



FINDING FREEWAY PARK

CONCEPT REPORT NOVEMBER 2017



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Michael Shiosaki, Director of Planning and Development

Seattle Department of Transportation:
Megan Hoyt

Seattle Department of Neighborhoods:
Ed Potthurst

The communities of First Hill, Capitol Hill, and Downtown Seattle that participated in workshops and offered valuable insights.



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EXECUTIVE SUMMARY

In 2017, Site Workshop led a public outreach process to study how best to repair, restore, and enhance Freeway Park. The Finding Freeway Park project was comprised of two scopes: determining improvements to the Park itself and determining improvements to public right-of-way (ROW) at seven entrances to the Park.

The project's public outreach process employed innovative strategies to transcend the standard "canned" outreach approach - the goal being to reach as many people as possible and to obtain feedback representative of the Park's diverse user groups. Outreach efforts included project marketing, web-based and on-site surveys, an on-site community chalkboard, open house style public meetings at the Park, targeted presentations to the senior community, and one-on-one interviews with the transient community.

The final design recommendations for Freeway Park are centered on the three pillars of Repair, Restore, and Enhance. The design recommendations aim to Repair the Park back to its baseline functionality and Restore its role as a safe and inviting urban oasis with strong physical connections to the surrounding community. New Enhancements were proposed to expand programming and amenities at the Park to further encourage year-round use.

Repair and Restore:

- Repair the fountains and find the means to have them running year-round
- Refresh planting throughout the Park and thin planting where appropriate
- Repair and replace wood on original Park benches
- Repair and replace paving where appropriate to restore the originally intended design aesthetic, increase accessibility, and maintain necessary drainage
- Bring back the Park restroom and upgrade it to a fully functional comfort station with multiple gender neutral restroom units
- Add pedestrian-scale lighting throughout the Park
- Restore functional wayfinding throughout the Park
- Define the 12 entrances to the Park and restore their roles and safe and inviting gateways

Enhance:

- Bring in new and more frequent programming to the Park to increase year-round activation (music, events, food trucks, etc.)
- Enhance privately-owned public spaces to create the feel of a continuous park
- Use non-permanent, rotating, and seasonal art installations to draw people into the Park and enhance the overall Park experience
- Consider the installation of a café/information booth on WSCC or Park property
- Consider the temporary installation of a context appropriate play area within the Park
- Create iconic and artful gateways that draw people into and through the Park
- Improvements in the right-of-way to include new curb ramps and crosswalks, pedestrian-scale lighting, and pavement inlays

In October 2017, Site Workshop presented the Finding Freeway Park project and design recommendations to the Seattle Design Commission with the goal of leveraging a portion of the WSCC expansion public benefits package for Freeway Park. The project was approved unanimously by the Commission to become a substantial part of the public benefits package and Freeway Park is now slated to become a capitol improvement project through Seattle Parks and Recreation with \$10 million in funding.

This final report for the Finding Freeway Park project was submitted to the Freeway Park Association in November 2017. At this time, Site Workshop continues to develop final plans for the ROW improvements portion of the project scope. Planning for Park wayfinding in the ROW will continue in concert with SDOT's redesign of citywide signage in order to reduce the number of signage styles and information types. Further public outreach and design review, as well as a public RFQ process for the lead design consultant, will take place as this new capitol improvement project at Freeway Park is formalized.



1 INTRODUCTION



INTRODUCTION

Since its establishment in 1993 to help steward Freeway Park, the Freeway Park Association (FPA) has sought to address the underutilization of this iconic public space. Finding Freeway Park (FFP) is the most recent effort on behalf of FPA to activate the Park through a robust public outreach process and documentation of design recommendations. The FFP project solicited design recommendations for the following:

- Improved connections from the surrounding streets that will help visitors on foot and bike navigate easily and safely toward Park entrances.
- Enhancements to the Park's 12 entrances so that they are clearly visible, inviting, and reflect the Park's iconic nature.
- Improved wayfinding throughout the Park that will help visitors navigate the pathways and clearly mark the 12 exits in the Park.
- Improved lighting throughout the Park that responds to community concern regarding public safety after dark and highlights the Park's unique landscape architecture.
- Concepts for new amenities in the Park that would give visitors a reason to stay in the Park rather than use it as a thoroughfare.

The FFP project was funded through the Seattle Department of Neighborhoods Neighborhood Matching Fund. In conjunction with FFP, the Seattle Department of Transportation (SDOT) initiated a separate project funded through the Neighborhood Street Fund to make ROW improvements at seven prominent entrances to Freeway Park. These ROW improvements include at-grade paving treatments at the entrances, pedestrian lighting at or near the entrances, specialty crosswalk markings at controlled crosswalks adjacent to the Park, and wayfinding signs.

Both of these projects were organized around an intensive public outreach and planning process between April and October 2017. This report provides a summary of this public outreach process and presents the design recommendations for Freeway Park that were developed through this community engagement.

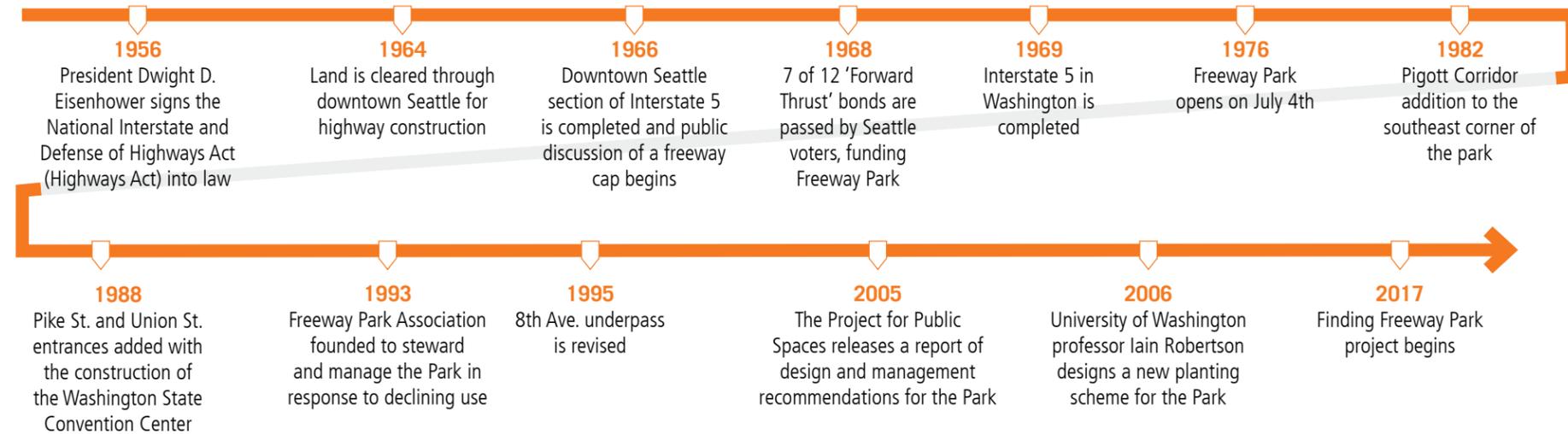
Part 1 of this report sets the context for this project through the Park's history, an introduction to the Park's lead designer, Lawrence Halprin, and a summary of a previous Park study by the Project for Public Spaces. This section also describes the FFP project, including the design principles that evolved through the public outreach process.

Part 2 presents the design recommendations for Freeway Park and the adjacent ROW improvements that were synthesized through the public outreach process. The concept plans and design visualizations in this section are organized around FPA's goals for improved connections, entrances, wayfinding, lighting, and amenities for the Park. These design recommendations are not definitive prescriptions, but rather present conceptual approaches and programming strategies to help direct future design processes at the Park.

Part 3 summarizes the public outreach and community engagement processes that were the heart of the project. With the goal of going above and beyond the typical "canned" outreach approach, public input was intercepted through a series of tactical interventions at the Park, on-site community meetings, and through online surveys. Additional outreach included a 'night walk' in the Park, participation in the Seattle Design Festival, one-on-one interviews with transient users of the Park, and presentations to senior communities in the adjacent First Hill neighborhood.

The appendix includes an outline of a \$10 million budget for Park improvements, which has now been secured through the Washington State Convention Center (WSCC) expansion public benefits package, and a proposed schedule for the project moving forward. It is worth noting that the \$10 million secured for this future capitol improvement project was the result of the FFP project. All of the community meeting boards have been scanned and included in this section for reference.

PARK HISTORY



Interstate 5 construction cut through Seattle, clearing 4,500 parcels along more than 20 miles of the route.



The advocacy of local couple, attorney James Ellis and his wife Mary Lou Ellis, helped approve "Forward Thrust" bond propositions.



Lawrence Halprin & Associates were chosen to design Freeway Park because of their work on Portland's Open Space Sequence. Left: Designer Lawrence Halprin, Right: Project Manager Angela Danadjieva



Freeway Park opened July 4, 1976 to great acclaim, and was a tremendously popular place to sunbathe and gather.

LAWRENCE HALPRIN

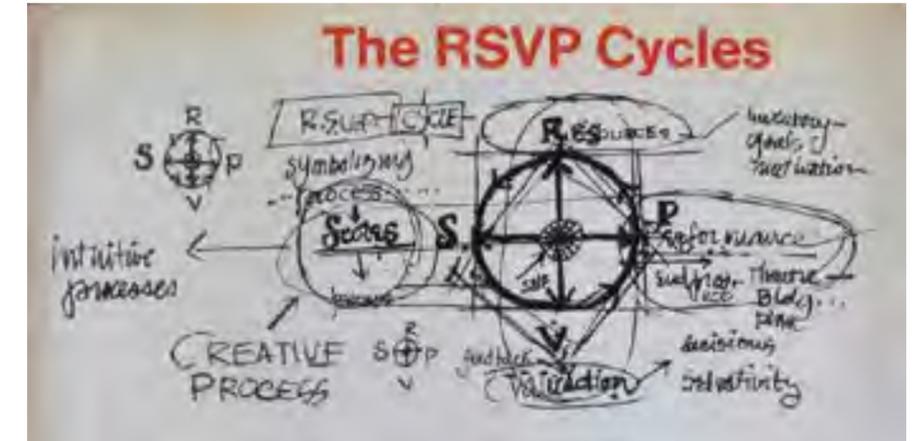
RSVP Cycles

Lawrence Halprin's work was inexorably connected to exploring and valuing the performance of public space. Halprin's practice was most active across the San Francisco Bay Area in the 1960s and 1970s where he designed Ghirardelli Square in San Francisco and Sea Ranch in Sonoma County. Halprin also taught at the College of Environmental Design at the University of California, Berkeley. During this time, Halprin's work began to more closely investigate the design process and he eventually developed the RSVP Cycles to incorporate its multidimensional aspects:

- Resources: 'What you have to work with'; human and physical resources and their motivation and aims.
- Scores: Describe the process leading to the performance.
- Valuation: Analyzes the results of action and possible selectivity and decisions. The term 'valuation' is one coined to suggest the action-oriented aspects of 'V' in the cycle.
- Performance: The resultant of scores and the 'style' of the process.

Each of these elements are meant to describe the procedures inherent in the creative process, provide feedback to one another, and make communication possible. Halprin viewed a goal-oriented approach in community design to be a "confusion between motivation and process", and sought to create a design framework within which designers could remain process-oriented. Halprin held workshops which engaged the public in planning spaces and allowed them to feel involved in the design of their community.

The project team approached the Finding Freeway Park project with an emphasis on the iterative nature of public participation, remaining flexible as more public feedback became available. The concept ideas in this report represent the project's development at a moment in time. Public comment, and discussions with a number of stakeholder groups, will continue to be added to the conversation. The project team will be continuously learning about this legacy landscape.



Design of Freeway Park

Freeway Park was an innovative, precedent setting response to the gash that Interstate 5 had dramatically cut through central Seattle. Halprin's primary goal for the project was to stitch the city back together over the freeway chasm. The Park design inspired many other freeway lid projects in the decades after its completion. The visionary legacy of the Park continues today as advocacy groups in Seattle gain traction to continue the lid of I-5.

Halprin described the Park as "a garden born from the freeway", a place intending to provide respite from the city and its traffic, a meditative garden whose fountains would drown out the noise of the freeway coursing below it. The Park serves multiple functions as a piece of infrastructure bridging three neighborhoods severed by the Interstate while also providing a taste of nature in Seattle's urban core. The restrained material palette of board-formed concrete and deep green plantings was intentionally limited in order to calm the senses. Halprin intended in every way for the Park to be a place of urban respite.

PREVIOUS STUDY

In response to the declining use of the Park and perceived safety issues, Seattle Parks and Recreation and Freeway Park Association previously hired Project for Public Spaces (PPS) to assess and evaluate the Park. This was the first formal effort to survey stakeholders and develop design solutions for the contemporary audience of the Park. This process produced a vision and activation plan issued in January 2005. Stated objectives of the PPS project were:

- Ensure that Freeway Park is well-managed and funded
- Improve the Park while respecting its original design elements
- Make Freeway Park a regional destination
- Make the Park more active more often
- Improve access to the Park
- Enhance the relationship between the 'inner' and 'outer' Park
- Expand the Park
- Begin implementing short-term changes

PPS made several park-wide recommendations as well as recommendations for specific regions of the Park. Based on their focus groups and analysis, park-wide recommendations included looking to other organizations' strategic mixing of private and public funding to support renovation, maintenance, and programming of the Park. PPS suggested adapting the Park's design to accommodate additional and new activities and increase visibility. Specific proposals included modifying various concrete elements which block views and even removing fountains.

PPS recommended that the Park develop strategies to accommodate more activities - places for outdoor dining, play areas for children, comfortable and colorful chairs and benches, lawn games, concerts, and seasonal lighting. Vending carts or smaller temporary interventions could test the viability of different activities before investing in more permanent structures. PPS also suggested that the Park could benefit from seasonal horticultural displays, adding a recreational and educational benefit to the park.

The report advised that all of the Park's entrances could be improved by extending sight lines, removing select walls, thinning landscaping, and adding art, light, and signage. Pedestrian-scale lighting and dramatic lighting for planting and water features were recommended to enhance the Park experience.

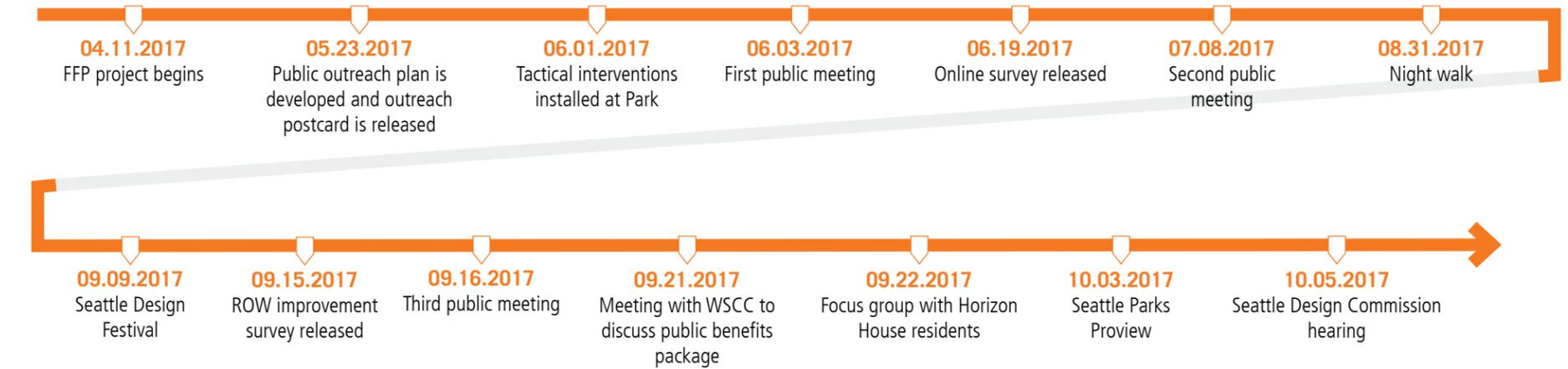
Many of PPS's proposed interventions would significantly alter the architecture of the original Park design and its later additions, thereby providing a launch pad for discussion on how much the Park can or should change in response to evolving community needs. In contrast to the recommendations by PPS, the design recommendations of the Finding Freeway Park project focused on adding elements to the Park as necessary, rather than removing Park structures.

The work of PPS was helpful in identifying zones within the Park to spatially organize improvement ideas and ultimately the report provided a starting point for the Finding Freeway Park project to build from.



Rendering by PPS suggesting the removal of the Cascade Fountain and several original walls.

PROJECT TIMELINE + DESIGN APPROACH



It was important for the project team to create a design framework which everyone could reference to create a consistent voice and approach. An initial set of design principles were formed early on to help guide the public outreach process:

- Physical improvements will be integrated with the existing Park design, enhancing the Park's iconic nature
- Stronger connections and wayfinding, as well as a balance of active and passive spaces, will support safety and increase use while maintaining the Park's sense of tranquility
- Improvements will be equity-driven, following Halprin's original intent that Freeway Park be 'a park for everyone'

The public outreach process yielded a wealth of feedback, giving a voice to the public's desires and priorities for the Park. The three-pronged approach of Repair, Restore, Enhance, has since been used to frame and prioritize design recommendations to be funded through the Washington State Convention Center expansion public benefits package.

Repair

Freeway Park is well-loved and has made a strong imprint on the cultural psychology of Seattle. Repair of Park elements to bring the Park back to its baseline functionality will encourage year-round use, 7 days a week.

Restore

It is important to strengthen the Park's physical connection to the surrounding community; this will promote its role as a beautiful green respite to an ever-more-dense downtown.

Enhance

Contemporary enhancements would expand programming and provide a versatility of use, allowing for multiple reasons to visit, linger and enjoy the Park's unique environment.



2 CONCEPT PACKAGE

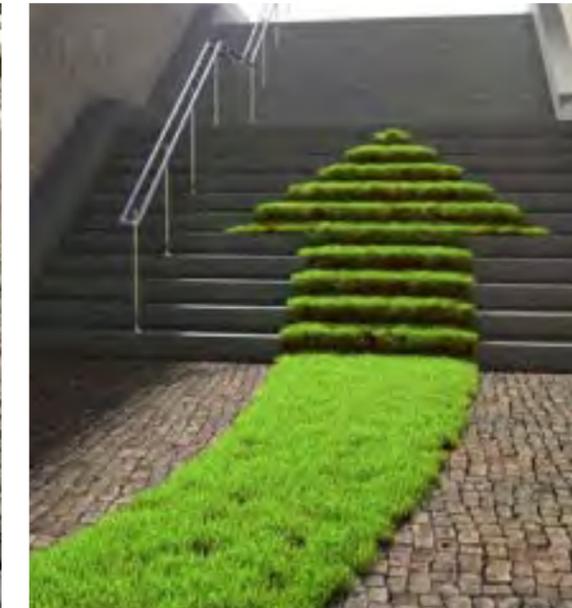
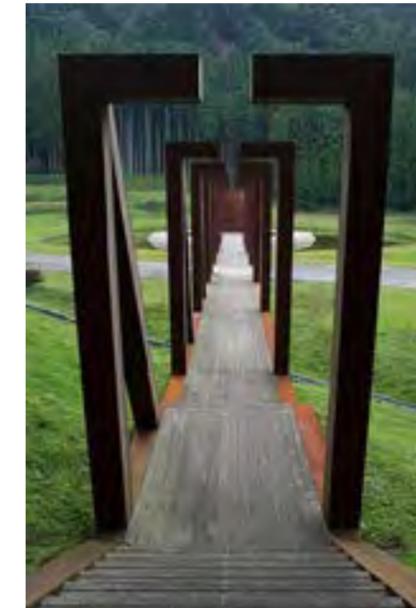
FREEWAY PARK ENHANCEMENTS

Through the public outreach process, consensus developed that the Park must be repaired and restored to address baseline functionality. Repairing the fountains, thinning and restoring planting, and renovating the restroom are all critical steps to making the Park a great place to visit and spend time. However, contemporary physical enhancements to the Park are less easily prescribed. The Park is a legacy landscape and a master work of an internationally renowned designer; the thoughtful integration of new elements and programs is paramount.

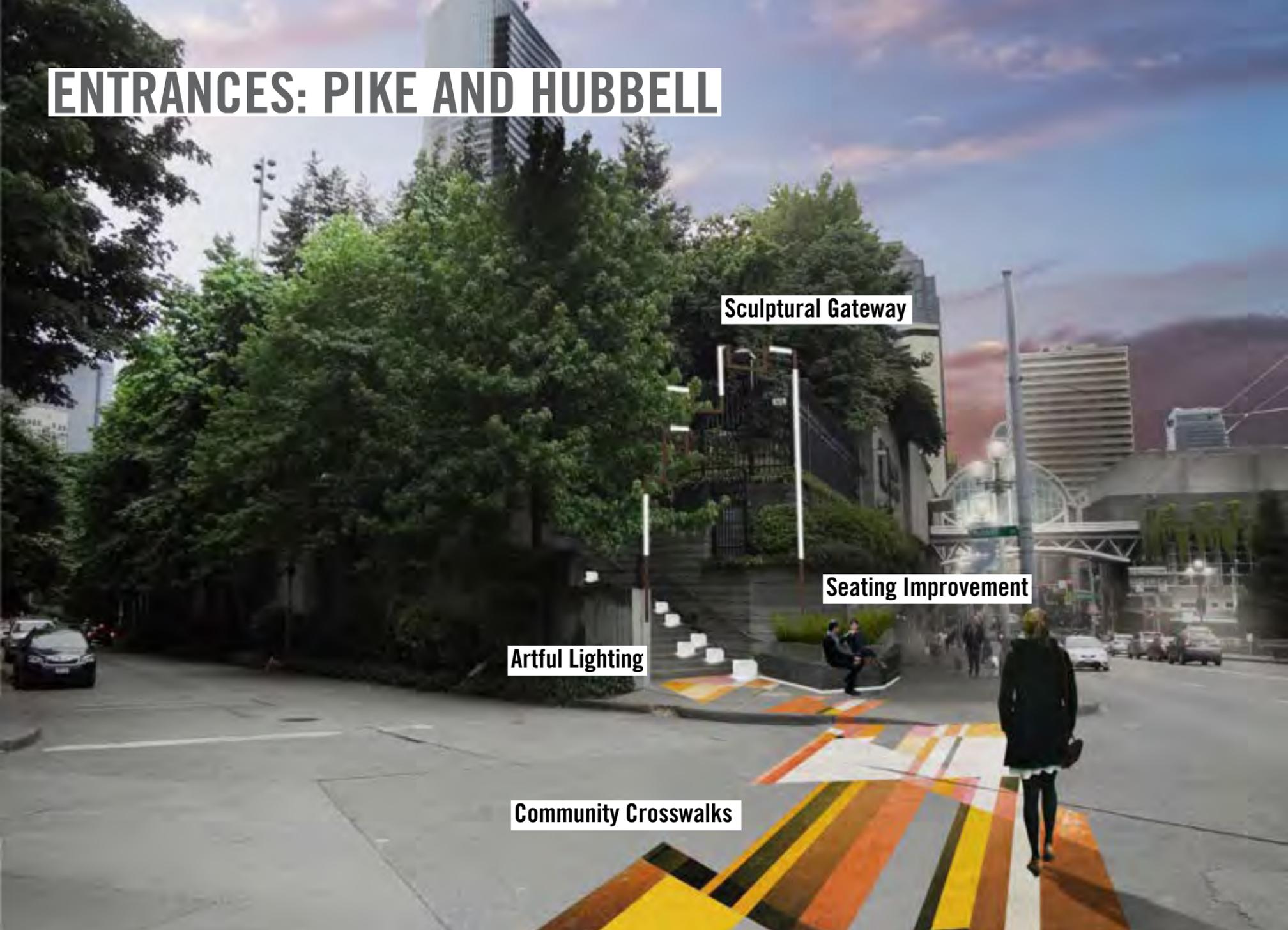
Design recommendations for Park enhancements include the entrances, wayfinding, lighting, and amenities - as solicited by the original Finding Freeway Park project scope. Various design ideas for each of these categories evolved over the course of the project. The conceptual plans and visualizations that follow represent a moment in time at the culmination of the FFP project but preceding a much more substantial design process to come; they are by no means finalized designs. These design recommendations should rather be observed as possible ways of enhancing the physical fabric of the Park to achieve the following distinct goals: get people into the Park, direct people through the Park, and encourage people to stay in the Park.

ENTRANCES

Precedents



ENTRANCES: PIKE AND HUBBELL



Sculptural Gateway

Seating Improvement

Artful Lighting

Community Crosswalks

PIKE AND HUBBELL



Artful Lighting

9TH AND UNIVERSITY

Illuminated Wayfinding

FREEWAY PARK

Wayfinding Marker

Seating Improvement

Pavement Treatment

8TH AND SENECA

Wayfinding Marker

Pavement Treatment

Community Crosswalks

8TH AND SENECA (AT PARK)



Wayfinding Marker

Pavement Treatment

SENECA AND HUBBELL



Artful Lighting

Wayfinding Marker

Pavement Treatment

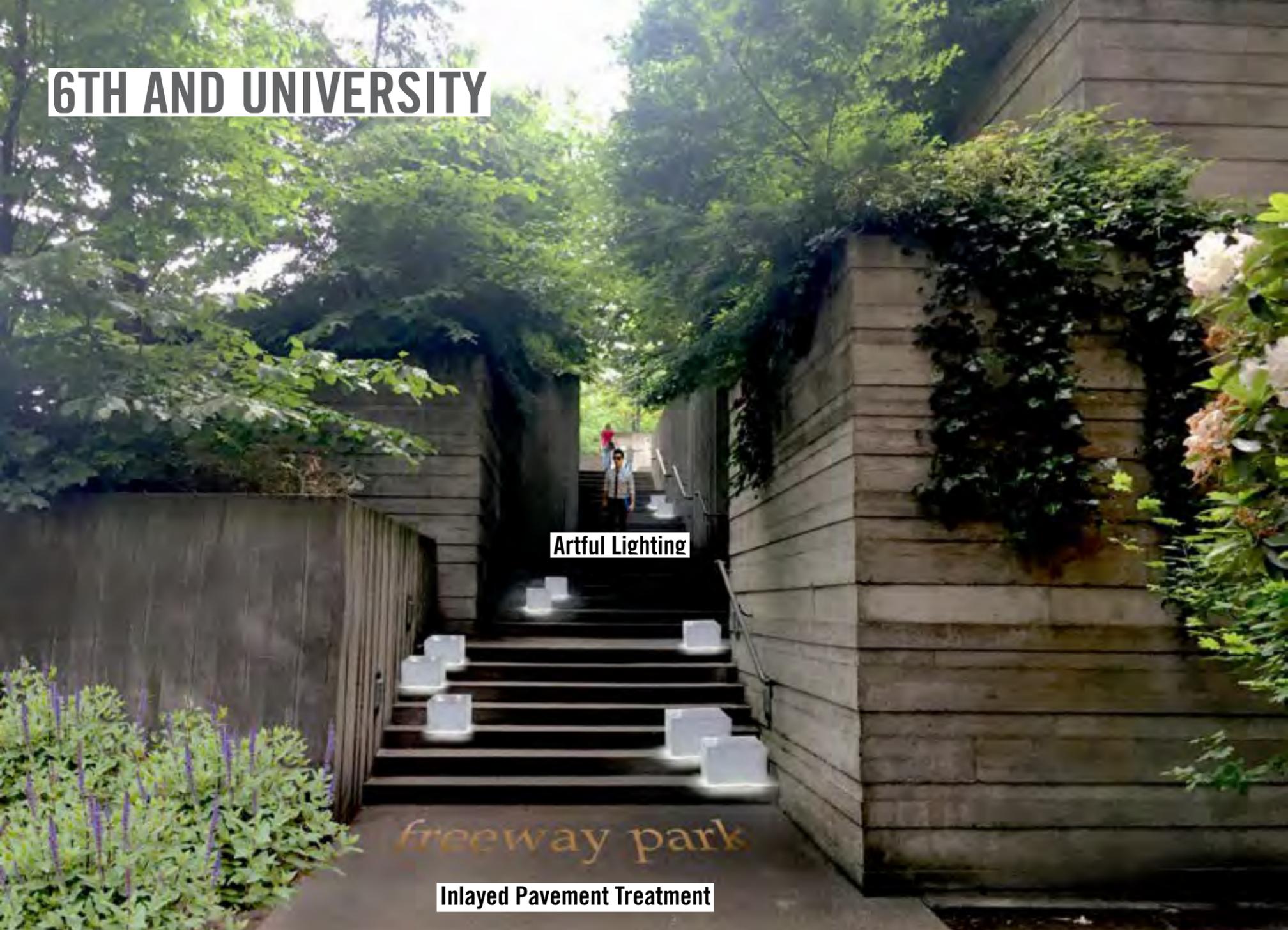
6TH AND SENECA



Sculptural Gateway

Pavement Treatment

6TH AND UNIVERSITY



Artful Lighting

Inlaid Pavement Treatment

7TH AND UNION

Illuminated Wayfinding

Wayfinding Marker

Community Crosswalks



7TH AND UNION

Illuminated Wayfinding

FREEMAN PARK

Pavement Treatment

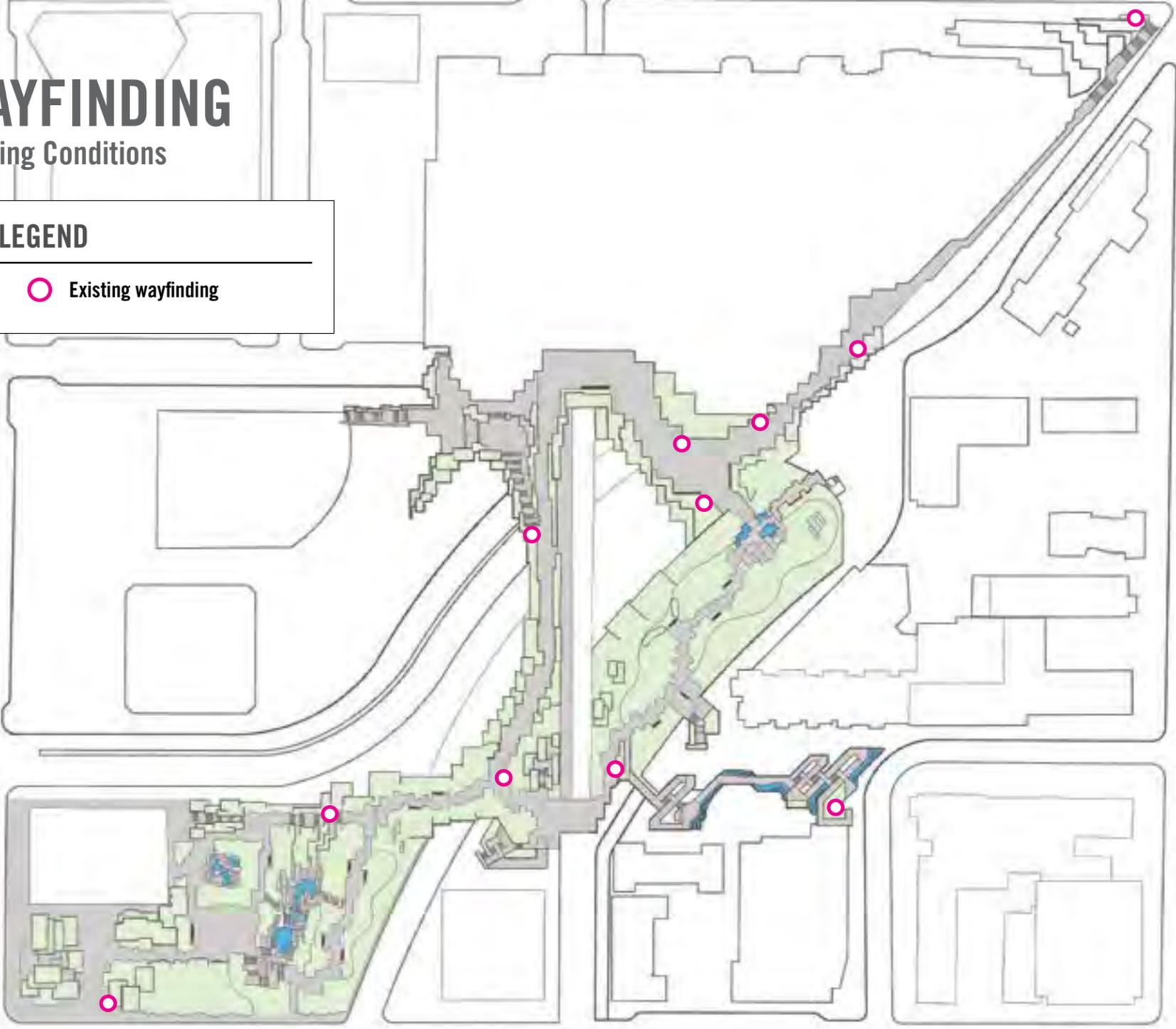


WAYFINDING

Existing Conditions

LEGEND

- Existing wayfinding

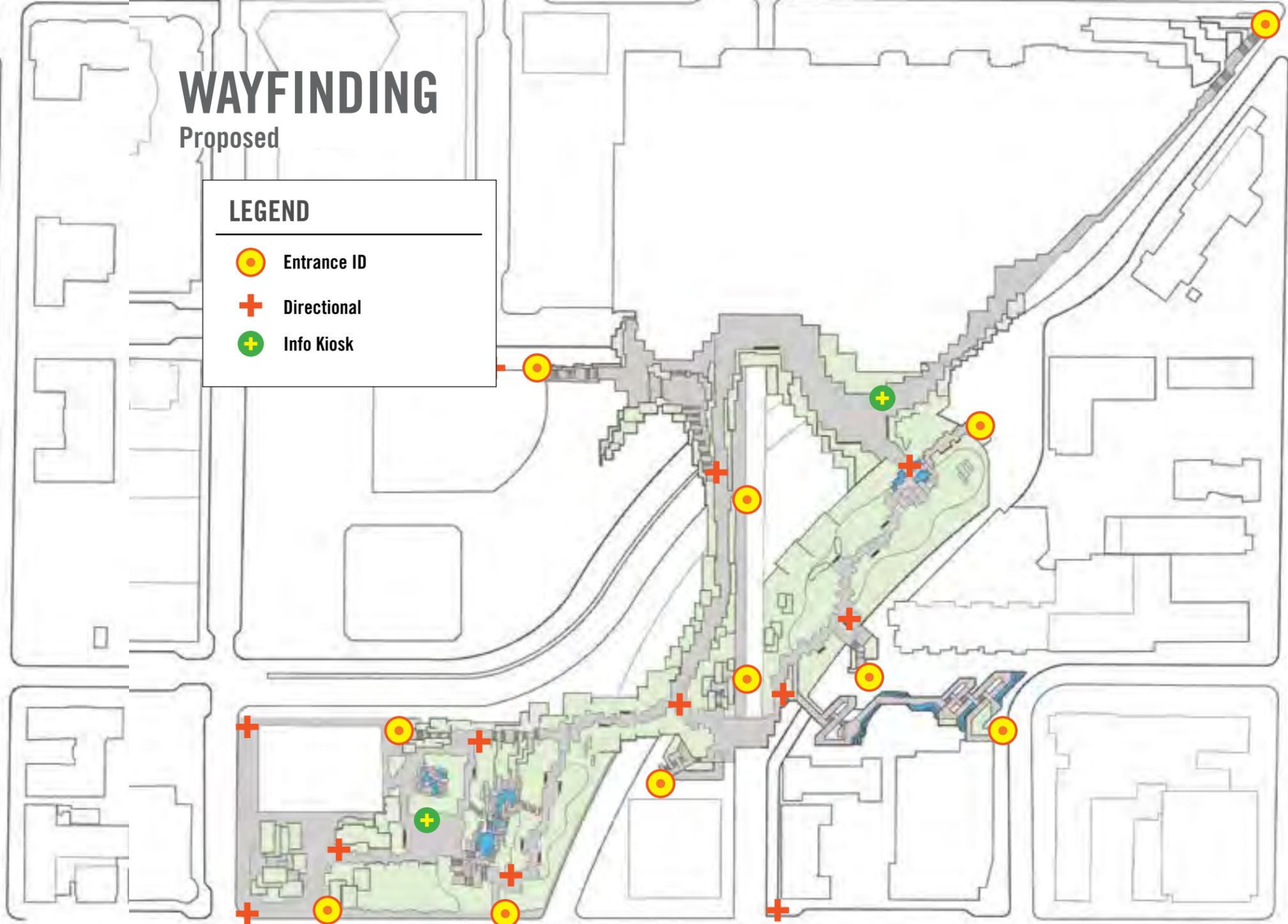


WAYFINDING

Proposed

LEGEND

- Entrance ID
- + Directional
- + Info Kiosk



WAYFINDING

Existing Wayfinding



Directional Pole



Kiosk



Wall-Mounted

WAYFINDING

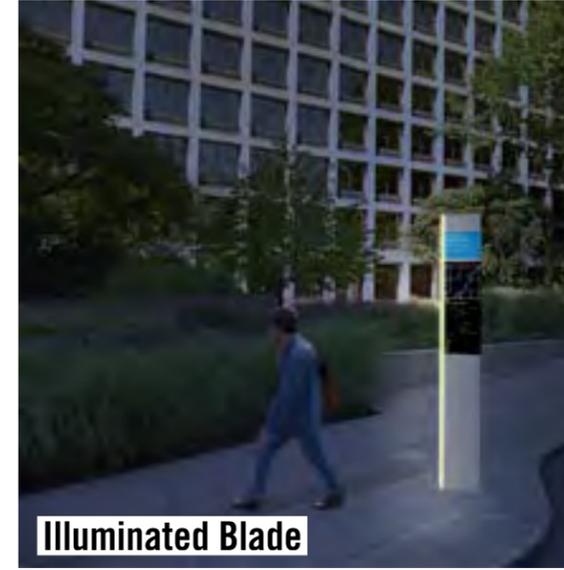
Proposed Wayfinding



Blade



Blade + Inlay



Illuminated Blade



In-Ground



Kiosk



Directional

LIGHTING

Existing Conditions

LEGEND

- Existing pedestrian light
- Dark Spot

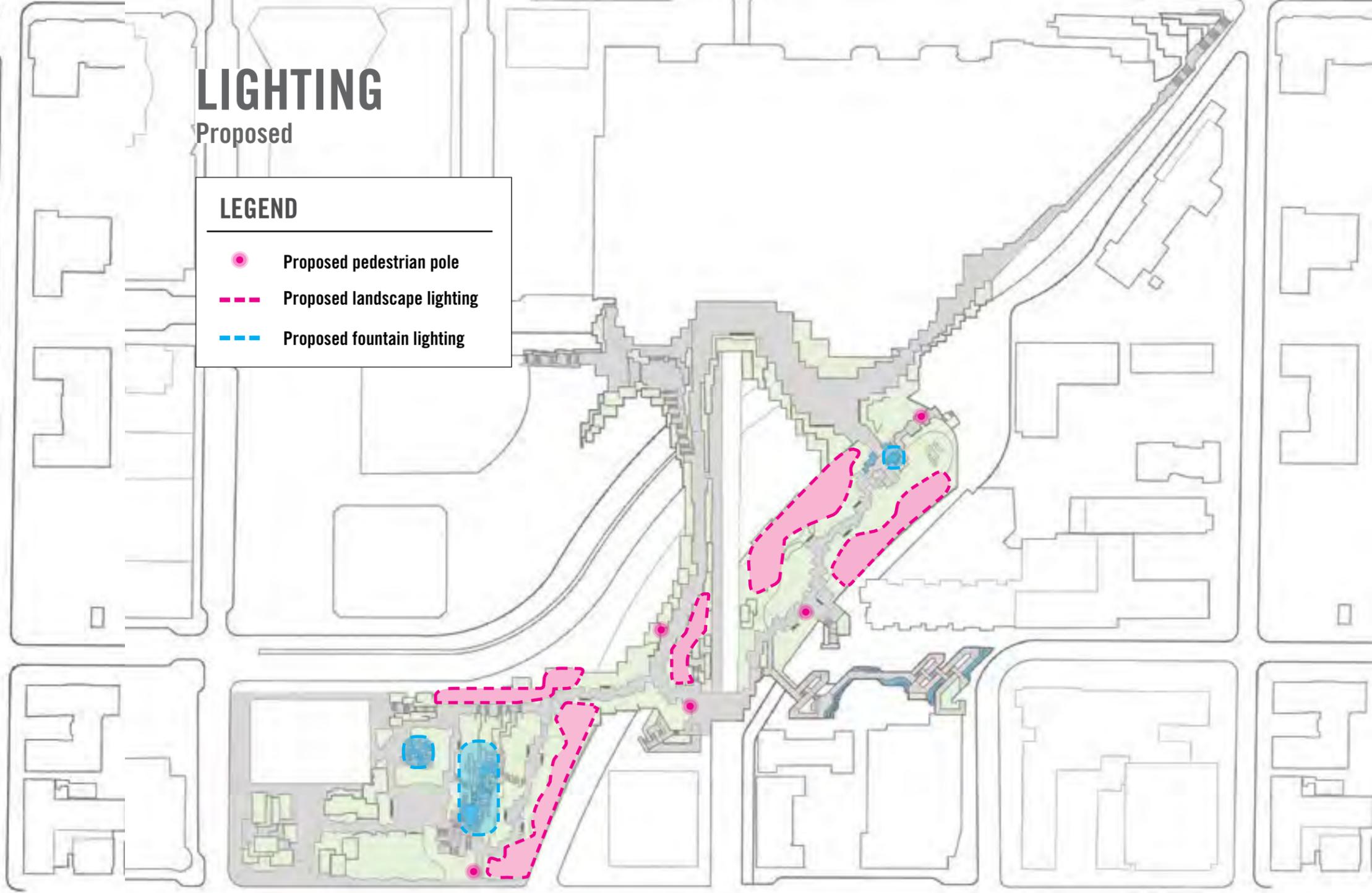


LIGHTING

Proposed

LEGEND

- Proposed pedestrian pole
- Proposed landscape lighting
- Proposed fountain lighting



LIGHTING

Existing Light Fixtures

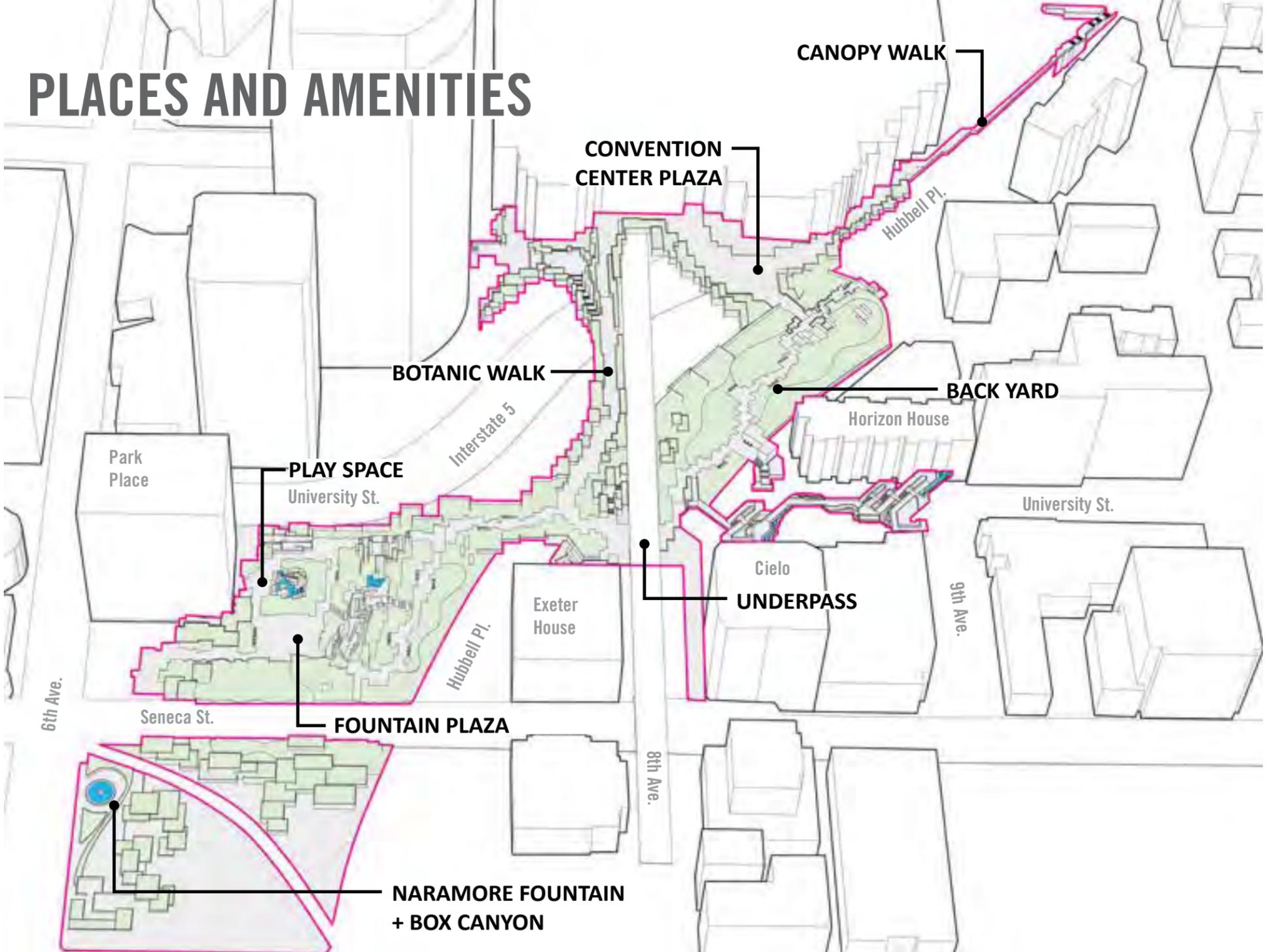


LIGHTING

Proposed Light Elements



PLACES AND AMENITIES



CANOPY WALK

Existing Condition

Goals

- Create an inviting and delightful entry to the Park at Pike St. on WSCC property
- Leverage the canopy-level placement of the walkway
- Utilize blank wall space for recreation or installations to help activate the walkway



CANOPY WALK

Concept Idea

Catenary Lighting

Mural Opportunity

CANOPY WALK

Concept Idea

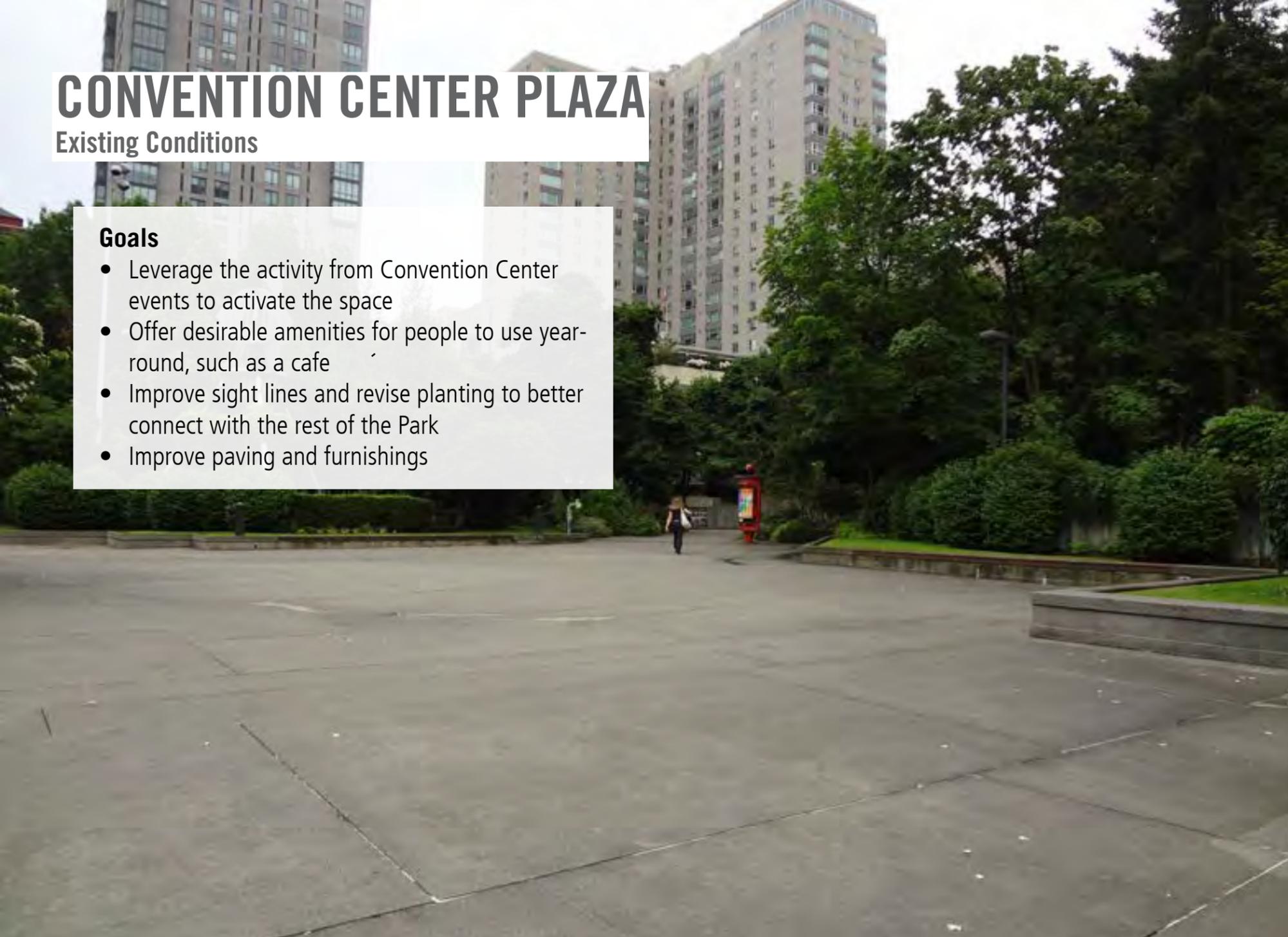
Low Bouldering Wall

CONVENTION CENTER PLAZA

Existing Conditions

Goals

- Leverage the activity from Convention Center events to activate the space
- Offer desirable amenities for people to use year-round, such as a cafe
- Improve sight lines and revise planting to better connect with the rest of the Park
- Improve paving and furnishings



CONVENTION CENTER PLAZA

Concept Idea



Café/Kiosk

Improved Seating

Open Lawn

Paving Improvement

CONVENTION CENTER PLAZA

Precedents - Café/Kiosk

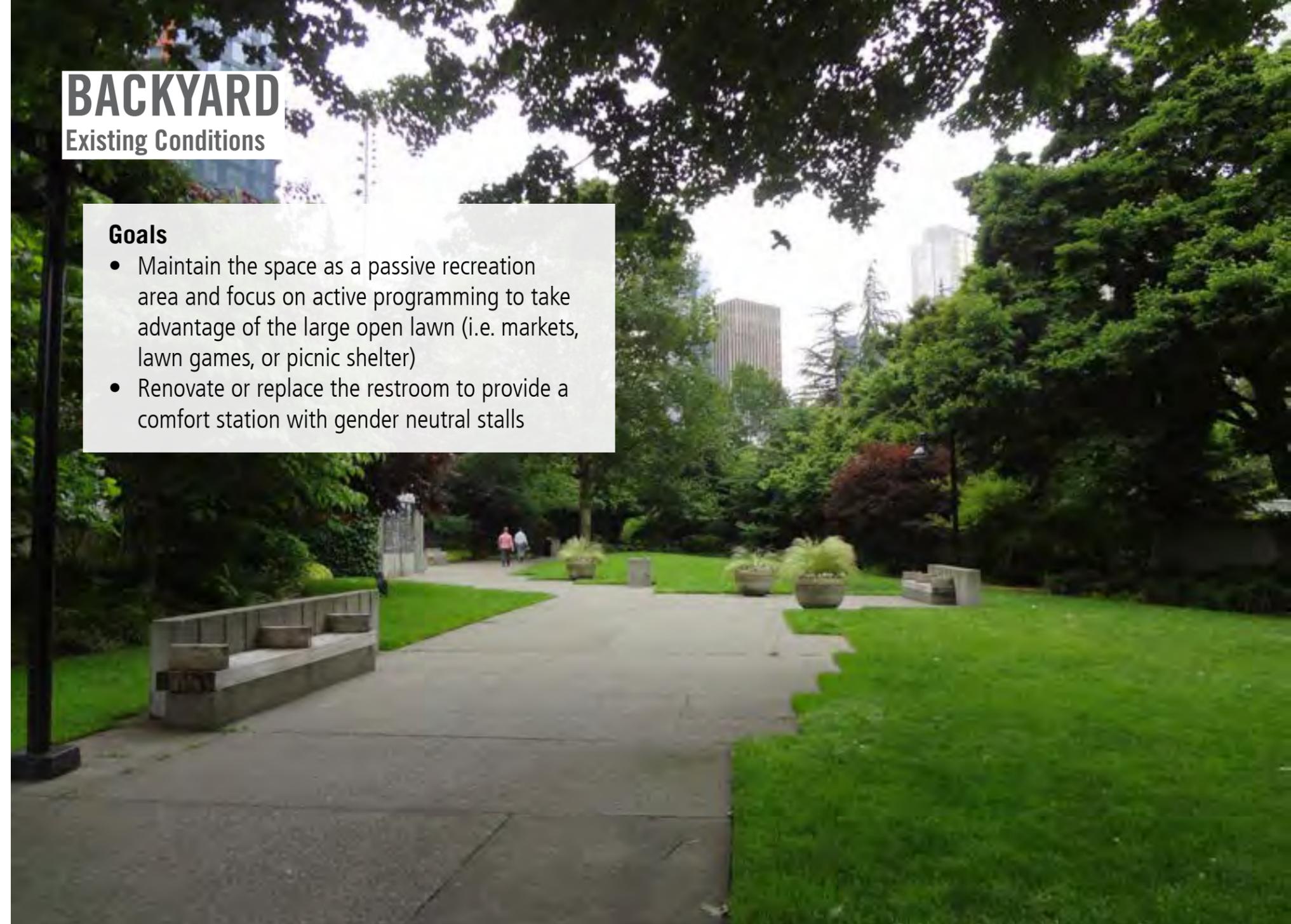


BACKYARD

Existing Conditions

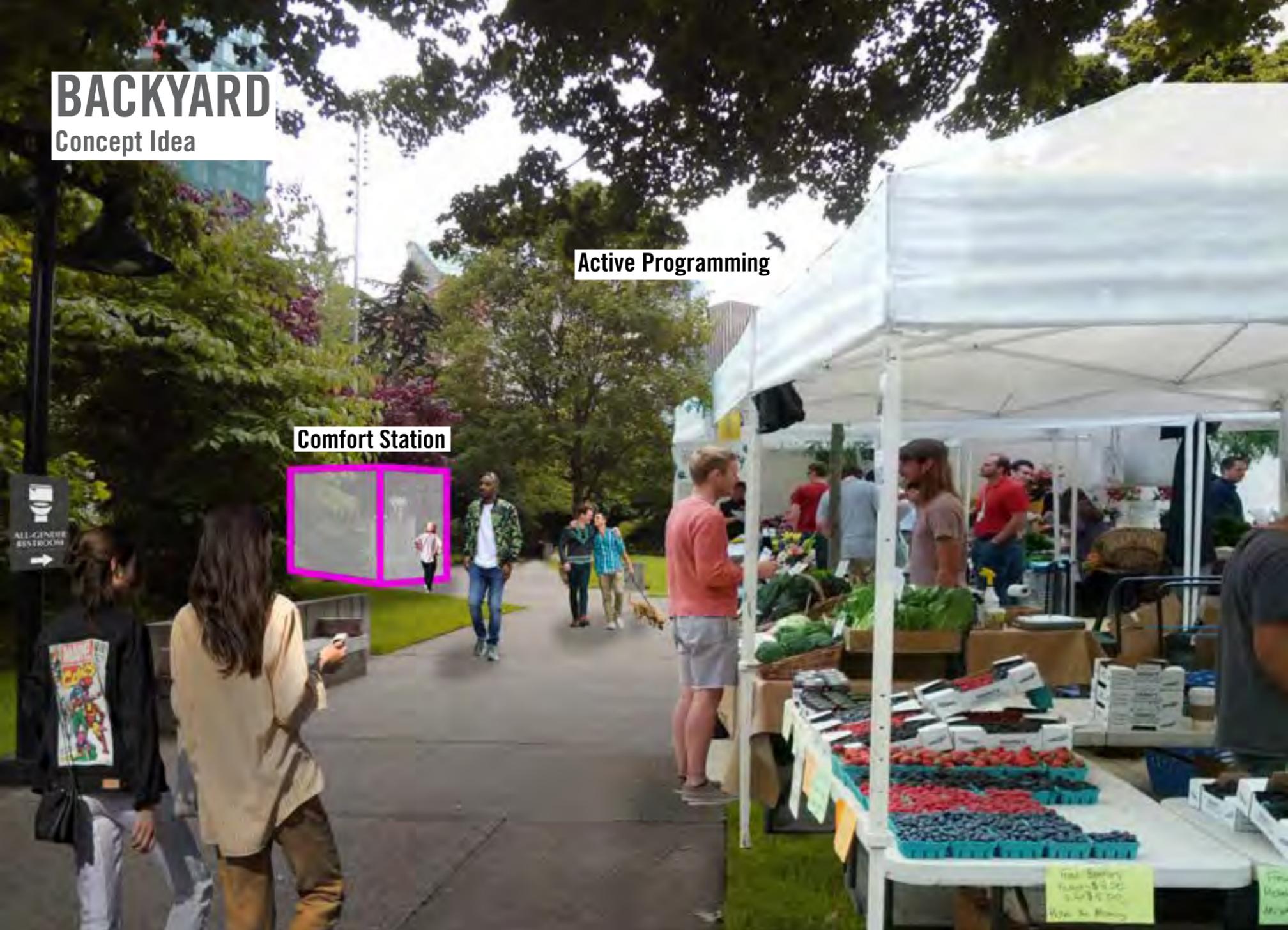
Goals

- Maintain the space as a passive recreation area and focus on active programming to take advantage of the large open lawn (i.e. markets, lawn games, or picnic shelter)
- Renovate or replace the restroom to provide a comfort station with gender neutral stalls



BACKYARD

Concept Idea



Active Programming

Comfort Station

BACKYARD

Movie Night



BACKYARD

Precedents - Comfort Station



BACKYARD

Precedents - Shelter



BOTANIC WALK

Existing Conditions

Goals

- Promote a horticultural focus at the Park by highlighting native and ornamental plantings



BOTANICAL WALK

Concept Idea



Wayfinding Marker

Planting Update

Seating Improvement

Paving Improvement

UNDERPASS

Existing Conditions

Goals

- Utilize walls for rotating mural installations
- Create an art destination in the Park using all surfaces



UNDERPASS

Concept Idea

Rotating Installations



FOUNTAIN PLAZA

Existing Conditions

Goals

- Leverage open plaza space and proximity to Seneca St. for active seasonal programming and performance
- Highlight fountains through sound and light installations
- Create year-round interest and activity (i.e. food trucks or concerts)



FOUNTAIN PLAZA

Concept Idea

Mobile Performance Space

Food Trucks

Paving Improvement



PLAY SPACE

Existing Conditions

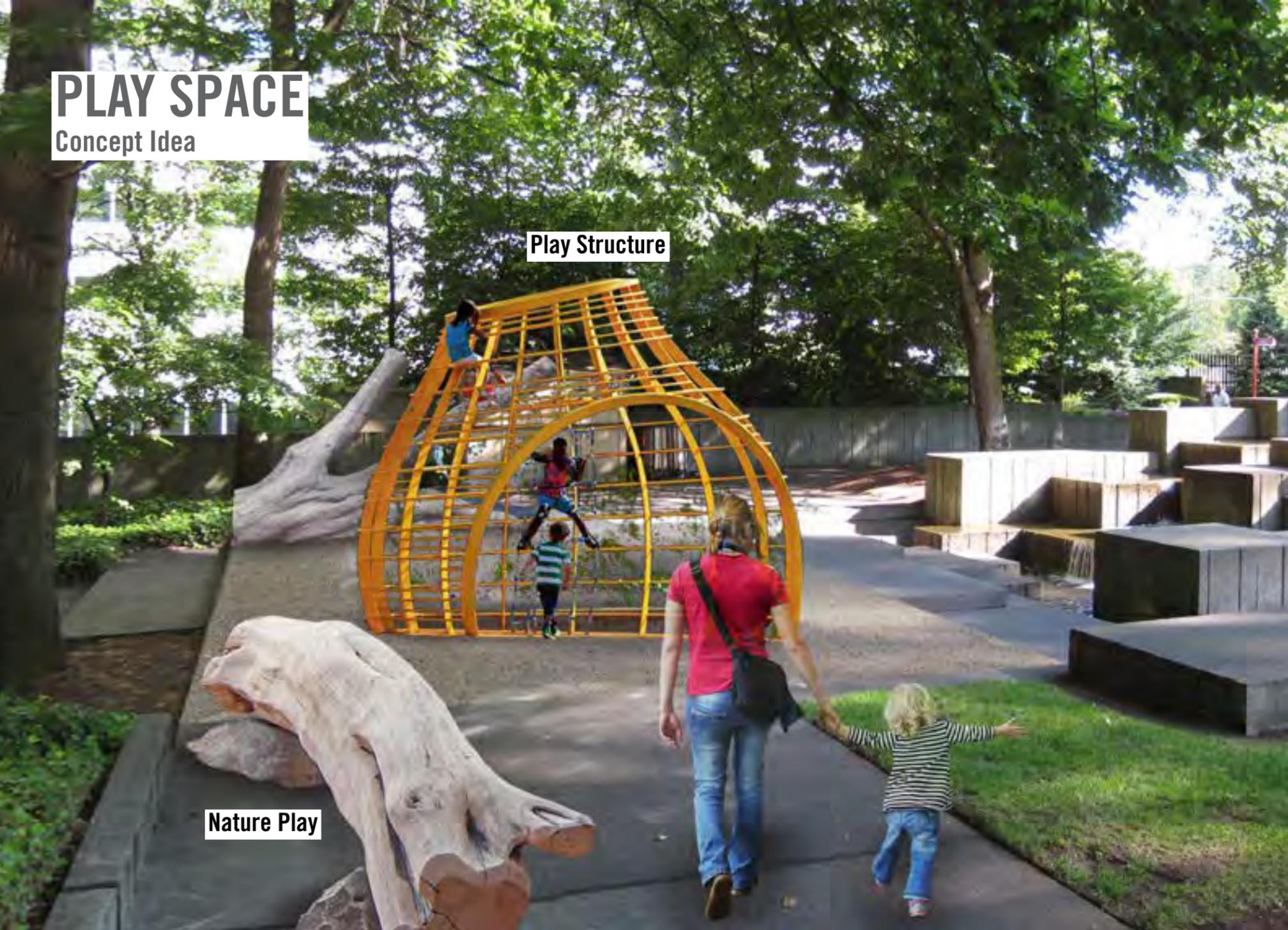
Goals

- Increase play opportunity through placement of installation near the day care, or elsewhere in the Park
- Consider non-permanent installation elements that can be moved around the Park
- Emphasize experimental play to best relate with existing architectural aesthetic



PLAY SPACE

Concept Idea



Play Structure

Nature Play

PLAY SPACE

Concept Idea



PLAY SPACE

Precedents



NARAMORE FOUNTAIN

Existing Conditions

Goals

- Connect the fountain with the rest of the Park across Seneca St.
- Continue to explore programming and other enhancement opportunities for this space



NARAMORE FOUNTAIN

Planning Workshop





RIGHT-OF-WAY IMPROVEMENTS

Seven of Freeway Park's twelve entrances have been identified by SDOT for right-of-way (ROW) improvements through the Neighborhood Street Fund. These seven entrances were chosen for improvements because they are the most significant entry points into the Park associated with public ROW. These are key places identified by FPA to improve the identity of the Park and bring attention to its entrances through lighting and wayfinding.

SDOT originally set the potential ROW improvements to include at-grade paving treatments, pedestrian lighting, specialty crosswalk markings, and wayfinding signs. New curb ramps have since been added to the suite of improvement options. A survey focused on these five elements was released in September 2017 to gather public comment.

The visualizations that follow represent options for various ROW improvements at each of the entrances. These options were used to generate discussion and retrieve public feedback. In the same spirit as the Park enhancements, these visualizations represent a moment in time within the design process and will continue to evolve.

ROW IMPROVEMENT ELEMENTS



Community Crosswalks



Wayfinding Marker



Pavement Inlay



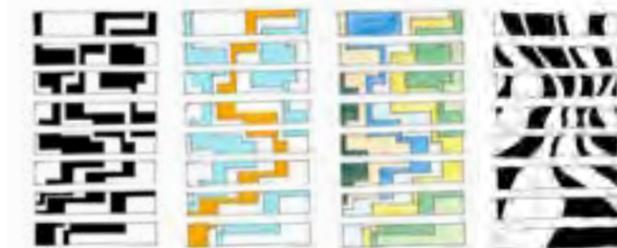
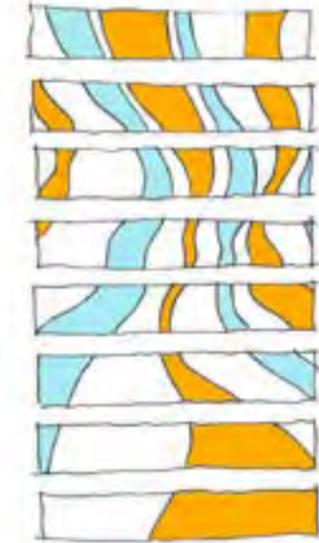
Pedestrian Lighting



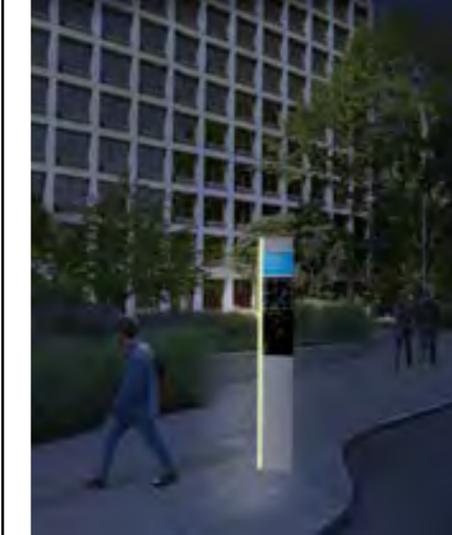
Curb Ramp Improvements

ELEMENT OPTIONS

Crosswalks:



Wayfinding Blade:



Inlay:



PIKE AND HUBBELL



Wayfinding Marker

Curb Ramp Improvement

Community Crosswalk

9TH AND UNIVERSITY



Wayfinding Marker

Curb Ramp Improvement

8TH AND SENECA



Wayfinding Marker

Community Crosswalks

SENECA AND HUBBELL



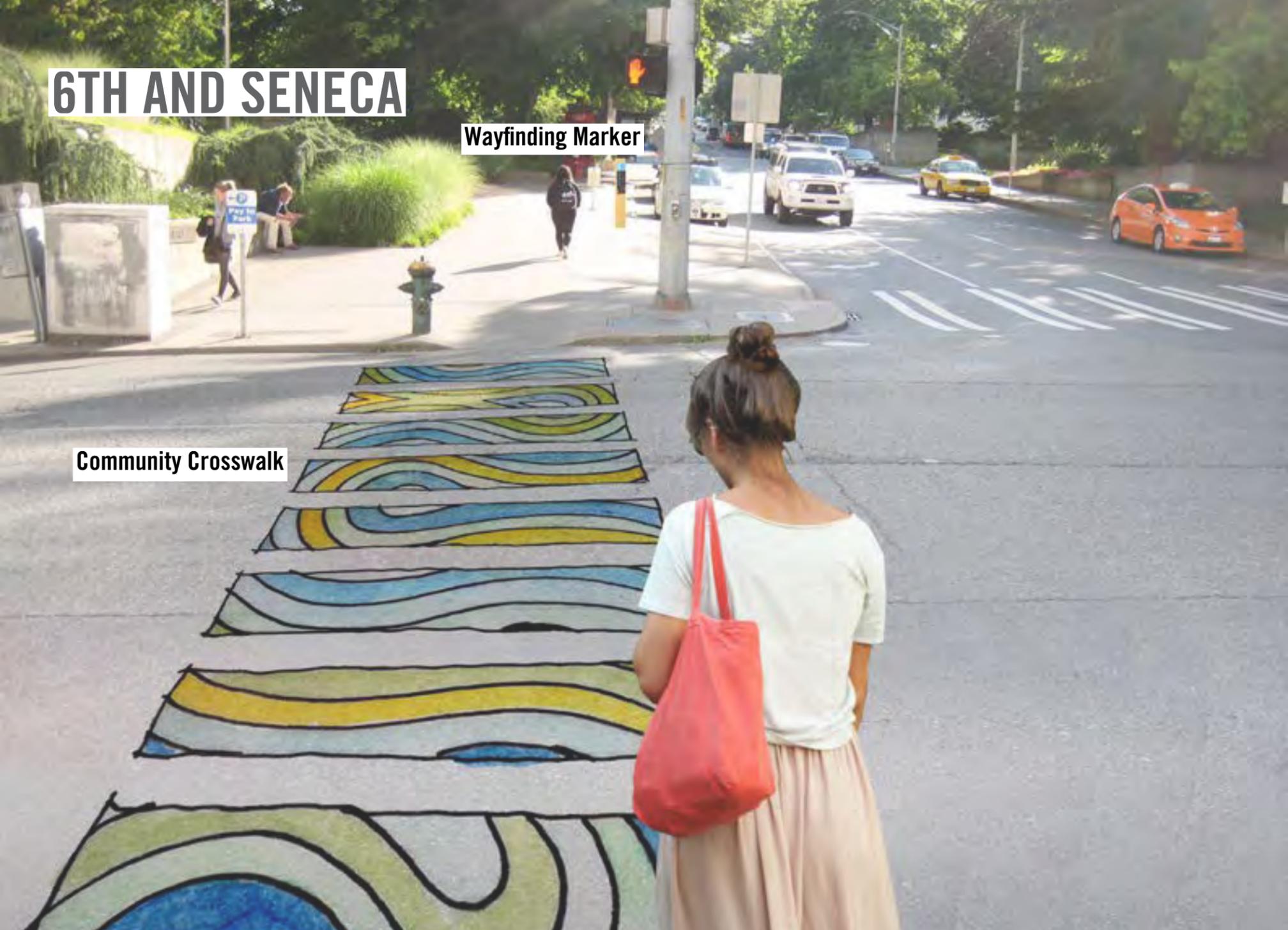
Wayfinding Marker

Community Crosswalk

6TH AND SENECA

Wayfinding Marker

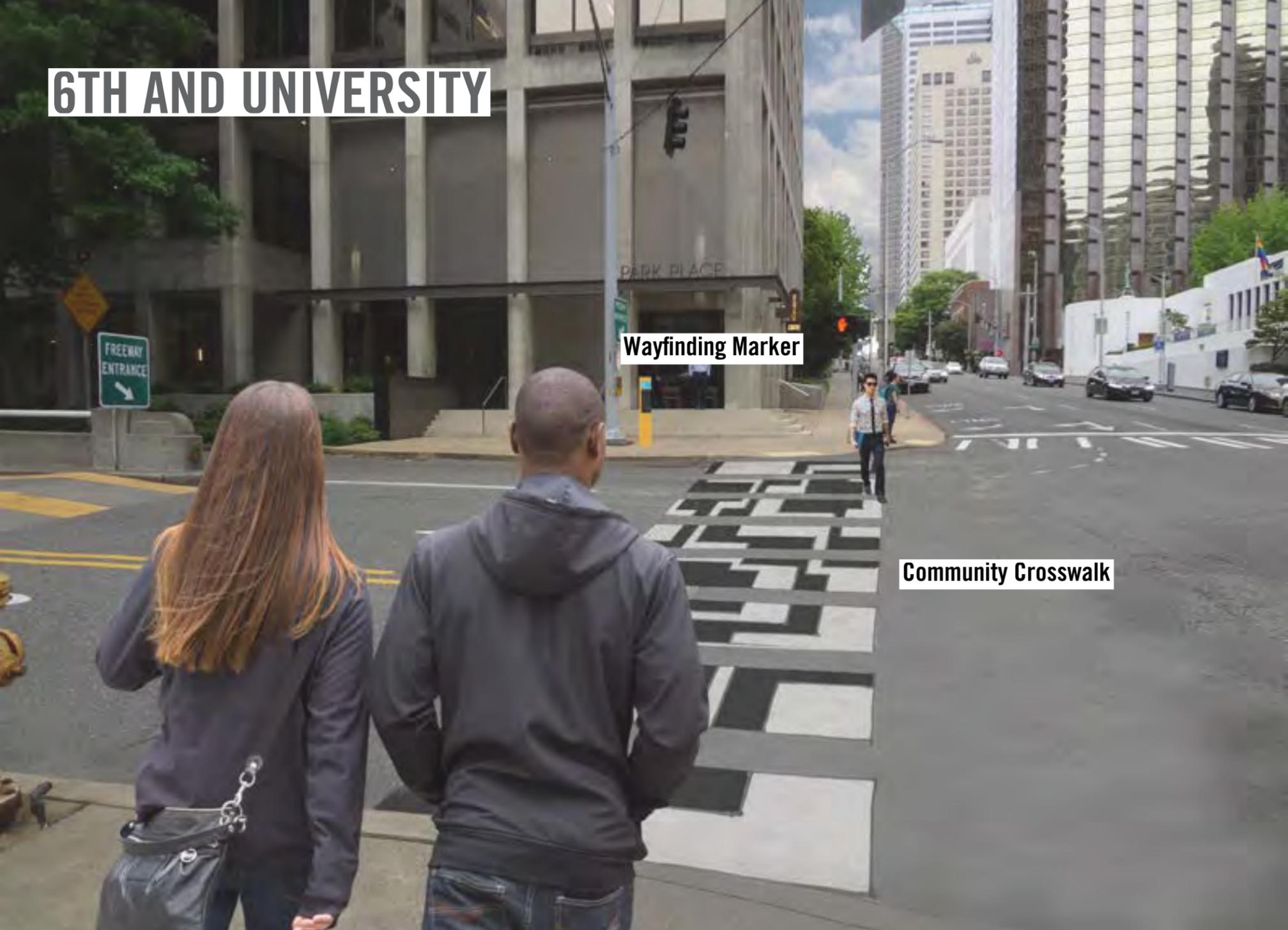
Community Crosswalk



6TH AND UNIVERSITY

Wayfinding Marker

Community Crosswalk



7TH AND UNION

Wayfinding Marker



Community Crosswalk



3 PUBLIC ENGAGEMENT

OUTREACH OUTSIDE OF THE BOX

From the beginning of the FFP project, there was a desire to go above and beyond the typical approach to public outreach. In order to interface with the complex and diverse user groups of Freeway Park, the project team created a suite of marketing and outreach tactics intended to reach as broad an audience as possible.

Off-Site Strategies:

- Marketing Freeway Park through branding with the Finding Freeway Park logo, web presence, and engaging postcards
- Directed outreach to senior groups at their places of residence
- One-on-one interviews with historic preservation stakeholders outside of Seattle
- Online surveys through FPA and SDOT websites

On-Site Strategies:

- Low-cost and temporary 'Quick Wins' including a chalk-wall idea forum, entrance painting/project branding, and painted wayfinding
- Survey boxes at key entrances to collect feedback from Park visitors at time of use
- One-on-one interviews with transient users of the Park
- Public night walk to get feedback on safety, lighting, and the Park experience at night

Four public meetings were set up as iterative open-house style gatherings to share design ideas and project progress with the community and continue to solicit feedback:

June 3, 2017: Public Meeting #1 (at Freeway Park)

Present the project goals, draw public comment on entrances, wayfinding, safety and lighting, and amenities

July 8, 2017: Public Meeting #2 (at Freeway Park)

Present design ideas for entrances, continue to gather input on wayfinding, safety and lighting, and amenities

September 9, 2017: Seattle Design Fest

Share materials from Public Meeting #2, gather ideas from the design community, present interactive 'Selfie Station'

September 16, 2017: Public Meeting #3 (at Freeway Park)

Final presentation of conceptual design recommendations, continued documentation of public feedback

OUTREACH POSTCARD

Seattle Parks & Recreation
 800 Maynard Avenue S., 3rd Floor Seattle, WA 98134-1336
www.seattle.gov/parks



The Freeway Park Association Presents:
Finding Freeway Park
 Help shape the future of one of the country's most iconic parks

Join Us! Public Meetings at Freeway Park:

- Saturday, June 3 11am - 2pm Together w/ Freeway Park in Bloom
- Saturday, July 8 11am - 2pm Together w/ Freeway Park Fountain Fest
- Thursday, August 31 After the movie Night walk w/ Movie Night in the Park
- Saturday, September 9 10am - 6pm At Occidental Park together w/ Seattle Design Festival Block Party
- Saturday, September 16 11am - 2pm Final presentation in the West Plaza

Learn more about the project and take our survey at:
freewayparkassociation.org



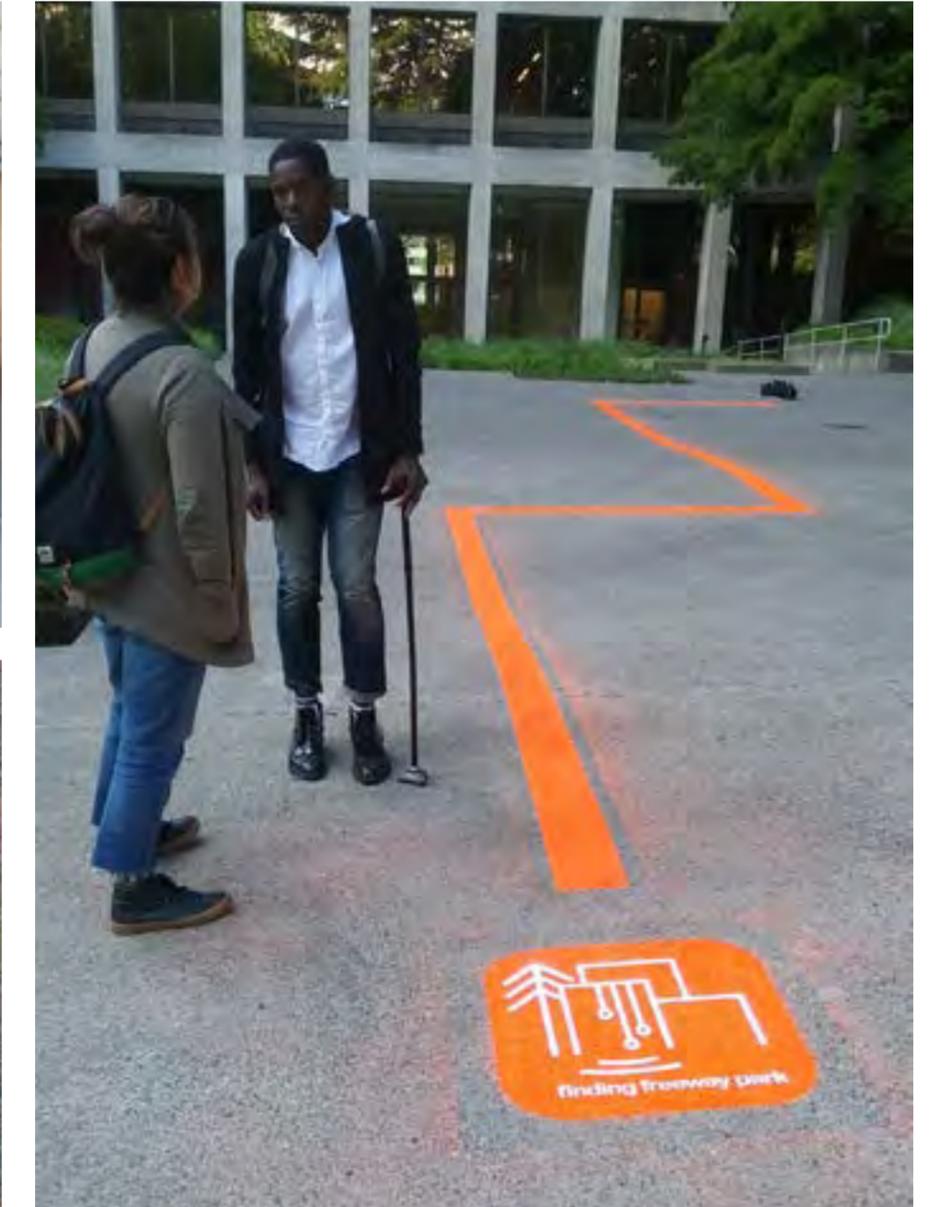
Finding Freeway Park

Visit the Park and envision what this place could be to you!

- Idea Boxes**
What do you love about the Park? How can it improve?
- Retro Game Zone**
Enjoy lawn games in the Park!
- Join the Conversation**
Add your ideas to the chalk wall!

Post your favorite places in the park and ideas for its future.
[#findingfreewaypark](https://twitter.com/findingfreewaypark)

TEMPORARY WAYFINDING AND SURVEY BOXES



COMMUNITY CHALKBOARD



COMMUNITY MEETING #1

June 3, 2017

For the first community meeting, the project team set up at the Freeway Park in Bloom festival. The primary goal of the meeting was to introduce the Finding Freeway Park project and retrieve initial feedback on the Park entrances, wayfinding, safety and lighting, and amenities. Maps of Freeway Park were paired with precedent image boards, allowing participants to locate their ideas and concerns, as well as place sticker dots on the inspiration images they favored.

Findings:

- People loved the greenery, landscape, and variety of plants
- The architecture and fountains are well-loved
- Surveys indicated a desire for more programming
- A functioning restroom is highly desired
- People love the fountains and want them on all the time
- The public asked for more lighting and staff to make the Park feel welcome and safe
- Park users called for more opportunities for recreation, a children's play space, and public art



COMMUNITY MEETING #2

July 8, 2017

The second community meeting was set up in partnership with Freeway Park Fountain Fest. This meeting sought public comment on more focused explorations of entrance designs using three themes: 'Freeway Vernacular', 'Halprin's Language', and 'Movement and Flow'. Wayfinding intervention types and locations, an inventory of current lighting, and a map of concrete walls which inhibit sight lines were also displayed.

Findings:

- People liked proposals that provided more lighting, but wanted lights that were pedestrian-level so as not to disturb nearby residences
- The public suggested lighting the fountains, sculptural lighting and uplighting the landscape
- The public was supportive of more art in the park
- Opinions were mixed between having a dog park and having more regulations about enforcing leash laws
- Entrance designs utilizing the theme of 'Halprin's Language' were favored more highly
- Wayfinding and lighting at Park entrances emerged as priorities for people surveyed



SEATTLE DESIGN FESTIVAL

September 9, 2017

The Seattle Design Festival was a wonderful opportunity to get the FFP project in front of a design focused audience for feedback. Feedback from the event, which was not held in the Park, was quite different from feedback received at the on-site Park meetings. The commentary generated important questions regarding the cultural perception and identity of the Park in Seattle.

Findings:

- Many of the visitors to the booth did not know where the Park was or just associated with the Washington State Convention Center rather than recognizing it as a public park
- Public feedback centered around safety and lighting in the Park
- Several comments focused on more robust programming with particular praise for lunchtime concerts



COMMUNITY MEETING #3

September 16, 2017

The final public meeting took place in the Park at the end of summer, and was intended to showcase preferred ROW improvements for the seven entrances to the Park funded by SDOT and to gain more input on the design recommendations for each of the places and amenities proposed in the concept plan. A proposed project budget - preliminary allocations of the \$10 million public benefit ask from the Washington State Convention Center - was also available for comment.

Findings:

- Public comment was supportive of the wayfinding blade and pavement inlay, as well as including more maps and directions throughout the Park
- Support for a cafe was strong
- There was support for different programming elements including lawn games, play space, art, and performance space
- Crosswalk designs did not receive as many comments as the programming precedents, but the crosswalks with colorful geometric designs were more highly-favored



PUBLIC SURVEYS

Public surveys collected through the Freeway Park Association website, at collection boxes in the Park, and during public events were analyzed to provide a visualization of public comment and preference with regard to a number of questions and topics. The infographics presented here represent the two questions in the survey which can be itemized in this way.

What are the 3 things you love most about Freeway Park?

The responses to this question reflect the feedback given at the four public meetings - people love the fountains and plantings in the Park. Time and time again, Park users expressed their disappointment that the fountains were not working to full capacity or not turned on all of the time. Survey respondents consistently remarked on the way the vegetation in the Park creates a calming respite and a peaceful way to get from downtown Seattle to First Hill and Capitol Hill.



PROJECT BUDGET

HARD COSTS

Hardscape	\$500,000
Wet Utilities + Stormwater	\$350,000
Comfort Station Improvements:	\$700,000
Planting + Irrigation:	\$400,000
Lighting + Electrical:	\$1,500,000
New Park Elements	\$695,000
Park Entrance Improvements:	\$1,100,000
Site Furnishings + Wayfinding:	\$225,000
Sales Tax (10.1%)	\$530,000
Subtotal:	\$6,000,000

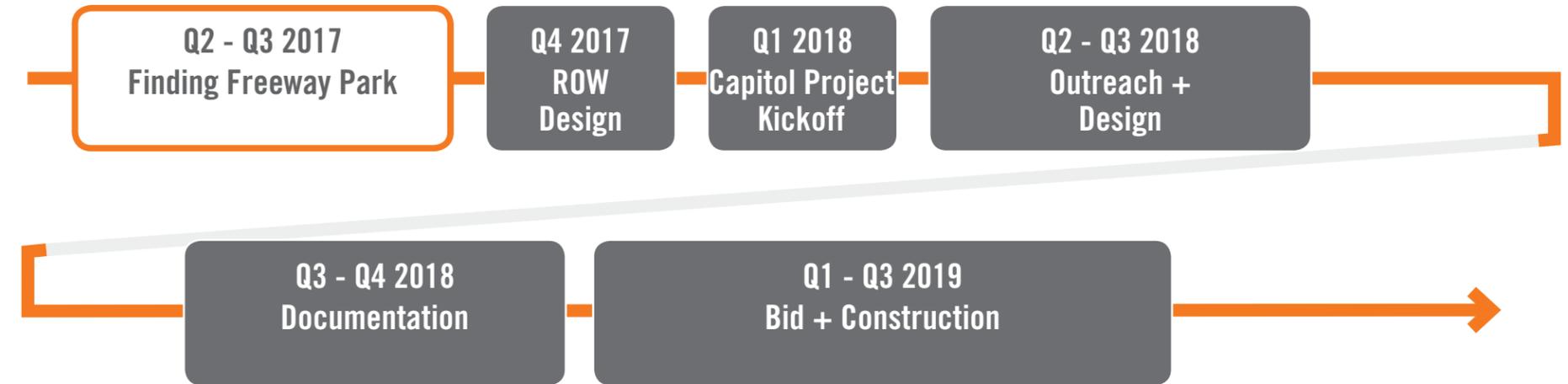
ACTIVATION (5-year period)

Park Staffing + Security	\$525,000
Activation:	\$150,000
Equipment:	\$30,000
Marketing + Outreach	\$45,000
Subtotal:	\$750,000

SOFT COSTS

Parks Project Management	
Consultants	
Permits	
Contingencies	
Inspections	
Misc. Costs	
Subtotal:	\$3,250,000

PROJECT TIMELINE



Thanks to the hard work of the Finding Freeway Park project team and Community Package Coalition, Freeway Park is now poised to receive \$10 million from the Washington State Convention Center expansion public benefits package. Finding Freeway Park is only the beginning of a multi-year design process in which additional public outreach and design discussion on the Park will take place.

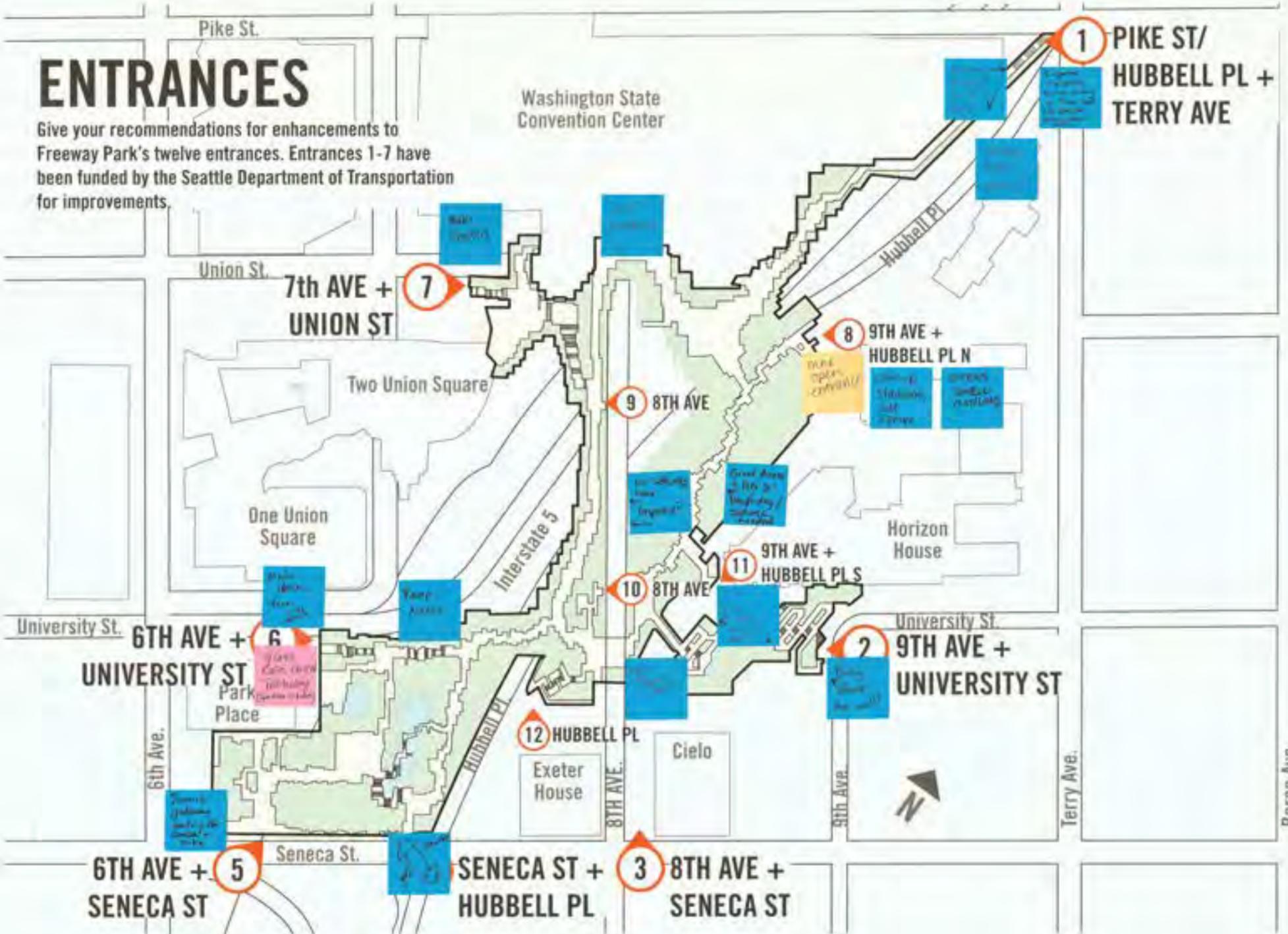
COMMUNITY MEETING #1

June 3, 2017 - Raw Feedback



ENTRANCES

Give your recommendations for enhancements to Freeway Park's twelve entrances. Entrances 1-7 have been funded by the Seattle Department of Transportation for improvements.



CROSSWALK MARKINGS



PAVEMENT TREATMENT



PEDESTRIAN LIGHTING



WAYFINDING



SEATING



SCULPTURE / ART



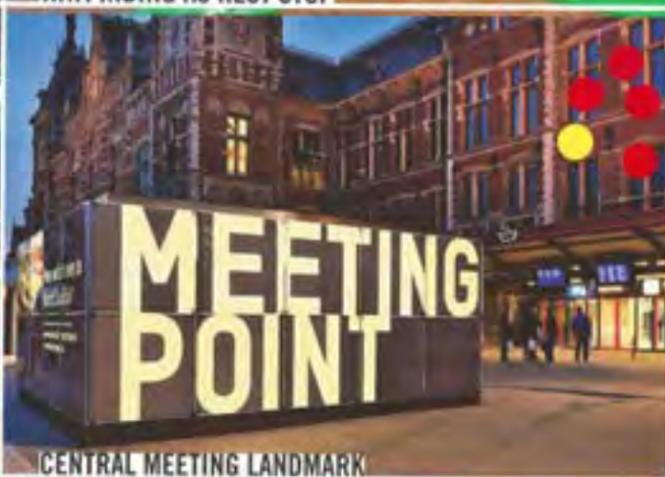
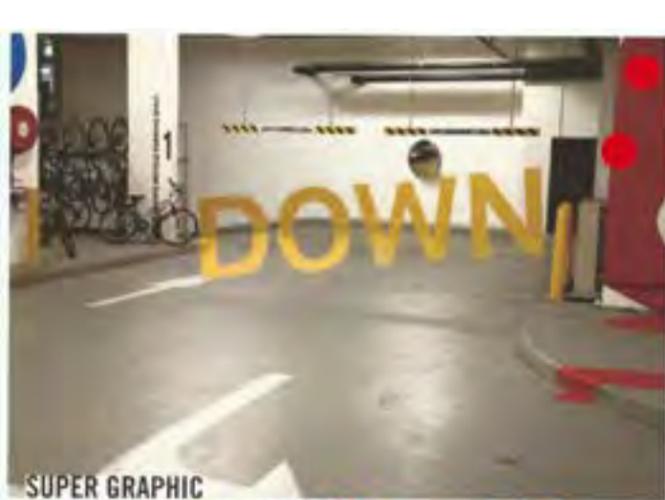
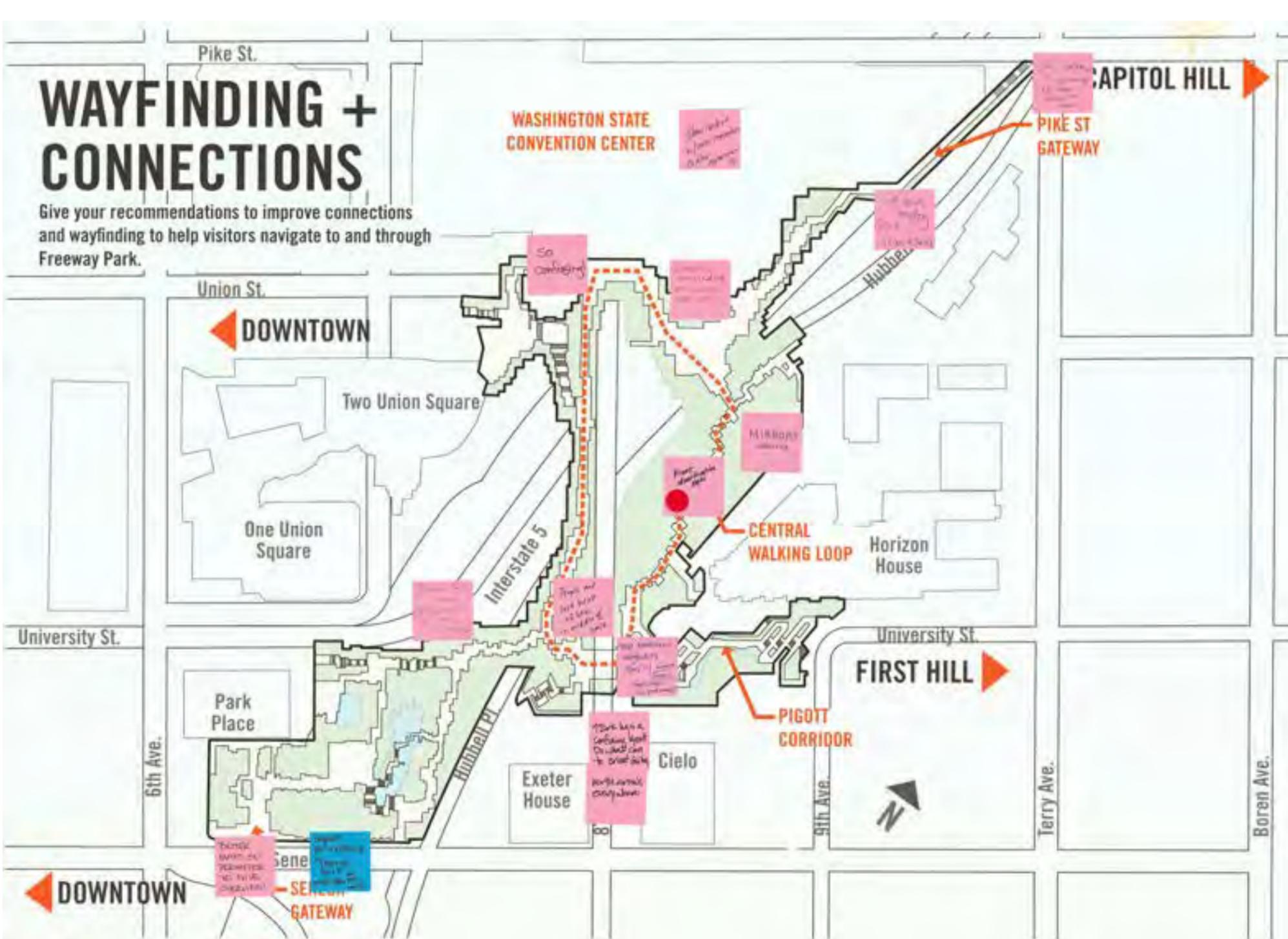
WORK



GATEWAY

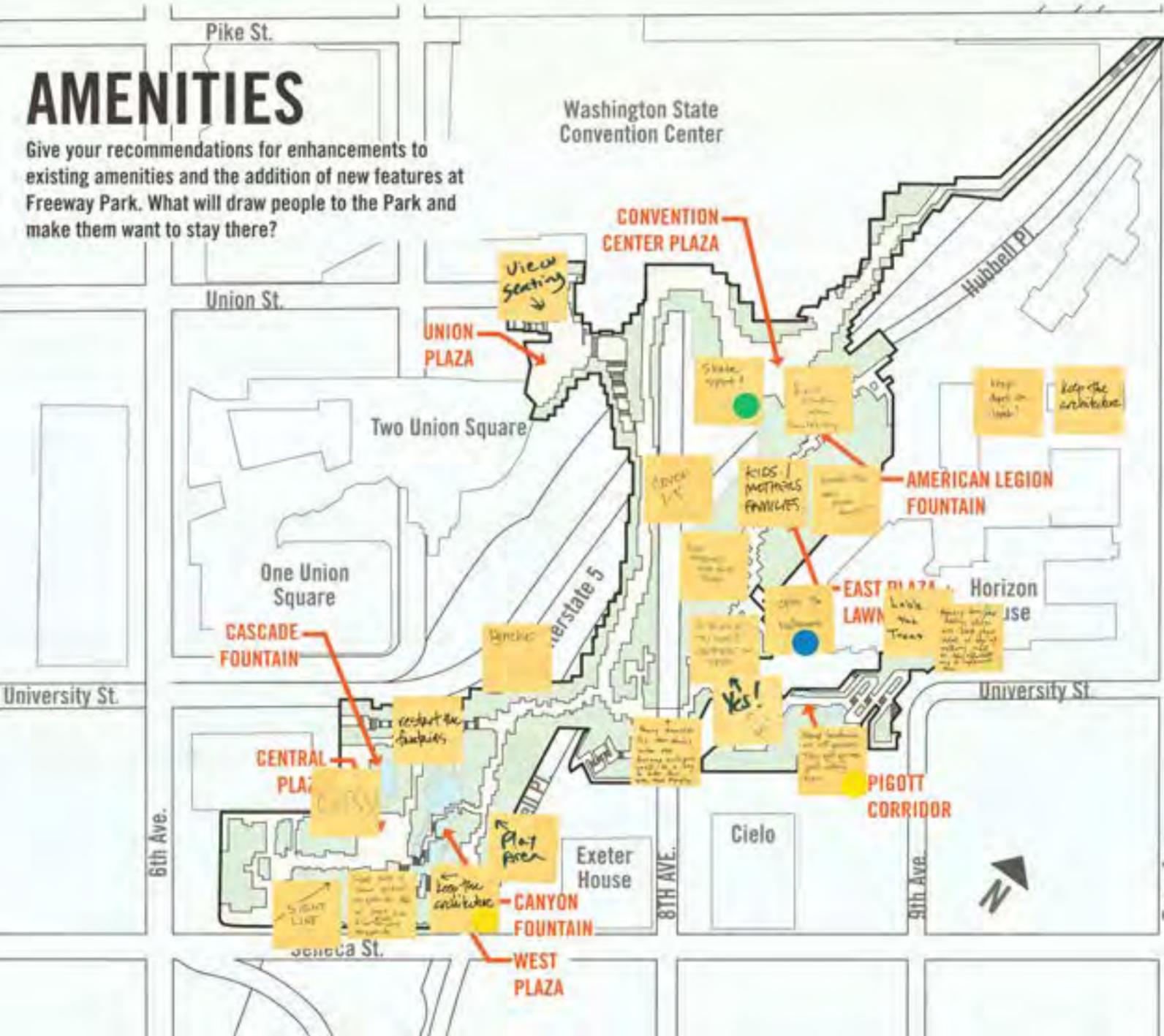


ACCESSIBILITY



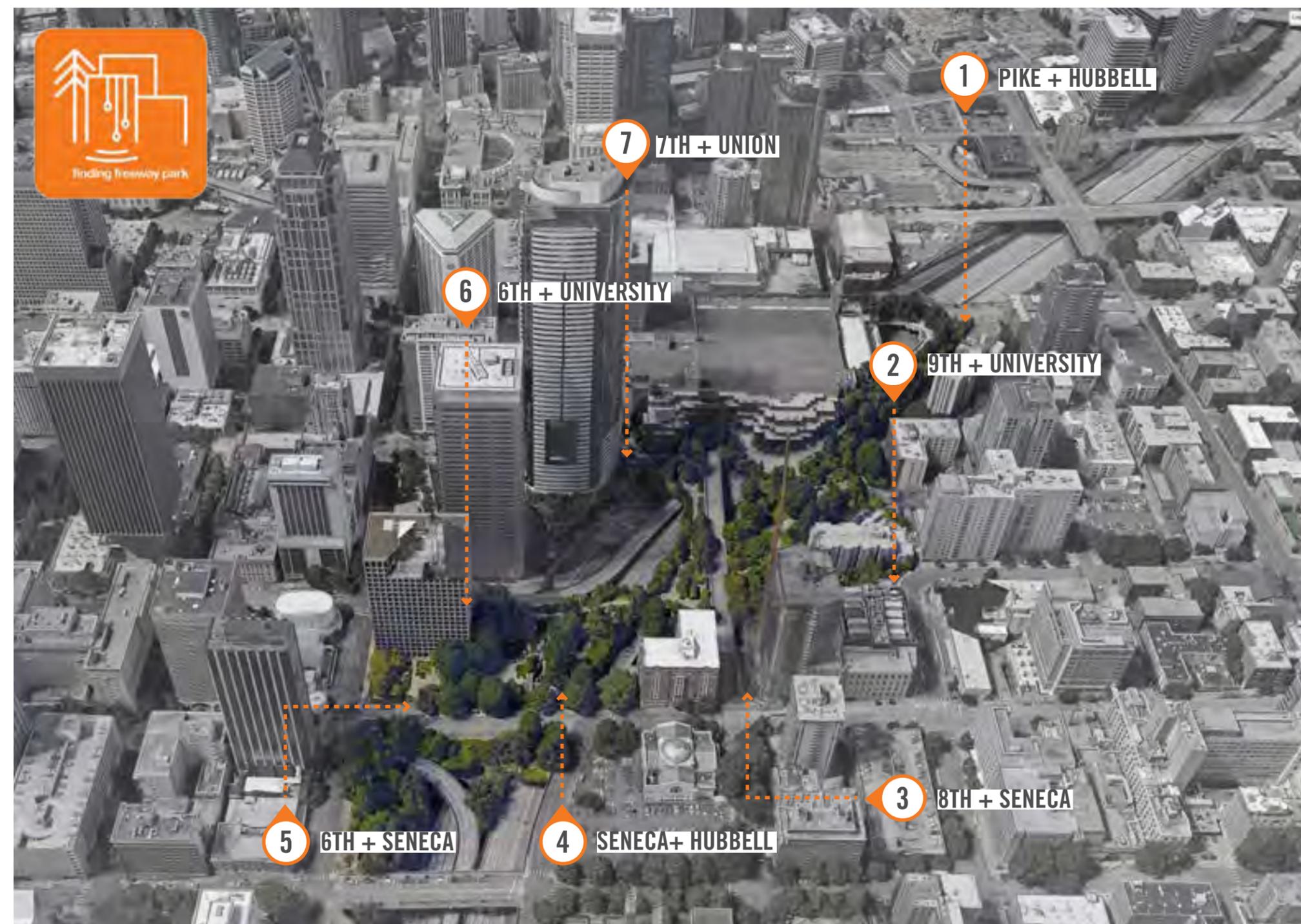
AMENITIES

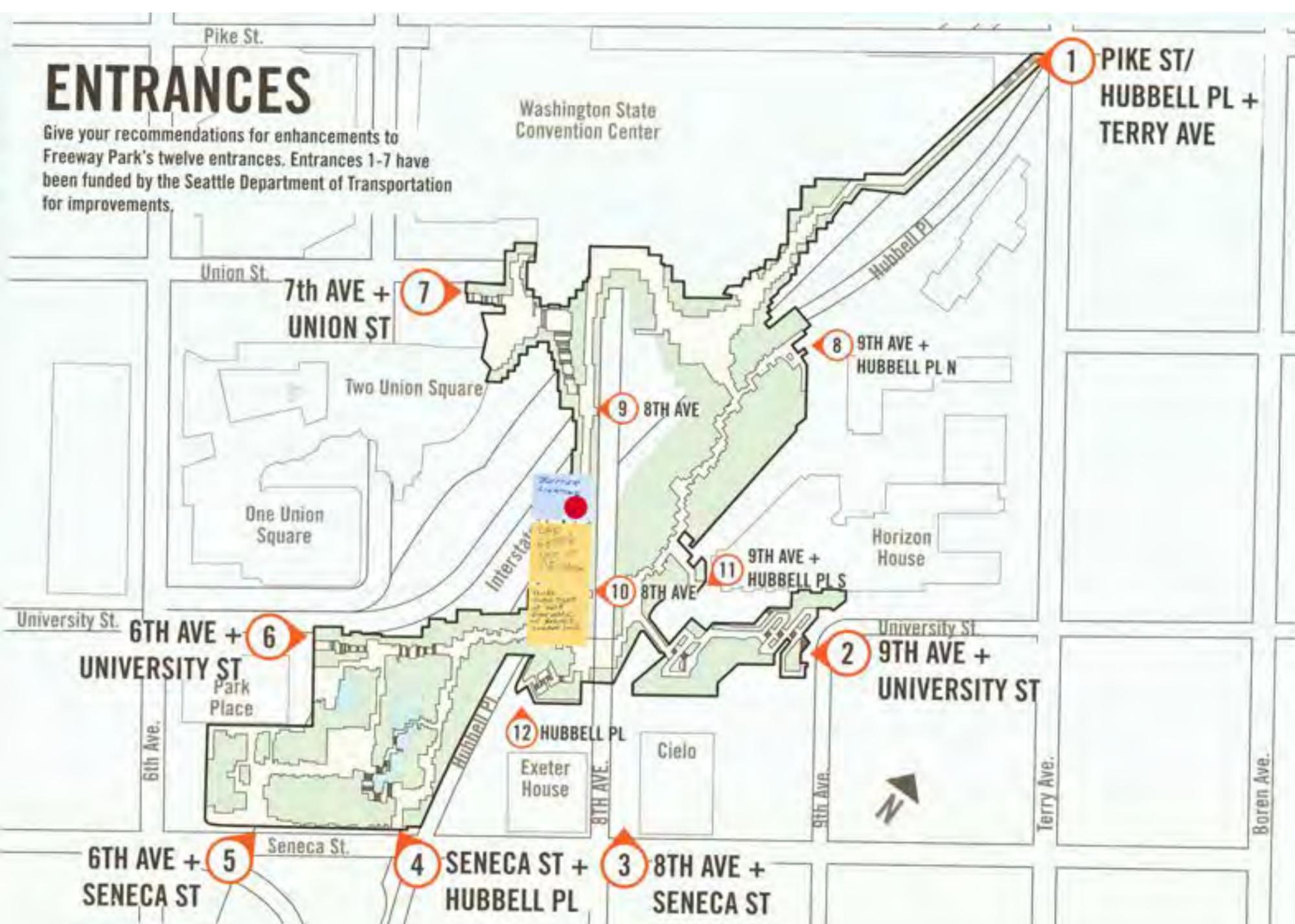
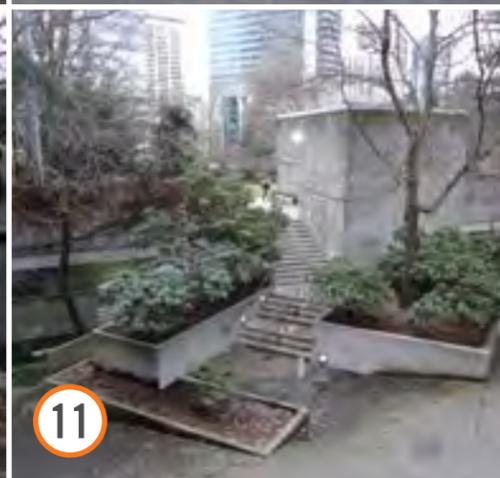
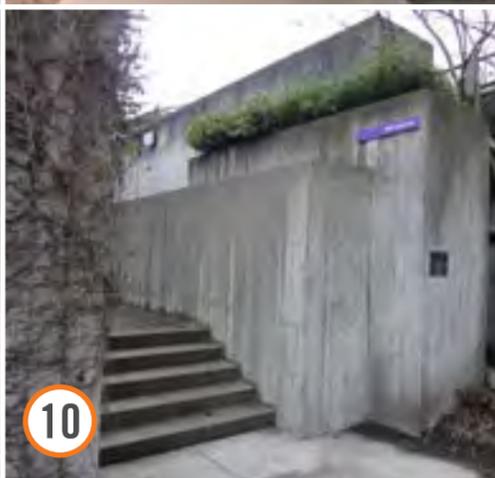
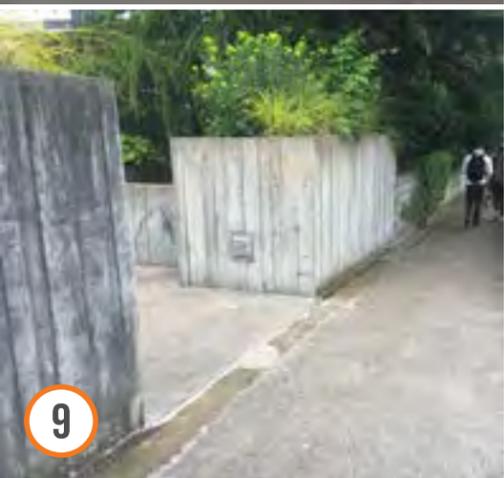
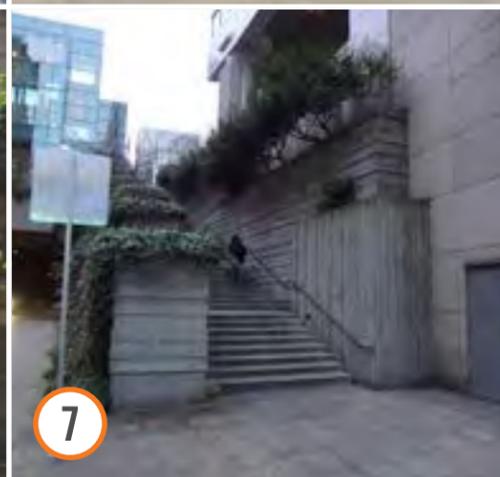
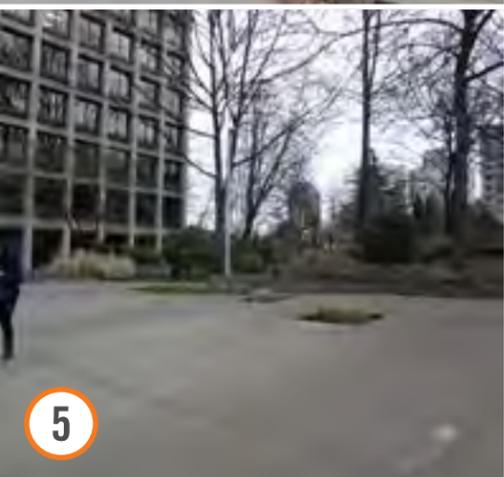
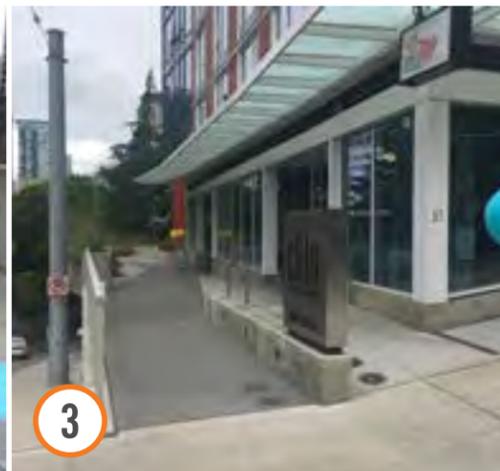
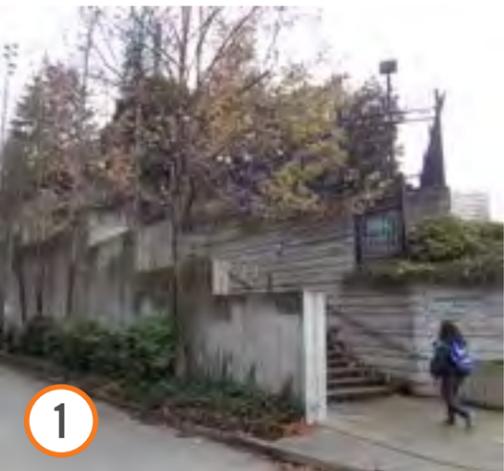
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COMMUNITY MEETING #2

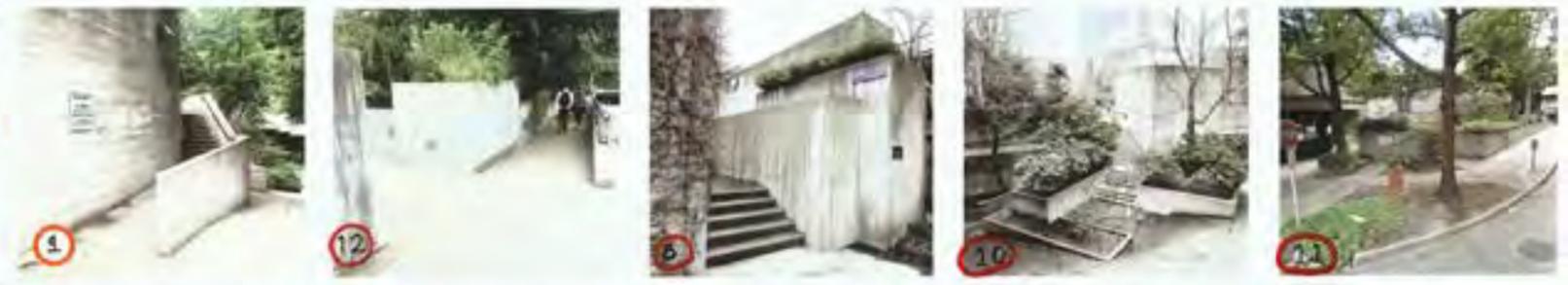
July 8, 2017 - Raw Feedback





8-12 MINOR ENTRANCES

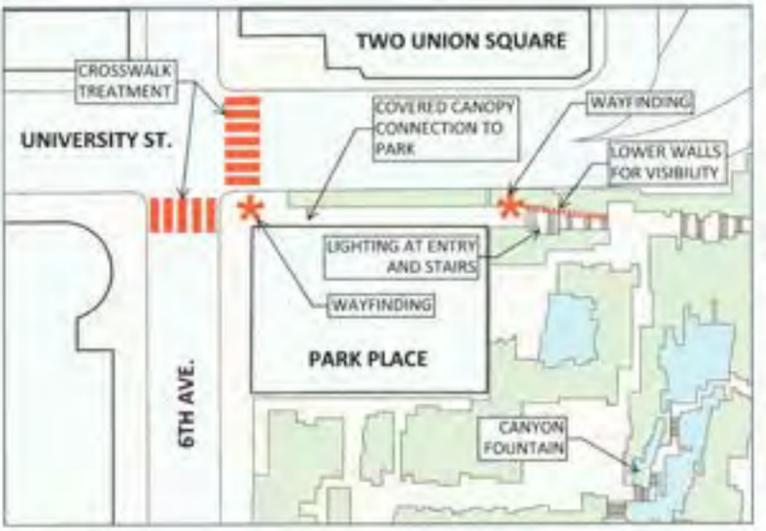
Covered area / shelter



1-7 MAJOR ENTRANCES

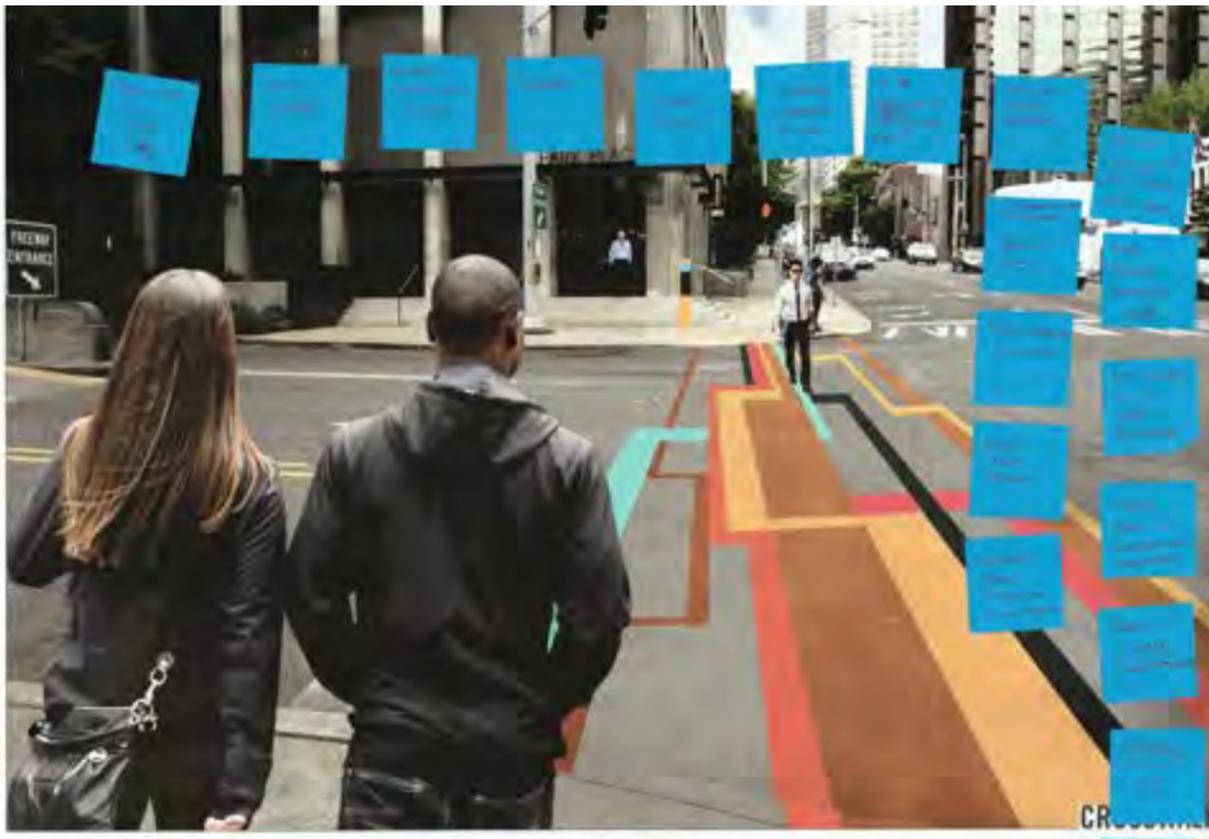
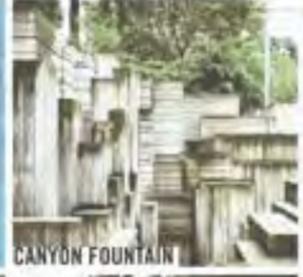


6TH + UNIVERSITY



CONCEPT: "HALPRIN'S LANGUAGE"

This concept for entrance improvements draws from Lawrence Halprin's original design for Freeway Park. Pulling from the brutalist concrete forms he used to shape the park, interventions on the ground plane and in the architecture itself follow a similar geometric logic. Lighting and wayfinding elements would harmonize with the existing architecture to open the park to its surroundings.





6TH + SENECA



SENECA + HUBBELL



CONCEPT: "MOVEMENT + FLOW"

Lawrence Halprin designed Freeway park to be a space of movement - of people strolling through the park, of water cascading in the fountains, and of traffic flowing on the freeway below. This concept for entrance improvements in the park takes inspiration from this sense of movement, proposing a design language of flowing lines and enticing colors to complement and balance the park's rigorous concrete architecture.



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8TH + SENECA



9TH + UNIVERSITY



CONCEPT: "FREEWAY VERNACULAR"

In the mid-1970s, Lawrence Halprin envisioned a "park born from the freeway." This concept for entrance improvements at the park takes Halprin's original interest in the form and motion of the freeway and re-interprets it in the form of wayfinding, lighting, and furnishing elements on site. These design elements would take inspiration from everyday roadside features, helping to build a creative, playful atmosphere in the park.



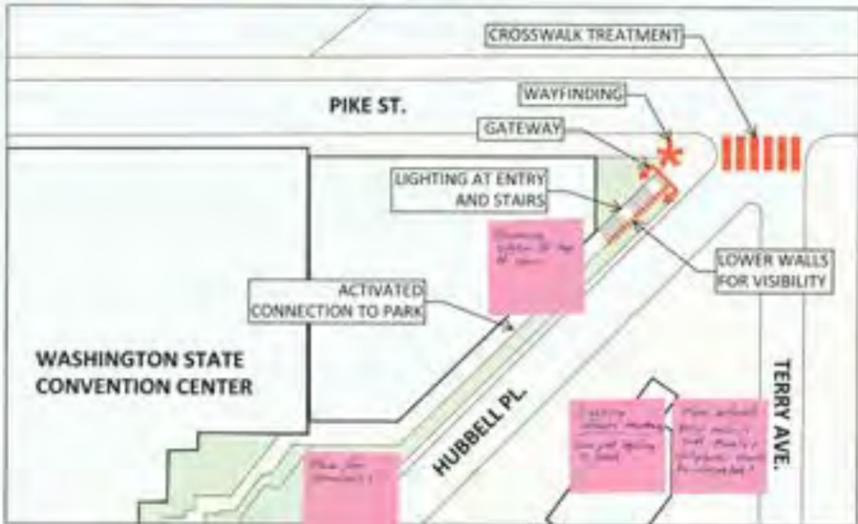
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PIKE + HUBBELL

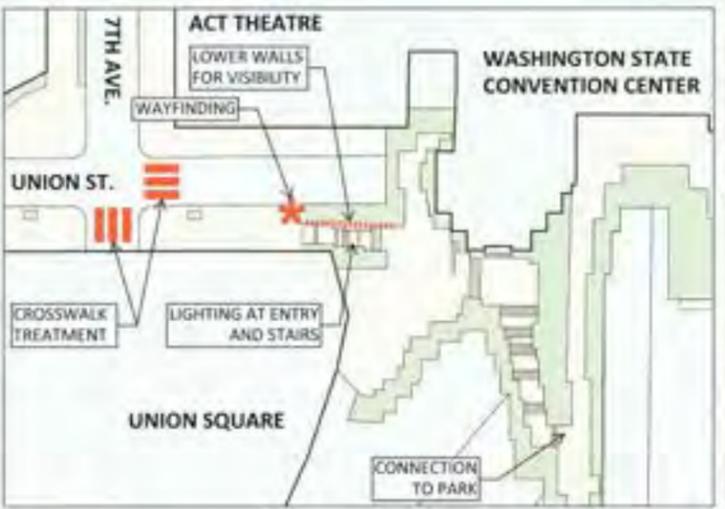


CROSSWALK + GATEWAY



7TH + UNION

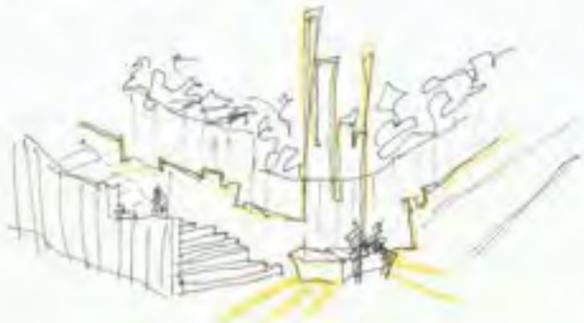
35 PEOPLE
WALK
EVERY
11 SECONDS



PARK ENTRANCE

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CROSSWALKS

PLACES+AMENITIES

Give your recommendations for enhancements to existing amenities and the addition of new features at Freeway Park. What will draw people to the Park and make them want to stay there?

Washington State Convention Center

REC ROOM

- Active recreation area
- Skateboarding and other wheeled devices, bouldering, etc.

BACKYARD

- Passive recreation area
- Cafe, dog area, sunbathing, hammock garden, lawn games, etc.

BOTANICAL WALK

- Highlight native and ornamental plantings at the Park
- Horticulture focus

PLAY SPACE

- Unique urban play environment

UNDERPASS

- Art focus
- Ceiling, walls, and ground

CIVIC PLAZA

- Focus on active seasonal programming
- Food trucks, concerts, performances, etc.

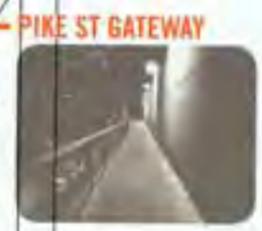
Handwritten notes on sticky paper:

- Get down on the ground, involved in trying for motivation.
- Activate the space with people, activities, etc.
- How do you activate the space?
- Use the area for events.
- Use the area for events.



SAFETY + LIGHTING

Give your recommendations for how to improve safety and lighting in Freeway Park.



EXISTING LIGHT FIXTURES



SURFACE MOUNTED LIGHTING



PROJECTION



PROJECTION



NEON SCULPTURE



PEDESTRIAN LIGHTING



LANDSCAPE UPLIGHTING



LIGHTING AT STAIRS



MIRRORED SURFACES



PEDESTRIAN LIGHTING

ENTRANCE ID

FUNCTION

Identify:
+ Park
+ Specific entrance

Create sense of

Unmistakable identity

Color on concrete walls as entrance indicator

Sculptures as 'gateways'



Unmistakable identity



Color on concrete walls as entrance indicator



Sculptures as 'gateways'

DIRECTION

FUNCTION

Clearly visible

Located at decision-making points

Direct to:
+ Entrance/Exits
+ Amenities
+ Park Spaces

Information:
+ Walking Distances
+ Walking Times



Use of freestanding post



Integrated into architecture



Use of compass ground graphic for specific paths

Use of freestanding post

INFO KIOSK

FUNCTION

Orientation:
+ Identify current location
+ Directionals

Information:
+ Map
+ Rules / Regulations
+ History of Freeway Park



Use of freestanding kiosk



Integrated kiosk into architecture



Sculptural kiosk to mimic architecture

WALLS

There are numerous opportunities to increase visibility and safety at Freeway Park through strategic lowering of existing walls.



COMMUNITY MEETING #3

September 16, 2017 - Raw Feedback



PROJECT BUDGET

TOTAL BUDGET = \$10,000,000

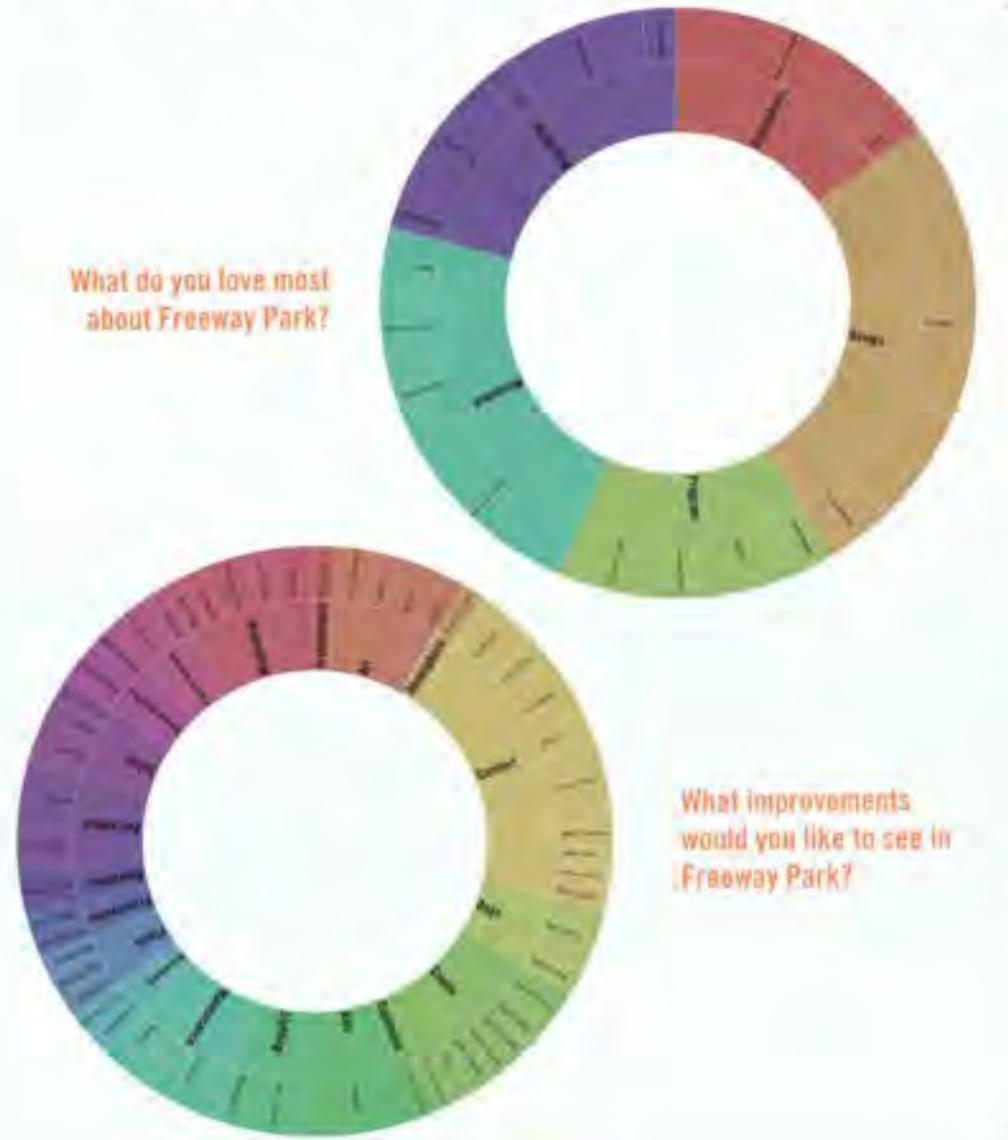
SOFT COSTS	
Parks Project Management	
Consultants	
Permits	
Contingencies	
Inspections	
Misc. Costs	
Subtotal:	\$3,250,000

HARD COSTS	
Hardscape:	\$500,000
Wet Utilities + Stormwater:	\$350,000
Comfort Station Improvements:	\$700,000
Planting & Irrigation:	\$400,000
Lighting + Electrical:	\$1,500,000
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Sales Tax (10.1%):	\$530,000
Subtotal:	\$6,000,000

ACTIVATION	
Park Staffing & Security:	\$525,000
Activation:	\$150,000
Equipment:	\$30,000
Marketing & Outreach:	\$45,000
Subtotal:	\$750,000

NOTE: Activation is for a 5 year period

COMMUNITY SURVEY RESPONSES



DESIGN STRATEGY
 Our design strategy aims to preserve and highlight what people already love about Freeway Park while making critical improvements to safety, lighting, wayfinding, amenities and park entrances.

REPAIR
 Many elements of the Park are successful, well-loved, and have made a strong imprint on the cultural psychology of Seattle. These elements are the best candidates for repair -- bringing the Park back to its baseline functionality by addressing deferred maintenance issues.

DESIGN PRINCIPLE: Physical improvements will be integrated with the existing design, enhancing the Park's identity rather than replacing it.

RESTORE
 Parts of the park are well-designed but have also been well-loved and subject to wear from the often-harsh climate of Seattle. These elements are the best candidates for restoration -- bringing the Park back to its baseline aesthetic quality.

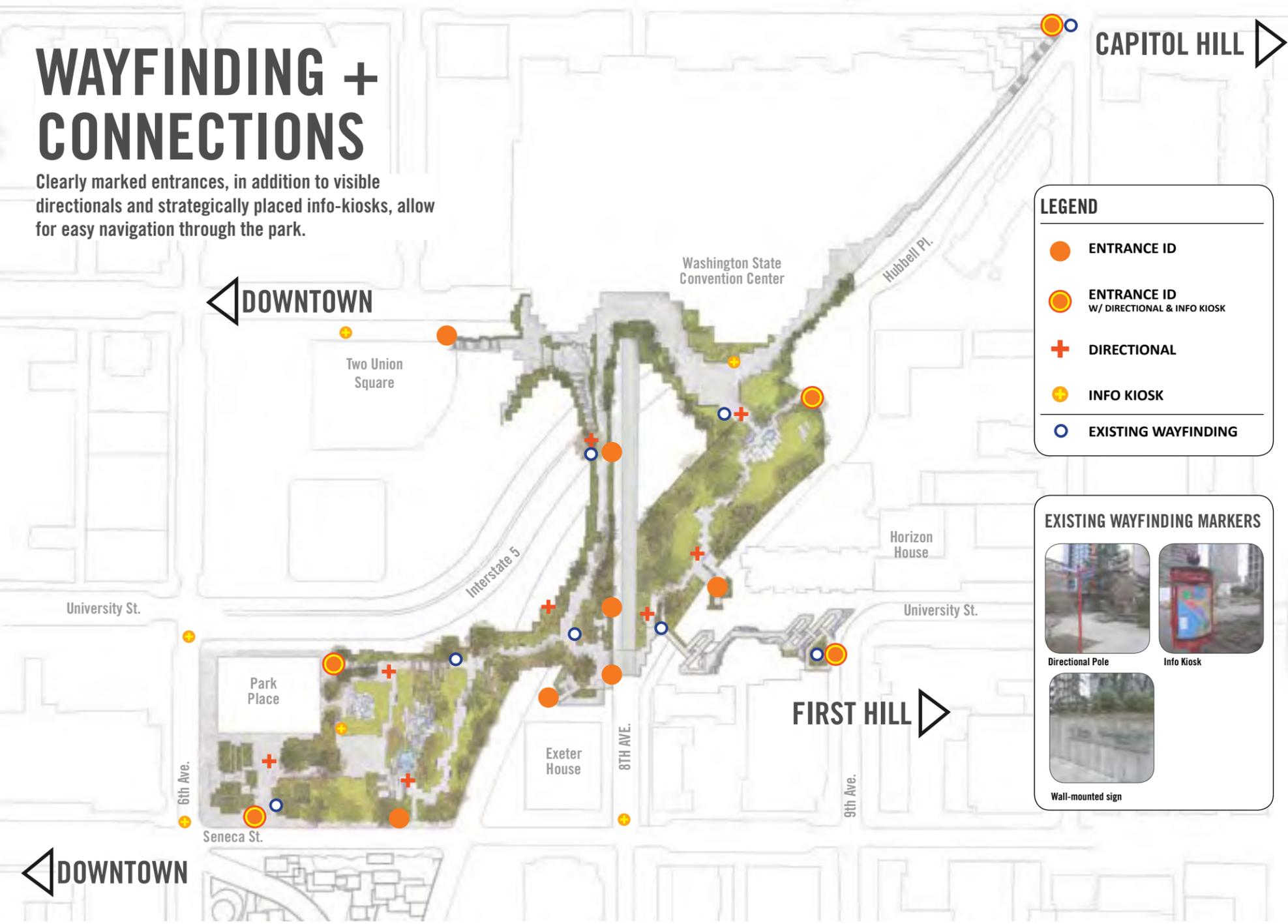
DESIGN PRINCIPLE: Active and passive spaces will be balanced throughout the park, supporting safety and increasing use while maintaining the valuable sense of tranquility the Park offers.

ENHANCE
 After repairs and restoration, contemporary enhancements would expand programming and features in the park to attract new user groups and delight old fans.

DESIGN PRINCIPLE: Improvements will be equity-driven, following Halprin's original intent that Freeway Park be 'a park for everyone'.

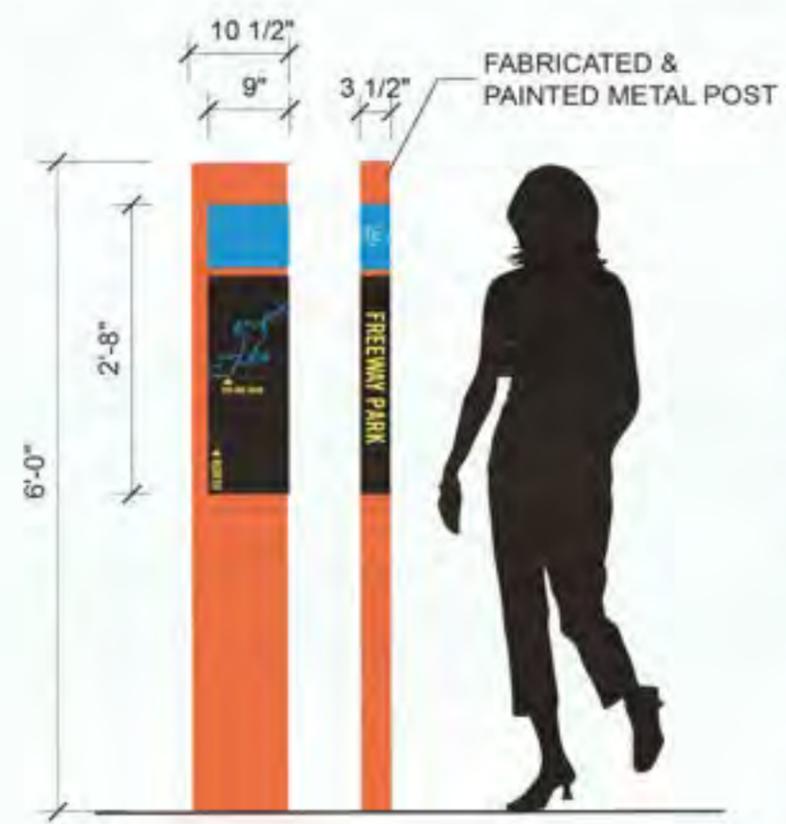
WAYFINDING + CONNECTIONS

Clearly marked entrances, in addition to visible directionals and strategically placed info-kiosks, allow for easy navigation through the park.



WAYFINDING + CONNECTIONS

Give your recommendations for the design of a wayfinding marker to be located in and around Freeway Park.



Design Alternatives:



1 SLATE GREY MARKER



2 ORANGE MARKER



3 MARKER W/ INLAY



4 LIT MARKER

SAFETY + LIGHTING

Give your recommendations for how to improve safety and lighting in Freeway Park.



FINDING FREEWAY PARK

Give your recommendations for how to Repair, Restore, and Enhance Freeway Park. What will help this park thrive as a public green space for years to come? What improvements would you like to see?



PLACES+AMENITIES

Give your recommendations for enhancements to existing amenities and the addition of new features at Freeway Park. What will draw people to the Park and make them want to stay there?



PLACES + AMENITIES

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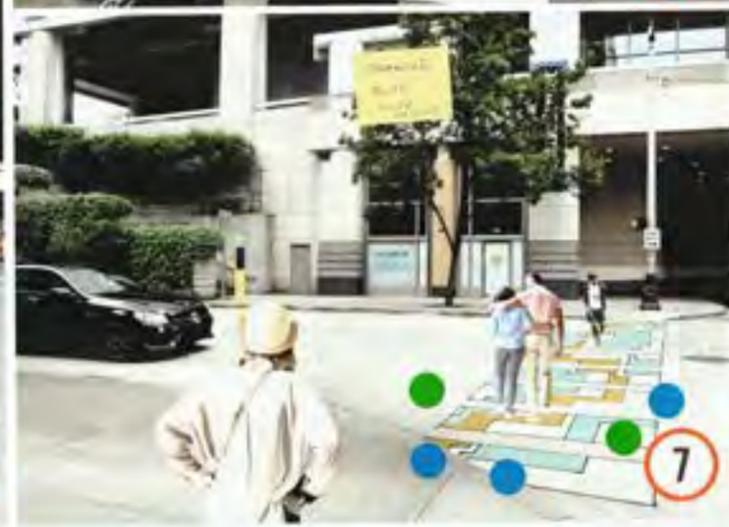
8-12 MINOR ENTRANCES



ENTRANCE IMPROVEMENTS

Give your recommendations for entrance improvements at Freeway Park.

1 - 7 MAJOR ENTRANCES



1 CURB RAMP IMPROVEMENT



2 WAYFINDING MARKER



3 CROSSWALK ENHANCEMENT



4 PAVEMENT INLAY



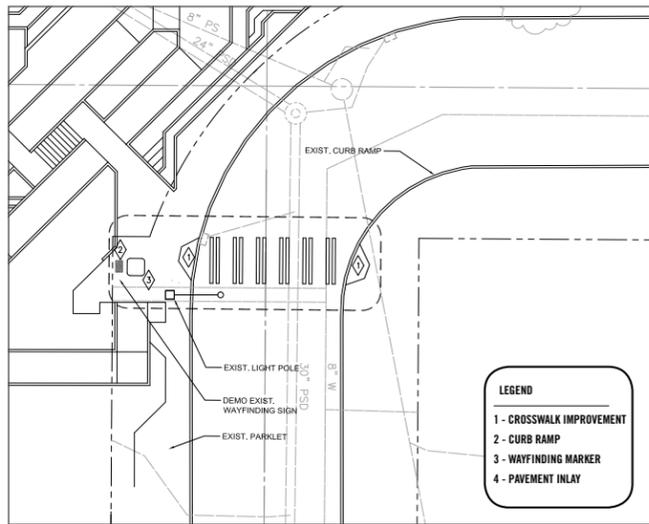
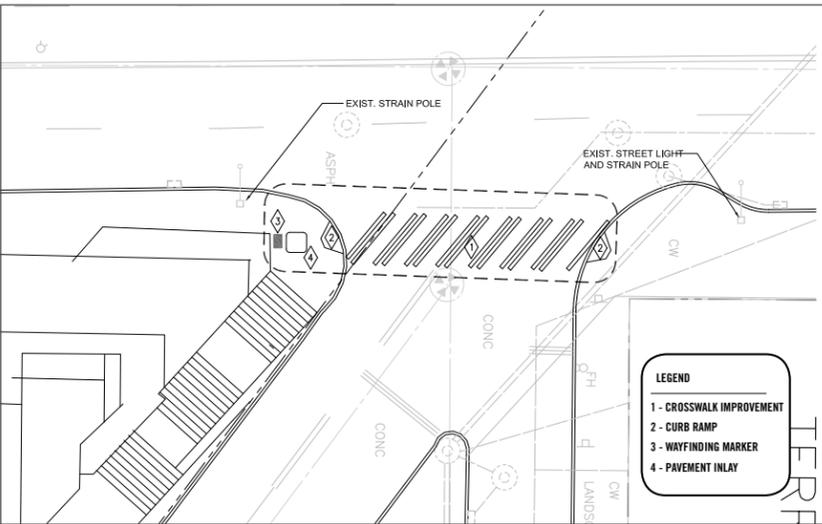
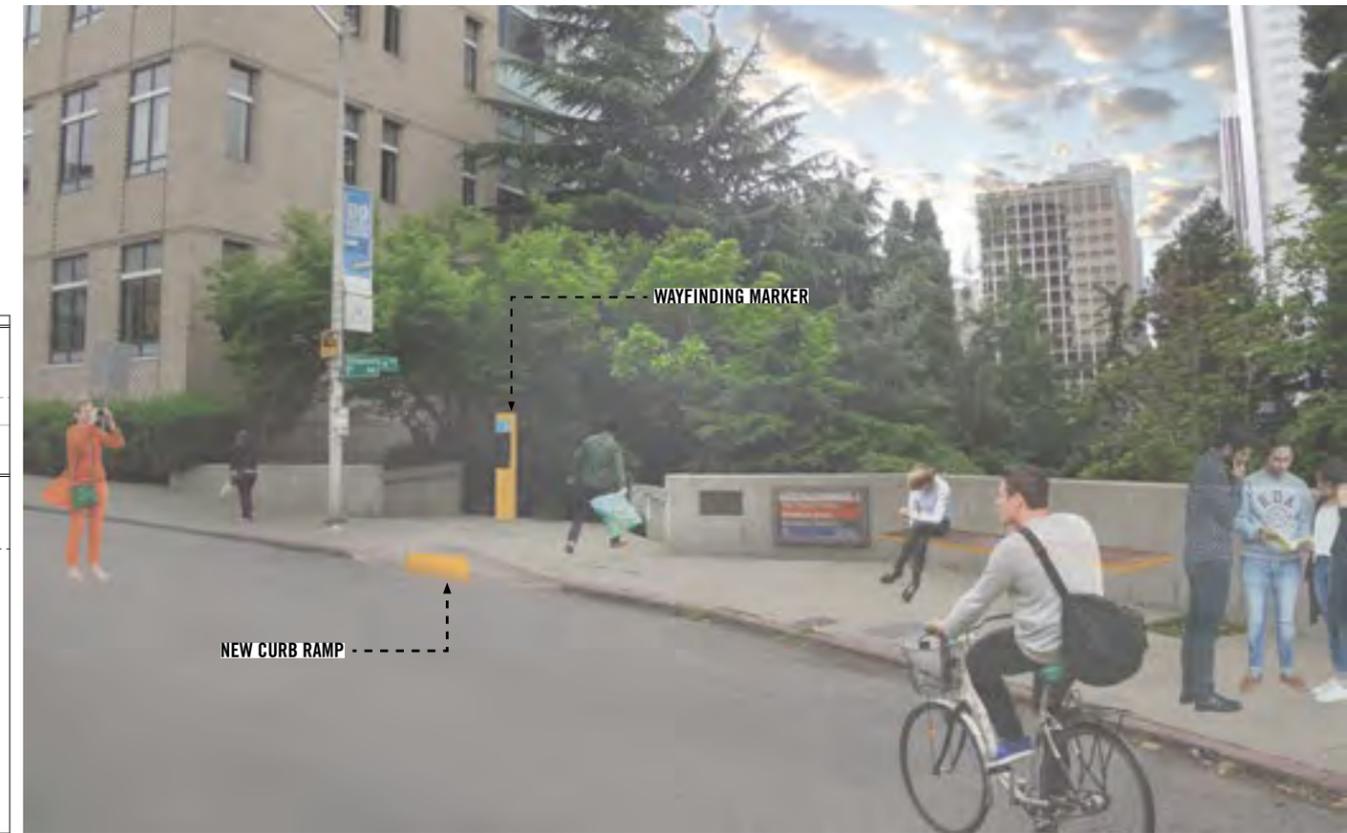
5 PEDESTRIAN LIGHT POLE (WHERE NEEDED)



PIKE + HUBBELL



9TH + UNIVERSITY



WAYFINDING MARKER:

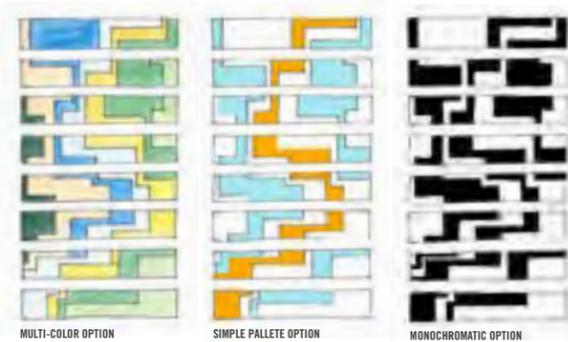
DESIGN OPTIONS:



"POP COLOR" ORANGE LIT WAYFINDING MARKER

COMMUNITY CROSSWALKS:

This concept for crosswalk design draws from Lawrence Halprin's original design for Freeway Park. Pulling from the brutalist concrete forms he used to shape the park, interventions on the ground plane and in the architecture itself follow a similar geometric logic.



PAVEMENT INLAY:

A bronze pavement inlay is a lasting option to improve wayfinding into the park.



BOLD TEXT

WAYFINDING MARKER:

DESIGN OPTIONS:



"POP COLOR" ORANGE LIT WAYFINDING MARKER

PAVEMENT INLAY:

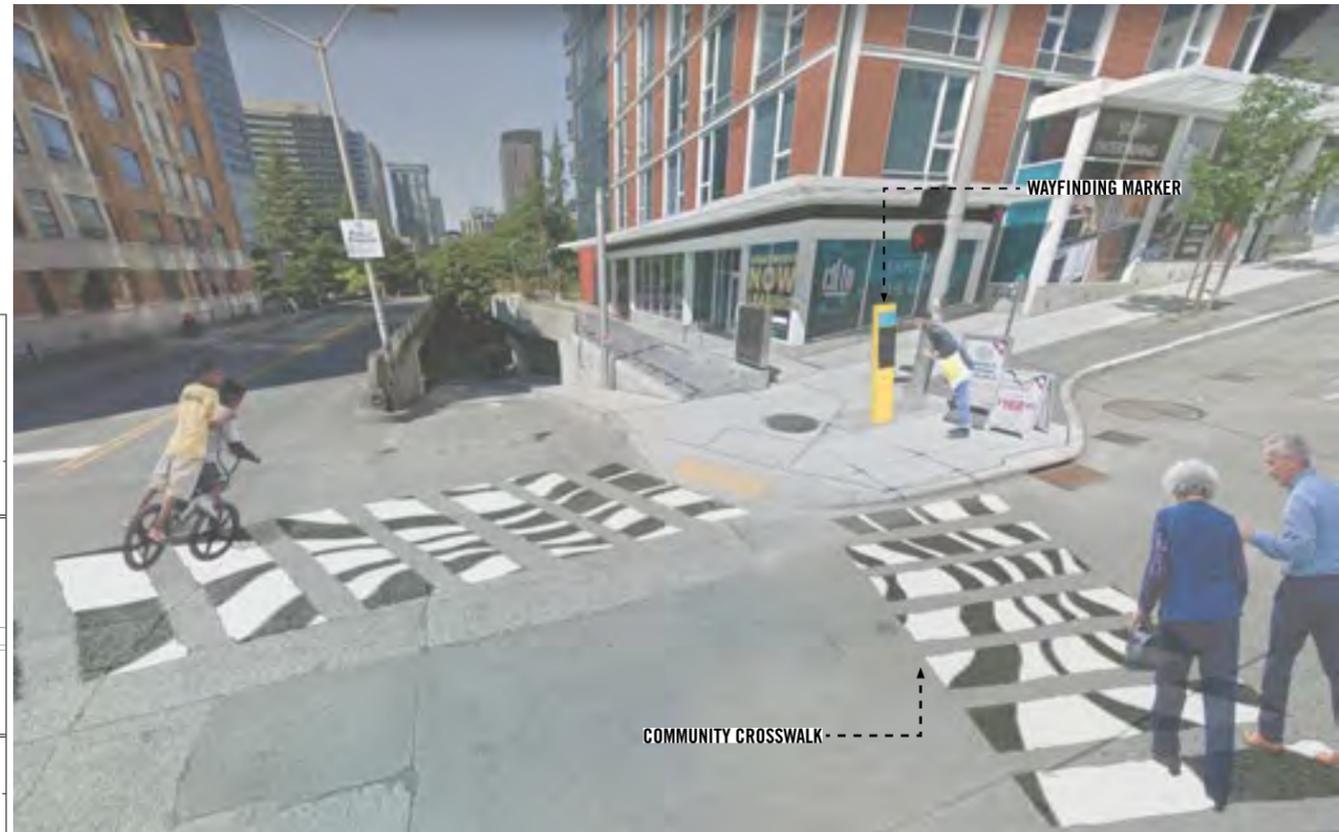
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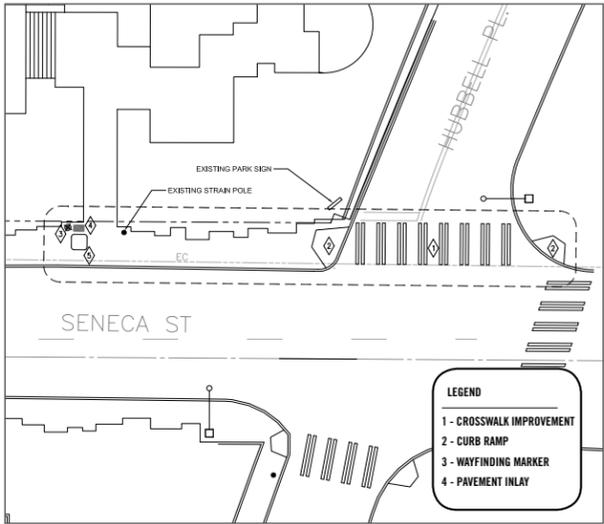
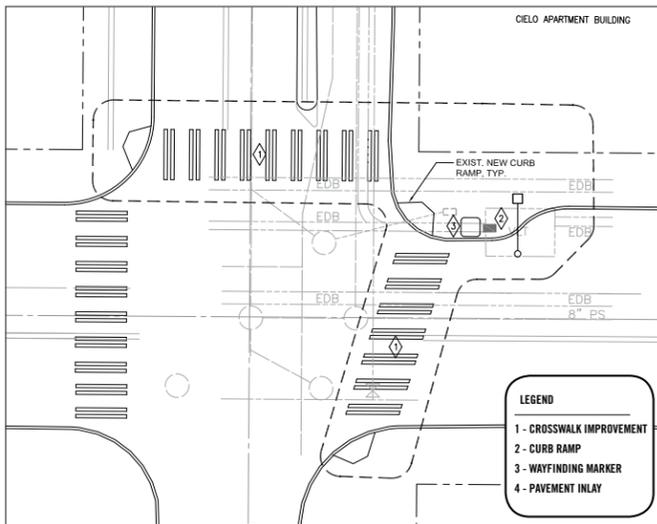
BOLD TEXT



8TH + SENECA

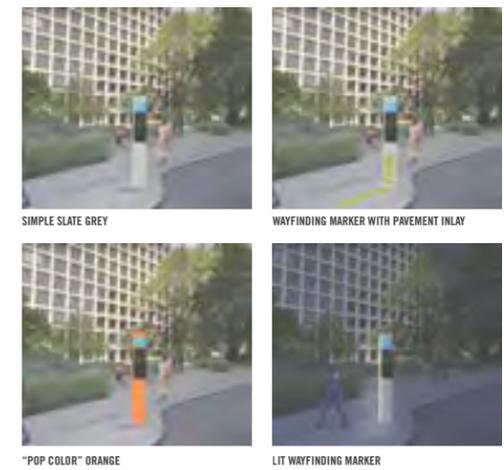


SENECA + HUBBELL



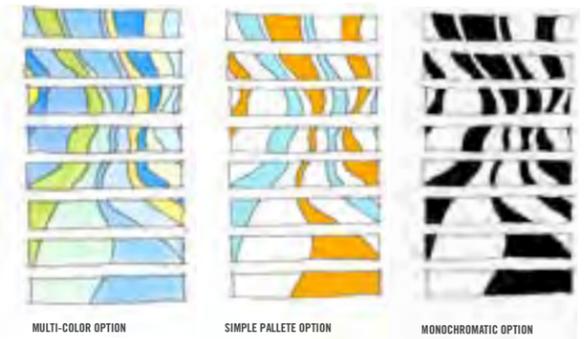
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DESIGN OPTIONS:



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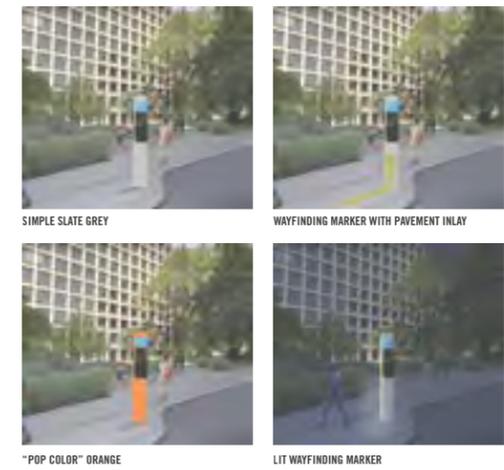
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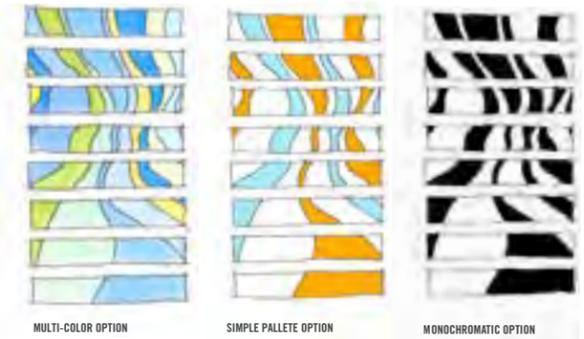
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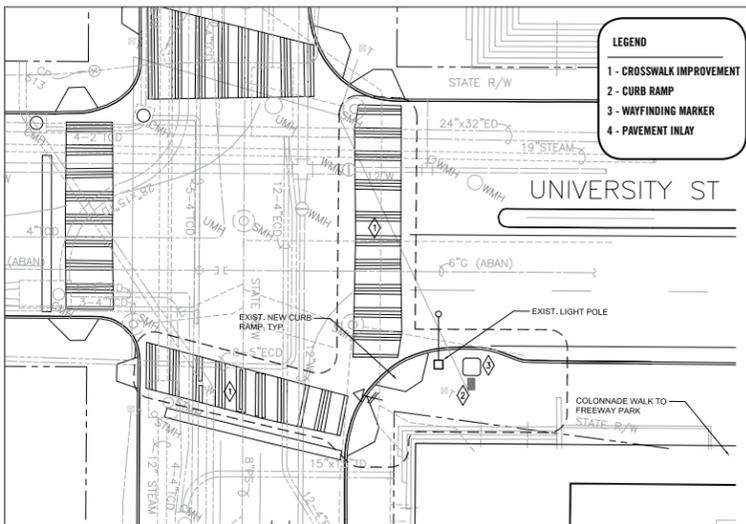
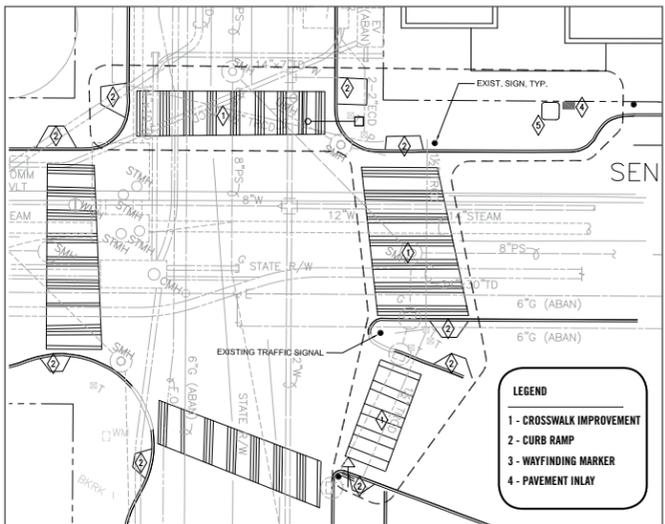
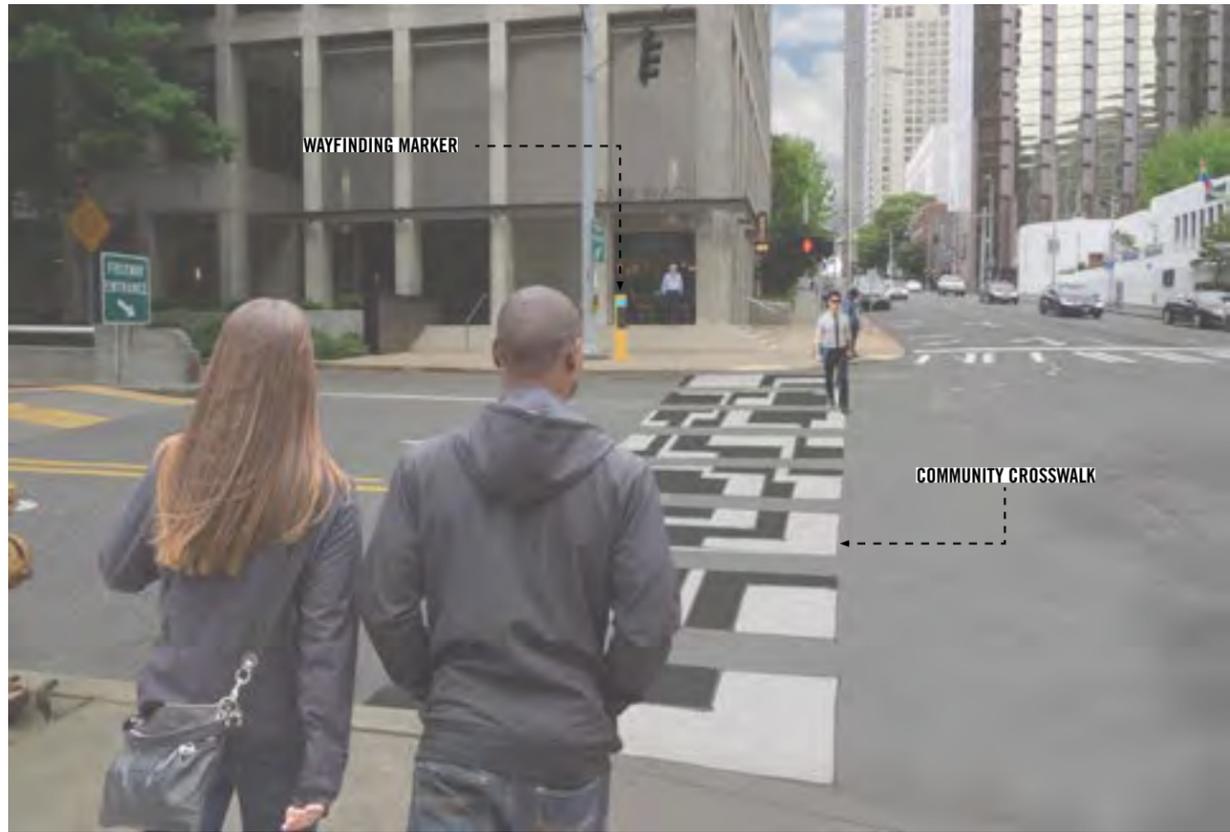




6TH + SENECA

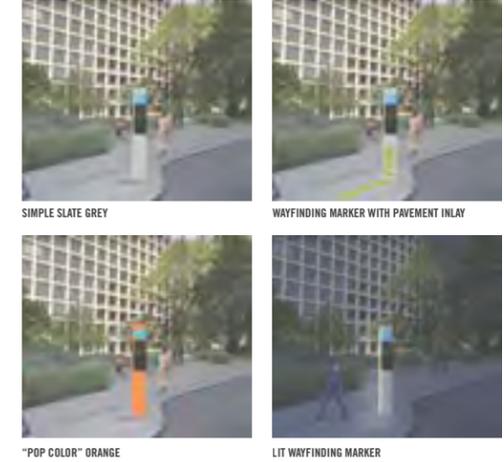
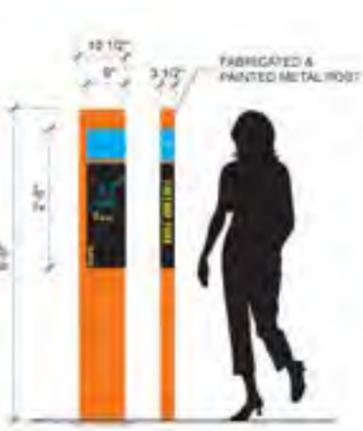


6TH + UNIVERSITY



WAYFINDING MARKER:

DESIGN OPTIONS:



COMMUNITY CROSSWALKS:

This concept for crosswalk design draws from Lawrence Halprin's original design for Freeway Park. Pulling from the brutalist concrete forms he used to shape the park, interventions on the ground plane and in the architecture itself follow a similar geometric logic.



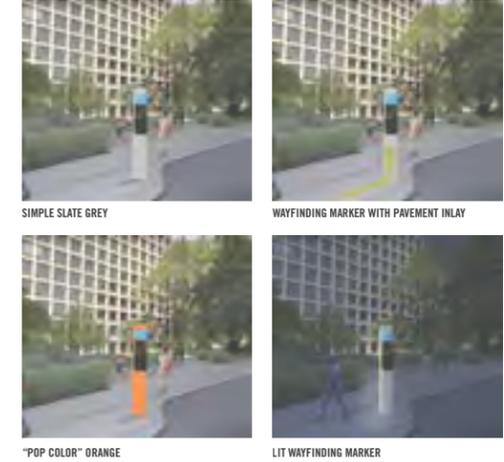
PAVEMENT INLAY:

A bronze pavement inlay is a lasting option to improve wayfinding into the park.



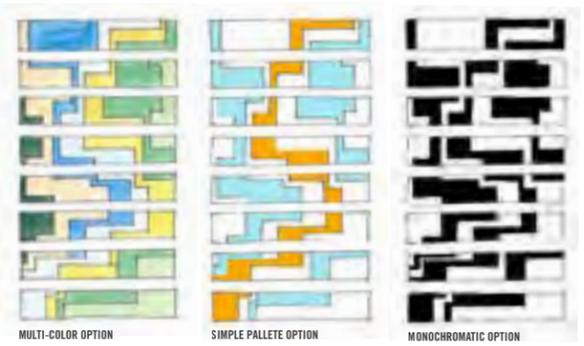
WAYFINDING MARKER:

DESIGN OPTIONS:



COMMUNITY CROSSWALKS:

This concept for crosswalk design draws from Lawrence Halprin's original design for Freeway Park. Pulling from the brutalist concrete forms he used to shape the park, interventions on the ground plane and in the architecture itself follow a similar geometric logic.



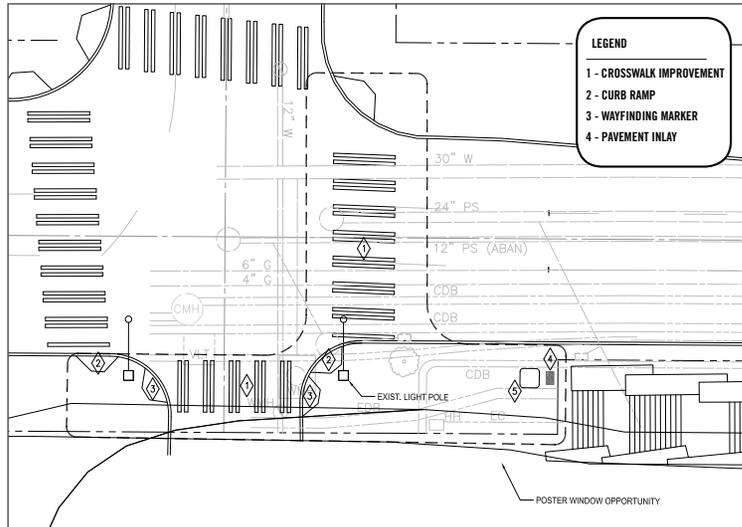
PAVEMENT INLAY:

A bronze pavement inlay is a lasting option to improve wayfinding into the park.





7TH + UNION



WAYFINDING MARKER:

DESIGN OPTIONS:



SIMPLE SLATE GREY



WAYFINDING MARKER WITH PAVEMENT INLAY



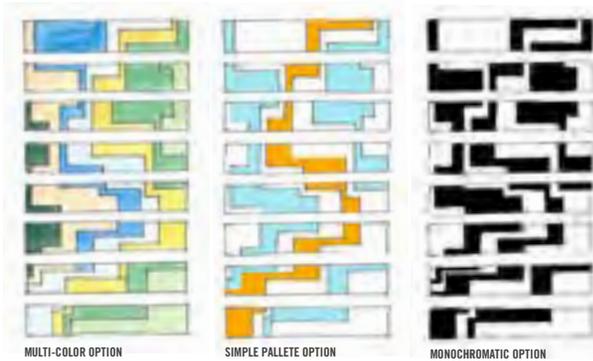
"POP COLOR" ORANGE



LIT WAYFINDING MARKER

COMMUNITY CROSSWALKS:

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PAVEMENT INLAY:

A bronze pavement inlay is a lasting option to improve wayfinding into the park.



TEXT AND LOGO



BOLD TEXT