

Appendix E - 4th Avenue Arts Corridor

INTRODUCTION

NORTH SITE ANALYSIS



"Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized.

Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency."

Daniel Burnham, (1864-1912)

The City of Edmonds in 2005 adopted a Downtown /Waterfront Plan in which 4th Avenue North was listed as a potential Arts Corridor. This master plan investigates and builds upon the idea of 4th Avenue North becoming a stretch of public right-of-way that celebrates the Arts heritage in Edmonds. The concept is presented starting on p. 88, with the introduction providing background on how it was developed. The project area stretches for a block on either side of 4th Avenue, from its intersection with 3rd Avenue North to the north to its intersection with Dayton Street to the south (see diagram).

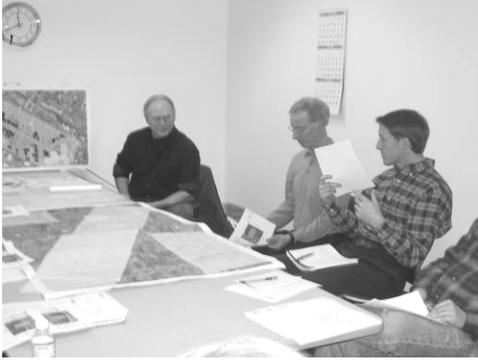
The project frequently solicited the opinions and direction from the community and city staff. In discussing their goals for the master plan the community clearly expressed their preference as follows:

- Enhance the experience of attending the Edmonds Center for the Arts (ECA);
- Capitalize on and direct ECA attendees to downtown to help stimulate its economic development;
- Maximize the opportunity to create a unique pedestrian connection dedicated to walking, the arts and community;
- Integrate the Arts Corridor concept into the downtown framework;
- Celebrate variety and encourage mixed- use development with a partiality towards upper story residential¹ uses;
- Instill a fine-grained² development pattern; and
- Line the street wall with facades crafted with relief, recesses and dimension.

¹ Residential uses on upper stories provide the additional benefit of oversight and ownership of adjoining streets for the full 24-hour period. Therefore, such mixed-use areas are better maintained and safer as residents provide onsite vigilance.

² 'Fine grained development pattern' refers to the traditional footprints of historic cities, where the blocks are small and allow for frequent pedestrian access across a block. Studies have shown that successful pedestrian environments are based on a fine-grained development pattern. People are reluctant to walk along long (more than 200') blocks or a single block expanse of building.

ISSUES



Meeting with City Staff.

The community made a list of issues that they wanted the master plan to be cognizant of and address:

- Parking is perceived as a problem
- The street is asymmetrical in certain sections
- The appearance of the street needs to improve
- There are a number of dog walkers
- Foot traffic is high at Rick Steve's building during special events
- Street life after 7pm is presently low and needs to be encouraged
- There is a lack of affordable housing
- There are some properties that have access directly off of 4th Avenue N. though almost all properties have rear alley access
- Consider real estate investments of homeowners.

DESIGN OPPORTUNITIES



Community members and staff review boards at the first public meeting.

Through several moderated discussions, the community directed the design. They suggested:

- Create a transition between public/private spaces
- Keep space for outdoor use
- Provide access to toilets
- Would like space for "Plop Artists"
- Encourage outdoor cafes
- Facilitate developments that can accommodate artist studios
- Allow for street artists
- Preferred uses along the street include Arts/ Crafts Shops, cafes, galleries and museums
- Incorporate places for resting such as swings/seats
- Perhaps zoning could allow for adjacent buildings to host Bed and Breakfasts
- Use existing building setbacks for plazas
- Re-configure 4th Avenue N into one-way, north-bound, with occasional angle parking
- Introduce more greenery, perhaps planters and public pocket parks
- Access from the fire station to 4th Avenue must be maintained along Edmonds Street.

SITE ANALYSIS



Dramatic Topography and Views



View towards the Sound from 4th Avenue N. at Bell.



View towards Sound from 4th Avenue S. at Dayton.

Armed with the above observations, the design team did an elaborate site reconnaissance through several walking tours and photo sessions. Several key themes emerged during these site visits that began to inform the evolution of the final design.

- There is a subtle drama in the topography that can be played up. The intersections of 4th with Main Street and Daley are at the same elevation. The stretch of 4th in between gradually dips to 6 feet below this elevation at the Edmonds Street intersection. This slope is more prominent between Daley and Edmonds Street.
- The topography also slopes gradually towards the Sound, and terminates at a spectacular cliff above the water. This affords a stunning view towards the Puget Sound from Dayton, Main, Bell and Edmonds Streets.
- A stretch of 4th Avenue from several hundred feet south of Main Street up to Daley Street is straight. Beyond these intersections, the road bends at both ends. This creates a viewshed that terminates at the ECA in the north and at the mixed use development south of the public parking towards the southern end of the 4th Avenue project area.

Barren Streetscape



Asphalt covers most of the right-of-way along 4th Avenue N.

Much of 4th Avenue’s right-of-way is asphalt. Buildings north of Bell Street are set back and low in scale. Sidewalks are narrow and vary from 5-8 feet in width.

- There is a noticeable lack of trees along 4th Avenue as shown in the Site Analysis Diagram above. Any significant greenery is on private property. Recent projects have planted street trees.

Circulation and Parking



City Federal



Road Classification



Newer developments that want to make full use of their property under current zoning put parking facilities underneath. If well designed, these garages are accessible from the alley, and yet allow for commercial uses at the street level.

- 4th Avenue N. is a local street and basically serves traffic to and from adjacent establishments. It is designed with two-way lanes and parallel parking on both sides.
- Main Street is a Minor Arterial and serves the circulation needs of the Downtown/Waterfront area. Dayton Street is a collector from the Waterfront to 9th Avenue and as such provides for smaller movements with the downtown/ waterfront sub-area. Third Avenue N. is the only Principal Arterial within the project area as classified under federal standards. Its function is to allow for movement across downtown with the maximum number of trips being “through-trips” and a small percentage of trips serving adjoining uses. Under the City of Edmond’s classification, the road is a Minor Arterial.
- There are large parking lots at City Hall and at the Public Safety complex, and several more that are owned by private businesses. These have all been identified in the above site analysis. The renovation of the ECA will create 90 parking stalls on site. The completion of Phase II of its site development will yield a parking garage with a total of 248 stalls
- Some developments have placed their parking facilities below street level. This allows for full redevelopment of the property, as currently allowed through zoning in the downtown core.



Note the well-designed pedestrian access from the parking to 4th Avenue North.

Distribution of Uses



A historic Church is juxtaposed with the headquarter building of the well known travel expert, Rick Steve.

Utilities

- All streets within the project area allow for on-street parking. Currently, the length of 4th Avenue accommodates approximately 141 unmarked parking stalls.
- Several businesses have converted older homes for commercial use. These establishments have redesigned their rear yards to accommodate much of the parking needs of the business. These rear parking lots are connected to 4th Avenue via pedestrian walkways. These set up an excellent precedence for future development in the area. This pattern of development is extremely pedestrian friendly and allows for a “fine-grained” redevelopment of the area.
- Accessing parking from the alley places a greater emphasis on their design and maintenance.
- There are a variety of uses along 4th Avenue. These vary from Commercial, Mixed-Use, Public, Semi-Public and Residential.
- The commercial uses are generally aggregated around Main Street.
- North of Bell Street there are primarily residences with some older homes being used for commercial purposes.
- There are several key public facilities and institutions along 4th Avenue such as the Edmonds Conference Center and the ECA.
- Along 5th Avenue there are a Fire Station and City Hall, Historic Museum and Visitors Center.
- There are few utility lines on 4th Avenue N., mainly a major storm drain between Main and Bell Streets.
- Edmonds Street is a major utility corridor.
- Road repaving over the years has created an inappropriate road profile along 4th. The profile peaks in the center such that it rises at places nearly 1 to 2 feet above the level of the sidewalk. The road has not been re-engineered or seen any significant improvements for over 75 years.

Alternative Design Scenarios

On November 10, 2005, approximately 30 residents gathered for a workshop hosted and facilitated by City staff and the design team. Here are the results of the interactive public meeting.

Three alternatives for the 4th Avenue project area (5 blocks long x 2 blocks wide) were shown. Color presentation boards depicted each of the 3 alternative plans with sections and photographs, to display a wide range of choices. To help explain the design concepts, a one-page handout compared and contrasted 5 major considerations for each of the 3 alternatives – Public Realm (sidewalks), Transportation, Buildings, Design Features, and Cost / Phasing. The three basic plan alternatives were described.

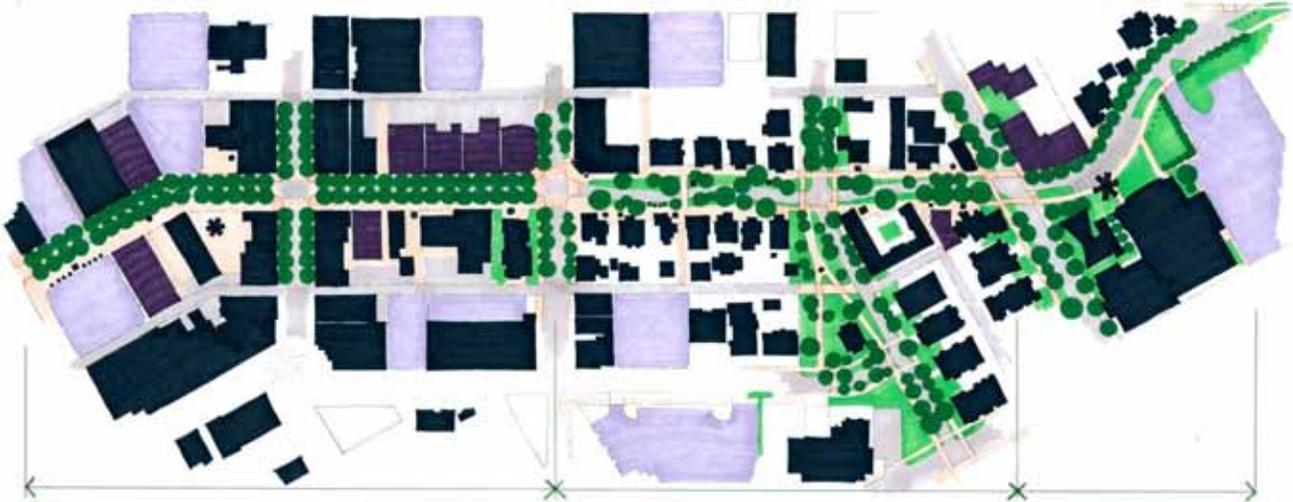
Three Pauses – a plan that features 3 segments: with wider sidewalks on the east side of the street in the south segment, a curvilinear boulevard treatment in the middle section, and on-street parking with traditional sidewalks in the northern most section.

Meandering Channel – a fluid plan for a paved “plaza” street where pedestrians – not cars – rule; a truly European street in Edmonds.

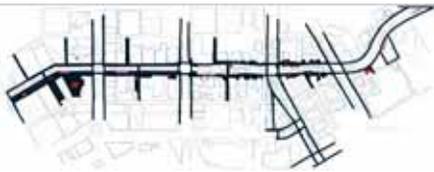
String of Beads – a “conventional wisdom” plan for evenly dispersed site amenities based on the current parking and traffic patterns.

The goal of the workshop was for the design team to get a better understanding of preferences and thereby get direction from 4th Avenue stakeholders – residents, tenants, property owners, civic activists, etc.

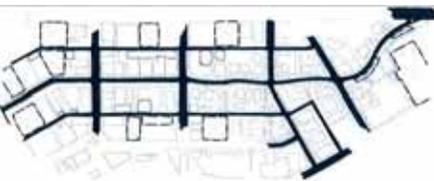
THREE PAUSES



Public Realm (sidewalks) and Art



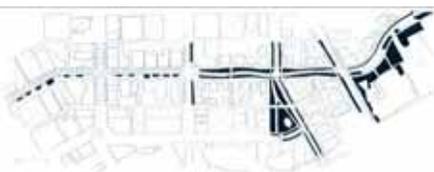
Circulation



Buildings



Landscaping



Cost

- Sidewalks on both sides, with the east side wider
- Sidewalk meanders in mid section of Corridor
- Midblock crossings and public pedestrian mews are allowed for access to district parking
- Based on existing two way traffic access and parking pattern
- No on-street parking
- Parking is accommodated in district parking lots
- Building character differs in the three sections
- Based on existing zoning and height limits and pattern – zero setback building facade
- New infill development is anticipated to maximize the envelope allowed in zoning
- Large historic district
- Artist residency on 4th Avenue encouraged.
- Public art emphasis at entrance to ECA
- Art also highlights the path as vertical features
- Landscaping treatment is differentiated in the three sections, with the middle section having generous medians on both sides. Street tree pattern is rhythmic in the southern and northern sections of street and random in the middle
- Moderate

MEANDERING CHANNEL

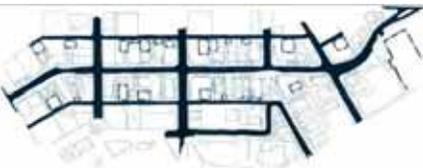


Public Realm (sidewalks) and Art



- Based on European sidewalk pattern of “woonerfs” with the public parking lot south of Main and the Edmonds Street intersections converted into piazzas
- The entire right of way is open to pedestrians enabling multi-directional walking
- “Mews” or pedestrian access to rear parking is encouraged on private property

Circulation



- Two way traffic or one-way north with one lane of parking
- Changes driver expectancy and requires driver to yield to pedestrian
- Rear of property or rear ground floor of buildings accommodate parking needs

Buildings



- Setbacks allowed if used for public open space/uses
- Planned redevelopment features lesser historic preservation in mid section of project area
- Major public art and plaza at entrance to ECA and at proposed two plazas
- Less street tree coverage than other proposals, but more than existing condition

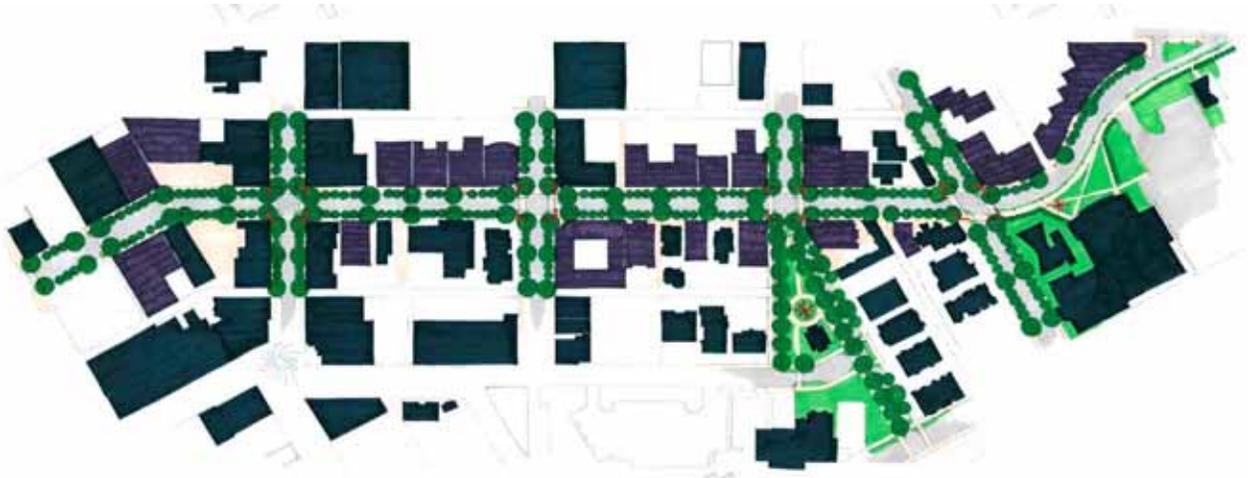
Landscaping



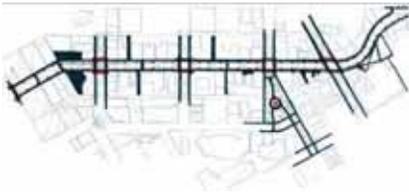
- Special pavers for the full curbless right-of-way
- High, requires project phasing

Cost

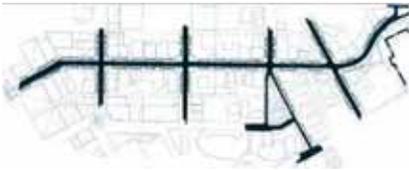
STRING OF BEADS



Public Realm (sidewalks) and Art



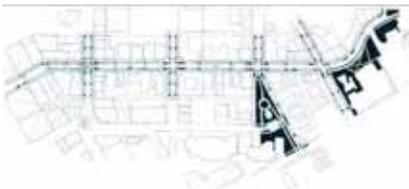
Circulation



Buildings



Landscaping



Cost

- Based on existing sidewalk pattern but sidewalks on both sides of streets are widened to 11 feet
- Public pedestrian mews provide access to alleys
- Vertical art elements are placed at regular intervals within the bulb-outs
- Public art is emphasized at entrance to ECA and at the Edmonds Street Park site
- Based on existing two-way access and parking pattern
- Some parking stalls are replaced with landscaped bulb-outs
- Based on existing zoning and height limits and pattern
- Historic preservation is less of a priority and buildings are redeveloped with zero-setbacks
- Bulb-outs accommodate landscaping and art
- Street tree pattern (1 tree / 20 feet; 1 large tree / 100 feet) allows for maximum shade
- Special paving design at key intersections
- The Edmonds Street intersection is reconstructed into a park such that traffic has direct access from 5th Avenue North to Sprague Street
- Moderate

COMMUNITY FEEDBACK

Most attendees participated in the preference scoring exercise. The high level of participation can be interpreted to indicate that residents and property owners really do care about the future of 4th Avenue.

TOP 3 ISSUES ON NOVEMBER 10

Three topics were identified as “top issues” which received the most comments from meeting attendees.

Put the Parking in the Back

For serving access from cars and the pattern of parking, the “alley parking” concept was a very decisive preference over the current on-street parallel parking. The wide margin of preference for “alley parking” was the largest spread of any idea presented and queried by CREÄ.

Dispersed Art

There is no question that the role of artists and art will be central to any proposal for 4th Avenue. When asked how best to feature art, there was a slight preference for dispersed public art opportunities rather than just a few major art pieces at selected locations along 4th Avenue. The dispersed art concept is successful in downtown Portland, OR and other great downtown areas including major Arts Districts located in Fort Lauderdale Arts & Science District & Riverwalk, Dallas Arts District, and Santana Row in San Jose, CA.

Possible New Open Space

The consultants identified a triangular shape of private property located between Sprague Street and Edmonds Street that can make a very strong urban design feature, if developed as a public open space. The bold new concept now referred to as “Art Park” has the potential to be a major new public open space initiative linking Civic Playfields and 4th Ave., and the support was very broad.

For the possible design and layout of the new “Art Park” open space concept, the preference was decidedly for a “central park” concept with a large open space or a park along one side, rather than a hardscape “piazza” or “plaza.” Methods to make this idea a reality might include public acquisition, public/private development, or possibly a donation of currently private lands at such a strategic location.

OTHER ISSUES

Other 4th Avenue Arts Corridor topics attracted interest, with a variety of comments by attendees about what they liked.

Making Pedestrians In Charge of 4th Avenue

When asked about preferred patterns for the use of public land (street right-of-way) portion, the paved streetscape with some trees in a European pattern (the Meandering Channel alternative) came up as the most preferred. In such a plan, pedestrians would have the top priority for right-of-way use, and vehicle traffic and parking would come second. Such a plan recognizes that many residents with a great love of travel and walking, along with the local arts community, can celebrate a great people place called 4th Avenue in Edmonds.

Building Profile

In looking at the details for redevelopment of existing buildings located on private property, the “cottage” style character and patterns based on retaining more residential structures with new uses was just about evenly split with those who preferred new modern infill development. This pattern would replicate current development in other areas of downtown under the current zoning limits. This pattern features residential and/or office uses on second floors with retail, food or activities located on first or ground floors, with parking in the building, under ground or behind the building served by an alley or access drives from 4th Street. However, there was an overall preference for mixed use development, even in the older structures.

Change & Continuity Perspectives

When specifically asked to focus on the on how much to retain of the existing residential structures located between Edmonds Street and Sprague Street, changing toward new zero setback mixed use buildings seemed to be preferable over keeping one story residential buildings with large front yards along the street. Each city has its own unique balance of keeping the past and making the future. Clearly, there is consent to make some changes in Edmonds along 4th Avenue, while retaining some of the character of the area at a few existing sites.

For Pedestrian Flow Patterns – Broader is Better

When asked about wide areas with uni-directional walking opportunities compared to the status quo of 2 parallel sidewalks along the east and west side of 4th Avenue, the attendees preferred the European example that makes the car and drivers second in priority to the pedestrian. This pattern is preferred for several reasons – maximum public use areas for displays at events, opportunities for random patterns of trees and art along the street, freedom to walk diagonally and cross street at closer than street intersections and more creative “place making” opportunities to make a visit to Edmonds memorable.

People Want More Green

When it comes to green space, more is better. The two plans that create wider planting areas at major locations (such as the ECA site or new locations) were viewed more favorably. Clearly, when thinking about the current need for adding trees for shade, plantings for ground eye level interest and seasonal interest, the wide preference is to make 4th Avenue more “green”. The green space issue is second only to the parking layout, for clarity of preference.

Varied Character

There seems to be an overall preference for varying the character of the street along its length. Whether that is differentiated as two or three districts or one district with a variation in character along its length does not seem to be very relevant. The greater concern is that the street should not appear monotonous and repetitious or “typical” in anyway.

For Auto Traffic & Access, Use Alleys

Usually in a project like this, traffic is the number 1, 2 and 3 issue. For 4th Avenue, the other issues are more important – design, layout, art, etc. When asked about traffic patterns, given 2 basic choices, the attendees were consistent with other issues (alley access, making pedestrian areas wider, etc.) when they selected using alleys east and west of 4th Avenue for more circulation and access, compared to the status quo of parallel parking in front of properties.

In addition to the Team’s interpretation of the preference marking exercise, it received many written comments and suggestions. Incorporating all the above comments, the Design Team laid the Top 10 Principles that would guide the final design. They are:

- Put the parking in the rear of properties and accessible through the alley
- Disperse art in addition to the major pieces at the two termini
- Capture possible open space at Edmonds Street
- Prefer a park at Edmonds Street over a plaza
- Make pedestrians in charge of 4th Avenue N.
- Vary building profile
- Encourage redevelopment over preservation
- Introduce more greenery
- Vary building use
- Reduce auto access.

4th Avenue Arts Corridor Conceptual Master Plan



The 4th Avenue Concept Master Plan assimilates the direction provided by the community, merchants, City Staff and Planning Board. It includes the major ideas that emerged through Design Team’s discussions with these stakeholders.

The overall theme for the Master Plan is “Unity and Diversity.” The Plan recommends that while efforts are made to bring some consistent level of improvements and design to the street, its varying character needs to be respected and enhanced.

As such, it is not recommended that this plan be realized through the intervention of a single developer or development plan. Rather, the plan relies on the continued and gradual transformation of the Downtown/ Waterfront area in Edmonds. While the diagram does not focus on the details, it provides some clear direction in terms of elements and functions of the street that need to change over the course of this transformation. In creating a distinct environment and experience in Downtown, the plan recommends that residents and businesses explore new ways of maximizing the use of the public right-of-way. This includes an examination of how each building relates to the public right-of-way and how the street ambience succeeds in drawing residents and customers to Edmond’s Downtown. The public right-of-way is currently dedicated primarily to the circulation of vehicles in the area. This has occurred at the expense of attractive and healthy landscaping, interesting places for people to congregate in small groups and a pleasant pedestrian experience. Recently, there have been a number of studies that have traced and measured the benefits of a “green” pedestrian experience.

- A 2003 study of Urban Forest in the Delaware region concluded that the environmental benefits of urban forests, including air pollution control, storm water management and carbon sequestration, amount to billions of dollars. New Jersey forests included in this study provided annual benefits of \$4.1 billion for air purification, \$3.3 billion of avoided costs in storm water reconstruction, and 5,200 tons of sequestered carbon.
- Researchers have found that every \$1 invested in watershed protection can save from \$7.50 to \$200 in costs for new filtration and water treatment facilities.



- A ground-breaking study from the Wharton School of the University of Pennsylvania now offers solid evidence that investment in greening yields significant economic returns, specifically, dramatic increases in real estate values. The study, called “The Determinants of Neighborhood Transformation in Philadelphia: Identification and Analysis—The New Kensington Pilot Study, was developed and produced by Susan Wachter, professor of real estate, finance, and city and regional planning at the Wharton School.
- The organization, New Economics, states that good quality environments can also have business benefits, both in terms of attracting business investment and increasing trade, as people obviously prefer to shop in pleasant and safe environments. Research shows that in the US, small businesses in particular rate green and open spaces as their highest priority when choosing their location.

The Georgia Forestry Commission recounts studies that show that trees increased business value. Trees also enhance community economic stability by attracting businesses and tourists.

- Customers are willing to pay as much as 10 percent more for certain goods and services if businesses are located on tree-lined streets.
- Consumer product testing in shopping areas with large numbers of shade trees were rated 30 percent higher than identical products rated in shopping areas that were barren of trees.
- Tree-lined business and retail districts encourage patrons to linger and shop longer.
- Increased retail business districts attract new businesses to these districts, which helps to attract more convention business to a region.
- The presence of trees has a positive effect on occupancy rates and residential home sales. Neighborhood green spaces or greenways typically increase the value of properties located nearby.
- Healthy trees can add up to 15 percent to residential property value.

Ultimately the Master Plan implementation will require an honest discussion of the City's vision for its future and an exploration of the tradeoffs that need to occur for the plan to be realized. How vehicles are accommodated in an environment that gives precedence to pedestrians is a crucial part of this equation. A similar concern is how sidewalk clutter will be managed in the future. Often times, street signs and poorly placed furniture can be disincentives for a pleasant walking experience.

There are many developments that need to occur for the vision in the Master Plan to be successful. Above all, the surrounding blocks need to generate a higher level of activities. A critical mass of residents and draws along the corridor are important for a pedestrian space to be successful. It might be prudent to wait or actively solicit the development of this "critical mass".

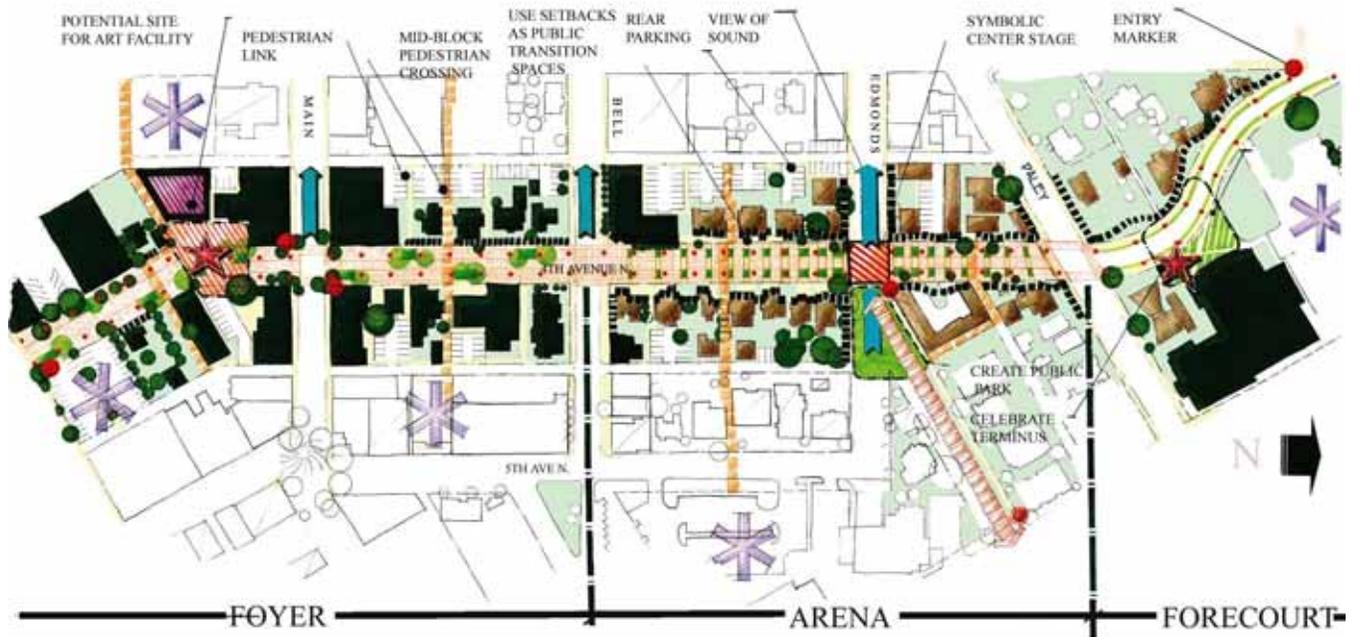
Economic development interventions that include publicity, Local Improvement District (LIDs) to generate funds for short term improvements, low interest improvement loans to building owners to expand their establishments for mixed use, and extensive programming of activities on the corridor are among some of the activities that can expedite the transformation.

At the same time, the downtown business community can also contribute to the immediate and long term benefit of this project. By collaborating with large events, businesses could take advantage of the large crowds and keep their businesses open after hours. Event planners can also coordinate with and direct visitors to businesses that are open after hours.

Lastly, the success of this project can only be assured by continuing the relationship and open communication established through this project. It is recommended that the City establish a permanent 4th Avenue Arts Corridor Steering Committee consisting of project supporters and plan for regular meetings, programs and updates with the group.



▪
Master Plan Principles



CELEBRATE THE ARTS

4th Avenue North is uniquely situated to celebrate Edmonds’ arts heritage. Proximity to the ECA and the annual events in the Civic Playfields defines the street’s importance in the City’s cultural landscape. It is in light of this opportunity that the redesign of 4th Avenue N. is set within the context of and is a celebration of the Arts.

The Master Plan suggests emphasizing and preserving the unique characteristics of the street, including the natural topography along its length as well as the views into the Sound. Viewsheds of the Sound along Dayton, Main, Bell and Edmonds Streets should be protected.

PLAY UP ITS STRENGTHS

The Plan revolves around a focal point at the Edmonds/ Sprague intersection which is a natural dip in the road’s profile. It suggests using streetscape improvements to emphasize the focal point. At the same time the Plan captures the two visual termini at either ends of the street with spectacular open space, landscaping and art enhancements.

CREATE VARIETY

The Master Plan responds to the three distinct characters of 4th Avenue in the Project Area. The plan recommends that the street's existing character is emphasized in a way that divides the street into three distinct sections:

- Foyer (Dayton to Bell)
- Arena (Bell to Daley)
- Forecourt (Daley to 3rd).

Vary the landscaping configuration and lighting in these sections to create interest and a variety of "outdoor rooms." These street sections are discussed in greater detail below.

UNIFY THE EXPERIENCE AND APPEARANCE

The Master Plan suggests there should be unifying elements in the landscape within the variety of 4th Avenue's three sections. Proposals include a single surface paving treatment and a string of light/art elements. Strategies that govern parking could imbue some uniformity and consistency along the corridor. For instance, a parking district or a zoning revision that requires most or all parking to be placed and accessible to vehicles from the rear of properties, can also help introduce some standard expectations and practice along the corridor.

Similarly, changing zoning to support pedestrian walkways that connect rear parking to 4th Avenue every 150-200' or so can create a unique yet repetitive element along the street. Several new mid-block crossings along 4th as shown in the Master Plan can help support walking and encourage frequent pedestrian connections through the blocks.

CELEBRATE SUSTAINABLE PRACTICES

In redesigning the corridor, it is critical that the new interventions improve the street's performance. This includes improving storm water runoff quantity and quality through the following:

- Amount of permeable surface
- Amount of ground cover to cleanse runoff.

At the same time the redesign can initiate an Urban Forestry program in the Downtown/ Waterfront area. This will affect:

- The amount of shade for summer cooling
- The exposure to sunlight for solar technology and winter heat gain in buildings
- Healthy and thriving urban wildlife, e.g. birds
- The selection of plants towards species that are native and require minimal artificial irrigation.

Lastly, the redesign can set a precedent for the use of renewable fuel sources such as solar energy in the city's infrastructure. This technology is non-pollutive, quiet and spares the expenses of laying electrical conduits.

SECTION I: FOYER



Looking towards the possible location of a new plaza.



A portion of this private parking lot could reflect the plaza across 4th Avenue S.

- This Section is anchored by downtown retail
- The streetscape is organized around large outdoor rooms for gathering/milling around
- Landscape details are clustered and organized around generous bio swales
- Trees become anchors for social interaction
- A large public space is captured by the public parking lot just south of Main St.
- This plaza is marked by a major art gesture, perhaps vertical as well as surface art
- Some of the public parking lot could be converted to an arts-related facility at a later date
- Perhaps, the plaza spills into all or a portion of the private parking lot across the street
- Buildings front their property line with limited setbacks
- Entry markers are placed along Main Street at its intersection with 4th Avenue

PLAZA ALTERNATIVES



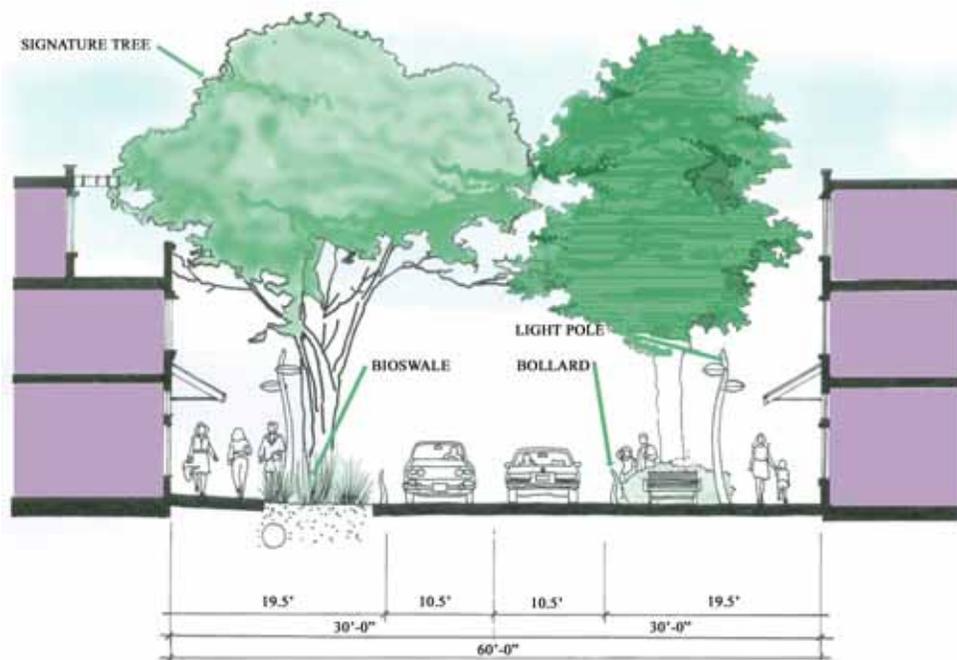
These diagrams demonstrate a number of ways that a grand public space could be created in the block south of Main on 4th Avenue S.

Option A is split across 4th Avenue by a continuous canopy of trees. With a large new building taking up the full public parking site, the grand space is actually quite small on the west of 4th and is emphasized on the east.

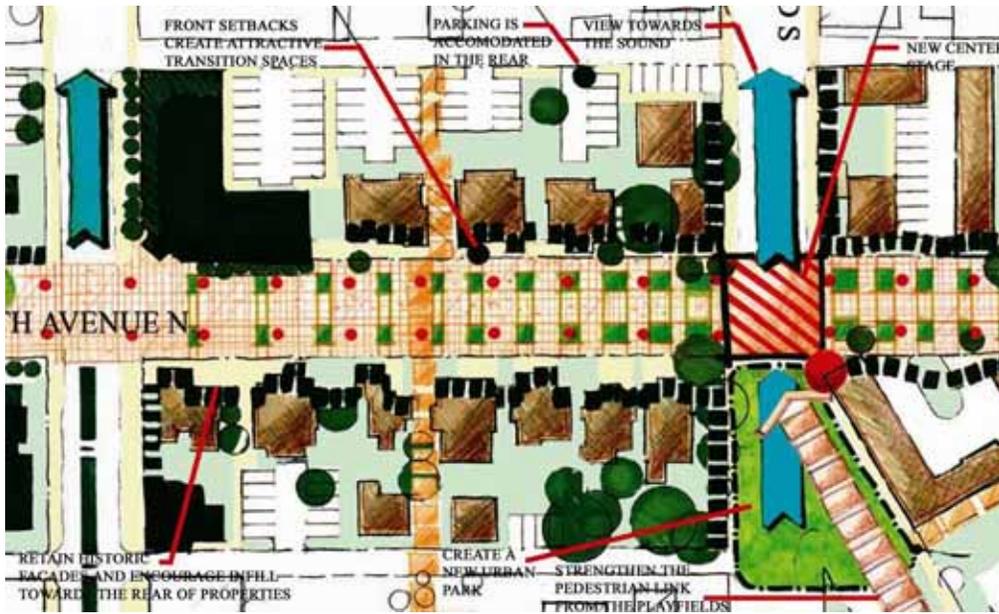
In Option B, the space is developed equally on either side of 4th Avenue. On the west, a new museum that comes up fairly close to the curb still leaves a generous expanse of public space in front. Similarly on the east side, the existing parking is reconfigured and a few of the parking spaces are sacrificed to create a generous expanse of public plaza.

Option C is a single curbless grand space that spans across 4th Avenue and is wrapped by a new building in the public parking lot and spills gracefully into the private parking lot across the street. The large expansive plaza is celebrated through surface art and landscaping. Trees are placed casually in the plaza.

Typical Street Section within the Foyer



SECTION II: ARENA



The edge between lawns and the sidewalk will evolve into attractive transition spaces.



The Edmonds-Sprague Street intersection can be transformed into a memorable open space feature in downtown.

- This Section is centered around a “stage” or arena at Edmonds Street
- The landscaping treatment gradually intensifies towards this intersection
- Landscaping creates small rooms for events such as performers or art exhibits
- Bio swales increase amount of ground cover and separate pedestrians from moving traffic
- The public right-of-way at the Edmonds and Sprague Street intersection is realigned for a large park
- Park design allows for unimpeded vehicular traffic from the Fire Station on 5th Avenue to 3rd Avenue
- Pedestrian and visual connection from 6th Avenue N. is strengthened
- Buildings with historic facades retain their relationship to the street while new spaces are set back - front yards merge with the sidewalk realm
- New buildings should be mixed-use and have residences on the upper floors in order to lend to a 24-hour environment

ALTERNATIVE A



The proposed future Edmonds Street Park can be developed in a number of ways using a variety of traffic solutions. It is recommended that as much as possible on-street parking be retained unless it significantly impacts the size and nature of the park. Two such solutions are discussed below:

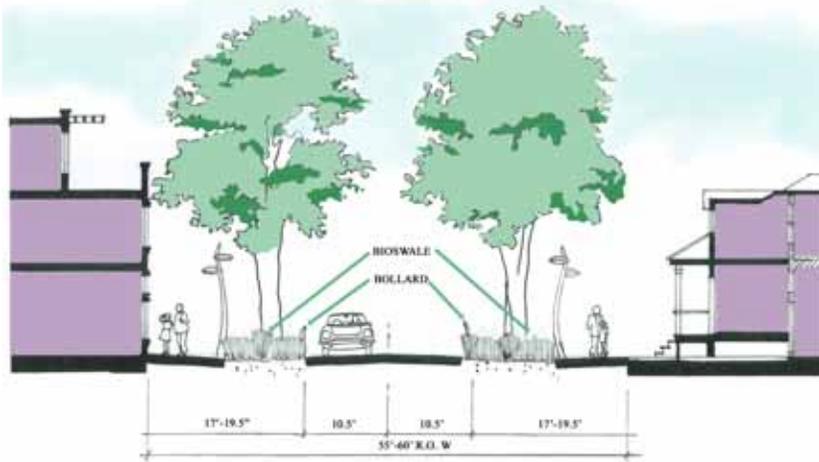
- In *Alternative A*, Edmonds Street is entirely closed and Sprague Street is maintained as a two-way with parking on both sides
- The street is accessed from the alley along a paved strip through the park
- Private properties west of the Fire Station are purchased. This allows 5th Avenue to run straight through and connect with Sprague Street providing emergency vehicle access as well as a larger open space
- Restrooms are located at one corner of the park in a new structure

ALTERNATIVE B

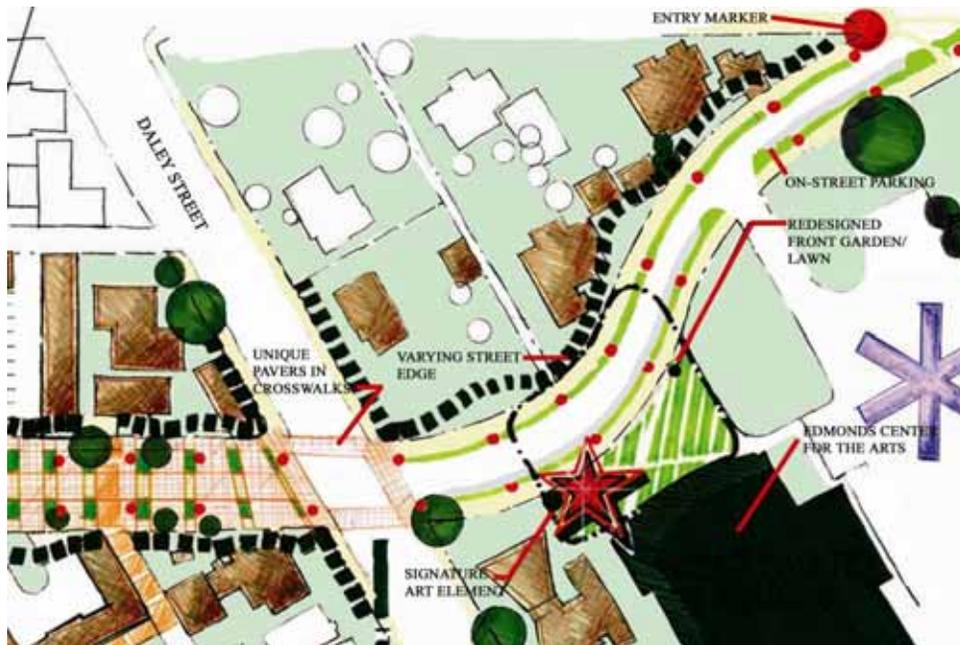


- In *Alternative B*, Sprague Street runs one-way west and Edmonds Street runs one-way east
- The private property west of the Fire Station is purchased and makes way for a better connection from 5th Avenue to Sprague Street for emergency vehicle access
- The private property further west is also purchased and the house is retained and renovated to accommodate some public facility such as restrooms, a Visitors Center or possibly a museum/gallery space
- Access from adjoining alleys allows only one-way traffic flow – east or west

Typical Street Section in the "Arena"



SECTION III: FORECOURT





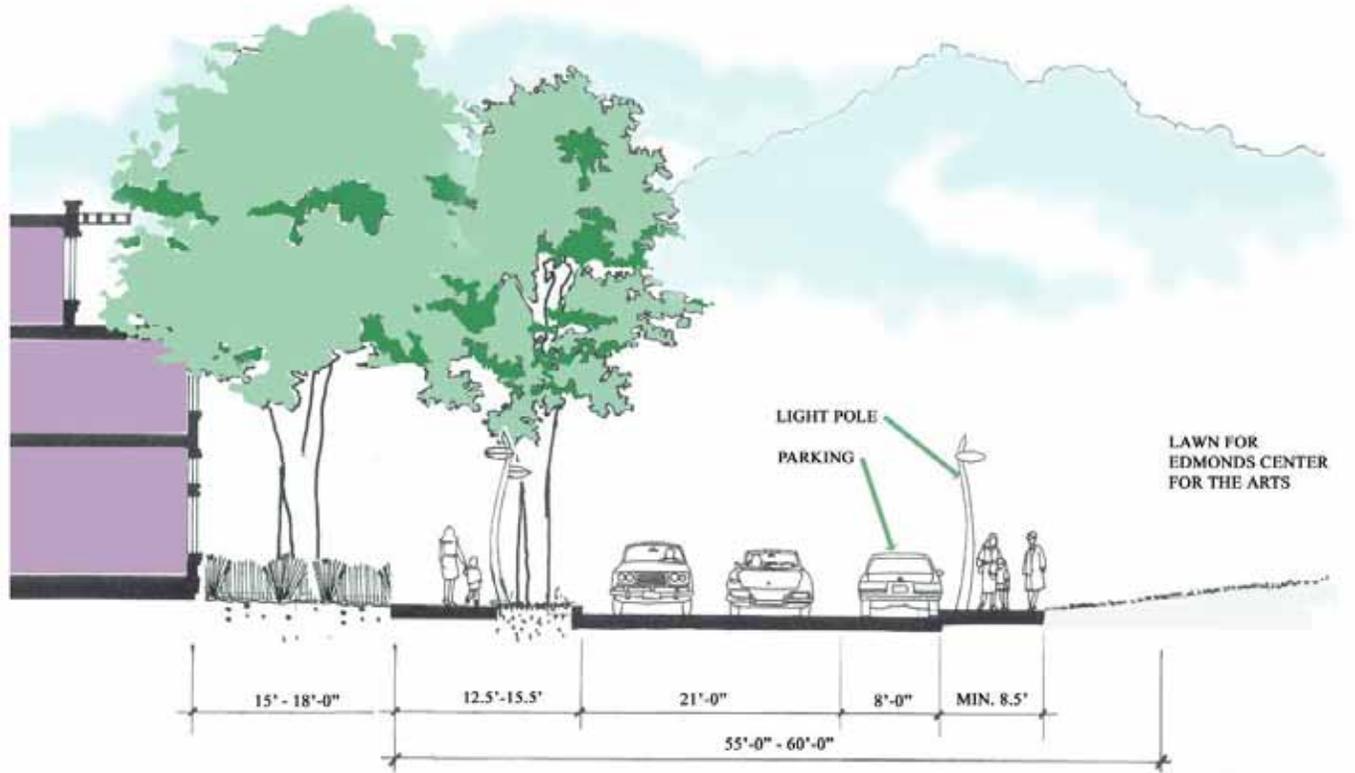
There is no view of the Sound along Daley.



The ECA makes a grand terminus toward the north.

- Redesign the front of the ECA for a dramatic landscape entry that is commemorative of its Art Deco heritage
- Allow for on-street parallel parking on the north-bound side of 4th Avenue N
- Maintain a minimum width of 8' for the sidewalk on the east side of the street
- Emphasize pedestrian access by highlighting crosswalks across Daley and 4th Avenue
- Landscaping on the east side of the street should not block views of the ECA façade from either 3rd Street or 4th Avenue or the viewshed along 4th Avenue
- Capture the termini of the 4th Avenue viewshed with Art
- The properties on the west of 4th Avenue are ideally situated for institutional uses, given that 3rd Avenue is a bike and bus corridor and the properties' proximity to the ferry. These could be artist lofts with an arts studio or senior housing
- Reconstruction of the western properties should include a 10 - 15' densely landscaped strip along 4th Avenue with tall trees that define the view from the ECA

Street Section along the "Forecourt"



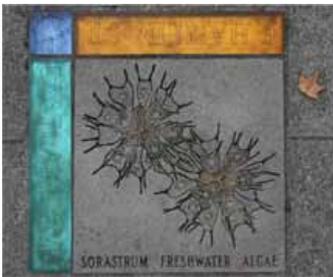
A Conceptual Art Plan



Beliz Brother, Artist.



Andrew Leicester, Artist.



Stacy Levi, Artist.

The integration of art into the public right-of-way is vital to molding 4th Avenue as an arts corridor leading to the Edmonds Center for the Arts. The Conceptual Art Plan capitalizes on the Edmonds Center for the Arts as a destination and 4th Avenue's unique street character with its access to spectacular open spaces and dynamic views of Puget Sound. In this plan, art unifies the corridor experience, embraces the community's culture, creates artistic diversity and most of all celebrates the performing arts. Three main themes are identified for organizing art:

Light the Way: Art celebrates the role that the corridor plays in connecting destinations, this art gesture is directional and linear in its organization and intent.

Examples include:

- Artist designed solar lights that guide the pedestrian through the corridor
- Vertical and dramatic art element that stands proud in the narrow streetscape
- Performance art that activates the corridor for singular events.

Highlight the Destination: Art in the two proposed grand spaces where 4th Avenue bends, not only defines the viewshed but is an important element in marking the space. Examples include:

- Bold art gesture for the approach to the Edmonds Center for the Arts
- Grand civic art installation in the open space near Main Street, permanent or temporary
- Major gesture central to the "Edmonds Street Park".

Mark the Path: Art offers many opportunities to for visitors to pause, rest and reflect during their experience of 4th Avenue. Examples include:

- Artist designed surface paving treatment repeated as a unifier and place maker
- Art moments that draw the pedestrian along the path to pause, sit or mingle
- Miniature artwork that appears in quirky places
- Artist designed building parts that mingle great "Form + Function"
- Sidewalk street name inlays with character references
- Embedded prose walk, poetry podium and poetry poles.



The Master Plan responds to the three distinct characters of 4th Avenue. The following are a range of art possibilities for each area. Note that these are just suggestions and too numerous for all to be implemented.

SECTION I: FOYER (DAYTON TO BELL)



- This plaza, adjacent to the two small houses on 4th Ave. S, is marked by a major art gesture, perhaps vertical as well as surface art. Bold, simple and versatile is the key to capturing this first of two visual termini at either end of 4th Avenue.
- Wall or plaza surface projection that is permanent or temporary in nature
- Plaza hardscape design using sustainable practices

SECTION II: ARENA (BELL TO DALEY)



The focal point of this section is centered around a “stage” or arena at Edmonds Street.

- Temporary art such as digital, mechanical, disposable, musical, literary, performance art and participatory community events
- Poetry podium, prose walk and art garden
- Art benches and other artist designed street furniture
- Site specific signature sculpture
- Creative place holders (for future art) as the park develops

Norie Sato & Design Team, Artists.

- The streetscape through this section should utilize art simply and sparingly
- Artist designed solar lights that guide the pedestrian through the corridor
- Vertical art elements are placed at intervals within the bulb-outs

SECTION III: FORECOURT (DALEY TO 3RD)

This section captures the termini of the 4th Avenue viewshed with art.

- Major site specific sculpture or installation that references the Edmond Center for the Arts designed by a public artist of national recognition
- Possibly use this artist as lead artist, creating the art plan for the corridor to maintain consistency while still bringing artist diversity
- Public art is emphasized at entrance but could also move boldly into the streetscape as surface treatment
- Artwork should be an anchor seen easily through the corridor

▪

The Vision: Maintaining the Guiding Principles

This conceptual art plan sets the tone for the art program while exploring ways in which artists can assist in the realization of the vision and goals of the 4th Avenue Concept Master Plan. The first step in the process of integrating artwork is commissioning a detailed Public Art Plan that parallels the realization of the 4th Avenue Corridor development.

The Art Plan: Laying the Foundation

The 4th Avenue Concept Master Plan core goals and vision grew out of multiple meetings, events and careful study. The commissioned Public Art Plan should draw from this foundation to distinguish a community's aspirations, vision and uniqueness and fold it into an inspirational, visionary and directive document.

- Create an arts activated 4th Avenue focusing on the Edmonds Center for the Arts as a destination
- Reference the performing arts as metaphor to inspire the public artist in the development of their proposals
- Reinforce the Edmonds' commitment to its arts heritage



Jody Pinto, Artist.



The Planner: Seeking the Unexpected

- The Public Art Planner should build on the open space concepts and developing designs for the 4th Avenue Corridor. Based on these design principles and goals, the planner should seek art opportunities that over reach the expected; and should provide inspiration for the community and participating artists alike.
- Explore and respond to the qualities that are defined in the 4th Avenue Concept Master Plan
- Respond to the evolving future development of the corridor by promoting new ideas and contemporary attitudes
- Seek experienced public artists and/or a lead artist who could innovatively shape the artistic direction of the corridor
- Program temporary art such as digital, mechanical, disposable, musical, literary, performance art, earthworks and participatory community events

The Implementation: Outlining the Nuts & Bolts

The commissioned Public Art Plan should establish standards for the creation of artwork:

- Establish polices, procedures, contract models based on national arts standards
- Emphasize the quality of the relationship between the artwork and the site is as important as the artwork itself
- Propose all artwork be commissioned for the 4th Avenue Corridor
- Discourage accepting of gifts of pre-existing artwork and purchase of pre-existing artwork

The Artist Selection Process: Delineate and Implement

- Structure a selection process that draws the most qualified artist for each situation and creates an opportunity for each artist to make their finest work
- Develop sound criteria for evaluating artists and proposals
- Include artist and design professional panelists with national public art experience in addition to local or regional representation
- Choose a panelist to represent the community that is knowledgeable and committed



- Invite a guest curator for temporary projects or select by a jury of arts professionals through an open competition or invitational

The Outcome: The first and last “act of art”

The first “act of art” will set the tenor for the artistic future of the 4th Avenue Corridor. The commissioned Public Art Plan can play a determining role in the success of long term outcome.

Each art opportunity should speak to the whole experience, no matter how discrete the work. Large and small special moments alike can unify the 4th Avenue Corridor experience to embrace the community’s spirit, create artistic diversity, and most of all celebrate the Edmonds’ arts heritage.

Light Element Example

Briss Design: Margarita Kroucharska

Lightology www.lightology.com



IP 55 120V 60Hz

- Surface mounted luminaires
- Suitable for wet locations



Organically shaped pole light with one or two heads for use in public spaces, parks, parking lots or similar applications. Wood effect finish available in addition to black and grey metal finishes. Dark Sky System approved head available. Accessories available include: anchor plate.

Product Code Builder

Compose your code according to the key below. Where the code or letter appears no choice is allowed.

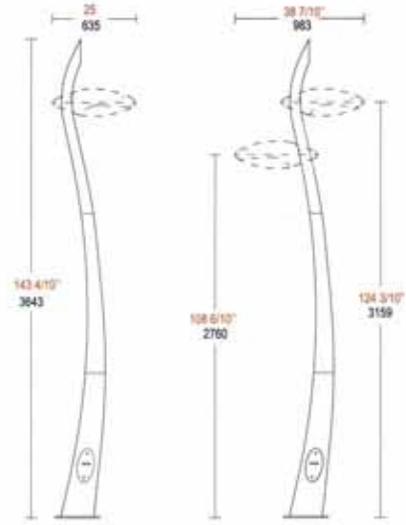
Product Code	Lamp	Finish	Diffuser	Usa
00 0000	X	■	▲	U
Example: 25 5100	410Y	02	T	U

Lamp						
Code	Power	Source	Socket	Bulb	Beam Adj.	Glass Temp.
x = 5900	70W	R7 HID / RX7 HID SODIUM	Rx7s		-	C/F > 75/167*
x = 6100	150W	R7 HID / RX7 HID SODIUM	Rx7s-24		-	C/F > 75/167*
Conforms to the specifications relative to pole lighting for public illumination; certificate no. 167087/128088/02						
Finish						
■ 02 = Matte Black						
■ 05 = Ghidini anthracite grey						
■ 18 = Wood Effect						
Diffuser						
▲ S = Frosted Glass (tempered glass)						

Technical Details	
Body	Die-cast aluminum
Diffuser (head)	Cast aluminum
External screws	Stainless steel
Packaging	Single
Lamp	Excluded
Conduit entries	Pg 16 (3/5") Ø 3/8" / 5/8" inch - 10/14 mm
Wood effect: aluminium fusion with treatment wood effect	

Glass Temperature: Temperature diffuser is quoted with Celsius/Fahrenheit (C/F/75/167*). All fittings whose glass temperature is higher >(Major) than 75/167* have to be carefully installed. Glass on inground fittings can become very hot. - Use discretion in placement.

* = ETL pending (product codes or lamp option marked with * are ETL pending)

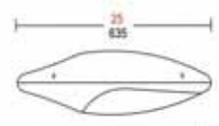


31 1406 X ■ S U
1 Light post

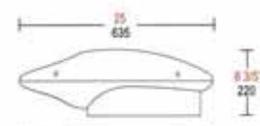
31 1408 X ■ S U
2 Lights post

31 1410 X ■ S U
1 Light post - Wood effect

31 1412 X ■ S U
2 Lights post / Wood effect

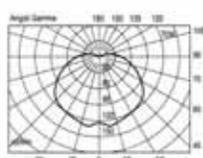


29 1416 X ■ S U
Lighting fixture for pole

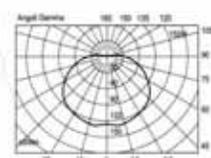


29 1417 X ■ S U
Lighting fixture for pole
Dark Sky System
(Classification
CIE / IES - Cutoff)

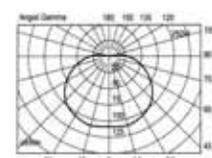
70W
HIT-DE



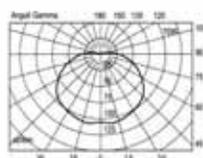
150W
HIT-DE



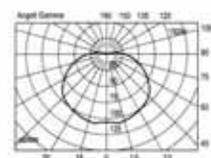
250W
HIT-DE



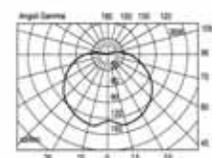
70W
HST-DE



150W
HST-DE



36W
TC-FL



Street Trees

SIGNATURE TREES



Red Oak

- 60 feet diameter; 80-90' tall, trunks are 2-4'; Leaf: Alternate, simple, 5 to 8 inches long, oblong in shape with 7 to 11 bristle-tipped lobes, sinuses extend 1/3 to 1/2 of the way to midvein, generally very uniform in shape, dull green to blue-green above and paler below. Flower: Monoecious; males in yellow-green slender, hanging catkins, 2 to 4 inches long; females are borne on short axillary spikes, appearing with the leaves in spring. A medium sized to large tree that reaches up to 90 feet tall, develops a short trunk and round crown when open grown, straight with a clear, long bole when grown with competition.

Rivers Purple Beech Fagus sylvatica 'Riversii'

- Planting strip: 8.5 Feet and Greater. Likes loose, moist, well-drained, acidic soil and full sun. Very low maintenance tree with no insect or disease problems. A medium-sized tree with a stocky trunk and a round crown. Alternate, simple, ovate or elliptical, 2 to 4 inches long, pinnately-veined (7 to 9 pairs), with a nearly entire to somewhat toothed margin. Fine hairs present on margin with tomentum on veins. Leaves deep purple to purple bronze foliage.
- Broadly oval; Height 60'; Width 40'

Norway Maple

- Few species are more widely planted as trouble free, urban street-trees; every major temperate city where the climate allows, has Norway maples in its downtown core. Norway maple combines the requisite size, strength, thriftiness and ease of propagation to an admirable degree. It also varies usefully, so we have mushroom-shaped dwarfs, columnar sentries, ovals, purple leaved freaks, and even cut leaved varieties. It isn't as stirring in silhouetted beauty or as enchanting in fall color as sugar maple, but it is a better choice for difficult sites.

Street Trees

BOULEVARD TREES



Chanticleer Flowering Pear ; Pyrus calleryana, 'Chanticleer'

- A rapidly growing upright conical tree which likes full sun exposure and is heat and drought tolerant. It is widely adaptable to soil type. Flowers in spring are white, with dark green foliage turning red in the fall for color.
- Height: 40-60 feet with a spread of 15-20 feet.



Red Sunset Maple (Acer rubrum 'Franksred')

- It is one of the best maples for outstanding fall color. Red Sunset retains its brilliant red to orange-red autumn color longer than most varieties. It is upright and spreading when young, developing an oval head as it matures. Lustrous green summer foliage and silvery bark for winter interest complete its attributes. A 2000 Iowa Tree of the Year.
- Red Sunset attains a height of 50 feet and a width of 35-40' at maturity. Plant in full sun and evenly moist well-drained soil for optimum growth.



Frontier Elm; Ulmus carpinifolia x U. parvifolia 'Frontier'

- Planting Strip: 4 to 5 Feet. Resistant to Dutch elm disease, phloem necrosis and both elm leaf and Japanese beetles. Long-lived. Best in moist, well-drained, fertile soil. Adapts to urban conditions. Lustrous, dark green leaves. Beautiful reddish-purple to burgundy in fall.
- Broadly oval vase shape; Height: 40'; Width: 30'

Street Trees

EVERGREEN TREES



- The Little Gem Magnolia is a slow-growing hybrid (cultivar) of the *Magnolia grandiflora* that is sometimes called a "dwarf". It will get tall (up to 40', usually less), but not nearly as tall as the *M. grandiflora* (which can get over 80' tall), and it grows very slowly. It may grow to be 8 - 10' wide. It has blooms on it when it is very young, as opposed to the original *Magnolia grandiflora* growing in the wilds which sometimes takes 15-20 years to bloom. They bloom when very small, and often bloom in off seasons.
- It looks a little different from the traditional *Magnolia Grandiflora* that is the "Southern Magnolia". They don't share quite the branch spread as a *M. grandiflora*. The leaves are smaller and some have more "golden rust" color on the underside. The blossoms are smaller, also, although they look like the blossoms on the *M. grandiflora*.
- The Little Gem Magnolia grows in a more compact and upright form than other Magnolias; with elliptic to oval dark green leaves with characteristic long rusty-brown undersides. The small, white flowers bloom profusely in the early and late summer. The Little Gem Magnolia grows to be 20-25 feet in height and 10-15 feet in width.
- Hardiness: Zones 7-9
- Exposure: Full Sun
- Water Requirements: Medium
- Source:
<http://www.metrotrees.com.au/treehandbook/page-listings/magnolia-grandiflora-little-gem.html>

Grasses



Bouteloua Gracilis

- Blue grama grass is a warm season tufted perennial grass. It is native to the short and tall grass prairies, and makes up 75% to 90% of the grasses found there. Blue grama is 6 to 12 (15-30 cm) inches high. Blue grama likes to grow in full sun with well-drained good soil, and can stand drought, heat, cold, and mowing. Although it doesn't like shade, it can grow in open piñon forests.



Schizachyrium Scoparium

- A native, strictly clumping, prairie grass. The bottom shoots are bluish colored, thus the common name, Little Bluestem. Most of the height of the plant is made up by the plumes, which appear in late summer. The ripening seed heads have a fluffy, feathery appearance and look beautiful with a bronze to copper fall color. Little Bluestem is effective in masses or naturalized. Most characteristic grass of the American tall grass prairie. Does not do well in highly fertile soils, excessively moist conditions, or crowded by mulch.
- Sun: 1/2 to Full Sun, Full Sun for Maximum Performance; Moisture: Well drained soil, average to very dry; Foliage Color - Summer: Burgundy/Red 10% Fall: Burgundy/Red 10% Winter: Tan/Light Brown



Andropogon Gerardi

- Big Bluestem is a clump forming warm season native perennial grass usually growing 3 to 6 feet tall but occasionally up to 9 feet. The lower stems are a purplish or bluish color and the leaves are 1/2 inch wide and up to 20 inches long. The arrangement of the flowers in three dense elongate clusters is the reason for the common name of turkey-foot grass. It grows best in moist well drained soil in full sun and is a major component of the tallgrass prairie.
- Habitat Sun to Lt Shade; Bloom Period July and August; Flower Color red to copper; Height Inches 36 to 72; Moisture Average to Moist; Lifespan Perennial

Implementation Strategy

The Implementation of the Master Plan sets in motion four different activities.

- Conservation
- Creation
- Imagination
- Construction

Most likely, these four will have to be carried out in conjunction.

CONSERVATION

There are many positive attributes of 4th Avenue that need to be protected as the surrounding area is redeveloped and new building permits are processed. There needs to be a zoning overlay over the existing zoning along 4th Avenue. This overlay zone can better incorporate and reflect the setback and building relief recommendations in the three sections of the street.

- Celebrate the opening of the street as a “Corridor for the Arts”
- Create design guidelines that encourage retention of facade character of buildings in the Arena Section
- Designate Edmonds Street, Bell Street and Main Street as “Scenic View Corridors”

CREATION

There are also many opportunities for innovation and creativity along 4th Avenue. These creative endeavors can occur relatively independently of each other, as long as they generally adhere to the principles and direction within this Concept Master Plan

- Begin with a tangible first “act of art” such as a single prominent element, or a repetitive series of elements
- Develop a detailed Public Art Plan for the thematic design, development, financing, siting and maintenance of art within the corridor
- Consider alternative uses for the Edmonds Apartments or “Roadhouse” that support resident artists and the overall concept for the Arts Corridor
- Commission a detailed Master Plan for 4th Avenue

IMAGINATION

For the Master Plan Diagram to be realized, Edmonds citizens need to have unflinching interest and commitment to it. There are ways that the diagram, or a version thereof, can be publicized. Placing it in a prominent location within the project area as a metal plaque, surface art or banner provides a constant reminder of the Plan's potential to transform 4th Avenue N and Downtown in general.

- Develop marketing material that captures the key ideas of the Master Plan in a precise and yet attractive package
- Manufacture illustrated maps or templates of the "master plan diagram" painted on the sidewalk
- Create interim "mock-ups" of future elements such as the "plazas" with paint, chalk, sets, or live art
- A very effective way to set the notion of an Arts Corridor is by beginning new Community Traditions within the corridor. These could include any or all of the following:
 - Monthly art walks,
 - Children's annual "chalkathon",
 - Permitting performing artists stalls;
 - Extending the crafts festivals,
 - Annual "installation night" of new art.

CONSTRUCTION

Ultimately for the concept to be constructed, there are a number of approaches to herding and managing the necessary tasks.

- Initially, the Plan needs to be assigned to a Project Liaison/Advocate among City Staff
- This Liaison needs to shepherd a full survey of the street
- The design guidelines and zoning for the Corridor need to be reviewed/revised (if necessary)
- The final Master Plan as referred to earlier needs to reflect or inform a revision to the Project Costs and Funding Strategy
- The Liaison needs to identify and pursue fundraising through grant applications and other creative means

PHASING IMPLEMENTATION

Short Term

The above strategy can be translated into an Implementation Strategy that starts to distinguish and prioritize necessary steps to realize the plan. Within each category, the actions are not listed in any order of preference or priority.

- Formalize 4th Avenue Steering Committee as an advisory group to the City
- Prepare publicity material to promote the concept Master Plan
- Erect way-finding elements
- Install solar lamps
- Commission surface art at Edmonds Street, and within the public right of way at ECA and the public parking lot
- Consider temporary Art on lamp poles
- Allow vendors on 4th Avenue
- Organize art events/ parades and other programs throughout the year along 4th Avenue
- Develop and adopt view protection mandates
- Develop design guidelines for new construction
- Develop public-private partnerships that cater to increased evening clientele in the downtown area
- Collaborate with planned utility upgrades or road improvement projects in the project area to implement the plan
- Commission a survey of the street

Interim

- Commission a Master Plan for 4th Avenue that takes the vision from concept to constructability
- Erect more solar lamps
- Streetscape improvement for "Arena" reconstruction
- Add greenery
- Eliminate driveways
- Reduce parking dependence on 4th Avenue N.
- Adopt a Downtown Parking Management Plan; tie this to a way-finding program from major arterials to downtown
- Broker creative transportation solutions for large events

- Collaborate with owners as properties are redeveloped to create more rear parking lots
- Install major art pieces at the plazas
- Establish mid-block crossings and pedestrian through-fares as shown in the plan
- Purchase properties between Edmonds and Sprague Streets, and 4th and 5th Avenues to expand the footprint of the park
- Purchase some or all of the private parking lot to expand the south plaza
- Consider financing mechanisms to offset some of the initial costs for this project such as Impact Fees or creating a Local Improvement District around 4th Avenue N. within the project area
- Consider Small Revolving Loans for property improvements

Long Term

- Fully reconstruct 4th Avenue N.
- Establish new park at Edmonds and Sprague Street intersection
- Develop a new Arts facility / museum by south public plaza
- Improve pedestrian link from Civic Playfields

It should be noted that the above sequence is only suggestive and the City should continue to be on the lookout for opportunities not considered above or perhaps at a later stage of project development to move a strategy forward.