Pike and Pine Streetscape Project Sounding Board Meeting #3

FEBRUARY 16, 2017
Public Open House #1, January 17, 2017

- January 17, 5-7 PM at ACT Theatre
- 160 estimated attendees
- 140 people signed-in:
  - 98% live or work in Seattle
  - 77% live or work downtown
- “Online open house” currently live to collect feedback from people unable to attend in-person

Photo credit: DSA
Overarching themes from public feedback

1. **Safety and comfort** are a priority for improving the pedestrian experience
2. **Active and transparent storefronts** encourage a positive pedestrian experience
3. Improvements to Pike and Pine should consider **many modes**
4. Pike and Pine need **more green and landscaping**
5. Build on the successful **activation and programming** happening at Westlake Park
<table>
<thead>
<tr>
<th>STREET VITALITY - Image categories with number of dots received</th>
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<tbody>
<tr>
<td><img src="image1" alt="Active and transparent storefronts" /></td>
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<tr>
<td>Active and transparent storefronts</td>
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<tr>
<td>31</td>
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<tr>
<td><img src="image4" alt="Pop-up retail" /></td>
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<tr>
<td>Pop-up retail</td>
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<tr>
<td>14</td>
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<tr>
<td><img src="image7" alt="Food trucks" /></td>
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<tr>
<td>Food trucks</td>
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<td>7</td>
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</tbody>
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Other – in addition to dots, people posted sticky notes on the ‘other’ category of the visual preference survey. These comments are reflected in the “key topics” table above.
<table>
<thead>
<tr>
<th>Places to Linger</th>
<th>Image Categories with Number of Dots Received</th>
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<tbody>
<tr>
<td>Ground-level landscaping</td>
<td>17</td>
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<tr>
<td>Shared streets</td>
<td>14</td>
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<tr>
<td>More street trees</td>
<td>13</td>
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<tr>
<td>Public art</td>
<td>10</td>
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<td>Parklets</td>
<td>9</td>
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<td>Free wi-fi</td>
<td>8</td>
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<tr>
<td>Permanent seating</td>
<td>7</td>
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<td>Moveable seating</td>
<td>4</td>
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<tr>
<td>Programming</td>
<td>3</td>
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<td>Family activities</td>
<td>3</td>
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What is the Challenge and the Opportunity?

- Critical multimodal corridor connecting Capitol Hill, Westlake, Pike Place, and Seattle Waterfront
- Key Center City Bike Network Corridor with favorable grades and I-5 crossings
- Route 41 restructuring option uses Union and Pike Streets
- Planned public and private projects including Seattle Waterfront, Washington State Convention Center, Pike – Pine Streetscape, and more
Recap – SB #2 Urban Design Analysis
The corridor contains **unique attributes and landmarks** along varying segments of the corridor, but lacks **connecting elements** to create a continuous pedestrian experience.
Two, three globe lights - defining fixtures; inconsistent pattern
Sidewalk conditions and furnishings - variable, but could trend towards consistency
Tree conditions vary, but could become more continuous
Vertical marquee and neon signs are interesting and unique features that add character
There are episodes of flexible space with activation, but uneven.
The pedestrian experience is strained by lower street level vitality and lower perceptions of safety in the east and west reaches.
Pedestrian mobility challenges – Pike and 9th, the I-5 overpasses, and Boren intersections

High pedestrian volumes – challenge for staying places

Automobiles, pedestrians and transit - accommodated, not optimized; cyclists – limited accommodation
SB #2: What we heard

1. Sidewalk conditions are inconsistent, need repair
2. **Fixed seating** is hard to manage appropriate use; flexible easier to control
3. Maintain the trees in good condition
4. Lighting fixtures, color, temperature should be more consistent
5. Applaud the SPD efforts at crime suppression
6. **Freeway crossings** are major barrier – could they become gateways?
7. Consider a broader context – could some elements be transferable to other streets?
Offer a Variety of Attractions and Destinations:

- Choice of things to do EVERY DAY
- Diverse activities for all ages
- A “continuous variety” of commercial uses
Use events to create energy:

- Seasonal activities and cultural celebrations
Entice with comfortable and fun amenities
Activate the edges:
- Encourage active and transparent ground floors
- Bring the inside out
Energize blank walls
Develop a unique identity and image

• Showcase local assets
• Emphasize historic character
PIKE PINE RENAISSANCE
ACT ONE

ZONES DEFINED BY USES/CHARACTER, ACTIVATION/PLACEMAKING STRATEGIES

- Zone 1: Market, local retail, food innovation, tourism
- Zone 2: Transitional
- Zone 3: Retail core, national retailers
- Zone 4: Convention, hospitality, entertainment
- Zone 5: Melrose Market, Capitol Hill gateway
Concept: Reaches
Connecting Waterfront to Pike Place Market and beyond
Pike/1st to 2nd: existing
Calgary: 6pm – 6am

Bell Street, Seattle

Calgary: 6am – 6pm

Occidental Ave, Seattle (photo credit: DSA)
Existing Pike/1st to 2nd (facing east)

Potential Shared Space Street (facing east)
Existing Pike/2nd to 3rd: bus layover

Existing Pike/3rd to 4th: Bus stop
Pike – 3rd – 4th (facing east)

LANDSCAPE / FURNISHING / TRANSIT BOARDING
Transparent, open bus stops

Vancouver, BC

Portland

Portland
Pine: 1st – 2nd – existing (facing east)
Pine: 1st – 2nd – potential enhanced pedestrian zones, curbless (facing east)
Pine: 1st – 2nd – potential enhanced pedestrian zones, curbed (facing east)
Pine: 3rd – 4th – existing (facing east)
Glazed Tunnel Station Entrance
Dilworth Park, Philadelphia

Mobile Food Truck & Seating
Westlake Park, Seattle (photo credit: DSA)

Foosball Table
Westlake Park, Seattle (photo credit: DSA)

Integral Lighting Tunnel Entrance
3rd Ave, Seattle
Pine: 3rd – 4th – potential street (facing east)
PIKE PINE RENAISSANCE
ACT ONE

**Activation & Placemaking Opportunities**

- Orange: Ground floor activation needed
- ...: Retail kiosks
- Transit stop/entrance
- Pink: Future Redevelopment and Renovation Projects
- Light pink: Potential Redevelopment and Renovation Projects

Retail Display

Retail Kiosk
PIKE PINE RENAISSANCE
ACT ONE

ACTIVATION & PLACEMAKING OPPORTUNITIES

- Zone-based activation
- Ground floor activation needed
- Mural art/Bridge treatment
- Transit stop/entrance
- Outdoor dining
- Food vendors

Projected murals
Sidewalk entertainment
Street Lounges
Pike: 7th – 8th – 1 way traffic/1 way bike (facing east)
Pike: I-5 – existing (facing east)
Pike: I-5 – 1 way traffic/bus lane/1 way bike (facing east)
Simulation: WSCC Expansion on Pike, view north on Boren
Pine: I-5 – existing (facing east)
Pine/I-5: 2 way traffic, lefts, no bikes option (facing east)

1 way traffic/bus lane/1 way bike lane option (facing east)
Concept Framework: Pike Pine
Continuity and Signature elements
Continuity: Lighting, trees, ground landscape, crossing treatments
Signature: Neon marquis lighting, clocks, special paving, special furnishings, banners, bridge treatments, place-enhancing lighting
Comparable Order of Magnitude Costs
Bell Street: 2013
Complete street re-construction
230’ block lengths
Fully-loaded cost: $1 million per block

Seattle Waterfront Promenade: 2020+
Widened pedestrian/bicycle zone:
Cost per SF: $106
Typical Pike Pine block: 12,500 SF
Cost of a typical Pike Pine block @ $106/SF: $1.3 million per block

3rd Avenue Improvements
Sidewalk reconstruction
Cost per block: $1 - $1.5 million
Cost per SF: $66 - $100
Typical Pike Pine block: 12,500 SF
Cost of a typical Pike Pine block @ $66 - $100/SF: $825,000 – $1.25 million per block
Conclusion:
• Activation and placemaking as Reaches
• 2 targeted areas – West and East
• Work towards continuity with background elements
• Reinforce or add Pike Pine signature elements
• Work with OCC Mobility and WSCC Public Benefits to optimize opportunities
• Work with DSA to continue activation programming and property enhancements