Business Journal: What challenges does Seattle face going forward?

Leinberger: Transit, NIMBYism (the infamous "not in my backyard" syndrome), affordable housing and homelessness. Regarding transit, Seattle could learn some lessons from the great strides Denver is taking regarding transit investment - invested 80 percent locally and transit-oriented development. Transportation drives development, and that transportation option should be switching the majority of investment to transit for too many reasons to note here.

All cities need to increase densities to create walkable urbanity in many places, decrease reliance on cars and fossil fuels, and to get exercise. There is a moral imperative to increase densities to slow down climate change, and there will be no answer to climate change without getting people walking. NIMBYism (Not In My Back Yard) needs to be overcome to allow for this increased density, which will change the character of neighborhoods, especially the conversion of obsolete strip commercial to mixed-use places.

The pent-up demand for walkable urbanity has driven up prices ... there is not enough supply. Aggressive affordable housing programs, including inclusionary zoning, must be in place throughout the region. Homelessness needs to be addressed in a comprehensive way of making the homeless "homeful," not via Band-Aids (such as feeding lunch during the work week). That does little in the end.

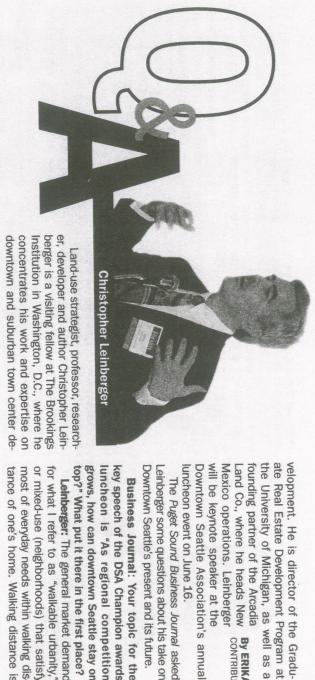
Business Journal: What do you see Seattle doing right, or wrong, to remain strong economically?

Leinberger: Your export industries are very strong. Grow them. They are the reason you exist as a metro area. Don't fall for the "grass is greener" syndrome. Focus on quality of life issues, such as investment in transit and encouraging more special places that have walkable urbanity, public education, and the ultimate quality of life issue. Do not invest in buying firms to come to Seattle - make yourselves such an attractive place from a quality of life perspective that firms are naturally attracted to expand or move there.

Business Journal: What responsibilities does the downtown Seattle business community hold in current and future development? How about the residential or government community?

Leinberger: Downtown Seattle's business and residential communities need to recognize that they are the strategic planners and managers of the place. It is not the city or the state, it is the private sector. I like to see private/public partnerships (not the opposite) in the management of downtown, which means the private sector taking the lead.

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founding partner of the Arcadia the University of Michigan, as well as a velopment. He is director of the Gradu-ate Real Estate Development Program at Land Co., where he heads New director of the Gradu-

will be keynote speaker at the luncheon event on June 16.
The Puget Sound Business Journal asked Downtown Seattle Association's annual

top?" What put it there in the first place? grows, how can downtown Seattle stay on luncheon is "As regional competition key speech of the DSA Champion awards Downtown Seattle's present and its future. Business Journal: Your topic for the

Leinberger: The general market demand

Leinberger some questions about his take on By ERIKA VANVICK CONTRIBUTING WRITER

to other metro areas in the country? munity that is committed to the city and book. It is a very engaged business comto its downtown core. Leinberger: It is near the top in my opinion, how does Seattle as a business community stack up

also more cosmopolitan. Aerospace, softand 1980s. You also rebounded earlier. country during the adversity of the 1970s ed down like many other downtowns in this are all international businesses, and busiware, the port, tourism, and coffee retailing The character of your export industries is That is why downtown Seattle never drift-

export sector that has been antithetical

walkable urbanity ... until very recently.

interested in walkable, special places ... unness leaders and their customers are more

like, say, Detroit, which has a car-oriented

ture to satisfy this market demand in the rounding neighborhoods had the infrastruc-1,500 feet. Downtown Seattle and the sur 1990s so it jumped ahead

Business Journal: In your

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