DOWNTOWN SEATTLE 2009
PUBLIC SPACES & PUBLIC LIFE

GEHL ARCHITECTS

City of Seattle
Seattle Department of Transportation
Department of Planning and Development

INTERNATIONAL SUSTAINABILITY INSTITUTE

GREEN FUTURES RESEARCH & DESIGN LAB
University of Washington College of Built Environments
DATA COLLECTION

PEDESTRIAN COUNTS

STATIONARY ACTIVITIES

DEMOGRAPHIC SURVEY

DOWNTOWN SEATTLE 2009

PUBLIC SPACE & PUBLIC LIFE

GEHL ARCHITECTS
PUBLIC LIFE SURVEY

The purpose of the Public Life Survey is to examine, how public spaces are used. It provides information on where people walk and stay either as part of their daily activities or for recreational purposes.

The Public Life Survey also provides information on how many people sit, stand or carry out other stationary activities in the city and where they do it. These stationary activities act as a good indicator of the quality of the urban spaces.

TWO TYPES OF PUBLIC LIFE SURVEYS:

• Pedestrian counting (people walking)
• Surveys of stationary activities (behavioral mapping)

METHOD

The method for collecting this information has been developed by GEHL Architects and used in previous studies in New York, San Francisco, Melbourne, Sydney, Wellington, London, Riga, Stockholm, Oslo, Copenhagen etc.

The pedestrian counts took place on 3 occasions. The surveys took place on summer days with fine, sunny weather in July 2008 and on a fine, winter day in February 2008. The summer counts were collected on both a weekday (Tuesday) and on a Saturday. The winter counts were collected on a weekday (Tuesday) only.

The mapping of the stationary activities took place on a weekday with fine, sunny weather in July 2008.

Pedestrian counts were carried out in selected streets for 10 minutes every hour from 8am to 8pm/11pm/12pm.

Stationary activities were mapped every second hour between 10am and 8pm.

STUDY AREA

Both counting positions for pedestrian counts and spaces for mapping stationary activities were chosen in collaboration with The City of Seattle. The counting positions have been chosen to provide the best possible overview of pedestrian traffic. The areas for recordings of staying activities are equally chosen with the intention to achieve knowledge of the study area as a whole.

DEMOGRAPHIC SURVEY

Method and data on the demographic survey will be presented after the “Public Life Survey” data in the end of this chapter.
LOCATIONS FOR SURVEYS:
- PEDESTRIAN COUNTS
- STATIONARY ACTIVITIES
- DEMOGRAPHIC SURVEYS

LOCATIONS FOR SURVEYS:
- 1st Ave
- 3rd Ave
- 5th Ave
- Pine St
- Union St
- Seneca St
- Marion St
- Cherry St
- Yesler Way
- S Jackson St
COUNTING POSITIONS FOR PEDESTRIAN COUNTS:

1. WATERFRONT
   a. Alaskan Way at Broad St.
   b. Alaskan Way btwn. Bell & Battery
   c. Alaskan Way at Union St.
      - test 1. Alaskan Way at Argosy dock
      - test 2. Alaskan Way at Madison St.
      - test 3. Western Ave. at Seneca St.
      - test 4. Western Ave. at Madison St.

2. 1ST AVENUE
   a. 1st Ave btwn. Wall & Vine Streets
   b. 1st Ave. btwn. Union & Pike Streets
   c. 1st Ave at Madison Street
   d. 1st Ave btwn Marion & Columbia Streets
   e. 1st Ave btwn Jackson & Main Streets

3. STREETS (EAST-WEST)
   a. Pine St. at 5th & Westlake
   b. Pike St. at 7th Ave.
   c. Pike St. at Alaskan Way
   d. University St. at 2nd Ave.
   e. Madison Ave. at 5th Ave.

4. AVENUES (NORTH-SOUTH)
   a. 2nd Ave btwn Spring & Seneca
   b. 3rd Ave. btwn. Pike & Union
   c. 3rd Ave btwn Marion & Columbia
   d. 4th Ave. btwn. Spring & Seneca
   e. 5th Ave. btwn Union & University

5. SCULPTURE PARK & PIKE PLACE MARKET
   a. Broad St. at 1st Ave
   b. Pike Place Market at Pine & Stewart

6. KING STREET STATION AREA
   a. Jackson St at 3rd Ave
   b. 2nd Ave at Jackson St
   c. Pedestrian Bridge by 4th Ave.
   d. King St at 1st Ave
Alaskan Way at Broad St  1,290 pedestrians all day

Alaskan Way btwn. Bell & Battery  2,682 pedestrians all day

Alaskan Way at Union St  2,856 pedestrians all day
PEDESTRIAN MOVEMENT
WINTER WEEKDAY 8 AM - 8 PM

1st Ave btw. Wall & Vine Streets
2,238 pedestrians all day

1st Ave btw. Union & Pike Streets
5,616 pedestrians all day
PEDESTRIAN MOVEMENT
WINTER WEEKDAY 8 AM-8 PM

1st Ave at Madison St
7,074 pedestrians all day

1st Ave btwn Marion St & Columbia St
6,066 pedestrians all day

1st Ave btwn Jackson St & Main St
3,144 pedestrians all day
PEDESTRIAN MOVEMENT
WINTER WEEKDAY 8 AM - 8 PM

Pine St. at 5th & Westlake  17,682 pedestrians all day

Pike St. at 7th Ave.  7,932 pedestrians all day
PEDESTRIAN MOVEMENT
WINTER WEEKDAY 8 AM- 8 PM

Pike St. at Alaskan Way  
894 pedestrians all day

University St. at 2nd Ave.  
4,896 pedestrians all day

Madison Ave. at 5th Ave.  
2,814 pedestrians all day
PEDESTRIAN MOVEMENT
WINTER WEEKDAY 8 AM- 8 PM

2nd Ave btwn Spring & Seneca 5,982 pedestrians all day

3rd Ave. btwn. Pike & Union 11,388 pedestrians all day
5th Ave. btwn Union & University  
5,334 pedestrians all day

3rd Ave btwn Marion & Columbia  
7,710 pedestrians all day

4th Ave. btwn. Spring & Seneca  
8,178 pedestrians all day
PEDESTRIAN MOVEMENT
WINTER WEEKDAY 8 AM- 8 PM

Broad St. at 1st Ave
594 pedestrians all day

Pike Place Market at Pine St & Stewart St
6,732 pedestrians all day
**Pedestrian Movement**

**Winter Weekday 8 AM - 8 PM**

- **2nd Ave at Jackson St**
  - 2,772 pedestrians all day

- **King St at 1st Ave**
  - 1,842 pedestrians all day

- **Pedestrian Bridge by 4th Ave**
  - 3,672 pedestrians all day

- **Jackson St at 3rd Ave**
  - 3,042 pedestrians all day

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**Pedestrian Data**

- **Pedestrians per hour**
  - Morning (8-9 AM) 3, 2, 2
  - Midday (10-11 AM) 5, 4, 4
  - Afternoon (12-1 PM) 4, 4, 4

- **Pedestrians per minute**
  - Morning (8-9 AM) 4, 4, 4
  - Midday (10-11 AM) 6, 6, 6
  - Afternoon (12-1 PM) 7, 7, 7
PEDESTRIAN MOVEMENT
SUMMER WEEKDAY 8 AM- 11 PM

Alaskan Way at Broad St.
5,088 pedestrians all day

Alaskan Way btwn. Bell & Battery St
8,022 pedestrians all day

Western Ave. btwn. Harbor Steps & Seneca St.
(test count)

Western Ave. btwn. Madison St & Marion St.
(test count)
PEDESTRIAN MOVEMENT
SUMMER WEEKDAY 8 AM-11 PM

Test counts

Alaskan Way, btwn. Madison & Marion St.
1,418 pedestrians all day

Western Ave, btwn. Madison & Marion St.

Western Ave, btwn. Harbor Steps & Seneca St.
### Pedestrian Movement

**Summer Weekday 8 AM - 11 PM**

#### 1st Ave at Madison St
- **11,070 pedestrians all day**

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#### 1st Ave btwn Marion St & Columbia St
- **10,296 pedestrians all day**

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#### 1st Ave btwn Jackson St & Main St
- **6,492 pedestrians all day**

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#### 1st Ave at Madison St
- **10,296 pedestrians all day**

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### Notes
- The data represents pedestrian traffic from 8 AM to 11 PM on a summer weekday.
- Each bar graph shows pedestrian movement per minute and per hour for different time slots.
- The graphs indicate peak pedestrian movement during the lunch hour (12-1 PM) and early evening (5-6 PM).
- The highest pedestrian count is at 1st Ave btwn Marion St & Columbia St with 11,070 pedestrians all day.
- The lowest pedestrian count is at 1st Ave btwn Jackson St & Main St with 6,492 pedestrians all day.
PEDESTRIAN MOVEMENT
SUMMER WEEKDAY 8 AM- 11 PM

Pine St. at 5th & Westlake
Pike St. at 7th Ave.
Pike St. at Alaskan Way
University St. at 2nd Ave.
Madison St. at 5th Ave.

Pine St. at 5th & Westlake
34,710 pedestrians all day

Pine St. at 5th & Westlake
8-9 9-10 10-11 11-12 12-1 1-2 2-3 3-4 4-5 5-6 6-7 7-8 8-9 9-10 10-11
Pedestrians per hour

Pedestrians per minute
0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80
8-9 9-10 10-11 11-12 12-1 1-2 2-3 3-4 4-5 5-6 6-7 7-8 8-9 9-10 10-11
Pedestrians per minute

1286 978 1608 2202 3672 3552 3804 3524 2568 2580 1524 1056 426
0 500 1000 1500 2000 2500 3000 3500 4000
8-9 9-10 10-11 11-12 12-1 1-2 2-3 3-4 4-5 5-6 6-7 7-8 8-9 9-10 10-11
Pedestrians per hour

34,710 pedestrians all day
Pike St. at Alaskan Way  
5,820 pedestrians all day

University St. at 2nd Ave.  
8,280 pedestrians all day

Madison St. at 5th Ave.  
3,900 pedestrians all day

Pike St. at 7th Ave.  
13,428 pedestrians all day

PEDESTRIAN MOVEMENT
SUMMER WEEKDAY 8 AM - 11 PM
PEDESTRIAN MOVEMENT
SUMMER WEEKDAY 8 AM- 11 PM

3rd Ave. btwn. Pike & Union
19,728 pedestrians all day

2nd Ave btwn Spring & Seneca
9,738 pedestrians all day
5th Ave. btwn Union & University 8,334 pedestrians all day

3rd Ave btwn Marion & Columbia 9,534 pedestrians all day

4th Ave. btwn. Spring & Seneca 11,058 pedestrians all day
PEDESTRIAN MOVEMENT
SUMMER WEEKDAY 8 AM- 11 PM

Broad St. at 1st Ave

Pike Place Market at Pine & Stewart

Jackson St at 3rd Ave

Pike Place Market at Pine & Stewart

21,726 pedestrians all day

2,130 pedestrians all day

4,698 pedestrians all day
**PEDESTRIAN MOVEMENT**

**SUMMER WEEKDAY 8 AM - 11 PM**

2nd Ave at Jackson St

- **6,300 pedestrians all day**

King St at 1st Ave

- **3,414 pedestrians all day**

Pedestrian Bridge by 4th Ave

- **5,268 pedestrians all day**
**PEDESTRIAN MOVEMENT**
**SUMMER WEEKEND 8 AM- 12 PM**

### Alaskan Way at Broad St.
- **6,456 pedestrians all day**

### Alaskan Way btwn. Bell & Battery
- **10,584 pedestrians all day**

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**Note:** The chart shows pedestrian movement from 8 AM to 12 PM. The numbers represent the total pedestrian count per minute for each hour of the day.
Alaskan Way at Union St

22,818 pedestrians all day
1st Ave. Btwn. Union & Pike Streets  
**23,238 pedestrians all day**

1st Ave. Btwn. Wall & Vine Streets  
**6,624 pedestrians all day**

**SUMMER WEEKEND 8 AM- 12 PM**
1st Ave btwn Jackson St & Main St  
5,316 pedestrians all day

1st Ave at Madison St  
10,140 pedestrians all day

1st Ave btwn Marion St & Columbia St  
8,682 pedestrians all day
PEDESTRIAN MOVEMENT
SUMMER WEEKEND 8 AM- 12 PM

Pine St. at 5th & Westlake
43,398 pedestrians all day
### Pedestrian Movement

#### Pike St. at Alaskan Way
6,222 pedestrians all day

#### University St. at 2nd Ave.
6,222 pedestrians all day

#### Madison Ave. at 5th Ave.
3,030 pedestrians all day

### Madison Ave. at 5th Ave.
3,030 pedestrians all day

### Summer Weekend 8 AM - 12 PM
PEDESTRIAN MOVEMENT
SUMMER WEEKEND 8 AM- 12 PM

3rd Ave. btwn. Pike & Union
12,546 pedestrians all day

2nd Ave btwn Spring & Seneca
3,084 pedestrians all day
5th Ave. btwn Union & University  6,780 pedestrians all day

3rd Ave btwn Marion & Columbia  3,084 pedestrians all day

4th Ave. btwn. Spring & Seneca  7,332 pedestrians all day
PEDESTRIAN MOVEMENT
SUMMER WEEKEND 8 AM- 12 PM

Broad St. at 1st Ave

2,712 pedestrians all day

2,712 pedestrians all day

Pedestrians per hour

Pedestrians per minute

Pedestrians per minute
Pike Place Market at Pine & Stewart 39,414 pedestrians all day

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**PEDESTRIAN MOVEMENT**

**SUMMER WEEKEND 8 AM- 12 PM**

**Jackson St at 3rd Ave**

2,796 pedestrians all day

**2nd Ave at Jackson St**

2,484 pedestrians all day

**King St at 1st Ave**

2,484 pedestrians all day

**Pedestrian Bridge by 4th Ave**

2,484 pedestrians all day
PEDESTRIAN MOVEMENT
SUMMER WEEKEND 8 AM-12 PM

Pedestrian Bridge by 4th Ave
1,062 pedestrians all day

King St at 1st Ave
960 pedestrians all day
RECORDED PUBLIC SPACES FOR STATIONARY ACTIVITIES

1. Olympic Sculpture Park
2. Pike Street Hill Climb Entrance
3. Waterfront Park
4. New Federal Courthouse
5. Westlake Square (small triangle)
6. McGraw Square & Trolley Terminus
7. Westlake Park & Square
8. Victor Steinbrueck Park
9. Pike Place Market
10. Post Alley
11. Garden of Remembrance
12. WAMU Plaza
13. Seattle Art Museum Plaza
14. Harbor Steps
15. Argosy Waiting Deck
16. Colman Dock
17. Jackson Federal Building
18. Wells Fargo Plaza
19. New City Hall Plaza
20. Old City Hall Park & Prefontaine Place
21. Union Street Square
22. Open space east of Union Station
23. King Street Center Plaza
24. Pioneer Square
25. Occidental Park
26. Occidental Mall
27. Waterfall Park
Olympic sculpture park

392 activities
(at selected times)

waterfront park

409 activities
(at selected times)

Pike Street HillClimb plaza

103 activities
(at selected times)
**STATIONARY ACTIVITIES**
**SUMMER WEEKDAY 10 AM- 8 PM**

**New Federal Courthouse**
- 69 activities (at selected times)

**Westlake Square**
- 35 activities (at selected times)

**McGraw Square & Trolley Terminal**
- 812 activities (at selected times)

- **FEDERAL COURTHOUSE**

- **WESTLAKE Park**

- **McGraw Square & Trolley Terminal**
Number of Pedestrians

<table>
<thead>
<tr>
<th>Time</th>
<th>0 a.m.</th>
<th>12 p.m.</th>
<th>2 p.m.</th>
<th>4 p.m.</th>
<th>6 p.m.</th>
<th>8 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garden of Remembrance</td>
<td>6</td>
<td>7</td>
<td>22</td>
<td>10</td>
<td>11</td>
<td>2</td>
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<tr>
<td>Washington Mutual Plaza</td>
<td>0</td>
<td>37</td>
<td>19</td>
<td>53</td>
<td>26</td>
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<tr>
<td>Seattle Art Museum Plaza</td>
<td>8</td>
<td>12</td>
<td>34</td>
<td>12</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Harbor Steps</td>
<td>3</td>
<td>30</td>
<td>17</td>
<td>16</td>
<td>26</td>
<td></td>
</tr>
</tbody>
</table>

58 activities
(at selected times)

208 activities
(at selected times)

137 activities
(at selected times)
STANDING WAITING FOR TRANSPORT

BENCH SEATING

CAFE SEATING

SECONDARY SEATING

MOVABLE CHAIRS

LYING DOWN

CHILDREN PLAYING

COMMERCIAL ACTIVITIES

CULTURAL ACTIVITIES

PHYSICAL ACTIVITIES

ARGOSY WAITING DECK

COLMAN DOCK

STATIONARY ACTIVITIES

SUMMER WEEKDAY 10 AM-8 PM

ARGOSY WAITING DECK

758 activities
(at selected times)

ARGOSY WAITING DECK

Time

Number of Pedestrians

0 a.m. 0 p.m. 2 p.m. 4 p.m. 6 p.m. 8 p.m.

0 20 40 60 80 100 120 140 160 180 200

COLMAN DOCK

26 activities
(at selected times)

COLMAN DOCK

Time

Number of Pedestrians

0 a.m. 0 p.m. 2 p.m. 4 p.m. 6 p.m. 8 p.m.

0 20 40 60 80 100 120 140 160 180 200
old city hall & prefontaine place  
469 activities  
(at selected times)

union street square  
85 activities  
(at selected times)

king street center plaza  
51 activities  
(at selected times)

open space east of Union station  
450 activities  
(at selected times)
STATIONARY ACTIVITIES
SUMMER WEEKDAY 10 AM- 8 PM

Pioneer-Square
Occidental Park
Waterfall Park
Occidental Mall

waterfall park
323 activities
(at selected times)

occidental mall
119 activities
(at selected times)

occidental park
485 activities
(at selected times)

pioneer square
78 activities
(at selected times)
DEMOGRAPHIC SURVEY

The Demographic Survey was conducted in the Central Business District Area of Seattle on the 9th, 10th and 12th of July 2008. During these days the weather was typical July weather for Seattle, with very sunny and warm weather.

The Survey is a part of the general Public Life - Public Space Survey that was conducted by Gehl Architects in 2008. It is a Qualitative Investigative Interview Survey using a random sample of the total population, which consists of all potential users of the CBD in Seattle. The interviewers would interview the respondents and mark the respondents’ answers on a questionnaire (answer sheet) for each respondent. Using an Interview Survey creates varied and representative answers to the questions one may have.

The purpose of the Demographic Survey was to explore issues like:
• who visits the CBD
• when
• their purpose
• the distances people have come
• what means of transportation they use
• if they feel safe in the CBD
• where do they like to spend time,
• what would they like to use the CBD for
• what is their age
• ethnic background
• employment situation
• gender

INSTRUCTIONS TO INTERVIEWERS
The Survey was carried out at six different locations in the CBD, each representing different types of Public Spaces in the CBD.

The following instructions were given to the interviewers:
1. Mark an imaginary cross-line at your location
2. Approach the 3rd person who crosses that line
3. After conducting an interview repeat the above.

This approach is for the sake of making it as random and non-biased as possible who was chosen as a respondent, ensuring that the interviewers do not just pick one certain type of people to interview.

ROTATING SYSTEM
We used a rotating system where each student was placed at different locations during the day in order to prevent answers being influenced by interviewer’s approach. The interviewers were in a location one hour at a time and then rotated to the next location.

The six locations were:
Victor Steinbrueck Park, Westlake Park, Occidental Square, 2nd Ave between Madison St and Marion St, 3rd Ave between Pine St and Pike St, 3rd Ave between University St and Seneca St.

Time slots:
These are the 6 time slots that the interviewers were instructed to use:
• Time slot A: 8:30 – 9:30 a.m.
BREAK (and time to move to next location)
• Time slot B: 10:30 – 11:30 a.m.
BREAK (and time to move to next location)
• Time slot C: 12:30 – 1:30 p.m.
BREAK (and time to move to next location)
• Time slot D: 3:00 – 4:00 p.m.
BREAK (and time to move to next location)
• Time slot E: 6:00 - 7:00 p.m.
BREAK (and time to move to next location)
• Time slot F: 8:30 – 9:30 p.m.

REPRESENTATIVE SAMPLE
In order to secure a representative sample the sample size was planned to be 1100 people as a minimum amount of answers. We ended up with 1304 respondents, who answered the questionnaire thus being representative and able to give us valid answers.

In order to get in contact with as many different users of the city as possible the interviews were conducted on two week days (Wednesday and Thursday) and on the weekend (Saturday).

If the potential respondents answered no to participating in the Survey, the interviewers would register what gender the person was. They were also instructed to assess what age-group the person was. This was done in order to ensure that the total amount of people asked if they would participate in the interview are a representative group.
DEMOGRAPHIC SURVEY
SCIENTIFIC METHOD & APPROACH

LOCATIONS FOR SURVEYS:
- DEMOGRAPHIC SURVEYS
- PEDESTRIAN COUNTS
- STATIONARY ACTIVITIES

- Victor Steinbrueck Park
- West Lake Park
- Occidental Square
- 2nd Ave between Madison St & Marion St
- 3rd Ave between Pine St & Pike St
- 3rd Ave between University St & Seneca St
- Yesler Way

DEMOGRAPHIC SURVEYS
PEDESTRIAN COUNTS
STATIONARY ACTIVITIES