

FROM THE EDITORS

Finest hour? SEP 13 '81

It has been nearly 10 years since the people of Seattle "saved" the Pike Place Public Market. Many believe it was the finest hour for grass-roots politics in the city.

The victory on November 2, 1971, of Initiative No. 1 was the first time the citizens of any city had rejected, at the polls, an urban-renewal plan.

Seattle's voters were asked to choose between two sharply contrasting visions of the Market's, and, in a way, the city's future.

One scheme, strongly supported by City Hall and some of Seattle's most influential business leaders, called for extensive demolition of buildings in and around the Market. The project was expected to attract from \$1 million to \$100 million in private investment.

A group called Friends of the Market offered a more humble program, aimed at saving all but a few of the buildings in a seven-acre historical district. More importantly, the Friends sought to protect the Market's character as a place for farmers to sell their produce and for small merchants to offer a variety of goods found nowhere else in the city.

Both the supporters and the opponents of the initiative maintained that their ultimate aim was saving of the Market. The Friends' vision prevailed.



Today, after a federal investment of some \$35 million and years of restoration, the Market is surging with vitality. Not everyone is pleased with the result, but few would disagree with Victor Steinbrueck, architect and founder of the Friends of the Market, that what is there is far better than what might have been.

Steinbrueck remains perhaps the most passionate believer in the Market as the "soul" of the city. He also remains the most vigilant, uncompromising and persistent critic of much of the work that has been completed.

A prominent architect who is a close friend of Steinbrueck's pronounces him nothing less than "a true urban hero" for his work to save the Market.

In today's Pacific magazine, Times Reporter Dick Clever and Photographer Cole Porter examine the history that brought much of the Market to the brink of demolition, the fight to save it and the changes that have been wrought in the past 10 years.

Their report begins on Page 8.

Cole Porter's cover photograph shows Lisa Dzingle arranging fruit at one of the attractive and colorful stalls early one morning in the Market.

Pike Place Market

The struggle for salvation was good for Seattle's 'soul'

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WRITTEN BY DICK CLEVER
PHOTOGRAPHED BY COLE PORTER

There is a reassuring sameness to the morning routine in the Pike Place Public Market. Vendors set up their stalls for the day's business and gather in Lowell's Cafeteria for coffee and doughnuts, sometimes talking about the way things were.

Down at the end of Flower Row, Millie Padua calls out the permit numbers of craftspeople, assigning them to day stalls along the north arcade. Their numbers have increased at least 10-fold the past 10 years, to more than 250.

Pyramids of turnips, carrots, cabbage, bok choy, radishes sprout on the galvanized-steel tabietops and glisten as farmers spray them with a fine mist of water.

Later, as the lunch hour approaches and crowds thicken, Sam Buckley, the big, street-wise ex-cop who heads the Market's 11-person security force, will take his place in a booth on the second level of Lowell's. From there, he will scan the stream of foot traffic on the main arcade below, watching for familiar faces — till-tappers, pickpockets, pursesnatchers and street hustlers.

There is the hum that builds throughout the morning, a harmonic blend of vendors' shouts, murmuring shoppers, shuffling feet on asphalt, the eternally stalled traffic along Pike Place.

And the ripe smell of produce and fish so deeply embedded in three quarters of a century of the Market's life that it is there forever.

The Market is the same, only

different.

Leon Eggerling, who has pursued a dual career as a steeplejack and a sketch artist of Market scenes, has in the past decade visually plumbed virtually every line in the Market with his drawings. He says the change is subtle, but disconcerting, like returning to a room to find someone has suddenly shifted the furniture a bit.

There is little evidence the city's most cherished institution, 10 years after it was "saved" by a hard-fought initiative campaign, is anything but a success.

Merchants are making more money than ever, the number of businesses in the Market has nearly doubled and it has proved a magnet for new development.

But Victor Steinbrueck, the University of Washington architecture professor who fathered the save-the-market movement nearly two decades ago, watches with trepidation as the tides of trendiness lap at its borders.

He scowls at the oak paneling and brass rails that turned up in the Corner Market building. He raised hell when city planners marked several structures for demolition. He fought the removal of scores of units of low-income housing, dwellings for many of those he believed put a human face in the market.

A gadfly to some, Steinbrueck is the undisputed conscience of the Market's restoration. He pursues his task with the diligence of a prudish chaperone at a coed slumber party.

Victor, says his friend, Ibsen Nelson, another architect "is a true urban hero."

And the debate over the fate of the Market was a true urban battle.

For those who loved it, the Market was the apple, the peach, the rutabaga of their eye. It nurtured their fondest appetites, tickled their senses and was wise in the secrets of delight.

Others saw the Market as a disheveled, slightly balmy old uncle who needed to be cleaned up, disinfected, perhaps even institutionalized.

But the old uncle had winning ways and wormed his way into the heart of the city. More than half a century after its birth, there were many who agreed with artist Mark Tobey that the Market was no less than "the soul of Seattle."

November 2, 1971, the city's voters overwhelmingly chose restoration over demolition and rebuilding of the Market by approving Initiative No. 1. Today, even some of those who said it couldn't be done have changed their minds.

Sol Amon, proprietor of Pure Food Fish and a third-generation Market merchant, doesn't like to be reminded of his opposition to the initiative.

"I'm real happy with the way things worked out," he says, stacking a table with fresh fish. He smiles, "I'm making more money than I have ever made before."

Amon's satisfaction springs from the heavy crowds that flock to the Market in numbers greater than ever. The only thing he fears, he says, is too much success.

"If things get any bigger, I may have to hire more people and then I'm working twice as hard as when I was young. I don't need that."

The Market had sprung up, piece by piece, on the clay bluffs above Western Avenue since 1907, when consumer and farmer alike rebelled against price gouging of commission houses, operated by wholesalers who bought cheap and sold high.

**'It was a miracle
the thing hadn't
fallen down the
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The City Council set aside August 17, 1907, as Market Day, to encourage farmers to come and sell their produce directly to the consumer.

A Seattle Times account of that day: "Thousands were assembled on the first day by 9 o'clock, waiting to see if the farmers would defy the threats of the commission men. But not a single farmer. Then H.O. Blanchard, with a wagon load of vegetables, hauled by a single horse, pulled in from near Renton Junction. He had defied the commission men and made his way over almost impassable roads. He was hailed with cheers that could be heard far out in the day. At the outskirts of the crowd, he stopped. He sold out in a few minutes."

Other farmers followed Blanchard to Pike Place and November 30 of that year, the Council established a permanent public market on the site where it remains today.

It was an odd collection of buildings that sprang up around Pike Place in the years that followed. They were spare, undistinguished, but functional. They just "occurred," as an architect, George Bartholick, would later observe after taking on the restoration of the central section of the Market.

When Bartholick's "moles" burrowed under the old buildings, they found pillars unsupported by foundations, sagging walls, loosely propped beams.

"Somehow, in a stack-of-cards way, the Market had remained standing," Bartholick said. "It was a miracle the thing hadn't fallen down the hill onto Western Avenue."

BORN in defiance, the Market never lost its cantankerous ways, which sometimes skirted the bounds of meanness. During the 1920s, more and more Japanese, efficient and productive farmers, moved into the tables along the main arcade.

A group of farmers complained to the county prosecutor that the Japanese were not true "producers" because the anti-alien land laws barred them from owning property.

In the course of his investigation the prosecutor uncovered some intriguing facts. The city's market master, in charge of renting stall space, had been taking bribes to assure farmers of space to sell their goods. The master resigned and the City Council undertook its own investigation of market operations.

Among other things, the Council heard charges from some farmers that the city had improperly granted exclusive rights to a large section of the market to a private company — the Pike Place Public Market Co.

In April, 1928, Councilman Otto A. Case questioned Joe Desimone, vice president of the company, in an exchange that drew hearty laughter throughout the Council chambers. A newspaper story gave this account:

"Do you give councilmen baskets of fruits?"

"Sure. I send them baskets of fruit, and when they pass my place I give them cabbage, lettuce, spinach — all kinds of vegetables," replied the jolly and rotund Mr. Desimone.

"Do you treat the market inspectors that way?"

"Sure, everybody."

The harassment of the Japanese that precipitated the 1920s investigation eased and, eventually, as the early immigrants produced families of American-born citizens, in whose name they could own land, their position in the Market stabilized.

Pearl Harbor changed that. December 9, 1941, the "jolly and rotund" Joe Desimone was quoted in Seattle newspapers as saying:

"I am going to the Federal Bureau of Investigation today. If they tell me to fire the Japs I have working for me, I'll fire them all, not only the ones in the stalls, but the ones in the wholesale houses and on the farms, too."

As thousands of Japanese — most of them American citizens — were forced to give up their property and were hauled away to internment camps east of the Cascade Mountains and beyond, the Market lost dozens of its best farmers. Most of them never returned.

After the war, the ranks of the remaining farmers began to dwindle as industry pushed southward along the Duwamish River and down the Green River Valley. Manufacturing plants sprouted atop some of the richest farmland in the Northwest. The land was cheap and flat, easier to prepare for building.

As more farmers disappeared from the land, there were fewer of them behind the day stalls in the Market, draining some of its life's blood.

Some held out a little longer. Millie Padua and her late husband raised and educated several children on their 20-acre farm near Kent. Most of their produce was sold in the

Market.

"Farming is not an easy life," she says, between bites of a hotdog in her office at the Pike Place Preservation and Development Authority (P.D.A.) office. "The hours are long, the pay is not great and you're constantly running to stay ahead of things."

She is plainly amused at the romanticized notion of the farmer as a noble prince of the soil who revels in 14-hour work days, enjoying a life of genteel poverty.

The Paduas finally sold their farm to an industrial firm which had been seeking land in the Kent area for a new plant. As with many small farmers, the land represented their retirement nest egg.

Mrs. Padua now works as market master for the P.D.A., a public corporation which is the landlord for Market properties.

The Market began a long, slow period of decline after W.W.II. Buildings fell into disrepair. The era of the supermarket had begun, drawing customers away from the arcades. The suburbs attracted young families, depriving the Market of a new generation of devotees.

To many of the postwar generation, the Market was old hat. There was an infatuation with things new. People no longer wanted to make do with hand-me-downs.

Low-interest G.I. loans helped finance the explosion of the suburban ideal, the station wagon in the driveway of the trim three-bedroom rambler, which was, of course, only blocks away from the new shopping center.

Joe Desimone was gone, passing control of the core market to his son, Richard. The building sagged against the hillside, its maze of passageways dingy with dust and grime. Pine planks warped and rotted, paint withered and blistered, wood pillars twisted and cracked over their uncertain foundations.

Maintenance was not one of Richard Desimone's strong suits, but then the low sales volume in the Market made it difficult to justify rents high enough to make all the necessary repairs.

Still, the Market was full of warmth and comfort to many of its denizens. Longshoremen awaiting job calls guzzled beer at the old Mint Cafe on First Avenue. Retired seamen rubbed elbows with Indians in the Foc's Tavern on Pine Street, between Pike Place and First Avenue.

The state liquor store on Pike Place did a brisk business in fortified wine, which warmed the guts of any man who could scrape together four bits.

It was a period of gentle decay, as the Market aged like a bag lady who is no longer aware of how she appears to others and wouldn't care anyway.

THE Boeing Co. was building airplanes, rolling out its spectacularly successful 707 jetliner in the late 1950s, bringing a boomlet of prosperity to Seattle.

The World's Fair, in 1962, also inspired a burst of civic pride. It was a grand achievement for the city's movers and shakers. Some believed the city that could produce a World's Fair could accomplish almost anything.

The new spirit of "can-doism" produced an outpouring of civic projects. The 1968 Forward Thrust bond issue was born of that spirit. Seattle's voters were persuaded to approve a \$100 million bond issue that financed a massive shopping list of public-works projects.

Earlier in the 1960s, the thoughts of some of Seattle's leading merchants and financial leaders turned to the city's core. They agreed that downtown was in need of some face-lifting, a major project that would head off the kind of urban decay that other American cities had suffered.

Much of the discussion took place privately, among members of the influential Central Association, which years later was to become the Downtown Seattle Development Association.

The association's members were leading retail merchants, bankers, lawyers and real-estate developers active in the city's vital core.

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Their gaze turned in the direction of Pike Place, where the Market and its environs occupied one of the choicest pieces of urban real estate anywhere in America. Perched on a bluff overlooking Elliott Bay and facing the Olympic Mountains, the Market's site afforded what Mayor Dorn Broman called a "million dollar view."

And the federal government had a new tool available for cities with the vision to make use of it — urban renewal.

William H. Ferguson, a promi-

nent attorney and member of the inner circle of the Central Association, became the prime mover behind a plan to revitalize downtown Seattle. An essential component was the land occupied by the Market.

Ferguson recalled recently that the association hoped to see a development that would finally link the downtown retail center to the Market and the waterfront.

The association's links with City Hall were already well-established and the group set about in time-honored fashion to get the politicians on board.

In June of 1963, the Central Association announced its support for a \$50 million urban-renewal project for a 20-acre site bounded by First and Western Avenues on the east and west, and Lenora and Union Streets on the north and south. Smack in the middle was the Pike Place Public Market.

The association appointed a committee to supervise a feasibility study on the project, which was planned to include a seven-story, 3,000-car parking garage along the slope above Western Avenue. On top of the garage would be constructed a new Pike Place Market as a "major tourist attraction."

There would be a 30-story hotel, two high-rise apartments, two commercial office buildings and a cluster of "modern" shops above the garage.

The key to the project, the association said, would be urban renewal, which gave the city power of eminent domain in the designated area.

As the late Paul W. Seibert, the association's executive vice president, explained at the time, private enterprise had tried for years to assemble the land to accomplish a major project in the area of the Market. But not enough people were willing to sell.

Eminent domain — a government's power to condemn land for public use — could force property owners to sell whether they wanted to or not. The city would assemble the land, and resell it to private developers.

There was great enthusiasm on the City Council for the urban-renewal plan. It would be a great accomplishment. Little heed was paid to the warnings of the professor of architecture from the University of Washington who was the lone voice of opposition at a September, 1963, hearing on the project.

The professor was Steinbrueck,

who said things like:

"Modernization of the Market would be like trying to replace a grandmother with a chorus girl."

Steinbrueck was an ardent preservationist who had worked extensively on studies for the Pioneer Square restoration. He wanted to prevent the kind of wholesale butchery of urban landmarks suffered by other cities. A city without a past, has no future, he believed.

Steinbrueck went to a meeting of Allied Arts, a congress of arts organizations, artists, architects, planners and urban visionaries.

"They're going to destroy the Market," he said.

July 23, 1964, members of Allied Arts gathered for breakfast at the Athenian Restaurant, on the Market's main arcade, and plotted to defeat the Central Association's plan.

They formed a steering committee which eventually became known as Friends of the Market. Steinbrueck and Robert Ashley, an attorney, were co-chairmen.

While the Friends were getting organized, the city's and the association's planning on the Pike Project rolled along as though there were little credible opposition.

"They did everything behind closed doors," Steinbrueck recalled.

"There would be a meeting at the Rainier Club and then the City Council would vote on it with almost no public discussion."

Ferguson, who headed the association's Pike Place Market Committee, also became board chairman of the Park Plaza Corp., a group of downtown businessmen organized

Guerrilla-warfare tactics prevailed over the initiative to establish a historical district

in 1966 to seek redevelopment rights to the Market project. He was not impressed with the need for public input.

"It's just hard to contemplate," he said. "It was basically between the developers and the federal government. You can't run that kind of thing with the public."

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City officials pressed relentlessly ahead, apparently never really believing that Friends of the Market could derail the project. Mayor Braman scoured the Friends in his speeches, calling them "nitpickers" who stood in the way of progress.

One statement in particular aroused Steinbrueck and his group. Appearing before the Rotary Club in 1968, Braman defended plans to move about 400 persons, mostly elderly single men, from the Market area. **SEP 13 '81**

"We don't have to leave these people in the middle of this choice area," Braman declared, "and as far as I'm concerned we're not going to leave them there."

The Market by then had begun to attract a new generation of devotees. Many of them were the children of the 1950s, educated to activism in the 1960s and determined to resist conformism. Society, they believed, had become "plastic."

Lively debates on literature, the arts and politics raged into the night in places like the now-extinct Victrola Tavern on the corner of Pike and Post Alley. **Pike Place Market**

Lawyers, artists, writers, city planners, architects, poets, hippies, cops, dope peddlers and professional drunks mixed with familiar ease amid the amiable clutter of the Victrola, whose old space, and that of the long-gone Hideout Tavern, is now occupied by the El Bistro Restaurant, a classy eatery with uptown prices.

The new generation of the Market threw itself into the effort to save their newfound habitat, providing additional foot soldiers for the Friends' campaign.

By early 1970, the Friends of the Market, absorbing defeat after defeat in their confrontation with the city and the downtown establishment, resorted to guerrilla tactics.

Steinbrueck and another architect-activist, Laurie Olin, persuaded the Washington State Advisory Council on Historic Preservation to place 17 acres in and around the Pike Place Market on the National Register of Historic Places. The move effectively barred the city from demolishing any structures in the Market area.

It took the city months to recover from that ambush. The city's redevelopment director, John P. Williston, declared his suspicions that the Friends' action was a "ploy" to block the project. He was right. In August of that year, the state

advisory council, at the urging of city officials, reduced the historical district boundaries to 1.7 acres.

Friends of the Market sued the state council seeking to force a reversal of its action, without success.

In June, 1971, the City Council authorized an agreement between HUD and the city for a \$10.6 million Pike Plaza Redevelopment urban-renewal project.

The Friends counterattacked with its initiative petition, containing 25,478 signatures, aimed at creating a seven-acre historical district bounded by Western and First Avenues, Virginia Street and the buildings just south of Pike Street.

The Council rejected the petition, sending the matter to the November 2 ballot for confrontation between proponents of urban renewal and the Friends. In August, the Friends were joined by a new organization supporting the initiative — Alliance for a Living Market.

Also that August, a group organized to oppose the Friends' initiative. Steinbrueck fumed when he learned the group was calling itself the Committee to Save the Market. As campaign-finance reports later verified, the committee was backed by leading members of the Central Association and the Park Plaza Corp.

But the tactics of guerrilla warfare prevailed. The city, in league with the anti-initiative forces, printed posters, decorated with idyllic sketches of market scenes, that said "Save the Market."

Refusing to let their foes appropriate the "Save the Market" theme, the Friends confiscated hundreds of the posters and stamped each of them with a "Vote Yes" in prominent letters.

Meanwhile, some Market merchants joined the ranks of the anti-initiative forces, goaded on by Richard Desimone, their landlord. Their ad in the October 1, 1971, Seattle Times, was an angry blast at the Friends of the Market and its supporters.

It said:

"We've been analyzed, scrutinized and idolized by every hippie, do-gooder and dilettante who has needed a special project to earn a market merit badge. We're sick of it."

City officials did little during the campaign to cover themselves with glory. They often said things that were not true. The biggest whopper was the threat that federal funds for rehabilitation of the Market would be lost if the initiative passed.

James D. Braman, son of the former mayor, was on the hot seat during those final months of the initiative campaign as Mayor Wes Uhlman's director of the Department of Community Development.

Braman spent some of that time in quiet negotiations with a suspicious Steinbrueck, who had reluctantly agreed to discuss some sort of compromise with the city over the Market.

"He didn't trust the city and I can't say that I would have blamed him at that point," said Braman, who now manages development projects for CH2M Hill Corp. "He felt uncomfortable about sitting down with us. He only did it at the recommendation of some of his friends."

Steinbrueck's distrust of the city's motives was too deep to overcome and the negotiations broke off. The initiative campaign pressed ahead.

Uhlman had put considerable political prestige on the line in the Market issue. He was embarrassed when the initiative passed on a vote of 76,369 to 53,264.

Looking back on that time, Uhlman reflected on the numerous other preoccupations of his office — police-payoff scandals, racial tensions and other problems that absorbed his time.

"My own analysis of the Market issue was not as deep as it might have been," he admits.

Also, if pressed, Uhlman admits that after having beaten the downtown establishment on the preservation of Pioneer Square, "I might have felt it was time to give them one."

The former mayor is "absolutely pleased" with how the Market turned out.

Bruce Chapman, former city councilman, notes that the Friends' victory represented the first time the citizens of a city had gone to the polls to reject an urban-renewal project.

And it may have been the most telling victory of a grass-roots political movement over the traditional Seattle downtown business-City Hall axis.

James Braman remembers election night very well. When he realized the initiative was going to pass, overwhelmingly, he decided it was time to begin the healing

process from what had been a bitter civic fight.

The Alliance for a Living Market and the Friends were well into their victory celebration that night when Braman and his wife entered campaign headquarters.

Braman broke the ice by pulling back the sleeves of his coat and revealing two bandaged wrists, splashed with red paint to resemble blood.

"Let's work together now that the people have spoken," Braman said.

"In retrospect," Braman said recently, "the revised plan is a lot better than our plan was. Frankly, our vision wasn't as good as some of the Friends of the Market."

There was little time for celebration. The initiative had stopped urban renewal in its tracks and established the seven-acre historical district in the Market. But now there was no plan.

Still, despite the city's threats that there would be no money unless the initiative was rejected, the federal government quickly agreed to extend urban-renewal funds to a new plan.

A decade later, the government would be able to total up nearly \$34 million spent on the Pike project.

Besides passing the initiative, the 1971 election produced a more sympathetic City Council. Those members who remained had, for the most part, changed their minds in the face of the overwhelming election results. Also, two new members who had supported the initiative had gained Council seats — Chapman and John Miller.

The initiative established a 12-member historical commission, appointed by the mayor, to oversee rehabilitation of the Market. It also built into the commission a strong bias for design considerations by designating two positions to be filled by members of Friends of the Market, two from Allied Arts and two from the Seattle chapter of the American Institute of Architects. Market property owners, merchants and residents filled the other six positions with two delegates from each group.

The late Irving Clark, Jr., was the commission's first chairman. Among its members were Dr. John Bagdade; Lee Copeland, an architect; Richard Desimone, Robert Gill, a Market merchant, and Steinbrueck.

As intended by Steinbrueck and the Friends, the initiative had given

the commission broad authority to interpret the measure's intent.

Steinbrueck believed the downtown interests were still lurking around the corner, looking for a way to co-opt the project. The guidelines ultimately approved by the commission had to be as airtight as possible, to prevent corruption of the initiative's purpose.

The commission was in a strong position, for no structure in the Market, or any piece of it, could be demolished or changed without the commission's approval.

A grinding, two-year planning process began, with city planners and commission members often at loggerheads. "Dorm Braman considered Steinbrueck a 'nitpicker' before the initiative was passed, his exasperation would have been unbounded at the architecture professor's dissection of the plans to come.

The first proposals generated by the Department of Community Development's **Pike Project** Office called for more demolition than Steinbrueck and his allies on the historical commission could abide.

Steinbrueck had loved the uniqueness of the massive brick and stone buildings in Pioneer Square. The Market buildings were unique mostly for their lack of such grandeur. They were unpretentious, anonymous and humble. But Steinbrueck loved those things, too.

Increasingly, he found himself isolated on the historical commission. He broke with Bagdade over the commission's approval of a multistory condominium and shop complex on the north end of the Market.

Even after he left the commission, Steinbrueck pecked away, resisting compromise, his mind's eye always on his ideal Market.

Bartholick credits Harriet Sherburne, a former Alliance member who became director of the Pike Project office, with keeping things on course during the formative first few years of the project.

"She's a very noble person," he said. "She was tough and fair and held it together when it could have come apart."

The Corner Market, the first major piece of restoration, set off alarms among the hard-line preservationists. The architect, Karlis Rekevics, had installed brickwork floors in the corridors and polished oak handrails on the stairways leading into the building.

Some unfavorable comparisons were made to the trendy slickness of some Pioneer Square restorations. But many felt that, with the wear of time, the building would reacquire the patina of age.

Even more shocking was the unveiling of the new Mint Restaurant and cocktail lounge, on the second level of the southwest corner of the Corner Market. Owner Gordon Block had festooned the place with scarlet curtains and gold-patterned wallpaper. There were complaints that it resembled a high-class brothel.

Block, who asserted his rights as an old tenant, was unfazed by the criticism. The historical commission appealed, without success, to the City Council for redress. The scarlet curtains remained.

New merchants found the commission's guidelines beyond comprehension. There were protracted debates over what color to paint a door, the appropriate lettering on a sign, the height of product displays, and on and on it went. **SEP 13 '81**

Steinbrueck never apologized for his zeal in these matters. He expected the newcomers to either accept the rules or go elsewhere with their business.

Bartholick was hired to direct restoration of the core Market, that section bounded by Pike Place and Western Avenue that most people immediately identify as "The Market."

His touch was deft and light. Despite the massive structural work needed to keep the Market's core from tumbling down the bluff at some distant, but inevitable, time, it seemed that he had hardly moved a beam or pillar.

"That is what I wanted," said the tall, white-haired Bartholick, who was interviewed on a recent visit from Saudi Arabia, where he is working for the Bechtel Corp.

Bartholick and his staff spent a year developing what would become the first full set of "as built" drawings ever made of the core Market structures. He hired people like Billie King, an artist and longtime Market habitue, to become "moles" and burrow under the buildings, searching for foundations, locating pillars, tracking beams.

An old photograph of the walkway along Pike Street, where it intersects Pike Place, showed a tall

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canopy, supported by iron pillars.

Bartholick found that it had been sold before World War II to a Japanese steel company for scrap. He recreated the canopy, in the image of the photograph, and installed it in the old position. He is proud of the fact that today it looks as though it was always there.

"George did a wonderful job on the core Market," says Fred Bassetti, a leading Seattle architect with whom he competed for the restoration job. "In fact, and it pains me to say this, I think he probably did a better job than I could have."

As most of the restoration work neared completion, merchants who had been relocated by the P.D.A. began to move back into their old spaces or into new ones provided for them.

Paul Schell, who served two years as director of the Department of Community Development after Jim Braman's departure, said a creative interpretation of HUD regulations helped compensate the merchants for the business they lost while awaiting completion of their shops.

Asked for more detail, he smiled and, thinking for a moment, said, "I think I'd rather wait until the statute of limitations runs out."

Schell and others point out that then-Senator Warren G. Magnuson's power over federal pursestrings may have encouraged the government's cooperative attitude toward the Pike project. Schell now heads the Cornerstone Development Corp., which is building a major condominium and office complex between Seneca and Union Streets on the west side of First Avenue, financed by the Weyerhaeuser Co.

Steinbrueck, who has also done battle with Schell over what he sees as the unwarranted zoning of First Avenue, retains his skepticism over the Market, as well. But after all the years of skirmishing with city bureaucrats, he is willing to concede that they didn't do too badly.

"When I consider what would have happened in contrast to what did happen, I feel pretty good about it," he says.

The growth of gourmet shops and antique stores does irk him a bit, along with the creeping trend toward "fern bars." He doesn't want the Market to cater exclusively to tourists and well-heeled Bellevueites.

But things do change. The Virginia Inn, at the corner of First and Virginia, recently changed hands.

Before, it was a straight-ahead, no frills, workingman's tavern, a convenient hangout for many of the retired single men living in the apartments upstairs. *Pike Place Market*

On a recent evening, there was taped classical music, Bartok, possibly, wafting over the sound system. A group of tables had been clustered toward the back of the tavern, each displaying a "reserved" sign. A beefy old man with a crewcut, who had been drinking for quite some time that evening, reached into his pocket and asked the bartender, a tall, friendly young woman with a bleached punk hairdo, for change — for the juke box.

"I'm sorry," she said. "We want to let the tape play for a while. There are some people coming in."

The old man stared at her a moment in disbelief.

"Well, OK," he said, shrugging. "If you don't care about making money..."

Remodeled market building to be reopened

The newly remodeled and expanded Sanitary Market building in the Pike Place Market will be reopened, with ceremonies, at 12:30 p.m. Friday.

The building includes spaces for 13 merchants on the Pike Place side and for seven on the First Avenue side plus two upper floors containing apartments for eight low-income and 14 nonsubsidized tenants.

The Sanitary Market building, on the west side of First Avenue at midblock north of Pike Street, was built in 1910. It was rebuilt

after a 1942 fire, but has been restored to its original configuration. In recent years, the building was mostly vacant, although it was used as a temporary location for businesses displaced by renovation in other parts of the market.

The nearly \$3 million project was designed by Bassetti/Norton/Metler, Seattle architect, and constructed by the Tullus Gordon Construction Co., Inc.

Among the merchants returning to the structure is the Three Girls Bakery, which has been in continuous operation in the market since 1912.

FROM THE EDITORS

SEP 13 '81 Finest hour?

It has been nearly 10 years since the people of Seattle "saved" the Pike Place Public Market. Many believe it was the finest hour for grass-roots politics in the city.

The victory on November 2, 1971, of Initiative No. 1 was the first time the citizens of any city had rejected, at the polls, an urban-renewal plan.

Seattle's voters were asked to choose between two sharply contrasting visions of the Market's, and, in a way, the city's future.

One scheme, strongly supported by City Hall and some of Seattle's most influential business leaders, called for extensive demolition of buildings in and around the Market. The project was expected to attract from \$1 million to \$100 million in private investment.

A group called Friends of the Market offered a more humble program, aimed at saving all but a few of the buildings in a seven-acre historical district. More importantly, the Friends sought to protect the Market's character as a place for farmers to sell their produce and for small merchants to offer a variety of goods found nowhere else in the city.

Both the supporters and the opponents of the initiative maintained that their ultimate aim was saving of the Market. The Friends' vision prevailed.



Today, after a federal investment of some \$35 million and years of restoration, the Market is surging with vitality. Not everyone is pleased with the result, but few would disagree with Victor Steinbrueck, architect and founder of the Friends of the Market, that what is there is far better than what might have been.

Steinbrueck remains perhaps the most passionate believer in the Market as the "soul" of the city. He also remains the most vigilant, uncompromising and persistent critic of much of the work that has been completed.

A prominent architect who is a close friend of Steinbrueck's pronounces him nothing less than "a true urban hero" for his work to save the Market.

In today's Pacific magazine, Times Reporter Dick Clever and Photographer Cole Porter examine the history that brought much of the Market to the brink of demolition, the fight to save it and the changes that have been wrought in the past 10 years.

Their report begins on Page 8.

Cole Porter's cover photograph shows Lisa Dzingle arranging fruit at one of the attractive and colorful stalls early one morning in the Market.

Market-area housing for elderly will have marine view.

Units for elderly planned

Construction is to begin by the end of the month on a 100-unit low-income elderly residence on a site facing Western Avenue in the Pike Place Market.

The 12-story building, of reinforced concrete and masonry, will have brick veneer and include one-bedroom units of from 560 to 600 square feet. It will take about a year to complete.

The Seattle Housing Authority project will cost an estimated \$3.5 million and will be funded from federal sources.

The design by John Y. Sato & Associates, architect, with Jim

Williams as project architect, includes a 3,000-square-foot community room with kitchen. The west-facing wall will be of curved glass to take advantage of the view over Elliott Bay. A small sundeck is planned, as well as hobby and exercise areas.

The building will include about 2,000 square feet of commercial space on the street level beneath the community area.

Two elevators are to be installed, along with the latest in life-safety systems for smoke and fire detection and safe exiting.

Bids are to be opened this week on the construction contract.

Roy Scully / Seattle Times

HISTORIC SALE: The Pike Place Market Preservation and Development Authority (P.D.A.) has sold a piece of the historic market.

But the sale — of the newly renovated Sanitary Market, just opening — needs explanation.

The purchaser was a group: Sanitary Market Investors, represented by the Park Avenue, New York, law firm of Feltman, Karesh & Major. The sale price (for the building, not the land) was \$2,650,000. It was part of a complicated package which made the market renovation and addition possible.

John Clise, head of the P.D.A., explains that it maintains control of both the land and the building, which it will manage, and for which it will set rents. Payments over the 40-year term of the sale will be made to the P.D.A. by the purchasers. The P.D.A. will use the money to pay off the first mortgage for the renovation, held by Seattle-First National Bank.

The whole procedure is not based upon the investors wanting to own the building, necessarily — but because there are tax advantages to be gained from renovation and depreciation of a historic structure. As a public corporation, the P.D.A. can't use those tax advantages, but the new owners can — and thus the purchase.

Clise explained that syndicating the depreciation on a building is typical in a limited-partnership situation, which this is. But be-

cause of the state constitutional limits on lending of the state's credit, the normal procedure can't be used.

The P.D.A. has a 40-year contract with the purchasers for management, plus an option for renewal, so its control over the structure is near iron-clad, he said. And it is possible that it also could regain ownership should the owners default, which they could well do when the financial advantages expire.

The authority tried locally to raise money in this way. Clise said, and no one could understand what this type of sale seemed to involve. The same procedure was used in sale of the Cliff House, also at the Market, to the same investors, and likely will be used to help complete financing of Stewart House, now under way. (The latter probably will be arranged with a different investment group.)

The nearly \$3 million renovation includes 22 units of housing, eight of them for low-income tenants, in addition to the two levels of traditional market stalls, from Pike Place and from First Avenue. The work on the 1910 structure was designed by Bassetti/Norton/Metler, architect, and done by Tullus Gordon Construction Co., Inc.