



# Advisory Group

Meeting #1



Big Ideas for the Heart of Seattle

July 26 2018

# 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

# Outreach Update

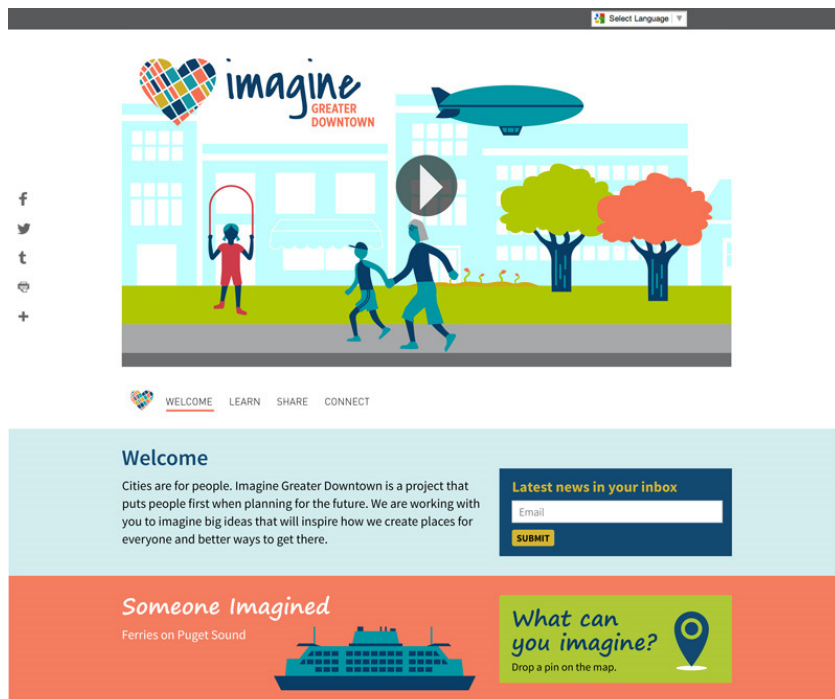
Advisory Group Discussion



Big Ideas for the Heart of Seattle



# ONLINE ENGAGEMENT



New project website

Narrated, multi-language video

Interactive feedback map

Imagination Gallery

## Learn

### Imagine Greater Downtown is all about people

Today there are 90,000 people living and almost 300,000 people working in Seattle's 10 downtown neighborhoods. By 2035 there will be at least 28,000 more residents and an additional 55,000 new jobs. As we continue to grow, how will we create great places for people of all ages and cultures to play, interact or just hang out? How will they get to where they need to go, and what will our streets look like? We need your help in coming up with ideas big and small.

### Today



### 2035



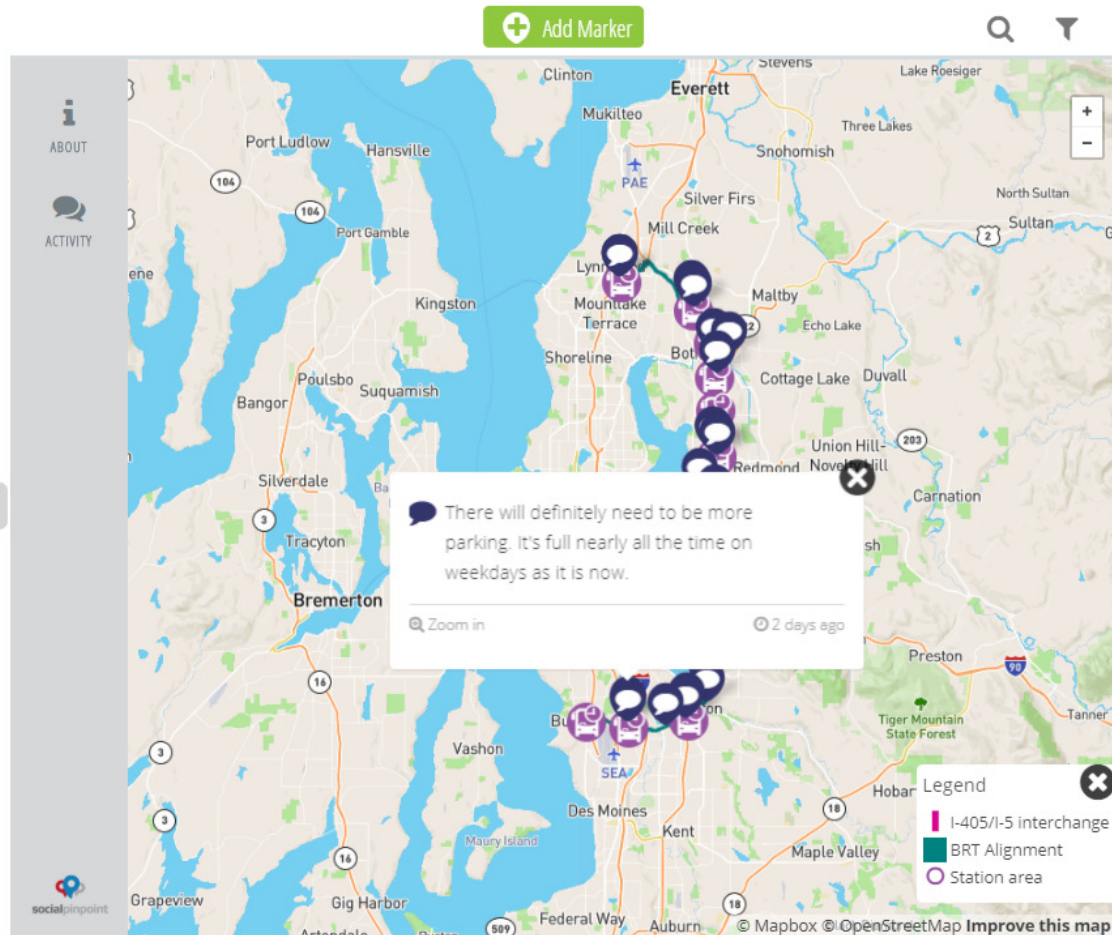
## NARRATED VIDEO



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

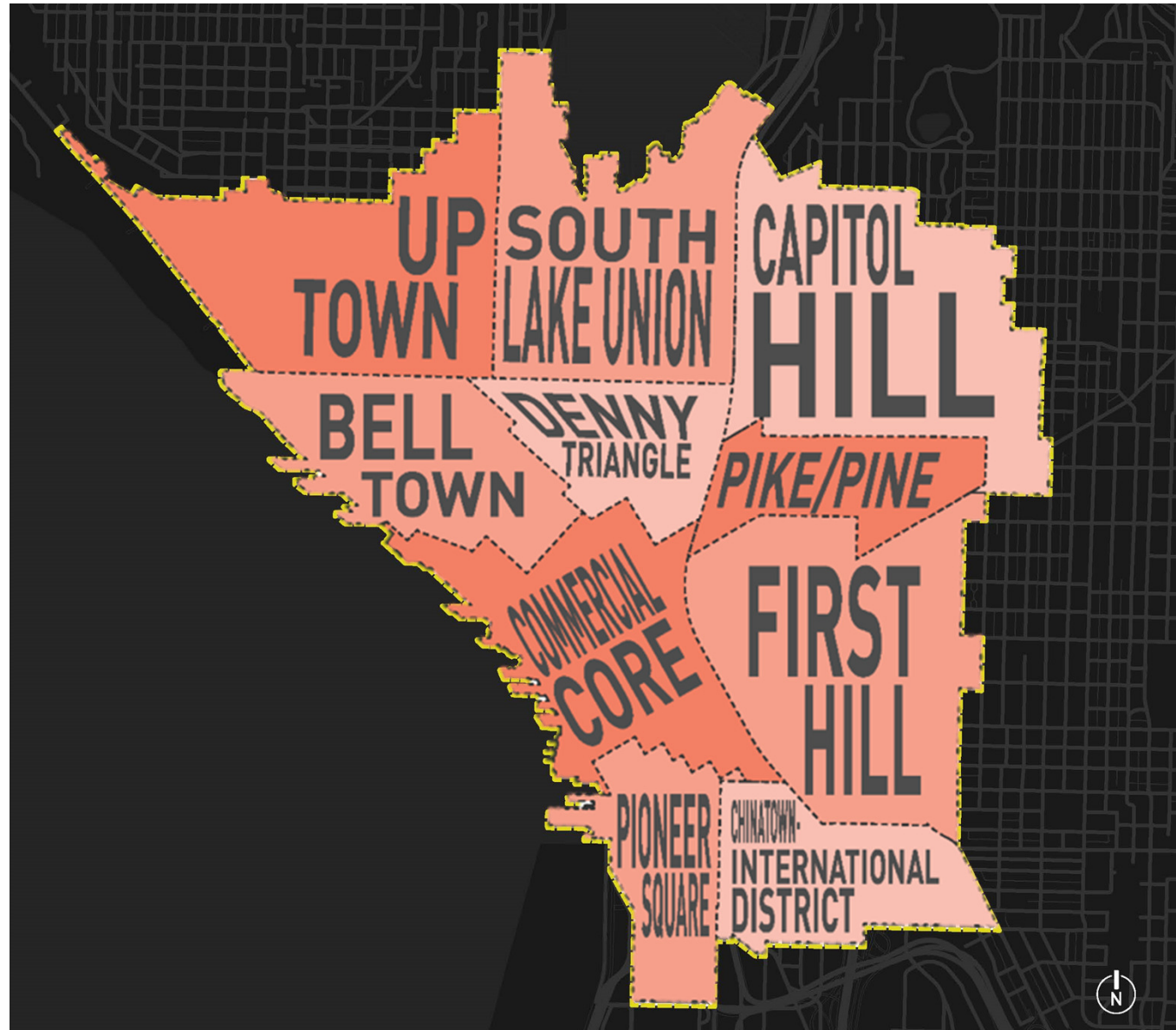
- ☐ Monday, 7/30
- ☐ 5:30-7:30 PM
- ☐ Seattle City Hall  
600 4th Ave  
Room L280



# Existing Conditions



# Key Takeaways



# Today



# 2035



**1- BUILT ENVIRONMENT**

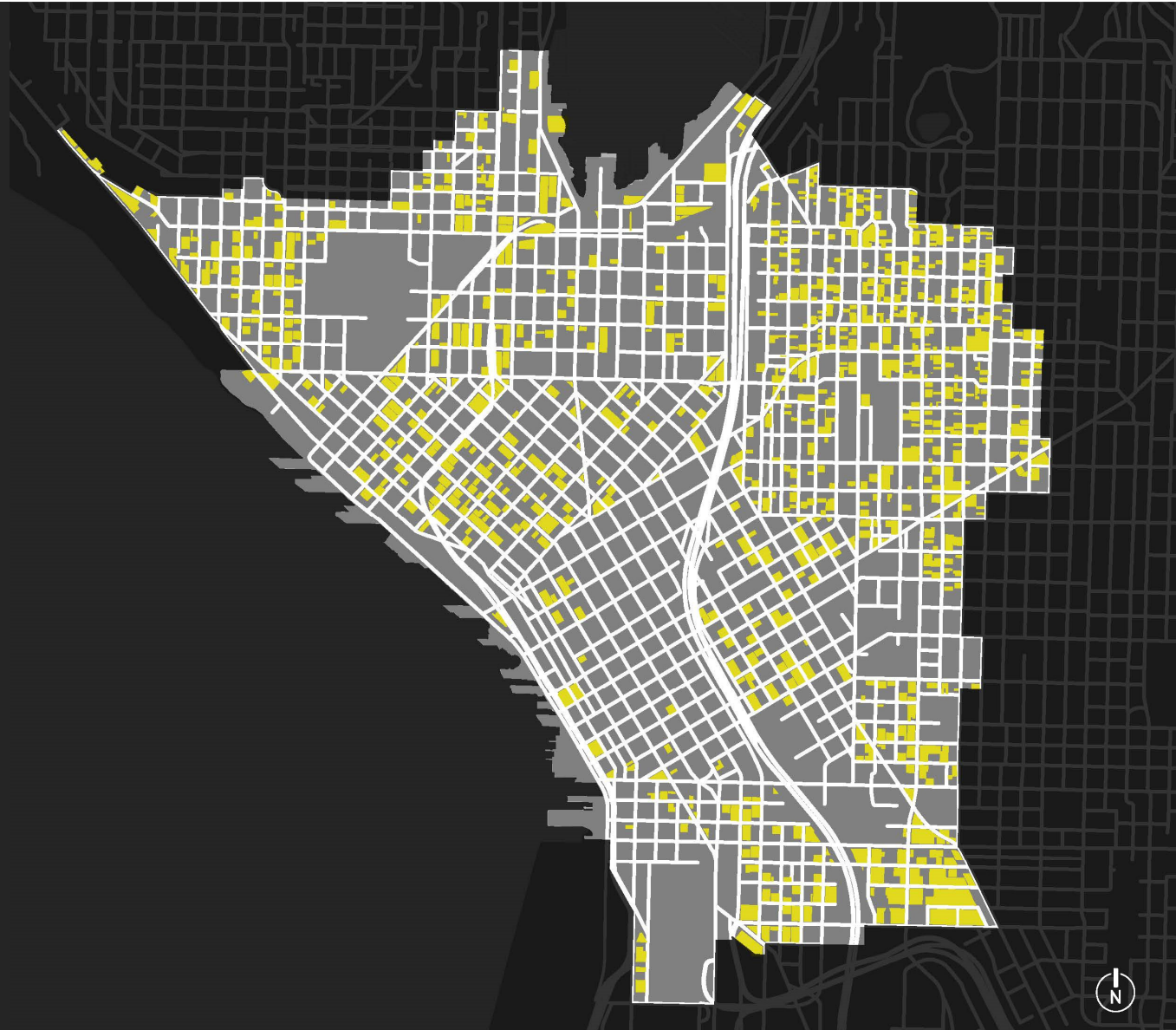
**2- OPEN SPACE**

**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.



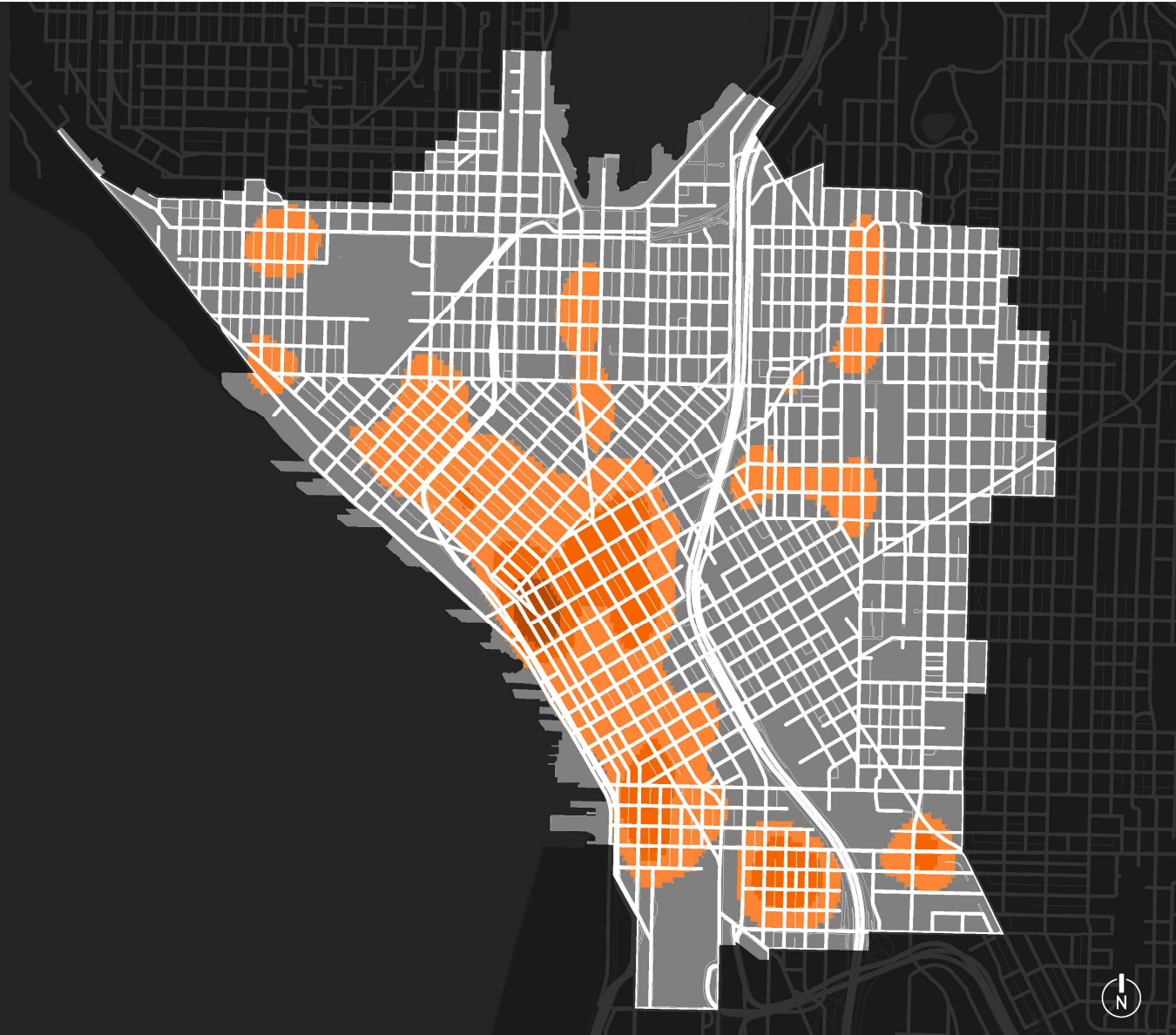


## 1- BUILT ENVIRONMENT

### 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.

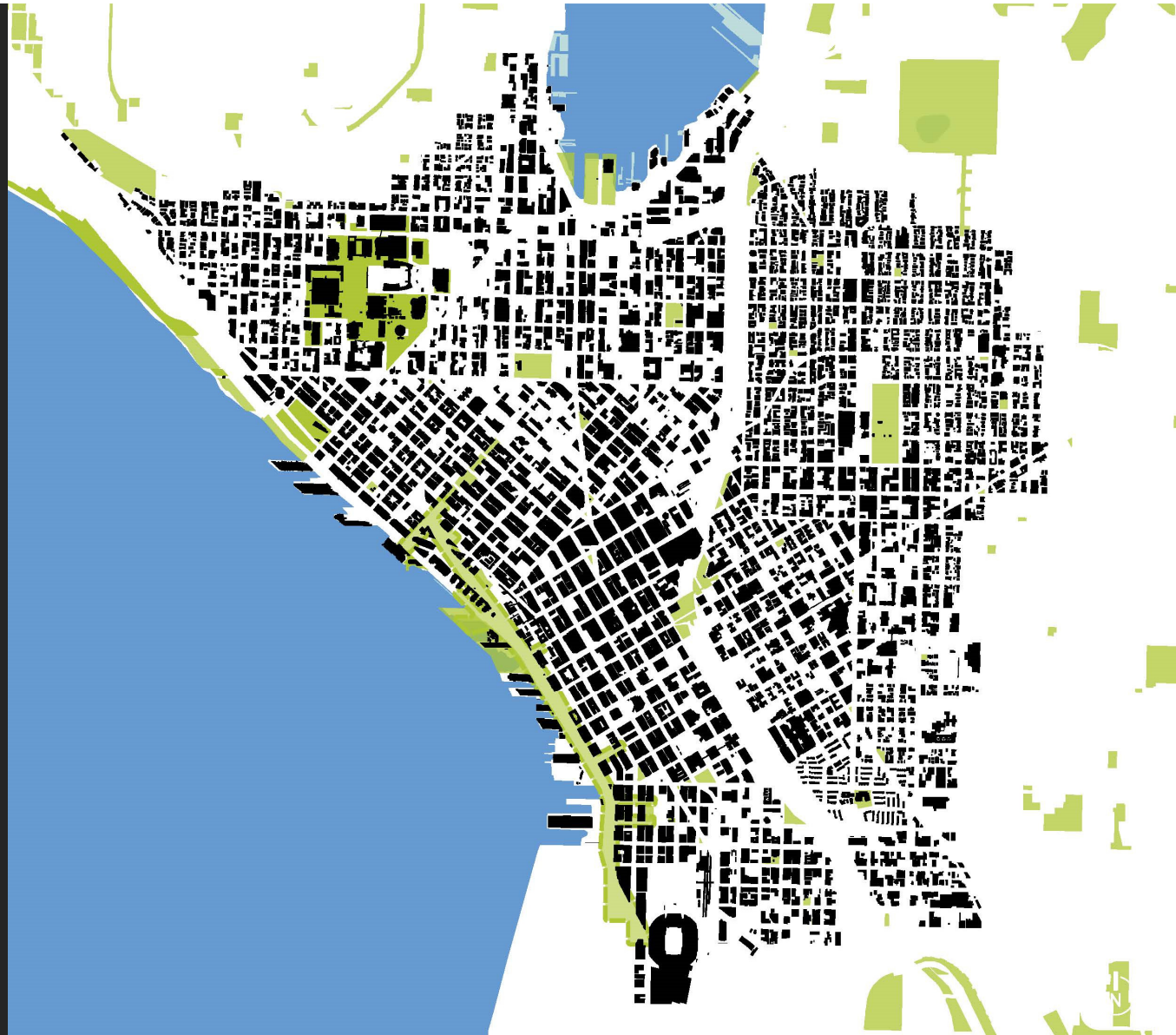


## 2- OPEN SPACE

Legibility



Manhattan





## 2- OPEN SPACE

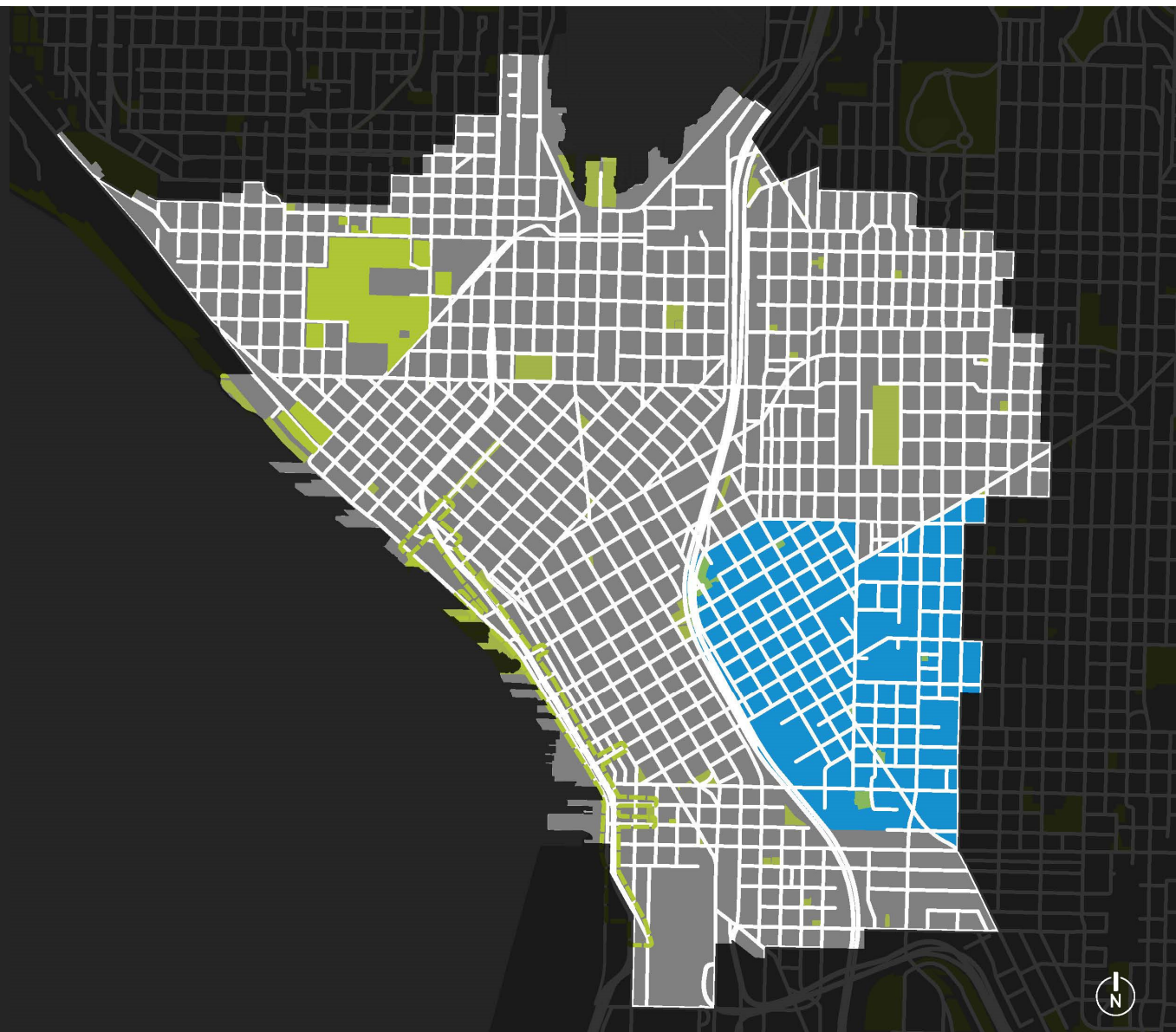
Legibility



## 2- OPEN SPACE

### Park Area

First Hill neighborhood is underserved in parklands.

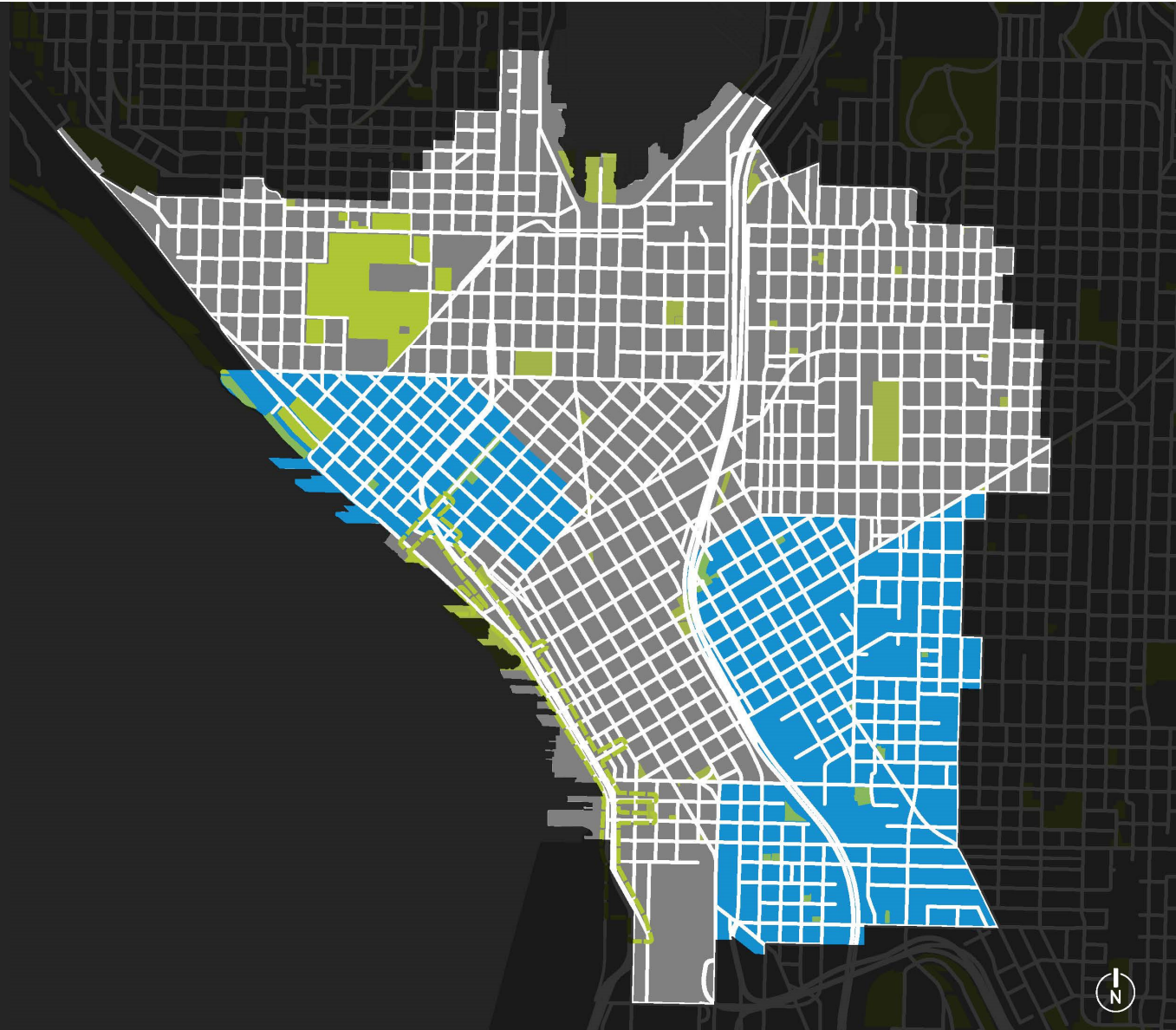




## 2- OPEN SPACE

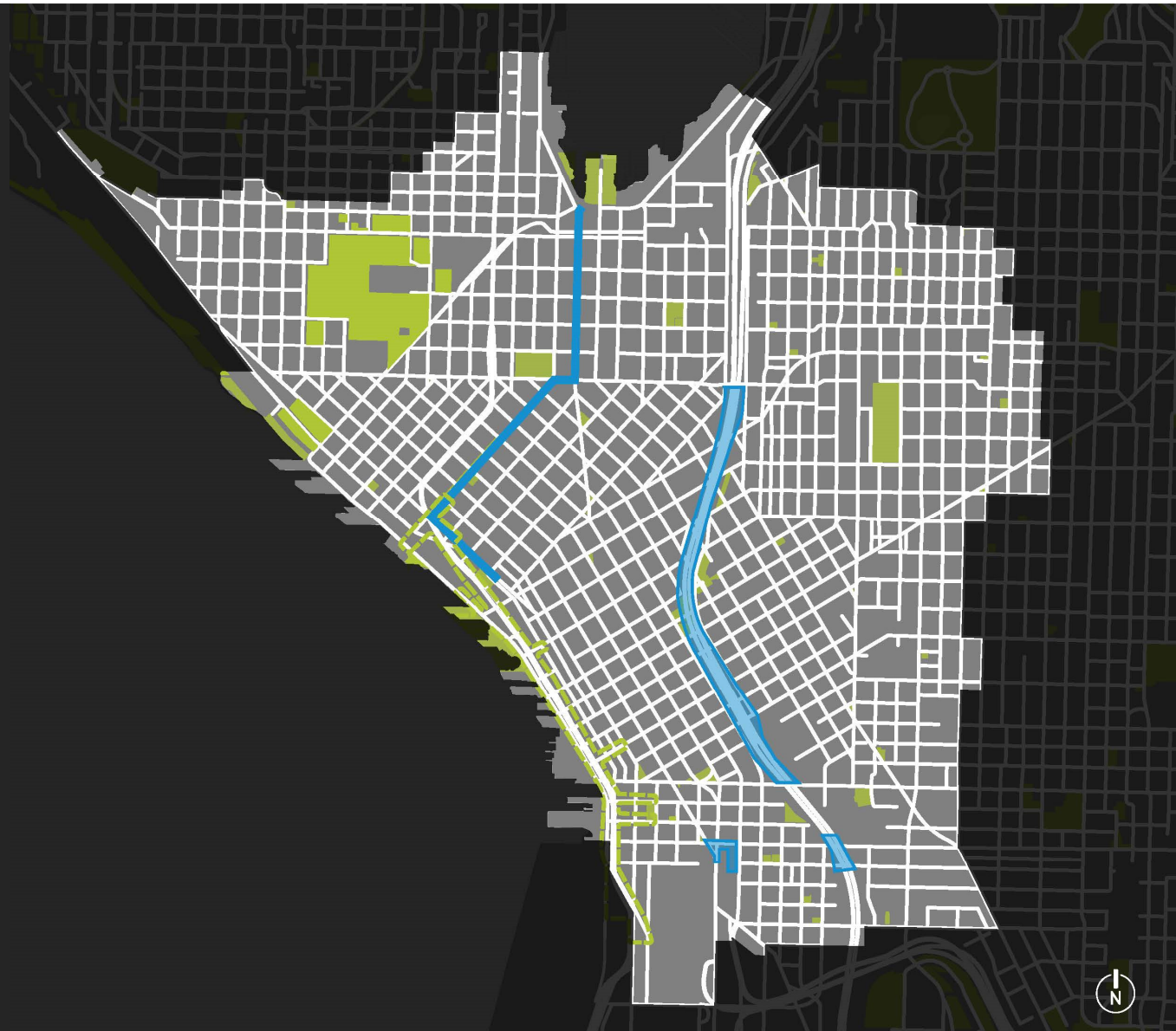
### Public Health

C-ID, Yesler Terrace, and parts of Belltown have higher rates of poorer health outcomes.



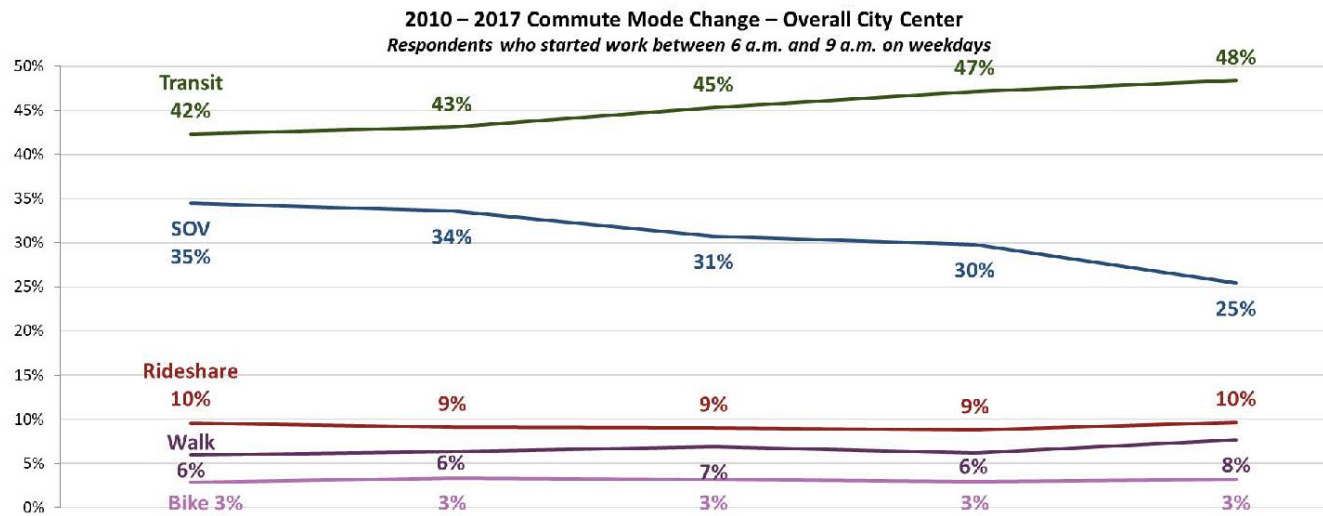
## 2- OPEN SPACE

Creative “big ideas”



### 3- STREETS & MOBILITY

#### Commute Trends



Q1. Last week, what type of transportation did you use each day to commute to your usual work location?

### 3- STREETS & MOBILITY

#### Commute Trends

#### Mode-Share Targets for All Work Trips\* to Seattle and Its Urban Centers

Percentage of work trips made by travel modes other an driving alone

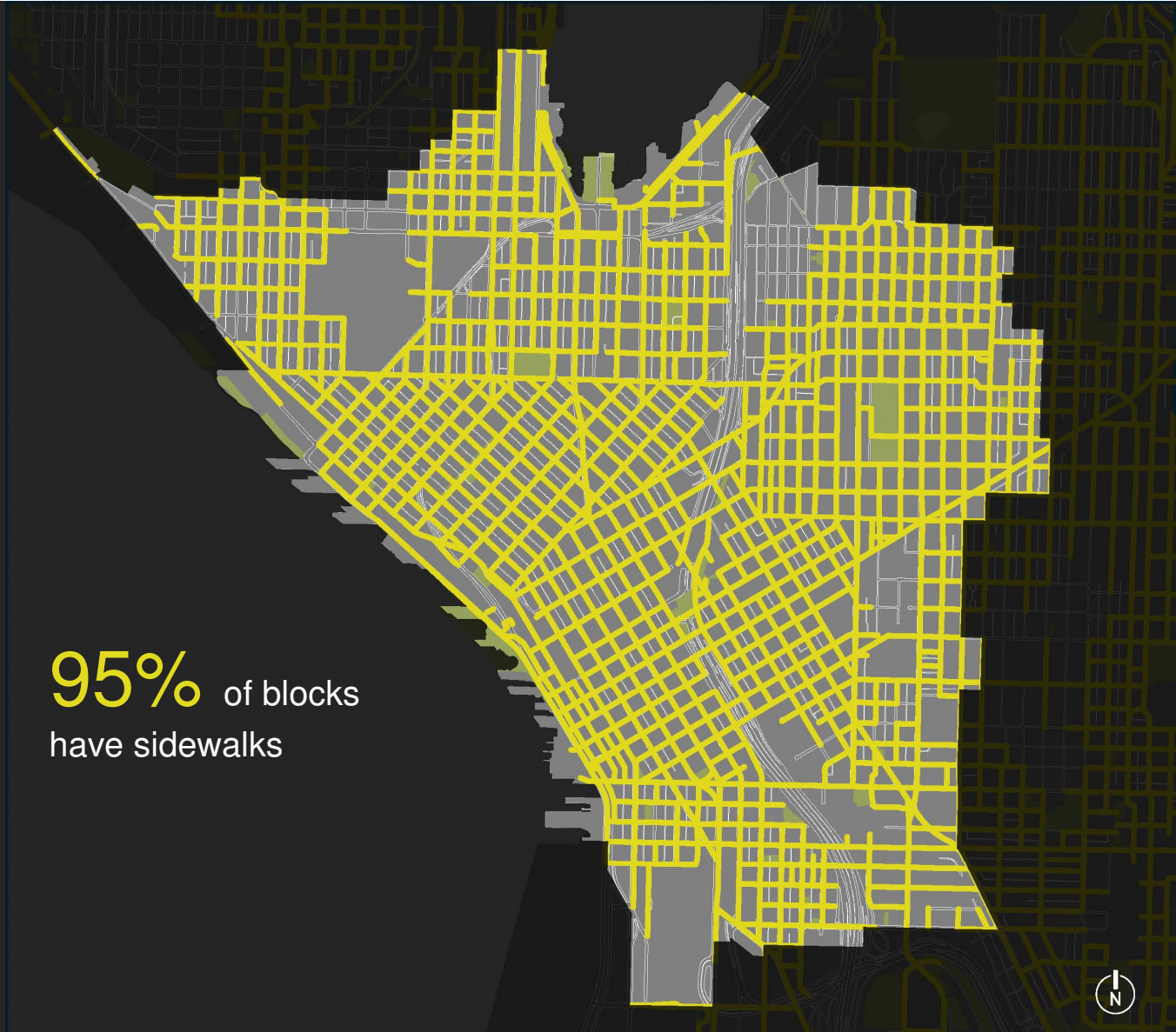
Area	2014	2035 Target	Delta
Downtown	77%	85%	8%
First Hill / Capitol Hill	58%	70%	12%
Uptown	48%	60%	12%
South Lake Union	67%	80%	13%

\*work trips terminating in the city or urban center

### 3- STREETS & MOBILITY

#### Pedestrian Network

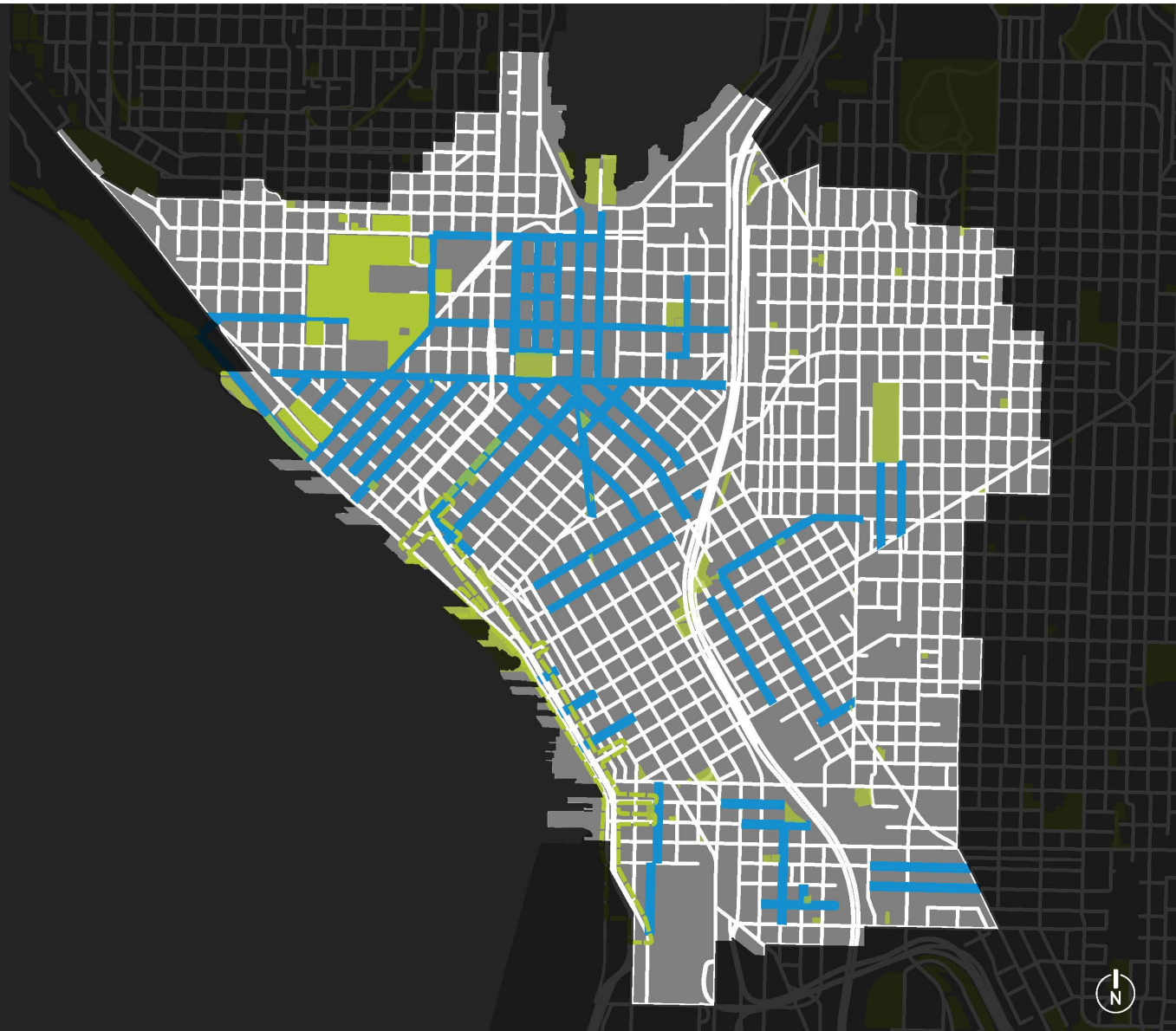
**95%** of blocks  
have sidewalks





### 3- STREETS & MOBILITY

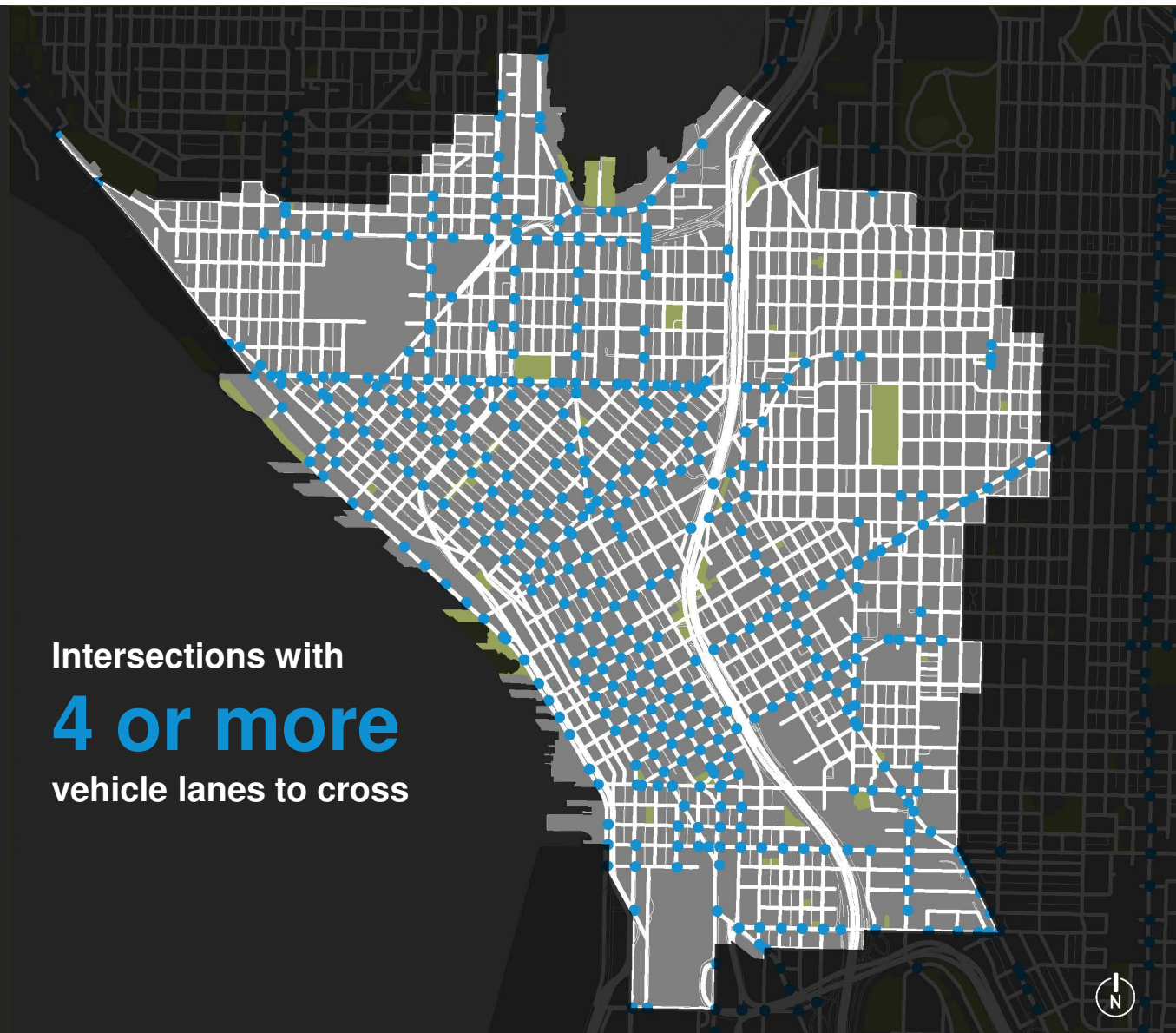
#### Pedestrian Network



### 3- STREETS & MOBILITY

Pedestrian Network

Intersections with  
**4 or more**  
vehicle lanes to cross

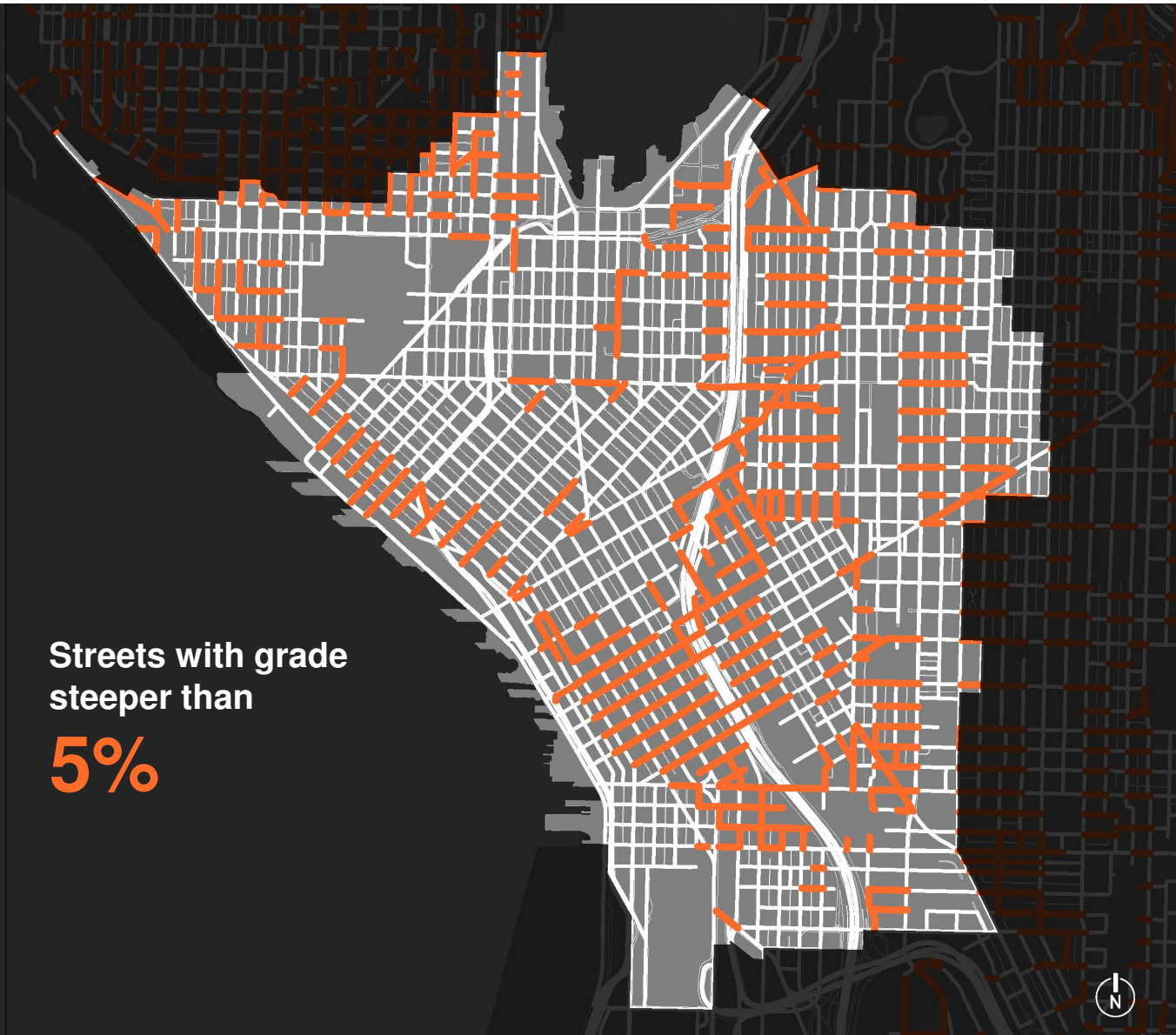


### 3- STREETS & MOBILITY

#### Pedestrian Network

Streets with grade  
steeper than

**5%**

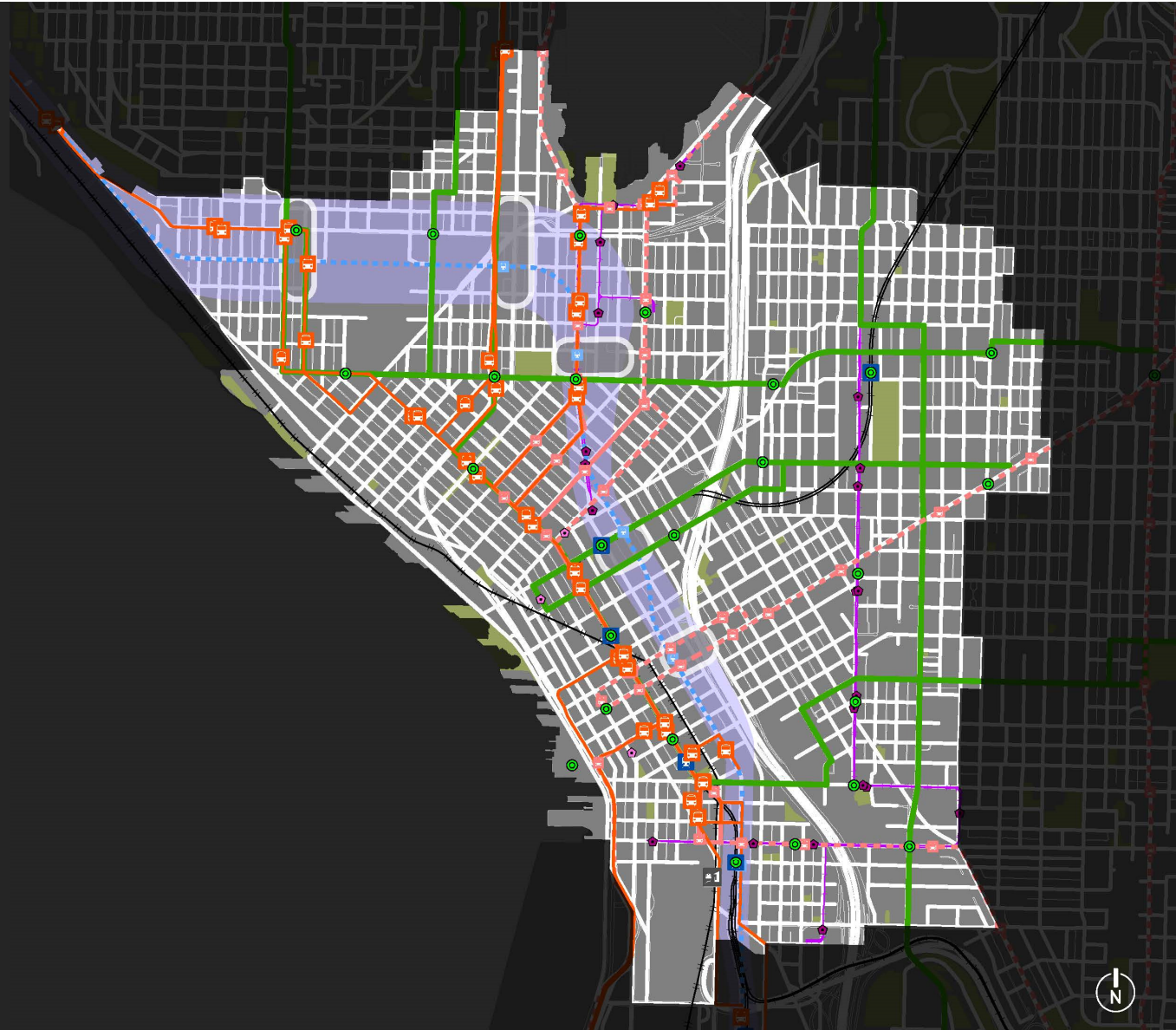




### 3- STREETS & MOBILITY

#### 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.
- 3<sup>rd</sup> Ave is a critical bus transit corridor now and in the future.

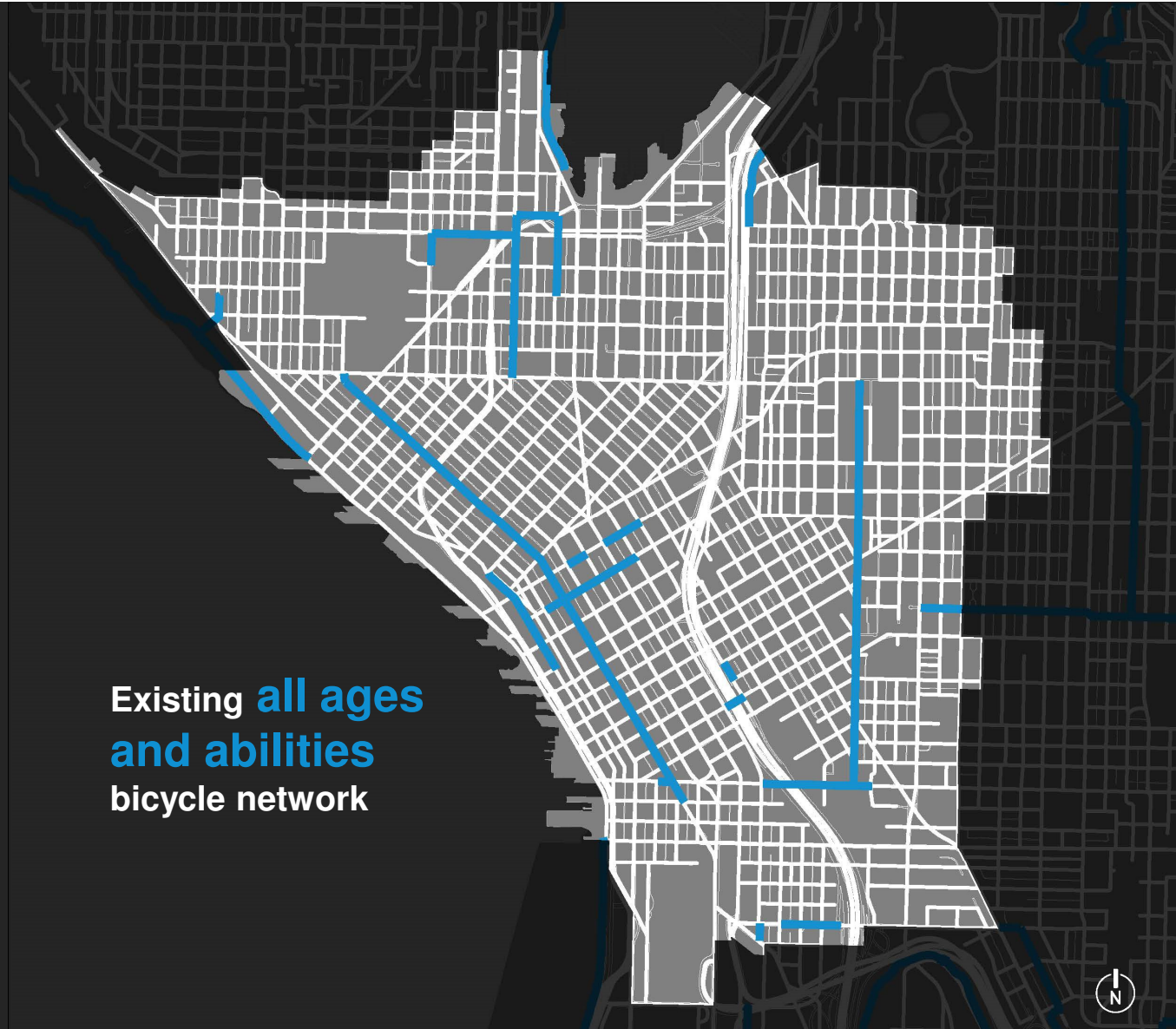


### 3- STREETS & MOBILITY

#### Bicycles

- 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

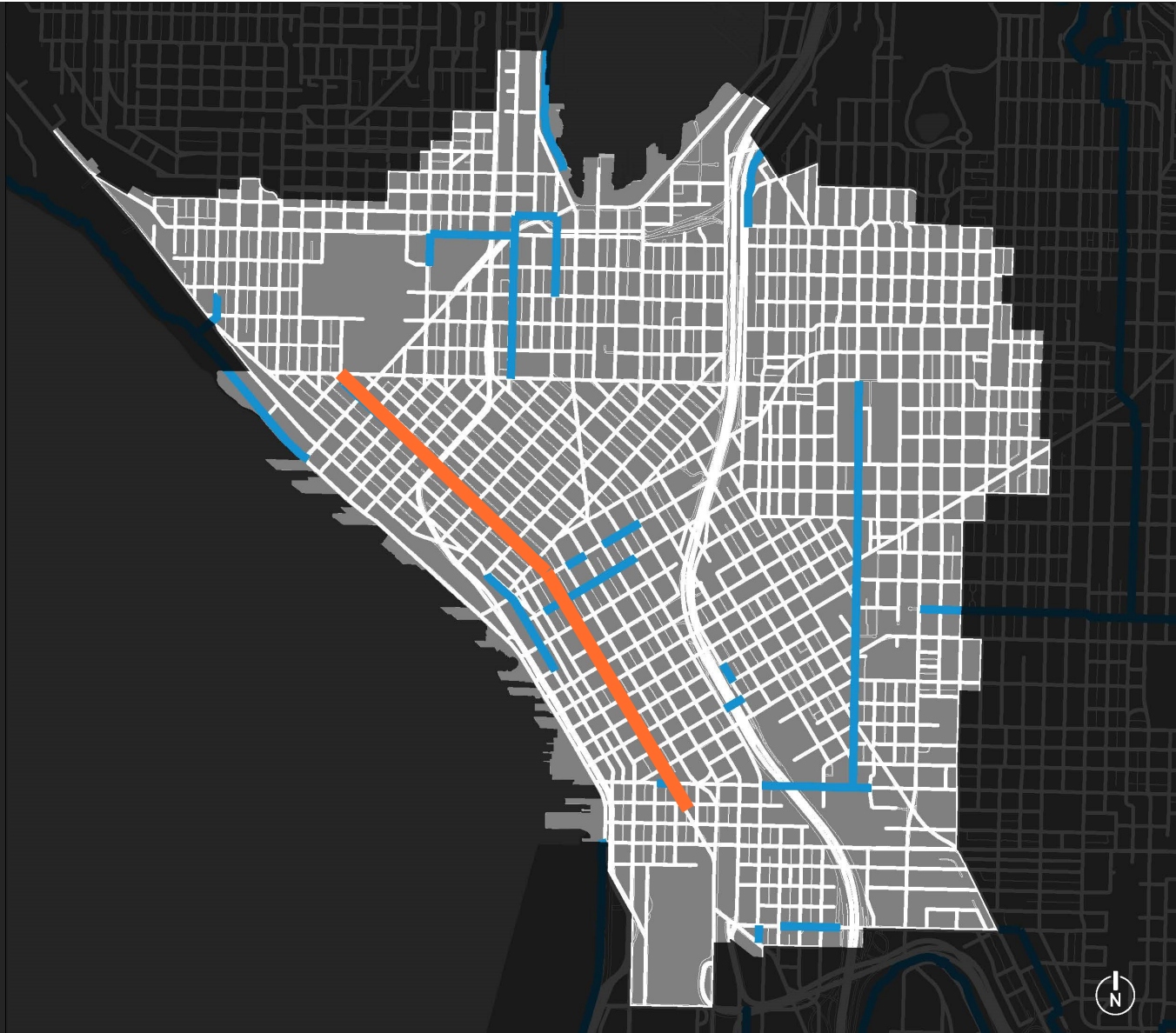




### 3- STREETS & MOBILITY

#### Bicycles

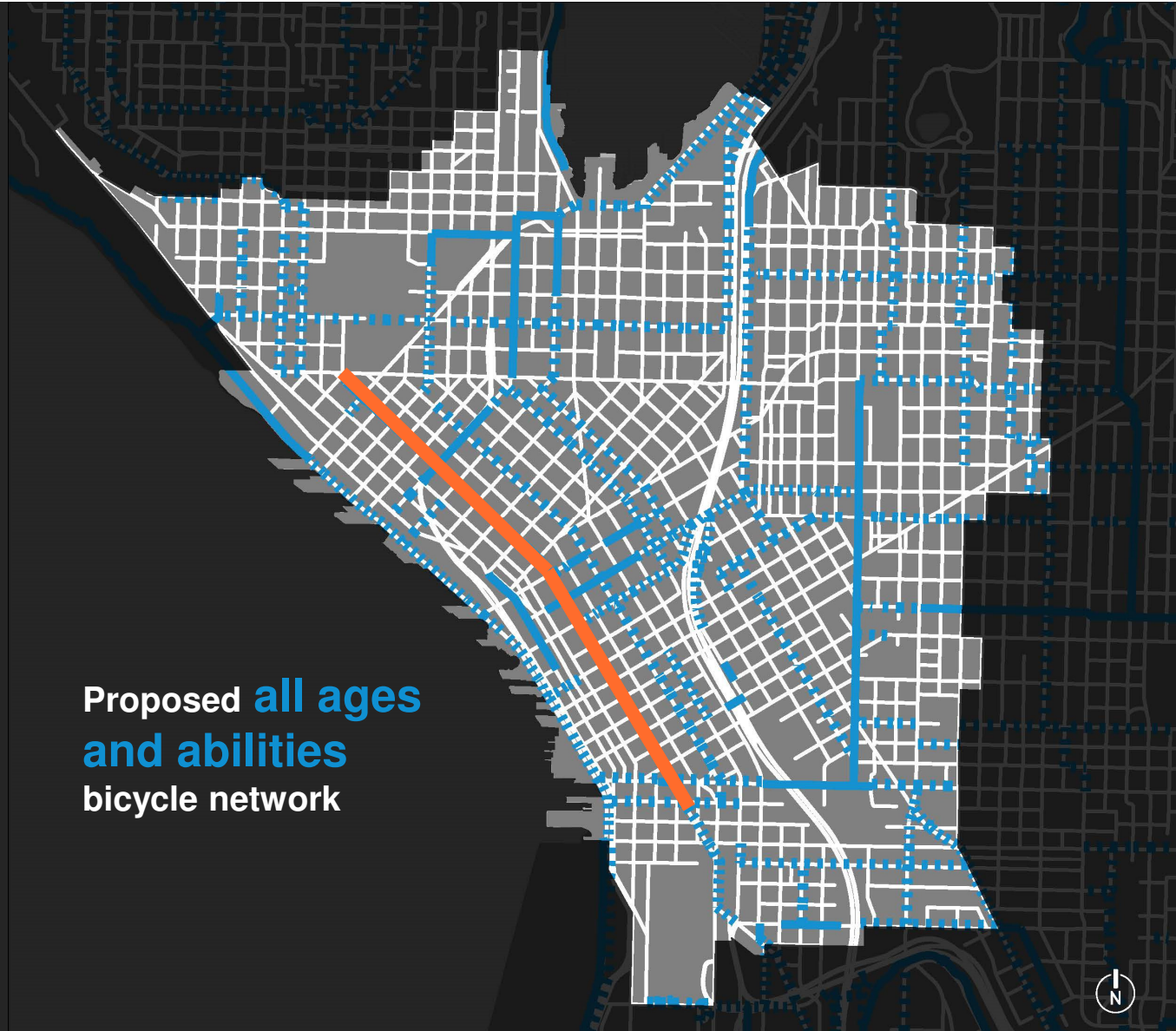
Ridership on the 2<sup>nd</sup> Ave PBL increased **over 38%** between January through March compared to the same time last year.



### 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?

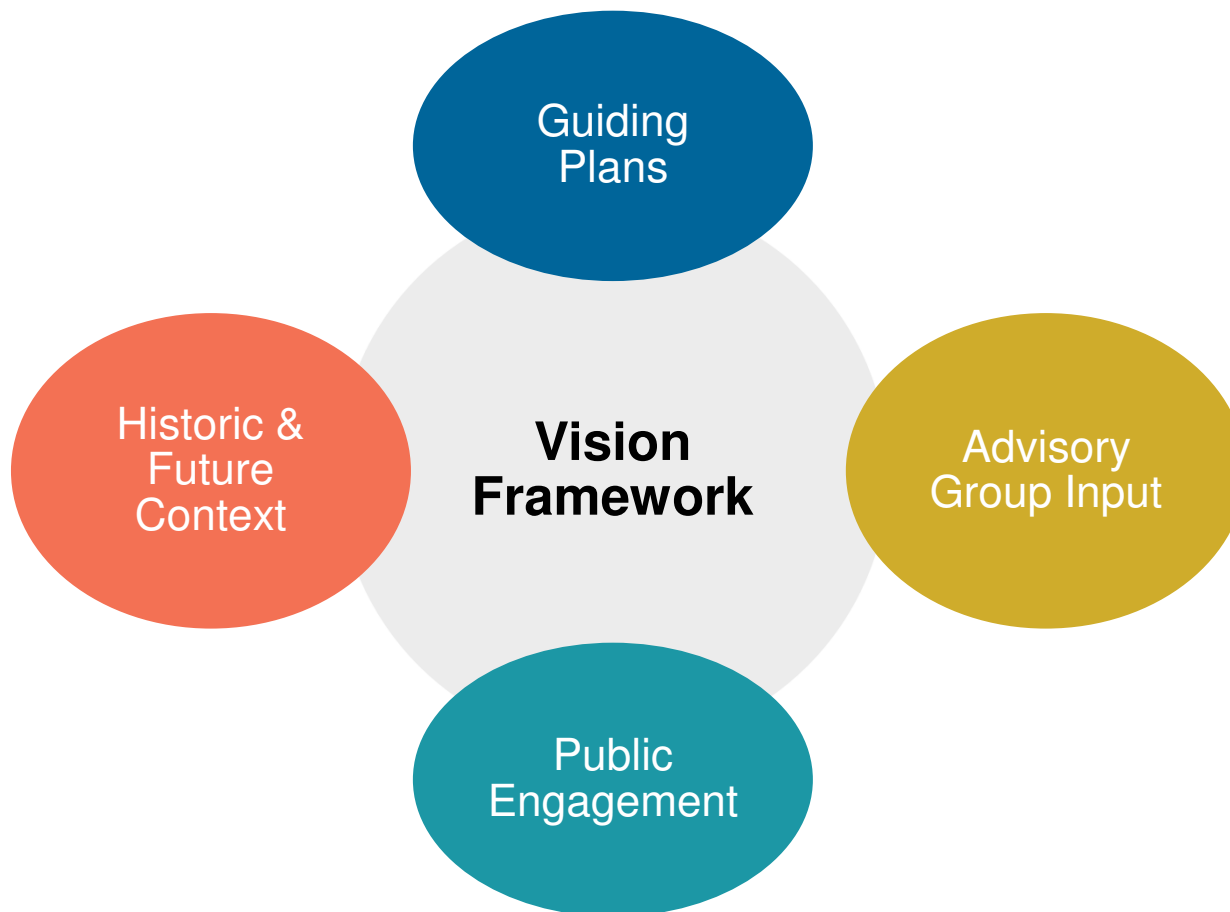
OUTCOMES

What experience do we want people to have?

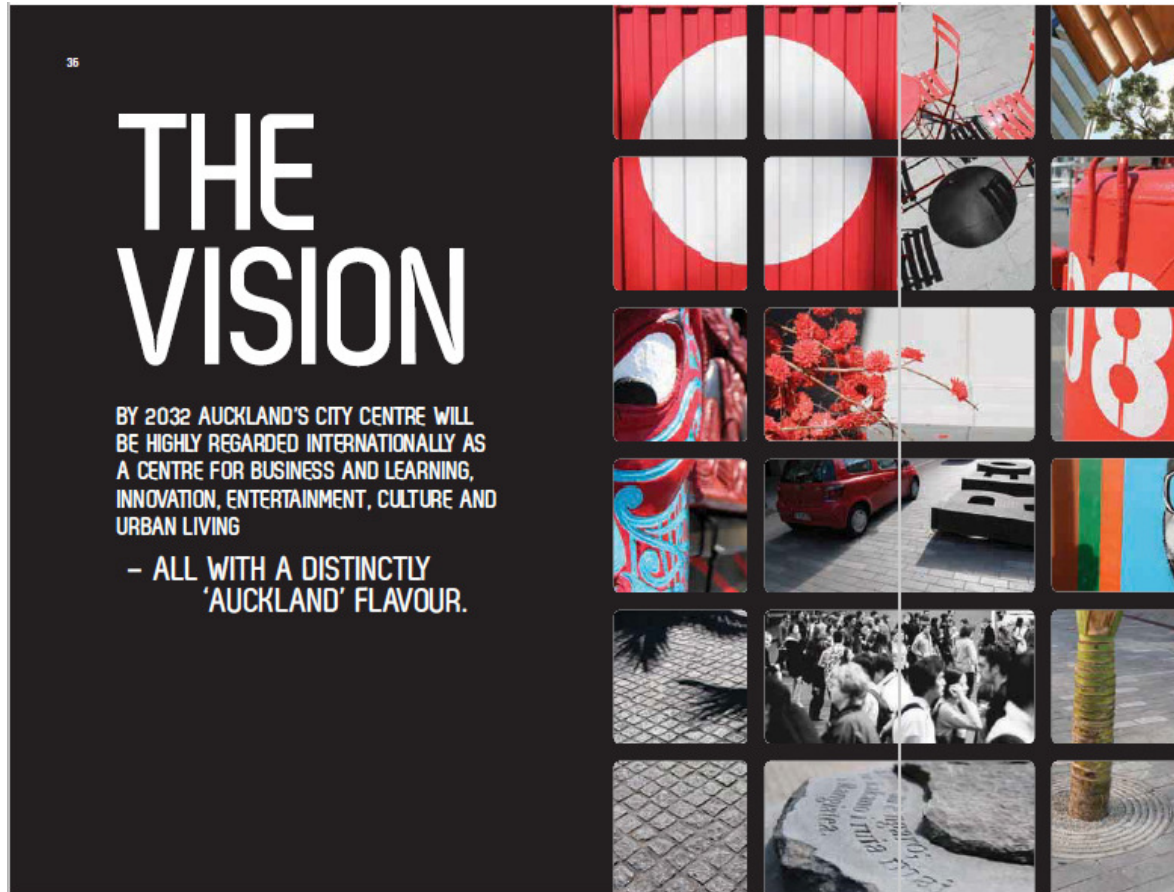
TARGETS

How do we measure our progress?

# DEVELOPING THE VISION FRAMEWORK



## 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:

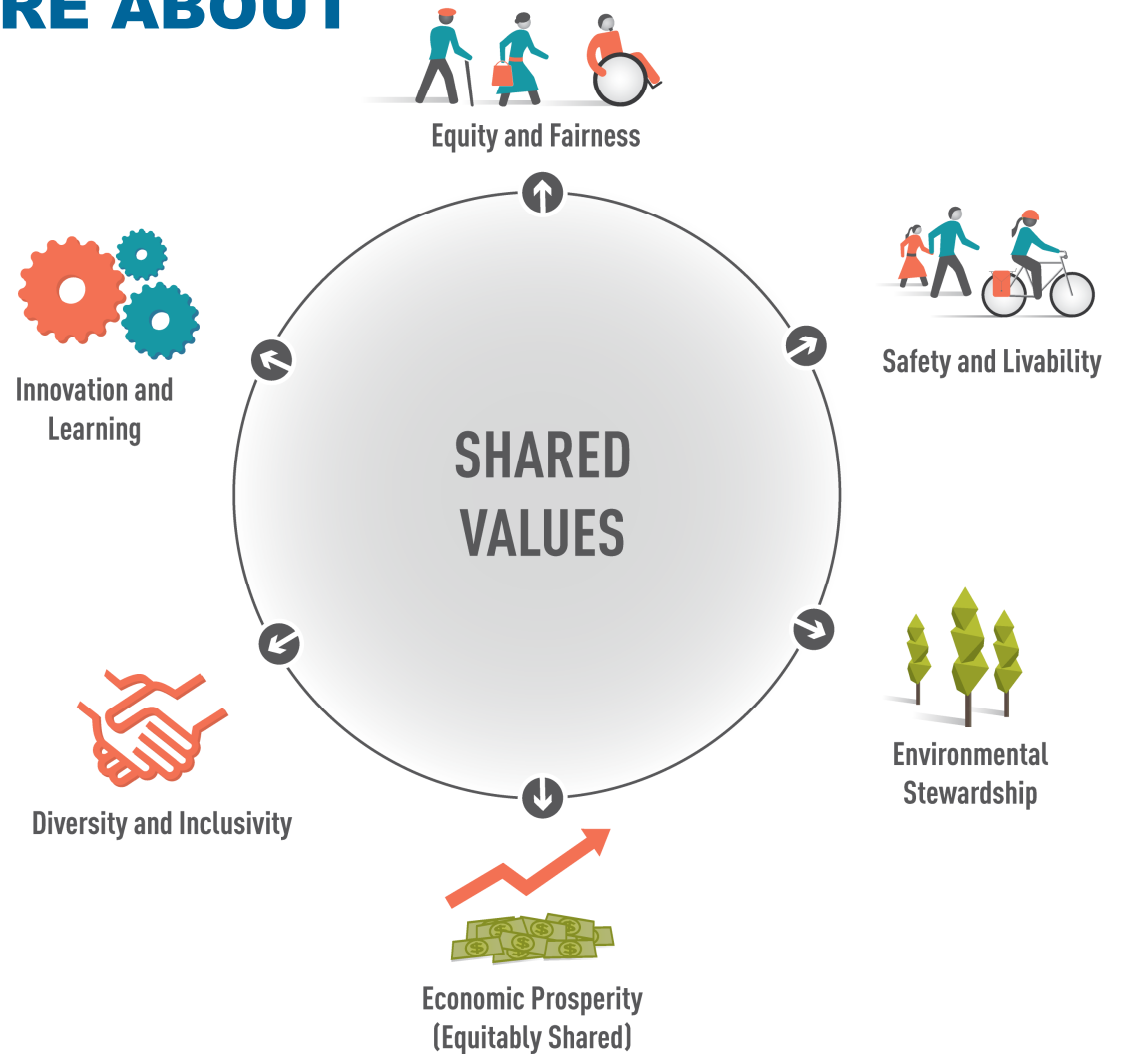
Seattle's downtown neighborhoods are a place for: , , & 

Seattle's downtown neighborhoods are: , , & 

Greater Downtown is recognized as: , , & 

# VALUES: WHAT WE CARE ABOUT

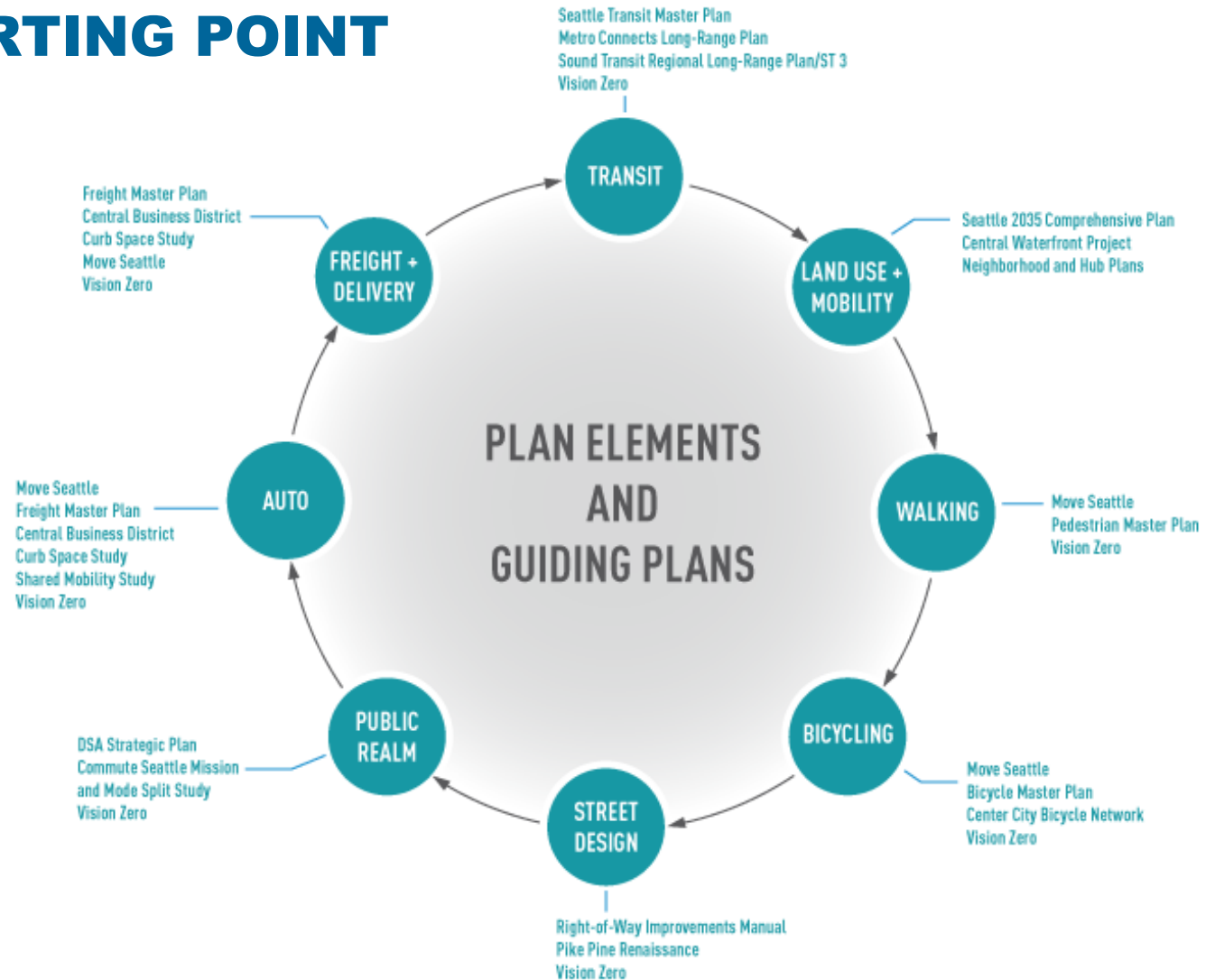
Social mores or principles that guide our actions





# 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



Inputs on Long-Range Planning from Earlier Advisory Group Meetings

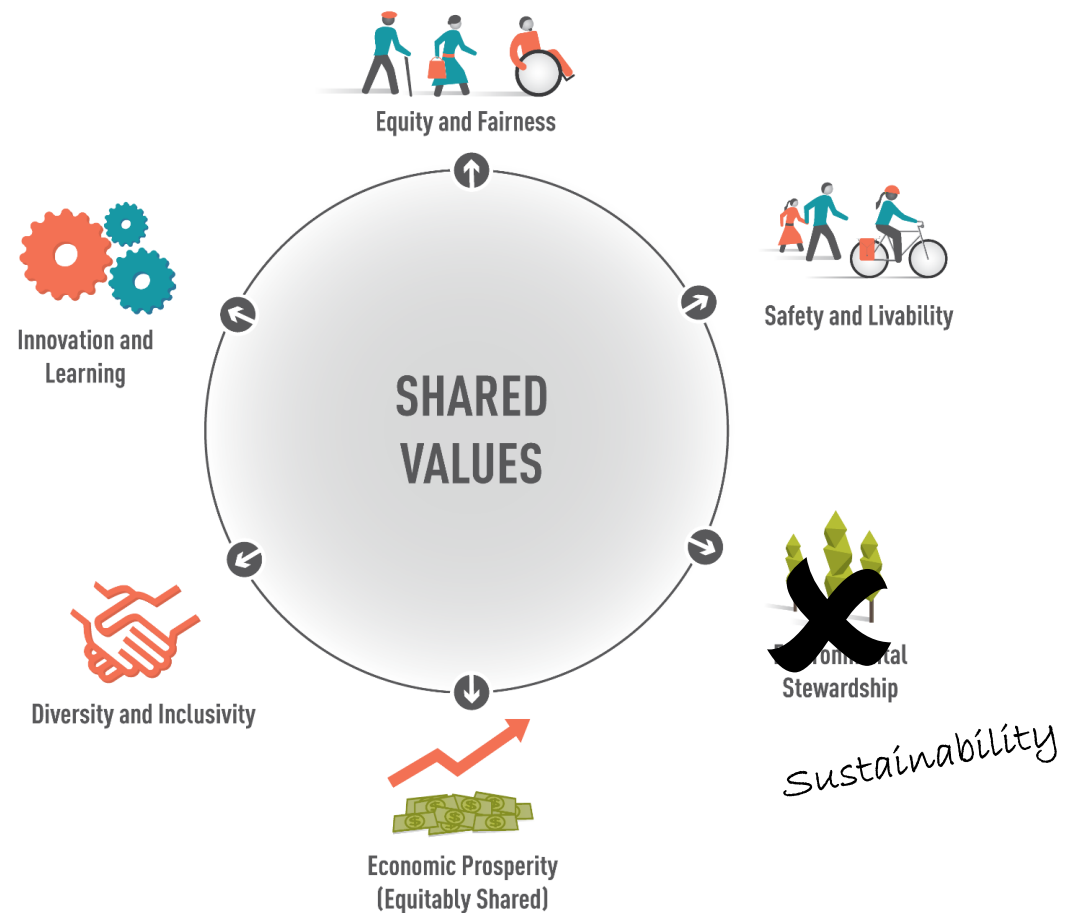


Advisory Group Guiding Principles from Near-Term

## 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



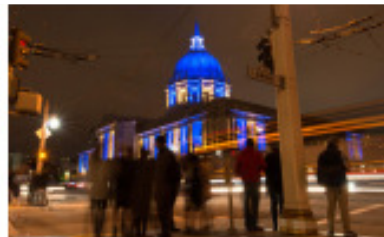
Earthquake and/or Other  
Natural Disasters



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

VALUE #1

Threats



Opportunities



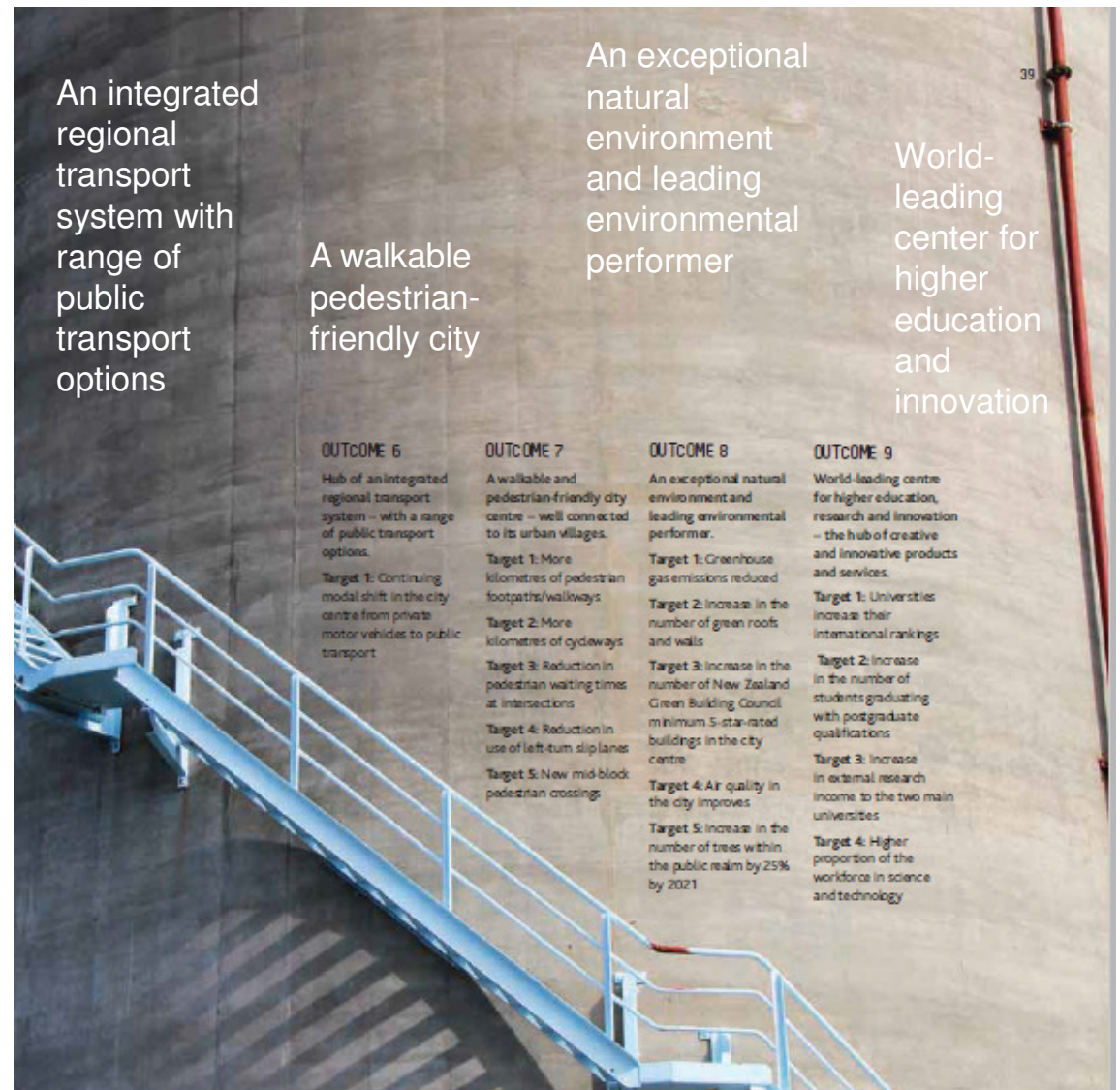


# OUTCOMES

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



## 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