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Acknowledgments

The outreach and design visualizations embodied in this report have yielded meaningful discussions with the community and was done in collaboration with a number of dedicated professionals across a range of expertise. Site Workshop Landscape Architecture would like to acknowledge the hard work and dedication of the people and agencies that made this project possible:

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Pamela Klement
Chip Noëns
Michael Shissaki, Director of Planning and Development

Seattle Department of Transportation:
Megan Hoyt

Seattle Department of Neighborhoods:
Ed Potthurst

The communities of First Hill, Capitol Hill, and Downtown Seattle that participated in workshops and offered valuable insights.
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In 2017, Site Workshop led a public outreach process to study how best to repair, restore, and enhance Freeway Park. The Finding Freeway Park project was comprised of two scopes: determining improvements to the Park itself and determining improvements to public right-of-way (ROW) at seven entrances to the Park.

The project’s public outreach process employed innovative strategies to transcend the standard “canned” outreach approach - the goal being to reach as many people as possible and to obtain feedback representative of the Park’s diverse user groups. Outreach efforts included project marketing, web-based and on-site surveys, an on-site community chalkboard, open house style public meetings at the Park, targeted presentations to the senior community, and one-on-one interviews with the transient community.

The final design recommendations for Freeway Park are centered on the three pillars of Repair, Restore, and Enhance. The design recommendations aim to Repair the Park back to its baseline functionality and Restore its role as a safe and inviting urban oasis with strong physical connections to the surrounding community. New Enhancements were proposed to expand programming and amenities at the Park to further encourage year-round use.

**Repair and Restore:**
- Repair the fountains and find the means to have them running year-round
- Refresh planting throughout the Park and thin planting where appropriate
- Repair and replace wood on original Park benches
- Repair and replace paving where appropriate to restore the originally intended design aesthetic, increase accessibility, and maintain necessary drainage
- Bring back the Park restroom and upgrade it to a fully functional comfort station with multiple gender neutral restroom units
- Add pedestrian-scale lighting throughout the Park
- Restore functional wayfinding throughout the Park
- Define the 12 entrances to the Park and restore their roles and safe and inviting gateways

**Enhance:**
- Bring in new and more frequent programming to the Park to increase year-round activation (music, events, food trucks, etc.)
- Enhance privately-owned public spaces to create the feel of a continuous park
- Use non-permanent, rotating, and seasonal art installations to draw people into the Park and enhance the overall Park experience
- Consider the installation of a café/information booth on WSCC or Park property
- Consider the temporary installation of a context appropriate play area within the Park
- Create scenic and artful gateways that draw people into and through the Park
- Improvements in the right-of-way to include new curb ramps and crosswalks, pedestrian-scale lighting, and pavement inlays

In October 2017, Site Workshop presented the Finding Freeway Park project and design recommendations to the Seattle Design Commission with the goal of leveraging a portion of the WSCC expansion public benefits package for Freeway Park. The project was approved unanimously by the Commission to become a substantial part of the public benefits package and Freeway Park is now slated to become a capital improvement project through Seattle Parks and Recreation with $10 million in funding.

This final report for the Finding Freeway Park project was submitted to the Freeway Park Association in November 2017. At this time, Site Workshop continues to develop final plans for the ROW improvements portion of the project scope. Planning for Park wayfinding in the ROW will continue in concert with SDOT’s redesign of citywide signage in order to reduce the number of signage styles and information types. Further public outreach and design review, as well as a public RFQ process for the lead design consultant, will take place as this new capital improvement project at Freeway Park is formalized.

**EXECUTIVE SUMMARY**
INTRODUCTION
Since its establishment in 1993 to help steward Freeway Park, the Freeway Park Association (FPA) has sought to address the underutilization of this iconic public space. Finding Freeway Park (FFP) is the most recent effort on behalf of FPA to activate the Park through a robust public outreach process and documentation of design recommendations. The FFP project solicited design recommendations for the following:

- Improved connections from the surrounding streets that will help visitors on foot and bike navigate easily and safely toward Park entrances.
- Enhancements to the Park’s 12 entrances so that they are clearly visible, inviting, and reflect the Park’s iconic nature.
- Improved wayfinding throughout the Park that will help visitors navigate the pathways and clearly mark the 12 exits in the Park.
- Improved lighting throughout the Park that responds to community concern regarding public safety after dark and highlights the Park’s unique landscape architecture.
- Concepts for new amenities in the Park that would give visitors a reason to stay in the Park rather than use it as a thoroughfare.

The FFP project was funded through the Seattle Department of Neighborhoods Neighborhood Matching Fund. In conjunction with FFP, the Seattle Department of Transportation (SDOT) initiated a separate project funded through the Neighborhood Street Fund to make ROW improvements at seven prominent entrances to Freeway Park. These ROW improvements include at-grade paving treatments at the entrances, pedestrian lighting at or near the entrances, specialty crosswalk markings at controlled crosswalks adjacent to the Park, and wayfinding signs.

Both of these projects were organized around an intensive public outreach and planning process between April and October 2017. This report provides a summary of this public outreach process and presents the design recommendations for Freeway Park that were developed through this community engagement.

Part 1 of this report sets the context for this project through the Park’s history, an introduction to the Park’s lead designer, Lawrence Halprin, and a summary of a previous Park study by the Project for Public Spaces. This section also describes the FFP project, including the design principles that evolved through the public outreach process.

Part 2 presents the design recommendations for Freeway Park and the adjacent ROW improvements that were synthesized through the public outreach process. The concept plans and design visualizations in this section are organized around FPA’s goals for improved connections, entrances, wayfinding, lighting, and amenities for the Park. These design recommendations are not definitive prescriptions, but rather present conceptual approaches and programming strategies to help direct future design processes at the Park.

Part 3 summarizes the public outreach and community engagement processes that were the heart of the project. With the goal of going above and beyond the typical “canned” outreach approach, public input was intercepted through a series of tactical interventions at the Park, on-site community meetings, and through online surveys. Additional outreach included a “night walk” in the Park, participation in the Seattle Design Festival, one-on-one interviews with transient users of the Park, and presentations to senior communities in the adjacent First Hill neighborhood.

The appendix includes an outline of a $10 million budget for Park improvements, which has now been secured through the Washington State Convention Center (WSCC) expansion public benefits package, and a proposed schedule for the project moving forward. It is worth noting that the $10 million secured for this future capital improvement project was the result of the FFP project. All of the community meeting boards have been scanned and included in this section for reference.
PARK HISTORY

1956
President Dwight D. Eisenhower signs the National Interstate and Defense of Highway Act (Highways Act) into law.

1964
Land is cleared through downtown Seattle for highway construction.

1966
Downtown Seattle section of Interstate 5 is completed and public discussion of a freeway cap begins.

1968
Washington is signed into law. Interstate 5 construction cut through Seattle, clearing entrances added with Pike St. and Union St.

1988
Freeway Park Association founded to steward downtown Seattle for highway construction.

1993
Freeway Park Association president Mary Lou Ellis, helped approve “Forward Thrust” bonds.

1995
8th Ave. underpass is completed.

2005
The Project for Public Spaces releases a report of design and management recommendations for the Park.

2006
University of Washington professor Ian Robertson designs a new planting scheme for the Park.

2008
Finding Freeway Park project begins.

2017
Freeway Park opened on July 4, 1976 to great acclaim, and was a tremendously popular place to sunbathe and gather.

Design of Freeway Park

Freeway Park was an innovative, precedent setting response to the gash that Interstate 5 had dramatically cut through central Seattle. Halprin’s primary goal for the project was to stitch the city back together over the freeway chasm. The Park design inspired many other freeway lid projects in the decades after its completion. The visionary legacy of the Park continues today as advocacy groups in Seattle gain traction to continue the lid of I-5.

Halprin described the Park as “a garden born from the freeway”, a place intending to provide respite from the city and its traffic, a meditative garden whose fountains would drown out the noise of the freeway coursing below it. The Park serves multiple functions as a piece of infrastructure bridging three neighborhoods severed by the Interstate while also providing a taste of nature in Seattle’s urban core. The restrained material palette of board-formed concrete and deep green plantings was intentionally limited in order to calm the senses. Halprin intended in every way for the Park to be a place of urban respite.

LAWRENCE HALPRIN

RSVP Cycles

Lawrence Halprin’s work was inexorably connected to exploring and valuing the performance of public space. Halprin’s practice was most active across the San Francisco Bay Area in the 1960s and 1970s where he designed Ghirardelli Square in San Francisco and Sea Ranch in Sonoma County. Halprin also taught at the College of Environmental Design at the University of California, Berkeley. During this time, Halprin’s work began to more closely investigate the design process and he eventually developed the RSVP Cycles to incorporate its multidimensional aspects:

- Resources: What you have to work with; human and physical resources and their motivation and aims.
- Scores: Describe the process leading to the performance.
- Valuaction: Analyzes the results of action and possible selectivity and decisions. The term “valuaction” is one coined to suggest the action-oriented aspects of “V” in the cycle.
- Performance: The resultant of scores and the “style” of the process.

Each of these elements are meant to describe the procedures inherent in the creative process, provide feedback to one another, and make communication possible. Halprin viewed a goal-oriented approach in community design to be a “confusion between motivation and process”, and sought to create a design framework which designers could remain process-oriented. Halprin held workshops which engaged the public in planning spaces and allowed them to feel involved in the design of their community.

The project team approached the Finding Freeway Park project with an emphasis on the iterative nature of public participation, remaining flexible as more public feedback became available. The concept ideas in this report represent the project’s development at a moment in time. Public comment, and discussions with a number of stakeholder groups, will continue to be added to the conversation. The project team will be continuously learning about this legacy landscape.
In response to the declining use of the Park and perceived safety issues, Seattle Parks and Recreation and Freeway Park Association previously hired Project for Public Spaces (PPS) to assess and evaluate the Park. This was the first formal effort to survey stakeholders and develop design solutions for the contemporary audience of the Park. This process produced a vision and action plan issued in January 2005. Stated objectives of the PPS project were:

- Ensure that Freeway Park is well-managed and funded
- Improve the Park while respecting its original design elements
- Make Freeway Park a regional destination
- Make the Park more active and more fun
- Improve access to the Park
- Enhance the relationship between the ‘inner’ and ‘outer’ Park
- Expand the Park
- Begin implementing short-term changes

PPS made several park-wide recommendations as well as recommendations for specific regions of the Park. Based on their focus groups and analysis, park-wide recommendations included looking to other organizations’ strategic mixing of private and public funding to support renovation, maintenance, and programming of the Park. PPS suggested adapting the Park’s design to accommodate additional and new activities and increase visibility. Specific proposals included modifying various concrete elements which block views and even removing fountains.

PPS recommended that the Park develop strategies to accommodate additional activities – places for outdoor dining, play areas for children, comfortable and colorful chairs and benches, lawn games, concerts, and seasonal lighting. Vending carts or smaller temporary interventions could test the viability of adding a recreational and educational benefit to the Park.

Many of PPS’s proposed interventions would significantly alter the architecture of the original Park design and its later additions, thereby providing a launch pad for discussion on how much the Park can or should change in response to evolving community needs. In contrast to the recommendations by PPS, the design recommendations of the Finding Freeway Park project focused on adding elements to the Park as necessary, rather than removing Park structures.

The work of PPS was helpful in identifying zones within the Park to spatially organize improvement ideas and ultimately the report provided a starting point for the Finding Freeway Park project to build from.

The report advised that all of the Park’s entrances could be improved by extending sight lines, removing select walls, trimming landscaping, and adding art, light, and signage. Pedestrian-scale lighting and dramatic lighting for planting and water features were recommended to enhance the Park experience.

It was important for the project team to create a design framework which everyone could reference to create a consistent voice and approach. An initial set of design principles were formed early on to help guide the public outreach process:

- Physical improvements will be integrated with the existing Park design, enhancing the Park’s iconic nature
- Stronger connections and wayfinding, as well as a balance of active and passive spaces, will support safety and increase use while maintaining the Park’s sense of tranquility
- Improvements will be quality-driven, following Halprin’s original intent that Freeway Park be ‘a park for everyone’
- The public outreach process yielded a wealth of feedback, giving a voice to the public’s desires and priorities for the Park.
CONCEPT PACKAGE
Through the public outreach process, consensus developed that the Park must be repaired and restored to address baseline functionality. Repairing the fountains, thinning and restoring planting, and renovating the restroom are all critical steps to making the Park a great place to visit and spend time. However, contemporary physical enhancements to the Park are less easily prescribed. The Park is a legacy landscape and a master work of an internationally renowned designer; the thoughtful integration of new elements and programs is paramount.

Design recommendations for Park enhancements include the entrances, wayfinding, lighting, and amenities - as solicited by the original Finding Freeway Park project scope. Various design ideas for each of these categories evolved over the course of the project. The conceptual plans and visualizations that follow represent a moment in time at the culmination of the FFP project but preceding a much more substantial design process to come; they are by no means finalized designs. These design recommendations should rather be observed as possible ways of enhancing the physical fabric of the Park to achieve the following distinct goals: get people into the Park, direct people through the Park, and encourage people to stay in the Park.

**FREEWAY PARK ENHANCEMENTS**

**ENTRANCES**

Precedents
ENTRANCES: PIKE AND HUBBELL

- Sculptural Gateway
- Seating Improvement
- Artful Lighting
- Community Crosswalks
WAYFINDING

Existing Wayfinding

Directional Pole

Kiosk

Wall-Mounted

Proposed Wayfinding

Blade

Blade + Inlay

Illuminated Blade

In-Ground

Kiosk

Directional
LIGHTING
Existing Conditions

LEGEND
- Existing pedestrian light
- Dark Spot

LIGHTING
Proposed

LEGEND
- Proposed pedestrian pole
- Proposed landscape lighting
- Proposed fountain lighting
LIGHTING
Existing Light Fixtures

Overhead Poles
Pedestrian Pole
Wall Mounted Flood
Bollard

LIGHTING
Proposed Light Elements

Bollard Lighting
Pedestrian Pole
Projections/Lighting Art

Fountain Lighting
Playful Stair Lighting
Landscape Uplighting
PLACES AND AMENITIES

CONVENTION CENTER PLAZA

CANOPY WALK

BOTANIC WALK

PLAY SPACE

Fountain Plaza

Naramore Fountain + Box Canyon

Back Yard

UNDERPASS

CANOPY WALK

Goals
- Create an inviting and delightful entry to the Park at Pike St. on WSCC property
- Leverage the canopy-level placement of the walkway
- Utilize blank wall space for recreation or installations to help activate the walkway

Existing Condition
CANOPY WALK
Concept Idea

Catenary Lighting

Mural Opportunity

CANOPY WALK
Concept Idea

Low Bouldering Wall
CONVENTION CENTER PLAZA

Existing Conditions

Goals
- Leverage the activity from Convention Center events to activate the space
- Offer desirable amenities for people to use year-round, such as a cafe
- Improve sight lines and revise planting to better connect with the rest of the Park
- Improve paving and furnishings

CONVENTION CENTER PLAZA

Concept Idea

- Café/Kiosk
- Open Lawn
- Improved Seating
- Paving Improvement
CONVENTION CENTER PLAZA
Precedents - Café/Kiosk

BACKYARD
Existing Conditions

Goals
- Maintain the space as a passive recreation area and focus on active programming to take advantage of the large open lawn (i.e. markets, lawn games, or picnic shelter)
- Renovate or replace the restroom to provide a comfort station with gender neutral stalls
BACKYARD

Concept Idea

Active Programming

Comfort Station

BACKYARD

Movie Night

Consequences of a great backyard

Imagine a vibrant backyard that

 welcoming all.

Community engagement

Social events

Outdoor activities

Comfort Station

Movie Night

Gatherings

Entertainment

Nature

Inclusivity

Accessibility
Goals

- Promote a horticultural focus at the Park by highlighting native and ornamental plantings.
UNDERPASS

Existing Conditions

Goals
- Utilize walls for rotating mural installations
- Create an art destination in the Park using all surfaces

UNDERPASS

Concept Idea

Rotating Installations
Goals
- Leverage open plaza space and proximity to Seneca St. for active seasonal programming and performance
- Highlight fountains through sound and light installations
- Create year-round interest and activity (i.e. food trucks or concerts)
Goals

- Increase play opportunity through placement of installation near the day care, or elsewhere in the Park
- Consider non-permanent installation elements that can be moved around the Park
- Emphasize experimental play to best relate with existing architectural aesthetic
Goals
• Connect the fountain with the rest of the Park across Seneca St.
• Continue to explore programming and other enhancement opportunities for this space
Seven of Freeway Park’s twelve entrances have been identified by SDOT for right-of-way (ROW) improvements through the Neighborhood Street Fund. These seven entrances were chosen for improvements because they are the most significant entry points into the Park associated with public ROW. These are key places identified by FPA to improve the identity of the Park and bring attention to its entrances through lighting and wayfinding.

SDOT originally set the potential ROW improvements to include at-grade paving treatments, pedestrian lighting, specialty crosswalk markings, and wayfinding signs. New curb ramps have since been added to the suite of improvement options. A survey focused on these five elements was released in September 2017 to gather public comment.

The visualizations that follow represent options for various ROW improvements at each of the entrances. These options were used to generate discussion and retrieve public feedback. In the same spirit as the Park enhancements, these visualizations represent a moment in time within the design process and will continue to evolve.
ROW IMPROVEMENT ELEMENTS

- Community Crosswalks
- Wayfinding Marker
- Pavement Inlay
- Pedestrian Lighting
- Curb Ramp Improvements

ELEMENT OPTIONS

Crosswalks:
Wayfinding Blade:
Inlay:
6TH AND SENECA

Wayfinding Marker

Community Crosswalk

6TH AND UNIVERSITY

Wayfinding Marker

Community Crosswalk
7TH AND UNION

Wayfinding Marker

Community Crosswalk
OUTREACH OUTSIDE OF THE BOX

From the beginning of the FFP project, there was a desire to go above and beyond the typical approach to public outreach. In order to interface with the complex and diverse user groups of Freeway Park, the project team created a suite of marketing and outreach tactics intended to reach as broad an audience as possible.

Off-Site Strategies:
- Marketing Freeway Park through branding with the Finding Freeway Park logo, web presence, and engaging postcards
- Directed outreach to senior groups at their places of residence
- One-on-one interviews with historic preservation stakeholders outside of Seattle
- Online surveys through FPA and SDOT websites

On-Site Strategies:
- Low-cost and temporary ‘Quick Wins’ including a chalk-wall idea forum, entrance painting/project branding, and painted wayfinding
- Survey boxes at key entrances to collect feedback from Park visitors at time of use
- One-on-one interviews with transient users of the Park
- Public night walk to get feedback on safety, lighting, and the Park experience at night

Four public meetings were set up as iterative open-house style gatherings to share design ideas and project progress with the community and continue to solicit feedback:

June 3, 2017: Public Meeting #1 (at Freeway Park)
  Present the project goals, draw public comment on entrances, wayfinding, safety and lighting, and amenities

July 8, 2017: Public Meeting #2 (at Freeway Park)
  Present design ideas for entrances, continue to gather input on wayfinding, safety and lighting, and amenities

September 9, 2017: Seattle Design Fest
  Share materials from Public Meeting #2, gather ideas from the design community, present interactive ‘Selfie Station’

September 16, 2017: Public Meeting #3 (at Freeway Park)
  Final presentation of conceptual design recommendations, continued documentation of public feedback
OUTREACH POSTCARD

Finding Freeway Park

Visit the Park and envision what this place could be for you!

Idea Boxes
What do you love about the Park? What could it become?

Retro Game Zone
Enjoy lawn games in the Park!

Join the Conversation
Add your ideas to the chalk wall!

TEMPORARY WAYFINDING AND SURVEY BOXES
COMMUNITY CHALKBOARD

Freeway Park could be my place to "...

COMMUNITY MEETING #1

June 3, 2017

For the first community meeting, the project team set up at the Freeway Park in Bloom festival. The primary goal of the meeting was to introduce the Finding Freeway Park project and retrieve initial feedback on the Park entrances, wayfinding, safety and lighting, and amenities. Maps of Freeway Park were paired with precedent image boards, allowing participants to locate their ideas and concerns, as well as place sticker dots on the inspiration images they favored.

Findings:
- People loved the greenery, landscape, and variety of plants
- The architecture and fountains are well-loved
- Surveys indicated a desire for more programming
- A functioning restroom is highly desired
- People love the fountains and want them on all the time
- The public asked for more lighting and staff to make the Park feel welcome and safe
- Park users called for more opportunities for recreation, a children’s play space, and public art
COMMUNITY MEETING #2
July 8, 2017

The second community meeting was set up in partnership with Freeway Park Fountain Fest. This meeting sought public comment on more focused explorations of entrance designs using three themes: ‘Freeway Vernacular’, ‘Halprin’s Language’, and ‘Movement and Flow’. Wayfinding intervention types and locations, an inventory of current lighting, and a map of concrete walls which inhibit sight lines were also displayed.

Findings:

• People liked proposals that provided more lighting, but wanted lights that were pedestrian level so as not to disturb nearby residences
• The public suggested lighting the fountains, sculptural lighting and uplighting the landscape
• The public was supportive of more art in the park
• Opinions were mixed between having a dog park and having more regulations about enforcing leash laws
• Entrance designs utilizing the theme of ‘Halprin’s Language’ were favored more highly
• Wayfinding and lighting at Park entrances emerged as priorities for people surveyed

SEATTLE DESIGN FESTIVAL
September 9, 2017

The Seattle Design Festival was a wonderful opportunity to get the FFP project in front of a design focused audience for feedback. Feedback from the event, which was not held in the Park, was quite different from feedback received at the on-site Park meetings. The commentary generated important questions regarding the cultural perception and identity of the Park in Seattle.

Findings:

• Many of the visitors to the booth did not know where the Park was or just associated with the Washington State Convention Center rather than recognizing it as a public park
• Public feedback centered around safety and lighting in the Park
• Several comments focused on more robust programming with particular praise for lunchtime concerts
COMMUNITY MEETING #3
September 16, 2017

The final public meeting took place in the Park at the end of summer, and was intended to showcase preferred ROW improvements for the seven entrances to the Park funded by SDOT and to gather more input on the design recommendations for each of the plazas and amenities proposed in the concept plan. A proposed project budget—preliminary allocations of the $10 million public benefit ask from the Washington State Convention Center—was also available for comment.

Findings:

- Public comment was supportive of the wayfinding blade and pavement inlay, as well as including more maps and directions throughout the Park.
- Support for a cafe was strong.
- There was support for different programming elements including lawn games, play space, art, and performance space.
- Crosswalk designs did not receive as many comments as the programming precedents, but the crosswalks with colorful geometric designs were more highly favored.

PUBLIC SURVEYS

Public surveys collected through the Freeway Park Association website, at collection boxes in the Park, and during public events were analyzed to provide a visualization of public comment and preference with regard to a number of questions and topics. The infographics presented here represent the two questions in the survey which can be itemized in this way.

What are the 3 things you love most about Freeway Park?

The responses to this question reflect the feedback given at the four public meetings—people love the fountains and plantings in the Park. Time and time again, Park users expressed their disappointment that the fountains were not working to full capacity or not turned on all of the time. Survey respondents consistently remarked on the way the vegetation in the Park creates a calming respite and a peaceful way to get from downtown Seattle to First Hill and Capitol Hill.
PUBLIC SURVEYS

What are 3 improvements you would most want to see at Freeway Park?

The results of this question varied much more widely than the question about what people love about the Park.

Many comments fell into the categories of ‘Recreation’, ‘Seasonal Activation’, and ‘Events + Performances’ showing the overall desire for robust Park activation.

‘Comfort’-oriented responses encompassed a number of suggestions such as restrooms, water fountains, and a café - amenities that would make it more comfortable and give more of a reason for Park users to stay in the park longer. There were also a significant number of comments on the need for a play space amenity.

‘Lighting’, ‘Wayfinding’, and ‘Art’ also received a number of suggestions ranging from improved means of navigating the Park to the installation of murals and artistic lighting.
### PROJECT BUDGET

#### HARD COSTS

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#### ACTIVATION (5-year period)

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### PROJECT TIMELINE

**Finding Freeway Park**

- **Q2 - Q3 2017**: ROW Design
- **Q4 2017**: Capitol Project Kickoff
- **Q1 2018**: Outreach + Design
- **Q3 - Q4 2018**: Documentation
- **Q1 - Q3 2018**: Bid + Construction

Thanks to the hard work of the Finding Freeway Park project team and Community Package Coalition, Freeway Park is now poised to receive $10 million from the Washington State Convention Center expansion public benefits package. Finding Freeway Park is only the beginning of a multi-year design process in which additional public outreach and design discussion on the Park will take place.
COMMUNITY MEETING #1
June 3, 2017 - Raw Feedback
COMMUNITY MEETING #2
July 8, 2017 - Raw Feedback
8-12 MINOR ENTRANCES

1-7 MAJOR ENTRANCES

6TH + UNIVERSITY

This concept for improved entrances draws from Lawrence Halprin’s design for San Francisco’s Civic Center Plaza. A pedestrian-friendly path for the stair to shape the park, connections to the ground plane and to the architecture and trees is a central organizing idea. Lighting and seating elements would be inserted with the existing architecture to open the park to the sunlight.
PIKE + HUBBELL

7TH + UNION

CROSSWALK + GATEWAY

LINEAR ELEMENTS

WASHINGTO N CONVENTION CENTER

PARK ENTRANCE

Freeway Park Association | Site Workshop | 2017
Walls

There are numerous opportunities to increase visibility and safety at Freeway Park through strategic lowering of existing walls.

INFO KIOSK

FUNCTION

Orientation:
- Identity current location
- Directions

Interactions:
- Wayfinding
- Park Regulations
- History of Freeway Park

Use of freestanding kiosk

Entegrated kiosk into architecture

Sculptural kiosk to mimic architecture
COMMUNITY MEETING #3
September 16, 2017 - Raw Feedback
**PROJECT BUDGET**

**TOTAL BUDGET = $10,000,000**

<table>
<thead>
<tr>
<th>SOFT COSTS</th>
<th>HARD COSTS</th>
<th>ACTIVATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks Project Management Consultants</td>
<td>$500,000</td>
<td>$525,000</td>
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<tr>
<td>Permits</td>
<td>$350,000</td>
<td>$150,000</td>
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<tr>
<td>Contingencies</td>
<td>$700,000</td>
<td>Equipment:</td>
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<tr>
<td>Inspections</td>
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<td>Lighting + Electrical:</td>
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<tr>
<td>Misc. Costs</td>
<td>$1,500,000</td>
<td>$1,100,000</td>
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<tr>
<td></td>
<td>$1,500,000</td>
<td>Site Furnishings + Wayfinding:</td>
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<tr>
<td></td>
<td>$695,000</td>
<td>Park Entrance Improvements:</td>
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<tr>
<td></td>
<td>$1,100,000</td>
<td>$1,100,000</td>
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<tr>
<td></td>
<td>$225,000</td>
<td>Site Furnishings + Wayfinding:</td>
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<td>$225,000</td>
<td>Subtotal:</td>
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Subtotal: $3,250,000

Sales Tax (10.1%): $530,000

Subtotal: $3,780,000

Subtotal: $750,000

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<tr>
<th>SOFT COSTS</th>
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<tr>
<td>Wet Utilities + Stormwater:</td>
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<td>Comfort Station Improvements:</td>
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<td>Planting &amp; Irrigation:</td>
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<td>Lighting + Electrical:</td>
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<td>New Park Elements:</td>
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<td>Park Entrance Improvements:</td>
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Subtotal: $6,530,000

Subtotal: $10,000,000

**NOTE:** Activation is for a 5 year period

**COMMUNITY SURVEY RESPONSES**

**WHAT DO YOU LOVE MOST ABOUT FREEWAY PARK?**

- 34% Park Entrance Improvements
- 24% New Park Elements
- 17% Planting & Irrigation
- 13% Site Furnishings + Wayfinding
- 12% Lighting + Electrical
- 9% Wet Utilities + Stormwater

**WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE IN FREEWAY PARK?**

- 29% More amenities
- 24% New features
- 15% Improved lighting
- 12% New plantings
- 9% Improved seating

**WHAT DO YOU THINK IS THE MOST IMPORTANT THING TO CONSIDER WHEN PLANNING THIS PARK?**

- 34% Access and connectivity
- 24% Safety and security
- 17% Environmental sustainability
- 13% Economic benefits
- 9% Social benefits

**DESIGN STRATEGY**

- Many elements of the Park are standard, well-tested, and have made a strong impact on the authorship of urban space. These elements are the hard candidates for design — bringing the Park back to its traditional functionality by addressing desired performance issues.

**GOLDEN RULES:** Practical improvements will be integrated with the existing design, enhancing the Park's identity rather than replacing it.

**RESTORE**

- Parts of the Park are well-designed but have also been well-loved and subject to wear. While other lasting aspects of the Park require new elements or the best candidates for restoration — bringing the Park back to its traditional function.

**DESIGN PRINCIPLES:** Active and passive spaces will be balanced throughout the Park, respecting safety and including new features maintaining the valuable sense of community the Park offers.

**ENHANCE**

- After repairs and restoration, contemporary enhancements would respect programming and features in the Park to attract new user groups and brighten old spaces.

**DESIGN PRINCIPLES:** Improvements will be scaled down, following Kaplan's original intent for Freeway Park to appeal for everyone.
WAYFINDING + CONNECTIONS

Clearly marked entrances, in addition to visible directional signs and strategically placed info-kiosks, allow for easy navigation through the park.

LEGEND
- ENTRANCE ID
- ENTRANCE ID & DIRECTIONAL
- DIRECTIONAL
- INFO KIOSK
- EXISTING WAYFINDING

EXISTING WAYFINDING MARKERS
- Directional Pole
- Info Kiosk

Give your recommendations for the design of a wayfinding marker to be located in and around Freeway Park.

Design Alternatives:
1. SLATE GREY MARKER
2. ORANGE MARKER
3. MARKER W/ INLAY
4. LIT MARKER
ENTRANCE IMPROVEMENTS

Give your recommendations for entrance improvements at Freeway Park.

1. CURB RAMP IMPROVEMENT
2. WAYFINDING MARKER
3. CROSSWALK ENHANCEMENT
4. PAVEMENT INLAY
5. PEDESTRIAN LIGHT POLE (WHERE NEEDED)
PAVEMENT INLAY:
A bronze pavement inlay is a lasting option to improve wayfinding into the park.

COMMUNITY CROSSWALKS:
This concept for community design was taken from Lawrence Halprin’s original design for Freeway Park. Pulling from the brutalist concrete forms he used to shape the park, interventions on the ground plane and in the architecture themselves follow a similar geometric logic.

WAYFINDING MARKER:
SIMPLE SLATE GREY
DESIGN OPTIONS:
"POP COLOR" ORANGE
WAYFINDING MARKER WITH PAVEMENT INLAY
LIT WAYFINDING MARKER
MULTI-COLOR OPTION
SIMPLE PALLETE OPTION
MONOCHROMATIC OPTION

TEXT AND LOGO
BOLD TEXT

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