

# Pike Place Market Master Plan

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COMMUNITY UPDATE – MARKET HISTORICAL COMMISSION

APRIL 26, 2023

# Background

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- 2019: The PDA Council retreat set in motion the idea of creating a plan for the future
- 2020: PDA Council Retreat then focused on the framework and goals of embarking on a master planning process
- 2021: COVID delayed the start and work
- 2022: RFQ launched, consulting team selected through competitive bidding process, and HR&A selected



# What is a Master Plan and why does the Market need one?

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A Master Plan is a long-range strategy document designed to help communities create a vision and direction for a sustainable future.

- Will help guide decisions
- Will include a study of existing conditions
- Ensures near-term decisions support the communities best interests and long-term goals.

The Market must continue to thrive within an environment of enormous change – how and where people shop and eat, travel and tourism, regional farmer, downtown Seattle, climate change, and others. A Master Plan will help everyone who loves the Market learn about these changes and how they are likely to impact the Market. That understanding will help Market leaders create more effective goals and strategies for the Market's long-term sustainability.

# Master Plan consulting team

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HR&A

Lead Consultant

**MRA**  
INTERNATIONAL GROUP

Retail Strategies

**MITHŪN**

Physical Needs Assessment

**BERK**

Community Engagement

# What are the Master Plan goals?

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The Master Plan has five goals:

1. Celebrate the multiple identities and authentic character that are essential to Pike Place Market, fulfill its social impact as the “Soul of Seattle,” and continue to embrace principles of greater diversity, equity, and inclusion (DEI).
2. Preserve the physical plant while improving operations, enhancing visitor experience, and embracing environmental sustainability.
3. Reorient Pike Place Market to a local audience with a business model that makes Pike Place Market a place for people who live and work in Seattle to shop and gather, and a “seat at the table” on relevant policy issues.
4. Build Pike Place Market’s financial strength.
5. Ensure PDA governance structure supports implementation of a long range Master Plan.

Project will develop a 10-year active planning horizon and a 50-year vision horizon.

# How can I participate?

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BERK is leading the public engagement portion of the plan and there will be opportunities for community members to participate – including:

- **Submit questions and comments** anytime by visiting our [website](#).
- **Participate in a Focus Group** (stay tuned for more information)
- **Sign up to our email listserve** for more information!
- **Attend monthly** PDA Exec Committee and Council meetings



# Master Plan Updates

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\*March 30, 2023 Consulting team presentation and discussion with PDA Council

- Review of project goals 1, 2 & 3
- Case studies looking at how major dynamics effect city markets.
- Conversations about PPM identity, ways to be more diverse, equitable and inclusive, and who is and isn't coming to the Market.



\*April 6 Open House led by BERK Consulting

\*PDA staff meeting with Mithun to prepare for the Eco-Charrette Workshop on May 25<sup>th</sup>

# How can I stay up-to-date?

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- Attend Executive Committee and Council meetings. Visit BoardDocs for dates and times.  
<https://go.boarddocs.com/wa/ppmpda/Board.nsf/Public>
- Visit the Master Planning page on our website:  
<https://www.pikeplacemarket.org/masterplan>
- Sign up to receive email notifications on our website.  
<https://www.pikeplacemarket.org/masterplan>