



**THIRD AVENUE STREETSCAPE      STEWART TO UNIVERSITY**

# project scope and related efforts

## **10% Design Stewart to University**

Macy's block construction late 2013

Macy's skybridge permit renewal public benefits

Inform overall Third Avenue Denny to Jackson

Inform decisions and possible criteria for potential advertising

Help put stakeholder efforts in place for longer term

# vision / goals

The new character of Third Avenue will create a dignified, high-quality public realm, with a positive and memorable character.

Transit riders should feel comfortable and have a pleasant waiting experience.

Non-transit riders should feel comfortable walking and spending time on Third Avenue.

Business owners, transit riders and Downtown patrons should feel a sense of pride and serve as stewards of Third Avenue.

# aspirations

## improvements

*A pleasant place with excellent transit*

better pavement  
activate vacant storefronts  
add lighting where needed  
add as much landscape as possible  
strengthen stakeholder support  
etc...



## game-changers

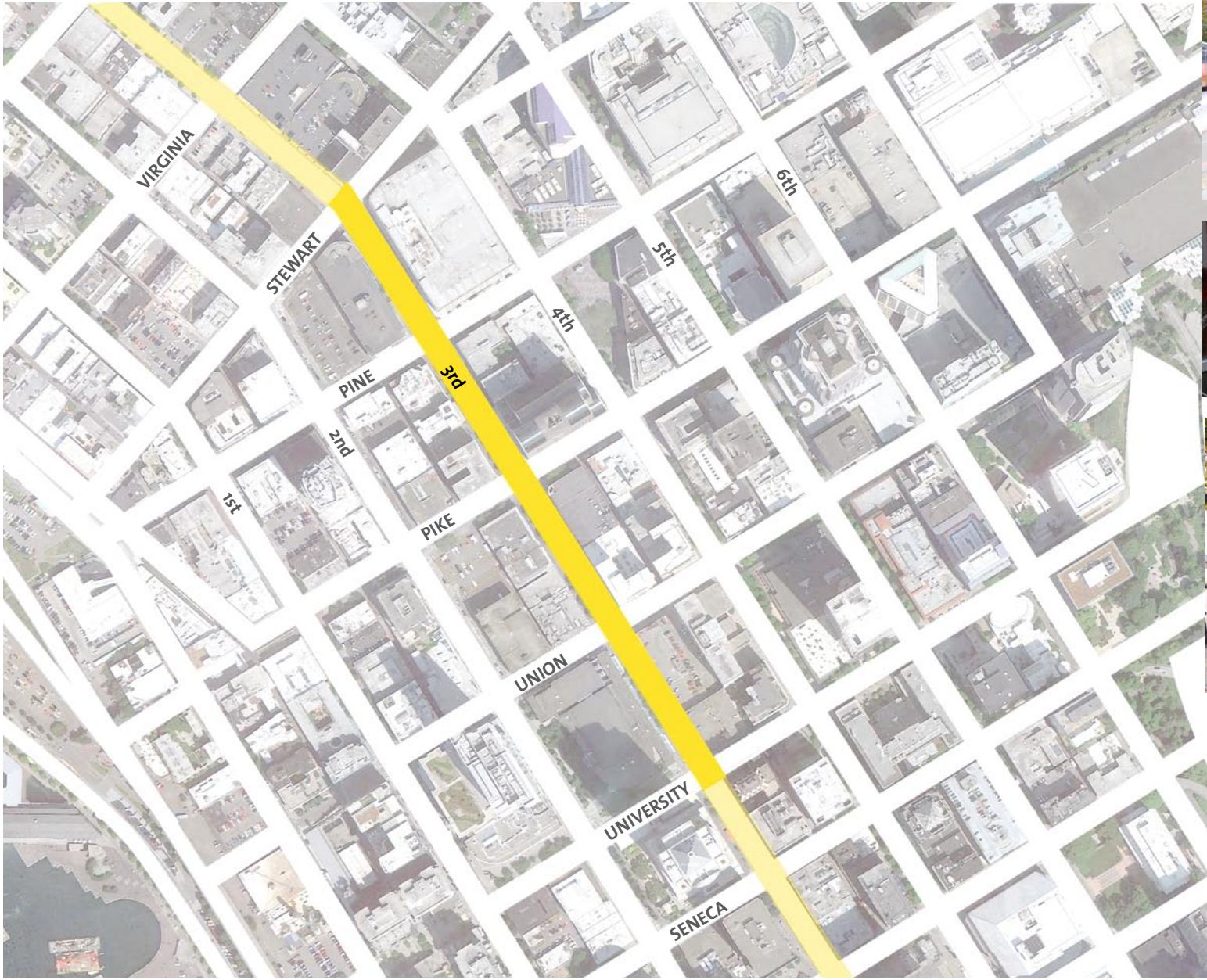
*An memorable, exciting urban street*

new material palette  
create a very strong thematic design  
bold use of light and art  
change transit space/pedestrian space balance  
etc....



**THIRD AVENUE STREETSCAPE**      STEWART TO UNIVERSITY

# context



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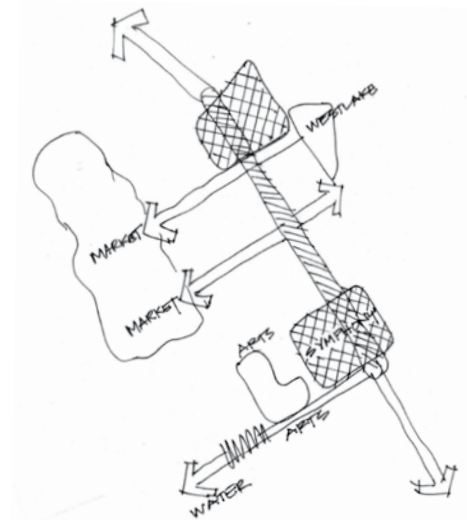
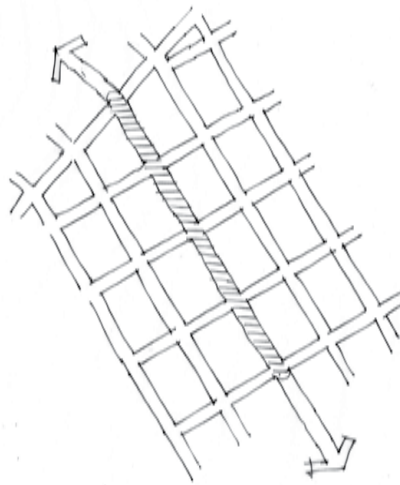
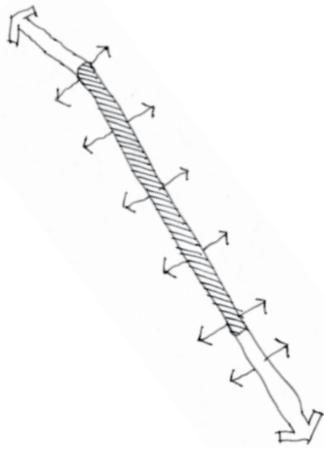
**Third Avenue as linear element**



**Third Avenue as part of a web of downtown streets**



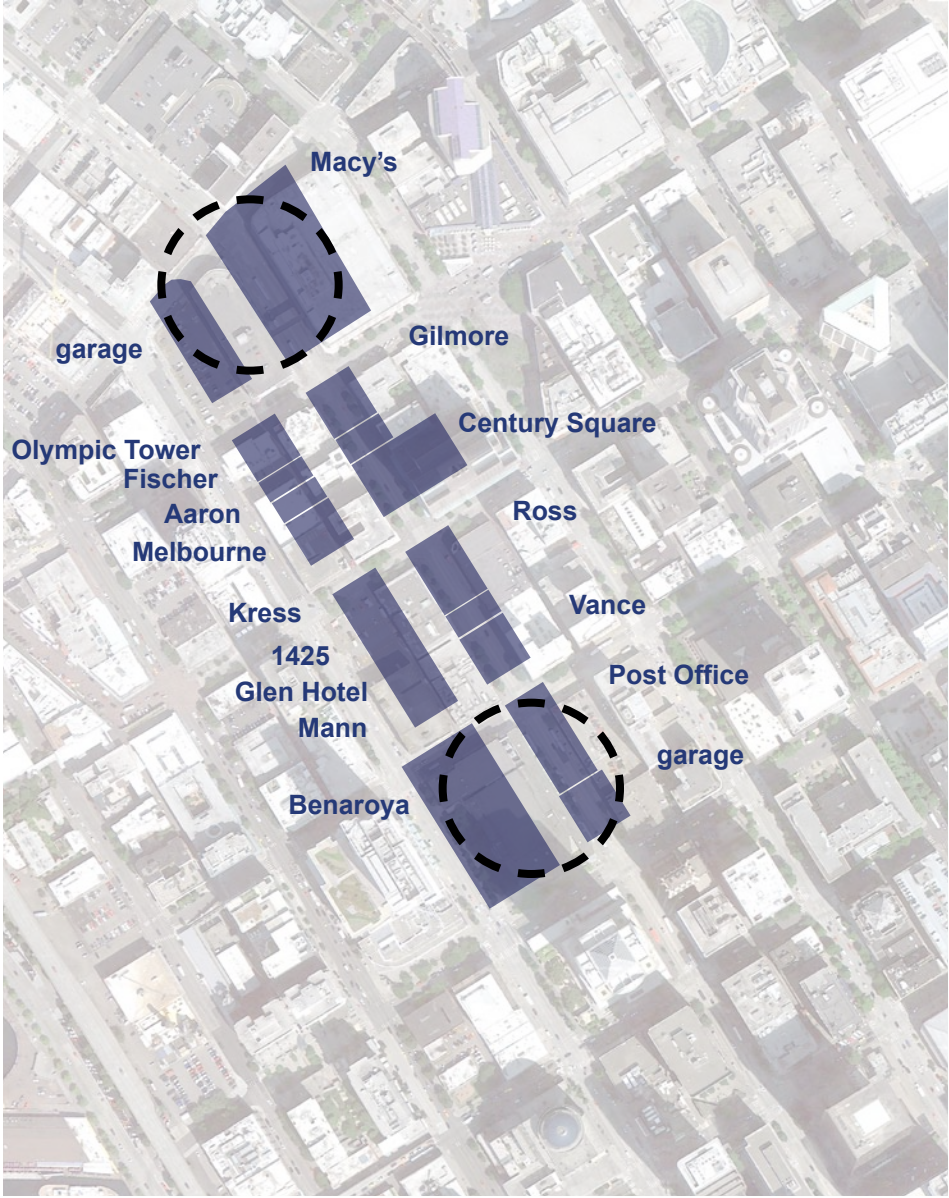
**Third Avenue as a link in a hierarchy of iconic places**

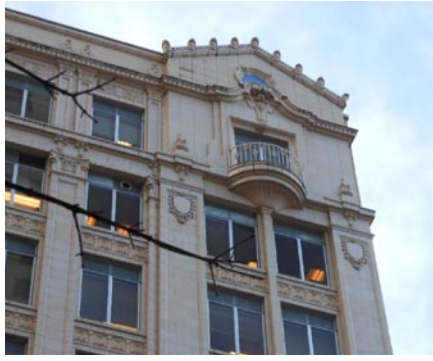


**THIRD AVENUE STREETSCAPE**

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# existing conditions





**HISTORIC BUILDINGS**

Macy's (Bon Marche)  
City of Seattle Historic Landmark

Olympic Tower  
1929  
National Register of Historic Places  
Terra Cotta  
Henry Bittman

Fischer Studio Building  
1912  
City of Seattle Historic Landmark

Mann Building  
City of Seattle Historic Landmark

Bon Marche Parking Garage  
City of Seattle Category 2  
1959

Kress Building  
City of Seattle Category 2  
1924

Woolworth Building  
City of Seattle Category 2  
1940

Joseph Vance Building  
City of Seattle Category 3  
1929

Melbourne Tower  
City of Seattle Category 3  
1920's

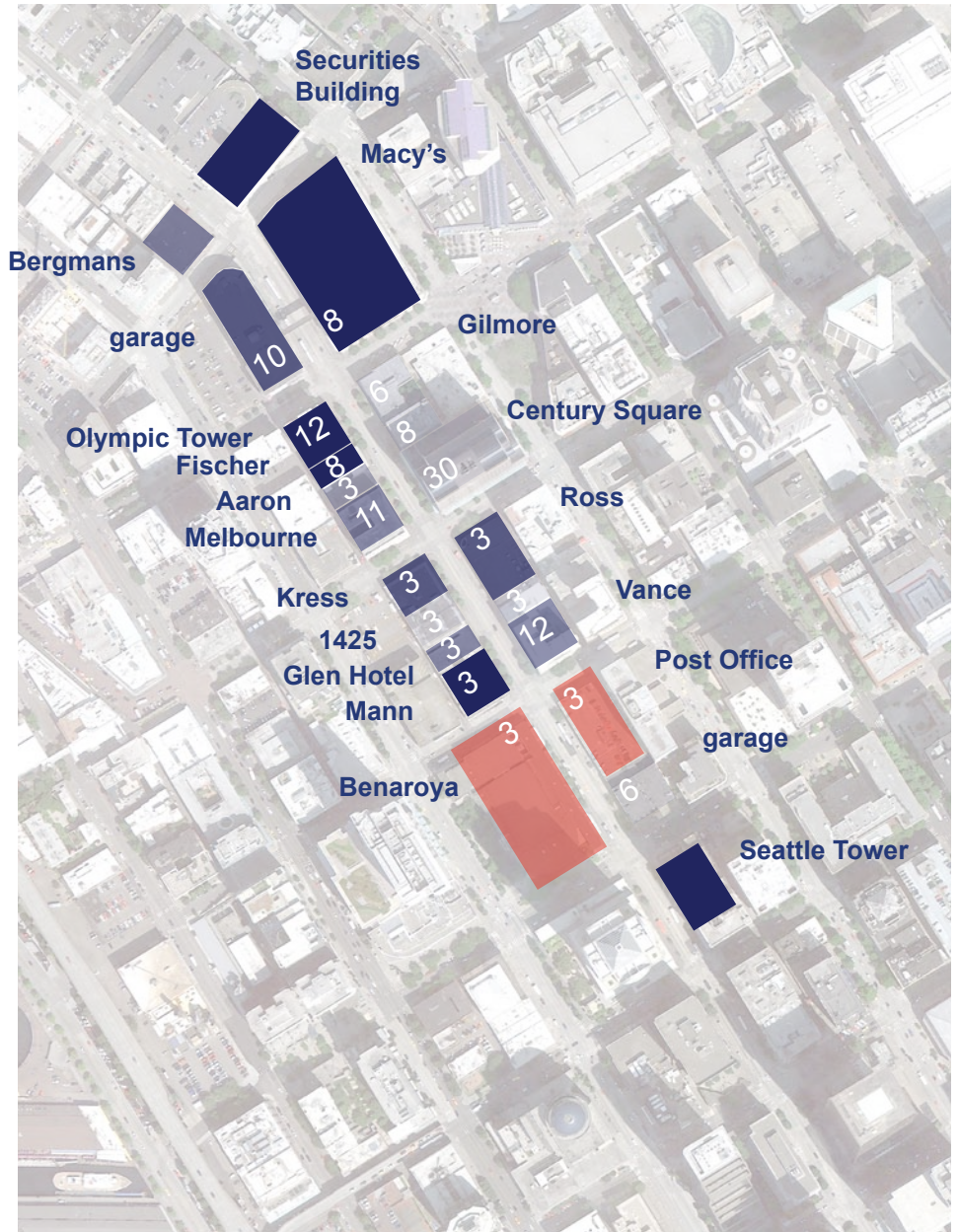
Glen Hotel (1413 3rd)  
City of Seattle Category 3  
1907

Vance Annex (1402 3rd)  
City of Seattle Category 4

**CIVIC BUILDINGS**

Benaroya Hall

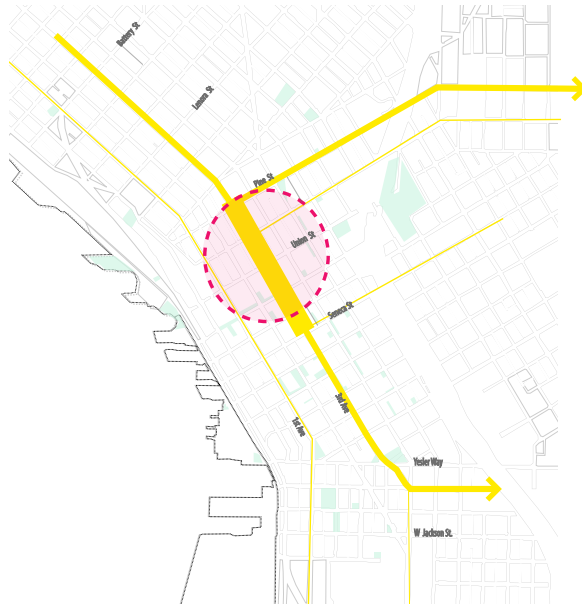
U.S. Post Office



historic fabric



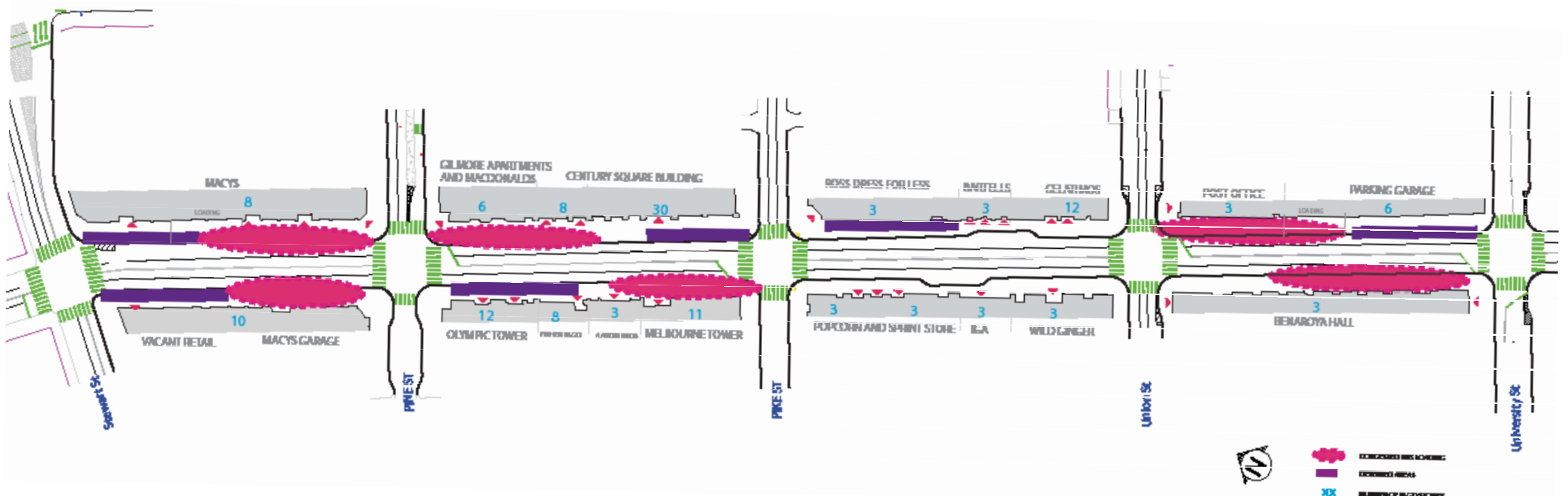
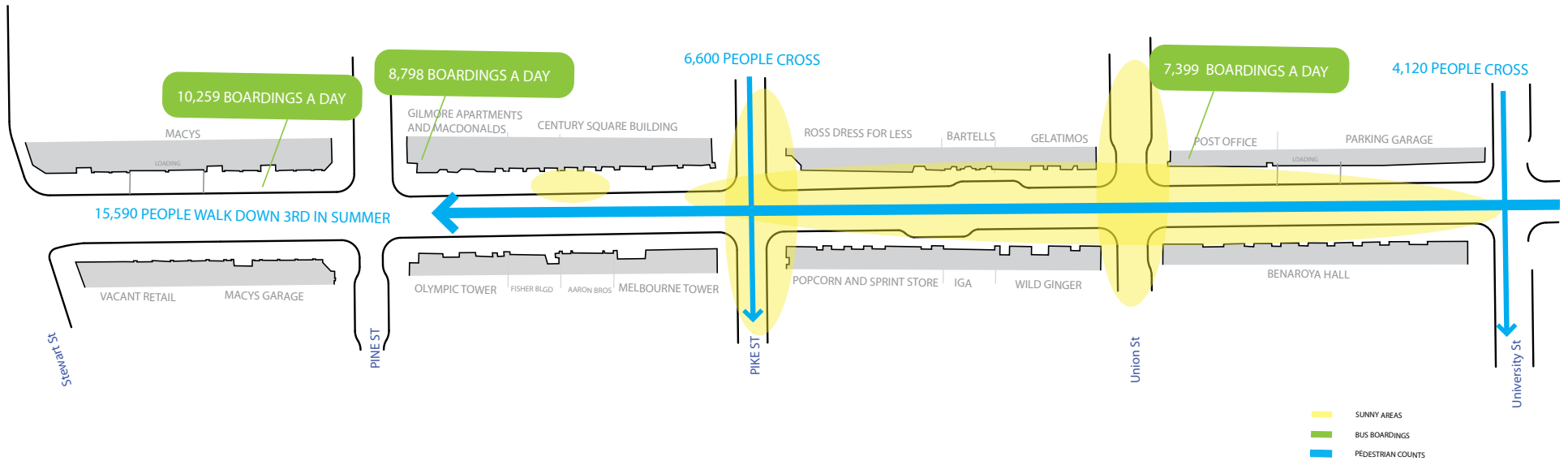




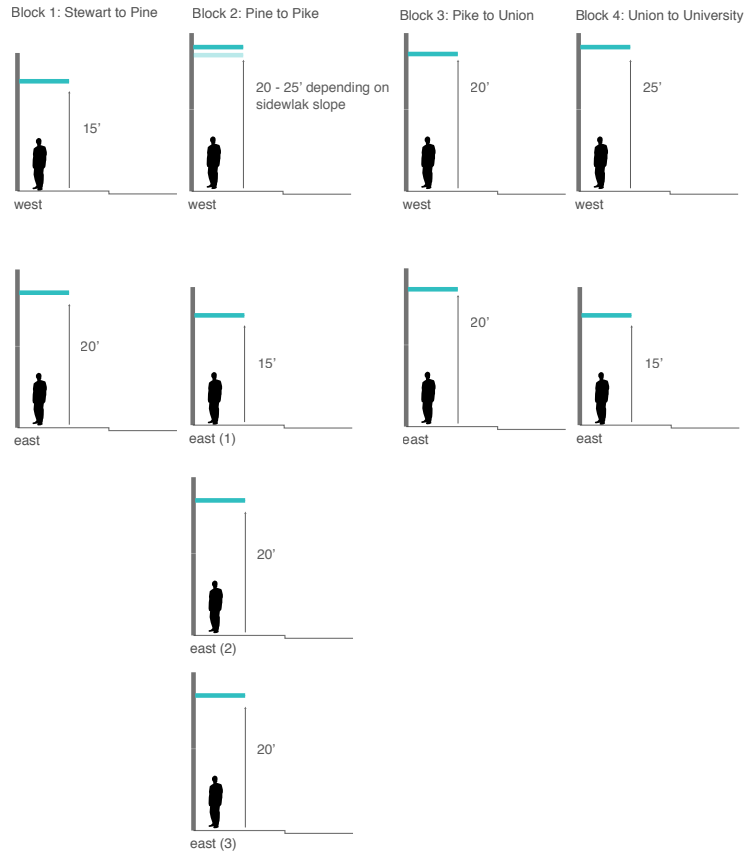
transit

# THIRD AVENUE STREETSCAPE STEWART TO UNIVERSITY

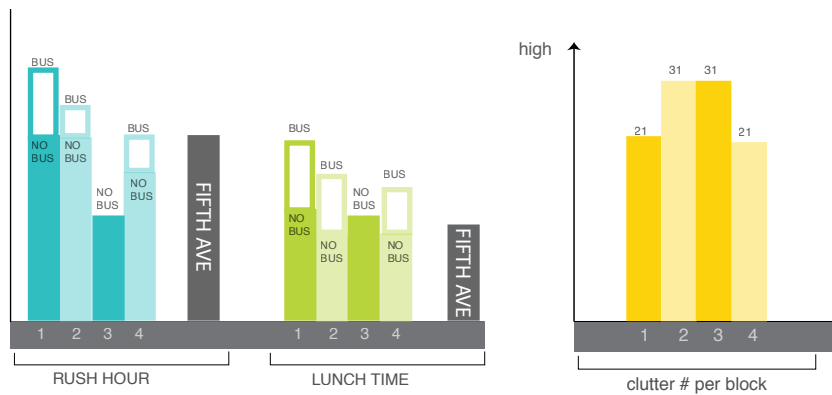
# analysis



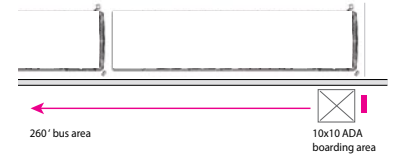
## THIRD AVENUE STREETSCAPE STEWART TO UNIVERSITY



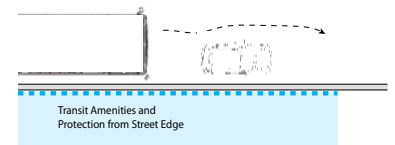
### canopy conditions



### 1. Curb as bus stop



### 2. Curb as bus movement area bus movement along the lane edge, but not a stop



### 3. Curb not needed for bus multi operational / time of day

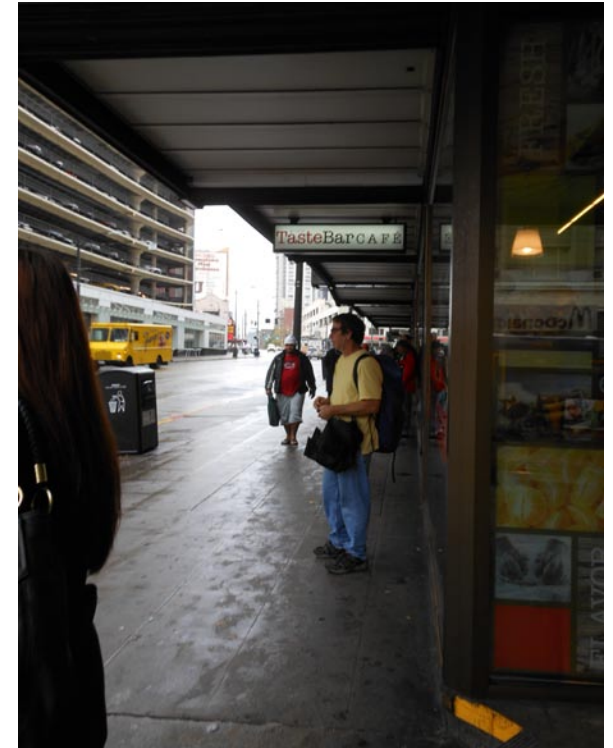
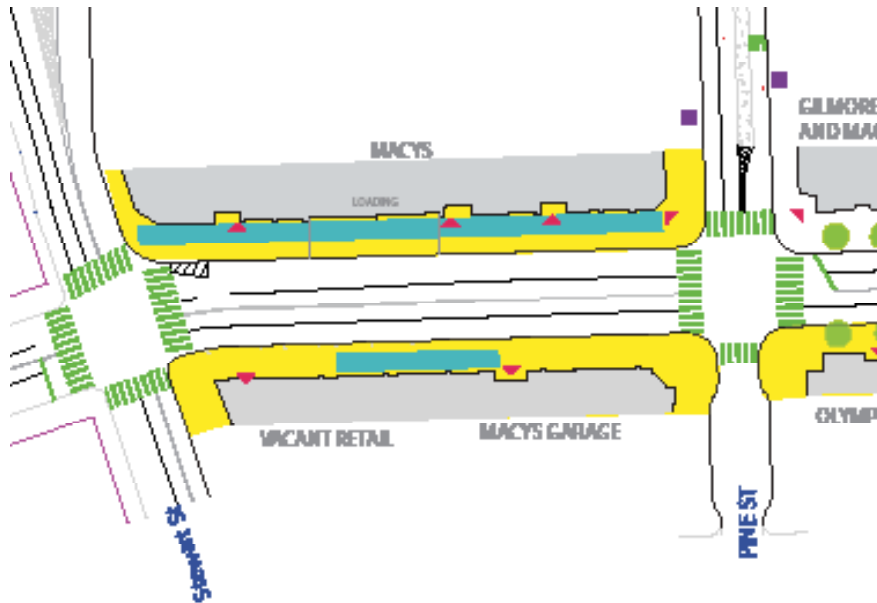


### curb conditions

- 1 Stewart to Pine
- 2 Pine to Pike
- 3 Pike to Union
- 4 Union to University

analysis

# 1 Macy's block: south



Width: 18'  
 Areaways: Yes  
 Boardings: 5,534  
 Pine NB

Curb edge condition:  
 Furnishings:  
 Pavement:  
 Canopy:  
 Building edge:  
 window.

Pedestrian density:  
 Identity:  
 Lighting:

Bus zone. Will have 6' additional space.  
 Sparse, not coordinated. No trees or ped lights.  
 Dark, not attractive.  
 Continuous and solid. Fairly low.  
 Glazed, with visual transparency to food retail.  
 Underutilized indoor seating adjacent to  
 Store entry and employee entry.  
 People gather in doorways and sit on ground.  
 Moderate to congested  
 Taste Bar Cafe is a good use, but area feels dark,  
 neglected and unsafe.  
 Cobra lights; canopy lighting could use improvement

# organizing third avenue



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**THIRD AVENUE STREETScape STEWART TO UNIVERSITY**

# humanizing third avenue

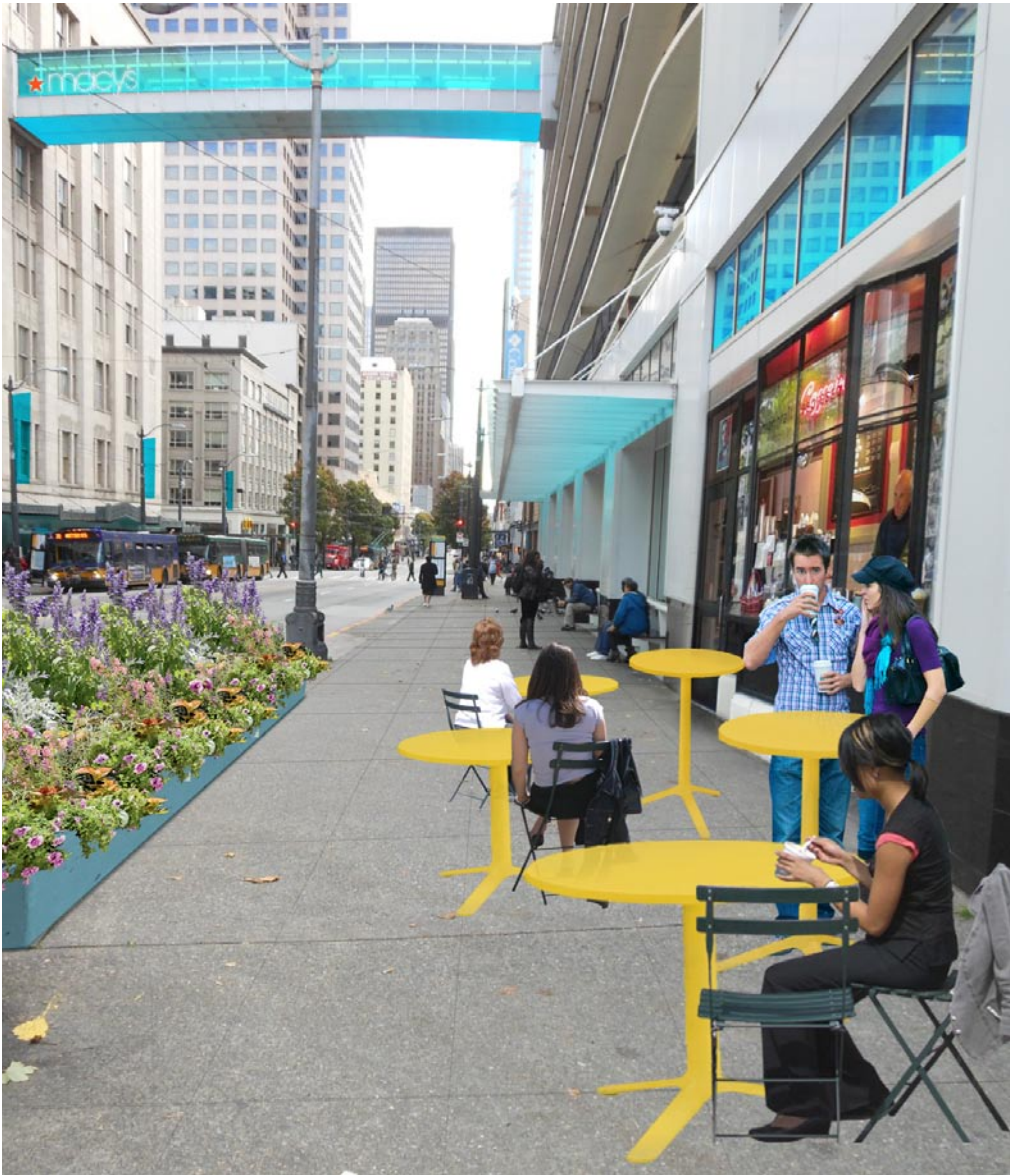


# humanizing third avenue



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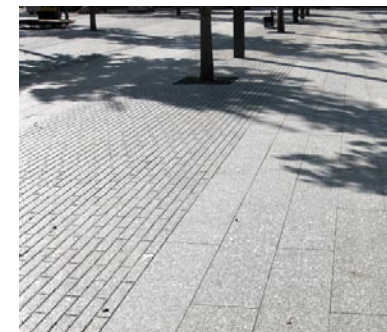
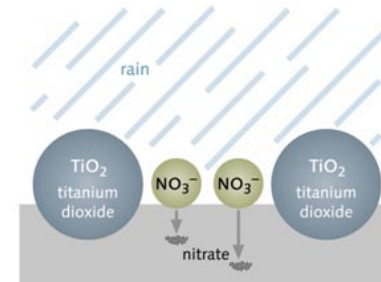
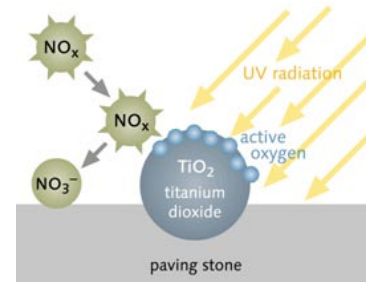
# humanizing third avenue



**THIRD AVENUE STREETScape**      STEWART TO UNIVERSITY

# kit of parts

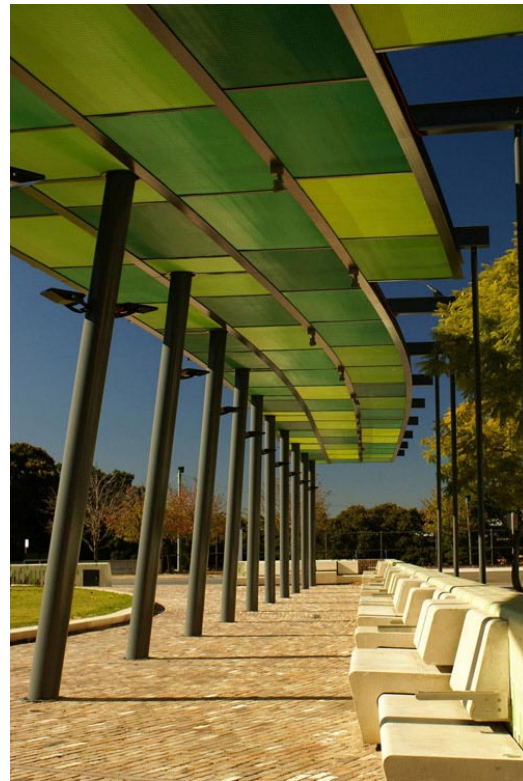
surface: sidewalk material and pattern  
streetlife zone treatment  
intersection treatments  
curb design at driveways  
curb material  
grates  
pull-out infills



# kit of parts

transit shelter:

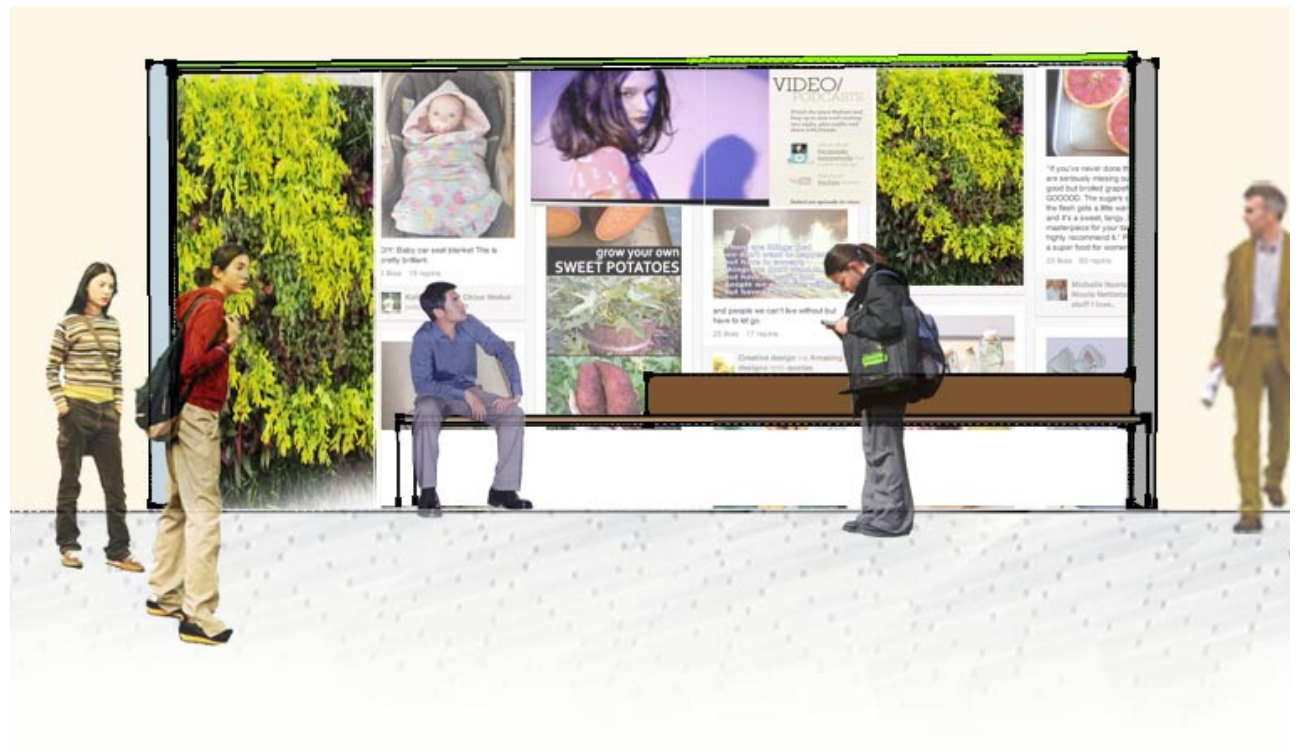
glassy  
flexible  
handsome  
character-giving



# kit of parts

street furniture  
kit may include:

- canopy
- seating
- green wall
- vitreen
- advertising
- wayfinding or Metro info



kit of parts

street lounges





# kit of parts

## 1. THE STREET LOUNGES ARE FOR EVERYONE, BOTH TRANSIT RIDERS AND OTHERS.

The goal is to leverage the critical mass and activity of the ridership to populate and activate public space (not just crowded bus loading zones), to make it more inviting for everyone.

## 2. STREET LOUNGES WILL REQUIRE CARE AND MAINTENANCE.

They shouldn't be built where they won't be used and cared for. If they aren't active they won't be successful; failure compromises the surrounding environment.

## 3. THE STREET LOUNGES AREN'T ALL THE SAME.

There is a consistent base/framework for the transit program: Transit Post; some seating, with separation from street; shelter  
They would be designed and built only as appropriate for their specific location: likelihood of use, maintenance/management, physical feasibility (site), etc

- So some might be open areas for vendors and other temporary pilot/test programs (see other design)

## 4. THERE ARE SEVERAL WAYS TO DEVELOP THE STREET LOUNGES

City builds them all: each is a City project with City identity

City initiates, but others are involved in developing each one

(similar to SF Parklet model: each is implemented and maintained by independent party such as adjacent property/business)

Partnership opportunities.

NOTE: To develop this for 10% design we need to agree on an approach soon.

## 5. VARIETY CAN GIVE THE STREET CHARACTER AND ADAPT TO ADJACENT CONDITIONS

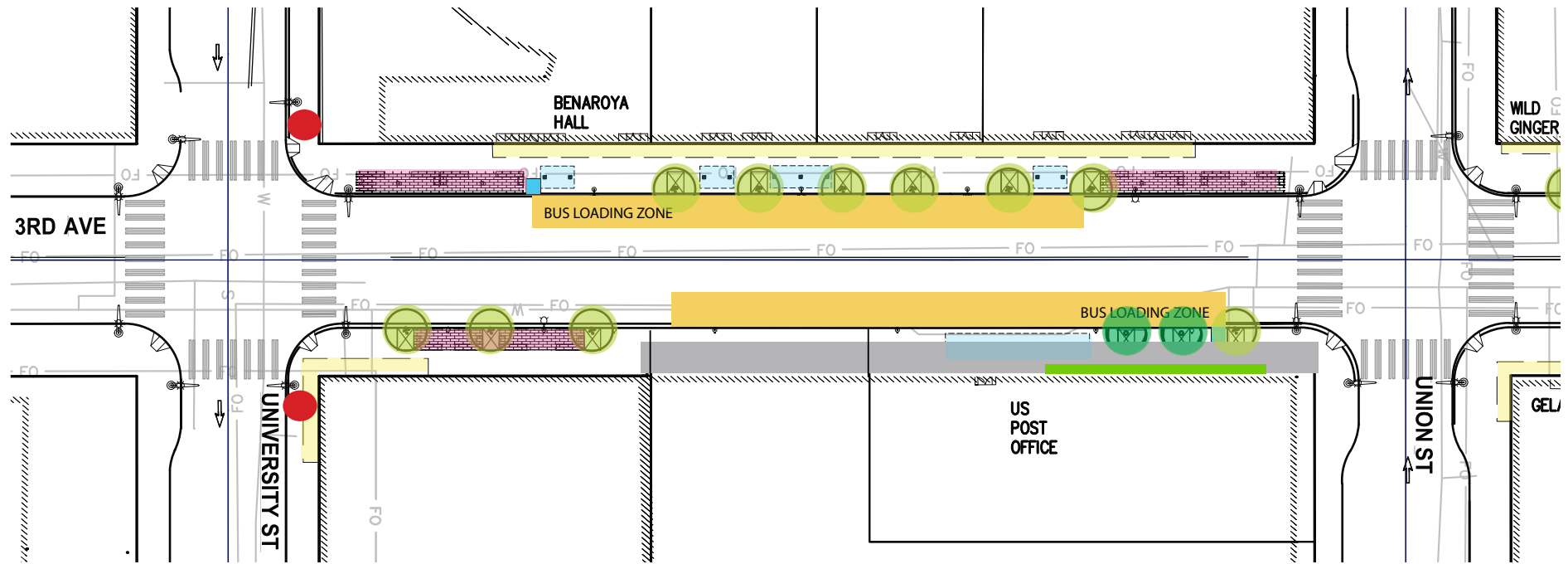
While certain streetscape elements will add up for a desirable consistency up and down 3rd (ie Transit Shelters, paving, etc) the Lounges could be quite variable, with certain consistent attributes (described below). That variety would make each feel more like a place in itself (as opposed to an "element" of the streetscape). The Lounges should have character and autonomy. This variety could be achieved regardless of how they are implement (see note 4 above) but the strategy would be different. Design vs. initiating guidelines and review process for other designers, etc.

## 6. COMFORT IS ESSENTIAL

For the Street Lounge concept to work (wait at lounge, board at Transit Shelter) the lounges need to be preferable places to wait.

They need to feel safe and appealing, with appropriate, well-functioning amenities. Well maintained.

They should be comfortable for different types of people (not just transit riders) and encourage "staying".



### University to Union: West

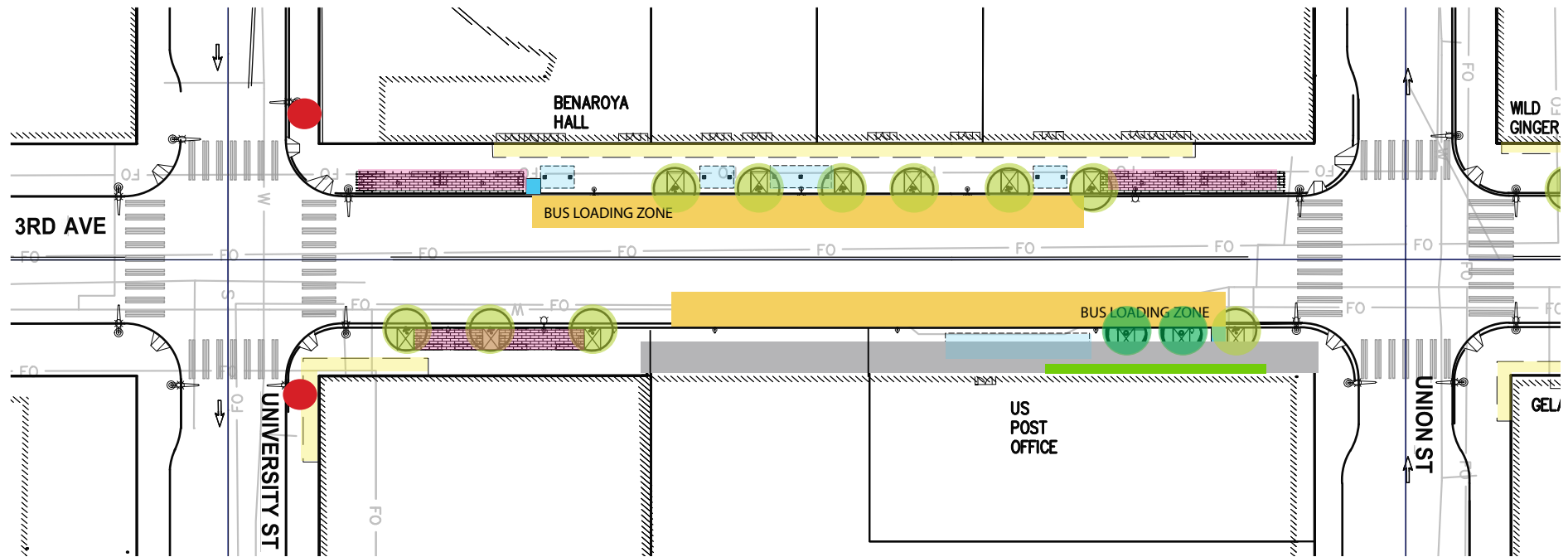


New paving with photocatalytic material and new patterning  
 New intersection treatment, carrying photocatalytic concrete across intersection.

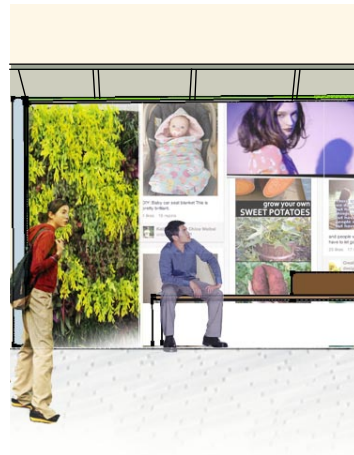
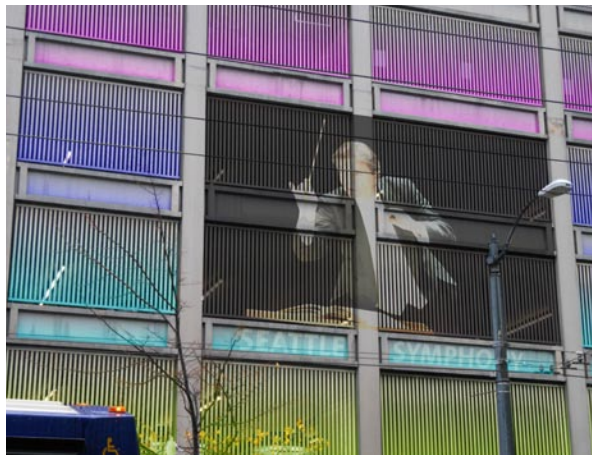
- Move bus zone to north to allow space for treatments at entries
- Consider smaller transit shelter between trees at curb
- Add information kiosk to mark transit tunnel entry
- Energy efficient pedestrian lights

#### By Benaroya:

- Add lighting projection to building across street
- Strengthen the presence of symphony hall on both sides of block
- Consider opening doors to street or adding kiosks at doorways
- Improve canopy lighting
- Stewardship of street furnishings



**University to Union: East**

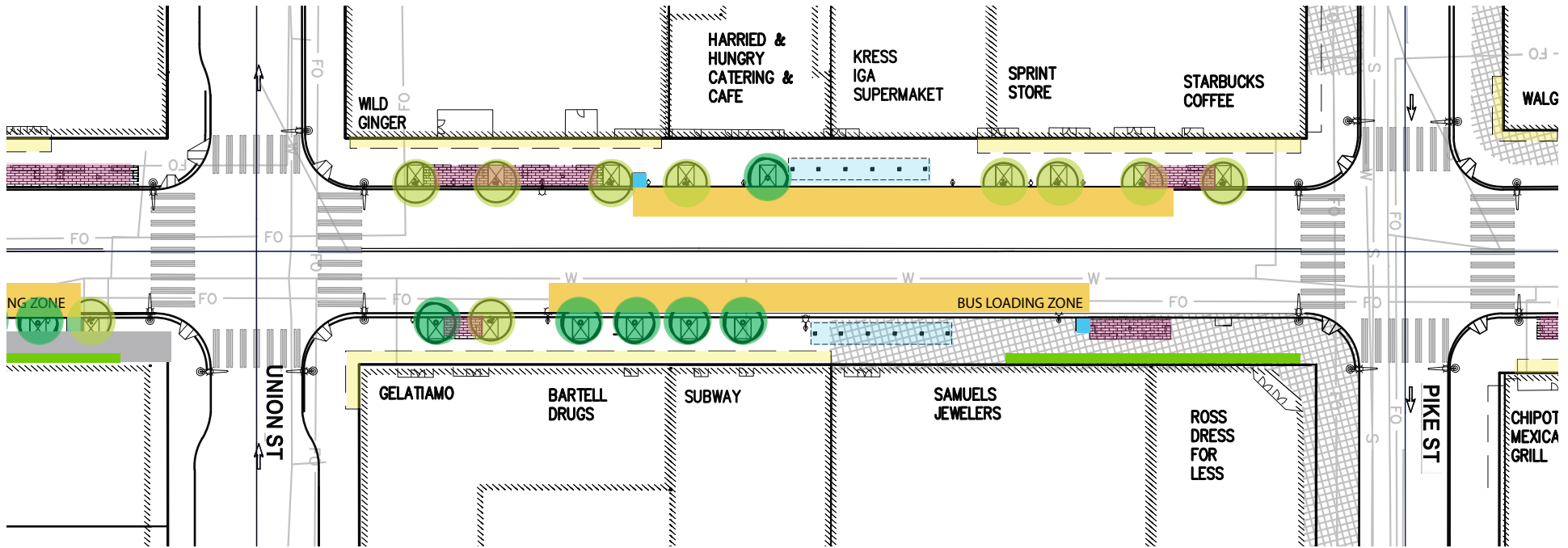


- New paving with photocatalytic material and new patterning
- New intersection treatment, carrying photocatalytic concrete across intersection.
- Consider curb treatment at garage entry
- Remove existing shelters and replace with one new shelter
- Remove guard house
- At Post Office wall, add street furnishings/green wall/canopy
- Add new trees
- Add information kiosk to mark transit tunnel entry
- Energy efficient pedestrian lights

**Private Actions:**

- Work with Benaroya on projections
- Strengthen the presence of symphony hall on both sides of block
- Consider lighting to highlight transit tunnel from 3rd
- Stewardship of street furnishings

**THIRD AVENUE STREETSCAPE STEWART TO UNIVERSITY**



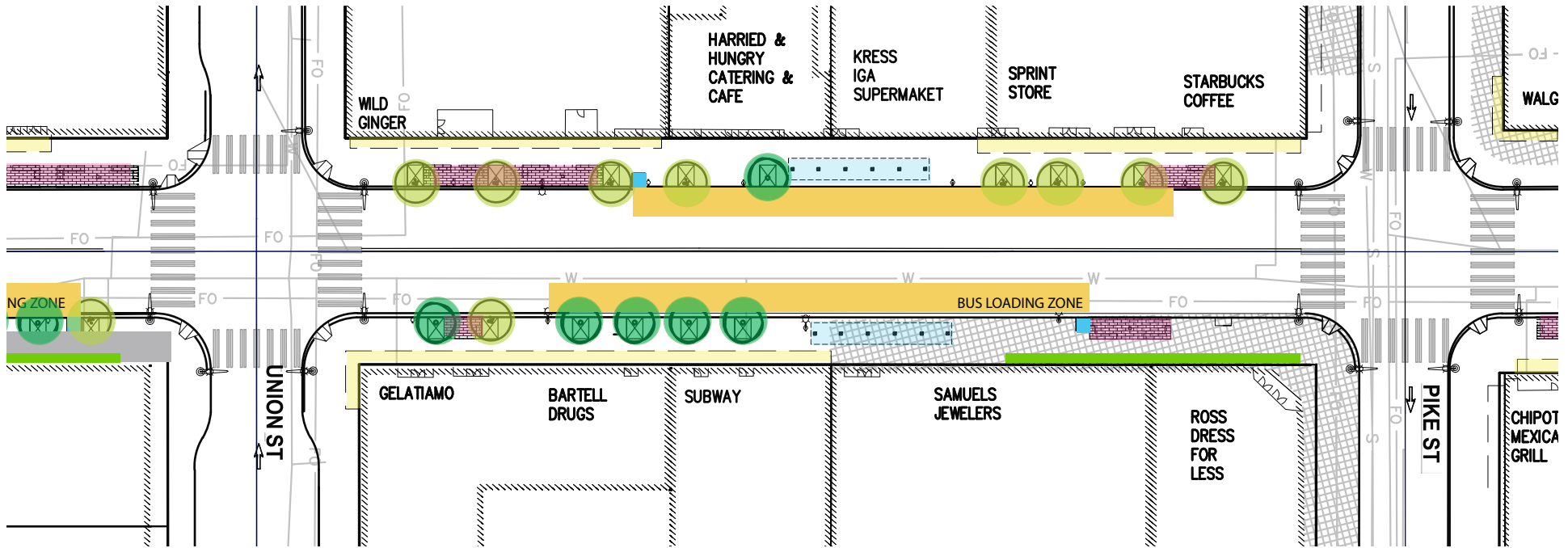
**Union to Pike: West**



New paving with photocatalytic material and new patterning  
 New intersection treatment, carrying photocatalytic concrete across intersection.

- Add tree
- Street furnishings
- Energy efficient pedestrian lights
- If this becomes a transit block:
  - Infill pull-out
  - Add transit shelter

Private Actions:  
 Lighting to highlight architectural details  
 Consider canopy lighting  
 Stewardship of street furnishings



**Union to Pike: East**



New paving with photocatalytic material and new patterning  
 New intersection treatment, carrying photocatalytic concrete across intersection.

Add trees

Street furnishings, including wall version at Ross's, kiosks

Energy efficient pedestrian lights

If this becomes a transit block:

Infill pull-out

Add transit shelter

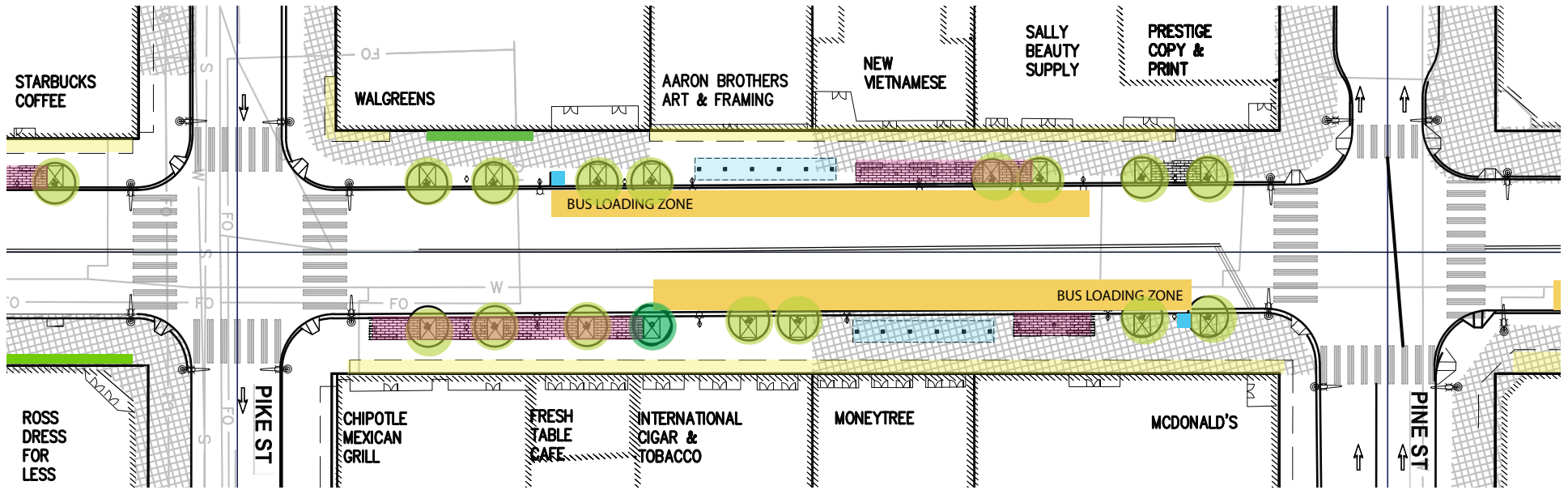
Private Actions:

Lighting to highlight architectural details

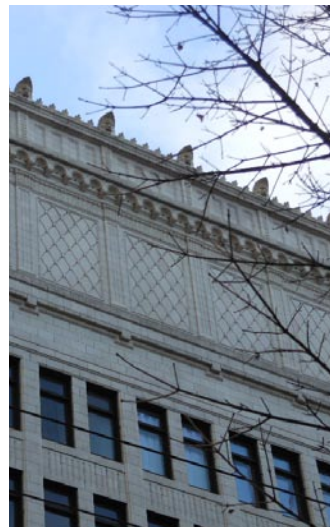
Consider canopy lighting

Stewardship of street furnishings

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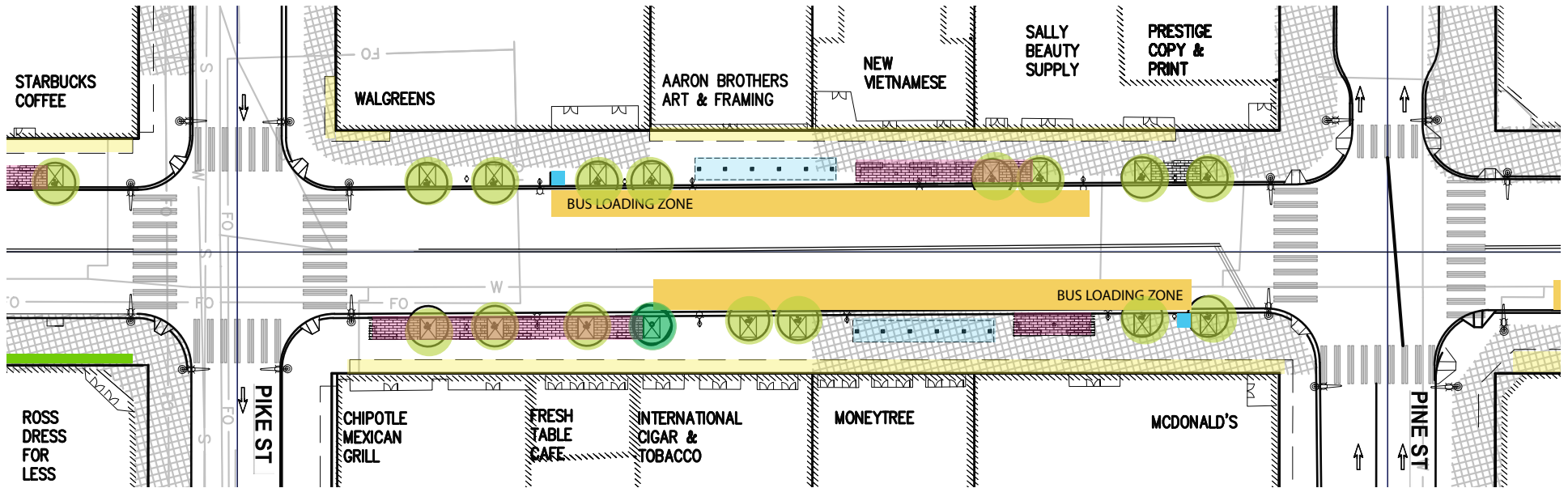


**Pike to Pine: West**



- New paving with photocatalytic material and new patterning
- New intersection treatment, carrying photocatalytic concrete across intersection.
- Infill pull-out
- Remove existing transit shelters, add new transit shelter
- Move head of bus zone away from intersection
- Street furnishings; consider wall version at Walgreens
- Energy efficient pedestrian lights

- Private Actions:
- Lighting to highlight architectural details
  - Consider canopy lighting
  - Stewardship of street furnishings



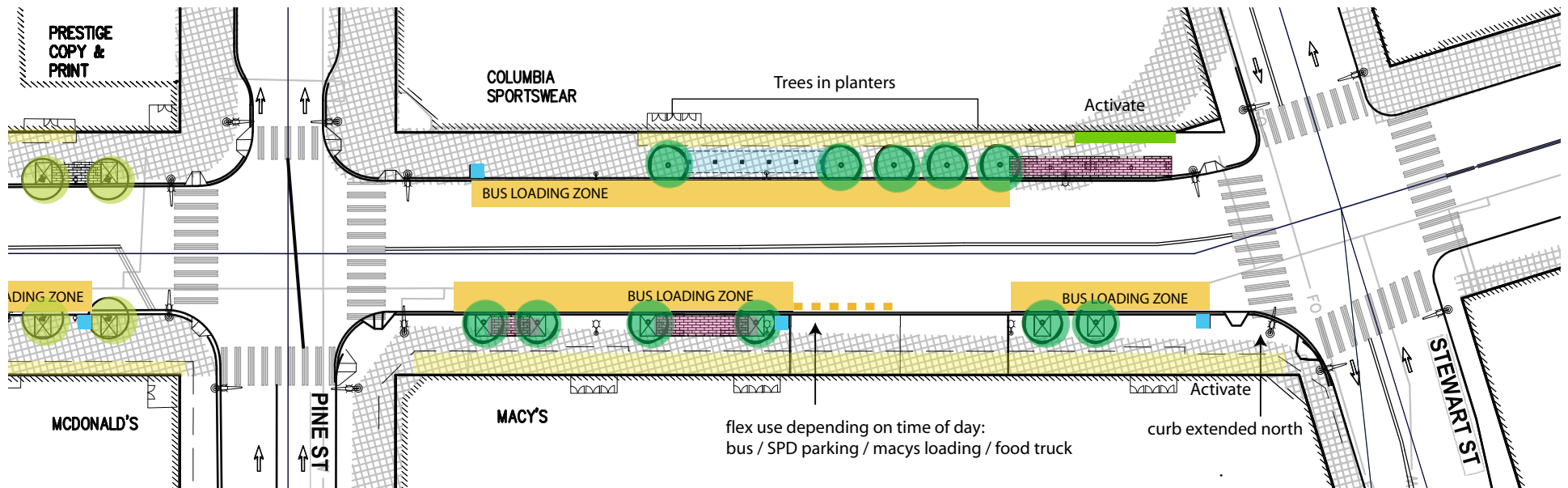
### Pike to Pine: East

New paving with photocatalytic material and new patterning  
 New intersection treatment, carrying photocatalytic concrete across intersection.

- Infill pull-out
- Add new transit shelter
- Move head of bus zone north
- Add tree
- Street furnishings
- Energy efficient pedestrian lights

#### Private Actions:

- Add missing canopy glass; consider canopy lighting
- Stewardship of street furnishings



### Pine to Stewart: West

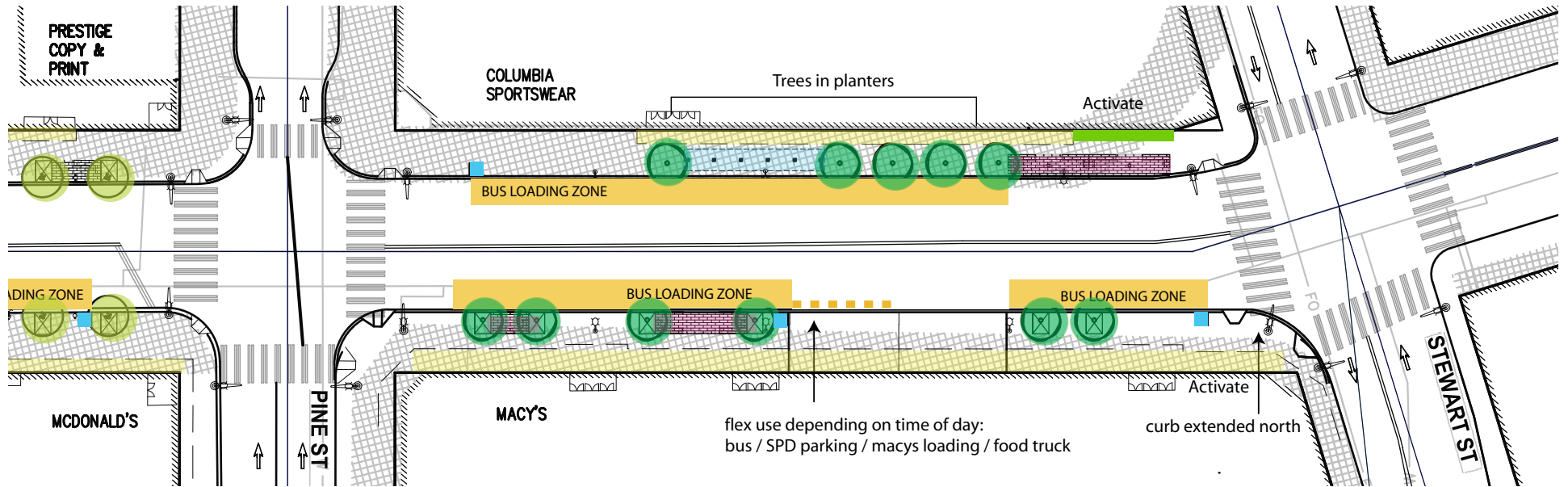


- New paving with photocatalytic material and new patterning
- New intersection treatment, carrying photocatalytic concrete across intersection.
- Add new transit shelter
- Move head of bus zone away from intersection
- Add trees in planters
- Street furnishings
- Energy efficient pedestrian lights

#### Private Actions:

- Rent corner space or allow non-profit use
- Consider canopy lighting
- Work with Macy's on lighting schemes to energize block
- Stewardship of street furnishings





### Pine to Stewart: East

New paving with photocatalytic material and new patterning, expanding width of the sidewalk by 6 feet as far north as possible  
 New intersection treatment, carrying photocatalytic concrete across intersection.

New energy efficient pedestrian lights in new sidewalk zone

New trees in new sidewalk zone, outside of areaway

Reconsider bus zone locations to decrease congestion

Consider vehicle use in driveway zone:

police parking; food trucks during lunch hour

Consider street furnishings

### Private Actions:

Rent corner space or allow non-profit use

New panels at loading dock, lit from above

Light architectural details of facade and canopy edge.

Improve lighting below canopy.

Add interest in store windows. Partnering with non-profits or artists is encouraged.

Add lighting that will enliven the parking garage facade and the skybridge; create "Macy's space" both sides of street

Stewardship of street furnishings

# energizing third avenue

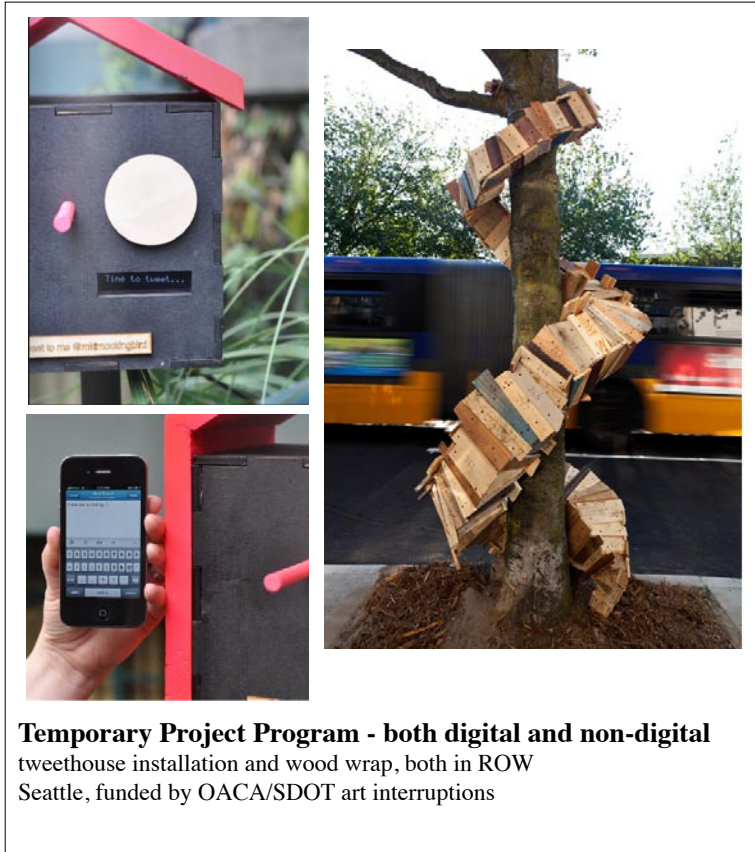


THIRD AVENUE STREETScape

STEWART TO UNIVERSITY

## Smaller Scale Installations that Activate the ROW

- Utilize SDOT/OACA temporary ROW project program
- Projects that promote communication between 3rd Ave transit users
- Creating Vertical Interest, Identity and Excitement for change
- Potential to utilize existing infrastructure along 3rd



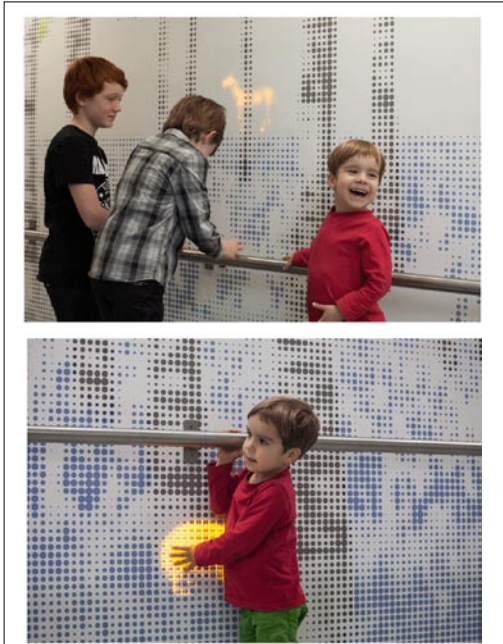
**Creating interest with existing infrastructure**  
Phone booth book exchange  
NYC



interactive sidewalk games  
San Francisco, Urban Prototyping Festival

## Larger Scale Installations

- Projects that promote communication between 3rd Ave transit users
- Creating Vertical Interest, Identity and Excitement for change
- Potential “ribbon cutting” 3rd Ave events



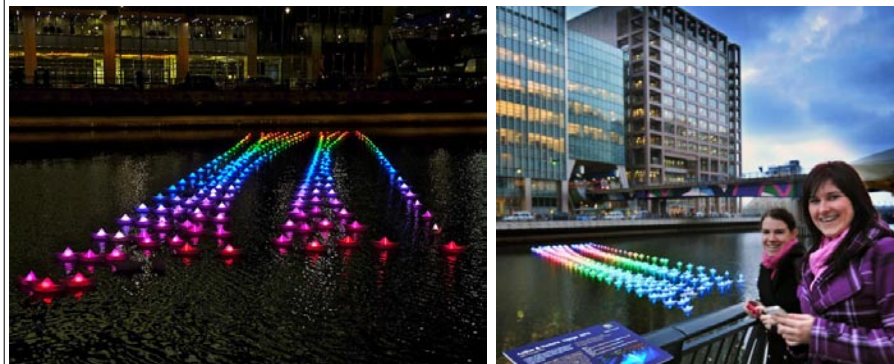
Interactive LED Wall in London  
<http://www.jasonbruges.com/>



**Creating Vertical Interest and Identity**  
Poetry projection mobile  
NYC  
<http://localprojects.net/project/poemobile/#1>



**Creating Interest, Identity and Excitement**  
Bike generating building lighting - concept idea  
<http://www.youtube.com/watch?v=yEH4Yum4nN4>

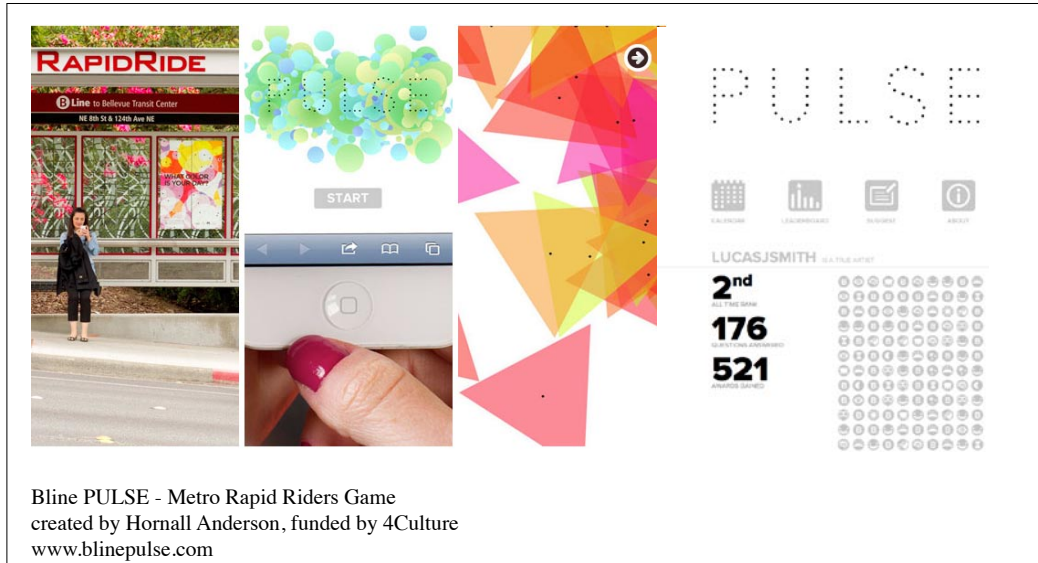


**Projects that promote communication between 3rd Ave users**

Voyage - interactive mobile installation  
London, UK

## Fun Transit / 3rd Ave Digital Identity

- Projects that promote communication between 3rd Ave transit users
- Creating Identity and Avenues for multiple types of interaction



Blinc PULSE - Metro Rapid Riders Game  
created by Hornall Anderson, funded by 4Culture  
[www.blincpulse.com](http://www.blincpulse.com)

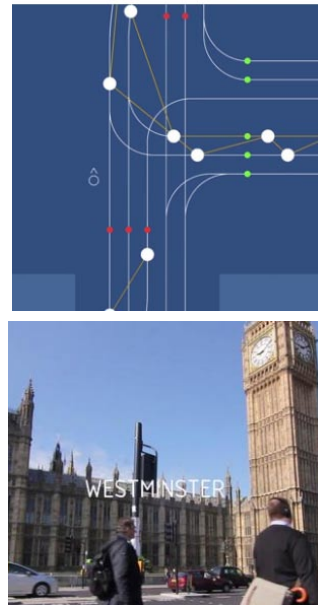
3rd Ave : BUS IT (not bike it, but example of opportunity to connect transit riders)



Bike it phone app and signage  
NYC  
<http://localprojects.net/types/page/6/?type=mobile#2>



Aline SOUND - Metro Rapid Ride Sound installation  
created by Christopher DeLaurenti, funded by 4Culture  
<http://www.4culture.org/publicart/collection/>



City Symphonies - iphone transit app that plays a tune for every car passing through the intersection  
Mark Mckeague  
<http://markmckeague.com/work/city-symphonies/>

## Intersection Art + Interaction

- Creating Human scale interest at the intersections
- Promoting 3rd Ave as a place to be in the city



Pacman Crosswalk  
NYC



Color Jam - Temporary Art Installation  
Jessica Stockholder  
Chicago, IL  
[http://artloop.chicagoloopalliance.com/about/color\\_jam/](http://artloop.chicagoloopalliance.com/about/color_jam/)



Ping Pong at Crosswalk  
Germany  
<http://news.ninemsn.com.au/old-gallery/2012/09/12/20/47/germans-invent-traffic-ping-pong>



LED lit Crosswalk (brightens when pedestrians are crossing, dulls when they are not) Also collects PED data  
Uprototyping Festival Submission  
<http://sf.urbanprototyping.org/projects/glowing-crosswalk/>

A photograph of a busy city street, likely Third Avenue, showing a large crowd of pedestrians walking across a crosswalk. In the background, there is a pharmacy sign, a bus, and trees with autumn foliage. A semi-transparent blue box is overlaid on the center of the image, containing white text.

**The new character of Third Avenue will create a dignified, high-quality public realm, with a positive and memorable character.**