



Pier 58 final concept design outreach summary

In July and August 2021, the Office of the Waterfront and Civic Projects hosted a virtual open house to share the final design for Pier 58 and the 30% concept design for the restroom with the public. This online open house didn't have a feedback component. The purpose of the online open house was to share the final design and inform the public about the new all-gender restroom.

Attendance

- 434 unique users visited the online open house between July 22 and August 16, 2021
 - Among these visitors, 14, 13 and 9 visited the Simplified Chinese, Somali and Spanish sites respectfully
- 106 visitors watched the [guided presentation video](#)

Introduction

The City of Seattle's Office of the Waterfront and Civic Projects is designing a new Pier 58, also known as Waterfront Park, to create a public park and improve access, safety and flexibility to the pier while offering expansive views of Elliott Bay and the Olympic Mountains. The new pier park is designed for better accessibility for all and keeps families and young children in mind, with a new public plaza, a new children's playground and a large lawn and trees to provide shade.

Due to the pandemic, all outreach was conducted virtually, including an online open house that was open from July 22 through August 16, 2021. The site was available in English, Spanish, Simplified Chinese and Somali. Visitors were offered the opportunity to watch [a six-minute video](#) providing an overview of the final design.

Outreach and notifications tools

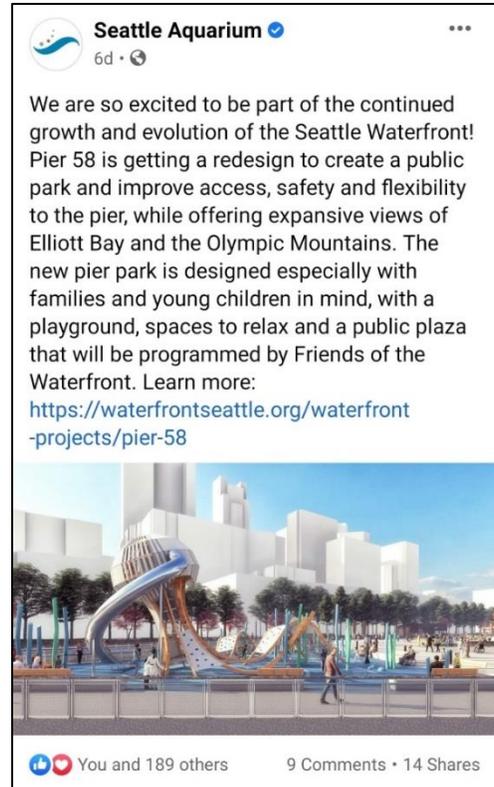
This engagement opportunity was promoted via the following notification methods:

- **Online display ads** in local media publications including South Seattle Emerald, The Stranger, The Daily Journal of Commerce, La Raza NW, Northwest Asian Weekly, International Examiner, ParentMap and Seattle's Child, and translated ads in Runta News and Seattle Chinese Times
- **E-newsletter sent to 12,377 subscribers** of the Waterfront Seattle program email list



Online display ad placed in local media publications directing to the online open house.

- **Social media blurbs** were posted on the Waterfront Seattle social media accounts, including Instagram and Facebook
- **Emails** sent to audiences that were previously communicated to about the design of the playground and overall pier. This included downtown families and children, people with accessibility needs, families of color and people seeking inexpensive recreation
- **Blog post** was posted on the Seattle Parks and Recreation’s [Parkways blog](#) about the final playground design
- **Coordinated with local reporters** to share the playground design with their readers. Seattle’s Child [wrote an article](#) about the playground feedback process.
- A variety of **local media**, including ethnic media outlets, received notifications about this information sharing opportunity
- **Coordinated and collaborated with local organizations and agency partners**, including the Downtown Seattle Association, Seattle Aquarium and Seattle Parks Department to share the final playground design
- Researched and collaborated with family-centric **social media influencers** to share the final playground design with their subscribers. See the next two pages for their posts.



The Seattle Aquarium shared the new playground design on Facebook.

Public comments

We did not have a formal feedback opportunity on the final design but did receive comments on the playground design posts that we and our community partners shared via social media.

The overwhelming majority of the comments were positive and there was a sense of excitement for what was coming. We received many similar remarks to these examples: “That will be so nice! We loved walking around that area before kids, so I am so glad there will be stuff to do with them now!” and “this playground sounds amazing!” There were also a couple of comments and questions regarding accessibility, including, “Yay!! I see you mention improved access, too. I hope it’s an all abilities playground!! How cool would that be?!?” and “‘All abilities’ does not necessarily mean that a playground is designed for ‘inclusion,’ which, of course, should be the goal. Seattle has a huge opportunity here, with this site. I hope you take advantage of it.”

See below for the full comments related to the playground, restroom and pier design.



Social media influencer posts

helloterumi
Seattle, Washington



Liked by **waterfrontsea** and **402 others**

helloterumi You can't get more Seattle than playing all day on Seattle's Waterfront. And what if one day there is even a playground here for young kids and families too? AD my family has loved all the new things happening recently on Seattle's #pier62 like this mini soccer field where my kids played near the boats and cruise ships and glistening downtown buildings after we ate takeout in the sun at a table overlooking the water. And now on #Pier58, so close to this spot and located next to @seattleaquarium, there will one day be a marine-themed playground, with spaces to sit and relax and a public plaza that will be programmed by @friendsofwaterfrontseattle. You can learn more about the final design at the online open house: <https://pier58.participate.online/> through Aug 16. Construction is scheduled to begin in 2022 and take about two years to create a safer, more accessible public park with expansive views of Elliott Bay and the Olympic Mountains. It's pretty cool to look at this area and imagine all the great spaces for families that will be here before we know it and it's so incredible to visit here now and watch it come together bit by bit. This is definitely one of our favorite places in Seattle to explore.

kristen.morita
Paid partnership
Downtown Seattle Area



Liked by **waterfrontsea** and **others**

kristen.morita #sponsored Anyone else run around town looking like this? Well, good news, Seattle families! There's a new playground coming to the Seattle Waterfront!

The new park will be at Pier 58, in between the aquarium and the Great Wheel (right behind where I'm standing). It is designed especially with families and young children in mind, with a playground, spaces to relax and a public plaza. The final design is posted online at <https://bit.ly/3xDe6eD> and features an 18-foot slide with a four-story jellyfish tower! 🐙

Construction begins late 2022 and is expected to take two years. Go check out the plans online (link in bio) and follow @waterfrontSEA for updates!

 **bakerfamadventures**
Seattle, Washington



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 Liked by **waterfrontsea** and **217 others**

bakerfamadventures Hey #seattle did you guys hear about the new playground coming to the Waterfront in Seattle on #Pier58?! My kids love playgrounds and it's a big bonus for us because we frequent the @seattleaquarium and it's right next to that and the @seattlegreatwheel. The playground is designed for young children in mind and will be marine-themed with an 18 foot slide and much much more! It will also have relaxing spaces with amazing views of Elliott Bay and the Olympic Mountains and a public plaza that will be programmed by Friends of Waterfront Seattle.

[AD] Waterfront Seattle is redesigning Pier 58 to create a public park and improve access, safety, and flexibility of the pier. Construction is to begin in late 2022 and will approximately take about two years. To learn more about the final design check out their design: <https://bit.ly/3xDe6eD> (link is also in our bio) The site will be open till August 16th and follow @WaterfrontSEA to get all the new updates!

Public comments from social media

Responses to the Seattle Waterfront's post

The website states that the playground will feature "a variety of play elements for all ages and abilities." Can you elaborate more on the type of elements that will be incorporated for inclusive play? What wheelchair users be able to engage in play from their chairs, or do the design elements require transfers? Is there an equitable ratio of fully accessible play elements that will be incorporated into the final design? It doesn't appear that any part of the climbing structure will be accessible for wheelchair users, so I wonder exactly how this playground will promote inclusion? Do you have a multitude of ground level play elements in mind? "All abilities" does not necessarily mean that a playground is designed for "inclusion," which, of course, should be the goal. Seattle has a huge opportunity here, with this site. I hope you take advantage of it.

Now visualize it with tent encampments and trash because I have no hope that our city council have the will to make Seattle a place for residents, who are paying for these improvements, to enjoy.

Regarding the restroom design: The website also states that facilities were designed to "ensure that the facility serves visitors of all ages and abilities." I assume that includes both infant and adult sized changing tables, as well as fully accessible family restrooms. Can you describe these aspects of the design in greater detail?

Responses to the Seattle Aquarium's post

I love this. Families can't access many parks anymore due to homeless encampment. Please please keep that away from the waterfront. Make it nice. Like Point Ruston.

My concern is that the meth heads will take over the new park.

All I see is a new place for homeless drug addicts to claim as their own.

This design looks amazing! Best of luck in your endeavor! 😊❤️

So awesome!! Can't wait to see the finished project!!! :)

Responses to @helloterumi

I love the Seattle waterfront - I can't wait to get back (hopefully next year!)

What a great waterfront!

Looks so cool.... gonna have to get down to check it out soon!

Looks lovely! Great pic!

Seattle is amazing! ❤️❤️❤️❤️

Oh how awesome!!

How fun. Love the waterfront 😊

Looks like so much fun! Have some good memories of the kids dancing around here at the pier when they were itty bitty 😊

Looks like so much fun, and that view 😊😊😊

This looks so fun ❤️❤️❤️

What a cool spot! We are hoping to get to Seattle soon

I want to come back. Miss it!

Responses to @kristen.morita

This playground sounds amazing! 😊

That will be so nice! We loved walking around that area before kids, so I am so glad there will be stuff to do with them now!

That's amazingggg

Woah! Sounds super cool 😊

Aww how fun!! & you guys looks so cute! 😊

I can't wait to revisit Seattle! Haven't been since I was little. I have fond memories!

Responses to @bakerfamadventures

How cool! I didn't know about that!

We were just there! Such a pretty place ♡

That sounds amazing! We ♡ Seattle.

Oh this sounds fantastic! My girls would love it 🙌

Oh so fun! We love Seattle but haven't been in a while.

Yay!! I see you mention improved access, too. I hope it's an all abilities playground!! How cool would that be?!?