

Mission

To create a healthy, vibrant downtown

Our vision for downtown

DSA envisions downtown Seattle as everybody's neighborhood – a global and growing 24/7 center for businesses, residents and visitors that is vibrant, welcoming, clean and safe.

It is easy to get to and through, and is the region's center of innovation and culture.

Downtown is a collection of unique neighborhoods – each maintaining its own authentic character, leadership, and sense of community, and together creating an active and diverse urban environment with something for everyone.

Strategic directions

Constituency and identity

DSA represents a broad coalition of City Makers

DSA is an organization for everyone who loves downtown. DSA is the place where a diverse group of City Makers comes together to shape the future of downtown. This means property and business owners, downtown workers and residents, nonprofits and neighborhood leaders. Downtown Seattle is a thriving center of creative energy and investment and DSA is downtown's catalyst for positive action.

This means DSA will:

- Expand DSA's membership and leadership diversity, while retaining the important participation of key employers and corporate executives
- Increase DSA's visibility as a steward of the downtown experience
- Target increased participation of emerging business sectors, new employers, younger and more diverse members, residents and other new voices

Geography

DSA serves a collection of Center City neighborhoods

As the steward of the downtown experience, DSA serves all of Seattle's Center City, from South Lake Union to SODO and from Elliott Bay to Capitol Hill. We actively work to ensure our Center City stays strong, healthy and inviting for workers, residents and visitors alike. We advocate for and advance policy issues and keep the public areas of downtown clean, safe and welcoming through our management of the Metropolitan Improvement District (MID). As downtown continues to experience record growth and a dramatic revitalization marked by the evolution of our neighborhoods, DSA is engaging to meet their needs.

This means DSA will:

- Actively work with neighborhoods to create a positive, seamless urban experience throughout downtown through policy, advocacy and public realm services
- Convene discussions about areas for future growth and development, as well as advocacy for policy change

Areas of focus

DSA fills a vital role as partner, catalyst and steward

DSA actively takes responsibility for downtown's economic vitality, transportation and access, and urban experience, providing stewardship and leadership to help solve downtown's challenges, and advance opportunities that align with our vision.

This means DSA will:

- Actively draw attention to and inspire action on issues that need to be addressed
- Expand DSA's role as a partner and steward through advocacy and services throughout downtown, including partnerships with various neighborhood organizations

Support elements

DSA's brand essence: City Makers

In early 2015, DSA underwent a branding review process. The theme of "City Makers" was developed, and adopted by the DSA Board in October 2015. This is informing a rebrand of the organization.

Economic indicators of downtown's health and vibrancy: Live • Work • Shop • Play

These indicators provide a broad metric of downtown's economic health and vitality that can be tracked over time. These indicators track number of workers, residents and sales downtown

DSA's leadership approach: Partner • Catalyst • Steward

During the branding process, these emerged as the defining characteristics of DSA and its work.

Downtown's fundamental assets: Stunning natural setting • Platform for innovation • Superregional center • Arts & history

These have been identified as some of downtown Seattle's competitive advantages.

Action priorities

Constituency and identity

Represent a broad coalition of City Makers

Enhance diversity of board and membership

- Increase diversity of DSA board and membership while maintaining traditional constituencies (e.g., geographically, by sector, WMBE, business size, etc.)
- Develop nominating guidelines for board and committee assignments, as well as a long-term diversity and inclusion initiative

Increase organization visibility

Increase DSA's visibility and strengthen value proposition through a refreshed brand, logo, messaging and overall visual identity

Coordinate Residents Council on shared policy priorities

- Increase membership in Downtown Residents Council (DRC), which will be distinct, but coordinated with DSA
- Identify shared advocacy goals to guide collaboration and coordinated action (i.e., public safety)

Geography

Serve a collection of downtown neighborhoods

Improve neighborhood connections

Enhance and strengthen transit and pedestrian connectivity between all downtown neighborhoods to create attractive and inviting corridors (e.g., Pike-Pine Renaissance)

Expansion of public realm services

Consider providing public realm services (clean, safe, parks) in neighborhoods adjacent to MID boundary through contracts, grants and potential expansion of boundaries

Advocate for growth & development

Ensure that downtown Seattle is positioned to accommodate growth of future workers and residents

Areas of focus

Fill a vital role as partner, catalyst and steward

Urban experience

Create a 24/7 urban experience that is inviting, clean, and safe for everyone

PROGRAM PRIORITIES

Expand public realm management, activation and planning

- Continue providing mental health and homeless outreach; align programs with law enforcement
- Manage and activate Westlake Park and Occidental Square
- Expand management and activation of additional priority downtown parks and public spaces
- Expand clean and safe services throughout the Center City

PUBLIC POLICY AND ADVOCACY PRIORITIES

Create additional inviting, clean and safe public spaces

- Participate in developing funding and implementation plans for major public realm improvement projects (e.g., new Waterfront Park, Pike-Pine Renaissance, Seattle Center)
- Secure additional investments in police patrols, mental health, affordable housing and substance abuse treatment
- Promote public/private management model for new Waterfront Park

Economic competitiveness

Increase economic competitiveness by attracting jobs, encouraging innovation and investment, and increasing housing supply

Sustain recruitment, retention and research efforts

- Continue business development and retention programs
- Serve as the respected resource for data, information and trends on downtown's economic position
- Expand retail recruitment and advocacy program to target priority corridors to increase the number of independent retailers and achieve a unique merchandise mix

Strengthen downtown as center for growth and development

- Support HALA recommendations to increase market rate and affordable housing supply
- Advocate for siting of downtown schools and amenities to retain and attract families
- Advocate for construction of the Convention Center addition
- Ensure downtown land use and density will support 2035 employment and residential growth targets

Transportation and access

Promote and advocate for effective, safe & reliable transportation options to, and through, downtown

Increase planning, promotion and consulting services

- Develop and implement downtown's mobility/public realm master plan (Center City Mobility Plan) with partner agencies to establish a 20-year transportation vision for downtown
- Expand transportation services to employers and property owners to increase use of alternative transportation modes
- Expand promotion/marketing of low-cost parking options to visitors (downtownseattleparking.com campaign)

Ensure downtown's transportation network keeps pace with growth

- Advocate for passage of Sound Transit 3, as well as preferred alignments through downtown Seattle
- Ensure implementation of Third Avenue transit corridor design vision
- Promote a second transit tunnel through downtown and additional stations to increase overall transit capacity