

A SUMMARY OF YOUR

15TH AVENUE EAST

COMMUNITY WORKSHOP



A SUMMARY OF YOUR 15TH AVENUE EAST WORKSHOP: PART I & II:

In the fall of 2017, Board & Vellum and Environmental Works came together to give a voice to the community in the face of change and development, and to engage the neighborhood in a conversation about community hopes and dreams for 15th Avenue East.

This conversation blossomed into a two-hour community event hosted by Environmental Works and Board & Vellum on April 28, 2018, at The Summit on Pike, which was attended by approximately 85 people who live or work around 15th Avenue East. Staff from both firms applied the Pomegranate Method training to facilitate an inclusive, collaborative event. Environmental Work's Shannon Carrico laid out the ground rules for a productive conversation, including reminding people to focus on how to make the inevitable changes to 15th Avenue East positive, speaking short and simply, listening, respecting other people's ideas, and focusing on the goal of the highest good.

For the initial visioning exercise, attendees considered the question ***"What are your best ideas for the future of 15th Avenue East?"*** They wrote their three best ideas on three separate notecards, which were all gathered and posted according to themes including safety, green space, preserving small businesses, and supporting job development and thoughtful density. A collaborative discussion followed, in which facilitators strove to identify all ideas presented in order to compile them for future reference by developers, city officials, and other interested community members.

Next, Board & Vellum's Chris Parker introduced attendees to an interactive design exercise. Street view elevations and aerial views of both sides of 15th Avenue East from Denny to Mercer were posted on parallel rows of tables. Attendees used markers, tracing paper, and cutouts of

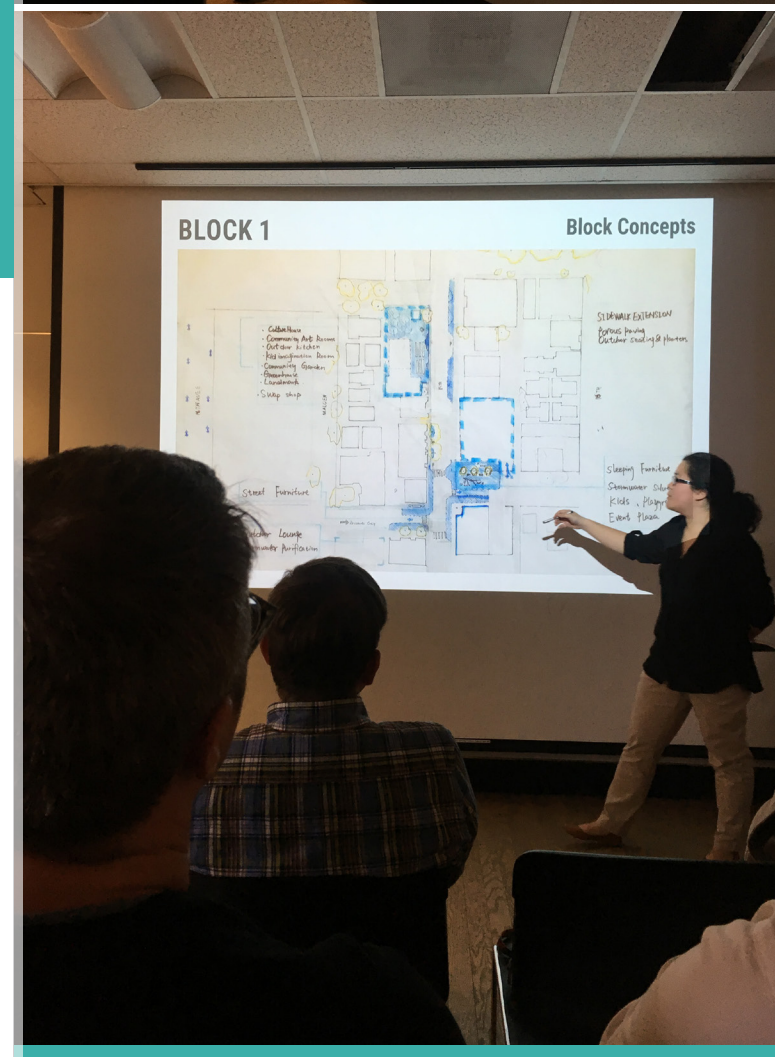
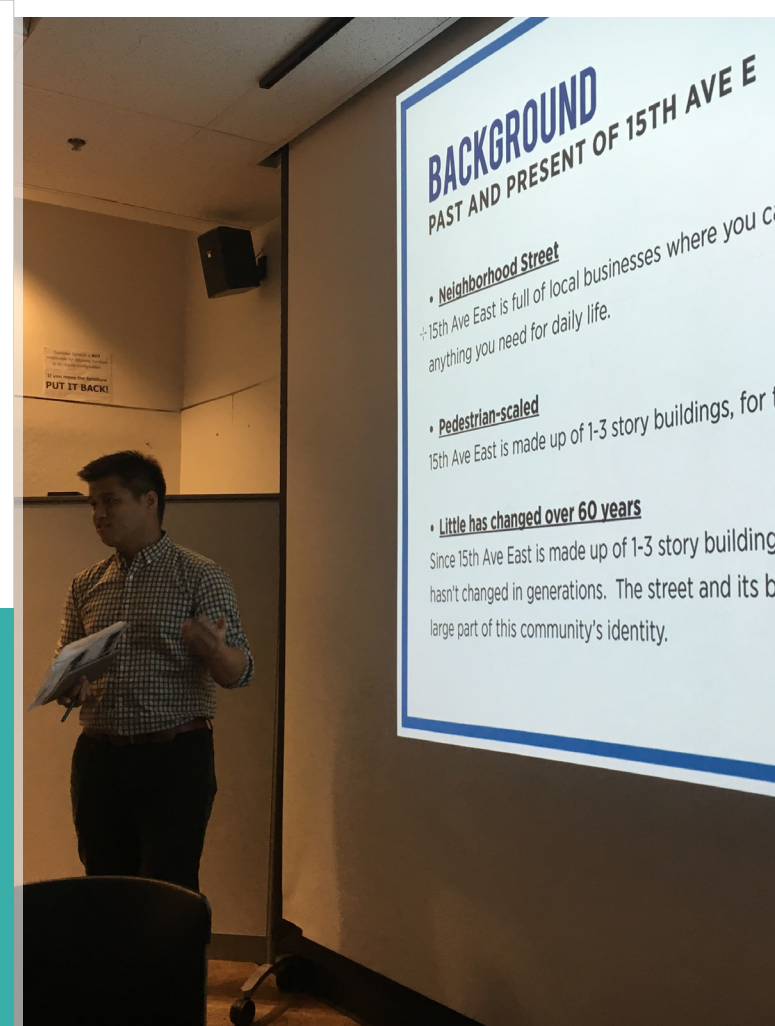
items such as green spaces, trees, and benches to mark up the elevations, and convey their ideas for a better future for 15th Avenue East.

The B&V and EW team released Part I September 5th, 2018, that provided a summary of the workshop and the community's responses to the visioning exercise.

THE MAIN THEMES EXPRESSED BY THE COMMUNITY IN PART I & II WERE:

- Preservation of history
- Building unique neighborhood character
- Providing a safe environment for all
- Promoting parks and green space
- Supporting local retail
- Maintaining sidewalks and streets
- Involvement in zoning and planning

Part II was released February 8, 2019, incorporating the responses gathered during the collaborative discussion that followed the visioning exercise, during which facilitators recorded responses and comments on large sheets of paper that were then posted around the room for people to consider; and ideas catalogued from attendee notes and sketches on the large printed street view elevations of 15th Avenue East from Mercer to Denny. These responses were organized into a block-by-block analysis that summarized the positive attributes and challenges of the block and listed community suggestions for improvement.



PART III : A COLLABORATIVE EFFORT WITH STUDENTS IN THE UW SCAN | DESIGN MASTER STUDIO

In late summer of 2018, distinguished professor Nancy Rottle, from the University of Washington's College of Built Environments, approached Environmental Works and Board & Vellum with an idea to further explore and build upon the community visions for 15th Avenue East that were published in Part I of the workshop summary.

The idea was to inspire students attending the Fall 2018 Graduate Architecture and Landscape Architecture Design Studio at the University of Washington to bring to life some of the collected ideas for 15th Avenue East as an educational exercise for a quarter-long studio project.

Professor Rottle, Environmental Works, and Board & Vellum saw a tremendous opportunity to combine the voice of the people with the design skills of graduate students, and a collaborative project was born.

What follows in Part III is a summary and selection of the student's work and next steps for the community.



STUDY TOUR
August 26th - September 9th, 2018



IMAGE 1



IMAGE 2

THE UNIVERSITY OF WASHINGTON SCAN | DESIGN MASTER STUDIO

Every year, the Scan|Design Master Studio takes a group of students from the University of Washington's College of Built Environments to the Oresund region of Scandinavia to study urban design. Supported by the Scan|Design Foundation, the mission of the studio is to bring Scandinavian urban design concepts to the Pacific Northwest.

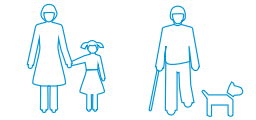
During the study tour the group was introduced to design concepts to guide the development of good public space, from the Gehl 12 Quality Criteria worksheet to the Schulze+Grassov Parameters for Public Space. These tools help students understand what makes a functional, healthy public space and how to identify the essential components of public life to seek out and enhance where possible. Through immersive learning and first-person experiences, students gained insight that informed their design work during the fall quarter studio at UW and will guide their careers beyond.

IMAGE 1:
Material study of new development in Copenhagen (Nordhavn), by Bennet Song

IMAGE 2:
Students explore the renovated Sonder Boulevard in Copenhagen, by Ariel Schoten

IMAGE 3:
12 Urban Quality Criteria, by Gehl Architects

12 Urban Quality Criteria



Protection

Protection against traffic & accidents — feeling safe

- Protection for pedestrians and cyclists
- Eliminating fear of traffic
- Safe crossings

Protection against crime & violence — feeling secure

- Lively public realm
- Allow for passive surveillance
- Diversity of functions 24/7/365
- Well lit / lighting in human scale

Protection against unpleasant sensory experiences

- Wind/draft
- Rain/snow
- Cold/heat
- Pollution
- Dust, noise, glare

Comfort

Opportunities to walk/cycle

- Room for walking
- Interesting facades
- No obstacles
- Good surfaces
- Accessibility for everyone

Opportunities to stop & stay

- Attractive & functional edges
- Defined spots for staying
- Objects to lean against or stand next to
- Facades with good details that invite staying

Opportunities to sit

- Defined zones for sitting
- Pleasant views, people watching
- Good mix of public and café seating
- Resting/waiting opportunities

Opportunities to see

- Reasonable viewing distances
- Unhindered views
- Interesting views
- easy orientation
- Lighting (when dark)

Opportunities to talk & listen

- Low noise levels
- Public seating arrangements conducive to communicating, "talkscapes"

Opportunities for play & exercise

- Allow for physical activity, exercise, play & street entertainment
- Temporary activities (markets, festivals, exhibitions etc)
- By day and night
- In summer and winter

Enjoyment

Dimensioned at human scale

- Dimensions of buildings & spaces in observance of the important human dimension in relation to senses, movements, size and behaviour

Opportunities to enjoy the positive aspects of climate

- Sun/shade
- Heat/coolness
- Shelter from wind/breeze

Aesthetic qualities + positive sensory experience

- Good design and detailing
- Good materials
- Fine views/vistas
- Rich sensory experiences: trees, plants, water

IMAGE 3

PART III TIMELINE



FIRST DAY OF CLASS
September 26th, 2018



IMAGE 3

THE FIRST DAY OF CLASS

Back in Seattle, the students were introduced to the project site for the quarter, and kicked-off the fall term with in-depth analysis of the area. Students received a presentation on the 15th Avenue East Workshop from Environmental Works and Board & Vellum and a walking tour of the business core. Spending time on 15th Avenue East and exploring the surrounding neighborhood helped the students build a picture of life, work, play and interaction, and identify challenges and opportunities for design along the 15th Avenue East corridor. They found a vibrant urban corridor replete with small businesses, beautiful old buildings, green edges and a connected community that loves its neighborhood deeply.

They also identified challenges to the neighborhood such as unpleasant sensory experiences from traffic and blank facades, limited places to sit and few invitations to linger in public space. Combined with the community input and ideas from the workshop held in April 2018, students synthesized a holistic picture of the neighborhood character and its hopes, opportunities and challenges.

IMAGE 1:
Material study of 15th Avenue East, by Bennet Song

IMAGE 2 & 3:
Students at the University of Washington visit 15th Avenue East

IMAGE 4:
An ecological study of the green spaces & edges of 15th Avenue East, by Yuxi Jin

Above Canopy *Vultures, Hawks, Swallows, Swifts*

Canopy *Owls, Woodpeckers, Vireos, Thrushes, Red-Breasted, Nuthatches, Tanagers, Warblers, Brown Creepers, American Crow*

Mid-story *Warblers, Jays, Vireos, Chickadees, Cardinals, Golden-crowned, Ruby-crowned kinglets, white-crowned, sparrows, Hummingbirds*

Understory *Mockingbird, Bluebirds, Wrens, Doves,*

Ground Cover *White-crowned Sparrows, Fox Sparrow, Song Sparrow, Spotted Towhees*

Layer of Green Space - Species



Layer of Forest in Site

IMAGE 4

IMAGE 1

IMAGE 2



PRO-PANEL
October 5th, 2018



CITY LIFE PUBLIC SPACES FOR REMARKABLE NEIGHBORHOODS, LOUISE GRASSOV LECTURE
November 2nd, 2018



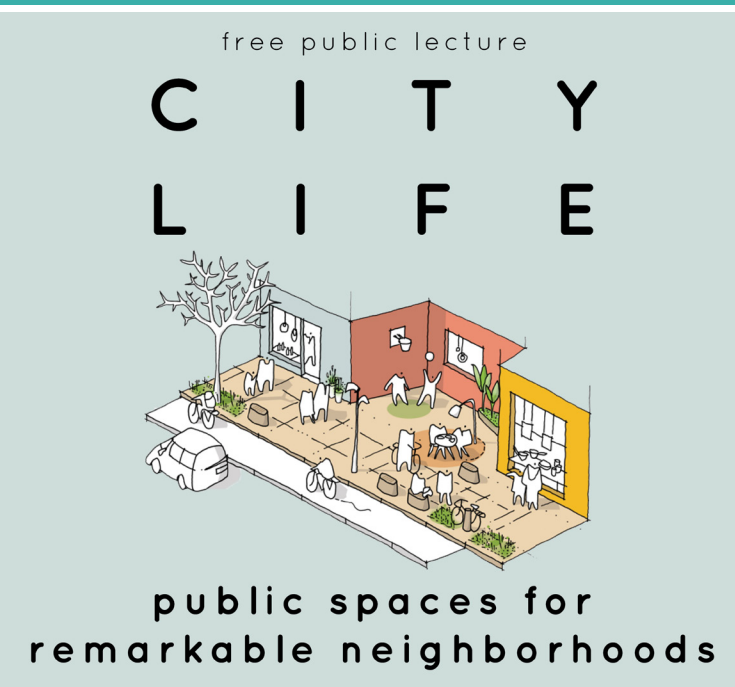
IMAGE 1

PRO-PANEL

Board & Vellum hosted a panel of experts on 15th Avenue East to share their insights into the community with the students and allow students to ask questions. The panel included:

- Jeff Pelletier, Principal and Owner of Board & Vellum
- Brian Baker, Associate Architect at Board & Vellum and participant for the update process for the Capitol Hill Neighborhood Design Guidelines
- Gretchen Claire, Communications Coordinator at Environmental Works
- Joel Sisolak, Sustainability Director at Capitol Hill Housing & Director of the Capitol Hill EcoDistrict, a neighborhood sustainability initiative
- Ross Kling, owner of Rainbow Natural Remedies
- Jill Cronauer, Principal and Chief Operating Officer at Hunters Capital
- Michael Oaksmith, Principal and President of Development at Hunters Capital

Each panel member shared information about their role in the community, what they value most about 15th Avenue East, as well as the challenges. They recommended design opportunities where creative solutions would make a positive impact. Informed by this additional information, the students were able to enhance the site analysis that informed their designs. The panel members were also invited back to student reviews for additional input and guidance.



LOUISE GRASSOV LECTURE

As part of the studio mission to bring Scandinavian design concepts to Seattle, the Scan|Design studio includes a Master Teacher who provides additional training and perspective in urban design and public space analysis. The Master Teacher meets with the students during their study tour in Copenhagen to outline these principles and assess them in practice. They also work with the students remotely through the quarter with one trip to Seattle for a week of hands-on teaching and design reviews. Seeing an opportunity to share this public space expertise with the 15th Avenue East community, Board & Vellum and Environmental Works hosted a lecture with Master Teacher Louise Grassov from Schulze + Grassov. The lecture, titled 'City Life: Public Spaces for Remarkable Neighborhoods' was well attended by the community and spurred a lively and informative discussion afterward about tools for public space design.



IMAGE 2

IMAGE 1:
Pro-panel members participate in student reviews

IMAGE 2:
Louise Grassov speaks at 'City Life: Public Spaces for Remarkable Neighborhoods'

PART III TIMELINE



MID-TERM REVIEW
November 9th, 2018

THE MID-TERM REVIEW

Upon their return from visiting 15th Avenue East, students began crafting design proposals. With the help of professor Nancy Rottle, teaching assistant Jess Vetrano, and visiting master teacher Louise Grasso, students started an iterative design process that developed concepts they presented at their Mid-term Review to College of Built Environments instructors and local designers.

The Mid-term Review was an initial stopping point to receive feedback on their work and gain critical outside perspective through questions and discussion. Through presenting their ideas, students also began to hone their narratives and explore different ways to communicate their ideas. This initial critique prepared them for the Gallery Walk where they shared their ideas and proposals with community members.

IMAGE 1:
Students gather around a scale model of 15th Avenue East at their mid-term review

IMAGE 2:
Students receive criticism and feedback at their mid-term review

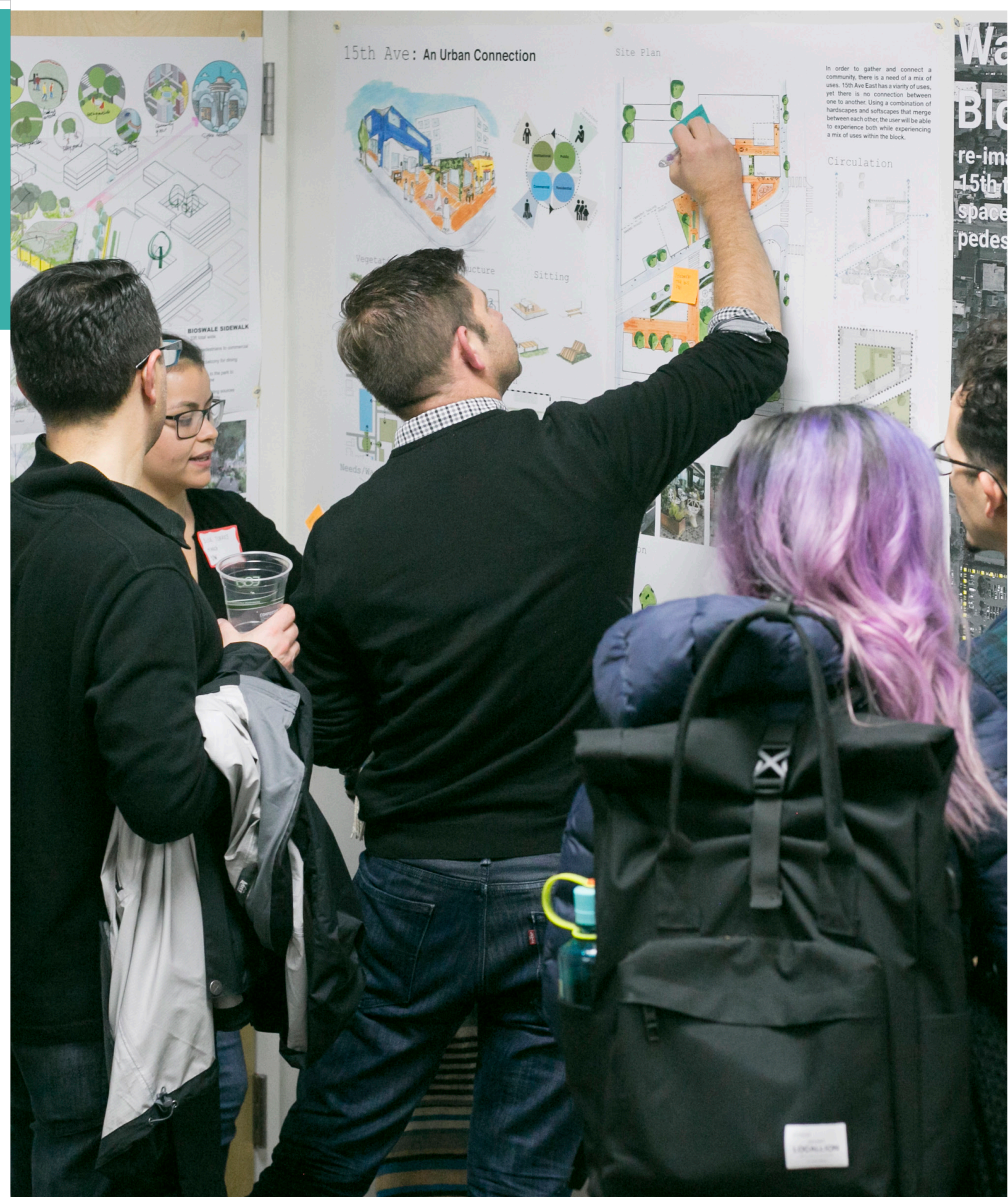
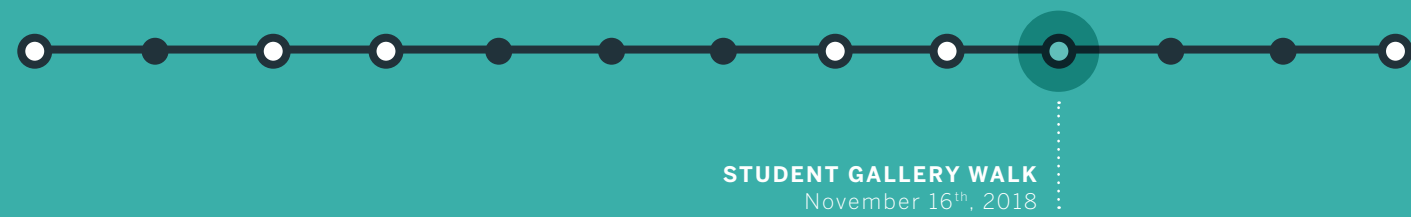


IMAGE 2

IMAGE 1



STUDENT GALLERY WALK
November 16th, 2018



IMAGE 2



IMAGE 3

THE GALLERY WALK

Hosted by Board & Vellum and Environmental Works at the Board & Vellum offices on 15th Avenue East, students hung posters of their in-progress work to create a gallery for community members to review. Through sticky note commentary and one-on-one conversations, students engaged members of the public and local designers to gain constructive feedback on their proposals. After documenting the sticky-notes and debriefing with instructors and the 15th Avenue East Workshop team, students continued to develop their proposals and prepared their designs for final review. For some students this meant completely reworking their concepts, even selecting a new project site along 15th Avenue East, for others this entailed honing their narrative and diving into more detail with their designs.



IMAGE 4

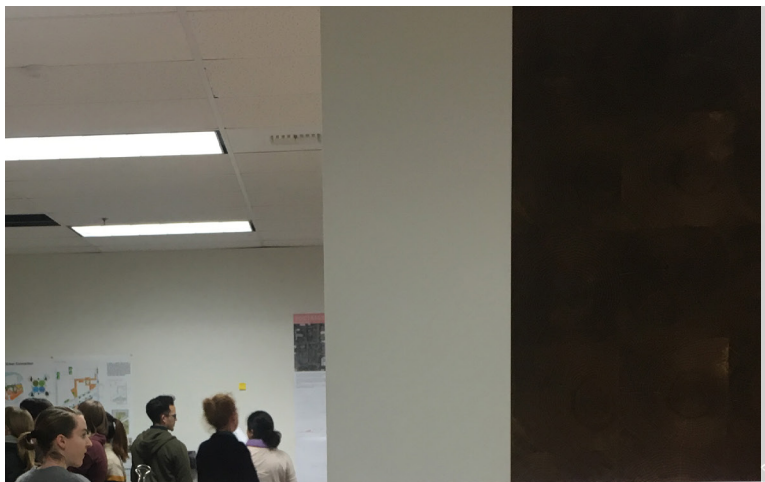


IMAGE 1

IMAGE 1:
The gallery Community & Change was open to the public, and held on November 16, 2018

IMAGE 2, 3 & 4:
Students listen to community feedback at the Community & Change gallery walk



FINAL REVIEW
December 7th, 2018

THE FINAL REVIEW

The final design proposals that the Scan|Design Master Studio students prepared for their end of term review ranged from redesigning traffic patterns along 15th Avenue East to whole block redevelopments for increased density. Students engaged a range of scales in their designs from seating and pavement types to building massing and infrastructure. While the scope and character of each design is unique, aligning with students' individual experiences of 15th Avenue East, all the designs strive to meet the communities collective vision for the future of the neighborhood, and are united by similar themes of urban greening, traffic calming, increased density and the creation of vibrant public space.

For the final aspect of the Master Studio, the students and instructors created a book that outlines their travel, experiences and studio process and presents their precedent studies, site analysis and final designs. The book has been published online and is available at the class Issuu Site*. The detail and insight captured by the students in the book provides a valuable resource to the community and future developers on 15th Avenue East. With fifteen separate design proposals and fifty pages of analysis, the student book is an ample contribution to the design conversation on 15th Avenue East and Capitol Hill. While we could not include all 235 pages here, we wanted to give a brief overview of a few outstanding projects. The following graphics, extracted

from the student book, focus on the QFC building between Harrison Street and Republican Street and the Williams Place Park/Safeway site at John Street. These graphics represent student designs that focus on creating human-scale public space by implementing high quality materials, diverse amenities and flexible programming along 15th Avenue East.

IMAGE 1:
Reimagining the QFC building at the corner of 15th Avenue East and East Republican Street, by Ariel Schoten

IMAGE 2:
Reimagining the QFC building at the corner of 15th Avenue East and East Republican Street, by Bennet Song

IMAGE 3:
Reimagining Williams Place Park at the corner of 15th Avenue East and East John Street, by Mo Li

**To view the UW Scan|Design Studio Work, copy & paste the following into your web browser:*

https://issuu.com/scandesignstudio/docs/190424_urbantransitions_final



IMAGE 1



IMAGE 2



IMAGE 3



WHAT'S NEXT?

It's been over a year since we held the 15th Avenue East Workshop at The Summit. We lead with the question, "What are your BEST ideas for 15th Avenue East?" with the understanding that 'change is happening; how can we make it a positive change?' As the city evolves and grows, it is up to the community to advocate for 15th Avenue East to help maintain its character and ensure it is a place where all can live, work, play, and thrive. This is vital to the longevity of the community and the local businesses that it serves.

The goal of the workshop was to provide future developers, community members, and local design review bodies with a guide that incorporates the community's vision as early as possible in the design process. These documents serve as a record of the community process and capture the community's voice and vision of the future of 15th Avenue East.

All three parts of our summary document are not intended to control or anticipate whether stakeholders will incorporate the feedback we have compiled. This document is intended to empower the community and lift the voices of 15th Avenue East. Our hope is that you will use all three parts to voice your hopes and positive ideas for 15th Avenue East and provide constructive feedback at future community meetings.

ENGAGING WITH DEVELOPERS

We can't stop development and change. However, we can advocate for positive change to 15th Avenue East. Developers are now required to go through a community outreach process to share their plans earlier in the design process and to collect community ideas, concerns, and hopes for the project. Use this document ahead of these community forums to incorporate community goals in your feedback early on. Similarly, use the community outreach process to share this document. Think about your presence and the power that community members and developers have when they work together.

Positive change can only happen if we as a community come from a positive place that embraces development and growth. If the community comes to the table to help developers by being fair-minded and celebrating the 'wins', the developer can, in turn, better serve as a beneficial partner in realizing your vision.

ENGAGING WITH BUSINESS OWNERS

This document is being shared with the 15th Avenue East Merchants Association and business owners along the 15th Avenue East corridor. Our goal is to give business owners tools to advocate for their future along 15th Avenue East. As the neighborhood develops and changes, the small business owners are a vital part of maintaining the spirit and historic character of the neighborhood. Our community has made it clear that they support the small business owners along 15th Avenue East. We hope this will enable developers to work with small businesses in the area to include them in their projects.

ENGAGING WITH DESIGNERS

As designers, the goal of architects, landscape architects and engineers is to design a project that is beautiful, fits into its surroundings, and benefits the community's unique identity. However, designers likely do not live in the neighborhood that they are designing for. Learning more about the community they are designing for is a key step in their design process. This summary document captures valuable information and local perspectives about 15th Avenue East.

Designers are also eager to understand the day-to-day life on the block they are designing for to figure out how to maintain or improve the existing character of the neighborhood. We provide some of this information in Part II of this report, but as the neighborhood evolves it is important to share your perspectives of the block or neighboring blocks to designers at public meetings, such as, Design Review meetings, Pike/Pine Urban Neighborhood Council, and Early Design Review Outreach meetings.

Designers will appreciate this firsthand information and they will do their best to address it. However, it's important to understand that there are some things they are unable to address due to feasibility, cost, timing, or city codes.

Amenities the 15th Avenue East community wants to maintain, enhance and increase:

- *Mature trees and new green spaces*
- *Building materials or awnings that give the community meaning or identity*
- *Street furniture like bike racks and bus stop benches*
- *Existing storefronts and local businesses*
- *Improved access to community services*
- *Disadvantaged or minority group/representation*

Potential challenges to be addressed on 15th Avenue East:

- *Not enough planting areas or trees*
- *Unsafe lighting*
- *Helping those experiencing homelessness, addiction, or mental illness*
- *Flooding*
- *Unsafe traffic routes, sidewalks or driveways*

ENGAGING WITH CITY, COMMUNITY AGENCIES

As previously mentioned, until this summary document can be incorporated into Capitol Hill's Community Design Guidelines, developers are not required to follow this report. (The Capitol Hill Community Design Guidelines were revised spring 2019). It is possible to get this report adopted by the city, but would require additional leadership by the community to take it through the necessary process.

In the meantime, a project that requires approval from a neighborhood Design Review Board is required to collect community feedback and provide rational responses as to why they can or cannot include them in the design of their project. This document should be made available for these meetings.

HOW CAN WE, AS A COMMUNITY, HAVE OUR VISION REALIZED?

The City of Seattle Neighborhood Design and local advisory boards, like Pike/Pine Urban Neighborhood Council (PPUNC), have been taking notice. Developers who have a stake in the neighborhood are starting to listen and we now have a document that can be shared with anyone.

As for Board & Vellum and Environmental Works, we are grateful that you have supported and guided us to where this document is today. We created it with you and for you. Now, just like your involvement was paramount to this body of work, the future of 15th Avenue East also relies on you. It is up to you to share this collective vision for other projects along 15th Avenue East.

Because a document is only as strong as the number of people who know about it, and to ensure that 'what comes next' is a positive step we leave you with a charge:

- **Share this document with 3 of your neighbors or local business owners**
- **Attend at least one neighborhood meeting**
- **Keep the conversation going!**