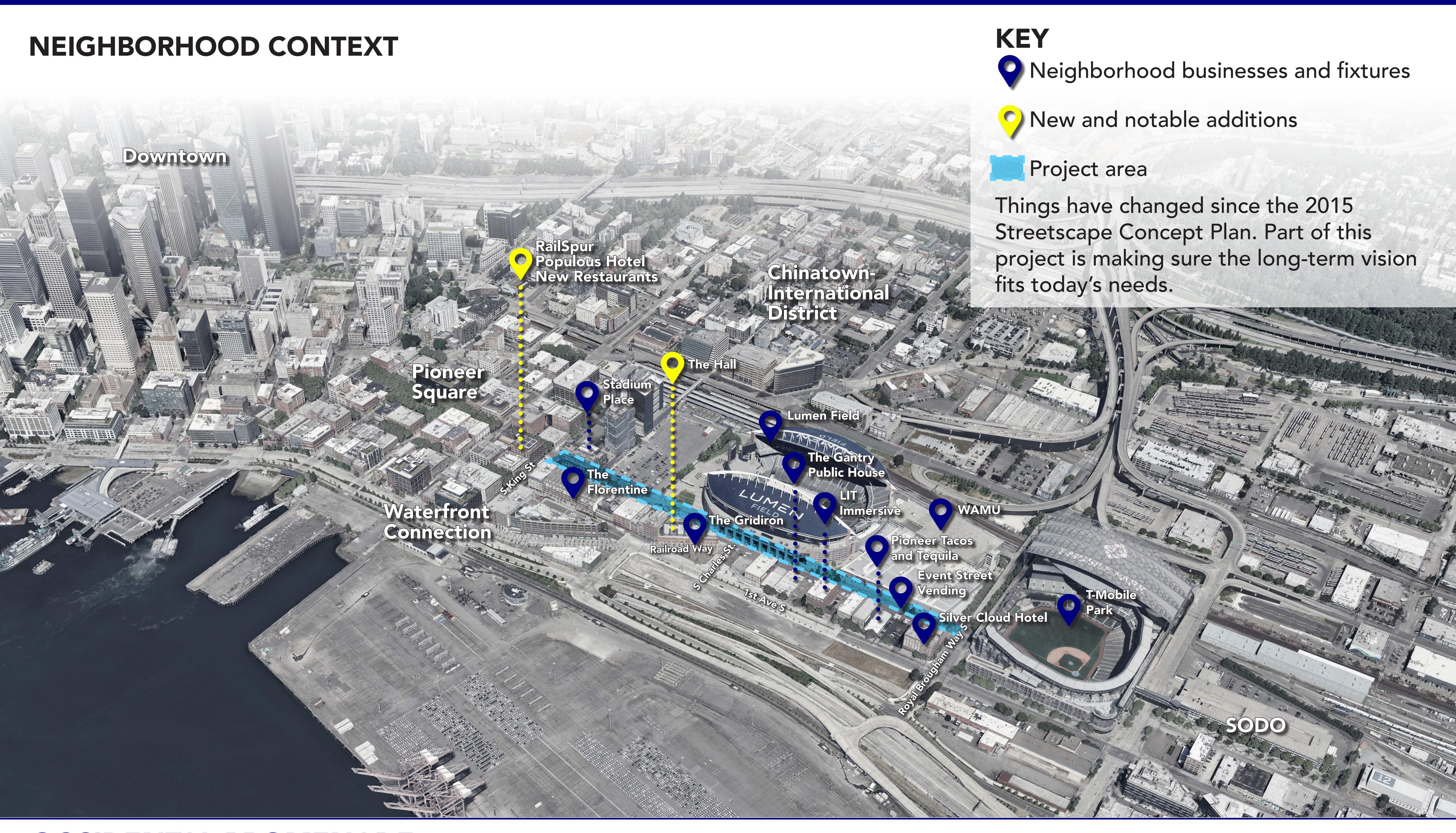
PROJECT OVERVIEW

Occidental Ave. S. between S King St and S Royal Brougham Way is used by people walking, biking, scooting, driving, making deliveries, setting up stadium events, and vending. It connects people to Pioneer Square, Seattle's waterfront, nearby neighborhoods, and major sports and entertainment venues.











BACKGROUND

PROJECT PURPOSE

We have an opportunity to test out near-term ideas and collect feedback to help shape long-term improvements.

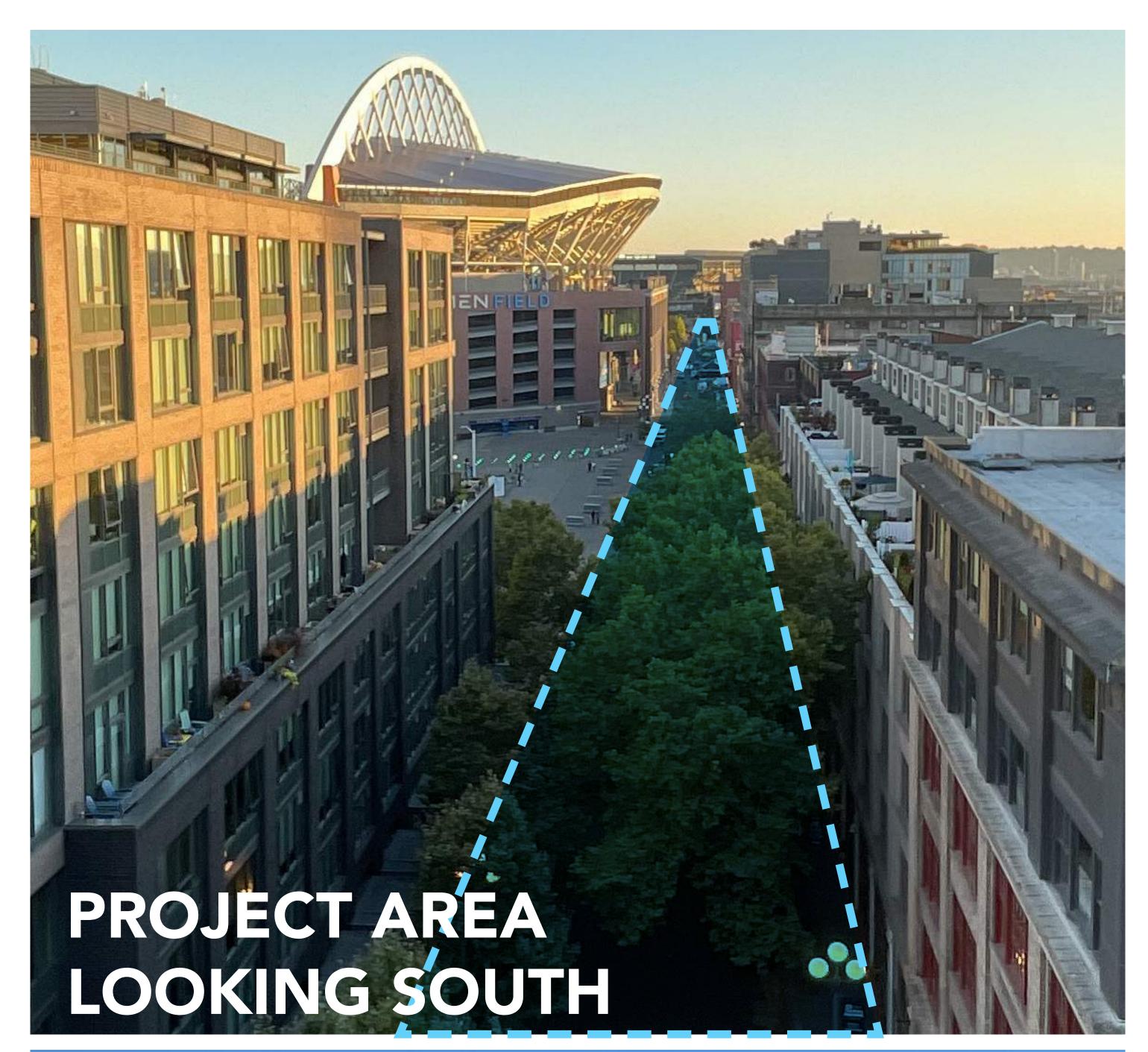
- Confirm the long-term vision for Occidental.
- Learn about current needs and opportunities from community feedback.
- Identify near-term tactical improvements and plan the steps to make them happen.
- Test ideas to update the existing Streetscape Concept Plan.
- Understand and plan for ongoing maintenance needs

WHAT IS A STREETSCAPE **CONCEPT PLAN?**

A Streetscape Concept Plan solidifies the vision for what a community wants a street to look and feel like in the future. SDOT, community groups, and other partners work together to create these concepts.

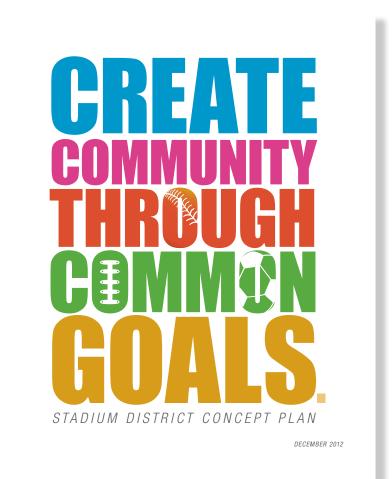
Streetscape Concept Plans describe ideas for street improvements that go beyond typical street design features. Streetscape Concept Plans might include recommendations for different materials, moving the curb, adding benches or lights, planting more trees and plants, or other elements that make the street special.

Streetscape Concept Plans help guide both public and private projects and are shaped by how the street is used and what's around it.





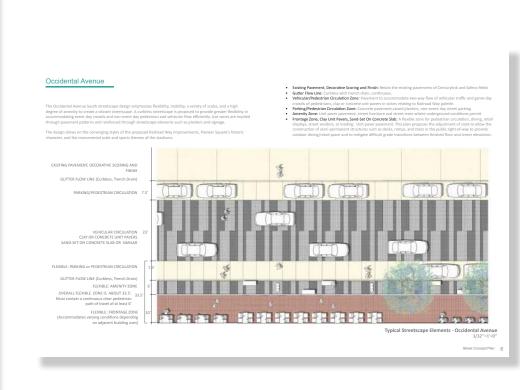
This project builds off past planning efforts including:







Study



2015 Streetscape Concept Plan



Scan the QR codes to learn more about past efforts.

2013 Stadium District

2015 CONCEPT PLAN GOALS:

- Strengthen the pedestrian connections to downtown and nearby neighborhoods,
- Create a more welcoming, people-focused streetscape, and
- Support both everyday use and event day activities.

Renderings from the 2015 Streetscape Concept Plan showing how Occidental would look on event and non-event days:







Non-event day

Event day









WHAT WE'VE HEARD

We've had discussions with people who live and work along Occidental Ave since 2024. Input from stakeholders has informed the Site Analysis, Project Goals, and Near-Term Opportunities.

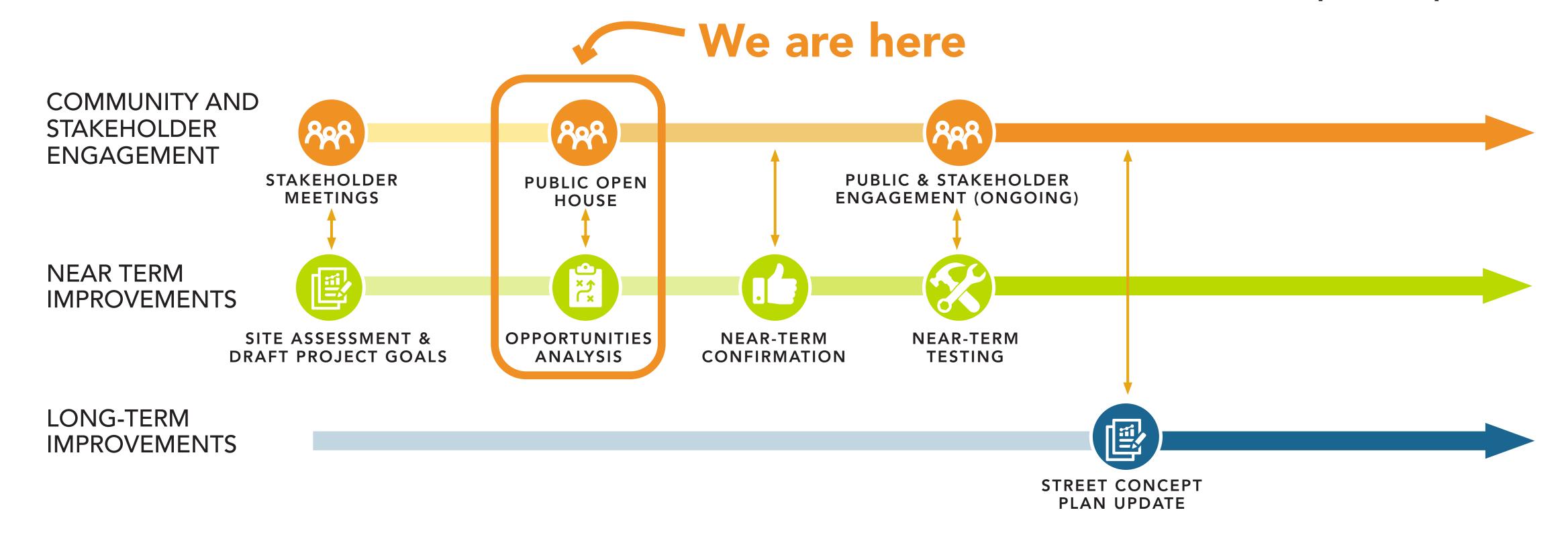
KEY TAKEAWAYS

- There are **strong community connections** along this corridor. People care about this place and each other.
- Basic needs come first. The stakeholders wants to see improvements to cleanliness, organization, restroom access, and clear walkways before adding new amenities.
- Long-term enthusiasm. Once basic needs are addressed, there is strong support for future improvements.



PROJECT TIMELINE

This project includes near-term improvements and an update to the long-term plan. Community feedback on the near-term tests will inform the long-term plan update.



ENGAGEMENT SNAPSHOT

TOUCHPOINTS:

- 2 Stakeholder workshops
- 2 Discussions with residents on the corridor
- Small group discussions, 20+ individual meetings, or site walks

STAKEHOLDERS INCLUDE:

- Residents
- Brick and Mortar Businesses
- Vendors
- Stadiums
- Building owners
- Non-profits









OCCIDENTAL TODAY WHAT ARE THE CHALLENGES?

The following challenges were identified through our stakeholder engagement.

Are there ones you agree with or others that you encounter?



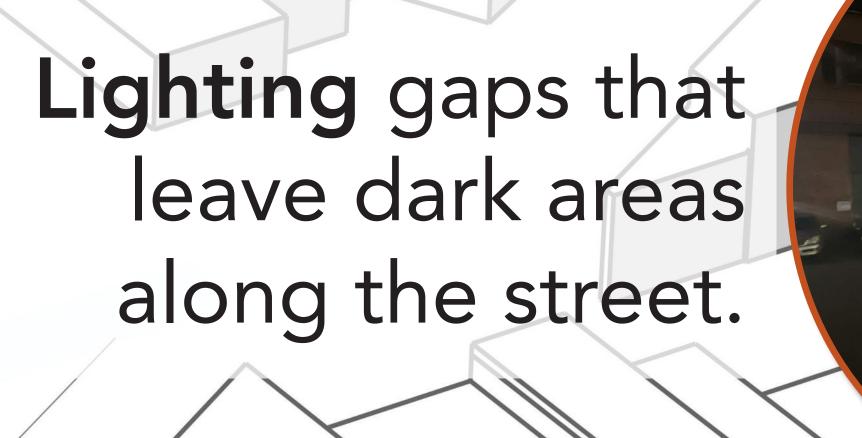
Write on the board or use post-it notes to share your thoughts.



Waste management during and after events.



Public infrastructure gaps like missing sidewalks and uneven walking surfaces.

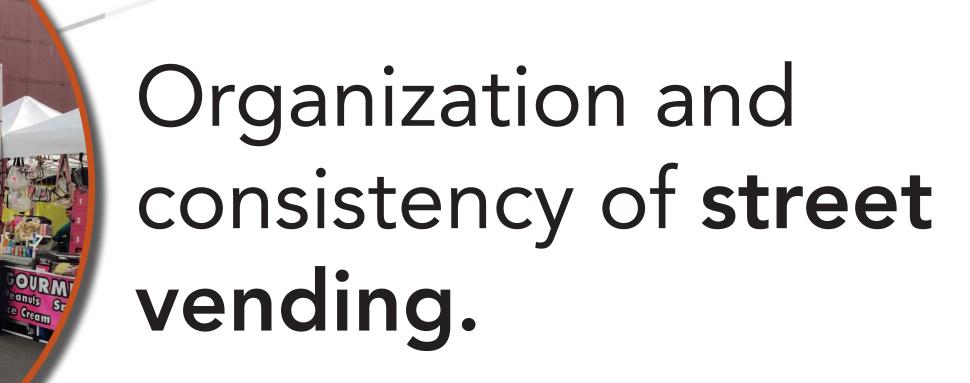




Ensure shared bike and scooter parking is wellorganized.



Balance pedestrian mobility with parking and loading along the corridor.





Predictability of access for event street closures.













OCCIDENTAL TODAY

WHAT MAKES OCCIDENTAL AVE UNIQUE?

Write on the board or use post-it notes to share your thoughts.



Out of town



People and community come together for events



Events and

activities at

WAMU theater

Places to eat, drink and



Mix of businesses

and housing



A sense of place and





Sunset and maritime views



Unparalleled

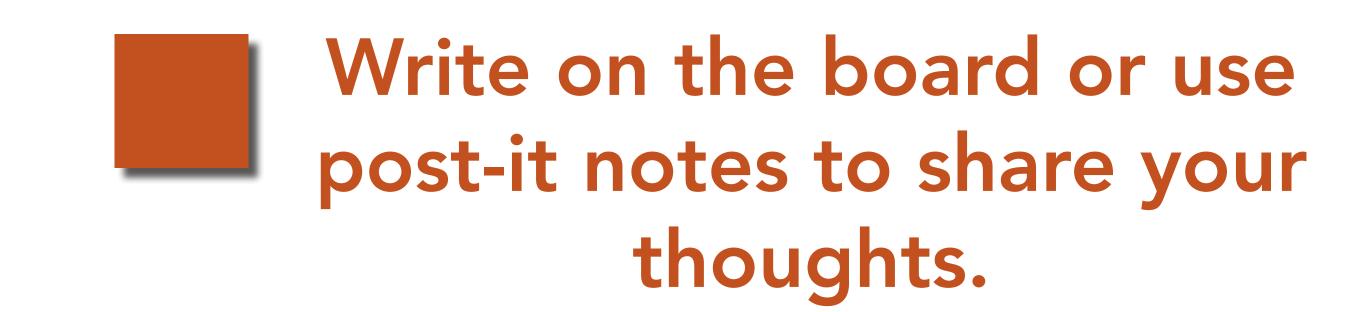








SHARE YOUR EXPERIENCE



HOW DOES THIS PART OF PIONEER SQUARE FEEL DIFFERENT FROM THE REST OF THE NEIGHBORHOOD? WHAT IS MISSING FROM OTHER SPACES NEARBY THAT YOU'D LIKE TO SEE HERE?

WHAT THREE WORDS WOULD YOU USE TO DESCRIBE THE CORRIDOR IN THE FUTURE?









PROJECT GOALS

OCCIDENTAL PROMENADE

DECEMBER 2025 PUBLIC OPEN HOUSE

These project goals came out of meetings with local stakeholders in 2024 and 2025.

Stamp to share your perspective.

	Doesn't reflect my priorities	Unsure/neutral	Strongly aligns with my priorities
ENHANCE FLEXIBILITY FOR MULTIPLE USES Design the street to support everyday activities and large events, to be flexible for adjacent properties, and to make it easy for pedestrians, vendors, and city services to coexist.			
SUPPORT A WELCOMING, SAFE, AND COMFORTABLE ENVIRONMENT Prioritize physical and perceived safety through lighting, visibility, traffic calming and clear delineation of spaces for all users.			
CREATE A LIVABLE AND ACTIVE PUBLIC SPACE Integrate amenities like seating, street trees, and public art to promote everyday activation, social interaction, and neighborhood pride.			
ENSURE CLEANLINESS AND EFFECTIVE EVENT CLEANUP Coordinate with event organizers and city services to maintain cleanliness, manage waste, and minimize disruption to residents and businesses post-event.			

PROJECT GOALS

These project goals came out of meetings with local stakeholders in 2024 and 2025.

Stamp to share your perspective.

	Doesn't reflect my priorities	Unsure/neutral	Strongly aligns with my priorities
BALANCE LOADING AND PARKING NEEDS WITH PEDESTRIAN ACCESS Address diverse community and stakeholder needs through thoughtful curb management that considers vendor operations, business deliveries, accessibility, and pedestrian flow.			
ENABLE COMMUNITY CENTERED PROGRAMMING AND ACTIVATION Provide infrastructure and partnerships that support ongoing cultural programming, performances, and community driven activities beyond major event days.			
IMPROVE THE STREET VENDING ENVIRONMENT Provide clear, organized, and well-equipped spaces for permitted vendors that are accessible, clean, sanitary, visible, and supported by adequate utilities both during and outside of events.			

What did we miss?

Is there something you think should be added to the project goals? Share it here.











PROJECT PHASING

The project will move ahead in stages to better understand what is needed for operations and design. Advancing near-term opportunities, including basic needs, along with testing of long-term ideas using temporary materials will guide the final design and costs. Stakeholder and community input will guide the project through every stage. The project phases are described below.

We are here

Phase 1: Identify needs and opportunities with stakeholders and community and implement near term opportunities that address basic needs to support community priorities.

Phase 2: Develop a long-term vision and draft streetscape design concept plan. Test concept using tactical temporary materials.

Phase 3: Finalize concept plan and advance final engineering design and cost estimates.

Phase 4: Implement project (after funding identified)

EXAMPLE OF TACTICAL URBANISM

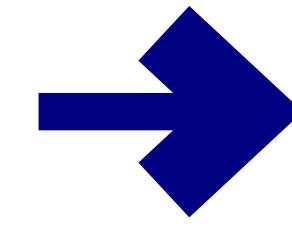


Community Feedback



Testing long-term vision using temporary materials.

Final Design



Community Feedback



"Cal Urbanism"

Long-term improvements using permanent materials









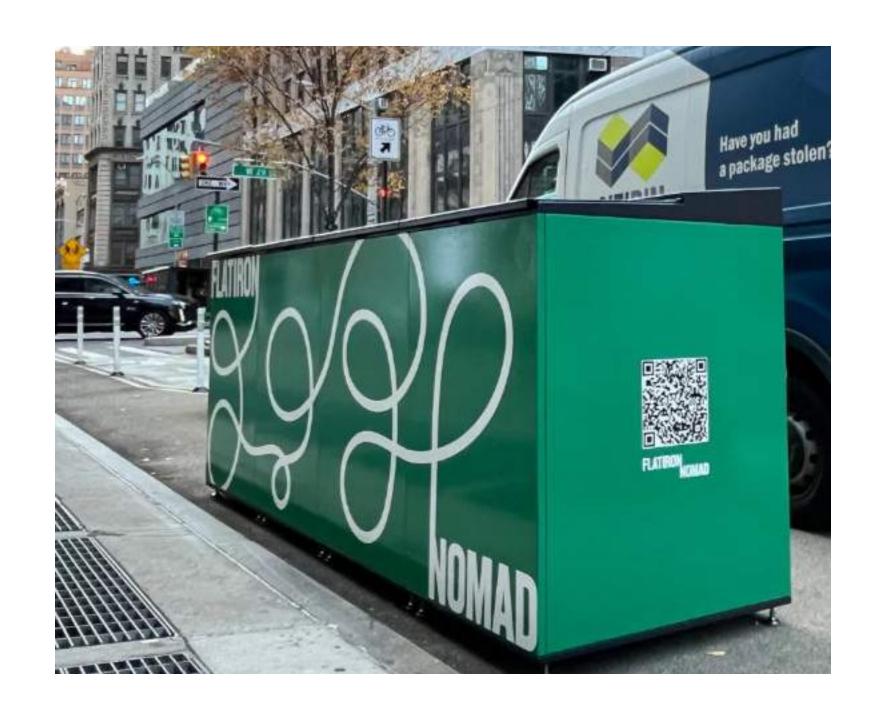


Existing

NEAR-TERM OPPORTUNITIES | BASIC NEEDS

Stakeholders identified the following near-term priorities for Occidental Ave.

CLEANLINESS







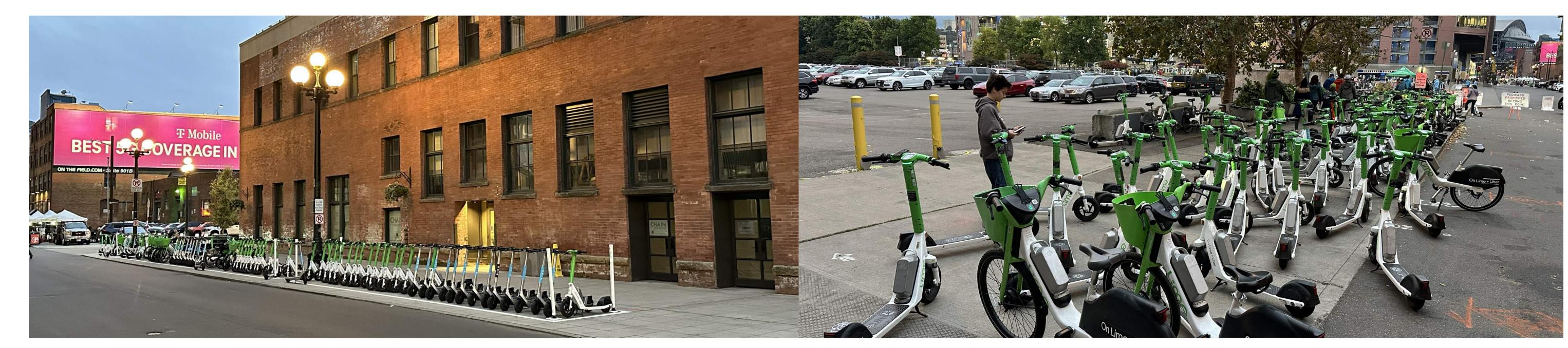
Better waste management and temporary restrooms during event-days. Potential garbage-control measures include adding more waste receptacles, providing trash containers for storage, and installing enclosures to screen bins from view.

STREET VENDING



Clearly mark permitted vending spaces, enhance the appearance of vendor spaces through coordinated setups, and provide durable, attractive amenities—such as tables, chairs, and trash containers—to reduce the impact on nearby businesses.

MICROMOBILITY ORGANIZATION AND STORAGE



Re-evaluate existing parking locations and identify new areas that provide flexibility during high-use events, keep sidewalks clear, and maintain easy access for users.











NEAR-TERM OPPORTUNITIES | MOBILITY

Share your experience getting to the corridor.

We've heard improved pedestrian routes and slower traffic are important for non-event days. Near-term improvements could test out walkways and traffic calming measures.



Ride transit

Bike (personal)

Bike or scooter share (rental)

Taxi or Uber or Lyft

Drive

Other:

What would improve your arrival experience?

Continuous walkway

Bike racks

Bike or scooter share parking

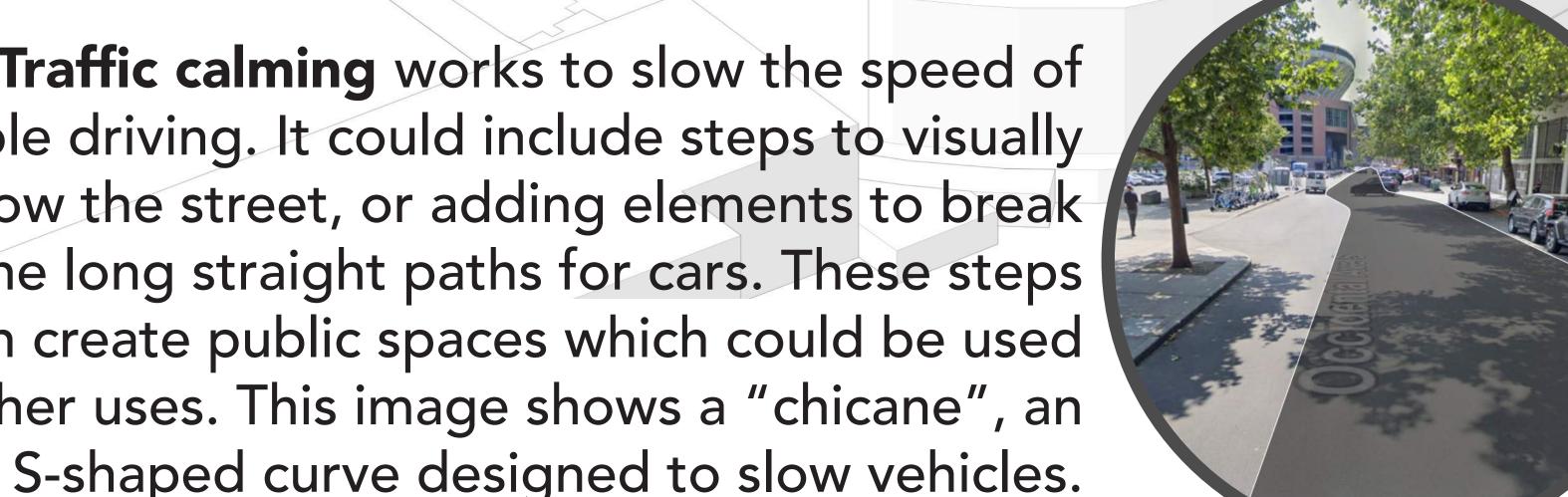
Clearly identified parking spots

Other:



A temporary painted walkway can fill gaps where no sidewalks exist today to test how locations work for stadium operations, street cafes and vendors, and building access.

Traffic calming works to slow the speed of people driving. It could include steps to visually narrow the street, or adding elements to break up the long straight paths for cars. These steps often create public spaces which could be used for other uses. This image shows a "chicane", an S-shaped curve designed to slow vehicles.













NEAR-TERM OPPORTUNITIES | MOBILITY

Stamp under your top priorities.

What would help you move comfortably and safely along the corridor?

CLEAR WALKWAY MARKINGS

Pilot: Painted paths or decals to guide people walking

Permanent: High-quality paving





SAFER INTERSECTIONS AND CROSSINGS

Pilot: Painted curb extensions or flex-post bump-outs

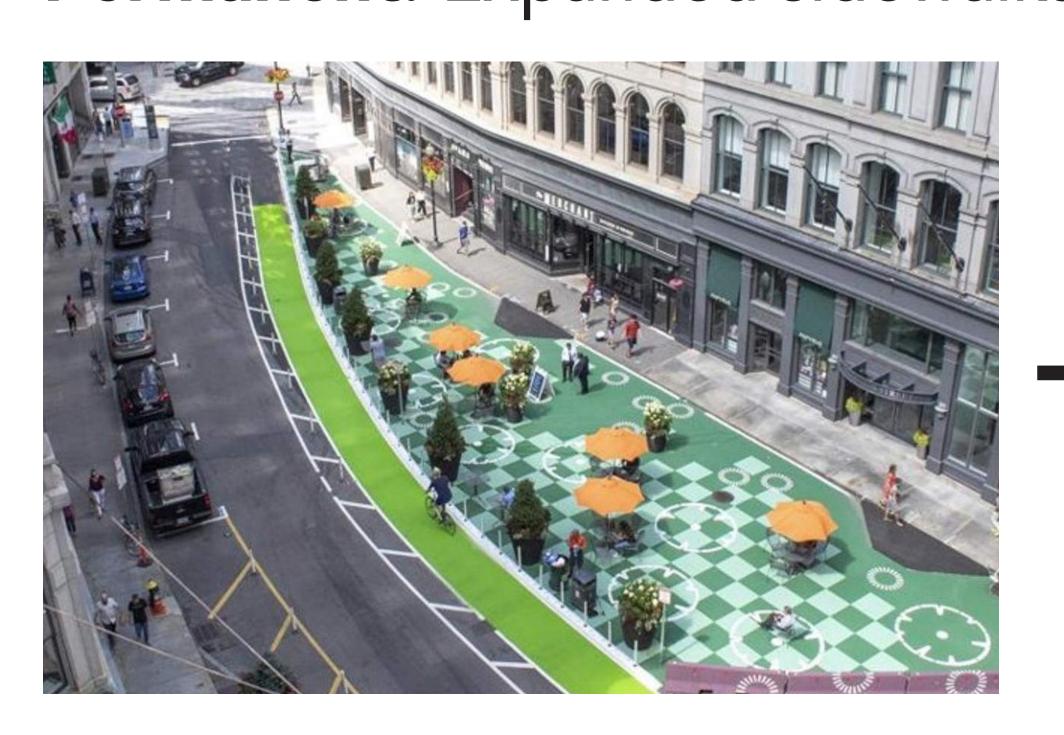
Permanent: Concrete curb extensions

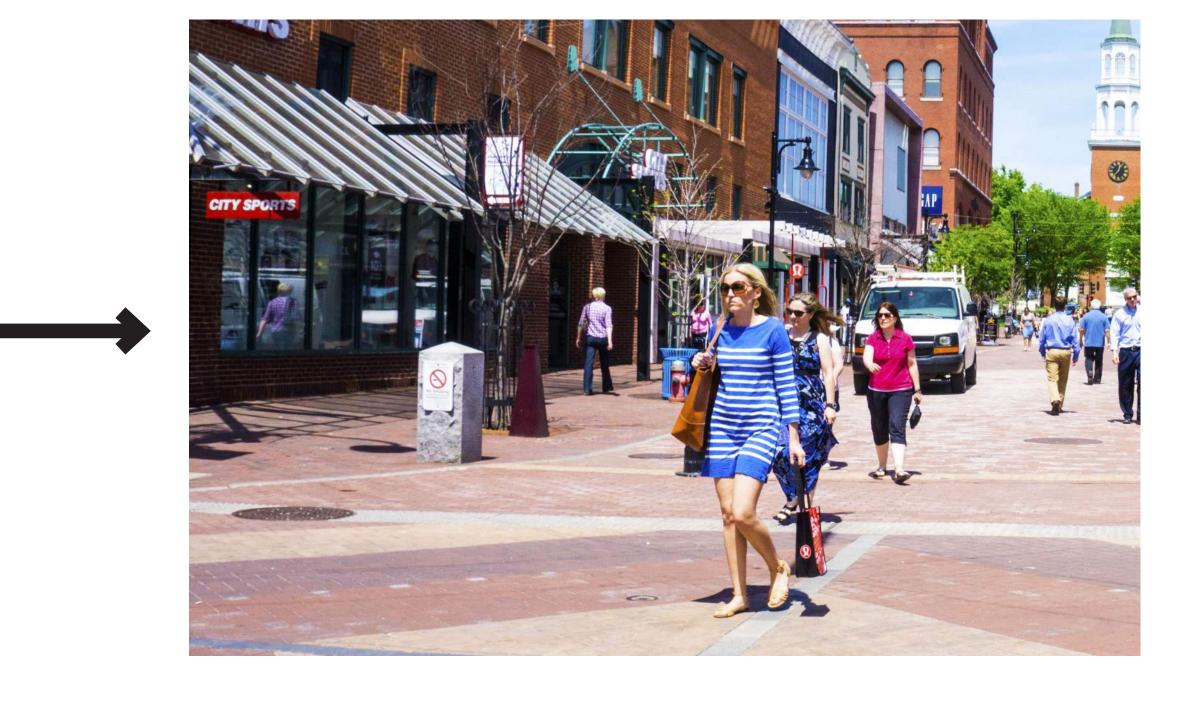




WIDER SPACES FOR WALKING

Pilot: Planters, cones, or temporary barriers to widen sidewalks **Permanent:** Expanded sidewalks or redesigned curb lines

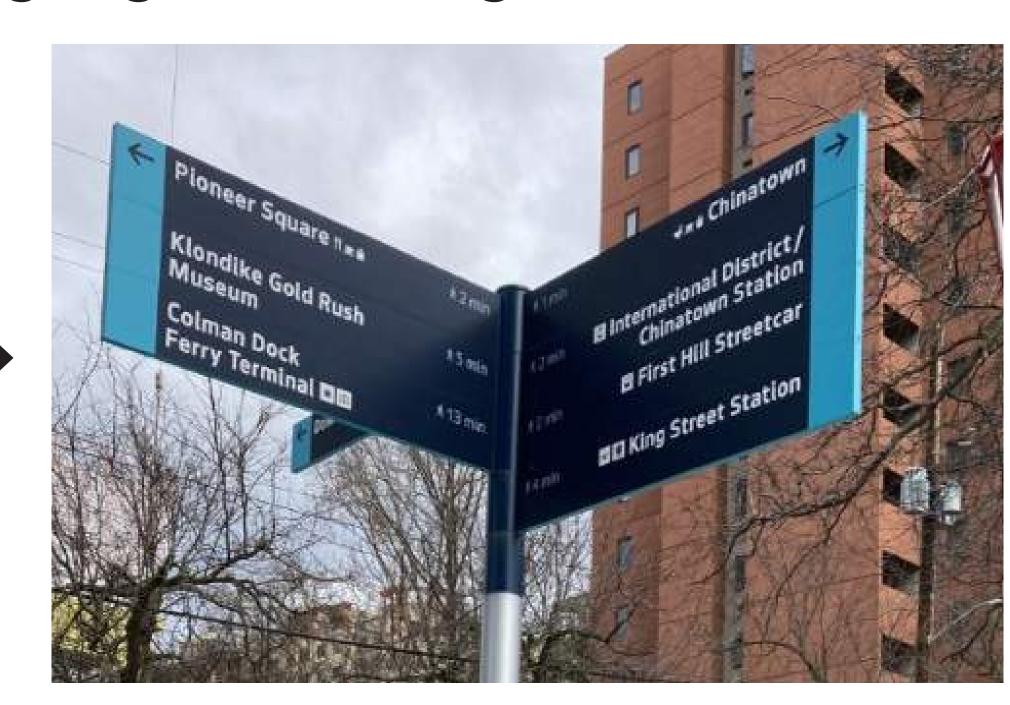




BETTER WAYFINDING

Pilot: Temporary signs or banners pointing to key destinations **Permanent:** Permanent directional signage and integrated markers















NEAR-TERM OPPORTUNITIES | FEATURES

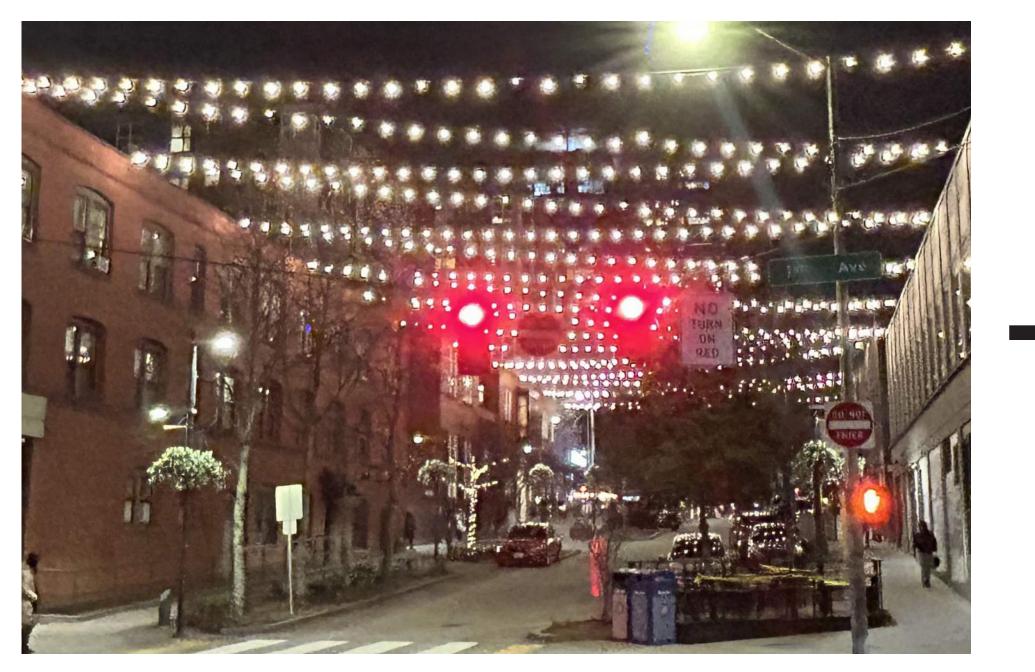
Stamp under your top priorities.

What would help you move comfortably and safely along the corridor?

IMPROVED LIGHTING

Pilot: Overhead lighting

Permanent: Permanent pedestrian-scale lighting





MORE SHADE AND GREENERY

Pilot: Movable planters or modular shade structures

Permanent: Planted street trees, built-in planters, or canopy structures





SEATING ALONG THE STREET

Pilot: Temporary benches, chairs, or seating pads Permanent: Integrated benches and perch areas





ART ALONG THE CORRIDOR

Pilot: Temporary murals, banners, or light-based pop-ups **Permanent:** Installed murals, sculptures, or interactive art

















EXPERIENCE SEATING

Add one stamp for each question.

1

Do you want seating on Occidental?

NO SEATING AT ALL I CAN LIVE
WITH IT

I LIKE THE

I LOVE THE IDEA

2

What kind of seating would make Occidental feel enjoyable?

FUNCTIONAL AND INTERESTING

Places to perch, lounge, or move around



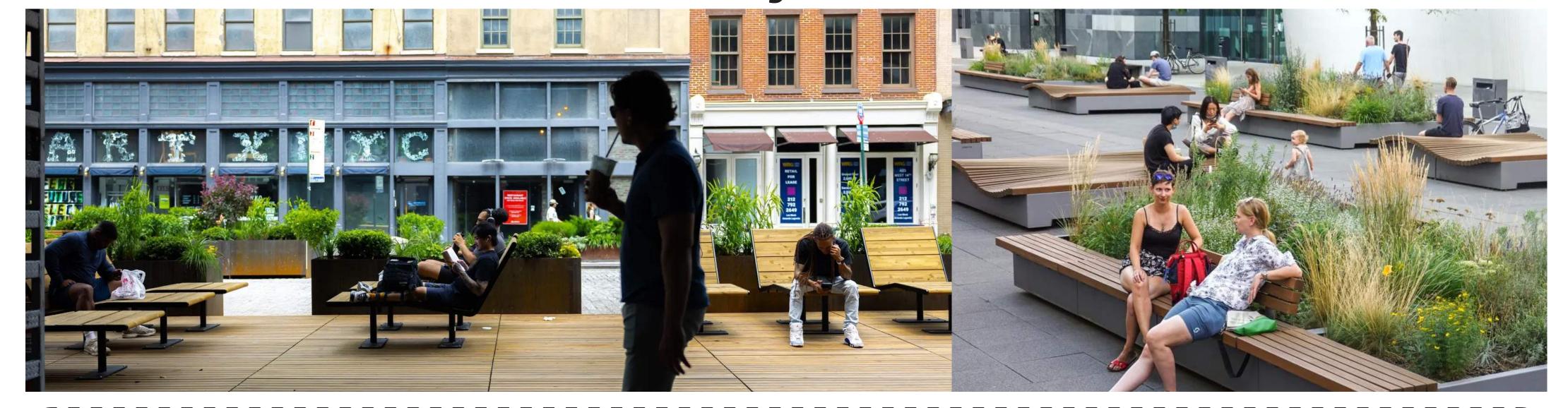
CONVENIENT AND PLENTIFUL

Lots of easy places to sit



COZY AND COMFORTABLE

Places to relax, rest, and stay awhile



SOCIAL AND FLEXIBLE

Seating for groups and conversation











EXPERIENCE LIGHTING

Add one stamp for each question.

1

Do you want lighting on Occidental?

NO LIGHTING AT ALL I CAN LIVE WITH IT I LIKE THE IDEA

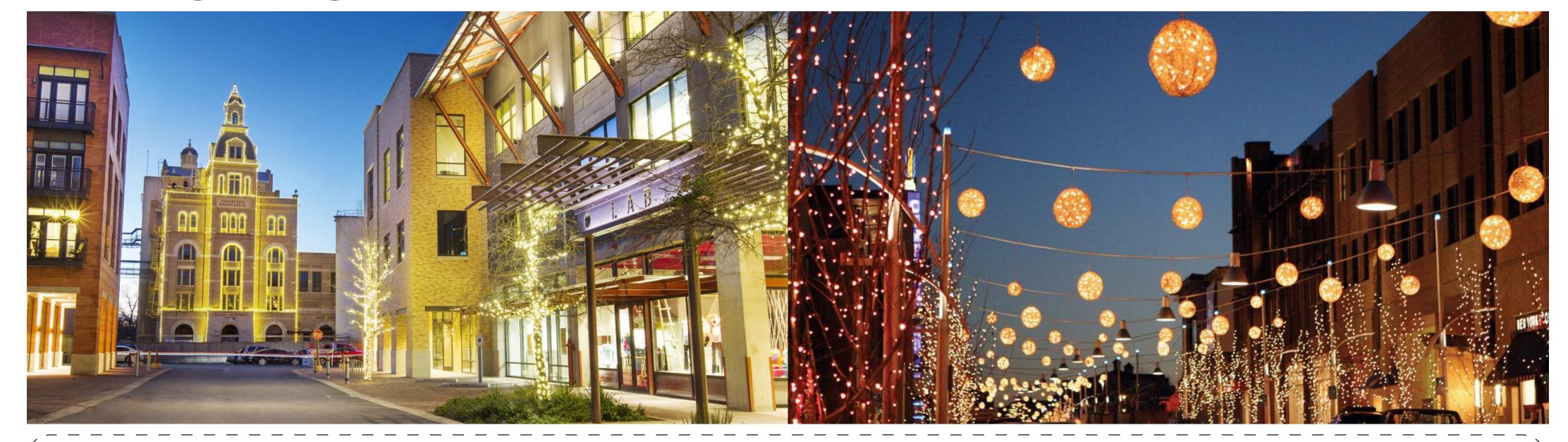
I LOVE THE IDEA

2

What kind of lighting would make Occidental feel welcoming at all hours?

WARM AND INVITING

Soft lighting that feels comfortable and safe



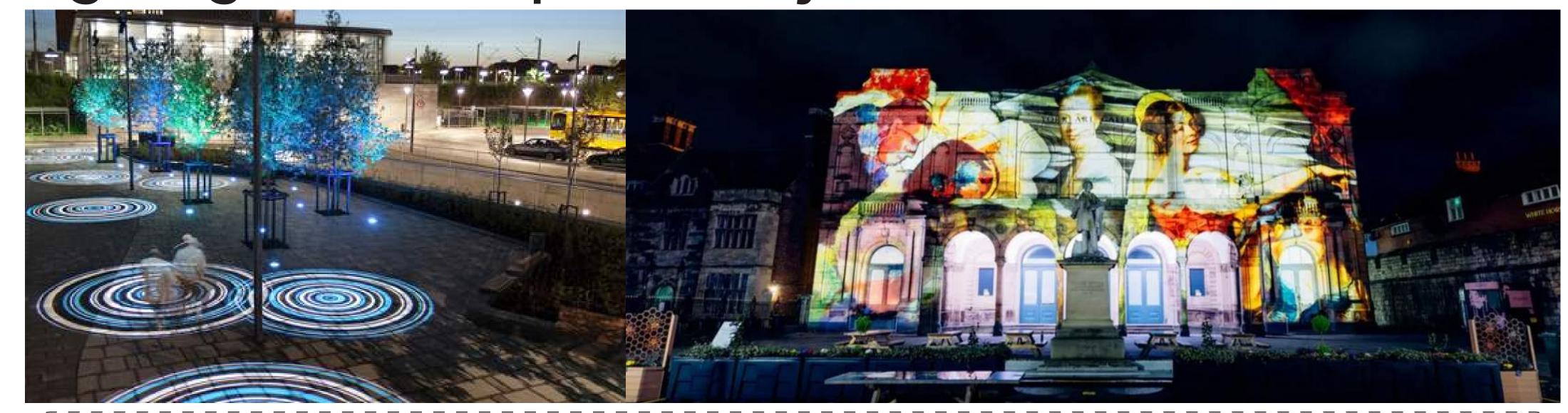
BRIGHT AND ACTIVE

Lighting that energizes and supports activity



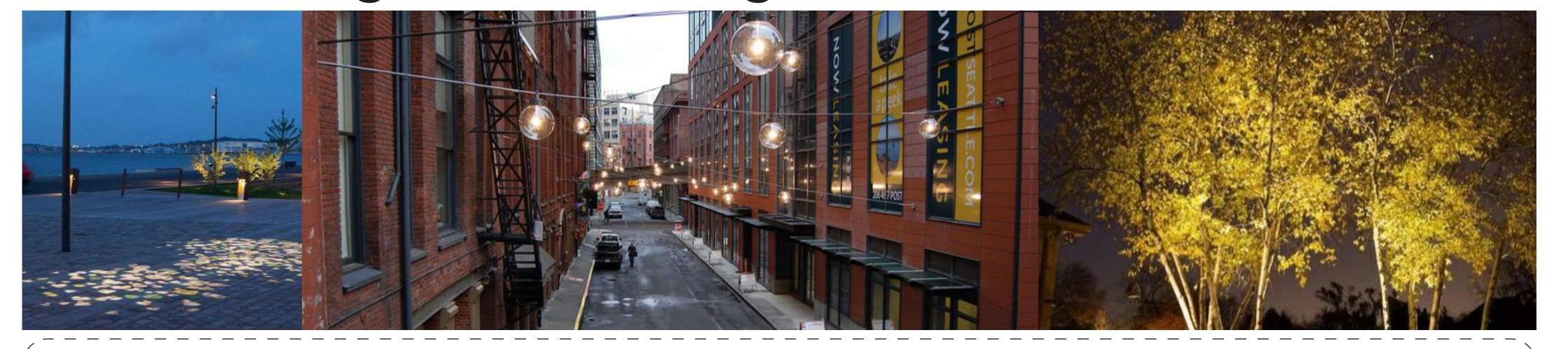
ARTISTIC AND EXPRESSIVE

Lighting that adds personality, color, or visual interest



SUBTLE AND STRATEGIC

Lighting that highights pathways and key features without being overwhelming











EXPERIENCE ART

Add one stamp for each question.

1

Do you want public art on Occidental?

NO ART I CAN LIVE
AT ALL
WITH IT
IDEA

I LOVE THE IDEA

2

What type of public art would make Occidental meaningful to you?

COMMUNITY-CREATED

Pieces that reflect local voices and stories



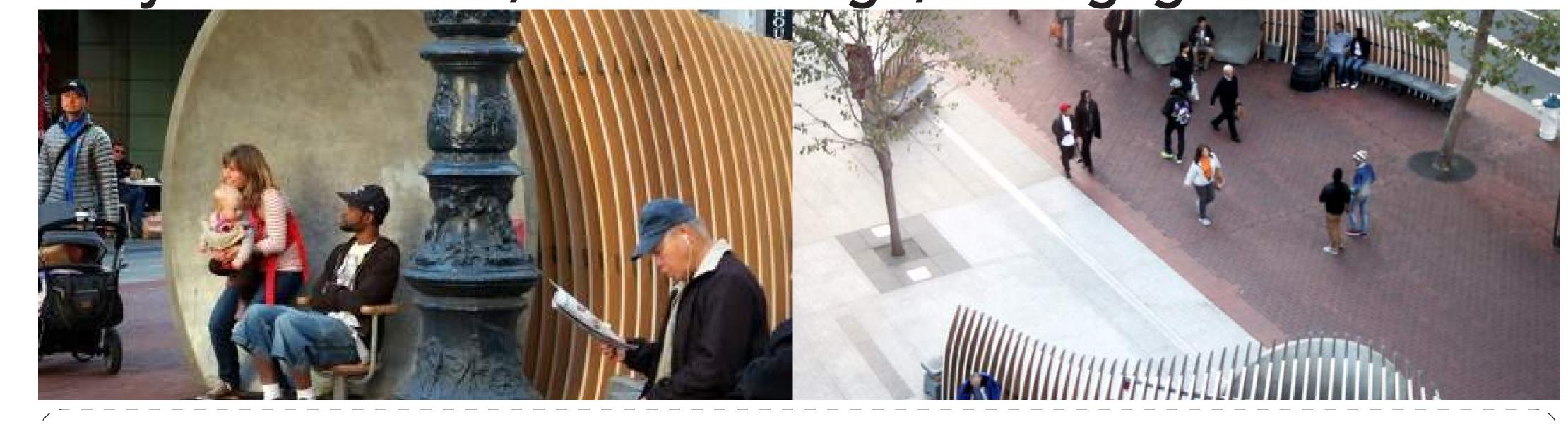
BOLD AND ICONIC

Statement pieces that become memorable landmarks



INTERACTIVE AND PLAYFUL

Art you can touch, move through, or engage with



ROTATING AND EVER-CHANGING

Murals or installations that evolve over time or with the occurring event



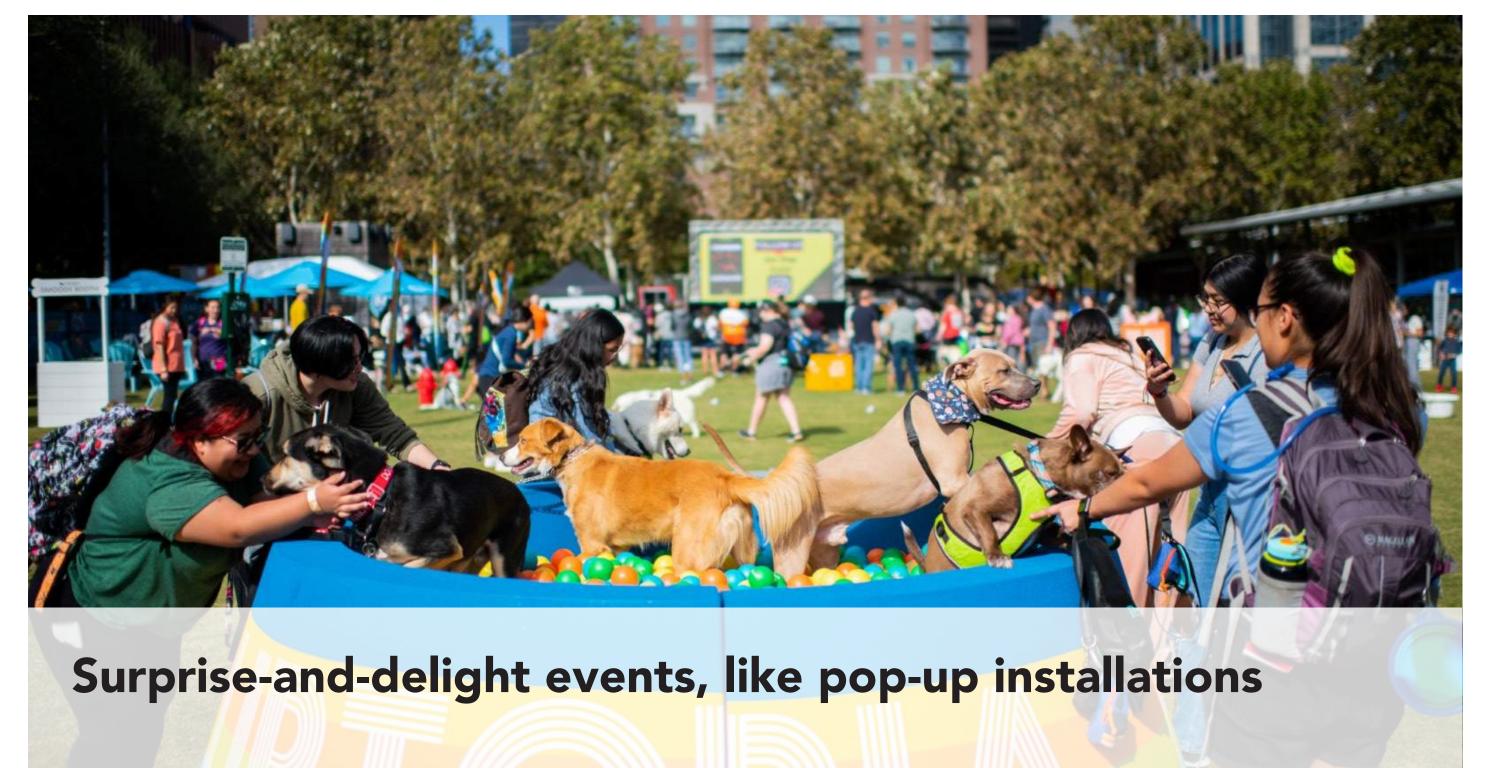








What kind of amenities or activities would make this space feel welcoming on an average day?



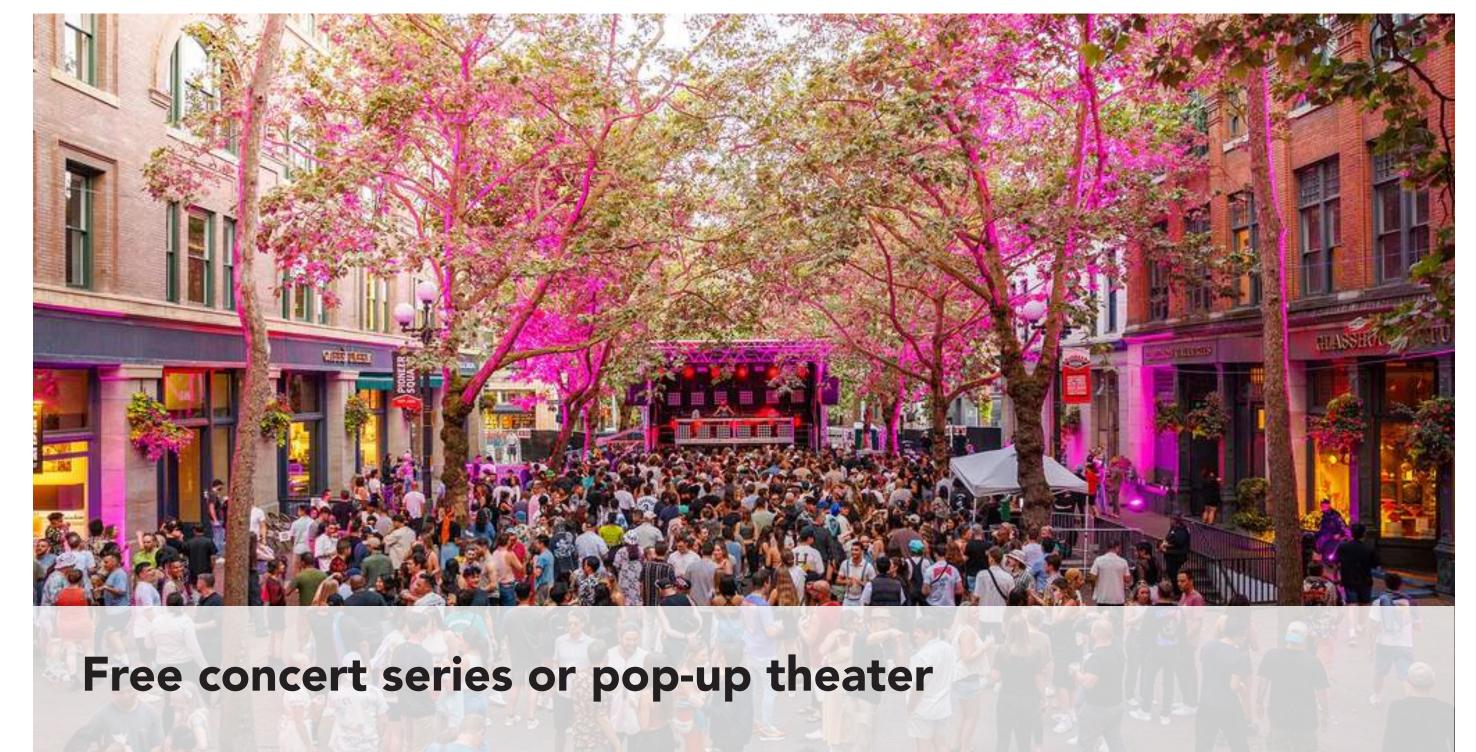


If you were meeting a friend here on a non-game day, what would you hope to do together?

If you were to host a "corridor takeover," what would you do in the space?

A Corridor Takeover is a coordinated, short-term transformation of a public street or pedestrian corridor — similar in spirit to a social media "takeover." For a defined period, local organizations, artists, and community members "take over" the space to program, design, and animate it in their own voice.







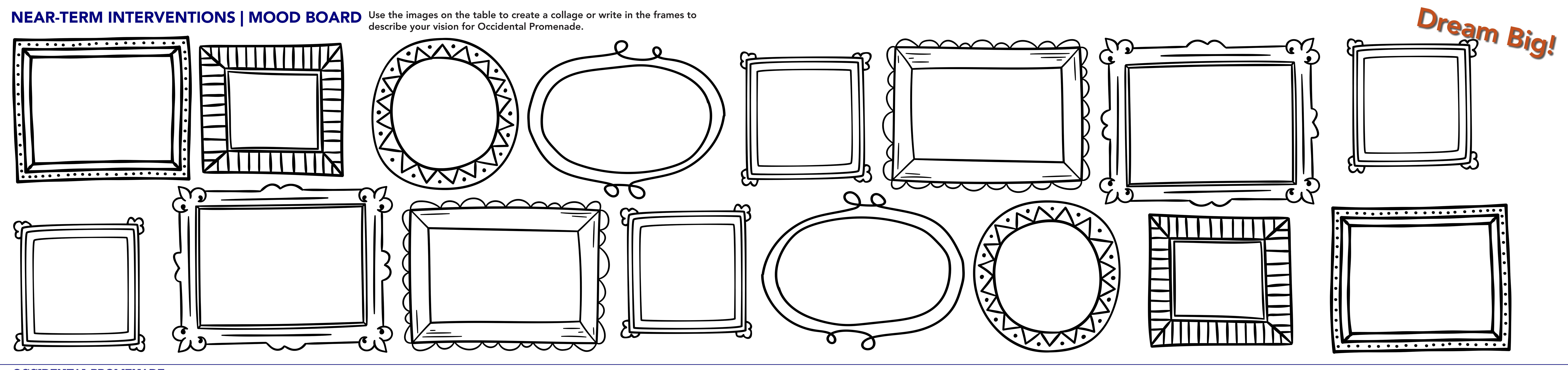
Corridor catwalk fashion show

















NEXT STEPS AND ONLINE SURVEY

Thank you for attending our first Public Open House!

Your input will help to inform near-term testing and the Streetscape Concept Plan update. Near-term testing will begin in 2026.

WAYS TO FOLLOW ALONG AND SPREAD THE WORD

There is an online survey for those who were unable to attend, please consider sharing it with your friends, family and community.

There will continue to be opportunities to engage and provide feedback as we start to implement near-term improvements.



Join the Occidental Promenade mailing list or check the website for updates.

https://www.seattle.gov/transportation/ projects-and-programs/programs/urbandesign-program/street-design-conceptplans/occidental-promenade

