



PACIFIC AVENUE STREETSCAPE

BUSINESS RESOURCE GUIDE

BE DOWNTOWN | WATCH THE TRANSFORMATION



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INTRODUCTION



Pacific Avenue was the quintessential “main street” at the turn of the century. Here, the end of the Transcontinental Railroad met the waterway. The Pacific Avenue Streetscape project is designed to build on the history and geography that makes Tacoma unique, while leading the community into a sustainable future with a thriving downtown.

The primary goal of the Pacific Avenue Streetscape project is to attract and encourage visitors and new business to downtown Tacoma by renovating the City’s “main street.” Our vision is to create an active, attractive and economically viable “main street” that encourages people to be downtown. The project’s stormwater enhancements will improve the overall water quality prior to discharging into the Thea Foss Waterway. Raingarden sculptures will channel water in intriguing ways. New sidewalks, intersection bulb-outs, crosswalks, wayfinding signs, custom overhead lighting, bike sharrows and transit stops will also help improve accessibility and pedestrian safety.



FOREWORD

The City of Tacoma, in conjunction with the Tacoma-Pierce County Chamber, Tacoma Downtown Business Improvement Area and the Downtown Merchants Group is proud to present the Pacific Avenue Streetscape Business Resource Guide.

It is our hope that this guide will assist your business through this exciting time in downtown Tacoma’s history.

Although this project may bring challenges to your business, this is also an opportunity to take an active role in the construction efforts. Staying positive and participating in the various activities around construction will help your business and your bottom-line.

In this resource guide, you will find construction contacts, communication tools, construction talking points and tips from other businesses that have survived and thrived during construction.

Please take some time to look through this guide. If you have any questions, please contact the Pacific Avenue Streetscape Project Manager, Mark D’Andrea at (253) 591-5518 or mdandrea@cityoftacoma.org.

CONSTRUCTION CONTACTS

FOR CONSTRUCTION INFORMATION:

Mark D'Andrea, Project Manager
mdandrea@cityoftacoma.org
(253) 591-5518

FOR BUSINESS CONCERNS:

Debbie Bingham, Community & Economic Development
Debbie.Bingham@cityoftacoma.org
(253) 591-5117

FOR MEDIA QUESTIONS OR COMMUNICATION TIPS REGARDING CONSTRUCTION:

Carrie McCausland, Media & Communications
cmccausland@cityoftacoma.org
(253) 591-2005

VISIT US ONLINE

www.cityoftacoma.org/pacave
www.facebook.com/CityofTacoma
www.twitter.com/CityofTacoma

CONSTRUCTION TIMELINE



PHASE 1A: JANUARY - MAY 2013

SOUTH 9TH AND SOUTH 13TH EASTSIDE

- Eastside improvements
- Pavement striping on side streets for parking
- Vaulted walk between S. 9th and S. 10th St.

PHASE 1B: MAY - AUGUST 2013

SOUTH 7TH AND SOUTH 15TH WESTSIDE

- Westside improvements
- Pavement striping on side streets for parking
- Vaulted walk between S. 10th and S. 11th St.
- Cobblestone intersection at S. 8th St.

PHASE 2: AUGUST - OCTOBER 2013

SOUTH 7TH AND SOUTH 9TH EASTSIDE

- Vaulted walks between S. 7th and S. 8th
- Raingardens/Silva Cells
- Cobblestone intersection at S. 8th St.

PHASE 3 EAST: SEPTEMBER/OCTOBER 2013

SOUTH 13TH AND SOUTH 17TH

- Epoxy top coating
- Raingardens/Silva Cells
- Black concrete band

PHASE 3 WEST: OCTOBER/NOVEMBER 2013

SOUTH 15TH AND SOUTH 17TH

- Black concrete band
- Tollefson Plaza planters
- Silva Cells

TRANSPORTATION & PARKING INFORMATION

DOWNTOWN TRANSPORTATION OPTIONS

Use downtown transit service and non-motorized transportation to avoid construction. Local and regional buses, commuter rail and Link light rail will get you in and around downtown, while riding your bike or walking are great options for shorter trips. Downtown On the Go provides an online resource for all your options at www.downtownonthe-go.org.

PARKING PROGRAM

In an effort to provide more options to customers and visitors while construction is underway, the City is offering two-hour complimentary parking to customers who use the Park Plaza North garage located at 923 Commerce Street. After the first two hours, customers receive a discount of 50 percent off the regular hourly rate. The program is being administered by Republic Parking on behalf of the city. Merchants must sign up in order to receive the discounted parking coupons for their customers.

For more information, contact Jennifer Smith, Republic Parking NW at (253) 627-4401 or jsmith@republicparking.com.

PARTICIPATING MERCHANTS (UPDATED JANUARY 2013)

| | | |
|----------------------|--------------------|----------------------------|
| Blitz & Company | Headliners Salon | Poppy & Co |
| BlueGate Consignment | India Mahal | Seattle Sugar Bar |
| Computer Hub | Jasowa | Signature Woodworks Design |
| Dorky's Arcade | Le Noir Bazaar | The Eye Candie Shop |
| Expand Yoga | LeRoy Jewelers | Til Death Tattoo |
| Goldie's | Modality Furniture | Vinum Lounge |
| Herbal Garden | Office Bar & Grill | W. Insurance Group |

BUSINESS TIPS DURING CONSTRUCTION

COMMUNICATIONS TIPS FROM EXPERT KURT JACOBSON

- Offer extended business hours if possible. Be flexible to accommodate customer demands and other perceived needs.
- Be a great salesperson and marketer for your own business.
- Remain positive and upbeat. People buy from people they like. They want you to be happy and will respect what you say.
- Over communicate: Call your best customers and double-up on your promotional emails and mailers.
- Be assertive. Over promote: offer more specials, new products and services.
- Be an ambassador for your business and downtown. Help others be ambassadors.
- Word-of-mouth is the most powerful advertising. Talk up all the great things you offer and that customers like.
- Control the message. Write down a few positive key messages that you can keep returning to. Key messages could include:
 - “Our customers like the complementary two-hour parking at Pacific Plaza North. I will be happy to provide a voucher.”
 - “This is a great time to come in for _____.”
 - “We are excited about how nice Pacific Avenue is becoming. Come in and check it out.”

GENERAL BUSINESS TIPS TO THRIVE DURING CONSTRUCTION

- Stay informed. Attend public meetings relating to the construction project and read all Pacific Avenue Streetscape correspondence from the City of Tacoma.
- Keep project the project manager’s contact information handy.
- Create friendly rapport with construction workers. Provide signs to guide customers.
- Make sure signage is clear at construction detour(s) and how to get to your business.
- If you have a back entrance, make sure your customers know about it and know how to access it.
- Provide directions and access information to your employees.
- Communicate and network with other local businesses as you can better pool resources and/or answer each other’s questions.

PACIFIC AVENUE STREETSCAPE TIPS TO EMPLOYEES

- Explain to your employees that you expect them to be positive ambassadors and share some of these tips to make it easier for them.
- When you talk to neighboring business owners, explain how important it is for all of the downtown businesses to be positive ambassadors and share with them these tips and the resources offered by the City.

SNEAK PEAK | STREETSCAPE RENDERING



Rendering at the 7th Street intersection showing raingardens, bike sharrows, overhead lighting, artwork, street trees and refurbished light poles.



Rendering near 11th Street showing planter boxes and street trees.

AHBL

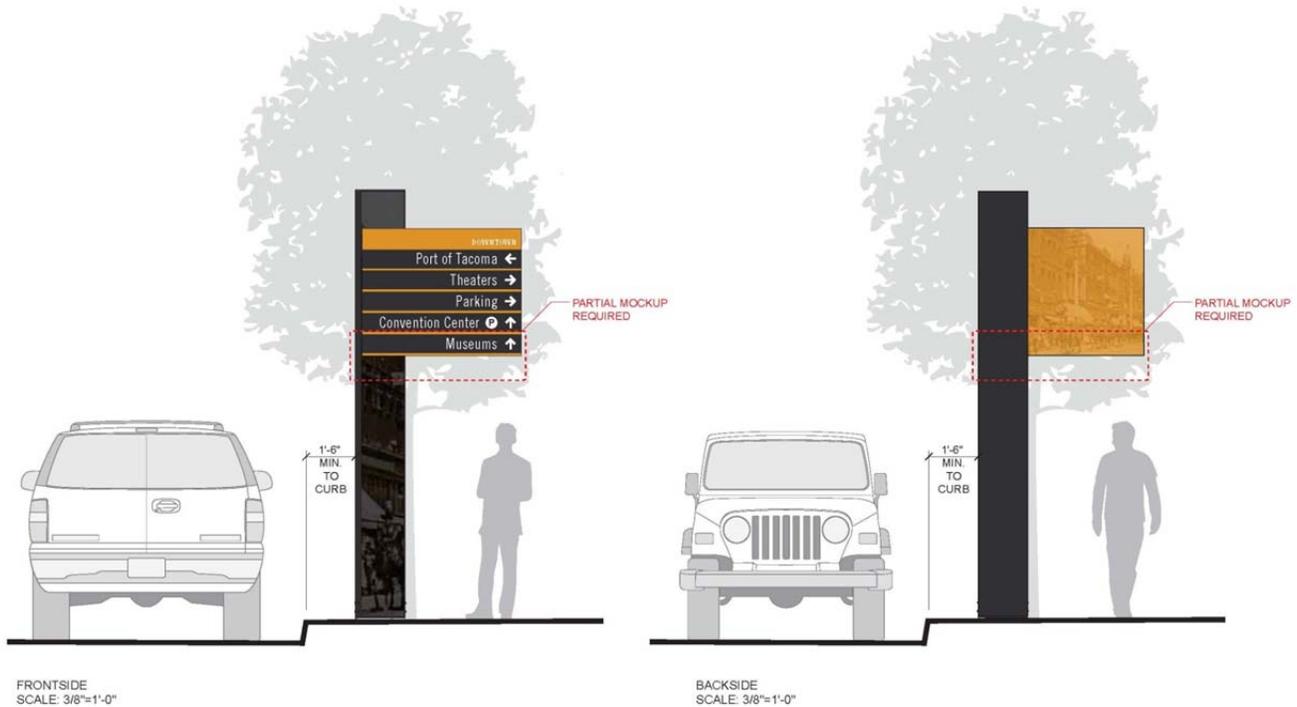
SNEAK PEAK | STREETSCAPE RENDERING



AHBL

Raingarden concept at S 12th Street showing salvaged granite curbs.

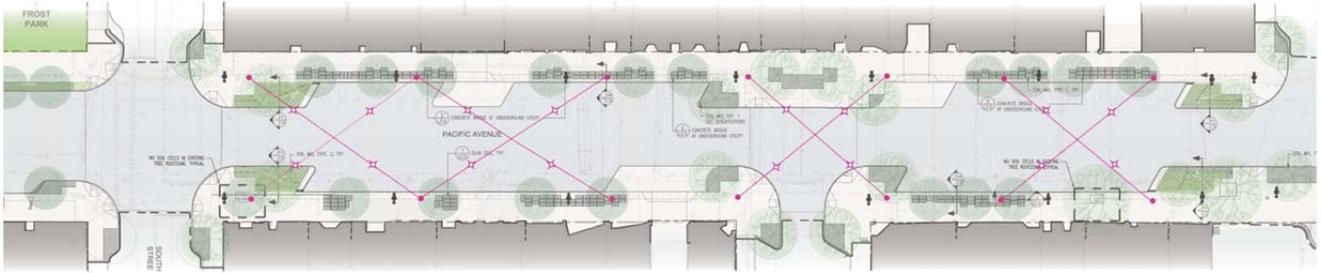
SNEAK PEEK | WAYFINDING



The Pacific Avenue Streetscape project includes installation of the first phase of a new wayfinding system for Tacoma. Wayfinding is the art of using landmarks, signage, pathways and environmental cues to help visitors and tourists navigate the city.

Wayfinding signs will be installed at 14 locations and will include landmarks and points of interest such as museums, parking, theaters, University of Washington Tacoma, hotels and the Foss Waterway. Each sign will be approximately 15 feet tall and will feature a historical photo screen printed onto the back of the message.

SNEAK PEAK | CUSTOM LIGHTING



PACIFIC AVE 7TH -9TH LIGHTING PLAN



Rendering of catenary lighting.

The Entertainment District, located between South Seventh and South Ninth Streets, will be enhanced with specialty overhead lighting called “catenary lights.” This is a system of forty cable hung lights that will crisscross the street 25 feet above the roadway and provide a canopy of overhead lighting.

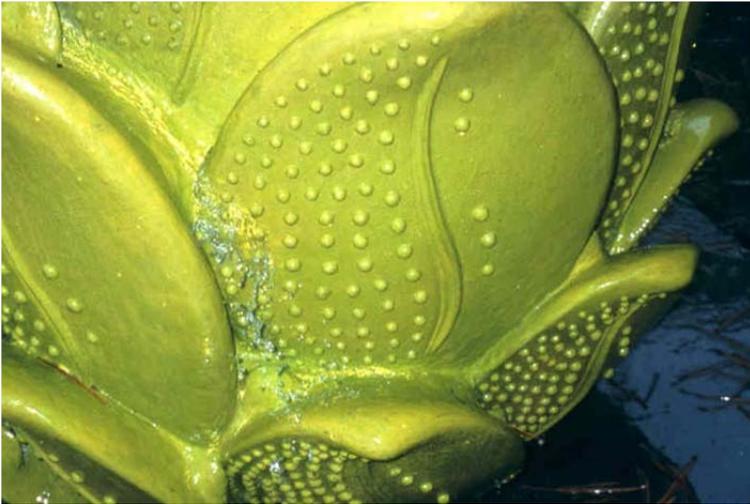
Other historic light fixtures will be retained and refurbished.

SNEAK PEAK | ARTWORK

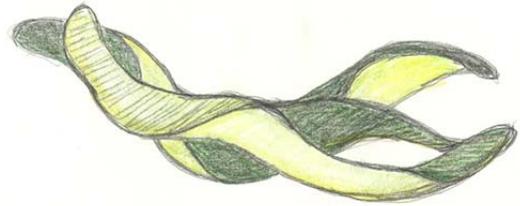
The opportunity to incorporate artwork along Pacific Avenue was provided by the grant funding for the project. The artwork, designed by public artist Elizabeth Conner, draws on the concept of “Green Flash.” Green Flash relates to the optical phenomenon that may be viewed during a sunset over the Pacific Ocean: a very brief and intense pulse of green at the moment the sun disappears over horizon. The concept inspired a series of unique art pieces that will be placed throughout the redeveloped streetscape. The color green is also a reminder of the environmental ethic demonstrated by this project’s raingardens and innovative treatment of stormwater.

Green flash artwork elements include:

- Tile inlays in raingarden curbs, to provide a subtle peripheral flash of green for pedestrians; and
- Three-dimensional sculptures, based on the forms and textures of raingarden plantings and elements of downtown architecture. These sculptures will channel stormwater in unique ways.



Detail of artwork provided by Elizabeth Conner for West Valley Branch Library – San Jose CA (San Jose Public Art Program)



CONSTRUCTION EVENTS

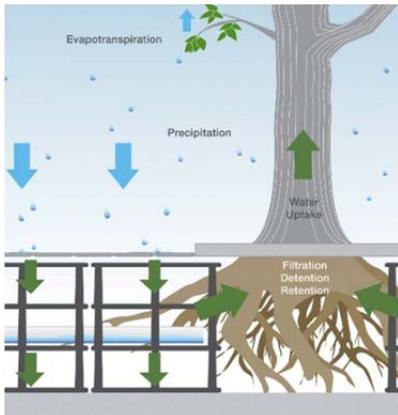
The "Green Flash" theme will be carried through construction activities and will appear in temporary artworks and small installations:

- Bright green flags that flutter in front of businesses open during construction;
- Temporary artwork by artist Daniel Martin, who will bring an intriguing spark to Pacific Avenue during construction by creating a series of geometric design in bright green tape: images that appear over time in unexpected places;
- Unique posters featuring images of "green flash," photographed by residents, business people and visitors, and distributed within the surrounding region to spark interest in Downtown;
- A treasure hunt that will be unique to Pacific Avenue;
- Coffee Talks - Monthly public update meetings coordinated by the City offering businesses impacted by construction an opportunity to voice concerns and ask questions. Representatives from the City and the contractor are available to answer questions; and
- **A series of celebrations, to be announced, to celebrate construction, and its completion!**

SUSTAINABLE STORMWATER MANAGEMENT | WHY?



Raingarden rendering at the 7th Street intersection of Pacific Avenue (image courtesy of AHBL)



Silva cell demonstration (image courtesy of DeepRoot, LLC)

WHY SUSTAINABLE STORMWATER MANAGEMENT?

The Thea Foss Waterway - a 1.5 mile inlet off Commencement Bay - runs along the downtown's shoreline. More than 100 years ago, the waterway was developed as a bustling industrial area -- the site of numerous mills and marine activities and the terminus of the Northern Pacific Railroad. While good for the economy, the commercial success of the industrial activities and urbanization left the waterway severely contaminated. In 1983, the federal Environmental Protection Agency (EPA) named three polluted "hot spots" in the waterway as part of the Commencement Bay Superfund site. Under a plan accepted by the EPA, the City and partners spent over \$100M to clean up the Foss.

The City has now received federal grants to continue source control work using sustainable stormwater strategies. Without Federal funding for the innovative stormwater improvements, additional upgrades supporting the growth of commerce in downtown Tacoma would not be possible. The Pacific Avenue Streetscape project will protect the measures already taken to clean up Thea Foss by reducing the potential to recontaminate the waterway with polluted stormwater run-off. The new stormwater system will provide treatment through plants and bioinfiltration media with:

- Fourteen raingardens located in curb extensions at the downstream end of nearly every block; and
- Silva Cells, a modular subsurface integrated tree and stormwater system that works like a sand filter treating stormwater and growing trees while supporting traffic loads beneath paving, will also provide stormwater treatment.

SUSTAINABLE STORMWATER MANAGEMENT | WHAT IS IT?

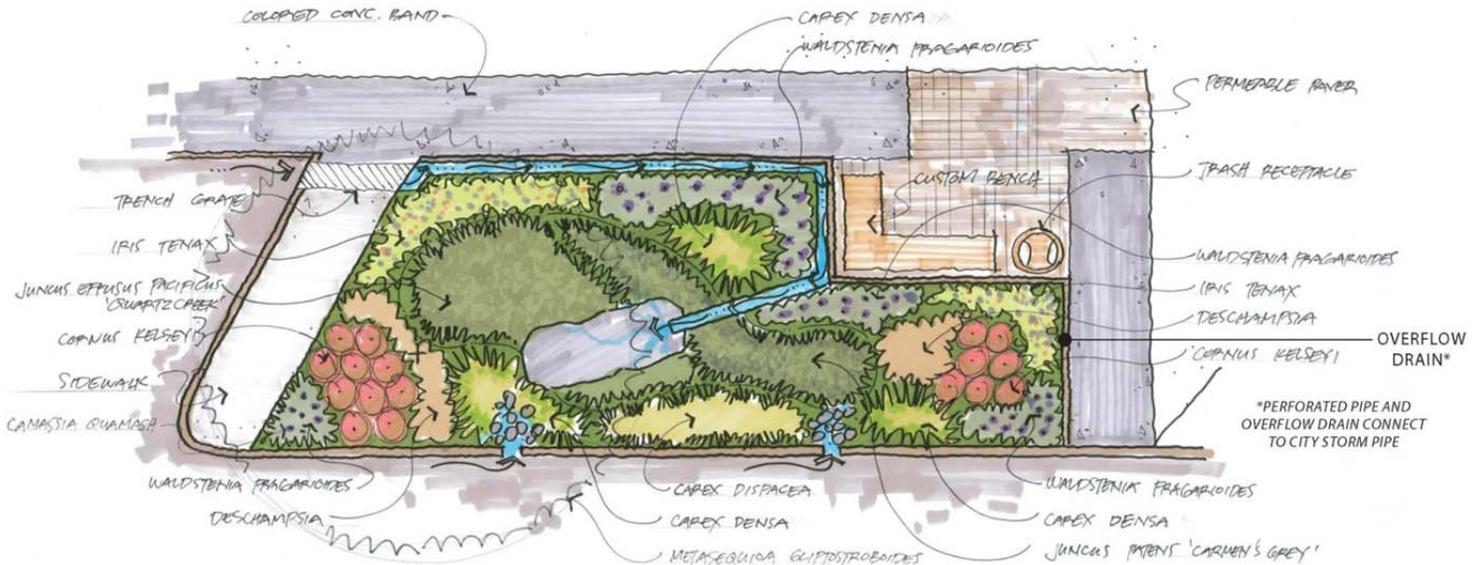
WHAT IS A MODERN RAINGARDEN?

The Modern raingarden developed to mitigate the impact of our urban environment on earth's natural systems. This sustainable landscape feature represents the intersection of urban and natural processes within our built environment. It is this intersection of the built environment and nature, combined with Tacoma's industrial and historic characters, that informs the design concept and material choices for the Pacific Avenue raingardens.

Within each raingarden will be a series of stainless steel channels representing Tacoma's industrial character. The steel channels convey water during storm events from gutters through the planted raingarden in an artful movement of water. When the water reaches the end of its course, it will splash out onto natural stone and flow into the raingarden. The natural stone will be salvaged native granite curbs that were removed from the city streets in the 1970's.

HOW DOES IT WORK?

Raingardens will be constructed with native plants and 18 inches of amended soil to provide water quality treatment. Since the soils in Tacoma aren't conducive to infiltration, the treated run-off will be discharged via underdrains to prevent standing water in the gardens. The underdrains are perforated pipes surrounded by 6 inches of drain rock that release the filtered water into the city's stormwater system. If the water isn't filtering fast enough, it will flow into a grate on the surface. During a gully washer, water will flow out of the garden and into the gutter, heading to the standard storm basins at the end of the block. The raingardens, which range from 200-500 sf, will pull in an estimated 91 percent of the stormwater on Pacific Avenue and remove more than 80 percent of typical urban pollutants.



RAINGARDEN, SILVA CELL TREATMENT & WAYFINDING LOCATIONS MAP



PROGRESS PHOTOS



PROGRESS PHOTOS

