

## Lessons learned from Pike People Street 2015-2017

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Read through these lessons learned from three years of Pike People Street to help you plan your program for 2018.

1. **Space and activity balance.** The amount of street space closed for pedestrians should be scaled to the number of people out walking and the level/type of activity in the street. While many people appreciated having extra room to walk around and interact, there was a shared sense that the unprogrammed closures seemed underutilized. Creating such a generous pedestrian space without accompanying seating, dining, performances, and other activities felt like a missed opportunity. The takeaway is that there are two levers, amount of space and amount of activation, which need to be adjusted into balance.
2. **Fine-Tuned Approach.** As Seattle is home to a dense diversity of residents and businesses, the functions and needs of the streets change depending on the time and day. The proposed schemes should be reflective of the changing needs for the street. This more fine-grained approach would account for unique conditions on each block face and provide for more site-appropriate changes.
3. **Community Ownership.** Pike/Pine benefits from a strong and active community that takes a great deal of pride in their neighborhood. While occasional special events add new life and visitors to the area, most of the year sees a daily life vibrancy that is a product of intersecting communities, cultural expression, and commerce. The long-term success of any approach to the street should be influenced and directed by neighborhood partners. This could take the form of special, collaborative events or routine activity like outdoor dining.
4. **Consistency and predictability are essential.** The most common complaint about the pilot testing was about the inconsistent timing of the closure dates. Based on this feedback however, it appears that a predictable calendar of regularly-scheduled closure events would be preferred. A set schedule of closure dates and times would improve the ability of businesses and organizations to provide activities, dining, and displays in the expanded pedestrian space. It would also simplify notification to those within the project area and advertisement to those who want to visit.
5. **Providing seating, activities, and decoration improves the effective use of the expanded pedestrian space.** One of the consistent themes from our first year of testing the program was that the expanded pedestrian space was well-used but that it could feel out-of-scale without furnishings or programming. Our efforts were greatly improved by our ability to provide tables and chairs, games, and decorations to the closure areas.

We observed people stopping to make use of the pedestrian-scale amenities that are currently lacking on the increasingly crowded sidewalks. The tables and chairs met a need for places to eat, rest, and hang out.

6. **Extensive outreach should be a key component to the program.** Outreach should be conducted throughout the process including preliminary (in the planning of the program), during (to gather feedback and adjust along the way), and afterwards (to effectively evaluate success). Local businesses need time to plan and promote the event in order to leverage the opportunities.
7. **Community activation requires extensive planning and outreach.** Building off lesson 6, community partners are best-suited to identify opportunities for programming and engagement during a people street. Scheduling a people street in tandem with an existing community event can be an opportunity to leverage an existing interest.