

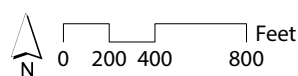
# CHARACTER AREAS

## CHARACTER AREAS

- WATERFRONT**  
Enhance and connect to waterfront attractions.
- CAPITOL TO MARKET**  
Encourage a high activity mix of uses from the Capitol to the Farmers Market.
- ARTISAN/TECH**  
Encourage an eclectic mix of commercial activities and residences to support a creative neighborhood.
- ENTERTAINMENT**  
Continue the core's energy eastward in a safe and lively entertainment district.
- SE NEIGHBORHOOD**  
Build a holistic neighborhood with services and amenities.

## EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- Attractions or landmarks





## WATERFRONT

Improve upon existing attractions to create a vibrant, attractive, family friendly destination, with emphasis on the surrounding natural environment and many landmark views. Maintain vibrant and visible gathering places for public activity and events; increase waterfront recreation opportunities; and create inviting pedestrian connections to the historic shopping district, marinas, Farmers Market, Hands on Children's Museum, LOTT Wet Center, and Capitol Campus.



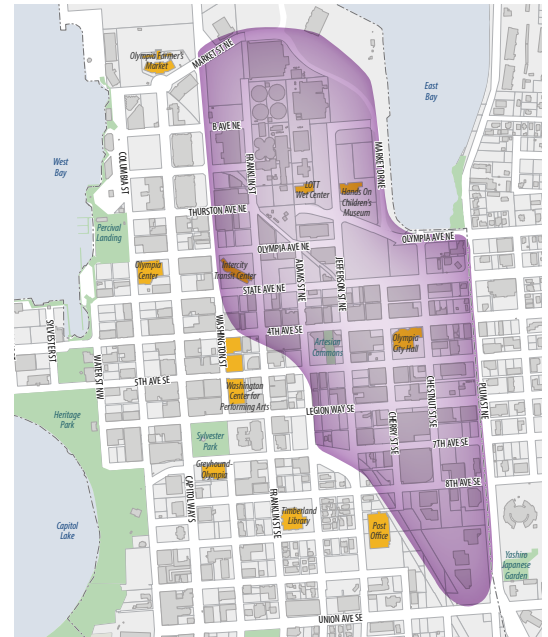
## CAPITOL TO MARKET

Improve upon existing attractions to create more pedestrian-oriented streetscapes with a blend of retail, entertainment, mixed-income residential, and hospitality that draws people between the Capitol Campus, downtown historic core, and the Farmers Market. A vibrant retail environment provides an exciting shopping destination while also meeting day-to-day residential needs. A more active atmosphere, redevelopment of blighted or underused sites, good design and continued clean and safe efforts by the City and other partners generate a feeling of safety in this area.

This area may have strategies specific to three distinct subareas: the Market/Peninsula, Core, and Capitol Way South.

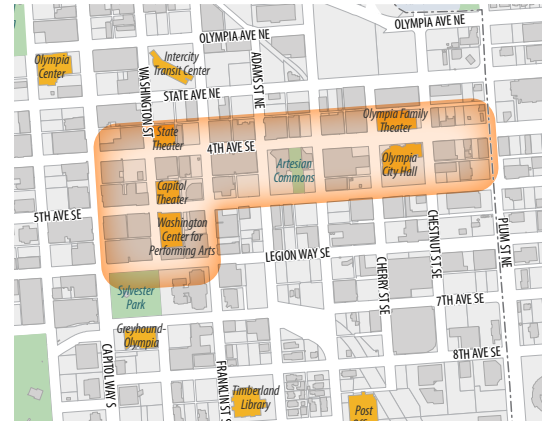
## ARTISAN/TECH

Improve upon Port and LOTT activities and existing warehouses to create a mixed-use, artisan, culinary arts, and tech hub that includes affordable commercial space, housing (especially for artists), studio/workshop, gallery, live/work, and retail space. Encourage the reuse of industrial buildings and diverse, eclectic, energy- and water-efficient architecture. Ensure that visitors of all ages feel safe and comfortable arriving by bus, foot, bike, or car to participate in exciting education and recreation opportunities. Spur mixed-income residential development to support car-free lifestyles near the Transit Center. A more active atmosphere, redevelopment of blighted or underused sites, good design and continued clean and safe efforts by the City and other partners generate a feeling of safety in this area.



## ENTERTAINMENT

Enhance its quality as a regional theatre and entertainment district with excellent dining and night life that coexists with neighboring residential and commercial uses. Support streetscape improvements and retail, entertainment and dining options along 4th and State Avenues to draw pedestrians from the historic core east toward Plum Street. A more active atmosphere, redevelopment of blighted or underused sites, good design and continued clean and safe efforts by the City and other partners generate a feeling of safety in this area.



## SOUTHEAST DOWNTOWN NEIGHBORHOOD

Establish a family-friendly, residential neighborhood anchored by the Timberland Library and served by some offices, small-scale retail, cafes, and services. Encourage a range of housing (e.g., historic single family homes, apartments, condos, and townhomes) and energy- and water-efficient buildings as well as other examples of "green innovations." This area has gardens, children-oriented parks, and great pedestrian connectivity to the State Capitol Campus and other areas of downtown. Redevelopment of underused sites, good design and continued clean and safe efforts by the City and other partners generate a feeling of safety in this area.

