

# PIKE PEOPLE STREET

2016 Report + 2017 Work Plan



Seattle  
Department of  
Transportation



# 2016 REPORT + 2017 WORK PLAN

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CAL ANDERSON PARK

E PINE ST

E PINE STREET

WALGREENS

Labels in this block include: SEATTLE CENTRAL COLLEGE, MOLLY MOONS, BRENTHAVEN, CENTURY BALLROOM, NUBE, TIN TABLE, ODDFELLOWS, TOTOKELLO, MOTI MAHAL, CAPITOL HILL TOBACCO, MUD BAY, ELKOTT BAY BOOKS, IMMEDIATE CLINIC, LOST LAKE, SHELL, HAWANA, POQUITOS, CAPITOL LOUNGE, IRONA SUSHI, COMET, and GARY MANUEL AVEDA.

RANCHO BRAVO

RHINO ROOM

THE STRANGER

V2

V2

EVERYDAY MUSIC

HAWANA

ROVE

MONICHE LOFTS

OUT OF THE CLOSET

SAM'S

Labels in this block include: STOUT, SEATTLE POLICE DEPARTMENT, PURR, VACANT, GRIM'S, BARCA, VERMILLION, ANNEX THEATER, 35TH ST, ZION'S GATE, NO PARKING, JUICE BOX, VACANT, NORTHWEST FILM FORUM, LINCOLN, and POST OPTIONS.

BROADWAY

10TH AVE

11TH AVE

12TH AVE

E PIKE ST

E PIKE STREET

QFC

Labels in this block include: FRAME CENTRAL, RETAIL THERAPY, EMERSON'S SALON, VIA TRIBUNALI, BAIT, NEUMOS, SEATTLE BOXING CLUB, WORLD FAMOUS, PASCO, BARBOZA, THE RUNAWAY, Q NIGHTCLUB, PUZZLE BREAK, HORIZON BOOKS, PERKIN'S GLASS, SUPER GENIUS, SWEAT BOX, SEATTLE PURRY WORKS, AKERS, and GOKAN MUDASHI.

QUINNS

CAFE VITA

BIG MARIO'S PIZZA

CHICHA LOUNGE

BIMBOS

WILD ROSE

SOLE REPAIR

HOT HOUSE

STEVE JENSEN

MODERA APARTMENTS

SWEET IRON WAFFLES

INFINITY APARTMENTS

Labels in this block include: RETROFIT HOME, PETTIROSO, CHOP HOUSE ROW, MARMITE, KURT FARM, SCOTCH PINE, CLOUD ROOM, FRAMEWORK, SUNDRY, AMANDINE, CUPCAKE ROYALE, AGNES UNDERGROUND, ART GALLERY, BAI TONG, AGNES LOFTS, PLUM, LA SPGA, FOUNDATION CROSSFIT, PACIFIC SUPPLY, and FERRARI OF SEATTLE.

BROADWAY

10TH AVE

11TH AVE

12TH AVE

# PROGRAM GOALS AND CONTEXT

Pike/Pine is a mixed-use urban neighborhood that contains a variety of housing types close to businesses of all kinds, tied together with robust transportation options. Because of this neighborhood context, Pike/Pine is both a home to an increasing number of people and a bustling retail and recreation center that attracts many visitors from within Seattle and beyond.

This rate of change has not slowed since we first started exploring the Pike People Street concept in 2015. Neighborhood growth continues to bring opportunities, but also challenges for mobility, affordability, and sense of community.

The Pike People Street project was developed in response to a recommendation found in the Capitol Hill 2020 Plan: “Develop a proposal for a street closure pilot in Pike-Pine to address waste management, safety, and weekend traffic.”

Pike People Street also fulfills SDOT’s Move Seattle goals of vibrancy, safety, and innovation. Specifically, it addresses two specific departmental deliverables:

- Develop and maintain great new public places in our streets and sidewalks
- Pilot new pedestrian-only streets in areas with high pedestrian and low vehicle demand

Built on the efforts and community discussion of prior years, this set of program goals and findings informed our work plan for 2017:

## 2017 PROGRAM GOALS

1. Provide a pedestrian environment in Pike/Pine that is comfortable, safe, accessible, and responsive to the needs of the local community
2. Enliven the street and increase public space vibrancy through community and business-led activities
3. Create a balance of pedestrian mobility, vehicle access, and streetscape activities

## PROGRAM CONTEXT

### SIDEWALK MOBILITY AND TRAFFIC MANAGEMENT

- The average sidewalk in the Pike/Pine core is less than 10’ wide. This space includes numerous streetscape elements such as tree pits, bike racks, café seating, newspaper stands, utility poles, and trash cans that effectively reduce the walkable sidewalk area.
- During peak hours of pedestrian traffic, the sidewalks overflow, forcing people to walk through tree pits or into vehicle travel and parking lanes.
- The large number of people crossing the street at key intersections can result in delays for vehicles.

### SAFETY

- For those with limited or assisted mobility, the sidewalk areas can be difficult to navigate.
- The influx of people on weekend nights and constrained physical space can contribute to aggressive behavior and a negative visitor/resident experience.
- Crowded sidewalks create access and visibility concerns for police patrolling.

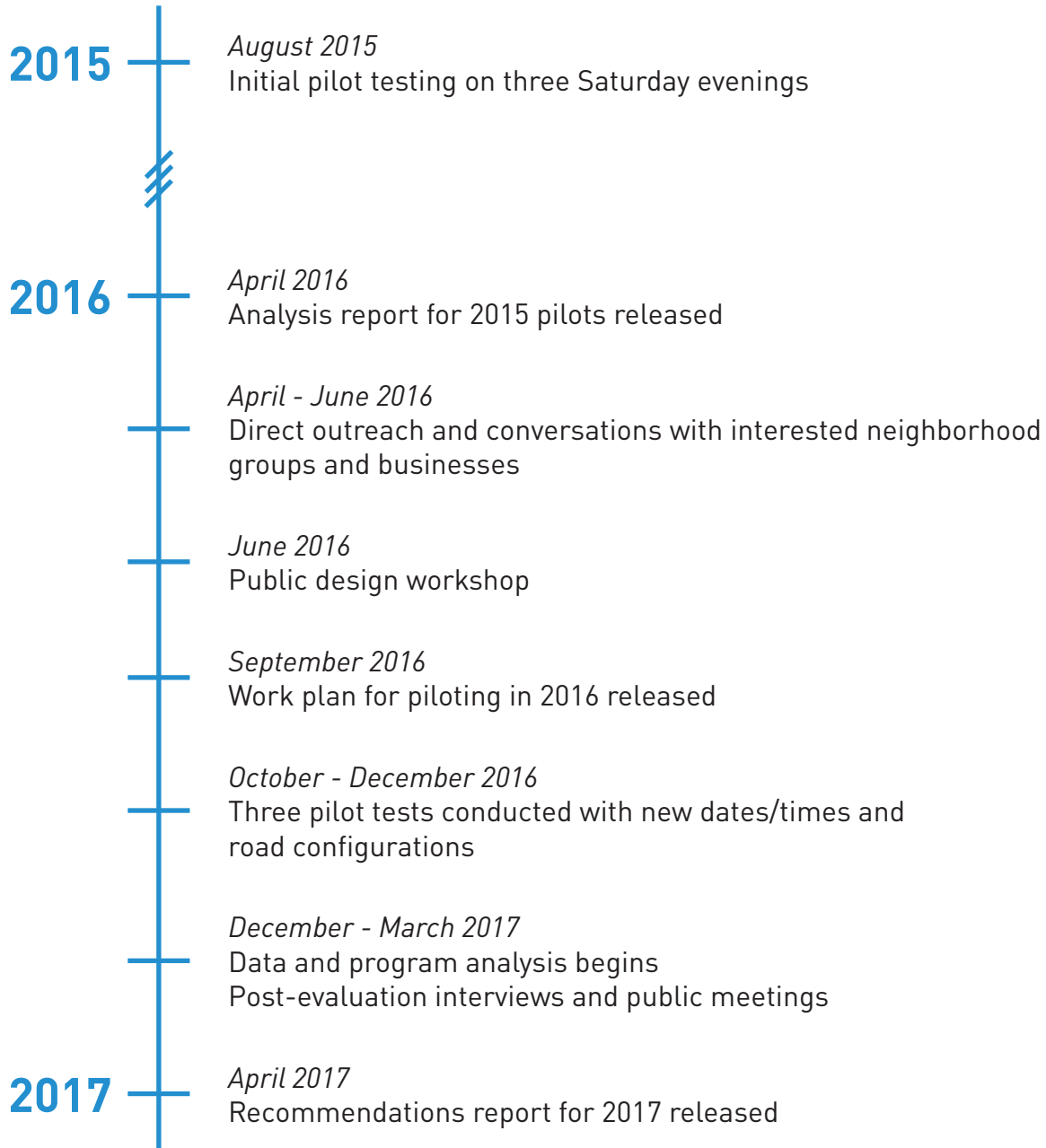
### MIXED-USE ECONOMIC VITALITY

- The sustained nightlife growth in the neighborhood has created a vibrant, public scene, but has also generated safety and civility concerns on weekend nights.
- The business community has a shared interest in maintaining a balance of daytime retail as the district also embraces a vibrant nightlife culture.
- Cramped sidewalks can discourage neighborhood economic activity.

### PUBLIC SPACE ACTIVATION AND CULTURAL ACTIVITY

- Any lines generated by shops, venues, or food vendors can cause mobility concerns, even if managed.
- Spontaneous artistic, cultural, or musical expression further congests sidewalk areas.

# PROJECT TIMELINE TO DATE



Outreach flyer for June public design workshop

# 2015 PILOT TESTING

On three Saturday nights in August 2015, E Pike St was open to pedestrians-only between Broadway and 12th Avenue to pilot a nighttime pedestrian street concept.

The idea of periodically closing Pike/Pine to auto traffic had been in discussion for over four years from both community stakeholders and City departments, with interests varying from placemaking, safety, business, and mobility. Given this growing interest, the City and community partners wanted to have a broader conversation about the concept and what it might look like.

The conversation looked at pedestrian space closures during weekend nights, a Sunday daytime, and Thursday Art Walk. There was enough interest to recommend a summer pilot focused on a nighttime pedestrian street concept to address the overcrowded sidewalks on busy weekend nights. The other options weren't explored due to concerns about access during business hours and funding/organizational capacity.

There was also interest in including fun programming in the street to celebrate the neighborhood identity, to be a community building opportunity, and to change some of the behavior in the streets on weekend nights.

The 2015 pilot report, and other project documents, can be found at our website:

[www.seattle.gov/transportation/pikeped.htm](http://www.seattle.gov/transportation/pikeped.htm)



Nightlife crowd during August 2015 test

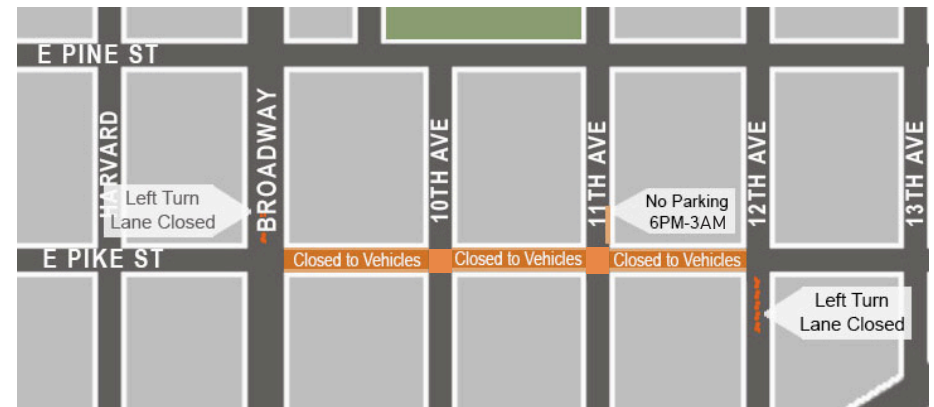
# 2015 PILOT RESULTS

## KEY FINDINGS

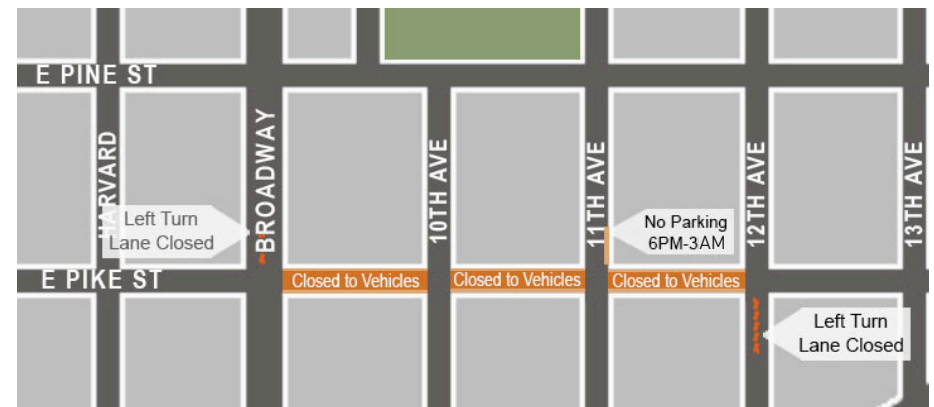
- Post-pilot surveys and interviews indicated strong community interest in continuing pedestrian streets.
- In-street programming received nearly universal positive feedback.
- Majority of respondents said the streets felt safer, less congested, more comfortable, and easier to move around in.
- On-site research documented 25,000-30,000 people using limited sidewalk space, and observed sidewalk congestion alleviated by the testing.

Results from post-pilot analysis revealed a long list of lessons learned, and highlighted the need for additional work to examine how a pedestrian street concept benefit to all businesses, residents, and visitors to Capitol Hill. SDOT recommended convening a diverse group of neighborhood stakeholders to interpret the results found in the 2015 report.

August 8 + 15



August 22



Street yoga session during August 22nd test



Drag show performance during August 22nd test

# 2016 PILOT DEVELOPMENT

As part of any pilot testing process, we looked to community feedback and our observational data to refine our plans. The community feedback process following the 2015 pilots fell into three phases:

## 1. Stakeholder Conversations

Acting on our recommendation from the 2015 pilot, we held a focus group session in May 2016 with individuals who had been directly involved in the conversation to date. We met to talk about their daily experience of Pike/Pine and got their thoughts on how best to integrate businesses and residences on the block directly into the activation of the street. We were also curious about how they felt about the program since our tests in the previous August.

## 2. Design Workshop

After the productive focus group, we worked with Framework Urban Design to convene a public design workshop that explored how to expand the pedestrian space and what kinds of activities could enliven the street. With markers and sticky notes, our attendees filled up maps of the project area with their best ideas. These maps helped identify locations to focus on and highlighted priorities for the street's use and furnishing.

## 3. Work Plan Development

With the results from the workshop, we quickly developed options for testing in 2016. At that time, we posed three questions through an online survey and direct conversations:

1. Which footprint options do you prefer?
2. What days/times seem best to explore in 2016?
3. Are you interested in hosting events or activating the street?

Taking commentary from that draft, we vetted a final work plan for feasibility with City staff. That plan was finalized and released to the public in September 2016.



Collaborative mapping and presentation during the public design workshop



# WHAT WE HEARD

Incorporation of feedback from City and public partners has been invaluable in our thinking and planning process. Our work plan for 2016 made a clear effort to base the timing and form of testing events in response to what we heard and observed.

While we received a wide variety of comments during the feedback process, major categories emerged which are detailed in the left column below. On the right side, we've noted how plans for 2016 directly responded to our observational data and post-pilot outreach.

LESSONS LEARNED FROM 2015 PILOTS + WORKSHOP	RESPONSE IN 2016 WORK PLAN
<p><b>FOOTPRINTS TOO BROAD:</b> We heard and saw that closure footprints in 2015 were too broadly applied. The one-size-fits-all closure of three blocks on Pike was successful in creating a large amount of pedestrian space, but didn't account for the details of each individual block.</p>	<p>Footprints for the test dates were scaled to site-specific features. Reconfiguration of the space happened at the locations where it was needed most and better served the multiple functions of the street.</p>
<p><b>ONLY WEEKEND LATE NIGHT:</b> Based on outreach and resource constraints, we only tested weekend late-night hours in 2015. While interest in other times and dates was expressed, we wanted to study the time of peak pedestrian activity.</p>	<p>To get a better understanding of how the street works throughout the week, we tested three different times and days. That allowed us to explore the function of the pedestrian space under a variety of conditions.</p>
<p><b>LIMITED MOBILITY AND ACCESS:</b> Because tests were of full-block closures, we heard concerns about vehicle access and mobility. Concerns were raised about effects on the larger street network.</p>	<p>The new footprints allowed for continued mobility in the area while still providing enhanced pedestrian space.</p>
<p><b>BUSINESS IMPACT:</b> From our outreach conversations, we heard that testing the closures on three consecutive Saturdays in one month had an adverse impact for some businesses.</p>	<p>Testing at three different times and days of the week added variety to the calendar of pilots.</p>
<p><b>SPACE AESTHETIC:</b> While our tests had a light impact on the street in terms of installation, the materials used didn't create the intended inviting atmosphere. Standard barricading and police vehicles made the space look more like a construction project than a people space.</p>	<p>SDOT provided seating, games, and decorations to make the space feel more pedestrian-scaled and inviting. Businesses and community organizations were encouraged to help activate the space.</p>
<p><b>SPECIAL EVENT:</b> Due to the size of area and nature of programming tested, the pilots felt like large-scale special events. This approach led to some memorable activities and experiences, but didn't explore what is possible during normal circumstances.</p>	<p>By creating activation zones in each of the configuration options, we were able to see how more day-to-day activities can work in the area. Seating, outdoor dining, and small-scale performance helped activate the street.</p>

# 2016 PLAN

Based on the findings summarized in the previous table, SDOT developed a calendar of testing dates that expanded the scope of the project to include new dates/times and configurations in 2016.

We announced this calendar of testing dates on September 12, and immediately began community notification about the events and the potential for collaborative activation of the expanded pedestrian space. Like any outdoor projects, Pike People Street was subject to changes in weather and we unfortunately had to reschedule some of the dates, as noted.

Expanded detail on these tests including closure footprints and activation are found on the following pages.

## TESTING CALENDAR

Test 1: Late-night  
Friday, Oct 7  
11 PM - 3 AM

Test 2: Weekend Afternoon  
Sunday, Oct 29 (rescheduled from Oct 13)  
12 PM - 6 PM

Test 3: Art-walk  
Thursday, Dec 8 (rescheduled from Oct 16)  
4 PM - 10 PM



Unplanned brass band performance during the Oct 29 test

# TEST 1: LATE-NIGHT

FRIDAY, OCT 7

11 PM - 3 AM

## FEATURES

E Pike St between 10th Ave and 11th Ave was closed to provide mobility for nightlife crowds. Select portions of the parking lanes were also closed where sidewalk congestion is greatest.

The closure footprint freed up space for lines around entrances and mobile food providers.

## KEY CONSIDERATIONS

The test footprint of the closure was targeted to areas of highest pedestrian activity, while maintaining the larger street network and access to private lots.

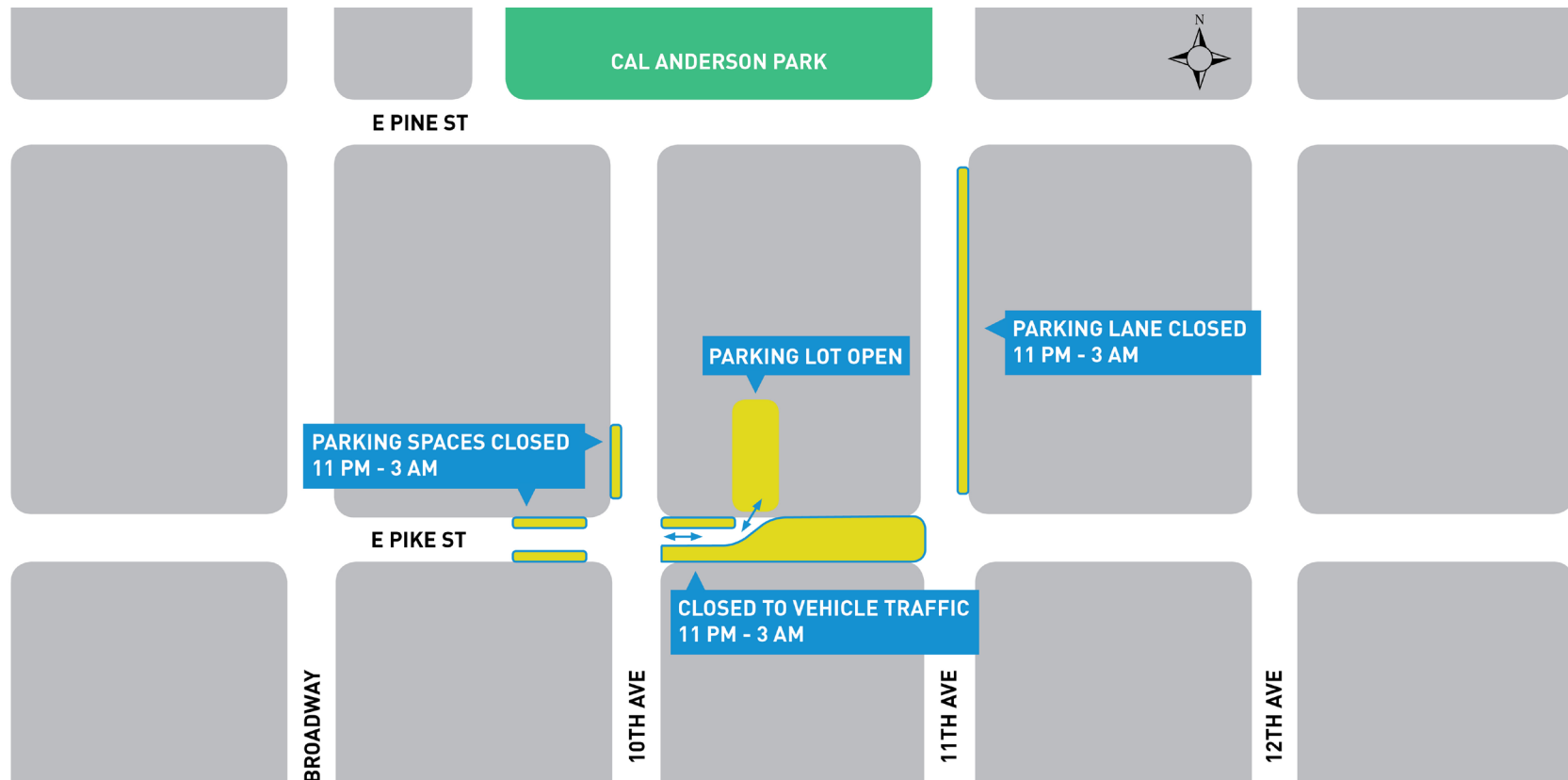
Seating was provided in the street space for people to hang out and eat food.

## OBSERVATIONS

Pedestrian volumes for nightlife activities and sidewalk congestion were consistent with in-person observations from 2015.

Tables and chairs were used continuously by people wanting to hang-out or eat.

Closure of the parking lane on 11th Ave served as a functional rideshare/taxi loading lane.



# TEST 2: WEEKEND AFTERNOON

SATURDAY, OCT 29

12 PM - 6 PM

## FEATURES

The pedestrian area was extended across E Pike St to allow for public space activity.

Businesses on the block were given the opportunity to spill out into the street and room for gathering, sitting, and playing was provided.

## KEY CONSIDERATIONS

Explored daytime and evening hours which can support family-friendly activities and retail business.

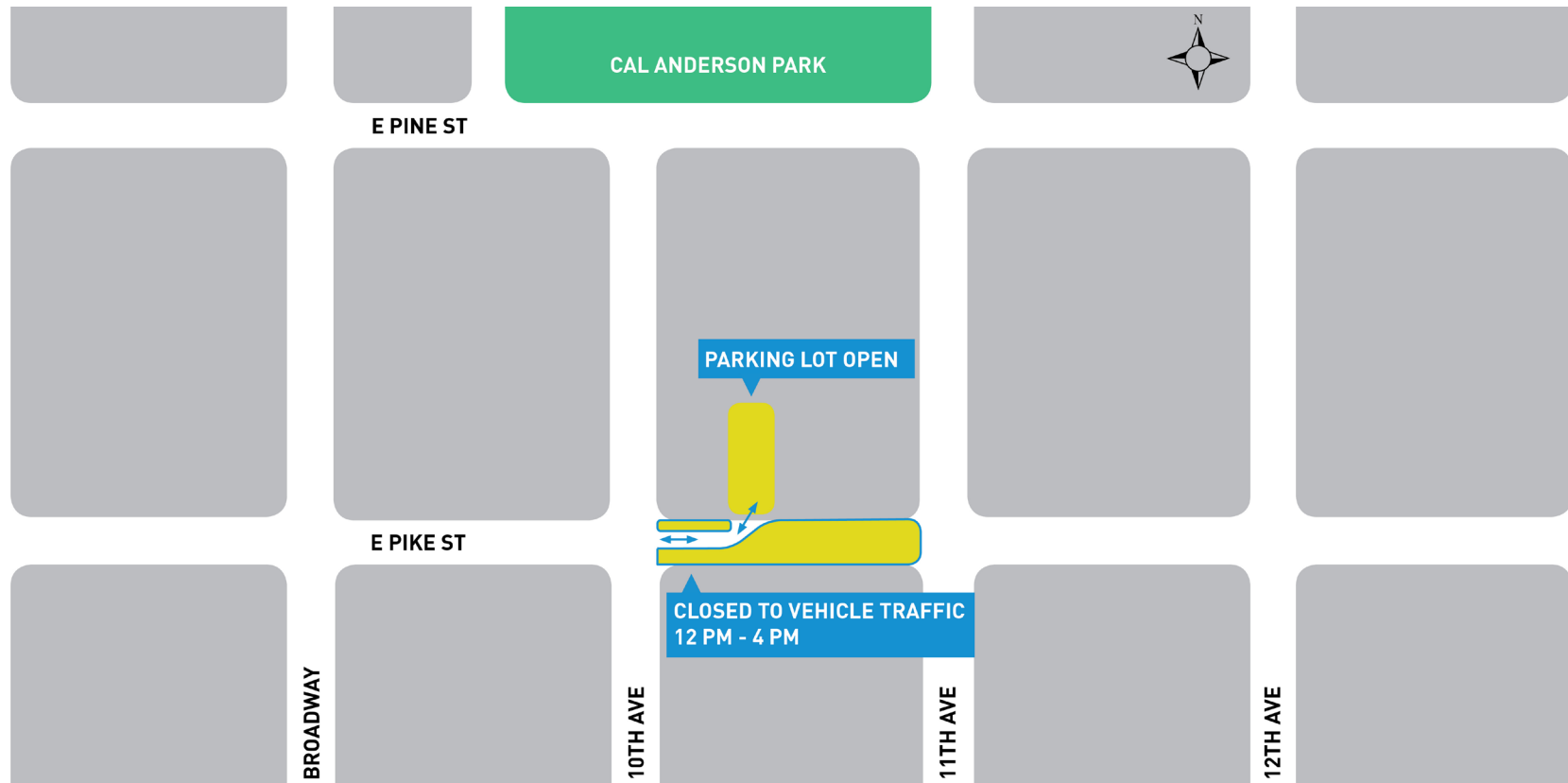
Footprint scaled to create a single block pedestrian plaza.

Maintained the larger street network and access to private lots.

## OBSERVATIONS

Community-led activities, like Hilloween, work well with expanded pedestrian space.

Games and seating are attractive features for passers-by and were used for the duration of the test.



# TEST 3: ART WALK

THURSDAY, DEC 8

4 PM - 10 PM

## FEATURES

Intended to create a large-scale, continuous pedestrian plaza on E Pike St and 11th Ave. Footprint was scaled back to just 11th Ave due to snow plow routing concerns.

Provided room for art display and performances. Space can be used for outdoor dining and merchandise display.

## KEY CONSIDERATIONS

Highlighted an existing community event and created additional space for creative expression in the street.

Explored previously untested weekday conditions.

Tested use of pedestrian space in winter weather.

## LESSONS LEARNED

Pedestrian volumes were consistent with weekday night observations despite wind and snowfall.

Use of seating and activities was limited due to the cold and snow.

Half-block closure is challenged by back-in parking on the west side of 11th Ave.



# PROGRAM EVALUATION

To evaluate the 2016 pilot tests, we compiled field observations, changes in pedestrian demographics, and opinions about the overall program. Our program analysis fell into four major categories:

**1. On-Location Surveys:** Our first survey was conducted in-person to find out more about who is visiting Pike/Pine. We conducted survey sessions during test dates and normal days to establish baseline data. In total, we randomly surveyed 224 people who were walking on the block during the baseline and test hours. The results of that survey are on the following page.

**2. Online Post-Pilot Survey:** We also conducted a post-test survey to gather feedback on how the events performed, what worked or could be improved, and how to should proceed in 2017. 209 people responded and the results of this survey can be found on pages 14-16.

**3. Observation Assessment:** Through photos and staff field notes, we also conducted in-person observations of spatial activity and pedestrian volumes. This assessment is found on page 17.

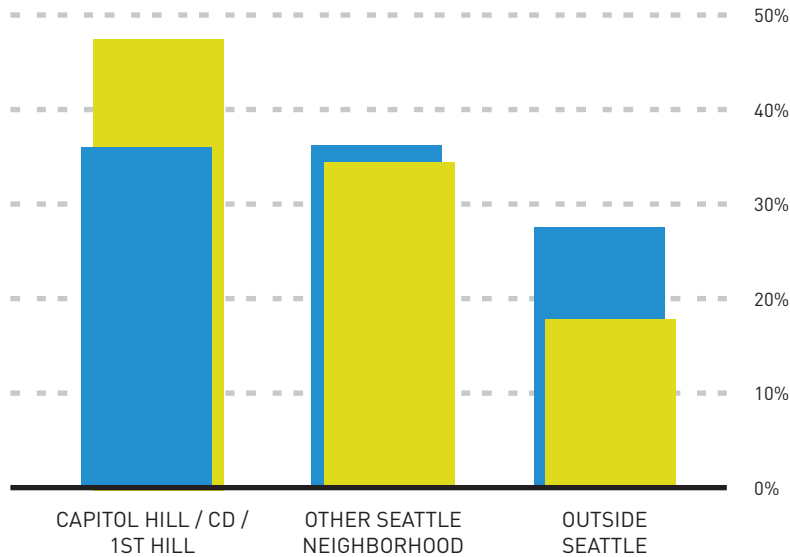
**4. Economic Best-Practice Of Pedestrian Streets:** As with all of our programs, we look to best practice from contemporary cities to learn from their experiences and adapt their findings to the Seattle context. A summary of this research is found on page 18.



Project staff conducting in-person survey during Oct 7 test

# ON-LOCATION SURVEY FINDINGS

## WHERE DO YOU LIVE? ■ 2015 ■ 2016



## HOW DID YOU GET HERE?

\*Yearly percentages exceed 100% as respondents indicated multiple modes

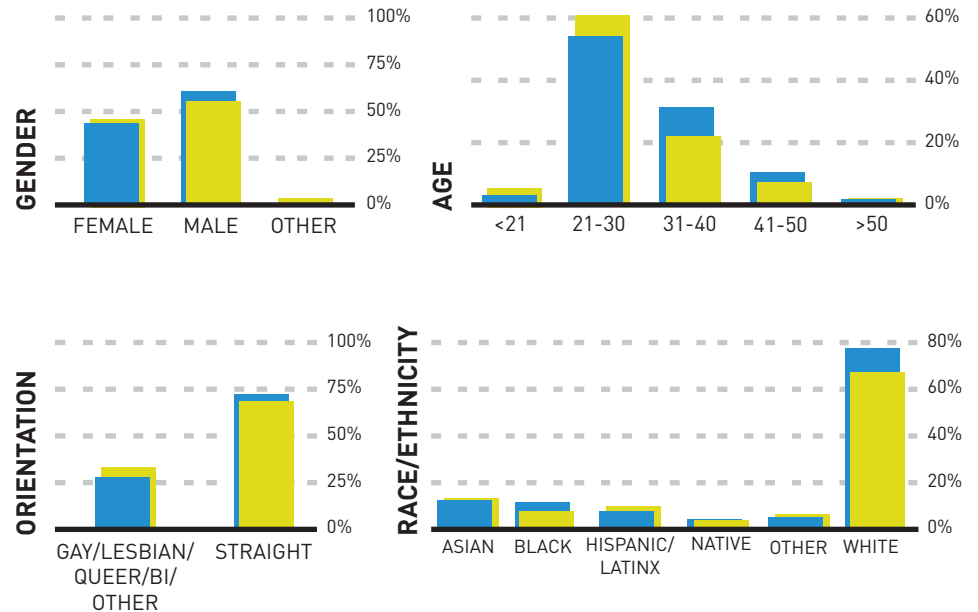
MODE	2015 (704 respondents)	2016 (225 respondents)	CHANGE	2-YEAR AVG (929 respondents)
Walk	41%	54%	+13%	44%
Transit	15%	28%	+13%	18%
Bike	7%	11%	+4%	8%
Drive Alone	14%	11%	-3%	13%
Carpool	31%	18%	-13%	28%
Rideshare	25%	24%	-1%	25%

## WHY DID YOU VISIT?

\*Yearly percentages exceed 100% as respondents indicated multiple activities

ACTIVITY	2015 (704 respondents)	2016 (225 respondents)	CHANGE	2-YEAR AVG (929 respondents)
Dine	41%	62%	+21%	46%
Drink	60%	51%	-9%	58%
Hang Out	N/A	48%	N/A	48%
Live	N/A	32%	N/A	32%
Dance	23%	28%	+5%	24%
Shop	5%	20%	+15%	9%
Work	8%	11%	+3%	9%

## WHO ARE YOU? ■ 2015 ■ 2016



# POST-PILOT SURVEY RESULTS

Following the second test event on October 29th, we released an online survey to the public for feedback on how they felt about the project and what could be improved. Links sent through our mailing lists and posts by local blogs and organizations led to 209 respondents completing the survey.

## MAJOR FINDINGS:

### 1. Program continuation

Support for continuation of the program increased across all respondent categories (overall 66% to 79%, business/property owners 48% to 59%, residents 70% to 86%), when compared to the survey conducted in 2015.

### 2. Closure size and timing

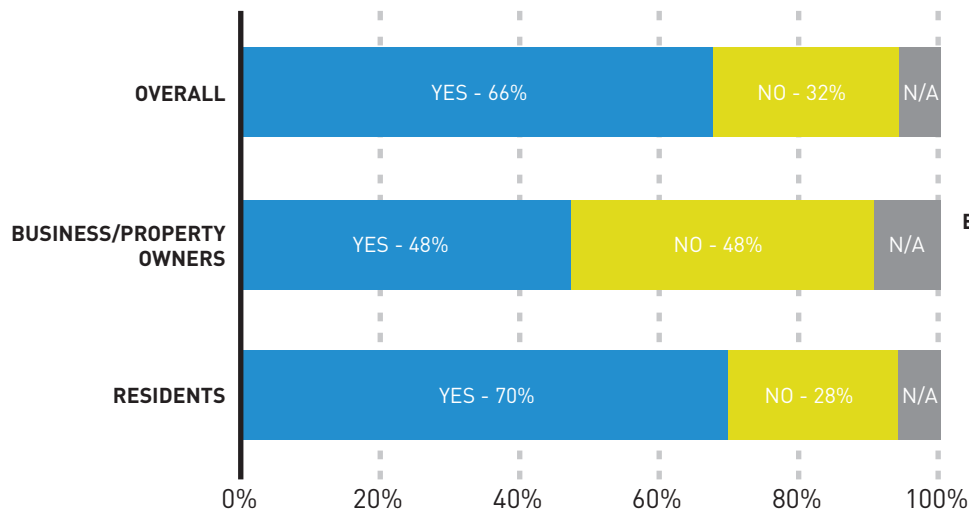
The plurality of responses indicated that the 2016 tests were either just right or too small in size. Respondents indicated that either a permanent pedestrian mall or a regular series of closures were the preferred closure timing and method.

### 3. Qualitative feedback

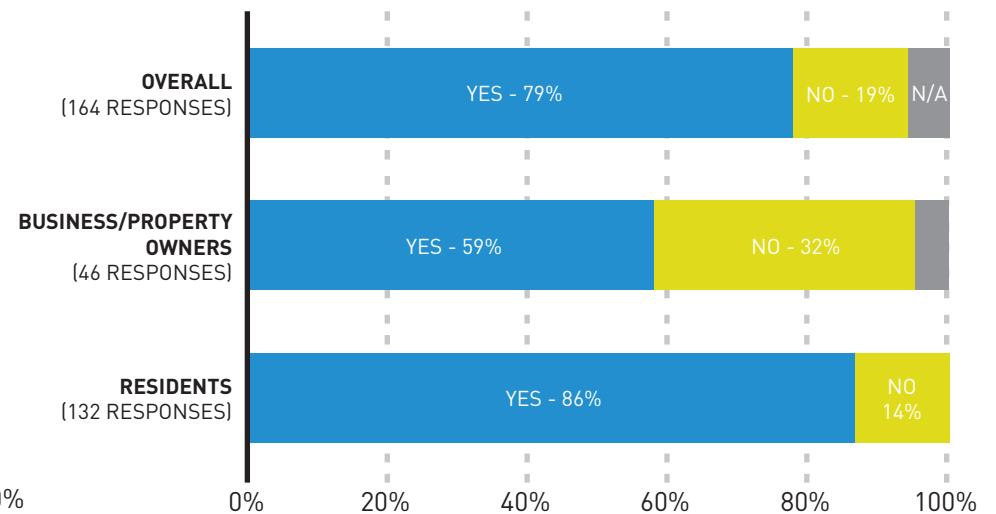
Commentary on the 2016 pilots was very similar to 2015 feedback. An improved sense of pedestrian safety and mobility, a better community character, and improved public space were high on both lists.

On dislikes, issues relating to timing and infrequency of closure shot to the top of the list, replacing 'enables bad nightlife behavior' which came in second this year. We heard additional concerns about vehicle parking/access and awareness of the pilot events and purpose.

2015 SURVEY: WOULD YOU LIKE TO SEE PEDESTRIAN STREETS ON WEEKEND NIGHTS?



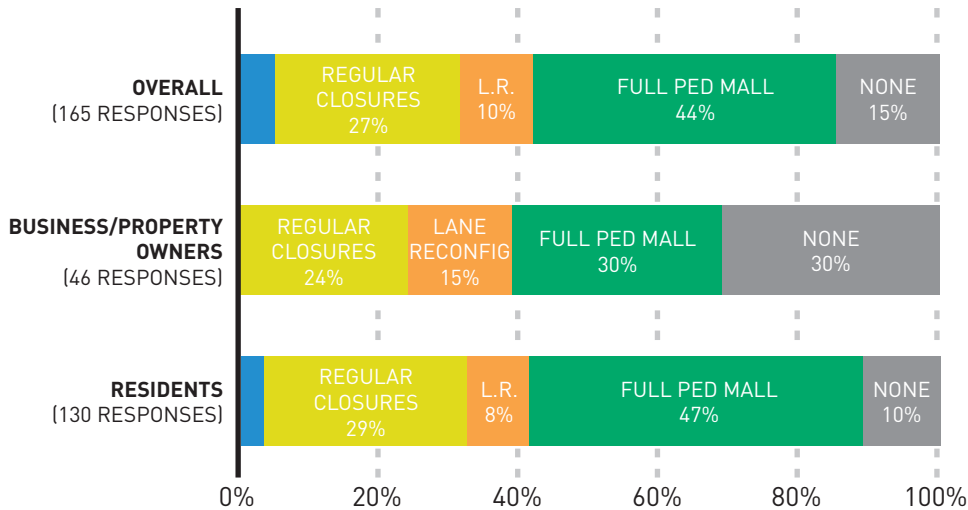
2016 SURVEY: DO YOU THINK THE CITY AND NEIGHBORHOOD SHOULD CONTINUE TO EXPLORE THE PIKE PEOPLE STREET CONCEPT?



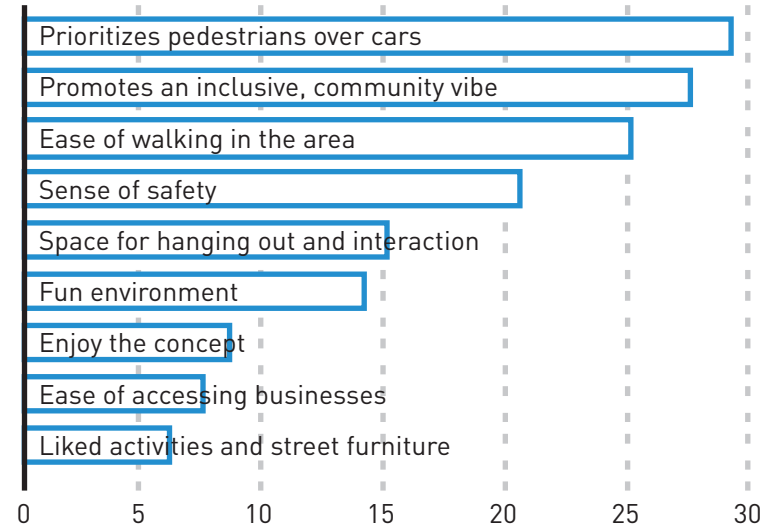


# POST-PILOT SURVEY RESULTS, cont'd

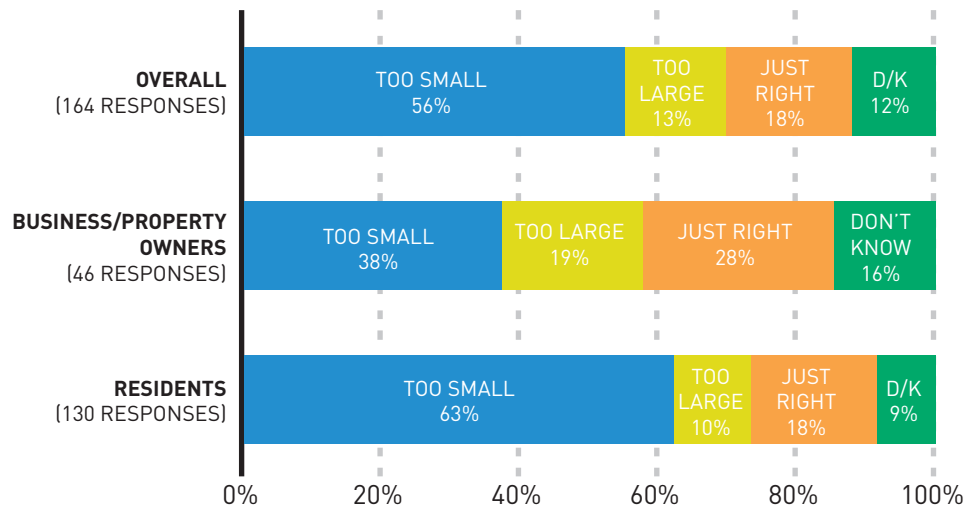
**WHAT TYPE OF PEDESTRIAN STREET CLOSURES WOULD BE MOST APPROPRIATE FOR PIKE/PINE IN THE FUTURE?**



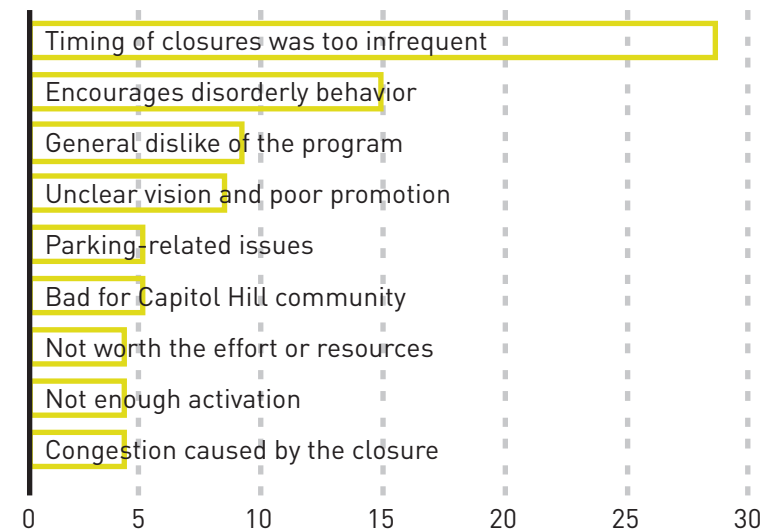
**WHAT DID YOU LIKE ABOUT THE PIKE PEOPLE STREET EVENTS?**  
(COUNT OF MOST COMMON RESPONSES)



**BASED ON THE VARIETY OF FOOTPRINTS USED IN THESE TESTS, WHAT IS YOUR OPINION OF THE SCALE OF THE SPACE OCCUPIED FOR THE PIKE PEOPLE STREET EVENTS IN OCTOBER 2016?**



**WHAT DID YOU DISLIKE ABOUT THE PIKE PEOPLE STREET EVENTS?**  
(COUNT OF MOST COMMON RESPONSES)



# POST-PILOT SURVEY SAMPLE QUOTES

Hundreds of comments were collected via survey and conversations. These samples are representative of what we heard:

## **SUPPORT FOR THE PROGRAM**

I absolutely love them! It really makes the neighborhood more accessible, I had such a great time! I certainly felt encouraged to visit business I would otherwise walk past.

I like prioritizing community in my neighborhood and promoting people over cars. I like how these events improve pedestrian access and make it less overwhelming to get to and from my home.

So much easier to get around, feels safer, more inclusive.

As a pedestrian, not having to worry about getting hit by cars. Being able to walk freely between businesses and connect with the blocks better instead of feeling “pressed” against the buildings when cars are zooming by.

Being able to walk safely in my community and having traffic redirected around Pike instead of slowly crawling through it.

It made the area feel more like a neighborhood. As someone who both lives on Pike/11th, and sometimes enjoys the nightlife in the area, I found it much easier to navigate the neighborhood (especially the sidewalks). Late at night people usually crowd around the door to my building, making it difficult to enter/exit easily. These events fixed that problem.

For the daytime event, there was an easy ability to walk to and visit various businesses.

It's very simple - on Fri/Sat nights there are so many people present, the sidewalks are not large enough to accommodate everyone. Get cars off the street, make more public space available for people, people are more comfortable.

## **CHALLENGES/OPPORTUNITIES FOR IMPROVEMENT**

I got tired of being teased with endless pilots when I just wanted the real thing! I also disliked the general emphasis on nightlife as part of the pilots, when I think day closure is equally/more important to residents.

Too scripted. If these spaces are going to be actual public spaces, they need to be just left alone and not coordinated as some sort of one time special event.

For the evening event, there was a significantly louder amount of noise due to more people gathering in the streets.

I actively avoid the late night events on Pike. Terrible crowd, dangerous crowd for LGBT people. Open street brings more trouble to an already bad scene.

Overall, both this year and last year the street noise and general messiness and disorder is worse during the nighttime closures, especially this year vs last year. I think the noise **MUST** be handled much better and cars should be completely disabled from 11th as well, otherwise there are more cars in 11th than usual.

Lack of clarity. If I didn't know about the street closing ahead of time, I would've thought that it was a private event.

I wish that it started at 8pm to include a dinner time that moves into a nightlife. I think this would make the street closures not necessarily associated with partying at night and more of an evening/night affair.

People that visit the area don't seem to realize this is a neighborhood where people actually live. These events seems to make people feel like they're attending a fest and they have even less respect for the environment than usual.

# OBSERVATION ASSESSMENT



1. Pedestrian volumes remain high, particularly on Fri/Sat evenings. During baseline and test times, we observed similar volumes of in-motion and stationary pedestrians to that of our 2015 testing. Sidewalk chokepoints and congestion were observed in similar locations and presented the same challenges for mobility and safety.



2. Weather had a minimal affect on pedestrian activity during art-walk or weekend late-night hours, but did reduce interest in spending time outside. Two of our events had inclement weather, light-rain and snow, but pedestrian activity wasn't diminished. Use of the space for hanging-out or seating was lower during these times, however.



3. Street furnishings, especially tables and chairs, meet a need for people who want to spend time outside. We observed continuous use of the seating we provided during the closure tests indicating a latent demand for this kind of pedestrian amenity that is currently lacking in the area. The expanded pedestrian space allowed for this function where the currently constrained sidewalks could not.



4. Decoration on barricades and within the closure area contribute to a more welcoming space. One of the concerns we heard in 2015, was that standard barricading made the test area look more like a construction site than a pedestrian plaza. Our efforts to add decoration were noted to be well-received and further effort on this front should be made to clearly indicate that the road isn't 'closed' but that it's 'open to pedestrians'.

# BEST PRACTICE RESEARCH

Cities across the country are investing in improving the streetscape environment for walking and biking to provide a boost to local business districts. In recent years, this topic has become the focus of extensive research as cities weigh the costs and benefits of enhancing and reviving their neighborhood retail centers. Early findings provide some guidance for the future direction of the Pike People Street project.

## **Behavior and perception of people visiting urban retail areas**

Reviewing surveys conducted throughout cities in North America and England, researchers have found that a large proportion of visitors to urban retail areas arrive by foot, bike or public transit, with a minority traveling by car or taxi.<sup>1</sup> People who travel by foot or bike typically visit retail areas more often, and cumulatively spent more money per month, than those using other modes of transportation.<sup>2,3</sup> Bike and pedestrian improvements are viewed positively by the majority of visitors to retail areas and encourage people to visit more frequently.<sup>4,5</sup>

## **Business perception**

Though shopper surveys have found that most people in urban retail centers arrive by foot, bike, or public transit, businesses consistently overestimate the number of their customers traveling by car, sometimes by as much as 400%. Perhaps due to this misperception, most business owners considered parking to be a priority issue.<sup>6</sup> Still, they recognize the importance of having a high quality pedestrian environment to encourage more foot traffic and remain competitive, particularly in light of the shift towards online shopping.<sup>7</sup> For people visiting urban retail areas, a robust mix of retail, services and restaurants has been found to be far more critical than parking.<sup>8</sup>

## **Lessons learned from other cities**

For decades, cities around the world have experimented with small-scale streetscape improvements to permanent conversions of roadways to pedestrian malls. While enhancements to streetscapes in urban retail environments have been found to typically result in increased foot traffic and a boost in sales<sup>9</sup>, one notable exception has been pedestrian-only malls.

An extensive study of over 130 pedestrian malls in the United States that were installed in the 1950s and 60s concluded that these spaces had a 89% failure rate.<sup>10</sup> While the data from this study do not support a pedestrian-only mall model, the study found that transit-pedestrian combination malls, which supported a mix of travel modes, were successful and continue to thrive to this day. This and other studies confirm that adding street enhancements, such as seating and planters, expanding pedestrian space, and adding bike infrastructure all help to increase both safety and foot traffic, contributing to a rise in sales for local businesses.

The New York City Department of Transportation (NYCDOT) conducted a detailed analysis of sales data of local retail businesses prior to and following the installation of different streetscape improvements. The study found that customer behavior changes rapidly in response to streetscape improvements, and overall, the long-term impacts of pedestrian and bicycle investments were positive.<sup>11</sup>

Researchers studied the impacts of San Francisco's Sunday Streets program on businesses located along the multiple routes, noting an increase in the average number of purchases as well as walk-in customers. The study found that, of the businesses who engaged the most with the event days, two-thirds saw an increase in revenue. Overall, these events, which occurred once or twice a month, resulted in a net increase of \$466 in average revenue as compared to non-event Sundays.<sup>13</sup>

### CITATIONS:

<sup>1</sup> Stantec Consulting, Ltd., Vancouver Separated Bike Lane Business Impact Study, Vancouver Economic Development Commission, 2011

<sup>2</sup> Transportation Alternatives, East Village Shoppers Study: A Snapshot of Travel and Spending Patterns of Residents and Visitors in the East Village, October, 2012

<sup>3</sup> The Clean Air Partnership, Bike Lanes, On-Street Parking and Business: A Study of Bloor Street in Toronto's Annex Neighborhood, 2009

<sup>4</sup> Transportation Alternatives (2012)

<sup>5</sup> Schaller, Bruce, Curbing Cars: Shopping, Parking and Pedestrian Space in SoHo, Transportation Alternatives, December, 2006

<sup>6</sup> Tyler, Sophie et. al, The Relevance of Parking in the Success of Urban Centres, London Councils, October, 2012

<sup>7</sup> Transport for London, Economic Benefits of Good Walking Environments, Central London Partnership, March, 2003

<sup>8</sup> Tyler (2012)

<sup>9</sup> Social Enterprise Group, Abington Street, Northampton: The Evidence For and Against Pedestrianization, The University of Northampton, March, 2014

<sup>10</sup> Judge, Cole, The Experiment of American Pedestrian Malls: Trends Analysis, Necessary Indicators for Success and Recommendations for Fresno's Fulton Mall, October, 2013

<sup>11</sup> New York City Department of Transportation, The Economic Benefits of Sustainable Streets, December, 2013

<sup>12</sup> Transport for London, The Benefits of Town Centre Pedestrian and Public Realm Schemes, 2002

<sup>13</sup> Zieff, Susan and Anoshua Chaudhuri, Sunday Streets SF: An Economic Impact Assessment, March, 2013

# MAJOR LESSONS LEARNED

From our in-person observations, surveys, and direct conversations over 2+ years, five major lessons for future efforts have risen to the top of our program assessment.

## **1. Consistency and predictability are essential**

The most common complaint about the pilot testing in 2016 was about the inconsistent timing of the closure dates.

The series of 2016 test dates were developed in response to requests for a wider variety of dates and footprints than were explored in 2015. Based on this year's 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.

## **2. Weekend evening and late-night continues to have the greatest need and potential**

In both years of piloting, we have successfully carried out closure tests to better manage nightlife activity. As the level of pedestrian activity remains consistent, the need for sidewalk congestion relief remains.

Focusing on these hours minimizes impacts to daytime business, deliveries, and transportation mobility. The crowd size also provides an inherent vibrancy that reduces the need for directed programming.

## **3. Centering the footprint around E Pike between 10th Ave and 11th Ave is optimal**

All of our tests have involved E Pike St and for good reason. The number of variety of businesses, direct residences, pleasant scale, and central location all combine to make the street a natural pedestrian environment. This character is to the neighborhood's benefit, but does bring the issues of sidewalk congestion and occasionally unruly behavior.

Focusing on E Pike St between 10th Ave and 11th Ave capitalizes on the natural activation that is created by dense, mixed-use buildings. Its relatively short length is a manageable size for further testing, and avoids the potential conflicts of other, busier arterials such as Broadway and E Pine St.

## **4. Providing seating, activities, and decoration improves the effective use of the expanded pedestrian space**

Our efforts in 2016 were greatly improved by our ability to provide tables and chairs, games, and decorations to the closure areas. One of the consistent themes from 2015 was that the expanded pedestrian space was well-used but that it could feel out-of-scale without furnishings or programming.

During each of this year's tests, 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, in particular, met a need for places to eat, rest, and hang out.

## **5. Efforts should focus on late-spring through early-fall to meet peak pedestrian activity and minimize risks due to weather**

Conducting any outdoor tests in fall or winter comes with risks, but testing in 2016 was especially hampered by uncooperative weather patterns. Historic storm warnings and rare snowfall led to scheduling delays and diminished ability for people to enjoy the expanded pedestrian space.

While the City should continue to explore and think about public space activation throughout the year, further testing would best be carried out when pedestrian volumes are at their highest and weather risks are at their lowest.

# 2017 WORK PLAN

Information from direct conversations, surveys, and on-site evaluation show positive results in line with the keys goals set for the program.

## 2016 Pilot Program Results

- Post-pilot surveys and interviews indicate sustained community interest in continuing the Pike People Street program
- The predominant choice of those surveyed and interviewed is that the 2016 tests were either just right or too small in scale
- Respondents indicated a preference for more predictability in the timing of closures
- Testing observed that the intensity of pedestrian use has been sustained and that the provision of expanded pedestrian space was well utilized

While there remains a diversity of opinions on how best to proceed, the results of the post-pilot analysis point strongly towards continuation into 2017 and working towards a transition from pilot testing to a self-managing and sustainable program.

This effort will require a high degree of balancing individual and community needs, but there is a clearly expressed interest in expansion of the pedestrian area of E Pike St. Further conversation is needed with community and business leadership in Capitol Hill about what that long-term concept looks like and how it will be managed.

Our recommendations on how to transition to an established program are outlined on the following pages.

## 2017 Program Goals

1. Provide a pedestrian environment in Pike/Pine that is comfortable, safe, accessible, and responsive to the needs of the local community
2. Enliven the street and increase public space vibrancy through community and business-led activities
3. Create a balance of pedestrian mobility, vehicle access, and streetscape activities



Weather-protection and seating being used during Oct 7 test

# 2017 OVERVIEW

LESSONS/FEEDBACK	ACTIONS	BENEFITS
Provide a consistent and predictable schedule	Conduct program on E Pike between 10th Ave and 11th Ave as detailed on pages 21-24.	<ol style="list-style-type: none"> <li>1. Consistent closures provide predictability to neighborhood businesses, residents, and visitors allowing them to plan ahead</li> <li>2. Continues refinement of successful closure testing</li> <li>3. Is of a manageable scale that can be expanded upon, if desired by the community</li> </ol>
Community and business partners should have a more direct role in programming and activities within the project footprint	Work with community to develop a 'Friends of Pike People Street' group to assist with street activation and volunteer recruitment efforts	<ol style="list-style-type: none"> <li>1. Provides method for direct engagement by the community in the long-term maintenance and promotion of the program</li> <li>2. Allows activation to be carried out by those with local expertise and goods/services</li> <li>3. Activates the street space through daily activities, avoiding many of the issues with larger event planning.</li> <li>4. Develops sense of shared ownership and maintenance of the expanded pedestrian space</li> <li>5. Provides informal monitoring of the space and sets a baseline of positive behavior</li> </ol>
Address mobility, access, and service impacts within and nearby the project area	Continue work with City and public partners to address right-of-way issues facing the neighborhood and potential benefits/impacts of this program	<ol style="list-style-type: none"> <li>1. Places Pike People Street within a larger network of community initiatives and plans</li> <li>2. Focuses on physical quality of the street space and how it changes depending on time of day and year</li> <li>3. Addresses functional needs of residences and businesses within the project area and the larger street network</li> </ol>
Seek out, incorporate, and address community input	Continue program outreach for the duration of 2017 and convene check-in meetings during July and August to make real-time adjustments	<ol style="list-style-type: none"> <li>1. Centers future plans and investments on lived experience and feedback from those who live, work, and visit the project area</li> <li>2. Incorporates viewpoints and needs of immediately affected parties</li> <li>3. Prioritizes engagement of underrepresented or marginalized communities</li> </ol>
Gather experiential and quantitative information to determine need for expansion or adjustment	Refine data gathering and assessment methodology based on previous testing and best practice research	<ol style="list-style-type: none"> <li>1. Provides baseline and test data for discussions about program performance</li> <li>2. Incorporates lessons learned from similar efforts in contemporary cities</li> </ol>

# 2017 EVENT CALENDAR

This year's calendar is comprised of 10 closure dates during July and August. This consistent and predictable schedule of closures allows visitors, residents, businesses, and city staff to better plan ahead and join in on the shared street space.

Every Saturday 6 PM - 3 AM  
 Art-Walk Thursdays 4 PM - 10 PM

## JULY

S	M	T	W	T	F	S
						7/1
						7/8
				7/13		7/15
						7/29

## AUGUST

S	M	T	W	T	F	S
						8/5
				8/10		8/12
						8/19
						8/26



# 2017 PROGRAM AREA

The program footprint for 2017 has been carefully crafted to balance mobility and access needs while meeting neighborhood interest in an expanded pedestrian space. A diagrammatic map of the pedestrian street plan can be found on the following page.

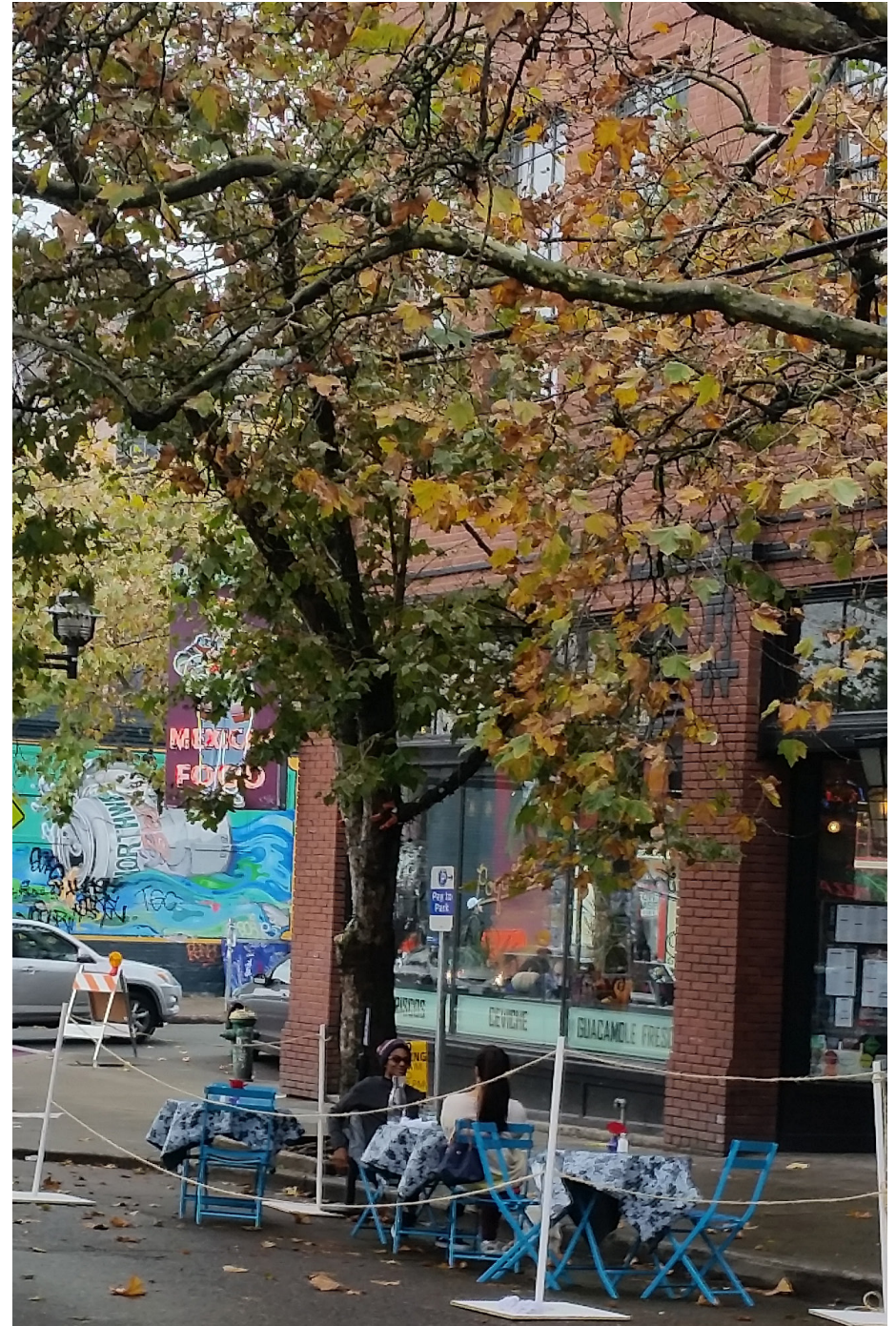
We will be centering the program area on E Pike St between 10th Ave and 11th Ave where nightlife pedestrian activity is highest and sidewalk congestion relief is needed. This block also provides a balance of space for mobility, evening cafe dining, and in-street activity.

In addition to the central block of E Pike St, we will be extending the closure footprint on 11th Ave north to E Pine St. 11th Ave shares many of the same pedestrian mobility and congestion concerns as E Pike St given the number of entry queues and limited sidewalk space.

The long block provides opportunity for a good mix of business and community led activation of the street space.

Finally, we've included portions of 10th Ave and 11th Ave to the south. These extensions were investigated due to expressed interest by adjacent businesses on the respective blocks. They expand the amount of space for in-street activity and provide a southern entrance to the closure footprint.

We made a concerted effort to reach out to affected residents and businesses near and within the program footprint and will continue to reach out and incorporate feedback for the duration of the program.



In-street sidewalk cafe test

CAL ANDERSON PARK



E PINE ST

**ACTIVITY ZONES**

-  PEDESTRIAN AREA
-  COMMUNITY ACTIVITIES
-  BUSINESS ACTIVITIES

E PIKE ST

BROADWAY

10TH AVE

11TH AVE

12TH AVE

# 2017 EVALUATION

Our ability to modify and enhance the Pike People Street program has been made possible by consistent and thorough program evaluation. We've learned a great deal about the function and demographics of Pike/Pine in the last two years in addition to a better understanding of pedestrian numbers, movement, and activity.

This effort will continue in 2017 as we work to refine the program to meet the variety of needs and interests in the shared street space. To do this, we'll employ standard study practices that we've been adapting to the site context.

The table below outlines our evaluation objectives and methods as they relate to program goals.

GOAL	EVALUATION OBJECTIVE	STUDY METHODS
1. Provide a pedestrian environment in Pike/Pine that is comfortable, safe, accessible, and responsive to the needs of the local community	<ul style="list-style-type: none"> <li>Determine the perceived impact of the pedestrian street on sense of comfort, safety, and access to area</li> <li>Determine visitor opinion of the pedestrian street experience</li> <li>Determine if pedestrian streets impact purchasing behaviors</li> <li>Determine the number of pedestrians using the street space</li> </ul>	On-site observation In-person surveys Follow-up online surveys Follow-up interviews Business survey
2. Enliven the street and increase public space vibrancy through community and business-led activities	<ul style="list-style-type: none"> <li>Identify types of activities taking place during pedestrian streets</li> <li>Determine the number of people involved in stationary, social activities</li> <li>Identify the number of businesses and community groups involved in utilizing street space</li> <li>Assess use of street furnishings and cafe spaces</li> <li>Determine interest in future pedestrian street efforts</li> </ul>	Spatial mapping On-site observation In-person surveys Follow-up online surveys Follow-up interviews Business survey
3. Create a balance of pedestrian mobility, vehicle access, and streetscape activities	<ul style="list-style-type: none"> <li>Determine if sidewalk congestion is alleviated</li> <li>Determine if area vehicle mobility and access is adequate</li> <li>Assess the scale of streetscape activity and the fit with pedestrian street area</li> </ul>	On-site observation Traffic counts Follow-up online surveys Follow-up interviews Business survey

# 2017 WORK PLAN TIMELINE

2017

## April

1. Report released for public comment
2. Promote community conversation around program stewardship that is open and objective to allow for diversity of neighborhood opinions and needs

## May-June

1. Develop furnishings, activities, and barricade features that promote enjoyable use of pedestrian space
2. Work with business and community partners to provide additional outdoor seating, dining, displays, activities, and performances
3. Manage coordinated outreach and advertising of program schedule
4. Evaluate current public space regulations to enhance viability of community/business activation of the street space
5. Finalize furnishings, decorations, and activities
6. Identify community and volunteer support for program data gathering

## July-August

1. Hold 10 programmed closures on Saturdays and Art-Walk Thursdays
2. Conduct baseline and event data gathering
3. Hold periodic public feedback check-ins and make program adjustments as needed

## September-December

1. Program evaluation
2. Convene community feedback conversations

2018

## January - March

1. Prep for 2018 program



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ROAD CLOSED  
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04.2017