

Connecting and revitalizing Seattle’s waterfront

■ *Elliott Bay Connections unifies the Seattle waterfront experience, turning former “pass-through” spaces into civic destinations that highlight our region’s history and beauty.*

By **LARA ROSE**
Walker Macy

Elliott Bay Connections (EBC) completes the transformation of Seattle’s waterfront, expanding continuous public experiences from Pioneer Square to Smith Cove. EBC’s greenway and revitalized Myrtle Edwards and Centennial parks, opened in June 2026, offer places to connect and engage with the history, nature and culture of the waterfront.



Rose

The public-private partnership was funded entirely by private philanthropy and delivered in partnership with the city of Seattle and the Port of Seattle. The design team, led by Walker Macy and a team of consultants with deep working knowledge of the waterfront, aimed to unify the waterfront experience and instill it with a newfound sense of place.

The project turns former “pass-through” spaces into civic destinations that highlight our region’s natural beauty. The revitalized parks now feature distinctive, delightful spaces: two expanded beach coves, a children’s exploration area, interpretive viewpoints, a restored rose garden, and a brand-new pavilion with public restrooms and concessions.

A MAJOR TRANSFORMATION

In 2006, Olympic Sculpture Park was a brownfield; removal of the Alaskan Way Viaduct was a subject of ongoing debate. A streetcar ran along Alaskan Way, and Myrtle Edwards and Centennial parks offered out-of-the-way trails, far from the perceived center of downtown.

In 2018, Walker Macy and MIG studied the feasibility of improving these connections and public spaces. Initially, we expected



The beach was doubled in size to support habitat, improve coastal resiliency, and provide a place for people to gather and play.

Photos by Built Work Photography

the project to involve streetscape renovations and basic park upgrades. And then, Seattle started to do big things.

With the creation of Waterfront Park and Overlook Walk, the team and project partners quickly realized EBC had enormous potential. Comprising over half of Seattle’s downtown waterfront, improvements along Elliott Bay could elevate the identity of downtown and complement the Central Waterfront.

After philanthropic donations were announced in 2023, the EBC team swiftly moved into community engagement and realization of the project’s vision, slated for completion by June 2026. EBC was guided by five goals: create a connected waterfront experience; provide opportunities to engage with nature and the water’s edge; foster social connection; honor Indigenous communities that have lived here since time immemorial; and support habitat and environmental sustainability.

One element of the project is quite literally a connection: the greenway replaces trolley tracks and dilapidated sidewalks along Alaskan Way with a ¾-mile

multi-use trail between the Seattle Aquarium and Olympic Sculpture Park. It accommodates people of all ages and abilities walking, biking and rolling. The landscape takes cues from the historic Seattle shoreline, transitioning from forest and ravine to a beach-like character, and includes shade trees, thousands of native plants, lighting and places to rest.

Other project features elevate the quality of Myrtle Edwards and Centennial parks. Beloved for their Puget Sound views but characterized by simple lawns, aging trails, and scattered benches, the parks did not live up to their setting. Our team transformed the landscape with abundant native planting, expanded and improved the beaches, and introduced new amenities such as the children’s exploration area and a park pavilion, whose design honors the spectacular setting.

THESE ARE CIVIC SPACES

The revitalization of Myrtle Edwards and Centennial Parks supports community well-being



The new park pavilion, ha?lali, was named by the Suquamish Language Committee and translates as “the good place.”

and encourages cultural engagement. The new landscape is infused with stories about the environment and our relationship with it. Interpretive signage continues themes found through-

out the waterfront, and multiple Indigenous consultants contributed art, design, and ideas that enrich the parks’ sense of place.

ha?lali, the new pavilion near the Pier 86 Grain Terminal, was designed by Formline Architecture + Urbanism, led by First Nation architect Alfred Waugh, whose work merges “Indigenous ways of knowing with Western design.” It features a café, restrooms, and an outdoor gathering space with a ceremonial fire pit and terraced seating that will host feasts and events. The building forms a gentle arc whose roofline tilts upwards at both ends, as if outstretching its arms in welcome, and signifying the importance of the Salish Sea to Coast Salish culture. ha?lali was named by the Suquamish Language Committee and translates as “the good place.”

The parks were designed to spark curiosity and encourage exploration. We collaborated with Valerie Segrest (Muckleshoot) and Anabel Baker (a Samish artist) to create boulders engraved with the 13 Moons of the Coast Salish lunar calendar. Each moon signals changes in weather, plant growth, animal migration, and traditional food harvests. These boulders are nestled into immersive native planting on side trails (tell your kids to go find them all!). Smaller children can get a head start by visiting the Circle of Moons

Elliott Bay Connections project team

Walker Macy
project leadership & landscape architecture

MIG
greenway engineering/ landscape architecture and parks civil engineering

Anchor QEA
shoreline engineering and permitting

Formline Architecture + Urbanism
architect

Lund Opsahl
structural engineering

Dark Light Design
lighting

Studio Matthews & HistoryLink
signage

Valerie Segrest & Anabel Baker
13 Moons

SOJ
project management

Sellen
construction

Luminosity
public relations

See **WATERFRONT** — page



The beach includes a Children’s Exploration Area that encourages creative play, immerses visitors in nature, and features a storytelling circle with the Coast Salish 13 Moons.

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Building Seattle’s next civic legacy

■ *A slate of immediate civic projects and a broader strategic vision seek to ensure Seattle Center can serve future generations with the same ambition that inspired its creation.*

By **RANDY ENGSTROM**
Seattle Center

In June and July, Seattle Center once again became a place where the world came together in different ways.

Thousands gathered in the Armory Food & Event Hall and on the lawn at the Mural Amphitheatre to watch World Cup matches, cheering for teams from every continent, and to celebrate the beautiful game together. Similarly, on the Fourth of July, more than 250 people from 55 countries took the Oath of Allegiance – cheered on by hundreds of friends, family, and community members – to become United States citizens during the annual Naturalization Ceremony.

Together, those moments were a reminder that Seattle Center's mission extends beyond hosting events. It is a place where people from diverse backgrounds – and from every neighborhood and every corner of the world – gather to celebrate culture, community and shared experiences.

Those events weren't exceptions. They reflected Seattle Center's enduring role as the city's civic gathering place. They're measured by the public life they make possible. Their success is reflected in the communities they serve, the memories they help create and the generations they continue to welcome.

As Seattle grows and changes, the need for welcoming public places that belong to everyone only becomes greater. Behind every Festál cultural and heritage celebration; concert; Kraken, Torrent and Storm game; Seattle-King County Clinic; performances by our partner arts organizations; graduation; and community gathering are infrastructure that visitors rarely notice, but every event depends upon. Our job is to make sure the infrastructure is there to support those experiences for generations to come.

Much of that infrastructure has served Seattle remarkably well for more than sixty years. It

has also reached a point where thoughtful reinvestment is no longer optional. The strongest civic projects solve today's challenges while creating opportunities for decades to come. The transformation of Seattle Public Schools' Memorial Stadium – led by One Roof Sports & Entertainment in partnership with SPS and Seattle Center – reflects that philosophy. It supports a broader strategic vision to ensure Seattle Center continues serving future generations with the same ambition that inspired its creation.

MEMORIAL STADIUM WORK TRANSFORMS CAMPUS

That is what makes the transformation of Memorial Stadium so significant.

The new Memorial Stadium will continue to prioritize SPS students while creating a more flexible venue for sports, concerts, and civic events. The project opens the campus with new pedestrian connections and public plazas – reconnecting parts of the campus that have long been separated. It also preserves and enhances the historic Memorial Wall, modernizes locker rooms and operational facilities, expands accessibility, and incorporates upgraded technology to better serve students, spectators and community events for decades to come.

Memorial Stadium is part of a broader Seattle Center campus transformation in recent years, including the development of Climate Pledge Arena, KEXP Studios and Gathering Space, as well as major renovations to the Space Needle. Looking ahead, Seattle Center is planning additional investments, including improvements to the Monorail Station with track repairs, accessibility upgrades, and a redesigned main entrance.

CIVIC PROJECTS DRIVE COMMUNITY IDENTITY

The campus also envisions additional transformative projects including a makeover to the Thomas Street corridor and further preservation and enhancements to Pacific Science Center's historic courtyards and arches if those projects are included



The \$150 million transformation of Seattle Public Schools' Memorial Stadium at Seattle Center is well underway, with plans to open in fall 2027.
Rendering by Generator Studio

Seattle Center Monorail Station project team

Signal Architecture + Research
architecture

ARUP
structural, mechanical, plumbing, and transportation engineering

David Evans Associates
electrical engineering

KPFF
civil engineering

GGN
landscape architecture

Blanca Lighting
lighting

GLY Construction
general contractor



Beginning this summer, the 1962-era Seattle Center Monorail Station will be getting a \$23 million makeover to accommodate increased crowds and meet modern safety and accessibility standards, including a new ramp connecting the station to the Thomas Street corridor.
Rendering by GGN

everything people love about this place while preparing it for the next 60 years and beyond.

It means improving accessibility so everyone can fully enjoy

Seattle Center. It means modernizing utilities and life-safety systems that quietly support millions of visitors each year. It means creating safer, greener, and more welcoming public spaces. It means strengthening connections between our resident organizations, our surrounding neighborhoods, and the city beyond. It also means thoughtfully reinvesting in signature community spaces like the Armory while preserving what people value most about them.

Every path, building, utility corridor, and gathering place on this campus plays a role in the experiences millions of people have each year.

The best civic projects become part of a city's identity. They generate jobs, attract visitors, support local businesses, create tax revenue, strengthen neighborhoods, and foster the sense of belonging that defines great communities. Their value continues long after construction is complete because they enrich both the economy and civic life. And like all civic assets, they require thoughtful stewardship, ongoing care and a willingness to reinvest as communities evolve.

NONE OF THIS WORK HAPPENS ALONE

Seattle Center has always been a shared endeavor: the city of Seattle, Seattle Center Foundation, our resident organizations, philanthropic partners, design and construction professionals, civic and neighborhood leaders, and amazing community partners including Seattle Public Schools and One Roof Sports & Entertainment all have a role in shaping what comes next. That collaborative spirit has defined this campus for generations, and it will continue to define its future.

People don't remember a place because of the infrastructure beneath it. They remember how

Memorial Stadium project team

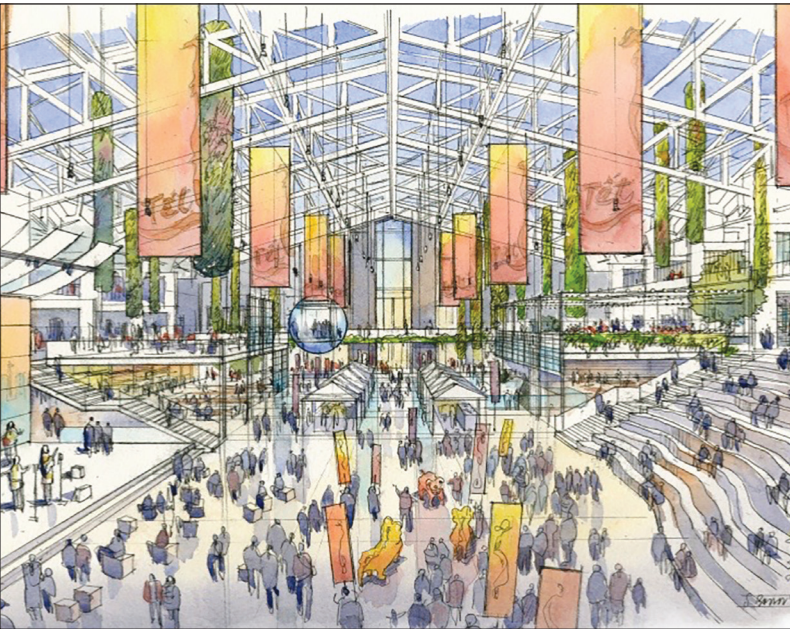
Generator Studio
architecture and interior design

Magnusson Klemencic Associates
civil and structural engineering

Swift Company
landscape architecture

Dark Light Design
lighting

Sellen Construction
general contractor, MEP design-build



Seattle Center wants to update the Armory interiors with flexible, light-filled space for activations with multiple levels of tiered seating, balconies and food and beverage options.
Rendering by Stephanie Bower, courtesy of Seattle Center

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Building what matters: innovative, sustainable transportation infrastructure for a growing region

■ *Modern transportation infrastructure projects require a commitment to construction that supports ecosystems and connects communities.*

By **PAT PRENDERGAST**
Skanska

Transportation infrastructure projects shape how communities connect and businesses grow. They are among the most impactful investments a region can make, especially in a rapidly growing area like the Puget Sound.



Prendergast

For construction contractors, the role extends beyond building roads, bridges, rail lines and transit stations. It involves delivering infrastructure that supports long-term mobility, improves existing infrastructure, and addresses the evolving needs of the regions these projects serve.

Transportation projects come with defined deliverables, and must address the unique transportation needs of the communities they serve. These needs include reducing congestion, improving mobility, strengthening economic connections, and expanding access to jobs and services. Environmental stewardship and long-term sustainability also remain priorities shared by project owners and delivery teams.

These projects are inherently complex. Success depends on close coordination among public agencies, designers, contractors, subcontractors, community stakeholders, utility providers, and others. They must be delivered safely while maintaining existing transportation systems that thousands of people rely on every day.

At Skanska, I've had experience across major infrastructure and transportation projects in the Puget Sound region including the Lynnwood Link Extension (L300) and the I-405 Brickyard to SR 527 Improvement Project (Brickyard). They both demonstrate how modern transportation infrastructure continues to evolve. I've learned that it is about creating more connected and more sustainable transportation networks to deliver improvements back to the community.

Currently, the Brickyard project will expand the dual express toll lane system along a critical section of one of the region's busiest corridors. The project includes 5.5 miles of corridor improvements, new toll lanes, direct-access ramps, interchange upgrades, four new stations supporting Sound Transit's Stride Bus Rapid Transit (BRT) system, and six new fish passageways throughout the project area.

The recently completed L300 included construction of 3.8 miles of aerial guideway, two elevated stations, and a five-story parking garage at Lynnwood Transit Center. Since opening in August 2024, approximately 4,500 people use the Link light rail station in Lynnwood every weekday.

HIGH LEVEL OF INNOVATION

What distinguishes projects like these is the level of innovation required to deliver them.

Brickyard includes several transportation innovations for the corridor. The Brickyard project will add the region's second, third and fourth in-line BRT stations with direct access to the express toll lanes. The project also includes pedestrian bridges spanning I-405 to connect neighborhoods and park-and-ride facilities, along with electric bus charging infrastructure to support future transit operations.

Innovation was a large part of the construction of L300. Near McAleer Creek, the L300 team preserved approximately 97% of the original wetlands by using a temporary soldier pile wall with tiebacks rather than a construction approach requiring greater encroachment into sensitive habitat.

A FOCUS ON SUSTAINABILITY

Sustainability remains a core consideration in transportation infrastructure, particularly as project owners continue to prioritize environmental performance.

At L300, the Lynnwood City Center Station achieved LEED Gold certification from the U.S. Green Building Council, encom-

passing the station, parking garage and surrounding plaza.

To support these outcomes, the project incorporated low-emitting materials, recycled content and erosion-control measures. The completed facility achieved a 30% reduction in energy costs compared to the ASHRAE baseline, reduced indoor water use by 34%, and reduced irrigation demand by 71% through drought-tolerant landscaping. The project also achieved 81% diversion of construction waste from landfills, and met low-VOC material requirements across key building components.

And today, the Brickyard project explores additional ways to protect the environment through construction. We are building six new fish passage culverts designed to improve fish migration and reconnect streams that have been fragmented for decades. The project also includes stormwater management systems and green infrastructure elements to reduce runoff and protect nearby waterways.

These projects demonstrate that transportation infrastructure can deliver benefits beyond mobility improvements alone.

As the region continues to grow, transportation investments will remain essential to supporting connectivity, economic activity and access across the Puget Sound.

Pat Prendergast is vice president of operations for Skanska USA Civil.



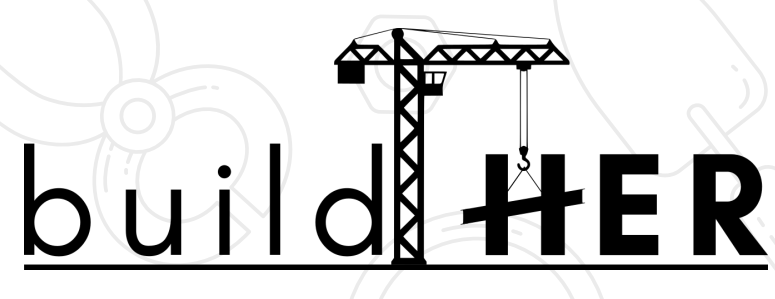
The recently completed L300 project included building 3.8 miles of aerial guideway, two elevated stations and a five-story parking garage at Lynnwood Transit Center.

Photo by Katie Morton Photography



The Brickyard project will add the region's second, third and fourth in-line Bus Rapid Transit stations with direct access to express toll lanes.

Photo by Erik Stackpole Undehn



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Designing infrastructure for multiple benefits: lessons from the Chehalis Basin strategy

■ *Infrastructure solutions are being designed to address a range of needs, from flood protection and ecological restoration to community resilience and long-term planning.*

By **HEATHER PAGE** and **MERRI MARTZ**
Anchor QEA

What began as a hydrology study more than a decade ago has evolved into one of the most ambitious watershed planning efforts in the Pacific Northwest.

Today, the Chehalis Basin Strategy reflects a growing shift toward projects that deliver multiple benefits rather than focusing on solving a single problem. Across the approximately 2,700 square-mile basin in southwest Washington, infrastructure solutions are designed to deliver multiple benefits: flood protection, ecological restoration, community resilience and long-term planning.



Page



Martz

The Chehalis Basin Strategy also unifies Tribes, federal and state agencies, local governments, conservation organizations, businesses, agricultural communities and residents around a shared goal: reducing flood damage while restoring aquatic species.

A DIFFERENT APPROACH

The Chehalis Basin Strategy is a strong example of the trend among communities and public agencies to maximize return on investment from available public infrastructure dollars. The program has been supported by sustained state investment of approximately \$70 million to \$75 million every 2 years, enabling

long-term planning and implementation across the basin.

For generations, flooding has affected neighborhood and commercial properties, agriculture, transportation corridors and public infrastructure throughout the region. At the same time, salmon and other aquatic species have faced increasing pressure from habitat loss and changes to the natural river system.

Addressing either challenge independently would leave important needs unmet. Targeted flood-protection projects would do little to restore critical habitat. Habitat restoration efforts alone fail to address the significant economic and public safety impacts of recurring and worsening floods.

The Chehalis Basin Strategy was built on the premise that long-term solutions should benefit both people and the environment. Rather than treating flood protection and habitat restoration as competing priorities, the strategy seeks opportunities to advance them together through coordinated planning, scientific and engineering studies, and multi-party collaboration, an approach that translates into a diverse set of projects delivering measurable results across the basin.

MANY PROJECTS TELL THE STORY

This philosophy resulted in a diverse portfolio of multi-benefit projects throughout the basin. The Office of Chehalis Basin, housed within the Washington Department of Ecology, reports that the strategy included 68 active projects in 2025 alone.

Since investments began, the strategy has delivered measurable results: more than 115 river miles have been made more accessible to fish, more than 300 acres of habitat have been restored,



Diverse aquatic and riparian habitat comes along with farmland in the Chehalis Basin.

Photo by Rollingbay Works

and approximately 1,200 homes and businesses now benefit from flood-protection measures in the lower basin.

One element of the Chehalis Basin Strategy, the Aquatic Species Restoration Program, works with local, state and Tribal partners to improve habitat conditions throughout the basin. Guided by science-based prioritization, the program focuses resources where they can provide the greatest benefit for aquatic species populations and overall watershed health. Current initiatives include large-scale river restoration and floodplain reconnection projects, wetland protection and restoration, and estuary restoration planning.

An experimental restoration

See **CHEHALIS** — page



A large-scale river and floodplain restoration project on the Skookumchuck River at Riverbend Ranch in Thurston County restored more than 2.5 miles of river channel through the placement of engineered log jams.

Photo by Anchor QEA

Leveraging communications to earn public project support

■ *Today's public projects require sustaining the community's attention and broadening minds with new and varied tactics that go beyond the traditional public meeting.*

By **MELISSA S. CAMERON**
Bodewell Group

Pushing a large-scale public project through has its challenges. Design and construction logistics aside, no official green light can occur without the right people on your side.



Cameron

That often means reaching audiences at all levels of the local community, from families to business leaders to government representatives. Achieving alignment across

these groups is key to earning the necessary acceptance, approvals and/or votes your project needs to move ahead — getting there requires a clear and effective communications strategy.

THE NEED FOR PUBLIC OUTREACH

The COVID-19 pandemic ushered in a new era of distrust in government institutions and their policies — thanks to a constant barrage of skepticism and criticism from the 24-hour-a-day social media cycle and online vigilante journalism. Now, with the AI revolution pushing the need for data centers (which have come under major scrutiny), people have never been more concerned with how public infrastructure projects are developed.

However, by providing transparent communications when it comes to budgets, timelines, and outcomes, public project leaders can minimize surprises among community stakeholders and reduce the number of high-profile show downs we have seen happening across the country.

It is important to build trust every step of the way. And the fact is, community members need to see the decision-making process, and they need to play a role. This allows project managers to make choices based on the realities on the ground, while ensuring local buy-in.

ENGAGEMENT STRATEGIES: GETTING ATTENTION

ENGAGEMENT STRATEGIES: GETTING ATTENTION

An important concept when creating a communication strategy is meeting people where they are — don't expect the right



Bodewell Group supported the Port of Long Beach in planning and facilitating stakeholder meetings for its Master Plan update.

Photo by Bodewell Group

demographics to seek you out. Instead, it is your job to show up where it matters, online and off.

And since public works are usu-

ally designed with something for everyone, it is critical to ensure your messaging is just as diverse as the community itself. That includes incorporating multilingual and multicultural outreach, which sometimes requires working with trusted community partners who are tapped into those demographics.

Moreover, aligning with relevant advocacy groups can be a great way to connect directly with large swaths of the local population, and reach them where they are, so they do not have to seek out project information in their limited free time.

It is also necessary to cut through the clutter by creating clear, eye-catching collateral that answers the public's questions and resonates with their point of view. That means relying on our digital landscape (where people are increasingly spending their time) and including targeted ads on social media and direct text messaging.

Plain, accessible, consistent, and easily understood language is always best when communicating the benefits of projects and programs.

or construction-related nuisances. And now more than ever, communities are concerned about potential environmental impacts.

A great way to start these important conversations is to create events (live and/or virtual) where community members and local leaders can come together to voice their concerns, and where project representatives can offer assurances and map out all the positives to come. When you seek feedback at this level, you are building projects with the community in mind, which can help mitigate issues later.

That said, sustaining the community's attention and broadening their minds requires new and varied tactics that go beyond the traditional public meeting. Online presentations that include short videos and quick memorable text can be effective in making an impact. And when accompanied by interactive components (such as surveys or feedback mechanisms), they can also be used as tools to deepen understanding, while keeping your audiences feeling invested in the project.

EDUCATING WITH FACTS

Oftentimes the barrier to getting well-intentioned projects off the ground is either misinformation or a lack of information. Communities need to understand the benefits — or payoff for the greater good — that will ultimately balance out any tax or fund allocation considerations,

LEVERAGING LOCAL GOVERNMENT

Let's face it. Most public works never get off the ground without the approval of local leadership. However, even with a government thumbs-up, there is no guarantee

See **COMMUNICATIONS** — page

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Chehalis

Continued from page 5

project on Schafer Creek near Montesano serves as an example, where streambed sediment and large logs were strategically placed to help recreate the natural features of a healthy stream and cool water temperatures. The project is being extensively monitored to better understand how these changes affect habitat quality for salmon and other aquatic species while also providing insight to guide future restoration programs.

A large-scale river and floodplain restoration project on the Skookumchuck River restored more than 2.5 miles of river channel through the placement of engineered log jams. Multiple side channels and backwaters were reconnected to provide refuge for aquatic species while reestablishing connections to the floodplain.

The project will restore or enhance approximately 65 acres of riparian forest, and 68 acres of grazing fields will receive silvopasture (clumps of large trees that provide shading and cooling while still allowing grazing).

New pump stations in Hoquiam and Aberdeen help protect lower-basin communities from flooding caused by river flows, coastal flooding and tidal surges. Eight homes so far have been elevated across the basin, reducing their exposure to flood damage while maintaining critical affordable housing stock. Additional projects under consideration—including levees, floodwalls and a unique flow-through dam—reflect the strategy’s continued

focus on integrated solutions that strengthen long-term community and environmental resilience.

COMMON GROUND, MULTIPLE BENEFITS

Taken together, these projects demonstrate how strategic investment can address multiple needs. For example, projects that reconnect floodplains can improve habitat while helping rivers manage high water flows more effectively. Flood-protection investments reduce risk to homes, businesses and infrastructure. By looking beyond individual project objectives, communities can create solutions that deliver broader and longer-lasting benefits.

Perhaps the most important lesson from the Chehalis Basin Strategy is that successful infrastructure projects require more than technical expertise alone.

Engineering, environmental science and planning remain essential. So does rigorous analysis. But long-term success also depends on meaningful and respectful collaboration among Tribal nations and stakeholders. It requires balancing competing interests, establishing shared priorities, and maintaining trust and a shared vision throughout project planning and implementation.

While the Office of Chehalis Basin has delivered smaller projects throughout the basin, it has continued to define large-scale flood damage reduction projects that meet the needs of many

partners at the table. The time and effort to develop broad-based support grows with the scale of the project, and major infrastructure like dams and levees are no exception. Without multi-party support, projects struggle to complete environmental review, attract funding, and move into construction.

This reality is increasingly shaping how infrastructure projects are evaluated and funded nationwide, as agencies prioritize solutions that will deliver measurable, multi-benefit outcomes. Whether the challenge involves flooding, transportation, water resources or climate resilience, agencies are seeking solutions that produce broader public benefits while making the most of limited resources.

More than a decade after its launch, the Chehalis Basin Strategy continues to take shape as leaders evaluate long-term options for flood protection and aquatic restoration. Whatever form these future investments take, the effort has already demonstrated an important principle: the most effective infrastructure solutions are often those that solve more than one problem at a time.

Heather Page is a principal environmental planner and Merri Martz is a principal restoration biologist at Anchor QEA, an environmental science and engineering consulting firm specializing in aquatic, shoreline and water resources projects.

Waterfront

Continued from page 2

in the Kid’s Exploration Area, which also features custom interactive play elements like giant carved stone watercourses, stackable rocks in the sand pit, and wooden climbing structures that encourage creative play.

RESILIENT AND SUSTAINABLE

One of the project goals was to bring the experience of nature into the city, while making the parks more resilient to climate change and sea level rise, nurturing habitat and ecologies. We prioritized improvements that interweave human and ecological benefits.

The site itself was not natural—it was created from I-5 construction fill in the 1950s. To re-naturalize the shoreline, we replaced nearly 200 linear feet of rip-rap with natural beach near the Thomas St. Bridge. Its gentle, accessible grade and riparian planting can absorb the impact

of rising tides and winter storms. The beach adds beauty, a place to touch the water, and supports fish and foraging seabird habitat.

Diverse upland landscapes include pollinator lawns and meadows full of colorful native wildflowers, rocky bluffs, and a rich forest understory replete with salal and salmonberry. This microcosm of Salish Sea landscapes is more varied than a typical narrow stretch of shoreline and enriches the site with almost entirely native species. Built features also use natural materials: furniture crafted from local fir, wooden play equipment, and boulders quarried from the Pacific Northwest.

CONTRIBUTING TO A VIBRANT DOWNTOWN

With EBC’s completion, the Seattle waterfront has grown to 50 acres of world-class, connected public open spaces stretching

over 3.5 miles. Downtown residents and visitors can spend a whole day (or entire weekend) on the waterfront and enjoy the best of what our region has to offer, from Pike Place Market and Overlook Walk to the expansive, naturalized landscapes of Myrtle Edwards and Centennial Parks. These are landscapes that ground the city in its place and remind us that we are all part of a bigger story.

To learn more, and to see a complete list of project partners and consultant team, visit www.elliottbayconnections.org.

Lara Rose is a partner at Walker Macy who leads the design of impactful public projects including downtown parks, campuses, civic spaces and waterfronts.

Communications

Continued from page 5

that the general public will just come along for the ride. And sometimes a vote is required. That is why it is important to meet with top officials and work towards both alignment and allyship.

After all, while there is a certain hesitation (at times) when it comes to trusting politicians at large, community members are much more likely to accept what local leaders are saying over corporations or company representatives.

By showing regional government how your project helps their communities, you can build a strong political network that will help grow support and continue to defend the project, whether it requires a vote or if

public opinion turns negative.

MESSAGING YOU CAN'T AFFORD TO IGNORE

Thanks to social media and the 24-hour news cycle, people are more aware than ever about what is going on around them and in their communities. But they want more than awareness; they want a say.

That is why neglecting to meaningfully engage families, individuals and businesses can quickly erode trust in the project and its overall mission, while enabling misinformation to take hold. And, once concerns begin to grow, it can be almost impossible to “put the toothpaste back

in the tube.”

As technology progresses, people will want to see more personalized methods of communication and storytelling that highlight “what’s in it for me” and make them feel involved. Therefore, project leaders must continue to leverage communication strategies that focus on nuance and emotional intelligence to stay ahead of the curve and earn the public support necessary for project success.

Melissa S. Cameron is chief client officer at Bodewell Group, helping public agencies and private companies earn community support and approval for large-scale infrastructure projects throughout the Western U.S.

Civic legacy

Continued from page 3

it made them feel. They remember celebrating a goal with thousands of strangers, discovering a new artist, watching their child race through the International Fountain, or sharing an afternoon with friends.

That’s what great civic places make possible.

Our responsibility is to thoughtfully steward Seattle Center, so it continues creating those moments for generations to come.

Every generation inherits Seattle Center with the responsibility to care for it and prepare it for those who follow. Today’s investments extend well beyond replacing aging facilities. They strengthen the infrastructure that supports millions of annual visitors, preserve historic spaces, improve accessibility, and create new opportunities for community life. Great civic places don’t remain great by accident – they endure because each generation

chooses to invest in them.

That’s the opportunity before us today, and it’s a legacy worth building.

For information on Seattle Center campus plans and projects, visit SeattleCenter.com/about/plans-and-projects

Randy Engstrom is acting director of Seattle Center.