



## **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 identity 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