

GEORGETOWN FESTIVAL STREET



WALKSHOP

The Seattle Department of Transportation (SDOT) and Otak, in close collaboration with the Georgetown neighborhood, recently completed this significant project at the very center of the Georgetown community. The goal of the project was to integrate traffic calming and create a more bicycle- and pedestrian-friendly space that can be closed easily for neighborhood and community festivals throughout the year.

Several design factors were initially not well known (as is common), but more importantly the intended functionality of the future space was not well known either... *What would make the project work both for neighborhood festivals, as well as the other 350-plus days of the year?*

Work included visioning and community outreach, traffic and parking studies, traffic/multi-modal simulation and analysis, lighting design, roadway and drainage engineering, landscape architecture, environmental documentation and permitting, geotechnical review, constructability, plans, specifications, and estimates, and design support during construction. The Otak team included Fehr & Peers for traffic studies, Concord Engineering for lighting and electrical design, and Aspect Engineering for geotechnical support. AECOM provided construction management services.

By any measure, the Georgetown Festival Street project has been a success, improving the pedestrian environment not only for festivals but also for everyday use—24/7. The project has retained parking and rearranged it in a manner that calms traffic and makes parking easier. As a festival space, the choices made by City staff, the design team, and citizens working together have proven to be the right choices. Street closure, booth lay-out, stage set-up, and crowd movement are all easier. Having access to power, without cable snaking outdoors and down the street, is deeply appreciated, as is the new pedestrian-scale lighting.

Moreover, the project design and the manner in which decisions were made, served to support the community's values. Georgetown is a neighborhood that values its history, its business community, and the activism of its residents and artists. The collaboration between the City, the design team, and the community representatives helped to ensure that the project's design and aesthetic choices resonated with the community.

Your Walking Tour Guides...



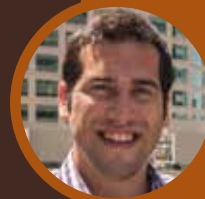
Art Brochet

Project Communications
Lead, SDOT



Therese Casper

Project Manager, SDOT



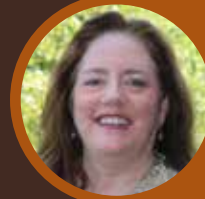
Will Lisska

Senior Transportation
Engineer / Planner,
Fehr & Peers



Lori McFarland

Senior Transportation
Project Manager, Otak



Mandi Roberts

Senior Planner and
Principal, Otak

Gorgetown Festival Street Walkshop Tour

1 Improving Georgetown with Context Sensitivity

- Industrial character / rogue personality
- Industrial and residential land use side by side
- Revisions to make more pedestrian friendly

2 Historical Context

- Earliest non-native settlement
- City Hall
- Incorporated in 1904 / annexed to Seattle 1910
- Steam Plant
- Not a historical district

3 Traffic Issues and Revitalization

- Oxbow Building – history and revitalization
- Cut through traffic reduction
- Beginning of Festival Street project
- Traffic calming measures

4 Saving a Piece of History / Design and Construction Challenges

- Railroad tracks
- Soil contamination suspected
- WSDOT Right of Way / Power outlet for events
- Georgetown neon sign (former project funded by 1% for the Arts)

5 More on Traffic

- Parking a priority! And not just for cars— motorcycles and bicycles
- Detour of truck traffic
- Chicanes
- ADA curb ramps

6 Festival Street Design Details and Standards

- Seattle code and design standards
- NACTO Urban Street Design Guide
- Research of similar projects
- Delineation – materials, colors, textures, bollards (not here!), light poles, signs and other street furnishings
- Graded for crowded events
- Drainage
- Over-sized intersection became opportunity for more pedestrian space

7 Mitigating for Construction

- Festival “window of opportunity”
- Full street closure agreement
- Georgetown Bites
- Sandbox parking access
- Carnival Grand Opening event

8 1% for the Arts

- Arts & Cultural Affairs Office
- Call for Artists
- Chris McMullen’s vision
- Inlaid materials & GT stamp
- Newer sculptures



BEFORE & AFTER

Georgetown FACTS!

- The first non-native settlers made it to the Duwamish River delta in 1851 with the intention of establishing farms.
- Named Georgetown after the son of one of the first landowners, the town became home to the Rainier Brewing Company in 1882, once the sixth largest brewery in the world.
- Georgetown incorporated in 1904 as a haven from the prohibition laws imposed in Seattle. It was annexed by Seattle in 1910.
- The Georgetown City Hall (1909) and Steam Plant (1906) are listed on the National Register of Historic Places.
- The Duwamish River once meandered through the neighborhood but was straightened in 1913.
- Georgetown is home to the iconic *Hats 'n' Boots* at Oxford Park.
- The neighborhood is home to more than 40 galleries, diners, nightclubs, coffee shops, art studios, bookstores and more. It hosts the Art Attack monthly as well as periodic festivals such as Georgetown Bites, Carnival, HONK! Fest, Haunted History Tour, and the Power Tool Races.



Community Groups & Partners

GEORGETOWN MERCHANTS ASSOCIATION

- georgetownmerchants.org/
- [facebook.com/GeorgetownMerchants/](https://www.facebook.com/GeorgetownMerchants/)

GEORGETOWN COMMUNITY COUNCIL

- georgetowncommunitycouncil.wordpress.com/
- [facebook.com/GeorgetownNeighborhoodSeattle](https://www.facebook.com/GeorgetownNeighborhoodSeattle)

FRIENDS OF GEORGETOWN HISTORY

- georgetownhistory.com/
- [facebook.com/hauntedhistorytour/](https://www.facebook.com/hauntedhistorytour/)

UNITED ARTISTS OF GEORGETOWN

- [facebook.com/pages/United-Artists-of-Georgetown/116945603359](https://www.facebook.com/pages/United-Artists-of-Georgetown/116945603359)

LOCAL BUSINESSES AND PROPERTY OWNERS

LOCAL ARTISTS AND GALLERIES



www.otak.com

Redmond, WA

FEHR & PEERS

www.fehrandpeers.com

Seattle, WA

