



PIONEER SQUARE 2020

NEIGHBORHOOD PLAN UPDATE

INTRODUCTION

In 2010 Pioneer Square received pointed and poignant recommendations: stop whining and infighting; develop market rate housing; hire a CEO; systematically identify short, intermediate, and long term priorities; assign responsibilities; and get to work. The neighborhood listened.

Seattle's historic neighborhood has experienced unprecedented change in the ensuing five years. Through the investment and hard work of so many, Pioneer Square is finding its way to a preferred future. New housing. New businesses. New energy. A resurgence of restaurants and retail. New pride in our public realm, making it walkable and accessible to all. While respecting and protecting our history and historic fabric, we are writing a new story for an old neighborhood.

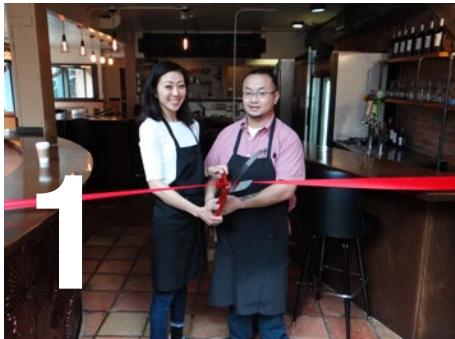
A list of all the appreciations would be endless. All the long term businesses that stayed and the new ones who decided to be part of this rich chapter, the staff and boards of the Alliance and the Pioneer Square Business Improvement Area (BIA), the Residents Council, our many collaborators, partners, and schemers. Many, many thanks to each person who made a conscious choice to step up and be part of the solution.

Leslie G. Smith
Executive Director
Alliance for Pioneer Square



SUMMARY OF NEIGHBORHOOD GOALS

COMMUNITY GOALS



1 ECONOMIC GROWTH

Actively Engage Businesses and Property Owners in Supporting Economic Growth



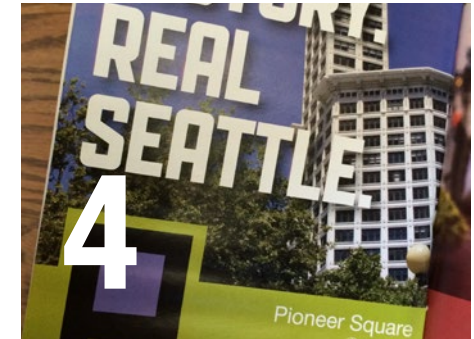
2 ADVOCACY

Build the Neighborhood's Organizational Development and Advocacy Capacity



3 HISTORIC ASSETS

Focus on the District's Historic Building Assets and Enhance the Built Environment



4 MARKETING

Effectively Market, Brand, and Promote Pioneer Square

CITY GOALS



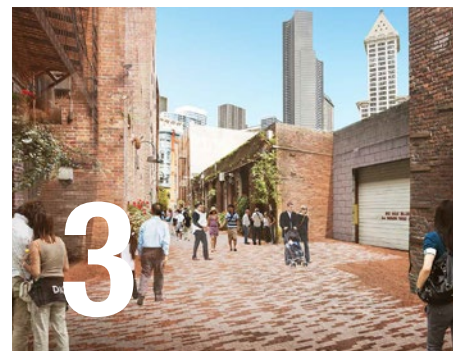
1 PUBLIC SAFETY

Ensure an Environment of Public Safety and Civility



2 HISTORIC CHARACTER

Support Pioneer Square's Historic Buildings and a Positive Development Environment



3 ECONOMIC GROWTH

Provide Economic Development Support and Investment through Utility and Transportation Infrastructure



COMMUNITY GOALS + ACTIONS

1

Actively Engage Businesses and Property Owners in Supporting Economic Growth

- A.** Support Existing and Emerging Economic Clusters; Engage Property Owners, Brokers, and Other Stakeholders Around the Pioneer Square Economy and Needs for Retention and Expansion

2

Build the Neighborhood's Organizational Development and Advocacy Capacity

- A.** Support Safety and Public Civility Improvement Efforts
- B.** Participate in and Advocate for Transportation, Utilities, and Other Infrastructure Improvements
- C.** Continuously Develop Neighborhood Capacity for Leadership and Engagement

3

Focus on the District's Historic Building Assets and Enhance the Built Environment

- A.** Increase Residential Development and Density in Pioneer Square
- B.** Advocate for the Design, Improvement, Maintenance, and Activation of Public Space
- C.** Address Vacant, Dilapidated, and Underused Buildings
- D.** Facilitate a User-Friendly Preservation Board Process and Experience
- E.** Support Neighborhood Initiatives to Improve Pioneer Square Alleys as Public Spaces

4

Effectively Market, Brand, and Promote Pioneer Square

- A.** Develop a Comprehensive PR, Marketing, and Branding Strategy for Pioneer Square
- B.** Create and Implement a Communications Plan

CITY GOALS + ACTIONS

1

Ensure an Environment of Public Safety and Civility

- A.** Implement Strategies to Improve Public Safety Experience and Perceptions

2

Support Pioneer Square's Historic Buildings and a Positive Development Environment

- A.** Facilitate Development and Adaptive Reuse Incentives
- B.** Address Vacant and Blighted Buildings

3

Provide Economic Development Support and Investment through Utility and Transportation Infrastructure

- A.** Support Transportation and Infrastructure Improvements and Mitigation
- B.** Ensure Effective Utility and Technology Systems



ACKNOWLEDGEMENTS

Community Participants

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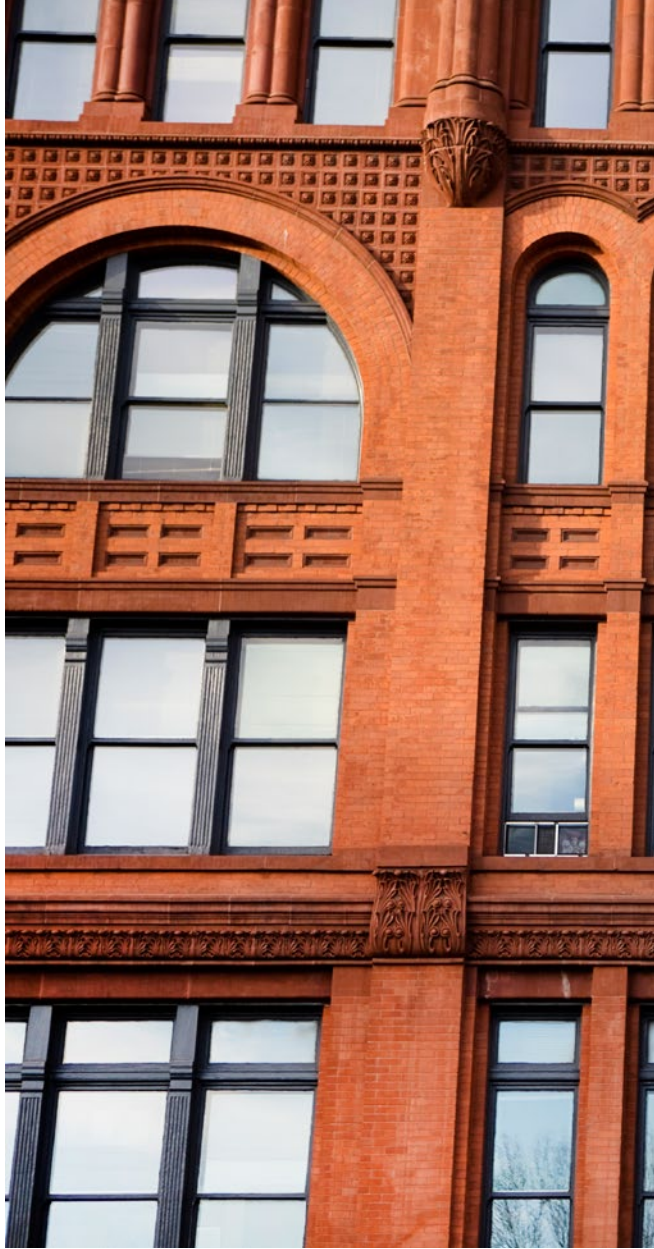
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For more information, please visit www.allianceforpioneersquare.org