PLAN OPPORTUNITY

Create a shared public space and mobility vision for Seattle’s 10 greater downtown neighborhoods.

Imagine Greater Downtown:
- Builds upon prior planning efforts and public engagement
- Anticipates future needs in the face of significant growth and change
- Drives coordinated public and private investments
- Instills public confidence that greater downtown will be vibrant, accessible, safe, and affordable

What are the next big moves?!
THE SCOPE OF OUR WORK

**Community Engagement**
- Targeted community engagement aligned with key plan elements
- Multiple tactics & targeted outreach to hard to reach communities

**Advisory Group**
- Four meetings; Advisory Group inputs directed to key plan elements
- Support community and stakeholder engagement

**Vision, Values, & Outcomes**
- Vision for 2035, values to guide plan actions, measurable outcomes
- Builds on historic context, community visioning, outreach, & AG input

**Framework Plan**
- Existing conditions and guiding trends
- Big Moves (city shaping projects or initiatives) & ideas for future study

**Implementation Plan**
- Key actions for planning, project development, and funding development
- Opportunities for coordination, leverage, and future study
ONLINE ENGAGEMENT

New project website
Narrate, multi-language video
Interactive feedback map
Imagination Gallery
NARRATED VIDEO

Available in:
- English
- Spanish
- Cantonese
- Vietnamese
INTERACTIVE FEEDBACK MAP

Easily add ideas to a map
Like other people’s ideas
Share on social media
UPCOMING IN-PERSON OUTREACH

**Audiences**
- Seniors
- Immigrants
- Women
- Youth and families
- People living with disabilities
- People of color
- Visitors
- + More

**Activities/events**
- Inclusive engagement with Community Liaisons
  - In-language community conversations
- Pop-up engagement
- Online engagement
- + More
PLEASE JOIN US!

New Mobility and Emerging Technology

• Led by Nico Larco, University of Oregon

• Explore how new technologies are likely to change cities

• Discuss how these opportunities and challenges will affect our 20-year vision

DETAILS

- Monday, 7/30
- 5:30-7:30 PM
- Seattle City Hall
  600 4th Ave
  Room L280
Existing Conditions
Key Takeaways
Today

90,000
RESIDENTS

300,000
JOBS

2035

118,000
RESIDENTS

355,000
JOBS
1- BUILT ENVIRONMENT
2- OPEN SPACE
3- STREETS & MOBILITY
1- BUILT ENVIRONMENT
Developable Land

• The study area has very few large parcels (half block or more).

• Where there are larger parcels (for e.g. Little Saigon and Uptown), sensitivity to surrounding context and equity issues is needed.
1- BUILT ENVIRONMENT
Active Building Edges

The streets with the most vitality have active and attractive building edges.

• High retail density
• Transparency
• Human scale
• Design detail
• 18-hour activity
• Active sidewalk uses
1- BUILT ENVIRONMENT
Public/Private Plazas

Visual and physical access to privately owned public open spaces tends to be inconsistent.
2- OPEN SPACE

Legibility
2- OPEN SPACE
Legibility
First Hill neighborhood is underserved in parklands.
C-ID, Yesler Terrace, and parts of Belltown have higher rates of poorer health outcomes.
2- OPEN SPACE
Creative “big ideas”
3- STREETS & MOBILITY

Commuter Trends

2010 – 2017 Commute Mode Change – Overall City Center
Respondents who started work between 6 a.m. and 9 a.m. on weekdays

- **Transit**:
  - 2010: 42%
  - 2011: 43%
  - 2012: 45%
  - 2013: 47%
  - 2014: 48%

- **SOV**:
  - 2010: 35%
  - 2011: 34%
  - 2012: 31%
  - 2013: 30%
  - 2014: 25%

- **Rideshare**:
  - 2010: 10%
  - 2011: 9%
  - 2012: 9%
  - 2013: 9%
  - 2014: 10%

- **Walk**:
  - 2010: 6%
  - 2011: 6%
  - 2012: 7%
  - 2013: 6%
  - 2014: 8%

- **Bike**:
  - 2010: 3%
  - 2011: 3%
  - 2012: 3%
  - 2013: 3%
  - 2014: 3%

Q1. Last week, what type of transportation did you use each day to commute to your usual work location?
Mode-Share Targets for All Work Trips* to Seattle and Its Urban Centers
Percentage of work trips made by travel modes other than driving alone

<table>
<thead>
<tr>
<th>Area</th>
<th>2014</th>
<th>2035 Target</th>
<th>Delta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>77%</td>
<td>85%</td>
<td>8%</td>
</tr>
<tr>
<td>First Hill / Capitol Hill</td>
<td>58%</td>
<td>70%</td>
<td>12%</td>
</tr>
<tr>
<td>Uptown</td>
<td>48%</td>
<td>60%</td>
<td>12%</td>
</tr>
<tr>
<td>South Lake Union</td>
<td>67%</td>
<td>80%</td>
<td>13%</td>
</tr>
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</table>

*work trips terminating in the city or urban center
3- STREETS & MOBILITY
Pedestrian Network

95% of blocks have sidewalks
3- STREETS & MOBILITY

Pedestrian Network
3- STREETS & MOBILITY
Pedestrian Network

Intersections with 4 or more vehicle lanes to cross
Pedestrian Network

Streets with grade steeper than 5%
3- STREETS & MOBILITY

Transit

• Opportunity to expand existing and planned ST station locations as mobility hubs.

• Station locations through downtown will increase pedestrian volumes and access to center city.

• 3rd Ave is a critical bus transit corridor now and in the future.
• People commuting by bicycle to greater downtown did not change between 2010 – 2017.

• Greater downtown lacks a connected bicycle network for people of all ages and abilities.

Existing all ages and abilities bicycle network
3- STREETS & MOBILITY

Bicycles

Ridership on the 2nd Ave PBL increased **over 38%** between January through March compared to the same time last year.
3- STREETS & MOBILITY
Bicycles

Proposed all ages and abilities bicycle network
3- STREETS & MOBILITY

Bicycles

In January 2018 there were over 90K bike share trips and in May 2018 there were over 200K bike share trips taken.
3- STREETS & MOBILITY
Influence of Technology
Vision, Values, & Outcomes

DISCUSSION
FRAMEWORK

VISION
What future do we want to see?

VALUES
What do we care about?

OUTCOMES
What experience do we want people to have?

TARGETS
How do we measure our progress?
DEVELOPING THE VISION FRAMEWORK

- Guiding Plans
- Historic & Future Context
- Advisory Group Input
- Public Engagement
VISION: THE FUTURE WE WANT TO SEE

Concise
Aspirational
Directive
Future focused
Seattle specific
EXERCISE #1: SEEDING THE VISION

What are keywords or short phrases that describe the Downtown Seattle you want to see in 2035?

IN 2035:

Seattle’s downtown neighborhoods are a place for: __________, __________, & __________

Seattle’s downtown neighborhoods are: __________, __________, & __________

Greater Downtown is recognized as: __________, __________, & __________
VALUES: WHAT WE CARE ABOUT

Social mores or principles that guide our actions
VALUES: A STARTING POINT

We scanned many neighborhood, city, and regional plans and policy documents.
VALUES: A STARTING POINT

We reviewed advisory group, public, and stakeholder inputs from One Center City.

WHAT WE HEARD

WHAT VALUES DO WE SHARE?
- Equity and opportunity: Reduce disparities in health, income, and opportunity
- Sustainability
- Diversity and inclusion
- Resilience
- Environmental stewardship
- Innovation and collaboration

WHAT OUTCOMES DO WE WANT?
- Accessible and safe transportation for all
- A significant decrease in the number of single-occupancy vehicles
- Design that supports our most vulnerable populations
- Integrated and seamless transportation options
- Public spaces that complement a multimodal transportation network
- Safe, secure, and inviting streets and public spaces
- Neighborhoods for families and children
- Flexible spaces and right-of-way that can shift uses and adapt to future changes
- Sustainable, low-carbon transportation options
- A transportation system that is reliable for all modes throughout the day
- An equitable and fair transportation system

HOW DO WE GET THERE?
- Base our planning and design on shared values
- Involve younger generations in long-term mobility planning
- Elevate our community to raise their level of interest in planning
- Build an inclusive process
- Exercise innovation and be open to new ideas
- Prioritize quality of experience
- Focus on human-centered design

Inputs on Long-Range Planning from Earlier Advisory Group Meetings

Advisory Group Guiding Principles from Near-Term
EXERCISE: VALUES

What **values** will guide development of Seattle’s 10 Downtown neighborhoods?

1. Mark up your graphic or use sticky notes to revise or add new values
2. Discuss with your group
3. Select 2 values for your group to explore further
THREATS AND OPPORTUNITIES

External forces (social, technological, economic, environmental, and/or political) will influence how the future unfolds. What are the threats and opportunities for Greater Downtown?

- Aging Infrastructure
- Climate Change
- Demographics and Regional Growth
- Earthquake and/or Other Natural Disasters
- Changing Mobility Landscape
- Evolving Urban Spaces
- Future Governance
- Inequality and Polarization
EXERCISE: THREATS AND OPPORTUNITIES

What are threats to our shared values? What opportunities can we leverage?

1. Pick one value
2. Identify threats and opportunities (write on sticky notes and discuss)
3. Group, discuss, and identify 3 greatest threats & 3 greatest opportunities
# OUTCOMES

Future state conditions for Greater Downtown or a specific neighborhood

Aspirational, but specific enough to be measurable

Focus on public space, public life, mobility, or accessibility

<table>
<thead>
<tr>
<th>OUTCOME 6</th>
<th>OUTCOME 7</th>
<th>OUTCOME 8</th>
<th>OUTCOME 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future state conditions for Greater Downtown or a specific neighborhood</td>
<td>An integrated regional transport system with a range of public transport options</td>
<td>An exceptional natural environment and leading environmental performer</td>
<td>World-leading center for higher education and innovation</td>
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</table>

*Hub of an integrated regional transport system – with a range of public transport options*

**Target 1:** Continuing modal shift in the city centre from private motor vehicles to public transport

**Target 2:** Reducing congestion in peak demand periods

**Target 3:** Increasing the number of green roofs and walls

**Target 4:** Increasing the number of students graduating with postgraduate qualifications

**Target 5:** Increasing the number of trees within the public realm by 25% by 2021

*A walkable pedestrian-friendly city*

**Target 1:** Creating pedestrian-friendly city centres – well connected to its urban villages

**Target 2:** Increasing the number of pedestrian-friendly city centres

**Target 3:** Increasing the number of pedestrian-friendly city centres

**Target 4:** Increasing the number of pedestrian-friendly city centres

**Target 5:** Increasing the number of pedestrian-friendly city centres

*An exceptional natural environment and leading environmental performer*

**Target 1:** Increasing the number of green roofs and walls

**Target 2:** Increasing the number of green roofs and walls

**Target 3:** Increasing the number of green roofs and walls

**Target 4:** Increasing the number of green roofs and walls

**Target 5:** Increasing the number of green roofs and walls

*World-leading center for higher education and innovation*

**Target 1:** Increasing the number of students graduating with postgraduate qualifications

**Target 2:** Increasing the number of students graduating with postgraduate qualifications

**Target 3:** Increasing the number of students graduating with postgraduate qualifications

**Target 4:** Increasing the number of students graduating with postgraduate qualifications

**Target 5:** Increasing the number of students graduating with postgraduate qualifications
**EXERCISE #2: OUTCOMES**

What key outcomes would confirm our values?

1. Write 3 – 4 key outcomes (related to selected value) on sticky notes
2. Post and organize by common themes
3. Discuss and prioritize 2 to 3 key outcomes

**VALUE #1**

Outcome statement that supports Value #1

Outcome statement that supports Value #1

Outcome statement that supports Value #1
Big Ideas for the Heart of Seattle