

# PIKE PEOPLE STREET

# ACTION PLAN 2016



# I. EXECUTIVE SUMMARY

Streets are critical features of any neighborhood as they provide mobility and access for residences and businesses. When they work best, streets also provide space for personal interaction, lively activity, and cultural expression. The challenge lies in balancing the use of space to provide room for these overlapping needs.

Pike/Pine is in the midst of rapid growth and change, which can be felt in its streets. To explore how to best balance the use of Pike Street, the City of Seattle has been testing reconfigurations of the street. In 2015, the goals for testing were to:

1. Increase pedestrian access and mobility
2. Improve the tone, feel, and attitude of crowds
3. Open the street to community-led programming to celebrate neighborhood character

Following the 2015 tests, the community expressed a clear interest in continued exploration of concepts in 2016. Since then, there has been a continuing conversation about how to best achieve those goals, given the many functions and needs of the street.

Through months of conversations, focus group discussion, and a community workshop, we have developed this action plan to outline details for the program in 2016. This outreach process was greatly assisted by our consultant Framework.

We will test three street configurations that respond to lessons learned and community feedback. The options provide scalable benefits depending on the desired amount of pedestrian space and level/type of street activities. These options will generate valuable new information to compare with our tests from 2015.

## PEOPLE STREET 2106 PILOTS

### 1. FRIDAY OCTOBER 7, 11 PM - 3 AM

Full closure of E Pike St between 10th Ave and 11th Ave. This expanded pedestrian space will relieve pressure on the limited sidewalk space during nightlife hours.

### 2. THURSDAY OCTOBER 13, 4 PM - 10 PM

Partial closure of E Pike St and 11th Ave. This test will create generous open space on busy blocks while still providing a flow of vehicle access and room for activity.

### 3. SUNDAY OCTOBER 16, 12 PM - 4 PM

Full closure of E Pike St between 10th Ave and 11th Ave. The full width of the block would be open to pedestrian movement, creating the greatest amount of space and potential for community-led activities.

Further information on these options are detailed further in the report.

Documentation of the 2015 tests and outreach in 2016 can be found at our website:

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

## II. 2016 ACTION PLAN

### BACKGROUND AND NEXT STEPS

On August 8, we released a draft Pike People Street Project 2016 Action Plan. This draft report summarized findings from our tests in 2015, and the outreach process for further pedestrian-oriented street configurations in 2016. Based on our experiences and outreach, we have refined the goals for 2016.

An important element of the draft report was a call for comments on a range of potential options for 2016 test scenarios.

This document summarizes what we heard, provides details on what we plan to do this fall, and how feedback and lessons learned have shaped this plan.

### 2016 PROJECT GOALS

- » Provide more and better pedestrian space, especially at congestion points
- » Encourage community-led programming of the street space
- » Continue testing options at different times and days
- » Find a balance for vehicle access, pedestrian mobility, and streetscape activity
- » Incorporate and address continued community input
- » Gather experiential information to support future efforts

### ACTION PLAN TIMELINE

- June 14  
Public design workshop
- August 8  
Draft report released
- August 8-19  
Public comment period
- September 12  
Final report issued
- September 2 - 24  
Public outreach and notification
- October 7  
Test 1: Late-Night 11 PM - 3 AM
- October 13  
Test 2: Art Walk 4 PM - 10 PM
- October 16  
Test 3: Daytime 12 PM - 4 PM



## FEEDBACK

During the public comment period for the draft report, we received 76 written responses to these three questions:

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?

Gathering information and comments has been crucial for understanding how we should approach testing in 2016 .

While some responses were quick notes, most were thoughtful, detailed replies. We were excited by the depth, creativity, and engagement of the responses to the questions.

The feedback showed that people care about what happens on E Pike St. In the following pages, we've summarized what we heard and detailed how that feedback has been incorporated into the plan.

## WHICH FOOTPRINT OPTION DO YOU PREFER?\*

**LARGE - 68%**

**SIDE SADDLE - 30%**

**NODES - 16%**

**NONE - 5%**

## WHAT DAYS/TIMES SEEM BEST TO EXPLORE IN 2016?:

**24/7**

**WEEKEND LATE-NIGHT**

**ART WALK THURSDAYS**

**WEEKEND DAYTIME**

\*Total exceeds 100%, as some respondents indicated multiple preferences

## RESPONSE TO FEEDBACK

LESSONS FROM 2015 TESTS AND 2016 FEEDBACK	RESPONSE IN 2016
<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>This year, footprints for the test dates are better scaled to site-specific features. Reconfiguration of the space happens at the locations where it's needed most and will better serve 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 will be testing three different times and days. This will allow us to compare results across the week and back to 2015 data.</p>
<p><b>LIMITED MOBILITY AND ACCESS:</b> Because tests were of full-block closures, we heard some concerns about vehicle access and mobility. Concerns were raised about effects on the larger street network.</p>	<p>The new footprints allow for more movement 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 will add 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 right inviting atmosphere that we intended. Standard barricading and police vehicles made the space look more like a construction project than a people space.</p>	<p>This year, SDOT will be providing seating, furnishings, and decorations to make the space feel more pedestrian-scale and inviting. Businesses and community organizations are also being 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'll be able to see how more day-to-day activities can work in the area. Seating, outdoor dining, and small-scale performance can help activate the street.</p>

## WHAT WE HEARD

Please continue the full closures! I live near Pike/Pine and go to the restaurants there on off nights, but avoid them on Fridays and Saturdays. The pedestrianization experiments last summer were the first time I had felt comfortable there on a big night.

11th Ave and Pike between 11th and 10th. I think that people pouring out into the street naturally occurs every Friday and Saturday night, [so] why not accommodate it?

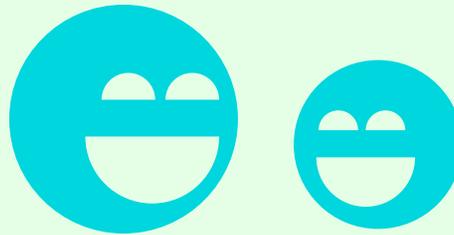
I don't like any of them because of the challenges they present but if I had to choose one I would prefer option 1 [nodes]. Option 1 still allows for vehicle traffic to flow. Thanks for keeping the neighborhood in the loop.

I would suggest maybe a Saturday or Sunday all day only on 10th/11th and get V2 involved. Otherwise possibly for Artwalk evenings.

I am a full supporter of closing down the streets in between Pike/Pine during the weekends. It would greatly and positively alter Capitol Hill from an increasingly dangerous party scene to a thriving arts, farmers market, music atmosphere.

It would be great to see what a small impact plan would entail that doesn't close off the streets, but may create the festive atmosphere that many in the neighborhood would like to see.

I say close Pike off completely, all the time! From Broadway to 12th. It's safer for everybody! I've been to plenty of European cities with much larger pedestrian areas, and it is a wonderful addition to the community.



# TEST 1: LATE-NIGHT FRIDAY, OCT 7 11 PM - 3 AM

## FEATURES

Closes the full-width of E Pike St to provide mobility for nightlife crowds.

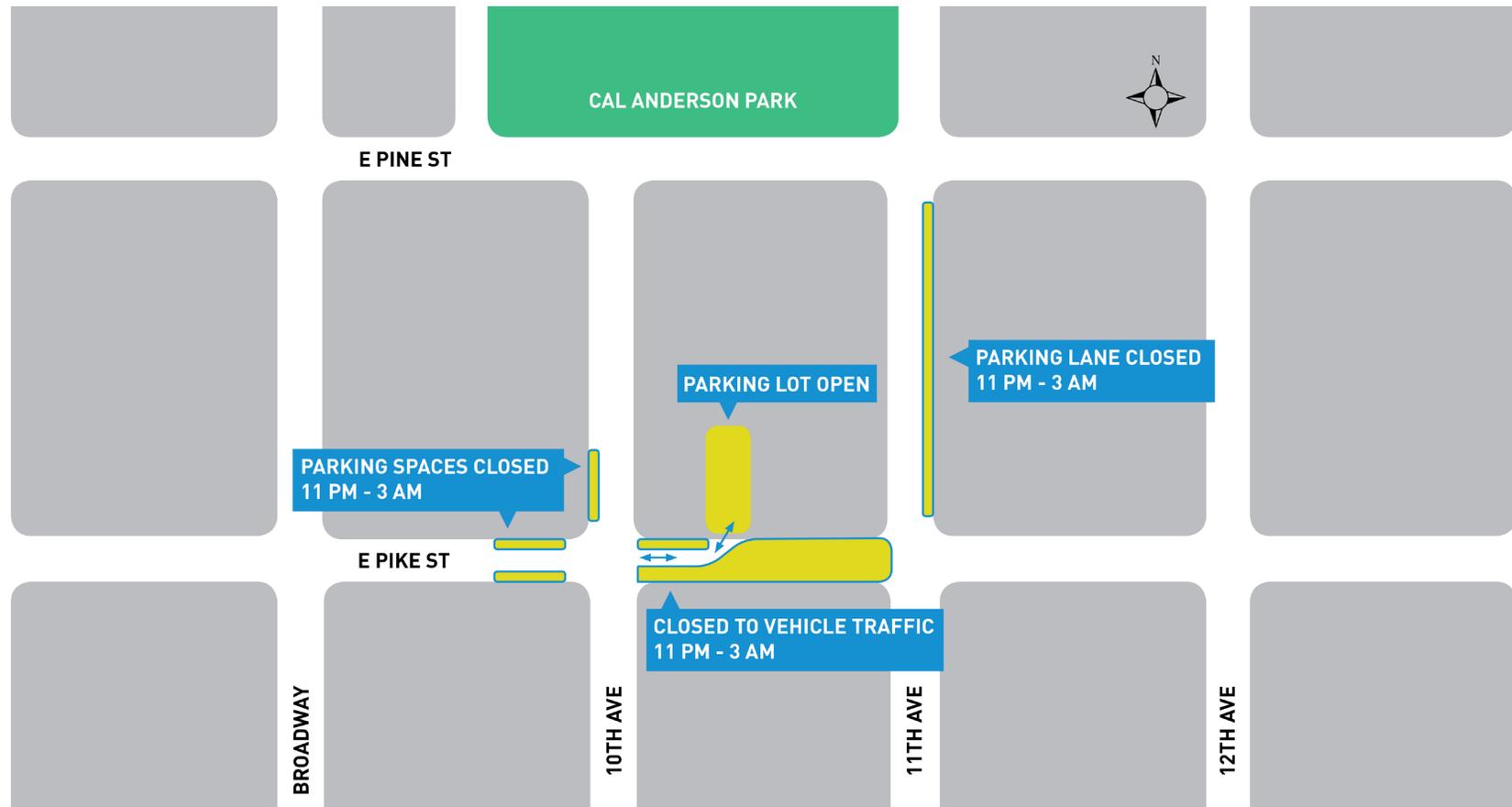
Frees up space for lines around entrances and mobile food.

Maintains access to parking areas on the block and keeps 10th Ave and 11th Ave open for pick-up/drop-off mobility.

## KEY CONSIDERATIONS

Footprint of the closure is targeted to areas of highest pedestrian activity.

Maintains the larger street network and access to private lots.



# TEST 2: ART WALK

## THURSDAY, OCT 13

### 4 PM - 10 PM

### FEATURES

Creates a large-scale, continuous pedestrian plaza on E Pike St and 11th Ave.

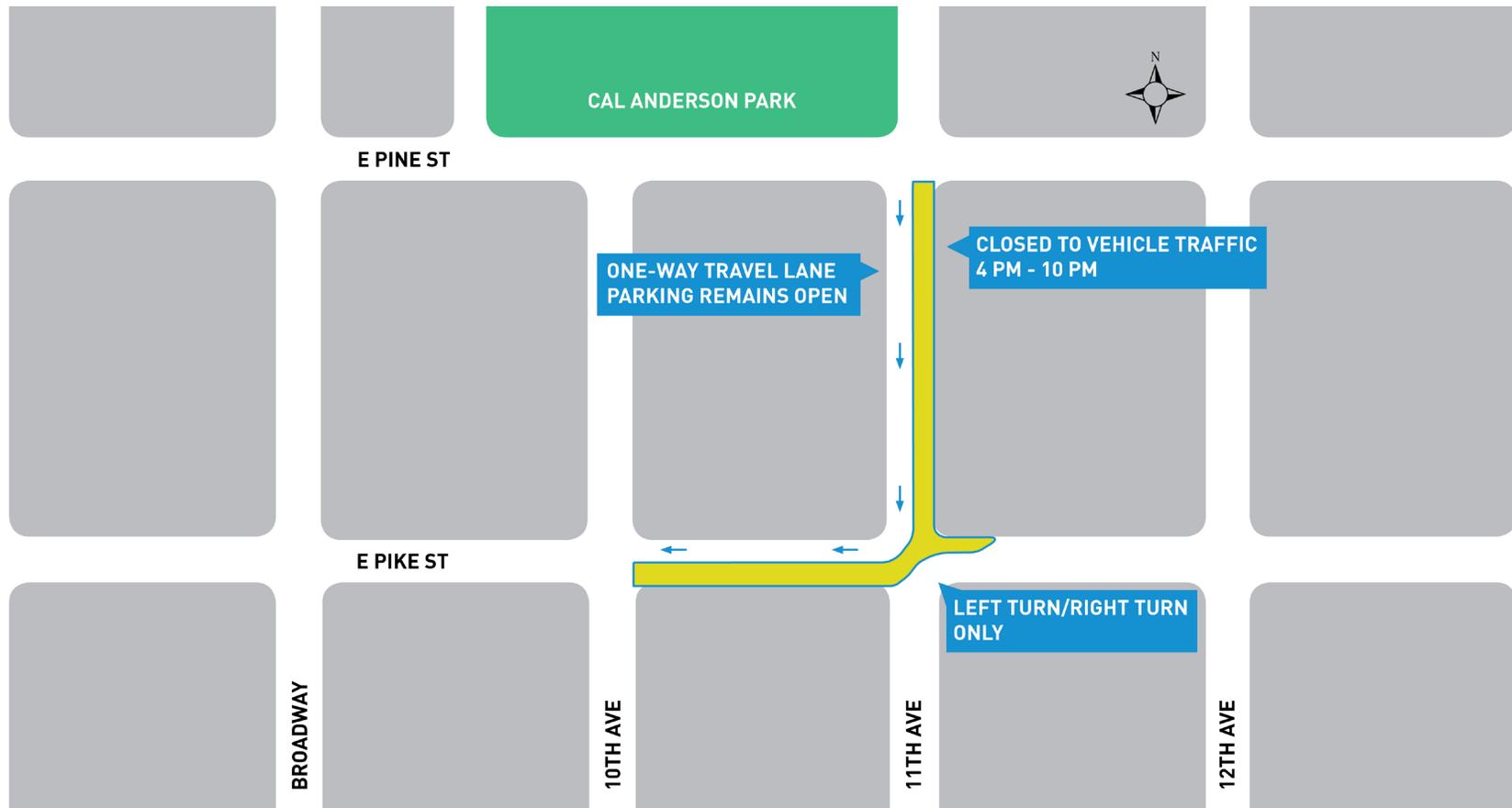
Provides room for art display and performances. Space can be used for outdoor dining and merchandise display.

Intersection diversion at E Pike St and 11th Ave maintains vehicle mobility.

### KEY CONSIDERATIONS

Highlights an existing community asset and creates additional space for creative expression in the street.

Explores weekday conditions.



# TEST 3: DAYTIME SUNDAY, OCT 16 12 PM - 4 PM

## FEATURES

Extends the pedestrian area across E Pike St to allow for public space activity.

Businesses can spill out into the street and room for gathering, sitting, and playing is provided.

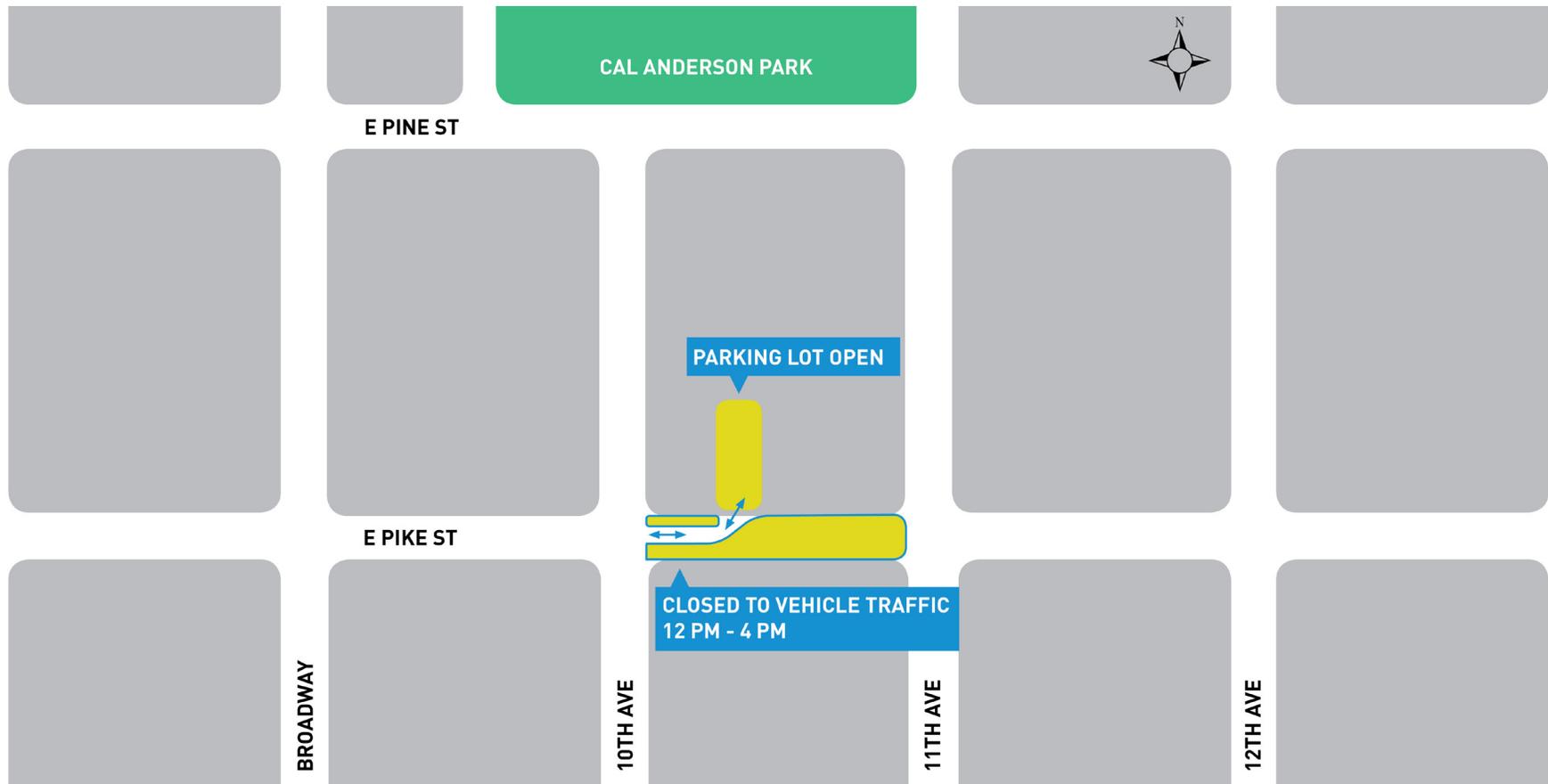
10th Ave and 11th Ave remain open to vehicle traffic.

## KEY CONSIDERATIONS

Footprint of the closure is better scaled to pedestrian activity and site-specifics.

Maintains the larger street network and access to private lots.

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



## STUDY AND EVALUATION

As with 2015 pilots, test configurations in 2016 will be accompanied by careful analysis of debrief meetings and surveys.

After the 2016 pilots are complete, we will issue a survey for interested parties to respond with their opinions and observations. These results will address recommendations for next steps.

Continuing our 2015 study of in-person surveys and observations, we will explore these questions:

### 1. Travel method

What are the travel preferences for how people get to/from the area during different dates/times and have there been changes between 2015 and 2016?

### 2. Sidewalk congestion

Do the streetscape options alleviate crowding and provide better mobility and sense of personal space?

### 3. Access and space balance

Do the options appropriately distribute the limited street space between vehicle access, pedestrian mobility, and streetscape activation?

### 4. Long-term potential

Do the options feel appropriate for long-term implementation or are they better as occasional events?

### 5. Demographics

Are people at the times of testing an accurate representation of the larger neighborhood community or do certain days/times skew towards certain demographic categories?

### 6. Activities

What kinds of activities in the public space are successful from the neighborhood's standpoint?

### 7. Leadership and stewardship

Are there people or organizations that are willing and able to take on organizing active, community-based uses and activities?

