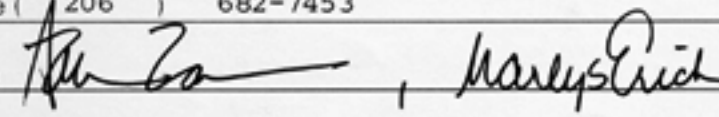


PROJECT PROFILE

(Please limit answers to the space available on these pages)

Project Name Restoration of the Pike Place Market Community
Location Downtown Seattle, Wa. (linking Central Business District to Waterfront)
Owner Pike Place Market Preservation & Development Authority (PDA) owns bulk of property
Project Use(s) Farmers market, owner operated small businesses, low, middle & upper income residences, social service network
Project Size 7 acre historical district Total Development Cost \$40 million public leveraging \$150 million private
(within 22 acre urban renewal district)
Application submitted by:
Name Aaron Zaretsky and Marlys Erickson
Title Executive Director and Development Director
Organization Market Foundation
Address 85 Pike Street, Room 500 Seattle, Wa. 98101
Telephone (206) 682-7453

Signature 

Organization	Key person*	Telephone
Public agencies <u>City of Seattle</u>	<u>Charles Royer, Mayor</u>	<u>(206)625-4000</u>
Developer <u>Pike Place Market PDA</u>	<u>Harris Hoffman, Exec. Dir.</u>	<u>682-7453</u>
Professional consultants (More than a dozen architects and urban planners were responsible for portions of the Market's renovation)	<u>Dave Wright</u>	<u>c/o Bumgardner Architects 223-1361</u>
Architect		
Landscape architect		
Urban designer		
Planner		
Lawyer <u>Wickwire, Goldmark & Schorr</u>	<u>Gerry Johnson</u>	<u>622-9603</u>
Other <u>Pike Place Market Historical Commission, Pike Place Market PDA, Market Foundation</u>	<u>Dave Wright</u>	<u>223-1361</u>
Community group(s) <u>Friends of the Market</u>	<u>Marjorie Nelson Steinbrueck</u>	<u>329-3097</u>
<u>Pike Market Community Clinic</u>	<u>& Elizabeth Tanner</u>	<u>283-8189</u>
<u>Pike Market Senior Center</u>	<u>Scott Glascock</u>	<u>728-1687</u>
	<u>Daniel Knutson-Bradac</u>	<u>728-2773</u>
Sponsor <u>Market Foundation</u>	<u>see above</u>	

*Please attach an additional sheet, if necessary, to identify others who should be credited as having been instrumental in the development of this project.

1. Describe the characteristics of this project: the important aspects of the project's design, development, and public approval process. Indicate why these are exemplary.

A unique combination of architectural renovation and preservation of use have made the Pike Place Market a redevelopment success story. The Market was established in 1907 by the City of Seattle as a farmers' market. It was a result of general outrage at the huge markup charged by middle men, offering Seattleites the opportunity to "meet the producer." Over the years, the Market also became a neighborhood, housing downtown's working stiffs - those in retail logging and the merchant marines.

The Market is designated as an historical site and recorded in the National Register of Historic Places (1970). Architectural awards include: American Institute of Architects Achievement of Excellence in Architectural Design Award (1985), H.U.D. Special Mention Award for Urban Design (1980).

The Market saw its heyday during the Depression, offering the city's lowest food prices. World War II's internment of Japanese-Americans (the majority of Market farmers) and the emergence of suburban shopping centers in the 1950s resulted in both the Market and downtown Seattle's decline. The 1960s brought urban renewal and plans to demolish the Pike Place Market. Seattleites were outraged. A grassroots effort resulted in the establishment of a seven-acre Market Historical District and a mandate to preserve both the buildings and the traditional low-income housing and services.

The Pike Place Market is the only project in the country that has paid equal attention to the preservation of buildings and their traditional uses. It was born and saved by public outcry. Its restoration has involved 20 years of public hearings and consensus building. Today the Market's seven acres house 300 businesses (employing 3,000 people) and 750 residential units (including 450 low-income). In addition, 90 farmers, 250 craftspeople and 100 musicians make their livings in the Market. Between 20,000 and 40,000 people shop in the Market each and every day! The Market restoration has been a centerpiece for Seattle's downtown revitalization.

2. What were the significant dates of the project's development and when was it completed?

- 1907 - City of Seattle opens farmers market on Pike Place
- 1908 - Construction of permanent buildings housing food stalls.
- 1930s - Over 600 farmers selling at the Market. Food center for Seattle.
- 1940 - Internment of 350 Japanese-Americans begins Market's decline.
- 1950s-60s - Supermarkets, shopping malls, cars, suburbs and physical deterioration hasten Market's decline.
- 1964 - Formation of Friends of the Market, citizens group dedicated to saving and renewing the Pike Place Market through a program of sensitive community planning.
- 1968 - City of Seattle submits plan to H.U.D. requesting urban renewal funds with plans to demolish the Market and replace it with a convention center.
- 1969 - Friends of the Market submit petition with 53,107 signatures requesting that the Market be saved. City Council accepted and promptly ignored it.
- 1969 - Friends of the Market obtain the 25,000 signatures required to put a Market Initiative on a city-wide ballot.
- 1971 - Initiative, opposed by the mayor, the majority of the City Council, both daily papers, all major retailers and many Market merchants, passes by a vote of 76,389 to 53,264.
- 1971-1973 - Hundreds of public hearings (as many as two per week) held regarding Market urban renewal.
- 1973 - Formation of the Pike Place Market Preservation & Development Authority (PDA), a public non-profit charged with preserving, redeveloping and managing the Market.
- 1973-1981 - Renovation and construction of 400 units of low-income housing.
- 1977-1981 - Formation of the Pike Market Clinic, Senior Center, Child Care Center and Food Bank.
- 1982 - Formation of the Market Foundation, a 501 (C) (3) charity whose mission it is to raise private funds to support Market human service agencies.

3. What urban issues did this project address? Were there important associated issues that this project did not address?

The Pike Place Market has long occupied a special place in the hearts of people in the Pacific Northwest. The importance the Market has assumed in Seattle's identity is a direct result of the synergy generated by bringing the following strategies together:

- A) Architectural restoration - 13 buildings have been historically renovated.
- B) Economic development - Restoration of the Market created and preserved thousands of jobs. Prior to renovation, 1,500 people worked in the market. In 1986 there were almost 3,000. The Market is now home to 300+ businesses, 250 craftpeople, 100 musicians, 90+ farmers and 600+ residents. More than 470,000 square feet of retail space has been renovated/created. An example is provided by a fishmonger whose family business began in the Market in 1911. Today his business grosses \$2,500 per square foot and allowing him to claim the title of owner of the most lucrative retail space on the West Coast.
- C) Preservation and sustenance of a low-income residential community - The Market and its Foundation believe that the vitality and economic health of Seattle's downtown is inextricably linked to the well-being of its residential poor. Many of our nation's renovation projects are designed only for highest and best use, resulting in an upper income ghetto. The Market opted for diversity, creating mixed housing (of the 750 units available in the Market, 450 are low-income and 300 are middle and upper income) and support services. The Market continues to give priority to farmers, owner operated businesses, and low-income uses (providing reduced rents to thrift shops and such businesses as a day-old bread shop). The PDA was instrumental in creating the Market's Clinic, Senior Center, Child Care Center and Food Bank - all services targeted toward downtown Seattle's 10,500 low-income and elderly residents. The Market Foundation is dedicated to providing financial support to these services. The renovation of the Market attempted to address all significant issues raised during literally hundreds of public hearings.

4. Describe the financing for the project. Was there something particularly unique or innovative about it?

The Pike Place Market has used every tool available and illustrates a model partnership of public and private sources. Initial renovation utilized the alphabet soup of public funding sources (including Community Development Block Grants, Urban Development Action Grants, Title 1 Urban Renewal funds, and Section 8 funds). Almost \$50 million in public funds were poured into renovation, resulting in the investment of \$150 million in private funds. Equity syndication has provided several million dollars in additional funding which has helped us build a bridge to the future given the sharp withdrawal of public funding after 1980.

In recent years, funding sources have been almost exclusively private. A prime example of creative funding is the Market's tile campaign. The PDA was faced with \$1.2 million in floor repairs. The project was funded by the sale of 45,000 tiles inscribed with personal names at \$35/tile. Co-sponsored by the Market Foundation, the project raised \$1.5 million, including \$350,000 for Market maintenance projects and \$100,000 for the Market Foundation's endowment. The balance funded the campaign. The enclosed chart on page 42 of the "Final Report" details the expenditure of public funds from 1973-83. In its four year history, the Market Foundation has raised \$1 million in private funds directly for its purposes or indirectly for the use of one of its recipient agencies.

5. What were the goals of this project? How well were they met?

There were five goals for the Pike Place Market historical preservation plan: (original statement enclosed).

- 1) Preserve the Market's "...cultural, economic and historical qualities." The Market's food orientation has been maintained, the number of farmers has increased, and the building renovations and new constructions are sympathetic with the historical character and function of the Market.
- 2) Execute work "...with the least possible disruption." The Market was kept operating during the entire physical renovation process from 1973-83.
- 3) Stabilize the area's "economic and physical vitality." The Market is once again a regional and international attraction. It is a vibrant and diverse business community.
- 4) Develop a community to sustain the area. The efforts to meet this goal have surpassed all expectations. As previously mentioned, there are 750 residential units in the Market and social services which help maintain the independence of the elderly and low-income community in and surrounding the Market.
- 5) Develop amenities unique to the project. Under the guidance and careful planning by the City, the PDA and the Historical Commission, the Market's renovation has emphasized the historical character and the natural features of the area to create a diversified urban experience.

6. Why does this project merit The Rudy Bruner Award for Excellence in the Urban Environment?

For the last 10 years, people from around the world have come to the Market to learn. It is a model. There is nothing else like it in this country. Other markets in the country have been renovated physically, but the new tenants are condominiums and businesses targeted toward upper income customers and tourists. Pike Place Market has proven what most developers find hard to believe: that encouraging and promoting diverse economic and residential uses creates a vibrant and tremendously successful community.

The Pike Place Market Historical Commission and PDA's commitment to encouraging farmers, owner-run businesses and low-income housing and services has resulted in a unique environment. A central factor in the success of the Market is the Market Foundation's commitment to sustaining downtown Seattle's traditional low-income and elderly community. The commitment is based on the valuable contributions these residents make to the whole of downtown. They are a stable element; many have lived in the same place for decades. They add to the safety of downtown by keeping their eyes on the street. They help provide the critical mass of residents needed to encourage a larger downtown residential population. And, as workers who helped build Seattle, they provide a direct connection to the city's heritage.

Great cities of the world accommodate and treasure diversity, recognizing it as an essential ingredient in their own identity and vitality. These are the places we want to experience the pulse of our time. The Market and its Foundation have proven that nurturing and support of the most vulnerable and fragile elements of downtown Seattle is both an economically and socially sound investment.