

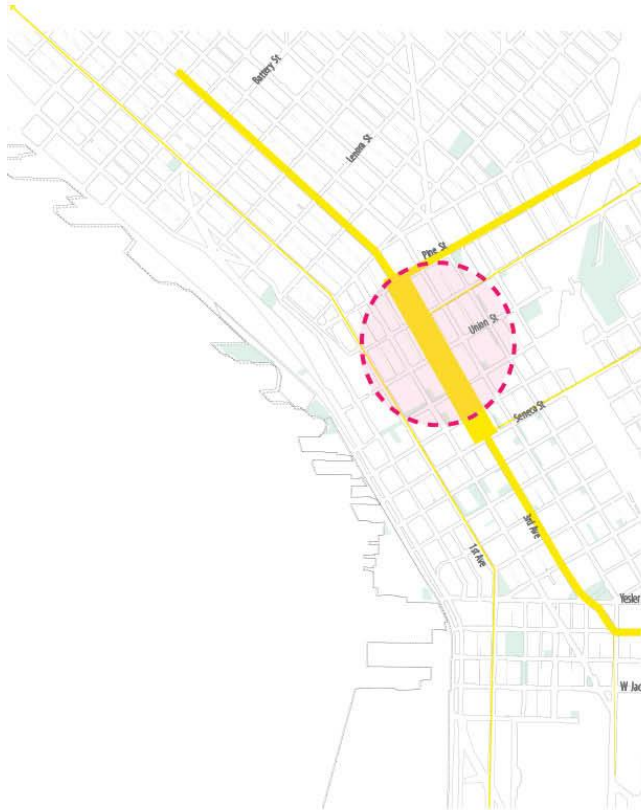


# **Improving Downtown Streetscapes:**

**Third Avenue Transit Corridor,  
Pike/Pine Retail Core, and  
Coordinated Street Furniture**

**Council Transportation Committee  
July 9, 2013**

# SEATTLE'S DOWNTOWN TRANSIT HUB



# Goals + Vision

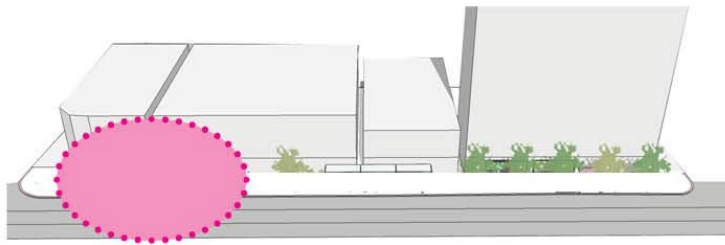
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The new character of Third Avenue will create a dignified, high-quality public realm, with a positive and memorable character.

- 1 TRANSIT RIDERS SHOULD FEEL COMFORTABLE AND HAVE A PLEASANT WAITING EXPERIENCE
- 2 NON-TRANSIT RIDERS SHOULD FEEL COMFORTABLE WALKING ALONG AND STAYING
- 3 BUSINESS OWNERS, TRANSIT RIDERS AND DOWNTOWN PATRONS SHOULD FEEL A SENSE OF PRIDE AND STEWARDSHIP
- 4 THIRD AVE HAS A RECOGNIZABLE POSITIVE CHARACTER AND IMAGE

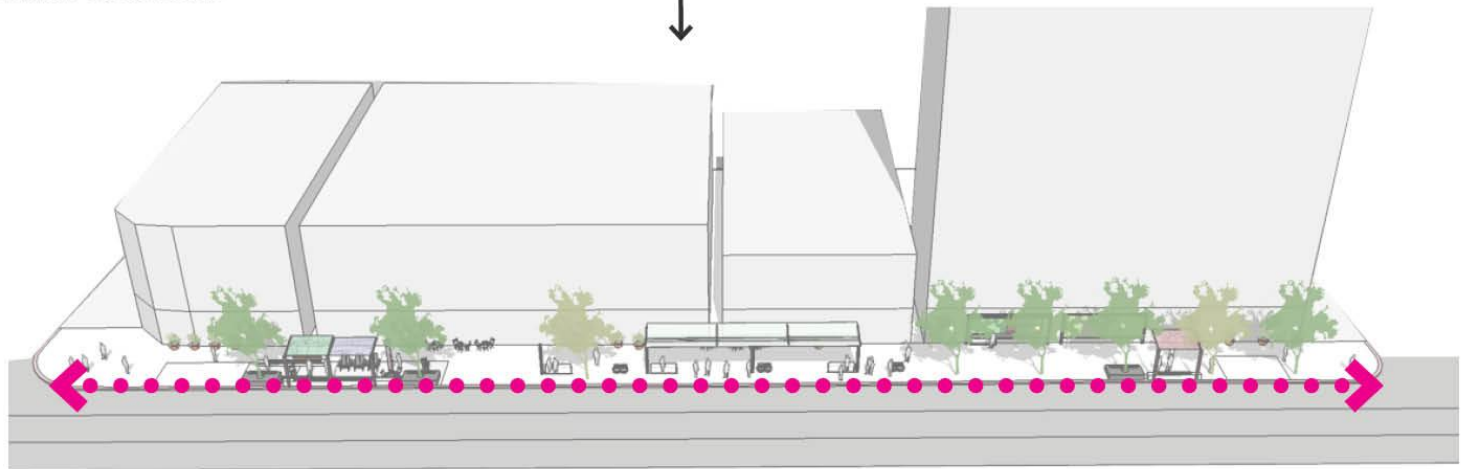
# Concept and Approach

ORGANIZE // location of elements and people



EXISTING CLUMPS OF PEOPLE

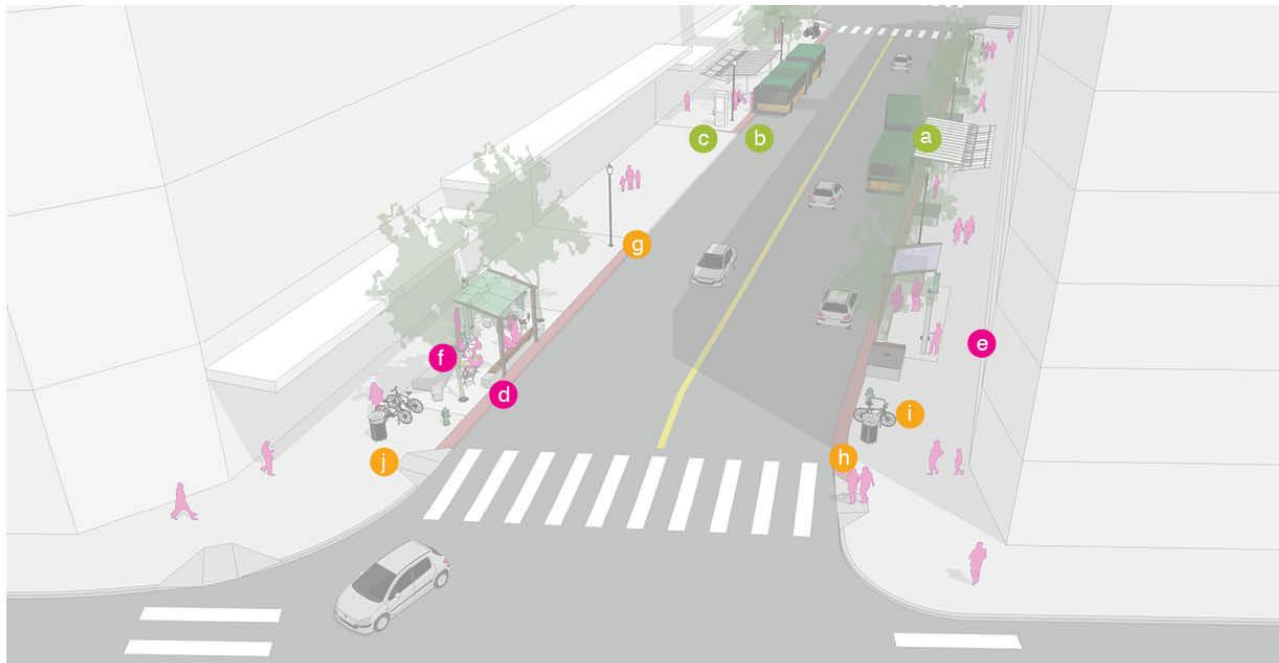
The current configuration of behavior along Third Avenue is to clump at transit areas. In this proposal, we provide strategies that organize people along the full block, which will activate deserted areas and utilize more space for transit waiting.



ACTIVITY SPREAD THROUGHOUT THE WHOLE BLOCK

# CREATING A HOLISTIC STREETScape

## “KIT OF PARTS” APPROACH



### TRANSIT AMENITIES

- a. signature transit canopy
- b. transit seating / lean rail
- c. head of bus / Metro kiosk

### PUBLIC LIFE AMENITIES

- d. street lounge (seating / kiosks / canopy)
- e. blank facade treatments
- f. street care program

### STREET ELEMENTS

- g. lighting experience + interactive
- h. paving, patterning, curb and trees
- i. bike racks / news boxes
- j. trash / recycling receptacles



## TRANSIT CANOPY AND INFRASTRUCTURE

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- + BOLD TRANSIT IDENTITY AND IMPACT FOR THIRD AVE
- + GLASSY, FLEXIBLE, HANDSOME, CHARACTER-GIVING
- + FLEXIBLE INFORMATION POLES WITH MULTIPLE PROGRAMMING
- + FLEXIBLE CANOPY TO ACCOMMODATE EXISTING CANOPY STRUCTURES
- + SCALABLE STRUCTURE TO ACCOMMODATE EXISTING TREES
- + SEATING AND LEAN RAIL MODULES
- + LIGHTING OF THE CANOPY



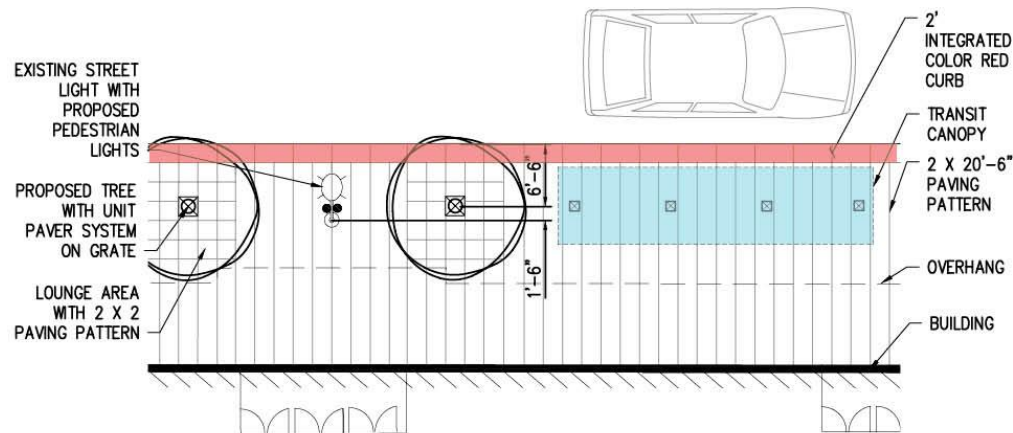
## PAVING

Sidewalk material and pattern will be a consistent treatment of material made from photocatalytic paving, which will brighten the corridor and aid in controlling pollution. The surface paving will contain:

- + streetlife zone treatment
- + intersection treatments
- + curb design at driveways
- + curb material
- + grates
- + pull-out infills



EXAMPLE OF RED GRANITE CURB THROUGHOUT THE CORRIDOR AND PHOTOCATALYTIC PAVEMENT SAMPLE



PAVING PRECEDENTS: CONSISTENT PATTERN THROUGHOUT CORRIDOR





PRECEDENT: PORTLAND TRANSIT SHELTER



PRECEDENT: SOUTH LAKE UNION STREETCAR

## Third Avenue Transit Canopy Vision

Third Avenue Transit Canopies are distinctive pavilions that bolster a new image for 3rd and facilitate fast, orderly boarding and disembarking of buses. Serving several bus lines each and many users a day, they are the focal point for each block's streetscape creating the heart of 3rd Avenue's transit identity. To that end they are impressive, contemporary, and refined in design.

All Transit Canopies are consistent in appearance and amenities.

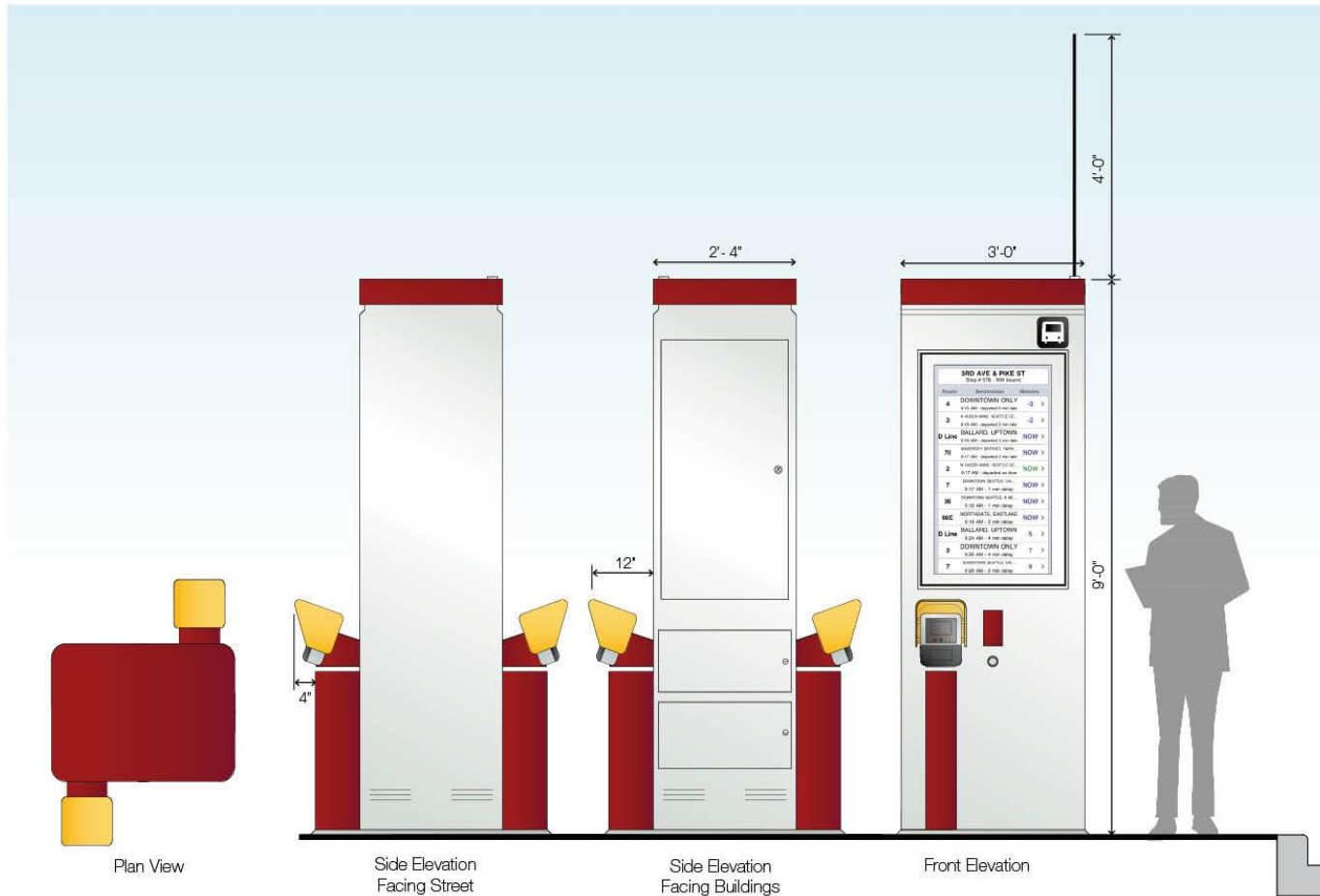


PRECEDENT: PRODUCT FROM MMCITE



## ITS KIOSK/ METRO POLE

KIOSK PROPOSED FOR METRO ORCA CARD READER AND DIGITAL BUS INFORMATION  
LOCATED AT THE HEAD OF THE BUS ZONE



## STREET LOUNGE

Street Lounges express the value of “street life”, leveraging the critical mass of transit riders to attract and support more people to spend time on the sidewalk.

- + FLEXIBLE PROGRAMMING IN EACH LOUNGE DEPENDENT ON ADJACENT LAND USE AND OWNERSHIP
- + CANOPY VARIATIONS (SEASONAL CHANGE)
- + COMFORTABLE SEPARATION FROM CURB EDGE
- + SEATING ELEMENTS (PERMANENT AND FLEX)
- + REAL TIME TRANSIT INFO, MAPS, GAMES, INTERACTIVE FEATURES





## GREEN FACADE TREATMENT



A new program of freestanding Facades improves the appearance of several barren, vacant, or neglected building walls and elevates the quality of the streetscape's edge.

## THIRD AVENUE BLOOMS



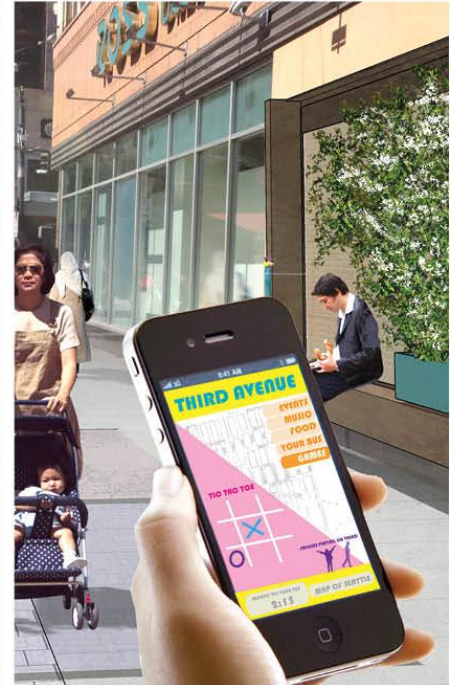
The Third Avenue Neighborhood Flowers Program invites neighbors—building owners, storefront tenants, or anyone else—to show their support for the ongoing beautification and care of their street. The program furnishes a new Third Avenue flower vase—a small, durable, brightly colored design—and encourages neighbors to put their vases where they will charm the public realm: in their window, at their front door, on the tree or light post in front of their store.



## ENERGIZE // CREATING A CATALYST FOR CHANGE

We propose creating interest and excitement around a new vision for Third Ave soon in the process.

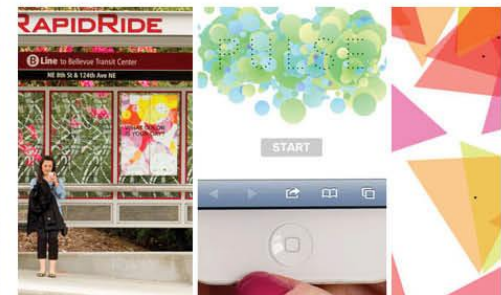
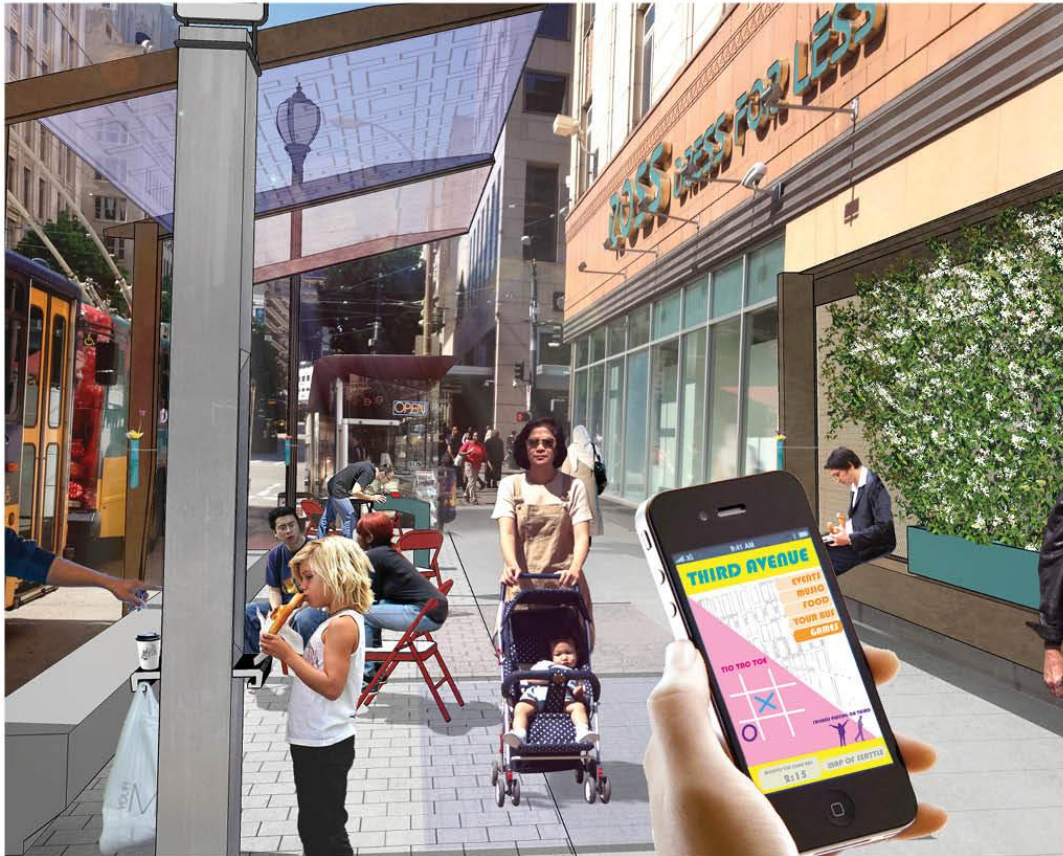
In this approach, we provide precedents and examples of urban interventions, art and digital elements that could help create a new identity.



# Third Avenue digital identity

## CONNECTING DIGITAL TO PLACE

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



B line Metro Rapid Ride phone game  
Hornall Anderson, funded by 4culture



Bike It!  
Local Projects



# Small Scale Temporary Installations

## ACTIVATING THE ROW WITH ART

- 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



Digital curated artist poster show  
Example of rotating art integration shown on street lounge info pole



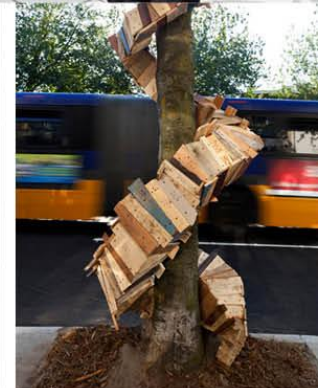
Tweethouse  
Jenny and Allan Kempson



Phone Booth Book Exchange  
Artist Unknown



Interactive Hop Scotch  
Urban Prototyping



ROW untitled  
Chris Papa



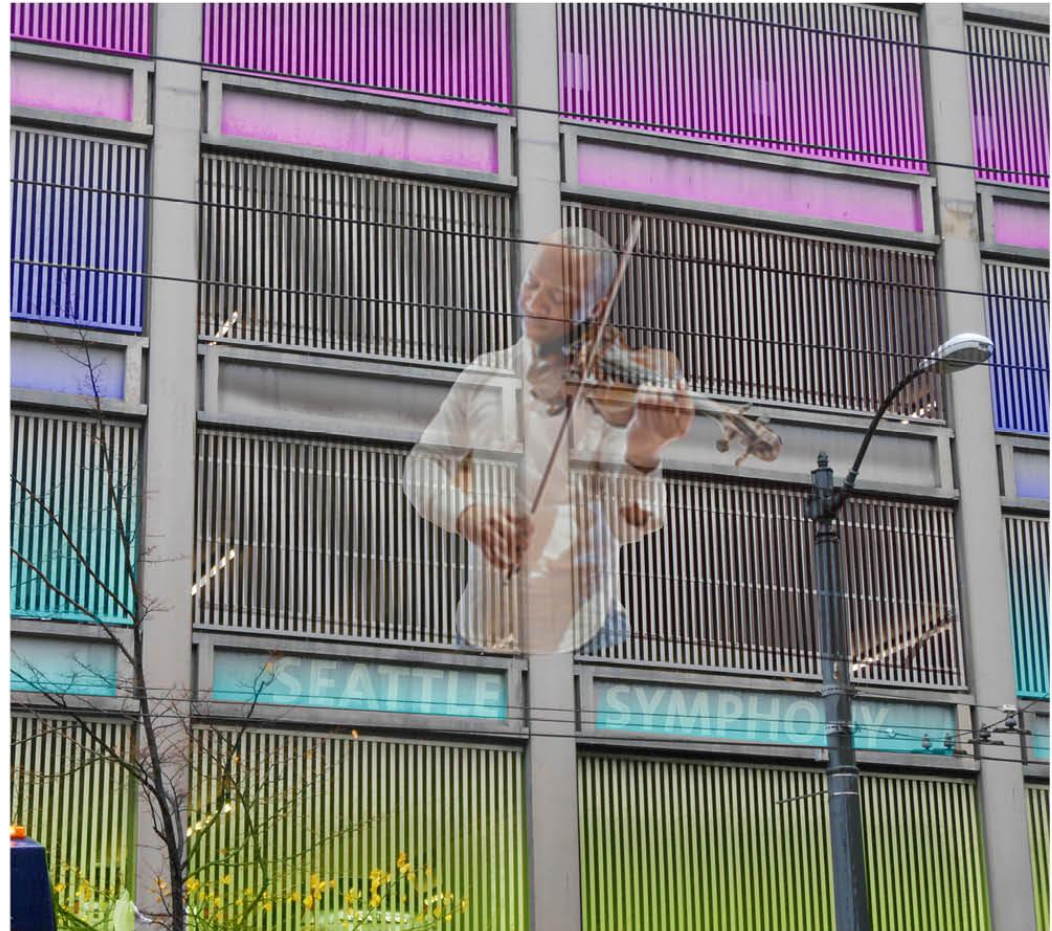
# Large Scale / Multimedia Installations

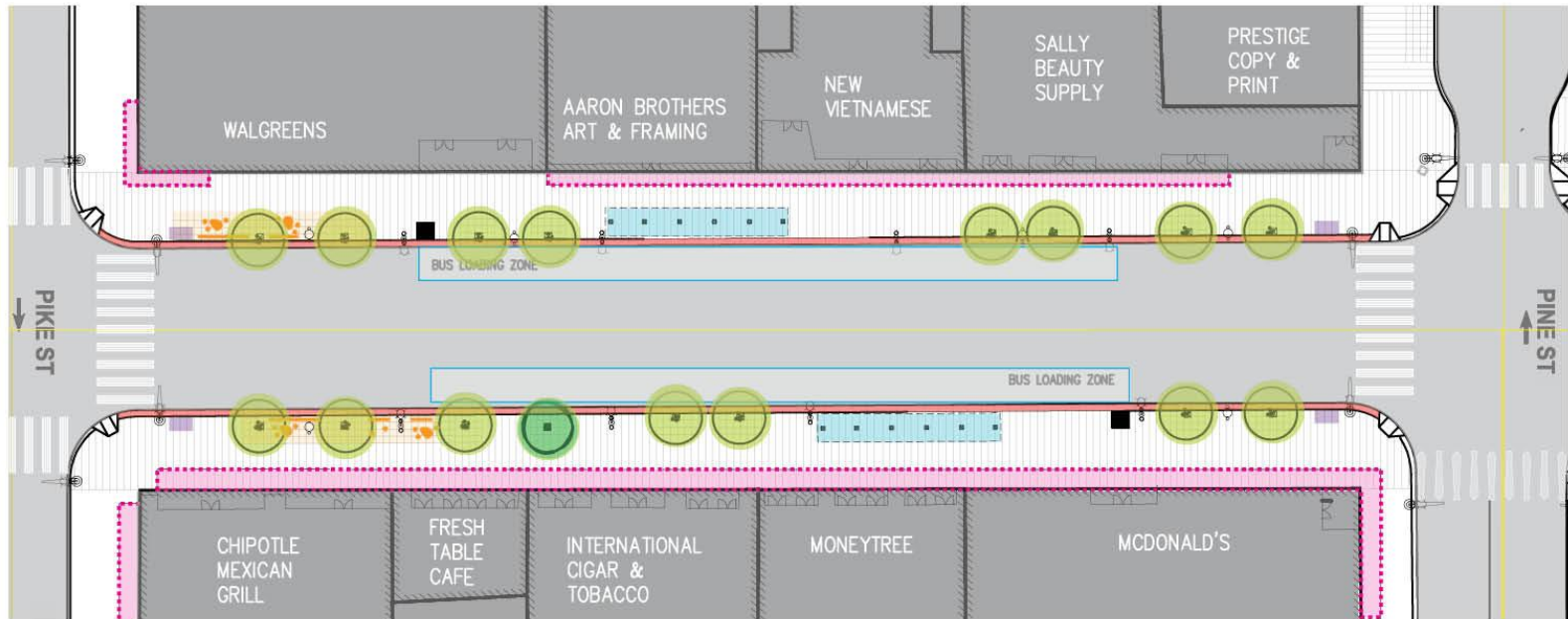
## CREATING HUMAN ENGAGEMENT WITH PLACE

- Activate and engage pedestrians on the street
- Add interest along the walk and create Third Avenue as a destination



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





## Pike to Pine: East

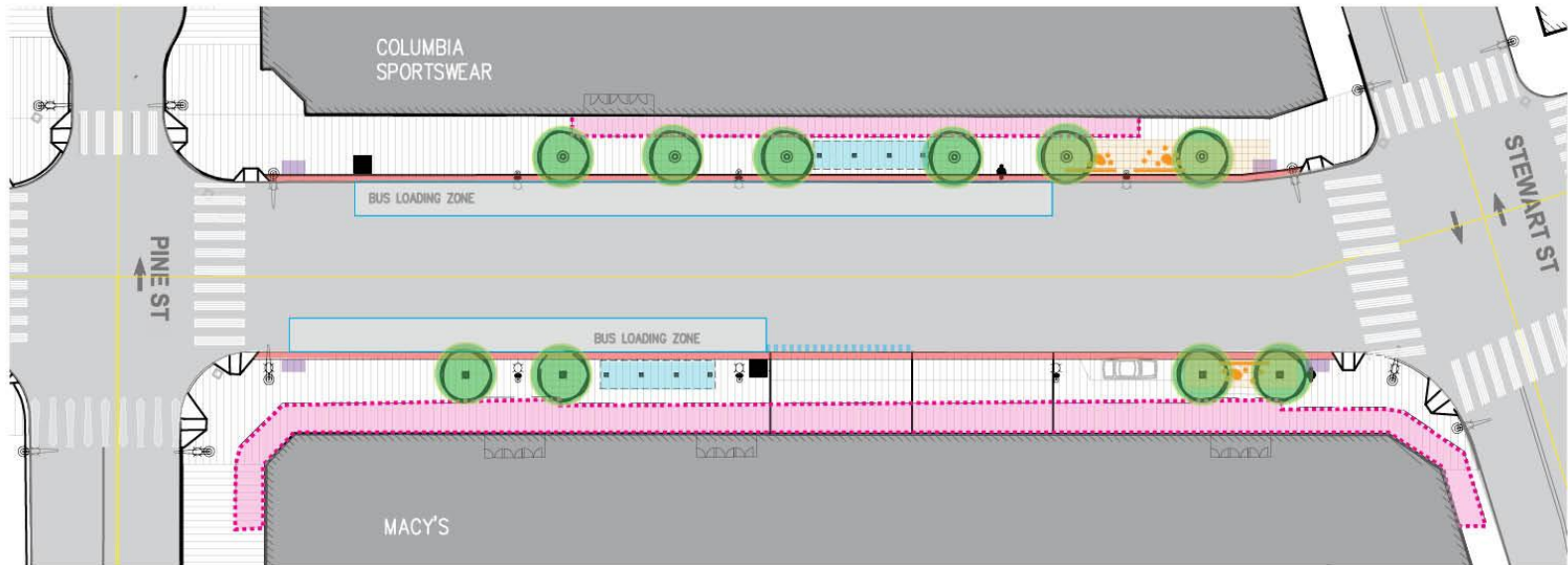
### 10% design strategies

- 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

### 10% design strategies

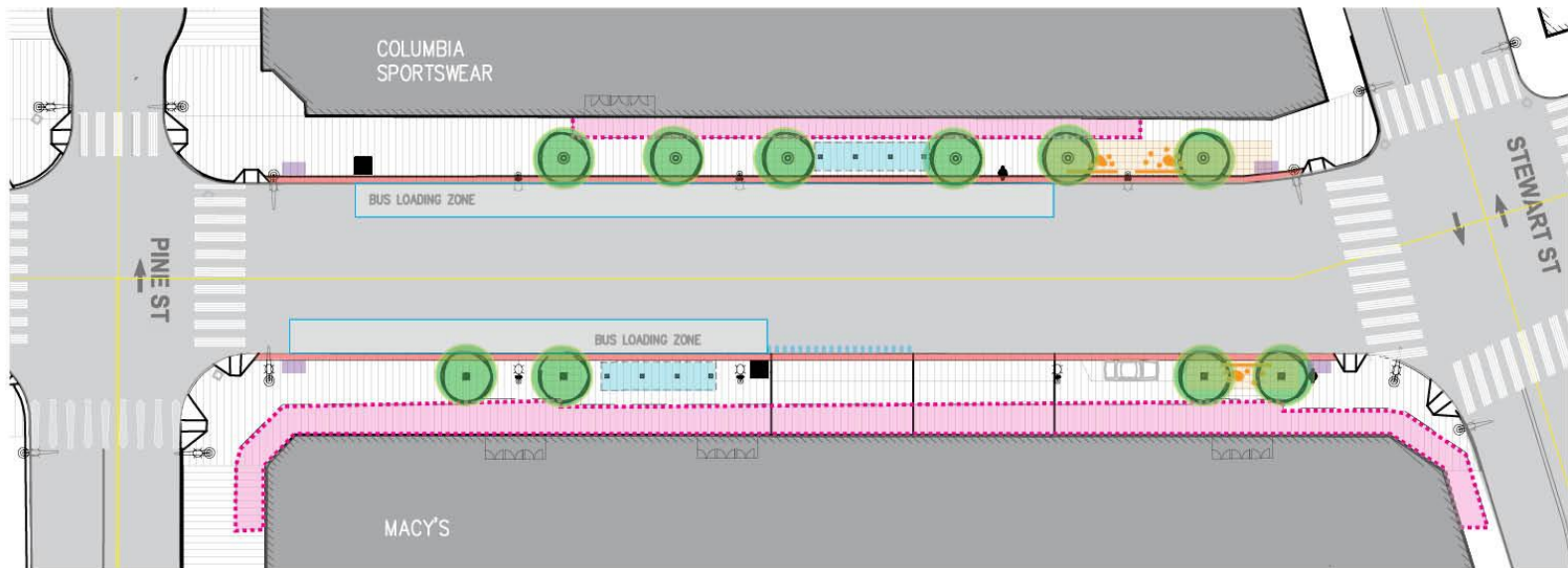
- New paving with photocatalytic material and new patterning
- New intersection treatment, carrying photocatalytic concrete across intersection.
- Add new transit shelter
- Move head of bus zone away from intersection
- Add trees in planters
- Street furnishings
- Energy efficient pedestrian lights

### Private Actions:

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







## Pine to Stewart: East

### 10% design strategies

- 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

# Next Steps for Third Avenue Transit Improvements

- August: MOA with Metro
- October-November: ITS Kiosk installation at 9 RapidRide bus stops
- Late 2013 - Early 2014: Transit priority extension
- January 2014: Macy's block construction
- September 2014: Jackson-Stewart 30% design
- 2015: Construction of additional improvements



# PIKE-PINE STRATEGIC ASSESSMENT



Evaluating Downtown Seattle's urban core



# Pike-Pine Renaissance Study Area

Study area is Seneca St to Virginia St, and the Waterfront to I-5/Boren Ave.

Seattle's major retail, cultural, employment, transit and tourism center



# Project Objectives



- ❑ Enhance the attractiveness and overall urban and pedestrian experience
- ❑ Increase public and private investment
- ❑ Increase Downtown Seattle's competitiveness/  
market share within the region
- ❑ Inform major transportation and public space improvements



# Urban Streetscape Comparisons



Michigan Avenue  
Chicago



Union Square  
San Francisco



SoHo  
New York City

# Current Area Conditions



← Poor streetscape infrastructure



Blank facades →



← Poor wayfinding/ old newspaper boxes

Poor streetscapes/  
cracking sidewalks →





# Recommendations

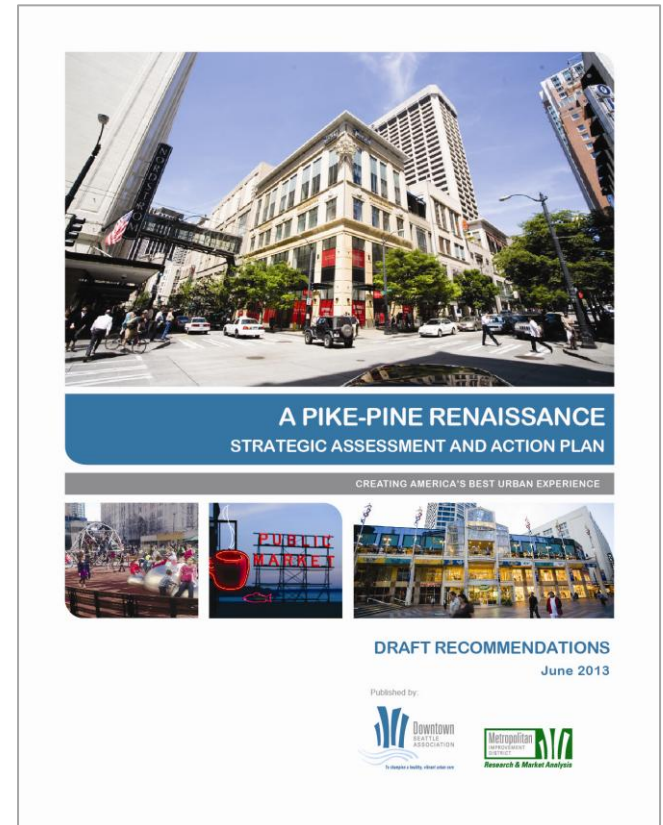
Complete a Streetscape Design Plan and Action Strategy

Complete a Retail Market Study of the Pike-Pine Area

Develop a Capital Investment Plan

Explore Possible Regulatory Actions

Design an Operations & Maintenance Plan



Consulting  
Partners



GUSTAFSON GUTHRIE NICHOL





# Coordinated Street Furniture

- An approach to improving the public realm
- Furniture with a common design language
- Provided through a public-private partnership
- Self-supporting and/or revenue-generating program







# Transit Shelters and Canopies



*All photos are examples of furniture and advertising in other cities and are not intended to represent furniture design or potential advertising in Seattle.*



# Wayfinding and Information Kiosks







# Newsstands and Newsboxes







# Refuse and Recycling Bins





# Seating and Shelter





# Bike Racks and Bike Share

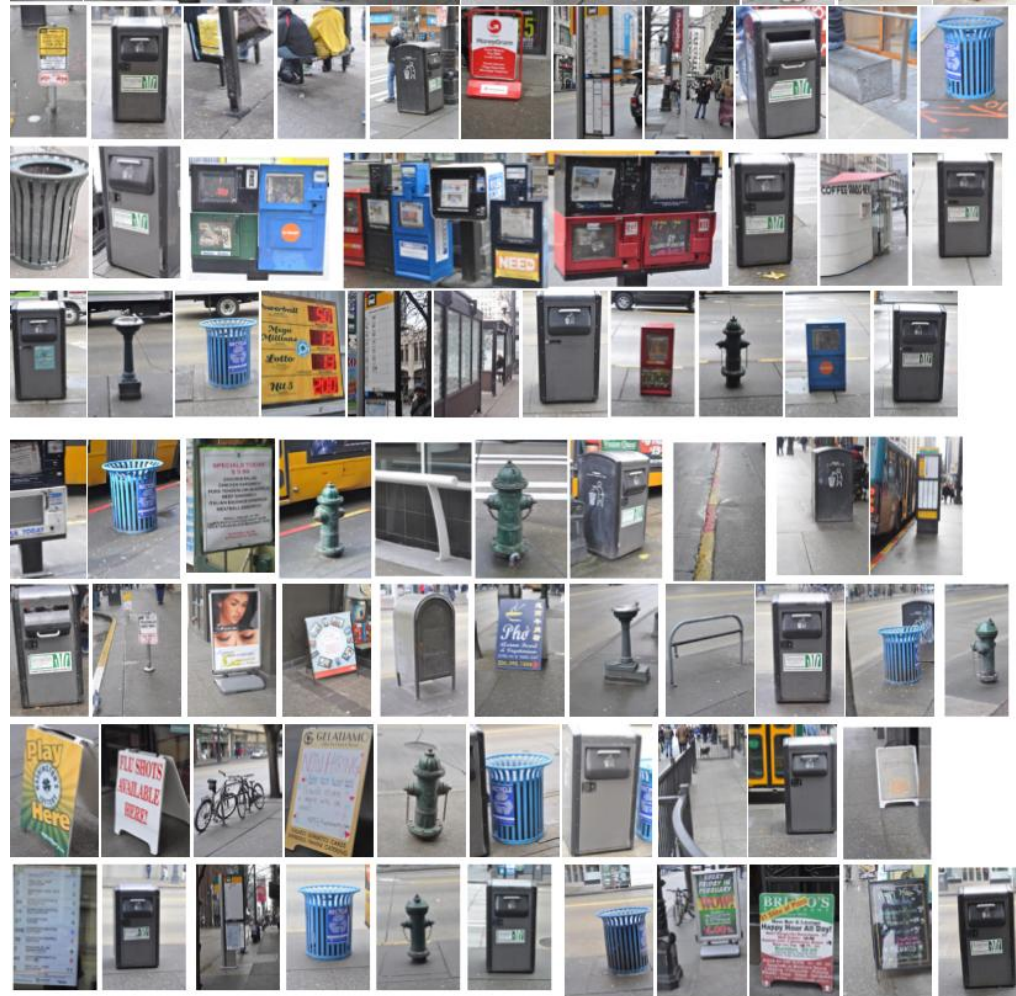






# Program Background

- Issued RFI to test private-sector interest in providing advertising-supported improvements and services in downtown
- Received 7 responses indicating interest in partnering with the city
- Seattle Municipal Code intent is to “curb the proliferation of signs” and avoid driver distraction and visual blight





# Potential Program Benefits

- Beautify city streets
- Improve safety and comfort
- Provide functional public amenities
- Reduce clutter
- Enhance maintenance and cleanliness
- Share in created revenue





# Potential Program Services

- Design, fabrication, supply, installation, operation, maintenance, cleaning, and repair of street furniture and nearby areas
- Management of any proposed advertising, including sales and revenue sharing









# Next Steps for Program

- Establish stakeholder group
- Publish Request for Proposals (RFP)
- Select vendor and negotiate contract
- Evaluate changes to SMC 23.55 (Sign Code)
- Prepare legislation for City Council



# Questions?