IMAGINE GREATER DOWNTOWN: VISION AND VALUES

OUR VISION FOR GREATER DOWNTOWN IN 2035

Greater Downtown is for people, where life unfolds on great streets and in inviting public places.

OR

Greater Downtown is the heart of an inspiring, inclusive and connected city, worthy of its setting.

OR

Greater Downtown is the heart of Seattle — a place for people, with inviting, inspiring, and connective streets and public spaces.
WE VALUE

People First

- **Promote Health** – Support active lifestyles that foster physical and emotional well-being
- **Cultivate Community** – Create places and experiences that bring us together and encourage positive interactions

Racial and Social Justice

- **Lead with Equity** – Improve outcomes for the most vulnerable groups and individuals
- **Be Proactive with Participation** – Invite, listen to, acknowledge and respect all voices

Access to Opportunity

- **Provide Efficient Mobility Options** – Provide convenient, reliable, accessible, and healthy mobility options that connect people to opportunity (jobs, affordable housing, social and human services, and places to connect with community)
- **Connect Safely** – Ensure that streets and public spaces are safe, accessible, and comfortable
- **Get the Streets Right for People and Goods** – Ensure efficiency where needed for large vehicles (buses, delivery trucks, emergency vehicles)

Environmental Stewardship

- **Be Bold Leaders** – Model climate-positive policies and actions for a sustainable future
- **Let Nature Thrive** – Foster biophilic connections and integrate natural settings into daily life

Cultural Diversity

- **Celebrate Seattle** – Protect and enhance the distinct character and identify of each neighborhood, integrating art, playfulness, meaning and belonging in streets and public spaces
- **Honor our Heritage** – Acknowledge, remember, and reflect our history

Collaboration

- **Co-Create Success** – Engage and facilitate shared outcomes that invest in future generations
- **Take the Long View** – Steadily build an honorable legacy together