

# 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



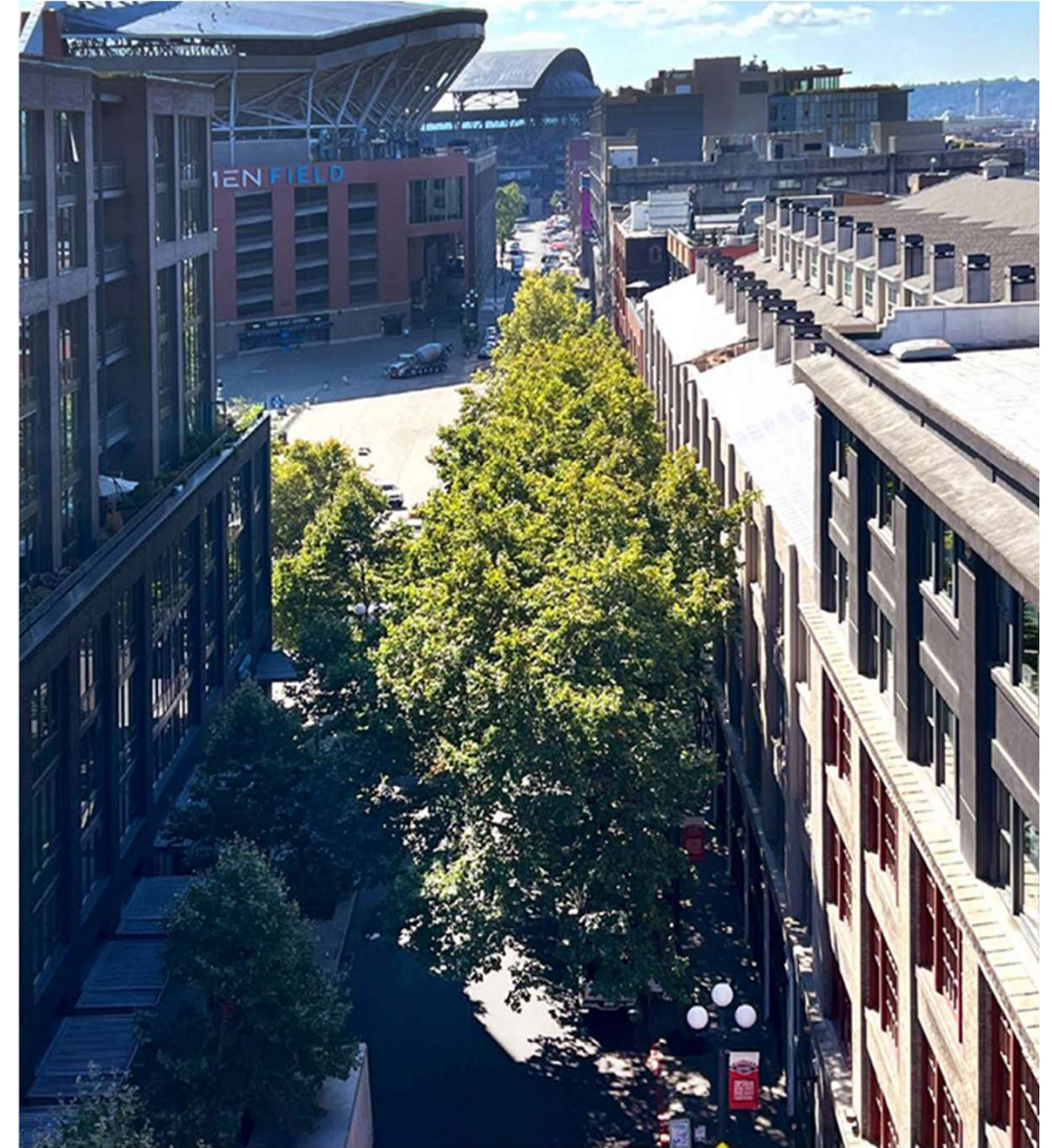
# Meeting Purpose

**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)**

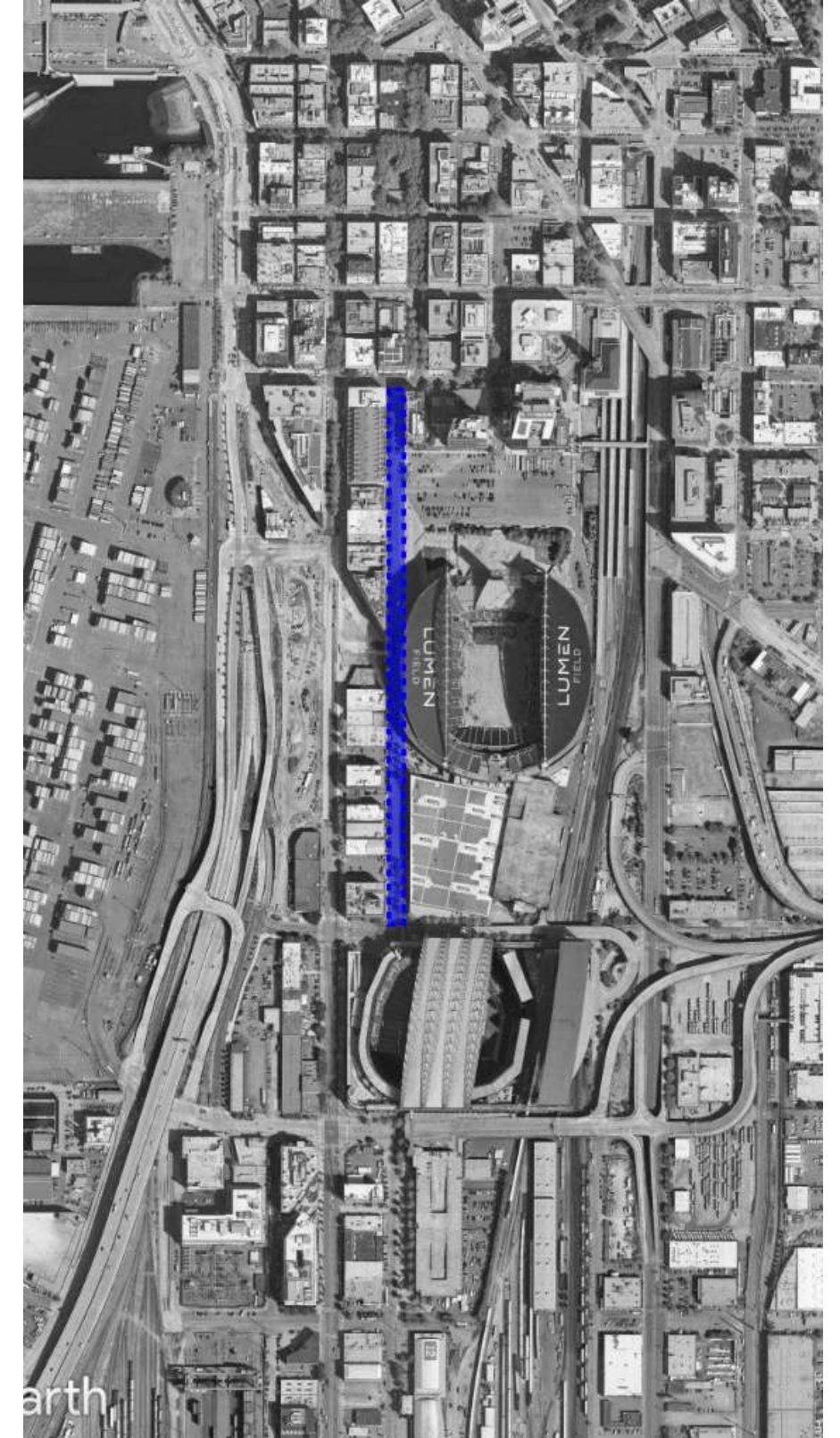
- Near-term safety and public realm enhancements – identify improvements
- Update Street Concept Plan – advance long-term plan (10% design)

**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





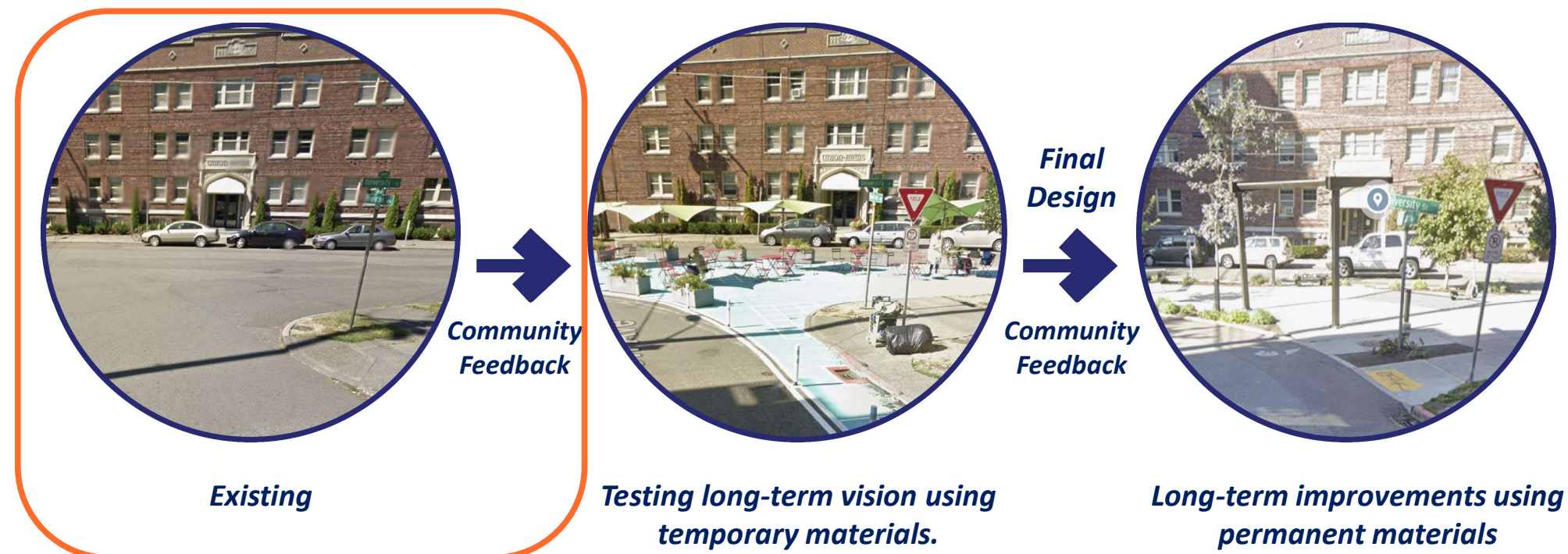
# Project timeline

## 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

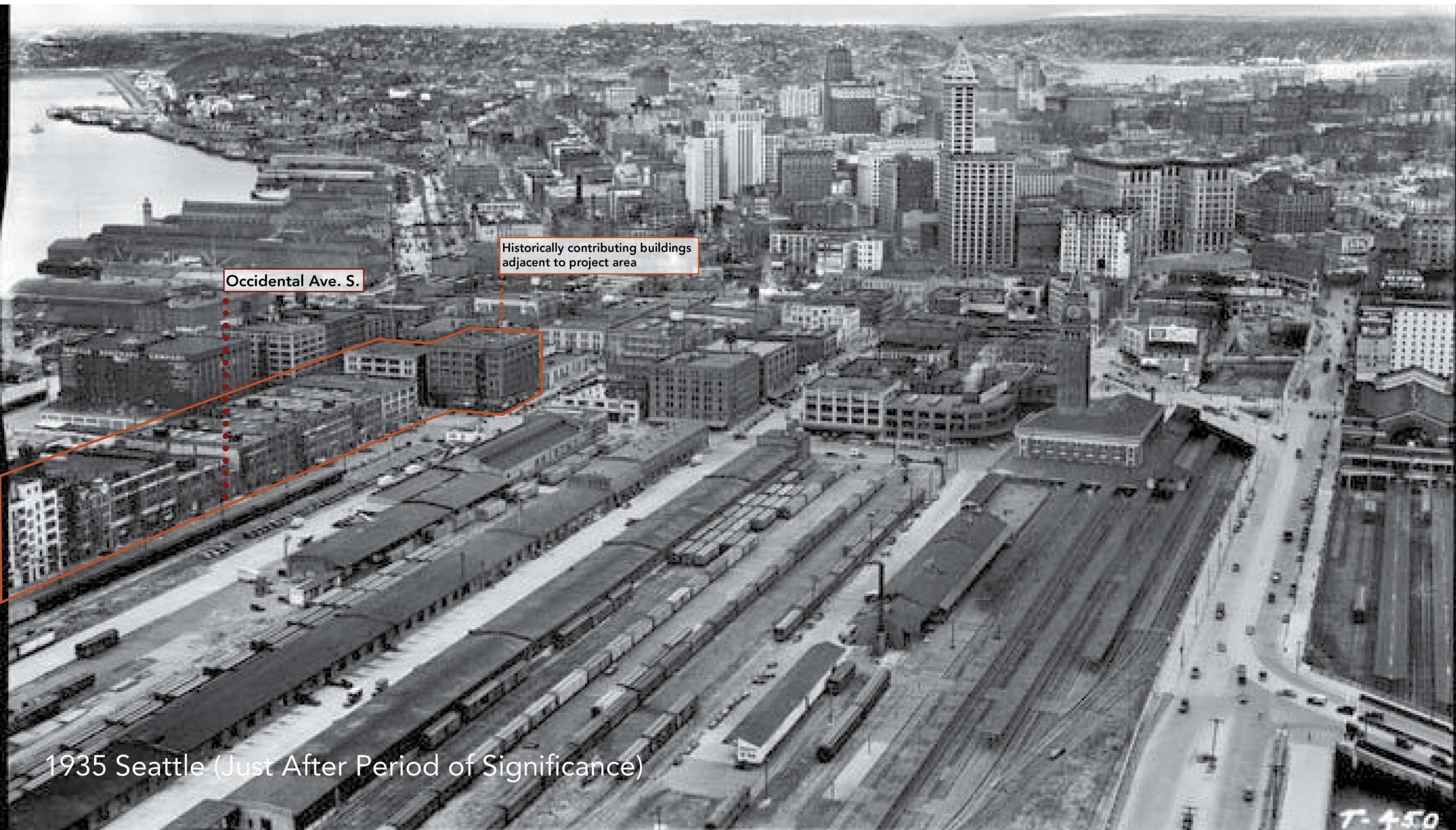


# Historic Context Analysis

# Occidental Promenade: A Site in Flux







1935 Seattle (Just After Period of Significance)

T-450





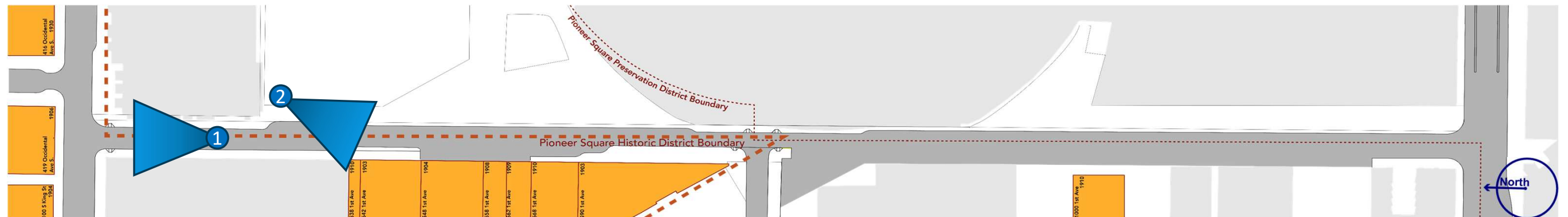
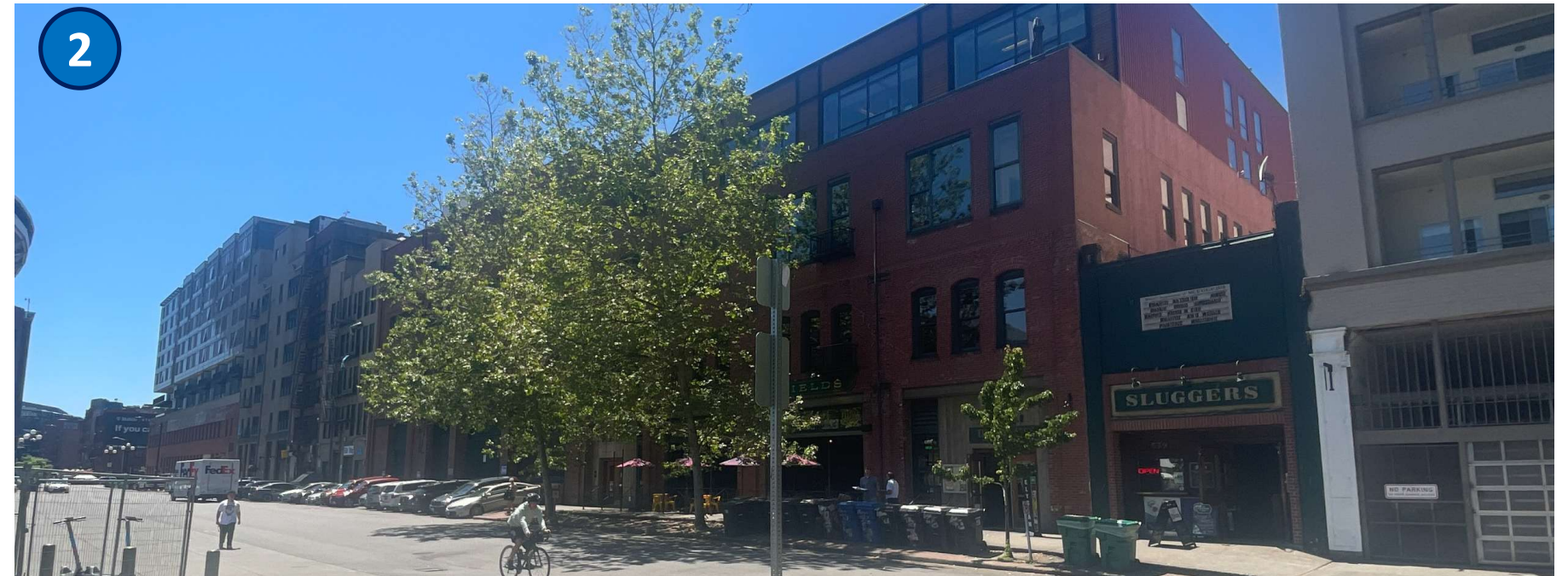
Historically contributing buildings  
adjacent to project area

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



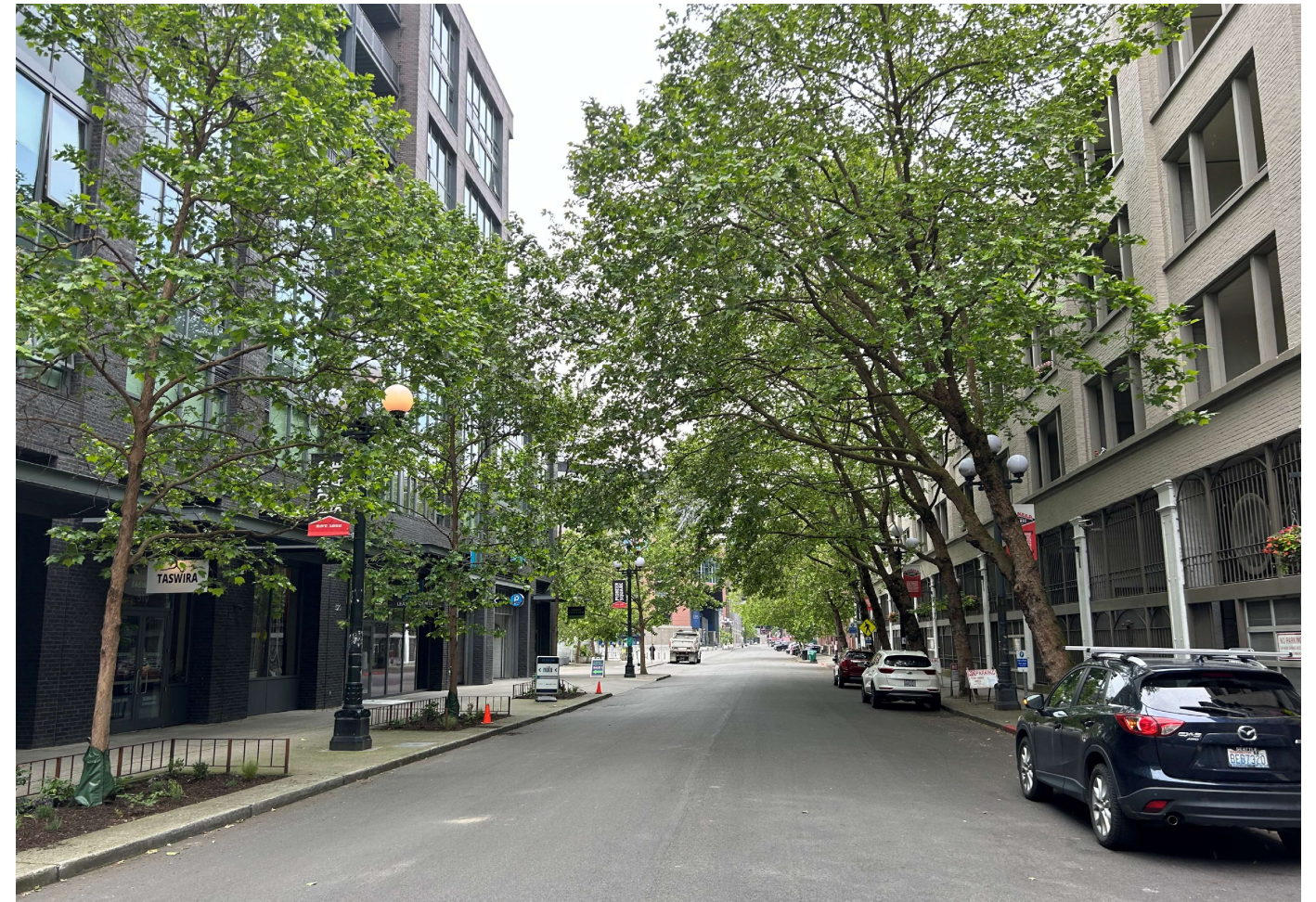
# Contributing Streetscape Features - Rails



*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

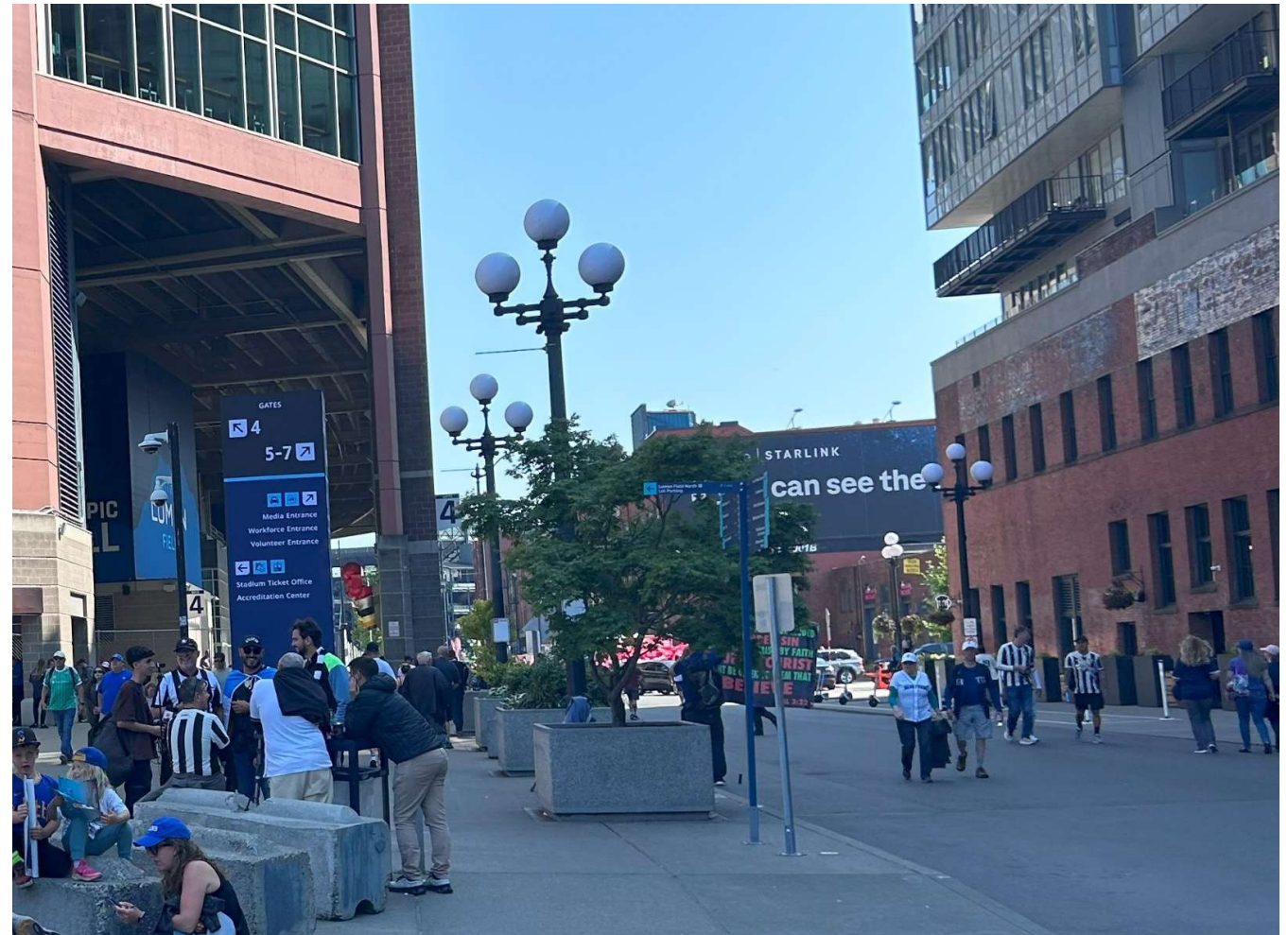


*Project design goal: protect tree canopy and increase vegetation*

\* 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





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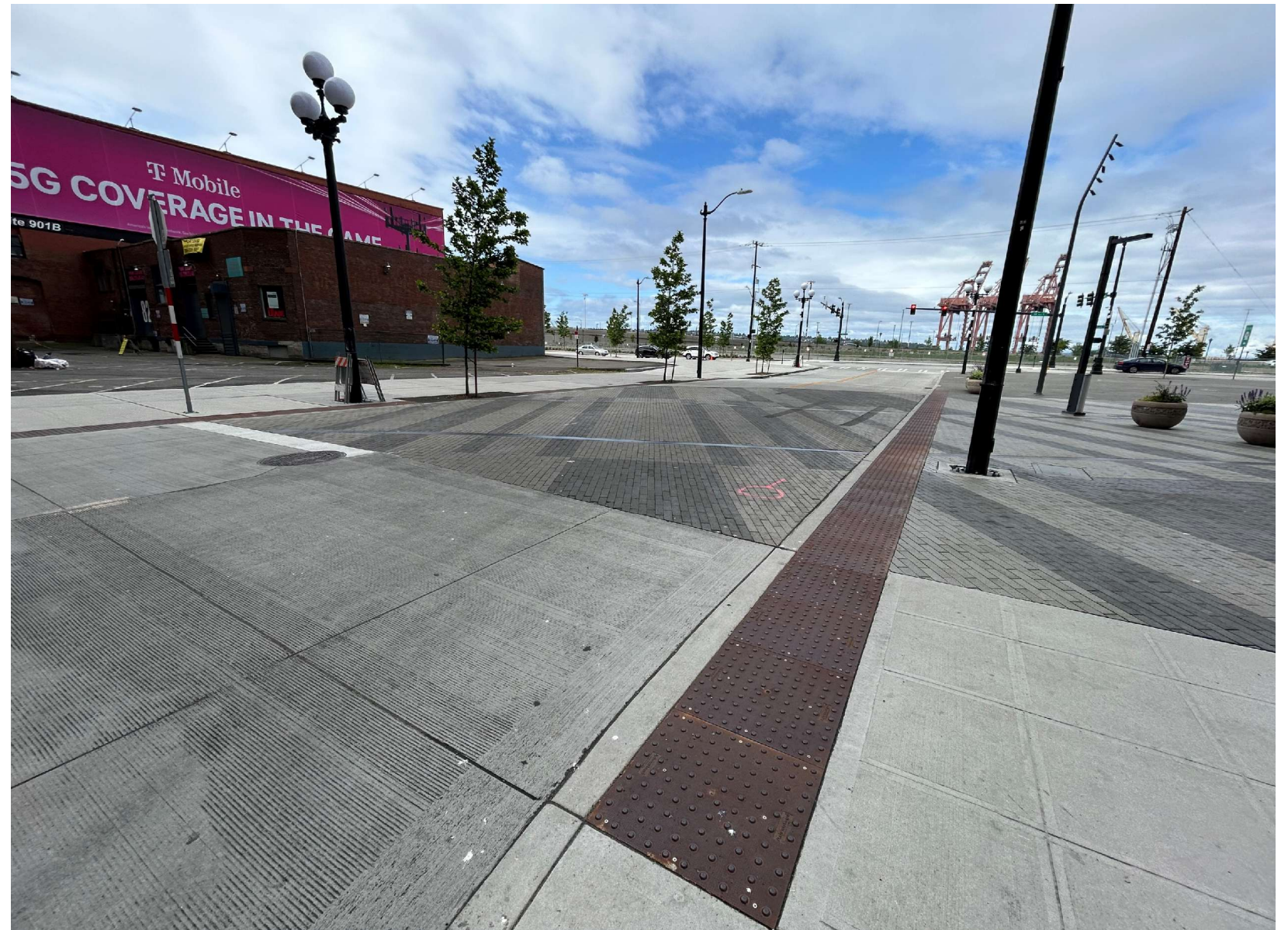




# Occidental Today – Why We Are Here

## Public infrastructure

- Sidewalks
- Street trees
- Utility infrastructure
- Etc.





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- Etc.

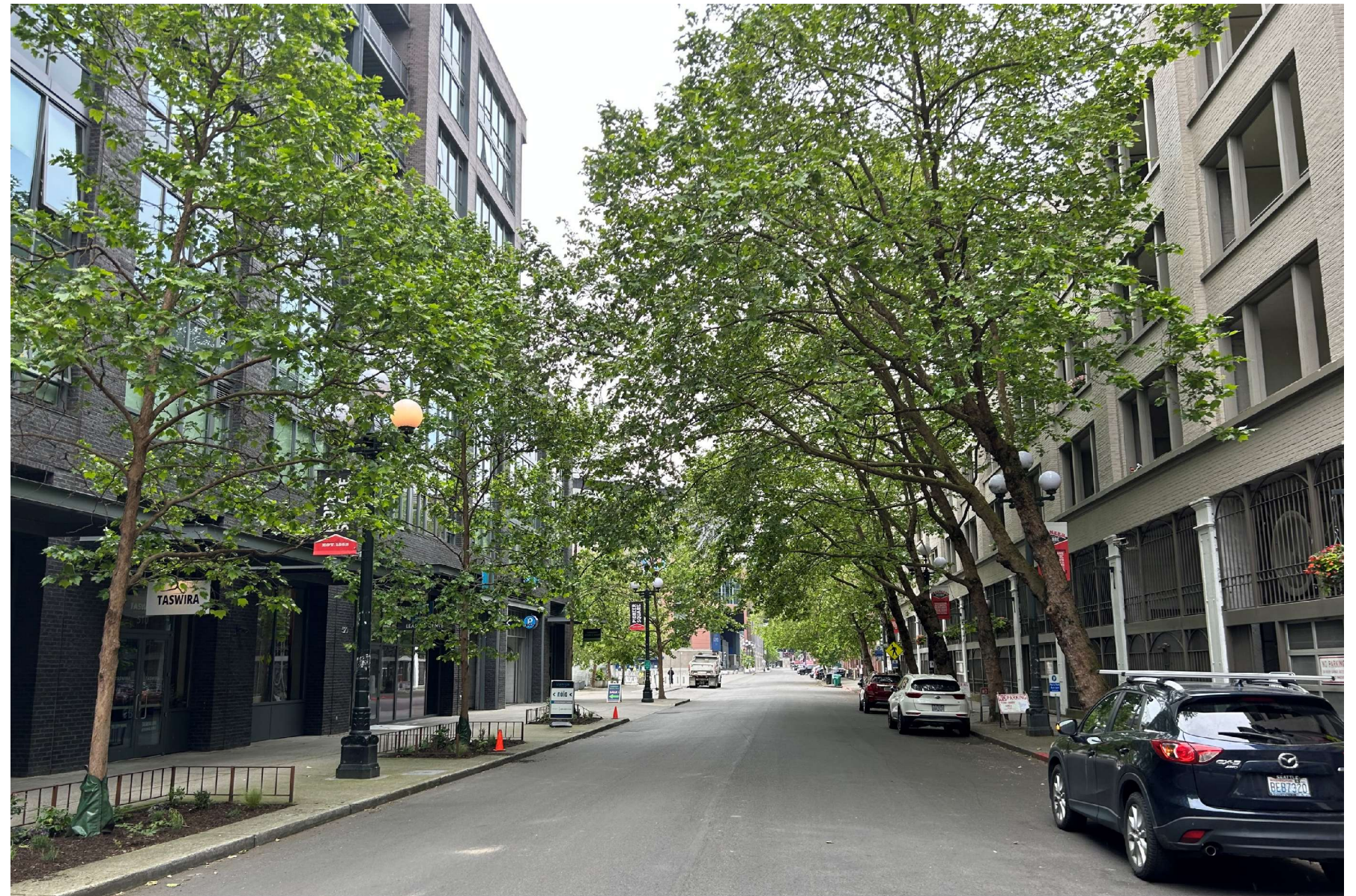




# Occidental Today – Why We Are Here

## 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

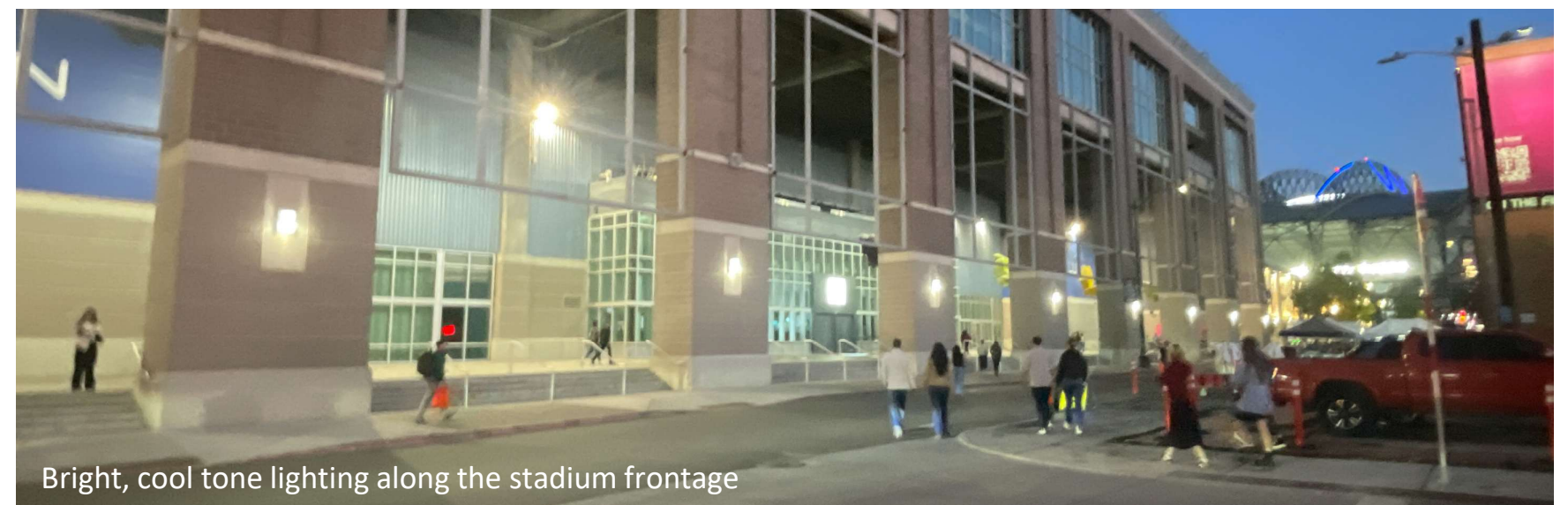
Lighting and night-time experience

- 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.

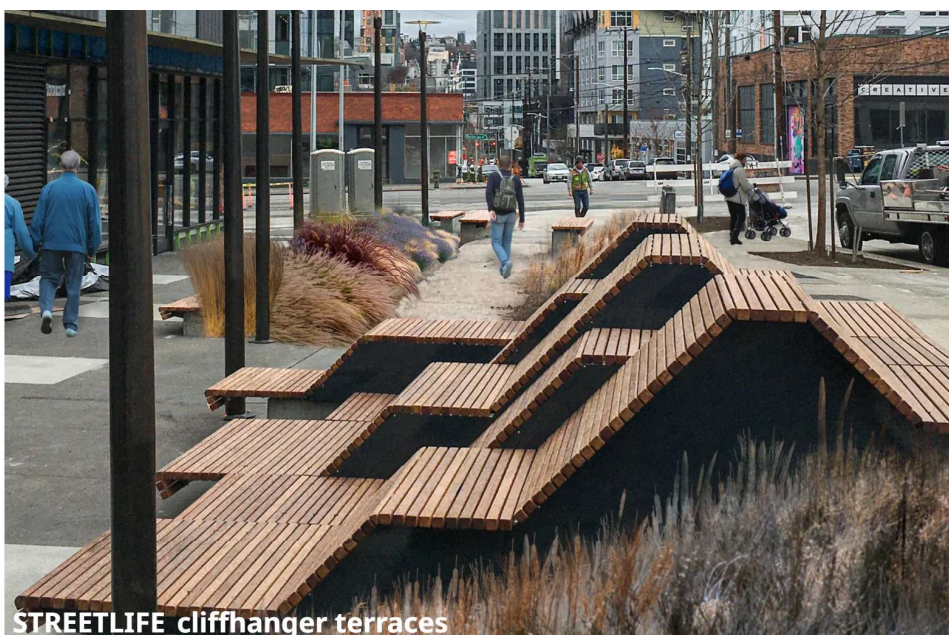


# 2025 PSPB Early Guidance Recap

## 1: Tidal Flats – Example Furnishings



STREETLIFE\_mobile green isles



STREETLIFE\_cliffhanger terraces



LANDSCAPE FORMS\_tucci stingray



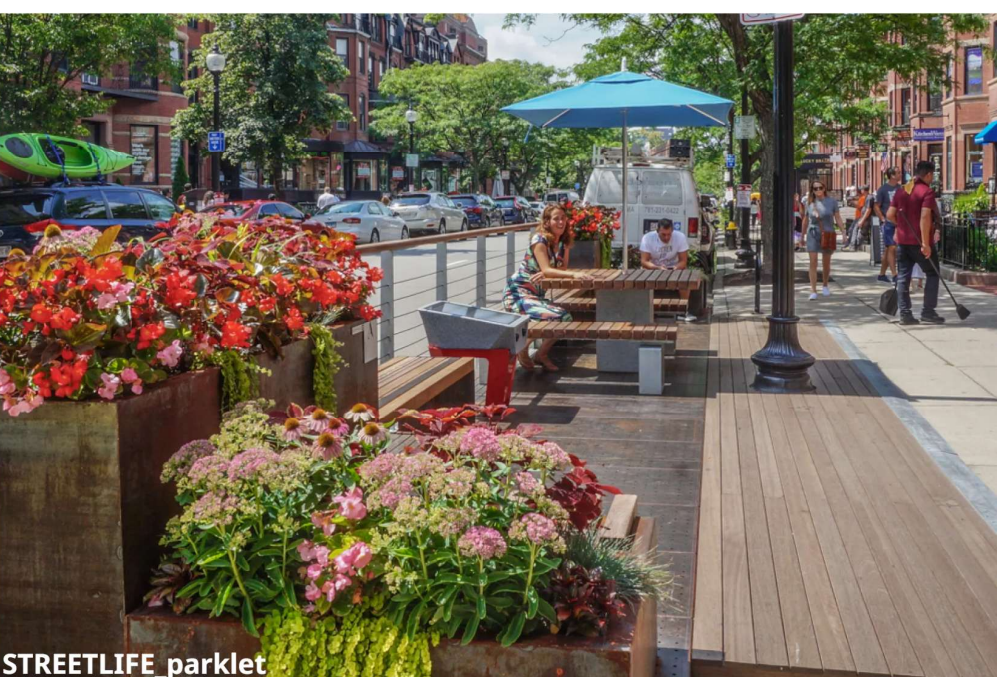
STREETLIFE\_drifter



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



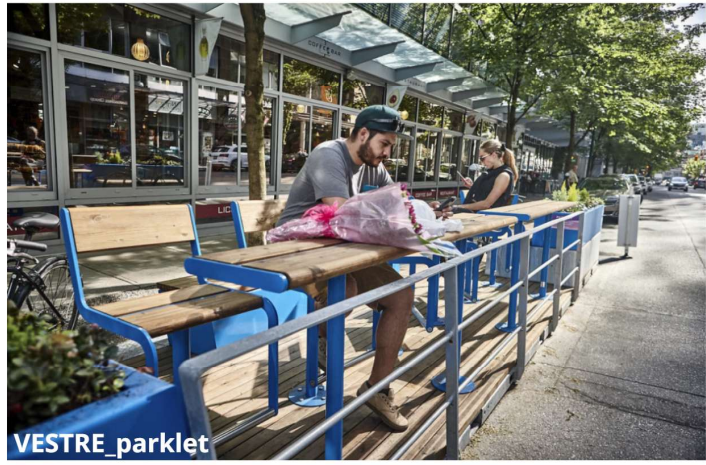
LANDSCAPE FORMS\_parallel 42



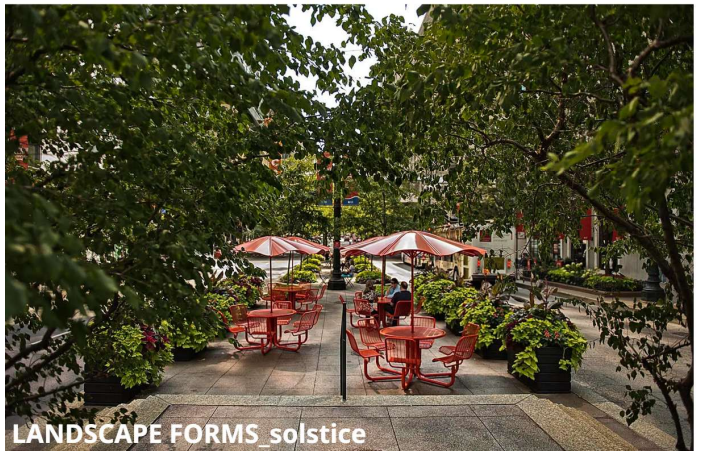
LANDSCAPE FORMS\_parallel 42



LANDSCAPE FORMS\_parallel 42



VESTRE\_parklet



LANDSCAPE FORMS\_solstice



BORDER CONCEPTS\_square fast planter



ARCHITERRA\_stack seat

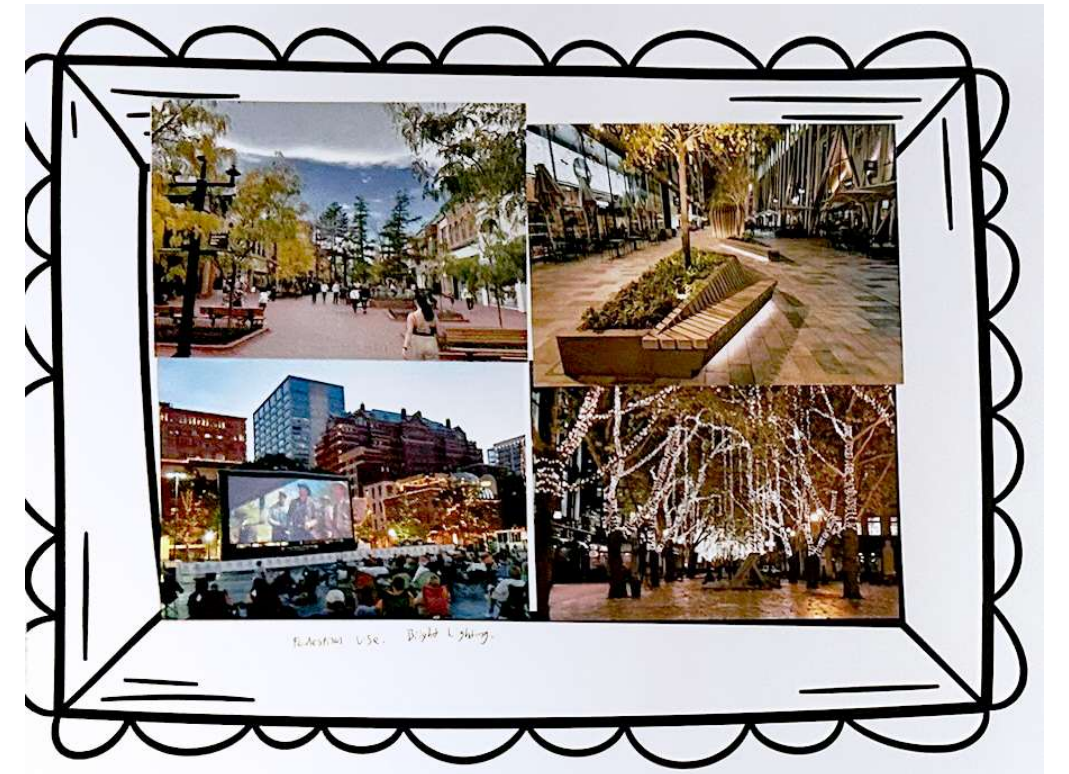


ARCHITERRA\_sylva planter

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 want 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.

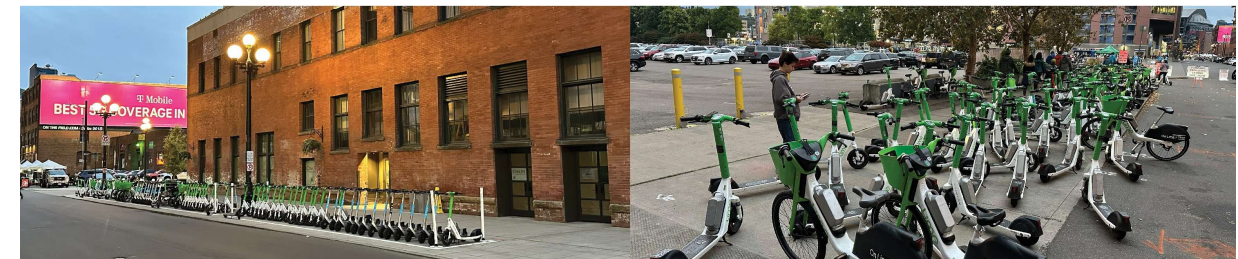
## BASIC NEEDS



## 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 active community participation.

# 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

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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





# 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
<b><u>Safe, Accessible, and Welcoming</u></b>	<b><u>36%</u></b>	113	16%	3
<b><u>Pedestrian-Focused and Car-Free</u></b>	<b><u>34%</u></b>	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
<b><u>Clean, Organized, and Attractive</u></b>	12%	37	<b><u>27%</u></b>	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
<b>Total</b>		<b>310</b>		<b>18</b>



# 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

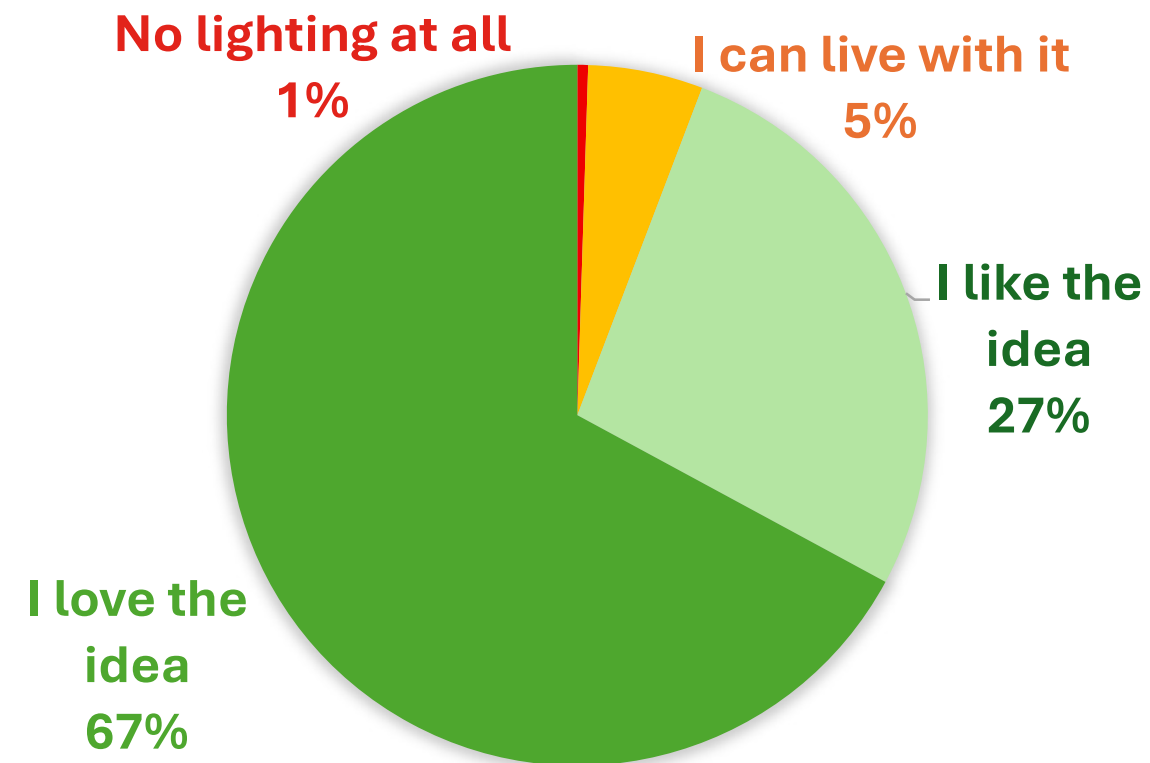
What would improve your **arrival experience**?

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

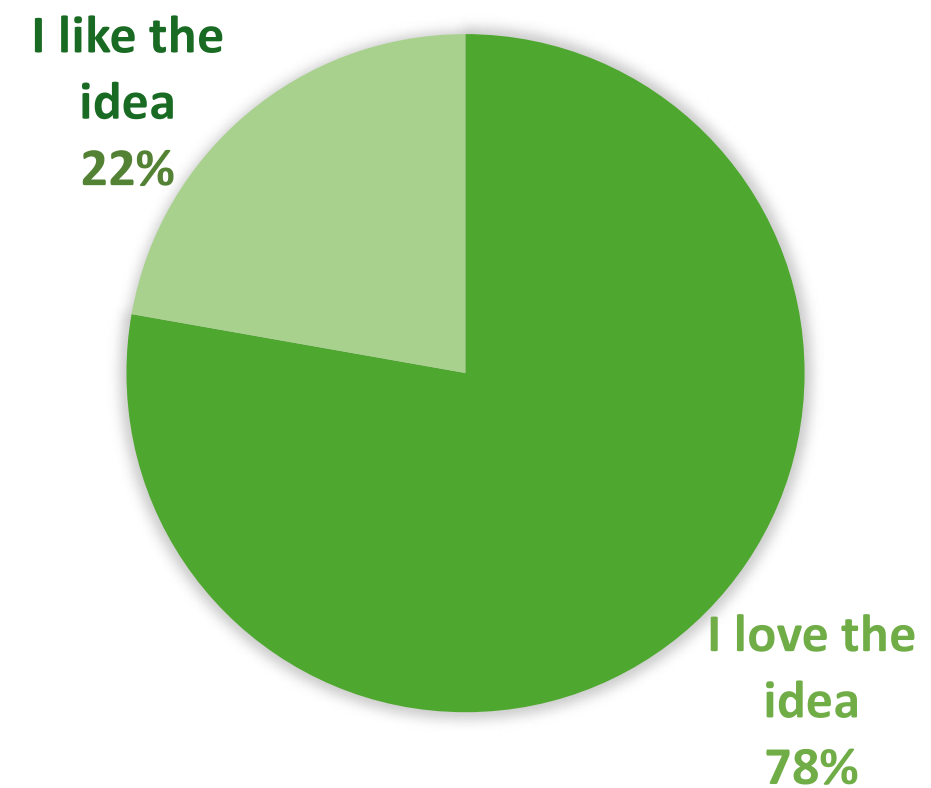


# Public Input – Lighting

Do you want **lighting** on Occidental?



Survey Responses (n=372)

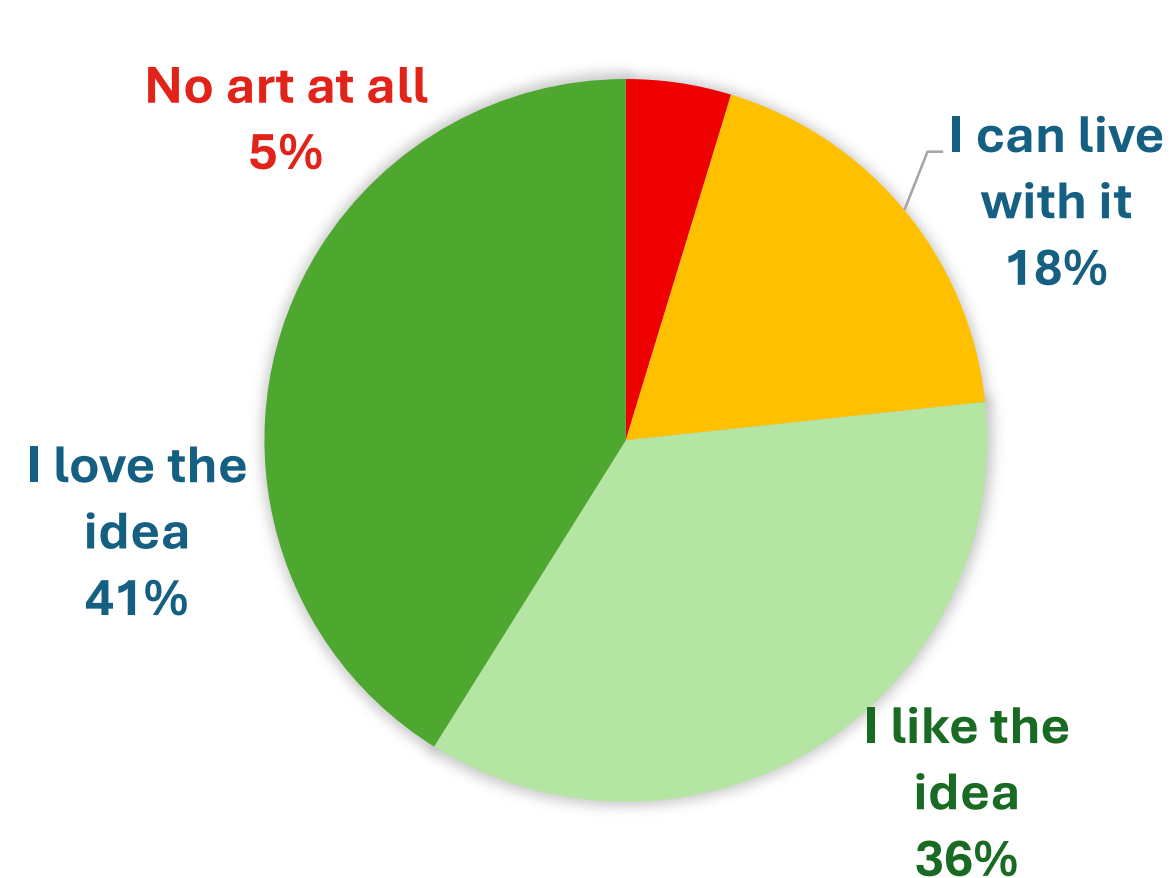


Open House Responses (n=18)

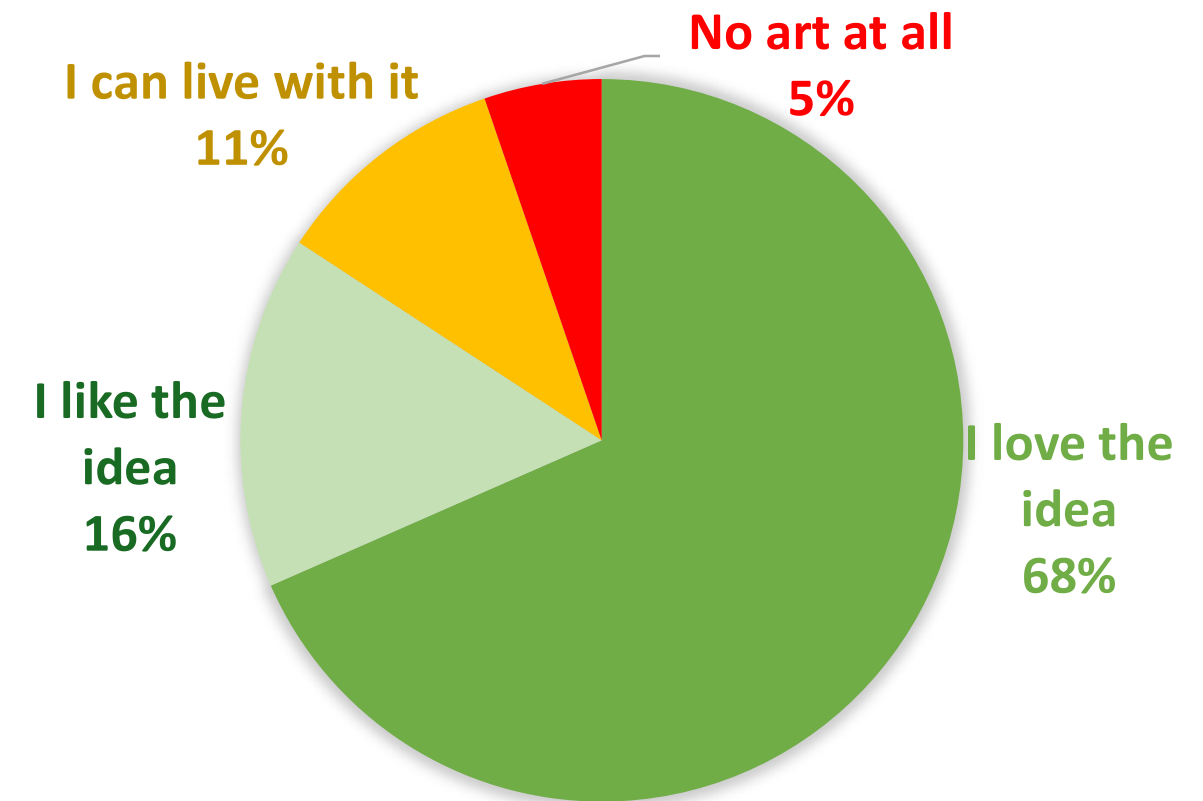


# Public Input – Art

Do you want **art** on Occidental?



Survey Responses (n=382)



Open House Responses (n=19)

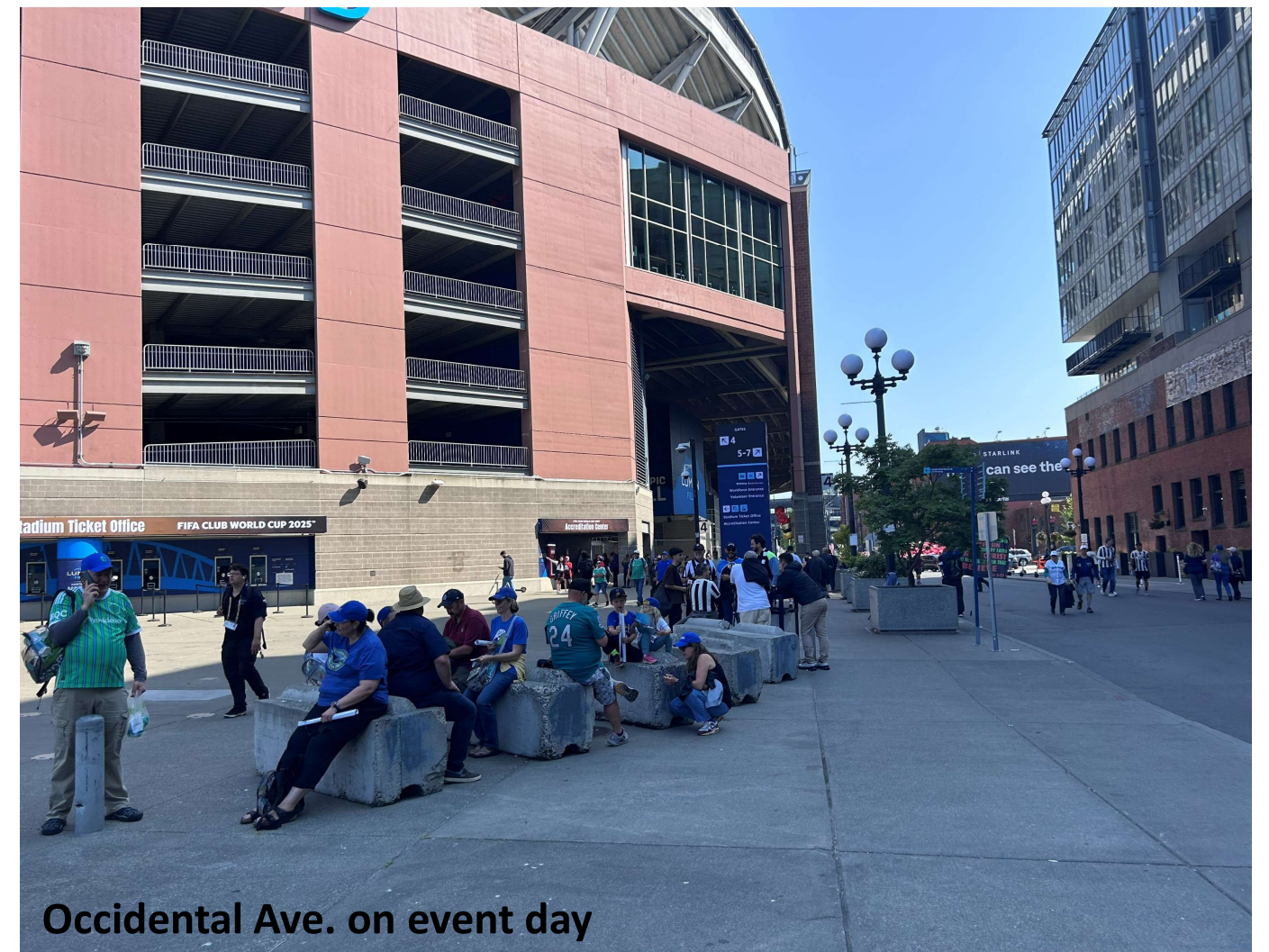


# Public Input – Emerging Theme

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



Occidental Ave. on non-event day

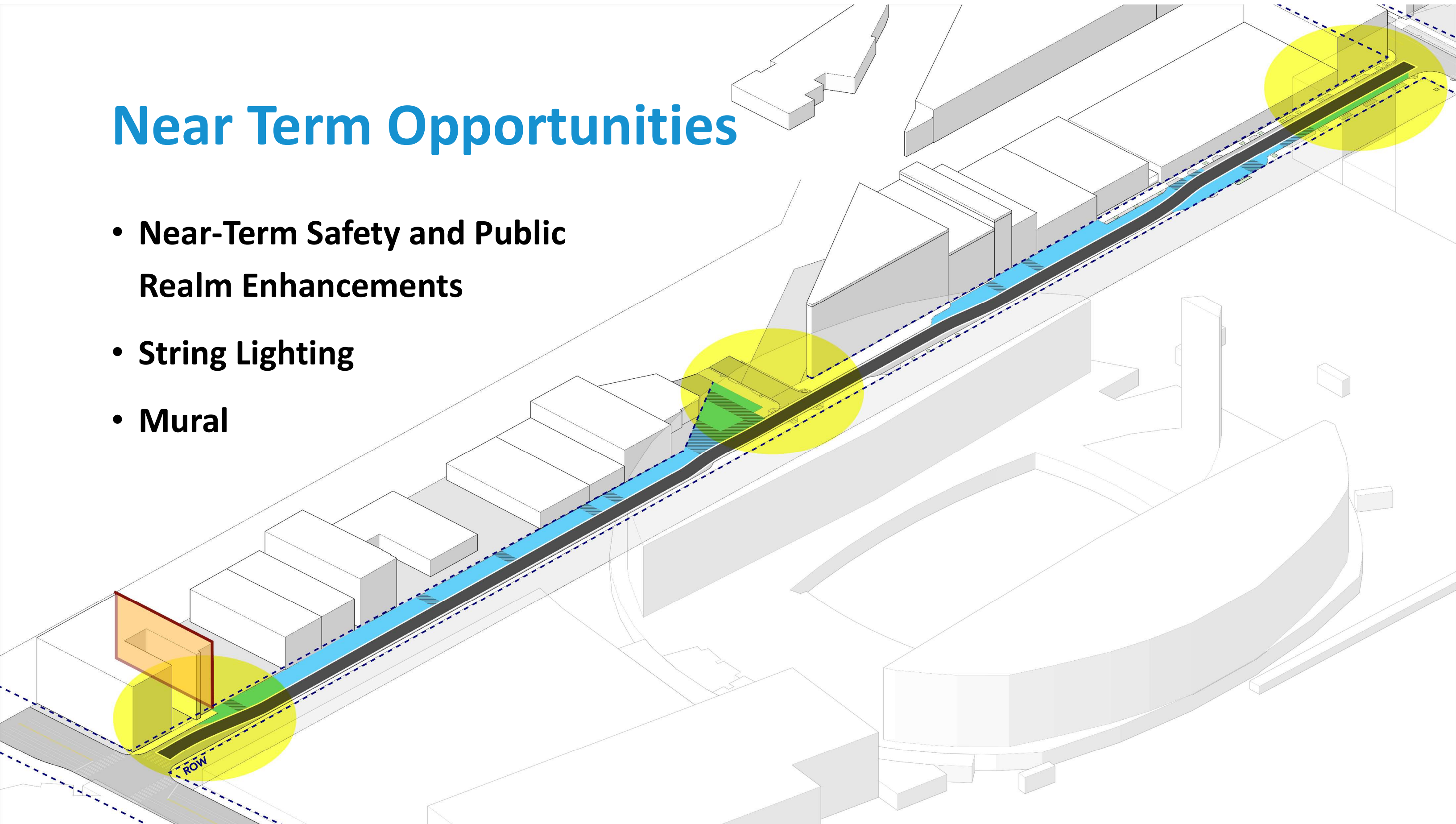


Occidental Ave. on event day



# Near Term Opportunities

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

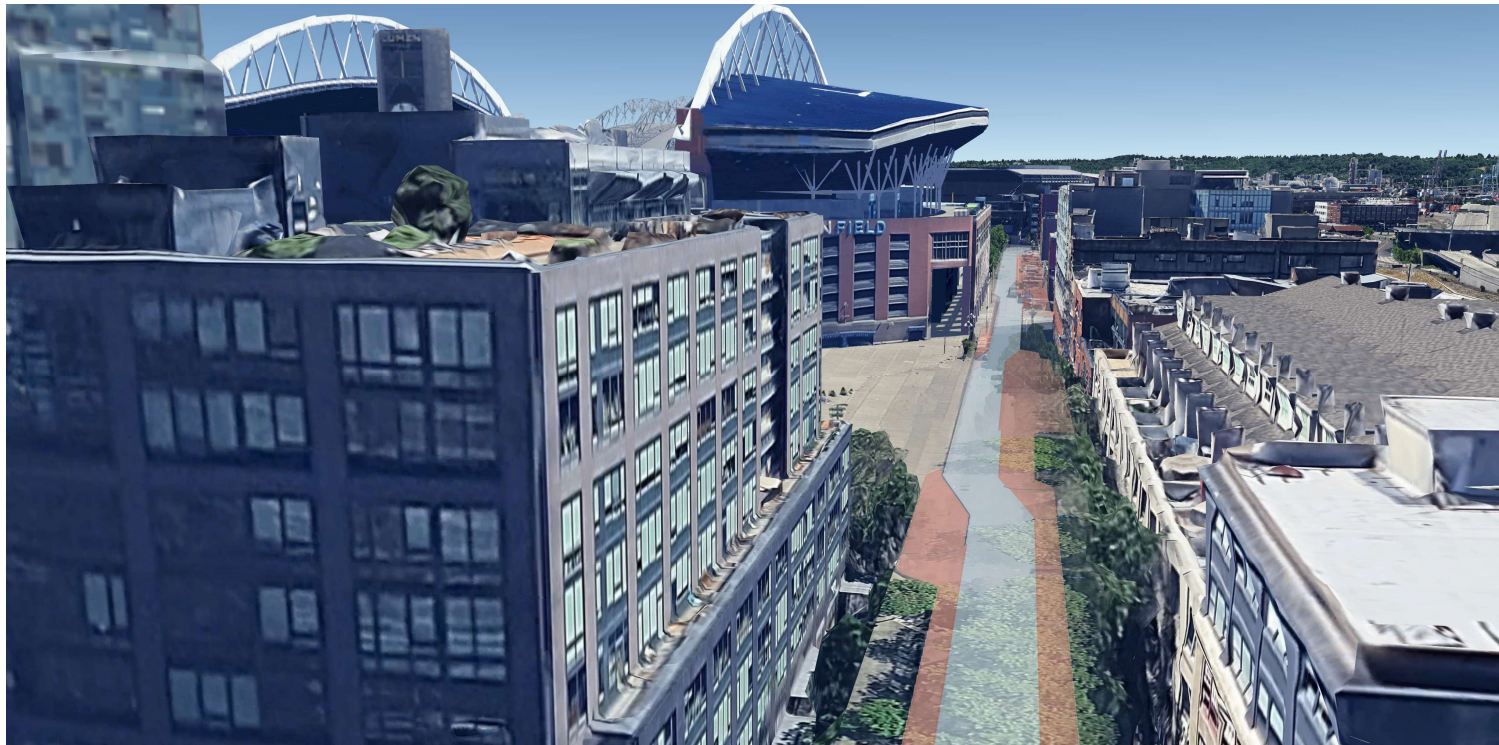




# Near-term Safety and Public Realm Enhancements

- **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

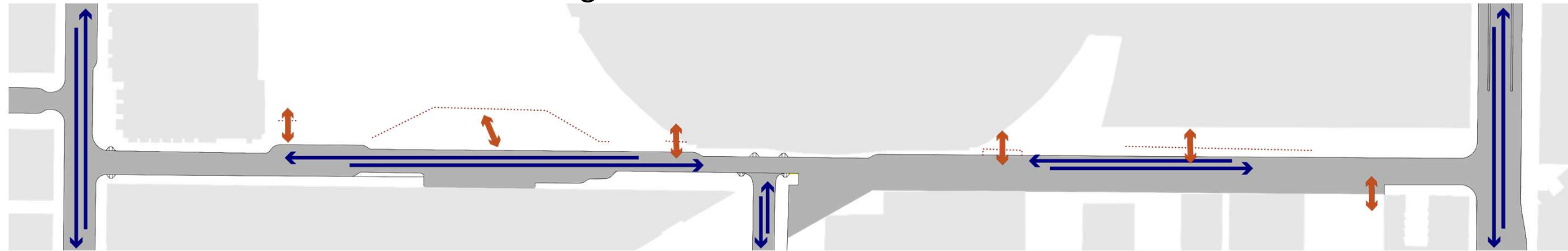


Flatiron NoMad Plaza, NYC

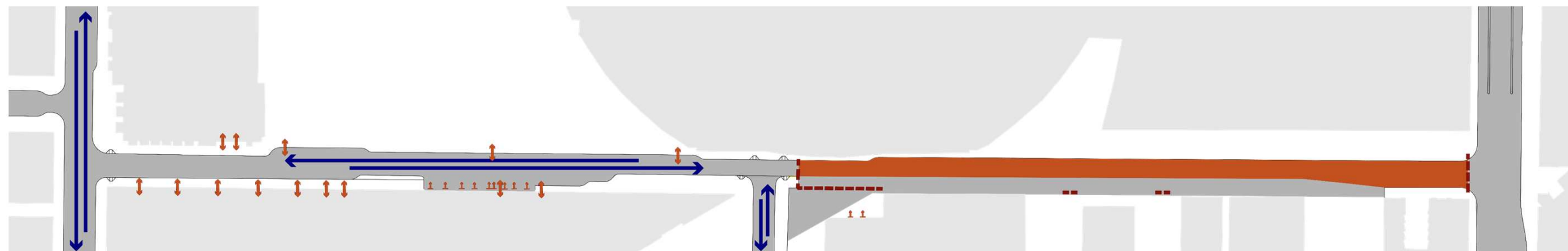


# Existing Circulation – Vehicle Access

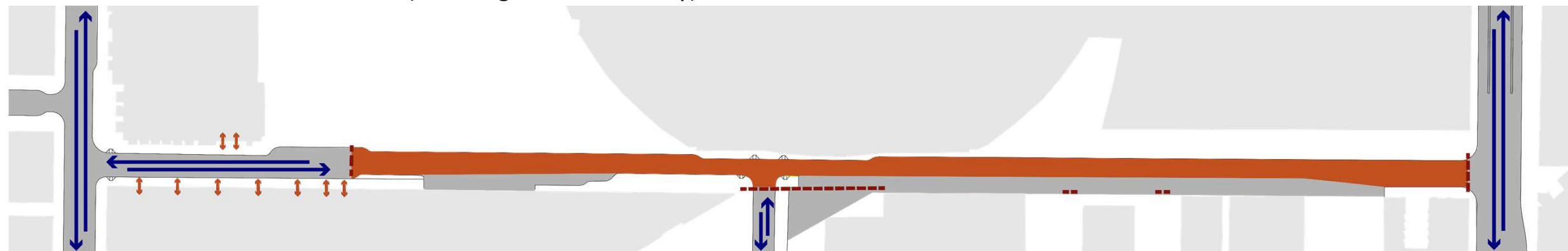
Lumen and WAMU Theater Event Loading



T-Mobile Event Street Closure



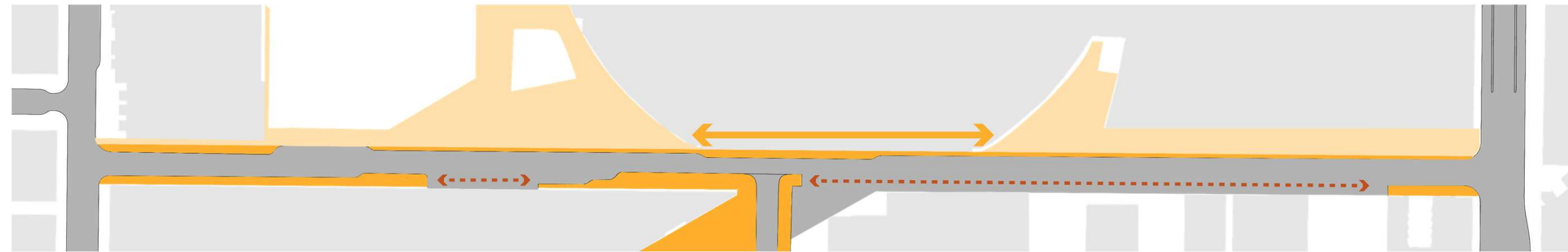
Lumen Event Street Closure (including local access only)





# Existing Circulation – Pedestrian Access

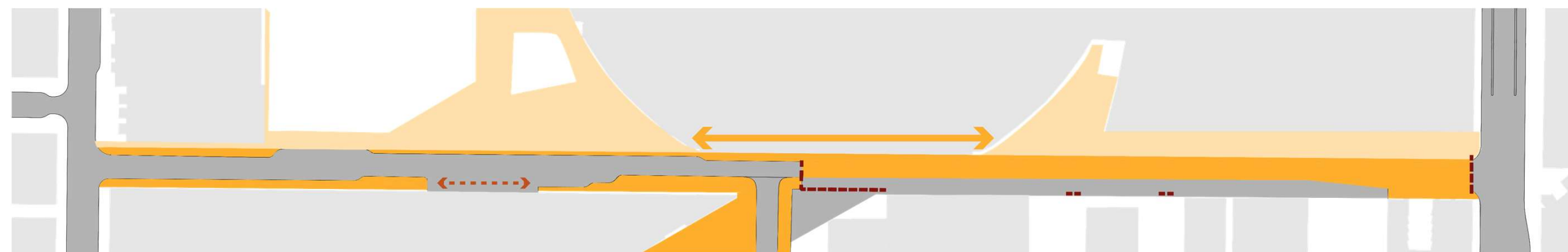
No Closure



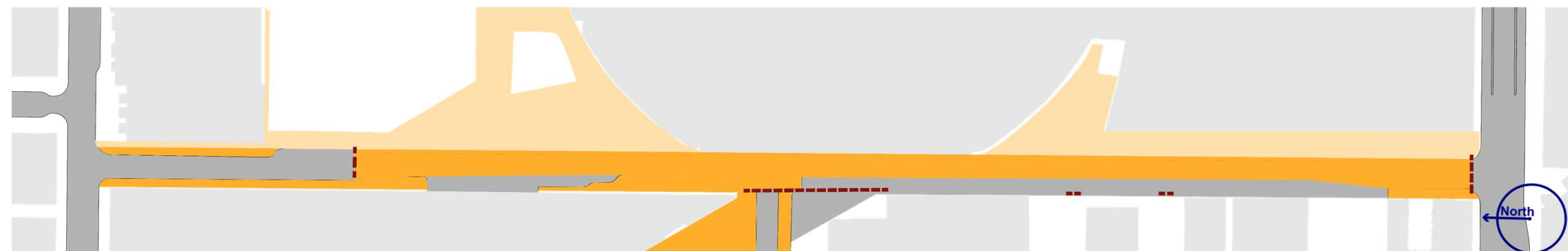
Existing Sidewalk

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

T-Mobile Event Closure\*



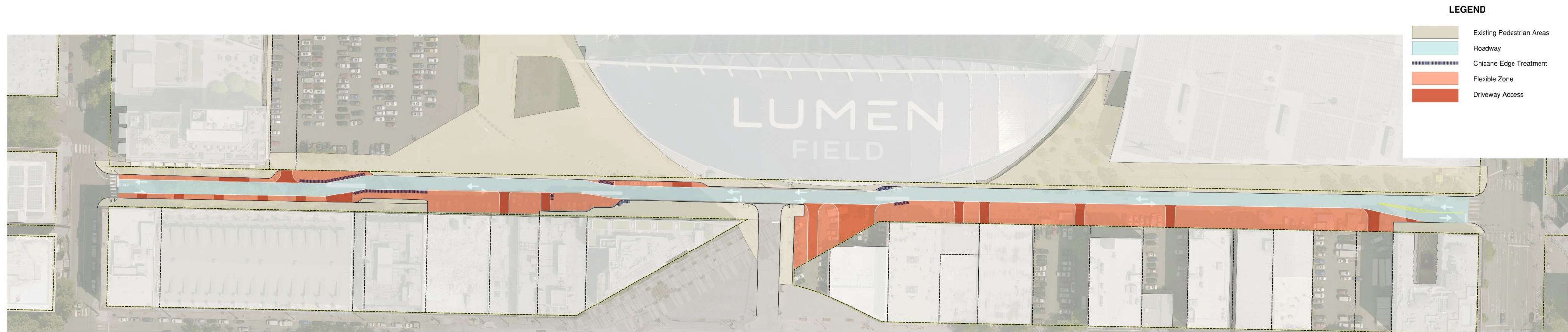
Lumen Event Closure\*



\* 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

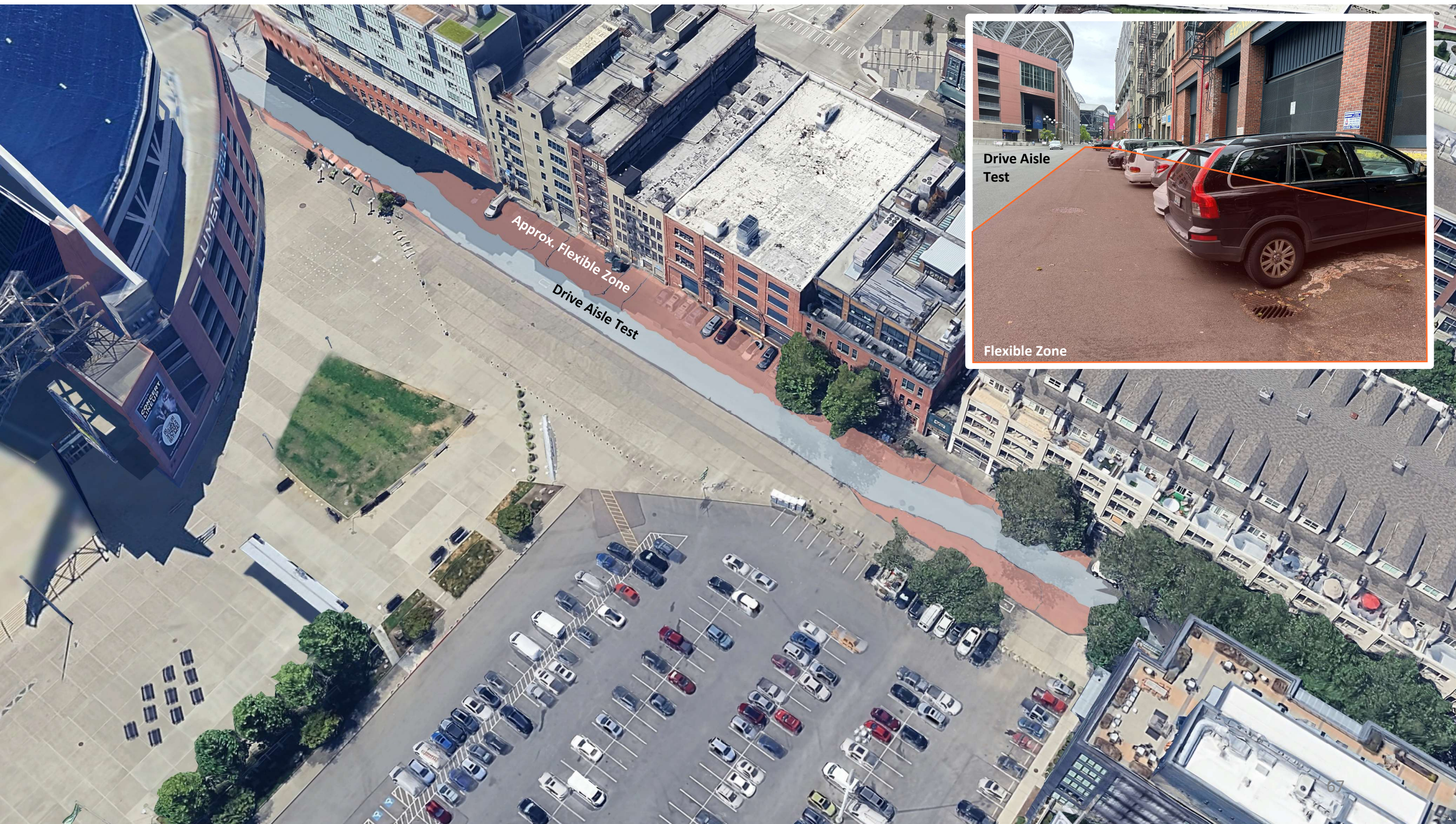


- Delineate street use areas
- Narrow the travel lane to help slow traffic
- Traffic calming through roadway chicane
- Improve legibility for pedestrian access and safety
- Maintain parking loading and driveway access where needed

*“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



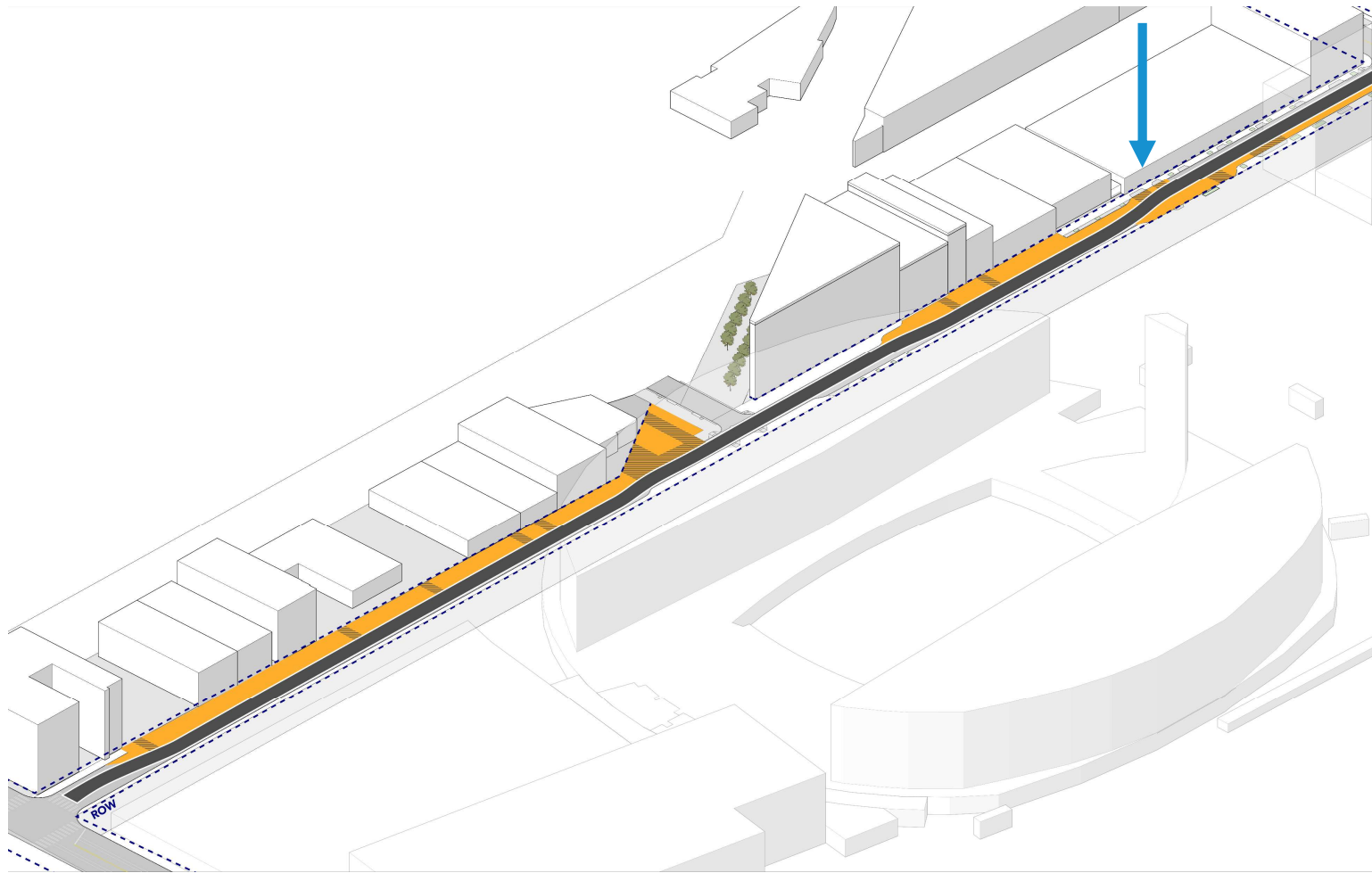








# Drive Aisle Chicane – Existing Conditions

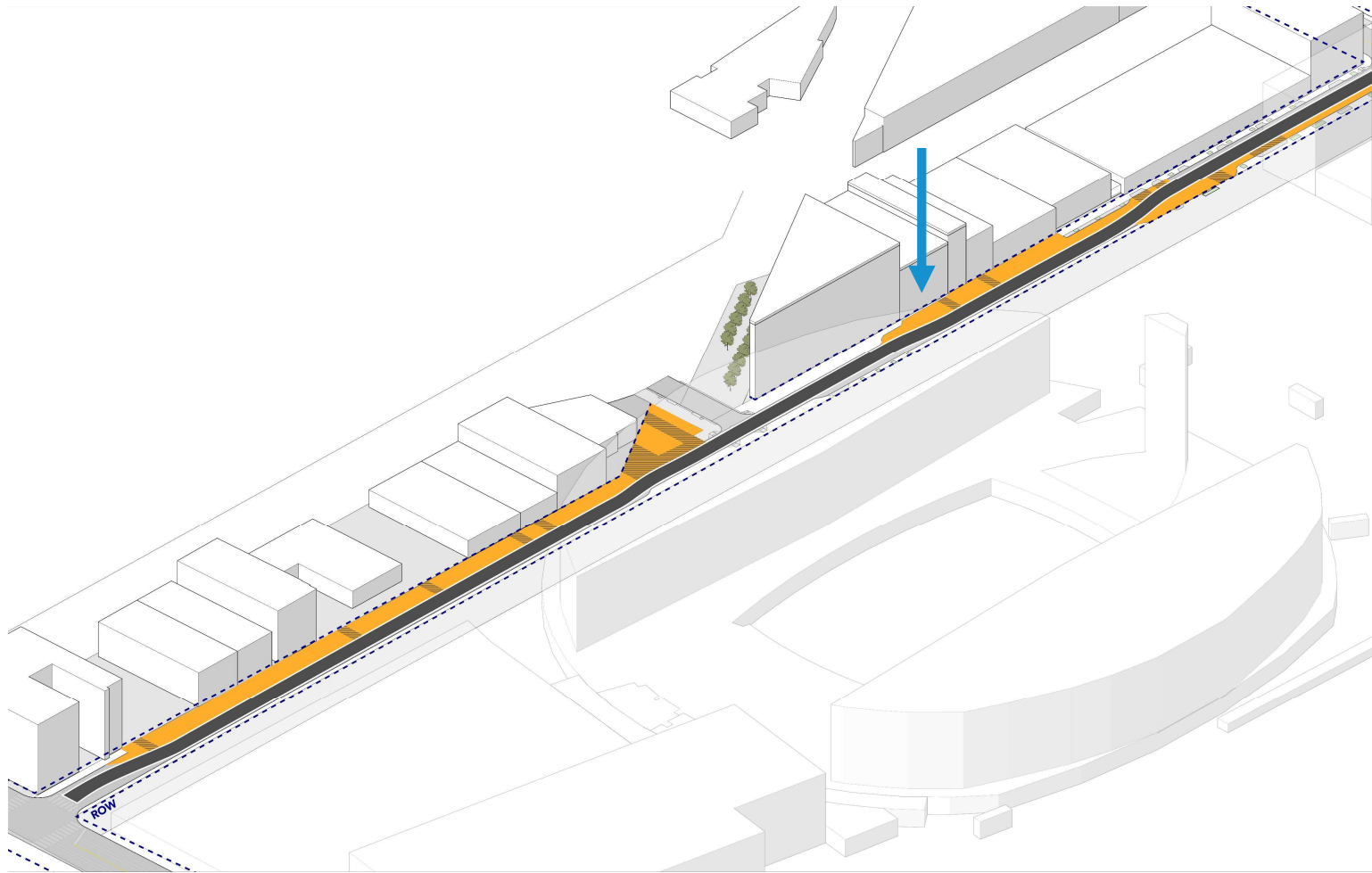


\* Locations are in development and will be presented in greater detail at a future meeting





# Drive Aisle Chicane – Existing Conditions

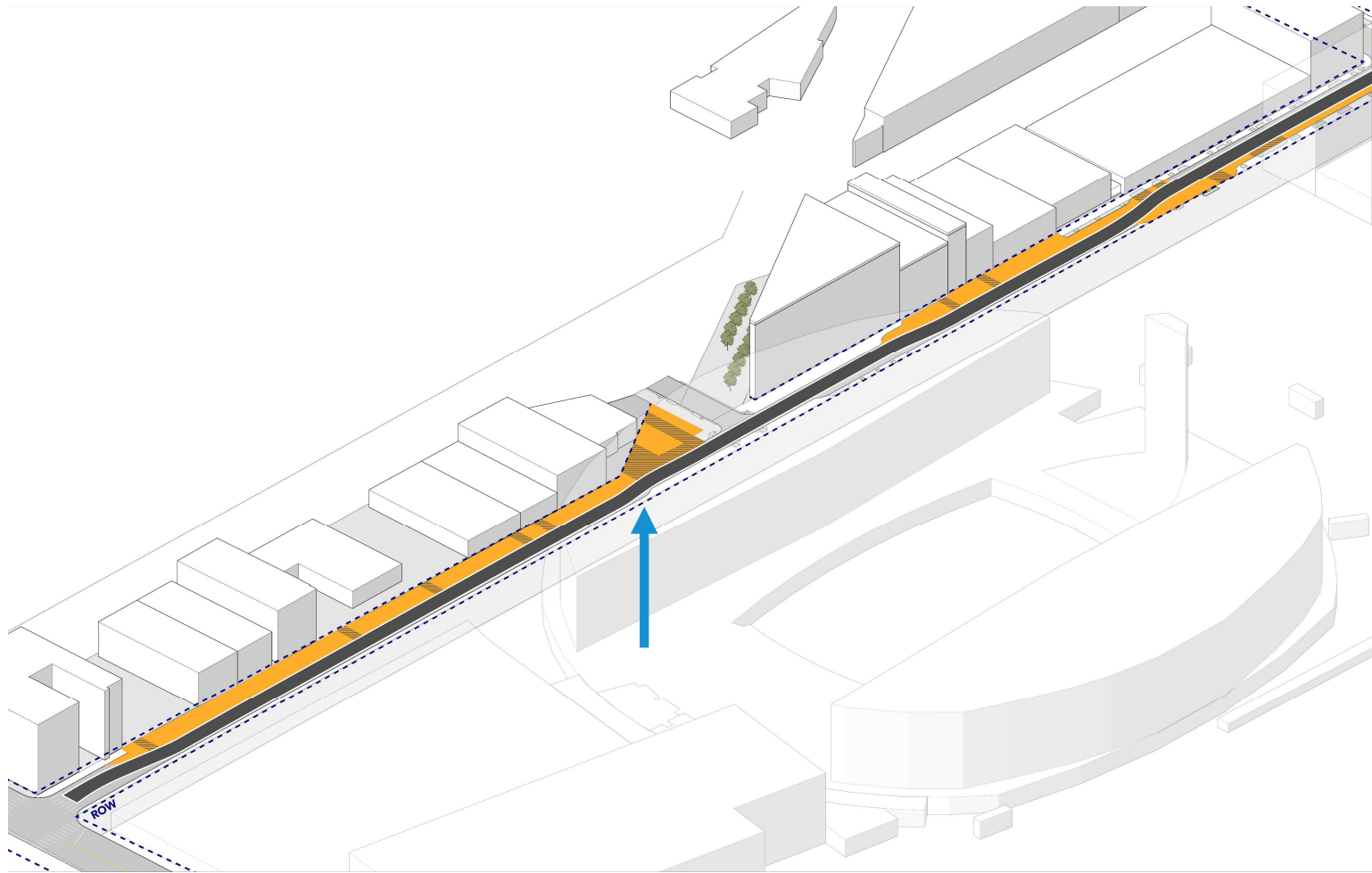


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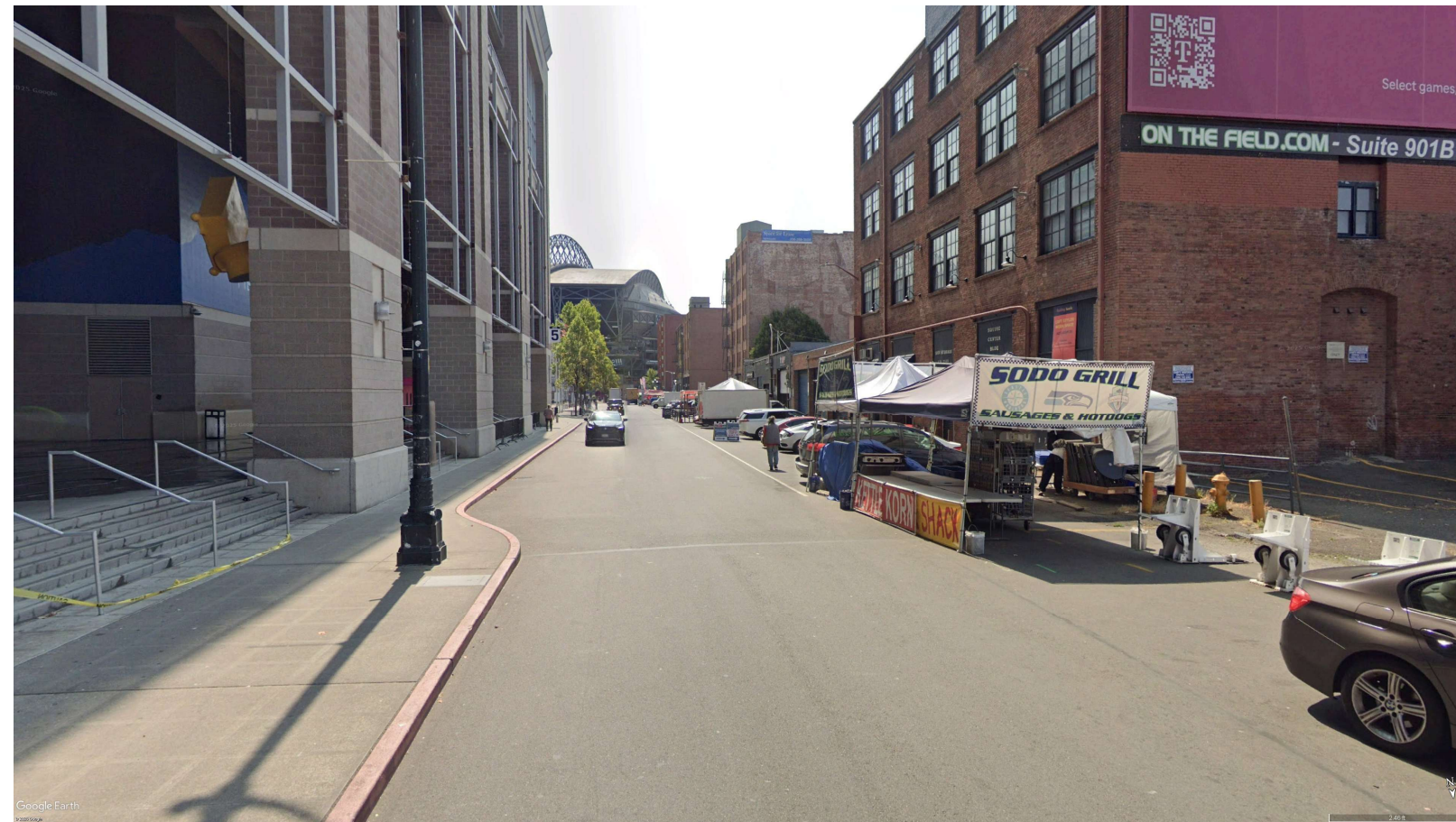




# Drive Aisle Chicane – Existing Conditions

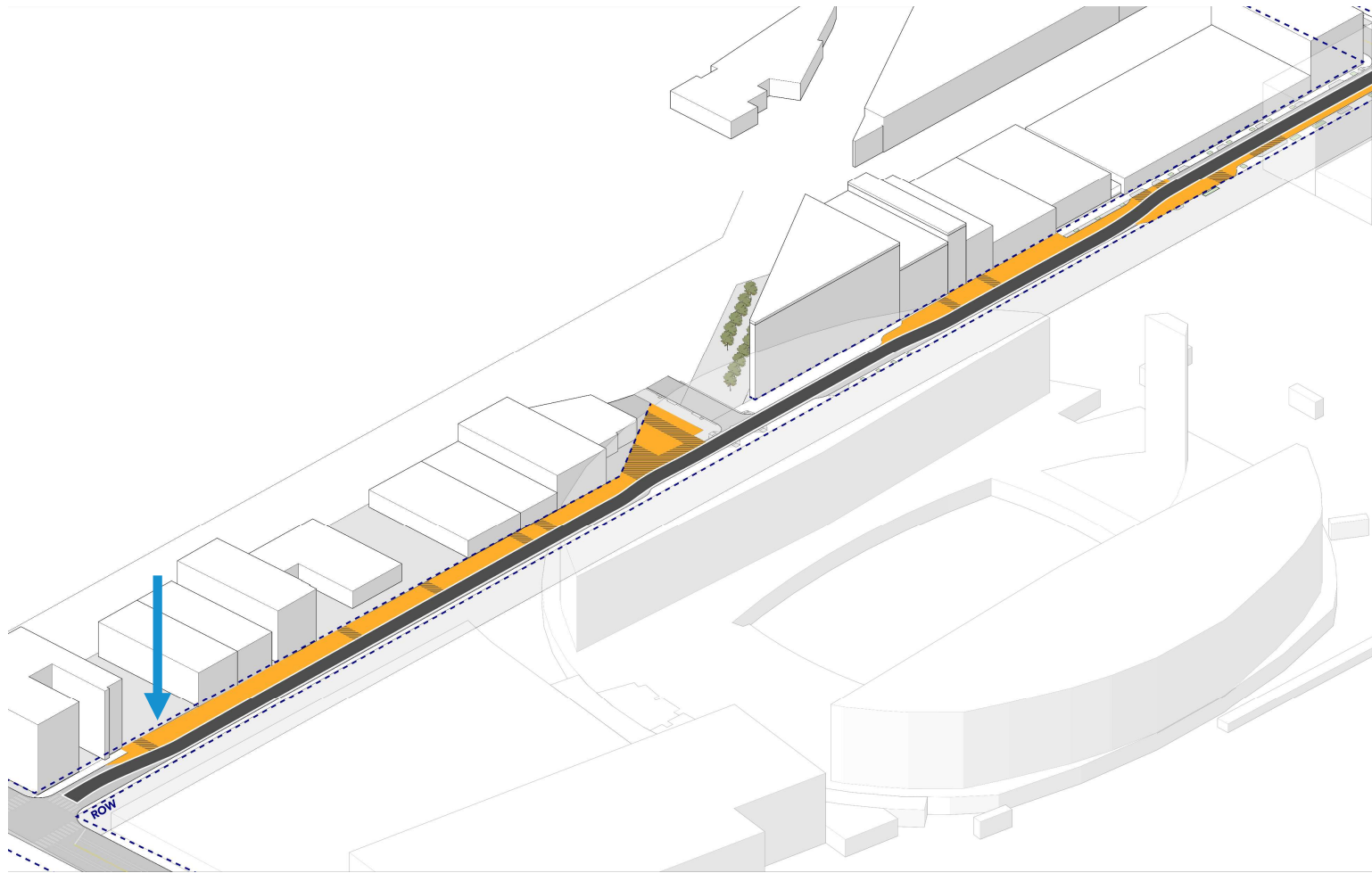


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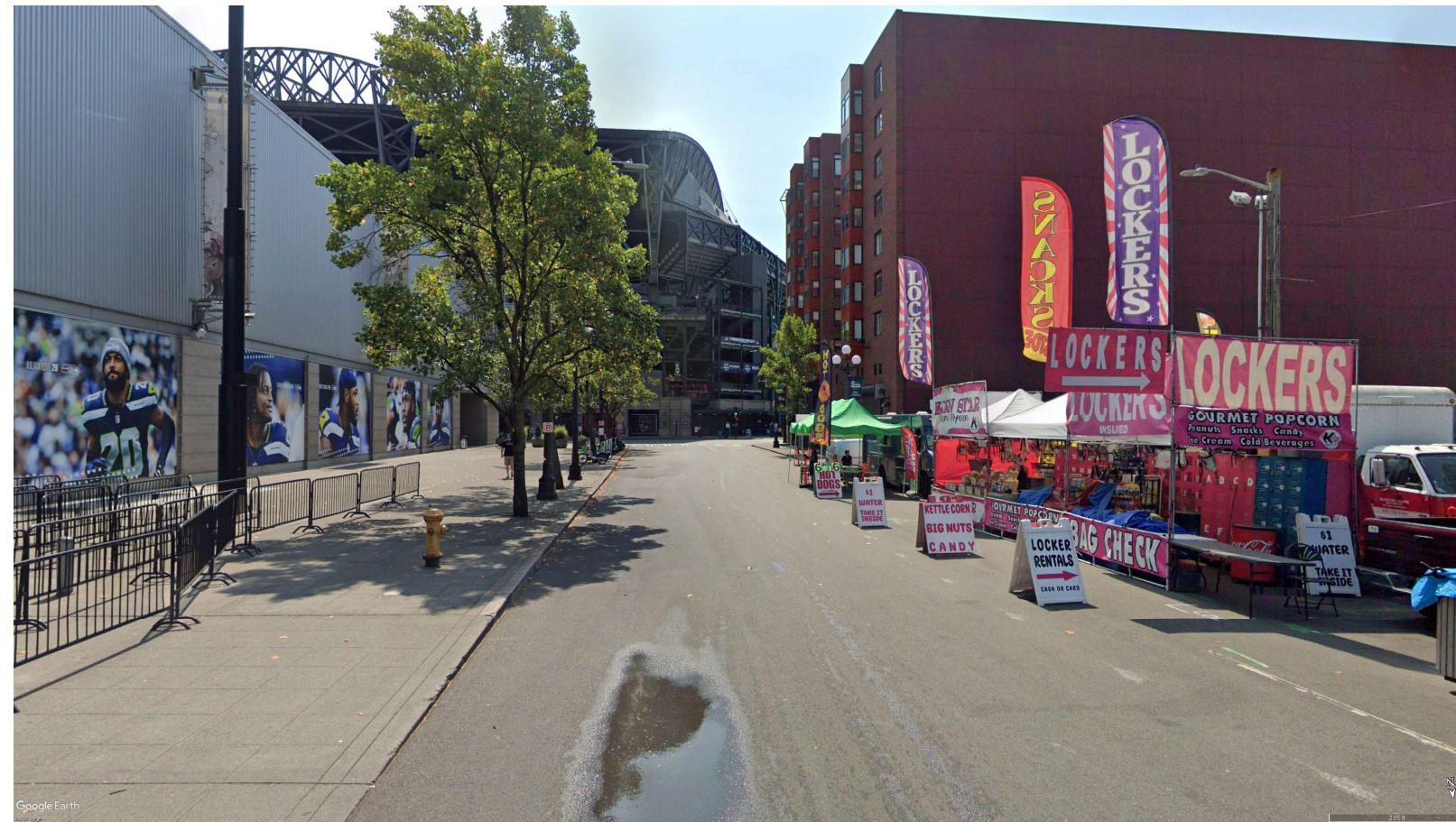




# Drive Aisle Chicane – Existing Conditions



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





# 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



Nord Alley

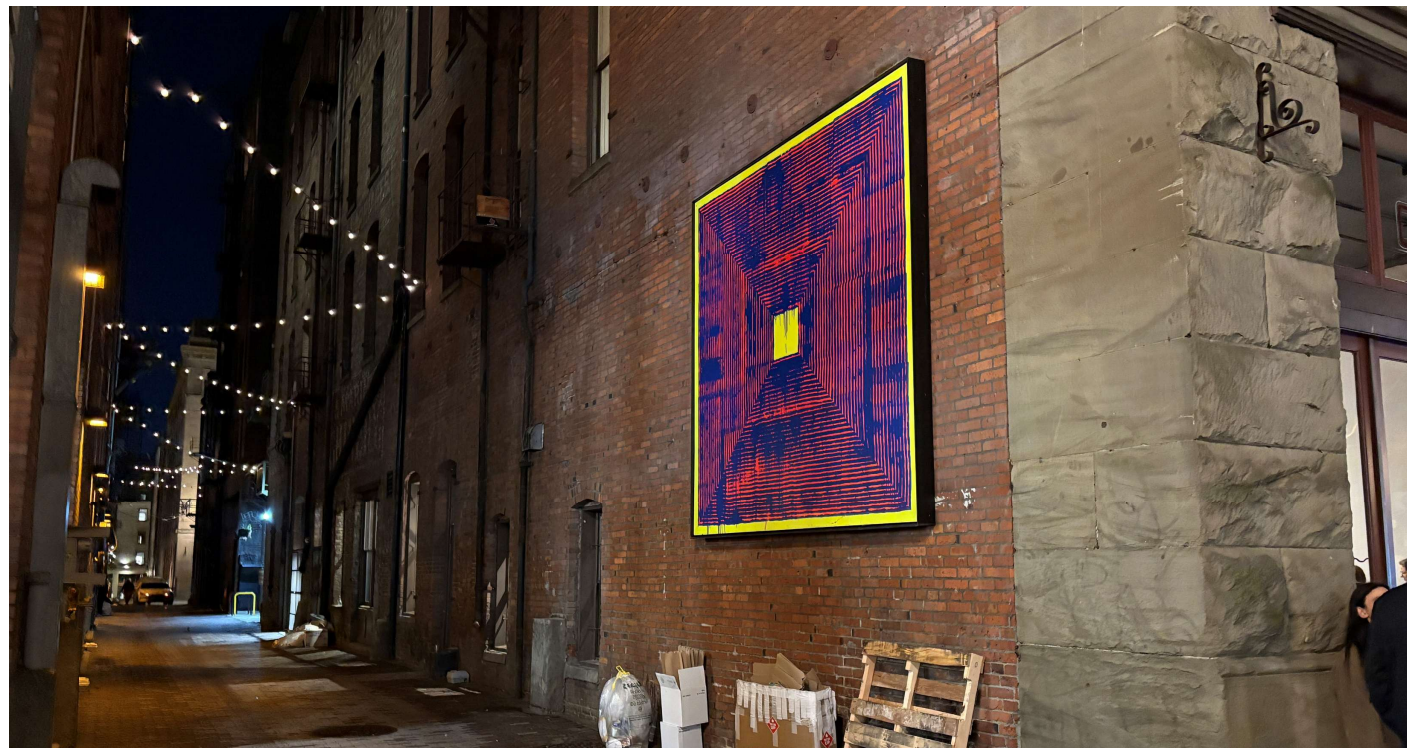


Pioneer Park



# 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



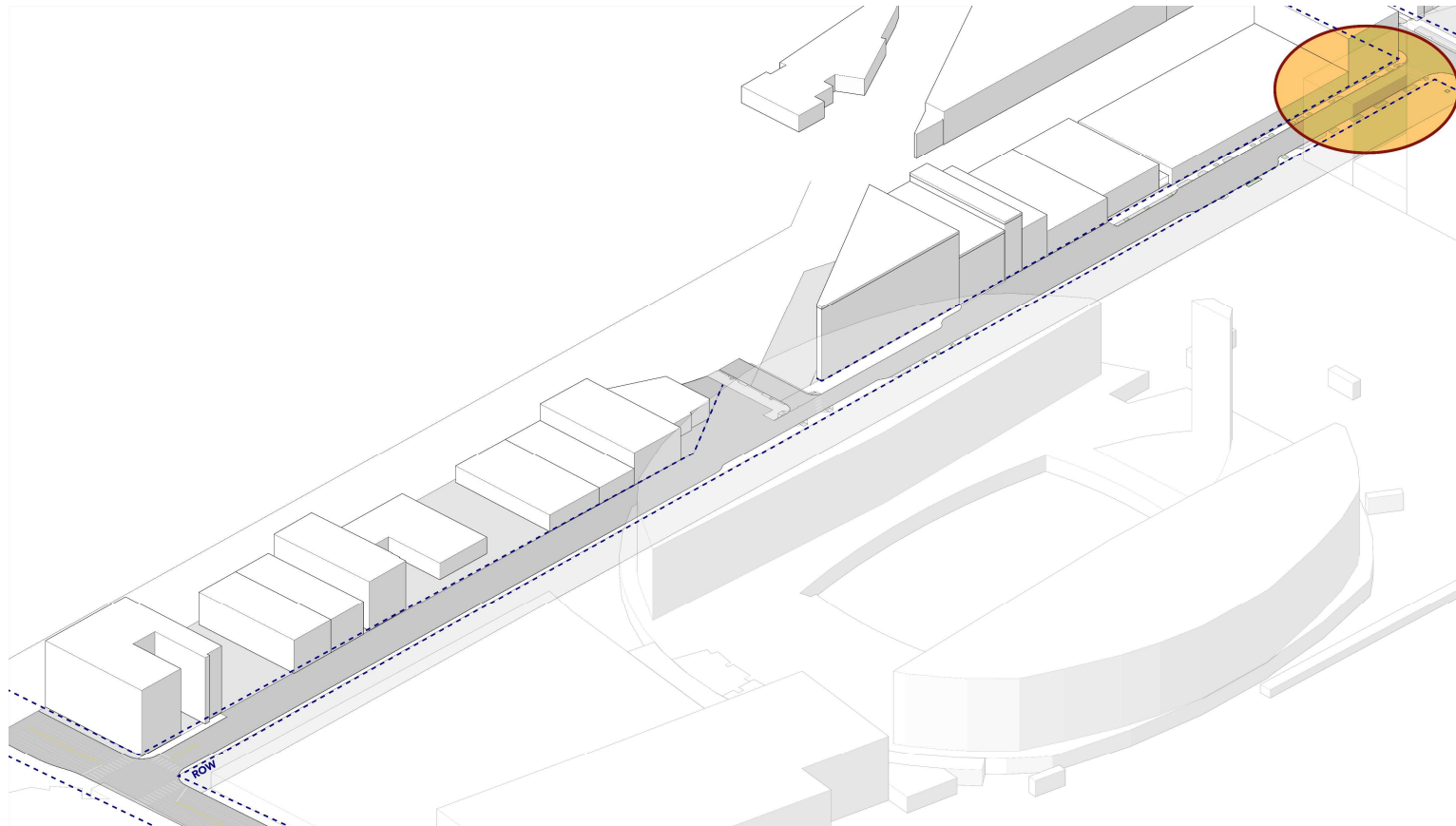
Nord Alley



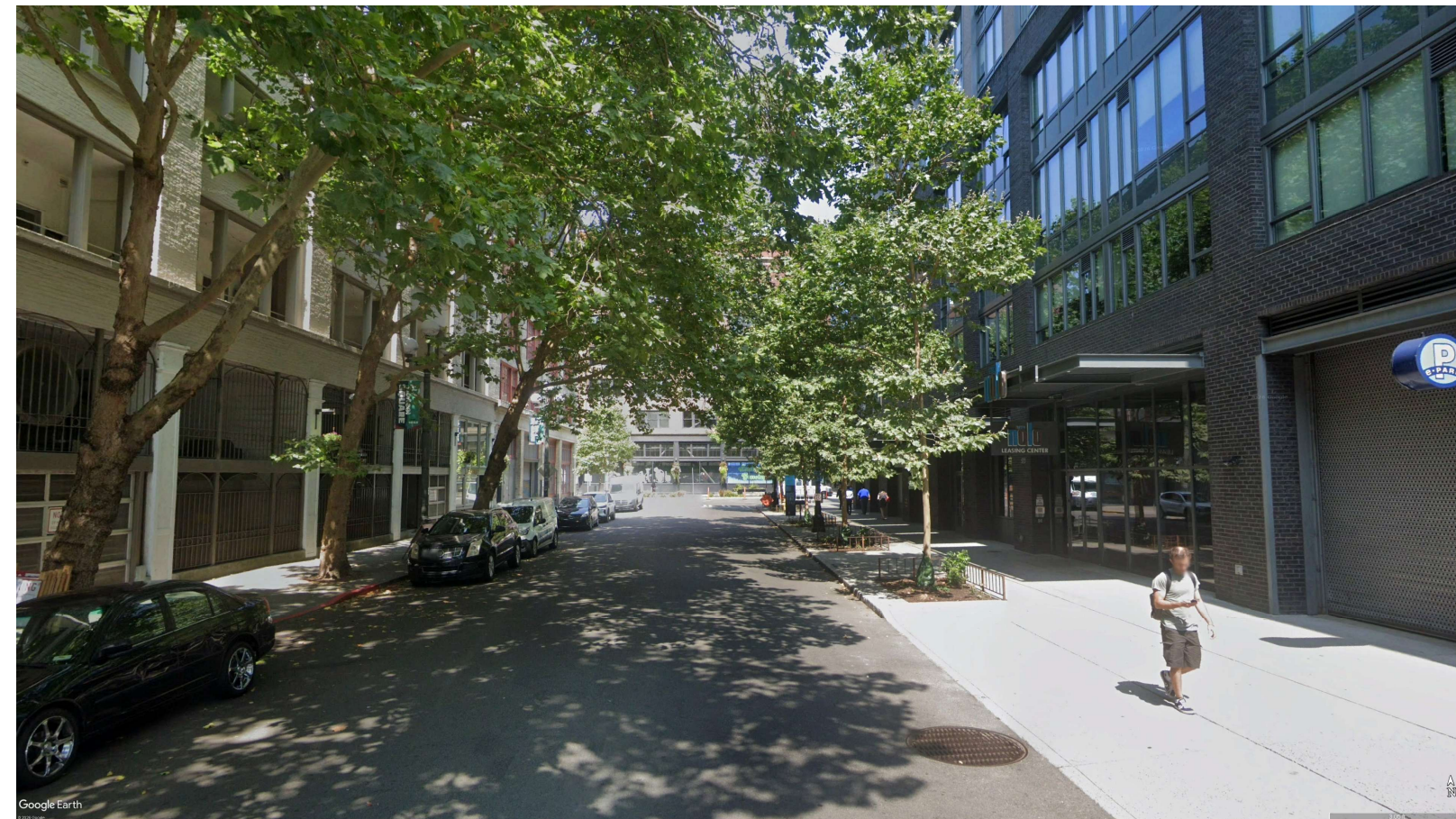
Pioneer Park



# Lighting Locations – Existing Conditions

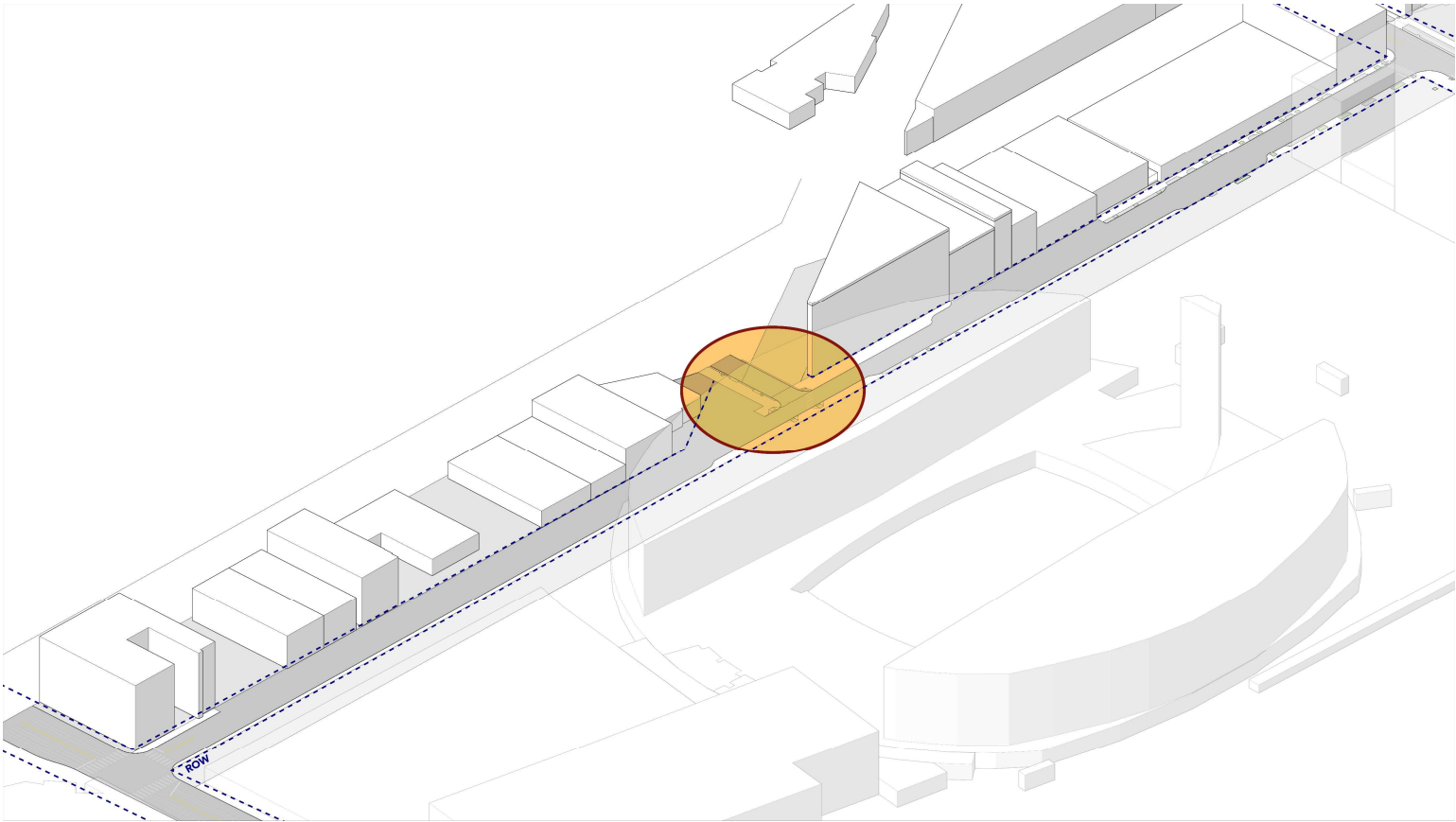


\* Locations are in development and will be presented in greater detail at a future meeting





# Lighting Locations – Existing Conditions

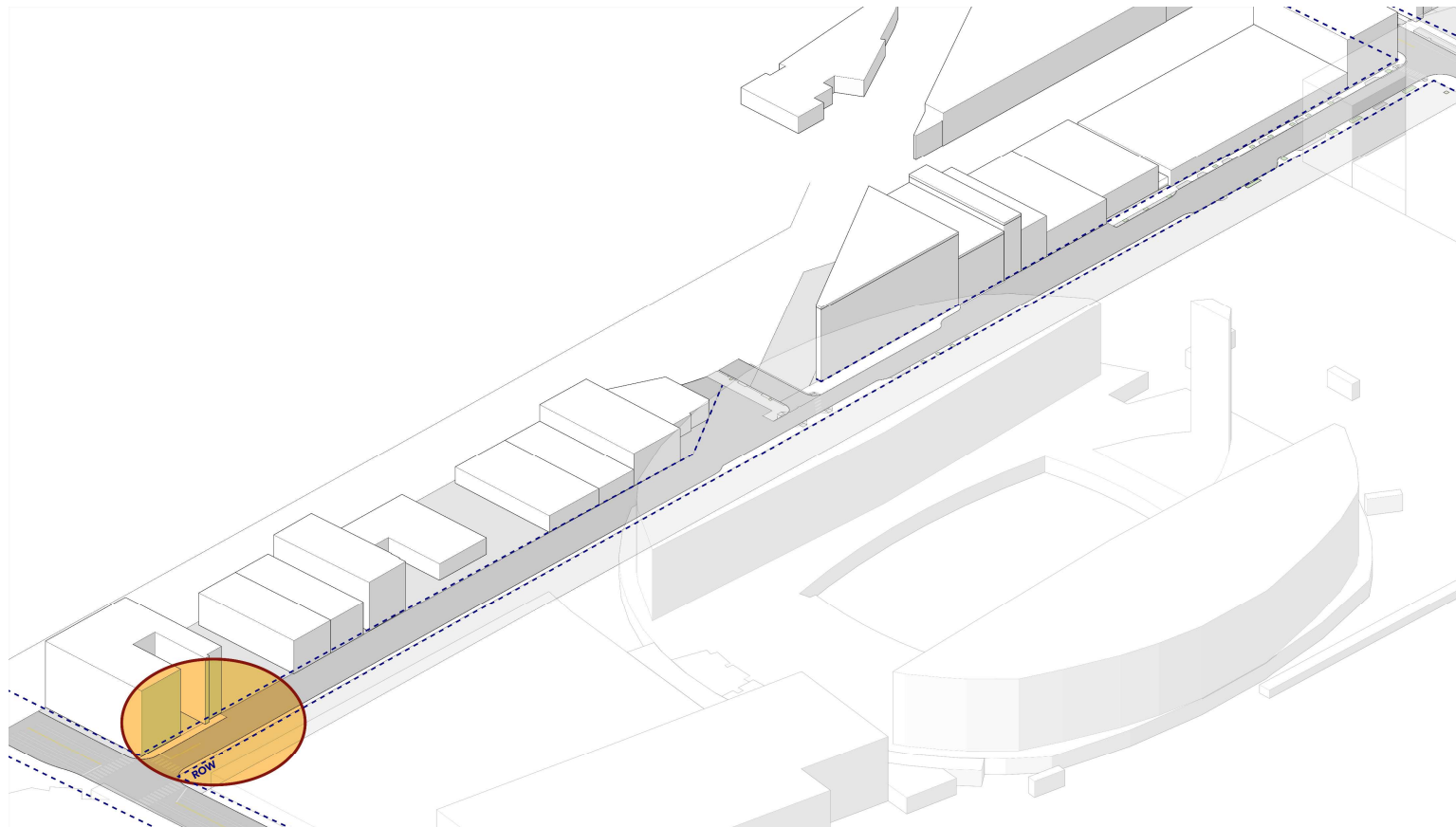


\* Locations are in development and will be presented in greater detail at a future meeting





# Lighting Locations – Existing Conditions



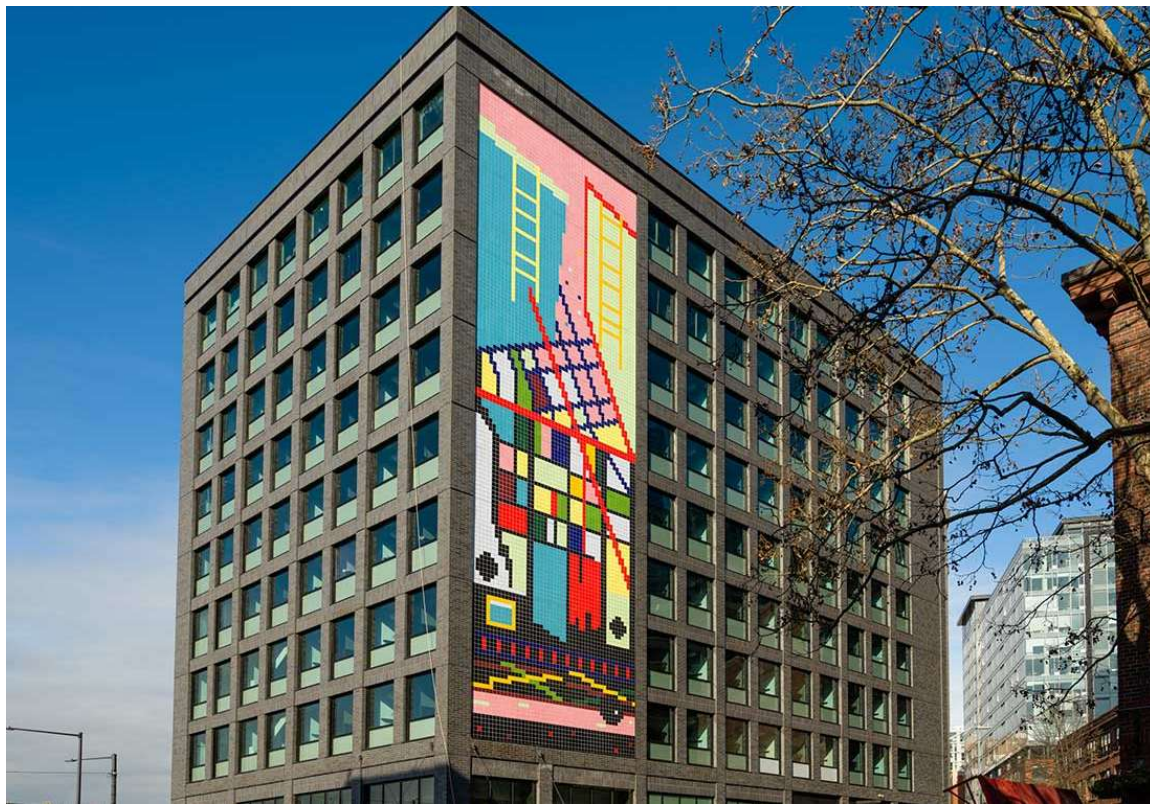
\* Locations are in development and will be presented in greater detail at a future meeting





# 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



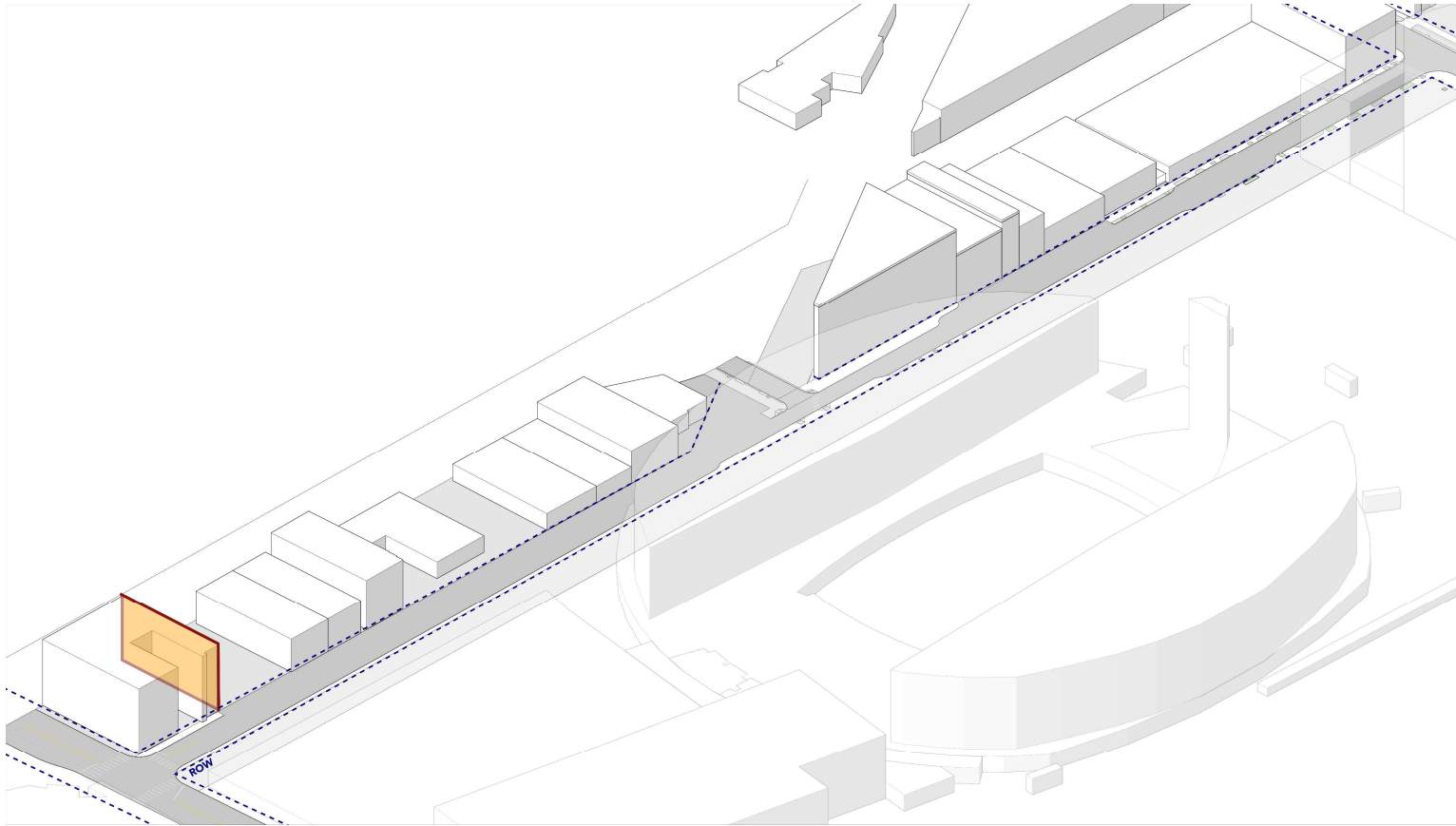
citizenM; photo: [https://www.4culture.org/public\\_art/citizenm/](https://www.4culture.org/public_art/citizenm/)



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**