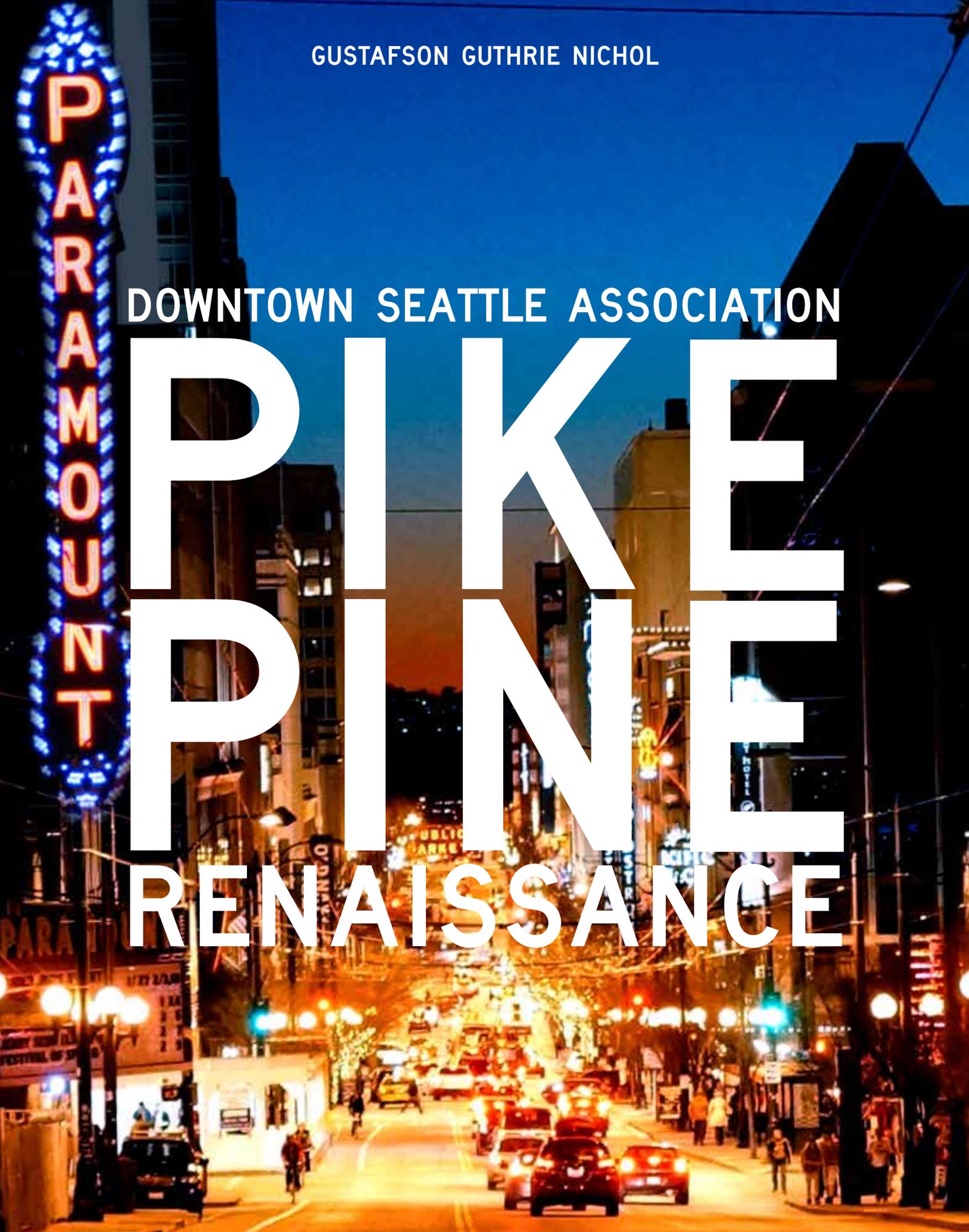


GUSTAFSON GUTHRIE NICHOL

DOWNTOWN SEATTLE ASSOCIATION

# PIKE PINE RENAISSANCE





February 2014

# Pike-Pine Renaissance

## Streetscape Design Vision

Pike-Pine.org

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Downtown Seattle Association  
DowntownSeattle.com

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Urban Design Consulting  
Framework  
weareframework.com

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*Vision:*

*To move Downtown incrementally toward higher quality, more consistent pedestrian space through upgraded standards for sidewalks and intersections.*

# Foreword

Downtown Seattle Association

The Pike-Pine area is at the heart of Downtown Seattle’s urban core, and the larger central business district. This area is one of Seattle’s most heavily trafficked, attracting millions each year to its numerous retailers, restaurants, arts and cultural venues. It’s also the region’s largest employment and transit center with more than 50,000 commuters arriving for work each day along Third Avenue and in the transit tunnel.

Over the past decade this area has experienced increased competition – particularly in the retail sector – and visible streetscape deterioration. In response, the Downtown Seattle Association (DSA) 2010-2015 Strategic Plan identifies the renaissance of the Pike-Pine corridor and its surrounding business area – as well as its pedestrian experience – as a key priority.

DSA believes the Pike-Pine area should be the best urban experience in the country connecting the Waterfront to the Pike Place Market, Retail Core, Convention Center and our cultural attractions. Yet the area’s last major upgrade was almost two decades ago with the new Nordstrom flagship store, Pacific Place, and a host of other exciting shops, restaurants and entertainment venues. DSA is working with public and private interests to spur new investment and bring another infusion of energy. Convened in late 2012, DSA’s Pike-Pine Task Force of private and public stakeholders developed a strategic assessment of the issues and guided this Streetscape Design Vision, as well as companion products including a Design Manual, Funding Recommendations and Action Strategy, Implementation Study, Retail Strategy, and Inventory of Existing Conditions.



## Project Scope

The study area includes much of Downtown Seattle’s central business district, generally from Elliott Bay to I-5, and from Seneca to Virginia Streets (pink shaded area), with emphasis on the Pike-Pine corridor from 1st Avenue to Interstate 5.

# Introduction

Gustafson Guthrie Nichol



Initial Concept Thumbnails

## A Big Plan of Small Details

The core product of this project is a series of specific, standard sidewalk details that will enable property owners to match each other's work and maintenance practices as they complete repairs or replacements of their sidewalks, over time. The outcome will be streets that regain the simple consistency of a greater urban realm, provide grander gestures and views, and are easier to maintain.

## Dramatic Hill Streets and Lush Grand Avenues

A second, larger product embedded in this "plan of details" is an urban design for the downtown core – to be incrementally realized as the standards are followed block-by-block – which leverages Seattle's innate physical assets. It is unique for a major American city to have the dramatic topography, dense amenities, and bold views of wilderness that Seattle enjoys. The strategically organized details that we propose for Seattle's view-charged, asymmetrical "Hill Streets" and forested, symmetrical "Grand Avenues" will reveal and contrast these only-in-Seattle views and assets.

With a few simple moves, using modest and traditional materials and augmenting our existing street conditions, we can greatly clarify one of the world's most beautiful and interesting places in which to live, work, shop, play, or visit.

## America's Best Walking City

A final facet of our product is the proposal of a deeper, bolder step toward the future: intersections that put pedestrians first and recommendations for additional traffic-slowing policies. This project offers far more than a chance to repair and clarify the physical details in our neglected walking environment in downtown Seattle. The Pike-Pine Renaissance presents our generation's opportunity to reclaim and leverage what could be our city's greatest public asset – our streets. With this window of opportunity to reset our vision for a coordinated public environment, we also have the chance to take the next step forward as world leaders in intelligent, healthy-city design.

After several decades of enduring hazardous, machine-dominated streets, the public ground of our cities is being rediscovered as the primary asset that defines an urban neighborhood as a desirable place to live and work. As a city with a heritage of front-line technical innovations and forward-thinking policy moves, it is natural for Seattle – and particularly its iconic downtown core – to lead the change afoot in the world’s great cities and to be among the first to boldly reclaim streets as places for local, daily life.

This plan proposes a best-practice crosswalk design that does not require pedestrians to step down into a high-speed roadbed to get across a street. Sidewalks simply continue across intersections. The goal is to strongly reinforce to our visitors and residents that Seattle treats our pedestrians extraordinarily well and that we have earned our reputation for offering an unparalleled quality of healthy, daily life.

The future of urban streets is in putting the pedestrian first and reclaiming streets as local places for everyone to safely and pleasurably conduct daily life. The urban neighborhoods that are in the forefront of restoring this thousands-of-years-old function to their streets are already drawing the most mobile and forward-thinking residents and companies. Seattle is simply continuing its role as a technically and socially progressive, internationally competitive city by making a boldly pedestrian-focused environment in its downtown core.

# **A HISTORY OF BIG CHANGES**

A look at Pike Street through the years

# 2013

## View east on Pike Street from 1st Avenue



Pike Street from 1st Avenue

Looking east on Pike Street from 1st Avenue today. The following series of historical photographs is taken from the same viewpoint.

# 1899

The street is a utilitarian space between buildings



Pike Street from 1st Avenue

At the turn of the last century, the legacy of Seattle's "wild west" streets – mismatched porches, canopies, and boardwalks – is visible, even as sidewalks are becoming more continuous and street edges are becoming civic spaces rather than a series of individual porches.

# 1936

The street is the grand center of daily life



Pike Street from 1st Avenue

Pike Street is a vibrant, big-city street promoting local access to the stores along the sidewalks. The street has a simple symmetry that frames grand views. It is a two-sided 'room' for pedestrians, full of texture and details in the facades, which are designed to engage people. Streetcars stop in the center of the street.

# 1963

From local access to regional traffic flow



Pike Street from 1st Avenue

In the 1950s and 1960s, many streets changed from spaces for two-sided, local access into one-way corridors for regional traffic flow. Pedestrian access to stores and the ability to freely move across the street were sacrificed for the optimization of traffic flow to I-5. Sidewalks became isolated, noisy, diminutive corridors rather than rich edges of a two-sided shopping environment.

# 1988

## Residential-scale traffic mitigation



After several decades of challenges in trying to combine freeway-focused traffic engineering with intimate and bustling downtown streets, people thought downtown could be more attractive if it resembled a residential or suburban landscape. Curb bulbs helped make streets more intimate, but residential-garden scaled trees created visual barriers in the street rather than a high canopy.

# 2014



Pike Street from 1st Avenue

Our streets have been through many radical changes during Seattle's short history. They continue to evolve with the demands and aspirations of the city. What will the future streets of Seattle look and feel like?

**IT'S TIME FOR THE NEXT  
BIG CHANGE**

# THE LIGHT LAYER

[street life]

# THE MIDDLE LAYER

[paving & furnishing]

# THE DEEP LAYER

[walkable, multimodal right-of-way]

# Not just fancy paving: Vibrant streets have 3 layers

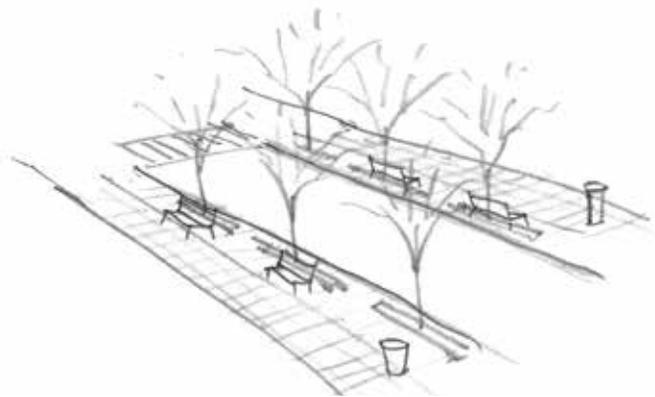
## The Light Layer

The Light Layer of a great street consists of the ever-changing street life that occupies the physical space. It is the non-permanent, "above the surface" life that thrives in the world's most walkable neighborhoods. People, activities, and ephemeral installations are what make our streets vibrant and memorable. The Light Layer allows timeless streets to adapt to seasons and trends in culture.



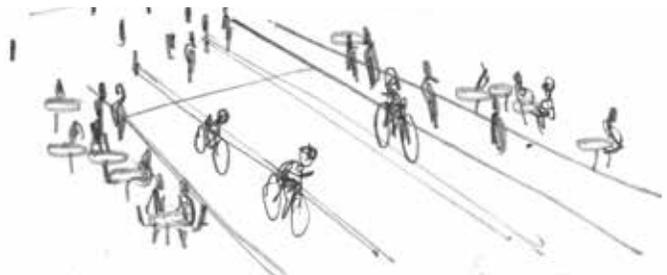
## The Middle Layer

The Middle Layer is composed of the pavement and fixed furnishings that are traditionally part of streetscape design. There's a place in our public streets for things that feel exciting and trendy (see Light Layer), but it isn't in long-term investments like the sidewalk paving. Consistent and simple paving will create a timeless, high-quality, and neutral stage for the events and activities that make streets interesting and lively.



## The Deep Layer

The Deep Layer, like the Light Layer, is essential in creating a truly great street, but it has little to do with aesthetics. It is the fundamental allocation of the right-of-way space among pedestrians, transit, bicycles, trucks and cars. Today's great streets implement 'Paint and Policy' changes that can be inexpensive to install, but have a huge impact on how frequently and comfortably people use and experience the street.





# THE LIGHT LAYER

[street life]

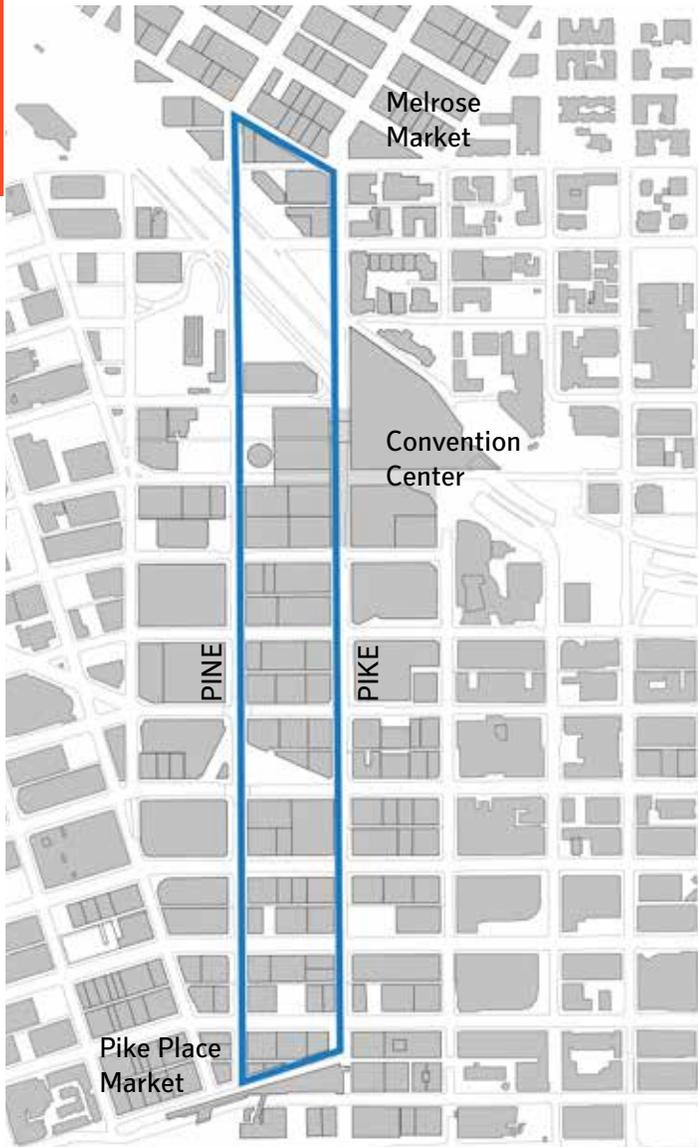


1

# "Market-to-Market" Scramble

LIGHT

MIDDLE



DEEP

The Market-to-Market Scramble is a festival and fun run on Pike and Pine Streets between Pike Place Market and Melrose Market. It helps bridge the I-5 gap and brings together the hip, fun energy of Capitol Hill's Pike-Pine neighborhood with the historic richness and grandeur of the adjacent core and Pike Place Market.

# Why?

Celebrate how close and walkable our city's central assets are, from east to west.



Above: Nordstrom flagship store on Pine Street  
Below: Nordstrom fashion photo shoot at Melrose Market

LIGHT

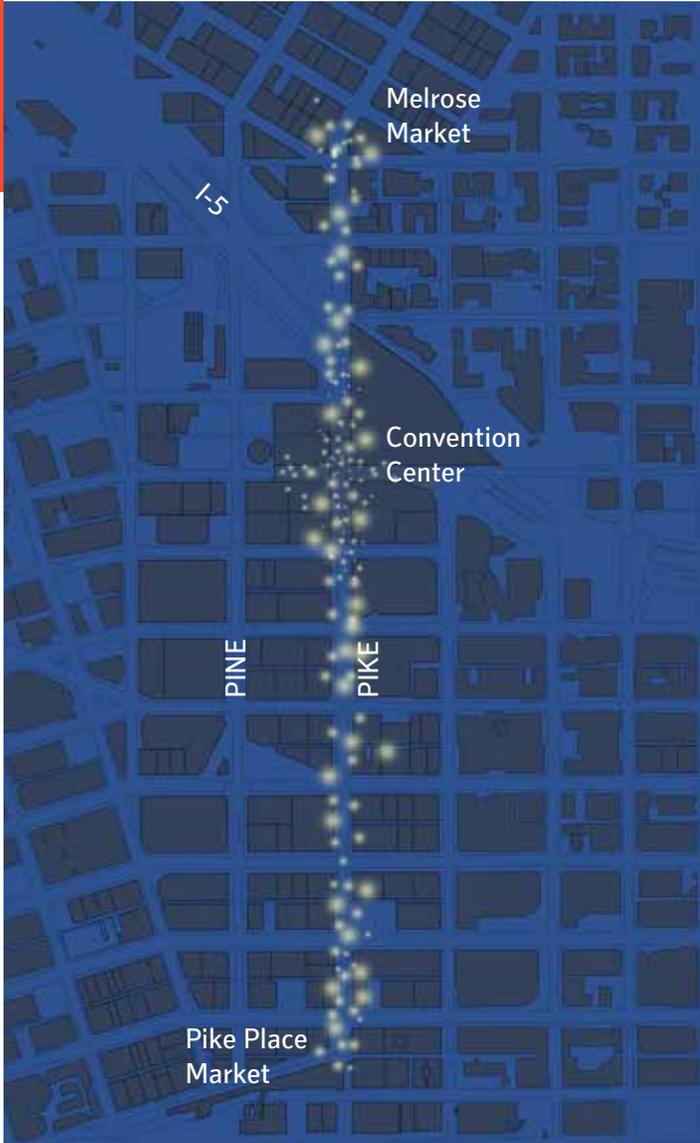
MIDDLE

DEEP

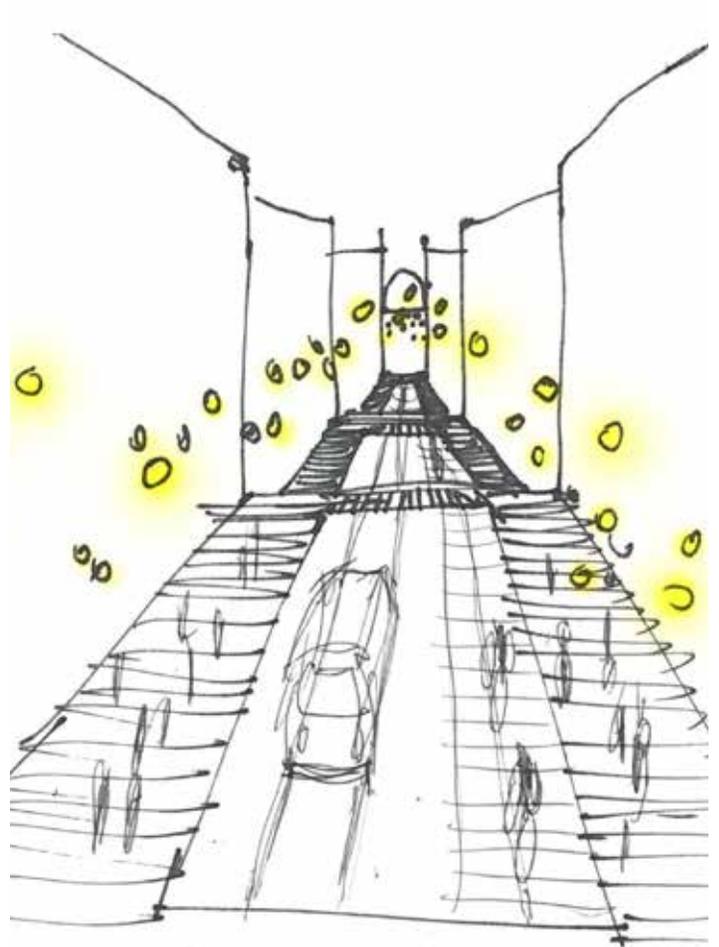
2

## Pike Street Light Installation

LIGHT



MIDDLE



DEEP

Take advantage of Seattle's dark winter evenings with a wintertime sparkling, cable-suspended 'cloud trail' of lights that draw people and views up and down the hill. The light installation celebrates the walkable, enjoyable central connection between the waterfront and Capitol Hill, through the heart of downtown. This emphasis also mitigates the blank zone of I-5 and the Convention Center by continuing through and beyond the underpass and overpass.

# Why?

Make an event of this central connection through the heart of downtown. Add seasonal magic that defies “the gap” of I-5 and the Convention Center.



LIGHT

MIDDLE

DEEP

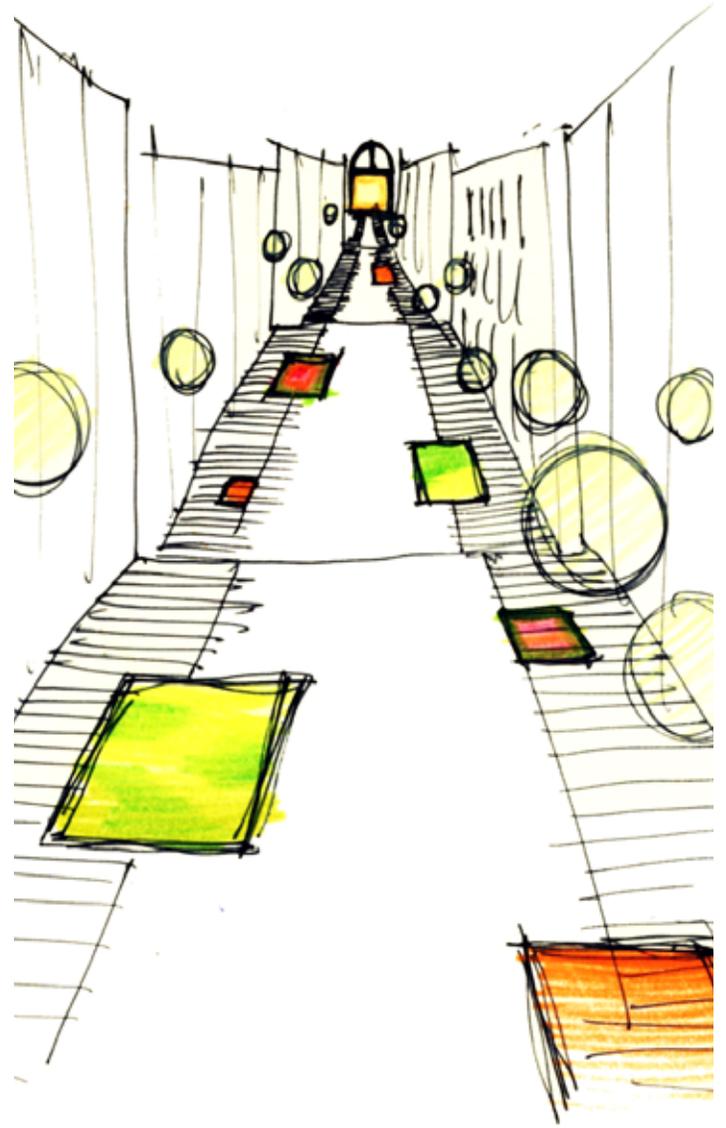
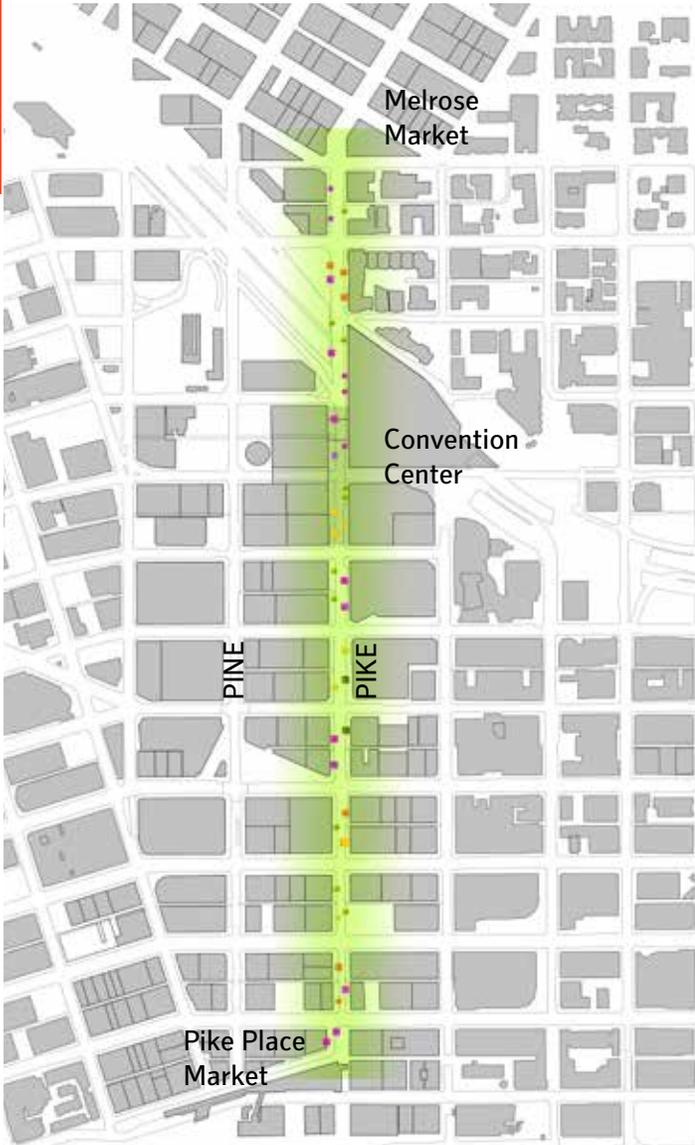
3

## Pike Street Garden Festival and Competition

LIGHT

MIDDLE

DEEP



Celebrate the fabulous gardening culture of Seattle with competitive Garden Squares on Pike Street. During the garden-design festival, visitors enjoy the gardens, shops, and views along this historic street. This would become an annual event that builds on the energy of Seattle's Northwest Flower and Garden Show, as an outdoor, summer-season counterpart that transforms city space.

# Why?

Make an event of this central connection through the heart of downtown. Create a summertime draw as a counterpart to the winter light installation.



LIGHT

MIDDLE

DEEP



# Why?

Celebrate Seattle as an athletic city. Help guide visitors and residents to connect Downtown's outdoor assets and strengthen the connection from the Waterfront to the core.



Give hotel guests and cruise ship visitors an at-your-door route to explore downtown's new and old assets including the waterfront park, the Pike Place Market, historic retail, Freeway Park, and other attractions.

LIGHT

MIDDLE

DEEP

5

## Playground Installations

LIGHT



MIDDLE



DEEP

Compared to other neighborhoods, Downtown has a shortage of activities for kids and families, but the number of families downtown is growing, and a new elementary school is being discussed. Retain more families in the neighborhood by creating more outdoor play spaces. Play opportunities could range from full, permanent playgrounds to more temporary and seasonal installations, like the one recently installed in Westlake Park.

# Why?

Address the desire of today's young urban workforce for a walkable and kid-friendly place to raise children.



Walkable streets, attractions for kids, and neighborhood playgrounds are necessary to enhance Downtown as a great place to live and raise children.

LIGHT

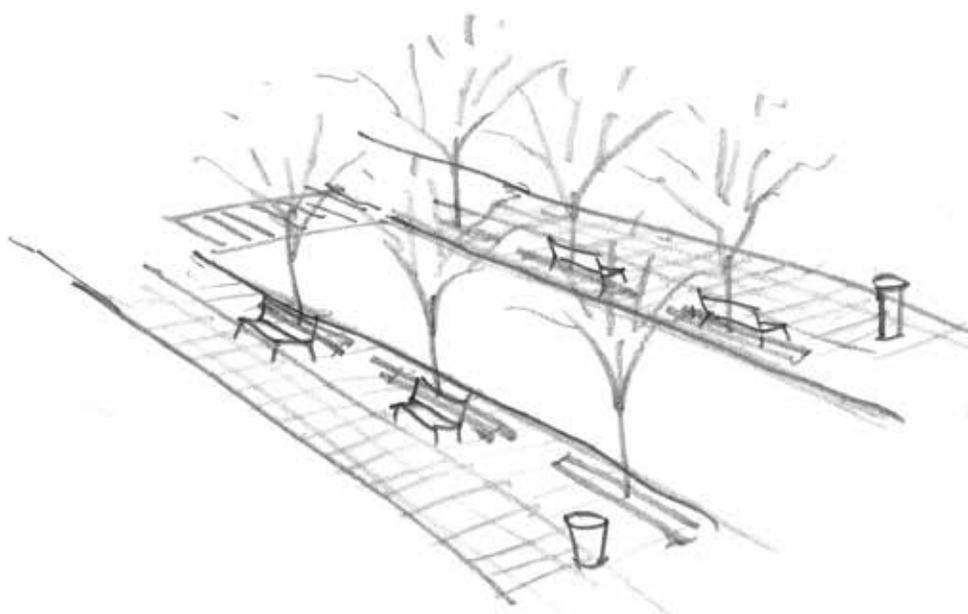
MIDDLE

DEEP



# THE MIDDLE LAYER

[paving & furnishing]



# 1

Differentiate Hill Streets from Avenues.  
Make Hill Streets easier to walk. Strengthen the  
Avenues' grandeur while slowing them down.

LIGHT

MIDDLE



Avenues (green)

Seattle's Avenues are relatively level, fast and grand. Barriers – including I-5, Highway 99, and the waterfront-bluff – disconnect Downtown from the waterfront and Capitol Hill. Fast traffic on Avenues contributes to these obstacles to east-west travel.

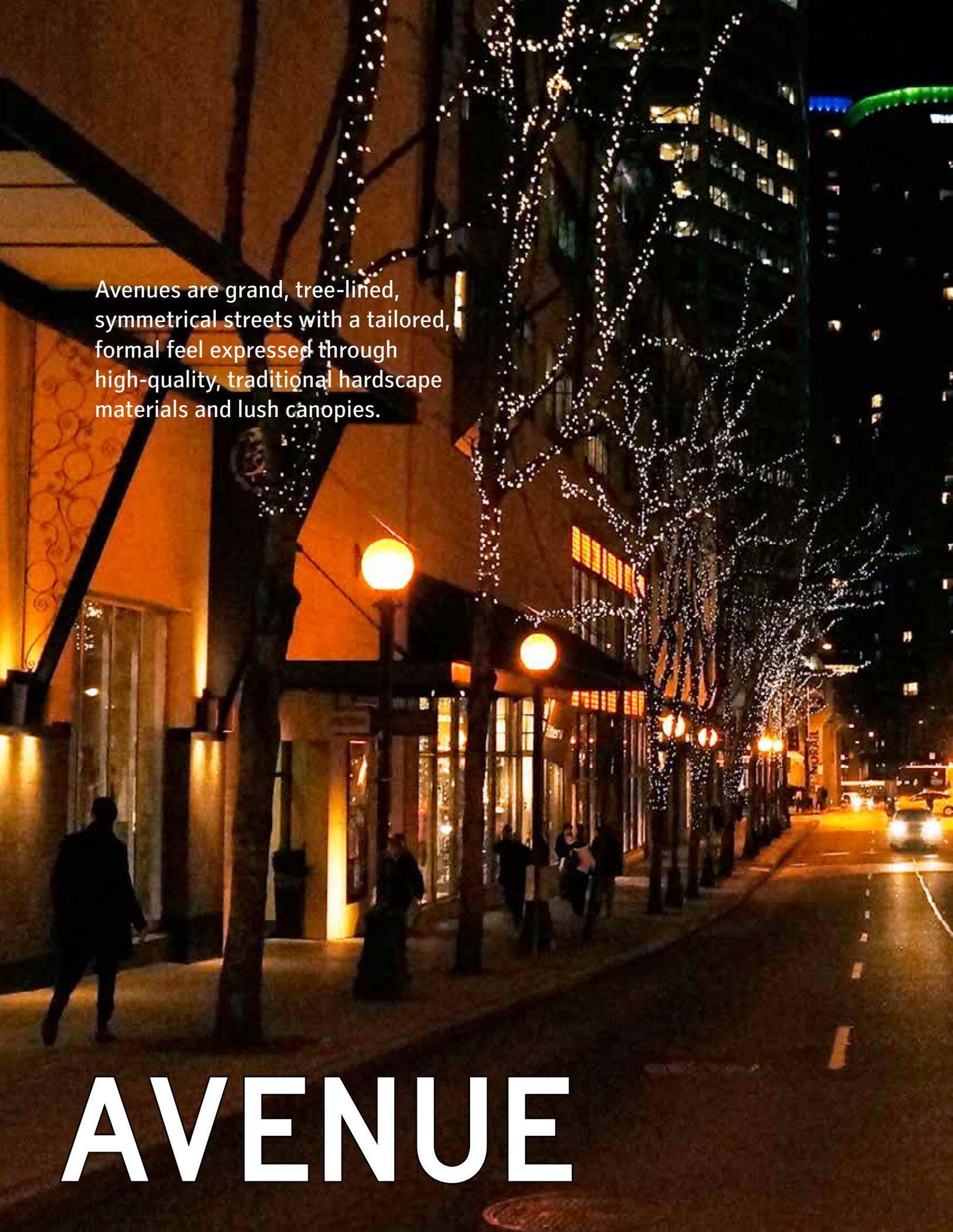
Each Avenue has a slightly distinct character.

Planning is already underway for the Third Avenue Transit Corridor, which will have its own specific design standards.

DEEP



The east-west Hill Streets navigate Seattle's famous slopes, while Avenues run along relatively level ground. Avenues are perceived as difficult and even dangerous to cross, which adds perceived inconvenience to east-west walking. Giving priority to Hill Streets as uninterrupted environments, from hill top to bay, maximizes their connective potential and establishes Avenues as slower, grander spaces.



Avenues are grand, tree-lined, symmetrical streets with a tailored, formal feel expressed through high-quality, traditional hardscape materials and lush canopies.

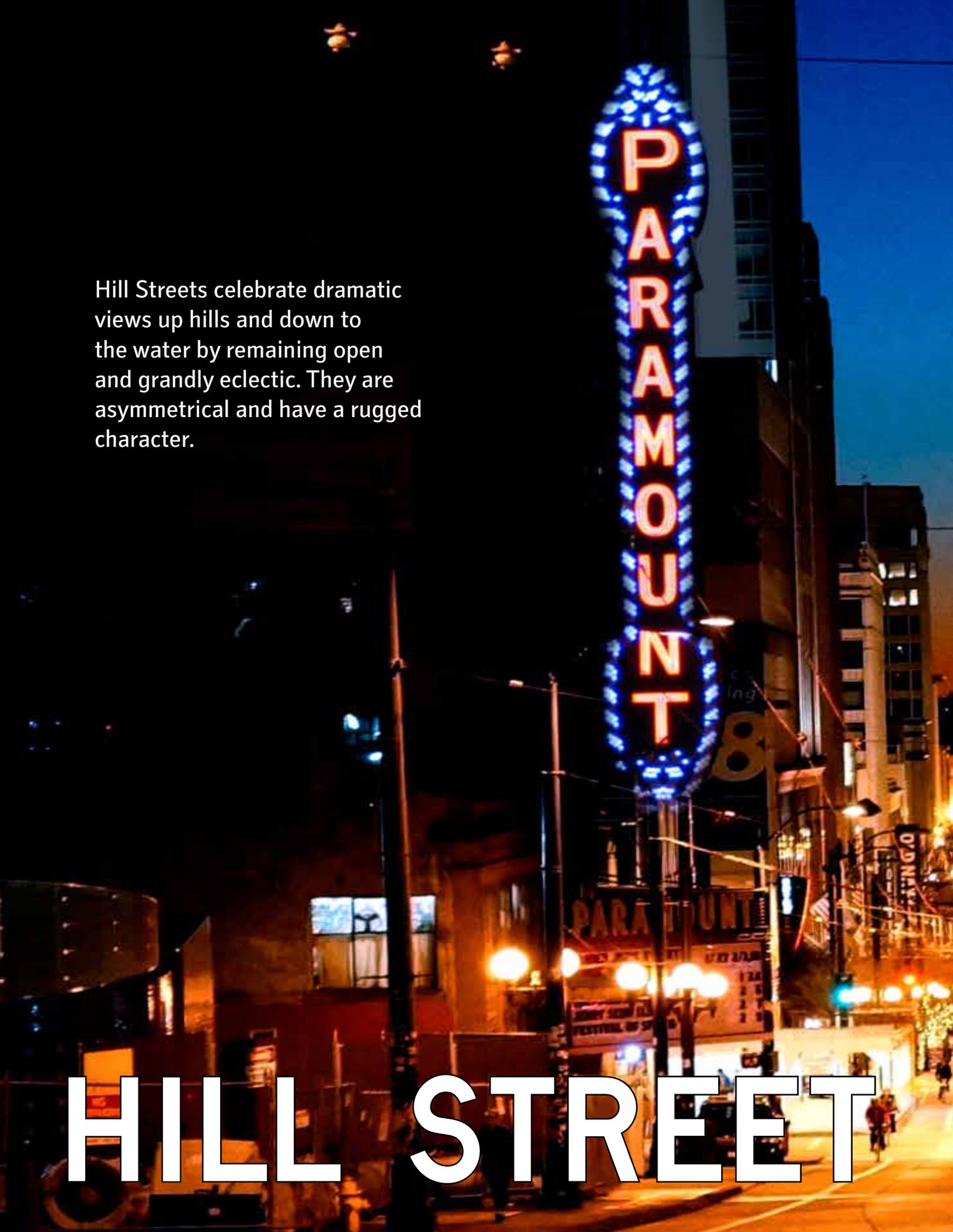
# AVENUE



Hill Streets celebrate dramatic views up hills and down to the water by remaining open and grandly eclectic. They are asymmetrical and have a rugged character.

PARAMOUNT

# HILL STREET





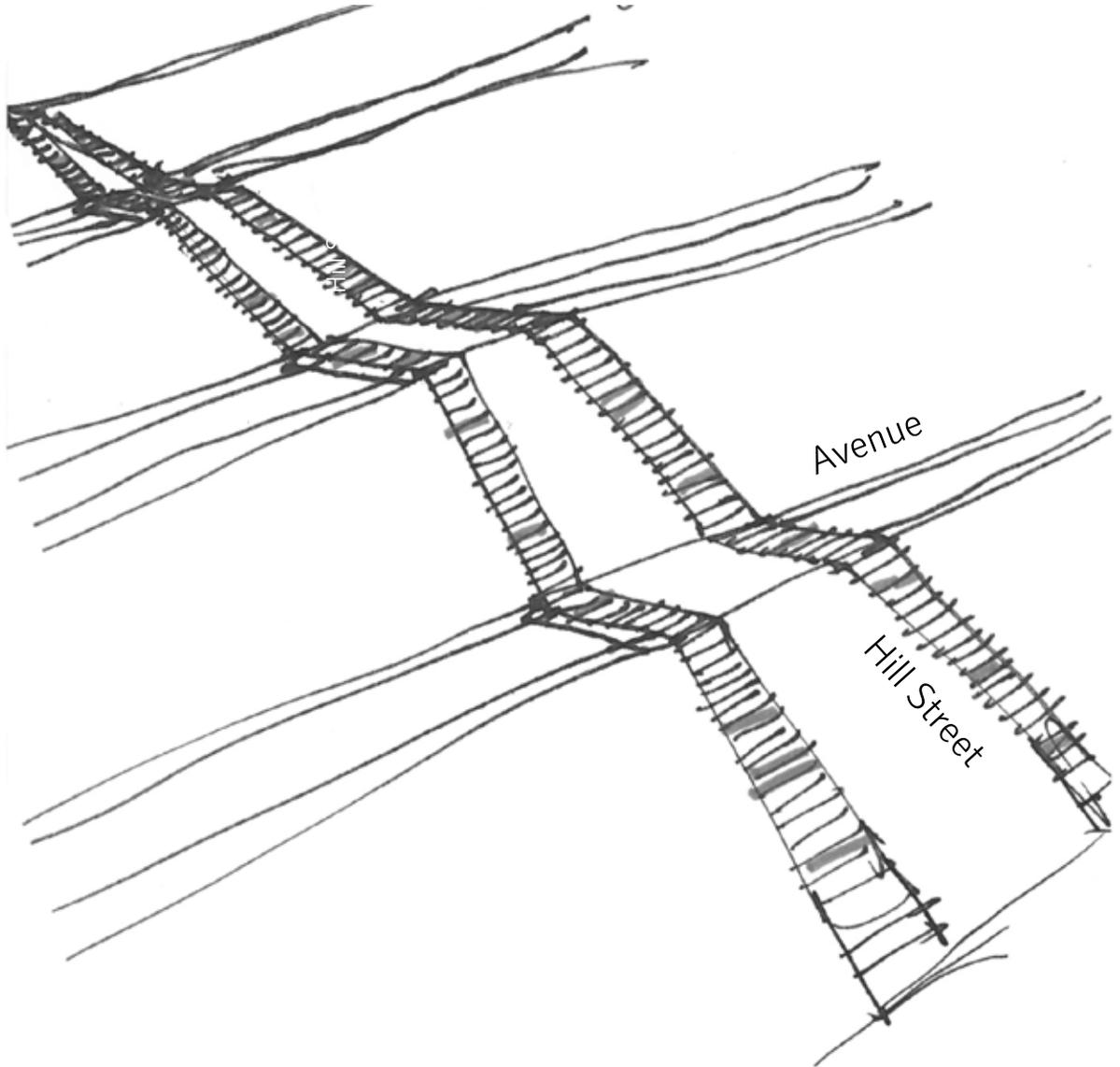
1

## Differentiate Hill Streets from Avenues

LIGHT

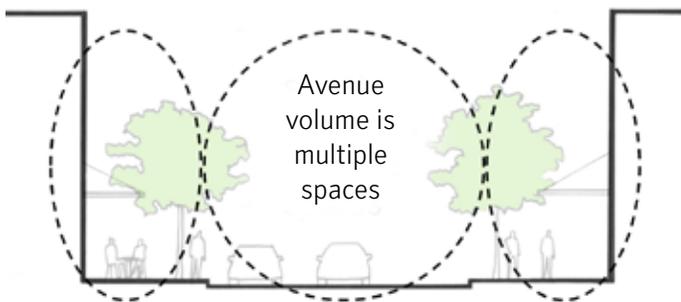
MIDDLE

DEEP

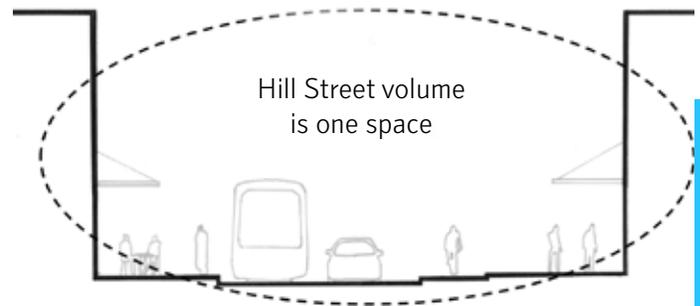


Seattle's historic east-west hill streets can become richly-textured pedestrian routes that 'win' when they cross the faster avenues. This makes the experience of walking up the hill from the waterfront feel safer and more welcoming.

## Avenue Section



## Hill Street Section



Downtown businesses are traditionally oriented towards Avenues because they are more level and easier to walk along than Hill Streets. We envision Avenues with a consistent, high tree canopy that separates the sidewalk space from the roadway while still allowing views to the facades across the street.

The Hill Streets' rugged topography and phenomenal views of the water remind us of Seattle's history and natural context. Our recommendation for the Hill Streets is to emphasize their openness and asymmetry, allow views both across the street and towards the water, and create a sense of the street as one volume.

1

# Differentiate Hill Streets from Avenues

LIGHT

## Planting Plan



MIDDLE

DEEP

# Paving Plan

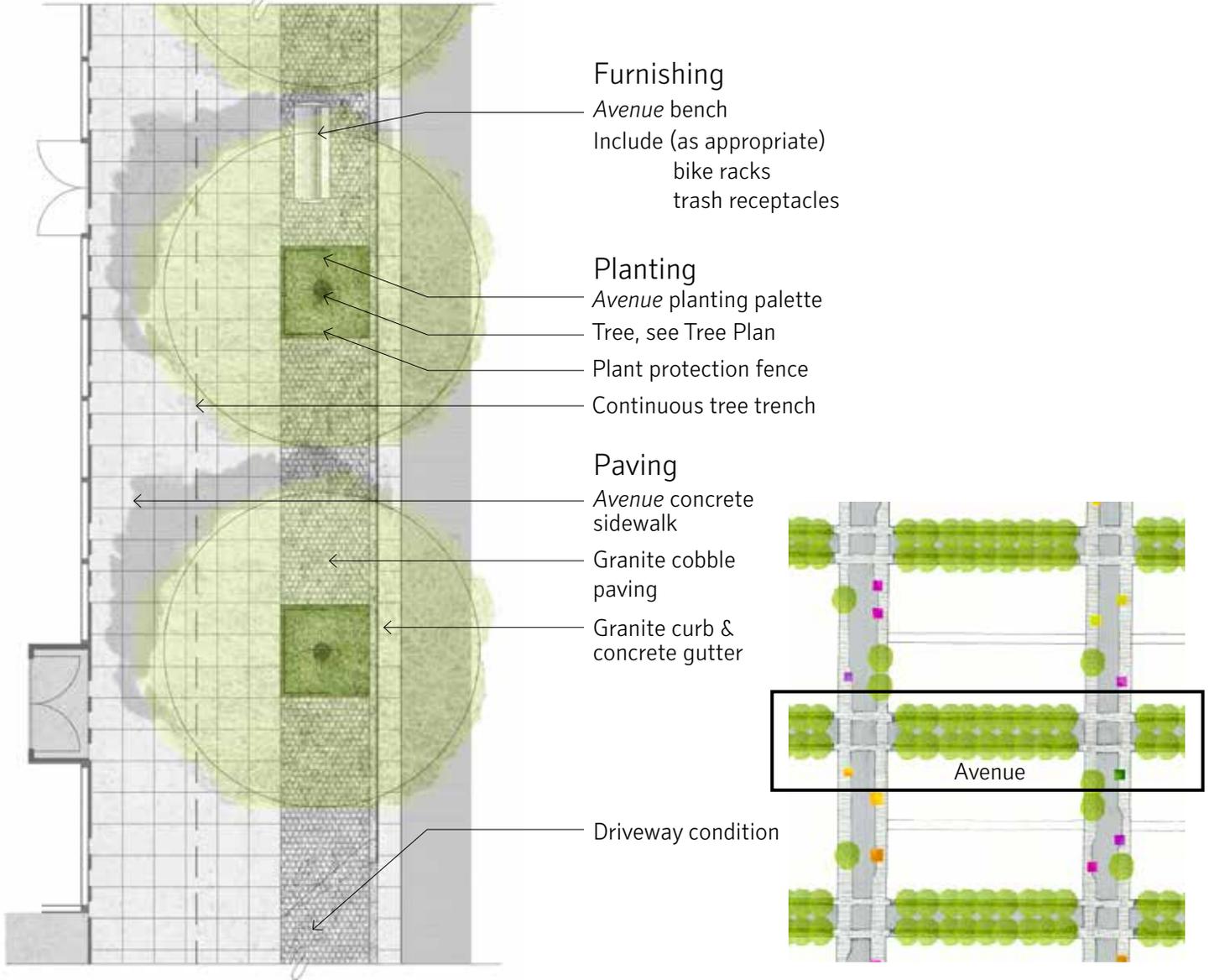


2

Refresh and reinforce the current SDOT standards to distinguish hill streets and avenues.

LIGHT

### An Avenue Sidewalk - symmetrical, strong edges



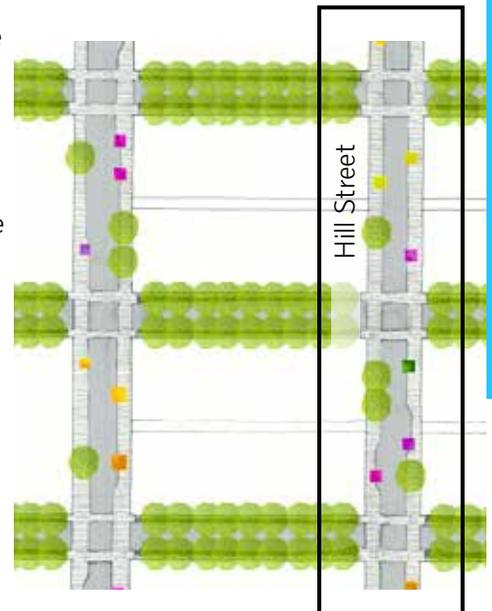
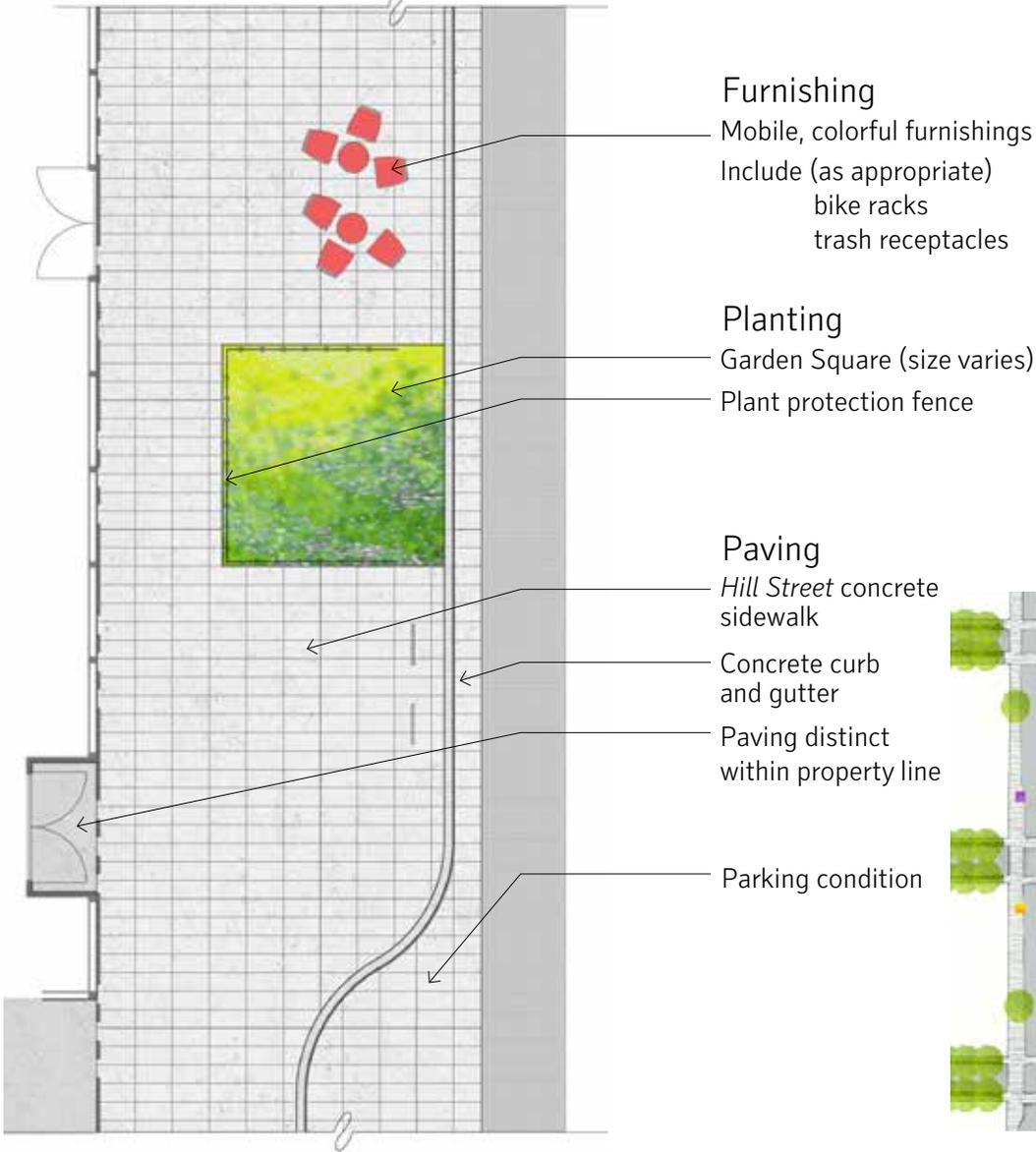
MIDDLE

Avenues are detailed as symmetrical, elegant spaces. Healthy high-canopied trees create an open, leafy feeling, while a granite curb and band of granite cobbles help create a strong edge to the sidewalk and separate the walking space from fast traffic. At the option of adjacent business owners, parking spaces can be converted into 'parklets' with areas for plants and seating.

The Third Avenue Transit Corridor will have its own specific design standards, which are complimentary but distinct from the standard details indicated here.

DEEP

### A Hill Street Sidewalk - asymmetrical, open spaces



Hill Streets are detailed as asymmetrical open spaces. Concrete with a slightly compressed scoring pattern evokes the texture that was historically used to add traction on steep walkways. Garden squares are asymmetrical and opportunistically arranged to add vegetation and interest at the sidewalk level. Some trees are removed to open up views, but occasional specimen trees remain.

# 2

## Limit the palette of materials

LIGHT

Our team has used existing SDOT standards as the basis for our design. We support continued emphasis on these standards, editing out the worn custom pavement and object-clutter on our streets that do not conform to any current or recent city standards.

Details are simple but high-quality in order to encourage stewardship and easier maintenance. When possible, materials and furnishings favor local Seattle design and/or manufacture.

The details are designed to allow for implementation on an owner-by-owner basis over time and blend well with existing standards. They also allow for the possibility of larger installations in focus areas. Options include retrofitting existing sidewalks where the city standard is already in place, rather than replacement. On Avenues, the tree/cobble strips can be installed into existing furnishing zones. On Hill Streets, the extra 'traction' joints can simply be sawcut into existing SDOT standard paving. Please see the *Pike-Pine Renaissance Implementation Study* for more information.

MIDDLE

DEEP

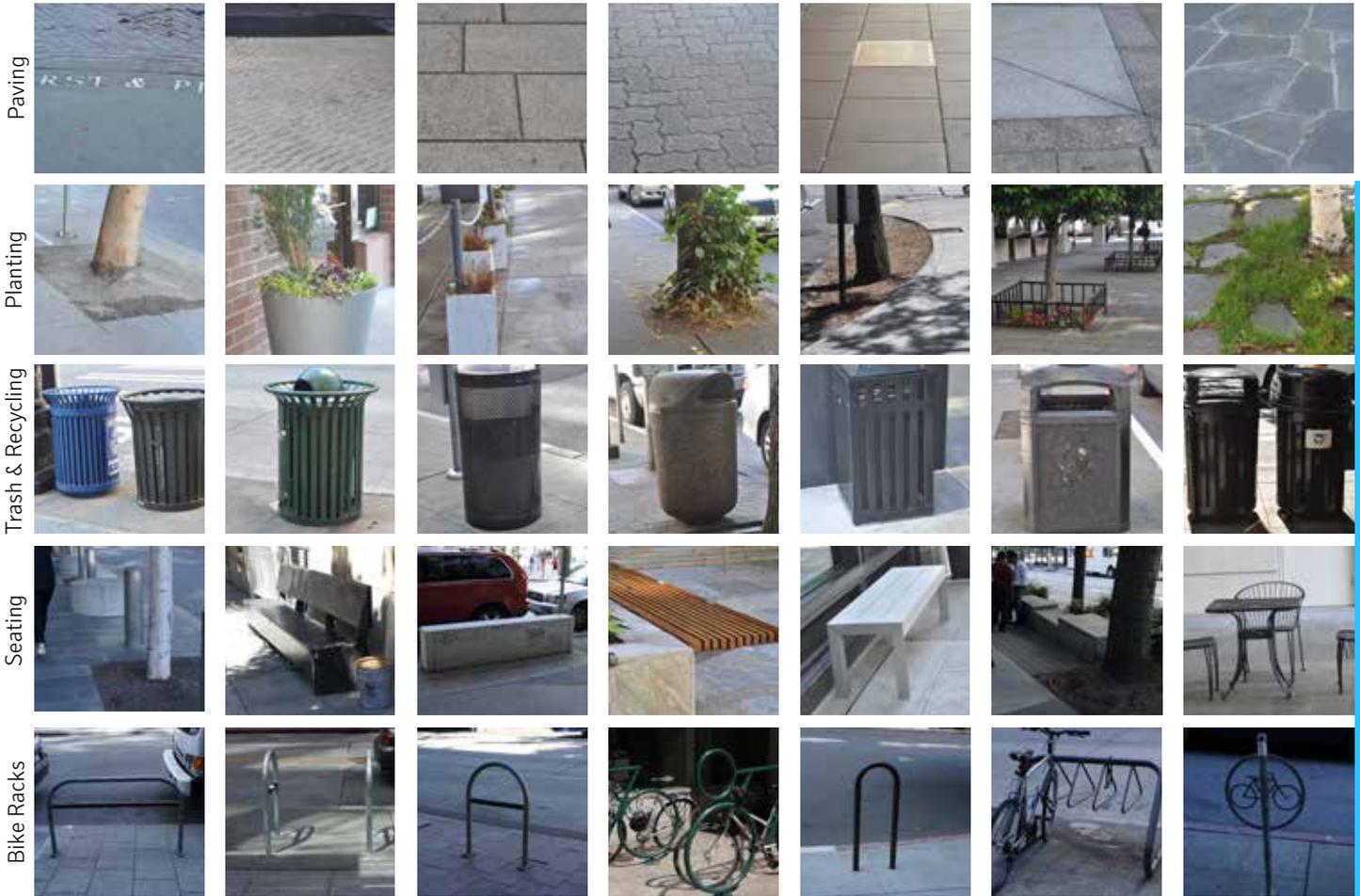
### Proposed Streetscape Palette



# Why?

Greater consistency will improve maintenance and visual quality.

## Existing Streetscape Inventory



LIGHT

MIDDLE

DEEP

3

# Develop a tree master plan

LIGHT

## Proposed Avenue Street Trees



MIDDLE

Our team walked every block of Downtown evaluating the health, quality, and consistency of Avenue tree canopies. This suggestion for a tree master plan builds on existing stretches of healthy canopy trees and identifies species that could be planted along each Avenue as existing trees are replaced in order to achieve better continuity over the long term.

For a more detailed description of the criteria used to develop this plan, please see the *Pike-Pine Renaissance Streetscape Design Manual*. Trees along Hill Streets were not included because a uniform or consistent tree canopy is not desired there; openness, asymmetry and focus on ground gardens are. We recommend evaluating them on a case-by-case basis. For more information on specific block-by-block inventory results, please contact the DSA for a copy of the inventory.

DEEP

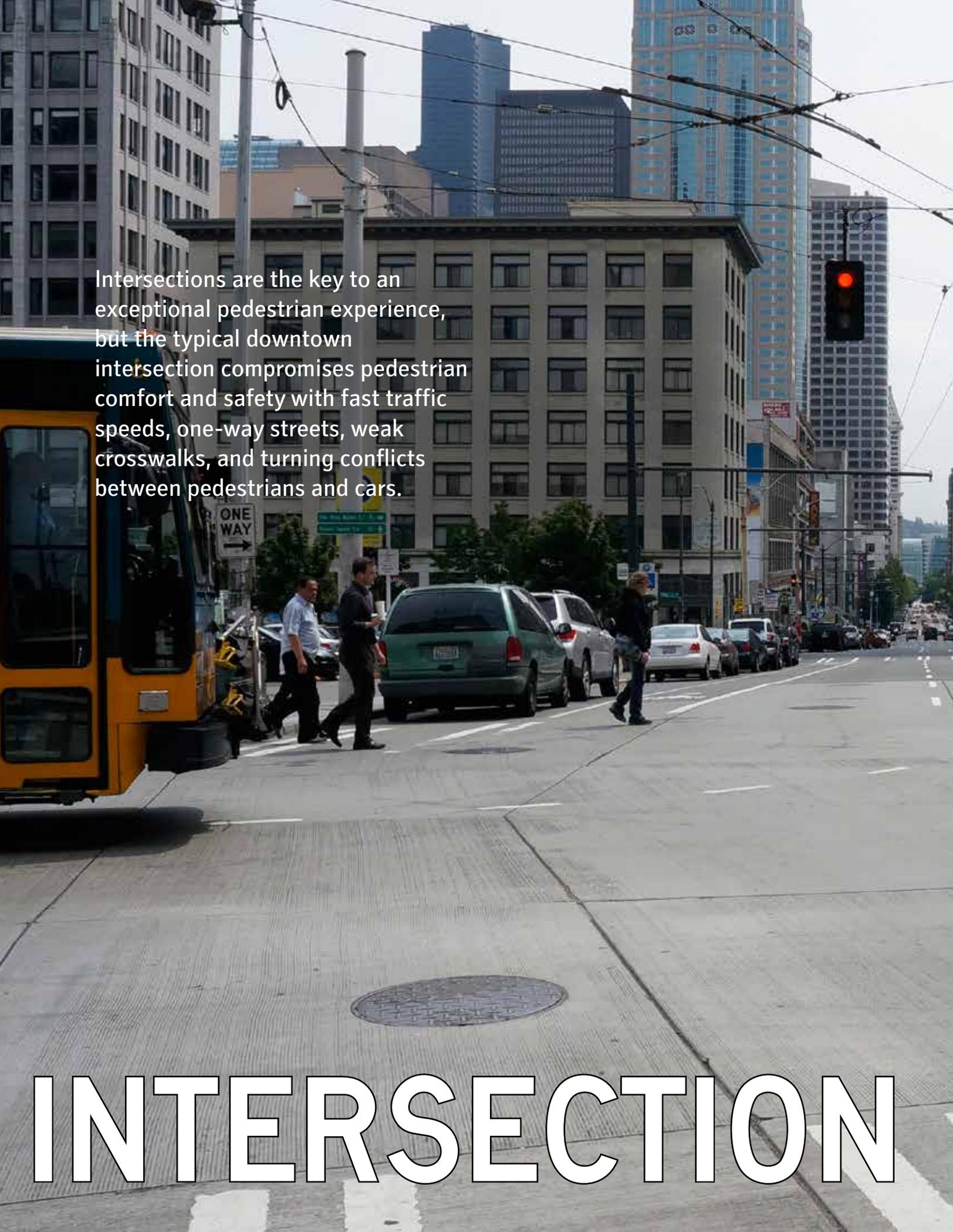
# Why?

Seattle's street trees are spectacularly inconsistent and fragmented.

## Existing Street Tree Inventory



- |                               |                                  |                          |               |                         |
|-------------------------------|----------------------------------|--------------------------|---------------|-------------------------|
| ● Armstrong Freeman Red Maple | ● Columnar Sargent Cherry        | ● Japanese Maple         | ● Pacific Yew | ● Sycamore Maple        |
| ● Autumn Blaze Pear           | ● Common Chinese Zelkova         | ● Katsura                | ● Pear        | ● Village Green Zelkova |
| ● Autumn Flowing Cherry       | ● Crimson King Norway Maple      | ● Little Leaf Linden     | ● Pin Oak     | ● Vine Maple            |
| ● Bowhall Maple               | ● Emerald Queen Norway Maple     | ● London Plane Tree      | ● Red Maple   | ● Winleaf               |
| ● Bristlecone Pine            | ● Ginkgo                         | ● Magnolia               | ● Red Oak     |                         |
| ● Callery Pear                | ● Green Column Black Sugar Maple | ● Mugo Pine              | ● Scarlet Oak |                         |
| ● Chinese Elm                 | ● Greenspire Little Leaf Linden  | ● Norway Maple           | ● Shore Pine  |                         |
| ● Cleveland Norway Maple      | ● Honey Locust                   | ● Norwegian Sunset Maple | ● Sugar Maple |                         |
| ● Columnar Maple              | ● Hybrid Photinia                | ● Pacific Sunset Maple   | ● Sweetgum    |                         |

A photograph of a busy city street intersection. In the foreground, a yellow bus is partially visible on the left. Pedestrians are crossing the street, and a line of cars is stopped at a red traffic light. The background features several tall, modern buildings under a clear sky. The overall scene depicts a typical urban intersection.

Intersections are the key to an exceptional pedestrian experience, but the typical downtown intersection compromises pedestrian comfort and safety with fast traffic speeds, one-way streets, weak crosswalks, and turning conflicts between pedestrians and cars.

# INTERSECTION



WORLD'S MOST REFRESHING  
ENGINEERED FOR

Off The Rack Deli

Stewart St

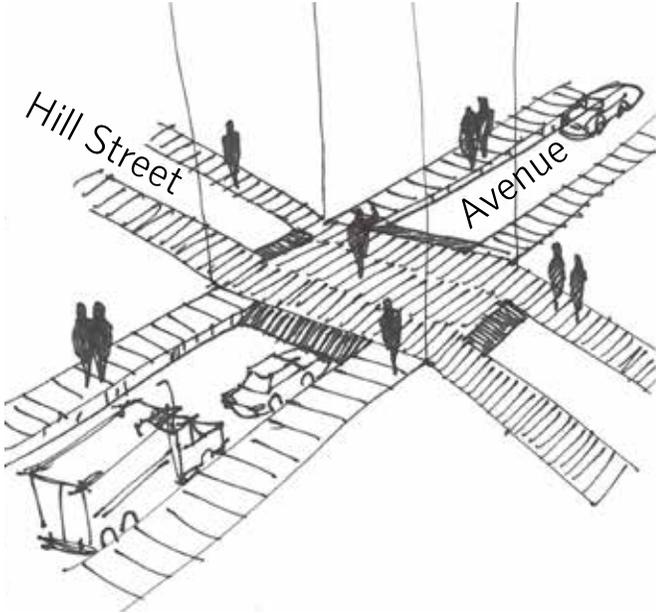
CAFE

4

Prioritize crosswalks as flush extensions of sidewalks, to create an exceptionally comfortable and safe walking experience.

LIGHT

Intersection concept sketch

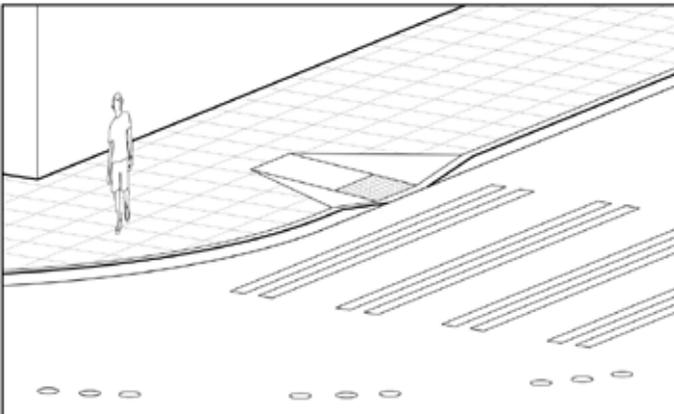


Intersection Plan

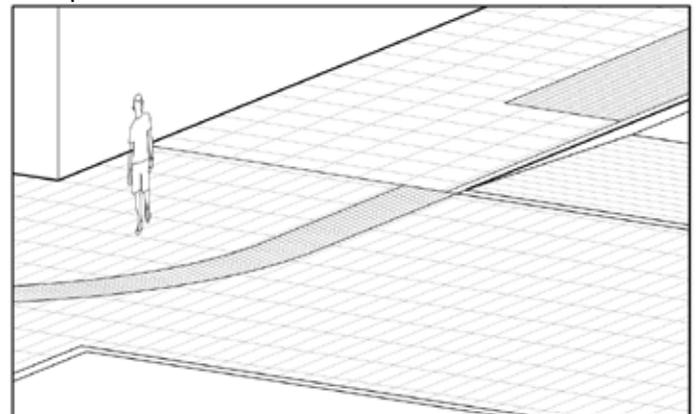


MIDDLE

Current Seattle Standard



Proposed crosswalk flush with sidewalk



Raised intersections carry the sidewalk level and patterning across the roadway and make it clear that pedestrians come first. With progressive streetscape treatments like raised intersections, Downtown Seattle could become nationally-known for its high-quality pedestrian experience and livability for all ages.

The intersection sketch (top left) represents the idealized intersection where the pedestrian crossing is kept at the level of the sidewalk so that people never have to encounter the vulnerable moment of lowering themselves down to roadway level. Cars experience the raised pedestrian crossing as a moment to slow down.

DEEP

# Why?

Existing intersections put people second to cars. Seattle is a city that puts people first, and is one of the world's most livable cities.



Intersections are a critical juncture where multiple modes of transportation overlap and interact. Seattle's conventional intersections privilege cars first, then transit, and lastly, pedestrians.

# 5

## Bright & Clean Alleys

LIGHT

MIDDLE



Alleys between Pike and Pine Streets offer an opportunity to build vibrance along the corridor and strengthen it's cohesiveness from Market to Market. Alleys knit the two streets together by creating additional routes for pedestrians to cut between destinations on either street. We propose simple alley lighting installations like those already being done in Pioneer Square's Post and Nord Alleys.

DEEP

# Why?

Many alleys have a negative presence along the street, but the proven success of Pike Place Market and Post Alley can be expanded, and alleys can become assets.



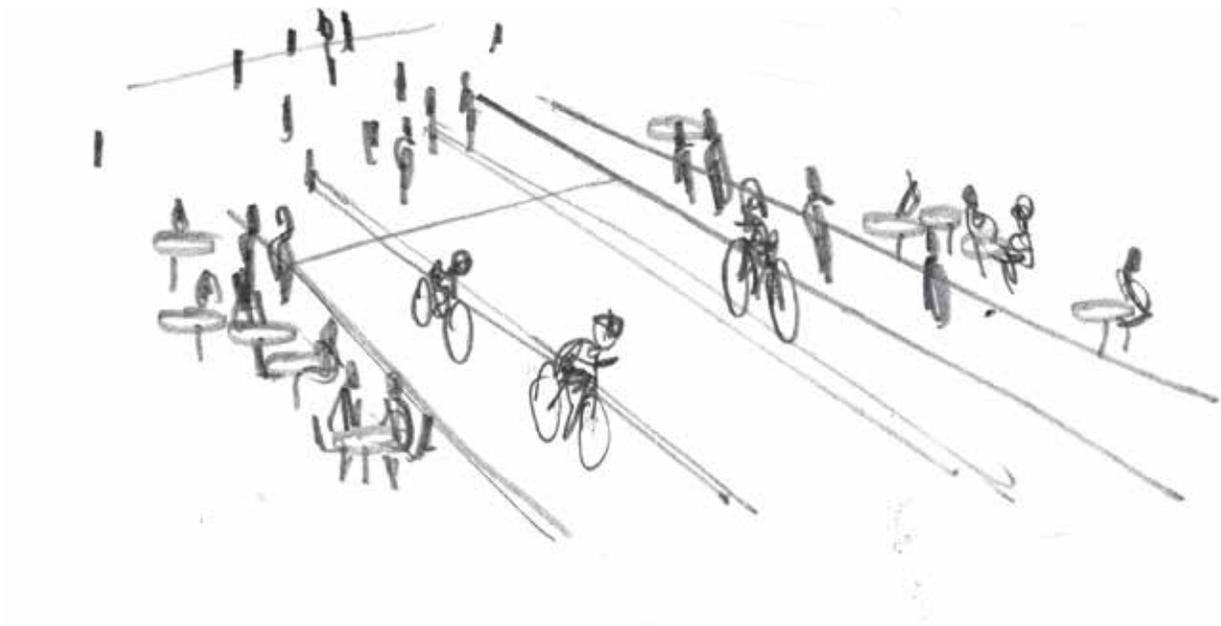
Alley between 6th & 7th on Pine Street

Many Downtown alleys are dirty and unpleasant, creating a moment of discomfort at the middle of each block. Cleaning them up and installing high-impact, but relatively low-cost lighting or art can help turn them into neighborhood assets and leverage the historic fine grain of downtown's core as a feature in a desirable neighborhood.



# THE DEEP LAYER

[walkable, multimodal right-of-way]



## Paint & Policy

### Deep leadership from the heart of Seattle

*Downtown Seattle can become America's Best Urban Experience – a "world's best" destination for healthy urban living, working, and walking – with progressive street policies showcasing the innovation and creativity that powers the region.*

- ① *Prioritize pedestrians within Seattle's complete streets hierarchy*
- ② *Selectively convert one-way streets to two-way*
- ③ *Lower the downtown speed limit*
- ④ *Widen sidewalks where needed*
- ⑤ *Raise crosswalks where possible*
- ⑥ *Implement the bicycle master plan*
- ⑦ *Implement the Center City Connector streetcar*
- ⑧ *Update pedestrian/traffic signals to favor and protect pedestrians*
- ⑨ *Implement the bike-share program*

# Why?

Great streets put people first. Today's mobile professionals and businesses are looking for walkable cities in which to live and work.



The downtown core lags behind competitor neighborhoods in creating a walkable, multimodal neighborhood when it should be leading the way as the heart of the city. Downtown has yet to fully capitalize on its endowment of historic buildings perfectly scaled for vibrant pedestrian retail districts as other historic neighborhoods have done, such as Portland's Pearl District (bottom left) and SoHo, NY (bottom right).

# AN AVENUE BEFORE



2nd Avenue at Pike Street looking north



# AN AVENUE AFTER



2nd Avenue at Pike Street looking north



# AN AVENUE AFTER



native planting

plant protection fence

bike rack

granite curb

parklet

2nd Avenue at Pike Street looking north



facade improvement

addition of trees on avenues to increase shade and canopy

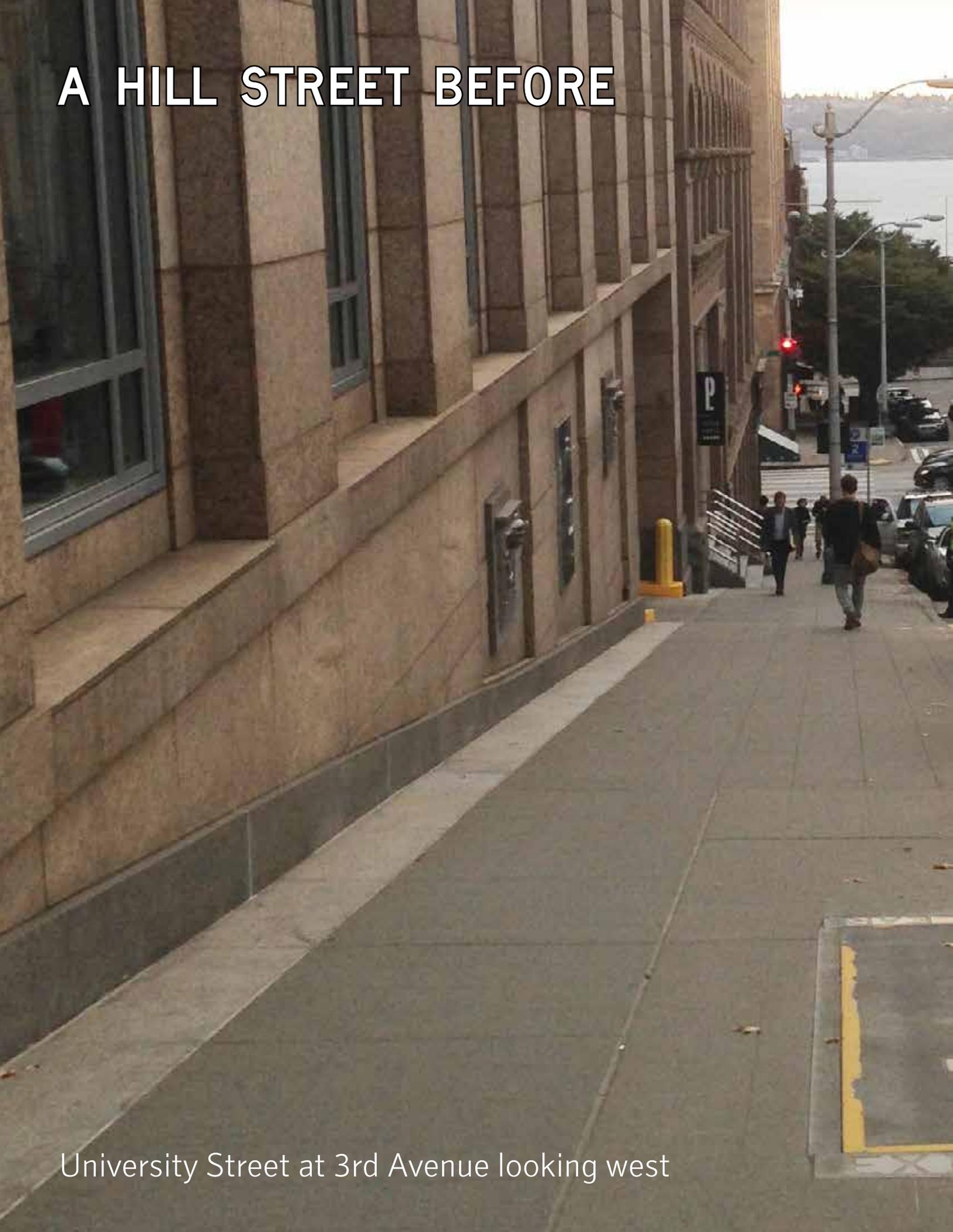
bench with back

continuous tree trench

replace non-standard paving with standard Avenue paving

pervious cobble band

# A HILL STREET BEFORE



University Street at 3rd Avenue looking west



# A HILL STREET AFTER



University Street at 3rd Avenue looking west



# A HILL STREET AFTER

strategic removal of trees on hill streets to open up views

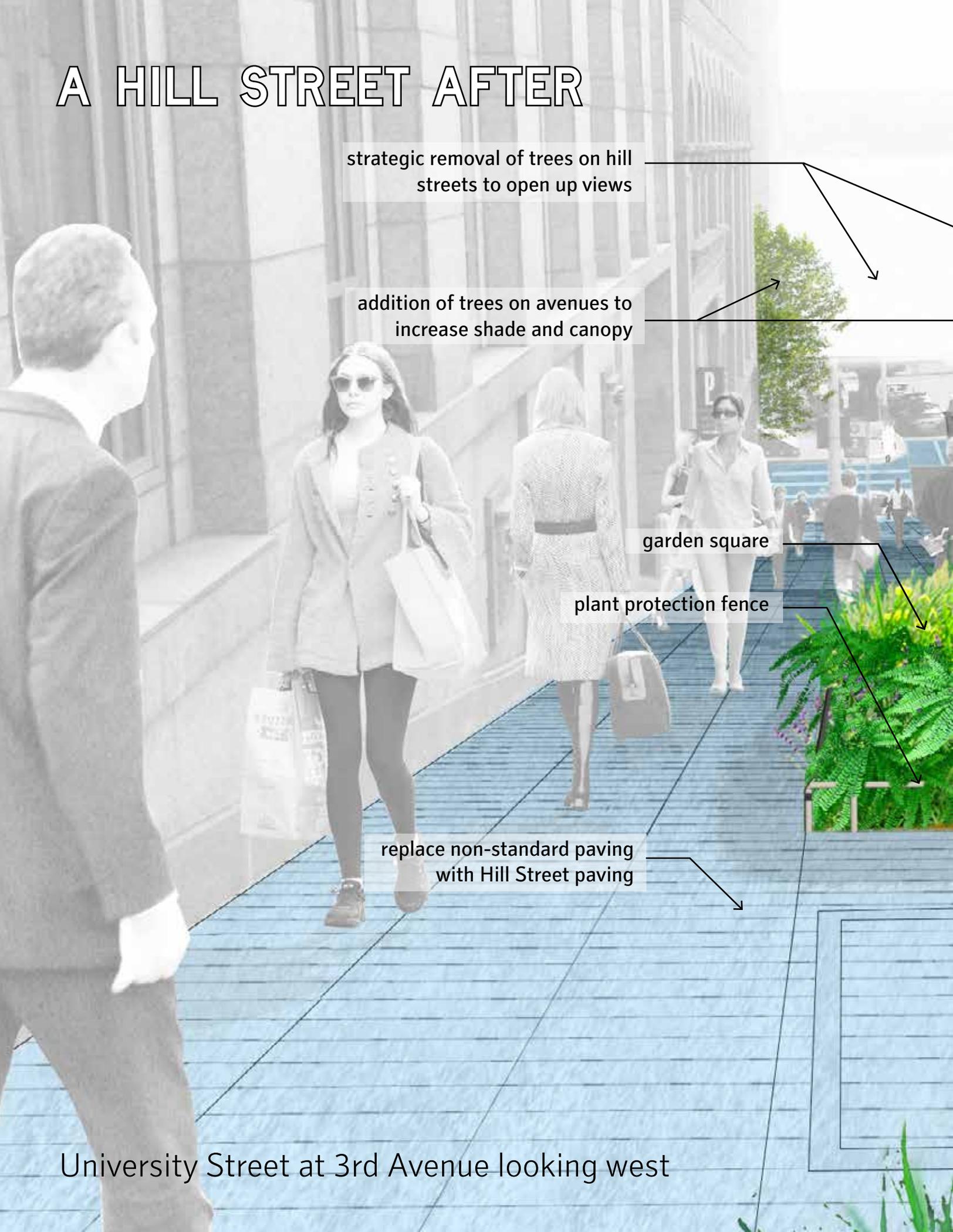
addition of trees on avenues to increase shade and canopy

garden square

plant protection fence

replace non-standard paving with Hill Street paving

University Street at 3rd Avenue looking west





raised intersection

concrete curb & gutter

# AN INTERSECTION BEFORE



2nd Avenue at Stewart looking south



**WORLD'S  
REF  
ENGINEER**

Off The Rack Deli

Stewart

# AN INTERSECTION AFTER



2nd Avenue at Stewart looking south



# AN INTERSECTION AFTER



replace non-standard paving with new Avenue standard paving

detectable warning

2nd Avenue at Stewart looking south

addition of trees on avenues to increase shade and canopy

raised intersection

crosswalk reads as an extension of the sidewalk

# AN INTERSECTION BEFORE



Pine Street at 1st Avenue looking west



PUBLIC  
MARKET

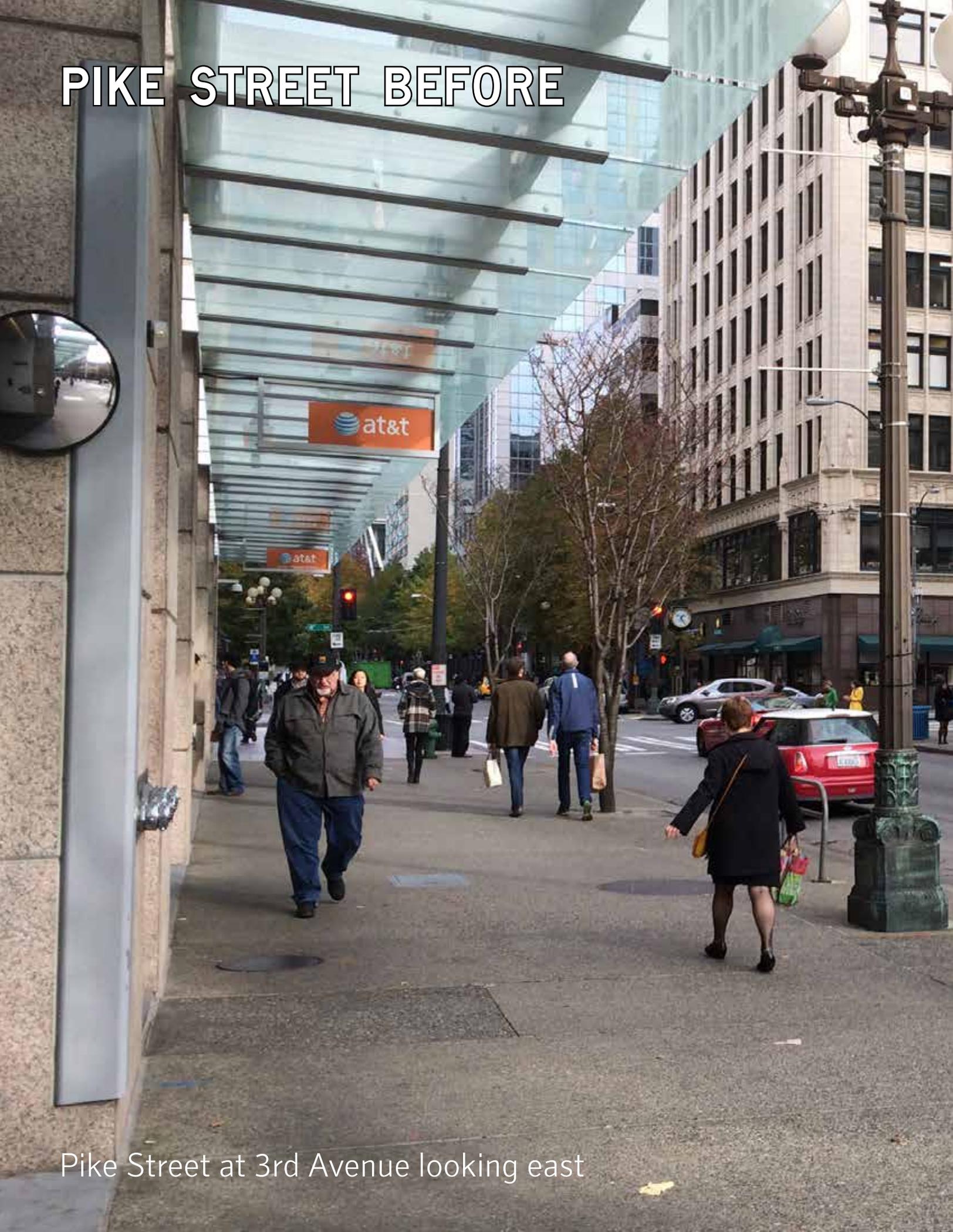
# AN INTERSECTION AFTER



Pine Street at 1st Avenue looking west



# PIKE STREET BEFORE



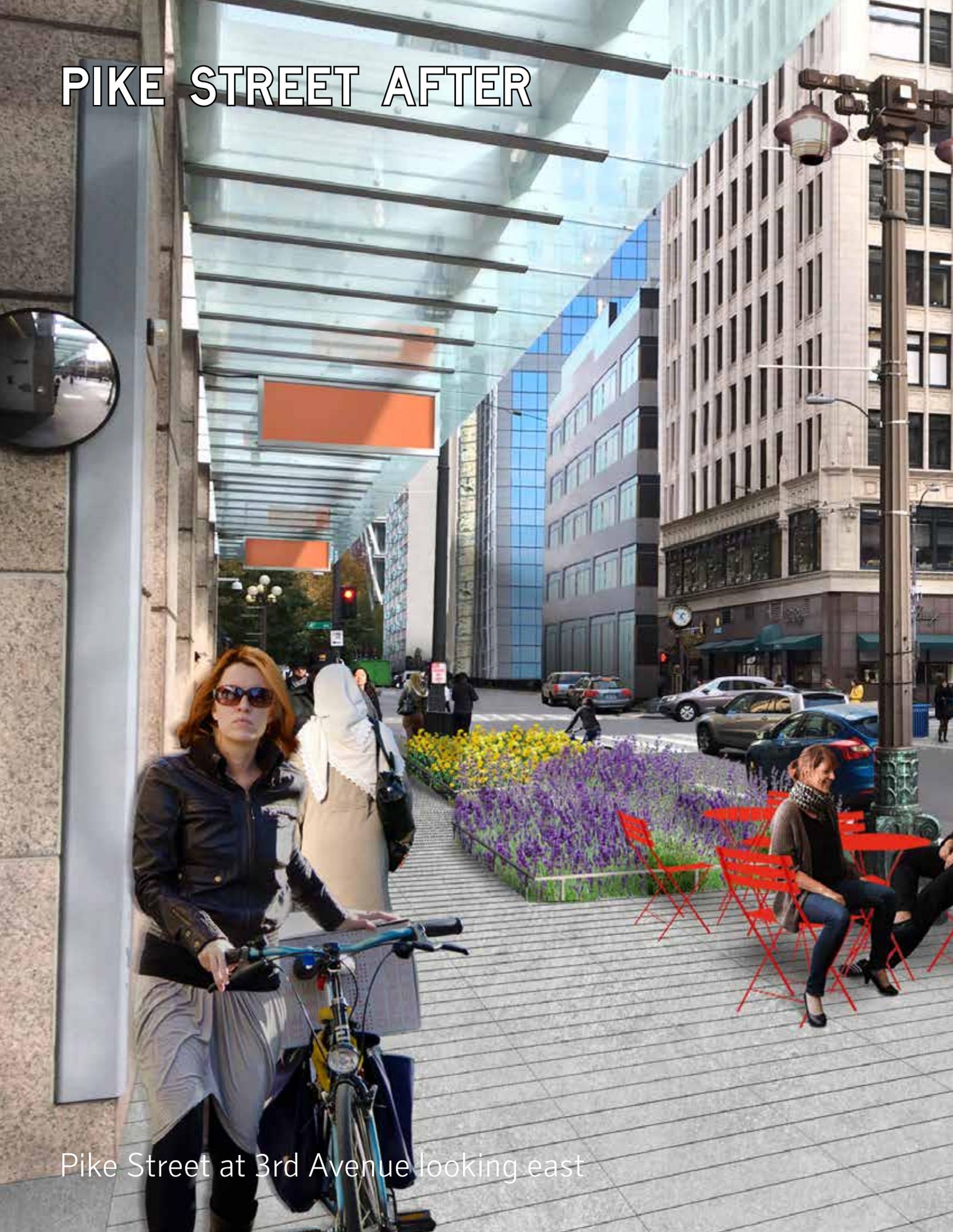
Pike Street at 3rd Avenue looking east



NO  
PARKING  
ANY  
TIME

BOY  
LITTLE  
LITTLE

# PIKE STREET AFTER



Pike Street at 3rd Avenue looking east



**NO  
PARKING  
ANY  
TIME**

**AMT  
BOX**  
**LETTUCE**

# PIKE AND 1<sup>ST</sup> BEFORE



Pike Street at 1st Avenue looking east



GREEN  
TORTOISE  
HOSTEL

SEATTLE  
SEAHAWK

OFFICIALLY LICENSED  
SEAHAWK  
MERCHANDISE

2 for \$10.00  
HATS, T-SHIRTS, SWEATSHIRTS, HOODIES, TANK TOPS, SOCKS, SHIRTS, JEANS, BAGS, SHOES, AND MORE!

WISCONSIN  
UNIVERSITY

SAL  
50

SMILE  
DIA  
50

- 5 Cigarettes
- 1 Cigar
- 1 Candy Bar
- 1 Hard Hat

# PIKE AND 1<sup>ST</sup> AFTER



Pike Street at 1st Avenue looking east



GREEN  
TORTOISE  
HOSTEL

SEATTLE  
SHIRT

OFFICIALLY LICENSED  
SEAHAWK  
MERCHANDISE

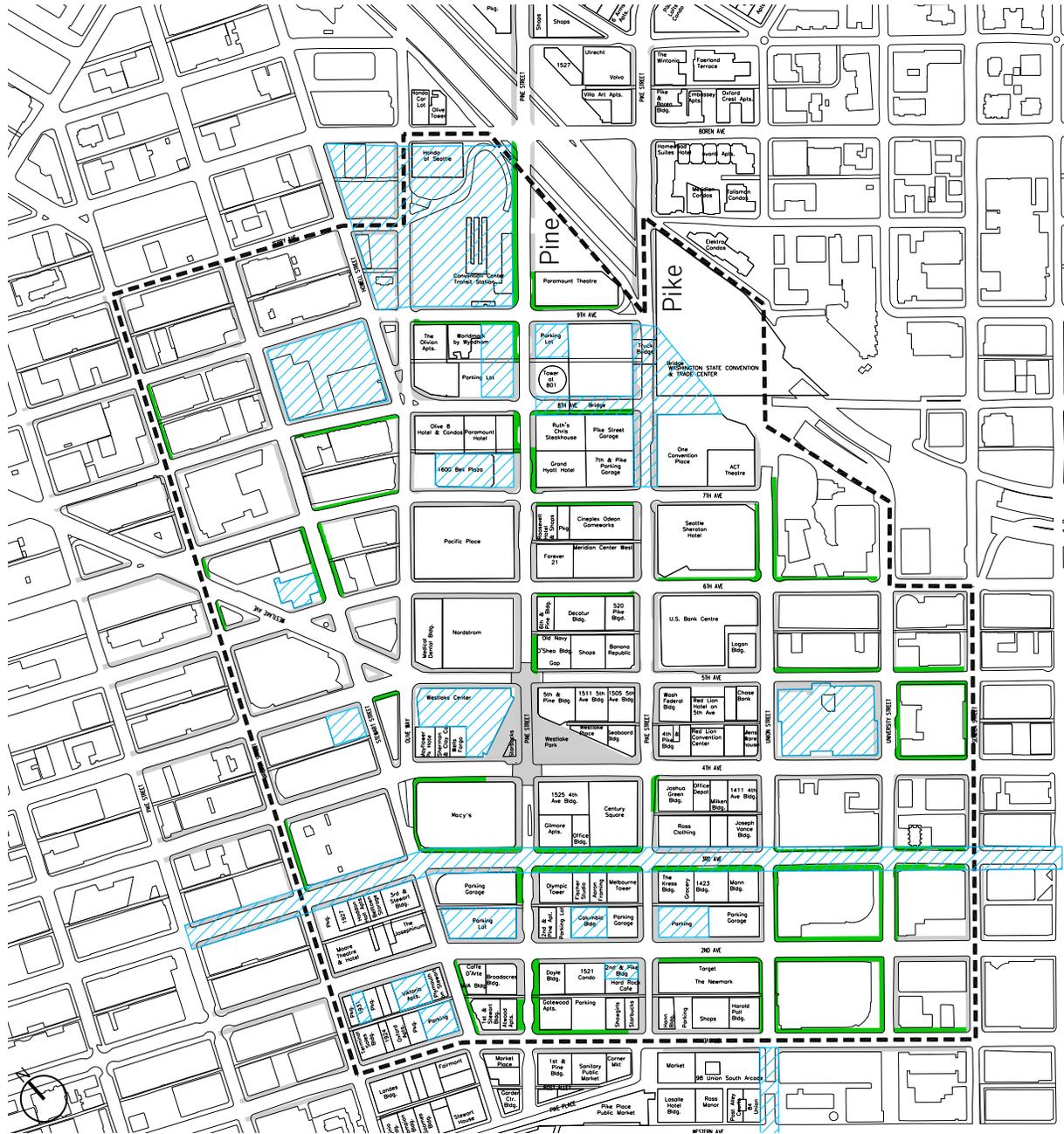
2 for \$10.00



# IMPLEMENTATION

All of downtown's streetscapes cannot be replaced at once.

Sidewalk in good condition that complies with SDOT standards



- 2' x 2' standard sidewalk in good condition
- Projected future development

# How?

Implementation will happen in three ways

- ① Host Light Layer Pike-Pine Events – immediate and on-going.
- ② Opportunistically install sidewalks to new standards concurrent with adjacent development – immediate and on-going.
- ③ Build most-needed sidewalks and intersections into a catalyst project to be implemented in the middle term

Additional information on implementation strategies for the Pike-Pine Renaissance is available in the following documents, which can be requested from the DSA:

*Pike-Pine Corridor Streetscape Improvements Funding Recommendations & Action Strategy*

*Pike-Pine Renaissance Implementation Study*

# About Gustafson Guthrie Nichol

ggnltd.com

Gustafson Guthrie Nichol (GGN) is an internationally recognized landscape architecture firm based in Seattle, Washington. The firm's 30 employees have multi-disciplinary backgrounds in landscape design, architecture, art, engineering, ecology, geography, and archeology. GGN was founded in 1999 by principals Jennifer Guthrie, Kathryn Gustafson, and Shannon Nichol.

GGN's work is highly varied in scale and type, from furniture to master plans. The firm offers specialized experience in designing high-use landscapes in complex, urban contexts.

GGN's Projects include the Bill and Melinda Gates Foundation Campus in Seattle, the Lurie Garden of Millennium Park in Chicago, the Robert and Arlene Kogod Courtyard at the Smithsonian National Portrait Gallery in Washington, DC, and the winning design for the National Mall Design Competition for Union Square.

GGN's designs are derived from a deep understanding of a site's history, ecology, and communities. Gustafson Guthrie Nichol received the Smithsonian's Cooper-Hewitt National Design Award for Landscape Architecture in 2011. Other awards include ASLA National Awards of Excellence, ASLA and AIA Honor Awards for Design, and Tucker Design Awards.

# About the Downtown Seattle Association

[www.DowntownSeattle.com](http://www.DowntownSeattle.com)

The Downtown Seattle Association (DSA) is a non-profit community advocacy organization comprised of 600 member companies, organizations and Downtown residents. We're dedicated to ensuring Downtown is the region's top destination to live, work, shop and play.

The DSA founded and operates the Metropolitan Improvement District (MID), a service district which implements neighborhood cleaning, hospitality and safety services – as well as research, events, promotions and human services outreach for Downtown Seattle.

In partnership with city and county agencies, DSA also founded Commute Seattle, which provides transportation resources for commuters, and consulting services for Downtown businesses, property owners and managers.

# Consulting Team

## **Framework**

Urban Design Consulting

Framework Cultural Placemaking was launched in 2013 by Lesley Bain, FAIA, and Jenny Kempson with the goal of strengthening communities with thoughtful, artistic, and inspiring places. Framework brings multiple design disciplines to the many aspects of cultural placemaking. Combining architecture, urban design, landscape architecture and digital technologies, Framework aspires to work with creative clients to set new models for forward-thinking cities.

Our clients include public agencies, non-profits, and community organizations. Current work includes concept designs for Seattle's 3rd Avenue, intended to transform the character of an intensively used transit street; urban design for the Cross Kirkland Corridor, and urban design for Chinatown's Historic Alleys.  
[www.weareframework.org](http://www.weareframework.org)

## **BDS – Planning & Urban Design**

Facilitator/Project Coordinator

BDS – Planning & Urban Design offers comprehensive community development services, with emphasis on projects that require building consensus and unlikely coalitions, communicating complex information, demonstrating leading ideas, and shaping policy. Projects include master plans, community visions, strategic plans, public & stakeholder engagement, downtowns & neighborhood centers, and public decisions. BDS excels at synthesizing information about the built environment to help people shape their communities.  
[www.bdsplanning.com](http://www.bdsplanning.com)

## **Toole Design Group**

Multimodal Consulting

Toole Design Group is the nation's leading planning, engineering, and landscape architecture firm specializing in multimodal transportation. With offices throughout the U.S., we have a reputation for developing cost-effective, practical solutions that move people efficiently, while improving the health and quality of life of the community.

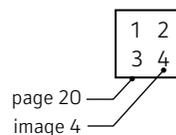
At Toole Design Group, our philosophy is simple. We believe that walking and bicycling are fundamental forms of transportation that should be available to everyone. Our job is to help communities plan, build and retrofit their transportation systems so that walking and bicycling are safe, efficient, healthy and enjoyable forms of travel. We create spaces that meet the needs of all users, regardless of whether they ride a bike, walk, use a wheelchair, drive a car, or board a transit vehicle. This is more than something we do for a living – we live this philosophy on a daily basis. Over 90% of Toole Design Group staff bicycle, walk and use transit to get to work each day.  
[www.tooledesign.com](http://www.tooledesign.com)

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IT'S TIME FOR THE NEXT  
**BIG**  
CHANGE