



Downtown Activation Plan Summary

Let's transform Downtown Seattle together.

The pandemic changed how we live and work, which gave us an opportunity to imagine a new Downtown. We can work together – as One Seattle – to build a new future for the heart of the city. We can create a Downtown that is safe, welcoming, and a unique social gathering space. A Downtown that is accessible and affordable for families with young children. A Downtown that is environmentally friendly, green, and beautiful. A Downtown where small, diverse businesses thrive and grow.

A Downtown that is full of life and color. A Downtown that is YOU.

Mayor Bruce Harrell released the City of Seattle's proposed plan to revitalize Downtown Seattle known as the Downtown Activation Plan. The plan lays out bold goals and actions to stabilize and transform Downtown into a place where residents, workers, and visitors want to spend time. The plan strives to live up to Seattle's race and social justice values. It also includes measurable outcomes, clear timelines, and accountability.

The City will work toward the following seven goals:

1. Make Downtown **safe** and welcoming.
2. Transform Downtown into a lively **neighborhood** where more people can afford to live.
3. Create a unique Downtown **retail** experience.
4. Make Downtown a place where people want to **work** and that reflects the future of our economy.
5. Celebrate Downtown Seattle's **arts, culture, sports, and entertainment**.
6. Make Downtown a **top destination** for Seattleites and visitors year-round.
7. Create a healthy, resilient, and **green** Downtown.

The plan lays out actions across three different timelines:

- **Bold Actions Now** – Initiatives that are underway or starting soon.
- **Near-term Initiatives** – Efforts that will happen over the next three years.
- **Space Needle Thinking** – Visionary possibilities for the future of Downtown Seattle.

The Downtown Activation Plan maps out the future of Downtown for you. **Downtown is You.**

What do you think of this plan and visionary ideas? We want to hear from you!

Please share your opinion using this [Downtown Activation Plan Feedback Form](#).

For more details on the City of Seattle's Downtown Activation Plan and to share your feedback, visit downtownisyou.com.



The form is translated into multiple languages. Bilingual staff are available to provide interpretation support of the plan and help you submit the feedback form. **If you need language assistance, please call (206) 684-8090.**

Your response will help us continue to strengthen and refine the Downtown Activation Plan together.

The City of Seattle encourages everyone to participate in its programs and activities. For additional questions, translation or interpretation, technical assistance, disability accommodations, materials in alternate formats, or accessibility information, please contact the Office of Economic Development at (206) 684-8090 or oad@seattle.gov.