

URBDP 507
SEATTLE III
SPRING 2021

POST COVID RECOVERY IN DOWNTOWN SEATTLE

June 4, 2021





We ask that you please hold your questions until the end of the presentation.

Please find the Google survey in the chat.



Our team would like to acknowledge the Coast Salish peoples of this land, the land which touches the shared waters of all tribes and bands within the Duwamish, Puyallup, Suquamish, Tulalip and Muckleshoot nations.



OUR MISSION

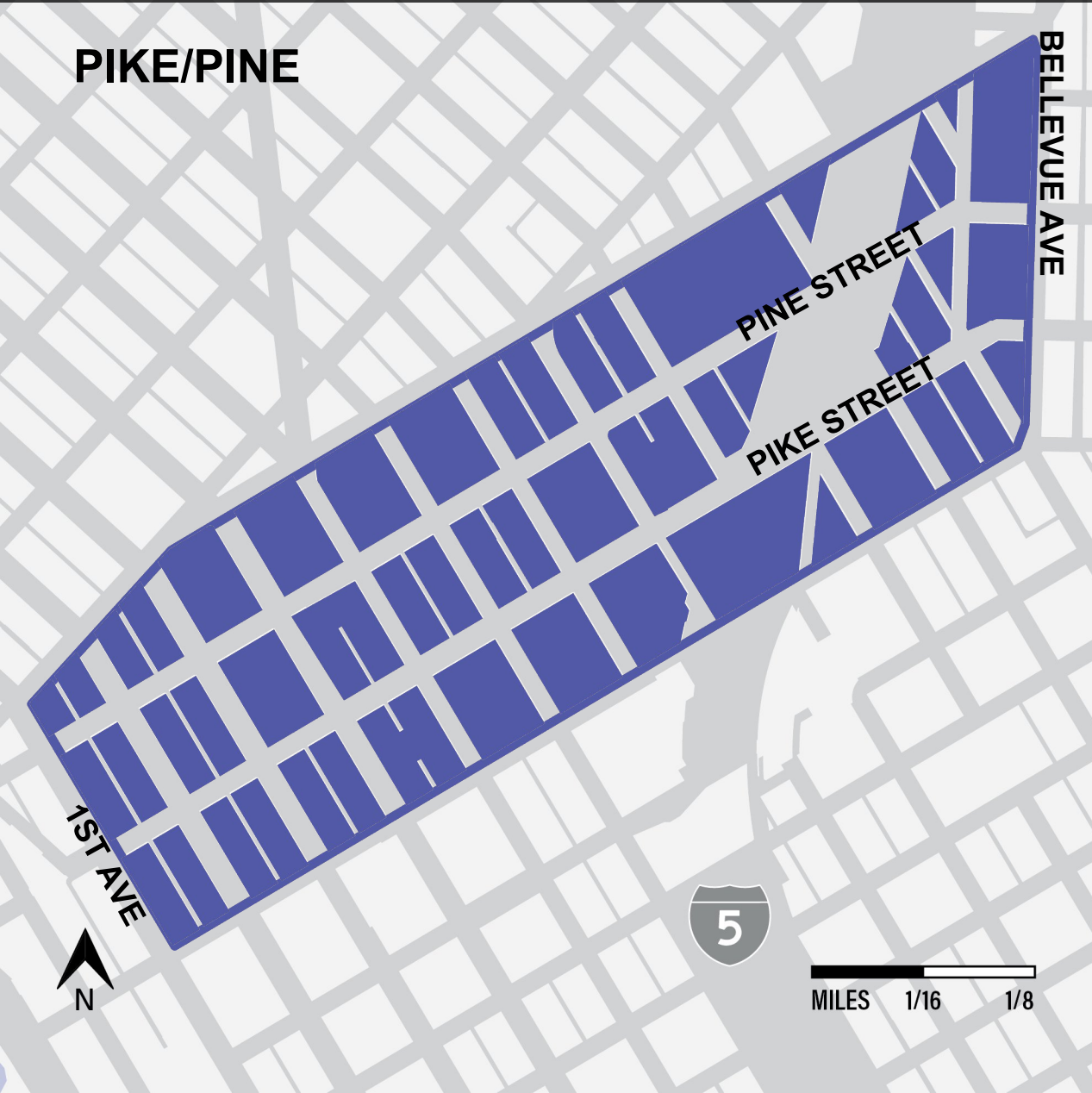
Beginning in March of 2020, the COVID-19 pandemic dramatically changed Seattle's downtown district as employers moved to remote work, tourism came to a halt, and other businesses shut down or relocated out of the urban core. The study areas of Pike/Pine and Pioneer Square are at risk of prolonged economic downturn and need revitalization.

Our studio's mission is to assess and imagine this

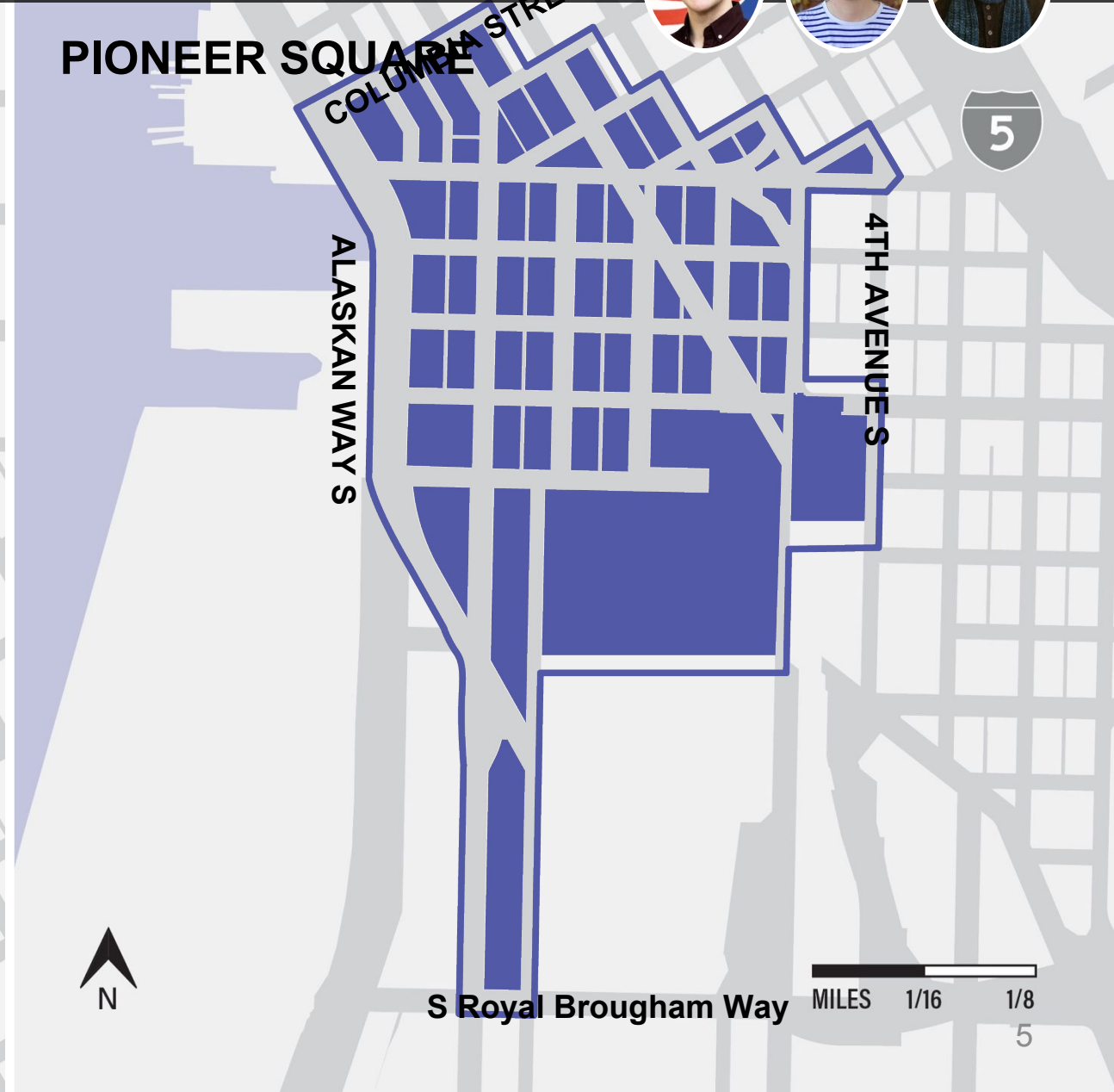
STUDY AREAS



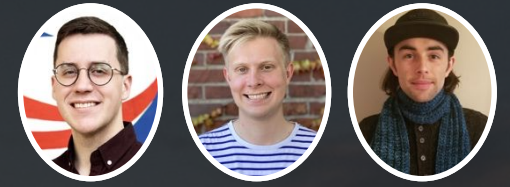
PIKE/PINE



PIONEER SQUARE



ASSUMPTIONS



▶ Seattle's population will be approximately 70% vaccinated.

▶ Some offices will begin allowing employees back to the office on a limited basis.

▶ Tourism will return to approximately 25% - 50% of pre-pandemic levels, primarily composed of local and regional visitors.

▶ Increases in air travel and the return of sporting events and concerts.

▶ Large-scale annual events likely to be cancelled; need for innovation in new types of events.

**SHORT-TERM –
6 MO.**

▶ Phased reopening of the Canadian border, return of cruise industry.

▶ Not all office workers will return to work in person everyday. Employers will offer hybrid working options.

▶ Tourism will return to approximately 50% of pre-pandemic levels, including national and international visitors.

**MID-TERM – 12
MO.**

▶ Majority of employers offering some form of in-person working arrangements, with options for flexibility.

▶ Tourism will return to approximately 75% of pre-pandemic levels.

**LONG-TERM –
18 MO.**



VISION:

Creative interventions facilitate a unique and enticing experience for all who spend time in Seattle's downtown. By 2023, downtown is a vibrant neighborhood offering businesses and services that serve local residents, workers and visitors.

Public Realm

Private Realm

Public Environment

Publicly-sponsored Programming

Business Enabling Environment

Community Amenities

MEET THE TEAM

Built Environment in the Public



Rachel Brown



Liam Tevlin



Owen Harrang

Publicly-sponsored Programming



Josh Pitts



Emily Aoki Yamashita



Charlie Hohlbein

Business Enabling Environment



Kelsey Figone



Ben Walker



Anna Trevino

Community Amenities



Tristan Chen



Meg Hamele



Carmen Smith

Digital Design



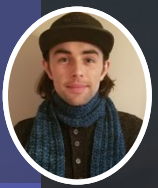
Colin Carter



Quintin Dalbec



Jona Perkins



OVERVIEW OF INTERVENTIONS



Micro Spaces



Evening Markets



Public Wi-Fi



Temporary Retail



Business Recruiter Role



Public Restrooms



Public School



Community Center

TABLE OF CONTENTS



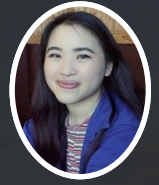
1. Publicly-sponsored Programming: Micro Spaces & Evening Markets

2. Business Enabling Environment: Public Wi-Fi, Temporary Retail & Business Recruiter Role

3. Built Environment in the Public Realm: Public Restrooms

4. Community Amenities: Public School & Community Center

5. Deliverables: Poster Boards, Website & White Papers

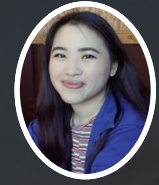


1

PUBLICLY-SPONSORED PROGRAMMING

Micro Spaces & Evening Markets

ASSESSMENT AND IDENTIFICATION OF CHALLENGES



1

How does Seattle draw people downtown?

2

Where are available spaces located?

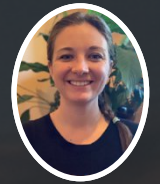
3

How are these spaces currently being utilized?

4

What can the City of Seattle do to help facilitate the revitalization of downtown?

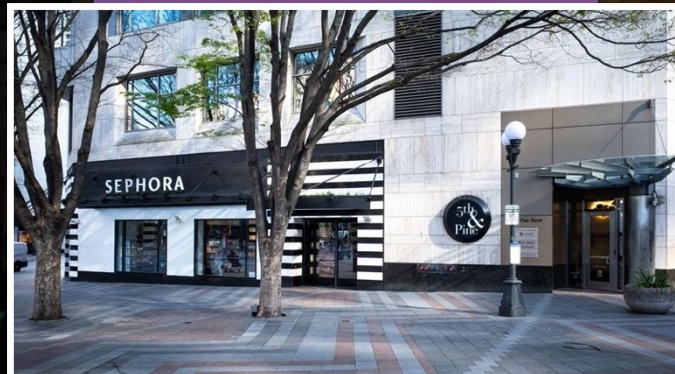
CURRENT USE OF SPACE



Westlake Park



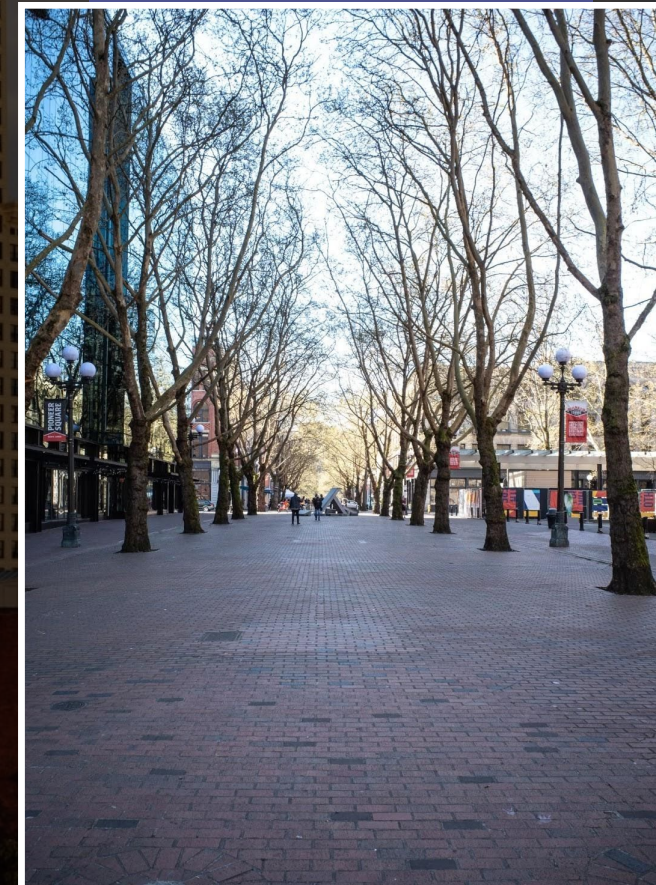
Pine Street (Between 1st & 2nd Ave)



Westlake Park

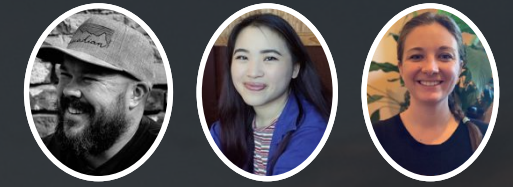


Pine Street (Between 5th & 6th Ave)



Occidental Square

ACTIVATING MICRO SPACES IN PIKE/PINE



Goals:

- Revitalizing Public Space
- Activation of Micro Spaces
- Promotion of Microenterprises

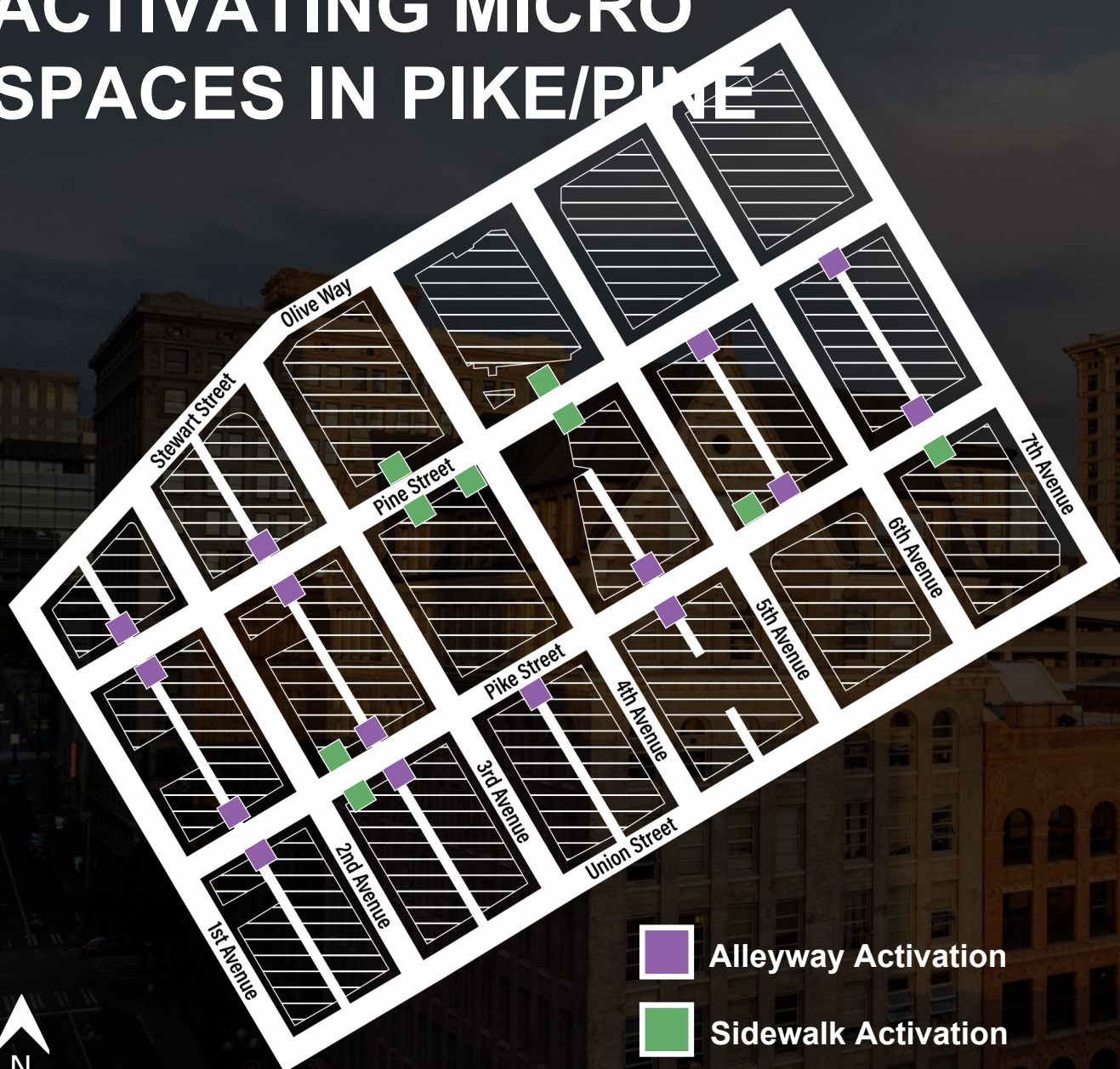
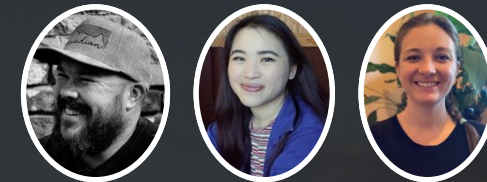


Photo courtesy of URBAN75



Photo courtesy of City of Atlanta

ACTIVATING MICRO SPACES IN PIKE/PINE

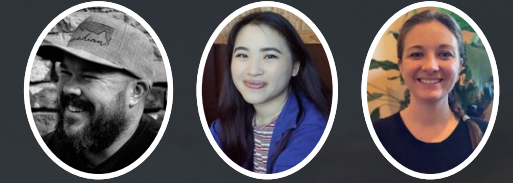


Pine Street (Between 1st and 2nd Avenue)

Stakeholders:

- SDOT
- Downtown Seattle Association
- Private Partnerships

ACTIVATING MICRO SPACES IN PIKE/PINE



Implementation Strategies:

- Collaboration between various City of Seattle Departments
- Development of Microenterprises City Website
- A Marketing Campaign to Promote Microenterprises and Micro Spaces

[Government](#) » [Departments](#) » [City Planning](#) » [Economic Development](#) »

Vending Program






Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)



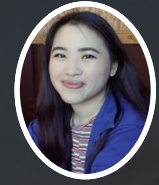
The City of Atlanta offers several opportunities for vendors to do business in the public right-of-way. The vision for public vending in Atlanta was developed by the microATL Taskforce. View their report [here](#).

The policies and regulations for vending vary and are listed in each section linked below. For reference, the City of Atlanta Code authorizing public vending can be found in [Section 30, Article XXIII](#). Private property vending code can be found in [Section 30, Article XXIV](#).

For additional questions, please email vending@atlantaga.gov

 Carts	 Kiosks	 Food Trucks
 Motor Vehicles	 Private Property Vending	

DOWNTOWN EVENING MARKETS

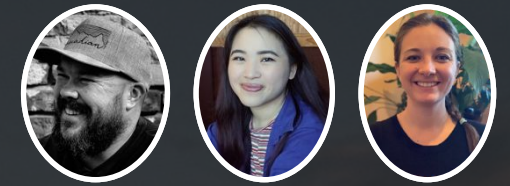


Goals:

1. Attract Visitors, Residents, and Employees to the Public Realm and Encourage them to Stay Longer
2. Support Local Businesses that have been Burdened by the Pandemic



PIKE/PINE EVENING MARKET AT WESTLAKE PLAZA



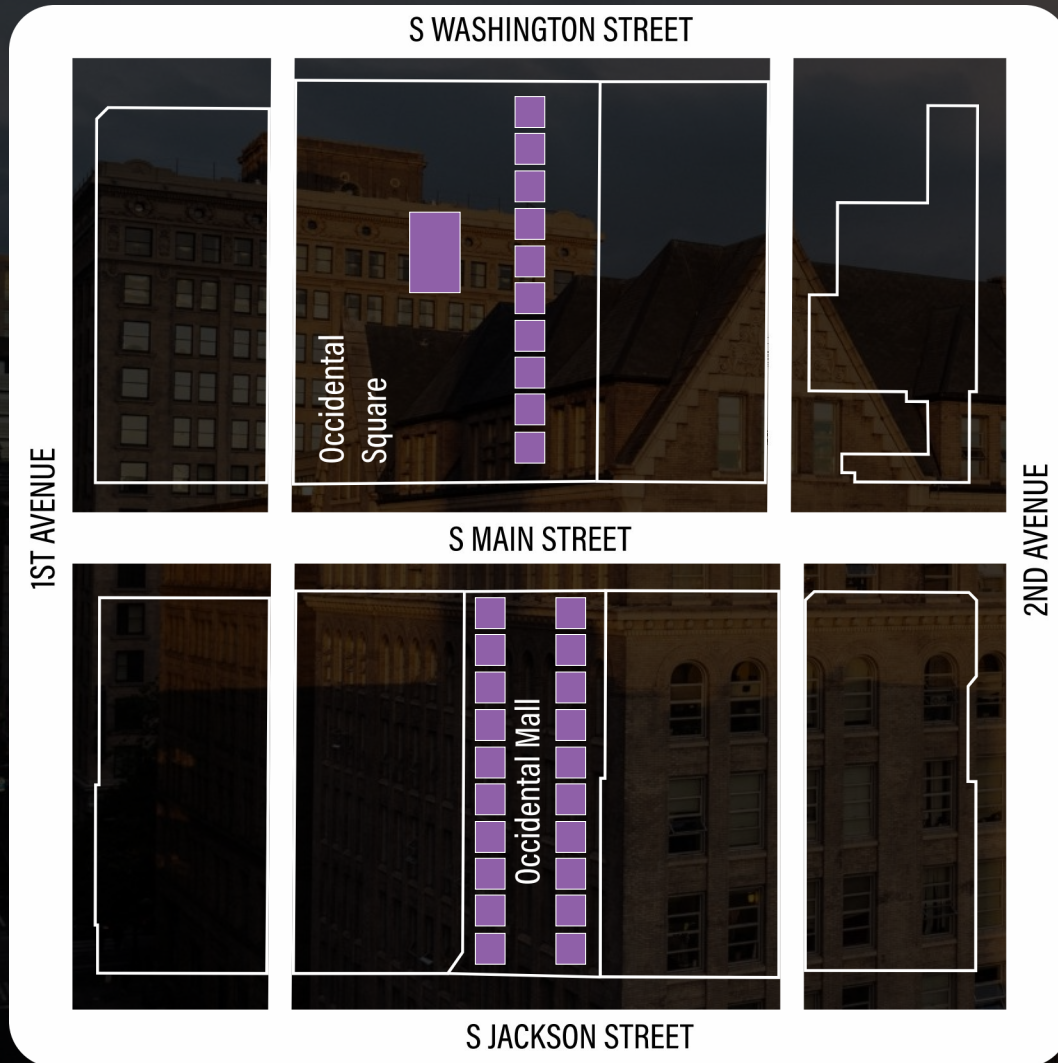
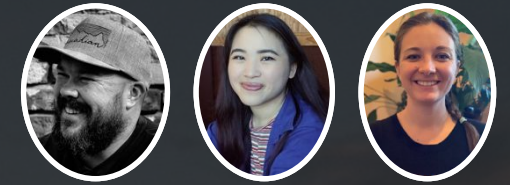
Details:

- Friday Evenings
- 4pm – 9pm
- Summer 2021

Stakeholders:

- Seattle Parks & Rec.
- Downtown Seattle Association
- SDOT
- Private Partnerships

PIONEER SQUARE EVENING MARKET AT OCCIDENTAL SQUARE



Details:

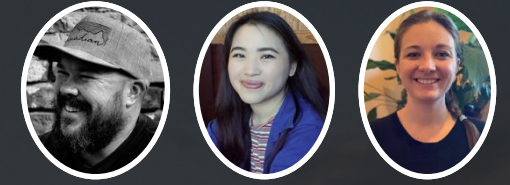
- Saturday Evenings
- 4pm – 9pm
- Summer 2021

Stakeholders:

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- Alliance for Pioneer Square
- Downtown Seattle Association
- Private Partnerships



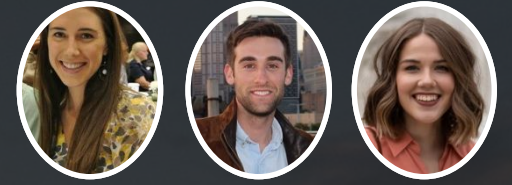
IMPLEMENTATION STRATEGIES



Implementation Strategies:

1. Start small and expand when proven successful
2. Prioritize local businesses and facilitate them expanding onto the street during market hours
3. Centralize or expedite the permitting process for markets and special events
4. Put equity at the forefront when contracting outside vendors for the market



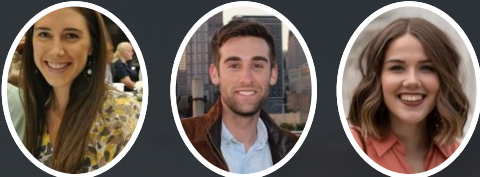


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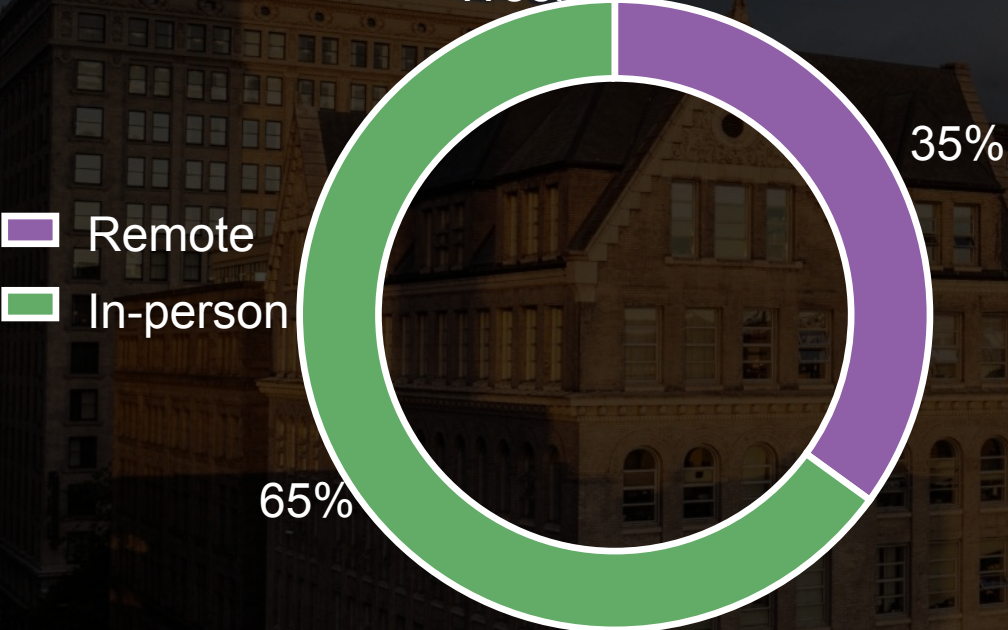
BUSINESS ENABLING ENVIRONMENT

Public Wi-Fi, Temporary Retail & Business Recruiter Role

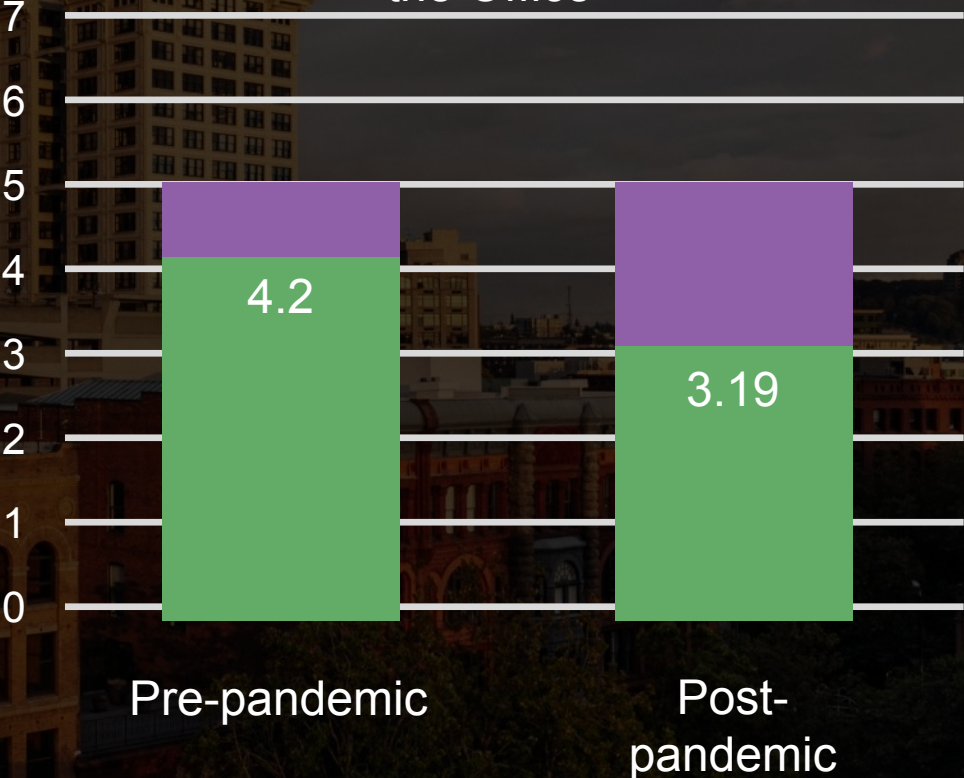
FRAMING THE PROBLEM



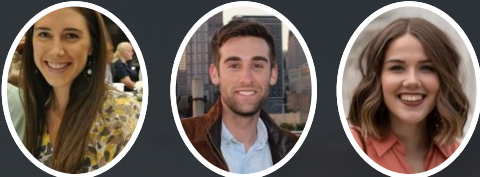
Work Time per Week



Average Days per Week in the Office



FRAMING THE PROBLEM



Restaurants
Entertainment
Health &
Wellness Travel
Online Retail

Brick & Mortar
Grocery
Apparel

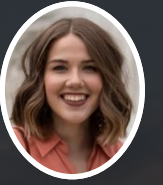
Ground-floor
Retail is
Restructuring

Online Shopping
will continue to
Reshape the
Retail Sector

Experience >
Objects

To Ensure Resilience, we
need to Promote a
Flexible & Experiential
Environment

OVERVIEW OF PROPOSED INTERVENTIONS



Free Public
Wi-Fi



Temporary Retail



Business Recruiter Role



FREE PUBLIC WI-FI

PIKE/PINE

Mid-term
12 Mo.

○ WESTLAKE PARK

PIONEER SQUARE

○ OCCIDENTAL SQUARE

PRECEDE
NTS:

Boston, MA

Bellevue,
WA

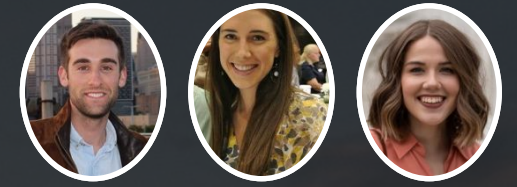
San Jose,
CA

Kentwood, MI



MILES 1/16 1/8

SHORT TERM RETAIL BARRIERS



4 Week Temporary
Use Permit



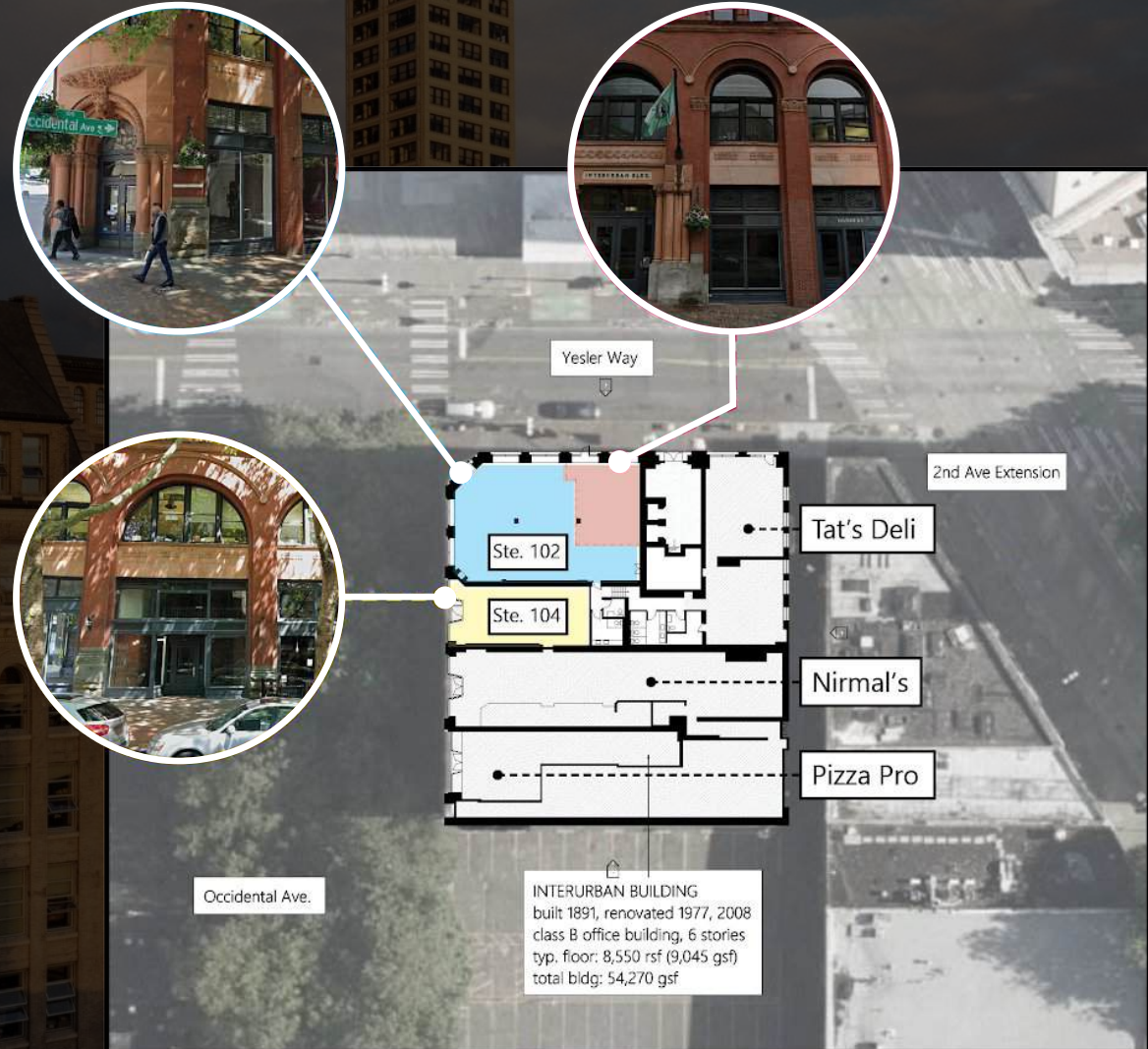
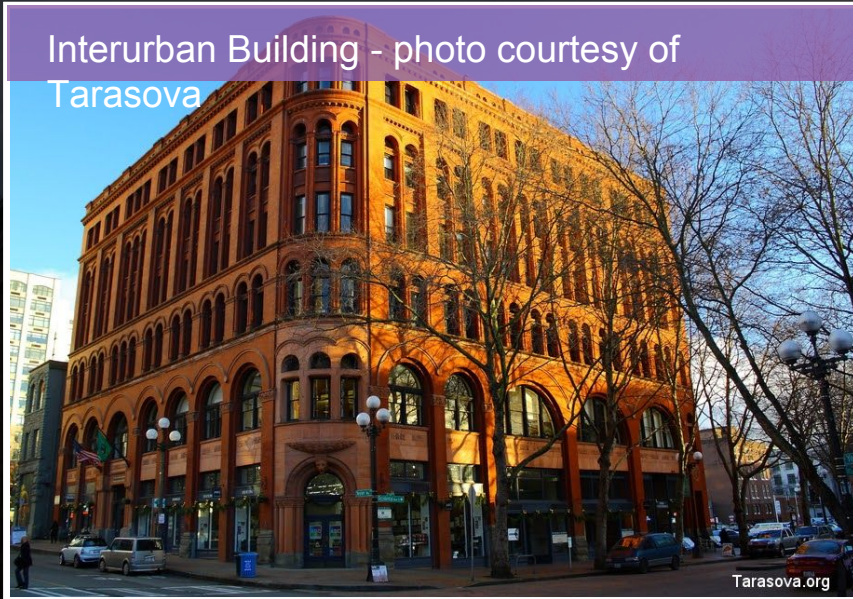
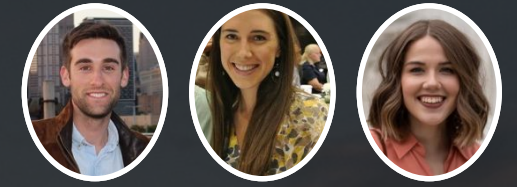
SOCI Estimated
Processing Time: Up
to 30 Days

6 Month Master
Use Permit



SOCI Estimated
Processing Time:
Approx. 4 Months

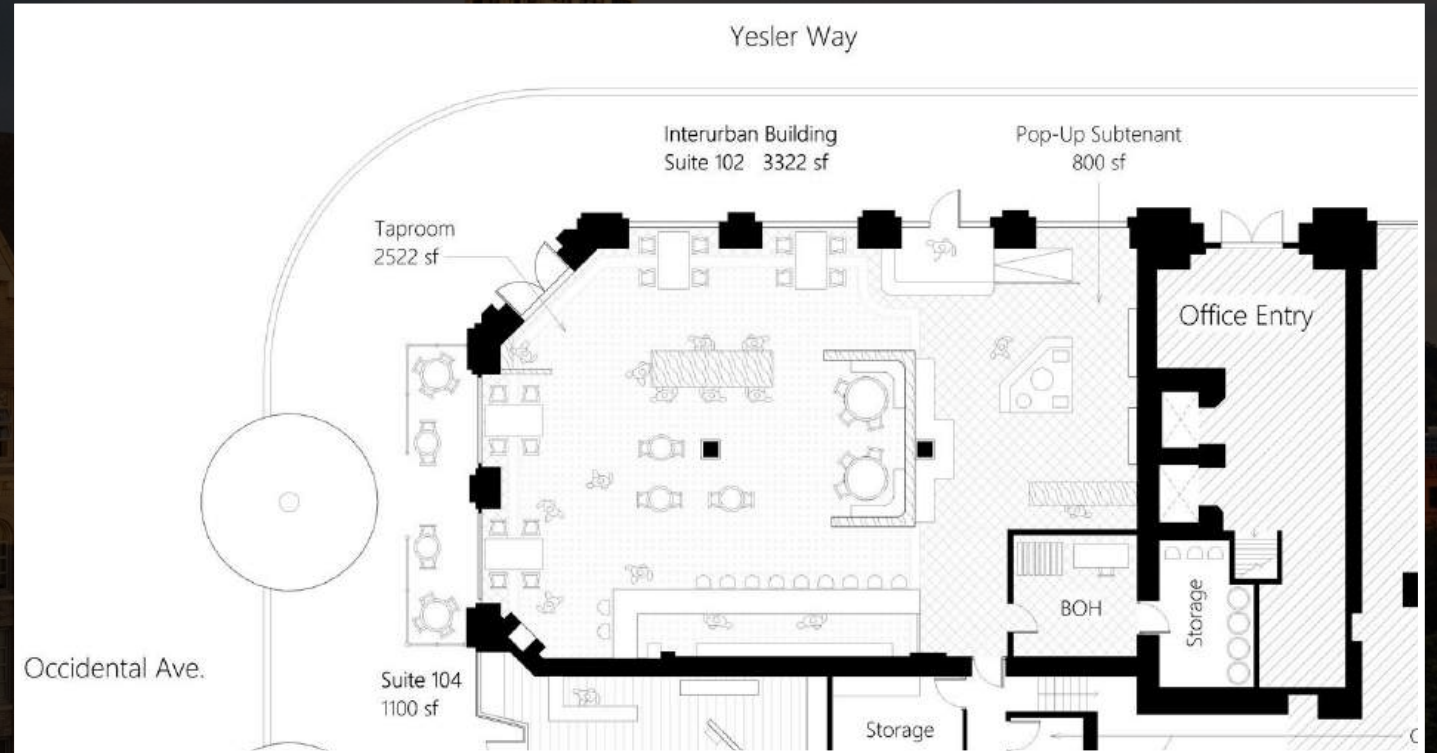
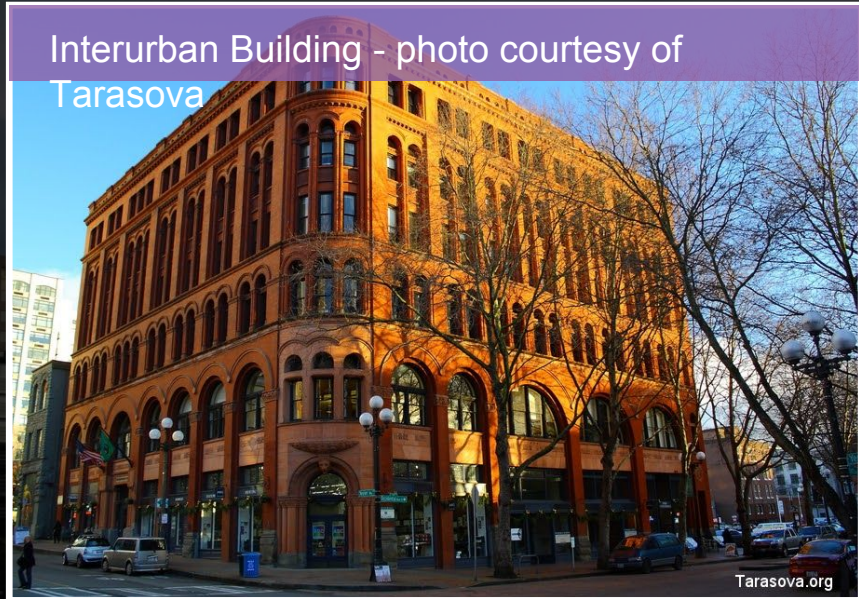
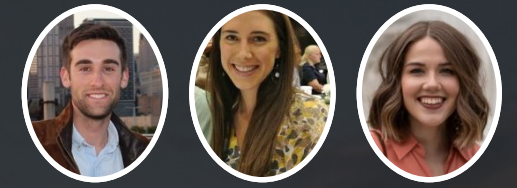
TEMPORARY RETAIL PROPOSALS



Vacant Suites	Proposal	Modeled On
#104	Mid-term Pop-up Permitting	Chicago
#102	(Mid-term) Flex	San Francisco

Commercial Use Designation

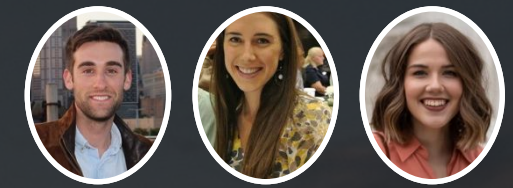
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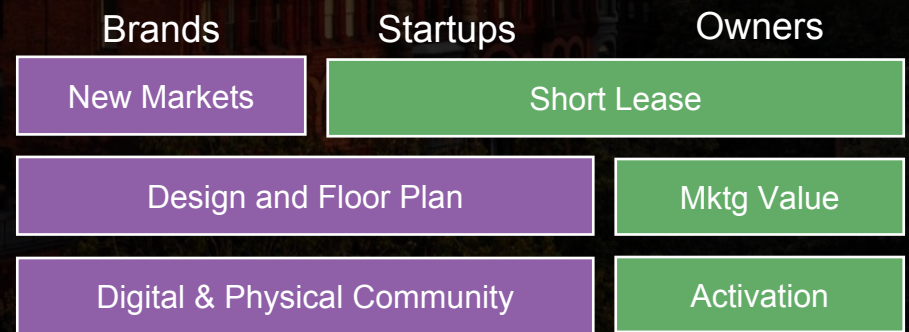
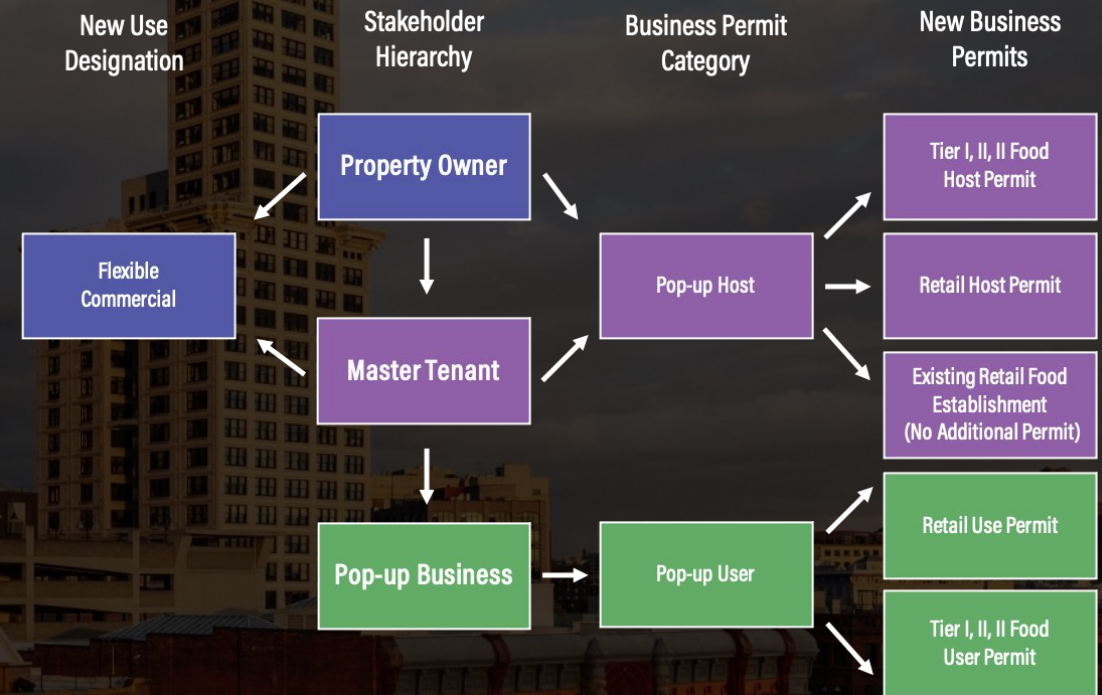
POP-UP PERMITTING



Mid Term
12 Mo.



Interurban Suite

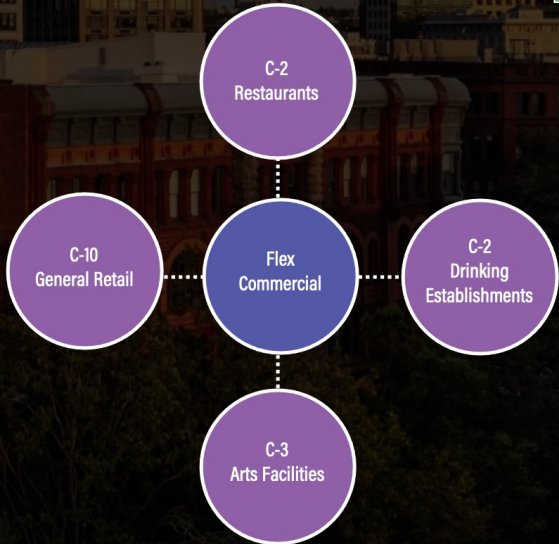
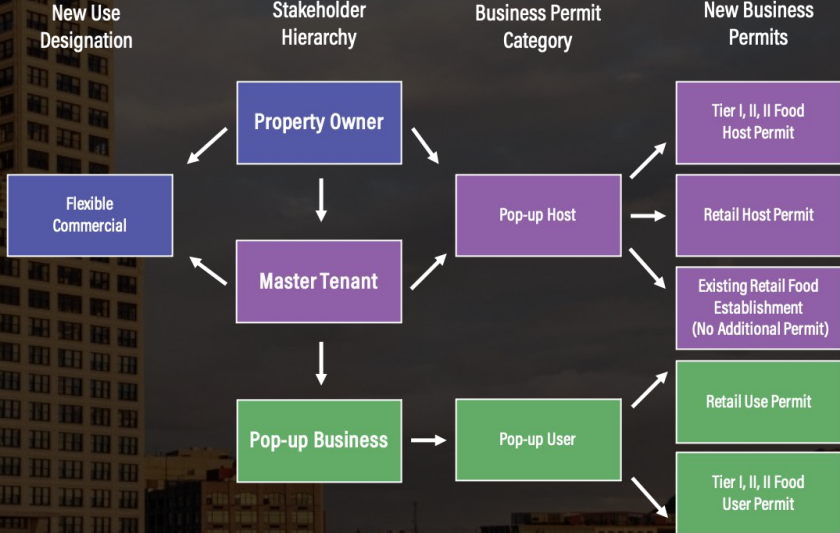
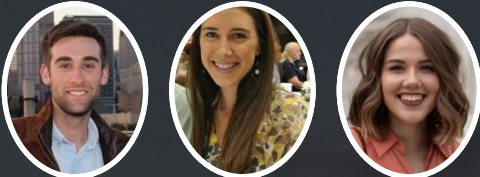


FLEX COMMERCIAL

Mid
Term
12 Mo.



Interurban Building



BUSINESS RECRUITER

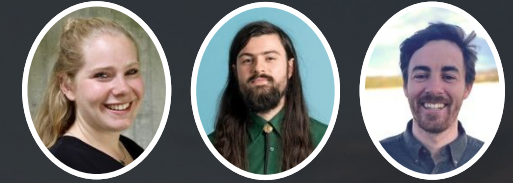
Medium & Long Term
12 – 18 Mo.



Office of Arts & Culture
Office of Economic Development
Public Realm Improvements
Department of Construction & Inspections

Artists
Digital Brands
Existing Business Hosts

Downtown Seattle Association
Alliance for Pioneer Square
Commercial Realtors



3

BUILT ENVIRONMENT IN THE PUBLIC REALM

Public Restrooms

FAILURE TO PROVIDE PUBLIC RESTROOMS



PIONEER SQUARE



1 Pacific Place



2 Westlake Center



3 Pike Place Market

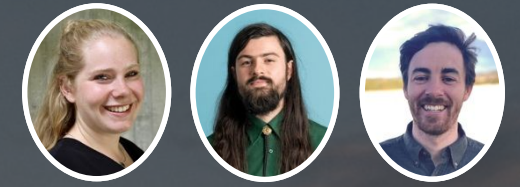
LIBRARY RESTROOM OPEN
10 p.m. - 6 p.m. daily
*Services closed.

- PRIVATELY OPERATED RESTROOM
- SOCIAL SERVICE PROVIDER RESTROOM
- PRIVATE/PUBLIC RESTROOM



③

BEST PRACTICES



Staffing

Uniformed Staff Member to Staff Restrooms

Restroom Concierges Provide Regular Cleaning and Maintenance

Public Facing

Restrooms Located in Central Locations

Easy to Find and Legible Buildings for Restrooms

Promoting Positive

Use Through Design

Safe and Clean

Apply Crime Prevention through Environmental Design (CPTED)

Visually Permeable Stalls

High Throughput Design

Attractiveness

Quality Restroom fixtures and Amenities

Aesthetic Features

Touchless Fixtures

Immediate Removal of Damaged Elements

Accessibility

Accessible Structure and Stalls

Regular, Transparent Operating Hours

Baby Changing Tables and Sharps Disposal



Denver, CO

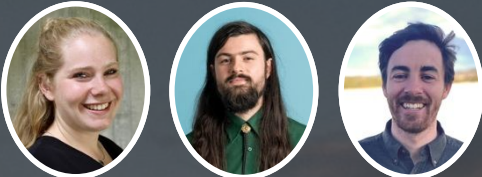


New York, NY

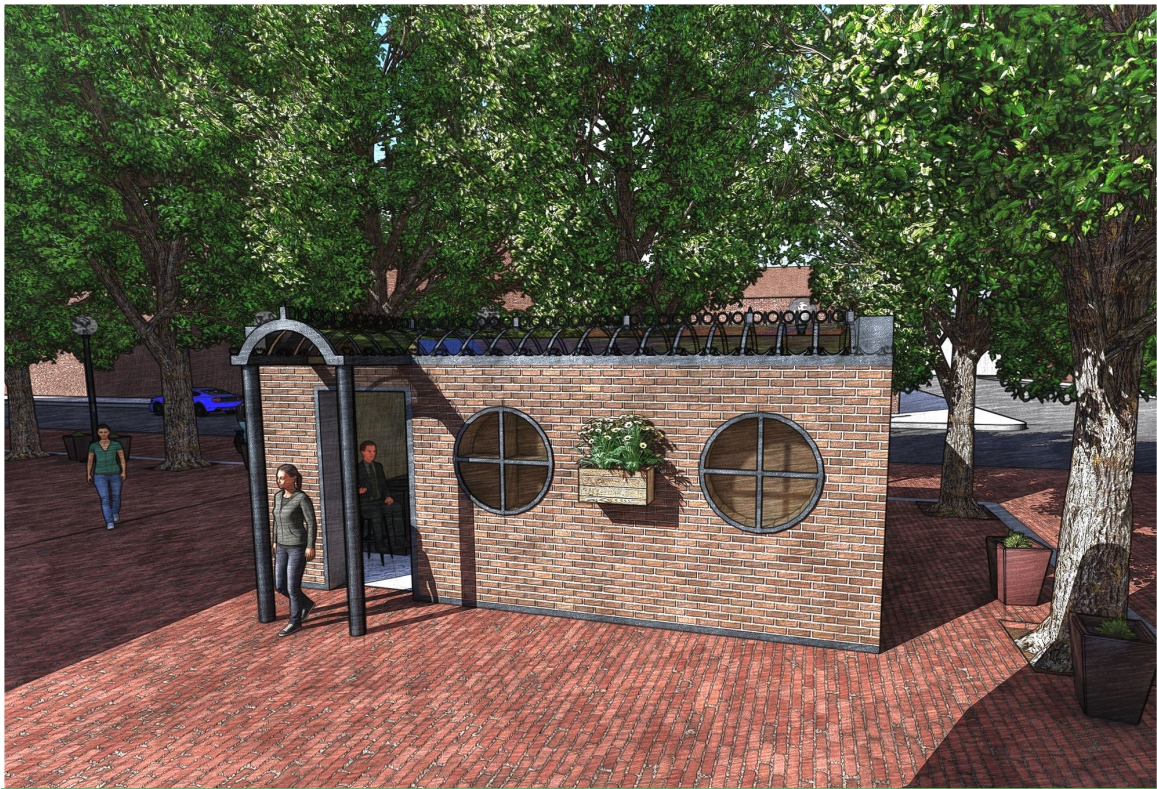


San Francisco, CA

RECOMMENDATIONS

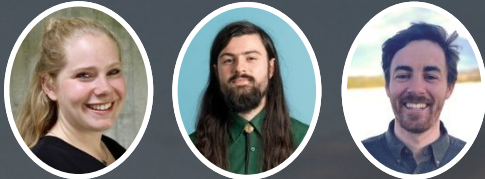


12 Month Trailer Style Bathroom
Pilot

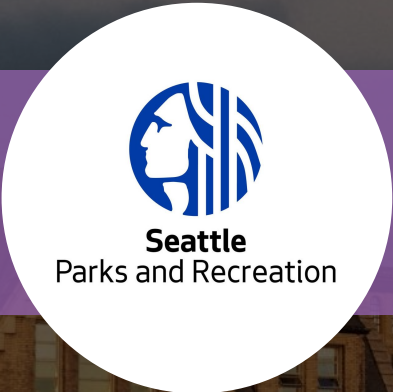


Installation of Permanent Bathroom Facilities

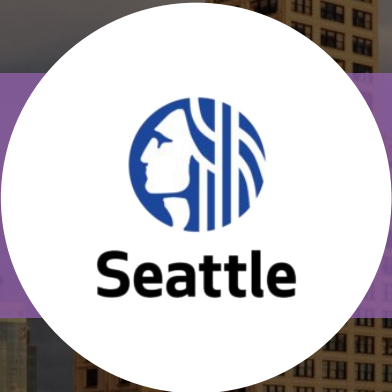
PARTNERS AND STAKEHOLDERS



Seattle
Public
Utilities



Seattle
Parks and Recreation



Seattle



Seattle
Department of
Transportation



ALLIANCE
FOR
PIONEER
SQUARE



Downtown
Seattle
Association



PHLUSH
PUBLIC HYGIENE LETS US STAY HUMAN

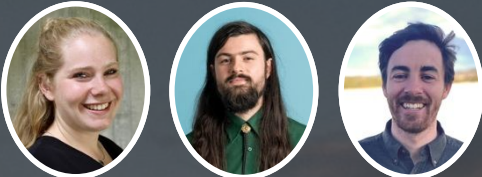


REAL
CHANGE



LOW INCOME
HOUSING
INSTITUTE

IMPLEMENTATION TIMELINE



Hire Program Administrator

Deploy Trailer Units and Begin Service

Include Public Restroom Operation in New DSA Agreement



2021

1 Year Program Report



2022

Site Permanent Facilities

Solicit Public Feedback



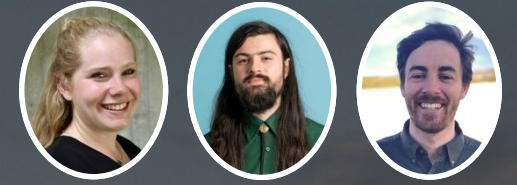
2023

Permanent Public Restrooms Open in Westlake and Occidental Square Parks



2024

BUDGET AND FUNDING



Costs to be aware of:

- Attendants/Security
- Upfront Purchase of Facilities
- Installation and Hookups
- Maintenance and Pumping
- Materials and Supplies

Temporary Program Launch:

\$1,475,240

Permanent Program Launch:

\$793,061.33

Funding Sources:

- American Rescue Plan (\$239 Million)
- SPR General Fund or Parks District Fund
- Seattle Parks Foundation & 3rd Parties





4

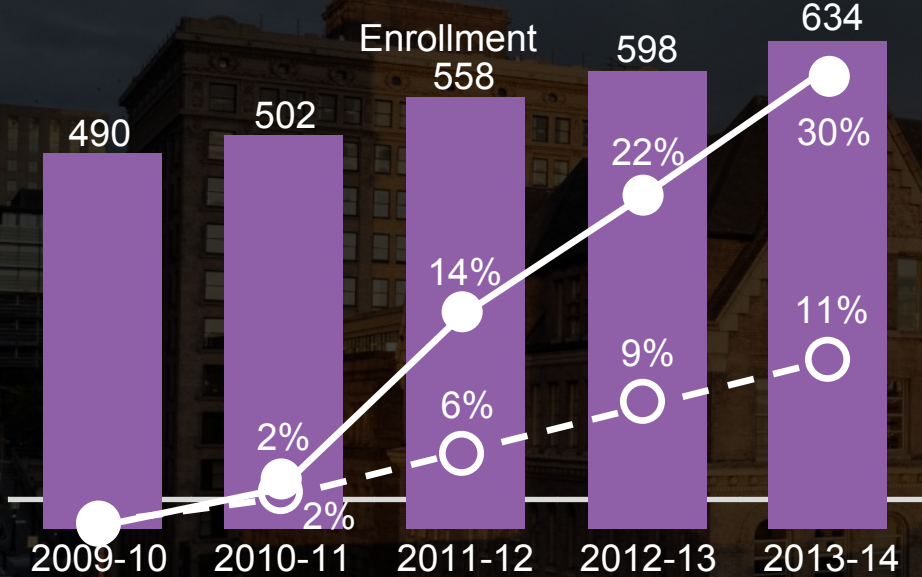
COMMUNITY AMENITIES

Public School &
Community Center

PUBLIC ELEMENTARY SCHOOL

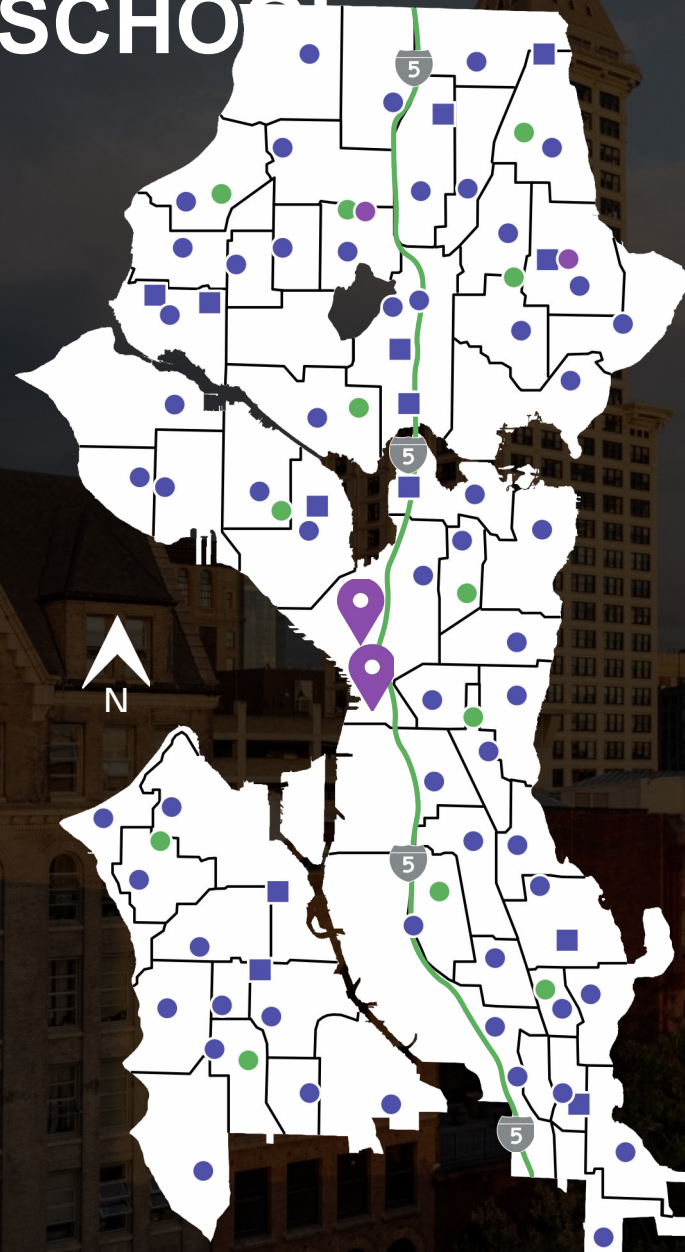


Change in K-12 Enrollment:
Downtown SPS Enrollment vs. District-wide



- Downtown % Change
- - District % Change
- Downtown Enrollment (West of I-5)

Source: Seattle Public School



Proposal: Public Elementary School in Mixed-use Development

- Interstate 5
- Elementary
- Attendance Area
- Elementary School
- Optional Elementary
- School
- 📍 Middle School
- High School
- Study Area

CASE STUDY



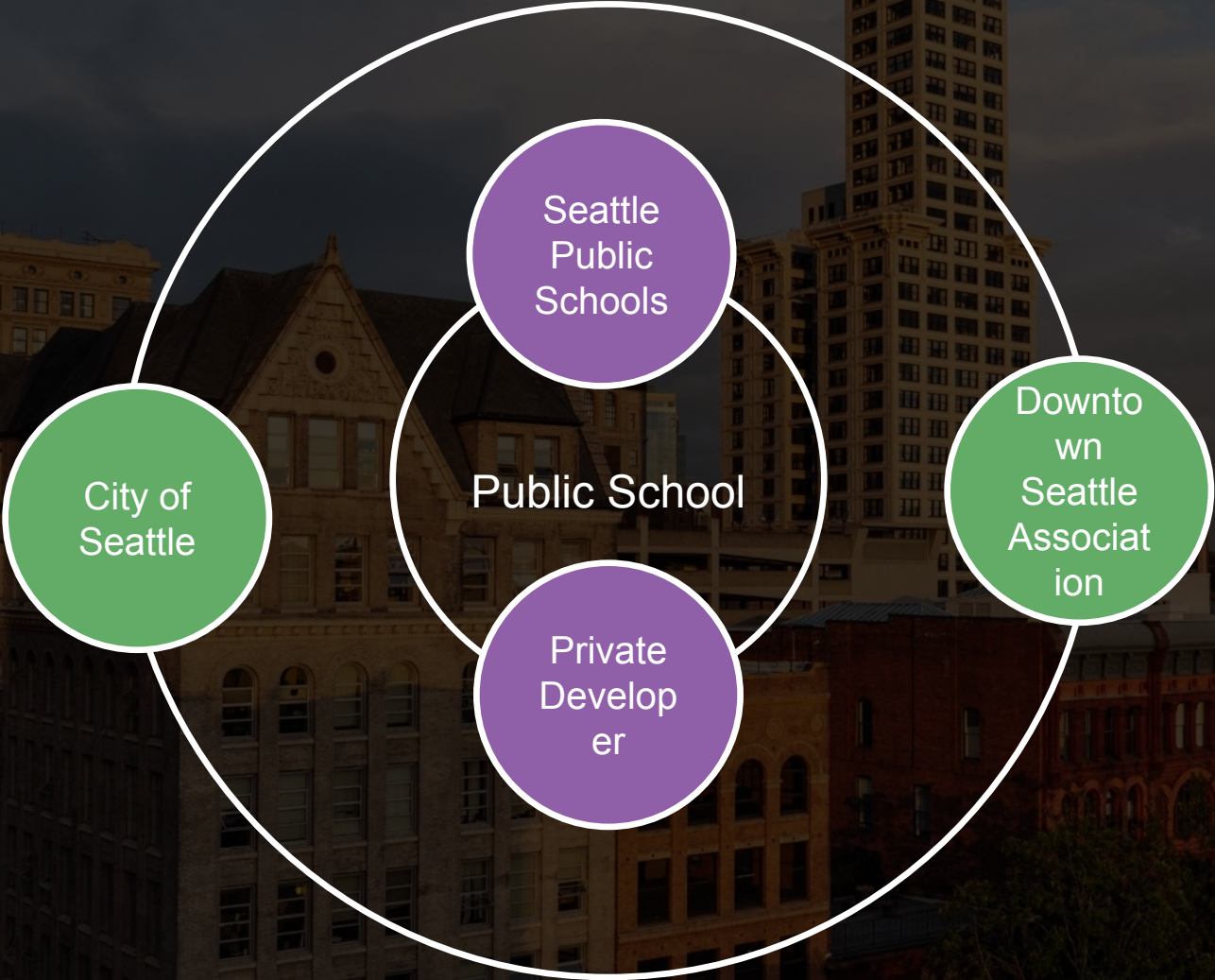
Public School is Housed on the First Five Floors of a Skyscraper, with Multi-family Units on Top

The Roof of the Building Contains a Padded Playground



Spruce Street School in Lower Manhattan, NY

PUBLIC-PRIVATE PARTNERSHIP



PUBLIC ELEMENTARY SCHOOL: MIXED- USE DEVELOPMENT



500 4th Avenue



1.36 Acres

PUBLIC ELEMENTARY SCHOOL: MIXED-USE DEVELOPMENT



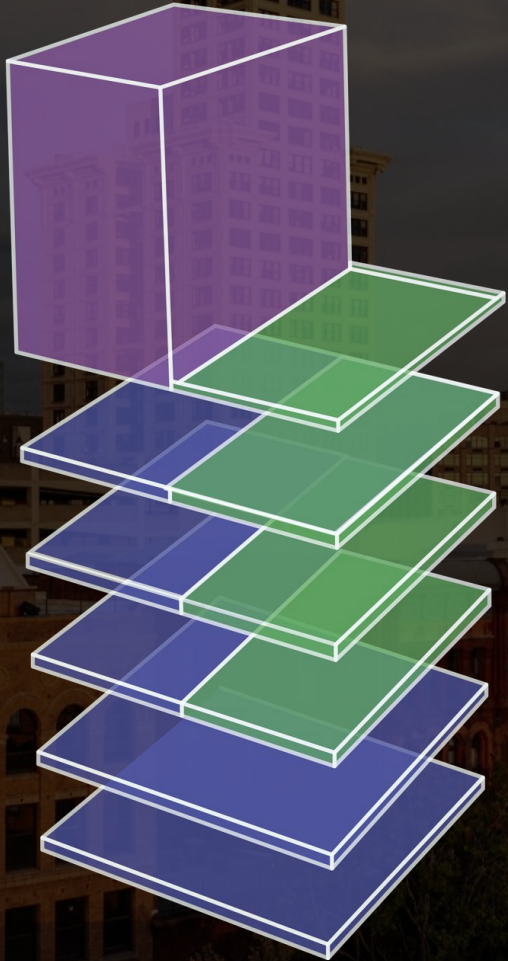
60,000 sq. ft. K-5 Public Elementary School

300 Student Capacity

Retail, Office, and Multifamily Housing Occupies the rest of the Mixed-use Development

RESIDENTIAL
(Floors 6 - 18)

OFFICE
Floor 2 - 5: Office Space
Floor 1: Ground Floor



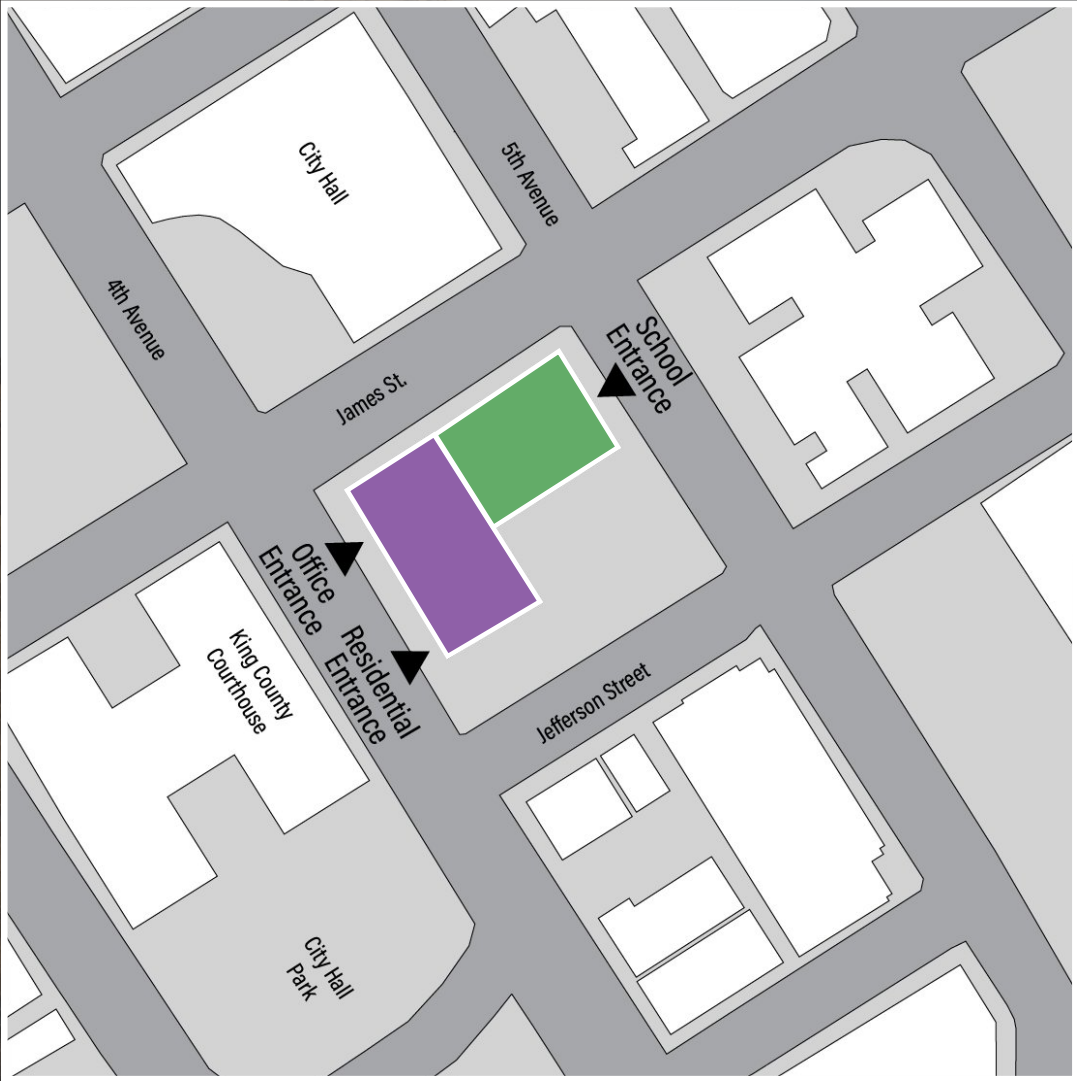
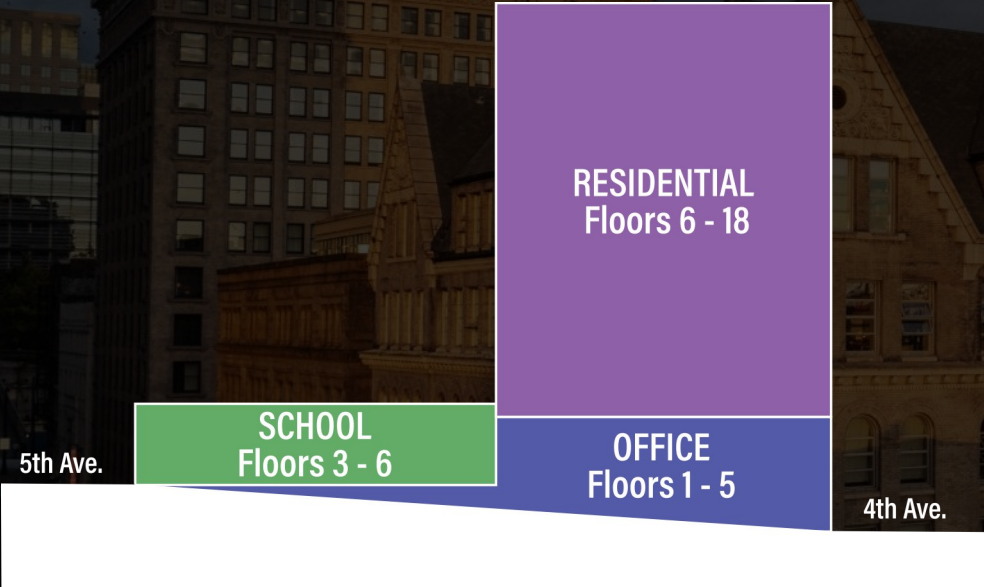
SCHOOL

- Floor 6 (Roof Above Floor 5): Playground
- Floor 5: Art, Library, 5th Grade, Multipurpose, Teacher's Lounge
- Floor 4: Gym, 1st-4th Grade, Science Lab, Music
- Floor 3: Gym, Kindergarten, Nurse, Administration/Office

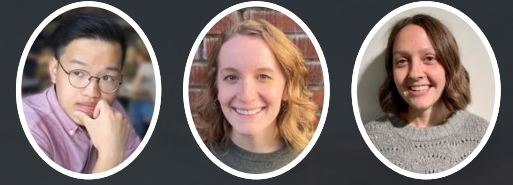
PUBLIC ELEMENTARY SCHOOL: MIXED-USE DEVELOPMENT



Site Plan:
Public Elementary
School



PROJECT FUNDING



Public School

Capital:

- SPS Capital Fund
- SPS Capital Projects Fund

Operations:

- General Fund

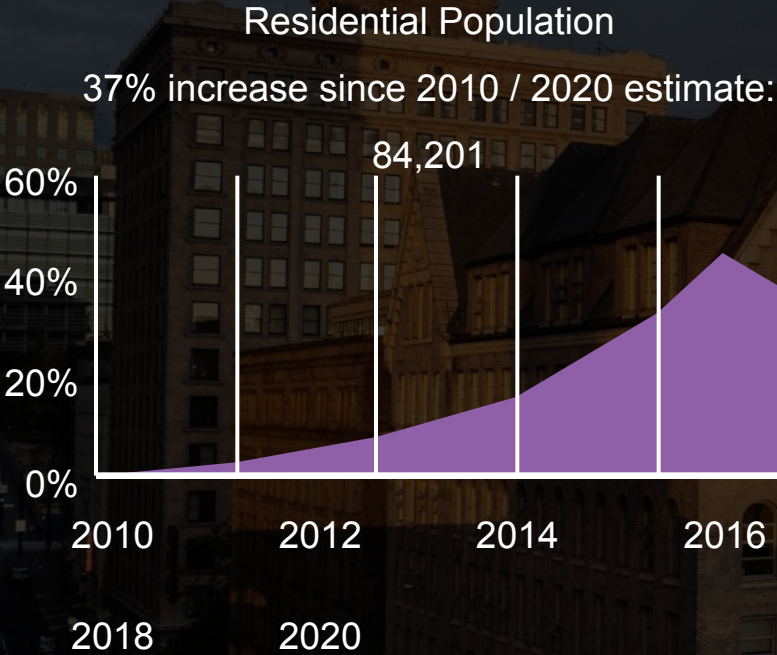
Mixed-use Development






- Developer Capital
- Equity from Seattle
Public School
- Lease Income

COMMUNITY CENTER



Proposal:
Community Center
in Mixed-use
Development



-  Study Area
-  Interstate 5
-  Seattle Community Center
-  Location
-  1.5 Mile Radius

Source: Seattle Parks & Recreation, Downtown
Seattle Association

CASE STUDY



Located on the First Two Floors of a Multi-family Condo

Co-development Project between the City and Developer



International District/Chinatown Community Center in Seattle, WA



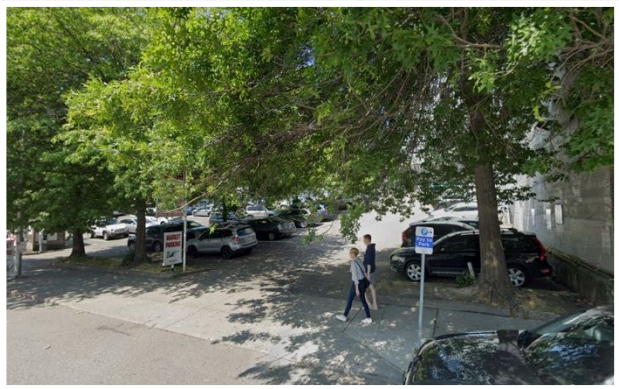
PUBLIC-PRIVATE PARTNERSHIP



COMMUNITY CENTER: MIXED-USE DEVELOPMENT



Site A: 0.33 Acres



Site B: 0.17 Acres



2224 Western Avenue

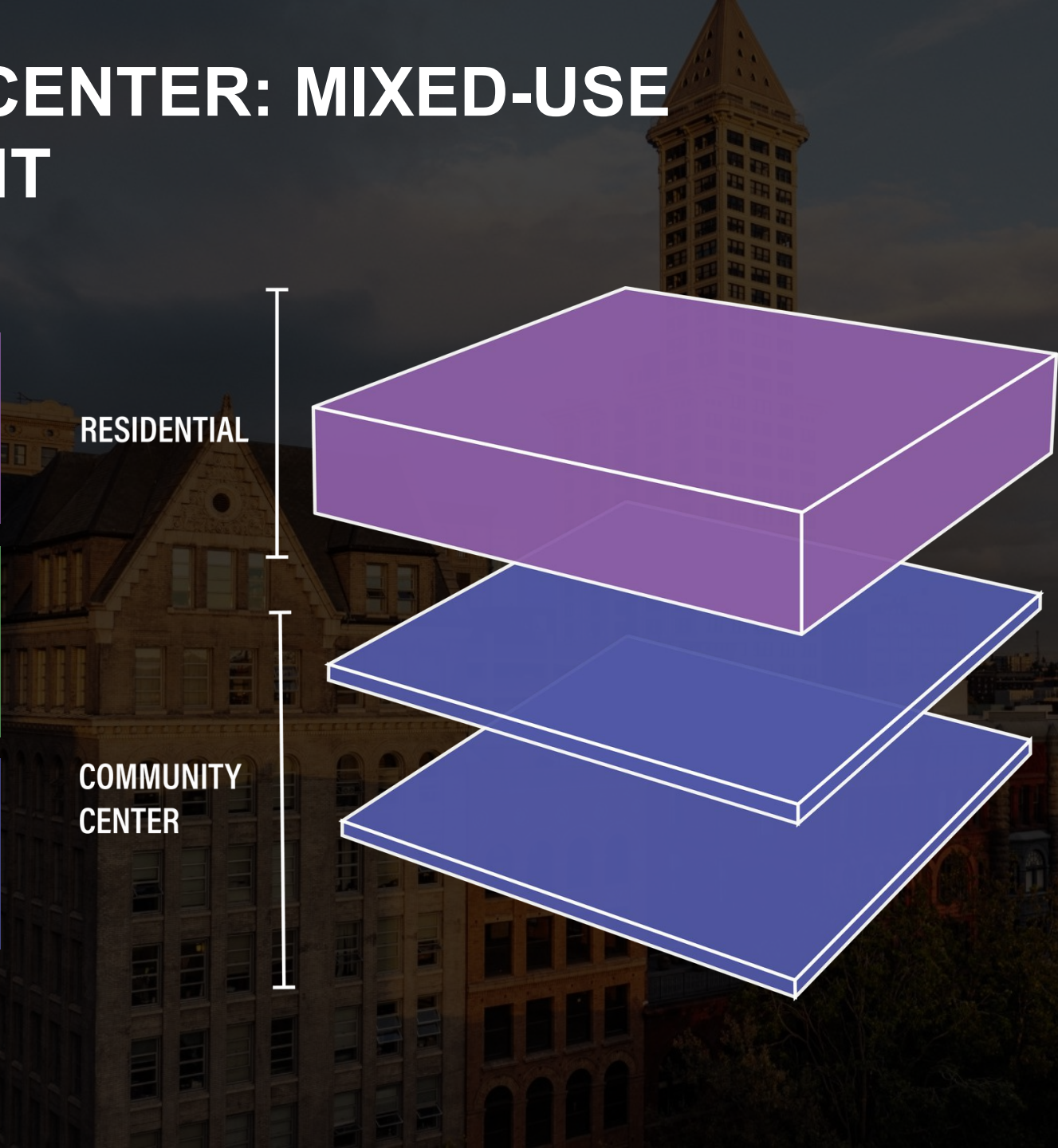
COMMUNITY CENTER: MIXED-USE DEVELOPMENT



20,000 sq. ft.
Community Center
Occupying the First
Two Floors

Variety of Drop-in and
Program Offerings

Multifamily Housing
Above



RESIDENTIAL

COMMUNITY
CENTER

Floor 3-8:
Residential

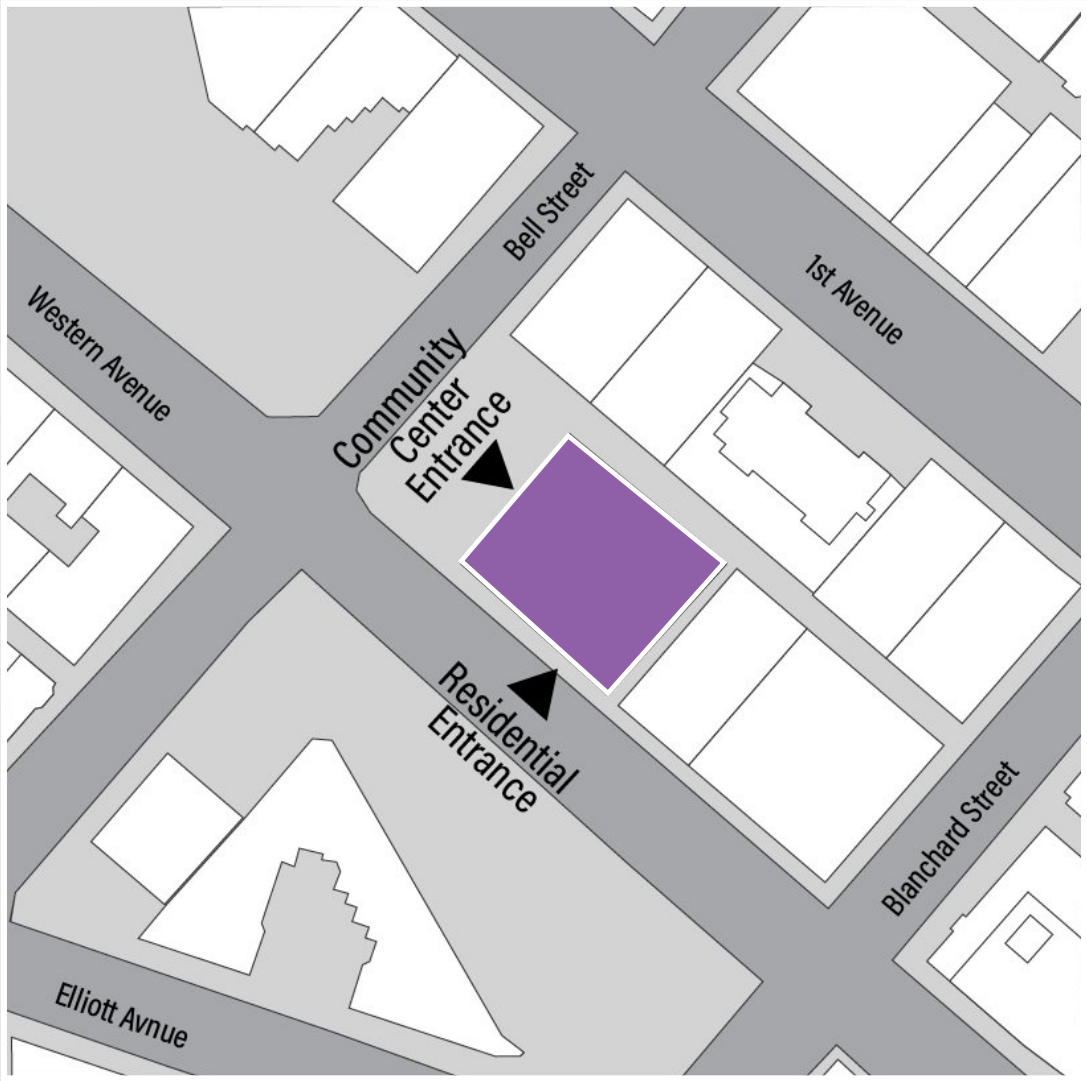
Floor 2:
Gym, Classrooms,
Conference Room, Office
Space, and Art Studio

Floor 1:
Staff Office, Gym, Fitness
Studio, Locker Rooms, and
Computer Lab studio

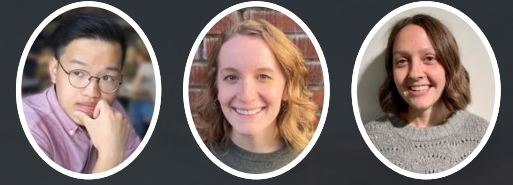
COMMUNITY CENTER: MIXED-USE DEVELOPMENT



Site Plan:
Community Center



PROJECT FUNDING



Community Center

Capital:

- Real Estate Excise Tax (REET)
- General Fund (Cumulative Reserve Fund)

Operations:

- General Fund
- Seattle Park District Fund
- Service Revenue
- Neighborhood Matching Fund

Mixed-use Development

- Developer Capital
- Equity from Seattle Parks and Recreation
- Lease Income



5

DELIVERABLES

Poster Boards, Website
& White Papers

POSTER BOARDS



POST COVID RECOVERY REVITALIZATION OF DOWNTOWN SEATTLE

1

INTRODUCTION:

Graduate students from the University of Washington's Department of Urban Design & Planning, in partnership with the City of Seattle, assessed and imagined the revitalization of Downtown Seattle in their URBPD 507 Urban Planning Studio.

PROBLEM STATEMENT:

Beginning in March of 2020, the COVID-19 pandemic dramatically changed Seattle's downtown district as employers moved to remote work, tourism came to a halt, and other businesses shut down or relocated out of the urban core. The study areas of Pike/Pine and Pioneer Square are at risk of remaining economically depressed and need revitalization.

VISION:

Creative interventions facilitate a unique and enticing experience for all who spend time in Seattle's downtown. By 2023, downtown is a vibrant neighborhood offering businesses and services that serve both local residents and visitors.

CONTRIBUTORS:

STUDENTS:

Rachel Brown • Colin Carter • Tristan Chen • Quintin Dalbec • Kelsey Figone • Meg Hamel • Owen Harrang • Charlie Hohlbein • Jona Perkins • Josh Pitts • Carmen Smith • Liam Tevlin • Anna Trevino • Emily Aoki Yamashita • Ben Walker

INSTRUCTORS:

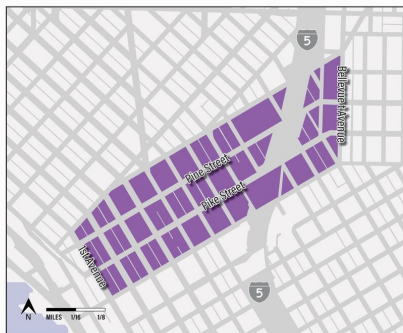
David Blum, Affiliate Instructor, University of Washington
Lyle Bicknell, Principal Urban Designer, City of Seattle

LEARN MORE:

Visit our website to learn more:
sites.uw.edu/studiology/seattle-iii-home



PIIONEER SQUARE STUDY AREA



PIKE/PINE STUDY AREA



POST COVID RECOVERY REVITALIZATION OF DOWNTOWN SEATTLE

2



PUBLIC RESTROOMS

Solorio vellupatam dolorib usameni re volonitatur? Arionse quatur? Ovidit pa nonsequi con re, cuptaeperum sitamet animet, saniendel ea etur, int porerunt, qui nos everem. Illitit eat hilici ut expla nimilit ea est, odit, cupiamus volora vel ius quaeptam sanda nonsed entionem Bor aliquat ipsunt quam nullaborem



Occidental Square



Occidental Square



EVENING MARKETS

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Occidental Square (Seattle, WA)



Occidental Square (Seattle, WA)



MICRO SPACES

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Pine Street between 1st and 2nd Avenue (Seattle, WA)



Precedent: Microenterprises (Atlanta, GA)

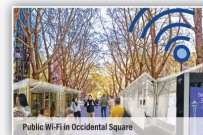


PUBLIC WI-FI

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City of Seattle Free Public Wi-Fi Sign



Public Wi-Fi in Occidental Square



POST COVID RECOVERY REVITALIZATION OF DOWNTOWN SEATTLE

3



TEMPORARY RETAIL

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Interurban Building (Seattle, WA)



Interurban Building (Seattle, WA)



BUSINESS RECRUITER ROLE

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Business Recruiter Stakeholders

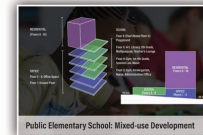


Precedent: Golden Triangle BID (Washington, D.C.)



PUBLIC SCHOOL

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Public Elementary School: Mixed-use Development

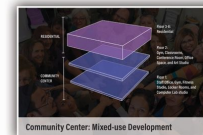


Precedent: Spruce Street School (New York, NY)



COMMUNITY CENTER

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Community Center: Mixed-use Development



Precedent: Chinatown Community Center (Seattle, WA)



THANK YOU

June 4, 2021

