

Seattle Daily Journal of Commerce • June 29, 2017

# MarketFront





# LOW-INCOME HOUSING JOINS THE MIX AT MARKETFRONT

Many people don't know that Pike Place Market is home to nearly 500 residents. The expansion adds 40 units for seniors who earn less than \$33,600.

This spring, 40 low-income seniors moved into Western Avenue Senior Housing, a new housing development at Pike Place Market.

Many have been long-time members of the Pike Market Senior Center or vendors at the crafts market. Others are new to the Market community and hold low-wage part-time jobs in the broader community. A quarter of the residents moved into the new housing from homelessness.



BY BRIAN LLOYD  
BEACON  
DEVELOPMENT  
GROUP

For all, securing affordable housing in the Market means stability, access to walkable amenities, and the wide variety of support and services that the Market provides.

Pike Place Market is a long-standing Seattle landmark,

beloved by locals and visitors alike for its produce stands, fish markets, bakeries, crafts market and restaurants. What many people don't know is that the Market is also home to nearly 500 residents, many of whom are low-income seniors.

The Pike Place Market Preservation and Development Authority (PDA) governs the 9-acre historic district that makes up the Market and is responsible for supporting and preserving the Market and its small businesses. In addition, the PDA is a developer and manager of rental housing, much of which seeks to address the increasing need for affordable housing in the city center.

## Fitting into the project

When the PDA embarked on its \$74 million redevelopment project, MarketFront, a critical piece of the vision was to expand downtown housing opportunities



A 2,000-square-foot space on Western Avenue will house the Neighborhood Center, where residents can receive social services.

LOW-INCOME HOUSING — PAGE 11

PHOTO COURTESY OF PIKE PLACE MARKET PDA

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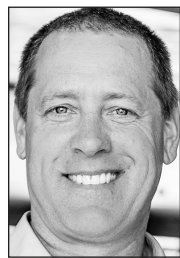


# MARKETFRONT FULFILLS LONG-HELD DREAM TO RECLAIM SITE MARRED BY FIRE

The \$74 million project completes the expansion of the Pike Place Market Historic District.

**P**ike Place Market today celebrates the grand opening of the brand new MarketFront — a historic expansion of the public market, decades in the making.

The expansion of the Market to the west fulfills the decades-long vision to reclaim the site along Western Avenue that was originally built in 1921 as the Municipal Market Building, and a space that was always intended for use by Market farmers and producers.



BY BEN FRANZ-KNIGHT  
PIKE PLACE MARKET PDA

The MarketFront expansion — which was designed to align with Market historic district guidelines and the Pike Place Market charter — includes 30,000 square feet of open public space with expansive views of Puget Sound, room for 47 new farm and craft tables, 12,000 square feet of commercial space, 40 low-income housing units, 300 covered parking spaces and three public art installations. It is truly a “Market” expansion, a place where shoppers can “Meet the Producer,” as they have done

The lower-level Producers Hall will house a brewery, seafood restaurant, biscuit maker and chocolatier.



PHOTO COURTESY OF PIKE PLACE MARKET PDA

since the Market was founded nearly 110 years ago.

To realize this long-held dream, the Pike Place Market Preservation and Development Authority (PDA), with help from its outstand-

ing partners, had to overcome significant challenges, many of which prevented development on the site in the decades following the inclusion of the property in the Market Historic District in 1974.

## Significant obstacles

After the Municipal Market Building was demolished after a fire in 1974, the 0.75-acre site was graded for surface parking. The site remained that way, with a wooden staircase leading up to the Desimone Bridge and into the Market’s North Arcade, until the groundbreaking of the MarketFront project in June 2015.

Over the years, at least eight different feasibility studies of the site were completed. Significant obstacles were identified such as the train tunnel beneath the site and restrictions on building heights. As a result, no development proposals were able to obtain adequate funding.

## Sense of discovery

The opportunity to look again at the site on Western Avenue arrived with the city of Seattle’s plans to replace the Alaskan Way Viaduct and the greater central Seattle waterfront development. Parking mitigation dollars from the state and funding from the city made the plans for the site

possible.

The community engaged in the planning for the new MarketFront, which was known at the time as PC-1, for “parking and commercial.” The process of design, development and financing for the project began in 2011 and followed a process committed to public engagement, with more than 200 public meetings held in the next four years.

Today, the MarketFront is the first completed piece of the waterfront’s larger redevelopment design, which will eventually connect Pike Place Market with the newly imagined waterfront park and busy Pike-Pine shopping corridor after the removal of the viaduct.

The Miller Hull Partnership designed the MarketFront, with inspiration taken from the sense of discovery Market-goers experience as they explore the many hidden alleys and winding passages of what many refer to as the “soul of Seattle.”

The design team looked to existing 20th-century industrial structures and simple materials, such as exposed timber beams, found throughout the Market. The building incorporates Northwest-style industrial toughness with large, open spaces that offer transparency inside and out.

Parking in and around down-

## MARKETFRONT

**Location:**  
1901 Western Ave., Seattle

**Cost:**  
\$74 million

**Grand opening:**  
June 29, 2-7 p.m.

## TEAM

**Owner:**  
Pike Place Market PDA

**Project manager:**  
Shiels Oblatz Johnsen

**Architect:**  
The Miller Hull Partnership

**General contractor:**  
Sellen Construction

**Structural/civil engineer:**  
Magnusson Klemencic Associates

**MEP engineer:**  
Arup

**Landscape architect:**  
Berger Partnership

**Housing consultant:**  
Beacon Development Group

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## ON THE COVER

This pavilion is part of Pike Place Market’s new MarketFront expansion, which adds parking, commercial space, public terraces and low-income housing. The pavilion will house tables year-round for farmers and craftspeople.

PHOTO COURTESY OF BERGER PARTNERSHIP

## DJC TEAM

SECTION EDITOR: JON SILVER • SECTION DESIGN: JEFFREY MILLER  
WEB DESIGN: LISA LANNIGAN • ADVERTISING: MATT BROWN



# FIRE

CONTINUED FROM PAGE 3

town Seattle continues to be a challenge; this was taken into careful consideration for the MarketFront design. The MarketFront includes 300 new covered parking spaces that are open to the public every day, at below-market rates, as well as 33 parking spaces for bicycles.

Excavation and preliminary construction of the MarketFront began immediately after the June 2015 groundbreaking. Sell-en Construction installed 120 drill piers and 22 grade beams around the BNSF Railway tunnel that runs beneath the MarketFront site, a very necessary step in protecting the tunnel.

Underground monitoring equipment was placed at the tunnel site to determine any shifting or movement in and around the site. These monitors were removed after one year.

Additionally, throughout early construction phases, cultural

artifacts dating back to the turn of the 20th century were discovered. These discoveries created new challenges as archaeologists were brought in to analyze the significance and cultural background of these artifacts.

Narrowed down to the crew that built the BNSF train tunnel in the early 1900s, and a population of squatters, these artifacts present a unique look at Seattle's history from the early days before Pike Place Market, and are now archived at the Burke Museum.

## More than a market

The MarketFront's upper level, adjacent to the Desimone Bridge, features a new plaza that provides panoramic views of Elliott Bay, as well as a pavilion that offers space for 47 new Market craftspeople and artists. On the lower level, the Producers

Hall showcases on-site production for the Market's newest food purveyors: Old Stove Brewing Co., Little Fish, indi chocolate and Honest Biscuits.

The MarketFront has three new public art installations — Northwest Microcosm, Western Tap-

estry and Billie the Piggy Bank — each designed by local artists.

Pike Place Market is more than a farmers market and tourist destination: It is literally home to some of Seattle's most vulnerable, including low-income seniors. Through a U.S. Bank investment in low-income tax credits, the MarketFront project developed 40 new studio apartments for low-income seniors, several of whom were previously homeless.

At the new Market Commons, a neighborhood social services center, various programs will be offered to help meet the needs of the community through the Pike Place Market Foundation and other partnerships with organizations such as the Chief Seattle Club.

## Thousands of donors

The Pike Place Market PDA led the \$74 million MarketFront project with support from the city

of Seattle, which contributed \$34 million to the expansion; oversight from the Market Historical Commission; and input from the Market community.

The Pike Place Market Foundation launched its Pike Up! capital campaign, which helped to fund \$6 million of the MarketFront expansion. More than 5,300 individuals, families, foundations and corporations donated to help bring the MarketFront vision to reality. Many of these donors have their names etched into Pike Place Market history with bronze hoof prints, ceramic fish and Market charms, all of which are displayed on the MarketFront plaza.

Ben Franz-Knight is the executive director of the Pike Place Market Preservation and Development Authority, a not-for-profit public corporation chartered by the city of Seattle in 1973 to manage the properties within the Market historic district.



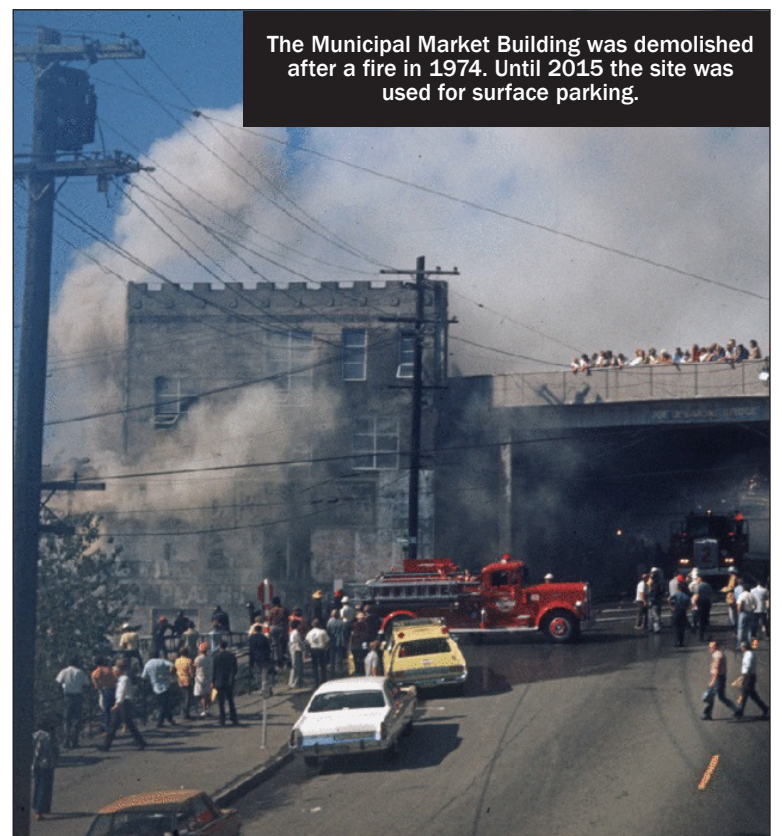
The pavilion has space for 47 farm and craft vendors.

PHOTO COURTESY OF PIKE PLACE MARKET PDA

# MARKETFRONT BY THE NUMBERS



SOURCE: PIKE PLACE MARKET PDA



The Municipal Market Building was demolished after a fire in 1974. Until 2015 the site was used for surface parking.

SEATTLE MUNICIPAL ARCHIVES PHOTO



# NEW OPEN SPACE IS THE NEXT STEP ON A PATH TO THE WATERFRONT

This is the start of a promenade that will take shape after the Alaskan Way Viaduct comes down.

**H**ow do you design a new outdoor civic space that serves as a seamless extension of Pike Place Market, satisfies the deeply rooted historic aspirations of the Pike Place Market Preservation and Development Authority (PDA), and can benefit from 10 million visitors per year? This was the daunting challenge we excitedly and humbly took on as the landscape architects for the MarketFront expansion.



BY JONATHAN MORLEY BERGER PARTNERSHIP

will eventually connect Pike Place Market to the waterfront. Design features, elements and site grading will blend fluidly with the waterfront plan, allowing visitors to someday discover Pike Place Market by trekking up from the waterfront — an experience reminiscent of early days in Seattle. Addressing an extraordinarily steep slope and tightly compressed site to accomplish an ADA-compliant pathway afforded opportunities to leverage the topographic creases at turning points along the way for seating. Large-scale circulation ramps create spaces out of the accessible routes, extending the familiar ramping “language” of the existing market. Gathering spaces and seating occupy the space created by grade transitions, with no leftover edges. The pathway zigzags through the steep site, providing direct and serendipitous opportunities



A pathway zigzags through the steep site and offers seating along the way.

## Steep site

The MarketFront marks the beginning of the post-viaduct Overlook Walk promenade that

OPEN SPACE — PAGE 10

PHOTO COURTESY OF BERGER PARTNERSHIP



We are delighted to be part of the design team behind the expansion of Seattle’s landmark Pike Place Market.

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# 'THIS IS GOING TO BE A WILD RIDE' FOR THE DESIGN TEAM

The fiendishly complex project had lots of interlocking parts – retail, housing, parking, public plaza – all on a steep hillside over a train tunnel.

In early 2013 Miller Hull embarked on the amazing journey of leading a team in designing an addition to Pike Place Market.

Our challenge? To design a prominent new structure for a notable and recognizable landmark – revealing the potential of the last undeveloped parcel of Market property just south of Victor Steinbrueck Park.



BY DAVID MILLER  
THE MILLER HULL  
PARTNERSHIP

As architects, the responsibility of finding an appropriate solution that links tradition and modernity was both daunting and exhilarating. From the outset our team said to ourselves, "This is going to be a wild ride!"

Though our firm got to tackle the design for the site this time, over the years numerous esteemed Seattle architects had advanced excellent ideas about how to deal with this challenging location. But in a sense, a financially viable solution has always been beyond an architect's reach.

Interestingly, the planned demolition of the Alaskan Way Viaduct and subsequent deep bore tunnel project led to fortuitous new financial and design opportunities. State mitigation funds were allocated for a new 300-stall parking garage on the site to replace parking under the existing viaduct that will be lost when it comes down. And anticipating the removal of the viaduct prompted the city to turn its attention to reimagining the waterfront without the elevated roadway.

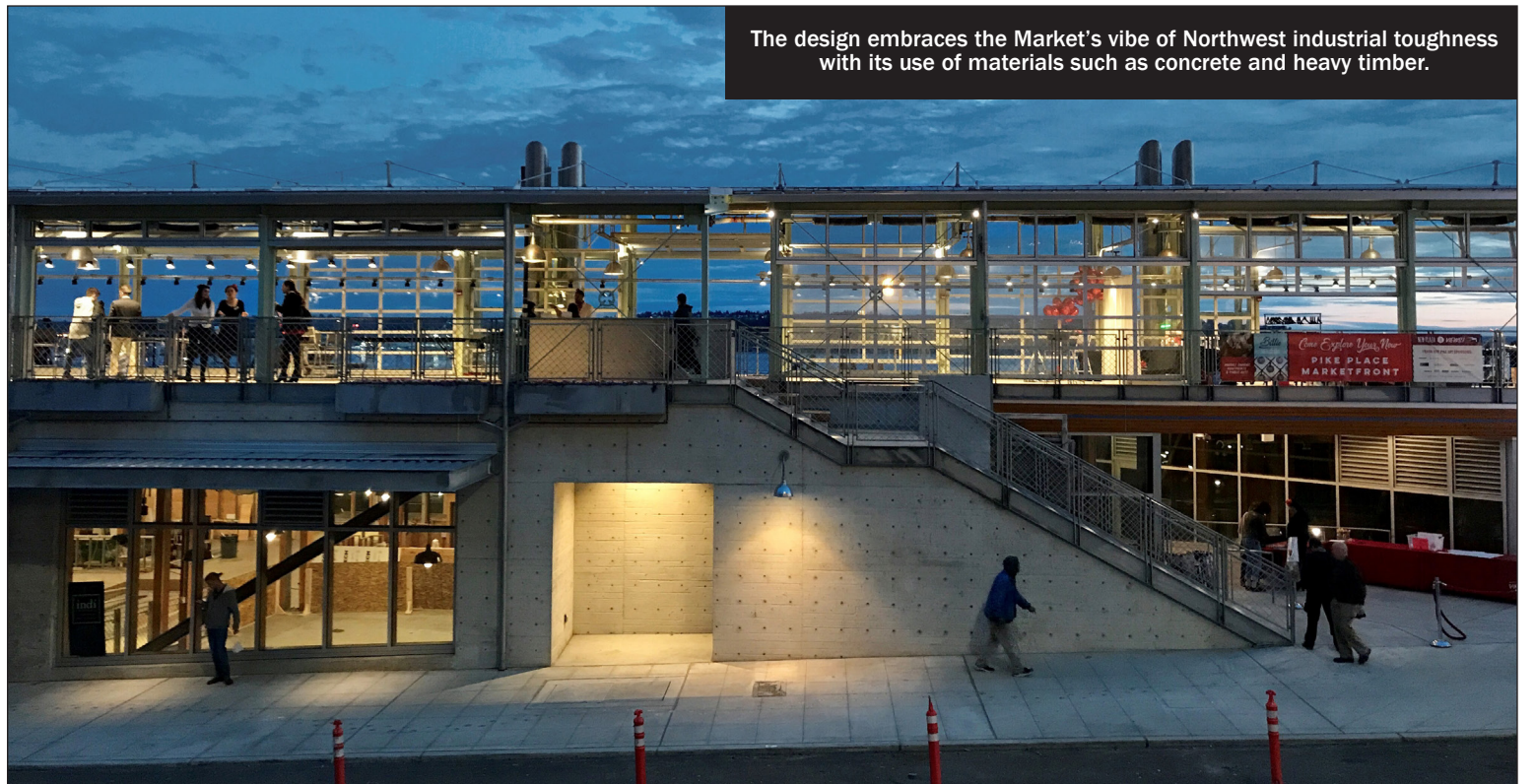
Without a doubt, the project required solving the most challenging range of complexities that any site has ever posed for the firm (certainly in my nearly 40 years of work as an architect).

The physical and programmatic challenges were numerous: building on a steep hillside over and around a train tunnel that cuts diagonally under the site (without being able to touch or create an additional load on the tunnel); designing a parking garage that drops four levels below Western Avenue; and providing retail space, additional vendor space and a minimum of 40 low-cost housing units.

Beyond these Market-related goals, the project was envisioned to be a major connection to the new waterfront.

## Getting the vibe right

All that said, it turned out the



The design embraces the Market's vibe of Northwest industrial toughness with its use of materials such as concrete and heavy timber.

PHOTO COURTESY OF THE MILLER HULL PARTNERSHIP



The walkway will eventually descend to the central waterfront.

IMAGE BY THE MILLER HULL PARTNERSHIP

true challenge was building consensus among stakeholders and community members for design concepts and the organization of spaces. Every cultural design project brings overlays of symbolism, heritage and mission. Pike Place Market offers culture in spades amid its mosaic

of day stalls, fixed retail and restaurants, sights and sounds, and labyrinthine pathways and stairways.

The spirit of Pike Place Market is ephemeral – it is not about high architecture. In the fullest sense of the word, it is all about place. Which is why the

challenge to express the intrinsic character of this landmark through architecture – in a way that does not detract or look out of place – was so great. And why it was necessary to elevate the conversation around a new building there from well-meaning but stoic resistance to change by

many champions of the Market, to enthusiasm and optimism for what can be.

To address these concerns, sophisticated computer models were developed examining building massing options to review view corridors from both internal and external spaces in a range of



building profiles. An overarching goal has been to meet not only the Market's needs, but to collaborate with the city in developing a series of new public circulation and outdoor gathering spaces that will extend and enhance the Market's role in the cityscape.

In assessing the site's context, our design team was inspired by the industrial structures and simple materials found throughout the Market that embody the essence of what is a very utilitarian complex. The design that emerged has a strong Northwest industrial toughness, in keeping with the Pike Place Market "vibe," yet includes large, open volumes with glass that offer transparency inside and out.

The palette of concrete and heavy timber brings the material "language" of the Market across Western and provides a familiar backdrop for an engaging new mix of small retail shops and stalls, restaurant space, underground parking, low-income housing, an incredible new public view terrace with outdoor seating currently lacking at the Market, and a pedestrian connection to a walkway that will descend from the Market and connect to the city's central waterfront.

**Waterfront connection**

Pike Place Market is positioned as the central connection point to engage with the new Overlook

Large, glass-clad spaces like the pavilion lend transparency.



PHOTO COURTESY OF PIKE PLACE MARKET PDA

Walk being designed by New York City firm James Corner Field Operations. The Overlook, currently in schematic design, will rise from the waterfront with an extended public space through and over the Market site to the city.

So, besides having the responsibility to design a prominent

new addition to the Market, this project is now also part of the city's effort to overhaul the entire waterfront, and to dramatically improve the connection between the water's edge at Elliott Bay and the urban core above.

In adding to this historic hub cobbled together over the past

100 years, the respectful architectural expression of the new site enables the Market to do more of what it does best — with an updated Western front that keeps it fresh and relevant. And it has been an incredible opportunity to represent the city and Market's interests on this major

urban project that will have a positive and lasting impact on Seattle.

*David Miller is a founding partner of The Miller Hull Partnership. He also is a professor in the Department of Architecture at the University of Washington.*

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# MARKETFRONT SITS JUST INCHES ABOVE AN ACTIVE TRAIN TUNNEL: HERE'S HOW

The tunnel was just one of a number of site constraints facing engineers, who had to design a structure that could survive earthquakes, fit a four-story parking garage and hold back 350 feet of Western Avenue.

Hidden below the dramatic Puget Sound views at the Pike Place MarketFront building is a complex structural system reflecting a daunting set of constraints imposed by the 100-plus-year use of the site, and the very diverse new building program.



BY DAVID FIELDS  
MAGNUSSON  
KLEMENCIC  
ASSOCIATES

Cutting diagonally through the depth of the site lies the northern extent of the Great Northern Tunnel. This vital transportation corridor carries all north-south railway cargo and passenger traffic through Seattle.

The uninterrupted operation and protection of the tunnel was paramount in the design of the MarketFront building. This 28-foot-high by 30-foot-wide tunnel was hand-dug by an army of miners in 1903 and 1904.

Ten years later, settlement of the ground surface due to decomposing formwork required the installation of a concrete "heading" along the length of the tunnel. Again, this process was completed by hand and shovel, with the heading shape dictated by the variable voids, sometimes many feet thick. The end product left great uncertainty about the exact shape and depth of the tunnel roof, eventually resolved with 32 potholes.

The MarketFront development plans required maximizing parking count. As the trapezoidal lot slopes downward to the south and west, and is slashed from below by the train tunnel, a tightly constrained prism remains in which to locate the garage program.

To fit four stories of parking within this prism, a beamless concrete slab solution was selected to minimize structural depth. This framing system requires a higher density of columns, each on its own pile-supported foundation, which in turn are carefully located to miss the tunnel and heading.

The final solution is a highly orchestrated arrangement of columns, parking stalls and drive ramps, all fundamentally dictated by the shape of the Great Northern Tunnel residing invisibly

below. In places, the parking slab spans just 12 inches above the crest of the tunnel. In others, 11-foot-deep concrete girders support tower columns over the rounded edge of the heading.

Buried in a steep hillside currently hidden beside the Highway 99 viaduct, the MarketFront building is also a retaining structure.

Thirty-four feet of unbalanced soil height is trying to push the garage downslope toward Puget Sound. As a result, parking slabs and pile foundations are doing much more than holding the building up. They are an interconnected system holding back a 350-foot length of Western Avenue, resisting both the current weight of the soil and the additional mass expected to be activated during a major seismic event.

## Three buildings in one

Three dramatically different building uses, with three wildly different architectural expressions, are stacked at the northern half of the MarketFront building.

Strength, stiffness and utilitarianism led the design towards concrete framing for the garage levels. Stacked upon the garage is a story of high-bay, large-volume retail space. This zone has the access, light and functionality of a modern commercial property, yet speaks in the architectural language of the older Market buildings, using heavy timber framing with steel bracing and bracket connections to give a timeless, rustic look.

Finally, the top tier of this stacked program celebrates the natural light and view from the Market, as well as the indoor/outdoor history of the market vendors.

The pavilion was originally envisioned with a retractable fabric roof. But considering the strong winds coming up from the waterfront, it was clear a more stout enclosure would be needed for this rooftop space to be utilized year-round.

Steel framing was selected to minimize member sizes and maximize the transparency of the pavilion, using narrow tubes for support and rod bracing for seismic stability. Glass-clad operable walls form the east and west sides of this vendor space, allowing for comfort even during



Crews are shown installing the grade beams, which support the building and take weight off the train tunnel beneath the site.

PHOTO COURTESY OF MKA

The pavilion roof was designed to stand up to heavy snow and sudden upward winds.



PHOTO BY MICHAEL DICKTER/MKA

extreme weather days in Seattle. Capping this pavilion is a unique series of 12 pre-tensioned lenticular trusses. The consideration of both heavy downward snow loads, as well

as sudden upward wind loads, require the roof to have near-equal capacity in both directions. The architectural goal for lightness and openness drove to a solution of top and bottom

rod chords pre-tensioned up to 20,000 pounds each.

## A bridge rehab

Following the 1974 fire and



tear-down of a garage on the MarketFront site, the Joe Desimone Bridge was left as a bridge to nowhere, and converted into additional market stall space.

Although now thoroughly disguised as an enclosed building, this bridge was built in the 1960s specifically to carry cars and trucks. The Desimone Bridge is now once again a primary connection between the main Market concourse and the MarketFront property, delivering pedestrians directly to the rooftop indoor/outdoor vendor space.

Rehabilitating the bridge was not originally included in the MarketFront development plans, but the seismic vulnerability of this 50-year-old concrete structure became the focus of discussion after a routine site visit by MKA spotted a precarious state of support and interconnection.

The increased understanding of Seattle's intense seismic environment and the advances in the field of structural engineering has led modern buildings to be much more robust than those built in the 1960s. However, unless significant modifications are implemented on an existing building there is no code requirement for those buildings to be brought up to current design standards.

After discussing the precarious state of the Desimone Bridge, the Pike Place Market Preservation and Development Authority (PDA) elected to make voluntary seismic

Heavy timber framing with steel bracing was selected for its timeless, rustic look.



PHOTO BY MICHAEL DICKTER/MKA

upgrades to this out-of-date concrete structure.

New pin piles support existing columns on previously undersized footings. Encased concrete beams and columns now pro-

vide ductile lateral resistance to earthquakes. Finally, the entire assembly is firmly connected together as well as to the main Market retaining wall to provide overall stability.

The PDA acted with great foresight to upgrade this historic portion of the Market, preserving safe exiting from the Market buildings and a clear roadway below for emergency vehicles to

pass in the aftermath of a major event.

*David Fields is a senior principal at Magnusson Klemencic Associates.*

*Beacon is driven by the overriding belief that affordable housing is fundamental to a healthy community*



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# THE STORY BEHIND — AND BENEATH — THOSE BIG VENT STACKS

The two tall stacks were positioned to preserve good air quality and views of Elliott Bay.

Pike Place Market draws 10 million visitors a year, but it is not just a destination on a sightseeing itinerary. It's also very much a piece of the city's social infrastructure, with mixed-income and affordable housing, child- and elder-care facilities, a medical clinic and a food bank all part of the 9-acre site.



BY CRESS WAKEFIELD  
ARUP

This was an important factor that Arup, a global engineering and consulting firm with an office in Seattle, took into consideration when it joined the design team for the new MarketFront complex. The firm had to keep the longevity and adaptability of the Market spaces top of mind as it planned systems for a site that was tightly bordered by buildings on the north and south sides.

## Carefully placed stacks

What visitors don't see may be one of the most challenging parts of the MarketFront story: Arup connected the site to the Market's central plant, designing the building around the existing cooling towers while keeping the plant — which serves the entire

Market — in operation. Now the plant serves the new building, too.

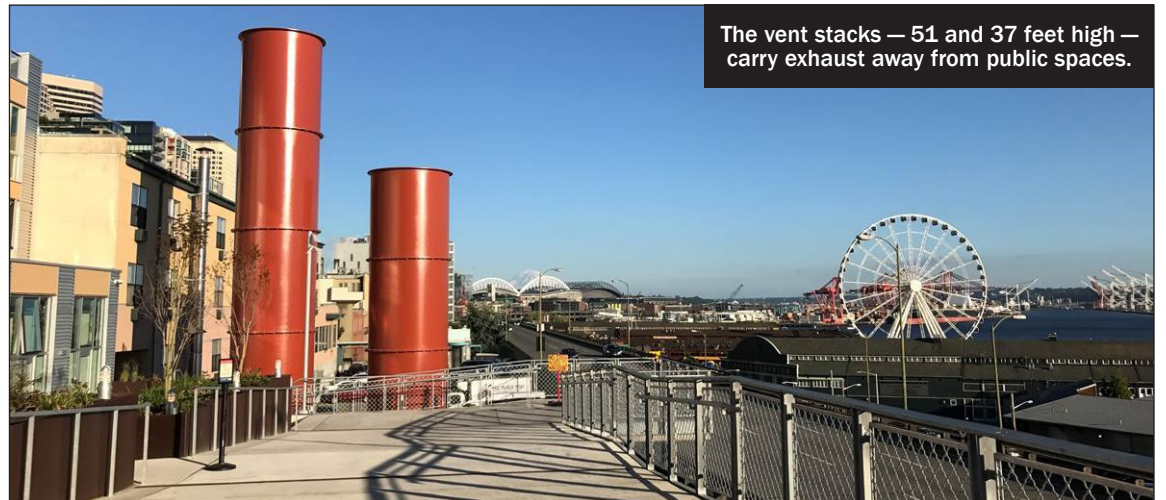
The team sought to leverage the plant's heat recovery capabilities to minimize future operating costs. However, the existing plant was located on the site, so the team had to accommodate it in the building footprint and figure out a way to vent the exhaust. To achieve this, Arup provided specialist structural services to engineer tall vent stacks that carry the exhaust up away from the public spaces.

It's a community-conscious solution to multiple design problems. The stacks have been carefully placed to preserve the view corridors to Elliott Bay that occupants of the nearby residential units enjoy. They have also been sized to ensure a healthy environment for the public.

One stack stands 37 feet tall, and the other rises 51 feet from the top of the fluid cooler. Both open 25 feet above neighboring homes, businesses and public areas to ensure air quality.

The services within the building are designed to be energy efficient and to allow for additional equipment to be installed later if needed.

Arup conducted energy modeling studies, produced a measurement and verification plan, and increased the ventilation performance of the system, all



The vent stacks — 51 and 37 feet high — carry exhaust away from public spaces.

PHOTO COURTESY OF ARUP

which contribute to the project's eligibility for the U.S. Green Building Council's LEED program.

MarketFront is targeting LEED gold certification. Other new design features that contribute to the LEED goals include LED lighting in the parking garage and infrastructure for electric car charging stations.

## Maintaining authenticity

One of the appealing characteristics of the Market is its architectural authenticity. Any historical artifice or contemporary detail would appear out of place at the Market, which has been a working commerce center since 1907.

To tie in with the Market's industrial aesthetic, Arup worked closely with Seattle architects Miller Hull Partnership on the design of armatures that organize the various services that need to exhaust or vent up through the roof and extend above the vendor area. The armatures both protect and reveal the myriad ducts and vents, establishing an "organized chaos" aesthetic that is true to the Market's nature.

Arup is a participant in the Global Designing Cities Initiative, which shares best practices in promoting public health and safety, quality of life, multimodal mobility, economic development, environmental sustainability and

equity in the design of urban centers.

By the time the firm completed its work on the MarketFront project, several of its staff had become actively engaged with the various social services and causes at the Market, realizing the investment they had made at the outset of the project to understand, learn from and respect the needs of the downtown community.

*Cress Wakefield is an associate and senior electrical engineer in the Seattle office of Arup. She was Arup's multidisciplinary project manager and lead electrical engineer for MarketFront.*

## OPEN SPACE

CONTINUED FROM PAGE 5

to reach destinations along the way. Open spaces serve as layers that sweep through a range of corridors, stairs, seating and open decks, evoking a sense of discovery much like finding one's way from the fishmongers to the Giant Shoe Museum and other hidden treasures throughout the existing Market. The ramp in combination with the plaza and top-level deck add a much-needed 30,000 square feet of public open space to the city.

## Timeless feel

Maintenance played a big role in the design of the spaces, materials and plantings.

The project team focused on durable materials, crafted and refined in both interior and exterior spaces, telling the story of the Market and its sense of place in the city fabric. In keeping with the gritty, historic character of the Market, the team designed MarketFront's open spaces to be experienced as if added, edited and organically

evolved over time.

Home to a rich collection of market vendors and host to some 10 million annual visitors, the Pike Place Market provides the physical and cultural space where these two come together.

The new MarketFront extends this function with spaces that are scalable for Market activities, large events and daily visitor use. Combining several small spaces quickly accommodates a larger audience and use.

Material selection and detailing emphasize functionality and reinforce the Market's character and its industrial grain of steel, concrete and wood. The use of authentic, durable and crafted materials creates a timeless aesthetic complementing the Pike Place Market Historic District.

## Native plantings

Steel planters strategically incorporate planting areas into gathering spaces and wind down the ramp, providing lush greenery without compromising flexibility of space.

An ethnobotanical plant palette includes species of cultural significance to local Native American communities and are arranged onsite to emulate the transition from Puget Sound lowlands to the grassy meadows typical of a waterside bluff. The native and naturalized plantings add movement, color, and texture to the expansive vistas of Puget Sound.

## A warm underglow

The team worked closely with lighting designers at dark | light to create balanced illumination for safety and wayfinding without interfering in nighttime views. Linear LED fixtures incorporated into the seat steps, and custom light armatures create a warm underglow during the evening hours and invite visitors to linger at sunset.

## Some extra quirk

The integration of donor elements, such as bronze hoof prints embedded in concrete, wind from Western Avenue to the

vendor shelter.

More than 5,550 charms sparkle from the railings, while a brightly colored undersea mosaic by market artist Clare Dohna adds vibrancy and delight. The viewing deck — with Billie the Piggy Bank and an expansive water-to-mountains backdrop — is perfect for selfies (#MarketFront).

Each provides the right amount of quirk and interest to contribute to the Market's unique character.

## A team effort

It has been an honor for our firm to help shape a beloved Seattle institution — not just the finished product, but the process and teamwork it takes to complete such a complicated project.

Achieving a timeless, flexible and refined public open space is a compliment to the team of players that worked tirelessly in the background from conceptual design through installation. The key was having a collaborative, dedicated team

led by Miller Hull architects, who respected all team members' roles in shaping the MarketFront.

Prior to working on this project, it was easy to associate the Market with flying fish and fresh produce, but a new appreciation has emerged through understanding the complex logistics and dedicated people that bring the Market to life every day and the incredible amount of public health and housing support the Market Foundation provides. The PDA and its executive director, Ben Franz-Knight, kept the project focused on people — not simply visitors but also future residents of the senior housing and the community of market vendors.

This project gave us all a deeper, richer perspective of the Market's indelible impact on the well-being of Seattle that will live with us forever.

*Jonathan Morley is a principal at Berger Partnership, a full-spectrum landscape architectural and urban design firm.*



# LOW-INCOME HOUSING

CONTINUED FROM PAGE 2

for low-income seniors in the community.

The project includes 40 housing units serving seniors ages 55 and older earning no more than 30 percent and 50 percent of area median income, currently \$20,200 and \$33,600 respectively. Seven of those units are designed as live-work spaces to accommodate low-income senior artists working in the Market.

The complexity of developing affordable housing was magnified by the need to fit the project into an already multifaceted, large-scale civic project. Western Avenue Senior Housing is only one of many elements of the larger MarketFront, which redeveloped a surface parking lot into 30,000 square feet of public open space and 16,000 square feet of new space for vendors, as well as expanded facilities for the Market's social service agencies and over 300 stalls of public parking.

These different elements have unique parameters and constraints around funding, design and construction. The affordable housing was challenged to fit into this larger framework, requiring flexibility and creativity by the entire development team.

The PDA brought on Beacon Development Group, an

affordable-housing consultant, to ensure the smooth integration of the housing within the larger project. Beacon worked to secure financing, manage the design process, and oversee construction in conjunction with the commercial portion of the project. This included securing public funding and low-income tax credits for the housing, providing feedback on the design of senior units, ensuring adherence to the Evergreen Sustainable Development Standard criteria, and monitoring overall construction progress.

The PDA broke ground on MarketFront in May 2015 in order for construction to begin on the underground public parking and commercial portion of the building. Construction on the housing began in February 2016, after the closing of financing for the housing and the parking was complete.

## Services for seniors

The ground floor has roughly 2,000 square feet of program space fronting Western Avenue, where residents will be able to access services on-site at the future home of the Neighborhood Center. Other nearby services include the Pike Market



PHOTO COURTESY OF PIKE PLACE MARKET PDA

Food Bank, Pike Market Senior Center, and Neighborcare Health at Pike Place Market.

The building also includes common areas and a shared terrace for residents with sweeping views of the Puget Sound and Olympic Mountains. Construction was completed in January and the project quickly leased up to full occupancy, including the live-work units, which are now home to senior artists working in the market.

The development cost for the housing was \$9 million, including low-income tax credits, per-

manent funds, and construction financing provided by U.S. Bank Community Development Corp., the Seattle Office of Housing, the state Housing Financing Commission and King County Community Services Division.

Western Avenue Senior Housing helps to address a vital need in downtown Seattle and the city at large, where homelessness and a lack of affordable housing have reached an unprecedented level. By including affordable housing in the MarketFront expansion, the PDA is providing seniors with beautiful new afford-

able homes in the city's core with easy access to transportation, services and employment.

Western Avenue Senior Housing ensures that Pike Place Market will continue to support its local community into the future, not only with fresh produce, beautiful views and crafts markets, but also with safe and secure homes for the most vulnerable in our community.

*Brian Lloyd is vice president at Beacon Development Group. He has over 23 years of experience in affordable housing development.*

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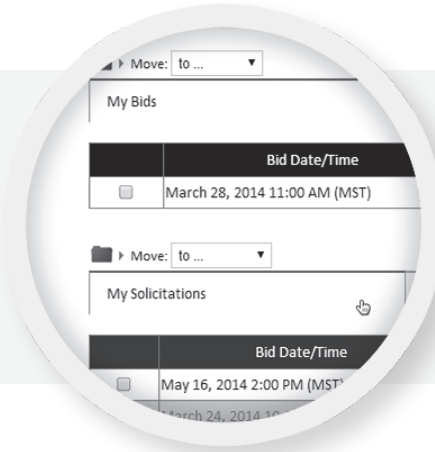
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*It was an honor and a privilege to work on this project that respects the unique history and character of Seattle's beloved icon.*



# Pike Place MarketFront

This first addition to the iconic Pike Place Market in over 40 years replaces an existing surface parking lot left vacant since a building burned down decades ago. New elements include a mix of low-income and senior residential, retail, office space and underground parking carved into the hillside on the west side of Western Avenue directly below the Market. Known as MarketFront, the location is a critical connection point to the new Seattle waterfront plan to be developed following removal of the Alaskan Way Viaduct in 2019. This long-time coming addition links tradition and modernity to provide both locals and visitors with more of the culture and spirit of the Market they know and love.

## Project Team

Pike Place Market PDA  
 Miller Hull Partnership  
 Shiels Obletz Johnsen  
 Sellen  
 Berger Partnership  
 Magnusson Klemencic Associates  
 Arup  
 Beacon Development Group  
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 Karen Braitmayer  
 Greenbusch Group  
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