

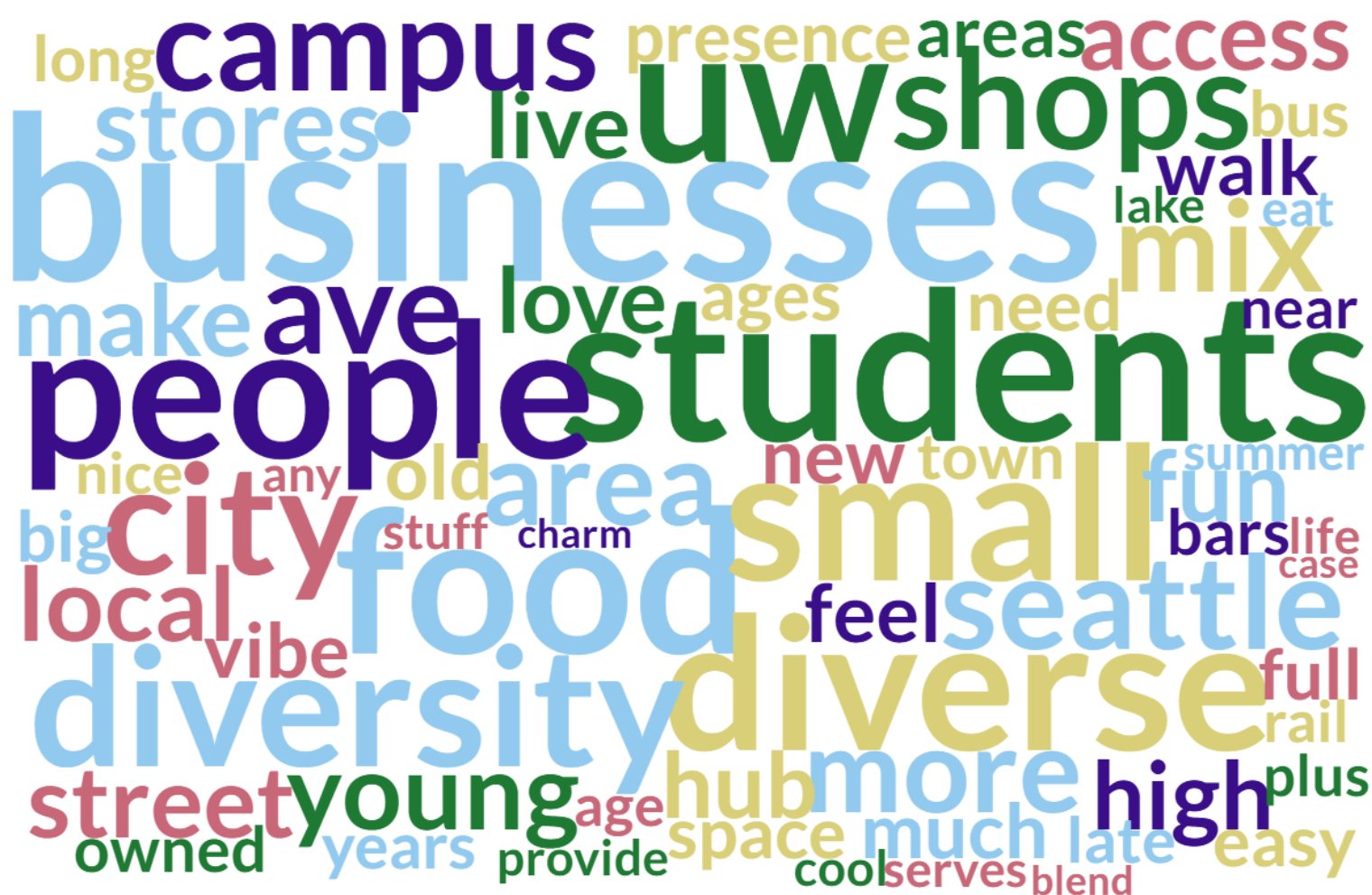


Seattle
Office of Planning &
Community Development

City of Seattle Office of Planning and Community Development

University District Regional Center Plan Phase 1

Engagement Summary: April – June 2026



Caption: A word cloud of the most common survey responses when respondents were asked what makes the U District unique.

U District Phase 1 Engagement Summary

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Executive Summary

City of Seattle's Office of Planning and Community Development (OPCD) launched community engagement for the **U District Regional Center Plan** with a survey to gather community perspectives on the neighborhood today and what they think it needs to be a great place as it grows. The survey was live from April 2 to May 18.

To promote the survey and collect supplementary feedback from a variety of audiences, the project team held a community workshop, engaged small businesses in door-to-door outreach, shared a partner toolkit with community-based organizations in the neighborhood, presented to students at a University of Washington Office of Minority Affairs & Diversity (OMA&D) Student Advisory Board meeting, distributed project information and asked about community priorities at the U District Street Fair and UW ECC Fuel 4 Finals event, and promoted engagement opportunities across social media channels. OPCD also met with U District Partnership and U District Advocates early in the process to discuss outreach approach and opportunities to partner.

How RET Workshops informed outreach

At the outset of the project, OPCD used the City's Racial Equity Toolkit (RET) to establish a set of topics perceived to be critical to explore with community members of color throughout public engagement. This list is meant to inform target audiences and engagement questions, while also being iterative throughout the planning process.

- Urban Design
- Housing
- Public Services
- Parks and Public Realm
- Transit
- Community Spaces
- Retail and Small Businesses
- Community Inclusion

Furthermore, based on internal audience identification and RET workshops, the OPCD engagement team developed the following engagement goals to reach throughout the planning process.

- Conduct inclusive outreach that provides accessible, in-language engagement opportunities and education on regional center plans, especially for individuals and communities who might not typically engage with local government.
- Engage individual stakeholders and less resourced community-based organizations (CBOs) to balance input from highly engaged and resourced organizations and institutions to encourage a diversity of voices and perspectives in the regional center plan.
- Foster community resilience by building connections – between the City and community and between stakeholders in the community – that will be sustained beyond the development of the regional center plan.

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- Partner with established CBOs with resources to amplify project awareness, increase project outreach capacity, and inform outreach tactics based on their local insight and neighborhood knowledge.
- Implement outreach that informs anti-displacement strategies in the U District Regional Center Plan.
- Prioritize outreach to small businesses, including BIPOC businesses, to understand how the plan can support their sustained presence in the neighborhood and reduce barriers to engagement.
- Broaden outreach to include those who do not live in or visit U District to understand potential barriers to living and visiting the neighborhood.

Over the course of the engagement period, OPCD made efforts to engage audiences identified through the RET workshops, including:

- BIPOC students, who were engaged through a briefing to the UW Office of Minority Affairs & Diversity Student Advisory Board, as well as a pop-up at UW's Ethnic Cultural Center, with over 60 students providing feedback.
 - OPCD also shared an outreach toolkit to amplify the opportunity to provide feedback to the UW Chinese Student Association, Latine Student Union, and Latinx Faculty and Staff Association.
- BIPOC-owned small businesses, who were engaged through door-to-door outreach, accompanied by interpreters as needed, with 28 businesses reached.
- Visitors and folks no longer living in U District, who were engaged through the U District Street Fair pop-up. The largest percentage of survey respondents identified as "visitors."

Phase 2 of outreach will include focus groups with the intention of reaching additional groups identified as priorities through the RET workshops, including

- Service providers and places of worship
- Arts & Culture businesses and organizations
- Follow-up conversations with businesses or students

Key feedback themes

Based on input received across engagement tactics and audiences, the following were consistent themes.

- **Small businesses serve both residents and visitors, and they are critical to the identity of the neighborhood.** The variety of small businesses was the most named feature that makes the U District unique and more than 51% of survey respondents believe the U District needs more small businesses as it grows. At the community workshop, "support for small businesses," was the third most selected priority for attendees. "Affordable places to eat and gather," was the highest priority for booth visitors at the U District Street Fair. When talking with business owners, the following issues were frequently mentioned:



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- **Owners connect the high concentration of people experiencing homelessness in the neighborhood with increased crime.**
 - **Nearly all owners OPCD spoke with reported instances of vandalism, theft, or break-ins.** This impacts patronage of their businesses and maintenance costs.
 - **Long-term vacancies erode quality of public space.**
 - **Local businesses are seeking smaller, affordable spaces.**
 - **Waste management challenges** result in increased operating costs. The abundance of restaurants especially results in large volumes of trash in the adjacent alleyways.
 - **Balancing curb use is critical for businesses.** Many owners emphasized the importance of delivery zones and parking for out-of-neighborhood visitors.
- **Addressing public safety concerns is a top priority for all neighborhood audiences.**
Survey respondents listed public safety as the U District's top challenge three times more often than the next challenge. Conversations with attendees at the Community Workshop and U District Street Fair acknowledged the need to balance empathy and safety as they navigate the neighborhood.
- **UW is a cherished institution, and many people connect the neighborhood's vibrancy to the presence of students.** Residents appreciate the programming and cultural venues, like the Burke Museum and the Henry Art Gallery.
- **The cost of housing is increasing**, which puts pressure on low-income populations and students. "Housing affordability for low-income populations," was the second highest priority for U District Street Fair booth visitors. When asked why they moved away from the U District, more than 50% of survey respondents reported that they couldn't find the type of housing they were looking for or the cost of housing was too expensive. Respondents of the survey who identified as BIPOC, low-income (below \$100,000 annually) and renters shared a perception that new housing development on University Way NE ("the Ave") prioritized students versus neighborhood residents and were interested in affordable, multi-family options located in the core of the U District.
- **Safety improvements for people walking, biking, and rolling are needed to increase neighborhood navigability and accessibility.** The light rail and extensive bus network make the central areas of the U District well-connected to the regional system, but first- and last-mile travelers are looking for more sidewalks (150 survey respondents) and protected bike lanes and greenways (130 survey respondents) to navigate east and west.
- **Audiences want more parks and open space for communities to gather.** Nearly 50% of survey respondents believed that there are not enough parks in the U District but are careful to note that they struggle to feel safe in existing neighborhood parks where people experiencing homelessness gather and drugs are frequently exchanged or used. Many people mentioned the need for additional public restrooms specifically.
- **The U District has a strong sense of community and alignment on key issues.** The engagement team heard consistent priorities at the Community Workshop, pop-ups, and through the survey.

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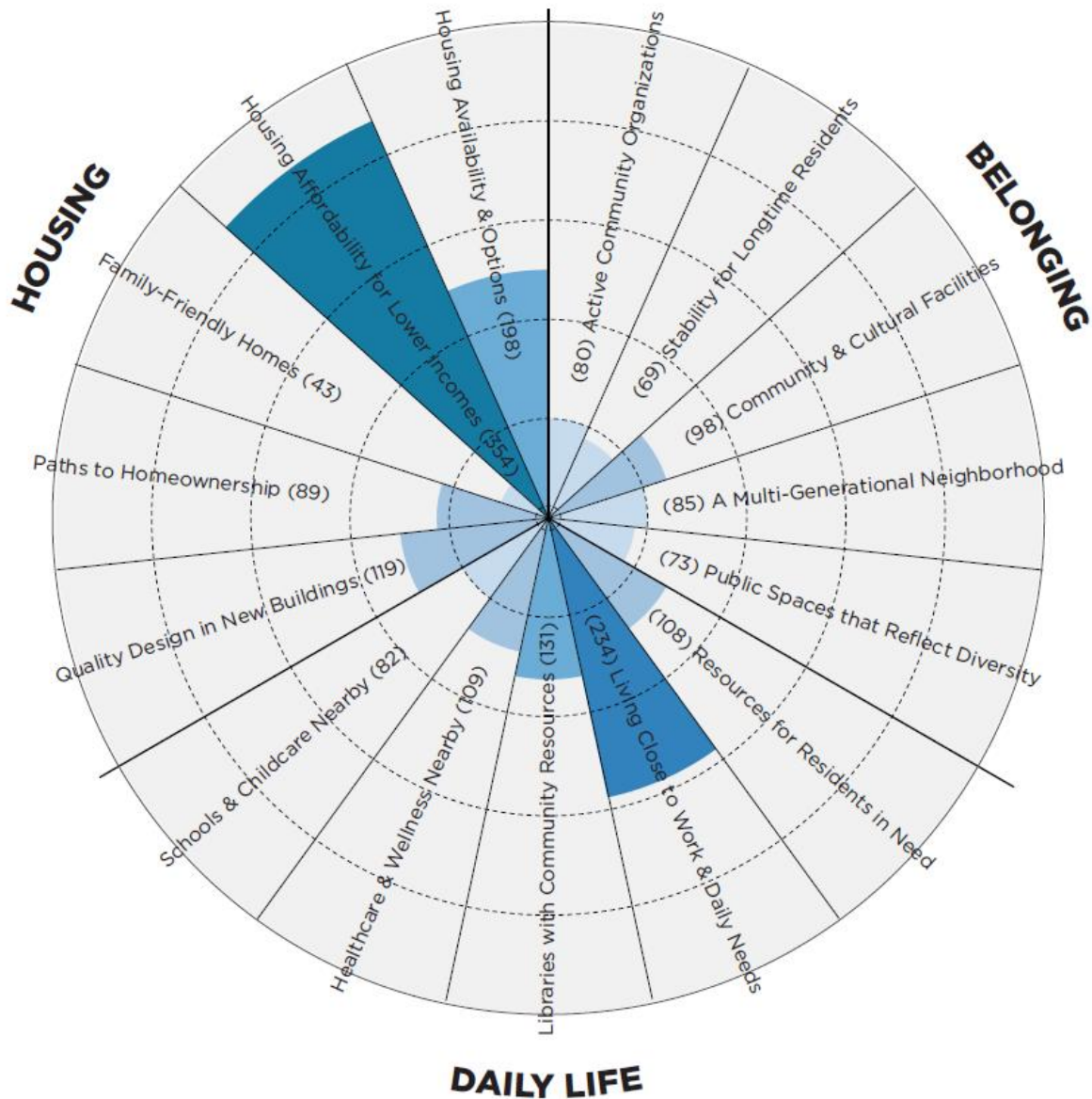
Members of the public shared their priorities for the U District in the next 20 years via “Priority Wheel” dot exercises over the course of the engagement period. Attendees were given three stickers for each activity board that they used to vote for their priorities. The most important categories to participants were:

- Affordable Places to Eat & Gather (390)
- Housing Affordability for Lower Incomes (354)
- Reliable, Frequent Transit (305)
- Pleasant, Walkable Streets (298)
- Feeling Secure in the Neighborhood (257)
- More Trees & Greener Streets (255)
- An Active Neighborhood Day & Night (248)
- Parks & Access to Nature (246)
- Living Close to Work & Daily Needs (234)

Aggregated results from the Priority Wheel dot exercises throughout the engagement period were quantified and incorporated into the following diagrams:

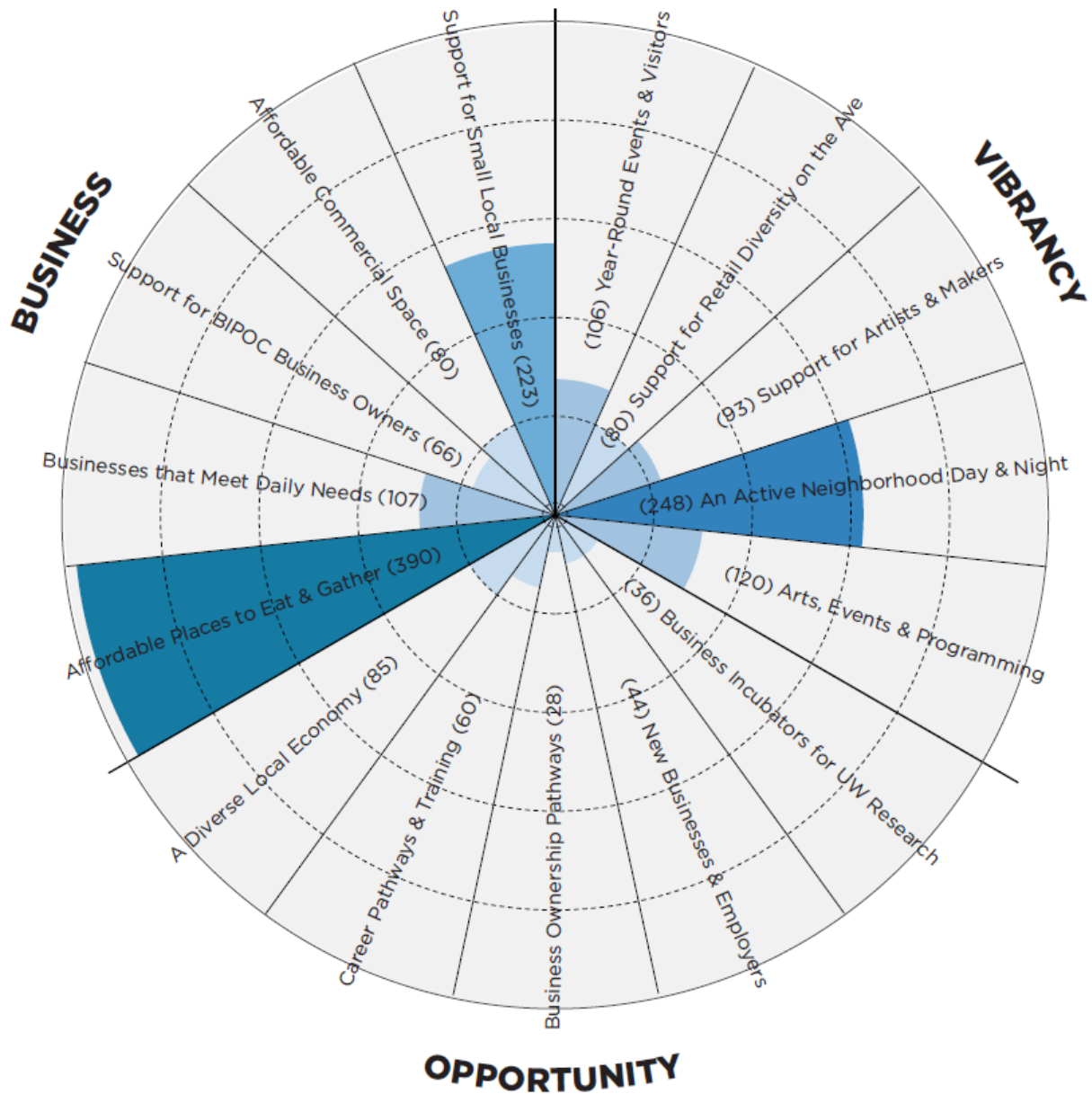
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“Priority Wheel” Dot Exercise Results



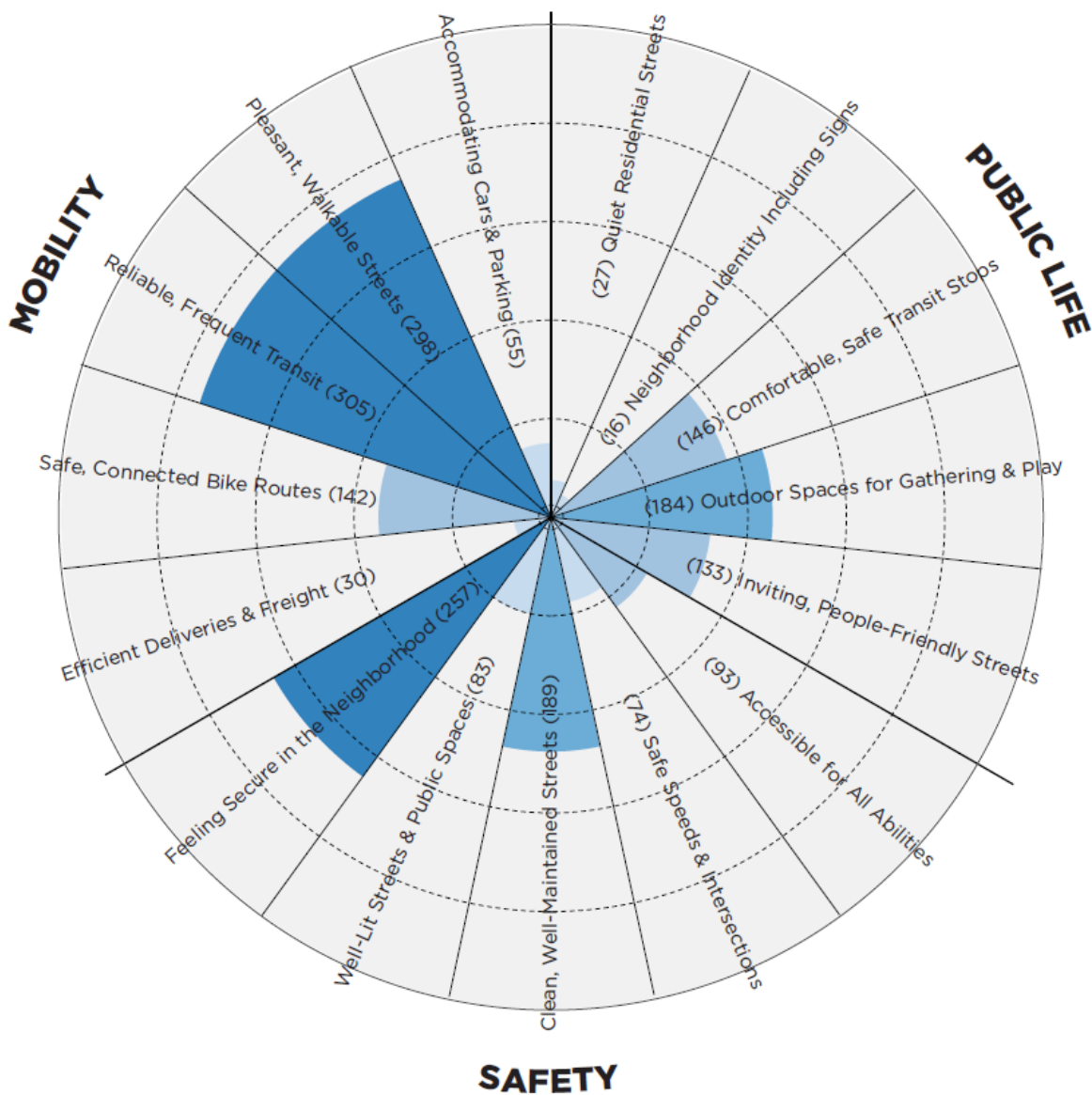
Caption: A priority wheel chart showing the intersection of housing, belonging, and daily life.

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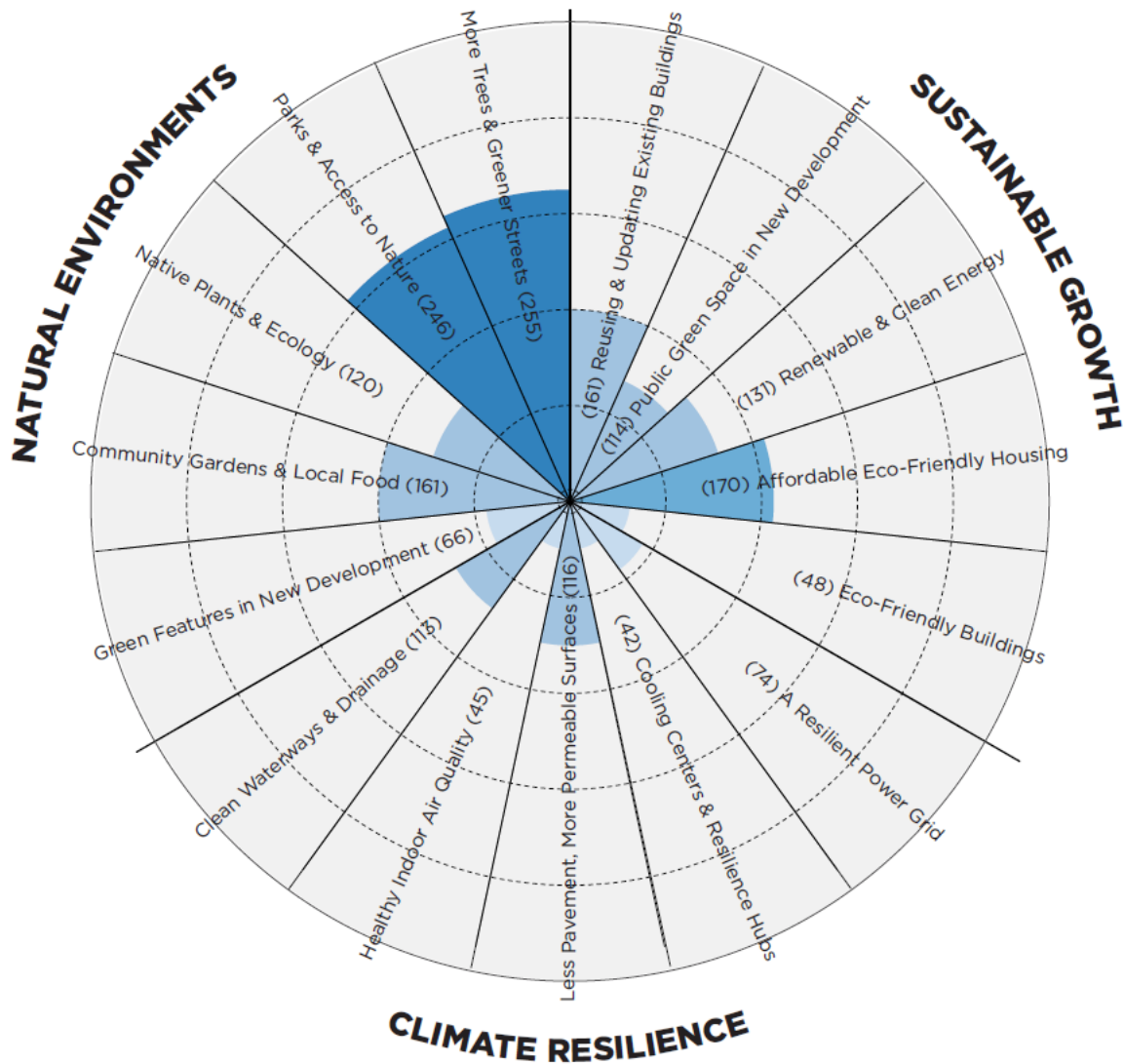
Caption: A priority wheel chart showing the intersection of vibrancy, business, and opportunity.

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Caption: A priority wheel chart showing the intersection of mobility, public life, and safety.

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Caption: A priority wheel chart showing the intersection of natural environments, sustainable growth, and climate resilience.

Map-based survey

Overview

Between April 2 and May 18, 2026, an interactive map survey was live to capture input from people who live, work, visit, play, worship, and recreate in the U District neighborhood. The survey was available in English, Chinese, and Spanish and was promoted through the communication methods detailed in the next section. Goals of the survey included introducing the project with an opportunity to provide input, gathering input to support OPCD's understanding of existing conditions, and providing a demographic baseline to inform future engagement with audiences who were underrepresented in responses.

A total of 480 people responded to the survey to share their experiences in the U District today and what they thought the neighborhood needed more of to be a great place as it grows. All questions were optional so respondent numbers may not sum to 480 for each question.

How to take the survey

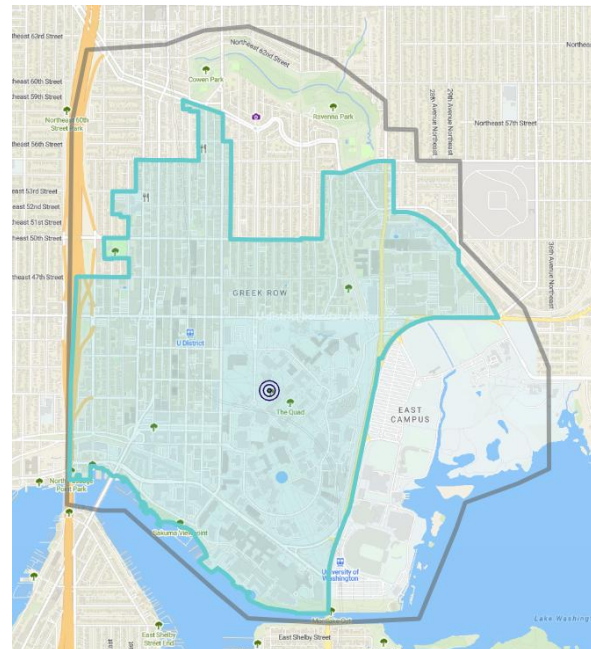
The blue outlined area is the U District Regional Center boundary. Select a category below and place a pin anywhere inside the grey outline on the map. Then, add additional details about your feedback for that location in the pop-up window. You can add as many pins to the map as you want.

After you're done providing feedback on the map, click the right arrow to answer additional survey questions about your experience with the U District neighborhood. If you are having trouble using the map, please go to the next page.

Favorite destinations 

Places I visit most frequently 

Areas where I see opportunities for improvement 



Caption: Screenshot of online map-based survey.

Caption: Screenshot of interactive map from online survey.

Format

The first page of the survey was an interactive map (pictured above) that prompted users to drop pins in locations that responded to three categories:

1. Favorite destinations.
2. Places I visit most frequently.
3. Areas where I see opportunities for improvement.

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The next two pages provided a mix of multiple choice, open-ended, and Likert questions where respondents could share additional perspectives on existing challenges, neighborhood navigability, and important community features, among others. Survey logic tailored specific questions to respondents depending on their reported relationship to the neighborhood. The final page of the survey prompted respondents to share their identity, annual income, age, and language preferences to support the engagement team in future outreach efforts.

Who we heard from

Population	American Indian or Alaskan Native	Asian or Asian American	Black or African American	Latino/ Latina/ Latine or Hispanic	Native Hawaiian or Pacific Islander	White or Caucasian
Survey (N=327)	2.4%	15%	1.8%	7.3%	0.6%	76.8%
U District residents	1.4%	32.8%	4.7%	8.7%	0.5%	42.9%

Responses from participants who identified as White were overrepresented compared to the U District neighborhood population overall. Response rates from people who identified as American Indian or Alaskan Native and Native Hawaiian or Pacific Islander were higher than their respective shares of the U District population.

Population	Survey respondents	U District residents
Identified as Black, Indigenous, Asian, Latino/a/e, Native Hawaiian or Pacific Islander	27.1% (N=327)	48.1%
Rented	54.1% (N=133)	94%
Listed household income as \$99,999 or less	52.2% (N=303)	58%

Survey responses from BIPOC, lower income, and renting populations were underrepresented as compared to their share of the overall population in the U District Regional Center. Responses from these groups were largely consistent with the overall survey results. Differences and nuances are called out below.

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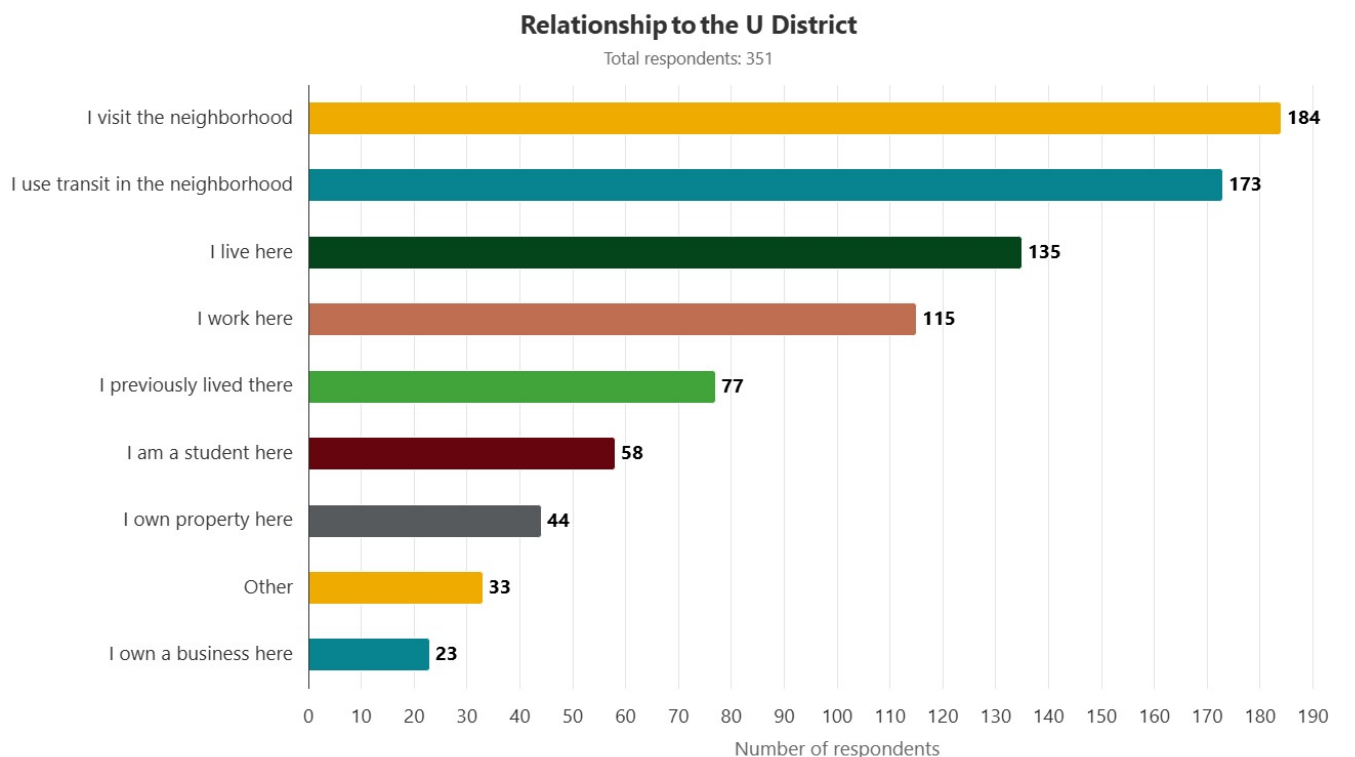


Figure 1: Survey results showing respondents relationship to U District. Top response was “I visit the neighborhood”.

Participants were asked to select all answers that describe their relationship to the U District. The majority of respondents indicated that they were visitors or transit users, accounting for about 180 and 170 responses, respectively ([Figure 1](#)).

The most common responses in the “other” category included former residents and students and those who live nearby in adjacent neighborhoods (Wallingford, Roosevelt, and Ravenna).

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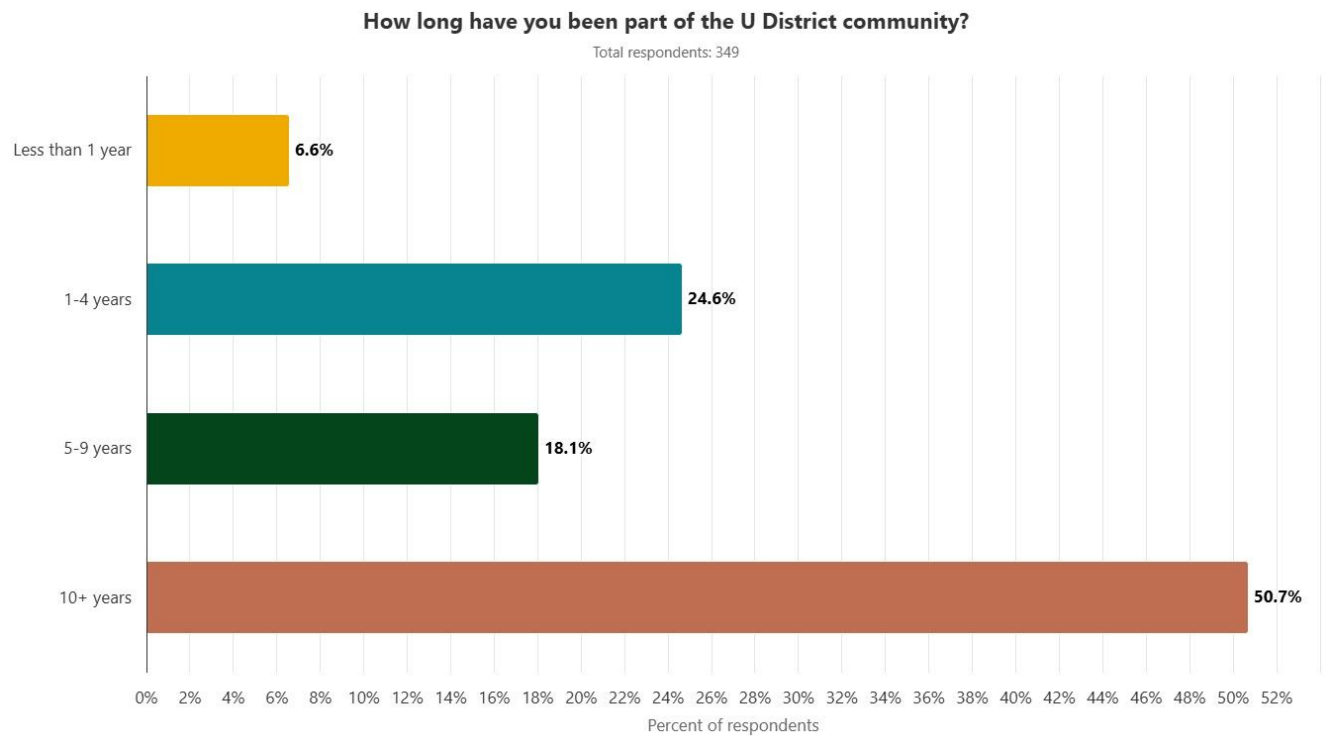


Figure 2: Survey results showing respondents tenure as part of the U District community. Top response was “10+ years”.

The majority of survey respondents have been members of the neighborhood for ten years or longer (*Figure 2*).

Approximately 330 participants decided to complete the standard demographic questions, which helped OPCD understand:

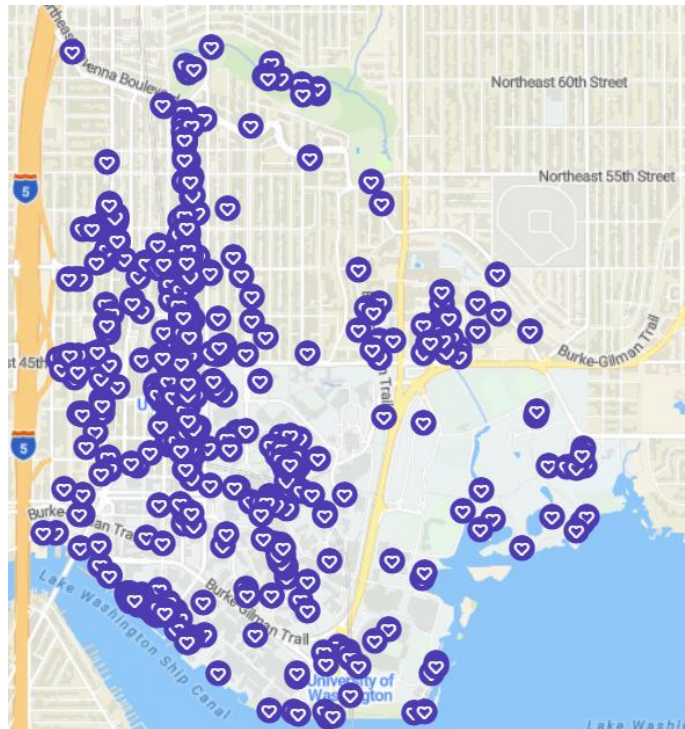
- There was an even spread of respondent ages, with a slightly higher percentage (23%) in the 30-39 bracket.
- In addition to the detail on demographic identity and income described in the tables above:
 - Approximately 6% of respondents preferred to self-describe their identity.
 - About 10% of respondents earned less than \$15,000 annually.

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What we heard

Survey participants' favorite destinations were clustered around four key neighborhood features:

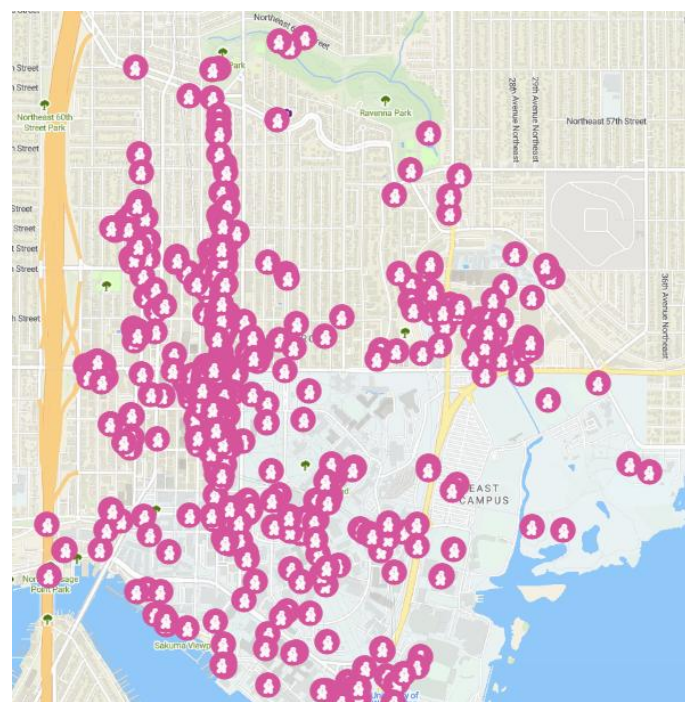
- The UW campus, including specific buildings and favorite cherry blossom viewing spots.
- Beloved businesses and cultural spaces on University Way NE, Roosevelt Way NE, NE 45th St, NE 50th St, and University Village.
- Green spaces and trails, especially Fritz Hedges Waterway Park, the Burke Gilman Trail, Cowen Park, and Ravenna Park.
- Community centers and gathering spots, like UHeights and the University Branch of the library.



Caption: Reported favorite destinations from online survey.

Many of the places respondents visited most frequently were also their favorite destinations. Frequently visited locations that were not included as favorite destinations included:

- UW Medical Center, both as employees and patients.
- Grocery stores—the Trader Joe's on Roosevelt Way NE and the QFC in University Village.
- Transit hubs, including the U District Light Rail Station on NE 43rd St, bus bays between University Way NE and Brooklyn Ave NE, and the bus stop on NE 45th St.
- Places of worship, like the University Congregational Church.



Caption: Respondents' most visited places from online survey.

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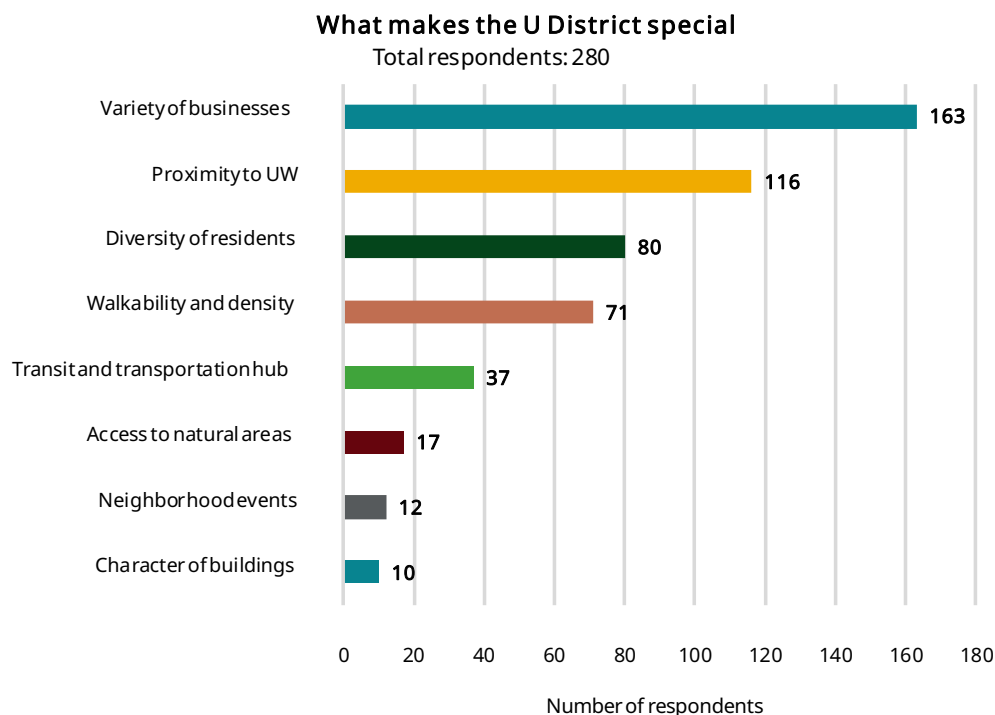


Figure 3: Survey results showing respondents answers to "what makes the U District so special?" Top result is "variety of businesses".

"The U District is defined by its small business culture -- walking up and down the main blocks of the Ave is what made me fall in love and decide to move here. It's also nice that everything I could possibly need is within a dense area, including groceries and a light rail stop."

Respondents emphasized the importance of small businesses consistently throughout the survey. The variety of businesses (163 responses) was the most frequently mentioned element that makes the U District neighborhood special ([Figure 3](#)). Nineteen percent of these responses (53 responses) referenced the variety of restaurants specifically. The U District's businesses are a huge draw for visitors—92% of respondents who

classified themselves as visitors of the U District go to the neighborhood to visit businesses and restaurants. In another question where participants were asked to rate their agreement with the statement, "I think the U District is a good place for small business to thrive," more than 50% of respondents agreed or strongly agreed.

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“I think the U District is the most important neighborhood in Seattle. It's where so many international visitors and new residents first get introduced to the city, and it's able to support a more dynamic and exciting range of small businesses and cultural spaces than any other neighborhood in the city.”

Proximity to UW also contributes to the uniqueness of the neighborhood—respondents particularly enjoy the vibrancy students bring and connect the diversity of residents to the student demographic (*Figure 3*). Participants also recognized that the variety of businesses and cheaper-than-average food options are tied directly to the constant stream of students. Respondents cited the walkability and density of the U District, aided by the light rail and bus network, as a core contributor to the neighborhood’s vibrancy. Several comments reflected that the U District functions like “a city within a city,” where businesses and services are clustered together for convenience.

Access to natural areas, the abundance of neighborhood events and programming (e.g., U District Street Fair, the Cherry Blossom Festival, and the U District Farmers Market), and the character of the buildings were also important to participants today.

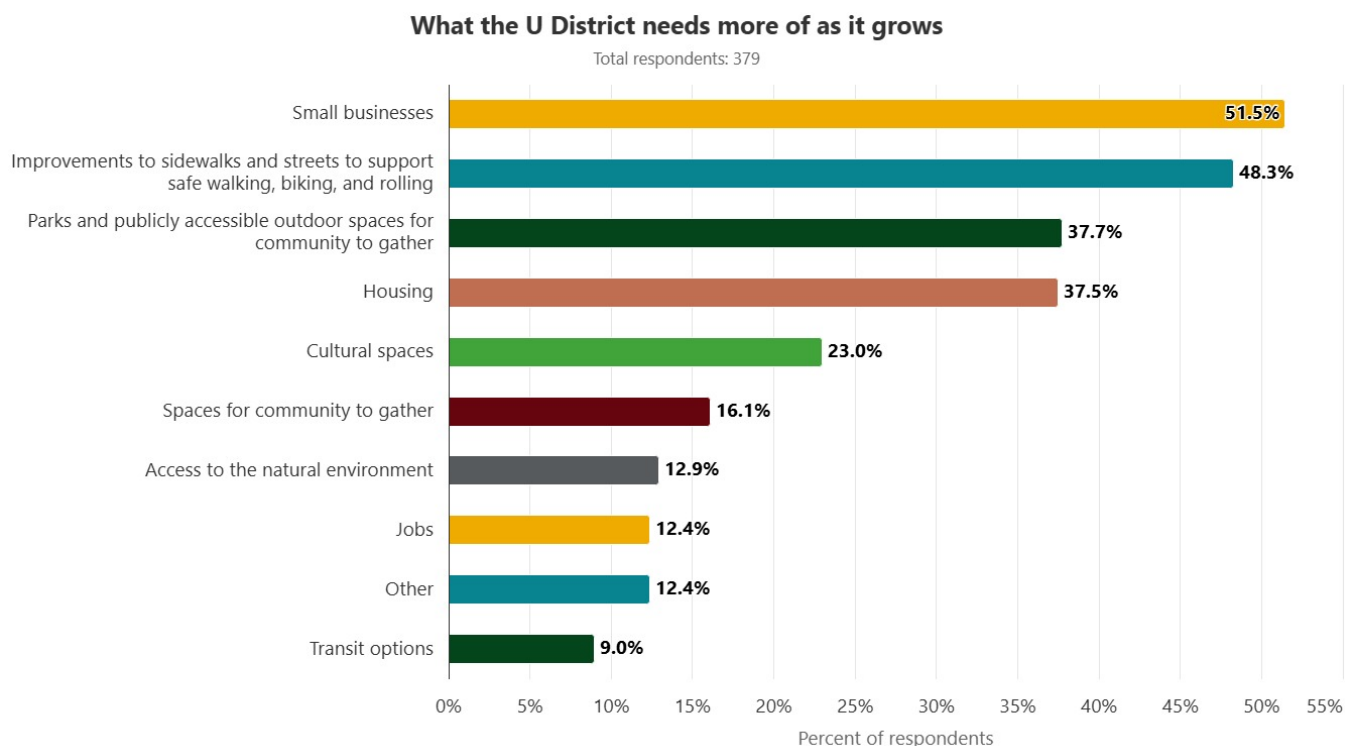


Figure 4: Survey results showing respondents answers to "what the U District needs more of as it grows?" Top result is "small businesses".

Almost 52% of 379 respondents want to see more small businesses in the U District as it grows (*Figure 4*). This priority was consistent across all demographics, including length of time respondents have been a part of the U District community.

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Improvements to the right-of-way that support walking, biking, and rolling were the second most important category for respondents. The following were the most frequently selected options when participants were prompted to choose the top three things that would make it easier and safer for them to get around the neighborhood:

1. Sidewalks, trails and pathways (43% of respondents).
2. Protected bike lanes, bike trails, and greenways (37%).
3. Street lighting (31%).
4. Trees or plants (30%).

Survey participants who identified as BIPOC believed the U District needs more transit options (nearly 15% of respondents) compared to the 9% of aggregated survey respondents who selected this option (*Figure 4*). Additionally, BIPOC survey participants were almost half as likely to select “trees or plants” as something that would make it easier and safer to get around the neighborhood and were more interested in additional seating (23% of BIPOC respondents) and strategies to slow down car speeds (19%) in addition to the top three tactics listed above.

Rate agreement: I feel the U District has the right amount of parks and publicly accessible outdoor spaces.

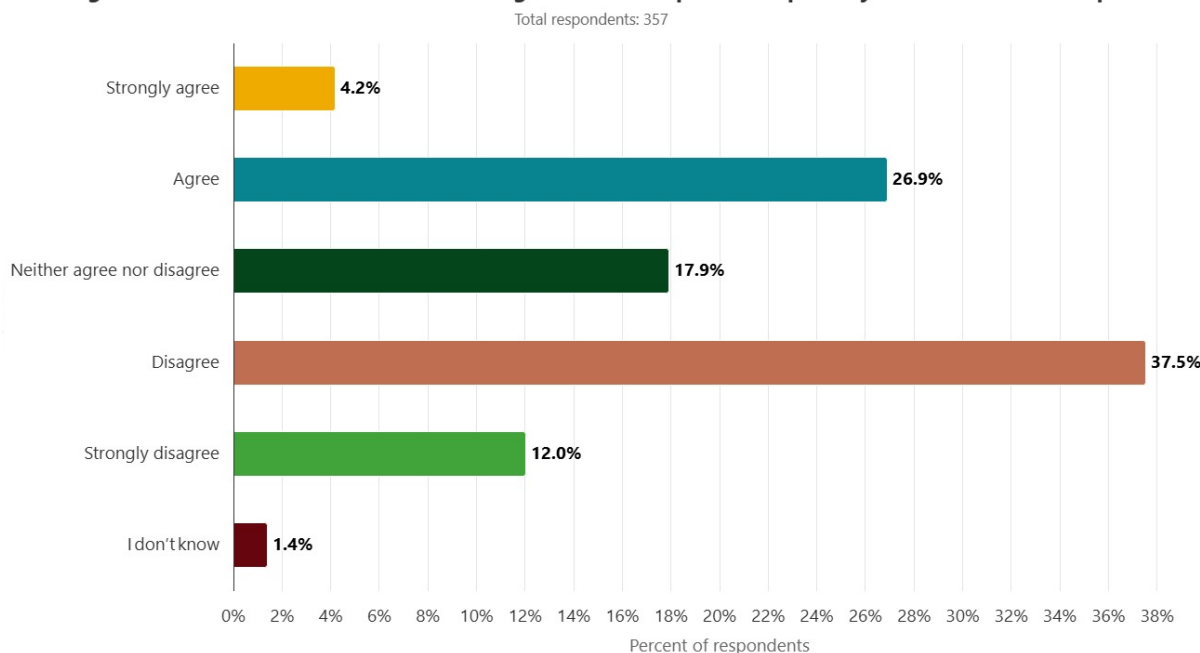


Figure 5: Survey results showing respondents opinions on the amount of parks and publicly accessible outdoor spaces in the U District.

Almost 38% of respondents want to see more parks and accessible outdoor spaces in the U District as it grows. Nearly half of participants disagreed or strongly disagreed with the statement that “the U District has the right amount of parks and publicly accessible outdoor spaces” compared to 31% who agreed or strongly agreed (*Figure 5*). In open-ended responses reflecting on challenges the U District neighborhood experiences, respondents reported a need for parks and

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publicly accessible spaces to be welcoming for all residents and visitors, noting concerns about crime and unsafe activities in existing public spaces.

BIPOC, renters, and low-income respondents were more likely to select “spaces for community to gather” as a priority—21% compared to 16% of all survey respondents (*Figure 4*). It is likely that family friendly gathering spaces are important to this audience—BIPOC respondents were almost 10% more likely than overall survey respondents to select childcare and school as the primary reason for visiting the U District (23% and 14%, respectively).

“I want to say we need more public spaces, but they tend to be taken over by unhoused folks so if more community spaces are added they need to be able to be maintained and kept clean and not just installed.”

About 38% of respondents reported a need for more housing (*Figure 4*). Respondents who have been part of the U District community for less than a year were nearly twice as likely to indicate a need for more housing than participants who have been part of the community for 10+ years. Participants aged 18-24 and 25-29 were also more likely to select housing as something they want to see more of in the U District—53% and 67%, respectively—compared to older respondents. In another question shown to participants who indicated they used to live in the U District, 24% reported they left because the cost of housing was too expensive and 28% shared they couldn’t find the type of housing they were looking for in the U District.

Respondents selected access to the natural environment, jobs, and the “other” category with almost the same frequency (*Figure 4*). The most common responses in the “other” category were increased public safety efforts and services for the unhoused populations, waste management services and public restrooms to improve neighborhood cleanliness, and additional parking to support residents and visitors.

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Biggest challenges facing the U District

Total respondents: 352

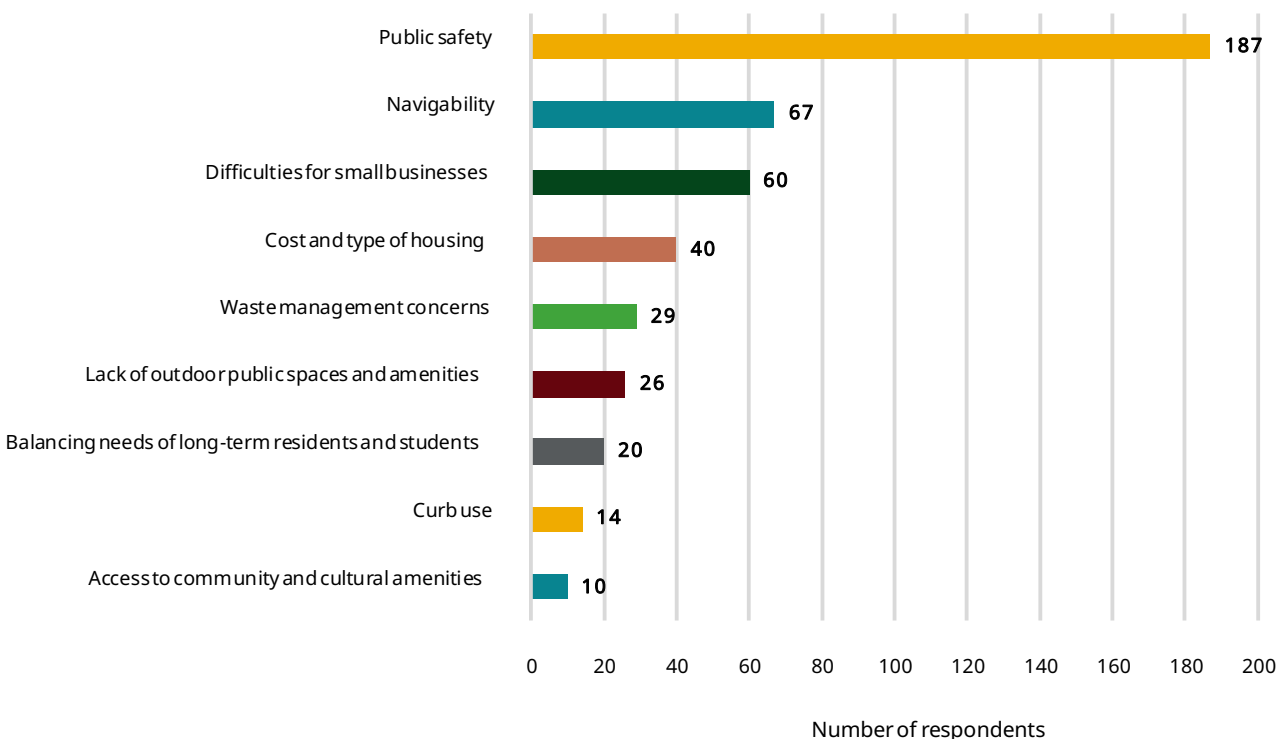


Figure 6: Survey results showing respondents opinions about the biggest challenges facing the U District. “Public safety” is the top result.

Of the 352 people who shared their perspectives about the biggest challenge facing the U District, 53% (187 responses) referenced public safety as their top concern (*Figure 6*). Responses primarily cited uncomfortable interactions with people experiencing homelessness as well as observing drug use and drug dealing, vandalism, and theft. Personal safety was the most important factor to respondents when choosing how they travel and move around the U District with more than 60% of the 354 respondents selecting this option.

“Customers outside of the neighborhood regularly express that they are less likely to visit businesses in the neighborhood due to safety concerns and customers in the neighborhood are hesitant to visit businesses on certain blocks...or after it starts to get darker. We have to reduce our hours in the Fall/Winter because people are too scared to visit our block after dark. As a business we see theft, fights, drug use in our space on an almost daily basis. We struggle to attract customers and retain employees.”

Navigability of the neighborhood was also cited as a challenge (*Figure 6*). Responses were split between reported difficulties with car-centric infrastructure and the perspective that parking is important to residents, visitors, and businesses and a balanced approach to curb use is necessary. Three low-income respondents reported difficulty using disabled parking spots due to unauthorized vehicles and delivery drivers using these spots when University Way NE is busy.

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Several responses reflected that locating transit in the center of the neighborhood makes east/west connections more difficult to access.

“Gentrification and rising rents, both residential and commercial [are the biggest challenges facing the U District] — businesses are getting priced out, big storefronts are sitting empty, and massive apartment buildings full of expensive units are making it hard to find somewhere affordable to live. In addition, rising costs have forced lots of institutions (Grand Illusion, the Varsity, etc.) to close.”

Public safety is a concern for small businesses in the area. Sixty respondents, including customers and business owners, reported public safety concerns, crime, vacancies and high turnover as difficulties facing the small business community (*Figure 6*).

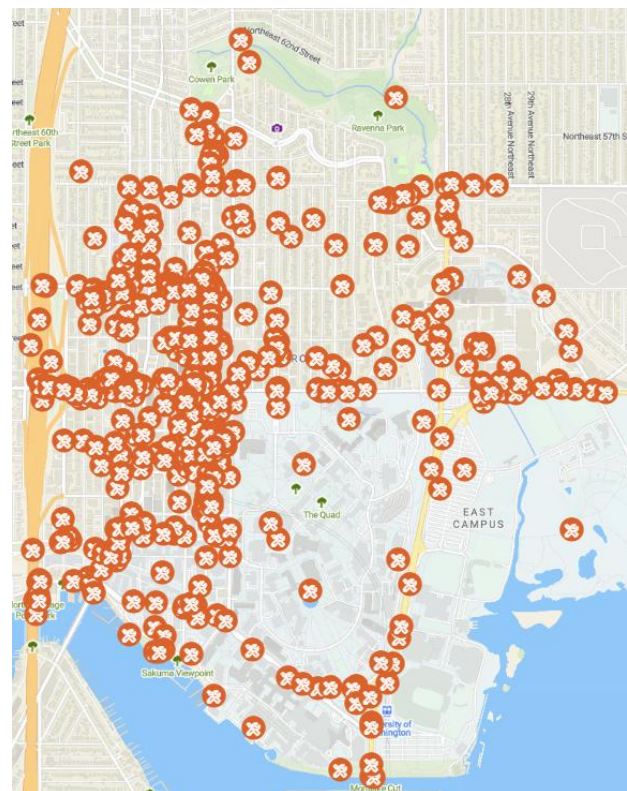
The high cost of housing and a lack of variety of housing types were mentioned as major challenges by 14% of respondents (*Figure 6*). This is related directly to the desire to balance the needs of students and long-term residents

shared in twenty comments—survey participants want to see a mix of housing options that serve both families and students.

Twenty-nine respondents reported challenges with waste management and issues with the neighborhood feeling dirty (*Figure 6*). Participants shared that the Ave and adjacent alleyways are frequently littered with trash and human waste. This is connected to feedback about public spaces and amenities. Public bathrooms were the most frequently requested amenity by the 26 respondents who referenced this challenge in their comments.

On the interactive map, respondents identified locations where these specific challenges are most prevalent, including:

- Areas where open drug use is frequently observed, especially near the 7-Eleven on NE 47th St, University Playground, UHeights parking lot, north of NE 47th St in the vacant lots, and the Ave.
- Locations where more affordable housing would be beneficial, including on the Ave, Brooklyn Ave NE, between NE 45th St and NE 47th St to the east of



Caption: Places that online survey respondents indicated had opportunities for improvement.



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Roosevelt Way NE, and empty lots on NE 55th St and NE 56th St.

- Respondents who identified as BIPOC, low-income and renters shared a sentiment that development along the Ave prioritized housing for students versus neighborhood residents and requested more affordable, multi-family options.
- Suggestions for how to make the Ave more inviting, especially increased lighting, more frequent police or security presence, better trash and human waste management, removing cars and adding pedestrian-only zones, and including more affordable spaces for local businesses and artists.
- Locations where the experience for people walking, biking, and rolling is confusing or unappealing, especially:
 - Along NE 50th St where cars travel at high speeds
 - Along NE 45th St where several respondents requested bike lanes
 - Intersections:
 - NE 45th St and Roosevelt Way NE
 - NE 55th St and Ravenna Ave NE
 - Eastlake Ave NE and NE 40th St
 - NE Campus Pkwy and Roosevelt Ave NE

Communications

Overview

To amplify the opportunity for people to complete the survey and attend the community workshop, OPCD offered the following digital and physical communications while the survey was live from April 2 to May 18:

- **Social media posts** (3 on Instagram, 2 on BlueSky, 1 on Facebook, and 1 on LinkedIn).
 - The first Instagram post was promoted as an ad and seen by more than 14,000 people.
- The **OPCD newsletter**, distributed on April 16.
- A **digital outreach toolkit**, shared with 28 recipients representing community groups, local publications, churches, and UW associations.
- A **poster** with QR code links to the survey distributed to businesses during door-to-door engagement.

Impressions

The engagement team created unique tracking links for the above communications to understand which links had the most amount of traffic to the survey. The most clicks came from community partners sharing the outreach toolkit (282 clicks), with the largest number of clicks coming from the U District Advocates digital newsletter shared on April 22, 2026.

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Tracking link	Number of clicks
Social (across all platforms)	104
Newsletter	58
Digital outreach toolkit	282
Poster – QR code scans	- Chinese – 15 - Spanish – 23 - English – 81

Additional information on impressions and click-through rates can be found in the Appendix.

Stakeholder briefings

UW Office of Minority Affairs & Diversity Student Advisory Board

In April of 2026, in partnership with the University District Partnership, OPCD staff attended a regular meeting of the Office of Minority Affairs & Diversity (OMA&D) Student Advisory Board to build awareness of the U District plan among leaders from registered student organizations. After introducing the function of the plan, OPCD staff shared links to the public survey, information about future events related to the plan, and business cards for board members to disseminate among their respective organizations. Staff also fielded questions about the plan and heard some board members' input about the neighborhood's long-term needs.

Business outreach

Overview

OPCD sought to meaningfully engage BIPOC small businesses in the U District who historically have not been able to engage with the City's local planning efforts. We worked closely with the U District Partnership (UDP) to identify BIPOC small business owners with barriers to engagement, such as language barriers, being owners and operators of their business and therefore having limited time, and/or not feeling comfortable to participate in more traditional or formal engagement efforts. To eliminate barriers to participation, the engagement team visited businesses in-person, rather than asking busy business owners to attend meetings. In collaboration with UDP, OPCD developed a list of priority businesses to connect with across three door-to-door visits.

Format

Engagement staff and UDP staff partnered to conduct door-to-door visits to businesses on three separate occasions:

- Engagement staff with UDP staff on Tuesday, April 21 from 3 PM – 5 PM
- Engagement staff with a Thai interpreter on Tuesday, May 19 from 3 PM – 5 PM
- Engagement staff with UDP staff on Wednesday, May 26 from 3:30 to 5:30 PM

On these visits, staff connected with business owners, managers and employees, accomplishing these objectives:

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- Engagement staff with UDP staff on Wednesday, May 26 from 3:30 to 5:30 PM

On these visits, staff connected with business owners, managers and employees, accomplishing these objectives:

- Provided information on the Regional Center Plan process
- Left behind factsheets in English, Spanish, and Chinese when owners/managers were not available and/or when businesses were too busy to talk with staff; language of factsheet was decided by the business based on their needs
- Asked about language needs to later return with an interpreter
- Allowed businesses to share their experiences working/owning a business in the neighborhood directly with project staff
- Distributed and placed posters in businesses to promote engagement in the Regional Center Plan
- Gathered contact information to later support focus group recruitment, provide updates, and inform them of additional engagement opportunities.

What we heard

Engagement staff connected with 28 different businesses including restaurants, tea shops, coffee shops, retail shops, bookstores, a gym, and a print shop. Staff returned to multiple businesses a second or third time in attempts to also connect with the owner after having connected with an employee. Staff connected with 9 business owners. While conversations varied by business, some key themes emerged from the door-to-door visits.

- **Multiple owners, managers, and employees shared experiences related to people experiencing homelessness and their impact on businesses in the neighborhood. (Seven out of ten businesses at which staff had longer conversations.)**
 - Vandalism and damage to storefronts result in costs to businesses to address/repair, and multiple businesses put off repairs due to experiencing repeat damage.
 - They want to support people experiencing homelessness in the neighborhood. Some businesses provide food when able to and/or connect them to resources. Businesses want to help but also need to consider the impact of allowing people experiencing homelessness into their businesses as it could make customers uncomfortable or risk their safety.
 - Businesses have positive experiences with UDP ambassadors; they support de-escalation and provide reassurance of support in challenging situations.
- **Crime and/or perceptions of the impact of crime on businesses.**
 - People who are not familiar with the neighborhood may hesitate to visit due to fears of crime.
 - Alleys tend to be used for drug use, urination, and defecation, creating safety concerns for employees who need access to dumpsters.



U District Phase 1 Engagement Summary

- Multiple businesses noted increased patrol and security in the neighborhood could help. They would like to see more support with reducing crime and vandalism, which would help businesses reduce their repair costs.
- **There are mixed opinions on pedestrianization of University Way NE (the Ave).**
 - Many businesses rely on foot traffic to bring customers in.
 - Some businesses require parking on the Ave for deliveries and pick-ups, particularly restaurants who often need more frequent deliveries.
 - Some like the idea of reducing traffic on the Ave for more pedestrian space but maintaining vehicle access and parking.
- Businesses like the neighborhood's **proximity to the UW** and the large student population; however, businesses recognize that many students do not have a lot of money to spend so having **customers visit from other neighborhoods helps business**. This issue increases in the summer when many students are away.
- **The frequency of waste management and hauling services create various challenges.**
 - Not enough pick-ups for the volume of trash in the area leads to increased trash in the neighborhood creating a perception of lack of cleanliness, which is not appealing for those visiting restaurants.
 - The high percentage of restaurants creates a lot of waste in the neighborhood. Multiple businesses use the same alley for their dumpsters which allows people to dump their trash in others' bins and dispose of items not accepted by trash haulers. This has resulted in regular increased service costs for businesses.
- **Vacant businesses and high business turnover create multiple challenges.**
 - Larger vacant spaces, such as the Target, are not suitable for smaller businesses and lead to spaces being vacant for long periods of time.
 - Vacant lots and storefronts breed more crime.
 - High business turnover can deter potential new businesses by creating the sense of an unstable market in the neighborhood. Many noted the closure of Target, pharmacies and Starbucks as examples of even larger, corporate businesses not being able to make it in the neighborhood.
 - Having more businesses and a larger variety of retail helps make the U District a destination for shopping.
 - Rent costs are high. Some businesses select locations off the Ave to save on rent costs.
- **There is a strong sense of community in the neighborhood.**
 - Some businesses have been there for 30+ years. It creates a sense of community and has allowed them to see regulars grow.
 - The diversity of businesses in the neighborhood makes it a unique place. Visitors have their pick at many options within a concentrated area.

Community Workshop

Overview

To amplify the opportunity to participate, the engagement team held a **community workshop** where **35 attendees** were able to interact with project representatives and engage in interactive activities, as well as receive assistance completing the online survey. Feedback received at the workshop will supplement survey results to inform the U District Regional Center Plan development.

Format

The workshop was held on **Thursday, April 23rd** from 6-8 PM at **UHeights Auditorium**.

- The workshop was **open-house style** to allow attendees to arrive at any time during the event.
- **Refreshments** were provided by a local, BIPOC-owned business (Chili's South Indian Cuisine).
- **Interpreters** (ASL, Spanish, Mandarin, and Cantonese) and **translated materials** (Spanish and Simplified Chinese) were available.
- The workshop was **advertised** via social media posts, a poster in local businesses, OPCD's newsletter, a partner toolkit, and as an event on the venue webpage (see appendix).

The workshop was organized into the following stations:

- A **welcome table** was set up at the space entry for attendees to sign up for email updates, grab a fact sheet, and be connected with an interpreter as needed.
- **Topic-based stations** were set up throughout the space, highlighting neighborhood facts and project context.
- Each station included an **info board and Priority Wheel activity board**. Station topics included:
 - Intro/Orientation (*fact sheets in lieu of board/activity*)
 - Housing & Community Life
 - Economy & Culture
 - Streets, Safety & Public Spaces
 - Environment & Climate Change



Caption: Workshop attendee completes online survey.



Caption: Project staff greets workshop attendees at the welcome table.



U District Phase 1 Engagement Summary

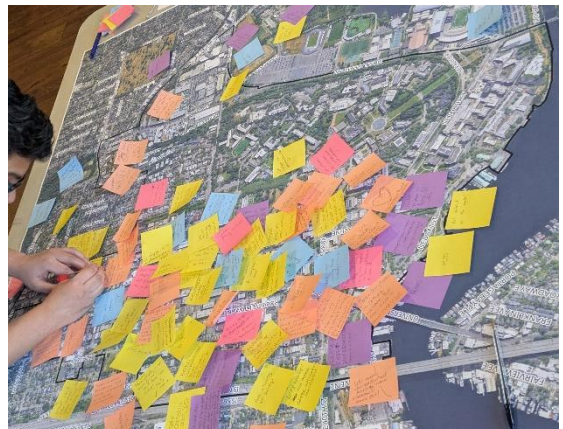
- **Subject matter experts** from OPCD, Seattle Department of Transportation, and Seattle's Office of Economic Development were available at topic-based stations to chat with attendees.
- **Themed comment cards** were available at each station for free-response feedback.
- A **large-form map** was available for attendees to interact with and reference.
- **Subject matter experts** were available at the map station to chat with attendees.
- Engagement staff were available near the map table to assist attendees with **online survey submission** via iPads and laptops.
- A **refreshments table** was set up with food and beverages.
- A **kids table** was available with coloring sheets and crayons.

What we heard

Comment themes

Based on **39 comment cards** and **90 map-based sticky-note comments** collected over the course of the event, the following themes emerged:

- Attendees noted a variety of **attributes that make the U District a great neighborhood**, with the most frequently cited attributes being:
 - Diversity and quantity of small businesses
 - Diversity of residents
 - Walkability, density, and connections to transit
 - Proximity to the University of Washington
 - Local events (farmer's market and festivals)
- Attendees also shared their thoughts on the U District's greatest challenges and priorities for the next 20 years, with top concerns including:
 - Public safety (especially crime, drug use, unhoused populations, and support for non-profits addressing these challenges in the area)
 - Lack of public spaces and amenities (especially parks, community gathering spots, internet, and public restrooms)
 - Waste management (especially cleanliness of streets and alleys)
 - Cost and type of housing (especially increasing density while reducing displacement and creating multigenerational housing options)



Caption: Workshop attendee adds a sticky note comment to the neighborhood map.



U District Phase 1 Engagement Summary

- Preservation of “The Ave” culture and business diversity as the neighborhood grows and reducing construction impacts on small businesses.
- Balancing needs of long-term residents and students.
- Promoting sustainable practices for businesses and UW.
- Support for the Lid I-5 project, reconnecting U District to the adjacent Wallingford neighborhood.
- The idea to pedestrianize the Ave had a mixture of support and opposition, with some advocating for full closure of the Ave, and others cautioning against a full closure but suggesting pedestrian-friendly improvements and temporary closures.

Priority Wheel results

Each themed station in the room included a dot exercise for attendees to share their priorities for the U District in the next 20 years. Attendees were given three stickers for each activity board that they used to vote for their priorities. The most important categories to workshop attendees were:

- An active neighborhood day and night (19 dots)
- Accommodating cars and parking (18)
- Support for small, local businesses (18)
- Outdoor spaces for gathering and play (17)
- Reliable, frequent transit (15)
- Businesses that meet daily needs (13)
- Housing affordability for lower incomes (13)
- A multi-generational neighborhood (12)
- Reusing and updating existing buildings (12)

Results from the Priority Wheel dot exercises were quantified and incorporated into the following diagrams:



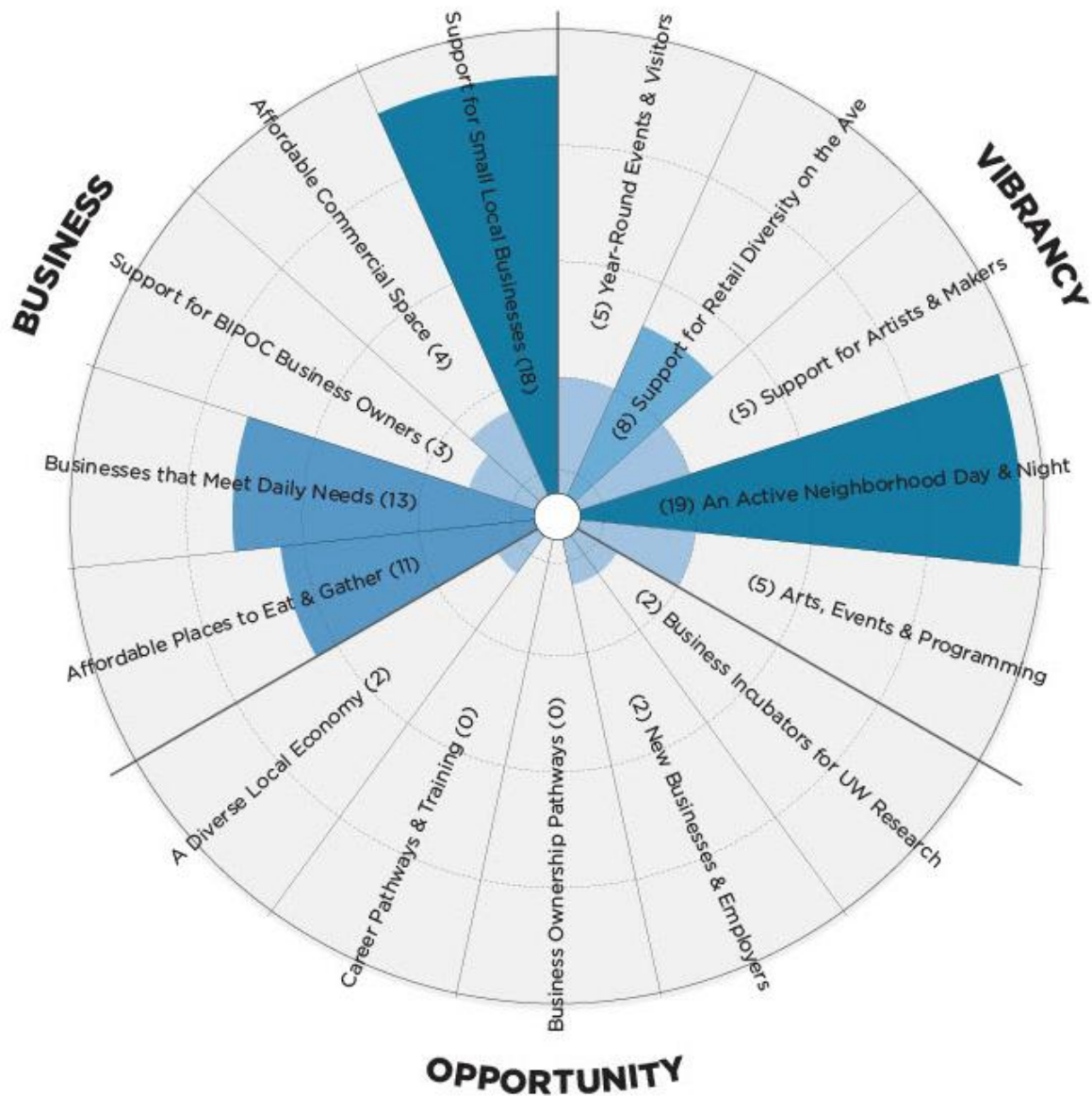
Caption: Workshop attendees engage with project staff.



Caption: Workshop attendees engage with info and activity boards.

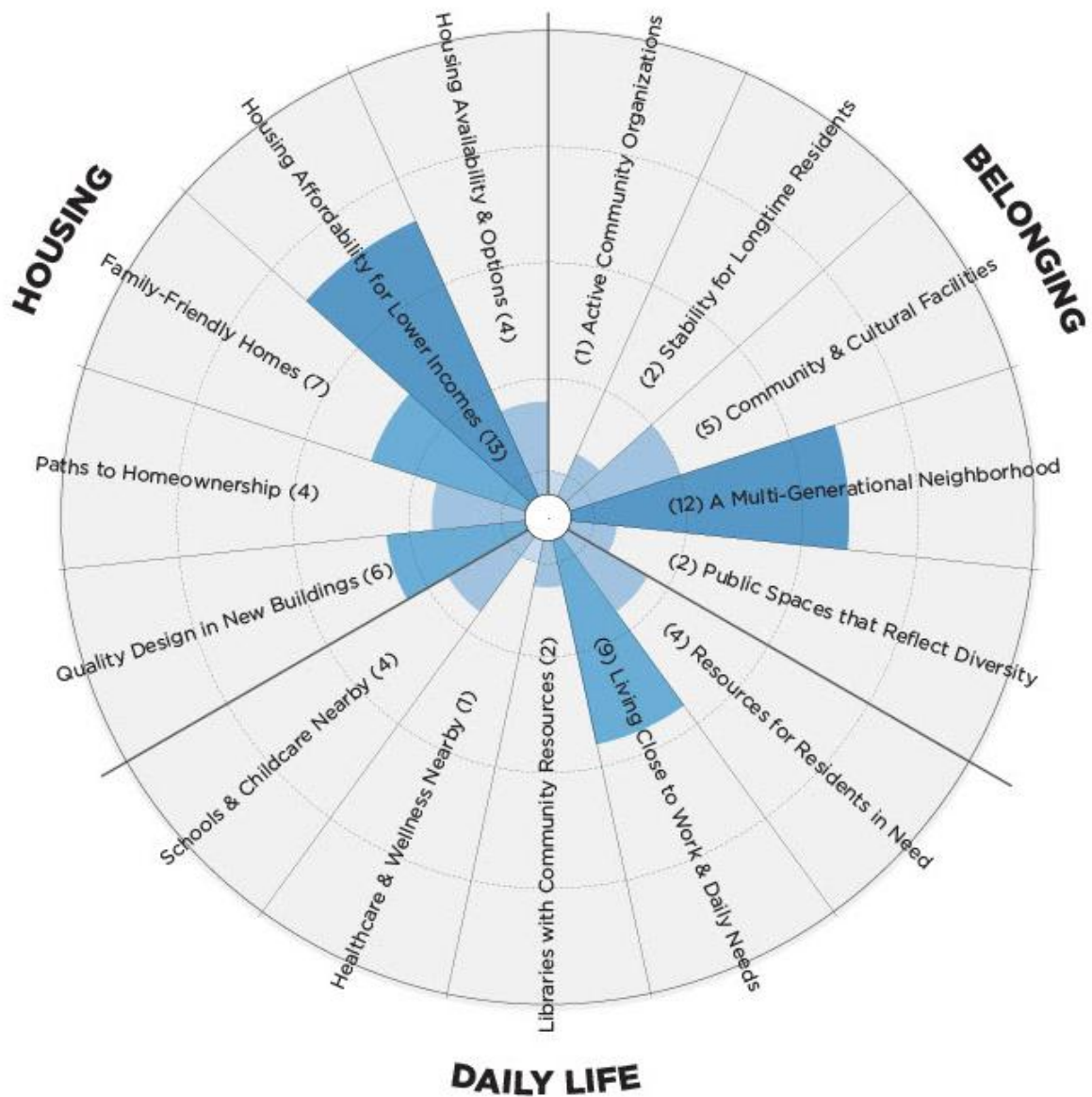
U District Phase 1 Engagement Summary

“Priority Wheel” Dot Exercise Results



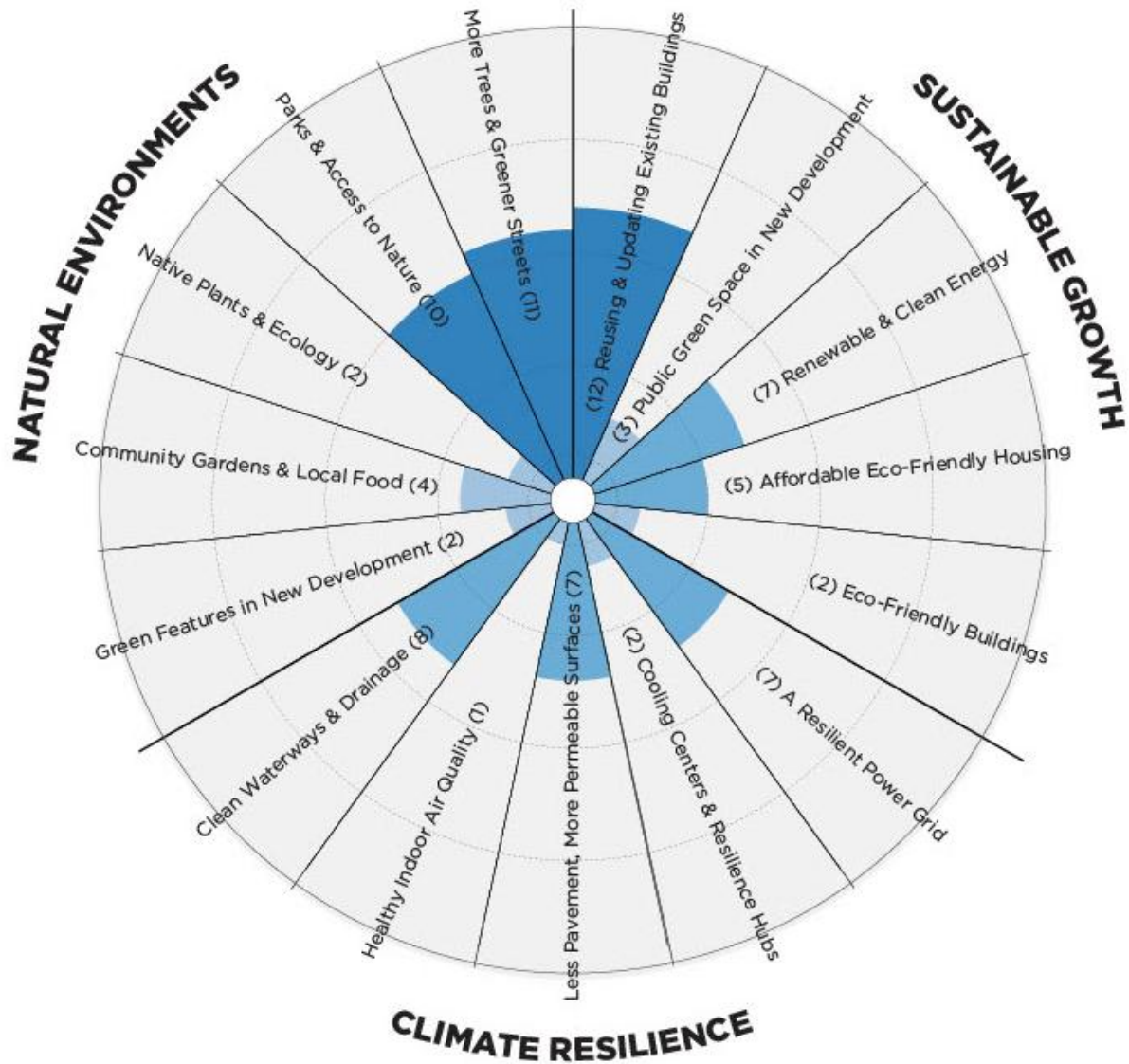
Caption: A priority wheel chart showing the intersection business, vibrancy, and opportunity.

U District Phase 1 Engagement Summary



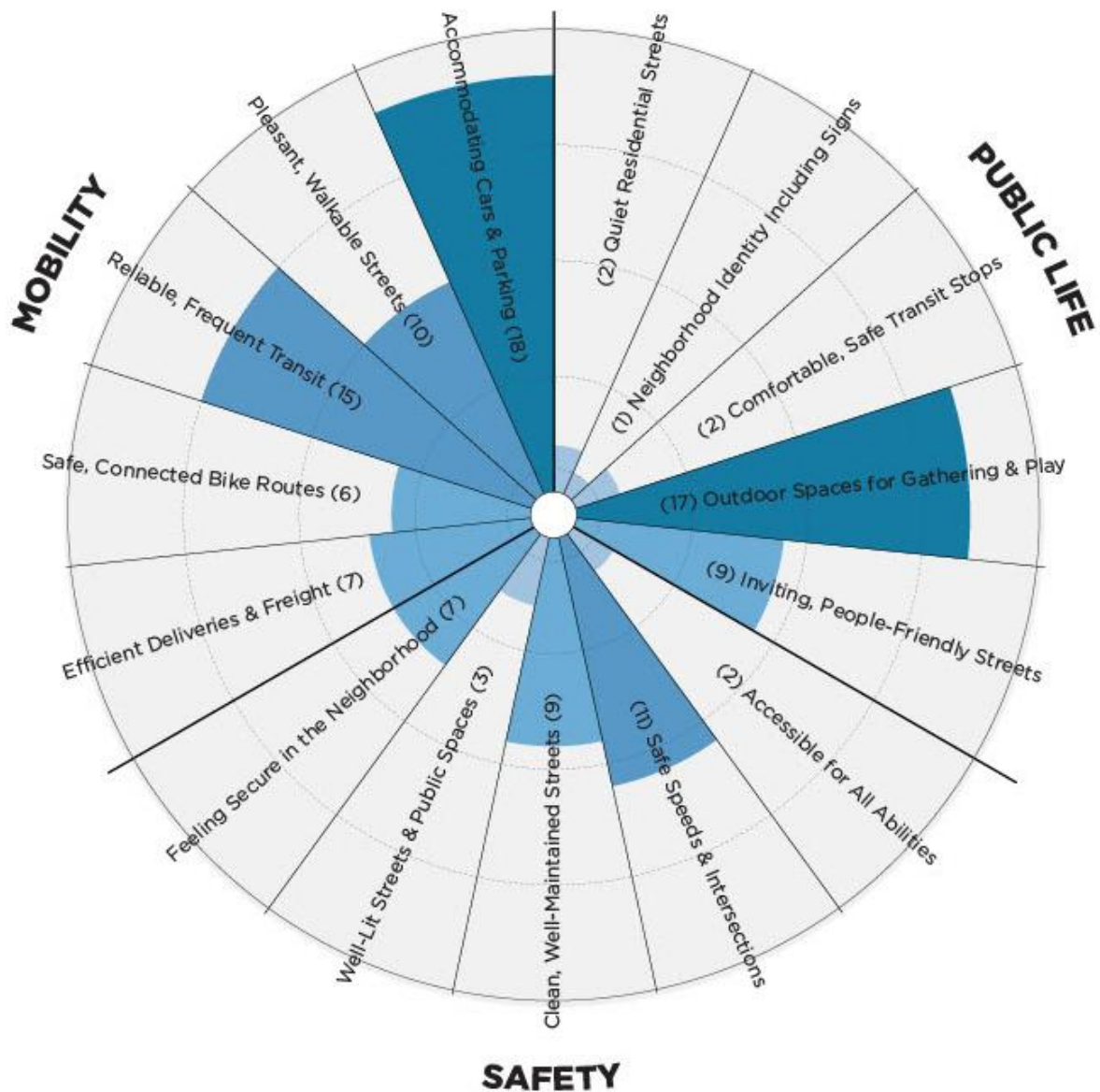
Caption: A priority wheel chart showing the intersection of housing, belonging, and daily life.

U District Phase 1 Engagement Summary



Caption: A priority wheel chart showing the intersection of natural environments, sustainable growth, and climate resilience.

U District Phase 1 Engagement Summary



Caption: A priority wheel chart showing the intersection of mobility, safety, and public life.

Pop-ups

To build on what we heard at the workshop, the engagement team proposed **tabling at community hubs, events, and locations with high foot-traffic** where participants were able to complete the Priority Wheel dot exercise, with the goal of increasing the sample size of the voting base to better reflect U District’s demographic diversity and better align with RET goals. Feedback received at these pop-ups will supplement survey results to inform the U District Regional Center Plan development.

U District Street Fair

Overview

The annual U District Street Fair kicked off Seattle’s summer event season with a **15 block-long arts and crafts fair** that takes over University Way (a.k.a. “The Ave”). The two-day event featured free live music and performances, and over 50 food trucks and booths. This Seattle tradition regularly attracts over 90,000 visitors and is accessible by Link Light Rail, which transports visitors to the middle of the event at NE 43rd Street.

Engagement staff spoke with approximately **735 eventgoers** over the course of the two-day event, promoting the **extended online survey** and **gathering feedback on priorities** for the U District neighborhood’s future.

Format

Engagement staff were present at the U District Street Fair on **Saturday, May 16** from 11 AM – 7 PM to **Sunday, May 17** from 11 AM - 6 PM.

- A **table** was set up at the tent for attendees to sign up for emails, grab a fact sheet, and engage with project staff.
- **QR code flyers** linking to the online survey were available for scanning and/or take-away.
- Printed **neighborhood data sheets** were available for viewing at the table, as well.
- A **raffle** was provided with up to three gift cards to local, BIPOC-owned businesses . Participants could enter via the email sign-up sheet.
- **Priority Wheel activity boards** were set up with dot stickers available for voting, themed around the same categories as those used at the April workshop:
 - Housing & Community Life
 - Economy & Culture
 - Streets, Safety & Public Spaces
 - Environment & Climate Change



Caption: Eventgoers interact with booth materials.

U District Phase 1 Engagement Summary

- Environment & Climate Change

- **Translated materials** were available in Spanish and Simplified Chinese.

What we heard

The Priority Wheel dot exercises had over **500 participants** over the course of the two-day event. The most important categories to workshop attendees were:

- Affordable places to eat and gather (325 dots)
- Housing affordability for lower incomes (313)
- Reliable, frequent transit (267)
- Pleasant, walkable streets (256)
- More trees and greener streets (227)
- Parks and access to nature (225)
- Feeling secure in the neighborhood (212)
- Living close to work and daily needs (207)

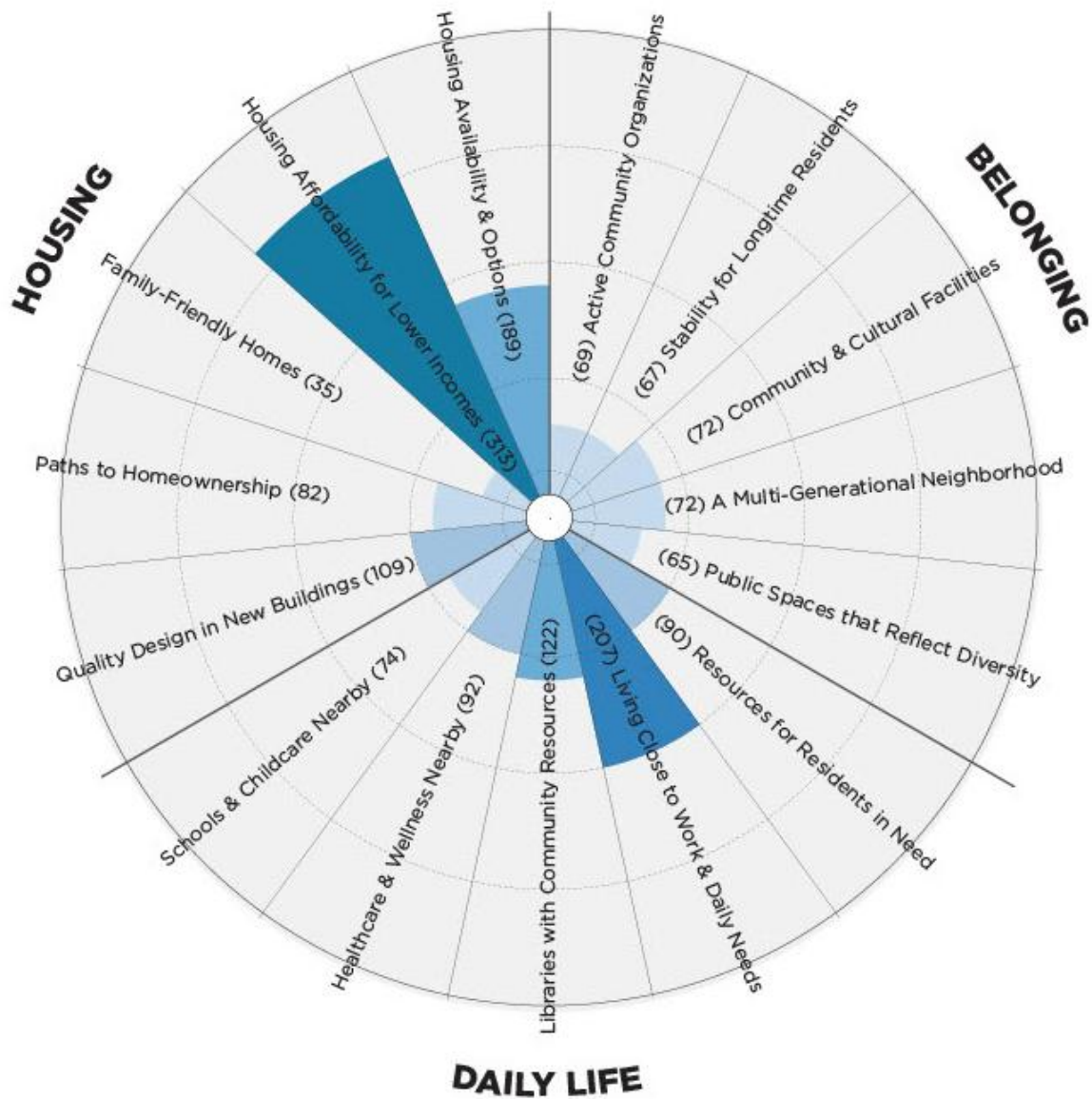


Caption: Eventgoers vote for their priorities at activity boards.

Results from the Priority Wheel dot exercises were quantified and incorporated into the following diagrams:

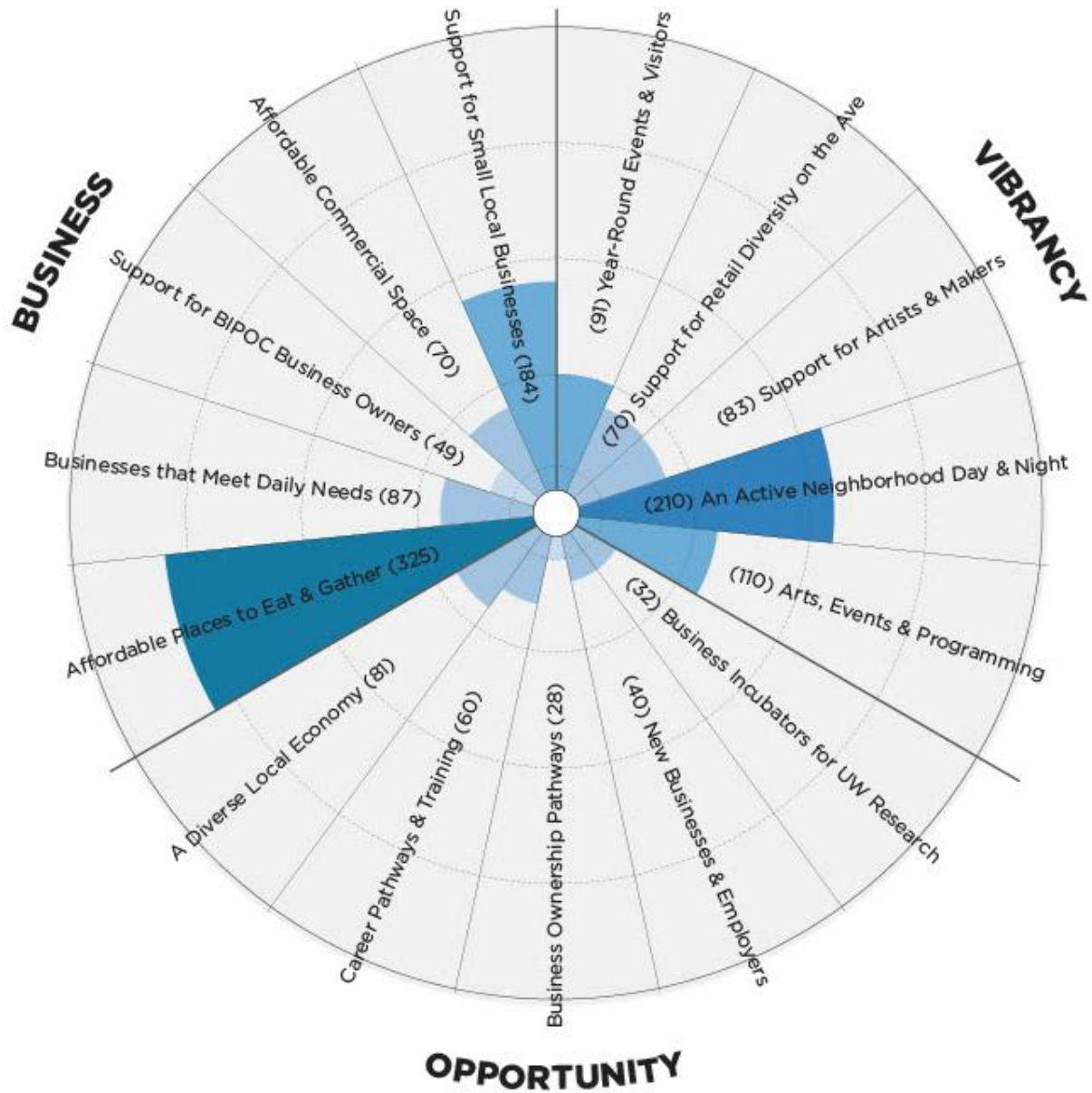
U District Phase 1 Engagement Summary

“Priority Wheel” Dot Exercise Results



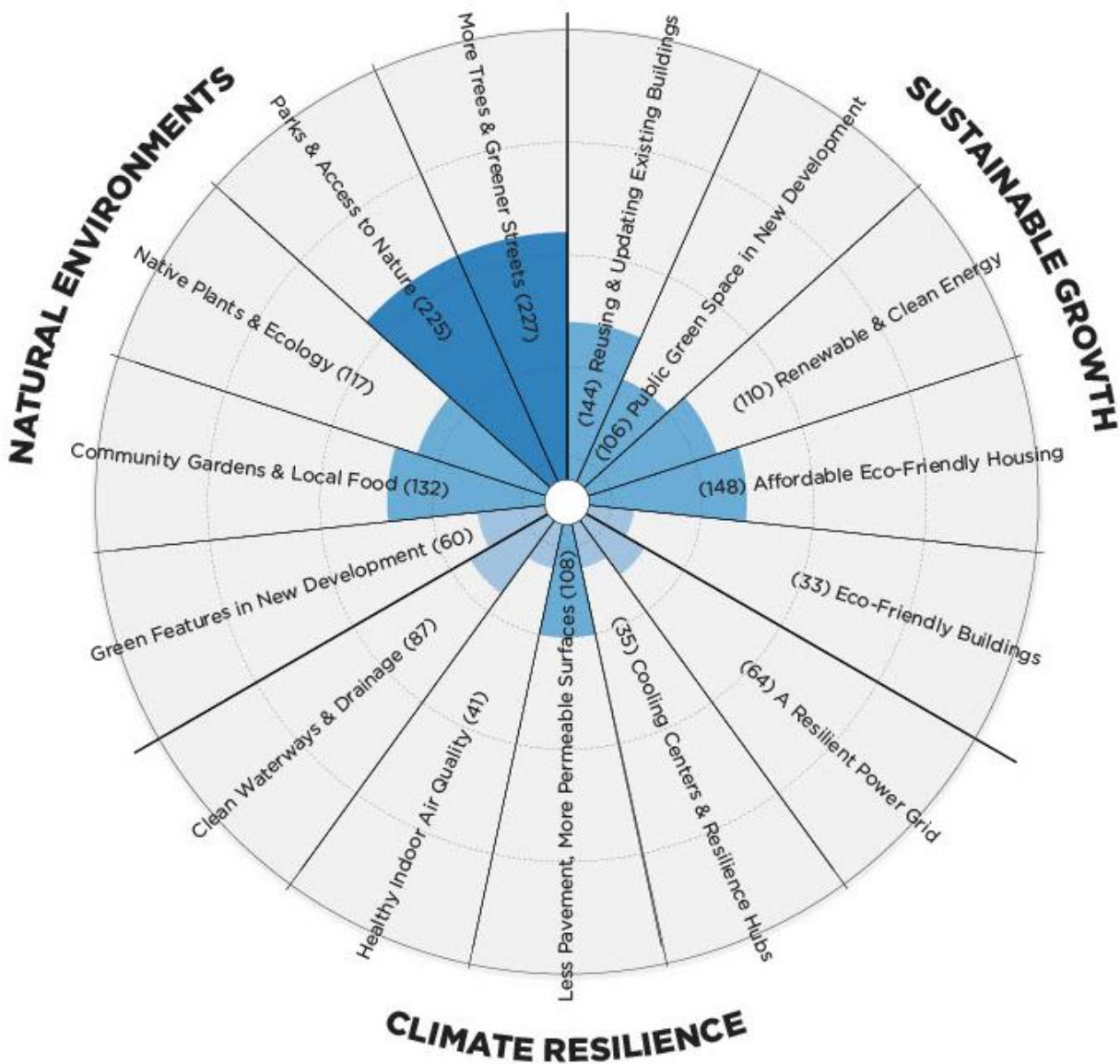
Caption: A priority wheel chart showing the intersection of housing, belonging, and daily life.

U District Phase 1 Engagement Summary



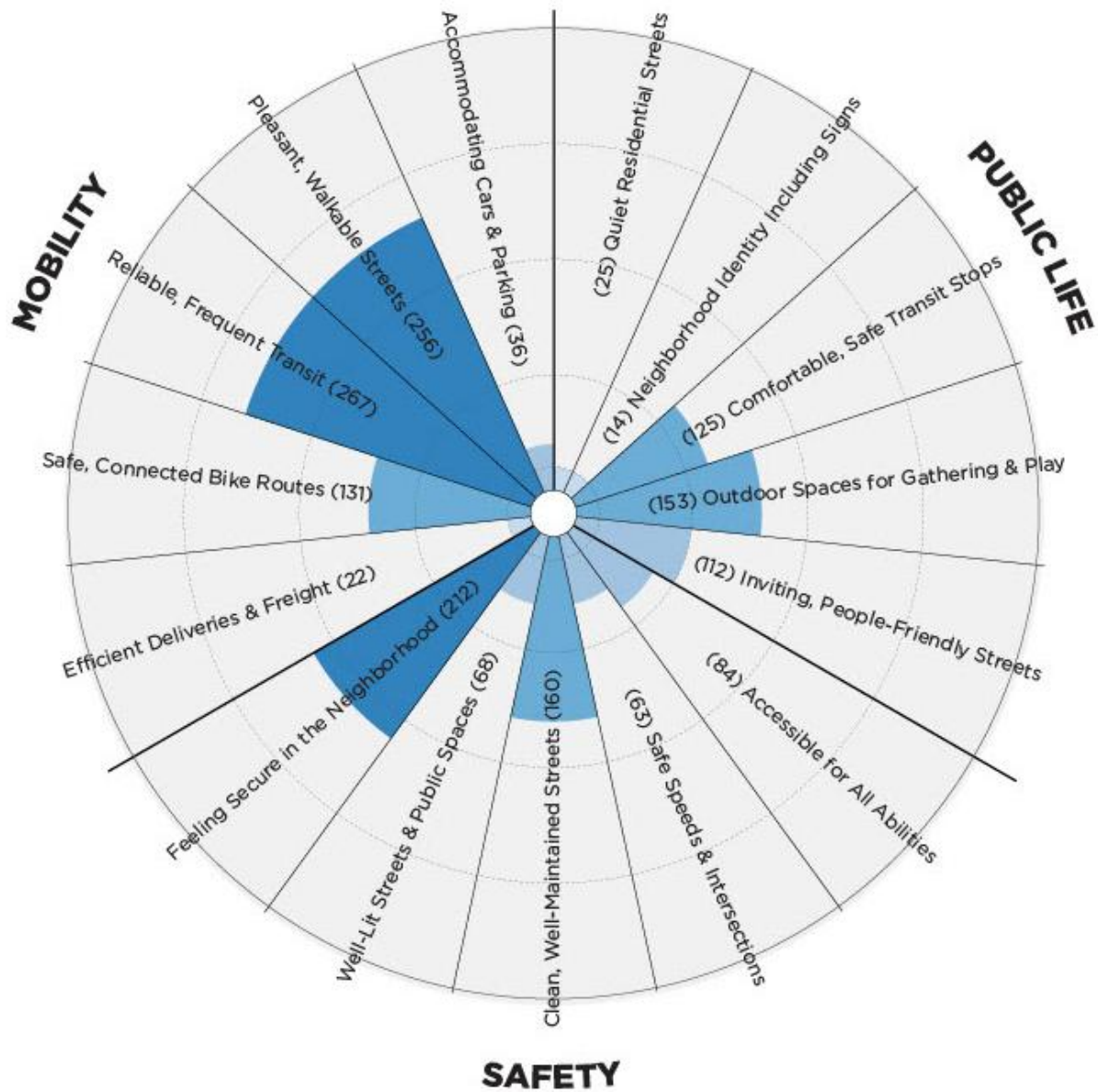
Caption: A priority wheel chart showing the intersection of business, vibrancy, and opportunity.

U District Phase 1 Engagement Summary



Caption: A priority wheel chart showing the intersection of natural environments, sustainable growth, and climate resilience.

U District Phase 1 Engagement Summary



Caption: A priority wheel chart showing the intersection of mobility, safety, and public life.

U District Phase 1 Engagement Summary

While the Priority Wheel dot exercises were the focus of the event, staff also engaged in many conversations with eventgoers and noted the following themes from conversations:

- **Difficulties with public safety.** Many eventgoers shared their personal stories about interactions with people experiencing homelessness. Most attendees acknowledged that the neighborhood services for this population are important and agreed that more resources should be available. In a memorable interaction between a booth visitor who shared she had been homeless in the U District after aging out of the foster care system and an international student at UW, the formerly homeless attendee shared it was meaningful to be acknowledged by people passing by. The student conveyed that it can be challenging to interact with unhoused people because she and her friends have been followed after conversations. The international student also shared that her home county (China) didn't have an abundance of people experiencing homelessness, which made the adjustment to living in the U District difficult. The student believes that perception of safety impacts how students navigate the U District—it's cheaper to live on the north end of the neighborhood where unhoused people frequently congregate, which means many students avoid navigating home to these apartment buildings when it's dark. A long-term resident expressed the need for more collaboration between UW police and the Seattle Police Department to address safety. They felt that often there is confusion about what fell under whose purview and that led to a lack of response, but collaboration could lead to increased safety for both the campus and surrounding areas.
- **A shared understanding that small businesses are critical to neighborhood character.** Almost all attendees reported a connection with a U District business and cherished the diversity of food options.
- **Comments about what businesses and services are missing from the neighborhood.** Many booth visitors expressed challenges with the loss of the Target, CVS, and movie theater in recent years. Others mentioned a desire for particular businesses to booth staff: a laundromat and more non-food businesses like art galleries were desired. Some visitors mentioned the need for more public restrooms, acknowledging that they would keep people experiencing homelessness from having to go in public spaces and that really all visitors to the neighborhood could benefit from not having to seek out a restroom at a business. Multiple visitors shared that more grocery stores and a pharmacy would benefit the neighborhood. A long-time resident, 30+ years, shared frustration about the lack of investment from the YMCA in the U District. Their area has been upzoned and while the Y in other areas have expanded and added many new amenities, the U District Y has not been updated to meet the needs of the neighborhood. They expressed frustration at having to visit other Y locations to access certain amenities when the U District is one of the densest neighborhoods in Seattle.
- **Excitement from UW students about participating in the process.** Many UW student visitors were excited to see OPCD seeking input from the community and asked about future opportunities to be involved.

UW Ethnic Cultural Center Fuel 4 Finals

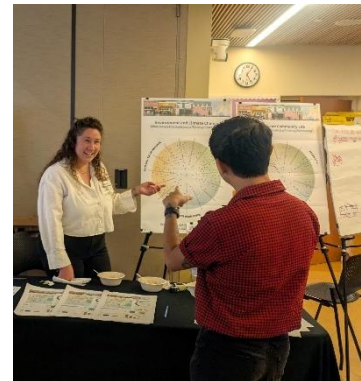
The quarterly Fuel 4 Finals event, which took place on **Wednesday, June 3** from 3:30-5:30pm at the UW Ethnic Cultural Center (ECC) Atrium, created space for students to gather, de-stress, and share a meal during finals week. ECC made space for OPCD to table at this event, which saw an **estimated 80-100 attendees**.

Outreach staff passed out free mochi donuts to students and shared about the Regional Center planning effort in the U District. Factsheets were available in English, Spanish, and Simplified Chinese, and students participated in the same **Priority Wheel dot exercise** that was used by OPCD at the U District Street Fair.

What we heard

The Priority Wheel dot exercises had over **60 student participants** over the course of the event. The most important categories to participants were:

- Affordable Places to Eat & Gather (54 dots)
- Feeling Secure in the Neighborhood (38)
- Pleasant, Walkable Streets (32)
- Housing Affordability for Lower Incomes (28)
- Community Gardens & Local Food (25)
- Reliable, Frequent Transit (23)
- An Active Neighborhood Day & Night (22)
- Support for Small Local Businesses (21)
- Community & Cultural Facilities (21)
- Clean, Well-maintained Streets (20)

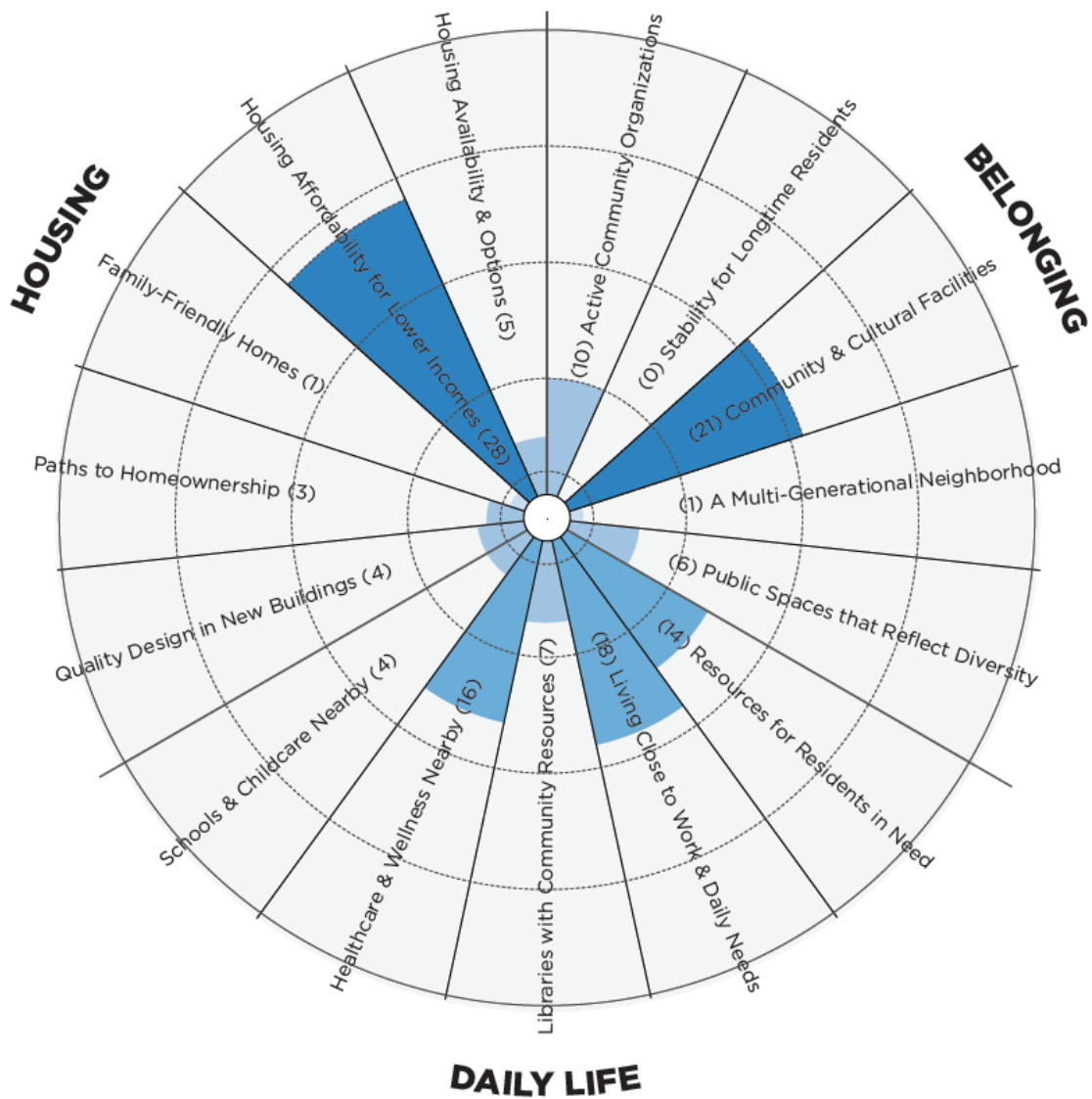


Caption: Staff engages with pop-up attendees.

Results from the Priority Wheel dot exercises were quantified and incorporated into the following diagrams:

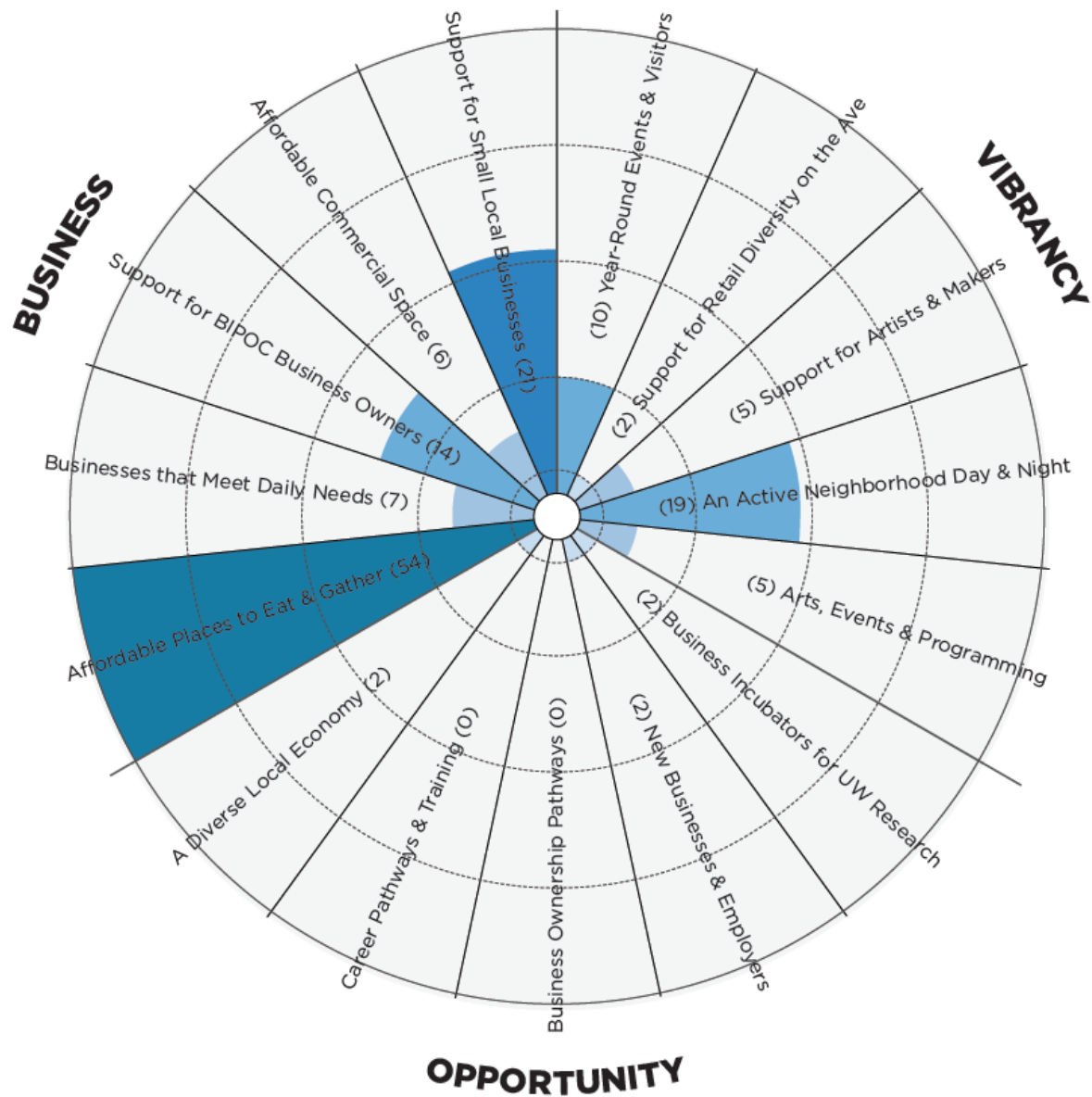
U District Phase 1 Engagement Summary

“Priority Wheel” Dot Exercise Results



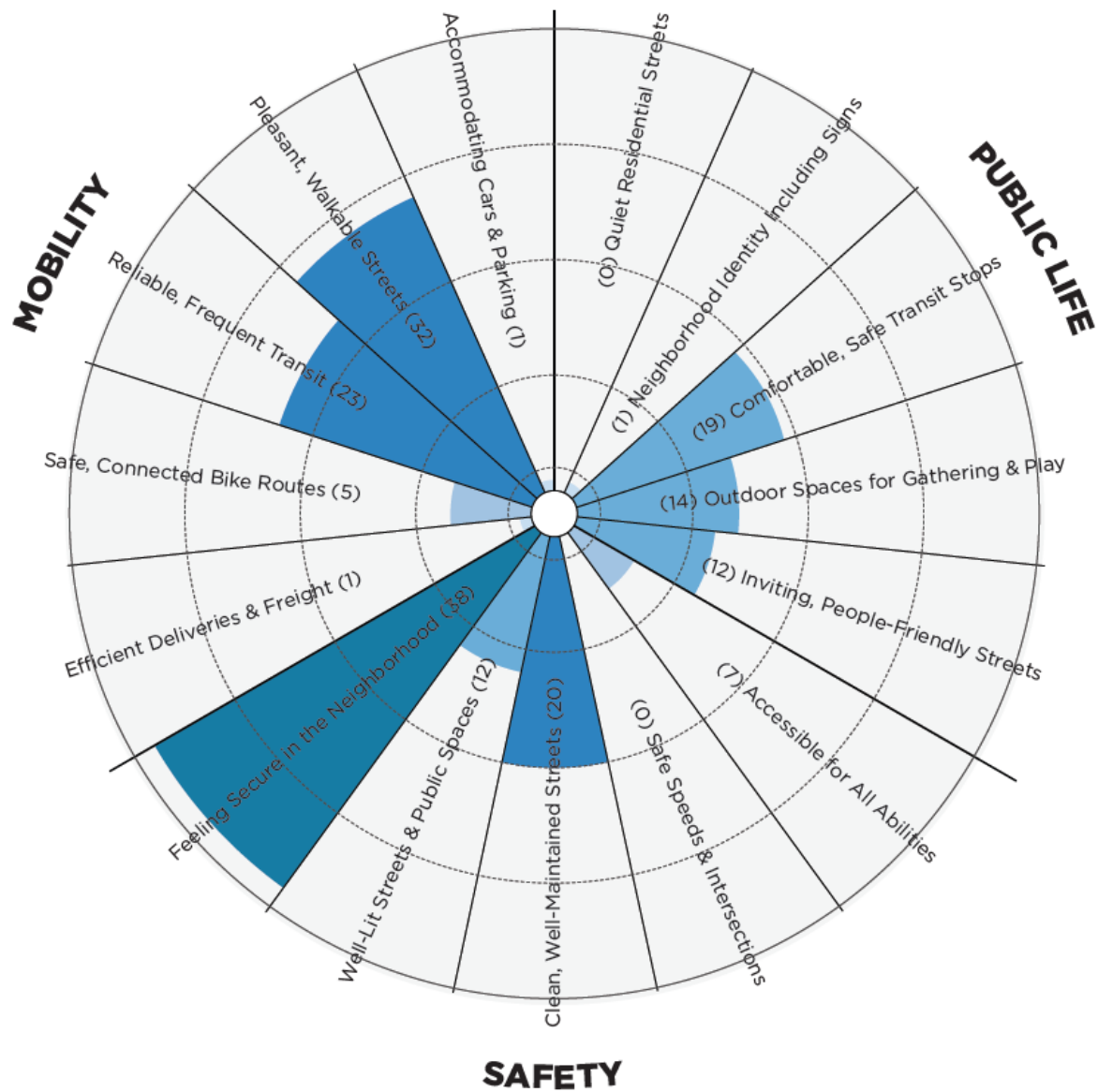
Caption: A priority wheel chart showing the intersection of housing, belonging, and daily life.

U District Phase 1 Engagement Summary



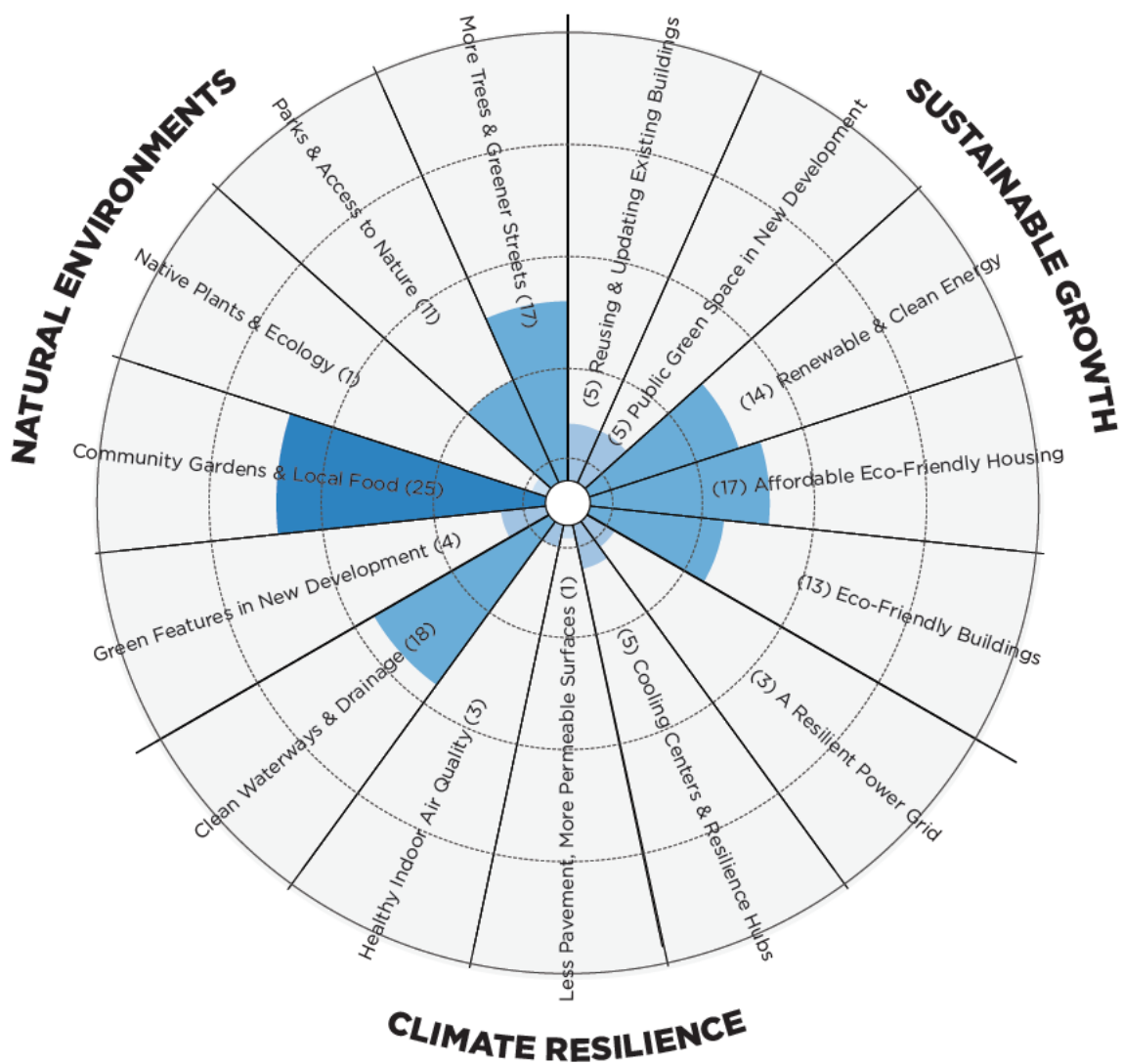
Caption: A priority wheel chart showing the intersection of business, vibrancy, and opportunity.

U District Phase 1 Engagement Summary



Caption: A priority wheel chart showing the intersection of mobility, safety, and public life.

U District Phase 1 Engagement Summary



Caption: A priority wheel chart showing the intersection of natural environments, sustainable growth, and climate resilience.

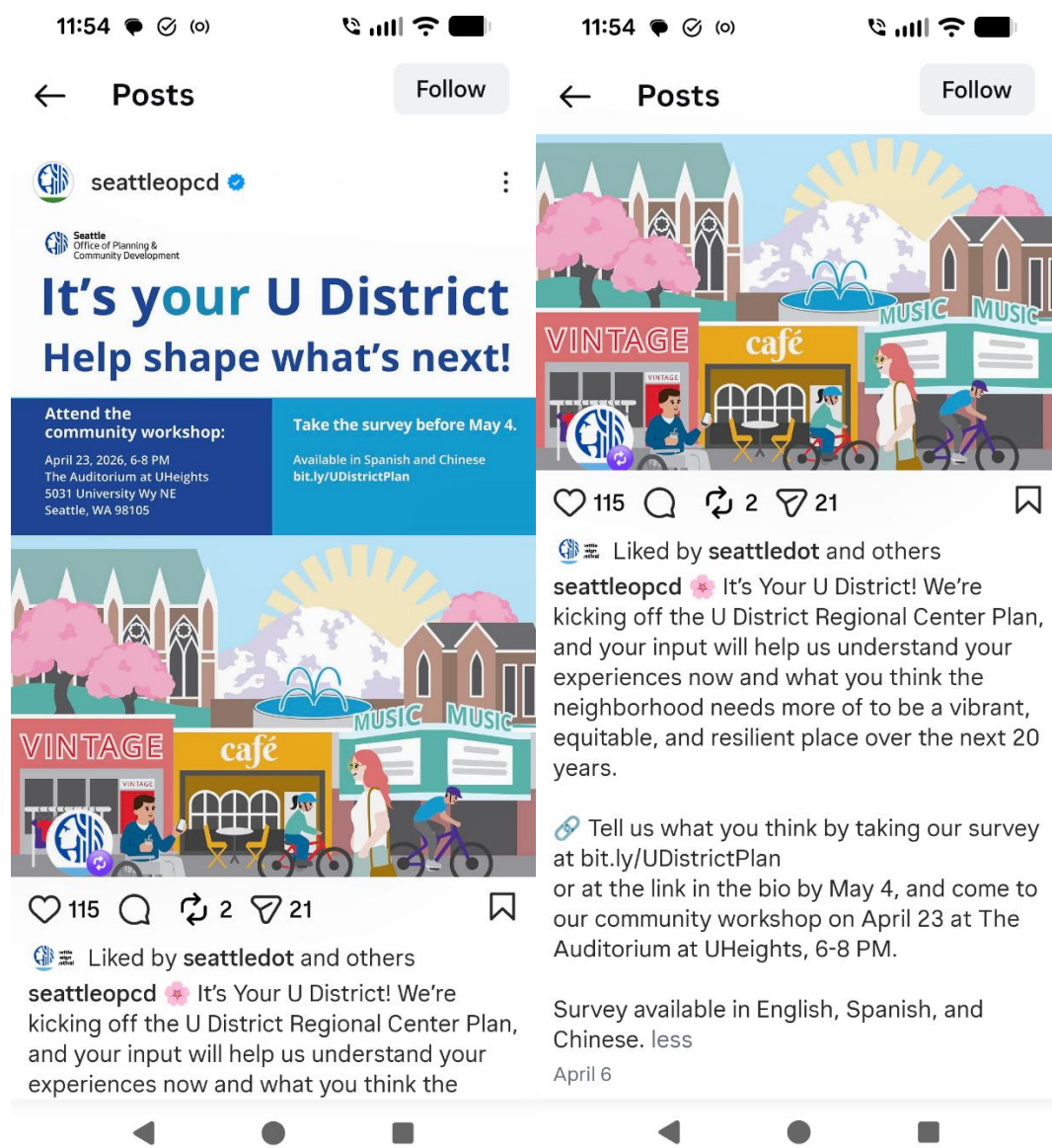
Next steps

Community priorities and information gathered in this first phase of engagement will inform the planning team as they begin drafting a neighborhood vision, goals, and policies in Summer 2026. In Fall 2026, OPCD intends to share the plan themes and draft goals for community input through an online survey, pop-ups, and focused conversations with priority audiences.

Appendix

Social Media

Instagram Post #1



U District Phase 1 Engagement Summary

Instagram Post #1 – Impressions (boosted)

Ad overview ⓘ

Views 14,137

Goal • Optimized mix

Engagement	372
Profile visits	205
Follows	42
Messaging conversations started	1

Views ⓘ 14,137

Reach 7,277

Engagement ⓘ 372

Link clicks	221
Likes and reactions	72
Shares	13
Saves	11

Profile activity ⓘ

Profile visits	205
External link taps	63
Follows	42
Messaging conversations started	1

U District Phase 1 Engagement Summary

Who saw your ad ⓘ

Top Locations

Gender

Age Range

Washington



Who saw your ad ⓘ

Top Locations

Gender

Age Range

Female



Male



Unknown



Who saw your ad ⓘ

Top Locations

Gender

Age Range

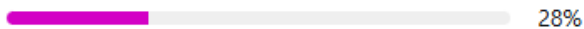
18-24



25-34



35-44



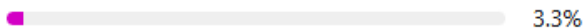
45-54



55-64



65+

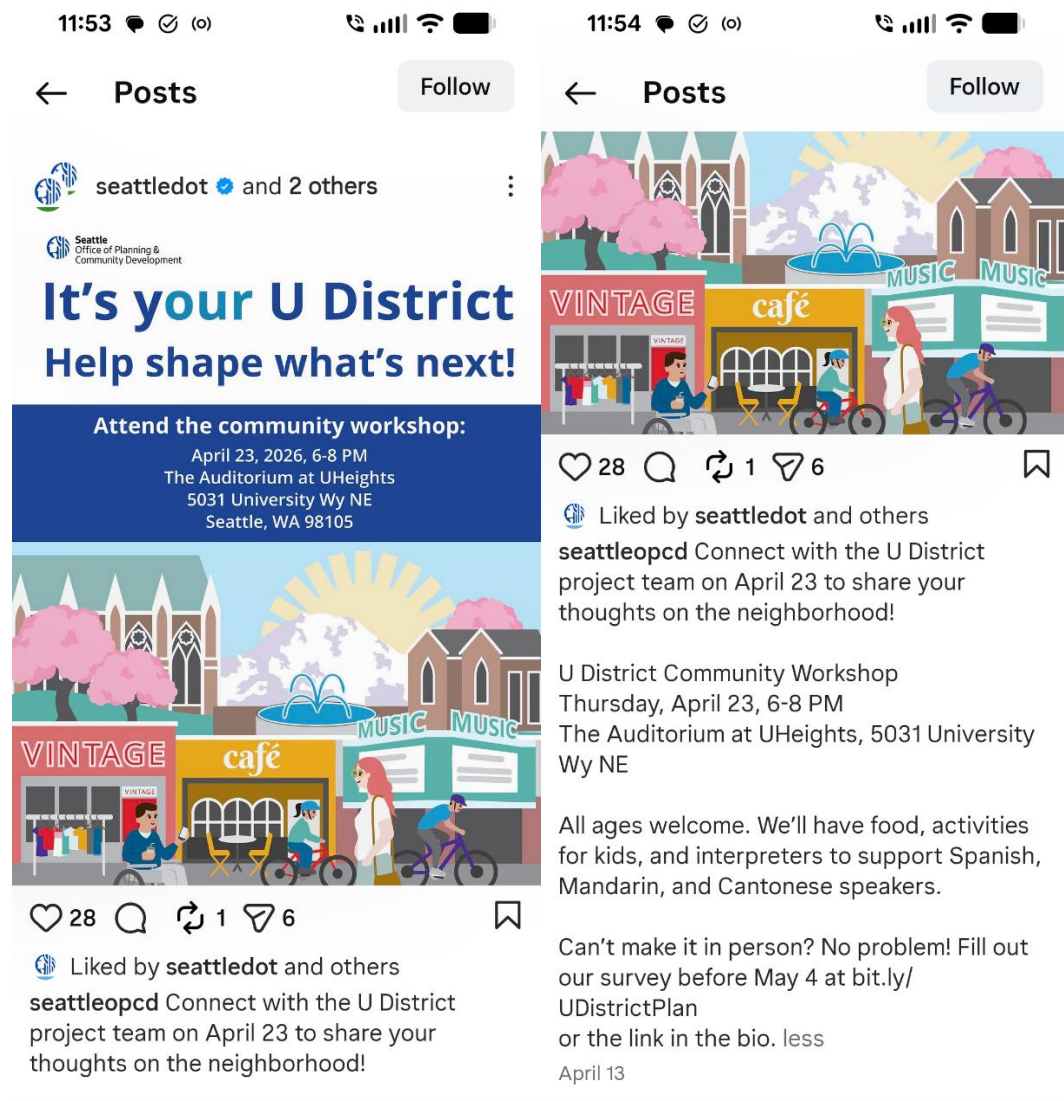


Unknown



U District Phase 1 Engagement Summary

Instagram Post #2



U District Phase 1 Engagement Summary

Instagram Post #2 – Impressions

Views ⓘ

Views 2,021

Followers  29.1%

Non-followers  70.9%

From Home 1,279

From Profile 395

From Other 347

Accounts reached 996

Interactions ⓘ

Interactions 40

Followers  40.5%

Non-followers  59.5%

Post interactions 40

♥ Likes 28

🔖 Shares 6

🔖 Saves 5

💬 Comments 0

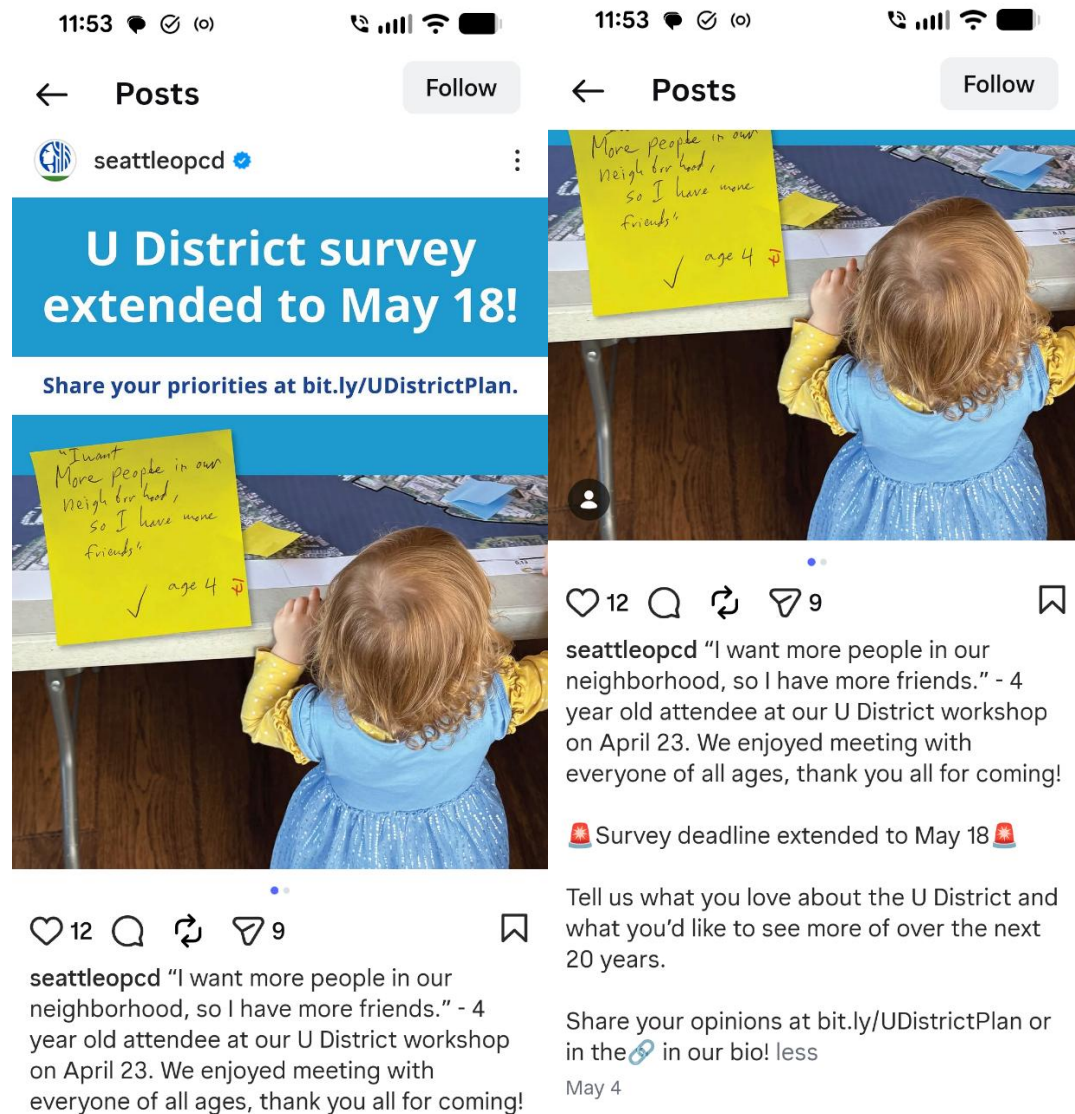
Accounts engaged



Note: Accounts engaged = 36

U District Phase 1 Engagement Summary

Instagram Post #3



U District Phase 1 Engagement Summary

Instagram Post #3 – Impressions

Views ⓘ

Views 1,323

Followers  33.6%

Non-followers  66.4%

From Other 1,092

From Home 167

From Profile 64

Accounts reached 776

Post interactions 23

♥ Likes 12

🔗 Shares 9

🔖 Saves 2

💬 Comments 0

Accounts engaged 16

Interactions ⓘ

Interactions 23

Followers  65.2%

Non-followers  34.8%

Profile ⓘ

Profile activity 10

Profile visits 6

External link taps 3

Business address taps 0

Follows 1

Bluesky Post #1

11:41





Posts

Media

Videos

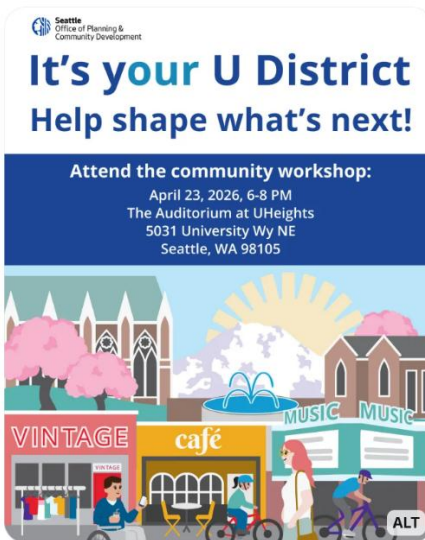


Seattle Office of Plan... @seattl... · 1mo

It's Your U District! We're kicking off the U District Regional Center Plan, and your input will help us understand your experiences now and what you think the neighborhood needs more to be a vibrant, equitable, and resilient place over the next 20 years.

bit.ly/UDistrictPlan

Survey closes May 4.



 3 4



Reposted by Seattle Office of Planning and C...

 Mayer Katie B. Wilson @mayer... · 1mo

 **Bluesky**

Create account

Sign in

52

U District Phase 1 Engagement Summary

Bluesky Post #2

11:40




Posts
Media
Videos



Seattle Office of Plann... @seattl... · 27d

Our U District community workshop is tonight!

The Auditorium at UHeights, 5031 University Wy NE
6:00 - 8:00 PM. Open to all ages - we hope to see you there.

And don't forget that our U District survey closes on May 4:
bit.ly/UDistrictPlan.



Seattle Office of ... @sea... · 1mo

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bit.ly/UDistrictPlan

Survey closes May 4.



It's your U District
Help shape what's next!

Attend the community workshop:
April 23, 2026, 6-8 PM

11:40




Posts
Media
Videos

bit.ly/UDistrictPlan.



Seattle Office of ... @sea... · 1mo

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April 23, 2026, 6-8 PM
The Auditorium at UHeights
5031 University Wy NE
Seattle, WA 98105




Bluesky
Create account
Sign in


Bluesky
Create account
Sign in

U District Phase 1 Engagement Summary

Bluesky – Impressions

↓Date	Post	Likes	Replies	Reposts	Quotes
14-05-2026	Tell us about the climate issues and solutions that matter most t...	4	1	5	0
13-05-2026	Preapproved Building Plans Help Cities Improve Housing Afford...	3	0	0	0
12-05-2026	🚧 The City of Seattle's ADUniverse is expanding, and we're no...	2	0	0	0
11-05-2026	Our North Aurora Initiative kicks off with two Pop-In Parties, fre...	1	0	0	0
30-04-2026	Join us in shaping the future of South Lake Union and Uptown! ...	5	0	3	0
23-04-2026	Our U District community workshop is tonight! The Auditorium ...	0	0	0	0
21-04-2026	\$5.5 million will support seven Tribal governments and Indigeno...	1	0	1	0
17-04-2026	The City is working with community to plan transportation proj...	14	0	10	1
17-04-2026	Our Uptown survey deadline has been extended to May 15! ww...	3	0	1	0
17-04-2026	Our South Lake Union survey deadline has been extended to M...	2	0	1	0
06-04-2026	MIC drop! Manufacturing and Industrial Centers are regional de...	0	0	0	0
06-04-2026	It's Your U District! We're kicking off the U District Regional Cent...	4	0	2	1

103 results

Previous Next

Facebook Post

11:42



 **Seattle Office of Plan...**   

All

Photos

Reels

More ▾



Seattle Office of Planning
an... 
Apr 7 · 



It's Your U District! We're kicking off the U District Regional Center Plan, and your input will help us understand your experiences now and what you think the neighborhood needs more of to be a vibrant, equitable, and resilient place over the next 20 years.

Tell us what you think by taking our survey at bit.ly/UDistrictPlan by May 4. Survey available in English, Spanish, and Chinese. Our community workshop on April 23, 6-8 PM at The Auditorium at UHeights is open to all, we hope to see you there!

To learn more about Seattle's Regional Center planning process, visit www.seattle.gov/opcd/regional-centers-planning.

 Seattle
Office of Planning &
Community Development

It's your U District

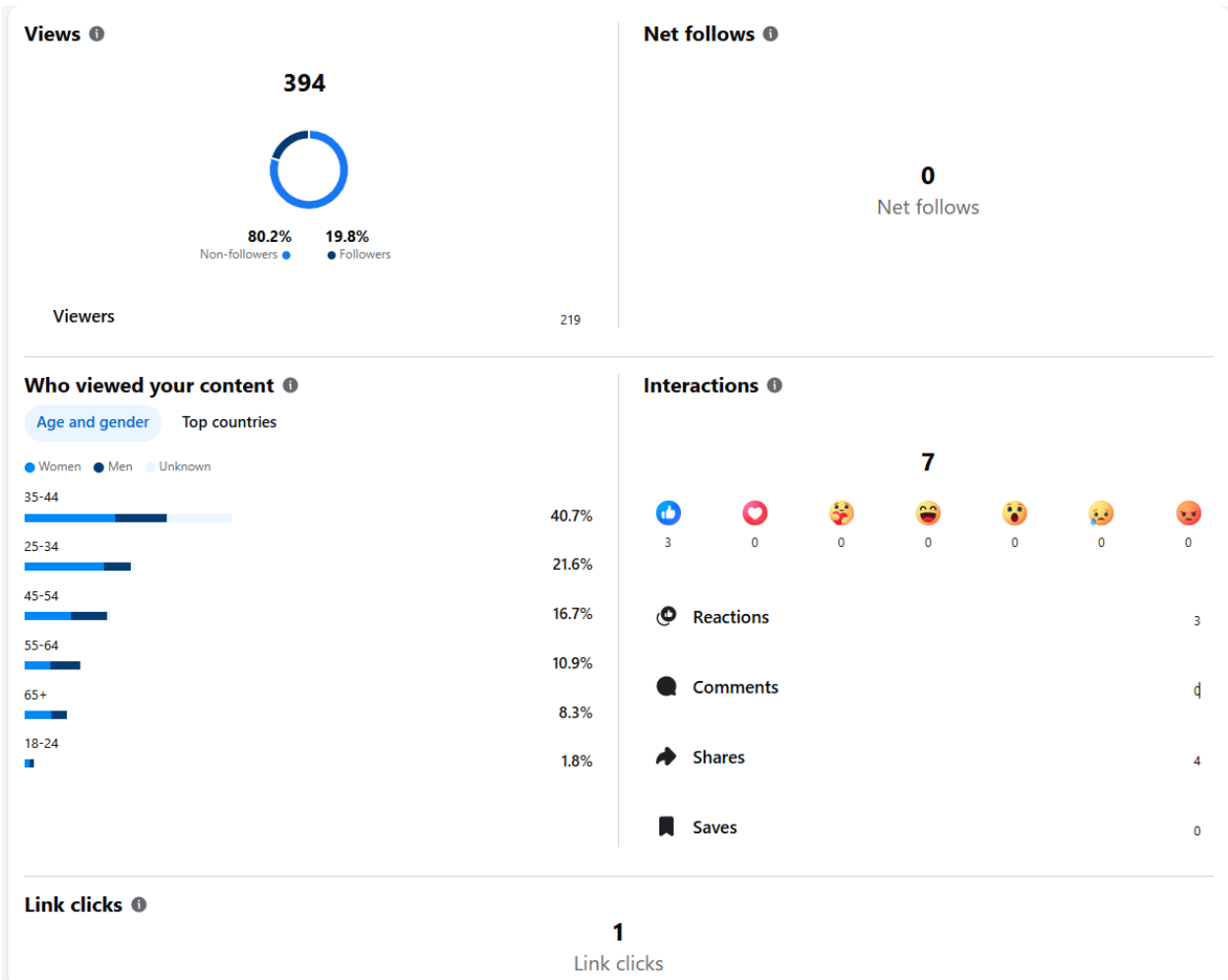
 Follow

 Sign Up



U District Phase 1 Engagement Summary

Facebook – Impressions



U District Phase 1 Engagement Summary

LinkedIn Post

10:39





10:39





10:39





←



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Home

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Jobs

People

Home

About

Posts

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People



Seattle Office of Planning and ...

2,753 followers

1mo • Edited •

It's Your U District! We're kicking off the U District Regional Center Plan, and your input will help us understand your experiences now and what you think the neighborhood needs more of to be a vibrant, equitable, and resilient place over the next 20 years.

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To learn more about Seattle's Regional Center planning process, visit <https://lnkd.in/gw-yDhyG>.



Seattle
Office of Planning &
Community Development

It's your U District

Help shape what's next!

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 April 23, 2026, 6-8 PM
 The Auditorium at UHeights
 5031 University Wy NE
 Seattle, WA 98105

Take the survey before May 4.
 Available in Spanish and Chinese
bit.ly/UDistrictPlan






22

2 comments • 7 reposts

Like

Comment

Repost

Send

U District Phase 1 Engagement Summary

LinkedIn - Impressions

Organic discovery

1,355

Impressions

845

Members reached



Amplify your reach

Get up to 230 more clicks by boosting this post. ?

Boost

Organic page activity

Page viewers from this post

3

Followers gained from this post

1

Organic engagement

98

Engagements

7.2%

Engagement rate

Clicks

67

Click-through rate

4.9%

Reactions

22 →

Comments

2 →

Reposts

7 →

Project webpage

This is an official government website. [Here's how you know.](#)

 **Seattle** |  English ▾

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Office of Planning & Community Development

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Downtown ▾

First Hill and Capitol Hill ▾

Northgate ▾

South Lake Union

University District

Uptown

University District

University District (U District) Regional Center Planning

The U District is a diverse and vibrant community, fueled by the state's largest university and Seattle's largest employer, the University of Washington. A highly visited neighborhood, beyond those that live and work within its boundaries, the U District saw over 36 million visits in 2025. With many small businesses representing a diverse range of cultures, the U District is home to and welcomes many communities.

We look forward to engaging with you all on the U District's Regional Center Plan. Please [join our mailing list](#)  if you're interested in being part of this planning process.

Take Our U District Plan Survey

Contact Us

Jesse London
jesse.london@seattle.gov

Subscribe for Updates

Sign up to receive emails from the Office of Planning & Community Development. You can subscribe to one list or as many as you are interested in.

[Subscribe Now](#) 

U District Phase 1 Engagement Summary

We want to hear from you about your experience as a U District resident, worker, or visitor. Complete our survey and your input will help guide the early policy ideas and strategies that make up the neighborhood plan. This survey will close on May 4, 2026.

[U District Survey](#)

Translated Surveys

- [Chinese \(Simplified\) U District Survey](#)
- [Spanish U District Survey](#)

Come to Our Community Workshop!

Learn more about this project and discuss your thoughts with us and the community.

Thursday, April 23, 2026, 6-8 PM

The Auditorium at UHeights

5031 University Way NE, Seattle, WA 98105

Planning and Community Development

Rico Quirindongo, Director
Mailing Address: P.O. Box 94788, Seattle, WA, 98124-7088
Phone: (206) 386-1010
Email: opcd@seattle.gov



Citywide Information

Elected Officials
Open Data Portal
Public Records
City Holidays and Closures

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3. Seattle 2035 Comprehensive Plan
4. Population and Demographics

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5. Equitable Development Initiative

The Office of Planning and Community Development (OPCD) develops policies and plans for an equitable and sustainable future. We partner with neighborhoods, businesses, agencies and others to bring about positive change and coordinate investments for our Seattle communities.



Workshop venue webpage

UHEIGHTS

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 English 

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U District Neighborhood Plan Community Workshop

Thursday, April 23, 2026
6:00 PM – 8:00 PM

The Auditorium
5031 University Way Northeast, Seattle, WA,
98105, United States (map)

[Google Calendar](#) · [ICS](#)



Seattle's Office of Planning and Community Development is hosting a community workshop about the U District Regional Center Plan. Come connect with the project team to share your thoughts on the U District neighborhood! Join us at The Auditorium at UHeights on Thursday, April 23, from 6-8pm. All ages welcome. Interpreters will be available (Spanish, Mandarin, Cantonese, and ASL), as well as food, and an activity area for kids!

[Check Here For More Info](#)

61

Printed materials

Poster



It's **your** U District Help shape what's next!

Es su U District. ¡Ayuda a dar forma a lo que viene!

这是属于您的 U District. 与我们携手共塑未来!

Take the survey before May 4.

Responda nuestra encuesta antes del 4 de mayo.

请于5月4日前填写我们的问卷

bit.ly/UDistrictPlan



English



Español



中文

Community workshop | Taller comunitario |

社区现场咨询会:

April 23, 2026, 6-8 PM |

23 de abril de 2026 de 6 a 8 PM |

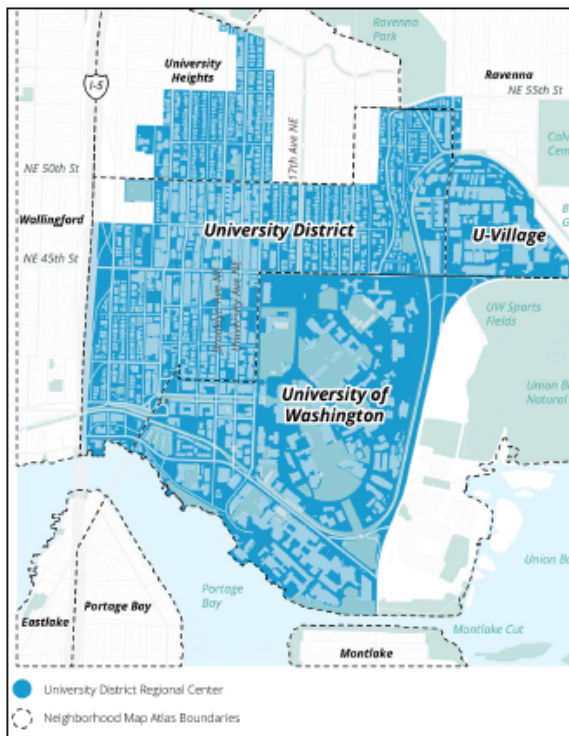
下午6点至晚上8点

The Auditorium at UHeights | El Auditorio de UHeights | UHeights礼堂
5031 University Wy NE
Seattle, WA 98105

- ✓ Food | Comida | 提供食物
- ✓ Activities for kids | Actividades para niños | 举行儿童活动
- ✓ Spanish, Mandarin, Cantonese interpreters |
Intérpretes de español, mandarín y cantonés |
提供西班牙语、普通话和广东话口译服务



It's your U District



A unique regional center

The University District (U District) is one of Seattle's seven Regional Centers identified in the Comprehensive Plan, a 20-year vision for Seattle's future. Regional Centers are home to a significant share of Seattle's residents and workers. The U District is home to the state's largest university and Seattle's largest employer, the University of Washington. A highly visited neighborhood, beyond those that live and work within its boundaries, the U District saw over 36 million visits in 2025. With many small businesses representing a diverse range of cultures, the U District is home to and welcomes many communities.

A community- and neighborhood-focused plan for the future

As one of the City's identified Regional Centers, the U District plays a critical role in the area's job growth, livability, climate resilience, and inclusivity. With the U District's communities, the City's Office of Planning and Community Development is leading a plan to provide a framework for policies to support sustainable growth, informed by the University District's unique qualities. Through community engagement, visioning, and coordination with related planning projects, the plan will set out a community-informed vision.



U District Phase 1 Engagement Summary

This vision for the U District will be focused on:

- **A long-term community vision:** what we want U District to become over the next 20 years.
- **Climate and the environment:** steps to improve air quality, reduce heat, and keep U District healthier and more resilient.
- **Public services:** providing support so schools, parks, libraries, and other services can keep up with growth.
- **Transportation:** safer streets, better transit, and easier ways to walk, bike, or get around without reliance on cars.
- **A strong local economy:** supporting local businesses and creating opportunities for jobs and investment.
- **Housing options:** enough homes for people at different income levels and strategies to prevent displacement.
- **Land use and development:** where growth should go, what should be protected, and how to make U District stronger over time.

The plan will include goals, policies, and actions to achieve that vision over the next 20 years.

Making your U District vision a reality

The U District Regional Center Plan is about shaping a future that reflects the community's values so the neighborhood can grow in a way that feels fair, sustainable, and true to the people who live, work, visit, and recreate here. By planning for healthy, sustainable, and equitable growth in the U District, more people will be able to affordably access employment, transit, housing, and amenities within the neighborhood. The final plan will be adopted by the City Council and Mayor and serve as a guide for policy makers for years to come.

Be a part of the process

2026				2027	
Winter	Spring	Summer	Fall	Winter	Spring
Project begins		Draft vision and policies			
Technical analysis				Develop Final Plan:	
				• Share draft plan • Public comment period • Deliver final plan to City Council	
	Community engagement to inform plan:				
	• Online survey • Community workshops • Focus group conversations • Pop-ups and tabling at community events/locations				



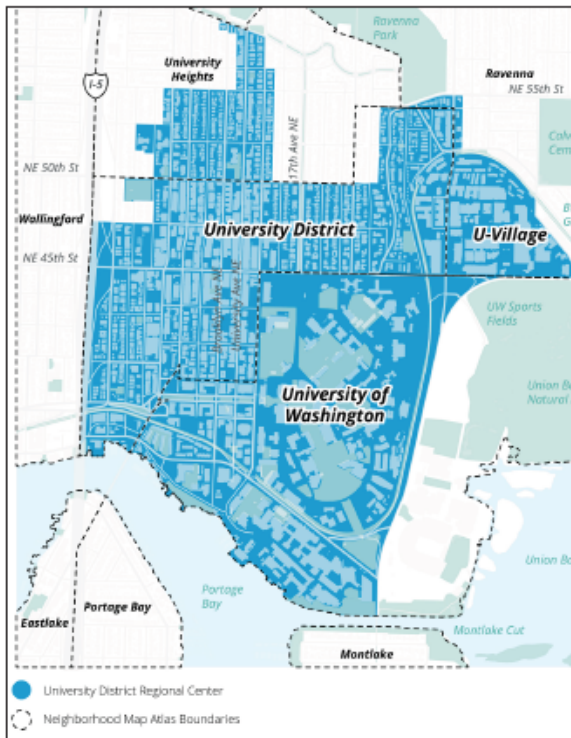
Scan the QR code to learn more about the
U District Regional Center Plan



这是属于您的U District



我们正在为U District制定社区规划



独具特色的区域中心

大学区 (U District) 是Seattle《综合规划》确定的七大区域中心之一，该规划为Seattle未来20年描绘了发展愿景。区域中心集中了Seattle相当一部分的居民与就业人口。U District拥有本州规模最大的大学，同时也是Seattle最大的雇主—华盛顿大学。除了在此生活和工作的人群外，U District还吸引了大量访客，2025年到访人次超过3,600万。U District汇聚了众多代表多元文化的小型企业，是多个社区的归属地，也热情欢迎所有社区的到来。

面向社区与街区的未来规划

作为市政府认定的区域中心之一，U District在促进就业增长、提升宜居性、增强气候适应能力以及推动包容性发展方面发挥着关键作用。市规划与社区发展办公室与U District各社区合作，牵头制定一项规划，目的是依托U District的独特禀赋，为支持可持续发展的政策提供框架。通过社区参与、愿景展望及相关规划项目的协调配合，该规划将形成一个充分吸纳社区意见的发展愿景。

U District的愿景将重点关注以下方面:

- **长期社区愿景：**未来20年我们希望U District发展成为什么样的地方。
- **气候与环境：**采取切实措施改善空气质量、缓解热岛效应，让U District更健康、更具韧性。
- **公共服务：**提供支持，确保学校、公园、图书馆及其他服务设施能够跟上发展步伐。
- **交通：**打造更安全的街道、更完善的公共交通，并提供更便捷的步行、骑行或非机动车出行方式。
- **强劲的本地经济：**扶持本地企业，创造就业与投资机会。
- **住房选择：**为不同收入水平的人群提供充足的住房，并制定防止居民被迫迁离的策略。
- **土地利用与开发：**明确发展应聚焦何处、哪些资源应予保护，以及如何让U District在未来持续增强活力。

该规划将包含一系列目标、政策和具体行动，以在未来20年内实现上述愿景。

将U District的愿景变为现实

“U District区域中心规划”旨在塑造一个体现社区价值观的未来，使该区域的发展既公平、可持续，又能真实反映在此生活、工作、游览和休闲的人们需求与情感。通过对U District进行健康、可持续且公平的增长规划，将让更多人能够以可负担的方式，在社区内获得就业机会、交通服务、住房以及各类便利设施。最终规划将由市议会和市长批准通过，并作为政策制定者未来数年的行动指南。

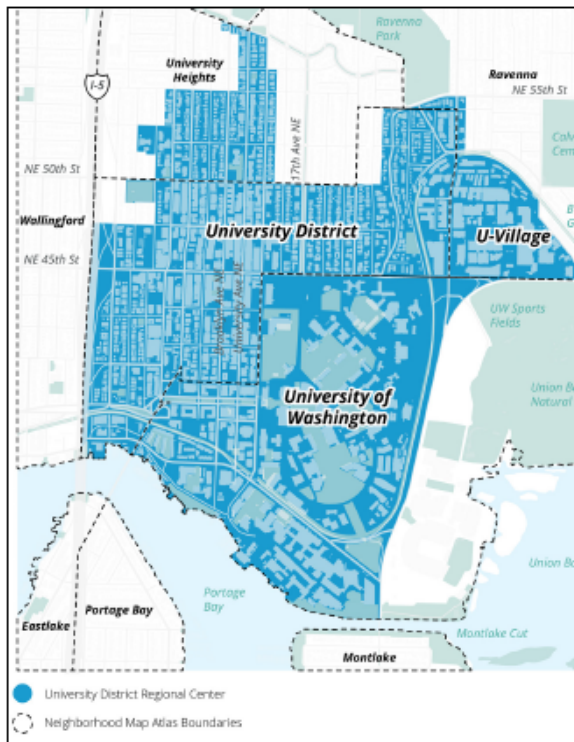
参与规划，共建社区

2026				2027	
冬季	春季	夏季	秋季	冬季	春季
项目开始		草案愿景与政策			
技术分析					
参与社区建设，为计划提供意见：		发展最终计划：			
· 线上问卷调查 · 社区现场咨询会 · 重点族群对话 · 社区快闪与设摊活动/地点		· 分享草案计划 · 公众评论期 · 向市议会交付计划			



扫描二维码，了解更多关于
U District区域中心规划的信息

El Distrito Universitario es suyo



Un centro regional único

El Distrito Universitario (Distrito U) es uno de los siete centros regionales de Seattle identificados en el Plan Integral, una visión a 20 años para el futuro de la ciudad. Los centros regionales concentran una parte significativa de los habitantes y los trabajadores de Seattle. En el Distrito U se encuentra la Universidad de Washington, la universidad más grande del estado y el mayor empleador de Seattle. El Distrito U es un barrio sumamente concurrido; más allá de quienes viven y trabajan allí, el área registró más de 36 millones de visitas en 2025. Con diversos pequeños negocios que representan una amplia diversidad cultural, el Distrito U alberga y recibe una gran variedad de comunidades.

Un plan a futuro enfocado en la comunidad y el vecindario

Como uno de los centros regionales que identifica la ciudad, el Distrito U es un factor clave para el aumento del empleo, la habitabilidad, la resiliencia climática y la inclusión. En colaboración con las comunidades del Distrito U, la Oficina de Planificación y Desarrollo Comunitario de la ciudad lidera un plan que establece el marco de políticas para impulsar el crecimiento sostenible, considerando las características únicas del Distrito Universitario. A través de la participación comunitaria, la creación de una visión compartida y la coordinación con proyectos de planificación relacionados, el plan establecerá una visión definida con aportes de la comunidad. *Esta visión del Distrito U se enfocará en lo siguiente:*

Una visión comunitaria a largo plazo: cómo queremos que el Distrito U evolucione en los próximos 20 años.

- **Clima y medio ambiente:** acciones para mejorar la calidad del aire, reducir el calor y lograr que el Distrito U sea un lugar más saludable y resiliente.
- **Servicios públicos:** brindar apoyo para que las escuelas, los parques, las bibliotecas y otros servicios se adapten al crecimiento.
- **Transporte:** calles más seguras, mejor transporte público y alternativas más sencillas para caminar, andar en bicicleta o desplazarse sin automóvil.
- **Una economía local sólida:** apoyar a los negocios locales y generar oportunidades de empleo e inversión.
- **Opciones de vivienda:** suficientes hogares para personas con distintos niveles de ingresos y estrategias para evitar el desplazamiento.
- **Uso del suelo y desarrollo:** dónde debe concentrarse el crecimiento, qué áreas conviene proteger y cómo fortalecer el Distrito U con el paso del tiempo.

El plan incluirá objetivos, políticas y acciones para lograr esa visión en los próximos 20 años.

Convertir en realidad la visión del Distrito U

El plan del centro regional del Distrito U tiene como objetivo crear un futuro que represente los valores de la comunidad, con el fin de lograr que el área crezca de forma equitativa y sostenible, siempre en beneficio de sus habitantes, trabajadores y visitantes. Al planificar un crecimiento saludable, sostenible y equitativo en el Distrito U, más personas podrán acceder de manera asequible a empleos, transporte, viviendas y servicios en el área. El Concejo Municipal y el Alcalde adoptarán el plan final y servirá como guía para los responsables de las políticas durante los próximos años.

Participe en el proceso

2026				2027	
Invierno	Primavera	Verano	Otoño	Invierno	Primavera
Inicio del proyecto		Redacción de la visión y políticas			
Análisis técnico					
Participación comunitaria para orientar el plan:				Desarrollar el plan final:	
• Encuesta en línea • Talleres comunitarios • Conversaciones de grupos focales • Eventos emergentes y mesas informativas en eventos comunitarios y ubicaciones				• Compartir el plan preliminar • Período de comentarios públicos • Presentar el plan al Concejo Municipal	



Escanee el código QR para obtener más información sobre el plan del centro regional del Distrito U.

Flyer



It's your U District Help shape what's next!

Es su U District. ¡Ayuda a dar forma a lo que viene!
这是属于您的 U District. 与我们携手共塑未来!



Take the survey before May 18.

Responda nuestra encuesta antes del 18 de mayo.

请于5月18日前填写我们的问卷
bit.ly/UDistrictPlan



English



Español



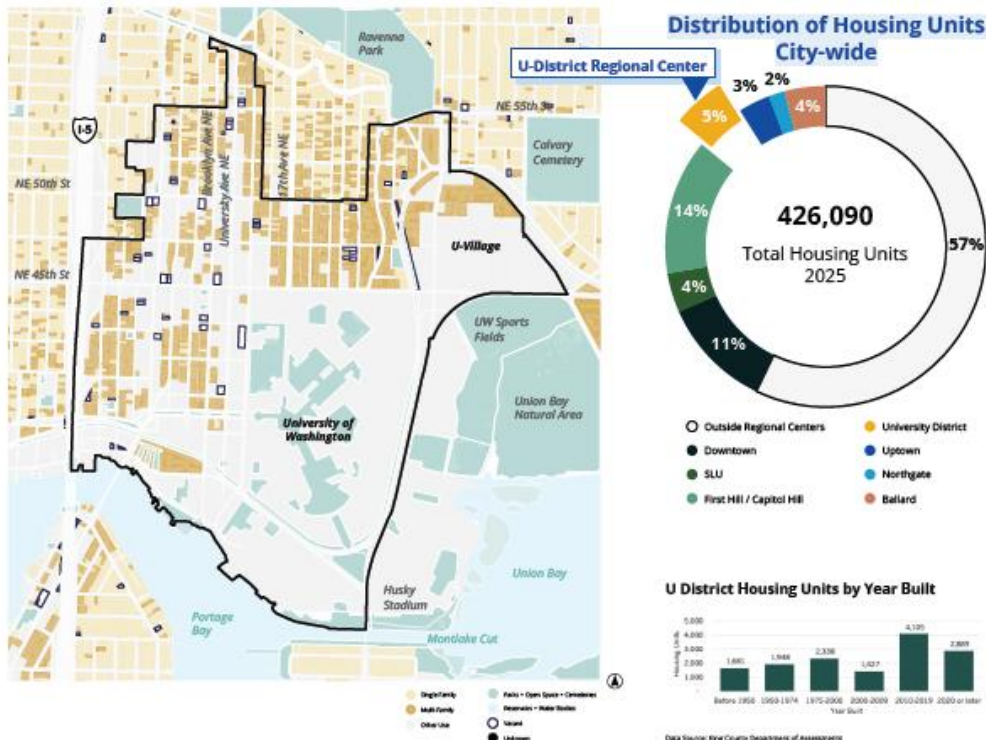
中文

U District Phase 1 Engagement Summary

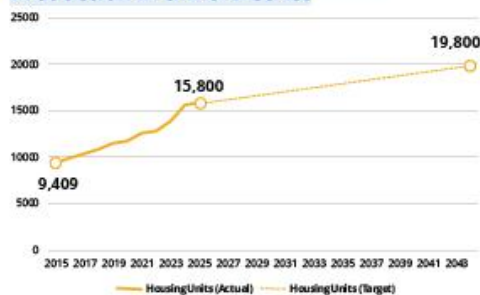
Neighborhood data boards



Housing and Community Life



Past, Present, and Future Housing Production in the U-District



Vacancy Rates of Housing Units

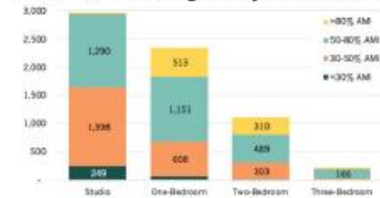


How many people live in homes they own vs homes they rent?



Data source: US Census Bureau, 2024 ACS 5-year estimates, Table B25002

U District Rental Housing Stock by Unit Size and Affordability





U District Phase 1 Engagement Summary



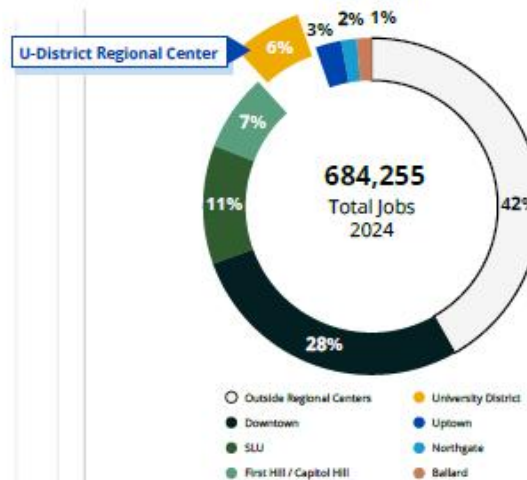
Economy and Culture

What do people do for work?



Data source: US Census Bureau, LEHD Origin-Destination Employment Workplace Area Characteristics, 2015; US Census Bureau, 2014 ACS 5-year estimates, Table C2805.

Distribution of Jobs City-wide



Active Businesses by Years of Operation



Data Source: City of Seattle Business License Database.

Household Composition



Data source: US Census Bureau, 2014 ACS 5-year estimates, Table B11001.

Household Income Distribution



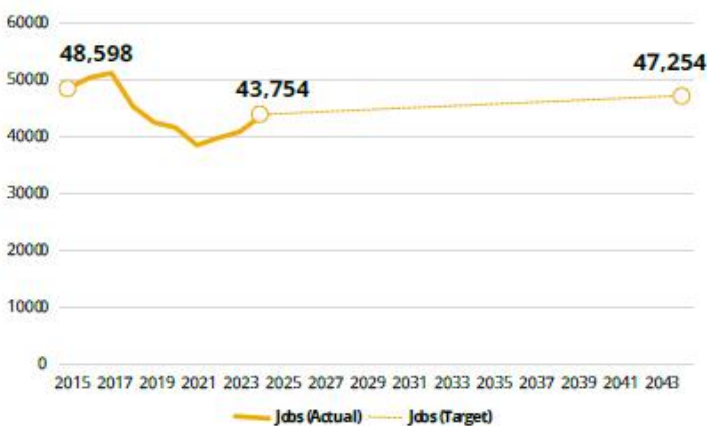
Data source: US Census Bureau, 2014 ACS 5-year estimates, Table B19001.

Unemployment Rate



Data source: US Census Bureau, 2014 ACS 5-year estimates, Table B23025.

Past, Present, and Future Employment in the U-District



U District Phase 1 Engagement Summary

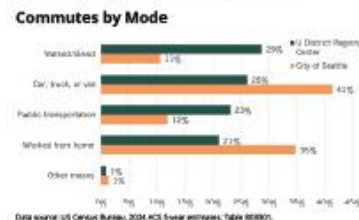


Streets, Safety and Public Spaces

Where are the public facilities and amenities?



How do people get to work?



How will people get around in the future?





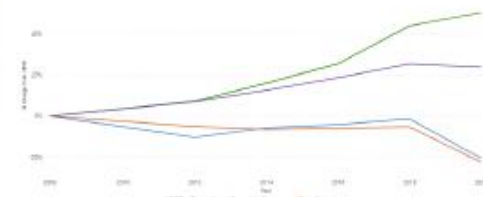
Environment and Climate Change



What does Climate Change Mean for Seattle?



Annual Population, Gross Domestic Product and Emissions

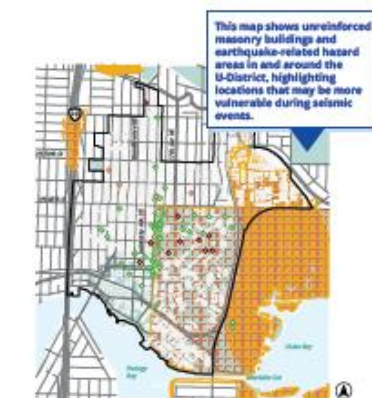


Greenhouse Gas Emissions in Seattle

Source: Climate Action Plan (2022)



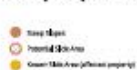
Hazards and Environmentally Critical Areas



Earthquake Risks in the U District



Steep Slopes and Slides



Seattle's older neighborhoods, including the University District, use a combined sewer system that carries stormwater and sewage in the same pipes. During heavy rain, runoff can exceed system capacity, causing untreated sewage and stormwater to spill into Portage Bay and the Ship Canal.



Combined Sewage Overflows and Outfalls

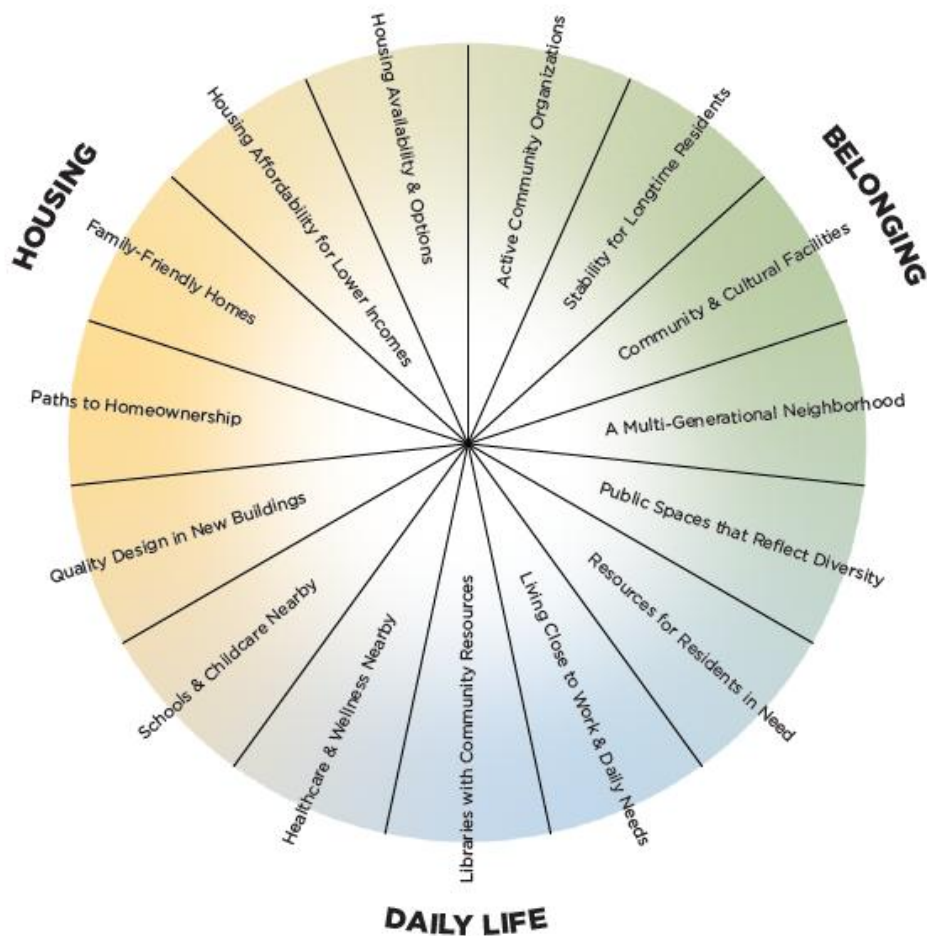


Priority Wheel boards



Housing and Community Life

What Makes the U-District a Thriving Community?



PLACE A STICKER ON THE THREE IDEAS
YOU VALUE MOST

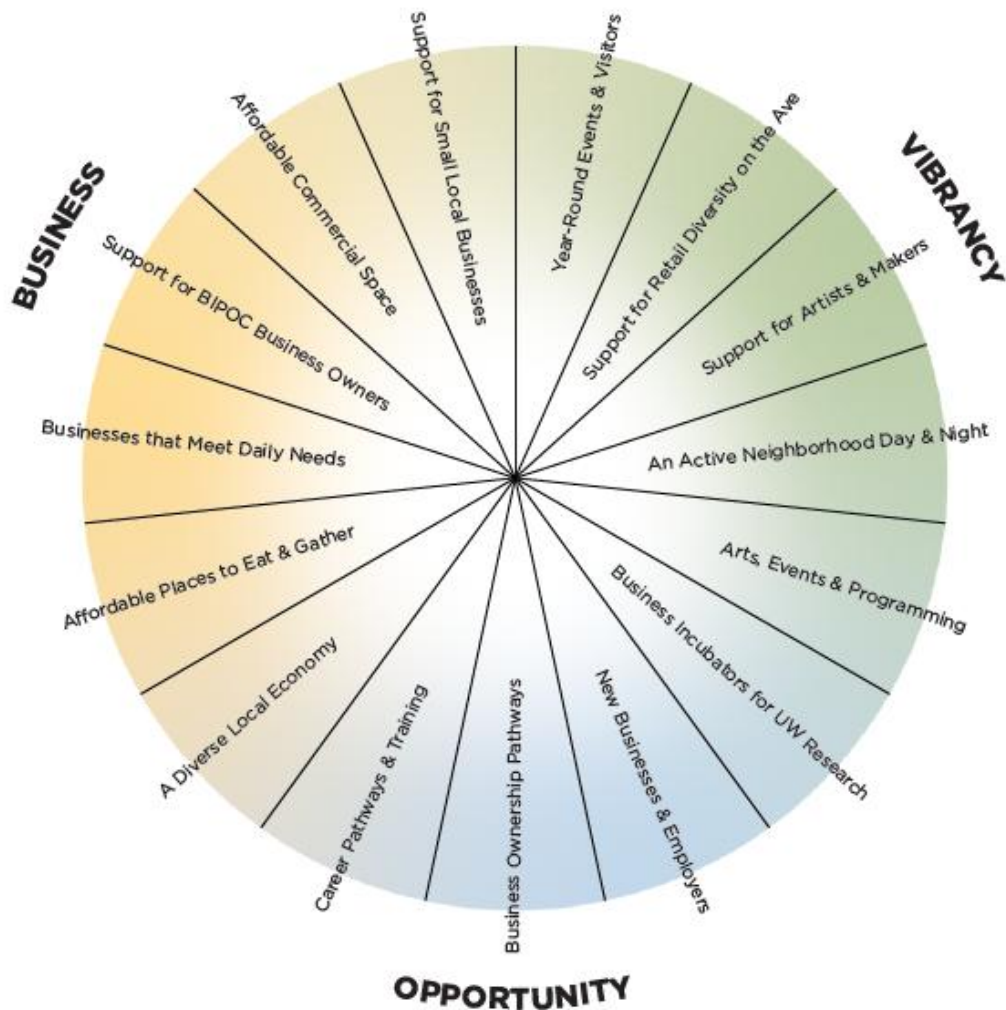


U District Phase 1 Engagement Summary



Economy and Culture

What Makes the U-District a Thriving Community?

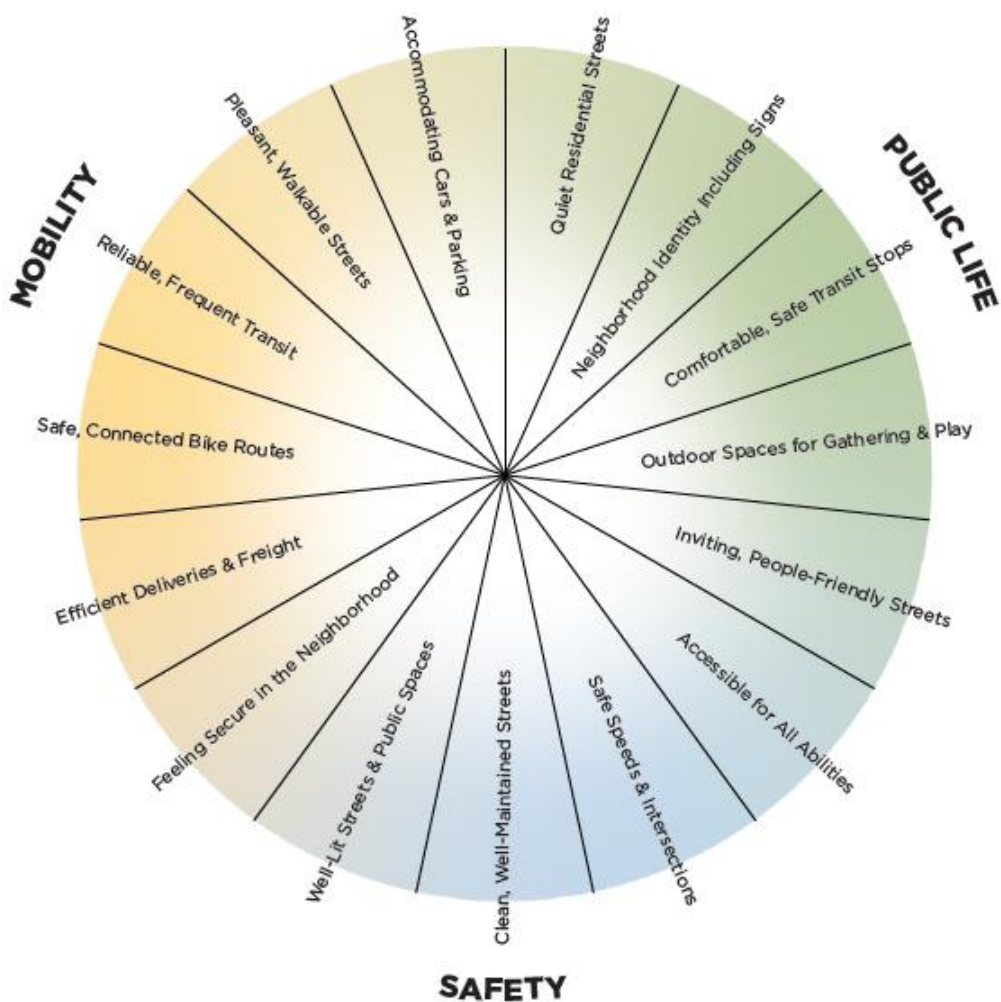


PLACE A STICKER ON THE THREE IDEAS
YOU VALUE MOST



Streets, Safety and Public Spaces

What Makes the U-District a Thriving Community?



PLACE A STICKER ON THE THREE IDEAS
YOU VALUE MOST

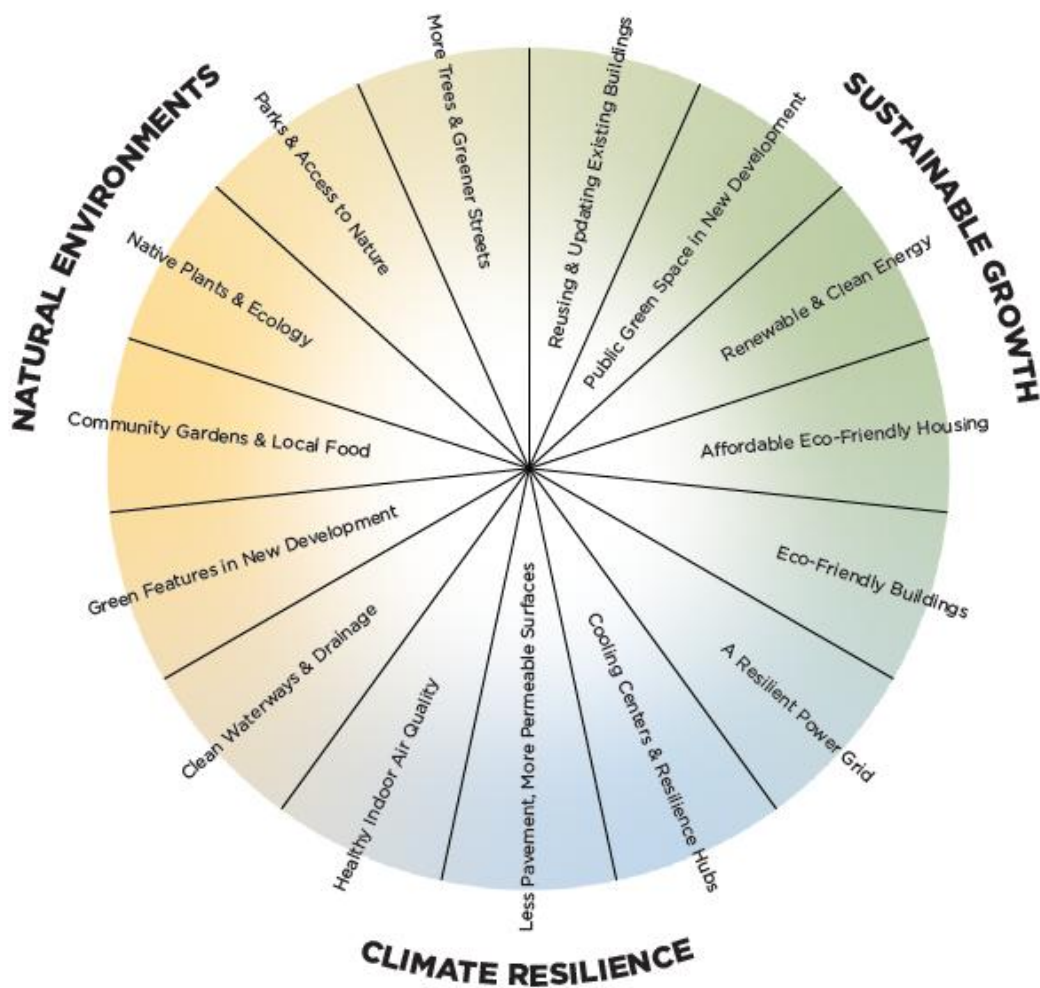


U District Phase 1 Engagement Summary



Environment and Climate Change

What Makes the U-District a Thriving Community?



PLACE A STICKER ON THE THREE IDEAS
YOU VALUE MOST

OPCD April newsletter



Seattle
Office of Planning &
Community Development

U District Neighborhood Planning Survey and Community Workshop



The City of Seattle is beginning conversations with the community about the [U District neighborhood plan](#). Take our survey before May 4 to share your experiences now and what you think the neighborhood needs more of to be a vibrant, equitable, and resilient place as it grows.

Connect with our team at a community workshop:

Thursday, April 23, 6:00-8:00 PM
UHeights Auditorium, 5031 University Wy NE

All ages welcome. We'll have food, activities for kids, and interpreters to support Spanish, Mandarin, and Cantonese speakers.

Your input will help guide development of early goals and strategies that reflect community values and priorities.

[Take the U District Survey](#)