

The **RECOMMENDATIONS** illustrates visions, “blue sky thinking,” and concepts on different levels, divided into two sub-chapters:

**THE STRATEGIES** identifies six overall Center City approaches to strengthen public life.

**THE PUBLIC SPACE PROGRAMS** illustrates how to apply these strategies to the focus areas. It establishes programmatic approaches to pedestrian needs and places for citizens to interact. These are not public space designs.

# RECOMMENDATIONS

STRATEGIES

PUBLIC SPACE PROGRAMS

QUICK WINS









# DOWNTOWN SEATTLE

- SUSTAINABLE URBAN LIVING





# RECOMMENDATIONS - STRATEGIES

THE SUSTAINABLE DOWNTOWN • THE UNIQUE DOWNTOWN

THE INVITING DOWNTOWN • THE LEGIBLE DOWNTOWN

THE VIBRANT DOWNTOWN • THE DYNAMIC DOWNTOWN







## SIX STRATEGIES

POTENTIAL:

A FANTASTIC SETTING



CHALLENGE:

A DISCONNECTED WATERFRONT



STRATEGY:

THE SUSTAINABLE DOWNTOWN



Ensure a downtown with a sustainable footprint

- Upgrade the waterfront to strengthen and celebrate downtown as a waterfront city
- Create strong links between downtown and the waterfront
- Enhance east-west streets as green connectors
- Improve “green lung” capacity of alleys
- Introduce a great variety of green roofs and walls
- Apply storm water filtration and recycling throughout downtown

POTENTIAL:

DOWNTOWN PLACED IN CENTER



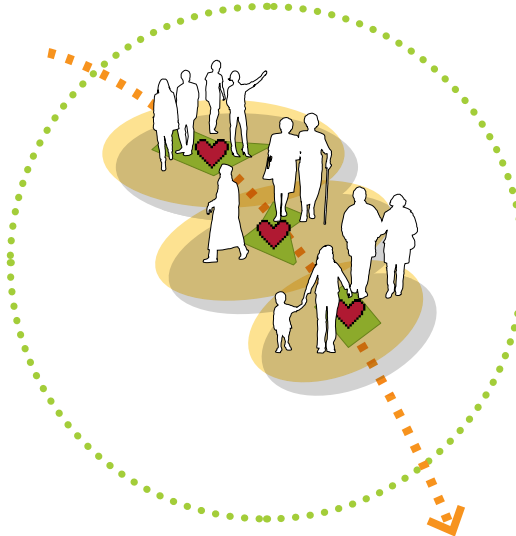
CHALLENGE:

WEAK PUBLIC LIFE PATTERNS



STRATEGY:

THE UNIQUE DOWNTOWN



Ensure a downtown with a strong identity

- Enhance the following downtown neighborhoods connected with the waterfront:
  - Retail Core
  - West Edge
  - Pioneer Square
- Identify a “heart” for each district
- Enhance character, network and functions for each district

POTENTIAL:

DISTINCT NEIGHBORHOODS



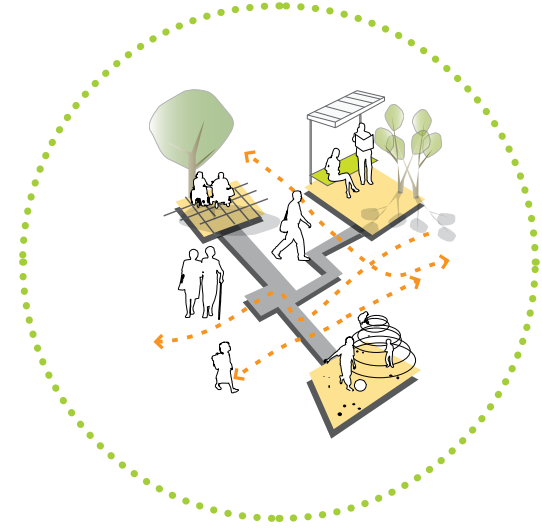
CHALLENGE:

LOW OPEN SPACE IDENTITY



STRATEGY:

THE INVITING DOWNTOWN



Ensure a downtown that invites people to visit, stay, and interact

- Implement a public space network that links public spaces, streets, and recreational sites
- Identify public spaces at three different levels:
  - City scale
  - Neighborhood scale
  - Block scale



## SIX STRATEGIES

POTENTIAL:

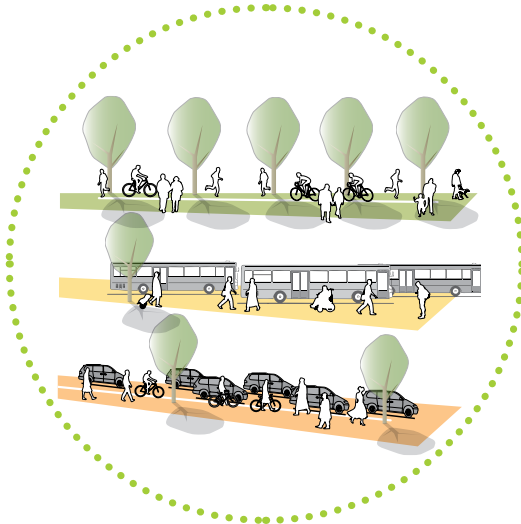
DISTINCT NEIGHBORHOODS

CHALLENGE:

UNBALANCED TRAFFIC SYSTEM

STRATEGY:

THE LEGIBLE DOWNTOWN



Ensure a downtown with a 21st Century transportation system that has complete streets and gives priority to transit, pedestrians and cyclists, and freight.

- Define a hierarchy of street types for all Center City streets to reinforce distinct functions and character.
  - Public Waterfront Promenade
  - Main Street
  - City Avenue
  - Green Connector
  - Central Transit Spine

POTENTIAL:

ACTIVE DURING WORK HOURS

CHALLENGE:

OFFICE FOCUSED DOWNTOWN

STRATEGY:

THE VIBRANT DOWNTOWN



Ensure a downtown that caters to all user groups and seasons

- Increase night time use of three areas:
  - Waterfront
  - 3rd Avenue
  - Office core
- Establish a night time network
- Introduce more night time attractions
- Illustrate an annual events calendar

POTENTIAL:

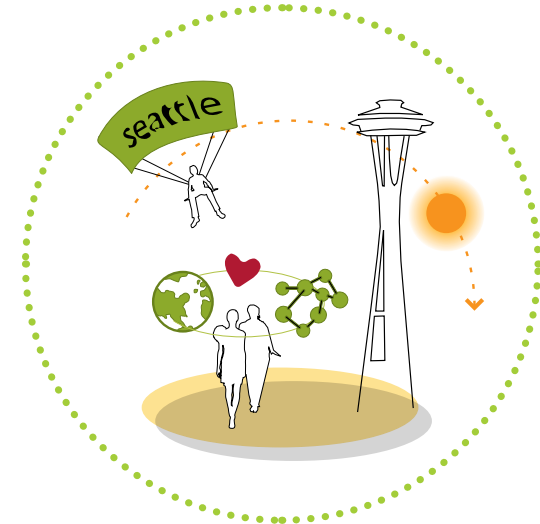
GREAT COFFEE CULTURE

CHALLENGE:

FRAGILE URBAN CULTURE

STRATEGY:

THE DYNAMIC DOWNTOWN



Ensure a downtown that is a peer to other “premier” and innovative cities

- Strengthen downtown’s brand and build on public-private partnerships and business networks
- Involve the important players in further developing the city culture
- Encourage events and temporary elements



## THE SUSTAINABLE DOWNTOWN

### BLUE CITY

**A CITY ON THE WATER** With its unbeatable location on Elliott Bay, Seattle has many opportunities to exemplify the “Evergreen State” image at the city scale.

**ACCESS TO WATERFRONT** Enjoyment of Seattle’s beautiful waterfront can be improved by strengthening physical connections as well as protecting or improving views to the water from downtown.

**STORM WATER FILTRATION & RECYCLING** Innovative technologies and design strategies can begin to restore water quality in Elliott Bay, reuse water, and reduce run-off volumes.

### GREEN CITY

**NETWORK** A connected and coherent green network of parks, green belts, trails and street trees will make the Center City more attractive, provide access to nature, and improve ecological conditions.

**GREEN CONNECTIONS** Invite more people to walk and spend time in the city by offering memorable green experiences along city avenues and streets.

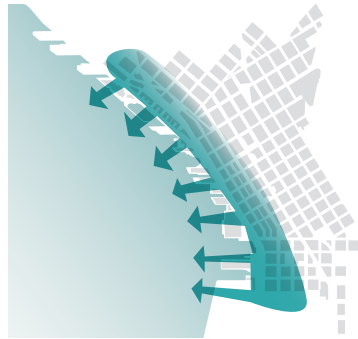
**POCKET PARKS** Gaps in the downtown park system can be filled by installing little pockets of green whenever an opportunity arises.

**ALLEYS** Under-utilized space in alleys has great potential to serve the city and its people as new “green lungs.”

**GREEN ROOFS AND WALLS** Green walls and roofs improve air and water quality and can be attractive extensions of green space in the downtown.

**MICROCLIMATE** Creating places where the human body is comfortable such as providing shelter from rain and wind will invite people to stay and enjoy time in the city.





**BRING THE CITY TO THE WATER** At the moment there is a gap between downtown and the waterfront. The city must transform that 'gap' and reintegrate it, so city and waterfront are well connected.



**INTEGRATED WATERFRONT** A lively, integrated waterfront will enliven adjacent areas to create a vibrant place. The waterfront must be easy to get to and from and be well integrated with the public transit network.



**VIEWS AND ACCESSIBILITY** Facilitating pedestrian flow between the downtown and the waterfront will allow more people to experience the iconic views of Elliott Bay, Mount Rainier, and the Olympics. View corridors should be preserved whenever possible.



Battery Park City, New York

**PUBLIC ROUTE ALONG THE WATER** A place to walk, exercise, and enjoy the view is an amenity that will be appreciated by all ages throughout the seasons.



Western Harbour, Malmö, Sweden

**NON-COMMERCIAL ACTIVITIES** It is important to leave space for recreational use, temporary festivals, and simply for spending quiet, contemplative time near the water.



Vancouver, BC

**WATERFRONT PROMENADE** It should be possible to walk along the water, buildings should be withdrawn from the waters' edge.



**USING TOPOGRAPHY** Slowing or collecting storm water along East-West streets should take advantage of the characteristic topography and be an effective way to manage run off volumes.



**RECYCLING AND FILTRATION** Rain and storm water can be collected, stored and purified at a later date, or reused for irrigation and toilet flushing.



Seattle, WA

**FILTERING STORM WATER** Simple approaches to slowing or delaying storm water run off make pockets of green in the streets, and have benefits for water quality and municipal water infrastructure.

## THE SUSTAINABLE DOWNTOWN

### THE CITY TO THE WATER

In the future, Seattle should become a city well-integrated with its waterfront rather than simply sitting close to it. Much of Seattle's identity depends on its location in the Puget Sound, but at the moment the city and waterfront are separated and need to be woven together again.

Accessibility to the waterfront either by direct connections or views to the water can be strengthened and improved.

### A FANTASTIC WATERFRONT

A public route along the waterfront should be established to ensure that all people have access to the water.

The scale and width of the space is of great importance: create a comfortable human-scaled space with active facades.

A variety of sizes and types of public space will accommodate diverse functions throughout the seasons, and ensure that all users feel welcome. People should be able to move along the water, stop for a short rest, meet friends for a lunch break, have a group tour, peruse a special market or festival, and more.

### WATER IN THE CITY

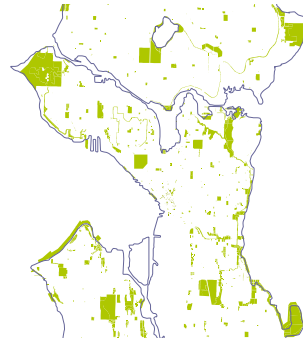
Rain water from roofs and storm water from streets and alleys can either be cleaned before discharging into Elliott Bay, or be reused in the city. Structures for collecting water add interest to the street scape and allow people to notice how much water falls, where it goes, and how clean it is. Other benefits of water recycling include habitat and water quality improvements in Elliott Bay, and reductions in water treatment and supply costs.



## THE SUSTAINABLE DOWNTOWN

### ENHANCE THE GREEN AMENITIES

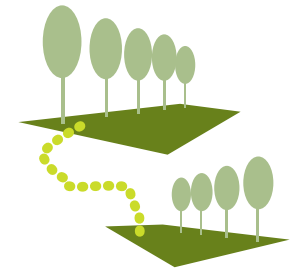
Seattle's large scale green network needs to be strengthened, and downtown can become a more functional link. Parks, street trees, green roofs, vegetated walls, and green connections can all contribute to the city's green infrastructure. Recreational routes for pedestrians and bicyclists should mirror these green links.



Make an overall strategy for connecting Seattle's green spaces and parks.



Downtown should have clear and attractive connections to and from the green amenities.



Connect the green amenities in a green network.

### EAST-WEST GREEN CONNECTIONS

Since the east-west streets are on steep slopes oriented towards the west, they are significant in creating a green network. Some of these streets are already designated as Green Streets in the City's Zoning and Land Use Code. Corners and bus stops can feature small-scale green spaces that soften the building facades, provide an enjoyable transition between high rise buildings and the human scale of the street, and offer places to sit. The steep topography could enable water to flow towards strategically sited rain gardens and green alleys as part of a larger network of green spaces.



Steep streets bring water downhill towards alleys, forming a blue-green network with a hierarchy of functions.



Small pocket parks serve ecological functions and provide nicely-scaled places for people.



Street-side filtration cells are a simple and unobtrusive way to add green to the streets.

### GREEN POCKETS

Small parks are very important public spaces, especially if there are no larger public parks within a short walking distance. They are human-scaled, convenient, and bridge the gaps in the larger scale green network and public space network. Even with very little room, positive microclimates and social space may be created. Green pockets should be inserted into the downtown fabric at every opportunity, to balance the current deficiency of green open space and ensure that all city dwellers benefit from regular contact with nature.



Water, trees, and a change in paving create a peaceful pocket in a bustling city.



Personalized space that benefits the entire street.



A small pocket space with simple attractions such as benches, trees, and a fountain.

## THE SUSTAINABLE DOWNTOWN



Lyon, France

Personalized space that benefits the entire street.



A lush, green alley can be created with very simple construction.



Freiburg, Germany

Using the vertical plane is a good strategy for economizing space.

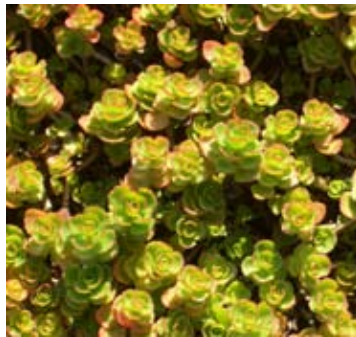
### ALLEYS AS GREEN LUNGS

Alleys are a key resource in Center City, they receive very little vehicle traffic and they are ideal places for inserting pervious pavements, rainwater catchment and filtration systems, and vegetation. These spaces can become pleasant walking routes where people can step away from traffic to talk with friends, breathe clean air, watch the seasons turn, and enjoy a bit of urban green at a comfortable scale.



Ballard Library, Seattle

Green roofs form an important link in a green infrastructure network, just on a different level in space.



Vegetation on green roofs has significant absorption and filtration capabilities.



Evergreen State College, Olympia

The planting palette for green roofs is unique and is adaptable to various weather conditions.

### GREEN ROOFS

Significant advances in green roof technology are expanding possibilities for new buildings as well as for retrofitting existing buildings, for both accessible and non-accessible green roof types.



Union Square, New York

It is comfortable to sit in the sun on a bench with some protection in the back such as a green edge or a wall. A long bench invites many people to sit down beside each other.



Bryant Park, New York

Movable chairs that allows for various uses and ways of spending time is popular.

### GREAT MICROCLIMATE

People feel comfortable in a space, where their well-being is prioritized. Good microclimates are made by allowing people to enjoy pleasant aspects of weather conditions. Vegetation helps to calm air movement, provides clean air, and filters out background or traffic noise. Plantings and articulated building facades can provide structure at a human scale where people feel comfortable pausing, staying, and watching the city move around them.



## THE UNIQUE DOWNTOWN

Surrounding downtown Seattle are great neighborhoods with distinctive characters. This should be the reality for downtown as well. Downtown is currently made up of 5 neighborhoods.

A set of opportunities is created by identifying three specific downtown districts that overlap with the neighborhoods. A unique downtown can be achieved through strategic approaches.

### EACH DISTRICT IS AN ORGANISM

Identity and character can be strengthened, and a sense of ownership and pride established, by focusing on each district as its own entity with a good balance of residents and visitors. By including the waterfront in two of the three districts, instead of treating it as a district of its own, the waterfront becomes part of downtown and adds to the identity of the two suggested districts.

### PROXIMITY, DIVERSITY, FLEXIBILITY

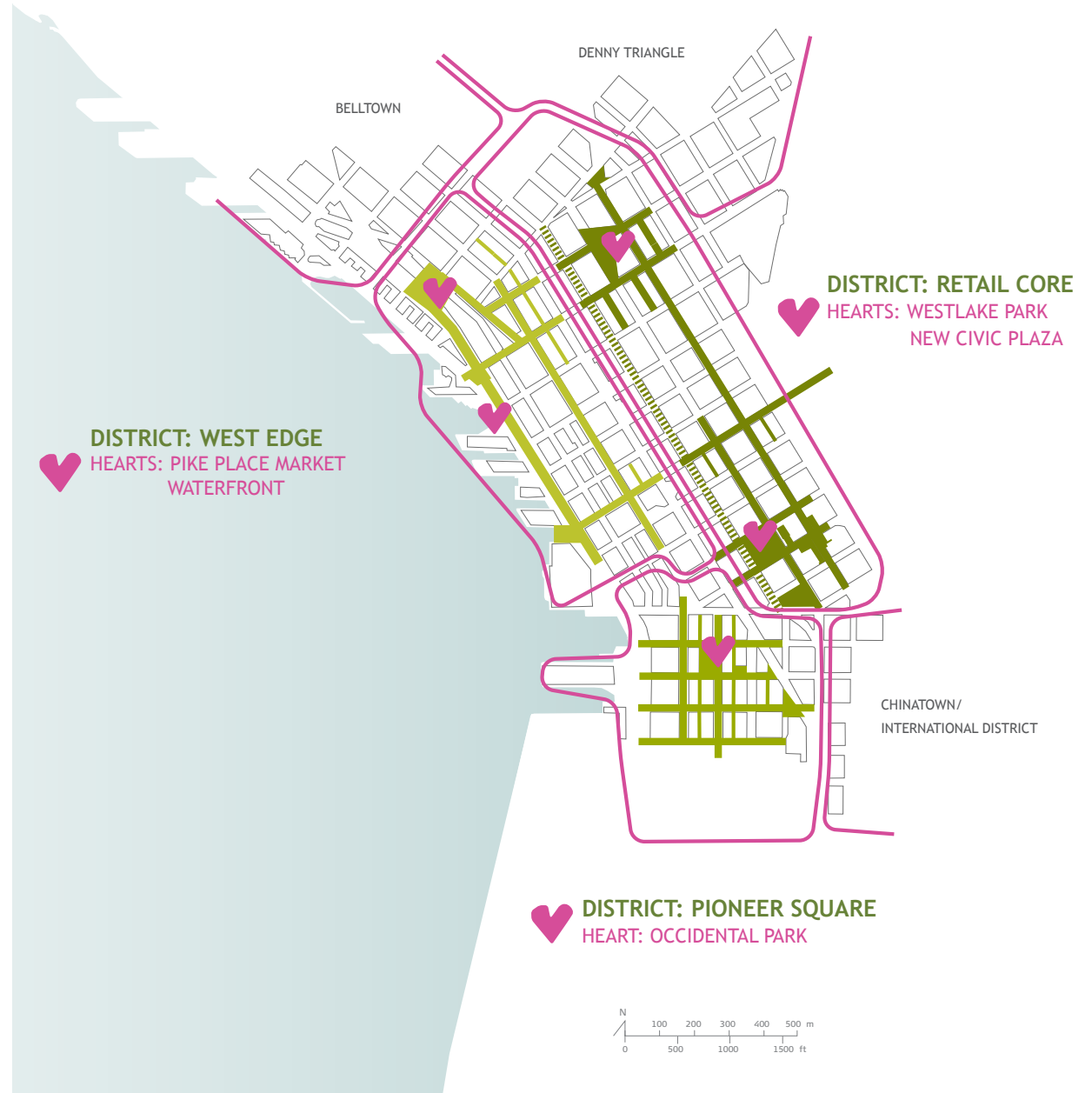
A strategic approach for each district includes working with the proximity of connections, destinations and functions, diversity in terms of activities, users and seasons, and flexibility in terms of built form, typological variation and adaptable use.

### CHARACTER, NETWORK, FUNCTIONS

Focus should be placed on identifying and describing the character, network and functions of each district.

### THE BEATING HEARTS

The identification of a heart is crucial for each district. A heart is a place that can act as the generator and connector for the district: a place that all residents and daily users can relate to and interact within as well as a place for celebrations, district meetings and everyday life.





Visual interpretation - An iconic touch

## THE UNIQUE DOWNTOWN

### WEST EDGE - CHARACTER

The West Edge already has some of downtown's most important attractions - Pike Place Market, 1st Avenue and the waterfront - making it a preferred destination for many visitors.

The character of the district can be strengthened by improving the connections to the waterfront as well as the connections within the district itself.



The district heart - Pike Place Market - should act as a center and generator of activities for both locals and visitors. Establishments that support the district and everyday life, such as a supermarket, pharmacy, day-care, playground, bakery, kiosk, hairdresser, should be located in close proximity to the heart.



The streets and avenues are connecting functions and places. The better functioning and more attractive the connections, the more lively the West Edge will become and the more visitors it will invite.



An attractive public realm and various invitations for public life can keep the district vibrant and continually interesting to visit and re-visit. Weekends, off-hours and seasonal changes should be given special consideration.

### WEST EDGE - NETWORK

The network of streets and places should cater to visitors and citizens moving short distances on foot. An inviting network should, in combination with the larger attractions and amenities of the West Edge, become the district's trademark - proximity, mobility and vibrancy.

### TODAY: AGES 16-50



Today, the West Edge is dominated by visitors with a singular purpose - shopping.

### INVITE AGES 0-16 AND 60+



Invite more people to live in the West Edge - both families and seniors.

### WEST EDGE - FUNCTIONS

Today, the West Edge is dominated by people visiting with single purposes - shopping and sightseeing. Inviting more families and seniors to live in the West Edge is key to creating a diverse and mixed-use district. At the same time, upgrading the quality of the public realm and introducing more attractions can invite visitors to spend time on a greater variety of activities.



## THE UNIQUE DOWNTOWN

### RETAIL CORE - CHARACTER

The Retail Core's character and identity as an attractive retail and office core can be strengthened by introducing more green pockets for lunch breaks, more outdoor meeting places and more specific functions to support the professional lifestyle.



Visual interpretation - A professional beat

### RETAIL CORE - NETWORK

The network of streets and places should be inviting for a range of activities that support the district in its role as a retail core: easy walking connections, wide sidewalks, interesting and attractive ground floor facades, outdoor cafe seating, places for events and gatherings, and places to meet and interact. The network should also ensure a combination of flow efficiency, chances to meet, and interludes with low activity, thus supporting the rhythms and needs of the work force.

The network should incorporate easy access to public transport and support activities outside of retail and office hours.



The district heart should act as a center and generator of activities for both locals and visitors. Establishments that support the district, such as news agents, coffee shops, library, kiosks and delis should be located nearby.



The streets and avenues are important connectors between functions. They should be the nerves of the district and ensure a healthy pulse.



Small pockets should offer an alternative to the more hectic street life. The character of the Retail Core should be enhanced with places for meditation or quiet pauses, or places to bring a computer and work.

### RETAIL CORE - FUNCTIONS

Today, the Retail Core is dominated by user groups visiting with a single purpose - working, shopping or staying in hotels. Inviting more residents will be key to creating a more mixed-used district.

Greater flexibility and interaction can also be introduced by targeting and inviting more small, knowledge-based companies. This will further establish the character of Seattle as a "knowledge-based" city.

### TODAY: WORKFORCE



Today, the district is dominated by visitors with a single purpose - working.

### INVITE RESIDENTS AGES 25-65



**INVITE MORE PEOPLE TO LIVE IN THE DISTRICT** Invite more small, knowledge-based companies to establish themselves in the Retail Core to attract a creative and knowledge-based work force.



Visual interpretation - A Bohemian Rhapsody

## THE UNIQUE DOWNTOWN

### PIONEER SQUARE - CHARACTER

Pioneer Square has a very strong identity and character. The built form reflects the human scale, with red brick textures and details, and beautiful old street trees. These qualities, along with the First Thursday Art Walks, numerous galleries and nice outdoor cafés, the district has an almost Parisian atmosphere.



The district heart (Occidental Park) should act as an ever-changing focal point and activity generator for locals as well as visitors. Adjusting to seasonal changes will enable an active heart throughout the day, week and year.



The streets in Pioneer Square should be more than just connections - they should be meeting places, recreational invitations and places to interact and meet neighbors.



It is important that Pioneer Square life can unfold in the public realm. The open spaces should remain flexible for a variety of uses and avoid becoming over-programmed. An attitude of acceptance by the surrounding community will encourage a vibrant range of activities.

### PIONEER SQUARE - NETWORK

Streets, squares and alleys play an important role as generators of public life in Pioneer Square. The public realm that supports the bohemian atmosphere and unfolding activities should offer a combination of temporality and flexibility, adjusting to the time of day and seasonal changes.

### TODAY: VISITORS 35-65+



Today, Pioneer Square has some residents and attracts tourists.

### INVITE RESIDENTS AGES 0-45



**INVITE MORE PEOPLE TO LIVE IN PIONEER SQUARE, ESPECIALLY FAMILIES WITH KIDS.** Invite more small, arts- and knowledge-based companies to establish themselves in Pioneer Square to attract a creative and knowledge based work force.

### PIONEER SQUARE - FUNCTIONS

Pioneer Square attracts a variety of users - sports fans, night club patrons, art lovers, residents, and others. This eclectic mix can sometimes produce conflicts.



## THE INVITING DOWNTOWN

In order to make a city more inviting, it is necessary to work simultaneously with a range of strategies at multiple scales.

Downtown Seattle has an evident need for a public space network and hierarchy in order to introduce and maintain a strong pattern of city culture and use. Downtown is also in need of more invitations for spending time in the city. These invitations must be made on a street and spatial scale. An inviting city is also characterized by qualities on a smaller scale: inviting facades, playful elements, and intriguing art installations.

### PUBLIC SPACE NETWORK






The illustrated network links main pedestrian corridors with open spaces and alleys, through a general upgrading of the public realm. Focus should be put on the following: pedestrian priority in terms of timing traffic lights for pedestrian “green waves,” introducing benches along the routes, minimizing the number of sidewalk interruptions where pedestrians have to give way to cars entering and exiting parking garages, introducing human scale streetlights, ensuring attractive ground floor frontages, introducing good quality materials in street furniture and paving, and ensuring clearly marked pedestrian crossings without push-buttons.

### OPEN SPACE HIERARCHY

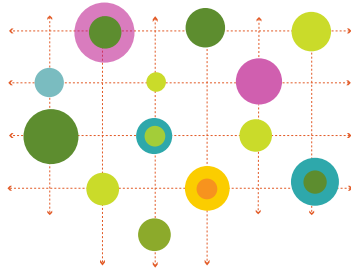
It is possible to develop more targeted invitations for use, a broader range of uses and user groups, and a higher degree of variation in layout and design by introducing a public space hierarchy with three levels of importance: the city, neighborhood and block scales.

### PUBLIC SPACE NETWORK

illustrating a network of main pedestrian routes and entrances to downtown, alleys and open spaces:

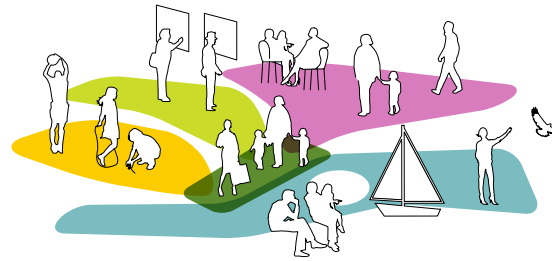
-  entrances
-  main pedestrian routes
-  3rd Avenue
-  alleys
-  openspace





#### WELL LINKED PUBLIC SPACES

A well functioning network connects all the public spaces in an attractive and inviting way. The public spaces come alive when people are present, so we must invite people from one space to the next.



#### VERSATILE PUBLIC SPACES

People are likely to accept invitations to participate in a variety of activities in a city, if they feel invited. If they are only invited to a limited number of activities, a lower level of participation and use can be expected. Therefore, plan for a wide variety of activities in the city.



#### INVITE EVERYBODY

A fine public space network is also a city for all. Some people will come to the city because they have to for necessary or routine activities. But other individuals and user groups must be invited. Therefore, plan for activities and spaces that invite a wide range of interests and all age groups.



#### A LIVING CITY THROUGHOUT THE DAY AND YEAR

Plan for a city that is active throughout the seasons, and that offers interesting things to do in the evening. An active city where many people can meet and interact feels much more safe than a city where only a few people are using the public spaces at night.

## THE INVITING DOWNTOWN

### CREATE A FINE PUBLIC SPACE NETWORK

Seattle is in need of a stronger public space network; one that invites people from one space to the next, from one end of downtown to the other. Many of the existing open spaces are poorly connected and, therefore, not as well used as they could be.

A fine network for people has a strong focus on pedestrians and bicycles since they are keeping the public spaces lively.

A well functioning network attracts a broad range of activities and, in that sense, both open spaces and streets are important.

A good network aims to create an inviting city at all times of the year and to be as active as possible throughout day and night. This makes the city more interesting and improves perceptions of safety.

### RECREATIONAL LINKS AS CONNECTORS

All links with a high pedestrian priority and fine recreational opportunities are of great importance in the overall network. These links will guide people smoothly through the city, since they are very attractive to move along. These links are just as important as the city's many open spaces.

In Seattle, there are too few recreational links at the moment. It is recommended that more be added by transforming and upgrading some of the existing links.



New Road, Brighton, UK

Recreational links can be created with streets that invite people to slow down and just stroll along. These streets have room and invitations for enjoying city life.



Paris, France

Street don't have to be car-free to have recreational value. Streets with some traffic may also have recreational qualities if they have a high pedestrian quality, comfortable sidewalks, and places to sit down and watch the life of the city.



Hudson River Park, New York

Recreation is, of course, the main theme for recreational links, such as promenade routes with many opportunities for recreational activities. Recreation is not just about sitting down. Active recreation also includes skating, jogging, and ball games.



## THE INVITING DOWNTOWN

### PUBLIC SPACE HIERARCHY - CITY SCALE

Some public spaces are city-wide attractions. They are the large pearls in the network, and the network must ensure good connections between them. City scaled open spaces invite visitors from the city, the region, and beyond. The Olympic Sculpture Park is a good example.



*Federation Square, Melbourne, Australia*

### PUBLIC SPACE HIERARCHY - NEIGHBORHOOD SCALE

A good city has many neighborhood spaces. This type of public space is much more flexible than spaces at the city scale, since they do not have the same iconic experience attached to them. Neighborhood spaces can vary in activities and identity, and that is why they may lie close to each other since they invite to different activities.



*New York*

### PUBLIC SPACE HIERARCHY - BLOCK SCALE

Block-scale spaces and pocket parks are local. They are places where people can either stop for a short rest or spend a whole afternoon. Even small corners are effective block-scale public spaces. There are very few block-scale spaces in Seattle's downtown. Locations should be found for block-scale public spaces, which can become integrated into the larger public space network in the future.





Copenhagen, Denmark

**DESIGN MANUAL** Good detailing is necessary for more people to choose to spend time in spaces. Establish a coherent design manual for furniture and elements.



Barcelona, Spain

**PLAYFUL ELEMENTS** Playful elements with high aesthetic quality will be enjoyed by people of all ages.



Sapporo, Japan

**MORE PLAYGROUNDS IN DOWNTOWN** Create more dedicated places for families and children. Even playgrounds may have high sculptural value and thereby add quality to the city as well as providing play space.



Melbourne, Australia

**TRANSPARENT RETAIL UNITS** Attractive retail units - many units, many doors, high level of transparency, variation etc.



London, UK

**OPEN FACADES** Allow facades to be opened up on fine days, and let the activities indoors activate the street life outdoors.



New York

**GOODS ON DISPLAY** Shop owners may display their goods outside, with some regulations. It could be a permission based strategy, since displaying certain goods may improve or worsen the quality of the street scape.



Melbourne, Australia

**ARTISTIC EXPERIENCES** Art installations create experiences and can be used to establish identity. The art installations may be both permanent and temporary.



Federation Square, Melbourne

**TELLING STORIES** Tell the Seattle history in new and surprising ways for instance engraved in the paving.



Copenhagen, Denmark

**VARIATION BETWEEN NIGHT AND DAY** Lighting trees creates a new atmosphere and is welcoming during the dark hours.

## THE INVITING DOWNTOWN

### INVITATIONS TO STAY LONGER

Downtown needs more invitations to make people stay longer in the city. Invitations for various types of user groups, especially families, children, and elderly seem under-prioritized in downtown at the moment. Make downtown an intriguing and amusing place to be.

Introducing an actual design manual for a specific line of Seattle urban furniture relating to history, culture and climate can help improve the general visual quality of downtown.

### ATTRACTIVE FACADES

Develop guidelines for attractive ground floor facades in neighborhood plans and other legal documents. Make sure that all ground floor facades on avenues are upgraded, opened up and interacting with the streetscape. This will strengthen the public space network and invite more people to walk.

### EXTRAORDINARY EXPERIENCES

Let downtown have that "little extra". Formulate dynamic strategies for introducing extraordinary experiences in the city spaces. These experiences may be permanent or temporary. They may change with the seasons and create a different atmosphere during the day and night. They may tell stories in a subtle way.



## THE LEGIBLE DOWNTOWN

### AN OVERALL STREET HIERARCHY

Introducing a street hierarchy in terms of identity and activities gives the opportunity to create a city with greater variation offering different types of experiences. The proposed Center City public realm hierarchy in downtown uses the existing activities on the various streets and avenues as a starting point, and introduces new features and identities. Due to the challenging downtown topography, one must address downtown streets and avenues with different measures.

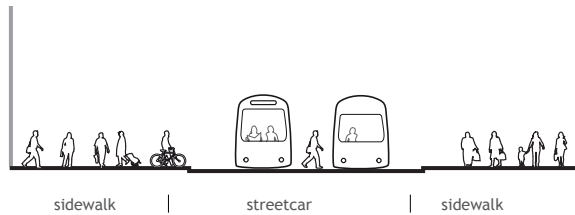
### AVENUES AS URBAN ATTRACTORS

All the avenues are fairly flat, running north and south. They already act within a sort of hierarchy that can be strengthened. There is potential to enhance the avenues to ensure inviting ground floor facades, a high degree of urban character and attractive urban street elements.

### STREETS AS GREEN CONNECTORS

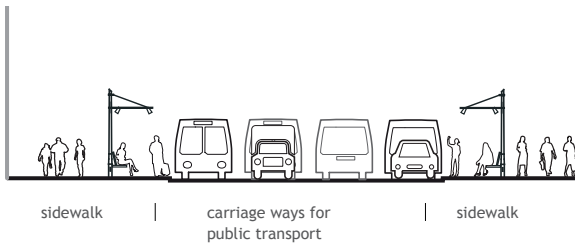
All of the east-west streets have a challenging topography and thus a high percentage of inactive and closed ground-floor facades. There is potential to identify some of these streets as green connectors and develop green interludes, street trees and human-scale street lighting, as well as preserve views and introduce numerous places to rest.





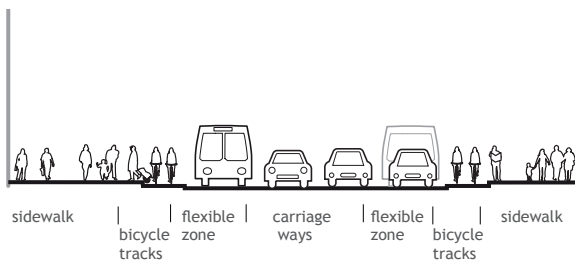
#### PEDESTRIAN STREET

A pedestrian street gives high priority to pedestrians, and to public transport, since this supports the pedestrian flow. It is easy for pedestrians to cross the street, when they feel like it.



#### PUBLIC TRANSPORT AVENUE

A public transport avenue gives high priority to public transport, and the things supporting it; such as waiting facilities, good lighting and active ground floors to increase perceived safety at night.



\* The flexible zone may be used for street trees, parking, bus stops or regular drive lanes.

#### CITY AVENUE

City avenues support all means of transportation. They are comfortable for pedestrians, bicycles, public transportation, and vehicular traffic.

## THE LEGIBLE DOWNTOWN

### PLAN FOR PEOPLE

Improve legibility in downtown by upgrading avenues and streets into more attractive, inviting and safe routes for pedestrians and bicycles.

Think in terms of people capacity instead of vehicular capacity and put people first in the planning process.

When planning and designing road schemes, start at the facade - with the pedestrian space - and then work out towards the middle of the street.

For more details on the Waterfront, see “The Sustainable Downtown” and “Public Space Program.”

For more details on east-west streets as green connectors, see “The Sustainable Downtown” strategy.



### PUT PEOPLE FIRST!

When working on the overall city strategies, as well as when planning streets and spaces, people ought to be the starting point for the planning process!



## THE LEGIBLE DOWNTOWN

### PEDESTRIAN PRIORITY

Pedestrian priority may be introduced in various forms. In its purest form it is pedestrianized streets.

Pedestrian flow could also be optimized on existing streets by other means.

In general it is recommended to put a much higher priority on pedestrians than there is today. This priority may vary in form depending on location.

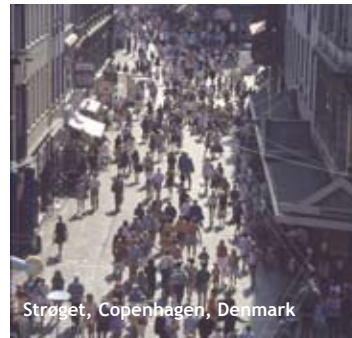
### PEDESTRIAN ACCESSIBILITY

Better accessibility for all is crucial. Think of movement in the streets in terms of pedestrian, bicycle, and vehicular flows. There is room for significant improvement in downtown.

Pedestrian routes must be optimized in relation to the sidewalks themselves as well as cross walks. High quality walking experiences are characterized by short waiting times, few stops, and good accessibility in general.

### ATTRACTIVE WALKING ROUTES

Straight forward interventions, such as upgrading sidewalks with high quality materials and paving, will contribute significantly to improved walking conditions in the downtown. Other aspects of the public realm are also important in achieving this aim. Soft edges and attractive ground floor frontages form an important interface between buildings and spaces. This zone needs to be carefully considered. Pedestrians' need for places to rest and socialize on the streets is also essential. Therefore minimizing traffic noise and emissions is necessary in order to invite a more vibrant street life.



Strøget, Copenhagen, Denmark

**PEDESTRIANIZED STREETS** Pedestrianized streets represent pedestrian priority in its purest form. Seattle could also consider introducing pedestrianized streets in certain seasons in Pike Place Market during the summer.



**SHARED SURFACE** Shared surface streets give high priority to pedestrians, but are only possible where traffic numbers are low. Shared surfaces may also work between streetcar/pedestrians or bicycles/pedestrians etc.



Lyon, France

**SIDEWALK OVER SIDE STREETS** Creating uninterrupted routes for pedestrians prioritizes pedestrian flows. The sidewalk surface is continued over side streets with low traffic. Pedestrians have right of way.



Aalborg, Denmark

**HIGH QUALITY SIDEWALKS** Sidewalks may include various elements but a good walking width must be kept clear. Paving can be aesthetically pleasing way to indicate high pedestrian priority.



Strøget, Copenhagen

**ACCESSIBILITY FOR ALL** Ensure accessibility for all by minimizing barriers. For instance at intersections all ramps should be placed straight in front of crosswalks.



Denmark

**FEW AND SHORT STOPS** Limit the number of stops along primary walking links. Reduce waiting time to a maximum of 15% of the total travel time. Pedestrian signals that inform people about waiting /crossing time tend to minimize jay-walking.



Vancouver, Canada

**ACTIVE GROUND FLOOR FRONTAGES** Develop a program for upgrading frontages. Raise awareness of the importance of transparent and interesting ground floor frontages.



Copenhagen, Denmark

**SOFT EDGES** Encourage buildings with soft edges that invite people to stand, sit, and enjoy public life at a comfortable distance.



Melbourne, Australia

**RESTING PLACES** Develop guidelines to install more public seating that will offer passers-by a rest and help the elderly and families with children; for example, place a bench or resting place every 820 feet.

## THE LEGIBLE DOWNTOWN

### BICYCLES - SAFETY

A bicycle network should invite all users, including children and seniors. Therefore, safety is absolutely crucial. The bicycles should be physically separated from the drive lanes. This means that any sort of lines are a start, and lanes are a step on the way in an interim strategy towards getting bicycle tracks. Raised bicycle tracks is a very safe and space efficient way of creating bicycle routes where kids at age 8 and grandmothers at age 68 will be much more likely to bicycle.

On one-way streets, the bicycle tracks should be placed on the right hand side in the direction of travel.

### BICYCLES - COMFORT

People will choose to bicycle if it is comfortable. A well connected network of bicycle tracks is essential. The width of the bicycle tracks should allow people to drive next to each other - so it is possible to pass. High quality and well placed bicycle parking is also essential.

In a “young” bicycle city, where not that many people have bikes, introducing “city-bikes” for residents and visitors has proven to be a very good idea.

### BICYCLES - ENJOYMENT

The bicycle network should overlap with the pedestrian network since it is easy (and necessary) to switch between the two. The bicycle network must link to attractive pedestrian routes, spaces, and activities. Introduce some leisure routes within the city, for instance along the waterfront. Introduce some green trails that link the downtown network with the surrounding nature.



Copenhagen, Denmark

**SEPARATED BICYCLE TRACKS** The safest way to create a bicycle route is with raised tracks that are separate from car lanes. Copenhagen, Denmark



Copenhagen, Denmark

**MARKERS IN DIFFICULT CROSSINGS** Paint challenging intersections to delineate where the bicyclists are riding and make the car drivers more alert. Copenhagen, Denmark



Copenhagen, Denmark

**BICYCLES CLOSEST TO SIDEWALK** Bicycles should drive closest to the sidewalk - since it is much safer to fall into the sidewalk than into the street. Parking spaces should be placed between bicycle lane and the street.

**BICYCLE TRACKS:**  
A 18-20 % increase in bicycle traffic and 9-10% decrease in car traffic is the effect of the introduction of cycle tracks (physical separation).

**BICYCLE LANES:**  
A 5-7% increase in bicycle traffic and no change in car traffic is the effect of the introduction of cycle lanes (painted lines).\*

**BICYCLE TRACKS VS. BICYCLE LANES** Cities with many bicyclists have a system where bicyclists from 8-80 years feel comfortable and safe when cycling. If many people are to be invited to bike, how bicycle routes are organised is crucial.



Copenhagen, Denmark

**TWO BICYCLES MUST BE ABLE TO PASS** Wide bicycle tracks are necessary so it is possible for two or more bikes to pass each other.



Lyon, France

**CITY BIKES ARE AN INVITATION** Invite people to choose the bicycle for shorter rides by introducing a public bicycle system - “city-bikes” - that is cheap and easy to use.



Odense, Denmark

**OVERLAPPING NETWORKS** Combine the bicycle network and pedestrian network. The network should lead bicyclists to important destinations within the city. Odense, Denmark



Battery Park City, New York

**RECREATIONAL ROUTES** Create an enjoyable route along the water so people are invited to take the bike instead of the car. Battery Park City, New York



**GREEN ROUTES** Establish green routes connecting downtown with surrounding neighbourhoods and nature.

\*Effekten af Cykelstier og cykelbaner (The Effects of Bicycle Tracks and Bicycle Lanes) Søren Underlien Jensen, 2006, [www.trafitec.dk](http://www.trafitec.dk)



## THE LEGIBLE DOWNTOWN

### PUBLIC TRANSIT & LEGIBILITY

Legibility is a key in planning public transit. It is about integrating and overlapping various modes of public transit and different routes. Make sure that all of downtown is efficiently supported by public transit.

Improve the information for public transit so wayfinding becomes easier.



Sydney, Australia

**EASY WAY-FINDING** Make it easier to find your way. Improve way-finding when shifting from one mode of transportation to another (eg. at King Street Station). Highlight entrances to bus tunnels, so they are easier to find.



New York

**INTEGRATE ALL OF DOWNTOWN** Make sure it is easy to use public transit all over downtown. For instance it would be useful to make better public transit connections to, from and along the waterfront.



**INFORMATION** Improve the possibilities of forming a general view of the public transport network and downtown. At the same time this information may be used by pedestrians in general.

### WAITING FOR PUBLIC TRANSIT

Waiting for public transit must be comfortable. In a climate like Seattle's, covered waiting facilities are preferable. Increase efficiency by indicating when the next bus is arriving.

Combine public transit seating with general public seating.



Copenhagen, Denmark

**ELEGANT AND COMFORTABLE WAITING** Let the bus shelters be a part of the general Seattle street furniture, so all things are related in terms of design.



Copenhagen, Denmark

**WHEN IS THE NEXT BUS ARRIVING?** An information pillar shows bus routes, schedules and how many minutes until the next bus.



Stockholm, Sweden

**PUBLIC SEATING AT TRANSIT HUBS** Combine "public transit seating" with public seating that invite both pedestrians and public transit users to sit. People are likely to take a rest on a public bench but not on a bench in a bus shelter.

### PUBLIC TRANSIT & FEELING SAFE

It is important that the waiting situation is a safe experience. Street lighting is necessary so you do not wait in a dark area.

Make sure that there is activity beside the public transit waiting area at the major transport hubs. As many ground floors as possible should be busy and open after dark along 3rd Avenue. If the ground floors host activities that are closed at night, let them be brightly lit.

If there are no ground floors to open up consider allowing kiosks or street vendors to open a booth.



Copenhagen, Denmark

**LIGHT IN BUILDINGS** This building contributes an experience to the street even though it is closed at night.



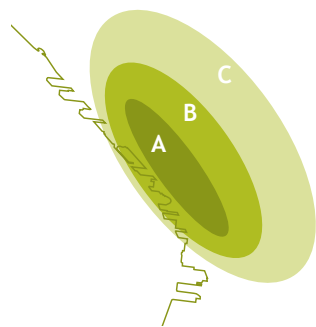
Helsinki, Finland

**STREET LIGHTING AND GROUND FLOORS** People feel more safe when public spaces are lit up at night. Light in ground floors has a positive effect.



New York

**KIOSKS OR STREET VENDORS** Kiosks and street vendors help populate a space, so it is worth considering this type of activity to support some of the transit hubs.



#### ZONE A:

The most expensive zone to park your car and with the fewest number of parking lots.

#### ZONE B:

A bit easier to find an empty spot, but still a pricey place to park.

#### ZONE C:

Easy to find an empty spot and an economical alternative to zone A & B.

### REGULATE PARKING IN DOWNTOWN AND GET BETTER STREETS AND SPACES

The diagram must be seen as a principle. Consider zoning downtown into different parking zones. The zoning has three goals; get as much car parking off streets and open spaces as possible, reduce the traffic in downtown - and do all this to raise the quality of streets and open spaces. The parking zoning aims for calming downtown and gives higher priority to pedestrians and bicyclists. Consider calming the very core of downtown the most.



Helsingborg, Sweden

#### ENTRANCE TO UNDERGROUND PARKING

A light weight and elegant entrance to underground parking.



Place de la Bourse, Lyon, France

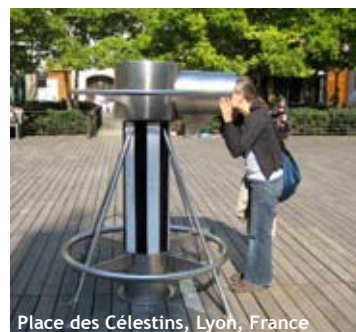
**NOW A GREEN SPACE** There is underground parking under the green square. Ventilation of the structure is integrated in the paving.



Svendborg, Denmark

#### PARKING FEES AS REGULATION

It is possible to find parking in the centre of downtown - if you are willing to pay. Price is raised if pressure on the most popular spaces is high. Consider weekday/weekend and seasonal pricing structures also.



Place des Célestins, Lyon, France

**PARKING AS ARTISTIC EXPERIENCE** An artist has made a periscope installation, where you look down into the underground parking.

## THE LEGIBLE DOWNTOWN

### A DYNAMIC PARKING STRATEGY

The strategy must fulfill a certain parking capacity, but there is no need for over capacity. The parking strategy should minimize the surface parking lots, have the largest capacity of parking underground or in multi-story garages, and reduce on-street parking.

Make a dynamic strategy where it is possible to regulate the parking facilities. Parking fees are an efficient tool. Parking spaces in the core of downtown ought to be the most expensive. The City is collaborating with the private sector to provide an electronic parking guidance system that will make finding parking more efficient.

### FROM PARKING LOT TO PUBLIC SPACE

Transform some of the off-street parking lots to public open spaces and establish new underground parking underneath the public spaces.

### LET PARKING MAKE A DIFFERENCE

Have the parking strategy give something back to the city. High rise parking structures shouldn't ruin the visual quality of walking about in downtown.



Seattle

#### MULTI-STORY PARKING GET NEW FACADE

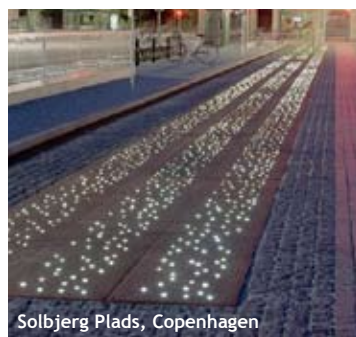
This is a very positive initiative since it transforms the way the building meets the street. The ground floor now has the possibility of interacting with the street.



Svendborg, Denmark

#### INFORMATION ON AVAILABLE PARKING

Reduce parking searching traffic. Introduce parking info showing how many parking spaces are free and where they are.



Solbjerg Plads, Copenhagen

**NOT JUST PARKING** Cars are allowed to park a short time on this host of "stars," when there are no cars the pavement becomes a beautiful part of the space.



## THE VIBRANT DOWNTOWN

To obtain an attractive, safe, and lively downtown, focus must be placed on the various user groups - residents, daily and seasonal visitors, plus the use and activities during the day, week and throughout the year.

### INVITING ALL USER GROUPS

Today downtown is somewhat office and retail focused with a large workforce coming and going every weekday during office hours. Tourist and shoppers are more seasonal visitors.

Even though crime statistics in downtown have consistently dropped in the last decade, the perception that some areas are unsafe remains. These perceptions and the reality of crimes can be addressed by inviting more people to use the areas more often and throughout the day and evening.

There is a lack of residents - young people, seniors and especially families with children - visiting and living in downtown.

### THREE GENERATORS

On the map to the right we identify three focus areas for generating more mixed-use functions and a more diverse user group. By putting a specific focus on these areas, by upgrading and adding to the range of functions, some issues with the perception of a lack of safety in downtown can be addressed.

### NIGHT TIME NETWORK

A night time network is also identified, linking public transport hubs with main night time activity corridors. Focus should be put on attractive facades, good street lighting, and public functions open and active at night.



## THE VIBRANT DOWNTOWN

### GENERATOR: WATERFRONT

The Alaskan Way Viaduct and Seawall Replacement Project creates great opportunities and the potential to redevelop the waterfront and integrate it into downtown. Bringing the city to the water with retail and restaurants/café/bars along a public promenade on the waterfront can ensure security, create a sense of ownership, and encourage diversity in activities and patrons.



Pedestrian scaled waterfront, B001 Malmö, Sweden

### GENERATOR: THIRD AVENUE

Third Avenue is downtown's most important public transit corridor. Third Avenue should become an active night time corridor as well, inviting people to take the bus and light rail outside of business hours, with transit facilities staying open for longer hours. Establishments such as restaurants, cafés, bars, galleries, cinemas, theaters and other public-oriented businesses should be located along Third Avenue to support an active public realm into the nights and weekends.



Night time street with bars, restaurants, cafés, theatres, galleries and many people present, New York, US

### GENERATOR: COMMERCIAL CORE

More housing units and commerce should be introduced, especially in the eastern part of the core, to make the area more mixed-use. This task requires innovative measures to introduce new functions into the existing built form. However, this can be key in changing the area's reputation of being unsafe and unattractive and turning it into an attractive, lively and safe part of downtown.



Mixed-use downtown with a combination of housing, offices, public facilities and social services, Melbourne, Australia



## THE VIBRANT DOWNTOWN

### FEELING OF SAFETY

Residents and activities in downtown generally contribute to the feeling of security. The city should work towards making areas, such as many of the alleys, feel more comfortable by introducing lighting schemes or functions to the areas.



Residents, light in the windows at night and eyes on the street creates a comfortable feeling, which is more appropriate than emergency buttons and surveillance cameras.



Evening and night time activities, plus the presence of other people encourages people to walk the streets at night instead of choosing the car.



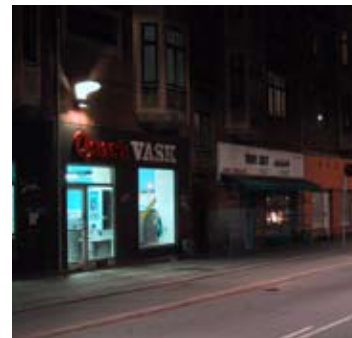
Activities on the weekends can invite people that typically don't visit downtown. An active downtown during weekends will increase the feeling of comfort.

### NIGHT TIME NETWORK

Connect important night time functions in a secure and inviting network. Night time destinations, such as theaters or restaurants should be connected to the important public transit hubs via well lit streets, active ground floors or “eyes on the street.”



Promote public transit at night by creating inviting, well-lit and legible transit hubs.



Introducing street lights at the human scale invites walking after office hours and gives less disturbance to the residential units on the upper floors.



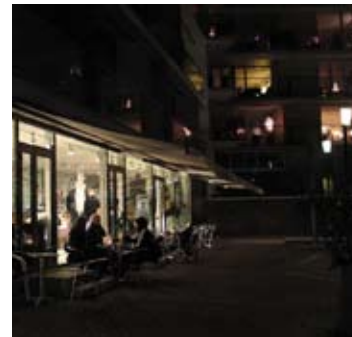
Invite people to stay in downtown after work with a variety of functions, placed on the ground floor level, providing evening and night time activities that interact with the streetscape.

### NIGHT TIME ATTRACTIONS & ACTIVITIES

Inviting people to stay in downtown after office hours takes effort. Make sure that downtown has night time attractors, such as well lit public spaces that are not all closed to the public after 11pm.



Attractive and well-lit facades at night invite night time window shopping and walking in downtown.



Introduce a variety of uses, both public facilities and residential units to create a feeling of comfort.



Well-lit public spaces instead of dark pockets will add to the night time attractiveness of the night time network.



**RESIDENTS** - families, young people, seniors



**DAILY VISITORS** - workforce, shoppers



**SEASONAL VISITORS** - shoppers, tourists, business people

## THE VIBRANT DOWNTOWN

### A GOOD BALANCE OF USER GROUPS

Inviting residents, and thereby ensuring a good balance between residents and visitors, will be key to ensuring an attractive, safe and lively downtown since they will help populate and activate downtown outside office hours and, on weekends, invite more people to use the areas often and throughout the day and evening.



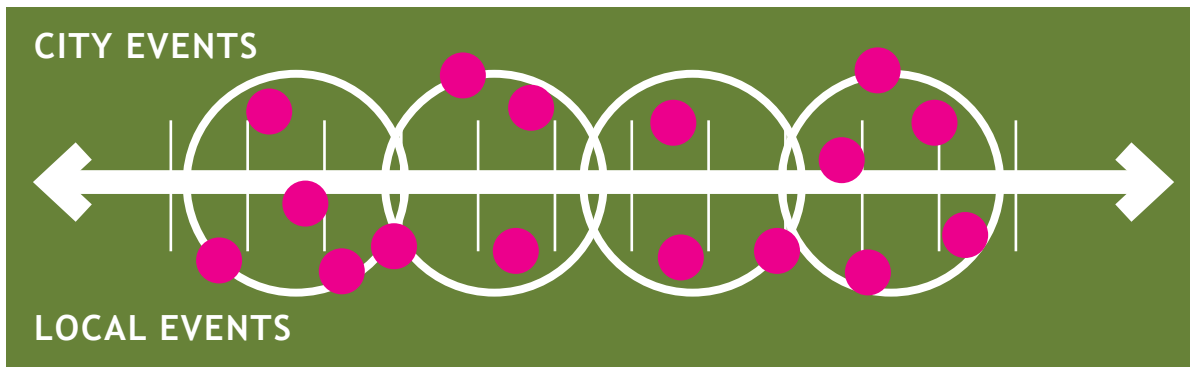
**SUMMER TIME ACTIVITIES** - inviting public realm, long staying times, relaxed behaviour, bright evenings, multiple activities.



**WINTER TIME ACTIVITIES** - short stops, dark nights, cold weather, beautiful days.

### SEASONAL CHANGES

When upgrading the public realm, it is important to consider every aspect of the climate, change of season and day. Most public spaces should pass the test of a “Tuesday night in November,” meaning that it should be pleasant when it is raining and nothing is going on and not just on a sunny Saturday in July.



### ANNUAL EVENT CALENDAR

Many activities take place in downtown today, but only on two levels: local and city. It is very difficult to get a complete overview of what goes on where and when. By describing all the events, both recurring and occasional, in an annual event calendar, downtown can gain a powerful tool for inviting people throughout the year.



## THE DYNAMIC DOWNTOWN

### PUBLIC / CITY INITIATIVES

Whereas the strategies illustrated in this document tends to focus on physical improvements, the strategy for The Dynamic Downtown describes criteria for building a city culture. Listed below are initiatives to be taken by the public sector:

#### SUPPORT NEIGHBORHOOD NETWORKS

Providing the base for, and initiating, neighborhood networks such as social, knowledge, and cultural networks.

#### INCENTIVE PROGRAM

Initiate incentive programs, i.e., tax reductions or change of legislation to ensure specific downtown initiatives and development such as more dwellings for families, new green pockets etc.

#### PUBLIC PRIVATE PARTNERSHIP

Encourage local business and developers to engage in public-private partnerships to ensure involvement and ownership from communities plus use of good quality design and materials when upgrading the public realm.

#### ACCESS TO PUBLIC REALM

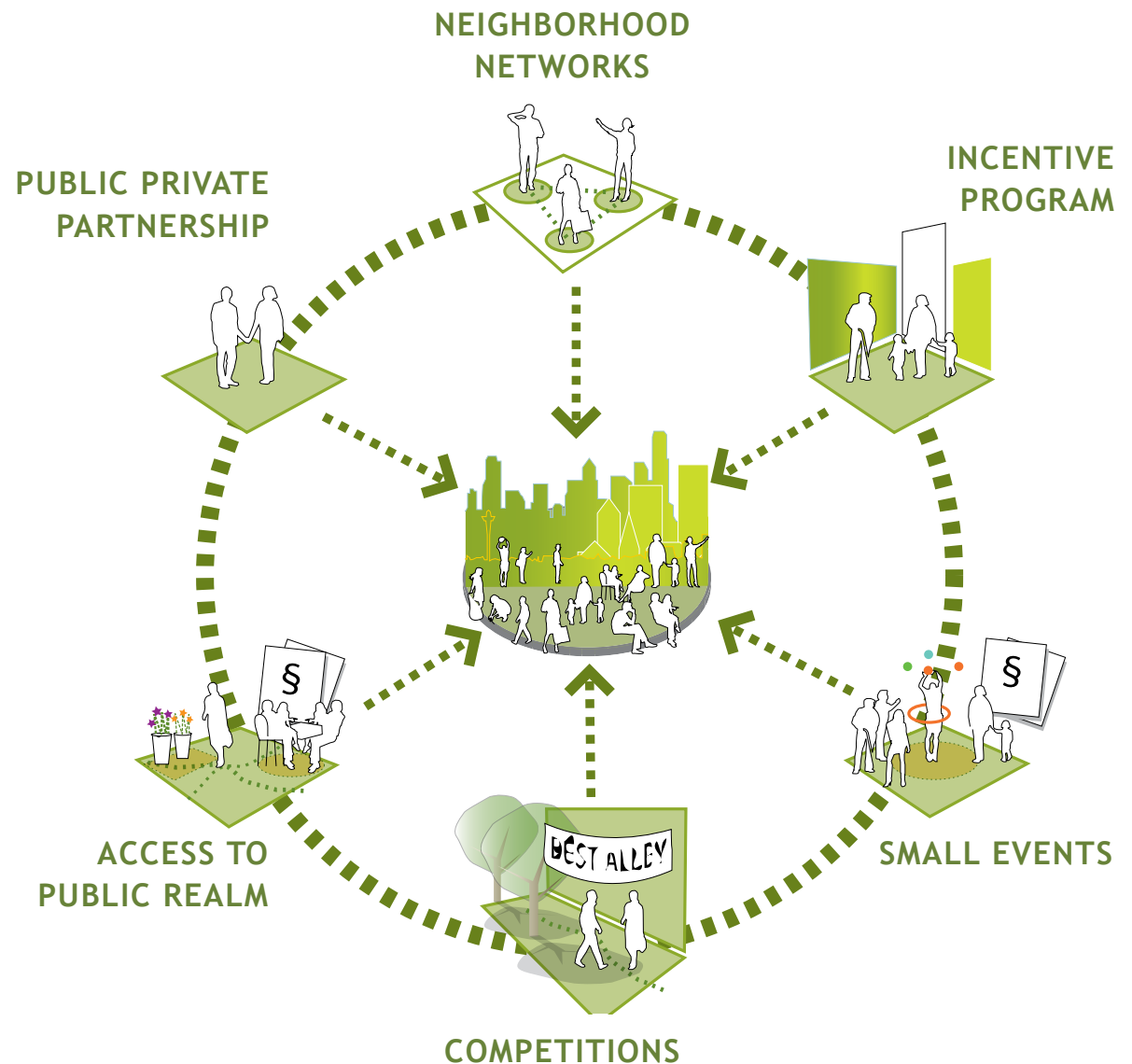
Relax legislation to ensure that cafes and restaurants can use the sidewalk and open spaces for seating. Invite more small business such as flower shops, news stands and takeout food to use the public realm.

#### PROMOTE SMALL EVENTS

Relax legislation to ensure that small events can take place in the public realm. Support initiatives with public funding.

#### COMPETITIONS

Initiate public realm competitions within neighborhoods to honor local engagement. Introduce a “Great Place Award” taking numerous factors into consideration and reward the “greenest alley,” “best green pocket,” “funniest playground,” etc.



### PRIVATE INITIATIVES

To ensure that a city culture is strengthened, including community involvement from the private sector, both local business and corporate partnerships, is essential. Listed below are initiatives to be taken by the private sector:

#### NETWORK

Work closely with the Downtown Seattle Association, the Chamber of Commerce, and neighborhood business associations to strengthen and promote specific neighborhoods.

#### OWNERSHIP & PRIDE

When making physical upgrades to the public realm, involve the local and private businesses in the process to ensure ownership, responsibility, engagement and pride in their neighborhood.

#### CO-FINANCING

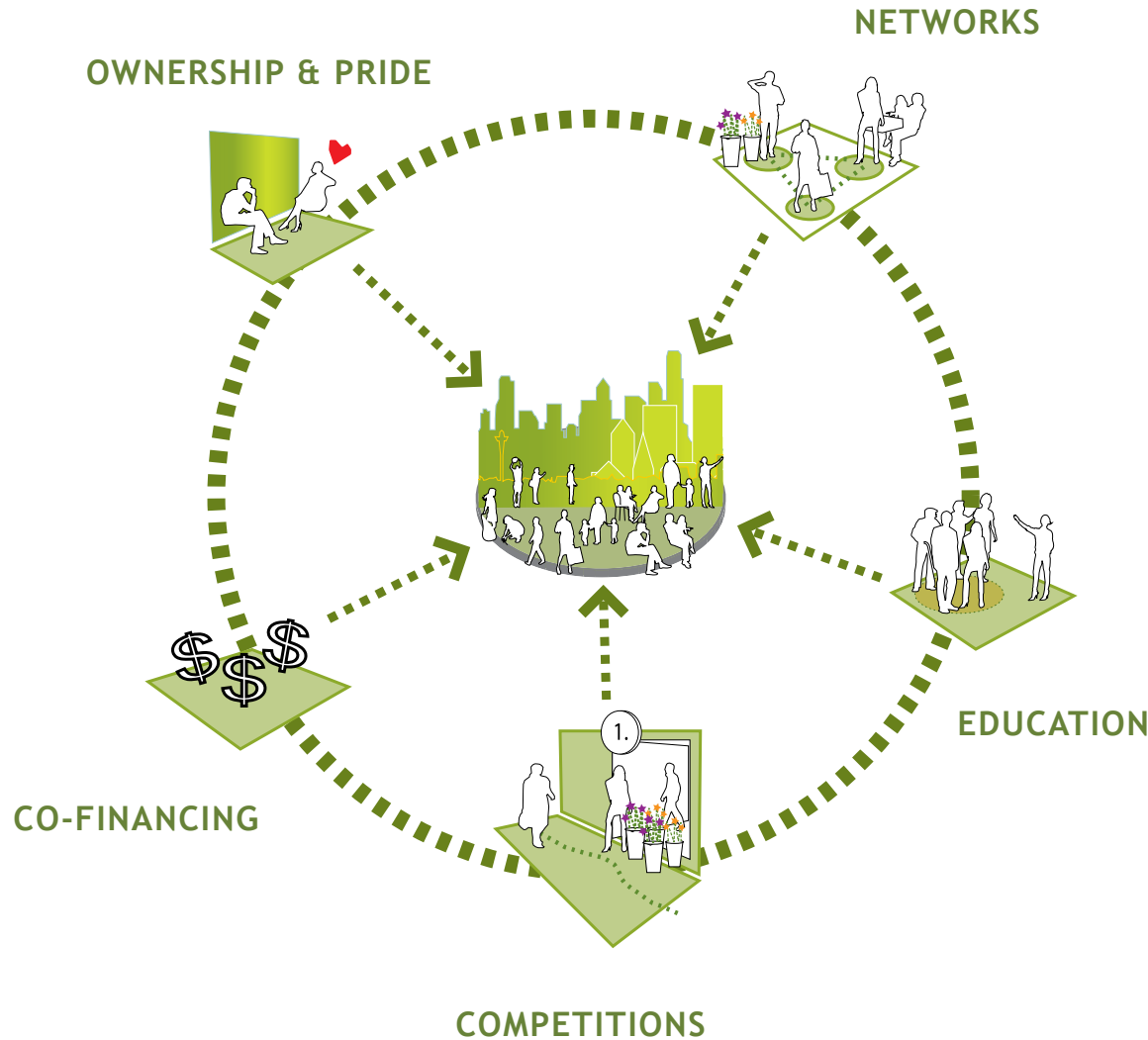
Encourage communities, local business and developers to co-finance new public realm projects and redevelopment of the existing public realm to ensure good quality in design and materials.

#### EDUCATION

Work with developers to support collaboration within the neighborhood, reinforce why the public realm is important and define what makes a good public realm. Explore the importance of an active ground floor facade, mixed-use, diversity in dwellings etc.

#### COMPETITIONS

Encourage local businesses and initiatives to introduce public realm quality awards. Reward the businesses with the best and most inviting facade, the best interaction between private and public, or initiatives that are able to invite kids or seniors.





# RECOMMENDATIONS - PUBLIC SPACE PROGRAMS

FIRST AVENUE

KING STREET STATION

MERCER AURORA

GREEN ALLEYS





## FIRST AVENUE



VISIONARY COLLAGE OF FIRST AVENUE

### THE MAIN STREET OF SEATTLE

The main street in a city shows the world how the city wants to be famous. What story does Seattle want to tell its citizens and visitors? What invitations and what priorities would be offered?

The transformation of First Ave into a new type of street scape, with a focus on city life and priority for pedestrians, gives the opportunity to invite more recreational street life in Seattle. If Seattle wants to be a more lively and vibrant city with sustainable urban recreation - First Ave is a good place to start.

#### VISION:

- a great main street
- fantastic pedestrian connection
- active ground floor frontages
- new streetcar line
- good connections to the waterfront
- good connections to Pike Place Market & Victor Steinbrueck Park
- good connection to Pine street & Pike street
- good connection to King Street Station & Occidental Mall
- a vibrant shopping and recreational street
- summer and winter variation

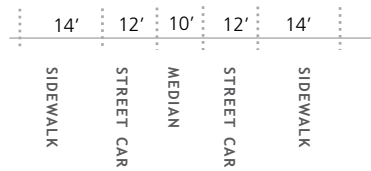


FIRST AVENUE TODAY, 2008

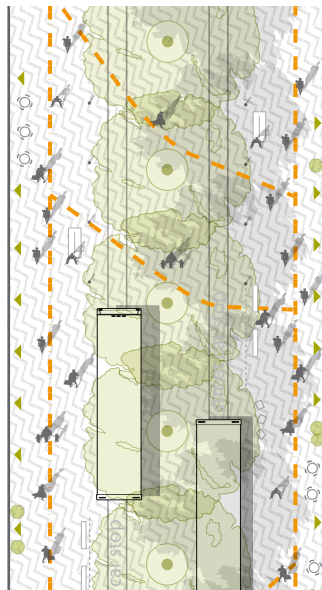


# FIRST AVENUE

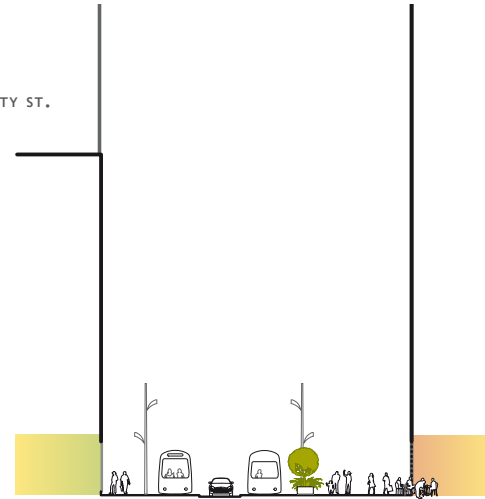
SECTION IN PRINCIPLE:  
FIRST AVENUE & S. WASHINGTON ST.



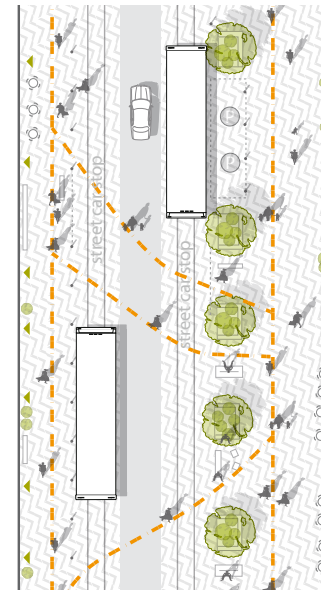
PLAN IN PRINCIPLE:  
FIRST AVENUE & S. WASHINGTON ST.



SECTION IN PRINCIPLE:  
FIRST AVENUE & UNIVERSITY ST.



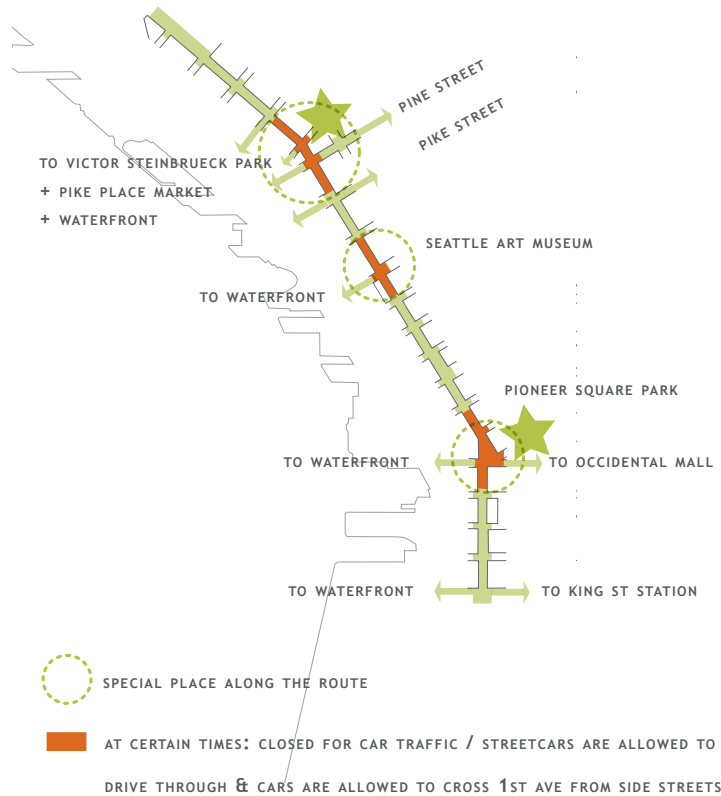
PLAN IN PRINCIPLE:  
FIRST AVENUE & UNIVERSITY ST.



\*BUFFERZONE:

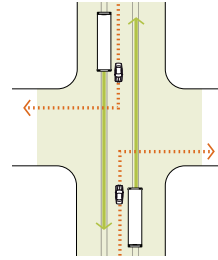
- PLANTING
- BENCHES
- STREET CAR STOPS
- BICYCLE PARKING
- SHORT TERM PARKING

## TRAFFIC ON FIRST AVENUE - FUTURE SCENARIO



### CARS GO ALL THE WAY

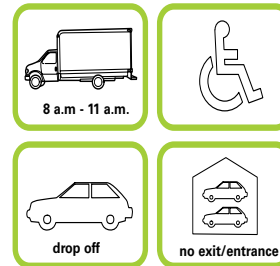
When something extraordinary happens along First Avenue, it is closed for cars - but the streetcars are always allowed to drive all the way along First Avenue.



### EXPERIMENT WITH A "LIMITED DRIVE-THROUGH STREET"

Consider converting First Avenue to a limited drive-through street for cars. Streetcars go all the way through in two directions, but cars are only allowed to drive a block or two. This gives the opportunity to close part of the street to cars.

In the historic district cars are only allowed to drive on First Avenue in the same lane as the streetcar.



### RESTRICTIONS ON PARKING

Prioritize short term parking and handicap parking. Move all exits/entrances to parking garages to side streets. Set up a time frame for deliveries.

## FIRST AVENUE

### LINKS & MOVEMENT

- Extended pedestrian priority
- A streetcar in both directions
- Well linked pedestrian routes to important destinations
- Extraordinary places and pockets along the avenue
- An one-way carriage way in the middle of the avenue.
- First Avenue as a limited drive-through street - meaning cars can only drive for a few blocks, before having to turn off of the avenue. This will drastically lower the driving speed and the amount of through traffic.
- An asymmetrical street section that celebrates and activates the sunny side of the street.
- In the future, consider closing parts of First Avenue at certain times for special occasions.

## PRIORITIZE PEDESTRIANS AND PUBLIC TRANSPORT



Strasbourg, France

Make as much pedestrian space as possible, and make the street easy to cross at any time. A street car allows for an exclusive street design with delicate paving.



Bordeaux, France

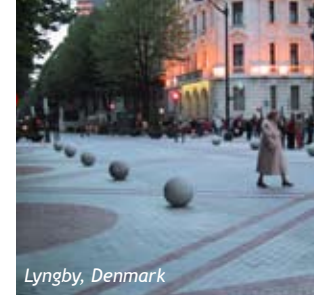
Wireless electric trams allow space for trees and unobstructed views.

## ZONING OF THE STREET



Skovlunde, Denmark

Simple distinctions between different user groups can be made with subtle pavement level changes



Lyngby, Denmark

A change in pavement and maybe a few elegant bollards divide driving traffic from people walking.

## MAXIMIZE THE POTENTIAL



Prioritize the sunny side of the street, and create space for recreational activities. Make an asymmetric section of the street. In the historic part of First Avenue the existing planting demands a symmetric section.



# FIRST AVENUE

## FUNCTION, EDGE & ACTIVITY

Goals for First Avenue:

- First Avenue as a recreational street
- Upgraded ground floor frontages
- Transparent, inviting and active facades
- Extended variety along First Avenue, to be seen in the ground floor facades
- Coffee shops and outdoor café seating
- A good street for both walking and staying

### 2 CENTRAL BUSINESS DISTRICT



Amsterdam, Netherlands

Articulate facades and introduce a greater mix of ground floor shops and activities.



Melbourne, Australia

Modern, high-rise buildings create a distinctive atmosphere, if the ground floors are active.



Amsterdam, Netherlands

Street seating for cafes enlivens even very monotonous building facades.

### 3 BELLTOWN



Melbourne, Australia

Restaurants and cafes spill into the sidewalk space.



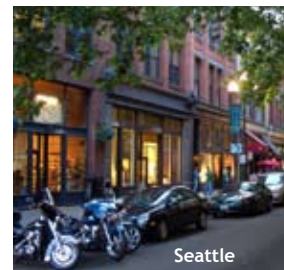
Cafés with outdoor seating let people see and be seen, and increase the chances of casual interactions.



Seattle

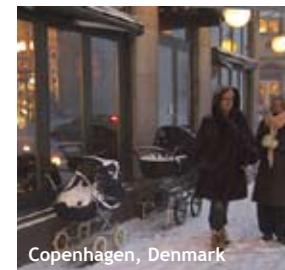
Facades that feel open and transparent invite spontaneous gatherings.

### 1 HISTORIC DISTRICT



Seattle

The characteristic styles and materials of the historic areas along First Avenue create a special atmosphere.



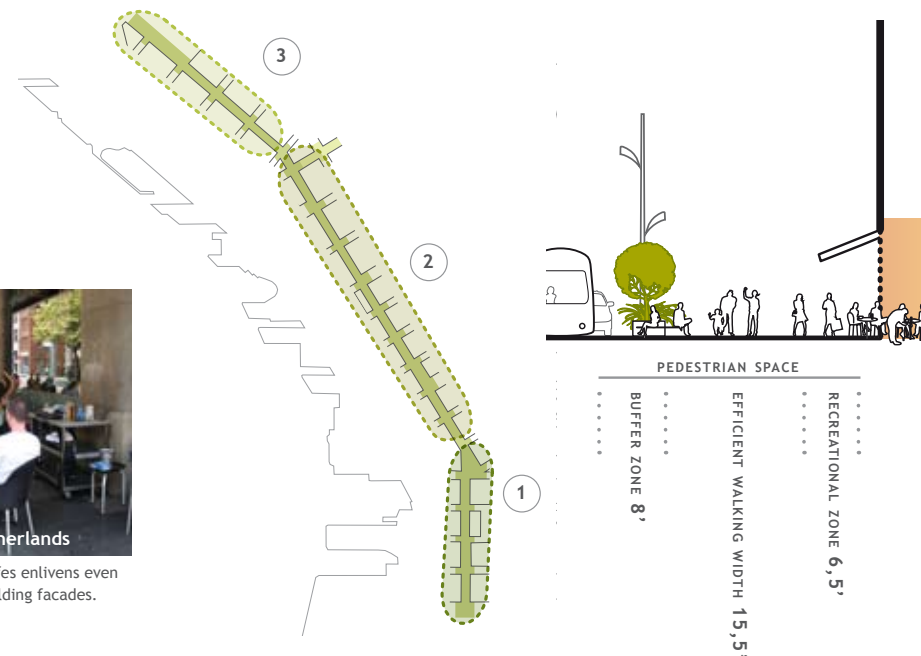
Copenhagen, Denmark

Older buildings often have a more comfortable human scale that invite relaxed, sociable uses.



New York

Active ground floor facades soften the street scape.



## CHARACTER AND IDENTITY



Bilbao, Spain

**BEAUTIFUL PAVING** First Avenue will be characterised by a beautiful and consistent paving.



Brighton, UK

**CONSISTENT FURNITURE** Consistent furniture of high quality. The furniture may cover various types of seating, but from a design point of view they are all related.



First Avenue, Seattle

**DISTINCT PLANTING** Distinct planting characterizes First Avenue. Some of the existing trees will stay in the space, but new types of planting will also be introduced.

## FIRST AVENUE

### CHARACTER AND IDENTITY

Goals for First Avenue:

- A new paving to strengthen First Avenue's character and identity - the street design is consistent
- The paving and furniture are iconic for First Avenue
- A consistent design for public benches, lamp posts and street furniture in general
- Distinctive planting
- Introducing special events that enhance the street itself to strengthen the character of First Avenue

## EVENTS



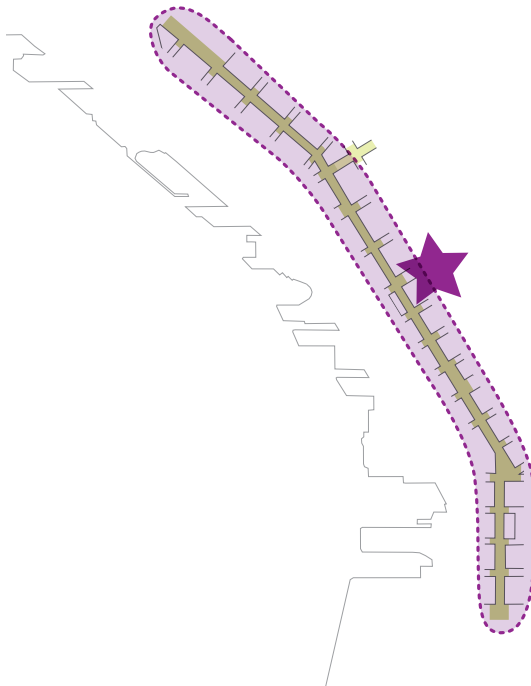
Ginza, Tokyo, Japan

**STREET CLOSURE** Occasional closure of First Avenue could be an event in and of itself, allowing new types of activities. Street closures happen on certain streets in Tokyo almost every Sunday.



Japan

**ART FAIRS** Use the street as an exhibition space. Exhibitions with art pieces that invite interaction will highlight the theme of recreational street.



Create a First Avenue identity. Paving, furniture, elements and distinct planting creates its identity.

## PUBLIC SEATING



Sydney, Australia



Porto, Portugal



New York

Public seating is a simple and convenient way to make streets more sociable. Organise some of the street furniture as "talk-scapes" consisting of either benches or chairs.

Flexible seating choices and walking paths can let people use a street in a more relaxed way.



## KING STREET STATION



VISIONARY COLLAGE OF KING STREET STATION FORECOURT

### WELCOME TO SEATTLE

King Street Station is a “welcome” space for out of town visitors. It should have an exclusive design that communicates arrival in a city that is proud of its open spaces.

The King Street Station forecourt and the spaces around the transit tunnel stations are places where communication and movement are in focus. Easy wayfinding to the rest of the city and between the various modes of public transport is essential. The spaces must comply with the needs you have when you are in transit - a newspaper, coffee to go, flowers for mom, etc.

A new city square that responds to the transit spaces will become a place to sit and rest, and a green space that appeals to all ages.

### VISION:

- an attractive gateway saying “welcome to seattle!”
- public spaces with strong character and identity
- connecting the various modes of public transport:
  - king street station
  - transit tunnel and light rail
  - street level bus stops & streetcar stops
- strong pedestrian connections to the rest of the city
- transform parking area in front of king street station into a forecourt for the station.
- cover or screen some of the openings to the train rails
- strengthen the open spaces as transit spaces
- introduce new functions in the spaces
- build up the urban fabric
- open up & upgrade existing ground floor frontages



KING STREET STATION FORECOURT TODAY, 2008

## KING STREET STATION FORECOURT

①



Brighton, UK

The King Street Station forecourt should provide a balance between surrounding historic buildings and a modern transit hub.



Copenhagen, Denmark

Introduce poetic elements that create special experiences and may change with the seasons.



London, UK

The space must have a clear identity both day and night, and communicate movement.

## RECREATIONAL SQUARE

②

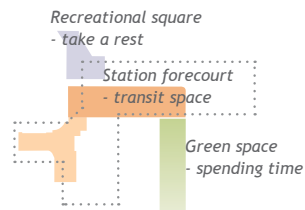


New Road,  
Brighton, UK

An elegant and intimate space invites people to take a break. Both commercial and public seating facilities should be comfortable and attractive.



3 TYPES OF SPACES CONVERGE.  
THEY INVITE DIFFERENT ACTIVITIES  
AND THEREFORE HAVE DIFFERENT  
IDENTITIES.



## KING STREET STATION

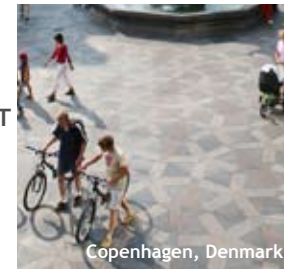
### CHARACTER AND IDENTITY

Goals for King Street Station:

- A strong sense of place and a series of welcome spaces with strong identity
- Adjacent spaces with recreational qualities
- High quality materials and design to transform the spaces into places that Seattle can be proud of

## KING STREET STATION LOWER LEVEL

③



Copenhagen, Denmark

Design the space to be interesting when viewed from above

④



Oslo, Norway

A grand stairway creates an elegant transition between different levels of the square

⑤



Introduce consistent and elegant furniture for public transport areas



A green recreational space invites both adults and children

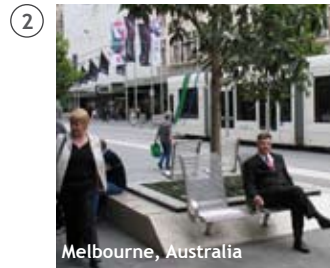


# KING STREET STATION

## LINKS & MOVEMENT

Goals for King Street Station:

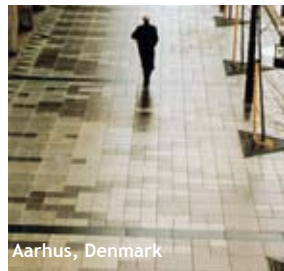
- A well functioning transit hub
- Improved pedestrian and bicycle links
- Improved legibility and wayfinding
- Integrated public transit systems: clear information and convenient connections
- Great connections to the rest of the city



Melbourne, Australia  
“Buses only” creates a quieter and more easily traversable space.



Barcelona, Spain



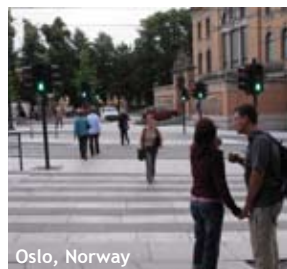
Aarhus, Denmark

① Use design to communicate links and wayfinding. Distinct paving, plantings, furniture, can be used to guide people through the spaces.

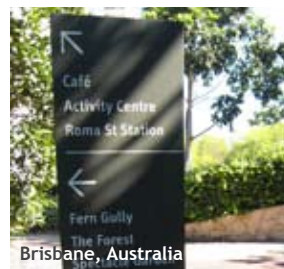


③ Include King Street Station in the bicycle network, so it is possible to take the bicycle when going to the station.

Claire E Gear, UW  
Scan|Design Master Studio,  
fall 2008



Oslo, Norway



Brisbane, Australia

Integrating pedestrian crossings into paving design adds elegance and introduces a hierarchy that guides users.

Improve legibility by implementing an consistent sign strategy.



PEDESTRIAN DESIRE LINE  
BICYCLE LANES  
BUSES & STREETCARS



CARS



BUS/STREETCAR STOP



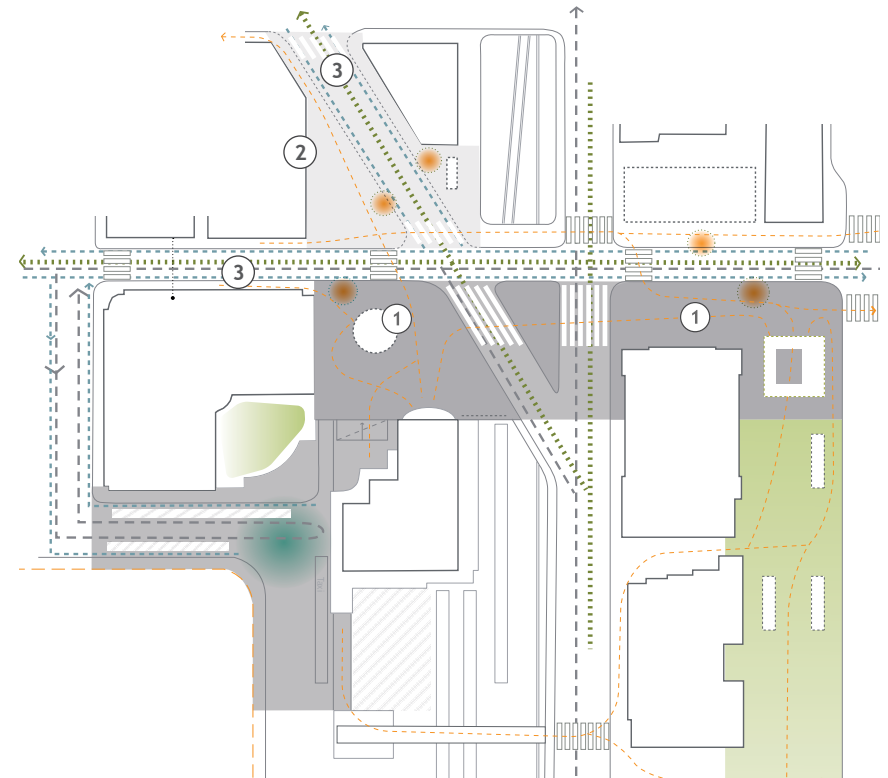
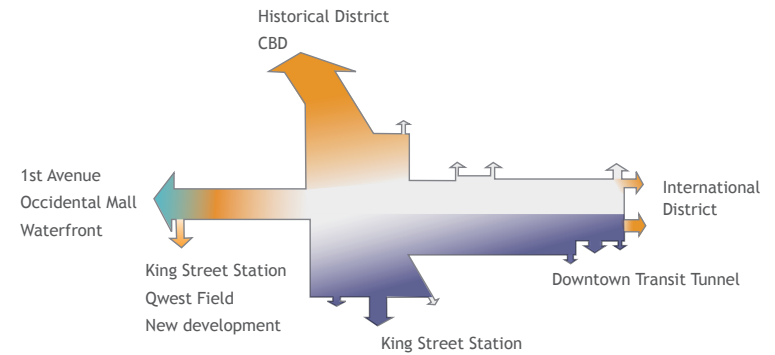
“KISS & RIDE”

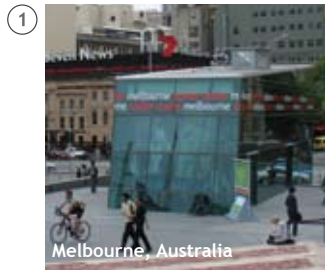
STATION FORECOURT

RECREATIONAL SPACE

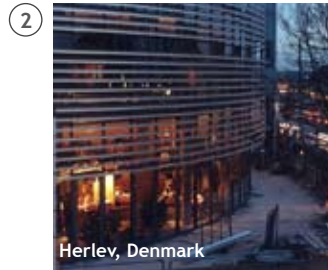
NEW PAVILION OR BUILDING

STRENGTHEN CONNECTIONS TO THE REST OF THE CITY

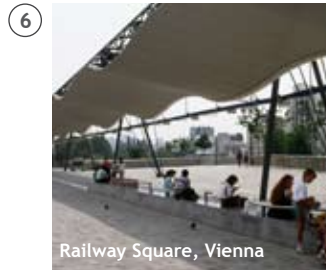




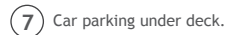
1 A pavilion activates a square. It may host tourist information, public transit information, and a little café. Must be open and illuminated at night.



2 New building with active ground floor.



6 Incorporate elegant waiting facilities in the overall design. Protection from the rain and sun is important.



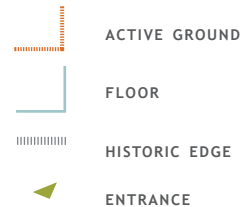
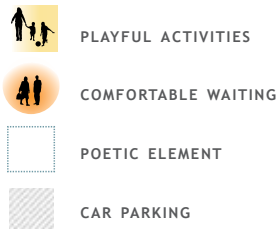
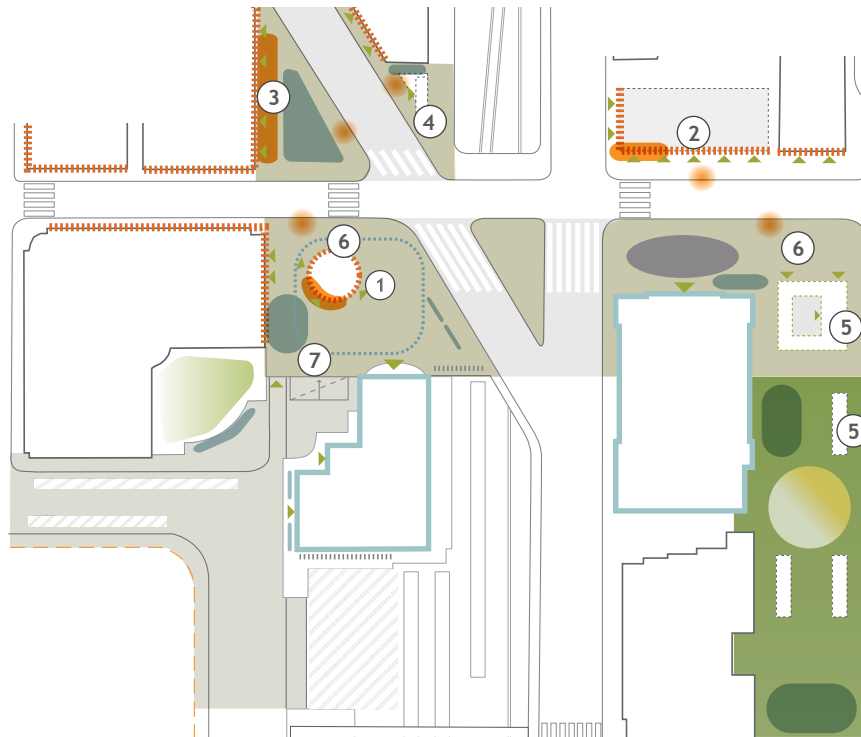
7 Car parking under deck.

## KING STREET STATION

### FUNCTION, EDGE & ACTIVITY

Goals for King Street Station:

- New edges and activities in the spaces, introduced with the placement of pavilions
- Upgraded, open and activated ground floor facades
- New, interesting and appealing building on empty lot
- A pleasant experience of using and waiting for public transit



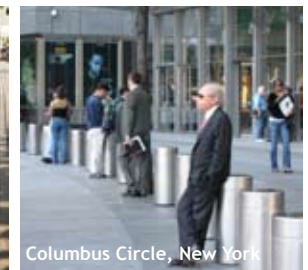
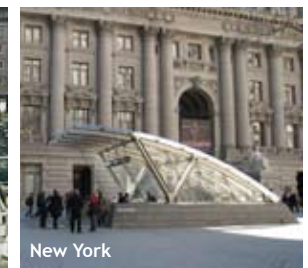
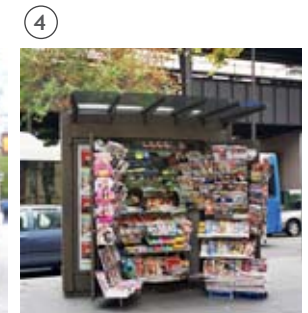
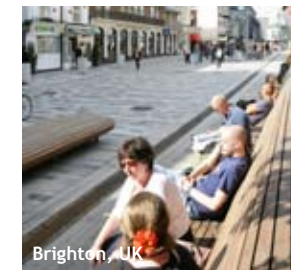
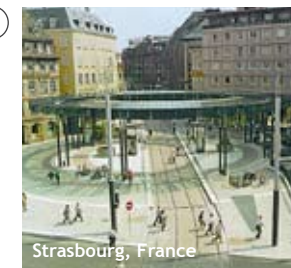
Open up and activate existing facades.

Allow small pavilions selling newspapers, drinks, fruit.

Create elegant new entrances to transit tunnel stations. A kiosk/ticket booth, that remains open at night, may also be placed under the roof to the main entrance.

Provide good public seating.

"Stand up" furniture creates a comfortable short term waiting opportunity.





## MERCER & AURORA

### PEOPLE FRIENDLY STREETS

Mercer Street and Aurora Avenue are busy vehicular traffic routes. Therefore, they may not become popular pedestrian routes, but it is possible to make them more pedestrian friendly than today.

Mercer Street is potentially a more important pedestrian and bicycle link than Aurora Avenue. The new Mercer design will add significantly wider sidewalks, bike lanes on Valley Street and both street trees and median trees for added greenery. Develop the empty parcels along it so it is more defined with a built edge.

Let both Mercer Street and Aurora Avenue be part of a greater green system by planting more trees in this area.

### VISION:

- Mercer Street and Aurora Avenue become pedestrian and bicycle friendly links
- The new Mercer design will add significantly wider sidewalks, bike lanes on valley street and both street trees and median trees for added greenery
- Close Broad Street, cover the space and allow for urban fabric development
- Green Streets and boulevards in this part of Seattle
- Build up the edges along Aurora Avenue
- Introduce a regular intersection at ground level on Aurora Avenue as soon as it is possible after the tunnel
- Build up the urban fabric.

## LINKS & MOVEMENT

Goals for Mercer Street and Aurora Avenue area:

- Better connections for pedestrians and bicyclists on Mercer Street.
- Better connections for pedestrians on Aurora Avenue. Currently, Aurora is not appropriate for cycling.
- Pleasant sidewalks and bicycle tracks.
- The area is well-connected to key destinations.



Copenhagen,  
Denmark

Establish continuous pedestrian access throughout the neighborhood.



Amsterdam

Raised bicycle tracks placed next to the sidewalk.



Paris

Introduce bicycle markers at busy intersections.



Germany

Link the urban bicycle routes with more recreational ones, e.g. at Seattle Center and South Lake Union Park.

## MERCER ST



Montevideo, Uruguay

Mercer Street as a tree lined boulevard will provide continuity between Seattle Center and South Lake Union.



Germany

Create a boulevard with various types and scales of greenery.

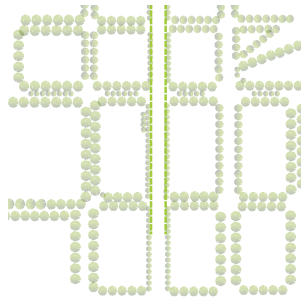
## AURORA AVE



Charlottenlund, Denmark

Aurora Avenue will still have a lot of vehicular traffic. Use greenery to create more attractive links for pedestrians.

## NEW GREEN NETWORK



An upgraded green grid can be accomplished in this area by adding street trees, green buffer space, and assorted sidewalk plantings.



In general, choose species of trees with variation in foliage throughout the year.



Bryant Park, New York

Consider introducing small pockets of green in the area. This will provide stopping places and give visual cues for wayfinding.

## FROM SUBURB TO URBAN STRUCTURE

### A. EXISTING SITUATION



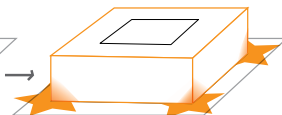
From car park to...

### B. REPROGRAM THE PLOTS



Program for mixed use and place car parking in garages

### C. BUILD UP THE URBAN EDGE



Build urban fabric and define streets and avenues with a build edge. Create active corners, if possible.



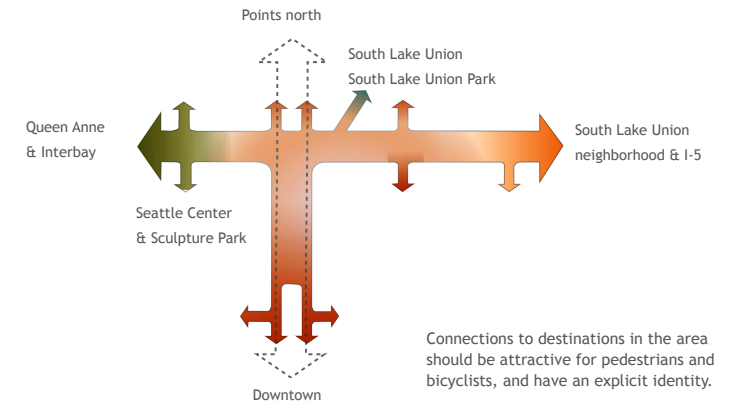
Copenhagen, Denmark

Build an urban edge in order to define the streets.

## MERCER & AURORA CHARACTER & IDENTITY

Goals for Mercer Street and Aurora Avenue:

- A transformed city area - from suburban to a more urban and dense fabric.
- A new network of green connections and boulevards with Mercer Street and Aurora Avenue as an important part of this system.
- Local streets transformed into more pedestrian and bicycle friendly streets.



## EDGES

Goals for Mercer Street and Aurora Avenue area:

- Transform the area from suburb to urban structure - develop the empty parcels
- Create a higher density area with more buildings and a feeling of an urban neighborhood.
- No large surface parking lots. Place parking in garages instead and build up the area.



## ALLEYS AS BLUE-GREEN LUNGS



*Sarah Ferreter, UW Scan| Design Master Studio, fall 2008*

### ALLEYS AS BLUE-GREEN LUNGS

The very intimate, small scale space of alleys contrast with the more traditional streetscapes in downtown. The greater portion of alleys today are under-utilized and some feel dirty and uncomfortable. Post Alley is the exception. At the moment, the alleys lower the quality of downtown although they actually have potential to improve the quality.

Alleys may become the new blue-green lungs of downtown by putting a focus on sustainability. Alleys may work as small ecological systems of their own; introducing more greenery, taking care of drainage and filtration of water and separating waste. The blue-green theme may be combined with art and temporary events, so the alleys also become creative semi-public spaces. Not all alleys must be transformed, as there is a need for continued functionality for service and access, but some alleys may have a more attractive atmosphere in the future. Recently, the city has started the Clear Alleys Program that facilitates the removal of large dumpsters, freeing up space for more pleasant activities.

### VISION:

- TRANSFORM SOME OF THE ALLEYS INTO BLUE-GREEN LUNGS
- CREATE GREEN CORRIDORS AND OFFER OPPORTUNITIES FOR DAILY CONTACT WITH NATURE. INSERT NATURAL DRAINAGE ELEMENTS TO ADDRESS LOCALIZED HYDROLOGICAL ISSUES.
- UPGRADE LIGHTING AND PAVEMENT MATERIALS, RETHINK WASTE STORAGE AND COLLECTION SYSTEMS, AND PROVIDE SPACE FOR ART INSTALLATIONS AND TEMPORARY EVENTS.
- INTRODUCE ACTIVITIES AND USES THAT ENHANCE THE DOWNTOWN EXPERIENCE AND MAKE THE ALLEYS SAFE, ACTIVE AND MULTIFUNCTIONAL IN ALL SEASONS AND TIMES OF DAY.
- COMBINE SERVICE FUNCTIONS AND RIGHT OF WAY WITH GENERAL UPGRADING, LIGHTING, AND GREEN ELEMENTS



*Heide Martin, UW Scan| Design Master Studio, fall 2008*



TYPICAL ALLEY TODAY

The following pages may be seen as a toolbox of ideas for the potential blue-green alleys. As inspiration we have chosen to represent some of the University of Washington Masters Students' ideas for alleys generated during their studio course in fall 2008. (See [www.courses.washington.edu/gehlstud](http://www.courses.washington.edu/gehlstud).)

## TONES OF GREEN



Amsterdam

Let the alleys be spaces for private initiative.



Copenhagen, Denmark

Simple frameworks for plants.



Malmö, Sweden

Vines with seasonal interest.

Alleys as lush green walkways.  
Josho Somine, UW Scan| Design Master Studio, fall 2008

## TONES OF BLUE



Copenhagen, Denmark

Water wall with artistic lighting.



Copenhagen, Denmark

Steam as an artistic interpretation of water.



Varde, Denmark

Collect water and make it an extraordinary experience at the same time.

Far Left: Lighting brings delight and invites use throughout the day and night. Sarah Ferreter, UW Scan| Design Master Studio, fall 2008

Left: Heide Martin, UW Scan| Design Master Studio, fall 2008

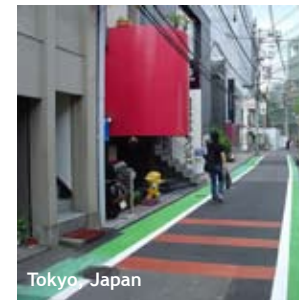


## ART AND ELEMENTS



Heide Martin, UW Scan| Design Master Studio, fall 2008

## THE FLOOR



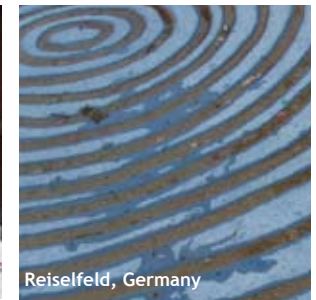
Tokyo, Japan

Let the alleys be creative and surprising.



Melbourne, Australia

Pavement interpreted in a new way.



Reiselfeld, Germany

Playful paving designs - and still permeable.



Oslo, Norway

Installing art on all dimensions.



Tokyo, Japan

Inventive, delightful seating.

## ALLEYS

### IDENTITY & CHARACTER

Goals for alleys:

- Blue-green alleys with different tones of blue (water) and green (plants)
- Take it to its fullest extent - if it is green, let it be really green!
- Combine the practical features (water recycling, waste collection, etc.) with an artistic approach
- Let the alleys be playing fields for local artists
- Let the alleys be places for experiments: test fresh design ideas, materials and colors
- Make it possible to watch the seasons turn



# ALLEYS

## LINKS & MOVEMENT

Goals for alleys:

- Create inviting entrances by upgrading building corners and gateway to the alleys
- Extend Post Alley further
- Certain alleys, including Post Alley, ought to be accessible only to pedestrians, but fire trucks must have access
- Where there are parking garage entries or loading docks, cars may share alley space
- Be strategic when upgrading alleys. Start with alleys that support important pedestrian routes, eg., 1st Avenue, Pine Street and Pike Street
- Introduce special lighting

## ENTRANCES & ALLEY CORNERS



Selina Hunstiger, UW Scan | Design Master Studio, fall 2008



Sarah Ferreter, UW Scan | Design Master Studio, fall 2008



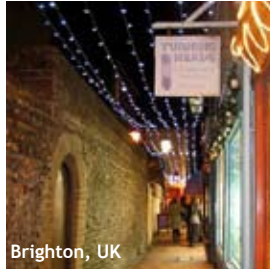
Entrances can offer intrigue and a feeling of comfort at the same time. Michael Pickford, UW Scan | Design Master Studio, fall 2008

## LIGHTING



Odense, Denmark

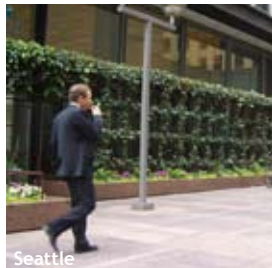
Attractive lighting will make alleys feel safe and unique.



Brighton, UK

Alley with playful lighting.

## MODES OF MOVEMENT



Seattle  
Walking...



Paris, France  
Bicycling and walking...



Copenhagen, Denmark  
Vehicles designed to fit the narrow spaces.

- GREEN ALLEY
- BLUE ALLEY
- COMMERCIAL ALLEY
- EXISTING ALLEY

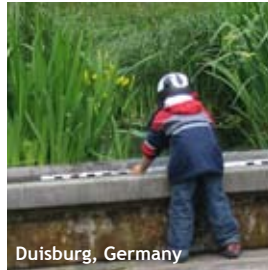


## WATER CATCHMENT AND PLANTING



Copenhagen, Denmark

Simple frameworks for more green.



Duisburg, Germany

School children conducting biological experiments.



Malmö, Sweden

Collecting water.



Seattle

Permeable pavement slows run-off and allows infiltration during rain storms.

## BLUE ALLEY



A blue theme in alleys where buildings heights only allow little light penetration and therefore make it difficult to grow big plants. These alleys will mostly function as interesting walkways.

## GREEN ALLEY



Green lungs in alleys where the width of the space and buildings heights allow for some sun penetration. Some of these alleys may work as recreational spaces also.

## ALLEYS

### FUNCTIONS & EDGES

Goals for alleys:

- Improve downtown ecological infrastructure, while providing urban nature experiences
- Improve alleys as clean spaces and eliminate odors from waste
- Install small-scale water catchment and filtration systems in alleys to contribute significantly to the quality of storm water run off entering Elliott Bay
- Introduce bike parking
- Attract birds, butterflies and pollinating insects to these green spaces

### IDEAS FOR USES:

-  GREEN LUNGS
-  RECYCLING
-  DELIGHT & PUBLIC ART
-  ACTIVE CORNERS & FACADES
-  PUBLIC SEATING
-  BICYCLE PARKING

### RECYCLING WASTE



Clean, attractive recycling bins.



Alternative waste infrastructure with possibilities of sorting different types of waste.



# QUICK WINS

ACTIVE FACADE

GREEN POCKET

RE-PURPOSED SPACE

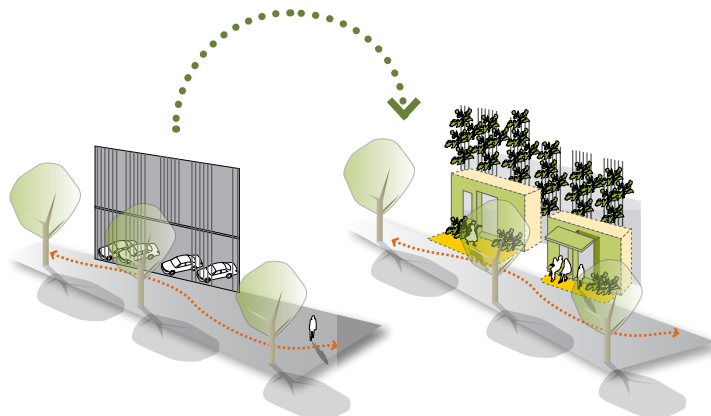
TEMPORARY TRANSFORMATION

UPGRADED BUS STOP





First Avenue today; the ground floor facade of a parking garage does not add to the quality of walking or staying.



The quick win is easy to accomplish with a short time for implementation and low cost, going from an inactive and uninviting ground floor facade to an attractive, inviting and active facade.

## ACTIVE FACADE

An overall strategy is to ensure active and inviting facades on all avenues in downtown.

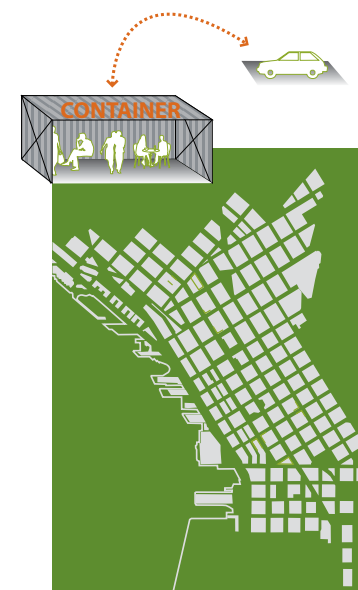
The quick win approach is to identify the ground floor facades of parking garages, facing avenues, and turning them into active parts of the street scape.

Approach:

- Take away 16 parking stalls facing the street
- Place 4 containers that can open onto the street
- Ensure water, electricity and heat for each container unit
- Invite 4 small businesses - preferably 24/7 - such as hairdresser, flower shop, news agent, and music shop
- Ensure low rent for businesses, no direct competition to existing businesses, transparent facades at night and extended businesses hours



A quick win; introducing small business units in the closed facade to activate the street scape.



A number of ground floor facades throughout downtown have been identified for this possible quick win; active facade



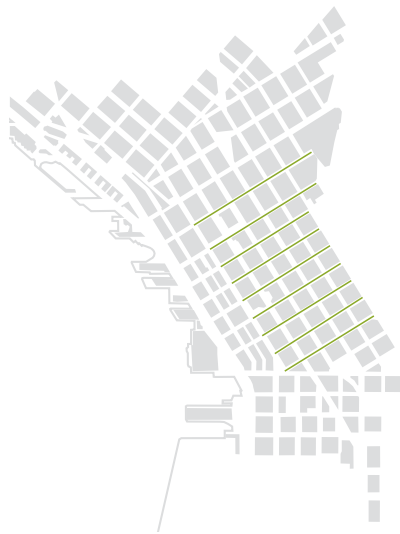
## GREEN POCKET

An overall strategy is to convert all the east west streets in downtown to “Green connectors.”

The quick win approach is to focus on the sidewalks, not the ground floor facades, as they are often challenged by the topography.

Approach:

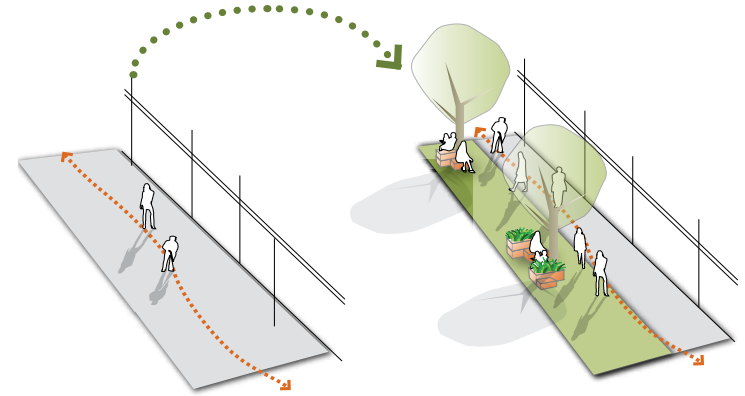
- Ensure a clear, walkable zone along the sidewalk
- Introduce street elements that invite people to sit, stand, wait, pause, meet and enjoy the view
- The street elements should be locally designed and produced with materials that relate to Seattle as a green city
- Introduce green street elements, trees and typical Seattle species for planters



East west streets with challenging topography and inactive street scapes in downtown have been identified for possible quick wins; green pocket



Typical east west street today: closed facade, no green and no invitations to rest, pause or sit.



The quick win is an exercise of activating part of the sidewalk for “green pockets,” preserving views, easy pedestrian access and flow plus introducing places to rest and pause.



A quick win: introducing street elements that invite sitting, standing, and pausing plus introduces green elements to the streets.

## RE-PURPOSED SPACE

An overall strategy is to ensure more “people space” in downtown.

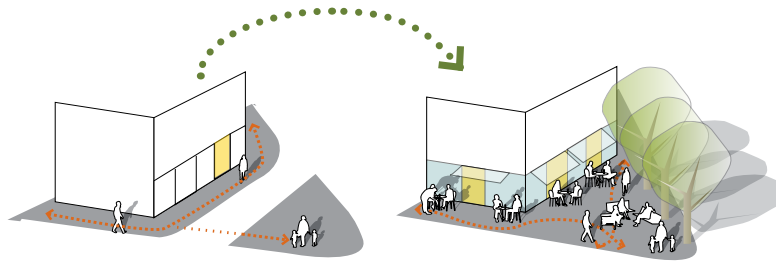
The quick win approach is to identify the places in downtown with potential for becoming permanent well-functioning and inviting public space, by only adding a few elements, taking out cars or closing slip lanes for traffic.

Approach:

- Identify potential places
- Work with property owners/agencies to develop a new purpose
- Invite the local “front-runners” - artists, non-profits, architects and designers to engage and implement permanent but flexible-, sustainable, low cost interventions
- Focus on small interventions and urban acupuncture, on the edge, experimental, new
- Focus on seasonal uses - 24/7/12 - to invite a wide range of user groups



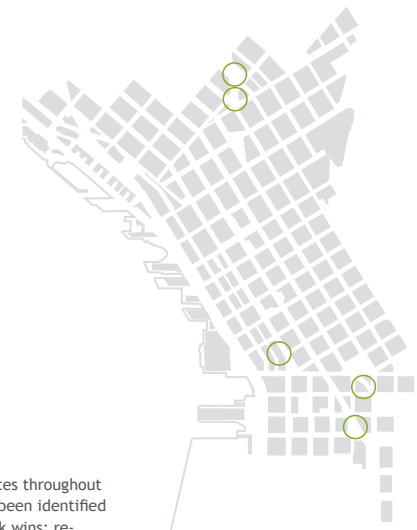
Space with great potential - today used for parking cars.



The quick win is an exercise of re-purposing open space in downtown with potential for becoming a “people space” instead of a “car space.”



A quick win; introducing permanent opportunities for public life to unfold in space previously preserved for cars



A number of places throughout downtown have been identified for possible quick wins; re-purposing space



## TEMPORARY TRANSFORMATION

An overall strategy is to create more invitations in downtown for people to visit and re-visit.

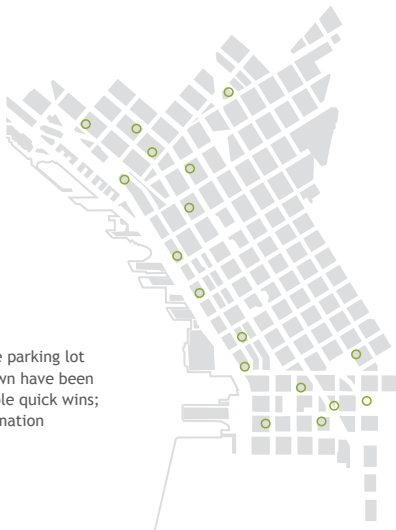
The quick win approach is to focus on temporary, preferably non-commercial, weekend- and holiday events in the open spaces, that during the week functions as surface parking spaces in downtown.

This can only happen if collaboration between the private owners of the spaces, downtown organizations, and the city is encouraged.

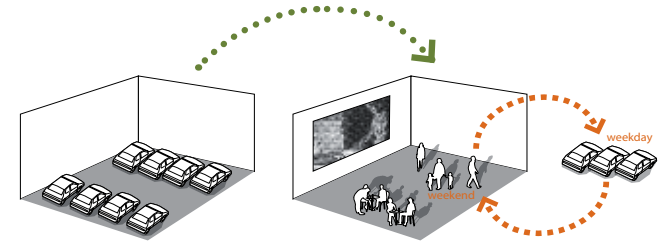
Approach:

- Limit the access to surface parking during weekends and public holidays
- Invite different players around the table, such as theaters, students, artists and various downtown organizations to create different happenings, events and invitations in these spaces
- Focus on seasonal uses - 24/7/12 - to invite a wide range of people
- Identify an annual calendar for the events taking place - where and when

A number of surface parking lot throughout downtown have been identified for possible quick wins; temporary transformation



Typical surface parking on a potential building site, waiting to be developed – not offering any quality to the public realm.



The quick win is an exercise of identifying places for temporary -and ever changing events and aiming invitations at people to visit downtown, outside office hours.



A quick win: introducing a temporary weekend playground on a designated part of a surface parking lot

## UPGRADED BUS STOP

An overall strategy is to invite more people to use public transport in downtown.

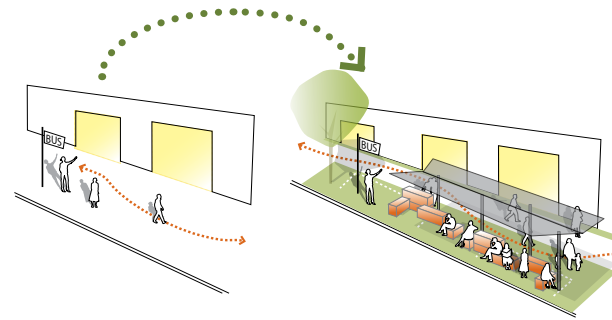
The quick win approach is to focus on the actual bus stops in downtown. To upgrade the experience of using busses when waiting; provide shelter and different opportunities for waiting.

Approach:

- Introduce clear zoning of the sidewalk; an edge zone relating to the facade, a pedestrian movement zone and a waiting zone
- Provide shelter, signage, and seating, preferably incorporated into the facade of the adjacent building
- Introduce information stands that tells the time, gives information on when next bus arrives and the network
- Introduce great lighting



Today; a Second Avenue bus stop with no shelter or opportunities to sit.



The quick win is an exercise of upgrading the experience of using public transport and introducing quality to the public realm.



A quick win; introducing great waiting facilities for transit on Second Avenue.



This quick win is focusing primarily on upgrading bus stops on 3rd Avenue, but could also be introduced on other streets in downtown.



# INSPIRATION

BARCELONA, LYON,  
MELBOURNE, COPENHAGEN,  
NEW YORK, MALMO, OSLO, HELSINGBURG





## INSPIRATION FROM BARCELONA



### TWO DIFFERENT OCCASIONS AND POLICIES:

#### 1. A DEMOCRATIC SOCIETY AND PUBLIC SPACES

The policy to create new public spaces for free meeting and talking was formulated in Barcelona after the fall of the dictatorship of general Franco. The new democratic government that came to power in the first free elections in 1979 promoted new public spaces to give inhabitants immediate improvements in living conditions and open up democratic discussion.

#### 2. THE OLYMPIC GAMES AND THE CITY PLAN

The Olympic Games in 1992 was used as a great opportunity to make large-scale improvements to the city. Investment was used to drive development of the city plan, where unfinished parts were completed and derelict industrial sites were transformed into new city districts. In this way, Barcelona got new sports arenas but also a new district of housing with a leisure harbour connecting new city districts to the beach along the coast.

#### PUBLIC SPACE POLICY PROFILE

Barcelona has been pioneering public space policies, where a great number of imaginative new designs have been applied across the city.

New public spaces in each neighbourhood for people meeting, talking, discussing, playing and unwinding.

The public space policy has been called “projects versus

## DEMOCRATIC AND PIONEERING PUBLIC SPACE POLICY

BARCELONA, SPAIN / 3.5 MILLION INHABITANTS (GREATER BARCELONA)

planning” as it turned the traditional planning methods upside down by focusing on what independent small projects can do for a city district - and for a whole city. Instead of waiting for the grand coordinated master plan to be developed, the city has been implementing public spaces - even where no spaces existed - by tearing down derelict buildings, using old railroad yards, or renovating existing spaces. Without any great need of coordination, these projects improved the city for inhabitants. No standard designs but “tailor-made” solutions place-by-place, involving a great number of local designers. With the slogan “the gallery in the street”, contemporary sculptures have been an integrated part of the public space program with the dual intention of giving each place its unique character and to create discussions between local people.

#### DISTRIBUTION OF PUBLIC SPACES

Hundreds of projects in many different scales, from major parks to local piazzas, or just a little corner with a couple of trees and a bench standing on a fine new urban floor, are spread over the whole surface of the city. It functions like a kind of urban acupuncture, where the whole body of the city becomes better without a great need for coordination of projects.

#### PUBLIC SPACES AND TRAFFIC

Initially the public space policy was not an integrated part of any major traffic plan and in most cases projects were made without taking space from driving and only a few of the many spaces have underground parking garages as part of the new designs. Later projects with more traffic and parking emphasis have been emerging, such as parks on top of freeways.

#### TYPES OF PUBLIC SPACES

Barcelona has developed a wide range of public space types from small hard scapes in the form of piazzas, to large parks that function like “green oases”, often established

on derelict land or former industrial sites. Promenades and other types of new interpretation of the rambla motif are frequent as well as a series of spaces dominated by gravel and soft shapes, mostly for playing. In this city with high density in both building mass and in traffic volumes, all the different types of open spaces are highly appreciated.

#### ORGANIZING THE TASK

The city created a new office called Servei de Projectes Urbans to work with new projects in the 10 city districts. Meetings are held with local people in each district as part of the process, and architects at the office coordinate the technical and administrative aspects of the project. There are a large number of local architects from private practice working in collaboration with - and doing projects for - the office.

#### PROCESS

The new democratic city council selected Oriol Bohigas as a city councillor for urban design. Bohigas was both the director of the School of Architecture and partner of a major private practice, and he formulated the general approach. The results show an interesting relation between the public and private sectors, as the public investments in new city spaces were followed up by property owners renewing surrounding buildings. The early projects were designed after architects’ competitions and later the office for public space design was put into place to work continuously with the projects.

#### RESULTS

The idea of reconquering public spaces was formulated in Barcelona as a political idea of providing democratic space as well as a vision for re-creating the art of making public spaces. Nowhere in the world can the viewer see so many different examples of new and experimental designs of parks, squares and promenades in a single city as in Barcelona.

## POETIC, COORDINATED AND SOCIAL PUBLIC SPACE POLICY

LYON, FRANCE / 1.3 MILLION INHABITANTS (GREATER LYON)

## INSPIRATION FROM LYON



### POLICY PROFILE

The public space planning is coordinated with social policy with the aim of creating “a city with a human face” and a city for all its inhabitants. Equality and balance between projects in the Inner City and in suburban districts are underlined, for instance by giving the same architect the commission to design public spaces in both the centre and the suburbs.

Three different types of plans have been developed: A green plan, which focuses on the city’s public spaces, a blue plan that deals with the way the city meets the rivers, and a “yellow” plan, a lighting plan. The latter addresses the character and quality of lighting of monuments and other buildings as well as the streets, squares and parks. It is also a tool for collaboration between the public and the private sector in relation to the quality of lighting in different locations.

Lyon is actively supporting smaller shops in the inner city by stopping all further development of out-of-town shopping centers.

### DISTRIBUTION OF PUBLIC SPACES

Projects are spread over the city, with a balance between the Inner City and suburban districts.

### PUBLIC SPACES AND TRAFFIC

In order to create a human face to the city, the traffic policy is aiming at putting car parking underground. Many of the renovated spaces in the centre of the city have 4 to 6 stories of parking garages under the car-free surface of the public space. A partly public and private firm has been established to build and run the new parking structures. New light rail lines and a metro are giving alternative forms of transportation.

### TYPES OF PUBLIC SPACES

Most of the renovated public spaces in the Inner City were existing “classical rooms” in the historic city fabric, whereas the spaces in the suburban districts were “free floating” spaces between high-rise housing blocks. These suburban spaces had to be redefined and redesigned for new uses, thus creating new types of public spaces.

### FIXED SET OF MATERIALS & FURNITURE

A “Lyon vocabulary” of materials to be used in the spaces has been developed, particularly to underline the identity of the city but also to limit the number of materials to be maintained. To stress the equality between different districts, the same street furniture can be found in suburban housing projects as well as in central city spaces.

### ORGANIZING THE TASK

The city created two new organisations to cope with the coordination of public space policy. On the political level an organisation called “Group de Pilotage Espaces public” was formed, headed by the mayor. This group, with representatives from all departments involved in the process, meets once or twice a month. A parallel interdisciplinary organisation called “Group Technique de Suivi”, with experts from all departments, is meeting every week to prepare and coordinate the technical and practical sides of the implementation of the plans.

### PROCESS

As a response to the deteriorating quality of the public realm under the pressure of a growing number of cars entering the city centre, combined with social tension between suburbia and down town, one of the mayors, Henry Chabert, formulated the policy to create a city with

“a human face” (or surface) in 1989.

Poets and other artists have been asked to generate the spirit of the place, the genius loci, before the brief is given to the architects or landscape architects who were designing the spaces.

A large number of public meetings and interaction with the local people are other characteristic elements of the process, which has also aimed to create a good interaction between the private and public sectors.

### RESULTS

Lyon suffered an industrial decline in the 1970’s, but has reformulated its role and become a very dynamic city. The policy has changed the appearance and image of the city, with a large number of high quality public spaces.



## INSPIRATION FROM MELBOURNE



### POLICY PROFILE

The City of Melbourne's design philosophy was first outlined in the 1985 Strategy Plan that called for the city to build on its existing strengths in a manner that reflected Melbourne's local character, while diversifying uses within the central city to transform it from a central business district to a central activities district. Melbourne's existing strengths and physical patterns were identified and later elaborated upon in Grids and Greenery. Published in 1987, Grids and Greenery provided a vision for the future of Melbourne.

Alongside its early strategic vision and directions, Council developed urban planning and conservation controls, broad-perspective master plans and guidelines, as well as detailed action plans, street scape plans and street furniture technical notes. Council also instigated retail, events and arts policies and programs, as well as strategic initiatives and project partnerships including Postcode 3000 to encourage residential living back into the city.

### DISTRIBUTION OF PUBLIC SPACE

Since 1985, City of Melbourne's urban design program has been implemented throughout the municipality, although high-profile projects have generally been concentrated in the central business district, Southbank, and most recently, Docklands.

### PUBLIC SPACES AND TRAFFIC

A principal objective of Melbourne's urban design program has been to reduce car dominance in the street while

## URBAN TRANSFORMATION INTO A PLACE FOR PEOPLE

MELBOURNE, AUSTRALIA / 3.6 MILLION INHABITANTS (GREATER MELBOURNE)

establishing a more inviting public realm for people. To achieve this, Council has undertaken an incremental but consistent process of pedestrianisation through the installation of high-quality bluestone paving, street furniture, trees, newsstands, and kiosks, complemented by a policy for more active street-level building frontages. Such physical improvements have created a safer, more inviting and engaging public realm. The area of pedestrian space has increased through footpath extensions, most significantly in Swanston Street and little streets such as Flinders Lane. Temporary lunchtime road closures provide pedestrians with a less congested through-route in Little Collins Street. In addition to improving public space for walking and social interaction, Melbourne has sought to promote sustainable transport alternatives to reduce emissions and traffic congestion, and to ensure the public realm is inclusive and accessible to all people. While streets within the city centre do not have formally dedicated bicycle lanes due to the competing demands for road space, the closure of Swanston Street to daytime through-traffic has established it as a popular north-south cycle route.

### TYPES OF PUBLIC SPACE

The City of Melbourne has aimed to enlarge the public realm and pedestrian networks with a broad range of public space types through: (1) the establishment of main public spaces such as Bourke Street Mall, City Square, Federation Square, and waterfront promenades including Southgate; (2) small-scale spaces established by re-claiming surplus road space; and (3) works to upgrade existing streets and laneways.

### A STANDARD SUITE OF MATERIALS & FURNITURE

The City has created standardised designs for a wide range of street furniture in order to improve street scape amenity with attractive, durable, functional and unobtrusive elements that complement the urban culture, character and significance of each street. Melbourne's bluestone pavement program, founded on the city's traditional materials, has ensured that repaving successfully fits into both contemporary and historic settings.

### PROCESS AND ORGANIZING THE TASK

In the 1980s, Melbourne's citizens spoke out about the slow destruction of their city. Inappropriate international style developments, the invasion of the automobile, destruction of heritage areas and general decline of the central city saw new political forces emerge at both a State and Local Government level. Their success at the polls allowed them to reset the agenda for Melbourne.

Commencing in 1985, the City of Melbourne's urban design department developed a comprehensive planning and design policy framework that defined a simple vision to transform Melbourne's ailing central business district into a central activities district, while retaining the physical characteristics that were distinctive to Melbourne. This vision was adopted and has been gradually implemented through ambitious but achievable targets over the past two decades.

Using in-house professional skills, the City of Melbourne has worked to lead rather than just manage the city's transformation. It has mastered the art of successful partnerships and directed the resources of other levels of government and the private sector towards improving the public realm through such projects as Federation Square and QV.

### RESULTS

Council's urban design program has been instrumental in inspiring, directing and accelerating the process of revitalising Melbourne through a gradual but consistent transformation of streets, lanes and other spaces into public places that are engaging and diverse. This is evident from population and economic growth. Since 1994, there has been a staggering 830% increase in city residents, and this has been accompanied by a significant rise in pedestrian volumes and the number of people choosing to spend time in the public realm. The follow-on effects include revived street use patterns as the community utilises the city as its recreational, retail and entertainment base, and this has been highly influential in creating a more vibrant, safer, and sustainable 24 hour city.

### POLICY PROFILE

Copenhagen's step-by-step policy covers a zone where a series of policies are applied to create better conditions for soft traffic and people on foot.

Public spaces are seen as a network of streets that link with public transit and a series of piazzas or squares that open up for different activities and urban recreation.

### DISTRIBUTION OF PUBLIC SPACE PROJECTS

Early projects were all in the historic core of the Inner City. Later, local spaces in the outer districts of the city were developed and, more recently, new spaces have been established along the waterfront.

### PUBLIC SPACES AND TRAFFIC

Bicycle lanes and bicycle priorities in different forms have been applied throughout. Access to the Inner City is possible by car but driving through is restricted, so walking or cycling is easier.

In the Inner City most of the public spaces are part of traffic calming measures and a series of different types of street designs have been applied from pedestrian-only, to pedestrian-priority streets and to streets with other limitations for driving.

No new parking structures have been established in the Inner City for some years and kerb side parking has been reduced by an average of 2-3% annually. Surfaces have been converted to accommodate other people-oriented activities.

New metro lines have been built recently to give better access to the Inner City from some of the new development areas of the Oerestad, a new town being built close to the city centre.

### TYPES OF PUBLIC SPACES

The new public spaces in the Inner City consist of renovated existing "rooms" in the historic city, all with a modest and fine human scale. The spaces are mainly streets and squares, which through time have got different functions as "living rooms", "dining rooms" for staying activities or "corridors" for strolling along as part of urban recreation.

### ORGANIZING THE TASK

For many years the design of public spaces has been taken care of by the City Architect's office, while the City Engineer's office, paved and maintained them. In recent years the organisational structures at Copenhagen City Hall have been reorganised and an office established especially for public space design and policy.

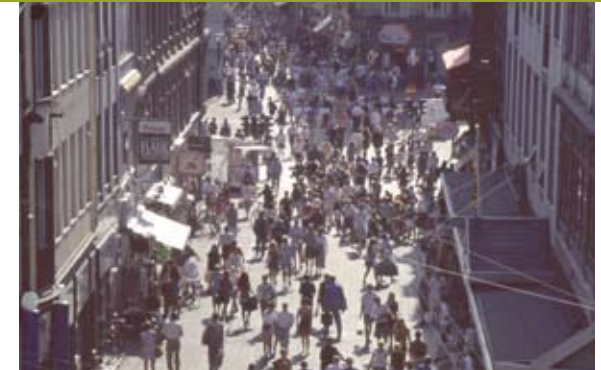
### PROCESS

The policies have been emerging gradually from early experiments with the first pedestrian streets in the 1960s to the 1980s, where consistent and coordinated policies were formulated.

Copenhagen has changed gradually through the last 30 to 40 years, from a city dominated by cars to a city centre for daily life for people on foot.

### RESULTS

Copenhagen Inner City has gained the reputation of being a fine place for urban recreation, where each new step has increased the quality for people on bicycles and on foot. These qualities of life are part of the reason that a growing number of people want to live in the centre of the city, where new housing has been built along the harbour fronts. Copenhagen has also experienced a general development



from the first pedestrianisation years, where public life revolved around walking and shopping, to a more developed city culture where the number of mixed activities increase and where people spend four times as much time as before the redevelopment schemes started. The public money invested in renovating public spaces has been paid back through an increased number of tax payers in the city - more residents - and an increased turnover for city-based businesses. The general image of Copenhagen has changed towards a much more attractive city as a base for larger corporations and businesses in general.



## INSPIRATION FROM NEW YORK

### PUBLIC LIFE SURVEY IN NEW YORK CITY

In 2007, as a part in the PlaNYC, a long term plan to create a greener, greater New York started. New York City DOT contracted with Gehl Architects to conduct public life surveys of selected sites around the city. The study's data provides information on where people walk and what they do when stationary, either as part of daily activities or for recreational purposes. The study also analyzed the quality and condition of outdoor seating, the quality of paving materials, construction-related impacts and other qualitative factors that affect the public realm. Results from the public life survey helped formulate much of New York's strategy for improving streets as public spaces, and can serve as a baseline against which future surveys can be compared.

### THE VISION

One of the challenges PlaNYC poses to city agencies is to "re-imagine the City's public realm" — to develop an urban environment that transforms the streets and squares into more people-friendly places. This is to be done through new initiatives such as; Broadway Boulevard, the Public Plaza Program, Coordinated Street Furniture, Summer Streets and initiating the beginning of a 1864 miles (3000 km) city-wide bicycle network.

### THE PROCESS

The process in New York has been gradual: first re-claiming the space from automobile use whenever possible, simply by lying out colored asphalt and furnishing the spaces with chairs, tables and umbrellas and creating protection from passing cars by introducing a heavy green planter. Later fazes will include up-grading to more permanent materials and creating an activities and identity program in the existing spaces on Manhattan but also expanding the program to all of New York's five boroughs.

See example of the Madison Square transformation.

## THE PROCESS OF GETTING STARTED

NEW YORK, UNITED STATES / 8,274,527 MILLION INHABITANTS (GREATER NEW YORK CITY)



MADISON SQUARE BEFORE, AUGUST 2007  
Madison Sq with street layout and traffic.



MADISON SQUARE JULY 2008 Madison Sq is closed for traffic and becomes pedestrian zone.



MADISON SQUARE SEPTEMBER 2008 Madison Sq with new surface, flower pots and a café. Madison Sq transformed into a recreational space



READ MORE: WORLD CLASS STREETS  
[www.nyc.gov/html/dot/downloads/pdf/World\\_Class\\_Streets\\_Gehl\\_08.pdf](http://www.nyc.gov/html/dot/downloads/pdf/World_Class_Streets_Gehl_08.pdf)



MADISON SQUARE SEPTEMBER 2008 Madison Sq seen from above.



**HUMAN SCALED WATERFRONT**  
VÄSTRA HAMNEN, MALMO, SWEDEN

The housing exhibition in Malmö in 2001 was a good occasion for converting the industrial harbour, Västra Hamnen, into a new mixed-use area. The Swedish architect Klas Tham was Master planner on the project.

Three elements were essential in the master plan: sustainability, climate protection and a public waterfront promenade.

- All buildings were designed for energy efficiency, with the widespread use of alternative energy.
- Västra Hamnen is placed in a windy place along the shoreline. Negative effects of the harsh climate are minimized due to the uneven, dense street layout and the placement of higher buildings behind them for wind protection. An intimate and human scaled environment is created, and it is possible always finding a comfortable space outdoors.
- All ground floor units along the waterfront promenade may be converted for other functions than dwellings, eg. commercial activities, because of high ceilings.
- The waterfront promenade is very popular and it has an intimate and comfortable scale. The promenade secure good walking conditions and create many invitations for recreational activities.



**A LIVELY WATERFRONT**  
AKER BRYGGE, OSLO, NORWAY

Today Oslo has a lively harbour front area where there once was a ship yard. The construction of Aker Brygge, as the area is called today, started in 1985. Some of the old and beautiful shipyard buildings are still standing within the contemporary architecture.

Aker Brygge is a mix-use waterfront with restaurants, shops, cultural institutions, offices and dwellings. The car free area has a cozy atmosphere and has become very popular in Oslo.

Aker Brygge has a lively waterfront promenade with high quality public spaces throughout the area. The public spaces are carefully planned to optimize views to the water and take advantage of the sun's orientation. All important ground floor facades are active.

The buildings have a vertical variation in uses, so all most all buildings have both commercial activities, offices and dwellings.

## INSPIRATION FROM WATERFRONTS



**WELL CONNECTED WATERFRONT**  
HELINGSBURG, SWEDEN

The former industrial harbour was transformed into a new housing area in 1999. The master plan was made by the Danish architectural office Tegnestuen Vandkunsten. The master plan places all buildings perpendicularly to the water's edge, thereby providing every apartment with a view to the water. This also establish good accessibility from the city center to the waterfront.

Cafés and shops occupy the ground floor units along the waterfront promenade. All parking is underground and is placed in between the houses with public spaces on top.

The houses are designed by different architects in order to create variation, but adhere to a solid design framework so as to establish a coherent building style.



# REFLECTIONS

BY GEHL ARCHITECTS





## REFLECTIONS

### PARADIGM SHIFT IN PLANNING

With the current global crisis - economic, environmental, social and health - there is a need for a new way of understanding and executing city planning.

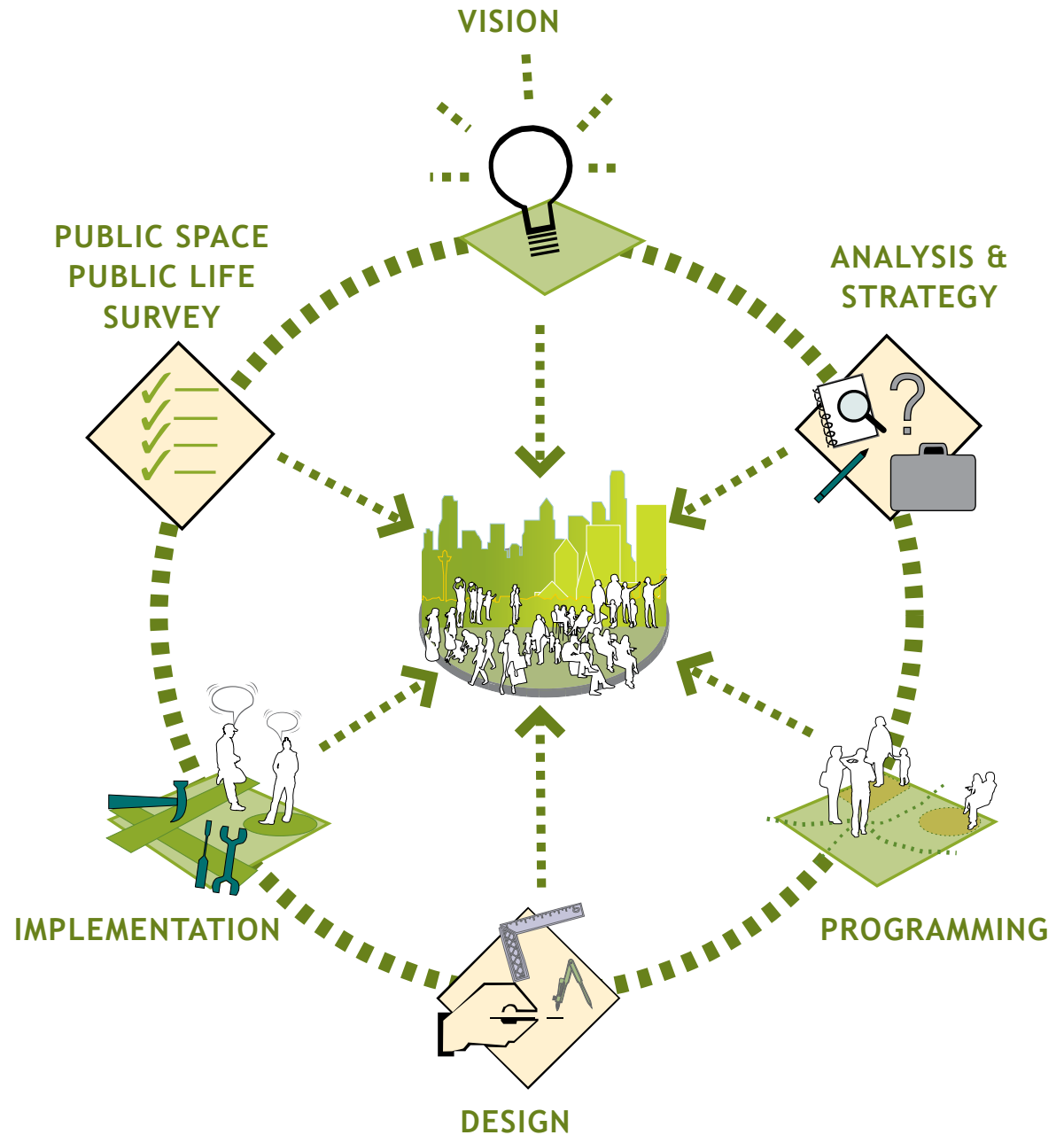
City planning needs to move away from traditional master planning with a fixed result, where the development of infrastructure and transit is separated from the quality of the public realm and the public life of cities. Instead there is a need to think holistically about mobility, flexibility, sustainability, and proximity and start identifying frameworks and qualitative tools to steer the process of developing our cities.

Focus needs to be put on people first and only when that is fully understood and implemented can we move away from the modernistic mind-set of separating functions and users, where the car becomes king, and towards cities that are attractive and livable for people.

### SENSE OF URGENCY

The time for this paradigm shift is now and we need to be able to see the effects of this within the next five to ten years, to keep our cities as preferred places for people to live, visit and enjoy, and just as important to be able to attract a valuable workforce and businesses to our cities.

Most urgently, the time for a change of mindset is now, in order for our cities to be sustainable - not only in environmental and economic terms, but also in social terms. The cities need to be able to sustain a healthy and attractive way of living.



## REFLECTIONS

### HOW

Our cities need to become learning and livable cities that puts people in the centre of planning.

Clear values and visions need to be identified as overall goals to move towards. With those in mind analysis identifying potentials and challenges can be carried out and strategies on how to move towards the vision illustrated. Before an actual design phase it is important to describe qualitative criteria, not dependant on design, through a programming phase.

In this process there is a constant need to carry out evaluations and quality assurance to keep learning, to develop and experiment, and asking the questions: is the vision still clear, has the conditions for public life improved and how. This should be an ongoing continuous process, always with people in the centre of planning.

### PUBLIC SPACE PUBLIC LIFE SURVEY AS A TOOL

The Public Space Public Life Survey is an incremental and data driven approach to identifying challenges and way to go, and the surveys can in this process act as a qualitative tool on two levels.

City level: If repeated city wide every 10 years, the survey can help steer the direction of the overall city development, and to keep focus on the overall vision - are the initiatives effective, are the goals for public life fulfilled, is the city moving in the right direction.

Project level: When developing and implementing new projects in the city the survey can act as quality assurance, if executed before and after implementation.

