



# THANKS TO YOU CAMPAIGN RECAP

Prepared by

**PRR**  
June 14, 2012





Pike Place Market

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# Pike Place Market Recap

## Situation

When Seattle voters passed a six-year tax levy in 2008 to complete repairs and renovations to the infrastructure of the 105-year-old Pike Place Market, they essentially gave the Market a new lease on life.

Great care was taken to preserve the historic character of the market, resulting in a renovation that is by-and-large invisible...except to the discerning eye.

## Challenges

Major components of the renovation were due to be completed in April 2012. In anticipation of this, the Market recognized the need to communicate a heartfelt “thank you” to several key audiences:

- **Seattle Taxpayers:** There’s only one Pike Place Market. Thanks to you, we’ll be here for generations to come
- **Key Supporters:** We’re better than ever because of you. Thanks for your support!
- **Tenants & Residents:** Without you, we wouldn’t be us. Thanks for your support!

The Market needed to find a way to thank the taxpayers without misusing funds, illustrate the changes using the right positioning, remind Seattleites what an excellent decision they made to support the levy, and point out that there’s never been a better time to visit the Market.

## Approach and Results

With a Market as unique as Pike Place, no ordinary communications team would do. The Market PDA needed to stay invested in the process while reaching out and partnering with a team of like-minded communicators that could roll up their sleeves and get creative. The combined team of hard workers needed to find a way to put voice to that very essence that is the Market. Indeed, the team needed to be tongue-in-cheek in one moment, and deeply nostalgic and celebratory the next.

After careful consideration, PRR was brought on board to round out the in-house team and form an unstoppable partnership. Together, we built an integrated campaign that successfully overcame these challenges while reaching the target audiences. Using a mix of media relations, social media, partnership outreach and a public installation at the Market, we:

- Developed a show-stopping installation that was eye catching, informative and was partnered with a brochure that served as a take away piece for a self-guided tour.
  - Written up in the PSBJ
  - 10,000 brochures distributed



- Created a powerful video that inspired social engagement and generated partner involvement
  - 1,200 views and contest participants; shortened version being used by Sounders FC slated to run as available until the month of June at no charge to the Market
  - Won a Bronze Telly in the category: Internet/Online Programs
- Secured meaningful coverage in all of our target media
  - Seattle Times ran it on the cover of section B; “Evening Magazine” filmed at the Market; all coverage included our key messages
- Created a partner tool-kit for top tier partners to reach out and promote the Market renovations
  - Elements were used by the Downtown Seattle Association within their newsletter, to post to their blog and to create hand outs for the Downtown Ambassadors to hand out to pedestrians
- Conveyed the joy in the completion of the renovation through a special thank you event for vendors and residents
  - Unique pins and cards were developed and shared with a grateful crowd
- Recognized key supporters through an elegant “thank you” card and private tours
  - The design captured and celebrated the Market itself by relying on an artist’s renderings of iconic Market scenes
- To show the agency’s dedication to delivering a meaningful campaign, PRR donated an extra month of service to the Pike Place Market PDA.

## Overall Value

	Impressions	Value
Media Relations	1,833,028	\$115,983
Social Media	127,606	<i>Engaged Public</i>
Video	1,383	<i>Inspired to Visit</i>
Key Partner Recognition Materials	12,950	<i>Strengthened Relationships</i>
Special Installation	565,000	<i>Informed, Educated and Amused Public</i>
Partnership Outreach	163,917	<i>Leveraged the Market’s Relationships</i>
<b>Total</b>	<b>2,703,806</b>	<b>\$115,983</b>

# Media Relations

## Background

In launching the ‘Thanks to You’ campaign, PRR targeted local print, online and broadcast media by coordinating a ‘behind-the-scenes’ media tour the day before the campaign launched. This approach not only helped to strengthen interest in the story by the media, but also helped to time coverage to appear during initial days of the campaign itself.

As a result of this tour and related pitching, PRR placed 47 stories, reaching over 1.8 million people at a value of almost \$120,000.

But it’s not simply a game of numbers. Was the coverage critical, neutral or positive? The following definitions were used to determine whether coverage fell into the Positive, Neutral, or Negative categories.

- Positive: article/segment displayed the benefits/fun/light-hearted side of the Market, and included numerous key messages.
- Neutral: article/segment was more of a straight news update, and focused mainly on key information rather than criticisms.
- Negative: article/segment by-and-large criticized the Market or the renovations.

# Key Messages

What portion of the coverage reflected the campaign’s key messages? In the 47 stories that appeared, all included at least one key message, and the top three messages were included in more than 50 percent of the coverage.

Number	Key Message	Percent of Coverage Key Messages Appeared In
1	<b>Thanks to you, Seattle, for preserving the Market for generations to come.</b> Four years ago, voters approved a property tax levy that enabled Pike Place PDA to take on a renovation to address the Market’s aging infrastructure.	100%
2	<b>We were careful with the levy funds and made sure the work was done on time, and on budget.</b> The Market looked for solutions that decrease overall energy use, while increasing the safety and accessibility of the market for visitors.	90%
3	<b>Come on down to the Market and help us celebrate.</b> All month long informational collateral will be posted to help illustrate the impact of these improvements, the PDA will be giving away Pike Place Market Gift Cards, and some of the community will be chipping in their own thank you gifts.	68%
4	<b>Making the renovations was a collaborative effort.</b> It couldn’t have been done without the enterprising and resilient group of shop owners, vendors, tenants, and community partners that comprise the Market.	20%
5	<b>It’s still the Market you know and love.</b> It will be hard to see the renovations immediately, but thanks to the voters, Pike Place is now a stronger, safer and more accessible Market.	34%

	Impressions	Value
Media Relations	1,833,028	\$115,983



# Value

	Outlet	Date	Description	Estimated Media Impressions	Estimated Value	Key Messages	Positive/ Negative/ Neutral
	Print						
1	Seattle Times	4/26/2012	Renovations done, Pike Place Market Beckons	534,191	\$61,173	1, 2, 4, 5	Positive
2	Puget Sound Business Journal	4/27/2012	Pike Place Market merchants celebrate end of construction that cut revenue, bolstered buildings	38,509	\$23,016	1, 2, 3, 4, 5	Positive
3	The Daily Journal of Commerce	4/27/2012	Market rehab almost done, almost invisible	12,100	\$5,484	1, 2, 3, 4, 5	Positive
	TOTAL: 3 Print Stories			584,800	\$89,673		
	Online						
4	All Voices	4/26/2012	Renovations done, Pike Place Market Beckons	64,181	\$1,797	1, 2, 4, 5	Positive
5	KPLU	4/26/2012	Pike Place Market renovation: An ode to new plumbing, wiring	2,392	\$67	1, 2, 4, 5	Positive
6	Seattle PI	4/26/2012	Where's the facelift Pike Place Market?	25,944	\$726	1, 5	Neutral
7	Seattle Times	4/26/2012	Renovations done, Pike Place Market Beckons	122,170	\$3,421	1, 2, 4, 5	Positive
8	Bathroom Remodeling Blog	4/27/2012	Renovations done, Pike Place Market Beckons	10	\$0	1, 2, 4, 5	Positive
9	Bellingham Herald	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	10,730	\$300	1, 2, 3	Neutral
10	CBS Seattle	4/27/2012	Pike Place Market Renovation is Complete	27,497	\$770	1, 2, 3	Neutral
11	Congoo	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	5,160	\$144	1, 2, 3	Neutral
12	Dnews.com	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	663	\$19	1, 2, 3	Neutral
13	East Oregonian	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	989	\$28	1, 2, 3	Neutral
14	Herald Net	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	6,350	\$178	1, 2, 3	Neutral
15	HTRNews.com	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	2,475	\$69	1, 2, 3	Neutral

16	KHQ	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	3,727	\$104	1, 2, 3	Neutral
17	Kitsap Sun	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	5,680	\$159	1, 2, 3	Neutral
18	KOMO News	4/27/2012	What does the newly renovated Pike Place Market look like?	833	\$23	1, 2, 5	Neutral
19	KOMO News	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	31,828	\$891	1, 2, 3	Neutral
20	KTVZ	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	3,960	\$111	1, 2, 3	Neutral
21	LOKU Beta	4/27/2012	Where's the facelift Pike Place Market?	1,509	\$42	1, 5	Neutral
22	My Northwest	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	13,360	\$374	1, 2, 3	Neutral
23	NOLA.com	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	40,549	\$1,135	1, 2, 3	Neutral
24	Oregon Public Broadcasting	4/27/2012	Seattle Doubles Bathrooms at Pike Place Market	2,199	\$62	1, 2, 3	Neutral
25	Puget Sound Business Journal	4/27/2012	Pike Place Market merchants celebrate end of construction that cut revenue, bolstered buildings	141,601	\$3,965	1, 2, 3, 4, 5	Positive
26	Raw Signal	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	208	\$6	1, 2, 3	Neutral
27	Reading Eagle	4/27/2012	\$68 million upgrade doubles rest rooms at Pike Place Market, Seattle tourist attraction	N/A	N/A	1, 2, 3	Neutral
28	Seattle Times	4/27/2012	Morning Memo/Friday: Fake ID's ... More johns ... Burned boat	914	\$26	1	Positive
29	Seattle Times	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	122,170	\$3,421	1, 2, 3	Neutral
30	Sheboygan Press	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	3,164	\$89	1, 2, 3	Neutral
31	The Daily Journal of Commerce	4/27/2012	Market rehab almost done, almost invisible	1,120	\$31	1, 2, 3, 4, 5	Positive
32	The Daily News Online	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	3,699	\$104	1, 2, 3	Neutral

33	The Daily World	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	600	\$17	1, 2, 3	Neutral
34	The News Tribune	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	12,419	\$348	1, 2, 3	Neutral
35	The Olympian	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	4,913	\$138	1, 2, 3	Neutral
36	The Republic	4/27/2012	\$68 million upgrade doubles rest rooms at Pike Place Market, Seattle tourist attraction	13,094	\$367	1, 2, 3	Neutral
37	Topix	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	213,074	\$5,966	1, 2, 3	Neutral
38	Treehugger	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	4,038	\$113	1, 2, 3	Neutral
39	Tri-City Herald	4/27/2012	Upgrade doubles rest rooms at Pike Place Market	N/A	N/A	1, 2, 3	Neutral
	TOTAL: 36 Online Stories			893,221	\$25,010		
Broadcast							
40	KING-TV	4/26/2012	KING 5 News at 5	\$104,500	\$850	N/A	N/A
41	KPLU-FM	4/26/2012	Pike Place Market renovation: An ode to new plumbing, wiring	N/A	N/A	1, 2, 4, 5	Positive
42	KOMO-TV	4/27/2012	What does the newly renovated Pike Place Market look like?	N/A	N/A	1, 2, 5	Neutral
43	KIRO-TV	4/29/2012	KIRO 7 Eyewitness News at 6:30PM	81,911	N/A	1, 5	Positive
44	KIRO-TV	4/29/2012	KIRO 7 Eyewitness News at 11:30PM	81,911	N/A	1, 5	Positive
45	KING-TV	5/2/2012	Evening Magazine	81,800	\$450	1, 5	Positive
46	NWCN-TV	5/5/2012	Evening Magazine	2,788	N/A	1, 5	Positive
47	KONG-TV	5/7/2012	Evening Magazine	2,098	N/A	1, 5	Positive
	TOTAL: 8 Broadcast Stories			355,008	\$1,300		
GRAND TOTAL: 47 STORIES				1,833,028	\$115,983		



# Press Release



EMBARGOED: Until April 27, 2012

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## **The Facelift You Didn't See: Pike Place Market's Big Renovation** *New Changes, Same Look for Seattle's Favorite Market*

SEATTLE – Thanks to the overwhelming support of Seattle residents, Pike Place Market was able to tackle a \$68.6 million renovation to preserve the iconic 105-year-old public market. Major components of the three-phased construction project finished on time and on budget in April 2012. In honor of this accomplishment, special installations will be featured throughout the Market from April 26 through Memorial Day, allowing the public to learn more about the benefits of the renovations. As part of the “Thank You, Seattle” appreciation campaign, people can win fun prizes by visiting the Pike Place Market Facebook page.

In the fall of 2008, Seattle voters passed a six-year tax levy to raise funds for critical repairs and renovations to the historic institution.

“We’re grateful to Seattle residents, our tenants, shop owners, vendors, and community partners: we couldn’t have done this without them,” said Ben Franz-Knight, Executive Director of the Pike Place Market Preservation & Development Authority (PDA). “Thanks to both public and private support, the Market will be safer, stronger, and more accessible for the future. And, we listened to you—most changes are barely noticeable. It still looks like the same Market that you know and love.”

Renovations focused on critical infrastructure improvements that: make the Market less susceptible to earthquakes; upgrade plumbing, electrical, heating, and cooling systems; and offer new public amenities including new elevators and restrooms. In addition to increasing safety, upgrades also optimize overall energy use.

“The Pike Place Market PDA didn’t opt for just a quick-fix; they were comprehensive and conscientious, and together as a team we completed major renovations by the three-year anniversary of the groundbreaking,” said Dan Kahn of Turner Construction. “They made every effort to be careful with investments, mindful of the Market heritage, and selected systems and materials that would yield benefits for decades.”

### **Renovations: Building a Stronger and Safer Market**

Changes included:

- Critical seismic and structural improvements for earthquake safety in the Corner Market,

Sanitary Market, Economy Market, and Triangle Market Buildings.

- Upgrades to electrical systems including two new electrical vaults and service upgrades to meet safety codes, and allow for future improvements.
- A new central plant supplying state-of-the-art heating and cooling systems that optimize energy efficiency in the LaSalle, Leland, Fairley, Economy Market, Corner Market, Sanitary Market, Triangle Market, and First and Pine Buildings.
- New public restrooms in the Sanitary Market Building and the Soames-Dunn Building, doubling capacity for public bathroom facilities.
- New public elevators at the Hillclimb, Corner Market Building, and in the Economy Market Building provide better access for disabled people, seniors, and families with strollers.
- Major repairs/replacement of plumbing, windows, doors, stairs, fire suppression systems, and flooring in all buildings.
- An expanded loading dock.
- Reconfigured public spaces and additional public seating.
- Improved entry from Western Avenue.

With the exception of the Hillclimb and the new public bathrooms and elevators, most upgrades are inconspicuous and blend in with the original look and feel of the Market. To illustrate many of the improvements, the PDA created a special temporary installation throughout the Market allowing the public to learn more about the changes. For more on the preservation and upgrade details, visit: <http://pikeplacemarket.s3.amazonaws.com/PDFs/ProjectSummary.pdf>.

### **Renovations Boost Economic Renewal and Investments in Local Business**

In addition to maintaining the Market, the renovation project created 225 new local jobs during a time of economic downturn. Despite construction, retail businesses in the Market saw a 2 percent revenue increase in 2011 compared to the previous year, as new workers shopped and used vendor services. Additionally, sales in 2010 were up 4 percent above 2009. The PDA's long-term construction plan supported these increases by mitigating impacts and allowing businesses to remain open during repairs.

"The Market really worked hand-in-hand with us to help us stay open," said Dan Bugge, owner of Matt's in the Market. "Seismic bracing was added to our shop to make us earthquake safe. But, they had to close the entrance to our shop to put it up. The Market created an alternative entrance behind our kitchen, so people could still come to our restaurant during construction. And, now that the renovations are done, we've seen an increase in customers. We got a new elevator in the building, which has improved the foot traffic to our restaurant."

### **About Pike Place Market**

Founded by the City of Seattle in 1907, Pike Place Market attracts 10 million visitors a year and is internationally recognized as America's premier farmers market. One of the most popular destinations in Washington state, the Market is home to more than 200 year-round commercial businesses, 200 craftspeople, and approximately 100 farmers who rent table space by the day.

In 1973, the City of Seattle created the Pike Place Market Preservation & Development Authority (PDA) to own and manage the Market's 14 buildings and 9-acre campus. The public corporation works to preserve the traditions and diversity of the neighborhood. For more information on Pike Place Market or related organizations, please visit: [www.pikeplacemarket.org](http://www.pikeplacemarket.org).

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For photos contact: [kelly.lindsay@pikeplacemarket.org](mailto:kelly.lindsay@pikeplacemarket.org).



# Tour Advisory

PRESS EVENT:

## **Go Behind-the-Scenes of New Renovations at Pike Place Market**

*Seattle's Favorite Market Invites the Media to Preview Its Upgrades*

SEATTLE – To kick-off the “Thanks to You, Seattle” appreciation campaign, Pike Place Market is inviting members of the media to participate in a special behind-the-scenes tour of the new \$68.6 million renovation to preserve the iconic 105-year-old public market. Thanks to funding from a tax levy passed by voters in 2008, the three-phased construction project was finished on time and on budget in April 2012. In honor of its completion, the Market will feature special installations to help the public learn more about the renovations. The installations will run from April 27 through Memorial Day.

What: Pike Place Market Behind-the-Scenes Tour

When: Thursday, April 26 at 11 a.m. Press interviews and photo-ops available.

Where: Pike Place Market PDA, 85 Pike Street, Room 500 Seattle, WA 98101

### **Spokespeople:**

- Ben Franz-Knight, Executive Director of the Pike Place Market Preservation & Development Authority (PDA), will provide an overview of the project, how funding was used responsibly to complete the project on time and on budget, and speak to the economic impact this upgrade has provided.
- Joe Parr, Capital Renovation Project Manager of Pike Place Market PDA, will speak to the structural repairs and new energy systems at the Market.
- Dan Kahn, Senior Project Manager of Turner Construction will outline changes for improved accessibility.
- Duncan Thieme, Principal of SRG Partnership will showcase the new public restrooms, and heating and cooling system upgrades.
- Vendors and shopkeepers will address how the renovations to the Market have impacted their businesses.

**Visuals:**

- Renovations to building structures and shops.
- New and larger public restrooms.
- New elevators to better service the disabled, elderly, and families with strollers.
- State-of-the-art heating and cooling systems.
- Upgraded electrical systems.
- First look at the installations around the Market.

###

**Contact:**

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# Fact Sheet



## RENOVATIONS FACT SHEET

Founded by the City of Seattle in 1907, Pike Place Market attracts 10 million visitors a year and is internationally recognized as America's premier farmers market. In the fall of 2008, Seattle voters passed a six-year tax levy to raise funds for critical repairs and renovations to the historic Market.

### Funding

- Thanks to the overwhelming support of Seattle residents, Pike Place Market was able to obtain \$68.6 million for renovations to preserve the iconic 105-year-old public market. Major components of the three-phased construction project were finished on time and on budget in April 2012.
- Phase 1, which lasted from April 2009 through June 2010, utilized \$28 million of the budget. From June 2010 through July 2011, Phase 2 used \$23 million of the budget.
- Phase 3, which began in August 2011, completed all major components in April 2012. Finishing work will continue through September 2012, with phase 3 on the whole utilizing the remaining \$17 million.

### Renovations

- Seismic and structural improvements were implemented for earthquake safety in the Corner Market, Sanitary Market, Economy Market and Triangle Market Buildings. Seismic bracing was introduced at 16 locations in Pike Place.
- The electrical systems were upgraded to include two new electrical vaults and service upgrades to meet safety codes and allow for future improvements.
- State-of-the-art heating and cooling systems were installed to optimize energy efficiency in the LaSalle, Leland, Fairley, Economy Market, Corner Market, Sanitary Market, Triangle Market and First & Pine buildings.
- New amenities were added for the general public, including restrooms at the Sanitary Market and Soames Dunn Buildings to double the Market's capacity for public bathroom facilities. New public elevators constructed at the Hillclimb provide better access for disabled people, seniors, and families with strollers.
- Major repairs/replacements were made on plumbing lines, windows, doors, stairs, structural canopies, facades, roofs, fire suppression systems, and flooring in all buildings.



- An expanded loading dock was built, a new central plant was installed, and deferred major maintenance projects were completed.
- Public spaces were reconfigured, additional public seating was added, and the entry from Western Avenue was improved.

## **Economic Impacts**

- In addition to maintaining the Market, the renovation project created 225 new local jobs during a time of economic downturn.
- Despite construction, businesses in the Market saw a 2 percent revenue increase in 2011 over the previous year, as new workers shopped and used vendor services.
- Sales in 2010 were up 4 percent over 2009. Overall, the PDA's construction plan supported the increase by mitigating impacts and allowing businesses to stay open during repairs.
- Improvements to infrastructure made by the Market over the last three years – including seismic upgrades, sprinkler system expansion, and other life safety features – have saved, and will continue to save, the Market substantial dollars (\$50,000 to \$75,000) each year on property insurance premiums.

## **New Market Tax Credits**

- Levy funding provided structural and infrastructure changes in the Market, but did not pay for renovations inside shops. The Federal New Market Tax Credits (NMTC) was a critical step for financing changes in individual stores. \$8.3 million in NMTC was available.
- Created under a program to revitalize commercial and community projects in low income areas, the NMTC program was established in 2000 to provide tax credit incentives to investors for equity investments in certified Community Development Entities, such as the Market renovation project.
- NMTC helped bridge the gap between levy-funded improvements (restricted to buildings and public spaces) and relocations, upgrades, and improvements to businesses necessitated by the renovation. In addition to providing a funding vehicle for businesses to invest in their own improvements, the credits also paid for temporary relocations during construction to help businesses remain open.

## Quirky Fact Sheet



### It Just Wouldn't Be The Market Without A Few Colorful Stories



After Rachel the Pig's traumatizing incident last year with the cab, she was shipped away to Vashon Island for recuperation. In a surprise move, she returned to the Market with a companion...Billie can be found at the bottom of the Hillclimb.



Bathrooms are important, for many reasons which need not be named. Take a look at the design outside the new restroom in the Sanitary Market, and see how important it is that Dad get Junior to a changing table ASAP.

With 16 brace frames being installed, the crew needed shorthand to help clarify which frames they were talking about. It's our pleasure to introduce you to the following frames, and the locations they support..

- Karl Marx (Left Bank Books)
- Winston Churchill (The Crumpet Shop)
- Cabbage (Corner Produce)
- Pork Chop (BB Ranch)
- Wok (Oriental Mart)
- Oscar (garbage room)
- Ice Box / Lusty Lady (walk in cooler/Deja View)
- French Fry (Market Grill)
- Chili Pepper (Choice Produce)
- Shining Star (Earth Wind & Fire Boutique)
- Cheesecake (The Confectional Cheesecakes)
- Stickybun (Cinnamon Works)
- Gyro (Mr. D's Greek Delicacies)
- Hombow (Mee Sum Pastries)
- Lhama (Copacabana).

Note: There was one that did not get a name, so we have a total of 16 brace frames.

## Full Coverage

### The Seattle Times

#### Renovations done, Pike Place Market beckons

By Lynn Thompson

April 26, 2012

Link: [http://seattletimes.nwsources.com/html/localnews/2018081426\\_pikemarket27m.html](http://seattletimes.nwsources.com/html/localnews/2018081426_pikemarket27m.html)

Street musician Gary Reid plays outside Left Bank Books while Ben Franz-Knight, executive director of the Market, leads a tour of the renovations. Left Bank Books had the entire store front demolished, received a seismic retrofit and then was rebuilt to look exactly as it had before.



Almost three years to the day since construction started, the \$68.6 million in renovations to the Pike Place Market are nearly complete and ready to welcome the public.

The historic 1907 Market, which sees about 10 million visitors each year, doesn't look much different, and that's the way planners envisioned it. New steel beams brace the old buildings. There are new elevators for improved access and new public restrooms.

But the shiny new duct work, stainless-steel pipes and electrical conduits are mostly behind walls and between beams.

"The Market is safer, stronger and more accessible, but it still looks like the Market that you know and love," said Ben Franz-Knight, executive director of the Pike Place Market Preservation & Development Authority, which oversaw the work.

Seattle voters in 2008 approved a six-year property-tax levy to fund critical repairs and improvements. It cost the owner of a \$420,000 house about \$37 per year.

At the height of construction, as many as 30 businesses and vendors were relocated or shut down, some working out of trailers, as contractors rewired and rerouted major electrical systems, replaced rusted cast-iron plumbing and reinforced buildings to bring them up to modern seismic standards.

Even with the disruption, all the merchants came back, said Franz-Knight.

At Pike Place Fish, where the workers famously sling salmon, the old tiles that were slippery when wet have been replaced with a nonslip flooring. The business got all new plumbing and a new storage shed in the rear.

Though the business closed for five weeks in January and February of 2011, "It was a big improvement that needed to get done," said Justin Hall, assistant manager.

The old floor tiles in the main arcade, engraved with the names of donors, broke under the weight of deliveries and allowed water to leak into the stores below. They've been cataloged and most have been reinstalled elsewhere in the Market. Across the street at Oriental Mart, where a lively paper snake has startled and delighted children since 1971, the three generations of Mila Apostol's family got a brand new kitchen and steam table to display the chicken adobo and fish sinigang, a Filipino soup sour with tamarind.

Improvements to individual businesses were not funded through the levy, but with federal tax credits

available to community-development organizations such as the Market.

Around the corner, a big new bathroom features the same black-and-white tile work of the Market's — and the city's — original public restrooms. The tiles show people in silhouette “in varying stages of urgency,” said Duncan Thieme, with SRG Partnership, the project architects.

Upstairs, at Matt's in the Market, giant steel braces now reinforce the building's interior. For seven months, restaurant customers had to use a temporary entrance that walled off the construction work.

“We definitely had ups and downs,” said owner Dan Bugge. “The upside was how well the architect and contractors coordinated the work with us to keep us open the whole time.”

On the Western Avenue side of the Market, a new elevator rises up to Post Alley. A wider hill climb features textured concrete to replicate the look of the Market's original timbers.

And a new pig, Rachel's friend Billie, sits at the new, improved western entrance.

“No part of the Market was untouched,” said Franz-Knight. “Now we want to say a huge ‘thank you’ to the people of Seattle and invite them to come down and take a look.”

## Pike Place Market merchants celebrate end of construction that cut revenue, bolstered buildings

By Valerie Bauman

Friday, April 27, 2012

Link: <http://www.bizjournals.com/seattle/print-edition/2012/04/27/pike-place-market-merchants-celebrate.html?page=3>

Pike Place Market visitors won't notice any difference in the famous flinging fishmongers.

But the floor tiles around the fish stalls have been replaced with a surface that's less slick when wet.

It's all part of the discreet face-lift the market is unveiling this week with a love letter of a campaign to thank Seattleites for their support of the \$68.6 million upgrade during the region's darkest economic times.

The market Preservation & Development Authority is launching a "Thanks to You, Seattle" campaign to show off the renovations launched in 2008 with a six-year property-tax levy.

The project is nearly complete, with only a handful of window replacements left to do this fall.

Posters about the (mostly) behind-the-scenes improvements will be displayed around the market to educate visitors and thank city voters who passed the levy with 62 percent approval.

For the market's 220 commercial tenants, it's now possible to see that the project leaves many of them with more efficient kitchens and back offices, even if the construction mess cut their sales so severely that at least one shop owner gave up and spent the year overseas until the carpenters and electricians went away.

Mila Apostol, the owner of Oriental Mart, a family-owned shop and restaurant, returned to the Philippines because she didn't have enough business to keep her in Seattle during the year the kitchen was closed down and the shop was relocated. Her daughters continued to work in the different location, with sales of between \$50 and \$300 a day, compared to \$600 to \$1,200 a day in the normal location.

"If I knew then what I know now, it probably would have been better if we were closed (during the renovation)," said Joi Mori, Apostol's daughter and manager of the shop.

But now Oriental Mart is back in its former spot; its vastly improved, up-to-code kitchen is back to serving traditional Filipino fare. And business is back on track.



The goal of the three-year market project wasn't to radically change the experience or appearance of the market. Instead, the PDA wanted to create a more safe, efficient and quake-resistant market that wouldn't feel significantly different from the landmark so familiar to Seattleites.

The most pressing changes were structural, electrical and water systems in need of critical updates, which were covered by the levy.

Beyond the structural work and improvements to shared market space, more than 50 commercial tenants were able to benefit from a separate, \$8.3 million pool of funding that was awarded based on need.

The additional money came through a program called New Market Tax Credits awarded by the U.S. Treasury for economic development. An independent community development entity received the tax credit for a seven-year period, which it sold to a bank in exchange for the \$8.3 million in immediate funding.

"We wanted to be able to (help) many of our tenants, in code compliance or new opportunities," said Ben Franz-Knight, executive director of the PDA. "So the New Market Tax Credits was a tool we were able to use to relocate tenants and keep them open during renovation, dramatically enhance their operations, put in new hoods, new kitchens. It was a critical tool."

Some businesses were closed for weeks or relocated for as long as a year, with about 30 tenants relocated at some point.

But the PDA and Turner Construction engaged in a cautious dance with each business to determine the least disruptive way to make improvements, said Scott Paul, senior project manager at Turner.

For example, construction slowed or stopped during the lunch rush around Matt's in the Market, a popular restaurant known for its seafood and market view. That limited the noise at one of the busiest times of day.

But for several weeks the restaurant operated with a different main entrance, plastic sheeting on the ceiling and a compacted space for wait staff in which to operate. At times staffers had to squeeze sideways through a space little more than a foot wide while carrying dirty dishes.

In the end, the project paid off for Matt's. Owner Dan Bugge used the period of construction as an opportunity to expand the restaurant's kitchen: adding two ovens (for a total of four), a large deep fryer and an expanded prep station. The changes have allowed Bugge to add new items to the menu — including a popular new dish of fried blue prawns.

Business is "better than ever," said Robbie McGrath, a barman at the restaurant



## Market rehab almost done, almost invisible

By Jon Silver

April 27, 2012

Link: <http://www.djc.com/news/co/12040371.html?query=%27pike+place+market%27&searchtype=all>

Work is nearly finished on a three-year, \$68.6 million renovation of Pike Place Market, but visitors might be hard-pressed to figure out where the money went.

That's by design.

Ben Franz-Knight, executive director of the Pike Place Market Preservation and Development Authority, led a media tour on Thursday to show off behind-the-scenes improvements such as new seismic bracing and mechanical equipment.

"Most changes are barely noticeable," he said. "It still looks like the same market that you know and love."

The upgrades were badly needed. The century-old market suffered from corroded plumbing, an overburdened electrical system and buildings that were vulnerable during major earthquakes.

Voters approved a \$73 million, six-year levy for the improvements in 2008. Some of the funding covers financing costs.

The project team faced the delicate task of making upgrades without changing the appearance of the historic market or disrupting the businesses, which attract 10 million visitors a year.

Scott Paul, a senior project manager for Turner Construction, the general contractor, described working in confined spaces to complete tasks such as building shear walls and installing hidden brace frames.

After days of hard work, people stopping by to inspect the changes would ask, "What did you do?" he said.

Several vendors testified on the willingness of the project team to consider their needs during the renovation.

Justin Wall is assistant manager at the Pike **Place** Fish Market -- the folks who throw the fish. He said the business had to close for five weeks so new plumbing and a slip-proof floor could be installed. Crews were able to perform the work during the winter, when his business is slowest.

Dan Bugge, owner of Matt's in the Market, said crews built a temporary entrance for the restaurant while seismic bracing was installed.



A giant squid sculpture hangs in the Economy Market Building, which received structural improvements and a new public elevator, at left.

Duncan Thieme, a principal at SGR Partnership, said much of the architectural work involved coordinating with engineers to disguise their improvements.

Some of the biggest upgrades are behind locked doors. For example, a new central plant for a market-wide heating and cooling system, controlled from a boiler room in the Market Garage, uses hydronic piping to transfer heat.

The system “is the most significant technological advancement the renovation was able to achieve,” Franz-Knight said.

It’s too early to know how much the system will save on heating and cooling, but Franz-Knight noted the boilers haven’t needed to be switched on since April 7. Before the renovation each building had its own mechanical system.

A new public restroom was built with a plumbing chase accessible from a closet to allow maintenance without having to close the restroom.

Scott Paul of Turner Construction said one innovation on the project was naming most of the 16 brace frames to make it easier to identify them. The brace frame for Left Bank Books, for instance, was named Karl Marx. The one in the garbage room was named Oscar.

While new public amenities are few, they include new bathrooms in the Sanitary Market Building and the Soames-Dunn Building, and new elevators at the Hillclimb, Corner Market Building and in the Economy Market Building.

The entry from Western Avenue was improved to provide better public access, and other public spaces were reconfigured and given additional seating.

Other improvements include:

- Two new electrical vaults and service upgrades to meet safety codes and allow for future improvements
- Repairs and replacements for windows, doors, stairs, facades, roofs, fire suppression systems and flooring in all the buildings
- An expanded loading dock

One piece that wasn’t covered by the levy was the cost of relocations, upgrades and improvements for businesses as a result of the renovation. New Market Tax Credits provided \$8.3 million to cover those costs.

Franz-Knight said the work is 95 percent complete, but it will continue through September.

Remaining work involves window restorations. After that, he said, “that’s it” for the market, aside from working with the city on the waterfront redesign.

The project management consultant was Shields Oblatz Johnsen, and the landscape architect was the Swift Co.

Other project team members were KPFF Consulting Engineers, civil engineer; Swenson Say Faget, structural engineer; Rushing, mechanical, electrical and plumbing engineer; Lerch Bates, vertical transportation consultant; Cierra Electrical Group, lighting design; Studio SC, graphic design; BOLA, historic architecture; Sparling, acoustical consultant; MacDonald-Miller, mechanical contractor; Ascendent, demolition contractor; and Cochran, electrical contractor.

## Renovations done, Pike Place Market beckons

April 26, 2012

By: SEATTLE TIMES

Link: <http://www.allvoices.com/news/12029375-renovations-done-pike-place-market-beckons>

Street musician Gary Reid plays outside Left Bank Books while Ben Franz-Knight, executive director of the Market, leads a tour of the renovations. Left Bank Books had the entire store front demolished, received a seismic retrofit and then was rebuilt to look exactly as it had before





## Pike Place Market renovation: An ode to new plumbing, wiring

By Keith Seinfeld

April 26, 2012

Link: <http://www.kplu.org/post/pike-place-market-renovation-ode-new-plumbing-wiring>



You paid for it, now please come enjoy it. That's the message the Pike Place Market is sending out, as it wraps up three years and \$69-million worth of renovations.

Unfortunately, if you're the proud executive in charge, the public probably won't notice much.

"The most significant parts of the renovations are behind the walls ... the seismic upgrades, electrical improvements, all new plumbing," says Ben Franz-Knight, Executive Director of the Pike Place Market Preservation & Development Authority.

If you know what it's like living through a remodel, you can sympathize. There's not much they can show-off, even though a typical Seattle property owner is paying about \$45 a year in taxes, for six years. It mostly looks like the same old sprawling, sloping, maze of a market.

There are new bathrooms and elevators. Several restaurants got new kitchens. And, the seismic and "systems" work, right down to the boiler-room in the basement, are truly impressive.

The market has more than 500 shops and places to eat, and many of them had to close temporarily during construction. In January 2011, for example, the legendary Pike Place Fish Market shut down for five weeks, says Justin Hall, the assistant manager:

"It was an inconvenience. You get your kitchen redone and it sucks, you know what I mean, you want your kitchen. But, what are we going to get out of it? So, stay the course."

The fish market itself got new plumbing and new non-slippery floors, plus a little extra space. And it

got the efficiencies and reassurance that come with new heating systems and structural bracing.

Across the brick-lined street, at Oriental Mart, there's an all-new kitchen. Mila Apostle, the matriarch of the multi-generational family business, admits the old kitchen was sub-standard, so they used a federal loan to fix everything, while the rest of the building was torn up.

"We closed [the cafe] for almost a year," she says, "so, I went home to the Philippines, and stayed there for almost a year." The grocery side of the business stayed open, in a temporary location elsewhere in the market--a typical solution to keeping the market alive even while its bones and nerves were undergoing radical surgery.

According to Franz-Knight, only a few shops closed or moved out entirely, and those were already in financial trouble before the project started, in January 2009.





## Where's the facelift Pike Place Market?

April 26, 2012

Link: <http://blog.seattlepi.com/thebigblog/2012/04/26/wheres-the-facelift-pike-place-market/>

Wondering what your tax dollars bought at the Pike Place Market?

Seattle's most famous public market showed off its \$68.8-million facelift Thursday, but to outsiders, it didn't look like much. Sure, there were some new elevators and stairs, but much of the improvements, paid for by a 2008 voter-approved levy, were largely — and purposely — hidden.

There were seismic upgrades, a new cooling and heating system, two new electrical vaults — all important infrastructure stuff.

Interesting, yes? No? Is what you really want to know is if the bathrooms are still dark and slightly creepy? And if any of that levy money bought some bathroom-stall doors that aren't weirdly short?

Here are photos so you can see for yourself. And look for the cool bathroom trivia.

Much of the improvements dealt with infrastructure and accessibility. "We listened to you--most changes are barely noticeable," said Ben Franz-Knight, executive director of the Pike Place Market Preservation & Development Authority. "



The old Economy Market Atrium had a whiff of neglect. Here's the new space, with a nicer public eating area and hanging squid mascot still in place. Photo: seattlepi.com.



Not sure where the Economy Market Atrium is? It's in the same building as DeLaurenti's and houses this guy, otherwise known as "Sasquatch," the 7-foot cedar sculpture.



There's now a new elevator in the atrium.







This concrete eyesore used to be the Hillclimb, a steep set of stairs that connected Western Avenue to Pike Place Market.



The new Hillclimb is airier, houses an underground electrical vault and includes a new elevator.



The bathroom in the main arcade, just behind Rachel the Pig, got some new tiles and plumbing. Here's some trivia to impress your friends: This is Seattle's first public restroom, built in 1908 in anticipation of the Alaska-Yukon-Pacific Exposition. It was called "Comfort Station No. 1."



Like all public urban bathrooms, these restrooms have seen their share of illicit activity. And yes, the stall doors are still unusually short as a "security measure" to deter drug use. And are these the only bathrooms in Seattle that provide a quick lesson in sex chromosomes?



Old-timers might remember the dim, blue-ish light in the Pike Place Market bathroom, which was supposed to make it hard for injection drug users to see their veins. It's been replaced with a white, brighter light, but the stalls are still a little dark. There are also now two new bathrooms in the Market



The renovations also included new and repaired plumbing, windows, doors, floors and fire suppression systems. Officials said the improvements finished this month on budget and on time.

# ***Bathroom Remodeling Blog***

## **Renovations done, Pike Place Market beckons**

April 27, 2012

By: The Seattle Times

Link: <http://bathroomrenovatingblog.com/?p=17054>

At Pike Place Market, \$68.6 million in renovations are nearly complete, with new beams bracing the old buildings, new elevators to improve access and new public restrooms.

By Lynn Thompson Street musician Gary Reid plays outside Left Bank Books while....  
FULL ARTICLE: Seattle Times



# THE BELLINGHAM HERALD

## Upgrade doubles rest rooms at Pike Place Market

By: The Associated Press

April 27, 2012

Link: <http://www.bellinghamherald.com/2012/04/27/2498858/upgrade-doubles-rest-rooms-at.html>

**SEATTLE** - The Pike Place Market says a three-year \$68 million renovation has been completed on time and on schedule.

Perhaps one of the biggest changes that visitors will notice at the Seattle tourist attraction is a doubling in the number of restrooms.

Most of the work improved wiring, plumbing, ventilation systems and earthquake safety in the 105-year-old public market.

The renovation was funded by a special voter-approved levy, and the market is kicking off a “Thanks to You, Seattle” campaign Friday to display the improvements.





## Pike Place Market Renovation Is Complete

April 27, 2012

Link: <http://seattle.cbslocal.com/2012/04/27/pike-place-market-renovation-is-complete/>

SEATTLE (CBS Seattle/AP) — The Pike Place Market says a three-year \$68 million renovation has been completed on time and on schedule.

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### **Pike Place Market renovations**

By: Seattle Times

April 27, 2012

Link: <http://www.congoo.com/news/2012April27/Pike-Place-Market-renovations>

Pike Place Market finishes renovations Street musician Gary Reid plays “Let It Be” outside Left Bank Books while Ben Franz-Knight, executive director of the market, leads a press tour of the \$68.6 million renovations. Left Bank Books had the entire store front demolished, received a seismic retrofit.....

Full Article: Seattle Times





## **Upgrade doubles rest rooms at Pike Place Market**

By: The Associated Press

April 27, 2012

Link: [http://dnews.com/news\\_ap/washington/article\\_316252fa-7fc0-586b-9da6-ba24a1d521d2.html](http://dnews.com/news_ap/washington/article_316252fa-7fc0-586b-9da6-ba24a1d521d2.html)

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## **Upgrade doubles rest rooms at Pike Place Market**

April 27, 2012

By: Associated Press

Link: [http://www.eastoregonian.com/news/northwest/upgrade-doubles-rest-rooms-at-pike-place-market/article\\_ddb45b63-43d5-5c1b-a2fo-b0d8ec956192.html](http://www.eastoregonian.com/news/northwest/upgrade-doubles-rest-rooms-at-pike-place-market/article_ddb45b63-43d5-5c1b-a2fo-b0d8ec956192.html)

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By: Associated Press

April 27, 2012

Link: <http://www.heraldnet.com/apps/pbcs.dll/article?AID=/20120427/NEWS03/704279799/-1/News&template=PrinterFriendly>

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## **HTRNEWS.com**

### **Upgrade doubles rest rooms at Pike Place Market**

April 27, 2012

Link: <http://www.htrnews.com/usatoday/article/39150375?odyssey=mod%7Cnewswell%7Ctext%7CFRONTPAGE%7Cs>

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## **Upgrade doubles rest rooms at Pike Place Market**

By: Associated Press

April 27, 2012

Link: <http://www.khq.com/story/17826468/upgrade-doubles-rest-rooms-at-pike-place-market>

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## Upgrade doubles rest rooms at Pike Place Market

By: Associated Press

April 27, 2012

Link: <http://www.kitsapsun.com/news/2012/apr/27/upgrade-doubles-rest-rooms-at-pike-place-market/?print=1>

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## **What does the newly renovated Pike Place Market look like?**

By KOMO Staff

April 27th, 2012

Link: <http://downtownseattle.komonews.com/news/community-spirit/743442-what-does-newly-renovated-pike-place-market-look>

Pike Place Market has been working on renovations for three years, and they're finally done! Check out what improvements you'll see, or maybe won't see, at the market.

VIDEO LINK EMBEDDED.





## Upgrade doubles rest rooms at Pike Place Market

By Associated Press

Apr 27, 2012

Link: <http://www.komonews.com/news/local/Upgrade-doubles-rest-rooms-at-Pike-Place-Market-149228795.html>

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By: Associated Press

April 27, 2012

Link: <http://www.ktvz.com/oregon-northwest/30964962/detail.html>

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Where's the facelift, Pike Place Market? | Seattle News

By: The Seattle PI

April 27, 2012

Link: <http://loku.com/content/wheres-the-facelift-pike-place-market>

Wondering what your tax dollars bought at the Pike Place Market? Seattle's most famous public market showed off its \$68.8-million facelift Thursday, but to outsiders, it didn't look like much. Sure, there were some new elevators and stairs, but much of the improvements, paid for by a 2008 voter-approved levy, were largely — and purposely — hidden. There were seismic upgrades, a new cooling and heating system, two new electrical vaults — all important infrastructure. Full Article: Seattle PI





### **Upgrade doubles rest rooms at Pike Place Market**

By: Associated Press

April 27, 2012

Link: <http://mynorthwest.com/174/668390/Upgrade-doubles-rest-rooms-at-Pike-Place-Market>

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## **Upgrade doubles rest rooms at Pike Place Market**

April 27, 2012

By: AP

Link: <http://www.nola.com/newsflash/index.ssf/story/upgrade-doubles-rest-rooms-at-pike-place/5319642313c94e11a5c6985350c97402>

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## **Seattle Doubles Bathrooms At Pike Place Market**

April 27, 2012

By: Associated Press

Link: <http://news.opb.org/article/seattle-doubles-bathrooms-pike-place-market/>

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## **RAW SIGNAL**

### **Upgrade doubles rest rooms at Pike Place Market**

By: The Seattle Times

April 27, 2012

Link: <http://seattle.rawsignal.com/news/Story.aspx?mode=1&id=68816121&aId=12107619&d=120427>

The Pike Place Market says a three-year \$68 million renovation has been completed on time and on schedule.

Full Article: Seattle Times

## **\$68 million upgrade doubles rest rooms at Pike Place Market, Seattle tourist attraction**

April 27, 2012

By: Associated Press

Link: [http://hosted.ap.org/dynamic/stories/W/WA\\_PIKE\\_PLACE\\_MARKET\\_WAOL?SITE=PAREA&SECTION=HOME&TEMPLATE=DEFAULT](http://hosted.ap.org/dynamic/stories/W/WA_PIKE_PLACE_MARKET_WAOL?SITE=PAREA&SECTION=HOME&TEMPLATE=DEFAULT)

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## The Seattle Times

### Morning Memo/Friday: Fake ID's ... More johns ... Burned boat

Posted by Nick Provenza o

April 27, 2012

Link: <http://blogs.seattletimes.com/today/2012/04/27148/>

**Weather:** We can't remember when we saw a forecast that said "drizzle" five days in a row (see chart, right). We don't believe that, though. We hear there could be sunbreaks later today and the weekend might not be too bad. Don't hold us to that, though. By the way, wasn't it rather chilly this morning? [The National Weather Service forecast](#).

**Traffic:** Construction work means the Highway 520 bridge [will be closed](#) a fourth time this year, from 11 p.m. today, April 27, until Monday morning at 5 a.m.. That means traffic on alternate routes will be heavier, so beware. [The map and cams](#).

**Ah, the old Fake ID scam:** Bogus ID's, more than 100 of them, have shown up and been seized in the past month by bouncers and store clerks in Spokane. For the most part, the culprits were underage college students trying get beer and booze. [KXLY TV in Spokane has the story](#).

**Small cruise boat burns:** A 100-foot boat docked at Fishermen's Terminal in Seattle [went up in smoke](#) this morning. No one injured, but the vessel was pretty much a goner.

**Workers remembered:** A [ceremony](#) to honor the 69 workers who died from on-the-job injuries or illnesses in the state last year is scheduled at the University of Washington from 11:30 a.m. to 1 p.m. today.

**Twice the number of johns:** If you've ever had the need to use the powder room at the Pike Place Market, you now have double the number at your disposal, according to our story on [the market renovation](#) that has just been completed. (We're giving you the most important information when we get it...)

**Darn, I hate when that happens:** Two paratroopers from Joint Base Lewis-McChord got caught by the wind and ended up [stuck in trees](#) Thursday. One paratrooper was stuck 70 feet in the air. Firefighters came to their rescue and no one was hurt.

## **The Seattle Times**

### **Upgrade doubles rest rooms at Pike Place Market**

April 27, 2012

By: The Associated Press

Link: [http://seattletimes.nwsources.com/html/localnews/2018081930\\_apwapikeplacemarket.html](http://seattletimes.nwsources.com/html/localnews/2018081930_apwapikeplacemarket.html)

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April 27, 2012

Link: <http://www.sheboyganpress.com/usatoday/article/39150375>

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Link: [http://tdn.com/news/state-and-regional/washington/upgrade-doubles-rest-rooms-at-pike-place-market/article\\_16cd9e6c-d0af-5152-a172-010441063e6c.html](http://tdn.com/news/state-and-regional/washington/upgrade-doubles-rest-rooms-at-pike-place-market/article_16cd9e6c-d0af-5152-a172-010441063e6c.html)

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By: The Associated Press

April 27, 2012

Link: <http://thedailyworld.com/sections/newswire/northwest/upgrade-doubles-rest-rooms-pike-place-market.html>

SEATTLE (AP) — The Pike Place Market says a three-year \$68 million renovation has been completed on time and on schedule.

Perhaps one of the biggest changes that visitors will notice at the Seattle tourist attraction is a doubling in the number of restrooms.

Most of the work improved wiring, plumbing, ventilation systems and earthquake safety in the 105-year-old public market.

The renovation was funded by a special voter-approved levy.



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By: The Associated Press

April 27, 2012

Link: <http://www.thenewstribune.com/2012/04/27/2123050/upgrade-doubles-rest-rooms-at.html>

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By: The Associated Press

April 27, 2012

Link: <http://www.theolympian.com/2012/04/27/2084404/upgrade-doubles-rest-rooms-at.html>

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## **\$68 million upgrade doubles rest rooms at Pike Place Market, Seattle tourist attraction**

By: The Associated Press

April 27, 2012

Link: <http://www.therepublic.com/view/story/5319642313c94e11a5c6985350c97402/WA--Pike-Place-Market/>

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Your town. Your news. Your take.

## **Upgrade doubles rest rooms at Pike Place Market**

By: The Bellingham Herald

April 27, 2012

Link: <http://www.topix.com/city/seattle-wa-capitol-hill/2012/04/upgrade-doubles-rest-rooms-at-pike-place-market>

Perhaps one of the biggest changes that visitors will notice at the Seattle tourist attraction is a doubling in the number of restrooms.

Full story: Bellingham Herald



## **Upgrade doubles rest rooms at Pike Place Market**

April 27, 2012

By: The AP

Link: <http://topics.treehugger.com/article/039j6cMgxV50A?q=%22local+food%22+OR+%22slow+food%22+OR+%22farmer's+market%22+OR+%22farming%22+OR+%22CSA%22+OR+%22community+supported+agriculture%22>

The Proctor Farmers Market opened the season Saturday and the Olympia Farmers Market follows Thursday. This weekend, the Gig Harbor Uptown Market opens, and then [Puyallup](#) comes next. May will bring three more openings.

Full Article: Bellingham Herald

# Tri-City Herald

[tricityherald.com](http://tricityherald.com)

## VOICE OF THE MID-COLUMBIA

### Upgrade doubles rest rooms at Pike Place Market

By: The Associated Press

April 27, 2012

Link: <http://www.tricityherald.com/2012/04/27/v-print/1919181/upgrade-doubles-rest-rooms-at.html>

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# Social Media

## Background

Using a third-party application PRR developed a custom social media sweepstakes to push out the “Thank You, Seattle” video through Pike Place Market’s Facebook page. The ask for the sweepstakes was simple: for five consecutive days Pike Place Market asked their fans to share the campaign video for the chance to win \$100 to spend at the Market. The campaign proved successful with a total of 583 entries and 1,276 views to the sweepstakes page, providing a reach of 127,606.



	Impressions
Social Media	127,606

facebook

Pike Place Market Sweepstakes ✓ Liked

# PIKE PLACE MARKET

**Thank you Seattle, for preserving The Market.**

To show our appreciation, we're giving away \$100 gift cards every day this week!

**Step #1: Watch the video**

Justin Hall  
Pike Place Fish

**Step #2: Enter the sweepstakes & share it on Facebook.**

Enter this sweepstakes

1

2

Complete the form and click Enter Enter

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Pike Place Market and not to Facebook. By participating in this promotion you agree to a complete release of Facebook from any claims. Participation in this promotion is subject to the official rules.

Powered by Woobox

facebook  Find Friends Home

Pike Place Market Sweepstakes ✓ Liked

Admin Tab Options  
Pre-view Mode is On. Only admins can see this offer.

You are entered to win! You have 3 entries.

Thank! You're entered. Share with your Facebook friends for a chance to win!

Get 1 bonus entry

Invite your friends

Post to your wall

**Post to Your Wall**

I love my local Pike Place Market!

**Enter to win a \$100 gift card to Pike Place Market!**  
woobox.com  
The market is thriving thanks to you, and we're giving away free stuff all week to celebrate.

via Sweepstakes

Share Cancel

Powered by woobox

# Engagement

The contest had a significant level of engagement. Aside from the entries and shares, the Pike Place Market page received a high level of comments and “likes”. Below are some of the posts from the contest::


**Pike Place Market**  
 Saturday

Congratulations to Patrick Self! He is Friday's sweepstakes winner. Again, thank you to everyone that entered. Your support means so much to the us.

Like · Comment · Share

33 people like this.


**Barbie Beatdown #1776 congrats!**  
 Saturday at 1:01pm · Like


**Red Dragon Casino Allright Patrick!**  
 Saturday at 1:50pm · Like

Write a comment...


**Pike Place Market**  
 Tuesday

Congratulations Michele Alberts on winning Monday's \$100 Gift Card! We still have four more days so continue to enter, and share the sweepstakes with your friends and family.

**Thank you**

Pike Place Market is recognized as America's premier farmers' market and is home to nearly 220 year-round commercial businesses, 240 craftspeople, 85 farmers, 320 street performers and musicians, and 300 apartment units. Page: 157,054 like this

Like · Comment · Share

77 people like this.

View all 6 comments


**Pike Place Market Hi Krista, to enter you should click the link that is featured in this post. If that doesn't work, please let us know.**  
 Tuesday at 12:16pm · Like


**Jennifer Rose Lohr Pike Place always lifts me up when I go...**  
 Tuesday at 11:02pm · Like

Write a comment...


**Pike Place Market**  
 Wednesday

Congratulations to Heather Hamby on winning Tuesday's \$100 Gift Card! The sweepstakes still has three more days, so keep your entries, sharing and excellent comments flowing. To enter the sweepstakes, click the link featured in this post.

**Thank you**

Pike Place Market is recognized as America's premier farmers' market and is home to nearly 220 year-round commercial businesses, 240 craftspeople, 85 farmers, 320 street performers and musicians, and 300 apartment units. Page: 157,054 like this

Like · Comment · Share

31 people like this.

Write a comment...


**Pike Place Market**  
 Yesterday

Congratulations Marie Tietjel You are Wednesday's \$100 Gift Card winner. We have two more days left in our promotion, so be sure to enter and share the sweepstakes with your friends and family!

**Thank you**

Pike Place Market is recognized as America's premier farmers' market and is home to nearly 220 year-round commercial businesses, 240 craftspeople, 85 farmers, 320 street performers and musicians, and 300 apartment units. Page: 157,054 like this

Like · Comment · Share

54 people like this.


**Rick Wood My co-workers tell me that we need to check this place out. What do you think?**  
 Yesterday at 9:02am · Like · 2


**Mike GadgetGeek Stock @ Rick, We were in Seattle for a week. I spent an hour almost every day at the Market and ate my way through most places that I had researched. I got to catch a salmon at fish market, and had wonderful breakfasts in or near the market every morning. Go here and follow some of my links to pictures, I'm sure you will be convinced. http://285foodies.com/forum/the-rest-of-the-world/seattle/msg22650/#msg22650**  
 Yesterday at 9:46am · Like

Write a comment...


**Pike Place Market**  
 April 30

To say thank you for your support we're giving away \$100 gift cards on our Facebook page everyday this week. Click the sweepstakes below to enter for your chance to win. Let us know what you think of the video!

**Thank you**

Pike Place Market is recognized as America's premier farmers' market and is home to nearly 220 year-round commercial businesses, 240 craftspeople, 85 farmers, 320 street performers and musicians, and 300 apartment units. Page: 157,054 like this

Unlike · Comment · Share

You, Britt Thorson and 147 others like this.


**Al Arnold PPM. I caught a Salmon and 2 giant Lobster tails**  
 April 30 at 8:28am via mobile · Like


**Chermi Harlick I am unable to find a video link on the page. Any hints?**  
 April 30 at 8:42am via mobile · Like


**Pike Place Market Hi Chermi, the video disappears after you enter. Here is a direct link to the video: http://youtu.be/Tu4ql807AJo**  
 April 30 at 8:46am · Like · 1


**Chermi Harlick Thank you. It was a wonderful little clip!**  
 April 30 at 8:59am via mobile · Like


**Shylah Corter love the video, just moved back to wa and cant wait to see pike place again!!!!**  
 April 30 at 9:01am · Like


**Chanda Diamond That's awesome! Glad we moved here from wisconsin**  
 April 30 at 9:04am · Like

**Here is some of the content that entrants posted along with the campaign video:**

“We have an awesome Market. Pike Place Market rocks always has and always will. Born and raised here and love the market.”

“Great video, renovations look great”

“Hoping I win so I can spend it there next month! :)”

“Pike place so awesome...my favorite thing about Seattle :)”

“Watch this fascinating video about Pike Place Market!”

“It’s Spring time, the weather is getting warmer, and the Pike Place Market is on the “Things To Do” list!”



# Video

## Background

The “Thank You, Seattle” video features a selection of current long-time market vendors. The video took an unscripted approach, using documentary style interviews with each vendor. The story used sincere interview bites from a handful of vendors talking from the heart about what it is that makes Pike Place Market so special, what it means to them as a business owner, and why it’s so important to Seattle. The tone of the video is nostalgic and celebratory, with heart-tugging appreciation. It covers the Market’s vitality, heart, and historical significance. The video ends with a thank you from the vendors to the public and call to come visit the Pike Place Market.



Filming of the video

	Impressions
Video	1,383

**In 2008 Seattle voters  
approved a levy to fund the  
renovation of Pike Place Market.**



**The renovation provided updates  
to the Market's aging infrastructure.**



**Thank you, Seattle.**

# Key Partner Recognition Materials

## Background

Reaching the Market’s tenants, residents and key supporters required a sensitive approach. As good stewards of the public’s funds the Market could not spend tax dollars intended for Market renovations on a lavish celebration. Conversely, these key audiences experienced the renovation process first hand, and needed to be thanked in an authentic way. Because a segment of them were displaced to accommodate the renovation process, it was important to ensure they heard that the PDA recognized the renovations could not have happened without their support. As a result, a suite of materials were produced that invited Market tenants, residents and key supporters to a small handful of celebratory events.

In addition, a special thank you card was printed and mailed out to a select group of key supporters. This card was created to be a timeless keepsake featuring iconic Market scenes from artist Scott Lantz, and invited these key supporters to a formal celebration and individual renovation tours.



Invitation Front

	Impressions
Key Partner Recognition Materials	2,950



# COMMUNITY CELEBRATION

In recognition of your patience and perseverance through three years of construction and disruption, we would like to invite you to a day of celebration marking the end of the renovation.

**Thursday, May 10, 2012**

**Breakfast 8:00 – 10:00 a.m.**

North Arcade at Pine Street & Stewart Street | Featuring a selection of pastries, savories and beverages from Market businesses.

**Open House 4:00 – 7:00 p.m.**

Economy Atrium | Featuring Hors d'oeuvres, beverages and cake.

RSVP requested before May 4, 2012 to  
[kelly.lindsay@pikeplacemarket.org](mailto:kelly.lindsay@pikeplacemarket.org).

Please specify the event(s) you'll attend and the number of guests.



Invitation Back



Images from Thank You Celebration Events





Images from Thank You Celebration Events



Pin Card





Thank You Piece side 1



In 2008 your donation to the Citizens for Pike Place Market campaign helped promote Seattle Proposition 1 – the property tax levy funding critical safety and access improvements to Pike Place Market.

Because of your generosity, voters overwhelmingly approved \$68.6 million for a multi-year repair and upgrade program that began in April 2009. Three years of construction later, we are thrilled that major renovations to the Market have been completed on time and within budget.

The project focused on infrastructure upgrades that make the buildings stronger and safer, provide better access and amenities for visitors, and increase operational efficiencies without compromising the Market's historic character. Our deepest thanks for preserving this treasured landmark for future generations!

Sincerely,  
  
 Ben Franz  
 Executive Director  
 Pike Place Market FFA

  
 Julian Hochstein  
 Executive Director  
 Market Foundation

## Thanks to you!

We made every effort to be careful with the public funds, to remain mindful of the Market heritage and to select systems and materials that would yield benefits for decades. Here is an overview of the improvements:

- Seismic and structural improvements for earthquake safety
- Upgrades to electrical systems to meet safety codes
- Optimized energy usage via the creation of a new central plant
- Newly installed public restrooms and elevators to better serve visitors
- Major improvements to plumbing, windows, doors, stairs, fire suppression systems and flooring

## Behind the scenes

As with everything in the Market, the behind-the-scenes stories make it special. This project was no different.

- To keep them straight, the brace frames were all given nicknames that referenced their location, including Karl Marx, Winston Churchill, Shrimp Star and Chili Pepper.
- Tilework on the new restrooms feature visitors in "varying degrees of urgency"
- After Rachel the Piggybank's traumatizing incident with a cab last year, she returned from her recovery on Whidbey Island with a companion, Billie

## A stronger future

In addition to completing the planned renovations on schedule and within budget, this project generated some other impressive success metrics:

- 225 new local jobs were created during a time of economic downturn
- Businesses saw a 2 percent revenue increase in 2011 over the previous year
- Sales in 2010 were up 4 percent over 2009, supported in part by our efforts to help businesses stay open during repairs
- This work has saved and will continue to save \$50,000 to \$75,000 each year on property insurance premiums

## A Special Invitation

We'd like to invite you to join us for a tour so that you can see the impact that you've made. In this special "behind the scenes" look at the renovation, we will go in, around and through the Market to take a closer look at the improvements that have made the Market more accessible and livable.

Space is limited, so please RSVP and reserve your spot today!

**Saturday, May 19 • 10:00 am**  
**Monday, May 21 • 6:00 pm**

Tours will meet at Rachel the Pig, and last approximately 90 minutes. Light refreshments will be provided.

Please RSVP to [jennifer.davis@pikeplacemarket.org](mailto:jennifer.davis@pikeplacemarket.org) or call (206) 774-5249.



Thank You Piece side 2



Thank You Piece

# Installation

## Background

A series of thirty signs were produced to educate consumers at the Market on the renovations. The signs were hung across eight key Market areas, and used a tone that was playful and comedic to draw consumers in to read more about the renovations. The signs were accompanied by a brochure that served as the takeaway piece and allowed the viewer to navigate the renovation tour at their own convenience. All thirty signs are displayed on the following pages.



	Impressions
Special Installation	565,000



# I FEEL LESS EXPOSED

THANKS FOR THE NEW ROOF



- I'm a slight overachiever: new electrical, plumbing, fire sprinklers and HVAC systems were added to every business space in this building.
- Above, a new roof provides better durability and protection from the elements. Who am I kidding? From the rain.
- Behind the Pike Place Bakery, a corner of Rotary Grocery was carved out to make room for a stop on the new elevator for Western Avenue.

## Thanks to you.

Thanks to the overwhelming support of Seattle residents, the iconic Pike Place Market was able to complete a \$68.6 million renovation — on time and on budget. Because of your help, we now have a stronger, safer and more accessible Market.



Scan to find out what else nearby is new!



# I HAD A FACE LIFT

CAN YOU TELL?



- Even though it's one of my narrow buildings, Stewart House had been suffering from leaks that threatened the structure of the building.
- I couldn't have that, so extensive repairs included replacing the roof, building doors, windows, deck and every single brick. Don't say I'm not thorough.
- During the construction, 40 residents were relocated to phases to other furnished apartments within the Market.
- I'm deeply grateful to have such an amazing, patient and diverse group of tenants.

## Thanks to you.

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# LET ME SHOW MY SUPPORT

IT'S THE LEAST I CAN DO



- Everything in Mr. D's was removed for new brace frames and reinforcement of the walls. The basement area—where their kitchen is located—was completely gutted.
- The brace frames extend up through Copacabana.
- The pipes connecting the east side of Pike Place to the central plant on the west run under the street, along with new communication cables. Can you find the new bricks?

## Thanks to you.

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# I GOT BRACES!

SEISMIC BRACES, THAT IS...



- The Confectionary's front area was closed to customers while I was getting my braces.
- A special doorway allowed them to continue baking while the sales area was temporarily relocated to the Economy Market.

## Thanks to you.

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Scan to find out what else nearby is new!



# BRACE YOURSELF

I'M SAFER THAN I'VE EVER BEEN



- In the name of protecting baked goods, new steel supports were installed on either side of this bakery for seismic upgrades.
- A total of five brace frames were installed in the Triangle Building. Upgrading the seismic structure for the building was one of the highest priorities; it nearly collapsed during a previous renovation in the 1970s. Second time was the charm!

## Thanks to you.

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Scan to find out what else nearby is new!



# SIT DOWN AND TAKE A LOAD OFF

DOESN'T THAT FEEL BETTER?



- Seriously, we needed more toilets. As in the Sanitary Market, the graphics of this new bathroom were designed by architect SFG.
- Other upgrades here included seismic bracing.
- Coming soon, my lovely new seating area will give visitors a place to relax and enjoy their Market experience.

## Thanks to you.

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Scan to find out what else nearby is new!



# TAKE A SEAT ON YOUR NEW THRONE

SAY HELLO TO PIKE PLACE MARKET'S **NEW BATHROOM**



- You asked, I listened. One of the biggest requests from shoppers was more restrooms. Now I have 16 new porcelain thrones.
- The jokesters at SRG get the credit for the artwork on the walls. You'll notice a similarity to the tiling in the Main Arcade restrooms (where chromosomes and an angular lady, designed by Laura Sindell, was installed in a 1980s renovation).
- This wall also houses a brace frame for seismic work in the Sanitary Market, which extends down a floor into the basement and up a floor into other shop spaces.

## Thanks to you.

Thanks to the overwhelming support of Seattle residents, the iconic Pike Place Market was able to complete a \$68.6 million renovation — on time and on budget. Because of your help, we now have a stronger, safer and more accessible Market.



Scan to find out what else nearby is new!



# EL MERCADO 2.0 STRONGER THAN EVER



- Mis amigos en El Mercado Latino consiguen nuevos marcos de refuerzo y llave de sismos en tres de sus paredes.
- Six businesses, including El Mercado, operated out of trailers on the street during the fall of 2010 until the spring of 2011. El Mercado Latino, Chicos Produce, Mr. D's Greek Delicatessen, Pike Place Market Creamery, Pike Place Cheese, and Corner Produce, Troopers!

## Thanks to you.

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Scan to find out what else nearby is new!



# WELCOME TO MY PIPE DREAM

ISN'T IT GORGEOUS?



- The piping above you is part of my new hydronic system! This means more efficient heating and, for the first time...drum roll...cooling! The system transfers heat from refrigeration units to places where it is needed.
- I hit three birds with one stone. See that new electrical vault to the right? That provides centralized service for the three surrounding buildings.

## Thanks to you.

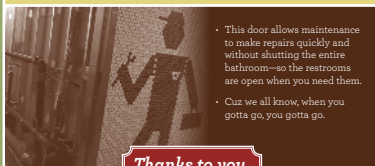
Thanks to the overwhelming support of Seattle residents, the iconic Pike Place Market was able to complete a \$68.6 million renovation — on time and on budget. Because of your help, we now have a stronger, safer and more accessible Market.



Scan to find out what else nearby is new!



# AHHH, WHAT A RELIEF DUDE. DON'T FORGET TO FLUSH.



- This door allows maintenance to make repairs quickly and without shutting the entire bathroom—so the restrooms are open when you need them.
- Cuz we all know, when you gotta go, you gotta go.

## Thanks to you.

Thanks to the overwhelming support of Seattle residents, the iconic Pike Place Market was able to complete a \$68.6 million renovation — on time and on budget. Because of your help, we now have a stronger, safer and more accessible Market.

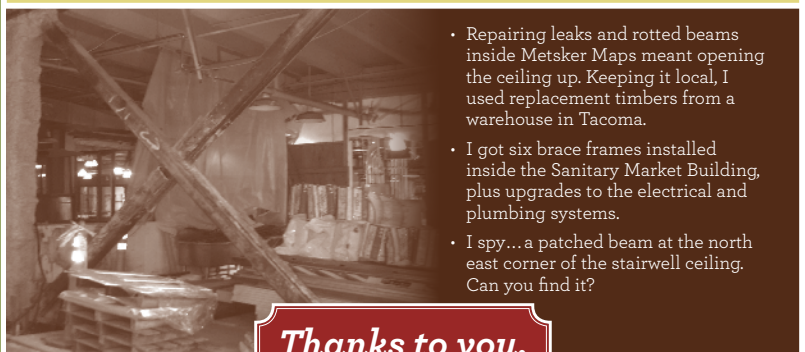


Scan to find out what else nearby is new!



# I WENT TOPLESS LAST SUMMER

TO GET **MORE STRUCTURE** IN MY LIFE



- Repairing leaks and rotted beams inside Meters Maps meant opening the ceiling up. Keeping it local, I used replacement timbers from a warehouse in Tacoma.
- I got six brace frames installed inside the Sanitary Market Building, plus upgrades to the electrical and plumbing systems.
- I spy...a patched beam at the north east corner of the stairwell ceiling. Can you find it?

## Thanks to you.

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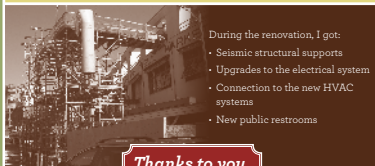


Scan to find out what else nearby is new!



# NOTICE ANYTHING DIFFERENT ABOUT ME?

OKAY, NOTICE A LOT DIFFERENT ABOUT ME?



- During the renovation, I got:
- Seismic structural supports
  - Upgrades to the electrical system
  - Connection to the new HVAC systems
  - New public restrooms

## Thanks to you.

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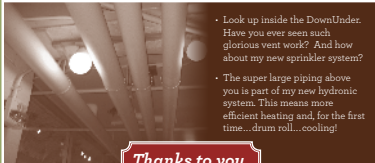


Scan to find out what else nearby is new!



## IT'S GOOD TO BE ME.

I GOT NEW VENTS, AND PIPES, AND SPRINKLERS.



- Look up inside the DownUnder. Have you ever seen such glorious vent work? And how about my new sprinkler system?
- The super large piping above you is part of my new hydronic system. This means more efficient heating and, for the first time...drum roll...cooling!

### Thanks to you.

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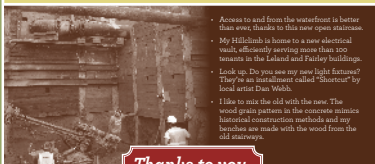


Scan to find out what else nearby is new!



## HELLO WATERFRONT!

I'M LOOKING FORWARD TO GETTING TO KNOW YOU BETTER



- Access to and from the waterfront is better than ever, thanks to this new open staircase.
- My Hillclimb is home to a new electrical unit, efficiently serving more than 100 tenants in the Leased and Fairley buildings.
- Look up. Do you see any new light fixtures? They're an installation called "Shower" by local artist Dan Webb.
- I like to mix the old with the new. The wood grain pattern in the concrete retains historical construction methods and my benches are made with the wood from the old stairways.

### Thanks to you.

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Scan to find out what else nearby is new!



## I'M GETTING FRESH WITH YOU

AND CLEAN, AND DRY. DON'T JUDGE!



- I'm blushing with the memory of it, but when my walls came down, everyone saw I needed major work.
- New plumbing, new wood beams and reinforced concrete walls make me feel much more secure. Thank goodness.

### Thanks to you.

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Scan to find out what else nearby is new!



## I'VE BEEN WORKING OUT

AND IT'S NOT JUST TO LOOK GOOD.



- Workers gave me a new lease on life with seismic improvements throughout.
- Can you tell? Probably not—they lovingly covered it up so I still look the same. Even the canopy along First Avenue was repaired.

### Thanks to you.

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Scan to find out what else nearby is new!



## I'M MOVING ON UP

AND DOWN, AND UP, AND DOWN...



- To make it easier to enter the Market from Western, we added two steps to this side by digging down two stories.
- See the glass the pattern on the walls? It was inspired by the Salish baskets once sold by Native Americans on the waterfront.
- Don't forget to say hello to Billie the pig, a good friend of Rachel the piggy bank, welcoming you from Western Avenue.

### Thanks to you.

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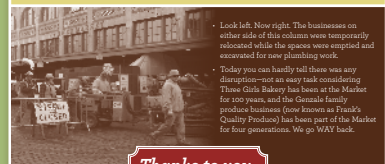


Scan to find out what else nearby is new!



## THREE GIRLS GOT A MAKEOVER

A 100 YEAR MAKEOVER



- Look left. Now right. The businesses on either side of this column were temporarily relocated while the space was emptied and excavated for new plumbing work.
- Today you can hardly tell there was any disruption — not an easy task considering Three Girls Bakery has been at the Market for 100 years, and the Gonzales family produce business (now known as Frank's Quality Produce) has been part of the Market for four generations. We go WAY back.

### Thanks to you.

Thanks to the overwhelming support of Seattle residents, the iconic Pike Place Market was able to complete a \$68.6 million renovation — on time and on budget. Because of your help, we now have a stronger, safer and more accessible Market.



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# I WAS FRAMED

## IN A GOOD WAY



- Behind this simple wall are two major brace frames. When I say major, I mean they go up through two entire restaurants—Matt's in the Market and Pike Place Bar & Grill—which, by the way, remained open for the duration of the work. Who am I to keep people from their food?
- Five steel brace frames were installed (as well as a new elevator) inside the Corner Market Building.
- To keep them straight, the brace frames were all given nicknames that referenced their location. Can you guess the shops where Karl Marx, Pork Chop, Wok, Winston Churchill and Cabbage were placed?

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## THESE COOL FISH MAKE THE MARKET HOT

### OR RATHER, COZY AND WARM



- City Fish needed to replace aging floors and walls, and took the opportunity to upgrade their refrigeration equipment as well.
- Heat captured from the new refrigeration units helps to warm things up at other places throughout the Market.
- And my restrooms just down the ramp also got a facelift.

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## WHERE TO START?

### GO NORTH. OR SOUTH. OR EAST. OR WEST.



- To the north is the North Arcade (check), where end-of-work and farmers sell goods on a daily basis. New sprinklers were installed, and a significant upgrade of electrical systems was added to give power to vendors and special street events.
- Piping across the skybridge connects the Market to a new central plant in the parking garage.
- Plumbing replacement work repaired or replaced drain lines serving the major restaurants, vegetable stands, and fish markets. Our selling food is how the Market began!

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## NEW GUTS, ALL GLORY

### I GOT THE FULL TREATMENT



- Check out my new plumbing and electrical services! It's like my birthday.
- Have I mentioned I love history? When we dug this all up, we uncovered a second foundation from the York Hotel, which was here until 1904.
- My new foundation supports go down 30 feet.

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## I CAN TAKE THE HEAT

### LITERALLY



- Look down. This floor was completely dug up to install my new electrical and plumbing lines for the new campus-wide energy system.
- Sharing is caring. The water system recaptures heat from businesses and transfers it to use in heating buildings.
- Through this door you can even see some of the stainless lines that are resistant to clogging and are extra durable.

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## NOT EVEN FREUD WOULD SLIP ON MY NEW FLOOR

IT WAS REPLACED WITH A **BRAND NEW NON-SKID FLOOR**



- I work my floors hard, so I got the best of the best. The new epoxy flooring installed at the four fishmarkets—Pike Place Fish, Pure Food Fish, City Fish and Jack's Fish Spot—was selected for extra durability. Previous tile floors proved to be too fragile for heavy loads, slippery when wet, and prone to leaks.
- I chose gray to hide that other standard paving material at the Market—dirty gum.
- Don't worry! Name tiles that were removed for the construction have been catalogued and will be reset in other locations.

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## THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME AND I'M SO GRATEFUL



- Looking up at the ceilings in the DownUnder, you can see the new ventilation and plumbing systems.
- Or can you? The architects and engineers worked very hard to make all improvements blend in to the rest of the Market to preserve the historic character.

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## DON'T JUDGE MY BOOKS BY THEIR COVERS

THERE'S A LOT MORE THAN MEETS THE EYE



- Bet you couldn't tell that this storefront was completely demolished to insert a new seismic brace, then rebuilt to look exactly the same.
- Ironically, the original door to Left Bank Books used to be on the right. It's now moved to the left. Or center, depending on your political view.

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## NO SQUIDS WERE HARMED IN THE RENOVATION OF THIS BUILDING NOR WAS MY SASQUATCH



- From a new roof on top to new beams in the basement, I've been refreshed inside and out.
- Adding seating and gathering space for the public was a high priority for me, and the squid.
- My new elevator is a smooth ride to every level of this 100-year-old building.
- Sasquatch, by Rich Beyer, guards my entrance. What a great friend.

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## I MAKE 105 LOOK GOOD! IT'S OKAY TO BE JEALOUS



- Behind my windows is the entry to "Comfort Station No. 1," the first public restroom built in Seattle in 1908. Honest.
- These restrooms have been completely renovated. Can you find the hidden message on the new tile walls?
- Because I can't quite let go of the past, the light above is a replica of my original light fixture that used to be where the Public Market Center clock and sign now stand.

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## WHO KNEW RENOVATION COULD BE CREATIVE?

WE TOOK "SCRAPPY" TO A WHOLE NEW LEVEL



- But I'm good, too. Some of the work for this elevator was done from the building next door, through holes cut in the wall!
- We found and used an abandoned and forgotten connecting door that had been walled over at least 50 years ago.

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## OH YES WE CAN, CAN; AND WE DID, DID

THIS BUILDING IS READY FOR IT ALL



- Half of the Crummet Shop's storefront was completely demolished and rebuilt so they could install a new seismic frame from here to the Can Can cabaret.
- The Can Can temporarily moved but always stayed open. Because they can can.
- And, now my new elevator gets you to all three levels of the building.

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Installed signs with rack & brochures

**In 2008, after years of planning,** public meetings, and assessing the needs of the Market's aging buildings, Seattle voters approved a tax levy to preserve and improve the historic 105-year-old landmark.

The three-phased project began in April 2009 and all major components were completed in April 2012. Priorities for the renovation included: upgrading the mechanical, electrical and plumbing systems to meet current standards and improve efficiency; installing seismic supports to prevent earthquake damage; improving access for persons with disabilities; and providing new and refurbished public restrooms.

While the renovations were extensive, great care was taken to preserve the historic character of the Market. We invite you to explore for yourself and see if you can tell where improvements were made!



Scan for a special thank you from Pike Place Market vendors

## Thank you!

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# THANK YOU SEATTLE!

Brochure side 1



## New Elevators



Three public elevators improve accessibility for disabled people, seniors and families with strollers. The elevators in the Corner Market and Economy Market provide service for the first time in the historic buildings. The Hillclimb added two stops to the bottom of an existing elevator and provides improved pedestrian entry to the Market from Western Avenue.

## New Restrooms



Providing additional public restrooms was a huge priority in the renovation. Two new large sets of public restrooms have been added in the Soames/Dunn and Sanitary Market Buildings. Located at the Arcade level on the east side of Pike Place they are readily accessible for all visitors.

## Central Plant Connections

A new Central Plant in the parking garage connects all of the Market's core buildings and provides energy efficient heating and cooling to businesses and public spaces. The system uses a condenser water loop to redirect heat from areas that need cooling—like businesses and restaurants with large refrigeration units—to areas that need heating without requiring additional energy.

## New Electrical

A new electrical system not only brings the Market up to current service and safety standards, it also provides greater flexibility to meet the current and future needs of a diverse tenant base.

## Structural Improvements



The buildings most in need of upgrade were the Triangle Market, the Sanitary Market and the Corner Market. Bringing them up to current standards for seismic stability meant carefully inserting steel frames and concrete walls without compromising their historic integrity.

Brochure side 2



# Partnership Outreach


## Background

A two-phased approach to partnership outreach was performed in support of the campaign. A partnership toolkit was developed that provided a targeted list of partners with content that allowed them to push the campaign's messaging through their communications channels. The second phase of the partnership outreach was aimed at top-tier partners that could push specific campaign content to Seattle voters in a big way. Through this partnership outreach the Downtown Seattle Association and the Sounders FC were secured as campaign partners, which resulted in the campaign's messaging being handed out by MID Downtown Ambassadors and the campaign video being played at Sounders matches and through the Sounders BELO schedule.

**THANKS TO YOU.**


Thanks to the overwhelming support of Seattle Residents, the iconic Pike Place Market was able to complete a \$68.6 million renovation - on time and on budget. Because of your help, we now have a stronger, safe and more accessible Market. Come visit us at the market to experience the renovations first hand.

Scan for a special thank you from Pike Place Market vendors



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This Week in Downtown produced by:



**DSA Newsletter**

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**Pike Place Market Celebrates Completion of \$68 Million Renovation**

Thanks to voter support, the Pike Place Market has completed its \$68.6 million renovation – on time, and on budget.

The Pike Place Market Preservation and Development Authority (PDA) is featuring a month-long installation to inform the public about the renovation.

As a special thank-you to Seattle voters, the Market will be giving away prizes on Facebook during the month-long celebration...

[full story »](#)

**APRIL 25, 2012**

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	Impressions
Partnership Outreach	163,917



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