Center City

Urban Design Forum 2000

Part II: A Summary of Keynote Presentations and Reports

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Introduction

The Center City Urban Design Forum 2000 report consists of two parts.

Part I: A Summary of Principles and Proposed Actions includes the Introduction and three sections. The first section is a brief summary of planning and urban design efforts of the past 15 years that led to *Connections and Places* and the 2000 Center City Urban Design Forum. These efforts include the 1985 Downtown Plan, 1994 Downtown Urban Design Forum, and the 1999 Downtown Urban Center Neighborhood Plan. The second section presents eight themes drawn from the Center City Urban Design Forum presentations and work groups as four Principles and four Opportunities for Action. The third section summarizes comments by the Mayor and four City Council members on outcomes of the Forum work groups.

Part II: A Summary of Keynote Presentations and Reports includes summaries of the Mayor's opening comments, keynote presentations, and 39 reports on trends & context, neighborhoods, and challenges and ideas for urban design in the Center City.

Keynote and Featured Speakers

On Thursday, Forum participants had the opportunity to hear Mayor Paul Schell kick-off the three day event and to hear Bob Kroin of the Boston Redevelopment Authority speak on his city's approach to urban design. Professor Anne Vernez Moudon of the University of Washington concluded a full day of presentations with an international perspective on the relationship between urban design and community. On Friday, Ray Gastil of New York's Van Alen Institute spoke on the opportunities and challenges for designing the public realm in the 21st century prior to the day-long work session by Forum participants. The following are summaries of their presentations.

Mayor Paul Schell
City of Seattle

In his opening remarks, the Mayor emphasized the need for moving beyond the distinction between "downtown and neighborhoods" and to think in terms of Center City connections: both within the Center City and between the Center City and the "small town" neighborhoods throughout the city. He encouraged Forum participants to think in terms of our common ownership of the city. We all have the responsibility for creating the connections, filling the gaps, and capitalizing on opportunities are a community effort. The Mayor challenged Forum participants to **"think outside the box, think creatively, think fun, think practical, and think in terms of urban design as not being something that only the City can do."**

Bob Kroin
Chief Architect of the Boston Redevelopment Authority

The new Volkswagen Beetle looks back to the past for inspiration but also looks to the present in terms of function and sets a trend for the future in terms of what we imagine a car should be. The very essence of good design is a matter of being simultaneously in the past, present and future.

Boston is the "picture postcard" image of the contemporary American city with its national and local historic landmarks, characteristic neighborhoods such as Beacon Hill, walk-able streets and public open spaces.

The modern transformation and revitalization of Boston began with the formation of the Boston Redevelopment Authority (BRA) by Edward Logue and Mayor John Collins in the 1960's. The BRA combined planning and development functions in one organization to help stimulate development activity. Between 1965 and 1975 a general plan for Boston was set into motion based on several principles: connecting neighborhoods, public investment setting an example for and leading private investment, and an emphasis on urban design.

"the very essence of good design is a matter of being simultaneously in the past, present and future"

Forum Presentations

The first practical outcome of the BRA's efforts was the Government Center Urban Renewal Plan that set the stage for the transformation of Scollay Square into a government center through the federal urban renewal process. The project was notable in that it involved the selling of parcels at a discounted price to private developers to stimulate development of the area.

The Waterfront Urban Renewal Plan included all of the shoreline as well as the area of the city that includes Faneuil Hall and the Quincy Market adjacent to the Government Center. The BRA acquired these historic buildings and then hired the Rouse Company to redevelop them into the first of many "festival market-place" projects that would be repeated in cities throughout the United States. The waterfront plan also included a new concept for an aquarium along the water's edge.

The BRA changed its approach to urban design in the 1980s. An example of their new approach was the redevelopment of Rowe's Wharf. The Urban Design Department of the BRA created a "development kit" with specific guidelines for scale, character and amenity and selected a development team that most closely met the kit's guidelines. This approach created predictability for developers while also ensuring that public benefits were achieved through a capital project.

The BRA is looking forward to the redevelopment of the Central Artery and South Boston waterfront. With this effort, the BRA is taking a different approach by envisioning the water as a way to tie the area to the downtown rather than as a separation. In the South Boston Seaport public realm plan, the BRA proposes a street pattern for the area that would divide the land into small and irregular shaped parcels with public streets between private parcels and the water's edge.

His suggestions for urban design of Seattle's Center City:

- **Don't waste resources on data collection. Spend the money on product.**
- **Get messy, don't overclassify. Leave room for serendipity.**
- **Provide a powerful, professional vision and sell it.**
- **A master plan is a good thing. Stick to it.**
- **Avoid the passive voice in writing planning documents.**
- **Need to accept downtown residential density to achieve goals for continuous activity and seamlessness.**
- **Gaps can be kind of exciting.**
- **Don't give up any public streets.**
- **Don't build skybridges.**
- **Don't be afraid to use the word "beauty" in relation to the Center City.**

Anne Vernez Moudon
Professor of Landscape Architecture, Urban Design and Planning at the University of Washington

The life of a neighborhood in relation to downtown planning and design. How does urban design link these two notions?

Seattle in 1965 looked like a bombed-out city from the air. Since then, 35 years ago, the region has tripled in population. Downtown Seattle has changed significantly and now has much activity. **In the next 35 years there could be even more remarkable changes.**

There are at least eleven distinct areas within downtown including the retail center, municipal center, Pike Place Market, Pioneer Square, the waterfront, Pioneer Square, etc. We need to think about how to link these areas. Some linkages have been accomplished such as Pine Street, but there are still more to be made.

There is really no successful city without a very integrated residential component. Good examples of this are to be found in Paris and Japan.

Why do we want people to live in downtown? We have a tension between residential living and working. The one example of downtown living in Seattle is the Pike Place Market. It is a remarkable piece of urban design and restructuring that includes work, retail, and people. Its vibrancy is due to people being there all of the time.

Paris has many good examples of big and small linkages. Most of the Parisian streets are simple in design but accommodate a wide variety of activities including residences, retail shops, restaurants, and gardens. We should allow for a variety of open spaces and streets to occur rather than choosing one type over another.

The 24 hour neighborhood: The Left Bank of Paris is like the Pike Place Market in a more complex kind of environment with hotels, restaurants, apartments and shops all next to each other. A typical street in the Left Bank is a bit deserted and grimy in the early morning while people are still asleep. It comes to life with delivery people and preparations for the day and evening. Around 9:00 am the street is full of comestibles that will be consumed during the day and evening. All that is needed for the day is delivered in the morning and placed on the street. While this is happening people who live in the neighborhood are walking to work while the stores are stocking up and the garbage is being picked up. In the morning, the stage is being for the performance that will take place later in the day. Shop owners along the street are staging their merchandise for shoppers. Restaurants in the area will purchase food items from these vendors for meals to be served later in the evening. There is a synergy between the different activities and people who reside on the street.

The 24-hour neighborhood described above does not yet exist in Seattle except for the Pike Place Market. This can be done only by bringing real people to live in the downtown. Residents are also a key to making downtown sustainable through economic downturns.

"Public realm" is not just a term denoting physical property. It is also a political and legal ideal.

Housing and residents are to be found in most parts of Japanese cities. In many city neighborhoods there is a rich mix of uses, old and new, next to each other including houses, apartments, skyscrapers, cemeteries, and temples. This is due primarily to entrenched property laws in Japan. In the US the opposite is true and we have a tendency of demolishing buildings and properties too quickly if they appear to be of no use.

Many examples in Japanese cities where bicycles and pedestrians mix, the public and private interface informally, and children have a strong presence. Japanese cities have very effective hierarchies of use with formal buildings lining main boulevards and informal low-rise buildings behind along alleys. Private use of the sidewalk is common in Japanese cities. Retail shops and restaurants use the sidewalk as extensions of their establishments.

Both French and Japanese cities suggest ways we can link the 11+ downtown areas and integrate people with our development patterns.

Ray Gastil

Executive Director of the Van Alen Institute, New York

Every American city needs advocates for the public realm and its design. The competition for resources leaves much of the public realm bereft.

The public realm is not just sidewalks, streets, squares and parks, but also schools, hospitals, museums, harbors, sewers, subways, buses, bridges and the natural systems they overlay. Despite the impressive budgets for new museums and exceptional infrastructure projects such as Boston's Central Artery, American cities are not in getting the sustained investment they require.

"Public realm" is not just a term denoting physical property. It is also a political and legal ideal. When we speak of a song or book being in the "public realm" or the public domain, we all have access to it. The Internet is arguably the most important public realm of today. The public realm, as place, idea, and ideal, is vital and what we strive to plan, design, and build. The physical manifestation of the public realm in America is different. No one may belong to a bowling league or the PTA, but there are a lot of people sitting in cafes. Are we designing a sustainable physical public realm that will enhance political and cultural life?

The Van Alen Institute is a forum for addressing the design of the public realm. Some recent projects:

- The East River Design Competition, Lectures, and Exhibitions.
- The Ideas Competition for Pier 40 on the Hudson River
- The Competition for a new TKTS ticket booth in Times Square.

The Institute's values:

- **Public Life Matters**
- **Design Matters**
- **Design is integral to sustaining and improving public life and is connected to the highest aspirations for democracy and public life**
- **Design at its highest level engages rather than ignores the critical issues of community and the environment.**
- **The open exchange of ideas across design and related disciplines is vital to innovation.**
- **The public realm could be better, should be better, and will be better through design.**

Seattle has been a trendsetter in defining the physical and non-physical forms of public life. New York has become more like Seattle in that its population expects easy access to outdoor recreation in a new contemporary way. The latest trend in the non-physical public realm is the Internet. There is debate over what "public life" is for the Internet. **Seattle's leadership in the production of places for contemporary urban life will be intertwined with its leadership in creating the public, semi-public and private realms of the Internet.** Is Seattle prepared to build, does it want to build, should it build places that are equally global and fluid?

What are the attitudes of the emerging generation who will shape the built environment and those who will use it? The sense of the "real" in Europe is changing. Critical Reconstruction design and development criteria persisted in Berlin for more than a decade but is being challenged by younger architects. It is a powerful set of urban design goals and policies that specify building materials, site plans, and heights. Critical Reconstruction policy has preserved Berlin's unique urban character but to the young generation of architects it is like the regulations of a prison yard. They prefer the new high-rise Potsdamer Platz over the "reconstruction" block.

Herbert Muschamp's recent article *Reaching for Power over Streets and Sky* (May 14, 2000, New York Times) is critical of the New York City Planning Commission's new "Uniform Bulk Program" that would encourage a more contextual approach to architecture. Muschamp and others believe that the contemporary context for architecture is global. There is a tension between contextual and global approaches to architecture and urban design. Megaprojects are back. Muschamp's call for freedom may make sense for signature buildings but may not for the design of a district or neighborhood.

Rem Koolhaas rejects not only design guidelines, but design itself, in favor of uncertainty, potential, denying boundaries, impermanence and hybridization in the reinvention of psychological space. Is it a positive reinvention of psychological space or a negative one? Is it one that leads to a stronger public realm or one that devastates it?

Does context matter in the way it used to be understood? Can city districts still be thought of as neighborhoods or are their identities global and regional? Do design regulations hinder or enrich the opportunity for new types of uses and forms? Is it the market or planning that will yield the optimum results? How can you plan for the unexpected, for the future you can't define? What does it mean to be of one's time? Is Zeitgeist, the spirit of one's time, an ever-elusive fantasy? Does being of our time mean we need to recreate the spatial-social order of the Internet? Is recreation the only way to enliven a district since all work now happens in the exurbs or behind downtown curtain walls? As the border between work and leisure blurs, is downtown in danger of becoming a playground for the rich?

Enormous wealth is fueling the discussion on urban design. There is pressure for housing, recreation, and identity pushing out from downtown cores at an unprecedented scale. Areas that used to be a playground for youth that might play in a rock and roll band and wash dishes at night are now a playground for youth that has more money than anyone else. Whose public realm are you building, who is it for, and who does it benefit?

How can you establish a relationship of trust in enlightened self-interest and avoid self-interest with a mask of good intentions? Convince people that the public agency professionals and political leaders generally do have the public good in mind. Find value in community members' knowledge and experience in deciding the future of the public realm. Trust that designers – architects, artists, landscape architects, environmental designers, graphic designers have much to offer for long-term public architecture. You are fighting for a long-term "civic return" on investment, an economic projection that includes dialogue made visible, design, and vision.

In Seattle, trust persists against the national trend of citizens being replaced by angry taxpayers. In addressing the questions posed by the world culture of contemporary architecture, how can we improve the signal to noise ratio?

First, when architects say that there is to be "no definite form" and they are more interested in the way things work than the way things look, take a long breath. It is their way of saying that they want to identify with the real and authentic flows of contemporary culture and escape the tyranny of taste. But in the end, there will be a built artifact, and you will care about what it looks like. Architects who say they didn't know this all along are disingenuous.

Second, accept that the way things look is part of the way things work, and let it be part of policy. Don't pretend that you don't care about it. The way things look matters for so much in our lives. How could it possibly not matter for the way we plan and design a city? Shaping physical form is part of a profound functionalism. This is true for a district as it is for a building. Architecture matters.

Third, the way it was is part of the way it is. There are lessons to be learned from past experience. We have to recognize that fear and loathing of what came before is a sign of sickness, not health.

Fourth, admit that most new urban projects, at least in this economy and political system, are done for citizens with strong incomes. And given this reality, be bold with the ideas of freedom and expression that a generation rebelling against contextualism is articulating. **Give form to a metropolitan dynamic! Give form to "experience"-based communities.** It is more socially advanced to experiment with living patterns for the affluent than imposing experiments in living at the expense of the poor. If the experiments work for the people with the most choice, then you can develop them for people with the least.

Finally, be real about what the physical manifestation of the public realm can and can't do. **You can't rebuild American democracy by putting in wide sidewalks, but it might be a step in the right direction.**

(Van Alen Institute website: www.vanalen.org)

39+ Insights on urban design…

On Thursday, 39 presenters provided Forum attendees with a wealth of insights on urban life and design in Seattle and other cities.

Workplace

Scott Wyatt, NBBJ

There have been more changes in the workplace in the last five years than there were in the previous 20 years. The three drivers of this change are globalization, demographics and technology.

Technology is an enormous segment of employment growth. It has changed both how we work and what work is. Work now can be done any time and any place. Today's office is about community, culture, and a company's brand or image. Work in today's office is largely collaborative.

Cities are great environments for collaborative creativity or intellectual synergy.

Cities are great environments for collaborative creativity or intellectual synergy. The city, outside of the office, is part of a company's creative environment.

Technology has also increased the rate of change and office facilities need to keep up with the pace. Permitting, zoning and development should respond to corporate change and the need for flexibility.

In terms of demographics, the forecast is for a high demand for knowledge workers. The workplace is a recruiting tool for employers. The urban context of a company plays a significant role in recruitment.

Every company is becoming global especially the high-tech ones. Small companies have the potential to become large ones in the future. We need to find solutions that balance the creation of small-scale, mixed-use neighborhoods with very large companies.

Change in the workplace is a great opportunity to create the best cities.

Greg Bartlett, president and founder of Digital Harmony

Shared some of the experiences he and his employees have of Pioneer Square in relation to the rest of downtown.

Employees encounter "Unnatural borders" as they move about downtown. Employees perceive that places such as the waterfront, International District and Pike Place Market are inaccessible or too far from their office.

Small businesses like his need a lot of flexible, creative space. The renovation of older buildings in Pioneer Square is resulting in more market rate office space and uses different from the traditional ones.

We need more public spaces to accommodate social and business interaction in the neighborhood.

Open space for sitting and recreational space for active sports are also needed in Pioneer Square and downtown.

Rita Ryder, Executive Director of the YWCA

We should not forget that a large and significant part of the downtown work force consists of low-income individuals who are service workers.

These workers are an important part of our community and help make downtown and other neighborhoods work for everyone by providing their services.

Expectations of service workers: Desire to live in peace and dignity, meet basic survival needs, be productive, and feel like they are a valuable and recognized part of the community.

Needs of low-income service workers: In terms of housing, they need a safe and clean place to live, a caring atmosphere and sense of community, and common spaces for social activity. In terms of the work environment, they need safe and secure workplaces and streets where they are not vulnerable to theft and attack. Crimes have high impacts on low-income individuals.

Active streets, especially at night, are a positive benefit. Undesired urban features include dead spaces such as blank walls and garages that feel unsafe. Desired urban features include eyes on the street, well-lit and clean areas, and well designed and maintained sidewalks.

Low-cost services, retail, restaurants and entertainment are needed. Opportunities for involvement and interface with the community, outdoor spaces at street level, and welcoming storefronts are also desired by low-income workers and residents of the Center City.

Cathryn Vandenbrink, Pioneer Square

Pioneer Square and other downtown neighborhoods have been experiencing the displacement of artists due to renovation and redevelopment of older buildings that once housed numerous artist live/work spaces.

Some artist communities remain in buildings downtown but many are threatened. Looking at how to preserve the artist culture in downtown by creating opportunities for live/work studios and other art/working spaces.

We should not forget that a large and significant part of the downtown work force consists of low-income individuals who are service workers.

Can we look at how to incorporate artist work spaces, performance and rehearsal spaces into Sound Transit, Civic Center, Central Library and other capital projects?

Although downtown is thriving, growing and changing, we also need to retain and create small theaters, galleries and studio spaces. These also attract visitors to downtown and add to its vitality.

The market is doing well at providing for people who can afford market rate live/work spaces. Live/work spaces are desireable environments to live in Many artists, however, need this type of space to do their work but can't afford market rate leases.

The needs of artists are similar to low-income service workers in some respects. Artists want a safe place to be, create community, share ideas and resources.

The 1997 Pioneer Square Artist Live/Work Symposium proposed several ideas for creating downtown artist live/work buildings. These include "Arts and Lofts" currently being built on a City owned parcel at Hiawatha and Dearborn. The RFP for the surplus of the Tashiro/Kaplan Building includes a stipulation that the building be developed for artist live/work. Hopefully, the Alaska Building will also be converted to artist live/work as envisioned at the Symposium.

Moving People/Transportation

Michael Stringam, Traffic Engineer with Perteet Engineering

Downtown has an extreme number (density) of trips by auto, transit, and pedestrian modes. There is a wide variety of purposes and needs, such as commuting to work and business meetings, attending major sporting, cultural and convention events, daily shopping and recreation by residents, and daily tourists creates an eclectic travel mix which is unique to downtown Seattle.

The changes that high capacity transit service (LRT) can bring to Seattle will have a unique impact on the balance of how and why people travel to and from downtown.

Challenges for transportation in the downtown/Center City:

- Equality in the sharing of the public rights-of-way. Significant effort is required to minimize the conflicts between autos, buses, bikes, trucks and pedestrians and to provide a reasonable balance in priorities.
- The major physical and psychological barriers such as I-5, the Alaskan Way Viaduct and overcoming the vertical grades from the waterfront to First Hill.

Transportation issues to be addressed in the future:

- A better understanding of the roles and priorities of each transport mode (auto, bus, pedestrian, bicycle) within the public rights of way and establishing a hierarchy network for each transport mode which is not in conflict with other modes.
- Ensuring that engineering calculations (capacity and level of service analyses) are completed for each mode for all development projects resulting in appropriate mitigation, particularly for pedestrian and transit projects which do not receive a fair allocation.

Urban design can:

- Establish appropriate design standards for pedestrian and transit facilities to provide equitable engineering capacities and levels of service.
- Solve the physical barriers, particularly the vertical grade problems for pedestrians, through high capacity mechanical devices such as publicly accessible escalators. Good urban design is essential to incorporating high capacity systems.

Matt Shelden, Senior Transit Plannner with King County/Metro

Currently, buses carry about 40% of the workers in and out of downtown every weekday. We have almost 100,000 boardings on the public transit in downtown.

Challenges for transit in downtown: level of activity in downtown, mix of uses happening on downtown streets, topography.

The public transit system needs to deal with a diversity of constituencies. Density and activity of downtown requires that Metro be very sensitive to property owners. Many bus facilities in downtown as well as riders. Transit system serves both downtown employees and residents. Must be sensitive to impacts on residential areas of downtown.

Individual visions of diverse downtown constituencies are a challenge. Must balance individual needs with system-wide planning. Limited resources for meeting all transit needs.

Closure of the bus tunnel in 2004 is a big challenge for the next several years. During this time there will be significant impact on transit in downtown. We will have 35-45% more buses on streets during the weekday peak periods.

Despite challenges, opportunities will also come with the bus tunnel closure. Metro views the tunnel closure as an opportunity to do things differently with public transit in the downtown core. Metro is looking to reorganize service so that routes are consolidated on downtown streets, provide higher frequency and better service span to a number of markets and make facility investments on downtown surface streets that will last over the long term. There is need for more curb space for buses in downtown. There will be more bus volume as well as passengers.

The urban design process can help make transit work by asking for more service, helping to find ways to replace revenues that may be lost due to I-695, prioritizing where services and facilities should be, and planning for the functional as well as the aesthetic needs of transit.

Karen Braitmayer, Studio Pacifica

There is a broad range of people to consider when thinking of new ideas for urban design. Both people with apparent disabilities and those who may be disabled in the future.

In Seattle, hills pose a difficult situation for many individuals with disabilities. Designers can look at ways to level those hills or make paths that accommodate east-west movement up and down steep hills.

People with disabilities need other forms of transportation besides public transit. Many people with disabilities need point-to-point transportation or paratransit due to specific physical needs. Individuals using such systems need visible shelters with phone access for long waits. Adequate loading space is also needed on sidewalks since lifts on paratransit use a lot of space. Accommodations are also needed for private transportation modes such as taxis and cars.

Sidewalk and curb ramp design is critical for people with disabilities to move about the city. Consider 90 degree beveled curbs like those in Portland and more chirping signal lights.

Street furniture, telephone and light poles, fire hydrants, mailboxes and news paper boxes on sidewalks can be challenging for people with disabilities. Consider organizing these in a zone so that there is a clear path for people with low vision or other disabilities.

People with disabilities want to be integrated in the life of the community. Building designers in Washington State have been responsive to their needs. There is still the need to think about accessibility in relation to the connections between buildings, our city streets, parks and other public pathways.

Forum Presentations

Arts and Culture

Susan Trapnell, Director of the Seattle Arts Commission

In the past 10 years, downtown has started to become an art and cultural center with a range of lively, fine, and pop arts. The cost of housing and real estate, however, severely limits the ability of small budget organizations and individual artists to live and or work in this area.

We will not keep cultural activity if we do not find ways to put real estate titles into the hands of artists. A cultural center requires a diversity of artists living and working in that area. That means affordable housing, studios, exhibition, rehearsal and performance space.

It's easier see what is disappearing that will *diminish* the public realm than the emerging ones that will define it. Without a mix of affordable space in the downtown, the arts will be limited to the mainstream organizations and the galleries of master artists. This could result in older, larger institutions and the activities of the younger, smaller organizations to become isolated from one another's artists, activities, audiences, insights and experiences.

We need more ways to incorporate physical artwork into the visual life of downtown. The Public Art program doesn't have enough money to fully meet this need.

Performance artists, street musicians, sidewalk vendors are prohibited due to civility laws. **We need to allow for a freer eruption of artistic impulses in downtown.**

We have numerous opportunities ahead of us:

1. The new civic center.
2. Re-use of the Alaska building.
3. The commitment to building neighborhood identity; the wealth in the community.
4. The willingness to admit that the boom times won't last forever. In the economic slump, well-rooted artists, organizations, and cultural activities will continue to draw audiences and viewers to downtown. We need to invest our resources now in those businesses, individuals and activities that are driven to serve the community, regardless of profitability. We will need them in unprofitable times.
5. Better activation of public spaces.
6. Stimulation of public uses for "privately owned" spaces.
7. Music 7 Youth Task Force Recommendations for youth oriented arts center

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Visiting/Entertaining/Shopping

Marc Pujalet, Senior Vice President of Marketing with Seattle-King County Convention and Visitors Bureau

The Industry:

- $3.3 Billion Travel Spending is forecast for 2000
- Expected to grow 7-8% in the future
- $735 Million State and Local Taxes in 1999
- 50,000 jobs in King County region
- Purpose of visit: 27% business, 20% convention, 47% leisure
- 85% of visitors are from USA (21% from California), 5% from Canada, 10% are from overseas
- Leisure travelers come to Seattle to enjoy our natural beauty, thriving downtown and to experience the Seattle "lifestyle"
- Convention travelers come for the same reasons, but also because of the quality of our Washington State Convention & Trade Center, excellent hotels and because Seattle offers a compact city center, which makes it easier for delegates to move around.
- Complaints from visitors include limited hotel room availability and high rates in peak season, rainy weather and traffic.
- As a destination, Seattle competes with San Francisco, San Diego and Vancouver. Secondary competition includes Salt Lake City, Denver, Las Vegas and Portland.

Travel Issues:

- Downtown revitalization has been a boon to travelers.
- Future efforts should celebrate Seattle's personality, for example:

Independent shops & retail

Upgrade area between Westlake Center and Pike Pl. Market

Northwest art

Seattle Center Upgrades

Improve access to visitor information

- Very important to facilitate walking within the City, for example:

Trees and Greenery

Benches

Visitor signage

Rain protection

WSCTC access

Safety

Parking/shuttles

A strategy for Seattle as a Brand was developed in 1999 to provide a marketing framework for the SKCCVB and its strategic allies. The strategy is designed to enhance our competitive advantage by instilling a brand mindset in our staff and by imbuing destination wide doctrines that will be reflected in all that we do and how we are perceived. Our brand as "Seattle: the destination" then becomes a promise we, as a city, make that we never break. The following brand promise was developed by a team of industry and brand professionals after completing expert interviews, competitive reviews and analysis:

Seattle's Brand Promise

Seattle is the Pacific Northwest: a state of mind, a way of living and a portal to the future. Our guests delight over our breathtaking beauty, abundant recreation, thriving city center, technological innovation and wonderfully polite people.

We are dedicated to providing an exceptional visitor experience that stimulates and nourishes the mind, body and spirit; creates unforgettable memories; inspires success; and energizes and refreshes.

Mark Johnson, AIA, Chair of the King County Arts Commission

The world of entertainment is supplanting the city itself as the arena of public interaction. Privately owned spaces are the preferred spaces for meeting and socializing: interior malls and atria or arcades. The direct experiences of shopping, meeting, and socializing are diminishing in importance as mediated experiences provided by film, video, and the net become increasingly attractive.

The most visible activities downtown are entertainment and tourism; residents and visitors respectively make up the majority of participants. This has changed the character of the most visible interactions when contrasted with the classical and industrial city. However, the opportunity exists to consciously create the authentic experiences of the traditional city, and both residents and, especially, visitors will seek out these authentic city experiences.

We need to have both large and small businesses: the grain of the city that most seek out requires this in a major city. Challenges: visibility for small businesses; access/parking for all sizes to support direct experience; costs of creation and distribution of mediated experiences for small businesses; attracting capable employees for both large and small.

Urban design must be seen as more than the design of the physical realm. Issues include qualities of the public realm: physical space, distribution of mediated experience, design of publicly owned infrastructure, interface with privatized "public" space, policy structure for regulating and encouraging economic activity.

Forum Presentations

Bob Filley, Professor and Director of the Center for Community Development and Real Estate, University of Washington

Ten years ago Seattle's retail future was very uncertain. The failure of retail is the first step in the death dance of a city.

Retail is very location dependent and not every street can be a great retail street. Retailers congregate in clusters that maximize collective attraction for each other and cross-shopping. Be careful of applying the same solution for every street even though continuous storefronts appear to be amenable. Look at opportunities to create distinctive shopping districts.

Seattle nightlife used to be concentrated in Pioneer Square but now has spread to Pine Street and Belltown. It's a different demographic downtown – youthful and upscale. It is now "cool" to be downtown and shops and bars cater to younger crowds.

The Pike Place Market is known nationally and remains an important visitor destination. The Market's attraction, in part, is its authenticity as opposed to festival markets in other cities.

Downtown Seattle has recently and firmly reestablished itself as a regional shopping, cultural, sports and entertainment destination. Seattle competes with other regional shopping destinations that are also in a state of change.

Visitors experience downtown primarily through the pedestrian setting: sidewalks, streetscape, storefronts and public open space. Buildings and architecture are secondary experiences.

There are now over 10,000 seats for live theater venues downtown producing and annual attendance of 650,000 to 750,000 excluding the Seattle Center performance venues.

Given land prices and food store economics, it will be difficult to expand new neighborhood food and drug shopping in downtown.

There is a self-fulfilling nature in urban retailing districts. They usually follow their own momentum, up or down.

The challenge for small stores is to compete with the brand name recognition and advertising power of national retailers. To do so, small merchants capitalize on line/service differences and build clientele loyalty. The challenge for small stores in a revitalized market is rising occupancy costs. When rents accelerate faster than sales, some retailers will be displaced. Unique and older merchants, slow to change hours of operation or product lines, may fail to capitalize on the hot new downtown market and will be replaced.

Urban design principles for encouraging retail and entertainment appeal:

- People will walk further distances downtown if the act of getting around is pleasant and safe.
- Pedestrians enjoy green streets, small enclaves and pocket parks.
- Public gathering places need to be clean and safe.
- Extended nightlife and new economy office hours require safe streets.

Peter Miller, Owner of Peter Miller Books

The Parable of Coffee-To-Go in Seattle:

Seattle is now the US leader in number of coffee stores and a leader in exporting coffee stores to other countries. The Seattle's form of coffee store originated from a visit to Milan cafes by Gordon, Jerry and Zev who would later start up Starbucks. Gordon, Jerry and Zev were so intrigued by their experience of Milan's many cafes with their ambiance and coffee that they decided to bring the idea back to Seattle in the form of a business venture. However, they only brought back what they could franchise here of that experience: coffee-to-go. What they did not bring back is actually what we all love about a city - the act of sitting in the café and sipping the cup of coffee. Starbucks and its imitators now include seating in their stores but what we now have are people sitting in their chairs drinking coffee-to-go from plastic cups. Perhaps we should think of having the City Council outlaw the cups for coffee-to-go in the urban area. Coffee stores do not tie into the urban fabric by spewing out plastic cups and people taking them to go. In Italy, there is still no coffee-to-go. Everyone still sits in the café sipping coffee. The lesson of the parable is: The act of sitting and sipping a cup of coffee in a café is the experience of the city we are all hoping for.

Ali Ghambari, Owner of the Cherry Street Café

As a small business, the Cherry Street Café is built on nurturing unique relationships with each customer, much like nurturing the different varieties of plants in a backyard garden. Like the unique needs of each plant, the needs of each customer are different.

The investment in individual relationships leads to the building of community.

The focus of the business is to create a "playground" for the customer; a place where a rainy day becomes sunny, where Monday becomes Friday and where the customer can take a break and go back to work with a positive attitude.

Connections with the community are as important as having a beautiful city.

The challenges for small business include financing and competition for desirResidents

Residents

Paul Niebanck, Pioneer Square resident

Wrote and sang a song for Connections and Places:

(Sung to the tune of "Old Dan Tucker")

Chorus:

Open the way for urban design!
From Pioneer Square to the garden on Vine,
From Denny Triangle to First and Pine,
We'll make us a downtown that's top of the line*!*

Seattle's nested in the green and blue –
Everywhere you look, there's a spectacular view –
Now we want a city that seems fresh and new,
Worthy of its setting, and its people, too!

We want more of everything in our downtown,
On commerce and on business we do not frown.
Arts and culture, entertainment of renown,
Downtown will be Seattle's golden crown!

Lots of little spots where folks can stop and see
The grandeur of the mountains and the open sea.
Open spaces made with thoughts of you and me,
Meeting other people, friends and family.

Repeat chorus

Getting from place to place has got to be
An absolutely top priority:
Fast and clean and safe and fun – in every way, free,
On this particular item we can all agree.

Most of all it's residents our downtown lacks –
Hill-climbers, all of those Jills and Jacks –
Some who carry everything in their backpacks,
Also those with credit cards and crisp green backs.

All of us know our downtown should
Become a twenty-four hour neighborhood.
This can't be fantasized or simply willed,
So housing, housing, housing is the thing to build.

Repeat chorus

Additional comments:

Downtown lifestyles entail a mix of stimulation and repose, engagement and isolation. Downtown living satisfies these dualities, in varying degrees. It makes for efficient living, vigorous and rewarding living.

Downtown is the action. The more action, the better. Downtown gives us choices in how to learn and grow, how to be expressive, and to become involved. We need privacy, as well as action.

The quality of spaces. Downtown residents need places to be, to meet, to linger, to contemplate the city, and to find relief. We don't have enough truly public spaces in the midst of downtown, and most of what we do have is hidden, or repelling, or tiny, or too far off the beaten track.

The intensity of activities. We downtown people want lots of things nearby – things that entertain us, stimulate us, invite us to meet and discuss, let us be hospitable, encourage us to spend our money, and give us a chance to make our presence felt.

The identity of downtown. Downtown is our habitat and we need signals to define it. We need a sense of boundary. East and west are fixed and north is becoming clearer. We also need a sense of center. And we need vistas, nodes, pathways, landmarks, a sense of how the parts relate to the whole. We need more attention to the aesthetic experience at street level.

The quality of oversight. We need the highest possible quality of infrastructure: signs that signify, systems that function, facilities that serve our needs, public officials who are alert and responsive. Most important is citizens who care actively. There are not enough of us relative to the demanding nature of the things we want to care about!

Paul Lambros, Executive Director of the Plymouth Housing Group

Homelessness is here to stay in downtown Seattle.

According to a DSA report there are around 3000 housing units proposed or under permit in downtown. Of those, only three or four hundred are low income.

As property values in downtown increase, there are fewer inexpensive older buildings to rehabilitate for low-income housing.

There have been older buildings in downtown with affordable rents in the $500 to $600 range. However, the rents in older buildings are increasing unless operated by non-profit housing providers.

There is a need for day facilities for homeless people in downtown. Homeless shelters are primarily night facilities and the library currently acts as a day facility for homeless people. Need to look at how to incorporate these facilities into mixed-use buildings.

We need more efforts like those of The Downtown Seattle Association and the Metropolitan Improvement District to employ formerly homeless people and bring interests together to creatively address the situation.

Human Services

Joe Valentine, Human Services Department

Human services are part of every successful neighborhood. Downtown is no exception. Seattle has enjoyed remarkable economic expansion and growth in personal wealth over the last decade. At the same time, the City has increased greatly its support for disadvantaged and low-income residents. There is, however, a growing prosperity gap. In five years the number of employed people staying in city shelters has more than doubled and is now at 23% of the shelter population. More than 18% of Seattle's school children live below the federal poverty level and nearly one fifth of our state's residents used food banks in the last year.

Design approaches and decisions that consider the needs of all users of the downtown, including those with special needs and those facing the challenges of poverty or homelessness, can make a big difference:

Use urban design to integrate housing for low-income people in the downtown and at in places accessible to downtown.

Make public areas work for people of all ages – children and elderly too. Create places to gather, to rest (benches) and to play (fountains, steps, plazas with interesting spaces). Create places that are safe, welcoming and interesting.

Recognize that the downtown belongs to the whole city. Include people who may be in the downtown for different reasons: workers, residents, shoppers, the homeless, and customers of businesses. Create spaces that work for different users.

Ensure that with the development of additional housing or office space downtown, an adequate human services infrastructure is developed. This means not just services for homeless or unemployed, but also the kinds of services and supports that make every neighborhood work – senior centers, family centers, mental health services, food banks, child care programs.

Pay particular attention to developing adequate child care space for the expected growth in density. The current shortage of child care for infants and toddlers in the downtown will grow as density increases.

Public Safety

Francisco Tello, Program Coordinator for the Business/Commercial Program of Crime Prevention, Seattle Police Department

Crime Prevention through Environmental Design (CPTED): Small improvements such as lighting, wider sidewalk and permeable storefronts along Pike Street between 1st and 3rd Avenues have made the area safer.

Standard of Safety: Achieving the right level of police, fire and emergency medical personnel to support increasing residential population in downtown.

Clear wayfinding and amenable pedestrian environment at gateways to downtown and along connections between neighborhoods are important for tourists visiting the city for the first time. For example, along the various pedestrian connections between the Cruise Ship Terminal and downtown uplands.

Urbanism as Bioregional Metabolism (The Green Team)

Cary Moon, Landscape Architect and Urban Designer

Seattle has always represented the great urban hope for redefining how nature and culture can coexist. How can we build a pioneer city in the wilderness? Can we create a city that can co-evolve with our natural processes and environment?

We, as a design community, need to reveal, expose, and amplify our natural processes. We need to integrate our lush and rich ecology with our public civic experience and to heighten awareness of the natural processes within urban design.

Where is the myth of Seattle? Our myth has evolved over time. What is the myth of Seattle now, or more importantly, where is it? How is it expressed in the urban landscape? We need to renew the myth of Seattle and express it in the public landscape.

Using ecology as a model to understand how cities happen. Ecology offers a great understanding of how populations and habitat coexist and evolve over time. The city is a habitat where we as humans are within the evolving system. **We need to recognize the city as habitat and our role as real-time participants in the dynamic evolving ecology.** We are creating a new hybrid ecology.

Forum Presentations

Steve Moddemeyer, Seattle Public Utilities and Salmon Friendly Seattle

There are many tools from natural resources planning that may be applicable to urban design.

Strategic intervention: **We need to strategically affect natural and urban systems so that we move towards our intended outcome.**

Choose the appropriate scale to work at. Finding solutions is contingent on what scale we work at.

Timing of solutions is important. Need to prioritize and consolidate efforts to affect the whole system rather than numerous discrete actions on isolated parts.

Protect places that are already healthy or desirable, then restore adjacent areas. Identify indicators and processes that can be replicated in the adjacent areas.

Use enforcement to stop uses that denigrate the habitat and in turn support positive efforts.

Adaptive management: Necessary for continuously evolving system. Look at policy as a hypothesis and then test it. Creates a learning environment. Policy becomes a medium for learning rather than a means for achieving grand objectives. More potential for change and less likely to set oneself up for failure.

Seattle may be the most engineered city in North America.

Davidya Kasperzyk, Architect and Bioregional Planner

Urban designers need to increase their level of ecological literacy

We need to start thinking about our buildings as interactive living elements in our urban design.

Native communities placed their settlements in ecotonal areas. These transitional areas are often the richest habitats for humans and other species.

Seattle may be the most engineered city in North America.

Humans are part of the larger ecosystem. We also form complex social and cultural systems.

The Olmsteads were intuitively creating interfaces between culture and habitat in their landscapes.

We need to become a porous city, to purify our waters, plant more trees to process oxygen. How we connect organic systems through greenways, parkways, and pocket parks within a grid is one of the major challenges of urban design.

We need integration of green infrastructure with other infrastructure systems like in the Netherlands.

We need to create the myth or popular understanding of our place. Develop the means for engaging citizens in looking at the region through communication technology like Portland has been doing.

Challenges and Ideas

Dennis Haskell, Architect and Urban Designer with Imagine Seattle

Great cities are built on great ideas. Ideas infused with courageous vision.

Today, Seattle has the opportunity to change the profile of its waterfront by removing 2.2 miles of Alaskan Way Viaduct that separates the waterfront from the city.

Great cities are built on great ideas. Ideas infused with courageous vision.

Seattle's downtown open space would increase by 9.2 acres with the removal of the viaduct. Taking down the viaduct would double the existing downtown open space. A full 9.2 acres of new downtown open space, 5.8 acres for new commercial development, and 1.5 acres of parking.

In the event of a significant earthquake, experts say the viaduct span will not survive. Soaring retrofit costs could make creating a long-lasting alternative an attractive "bargain" to shoring-up the viaduct.

Several major cities have chosen to remove a view-blocking viaduct or highway including Boston's Central Artery Project, Portland's Harbor Drive, San Francisco's Embarcadero, New York City's West Side Highway, Milwaukee's East Park Freeway, Pittsburgh's Allegheny Riverfront Park. It's also been done internationally: Dusseldorf, Germany, Oslo, Norway and Cardiff, Wales.

According to a 1995 study by the University of Washington and the Washington State Department of Transportation should Seattle experience a 7.5 quake, "...the likelihood of foundation pile plunging up to five feet during a seismic event." In addition, "... liquefiable soil requires stabilization to prevent lateral displacement associated with seawall failure" and "...the consequences of column shear failure make the retrofit of the columns the highest retrofit priority".

Immediate safety concerns:

- Replacement of south spans
- Stabilization of liquefiable soils
- Structural retrofits
- Double deck connections
- Single columns at ramps
- Outrigger columns
- Utility Relocation/Replacement

TOTAL SEISMIC RETROFIT COSTS: $343,973,000 (1996)

Should contaminated soils be encountered, total project costs would increase by $48 million, for a total of $391,973,000.

Estimated replacement in kind: $530,553,000 (1996)

Transportation Alternatives:

The viaduct doesn't carry as much traffic as many believe. On an average weekday, some 67,000 total cars travel on the viaduct (traffic count at the First Avenue South on-ramp). Note: an average freeway lane has the capacity to carry 25,000 to 30,000 per average weekday. The majority of the viaduct's traffic could be accommodated with two new freeway lanes.

Second deck on Interstate 5: The Cascadia Project has stated that six new lanes could add a capacity of over 150,000 cars per day. In addition to solving the problem of viaduct traffic, downtown congestion could be eased, the Mercer mess could be relieved and freight mobility improved.

Tunnel option: In 1994, the Seattle Transportation Group proposed a four-phase plan that would result in tunnels under the waterfront and/or under First and Second Avenues replacing the Alaskan Way Viaduct.

West Seattle to downtown Seattle ferry: By resolving the "park and ride" situation the ferry could become a pleasant and viable alternative to the Spokane Street Viaduct. Further utilization of the in-progress light rail system and Sound Transit expansion is a possibility.

Potential Improvements to the Waterfront

A safe, planned removal of the viaduct would result in improved waterfront views from all urban vantage points, more usable in-city land on which to create waterfront parks and open space, as well as new residential and business development. Property values and tax revenue from development would increase— just as the downtown noise and air pollution would decrease.

David Spiker, Architect

Row houses/townhouses: A new type of housing for Seattle but an old type of housing throughout the rest of the world.

There is a lot of land available for redevelopment and housing in Seattle.

Rowhouses can be built in clusters or two, three, four or ten at a time. Row housing defines the urban street in most traditional cities. Row houses create and define open space. Row housing is a narrow form of housing relative to the size of the street. Allows a large amount of private open space to be developed within the block.

Cities require ground: the condition of normative buildings filling the body of the block, the essential component of the city. A true city has a lot of background building - the stuff of urbanity. Background buildings form the defining edges of streets and open spaces and create the geometry of the public zones that are the ultimate highpoints of urban life.

The condition of serial building, of creating continuous and repetitive building units that are equivalent and additive, is fundamentally different from the stand-alone nature of much American architecture, including the architecture of Seattle. The rowhouse, a clear type of serial building, has, in many American cities, provided the ground of the city body and has formed the edges and the defining elements of streets and public open spaces.

Action: Better City

Action: Better City is dedicated to fostering and exploring the ideas that link Seattle and its surrounding environment, the connections of its downtown neighborhoods, and the potential for unique public spaces.

Originally established in 1968, A:BC gathered community leaders around the creation of Gasworks Park, Westlake Plaza, the preservation of Pioneer Square, and the clean-up of Lake Union. A:BC has been reborn with a new group of concerned citizens as a voice for positive change.

Four areas of “transition”: the Pike/Pine pedestrian link, the greening of Westlake Avenue, preserving the character of the International District, and exploring transit connections.

Providing inspiration and vision to the Seattle Art Museum for the Olympic Sculpture Park.

Forum Presentations

John Lemr, Architect

Proposal to reintroduce time pieces to the urban fabric of Seattle.

There are already a variety of time pieces displayed in the public realm of downtown Seattle. Clocks are located on nearly every corner in the downtown area. We often take them for granted and pass by them on a daily basis.

Inspiration for proposal came about from seeing how the Chicago cows engaged people in that city. Other examples include the New Orleans fish, and Cincinnati pigs.

According to the *Access Seattle* guidebook, Seattle has more public clocks than any other US city.

We propose to reintroduce public timepieces to the urban landscape that reflect the spirit of the new millennium. This proposal would reinforce the fabric of the downtown area with distinctive urban landmarks and draw upon a unique civic feature initiated in Seattle at the beginning of the last millennium.

There are numerous challenges. There are the logistics of planning, financing and implementing this idea. We would like to tap the expertise of sources familiar with the public planning process for advice and guidance.

Ideally, this idea would result in a supportive, enthusiastic coalition of public / private groups that would cooperatively strategize the financing and realization of the various clock designs.

Jim Page, Musician

Seattle has changed. Has it changed for the better or worse? Seattle was a much simpler place thirty years ago. Now the city is more focused on creating international companies and brands.

The city is a thing, composed of buildings, streets, rail yards, ports and airports. People live in the city. Class culture in America affects our decisions for the city. Those with power and wealth have more influence on what gets built.

Music is important to people. Music is how people talk to each other. Keep the streets open to music. Keep the streets open for people especially for those who are homeless. Living on the streets is a difficult, scary and invisible life.

The city is a thing and not a person. Buildings won't last nearly as long as the Grand Canyon but the people and the music will endure. **We must listen and understand who we are, where we came from, and get an idea about where we're going.**

Alex Steffen, Allied Arts

This is an amazing time in Seattle. Things are changing and the velocity is increasing. There are the major projects like the central library, the civic center, and the aquarium. Then there are the citywide projects like light rail, neighborhood planning, the proposed parks bond, and community centers. Terrific new ideas and some old ideas are being reborn.

Much energy going into thinking about what we can do, what we have, and what's coming up. We should also think about what's missing and what's going away.

Jules Maes Restaurant and Bar in Georgetown just closed its doors before the Forum. The former speakeasy had been a combination of neighborhood bar and hot spot for alternative nightlife.

One of the challenges as we redesign the city, knit the urban fabric of downtown, transform neighborhoods and develop light rail is: how do we dirty things back up? How do we make things feel real again?

How do we plan for the unexpected? How do we plan for things that are new and different but yet have a kind of edgy feel to them and intimate anonymity we want in a city?

Look at creating some new neighborhoods in underutilized areas of the city. Perhaps there are things we can do in these places that are interesting and energetic.

One of the challenges as we redesign the city, knit the urban fabric of downtown, transform neighborhoods and develop light rail is: how do we dirty things back up? How do we make things feel real again?

Reverse the tendency to repeat our successes in architecture and urban planning. What could we do that would be unique in the world? What could we do that would offer a different and innovative solution to the challenges we're facing? Perhaps loosen up the rules a bit for the edges or interstitial areas between neighborhoods.

Plan the arts into the city. Plan for artist residences and art centers in neighborhoods. We may potentially loose our cultural life if we leave the arts up to chance.

The pace of change is moving so quickly that we can't let the market attend to our culture. We need to make a conscientious choice that the arts are something we want to have and act on that choice.

Night life is often overlooked in urban design although it is one of the hearts that beat in the middle of the city.

Need to be innovative in retaining the arts, promoting night life, making this place a little dirty and edgy, and keeping it real.

Dan Williams, Landscape Architect

Potlatch Trail: connecting and sharing, location

Potlatch Trail has both regional and local presence.

How do we make our streets livable for salmon?

Social and economic relationships, art, history, spirituality, and the world view of the Northwest Coast people were expressed through the Potlatch, a feast of theatrical performance, a giving of wealth, and a confirmation of status.

The objective is how to look at community, economic and environmental concerns and design the connections between these.

The physical environment is the most incredible part of where we live. Our urban patterns are not connecting with the physical environment; our urban settlements are not sustainable. We need to design sustainable communities to work as an organism.

The connection between Lake Union and Elliot Bay: What's important about this area is the watershed. Historically, this area provided the native people with a connection between fresh and salt waters. There is considerable belief that the original Potlatch Trail existed in nearly the same location as Broad Street. This was a place where the saltwater tribe and the freshwater tribe came together to share ideas, information, and food sources.

Look at creating an opportunity with the proposed Mercer stormwater control project. Rethinking stormwater control as an opportunity to create urban streams and forests. Develop creative ways of utilizing stormwater in the environment and then pass on money savings for open space acquisition.

Need to solve multiple problems simultaneously, weave social, economic, and environmental problems and have each area do its part, and establish a common vision.

Team 11

A 9.2 acre model project extending the full length of the central waterfront, reflective of the spirit and principles of the spirited and principled people (past, present and future) of Seattle and the region.

The model project will be:

Part of a continuous open space system from Smith Cove to Spokane Street Park to the Duwamish. It will be designed and allowed to be:

Contextual
Inspiring
Meaningful

It will be steeped in the environmental values that are the underpinning and inspiration of the region, revealing the natural systems and the cultural heritage of this place at the water's edge. It will have green infrastructure, green streets, green buildings and will convey that "whatever we do to the web of life, we do to ourselves."

It will have housing as its life blood, predominantly low-income ownership housing; committing to the generous and equitable spirit of our city. They will be designed and allowed to become:

Contextual
Inspiring
Meaningful

The project will have development and openings that connect the urban neighborhoods right down to the water's edge: Belltown, the Pike Place Market, Center City, Pioneer Square, SODO. More importantly it will reestablish an intimate daily relationship of city people to the water.

It will support omni-modal movement, north-south and east-west, up and down. Trains, commuter rail, the waterfront trolley, bikes, strollers, wheel chairs, joggers, pedestrians…cars and delivery trucks, skateboarders and messengers.

It will support small, local business incubators with special support for residential services and water dependent uses.

It will resist touristic development, committing to a real, working residential urban neighborhood (and they will come anyway…).

It will require the preservation of, if not all the structures, certainly the locations, forms and rhythm of the historic piers – it will preserve collective memories.

It will have automated public toilets (with advertising), 2% for art, music in the street…and no coffee to go!

It will begin with the DE-CONSTRUCTION of the Viaduct. We ask you to approach this move openly, creatively, considering the range of ideas from demolition to adaptive re-use. Imagine, for example, a 2-way mixed bike/car corridor slowly moving people on one level and a top-deck hovering park deconstructed at 19 street ends, restoring 19 view corridors, and changing a wall of cars and concrete into delicate walkways linking park to park.

We propose 3 actions to begin:

1. Information/grounding

   Multi-agency funding for traffic studies and transportation, land use, infrastructure, political and property ownership analysis.

2. Dream Building

   Local design and use competition for parts and pieces and layers of the project. “The best of the Northwest”

3. A citizen’s initiative on the ballot to validate the dream and “take back the waterfront.”

   Are you with us?

Neighborhood Plans

Representatives from Center City neighborhood planning/stewardship groups were asked to talk about their respective neighborhood plan’s vision, principles and goals for urban design and the relationship between their key strategies and recommendations and urban design for the larger Center City context. What are your key strategies and/or recommendations for connecting your neighborhood with adjacent ones? What do you think would be needed to make the plan work? The following neighborhood representatives presented at the Forum:

Tom Graff (DUCPG)
Gretchen Apgar (Belltown)
Lyn Kryzanich (Commercial Core and Denny Triangle)
Tom Im (Chinatown/ID)
Renee Tanner (Pioneer Square)
Bill Vivian (Greater Duwamish)
Jim Pullen (North Beacon Hill)
Roy Nelson (South Lake Union)
Jim Suder (Cascade)
Jim Reckers (Eastlake)
Jean Sundborg (Uptown/Queen Anne)
Jill Janow (Pike/Pine)
Rich Lang (Capitol Hill)

Brief summaries of the neighborhood plans are included in the draft *Summary of Plans and Gaps*.

city design

CONNECTIONS and PLACES

A Center City Urban Design and Implementation Strategy

Report Documentation and Design

Robert Scully
Peter Aylsworth
Christopher Collins

Department of
Design, Construction
and Land Use

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