



Seattle's City Centre Regeneration

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Seattle



Location



Seattle 1994

- Two vacant department stores
- Suburban competition
- Difficult parking
- Downtown deserted at night



Seattle 2008



- \$3 billion under construction
- New \$180 million shopping center
- New Flagship Nordstrom Department Store

Seattle 1994

- Downtown unsafe and dirty
- Graffiti
- Homelessness, aggressive begging



Seattle 2008



- \$4 Million BID, started in 2000
- Public safety, cleaning, marketing and research services

Seattle 2008

- An *18-hour downtown* with sidewalks full of shoppers even at night and on weekends!



Seattle 2008

- New Football and Baseball Stadiums
- 190 cruise ship visits in 2007
- New corporate headquarters – Starbucks and Amazon.com



Seattle 2008

- Symphony Hall
- Movie theater complexes
- Three performing arts theatres renovated



LESSONS LEARNED

1. Local Leadership is Critical
2. Focus on Local Strengths
3. Encourage Housing
4. Promote Arts and Entertainment

Local Leadership



- Commitment by the Mayor and City Council
- Commitment by top business leaders

Focus on Strengths

- Preserve small, local businesses
- Encourage tourism
- Protect unique culture and natural beauty



Encourage Housing



- Zoning changes and incentives
- Amenities for residential growth
- 14 housing projects completed in 2007, 28 under construction

Arts & Entertainment



- Arts supports 8800 jobs
- \$26 Million in local government revenue
- 2 million arts patrons per year to Downtown

FUTURE STRATEGIES

1. Private Sector Leadership
2. Quality Urban Environment
3. Diverse Economy
4. Aggressive Marketing
5. Effective Transportation System

Conclusion

