

Occidental Promenade

People Streets & Public Spaces (PSPS)

Early Guidance on Near-Term Improvements
February 18, 2026



Agenda

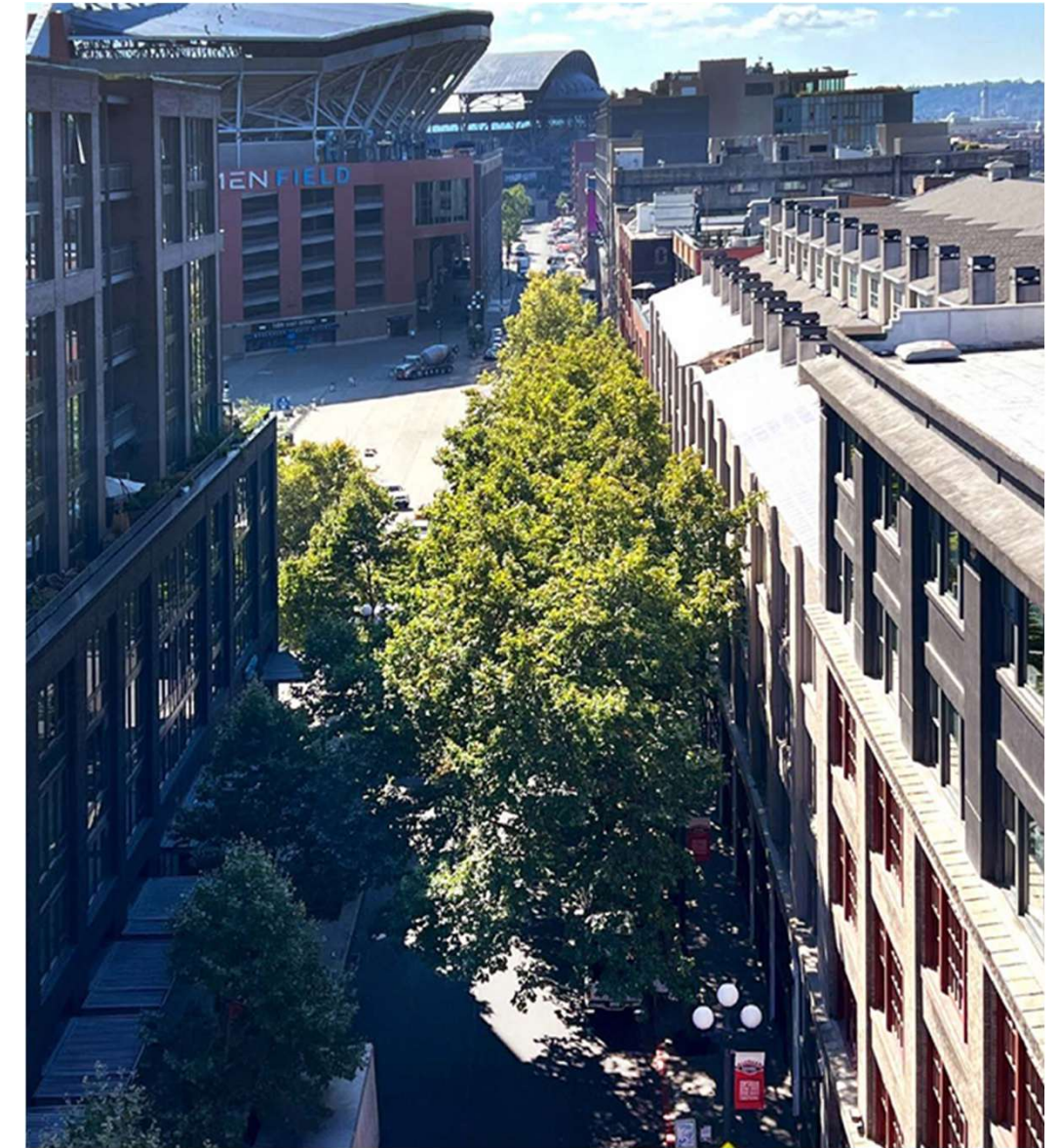
- Project Overview
- Historic Context and Contributing Features
- Existing Conditions
- What We've Heard
 - Recap 2025 Early Guidance
 - Community and Stakeholder Outreach
- Near-Term Safety and Public Realm Enhancements
- Discussion

Meeting Purpose

Early guidance on potential near-term safety and public realm enhancements.

Guidance will inform the design of surface treatment, art, lighting and other enhancements for future Certificate of Approval requests by SDOT.

Project Location



Zoning Context

- Historic Preservation District
- Stadium Area Overlay
- Identified as a Green Street



Project Overview

Phase 1: Community and Stakeholder Engagement, Completed 2024
(Privately funded)

Phase 2: Current SDOT Contract (SDOT Transportation Levy Funded)

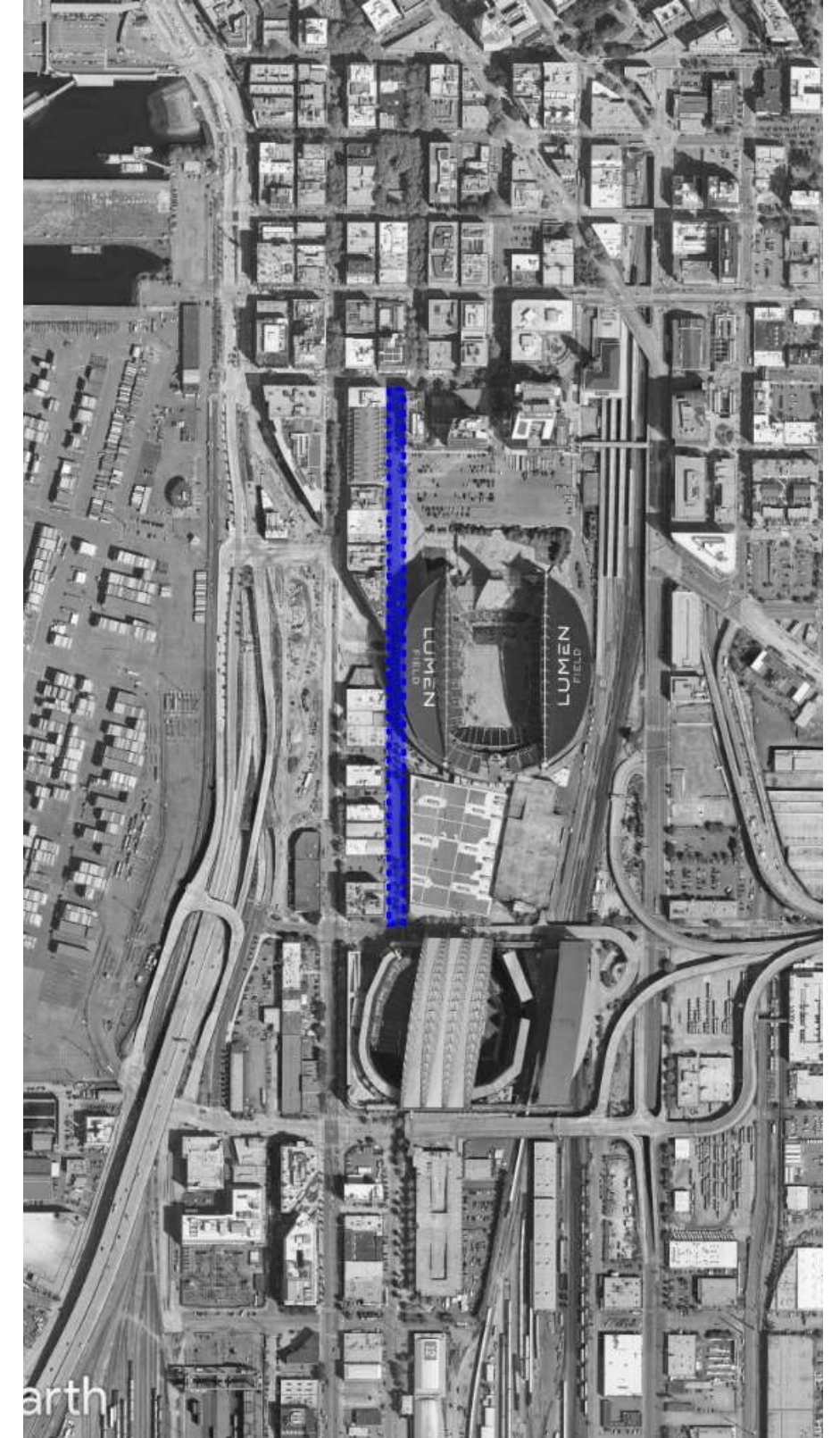
- Near-term safety and public realm enhancements – identify improvements
- Update Street Concept Plan – advance long-term plan (10% design)

Phase 3: Near-term Implementation Starting Spring 2026

SDOT crews to implement improvements – scope and budget, TBD

Phase 4: 2027 and beyond

Design documents for long term improvements



Project Approach: Tactical Urbanism

Tactical urbanism is an approach to urban development that uses low-cost, short-term interventions to test and implement long-term improvements in public spaces. These flexible projects aim to address issues related to public space design such as human comfort, activation and functionality, gathering spaces, accessibility and circulation, and street safety. This approach allows for modifications prior to implementing permanent changes. Feedback from this testing stage informs future changes and the long-term plan.



Near-Term Improvements to Inform Concept Plan Update

Current SDOT-Approved Street Concept Plan



Pedestrian friendly streetscape to support events

Tactical Urbanism for Near-Term Improvements



Precedent projects



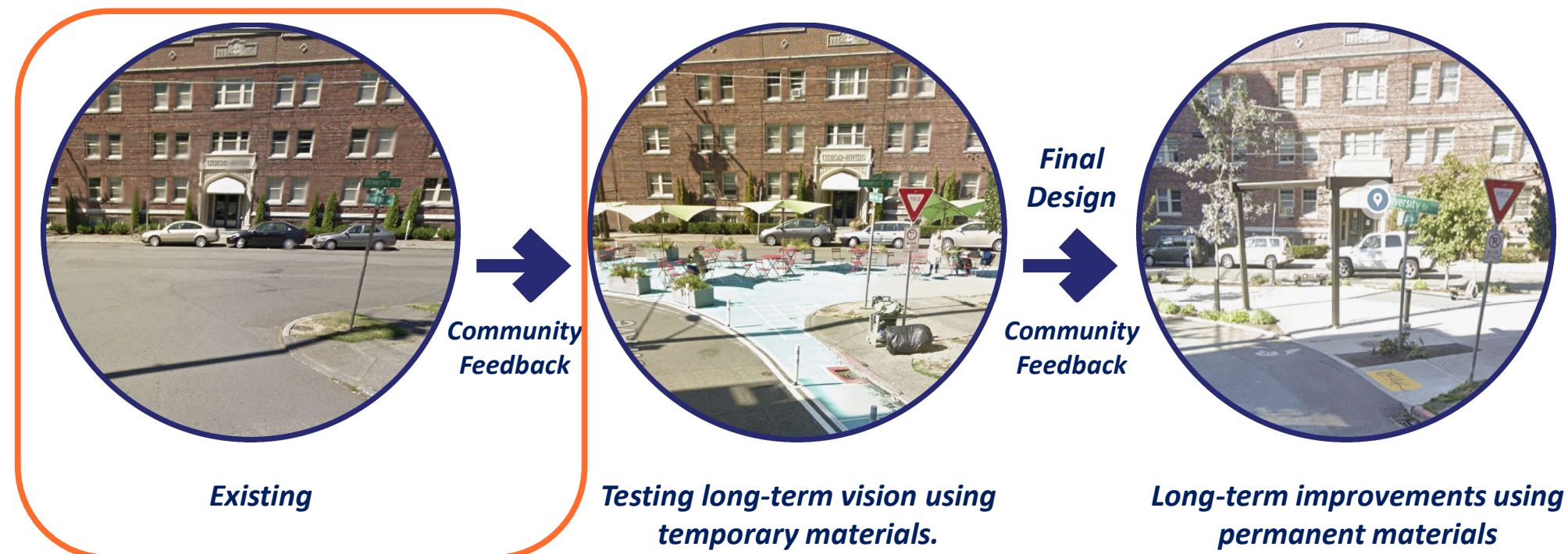
Project timeline

Project Sequencing

We are here

- Step 1** Identify needs and opportunities with stakeholders and community and implement near term opportunities that address basic needs to support community priorities.
- Step 2** Develop a long-term vision and draft streetscape design concept plan. Test concept using tactical temporary materials.
- Step 3** Finalize concept plan and advance final engineering design and cost estimates.
- Step 4** Implement project (after funding identified)

Example of Tactical Urbanism



Presentation Focus: Near-Term Opportunities

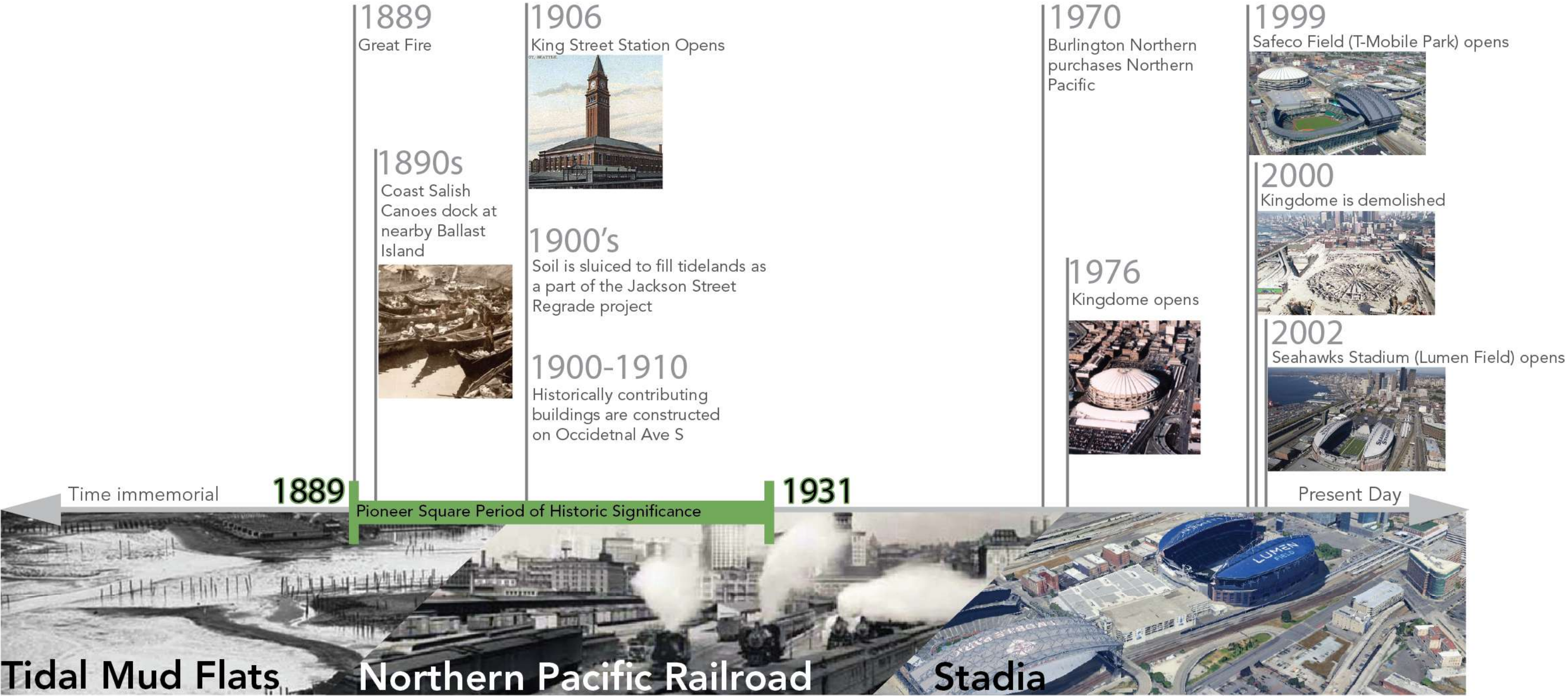
This presentation is focused on near-term improvements to increase connectivity and improve the pedestrian environment along Occidental Ave. S. between King St. and Royal Brougham.

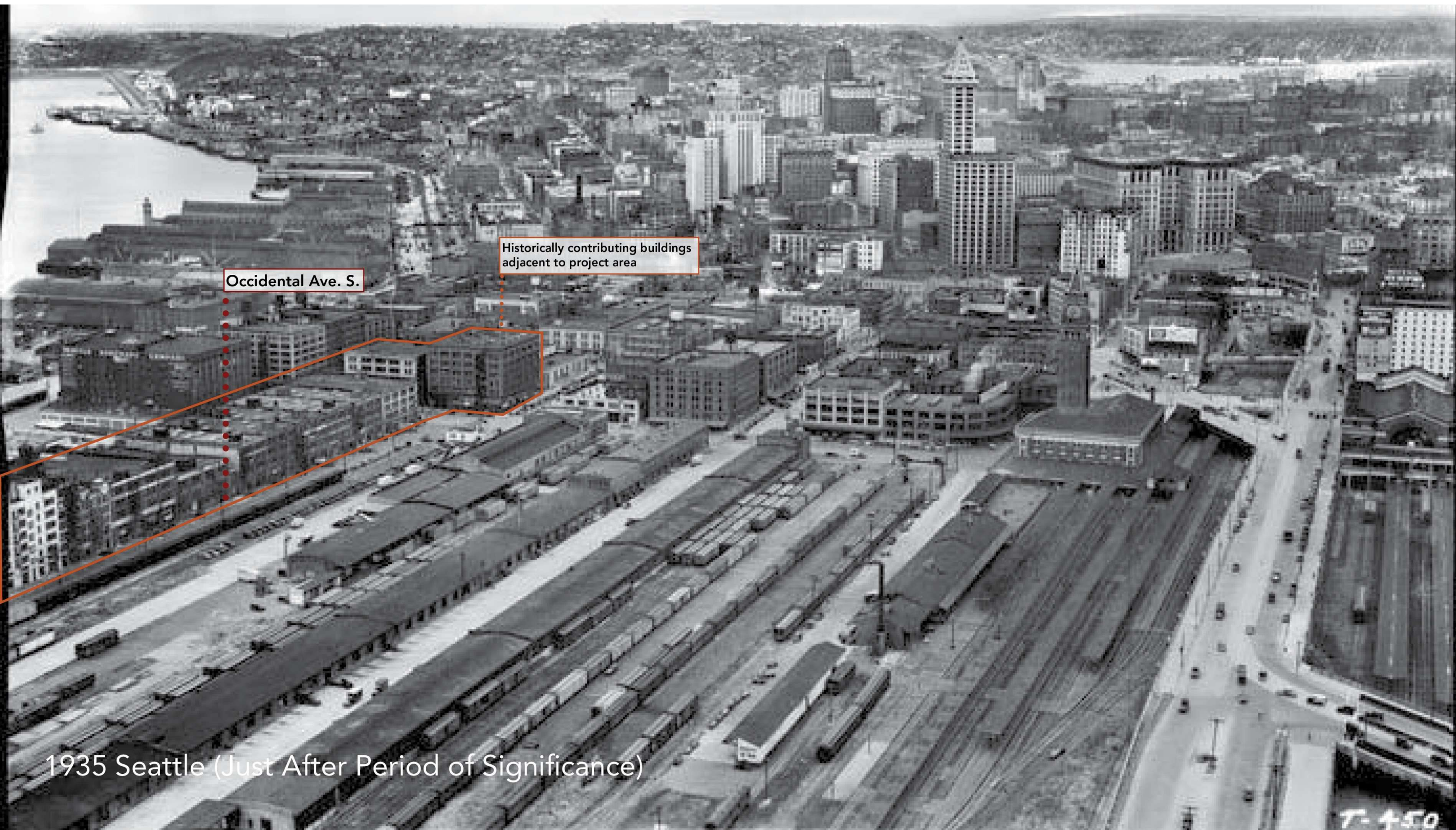
These improvements are:

- Inspired by the existing neighborhood context
- Intended to quickly improve the streetscape
- Temporary
- Reversible
- Do not materially impact historic resources

Historic Context Analysis

Occidental Promenade: A Site in Flux





1935 Seattle (Just After Period of Significance)

T-450

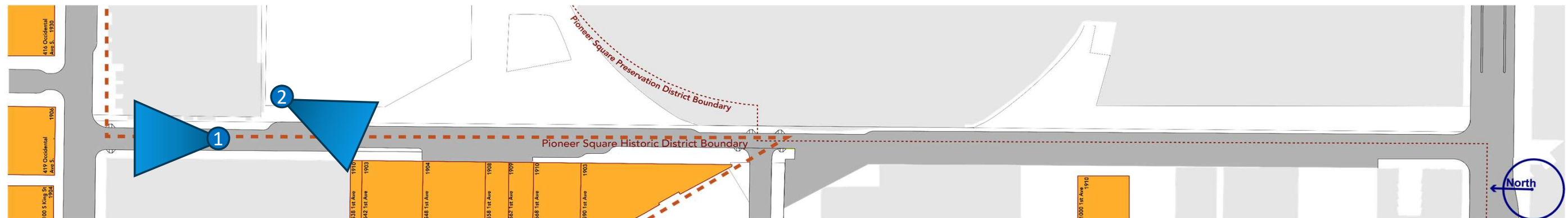


Historically contributing buildings
adjacent to project area

Occidental Ave. S.

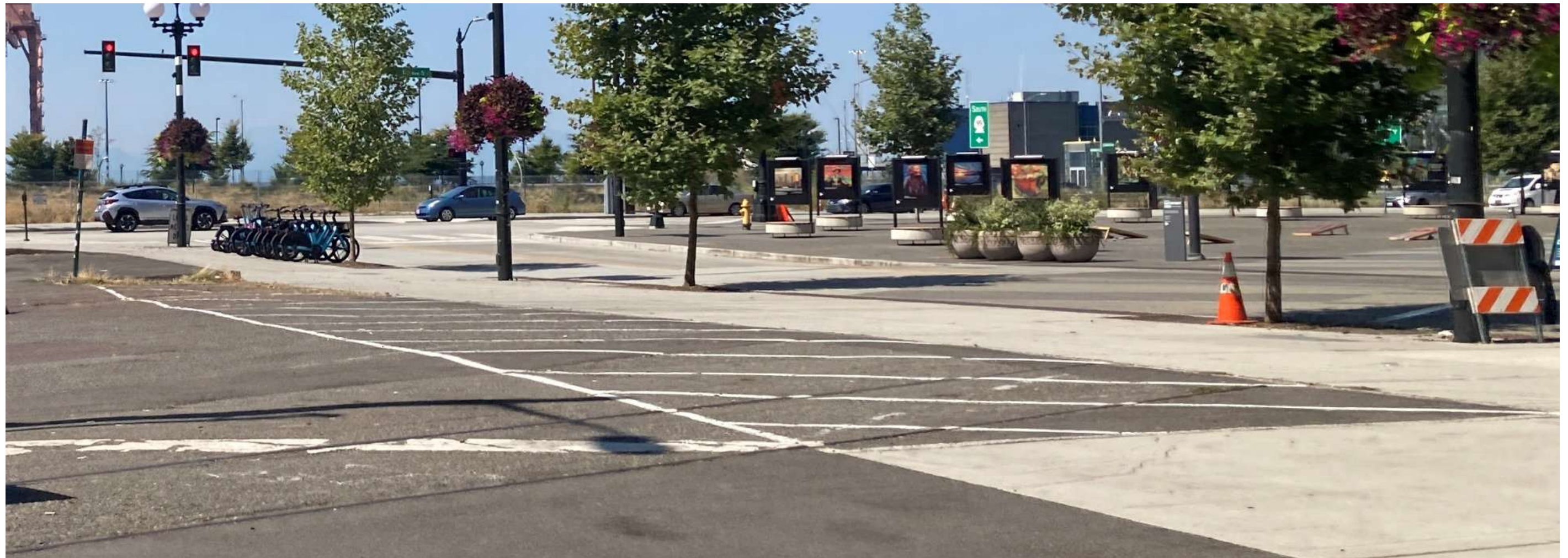
Contributing Features + Design Guidelines

Contributing Buildings (Ntl. Register Inventory)



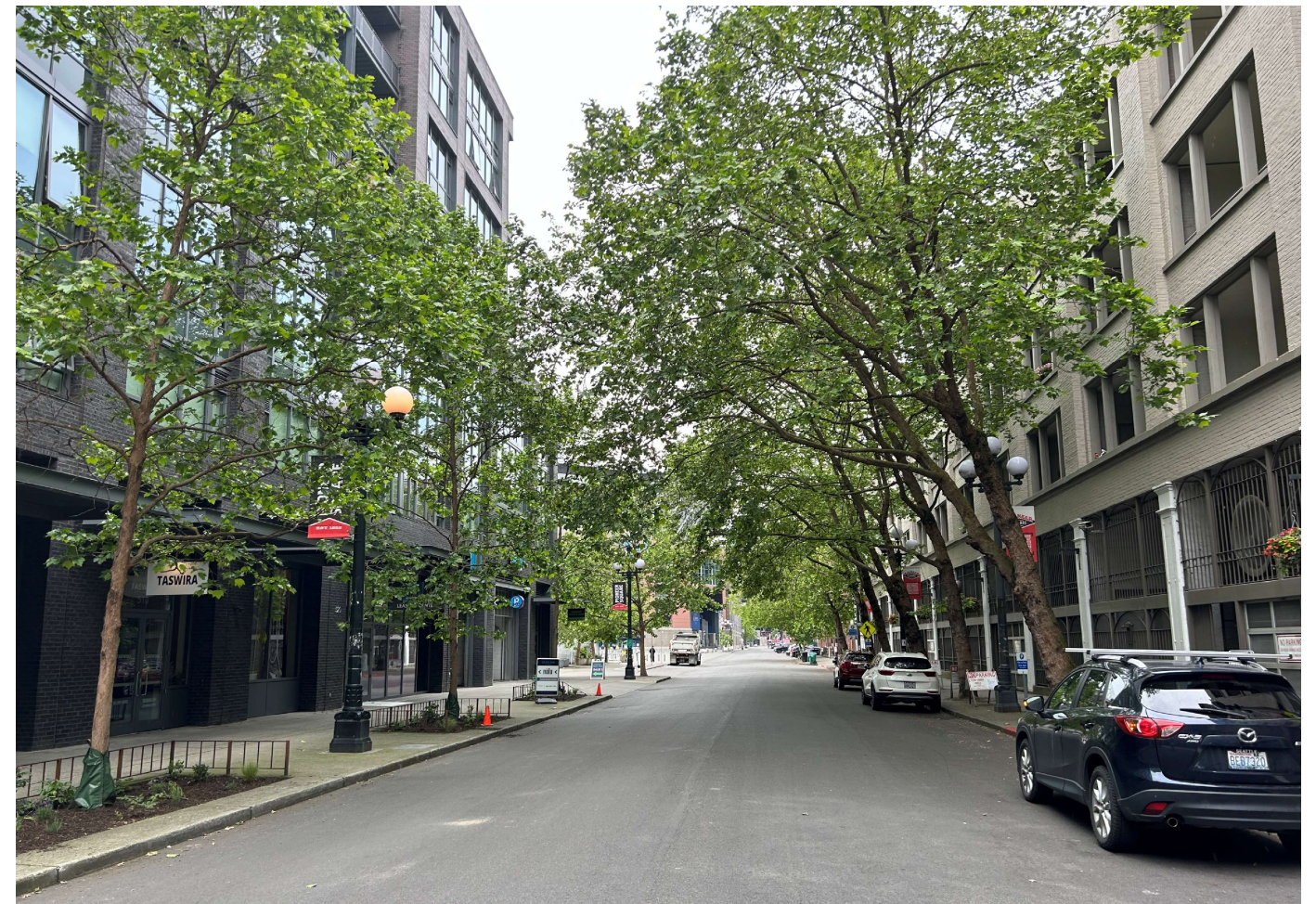
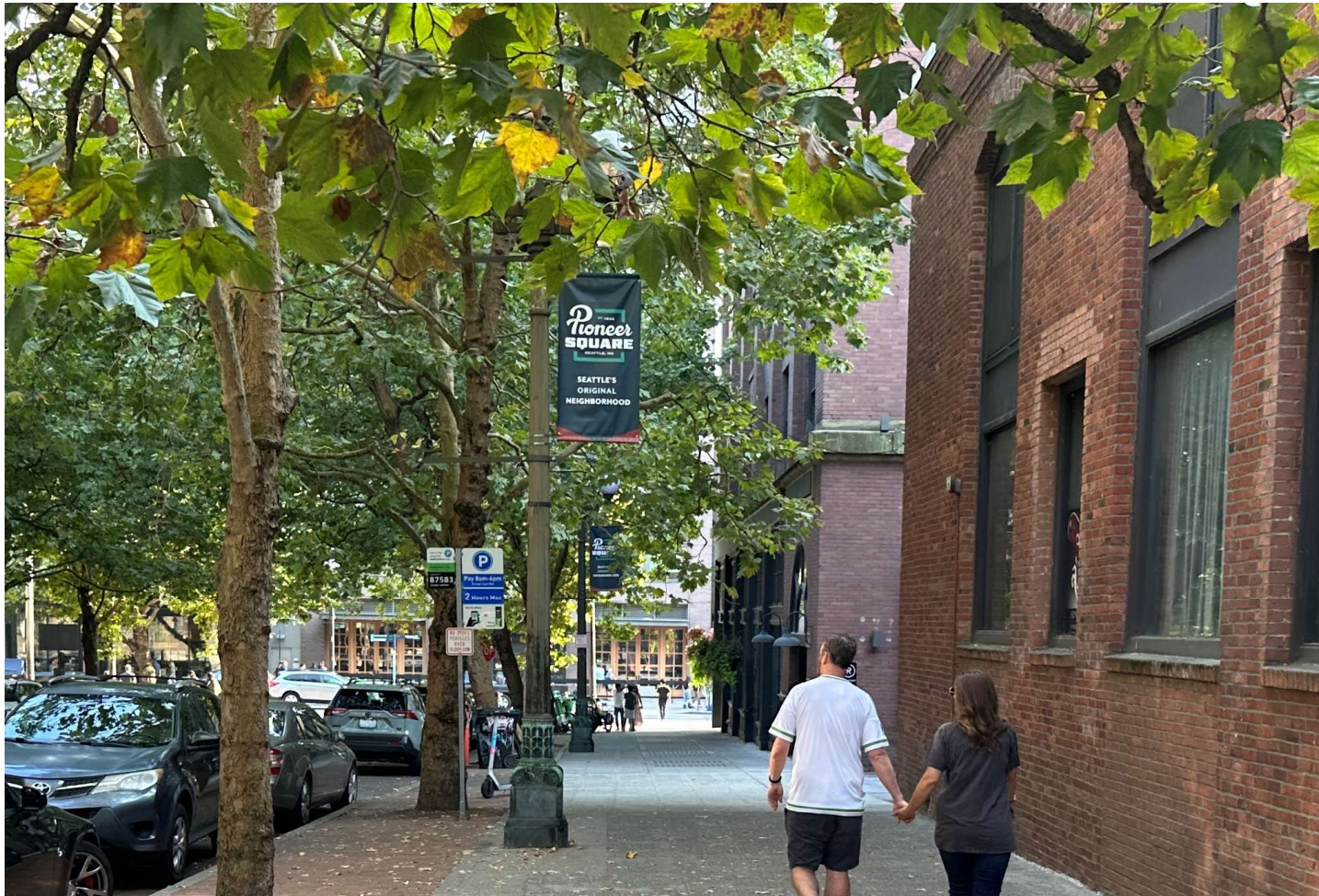
Project design goal: provide a continuous pedestrian zone along the west side of the street while supporting existing loading dock access needs

Contributing Streetscape Features - Rails



In-ground rails will be protected during near term improvements. Long term streetscape improvements will require addressing accessibility implications of existing rails at building frontages.

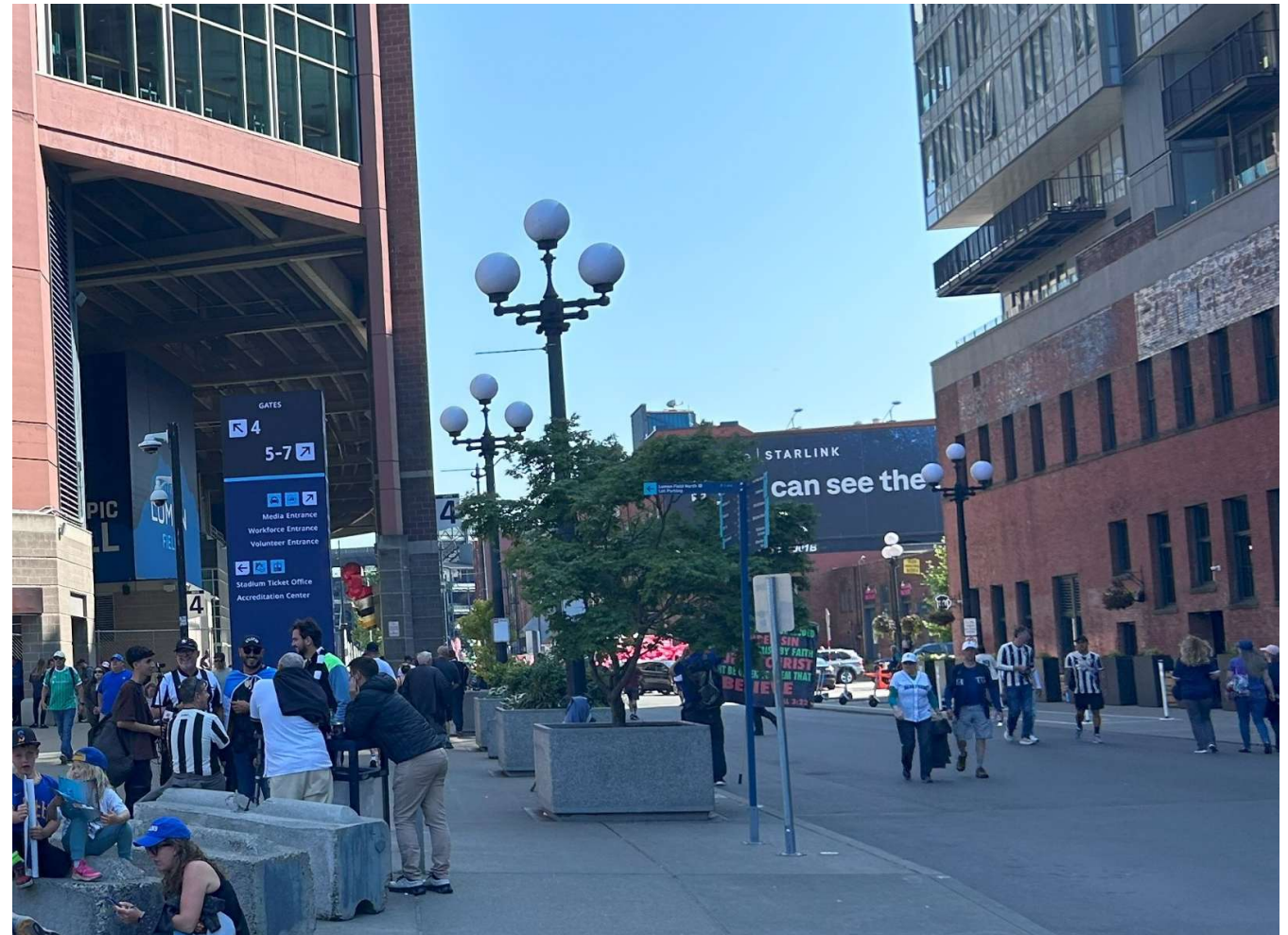
Contributing* Streetscape Features - Trees



Project design goal: protect tree canopy and increase vegetation

* While these features don't necessarily date to the period of significance, they align with the Pioneer Square Preservation Board Design Guidelines

Contributing* Streetscape Features - Lighting



Project design goal: protect existing light fixtures and provide additional lighting for nighttime visibility

* While these features don't necessarily date to the period of significance, they align with the Pioneer Square Preservation Board Design Guidelines

Contributing* Streetscape Uses – Café Seating



Project design goal: support existing sidewalk cafes and expand/formalize opportunities for outdoor dining and seating

* While these features don't necessarily date to the period of significance, they align with the Pioneer Square Preservation Board Design Guidelines

Contributing* Streetscape Uses – Pedestrian Mall



Project design goal: enhance pedestrian environment

* While these features don't necessarily date to the period of significance, they align with the Pioneer Square Preservation Board Design Guidelines

Existing Conditions

Occidental Ave South of King St.

Variety of Users and Uses | Infrastructure Considerations | Inconsistent Experience



Occidental Ave South of King St.

Variety of Users and Uses | Infrastructure Considerations | Inconsistent Experience



Occidental Ave South of King St.

Variety of Users and Uses | Infrastructure Considerations | Inconsistent Experience



Occidental Ave South of King St.

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Occidental Ave South of King St.

Variety of Users and Uses | Infrastructure Considerations | Inconsistent Experience



Occidental Ave South of King St.

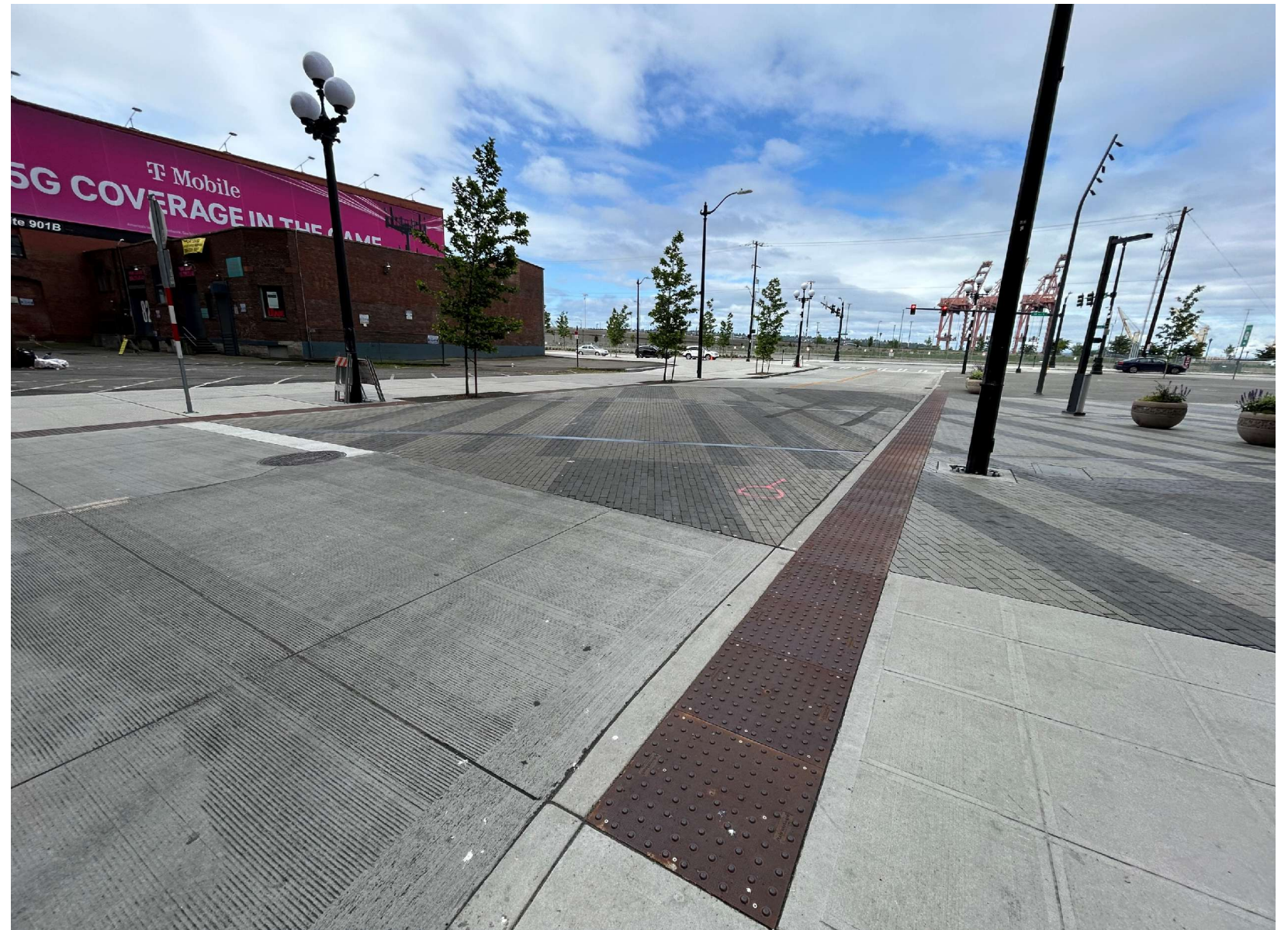
Variety of Users and Uses | Infrastructure Considerations | Inconsistent Experience



Occidental Today – Why We Are Here

Public infrastructure

- Sidewalks
- Street trees
- Utility infrastructure
- Etc.



Occidental Today – Why We Are Here

Public infrastructure

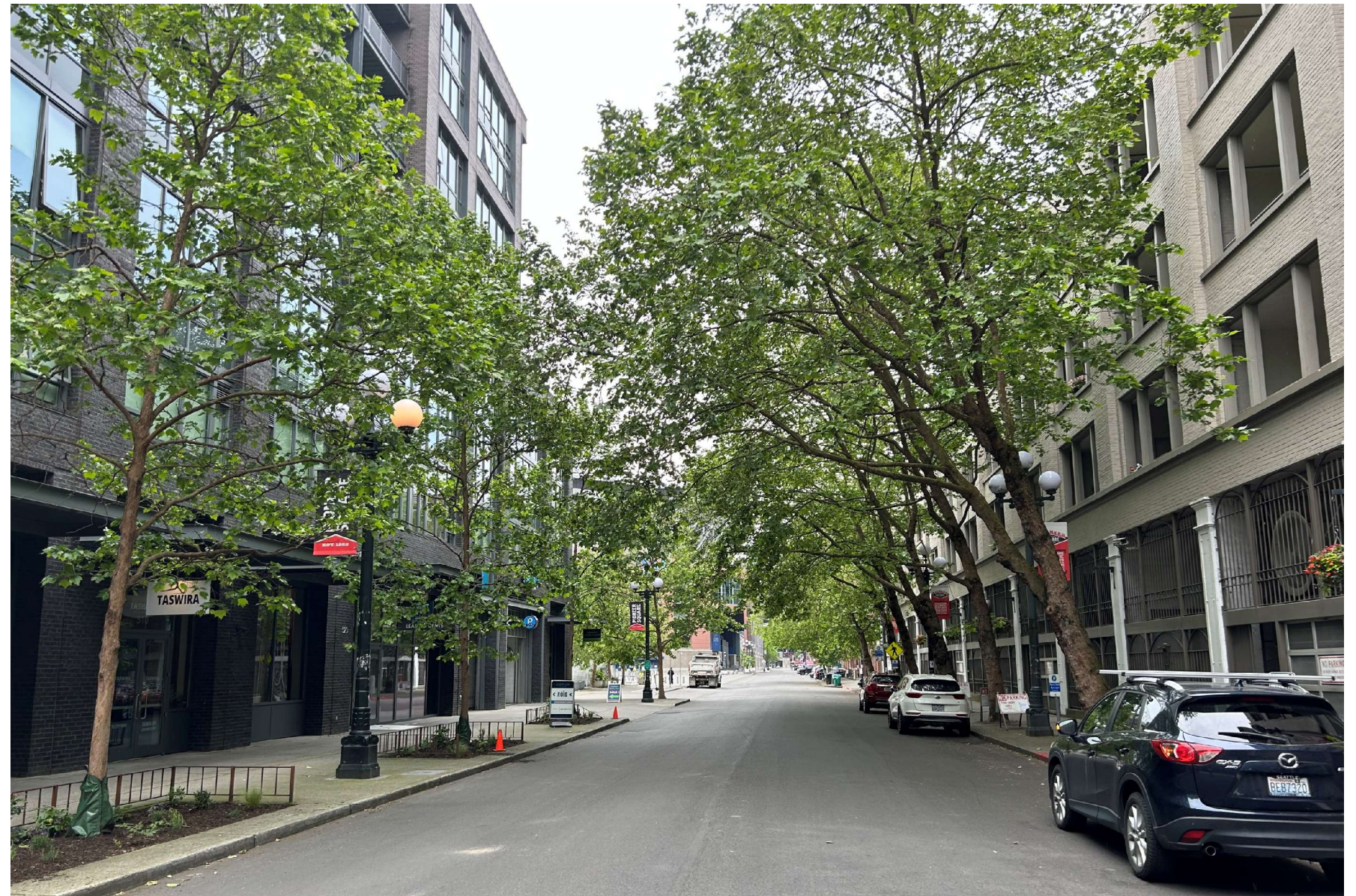
- Sidewalks
- Street trees
- Utility infrastructure
- Etc.



Occidental Today – Why We Are Here

Public infrastructure

- Sidewalks
- Street trees
- Utility infrastructure
- Etc.



Occidental Today – Why We Are Here

Access for all

- People walking to/from events
- Residents
- Businesses
- Deliveries
(delivery vans to semis)
- Bikes, scooters, pedicabs



Occidental Today – Why We Are Here

Street closures and circulation

- Street closure mechanism
- Local access needs
- Locations of closures
- Traffic control



Occidental Today – Why We Are Here

Street Vending

- Presentation/aesthetics
- Vendor/business interactions
- Illegal vending
- Health and cleanliness



Occidental Today – Why We Are Here

Waste Management

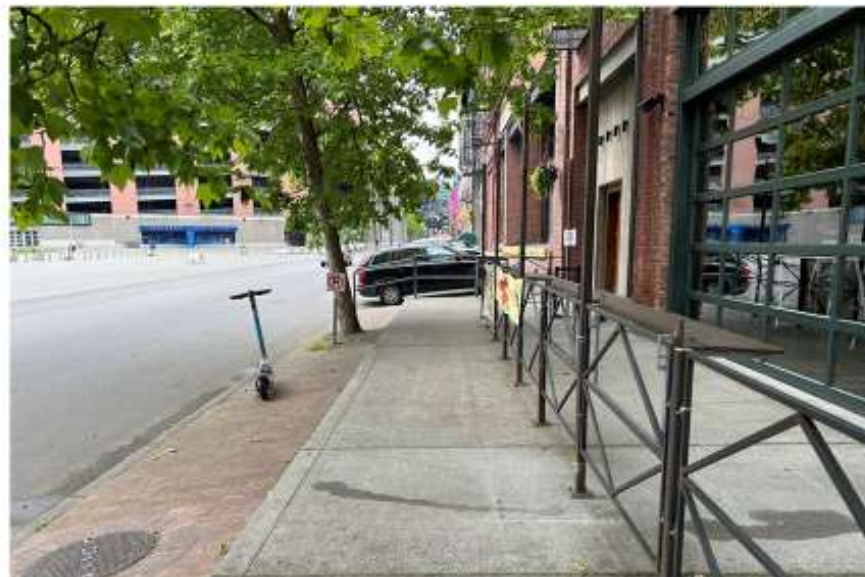
- Appearance
- Impact to businesses and residents
- Economic impacts/costs



Occidental Today – Why We Are Here

Building access

- Varying elevations
- Type of access



Occidental Today – Why We Are Here

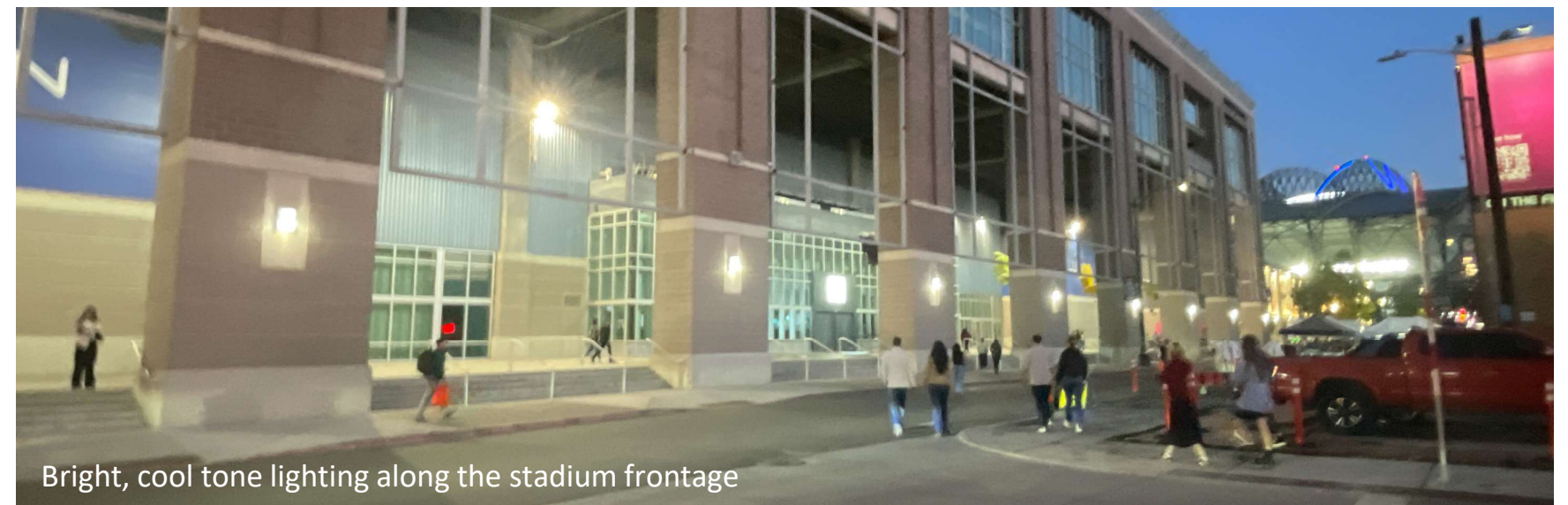
Lighting and night-time experience

- Safety and comfort
- Pedestrian experience



Patches of low light along the streetscape (e.g., the former Nordic Cold Storage loading docks pictured above)

Typical ROW Lighting Fixtures



Bright, cool tone lighting along the stadium frontage

Occidental Today – Why We Are Here

On-street Parking and Loading

- Location of Parking
- Configuration of parking
- Access during events/for vendors



What We've Heard

2025 PSPB Early Guidance

In 2025 we presented three furnishing and material palettes inspired by the site history and Pioneer Square today.

The PSPB preferred palettes 1 and 2; furnishing and materials that are inspired by tidal flats and the historic railroad.

2025 PSPB Early Guidance Recap

1: Tidal Flats - Inspiration

Coastal, natural, liminal - Inspired the coastal and maritime context; plants reflect forms and materials of coastal/subsurface plant life; shapes reflect waves, benches reflect logs/piers



Image: <https://www.seattle.gov/waterfront/projects/pioneer-square>

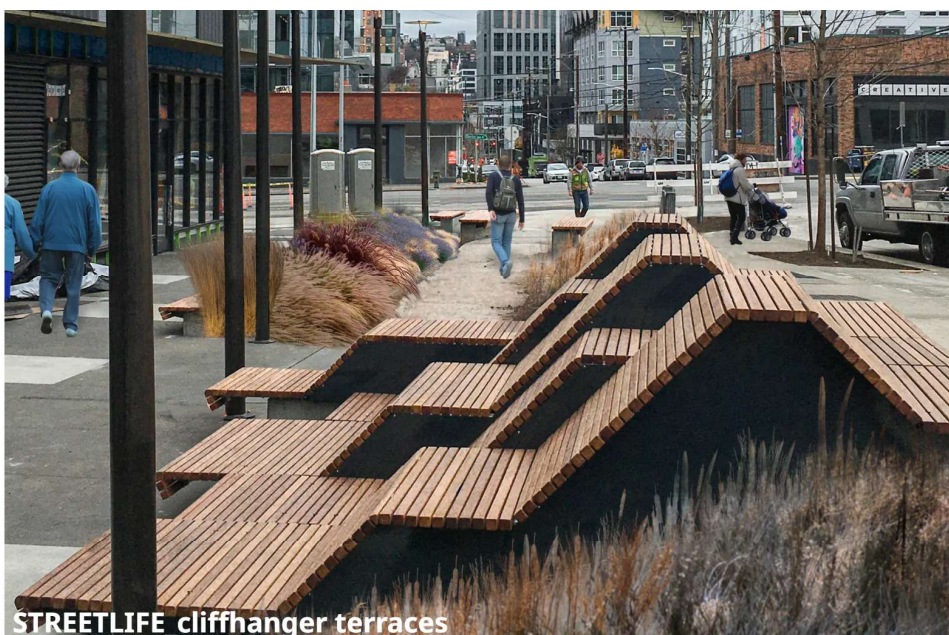
S. Main St.

2025 PSPB Early Guidance Recap

1: Tidal Flats – Example Furnishings



STREETLIFE_mobile green isles



STREETLIFE_cliffhanger terraces



LANDSCAPE FORMS_tucci stingray



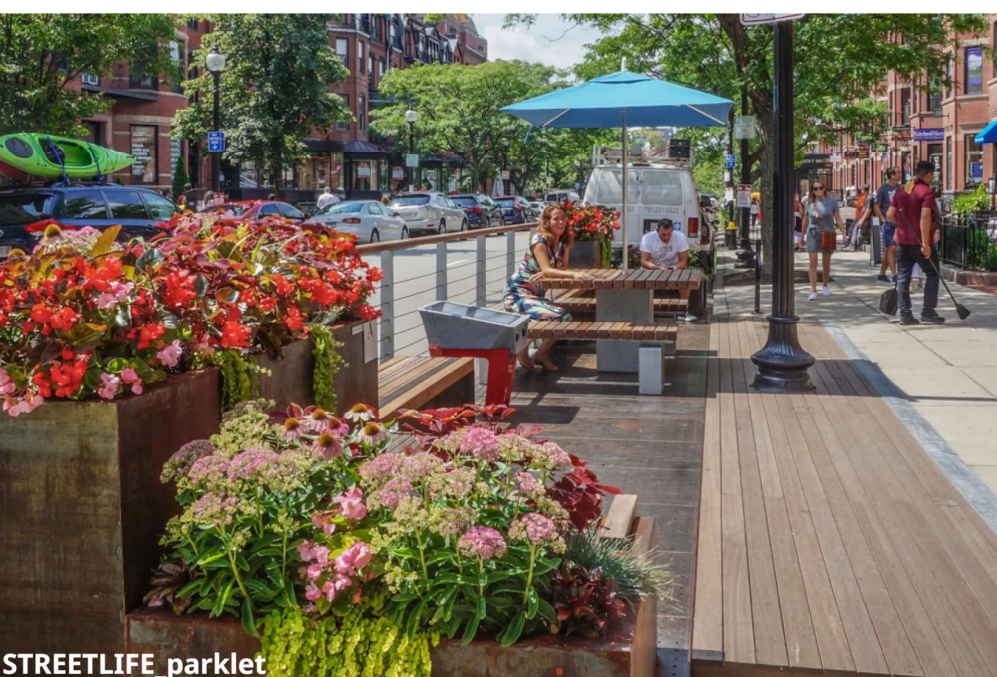
STREETLIFE_drifter



STREETLIFE_surf module



ARCHITERRA_ren



STREETLIFE_parklet

Photos provided by furnishing manufacturers

2025 PSPB Early Guidance Recap

2: Railroad- Inspiration

Modular, movable, active Inspired movement and modernity; plants represent cultural complexity; colors are vibrant



RailSpur

2025 PSPB Early Guidance Recap

2: Railroad- Example Furnishings



LANDSCAPE FORMS_paseos



LANDSCAPE FORMS_parallel 42



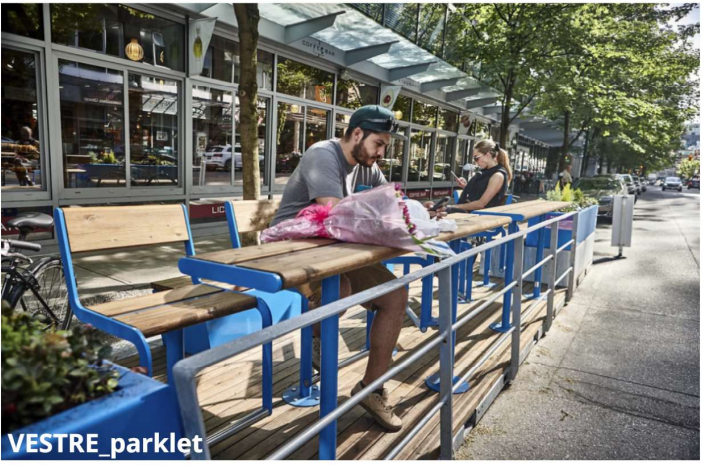
LANDSCAPE FORMS_parallel 42



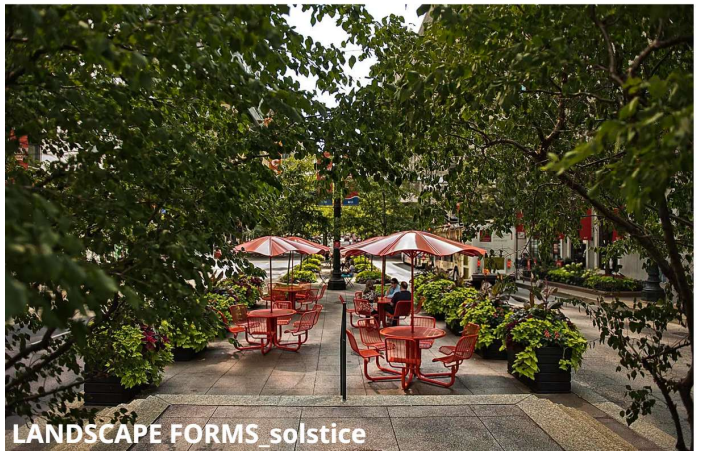
LANDSCAPE FORMS_parallel 42



LANDSCAPE FORMS_parallel 42



VESTRE_parklet



LANDSCAPE FORMS_solstice



BORDER CONCEPTS_square fast planter



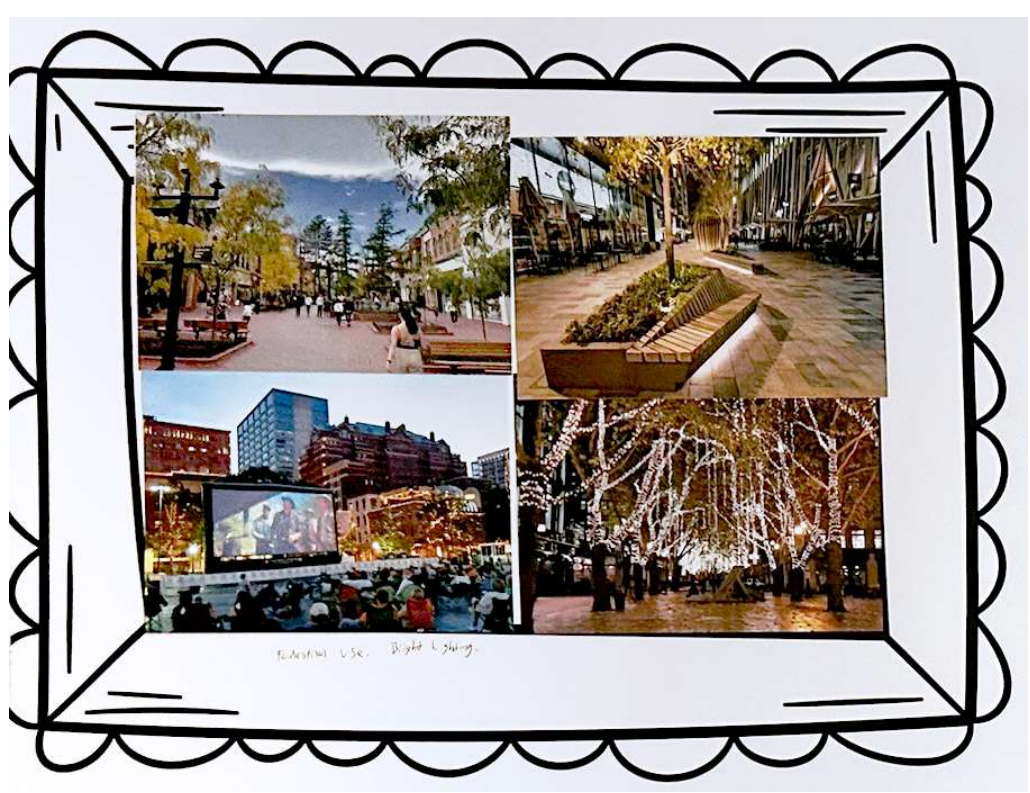
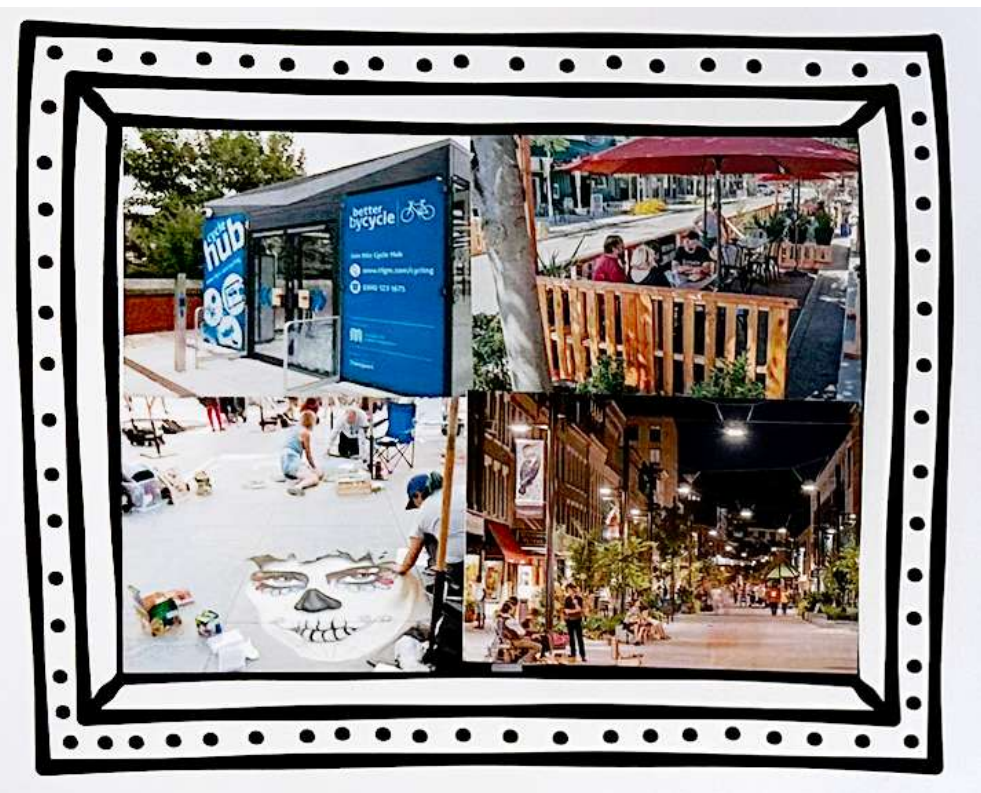
ARCHITERRA_stack seat



ARCHITERRA_sylva planter

Photos provided by furnishing manufacturers

Community and Stakeholder Outreach



Collages created by open house participants

Stakeholder Engagement Snapshot

3 Stakeholder workshops

2 Discussions with residents on the corridor

20+ Small group, discussions, individual meetings, or sitewalks

STAKEHOLDERS INCLUDE

- Residents
- Brick and Mortar Businesses
- Vendors
- Stadiums
- Building owners
- Non-profits

Stakeholder Input – Key Takeaways

- There are **strong community connections along this corridor**. People care about this place and each other.
- **Basic needs come first**. The stakeholders wants to see improvements to cleanliness, organization, restroom access, and clear walkways before adding new amenities.
- **Long-term enthusiasm**. Once basic needs are addressed, there is strong support for future improvements.
- Building, loading dock and driveway access is important for stakeholders.

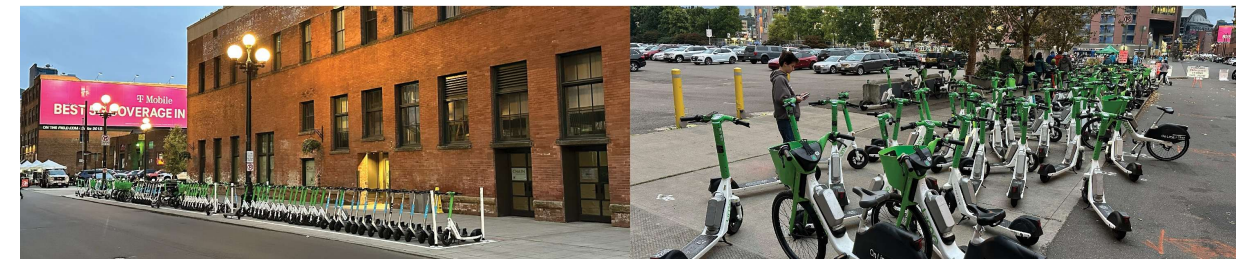
BASIC NEEDS



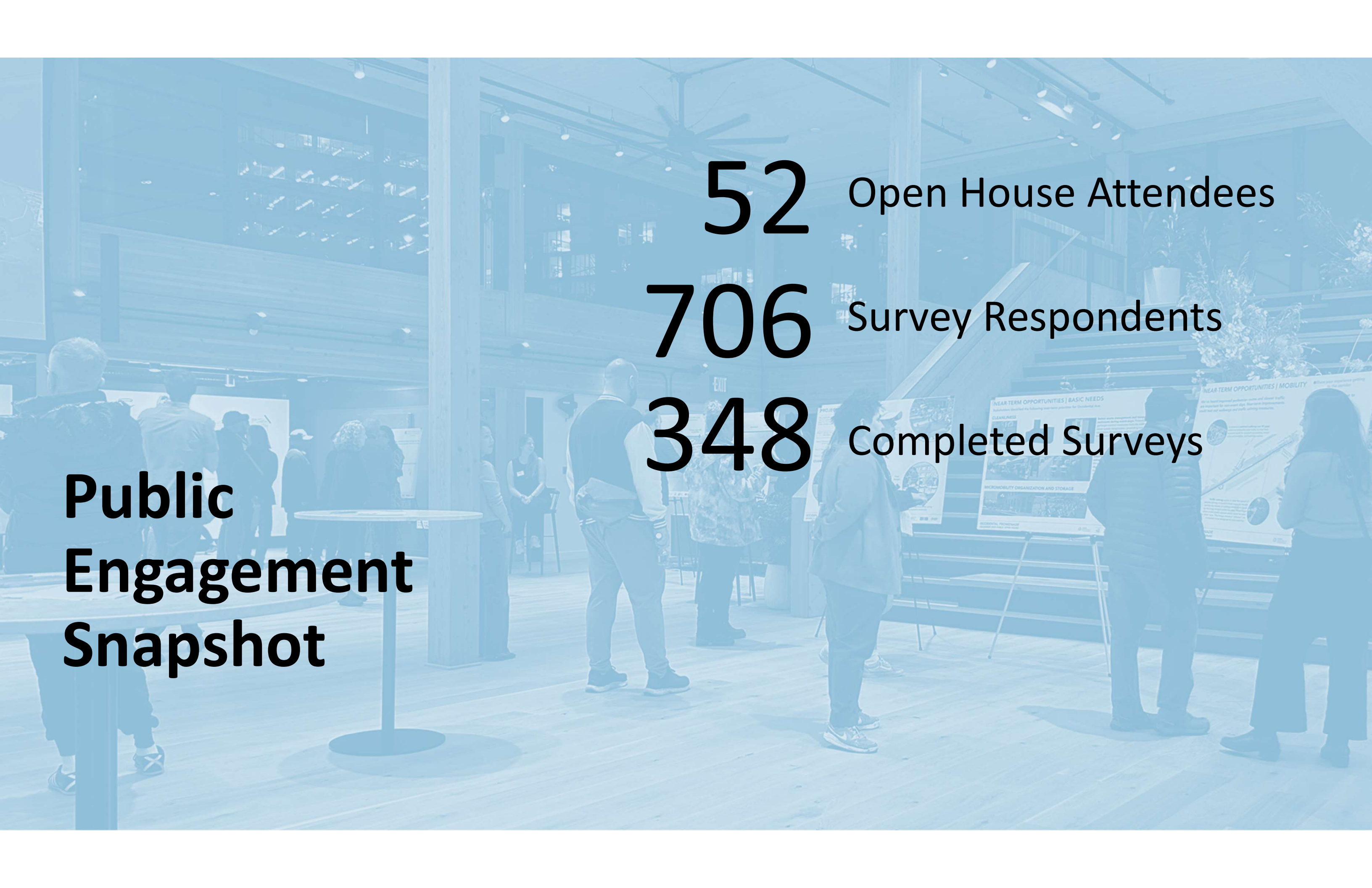
CLEANLINESS



STREET VENDING



MICROMOBILITY ORGANIZATION AND STORAGE

The background of the graphic is a blue-tinted photograph of a public engagement event. It shows a large, modern interior space with wooden floors and walls. Several people are standing and looking at large informational posters or maps displayed on easels. The overall atmosphere is one of a community meeting or open house.

Public Engagement Snapshot

52

Open House Attendees

706

Survey Respondents

348

Completed Surveys

Public Input – Key Takeaways

- Challenges - include gaps in lighting and public infrastructure, cars blocking pedestrian movement.
- Occidental's Identity - shaped by connection to events, walkability and game day atmosphere. Feels more vehicular-oriented, unsafe or empty when events are not happening.
- Future Vision - safe, pedestrian-focused, clean and organized.
- Priority Goals:
 - Creating a livable and active public space
 - Supporting a welcoming, safe and comfortable environment
- Near-Term Priorities:
 - To move comfortably and safely people want:
 - Improved lighting
 - Wider space for walking
 - More shade and greenery
 - A continuous walkway
 - The majority of participants would like to experience lighting, seating and art along Occidental.
 - Emerging theme - a desire to reduce or eliminate vehicles and prioritize pedestrians.

Public Input – Most Relevant to Today's topic

- Challenges - include gaps in lighting and public infrastructure, cars blocking pedestrian movement.
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Public Input – Challenges

What are the **challenges**?

Top voted multiple choice responses.



85% Public infrastructure gaps like missing sidewalks and uneven walking surfaces



77% Pedestrian mobility is impacted by parking and loading along the corridor



70% Lighting gaps that leave dark areas along the street

Stakeholder
meeting only, not
PSPB **Public Input – Occidental Identity**

What makes Occidental Ave **unique**?

Word cloud showing frequently used words in survey and open house



Public Input – Future Vision

What three words would you like to use to describe the corridor in the **future**?

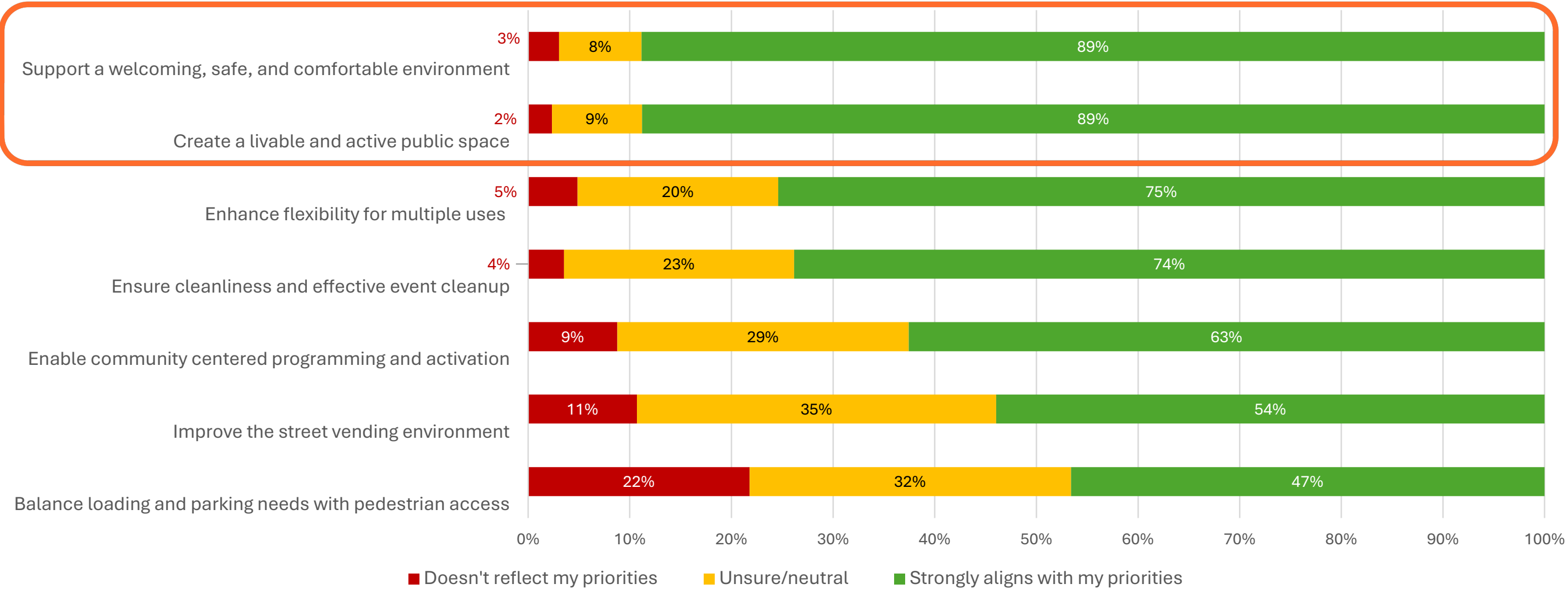
Word cloud showing frequently used words in survey and open house



Stakeholder meeting only, not PSPB

Public Input – Goals

Priority goals* for this project include:



*Project goals were developed with stakeholder input.

Public Input – Goals

What three words would you like to use to describe the corridor in the future?

Write-in Response Categories	Survey (n=338)		Open House (n=21)	
	%	Count	%	Count
<u>Safe, Accessible, and Welcoming</u>	<u>36%</u>	113	16%	3
<u>Pedestrian-Focused and Car-Free</u>	<u>34%</u>	104	11%	2
Vibrant, Lively, and Active	25%	76	16%	3
Walkable, Friendly, and Inviting	22%	67	-	0
Fun, Enjoyable, and Celebratory	15%	46	5%	1
<u>Clean, Organized, and Attractive</u>	12%	37	<u>27%</u>	5
Community, Social, and People-Friendly	11%	35	16%	3
Green, Landscaped, and Parklike	7%	21	-	0
Unique, Authentic, and Cultural	5%	17	5%	1
Historic, Traditional, and Charming	5%	14	-	0
Total		310		18

Public Input – Near-term Priorities

What would help you move
comfortably and safely along
the corridor?

Top voted multiple choice responses.



82%

Improved lighting

Pilot: Overhead lighting

Permanent: Permanent pedestrian-scale lighting



79%

Wider spaces for walking

Pilot: Planters, cones, or temporary barriers to widen sidewalks

Permanent: Expanded sidewalks or redesigned curb lines



73%

More shade and greenery

Pilot: Movable planters or modular shade structures

Permanent: Planted street trees, built-in planters, or canopy structures

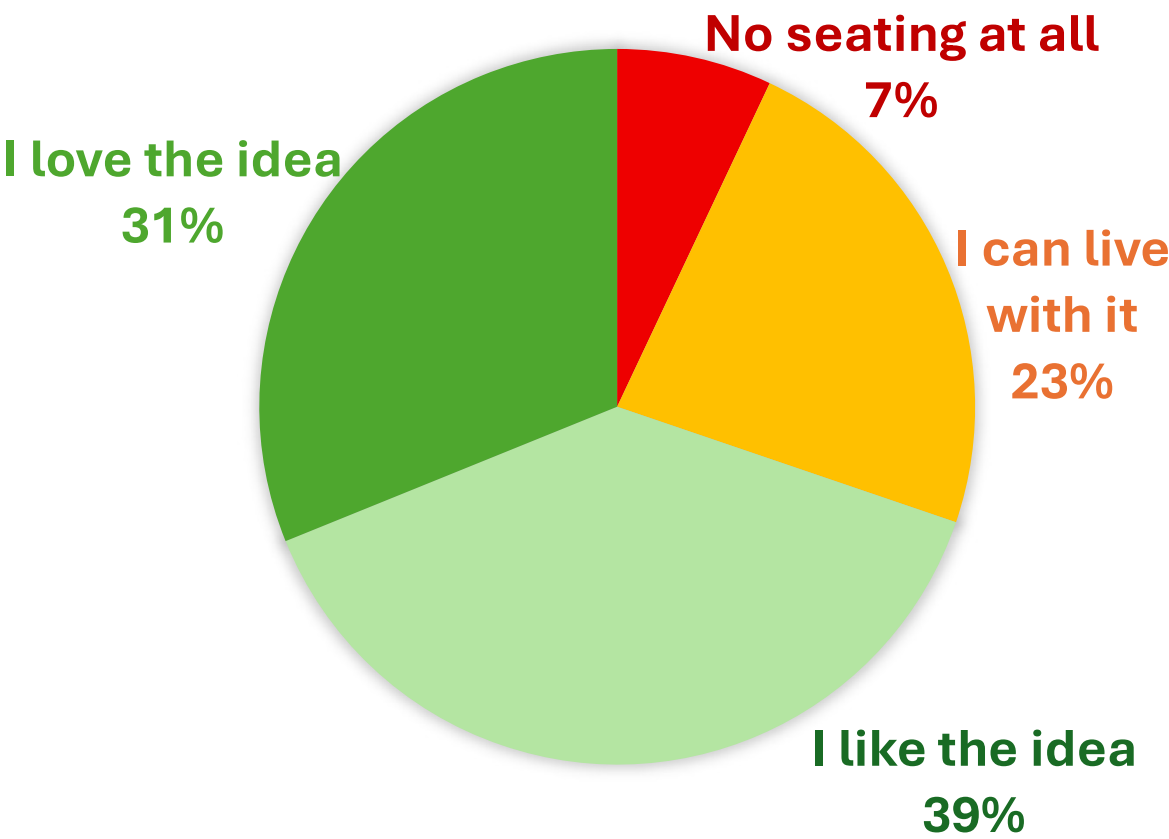
Public Input – Connectivity

What would improve your **arrival experience**?

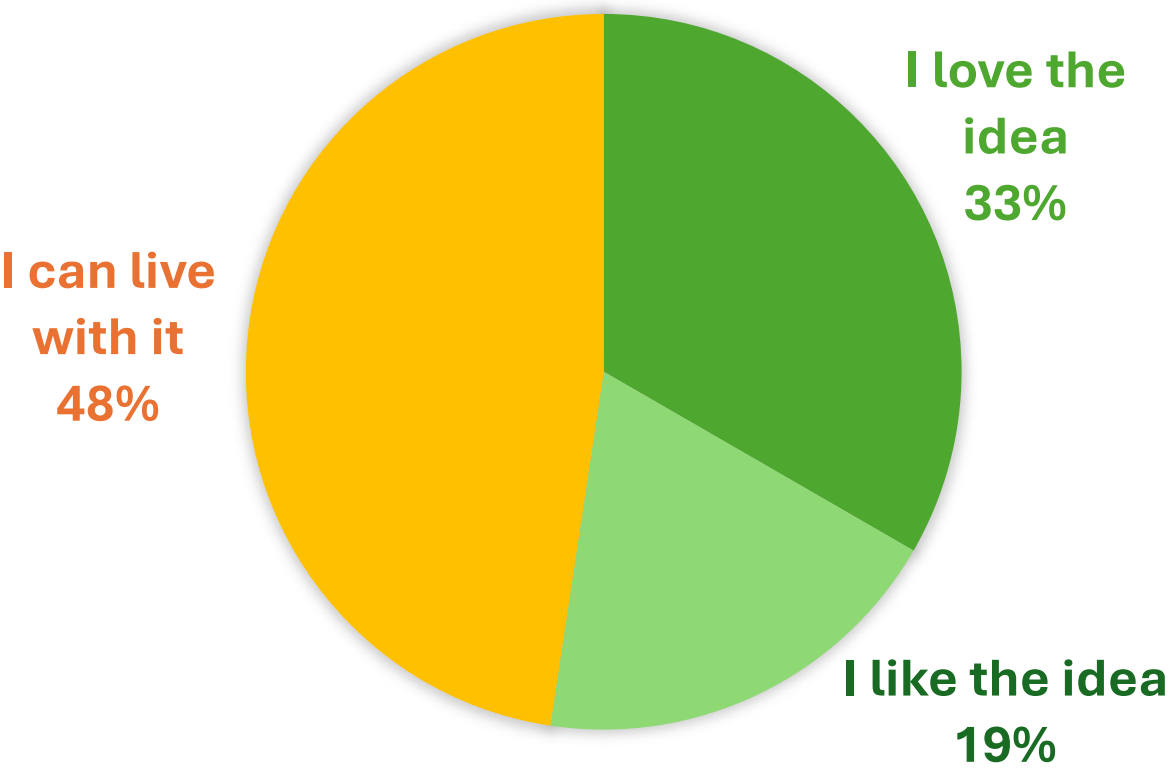
Multiple Choice Response Options	Survey (n=377)		Open House (n=26)	
	%	Count	%	Count
Continuous walkway	87%	330	50%	13
Bike racks	41%	156	8%	2
Bike or scooter share parking	36%	137	19%	5
Clearly identified parking spots	15%	57	4%	1
Other:	19%	72	19%	5
Total		377		26

Stakeholder
meeting only, not
PSPB **Public Input – Seating**

Do you want **seating** on Occidental?



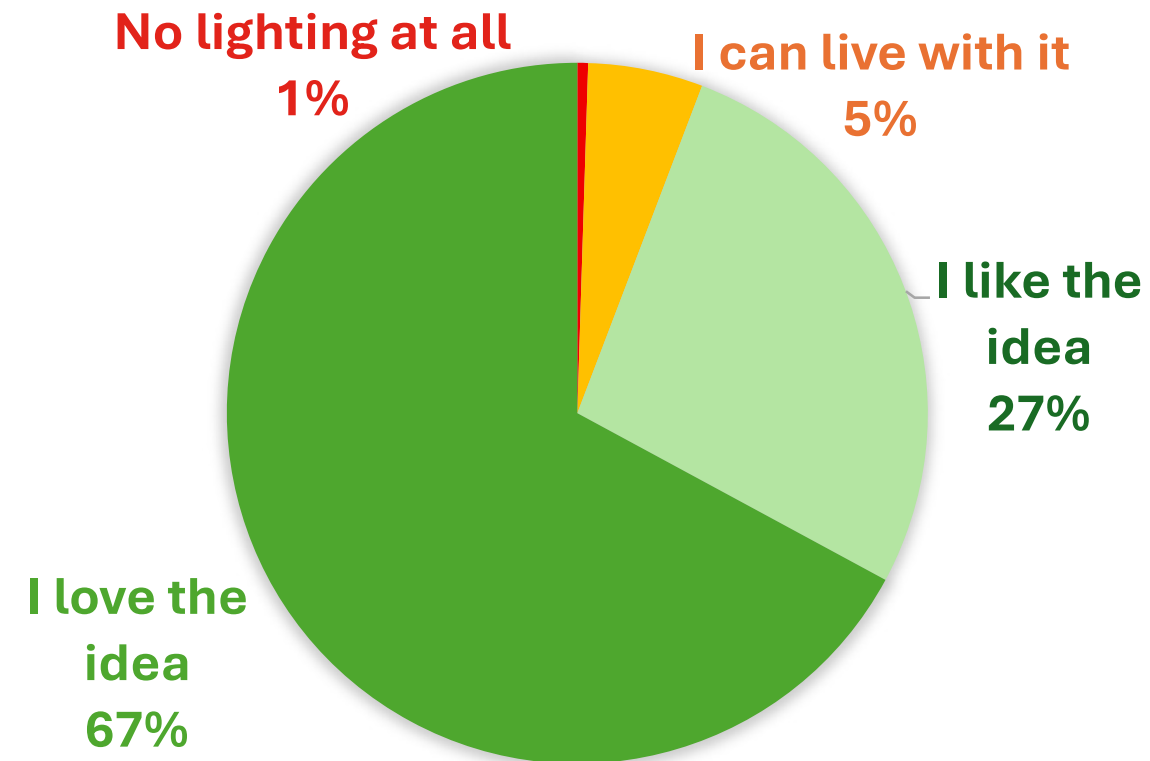
Survey Responses (n=353)



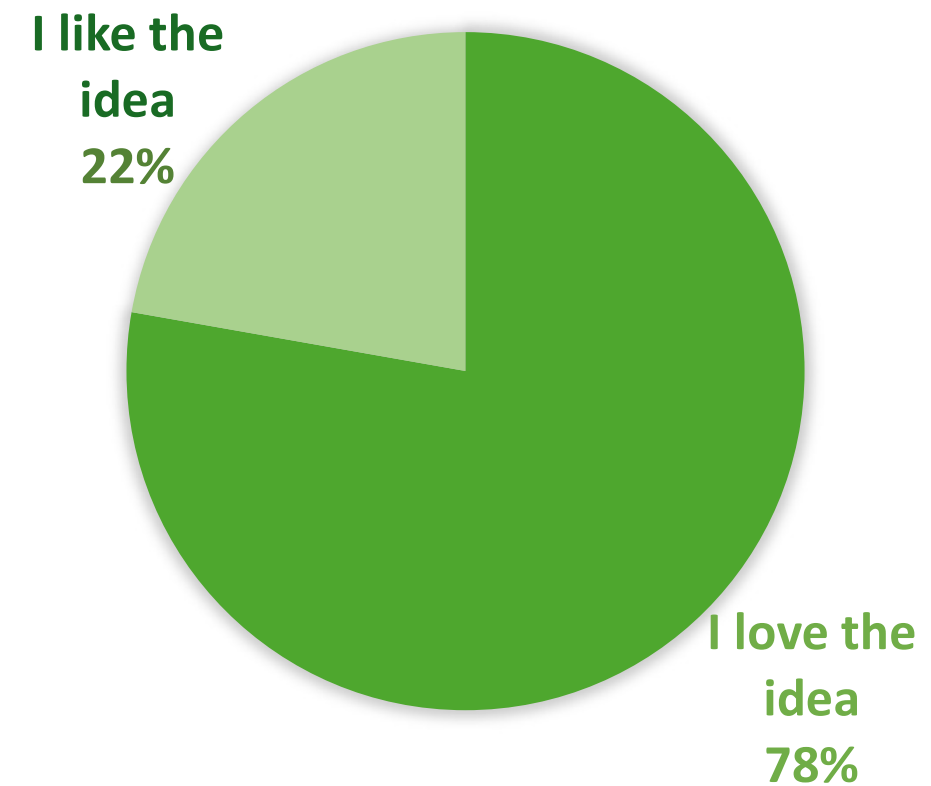
Open House Responses (n=21)

Public Input – Lighting

Do you want **lighting** on Occidental?



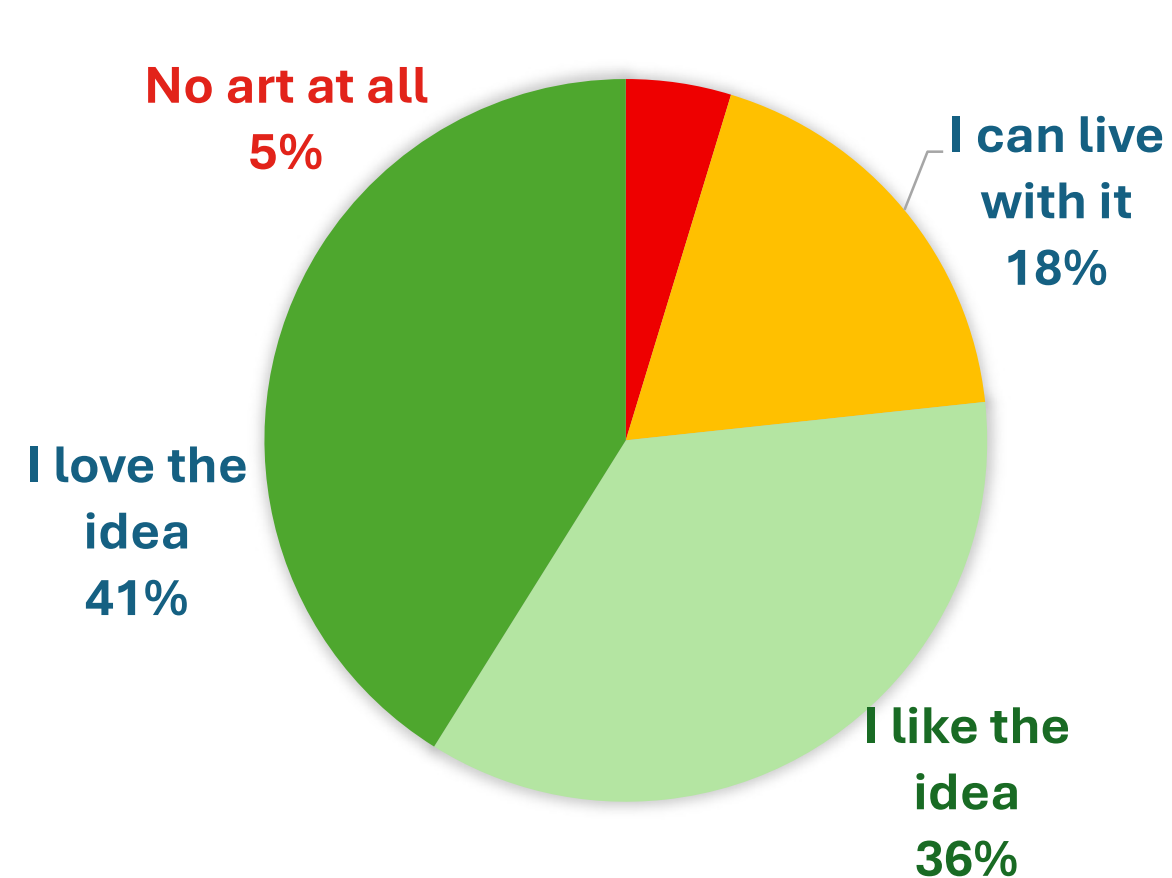
Survey Responses (n=372)



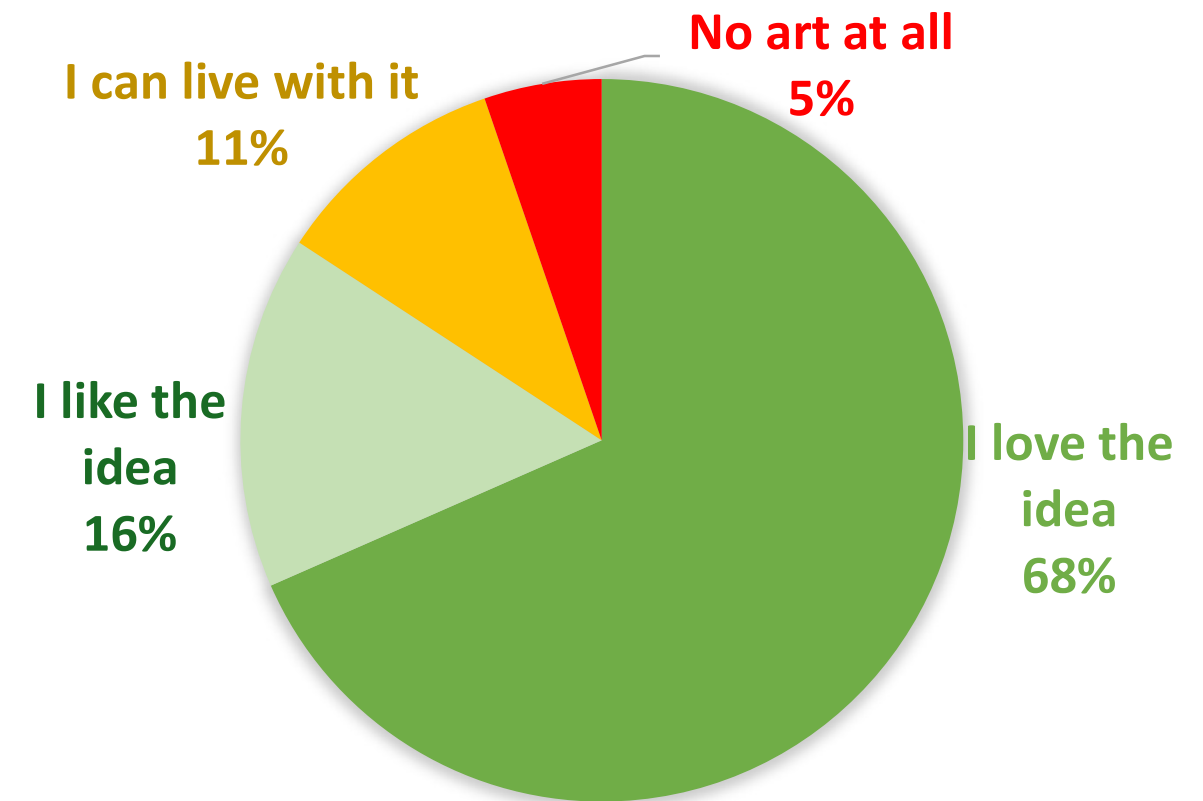
Open House Responses (n=18)

Public Input – Art

Do you want **art** on Occidental?



Survey Responses (n=382)



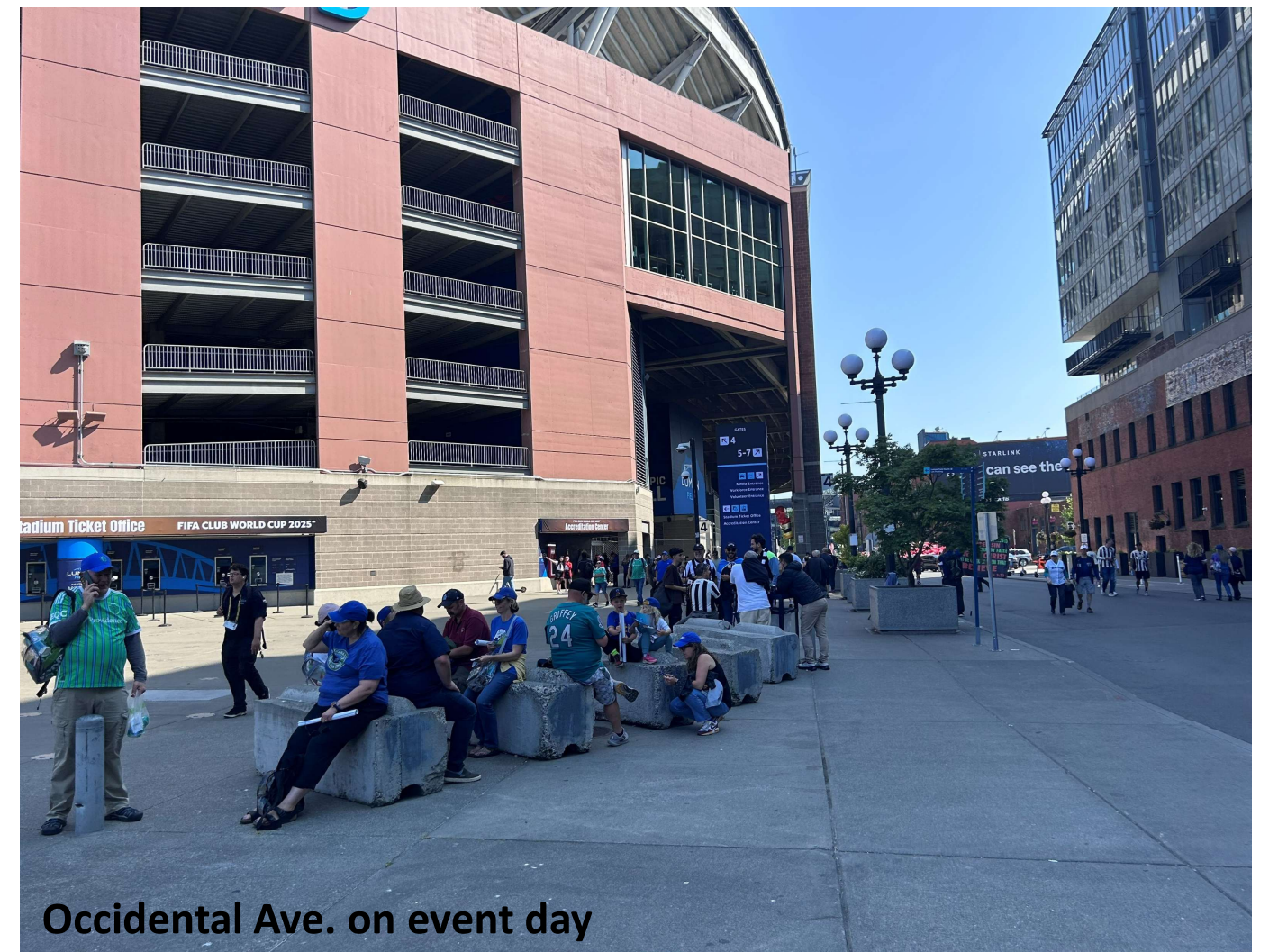
Open House Responses (n=19)

Public Input – Emerging Theme

Online participants express a desire to reduce or eliminate vehicles and prioritize pedestrians within the project area.



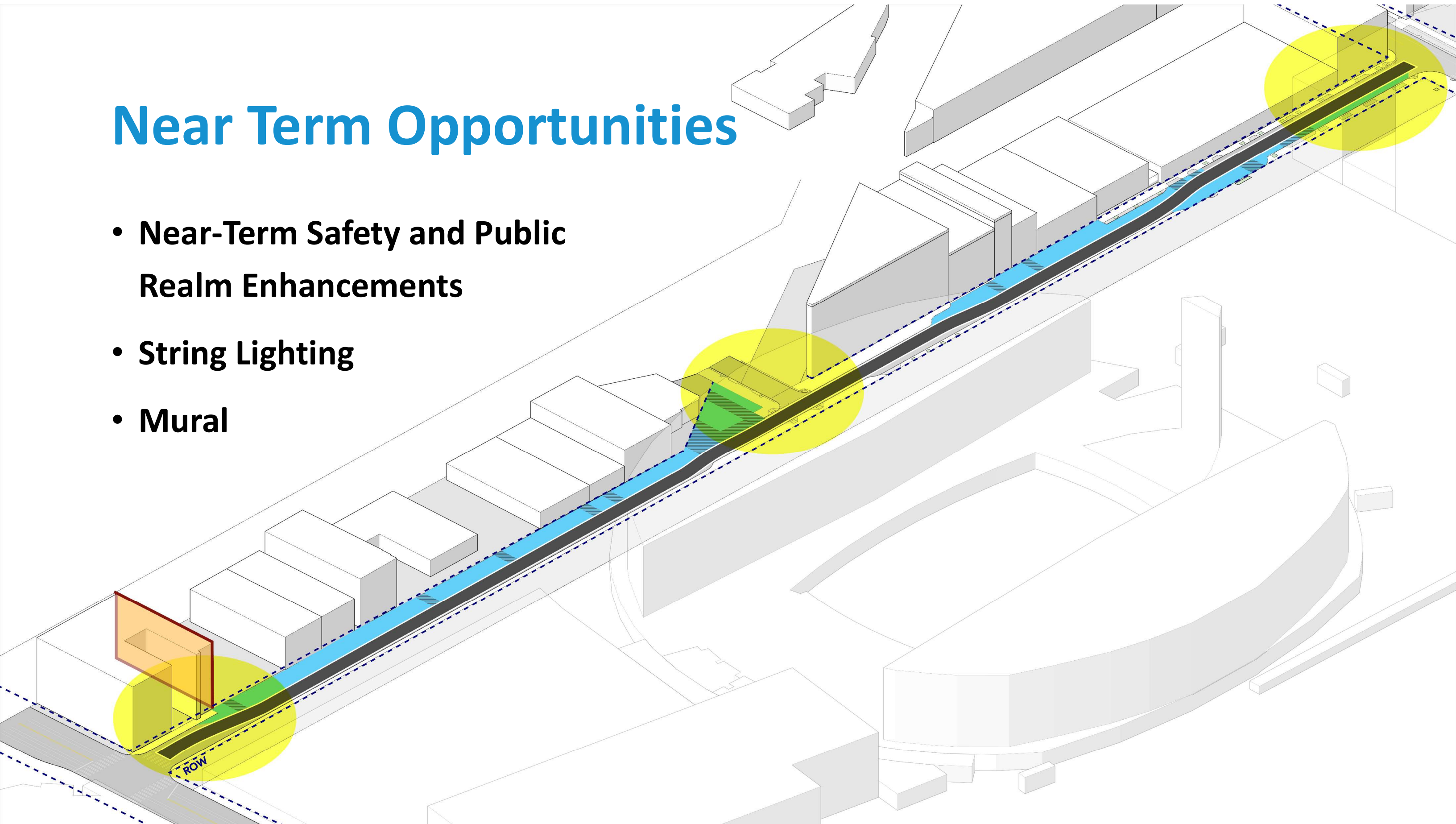
Occidental Ave. on non-event day



Occidental Ave. on event day

Near Term Opportunities

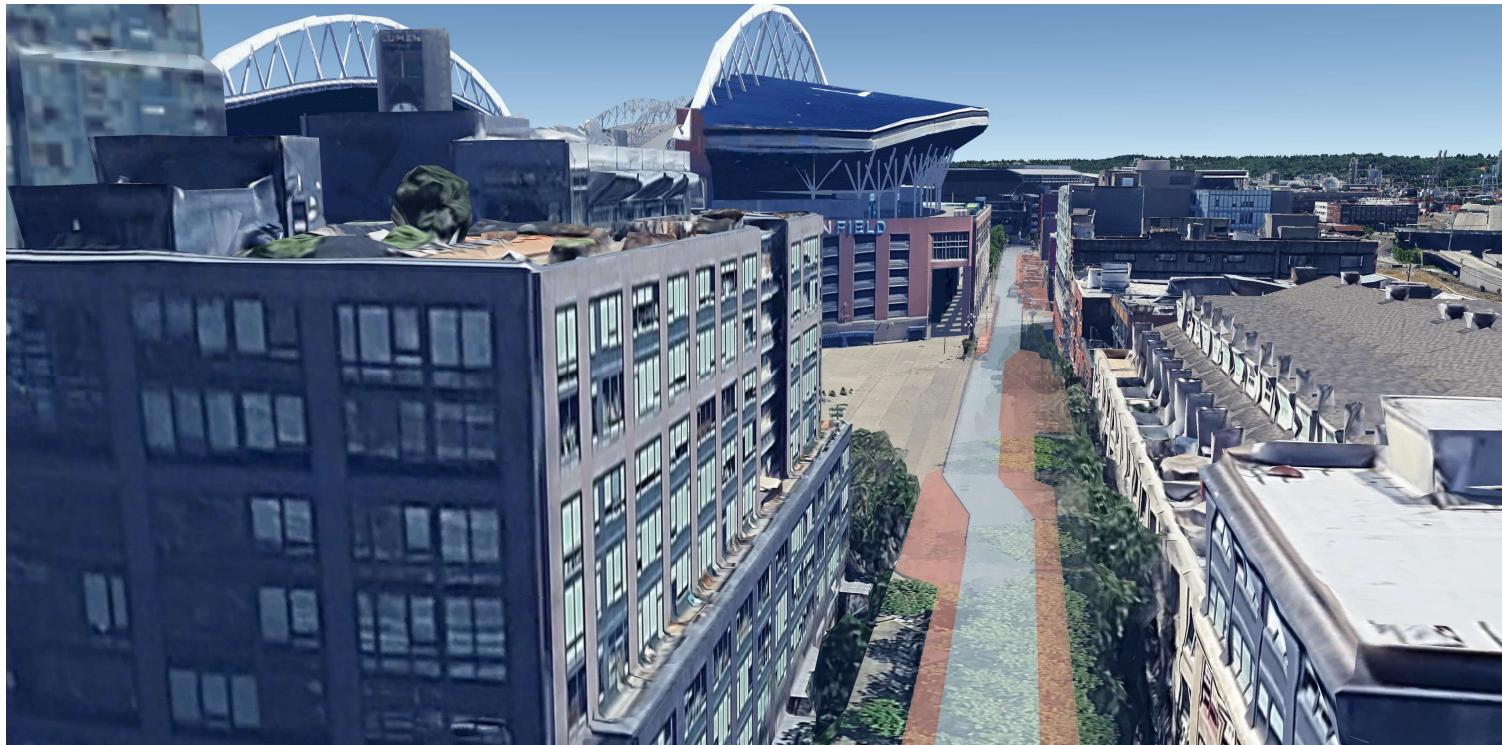
- Near-Term Safety and Public Realm Enhancements
- String Lighting
- Mural



Near-term Safety and Public Realm Enhancements

- **Approach:** Surface treatments and edge delineating to calm traffic, improve legibility and increase space for non-vehicular uses.
- **Outreach Alignment:** Community wants a safer street and improved pedestrian access.
- **Preservation District Alignment:** Occidental Ave. north of King Street is pedestrian oriented.
- **Materials:** Surface treatments and roadway edge delineation for future COA presentation.
- **Timing:** Summer 2026 or later

Possible test alignment



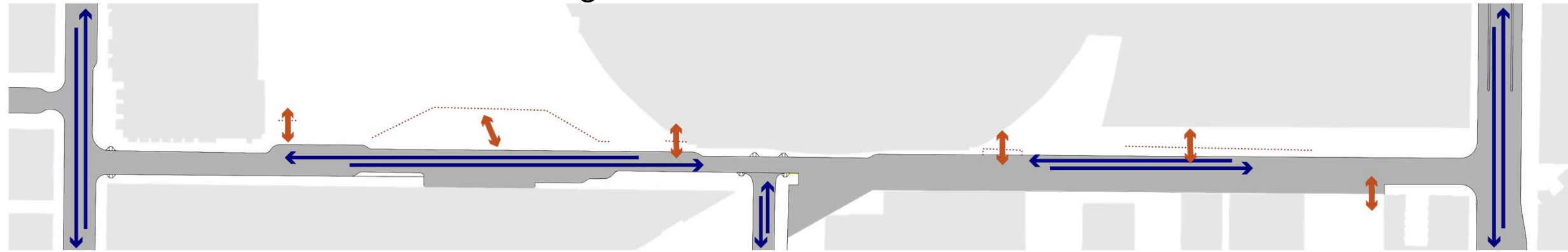
Example precedent



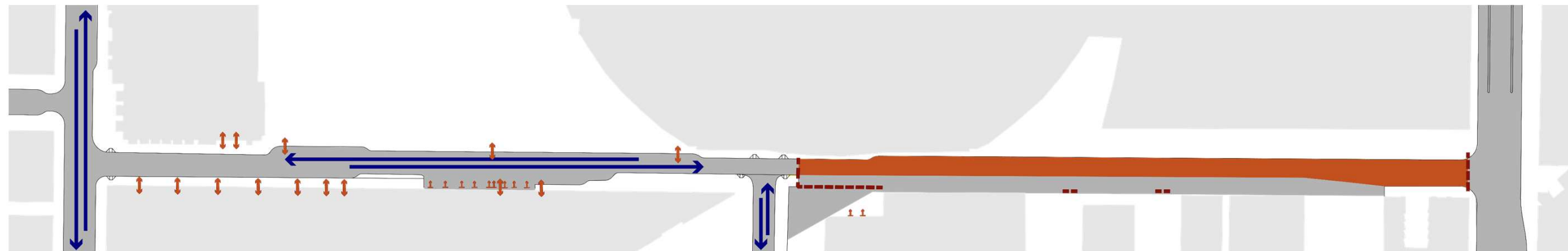
Flatiron NoMad Plaza, NYC

Existing Circulation – Vehicle Access

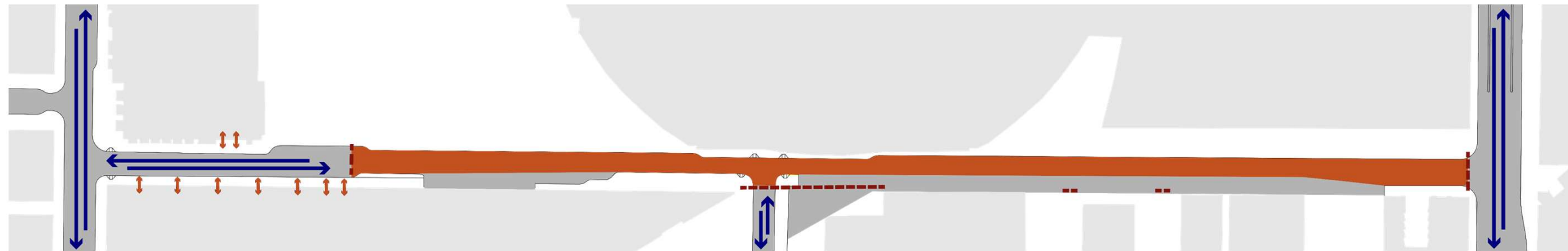
Lumen and WAMU Theater Event Loading



T-Mobile Event Street Closure

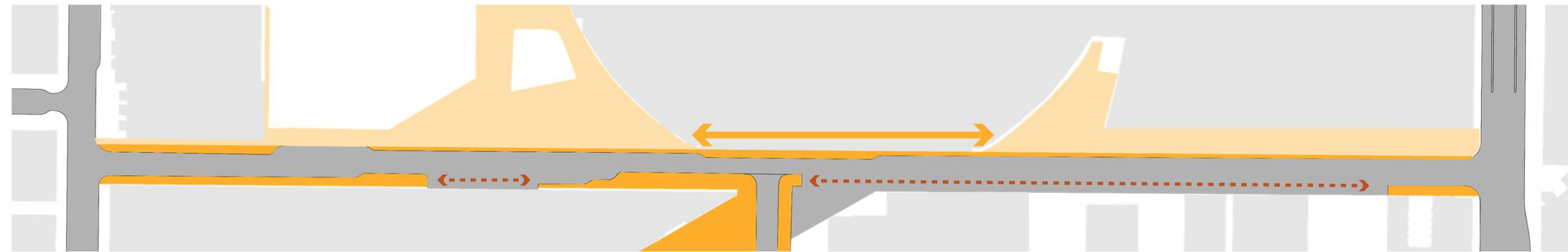


Lumen Event Street Closure (including local access only)



Existing Circulation – Pedestrian Access

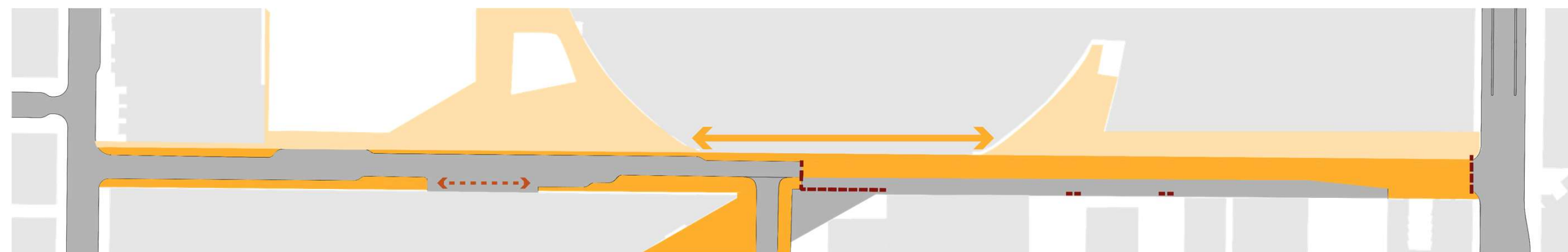
No Closure



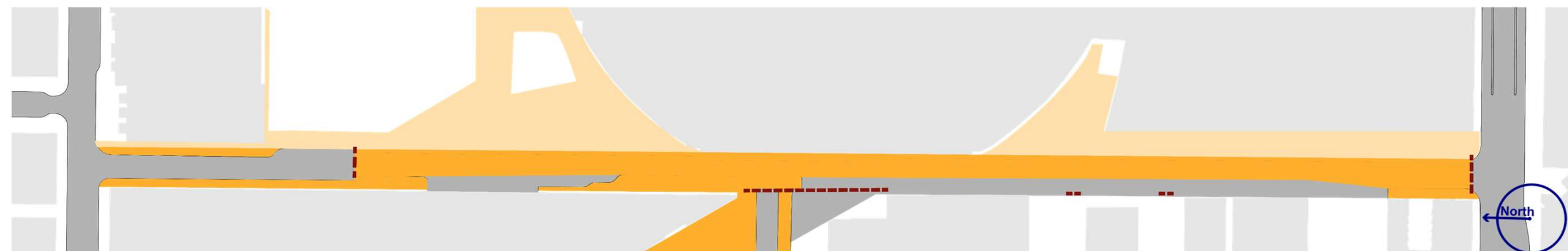
Existing Sidewalk

- Public Right of Way Pedestrian Area
- Private Property Pedestrian Area
- Missing Sidewalk Connection
- Street Closure Barriers

T-Mobile Event Closure*

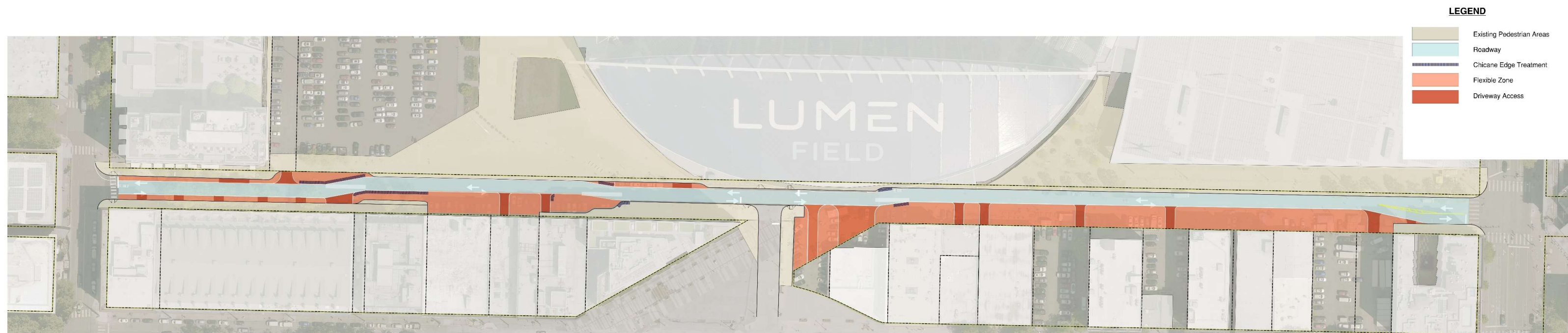


Lumen Event Closure*



* This slide shows a snapshot of closure locations and pedestrian flow; actual event needs vary. As shown in the top graphic, there are significant gaps in the pedestrian infrastructure along the west side of the street when there is no closure, and more moderate gaps during partial closures. Note that the diagrams show pedestrian in Right of Way and on private property.

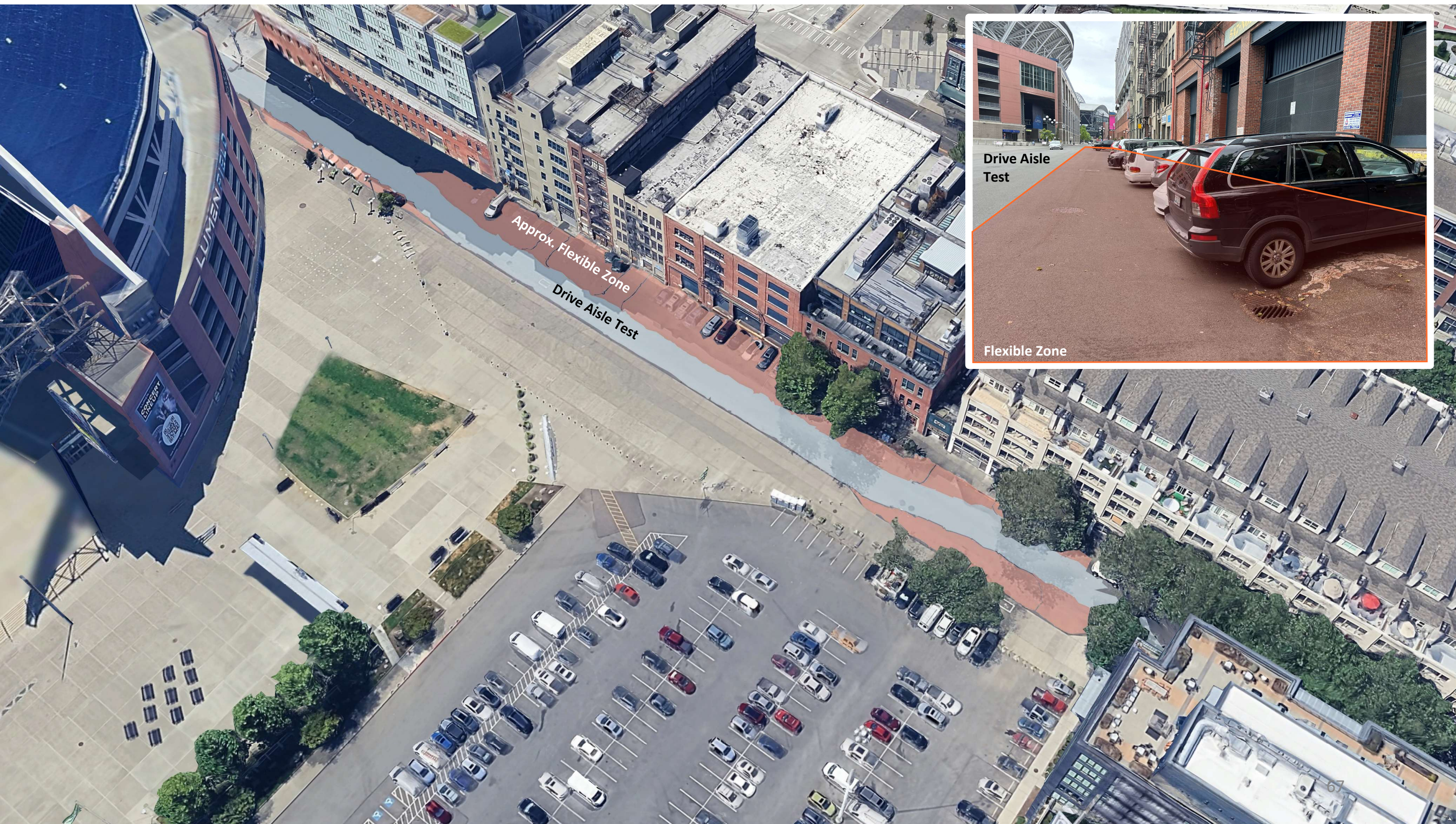
Circulation - Near-term Safety and Public Realm Enhancements



- Delineate street use areas
- Narrow the travel lane to help slow traffic
- Traffic calming through roadway chicane
- Improve legibility for pedestrian access and safety
- Maintain parking loading and driveway access where needed

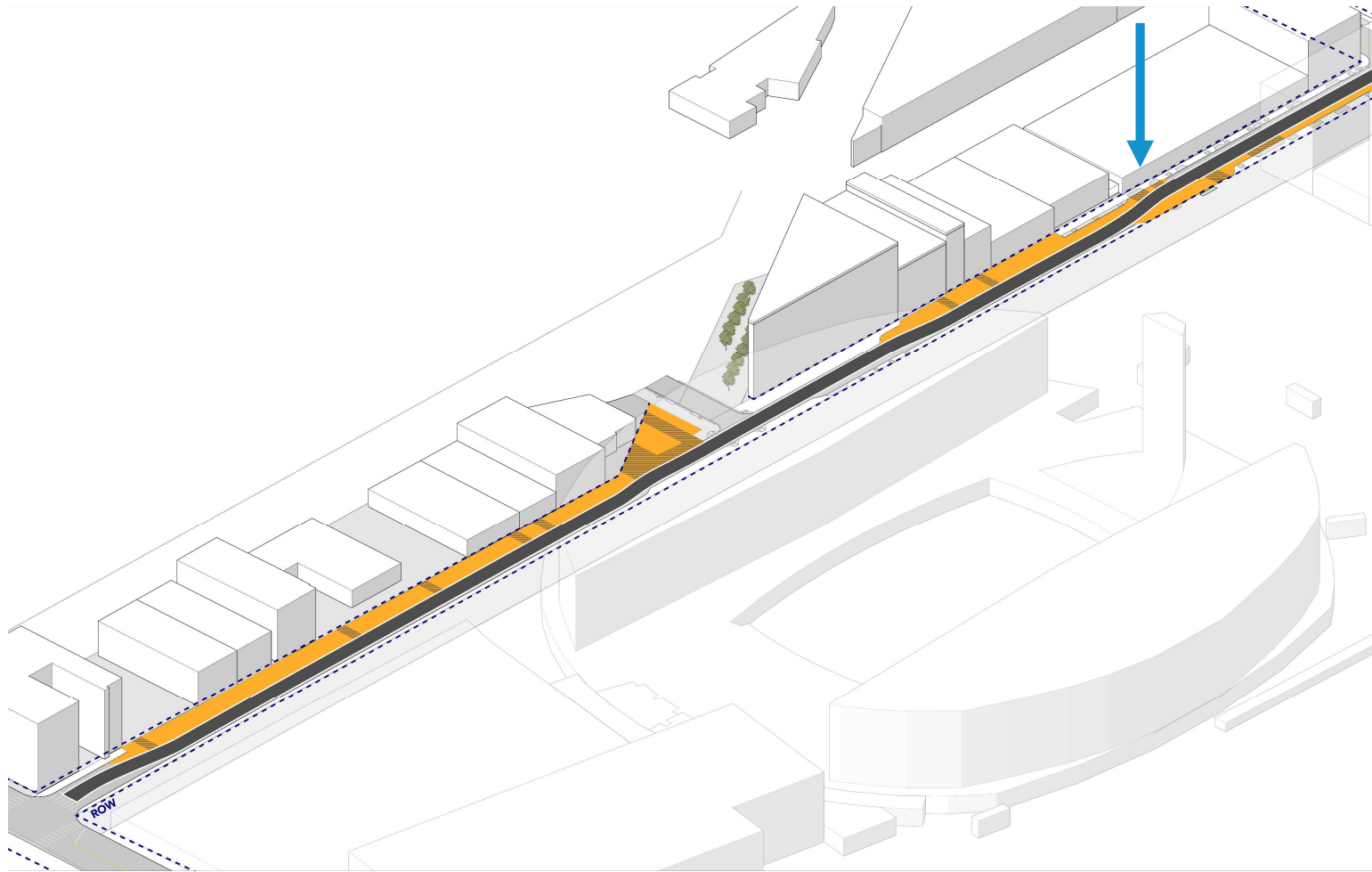
*“Offset curb extensions on residential or low volume downtown streets create a **chicane effect that slows traffic speeds** considerably. **Chicanes increase the amount of public space** available on a corridor and can be activated using benches, bicycle parking, and other amenities.”*

-NACTO





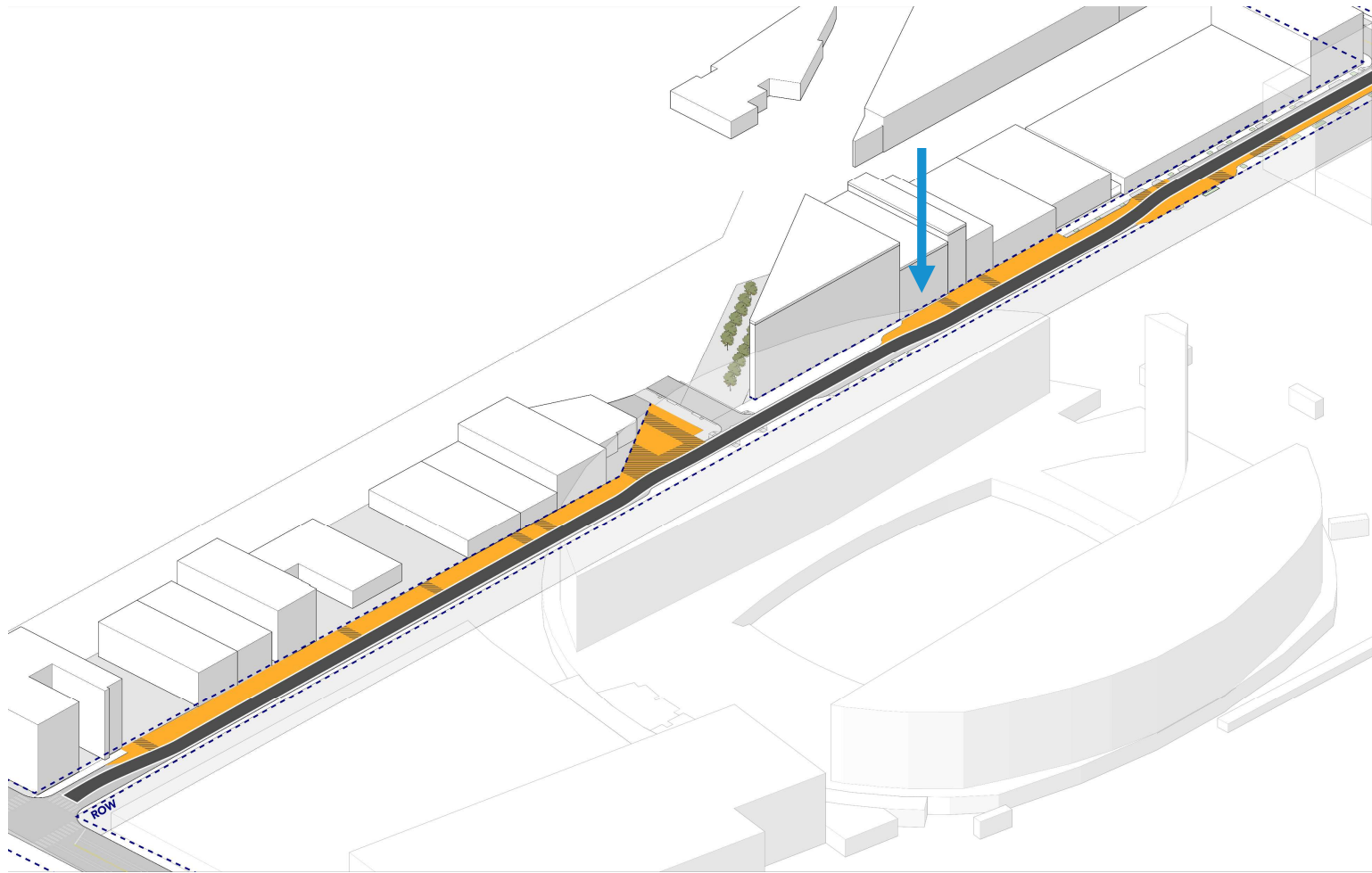
Drive Aisle Chicane – Existing Conditions



* Locations are in development and will be presented in greater detail at a future meeting



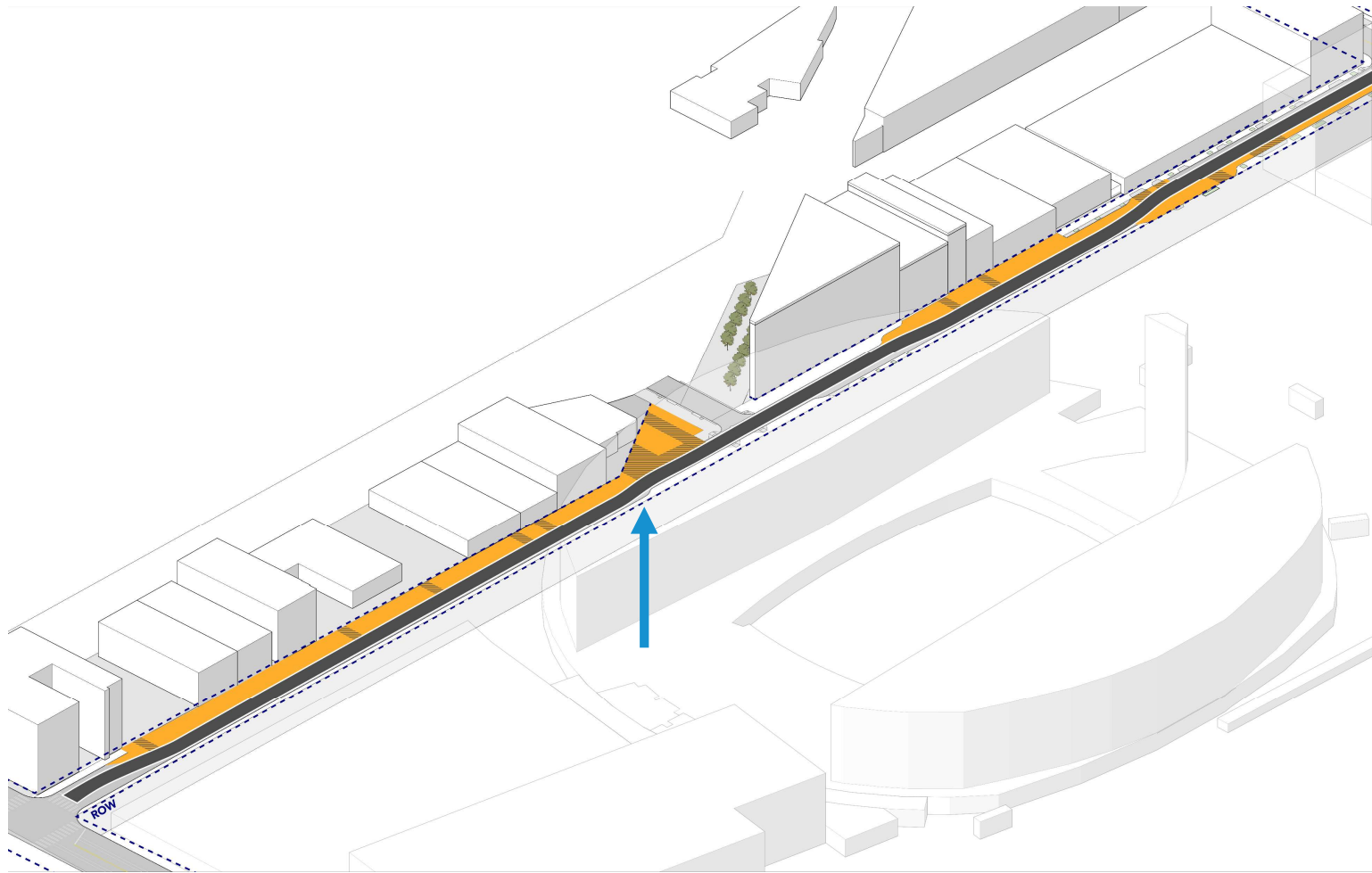
Drive Aisle Chicane – Existing Conditions



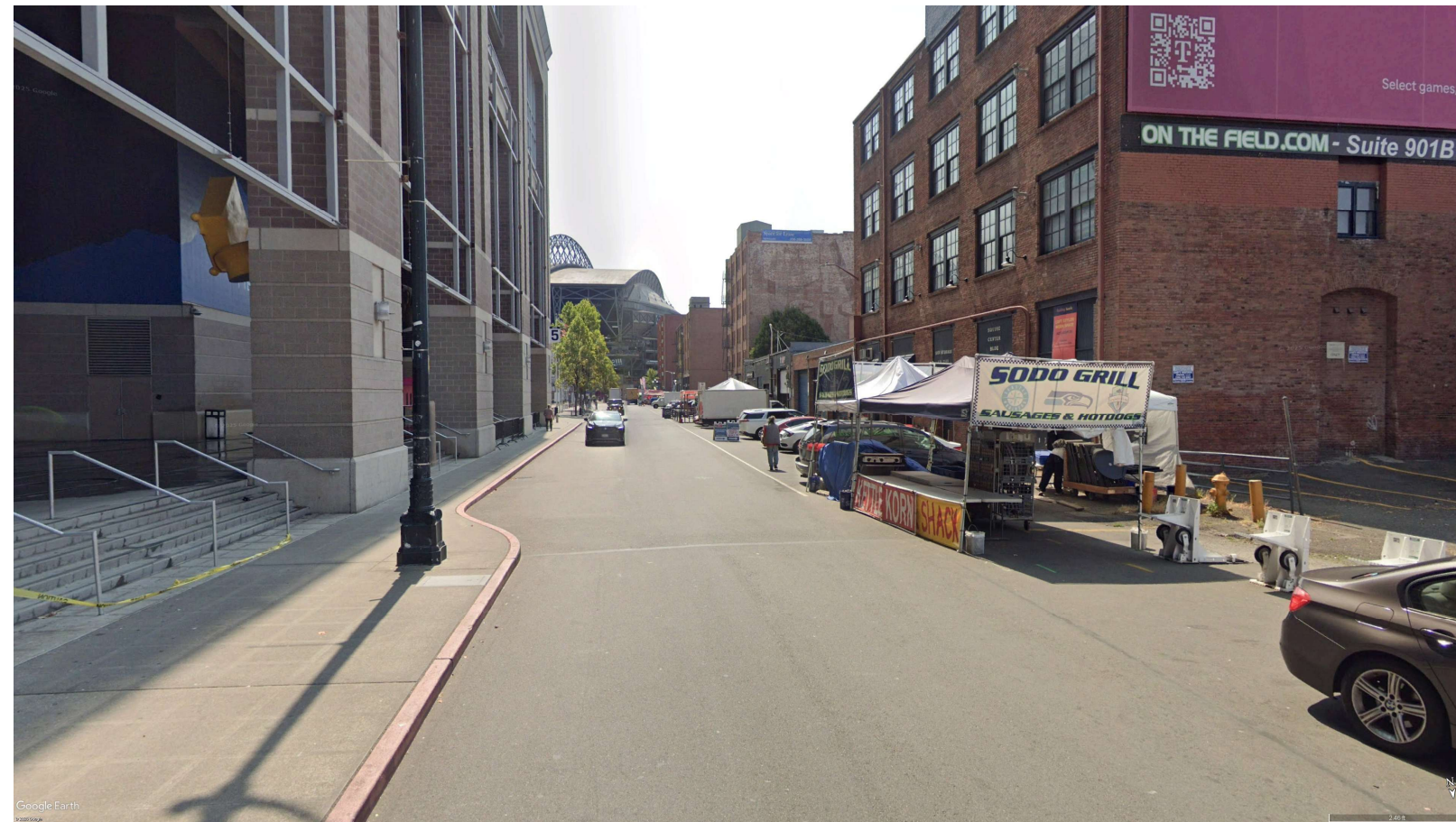
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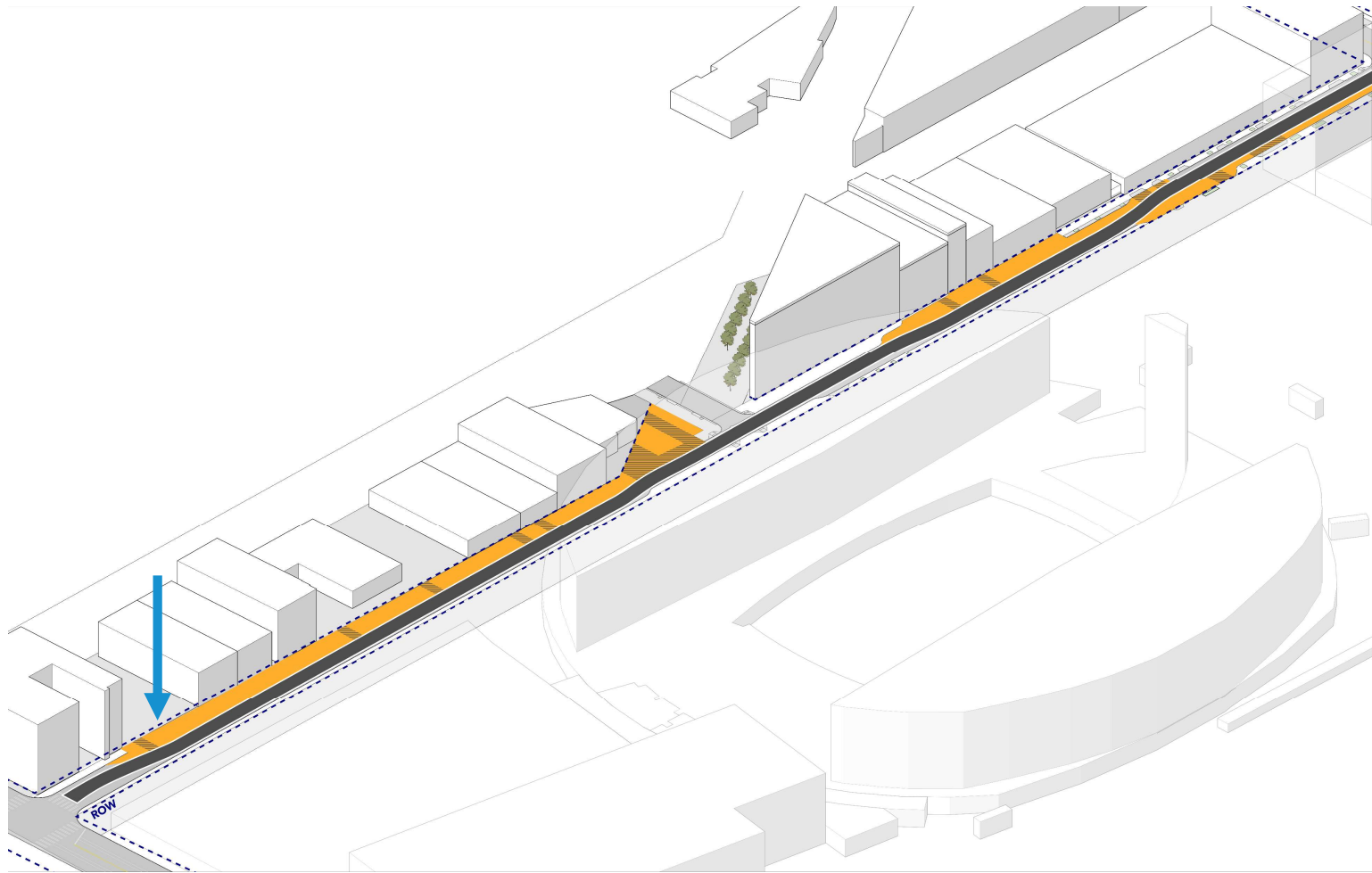
Drive Aisle Chicane – Existing Conditions



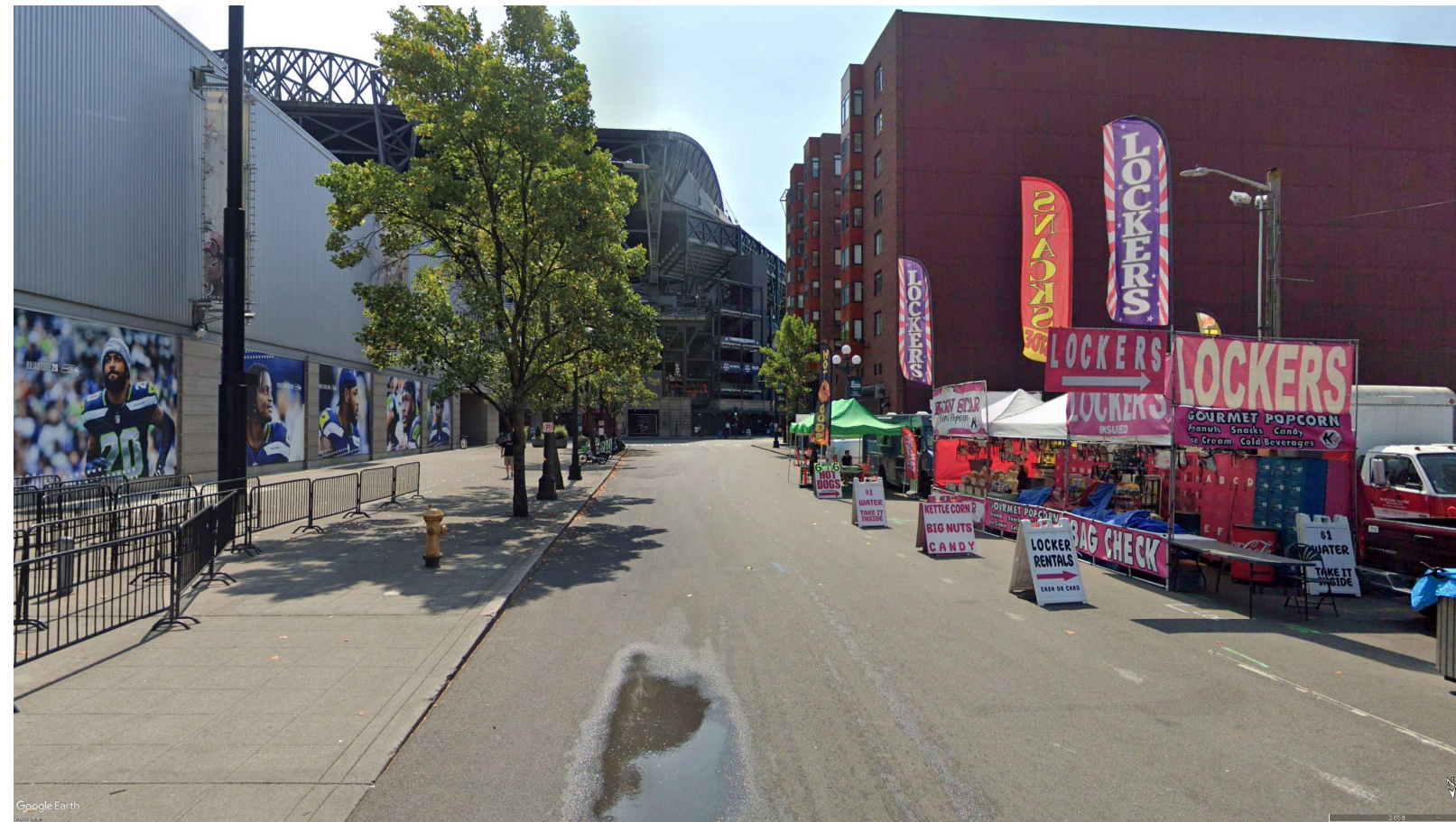
* Locations are in development and will be presented in greater detail at a future meeting



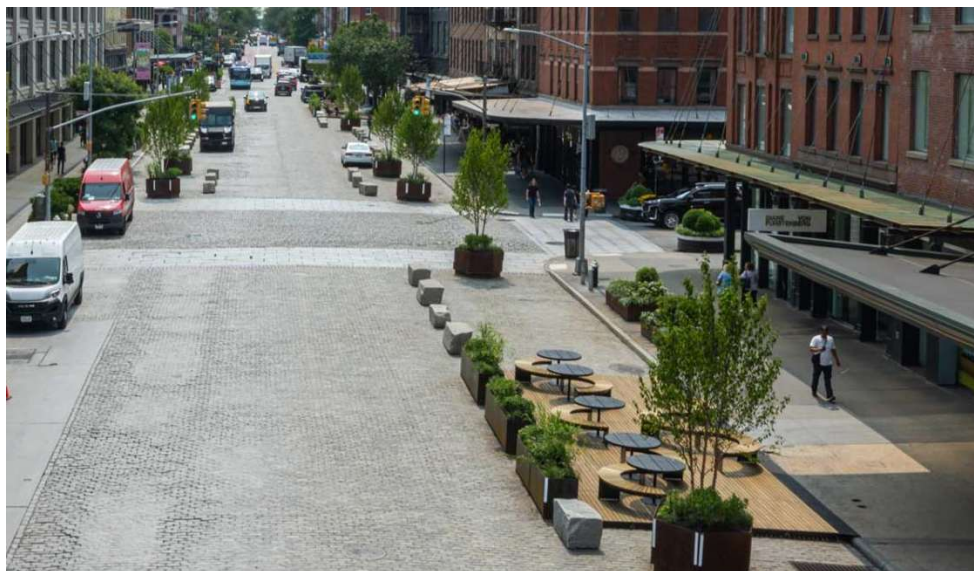
Drive Aisle Chicane – Existing Conditions



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Street Use Zones – Surface Treatment + Edge Delineation



Waste Management

- **Approach:** Coordinate with SPU to provide fee-based waste receptacles for vending and businesses without internal garbage storage
- **Outreach Alignment:** High-priority stakeholder need
- **Preservation District Alignment:** Will be presented for review
- **Materials:** To be determined; options under consideration include steel construction and graphic wraps
- **Timing:** Summer 2026 or later



Stakeholder
meeting only, not
PSPB Street Use Zones – Example Progressions



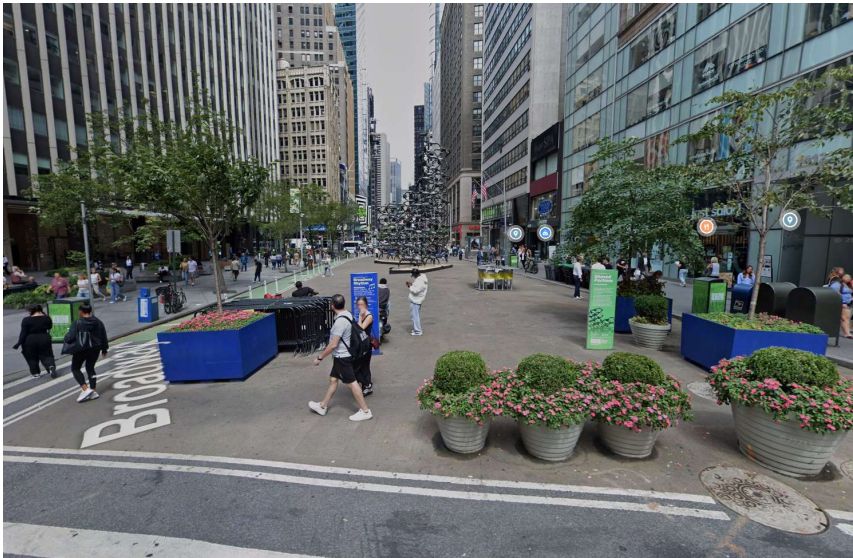
2022



2025



2019



2024



2009



2019

String lighting

- **Approach:** Add lighting to create a threshold experience at each entry to the street.
- **Outreach Alignment:** Improve lighting to help people move comfortably and safely along the corridor.
- **Preservation District Alignment:** String lighting is used within the Pioneer Square Preservation District.
- **Materials:** Lighting type and refined location for future COA presentation.
- **Timing:** Spring 2026 or later

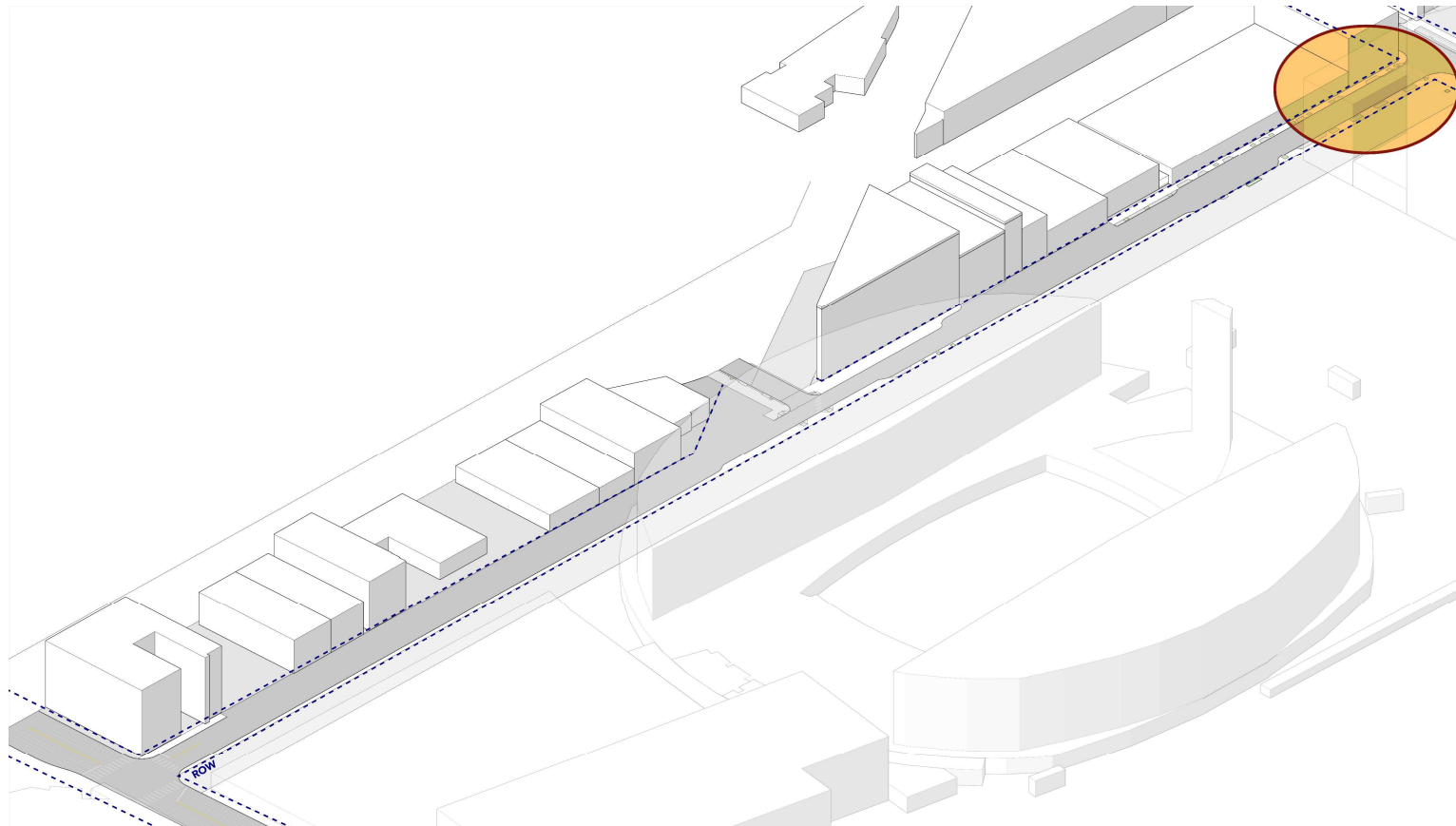


Nord Alley

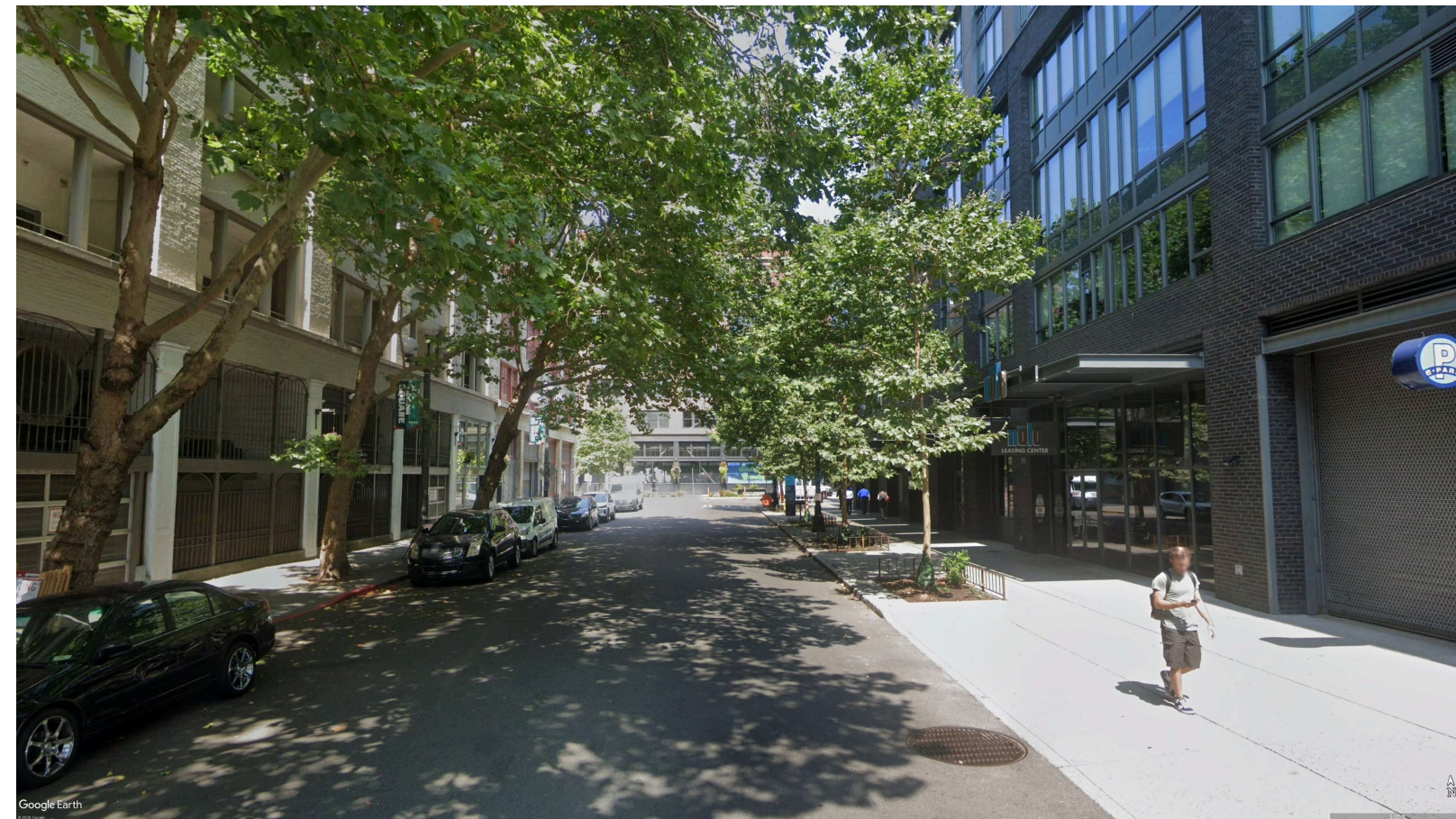


Pioneer Park

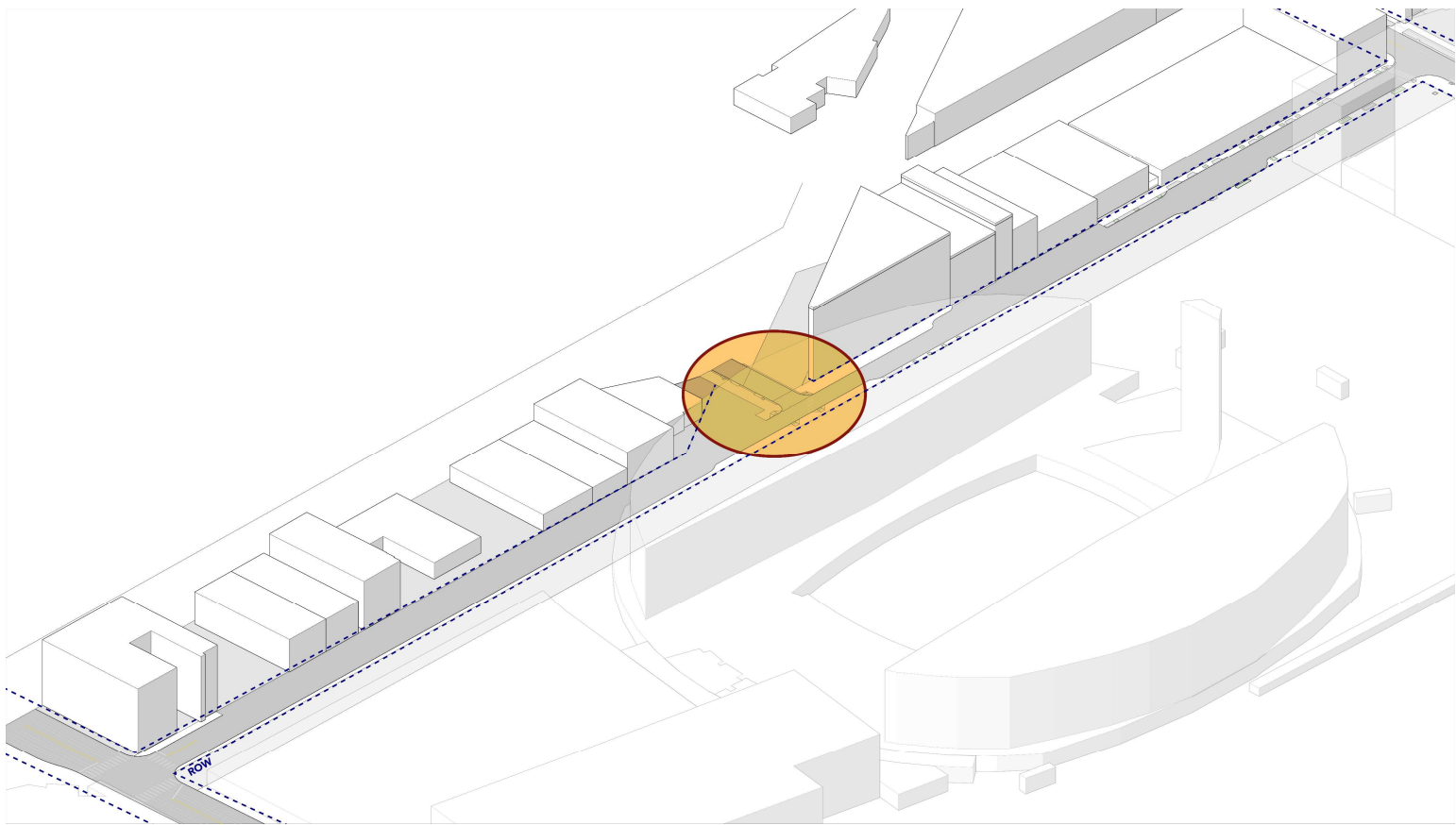
Lighting Locations – Existing Conditions



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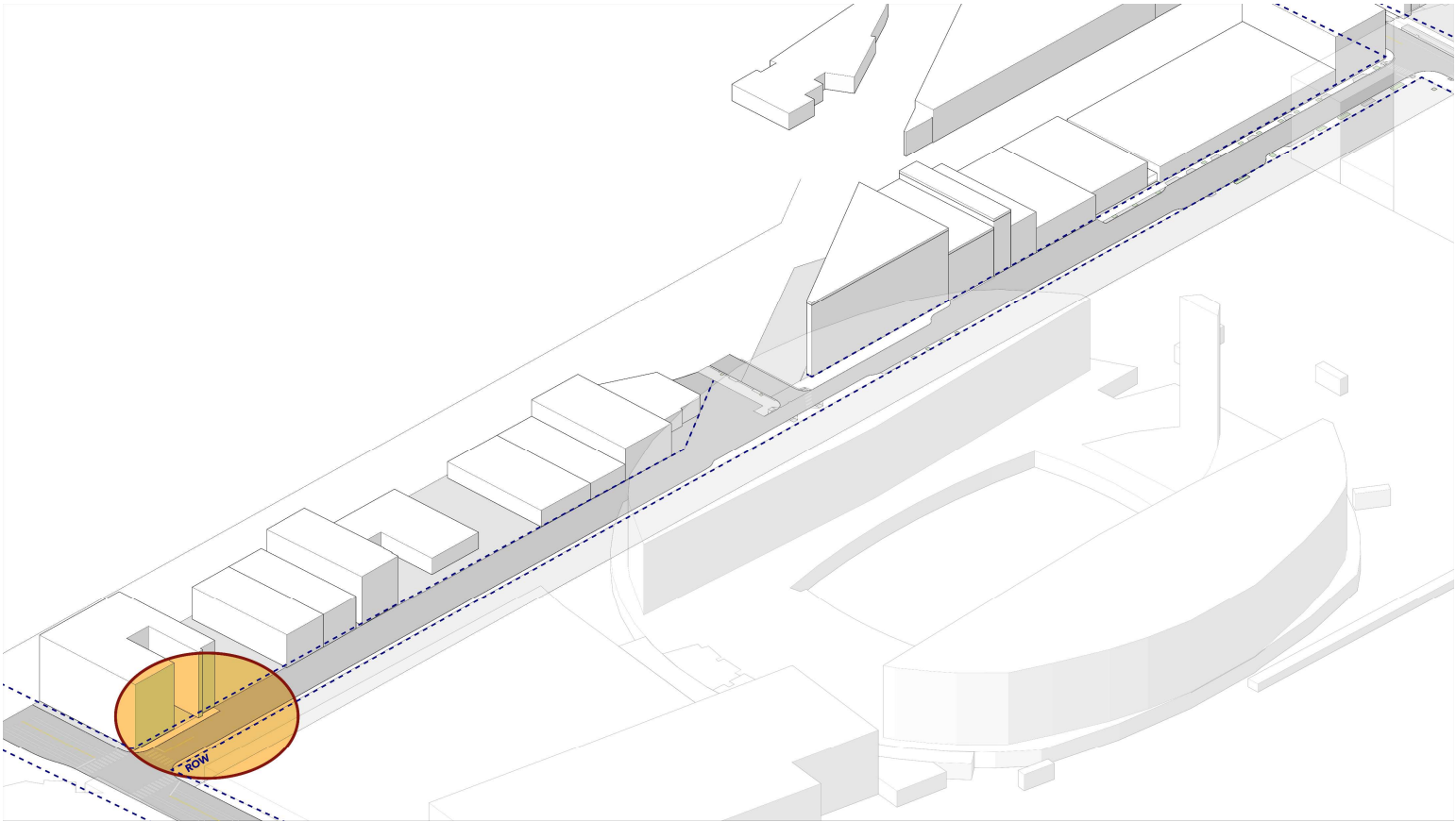
Lighting Locations – Existing Conditions



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Lighting Locations – Existing Conditions

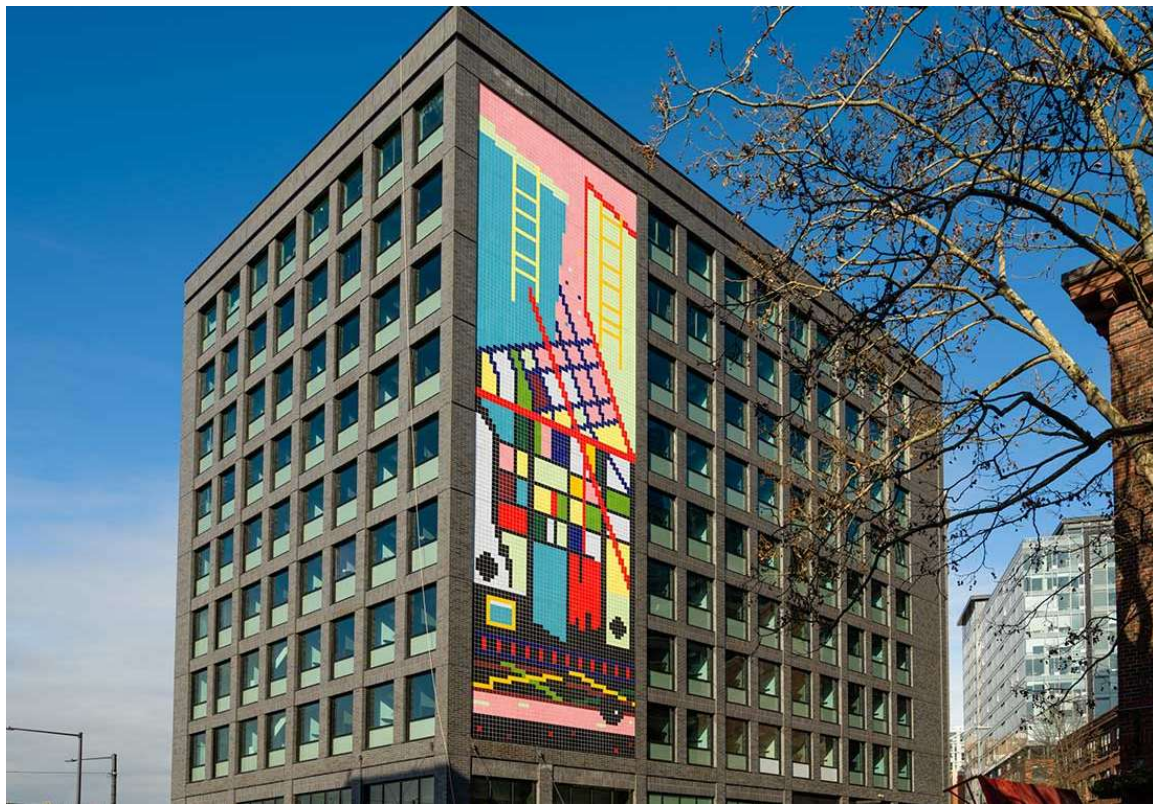


* Locations are in development and will be presented in greater detail at a future meeting



Painted Mural

- **Approach:** Create a mural on the Silver Cloud Hotel Building face.
- **Outreach Alignment:** Community interest in art along the corridor.
- **Preservation District Alignment:** Art and creativity is a core component of the culture of the Pioneer Square Preservation District.
- **Materials + Character:** Muralist, content, and approach to be discussed at a future meeting. The mural will not incorporate any branding or advertising.
- **Timing:** Spring 2026 or later

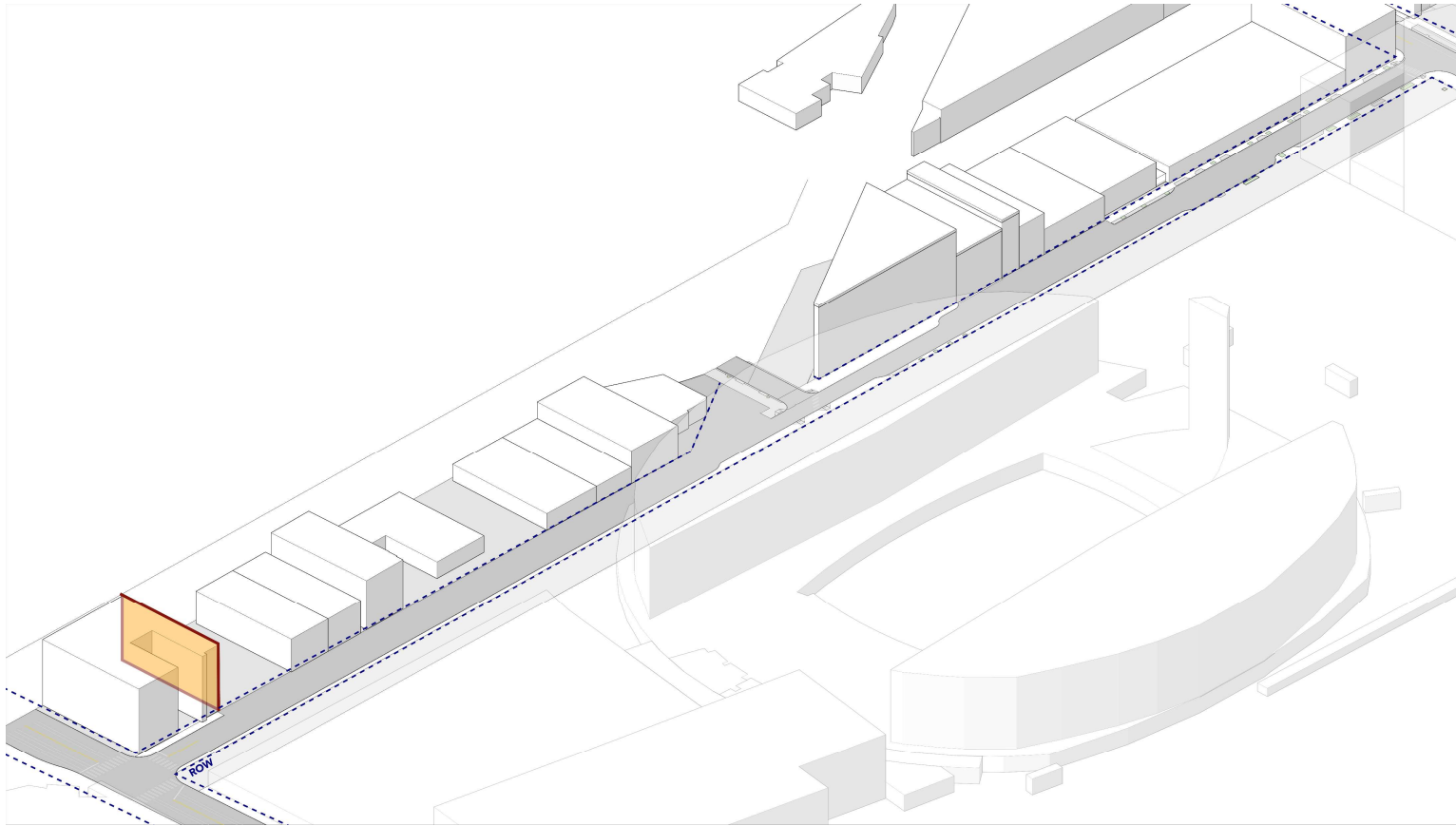


citizenM; photo: https://www.4culture.org/public_art/citizenm/



RailSpur

Mural Location – Existing Conditions



* Locations are in development and will be presented in greater detail at a future meeting



Stewardship

The project team is developing a stewardship approach in conjunction with design development.

Next Steps

On-going stakeholder coordination

Future SDOT presentations to request individual Certificate of Approvals.

Long-term concept plan update

Discussion and Feedback

- **Questions on near-term safety improvements, catenary lighting, art opportunities**