

P i k e / P i n e

U r b a n C e n t e r V i l l a g e

Pike/Pine Urban Neighborhood Coalition

FINAL NEIGHBORHOOD PLAN

November 19, 1998

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EXECUTIVE SUMMARY

Overview of the Pike/Pine Neighborhood Plan

In the Pike/Pine Neighborhood, living and working in an Urban Village is already a way of life—and one that the community sees as fragile and worth preserving. The Pike/Pine neighborhood envisions itself not just as a corridor that straddles First Hill and Capitol Hill, but as a distinct area with its own unique identity. What follows is our vision of the Pike/Pine neighborhood twenty years from now. If the picture resembles Pike/Pine as it now exists, that's because our outreach shows that people who live and work in the neighborhood are enthusiastic about many of the current qualities of this distinct and vibrant neighborhood.

Vision: Pike/Pine in the Year 2014

Location close to downtown, without having downtown-type development of large single-use office buildings or institutions in the neighborhood

An urbane, mixed-use environment that is unusual in Seattle because it is 50% business and 50% residents

Small scale, individualistic retail businesses that give the neighborhood character

The continued health of light manufacturing, wholesaling, high-tech and auto-related businesses that create good jobs and neighborhood economic stability

A concentration of artists' studios, music performance and recording, and gallery spaces in keeping with present neighborhood patterns

The historic 'auto row' architecture and other historic buildings, such as the Fraternal Lodge buildings (Odd Fellows Hall, Masonic Temple, Knights of Columbus) and turn-of-the-century housing such as the Bell-Boy apartments that give the neighborhood character and preserve important parts of Seattle's early twentieth century history

A wide variety of different sorts of people living, working and visiting in the neighborhood

A well-defined community identity, including distinctive community gateways and many examples of public art

A neighborhood that sees itself as part of the City of Seattle and whose neighborhood activists and community organizations communicate productively with city and county governments

This vision has been carried forward through the Phase Two Neighborhood Planning process. After the validation of this vision statement and the Phase One goals, community volunteers began working in six distinct committees to carry forth the community plan through Phase Two. These committees include Land Use, Urban Design, Housing, Economic Development, Arts and Culture, and Human Services. The Land Use and Urban Design Committees addressed historic structures and transportation was included in the purview of the Urban Design Committee. The Human Services Plan was conducted in a combined effort with the Capitol Hill and First Hill Urban Villages.

Over the past year each of these committees have worked toward the preparation of their specific portions of the Neighborhood Plan. As independent committees, and jointly through the Planning Committee and the Pike/Pine Urban Neighborhood Coalition, we have worked to outreach to the community, both as a means of increasing participation and as a means to inform.

Recognizing synergy as a key component in the success of our planning efforts, we established a Steering Committee with membership consisting of the chairperson from each committee and the chairperson of the Planning Committee. Through the Steering Committee we have identified four Key Strategies that combine ideas and recommendations from various committees. The strategies outlined below are presented in detail in each specific section of the plan.

KEY STRATEGY

Preserve and Encourage Affordable and Market-Rate Housing

Purpose: To strengthen the neighborhood's existing mixed-use character and identity by encouraging additional affordable and market-rate housing as well as preservation of existing housing.

KEY STRATEGY

Sustain the Character of the Pike/Pine Neighborhood through Implementation of Urban Design Recommendations and Neighborhood-Wide Policy Changes

Purpose: To sustain the character of the Pike/Pine neighborhood by development of Design Guidelines and Design Review process to preserve "character" buildings, and the implementation of urban design improvements that enhance the pedestrian environment.

KEY STRATEGY

Strengthen the West End Entry

Purpose: To strengthen the recognition of East Pike and East Pine as entry points from Downtown into a diverse neighborhood with unique opportunities for shopping, recreation and entertainment.

KEY STRATEGY

Strengthen the Neighborhood Core East of Broadway

Purpose: To consolidate the area bounded by Broadway, 12th Avenue East, East Pine Street and Madison as a cohesive core of mixed-use buildings and pedestrian friendly streets.

Introduction

The Pike/Pine Urban Center Village Neighborhood Plan is the culmination of an effort began in the summer of 1995, when the City of Seattle Neighborhood Planning Office came to the neighborhood looking for community members to participate in the neighborhood planning process initiated by the 1994 adoption of Seattle's Comprehensive Plan. The Comprehensive Plan had designated the Pike/Pine neighborhood as an Urban Center Village. Unlike many other neighborhoods, Pike/Pine had a distinct planning base, due to the completion in 1991 of the Pike/Pine Planning Study, sponsored and conducted by the Capitol Hill Chamber of Commerce, Capitol Hill Community Council, Capitol Hill Housing Improvement Program, Environmental Works, the Neighborhood Business Council and numerous residents, business and property owners in the neighborhood. The plan you hold in your hand seeks to build upon the enormous effort of the 1991 Planning Study and capitalize on the opportunities provided by the City in the Comprehensive Plan process.

Seattle's Comprehensive Plan

The Comprehensive Plan, *Toward a Sustainable Seattle*, is a 20-year policy plan (1994-2014) designed to articulate a vision of how Seattle will grow in ways that sustain its citizens' values. The Comprehensive Plan makes basic policy choices and provides a flexible framework for adapting to real conditions over time. The initial building blocks of the Comprehensive Plan are the "elements" required by the state's Growth Management Act: land use, transportation, housing, capital facilities and utilities. King County's Countywide Planning Policies require the addition of an economic development element, and the Seattle Framework Policies (Resolution 28535) inspired the inclusion of a neighborhood planning element and a human development element. The ideas in the plan were developed over five years through discussion and debate and the creative thinking of thousands of Seattle citizens working with City staff and elected officials.

The Urban Village Strategy

The goal that unifies all the elements of the Comprehensive Plan is to preserve the best qualities of Seattle's distinct neighborhoods while responding positively and creatively to the pressures of change and growth. A key component of the City's plan to achieve this goal is the Urban Village strategy.

The Urban Village strategy combines small changes in the city's development pattern with a more complete and competitive intermodal public transportation system, the targeted use of housing assistance funds and planning tools to provide desirable and affordable housing, investment in facilities and service delivery systems designed to serve higher density neighborhoods and neighborhood-based decisions built upon local citizens' expressed priorities.

Seattle will strive to develop and enhance these qualities of Urban Villages:

- A diverse mix of people of varied ages, incomes, cultures, employment, and interests;
- A variety of housing types, ranging appropriately for each village scale to meet the needs and preferences of the diverse community;
- A strong relationship between residential and commercial areas;
- Community facilities, including schools, community and recreation centers, libraries, parks, and human services within walking distance of the village core;
- Partnerships with neighborhood and community-based organizations to improve people's access to services and activities and to create opportunities for interaction through such means as neighborhood planning and community policing;

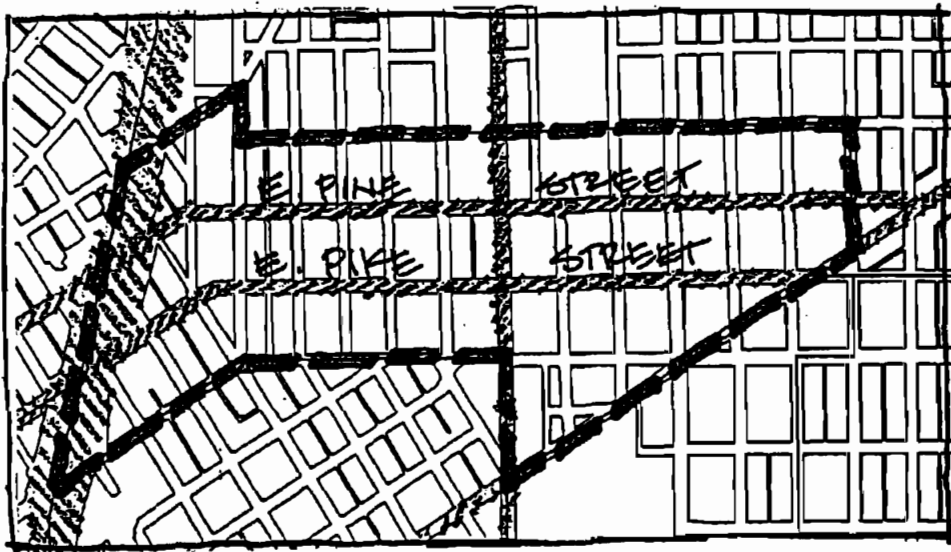
- Transit, bicycle and pedestrian facilities with connections to neighboring villages, good circulation within the village and between the village and surrounding neighborhoods;
- Well-integrated public open space, providing recreational opportunities for village residents and workers;
- A unique identity reflecting local history, the village's natural features, its culture and other sources of community pride.

Urban Center Village Designation

The Pike/Pine Urban Center Village is one of four villages in the First Hill/Capitol Hill Urban Center. The other villages include Capitol Hill, First Hill, and South Capitol Hill (12th Avenue). The boundaries of the Pike/Pine neighborhood are Interstate 5 on the west, E. Olive Street on the north, 15th Avenue to the east, and, on the south, Madison Avenue from 15th Avenue to E. Broadway and E. Union Street from Broadway to Interstate 5.

Pike/Pine is the smallest of the villages in area, containing 131 acres. According to the Comprehensive Plan, the Urban Village contained 2,349 households in 1994 for a housing density of about 18 households per acre. The plan estimates an additional 620 households will be constructed by the year 2014. This would increase the density to 22.7 households per acres.

There were an estimated 3,963 jobs within the urban village boundaries in 1994. The number of jobs is estimated to increase by 1,400 to about 5,400 in 2014.



Pike/Pine Planning Study, 1991

History

The Pike/Pine Planning Study was the result of a two-year, community initiated planning process supported by Capitol Hill community groups, volunteers from the community at-large, and the City of Seattle's Neighborhood Matching Fund. The boundaries of the study area were the same as the current boundaries of the Pike/Pine Urban Center Village.

The 1991 study was guided by a diverse steering committee, bound together by a common feeling that the Pike/Pine neighborhood would experience significant change over the next 10 years. The participants viewed their efforts as an experiment in community based neighborhood planning. The recommendations in the study were drafted as efforts to encourage the positive elements in the area, providing clarity and direction for economic and social forces already at work in the neighborhood.

The study also took into account the needs of the broader community and the neighborhood's role in furthering city policies and long term planning for the region. This is shown in the study's emphasis on a future in which the neighborhood supports a dense population enjoying moderately priced housing close to employment and transportation.

During research for information on the Pike/Pine neighborhood for the 1991 study, previous projects were discovered that addressed issues in the area. In the late 1970s there was a flurry of public and private activity centered on the Pike/Pine area. In 1976, the Seattle Engineering Department spent \$1,062,000 to upgrade Pike and Pine Streets from First Avenue to E Madison Street. The improvements included street trees, lighting improvements, and crosswalks.

In 1977 a group called the Pike/Pine Improvement Club applied for a grant from the National Endowment for the Arts, to promote the area as having "lively service oriented amenities essential to a stable neighborhood." The goals of the grant application were strangely similar to those of the 1991 Pike/Pine Planning Study and to this neighborhood planning effort twenty years later:

- Urban design guidelines for future growth and control of new development
- Guidelines for reuse of significant structures of landmark quality
- Developments which will encourage a joint private/public venture to revitalize the area
- Develop a program which promotes new development and the economic vitality of the area



As far as is known, the NEA grant application was not funded. However, in May of 1977, a different group sponsored by the Capitol Hill Community Council and the Northwest Regional Foundation formulated and distributed a questionnaire to 5,800 residents of Southwest Capitol Hill. Their boundaries covered the area bounded by 1-5, E. Aloha, 15th Ave, and E. Pike. Although this survey covered a larger area than current planning boundaries, many of the opinions were very similar to those collected by the University of Washington class' i989 attitude survey of Pike/Pine residents.

Introduction

In 1979 the Capitol Hill Community Council created a Southwest Capitol Hill Task Force, (SWCHTF) to organize residents to address gentrification of the area's housing and businesses. The boundaries of this project were from Denny Way to Union, between I-5 and Broadway. With funding from Title I for several community organizers, and the assistance of University of Washington and Seattle University, area residents—who were perceived to be primarily low-income—were organized to form the Southwest Capitol Hill Neighborhood Council. The group was never formally incorporated because they were a committee of the larger Capitol Hill Community Council. The impetus for the SWCHTF was a local lay minister whose primary concern was the displacement of low-income tenants and businesses that served them. The SWCHTF produced a survey and several reports on business and community issues, but no known action followed their intensive study of the area.

In 1988, a loosely knit group of 23 businesses and property owners formed the West Capitol Hill Improvement Association, primarily to combat a marked increase in drug abuse, prostitution, littering and loitering. The boundaries they used to identify their group were: I-5 on the west, East Denny Way on the north, Broadway on the east, and E. Union on the south. Although there was support from members to form an association, it appears that the group stopped meeting regularly, either because of a lack of leadership or due to a drop in the crime problems.

Goals and Objectives of the 1991 Planning Study

- Maintain and improve the economic vitality of the area by encouraging development in context with the existing neighborhood and its present uses.
- Preserve existing low-income housing in the area.
- Create a better environment for existing businesses by addressing key issues such as parking and public safety.
- Present the area to public officials as vital to the City of Seattle because of its centrally located housing, commercial and transportation resources. Guide and assist policy makers to provide some direction for the area's future by recommending coherent and contextual strategies.
- Create a baseline of comprehensive data that is available to the community, exceeding current information available in other public records. Encourage the community to make informed decisions based on a reliable source of information.

Recommendations of the 1991 Planning Study

The Pike/Pine Planning Study addressed five essential issues: land use, housing, commercial activity, crime and security, and parking. The Steering Committee recognized that the success of the study relied on two things: the willingness of city officials to take appropriate actions based on the study, and the continuing involvement of the community to maintain the vitality of the neighborhood. Therefore, the recommendations of the study are for action by both the city and community organizations.

Recommendations for Action by Community Organizations and Institutions

There were a number of recommendations in the 1991 Plan addressed to existing or future community organizations and institutions. These recommendations relate to housing, commercial activity, crime and security issues, and parking.

Housing:

- Encourage local employers and institutions to create innovative benefit structures that include "employer-assisted housing programs" where employee benefits include financial assistance for housing costs.
- Establish a Pike/Pine Housing Task Force in coordination with a city department to monitor and report on rental levels, demolitions and conversions of housing units.

Commercial Activity

- Encourage business ridesharing programs and sponsorship of bus passes.
- Develop a business association that will express the entire district's opinions on public services.
- Increase membership in Capitol Hill Chamber of Commerce or Greater Seattle Business Association.
- Encourage development of a Pike/Pine business community with flags, street cleaning, or block watch, to promote businesses and create a more positive atmosphere for customers and employees in the area.

Crime and Safety

- Encourage business and community members to participate in existing community organizations.
- Form a Crime Prevention Task Force to create a "Security Action Plan" to prioritize security needs for the area..
- Support the "Capitol Hill Declaration of Community Commitment" which states intolerance to hate crimes and harassment of community members.

Parking

- Encourage expansion of the Seattle Central Community College (SCCC) parking garage from 500 to 750 spaces.
- Encourage an aggressive carpool (ridesharing) program for SCCC.
 - Encourage a better understanding of employee parking locations with employer-sponsored parking areas and/or bus passes.

Recommendations for Action by the City

The Steering Committee recognized that successful implementation of the 1991 Study would require a commitment by the City in both policy and legislative actions, and capital expenditures. Listed below is the summary of recommendations for City action.

- Create an Urban Neighborhood Overlay to direct reinvestment and provide incentives to produce below-market rental units.
- Attach design guidelines to initial correspondence with all Master Use Permit applications.
- Encourage pedestrian use with improvements to the streetscape: curb bulbs, enhanced crosswalks and traffic lights.
- Assign priority to the Pike/Pine area for the Multifamily Code repair program for apartment buildings.



Pike/Pine Urban Center Village
Draft Neighborhood Plan

Introduction

- Establish a Pike/Pine Housing Fund and give priority status to the Pike/Pine area for various other city housing funds.
- Extend fee exemptions of the Rental Housing Inspection Program (RHIP) to all low-income units.
- Explore first-time homeowner assistance for multifamily units (condominiums or cooperatives).
- Encourage employer-assisted housing in the Pike/Pine neighborhood.
- Coordinate regulatory policies between departments.
- Reduce utility rates for multifamily buildings in which a majority of units are occupied by households whose household income is below 50% of the median.

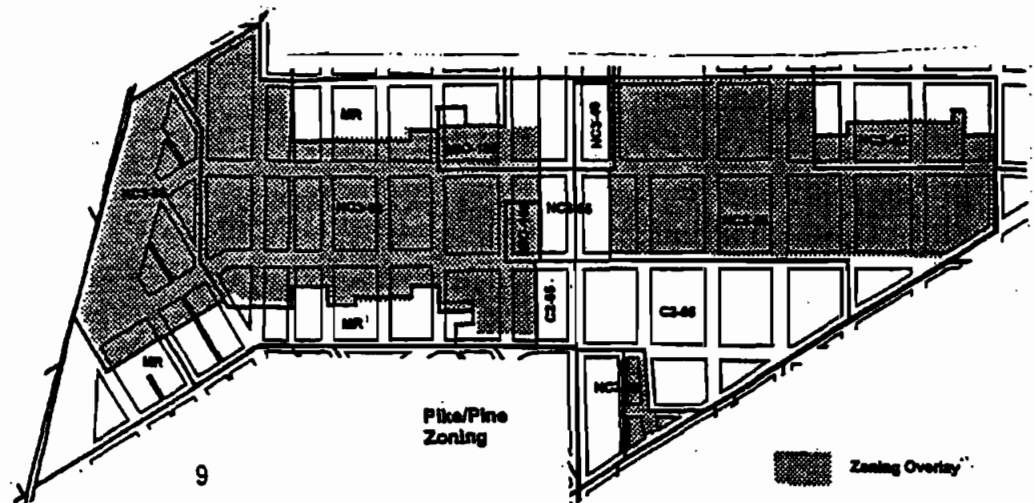
- Establish a Pike/Pine Housing Task Force.
- Initiate Detox Van service east of 1-5.
- Allow SCCC to expand their parking garage from 500 to 750 spaces.
- Explore one-way couplets on selected north-south streets, with back-in angle parking to increase number of on-street parking spaces.
- Improve management of existing on-street parking.
- Tie the area into METRO planning for its envisioned rapid-transit tunnel. Obtain an understanding of current demands for parking in the area prior to any major transportation projects through the area.
- Improve transit services to and from SCCC to relieve students from time-consuming transfers. Target SCCC staff and faculty for an aggressive ridesharing program.

The Pike/Pine Overlay

The recommendation to create an Urban Neighborhood Overlay was the most comprehensive of all the recommendations in the 1991 Study. The NC3 zoning in effect at the time of the study was considered, in most respects, appropriate for the area. However, by being broadly permissive in terms of allowable uses, the NC3 zone provided almost no meaningful direction for future investments in the area. The Steering Committee felt that the NC3 zoning, coupled with the exceptional diversity of existing uses, was probably hindering housing reinvestment, rather than fostering constructive development.

To counter this problem, the adoption of an "Urban Neighborhood Overlay" was recommended. The overlay would leave the basic zoning unchanged but would designate the area as one intended to become a denser urban neighborhood with commercial uses at the street level and residential uses above. The basic tenets of the overlay recommendation included:

- All parcels in the study area which are zoned NC shall be subjected to an 'Urban Neighborhood' overlay, EXCEPT those parcels with frontage on Broadway.
- The Urban Neighborhood designation shall require that all new construction greater than 30' in height have no more than 50 % of floor space, but in no case more than two full floors, intended for commercial use.
- Parcels fronting on the north-south streets bounded by E. Union on the South, E. Olive on the north, 1-5 on the west, and Broadway on the east, MAY BE EXEMPTED from the requirement for ground-floor commercial space provided that 10% (or at least one unit) of the residential units are affordable to low-income households. Where below-market units are part of a new building, design requirements for single-use residential construction on these sites shall be those defined for Mid-Rise zones EXCEPT that developers may choose to build the *first* story to the front and side lot lines provided that an additional number of affordable units are included. These privately constructed and managed low-income units would be monitored by DCD to insure compliance for 20 years with affordability standards for households earning less than 50% of the Seattle-Everett median income.
- Rehabilitation of existing residential units shall not reduce the square footage available for residents except that ground floor apartments MAY BE ELIMINATED to provide commercial space.
- A density of one unit per 400 square feet of lot area is permitted.
- Rehabilitation of existing structures with no residential units shall be permitted without requiring the addition of residential units.
- Drive-in businesses as defined in Section 23.844.008 of the zoning code shall not be permitted.



Pike Pine Urban Center Village Neighborhood Plan, Phase I

Organizing

When the Neighborhood Planning Office (NPO) came to the neighborhood in 1995, they found one small group of neighborhood activists in the Pike/Pine Neighborhood Association and another that had coalesced around a project to develop a series of curb bulbs with money from the Street Utilities Fund and through a Department of Neighborhoods matching grant.

Soon a core group was talking with the NPO and learning about the terminology and format of Seattle's new Neighborhood Planning Process. For those community members who became interested, late 1995 and early 1996 became an exercise in learning a new language. They learned about how to assemble an *Organizing Committee* that would identify *stakeholders* and plan a *Phase One Planning Scope of Work*. They learned that in Phase 1, they would develop a *vision and goals* for their neighborhood and that they would need to do *outreach* so that their vision and goals would be representative and could be *validated*. Then they would need to assemble a *Planning Committee* that would plan a *Phase Two Scope of Work* that would generate a *Neighborhood Plan*.

Around this same time, one very successful effort toward planning in the neighborhood was initiated by architect Anne Van Dyne. Anne organized a neighborhood planning charette that brought together design professionals and other interested neighbors in a day-long forum and a number of small-group design workshops. The event, called "Building an Urban Village from the Inside-Out," took place on November 11, 1995. By the end of the day-long charette there were four innovative approaches to neighborhood design challenges. It was evident that Pike/Pine was embracing the term "urban village" and its implications of mixed uses, strong self-identity, and diversity combined with closeness. The Pike/Pine neighborhood saw itself not just as a corridor that straddles First Hill and Capitol Hill, but as a distinct area with its own identity.

Meanwhile, members of the former Pike/Pine Neighborhood Association had become familiar with planning activities that had taken place in Pike/Pine's recent past, including The 1991 Pike/Pine Planning Study. Although the community volunteers who had helped put together the 1991 study were no longer involved in Pike/Pine planning, the newer group was impressed by the breadth and thoroughness of their work, and decided to make its findings the core of their efforts. It was around this time (early 1996) that the City Council approved and adopted the Pike/Pine Zoning Overlay for the Pike/Pine neighborhood as a direct outgrowth of the 1991 Pike/Pine Planning Study.

Building on the momentum from the design charette, the new group worked with the Neighborhood Planning Office to put together a neighborhood meeting to raise people's interest in the planning process. The meeting, held on November 29, 1995.



Thirty-two people attended the meeting and it became apparent that people cared about the Pike/Pine Neighborhood and felt passionate about its future. At the meeting a model was presented regarding how to organize an active neighborhood association at the same time neighborhood planning is underway. Based on that model, a group began meeting that within a couple of months had developed by-laws and had given itself a name: the Pike/Pine Urban Neighborhood Coalition, or P/PUNC.

A second outcome of the November 29th, 1995 meeting was the formation of the Pike/Pine Neighborhood Planning Organizing Committee, a group committed to developing a scope of work for Phase One neighborhood planning. The attendees at the meeting created a list of neighborhood stakeholders that the Organizing Committee would be charged with reaching out to in Phase One planning.

Outreach

The goal of the Phase One planning effort was to engage as many neighborhood people as possible in identifying a future vision for Pike/Pine. To accomplish this goal, the organizing committee developed an array of activities as varied as Pike/Pine itself.

The Organizing Committee agreed on the following fundamental principles to guide the Phase One effort:

Tenets of Pike/Pine Planning

- Our planning is driven by the community
 - We work with the 1991 Pike/Pine Neighborhood Study as a base
 - We focus on planning and projects at the same time, so that we can see our efforts have real results
 - We plan with a human face—we are inclusive and friendly in our efforts
 - We think an inventive and creative approach to planning is positive
 - The process of community involvement is as important as the product
 - True—rather than token—community involvement can be of lasting value
-

The Organizing Committee decided to divide into four project teams, each of which would be responsible for a specific outreach activity. The Committee chose this process because it could be implemented by volunteers. Each project had its own budget and volunteer committee. Consultants were hired for certain tasks within each project.

Team One was responsible for Background Documentation. The purpose of this effort was to ensure that the community was informed about past planning projects so that current planning could build on those efforts. Team

One compiled a directory of existing resources and data; reviewed the city's Comprehensive Plan; produce a Pike/Pine slide show and text, and; gathered together a set of presentation maps that illustrate the composition of the neighborhood.

Team Two prepared questions relating to Pike/Pine that were included in a telephone survey being conducted by the Broadway Business Improvement Association.

Team Three sponsored two focus groups; one each for residents and business interests. Team Three members facilitated the focus groups which were in the form of informal, idea-oriented "round table" discussions.

Team Four conducted a Youth Needs Assessment that involved involving students in documenting their views of the strengths and weaknesses of the Pike/Pine neighborhood.

The outreach strategies brought in traditionally underrepresented populations. Area youth were included through the youth needs assessment carried out by students from the Northwest School and Seattle Arts Academy. Residents were specifically targeted in the focus groups and the survey. Area businesses were specifically targeted in the focus groups. In addition, all activities were publicized and held in an open and inclusive manner.

An additional, and very productive, outreach activity was a charette held at the University of Washington entitled "*Containment/Continuum: The Pike/Pine Corridor Transition Between Downtown and the Neighborhood*".



Each year NIAUSI and the University of Washington cosponsor a charette that advances creative, feasible solutions to real urban design problems of social, civic and environmental importance. Although this activity was not included in our Phase One Scope of Work, Organizing Committee member (and NIAUSI Board member) Jori Adkins took the initiative in getting NIAUSI and the University of Washington to focus their 1996 charette on the Pike/Pine neighborhood. Undergraduates, graduate students, and faculty members in architecture, landscape architecture, and urban planning collaborated in teams that tackled specific design questions relevant to the neighborhood. The charette, which involved work until sunrise for many of the participants produced varied solutions to the question of how the Pike/Pine neighborhood can be maintained with its stability and cherished eccentricities while acknowledging its increasingly important—but threatening—connection to the Seattle downtown center. Visual documents and text descriptions were presented by students at an open public forum held at the University of Washington on March 27, 1996.

Developing and Validating the Neighborhood's Vision and Goals

After conducting these various outreach activities, the Organizing Committee set about synthesizing the diverse input it had received. This effort took place in five stages.

In the first stage, the Organizing Committee, with facilitation by NPO, participated in a workshop where they grouped and named the various ideas, suggestions and comments received through outreach into working issue categories.

Next, the project manager from NPO drafted a vision, goals and a preliminary scope of work based on the results of the workshop and the findings from each of the outreach activities. Members of the Organizing Committee reviewed and added to this first draft.

In the third stage, the Organizing Committee organized a luncheon for key neighborhood stakeholders to review, comment and add the draft vision, goals and scope of work. The lively discussion affirmed the vision statement and the direction of the scope of work, and generated new ideas for accomplishing many of the stated goals.



Next, a flyer was developed and mailed to 5000 addresses in the Pike/Pine neighborhood that announced a Validation Event scheduled for March 15, 1997. The mailer included a survey asking for feedback on the draft vision and goals.

Finally, on March 15th, a community-wide Validation Event was held inside a vacant storefront at the corner of East Pike Street and Melrose Avenue. Participants had opportunities to submit comments and to prioritize the issues they cared most about. Comments received during the Validation Event were incorporated into the final Phase Two Scope of Work.

Goals for Phase Two Planning

- Strengthen the neighborhood's existing mixed-use character
 - Encourage additional affordable and market rate housing growth in order to increase the number of residents living in the Pike/Pine neighborhood
 - Welcome increased residential densities with an understanding that new residents are drawn to the neighborhood by existing conditions; Pike/Pine should not become 'sanitized' to mimic a non-urban environment
 - Preserve and encourage the existing mix of light manufacturing, wholesaling, high-tech and auto-related businesses that presently coexist with smaller retailers
 - Encourage the growth and stability of retail businesses that serve neighborhood resident's daily needs, such as hardware stores, grocers, pharmacies, etc.
 - Increase housing, studio, performance and gallery spaces that allow musicians and artists to live, work and thrive in the neighborhood
 - Preserve, to the extent possible, the neighborhood's built environment of auto-row architecture
 - Enhance sidewalks and alleys to make a better overall pedestrian environment for pedestrian and retail activities, such as sidewalk cafes, and to provide more greenery
 - Enhance available open space and support the search for additional 'pocket park' space for community gardens, children's play space and other recreational opportunities
 - Promote community building and a concern for the social service needs of area residents and businesses
 - Continue development of a neighborhood self-consciousness and self-identity that will allow it to continue to recognize its distinctive elements worth preserving
 - Nurture the Pike/Pine Urban Neighborhood Coalition in order to strengthen neighborhood identity, forge alliances between business people and residents, and help the neighborhood respond to change and growth
 - Discover ways to meet the Comp Plan land use goals (620 households and 1400 jobs) that fulfill Pike/Pine's version of mixed-use development
-

**Neighborhood Plan
Phase Two**

Key Strategies

The draft plan contains specific recommendations from each of the subcommittees: Urban Design, Housing and Land Use, Economic Development, Arts and Culture, and Human Development. However, no single activity will achieve the vision of the community. Recommendations from several, perhaps all, of the subcommittees, when combined, result in a strategy of multiple actions or activities that will achieve that vision. Each Key Strategy consists of activities for a single complex project or theme that the neighborhood considers critical to achieving its vision for the future. While the Key Strategies are high priorities for the neighborhood, they are also part of a twenty-year plan, so the specific activities within each Key Strategy may be implemented over the span of many years

There are four Key Strategies in the Pike/Pine Neighborhood Plan:

- Preserve and Encourage Affordable and Market-Rate Housing
- Sustain the Character of the Pike/Pine Neighborhood through Implementation of Urban Design Recommendations and Neighborhood-Wide Policy Changes
- Strengthen the West End Entry
- Strengthen the Neighborhood Core East of Broadway

Key Strategy

Preserve and Encourage Affordable and Market-Rate Housing

Purpose: The purpose of this strategy is to strengthen the neighborhood's existing mixed-use character and identity by encouraging additional affordable and market-rate housing as well as preservation of existing housing.

Land Use and Other Recommendations to Encourage Housing and Mixed Use Development

- Extend the Pike/Pine Overlay to the C-2 zone for the purpose of allowing development of mixed-use structures with housing.
- Change Design Review Guidelines - Do not require modulation if building is articulated to the Board's satisfaction
- Option of seeking code departures through Design Review process for rehab or redevelopment projects.
- Modify Overlay to remove 1:400 density limit for single purpose residential structures on the North/South Streets.
- Modify the Overlay to eliminate open space requirement.
- Modify the Overlay to reduce residential parking requirement to one space per unit and permit further reductions in number of spaces for existing buildings through the Design Review process.
- Expand the Transfer of Development Rights (TDR) Program so that rights from Pike/Pine properties

can be sold to developers of downtown commercial properties.

- Create a Pike/Pine Housing Task Force, or a housing subcommittee of P/PUNC.
- Create program for existing building owners with affordable rents to obtain assistance with building improvements. City to provide funding opportunities & explore other options to preserve affordable housing - households earning between 50%-80% of median income.
- Include Pike/Pine as an eligible neighborhood for the 10-year tax abatement program.
- Fund a study to determine the feasibility of developing an affordable mixed use project on the Seattle Police parking lot on 12th Ave. E.
- Modify 13 feet ceiling height requirement in the commercial spaces of mixed-use structures by allowing an additional 4 feet of height and increased space for residential use.
- Prioritize use of City funds for preservation / production of affordable housing in Pike/Pine area for neighborhood organizations when considered as part of the city's funding cycles.

Parking Recommendations that Encourage the Preservation and Encouragement of Affordable Housing: Parking Code/Policy Revisions

- Implement recommendations from Pike/Pine Parking Study that promotes affordable housing and relates to Parking Code/Policy Revisions including:
 1. Allow off-site parking for residential uses in Lowrise and Midrise zones.
 2. Allow "shared parking" for residential uses in Lowrise and Midrise zones.
 3. Increase the allowable distances between shared parking locations.
 4. Establish parking ratio requirements that are appropriate for Pike/Pine.
 5. Allow reduced parking for low-income housing where the developer can show lower parking demand by the proposed tenants.
 6. Allow parking to be reduced in exchange for the developer's agreement to maintain a portion of the units at affordable rents.

Key Strategy

Sustain the Character of the Pike/Pine Neighborhood through Implementation of Urban Design Recommendations and Neighborhood-Wide Policy Changes

Purpose: The purpose of this strategy is to sustain the character of the Pike/Pine neighborhood by development of Design Guidelines and Design Review process to preserve "character" buildings, and the implementation of urban design improvements that enhance the pedestrian environment.

- Modify the Pike/Pine Overlay to include a Community Heritage District that would provide preservation incentives and design review for the rehabilitation and remodeling of existing structures.
- Appoint a special review board to implement the Community Heritage District in the short term. The board should consist of members from established neighborhood committees and volunteer organizations including (1) member of the Arts Organization, (1) member of the Merchants of Pike/Pine, (1) member of the Union Arts Co-op, (1) member of the Pike/Pine Urban Neighborhood Coalition (P/PUNC), (1) Neighborhood Urban Planning Committee. The special review board should request additional members from established City of Seattle Review Boards and Departments including: (1) member of the Capitol Hill Design Review Board, (1) staff member from the Department of Neighborhoods and (1) member of the Landmarks Preservation Board.
- To reinforce the pedestrian scale, recommend that Seattle Central Community College apply for a contract rezone to change campus' zoning from MIO-105 to MIO-65 to make buildings more compatible with surrounding buildings.
- Identify, reinforce, and improve major pedestrian connections to adjacent neighborhoods that include:
 1. E Pike & E Pine Street to downtown.
 2. Broadway and E Pine Street to Capitol Hill.
 3. First Hill Pedestrian Connections.
- Designate key pedestrian linkages as Green Streets:
 1. Designate alley areas and streets as Green Streets Type II, and implement streetscape improvements.

Streets to evaluate for this designation include: Broadway Court from Union Street to Madison Street, Crawford Court from E Union Street to E Olive Street, Minor Avenue from E Pike to E Pine Streets, Nagle Place from E Union to E Pine Streets and Seneca Court from Broadway Court to Madison Street.
 2. Designate alley areas and streets as Green Streets Type III, and implement streetscape improvements:

Streets to evaluate for this designation include: Summit, Belmont, Boylston, Harvard, 10th, 11th, and 14th Avenues. The green street designations would extend to and beyond the borders of the Pike/Pine neighborhood.
- Designate street ends and alleys as Green Streets Type IV, and implement streetscape improvements:
 1. Streets to evaluate for this designation include the Yale Avenue street end west of Melrose .

Key Strategies

- Enhance pedestrian access across East Pine between the core area and Bobby Morris playfields and the proposed Lincoln Reservoir Park. (Green Street)
- Enhance the pedestrian environment of East Pike Street from Melrose Avenue East to 15th Avenue East.
 1. Re-stripe E. Pike Street to one lane in each direction plus a center, two-way left turn lane. (The street now has two eastbound lanes and one westbound lane.)
 2. Install crosswalks and curb bulbs at Melrose, Summit, Belmont, Boylston and Harvard.
 3. Remove center, left-turn lane between intersections to allow a wider sidewalk through these sections.
- Re-stripe Broadway from Pike Street south to at least Madison to be one lane in each direction with a center, left turn lane at intersections. Parking on both sides of the street should be maintained. If space is available, include a southbound bike lane on Broadway between Pike Street and Madison Street to facilitate safer travel for bicyclists
- Enhance the Pedestrian Environment throughout the neighborhood through the following recommendations:
 1. Provide pedestrian-scale lighting. Currently there is too much ineffective lighting on E Pike and E Pine Streets, or light pollution created by undirected large ambient street lights. A lighting hierarchy is recommended for pedestrian lighting that highlights walkways, plazas, and parks.
 2. Convention Center: Pedestrian scale lighting and artwork should extend from the Convention Center to the neighborhood.
 3. Install kiosks, banners, and art that is reflective of the artists and character of the neighborhood.
 4. Increase green-space on the north/south residential streets west of Broadway.(See Green Streets)
 5. Install curb bulbs to reduce the distance pedestrians must cross neighborhood street or arterial. Curb bulbs are recommended for E Pike Street/Minor Avenue, and E Madison Street/11th Avenue.
 6. Modify major intersections to provide pedestrian crosswalks on all legs of the intersection and to increase the sidewalk width and provide other pedestrian amenities. Intersections that should be evaluated include: E Madison Street/ E Union Street/12th Avenue, E Madison Street/13th Avenue, E Madison Street /E Pike Street/14th Avenue, E Pine Street/15th Avenue, and E Pike Street/Melrose Avenue/Minor Avenue.
 7. Install better traffic control devices that promote pedestrian safe crossing at the intersections of Pike Street/Boylston Avenue and Pine Street/Belmont Avenue.
 8. Evaluate locations where flashing yellow signals have been installed (or are proposed to be installed) to determine if there are other measures that could be used instead of flashing signal.

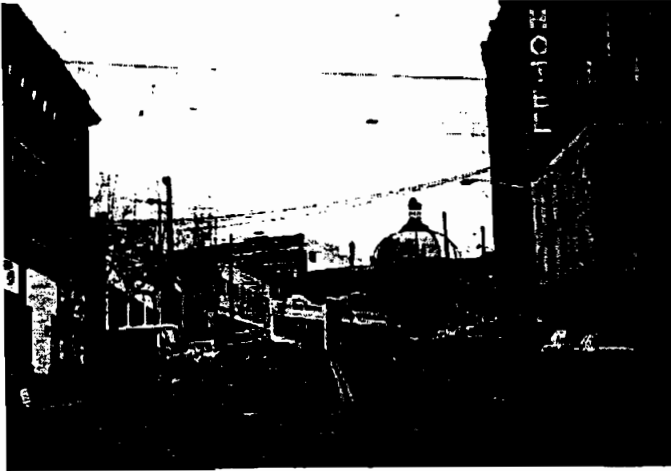
Key Strategy

Strengthen the West End Entry

Purpose: Strengthen the recognition of East Pike and East Pine as entry points from Downtown into a diverse neighborhood with unique opportunities for shopping, recreation and entertainment.

Strategies:

- Reconstruct Boren Park to create a safe and attractive open space for residents and visitors to the neighborhood
- Extend public street art installations from the Washington State Convention and Trade Center (WSCTC) east on Pike Street to Minor Avenue
- Light the four columns in Pike/Boren Park and improve park landscaping and furniture
- Enhance the intersections of Minor Avenue/East Pine and Minor Avenue/East Pike by the installation of public art, pavement features, landscaping, special street lighting and the lighting of specific building facades/domes
- Institute Residential Parking Zone (RPZ) on streets west of Harvard Avenue (see Parking Study and Recommendations in Appendix I)



East Pike Street Entry to Neighborhood



Four Columns Park



Building Scale in the Neighborhood Core



Key Strategy

Strengthen the Neighborhood Core East of Broadway

Purpose: Consolidate the area bounded by Broadway, 12th Avenue East, East Pine Street and Madison as a cohesive core of mixed-use buildings and pedestrian friendly streets.

Strategies:

- Extend the Pike/Pine Overlay zoning boundary to include the area zoned C-2 to allow the development of mixed-use buildings
- Expand sidewalk width by four feet on 10th Avenue East, 11th Avenue East and the south side of East Pike Street
- Revise traffic from two-way to one-way northbound on 10th Avenue East from East Union Street to East Pine Street, and southbound on 11th Avenue East from East Pine Street to Madison Street
- Consolidate loading/restricted-parking zones to ensure the most efficient and effective use of street frontage for loading and parking
- Provide back-in diagonal parking on the revised one-way avenues and on East Union Street.
- Continue the installation of curb bulbs to include all intersections in the core area.
- Enhance pedestrian access across East Pine between the core area and Bobby Morris playfields and the proposed Lincoln Reservoir Park

Neighborhood Plan Elements

Land Use



Existing Conditions

The majority of the land in the neighborhood is zoned NC3, Neighborhood Commercial, with the Pike/Pine Overlay. The NC3 zone, with the overlay allows for mixed-use structures along East Pike, East Pine Streets, and the south side of East Union east of Broadway. For all structures greater than 30 feet in height, no more than 50% of the gross floor area can be in nonresidential use. Above first two floors, only residential uses are permitted. Single purpose residential structures are allowed at a maximum density of one unit per 400 square feet of lot area (1/400) along streets where commercial is not required, (north/south avenues) except in the area zoned NC3-85 where single purpose residential is still prohibited. Depending on the location, building heights are limited to 40 feet, 65 feet, or 85 feet.

The other significant zone is the C2-65, Commercial 2. In this zone, single purpose residential structures are allowed only as a conditional use unless an adopted neighborhood plan permits them outright. Residential density is limited to 1/1600 unless increased through an adopted neighborhood plan. Mixed-use

structures require a conditional use permit for the residential portion of the structure.

Other zones and the type of housing they allow are:

Lowrise 3 - 3 story lowrise apartment buildings or townhouses, 30 ft height limit

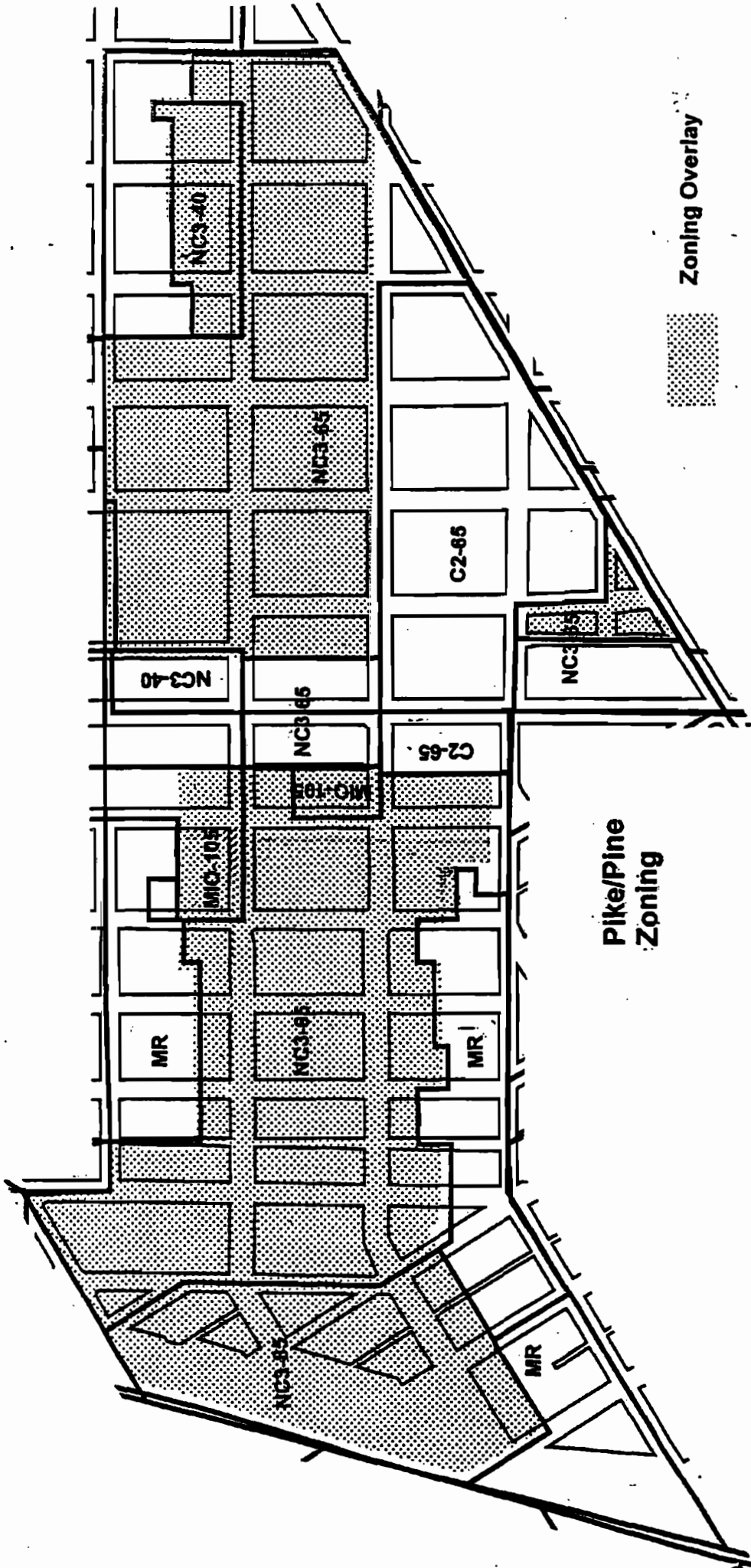
Midrise - Midrise apartment buildings up to 60', no unit density limit

Highrise - Highrise apartment buildings that step back with height, no density limit or lot coverage requirement

Perspectives of Developers and Property Owners.

Property owners and developers were interviewed about the housing issues and challenges of the neighborhood. The two biggest issues raised by developers were parking and open space requirements, which add significantly to the cost of new housing and are impediments to redevelopment of existing properties. Parking, particularly the need for more, was also raised by existing property owners.

The recommendations related to housing are based on the neighborhood's desire to preserve much of the existing commercial/retail character, while increasing housing density and addressing the goals of the 1991 Pike/Pine Planning Study. The following tables, 1) summarize the neighborhood's recommendations related to land use, housing preservation and finance techniques, and 2) illustrate the relationship of the recommendations to the housing goals of the 1991 Study.



Zoning Overlay

Pike/Pine
Zoning

Land Use Recommendations to Encourage Housing and Mixed-Use Development

Pike/Pine Planning Study, 1991: Goals and Objectives

- **Preserve/develop affordable & low-income housing**

Objectives: Develop incentives for private developers to build affordable housing
Maintain current number of affordable housing units

- **Improve public policy**

Objectives: Develop coherent public policies that protect & enhance the character of the area.
Establish interactive relationships between City departments for better, more coordinated public policy.
Monitor trends affecting supply of affordable housing
Establish a Pike/Pine Housing Task Force

Phase Two Goals and Recommendations

Goal: Create an incentive to increase housing production and improve affordability of new units in the Pike/Pine neighborhood. Since the Pike/Pine Overlay has been in place, no single-purpose residential structures have been developed.

Background: There is no density limit for residential uses in mixed-use structures on Pike, Pine, and Broadway. The Pike/Pine Overlay is the predecessor to a new zoning designation, the NC/R zone. The NC/R zone allows for unlimited density in single purpose residential structures in order to increase residential uses in neighborhood commercial zones. NC zones, with residential density limits, are intended to be predominately commercial with limited residential uses. The Pike/Pine neighborhood is trying to increase residential use, similar to what the NC/R contemplates. Pike/Pine can accomplish the change by modifying the Overlay. Density will be controlled by height limits, setback requirements, lot coverage requirements, required parking, and market demand.

Recommendation

Remove the 1/400 density limit for single-purpose residential structures on the north/south streets off of Pike, Pine, and Broadway.

Goal: Create more space in the building envelope of a mixed-use structure for residential uses.

Background: The height requirement for ceilings in commercial spaces is based on a study conducted on mixed-use structures in NC zones. Many commercial spaces in such structures remain vacant long after the buildings are constructed. The study found many commercial spaces were not built to heights/depths to allow for the widest range of commercial uses. For example, restaurants need higher ceilings in order accommodate adequate ventilation.

The Pike/Pine Overlay requires mixed-use buildings on Pike, Pine, and Broadway to maintain the commercial nature of those streets. Creating spaces that offer potential for the widest range of commercial uses is consistent with the objectives of the Overlay.

Recommendation

Modify the requirement for a 13' ceiling in the commercial spaces of mixed-use structures by allowing an additional 4' of height to accommodate commercial ceiling height and increased space for residential use.



Goal: Provide the incentive for development of mixed-use structures in the C-2 zoned area, particularly compatible mixed uses, such as artist live/work space.

Background: Mixed-use and single-purpose residential structures are allowed only by conditional use in the C-2 zone. There are several vacant C-2 sites which could be developed for residential use.

The Seattle Land Use Code describes criteria for residential uses in C-2 zones. Residential uses will be discouraged in areas with:

1. Limited vacant land, where terrain and large parcel size, make sites more suitable for commercial uses
2. Direct access to major transport systems like freeways, state routes, and rail lines
3. Proximity to industrial areas and/or areas where nonresidential uses may create a nuisance or adversely affect the desirability of the area for living purposes.

Based on these criteria, the C-2 zone is well suited to mixed-use structures that include residential uses. Further, the C-2 zone permits automotive-related and light manufacturing uses that are an important part of the neighborhood's character.

Recommendation

Extend the Pike/Pine Overlay to the C-2 zone for the purpose of allowing development of mixed-use structures.

Goal: Increase the number, and potentially, the affordability, of units that can be developed on sites in the Midrise zone.

Background: Modulation is intended to create interesting building facades. In urban neighborhoods like Pike/Pine, it may prevent developers from building structures of a similar character to existing buildings, which have a uniform street frontage.

Modulation also impacts the number of units and unit configuration, which can affect affordability. Departures from the requirement can be granted in Design Review, although typical departures are small.

Recommendation

Change the Design Review Guidelines so modulation, as defined by the Land Use Code, is not required if a building is articulated to the Board's satisfaction.

production and affordability of new housing units by providing an efficient mechanism for parking departures.

Background: Currently, projects like the Bell Building and the housing planned for the site adjacent to Utrecht are not eligible for Design Review because they will redevelop existing properties. Both projects need departures from parking and open space, at a minimum. The alternative process of obtaining a variance is more cumbersome, time consuming, and less interactive.

Recommendation

Allow the option of seeking code departures through the Design Review process for rehabilitation or redevelopment projects.

Goal: Increase the affordability of new housing units by reducing the costs associated with open space requirements.

Background: In the NC zones useable open space must be provided in an amount equal to 20% of the buildings' gross floor area. In the MR zone, useable open space must be equal to 25% of the lot area, or 30% if up to a third of the space is provided in balconies or decks. The calculation of open space based on gross floor area produces a much larger requirement for open space in the NC zones than in the MR zone.

Provision of required open space adds significantly to the cost of housing because developers must build large roof decks/gardens which entail reinforcing the roof, providing elevator access, and adding additional stairways.

Recommendation

Eliminate the building-by-building open space requirements of the Land Use Code through the Pike/Pine Overlay.



Goal: Reduce the costs of developing housing by reducing the number of required parking spaces. Parking can add up to \$25,000 per unit in development costs.

Background: The Strategic Planning Office (SPO) is conducting research on vehicle ownership in various neighborhood. In Pike/Pine, there are .62 cars per household, compared with the citywide figure of .9 cars per household. For renters in Pike/Pine the number is .60 and for owners it is 1.11.

rent uses sharing parking can reduce the amount of required parking. A residential use sharing parking a retail use, needs 30% less parking. Shared parking is only allowed between uses which are no more 800' apart, a distance studies have shown is the maximum a person will walk to a parking space.

business uses enter into cooperative parking arrangements, the parking requirement may be reduced to 20%. The uses must be within 800', and this option is only available to business uses.

Recommendations

Modify the Pike/Pine Overlay to reduce the residential parking requirement to one space per unit, and permit further reductions in the number of spaces, through Design Review, when the project will redevelop an existing property.

Expand the allowed distance between uses sharing parking.

Allow the option of cooperative parking for residential uses.

Create Residential Parking Zones throughout existing residential areas.

Allow reduced parking for low-income housing where the developer can show lower parking demand by the proposed tenants.

Allow parking to be reduced in exchange for the developer's agreement to maintain a portion of the units at affordable rents.

Urban Design

Neighborhood Urban Design Overview

Framework Structure Diagram

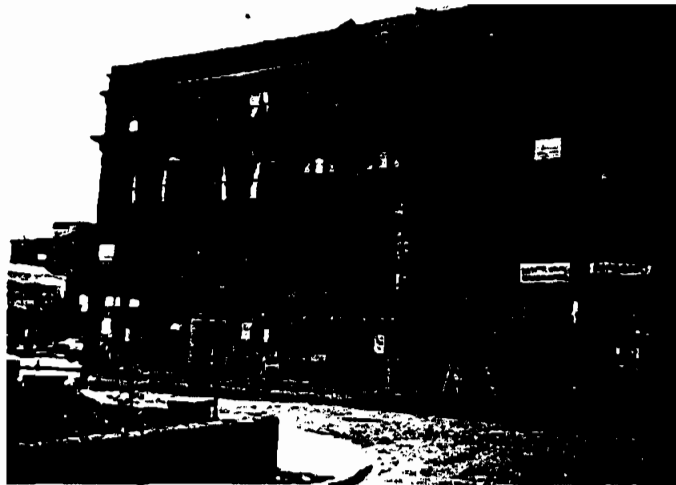
The Pike/Pine Neighborhood is basically linear in structure stretching in an easterly direction from Interstate 5 downtown out to 15th Avenue E. Pike/Pine is developing into a dense mixed-use urban neighborhood composed of residential, commercial, entertainment and institutional inhabitants.

- **East Pike and East Pine Streets – “spine” of the neighborhood (the ladder)**

East Pike and East Pine Streets are east/west arterials that form the commercial spine of the neighborhood. Between downtown and Broadway the linear nature of E. Pike Street and E. Pine Street resembles a “ladder” with the cross streets being residential and mixed-use “rungs” of the ladder. The dense residential cross-streets connect north and south to the residential areas of the Capitol Hill and First Hill neighborhoods.

- **The “Core” East of Broadway**

East of Broadway lies the core of the neighborhood with 10th and 11th Avenues E as the cross-spine of the core. The core will develop into a six plus square block area bounded by E. Pine Street on the north, Madison on the south, Broadway on the west and 12th Avenue E on the east. The intersections of 10th Avenue E and 11th Avenue E at E. Pike Street are the “epicenter” of the core.

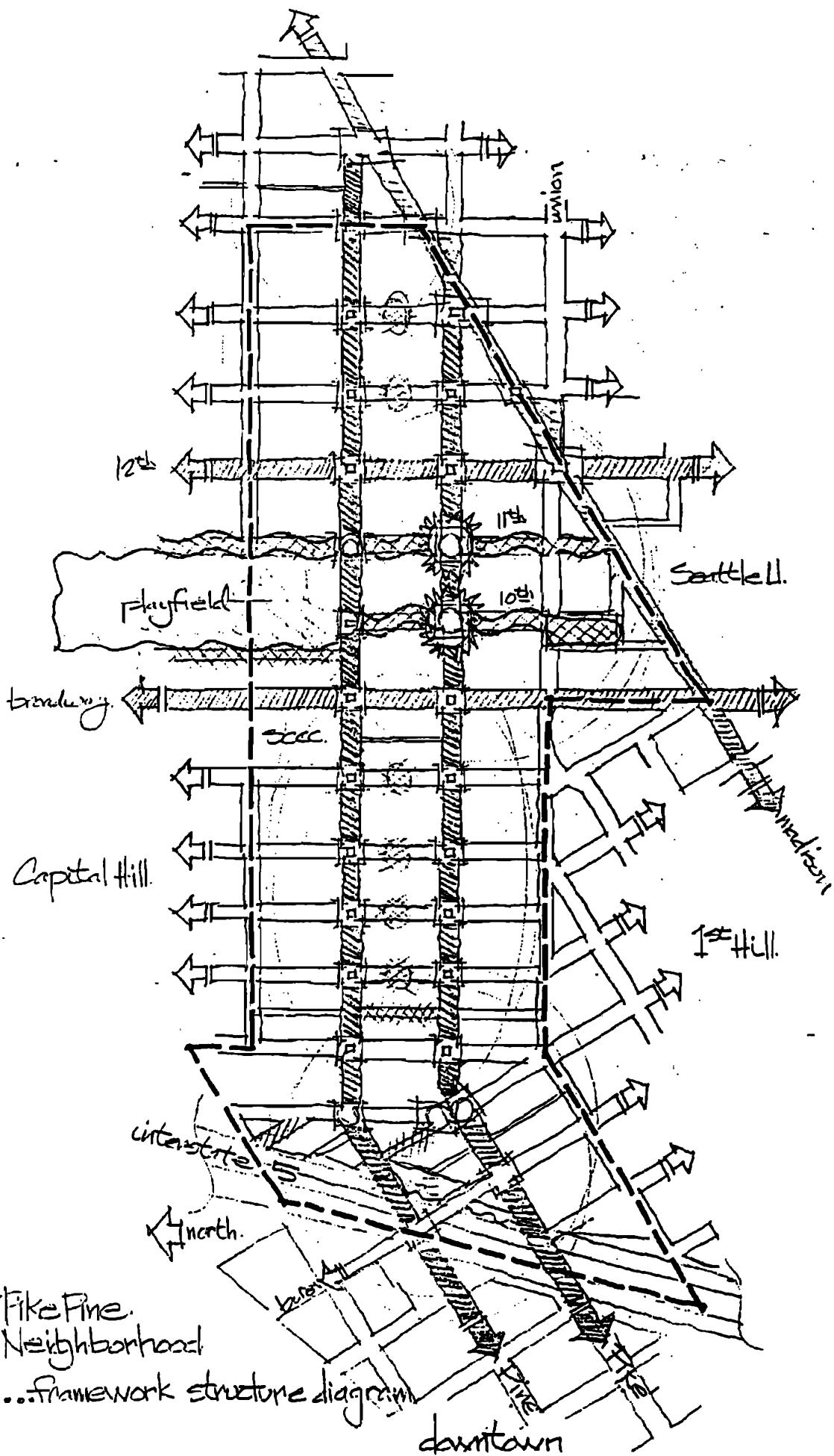


- **Arterials**

In addition to E Pike and E Pine Streets, Broadway, 12th Avenue and Madison are major arterials that not only define the core area but also provide greater accessibility, intensity and exposure. Bellevue Avenue and 15th Avenue are also arterial streets.

- **Courts**

Another “found element” in the Pike/Pine Neighborhood is the “court”. Courts are odd leftover sections of street – some are short dead ends, some are skinny like alleys but aren’t. The courts are perfect for quiet places with less traffic, more green or planned hard space for playing or working places or residential entries. The courts are unique humane pockets in the heart of the city.



Pike Fine
 Neighborhood
 ...framework structure diagram

- **Relationship to adjacent neighborhoods**

The intention of the urban design plan is to form natural extensions into adjacent neighborhoods – not to create “gateways” as dividers. An important connection to reinforce is with the Convention Center and downtown. It is important to create visibility and curiosity in order to draw pedestrians “up the hill” from downtown to support commerce and enliven the West End. A seamless connection north and south into the residential areas of the Capital Hill and First Hill neighborhoods is also a goal.

This urban design plan focuses on four areas of the neighborhood: the West End bordering downtown, a typical “ladder” street (Summit Avenue E), the Core District including the Broadway and Madison corridors and the East End.

Transportation Analysis

E Pike Street Corridor from Minor Avenue to 15th Avenue E

Proposal:

- Re-stripe street for one lane in each direction plus a center, two-way left turn lane. (The street now has two eastbound lanes and one westbound lane.) E Pine Street and 12th Avenue E have been reconfigured in this manner.
- Install curb bulbs at key cross streets.
- Remove center, left-turn lane between intersections to allow a wider sidewalk through these sections.

Benefits:

- Would improve safety for pedestrians crossing E Pike Street by allowing them to cross one lane and one direction at a time. (The center turn lane can provide a pedestrian refuge area, if needed, to wait for a gap in the opposite direction’s traffic.) Curb bulbs also provide better sight lines for pedestrians as well as for drivers of approaching vehicles.
- Would improve local circulation by providing a center, left-turn lane. This lane would remove left-turning traffic from the through lanes, and reduce delays for side street traffic by allowing it to make a two-step left turn (left turn into the center lane, then merge with through traffic.)
- Would increase the capacity for westbound through traffic by removing left-turning traffic from the one through lane.
- May reduce vehicular accidents by removing left turn traffic from the eastbound and westbound through lanes, and providing for two-step left turns from the side streets.
- Curb bulbs may increase capacity at signalized intersections by reducing the pedestrian crossing distance at intersections, thus reducing the “green time” needed for the side street. This would allow more signal “green time” for E Pike Street traffic.
- City of Seattle data show that E Pike Street currently carries less traffic than E Pine Street. In the eastbound direction, E Pike Street’s traffic volume is approximately 100 vehicles per hour higher than E Pine Street’s west of Broadway. The following table compares the traffic volumes. It shows that E Pike Street would likely function similar to E Pine Street if it were converted to a three-lane street.

Location	Date of Count	AM Peak Hour	PM Peak Hour	Daily
E Pine Street West of Broadway				
Eastbound	4/28/97	257	449	5,041
Westbound	4/28/97	<u>591</u>	<u>636</u>	<u>8,513</u>
Total	4/28/97	848	1,085	13,554
E Pike Street West of Broadway				
Eastbound	3/19/97	357	559	7,390
Westbound	3/19/97	<u>304</u>	<u>414</u>	<u>5,494</u>
Total	3/19/97	661	973	12,884
E Pine Street West of 12th Avenue				
Eastbound	2/26/97	294	536	5,700
Westbound	2/26/97	<u>448</u>	<u>423</u>	<u>5,662</u>
Total	2/26/97	742	959	11,362
E Pike Street West of 12th Avenue				
Eastbound	2/26/97	226	576	5,882
Westbound*	2/26/97	<u>196</u>	<u>223</u>	<u>3,129</u>
Total	2/26/97	422	799	9,011

* - Westbound traffic count on E Pike Street was taken on east side of 12th Avenue E

Potential Impacts:

- May reduce capacity for eastbound traffic if vast majority of traffic is through traffic with a small proportion of left-turning traffic.
- Elimination of center turn lane between intersections would create a "serpentine" street effect (may be desirable since it would reduce travel speeds.)



The West End

“Why don’t ya come on up and see me sometime!”

Enhancing the attraction and passage from downtown up into the Pike/Pine Neighborhood is important for the “commuting” residents as well as for the visitor seeking to experience the “flavor” of the city. It is important to improve the pedestrian experience by making it continuous from downtown up Pike Street and Pine Street to the street “grid shift” at Melrose Avenue. The freeway, of course, creates a “moat” between the two that must be bridged. The plan offers many ways to improve the connection - consistent streetscape elements (pedestrian lighting, street trees and paving materials), dramatic night lighting, park improvements, artwork stretching up from the Convention Center and neighborhood highlight and promotion information locations at the Convention Center and the Paramount Theatre are all methods to strengthen the connection with downtown.

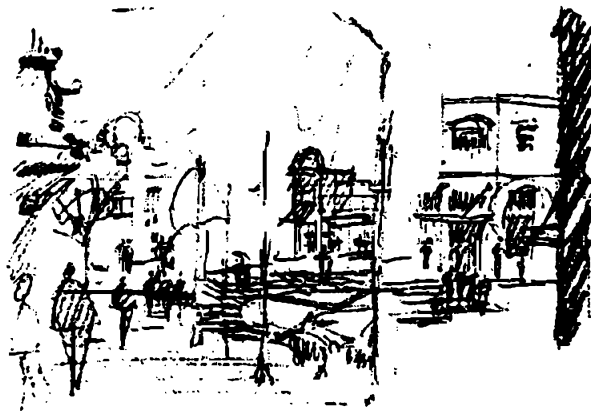
Connection to Downtown - Visibility and Approach

- From the heart of downtown it is possible to see up each street into the neighborhood. The domed First Covenant Church on E Pike Street and the Butterworth Funeral Home on E Pine Street are landmark buildings that dominate the apparent end of each street. More dramatic night lighting is needed. The best solution is a combination of adding stronger lighting to the landmark elements and reducing the surrounding ambient light pollution from streetlights.
- Consistent pedestrian street lighting for the neighborhood is desirable. The Pike/Pine street lighting should extend down the sidewalks to the Convention Center and to the Paramount Theatre. Lower level pedestrian lights will reduce light pollution, provide a place for festooning and help to create a unified streetscape.
- The expansion of the Convention Center and the connecting bridges across Pike Street will diminish the present clear vistas up and down the street. To reinforce the street continuity and neighborhood connection, it is desirable to extend the public sidewalk art proposed for the Convention Center up E Pike Street to Melrose Avenue.



Pike/Pine Intersections – Boren Avenue and Melrose Avenue

- Boren Avenue is a fast busy thoroughfare. The lane demands for cars and buses plus the fact that the Pine Street/Boren Avenue intersection is actually "floating" above the freeway makes it difficult to improve pedestrian safety. We recommend further analysis to determine if there is any way to improve the situation by shortening the crosswalk distances or slowing traffic, and adding a sidewalk on the north side of Pine Street. New streetscape and adjacent park improvements along with improved crosswalk markings and urban hardware (poles, lights, signals, signage) will visually indicate the presence of pedestrians to the motorist and functionally improve the experience.
- Melrose Avenue at Pike Street and Pine Street are both key intersections in the West End. Melrose Avenue is a "knuckle" – a seam where the city grid shifts 32 degrees. At Melrose Avenue you have a "straight-shot" view up E Pike Street and E Pine Street all the way through the neighborhood. Both intersections have bus stops and are developing as "hot" pedestrian pockets with a mix of coffee shops, gathering places, interesting shops and residences. The plan proposes major improvements at each intersection with new bulbining, crosswalks and streetscape features. The Pike Street/Melrose Avenue intersection is more extensive because the grid shift creates the opportunity for a lengthened intersection that extends north and incorporates the acute angled corner of Minor Street.



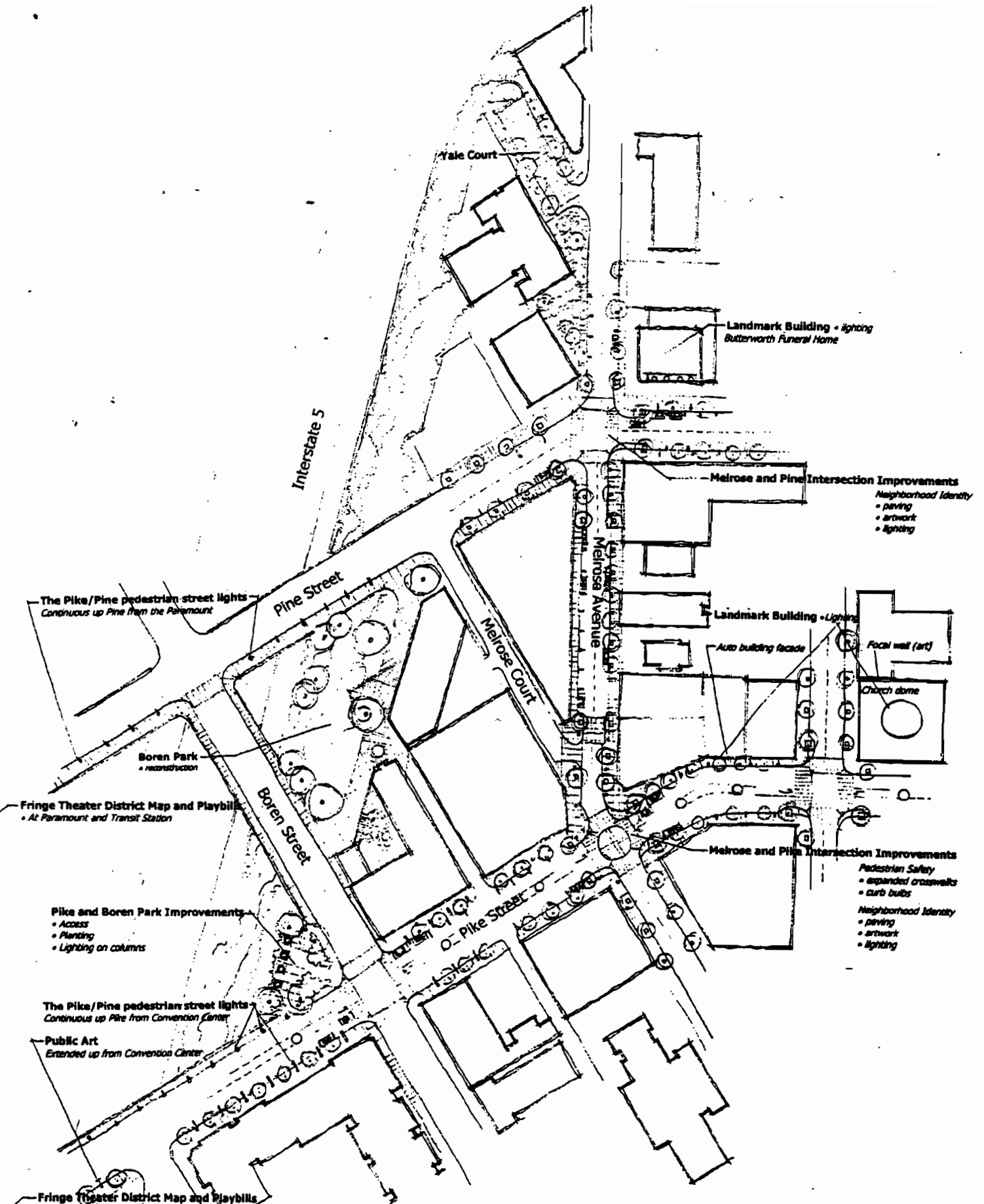
View of Intersection of Melrose and Pike

Boren Avenue Park

- Currently Boren Avenue Park is overgrown and underutilized - not a desirable resident or attraction for the neighborhood. A major residential addition is underway adjacent to the park so there will be more users and "eyes" on the park. The plan details extensive improvements to the park to make it more attractive and usable. Improvements include new paved walk and central view terrace area connected to the alley and residential building, land sculpting and simplified plantings and a water feature for traffic noise masking.



Four Columns Park



Yale Court

Landmark Building • lighting
Butterworth Funeral Home

Interstate 5

Meirose and Pine Intersection Improvements
Neighborhood Identity
• paving
• artwork
• lighting

The Pike/Pine pedestrian street lights
Continuous up Pine from the Paramount

Pine Street

Meirose Court

Landmark Building • Lighting

Auto building facade

Focal wall (art)

Church dome

Boren Park
• reconstruction

Fringe Theater District Map and Playbills
• At Paramount and Transit Station

Boren Street

Meirose and Pike Intersection Improvements
Pedestrian Safety
• expanded crosswalks
• curb bulbs
Neighborhood Identity
• paving
• artwork
• lighting

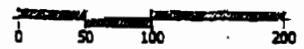
Pike and Boren Park Improvements
• Access
• Planting
• Lighting on columns

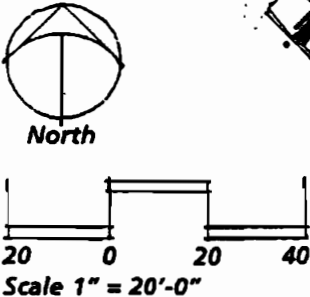
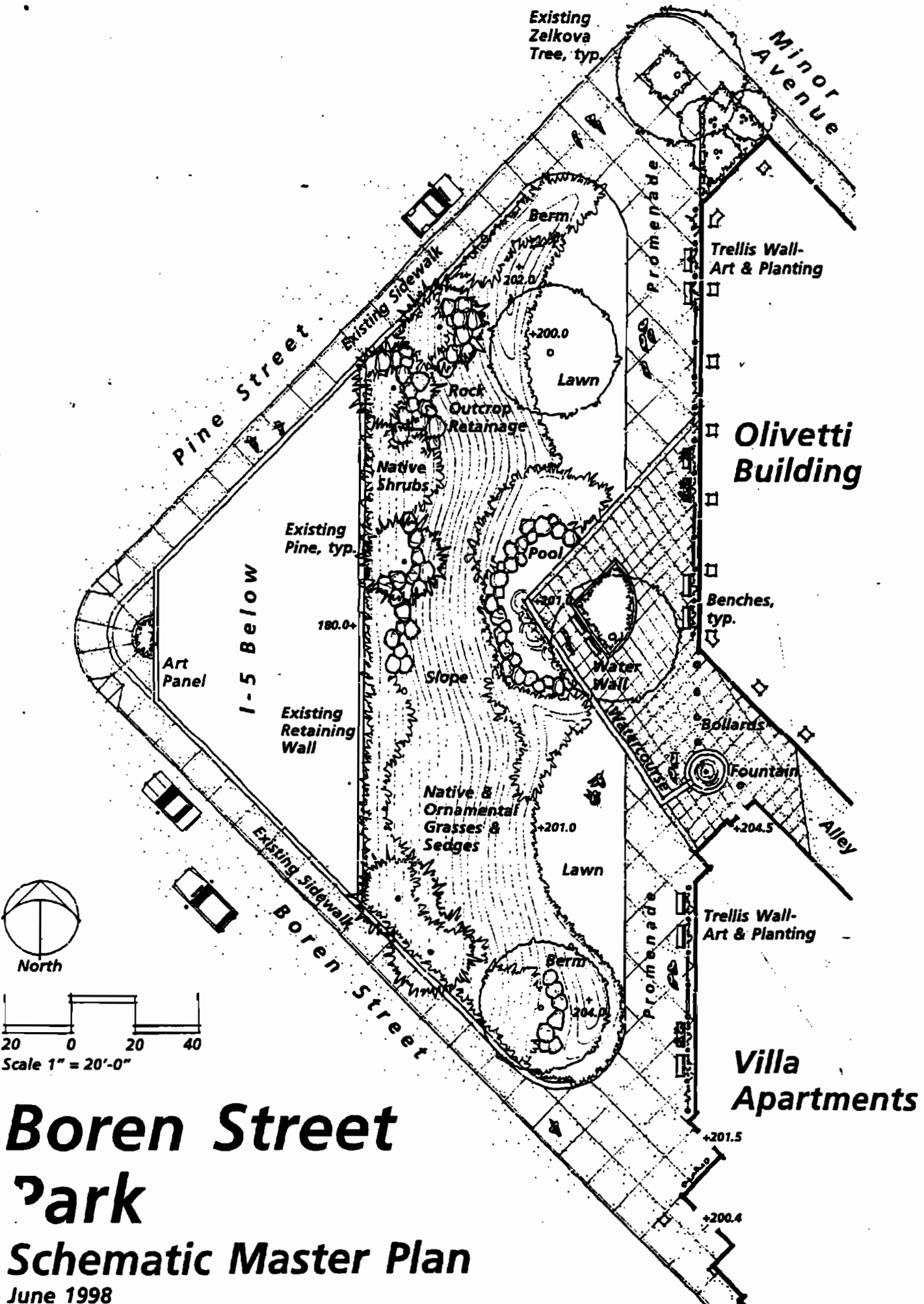
The Pike/Pine pedestrian street lights
Continuous up Pike from Convention Center

Public Art
Extended up from Convention Center

Fringe Theater District Map and Playbills
• At Convention Center

 **Pike/Pine** • The West End





**Boren Street
Park
Schematic Master Plan
June 1998**

Column Park at Pike Street

- The historic columns are barely visible most of the year, the park is overgrown and access is difficult. Proposed improvements include: thinning and limbing-up the trees to expose the columns, cleaning out and simplifying the planting, opening up the access diagonally from the corner and highlighting the columns with light so they read as landmark elements.

Parking and Residential Parking Zones

- Unrestricted on street parking on north south streets is used by downtown workers and Convention Center users and makes parking difficult for both residents and local businesses. The Parking Study and Recommendations in Appendix I recommend RPZs in these areas.

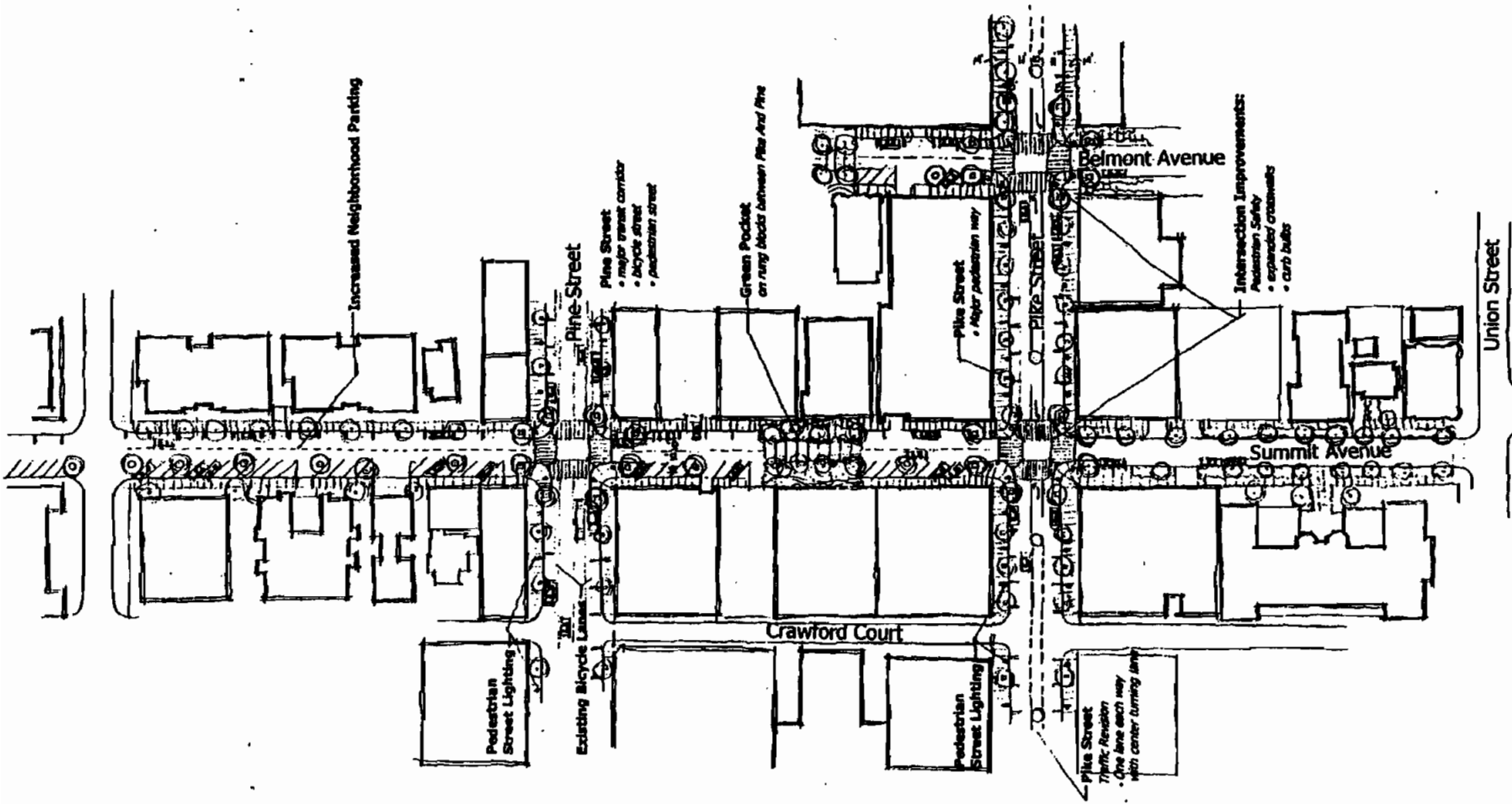
The Ladder Blocks

E Pike and E Pine Streets form the arterial "spine" of the neighborhood. The blocks between Melrose and Broadway are linear with north/south cross streets. The configuration and function of this district is like a ladder – with E Pike and E Pine being the "structural legs" and the cross streets being the "rungs". E Pike and E Pine are the transportation and commercial arteries. The cross streets are mixed use commercial/residential between E Pike and E Pine and residential to the north and south. E Pike and E Pine do have different "personalities" which the plan identifies and promotes. The plan details one section of the ladder at Crawford and Summit to illustrate the proposed improvements and how the cross streets dovetail with E Pike and E Pine.

E Pike and E Pine Streets

- E Pine is the transportation street, with trolley bus lines the full length, no left turn lanes and bicycle lanes each way. There is parallel parking on each side of the street. Commercial is active and expanding all along the street. The sidewalks are basically fourteen feet wide, which is good for pedestrians and some sidewalk commercial activities. The plan proposes no changes to the basic configuration of E Pine Street except at the intersections. Street bulbing is proposed at intersections wherever possible for pedestrian safety, cross street linkage and to create wider more usable sidewalks to intensify activity at corners.
- E Pike is currently oriented to autos flowing out of downtown, and some buses. The trolley buses turn north at Bellevue Avenue E. There is parallel parking on each side that will remain unchanged. Commercial activity is rapidly filling in and major mixed-use projects are underway. E Pike is the most direct pedestrian route between downtown





Pike/Pine • The Ladder Blocks



and the center of the neighborhood core east of Broadway. The plan proposes to develop E Pike into a "pedestrian way" by improving the sidewalk amenities. Streetscape treatments, bulbing at intersections wherever possible and programs for art, lighting and signage are all major parts of creating the street promenade. We propose to reconfigure the street with one eleven-foot lane in each direction and a ten-foot center turning. The curb bulbs and lane reconfiguration will act to calm traffic and promote greater safety. In addition, a new street signal is needed at Boylston because of the jog in the street at that point.

Rungs of the Ladder

- The north/south "rung" blocks house the residents that support the businesses up and down E Pike and E Pine. The goal of the plan is to enhance the quality of urban living for the inhabitants of the "rung" blocks by improving the street right of way. Suggested improvements include providing additional green space, street parking and slowing traffic for quieter streets. This plan defines the goals and illustrates the elements to be used to achieve a consistent neighborhood amenity. Of course, each street and block is unique and must be addressed individually.
- The right of way width will allow a combination of 45 degree back-in parking on one side of the street and parallel parking on the other with two ten foot driving lanes which will increase parking on streets that aren't already configured with angled and parallel parking. Adding parking will narrow the driving lanes and tend to calm traffic flow.
- Planting/green space will be added in a variety of ways including street trees, green pockets and garden plots. We propose to plant a continuous row of trees in the street about every sixth diagonal parking place. The new trees will mature to create a more intimate tree-lined residential street. Our hope is that the pattern of new trees will be adopted by the Capital Hill neighborhood so that all of the north/south streets will mature with the same character. For the central connector blocks between E Pike and E Pine, we propose to create Type 3 Green Street blocks which will feature a "green pocket" (like an "oasis") in the middle of the block. These new central pockets of open space could be a combination of hard and soft space depending on the needs of the particular block. For the blocks going south up the hill from E Pike, the sidewalks are narrow allowing for more parking strip green space which is being converted into garden plots in many places. We applaud and promote the idea of small personally maintained garden plots throughout the neighborhood.
- Union Street at the top of the hill forms the edge of the Pike/Pine and First Hill neighborhoods. This edge is also important because it is the seam of a street grid shift which results in a series of angled intersections similar to the Madison Street edge in the core area. Where possible along Union, the paving in intersections should be minimized by adding planted islands and expanded corners which shape the intersections, calm traffic, add more green space, and enhance pedestrian access.

Crawford Court

- Crawford is one of those narrow alley-like streets in the neighborhood that we want to promote as a "court" street. Court streets need to develop over time depending upon the type and amount of street activities. Eventually Crawford could be limited to local access only in keeping with the criteria of a type one or type two "green street". Some immediate improvements that can be made are to identify the court with unique signage, create off street gated enclosures for trash and recyclable, and add new street lighting. The most appropriate court lighting would be cable hung lights which are suspended periodically across the street from buildings and poles.



Transportation Analysis

"Ladder Blocks" – Parking and Streetscape Changes (See parking analysis in appendix)

Proposal:

- Reconfigure the parking and add landscaping to the north-south, non-arterial avenues between Interstate 5 and 15th Avenue E. These "ladder streets" include: Summit, Belmont, Boylston, Harvard, 10th, 11th, and 14th Avenues E. The streetscape improvements would extend from at least E Pike Street to E Olive Street.
- Where possible, convert parallel parking to back-in, angle parking on one or both sides of the street.
- Add landscape islands or other landscape features amongst the angle parking aisles. These features could be located within the curb-to-curb street width.
- Maintain two-way traffic on all streets (although driving lane may be less than needed for two full travel lanes).

Benefits:

- Would increase parking supply in the neighborhood.
- Would slow traffic on non-arterial streets.

Potential Impacts:

- Adding angle parking on one or both sides of a street would narrow the driving lane. In some cases, the driving lane remaining may only accommodate one direction of traffic at a time (requiring oncoming vehicles to yield to one another).
- Landscape features in the street would need to be designed so they do not affect street drainage.
- Landscape features should not extend into street further than the angle parking unless they can be well marked or lit at night. Otherwise they may create a safety concern.

The CORE

Green Streets ~ 10th Avenue E and 11th Avenue E

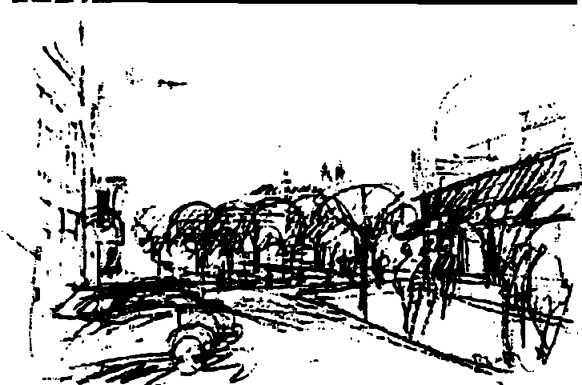
- Tenth Avenue E and Eleventh Avenue E are the two main north/south streets that cross E Pine Street and E Pike Street to form the "core" of the core – like the traditional "1st and Main". The goal of the plan is to develop 10th and 11th into active pedestrian streets and to designate them as Type 3 Green Streets. The proportion of street to sidewalk width would be changed to create eighteen foot wide sidewalks on each side of the street which would allow many sidewalk activities from vendors and fairs to sidewalk cafes. Tenth and 11th would each develop its own character. Eleventh Avenue is intended to be a pedestrian way linking the Bobby Morris Playfield/Lincoln Park and neighborhood to the north through the heart of the commercial core and then connecting up with the chapel and central pedestrian walkway at Seattle University to the south. 10th Avenue will become the central marketplace street contained within the core by Bobby Morris Playfield/Lincoln Park to the north and a new market court open space to the south.

The Pike/Pine neighborhood supports the Park Master Plan for a significant new Capitol Hill Neighborhood Park. The imminent replacement of the Lincoln Reservoir is presenting a once-in-a-lifetime opportunity to create and develop 7 ½ acres of sorely needed green open space for over 26,000 residents of Capitol Hill, Pike/Pine and First Hill. The new open space will be created by building a community park over the subsurface tanks of the reservoir. Reservoir construction is expected to begin in June 1999 and be completed in February 2001.

Community members and Seattle Public Utilities have collaborated on a Park Master Plan that successfully addresses and integrates community priorities and honors the site's Olmstead legacy.

Funding for the park has not been secured at this writing.

- A new public open space, the 10th Avenue Market Court, is proposed at the south end of 10th Avenue. The proposed court will be created by incorporating the existing Broadway Court, the right of ways of 10th Avenue and Seneca and a small partial block area in the middle. The idea is to not create a new green park but instead more of a hardscape type "square" which would be designed in character with the history of the area – the garage aprons and gritty industrial "matter-of-factness". Broadway Court and Seneca would still allow traffic but could be limited or closed for occasions.



View South on 10th at Union to 10th Ave. Market Court

10th and 11th Avenue Couplet

- In order to create the widest pedestrian green street environment on 10th and 11th, the plan proposes converting 10th and 11th into a one way couplet through the core with 10th being one way north and 11th one way south. Eleventh Avenue would revert to two way traffic north of E Pine. The layout for both streets includes 18 foot sidewalks on both sides, 15 feet for a row of back-in 45 degree parking and a 16 foot one way driving lane.



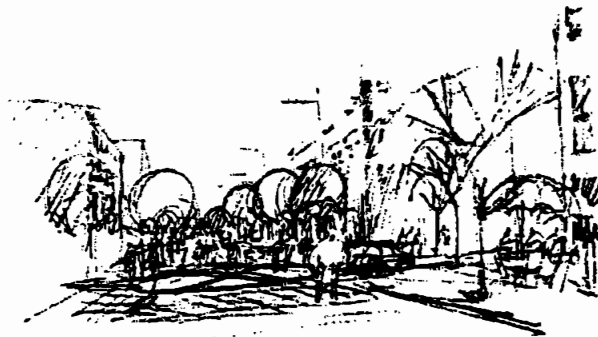
View South on 11th at Pine

E Pike Street and E Pine Street

- To allow for greater use of the sidewalks on E Pike Street in the core, the plan proposes to widen the sidewalks to 18 feet similar to the sidewalks on 10th and 11th. Two way traffic will be maintained with one 12 foot lane in each direction and there will be an 8 foot wide row of parallel parking on each side of the street to fill the 76 foot wide right of way. There will be no left turn lanes on E Pike Street in the core area which will allow for larger sidewalk bulbs at the intersections and will calm the flow of traffic through the core. The configuration of E Pine Street will remain as-is with parallel parking and bicycle lanes on each side of the two-way street. New curb bulbs at intersections that do not currently have them will facilitate pedestrian safety and flow. Special crosswalks will be created on E Pine Street at 10th and 11th (similar to that installed at Nagle Place, with possible public art) to connect with Bobby Morris Playfield/Lincoln Park.

Intersections – 10th at E Pike –11th at E Pike

- The intersections at 10th and 11th lie at the "heart" – the crossroads of the core. The widened sidewalk and bulb will create an area 26 feet wide at each corner which will seem like a plaza connecting the four corner buildings together. With the combination of streetscape elements – paving, trees, lighting, graphics – and cafes and interesting stores, the intersections will become "hubs" of activity.



View North on 10th at Pike

Broadway Corridor

- Broadway is one of those great continuous urban streets that, like a chameleon, changes colors as it passes through each new district. Currently the section of Broadway that passes through the Pike/Pine neighborhood is underdeveloped commercially and gas stations prevent buildings at the sidewalk in two locations. The sidewalks are 14 ½ feet wide which is a good pedestrian width. The plan proposal is to reconfigure the driving lanes to create one 11 foot lane in each direction with a 13 foot center left turn lane. The corner left turn movement lane will be earmarked by a tree planted island which along with additional street trees will help visually reduce the 80 foot right of way width and feeling of a wide thoroughfare. The intersections at E Pike Street and E Pine Street will be improved for pedestrians - especially at E Pike Street which is a "hotbed" activity because of the new Broadway Market.



East Madison "Bow Tie"

East Madison slices diagonally across the south side of the Pike/Pine core creating a number of large awkward intersections...or...it creates opportunities for unique urban plazas and interesting "flatiron" type buildings. The goal of the urban design plan is to take advantage of the awkwardness created by the diagonal street to create new open spaces, improve safety for pedestrians and, at the same time, solve some difficult turning movements. A "bow tie" concept can be seen periodically along the Madison corridor where the diagonal street collides with the perpendicular street grid to form triangular parcels across the intersection from each other. The area on E Madison between 11th and 13th Avenues is a good example. The intersection of 12th Avenue E and E Madison from the knot of the tie and the opposing triangles form the bows. These spaces have potential similar to Tillicum Square at Denny Way and 5th Avenue in the Denny Regrade.

E Madison/E Union at 12th Avenue and 13th Avenue

- 12th Avenue E at Madison is an especially difficult intersection because of the road width needed by both arterials and E Union Street that intersects at the same point. The plan proposes to eliminate the impact of E Union by restricting traffic to one-way westbound on Union west of 12th Avenue (current condition to be enhanced by curb bulbs on 12th Avenue) and directing eastbound traffic to travel one block further on Madison before turning on 13th to head east on E Union Street. This tactic has many benefits – traffic patterns are simplified, a corner plaza is created on the northwest corner of the intersection and a large park/plaza is created on the east side of the intersection by combining an almost unusable triangular parcel with the present Union Street right of way between E Madison and 13th Avenue E. Seattle Arts and Sciences Academy is relocating at the corner of 12th Avenue and E Madison adjacent to this proposed plaza.



View of Bowtie Plaza at 12th & Madison & Union

Transportation Analysis

10th and 11th Avenues between E Pike and E Pine Streets

Proposal:

- Change 10th Avenue E to one-way street northbound from E Union Street to E Pine Street, and change 11th Avenue E to one-way street southbound from E Pine Street to E Madison Street (11th Avenue E is already one-way from E Union Street to E Madison Street.) These streets would function as a one-way couplet with clockwise (right-turn) circulation.

Benefits:

- Would allow travel lane to be narrowed to increase the width of the sidewalk.
- Back-in angle parking proposed for 10th and 11th Avenues (see proposal for "ladder streets" above) would be more effective with a one-way circulation pattern since vehicles would not be able to "jockey" into space from the opposite travel direction.
- Would eliminate some turning movements where these streets intersect E Pine, E Pike, and E Union Streets. This may improve safety at these locations.

Potential Impacts:

- May increase travel distances within neighborhood by forcing drivers to circle the block to access destinations on the one-way streets.
- Existing traffic signal at the E Pine Street/11th Avenue E intersection would not likely be needed to control vehicular traffic with 11th Avenue E as one-way southbound street. Could retain signal at this location to facilitate pedestrian movement across E Pine Street, or relocate it to the intersection of E Pine Street/10th Avenue E.

The East End

The East End is shaped by the through arterials of E Madison Street and 14th Avenue E/15th Avenue E. Important needs include increasing pedestrian safety at intersections and the routing of arterial traffic flow through the neighborhood. There is also an opportunity to create neighborhood identification at the intersection of E Madison Street and E Pine Street.



The Beginning of E Pine Street

The east end of the neighborhood is formed by an acute angled intersection which is also the beginning of E Pine Street. The east end of E Pine Street is a transitional area with a combination of residential and underutilized commercial property. By revising the parking configuration between 15th Avenue E and E Madison Street on E Pine Street, it is possible to slow traffic and increase street parking for residents. The new angled parking allows the throat of E Pine Street at E Madison Street to be narrowed thus creating additional land at the acute angle. The additional land creates a prime focal location for a new corner park or landmark identity feature for the neighborhood.

Arterials – 14th Avenue E & 15th Avenue E

Fourteenth and Fifteenth Avenues form a minor arterial that "jogs" at E Madison Street as it passes through the neighborhood. Ideally cars would use E Madison Street to 15th Avenue E for the jog instead of 14th Avenue E to E Pine Street as is currently the preferred route. Revising the parking configuration on 14th Avenue E to diagonal will slow traffic and make 14th Avenue E less of a "quicker" route. The neighborhood businesses developing on the block plus the existing church would benefit greatly.

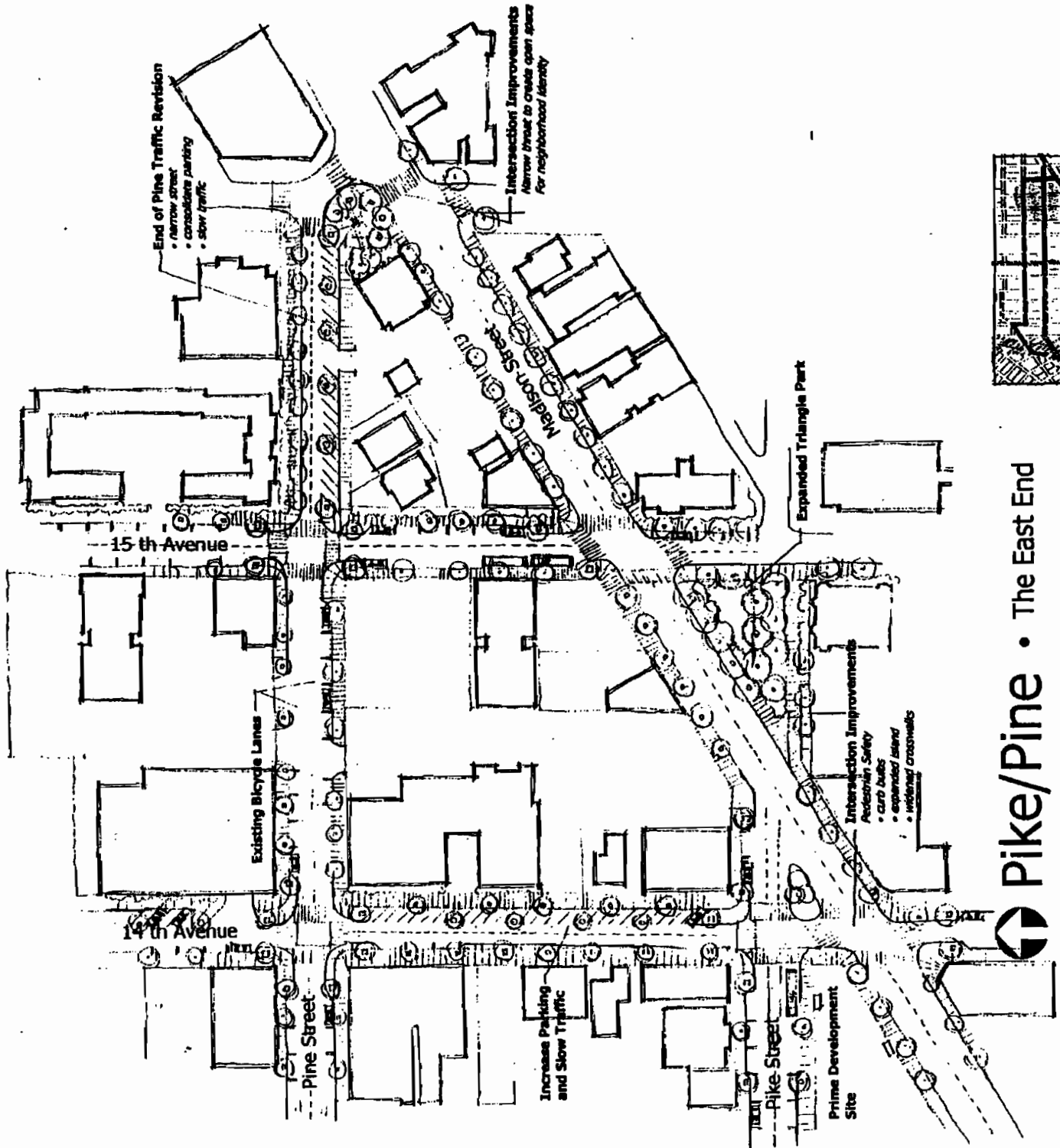
Intersection – 14th Avenue E and E Madison Street

The sharply angled intersection at 14th Avenue E and E Madison Street is a hazard to both cars and people. Plus bus stops currently limit the ability to bulb all corners of the intersection and thus shorten the crosswalks. Ideally a major traffic revision could be made to end E Pike Street and create a "bowtie" type plaza which would be consistent with the development of E Madison Street and would turn a problem area into asset. However, the plan does not show such a major revision at this time. Instead the plan suggests bulbing where possible and widening the crosswalks.

Triangle Park Expansion at 15th Avenue E and E Madison Street

The existing triangular "half of a bow tie" park at 15th Avenue E and E Madison Street is a beautiful little park with mature trees. This park is an excellent example of how to positively treat a small unique piece of property along a diagonal street. The plan calls for increasing the size of this park by incorporating the adjacent E Pike Street right of way that is not highly traveled. Eliminating this section of E Pike Street might allow for a more major revision at the 14th Avenue E and E Pike Street intersection.





 **Pike/Pine • The East End**



Transportation Analysis

E Union Street between 11th Avenue E and E Madison Street/12th Avenue E

Proposal:

- Close street to general purpose through traffic between E Madison Street and 11th Avenue E. (Only westbound through traffic is currently allowed; eastbound traffic is restricted to local access only.)
- Maintain westbound bus traffic (this is where existing trolley wires are located).
- Maintain local access traffic.
- Expand sidewalk areas and open space.

Benefits:

- Would increase open space and reduce traffic on this section of E Union Street to improve pedestrian environment.

Potential Impacts:

- Westbound through traffic on E Union Street would be diverted to other streets in the area. The volume of westbound traffic on this section of street is approximately 260 vehicles during the AM peak hour and 230 vehicles during the PM peak hour. (Source: *City of Seattle intersection turning movement counts, April 2, 1996.*)

E Union Street between E Madison Street and 13th Avenue E

Proposal:

- Close E Union Street between E Madison Street and 13th Avenue E to through traffic and create a pedestrian plaza.
- Reroute existing traffic on eastbound E Union Street through the E Madison Street/13th Avenue E intersection. This will also require relocating the existing eastbound trolley line from E Union Street to 13th Avenue E.
- Also reroute the small amount of westbound traffic through the E Madison Street/13th Avenue E intersection. (The majority of westbound traffic on E Union Street destined to westbound E Madison Street is already routed through the E Madison Street/13th Avenue E intersection.) The westbound trolley line would not need to be relocated.

Benefits:

- Would create open space for pedestrians.
- Would provide a safer intersection for students at Seattle Arts and Science Academy.

Potential Impacts:

- Based on City of Seattle traffic counts, this proposal would divert approximately 2,900 vehicles per day from E Union Street east of E Madison Street to 13th Avenue E between E Madison Street and E Union Street. This includes approximately 150 vehicles during the AM peak hour and 280 vehicles during the PM peak hour. All vehicles would be right turns from E Madison Street onto 13th Avenue E. (Source: *City of Seattle historic traffic counts, April 26, 1994.*)
- Would likely require property taking on the southwest corner of the E Madison Street/13th Avenue E to provide an adequate turning radius for a trolley bus.

- May require property taking along the west side of 13th Avenue E to provide one southbound traffic lane between E Madison Street and E Union Streets. This additional lane would be required to maintain the existing dual left turn lane on northbound E Union Street approaching the intersection with E Madison Street.
- With the turning radius improvement and the additional lane described above, this proposal would have little to no affect on level of service at the E Madison Street/13th Avenue E intersection.

E Pike Street between E Madison Street and 15th Avenue E

Proposal:

- Close street to enlarge the adjacent park area and connect it to the neighborhood. Eastbound traffic would be diverted to other streets.

Benefits:

- Would increase open space and connect the existing park to the adjacent neighborhood.

Potential Impacts:

- Traffic on E Pike Street would be diverted to other streets in the area. The amount of traffic that is currently using this street is small and would not adversely affect other streets in the area. In 1994, the volume of traffic using this section of street was 22 vehicles during the AM peak hour and 70 vehicles during the PM peak hour. (Source: *City of Seattle intersection turning movement counts, December 20, 1994.*)

Urban Design Elements

Neighborhood Personality/Character

The Pike/Pine neighborhood was formerly known as "auto row" and was composed of industrial urban auto showrooms and repair shops. There are still many auto-related businesses, however, the neighborhood has evolved into a dense and eclectic combination of unique residences and businesses. The many industrial type buildings not only create loft spaces for living and working but also create a scale and character for the neighborhood that should be acknowledged in the design of remodels and new buildings.



The evolving neighborhood personality is being molded by the strong local arts community and the theater "scene". There are many "fringe" theaters and drama schools in the neighborhood that add life and activity to the place.

In the design of any new neighborhood element whether it be a building, an intersection, streetscape, lighting or open space, it is important to design "in character" with the place – to remember and to play off of the history of auto row and the grit of industrial buildings – to capture the drama of performance and the mystery and delight of art and the art of the place.

Streetscape Treatments

- The description of the Pike/Pine streetscape concept is "no nonsense with a twist". The expression means that the streetscape improvements don't have to be fancy or "sanitize" the sidewalks. Basic no nonsense gray concrete walks are fine, however, surprises should be incorporated – like artworks and reminders of the past and present character of the place. Furniture should be designed by artists and designers to be site specific as opposed to being ordered out of a catalogue.

Intersection Treatments

- While the plan proposes to improve most intersections in the neighborhood for pedestrian safety and expansion of walkways, there are certain intersections that are of major importance because of their uniqueness or "hub" location. The streetscape features and materials of the major intersections will be more prominent and custom for the particular intersection. For instance, the intersection at Melrose and E Pike could be redeveloped using traditional red brick since it is a neighborhood entry point, a prime hub and adjacent to the beautiful old brick Wintonia Apartments. In the core, the two main hub intersections at 10th and 11th and E Pike could be custom designed in step with the evolving young art and theater community by using a material like recycled glass aggregate concrete which would create a work of street art with "sparkle".

Lighting

- Lighting is a major theme of the neighborhood. A major goal of the urban design plan is to improve lighting overall throughout the neighborhood. Areas of improvement include basic street lighting, pedestrian lighting, landmark lighting and building and signage lighting.

- Currently there is too much light on E Pike and E Pine. Unfortunately it is ineffective lighting – light pollution created by undirected large ambient street lights. A variety of directed light sources is needed to provide an appropriate, effective and dramatic balance of light in the neighborhood. The lighting hierarchy should include street lights with shields which direct the light down as a general ambient source, lower level pedestrian lights that provide pools of light for walkways, parks, plazas and bulbed intersections, strategic flood lighting on landmarks and the illumination of individual buildings and signage which includes theater marquees and advertising. The new lighting can only be effective and efficient if the current light pollution is eliminated.
- The pedestrian light is important also as a streetscape element for the neighborhood – it could become a symbol. There could be a specific E Pike and/or E Pine Street light. There could be a special pedestrian down-light designed to be used at intersections to define the widened bulb area, which could also have an up-light to wash the corner buildings with light - further defining the "room" of the intersection.

Posting Places

- Traditionally the residents have "encrusted " every wood pole in the neighborhood with notices – posting is a way of life and the "internet" of the community. Many times it is the only source of advertising for start-up bands or theatre groups. Posting on wood utility poles is prohibited for safety reasons. However, there are a number of ways to continue and expand the tradition of posting. A program to design and construct public information kiosks would create small landmarks and gathering places at prominent locations. A wood pole posting sculpture could provide art and utility. There are also many opportunities throughout the neighborhood to create new posting places on unused walls.

Housing

Existing Conditions

Population and Housing Units

The population of the neighborhood is racially diverse and relatively young. Households are small, usually made up of one or two people. There are relatively few families, and the majority are married couples without children. Ninety-seven (97%) of the households are renters.

The housing stock in the Pike/Pine Neighborhood is predominately small units in large, older buildings. More than one half of the units in the neighborhood were built before 1940 and nearly three-quarters of the units are one bedroom or smaller. Owner-occupied units are condominiums in multi-family configurations.

Housing Affordability

Older rental housing in the neighborhood is affordable, due in large part to its size and age. Households generally need about 50% to 60% of the median income to afford older studio and one-bedroom units. Newer rental units have much higher rents than older units, although they remain affordable to households with 60% to 80% of median income. Thirteen per cent (13%) of the rental housing is publicly subsidized, the majority being affordable to households with less than 50% of the median income.

Rents for one bedroom units are increasing faster than rents for studio units.

Vacancy rates are extremely low, generally less than 2%.

Relatively few condominiums exist in the Pike/Pine neighborhood. Units for sale are affordable to a broad range of income groups. In a recent survey, more units were for sale in south Capitol Hill than in Pike/Pine. Three new projects, with between 100 and 200 new condominium units, are either underway or being planned. This will more than double the homeownership opportunities in the neighborhood. Units in the new projects are expected to sell for between \$125,000 and \$300,000, with the majority in the \$130,000 to \$150,000 price range.



Recommendations to Preserve Existing Housing or Finance New Housing

Pike/Pine Planning Study, 1991: Goals and Objectives

- **Encourage housing diversity**

Objective: Encourage diversity of housing without endangering existing low-income housing.

- **Encourage government funding (PIKE/PINE PLANNING STUDY, 1991)**

Objectives: Preserve existing low-income housing, particularly in Urban Centers where most redevelopment pressures occur.

Encourage the city to provide first-time homeowner assistance in multi-family buildings.

Expand fee exemptions of the Tenant Housing Inspection Program.

Designate Pike/Pine as a target area for Multi-family Code Repair funds. Create Pike/Pine Housing Fund established by the city to make funds available for acquisition/rehab of buildings in the area.

Phase Two Neighborhood Plan: Goals and Recommendations

Goal: Provide financial resources for the preservation of existing, affordable rental housing in the Pike/Pine neighborhood.

Background: The Transfer of Development Rights (TDR) program allows development capacity to be transferred from one site to another. The sending site is a residential site and the receiving site is commercial. For example, a 3 story building in the Pike/Pine neighborhood on a site which has the potential to be developed to 5 stories, could sell two stories worth of development rights to a downtown commercial building. The transferred rights would allow the commercial building to build more space. The funds paid for the rights would be used by the building owner to pay for improvements on the sending site. Rents for a portion of the units would be controlled for a minimum of 20 years.

The TDR Program is currently operates only in Downtown zones.

Recommendation

Expand the TDR Program so that rights from Pike/Pine properties can be sold to developers of downtown commercial properties.

Goal: Monitor the housing issue as the market changes over time, and to maintain information on properties for sale or potentially for sale.

To provide input to the Design Review process.

Help nonprofit agencies find property owners willing to give a first-right-of-refusal related to sale of their properties.

To research and report to the community on housing issues related to specific sites where neighborhood input is appropriate.

Background: This action can be implemented without the City. It is a way for the neighborhood to have an ongoing role in the implementation of the housing strategies of the neighborhood plan.

Recommendation

Create a Pike/Pine Housing Task Force, or a standing housing subcommittee of P/PUNC.

Goal: Provide an opportunity for owners of existing affordable rental housing to obtain financing to make property improvements without having to raise rents.

Background: The goals of the 1991 Pike/Pine Planning Study included support for city-funded programs which provided funding for private owners of rental housing to obtain low-interest financing to make property repairs, particularly code repairs. The purposes of the programs were to improve the housing stock, and upgrade living conditions for low- and moderate-income residents without major rent increases. In return for the financing, owners agreed to rent controls for seven years. City funds were required to be matched by for-profit owners and non-profits could borrow the full cost of repairs up to \$6,000 per unit.

One of the programs has been terminated and the other, the Multi-family Code Repair Program, has a remaining balance of about \$180,000. The City, using federal funds, has historically (for over 20 years) offered this type of program. There are private owners of buildings where the residents are low- and moderate-income who would be willing to accept the City loan terms (as long as the terms remain simple and not too onerous) for the financing, and who are interested in maintaining affordable rents.

The City is currently considering ways to preserve housing affordable to households with 50% to 80% of the median income.

Recommendation

Create a program for owners of existing buildings with affordable rents to obtain assistance with building improvements. It is recommended that the City consider use of City resources for a modest program of this type and that the City continue to explore as many options as possible to preserve housing affordable to households earning between 50% and 80% of median income.

Goal: To help achieve affordability of new or redeveloped housing units.

Background: In 1995, the State legislature passed a law allowing a 10 year property tax exemption for new multi-family units (newly constructed or units vacant a year or more) located in areas designated as urban centers. The purpose of the legislation was to help cities attract development to urban centers where there are insufficient residential opportunities. There are no rent requirements related to the program. The "improvement portion" of the property tax is abated for the 10 year period.



The City is currently exploring a pilot project to offer the exemption in low-and moderate-income neighborhoods in order to attract new multi-family development. The Pike/Pine neighborhood is not on the list of neighborhoods under consideration for the program.

This is another tool that could have a limited impact on affordability, but one which might help a number of projects.

Recommendation

Include the Pike/Pine neighborhood in those neighborhoods eligible for the 10-year tax abatement program.

Economic Development

Vision: The Pike/Pine business district as a community of vital, independently owned businesses that support both lively day-time and night-time activities; create a synergy with one another, and foster broader alliances with the human community through support of the arts, education, and human services.

Goals and Objectives

As one of its initial tasks, the Economic Development Committee formulated the vision statement above for the business community that summarizes the ideals and principles on which the following goals, policies and objectives are based. The Economic Development component of the Pike/Pine neighborhood plan translates these ideals into a set of implementable actions that the community, city and other participants will take to realize the vision.

Fundamental to the business district vision is recognition of participation in a broader community that reflects great social, cultural and economic diversity. The business district is an integral part of this community and its vision is to create long-lasting, sustainable relationships—not only among merchants—but with the arts, education, social and health services, and other segments of the community. One of the primary ways to achieve this vision is to ensure the stability and vitality of local merchants in the business community.

The general strategy focuses on maintaining a positive business environment that supports and fosters a vibrant and eclectic mix of small, independent businesses, a balance of both day and night-time activities, and a safe, clean and attractive street environment. The following general goals have been identified.

Goal 1: Support and promote the business district in order to improve its economic vitality and plan its development while maintaining and enhancing the unique character of the neighborhood.

Goal 2: Promote the Pike/Pine district as a destination for retail, arts and entertainment, and other commerce on an ongoing basis.

Goal 3: Maintain the unique character of the neighborhood by creating programs for business retention and recruitment with a special focus on supporting small, independent businesses.

Goal 4: Create a legal entity to manage the organization's work program, create funding opportunities, and serve as its own fiscal agent.

Goal 5: Serve as a network for communication and support within the organization while creating a unified voice to represent the business community city-wide.

Goal 6: Collaborate with other organizations in the creation of an attractive, safe, clean, pedestrian friendly environment in which businesses thrive.

The primary means of achieving the business community's vision is through strong business retention and recruitment, parking improvements, and pedestrian and streetscape improvements. The following objectives and policies address these issues.

Business Retention and Recruitment

A major objective of business retention and recruitment is to maintain the existing retail culture of the Pike/Pine neighborhood, which is characterized by a mix of light manufacturing, wholesaling, high-tech and auto-related businesses that presently exist with a diversity of smaller, independently-owned retail businesses. The greatest concern within the business community is the ability to maintain this mix of businesses given current real estate market trends in the Pike/Pine neighborhood and adjacent areas.

Currently, the Pike/Pine neighborhood is at a pivotal point in its evolution. Over the last several years, the neighborhood has gone from a run-down area with numerous vacant buildings to a viable retail district with an energetic night life. This metamorphosis has received national media attention and Pike/Pine has become a destination for a unique shopping experience as well as a magnet for new, mixed use developments. A number of commercial and residential projects are in the works within the Pike/Pine neighborhood as well as in neighboring First Hill and downtown. The Convention Center expansion and co-development of a large office tower and hotel are

proposed on the community's southwest boundary. The desirability of this neighborhood is reflected in escalating commercial rents. Retail rents in new and redeveloped buildings are anywhere from 40% to 150% greater than the current average rent of \$13-\$14 per square foot.

Most of the small, independent businesses are beginning to feel the pinch of these market pressures. Faced with rising rents, but a less than commensurate increase in foot-traffic and spending, a number of businesses have moved out of the area. Others may be forced to move as their buildings are sold for redevelopment. Yet others, who also live in the neighborhood where they operate a business, may be forced to live elsewhere and commute to work because of rising residential rents. There is a general consensus among merchants that the funky and eclectic retail culture they have built is at risk – that only large, national retailers that can afford higher rents and provide a greater sense of "stability" for property-owners – will displace the retail pioneers that built the neighborhood and its "hot" reputation.

The top business retention priority is focused on preserving the retail culture through some type of ownership structure. A number of possible "models" have been identified and include

Community Development Corporation (CDC), Community Land Trust (CLT), Public Development Authority (PDA), business cooperative or condominium, and/or partnering with an existing organization, such as the Capitol Hill Housing Improvement Program (CHHIP). The Economic Development Committee held a number of meetings with representatives of various organizations to get information and develop a strategy of next steps. The Merchants of Pike/Pine, the recently formed merchant's association, will coordinate these and other efforts.



Economic Development

Other recommendations are designed to capitalize on the recent attention the neighborhood has received and build upon its momentum. This will be achieved through creating a neighborhood identity that can be promoted throughout the region and by sponsoring events to bring more people to the neighborhood. Many of the specific activity recommendations focus on marketing, promotion and special events, particularly in cooperation with other community business, arts and cultural organizations.

***Policy 1.** Explore alternative land/building ownership models and partnership opportunities for business retention.*

***Policy 2.** Establish the Merchants of Pike/Pine as a legal entity to organize marketing and promotions, improvement programs, funding opportunities and serve as a fiscal agent within the Pike/Pine business district.*

***Policy 3.** Articulate and communicate a look and personality for the Pike/Pine business district through the use of a logo, banners, kiosks, print advertising and coordination with local merchants, the Broadway BIA, Capitol Hill Chamber of Commerce and local arts organizations.*

***Policy 4.** Encourage the growth and stability of retail businesses that serve neighborhood resident's daily needs, such as hardware stores, grocers, pharmacies, etc.*

***Policy 5.** Nurture the Pike/Pine Urban Neighborhood Coalition in order to strengthen neighborhood identity, forge alliances between business people and residents, and help the neighborhood respond to change and growth.*

Recommendations

Merchants of Pike/Pine (MOPP): A legal entity established to organize marketing and promotions, improvement programs, funding opportunities and serve as a fiscal agent within the Pike/Pine business district.

Successful establishment of MOPP as a BIA can assist in attracting retail demand by implementing identified improvements to the physical environment.

Near-Term Activities: Work to promote the Pike/Pine business district through ongoing projects. Solicit membership from area businesses. Coordinate with the Broadway BIA and Capitol Hill Chamber of Commerce. Support formation of and coordination with an arts council.

Longer Term Activities: A well established business improvement association that serves as a network for communication and support within the Pike/Pine business district and provides a unified voice to represent the business community city-wide. In the longer term, MOPP will occupy its own office space within the community and serve as a clearinghouse for business district issues. (Possibly in People Center.) The association will support a small community fund with dollars for ongoing community activities (e.g. arts grants, human resources development). Proceeds from a number of events each year will be dedicated to local charities.

Rent Affordability: Explore ways to keep rents affordable to support small, independent businesses and avoid gentrification. Promote business ownership.

Near-Term Activities: Dialog with City of Seattle Office of Economic Development, Strategic Planning Office, Capitol Hill Housing Improvement Program and others regarding this issue.

Economic Development

Longer Term Activities: Possible formation of a Public Development Authority, Community Development Corporation, Community Land Trust or other organization to achieve rent affordability and business ownership goals.

Landowner Outreach: Outreach to property owners to relate business district vision and goals. Get landowners on board with list of needs/wants and not wants.

Near-Term Activities: 1998-1999. Initial outreach efforts.

Longer Term Activities: Ongoing. Long term supportive relationship

Crime Prevention: Outreach to businesses to reduce shoplifting and other crimes in the neighborhood.

Near-Term Activities: Work with the Seattle Police Department, security agencies and businesses to increase awareness of ways to reduce shoplifting and other crimes.

Longer Term Activities: Ongoing.

Marketing & Promotion

Initial small-and-simple grant proposal; business survey; banners; logo; joint advertising; kiosks; street fair; art car show and flea market; moonlight madness; shuttle; metro bus (e.g. Ikea); concierge service; tours/walking guide

Near-Term Activities: Banners for Fringe Festival 1998. Develop additional banners for other events.

Logo developed in May 1998. Developed for use on banners, letterhead and other media as a marketing and promotional tool.

1998-99 Establish opportunities with area merchants for joint advertising as part of local events. To include "communal" merchant posters.

1998-99 Develop temporary/near-term kiosks to use for advertising and community events including sandwich boards, light poles. Get design support from arts community. Expand advertising to SCCC.

1998 Event to create identity. To be held annually. New events would be developed.

1998 Work with area merchants to get commitment for one night per week late hours (9pm Thursday). Give incentives. Kick-off with advertising, promotions, street performers. Work with area parking lot owners/managers to coordinate parking issues.

Initially rent for Arts Orbit. Include local merchant advertising on shuttle. Explore possible vehicle donation from local dealerships.

Longer Term Activities: Permanent kiosks in locations throughout the neighborhood. Get design support from arts community.

Ongoing. A set of unique events throughout the year that help define the neighborhood.

Ongoing. Promote greater balance of day-time and night-time activities.

Merchants consistently open until 9 p.m. Market to area outside neighborhood



to attract larger audience.

Partnership with Capitol Hill through Broadway BIA and/or Chamber of Commerce and proposed Arts Coalition to own and operate own shuttle. Expand use of vehicle to other community events and human resources businesses.

Washington State Convention and Trade Center

Near-Term Activities: 1998 – Immediate support for community to seek mitigation from Convention Center expansion plans.

Explore partnership with Convention Center to promote Pike/Pine.

Seek better coordination during construction and mitigation for businesses related to parking, noise and dust, and access. Include all planned construction projects.

Longer Term Activities: Long term relationship with Convention Center, Concierge service, tours, walking guide.

Marketing Packet

Near-Term Activities: 1998 – basic “kit” to include map, general information, articles, and P/PUNC newsletter. Develop web page. Look into connecting with Sidewalk.com.

Longer Term Activities: Add professional graphics and broader business base. Undertake further analysis of specific uses to determine prospective businesses, their space requirements, rent-paying ability, building and tenant improvements, and parking requirements to determine the feasibility of attracting these prospective businesses.

Pike/Pine Directory of Businesses

Near-Term Activities: 1998 Develop fold-out map and directory of merchants and restaurant guide. Coupon book to advertise and fund directory.

Longer Term Activities: Ongoing updates, evolve to include arts, special events.

Newsletter

Near-Term Activities: Develop a quarterly newsletter to inform local merchants of ongoing activities and upcoming events. Possible use of SCCC intern. Examine ways to coordinate with P/PUNC or Chamber of Commerce.

Longer Term Activities: Ongoing

SCCC Intern

Near-Term Activities: Work with Broadway BIA to coordinate SCCC staff to attend merchant's association meetings and help coordinate activities with SCCC and merchants.

Longer Term Activities: Work with Broadway BIA and SCCC to institute program that would support student curriculum and provide assistance to the business community.

Parking and Traffic in the Business District

Repeatedly parking, or the perceived lack of parking, has been noted as an issue within the community. There is general consensus among merchants that existing public parking lots are not well marked and many shoppers do not know about them. With the exception of on-street parking, parking lots are typically located in areas not visible to or from shoppers destinations. High priority has been given to better communicating existing parking through signage, a parking map or some type of validation scheme. Longer-term recommendations will be coordinated with the Capitol Hill-Pike/Pine neighborhood parking study.

Traffic and travel speeds have been identified by the community as important neighborhood concerns. In particular, traffic in the Pike/Pine neighborhood may be prohibitive for pedestrians and actually detract from the success of retail businesses. Visibility for some stores may be a problem due to traffic flow. Some type of traffic calming or other strategy to slow traffic has been suggested, particularly in the area between Harvard and Bellevue. Crosswalks related to key destinations within the neighborhood (e.g. E. Pike/Melrose) are proposed to improve pedestrian safety. Other physical improvements, such as curb bulbs, street and public space lighting, and signage have been recommended to improve pedestrian circulation and safety. Additional bike lanes and racks are proposed to improve bicycle safety and mobility.

Policy 1. Better communication of existing parking options. This could include, for example, signage, a parking map to be distributed by businesses (e.g. FLOP @ MoPP), tokens that customers can use in any parking lot, or a merchant sponsored validation program.

Policy 2. Coordinate recommendations with the parking study being conducted for the Capitol Hill and Pike/Pine neighborhoods and the traffic analysis being conducted for the neighborhood plan.

Recommendations

Parking Map: Provide map identifying area parking. Include in Pike/Pine directory.

Near-Term Activities: 1998-1999 Work with area parking lot managers to better advertise existing lots and develop promotional opportunities (e.g. tokens) associated with local events. Ongoing parking issues identified in newsletter.

Longer Term Activities: Coordinate with parking study.

Signage: Develop better street signage identifying available parking.

Near-Term Activities: Work with community to identify locations for additional signage. Coordinate with arts committee.

Longer Term Activities: Coordinate with parking study.

Tokens: Develop system of merchant sponsored tokens for use in all area parking lots.

Near-Term Activities: Talk with other merchant associations to identify programs that work. Coordinate with local parking lot owners

Longer Term Activities: Coordinate with parking study.

Loading Zones: Preserve loading zones

Near-Term Activities: Coordinate with parking study.

Longer Term Activities: Ongoing

Building and Streetscape Improvements

E. Pike and E. Pine Streets define this urban neighborhood – not only in name, but in character as well. These corridors provide important east-west connections, joining the Pike/Pine neighborhood with the larger community that includes Broadway/Capitol Hill, First Hill and the Seattle downtown area. The physicality of the streets and their vehicular activity also contribute to the character of the neighborhood – traffic, noise and a certain grittiness – characteristics that frequently detract from a positive pedestrian experience. One desire on the part of the community is to redefine the character of the streets to make them more attractive, clean and friendly to residents, businesses and visitors.

The business community sees this area as a vibrant retail shopping district. Because of its central location and high visibility, as well as its critical role in the city's transportation network, merchants feel that sidewalks should be upgraded as the area redevelops. Street furnishings, such as kiosks, banners and benches would be provided to inform, communicate and attract. Working with the arts community, these interesting and inviting outdoor and streetscape spaces would provide settings for business, art and community activities. Street gardens and street art are recommended to enliven the neighborhood and connect the community with the environment. A high priority is placement of additional trash cans throughout the neighborhood to provide a cleaner street environment.

People need an interesting environment for walking. Store display windows provide this interest and serve as an important marketing tool for businesses at street level. The interaction between inside and outside activities also adds an important element of safety to the community. The business community feels that this interaction is important to the vitality of Pike/Pine neighborhood as well critical to maintaining the relationship of interior and exterior uses at street level. Their goal is to avoid the "closed-off" look of AEI Music. Where some privacy is wanted, recommendations include etching the lower portions of windows, installing art glass, or some other way of allowing for the necessary interaction without disrupting business people.

The business community has also identified a number of crime and security issues as potential barriers to new businesses and customers. Reducing shoplifting and other crimes are considered priorities. Specific actions recommended by the merchants include outreach to businesses and the community to reduce shoplifting and additional street and public space lighting.

***Policy 1.** Streets, buildings and public spaces should be designed to a human scale to promote pedestrian access and safety, and should be well lighted and clean.*

***Policy 2.** Commercial buildings should have inviting store fronts vs. blank walls or open lots.*

***Policy 3.** The streetscape should be pedestrian friendly through the use of landscaping, lighting, art, and street furniture.*

Recommendations

Planters: Incorporate more flowers in the business district to enhance the pedestrian atmosphere and appearance. Form the Pike/Pine Garden Club to maintain.

Economic Development

Near-Term Activities: Assume responsibility for planters located east of the Convention Center. Organize support of merchants and volunteers for planting and upkeep. Incorporate additional baskets, etc. each year.

Longer Term Activities: Ongoing

Trash Cans: Get additional trash cans and pick-up from city for Pike/Pine corridor. Trash cans provide surface for additional neighborhood art.

Near-Term Activities: 1998 work with City of Seattle to get additional trash cans in the neighborhood. Solicit local artists, students and others to design exteriors.

Longer Term Activities: Ongoing maintenance and upkeep.

Pedestrian Safety: From approximately Harvard to Bellevue – Strategy to slow traffic and increase pedestrian circulation. Improve the quality of the environment for pedestrians, including additional crosswalks and street and public space lighting improvements, particularly on side streets between E. Pike and E. Pine, improved sidewalks and street furniture.

Near-Term Activities: Coordinate with Urban Design Committee to address the intersections at E. Pike/Boylston, Harvard/E. Pike, E. Pine/Boylston, Harvard/E. Pine and E. Pike/Melrose. Repair, replace and widen existing sidewalks in the Business District, install curb bulbs, and provide benches in locations throughout the business district as new development occurs.

Longer Term Activities: Ongoing

Public Art: Incorporate public art into the business district. Local artists would be asked to participate. Re-use existing telephone poles (city proposes to remove) to "support" art of some kind.

Bicycles: Provide for bicycle parking on E. Pike and E. Pine. Provide bike lanes on E. Pike Street. Coordinate with Urban Design Committee. Acquire additional bike racks for the neighborhood.

Dumpsters: Minimize negative impacts of dumpsters on pedestrian circulation. Check building code. Include in outreach to developers.

Arts & Culture

Existing Conditions

What creates the basis for arts and cultural activities and facilities in a community is the fortunate coming-together of talent and interest. Pike/Pine seems to have a gravitational pull for artists and supporters of the arts. Many see the neighborhood as a place to "do" their art, whether it be in the form of a live-work studio or performance space for dance, theatre or music. Others perceive the neighborhood as a place where they can "experience" art and culture.

The Arts and Culture Committee recognized that the existing arts and culture fabric of the community holds great potential because it is broad based and diverse. At the same time, this fabric is fragile in that the many activities and arts activists are not connected in a manner that creates an "arts community" that might assure longevity, and coordinate and promote the neighborhood's arts activities.

Goal: Establish a community-based Arts Organization that would function in an integrated role with other Pike/Pine neighborhood organizations and other organizations and institutions in the surrounding neighborhoods.

The mission of the Arts Organization would be:

- Advocacy for the arts in the Pike/Pine Neighborhood
- A resource to artists in identifying live/work spaces.
- Develop venues for all art forms including visual, literary and performance.
- Provide and encourage outreach to diverse populations specifically youth, minority groups, the elderly and unknown artists.
- Sponsor/Organize arts events within the Pike/Pine Neighborhood and provide administrative support for an Arts Exchange Network.



Broadway Performance Hall

Recommendations

Short-Term

- Acquire a computer and software.
- Establish a "virtual" office with E-mail, voice mail and a web site with an arts/artists database.
- Organize a volunteer cadre.
- Find temporary real office space
- Inventory the artists and arts resources in the Pike/Pine Area and its environs.

Mid-Term

- Gain 501 (c) (3) status as a non-profit Arts Organization.
- Collaborate with businesses and institutions towards more art and arts awareness

Long-Term

- Expand the Arts Organization to further its mission.
- Advocate the retention and development of artist housing, especially live/work spaces.
- Establish a permanent Arts Center.
- Establish art programs available to street youth, days and evenings.
- Cultivate diversity and independence in arts projects.
- Develop more venues for art and arts activities.
- Pursue the development of a public authority or private development organization, or combination thereof, for the purpose of enabling ownership of neighborhood buildings for art and art-related uses, including housing.
- Collaborate with other interest groups to further and achieve mutual goals.

Goal: Continue to create, support and promote arts events and projects, whether done independently or through arts organizations, business organizations or institutions.

Recommendations

Short-Term

- Organize and promote a summer neighborhood arts festival, including an "arts exchange".
- Extend "Arts Orbit" to include alternative venues for arts, such as cafes.
- Organize a volunteer cadre.

Mid-Term

- Install art-topped kiosks on sidewalks, for handbills and posters.
- Acquire trash cans (and trash removal) and utilize cans as media for local artists.
- Develop more venues for art and arts activities.

Long-Term

- Expand annual summer arts festival
- Develop other annual and semi-annual events
- Develop resources and activities of neighborhood arts center

Historic Structures

Existing Conditions

Portions of the City of Seattle that create the urban fabric of a neighborhood can be difficult to determine as deserving of preservation or historic designation. These areas often can impart a sense of the past and the "common" history of a place through the human experience e.g. a place where people have worked, lived and participated in the simplest of daily activities - activities as modest as choosing a car or having it repaired.

A majority of buildings in the area were built prior to 1930, when the area was developed as 'Pine Crest' a centrally located neighborhood for professionals and young married couples with prosperous businesses delivering goods and services to the residents. A "common" character specific to the Pike/Pine Neighborhood is its high concentration of auto showrooms and automobile parts and repair shops. At the turn of the century and into the 1930s, automobile sales attracted affluent consumers many of whom lived in the adjacent First Hill area. The Pike/Pine neighborhood was once credited with handling 70% of Seattle's automobile sales, accessories, repairs and sales of wholesale automobile equipment identifying the area as "Auto Row".¹ Because auto purchases were such a luxury at the time, these showrooms were often ornately designed and decorated. Although much of this ornamentation has been lost through contemporary improvements to these structures, the rich history of this neighborhood remains with its buildings. For the most part, these substantial buildings have aged well and have proven readily adaptable to other uses—office buildings, retail space, light manufacturing, storage—and have contributed to the current dominant character of the area, which is its diversity.

The 1991 Pike/Pine Planning Study recognized this diverse character and sought to define it through an inventory of "icon" structures. Building on that inventory, this planning effort includes an updated inventory of buildings in the neighborhood. Buildings in the updated inventory include those that are potential candidates for Landmark Status and represent the structures that constitute the historic character of a Community Heritage/Special Review District. Maps and a matrix locating and describing these buildings are included at the end of this section.

Criteria for a Conservation District

"Conservation areas are not limited to neighborhoods of obvious age, certifiable historic significance or obvious architectural value, but include places that are merely middleaged and which have only begun to acquire the patina of age..... the hope for such districts is that if protected early enough, an area of merely potential importance will one day become a genuine historic district " - Robert Stipe, *The American Mosaic* p.275

The recent emergence of Conservation or Community Heritage Districts is led by preservationists and historians who recognize the need for protecting and maintaining parts of cities that fall outside typical definitions of historic districts. The idea of conservation in these neighborhoods is meant to accommodate greater flexibility for growth while maintaining the area's character and architectural integrity.

The Pike/Pine Neighborhood is a strong candidate for designation as a conservation district based on historic resilience and potential for new development. The rich mix of uses in this area - commercial, residential and institutional, as well as adaptable buildings lend themselves to the area's capability of future development. Because conservation districts do not currently have a classification in the City of Seattle and no history of governance and legal definition, careful planning is necessary to maintain the delicate balance between preservation, new construction and economic vitality.

¹ The Pike-Pine-Broadway Neighborhood and the I.O.O.F. Building, UW Architecture 505 Studio/Spring Quarter 1993

Recommendations

Establish A Special Review Board

Short Term

At this time the City of Seattle does not provide guidelines for the establishment of a Community Heritage District. Design Review Guidelines should be developed as the Primary Tool for Implementing a Community Heritage District. The City should provide funding for the Pike/Pine Neighborhood to write Design Review Guidelines through a City "Pilot Program", working toward developing governance of Community Heritage Districts.

Until provisions are made for governance and support of these districts, the neighborhood should establish its own review process and board.

A special review board could consist of members from established neighborhood committees and volunteer organizations including (1) member of the Arts Organization, (1) member of the Merchants of Pike/Pine, (1) member of the Union Arts Co-op, (1) member of the Pike/Pine Urban Neighborhood Coalition (P/PUNC), (1) Neighborhood Urban Planning Committee.

The special review board should request additional members from established City of Seattle Review Boards and Departments including: (1) member of the Capitol Hill Design Review Board, (1) staff member from the Department of Neighborhoods and (1) member of the Landmarks Preservation Board.

Long Term

In accordance with City of Seattle Land Use Code 23.66.02-0, a special design review board should be established consisting of seven members (5) chosen through special elections conducted by the Department of Neighborhoods, (2) appointed by the Mayor and approved by City Council.

The Pike/Pine Neighborhood should be designated as a **Community Heritage District**. The neighborhood should be recognized by the City of Seattle Landmarks Board as an area containing features or improvements which are of historical, social, cultural and architectural aesthetic significance to the city.

The Community Heritage District would work within the confines of the existing Neighborhood Overlay intended to accommodate land use, urban design, and other distinctive characteristics of an older established neighborhood, while protecting potential landmark structures that as a whole constitute a distinctive section of the city.

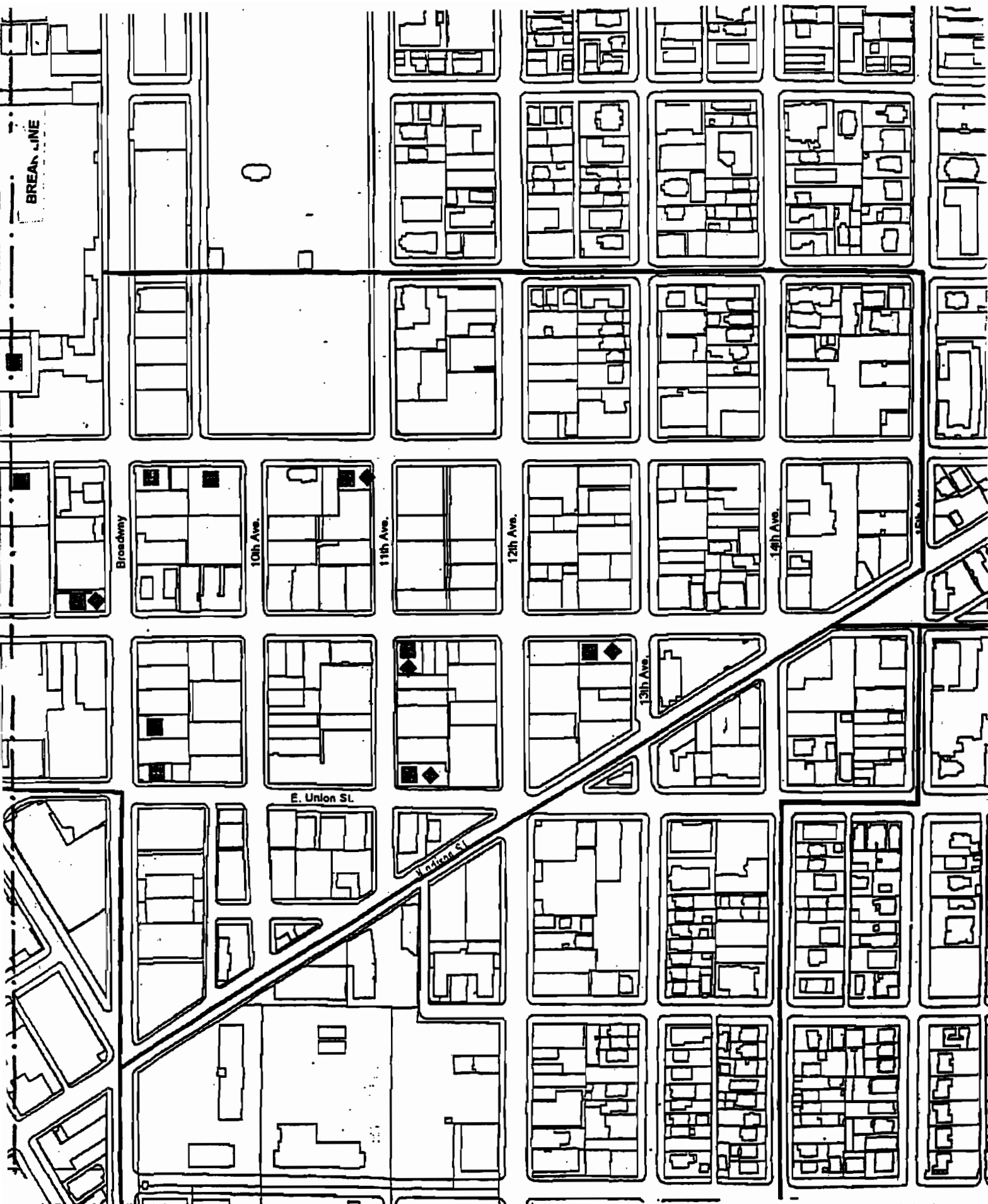




Indicates a highly fenestrated working class structure, commonly built between the turn of the century and 1930. Structural bulk heads are separately defined from store front glazing systems. This creates a similar appearance to the "Commercial Style".

Indicates a recommendation for Landmark Status.

Pike/Pine Urban Center Village
 scale: 1" = 300'



■ Indicates a highly fenestrated working class structure, commonly built between the turn of the century and 1930. Structural bulk heads are separately defined from store front glazing systems. This creates a similar appearance to the "Commercial Style".

◆ Indicates a recommendation for Landmark Status.

Pike/Pine Urban Center Village

scale: 1" = 300'

Pike/Pine Urban Center Village

Survey of Potential Landmark Buildings and Structures that Constitute the Historic Character of a Community Heritage/Special Review District

Building Name &/Or Address	Current Use	Original Use	Year Built	Number of Floors, Material & Exterior Facade	Interiors	Tax Assessor's Parcel Number
1410 - 1424 Belmont Avenue The Bel-Boy Owned by Historic Seattle	MF Housing	Residential	1893-1902	2 stories and attic Exterior: wood siding and trim Store front: none	Plastered	182910-0283
1411 - 1423 Baylston Avenue Bel-Boy Project Owned by Historic Seattle	MF Housing	Residential	1893-1902	2 stories and attic Exterior: wood siding and trim Store front: none	Plastered	192910-0283
1625 Broadway Avenue Broadway Performance hall	School	School	1908	3 stories and concrete basement Exterior: Sandstone Store front: none	Plastered, trim 2x4 stud and lam. Kind (fir over concrete)	600300-0600
915 East Pike Street (1534 Broadway Avenue) Cornish School	Private education/ Commercial	Office building	1906	3 stories and concrete basement Exterior and 3 rd floor: brick, 1 st floor: sand concrete Store front: plate glass, wood bulkhead	plastered	600350-0445
915 East Pike Street Odd Fellows Hall	Commercial/Arts	Office building	1908	4 stories and concrete basement Exterior: solid brick Store front: plate glass, large sash, wood panel bulkhead	post and beam, plastered	600350-0460
1101 - 1103 East Pike Street Baker Lines Bldg.	Commercial David Young Gallery ARC Architects	Warehouse	1911	3 stories and concrete basement Exterior: solid brick Store front: plate glass, large sash, wood panel bulkhead	basement: post and beam 1 st floor: brick 2 nd and 3 rd floor: plastered	600350-0190
300 East Pine Street Batorworth Mortuary	Mortuary	Mortuary	1922	3 stories and concrete basement Exterior: cement plaster on frame, lam 2x6, 2 nd and 3 rd floor: reinforced concrete, 1 st floor: cast stone columns, cast composition ornaments and trim Store front: none	post and beam, plastered, fir trim	872560-0160
901 East Pine Street Masonic Temple	Egyptian Theater	Masonic Temple	1913	3 stories and concrete basement Exterior: reinforced concrete, terra cotta, trim-Zelids Store front: none	tile	600300-0470
722 East Union Street Kathleen of Columbus	Arts education	Clubhouse	1912-1913	3 stories and basement Exterior: brick, bushing blind, metal trim cornice, cast stone coping, brick face cast stone and brick trim Store front: plate (I.C.) glass, wood sash cast stone bulk head, maroon: (3'x14')	post and beam, plastered, fir trim	750250-0949
1106 East Union Street Union Arts Bldg.	Artist cooperative housing	Factory	1913	3 stories Exterior: solid brick and concrete Store front: plate glass, large sash, wood and glass bulkhead	post and beam	600350-0133
1406 Harvard Avenue Pinehouse Apartments "City Landmark"	MF Housing	Firehouse	1908	2 stories and basement Exterior: brick-solid Store front: none	plastered	
1431 Minor Avenue Ould Sennish Sagely or Wisconsin	MF Housing	Hotel and Store	1909	6 stories and basement Exterior: solid brick, pressed, common in rear, brick cornice, Stone and terra cotta trim, stone coping, keystones, and scrolls Store front: plate glass, wood and metal sash, concrete bulkhead, concrete base	partitions-frame, plastered, fir trim	872560-0350
1415 Summit Avenue Northwest School	Private Education	Education	1903	2 stories and basement Exterior: frame, masonry on both, brick trim, horizontal wood siding with brick base, endlocks at eaves	post and beam, plastered, fir trim	880490-1000
1106 Pike Street The Villa Hotel	MF Housing/Commercial	MF Housing/Commercial	1909	3 stories and basement Exterior: brick, common kind, terra cotta cornice, metal trim, terra cotta trim and keystones Store front: plate glass, copper trim, conc. bulkhead	post and beam, wood partitions, frame plastered, fir trim	06600-1875
409 East Pike (1500 Bellevue Avenue) 1 st Covenant Church Special commission states from landmark nomination	Church	Church	1910	1 story and basement Exterior: stone on east, reinforced. Conc., cornice G.L., trim-cut sand stone over reinforced conc. Shell Store front: none	post and beam, Plaster, fir trim	872560-0475

■ Indicates a recommendation for Landmark Status

◆ Indicates a highly fenestrated working class structure, commonly built between the turn of the century and 1930. Structural bulk heads are separately defined from store front glazing system. This creates a similar appearance to the "commercial style."

**Pike/Pine Urban Center Village
Survey of Potential Landmark Buildings and Structures that Constitute the Historic Character of a Community Heritage/Special Review District**

Building Name & C/D Address	Current Use	Original Use	Year Built	Number of Floors, Materials & Exterior Facade	Interiors	Tax Assessor's Parcel Number
1400 Broadway	Church	Church	1911	2 stories and basement Exterior: brick-void, white lead	plaster	60300-0010
1211 East Pike (V&SPT-1211 East Pike) Elyson Brewery	Commercial/Industrial	Commercial	1929	3 stories, basement Exterior: masonry on concrete Stone front: plate glass, copper rim ash, masonry on concrete bulkhead (existing largest windows)	post and beam plastered	60300-0070
1530 Bellevue 401 Pine Pepitone Museum	Commercial/Retail Gas station Museum and Antiques	Commercial	1910	2 stories Exterior: Brick with plaster, decorative carvings Stone front: plate glass, wood ash	wood trim	872560-0445
1021 East First 1 st & Pine	Commercial Art/ Industrial Used to house an railroad professionals	Commercial & Art	1905	3 stories and basement Exterior: Reinforced conc., and terra cotta face Stone front: plate glass, wood ash, tile bulkhead	post and beam, plastered	600350-0395
1124 Main (1116-24 East Pine Street) United Art Supplies	Commercial	Auto Agency	1920	1 story Exterior: brick-void, terra cotta on 2 street elevations, terra cotta trim, terra cotta coping	post and beam, plastered, fir trim	066000-1920
301 - 309 East Pine McIntire Building	Commercial/Industrial Business Club	Store and Garage	1915	1 story Exterior: brick-void, concrete-metal, brick trim, coping-metal and concrete Stone front: plate glass, wood and metal ash, wood bulkhead	post and beam, plastered, 2 partitioned frame	872560-0940
113 East Pike Le French, Charles Olin, Bureau Light	Residential/Commercial	Residential/Commercial	1916	3 stories and basement Exterior: brick-void, metal terra cotta cornice, terra cotta trim Stone front: plate glass, masonry S&S, wood base	plaster, fir trim, post and beam	872560-0203
1414 Broadway Avenue	Alter's Periodic Garage	Garage	1907	2 stories and basement Exterior: brick-void Stone front: plate glass, wood ash, wood bulk head	post and beam	600300-0020
824 East Pine Street	Commercial/Retail (Honey shop)	Office	1913	2 stories and basement Exterior: brick-void Stone front: plate glass, wood ash, concrete bulk head	plaster	600300-0525

◆ Indicates a highly finished working class structure, commonly built between the turn of the century and 1900. Structural bulk heads are separately defined from stone front glazing system. This creates a similar appearance to the "commercial style."

◆ Indicates a recommendation for Landmark Status

Transportation

The Pike/Pine and Capitol Hill Urban Center Villages have coordinated the transportation elements of their neighborhood plans. The transportation goals of both neighborhoods are to facilitate movement of residents, workers, students, visitors, and goods within the neighborhoods—with a particular emphasis on increasing safety, supporting economic centers, encouraging a full range of transportation choices, and improving the quality of life. The plans seek to integrate all modes into the area's transportation system, provide safe and efficient local connections to other neighborhoods, and provide links to the regional and state transportation systems.

The transportation goals in this plan are based on the goals in the City of Seattle's Comprehensive Plan, the City of Seattle's Draft Transportation Strategic Plan, past Regional Transit Authority (RTA) and Metro Six-Year transit public processes, past neighborhood street utility applications to the City from the Pike/Pine and Capitol Hill neighborhoods, input from people who have participated in community council-sponsored transportation meetings, and input from people who have participated in the neighborhood planning activities related to transportation. Additional analysis of the Pike/Pine neighborhood's transportation elements was performed by Heffron Transportation.

The plan is divided into five areas: Neighborhood Streets and Arterials, Non-Motorized Transportation, Transit, Parking, and Freight Mobility and Access. Only the recommendations related to the Pike/Pine neighborhood are presented in this section.

Neighborhood Streets and Arterials

The Pike/Pine neighborhood is served by three east-west arterials: E Pike Street, E Pine Street, and E Madison Street along the neighborhood's southeastern border. North-south arterials include Bellevue Avenue E, Broadway, 12th Avenue E, and 15th Avenue E. The other streets in the area provide local access and circulation between the arterials. The neighborhood's goals related to its streets and arterials are listed below.

- Goal:** Use traffic calming measures to enhance pedestrian and bicycle travel, slow vehicular traffic, and/or direct through traffic away from non-arterial streets.
- Evaluate pedestrian crossing problems and make improvements along the entire corridors of key neighborhood streets and arterials. In the Pike/Pine neighborhood, these corridors include E. Pike and E. Pine Streets from Interstate 5 (I-5) to 15th Avenue E, 12th Avenue from Madison to Olive Streets, Melrose Avenue at the I-5 interchange, and Boren Avenue at its crossing of I-5.
 - Consider traffic calming treatments to slow traffic and reduce through traffic on the following streets: 10th and 11th Avenues between Union and E. Pine Streets, Minor Avenue between E. Pike and E. Pine Streets, Crawford Court, Seneca Court, and Broadway Court.
 - Install curb bulbs to reduce the distance pedestrians must cross a neighborhood street or arterial. Curb bulbs are recommended for the following locations in the Pike/Pine neighborhood: E. Pike Street/Minor Avenue (next to Six Arms Tavern), E. Pike/Boylston, Harvard/E. Pike, E. Pine/Boylston, Harvard/E. Pine and E. Pike/Melrose and Madison Street/11th Avenue.

- Install traffic circles at the intersections of neighborhood streets when requested by the neighborhood and found to be helpful in calming traffic. Continue to invite neighborhoods to submit proposals for traffic circles as part of the neighborhood matching grant process.
- Modify major intersections to provide pedestrian crosswalks on all legs of the intersection, to reduce the pedestrian crossing distances, and to increase the sidewalk width or other pedestrian amenities. Intersections that should be evaluated include: Madison Street/Union Street/12th Avenue, Madison Street/13th Avenue, Madison Street/E. Pike Street/14th Avenue, E. Pine Street/15th Avenue, E. Pike Street Boylston and E. Pike Street/Melrose Avenue/Minor Avenue. Outreach to Seattle Academy and Northwest Schools for other priority intersections.
- Work with Seattle Public Utilities, Seattle Parks and Recreation, Seattle Transportation, and adjoining property owners on Nagle Place between Denny Way and E. Pine Street to make Nagle Place a local and emergency access only street from Olive to Denny Way. Install traffic calming devices, landscape improvements, and signage to promote the limited access use of the street. (Nagle Place borders Bobby Morris Playfield/Lincoln Reservoir Park and Seattle Central Community College.)

Goal: Improve synchronization of traffic signals along major corridors to help enforce speed limits through neighborhoods and to better serve non-vehicular modes of travel.

- Monitor traffic speeds on arterials and make changes to the signal timing along corridors to reduce vehicular speeds, if necessary. Do not allow synchronizing of traffic signals if it would negatively impact the travel of pedestrians, transit riders, or bicyclists.
- Conduct regular traffic speed tests to evaluate whether traffic signalization changes, traffic control devices, or other traffic calming measures are needed to reduce traffic speeds.
- Request the Seattle Police Department to conduct more regular enforcement activities to discourage speeding.
- Install better traffic control devices that promote pedestrian safe crossing at the intersections of E. Pike Street/Boylston Avenue and E. Pine Street/Belmont Avenue
- Evaluate locations where flashing yellow signals have been installed (or are proposed to be installed) to determine if there are other measures that could be used instead of the flashing signal. Measures to consider include: prohibiting some vehicular turning movements, constructing curb bulbs, installing a traffic or pedestrian signal, or installing new pedestrian crossing technologies (e.g., in-pavement beacons that are actuated by a pedestrian button).
- Install pedestrian signal heads ("walk/don't walk" signals) at every signalized intersection.

Goal: Construct two-lane arterials—one lane in each direction with a middle turning lane—versus multiple lanes in each direction.

- Restripe E. Pike Street between Bellevue and 15th Avenues to have one lane in each direction with a center, left turn lane at intersections, and parallel parking on both sides of the street. Short median planting strips could be constructed where the center, left turn lane is not needed. This change is recommended to facilitate pedestrian crossings of this street (particularly at unsignalized intersections), improve vehicular access to the side streets, and reduce vehicle speeds in the through traffic lanes. Because this street currently has one westbound lane and two eastbound lanes, adding a

center turn lane may improve the street's capacity by providing removing turning traffic from the through traffic lane.

- Re-stripe Broadway from E. Pine Street south to at least Madison to be one lane in each direction with a center, left turn lane at intersections (continuing the same street configuration on Broadway that is found north of E. Pine Street). Parking on both sides of the street should be maintained. If space is available, include a southbound bike lane on Broadway between E. Pike Street and Madison Street to facilitate safer travel for bicyclists who ride uphill to Madison Street.

Goal: Encourage neighborhood involvement in maintaining quality streets and arterials.

- Encourage broader involvement in neighborhood adopt-a-street program.
- Promote and encourage clean street programs sponsored by merchants and encourage neighborhood involvement.

Goal: Designate key pedestrian linkages as Green Streets.

- Designate alley areas and streets as Green Streets Type II, and implement streetscape improvements. (Type II Green Streets are necessary for local circulation but unneeded for overall vehicular movement in the area. Local access is the only vehicular traffic allowed and continuous vehicle movement between blocks is restricted.) Streets to evaluate for this designation include: Broadway Court from Union Street to Madison Street, Crawford Court from Union Street to Olive Street, Minor Avenue from E. Pike to E. Pine Streets, Seneca Court from Broadway Court to Madison Street and Nagle Place along Bobby Morris Playfield. Coordinate Green Streets designations with Capitol Hill and First Hill Urban Villages.
- Designate alley areas and streets as Green Streets Type III, and implement streetscape improvements. (For Type III Green Streets, vehicular access to sites within the block and traffic movement between blocks would continue, but widened sidewalks, landscaping, and pedestrian amenities could be provided within the right-of-way.) Streets to evaluate for this designation include most of the non-arterial north-south arterials in the Pike/Pine neighborhood including: Summit, Belmont, Boylston, Harvard, 10th, 11th, and 14th Avenues. The green street designations on these streets would extend to and beyond the borders of the Pike/Pine neighborhood.
- Designate street ends and alleys as Green Streets Type IV, and implement streetscape improvements. (Little or no traffic is expected on Type IV Green Streets. Rights-of-way in this category would include street ends which could provide neighborhood trails or access to community centers or activities abutting open spaces or natural areas.) Streets to evaluate for this designation include the Yale Avenue street end west of Melrose Avenue.

Non-Motorized Transportation

Facilitating pedestrian travel to, through, and within the Pike/Pine neighborhood is its highest priority. With its mix of land uses and high density, people can live, work, and shop in this neighborhood completely by foot. In addition, people who drive or take transit to the neighborhood ultimately become pedestrians to reach their final destination. Pedestrian improvements desired by the neighborhood are listed below.

Goal: Make street crossings safer and easier for pedestrians.

- Upgrade crossings to improve pedestrian safety and convenience.
- Stripe or re-stripe crosswalks at all intersections on blocks where there are transit stops.
- Stripe or re-stripe crosswalks on all legs of signalized intersections. The highest priority intersections are on E. Pike Street from Bellevue Avenue to 14th Avenue. Stripe or re-stripe crosswalks at other key pedestrian crossing areas.
- Conduct a study of difficult street crossings for wheelchairs and other special needs populations and explore ways to improve the crossings by removing curbs. Install wheelchair ramps at the intersections of Boren Avenue/E. Pike Street and Boren Avenue/E. Pine Street. Outreach to Seattle Academy and Northwest School for other difficult intersections.
- Adjust signal timing to support walking.
- Change timing of signals to enable more crossing time for pedestrians at any intersection that requires elderly, children, or people with disabilities to feel rushed when crossing. Intersections that are in current need of timing change include, but are not limited to: Boren Avenue/E. Pine Street and Madison Street/14th Avenue.
- Remove or de-activate existing pedestrian push buttons at signalized intersections, and include pedestrian phases with every cycle. This includes, but is not limited to the traffic signals at the following intersections: Broadway/E. Pike Street, 12th Avenue/E. Pike Street, Broadway/E. Pine Street, 11th Avenue/E. Pine Street, 12th Avenue/E. Pine Street, and Madison Street/14th Avenue. Do not allow additional pedestrian-actuated signals to be installed.

Goal: Improve the sidewalk system and pedestrian connections.

- Create a sidewalk system across I-5 on both sides of E. Pine Street.
- Improve the sidewalk at the off ramp of I-5 and Olive Way area and install a sidewalk on the south side of Olive Way over I-5.
- Repair and improve existing sidewalks. This includes all of the sidewalks along E. Pine Street that have been damaged by former city tree planting of liquid amber trees, sidewalks on the north side of E. Pine Street between 11th and 12th Avenues, on the west side of Harvard Avenue, and on Boylston Avenue at E. Pine Street. Repair with same material as sidewalk to avoid unsightly "patchwork".
- Identify solutions for sidewalks that limit or prevent wheelchair access due to utility poles, dumpsters, newspaper stands, oversized outdoor sitting areas, and other such barriers.
- Remove large dumpsters from sidewalks in retail areas and enforce the city dumpster laws.
- Monitor the size of outdoor sitting areas (including the fencing used around such an area) on sidewalks to ensure that there is full wheelchair and other pedestrian access.

- Install or maintain quality pedestrian lighting in all retail areas, with a high priority for improving lighting along E. Pike and E. Pine Streets, along streets adjoining the Bobby Morris Playfield/Lincoln Reservoir Park, on streets adjoining all transit stops, and along streets adjoining Seattle Central Community College.

Goal: Complete and expand the urban bicycle trails system.

- Expand bicycle facilities along neighborhood and arterial streets to encourage the safe and efficient travel of bicycles for commuting, non-work trips, and recreational trips.
- Maintain bicycle lane on E. Pine Street as the primary bicycle route to downtown Seattle. Install "bike route" signs along this street to promote this lane. Provide signs along both sides of 12th Avenue and along the following adjoining streets to connect bicyclists to the I-90 trail system on the south and the University District on the north. Additional signs would be needed in the central and south Seattle areas to designate the best bicycle route to link 12th Avenue with the I-90 trail system.
- Work with DCLU, Seattle Transportation, and developers to ensure that all major new developments are designed to encourage pedestrian and bicycle access. Encourage new work site developments to include showers, lockers, and covered bicycle parking.
- Make spot improvements to address street barriers such as potholes and drain grates.
- Continue to promote the Seattle Transportation's free bicycle rack program and encourage merchants to support the installation of racks. Places where additional racks are needed include but are not limited to Seattle Central Community College, all supermarkets, and all parking structures.
- Ensure that new and existing traffic signals are sensitive to bicycles.

Transit

Good transit service to the Pike/Pine neighborhood is essential to maintaining and enhancing the neighborhood's character. It allows people to live and work in the neighborhood without using an automobile, encourages pedestrian activity on the streets, and provides connections to all areas of the region through downtown Seattle. Transit service could be dramatically increased in the future if the Link Light Rail system is constructed through the First Hill, Pike/Pine, and Capitol Hill neighborhoods. (The final alignment of the light rail line has not been determined. Other alternatives include bypassing Capitol Hill and using Eastlake Avenue or I-5.) The neighborhoods recommendations related to existing transit service and the potential light rail line are listed below.

Goal: Improve transit speed and reliability

- Install a left-turn signal on E. Pine Street at Broadway
- Install additional passing wires on Routes 7, 9, and 43.
- Support transit priority at all signalized intersections in the area. This could include traffic signals that are responsive to approaching transit vehicles, transit bypass lanes, and/or in lane bus stops where appropriate.

- Explore express bus options on a few key routes such as Routes 7 and 43.

Goal: Make transit convenient, understandable, and easy to use.

- Improve the safety and comfort of transit stops by adding or improving bus shelters. Priority locations include the corner of E. Pike Street and Boren Avenue, and most, if not all, stops along E. Pine Street. Invite transit riders to make recommendations about other locations where bus shelters are needed.
- Encourage transit shelter design that matches the surrounding architecture of the area.
- Install quality pedestrian lighting at all transit stops.
- Increase the speed with which windows are repaired and graffiti is removed from transit shelters and litter is picked up at transit stops.
- Improve bus service information by providing visual maps at all transit stops, in addition to current bus route information.
- Support continued research and the potential application of technology that enables real-time bus information at transit stops.
- Work with Metro to add low-floor buses to its fleet.
- Continue to support and market the *bikes on buses* program.

Goal: Expand transit options.

- Support the preferred alignment of the RTA light rail system that includes a tunnel connecting First Hill, Capitol Hill, and the University District with one of the stations located near the Seattle Central Community College.
 - The station should be designed to serve walkers, bicyclists, and bus riders, and discourage access by passenger vehicle.
 - The station should minimize the amount of above-ground space needed for a station entrance, and should be constructed without using cut-and-cover methods.
 - The RTA should work closely with the Broadway Business Improvement Association and Merchants of Pike/Pine to ensure their involvement in the RTA planning efforts. A station entrance near the intersection of Broadway and E Pine Street is encouraged.
 - The RTA should take measures to minimize any disruption to businesses during construction and compensate for the disruption where unavoidable.
 - The streetscape for area adjoining a station entrance should be designed to promote vibrant businesses and/or active pedestrian movement in the area.
 - Existing local businesses should be encouraged to become station amenities (e.g., food and other services).

- Increase service on existing King County/Metro transit routes or add new service that can be justified by high ridership. This includes, but is not limited to, the following:
 - Increase frequency of bus service along Broadway on Route 9.
 - Consider a new north-south service to connect Pike-Pine/Capitol Hill to the Central Area along 12th Avenue.
 - Expand the frequency of service along Denny Way on Route 8.
 - Explore a circulator/LINC-type service on vertical, east-west streets such as Aloha, John, and E. Pike Streets.
 - Improve cross-town service and service connections outside of downtown.
 - Work with surrounding neighborhoods and King County/Metro to explore a Queen Anne to Denny Way to Capitol Hill to First Hill to Jackson Street to Pioneer Square to the Ferry Terminal "ring" of service.
- Promote active citizen involvement in examining proposals that impact the area related to the RTA, the monorail, and bus service.
- Do not reduce existing bus service or justify not funding transit improvements in the near future based on a light rail improvement that will not materialize for many years.
- Recognized that even when the light rail system is installed, it will not extend to the areas east of Broadway, which due to topography must continue to be well served by buses.
- Do not substitute the monorail system for the preferred alternative of the light rail system.

Parking

The Pike/Pine neighborhood may have the most diverse land use of any neighborhood in the City of Seattle. Because of this, the available parking within the neighborhood must be shared by restaurants, retail shops, offices, automotive uses, industrial uses, and residents. While there are strategies that may improve how parking supply is allocated to serve one or more of these uses, no single strategy will serve all uses. Therefore, a combination of parking management strategies will need to be pursued to meet the neighborhood's goals.

Fortunately, the Pike/Pine neighborhood has the lowest auto ownership of any neighborhood in the City of Seattle. Based on 1990 Census data, for each residential dwelling unit in the neighborhood there are 0.62 automobiles. This compares to the City-wide average of 1.49 autos per dwelling unit. The low auto-ownership in the neighborhood may be related to its close proximity to downtown Seattle, the income level of residents who live in the area, the close proximity to services, or the existing lack of parking supply in the neighborhood. The low auto-ownership shows that City-wide parking code requirements may not be appropriate in dense, urbanized neighborhoods. Changing the code to match the neighborhood's needs may allow other goals to be met such as reducing housing costs, increasing housing density, and further reducing the dependence on the automobile.

A detailed parking analysis with recommendations is included as an appendix to this plan.

Freight Mobility and Access

The Pike/Pine neighborhood was once a vibrant industrial and manufacturing area that generated large volumes of truck traffic. Now most of the businesses only receive merchandise and supplies by truck. Truck deliveries occur on all sizes of trucks, from small UPS trucks to large auto-carriers that deliver to the auto showrooms. Most businesses have little control regarding when deliveries occur since a single truck (e.g., UPS) may deliver to many businesses in the area. Truck access to alleys and curbs is essential for the businesses in the area.

Because of the original industrial nature of the neighborhood, many of its streets have two, three, and even four loading zones. In such cases, the size of the loading zones may be too small to accommodate today's truck sizes, and the number of loading zones may be reducing the parking capacity available for customers. One of the freight-related recommendations addresses the need to evaluate the size and number of the area's loading zones. Other recommendations address the conflicts that exist or could exist between the freight needs of businesses and the needs of the area's residents.

Goal: Provide adequate access to merchants and major institutions for deliveries and freight movement.

- Retain alleys for freight deliveries and garbage pick-up. Keep alleys clear of obstacles (e.g., dumpsters, parked cars, etc.) that would prohibit truck access.
- Evaluate existing loading zones in the Pike/Pine neighborhood to determine if they are adequate to serve the existing demand, if two or more loading zones could be consolidated, if a loading zone could be relocated to the end of a block or adjacent to an alley, or if a loading zone could be eliminated.
- Support periodic review (every two or three years) of loading zones to eliminate zones that are no longer needed.
- Enforce loading zones to keep non-commercial vehicles from using them, and to prohibit overtime parking by trucks.
- Support changing state laws to make it more difficult for non-commercial vehicles to obtain commercial license plates.
- Discourage locating loading zones in front of merchants unless no alternative is available.
- Encourage businesses to schedule deliveries and garbage pick-up to occur during time when trucks would not conflict with other parking needs, to reduce noise in late-night or early-morning hours, and to prevent street blockage during peak commute hours or other key customer shopping times.
- Educate residents and merchants about the garbage collection laws and impose fines when garbage pickups occur in late-night hours disrupting residents.

Human Development

Existing Conditions and Opportunities

Coordinated Urban Center Planning Effort

The Capitol Hill, First Hill and Pike/Pine Urban Villages joined together to plan for human development needs in order to improve coordination of services and activities for all three neighborhoods.¹ Although each neighborhood has some unique needs, concern about similar issues predominated. A cooperative planning effort more effectively addresses the reality that neighborhood human service needs transcend boundaries and most human development services and activities also encompass more than one urban village.

Urban Center Demographic Analysis

According to the 1990 Census, the total population of the three Urban Villages was 26,526. Sixty-two percent of the population resided in the Capitol Hill Urban Village.

The ethnic makeup of the Capitol Hill area is less diverse than it is in the city as a whole. Caucasians make up 84% of the population, 9% higher than the City-wide average.

A significant portion of the area's residents are gay and lesbian. Sexual minorities share a range of unique human support needs. As revealed in the human needs inventory, many of their needs are heightened by a lack of services which are culturally appropriate for gay and lesbian clientele.

The majority of the population (72%) of the Capitol Hill Urban Village is concentrated between the ages of 18 and 44. In all of the Urban Villages, significantly fewer of the residents are children than in the city as a whole. An average of 6% of this area's population is under 18, compared to a Seattle average of 16%.

Employment and Income

A larger proportion of Urban Center residents are low-income, relative to the rest of the city. In 1989, residents of Capitol Hill earned 68% of the city's median household income and 82% of median family income.

Compared to Seattle as a whole, a higher percentage of Urban Center residents live in poverty. Specifically, 20% of Capitol Hill residents live in poverty as compared to 12% city-wide. First Hill and Pike/Pine have even higher levels of poverty. Even more disturbing is the much higher proportion of Urban Center children (39%) who are growing up in poverty, relative to Seattle's average (15%).

¹ Separate reports produced by the Human Development Committee and its consultants provide more extensive information and analysis derived from the planning effort. These reports are: Community Outreach; Summary of Human Development Strategies; Inventory of Formal Human Services; Human Service Needs Inventory; Demographic Analysis; Array of Community Asset Building Strategies; Community Assets in the Capitol Hill, First Hill, Pike/Pine Neighborhoods; Capitol Hill, First Hill, Pike/Pine Neighborhoods' Community Assets: Major themes; Selected Local Examples of Asset Building Strategies.

Housing Affordability

As discussed in the Housing element of the Capitol Hill neighborhood plan, housing is becoming less affordable in the neighborhood as well as in the City as a whole. Changes in housing affordability will significantly affect residents' need for supportive human services.

High housing costs are projected to particularly impact young residents, families, sexual and ethnic minorities, and senior citizens. All generally earn lower incomes.

Human Services

An inventory of formal human services in the Capitol Hill/First Hill Urban Center area identified 106 agencies. Most of these agencies (102) were specialized, with only 4 providing a broad, comprehensive range of services.

Direct services to clients account for the majority of human services (83) within the area. Another 23 focus on advocacy and public education programs.

Half of the agencies respond primarily to local needs, with the other half providing services of a more regional nature. There is a tremendous range in size among agencies, from large hospitals to very small volunteer-based efforts that are only open a few hours a week.

Neighborhood service providers and residents noted a lack of coordination of services to benefit the neighborhood. Lack of coordination results in unnecessary duplication of effort. Agencies are also unable to effectively refer residents in need to nearby services due to a lack of information about what is available. There was also frustration expressed by some residents that some service providers served regional needs without addressing local needs or their impact on the neighborhood.

Commercial Space Affordability

Increasing commercial space rents are impacting the area's social service agencies. Some agencies either could not expand their services or had to re-locate outside the neighborhood because they could not afford to rent or buy space. Over the long term, the high costs of locating here could seriously affect the availability of services.

Community Objectives and Recommendations

Goals

- Promote a sense of community and neighborly care.
- Improve communication and cooperation about human services.
- Address housing and homelessness.
- Address facility needs for human development services and activities.
- Help people with multiple needs.
- Integrate seniors.
- Encourage a diverse community with a range of incomes, family structures and ethnicities.

The planning effort focused on ways to nurture community assets and local resources to improve our neighborly care for one another. Residents wanted to preserve a diverse community with a range of incomes, family

Human Development

structures and ethnicities. Residents expressed concern for and about the homeless, including street youth and the homeless mentally ill. Other groups that elicited particular concern were families and children, seniors, people with multiple needs, and immigrants.

Neighborhood concerns included, but were not limited to, traditional social services. People expressed the general sentiment that strengthening connections among community members would enhance the livability of the neighborhood.

Another theme in feedback from the community was the desire to overcome the categorization of "people with needs" and "people with something to offer," since all of us are both. Being in need of help should not exclude a person from participating in the community. For instance, clients of formal social services have an often underutilized potential to provide support as well as receive it.

The neighborhood planning effort recognized that there are limitations in the impact that neighborhoods can make on social service policy. Poverty arises out of socioeconomic systems much larger than the neighborhood. Policies addressing social needs are primarily established and funded at national, state, city, or county levels. Nevertheless, there is opportunity at the neighborhood level to implement strategies which:

- improve the capacity of formal social services sited in the neighborhood to respond to neighborhood needs and concerns,
- support and strengthen informal efforts to be caring neighbors.

Three inter-related strategies are recommended to further the human development goals of the community.

1. **Initiate a Human Development Council to improve communication and cooperation about human services and human development activities in the neighborhood.** The Human Development Council will be composed of service providers and at-large resident and business representatives. An important function of the Council will be to facilitate and improve formal assistance for those in need, such as youth, families, seniors, the homeless, and others with multiple needs. Another function of the Council will be to strengthen the connection between formal social service providers and residents. The Council will be assisted by a full-time person (a community asset developer) who will also provide support for the other two strategies.
2. **Promote community connectedness by supporting activities that reinforce the neighborhood's sense of community and neighborliness.** This strategy focuses on strengthening the community's informal sources of support and socialization to reduce isolation and alienation, and improve community safety. The strategy seeks to promote and connect neighborhood interest or task groups (e.g., block watch groups) who are involved in providing services and activities



Human Development

which advance community connected-ness. These groups and other community stakeholders need to be included in and kept informed of the efforts of the Human Development Council and supported with places to meet (People Centers). Longer term activities for this strategy include sponsoring a street fair to celebrate accomplishments and strengthen community ties, and developing a volunteer corps to provide accessible person-to-person community information and assistance to residents and visitors.

- 3. Develop People Center(s) that provide facility space for residents and organizations to meet, connect and support the neighborliness of the community.** The facility would be market-driven, and would make available un-programmed space for organizations and task groups that provide human development services and activities to the neighborhood. Facility requirements for the People Center include that it be a handicapped-accessible site with 5,000 to 20,000 square feet in or near a busy commercial area. Good public transportation and pedestrian access are critical. Such a location is being sought in the North or South Anchor areas of Broadway. Priorities for a Capitol Hill satellite include information and referral services, Internet access, socialization opportunities with a coffee-house setting, and coordination with the library and Neighborhood Service Center.

Coordination

Plan Coordination

The Pike/Pine Urban Village is quite literally the "center" of the of the First Hill/Capitol Hill Urban Center and is bordered on the south by the First Hill and South Capitol Hill (12th Avenue E) Villages and by Capitol Hill Urban Village on the north. Though only three blocks wide from south to north, the neighborhood contains important "crossroads" and provides many retail services and entertainment opportunities to the adjacent neighborhoods, particularly to the dense residential portions of First Hill and Capitol Hill.

Fortunately, neighborhood planning has occurred in all of the villages of the Urban Center within a time frame that has accommodated the need and desirability of plan coordination among the villages.

The Pike/Pine and Capitol Hill Urban Center Villages have coordinated the transportation elements of their neighborhood plans. The plans seek to integrate all modes into the area's transportation system, provide safe and efficient local connections to other neighborhoods, and provide links to the regional and state transportation systems. The Pike/Pine neighborhood plan has also been coordinated with First Hill regarding important pedestrian connections and with South Capitol Hill on the design of 12th Avenue East and the pedestrian connections to Seattle University.

The Capitol Hill, First Hill and Pike/Pine Urban Villages joined together to plan for human development needs in order to improve coordination of services and activities for all three neighborhoods. Although each neighborhood has some unique needs, concern about similar issues predominated. A cooperative planning effort more effectively addresses the reality that neighborhood human service needs transcend boundaries and most human development services and activities also encompass more than one urban village.

The Pike/Pine Urban Village participated in the affordable housing forum sponsored by the City of Seattle. Additionally, housing consultants for Pike/Pine and Capitol Hill jointly hosted meetings with architects and builders of housing in this area, to gain feedback on issues effecting housing cost and feasibility.

Representatives of the four villages in the Urban Center, including the Pike/Pine neighborhood, participated in a gathering of various agencies and interest groups to discuss common interests and planning issues. The group included Seattle Central Community College, Regional Transit Authority, City of Seattle, Capitol Hill Chamber of Commerce, Capitol Hill Community Council, the Broadway Business Improvement Association and Groundswell Off-Broadway, the citizens group leading the campaign to create a park on the lid of the Lincoln Reservoir.

The Arts & Culture Committee of Pike/Pine recognized that the Pike/Pine urban village is a focal point for many arts activities in the Urban Center and holds great potential for expanded arts events and facilities. Following on their goal of creating a permanent Arts Organization, the committee sponsored an Arts Forum of citizens from Pike/Pine, Capitol Hill, First Hill, South Capitol Hill with interest and experience in the arts. The attendees discussed the opportunities presented by an Arts Organization with a "panel of experts". The forum generated considerable interest and follow-up meetings are continuing.

Planning coordination is a continuous process. As the Urban Village plans pass through the review process, compatibility, consistency and the strength of combined effort, will be an important consideration.

Acknowledgment

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Gaynor Landscape Architects

Urban Design

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Appendices

- I. Parking Study and Recommendations**
- II. Community Heritage District Survey**
- III. Housing Interview and Background**
- IV. Outreach Summary**

Note: Supporting Background Information is contained in a separate Resource Document. Included in this document are a Business District Plan, Garden Streets Concept, Zoning Background Information, Conservation District Background Information and Outreach Materials.

I. Pike/Pine Parking Study and Recommendations

PIKE/PINE NEIGHBORHOOD

PARKING STUDY AND RECOMMENDATIONS

OCTOBER 1998

**HEFFRON
TRANSPORTATION**

**4133 Interlake Avenue N
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EXECUTIVE SUMMARY

Heffron Transportation was retained to perform a parking study of the Pike/Pine Urban Neighborhood Center. The study's recommendations will be incorporated into the neighborhood plan and its validation process. The recommendations were derived after evaluating the existing city policies related to parking, and collecting data about the existing neighborhood parking supply and demand characteristics.

The recommendations include: on-street parking measures, off-street parking measures, land-use code revisions, and programs to encourage non-automobile modes of travel. The following lists the recommendations for each of these categories.

On-Street Parking Recommendations

1. Add on-street parking spaces where possible.
2. Support bus zone consolidation.
3. Reduce time limits for signed on-street parking within one-half block of commercial areas.
4. Add new parking meters.
5. Decrease metered parking duration limits.
6. Institute Residential Parking Zone (RPZ) on streets west of Harvard Avenue.
7. Extend meter operating hours to 9:00 P.M.
8. Institute meter revenue sharing with neighborhood.
9. Establish differential parking fines that are appropriate for various neighborhoods.
10. Increase enforcement.
11. Consolidate and/or relocate loading zones.
12. Prepare information packet regarding various on-street parking options.

Off-Street Parking Management Options

1. Reduce parking rates for short-term parking.
2. Improve signage to off-street lots.
3. Provide valet parking.
4. Validate parking for off-street parking lots.
5. Support expansion of the Seattle Central Community College (SCCC) parking garage.
6. Promote public use of SCCC parking garage during the school's off-peak parking hours.
7. Encourage replacement of public parking spaces when surface parking lots are redeveloped.
8. Share available parking in private parking lots.
9. Market all parking management improvements

Parking Code/Policy Revisions

1. Allow off-site parking for residential uses in Lowrise and Midrise zones
2. Allow “shared parking” for residential uses in Lowrise and Midrise zones
3. Increase the allowable distances between shared parking locations
4. Establish parking requirements that are appropriate for the Pike/Pine neighborhood

Options to Encourage Non-Automobile Modes of Transportation

1. Support transportation demand management
2. Implement “car sharing” program
3. Improve access to rental cars
4. Improve transit service
5. Improve/increase parking for bicycles
6. Extend the Metro Transit ride-free zone up to Broadway

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INTRODUCTION

This parking study for the Pike/Pine Urban Neighborhood Center was performed as an extension of the neighborhood planning process. The study's recommendations will be incorporated into the neighborhood plan and its validation process. In addition to the recommendations, information about existing city policies related to parking as well as neighborhood parking supply and demand data are incorporated into this report. The recommendations were developed to address existing and potential future issues related to parking in the Pike/Pine neighborhood.

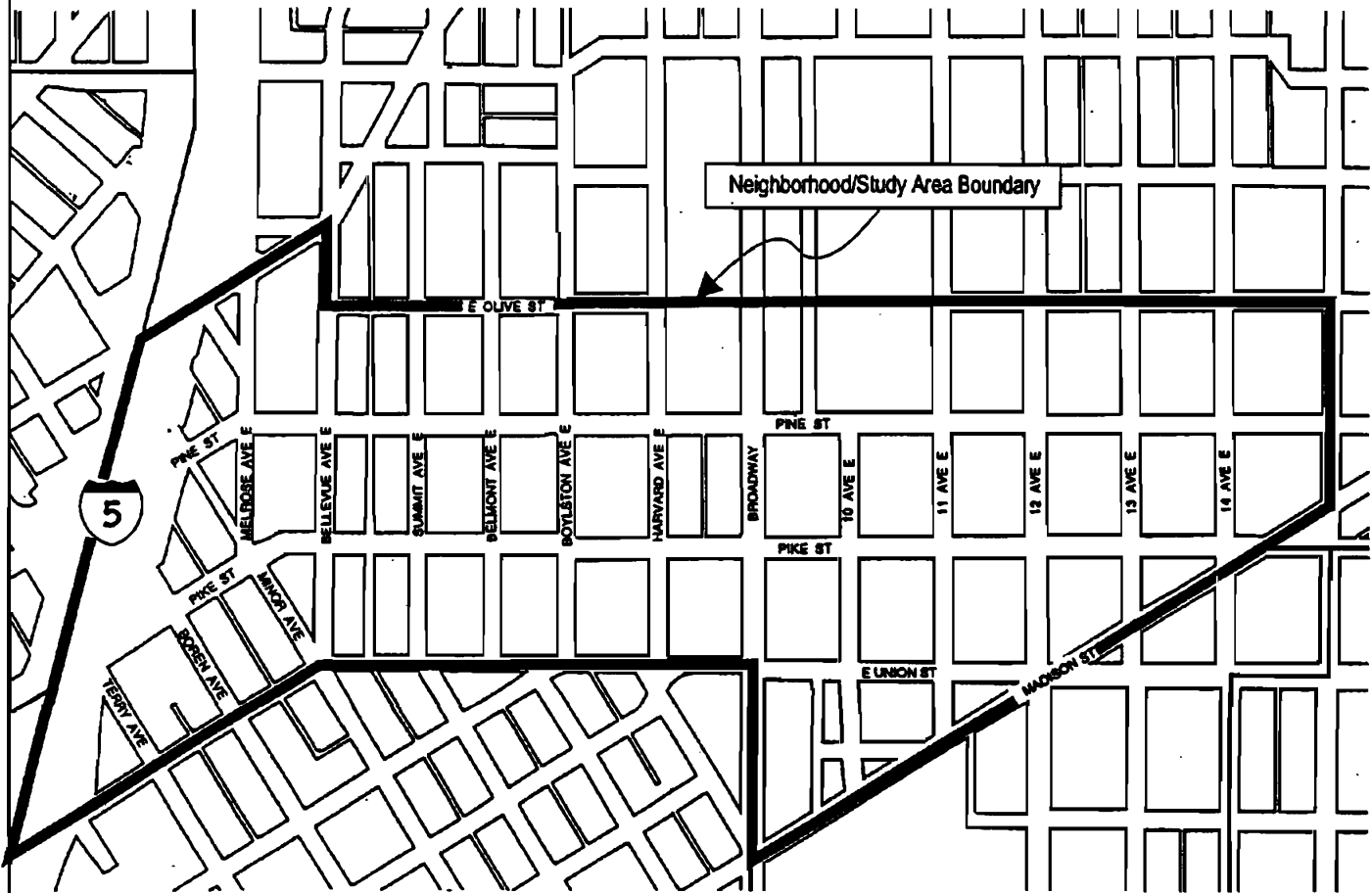
Study Approach

Heffron Transportation was retained by the Pike/Pine Planning Committee to perform a parking study of the neighborhood. The study was to develop solutions for various parking issues. At the same time, Heffron Transportation was performing a similar parking study for the Capitol Hill Neighborhood. Although each neighborhood is unique, several of the issues and potential solutions are the same. The study was performed in four steps:

1. Met with neighborhood groups to brainstorm parking issues and identify potential solutions that were worth evaluating.
2. Developed list of potential parking solutions that could be applied to the neighborhood. These were submitted to the neighborhood planning committee for review.
3. Collected parking supply and demand information for the entire neighborhood to better define the parking issues and provide information needed to evaluate solutions.
4. Formulated recommendations based on parking characteristics survey and feedback from neighborhood planning committee and businesses.

Study Area

The Pike/Pine neighborhood parking study evaluated the entire neighborhood which extends from Interstate 5 (I-5) to 15th Avenue E and from E Olive Street to E Union and E Madison Streets. The study area is shown on Figure 1.



**PIKE/PINE
PARKING STUDY**

**Figure 1
STUDY AREA**

**HEFFRON
TRANSPORTATION**

EXISTING PARKING POLICIES

This section describes existing laws or policies that govern parking supply in the neighborhood. This includes provisions in the City of Seattle's Land Use Code related to the number of parking spaces required for various land uses; how residential parking zones are established; and the dimension of on-street parking stalls. Information about the dimension of off-street parking stalls is not included in this section since it varies greatly depending on the layout of a parking lot.

Residential Parking Zones

The City of Seattle established the Residential Parking Zone (RPZ) Program to help ease parking congestion in residential neighborhoods. An RPZ is established in a neighborhood to discourage long-term parking by non-residents on residential streets. It is appropriate where parking congestion in residential areas is being caused by a nearby business or institution such as a hospital or school. An RPZ will not ease congestion when it is caused by residents themselves owning more cars than there are parking spaces available.

Two RPZs currently exist in the Pike/Pine Neighborhood. One of these, Zone 4, was initially established to reduce parking congestion around Group Health Hospital. It has been expanded in recent years because streets just beyond the RPZ boundary were being adversely impacted by parking overflow from the RPZ. The Zone 7 RPZ was established to protect the neighborhood from the impacts associated with the hospitals on First Hill. The boundary for Zone 7 extends from Yesler Way to Pine Street and from Interstate 5 to 14th Avenue E. Both of the existing RPZs in the neighborhood allow residents with a valid permit displayed in their vehicle to park in the RPZ. All other vehicles are limited to 1 or 2-hour parking during the time that the RPZ is enforced.

To obtain an RPZ permit, a resident must submit the following information to the City: 1) Current proof of residency showing resident's name and address. This can be a bill, bank statement, rent receipt, or other form of official mail dated within the last 30 days. 2) A copy of the resident's current Washington State Vehicle Registration. The vehicle must be registered in the resident's name or the same last name as the proof of residency. Titles, temporary registrations and bills of sale are not accepted. Out-of-state registration is accepted only for active duty military personnel or out-of-state students providing proof of non-resident status. The cost of the permit is currently \$27.00 and is usually valid for two years. The fees collected pay for the administrative cost of the permits. Each household that purchases an RPZ permit may receive one free guest permit that is transferable. Temporary permits for up to 60 days can also be obtained for construction, out-of-state students, and new vehicles. Temporary permit fees are \$5 to \$10.

According to SMC 11.16.317, "the Director of Transportation may establish a restricted parking zone whenever seventy-five percent (75%) or more of the capacity of the streets available for parking in such designated area is generally occupied during regular business hours or any consecutive eight (8) hour period during evenings or during any consecutive eight (8) hour period on both Saturdays and Sundays; at least twenty-five percent (25%) of the vehicles parked on the street in the area during such hours are not owned by residents of the designated area; a petition signed by, or a survey indicating that, a majority of the residents in the designated area approves the restricted parking zone; and the public interest would be served. In cases where the criteria listed above are not all met, the Director of Transportation is authorized to establish a restricted parking zone when, in his or her judgment, the parking problem will be ameliorated by a restricted parking zone and the public interest would be served."

SEATRAN will consider an RPZ after receiving a request for an RPZ from a neighborhood community council or letter signed by at least 25 residents representing a five-block area. SEATRAN reviews these requests to make sure that the parking problem exists on at least five blocks, that there appears to be 75% or more of the parking spaces being utilized, and that there is an identifiable non-residential parking generator affecting the neighborhood. If an RPZ has merit, then SEATRAN will contact the interested party and perform a parking study to make sure that the requirements of SMC 11.16.317 are met. If the neighborhood decides to proceed with the project, then petition forms will be given to the applicants and signatures must be gathered from at least 60% of the households within the affected area. Only one signature per household is required. (Source for RPZ information: *Residential Parking Zone Program Brochure*, SEATRAN.)

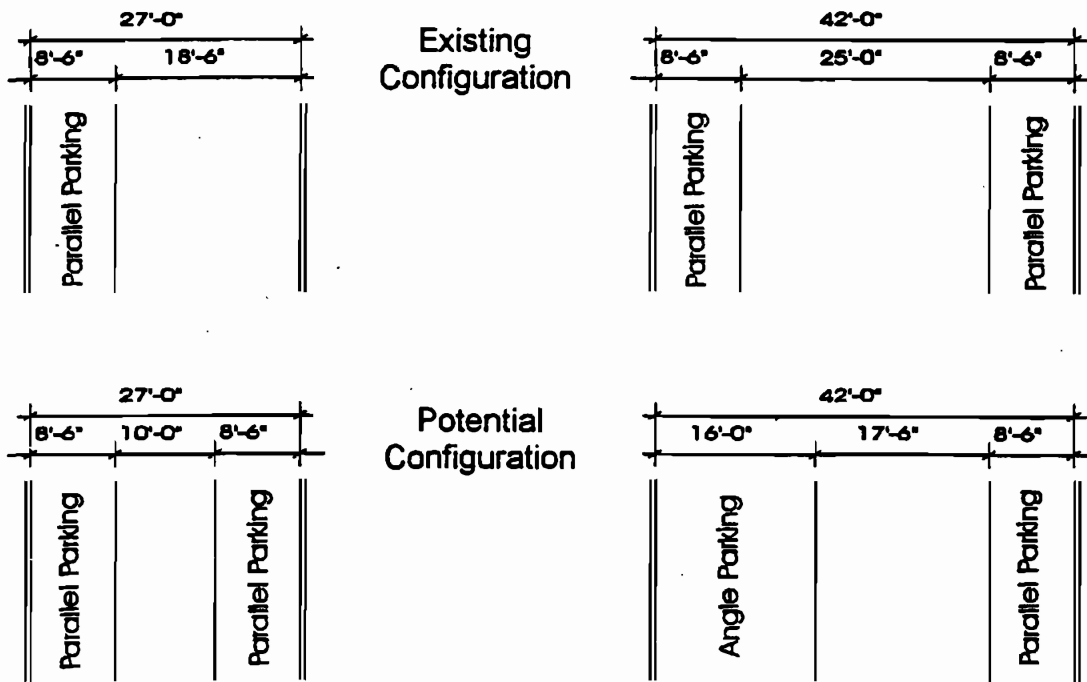
On-Street Parking Dimensions

Most of the streets in the Pike/Pine neighborhood have parallel parking on both sides of the street. If the street is wide enough, then angle parking can be added to one side of the street and parallel parking can be retained on the other side of the street. A curb-to-curb width of about 42 feet would be adequate to provide 16-foot angle parking stalls on one side of the street, 8.5-foot parallel parking stalls on the other side of the street, and maintain a driving lane for two-directional traffic (17.5 feet wide). On low volume streets, it may be possible to reduce the width and depth of the parking stalls by one foot; thus reducing the curb-to-curb width required to 40 feet.

Converting parallel parking to angle parking on one side of a street can increase the parking supply by up to 50% depending on the location of driveways and other obstacles such as fire hydrants. The width of the sidewalk should also be considered when converting a street from parallel parking to angle parking since the end of a car will overhang the sidewalk by about 1.5 to 2.0 feet depending on the parking angle. Because of this, the sidewalk should be at least 6 feet wide to accommodate angle parking. Where there is excess right-of-way area not needed for the parking configuration and driving lane, sidewalk widening should be considered.

There are also many streets in the neighborhood where parking is restricted on one side of the street to allow a wider driving lane. However, on some of these low volume streets, parallel parking could be provided on both sides of the street. This would retain one lane for through traffic, although vehicles approaching from opposite ends of the street may need to yield to one another (e.g., many streets in Seattle's neighborhoods). A street width of 27 feet curb-to-curb would allow two 8.5-foot parking lanes and a 10-foot driving lane. Streets as narrow as 25 feet could be considered for parallel parking on both sides of the street (this would provide two 7.5-foot parking lanes and a 10-foot driving lane). Eligibility for two-sided parallel parking will depend on the street's traffic volume, truck access requirements, and whether or not there is space available for a vehicle to wait for an approaching vehicle to pass. Figure 2 illustrates the street dimensions used by several parking configurations.

Figure 2. Sample On-Street Parking Configurations



Source: Parking lane dimensions from "Fundamentals of Traffic Engineering", ITTE provided by City of Seattle.

Note: The width of the parking areas may be able to be reduced by one foot on low volume streets.

Parking Requirements for Residential Uses

The Seattle Municipal Code (SMC) defines the parking requirements for new multi-family structures. Section 23 of the SMC is also referred to as the “Land Use Code.” The parking ratios established by the City balance the need to provide on-site parking in order to reduce parking congestion on surrounding streets with the need to minimize the costs of housing associated with required off-street parking. The parking ratios also recognize the City’s energy policies which encourage the use of public transit and discourage the use of automobiles. The parking requirements vary according to the type of housing, the project and unit size, and the number of bedrooms. Additional mitigation of parking impacts may be required under the State Environmental Policy Act (SEPA) where on-street parking is already at capacity as defined by Seattle Transportation (SEATLAN) or where the development itself would cause on-street parking to reach capacity. However, parking impact mitigation in multifamily zones under SEPA may not include reduction in development density. Mitigation under any other administrative review procedure is not required. (SMC 23.12.060, Policy 8: Quantity of Required Off-Street.)

The SMC also provides for the establishment of a parking overlay to ensure that new housing development will not increase on-street parking congestion or to acknowledge areas in which parking demand may be less than the requirement (SMC 23.12.060, Policy 8, Implementation Guideline 2).

The SMC prohibits off-site accessory use parking in Lowrise and Midrise areas. However, in order to encourage shared parking facilities and to provide the flexibility to develop parking separate from residential structures in Highrise areas, off-site accessory use parking structures are permitted in Highrise areas, subject to administrative review. Off-site accessory use parking in the Highrise areas must be compatible with the residential character of the area. (SMC 23.12.060.) One of the recommendations for the Pike/Pine neighborhood is that accessory off-site parking be allowed.

Table 1 summarizes the existing multi-family residential parking requirements from the Land Use Code. The required number of parking stalls ranges from 1.1 spaces per dwelling unit to 1.5 spaces per dwelling unit depending on the number of units and the average size of each unit.

Table 1. Parking Requirements for Various Multi-Family Residential Uses

Number/Size/Type of Dwelling Units	Parking Required
2 to 10 dwelling units	1.10 space per unit ^a
11 to 30 dwelling units	1.15 space per unit ^a
31 to 60 dwelling units	1.20 space per unit ^a
More than 60 dwelling units	1.25 space per unit ^a
Average unit size greater than 500 square feet	+0.0002 spaces per square foot in excess of 500 sf ^b
More than 50% of units are 3 bedrooms	+0.25 spaces per 3-bedroom unit
Four-bedroom dwelling units	+0.25 spaces per 4-bedroom unit
Low-income elderly	1 space per 6 units
Low-income disabled	1 space per 4 units
Artist studio/dwelling	1 space per unit

^a 1.5 spaces per unit required for 2 or more dwelling units with 2 or more bedrooms

^b Up to a maximum additional of 0.15 spaces per dwelling unit

Source: Seattle Municipal Code 23.54.015, July 1998.

Parking Requirements for Commercial Uses

The City’s parking policies for commercial zones are defined in SMC 23.12.070. The parking requirements are set to ensure customer and employee parking nearby, reduce congestion on adjacent streets, and minimize spillover parking into adjacent residential areas. They are also intended to discourage underused parking facilities, which may mean tolerating occasional spillover parking. The code indicates that “flexibility shall be provided to encourage reuse of existing structures, support business expansion, development of small sites, and preservation of historic landmark districts and structures.”

The minimum number of parking spaces required for commercial uses is generally based upon the gross floor area for a given type of use. With some exceptions, parking is not required for the first 2,500 square feet of any non-residential use. If an existing parking deficit exists when a change of use occurs, the deficit is allowed to continue unless the new use generates high volumes of traffic. Parking for fleet vehicles is to be provided separately from the above requirements. The SMC also identifies certain exceptions to the parking standards that would allow the required number of parking spaces to be reduced by a maximum of forty percent. Exceptions that apply to non-residential uses are outlined below.

- In an industrial zone or a commercial zone that is not a pedestrian zone, parking may be reduced by 15 percent or 20 percent, respectively, if the use is within 800 feet of a street with transit service with 15-minute headways. The distance is calculated to the nearest bus stop.
- Parking requirements may be reduced up to the 40 percent maximum by implementing alternative transportation programs, such as carpools, vanpools, transit passes, and the provision of bicycle parking according to code specifications.
- Under certain circumstances defined in the code, uses within 800 feet of one another may share parking facilities to meet their minimum requirements. Parking may be shared between two land use categories or within categories if the uses have different hours of operation.
- Under certain circumstances defined in the code, commercial uses may enter into cooperative parking arrangements to reduce individual businesses’ parking requirement from 10 to 20 percent, depending upon the number of businesses in the arrangement. “Cooperative parking” allows customers to park once and walk to numerous businesses.

Table 2 identifies the minimum number of parking spaces for selected commercial uses that might occur in the neighborhood. The table represents a sampling of an extensive list of uses defined in Chart A of SMC 23.54.015. For specific uses that are not defined in the code, the Director of DCLU determines the required number of off-street parking spaces based upon comparable uses.

Table 2. Parking Requirements for Selected Commercial Uses

Land Use	Parking Requirement
Custom and Craft Work	1 for each 1,000 square feet
General Retail Sales and Services	1 for each 350 square feet
Ground-floor businesses in multi-family zones	None, Maximum of 10
Office, Administrative	1 for each 1,000 square feet
Office, Customer Service	1 for each 350 square feet
Research and Development Laboratory	1 for each 1,000 square feet
Restaurant	1 for each 200 square feet
Sales, Service & Rental of Commercial Equipment	1 for each 2,000 square feet

Source: City of Seattle Land Use Code 23.54.015, July 1998.

EXISTING PARKING CONDITIONS

This chapter describes the existing parking conditions in the Pike/Pine neighborhood. It includes a discussion of on-street and off-street parking supply, and parking demand information for the various types of parking.

On-Street Parking Supply

Each street in the neighborhood was inventoried to determine the number and type of on-street parking spaces. The number of parking spaces was determined by the number of vehicles that were (or could) park legally on the street. Spaces where vehicles were parked illegally were not included in the parking supply count.

On-street parking in the neighborhood includes many types of parking—meters, signed parking, residential parking zones (RPZs), loading zones, and unrestricted parking (no signed time limits or other restrictions). The parking inventory determined that there are 1,613 legal parking spaces in the neighborhood. The breakdown of on-street parking spaces by type is summarized in Table 3.

Table 3. On-street Parking Spaces by Type

Type of Parking	Number of Spaces	% of All Spaces
Meters		
2-hour Meter	265	16.4%
30-minute Meter	11	0.7%
15-minute Meter	<u>6</u>	<u>0.4%</u>
Total Meters	282	17.5%
Signed Parking		
1-Hour Parking	152	9.4%
1-Hour Parking Except with RPZ Permit	9	0.6%
2-Hour Parking	136	8.4%
2-Hour Parking Except with RPZ Permit	191	11.8%
4-Hour Parking	<u>47</u>	<u>2.8%</u>
Total Signed Parking	535	33.2%
Load Zones		
Load/Unload (Includes load zone meter spaces)	112	6.9%
Passenger Load/Unload	16	<u>1.0%</u>
Total Loading Zones	128	7.9%
Unrestricted Parking Spaces	653	40.5%
Other Parking Spaces (Handicap and school bus zones)	15	0.9%
Total All Parking Spaces	1,613	100.0%

Source: Heffron Transportation, June 1998.

As shown in the previous table, a high percentage of parking spaces in the neighborhood are unrestricted (41%). Many of the unrestricted parking spaces are located on the non-arterial streets west of Harvard Avenue. Another pocket of unrestricted parking spaces exists on 10th and 11th Avenues south of Pike Street. Other unrestricted parking spaces are scattered throughout the neighborhood. Figure 3 shows the location of unrestricted parking spaces in the neighborhood.

Metered parking spaces exist along the primary commercial streets in the neighborhood—Pike and Pine Street west of 10th Avenue and Broadway. There are also some meters on the north-south streets between Pike and Pine Street including Harvard Avenue, Belmont Avenue, Melrose Avenue, and Minor Avenue. Most of the meters in the neighborhood have two-hour time limits although there are a few locations with 30-minute and 15-minute meters. Figure 4 shows the location of parking meters.

Signed parking restrictions include one, two, and four-hour parking limits, as well as RPZs. These types of signed parking restrictions exist primarily along Pike and Pine Streets and the connecting north-south streets east of Broadway. Figure 5 shows the signed parking restrictions in the neighborhood. There are two areas in the neighborhood that have been signed as an RPZ. These include the area north of Pine Street between 11th Avenue and 15th Avenue, and a small area along Union Street, Minor Avenue, and Bellevue Avenue. These RPZs allow unlimited parking for vehicles that have a valid permit for the area; they also allow two-hour parking by non-permitted vehicles. Permits are provided to residents in the area. There is also a 1-hour RPZ on the east side of 11th Avenue between Union and Madison Street. Figure 6 shows the location of residential parking zones.

Figure 7 shows the location of load zones in the neighborhood. There are several types of load zones in the neighborhood. Commercial vehicle load/unload zones are restricted to licensed commercial vehicles only. There are also general load/unload zones that could be used by anyone who makes a delivery or pick-up within the signed time limit. Passenger load zones have the shortest time duration, typically three minutes.

On-Street Parking Demand

Parking demand surveys were performed for all streets in the Pike/Pine neighborhood during two time periods: weekday between 10:00 A.M. and 1:00 P.M., and weeknight between 6:00 and 9:00 P.M. All demand counts were performed on Wednesday, May 20, 1998. Because the parking demand surveys were performed in the middle of the day and at night when truck loading activity is minimal, the demand for loading zones was not included in the survey. As described in the *Parking Supply* section, there are 1,478 metered, signed, and unrestricted parking spaces in the Pike/Pine neighborhood that are available for passenger vehicles. During the weekday (midday) survey, 1,264 of these spaces (86%) were occupied. During the weeknight (evening) survey, 1,314 of these spaces (89%) were occupied. The Appendix includes a block-by-block summary of the parking supply and demand surveys.

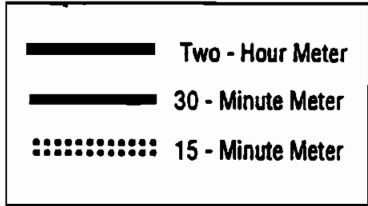
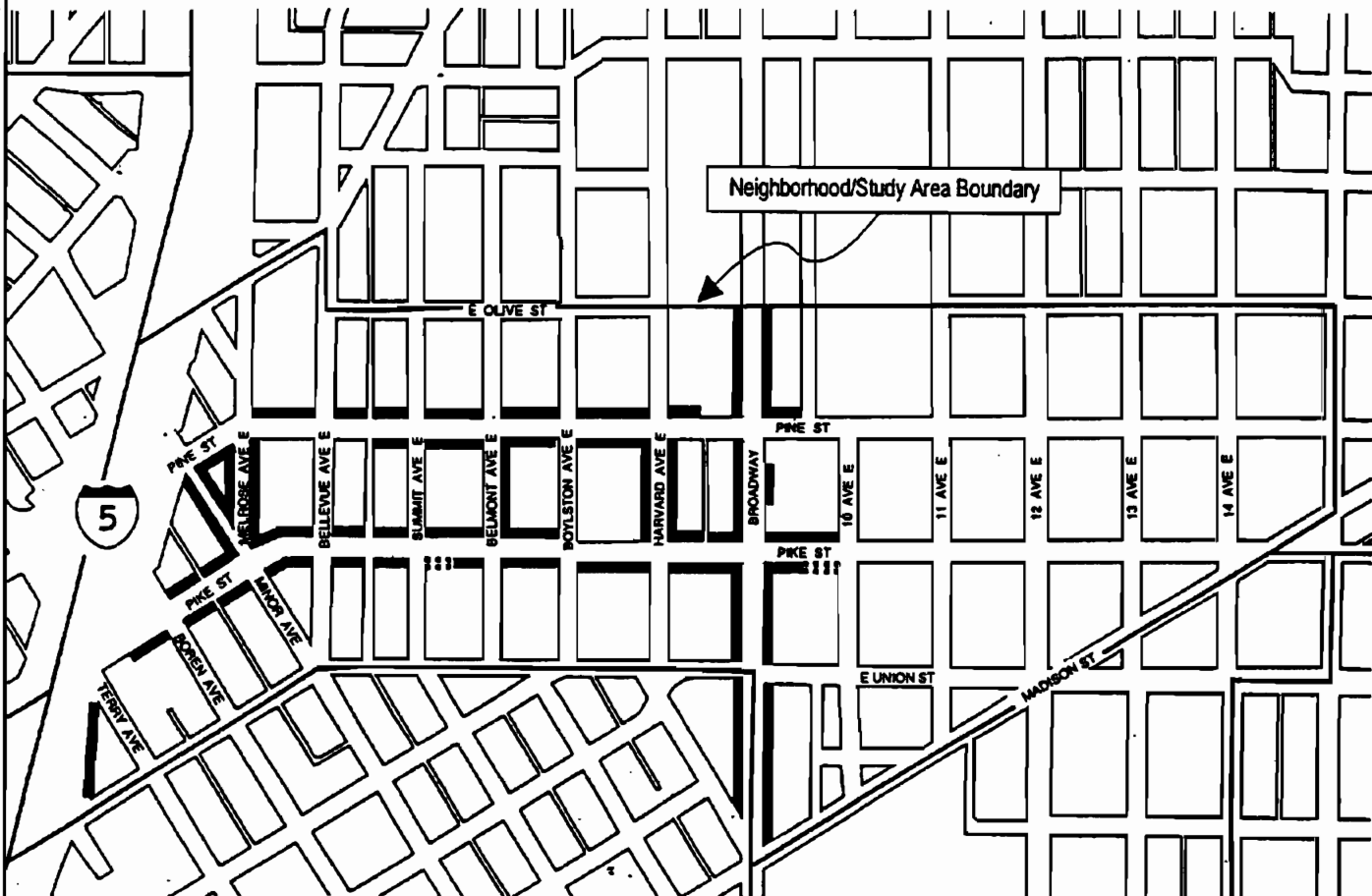
The utilization by type of parking was compiled to show how various parking restrictions affect parking demand. The utilization by type is shown on Figure 8. Since the parking demand counts were performed for an entire block and did not differentiate between what types of parking were utilized, this analysis only considered the streets with a single type of parking. Sixty-four percent (64%) of the parking spaces in the neighborhood were included in the utilization analysis.

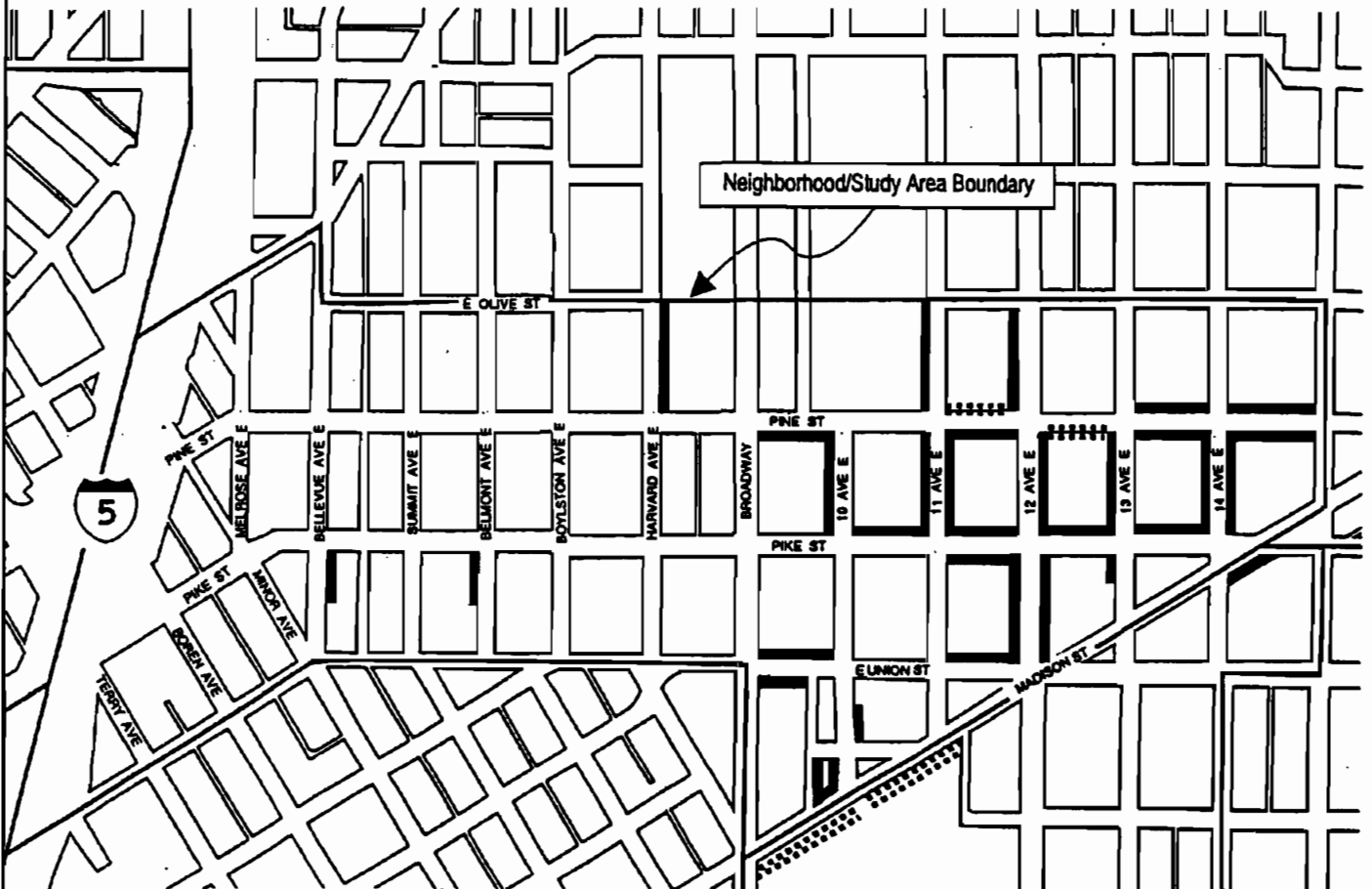


**PIKE/PINE
PARKING STUDY**

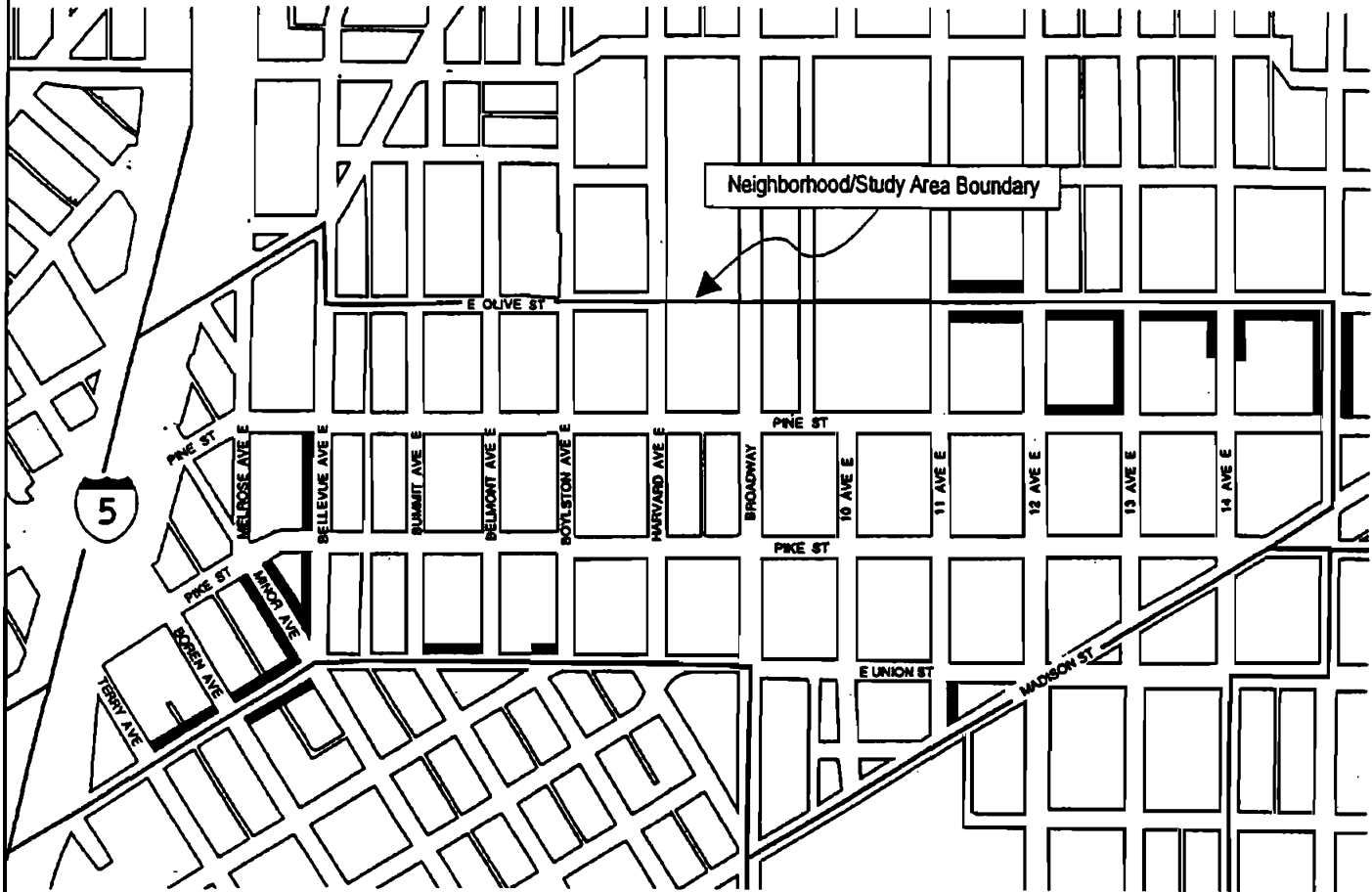
Figure 3
UNRESTRICTED PARKING

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TRANSPORTATION**





- One - Hour Signed Parking
- - - Two - Hour Signed Parking
- Four - Hour Signed Parking



**PIKE/PINE
PARKING STUDY**

Figure 6
RESIDENTIAL PARKING ZONES

**HEFFRON
TRANSPORTATION**

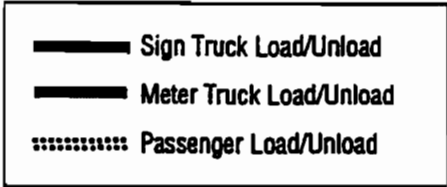
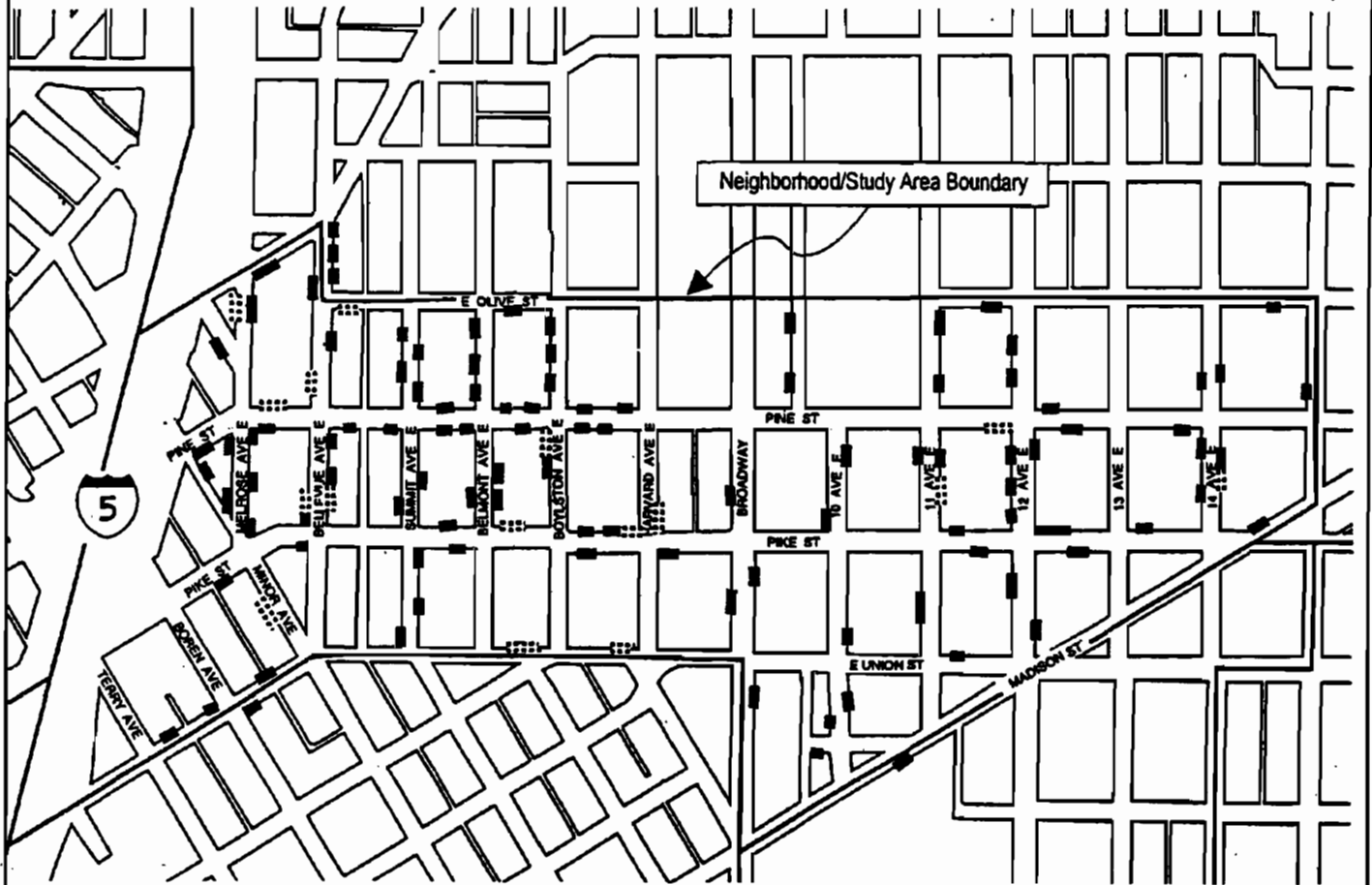
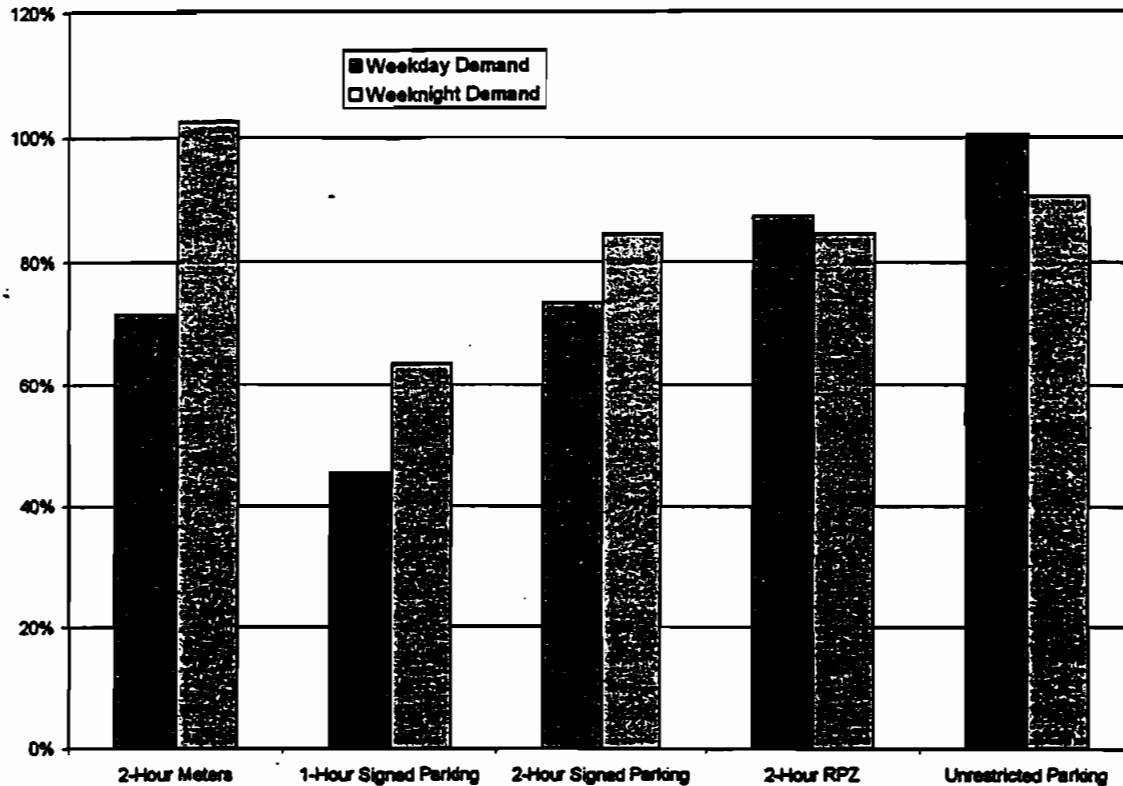


Figure 8. Parking Demand by Type of Parking



Source: Heffron Transportation, July 1998.

The parking demand analysis shows that the unrestricted parking spaces are well used at all times of the day. Half of the 653 unrestricted parking spaces in the neighborhood are located west of Harvard Avenue where they could provide convenient, free parking for downtown Seattle employees or Convention Center visitors. This entire section of the neighborhood is located within one-half mile of the Convention Center. By comparison, the Seafirst Columbia Center in downtown Seattle is located about one-half mile from the center of the North Kingdome Parking Lot where many downtown employees park. Because these unrestricted parking spaces may now be serving commuters that live outside of the neighborhood, Heffron Transportation recommends that the neighborhood pursue a 2-hour Residential Parking Zone for many of the streets in the western section of the neighborhood. Such a zone would allow 2-hour parking for business customers and visitors, and all-day/night parking for residents who have a valid permit on their vehicle. It would discourage long-term parking for non-residents. The City of Seattle requires approval from 60 percent of the residents and businesses within the RPZ before it is implemented.

The parking demand analysis also shows that the 2-hour meter spaces are about 70% utilized during the day, and more than 100% utilized in the evening. The metered spaces are primarily located along streets in the commercial core area west of Broadway and may be more heavily utilized in the evening because of restaurants, night clubs, and the Egyptian Theater in the area. The meters are not in effect after 6:00 P.M., therefore, the metered spaces may also be used by residents in the neighborhood who park on the street all night. During the day, there are several street sections where the meters were not well utilized. These include: Minor Avenue between Pike and Pine Street (12% utilized), Pike Street between Boren and Summit Avenues (41% utilized), Pine Street between Bellevue and Belmont Avenues (44% utilized), Hubble Place (54% utilized), and Broadway between Madison and Union Street (56% utilized). Depending on the type of future development that occurs on these

streets, it may be appropriate to remove the parking meters and replace them with signs for 2-hour parking. The other parking meters in the neighborhood were well utilized during both the daytime and evening surveys.

There are two residential parking zones (RPZs) in the neighborhood; one in the southwest corner of the neighborhood and another in the northeast corner of the neighborhood. These RPZs allow unlimited parking for vehicles with a valid permit for the RPZ, and two-hour parking for others. Overall, RPZ spaces in the neighborhood were 87% utilized during the daytime and 84% utilized at night. The highest level of RPZ-space utilization occurred on Union Street between Boylston and Terry Avenues where the spaces were 100% utilized during the daytime and about 95% utilized at night. Except for this section, the survey found that there were at least one or two parking spaces available per block which helps reduce the distance that residents or visitors must drive to find an available parking space.

One side of 11th Avenue between Union and Madison Street is signed for 1-hour parking except with an RPZ permit. This RPZ is unique because it is so small and also because it allows 1-hour parking (all other RPZs allow 2-hour parking). This small RPZ (nine parking spaces) is surrounded by unrestricted parking. The parking demand survey found that this 1-hour RPZ was well utilized during both the day and evening.

Off-Street Public Parking Supply and Demand

There are several off-street public parking lots and garages in the neighborhood. The number of spaces in each lot plus additional information about cost were collected for each of these parking lots. The location of lots is shown on Figure 9. Information about the number of parking spaces and pricing structures is presented in Table 4. There are an estimated 738 off-street parking spaces available during the day for public use. An additional 590 parking spaces are available in the evenings when the Seattle Central Community College garage and one other lot are available to the public. The pricing structure shows that the average fee for two hours of parking is \$3.20. The average fee for all-day parking is \$9.00. If the Harvard Market garage is excluded since its fee structure is purposely set to discourage long-term parking and validate for its own customers; then the average fee for two hour parking is \$3.60 and the average fee for all-day parking is \$6.33. This shows that most parking lot managers in the neighborhood favor long-term parking since it only costs twice as much to park all day as it does to park for two hours. Also, it costs a customer almost twice as much to park in an off-street parking lot than to utilize an on-street parking meter for two hours; off-street parking is higher still if the customer stays for less than two hours.

The demand for off-street parking was surveyed two times for this study: once mid-day on a weekday and once after 6:00 P.M. on a weeknight. The surveys were performed in June 1998. The large garage at SCCC was not counted during this survey; however, sources at SCCC confirmed that there is substantial capacity available during the evening hours. Table 4 summarizes the demand for off-street public parking in the neighborhood. The surveys determined that about 78% of the available parking is utilized during the daytime periods.

Auto Ownership

The Pike/Pine neighborhood has one of the lowest auto ownership rates of any neighborhood in the City of Seattle. Based on 1990 Census data, for each residential dwelling unit in the neighborhood there are 0.62 automobiles. This compares to the City-wide average of 1.49 autos per dwelling unit. The low auto-ownership in the neighborhood may be related to its close proximity to downtown Seattle, the income level of residents who live in the area, the close proximity to services, or the existing lack of parking supply in the neighborhood.

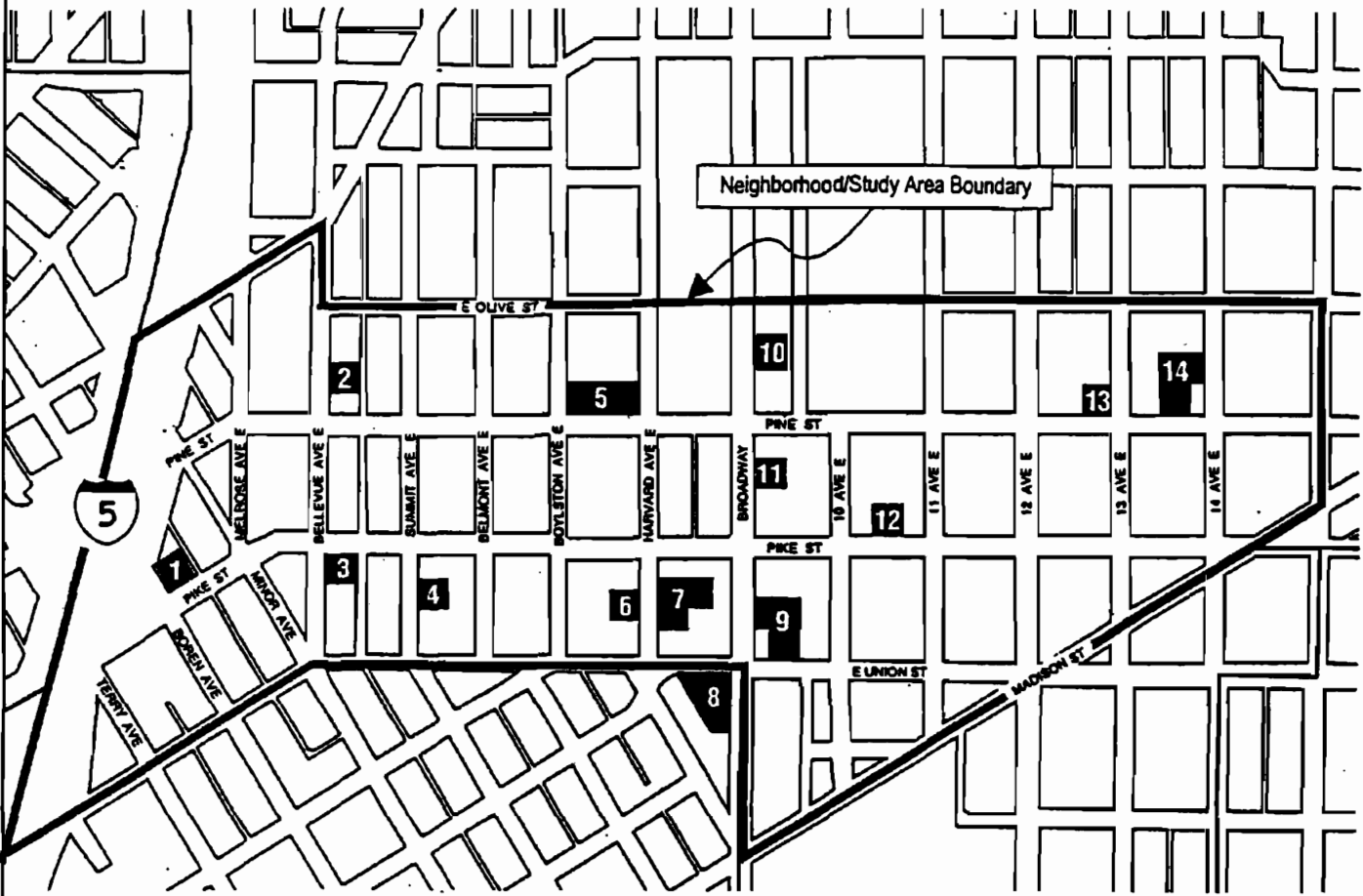
Table 4. Public Off-street Parking Supply and Demand

Lot #	Description	# Stalls Available for Public		Parking Fee			Weekday Parking Demand	
		Weekday	Evening	2 Hours	All Day	Evening	Weekday (Midday)	Evening (after 6 P.M.)
1	Pine Street west of Melrose Avenue	48	48	\$4.00	\$5.00	\$5.00	34	15
2	Bellevue Avenue north of Pine Street	43	43	n/a	n/a	n/a	36	12
3	Southeast of Pike Street/Bellevue Avenue	40	40	\$6.00	\$8.00	\$6.00	28	4
4	Summit Avenue south of Pike Pike Street	18	18	\$2.00	\$5.50	\$1.00	15	7
5	SCCC Parking Garage	Reserved	527	n/a	n/a	\$3.00	Reserved	Unknown
6	West side of Harvard across from QFC	82	82	\$3.00	\$5.00	\$3.00	102	15
7a	Harvard Market - Upper Parking Lot	76	76	\$1.50 ²	\$21.00	n/a	50	53
7b	Harvard Market - Lower Parking Lot	206	206	\$1.50 ²	\$21.00	n/a	170	Unknown
8	Southwest corner of Broadway/Union	Reserved	18	n/a	n/a	\$2.00	Reserved	1
9	East side of Broadway north of Union	30	30	\$2.00	\$6.50	\$3.00	26	2
10	East side of Broadway across from SCCC	57	57	\$6.00	\$7.00	\$6.00	21	5
11	East side of Broadway south of Pine	30	30	\$4.25	\$8.00	\$3.00	20	15
12	Pike Street between 10th and 11th Avenues	25	25	\$3.00	\$7.00	\$7.00	17	8
13	Northwest of Pine Street/13th Avenue	36	36	\$2.00	\$5.00	\$2.00	21	15
14	Northwest of Pine Street/14th Avenue (Proposed)	47	47	n/a	n/a	n/a	n/a	n/a

Source: Hefliron Transportation, July 1998. Some parking supply and price information provided by Seattle Central Community College, March 2, 1998.

1 n/a = not applicable or not available

2 With validation



**PIKE/PINE
PARKING STUDY**

Figure 9
**LOCATION OF OFF-STREET
PARKING AREAS**

**HEFFRON
TRANSPORTATION**

PARKING RECOMMENDATIONS

This section presents parking measures that Heffron Transportation recommends be considered for the Pike/Pine neighborhood. Included are: on-street parking recommendations, off-street parking recommendations, land use code revisions, and measures to encourage non-automobile modes of travel. The measures recommended herein should be prioritized and validated through the Pike/Pine neighborhood's ongoing neighborhood planning process.

Because of the diverse land use in the Pike/Pine neighborhood, the available parking within the neighborhood must be shared by restaurants, retail shops, offices, automotive uses, industrial uses, and residents. While there are strategies that may improve how parking supply is allocated to serve one or more of these uses, no single strategy will serve all uses. Therefore, many parking management strategies are recommended to address the diverse parking needs of the neighborhood.

On-Street Parking Recommendations

The City of Seattle's current policy is to obtain approval of property owners and/or tenants along a street frontage before changes to parking along that street are implemented. Typically, 60% of the property owners/tenants must agree to the revision. This policy makes it difficult to implement parking changes that may be in the best interest of the City and the neighborhood. It may also contribute to the perception that on-street parking spaces are "owned" by the adjacent property. On the other hand, this existing policy has limited the ability of residents to change on-street parking restrictions along commercial streets and vice versa. In the long run, the City of Seattle may need to re-evaluate this policy of obtaining adjacent property owner permission to revise on-street parking so that the goals outlined in the City's *Comprehensive Plan* and *Draft Transportation Strategic Plan* can be realized. The *Comprehensive Plan's* goals related to parking are:

- G15: Provide enough parking to sustain the economic viability and vitality of commercial areas while discouraging commuting by single-occupant vehicle.
- G16: Reduce use of cars over time, particularly for commute trips.
- G17: Make the best use of the City's limited street space, seek balance among competing uses, and protect neighborhoods from overflow parking.

Until the City's policy is changed, recommendations to revise on-street parking in this report would require adjacent property owner/tenant approval. Implementation of the recommendations in this report would likely require that a neighborhood sponsor, such as the Merchants of Pike Pine (MOPP), shepherd a petition to affected property owners. Once the petition has 60% approval, Seattle Transportation (SEATLAN) would be responsible for making the requested changes. Recommendations related to meter hours and meter revenue sharing would likely require approval by the Seattle City Council. On-street parking recommendations are listed below.

1. **Add on-street parking spaces where possible.** There are several locations in the neighborhood where additional parking spaces could be added. Sections of Bellevue, Summit, Belmont and Harvard Avenues, for example, are 42 feet wide. This width would allow angle parking on one side of the street and parallel parking on the other side of the street. Some sections of these streets already have this parking configuration. Adding angle parking on one side of the street where parallel parking currently exists could increase the parking supply by up to 50%. There are also many streets in the neighborhood where parking is restricted on one side of the street to allow a wider driving lane. However, some of these low volume streets could have parking on both sides of the street if they are at least 25-foot wide. This would retain one lane for through traffic, although vehicles approaching from opposite ends of the street may need to yield to one another (e.g., most streets in the Wallingford neighborhood).
2. **Support Bus Zone Consolidation.** King County/Metro is considering consolidating transit stops as a means to improve transit speed and reliability. Bus stops are typically located at two-block intervals. The consolidation

would spread these stops to approximately three-block intervals. In addition to the transit benefits, bus stop consolidation would also free up curb space for parking.

3. **Reduce time limits for signed on-street parking within one-half block of commercial areas.** Many of the streets in the neighborhood have unrestricted (unsigned/unmetered) parking. Most of this unrestricted parking is located on the north-south streets west of Broadway and on 11th and 10th Avenues south of Pike Street. Some of these streets are within one block of the commercial core area on Pike and Pine Streets where parking turnover may be desired. Installing signs with "2-Hour" parking limits between 9:00 A.M. and 6:00 P.M., or installing meters, would increase parking turnover for customers and reduce use of these spaces by employee and residents.
4. **Add new parking meters.** Parking meters are the most effective way to encourage parking turnover in areas with high parking demand. Meters are located along both Pike and Pine Streets west of 10th Avenue E, on Broadway, and on some of the side streets between Pike and Pine Streets west of Broadway. As additional higher-intensity commercial uses are developed in the area east of 10th Avenue E, parking meters should be considered to increase parking turnover for these businesses.
5. **Decrease meter parking duration limits.** All but 16 of the existing 280 meters in the Pike/Pine neighborhood have two-hour time limits. Some businesses may benefit by having more meters with 15 or 30-minute time limits. This would increase the parking turnover for on-street parking.
6. **Institute Residential Parking Zone (RPZ) on streets west of Harvard Avenue.** The parking supply and demand analysis performed for the Pike/Pine Neighborhood determined that most of the parking spaces west of Harvard Avenue are unrestricted. These spaces were well utilized at all times of the day. Because there are no parking restrictions, this area could be providing convenient, free parking for downtown Seattle employees or Convention Center visitors. This entire section of the neighborhood is located within one-half mile of the Convention Center. By comparison, the Seafirst Columbia Center in downtown Seattle is located about one-half mile from the center of the North Kingdome Parking Lot where many downtown employees park. To prevent downtown commuters from parking in this area, and to encourage more parking turnover during the daytime hours, it is recommended that the neighborhood pursue a Two-hour Residential Parking Zone for many of the streets in the western section of the neighborhood. Streets with commercial uses should be excluded from the RPZ. Such a zone would allow two-hour parking for business customers and visitors, and all-day/night parking for residents who have a valid permit on their vehicle. It would discourage long-term parking for non-residents. As previously mentioned, an RPZ would require approval by the adjacent property owners and/or tenants.
7. **Extend meter operating hours to 9:00 P.M.** Existing parking meters in the neighborhood are not enforced after 6:00 P.M. A meter-turnover survey performed for the north end of Broadway as part of the Capitol Hill Parking Study determined that meter turnover declines steadily after 6:00 P.M. In addition, the existing enforcement hours allow meters to be occupied by the same vehicle from 4:00 P.M. until the next morning. Extending the meter hours (and enforcing the extended hours) would increase meter turnover between 6:00 and 9:00 P.M. Higher meter turnover in the evening would increase the amount of parking available for customers to the many restaurants and other evening uses along Pike and Pine Streets. The end time of 9:00 P.M. is recommended instead of a later time since it would allow a customer to have dinner in the neighborhood and then attend a 9:00 or 9:30 P.M. movie without having to worry about the meter expiring.
8. **Institute Meter Revenue Sharing with Neighborhood.** Extending meter hours in the Pike/Pine Neighborhood may have initial impacts that could be off-set through an extensive outreach and marketing campaign to educate business customers, owners, and employees as well as residents about the change in meter times. The cost of this marketing could be offset by a portion of the excess meter revenues generated by the extended operating hours. Studies to determine how extended meters function and to quantify their effectiveness on parking turnover, should also be performed after the enforcement extension is implemented. These studies should be compared to existing conditions. Since extending the meter hours by four hours per day would increase meter revenues by about 33%, one method to fund the marketing and meter studies is for the City of Seattle to share a portion of the meter revenues with a recognized neighborhood association such as a Business Improvement Association (BIA) or other group that would be responsible for the marketing campaign and meter studies.

9. **Establish differential parking fines that are appropriate for various neighborhoods.** Parking infraction fines that are appropriate in downtown Seattle may be too high for outlying neighborhoods. Fines that are too high may discourage customers from visiting the neighborhood in favor of suburban sites where parking is readily available and free. Fines that are proportional to the cost of off-street parking in a neighborhood would be more appropriate.
10. **Increase enforcement.** All parking restrictions are only effective if they are adequately enforced. Additional enforcement is needed in areas that are signed with “2-Hour Parking” instead of meters since enforcement officers must mark tires to determine how long a vehicle has been parked.
11. **Consolidate and/or relocate loading zones.** The Pike/Pine neighborhood has many blocks with two, three, and even four loading zones. In such cases, the size of the individual loading zones may be too small to accommodate today’s truck sizes, and the number of loading zones may be reducing the parking capacity available for customers. The existing loading zones should be reviewed to determine if they are adequate to serve the existing demand, if two or more loading zones could be consolidated, if a loading zone could be relocated to the end of a block or adjacent to an alley, or if a loading zone could be eliminated. One longer loading zone on each side of the street should be sufficient for most business and resident needs.
12. **Prepare information packet regarding various on-street parking options.** The City of Seattle’s current policy is to obtain approval of property owners and/or tenants along a street frontage before changes to parking along that street are implemented. However, most people probably do not realize how parking adjacent to their property could be improved. SEATRAN should create an information packet regarding the types of changes that are possible, the parameters (e.g., street and sidewalk width) that need to be met before changes will be made, and the process for initiating the change with the City. Similar information packets have been created for the City’s Residential Parking Zone Program and Street Tree Program.

Off-Street Parking Management Options

The City of Seattle’s *Land Use Code* establishes the requirements for off-street parking in terms of number of spaces, size, landscaping etc. However, the City does not control how off-street parking is managed in privately-owned parking lots. There are many operational measures that could be implemented to improve off-street parking. Off-street parking management recommendations are listed below. A subsequent section discusses *Land Use Code* revisions that may also improve parking in the area.

1. **Reduce parking rates for short-term parking.** Current rate structures for short-term off-street parking lots are not competitive with on-street meters. Changing the rate structure to encourage short-term parking may increase utilization of the off-street parking lots and increase parking turnover. Because of this, several locations where parking rates were changed to favor short-term parking (such as downtown Portland) have reported an increase in parking revenue even when additional staffing for the parking lots was required. Rates that favor short-term parking would also discourage parking lots in the neighborhood from becoming satellite parking for downtown Seattle.
2. **Improve signage to off-street lots.** Many of the off-street parking lots in the neighborhood are difficult to find, and are underutilized by customers. Uniform signage directing motorists to parking lots would likely improve utilization of lots that are not visible from the main street.
3. **Provide valet parking.** Local businesses can improve parking for customers by providing valet parking. A valet service would require a supply of off-street parking. However, because valets can double-stack cars (end to end), less space would be required than if the customers had to park themselves. In areas where there are several similar businesses on the same block, there is the potential to share valet services. Valet companies often operate only on revenue obtained from tips.
4. **Validate parking for off-street parking lots.** A neighborhood-wide validation program could be established using existing off-street parking lots similar to the “Easy Streets” program in downtown Seattle. Customers

who patronize local businesses in the neighborhoods could receive reduced-price parking in recognized parking lots.

5. **Expand the Seattle Central Community College (SCCC) parking garage.** SCCC is proposing to expand its on-campus parking supply. The current proposal is to add approximately 250 spaces. The majority of these would likely be added to the main garage on the south side of campus, although some spaces could be added elsewhere. With the expansion, more parking spaces would be provided for carpools. The parking lot expansion would reduce the number of cars parked on the surrounding streets, particularly if combined with measures to discourage student's from parking on the streets (such as two-hour parking or RPZs).
6. **Promote public use of SCCC parking garage during the school's off-peak parking hours.** SCCC's peak parking times occur from 7:00 A.M. to about 12:00 P.M. During the afternoon, evening, and night, parking is available in this garage that could be used to satisfy parking demand during the peak parking times in the Pike/Pine neighborhood. SCCC currently sells public parking in this garage during its off-peak hours, and also sells residential parking passes for overnight parking. Active promotion of this service would likely increase utilization of this facility.
7. **Encourage replacement of public parking spaces when surface parking lots are redeveloped.** There are several off-street, surface parking lots in the neighborhood that could be redeveloped. Developers should be encouraged to replace existing off-street parking for public use. Development or financial incentives may be needed in areas where the revenue from this public parking would not cover the cost of constructing it.
8. **Share available parking in private parking lots.** Parking capacity may be available in private business or residential parking lots during certain times of the day. This parking could be shared with businesses that require additional customer or employee parking during those periods when excess capacity is available. Shared parking in residential parking structures may require changes in the City's *Land Use Code* discussed in the next section.
9. **Market all parking management improvements.** The key to any of the above options is to educate customers about them. Individual businesses or MOPP could inform customers about parking availability and other parking programs.

Parking Code/Policy Revisions

Several parking code and parking policy revisions that would improve the neighborhood's parking conditions are suggested below. These revisions may help the neighborhood meet some of its other goals such as reducing housing costs, increasing density, and maintaining low automobile dependency.

1. **Allow off-site parking for residential uses in Lowrise and Midrise zones.** Off-site accessory-use parking is currently prohibited in Lowrise and Midrise areas, although it is allowed in Highrise areas. For many older buildings that are being redeveloped for housing, it may be infeasible or cost-prohibitive to provide parking for the residents on site. Therefore, many developers may apply for exemptions from the parking code. Allowing off-site accessory parking for residential uses may reduce the on-street parking impact of some residential developments.
2. **Allow "shared parking" for residential uses in Lowrise and Midrise zones.** Shared parking may be used to satisfy the parking requirements of two or more land uses. However, it does not currently apply to residential uses in Lowrise or Midrise zones. A shared-parking provision would provide developers with greater flexibility in satisfying their parking requirements by combining resources to create off-site/off-street parking garages for two or more residential developments. One example of this type of use would be for a developer who owns two sites in close proximity. Rather than constructing separate garages in each structure, a single garage in one of the structures that satisfies both parking requirements could be constructed. This would likely reduce overall parking costs, and may help satisfy parking requirements when it is not possible to construct on-site parking because of building age, site size, or other constraints.

3. **Increase the allowable distances between shared parking locations.** Shared parking is allowed among different land uses or properties so long as the uses are within 800 feet of each other. This was the average walking distance for parkers at off-street parking facilities reported by the New York City Bureau of Public Roads in a 1964 report. However, another well known study (*Urban Space for Pedestrians*, Pushkarev and Zupan, 1975) determined that the average walking distance between the office and parking was 1,800 feet. Many residents in the Pike/Pine neighborhood have stated that they use their automobiles fewer than two times per week and must park great distances from home in order to find low-cost or free parking spaces without time restrictions. Because existing on-street parking in the Pike/Pine neighborhood is so well utilized, it is unlikely that increasing the allowable distance between shared uses would cause additional parking to spillover onto neighborhood streets.
4. **Establish parking requirements that are appropriate for the Pike/Pine neighborhood.** Many of the parking requirements in the City's *Land Use Code* relate to the land use only and not to the neighborhood where that land use is located. For example, restaurants throughout the city require the same number of parking spaces per seat; however, a restaurant on Pine Street generates less demand for parking than the same size restaurant near Alki. Lower parking rates for residential uses may also be appropriate for developments located close to major transit lines and services. The City should adopt parking requirements that account for the characteristics of the Pike/Pine neighborhood and other urban villages.

Options to Encourage Non-Automobile Modes of Transportation

The following measures could be implemented to decrease the need to own an automobile or to use an auto when visiting the Pike/Pine neighborhood.

1. **Support transportation demand management.** Many employers and institutions in the neighborhood have existing transportation demand management plans that have been effective in reducing travel by single-occupant vehicles. The neighborhood should encourage continuation and expansion of these programs.
2. **Implement "car sharing" program.** Car sharing programs have been established in the Cities of Portland and Vancouver, B.C. They are essentially cooperatives through which members have access to jointly-owned vehicles. King County/Metro is currently evaluating car sharing programs; it may provide some seed money to establish such a program in the Seattle area.
3. **Improve access to rental cars.** Residents have stated that they would be able to live without a car if renting a car was more convenient (e.g., rental agency located in the neighborhood). Information disseminated by the neighborhood (or others) that compares the cost of car ownership to the occasional rental of a car may increase the attractiveness of rental cars.
4. **Improve transit service.** More frequent transit service and faster connections to destinations would likely reduce automobile travel and parking demand in the neighborhood.
5. **Improve/Increase Parking for Bicycles.** More bicycle racks and improved security for bikes could increase the attractiveness of bicycling in the neighborhood.
6. **Extend the ride-free zone up to Broadway.** Free transit service to and through the Pike/Pine and Broadway areas may reduce automobile travel and parking demand. Because King County/Metro is unlikely to fund an extension of the free service, costs of the extension may need to be paid by residents and/or businesses.

APPENDIX
PARKING SURVEY DATA

Pike/Pine Neighborhood Parking Inventory and Parking Demand
 Surveys Performed on Thursday, May 20, 1998

Street	From/to	Number of Parking Spaces:											Other	Descriptor	Total (no LZ)	Weekday Demand		
		M2	M30	M15	S1	S2	S4	S1-RPZ	S2-RPZ	TLZ	PLZ	U				Daytime	Night	
Hubble Place	Pike to 9th	13								2					M2	13	7	15
Minor Ave	Pike to Union											19	1		S2-RPZ	19	17	17
Minor Ave	Pine to Pike	16								1					M2	16	2	12
Boren Ave	Union to Pine														NP	0	0	0
Melrose Ave	Pike to Pine	14								5					M2	14	15	16
Melrose Ave	Pine to Yale														NP	0	0	0
Melrose Ave	Yale to Olive									1	1	13			U	13	14	14
Yale Ave	Melrose to end									1		11			U	11	11	11
Bellevue Ave	Union to Pike				8							12		6	S1/S2-RPZ/	26	17	17
Bellevue Ave	Pike to Pine									10	3	2	10		S2-RPZ/U	20	18	19
Bellevue Ave	Pine to Olive									1	1	16	1		U	16	20	17
Bellevue Ave	Olive Way to Olive St									4		3	1		U	3	5	4
Crawford Pl	Union to Pike													11	U	11	11	7
Summit Ave	Union to Pike									3	1	20			U	20	19	11
Summit Ave	Pike to Pine									2		24			U	24	19	11
Summit Ave	Pine to Olive									4		22			U	22	23	21
Belmont Ave	Union to Pike					5						14			S1/U	19	18	18
Belmont Ave	Pike to Pine	7								3		14			M2/U	21	19	22
Belmont Ave	Pine to Olive									3		37			U	37	37	39
Boylston Ave	Union to Pike											13			U	13	13	11
Boylston Ave	Pike to Pine									1	1	14			U	14	11	12
Boylston Ave	Pine to Olive									3		8			U	8	9	8
Harvard Ave	Union to Pike											6			U	6	6	4
Harvard Ave	Pike to Pine	20										1	3		M2	23	24	26
Harvard Ave	Pike to Olive					16									S2	16	16	16
Broadway	Madison to Union	25								1					M2	25	14	22
Broadway	Union to Pike	13	2							2					M2	15	12	16
Broadway	Pike to Pine	6	2							1					M2	8	9	7
Broadway	Pine to Olive	18	2												M2	20	19	20
Nagle Pl	Pine to Olive									2		12			U	12	11	13
Broadway Court	Madison to Seneca				9										S1	9	6	7
Broadway Court	Seneca to Union											10			U	10	9	8
10th Avenue	Madison to Seneca				8							3			S1/U	11	9	11
10th Avenue	Seneca to Union					5				3		23			S2/U	28	26	26
10th Avenue	Union to Pike									1		29			U	29	33	37
10th Avenue	Pike to Pine					12				2		28			S2/U	40	40	36

Pike/Pine Neighborhood Parking Inventory and Parking Demand
 Surveys Performed on Thursday, May 20, 1998

Street	From/to	Number of Parking Spaces:											Descriptor	Total (no LZ)	Weekday Demand			
		M2	M30	M15	S1	S2	S4	S1-RPZ	S2-RPZ	TLZ	PLZ	U			Other	Daytime	Night	
11th Avenue	Madison to Union							9						4	S1-RPZU	13	15	11
11th Avenue	Union to Pike									1				44	U	44	45	43
11th Avenue	Pike to Pine				9					2	1			16	S1/U	25	26	26
11th Avenue	Pine to Olive					28				2				7	S2/U	35	36	31
12th Avenue	Union to Pke				3	15				2					S2	18	17	17
12th Avenue	Pike to Pine				9					4				13	S1/U	22	19	20
12th Avenue	Pine to Olive				8					2				14	S1/U	22	22	18
13th Avenue	Madison to Pike					3								5	S2/U	8	7	7
13th Avenue	Pike to Pine					11									S2	11	5	9
13th Avenue	Pine to Olive													5	S2-RPZ	11	9	10
14th Avenue	Pike to Pine					18				3	1		1		S2	19	9	12
14th Avenue	Pine to Olive													10	S2-RPZ/U	29	21	20
15th Avenue	Madison to Pine													9	U	9	9	8
15th Avenue	Pine to Olive														S2-RPZ	21	13	13
Olive Way	Melrose to Bellevue									1					NP	0	0	0
Olive Street	Bellevue to Summit												1	10	U	10	8	10
Olive Street	Summit to Belmont													10	U	10	10	10
Olive Street	Belmont to Boylston									1				8	U	8	9	8
Olive Street	Boylston to Harvard													12	U	12	13	12
Olive Street	11th to 12th														S2-RPZ	16	17	16
Olive Street	12th to 13th														S2-RPZ	12	10	9
Olive Street	13th to 14th														S2-RPZ	13	13	12
Olive Street	14th to 15th														S2-RPZ	14	8	10
Pine Street	Minor to Melrose	5											1		M2	5	4	5
Pine Street	Melrose to Bellevue	8											1		M2	8	4	8
Pine Street	Bellevue to Summit	10												1	M2	11	5	10
Pine Street	Summit to Belmont	7													M2	7	3	9
Pine Street	Belmont to Boylston	11												1	M2	12	13	12
Pine Street	Boylston to Harvard	11												4	M2	11	10	13
Pine Street	Harvard to Broadway	4													M2	4	4	4
Pine Street	Broadway to 10th	2			12		2								S1	16	15	16
Pine Street	10th to 11th				7		10								S1/S4	17	15	17
Pine Street	11th to 12th				5		11						1		S1/S4	16	14	16
Pine Street	12th to 13th						4		5	2					S2-RPZ/S4	9	7	10
Pine Street	13th to 14th				11								1		S1	11	1	4
Pine Street	14th to 15th				12										S1	12	0	6

Pike/Pine Neighborhood Parking Inventory and Parking Demand

Surveys Performed on Thursday, May 20, 1998

Street	From/to	Number of Parking Spaces:												Descriptor	Total (no LZ)	Weekday Demand		
		M2	M30	M15	S1	S2	S4	S1-RPZ	S2-RPZ	TLZ	PLZ	U	Other			Daytime	Night	
Pike Street	Hubble to Boren	4												8	M2/Carpool	12	10	4
Pike Street	Boren to Minor	11								1				1	M2	12	5	12
Pike Street	Minor to Bellevue	3	3							1				1	M2/M30	7	1	6
Pike Street	Bellevue to Summit	15													M2	15	8	16
Pike Street	Summit to Belmont	5	2	2						2					M2/M30	9	6	9
Pike Street	Belmont to Boylston	7		1										1	M2	8	6	8
Pike Street	Boylston to Harvard	7								3				7	M2/U	14	45	14
Pike Street	Harvard to Broadway	14		1						1					M2	15	10	15
Pike Street	Broadway to 10th	9		2											M2	11	7	13
Pike Street	10th to 11th				11									9	S1/U	20	14	19
Pike Street	11th to 12th				5	13				2					S1/S2	18	12	14
Pike Street	12th to 13th				9					5				9	S1/U	18	14	18
Pike Street	13th to 14th				8					1				7	S1/U	15	9	14
Union Street	Terry to Boren									7	2			13	S2-RPZ/U	20	20	18
Union Street	Boren to Minor									22	2				S2-RPZ	22	22	18
Union Street	Minor to Summit													12	U	12	12	12
Union Street	Summit to Belmont									7					S2-RPZ	7	9	9
Union Street	Belmont to Boylston									3				1	S2-RPZ/U	9	8	10
Union Street	Boylston to Harvard													1	U	6	7	6
Union Street	Harvard to Broadway													12	U	12	11	6
Union Street	Broadway to 10th				10									2	S1	12	8	9
Union Street	10th to 11th													18	U	18	18	18
Union Street	11th to 12th					7								1	S2/U	16	13	10
Seneca Street	Madison to 10th													10	U	10	10	5
Seneca Street	10th to Broadway Ct													1	U	3	3	2
Madison Street	Broadway to 10th					3	8								S2/S4	9	8	6
Madison Street	10th to 11th													1	S4/U	18	14	4
Madison Street	11th to 13th														NP	0	0	0
Madison Street	13th to 14th													9	U	9	8	7
Madison Street	14th to 15th				8									1	S1	8	1	1
Total All Spaces		265	11	6	152	136	47	9	191	113	16	653	15			1478	1264	1314
																Total All Parking Spaces=	1614	
Unrestricted Parking West of Harvard Ave																	324	

Pike/Pine Neighborhood Parking Inventory and Parking Demand
 Surveys Performed on Thursday, May 20, 1998

Street	From/To	Number of Parking Spaces:											Other Descriptor	Total (no LZ)	Weekday Demand	
		M2	M30	M15	S1	S2	S4	S1-RPZ	S2-RPZ	TLZ	PLZ	U			Daytime	Night

Codes:

- M2 = 2-hour Meter
- M30 = 30-minute Meter
- M15 = 15-minute Meter
- S1 = 1-hour Signed Parking
- S2 = 2-hour Signed Parking
- S4 = 4-hour Signed Parking
- S1-RPZ = 1-hour Parking except with RPZ Permit
- S2-RPZ = 2-hour Parking except with RPZ Permit
- TLZ = Truck Load Zone
- PLZ = Passenger Load Zone
- U = Unrestricted Parking (no signs or meters)
- Other = Handicap parking, Carpool Parking, or Licensed-Vehicles Only Parking

II. Community Heritage District Survey

What is a Community Heritage or Conservation District?

In Phase II of the Pike Pine Neighborhood planning effort the creation of a Community Heritage District was identified as a major priority. More commonly known as Conservation Districts, these designations exist to protect the vernacular qualities of a neighborhood and allow for necessary compromise in regards to new construction and demolition versus the stringent restrictions that generally exist regarding historic districts. These special districts are areas, typically a mix of residential and commercial storefronts, with certain characteristics embodied in cultural/historical relevance; architecture and urban design that are subject to special zoning or land use regulations. In the case of Pike/Pine, a neighborhood with an existing special zoning overlay, the proposed Heritage District would work within the confines of that overlay.

The purpose for creating these districts varies from city to city, but, in general, the districts are formed to work as a land use zoning mechanism to preserve neighborhood character and retain affordable housing. These districts help protect an area from inappropriate development by regulating construction. In other cities they have been a tool for implementing neighborhood planning. These districts can also serve as catalyst for rehabilitation of existing buildings and establishing city landmarks. They can be used to protect neighborhoods or districts that have significant architectural merit and distinct character but do not qualify for historic district status or have lost some of their integrity through insensitive new development, or incompatible modifications and additions.

A special district ordinance can be established for the purpose of regulating new construction, alterations and additions to existing buildings, and demolition. These ordinances contain design review guidelines for all additions and new construction to protect and maintain the urban fabric of a neighborhood. In many cities, with these design review guidelines in place, new construction and sensitive modifications and additions to historic buildings have been expedited, and have actually served as time and cost saving procedures for developers.

Heritage districts that offer this kind of flexibility were first being established in the early 1970s to accommodate growth and revitalization, while maintaining the cultural resources of communities. Most of these districts were established in the mid-Atlantic and southern regions of the U.S. A new wave of districts became more prominent in the late 1980s and were established more frequently in the mid-west and western states. These districts are commonly in medium and large size cities ranging from 750,00 to 2 million in population. For the Pike/Pine Neighborhood Plan, the consultant team studied nationwide models including the Lair Hill and Industrial Sanctuary Districts of Portland, Oregon, the Union Station Historic warehouse District of Tacoma, Washington, and various districts in Minneapolis/St. Paul, Minnesota, and Philadelphia, Pennsylvania.

In a large number of the models we considered, economic development was also a key strategy. Research conducted by the National Trust for Historic Preservation supports the fact that economic vitality of a neighborhood increased through district designation and urban revitalization. There is evidence particularly in the mid-west, that many of these neighborhoods were bolstered in less than 10 years and in most situations remarkable change had transpired in a period of less than 5 years. The results of an extensive study conducted by the Indiana Department of Commerce found the following:

- No heritage districts were found to have an adverse effect on property values.
- Most properties within heritage districts appreciated in value.
- Poor and elderly residents are typically not displaced and more commonly affordable housing is created through rehabilitation of older buildings.
- Heritage districts encourage reinvestment in properties.
- More people move into these districts than leave the districts therefore creating more stable communities.
- Residential stability reinforces economic stability of neighborhood businesses.
- These special districts commonly serve as incubator for new, start-up businesses because their spaces are affordable.
- Older buildings can typically accommodate change and technology more easily than contemporary buildings that were designed for one specialized purpose.
- Heritage districts provide affordable housing and the average cost to develop this housing in an existing building can be up to 50% less than that of new construction.
- These districts tend to offer a wider variety of housing options in regards to cost, style size and uniqueness.
- There is a higher tendency towards diversity and a truer reflection of a city's overall population in historic neighborhoods.
- There is a lower vacancy rate in special districts versus non-designated neighborhoods.
- Historic neighborhoods offer more for the same amount of money, especially for first time home owners.
- Districts where review ordinances are enforced, have demonstrated growth of property appraisals, and nationally as a whole, these properties exceed market value.
- Over 90% of applications for modifications to buildings within neighborhoods that have design review guidelines are approved.
- Special districts reinforce a sense of community and are a valuable asset to local economy.

Pike/Pine Neighborhood Planning Committee
Business and Property Owners Survey for a Community Heritage District

Name: _____

Address: _____

Phone: _____

Property/Business Location: _____

1. Have you read your Neighborhood Plan or participated in community forums?
_____ Yes _____ No

2. Do you currently receive the P-Pine Newsletter or any other neighborhood based newsletters and do you read them?
_____ Yes _____ No

3. Are you a business or property owner?
_____ Business _____ Property _____ Both

4. Is this the only property or business you own within the Pike/Pine neighborhood?

5. How long have you owned your business or property? _____ # of years

6. Has your building been rehabilitated since you owned it or moved your business to its current location?
_____ Yes _____ No

What modifications were made?

7. Have you rehabilitated buildings in the past or has your business ever been located in a historic building or district?
_____ Yes _____ No

8. Do you or your landlord have plans to rehabilitate the building you own or are located in?
_____ Yes _____ No

9. Are you aware of interest in your building by developers, public development authorities etc.?
_____ Yes _____ No

10. Are you aware of interest in selling or developing your property?
_____ Yes _____ No

11. Would you notify or give tenants the first option to buy your property if you were to sell it?
_____ Yes _____ No

12. Do you think that preservation and cultural resource management is a viable approach to increasing economic vitality in the Pike/Pine Neighborhood?
_____ Yes _____ No

13. Are you in support of public acquisition of properties within the Pike/Pine neighborhood to insure affordable market rates for both commercial and residential needs?
_____ Yes _____ No

14. Are you in favor of creating a community Heritage or Conservation District in your neighborhood?
_____ Yes _____ No

Do you have historic information or photos that could be used for the purpose of writing a neighborhood history or creating a walking guide?

Survey Summary Historic Outreach Component Pike/Pine Neighborhood

In order to provide a broader understanding of the potential affects of a Heritage District for their neighborhood, and to gage the opinion of property and business owners who did not participate in the planning process, the Pike/Pine Planning Committee chose to extend outreach to specific stakeholders in the community. The committee chose a Survey Process directed to individual property owners; established groups and institutions such as the Pike/Pine Merchants Association, Pike/Pine Arts Council, Union Arts Co-op, Seattle Central Community College Facilities and Planning Department and Historic Seattle.

Notification of the survey was posted in the P-Punc Newsletter, Pike/Pine Merchants Assoc. Newsletter and the Capital Hill Times. The outreach process included individual phone surveys, articles for the P-Punc Newsletter and the Pike/Pine Merchant's Association; and consultant participation at various scheduled meetings with established community groups.

Approximately 80 property and business owners were invited to share their opinions and partake in a survey. The survey period was from mid July through mid September. Of the 58 respondents, less than 10 were opposed to some form of historic designation for their neighborhood. Of those opposed to the Heritage District designation, 33% agreed that the overall economic vitality of the neighborhood would most likely increase due to historic designation, but their main concern was financial returns and marketability of any future sale of their property. Overall approximately 80% of those surveyed were in favor of a Heritage District.

The Key Concerns of those In Support of Heritage District Status included:

- Economic Vitality of the Neighborhood
- Maintaining Architectural Character - especially storefronts
- Current tenants given priority status to purchase the properties they rent or lease.
- Maintaining affordable rental and lease rates for commercial and residential properties.
- Placing Value on the Neighborhood's Cultural History
- Serving as role models for other neighborhoods and encouraging stewardship for historic preservation throughout the City.
- Obtaining Eligibility for National Mainstreet Status for Urban Villages through programs sponsored by the National Trust for Historic Preservation
- Increased property values for landmark buildings.
- Tax incentives for historic preservation and rehabilitation.

The Key Concerns of those Opposed to the Heritage District Status included:

- Property Values and Marketability
- Flexibility to make modifications, improvements and any rehabilitation.
- City Governance - Who would be involved with review?
- Tax Disincentives for Demolition
- Allowances for New Construction

PIKE/PINE NEIGHBORHOOD – Interview Summary

INTERVIEWEES

Sara Schuyler - developer, Pike Street Corner Development

Scott Nodland - developer, Kauri Investments

Val Thomas - developer, Val Thomas, Inc.

Linda Alexander - developer, Alexander & Ventura

Chuck Weinstock - developer, CHHIP

Ron Murphy - architect, Stickney Murphy Romine

Bob Hale - architect, Kovalenko Hale

Clayton O'Brien Smith - architect, GGLO

Steve Norman - property owner, Seattle BMW

Don Logan - property owner, 32 units rental property

Bryher Herak - property owner, Winston Apartments & commercial space

Dan Jenkins - property owner, commercial developer, The Weiss Co.

THEMES - DEVELOPERS & ARCHITECTS

- ◆ The Pike/Pine neighborhood is a great location for housing with many underutilized sites.
- ◆ Sales of properties that have been held for a long time are beginning to take place.
- ◆ Commercial space rents are on the rise. (\$9/square foot/year is heading toward \$12, new commercial space is going for \$24 to \$30/square foot/year.)
- ◆ Land costs are too high to make rental housing financially feasible. (Vacant land prices are \$15,000 to \$25,000 per unit and existing buildings are selling for \$40,000 to \$90,000 per unit.)
- ◆ Slow permit processing and complicated development standards are increasing housing costs.
- ◆ Parking drives everything—number of units on a site, cost of units, size of units, design considerations.

- ◆ Open space requirements are costly and hard to meet. New construction often must include large roof-top gardens. Access requires that additional stairways and/or elevators be constructed/installed. The initial costs add to the cost of the housing and long-term maintenance costs are a concern. Open space that is created doesn't benefit the neighborhood.
- ◆ Lower income or affordable housing will need subsidy.
- ◆ Design review is working as a way to get code departures which are needed.
- ◆ Design review takes too long and is too unpredictable.
- ◆ Regulations triggered by change of use make housing affordability impossible.
- ◆ Modulation and setback requirements are too rigid in the MR zone.

THEMES - PROPERTY OWNERS

- ◆ Parking is a problem for existing uses. There is not enough of it and new development should provide its own.
- ◆ The best redevelopment approach is demonstrated by the QFC site. The site was totally redeveloped while replicating what was there.
- ◆ Owners of existing residential properties were divided in their comments about City assistance for rehabilitation. There was suspicion of any City program, as well as some interest. There was concern about City monitoring of compliance with funding requirements and how City rent controls would impact future sales value.
- ◆ Existing residential property owners estimate that 1/3 to 1/2 of tenants need parking.
- ◆ Residential property owners estimate they will increase rents by \$10 to \$20 per unit per year. Taxes are going up, as are utilities, and buildings are in need of repair.
- ◆ Vacancies, either residential or commercial, were not an issue for anyone interviewed.

- ◆ Housing can be developed over single story commercial properties if the structure is sound and parking can be provided. Providing parking is the most difficult part of this type of development project.
- ◆ The Pike/Pine Overlay encourages housing but the City's development standards are too complicated.

IDEAS

- ◆ Reduce the parking requirement for new residential construction to 1 space per unit, or .75 space per unit.
- ◆ Eliminate or waive the parking requirement for redevelopment and rehabilitation projects so older building can be redeveloped for mixed-use residential/commercial.
- ◆ Allow parking waivers if developer agrees to provide low-income housing.
- ◆ Let properties which are more than 800' apart share parking. Let parking be leased to other users besides those in the building.
- ◆ Allow developers to provide for parking off-site.
- ◆ Expand the P-1 Pedestrian Overlay.
- ◆ Allow parking to be reduced as a departure which can be granted through the design review process when a developer provides another desired housing quality (i.e. affordability, unit size).
- ◆ Allow parking to count as open space if it is treated "aesthetically."
- ◆ Install parking meters the full length of Pike and Pine. Create two and four hour parking zones.
- ◆ Don't limit street parking or it will penalize existing residents.
- ◆ Create a Residential Parking Zone (RPZ).
- ◆ Have the City build a parking garage.
- ◆ In urban neighborhoods like Pike/Pine, reduce or eliminate the open space requirement. Let developers put in decks or roof gardens based on what the market demands rather than on a formula.

- ◆ Allow developers to contribute to an "open space fund" in lieu of providing open space on a development-by-development basis.
- ◆ In the area of the Overlay, allow for the same residential densities on the side streets as on Pike and Pine. Currently there are no density limits on Pike and Pine, but residential density is limited to 1/400 in single purpose residential structures on the cross streets. Let height and setback requirements dictate density.
- ◆ Include the ability to obtain departures from height in the design review process.
- ◆ Reduce the requirement for 80% of the ground floor in mixed-use property to be commercial space.
- ◆ Relax modulation and setback requirements in the MR zone. Write design standards which encourage articulation, interesting facade treatments, and modulation, as appropriate.
- ◆ Allow private developers to access City housing funds to create housing for people with 50% to 80% of median income.

PIKE/PINE NEIGHBORHOOD -- Housing Affordability

RENTAL HOUSING

Rental housing in the neighborhood is relatively affordable, due in large part to its size and age. Newer rental units have significantly higher rents than older units. Rents for one bedroom units are increasing faster than rents for studio units. Vacancy rates are extremely low. Thirteen per cent of the rental housing is publicly subsidized.

- ◆ The Dupre + Scott *Apartment Vacancy Report, Fall 1997*, surveyed rents in 2,612 units in an area covering the Pike/Pine, Capitol Hill and Eastlake neighborhoods. The average rents for older studio and one bedroom units (built 1900 - 1964) were either comparable, or higher than for similar units in the downtown and First Hill neighborhoods.
- ◆ Average rents for studio units ranged from \$478 to \$510. Average rents for one bedroom units ranged from \$599 to \$670. For newer units (built in 1992 or later) the average rents ranged from \$558 to \$683 for studios and \$730 to \$986 for one bedrooms. New units had rents between \$80 and \$316 higher than older units.
- ◆ Rents for older studios units are affordable for single person households earning 50% or more of the median income. Rents of older one bedroom units are affordable to single person households earning 60% or more of the median income.
- ◆ Two-person households need between 50% and 60% of median income, or more, to afford older one bedroom units.
- ◆ Newer studio units are affordable for households earning 60%, or more, of the median income. To rent a newer one bedroom unit a single person needs more than 80% of median income, and two people need about 70% of median income.
- ◆ Rents for older studio units increased by 8% to 9% between 1995 and 1997. Rents for older one bedroom units have increased by about 13% during the same period.

- ◆ In Capitol Hill/Eastlake/Pike-Pine, as well as the surrounding downtown and First Hill neighborhoods, rents for one bedroom units rose at a faster rate than for studio units.
- ◆ Vacancy rate is a measure of housing availability. When demand for, and supply of, units is in approximate balance, the vacancy rate will be about 5%. Higher vacancy rates are indicative of an "over built" housing market and lower rates occur when the market is tight. A tight market is characterized by low turnover of units and/or units being for rent for a very short period of time. For the majority of studio and one bedroom units in the Capitol Hill/Eastlake/Pike-Pine area, the vacancy rates in the fall of 1997, were 1.5%, or less.
- ◆ Thirteen per cent (13%) of the housing, or 467 units, in the neighborhood are subsidized, with rents limited by local, state, or federal contracts to levels which are affordable to households with incomes less than 80% of the median.

OWNERSHIP UNITS

Relatively few condominiums exist in the Pike/Pine neighborhood. Units for sale are affordable to a broad range of income groups. In a recent survey, more units were for sale in south Capitol Hill than in Pike/Pine. Three new projects with about 100 units are either underway, or being planned for the neighborhood. This would more than double the homeownership opportunities in the neighborhood.

Information on condominium prices was obtained from the real estate section of the *Seattle Times* (Sunday edition). This survey covered the November 1997 to February 1998 timeframe. Prices for units throughout south Capitol Hill were included in this assessment of the condominium market. There were 42 listings in the sample.

- ◆ There were an average of four listings for condominiums in this area each of the seven weeks surveyed, excluding the listing for the Elektra. (The Elektra is a 200 unit condo project in the far west end of the Pike/Pine neighborhood, across the street from the Convention Center.)

- ◆ Condos were for sale in a wide variety of price ranges. Those selling for less than \$100,000 were typically studio and small one bedroom units in older, rehabilitated buildings with "charm."
- ◆ Of the 42 units which were listed for sale: 1) 10 units were listed for less than \$100,00, 2) 15 units were listed for \$100,000 to \$149,000, 3) 11 units were listed for between \$150,000 to \$199,000, and 4) 6 units had prices in excess of \$200,000.
- ◆ There was not always a direct correlation between size of unit and price. Both one and two bedroom units were listed between \$120,000 and \$175,000.
- ◆ In general, few of the listed properties were located in the Pike/Pine neighborhood. Most were located in South Capitol, just north of the Pike/Pine urban center.
- ◆ There are three new condo projects either under way, or planned, for the Pike/Pine neighborhood. Together, they will create about 100 new condo units. The 1990 Census counted 56 condos in the neighborhood.
- ◆ Units in the new projects will sell for between \$125,000 and \$300,000, with the majority in the \$130,000 to \$150,000 price range.
- ◆ While not many units are on the market at any given time, prices are affordable to the full range of income groups between 60% and 120% of the median income.

IV. Outreach Summary

PIKE/PINE NEIGHBORHOOD – Population & Housing Profile

POPULATION & HOUSEHOLDS*

The population of the neighborhood can be characterized as racially diverse and relatively young. Households are small, usually made up of one or two people. There are relatively few families, and the majority are married couples without children.

- ◆ The Pike/Pine neighborhood is home to 3,064 people, 6% of the City's total population. Capitol Hill and First Hill have 16,344 and 7,128 persons respectively.
- ◆ The population in Pike/Pine is predominately White (75%). African Americans are 13% of the population and Asians comprise 7% of the people in the neighborhood.
- ◆ Seventy-eight per cent (78%) of the population is below the age of 44. Only 7% of the population is aged 65 or older. Of the three neighborhoods in the planning area, the Pike/Pine neighborhood has the highest percentage of people below 44 years of the age and the lowest percentage of people over 65. In the balance of the City, 68% of the population is less than 44, and 15% of the population is 65 or over.
- ◆ In the Pike/Pine neighborhood, the vast majority of households (97%) live in rental units, compared with the balance of the City where 51% of the households are renters. The percentages of renters for the Capitol Hill and First Hill neighborhoods are 87% and 91%, respectively.
- ◆ Households made up of a single person (71%), or two or more unrelated people (16%), predominate in the neighborhood. Families represent only 12% of the neighborhood's households, as compared with the balance of the City where families make up 48% of households.
- ◆ The average size of Pike/Pine households is 1.37 people, compared with an average household of 2.09 people in the rest of Seattle. The size of the

* Source: 1990 Census
Pike/Pine Existing Housing Conditions

average household in the balance of the planning area is comparable to that in Pike/Pine.

- ◆ Approximately 5% of neighborhood residents live in some type of group quarters, the majority of whom live in emergency shelters.

HOUSING UNITS*

The housing stock in the Pike/Pine Neighborhood is predominately small units in large, older buildings. Owner-occupied units are condominiums in multi-family configurations. Some residents are living in overcrowded conditions. Vacant and boarded-up units are not a significant problem.

- ◆ Ninety-eight per cent (98%) of the housing units in the Pike/Pine Neighborhood are multi-family units. This is more than twice the number of multi-family units in the balance of the City where 45% of the housing is multi-family.
- ◆ Less than 1% of the units in the neighborhood are vacant and boarded-up.
- ◆ Units are considered to be overcrowded when they house more than one person per room. In the rest of Seattle, 4% of units are overcrowded. In the Pike/Pine Neighborhood, 5% of the units are overcrowded.
- ◆ More than one half of the units in the neighborhood, 54%, were built before 1940, and only 5% were built between 1985 and 1990. The age of the housing stock in the Capitol Hill neighborhood is roughly comparable to that in Pike/Pine. First Hill has relatively fewer units built before 1940 (38%), since a larger number of units were built between 1940 and 1979. In the balance of Seattle, 36% of units pre-date 1940 and 11% were built between 1985 and 1990.
- ◆ Three quarters of the units in the neighborhood are studios (33%) and one bedrooms (42%). In the remainder of the City nearly the reverse is true, with 67% of the housing units having two or more bedrooms.

* Source: 1990 Census
Pike/Pine Existing Housing Conditions

- ◆ The 3% of the housing stock which is owner-occupied is multi-family units in structures of 20 to 49 units. This is very different from the balance of the City where 87% of owner-occupied units are single family homes.
- ◆ The majority of rental units in Pike/Pine are in relatively large buildings. Forty-one per cent (41%) of rental units are in buildings of 20 to 49 units, and 35% are in buildings of 50 or more units. In the balance of the City, only 32% of rental units are in buildings of 20 or more units.

In May, the committee held a focus group to discuss the survey results and the committee's draft recommendations, which drew five participants. Other information gathering activities during the month included a meeting with the Capitol Hill Housing Improvement Program and the City of Seattle's Strategic Planning Office, and participation in the May 6 check-in event.

Pacific Rim Resources, the outreach consultant, also prepared a marketing plan for Arts Orbit, which the economic development committee will begin implementing in Summer 1998.

Housing and land use

Housing was profiled in the December 1997 issue of the P/PUNC newsletter, and was the featured topic at the January 1998 meeting.

The committee gathered information on challenges to affordable housing in Pike/Pine through interviews with developers, architects, and property owners in February and March of 1998. Many of the committee's Phase 2 recommendations stemmed from analysis of these interviews. Developers and architects felt that while the neighborhood has many underutilized sites where housing could be built, rising land costs, open space requirements, parking, complicated development standards, and a complex design review process make it difficult to construct housing or to redevelop existing buildings. Property owners agreed that parking was a thorny issue for the neighborhood, and suggested lowering parking requirements would encourage new and rehabilitated housing developments.

Urban design

The urban design committee held monthly meetings once a month until April, and then changed to a weekly meeting schedule. Various aspects of their work, such as parking and transportation, were highlighted in the newsletters and at the monthly general meetings.

PACIFIC RIM RESOURCES

Public Affairs and Communications

Pike/Pine Neighborhood Planning, Phase 2
Summary of Outreach Activities
November 1997 – June 1998

16 June 1998

Prepared by:
Pacific Rim Resources

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Seattle, Washington 98101

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Pike/Pine Neighborhood Plan, Phase 2

Summary of Outreach Activities, November 1997 – June 1998

In November 1997, the Pike/Pine neighborhood planning committee began Phase 2 of the planning process. There were five committees charged with developing different components of the plan:

- Arts and culture
- Economic development
- Housing and land use
- Human services (primarily run by the Capitol Hill Neighborhood Planning team)
- Urban design

The planning committee conducted outreach for the general planning process. In addition, each of the committees also conducted outreach on their own specific issue areas.

Overall outreach

The Pike/Pine Urban Neighborhood Coalition (P/PUNC) distributed a newsletter each month that primarily focused on planning activities. P/PUNC's monthly meetings were usually centered on the progress of Phase 2 planning. In March 1998, P/PUNC agreed to officially merge its monthly meetings with the planning committee's outreach activities. There was also a planning hotline with recorded information on Pike/Pine planning events and committee meetings, which was housed by the Capitol Hill Neighborhood Service Center.

On May 6, 1998, P/PUNC and the planning committee sponsored a check-in event for the community to review all of the committees' recommendations. About 25 people attended. While the attendees responded favorably to all of the recommendations, six rose to the top as their priority recommendations:

- Establish a conservation district
- Develop a master plan for Boren Park
- Encourage arts events in the neighborhood
- Create an Arts Council and Center
- Narrow Pike Street, widen sidewalks, and plant trees
- Extend the mixed-use overlay to the C2 zone

On June 3, 1998, the neighborhood planning committee held an open house/party to celebrate the completion of the draft plan. Over 60 people came to the party, reviewing the various recommendations and discussing them with committee members. Publicity for the check-in event included:

- *Mailing:* The May issue of the P/PUNC newsletter announced the June 3 party. A flyer was also mailed out to approximately 500 residents of the neighborhood.

- *Advertising:* An ad was placed in the May 28 issue of *The Stranger*.
- *Media relations:* Press releases were mailed to 25 media outlets. A follow-up call was also made to the editor of *The Capitol Hill Times*, who attended the event.
- *Flyer/Poster:* In addition to being mailed, the flyer was posted throughout the neighborhood, distributed in grocery bags at QFC, and made available at stores, cafes and galleries in the area.

A two-page summary of the draft plan was produced and mailed in mid-June. Comments on the draft plan are being collected until July 6.

Committee outreach

Arts and culture

In addition to its monthly meetings, the arts and culture committee held a community forum on the future of the arts in the area. The forum was very well attended, drawing approximately 85 people from the Pike/Pine neighborhood and the greater Capitol Hill/First Hill arts community. Publicity included:

- *Mailing:* Flyers were sent out to the Pike/Pine mailing list and all holders of business licenses in the neighborhood. The Seattle Mime Theater, Mwoyo Arts, Arts Orbit, and the Northwest Actors Guild also provided names from their mailing lists.
- *Advertising:* An ad was placed in the April 22 issue of *The Stranger*.
- *Press release:* Press releases were mailed to 25 media outlets.
- *Flyer/Poster:* In addition to being mailed, the flyer was posted throughout the neighborhood, distributed in grocery bags at QFC, and made available at stores, cafes and galleries in the area.

Thirty-two comment forms were returned. Nearly all of the respondents strongly supported the idea of an arts council. Of the five suggested functions of an arts organization, producing an arts festival and developing artist housing were considered the most important, although they were not overwhelmingly favored over the other functions.

Copies of the agenda, the flyer, the ad, and the comment form are attached to this summary.

Economic development

The committee kicked off its activities with an introduction in the November 1997 issue of the P/PUNC newsletter, requesting input on an economic vision for the neighborhood. This was followed by a focus on business issues at the December P/PUNC meeting.

In late March 1998, the committee also mailed out a survey to 570 businesses, property owner, and residents, and distributed 50 additional surveys by hand. A total of 30 surveys were returned. The survey results indicated that the business community's top priorities were parking, maintaining independently owned businesses, public safety, and improving the neighborhood's streetscape. Respondents also felt that rent affordability, the existing retail culture, and parking were key factors in their decision to stay in the neighborhood. A copy of the survey is attached, and full results are listed in the Economic Development appendix.

In May, the committee held a focus group to discuss the survey results and the committee's draft recommendations, which drew five participants. Other information gathering activities during the month included a meeting with the Capitol Hill Housing Improvement Program and the City of Seattle's Strategic Planning Office, and participation in the May 6 check-in event.

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Urban design

The urban design committee held monthly meetings once a month until April, and then changed to a weekly meeting schedule. Various aspects of their work, such as parking and transportation, were highlighted in the newsletters and at the monthly general meetings.

Appendix

Outreach materials

Economic development survey
March – April 1998

Arts Orbit marketing plan

Arts forum
April 21, 1998

Flyer
Advertisement
News release
Agenda
Panelist biographies
Comment form

Open house
June 3, 1998

Flyer
Advertisement
News release
Display boards of recommendations
Comment form

**Merchants of Pike/Pine
Survey of Businesses—Spring 1998**

Return surveys to MoPP, 1121 Pike Street,
Seattle, WA 98101 or fax to 206-622-3216.

Business Name: _____ Contact Person: _____

Address: _____ Phone: _____

Fax: _____ Email: _____ Web site: _____

Merchants of Pike/Pine (MoPP) is a group of business people who are organizing to help the Pike/Pine neighborhood thrive as a *destination* for shopping, dining, entertainment, night life, automobile sales and general commerce. Please take a moment to complete our Interest Inventory so that we will be better able to address your individual goals as a member of our business community.

◆ How long have you been doing business in Pike/Pine? _____

◆ What do you see as the highest priority for neighborhood improvement to ensure the future success of your business?

◆ What factors, if any, might motivate you to move your business out of the neighborhood?

◆ Do you plan to expand your business? Yes No
Are there any constraints present which prevent your doing so?

◆ One of our highest priorities is to ensure that as this neighborhood develops it retains its unique character. We feel that one way to do this is to encourage small, independent businesses, working collectively toward their retention and recruitment. Do you agree with this strategy? Yes No
Would you be willing to work with us, giving time and/or resources? Yes No
Any comments on this? _____

◆ Briefly describe your vision of how Pike/Pine should develop over the next 5-10 years:

**Merchants of Pike/Pine
Business Survey—Page Two**

One of the biggest current draws to Pike/Pine is its vibrant night life. We want to capitalize on that by creating night time events and encouraging all merchants to stay open late one night a week (perhaps Thursdays?) and offering specials for shoppers. We would organize performances or other events to take place, and would collectively promote this through advertising and media relations. "Moonlight Madness in Pike/Pine!" Is this promotion something your business would participate in? Yes No

- ◆ Our association has produced several small yet successful events. We are building on this success and will add new events to the Pike/Pine calendar. We hope that you want to join us! Please circle the event which your business will participate in, and indicate whether you will commit time, money, resources, or all three:

Event	Time	Money	Resources	All Three
Street Fair (2 nd annual)	_____	_____	_____	_____
Spring Clean (1 st annual)	_____	_____	_____	_____
Arts Orbit (monthly—first Saturday)	_____	_____	_____	_____
Planting/Improvement Projects	_____	_____	_____	_____
Outdoor Flea Market (2 nd annual)	_____	_____	_____	_____
Auto Row Show (cars as art)	_____	_____	_____	_____
Night Lights (Fringe Festival arts installations)	_____	_____	_____	_____

- ◆ Are you interested in participating in group advertising? Yes No

If yes, which medium(s) would you find most effective? _____

Any particular theme which the advertising campaign should use? _____

- ◆ Capitol Hill already has many exciting events which bring people to our area. If our organization were to partner with an existing event to plan a coordinated or complimentary event or promotion, would you participate? Yes No
Circle the events you are interested in partnering with:

Seattle Fringe Theater Festival

Seattle Film Festival

Gay Pride Parade

- ◆ Have you been involved with P/PUNC and/or the Neighborhood Planning Process? Yes No

If not would you like to be? Yes No

Which element(s) of planning would you be most interested in? (Circle your answers)

Housing and Urban Design

Arts & Culture

Business Development

- ◆ Would you like to be part of a business group advising on the urban design plan (one meeting every 4-6 weeks)?
Yes No

- ◆ Several groups around are beginning to organize for the purpose of creating an entity whose mission is to promote the arts on Capitol Hill. Would you like to participate? Yes No

The Arts & Culture Committee is going to be doing a survey of residents and business. Would you like to be approached for this survey? Yes No

Any other comments?

Thank you for your time!

PIKE/PINE NEIGHBORHOOD MARKETING PLAN

The Pike/Pine neighborhood is at a crossroads. Having created a vision for the neighborhood as it enters the next century, community leaders must transform that vision into reality. The neighborhood already has a great deal to offer, and the community has devised a compelling vision for the area's future. We are happy to present a strategy for communicating Pike/Pine's current and future assets to the consumer.

Situation analysis

The Pike/Pine neighborhood is home to a diverse assortment of residential and commercial facilities. Apartment buildings and condominiums stand next to art spaces such as galleries and performance and recording studios. Bookstores, clothing shops, automobile showrooms, restaurants and bars line neighborhood streets.

While the area is growing, the neighborhood is hindered by a low profile. Few people recognize the area as a separate neighborhood or are familiar with neighborhood boundaries. Despite the close proximity, few convention center visitors or downtown office workers venture to the Pike/Pine neighborhood for lunch, errands, or after-work entertainment. Many see the area as a travel corridor rather than as a destination.

The vision of Pike/Pine developed in the planning process suggests a neighborhood that supports a vibrant, unique collection of businesses, that houses a broad mix of residents, and that values its historic ties. Establishing a solid identity for the neighborhood will be instrumental to nurturing each of these qualities. A marketing plan should focus on getting the facts about doing business in Pike/Pine, shaping the neighborhood identity, generating excitement, and increasing awareness of the area.

Audience

As a gateway both to the central business district and to some of the most densely populated residential areas in Seattle, the Pike/Pine neighborhood has an enviable location. The challenge lies in attracting the consumer who might otherwise pass through or take their business downtown or to Broadway. A marketing plan should target three main groups: downtown and First Hill workers, commuters who travel on Pike or Pine Street, and Pike/Pine, Broadway, and First Hill residents.

- *Downtown and First Hill workers*

Most employees have about an hour for lunch. Restaurant promotions to these workers should highlight the convenience of the Pike/Pine neighborhood, fast service, and good food. Restaurants might consider providing delivery service to nearby buildings. Other promotions might focus on the convenience of services such as drycleaning or grocery stores.

- *Commuters who travel on Pike or Pine Street*

This group frequents the Pike/Pine area, but primarily as passers-by. The group includes residents of Capitol Hill, Montlake, Madison Park, Madrona, and the Central area. Targeted promotions should focus on creating reasons for making a stop in the neighborhood, and helping to make stopping convenient. Because of the transient nature of this group, signage will be an important tool in reaching this market.

- *Pike/Pine, Broadway, and First Hill residents*

Residents of these nearby neighborhoods are a natural target for promotions of Pike/Pine businesses. Mailings and signage will be helpful in reaching this group.

Key messages

Simplicity is crucial. Daily, consumers are bombarded with advertisements and information from Seattle businesses. Marketing for Pike/Pine should follow common themes to help shape an image for the neighborhood and provide the consumer with easily digestible messages. We recommend focusing on these three messages:

- Pike/Pine is a unique, arts-oriented neighborhood, distinct from Capitol Hill and First Hill.
- Pike/Pine is convenient to First Hill and downtown for dining and shopping.
- Pike/Pine is an entertainment destination for theater, movies, and galleries.

Promotions

We recommend a marketing plan that includes four elements: get the facts, shape an identity, generate excitement, and create awareness. When possible, the neighborhood should enlist the help of students from area universities and colleges who may be glad for the opportunity to put their growing expertise to work.

1. Get the facts

Talk to businesses. Discussions with area business and property owners will help to reveal the benefits and challenges of doing business in Pike/Pine. This will help tailor marketing efforts to the needs of businesses, increase the effectiveness of marketing to prospective businesses, and nourish the ongoing exchange of dialogue and resources between Pike/Pine businesses.

Timing:	<i>Near-term</i>	Estimated Cost:	-
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Conduct focus groups. Focus groups of workers in the surrounding areas would help to reveal barriers and potential lures for increased patronage of Pike/Pine businesses. Participants could be drawn through mailings, and might be provided a small fee or a free dinner or theater ticket.

Timing:	<i>Near-term</i>	Estimated Cost:	
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Research the market. University of Washington, Seattle Central Community College, and Seattle University students may be interested in performing a market analysis for the Pike/Pine neighborhood as a part of their classwork. This information could be used to create a marketing strategy tailored to potential customers of Pike/Pine businesses.

Timing:	<i>1998-1999</i>	Estimated Cost:	-
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2. Shape an identity.

Name. There seems to be low name recognition of "Pike/Pine" as a neighborhood. While Pike and Pine streets are widely known, because these streets span from Elliot Bay to Lake Washington, "Pike/Pine" does not readily suggest the area between 15th and I-5. Further, "Pike Street" is closely associated with the market and the downtown area.

Either more clearly delineating the Pike/Pine neighborhood to visitors or creating a new name would help to give the area a separate identity. In the first case, a tag-line might be added to any uses of the name "Pike/Pine" that reads "Gateway to Downtown."

Alternatively, "Pine Crest," a name for the neighborhood used by developers in the 1930's, could be resurrected. Other possibilities for might draw on Seattle imagery or build on the concentration of artists in the neighborhood, such as "Emerald Quarter," "Convention Quarter" or "Playhouse."

Adoption of a neighborhood logo will also be helpful in shaping an identity.

Timing:	<i>Near-term</i>	Estimated Cost:	-
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Signs. Signs welcoming visitors to the Pike/Pine area at neighborhood borders would help to define the area. Creating this sense of place helps to transform the area from a travel corridor to a destination.

Timing:	<i>Near-term</i>	Estimated Cost:	
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3. *Generate excitement.*

Web Site. A neighborhood website should be created that outlines current activities in the neighborhood planning process and highlights area businesses.

Timing:	<i>Summer 1998</i>	Estimated Cost:	
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Events. Special events should be organized to draw in consumers. These could tie in with existing events such as Seafair or Bite of Seattle. "Sidewalk days" sales might be a draw for those who regularly drive through the neighborhood. Arts promotions might focus on encouraging theater patronage ("Pike/Pine Live!").

Timing:	<i>Ongoing</i>	Estimated Cost:	<i>Varies</i>
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Press Packages. Press packages could be developed that highlight current businesses and planned development in the area. Information about Pike/Pine's planning process could be provided. Release of packages could coincide with a neighborhood event.

Timing:	<i>Summer 1998</i>	Estimated Cost:	
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Expand and Update Arts Orbit. We recommend that the committee foster continued growth of Arts Orbit.

- Update Arts Orbit's image — including brochures and posters — perhaps by working with graphic design students. A name change to include Pike/Pine in the identity might also be considered.
- Distribute press releases, and have individual galleries produce their own press releases. Pitch arts reporters with key messages.
- Provide businesses with copies of press mentions due to Arts Orbit.
- Organize guided tours of galleries for both gallery owners and the public.
- Make Arts Orbit an all-day event, by including a variety of performance art in all types of venues. This will broaden the scope of Arts Orbit to include restaurants, bars, theaters, and possibly outdoor locations such as Columns Park, Boren Park, and SCCC's open space at Broadway and Pike.
- Provide brochures to concierges and offer them special tours.

- Create an Arts Orbit website.
- Track participation in Arts Orbit.
- Talk to gallery patrons and determine what would increase their level of interest in Arts Orbit.
- Ask participating businesses to focus openings and other special events on first Saturdays.
- Else, I think other things will arise as you develop key messages.

Timing:	<i>Summer 1998</i>	Estimated Cost:	<i>Varies</i>
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4. Create awareness.

Mailings. Coupon mailings could be made to office buildings and health care facilities about lunch spots in Pike/Pine. Mailings could emphasize Pike/Pine's close proximity to downtown and First Hill ("Bored with your lunch routine? Take a five-minute stroll through Freeway Park and find Pike/Pine restaurants like...").

Timing:	<i>Ongoing</i>	Estimated Cost:	<i>Varies</i>
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Advertisements. Promote area businesses through coupons/advertisements in neighborhood papers such as the Capitol Hill Times.

Timing:	<i>Ongoing</i>	Estimated Cost:	<i>Varies</i>
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Interior signs on Metro buses could promote Pike/Pine lunch spots, theaters, or retail. Messages might include: "Take Metro's #10 'Lunch Express' to Pike/Pine!" or "Dinner and a movie, anyone? Take the #10 to Pike/Pine!"

Timing:	<i>Summer 1998</i>	Estimated Cost:	<i>\$2,700 for 110 3-color interior signs</i>
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Pike/Pine Marketing Kits. As members of the committee have discussed, marketing kits describing Pike/Pine could provide a snapshot of the neighborhood to prospective businesses. The tool kit could include summary statistics about doing business in Pike/Pine, descriptions of other area businesses including quotes from business and property owners, and information about MoPP and other planning committee activities. This is another opportunity to enlist the help of marketing or business students from area universities and colleges.

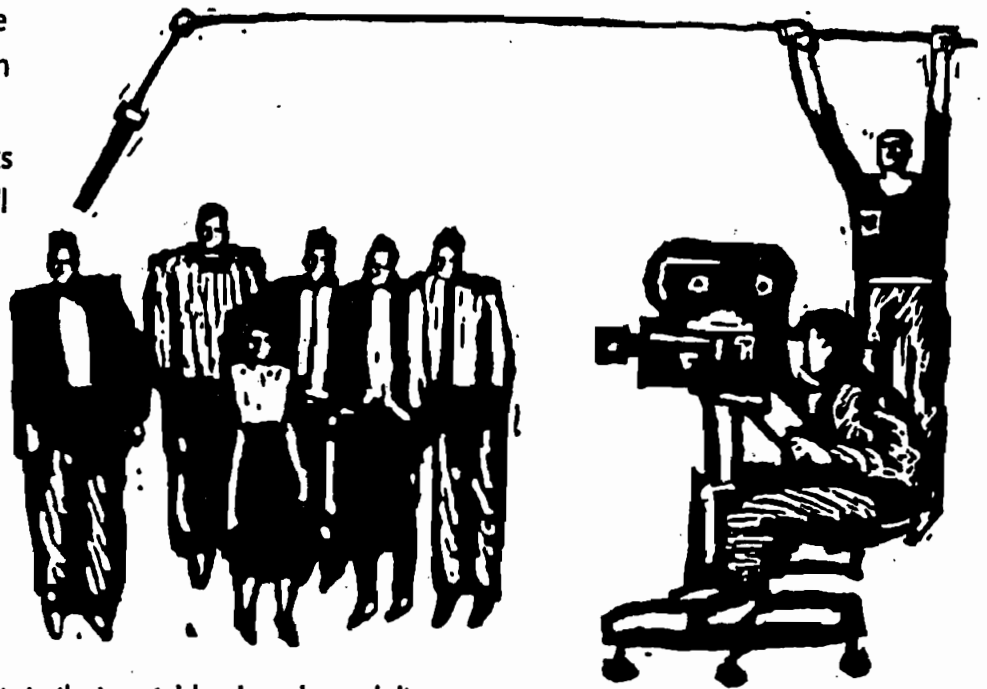
Timing:	<i>Fall 1998</i>	Estimated Cost:	
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A Pike/Pine Community Forum on
*The Future of
the Arts*

We want to hear your ideas for making Pike / Pine a mecca for artists, art-related businesses and institutions, and special arts events. Come to a forum on the future of the arts in Pike/Pine and the greater Capitol Hill / First Hill arts community!

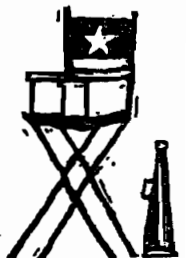
We hope to lay the groundwork for an enduring neighborhood Arts Council, which will work to promote the growth of an exciting arts community. We'll hear how arts organizations in West Seattle and Fremont have successfully encouraged the arts in their neighborhoods, and discuss issues such as:

- Increasing artist housing and studio spaces
- Developing more art and rehearsal/performance spaces
- Commissioning more public art in the neighborhood
- Producing local annual arts festivals
- Collaborating with the local business community



It's up to you!

When: Tuesday, April 21, 1998
6:00 - 8:00 p.m.
Where: The ARO.space Club (formerly Moe's)
Corner of Pike Street and 10th



This forum is sponsored by the Pike/Pine Neighborhood Planning Committee. With funding from the City of Seattle's Neighborhood Planning Office, the committee is developing a comprehensive long-range plan for the future of the Pike/Pine Neighborhood.

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Headings

by Matthew Stadler

RAYE C. RINGHOLZ, author of *On Belay!*, Elliott Bay, 101 S Main St, 624-6600, Thurs April 16, 7:30 pm, free. Ringholz's biographical huzzah to a ripe old mountaineer chronicles the life of 89 year-old climber Paul Betzoldt who is said to have said "there are old climbers and there are bold climbers, but there are no old bold climbers."

JANA HARRIS, author of *The Dust of Everyday Life*, University Bookstore, 4326 University Way NE, 634-3400, Thurs April 16, 7:00 pm, free. Harris's epic poem of the northwest puts rhyme and meter in service of grand sweeping plot and sumptuous characters—a startling pleasure!

PERSIMMON BLACKBRIDGE, author of *Prozac Highway*, and **LIZARD JONES**, author of *Two Ends of Sleep, Red and Black Books*, 432 15th Ave E, 322-7323, Thurs April 16, 7:30 pm, free. In last week's *Stranger*, reviewer Rebecca Brown called Persimmon Blackbridge's *Prozac Highway* "as funny as it is serious, as hopeful as it is sad, and as colorful and textured and many-voiced as the whole of Blackbridge's previous work." Blackbridge is joined by fellow Canadian Lizard Jones for this evening of international prose.

MARIS KUNDZINS, writer and artist, **CRAG HILL**,

BOOKS

Nutty Professor

Internationally renowned psycho-guru, political editorialist, and philosophical bad-boy **SLAVOJ ZIZEK** will be in town to address the psychopolitics of sexuality and the Internet in a lecture titled "Is it Possible to Traverse the Fantasy in Cyberspace?" Zizek, author of *Enjoy Your Symptom!*, *Looking Awry*, and *The Plague of Fantasies*, will try to get his audience off in a wild romp through film, philosophy, politics and VR technology, displaying intellectual verve and wit of manic proportions. Also expect some hostility from the crowd: Zizek is notorious for raising the hackles of stodgy conservatives and New Age cybernerds alike. Let's just hope the evening isn't dominated by academic wonks—get your mind in gear, bring your friends, and enjoy "the best intellectual high since *Anti-Oedipus!*" *Slavoj Zizek lectures in the Architecture Hall, Architecture Building, University of Washington, 543-4180, Tuesday April 21, 7:00 pm, free.*—PAUL AXELROD



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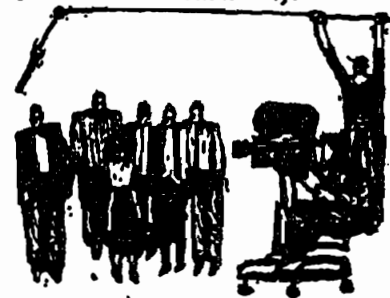
A Pike/Pine Community Forum on

The Future of the Arts

We want to hear your ideas for making Pike / Pine a mecca for artists, art-related businesses and institutions, and special arts events. Come to a forum on the future of the arts in Pike / Pine and the greater Capitol Hill / First Hill arts community!

We hope to lay the groundwork for an enduring neighborhood Arts Council, which will work to promote the growth of an exciting arts community.

It's up to you!



When: Tuesday April 21 7:00

6:00 - 3:00 pm

Where: The ARD space Club (formerly Mor's)
Corner of Pike Street and 10th



For more information, please contact the Pike/Pine Neighborhood Plan Hotline at 624-4368.

News Release

FOR IMMEDIATE RELEASE
April 9, 1998

CONTACT:
Jennifer Harris, (206) 727-3424

COME TO A PIKE/PINE COMMUNITY FORUM ON THE FUTURE OF THE ARTS

The Pike/Pine Neighborhood Planning Committee invites the community to a forum on arts and culture in the Pike/Pine neighborhood and the wider Capitol Hill/First Hill community. The forum will be on Tuesday, April 21, from 6 to 8 p.m., at the ARO.space Club, 925 E. Pike St.

The forum is intended to lay the groundwork for an enduring neighborhood Arts Council, which will work to promote the growth of an exciting arts community. Members of arts organizations in West Seattle and Fremont will discuss how they have successfully encouraged the arts in their neighborhoods. The forum will also cover issues such as:

- Increasing artist housing and studio spaces
- Developing more art and rehearsal/performance spaces
- Commissioning more public art in the neighborhood
- Producing local annual arts festivals
- Collaborating with local businesses on arts events.

With funding from the City of Seattle's Neighborhood Planning Office, the Pike/Pine Neighborhood Planning Committee is developing a comprehensive long-range plan for the future of the Pike/Pine neighborhood.

#

A Pike/Pine Community Forum on
The Future of the Arts
April 21, 1998

Agenda

Introduction

Jennifer Harris, Pike/Pine Arts Committee
Greg Waddell, Carlson Architects

Building a foundation for a community arts organization
Group discussion with guest panelists

What could an arts organization do for our community?
Examples: Artist housing ■ Performance spaces ■ Business-related arts events
Group discussion with guest speakers

Next steps

Jennifer Harris, Greg Waddell

**A follow-up meeting to discuss
developing an arts organization will be held
April 28, 1998, 6 p.m.
ARO.space, 925 E. Pike**

See reverse for panelists' bios

Guest panelists

Bitsy Bidwell, Washington State Arts Commission

Ms. Bidwell is the Community Arts Development Manager for the Washington State Arts Commission, a position she has held for the past 11 years. She draws on her broad range of experience in the arts to provide assistance to local arts councils and commissions, organizations that produce and present the arts, artists around the state, and others. She regularly offers workshops on grant writing to constituents within the state and has presented this workshop to national and international organizations.

Before coming to Washington, Ms. Bidwell worked for the Idaho Commission on the Arts for more than 11 years and held a variety of positions including Artists-in-Residence Program Coordinator, grants administrator and manager for seven grants programs, Public Information Officer, and 504 Regulations (Handicapped) Accessibility coordinator. She has an artistic background in theater and costume design and has dabbled in most of the arts at one time or another.

Barbara Luecke, Fremont Arts Council

Ms. Luecke joined the Fremont Arts Council in 1989, when it was suggested that she and Peter Toms use the Arts Council as a vehicle to establish the Fremont Solstice Parade, a community art celebration. She served as treasurer for five years, and continues to sit on the board. Ms. Luecke was also the Project Coordinator for the Fremont Troll and the Canal Bench Project. In her other life, she is a Project Coordinator with the King County Public Art Program.

Edie Neeson, ArtsWest

Ms. Neeson is the Executive Director of ArtsWest, a West Seattle community arts organization. She came to the arts through theatre, working in a community theatre in West Seattle. She worked as operations manager for Intiman Theatre from 1985 to 1989, during a time when the theatre relocated from the former Second Stage to their present location at Seattle Center. Ms. Neeson was an ArtsWest Board Member from 1990 to 1993 and was hired part-time as coordinator in 1994. She has been the full-time Executive Director since 1996.

PIKE/PINE NEIGHBORHOOD PLANNING

STEERING COMMITTEE

501 - 19TH AVE. E. • SEATTLE, WA 98112 • EVENT HOTLINE: (206) 684-4368

News Release

FOR IMMEDIATE RELEASE

May 20, 1998

CONTACT:

Clark Pickett, (206) 448-6782

PIKE/PINE NEIGHBORHOOD READYING TO MAKE RECOMMENDATIONS TO CITY OF SEATTLE

The Pike/Pine Neighborhood Planning Committee invites the community to review its recommendations for short- and long-term neighborhood improvements on Wednesday, June 3rd. This meeting, which will be an informal open house, will be held from 6:30 to 8:30 p.m. at 1011 East Pike Street, next to Café Paradiso. After the meeting, the Planning Committee will submit its recommendations for short- and long-term actions to the City of Seattle's Neighborhood Planning Office.

"After two years of hard work, I think we have come up with a great set of recommendations," said Clark Pickett, chairman of the planning committee. "Business owners, residents, and people who work in the neighborhood all contributed to this effort. The plan reflects a balance among the priorities of all of these groups. The June 3rd open house is a chance for the community to confirm that we're headed in the right direction."

Among the recommendations in the draft plan are a reduction in the residential parking requirement to 1:1, extending a mixed-use zoning overlay to other parts of the neighborhood, and improvements to Boren Park. After a recent meeting drawing over eighty enthusiastic community members, the planning committee is also recommending forming a neighborhood arts council and establishing neighborhood-wide arts events.

"I love doing business in Pike/Pine," said Betsy Davis, owner of Portage Bay Goods and chair of the economic development committee. "We have a wonderful mix of independent businesses and a strong arts presence. The plan will help preserve what is already working and encourage future development that fits into the neighborhood."

#

PHASE 2 - Turning our goals into actions

In Phase 2, the Housing and Land Use Committee developed four goals: preserve and develop affordable and low-income housing, encourage housing diversity, encourage government funding, and improve public policy.

GOAL: Preserve and develop affordable and low-income housing

Highlights of recommended actions

- **Modify the Pike/Pine Overlay to remove the density limit for single purpose residential structures on some streets, and eliminate the building-by-building open space requirements of the Land Use Code.**
- **Extend the Pike/Pine Overlay to the C-2 zone for the purpose of allowing development of mixed-use structures.**
- **Modify the Pike/Pine Overlay to reduce the residential parking requirement to one space per unit, and permit further reductions in the number of spaces when the project will redevelop an existing property through Design Review.**
- **Expand the allowed distance between organizations sharing parking and allow the option of cooperative parking for residential uses.**
- **Create Residential Parking Zones.**
- **Allow reduced parking for low-income housing where the developer can show lower parking demand by the proposed tenants, or where the developer agrees to maintain a portion of the units at affordable rents.**

GOAL: Encourage housing diversity

No specific recommendations. Housing in Pike/Pine is already becoming more diverse through market forces. Recommendations related to the preservation of existing affordable units are listed elsewhere.

GOAL: Encourage government funding

Highlights of recommended actions

- Create a Pike/Pine Housing Task Force, or a standing housing subcommittee of P/PUNC.
- Expand the Transfer of Development Rights (TDR) Program so that rights from Pike/Pine properties can be sold to developers of downtown commercial properties.
- Create a program for owners of existing buildings with affordable rents to obtain assistance with building improvements.

GOAL: Improve public policy

Highlights of recommended actions

- Modify the Pike/Pine Overlay as recommended above.
- Develop more programmatic and financing tools to preserve existing affordable, unsubsidized housing.

PHASE 2 - Turning our goals into actions

In Phase 2, the Arts & Culture Committee decided to pursue two goals, developing an arts organization and establishing more arts events in the Pike/Pine neighborhood.

GOAL: Establish a community-based arts organization

The arts organization will:

- Advocate for the arts in the Pike/Pine Neighborhood
- Serve as a resource to artists in identifying live/work spaces.
- Develop venues for all art forms including visual, literary and performance.
- Provide and encourage outreach to diverse populations, specifically youth, minority groups, the elderly, and unknown artists.
- Sponsor/organize arts events within the Pike/Pine neighborhood and provide administrative support for an Arts Exchange Network.

Highlights of recommended actions

Short-term

- Set up an office: Acquire a computer and software; establish e-mail, voice mail and a web site; and find temporary office space.
- Organize a volunteer cadre.
- Inventory the artists and arts resources in the Pike/Pine vicinity.

Mid-term

- Obtain 501 (c) (3) nonprofit status.
- Collaborate with businesses and institutions towards more art and arts awareness

Long-term

- Establish a permanent Arts Center.
- Promote the retention, development and ownership of area buildings for art and art-related uses, including housing and live/work spaces.
- Establish art programs available to street youth.
- Cultivate diversity and independence in arts projects.

GOAL: continue to create, support and promote arts events and projects

Highlights of recommended actions

Short-term

- Organize and promote a neighborhood arts festival during Summer 1998, including an "arts exchange."
- Coordinate a "Night Lights" event during the 1999 Fringe Festival.
- Extend "Arts Orbit" to include alternative venues for arts, such as cafes.
- Organize a volunteer cadre.

Mid-term

- Install art-topped kiosks on sidewalks, for handbills and posters.
- Acquire trash cans and utilize cans as media for local artists.
- Develop more venues for art and arts activities.

Long-term

- Expand annual summer arts festival
- Expand "Night Lights" event.

PHASE 2 - Turning our goals into actions

The goals created by the Economic Development Committee fall into three main areas: 1) maintain Pike/Pine's existing retail culture, 2) market and promote the business district, and 3) collaborate with other organizations to create an attractive, pedestrian friendly environment in which businesses thrive.

GOAL: Maintain the existing retail culture of the Pike/Pine neighborhood.

Highlights of recommended actions

Short-term

- Increase area business membership in the Merchants of Pike/Pine (MOPP).
- Increase coordination between MOPP, the Broadway BIA and the Capitol Hill Chamber of Commerce.

Mid-term

- Explore ways to keep rents affordable to support small, independent businesses.

Long-term

- Expand MOPP's influence.
- Consider formation of a Public Development Authority, Community Development Corporation, Community Land Trust or other organization to achieve rent affordability and business ownership goals.
- Perform ongoing outreach to property owners to relate business district vision and goals. Get landowners on board with list of needs/wants.

GOAL: Support the business district through marketing and promotions

Highlights of recommended actions

Short-term

- Create temporary kiosks to use for advertising and community notices, drawing on the arts community for design support.

- Work with area merchants to get commitment for "Moonlight Madness" - one night per week late hours (9pm Thursday). Sponsor a kick-off event.
- Promote awareness of parking options, especially for neighborhood events.

Mid-term

- Market the neighborhood through a marketing kit, web page, and a directory of area merchants and restaurants.

Long-term

- Establish permanent kiosks in locations throughout the neighborhood.
- Promote greater balance of daytime and nighttime, encouraging merchants to stay open until 9 p.m.
- Market to area outside neighborhood to attract larger audience.
- Perform further economic analysis to tailor marketing efforts.

GOAL: collaborate with other organizations to create an environment in which businesses thrive.

Highlights of recommended actions

Short-term

- Coordinate with Urban Design Committee to make intersections on Pike and Pine more pedestrian-friendly.
- Obtain additional trashcans and pick-up from city for Pike/Pine corridor. Solicit local artists or students to decorate trash cans.

Mid-term

- Repair, replace and widen existing sidewalks in the Business District and provide benches throughout the business district as new development occurs.

Long-term

- Coordinate with the Capitol Hill-Pike/Pine neighborhood parking study.

Key Integrated Strategies

During Pike/Pine's neighborhood planning process, community volunteers formed committees to prepare portions of the neighborhood plan addressing arts & culture, housing, economic development, land use, urban design, human services, and transportation. When taken together, many of these committee recommendations form integrated strategies for reaching a common goal. The Pike/Pine neighborhood has developed three of these strategies.

Strategy 1 - Strengthen the

Neighborhood's Mixed-use Character

Pike/Pine is a lively neighborhood thanks to its mix of residents, restaurants, retail businesses, and other commercial and manufacturing activity. Many of the actions recommended in Phase 2 Neighborhood Planning focused on strengthening this diversity by encouraging reasonably-priced housing, promoting the business district, preserving the neighborhood's architectural character, increasing art-related facilities and activities, and creating a pedestrian-oriented environment.

Recommendations:

- **Modify the Pike/Pine Overlay** to remove the 1:400 density limit for single purpose residential structures on the north/south streets, to eliminate the building-by-building open space requirement of the Seattle Land Use Code. Also modify the Overlay to include a Community Heritage District that would provide

preservation incentives and design review for the rehabilitation and remodeling of existing structures.

- **Develop the Seattle Police parking lot on 12th Avenue East** as an affordable mixed-use project, and work with Capitol Hill Housing Improvement Group to identify and develop sites for other affordable mixed-use projects.
- **Increase the parking supply** by implementing improved on-street parking management, introducing some angle parking, and enforcement and consolidating loading/restricted-parking zones. Also, modify the Pike/Pine Overlay to reduce the residential parking requirement to one space per unit.
- **Revise traffic-lane configuration** on East Pike Street and install crosswalks at specific intersections.
- **Promote and expand membership** in the Merchants of Pike/Pine business organization.
- **Establish a permanent arts organization** to promote arts activities and facilities
- **Work with non-profit organizations** in the community to identify opportunities for the co-location of their facilities. Such organizations could include non-profit housing groups, Merchants of Pike/Pine and other business groups, arts and culture organizations, human and social services organizations, and more.
- **Work with Washington State Convention & Trade Center (WSCTC)** to promote the neighborhood with activities such as distributing informational materials about the Pike/Pine Neighborhood and directing conventioners toward the shopping/entertainment opportunities in the neighborhood.
- **Install kiosks, banners and public art.**
- **Increase green space** on the north/south residential streets west of Broadway.

Strategy 2 - Strengthen the West End

Entry

The Interstate 5 freeway presents both a perceived and physical barrier between the Pike/Pine neighborhood and a thriving downtown. By enhancing the western entry to the neighborhood with urban design and public art techniques, the neighborhood will gain a stronger identity as a diverse area with unique opportunities for shopping, recreation and entertainment.

Recommendations:

- **Reconstruct Boren Park** to create a safe and attractive open space for residents and visitors to the neighborhood.
- **Extend public art installations** from the Washington State Convention and Trade Center (WSCTC) east on Pike Street to Minor Avenue.
- **Enhance the visual and pedestrian connections** into the neighborhood on Pike Street and Pine Street by the installation of public art, pavement features, landscaping, special street lighting and the lighting of specific building facades/domes.
- **Light the four columns in Pike/Boren Park** and improve park access, landscaping and furniture.
- **Enhance the intersections** of Minor Avenue/East Pine and Minor Avenue/East Pike by the installation of public art, pavement features, landscaping, special street lighting and the lighting of specific building facades/domes

strategy 3 - strengthen the Neighborhood core East of Broadway

The heart of the neighborhood lies between Broadway, 12th Avenue East, East Pine Street and Madison. The following recommendations would develop this area into a cohesive core of mixed-use buildings and pedestrian-friendly streets.

Recommendations:

- **Extend the Pike/Pine Overlay zoning boundary** to include the area zoned C-2 to allow the development of mixed-use buildings.
- **Change traffic patterns from two-way streets to one-way northbound** on 10th Avenue East from East Union Street to East Pine Street, and southbound on 11th Avenue East from East Pine Street to Madison Street.
- **Ensure the most efficient and effective use of street frontage** by consolidating loading/restricted-parking zones and providing diagonal parking on the revised one-way avenues and on East Union Street.
- **Expand sidewalk width** by four feet on 10th Avenue East, 11th Avenue East and the south side of East Pike Street.
- **Continue the installation of curb bulbs** to include all intersections in the core area.
- **Enhance pedestrian access across East Pine** between the core area, Bobby Morris playing fields, and the proposed Lincoln Reservoir Park.

Pike/Pine Community Open House: June 3, 1998

COMMENT FORM

Thanks for coming! Please take a few minutes to give your ideas about the planning committees' recommendations. Return this form to the box at the sign-in table or send it to the address on the back.

1. Do you live/work in the area?

Pike/Pine

Live

Work

First Hill

Live

Work

Capitol Hill

Live

Work

Other _____

Live

Work

2. Please share your thoughts on the recommendations from each committee. Rate your support of each recommendation as follows:

Strongly oppose	Oppose somewhat	No opinion	Support somewhat	Strongly support
1	2	3	4	5

Arts and Culture Committee

Recommendation	Rating (1-5)
Create an arts council	

Comments:

Urban Design Committee

Recommendation	Rating (1-5)

Comments:

Housing and Land Use Committee

Recommendations	Rating (1-5)
Create a Pike/Pine Housing Task Force, or a standing housing subcommittee of P/PUNC.	
Expand the Transfer of Development Rights (TDR) Program so that rights from Pike/Pine properties can be sold to developers of downtown commercial properties.	
Create a program for owners of existing buildings with affordable rents to obtain assistance with building improvements. It is recommended that the City consider use of City resources for a modest program of this type and that the City continue to explore as many options as possible to preserve housing affordable to	

The Future of the Arts: A Pike/Pine Community Forum
COMMENT FORM

Thanks for coming! Please take a few minutes to share your ideas about the possibility of forming a local community arts organization in the Capitol Hill/First Hill community.

1. Do you live/work in the community?

Pike/Pine

- Live
 Work

Capitol Hill

- Live
 Work

First Hill

- Live
 Work

2. Are you involved with the arts?

- Artist Arts-related business Arts-related organization

Please describe:

3. What is your interest in attending this forum?

4. Do you support the creation of a local community arts organization (i.e. arts council)?

Not at all Not very much Somewhat A great deal

If not, why not?

5. If you support the creation of an arts council, why do you think it's important? What would you like it to do? Please check each of the functions you would like an arts council to perform, and label the two most important as 1 and 2.

- ✓ *1 or 2*
- Increase artist housing and studio spaces.
- Produce local annual arts festivals.
- Commission more public art in the neighborhood.
- Develop more art and rehearsal/performance spaces.
- Collaborate with local businesses to organize arts-related events.
- Other: _____

Comments:

Join us for our Launching Party!

The Pike/Pine Neighborhood Planning Committee is celebrating the completion of our recommendations for short- and long-term actions and improvements, to be included in the draft Neighborhood Plan.

Among the recommendations are:

- Improving the pedestrian character of our streets
- Improving parking availability and management
- Improving Boren Park
- Maintaining existing independent businesses and improving the business environment
- Installing art-topped kiosks
- Forming a community based arts organization
- Amending code requirements to encourage affordable housing
- Extending the mixed-use zoning overlay to other parts of the neighborhood

Please join us at this open house and share your thoughts on these and other recommendations!

Pike/Pine Community Open House
Wednesday, June 3
5:30 to 8:30 p.m.
1011 East Pike, next to Cafe Paradiso

Draft Neighborhood Plans will be available at the open house, or may be reviewed at the Henry Branch Library at 425 Harvard Avenue East, the Capitol Hill Neighborhood Service Center at 501 19th Avenue East, the Seattle Central Community College library, and at Portage Bay Goods at 1121 Pike Street.

Written comments will be received until July 1st, and comments will be received at the July 1st P/PUNC-Planning Committee meeting. Questions? Please contact Philip Fujii at 684-8073.

Dear Mark: What do I think about your theory? What do I think?? I think you've let the goddamn cat out of the bag! I think you've opened Pandora's box!! DO YOU REALIZE WHAT YOU'VE DONE??!!

DO YOU?? Your little "Occurrence at Owl Creek Bridge" theory—that old literary wheeze where the protagonist is almost killed at the beginning of a story, walks around doing stuff, and then realizes, "Hey! I've been dead the whole time, dagnabbit!"—blows a gaping goddam hole in *ANY* little

theory that the writers for *Seinfeld* are nothing more than retarded-dred-ass APES! Even though this "Whoops, I'm dead" idea has been done before on series finales—like *Nerhart*, where the entire series was a dream within another sitcom, or on *St. Elmo's*, when we discover the show was imagined by an autistic kid—the idea that *Seinfeld*'s writers are actually "cognizant" and actually able to form cohesive thoughts, goes against *everything* I've written in the past TWO YEARS!! All my work—RUINED!! Thanks a whole hell of a lot, Mark!

But if what Mark sez is true, here's something even more horrifying! If the writers of *Seinfeld* are capable of linear thought processes, what does this say about *Home Improvement*? What does it say about *Caroline in the City*? What does it fawk say about *Dr. Quinn, Frontier Proctologist*? Are these shows actually brilliant, and we're the dummies? It's like the final scene in *Planet of the Apes*. Reality has gone down the crapper! The crazy people are running the asylum! Up is down! Down is up! Fawk is fuck!

Dear reader, YOU'VE got to help me! Either bunk or de-bunk Mark's theory and email your opinion to me (weir@thestranger.com)—and while you're at it, cc it to that troublemaker Mark (markmurphy@stanet.com) too! Who knows? Maybe we'll discover that in actuality, the final *Seinfeld* episode never really happened at all! Maybe we're the ones who are dead, and our personal Hell is to read my TV column week after week! Wahhhhh! I'm SCARED! ■

ensue in the video montage entitled "Look Out! for that Wheat-Thresher!"

8:00 7 *Touched by an Angel*: What's up with all this "angel touching," anyway? You know, if I want to be touched by an angel, I'll ask—OKAY!?! Till then, keep your goddam touchy-feely angel fingers off the Hump!

MONDAY, JUNE 1

8:00 11 *The New Love Boat*: When the ship is discovered to be listing to one side, Cap'n Robert Ulrich is horrified to learn it's because he's so tubby.

9:00 13 *Ally McBeal*: I think it's time to vote: Is Calista Flockhart (*Ally*) the cutest thing you've ever seen, or do you want to shove her head in the crapper?

TUESDAY, JUNE 2

8:00 22 *Buffy the Vampire Slayer*: Summer's comin' and it's time to get caught up on all the great *Buffy* episodes you've missed! Tonight: Buffy finds the perfect man, and—on, great! He's a vampire!



Join us for our launching party!

The Pike/Pine Neighborhood Planning Committee is celebrating the completion of our recommendations for short and long-term actions and improvements, to be included in the draft Neighborhood Plan. Please join us at this open house and share your thoughts on the recommendations:

Pike/Pine Community Open House
Wednesday, June 3rd
5:30 to 8:30 pm
1011 East Pike, next to Cafe Paradiso

If you have questions or would like to know where you can review the draft neighborhood plan. Contact Philip Fujii at 684-8073

The Stranger 5/28/98

MAYFIELD

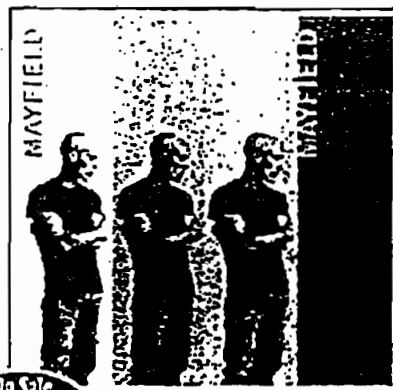


Mayfield includes Curt Smith of Tears For Fears

Performing at AROspace June 1st



THE NEW ALBUM ON SALE AT SILVER PLATTERS



On Sale \$12.85

Sale ends 6/8/98

Silver

NORTHGATE:
 9560 First Avenue NE,
 1/2 mile south of mall,
 524-DISC

SOUTHCENTER:

households earning between 50% and 80% of median income.	
Include the Pike/Pine neighborhood in those neighborhoods eligible for the 10-year tax abatement program.	
Remove the 1/400 density limit for single-purpose residential structures on the north/south streets off of Pike, Pine, and Broadway.	
Modify the requirement for a 13' ceiling in the commercial spaces of mixed-use structures by allowing an additional 4' of height to accommodate commercial ceiling height and increased space for residential use.	
Extend the Pike/Pine Overlay to the C-2 zone for the purpose of allowing development of mixed-use structures.	
Change the Design Review Guidelines so modulation, as defined by the Land Use Code, is not required if a building is articulated to the Board's satisfaction.	
Allow the option of seeking code departures through the Design Review process for rehabilitation or redevelopment projects.	
Eliminate the building-by-building open space requirements of the Land Use Code by through the Pike/Pine Overlay.	
Modify the Pike/Pine Overlay to reduce the residential parking requirement to one space per unit, and permit further reductions in the number of spaces, through Design Review, when the project will redevelop an existing property.	
Expand the allowed distance between uses sharing parking.	
Allow the option of cooperative parking for residential uses.	
Create Residential Parking Zones.	
Allow reduced parking for low-income housing where the developer can show lower parking demand by the proposed tenants.	

Comments:

Economic Development Committee

Recommendation	Rating (1-5)

Comments: