

**CITY OF SEATTLE**

**RESOLUTION 32001**

A RESOLUTION supporting the Uptown neighborhood and requesting that City departments and other parties use the correct name for Uptown.

WHEREAS, The City of Seattle is fortunate to be made of many distinct neighborhoods with their own sense of community and identity; and

WHEREAS, Uptown is one of the City’s oldest neighborhoods and has an inimitable cultural vibe and characteristics specific to Uptown; and

WHEREAS, Uptown is one of the six urban centers designated in The City of Seattle’s Comprehensive Plan; and

WHEREAS, as of the last major update to the Comprehensive Plan, the Uptown Urban Center is approximately 333 acres and home to some 7,300 residents and 15,000 jobs; and

WHEREAS, Uptown has its own unique mix of housing, residents, businesses, arts, culture, public life, parks, attractions, and public spaces that have helped shape it; and

WHEREAS, the Uptown Arts & Cultural District, created by the City in 2017 to help nurture and protect Uptown’s healthy and vibrant arts and culture, shares Uptown’s boundaries; and

WHEREAS, Uptown is home to the Seattle Center, all of its resident arts and cultural organizations, the iconic Space Needle, Climate Pledge Arena, the Seattle Kraken, and Memorial Stadium; and

WHEREAS, Uptown proudly and gloriously hosted all of Seattle’s fans when they saw the Seattle Supersonics and Seattle Storm win their world championships; and

1 WHEREAS, Uptown has historically been referred to as “Uptown” by residents, businesses, and  
2 local government for decades, as evidenced by buildings and businesses incorporating  
3 “Uptown” into their titles and official City documents; and

4 WHEREAS, as Uptown continues to experience economic and population growth, businesses are  
5 increasingly incorporating that neighborhood name into signs, titles, and documents; and

6 WHEREAS, businesses, consumers, visitors, and Seattle residents use online mapping and  
7 location services for wayfinding, travel, discovering new businesses and attractions, and  
8 connecting with others through social media; and

9 WHEREAS, many companies increasingly rely on and integrate location-based mapping and  
10 wayfinding data into their applications, further underscoring the importance of correctly  
11 identifying a neighborhood or community; and

12 WHEREAS, mislabeling Uptown risks confusion and inaccurate labeling for residents,  
13 businesses, visitors, first responders, and the thousands of people who move to Seattle  
14 each year; and

15 WHEREAS, online mapping, wayfinding, and location services mistakenly use other names to  
16 describe Uptown; and

17 WHEREAS, having online mapping and location services accurately label Uptown would go a  
18 long way in ensuring consistency; and

19 WHEREAS, names matter and correctly identifying Uptown promotes civic pride and a sense of  
20 place for residents, businesses, visitors, and the city; and

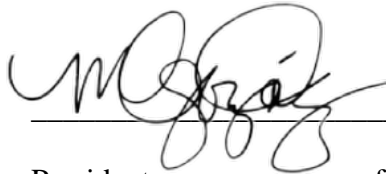
21 WHEREAS, the City seeks to reduce confusion by providing appropriate notification to online  
22 mapping, wayfinding, and location services; NOW, THEREFORE,

1 **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE THAT:**

2 Section 1. "Uptown" should be the City's official reference to the area designated as the  
3 Uptown Urban Center in the City's Comprehensive Plan. The City Council requests that all City  
4 of Seattle departments, where feasible, refer to the neighborhood as "Uptown" in documents, on  
5 websites, and in electronic communications

6 Section 2. The City Council requests that the Seattle City Clerk provide a copy of this  
7 resolution to Google Maps, Apple Maps, MapQuest, Here WeGo, and other online mapping and  
8 location services of the correct boundaries and name of the Uptown neighborhood.

9 Adopted by the City Council the 12th day of April, 2021,  
10 and signed by me in open session in authentication of its adoption this 12th day of  
11 April, 2021.

12 

13 President \_\_\_\_\_ of the City Council

14 Filed by me this 12th day of April, 2021.

15 

16 Monica Martinez Simmons, City Clerk

17 (Seal)