Attachment A: Public Space Management Program Implementation Actions (June 2013)

Priority	Program Area	Goal	Outcome	Five-Year Implementation Actions	2013 Deliverables	Complexity	Elements of Complexity		
							Externalities	*Resources*	*Partners*
High	Alley Activation	• Expand the definition of alleys as destinations and create opportunities for activation	• *Develop design guidelines and implementation standards for "active" alleys*	• Conduct best practices research on design guidelines • Develop new design guidelines (including accessibility standards) and communications materials • Implement revised fee structures and requirements • Improve implementation of the Clear Alley Program and explore opportunities for expansion • Implement program to encourage commerce	• Best practices research • Initial exploration of Clear Alley Program improvements and/or expansion and strategies for encouraging commerce in alleys	★★★	• ADA • Service and garage access • Fire access • Limited space • Illegal dumping	$$	SDOT SPU OED DPD DON SFD
High	Business and Neighborhood Amenities (including art installations, bicycle parking, and community beautification projects)	• Make it easier for community groups and businesses to enhance the ROW	• *Streamline permitting process and revise fees*	• Conduct best practices research on programs in peer cities • Review (and revise) permit fees and insurance and maintenance requirements for amenities in the ROW, art installations, and community beautification projects • Implement new fee structure and streamlined permitting process, including new communications materials • Explore opportunities to develop maintenance "endowment" for community projects	• Best practices research • Revisions to bike parking program	★	• Insurance • Maintenance	$	SDOT DON OAC
High	Coordinated Street Furniture and Wayfinding (supported by advertising)	• Improve downtown streetscapes with new amenities and a higher standard of maintenance	• *Select a vendor to deliver the program, contingent on the adoption of code change amendments, that will reduce existing clutter and upgrade furnishings throughout downtown*	• Select vendor to deliver the program and negotiate contract • Complete code changes to allow off-premise advertising • Develop furniture design and final implementation plan • Begin implementation and maintenance	• Request for Proposals	★★★	• Code changes	$$	SDOT DPD FAS DON
High	Enforcement	• Ensure that activities in the ROW comply with the Seattle Municipal Code and with program goals and objectives	• *Increase enforcement of unpermitted activities that impede mobility in the ROW* • *Reprogram existing enforcement resources to reflect program priorities*	• Target non-revenue generating hours toward illegal merchandise vending and activities that inhibit mobility, focusing on downtown Seattle and the central waterfront • Evaluate use of existing enforcement resources and reprogram, as needed, to align with program priorities (e.g., newspaper boxes) • Seek resources for enforcement of unpermitted activities • Expand enforcement capability to address new programs	• Downtown and waterfront merchandise vending and mobility-impacting activities targeted	★★	• Activities that are not revenue generating • Code compliance • First Amendment	$$	SDOT SPD Parks
High	Green Infrastructure	• Make it easier for community groups to add green infrastructure to the ROW to improve environmental function	• *Implement design guidance and standards to facilitate community installations of green stormwater infrastructure in the ROW*	• Finalize program approach, including fees and insurance requirements • Publish new communications and promotional materials • Continue coordination with SPU to implement program, including review of opportunities to "count" green infrastructure installations toward City goals	• Program approach • New communications materials	★★	• Ability to "count" new infrastructure • Space requirements • Maintenance	$$	SDOT SPU
High	Parklets	• Provide additional public open space in Seattle neighborhoods	• *Launch and evaluate pilot program*	• Launch and evaluate pilot program • Finalize location standards, design guidelines, permitting process, and communications materials • Implement permanent program • Consider code changes to pilot other parklet models • Explore interdepartmental funding partnerships	• Pilot program launch and evaluation	★★	• Conversion of on-street parking • Safety and security	$$	SDOT DPD OAC DON

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High	Public Loos and Drinking Fountains	• Provide safe, working, and hygienic facilities for relief and refreshment	• *Launch and evaluate pilot "loo" in Pioneer Square* • *Work with SPU to identify additional locations for drinking fountains in the ROW*	• Launch and evaluate pilot "loo" in Pioneer Square • Develop formal criteria for siting loos and identify other potential locations for installation • Implement and maintain additional loos and drinking fountains as part of Coordinated Street Furniture Program • Work with SPU to identify additional locations for drinking fountains in the ROW, outside of downtown • Seek funding for drinking fountain implementation	• Pilot "loo" installed	★★★	• Maintenance • Safety and security • Water and sewer connections	$$$	DPD SPU SDOT DON FAS
Med	A-Frame Signs (also known as portable signs)	• Manage portable signs in the ROW to enhance mobility and predictability	• *Develop, implement, and enforce Director's Rule to regulate the size and placement of portable signs in the ROW*	• Conduct best practices research on programs in peer cities • Develop Director's Rule, including placement standards, fee structure, and management approach • Begin implementation and enforcement of new standards	• Best practices research	★★★	• Business interests • ADA • Enforcement	$$$	SDOT OED DON
Med	Buskers and Performance Space	• Provide opportunities to positively activate the ROW through performance and buskering while preserving mobility	• *Develop, implement, and enforce a buskering program with designated performance spaces and clear guidelines*	• Finalize materials for property owners and enforcement teams that explain existing rules and regulations • Conduct best practices research on programs in peer cities • Identify sustainable funding for program (including enforcement) • Develop buskering program details, including locations, fees, and permitting process • Begin implementation and enforcement	• Materials for property owners and enforcement teams • Best practices research	★★★	• First Amendment • Noise and amplified sound • Enforcement	$$	OAC SDOT Parks FAS DON
Med	Festival Streets	• Promote designation of festival streets to support neighborhood streetscape and alley activation	• *Simplify designation and permitting processes* • *Expand program implementation*	• Conduct best practices research on successful activation approaches (with Public Plazas) • Develop toolkit of activation strategies • Simplify "street closure" signage and access to signs • Develop new communications and promotion materials • Develop new permit type to allow multiple uses and activities on a festival street (e.g., food vending)	• Best practices research	★	• Access requirements • Community support	$	SDOT DON
Med	Newspaper Boxes	• Manage newspaper boxes to ensure mobility and maintenance standards are met	• *Adopt, implement, and enforce Director's Rule for new placement and maintenance standards, working closely with stakeholders*	• Publish Director's Rule and communications materials • Begin implementation and enforcement • Work with Coordinated Street Furniture Program to consolidate boxes downtown, including boxes that create "screens" to SPD enforcement	• Early implementation and enforcement of new Director's Rule	★★★	• First Amendment • Enforcement	$$$	SDOT
Med	Pavement to Parks	• Reclaim underused portions of the ROW for public spaces	• *Launch and evaluate a Pavement to Parks pilot program*	• Conduct best practices research on similar programs (e.g., New York, San Francisco) • Identify spaces and partners for a pilot program • Develop draft design standards and guidelines • Launch and evaluate the pilot program • Develop permanent program with funding source	• Best practices research • Pilot program locations and partners	★★	• Conversion of on-street parking • Safety and security • Maintenance	$$	SDOT Parks DON
Med	Play Equipment	• Provide opportunities for play in the ROW	• *Develop design/siting standards and insurance requirements*	• Develop typology of streets on which play equipment would be permitted • Develop design standards, insurance requirements, and communications materials • Implement and enforce new standards	• Draft typology of streets appropriate for play equipment	★★	• Safety • Insurance	$$	SDOT

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Med	Pole Banners	• Enhance streetscapes and provide new opportunities for expression in the ROW	• *Explore opportunities for community groups and arts organizations to create neighborhood identity with pole banners*	• Evaluate program to determine what changes are needed • Implement program changes and develop new communications materials • Enforce consistency with sign code	• Program evaluation	⭐	• Sign code	$	OAC SDOT SCL DON
Med	Public Plazas	• Identify additional public places for community groups and individuals to gather	• *Develop materials to promote use by community groups* • *Seek funding for additional maintenance and programming*	• Conduct best practices research on successful activation approaches (with Festival Streets) • Develop map of all public plazas (and similar spaces) • Develop materials to promote use of public plazas by community groups • Seek funding for additional maintenance and programming • Share lessons learned about successful activation	• Best practices research • Map of all public plazas	⭐⭐	• Safety and security • Maintenance	$$	SDOT DPD OAC DON
Med	Shared Spaces	• Prioritize pedestrian and bicycle movement on low-volume, low-speed streets through innovative design treatments that activate the public realm	• *Develop and adopt design standards* • *Launch and evaluate a pilot program*	• Conduct best practices research on design standards • Identify spaces and partners for a pilot program • Launch and evaluate the pilot program • Develop approaches for activating woonerf-like streets • Develop design standards and incorporate into the Right-of-Way Improvements Manual • Implement new shared spaces as funding becomes available or with private development	• Best practices research • Pilot program locations and partners	⭐⭐⭐	• ADA • Safety	$$$	SDOT DPD
Med	Vending of Merchandise	• Provide legal avenues for merchandise vending in the ROW	• *Develop Director's Rule to manage merchandise vending in the ROW*	• Develop materials to communicate the types of vending that are and are not allowed in the ROW • Conduct best practices research on approaches to manage merchandise vending in peer cities • Develop standards and requirements for ROW vending (e.g., zones) and revise Seattle Municipal Code • Implement and enforce merchandise vending program	• New communications materials • Best practices research	⭐⭐⭐	• Code changes • Counterfeit goods • Competition with existing businesses • Enforcement	$$$	SDOT OED DPD SPD Parks DON
Low	Farmers' Markets	• Expand opportunities to purchase fresh, local produce	• *Seek permanent spaces on private property or new spaces in the ROW to host markets*	• Explore opportunities to show a market's presence all week (via signs or banners) • Continue to look for spaces to host markets in the ROW • Evaluate program and identify needed changes • Monitor program effectiveness		⭐	• Space requirements • Property owner concerns	$	OED SDOT DON
Low	Gardening	• Expand opportunities for gardening in the ROW	• *Expand program implementation*	• Evaluate program and identify needed changes (e.g., new communications materials) • Monitor program effectiveness		⭐	• Space requirements	$	SDOT OSE DON
Low	Mobile Food Vending	• Create a mobile food vending "culture"	• *Identify opportunities to expand food vending in the ROW, including opportunities for new vendors to enter the market*	• Explore opportunities to expand food vending in parks • Evaluate program and determine whether changes are needed (e.g., streamlined permit process, lottery for prime locations, new communications materials) • Expand enforcement capacity • Monitor program effectiveness		⭐⭐	• Coordination with existing businesses • Enforcement	$$	SDOT Parks OED DON
Low	Sidewalk Cafés	• Activate the ROW with sidewalk cafés	• *Expand program implementation, including promotion of curb edge location option*	• Evaluate program and determine whether changes are needed (e.g., standards, new communications materials) • Monitor program effectiveness		⭐⭐	• Changing conditions • ADA • Enforcement	$	SDOT DPD DON
Low	Street Closures	• Open neighborhood streets to community uses	• *Expand program implementation*	• Evaluate program and determine whether changes are needed (e.g., new communications materials) • Monitor program effectiveness		⭐	• Access requirements	$	SDOT DON