

UD BIA

U DISTRICT BUSINESS
IMPROVEMENT AREA

BIA Ratepayer Advisory Board Meeting

Thursday, March 28, 2019

U Heights Auditorium 4:00 – 5:30

AGENDA

- | | | |
|---|--------------------|---------|
| 1) Welcome/Introductions/Chair Comments | Maureen | |
| 2) Public Comment | Maureen | |
| 3) Approve January 2019 RAB Meeting Minutes | Maureen | VOTE |
| 4) Financial Reports | Kate/Mark/Phil | |
| a. February Close | | VOTE |
| b. Year End Projection | | DISCUSS |
| c. 2019-20 Budget Process | | DISCUSS |
| 5) Program Updates | Mark | DISCUSS |
| 6) BIA Renewal | Maureen/Aaron/Mark | DISCUSS |
| 7) Adjourn | | |

Upcoming Events:

March 30th - Community Clean Up Day – 9:00 am at U Heights

April 3rd – UDP Economic Development Committee – 3:00 pm location TBD

April 11th – UDP Clean & Safe Committee – 12:00 pm at U Heights

April 16th – UDP Board Meeting – 11:30 am at UW Tower Floor 22

April 19th – BIA Walk – 9:00 am at UDP Office

NO APRIL MONTHLY COMMUNITY CLEANUP

May 11th – Annual Community Cleanup – 9:00 am at U Heights



**U District BIA Ratepayers Advisory Board
Minutes**

Date: January 24, 2019

Time: 4:00 p.m. – 5:30 p.m.

Location: University Heights Auditorium

IN ATTENDANCE:

BIA Board Members

Kate Barr	Maureen Ewing	Mary Kay Gugerty
Lora Gastineau	Chris Giles	Randy Hodgins
Aaron Hoard	Maria Barrientos	Lily Hansen
Lincoln Johnson	Carlos Gonzalez	David Cohanin

UDP Staff

Marcus Johnson	Mark Crawford	Chase Landrey
----------------	---------------	---------------

EXCUSED:

Nikole O'Bryan	Max Blume	Scott Soules
----------------	-----------	--------------

Welcome

Maureen opened the meeting at 4:05 p.m. and welcomed everyone in attendance.

Public Comment

Rick McLaughlin, owner of Big Time Brewery and president of U District Small Businesses, spoke about the renewal of the UDBIA and his belief that this is the right time to reform the UDP and UDBIA boards by expanding their representation of nonprofits, small businesses and residents. He also expressed his frustration that the U District Partnership is starting a business network and implied that this was being created in opposition to U District Small Businesses. He further claimed that UDP staff has not reached out to him to discuss plans.

Approve November 2018 RAB Minutes

Motion: Maria moved to approve the November RAB minutes.

Aaron seconded the motion.

The motion passed.

Fire Update

Mark updated the board about the condition of the office and staff after the fire earlier that month. He thanked the Fire Department for their quick response, the Office of Economic Development for reaching out to the affected businesses, Elm Grove for hosting the beautification and cleaning staff, American Campus Communities and the University of Washington for their help in securing a temporary office space, and staff for their diligent work during this transitory time. He also thanked the many other people who have reached out with offers of help.

Financial Report

Mark presented the December close financials. Phil Lloyd explained the layout of the documents and how they are structured to provide the information in a way that is easier to read and understand.

Mark went over the variance report for the first half of the fiscal year and explained why staff was projecting a net savings by the end of the year. He then proposed several possible expenditures for these funds including supporting security staff in the ROOTS Alley, repair and maintenance of the tree pits, and refurbishment of the artwork on the light poles. In addition, some or all of the funds could be saved for future projects.

Motion: Maria moved that the \$12,000 of these funds be spent on Clean and Safe programs at the discretion of staff and that any other unspent funds be reviewed at a future date.

Chris seconded the motion.

The motion passed.

Phil Lloyd presented the report from the 2017-18 audit. This report reflected an 18 month period and came back with a clean opinion from the auditor.

Program Updates

Mark briefly reviewed the committee reports which were sent out to the board beforehand.

Clean and Safe – Mark updated the board about the progress towards hiring the REACH mental health outreach worker.

Events and Marketing – Chase shared about the upcoming monthly clean up and invited all to participate.

Economic Development - Mark announced the launch of the U District Business Network. He clarified that this project has been in the works for quite some time and its goal is to bring together all U District businesses. It is not to be confused with, nor was it set up in opposition to, a small business group. He reminded the board that the UDP has repeatedly reached out to invite and include both members and the president of U District Small Businesses.

Urban Vitality – In addition to their regular work, Urban Vitality has created three separate taskforces to address major topics in the U District. The first one reviewed the U District Station Area Mobility Plan and recommended that the UDP board support a partial endorsement of the plan. A 43rd street taskforce was created to convene and inform local business and property owners who are likely to be heavily impacted by SDOT's redevelopment of that street. They created recommendations and presented them to the SDOT project team at a face to face meeting. Mark also addressed the third current Urban Vitality taskforce, which was created to survey local churches which host services about their future plans and what affect their possible changes may have on the neighborhood.

UDIA Ordinance Renewal

Mark reminded the board that the RCW language which allows for the creation of BIA's describes their work as pertaining to economic development, neighborhood revitalization, economic vitality, and livability. He emphasized that even though it is called a *Business* Improvement Area, serving residents is also a critical component of a BIA's responsibilities.

Mark presented the timeline for renewing the UDBIA. He argued that the renewal process should be looked at in three phases: 1) Planning and Discussion 2) Petitioning the Ratepayers and 3) Council Approval. All of this must be finished before the expiration of the current UDBIA in May of 2020. He asked for board member support in contacting ratepayers and championing this work.

Mark proceeded to discuss potential adjustments to the BIA ordinance which may come with renewal. Staff has been analyzing scenarios around adjusting the boundaries and their effects on total income. He proposed that the term of the ordinance be extended to ten years, from the current five, to allow for more time for work to be accomplished. They were also recommending that the future base assessment rate for ratepayers be set at a level which keeps their payments at around the same amount that they are currently paying plus a CPI adjustment UNLESS they are developing property and triggering a New Benefit Area.

He then plans to present them with additional options for possible expanded programs and their associated cost. Aaron provided background on the amount of work that has gone into developing these tools and creating informative scenarios.

Mark informed the board about his research into why condominiums within the UDBIA are assessed. First, the RCW stipulates condos as a multifamily residential property and requires that class be included in BIA's. Additionally, it would not be possible to remove all of the condos in the U District from through boundary changes without cutting out the vast majority of the neighborhood due to their geographic spread. It would be possible to remove one region in the U District which contains three condominium properties. However, this would significantly affect both current and future revenue and would be difficult to defend why these condos were removed while others were not. Finally, he addressed the option of capping the assessment rate of condominiums at a lower level. This would require capping all multi housing properties which make up the majority of the non UW total assessment and so, is not economically feasible in this district.

Finally, condo residents do enjoy benefits that accrue to all residents. Mark proceeded to show the multiple ways that each department benefits local residents from cleaning and communication to safety improvements and advocacy. The board then proceeded to discuss how well they believed UDBIA services have benefited the U District.

Motion: Aaron moved to adjourn the meeting.

Mary Kay seconded the motion.

The motion passed and the meeting was adjourned at 5:43 pm

March 26, 2019

To UD BIA Ratepayer Advisory Board

From: Mark Crawford

Re: Financial Report

Attached, please find the draft February close financial statements and a summary year end projection.

February Financial Statements

Statement of Activities - There are no particular surprises since January. We are creating an Account Receivable on the Balance Sheet to track fire related losses and expected insurance repayments. We are maintaining our Wells Fargo account for a little while longer to provide a separate account for the funds related to our serving as fiscal agent for the art installation in Christie Park. We continue to see modest savings on hourly employee wages for office support and beautification team which are partially offset by increased hours for Communications and Economic Development wage. Our professional expenses continue to be low because of IT savings to date but we expect to use the majority of that for final costs to installing IT services to new equipment. Community beautification costs are higher than budgeted given the new kiosk covers and the University Way banner. Studies are higher than budgeted but as expected given the recently completed Retail Saturation study.

Budget Tracker – We are 2/3 of the way through the year and are, overall tracking pretty close to that in terms of budget spent by program area. Program Management is less because we have spent only ¼ of the budgeted renewal funds to date. Economic Development is higher because of the Retail Saturation study. Marketing is higher because of the number of events done in the first 8 months and the UDP focus on Street Fair for the last four months. This creates a higher percentage of funds used in the first eight months than other departments show.

Summary Year End Projection – We have included the costs the RAB authorized in January. The expected year end result, assuming receipt of assessments by the City as planned, will be a modest \$5,000 positive year end result. This assumes the use of the full \$40,000 budgeted for the renewal which we do not actually expect to happen and we assume that this remainder will be applied to next year's budget.

U District BIA
Statement of Activities
July 2018 through February 2019

	Program Management	Cleaning & Safety	Urban Vitality	Economic Development	Marketing	Community Engagement	Events & Activation	Total
Income								
44500 · Government Grants and Contracts	107,920.25	275,454.06	20,263.85	88,282.63	29,967.78	49,127.67	19,366.51	590,382.75
47000 · Earned Income	0.00	0.00	0.00	0.00	0.00	0.00	14,000.00	14,000.00
Total Income	107,920.25	275,454.06	20,263.85	88,282.63	29,967.78	49,127.67	33,366.51	604,382.75
Expense								
60000 · Staffing	26,686.11	86,109.60	18,505.45	75,245.67	27,409.04	43,990.41	7,762.04	285,708.32
61000 · Professional & Contract Expense	45,445.23	0.00	0.00	0.00	0.00	356.28	0.00	45,801.51
62000 · Office and Overhead	35,678.91	3,222.39	0.00	861.96	440.00	4,731.12	0.00	44,934.38
70000 · Direct Program Expenses	110.00	186,122.07	1,758.40	12,175.00	2,118.74	49.86	25,604.47	227,938.54
Total Expense	107,920.25	275,454.06	20,263.85	88,282.63	29,967.78	49,127.67	33,366.51	604,382.75

2018-19 University District BIA

Budget Tracker -February 2019

ACCOUNTS	Budget	TO DATE	Personnel	Non-Personnel	REMAINING	% Expended	Jul	Aug	Sep
Program Management	207,383	107,920.25	\$ 26,686.11	\$ 81,234.14	99,463	52.0%	\$ 9,495.42	\$ 9,953.44	\$ 21,568.81
Cleaning and Public Safety	425,966	269,454.06	\$ 86,109.60	\$ 183,344.46	156,512	63.3%	\$ 34,475.31	\$ 31,306.23	\$ 27,715.59
Urban Vitality	31,506	20,263.85	\$ 18,505.45	\$ 1,758.40	11,242	64.3%	\$ 1,410.75	\$ 1,343.86	\$ 2,872.26
Economic Development	112,227	88,282.63	\$ 75,245.67	\$ 13,036.96	23,944	78.7%	\$ 4,265.63	\$ 10,453.43	\$ 10,752.58
Marketing	41,376	29,967.78	\$ 26,507.09	\$ 3,460.69	11,408	72.4%	\$ 3,417.78	\$ 3,350.88	\$ 3,522.39
Community Engagement	77,169	49,127.67	\$ 46,395.48	\$ 2,732.19	28,041	63.7%	\$ 8,089.87	\$ 5,231.08	\$ 6,322.73
Events and Activation	27,240	19,366.51	\$ 7,311.07	\$ 12,055.44	7,873	71.1%	\$ 4,157.80	\$ 5,182.80	\$ 2,141.59
Total Requested	922,867	584,382.75	\$ 286,760.47	\$ 297,622.28	338,484	63.3%	\$ 65,312.56	\$ 66,821.72	\$ 74,895.95

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 13,490.78	\$ 13,067.37	\$ 10,840.74	\$ 9,600.78	\$ 19,902.91				
Cleaning and Public Safety	\$ 46,378.75	\$ 40,259.53	\$ 24,124.13	\$ 39,675.75	\$ 25,518.77				
Urban Vitality	\$ 4,668.00	\$ 2,735.54	\$ 2,780.74	\$ 2,861.55	\$ 1,591.15				
Economic Development	\$ 14,179.18	\$ 9,599.19	\$ 9,757.70	\$ 9,992.59	\$ 19,282.33				
Marketing	\$ 3,514.42	\$ 3,693.33	\$ 5,098.40	\$ 3,906.19	\$ 3,464.39				
Community Engagement	\$ 7,109.06	\$ 5,344.11	\$ 5,243.14	\$ 5,522.76	\$ 6,264.92				
Events and Activation	\$ 2,360.77	\$ 1,534.02	\$ 1,862.23	\$ 1,038.91	\$ 1,088.39				
	\$ 91,700.96	\$ 76,233.09	\$ 59,707.08	72,598.53	77,112.86	-	-	-	-

2018-19 BIA Budget Variance Tracker

As of February 2019 through June 30, 2019

BIA:

Cash On Hand Beginning Yr.	20,940
Income	4,000
Expenses Pending	(7,710)
Subtotal	17,230

Summary of Projected BIA Cash:

BIA Cash 6/30/18 Per Budget	378,367
Less: Board Designated Reserves	(210,000)
Budgeted Net Income	(87,493)
Forecasted Variances	<u>17,230</u>

Forecasted BIA Cash After Reserves 6/38/19	98,104	Pending confrimation of city FY 2019 collections
--	--------	--

March 26, 2019

To: Rate Payer Advisory Board

From: Mark Crawford

Re: Program Updates

Attached, please find the last month's committee reports from our program areas. As always, you can go to the UDP website for previous reports as well. Click here to follow that link:

<https://static1.squarespace.com/static/5850752cf5e231778b0fcb3f/t/5c8c55b2e2c4834b61b86a7b/1552700874603/UDP+March+2019+Board+Packet.pdf>.

Some specific highlights worth noting in each area:

Clean and Safe

REACH

REACH is launched. We have hired David Delgado who began March 18th. Please follow attached link for more information - <https://www.udistrictpartnership.org/reach-announcement>.

I am also so pleased to confirm that the U District Rotary has confirmed their support of this program with a \$16,000 grant. Add this to the \$39,500 commitment from the City and the agreement by REACH to reduce their contract cost by \$20,000. I know that it was the leadership of the two Boards – both the AB and the UDP to make their commitment to this critical program that made it possible for us to ask for both public and private support and to receive it. You made this happen. Thank you.

Prolific Offenders Report

This report was released late February. If you have not yet read it and followed up with the Mayor, the City Attorney, the judges, and the City Council, we ask that you do so. You can find a link to the report and our cover letter by clicking on:

<https://www.udistrictpartnership.org/blogs>.

This report is having a powerful effect. The BIA's who cooperated on commissioning this report and presented it continue to work together to maintain awareness by our public officials and to demand a leadership response. There has been an enormous amount of publicity on this. There has also been a lot of outreach to other groups that share these concerns. We continue to work to prompt officials from different areas of the criminal justice system to stop pointing fingers at each other and instead – work together.

The report was released a little over a month ago. Please remember, the 100 offenders profiles were just those who met our search criteria within a given period of time – they are not the “top 100” or the “only” ones who met the criteria. They were just the ones that appeared in a narrow

time frame of our research. The truly shocking thing which is actually not shocking at all – over 40 of those 100 have already been rearrested on new offenses since we began the report.

Economic Development

Launch of the Business Network

The U District Business Network had their first meeting on February 28th. The network is comprised of business operators in the district coming together to: • provide a more unified, purposeful and effective University District business community voice • offer an information sharing platform for the University District community • create opportunities for businesses • build relationships, learn from peers and experts, and have fun. We had sixteen guests sign in. The agenda included reviewing the Retail Saturation Study, initiating a Business Block Watch, partnering with Seattle Police Department to host a Shoplifting Prevention workshop and discussing the recently released System Failure Report.

Retail Saturation Study

The Retail Saturation Study by Land Econ Group was finalized in February. Snippets of the market outlook and a form to request a copy of the study are available at (udistrictpartnership.org/biz-retail). The study will be used to 1) inform property owners on the retail categories most likely to have sustained success, 2) recruit targeted retail categories, and 3) support existing businesses by attracting complementary businesses to the U District. The City's Office of Economic Development has asked us to present the study to their team in April.

Urban Vitality

43rd Street Project

43rd Street Task Force SDOT is planning to construct improvements in NE 43rd Street between the southeast corner of Link Station construction eastward to the intersection with 15 Ave NE. After meeting with our taskforce of business and property representatives and receiving their report, SDOT invited Stephen to attend their monthly planning meetings. On February 26th, we attended their public drop in event at the U Bookstore where they gathered feedback on their designs. It appears that the SDOT team is leaning towards recommending this segment of 43rd street be redesigned to have only one westbound lane to primarily accommodate bus traffic. This option is not the preferred choice of our taskforce and would not allow cars as through traffic. However, SDOT has mentioned that they are working on addressing within this option the local business access and load in/out needs brought up by our taskforce and others. We should know more by the end of March and will continue to engage with our taskforce and the broader U District community on this project. Track the project's progress at: [SDOT 43rd Street Project Page](#)

Design Guidelines

Design Guidelines The Updated U District Design Guidelines were approved on February 19th and will go into effect March 24th. The UDP contributed significant staff and volunteer time by supporting the city's community outreach and cohosting planning meetings. We have also

encouraged developers of U District projects to address the draft document and have seen positive engagement on their part

Development Tracking

Design Proposal a) 4238 12th Ave Project – Attended Early Design Guidance meeting for development proposing two 25 story towers. Thank you to Stephen and Anson Lin for joining us.

Design Proposal b) 4215 Brooklyn Ave Project – Attended Early Design Guidance meeting for development proposing 7 story building and preserving the adjacent Canterbury Court.

Marketing

U District Art Walk Support

With Jen's help, the monthly U District Art Walk continues to grow. In addition to the new local businesses signing up to host art, the U Heights Center has joined the walk with their ArtHub event. After a few months of successfully producing the event, U Heights has now handed the planning over to the artists themselves. This collective now has so many artists involved that they working with other U District business who would like to curate artwork and are starting a second art day at U Heights during Farmers Market.

Badging and Signage

Staff and Events and Marketing Committee members identified a need to increase recognition of UDBIA programs and funding in the neighborhood. We took their feedback and now have finished artwork, called badges, to use with our staff, volunteers, and contract workers. These badges will be on hats and uniforms and used in conjunction with additional new UDBIA signage to better communicate who provides the services our community benefits from.

Ordinance Renewal

Public Meeting

On March 6, 2019, the UDP and UD BIA hosted a public meeting to talk about the U District from 2020 to 2030 and the role the BIA could play in furthering economic development, neighborhood vitalization, and livability. This is one critical way in which we are seeking input and feedback on our work. The goal is to inform our decision making – we recognize that this is a very limited sample of stakeholder and community input. Additional outreach to targeted groups is planned as is outreach to individual ratepayers.

We had 47 attendees sign in but staff counted 60 attendees total. For those who self-identified on the sign in sheet, we had 11 residents, 13 business owners or operators, 10 property owners, 1 student, 9 employees, 3 Council candidates, 1 city employee and three unknown. Some attendees marked several categories.

Each program table area had a brief three question survey and blank cards were available for additional comment. After reviewing the survey responses and the kinds of discussions, questions and verbal feedback we got from that meeting, our takeaways were:

- 1) The majority of the attendees either did not know much about the BIA and what we do or had a generally favorable impression of us. There were a few attendees who expressed some level of dissatisfaction.
- 2) The surveys were designed to establish a baseline of satisfaction of conditions in the U District, allow the respondent to identify their top priority for evolving our programming, and then restate their satisfaction if that program were to be put in place. In response to the first question, when all tables were aggregated, 36 expressed favorable views about the district, 10 were neutral and 10 were negative. After they chose their preferred program evolution, 49 were favorable, 7 were neutral and only 2 remained negative.
- 3) For Clean and Safe, respondents indicated that increased cleaning district wide, increasing ambassadors to seven days a week, and maintaining damaged infrastructure would have positive impact reducing negative and neutral perceptions from 51% of respondents to 34% of respondents.
- 4) For Economic Development, respondents indicated that supporting the recruitment of businesses and supporting the business network would have positive impact- reducing negative and neutral perceptions from 36% of respondents to 0% of respondents.
- 5) For Urban Vitality, respondents indicated that improving and activating our shared public realm and convening our community would have positive impact – reducing negative perceptions from 16% of respondents and neutral at 0% to 0% of respondents expressing negative and 14% expressing neutral.
- 6) For Marketing, respondents indicated that drawing more visitors and tourists to the U District and promoting a positive narrative about the U District would have positive impact – reducing negative and neutral perceptions from 35% of respondents to 7% of respondents.

The survey instrument remains open online

- The Clean and Safe Committee had their monthly meeting on March 14th. We heard from the police that several of our homeless went to shelters during our cold snap and appear to have remained in shelters. They reported that it has been quiet in the U District. Nancy Devine from Seattle's Department of Construction and Inspection told us about Unreinforced Masonry Buildings, safety risks they pose in the case of an earthquake, and the City's plan to work with owners to retrofit and reinforce them. Mark talked to the committee about the Prolific Offenders Report that he and other business district leaders worked on.
- We held our February BIA Walk on Friday, 02/15. If you are interested in learning more about the day-to-day operations of our North and South Cleaning Areas, you are encouraged to come to our March BIA Walk on Friday, 03/22. We meet at 9:00 am in the UDP Conference Room.
- Our February Community Cleanup was cancelled due to a forecast that was showing a strong likelihood of substantial snow that morning. Our next community cleanup will be March 30th. We hope you can make it!
- We are look forward to planning our 26th Annual Cleanup on May 11th! If you have not made it to a cleanup in a while, be sure to make it out to this one and bring a friend! Lots of fun prizes, food, and a free t-shirt for all those who come.



- Big THANK YOU to Ruedi, Linda, and Barbara for volunteering their time and resources to embroidering our new grey vests! We were getting feedback that the purple vests made people think the Ambassadors and Beautification crews were University of Washington employees.



- We have several new Clean and Safe staff! We are excited to have Ayon join our Ambassador Team! In our Beautification Team, we have a new team member named Sam who recently graduated from the WOOT Program. We also have our new REACH Outreach Care Coordinator, David Delgado, that begins March 18th. Everyone will get an opportunity to meet David at our Board Meeting.



- At the Economic Development Committee's Business Network meeting we pitched the idea of developing a business block watch. There was a lot of enthusiasm and so we will begin to develop one. Currently West Seattle Junction has one that Marcus and Evan went and sat in on to learn more about how it has been implemented there.
- We are partnering with Seattle Police Department to put on a Retail Theft Prevention Course. This class is on Tuesday April 23rd, 2019 from 10-11am at the UWPD. If you have any questions or to RSVP, please reach out to Marcus.
- The lastest cohort of the Work or Opportunity Training (WOOT) people began at the beginning of March. Every Thursday the people in the WOOT program join our Beautification Team in doing various cleaning tasks around the neighborhood.

Upcoming Clean and Safe Events and dates:

BIA Walk	March 22 nd (9:00-10:30am, meet @ the UDP Conference Room)
Community Clean Up Event	March 30 th (9:00-11:00am, meet @ U Heights Plaza)
Next C&S Meeting	April 11 th (12:00-1:30pm @ U Heights, Room 108)
Retail Theft Prevention	April 23 rd (10:00-11:00am @ UWPD)

Economic Development Committee

The Economic Development Committee held their regular meeting on January 8th and gathered for the Business Network Meeting on February 28th. The February 4th regular meeting was postponed due to snow. The next committee meeting is scheduled for April 3rd. At that meeting the committee will review the completed deliverables for Phase 2 and discuss starting of Phase 3.

Marketing Collateral – COMPLETE

Economic Development has a need for marketing collateral; brochures, handouts, etc. to promote education on available economic development services. A low cost pilot project resulted in the design and production of information packets, which were then distributed at the U District Business Network Meeting. Feedback was positive. The templates created for the pilot will be used to generate additional collateral in the coming months.

U District Business Network Launch - COMPLETE

The U District Business Network had their first meeting on February 28th. The network is comprised of business operators in the district coming together to:

- provide a more unified, purposeful and effective University District business community voice
- offer an information sharing platform for the University District community
- create opportunities for businesses
- build relationships, learn from peers and experts, and have fun.

Sixteen guests signed-in. The agenda included reviewing the Retail Saturation Study, initiating a Business Block Watch, partnering with Seattle Police Department to host a Shoplifting Prevention workshop and discussing the recently released System Failure Report.

Written feedback suggests the Business Network meet quarterly. The next meeting will be in late April. Find the notification sign-up and more information at (udistrictpartnership.org/biz-network).

Retail Saturation Study – COMPLETE

The Retail Saturation Study by Land Econ Group was finalized in February. Snippets of the market outlook and a form to request a copy of the study are available at (udistrictpartnership.org/biz-retail). The study will be used to 1) inform property owners on the retail categories most likely to have sustained success, 2) recruit targeted retail categories, and 3) support existing businesses by attracting complementary businesses to the U District. The City's Office of Economic Development has asked the study be presented to their team in April.

Updating the Long-Term Economic Development Vision – IN PROCESS

The Economic Development Committee discussion on updating the long-term economic development vision is scheduled to conclude at the next meeting.

Key Performance Indicators – IN PROCESS

The Net Promoter Scores for Property Owners and Business Operators from the survey in October are just two of the envisioned metrics to track and measure the effectiveness of efforts to achieve economic development goals. Staff has developed a list of potential key performance indicators (KPIs); vacancy rate, jobs created/retained, etc. for review by the Economic Development Committee at their next meeting.

Looking Ahead – Business Recruitment Strategy

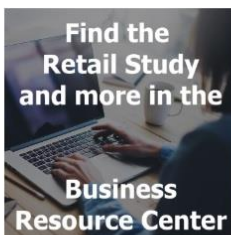
The purpose of the Retail Study is to 1) gain a better understanding of the changing retail demand versus supply balance, 2) determine the appropriate retail mix, and 3) provide data to develop a strategy to fill retail space going forward, 4) provide all U District Businesses with the best available information on the retail market outlook over the next ten years. Using the data from study, the Economic Development staff will develop recruitment strategy options for the Economic Development Committee's review.

Newsletter	Facebook	Twitter	Instagram
936	1,291	643	236

- **Updates to our Website** – We are in the process of updating our U District Partnership website. You can view some of our current work by visiting our new homepage which is now easier to view and highlights timely top stories that we want to get in front of our page visitors.



Building community through service, leadership, and advocacy.



**U DISTRICT
BUSINESS
RESOURCE CENTER**

The Business
Resource Center
serves all U District

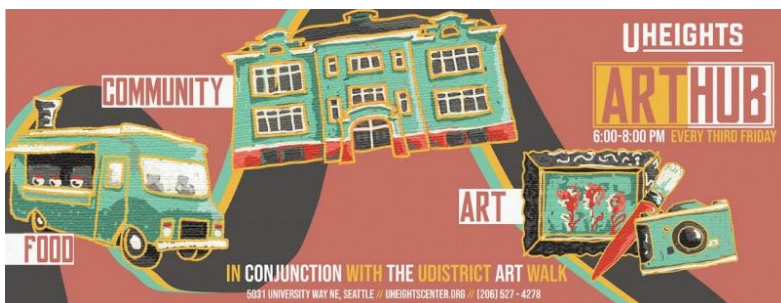
**U DISTRICT
BUSINESS AND
NONPROFIT
PROFILES**

Read about some
of our unique

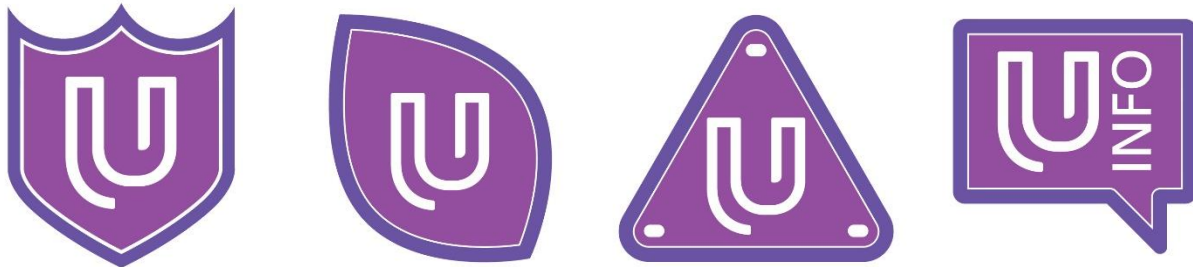
**PUBLIC MEETING:
THE U DISTRICT
2020 TO 2030**

Thank you to
everyone who
attended the

- **U District Art Walk Support** – With Jen’s help, the monthly U District Art Walk continues to grow. In addition to the new local businesses signing up to host art, the U Heights Center has joined the walk with their ArtHub event. After a few months of successfully producing the event, U Heights has now handed the planning over to the artists themselves. This collective now has so many artists involved that they working with other U District business who would like to curate artwork and are starting a second art day at U Heights during Farmers Market. [U District Artists Collective Page](#)



- **Badging and Signage** – Staff and Events and Marketing Committee members identified a need to increase recognition of UDBIA programs and funding in the neighborhood. We took their feedback and now have finished artwork, called badges, to use with our staff, volunteers, and contract workers. These badges will be on hats and uniforms and used in conjunction with additional new UDBIA signage to better communicate who provides the services our community benefits from.



- **StreetFair** – StreetFair planning and work is steadily ramping up. We now have over 180 vendors who have applied to join us and are excited to announce that we have selected a winning poster for our 50th Annual StreetFair! The artwork was designed by Cole Williams and we absolutely love how it celebrates the lively and diverse character of the event. Here's what he had to say about the his submission:

"I've lived around the U District area for the majority of my time in Seattle, and have had the opportunity to explore the many beautiful parks, local eateries, and hidden gems. The U District Streetfair perfectly reflects the best parts of the community, bringing together friendly faces, diverse cuisines, and local arts and crafts that make for a lively spectacle. With this poster, it was not only my aim to capture the spirit of the fair, but to also represent the vibrant community that hosts it. It's been a neighborhood that I've been lucky to call home"

Want to see Cole's winning poster? We'll be presenting it at the board meeting on Tuesday!

Next Events and Marketing Meeting – March 26th 9am at the UDP offices

The Committee met on March 5th. As reported earlier, the committee and staff are employing several complementary overall strategies:

Development Tracking: to monitor, attend and share information about, provide input to or assistance to public and private development projects in the area.

AND

Major Impact Projects: to focus on specific larger scale projects and their impact on the district. The two major impact projects we are engaged with at this time are: the 43rd Street Task Force and Church Facility Transition Task Force.

1) **Development Tracking**

- a) 4238 12th Ave Project – Attended Early Design Guidance meeting for development proposing two 25 story towers. Thank you to Stephen and Anson Lin for joining us. [Design Proposal](#)



- b) 4215 Brooklyn Ave Project – Attended Early Design Guidance meeting for development proposing 7 story building and preserving the adjacent Canterbury Court. [Design Proposal](#)

2) **Major Impact Projects**

a) **43rd Street Task Force**

SDOT is planning to construct improvements in NE 43rd Street between the southeast corner of Link Station construction eastward to the intersection with 15 Ave NE.

After meeting with our taskforce of business and property representatives and receiving their report, SDOT invited Stephen to attend their monthly planning meetings. On February 26th, we attended their public drop in event at the U Bookstore where they gathered feedback on their designs.

It appears that the SDOT team is leaning towards recommending this segment of 43rd street be redesigned to have only one westbound lane to primarily accommodate bus traffic. This option is not the preferred choice of our taskforce and would not allow cars as through traffic. However, SDOT has mentioned that they are working on addressing within this option the local business access and load in/out needs brought up by our taskforce and others. We should know more by the end of March and will continue to engage with our taskforce and the broader U District community on this project.

Track the project's progress at: [SDOT 43rd Street Project Page](#)

b) Church Facility Transitions

A task force has been formed and is being chaired by Andy Sharpe to survey the local church facilities. The goal of this survey is to produce a briefing paper on the potential impact of planned transitions, such as sales and redevelopment, on the services that they provide and host. This project has been delayed due to the significant amount of other work currently underway, but the goal still remains.

Additional Items:

Potential Upcoming Major Projects

Metro Restructure – King County Metro is planning a restructuring of their North Seattle routes to coincide with opening of the light rail stations.

45th Transit Improvements – SDOT is in the early design process for speed and reliability improvements to the Market/45th street corridor. This could include RapidRide ([Work Plan](#) pg. 45-46)

Sound Transit Property Engagement – Sound Transit owns a key property on 45th between 11th and Roosevelt will be vacated after construction of the light rail station is completed

Design Guidelines

The Updated U District Design Guidelines were approved on February 19th and will go into effect March 24th. The UDP contributed significant staff and volunteer time by supporting the city's community outreach and cohosting planning meetings. We have also encouraged developers of U District projects to address the draft document and have seen positive engagement on their part. [Guidelines](#)

Wayfinding Cart

The U District Let's Go! program and SDOT have provided funds to design and fabricate this fantastic wayfinding and outreach cart. We hope to use this cart at popups, activations, and high transit areas to provide directions and inform the public about the work of the U District Partnership and UDBIA.



Next Urban Vitality Meeting – April 2nd at 4pm at the UDP offices.