

APPENDIX

Design Outreach Summary

Overview

The design elements described in this report were presented to transit riders, businesses, residents, pedestrians and tourists to obtain feedback on the design and input on which improvements they would like to see occur on Third Avenue.



Public Engagement Goals

The project's public involvement strategy during the conceptual design phase was developed to accomplish the following goals:

- Raise the awareness about the project so that the public understands the project is happening and is prepared to provide input during the project's design phase.
- Engage communities affected by the project in meaningful ways by including them in the decision making process (when possible) to promote a sense of ownership in the community.
- Ensure an open and transparent public involvement process that is culturally sensitive, where participants know how to access project information and provide input, are aware of how their input has been considered as part of project decisions, and are satisfied with the process whether or not their personal interests were met.
- Pursue opportunities to advance overall project objectives during the conceptual design, such as communication, engagement and stewardship.
- Create a project record of public input, responses and outreach activities.

Outreach and Public Engagement Activities

The following outreach activities were used during the conceptual design phase:

Neighborhood Sessions

Four Neighborhood Sessions were held along Third Avenue between Denny Way and South Jackson Street between October 9 and October 16, 2014. These sessions served as outdoor open houses held in different parts of the Third Avenue corridor and provided an opportunity for SDOT and Metro to introduce the general public to the project and share design details as well as to generate excitement about the project's subsequent phases. Each session was located within a specific neighborhood segment as proposed by the design team: Belltown, Business District and Pioneer Square and occurred between 11:00 am to 6:00 pm on weekdays and a Saturday in order to maximize feedback from multiple audiences who use the corridor throughout the week.

Belltown: Thursday, Oct. 9, 3-6 pm
Business District #1: Saturday, Oct. 11, 11am-2 pm
Business District #2: Wednesday, Oct. 15, 3-6 pm
Pioneer Square: Thursday, Oct. 16, 11 am-2 pm

Neighborhood Sessions were well attended with a total of 334 participants stopping and sharing their feedback about the corridor. There was widespread support for improving Third Avenue and many people commented that overall safety throughout the corridor along with transit canopies and lighting elements would be their top areas for improvement.

Project Briefings

SDOT and Metro offered project briefings to interest groups from each of the three neighborhoods along Third Avenue as well as key business and other advisory groups in order to share project information with stakeholders. Each briefing included a short presentation given by SDOT and Metro project representatives and a question and answer period. Briefings were held with the following groups:

- Downtown Seattle Association / Metropolitan Improvement District
- Downtown Transportation Alliance
- Belltown Community Council
- Downtown District Council
- Belltown Businesses Association
- Pedestrian Advisory Board
- Seattle Design Commission
- Alliance for Pioneer Square
- Pioneer Square Preservation Board (scheduled for November, 2014)

Feedback received at briefings was supportive of proposed changes to Third Avenue with many neighborhood groups asking SDOT and Metro to update them as the project moved through subsequent phase of design.

Third Avenue Coffee Chats

The project team reached out to property owners and street-level businesses on specific blocks within the project area in late September, 2014 to discuss the potential of maximizing future transit and sidewalk capacity. The goal of these informal coffee chats was to provide background information to property owners and businesses about the project, discuss proposed design options and collect feedback about the proposed changes. Coffee chats were held in the following locations:

Pine to Pike:	Sept. 23, 3:30 p.m. at Century Square Food Court
Pike to Union:	Sept. 25, 4:00 p.m. at Harried and Hungry
Columbia to Marion:	Sept. 29, 10:00 a.m. at Central Building conference room

Coffee Chats were attended by several local businesses, tenants and property owners. In addition, project briefings were held with a number of individual property representatives. General feedback was positive noting that any improvements made to Third Avenue would make the corridor more welcoming.

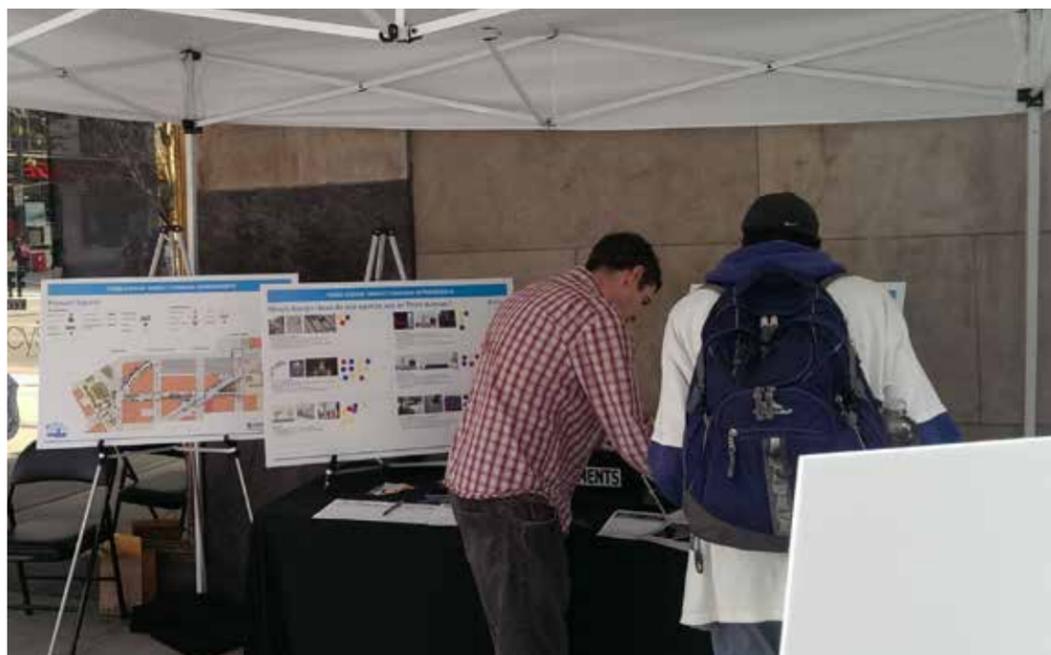
Project Survey

A web-based survey was used to engage stakeholders and collect feedback about proposed design details. Participants were asked to share feedback on how they use Third Avenue as well as rate proposed design elements being considered. The survey was posted on both SDOT and Metro project websites from October 8 through October 23 and made available at all four of the Neighborhood Sessions. A total of 112 responses were collected during the survey and submitted to the project for consideration.

Survey results found that the majority of people who use Third Avenue do so for commuting and recreational use. Transit canopies and lighting features were listed as the most important design elements to consider with locations at Pike Street, Pine Street and University Street being prioritized first.

Project Websites

SDOT's project website was updated to ensure the public had access to the most current project information. In addition, a new webpage was created on the Metro website to provide similar information. Upcoming outreach activity dates, a project overview PowerPoint presentation and updated design details were made available to the public along with comment forms and a link to the project survey. Contact information for both the SDOT and Metro project managers was provided, which generated several inquiries and request for additional project information.



Outreach Findings

Outreach during the conceptual design phase was successful in reaching a broad audience through various means while establishing a base understanding of the project scope and goals. The public's feedback received during this phase of work has been recorded during each outreach event and provided to SDOT and Metro for consideration. Some design modifications have been incorporated from this feedback or will be considered in subsequent phases of design. Retaining engagement with key stakeholders, community groups and the general public, and showing how initial feedback was considered and incorporated into the design where possible, will continue to be a goal of this project as it advances.

APPENDIX

Kit of Parts Review

The *THIRD AVENUE/ University to Stewart 10% Design* memo was published October 23, 2013. The supplemental *Third Avenue Kit of Parts Manual* was issued on February 4, 2014 and provided details and specifications for the items listed in the 10% design document.

As part of the design process for the Third Avenue Transit Corridor Improvement Project- 10% Design Memo these elements were re-evaluated for suitability along the transit corridor. The following matrix details this evaluation.

Belltown Kit of Parts Review

GOALS FROM 10% DESIGN			ORGANIZE	ENERGIZE	HUMANIZE	PROS	CONS	
1 TRANSIT CANOPY								
	2013 KOP	Terminal model from MMCITE	<ul style="list-style-type: none"> bold transit identity and impact for Third Avenue with small footprint transparent, flexible, open and modern scalable structure to accommodate size needs seating and lean rail modules recognition of existing building canopies– Approximate 12’ sectional width 	•	•	•	<ul style="list-style-type: none"> transparent, flexible, open and modern scalable structure to accommodate size needs recognition of existing building canopies custom design and fabrication not required 	<ul style="list-style-type: none"> Shelter not available due to procurement issues Sole-source from Czech Republic intricate detailing requires frequent maintenance glare and durability issue with unprotected source lighting full glass canopy requires frequent maintenance no design relationship to Rapid Ride shelters
BELLTOWN	2014 KOP	Rapid Ride shelter • Existing shelters to remain	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•	•	•	<ul style="list-style-type: none"> recognizable symbol of entire Rapid Ride system colorful custom design provides brand identity for patrons 	• None known.
2 TRANSIT-RELATED SEATING								
	2013 KOP	A. Lean Rail: Landscape Forms Connect Rail	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication 	<ul style="list-style-type: none"> profile doesn’t accommodate various heights wood detail on lean rail may wear prematurely confirm product durability and mounting is suited to heavy urban use no opportunity to customize
BELLTOWN	2014 KOP	A. Lean Rail: Integrated in existing Rapid Ride shelters	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> integration of lean rail with shelter gives smaller footprint for heavy ridership volumes 	• None known.
	2013 KOP	B. Bench Seating: Forms and Surfaces Ratio Bench	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication 	<ul style="list-style-type: none"> no opportunity to customize specifically to corridor
BELLTOWN	2014 KOP	B. Bench Seating: Existing seating at Rapid Ride shelters to remain		•		•	<ul style="list-style-type: none"> seating in place, and contributing to transit zone 	• None known.
	2013 KOP	C. One-person seating: Forms and Surfaces Tangent Rail Seating	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•			<ul style="list-style-type: none"> Discourages sleeping 	<ul style="list-style-type: none"> inefficient use of space inflexible, single vantage point discourages social interaction
BELLTOWN	2014 KOP	C. One-person seating: Seating Bollards	ACHIEVES SAME DESIGN GOALS AS 2013 KOP				<ul style="list-style-type: none"> Discourages sleeping Flexible– may be placed individually, in groups and adjacent to bench seating Defines personal space, not sharable 	• None known.

Third Avenue Kit of Parts Manual, February 4, 2014, as basis of comparison

Belltown Kit of Parts Review

GOALS FROM 10% DESIGN

ORGANIZE
ENERGIZE
HUMANIZE

PROS

CONS

3 PAVING / PATTERNING								
	2013 KOP	Photocatalytic concrete with 2' jointing	<ul style="list-style-type: none"> • create a safer, comfortable, healthier, pedestrian environment • organize the activities and amenities on street 				<ul style="list-style-type: none"> • environmental benefit • installed at Macy's Block • enhanced paving joints 	<ul style="list-style-type: none"> • unproven effectiveness of pollution mitigation • highlights stains/wear • not identifiable as special paving, jointing pattern is non-descript
BELLTOWN	2014 KOP	Feature paving at transit zone	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•	•	•	<ul style="list-style-type: none"> • delineate transit zone by creating color contrast and finer pavement pattern • limits zone of construction to curbside, existing sidewalk maintained or improved with redevelopment • strong visual and tactile quality • identifies transit corridor 	<ul style="list-style-type: none"> • photocatalytic concrete installed at Macy's block
CURB								
	2013 KOP	2' concrete red curb	<ul style="list-style-type: none"> • create a visual marker for pedestrian safety 	•		•	<ul style="list-style-type: none"> • More durable than red paint • identifies transit zone 	<ul style="list-style-type: none"> • visual marker but not tactile
BELLTOWN	2014 KOP	<ul style="list-style-type: none"> • 2' red concrete curb at bus shelters • 2' concrete curb with modular joints • Granite curb insets at seating areas 	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> • modular jointing for easier repair • jointing pattern can be used at non-red curb for visual continuity to identify corridor • linear marker defines edges of transit zone for length of corridor 	<ul style="list-style-type: none"> • 60% AAC complete -- Revision required
INTERSECTIONS								
	2013 KOP	Painted crosswalk treatment	<ul style="list-style-type: none"> • create a sense of identity for the corridor • add visual interest for pedestrians 		•	•	<ul style="list-style-type: none"> • approved by City Council 	<ul style="list-style-type: none"> • paint surface may have safety concerns • longevity • not pertinent to transit corridor
BELLTOWN	2014 KOP	<ul style="list-style-type: none"> • Curb Bulbs • Inlaid street names at corners of intersections • Raised intersection crossings at Green Streets 	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•	•	•	<ul style="list-style-type: none"> • creates a legible identity and improves wayfinding • strengthens relationship to intersecting Green Streets • improves pedestrian safety 	<ul style="list-style-type: none"> • 60% AAC complete -- Revision required
TREES AND PLANTINGS								
	2013 KOP	Tree Paver Grate System	<ul style="list-style-type: none"> • support street tree health 			•	<ul style="list-style-type: none"> • prevents compaction • maximize sidewalk space without girdling the tree over time 	<ul style="list-style-type: none"> • can be difficult to maintain • over time, pavers often get knocked out of plumb, creating ADA/safety concern
BELLTOWN	2014 KOP	<ul style="list-style-type: none"> • Prune existing trees • Enlarge tree wells • Expand planters • Add plant protection rails 	<ul style="list-style-type: none"> • support street tree health • contributes to corridor identity, yet specific to Belltown segment 	•	•	•	<ul style="list-style-type: none"> • create more growing room for tree roots • environmental benefit from trees and enhanced plantings • opportunity for partnership with adjacent property owners • enhance existing visual pattern of robust street trees 	<ul style="list-style-type: none"> • ongoing maintenance required

Belltown Kit of Parts Review

GOALS FROM 10% DESIGN

ORGANIZE
ENERGIZE
HUMANIZE

PROS

CONS

4 LIGHTING							
	2013 KOP	A. Pedestrian Phillips Lumec Serenade Fixture	<ul style="list-style-type: none"> Reduce maintenance, improves lighting distribution and lighting quality Increases safety by providing vertical illumination for facial recognition of pedestrians 		•	•	<ul style="list-style-type: none"> directs light to sidewalk where most effective question applicability of historic reference
BELLTOWN	2014 KOP	A. Pedestrian Lumec UrbanScape	ACHIEVES SAME DESIGN GOALS AS 2013 KOP		•	•	<ul style="list-style-type: none"> directs light to sidewalk where most effective alternative fixtures approved by SCL contemporary alternatives appropriate to newly developing neighborhood None known.
	2013 KOP	B. Cobrahead Leotek LED ECobra-head Street Light	<ul style="list-style-type: none"> Reduce maintenance, improves lighting distribution and lighting quality Increases safety by providing vertical illumination for facial recognition of pedestrians 	•	•	•	
BELLTOWN	2014 KOP	B. Cobrahead Leotek LED ECobra-head Street Light NO CHANGE FROM 2013 KOP		•	•	•	
5 THIRD AVE BLOOMS VASE							
	2013 KOP	seasonal/temporary vase	<ul style="list-style-type: none"> Building support of building owners, storefront tenants and the general public towards ongoing beautification and care of Third Avenue Create identity and graphic language for the corridor 		•	•	<ul style="list-style-type: none"> primarily seasonal should have continuous ownership and participation to be successful vandal prone small-scale
BELLTOWN	2014 KOP	<ul style="list-style-type: none"> Seasonal Plantings at Expanded Planters Protection Rails 	ACHIEVES SAME DESIGN GOALS AS 2013 KOP		•	•	<ul style="list-style-type: none"> year-round benefit with appropriate plant choice contributes to health of street trees encourages participation/ownership of adjacent merchants contributes to corridor identity visually yet specific to Belltown segment requires maintenance possibly by plant service or adjacent use
6 STREET LOUNGE							
	2013 KOP	Frame structure and canopy Seating/standing elements Planting Program	<ul style="list-style-type: none"> Provide transit riders and others a pleasant place to be on the street Comfortable, "public rooms" that are outside the flow of pedestrian traffic and clearly defined Custom furnishings to invite people to spend time on the sidewalk 		•	•	<ul style="list-style-type: none"> design language doesn't match the rest of the proposed improvements Stewardship by adjacent uses is necessary for successful installations
BELLTOWN	2014 KOP	Provide alternate seating concepts along corridor based on adjacency (Activity Nodes) <ul style="list-style-type: none"> distinct from existing transit seating 	ACHIEVES SAME DESIGN GOALS AS 2013 KOP		•	•	<ul style="list-style-type: none"> develop multiple seating choices of varying scale and durability depending on use Multiple design options require additional design, customized fabrication Stewardship by adjacent uses is necessary for successful installations

Belltown Kit of Parts Review

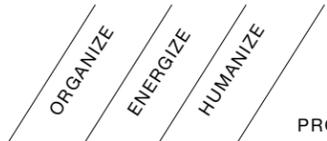
GOALS FROM 10% DESIGN



				ORGANIZE	ENERGIZE	HUMANIZE	PROS	CONS
7 BLANK FACADE TREATMENT								
	2013 KOP	Structural frame and decorative panels + programming	<ul style="list-style-type: none"> Restore human scale and an elevated level of quality Create opportunities to engage the community 		•	•		<ul style="list-style-type: none"> Requires a greater degree of maintenance, and more programming efforts to activate
BELLTOWN	2014 KOP	Very few blank facades in Belltown <ul style="list-style-type: none"> Focus attention away from the buildings and create more visual interest within the transit zone 	<ul style="list-style-type: none"> Not applicable 					
8 BIKE RACK								
	2013 KOP	cast iron custom bike rack	<ul style="list-style-type: none"> Consistent, easy-to-use and access Strong and secure with multiple locking options 			•		<ul style="list-style-type: none"> requires custom design and fabrication design language doesn't match the rest of the proposed improvements
BELLTOWN	2014 KOP	Sportworks Tofino No Scratch or Westport No Scratch	SAME AS 2013 KIT OF PARTS			•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication straightforward and cost effective 	
9 TRASH AND RECYCLING RECEPTACLES								
	2013 KOP	Solar Intelligent Waste & Recycling by BigBelly or Urban Renaissance by Forms+Surfaces	<ul style="list-style-type: none"> Keep the street clean Exhibit a value of quality and care Consolidated trash and recycling to reduce clutter 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication 	
BELLTOWN	2014 KOP	Solar Intelligent Waste & Recycling by BigBelly or Urban Renaissance by Forms+Surfaces NO CHANGE FROM 2013 KOP						

Business District Kit of Parts Review

GOALS FROM 10% DESIGN



PROS

CONS

1 TRANSIT CANOPY								
	2013 KOP	Terminal model from MMCITE	<ul style="list-style-type: none"> bold transit identity and impact for Third Avenue with small footprint transparent, flexible, open and modern scalable structure to accommodate size needs seating and lean rail modules recognition of existing building canopies– Approximate 12’ sectional width 	•	•	•	<ul style="list-style-type: none"> transparent, flexible, open and modern scalable structure to accommodate size needs recognition of existing building canopies custom design and fabrication not required 	<ul style="list-style-type: none"> Shelter not available due to procurement issues sole-source from Czech Republic intricate detailing requires frequent maintenance glare and durability issue with unprotected source lighting full glass canopy requires frequent maintenance no design relationship to Rapid Ride shelters separate seating and lean components rather than integrated
BD	2014 KOP	Custom shelter recommended	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•	•	•	<ul style="list-style-type: none"> opportunity to establish specific transit identity for Third Avenue that can relate to the Rapid Ride shelters custom design is adaptable to variable site conditions flexibility in length and width includes integrated seating and lighting upward and downward protected light sources to prevent glare and increase durability steel roofing panels for ease of maintenance with playful dichroic glass detail 	<ul style="list-style-type: none"> None known.
2 TRANSIT-RELATED SEATING								
	2013 KOP	A. Lean Rail: Landscape Forms Connect Rail	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication 	<ul style="list-style-type: none"> profile doesn’t accommodate various heights wood detail on lean rail may wear prematurely confirm product durability and mounting is suited to heavy urban use no opportunity to customize in support of Third Ave. identity
BD	2014 KOP	A. Lean Rail: Integrated in custom shelter	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> integration of lean rail similar to Rapid Ride shelter gives smaller footprint for heavy ridership volumes 	<ul style="list-style-type: none"> none known
	2013 KOP	B. Bench Seating: Custom design	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication 	<ul style="list-style-type: none"> no opportunity to customize specifically to corridor
BD	2014 KOP	B. Bench Seating: Integrated in custom shelter	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> opportunity to tailor bench length and discourage sleeping integration of benches similar to Rapid Ride shelter gives smaller footprint for heavy ridership volumes 	<ul style="list-style-type: none"> none known.
	2013 KOP	C. One-person seating: Forms and Surfaces Tangent Rail Seating	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•		•	<ul style="list-style-type: none"> discourages sleeping 	<ul style="list-style-type: none"> inefficient use of space inflexible, single vantage point
BD	2014 KOP	C. One-person seating: REMOVE FROM KIT OF PARTS						

Business District Kit of Parts Review

GOALS FROM 10% DESIGN

ORGANIZE
ENERGIZE
HUMANIZE

PROS

CONS

3 PAVING / PATTERNING								
	2013 KOP	Photocatalytic concrete with 2' jointing	<ul style="list-style-type: none"> • create a safer, comfortable, healthier, pedestrian environment • organize the activities and amenities on street 				<ul style="list-style-type: none"> • environmental benefit • installed at Macy's Block • enhanced paving joints 	<ul style="list-style-type: none"> • unproven effectiveness of pollution mitigation • highlights stains/wear • not identifiable as special paving, jointing pattern is non-descript
BD	2014 KOP	Feature paving at amenity zone	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•	•	•	<ul style="list-style-type: none"> • delineate amenity zone by creating color contrast and finer pavement pattern • provides strong visual and tactile quality • best opportunity to delineate corridor without impeding pedestrian movement 	<ul style="list-style-type: none"> • photocatalytic concrete installed at Macy's block
CURB								
	2013 KOP	2' concrete red curb	<ul style="list-style-type: none"> • create a visual marker for pedestrian safety 	•		•	<ul style="list-style-type: none"> • more durable than red paint • identifies transit zone 	<ul style="list-style-type: none"> • visual marker but not tactile
BD	2014 KOP	<ul style="list-style-type: none"> • 2' red concrete curb on bus blocks • 2' concrete curb with modular joints on non-bus blocks • Granite curb insets in areas where existing trees are close to curb 	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> • modular jointing for easier repair • jointing pattern can be used at non-red curb for visual continuity to identify corridor • linear marker defines edges of amenity zone for length of corridor 	<ul style="list-style-type: none"> • none known.
INTERSECTIONS								
	2013 KOP	Painted piano keys and neck ties on the street	<ul style="list-style-type: none"> • create a sense of identity for the corridor • add visual interest for pedestrians 		•	•	<ul style="list-style-type: none"> • approved by City Council 	<ul style="list-style-type: none"> • paint surface may have safety concerns • longevity • not pertinent to transit corridor
BD	2014 KOP	Finer scoring of concrete within intersection	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> • creates a legible identity and improves wayfinding • improves pedestrian safety 	<ul style="list-style-type: none"> • none known.
		Inlaid street names at corners of intersections		•		•		<ul style="list-style-type: none"> • none known.
		suspended light installation to mark special intersections		•	•	•	<ul style="list-style-type: none"> • marks intersection with Pike/Pine Corridor • can be modified for seasonal treatments 	<ul style="list-style-type: none"> • may require private partnership for mounting and management

Business District Kit of Parts Review

GOALS FROM 10% DESIGN

ORGANIZE
ENERGIZE
HUMANIZE

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TREES AND PLANTING							
	2013 KOP	Tree Paver Grate System	<ul style="list-style-type: none"> • support street tree health 			<ul style="list-style-type: none"> • prevents compaction • maximize sidewalk space without girdling the tree over time 	<ul style="list-style-type: none"> • can be difficult to maintain • over time, pavers often get knocked out of plumb, creating ADA/safety concern
BD	2014 KOP	Option 1: Silva Cells + Tree Paver Grate System	ACHIEVES SAME DESIGN GOALS AS 2013 KOP			<ul style="list-style-type: none"> • create more growing room for tree roots • environmental benefit from healthier more robust trees • enhance existing visual pattern of robust street trees • Silva Cells would maximize sidewalk space without the concern of pavers being knocked out of plumb 	<ul style="list-style-type: none"> • significant financial investment for healthy trees long term
		Option 2: Structural Soil + Tree Paver Grate System	ACHIEVES SAME DESIGN GOALS AS 2013 KOP			<ul style="list-style-type: none"> • more cost effective method 	<ul style="list-style-type: none"> • paver system requires more maintenance • over time, pavers often get knocked out of plumb, creating ADA/safety concern
		Raised Planters	<ul style="list-style-type: none"> • to create a more inviting environment and create visual interest for pedestrians 			<ul style="list-style-type: none"> • could be implemented as a substitute for street trees in the event that trees are precluded by underground services 	<ul style="list-style-type: none"> • due to competing uses--bus stops and loading space--along the street, there are limited opportunities for raised planters
4 LIGHTING							
	2013 KOP	A. Pedestrian Phillips Lumec Serenade Fixture	<ul style="list-style-type: none"> • reduce maintenance, improves lighting distribution and lighting quality • increases safety by providing vertical illumination for facial recognition of pedestrians 			<ul style="list-style-type: none"> • directs light to sidewalk where most effective 	<ul style="list-style-type: none"> • question applicability of historic reference
BD	2014 KOP	A. 1) Pedestrian Lumec UrbanScape	ACHIEVES SAME DESIGN GOALS AS 2013 KOP			<ul style="list-style-type: none"> • directs light to sidewalk where most effective • alternative fixtures approved by SCL • contemporary alternatives appropriate to newly developing neighborhood 	<ul style="list-style-type: none"> • None known.
BD	2014 KOP	A. 2) Family of Light Columns	ACHIEVES SAME DESIGN GOALS AS 2013 KOP <ul style="list-style-type: none"> • provides wayfinding and identity for transit corridor • adds visual interest and delight to pedestrians 			<ul style="list-style-type: none"> • multipurpose element designed to maximize lighting, identity, and way finding functions while maximizing valuable sidewalk space • flexible placement and are also incorporated into custom transit canopy • may be custom art pieces or standardized 	<ul style="list-style-type: none"> • none known.
	2013 KOP	B. Cobrahead Leotek LED ECobra-head Street Light	<ul style="list-style-type: none"> • reduce maintenance, improves lighting distribution and lighting quality • increases safety by providing vertical illumination for facial recognition of pedestrians 				
BD	2014 KOP	B. Cobrahead Leotek LED ECobra-head Street Light NO CHANGE FROM 2013 KOP	ACHIEVES SAME DESIGN GOALS AS 2013 KOP				
BD	2014 KOP	C. Suspended Light Installation (at special intersections only)	ACHIEVES SAME DESIGN GOALS AS 2013 KOP <ul style="list-style-type: none"> • provides wayfinding and identity for transit corridor • add visual interest and delight to pedestrians 			<ul style="list-style-type: none"> • opportunity to create seasonal interest • celebrate special intersections along corridor 	<ul style="list-style-type: none"> • May require partnership with adjacent businesses, transit agencies and utilities
BD	2014 KOP	D. Tree Lighting	ACHIEVES SAME DESIGN GOALS AS 2013 KOP <ul style="list-style-type: none"> • add visual interest and delight to pedestrians 			<ul style="list-style-type: none"> • creates a safer more inviting street environment • rather than in-grade fixtures, post-mounted light fixtures can provide additional lighting with less maintenance concerns 	<ul style="list-style-type: none"> • May require installation of additional light poles to create an even rhythm of tree lighting along the corridor
BD	2014 KOP	E. Historic Building Facade Lighting	ACHIEVES SAME DESIGN GOALS AS 2013 KOP <ul style="list-style-type: none"> • add visual interest and delight to pedestrians • celebrates historic buildings along the corridor 			<ul style="list-style-type: none"> • creates a safer more inviting street environment 	<ul style="list-style-type: none"> • Will require partnership with adjacent businesses

Business District Kit of Parts Review

GOALS FROM 10% DESIGN

ORGANIZE
ENERGIZE
HUMANIZE

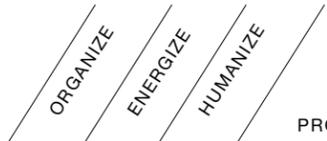
PROS

CONS

5 THIRD AVE BLOOMS VASE							
	2013 KOP	seasonal/temporary vase	<ul style="list-style-type: none"> building support of building owners, storefront tenants and the general public towards ongoing beautification and care of Third Ave. create identity and graphic language for the corridor 		•	•	<ul style="list-style-type: none"> primarily seasonal should have continuous ownership and participation to be successful vandal prone small-scale
BD	2014 KOP	REMOVED FROM KOP					
6 STREET LOUNGE							
	2013 KOP	Frame structure and canopy Seating/standing elements Planting Program	<ul style="list-style-type: none"> provide transit riders and others a pleasant place to be on the street comfortable, "public rooms" that are outside the flow of pedestrian traffic and clearly defined custom furnishings to invite people to spend time on the sidewalk 		•	•	<ul style="list-style-type: none"> difficult to change street culture to the extent that seating is used in a positive fashion passive lounge seating may not be appropriate given the nature of an active transit corridor
BD	2014 KOP	REMOVED FROM KOP	<ul style="list-style-type: none"> high transit use in this segment, and transit related seating only 				<ul style="list-style-type: none"> seating in this busy right-of-way may impede movement of pedestrians, contribute to loitering
7 BLANK FACADE TREATMENT							
	2013 KOP	Structural frame and decorative panels + programming	<ul style="list-style-type: none"> restore human scale and an elevated level of quality create opportunities to engage the community 		•	•	<ul style="list-style-type: none"> requires a greater degree of maintenance, and more programming efforts to activate potential for vandalism at blocks with low level activity creates unused spaces between facade and building that can collect trash and other litter
BD	2014 KOP	Art Murals / Art Interruptions Program	SAME AS 2013 KIT OF PARTS				<ul style="list-style-type: none"> acknowledge scale of existing buildings leave sidewalks unencumbered <ul style="list-style-type: none"> murals should not be confused with private signage
8 BIKE RACK							
	2013 KOP	cast iron custom bike rack	<ul style="list-style-type: none"> consistent, easy-to-use and access strong and secure with multiple locking options 			•	<ul style="list-style-type: none"> custom racks can be designed specifically for the corridor <ul style="list-style-type: none"> requires custom design and fabrication design language doesn't match the rest of the proposed improvements
BD	2014 KOP	Sportworks Tofino No Scratch or Westport No Scratch	SAME AS 2013 KIT OF PARTS			•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication straightforward and cost effective <ul style="list-style-type: none"> none known
9 TRASH AND RECYCLING RECEPTACLES							
	2013 KOP	Solar Intelligent Waste & Recycling by BigBelly or Urban Renaissance by Forms+Surfaces	<ul style="list-style-type: none"> keep the street clean exhibit a value of quality and care consolidated trash and recycling to reduce clutter 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication
BD	2014 KOP	Solar Intelligent Waste & Recycling by BigBelly or Urban Renaissance by Forms+Surfaces NO CHANGE FROM 2013 KOP					

Pioneer Square District Kit of Parts Review

GOALS FROM 10% DESIGN



PROS

CONS

1 TRANSIT CANOPY								
	2013 KOP	Terminal model from MMCITE	<ul style="list-style-type: none"> bold transit identity and impact for Third Avenue with small footprint transparent, flexible, open and modern scalable structure to accommodate size needs seating and lean rail modules recognition of existing building canopies– Approximate 12’ sectional width 	•	•	•	<ul style="list-style-type: none"> transparent, flexible, open and modern scalable structure to accommodate size needs recognition of existing building canopies custom design and fabrication not required 	<ul style="list-style-type: none"> Shelter not available due to procurement issues sole-source from Czech Republic intricate detailing requires frequent maintenance glare and durability issue with unprotected source lighting full glass canopy requires frequent maintenance no design relationship to Rapid Ride shelters separate seating and lean components rather than integrated
PS	2014 KOP	Custom shelter recommended	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•	•	•	<ul style="list-style-type: none"> opportunity to establish specific transit identity for Third Avenue that can relate to the Rapid Ride shelters custom design is adaptable to variable site conditions flexibility in length and width includes integrated seating and lighting upward and downward protected light sources to prevent glare and increase durability steel roofing panels for ease of maintenance with playful dichroic glass detail 	<ul style="list-style-type: none"> None known.
2 TRANSIT-RELATED SEATING								
	2013 KOP	A. Lean Rail: Landscape Forms Connect Rail	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication 	<ul style="list-style-type: none"> profile doesn’t accommodate various heights wood detail on lean rail may wear prematurely confirm product durability and mounting is suited to heavy urban use no opportunity to customize in support of Third Ave. identity
PS	2014 KOP	A. Lean Rail: Integrated in custom shelter	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> integration of lean rail similar to Rapid Ride shelter gives smaller footprint for heavy ridership volumes 	<ul style="list-style-type: none"> none known
	2013 KOP	B. Bench Seating: Custom design	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication 	<ul style="list-style-type: none"> no opportunity to customize specifically to corridor
PS	2014 KOP	B. Bench Seating: Integrated in custom shelter	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> opportunity to tailor bench length and discourage sleeping integration of benches similar to Rapid Ride shelter gives smaller footprint for heavy ridership volumes 	<ul style="list-style-type: none"> none known.
	2013 KOP	C. One-person seating: Forms and Surfaces Tangent Rail Seating	<ul style="list-style-type: none"> comfortable, but for short-term use high-quality material identifies with the same design vocabulary as the transit canopy 	•		•	<ul style="list-style-type: none"> discourages sleeping 	<ul style="list-style-type: none"> inefficient use of space inflexible, single vantage point
PS	2014 KOP	C. One-person seating: REMOVE FROM KIT OF PARTS						

Pioneer Square Kit of Parts Review

GOALS FROM 10% DESIGN

ORGANIZE
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HUMANIZE

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3 PAVING / PATTERNING								
	2013 KOP	Photocatalytic concrete with 2' jointing	<ul style="list-style-type: none"> • create a safer, comfortable, healthier, pedestrian environment • organize the activities and amenities on street 				<ul style="list-style-type: none"> • environmental benefit • installed at Macy's Block • enhanced paving joints 	<ul style="list-style-type: none"> • unproven effectiveness of pollution mitigation • highlights stains/wear • not identifiable as special paving, jointing pattern is non-descript
PS	2014 KOP	Feature paving at amenity zone	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•	•	•	<ul style="list-style-type: none"> • delineate amenity zone by creating color contrast and finer pavement pattern • provides strong visual and tactile quality • best opportunity to delineate corridor without impeding pedestrian movement 	<ul style="list-style-type: none"> • photocatalytic concrete installed at Macy's block
CURB								
	2013 KOP	2' concrete red curb	<ul style="list-style-type: none"> • create a visual marker for pedestrian safety 	•		•	<ul style="list-style-type: none"> • more durable than red paint • identifies transit zone 	<ul style="list-style-type: none"> • visual marker but not tactile
PS	2014 KOP	<ul style="list-style-type: none"> • 2' red concrete curb on bus blocks • standard 6" concrete curb where there isn't a bus stop 	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> • modular jointing for easier repair • linear marker defines edges of amenity zone for length of corridor 	<ul style="list-style-type: none"> • none known.
INTERSECTIONS								
	2013 KOP	Painted piano keys and neck ties on the street	<ul style="list-style-type: none"> • create a sense of identity for the corridor • add visual interest for pedestrians 		•	•	<ul style="list-style-type: none"> • approved by City Council 	<ul style="list-style-type: none"> • paint surface may have safety concerns • longevity • not pertinent to transit corridor
PS	2014 KOP	Finer scoring of concrete within intersection	ACHIEVES SAME DESIGN GOALS AS 2013 KOP	•		•	<ul style="list-style-type: none"> • creates a legible identity and improves wayfinding • improves pedestrian safety 	<ul style="list-style-type: none"> • none known.
		Inlaid street names at corners of intersections		•		•		<ul style="list-style-type: none"> • none known.
	Corridor Light Column	<ul style="list-style-type: none"> • identifies corridor and provides wayfinding at five-way intersections 	•	•	•	<ul style="list-style-type: none"> • creates continuity along the length of the corridor • provides additional lighting and visual interest 	<ul style="list-style-type: none"> • none known. 	

Pioneer Square Kit of Parts Review

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TREES AND PLANTING							
	2013 KOP	Tree Paver Grate System	<ul style="list-style-type: none"> • support street tree health 			<ul style="list-style-type: none"> • prevents compaction • maximize sidewalk space without girdling the tree over time 	<ul style="list-style-type: none"> • can be difficult to maintain • over time, pavers often get knocked out of plumb, creating ADA/safety concern
PS	2014 KOP	Option 1: Silva Cells + Tree Paver Grate System	ACHIEVES SAME DESIGN GOALS AS 2013 KOP			<ul style="list-style-type: none"> • create more growing room for tree roots • environmental benefit from healthier more robust trees • enhance existing visual pattern of robust street trees • Silva Cells would maximize sidewalk space without the concern of pavers being knocked out of plumb 	<ul style="list-style-type: none"> • significant financial investment for healthy trees long term
		Option 2: Structural Soil + Tree Paver Grate System	ACHIEVES SAME DESIGN GOALS AS 2013 KOP			<ul style="list-style-type: none"> • more cost effective method 	<ul style="list-style-type: none"> • paver system requires more maintenance • over time, pavers often get knocked out of plumb, creating ADA/safety concern
		Raised Planters	<ul style="list-style-type: none"> • to create a more inviting environment and create visual interest for pedestrians 			<ul style="list-style-type: none"> • could be implemented as a substitute for street trees in the event that trees are precluded by underground services 	<ul style="list-style-type: none"> • due to narrow sidewalks, opportunities are limited
4 LIGHTING							
	2013 KOP	A. Pedestrian Phillips Lumec Serenade Fixture	<ul style="list-style-type: none"> • reduce maintenance, improves lighting distribution and lighting quality • increases safety by providing vertical illumination for facial recognition of pedestrians 			<ul style="list-style-type: none"> • directs light to sidewalk where most effective 	<ul style="list-style-type: none"> • question applicability of historic reference
PS	2014 KOP	A. 1) Pedestrian Lumec UrbanScape	ACHIEVES SAME DESIGN GOALS AS 2013 KOP			<ul style="list-style-type: none"> • directs light to sidewalk where most effective • alternative fixtures approved by SCL • contemporary alternatives appropriate to newly developing neighborhood 	<ul style="list-style-type: none"> • None known.
PS	2014 KOP	A. 2) Family of Light Columns	ACHIEVES SAME DESIGN GOALS AS 2013 KOP <ul style="list-style-type: none"> • provides wayfinding and identity for transit corridor • adds visual interest and delight to pedestrians 			<ul style="list-style-type: none"> • multipurpose element designed to maximize lighting, identity, and way finding functions while maximizing valuable sidewalk space • flexible placement and are also incorporated into custom transit canopy • may be custom art pieces or standardized 	<ul style="list-style-type: none"> • none known.
	2013 KOP	B. Cobrahead Leotek LED ECobra-head Street Light	<ul style="list-style-type: none"> • reduce maintenance, improves lighting distribution and lighting quality • increases safety by providing vertical illumination for facial recognition of pedestrians 				
PS	2014 KOP	B. Cobrahead Leotek LED ECobra-head Street Light NO CHANGE FROM 2013 KOP	ACHIEVES SAME DESIGN GOALS AS 2013 KOP				
PS	2014 KOP	C. Catenary Lighting (at activity nodes/plaza)	ACHIEVES SAME DESIGN GOALS AS 2013 KOP <ul style="list-style-type: none"> • additional lighting to create a safer environment • add visual interest and delight to pedestrians 			<ul style="list-style-type: none"> • appropriate scale for Pioneer Square 	<ul style="list-style-type: none"> • May require partnership with adjacent businesses and utilities
PS	2014 KOP	D. Tree Lighting	ACHIEVES SAME DESIGN GOALS AS 2013 KOP <ul style="list-style-type: none"> • add visual interest and delight to pedestrians 			<ul style="list-style-type: none"> • creates a safer more inviting street environment • rather than in-grade fixtures, post-mounted light fixtures can provide additional lighting with less maintenance concerns 	<ul style="list-style-type: none"> • May require installation of additional light poles to create an even rhythm of tree lighting
PS	2014 KOP	E. Historic Building Facade Lighting	ACHIEVES SAME DESIGN GOALS AS 2013 KOP <ul style="list-style-type: none"> • add visual interest and delight to pedestrians • celebrates historic buildings along the corridor 			<ul style="list-style-type: none"> • creates a safer more inviting street environment 	<ul style="list-style-type: none"> • Will require partnership with adjacent businesses

Pioneer Square Kit of Parts Review

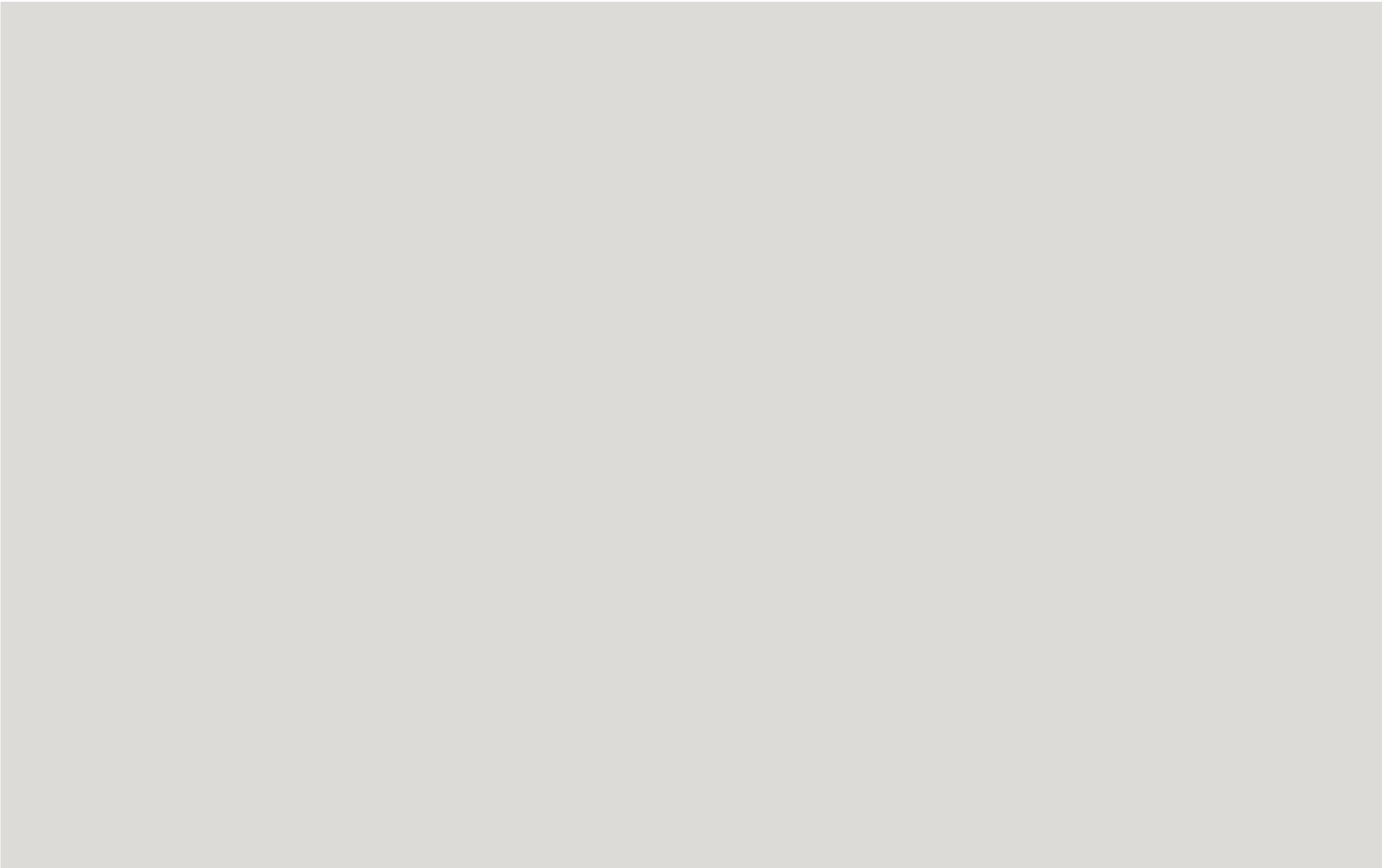
GOALS FROM 10% DESIGN

ORGANIZE
ENERGIZE
HUMANIZE

PROS

CONS

5		THIRD AVE BLOOMS VASE						
	2013 KOP	seasonal/temporary vase	<ul style="list-style-type: none"> building support of building owners, storefront tenants and the general public towards ongoing beautification and care of Third Ave. create identity and graphic language for the corridor 		•	•		<ul style="list-style-type: none"> primarily seasonal should have continuous ownership and participation to be successful vandal prone small-scale
PS	2014 KOP	REMOVE FROM KOP (Hanging baskets already exist in Pioneer Square)						
6		STREET LOUNGE						
	2013 KOP	Frame structure and canopy Seating/standing elements Planting Program	<ul style="list-style-type: none"> provide transit riders and others a pleasant place to be on the street comfortable, "public rooms" that are outside the flow of pedestrian traffic and clearly defined custom furnishings to invite people to spend time on the sidewalk 		•	•		<ul style="list-style-type: none"> design language doesn't match the rest of the proposed improvements Stewardship by adjacent uses is necessary for successful installations
PS	2014 KOP	Provide alternate seating concepts along corridor based on adjacency (Activity Nodes)	ACHIEVES SAME DESIGN GOALS AS 2013 KOP		•	•	<ul style="list-style-type: none"> develop multiple seating choices depending on use and adjacency 	<ul style="list-style-type: none"> Multiple design options require additional design, customized fabrication Stewardship by adjacent uses is necessary for successful installations
7		BLANK FACADE TREATMENT						
	2013 KOP	Structural frame and decorative panels + programming	<ul style="list-style-type: none"> restore human scale and an elevated level of quality create opportunities to engage the community 		•	•		<ul style="list-style-type: none"> requires a greater degree of maintenance, and more programming efforts to activate potential for vandalism at blocks with low level activity creates unused spaces between facade and building that can collect trash and other litter
PS	2014 KOP	Art Murals / Art Interruptions Program	<p>SAME AS 2013 KIT OF PARTS</p> <ul style="list-style-type: none"> Art murals to be developed with input of community stakeholders 				<ul style="list-style-type: none"> acknowledge scale of existing buildings leave sidewalks unencumbered 	<ul style="list-style-type: none"> murals should not be confused with private signage
8		BIKE RACK						
	2013 KOP	cast iron custom bike rack	<ul style="list-style-type: none"> consistent, easy-to-use and access strong and secure with multiple locking options 			•	<ul style="list-style-type: none"> custom racks can be designed specifically for the corridor 	<ul style="list-style-type: none"> requires custom design and fabrication design language doesn't match the rest of the proposed improvements
PS	2014 KOP	Sportworks Tofino No Scratch or Westport No Scratch	SAME AS 2013 KIT OF PARTS			•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication straightforward and cost effective 	<ul style="list-style-type: none"> none known
9		TRASH AND RECYCLING RECEPTACLES						
	2013 KOP	Solar Intelligent Waste & Recycling by BigBelly or Urban Renaissance by Forms+Surfaces	<ul style="list-style-type: none"> keep the street clean exhibit a value of quality and care consolidated trash and recycling to reduce clutter 	•		•	<ul style="list-style-type: none"> off-the-shelf product does not require custom design and fabrication 	
PS	2014 KOP	Solar Intelligent Waste & Recycling by BigBelly or Urban Renaissance by Forms+Surfaces NO CHANGE FROM 2013 KOP						

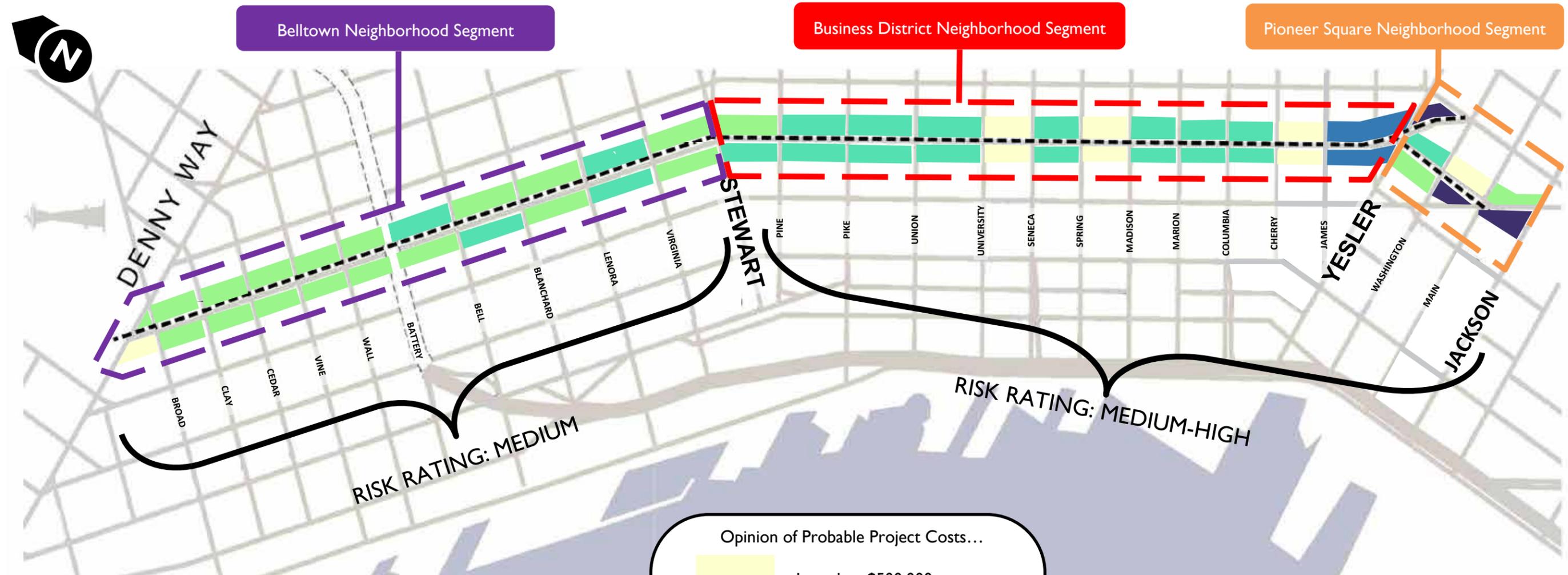


APPENDIX

Probable
Project Cost
and Risk
Analysis

As a companion effort to the Urban Design Technical Memorandum, the project team has analyzed the Third Avenue Transit Corridor's existing conditions relative to the recommended urban design improvements to arrive at a 10% planning-level opinion of probable project costs. These costs are intended to be a high-level "order of magnitude" snapshot of project implementation costs. The costs include construction, project development, construction management, escalation, and contingency which varies by the assumed level of risk. The estimates are based on data provided by the City of Seattle for implementation of the Macy's block face (Stewart to Pine, East Side) in 2014. The corridor's actual construction will likely be spaced out over a period of several years as more construction funding becomes available.

Probable Project Costs & Risks Key Map of Third Avenue Transit Corridor



Total Project Corridor

Corridor Probable Project Costs	
Block Face Improvements	\$54,000,000
Intersection Improvements	\$24,000,000
Total	\$78,000,000

