



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

February 21, 2023

Remote Meeting

I.	Welcome & Introductions	Lois	11:30 a.m.
II.	Public Comment	Public	11:35 a.m.
III.	Approval of January Meeting Minutes	Lois	11:40 a.m. (Vote)
IV.	Arts & Culture Initiative Update	Claudia	11:45 a.m.
V.	Department of Commerce Grant Update	Don/Daniel	12:10 p.m.
VI.	Finance Committee Report <ul style="list-style-type: none">• Acceptance of January Financials	Trevor	12:20 p.m. (Vote)
VII.	Governance Committee Report	Miles	12:30 p.m.
VIII.	Safety Program Update	Marcus	12:35 p.m.
IX.	NE 42 nd Street Green Street Project	Katy	12:45 p.m.
X.	Spring Events <ul style="list-style-type: none">• Business Sign-Up Portal• Sponsorships	Polly/Don	12:55 p.m.
XI.	New Business	Lois	12:58 p.m.
XII.	Adjourn	Lois	1:00 p.m.

THE U DISTRICT

PARTNERSHIP

Board Meeting Minutes

11:30 AM – 1:00 PM

January 17, 2022

UW Alumni Association

UDP Board Members in Attendance

Rob Lubin, UW Housing – Co-Chair
Lois Ko, Sweet Alchemy – Co-Chair
Trevor Peterson, UW Bookstore – Treasurer
Stephen Antupit, Resident – Secretary
Kate Barr, Scarecrow Video/Grand Illusion
Sally Clark, UW External Affairs/Campus Safety
Jeremy Eknoian, UW Real Estate

Rick Jones, University Business Center
Anson Lin, Astora Construction
Miles Richardson, Audi Seattle/University VW
Don Schulze, Shultzys/UDPA
Alfred Shiga, Shiga's Imports
Anna Sorokina, WSECU
Josh Stabenfeldt, University YMCA

UDP Board Members Not in Attendance

John Hix, Seattle Vineyard Church
Moe Kahn, Cedars Restaurant

Kristine Kenney, UW Planning
Santhi Perumal, UW School of Education

UDP Staff

Don Blakeney, Executive Director; Marcus Johnson, Clean, Safe & Outreach Manager; Phil Lloyd, Financial Manager (by phone); Daniel Lopic, Economic Development Manager; Katy Ricchiuto, Urban Vitality Manager; Polly Yokokawa, Marketing & Communications Manager

Guests*

Elizabeth from Greenwood Ohlund presented the finding of the Audit.

**Please note, there may have been other guests but due to the zoom format and people entering and leaving at different times, we were unable to track all guests.*

Welcome and Introductions

Rob started the meeting and led the introductions for Board and staff.

Public Comment

There was no public comment.

Approval of Board Meeting Minutes

Motion: Miles moved to approve the December 2022 UDP Board meeting minutes.

Second: Don seconded the motion.

The motion was approved unanimously, with the exception of Kate and Alfred who abstained.

Finance Committee Report & Audit Presentation

Trevor reported that the finances are largely on track. He noted some distortions that are called out in the finance committee narrative document—mostly to do with grants that have been earned this year. Also Street Fair income is beginning to trickle in, which is nice for cash flow.

The board postponed the acceptance of the financials until after the audit presentation. The full Finance Committee narrative is always available in the previous month's Board packet.

Elizabeth Holtfreter from Greenwood Ohlund presented the 2022 Audit findings which were positive. There were no material findings and the full audit can be found along with the Form 990 in the UDP January 2023 Board packet. The Board discussed some of the new requirements for balance sheet reporting that include lease commitments. Currently that's not required.

Motion: The Finance Committee moved to accept the 2022 audit.

Second: No second was required because this motion came from the Finance Committee.

The motion was approved unanimously.

Motion: The Finance Committee moved to accept the December 2022 financials as presented at the January 17, 2023 Board Meeting.

Second: No second was required because this motion came from the Finance Committee.

The Motion was approved unanimously.

Department of Commerce Grant Update

Don offered an in-depth update on the \$5 million Department of Commerce Grant, which was awarded to the University District, but is still under negotiation with the State. UDP has retained the support from Pacifica Law Group and a procurement specialist to make sure the contracting with the state and beneficiaries follow state, local and federal guidelines that apply. The grant will be awarded to beneficiaries in two categories: storefront cleaning/maintenance, and tenant improvements. The awards for the latter are available up to \$200,000 per applicant. More information will be available online about the grants and eligibility. Don spoke about the aggressive timeline that requires all money to be awarded and given to applicants by June 1, 2023. This will be a reimbursement model. The UDP team is working to lobby the legislature to amend this deadline. The Board asked about the impact this grant would have on planned work for 2023—it's true, this work will take a lot of effort from the team—it aligns with Daniel's work plan and comes with additional money to secure outside consultant support and additional staff time. UDP may identify one-off projects that support the entire community if the grants are not able to move quickly, due to the timeline. This could include internet access for businesses who currently have only phone-line internet.

Governance Committee Update

Miles gave an update on the work of the Governance Committee. The Committee is actively recruiting new Board members for the UDP Board's two vacant seats, with the hope of bringing two new people onto the Board by June 2023.

UDP will also be convening stakeholder on Roosevelt to talk about needs and vision for that area of the U District.

Public Safety Update

Marcus led an update about the nightlife safety patrols and updated the Board on the UW's commitment to fund these patrols through the end of the spring quarter. UDP is focused on a few chronic issues that include over-service and under-age service that regularly lead to fights and issues that put people in danger. UDP is also monitoring an entrenched party-drug market near NE 43rd and University Way.

Miles brought up the visual impact that the homeless encampments along Interstate 5 have on the U District. Marcus shared that while UDP is able to outreach in the encampments, UDP does not clear encampments. UDP has been able to remove debris and clean from time to time and could do this again. While the visual impact is still present, the total number of people sleeping along the freeway is lower than it's been in recent history.

Urban Vitality Committee

Stephen and Katy presented an update on the work of the Urban Vitality Committee, which brought forward a memo for Board approval regarding the U District bike network. Katy presented the priorities outlined in the memo which included enhancing connections east/west and to the Burke Gilman Trail. Another priority included a bike path through Ravenna Park and completing the protected bike lane couplet for Roosevelt and 11th Avenue NE.

Katy also presented the Lid I-5 memo which outlined priorities for the upcoming Lid I-5 feasibility study that the Washington State Legislature is considering for funding this session. The lid presents an opportunity for open space, safer bike and pedestrian crossings over the freeway, pollution mitigation, and new land for affordable housing. Rob asked if approving the memo committed UDP to lead this initiative going forward. Stephen clarified that it wouldn't yet—however it was timely as the legislature is considering the study this session and we have the opportunity

The memos are both included in the January Board packet.

Motion: “The UDP Board approves the principles outlined in the bike network memo, as included in the January 2023 UDP Board packet.”

Second: No second was required because this motion came from the Urban Vitality Committee.

The motion was approved unanimously.

Motion: “The UDP Board supports the development of a feasibility study to examine the possibility of a lid over Interstate 5 in the U District and supports the areas of investigation outlined in the memo as included in the January 2023 UDP Board packet.”

Second: No second was required because this motion came from the Urban Vitality Committee.

The motion was approved unanimously.

Holiday Gift Guide & Spring Events

Polly presented an update on the spring event lineup: U District Cherry Blossom Fest; Seattle Boba Fest; U District Street Fair. Participation is up across the board—from Cherry Blossom Fest to Street Fair vendors, the events are looking good. UDP is seeking sponsors for these events to cover the production costs, with Street Fair being the most significant operation. Sponsors should reach out to Don and businesses interested in participating should contact Daniel.

New Business

Don S. spoke about the uptick in graffiti on the UW campus near the U District. Rob and Sally talked about the staffing constraints at the University that are leading to the backlog of the graffiti removal.

Adjournment

The meeting was adjourned at 1:00 p.m..

UDP Arts and Culture Initiative – Vision and Strategic Directions

February 2023

Vision Statement of the U District Arts and Culture Initiative (UDACI)

The U District Arts & Culture Initiative is a collaborative effort among diverse arts entities in the neighborhood and on the campus of the University of Washington. Its purpose is to sustain and build robust arts opportunities and a strong creative culture in the U District during a decade of unprecedented growth and change. The initiative works for common goals, takes action on shared strategies, cultivates the creative economy, and actively communicates the unique identity of the neighborhood.

Strategic Directions

Five near term strategies have been identified for the next four years (2023-2027). Initial action steps are outlined here for each strategy. UDP is assumed to play a convening and basic administrative role, linking UDACI with ongoing UDP work and the community.

1. Facilitate the structure for arts and culture collaboration in advancing the UDACI in the U District.

Action steps:

- a. UDP staff work with UDACI Working Group (with off-campus and on-campus representation) to conduct 3-4 community stakeholder sessions annually in 2023 and 2024, and identify and convene task forces as needed to accomplish the identified near-term strategies, and coordinate with other UDP projects and committees.
- b. Research and share information on similar initiatives locally and nationally, and identify and pursue funding opportunities to sustain the Initiative.
- c. Monitor potential benefits of “cultural district” designation, and relevant creative economy opportunities at city, county, state, and national level.

UDP role: Serve as conveners and coordinators of the initiative at least for 2023 and 2024, identify initial funding, clarify staff roles, and engage community and UW participation.

2. Inventory arts and culture assets and spaces in the U District.

Action steps:

- a. Identify 3-4 community/campus members for an UDACI Inventory Task Force to work with UDP and define scope of inventory.
- b. Identify and engage with UW class or interns to research existing inventory resources from OAC, 4Culture, Cultural Space Agency, etc. and then conduct inventory work with UDP and task force.
- c. Develop inventory access tools and identify the updating process.

UDP role: Lead an inventory process to be completed during 2023, identify UW classes or interns to conduct inventory, identify and secure necessary funding resources.

3. Create a robust U District “art walk +” incorporating pop ups and other changing and multidisciplinary arts elements, expanding on traditional art walks, and incorporating use of shared and vacant spaces.

- a. Collect data on existing examples locally and nationally, and gather input from U District organizations, artists, and businesses, and UW students, faculty, and staff.
- b. Explore inclusion of strong performance and digital aspects, and ways to provide rehearsal space and other supports in the U District.
- c. Develop two or more scenarios, considering options for starting small and expanding over time, and ways to incorporate one or more festivals.
- d. Leverage the Light Rail and the full geography of the U District.
- e. Identify funding to enable inclusive participation by attendees and presenters.

UDP role: Coordinate relevant research with UW classes or interns in 2023, convene community and UW participation for planning, budgeting, and fundraising.

4. Promote U District arts and culture brand through messaging, including possible creation of a website with dynamic calendar function and changing highlights.

- a. Collect data on existing promotional vehicles of relevance in the region and via the UW.
- b. Evaluate opportunities to leverage and augment existing promotional vehicles, or the need for creation new tools.
- c. Develop strategies, timeline, and funding for enhancing promotion, including staffing needs to effectively carry out this work over the life of UDACI.

UDP role: Coordinate and enhance initiative arts promotion and awareness efforts with UDP’s communications methods and provide training for increased self-promotion and brand/ message coordination by U District arts organizations and businesses.

5. Work with developers in early stages to encourage inclusion of arts elements (space for the arts, permanent works of art, etc.) in coordination with the City of Seattle, and explore related tax incentives or credits.

- a. Identify examples of ways that developers and landlords have been encouraged and been provided support to include arts elements, and evaluate relevance for the U District, working with a UW class or interns.
- b. Identify or confirm needs, such as flexible and short-term space use, soundproof rehearsal space, artist live/work, etc. with artists, arts organizations, and creative economy businesses in the U District.
- c. Identify ways to use existing spaces, such as U Bookstore, Varsity Theater, as well as new construction.
- d. Work with City of Seattle and King County leaders and initiatives such as Office of Economic Development, Cultural Space Agency, city and county council members, to advocate and align with other efforts.
- e. Design a plan, timeline, and toolkit to work with developers and landlords.

UDP role: Activate research with UW as soon as possible, serve as liaison to City of Seattle, King County and UW, and lead communication with developers and landlords .

Additional Long-Term Strategies Identified for Future Action

1. Develop a brick-and-mortar arts and culture center, possibly incorporating artist live/work spaces or residencies, and consider a culinary component.
2. Hold an annual or biennial marquee event or festival that bridges the campus and community.
3. Enact an effective tax credit program that bolsters arts and culture in the community.

Stakeholder Group

Note: A (*) denotes a Working Group member

Jennifer Antos, U District Farmers Market

Kate Barr, Scarecrow Video*

David Blum, UW Urban Planning

Renee Cheng, UW College of Built Environments

Mason Coe, Laughs Comedy Club*

Emily Cotterman, Graduate Hotel

Dave and Angela Dennison, Laughs Comedy Club

Maureen Ewing, U Heights

Levi Fuller, Jack Straw Cultural Center*

John Hix, Seattle Vineyard Church

Heather Jessup, Broadway Bound Children's Theatre*

Lois Ko, Sweet Alchemy*

Geoff Korf, UW School of Drama*

Josh Labelle, Neptune Theater/STG

Rob Lubin, UW Facilities and Capital Planning

Janice McKenna, KUOW

Shamim Momin, Henry Art Gallery

Beth Mountsier, Bulldog News

Mario Orallo-Molinario, Jet City Improv*

Trevor Peterson, UW Bookstore

Dan Reinhartz, Neptune Theater/STG*

Shirin Subhani, U Heights

Hunter Uechi, U Heights*

UDP FINANCE COMMITTEE NARRATIVE

Finance Committee Meeting 2/10/23

As we round the corner into the second half of the year, our budget and spending is on track with a few of the same underspend issues that continue to persist because staffing got a slow start last summer. We are still tracking some anomalies associated with multi-year grants that are not on the same fiscal cycle as UDP.

Balance Sheet Report

The balance sheet is largely on par to last year with respect to total assets and liabilities. Cash on hand is a little down, but receivables are up due to grants. Reminder: we no longer have a Wells Fargo account after unloading the Christie Park project finances.

Budget Report

The comments below add context and details to variances seen in the budget report. The numbers along the left side of the page correspond with the numbers on the budget report:

Income:

44300 – BIA Income: *BIA spending lagged this year due to a couple of months during which we had open positions.*

44530 – Grant Income: *We have received new placemaking grants, which have bumped us up in the category. Starting next month, we will track the \$5 million Dept. of Commerce grant and \$75,000 Arts and Culture grant in a new class.*

4700 – Program Fees Income: *Street Fair has already started to book vendors, which has accelerated our income on this line.*

47215 – Sponsorships: *Our food walk goals were not met, but we rebalanced by spending less and pulling in a surplus from the movie series. New sponsorships for the spring events are under negotiation now and we have added a new component for businesses to sponsor in exchange for primary billing on our event menus.*

Expense:

60000 – Staffing: *A slow start to economic development and marketing specialist staffing last summer has caused an underspend on this line that persists today. We are planning to bundle this with incoming grant admin money to bring someone on to support the grant and office administration.*

62400 – Supplies Expense: *This underspend is mostly a timing issue and largely related to the cleaning program.*

70320 – Contracted Services: *We have a slight underspend on contracted services, related to a timing issue around the arts and culture work and some of the season-specific cleaning work.*

70330—Design of Website/Posters: *The launch and refresh of the U District Partnership website are incurring costs this quarter, which will pick up the pace of spending in this category.*

BIA Budget Tracker

Overall, spending of BIA dollars is largely tracking our expectations as set forth in the FY 2023 budget. We are at nearly 60% of our total anticipated spend of BIA dollars as of the end of January.

The U District Partnership
Balance Sheet Prev Year Comparison
As of January 31, 2023

	Jan 31, 23	Jan 31, 22	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	61,547.09	94,445.95	-32,898.86
10103 · UDP WF Checking 0122	0.00	23,729.77	-23,729.77
10111 · WSECU Savings	160,010.71	160,187.74	-177.03
Total 10100 · Operating Bank Accounts	221,557.80	278,363.46	-56,805.66
Total Checking/Savings	221,557.80	278,363.46	-56,805.66
Accounts Receivable	151,346.60	108,683.19	42,663.41
Other Current Assets	4,367.35	-1,009.55	5,376.90
Total Current Assets	377,271.75	386,037.10	-8,765.35
Fixed Assets	0.00	1,620.92	-1,620.92
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	380,507.62	390,893.89	-10,386.27
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	65,118.74	46,478.64	18,640.10
Credit Cards	17,893.23	8,772.54	9,120.69
Other Current Liabilities	31,049.88	9,122.97	21,926.91
Total Current Liabilities	114,061.85	64,374.15	49,687.70
Total Liabilities	114,061.85	64,374.15	49,687.70
Equity			
32000 · Unrestricted Net Assets	248,880.08	258,477.14	-9,597.06
Net Income	17,565.69	68,042.60	-50,476.91
Total Equity	266,445.77	326,519.74	-60,073.97
TOTAL LIABILITIES & EQUITY	380,507.62	390,893.89	-10,386.27

The U District Partnership

Budget Report

January 2023

	Jul '22 - Jan 23	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
44430 · BIA Contract	794,591.16	852,001.67	-57,410.51	1,562,325.85
44530 · Grants Income	86,093.99	68,083.30	18,010.69	132,000.00
47000 · Program Fees Income	107,905.76	65,000.00	42,905.76	170,000.00
47213 · Retail Income	0.00	1,458.35	-1,458.35	2,500.00
47215 · Sponsorships	24,500.00	80,000.00	-55,500.00	135,000.00
43400 · Donations/Partnerships	124,454.72	121,336.35	3,118.37	153,700.00
46400 · Interest and Other	58.31	0.00	58.31	0.00
Total Income	1,137,603.94	1,187,879.67	-50,275.73	2,155,525.85
Gross Profit	1,137,603.94	1,187,879.67	-50,275.73	2,155,525.85
Expense				
60000 · Staffing	470,820.75	526,971.62	-56,150.87	903,379.92
61000 · Professional & Contract Expense	29,000.00	30,958.30	-1,958.30	44,500.00
62000 · Office and Overhead	88,223.22	93,774.75	-5,551.53	165,428.00
70000 · Direct Program Expenses	531,994.28	536,175.00	-4,180.72	1,031,300.00
Total Expense	1,120,038.25	1,187,879.67	-67,841.42	2,144,607.92
Net Ordinary Income	17,565.69	0.00	17,565.69	10,917.93
Net Income	17,565.69	0.00	17,565.69	10,917.93

2022-23 University District BIA

Budget Tracker - January 2023

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	173,802	116,118.64	57,683	66.8%	\$ 12,278.51	\$ 14,399.04	\$ 28,272.17	\$ 11,975.95
Clean Environment	398,750	217,583.55	181,166	54.6%	\$ 33,998.55	\$ 33,879.61	\$ 25,148.19	\$ 33,368.49
Public Safety	298,852	125,718.88	173,134	42.1%	\$ 31,290.24	\$ (52,950.91)	\$ 31,569.27	\$ 35,997.57
Urban Vitality	207,896	73,212.61	134,683	35.2%	\$ 13,559.54	\$ 13,578.95	\$ 17,899.04	\$ 16,541.67
Economic Development	190,625	110,705.20	79,920	58.1%	\$ 23,901.28	\$ 14,092.16	\$ 19,908.17	\$ 17,758.30
Marketing	213,110	105,623.87	107,486	49.6%	\$ 9,392.49	\$ 9,676.80	\$ 22,951.77	\$ 19,485.20
Food Wallk	18,464	28,996.16	-10,532	157.0%	\$ (9,789.97)	\$ 4.82	\$ 8,937.63	\$ 27,939.29
Cherry Blossom	12,164	2,429.15	9,735	20.0%	\$ 436.84	\$ 436.84	\$ 436.63	\$ 435.45
Other Events	23,664	7,419.56	16,244	31.4%	\$ 602.16	\$ 956.15	\$ 4,136.93	\$ 1,036.82
Street Fair	25,000	6,783.54	18,216	27.1%	\$ 1,667.48	\$ 1,706.12	\$ 1,722.05	\$ 1,687.89
Total Requested	1,562,326	794,591.16	767,735	50.9%	\$ 117,337.12	\$ 35,779.58	\$ 160,981.85	\$ 166,226.63

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,830.86	\$ 19,855.01	\$ 14,507.10					
Clean Environment	\$ 28,542.25	\$ 25,340.94	\$ 37,305.52					
Public Safety	\$ 27,667.68	\$ 33,174.22	\$ 18,970.81					
Urban Vitality	\$ (2,805.75)	\$ -	\$ 14,439.16					
Economic Development	\$ 19,591.00	\$ -	\$ 15,454.29					
Marketing	\$ 12,363.45	\$ 13,443.47	\$ 18,310.69					
Food Wallk	\$ 1,250.00	\$ 648.57	\$ 5.82					
Cherry Blossom	\$ 425.96	\$ 231.01	\$ 26.42					
Other Events	\$ 427.33	\$ 232.38	\$ 27.79					
Street Fair	\$ -	\$ -						
	\$ 102,292.78	\$ 92,925.60	119,047.60	-	-	-	-	-



SiteWorkshop
LANDSCAPE ARCHITECTURE



U District Green Street on NE 42nd

STAKEHOLDER MEETING #1



Agenda

9:30 am – **Opening Remarks**, *Cory Crocker*

9:40 am – **Background Setting**, *Kevin Van Meter*

9:55 am – **Break**

10:05 am – **Work Session**

10:40 am – **Report Back**

10:50 am – **Wrap-up**

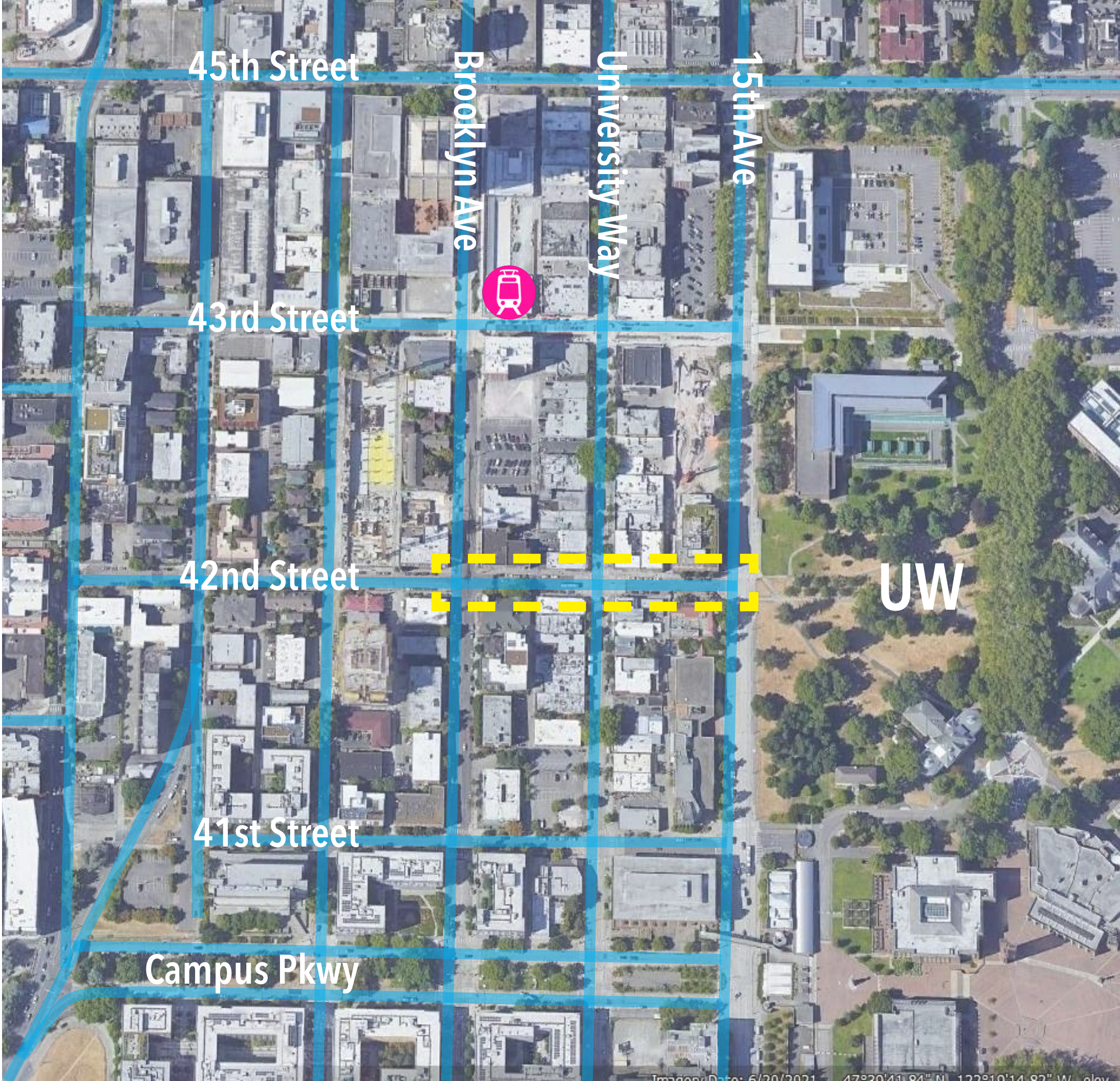
Opening Remarks



Background



Context Map



Pedestrian Connections




Green Street 

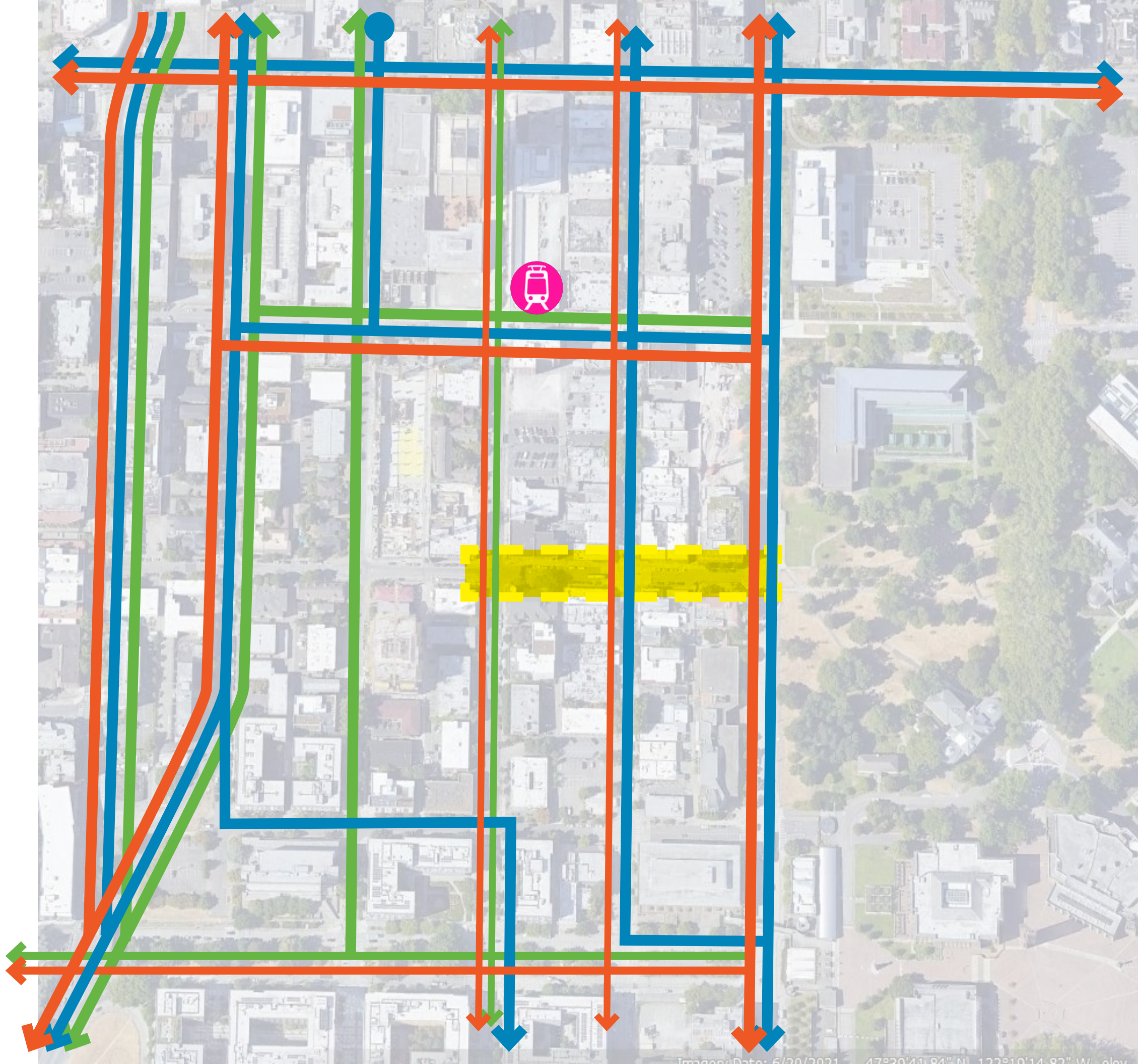
Station Connection 

Pedestrian 

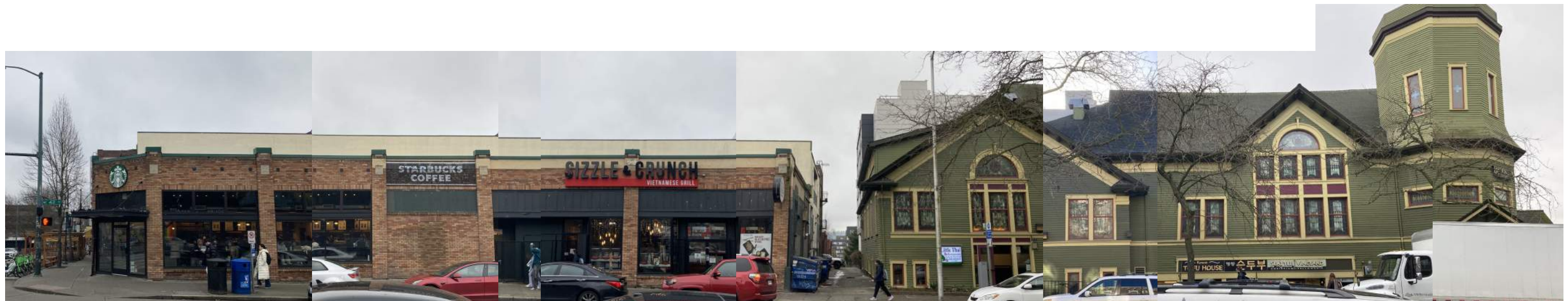
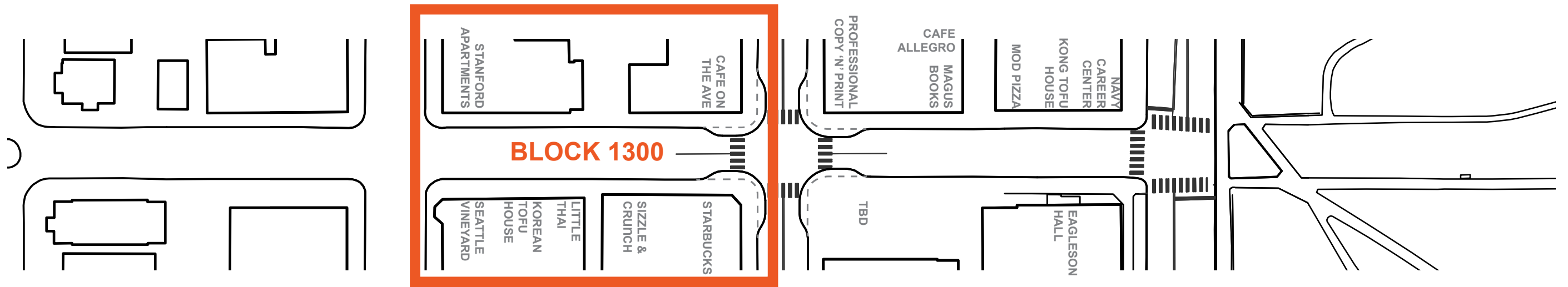


Transit Network

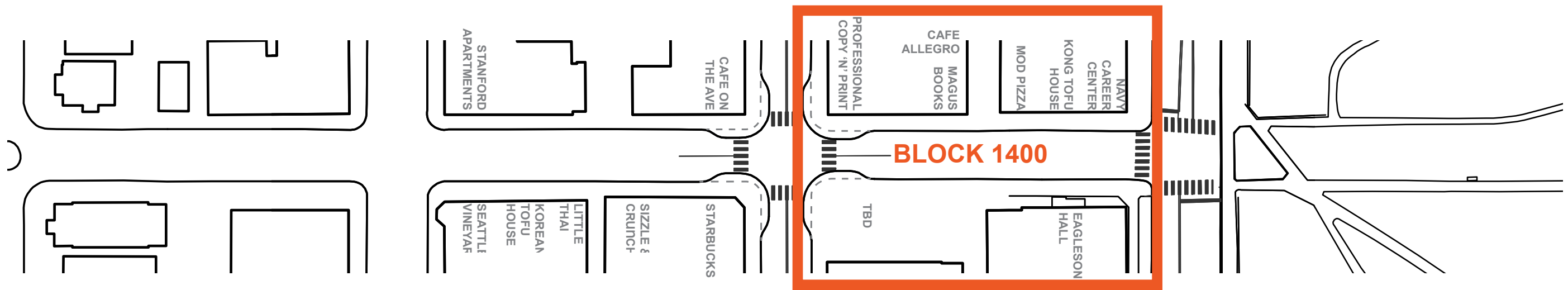
- Bus 
- Arterial 
- Bike 



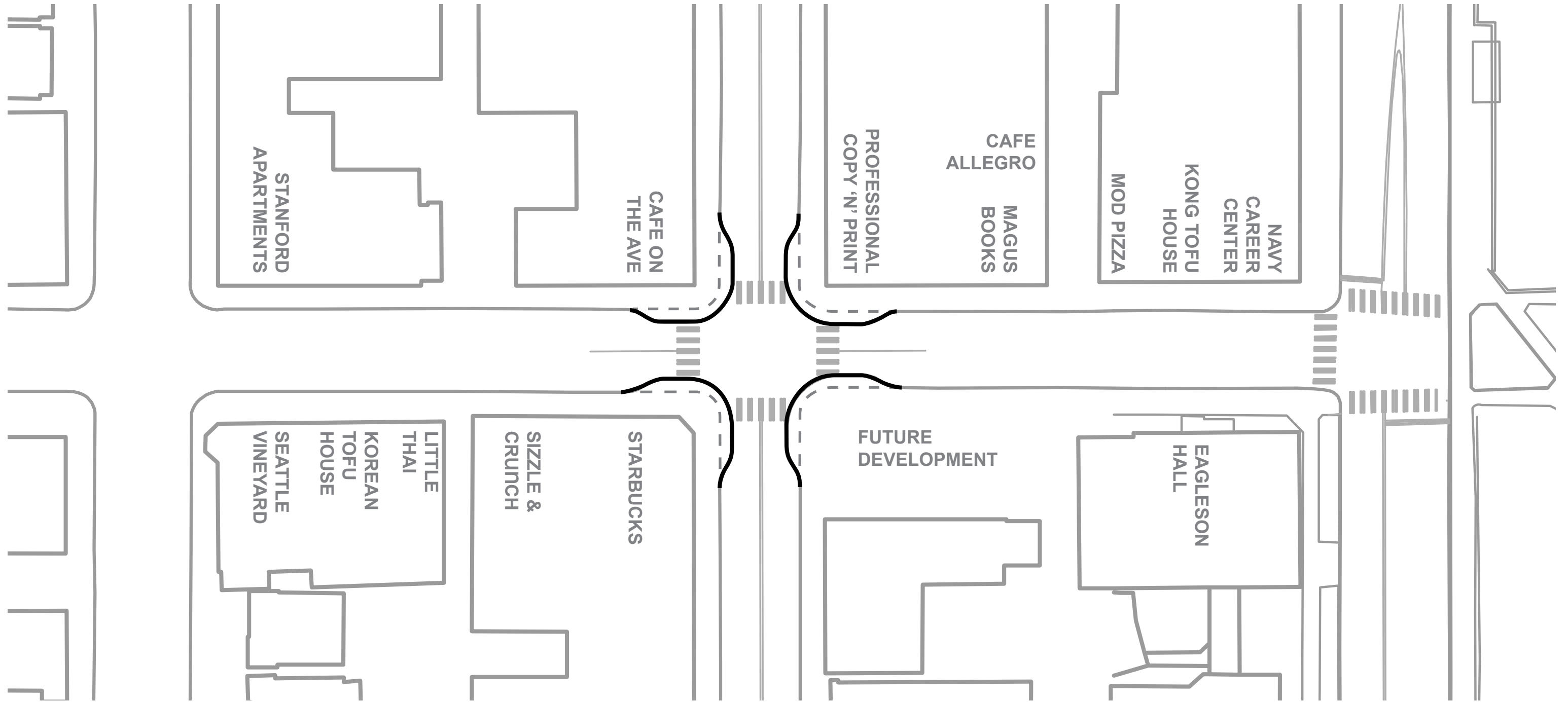
EXISTING CONDITIONS | Block 1300



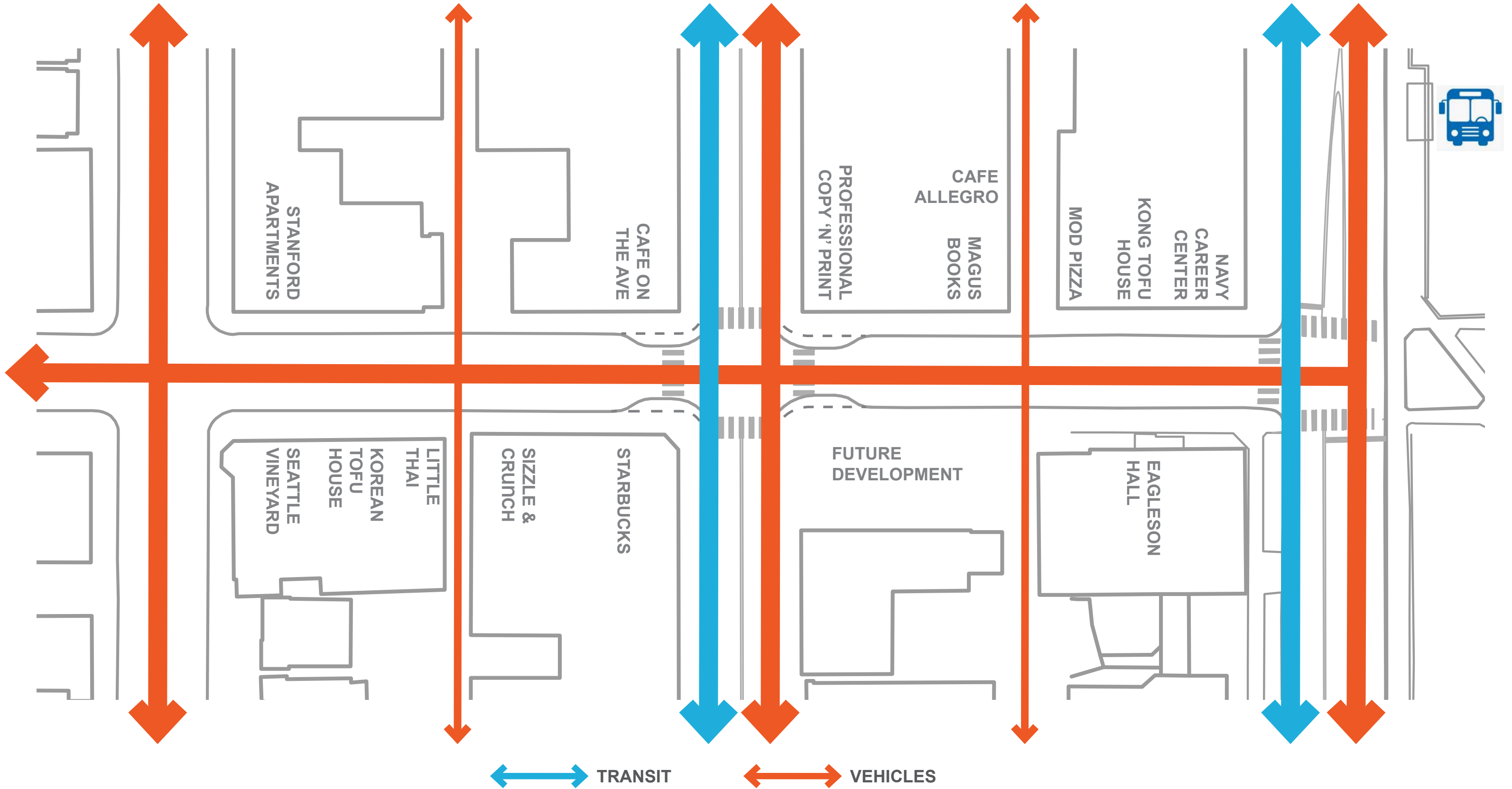
EXISTING CONDITIONS | Block 1400



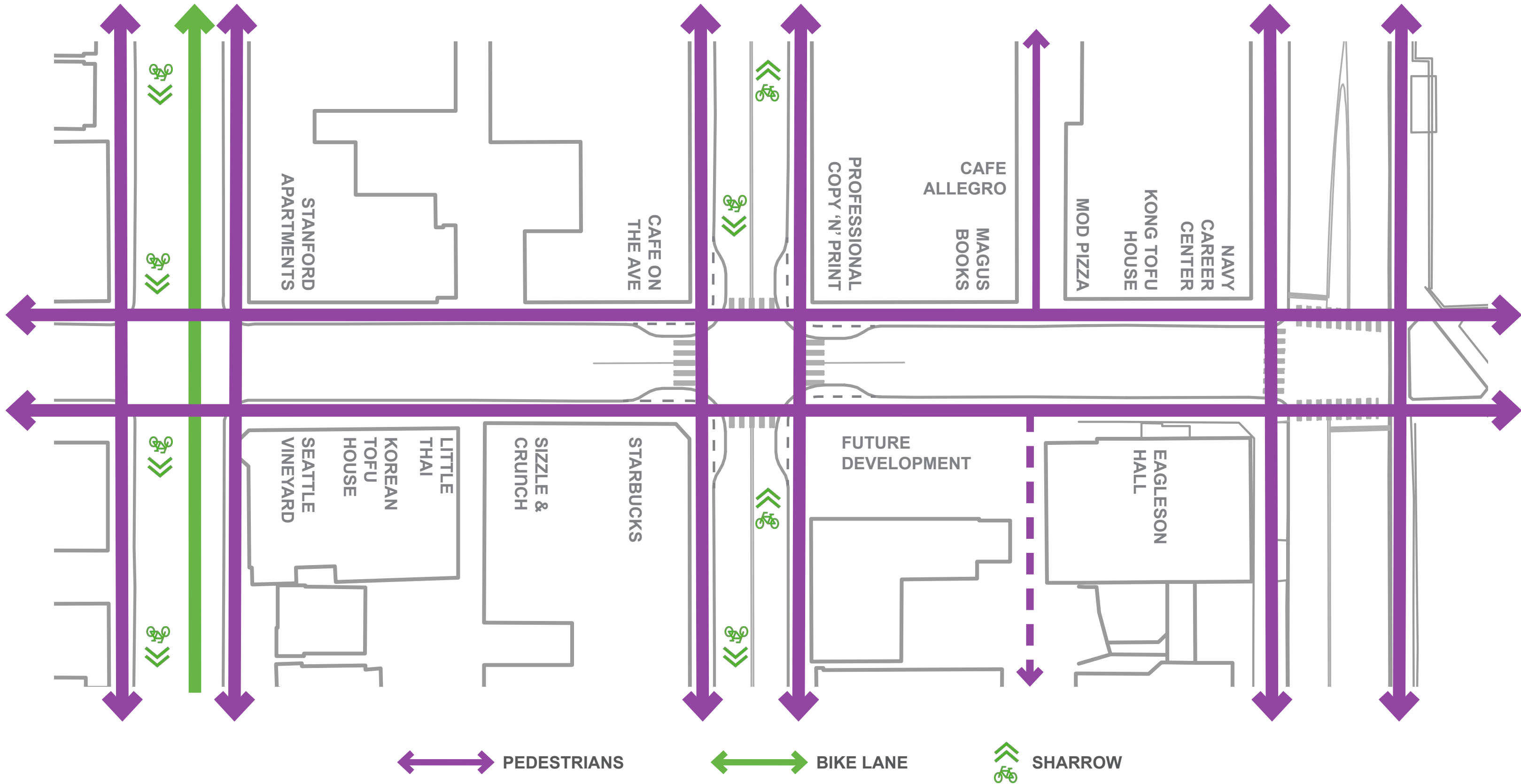
EXISTING CONDITIONS | Curb Bulbs



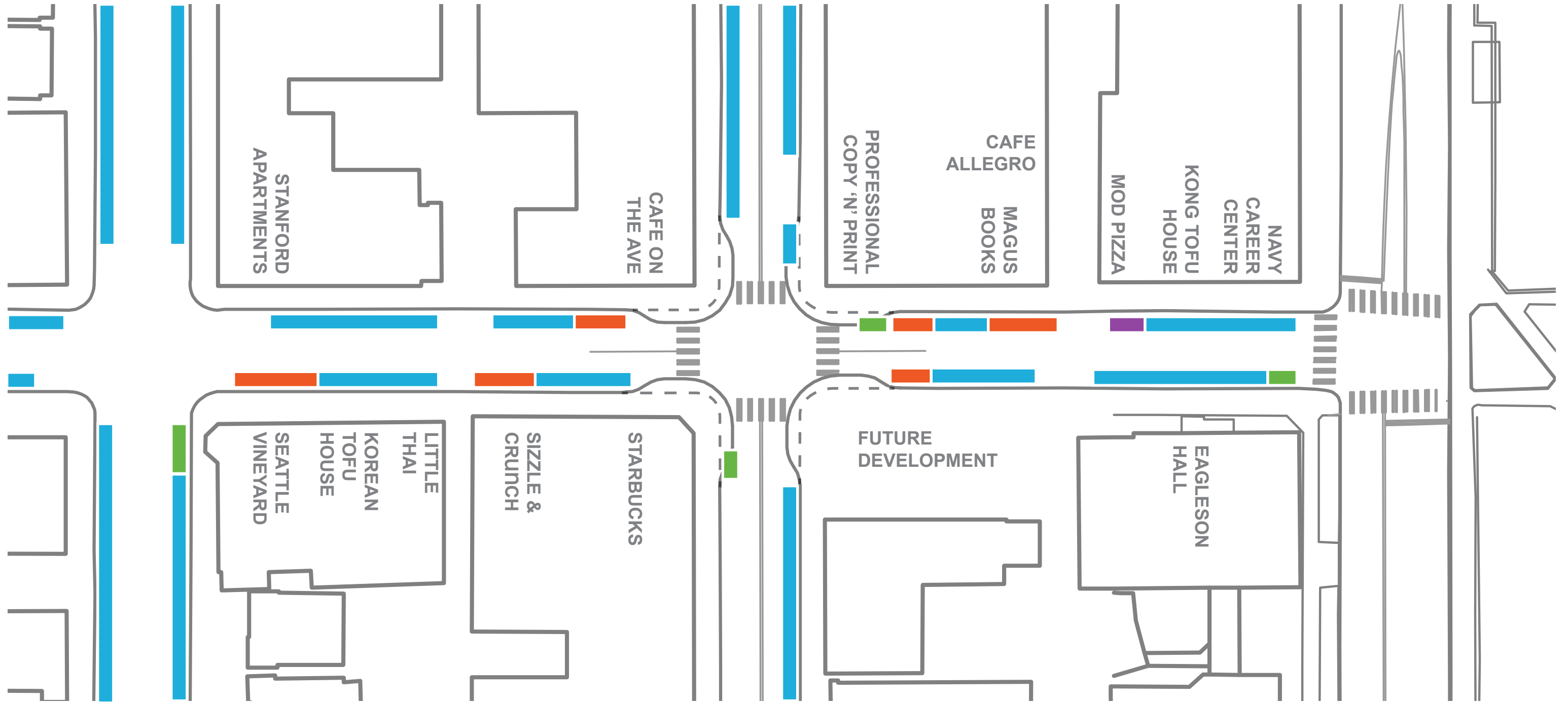
EXISTING CONDITIONS | Vehicular Circulation



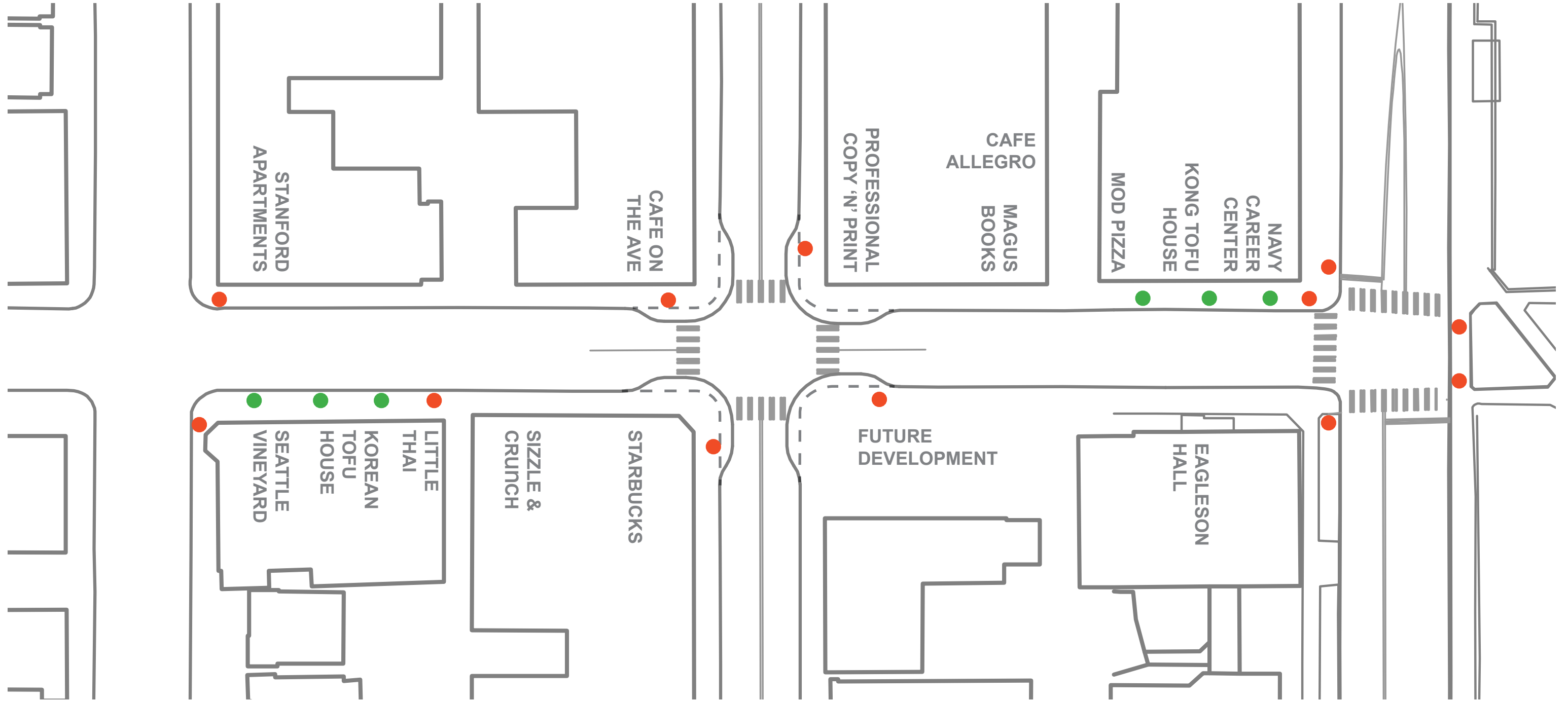
EXISTING CONDITIONS | Pedestrian Circulation



EXISTING CONDITIONS | Parking



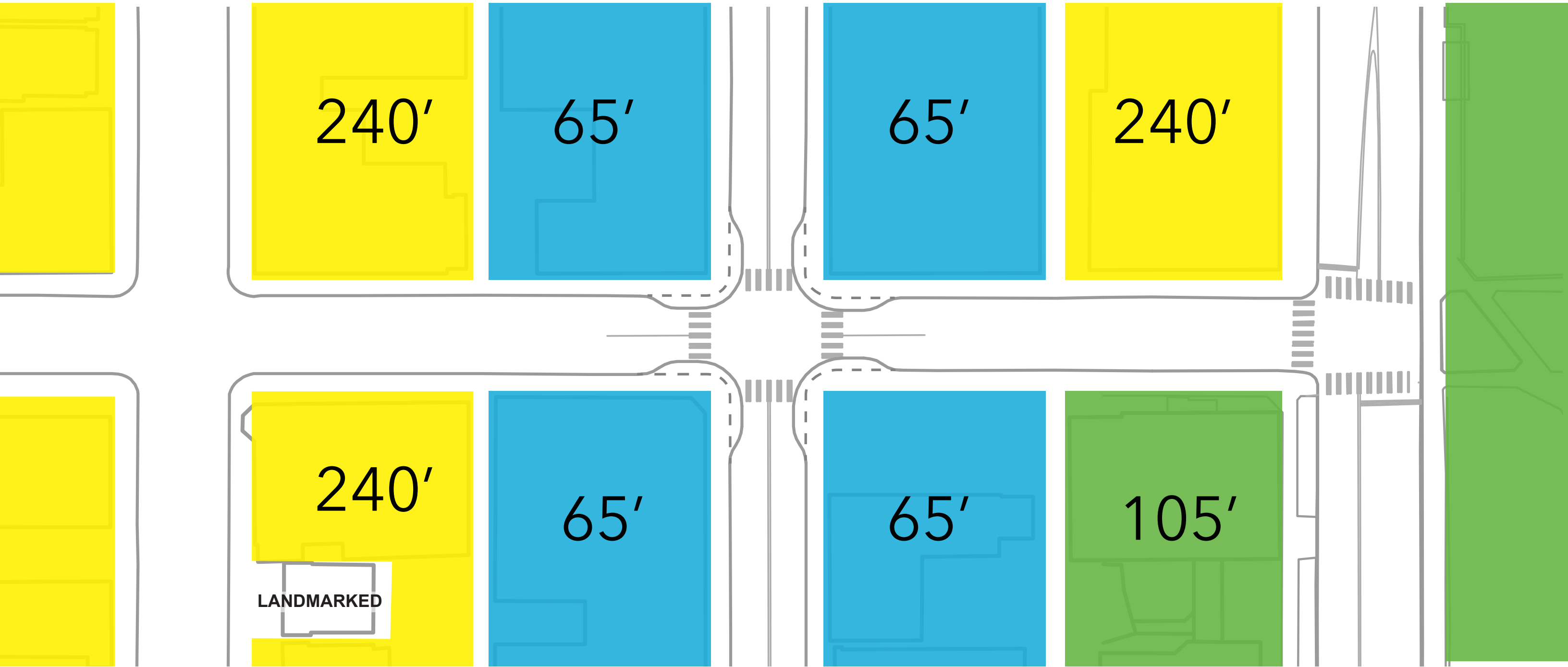
EXISTING CONDITIONS | Street Trees & Poles



● UTILITY POLE

● STREET TREE

EXISTING CONDITIONS | Potential Development

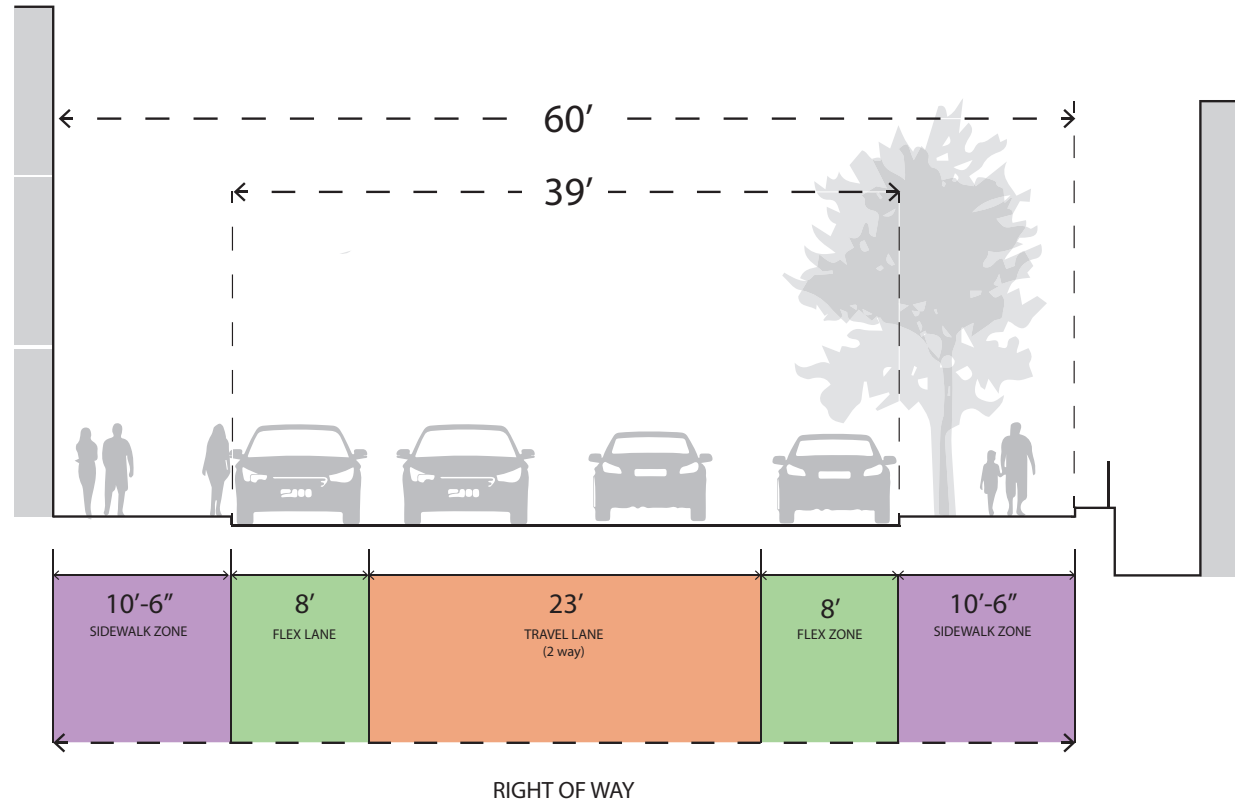


MAXIMUM ALLOWABLE HEIGHT
Actual developable height is determined by
many factors and may be lower

EXISTING CONDITIONS | Street Sections

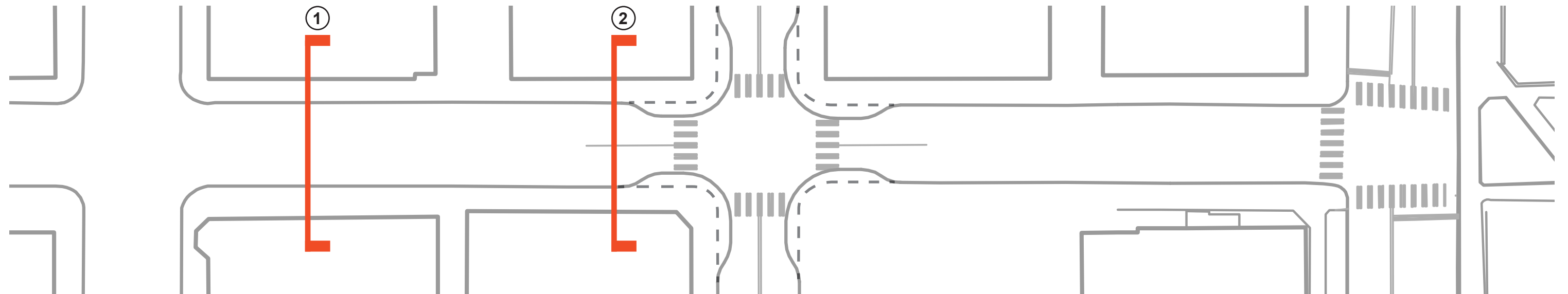
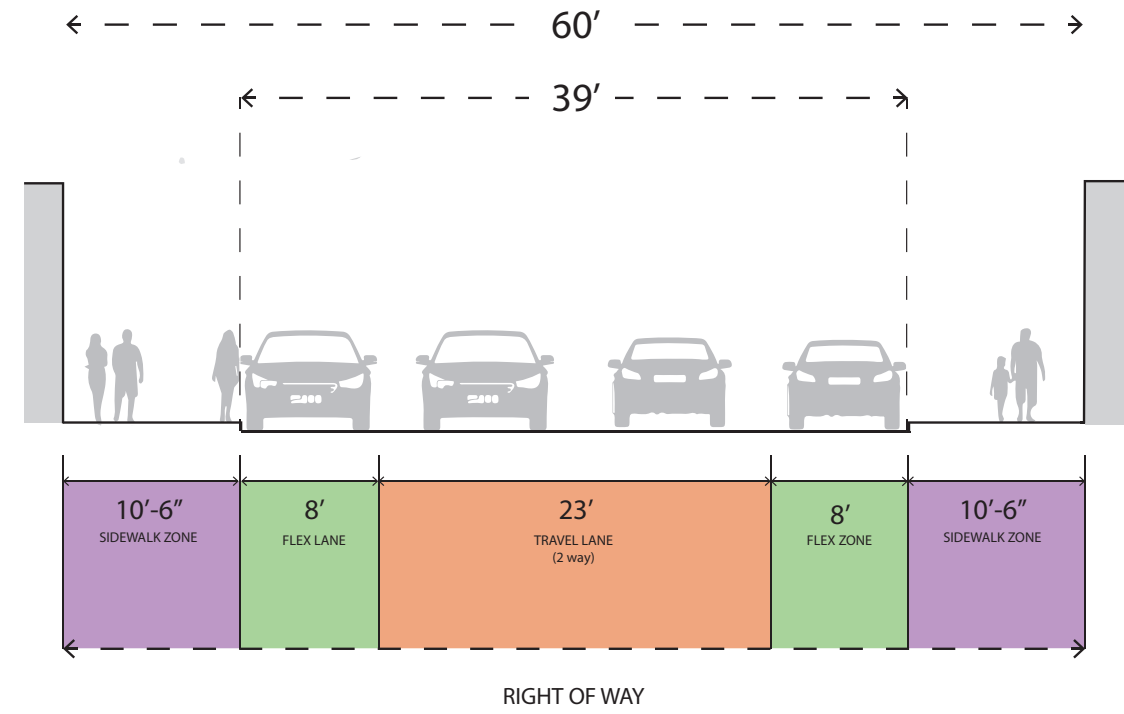
1 STANFORD APARTMENTS

SEATTLE VINEYARD
KOREAN TOFU HOUSE
LITTLE THAI



2 CAFE ON THE AVE

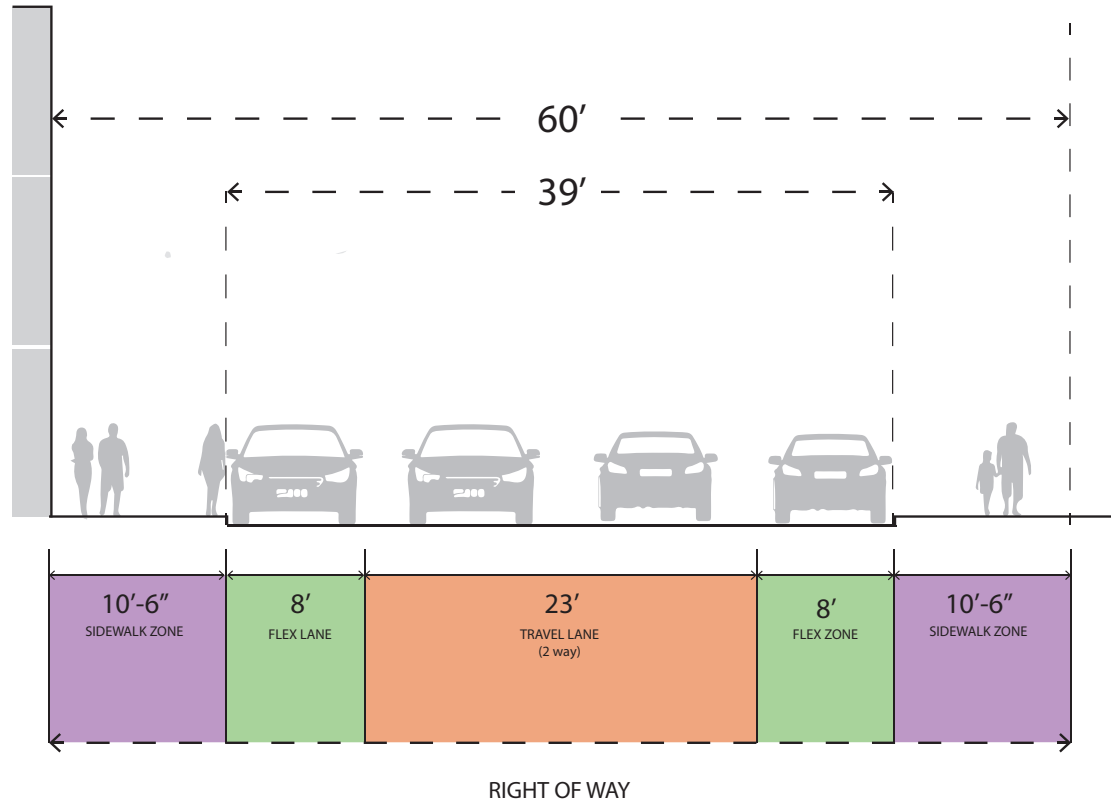
STARBUCKS
SIZZLE & CRUNCH



EXISTING CONDITIONS | Street Sections

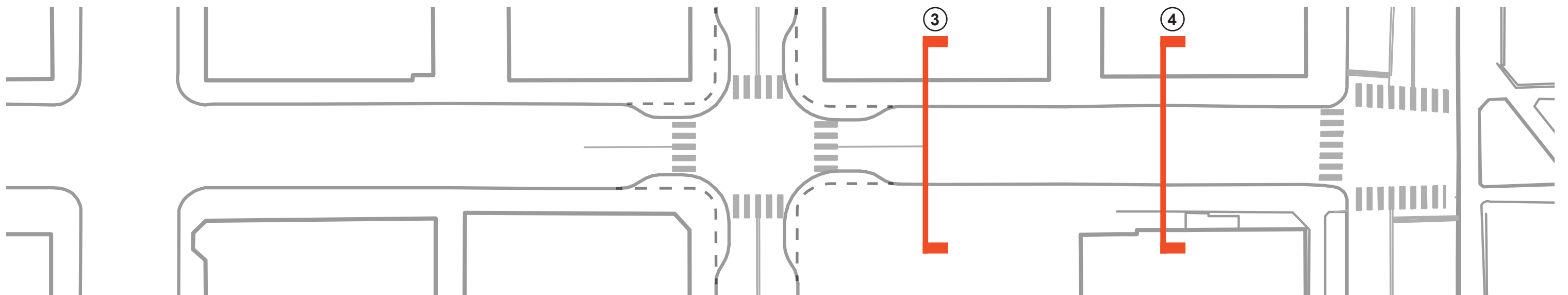
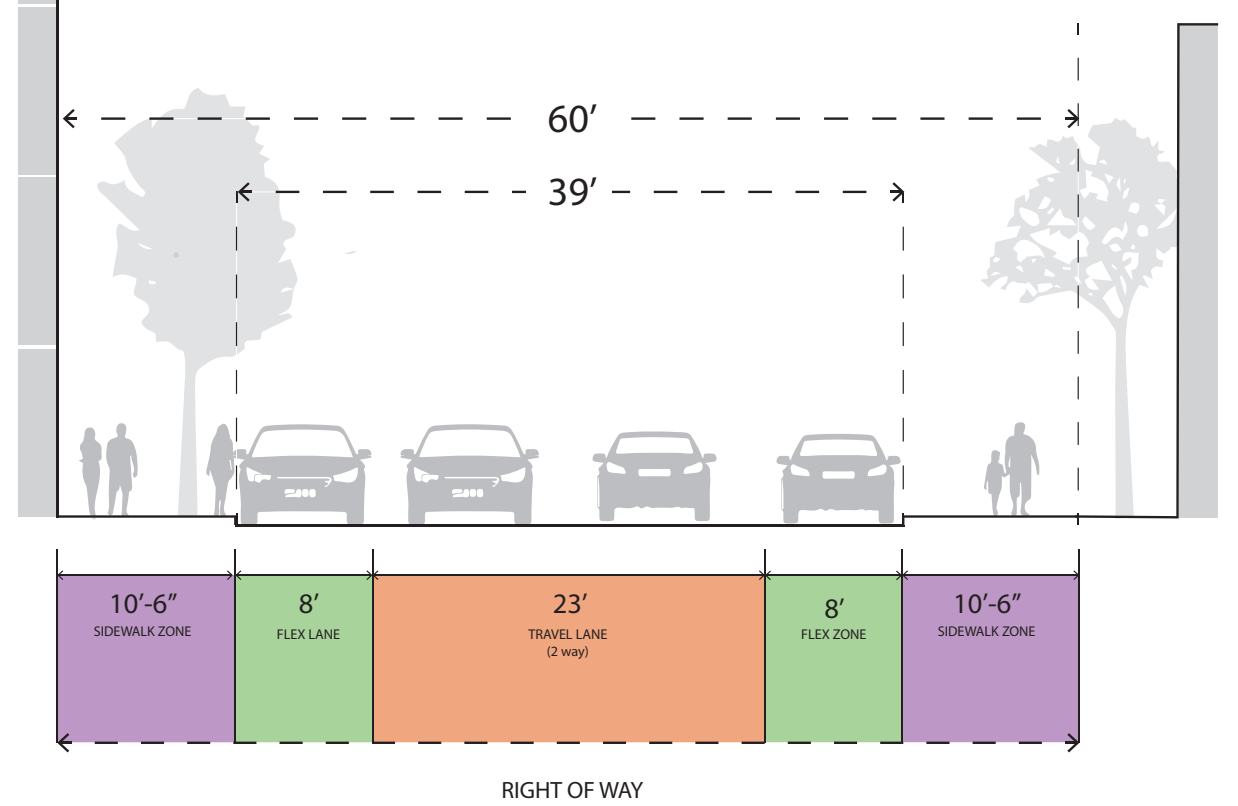
3 PROFESSIONAL COPY 'N' PRINT
MAGUS BOOKS

FUTURE DEVELOPMENT

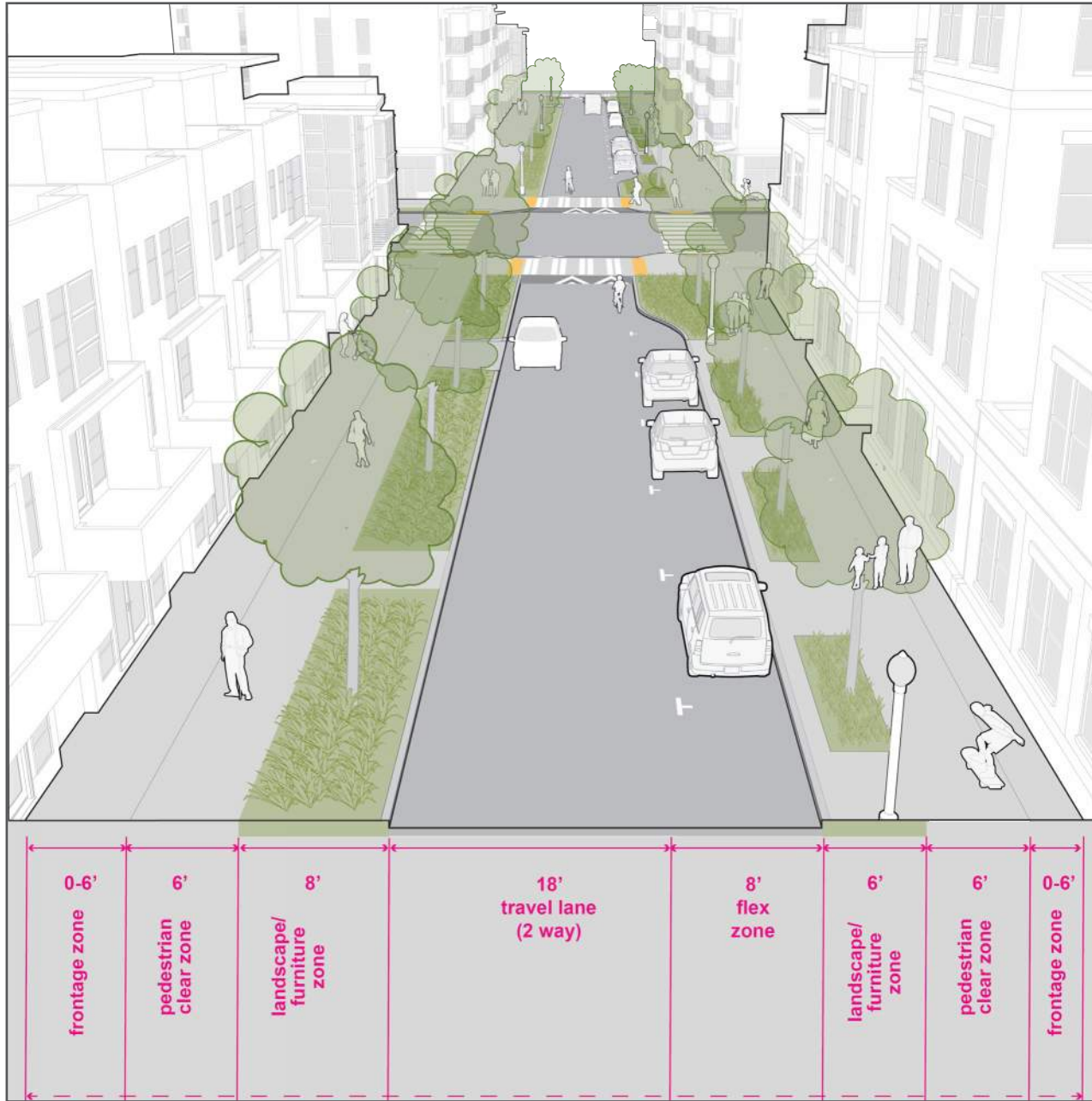


4 MOD PIZZA
KONG TOFU HOUSE
NAVY CAREER CENTER

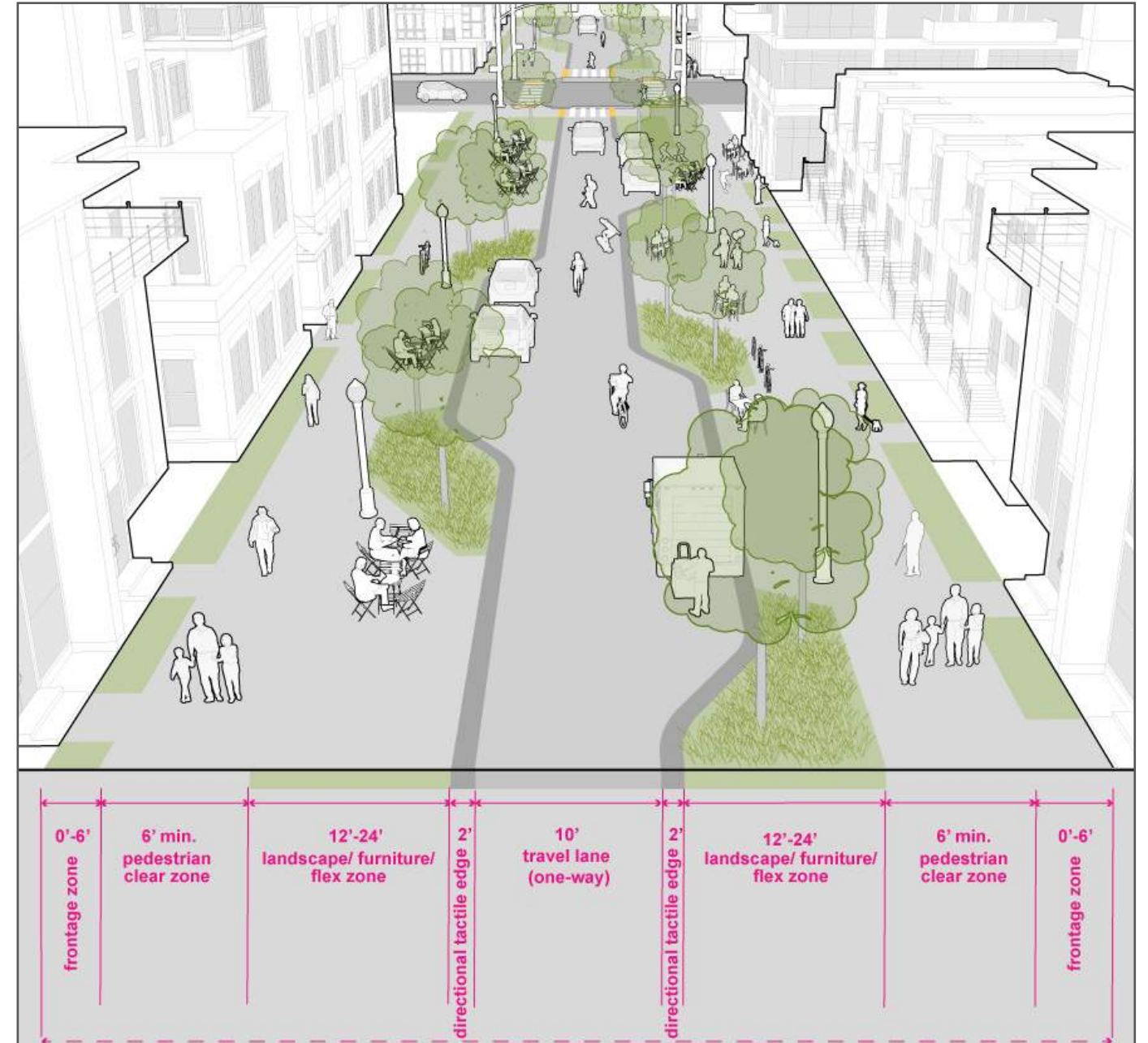
EAGLESON HALL



STREETS ILLUSTRATED | Street Typologies



Urban Village Neighborhood Access



Urban Curbless

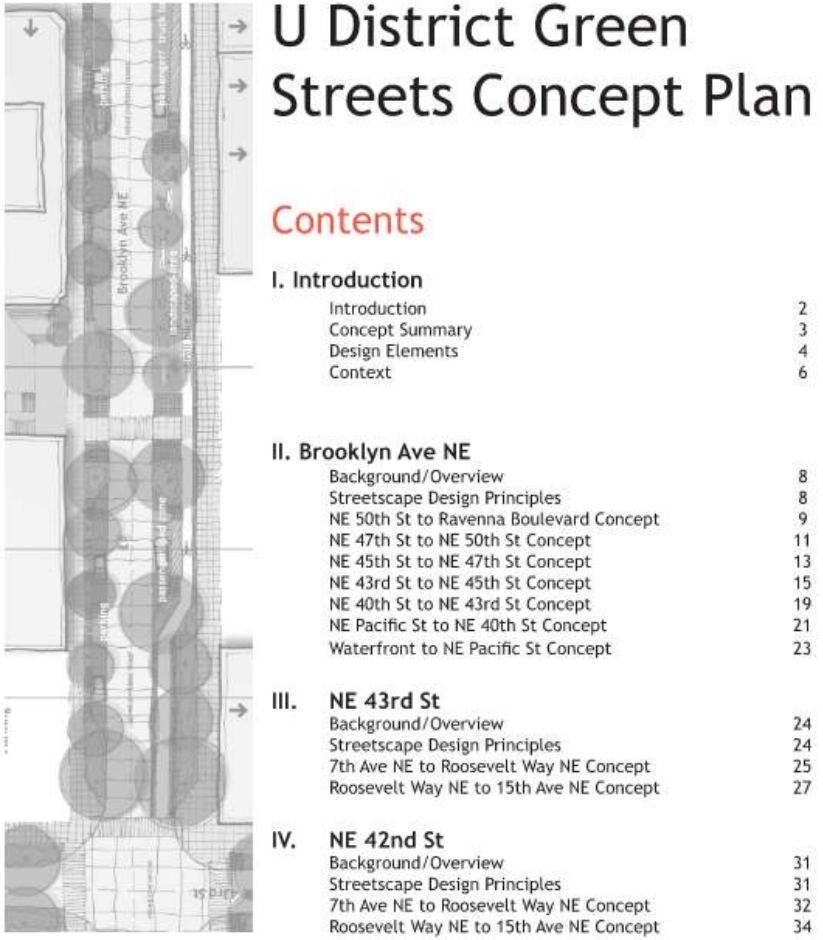
**SDOT has a range of standards
for all elements in the ROW:**

- Surfacing
- Lighting
- Furnishings
- Signs
- Landscaping
- DEVIATIONS!

Maintenance & Operations

- Consider maintenance from the beginning
- SDOT will not maintain non-standard items
- Community agreements may be required to formalize maintenance
- Street Use Permits allow for events

Planning Documents

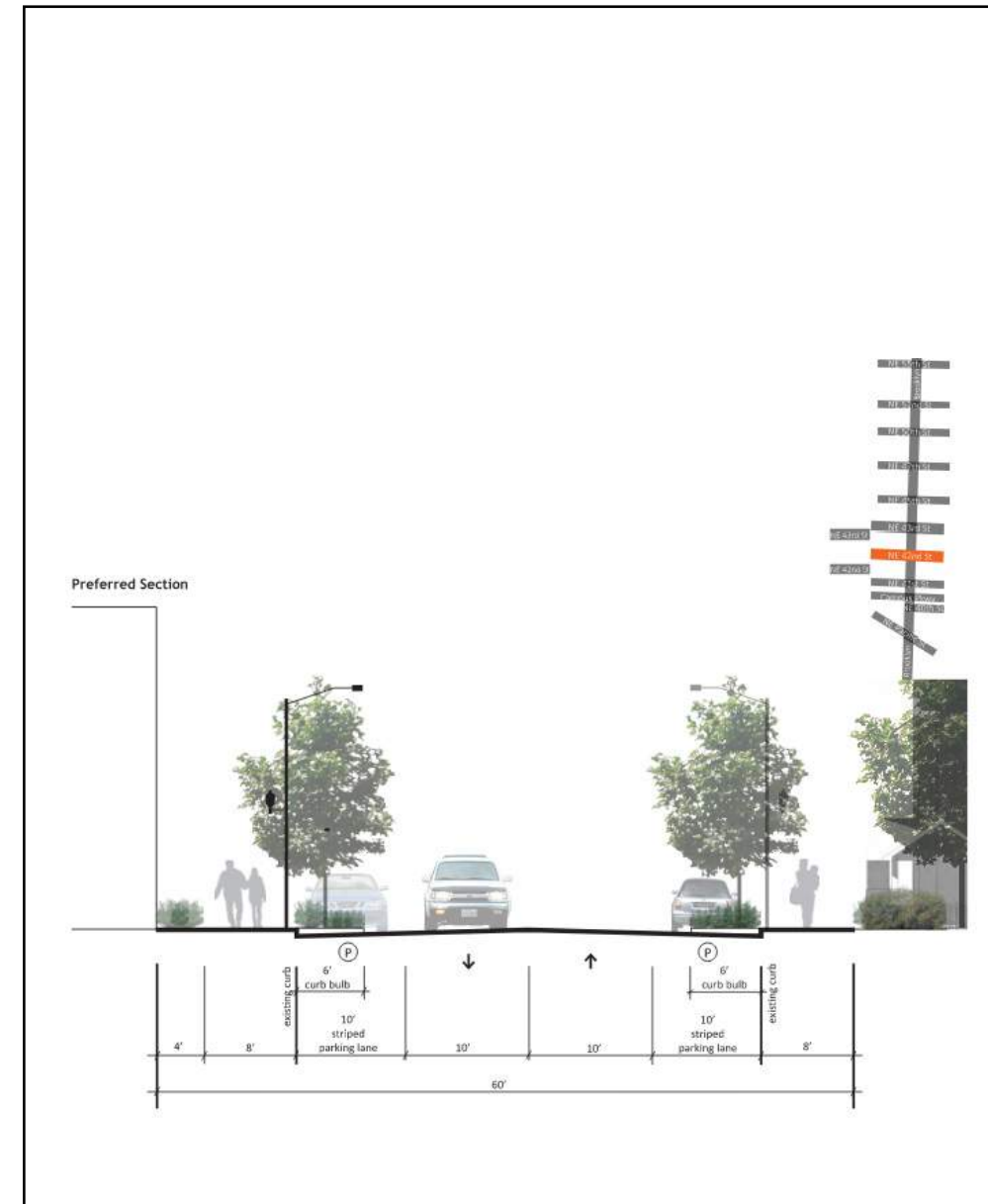


U District Green Streets Concept Plan

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Final, Spring 2015 • Seattle Department of Planning and Development • Seattle Department of Transportation

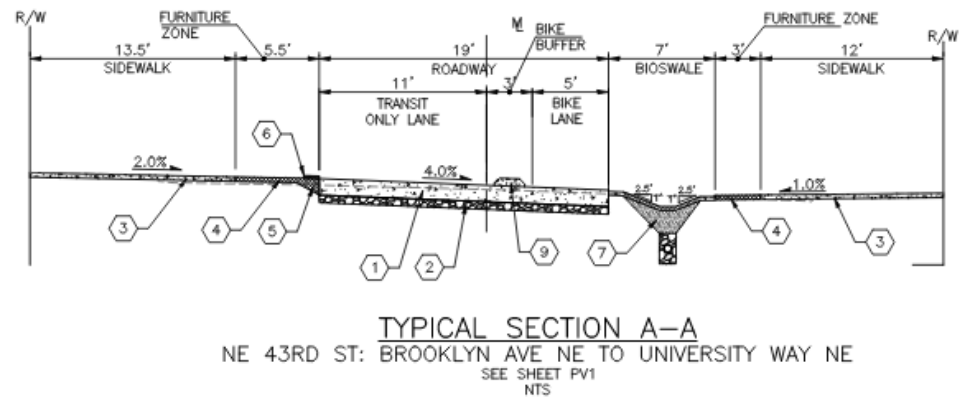


SDOT is currently in the process of updating the University District Green Streets concept plan. Community feedback through this project can inform this update.



PRECEDENT STREETS

PRECEDENTS | Seattle



NE 43rd Street (U District)

Bell Street (Belltown)

Barbara Bailey Way (Capital Hill)

PRECEDENTS | Seattle



14th Ave NW (Ballard)



Pike Place Market (Downtown)



Occidental Avenue (Pioneer Square)



S Vale Street (Georgetown)

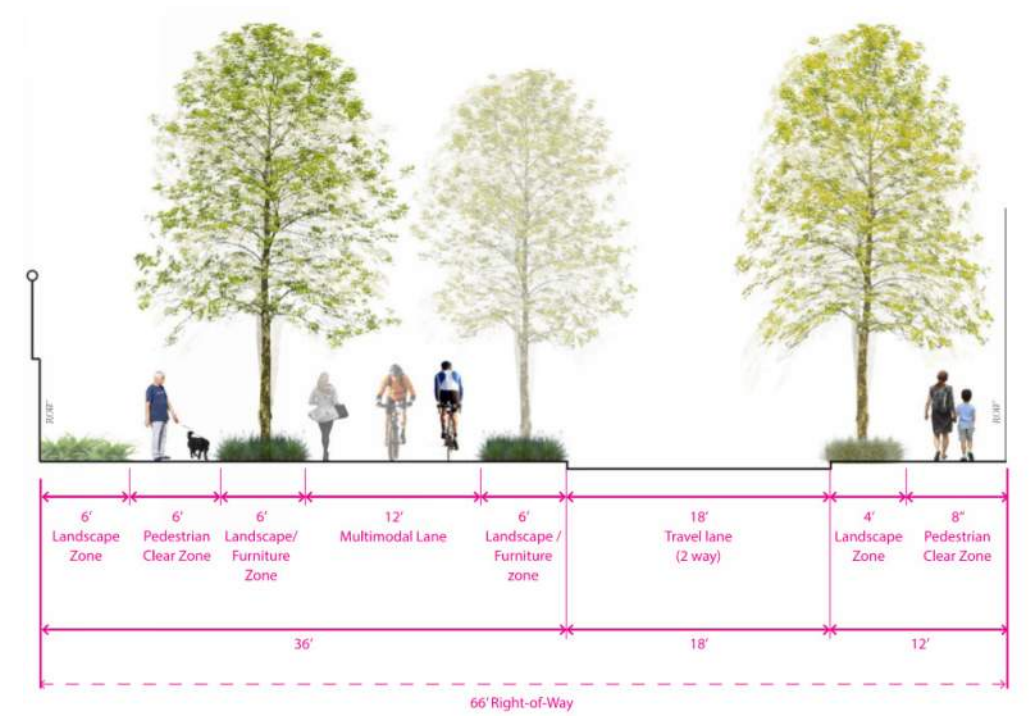
PRECEDENTS | Seattle



8th Ave N (South Lake Union)



Thomas Street (South Lake Union)



PRECEDENTS | Beyond



Park Lane (Kirkland)



Ithaca Commons (Ithaca)



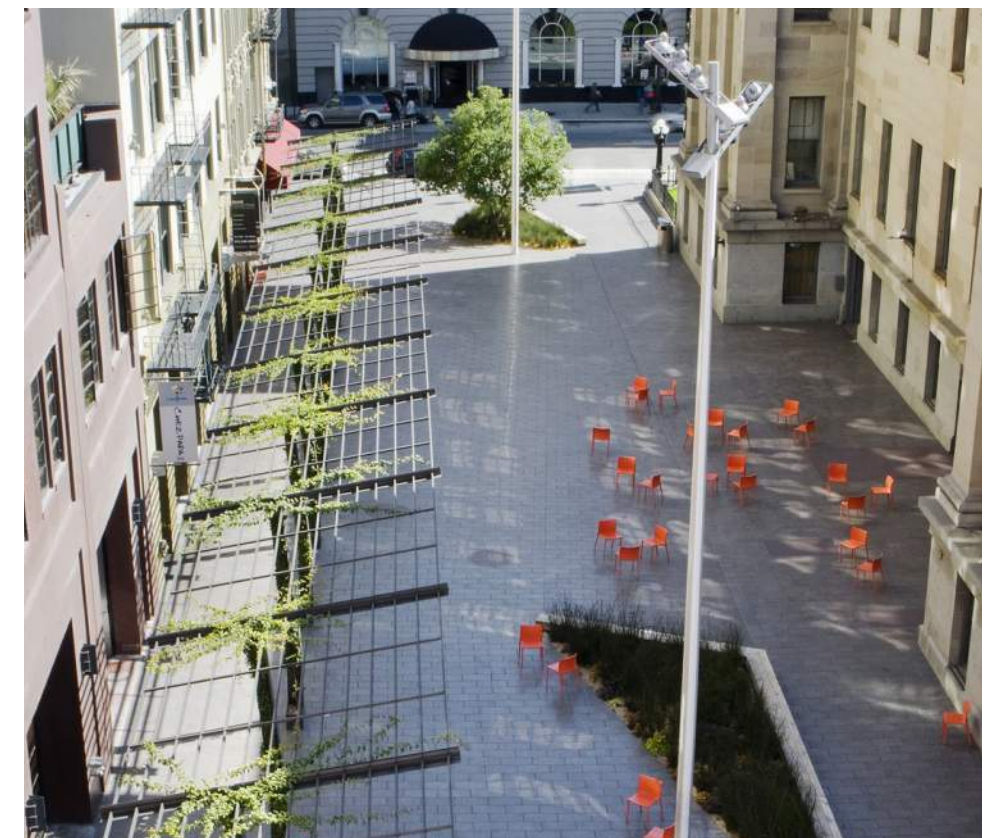
Mint Plaza (San Francisco)



New Road (UK)



Boblingen Pedestrian Zone (Germany)



Break



WORK SESSION | Guiding Principles

- 1** – Create **places for people**, centered on the pedestrian experience
- 2** – Embrace superior & sustainable urban design **best practices**
- 3** – Provide for the needs of **local stakeholders** & small businesses
- 4** – Enhance the **connection** between campus & community

WORK SESSION | Questions

- 1** – What are the most important uses of 42nd Street right now?
- 2** – How could 42nd Street better support the pedestrian experience?
- 3** – How could 42nd Street better meet the needs of local businesses?
- 4** – How could 42nd street improve the connection between campus and the neighborhood?
- 5** – What else would you like to see 42nd do for the neighborhood?

Thank You!



PROGRAM REPORTS

February 2023

URBAN VITALITY

Funding Request for Legislature Prepared for Lid I-5 North Seattle

UDP successfully submitted a funding request to both the House and Senate for a feasibility study of a lid over I-5 between NE 45th and NE 50th Streets. Representative Gerry Pollet, Darya Farivar, and Nicole Macri and Senator Javier Valdez sponsored the requests. The requests would allocate up to \$700,000 to WSDOT for the feasibility study and will be discussed in the Transportation Committee as a part of the state-wide budget deliberations. We will know in the coming weeks if the request is approved.

UDP Is Participating in NE 42nd Street Stakeholder Group Meetings through May

The UDP is participating as a stakeholder and Steering Committee member in an effort to re-envision NE 42nd Street between 15th Ave and Brooklyn Ave NE. The first larger stakeholder group meeting was held at the end of January, and UDP has been helping to administer a survey to surrounding businesses and property owners about their needs and wants for a new street design. UDP will continue to recruit responses to the survey, as well as stakeholder participation in the next large group meeting, scheduled for March 1. The first stakeholder meeting presentation, created by the consultant, Site Workshop, will be presented to the board at the February meeting.

UDP Opens Application for U District Arts Recovery Grant

UDP has received an \$87,500 grant from the City of Seattle Office of Arts and Culture to support arts and culture activations and events in the U District. UDP has \$75,000 that can be awarded to organizations or small businesses in the district who would like to fund their own new or existing arts and culture related programming. The application for grant requests opened Feb. 6 and closes March 3. UDP held 2 information sessions and will continue to recruit applications. A group of reviewers will review and rank applications and make final decisions by March 17.

Tree Lights Expanded on the Ave to NE 50th St

UDP recently worked with a contractor to complete our tree lighting project on the Ave, expanding the tree lights north to NE 50th St. We also expanded lights on NE 45th Street from Brooklyn to 15th Ave NE. The project was funded by a State Department of Commerce Grant as well as UDP budget allocation.

ECONOMIC DEVELOPMENT

UDP launches \$4.85M Vitality Grants Program

The U District Partnership announced the 2023 U District Vitality Grants program earlier this month. These grants will provide funding for ground-floor businesses and nonprofit organizations in the U District to invest in cleaning and/or fixed asset improvements such as remodeling, renovating, upgrading and purchasing specialized equipment. The deadline for U District businesses and organizations to apply for this program is February 22nd, 5pm.

Storefront Cleaning Grants

This grant provides businesses/organizations with up to \$1,000 for storefront cleaning (started after February 29, 2020 and completed by May 31, 2023) including, but not limited to:

- Removing graffiti
- Pressure washing exterior facades
- Removing grime, dirt, and moss from awnings
- Cleaning business entryways and existing outdoor dining infrastructure.
- Other cleaning services identified by business that meet the goal of improving business competitiveness, sustainability, and revenue generation

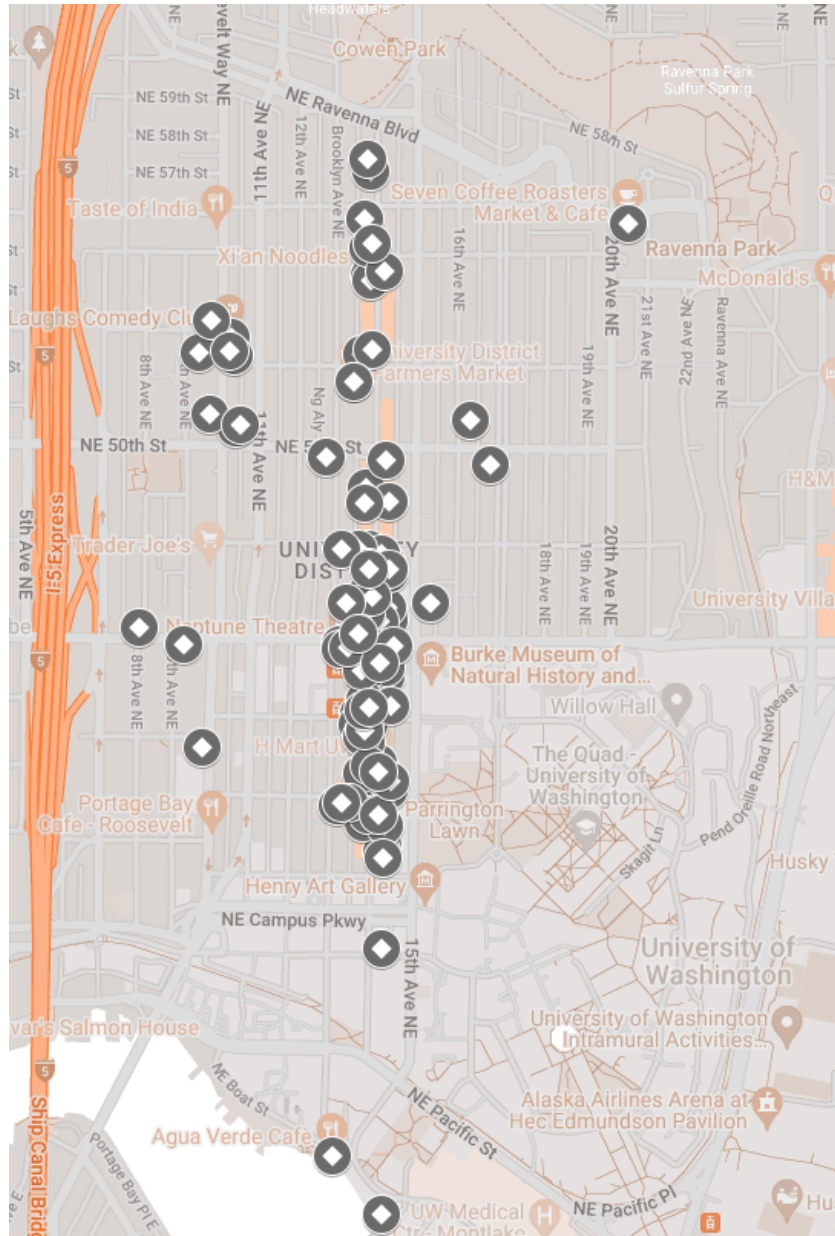
Tenant Improvement Grants

This grant provides businesses/organizations with up to \$200,000 for fixed asset improvements (started after February 29, 2020 and completed by May 31, 2023) including, but not limited to:

- New awnings
- Interior/exterior signage
- Interior/exterior lighting
- Exterior/interior reconstruction/rehabilitation
- Repainting of existing facades
- Outdoor dining infrastructure
- Repair/replacement of existing facade features damaged due to vandalism
- HVAC and/or kitchen hood installation
- Plumbing, electrical, and other utility upgrades to meet business needs and comply with city/state regulations
- Interior upgrades necessary to support business model/concept
- Purchase of interior equipment which increases customer turnover and staff efficiency
- Consumer-facing assets to extend the businesses brand and increase customer attraction

- Other physical improvements identified by businesses that meet the goal of improving business competitiveness, sustainability, and revenue generation

As of February 16, over 110+ businesses have started their application for the Tenant Improvement Grant and 45+ have started their application for the Storefront Cleaning Grant. This map shows the distribution of applications for the Tenant Improvement Grant:



CLEAN, SAFE & OUTREACH

Weekend Security Patrols

UDP has coordinated Friday and Saturday night weekend security patrols on University Way to monitor and deescalate nightlife related issues. These patrols are unarmed, and have been funded by the University of Washington (UW) in response to the violence that occurred last fall. UW has expanded the funding to keep the program going into June.

43rd Street Maintenance

The UDP has engaged Henry Galvin, a local landscape architect who lives in the district, to maintain the flower beds on NE 43rd Street. He offered a discounted rate because he cares about his neighborhood. Unfortunately, earache planter is owned by a different government agency or private entity, which makes uniform maintenance nearly impossible and it has become clear that the government agencies (including Seattle Public Utilities, Seattle Department of Transportation and Sound Transit) are not going to maintain these flower beds going forward. The new investment in landscaping is making a huge difference. Be sure to check out how they're looking the next time you are eating lunch at the 43rd Street Plaza.

Outreach

REACH worked with WSDOT and SPU under the Ship Canal Bridge to clean out much of the trash that was left when the encampment there shrunk to about a quarter of its original size. They are having trash service and portable restrooms placed to keep the issue from recurring. While there continue to be issues related to the freeway encampment, the overall size of the encampment has been steadily declining.

Monthly U District Homeless Census

LOCATION	Pasadena	I-5 @ 45 th	I-5 @ 50 th	University Playground	The Ave	Other	TOTAL Tents
February '22	25	16	13	5	0	0	59
March '22	25	11	19	0	0	0	55
April '22	20	4	13	0	0	0	41
May '22	20	4	14	0	0	0	38
June '22	25	2	15	1	0	0	43

July '22	30	13	7	0	0	0	50
August '22	25	9	5	0	0	0	39
September '22	22	13	6	0	0	0	41
October '22	13	14	9	0	0	0	36
November '22	22	17	12	1	0	0	52
January '23	10	8	13	0	3	0	34
February '23	6	7	13	0	0	5	31

UDP goes out with REACH once a month to count people experiencing homelessness in the U District. When counting tents, it's not always easy to see inside. As with other homeless counting efforts, UDP used a projected formula to calculate the average number of people associated with a given tent: 1.5 people per tent. If UDP receives information directly from an encampment about the number of people residing there, the numbers are adjusted.

MARKETING & COMMUNICATIONS

U District Seattle Blog Posts

Marketing is working to attract traffic to the website through multi-channel storytelling and U District Seattle news and neighborhood guide posts. With recent posts featuring topics like [Valentine's Day Guide](#), the [Vegan & Vegetarian Guide](#) to the U District, and article features on U District businesses, content production is ramping up to support audience offerings.

U District Email Marketing

Engagement continues to be strong with U District email campaigns with above average open rates and click-through rates. As spring events approach, campaigns will be designed in alignment with the event look and feel.

- 12/30** **Newsletter: 42nd Street Building Update, Ladd & Lass First Anniversary**
Open Rate: 49.6% / CTR: 5.1% / [VIEW](#)
- 01/11** **Newsletter: New Year Message, Spring Event Participation, 45th Street**
Open Rate: 46.8% / CTR: 4.3% / [VIEW](#)

- 01/25** **Newsletter: Indoor Activities Guide, Spring Event Business Participation**
Open Rate: 41.9% / CTR: 5.7% / [VIEW](#)
- 02/02** **Grant Announcement: U District Vitality Grants**
Open Rate: 44% / CTR: 4.7% / [VIEW](#)
- 02/07** **Grant Announcement: Arts Recovery Grants**
Open Rate: 41% / CTR: 1.8% / [VIEW](#)
- 02/08** **Newsletter: Intro to Grants, Valentine's Day Guide, Vegan Guide**
Open Rate: 42.6% / CTR: 5.6% / [VIEW](#)

EVENTS

U District Cherry Blossom Festival

Dates TBD*



With **73 participating businesses**, 39 participated in 2022, the 2023 [U District Cherry Blossom Festival](#) is returning strong for its second year! *UDP is working closely with UW representatives to land the dates of the event in alignment with the bloom of the UW Quad cherry trees. Early conversations with the UW Campus Arborist indicate all is on track for a mid-March bloom.

This year, four categories will help feature the amazing diversity of options available as part of the festival:

- Savory Eats & Sweet Treats - 19 Businesses
- Coffee, Bubble Tea, & Drink Specials - 26 Businesses
- Cocktails & Brews - 9 Businesses
- Featured Retail & More - 19 Businesses

Posters will be distributed around town this week without event dates, with a larger run going out as dates are announced.

Sponsorship: New this year, local businesses were offered a sponsorship opportunity to help support the event and receive logo recognition and featured placement in the event brochure. Thank you to our 8 sponsoring businesses! Additional sponsor opportunities are still available, though time is running out - please contact Don for details.

Note: participation in this event is free to all businesses.

Seattle Boba Fest

Saturday, April 29, 2023

The second annual [Seattle Boba Fest](#) returns this spring with over 25 local U District businesses registered to celebrate National Bubble Tea day. Last year, over 20,000 people visited the

neighborhood to partake in the celebration with great fanfare as lines stretched down blocks and around corners to mark the occasion.

Sponsorship: New this year, local businesses were offered a sponsorship opportunity to help support the event and receive logo recognition and featured placement in the event brochure. Additional sponsor opportunities are still available - please contact Don for details.

Note: participation in this event is free to all businesses.

U District Street Fair

The [U District Street Fair](#) returns for its 52nd year the weekend of May 20-21, 2023.

As of mid-February, vendor counts are well above last year's numbers (currently 203 total booths plus 10 storefront activations) with increasing excitement for a strong return of the event this spring:

- 156 Artist & Craft Booths
- 7 Manufactured / Vintage Booths
- 3 Commercial Booths
- 8 Non-profit Organizations
- 25 Food Booths
- 4 Food Trucks
- 10 Local Business Storefront Activations (and counting)

There's still time for artists, craft, nonprofit, and food booths & trucks to [register!](#)

Exciting new Street Fair event design to debut in March

UDP has contracted the design team at [Invisible Creature](#) to develop the visual identity for the U District Street Fair that will be used to promote the event for the next several years. This exciting transition to a recurring look and feel aims to help align the marketing goals for the event in attracting both vendors and audiences. Stay tuned for the big reveal!

Sponsorship asks are underway, but we need your support!

UDP has an ambitious goal of raising \$60,000 in sponsorship to support the U District Street Fair. While there are conversations underway with past and potential sponsors, the team is looking to Board and community members to help make any possible connections that could lead to sponsorships this year.

