



**Downtown**

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# Agenda

- **Downtown Activation Plan updates**
  - Markham McIntyre, Director, Seattle Office of Economic Development
  - AP Diaz, Superintendent, Seattle Parks and Recreation
  - Tammy Canavan, President and CEO, Visit Seattle
  - Edie Gillis, Citywide Coordinator for Climate Initiatives, Office of Sustainability and the Environment
  - Sierra Jones, Owner of A Space Inside
- **Questions**

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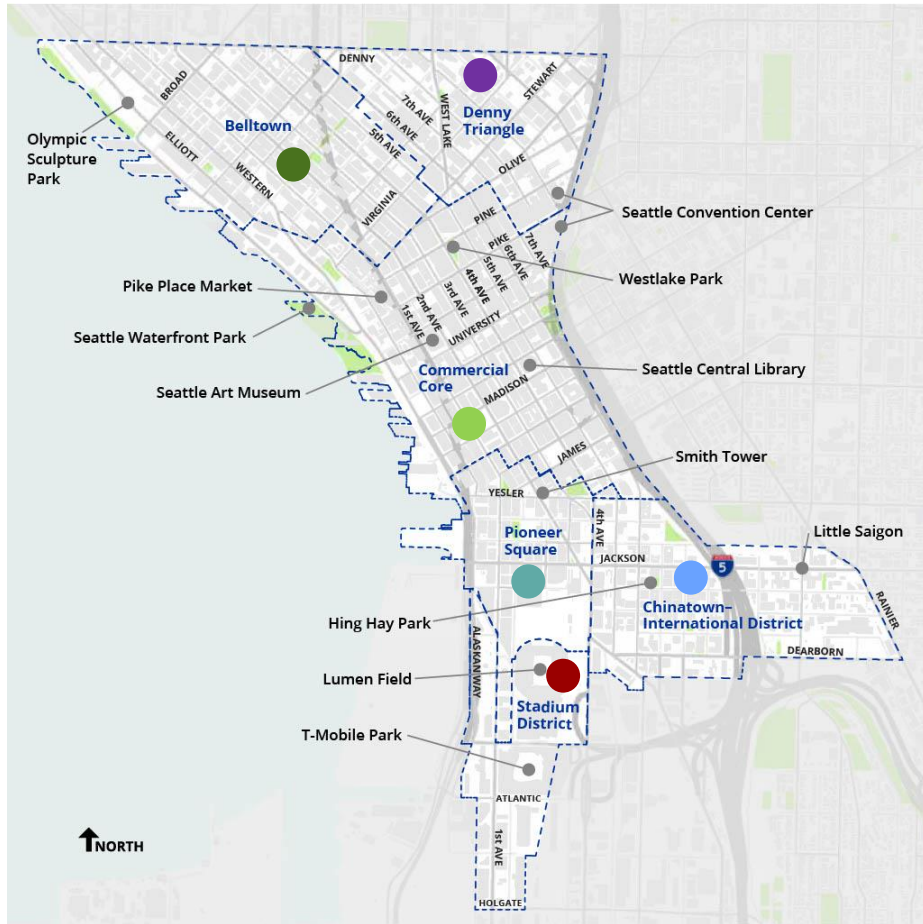


# Building the plan

- We created the Downtown Activation Plan through a collaborative process
  - 11 City of Seattle departments and agencies
  - Shared the draft plan with over 800 individuals
  - Met with over 60 partners
  - Surveyed more than 140 community members
  - 750+ respondents to public opinion research
  - 110 people in listening sessions
  - Seven consulting partners
  - Extensive research



# Downtown Activation Plan zone



Downtown Activation Plan Zone

Source: Seattle's Office of Planning & Community Development

Downtown includes a rich collection of neighborhoods:

- Belltown
- Chinatown-International District
- Commercial Core
- Denny Triangle
- Pioneer Square
- Stadium District

# The Downtown Activation Plan outlines seven bold goals to build a new future for Downtown Seattle



Make Downtown **safe** and welcoming



Transform Downtown into a lively **neighborhood** where more people can afford to live



Create a unique Downtown **retail** experience



Make Downtown a place where people want to **work** and that reflects the future of our economy



Celebrate Downtown Seattle's **arts, culture, sports, and entertainment**



Make Downtown **a top destination** for Seattleites and visitors year-round



Create a healthy, resilient, and **green** Downtown

# Public input continues to be at the core

## Who did we talk to?

- Downtown residents
- Non-office workers
- Small ground-floor retailers
- Youth
- Families with young children
- Arts and culture community

## Key takeaways:

- Public safety
- Beautification
- Public transit
- More affordable housing
- More amenities
- Retaining small businesses
- Share more positive stories about Downtown

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vibrant





# Six months of progress



Photo by Downtown Seattle Association



- 83% of the 46 initiatives are underway
- Filling vacant storefronts
- Beautifying Downtown with arts in public spaces
- Amplifying efforts from partners and organizations

# Vibrant public spaces



- City Hall Park shows what we can accomplish
- Pickleball for All and Youth Basketball tournaments
- Family-friendly activations

# Legislative accomplishments

- Rezoned parts of Downtown to encourage residential towers
- Encouraged residential development
- Increased resources for travel and tourism promotion
- Expanded master use and building permits



# Next steps to keep momentum going

- New legislation:
  - Encourage office-to-residential conversions
  - Increase wayfinding Downtown
- Continue progress on the 46 initiatives
- In-depth retail analysis and evolving Seattle Restored program



Photo by Downtown Seattle Association

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restored



# Priorities for 2024



- Additional key priorities:
  - Improve the street-level experience on Third Avenue
  - Get the City ready for the 2026 Men's World Cup with events, festivals, and activations
  - Align, influence, and accelerate major development projects in South Downtown
  - Improve public perception about Downtown
- More of what's working!



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