

Victor Steinbrueck Park Improvements

PARKS AND GREEN SPACES LEVY PROJECT



Project Overview

Victor Steinbrueck Park was created in 1981 by architect and activist Victor Steinbrueck and landscape architect Rich Haag. After helping to save Pike Place Market from demolition, the two designed the park (originally named Market Park) as a place to enjoy the view and to act as an extension of Market's social life, providing a place to gather outside. The park designers felt strongly that the park provide for all people, including disadvantaged members of our community. This project will take a holistic approach to improving the park for all.

In 2008, City Council passed a Levy that allocated \$1.6M for "Improvements to Public Safety". These include but are not limited to:

- improving sight lines into the park
- renovating seating
- renovating the former children's play area*
- improving and expanding lighting
- upgrading landscaping

The park is within the Pike Place Market Historic District; the Pike Place Market Historical Commission has adopted guidelines which outline the "character defining features" of the park. These guidelines must be considered as part of any park improvements.

*Note: Since this levy was passed, the former children's play area was replaced by a gathering space and Tree of Life sculpture.

The scope of this project includes public outreach, design, and construction related to improvements outlined above. In addition, the park was constructed on top of a parking garage, and it has recently been determined that the waterproofing membrane between the park and garage is failing. The replacement of the membrane will require that the entire park be removed and reconstructed. While \$1.6M will cover park improvements described in the Levy language, additional money will be required to cover the membrane replacement and reconstruction of the park.

The design team meets regularly with numerous local stakeholders and park users. The design team also meets regularly with Seattle Parks & Recreation and the Pike Place Market Historical Commission, which is responsible for making decisions on all use and design changes in the Market to ensure that the historic character of the Market is preserved. The Seattle City Council must approve the final design pursuant to the levy language.

Public outreach includes four open houses, between May 2016 and April 2018. The first two (May 2016 and October 2016) included both in-person public open houses and online open-

houses, which were live for several weeks and provided additional opportunities to provide feedback. The second two (April 2017 and March/April 2018) were solely online.

Online Open House #4 Summary

Online Open House #4 provided an overview of the project, process to date, and the current design, as well as an opportunity for participants to share comments. The site was live 24 hours a day, seven days a week, from March 9th through April 13th, 2018. During this time, 399 unique visitors viewed the website and left 42 comments.

Outreach and Notification

The project advertised the public meeting and online open house using several methods of communications, including:

- Press release sent to SPR list which includes local blogs and ethnic media
- Parkways [blog post](#)
- Social media- Facebook Page and Twitter
 - Facebook:

	Reach	Engagement
Belltown CC	49	2
SPR Main	583	19

- Twitter:

	Reach	Engagement
12-Mar	3395	68
2-Apr	1180	16
11-Apr	951	13

- Signs posted at park and around the market
- Blog post copies at the concierge booth at the park
- Email blast to 300 people went out in two emails (3/9/2018 and 4/11/2018) advertising the Open House.

Feedback Received

The following is a summary of perspectives shared during the Online Open House.

- Please try to keep the existing large tree.

- The children's area does not seem sufficient for families. Include more for children, or a real play area elsewhere in Market.
- Neighbors are concerned about how improved park lighting will impact views from their homes.
- Glad that there is a connection to Marketfront.
- Glad that there will be more places to sit.
- The supplemental (movable) seating in the renderings doesn't look comfortable; consider larger people and mobility challenges.
- The guardrail with a small counter for food and beverages will be a great addition.
- Like the subtle incorporation of Native cultural elements.
- Improve pedestrian connections from Pike Place, across Western Avenue to the park.
- Some people feel the park is uncomfortable due to the activities or behavior they witness in the park today, and have concerns about how this will be addressed in the future.

Appendices

- A. Screenshots of the online open house
- B. Online Open House comments and data.
- C. Online Open House website analytics.