ike SMART CITY®

**Digital Wayfinding Program:
Downtown Seattle Association.**

Seattle Design Commission
Meeting #3
September 19, 2024

Agenda

- **SUMMARY OF PREVIOUS MEETING**

- **PUBLIC ENGAGEMENT**

- **DEVICE FUNCTIONS**

- **OVERVIEW OF SEPA REPORTS**

- **TERM PERMIT**

- **PUBLIC BENEFITS REVIEW**

SEATTLE IKE TIMELINE

DSA Due Diligence
Begin Outreach
Downtown Action Plan

2018-2023

SDOT Coordination of
SEPA Documents

June - August 2024

Term Permit, Programmatic
Ordinance, Council Review

Q3 2024 / Q1 2025

Site Selection
and Permitting

Q2 - Q3 2025

Implementation

Q4 2025 - Q1 2026

World Cup

Q2 2026

April 4, 2024

SDC Meeting #1
IKE Introduction

June 6, 2024

SDC Meeting #2
IKE Review

September 19, 2024

SDC Meeting #3

SUMMARY OF SDC MEETING #2

▶ **Overarching Concerns**

1. Is the **public benefit mitigation** enough to allow the imposition of advertising in the right of way?

2. Has there been enough **public input**, has the public had a sufficient opportunity to comment on the proposal, and has the comment indicated that there is support for the proposal that is quantifiable and transparent?

▶ **Commissioner comments and recommendations**

1. It is unclear that the **public safety** presentation team has a complete understanding about the capabilities and limitations of the kiosks, as a tool that they are seeking to assist with their efforts.

2. Concern that the **amount of kiosk images** that will be made available to the public (1 out of 8 images; 25% of the annual allotment) is not sufficient, given the implications that the program will have on the right of way. In addition, concern was expressed that the slides that are made available to the public will be displayed at times that are less than optimal (nights, weekends, etc.) to be of value to the public.

3. Overall, more information on the **public safety** element of the project is needed.

4. Concern about the **precedent** being established by allowing a private entity to pursue this project within the right of way, and how it may open the door to additional requests from other digital media companies.

5. More information is needed about the **tools that will be used by City staff to guide installation** of an individual kiosk, including any template, handbook, or other similar tool to be used by decision-makers.

6. More information about the **public benefit package** and the overall value created by the individual elements.

7. Make sure that the content of the aesthetic study considers the **impact on trees**, the minimum amount of **lighting** needed to reduce impacts on public's use of the right of way, lighting impact on abutting uses, and the overall composition of the right of way because of the addition of the kiosks.

8. What **views** are being blocked by the kiosks that negatively impacts the goal of an active and safe streetscape.

9. An **interim reporting period** within the initial 15-year term to evaluate the program that includes an assessment of the strength of the program and the goals it is achieving.

10. The ability to have a more public version of the kiosk program, one driven by public information that is supported by the public and not a program driven by advertising revenues.

11. Concern that the **role that this system plays in wayfinding** – not sure if its needed given Seamless Seattle and other similar programs.

12. It is unclear why the city of Seattle would need 4 different solutions to solve the wayfinding problem in Seattle. If this is truly a wayfinding and information amenity, then why is the number one app a "selfie" app? In addition, if the number one need is wayfinding, then that would suggest the need for better signage in the city and not a kiosk.

13. **Equity concerns** raised about the imbalance of the public safety advantage in only some neighborhoods.

Public Engagement

UPDATED METRICS: WEBSITE, ONLINE SURVEY AND IN-PERSON

- 450 unique website visitors and more than 600 page views
- More than 150 online surveys have been completed
- One in-person kiosk engagement in May 2024; future multi-day events planned closer to Council process
- Outreach to more than 60 community groups, stakeholders, and downtown organizations
- Direct outreach to more than 200 BIPOC businesses
- Website materials translated into Spanish, Chinese and Vietnamese

IN-PERSON ENGAGEMENT

COMPLETED

◆ Pedestrian Advisory Board Briefing (August)

◆ First Hill: briefed Executive Director (August)

◆ Uptown Alliance (September)

UPCOMING

◆ Belltown, Denny Triangle, Pike / Pine, South Lake Union and Capitol Hill (Fall 2024)

◆ Mariners / PDA (Fall 2024)

ike SMART CITY | SiteWorkshop
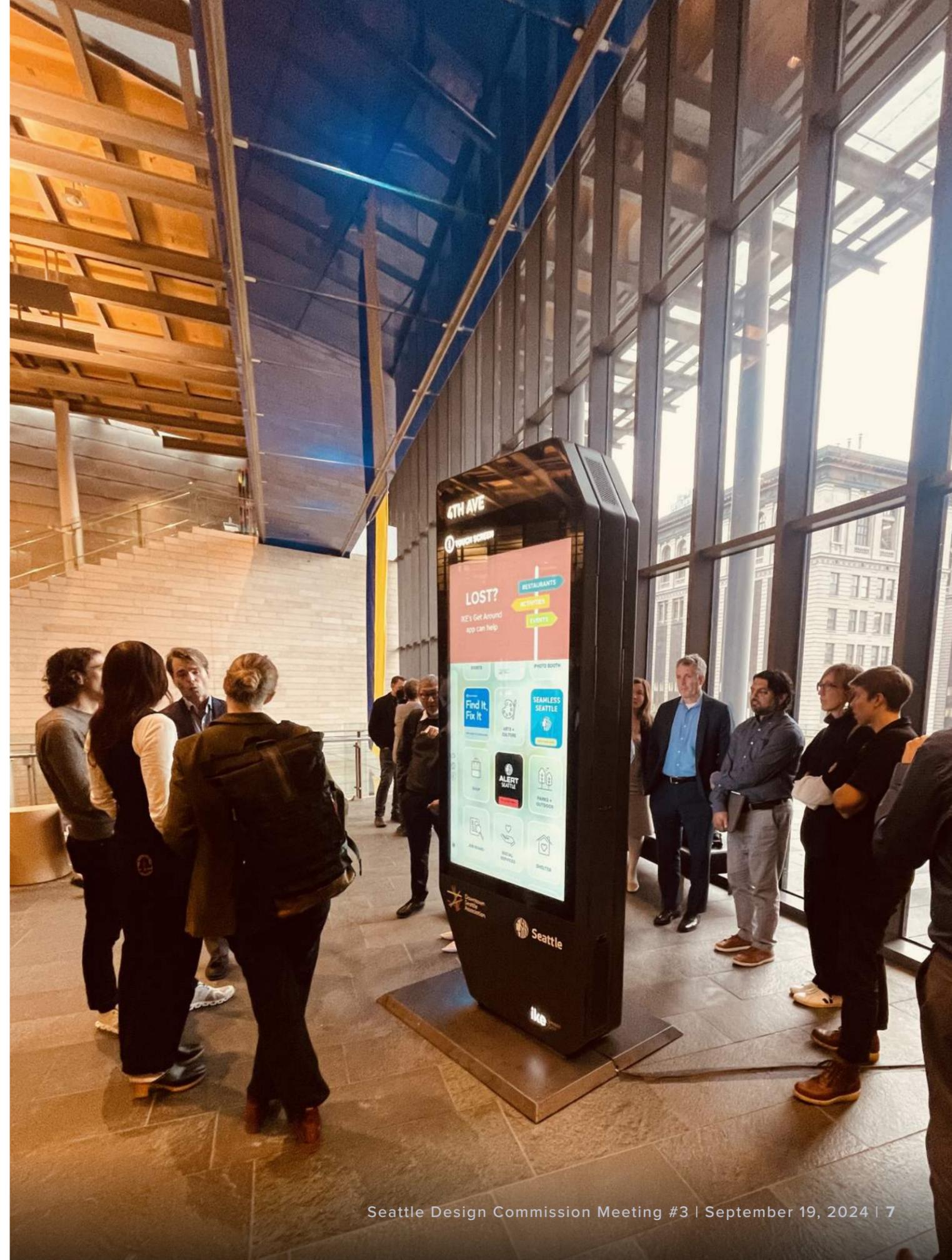
KEY THEMES FROM ENGAGEMENT

POSITIVES

◆ Easy access for emergency calls and supports public safety challenges including quick access to services

◆ Good exposure opportunities for emerging artists and cultural groups

◆ Revenue supports additional MID staff

◆ Translation element will fill a need for basic services and wayfinding

◆ Community groups outside boundaries of BIAs and MID have shown interest

POSSIBLE CHALLENGES

◆ Concerns about privacy, advertising and future costs to public

◆ Questions about how the kiosks would interact in the right-of-way

◆ Concerns about vandalism, durability and maintenance

◆ Concerns about keeping pace with technology so kiosks are not outdated over time

ike SMART CITY | SiteWorkshop
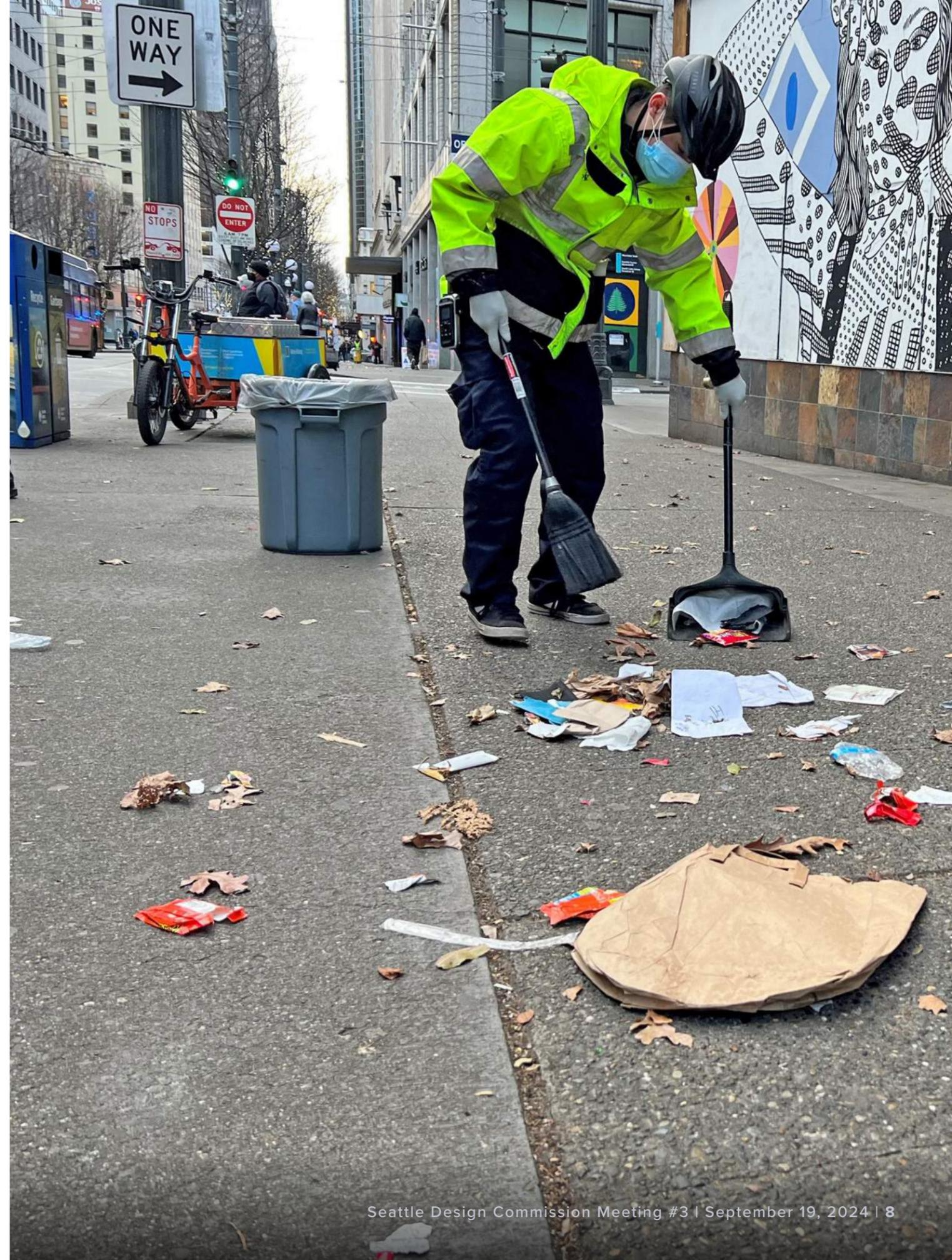
OUTREACH ONGOING THROUGH COUNCIL VOTE

◆ Multi-day return of the kiosk to downtown locations

◆ Ongoing outreach to residential, stakeholder, neighborhood, business, and tourism & cultural groups

◆ Continue to promote website and survey
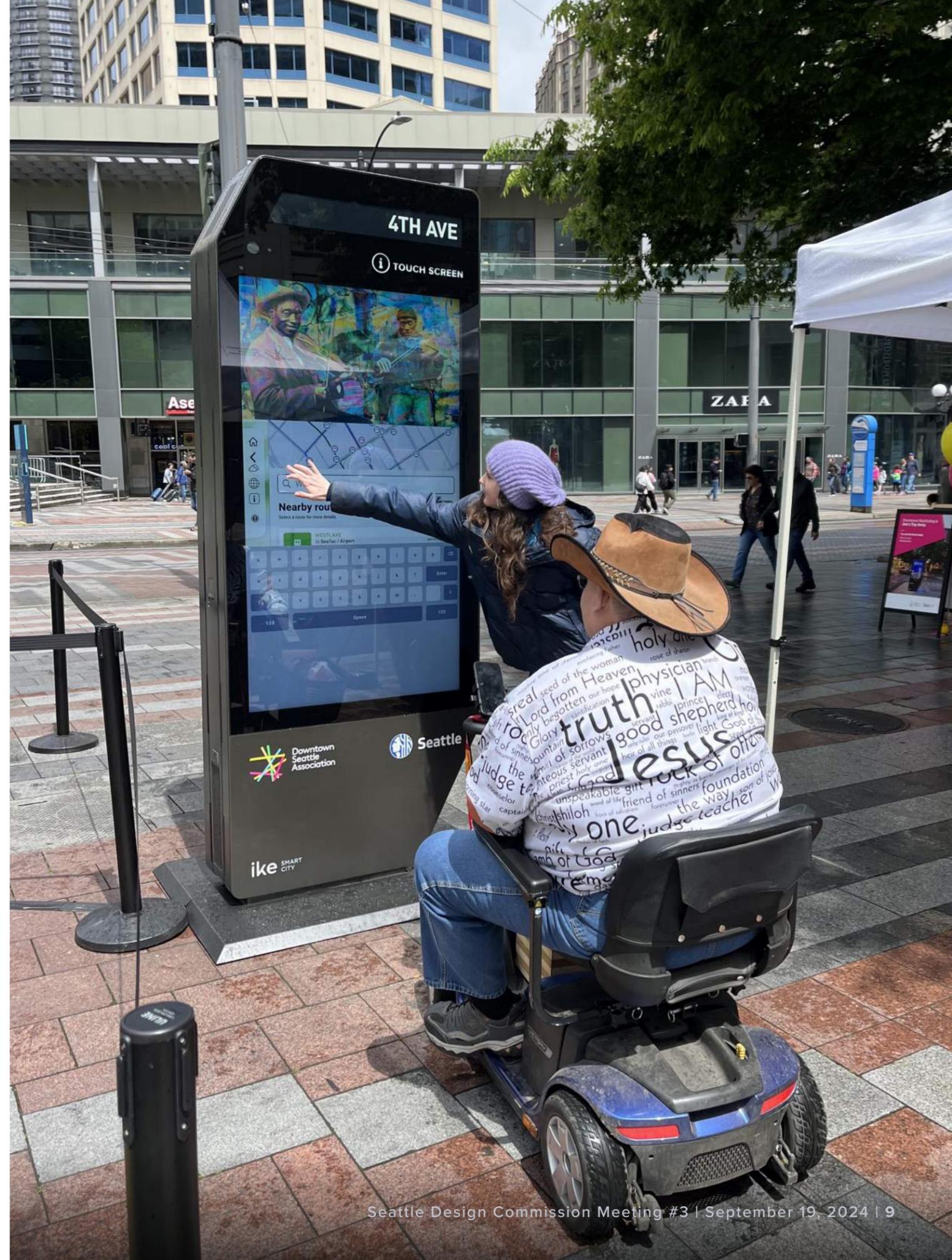
Device Functions

DEVICE CONTENT (PUBLIC CONTENT ALLOTMENT)

Slide Deck

- ◆ Devices display a repeating deck of 8 slides all day.

- ◆ There is no differentiation between peak and non-peak hours, day and night.

- ◆ Each slide is shown for 10 seconds.

- ◆ The content of the public slides can vary during the day so that a variety of messages and art can be included.
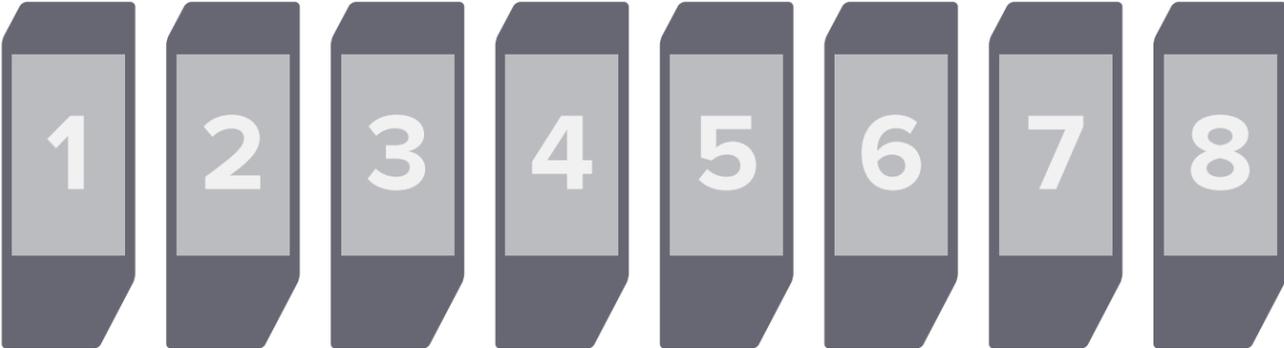
Annual Minimum

- ◆ Over the course of the year, on average, the slide decks will contain at least **1/4 public content slides**.

- ◆ All unsold advertising slides will be filled with public content at no cost. This means the annual average could be above the minimum of 1/4. In other markets the annual average of public content slides is closer to 40%.
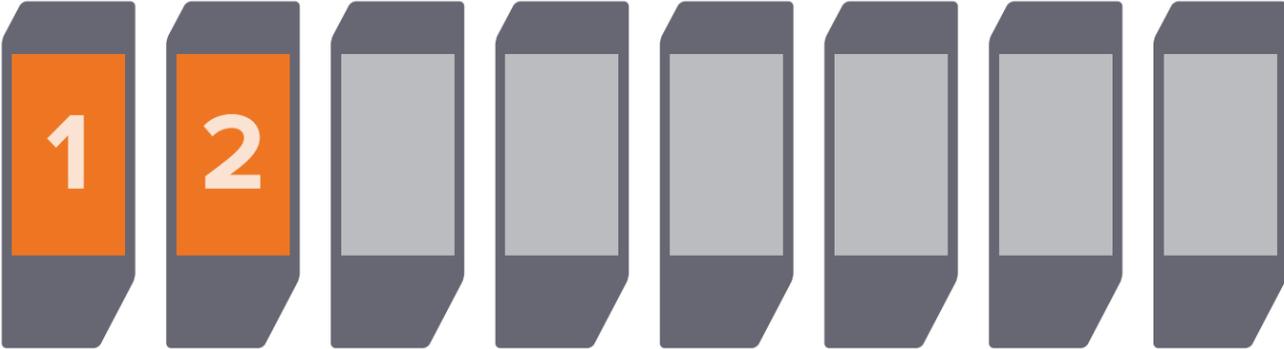
Daily Minimum

- ◆ No slide deck will ever contain less than **1/8 of public content slides**.

- ◆ During peak advertising weeks the deck will contain the minimum of 1/8 slides of public content. Slower advertising weeks will contain more public content slides to ensure the average annual minimum of 1/4 is met.
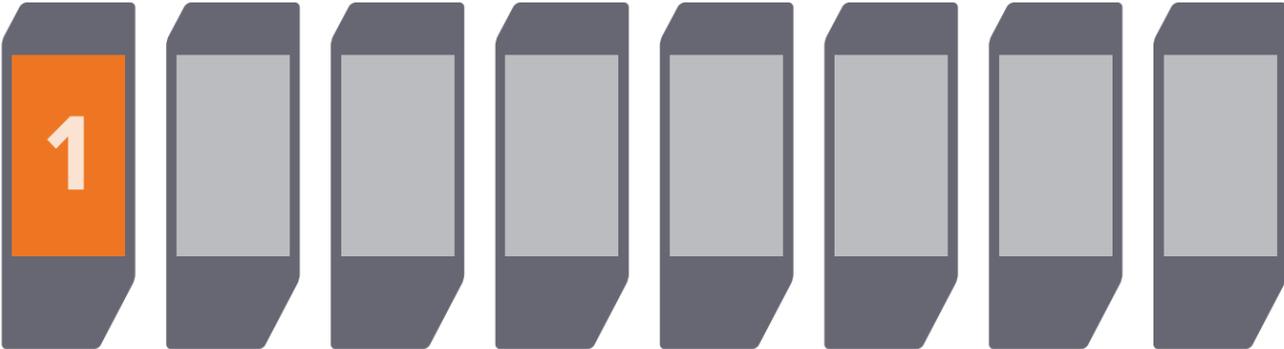
DEVICE VIDEOS

ATLANTA VIDEO

OAKLAND VIDEO

APPS AND ENGAGEMENT

IKE Session Analysis

6/1/2023 - 5/31/2024

Market	Total Kiosks	Avg Visits per Kiosk per Month	Total Visits (Entire Market)	Avg Session Duration (seconds)
San Antonio	28	880	295,680	87.00
Cleveland	23	512	141,312	88.79
Tampa	30	442	159,120	108.74
Miami	100	353	423,600	80.21
Detroit	27	310	100,440	94.05
Houston	93	302	337,032	105.36
Atlanta	72	265	228,960	84.61

- On average, markets range from 8,000+ to 35,000+ user sessions per month.
- Devices are engaged on average between 265 and 880 times per month.
- The most used apps during these engagement sessions were Photobooth, Directions, and Eat + Drink.
- Engagement sessions lasted on average between 80 and 109 seconds.

IKE App Analysis

6/1/2023 - 5/31/2024

Market	1st Most Used App		2nd Most Used App		3rd Most Used App	
San Antonio	Directions	44,310	Photobooth	26,769	Transit	24,865
Cleveland	Photobooth	9,729	Directions	9,906	Shelter	6,402
Tampa	Photobooth	41,854	Eat + Drink	9,425	Directions	7,301
Miami	Photobooth	43,318	Directions	19,182	Eat + Drink	13,808
Detroit	Photobooth	14,848	Directions	11,347	Transit	6,990
Houston	Photobooth	36,629	Arcade	22,392	Activities	15,962
Atlanta	Photobooth	34,239	Eat + Drink	10,780	Arcade	8,915

WAYFINDING

◆ Directions is one of the top three used apps on the device in most markets.

◆ In Seattle the Directions app will be customized to visually and nominally coordinate with the Seamless Seattle program's wayfinding signage.

◆ The devices' wayfinding tool is complementary and supplementary to the Seamless Seattle wayfinding program.

◆ Devices will only be located where there is no Seamless signage.
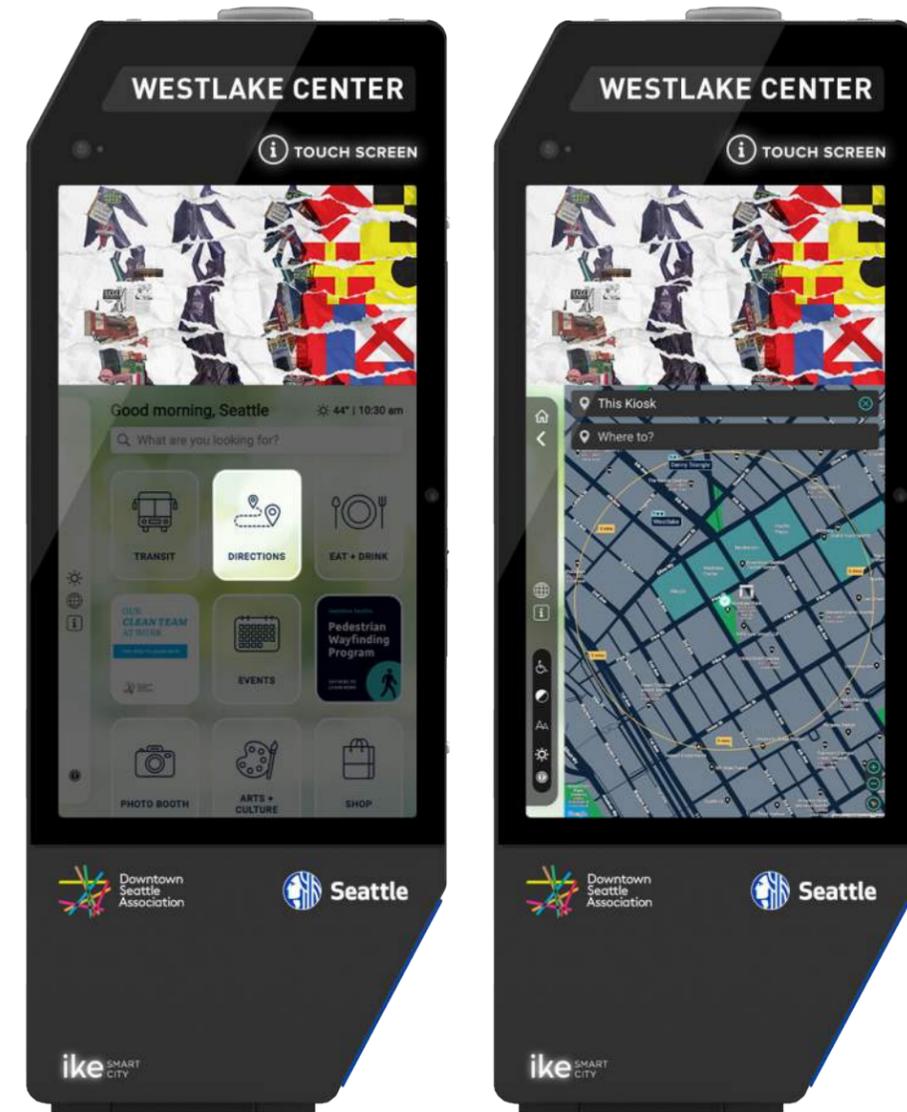
CUSTOMIZED DIRECTIONS APP

LIGHTING AND SOUND

◆ The devices will emit light continually, 24/7.

◆ Each device is equipped with sensors that automatically adjust the screen brightness based the environment (e.g., direct sunlight, at night, etc.) with the capability to manually adjust the screen brightness if needed.

◆ Devices have a maximum brightness of 4,000 nits that is only used when in direct sunlight.

◆ Typical nighttime brightness is 400 nits.

◆ The proposal includes that between dusk and dawn Devices will be limited in brightness to no more than 500 nits. This matches Seattle sign code brightness criteria for video display signs. See SMC 23.55.005.

◆ The Devices' only capability to emit sounds is through a two-way speaker solely used to call 911.

◆ The light and glare of the Devices will not have a significant impact on adjacent land uses.

PRIVACY

◆ IKE Smart City does not collect or sell personally identifiable information or any other data of any type. Revenue is limited to advertising sales.

◆ The only data IKE collects are usage analytics data to help improve and test device applications and features. Data is fully anonymized.

◆ The Seattle IKE devices may include a selfie camera as part of our "Photo Booth" application only. Photos are not stored on the device or retained by IKE. The Seattle devices will not be equipped with any other camera.

◆ IKE applications rely on proprietary software developed in-house. User interactions (which are always anonymous) with free Wi-Fi and Mobile Hand-off may involve third-party service providers. Data is not shared.

◆ IKE's privacy policy: https://www.ikesmartcity.com/documents/en/privacy-policy.html

DIALPAD / QR CODE DRAWER ACTIVATED
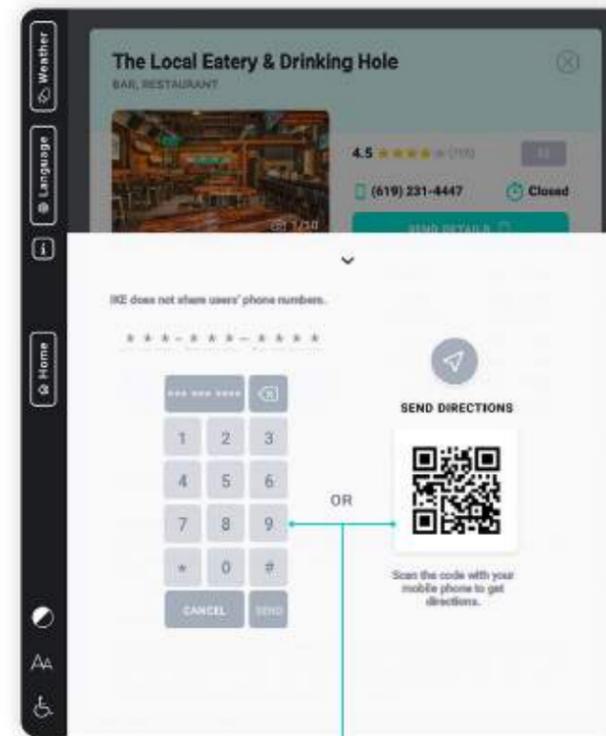
MOBILE DEVICE

ENTER PHONE NUMBER OR SCAN A QR CODE TO TRANSFER KIOSK CONTENT TO MOBILE DEVICE
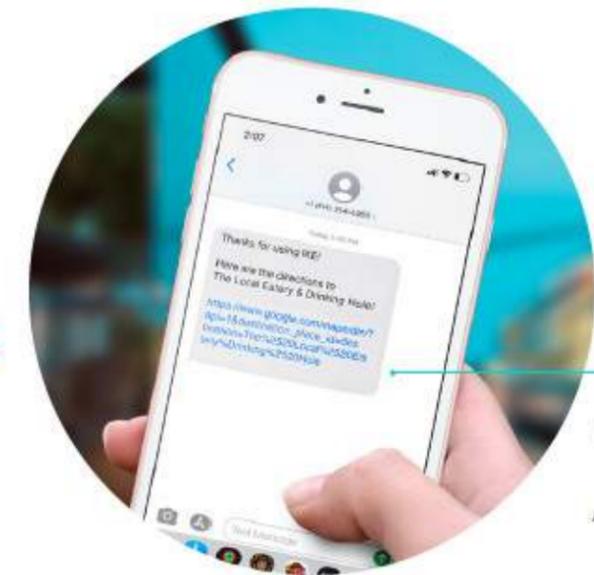
LINK WILL OPEN DIRECTIONS IN A USER'S PREFERRED MAPPING APPLICATION

ACCESSIBILITY

◆ Devices are fully ADA compliant and follow all applicable ADA laws as required and allow for proper space and access for users who may use wheelchairs.

◆ On-screen capability to lower the screen for application access and access the 9-1-1 emergency call button.

◆ Mobile hand-off accessibility feature for visually impaired users to have the device features and functionalities accessible in a familiar way on their mobile device via a braille plaque on the device spine with a QR Code that is scannable with a smart phone.

◆ Text size and contrast adjustments.

OPENS DRAWER FOR LANGUAGE SELECTION

VISUAL SUPPORT TOOLS:

WHEELCHAIR ACCESSIBILITY TOOL

Repositions on-screen content to lower reach

HIGH CONTRAST MODE COMPARISON

Default Interface | High Contrast Mode

LARGE TEXT MODE COMPARISON

Default Interface | Large Text Mode

LIGHT AND DARK MODE COMPARISON

Light Mode | Dark Mode
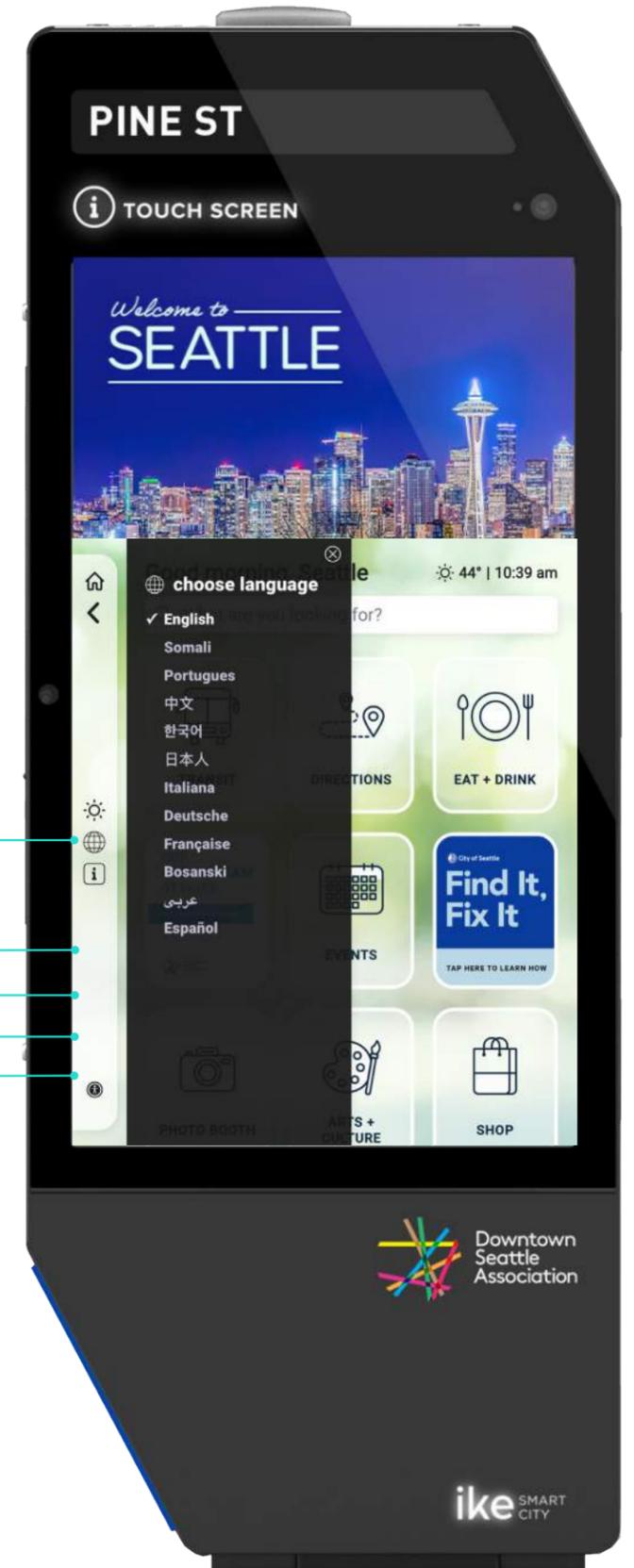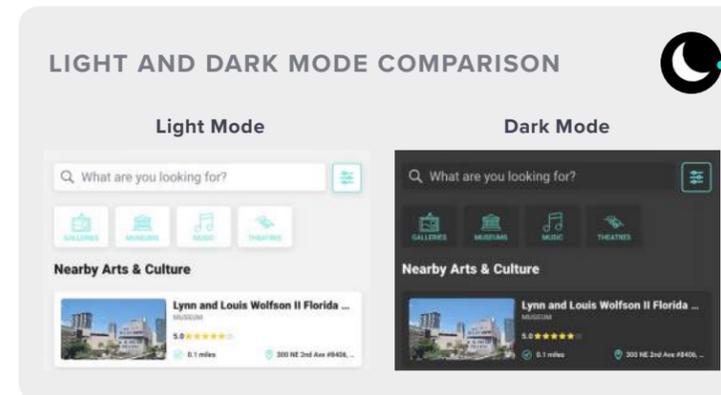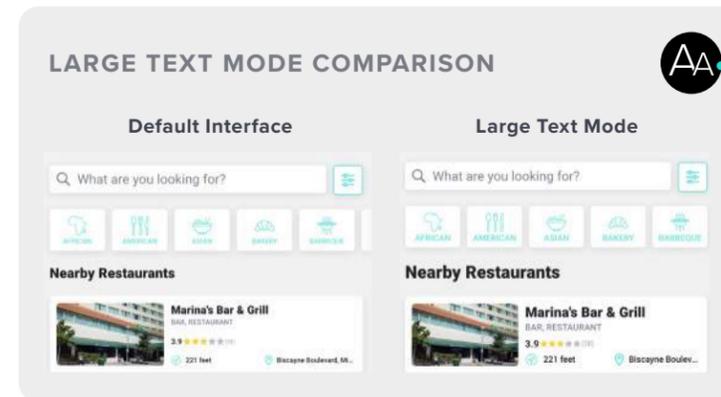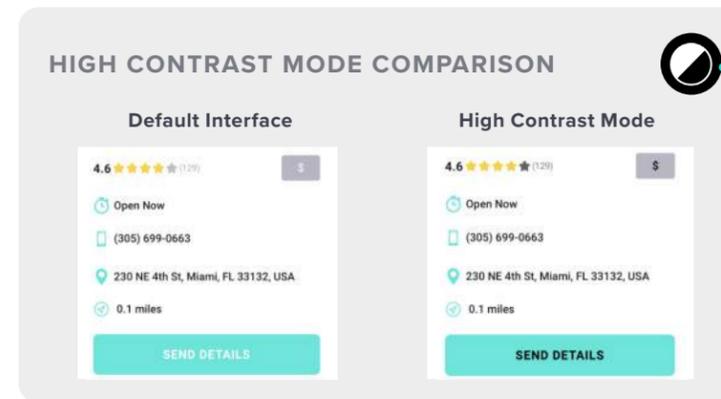
EQUITABLE AND INCLUSIVE PLATFORM

◆ Free Public Content: All apps, community messaging and art on the devices are free for everyone within the public right-of-way to use.

◆ Multilingual capability, with device content available in up to 100 languages. Each device can be programmed to reflect predominant languages spoken within the City of Seattle.

◆ Public outreach program is ongoing and includes BIPOC and small business outreach, neighborhood group engagement, city wide organizations, resident outreach and a physical device demonstration.

◆ Device program may expand to additional neighborhood BIAs in future deployments under separate review.

◆ Devices have been customized to reflect current city wayfinding programs.

◆ Devices are no cost to city or public and will not impact current city programs or services, but rather compliment them.

◆ Provides access to underrepresented artist communities.
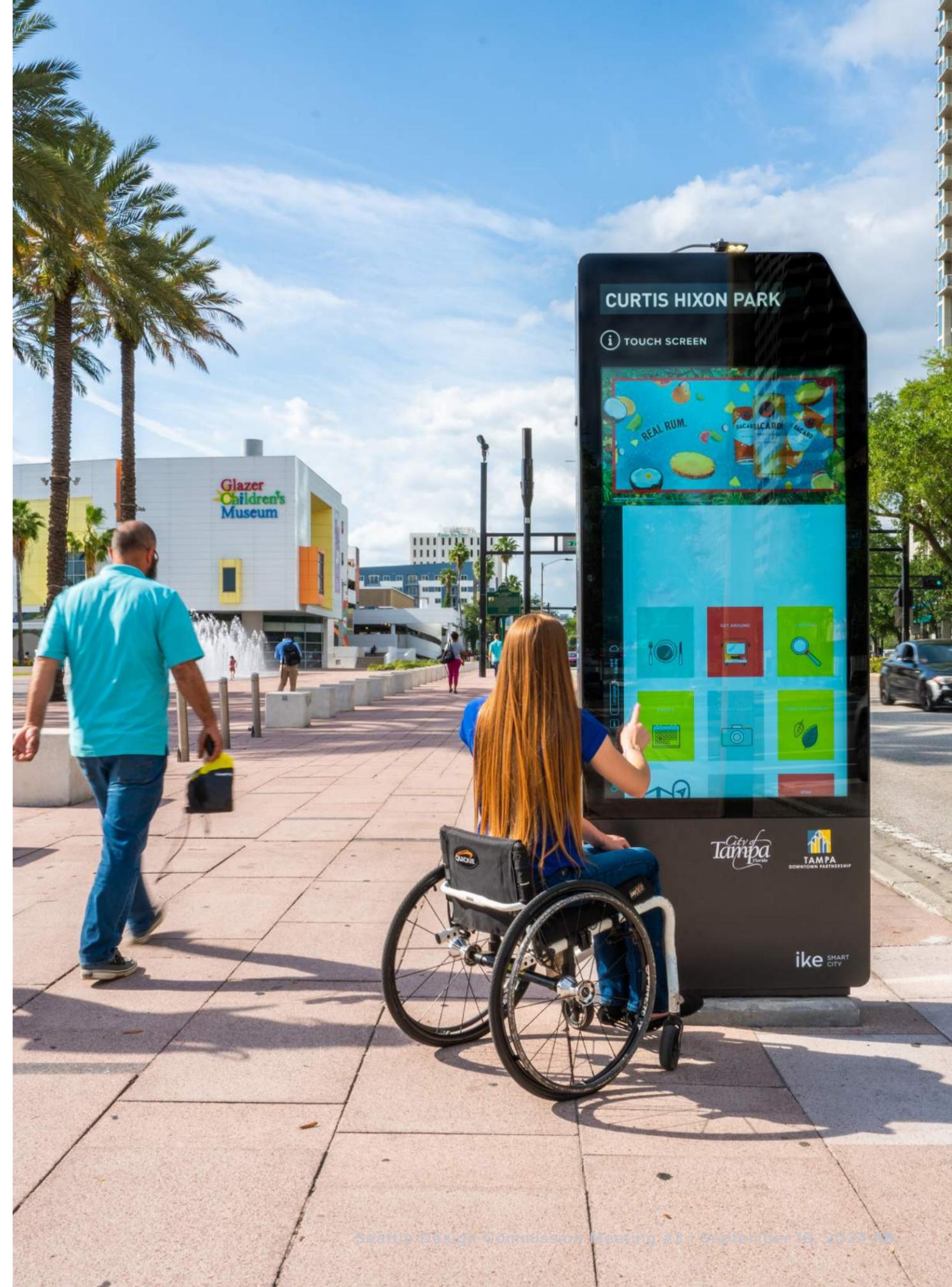
Overview of
SEPA Reports

SEPA SUMMARY

Overview

◆ SEPA checklist is reviewed by SDOT as the lead agency.

◆ This is a nonproject or programmatic SEPA review

◆ The document is currently under review and preliminary comments have been communicated to the project team.

Attachment A - Business Improvement Areas Map

◆ Map identifying DSA and four BIAs included in the initial program.

Attachment B - Transportation Technical Memorandum

◆ The document includes location selection process, outlines criteria to reduce driver distraction, location guidelines, clearance criteria, and implementation process.

Attachment C - Sign Code Review

◆ SDOT requested that the SEPA Checklist include a discussion of the Proposal's consistency with Sign Code Ordinance Review (SMC 23.55 and SMC 15.12).

Attachment D - Aesthetics Report

◆ The report describes what, if any, impacts to the aesthetic quality that may result from the program and provides potential mitigation measures, if necessary, to address those impacts.

◆ Plans and visualizations of conceptual Device installations have been completed at multiple locations to support the aesthetic impact assessment and programmatic review.

ATTACHMENT A - BIA AREAS

◆ Deployment 1 will locate 30 devices in the downtown Metropolitan Improvement District (MID)

◆ Deployment 2 will locate up to 30 additional devices in the MID and up to 20 devices in the following BIA's:

  » Ballard

  » U District

  » SODO

  » West Seattle Junction

◆ Both deployments will exclude areas within historic or residential zones.
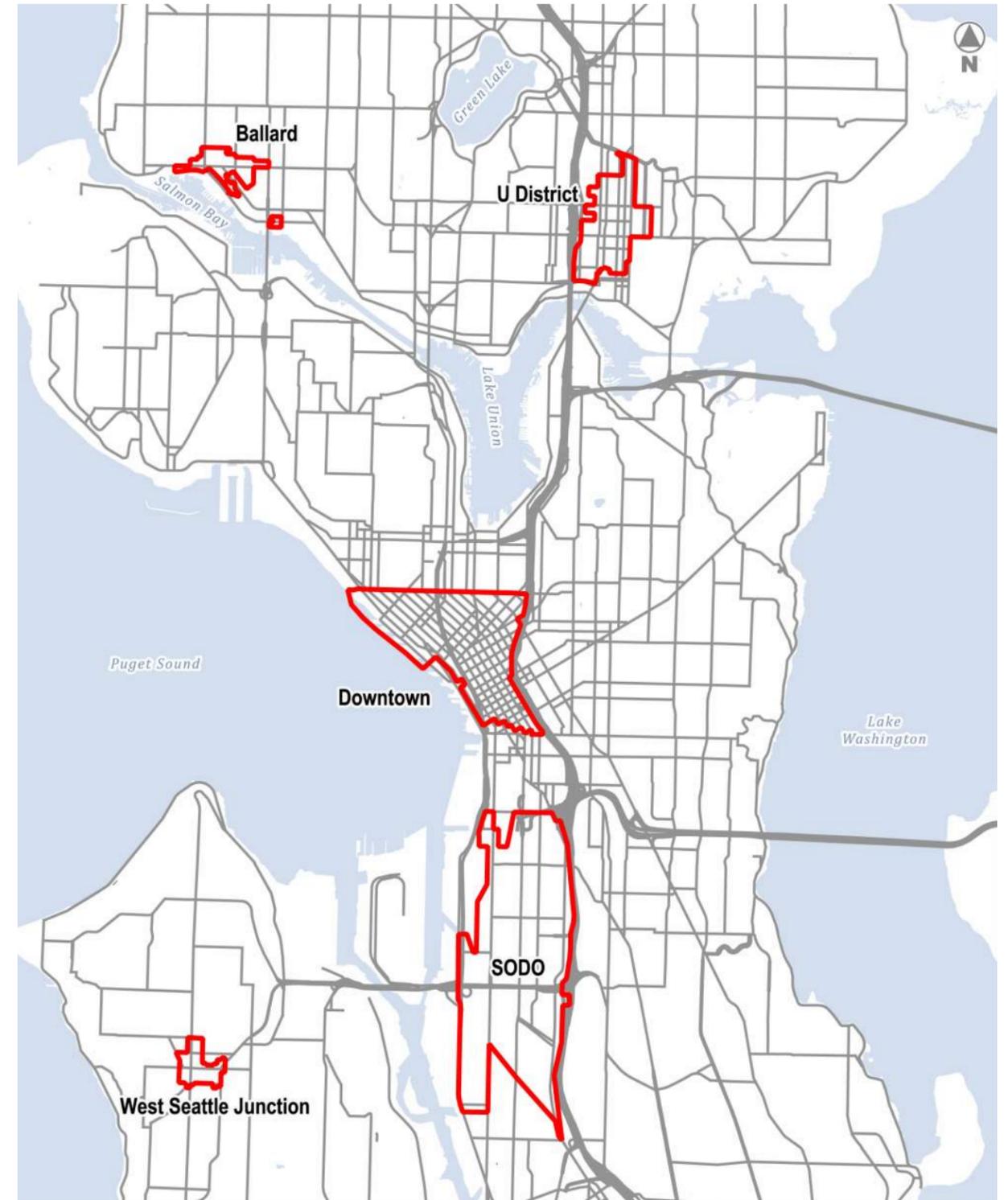
ATTACHMENT B - TRANSPORTATION TECHNICAL MEMORANDUM

SUMMARY

◆ The risk of visual distractions does not necessarily translate to a direct safety impact.

◆ Collision studies found no statistically significant direct impact due to on-premise digital signs.

◆ Lower speeds reduce the risk of visual distraction.

◆ Risks of potential visual distraction can be managed through proper planning, design, construction and limitations.

REVISED DRAFT

TECHNICAL MEMORANDUM

Project: IKE Smart City

Subject: Recommended Location Criteria and Design Standards

Date: August 22, 2024

Authors: Marni C. Heffron, P.E., P.T.O.E., Principal
Zach Goulson, E.I.T., Transportation Engineer

This memorandum provides a summary of the criteria and considerations for locating, designing, and installing IKE Smart City Interactive Information Devices (or "Devices") in Seattle. The recommended Location Criteria were developed based on best practices from other city installations as well as driver distraction studies. It also includes maps showing locations in the downtown Seattle core area and neighborhood business districts that meet (or do not meet) the recommended Location Criteria based on neighborhood characteristics, collision history, speed limits, grade, and/or presence of bicycle facilities. This memorandum also presented recommended Intersection Clearance Criteria for various street configurations. The criteria presented herein are intended to inform Seattle Department of Transportation (SDOT) review of individual Devices prior to installation.

1. Proposed Project

The Downtown Seattle Association (DSA) is a non-profit organization that is focused on creating a healthy, vibrant downtown for all and enhancing Seattle's urban experience for the public. DSA is leading several public realm improvement efforts to enhance how people connect with and move through our city. DSA provides a range of services, including supporting ambassadors who assist visitors and residents with wayfinding.

In furtherance of the city's wayfinding goals, DSA is partnering with IKE to permit and install Devices with touch screens. Each Device is about 3-feet wide, 8-feet high, and 1-foot deep. Deployment will focus on the Downtown Metropolitan Improvement District (MID) and neighborhood Business Improvement Areas (BIAs). It is anticipated that the first deployment will include up to 30 Devices in the downtown MID, with a second deployment of 50 Devices (30 in the downtown MID and 20 in other neighborhood BIAs to be installed following the city's consent. Figure 1 shows an example Device.

Figure 1. Example Device

Photo from IKE Smart City.

6544 NE 61st Street   Seattle, WA 98115 206-523-3939   hefftrans.com

ATTACHMENT D - AESTHETICS REPORT

SUMMARY

◆ The visual impact of the Devices as one approaches them, whether from the street or the sidewalk, is minimal. Their scale is in keeping with the pedestrian scale of these streets as shaped by the street widths, building heights and articulation, and density of other furniture elements.

◆ From nearby the Devices are significant objects in the visual field but are in character with the busy urban context.

◆ The Devices fit into the context of the diverse collection of objects in the furnishing zone of these dense urban street.

◆ Other elements in the ROW in particular parked cars, light poles, and tree trunks often obscure views of the Devices both from the sidewalk and the street, until one is quite close to the Devices.

◆ The Devices do not block significant views of the street or building frontages of pedestrians, bicyclists, or drivers.

Attachment D

IKE Smart City - Aesthetics Report

LOCATION GUIDELINES

◆ Locate Devices:

» Within the Furnishing zone at least 12" from the sidewalk pedestrian clear zone and 18"-36" from the face of curb.

» Perpendicular to flow of pedestrians and traffic.

» With at least 3 feet clear ground space on both sides.

» So they do not interfere with or damage existing trees.

» To conform with all other clearance and siting requirements per Seattle Streets Illustrated.

◆ Do not locate Devices:

» On streets with less than 11' - 7 1/2" between face of curb and the property line.

» On streets with a speed limit greater than 25 MPH.

» Have a slope of less than 8%.

» Streets with unprotected bike lines or sharrows.

» Near documented high-collision intersections or high task demand areas.

» Along the same block face as Seamless Seattle signs.

» Within designated landmark, historic or shoreline districts.

◆ When installing Devices remove unused sign posts and broken furniture as allowed during permit process.

◆ Locate at most two Devices on any street segment between intersections.
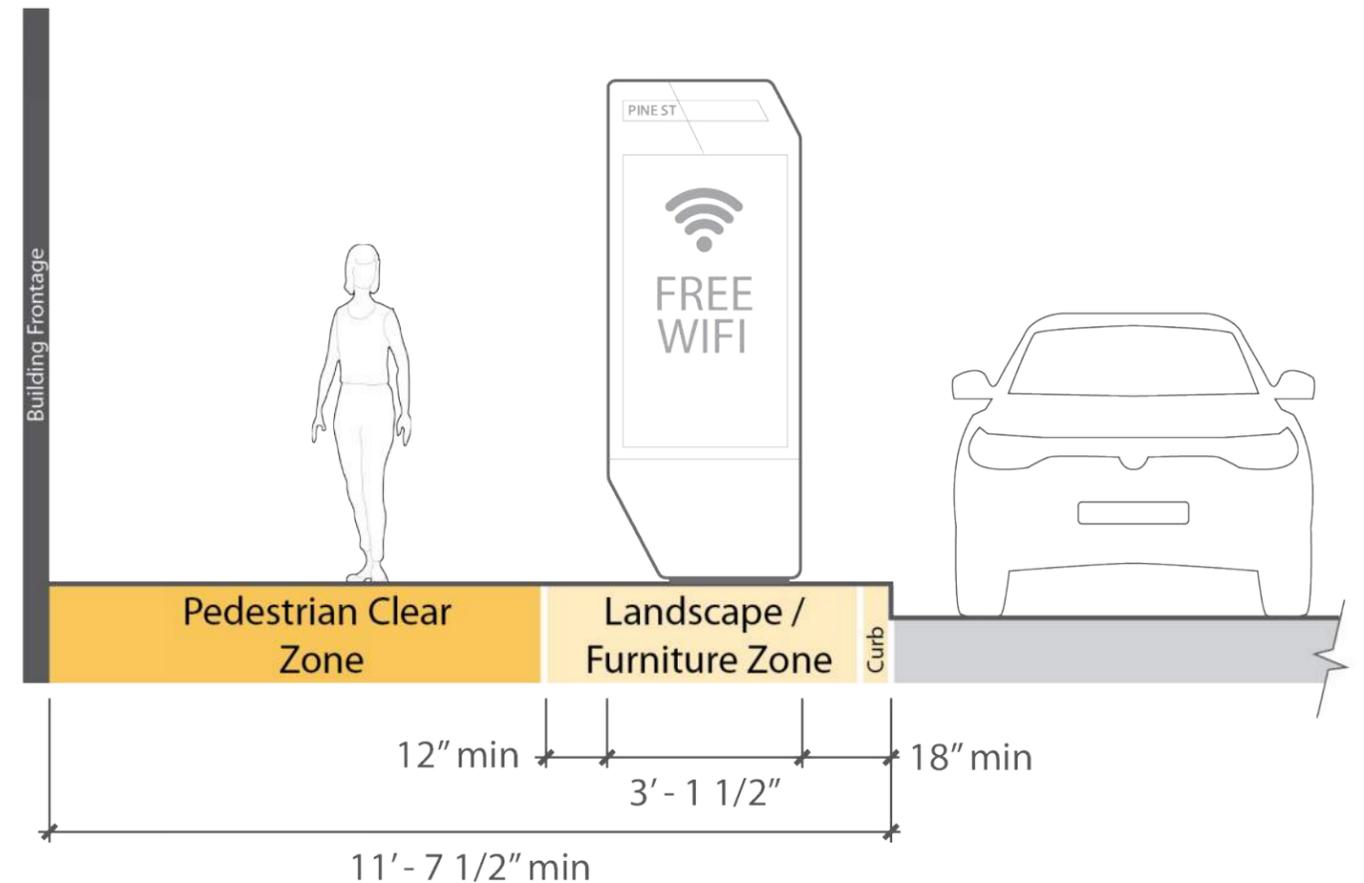
Graphic demonstrating location of devices within the ROW

DISPLAY GUIDELINES

◆ Limit brightness of images between sunset and sunrise using automatic light sensors.

◆ At night, when streetlights are on, the screens will automatically dim based on the light conditions around them.

◆ Limit refresh rates and display a brief black screen between content slides.

◆ Do not allow flashing images or strobe effects.

◆ Do not allow images that mimic a traffic control device such as a traffic signal, stop sign, or pedestrian or bicycle signal.

SIGHT STOPPING DISTANCE

◆ Devices shall be held back from intersections by a distance determined through Sight Stopping Distance Analysis (refer to Attachment B) or Streets Illustrated Guidelines, whichever is greater.

Minimum clearance to stop/yield-controlled intersection — 30'-0"

Minimum clearance to stop/yield-controlled intersection — 30'-0"

Recommended minimum clearance to signalized intersection — 55'-0"

Recommended minimum clearance to signalized intersection — 55'-0"

Device - min. 18" from face of curb, typ.

SSD = 152'-0"

Line of sight

8' PARKING | 11' TRAVEL LANE | 11' TRAVEL LANE | 8' PARKING

Driver's eye (approx.)

INTERSECTION CLEARANCE TO DEVICE
A **TWO WAY STREET WITH PARKING**
25 MPH

5 10 20 40

PLANS & VISUALIZATIONS

PROGRAM EXTENTS: MID & BIAS

Plans and visualizations of conceptual device installations have been completed at multiple locations to support the aesthetic impact assessment and programmatic review. Selected locations consider proximity to intersections (30', 50', and mid-block), zoning, land use, street types, and curbside uses.

Study locations:

a. 4th & Lenora

b. Westlake & Denny

c. 4th & Union

d. 7th & Blanchard

e. 2nd & Vine

f. 2nd & Bell

g. Harrison & 1st

h. Market & 22nd (Ballard)

i. 15th & 45th (U District)

j. Dave Niehaus & S Royal Brougham (SODO)

k. SW Alaska St & California Ave SW (West Seattle Junction)
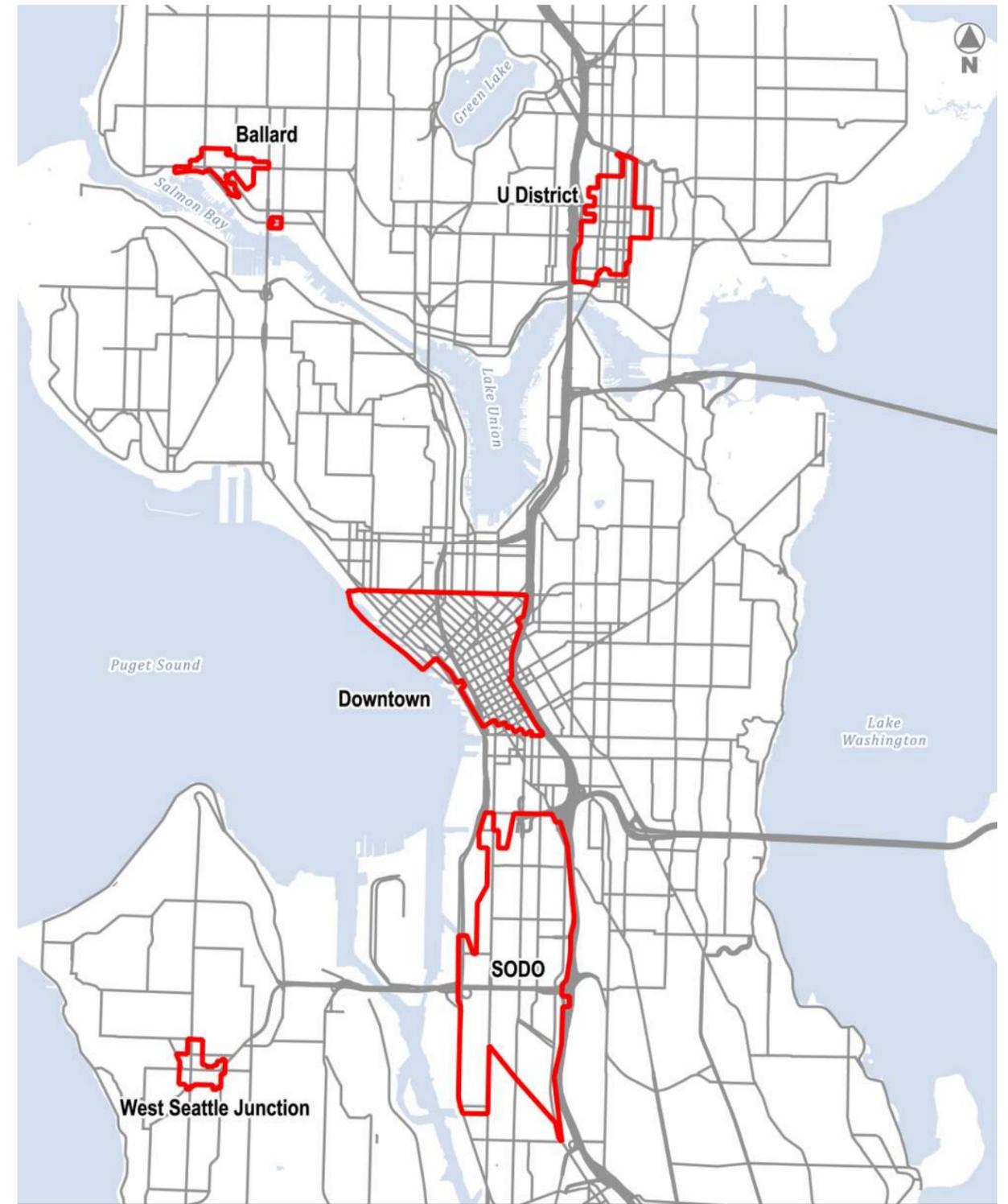
Map showing program areas

PLANS AND VISUALIZATIONS

4TH & UNION @ 30' VISUALIZATIONS

CONTEXT

Proximity to Intersection:
30 feet

Zoning:
DOC1 U/450-U

Street Type:
Downtown

Land Use:
Retail, Mixed

Curb Use:
Protected Bike Lane / Travel Lane

Bicycle Facilities:
Protected Bike Lane

SIDEWALK VIEW (Distance 52'; Effective Focal Length: 24mm)

STREET / BIKE VIEW (Distance 50'; Effective Focal Length: 24mm)

OPPOSING VIEW (Distance 110'; Effective Focal Length: 24mm)
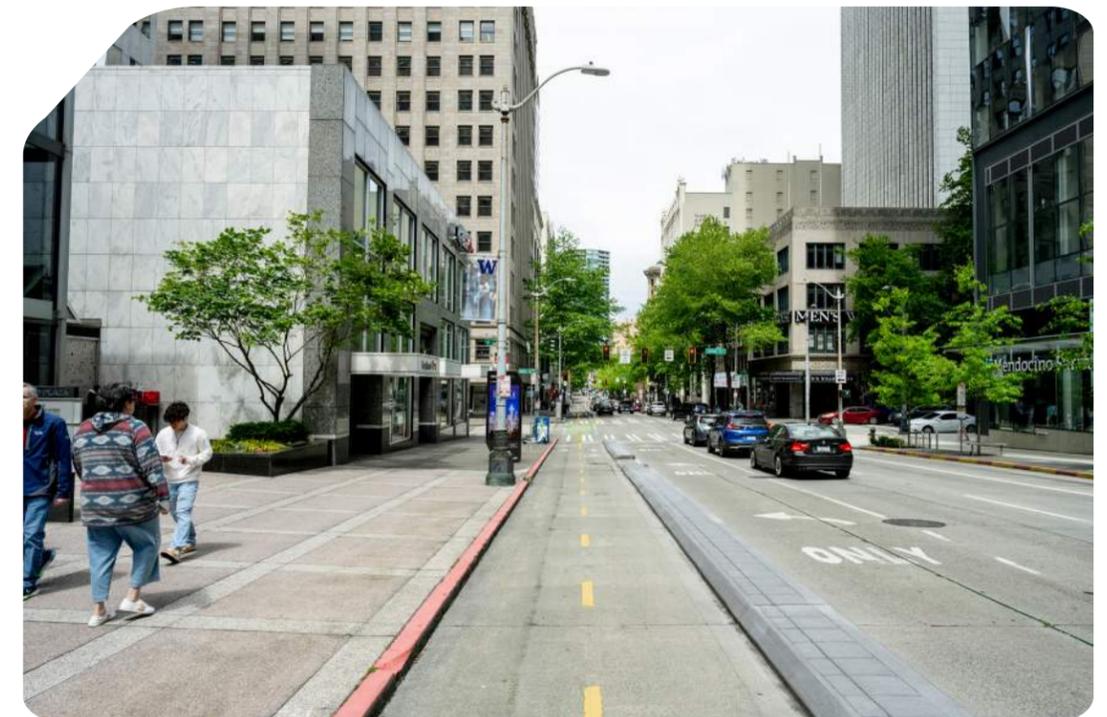
BLOCK VIEW (Distance 90'; Effective Focal Length: 24mm)

PLANS AND VISUALIZATIONS

4TH & UNION @ 30'
PLAN DETAIL

CONTEXT

Proximity to Intersection:
30 feet

Zoning:
DOC1 U/450-U

Street Type:
Downtown

Land Use:
Retail, Mixed

Curb Use:
Protected Bike Lane / Travel Lane

Bicycle Facilities:
Protected Bike Lane

EXISTING MANHOLE

4TH AVE

KIOSK CONCRETE PAD.

CONTRACTOR TO INSTALL (1) KIOSK ON NEW CONCRETE FOUNDATION.

RESTORE SIDEWALK BACK TO ORIGINAL SPECIFICATIONS PER THE CITY OF SEATTLE.

IKE SMART CITY CONTRACTOR TO INSTALL NEW PULL BOX.

EXISTING TRASH BIN

EXISTING DRAINAGE GRATE

EXISTING CROSSWALK

EXISTING MANHOLE

30'-0"

C/F

ADA RAMP

EXISTING SIDEWALK

LANDSCAPE & FURNITURE ZONE

EXISTING BIKE RACK

EXISTING STREET SIGN

ADA RAMP

5'-0"

ROW

UNION ST

EXISTING SIDEWALK

6'-0"
LANDSCAPE & FURNITURE ZONE

8'-0"
PEDESTRIAN CLEAR ZONE

4'-7"
FRONTAGE ZONE

SCALE IN FEET

SEATTLE IKE LEASE EXHIBITS – SDCI PROJECT NUMBER: SEA-004

APPROVED FOR SDOT PERMITTING

ENGINEER/LA/SURVEYOR

SDOT PROJECT MANAGER

SPU/WATER ENGINEERING

SDOT SUPERVISOR

SPU/DRAINAGE

REVISED AS-BUILT

1329 4TH AVE
SEATTLE, WA 98121

SEA-004 (OPTION 1)

SHEET 6 OF 12

PLANS AND VISUALIZATIONS

4TH & UNION @ 50' VISUALIZATIONS

CONTEXT

Proximity to Intersection:
50 feet

Zoning:
DOC1 U/450-U

Street Type:
Downtown

Land Use:
Retail, Mixed

Curb Use:
Protected Bike Lane / Travel Lane

Bicycle Facilities:
Protected Bike Lane

SIDEWALK VIEW (Distance 32'; Effective Focal Length: 24mm)

STREET / BIKE VIEW (Distance 30'; Effective Focal Length: 24mm)

OPPOSING VIEW (Distance 100'; Effective Focal Length: 24mm)

BLOCK VIEW (Distance 70'; Effective Focal Length: 24mm)

PLANS AND VISUALIZATIONS

4TH & UNION @ 50'
PLAN DETAIL

CONTEXT

**Proximity to Intersection:**
50 feet

Zoning:
DOC1 U/450-U

Street Type:
Downtown

Land Use:
Retail, Mixed

Curb Use:
Protected Bike Lane / Travel Lane

Bicycle Facilities:
Protected Bike Lane

4TH AVE

EXISTING MANHOLES

KIOSK CONCRETE PAD.

CONTRACTOR TO INSTALL (1) KIOSK ON NEW CONCRETE FOUNDATION.

EXISTING STREET LIGHT

RESTORE SIDEWALK BACK TO ORIGINAL SPECIFICATIONS PER THE CITY OF SEATTLE.

53-0" TO CROSSWALK

C/F

EXISTING BIKE RACK

EXISTING SIGN

IKE SMART CITY CONTRACTOR TO INSTALL NEW PULL BOX.

EXISTING SIDEWALK

EXISTING BUILDING

ROW

LANDSCAPE & FURNITURE ZONE

PEDESTRIAN CLEAR ZONE

FRONTAGE ZONE

EXISTING DECORATIVE SIDEWALK

EXISTING BUILDING

EXISTING FIRE DEPARTMENT BUILDING CONNECTION

SCALE IN FEET

SEATTLE IKE LEASE EXHIBITS – SDCI PROJECT NUMBER: SEA–004

APPROVED FOR SDOT PERMITTING

ENGINEER/LA/SURVEYOR

SPU/WATER ENGINEERING

SPU/DRAINAGE

SDOT PROJECT MANAGER

SDOT SUPERVISOR

REVISED AS-BUILT

1329 4TH AVE
SEATTLE, WA 98121

SEA–004 (OPTION 2)

SHEET 6 OF 12

PLANS AND VISUALIZATIONS

4TH & UNION @ MIDBLOCK VISUALIZATIONS

CONTEXT

Proximity to Intersection:
Midblock

Zoning:
DOC1 U/450-U

Street Type:
Downtown

Land Use:
Retail, Mixed

Curb Use:
Protected Bike Lane / Travel Lane

Bicycle Facilities:
Protected Bike Lane

SIDEWALK VIEW (Distance 20'; Effective Focal Length: 24mm)
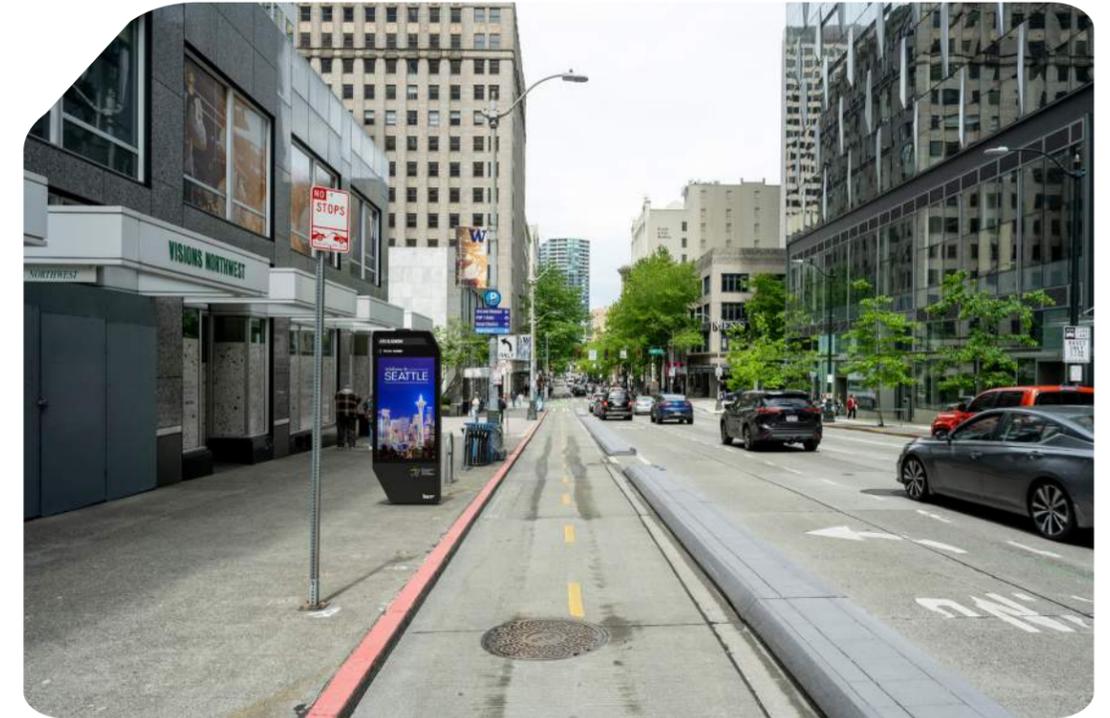
STREET / BIKE VIEW (Distance 25'; Effective Focal Length: 24mm)
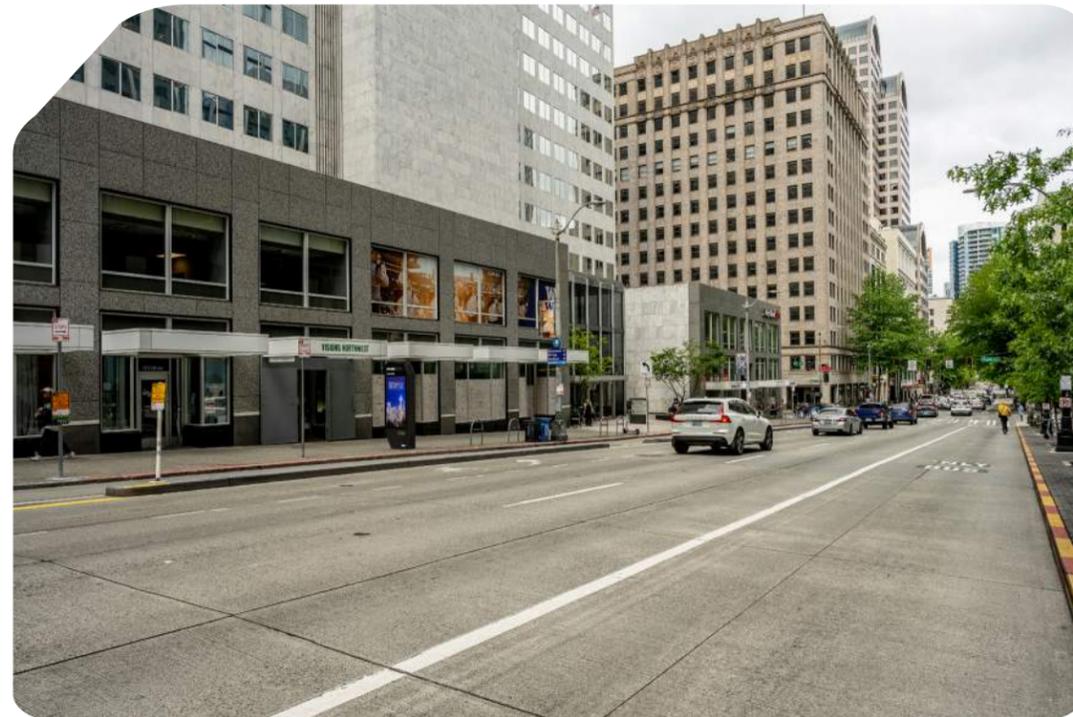
OPPOSING VIEW (Distance 30'; Effective Focal Length: 24mm)

BLOCK VIEW (Distance 180'; Effective Focal Length: 24mm)

PLANS AND VISUALIZATIONS

4TH & UNION @ MIDBLOCK
PLAN DETAIL

CONTEXT

Proximity to Intersection:
Midblock

Zoning:
DOC1 U/450-U

Street Type:
Downtown

Land Use:
Retail, Mixed

Curb Use:
Protected Bike Lane / Travel Lane

Bicycle Facilities:
Protected Bike Lane

4TH AVE

EXISTING MANHOLE

EXISTING STREET LIGHT

KIOSK CONCRETE PAD.

CONTRACTOR TO INSTALL (1) KIOSK ON NEW CONCRETE FOUNDATION.

RESTORE SIDEWALK BACK TO ORIGINAL SPECIFICATIONS PER THE CITY OF SEATTLE.

IKE SMART CITY CONTRACTOR TO INSTALL NEW PULL BOX.

EXISTING STREET LIGHT

175'-0" TO CROSSWALK

EXISTING MANHOLE

EXISTING MANHOLE

EXISTING SIGN

C/F

1'-10"

1'-6"

C/F

8'-6"

4'-0"

6'-0"
LANDSCAPE & FURNITURE ZONE

EXISTING BIKE RACK

EXISTING TRASH CAN

EXISTING BIKE RACKS TO BE RELOCATED

NEW LOCATION OF RELOCATED BIKE RACKS

EXISTING PULL BOX

17'-7"

10'-5"

EXISTING SIDEWALK

8'-0"
PEDESTRIAN CLEAR ZONE

ROW

ROW

1'-1"
FRONTAGE ZONE

EXISTING BUILDING

SCALE IN FEET
4 2 0 1 2 4

SEATTLE IKE LEASE EXHIBITS – SDCI PROJECT NUMBER: SEA–004

APPROVED FOR SDOT PERMITTING

ENGINEER/LA/SURVEYOR	SDOT PROJECT MANAGER
SPU/WATER ENGINEERING	SDOT SUPERVISOR
SPU/DRAINAGE	REVISED AS–BUILT

ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE CITY OF SEATTLE STANDARD PLANS AND SPECIFICATIONS IN EFFECT ON THE DATE SHOWN ABOVE, AND SUPPLEMENTED BY SPECIAL PROVISIONS.

Seattle Department of Transportation

1329 4TH AVE
SEATTLE, WA 98121

SEA–004 (OPTION 3)

SHEET 6 OF 12

MD7
MD7, LLC
10590 WEST OCEAN AIR DR. SUITE 250
SAN DIEGO, CA 92130
858 964 7439

ike SMART CITY
250 N HARTFORD AVE
COLUMBUS, OH 43222
IKESMARTCITY.COM

811
Know what's below.
Call before you dig.

PLANS AND VISUALIZATIONS

7TH & BLANCHARD VISUALIZATIONS

CONTEXT

Description:
Two-way street with parking one side of street

Proximity to Intersection:
30 feet far side of intersection

Zoning:
DMC 340/290-440

Street Type:
Downtown Neighborhood

Land Use:
Office

Curb Use:
Cycle Track / Travel Lane

Bicycle Facilities:
Raised protected bike lane each side of street
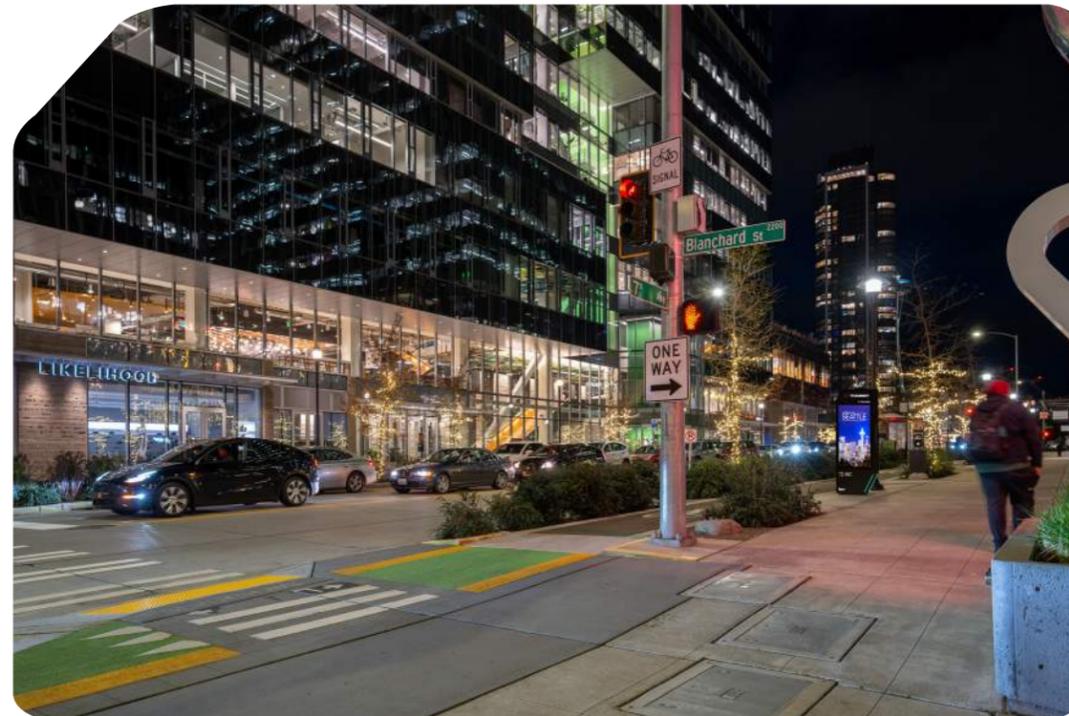
SIDEWALK VIEW (Distance 65'; Effective Focal Length: 24mm)

STREET / BIKE VIEW (Distance 30'; Effective Focal Length: 24mm)
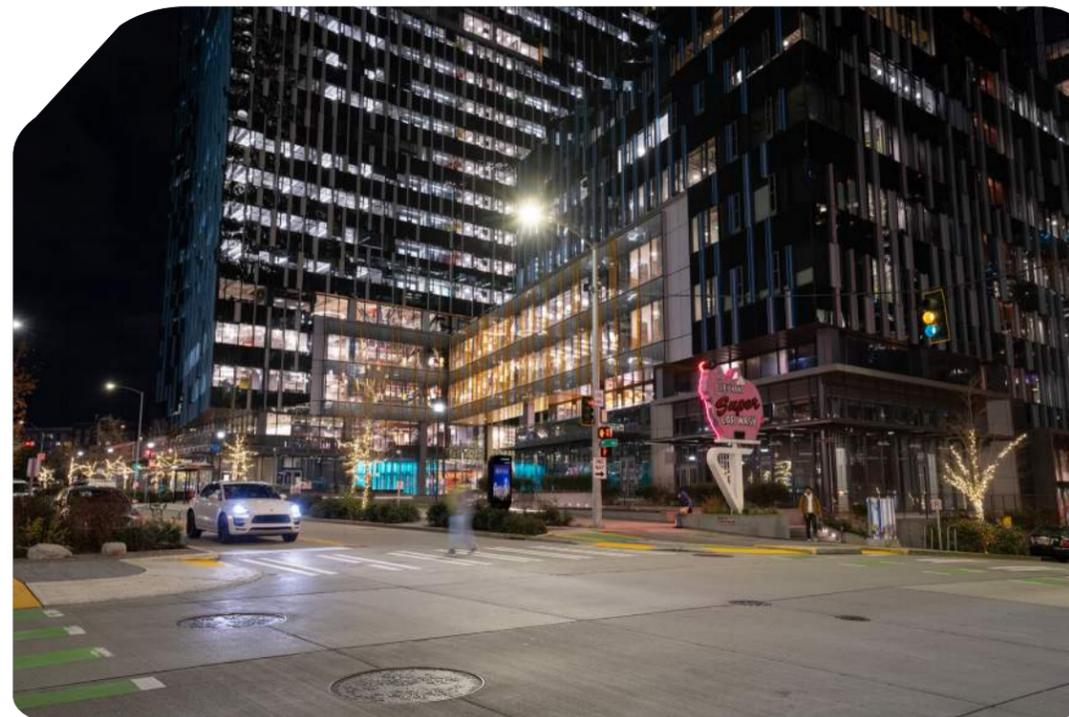
OPPOSING VIEW (Distance 120'; Effective Focal Length: 28mm)
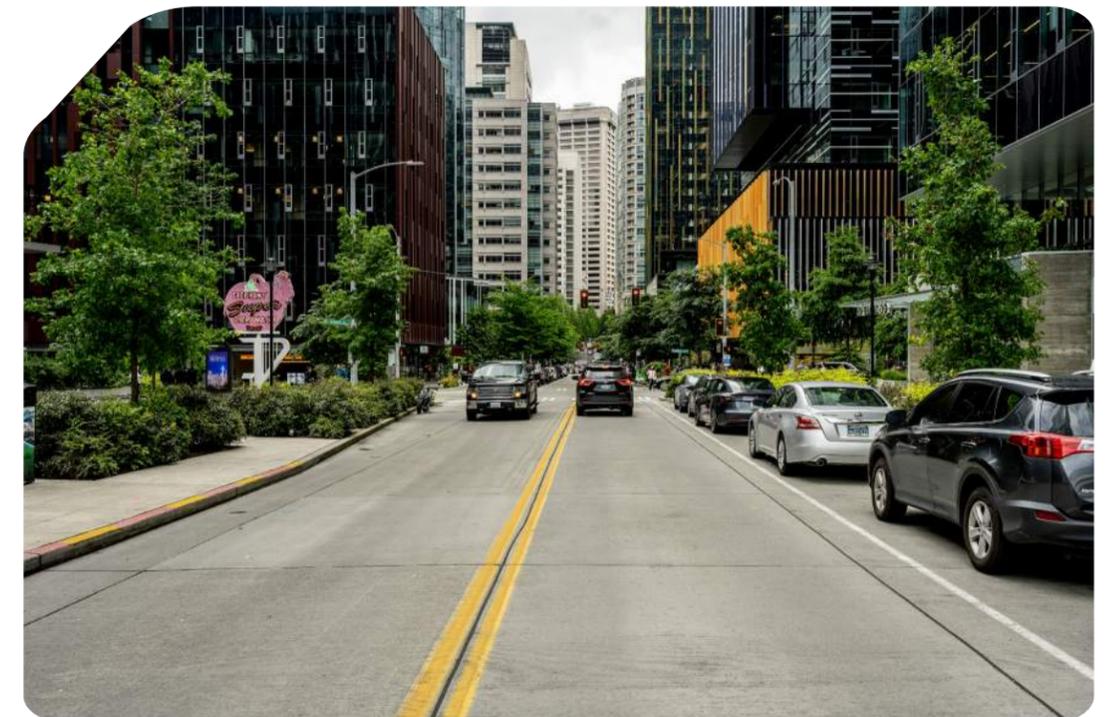
BLOCK VIEW (Distance 100'; Effective Focal Length: 31.5mm)

7TH & BLANCHARD
PLAN DETAIL

CONTEXT

Description:
Two-way street with parking
one side of street

Proximity to Intersection:
30 feet far side of intersection

Zoning:
DMC 340/290-440

Street Type:
Downtown Neighborhood

Land Use:
Office

Curb Use:
Cycle Track / Travel Lane

Bicycle Facilities:
Raised protected bike lane
each side of street

BLANCHARD ST

ONE-WAY VEHICULAR TRAFFIC

EXISTING PLANTER

ROW

11" FRONTAGE ZONE

6'-0" PEDESTRIAN CLEAR ZONE

6'-0" LANDSCAPE & FURNITURE ZONE

EXISTING RAISED SEATING

EXISTING LANDSCAPE

EXISTING LANDSCAPE

RESTORE SIDEWALK BACK TO ORIGINAL SPECIFICATIONS PER THE CITY OF SEATTLE.

IKE SMART CITY CONTRACTOR TO INSTALL NEW PULL BOX.

KIOSK CONCRETE PAD.

CONTRACTOR TO INSTALL (1) KIOSK ON NEW CONCRETE FOUNDATION.

EXISTING FIRE DEPARTMENT CONNECTIONS

ADA RAMP

EXISTING PULL BOXES

ROW

3'-9" FRONTAGE ZONE

6'-0" PEDESTRIAN CLEAR ZONE

6'-0" LANDSCAPE & FURNITURE ZONE

EXISTING PLANTER

EXISTING SIDEWALK

RELOCATED BIKE RACK

EXISTING BIKE RACK (TO BE RELOCATED)

EXISTING PLANTER

5'-0"

9'-4"

3'-0"

5'-0"

11'-0"

1'-6"

10'-11"

EXISTING DECORATIVE LIGHT

EXISTING STREET LIGHT

ADA RAMP

ONE-WAY BIKE LANE

EXISTING LANDSCAPE

EXISTING LANDSCAPE

EXISTING SIGN

EXISTING LANDSCAPE

30'-0"

EXISTING DRAINAGE GRATE

ADA RAMP

C/F

TWO-WAY VEHICULAR TRAFFIC

7TH AVE

4 2 0 1 2 4
SCALE IN FEET
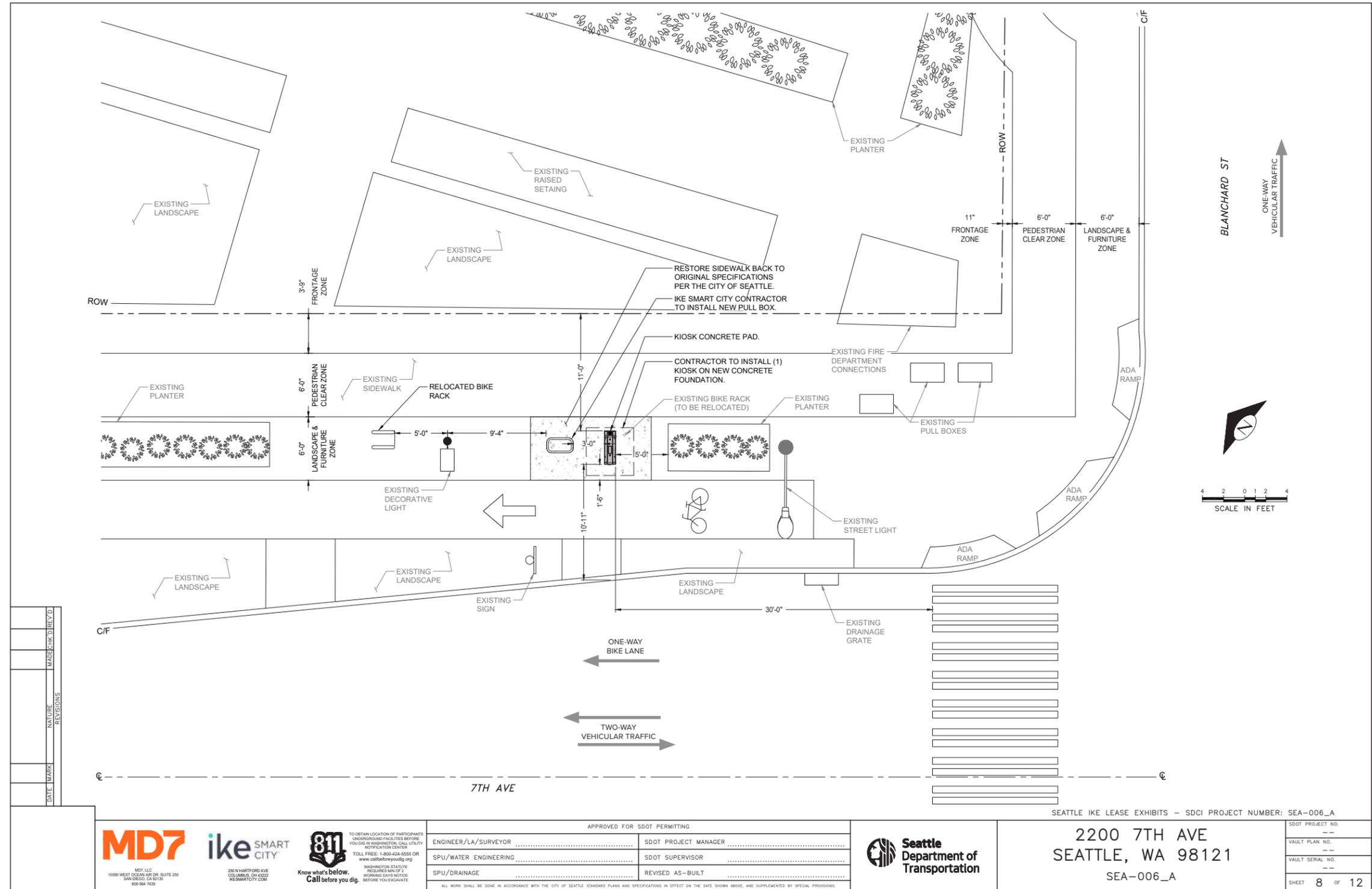
PLANS AND VISUALIZATIONS

2ND & VINE VISUALIZATIONS

CONTEXT

Proximity to Intersection:
30 feet

Zoning:
DMR/R 280/65

Street Type:
Downtown Neighborhood Access

Land Use:
Residential, Mixed

Curb Use:
Parking

Bicycle Facilities:
None

SIDEWALK VIEW (Distance 70'; Effective Focal Length: 24mm)
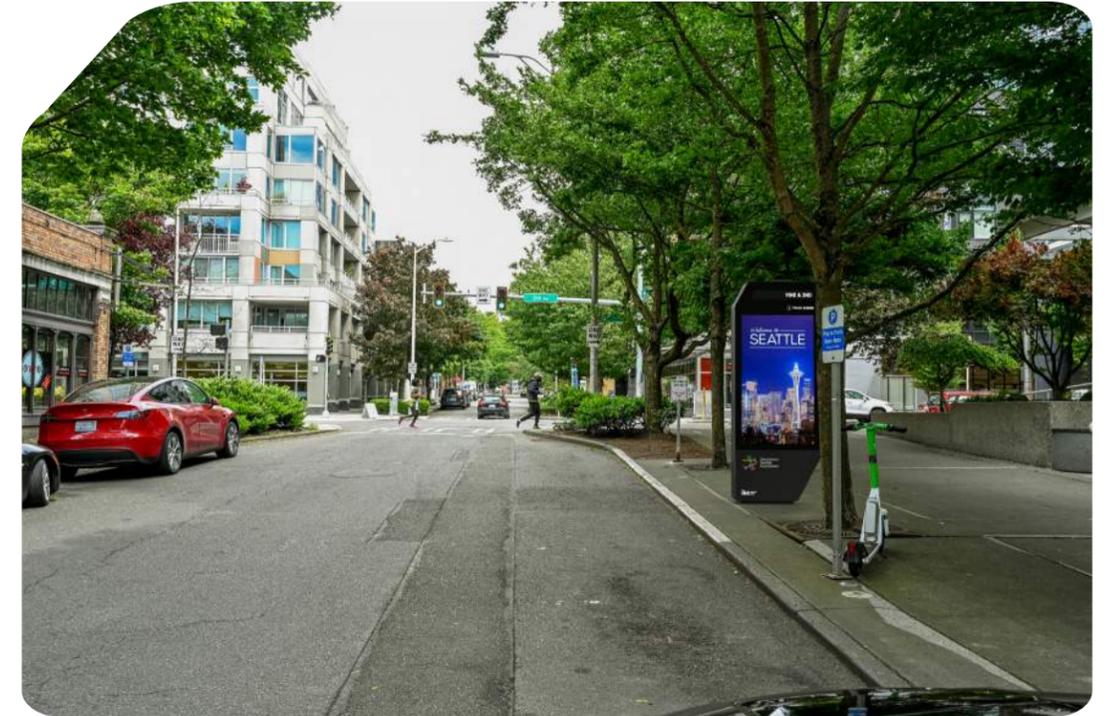
STREET / BIKE VIEW (Distance 30'; Effective Focal Length: 29mm)

OPPOSING VIEW (Distance 110'; Effective Focal Length: 33.5mm)

BLOCK VIEW (Distance 80'; Effective Focal Length: 24mm)

PLANS AND VISUALIZATIONS

2ND & VINE
PLAN DETAIL

CONTEXT

Proximity to Intersection:
30 feet

Zoning:
DMR/R 280/65

Street Type:
Downtown Neighborhood
Access

Land Use:
Residential, Mixed

Curb Use:
Parking

Bicycle Facilities:
None

PLANS AND VISUALIZATIONS

ROOSEVELT & 47TH VISUALIZATIONS

CONTEXT

Description:
One-way street with parking and one-way protected bike lane

Proximity to Intersection:
30 feet

Zoning:
Seattle Mixed
SM-U 75-240

Street Type:
Urban Village Main

Land Use:
Residential / Mixed Use

Curb Use:
Parking & Bike Lane

Bicycle Facilities:
One-Way Protected Bike Lane

SIDEWALK VIEW (Distance 30'; Effective Focal Length: 52mm)

STREET VIEW (Distance 70'; Effective Focal Length: 52mm)

OPPOSING VIEW (Distance 50'; Effective Focal Length: 52mm)

BLOCK VIEW (Distance 130'; Effective Focal Length: 26mm)

PLANS AND VISUALIZATIONS

ROOSEVELT & 47TH
PLAN DETAIL

CONTEXT

Description:
One-way street with parking and one-way protected bike lane

Proximity to Intersection:
30 feet

**Zoning:**
Seattle Mixed
SM-U 75-240

Street Type:
Urban Village Main

Land Use:
Residential / Mixed Use

Curb Use:
Parking & Bike Lane

Bicycle Facilities:
One-Way Protected Bike Lane

PLANS AND VISUALIZATIONS

CALIFORNIA & ALASKA VISUALIZATIONS

CONTEXT

Description:
Two-way street with no parking

Proximity to Intersection:
30 feet

Zoning:
Neighborhood Commercial NC3P-95

Street Type:
Urban Village Neighborhood

Land Use:
Residential / Mixed Use

Curb Use:
Travel Lane & Parking

Bicycle Facilities:
None
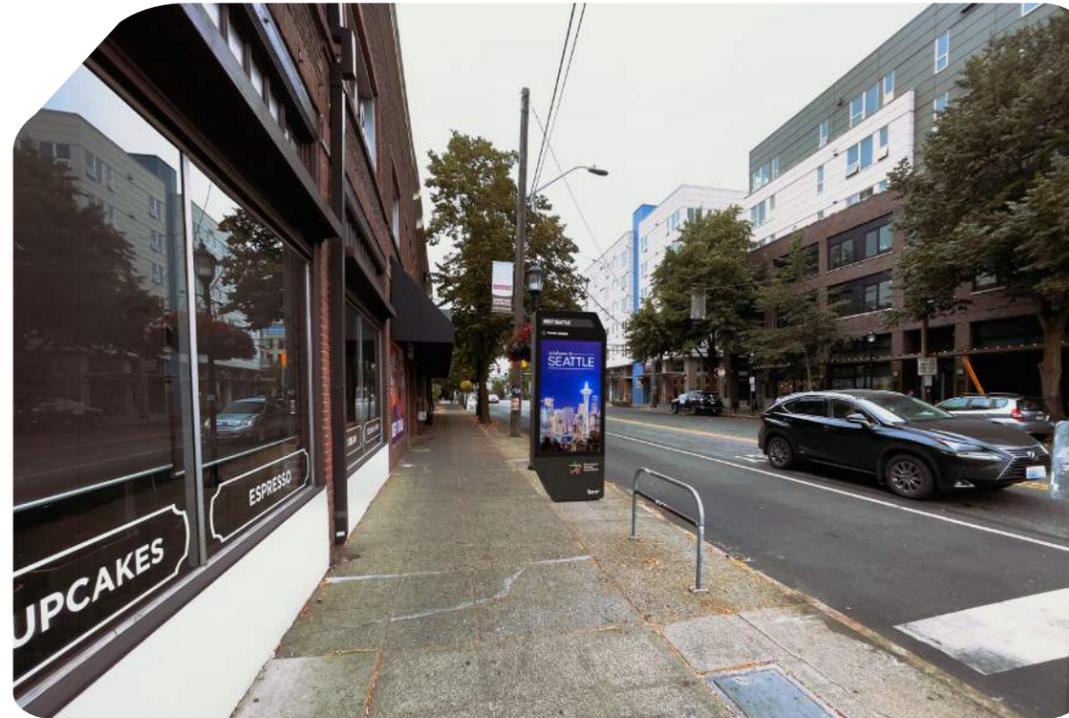
SIDEWALK VIEW (Distance 30'; Effective Focal Length: 13mm)

STREET VIEW (Distance 150'; Effective Focal Length: 26mm)

OPPOSING VIEW (Distance 100'; Effective Focal Length: 26mm)
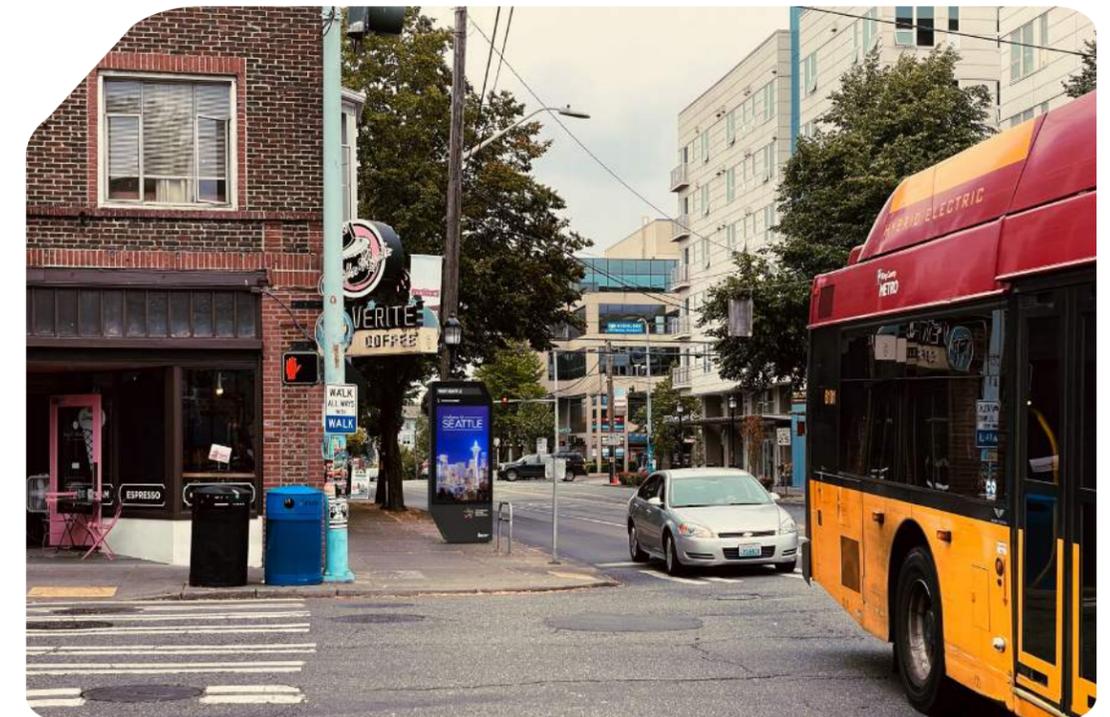
BLOCK VIEW (Distance 50'; Effective Focal Length: 52mm)

PLANS AND VISUALIZATIONS

CALIFORNIA & ALASKA
PLAN DETAIL

CONTEXT

Description:
One-way street with parking and one-way protected bike lane

Proximity to Intersection:
30 feet

Zoning:
Neighborhood Commercial NC3P-95

Street Type:
Urban Village Neighborhood

Land Use:
Residential / Mixed Use

Curb Use:
Travel Lane & Parking

Bicycle Facilities:
None
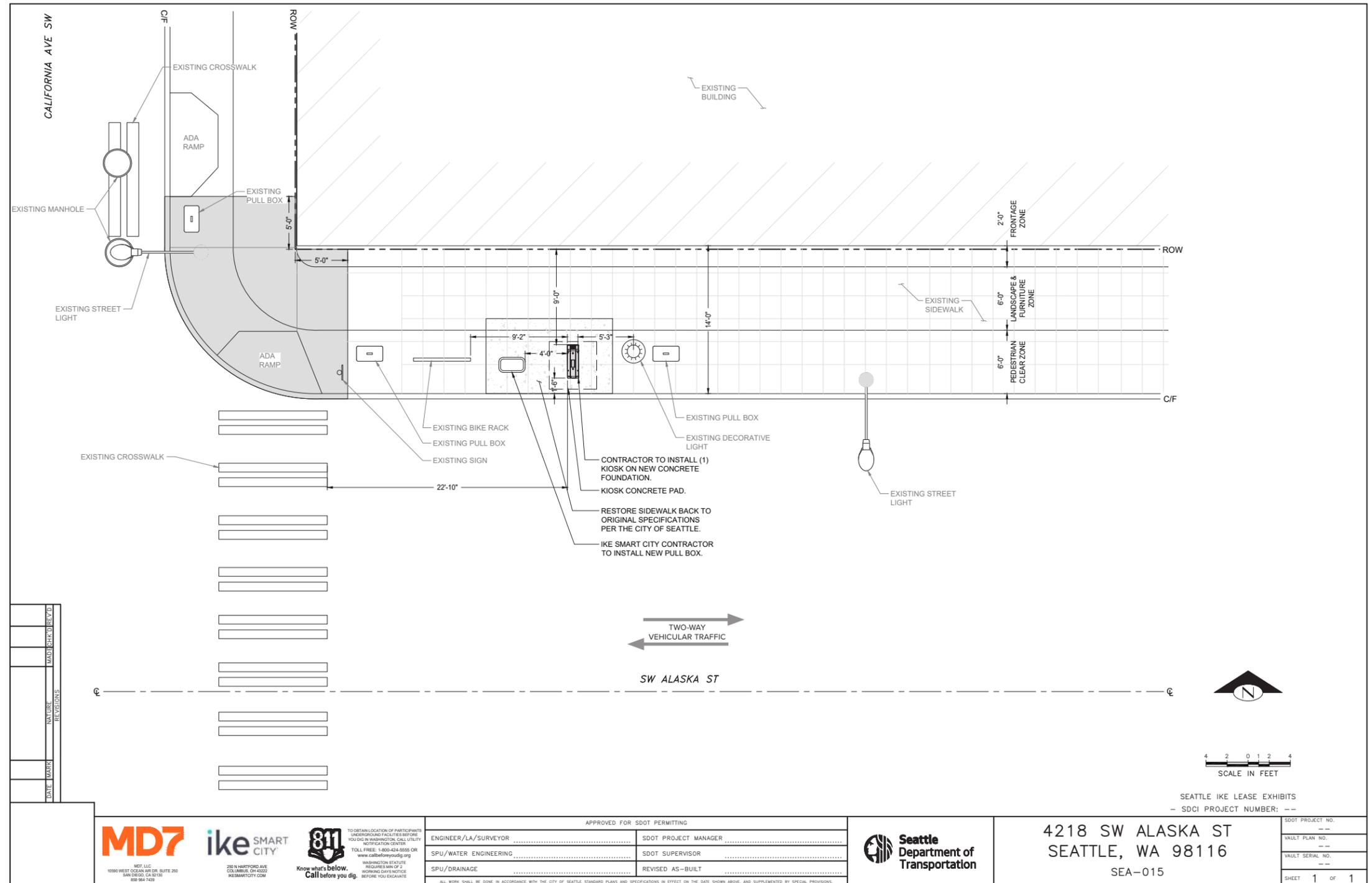
Term Permit

TERM PERMIT SUMMARY

◆ Similar to other term permit ordinances, IKE anticipates that this term permit ordinance will include language on inspection reporting requirements.

◆ IKE will work with SDOT to determine what reporting is most appropriate.

◆ Similar to other term permit ordinances, IKE anticipates that this term permit ordinance will include language on the Permittee's obligation to remove the devices and restore the ROW at the end of the program. It is anticipated that this will include insurance and bonding requirements based on cost of removal and restoration.
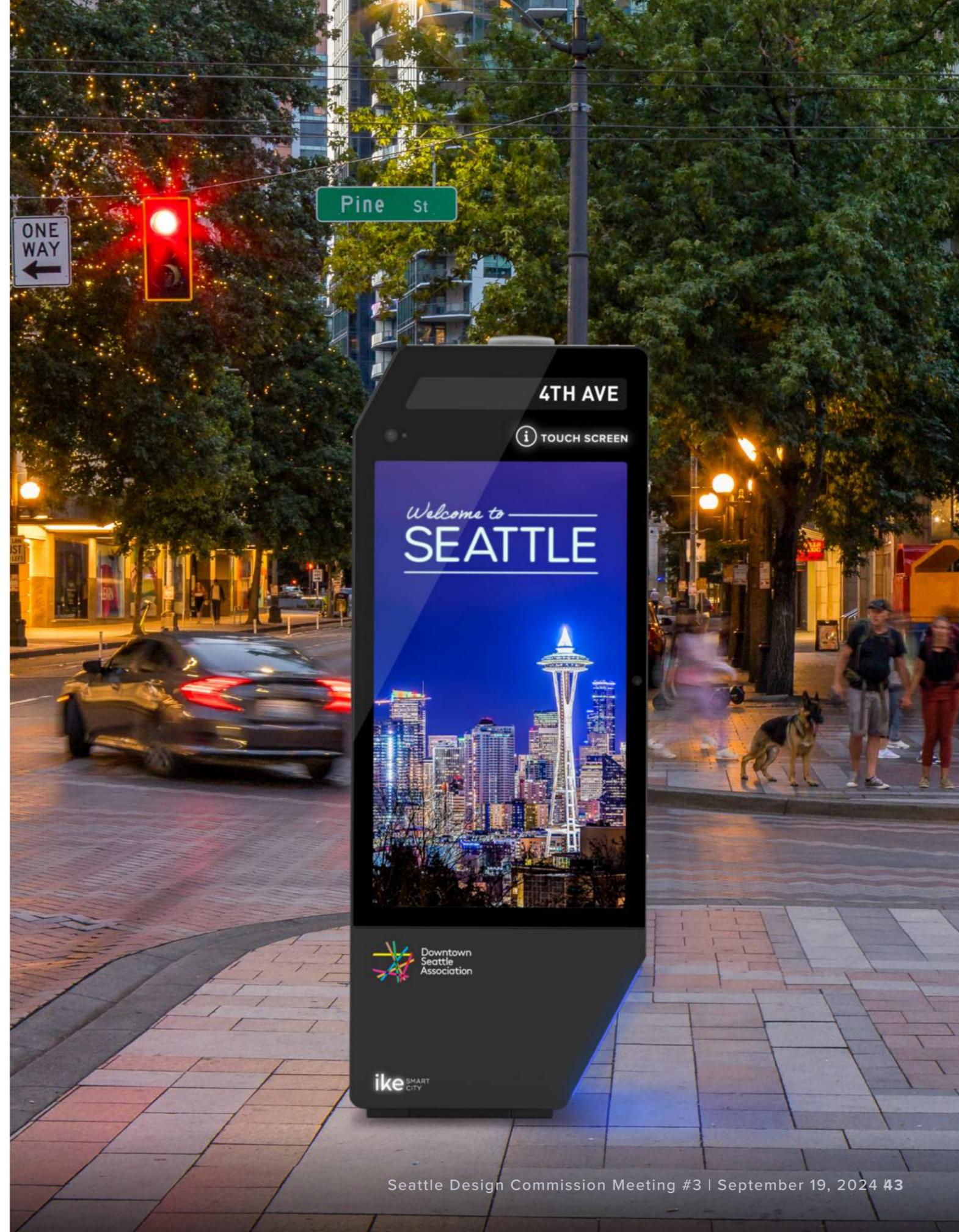
Public Benefits Review

PUBLIC BENEFITS

FINANCIAL

◆ Deployment 1 revenue generation

◆ Deployment 2 revenue generation

DEVICE FEATURES & CUSTOMIZATIONS

◆ Public safety

◆ Free wi-fi

ENGAGED MODE (APPS)

◆ Promotion of local arts, culture, and community events

◆ Economic development through promotion of local businesses

◆ Interactive wayfinding coordinated with Seamless Seattle

◆ Promotion of civic and social resources

PASSIVE MODE (SLIDE DECK)

◆ Community and city messaging

◆ Public art program

FINANCIAL

DEPLOYMENT 1 REVENUE GENERATION

◆ Deployment 1 installs 30 devices in the downtown MID.

◆ It is anticipated that the devices will generate an annual average of approximately $1.1 million dollars in revenue share through the sale of advertising.

◆ All revenue share dollars up to $1.1 million will be shared with the DSA over the life of the initial term of the program. With $1.1 million dollars DSA could fund all of the below:

  » 10 downtown ambassadors to enhance cleaning, hospitality and safety in public areas
  » 15 outdoor concerts
  » 15 outdoor art installations
  » 5 electric cleaning trikes
  » Beautification and programming of 2 public plazas
  » 1 electric street vacuum to enhance cleaning of protected bike lanes and sidewalks

◆ DSA's Investments will be recommended through the annual proposed MID budget and work plan and reviewed by an advisory board and the City.

◆ Any revenue share dollars generated in excess of $1.1 million will be shared with the City.

Sidewalk Cleaning

Activation - Food Truck Fest

Beautification

DEPLOYMENT 2 REVENUE GENERATION

◆ Deployment 2 installs 30 devices in the downtown MID and 20 total in the Ballard, U District, Sodo and West Seattle BIAs.

◆ It is anticipated that the MID devices will generate an annual average of approximately $1.1 million dollars in revenue share through the sale of advertising.

◆ All revenue share dollars from the MID devices will be shared with the City over the life of the initial term of the program.

◆ Participating BIAs will receive revenue share dollars for devices within their respective boundaries. It is anticipated that BIA's will receive approximately 40k per device per year on average to apply to programs and services that provide public benefits in the respective neighborhood. Examples of current neighborhood BIA services include:

» Cleaning
» Safety and security
» Marketing
» Homeless outreach
» Community events
» Lighting and beautification
» Public art

◆ Each year BIA's would recommend to the city a specific service investment utilizing their revenue share

FEATURES AND CUSTOMIZATIONS

PUBLIC SAFETY

◆ IKE Smart City has the capability and expertise to integrate with city informational systems to distribute city-directed content via the device platform.

◆ This includes city delivering various real-time alerts inclusive of AMBER Alerts, severe weather events, natural disasters, and more.

◆ In addition, localized messaging, information, and alerts can also be integrated which include content about disaster preparedness, AlertSeattle, Smart911, etc.

◆ Examples of this include:

» Location and information for Seattle Community Emergency Hub and hub resources in the event of a disaster

» Promotion of city trainings, programs, and workshop to educate the community and develop skills on emergency preparedness skills
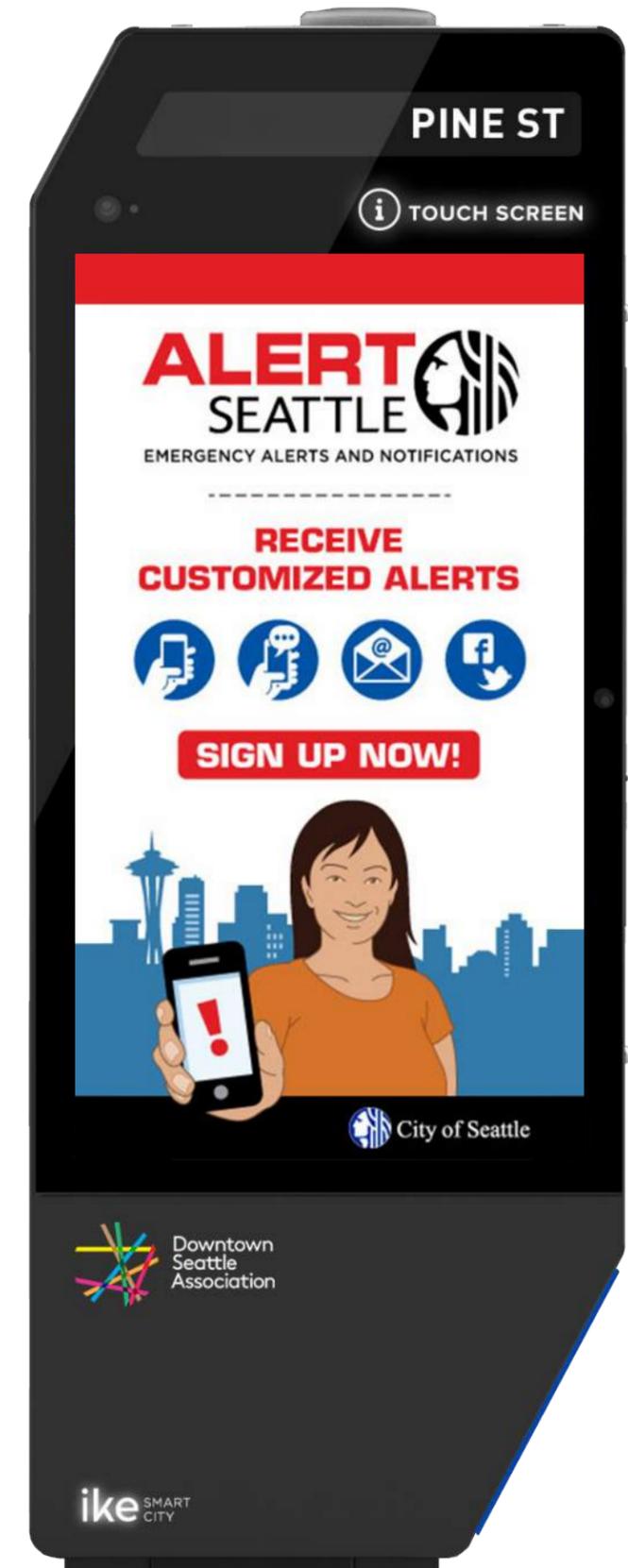
CITY DEPARTMENT USES: SFD, SPD AND THE CARE TEAM

◆ Devices are equipped with an emergency call button that dials 911 directly when activated

◆ Community wayfinding during special events or planned/ unplanned demonstrations

◆ Information on safe/open pedestrian routes when streets are blocked

◆ Community information during environmental events (air quality, extreme weather conditions, etc.)

◆ Devices display public safety and emergency warnings immediately when issued by the City (missing persons, amber alerts, etc.)

◆ IKE is connected to the Integrated Public Alert & Warning System (IPAWS) All-Hazards feed, and public safety warnings are displayed in real time without delays.

  » In addition to the City of Seattle's Office of Emergency Management/Alert Seattle, warnings to IPAWS are provided by National Oceanic and Atmospheric Administration (NOAA), Emergency Alert System (EAS), Wireless Emergency Alerts (WEA) and over 1,100 other federal, state, local, tribal, and territorial authorities certified by FEMA to publish alerts via software packages

◆ SFD alternative response systems for emergent health issues or community responses

EMERGENCY DESIGNATION

CALL BUTTON

TWO-WAY SPEAKER

SAFETY LIGHTING

PUBLIC CONTENT

◆ Information on when to call 911 versus non-emergency options and ways to provide information

◆ Information on the CARE response team

◆ Promotion of SPD, SFD, and CARE team sponsored community events

◆ Recruitment information
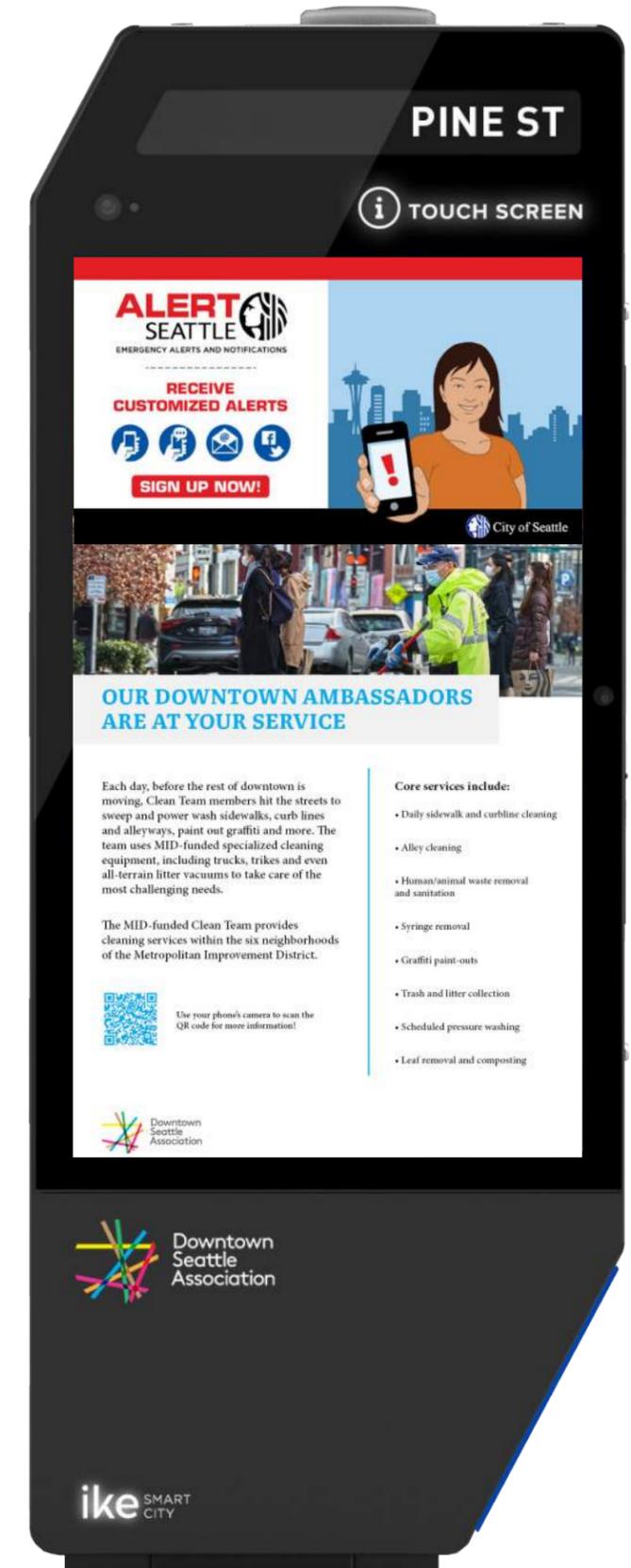
FREE WIFI

◆ If a user chooses to connect to the IKE Wi-Fi network, a device ID is shared with the IKE device for the sole purpose of establishing the connection to the Wi-Fi, which is powered by our carrier T-Mobile.

◆ IKE Smart City does not retain or store this device ID data—it's automatically removed from the device as soon as the user deactivates the connection or exceeds the Wi-Fi range.

◆ This data is not shared with vendors, which can only see the IKE router ID and not the IDs of connected devices.
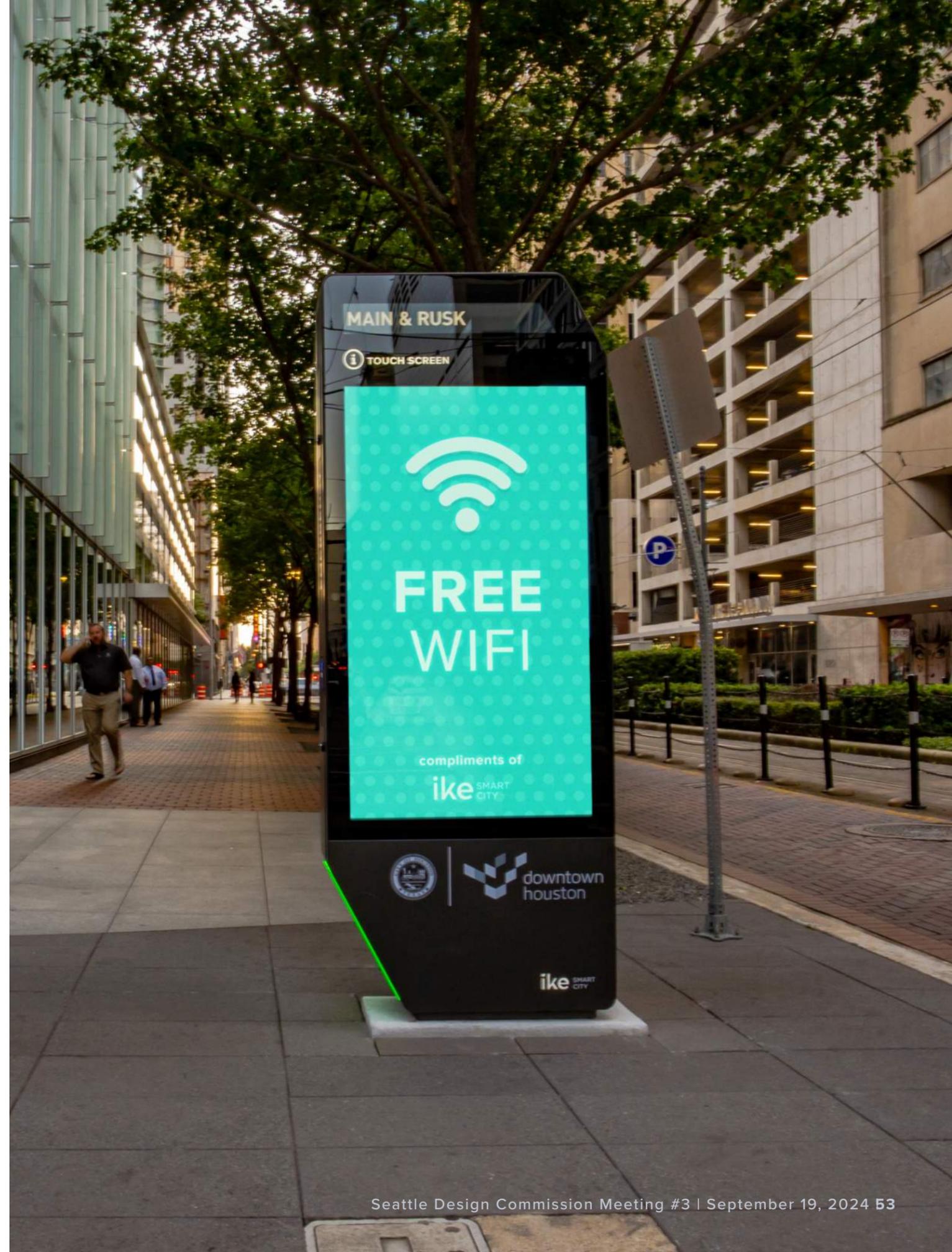
ENGAGED MODE

PROMOTION OF LOCAL ARTS, CULTURE AND COMMUNITY EVENTS

Several apps on the device serve to improve visibility for local arts, culture and community events

◆ Events app promotes local events

◆ Arts + Culture app promotes local cultural and creative activities, venues and destinations

◆ Activities app highlights local things to do across a range of interests

U District Street Fair

Torchlight Parade

Womens World Cup

ECONOMIC DEVELOPMENT THROUGH PROMOTION OF LOCAL BUSINESSES

◆ Each device provides directory listings of local businesses and organizations at no cost

◆ Directory listings within each device are geo-located and are populated based on proximity to the device, not on sponsorship

◆ Nearby businesses are featured in mapping and search applications

INTERACTIVE WAYFINDING COORDINATED WITH SEAMLESS SEATTLE

◆ DSA and IKE have coordinated directly with Seamless Seattle to provide the city with a cohesive wayfinding structure via device placement and screen content.

» Devices provide wayfinding on block frontages where Seamless Seattle has no signs, filling gaps in the wayfinding program.

» Device maps are aligned with the visual and naming conventions of Seamless Seattle signs to provide seamless integration and clarity across the two programs.

◆ Content is easily updated and kept current as the downtown landscape evolves.

◆ Curated applications and mapping can highlight and provide information on walks, local points of interests, parks, public art, landmarks, etc.

COLOR

ICONOGRAPHY

NAMING CONVENTIONS

MULTILINGUAL

PROMOTE CIVIC AND SOCIAL RESOURCES

Several apps on the devices provide information on civic and
social resources:

◆ Social services app

◆ Safe shelter app

◆ Job board app

◆ Civic resources app

◆ Poster apps can promote city resources and messaging on
any program the city would like to highlight

ike SMART CITY | SiteWorkshop

PASSIVE MODE

COMMUNITY AND CITY MESSAGING

◆ DSA and IKE will coordinate display of community messaging related to local non-profits, neighborhood councils, BIAs, etc.

◆ DSA and IKE will also partner with appropriate city departments to coordinate community and city messaging efforts.

Pike Place Market

Westlake Park

Ballard Locks

ike SMART CITY | SiteWorkshop
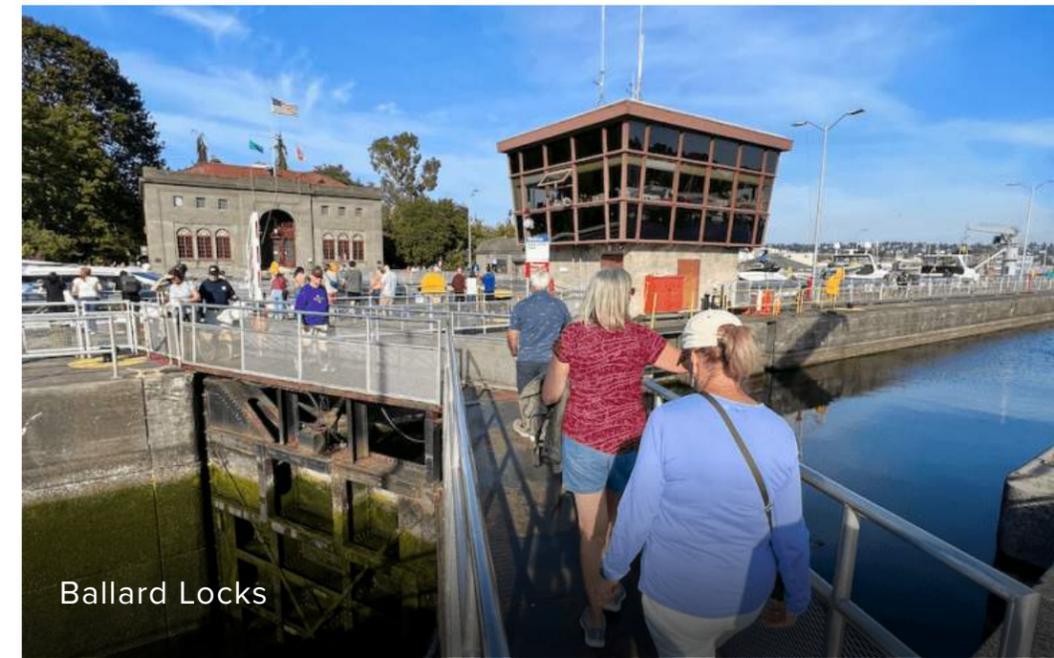
PUBLIC ART

◆ IKE will manage the public art program in coordination with DSA.

◆ IKE will fully fund the program at no cost to DSA or the city.

◆ A paid third party curator will be engaged to support IKE and DSA. A new curator will be engaged annually for peer to peer engagement.

◆ An advisory and artist selection committee will consist of DSA, IKE, and local arts organizations. They will meet quarterly to discuss artist selections, themes and coordination with national opportunities and themes managed by IKE. Compensation is on a case-by-case basis.

◆ Art content is refreshed on a quarterly basis, with at least three new artists each quarter. During each quarter an artist's piece will run alongside all other content displayed on the kiosk, continuously throughout each day and night. The amount each piece is displayed will fluctuate, but each piece is typically displayed hundreds if not thousands of times across the network over the course of each quarter.

◆ Artist honorarium will be a min. of $500 and reviewed annually.

◆ Artist agreements confer upon IKE a limited license to display the artwork, and the artist retains all intellectual property rights in the underlying piece.

Thank you