

# WESTLAKE TRANSPORTATION HUB STRATEGY

*A blueprint for transit integration, multi-modal access, and placemaking within the expanding retail core of Seattle*

**Transportation Hub Improvement Themes:**



By the time Metro's Rapid Ride (bus rapid transit) service begins operation in 2011, there will be six transit modes on three different levels that converge at the Westlake Hub

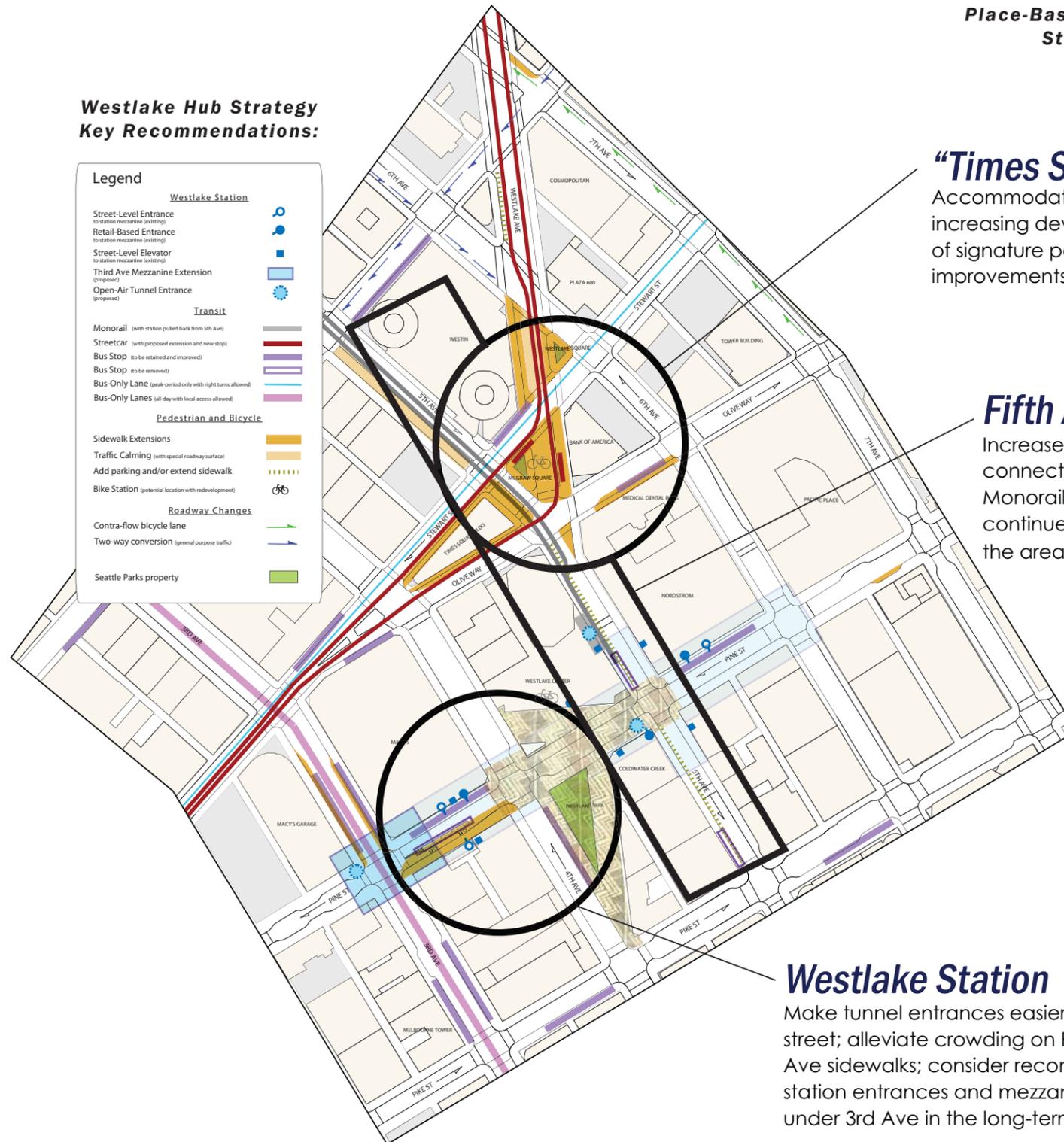
**Public/Private Coordination & Partnerships**



By 2030, the Hub area is expected to add more than 4,000 housing units, 300,000 sq. ft. of new retail, and several hundred thousand sq. ft. of new office space.

**Westlake Hub Strategy Key Recommendations:**

Legend	
<b>Westlake Station</b>	
Street-Level Entrance to station mezzanine (existing)	
Retail-Based Entrance to station mezzanine (existing)	
Street-Level Elevator to station mezzanine (existing)	
Third Ave Mezzanine Extension (proposed)	
Open-Air Tunnel Entrance (proposed)	
<b>Transit</b>	
Monorail (with station pulled back from 5th Ave)	
Streetcar (with proposed extension and new stop)	
Bus Stop (to be retained and improved)	
Bus Stop (to be removed)	
Bus-Only Lane (peak period only with right turns allowed)	
Bus-Only Lanes (all-day with local access allowed)	
<b>Pedestrian and Bicycle</b>	
Sidewalk Extensions	
Traffic Calming (with special roadway surface)	
Add parking and/or extend sidewalk	
Bike Station (potential location with redevelopment)	
<b>Roadway Changes</b>	
Contra-flow bicycle lane	
Two-way conversion (general purpose traffic)	
Seattle Parks property	



**Place-Based Improvement Strategies:**

**"Times Square"**

Accommodate streetcar expansion and increasing development through a series of signature pedestrian and public space improvements

**Fifth Avenue Connector**

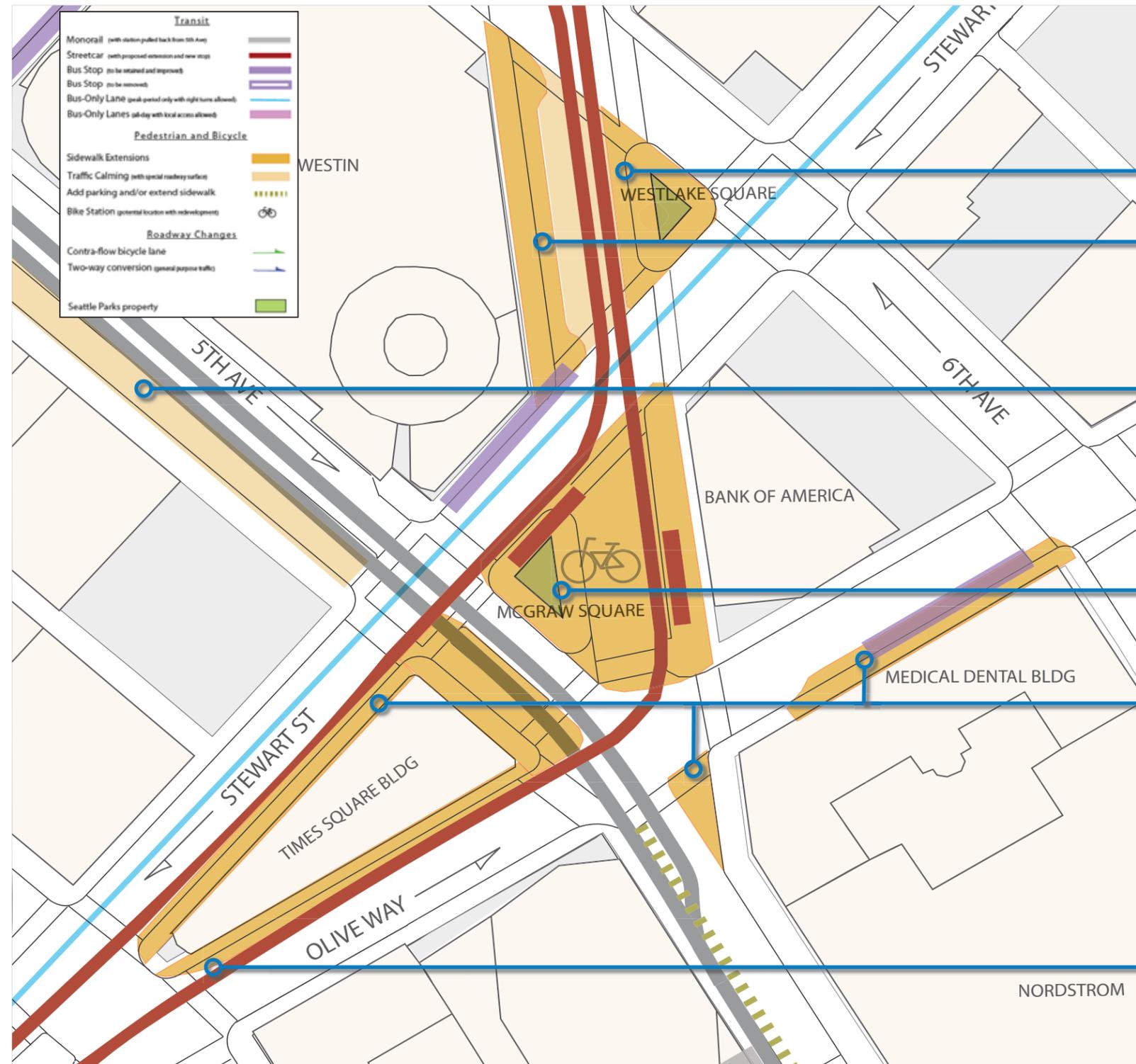
Increase visibility and direct physical connections between streetcar, Monorail, and Westlake Station; continue to develop Fifth Avenue as the area's "Main Street"

**Westlake Station**

Make tunnel entrances easier to find from street; alleviate crowding on Pine St and 3rd Ave sidewalks; consider reconfiguration of station entrances and mezzanine expansion under 3rd Ave in the long-term

# TIMES SQUARE

*Develop and organize a “north hub” through a series of pedestrian and public space improvements*



**Re-design and expand Westlake Square Park**

**Improve Westin Hotel frontage and formalize taxi loading area; traffic calm Westlake Ave**

**Traffic calm west side of Fifth Ave; coordinate design with private redevelopment & Fifth Ave plaza**

**Close Westlake Avenue to traffic between Olive and Stewart; integrate McGraw Square into a new streetcar plaza**

**Widen sidewalks on Olive, Fifth, and Stewart, including around Times Square Building**

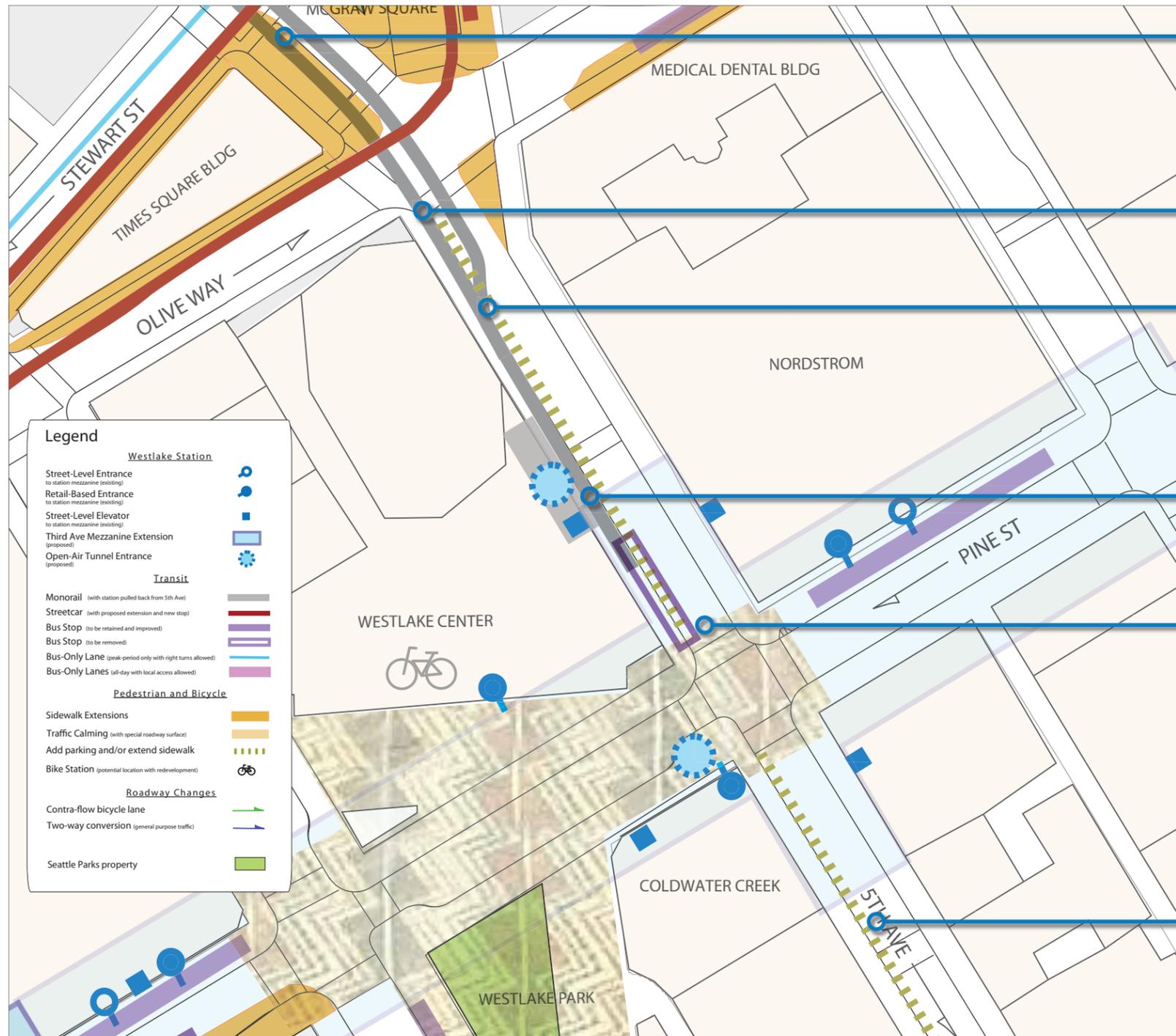
**Extend streetcar to First Avenue via Stewart Street and Olive Way**

# FIFTH AVENUE CONNECTOR



Heron Pagoda Building - architect's rendering from 5th & Stewart

*Emphasize Fifth Ave as a “Main Street” with a strong pedestrian connection between Times Square and Westlake Station*



Add pedestrian plaza by closing lane on Fifth Ave between Olive and Stewart

Work with Westlake Center to improve entrance at Fifth & Olive

Utilize Monorail columns as a visual landmark and 'canvas' for improved wayfinding

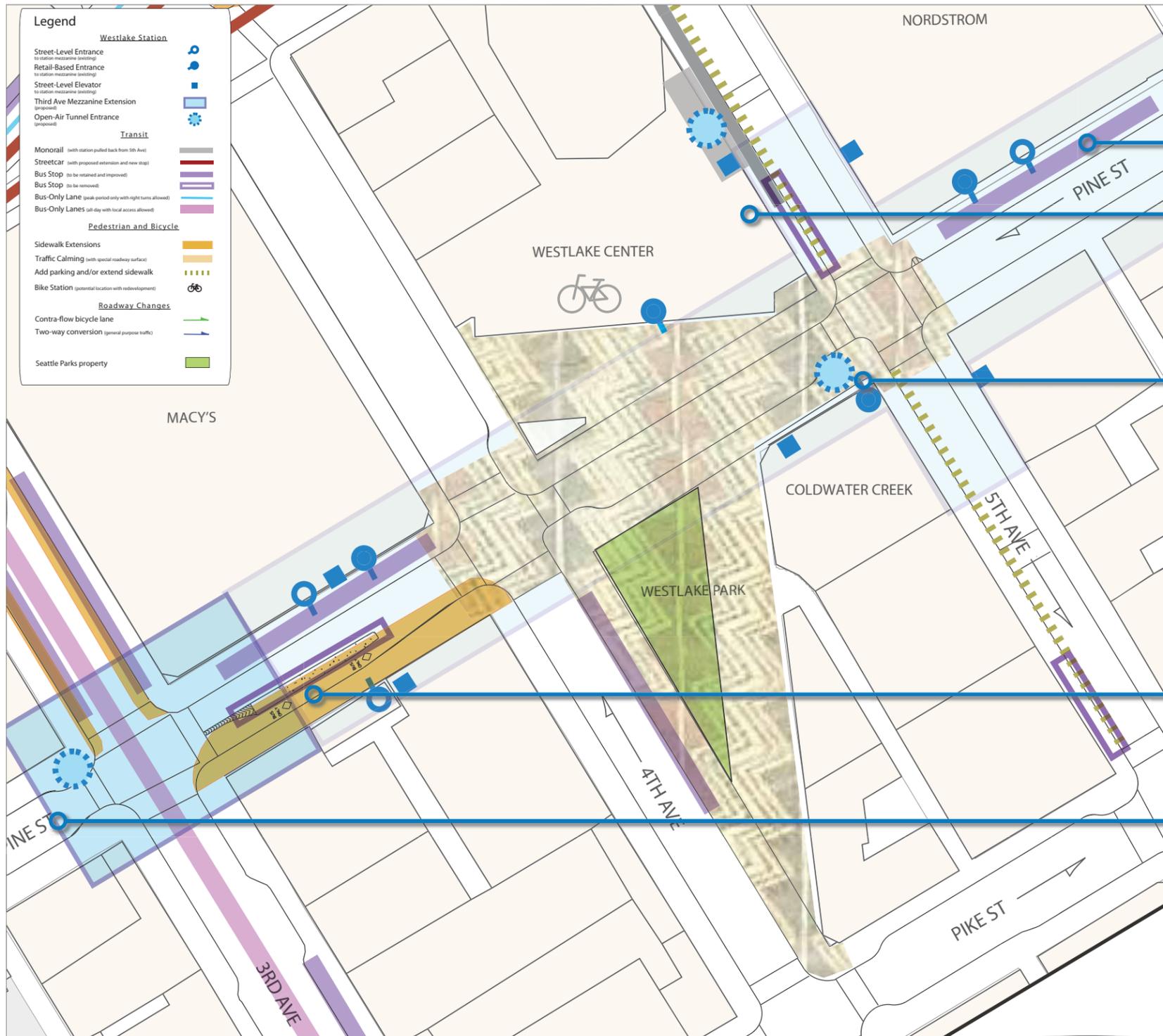
Pull back Monorail platform from corner; improve public access to Westlake Station and visual access between Olive and Pine

Remove bus service from Fifth per Metro's Blueprint for Transit

Use western curb lane for wider sidewalks and/or new parking from Olive Way to Pike St

# WESTLAKE STATION

*Increase street-level visibility and access to station entrances, provide more direct connections to streetcar and Monorail, and consider a variety of measures to address pedestrian capacity on Pine Street*



**Provide distinctive signage, lighting, and weather protection at existing street level entrances**

**Enhance direct access to tunnel mezzanine from Fifth Avenue/ Monorail with future Westlake Center redevelopment**

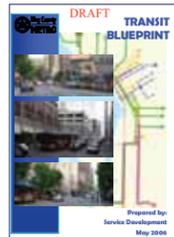
**Close mezzanine access from Coldwater Creek and provide new street-level connection at corner of Pine St and Fifth Ave**

**Remove Pine Street bus island and widen sidewalk in front of Century Square station entrance**

**Extend mezzanine under Third Avenue to facilitate transfers between Third Avenue transit (including Rapid Ride) and Westlake Station**

# TRANSIT INTEGRATION

Taking the various transit modes and agencies at Westlake and making them one easy-to-use system

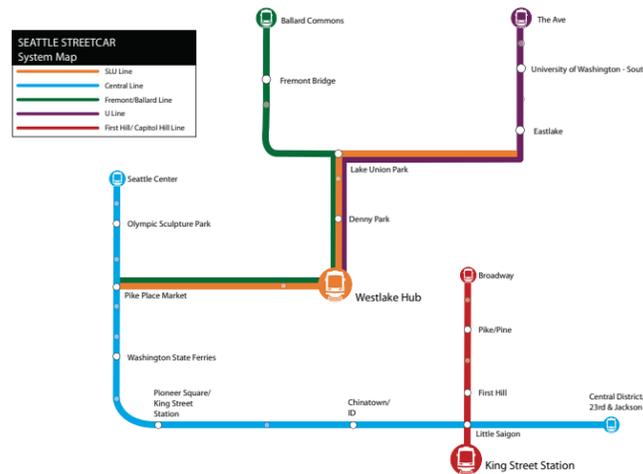


Accelerate implementation of *Metro's Transit Blueprint* to help simplify and consolidate bus service, make it easier to navigate for new and casual users, maximize impact of capital investments, and create placemaking opportunities (such as the 5th Ave Connector)

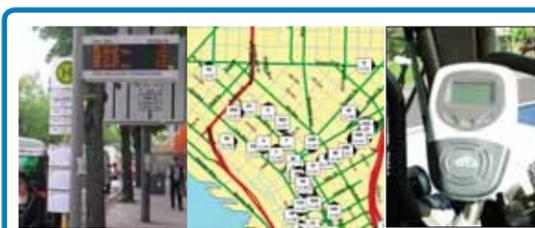
Metro's Transit Blueprint supports consolidating regional bus service on 2nd and 4th Ave, minimizing bus turns on and off of 3rd Ave, development of two-way Virginia St, and removal of transit service from 5th Ave

Prioritize easy connections from *Westlake Station*, including transfers to/from Rapid Ride, streetcar, Monorail, and Pike/Pine trolley routes. Ensure these connections function safely and efficiently 20 hours a day, 7 days a week

Westlake Station will serve as the north terminus for Sound Transit light rail from 2009 until 2016, and will be the system's highest ridership stop (8,700 boardings/day) with the University and North Link expansions. Implementation of light rail will also extend tunnel operating hours well into the evening, making both day and nighttime service connections a priority.



The close relationship between the Seattle Streetcar Network, the downtown retail core, and Westlake Hub provides many opportunities for transit integration and new marketing/demand management strategies



Support *real-time information* such as dynamic bus schedules and route maps, as well as *fare integration* between various agencies (including Seattle Monorail)

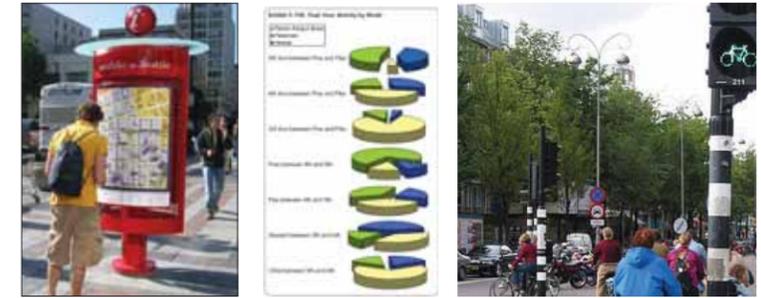
Addressing infrastructure capacity issues to implement real-time information and continuing to strive for a one-pass transit system will be important factors in the success of Westlake Hub



Ensure hub depictions and information are consistent across *transit and wayfinding maps*, and explore new *branding opportunities* and public/private partnerships as transit system expands

# MULTI-MODAL ACCESS

*Increase pedestrian capacity, bicycle connectivity, and mobility options at the hub while maintaining business access and efficient use of public streets*



**Pedestrian volumes at the hub are the highest in the City, and are projected to double and even triple on certain streets by 2030**



- Ensure enough room on the sidewalk for all forms of pedestrian activity (sitting, standing, walking)
- Prioritize low-level lighting, integrated weather protection, and open/transparent building facades for pedestrian comfort and safety
- Improve wayfinding with signage, as well as through integrated art and intuitive visual connections



**A high concentration of commercial and hotel activities demands a comprehensive approach to access management & customer service**

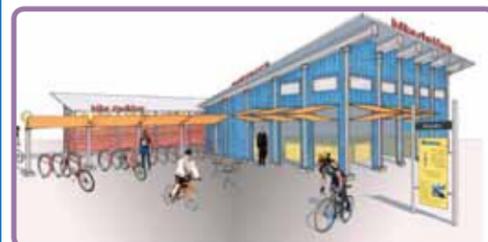
- Formalize taxi stands
- Implement "smart park" technology and off-street, short-term parking strategies
- Manage curb space for commercial and charter bus loading, local shuttles



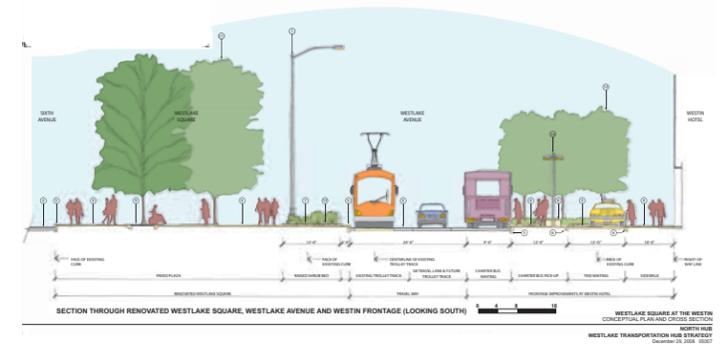
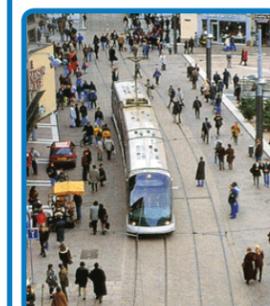
**Seattle has a goal of tripling the number of cyclists within ten years**



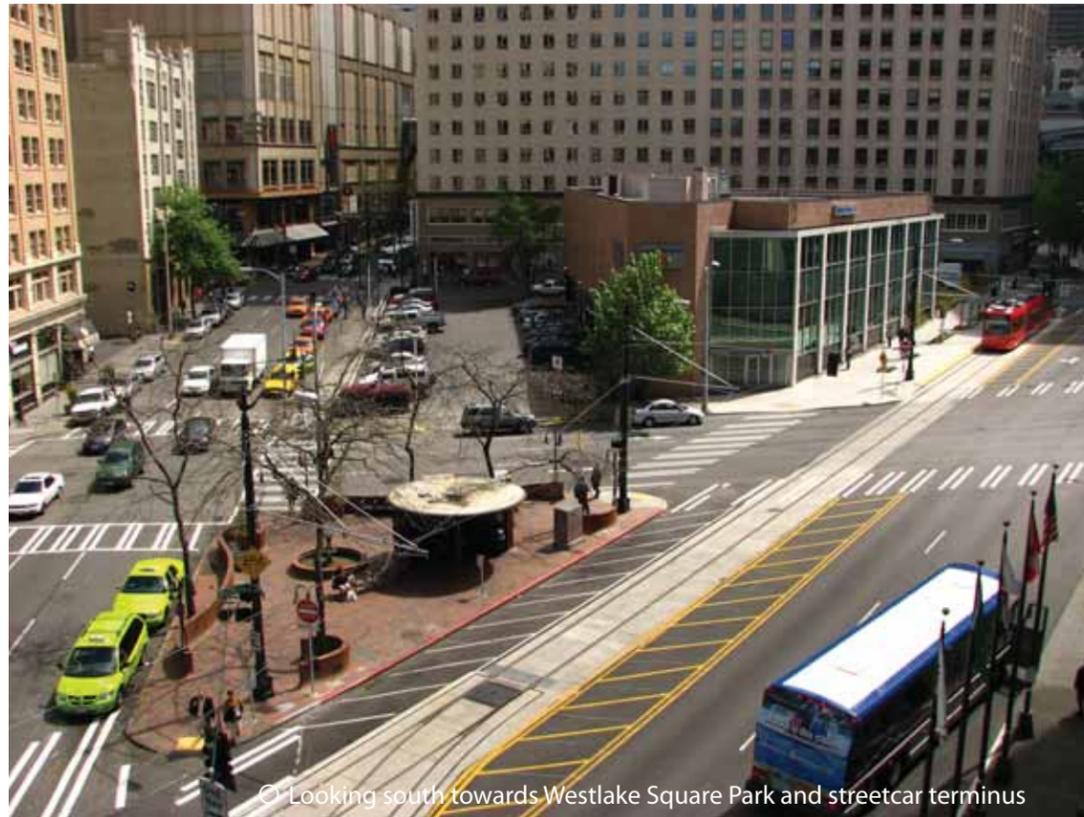
- Build dedicated bicycle facilities that connect directly to each other and to transit
- Ensure bike access to Westlake Station and all transit vehicles
- Provide long-term, covered bicycle parking including a full-service Bike Station
- Explore bike-sharing opportunities



**Continue to design 'shared spaces' like at Westlake Park to use space efficiently, calm traffic, and create great public places**



# IMPLEMENTATION



Looking south towards Westlake Square Park and streetcar terminus

## Near-Term Priorities

- Close Westlake Ave between Olive and Stewart; integrate McGraw Square into new streetcar plaza
- Re-design and expand Westlake Square Park and improve Westlake Ave at the Westin Hotel
- Paint Monorail columns for “quick win” with improved wayfinding and hub identity
- Work with ped/blke program to design and implement 7th Ave bicycle improvements & potential contra-flow bike lane from Pine St
- Expand sidewalks on Olive Way between 5th and 6th Ave, and on 3rd Ave at Pine Street
- Convert 6th Ave to two-way operation to help improve access and circulation within hub area; continue exploring two-way operation of Virginia St and 8th Ave
- Design and implement 1st Ave streetcar extension

## Ongoing Partnerships

- Coordinate with Metro on Rapid Ride implementation, transit removal from 5th Ave, and changes to the electric trolley network
- Engage Sound Transit as a partner for identified station improvements, including better visibility and signage at station entrances and development of a Bike Station
- Work closely with redeveloping properties to implement hub concepts, including “Times Square” concept
- Seek public/private partnerships to improve, activate and maintain McGraw Square and Westlake Square Parks

