

# Seattle Uptown

Founded in 1869, the City of Seattle is the leading commercial, cultural and advanced technology center of the U.S. Pacific Northwest, and a major port city for trans-Pacific and European trade. With a 2010 population of more than 608,000, the city is the region’s largest and most diverse in terms of population, economic activity, and transportation options. The city has designated six regional growth centers—Downtown, First Hill/Capitol Hill, Northgate, South Lake Union, Uptown Queen Anne, and the University Community—to accept significant planned population and employment growth. Four of the city’s regional growth centers – Downtown, First Hill/Capitol Hill, South Lake Union, and Uptown Queen Anne - are contiguous and form a core that adjoins with both the Duwamish and Ballard-Interbay manufacturing industrial centers. At less than four square miles, the concentration of regional growth centers form a dense core that contains significant concentration of current development and capacity for future growth.

Uptown Queen Anne is one of Seattle’s oldest neighborhoods. A close-in, downtown neighborhood, it is known for its steep hills, tight urban grain, and sweeping views of the Seattle skyline, Elliott Bay, and Lake Union. Uptown sits on the southern slopes of Queen Anne Hill, adjacent to Belltown and the Denny Triangle neighborhoods. The center is bound roughly by Broad Street on the east, Denny Way to the south, Elliott Avenue West to the west, and extends along an alignment one-half block north of Roy Street to the north. Centered on the junctions of Queen Anne Avenue at Mercer and Roy Streets, the Uptown contains a variety of residential, commercial, retail, and entertainment uses. Seattle Center, home to some of the city’s premier arts, sports, and entertainment organizations and facilities, has been an important and defining feature of the community for over 50 years.

## Acreage, Density & Mix of Activity

Seattle Uptown is a smaller regional growth center in terms of total gross acreage (335 acres) with a net developable acreage of 223 acres (67% of gross acres). In terms of its role in the city overall, Seattle Uptown contains 1 percent of the city's land area, 1 percent of the population, 2 percent of the housing, and 3 percent of the employment. Compared to centers as a whole, Seattle Uptown has a medium number of total activity units (21,551), with employment-oriented activity (65% jobs/35% residents) and a high density of activity (64.3 units per gross acre).

## Urban Form

Seattle Uptown's average parcel size is 0.4 acres, which is significantly smaller than the 1.1-acre average size for growth centers. Seattle

## 2010 Summary Statistics

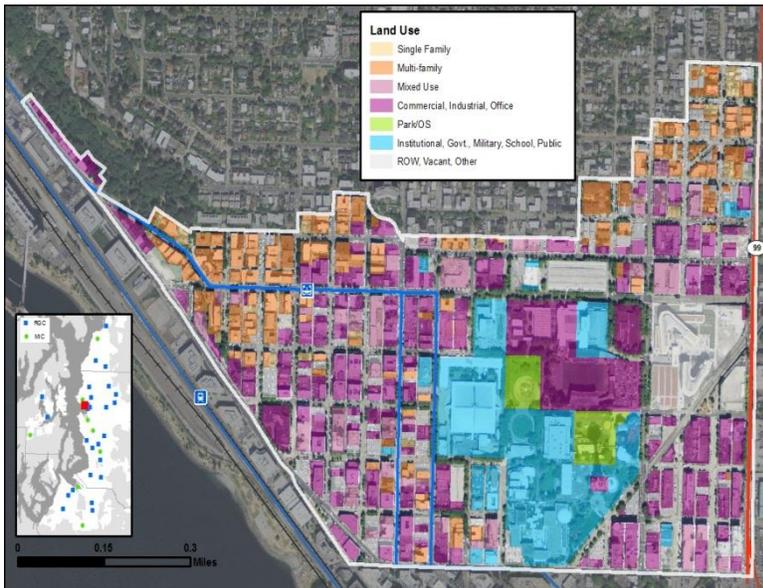
Land Use	
Gross acreage	335
Average block size (acres)	3.4
Average parcel size (acres)	0.4
Mix of Uses	
Population/Employee ratio	.55 : 1
Population+Employee/acre	64.3
Population	
Total population	7,641
Population density/acre	22.8
Change (2000–2010)	2,242
Housing	
Total housing units	6,110
Housing unit density/acre	18.2
Change (2000–2010)	1,545
Employment	
Total employment	13,910
Employment density/acre	41.5
Change (2000–2010)	-2,251
Transportation	
Housing access to transit	100%
Employee access to transit	100%
Work-based mode share	
SOV / HOV	44% • 7%
Walk & Bike / Transit	25% • 24%

## Urban Amenities

Food & Drink	
Restaurants	75
Grocery	8
Cafes & Bars	18
Home Supplies & Services	
Pet Supplies	-
Laundry & Haircuts	8
Home supplies	2
Clothing & Shoes	1
Banks	5
Arts & Recreation	
Spectator Sports	1
Fitness & Outdoors	3
Electronics & Toys	1
Bookstores & Libraries	1
Arts & Culture	13
Public & Civic Services	
Social Services	12
Schools & Childcare	3
Police, Fire, Postal, City Hall	1
Pharmacy	2
Healthcare	21
Residential Care Centers	2

Uptown provides a walkable pedestrian environment, with a complete network of sidewalks (99% coverage) and small blocks at a 3.4 acre average size. The large parcels that comprise Seattle Center skew the average block size – the balance of blocks in the center are considerably smaller.

The presence of amenities is an important aspect of urban form. Seattle Uptown has a moderate set of urban amenities (177 total amenities / 0.53 amenities per gross acre). Food/Drink (61%) and Public/Civic Services (21%) represent the largest amenity categories, with specific concentrations in Restaurants, Healthcare and Cafes/Bars.



### Land Use

The major land uses in Seattle Uptown are commercial (30%), institutional (21%) and multi-family residential (15%). About 64 percent of the center’s 223 net acres are in employment-related use, including mixed-use buildings. Approximately 17 percent of the land in the center are exclusively residential uses.

### Demographics

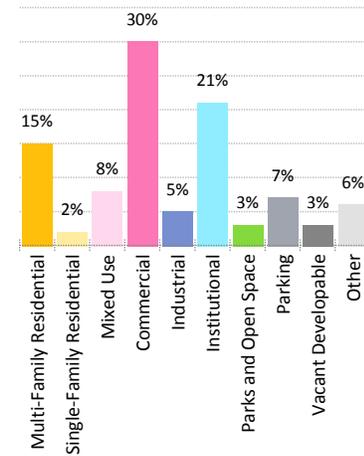
The total population in Seattle Uptown is 7,641, and has grown by 2,242 residents over the past 10 years. The center has more young working age residents than the region as a whole, with small shares of youth (3%) and seniors (8%). The age of residents is predominantly in 18-34, followed by 35-64 (90% for both age groups combined). At 21 percent, Seattle Uptown’s racial diversity is lower than the region’s 27 percent share of non-white residents. The groups with the highest shares in Seattle Uptown are White (79%), Asian (10%), and Other (6%). Six percent of residents identify as Hispanic.

### Employment

The total employment in Seattle Uptown is 13,910, and it has decreased by 2,251 jobs over the past 10 years. The major industry

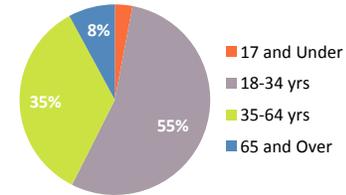
### Current Land Use

(223 net acres)



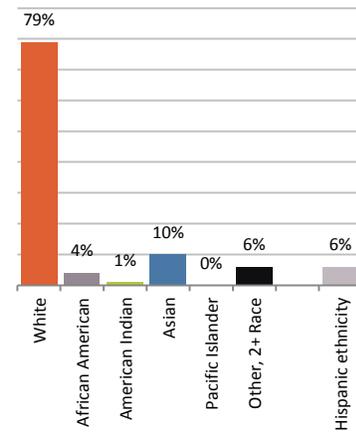
### Age of Residents

(7,641 residents)



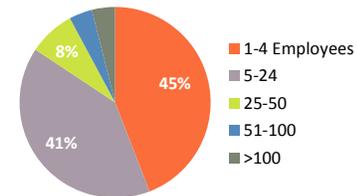
### Racial/Ethnic Composition

(7,641 residents)



### Size of Businesses

(664 workplaces)



sectors are Services (54%), Wholesale, Transportation & Utilities (20%) and Government (10%). Employment in the center is focused on major office headquarters, professional services, and high-tech businesses.

### Housing

Seattle Uptown has 6,110 total housing units, with a density of 18.2 housing units per gross acre. Over the past 10 years, housing has grown by an impressive 1,545 units (34% increase). Based on Block Group data, Seattle Uptown has a very small share (8%) of single family and 2- to 4- unit multifamily and a dominant share of 5- to 19- and 20+ unit multifamily (92%). In terms of unit affordability, Seattle Uptown's owner-occupied housing tends to be about equally expensive as the region as a whole (based on Census Block Group data). The center's share of units under \$300,000 is 39 percent, whereas the region's share is 38 percent. The center's share of units over \$500,000 is 22 percent, whereas the region's is 25 percent.

### Transportation

For work-based trips, the Seattle Uptown regional center's travel characteristics are very different from the region as a whole, with dramatically fewer single-occupant vehicle (SOV) and significantly more transit and walk/bike trips. The region's SOV share is 76 percent, while the center's share is 44 percent. The region's non-SOV mode share is 24 percent, with 10 percent in transit and 5 percent in walk/bike. The center's non-SOV share is 56 percent, with 24 percent in transit and 25 percent in walk/bike. The total daily trips from Seattle Uptown are very highly focused on destinations in regional centers (45% of all trips); this includes trips that stay within the center (9%) and trips that go to other centers (36%).

In terms of employee access to transit, Seattle Uptown has complete access, with 100 percent of employees within a 1/4 mile walk to a transit stop. For residential, Seattle Uptown has complete access with 100 percent of housing units within a 1/4 mile walk.

### Plan Overview

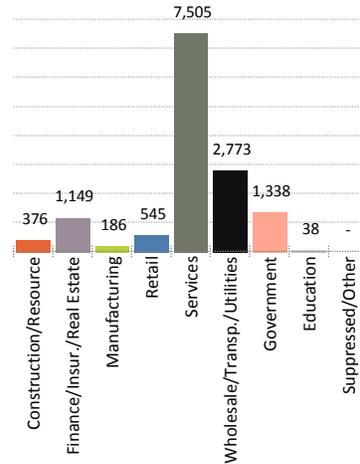
Seattle includes a section of the Neighborhood element of its comprehensive plan focused on the Uptown Queen Anne regional growth center. Through its neighborhood planning process, Seattle developed neighborhood plans for each of its regional growth centers. Though the plans were recognized as the vision and goals of neighborhoods, only the subset of policies adopted in the Neighborhood element of its comprehensive plan are considered adopted city policy. The element includes goals and policies, along with a map of the center. Policies included in the element are based on the Queen Anne Neighborhood Plan completed in 1998. The planning area is slightly larger than the designated regional growth center, including Upper Queen Anne as well.

### Comparison to Center Plan Checklist

The city's primary center planning document was reviewed to evaluate the extent to which the plan addresses topics in the PSRC Regional

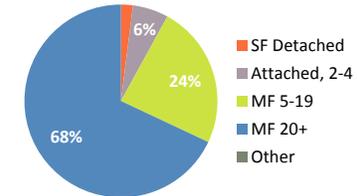
### Jobs by Sector

(13,910 jobs)



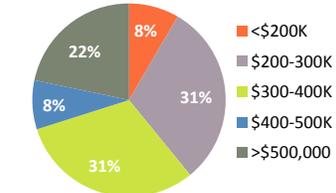
### Housing Units, by Type

(5,917 units)

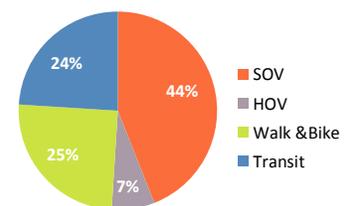


### Value of Owner-Occupied

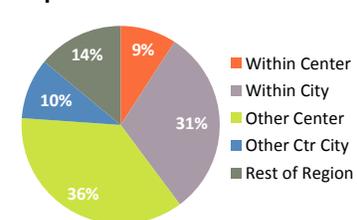
Units (1,240 units)



### Mode Shares



### Trip Destinations



Center Plan Checklist. Both the Urban Village element and the relevant section of the Neighborhood element were reviewed for this analysis. This policy-level review of the current plan is intended both to provide preliminary assessment of consistency of the plan with center guidelines and to evaluate the Regional Centers Checklist for any potential improvements.

Seattle has a framework in place to guide development in the city's multiple center types. Goals and policies established in the Urban Village element in Seattle's comprehensive plan are applicable to all six of Seattle's regional growth centers. Urban Village policies address a number of aspects of the Regional Growth Center Plan Checklist. The element describes the centers in a regional context. Policies call for compact mixed-use places and transportation improvements to support walking, transit and demand management. The element calls for directing compact growth in centers and accommodating a range of economic activity. Policies focus on directing new investments in infrastructure and services to areas expected to receive additional growth and providing housing choices, accessible open space and employment opportunities. Urban centers are characterized by the presence of public facilities and human services; parks, open spaces, street designs and recreational facilities; and neighborhood design guidelines. Mode split goals, employment and residential growth targets, and a description of capital facilities for each regional growth center are described elsewhere in the comprehensive plan.

The Neighborhood element – Uptown Queen Anne section addresses many aspects of the Regional Growth Center Plan Checklist. The goals of the Uptown Queen Anne section establish an overall vision for the center. A map of the center boundaries is included. The element includes some environmental provisions, emphasizing protection of the ecological integrity of critical areas and drainage in open spaces and critical areas. Policies and provisions for open space are included. The element addresses many aspects of the Transportation 2040 Physical Design Guidelines and supports development of an integrated, multimodal transportation system through many provisions. Context sensitive-design is addressed through a policy that states that “transportation facilities and services should be consistent with and enhance Queen Anne’s unique urban character.”

The plan meets many of the existing expectations of the Regional Growth Center Plan Checklist, though there are aspects that the plan does not address or that could be strengthened in future updates. A stronger emphasis on the environment could be incorporated in the plan, including policies addressing stormwater, air pollution, and greenhouse gas emissions. Housing topics on the checklist could be further addressed to provide more clarity regarding housing strategy in the neighborhood. The plan does not include a market analysis of the center's development potential. While transportation topics are generally well addressed, policies addressing parking management and coordination with transit providers have not yet been included in the plan. Given the element's policy focus, it provides a limited amount of information on the existing conditions, such as key industry clusters and the mix, distribution, and location of existing uses in the center.

### **Planning Challenges & Implementation Strategies**

Seattle has employed strategies to address challenges and plan for the success of its centers. These include incentive zoning, ongoing zoning amendments to increase development capacities, no minimum parking requirements, flexibility in mixing of uses, and transit oriented communities planning.