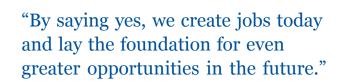
South Lake Union creating opportunity

Artist's rendition of a new Valley Street.



- Mayor Greg Nickels

"Our goal is to ultimately locate more than 2,500 employees at our new campus at South Lake Union. We're excited about the positive changes coming to that neighborhood."

Guy Ott

Vice President for Facilities & Operations Fred Hutchinson Cancer Research Center



City of Seattle Office of the Mayor (206) 684-4000 www.seattle.gov/mayor

"We at Seattle Biomedical Research Institute are very enthusiastic about joining the South Lake Union community. We look forward to being part of the growing SLU biomed/biotech hub, and enjoying the great amenities the neighborhood and its businesses offer."

> Jim Gore Chief Operating Officer Seattle Biomedical Research Institute



Photo courtesu of Zimmer Gunsal Frasca Partnership

"South Lake Union will be home to thousands of good-paying jobs in biotechnology and life sciences, employing people who will cure disease and save lives. Cities around the world would love to have these jobs. Let's work to create them here."

Improve neighborhood amenities

Build a streetcar

Fix the "Mercer Mess"

Build infrastructure to promote new jobs

The Aayor's **OO** for LakeUnion

-Mayor Greg Nickels

Attract biotech jobs Create a new waterfront park

Artist's rendition of a new Mercer Boulevard.

L

"In South Lake Union, we will...

seize the moment



Attract biotech

Seattle will use its home-grown assetsthe University of Washington, Fred Hutchinson, Seattle Biomedical Research Institute, and ZymoGenetics—as anchors to attract other biotech businesses.

The mayor's strategy

- Develop neighborhood amenities to attract new biotech firms.
- Update building code to accomodate unique needs of biotech buildings.
- Collaborate with industry to support its arowth.

...to build a great place to work and live."

-Mayor Greg Nickels

A streetcar would directly connect the South Lake Union neighborhood with downtown Seattle.

transportation.

The mayor's strategy

- Work with developers to provide housing opportunities for people of all income levels.
- Invest \$2.25 million of City funds to build affordable housing. Encourage the use of sustainable building practices and energy conservation in new construction.

Deliver on a 100-year dream by creating a new waterfront park

Seattle has talked about having a waterfront park at the south end of Lake Union since the 1903 Olmsted Plan. It is also the top priority of the Neighborhood Plan. Now we can achieve that dream.

The mayor's strategy

- Involve neighbors and other stakeholders in park planning and design.
- Support fundraising efforts, including work with the Seattle Parks Foundation.
- Increase easy access to and from the park with streetcar and pedestrian connections.



Developing a waterfront park at this location near the Center for Wooden Boats on South Lake Union has been a Seattle dream since 1903.

As a result of its slower development in the recent past,

ity and water to meet a growing demand.



Fix the "Mercer Mess"

The highway boundaries of I-5 and Aurora Avenue have isolated the neighborhood and snarled the road system. Today, thanks to possibilities offered by the Alaskan Way Viaduct reconstruction, transportation solutions can focus on movement within and connections to adjacent neighborhoods.

The mayor's strategy

- Support an Alaskan Way Viaduct Alternative that reconnects the South Lake Union street grid and promotes connections with Seattle Center.
- Continue study of two-way "boulevard" design for Mercer Avenue.
- Redesign Valley Street as pedestrian-oriented with easy connections to South Lake Union Park, waterfront restaurants and other retail.
- Advocate funding for Mercer Corridor Plan in the regional transportation funding package.

Improve neighborhood amenities

South Lake Union benefits from active neighborhood groups that are working to preserve its diverse character and mix of uses. The Mayor's Action Agenda responds to the 1998 Neighborhood Plan and achieves a balanced mix of business, housing, parks and

Build a streetcar

Other cities have shown how streetcars can spark a transformation of a neighborhood. The Portland streetcar led to \$1 billion in investment along a line in the Pearl District. Streetcars do not require property acquisition or take traffic lanes and can be built auickly.

The mayor's strategy

- Develop a streetcar to connect jobs and housing, the new South Lake Union Park and downtown Seattle. Provide easy links to other transit systems at Westlake Center.
- Develop a funding package that combines Local Improvement District dollars and regional transit funding.