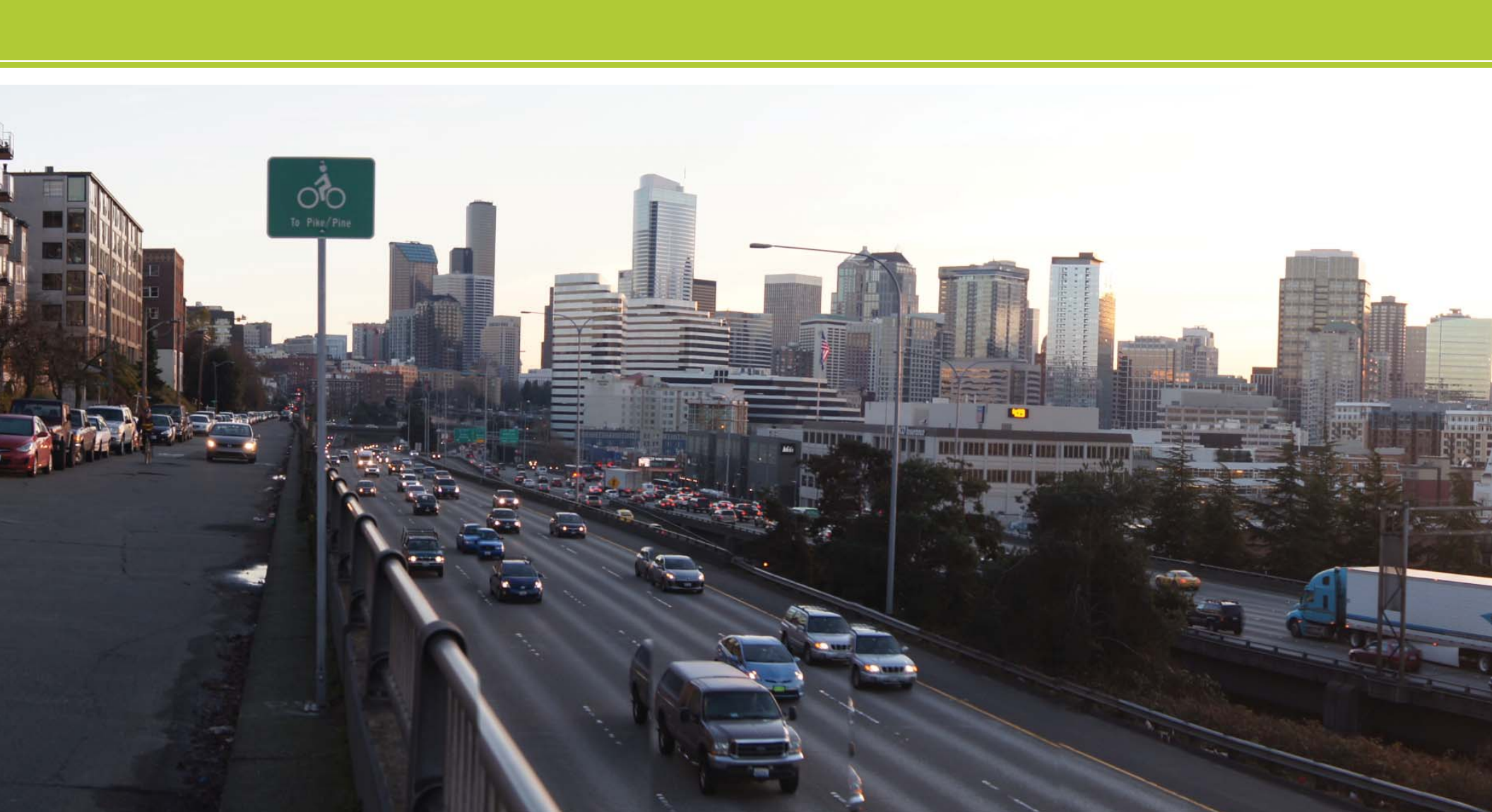




MELROSE PROMENADE VISIONING PROJECT









PROJECT OVERVIEW

The Melrose Promenade project is a community-driven effort that aims to transform Melrose Avenue, Melrose Avenue East, and nearby public open spaces from an underutilized freeway frontage road into a vibrant and visually stunning promenade. The project was initially conceptualized in 2010 and has since been refined through conversations with neighbors, property owners, community organizations, stakeholder agencies, and online community input surveys as well as three public meetings held in the first quarter of 2013.

In summer 2012, Central Seattle Greenways (CSG) and the Melrose Promenade Advisory Committee (MPAC) were awarded a \$20,000 Neighborhood Matching Fund (NMF) grant to conduct community outreach, lead a community planning process, and develop a concept plan for the Melrose corridor, with particular emphasis on the northern section of the corridor. CSG and MPAC put out a public Request for Qualifications to the design community and ultimately selected a multidisciplinary team led by Berger Partnership to lead a series of three public meetings, develop draft concepts for the corridor, coordinate with members of the public, and produce a plan that outlines the community's vision for the corridor.

To date, MPAC has garnered neighborhood support for the Promenade by coordinating a number of community outreach and engagement events. Beginning in June 2012 MPAC initiated a series of Muffins on Melrose

events on the first Friday of every month to spread the word about the project and engage neighbors. Concurrently, MPAC organized a series of Melrose cleanups on the second Sunday of each month. Both events have since been repeated on a monthly basis through the present. The project has also secured private sector support from financial contributions and support from stakeholder agencies (Seattle Department of Transportation, Washington State Department of Transportation, Seattle Parks and Recreation, Seattle Department of Neighborhoods, Seattle City Council, etc.), nonprofits and community organizations (Seattle Parks Foundation, Central Seattle Greenways, Sustainable Capitol Hill, Capitol Hill Community Council, Capitol Hill Chamber of Commerce, Stewardship Partners, Feet First, Capitol Hill Housing, Bellwether Housing, and others).

This grant-funded community planning process resulted in a vision plan for the Melrose Promenade corridor reflecting the community's priorities, and includes flexible design concepts, rough order of magnitude (ROM) cost ranges as well as potential funding sources and a phased implementation strategy. More information about the Melrose Promenade project is available at:

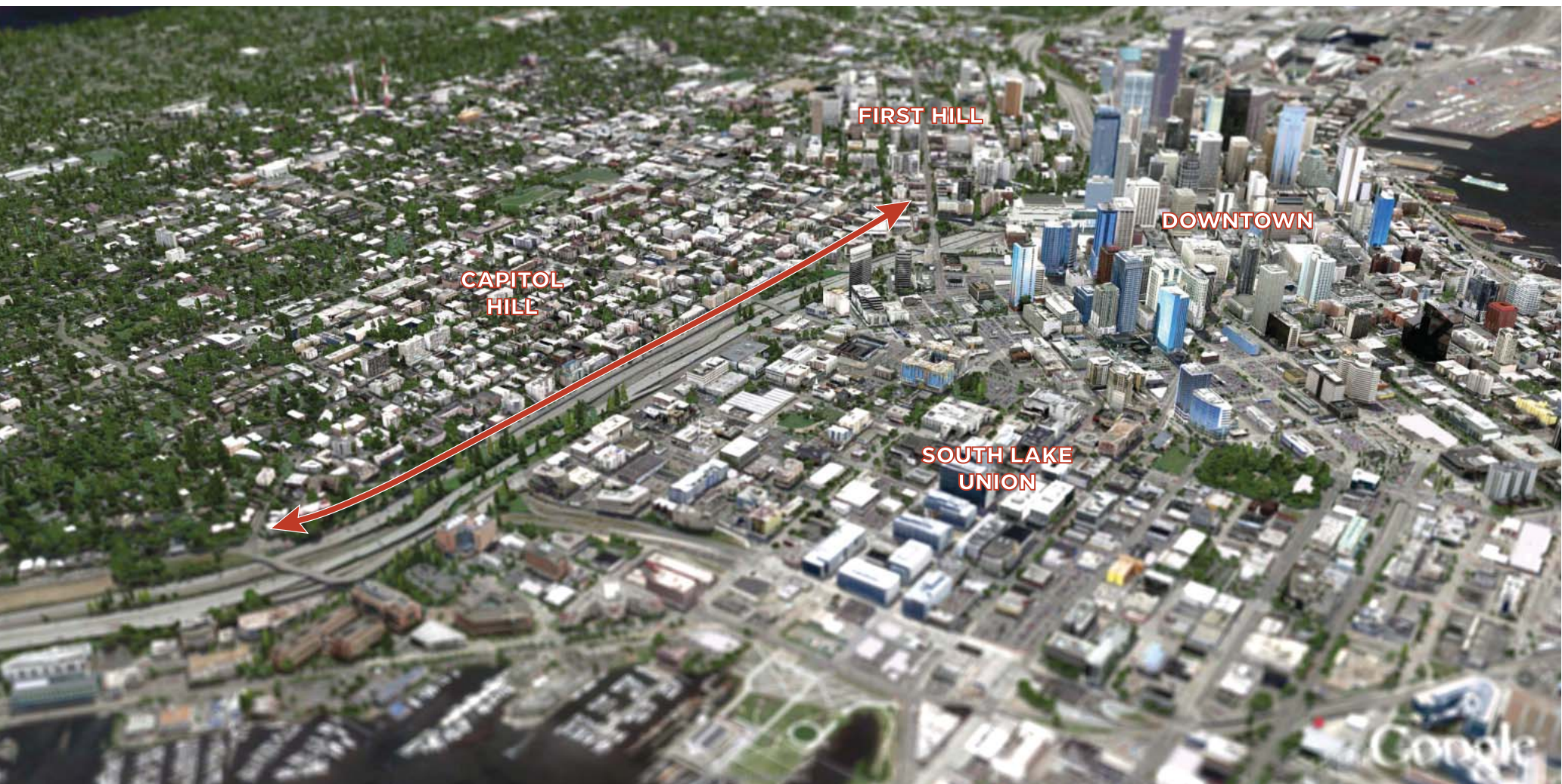
www.facebook.com/MelrosePromenade
www.melrosepromenade.com

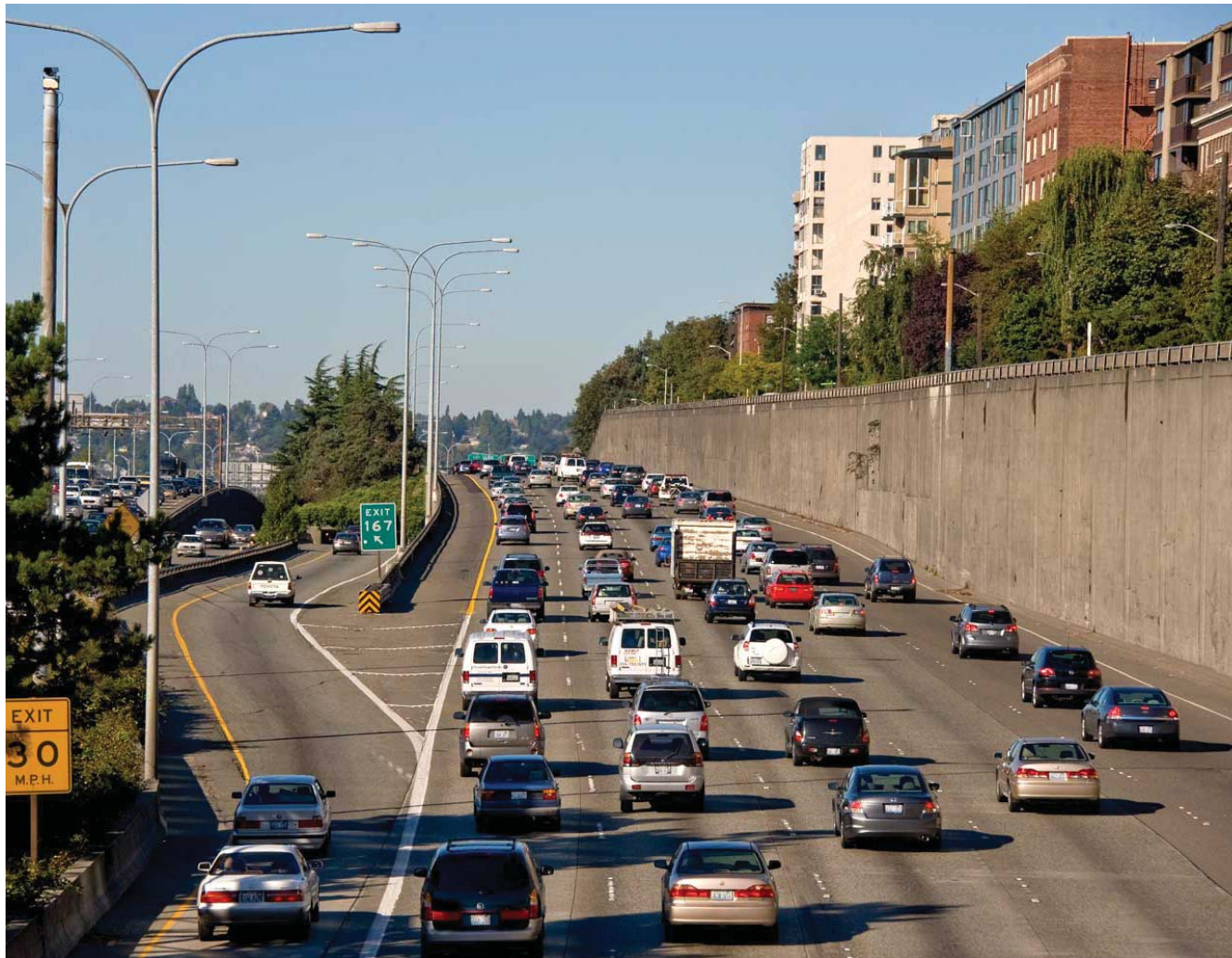
PROJECT GOALS

- Improve pedestrian connections and safety at intersections.
- Improve bicycle connections, parking and facilities.
- Improve east-west connections to and from Melrose Avenue.
- Enhance connections to transit corridors.
- Activate underutilized street right-of-way and park spaces.
- Increase amount of pedestrian-oriented and green spaces along corridor.
- Identify opportunities to incorporate art.
- Maintain vehicular parking for residents and businesses.
- Take advantage of views of lake, mountains and downtown.
- Create multiple vibrant neighborhood gathering spaces.
- Identify strategic green stormwater infrastructure opportunities.

THE SITE







THE SITE

Bounded by Pike Street on the south and Lakeview Boulevard to the north, Melrose Avenue provides some of the best views of Seattle, Puget Sound and the Olympic Peninsula. As a transportation corridor, Melrose provides a unique function along the west edge of the Capitol Hill neighborhood. The street occupies the lowest point on the Hill and thus serves as the flattest option for walking and biking from Lakeview Boulevard to the Pike/Pine commercial district and downtown to the south.





SITE HISTORY

The site has a varied and interesting history that dates to the early days of settlement in Seattle. In early 1910 the Republican Street Hillclimb was completed between Eastlake Avenue and the alley east of Melrose Avenue. The series of stairways and belvederes connected Capitol Hill with the Cascade and South Lake Union Neighborhoods and were a well-used pedestrian pathway connecting vibrant neighborhoods. In 1967 the adjacent neighborhoods were forever changed and some blocks completely eliminated by the construction of the Interstate 5 (I-5) corridor. Today, the only section of the Republican Steps that remains is the portion between Melrose Avenue and the alley to the east. While the Hillclimb is well used by adjacent residents I-5 is still an impenetrable barrier in this section of Melrose Avenue. While other sections of Melrose to the south were at the edges of the Denny Regrade and experienced significant changes, perhaps nothing was as impactful and lasting as the highway construction.



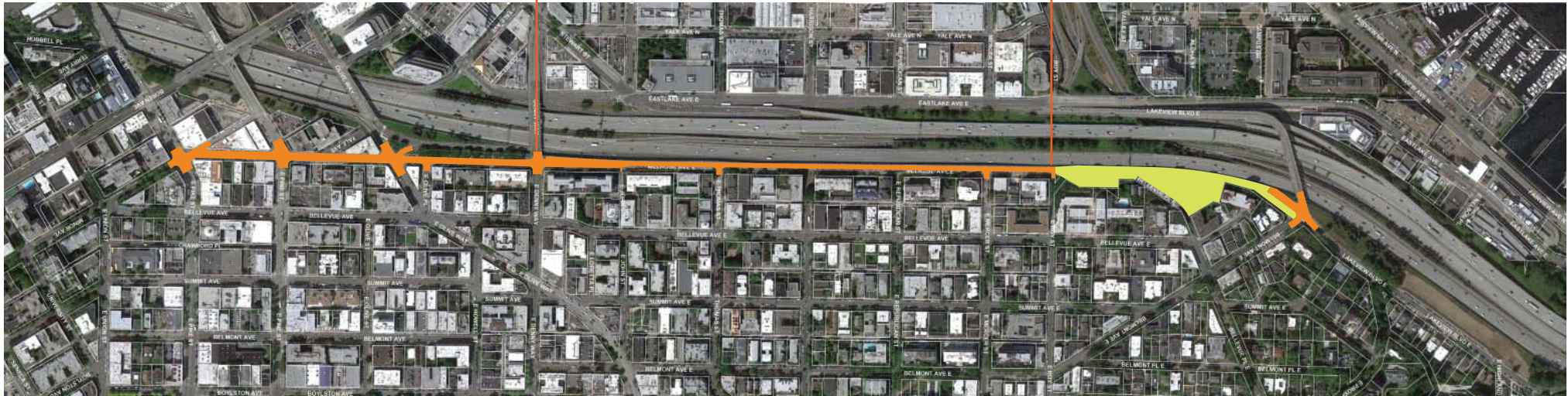
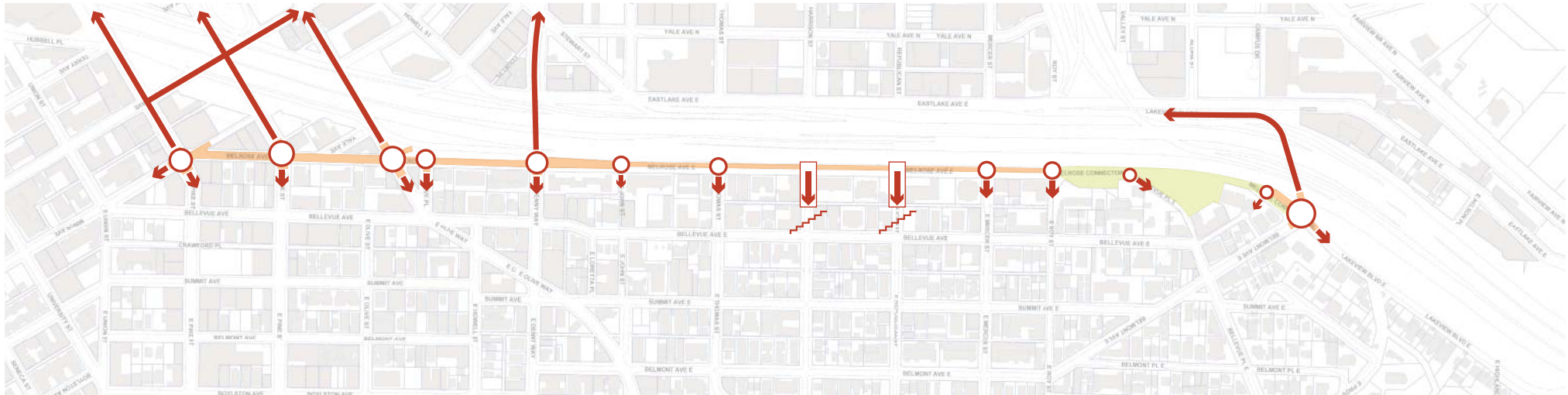


SITE ANALYSIS

The study area contains a wide range of land uses and includes both private and public ownership. The public agencies having either ownership and/or jurisdiction include the following: Washington State Department of Transportation (WSDOT), City of Seattle Department of Neighborhoods (DON), Seattle Department of Transportation (SDOT), Seattle Public Utilities (SPU), Seattle City Light (SCL), Seattle Parks and Recreation, Department of Planning and Development (DPD), and King County.

Given the differing character and edges along this one-mile stretch, this study identifies three major zones that comprise Melrose Promenade: The Active Urban zone from East Pike to East Denny Way; the Overlook zone between East Denny Way and East Roy Street; and the Park zone from East Roy Street to the intersection with Lakeview Boulevard East and East Belmont. There are numerous opportunities to improve pedestrian and bicycle connections beyond the stated area that hopefully can be investigated further as part of future planning studies.

Prior to the first community meeting, the team gathered data about the site to highlight unique characteristics that would influence the design approach. Data was gathered utilizing a combination of in-person site investigations, visual assessment, analysis of existing published studies, and smartphone applications. Areas of analysis included existing pedestrian, bicycle and vehicular connections, traffic volumes, parking counts, driveway and street curb cuts, noise decibel levels, views and significant vegetation.

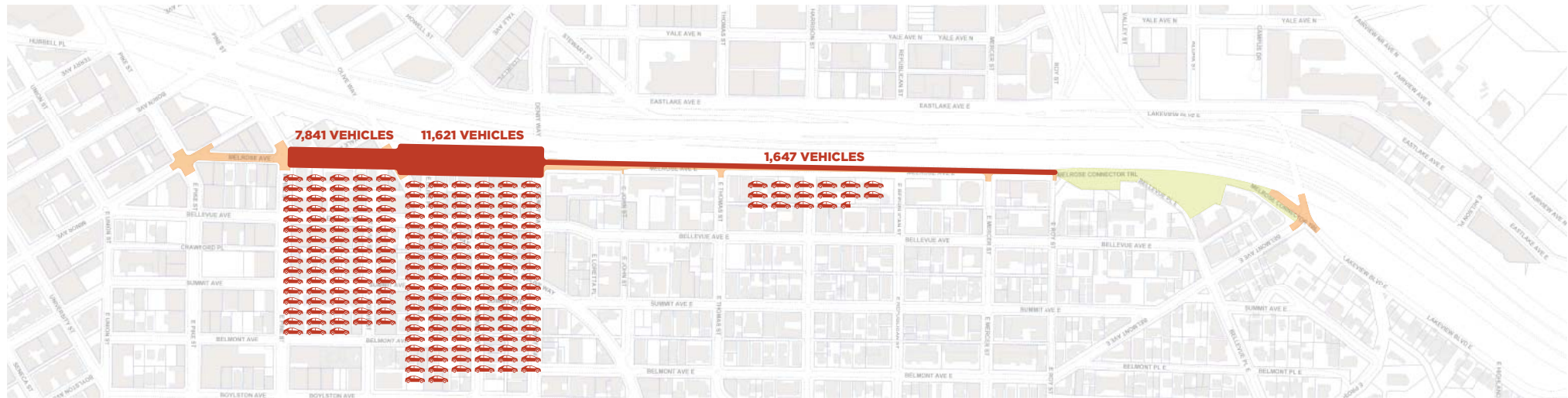
ACTIVE-URBAN**OVERLOOK****PARK****NORTH****ACTIVE-URBAN****OVERLOOK****PARK****NORTH****→ CONNECTIONS**

ACTIVE-URBAN

OVERLOOK

PARK

NORTH



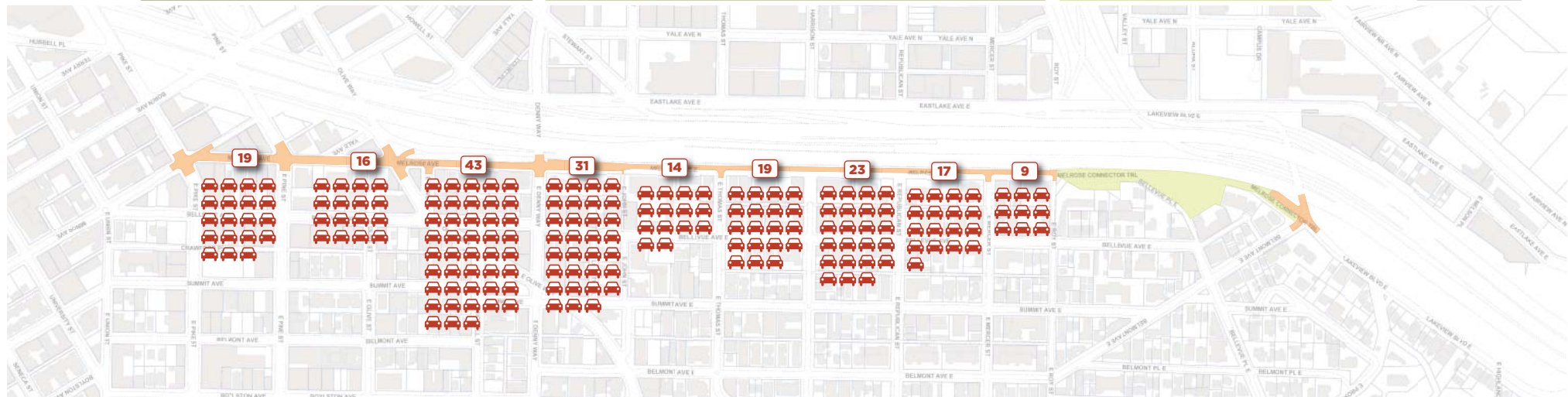
100 VEHICLES = **AVERAGE DAILY TRAFFIC** **TRAFFIC VOLUMES**
*DATA FROM 1998-2003 BY KSS FUELS

ACTIVE-URBAN

OVERLOOK

PARK

NORTH



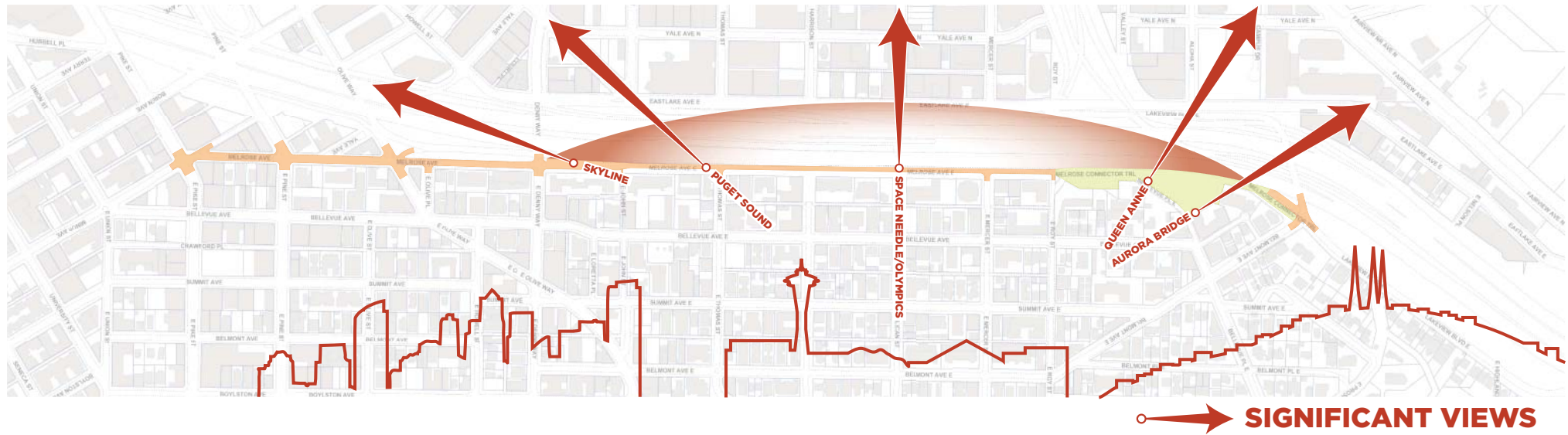
PARKING COUNTS

ACTIVE-URBAN

OVERLOOK

PARK

NORTH

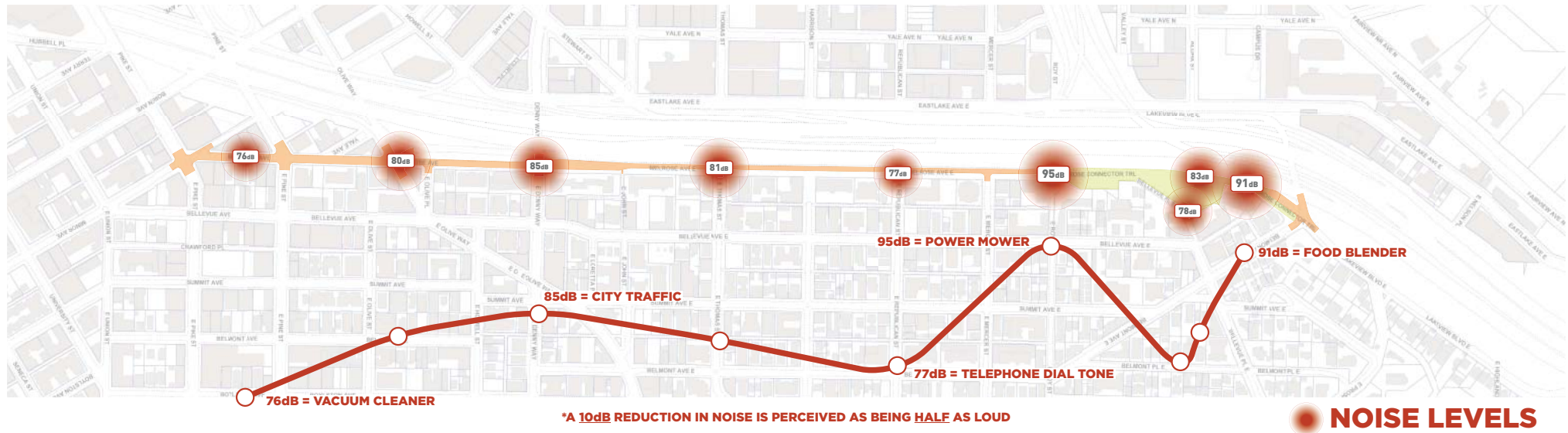


ACTIVE-URBAN

OVERLOOK

PARK

NORTH



ACTIVE-URBAN

OVERLOOK

PARK

NORTH



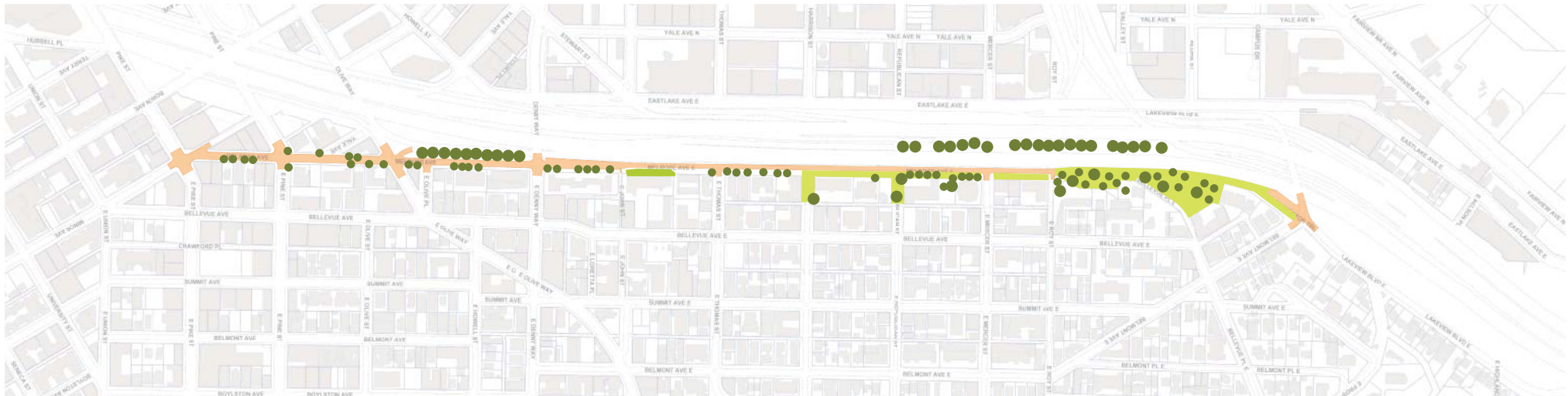
CURB CUTS

ACTIVE-URBAN

OVERLOOK

PARK

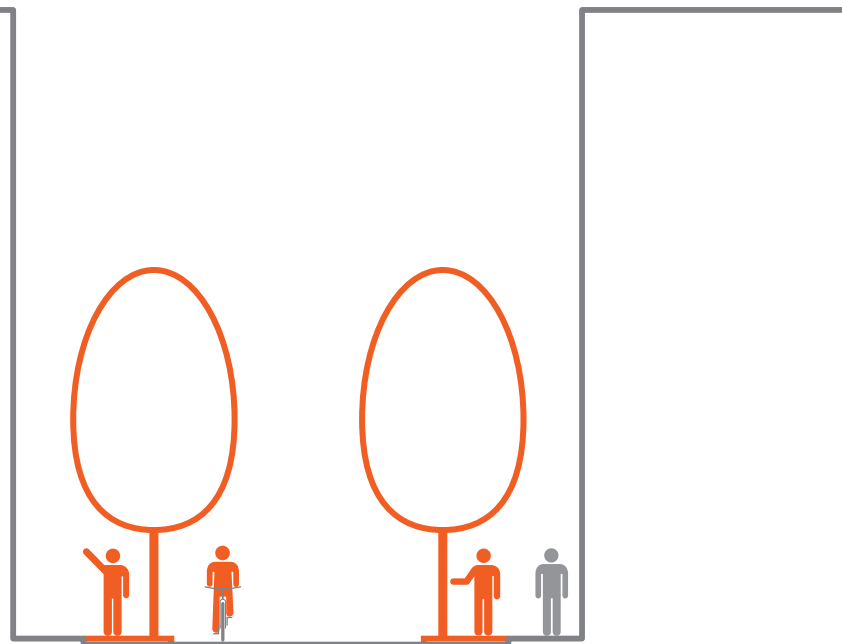
NORTH



VEGETATION



NOW -  |  - LATER



FLEXIBLE SPACES

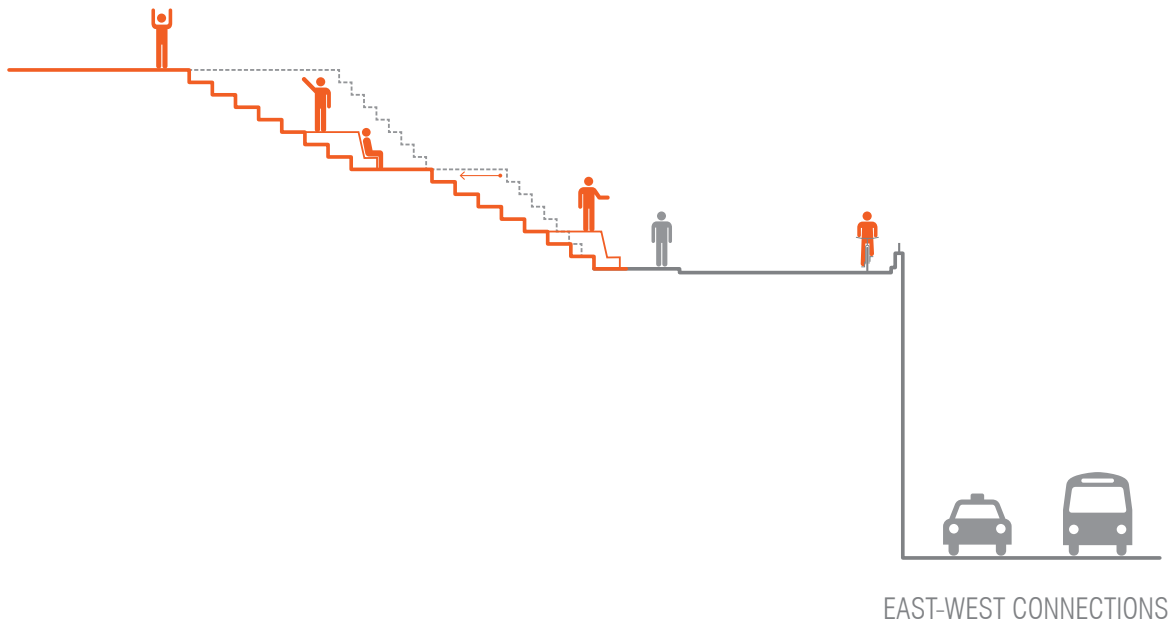
SITE OPPORTUNITIES | ACTIVE URBAN

Flexible Spaces: Establish an overall character that is identifiable, can accommodate big events yet flexible and scalable to the individual. One flexible space with a diversity of uses. Flexibility inherently allows the promenade to host daily informal use, yet also transform to accommodate an evening concert or street festival. At the southern end of Melrose, continue to foster a mixed-use vibrancy reinforcing a dynamic street with the potential for flexible programmatic and spatial arrangements. Overlapping uses blend cultural, social, and economic influences in a single public realm with activated edges on all sides.

Continue 'Early Wins' Strategy: The setting and views are incredible and the success of Melrose Promenade is largely dependent on getting more people to utilize the corridor and populate the spaces. The WSDOT fences coming down make a huge difference! Simple things like temporary furniture, paint on the ground, events (Muffins on Melrose), Parking Day, etc., can begin to change perceptions about the space and get more people thinking about the possibilities.



NOW -  |  - LATER

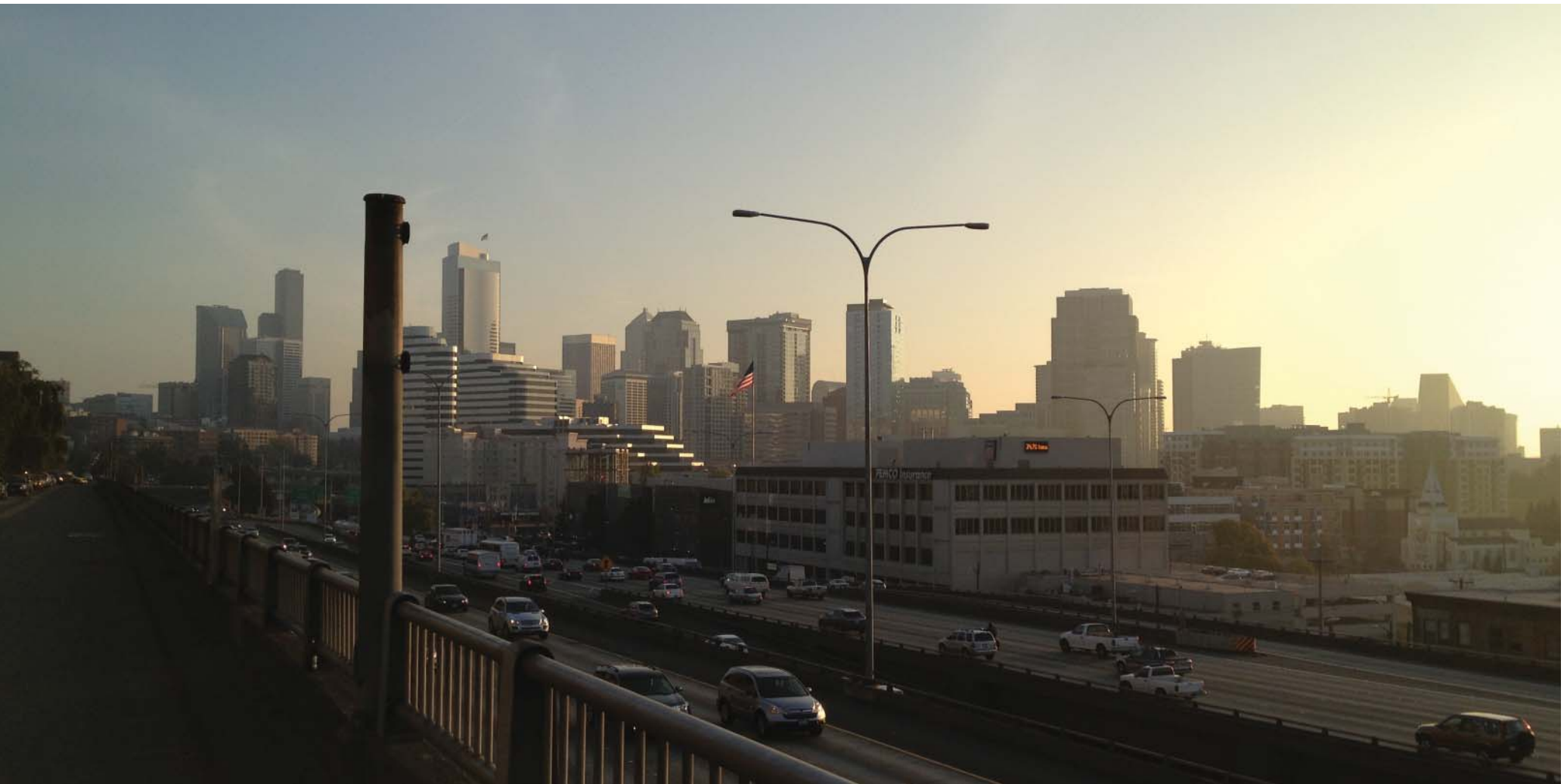


SITE OPPORTUNITIES | OVERLOOK

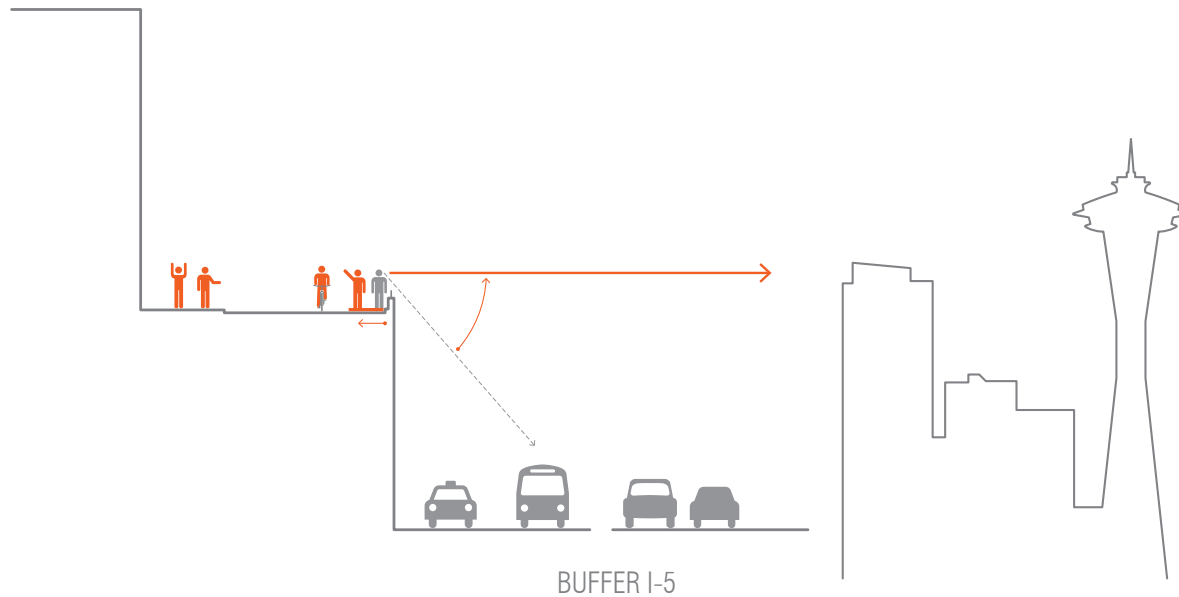
Roy St. to Bellevue Pl. E: The Roy/Melrose intersection presents another huge opportunity for improvement. Roy is a very steep slope and the northern edge has been used for informal parking. Clearing away some underbrush and limbing-up tree branches on the King County, WSDOT, SDOT properties opens views northward and makes a significant positive impact. Until recently there was chain link fencing and invasive vegetation crowding the trail. Eliminating places like this and linking into the trail from higher on Roy will provide additional access points and minimize potentially dangerous narrow corridors.

East-West Connections: Improving connections to and from the promenade will help to reconnect and stitch it back into the fabric of the neighborhood. Allowing neighborhood access to the promenade will increase the activity level significantly and improved gateways will reintroduce more people to the assets of the promenade.

Mitigate Steep Slopes: Some of the streets and sidewalk perpendicular to the promenade are extremely steep (Roy Street is 27%!). Other areas have incredibly steep steps (access between Mercer & Republican) that could tire even the fittest people. Creating small places along those routes for small activities, allow one to get a great view, meander and rest along the way not only activates the promenade but also helps reconnect the promenade to the neighborhood.



NOW -  |  - LATER



SITE OPPORTUNITIES | OVERLOOK

Buffer Noise: The decibel level along I-5 can be deafening. Several strategies can easily be employed to improve the quality of experience and help mitigate the perception of noise. Providing a physical buffer and vegetation between Melrose and I-5 not only moves people away from the source of noise, but also focuses views above and beyond traffic below. Water can also mask background noises. Locating the trail on the east edge of Melrose, the noise drops significantly (about 10+ db) and provides relief. Perhaps a longer term goal could be to get WSDOT to pave this section of I-5 with quiet pavement.

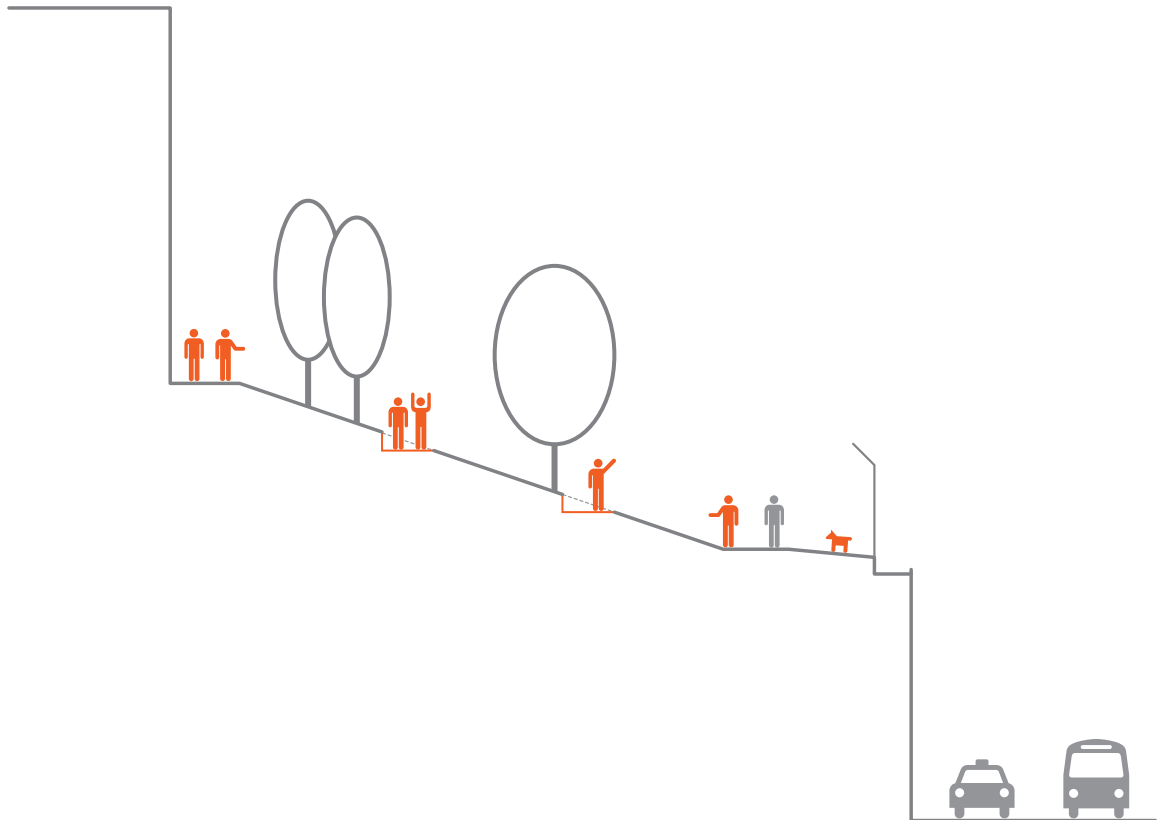
Honor the History: The promenade exists as we know it today because of a fascinating history. Photo archives reinforce that fact from early settlers' urban agriculture growing produce on the shores of Lake Union, a 1900 map showing that we've long been a city of bicyclists, to the infamous winter day when the bus crashed through the guardrail. The promenade has soul and a rich story to tell involving both the city and the public. The master planning process can reveal what is best about the promenade and build on it.



NOW -



- LATER



BELLEVUE PLACE PARK

SITE OPPORTUNITIES | PARK

Lakeview Blvd/Belmont Ave: Countless cars, bicycles and pedestrians pass through this intersection each day and barely know anything exists to the south. Many bicyclists know this is the flattest route along the west edge of Capitol Hill, but this is a huge opportunity to invite more people into Bellevue Place Park and announce the presence of the promenade. There is plenty of room to reduce the width of the vehicular areas and increase amenities for pedestrians and bicycles.

Bellevue Place Park: This is a great park waiting to be discovered. Improving visibility and sightlines into the park will help tremendously. Since grades are so steep, the turnaround area on Bellevue Place E is a great place to enable pedestrian access into the upper sections of the park by circulating northward parallel to the steep contours. Creating a series of level terraces makes it easier to navigate and provides opportunities for gathering. This also helps to activate the upper portion and get additional eyes looking down toward the lower pathway. There's another great opportunity to utilize the sliver of space between the path and the highway with something like a low dog run that could reach out toward Lakeview Blvd. and further activate the northern portal.

PUBLIC OUTREACH



PUBLIC OUTREACH

Melrose Promenade is a community initiated and community driven effort. As such, public input played a significant role in vision development. The project team employed a wide variety of strategies to gather diverse and quality input from the community about their views on the future of Melrose Promenade. These included public meetings, project flyers, online surveys, on-site gatherings and clean-up events. Over the course of the project, these strategies yielded a vast amount of data that the design team channeled to create the design vision for Melrose Promenade.

The primary venues for public input were three public meetings. These meetings began with an introductory presentation and ended with a public interaction period. Accounting for roughly one half of the total meeting time, the public interaction period offered an important opportunity for the community to comment on the material presented and discuss other areas of interest or concern. To structure this exchange, each of the three project zones (Active Urban, Overlook, and Park) had a designated station with supporting graphic material. Community members were encouraged to circulate from station to station where discussion was facilitated by members of the project team.

The first public meeting focused on two topics: the Melrose Promenade site (the highs and lows of existing conditions) and the Melrose Promenade community (how the site is currently used and what community members most want to see implemented). Site images and maps accompanied a

range of questions on display boards that were stationed about the meeting venue.

In an effort to reach a broader audience, the project team identified ten central questions for use in an online survey. Links to the survey were circulated via numerous websites and blogs and resulted in a statistically significant 125 respondents—greatly expanding the range of community input.

Public input from the first meeting and online survey led to initial design ideas that were presented for comment in the second public meeting. Community members provided feedback on the overall design concept as well a variety of site furnishings and site-specific elements.

The third and final public meeting presented three dimensional visualizations that illustrated specific, yet flexible, design ideas at three locations on the Promenade. Community members were invited to comment on the final design vision.



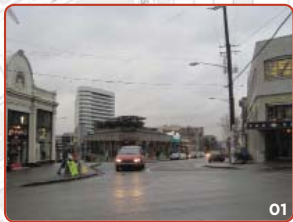
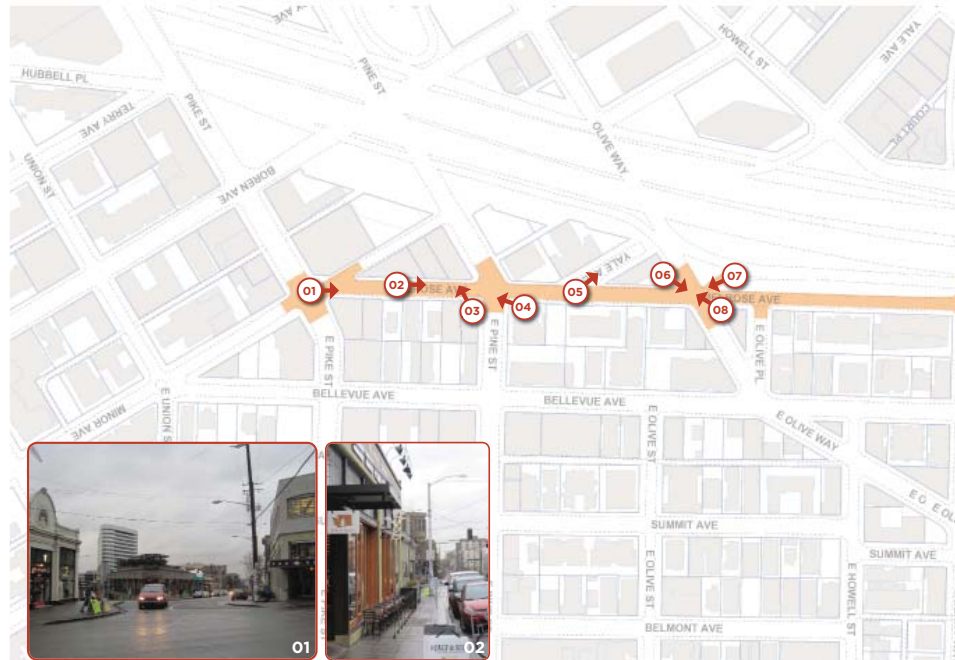
MEETING 01



MELROSE PROMENADE

Community Input Meeting - 01/24/13

ACTIVE-URBAN



*Width of Melrose Ave in Active Urban Zone: 40' - 42.5' (Curb to Curb)



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MELROSE PROMENADE

Community Input Meeting - 01/24/13

ACTIVE URBAN

MM= Melrose Market

1. Tell us about your **RELATIONSHIP** to Melrose Avenue (live, work, commute...) mostly residents, cyclists, visitors, bus stops
2. How do you currently use Melrose Avenue? (parking, walking, bicycling...) to first hill, & reverse, more people north, running difficult cycling down olive & pine, #6 (M. Market, Bellevue View) wise
3. What is your **FAVORITE SPOT** on Melrose Avenue and why? between pine & olive, arcade, old character, past (na), CH front porch, melrose market, MM & parkways
4. What types of long-term physical **IMPROVEMENTS** would you like to see on Melrose Avenue? (trees, seating, art...) wider sidewalks, parking hand for visitors, #3 addressing improve, bring pine pine, red only/women's. rain walk features, green absorb rain water. remove parking @ #6 & #7, more ped crosswalks, north commuter bus stop @ 6/7 on/off I-5. Gateway improve entrance @ #1 & #5 resulting from #1, angled parking @ MM, wider sidewalks @ MM, restore & cobblestones, repair sidewalk. AGAIN, maintain trees, visitor light to match downtown structures, moving fence from #7 north on west side, Yale Ave overlook
5. Melrose Avenue currently serves **PEDESTRIANS, BIKES, AND AUTOS**: what are your priorities?



6. If this project could make **ONLY (1) IMPROVEMENT** to Melrose Avenue, what is your highest priority? rain garden, better ped crossing, better ped crossing @ #1 & #6/#7



7. What types of future **EVENTS/HAPPENINGS** would you like to see along Melrose Avenue in the **LONG-TERM**? continue melrose street-fair, marathon come through, close melrose brown Pike/Pine on Sundays, restore to cobbles (under #4, above)

8. What type of **EVENT/ACTIVITY** would you like to see on Melrose Avenue **THIS YEAR**? dancing sun to accidental Park, taste of Melrose during summer, street fair @ MM & flea Market



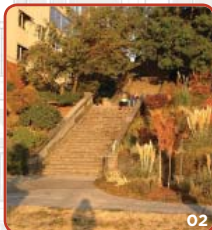
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MELROSE PROMENADE

Community Input Meeting - 01/24/13

OVERLOOK



*Width of Melrose Ave in Overlook Zone: 52.5' - 25' (Curb to Curb)



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MELROSE PROMENADE

Community Input Meeting - 01/24/13

OVERLOOK

1. Tell us about your **RELATIONSHIP** to Melrose Avenue (live, work, commute...)

2. How do you currently use Melrose Avenue? (parking, walking, bicycling...)

3. What is your **FAVORITE SPOT** on Melrose Avenue and why?

4. What types of long-term physical **IMPROVEMENTS** would you like to see on Melrose Avenue? (trees, seating, art...)

5. Melrose Avenue currently serves **PEDESTRIANS, BIKES, AND AUTOS**; what are your priorities?

6. Make **ONLY (1) IMPROVEMENT** to Melrose Avenue, what is your highest priority?

7. What types of future **EVENTS/HAPPENINGS** would you like to see on Melrose Avenue in the **LONG-TERM**?

8. What type of **EVENT/ACTIVITY** would you like to see on Melrose Avenue **THIS YEAR**?

ACCESSIBILITY

RUS LINES C SUMMIT/DENNY

IMPACTANCE OF STREET ENDS

ST. MIXING ZONE

GREAT VIEWS

1.5 MI ST. (SUNNY PARK)

SOUND ATTENUATION

C STAIRS

VARIED HEIGHTS TO SOUND BARRIER

GREATEST POTENTIAL ZONE

STRATEGIC IMPROVEMENTS

BIKE RIDER & JENNY IN 1.5 HR.

SHOULDER DUMPSTER/UTILITY ACCESS

ALLEY - SCREENING

OPPORTUNITY W/ ALLEY

CORNER & MERCER (BIKE RTR.)

DEEP PARK W/ TOWNH/

PEDESTAL ROK

WORLD'S LONGEST!

Length - grasses, boardwalk garden Making it maintainable

Find out City regulations on maintenance requirements for adjacent properties (unimproved r.o.w.)

Boardwalk feel! Texture on street

STAIRS - need parking

path not straight esp. at north end

lighting - especially at night

needs repaving

Deliveries come off of Melrose

People on non-view side could use terrace for view but don't

Automobile/Parking Focused

Runners

Lighting - old style.

Northbound vehicles only?

Bike + ped

No matter what

Harrison first

Priority

Runners would come more if it were more pleasant

Harrison: Five years - garbage off Melrose + today

Sound is a major issue

Overlook has greatest possibility

Safety lighting street crossing - easier to get down than up

Focus on pockets

destinations

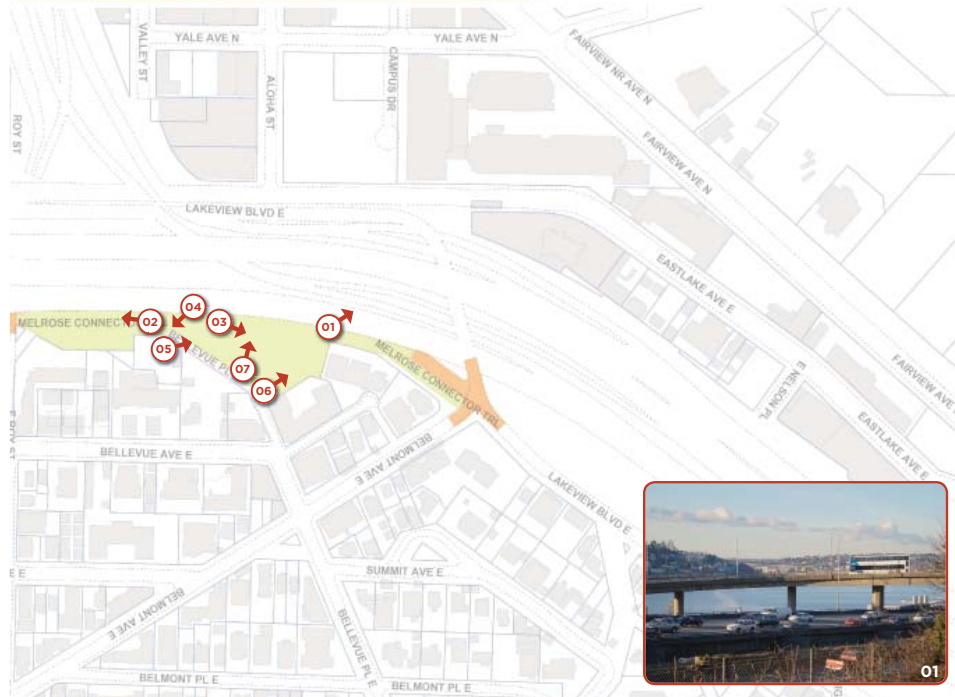


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Community Input Meeting - 01/24/13

GREENWAY



MELROSE PROMENADE
Community Input Meeting - 01/24/13

GREENWAY

RUNNING 11
ST BARTS
BIKCLE - BELWEP
ART

2. How do you currently use Melrose Avenue? (parking, walking, bicycling...)

3. What is your **FAVORITE SPOT** on Melrose Avenue and why?

REPUBLIC - DENNY → NEEDS SPOT OF RESPIRE

4. What types of long-term physical **IMPROVEMENTS** would you like to see on Melrose Avenue? (trees, seating, art...)

-
- Melrose Avenue**
- Pedestrians**
 - LESSEN NOISE - GREEN WALL?
 - ONE WAY NORTH BOUND ON MELROSE
 - COMMUNITY PARTICIPATION IN MAINTENANCE
 - DOG RUN
 - CONT. TRAIL @ BELMONT A TO WEST
 - MORE VIBRANCY & EXPOSURE
 - Bikes**
 - BETTER BICYCLE CONN. ONE BELLEVUE PL
 - MIXING TABLE
 - Autos**
 - PRA PATCHES
 - WEATHER PROTECTION
 - NOISE PATCHES
 - DEVELOPMENT TO BRING PEOPLE IN
 - BBQ'S (ALREADY HAPPENING)
 - LEADING/ENTERING WAYS FROM BELLEVUE & BELLEVUE
 - Urban Wildlife**
 - NATIVE PLANTING TABLE
 - MOVIES/MUSIC
 - STAMEN HOUSE
 - MARK SOUTHWEST/BRANNOX & SUMMIT TERRACE
 - KOREA PRA PATCH / ID
 - OVER PASS/LOOK @ RAY
 - SOUND GARDEN
 - URBAN JUNGLE @ WHIPPY POINT
 - Lighting**
 - MARK ENTRY @ INTERSECTION OF LAKE/BELMONT/OVERPASS
 - GATEWAY
 - AESTHETIC IMPROVEMENTS TO PARKING
 - REDUCE FELTION FOR PEOPLE TO TRAVEL
 - COMMUNITY THEATRE / BANDSTAND
 - TURN OUT TONES TO IMPROVE OPTED
 - WHITE NOISE/WATER FEATURE TO CANCEL CAR NOISE
 - BEACHERS
 - RAIN GARDEN BROADWAY
 - LIGHTING
6. If this project could make ONLY (1) IMPROVEMENT to Melrose Avenue, what is your first choice?

6. If this project could make **ONLY (1) IMPROVEMENT** to Melrose Avenue, what is your highest priority

Pedestrian/Bicycle Focused

Automobile/Parking Focused

7. What types of future **EVENTS/HAPPENINGS** would you like to see along Melrose Avenue in the **LONG-TERM**?

8. What type of **EVENT/ACTIVITY** would you like to see on Melrose Avenue **THIS YEAR**?



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WEINSTEIN AU ARCHITECTS + URBAN DESIGNERS LLC



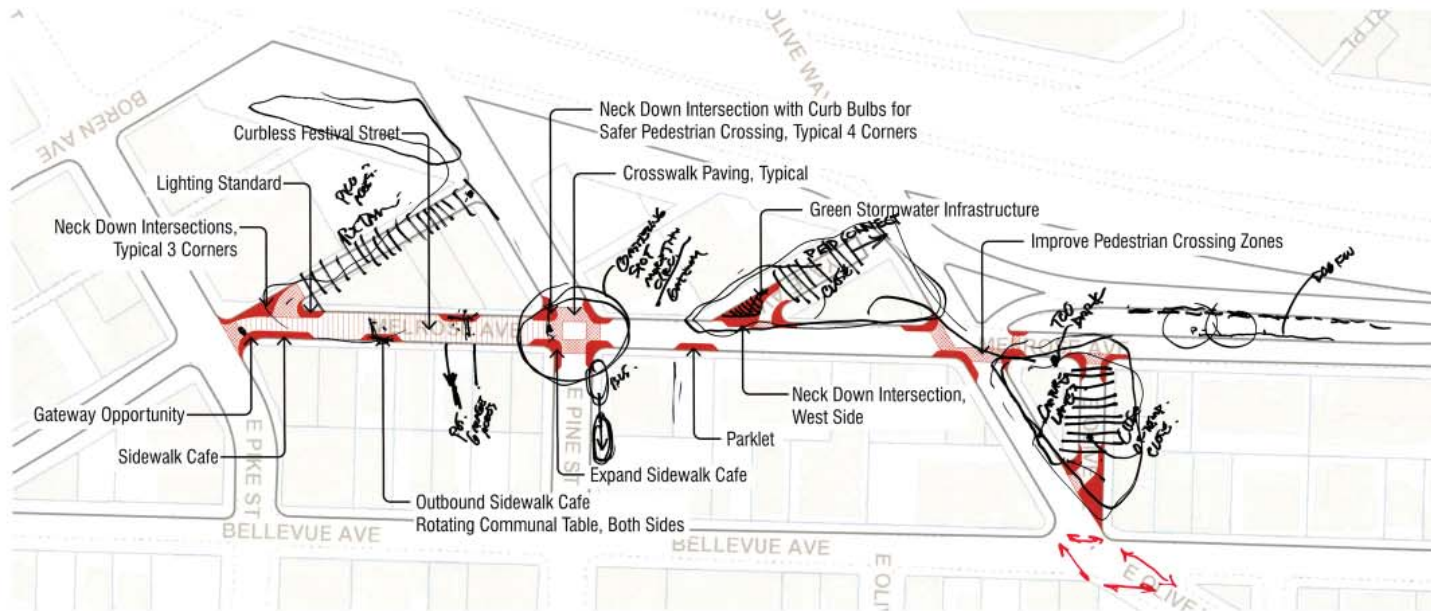


MEETING 02



MELROSE PROMENADE

Community Input Meeting - 02/20/13



Your Thoughts?

• Melrose Promenade is a great idea
 • Do a survey of the community
 • Historic Bellevue & Boston
 • Bike path - along street to improve safety
 • Improve the street
 • Consider the street layout
 • Improve the street layout
 • Improve the street layout
 • Improve the street layout

What's Missing?

• Improved lighting for safety
 • Improved lighting for safety
 • Improved lighting for safety
 • Improved lighting for safety

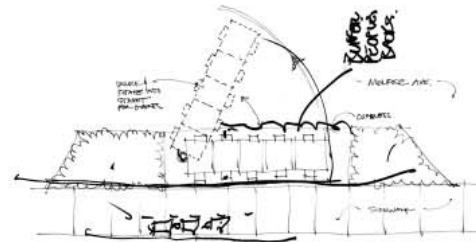
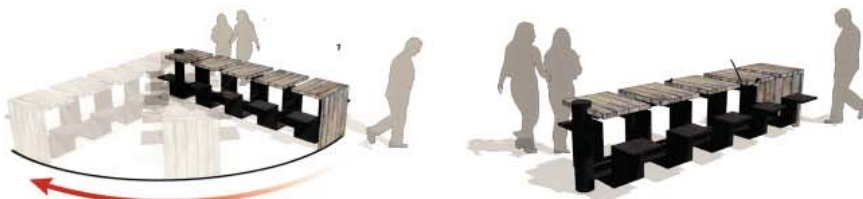
More of That?

• Improved lighting for safety
 • Improved lighting for safety
 • Improved lighting for safety

Less of This?

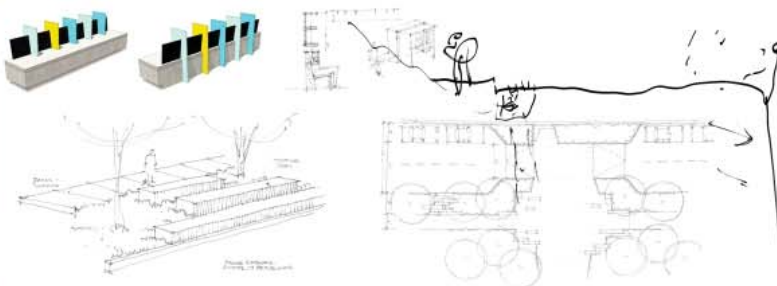
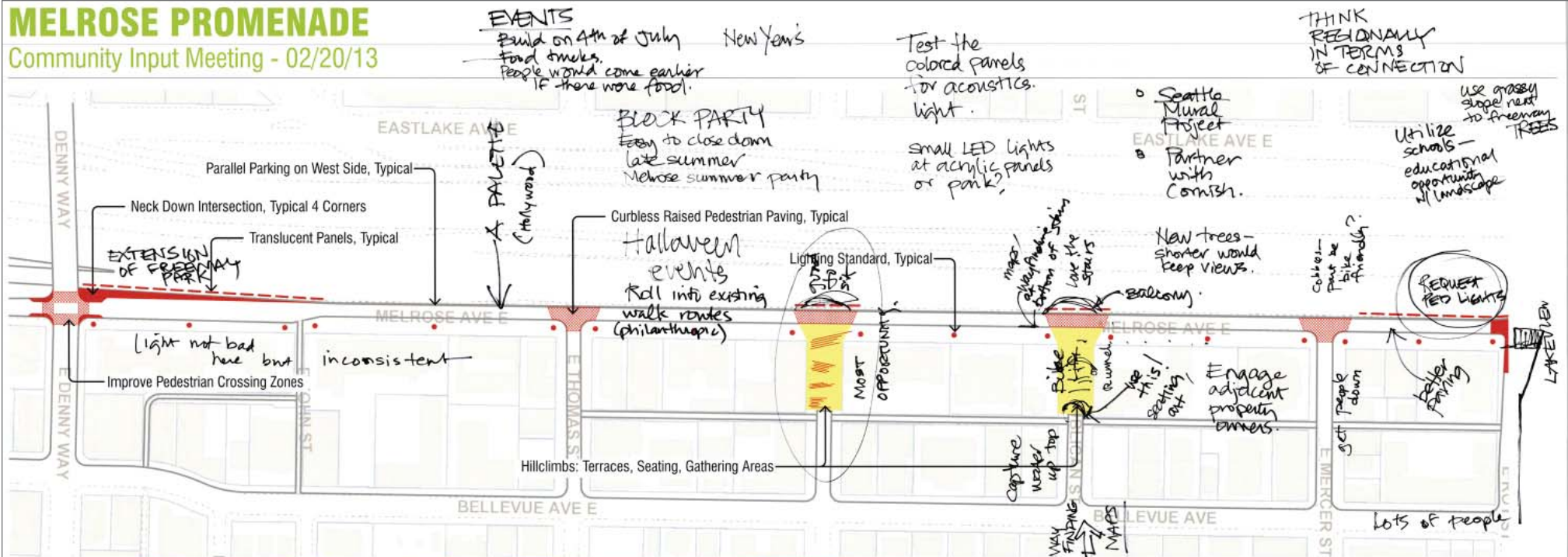
• LITTER

Highest Priority?



MELROSE PROMENADE

Community Input Meeting - 02/20/13



Your Thoughts?

Activity at other end - Melrose Market

Interpretive - call-in table about views, would people use?

Bike Share
 Melrose in area.

CARPPOOL CONVERSION
 Bike Share.
 What's Missing?

Already have a Friends of Bellevue Park

Melrose business
 Melrose Project
 Patrick Jones

Green Areas with steward use native plant

Feasibility:
 Certification
 Multiple functions
 Acoustic / seat

Water
 Mask noise
 Kid play
 Like colorful acrylic panels
 west light.

Slide!
 Active uses best with noise

Stairs great for seating

Highest Priority?



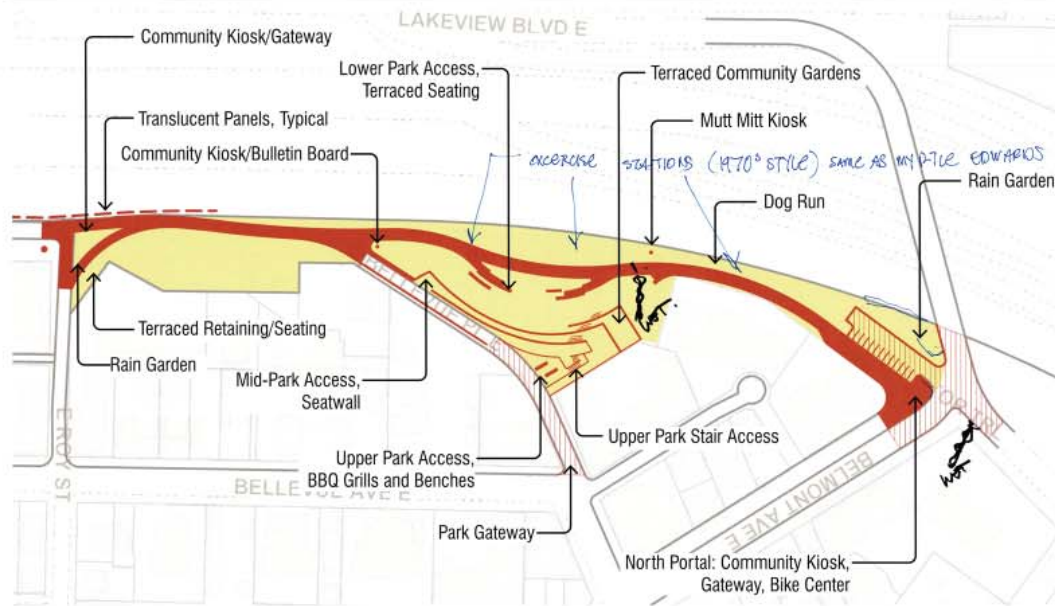
schemata
 workshop

WEINSTEIN AU ARCHITECTS + URBAN DESIGNERS LLC

berger PARTNERSHIP

MELROSE PROMENADE

Community Input Meeting - 02/20/13



Your Thoughts?

OVERLOOK / PROTRUDE VIEW
CANOPY WALK
SIGNAGE / WAYFINDING
(MEASURED)

FREEWAY PARK
CALL BOXES
BIKE FACILITIES (CANE NOT NECESSARY)
MORE OPEN PAVEMENT

AMPHITHEATER
CONNECTIONS TO EAST BLVD.
URBAN ARTWORKS MURAL

What's Missing?

- PEDESTRIAN CROSSING
- HOV VIEW
- TREATMENT OF MAIN WALL
- ST. LIGHTING
- GATEWAY ELEMENTS TO BELMONT / LAKEVIEW
- TRIBUTARY PARK
- FACILITIES FOR OUTDOOR TOB / DRINK

More of That?

- * CALD RAY FACILITIES
- LARGE FACEDROP AT BOTTOM
- PAVES
- SEPARATE TSK / PAV PARKING

Less of This?

Highest Priority?





MEETING 03

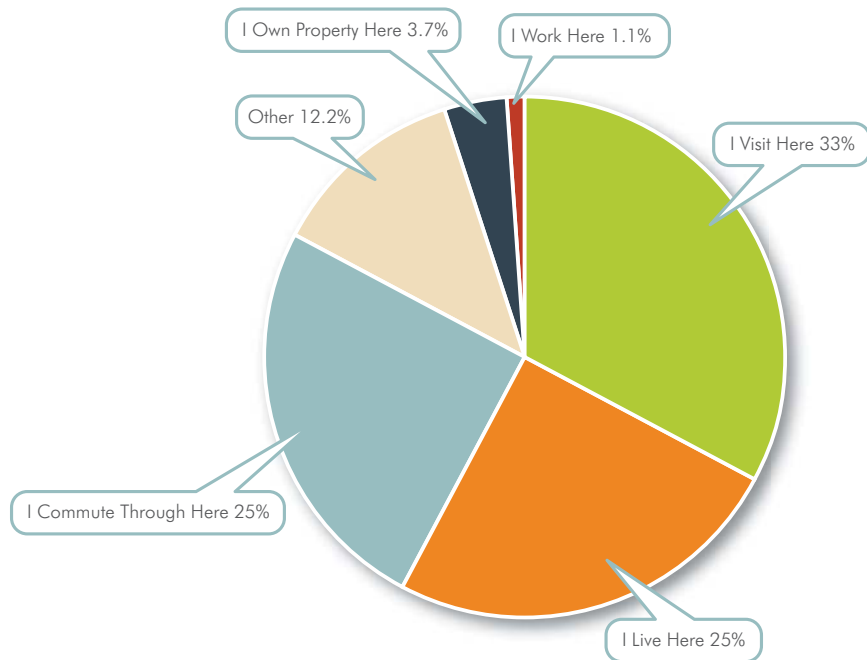


The screenshot shows the SurveyMonkey 'Edit Survey' page for a survey titled 'Melrose Promenade public feedback'. The interface includes a left sidebar with navigation options: 'Edit Survey', 'Survey Options', 'Question Bank', 'Print Survey', 'Restore Questions', and 'Page Randomization'. The main content area has tabs for 'Design Survey', 'Collect Responses', and 'Analyze Results'. Under 'Design Survey', there are options to 'Preview Survey' and 'Send Survey'. A section titled 'TITLE & LOGO' shows the survey title 'Melrose Promenade public feedback' and a '+ Add Logo' button. Below this, there is a '+ Add Page' button. The 'PAGE 1' section shows a question titled '1. Tell us about your relationship to Melrose Ave (select all that apply)'. The question has five radio button options: 'I live here', 'I work here', 'I commute through here', 'I own property here', and 'I visit here'. There is also an 'Other (please specify)' option with a text input field.

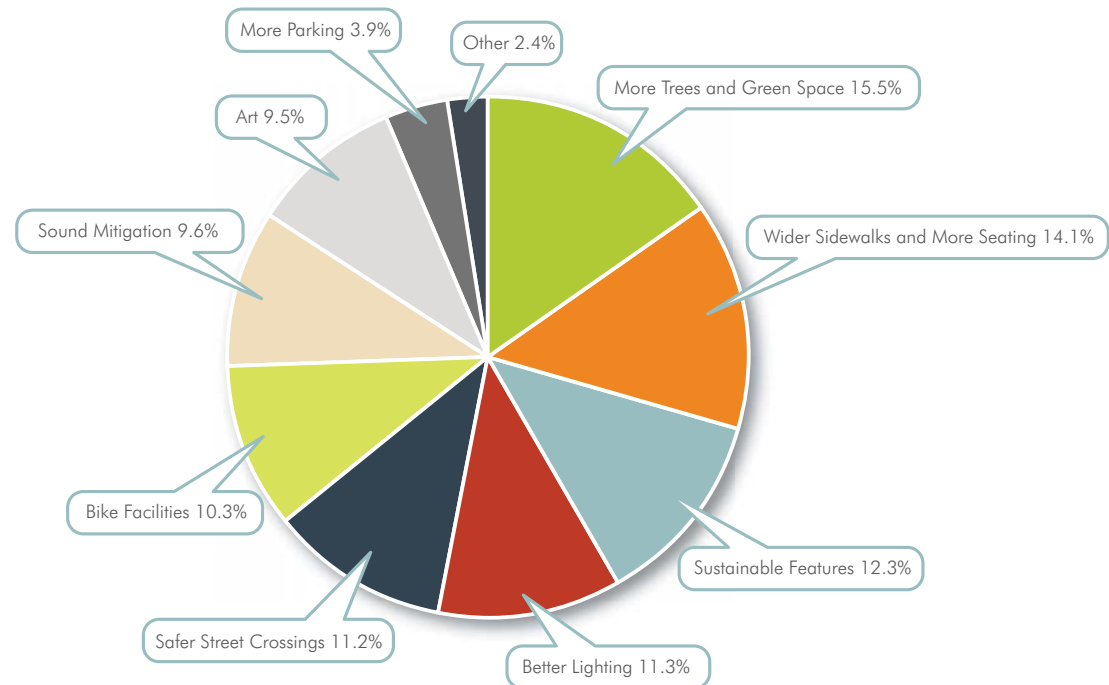
This screenshot shows the 'Edit Survey' page for the same survey, displaying questions 5, 6, and 7. Question 5 is titled '5. Melrose Ave currently serves pedestrians, bikes and autos: what are your priorities? (rank 1-5)'. It has five radio button options: 'prioritize wider sidewalks for green space, art, seating', 'prioritize bicycling and associate facilities', 'prioritize long-term parking for residents', 'prioritize short-term parking for shopping/visitors', and 'prioritize auto capacity'. Question 6 is titled '6. What types of events would you like to see along Melrose Ave as a long-term goal? (rank 1-3)'. It has four radio button options: 'work parties (park and street cleanup, plantings etc)', 'evening/weekend (street fair, BBQs, movies, performances, etc)', 'Holiday events (New Year's, 4th of July fireworks, etc)', and 'Other (please specify below)'. Question 7 is titled '7. If you choose other as one of your top 3 for the previous question, please specify' and has a text input field. Each question has 'Edit Question', 'Move', 'Copy', and 'Delete' buttons.

ONLINE SURVEY

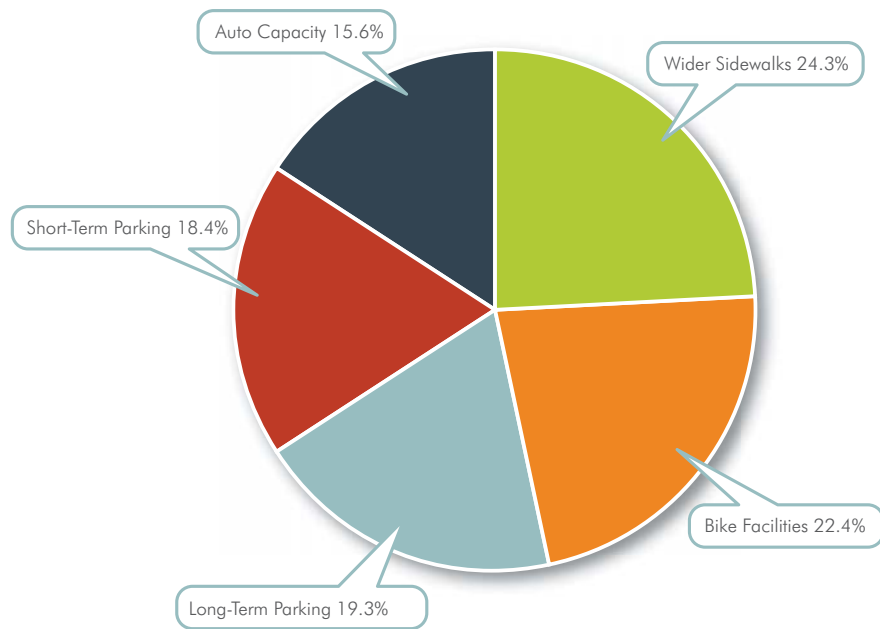
Tell Us About Your Relationship to Melrose Ave.



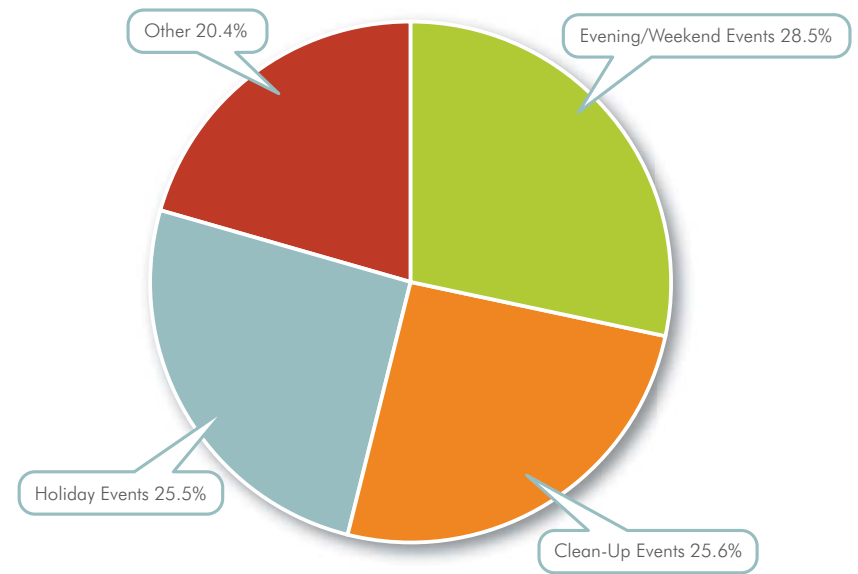
What Types of Long-Term Physical Improvements Would You Like to See on Melrose Ave?



Melrose Ave Currently Serves Pedestrians, Bikes and Autos: What Are Your Priorities?



What Types of Events Would You Like to See Along Melrose Ave as a Long-Term Goal?



What is currently your favorite spot on Melrose Ave?



What Types of Long-Term Physical Improvements Would You Like to See on Melrose Ave?



What Types of Events Would You Like to See Along Melrose Ave as a Long-Term Goal?

Summer Farmer's Market
Bike/Foot Race
Music/Art Festivals
Bike Events

What type of activity or event would you like to see on Melrose Ave this year?

Farmer's Market **Bike/Foot Race**
Music/Art Festivals **Viewing Party**
Fireworks **Street Fair**
BBQ **Clean Up Events**

Picnics
Bite of Capitol Hill
Outdoor Classes
Dog Contest
Children's Activities
Melrose Promenade Awareness Event
Tree Planting
Evening Events
Movie Viewing
Bonfire
Chess Games
Poetry Reading

Would You Like to Help Volunteer and/or Organize this event?

Yes

Over 30 People

If this project could only make (1) improvement on Melrose Ave, what is your highest priority?

Increase Green Space

Provide Art

Mitigate Sound

Increase Lighting

Provide Regular Maintenance
Reduce Vehicular Traffic

Add Water Features

Improve Pedestrian Realm

Provide Signage Wayfinding

Improve Paving

Improve Connections

Increase Parking

Decrease Parking

Improve Bike Facilities

Increase Seating

Wind Turbines

Improve Bellevue Place Park

Improve street crossings

VISION

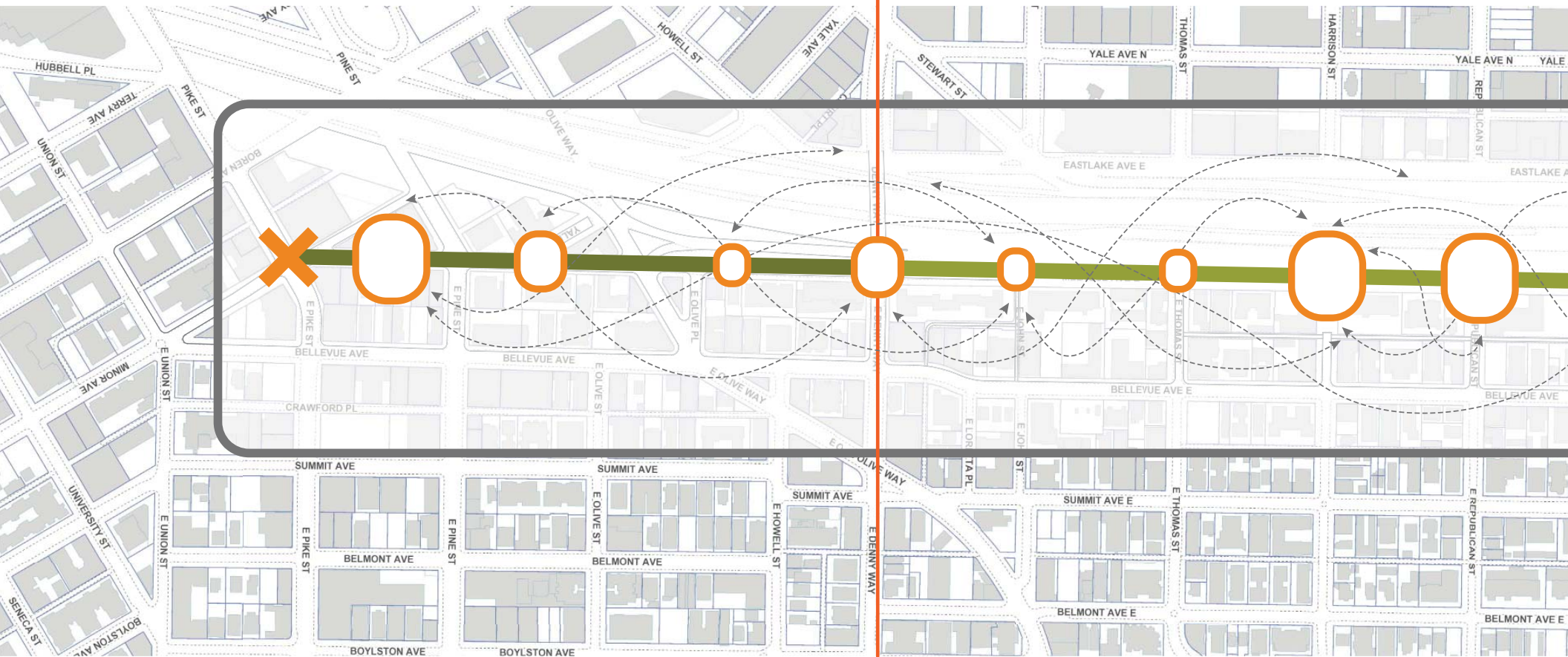




VISION

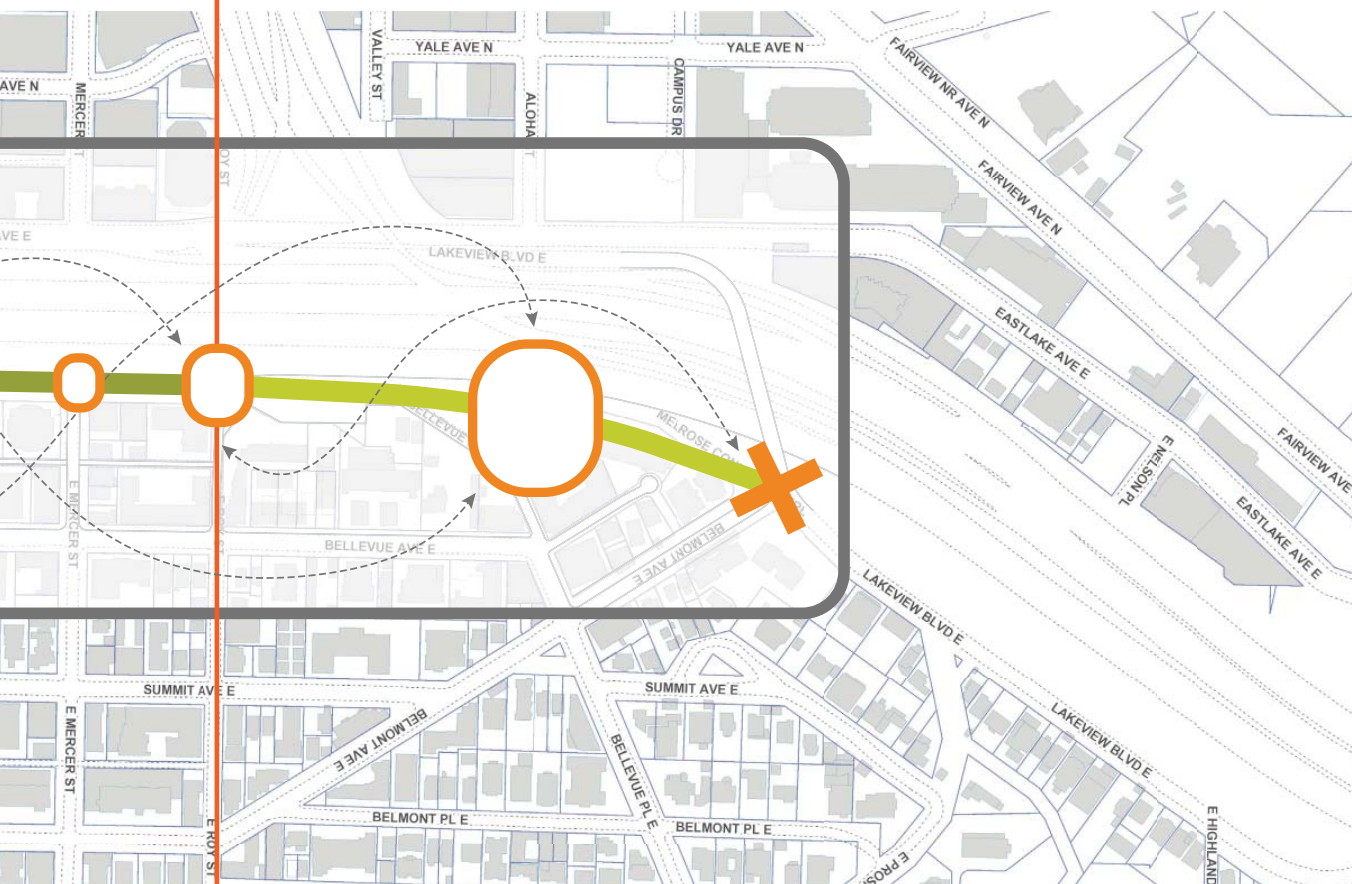
The vision for Melrose Promenade proposes a series of strategic interventions and enhancements at key points along the corridor. Rather than establishing a unified, consistent material palette along the entire length, each zone would be designed to respond to the unique setting and conditions at each location. This strategy suits the project well since there is recognition that it is unlikely that redevelopment would happen simultaneously. This approach also provides maximum flexibility for implementation of incremental improvements over the entire length or full implementation in key areas. As the vision is implemented over time and evolves, a rich, layered effect will only add to the character of the promenade.



ACTIVE-URBAN**OVERLOOK**

PARK

NORTH



CONCEPT

Running north-south for approximately one mile, Melrose Promenade is a predominantly linear experience. Along the way, the Promenade crosses numerous street intersections and neighborhood character zones that lend a rhythm to the experience of the Promenade and also provide spaces for gathering and important east-west connections. The design concept focuses on these intersections to develop unique and vibrant points of interest along the whole corridor. Melrose Avenue is to serve as the connective element that stitches together these points along the promenade. While pedestrian realm and street improvements are envisioned for the entire promenade, it should be focused in the development zones discussed above.

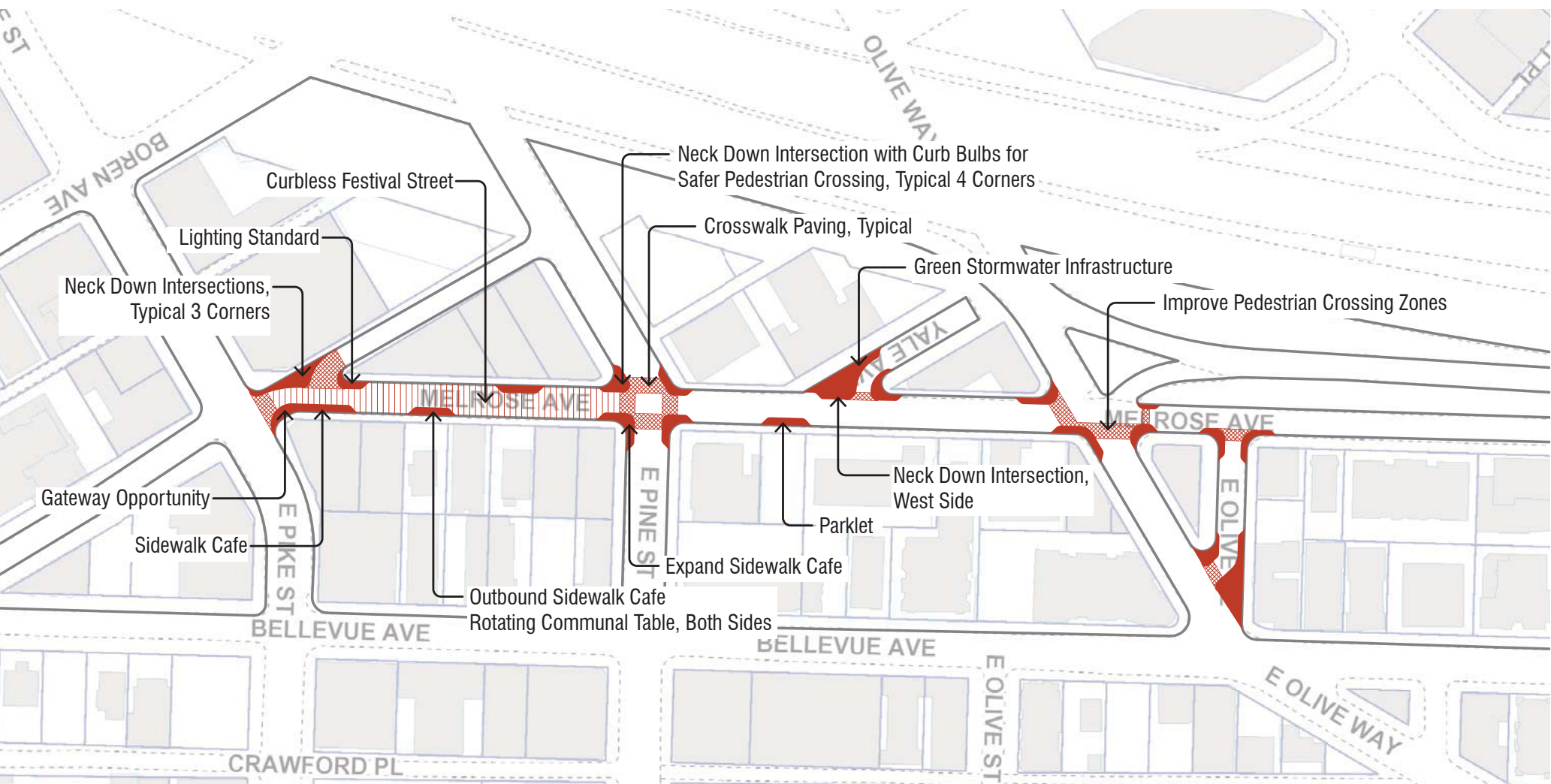


ACTIVE URBAN

Of each of the three zones identified in the study area, the Active Urban zone is the most developed with retail and also presents tremendous opportunity to enhance the pedestrian realm. An initial and fairly straightforward step that could be taken is to designate the portion of Melrose between Pike and Pine as a Festival Street. Obtaining that designation from the city doesn't necessarily change the physical street but would allow pedestrian-oriented events to be held in the space regularly and only require one permit each year. See SDOT Blog for additional information and application procedures: <http://sdotblog.seattle.gov/2012/03/08/a-festival-what/>

Since several of the cross streets intersect at an angle, areas of roadway don't make for good parking or travel lanes, but also make the north-south pedestrian crossings very long (e.g., intersection of Melrose & Yale). Over time if these roadway spaces were reclaimed by constructing curb bulbs, there would be numerous opportunities to increase the amount of space available for planting, rain gardens, seating, art, and overall expansion of the pedestrian realm. Whether these curb bulbs happen incrementally with adjacent development or as whole blocks of street improvements, the composite effect would be an increase of about 20,000 SF of new pedestrian and green space without significant change to existing travel lanes or parking quantities.

The adjacent image depicts a composite vision for the intersection of Melrose, Minor and Pike and strives to incorporate the range of priorities that sprouted from the community outreach process. The vehicular lanes of Melrose Avenue are shown narrowed to increase the width of the pedestrian sidewalks, and the curbs defining the street edge are flush with adjacent paving. Pedestrian paving is extended from retail frontage, across the sidewalk, through the parallel parking areas and throughout the street to create a pedestrian-oriented feel. Curb bulbs provide increased space for landscape, rain gardens, creative bike racks and potential gateway elements. Blank walls could be great canvases for public mural artwork, and overhead catenary lighting could be strung across the street to provide downward focused lighting as well as a unique identity. Currently there is a bike corral in one of the parallel stalls in front of Melrose Market. Consideration should be given to making that space, or multiple spaces along the street, more permanent by constructing a parklet that could provide seating, planting, bike storage and gathering space.







SITE ELEMENTS | ACTIVE URBAN



(1) Specialty Paving

(2) Festival Street



(3) Catenary Lighting



(4) Seating Elements

(5) Parklets



(6) Bike Facilities



SITE ELEMENTS | ACTIVE URBAN



(1) Murals/Artwork



(2) Art Opportunities

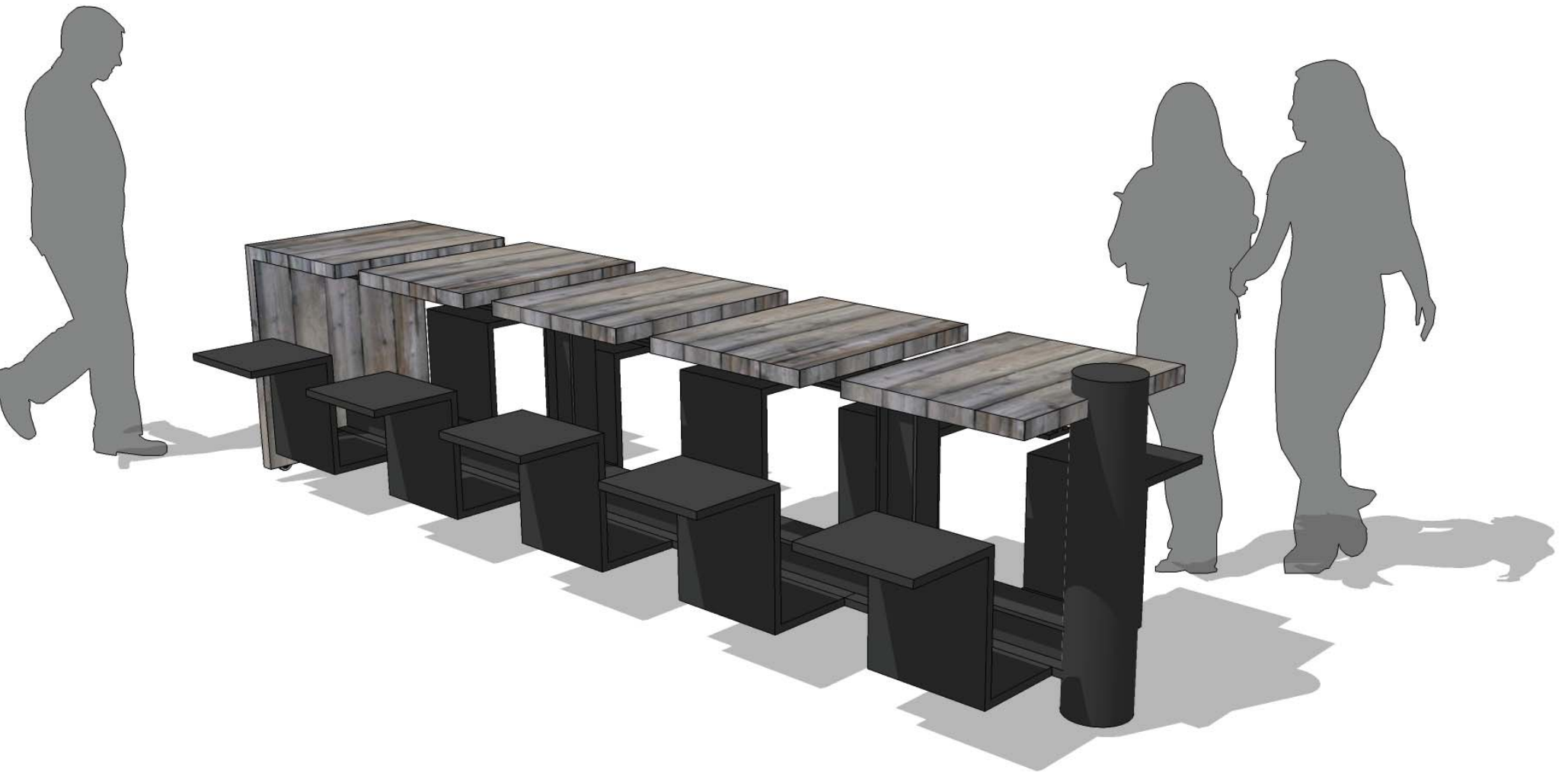
(3) Street Closures



(4) Stormwater Planters



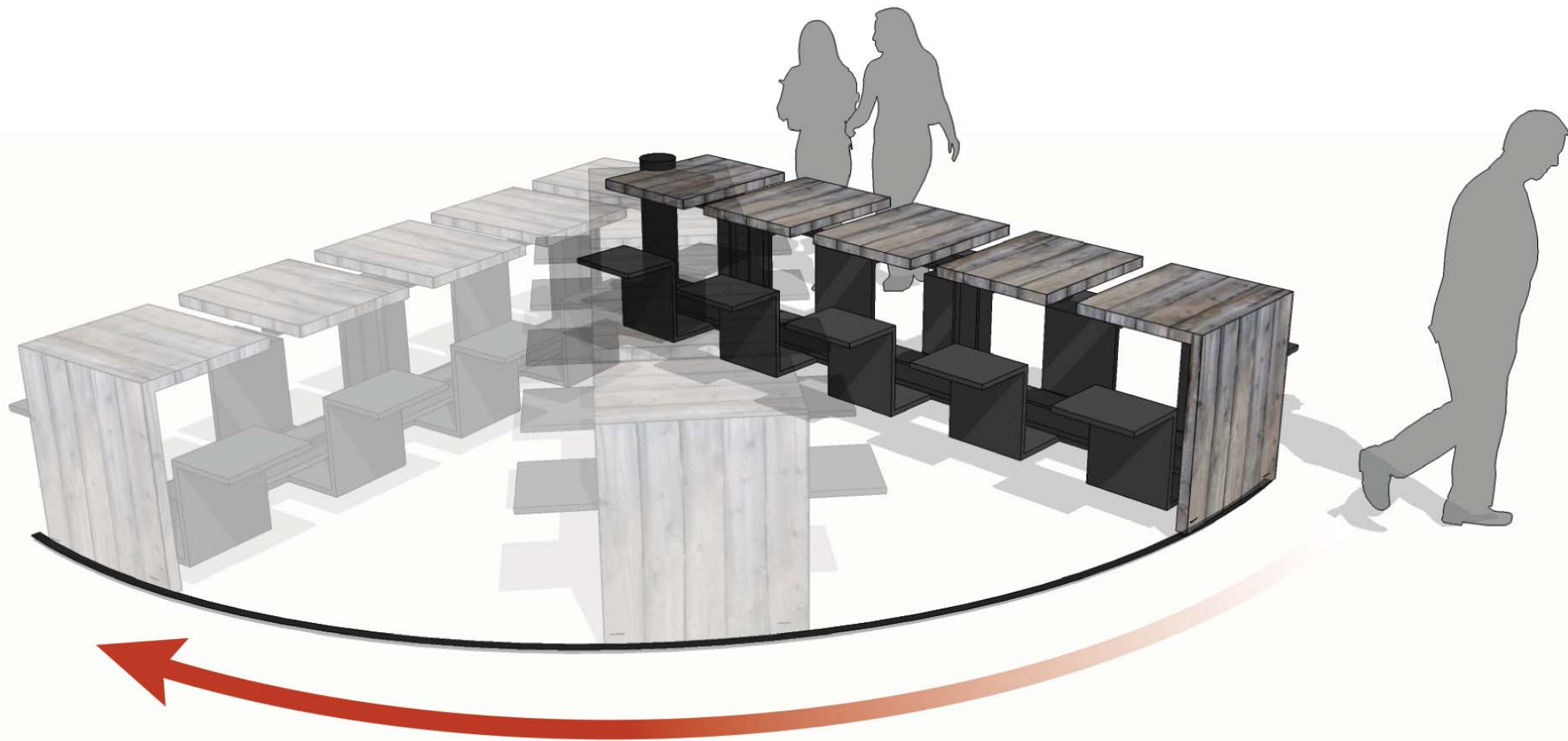
(4) Stormwater Planters



FURNITURE | ACTIVE URBAN

In each zone there's an opportunity to uniquely reflect the context of the street through the types of furnishings that occupy the public realm. In the Active Urban area, there are numerous of shops, cafes, restaurants and bars that open onto the street. Rather than only having seating associated with one business, a communal seating approach in the right-of-way would encourage broader public use and activate the streetscape while also providing an amenity for those merchants. The rotating bench provides an example of the type of furniture that could be built in the curb bulbs

or parklets and provide informal seating opportunities as well as place to eat. On days when the Festival Street is closed to vehicles for an event, the table could rotate into Melrose Avenue similar to a gate and activate the vehicular realm, allow freer flow of pedestrians across the street and send the subtle message that the street has been closed for an event.





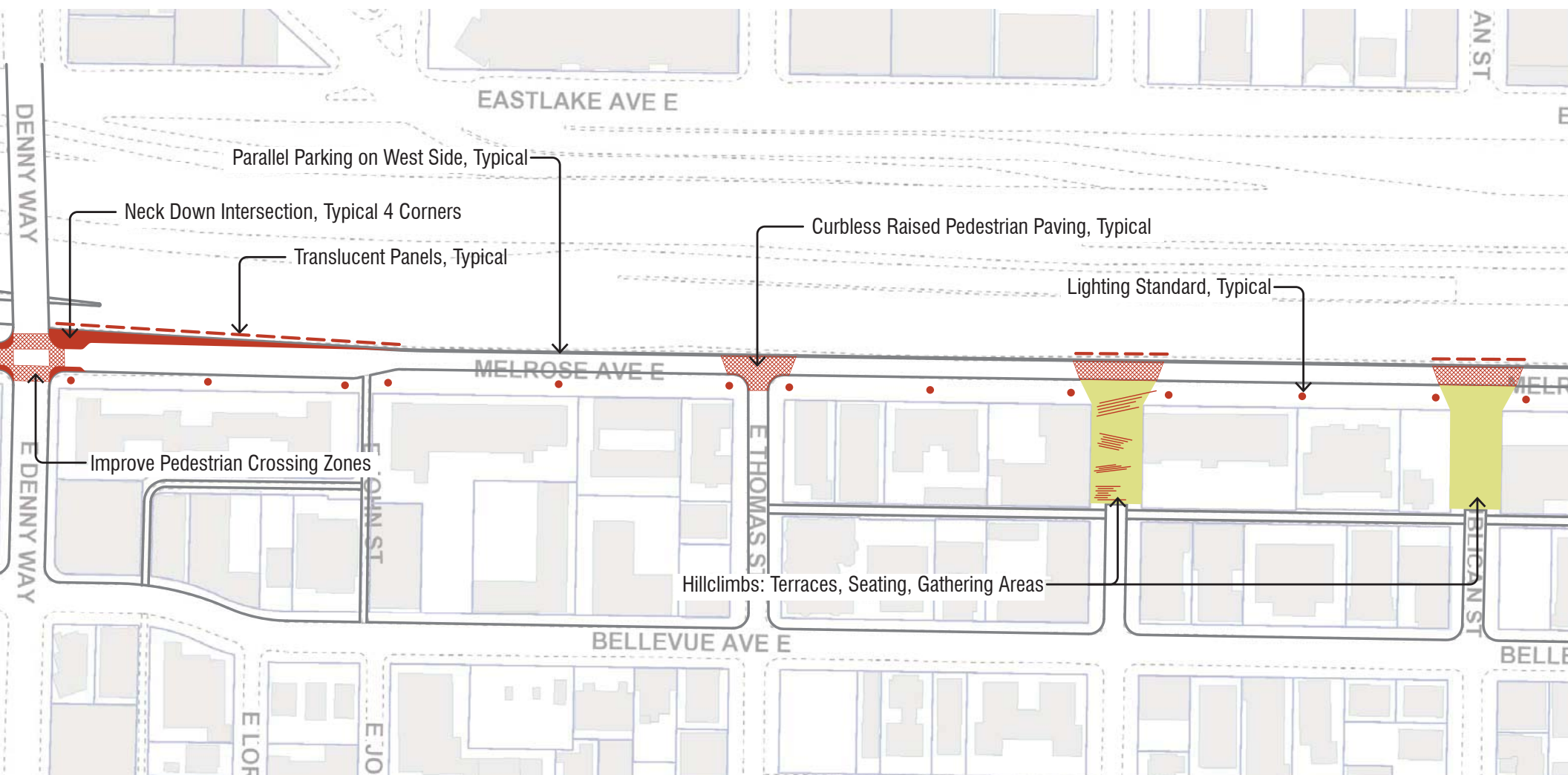
OVERLOOK

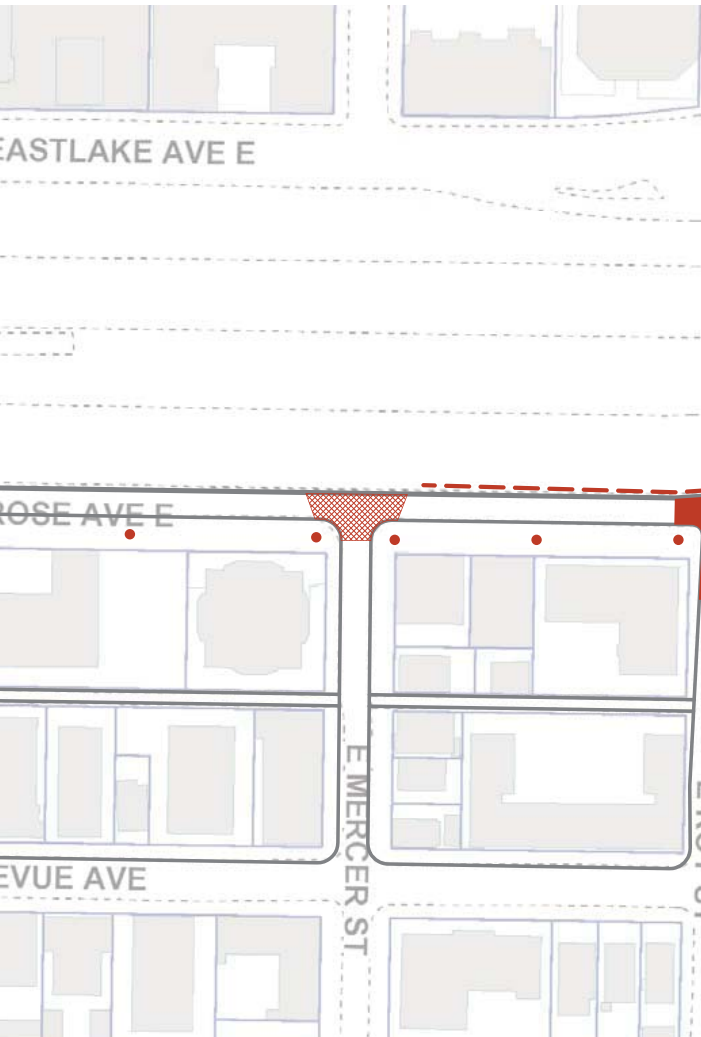
The Overlook also presents numerous opportunities to improve pedestrian and bicycle crossings. While its busiest intersection at Denny Way needs improvement for non-motorized traffic to move in a north-south direction, the connection from Melrose along the north side of Denny is non-existent and should be a high priority improvement. While none of the cross streets in this zone intersect Melrose at an angle, most are either steep streets handling local traffic or they are streets so steep that they are unimproved right-of-way and/or pedestrian hill climbs (e.g., Republican and Harrison). The street intersections between Denny and Roy would benefit from traffic calming measures such as raised speed tables at key intersections so that traffic is slowed and the character of the street promotes more pedestrian and bicycle usage. Since the hill climb at the Republican Steps has existed for about a century and is in good shape, Harrison presents the most immediate opportunity to focus improvements. If improvements were made to each of these hill climbs, a dynamic zone of pedestrian activity (and slower vehicles) would be created and support the goals of the community.

The Capitol Hill neighborhood is the densest residential neighborhood in Seattle and it is walking distance to the largest employment areas in Seattle. In recent years the adjacent South Lake Union neighborhood (immediately west on the other side of I-5) has exploded with growth of Amazon's urban headquarters as well as numerous other companies and institutions. However, I-5 is a mile-long barrier separating one of the biggest employment hubs from one of the most populated and dynamic residential and

retail neighborhoods. As a long-term goal, consideration should be given to creating a new ADA accessible pedestrian and bicycling connection (bridge or larger lid) over the interstate at either Thomas, Harrison or Republican. As an added benefit, a new connection would reinforce and expand urban trail networks like the Lake to Bay Trail and Cheshiahud Loop.

The adjacent image depicts the proposed vision for the intersection of Melrose Avenue and the underutilized hill climb at Harrison Street. While there is currently some green space and a stair, the vision reimagines this space as a dynamic community space that is both a circulation corridor and gathering space. Stairs have been widened significantly to provide seating steps and multiple opportunities for informal, flexible seating. The stairs are skewed and not parallel with Melrose in order to orient and take advantage of views toward the city skyline, Lake Union and other notable view sheds. As a result, each landing is wider and provides a range of small terraces and gathering spaces within the hillside. Additionally, the vehicular lanes of Melrose Avenue are shown narrowed to increase the width of the pedestrian sidewalks, and the curbs defining the street edge are flush with adjacent paving. Pedestrian paving extends from the base of the hill climb, across Melrose to the smaller overlook space at the I-5 wall to create a pedestrian-oriented feel and provide traffic calming. Here again, curb bulbs provide increased space for landscape, rain gardens and creative bike racks while allowing pedestrians to be more visible when crossing the street.







SITE ELEMENTS | OVERLOOK



(1) Seating Steps

(2) Seating Grove



(3) Iconic Lighting

(4) Seating Steps



(3) Iconic Lighting



(5) Pedestrian Amenities

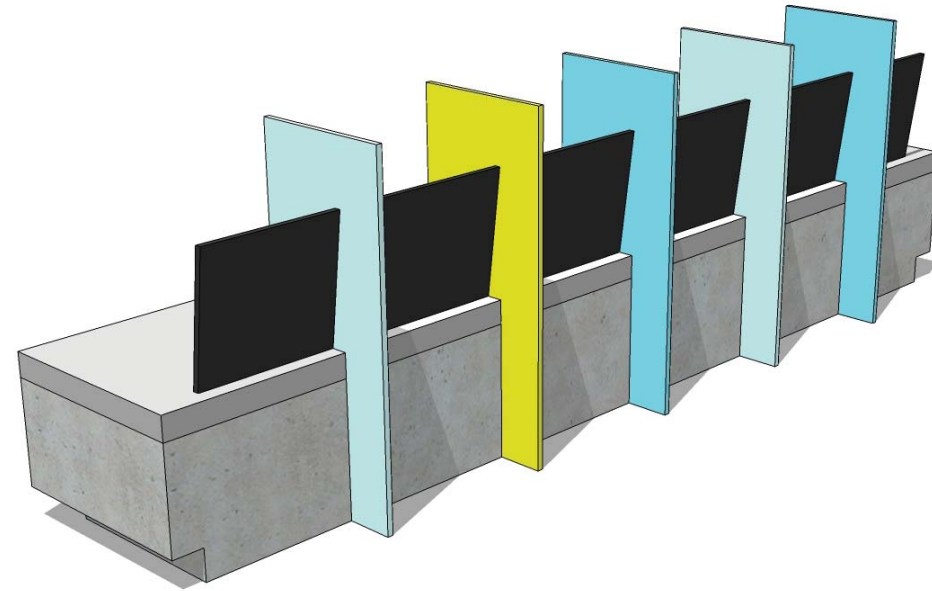
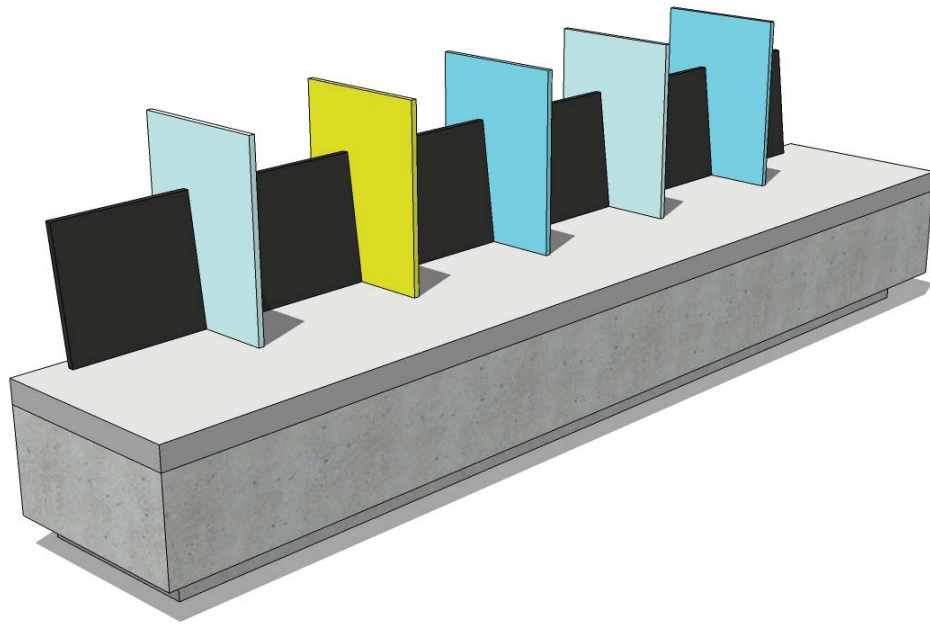
(6) Signage/Wayfinding



FURNITURE | OVERLOOK

In keeping with the concept of uniquely reflecting the context of the street through the types of furnishings, a sound-absorbing bench is proposed. The adjacency to I-5 results in an extremely loud condition at times. If that sound could be mitigated somehow in key locations where people are likely to gather it would provide a higher level of comfort and potentially increase use. A second part of the site furnishing strategy is to install translucent panels on portions of the existing guardrail/balustrade along I-5. If located at street ends, this would provide some variety, whimsy and focal

points along a fairly nondescript edge and cast a low-cost, colorful shadow across the street.



Another possibility is utilizing a construction material like self-cleaning, pollution reducing photocatalytic concrete. This may sound like a futuristic idea, but is a reality of some of today's concrete.

According to the Portland Cement Association: Recently introduced formulations of cement are able to neutralize pollution. Harmful smog can be turned into harmless compounds and washed away. Anything made out of concrete is a potential application, because these cements are used in the same manner as regular Portland cements. The titanium-based catalyst is not spent as it breaks down pollution, but continues to work. Because rain washes away

the pollution from the concrete surface, the concrete stays cleaner and does not require chemical applications that are potentially harmful to the environment.



PARK

The Park represents yet another opportunity for vastly improving and transforming an underutilized green space. At the intersection of Roy & Melrose, vehicles have to turn up toward Bellevue and this is the only area of Melrose Promenade that does not allow vehicles to circulate through. There is a vehicular access at Bellevue Place on the upper portion of the park as well as from a gravel parking lot at the intersection of Lakeview, Belmont and Melrose. Each of these street ends presents an opportunity for a gateway or marker that announces Melrose Promenade as a pedestrian and bike-friendly trail connecting to the larger network.

Another notable aspect of the park space is there is significant and steep grade change from east to west so the concept responds by defining sub-areas as the Upper, Middle and Lower Park. Between the noise of I-5 and the poor visibility, it is not a comfortable space to be in for a number of community members. One of the keys to success is activating what is currently underutilized space so there are more eyes and ears aware of what is going on.

The adjacent images capture the vision for the Park zone.

Upper Park: Enhancing and expanding the small park space along Bellevue Place will provide a focal point to draw people into that space. The concept proposes an overhead canopy with colorful translucent panels that could provide some weather protection, be illuminated

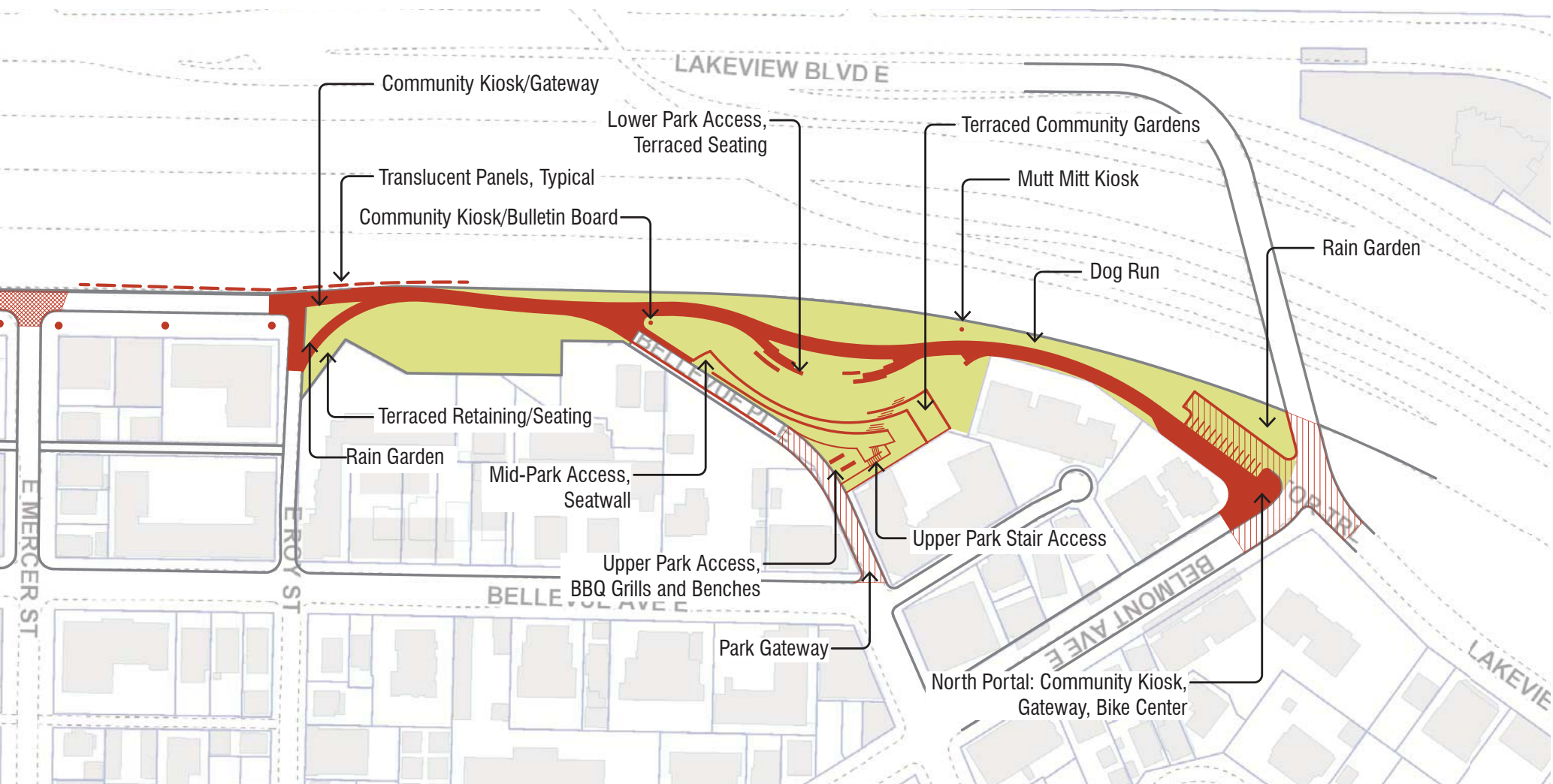
at night and be visible from lower portions of the park and trail. This is beneficial because it promotes activity in the western edge of the park that would be visible from the trail below.

Since Bellevue Place is relatively flat where it meets the unique three-way intersection of Bellevue, Bellevue & Bellevue, and because it is a dead-end with street parking primarily used by residents, there is potential for making it even more pedestrian friendly. Possible festival street designation may allow occasional events (e.g., movie night, sports viewing party associated with the Lookout pub, neighborhood bbq, etc.) and potentially help to change public perceptions about this space in a positive way.

Middle Park: One of the keys to activating this area is utilizing the existing vehicle turnaround at the western edge of Bellevue Place. Community members have already begun clearing blackberries and weeds to help improve sightlines, but there is also an opportunity to create a path matching grade at the turnaround and extending along the west (lower) edge of the existing retaining wall. The new path would open up access to the middle park. Since this space is relatively high, views are good and it could be ideal for creating a series of terraces to accommodate a range of uses like seating, gathering, and community garden terraces. The large retaining wall also creates an opportunity for expression of art such as commissioned graffiti art or in the form of

a large mural. Lastly, connecting the Upper and Middle sections via a new lighted stairway on the northern property line would provide another means of access to these spaces. Providing multiple ways to, into and out of small urban spaces increases the perception of safety and can encourage more people to use those areas of the park.

Lower Park: The long linear space between the trail and the interstate is too narrow for creating any gathering space of significance. However, it is ideal for creating a linear off-leash dog run parallel to the trail. One of the challenges of the park space is that it isn't visible from the Lakeview/Belmont/Melrose intersection and parking area. The off-leash dog run would help to activate this edge near the parking and draw people further into the park.



OPPORTUNITIES PLAN | PARK

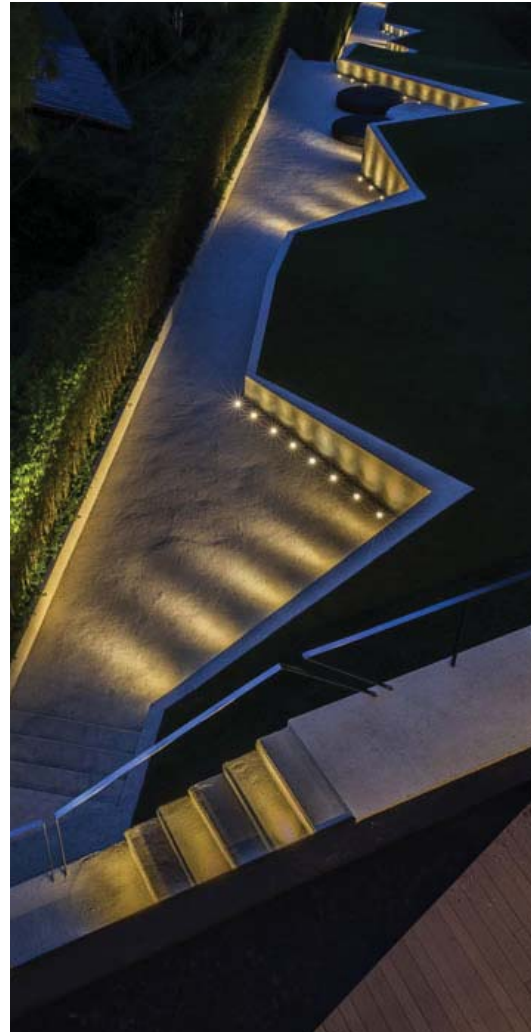




SITE ELEMENTS | PARK



(1) Terraced Seating



(2) Terraced Gardening

(4) Art Opportunities

(5) Iconic Lighting

Iconic Structures

(3) Specialty Paving



SITE ELEMENTS | PARK



(1) Dog Park

Signage/Wayfinding



(2) Children's Play Areas



(3) Art Opportunities

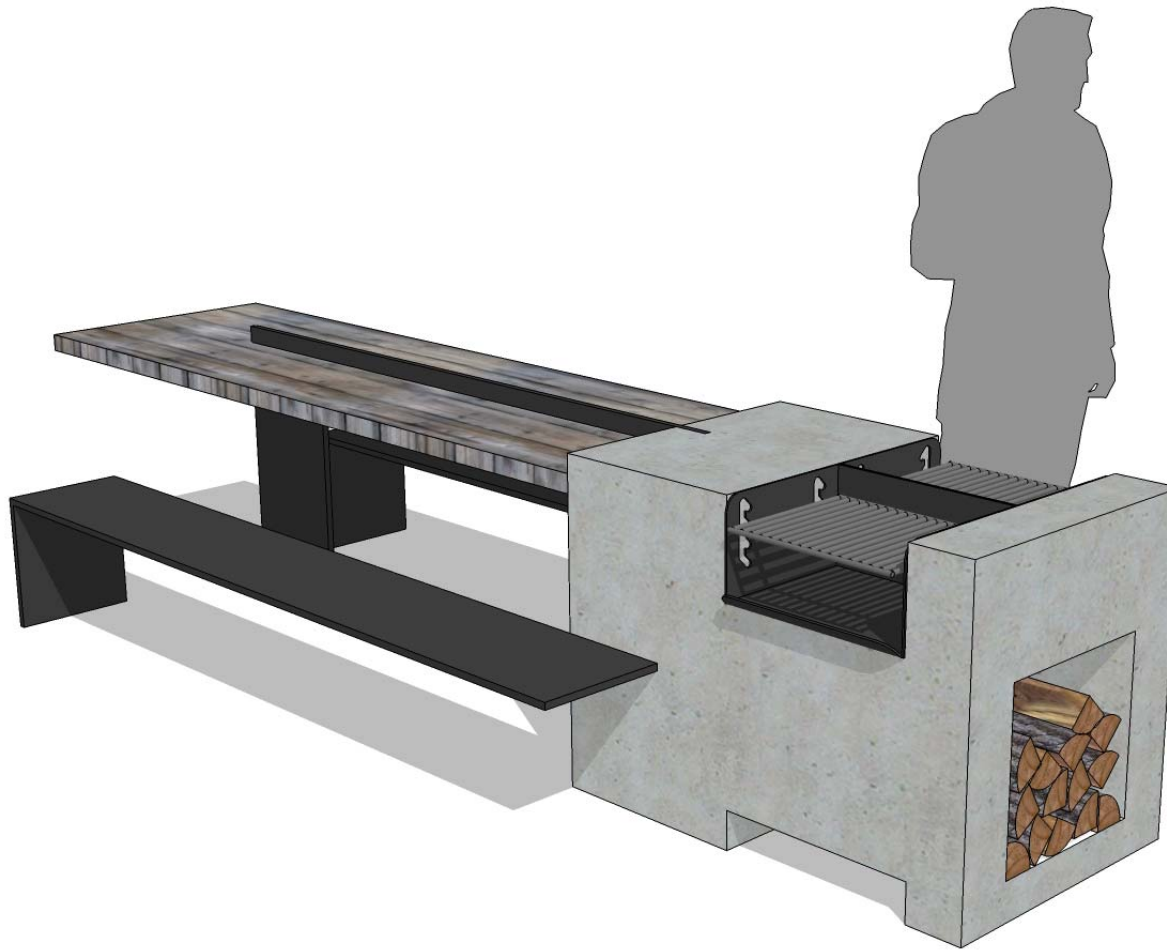


(4) Iconic Fencing



FURNITURE | PARK

The uniqueness of this space and desired community amenities inspired the site furnishing concepts. There is a curved chain link security fence in a narrow space between I-5 and the trail that feels imposing and presented the opportunity to improve. Similar to what is proposed at the Overlook, installing translucent panels on portions of the existing fence would provide some interest and potential art opportunity to an inhospitable space.



BBQ bench: One of the site amenities community members said they would use is a bbq. The image above proposes an integrated structure of seating, table and bbq. It would be constructed with similar materials and details as furnishings at other locations along the promenade.

IMPLEMENTATION STRATEGY







COST RANGES

The vision plan is inherently flexible and there is a high likelihood that implementation will occur incrementally over a period of time. Funding will come from a variety of public and private sources. In order to help scale the cost of implementation with the scale of the resources available, the following approach enables an appropriate budget to be developed at any time for any size project.

Active Urban

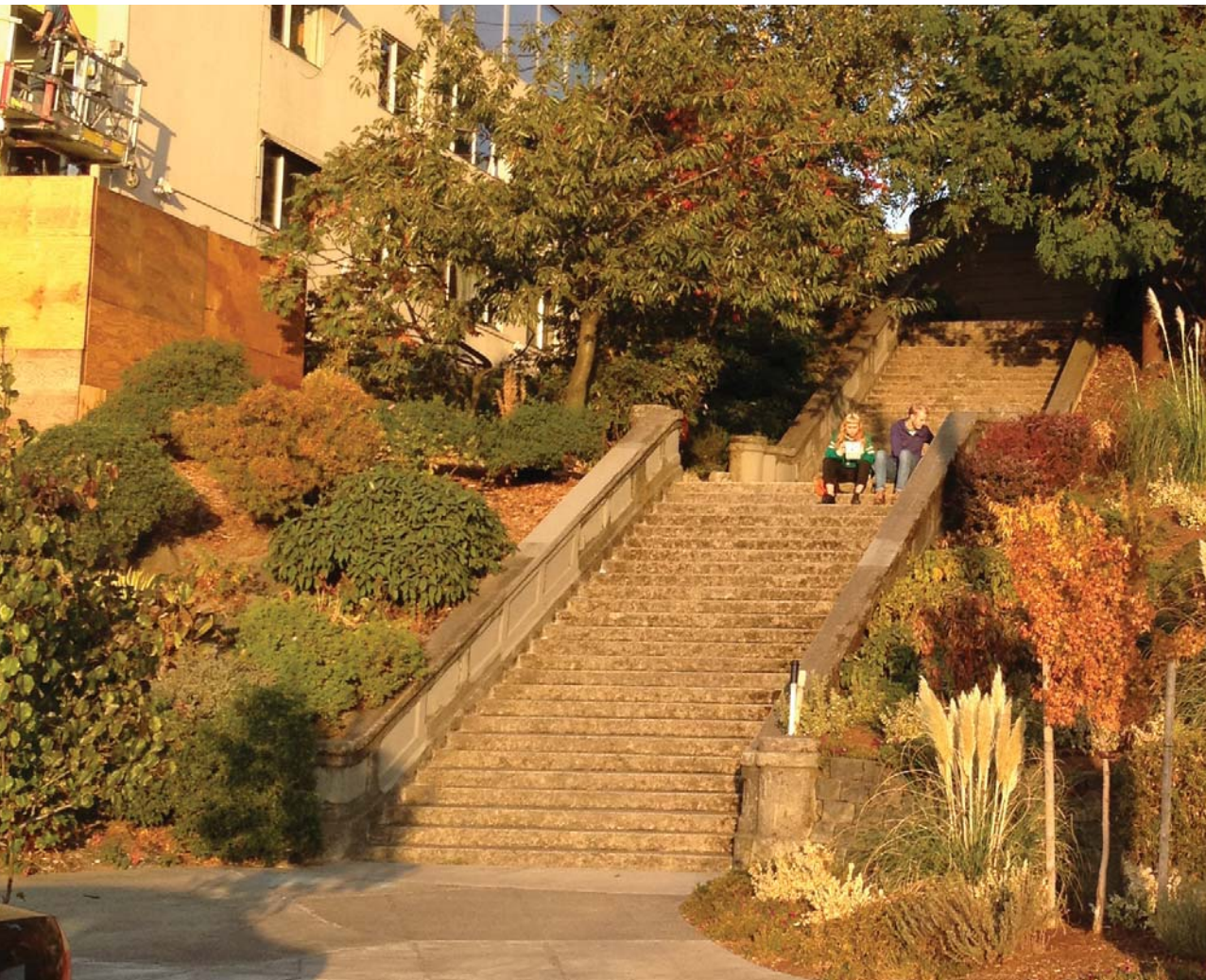
- Curb Bulb (ADA ramps, pedestrian paving & planting) \$42-\$45/SF
- Curb Bulbs @ two-way intersection (approx. 1,800 SF) \$80,000
- Pedestrian Paving/Plaza/Parklet \$85-\$95/SF
- Furniture
 - (Off The Shelf) \$750-\$2,500
 - (Custom Fabricated) \$2,500+

Overlook

- Curb Bulb (ADA ramps, pedestrian paving & planting) \$42-\$45/SF
- Pedestrian-scaled Vehicular Paving \$60-\$65/SF
- Traffic Calming Raised Speed Table (approx. 2,700 SF) \$155,000
- Furniture
 - (Off The Shelf) \$750-\$2,500
 - (Custom Fabricated) \$2,500+

Park

- Play Area/Rain Garden \$30-\$60/SF
- Furniture
 - (Off The Shelf) \$750-\$2,500
 - (Custom Fabricated) \$2,500+



SHORT-TERM & LONG-TERM ACTIONS

Since Melrose Promenade stretches for nearly a mile through urban streets and open spaces, it passes through a number of different jurisdictions. Each of those agencies or departments will have a different process for allocating funds so a wide range of actions need to be taken to engage them, raise awareness about the project and ultimately help implement the community's vision. The following list presents a sampling of the recommended short- and long-term actions to be directed toward the various agencies in conjunction with community stakeholders.

Community Stakeholders: Continue to engage the local business owners and residents along Melrose Avenue as well as those in adjacent streets. Follow up with groups like the Capitol Hill Chamber of Commerce in order to ensure there is broad awareness of the goals of the Melrose Promenade Vision Plan. Continue to leverage connections already made with public agencies and work together with private business owners to creatively hold events and implement aspects of the vision plan.

Department of Neighborhoods (DON): Building on the success of the Small and Simple grant that was received to generate the community-based vision plan, apply for the Large Projects Fund which awards up to \$100,000. In addition to applying for physical improvements to Melrose Promenade, consider applying for funds to hold an event or series of events throughout the year. One of the keys will be to determine priorities and work with staff to shape a focused application that fits

their criteria. More information about programs and deadlines can be found here: <http://www.seattle.gov/neighborhoods/nmf/>

Seattle Department of Transportation (SDOT): Meet with staff to raise awareness and ask for help focusing efforts for future funding. Identify highest priority areas for making ADA improvements. Ask for assistance with cost estimation and implementation. Developing a streetscape concept plan will enable subsequent steps like Festival Street designation. Meet with the staff person heading the new Parklets program and see if there is an opportunity for an installation(s) along Melrose Promenade. More information about the Seattle Pilot Parklets Program can be found here: <http://www.seattle.gov/transportation/parklets.htm>

Department of Parks & Recreation (Parks): Meet with Parks staff to present the vision to raise awareness and get their input about future funding for development and maintenance. A Parks Legacy Plan is currently being drafted and is slated for a future ballot measure. This may be an opportunity to apply for funding. More information can be found here: <http://www.seattle.gov/parks/legacy/>

Department of Planning & Development (DPD): Meet with staff to raise awareness about Melrose Promenade and ask for help focusing efforts for future funding. Work with staff to help get a streetscape concept plan approved and assistance obtaining Festival Street designation. Follow the public meetings currently being held regarding the Pedestrian Retail Areas and see if

there are opportunities along Melrose. Additional information can be found here: <http://seattle.gov/DPD/cityplanning/completeprojectslist/mainstreetmapping/whatwhy/default.htm>

Seattle City Council: Present to the City Council Transportation Committee as well as the Parks and Open Space Committee to raise awareness of the project, request letters of support and request funding in upcoming budgets. Identify ways that implementing portions of the vision plan helps to realize broader city goals (e.g., implementing portions of the Bicycle & Pedestrian Master Plans). More Information can be found here: http://www.seattle.gov/council/com_assign.htm

Mayor's Office: Present the project to the current Mayor and staff. Since 2013 is an election year, plan to meet with and raise awareness among feasible candidates so that whomever the future mayor is will also be aware of the vision for Melrose Promenade.

Washington State Department of Transportation (WSDOT): Present the project to WSDOT staff focused on the I-5 Seattle corridor and SR520 projects. With some of the non-motorized improvements slated for the western stretch of SR520, there could be a real opportunity to connect with Melrose Promenade and provide a link between SR520 and downtown Seattle. This would also be an opportunity to request consideration of either a bridge or lid connecting the Capitol Hill neighborhood and Melrose Promenade with South Lake Union.

GRANT OPPORTUNITIES

- REI Green Lanes Program
- Bikes Belong Grant Program
- Federal Transportation Funding administered through Puget Sound Regional Council (<http://www.psrc.org/funding/enhance>)
- Washington Department of Transportation – Ped/Bike Program (<http://www.wsdot.wa.gov/bike/funding.htm>)
- Washington State Recreation and Conservation Office – Parks and Trails (http://www.rco.wa.gov/grants/find_grants.shtml).





