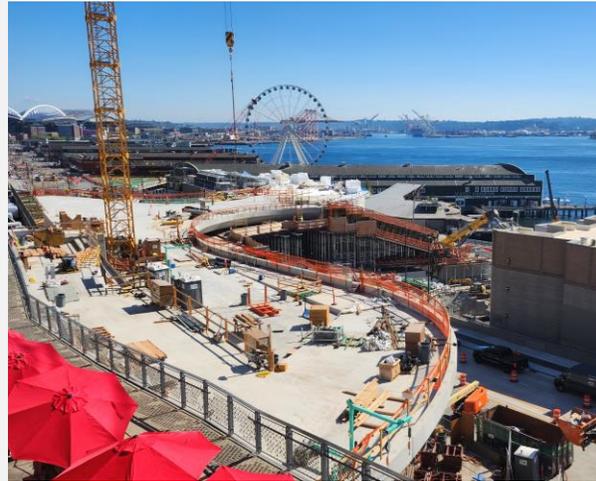
Guiding Principles for Physical Strategies

1.



Be inclusive for all
(part of DEI approach)

2.



**Respond to the remaking
of Downtown and
Waterfront**

3.



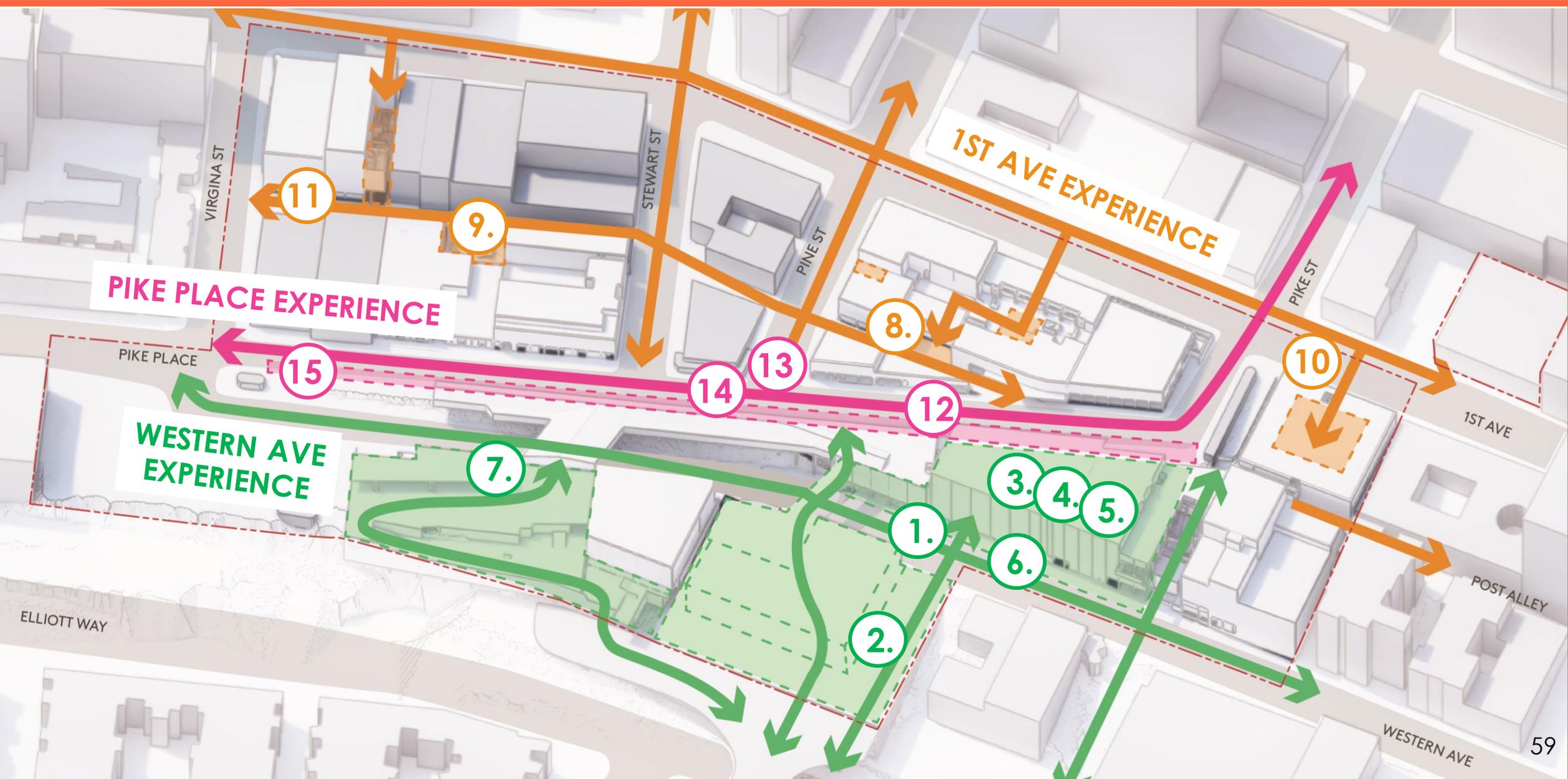
Grow program capacity

4.

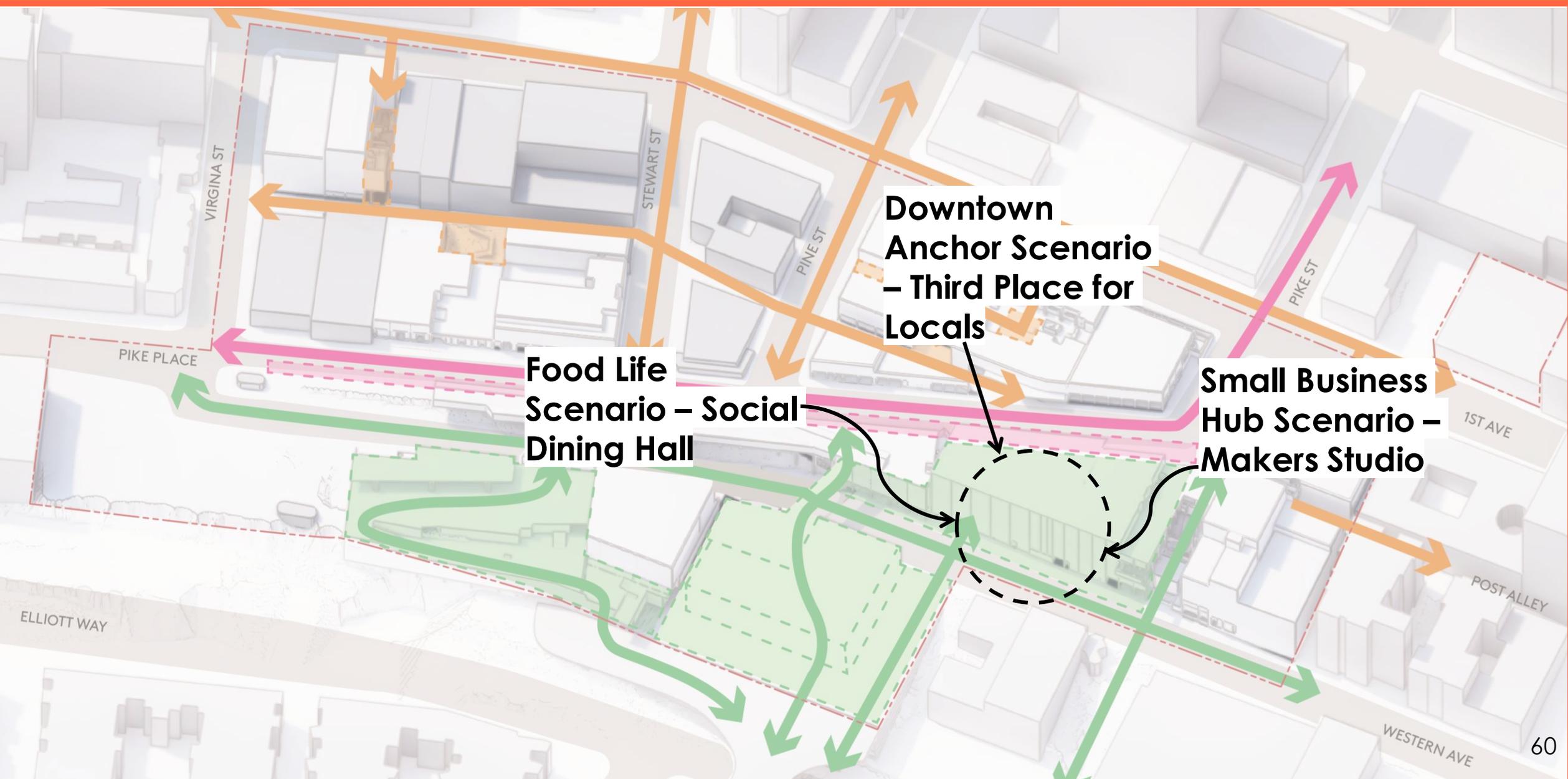


**Expand on seasonal
and delightful public
space**

Physical Experience: Idea Groups

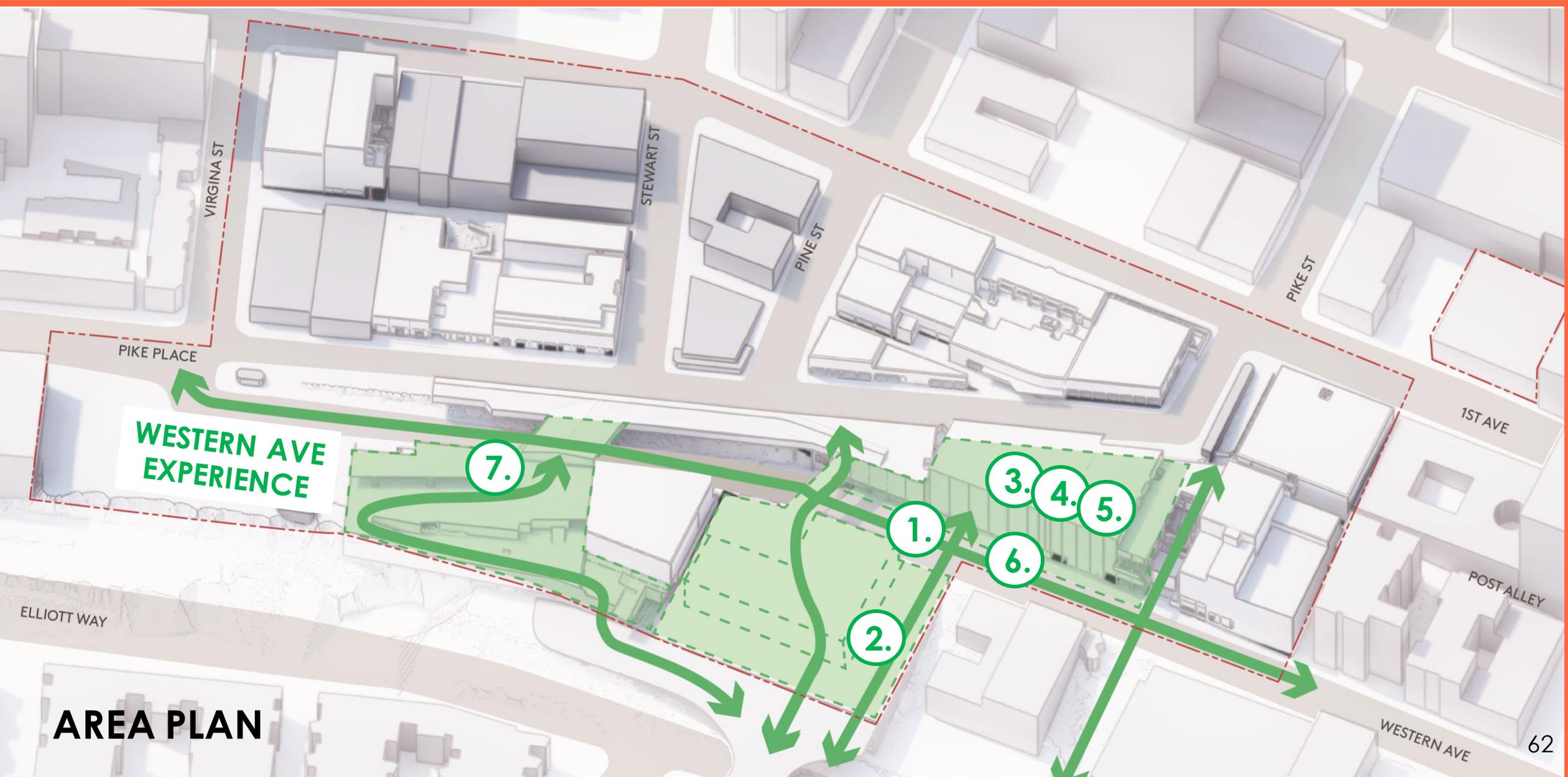


Reminder: New/Renovated Spaces can Accommodate any Scenario Uses



WESTERN AVE.

Western Ave - Opportunities



**WESTERN AVE
EXPERIENCE**

7.

1.

3.

4.

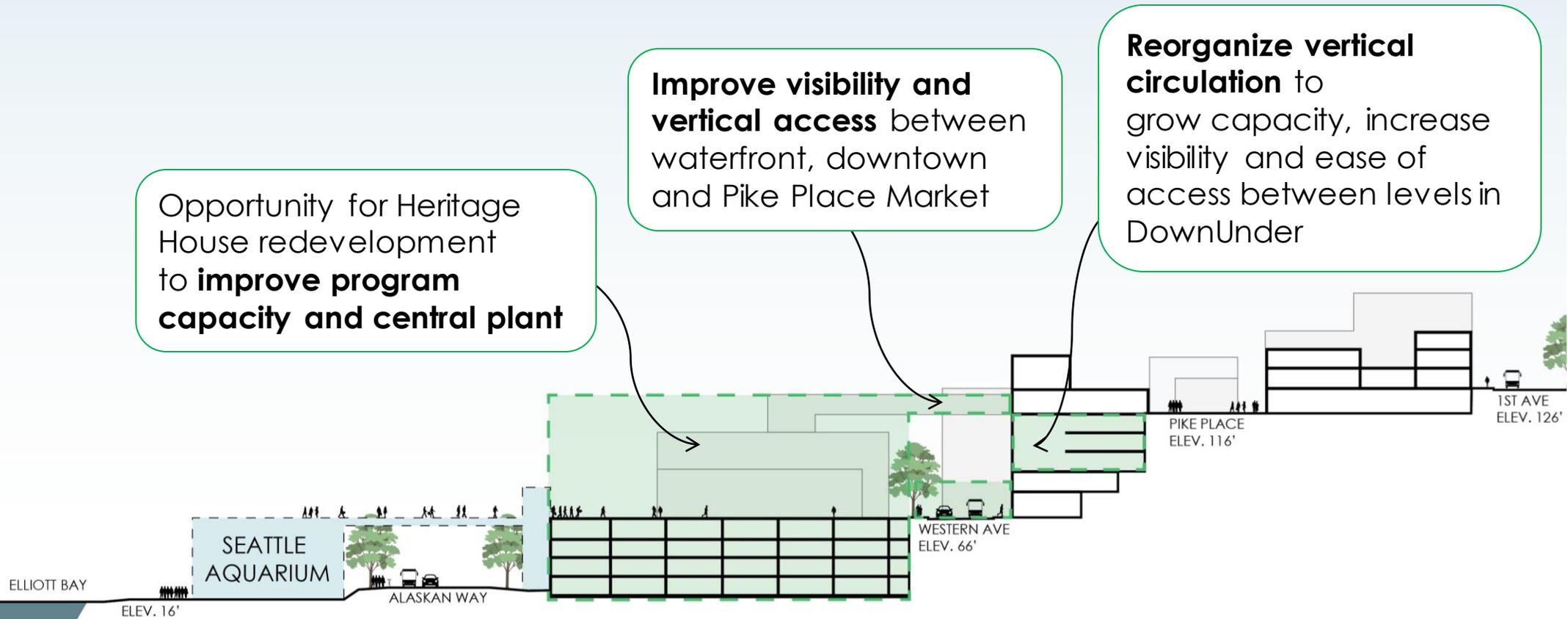
5.

6.

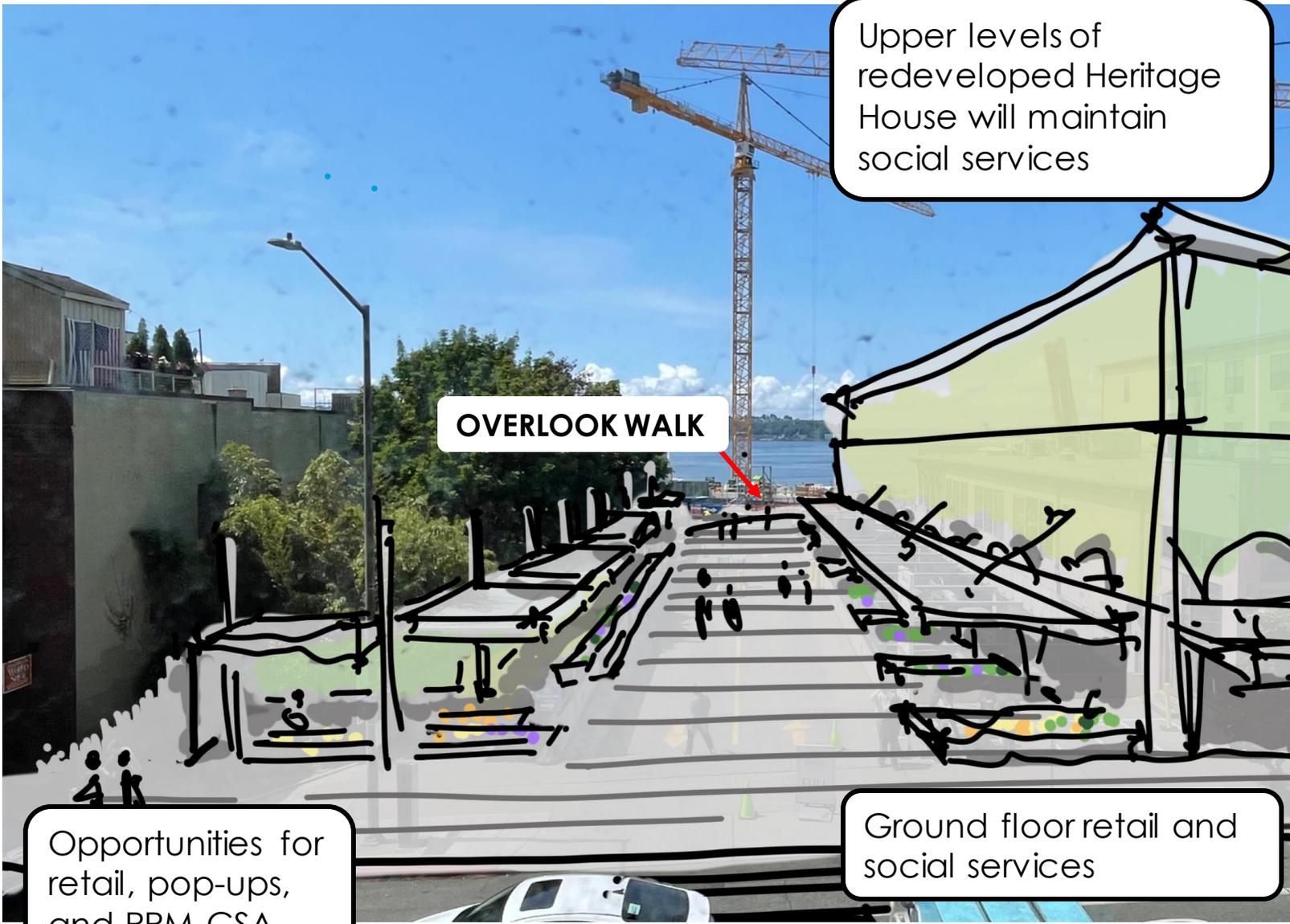
2.

AREA PLAN

Western Ave - Opportunities



Redevelop Heritage House



Upper levels of redeveloped Heritage House will maintain social services

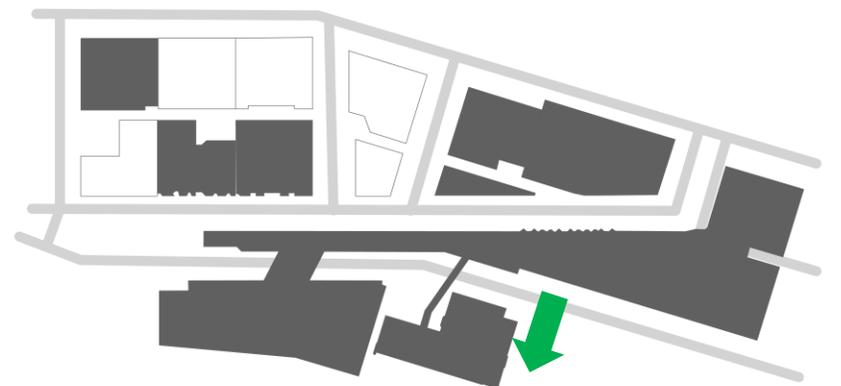
OVERLOOK WALK

Opportunities for retail, pop-ups, and PPM CSA

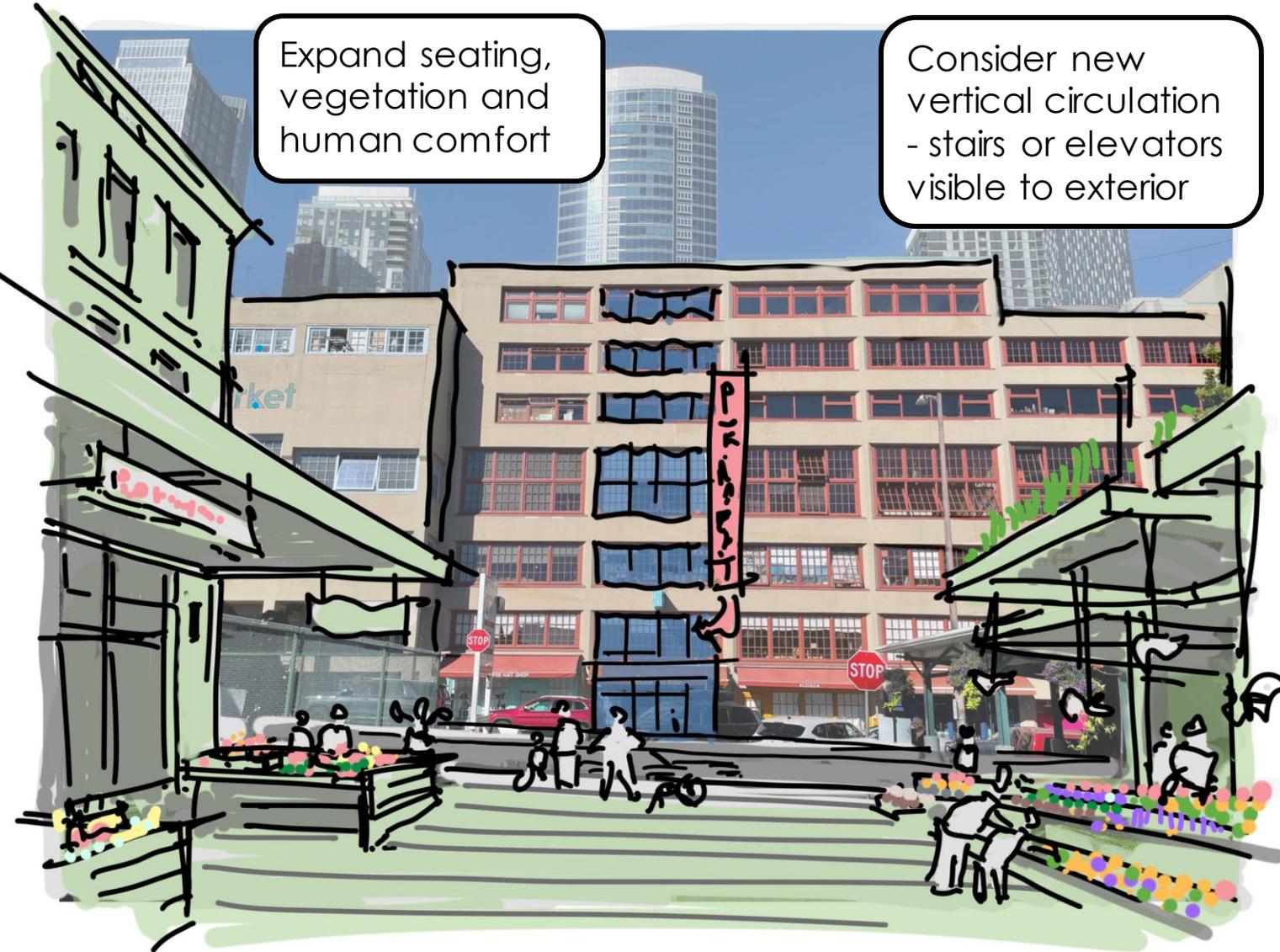
Ground floor retail and social services

Goal #3	
● ● ●	Respond to Downtown & the Waterfront
● ● ●	Grow Program Capacity
● ● ●	Expand on seasonal & delightful public space
\$\$\$\$	Cost

Include access to parking and new storefront for Food Bank

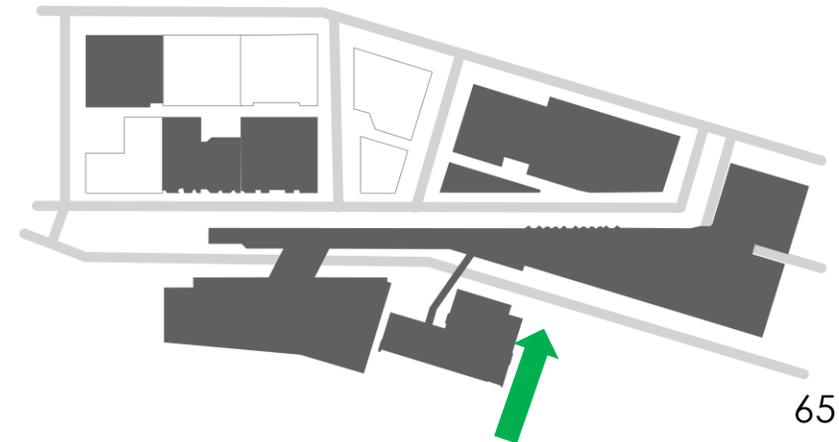


Expand Pedestrian Experience to/from Overlook Walk



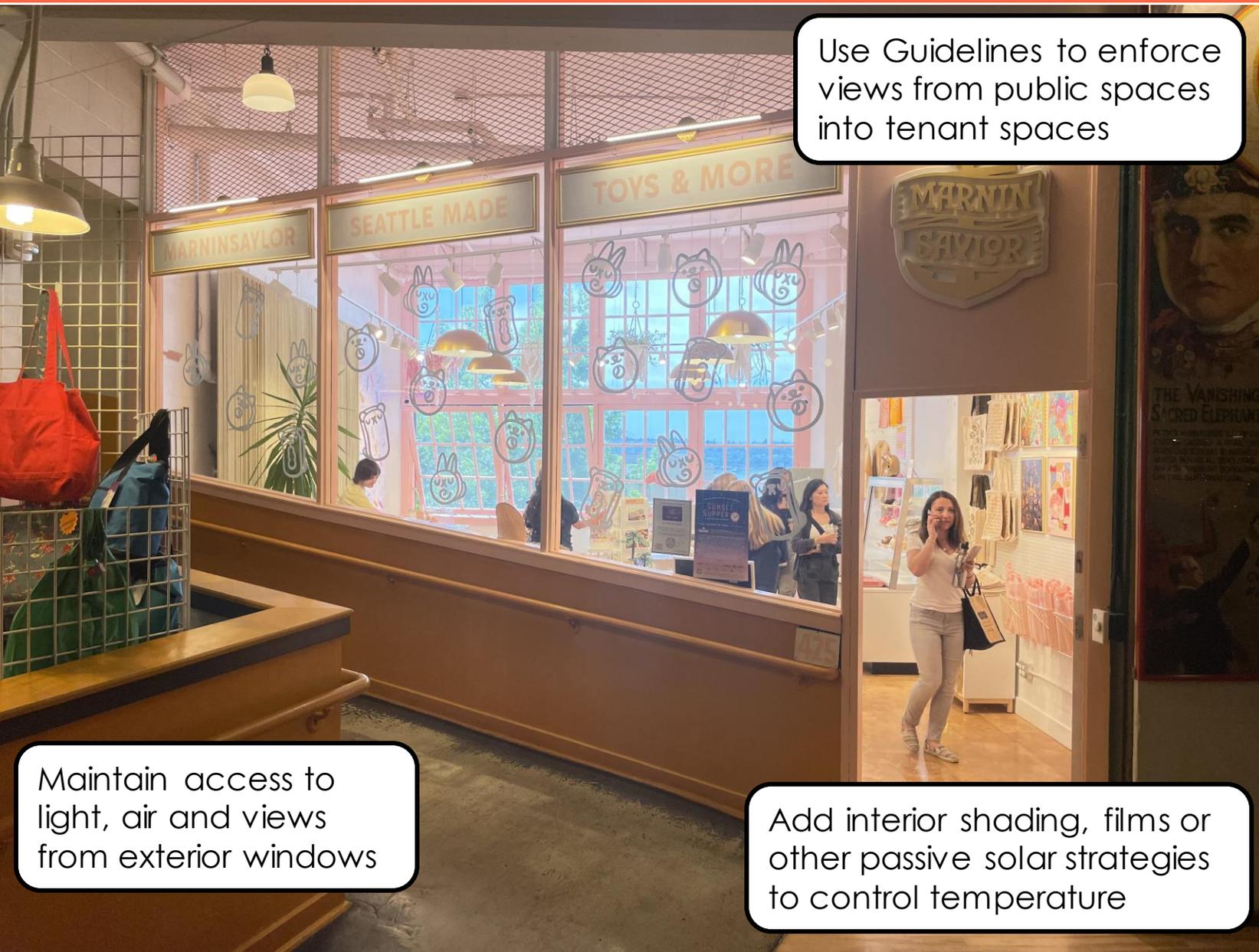
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Discuss exterior signage proposals with MHC and implement



DownUnder: Encourage Tenants to improve views to/from the Waterfront

3.

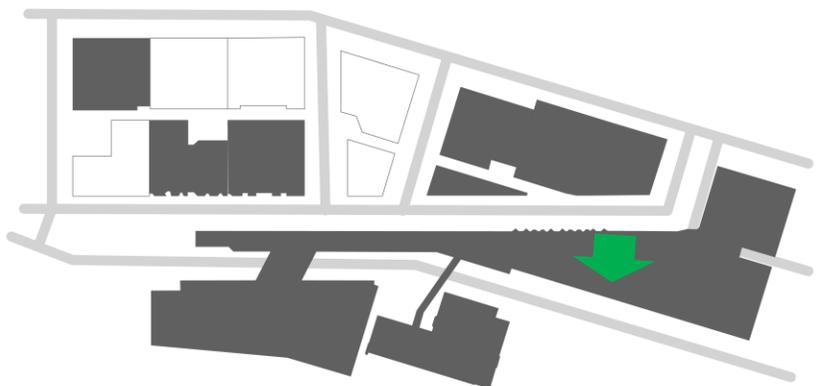


Use Guidelines to enforce views from public spaces into tenant spaces

Maintain access to light, air and views from exterior windows

Add interior shading, films or other passive solar strategies to control temperature

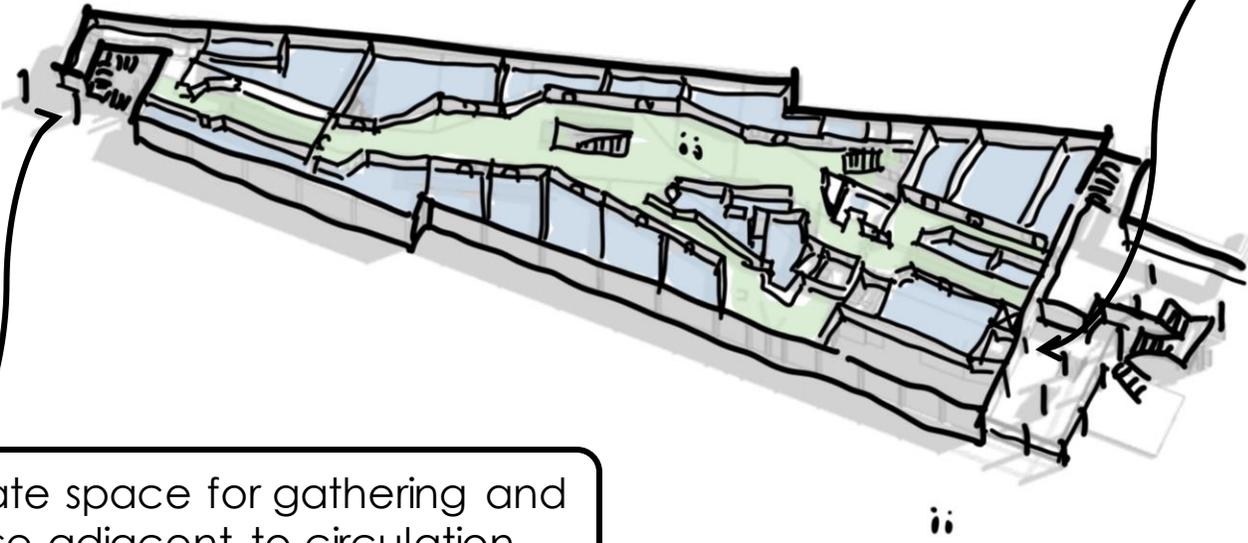
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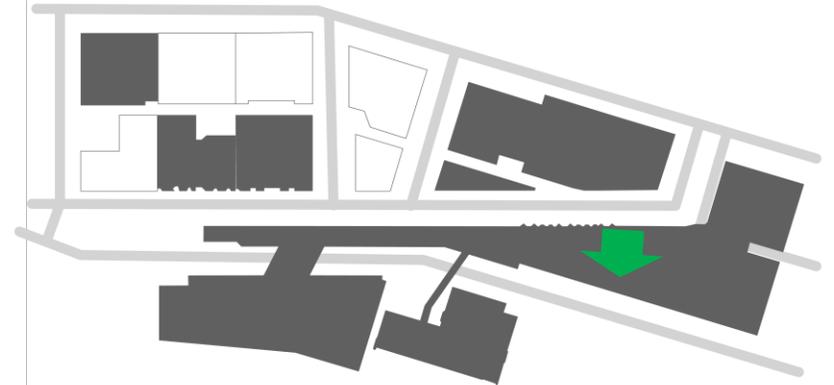
DownUnder: Create Larger Entries Around Vertical Circulation

Selectively reconfigure areas adjacent to entry and elevators to improve wayfinding and access

Create space for gathering and pause adjacent to circulation



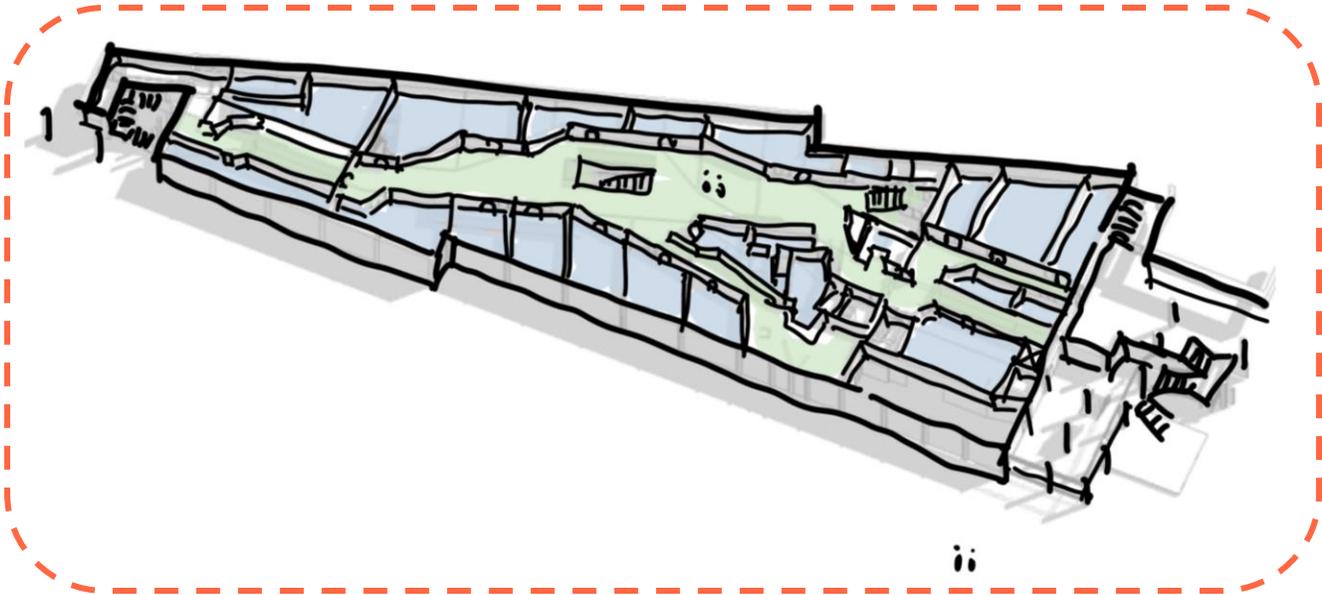
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DownUnder: Reconfigure Retail Space Organization

Connect vertical circulation points, renew infrastructure

Staff support and break rooms for tenants by floor

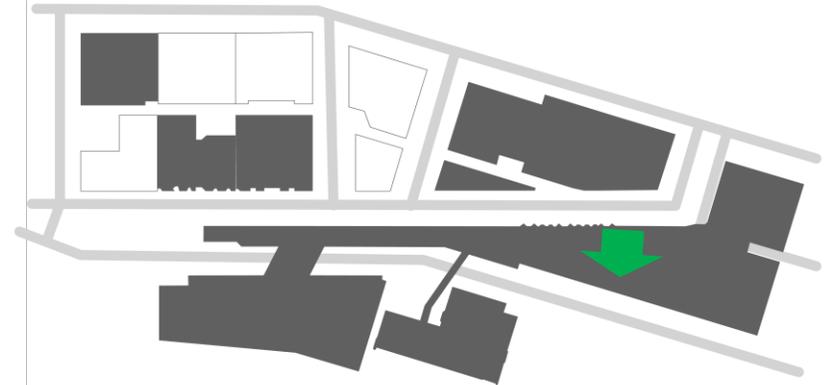


Tenant and retail spaces feature views and larger spaces

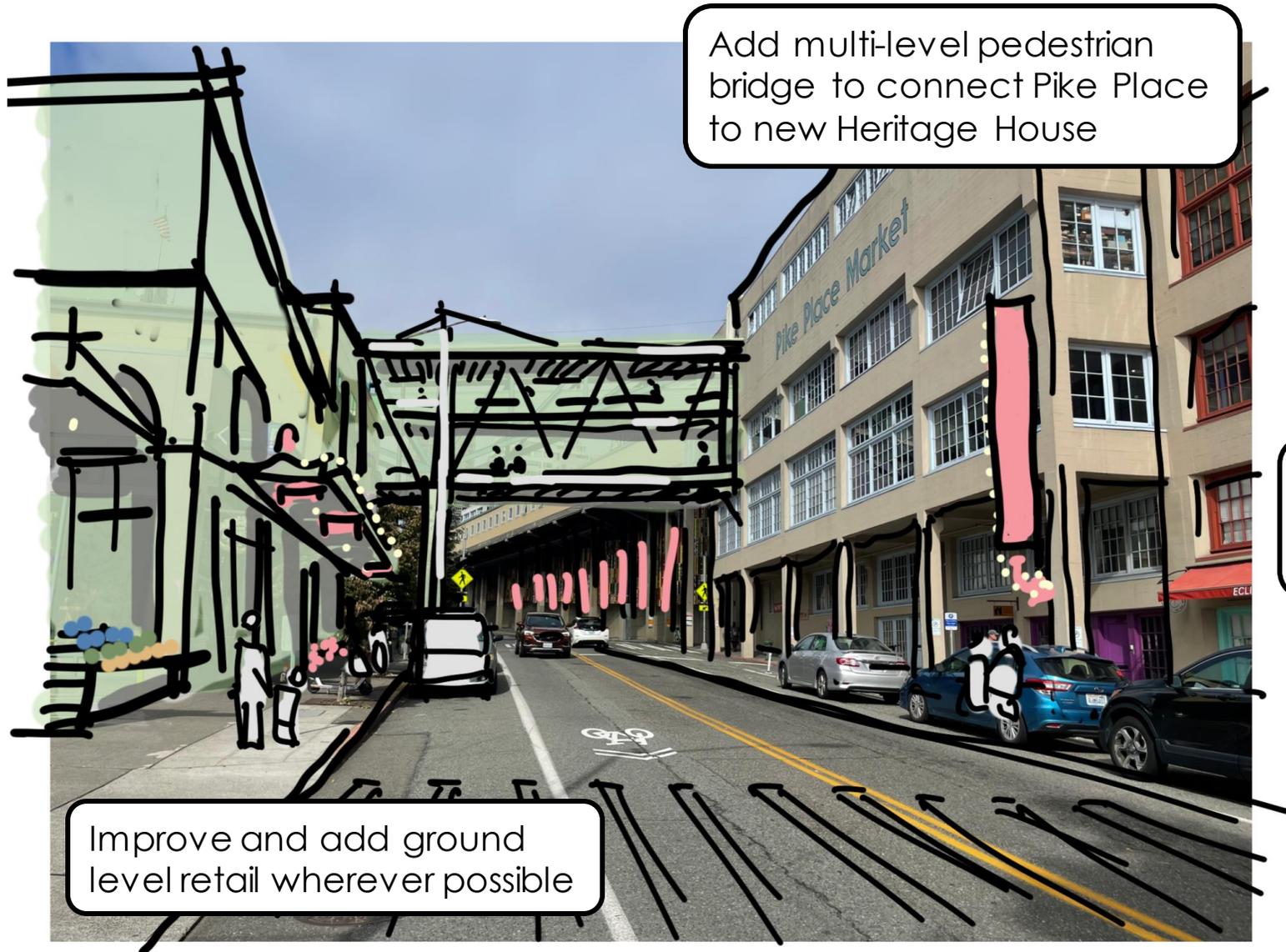
Consider reconfiguring to highlight restaurants

Consider reconfiguring to provide shared space to support scenario program

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Improve PPM Presence on Both Sides of the Street

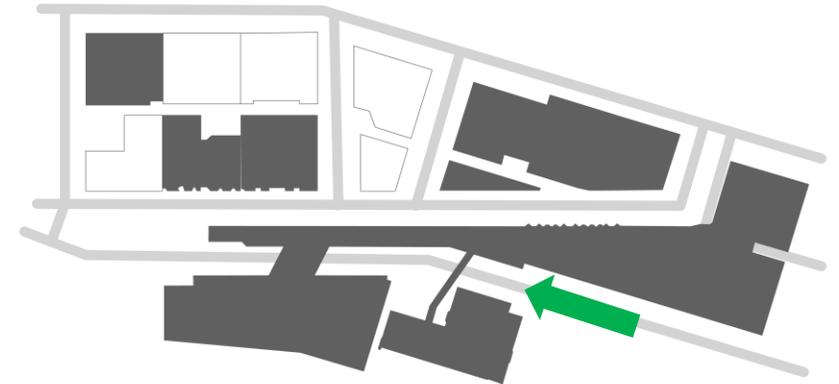


Add multi-level pedestrian bridge to connect Pike Place to new Heritage House

Improve and add ground level retail wherever possible

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Create new signage to Western Ave and to help activate both sides of the street



MarketFront: Improve Connection to Desimone Bridge

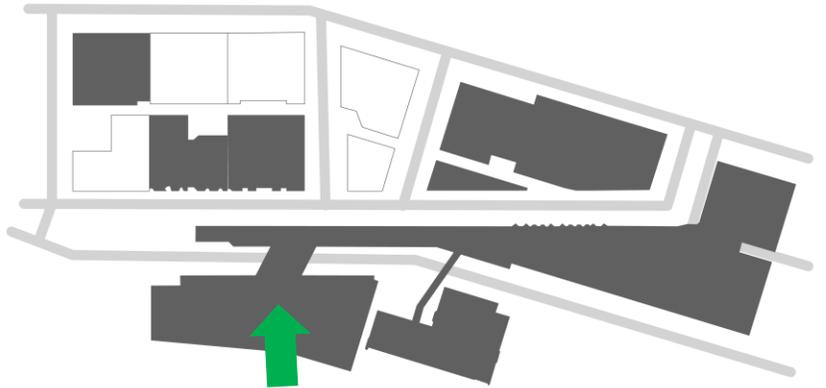


Add seasonal infrastructure for multiple uses

Improve human comfort and expand capacity with covered connection

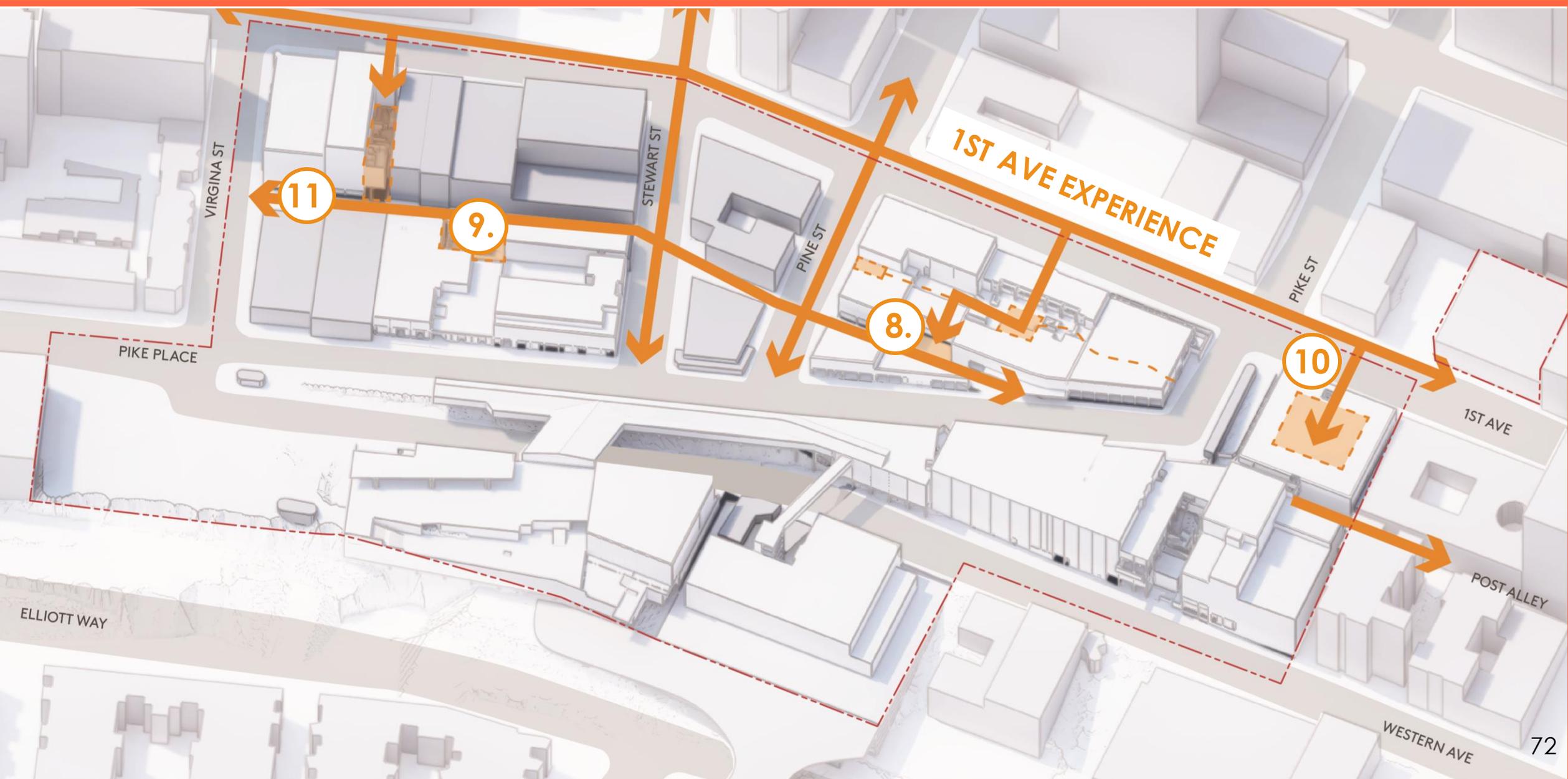
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Improve rentable space

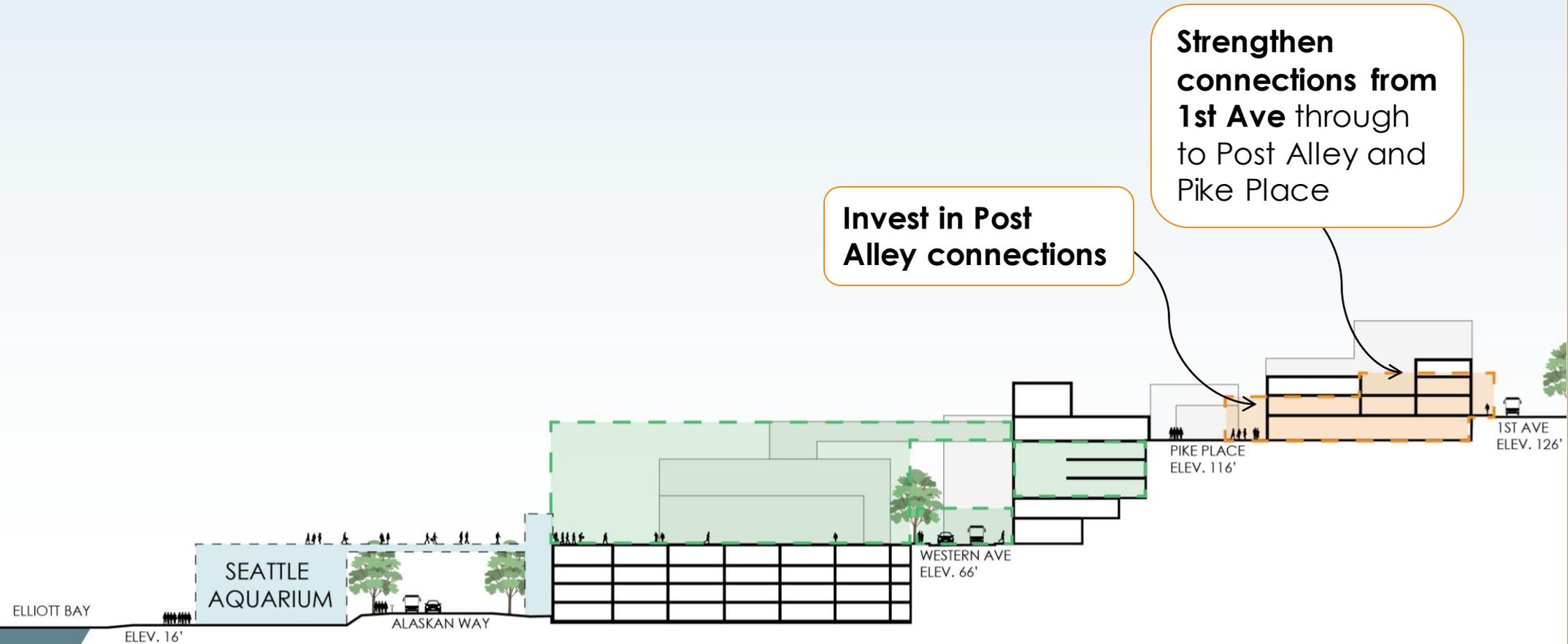


1ST AVE

1st Ave - Opportunities



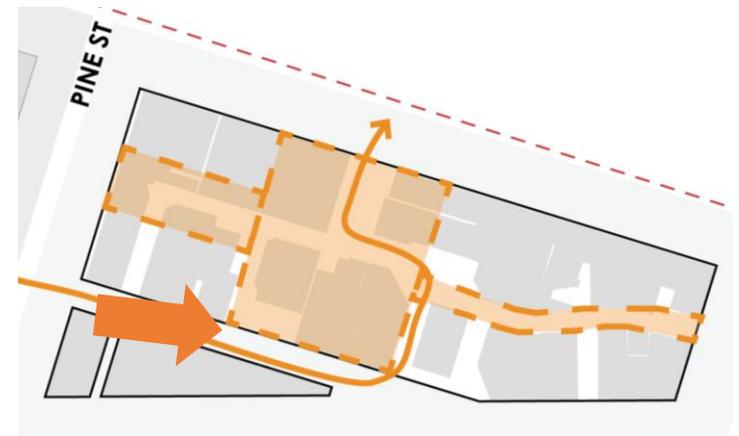
1st Ave - Opportunities



Sanitary Atrium: Vertical Connection between 1st Ave & Post Alley



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Soames Dunn Courtyard: Terracing to create new social dining

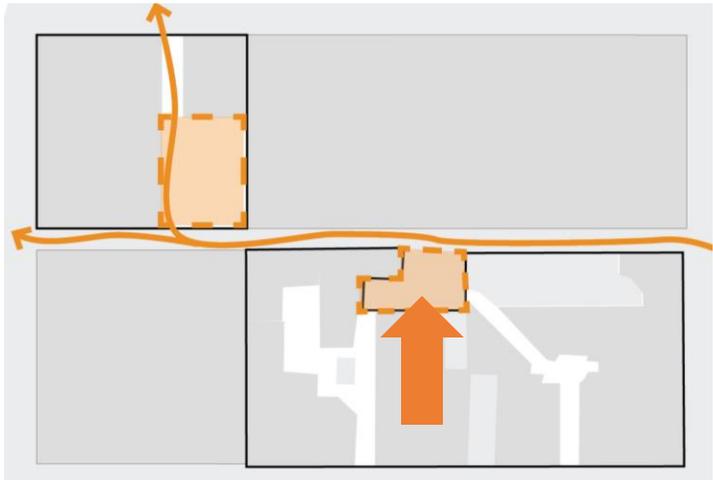
Space managed in partnership with surrounding businesses

Strengthen connection with Post Alley

Increase outdoor dining potential through terracing



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Economy Atrium: Increase Visibility of Entrance to Economy Atrium



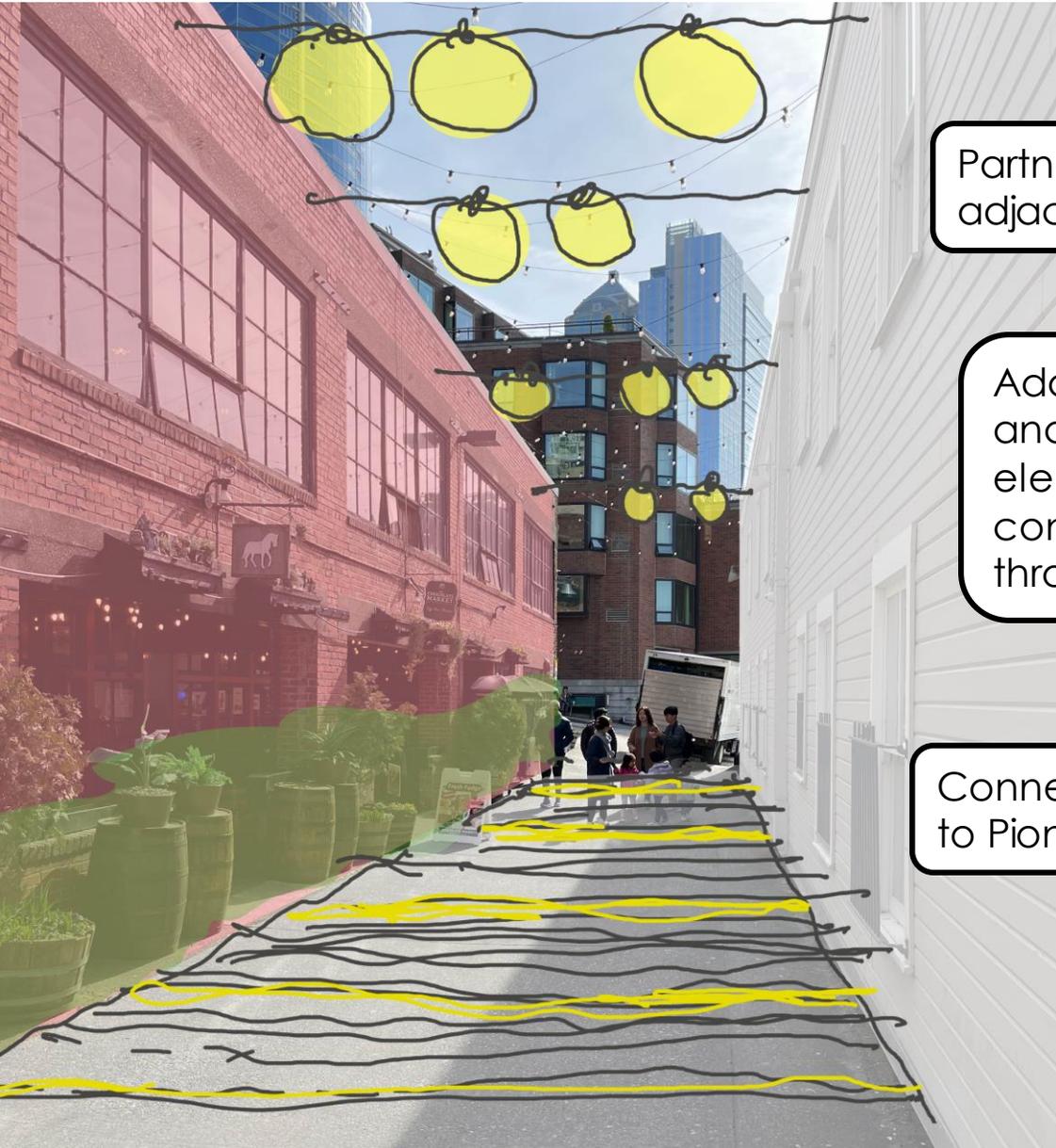
Increase indoor and outdoor seating

Highlight entry and increase transparency into Economy Atrium

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Post Alley: Enhance Sense of Delight and Exploration

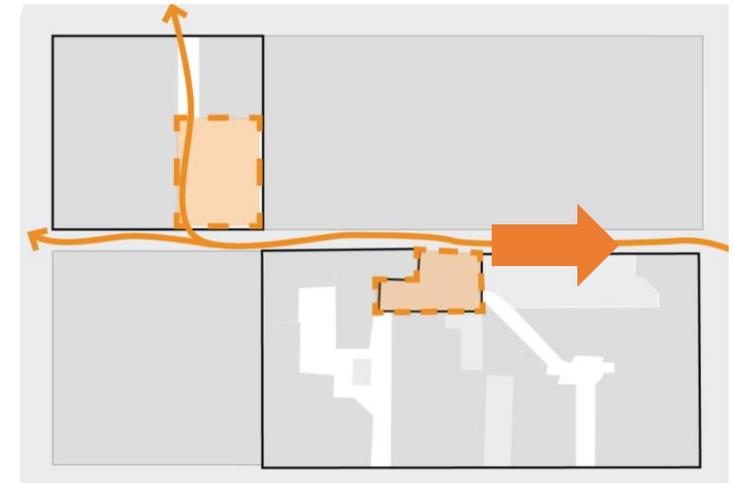


Partner with adjacent businesses

Add lighting, planting, and other delightful elements to create a continuous journey through Post Alley

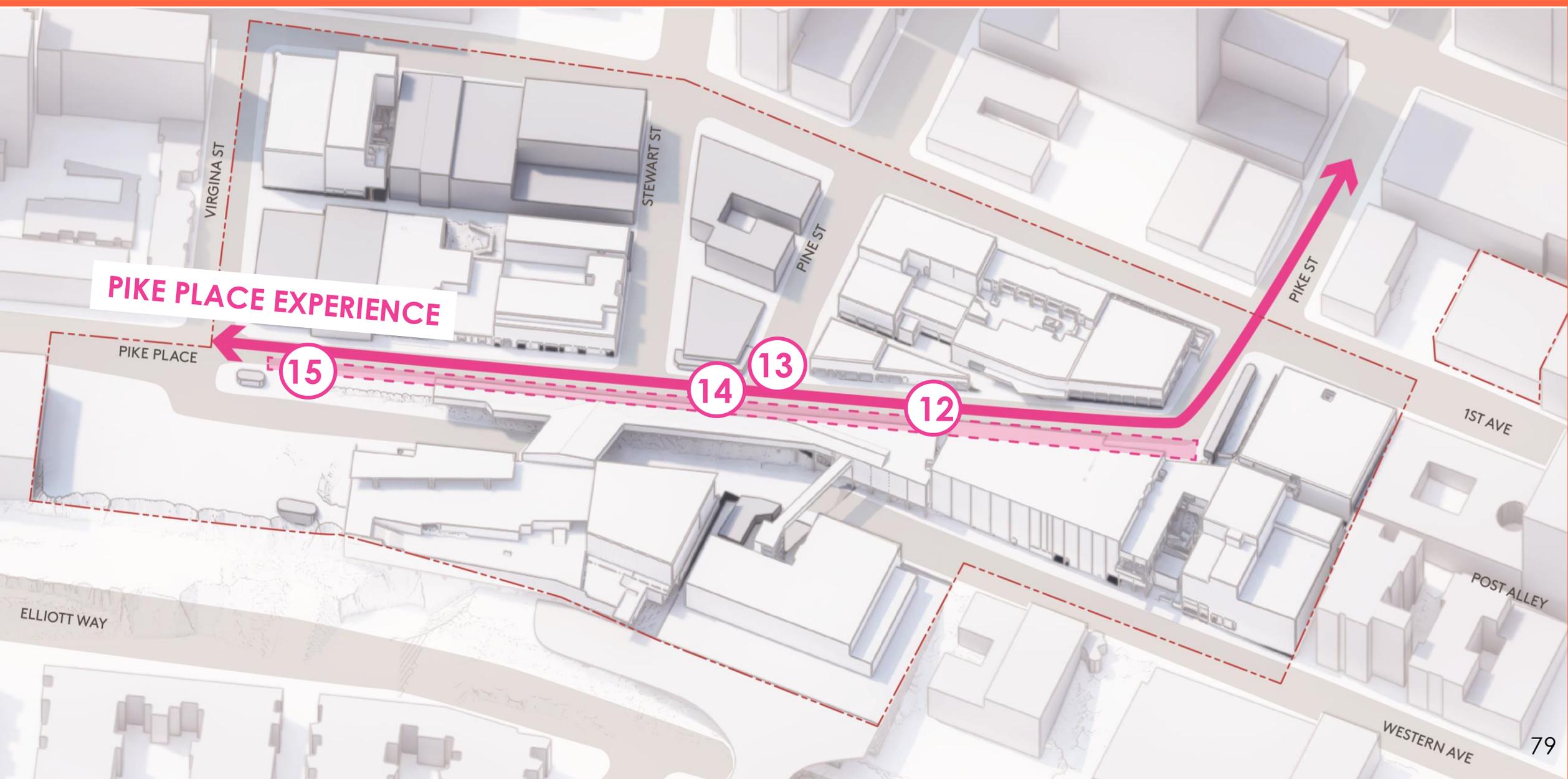
Connect all the way to Pioneer Square

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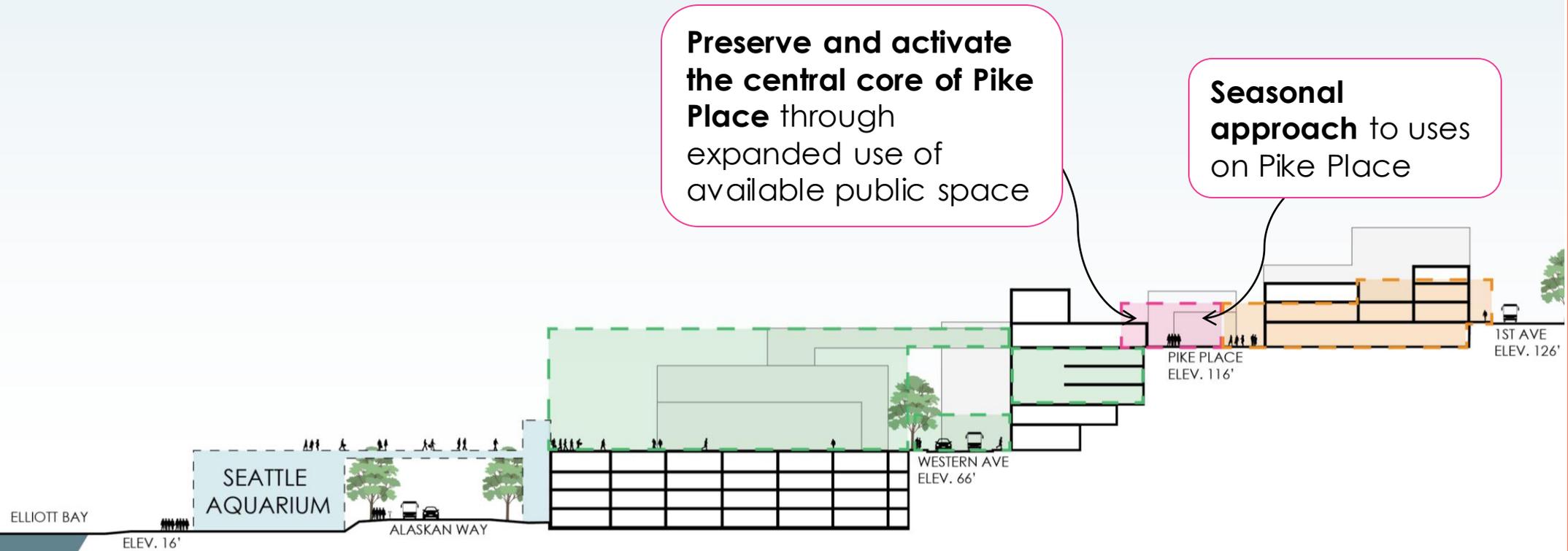


PIKE PLACE

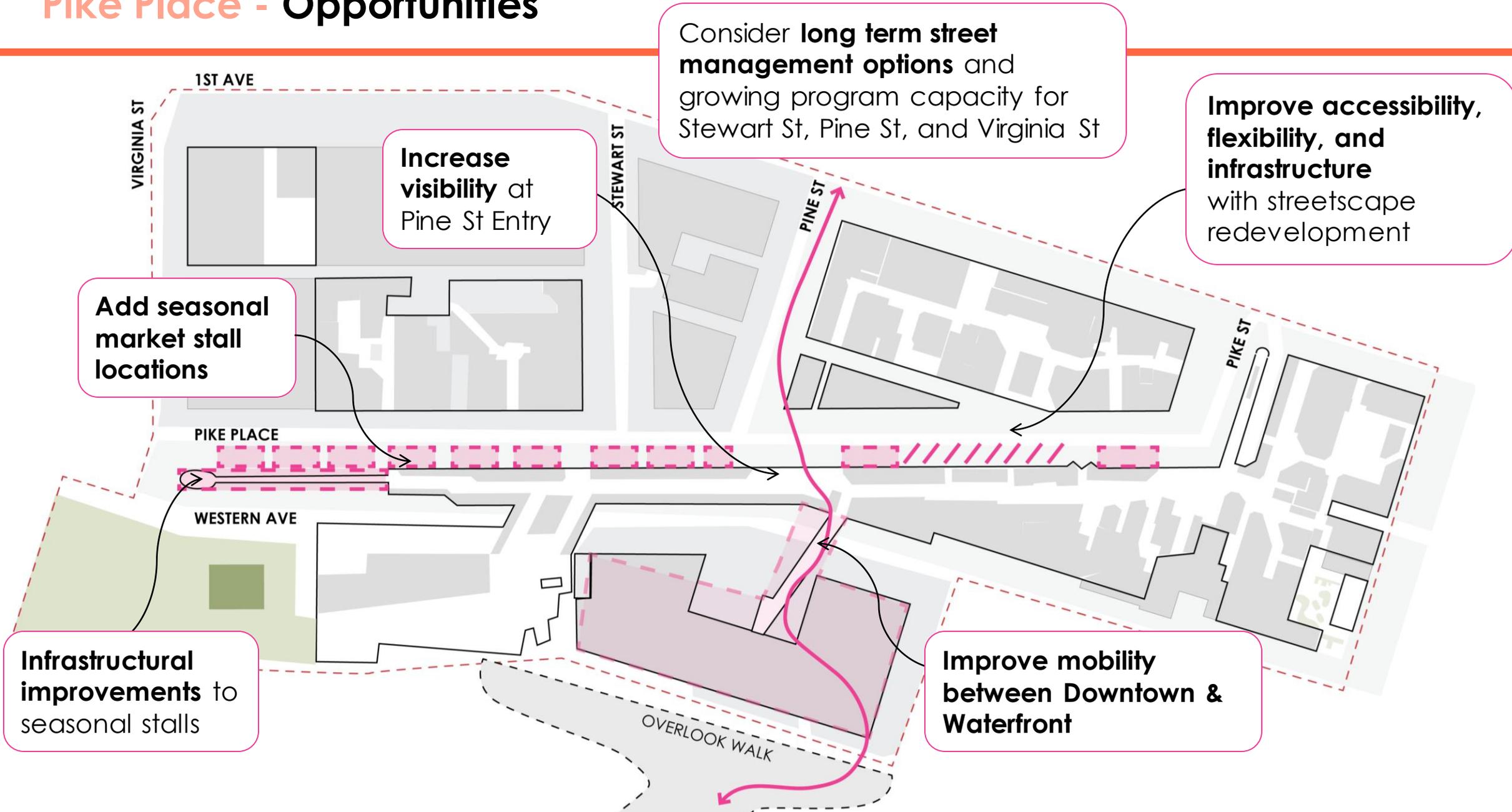
Pike Place - Opportunities



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Pike Place: Iteratively Test Street Management

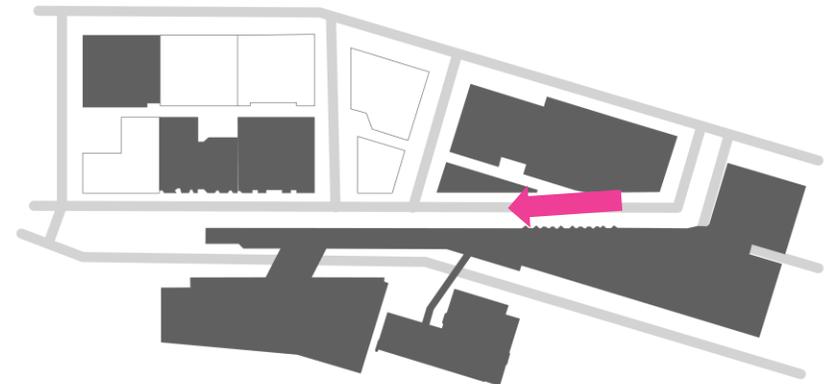
Align street uses with exterior façade and improve ADA accessibility at entrances

Future streetscape redevelopment to improve accessibility, street management, infrastructure and capacity



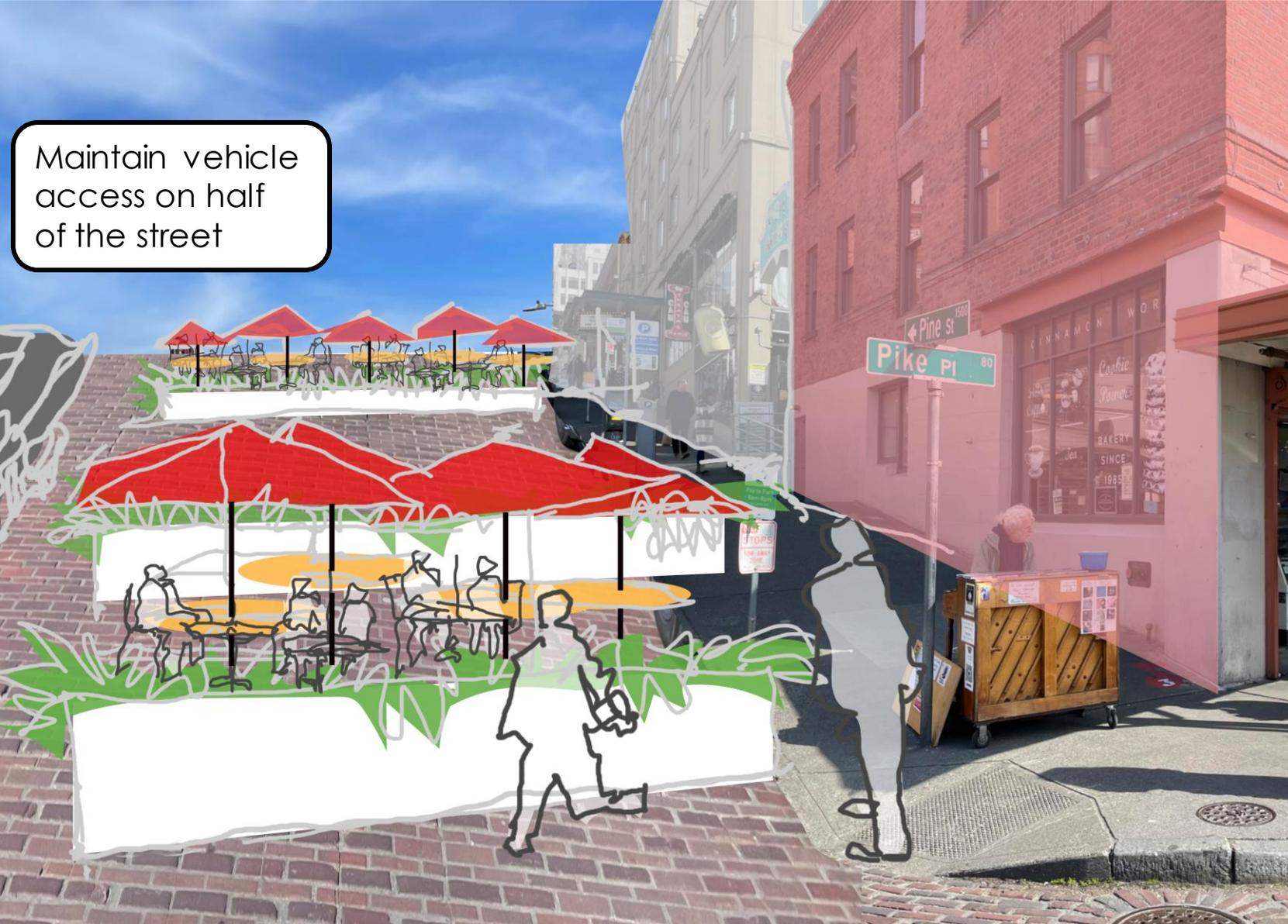
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Plan for loading and emergency access



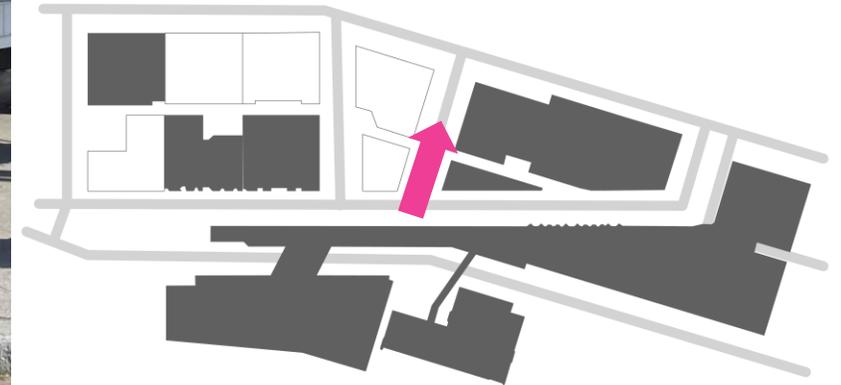
Pine/Stewart/Virginia: Grow Capacity of Seasonal Street Use

Maintain vehicle access on half of the street

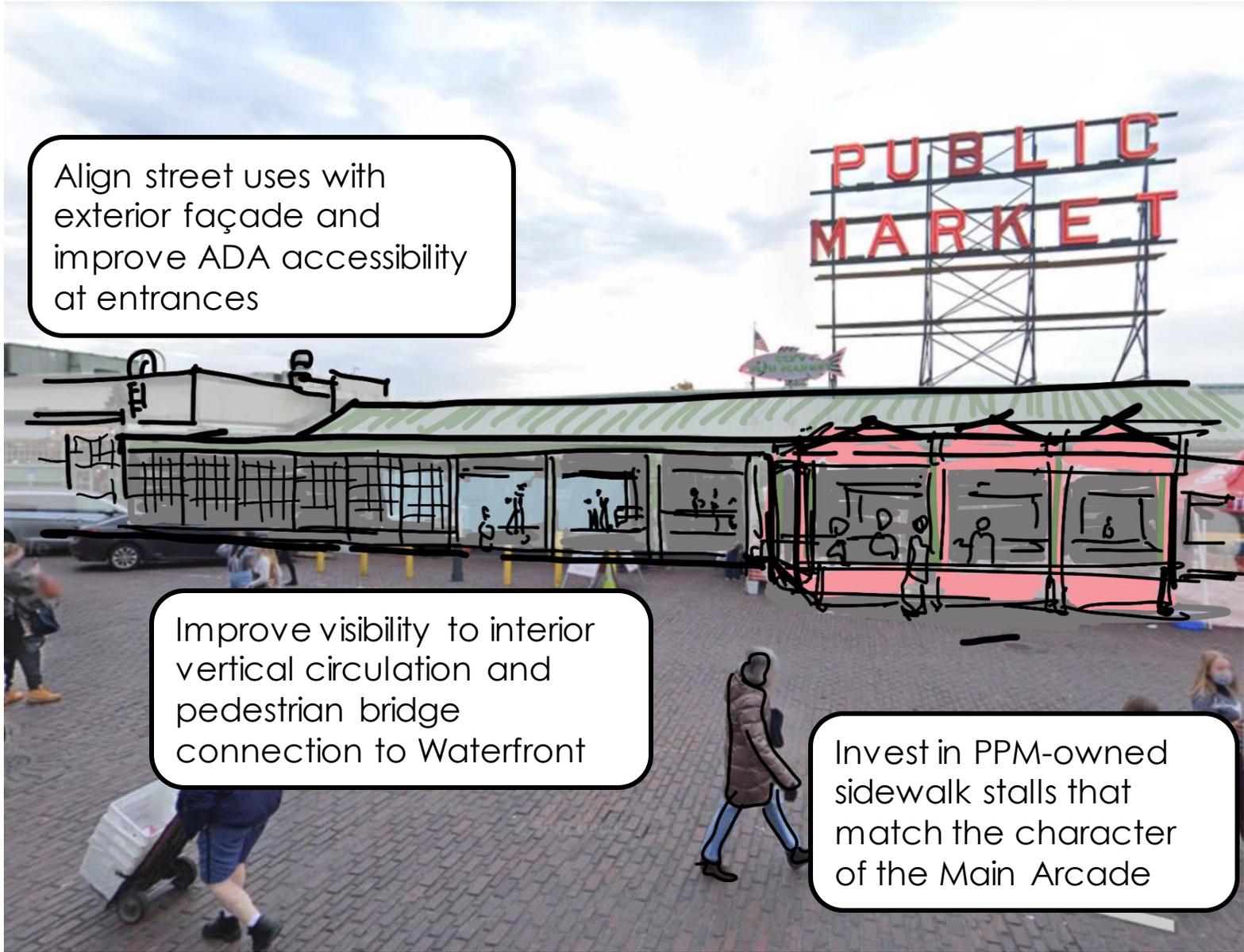


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Plan for loading and emergency access



Main Arcade: Increase Visibility of the Entrance at Pine St & Stewart St

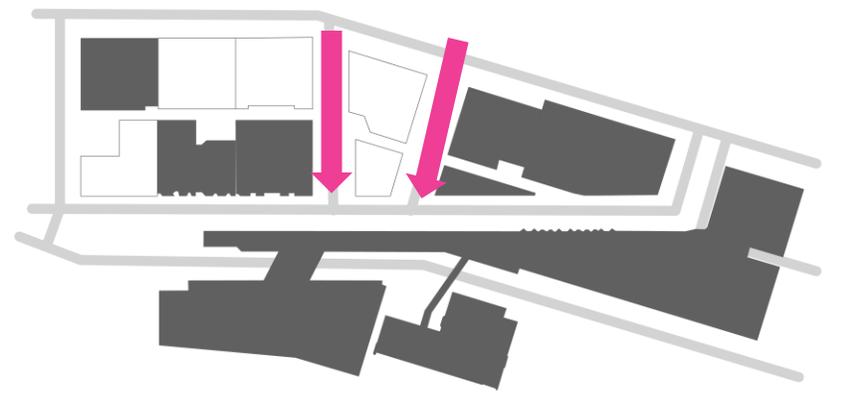


Align street uses with exterior façade and improve ADA accessibility at entrances

Improve visibility to interior vertical circulation and pedestrian bridge connection to Waterfront

Invest in PPM-owned sidewalk stalls that match the character of the Main Arcade

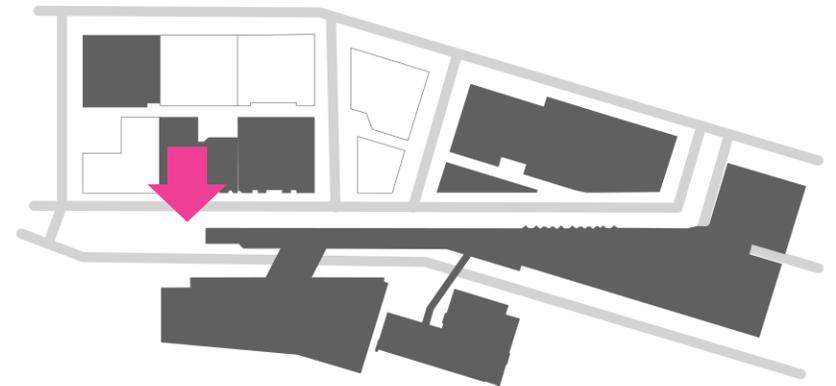
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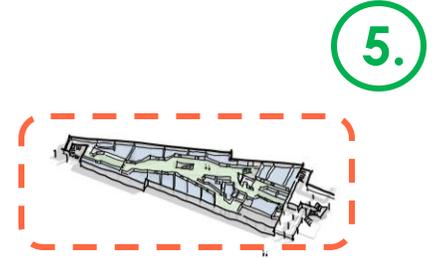
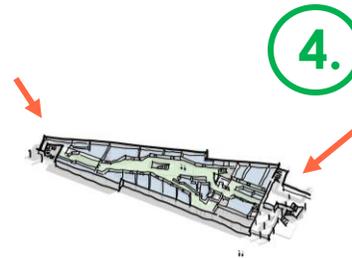
North Arcade: Enhance Seasonal Market Stalls



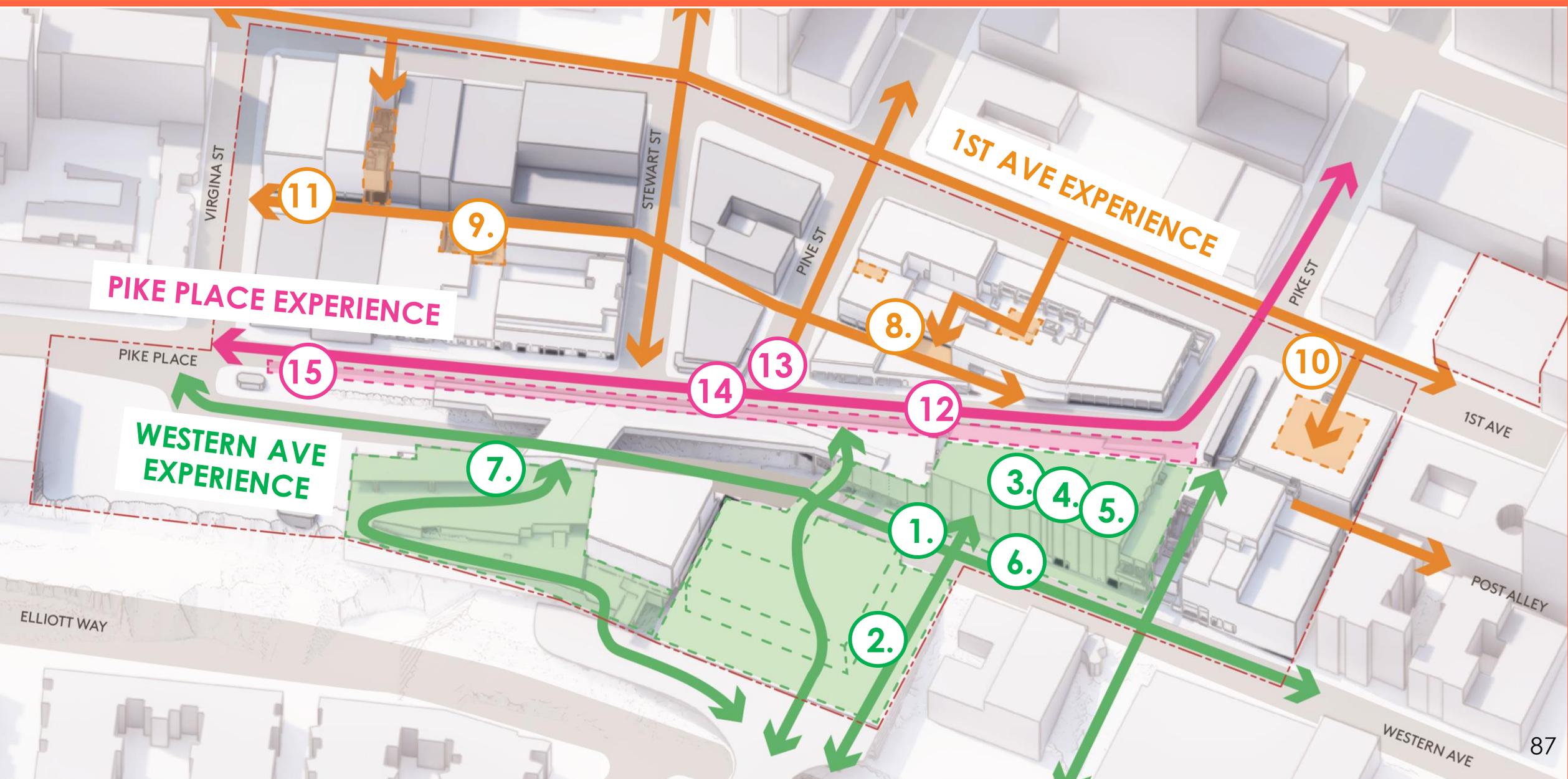
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All Physical Ideas



Physical Experience – Idea Groups



Breakout Group #2

Physical Experience

Discussion Questions – Ideas to Nourish a Growing Pike Place Market

1. Which of these physical ideas best support the scenario ideas and strategies Council found most compelling in Session 1? Why?

2. Should it be a priority of the Master Plan to respond to the immediate (2025) waterfront opportunities? If so, which ideas both reinforce the ideas and strategies Council found compelling while also responding to the waterfront?
3. Do you think it's important that Pike Place Market is the world's only vertical market? If so, which vertical circulation ideas would best add to the quality of the experience
4. Which space ideas do you think will appeal most to locals and why?
5. If the Market's role and physical footprint expands beyond the historic district in the future how might that affect the choices about physical improvements?

All Physical Ideas

