



## BOARD MEETING AGENDA

**Time: 11:30 a.m.–1:00 p.m.**

**Date: March 16, 2021**

**ZOOM Virtual Meeting**

<https://us02web.zoom.us/j/82286774861>

- |  |                |         |
|--|----------------|---------|
| 1. Welcome and Introductions                 | Miles/Rob      |         |
| 2. Public Comment                            | Public         |         |
| 3. Approval of February 2021 Meeting Minutes | Rob/Miles      | Vote    |
| 4. Operating Committee Reports               |                |         |
| • Finance                                    | Sally/Phil/Don | Vote    |
| – Acceptance of January Close                |                |         |
| • Governance                                 | Eric           | Discuss |
| 5. Light Rail Opening                        | Katy/Don       | Update  |
| 6. UDP Program Updates                       |                |         |
| • Executive Director Overview                | Don            |         |
| • Clean & Safe                               | Don            |         |
| • Urban Vitality                             | Katy           |         |
| • Economic Development                       | Daniel         |         |
| – Outdoor Seating                            |                |         |
| • Marketing & Communication                  | Polly          |         |
| – Marketing/Branding Campaign                |                |         |
| 7. New Business                              |                |         |
| 8. Adjourn                                   |                |         |



## Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: February 16, 2021

Location: Zoom Meeting

### IN ATTENDANCE:

#### UDP Board Members

Andrew McMasters  
Anson Lin  
Eric Lawson  
Jeanette Henderson

John Hix  
Kristine Kenney  
Miles Richardson, Co-Chair  
Moe Kahn

Sally Clark, Treasurer  
Stephen Antupit  
Trevor Peterson

#### UDP Staff

Daniel Lokic, Econ Dev  
Don Blakeney, ED

Katy Ricchiuto, Public Realm  
Marcus Johnson, C&S

Phil Lloyd, Finance  
Polly Yokokawa, Marketing

#### Guests\*

Cory Crocker

*\*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

### Public Comment

There was no public comment.

### Approval of December 2020 Meeting Minutes

**Motion: Trevor** moved to approve the January 2021 meeting minutes.

**Sally** seconded the motion.

*The motion was approved by all, with one abstention from **Kristine**, who wasn't at the December meeting.*

### Finance

Sally, Don and Phil reported on behalf of the Finance Committee. Specific note on the slightly higher BIA expenses due to overlapping executive directors and holiday decorations in the district. BIA collections are still expected to come in around 92% this semester, which is consistent with the reforecast from January. UDP is also eligible for another PPP loan, which will help offset the loss from not having the StreetFair this year. Please see UDP Board January packet notes for details.

**Motion:** The committee recommend the acceptance of the January draft close.

No second required. *Motion was approved unanimously.*

### **Governance**

Eric offered the Committee update:

*Board Member Recruitment* – There are four open slots, three are new seats. Not all board members have a committee assignment. Those who are interested should reach out to Eric or Don. Miles will join the Governance Committee in July, as the outgoing Co-Chair of the UDP Board. PR/Branding Task Force will evolve into the Marketing Committee later this year and will need new members.

*Committee/Board Succession Planning* – Governance Committee will look at potential board officers for 2021-2022, specifically a replacement for Miles who will be rolling off as the non-UW co-chair.

*RAB/UDP Board & Staff Race, Restorative Econ. Training* – A smaller task force will convene to explore what a training or a process for UDP staff and board. Katy Ricciuto spoke about a City-led process for Only in Seattle Grant recipients conducted by Equity Matters Northwest and looks at white supremacy, racial equity and has additional resources.

*Future Board/Staff Retreat in 2021* – Governance Committee will look at a possible retreat in 2021.

### **Outdoor Seating Research & Evaluation**

Daniel presented his findings from a recent three-month research project. UDP has provided economic support in a variety of ways over the past year:

- PPE Distribution
- Federal, State, Local, and Grant/Loan Assistance
- Business Network Meetings
- Marketing/Events – Game Day Deals, Gift Guides, 43<sup>rd</sup> Junction, Up Your Ave
- UDistrictSeattle.com

UDP engaged over 70 businesses across the entire U District in a survey to gauge interest in a variety of outdoor dining options, including:

- Sidewalk Cafes
- Parklets/Streeteries
- Grouped Seating Areas
- Partial/Full Street Closures

Up next, UDP will analyze opportunities to support businesses who are interested in implementing any one of these levels of outdoor seating. UDP indicated they will complete this research report and present it to the Ratepayer Advisory Board at the end of the month. By the end of Q1, UDP will develop a strategy to promote outdoor seating in the District, likely with an outdoor seating map. UDP will also continue to support small businesses with other economic development strategies.

## **Light Rail Opening**

Katy and Don presented some initial background on what Sound Transit has done for transit station openings in the past. The agency is in very early planning stages, and will have more to share in the month ahead. ST is aiming for a September opening, and may have a federal delegation attending. UDP will be pushing for a major event in the U District. ST is looking for UDP to take the lead on planning the celebration. The Executive Committee will meet in March to engage in a brainstorming session—the outcome of which will be brought back to the full board.

## **Program Reports**

### *Urban Vitality*

Katy offered an update on the U District Mural Project. UDP has designed and created a community outreach plan with a survey to find out what people love about the U District. The survey asked respondents to list three words that describe what they love about our neighborhood, and to identify what type of murals they'd like to see (by selecting images of different types of murals).

Katy and Don reported out on the Low-Income Housing Institute (LIHI) Tiny House Village going into the Sound Transit surplus site at 45th and Roosevelt. The Tiny Home Village will be a short-term use of the site, up to approximately three years. UDP is working with the City, Sound Transit and LIHI to ensure open lines of communication and will be a member of the villages Community Advisory Council (CAC). This CAC will also include members of the U District community to provide feedback on the village. There may be an opportunity to infuse art and murals into the installation of the Tiny House Village.

Stephen offered to convene a work-group to look at opportunities to engage Sound Transit with advocacy around the future of the ST site. Don will convene the conversation and invite all interested board members. For additional urban vitality updated, please see attached presentation deck.

### *Economic Development*

Daniel talked about his work to update our contact information for businesses in the District. As planned, he will be hiring a temporary employee in March to assist with information gathering.

Daniel is working with Polly to promote and plug small businesses into U District Seattle.com. We have reached over 150,000 consumers with over 5,000 link-clicks in the last three months. We continue to collaborate with community stakeholders, including the UW and the Daily, to promote this platform. For additional economic development updated, please see attached presentation deck.

### *Clean & Safe*

Marcus presented updated on the clean and safe work, and spoke about how UDP led an effort to salt our sidewalks and remove snow over Valentine's Day Weekend through the Black Mountain contract.

UDP received a \$22,000 graffiti abatement grant through the Clean Cities initiative, which runs through April 2021, and also includes enhanced SPU litter and debris removal routes.

Marcus updated the Board on our work with people experiencing homelessness. UDP is working with the Mayor's Office and WSDOT to address the homeless related issues along the I-5 off- and on-ramps. UDP is working on updating the REACH contract to best leverage David's work in the District and may redirect his efforts on hot-spots and on some strategic sub-areas where he may be able to have a deeper impact with some chronically homeless individuals who are having an outsized impact on the District.

### *Marketing*

Polly reviewed some of the great coverage UDP is generating about Don's arrival as the new Executive Director of the UDP.

She also offered an update on the District branding and PR projects. There is strong interest from several agencies, and the deadline is Friday, February 19. Polly has convened a Task Force to work on this project which will eventually grow into the Marketing Committee. Members today include Dawn Perry, Andrew McMasters and Stephen Antupit.

She also continues to work to support individual program areas like the 43<sup>rd</sup> Street Junction, the UDistrcitSeattle.com launch, and the Mural Project.

### **New Business**

Miles asked if staff could delete the old UDP Board Meeting calendar events, and send around a new calendar invite. Don offered to do this prior to the next Board meeting in March.

The Board expressed a keen interest in focusing programming and energy on the light rail opening in September. Again, the Executive Committee will convene in March to discuss this further.

The meeting was adjourned at 12:15 p.m..

## UDP Finance Narrative

*Finance Committee Meeting 3/12/21*

### Balance Sheet Report

There has been a deliberate spend down on the UDP front plus AR is higher and AP is lower year over year so that magnifies the year over year drop in cash.

*WSECU Checking* – We continue to see the difference in balances from the previous year as discussed in last month. Please note, December had higher costs – holiday lighting, cleaning, executive director search costs, etc.. This is reflected in the large receivable for BIA reimbursement now on the books.

*WF Checking* – This is mostly the remaining Christie Park project funds. We are trying to get clarification from project managers on remaining steps for completion and then disbursement of remaining funds that will meet our fiduciary requirements as fiscal sponsor. Repeated queries have not yet been answered.

*PPP Forgivable Loan* – restated on balance sheet per auditor direction.

*BIA Payable* – Remaining insurance proceeds for BIA. Targeted for marketing position computer/technology purchase, new executive director, equipment, and office refurbishment.

### Budget Report Notes

Below you will find a numbered list of variances that correspond to the numbers in the budget report spreadsheet:

- (1) *PPP* – We are recording accrued PPP forgiveness as we record expenses against it. At year end we'll probably un-accrue since the auditors will want to see it as a liability. For now, it's helpful internally to show it this way.
- (2) *Assessment Reimbursements* – The BIA Contract shows a variance because we are pulling less from our BIA funding through reimbursements this year than we had previously budgeted. This is not new news and is directly related to our pulling instead from PPP money and a prior underspend on payroll. We should end up about \$40k under by year end.
- (3) *Unbudgeted Grant Income* – The County and SPU grants we received for the UDistrictSeattle.com website and cleaning were not originally budgeted.
- (4) *Wages & Salaries* – UDP has modest YDT payroll savings from having only one person on the Beautification team this year. Also, UDP saw savings from a delay in hiring Marketing Manager—Polly began December 14<sup>th</sup>. For January most of this under-spend is offset by the unbudgeted executive director overlap and there is a February over-spend due to a cash-out of Mark Crawford's remaining vacation days.

- (5) *Overhead* – Organizational overhead is running under budget from all the work from home happening and the lack of events and such.
- (6) *Clean & Safe Contracts* – We are seeing a an under-spend because of the delay in starting the new clean contract. February was also a bit under, likely due to timing.
- (7) *Timing Issues* – The underspend in these program lines are a mostly timing issues. These are the lines we need to work with staff on to make sure we're on track.
- (8) *REACH Contract Underspend* – We're still operating on the old contract amount with REACH. We budgeted an increase that hasn't happened yet.
- (9) *Events* – We budgeted for several events that aren't going to happen but should be revenue neutral since they all had projected sponsorship money.

### **General Notes**

BIA assessment collections are increasing slightly from last semester. We are working to calculate 2021/22 collections as we work to build our budget for next year. We will bring a draft budget to the Finance Committee in April.

11:19 AM  
03/04/21  
Accrual Basis

# The U District Partnership

## Balance Sheet Prev Year Comparison

As of February 28, 2021

	Feb 28, 21	Feb 29, 20	\$ Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
<b>10100 · Operating Bank Accounts</b>			
10110 · WSECU Checking	83,383.62	177,603.57	-94,219.95
10103 · UDP WF Checking 0122	33,470.09	73,498.73	-40,028.64
10111 · WSECU Savings	160,016.13	160,506.60	-490.47
<b>Total 10100 · Operating Bank Accounts</b>	<b>276,869.84</b>	<b>411,608.90</b>	<b>-134,739.06</b>
<b>Total Checking/Savings</b>	<b>276,869.84</b>	<b>411,608.90</b>	<b>-134,739.06</b>
<b>Accounts Receivable</b>	<b>73,974.01</b>	<b>75,228.01</b>	<b>-1,254.00</b>
<b>Other Current Assets</b>	<b>542.80</b>	<b>794.18</b>	<b>-251.38</b>
<b>Total Current Assets</b>	<b>351,386.65</b>	<b>487,631.09</b>	<b>-136,244.44</b>
<b>Fixed Assets</b>	<b>3,566.02</b>	<b>5,511.12</b>	<b>-1,945.10</b>
<b>Other Assets</b>	<b>3,235.87</b>	<b>3,235.87</b>	<b>0.00</b>
<b>TOTAL ASSETS</b>	<b>358,188.54</b>	<b>496,378.08</b>	<b>-138,189.54</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Accounts Payable</b>	<b>25,633.63</b>	<b>35,501.82</b>	<b>-9,868.19</b>
<b>Credit Cards</b>	<b>4,042.84</b>	<b>853.23</b>	<b>3,189.61</b>
<b>Other Current Liabilities</b>	<b>166,157.42</b>	<b>24,299.38</b>	<b>141,858.04</b>
<b>Total Current Liabilities</b>	<b>195,833.89</b>	<b>60,654.43</b>	<b>135,179.46</b>
<b>Total Liabilities</b>	<b>195,833.89</b>	<b>60,654.43</b>	<b>135,179.46</b>
<b>Equity</b>			
<b>32000 · Unrestricted Net Assets</b>	<b>215,769.51</b>	<b>375,281.00</b>	<b>-159,511.49</b>
<b>Net Income</b>	<b>-53,414.86</b>	<b>60,442.65</b>	<b>-113,857.51</b>
<b>Total Equity</b>	<b>162,354.65</b>	<b>435,723.65</b>	<b>-273,369.00</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>358,188.54</b>	<b>496,378.08</b>	<b>-138,189.54</b>



11:17 AM  
03/04/21  
Accrual Basis

# The U District Partnership

## Budget Report

February 2021

	Jul '20 - Feb 21	YTD Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
43400 · Direct (Grants) Public Support	661.38	0.00	661.38
44500 · Government Grants and Contracts	803,647.26	830,707.80	-27,060.54
47000 · Earned Income	5,996.00	6,000.00	-4.00
46400 · Interest and Other	105.36	0.00	105.36
<b>Total Income</b>	<b>810,410.00</b>	<b>836,707.80</b>	<b>-26,297.80</b>
<b>Gross Profit</b>	<b>810,410.00</b>	<b>836,707.80</b>	<b>-26,297.80</b>
<b>Expense</b>			
60000 · Staffing	383,796.33	414,355.47	-30,559.14
61000 · Professional & Contract Expense	71,439.00	70,885.00	554.00
62000 · Office and Overhead	48,510.14	55,880.79	-7,370.65
70000 · Direct Program Expenses	349,842.39	353,344.36	-3,501.97
<b>Total Expense</b>	<b>853,587.86</b>	<b>894,465.62</b>	<b>-40,877.76</b>
<b>Net Ordinary Income</b>	<b>-43,177.86</b>	<b>-57,757.82</b>	<b>14,579.96</b>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
Fiscal Sponsor Income	19,960.00	0.00	19,960.00
Fiscal Sponsor Expenses	-30,197.00		
<b>Total Other Income</b>	<b>-10,237.00</b>	<b>0.00</b>	<b>-10,237.00</b>
<b>Net Other Income</b>	<b>-10,237.00</b>	<b>0.00</b>	<b>-10,237.00</b>
<b>Net Income</b>	<b>-53,414.86</b>	<b>-57,757.82</b>	<b>4,342.96</b>

11:17 AM  
03/04/21  
Accrual Basis

The U District Partnership  
**Budget Report**  
February 2021

	<u>Annual Budget</u>
Ordinary Income/Expense	
Income	
43400 · Direct (Grants) Public Support	0.00
44500 · Government Grants and Contracts	1,389,508.91
47000 · Earned Income	290,800.00
46400 · Interest and Other	0.00
Total Income	<u>1,680,308.91</u>
Gross Profit	1,680,308.91
Expense	
60000 · Staffing	637,221.97
61000 · Professional & Contract Expense	82,900.00
62000 · Office and Overhead	114,022.43
70000 · Direct Program Expenses	903,055.62
Total Expense	<u>1,737,200.02</u>
Net Ordinary Income	-56,891.11
Other Income/Expense	
Other Income	
Fiscal Sponsor Income	0.00
Fiscal Sponsor Expenses	
Total Other Income	<u>0.00</u>
Net Other Income	0.00
Net Income	<u><u>-56,891.11</u></u>

## 2020-21 University District BIA

### Budget Tracker -February 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,033	143,874.59	56,158	71.9%	\$ 11,483.15	\$ 23,431.04	\$ 24,803.95	\$ 11,509.29
Cleaning and Public Safety	674,250	385,536.57	288,713	57.2%	\$ 41,246.70	\$ 47,916.38	\$ 42,272.05	\$ 47,456.51
Urban Vitality	96,023	53,620.39	42,403	55.8%	\$ 5,694.51	\$ 6,357.96	\$ 6,357.82	\$ 6,357.78
Economic Development	241,872	105,625.32	136,247	43.7%	\$ 11,783.37	\$ 14,106.01	\$ 22,459.19	\$ 1,857.13
Marketing	197,331	35,000.52	162,331	17.7%	\$ 3,214.61	\$ 3,088.10	\$ 3,087.84	\$ 3,087.75
<b>Total Requested</b>	<b>1,409,509</b>	<b>723,657.39</b>	<b>685,852</b>	<b>51.3%</b>	<b>\$ 73,422.34</b>	<b>\$ 94,899.49</b>	<b>\$ 98,980.85</b>	<b>\$ 70,268.46</b>

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 11,539.15	\$ 20,899.46	\$ 18,798.19	\$ 21,410.36				
Cleaning and Public Safety	\$ 51,878.58	\$ 72,290.94	\$ 48,943.20	\$ 33,532.21				
Urban Vitality	\$ 6,322.09	\$ 7,606.04	\$ 13,518.80	\$ 1,405.39				
Economic Development	\$ 15,254.66	\$ 15,220.64	\$ 20,558.09	\$ 4,386.23				
Marketing	\$ 3,351.96	\$ 7,300.22	\$ 11,665.16	\$ 204.88				
	\$ 88,346.44	\$ 123,317.30	113,483.44	60,939.07	-	-	-	-

## Program Updates

### URBAN VITALITY

#### Private Development

##### ***New Projects!***

A number of new private development projects have been announced over the past month. Here are some brief updates:

##### *NE 45<sup>th</sup> St and 9<sup>th</sup> Ave NE (Former Blume Co. property)*

This property was previously slated as a 32-story, 330 unit tower to replace a parking lot and some vacant old houses on the north side of Northeast 45 Street. The property and adjacent parking lot to the south is now being sold by Kidder Matthews. The combined site is almost an acre in size and could be up to 300,000 square feet of office space or 550,000 square feet of residential.



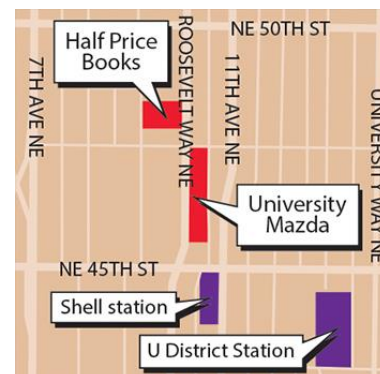
##### *Walgreens Building at 4751 Brooklyn*



The former Walgreens building and a parking lot to its southeast are being sold by Colliers as two individual properties. They are zoned to 240 feet and could accommodate a 22-story tower and seven story building. In total the two sites allow for around 203,000 square feet of residential space.

##### *Multiple Onelin Capital projects*

Developer Onelin Capital is considering the purchase of three U District sites that could total 1,078 units. The sites are not publicly listed for sale, but Onelin is holding early outreach meetings on March 24, 1-5pm. The properties are the University Mazda property at 4522 Roosevelt Way N.E, the Half Price Books property at 4709 Roosevelt, and the Shell Station corner at 1013 N.E. 45th St.



## Mobility and Transportation

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### ***NE 43<sup>rd</sup> St Improvement Project Almost Finished***

- Construction on NE 43<sup>rd</sup> Street is nearly finished. The project is scheduled to wrap up in April.
- UDP is coordinating with SDOT and area businesses to organize a small ribbon cutting and opening ceremony in late April. The goal is to align the opening ceremony with the beginning of the 43<sup>rd</sup> St outdoor seating plaza, being led by Daniel and Economic Development.
- Information on the NE 43<sup>rd</sup> Street Improvement Project [can be found here](#).

### ***Other Public Infrastructure Project Updates***

A number of other transportation infrastructure projects are in the planning or construction phase in the U District. Below are some brief updates on those projects.

- [RapidRide J Line \(Roosevelt RapidRide\)](#) – In March, Don Blakeney and Katy Ricchiuto met with representatives from Metro to learn about the RapidRide J Line expansion, which will eventually terminate in the U District. The project is not scheduled to begin for several years. More information is available [here](#).
- [NE 12<sup>th</sup> and 43<sup>rd</sup> Paving Project](#) – In April, SDOT will begin the repaving, bike lane installation, and sidewalk reconstruction of NE 43rd Street and 12th Ave NE. This work is in anticipation of the new Light Rail Station opening and buses that will be laying over on 12th Ave NE. UDP will participate in weekly construction meetings to monitor progress and impacts. The work is scheduled to be completed in August.
- [Brooklyn Bike Lane](#) – Protected bike lanes are being installed on Brooklyn northbound between NE 45th and 47th Streets, and westbound on NE 47th Street to 12th. This work will be completed by August.
- [Metro North Link Connections Bus Restructure](#) – In March, UDP wrote a letter to King County Council emphasizing our participation in the public engagement process around the North Link bus restructure project. The project will restructure many bus routes in North Seattle in coordination with the opening on of the new Light Rail stations in September.

### ***U District Light Rail Station Opening Planning Update***

- The U District Light Rail station is still scheduled to open in September of 2021.
- In March, UDP staff met internally to begin planning for the light rail station opening. Don and Katy also engaged the UDP Executive Committee in a brainstorming exercise to chart-out possible UDP programming to leverage the station opening.

- Urban Vitality will play a lead role in managing the station opening events and coordinating with Sound Transit and the Roosevelt and Northgate station stakeholders.

## **Public Realm**

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### ***U District Mural Project- Call for Artists Opened***

- In March, the U District Mural released a Call for Artists. The call closes Wednesday, March 17. UDP held information sessions for interested artists.
- Up to 9 artists will be selected from the submissions to submit proposals. They will receive an honorarium for their design work. The final three artists or artist teams will be selected for the murals in early April.
- The murals are scheduled to be painted in late May, weather pending. We will be working with Urban Artworks to coordinate safe community engagement during the installation weekends.
- The mural website and Call for Artists are available [here](#).

### ***Low Income Housing Institute (LIHI) Tiny Home Village Slated for Late Spring***

- In the past month, the Mayor's Office officially announced the U District Tiny Home Village. It is presumed that they will work with LIHI to build and manage the village. It is scheduled to be open in April-May.
- UDP is communicating with the City to stay informed about their community engagement efforts. They have stated that they want to have a public meeting about the village in early April.
- UDP was formally invited to be a member of the Community Advisory Council, which will include members of the U District community to provide feedback on the village.

## **Urban Vitality Committee**

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- The Committee continues to have solid participation and will reconvene again on Tuesday, March 23 at 4pm, virtually.

## ECONOMIC DEVELOPMENT

### U District Outdoor Seating Plaza

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- As the weather continues to improve and more small businesses consider outdoor seating, the U District Partnership (UDP) is working with stakeholders and community leaders to explore a variety of outdoor dining opportunities ranging from sidewalk activation to partial street closures. One such opportunity has presented itself this spring and summer on a closed section of NE 43rd Street that will eventually become a bus corridor, but currently isn't being used. USP is moving rapidly to support businesses in implementing a large outdoor seating plaza on 43rd St (West of University Way NE to the alley just east of the light rail station).
- With the current understanding from SDOT/Metro that construction will be complete by May and the street will be free of vehicular traffic between May-August, the UDP is engaging 43rd St businesses and stakeholders to understand their access and business needs and ensure those who participate are able to realize their vision. This concept utilizes the bus lane and furniture zones on the North and South sides of 43rd (West of University Way NE). The concentration of seating within the furniture zones allows businesses to retain a majority of the outdoor seating once vehicular traffic resumes in August. If the concept proves to be successful, the outdoor seating within the sidewalk furniture zones may be left in place for the opening of the light rail station.
- In addition to these logistical components, the UDP team is working collaboratively to ensure this business-led concept is successful. Marcus is focusing on infrastructure and best practices to ensure the plaza remains clean and safe. Katy is exploring beautification and activation options to support the plaza and the eventual light rail opening. Polly is developing a marketing campaign to raise community (and Seattle-wide) awareness, and Daniel is managing the pilot project and coordinating closely with business/property owners and local stakeholders.



## **Business Network Webinar**

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- Earlier this month, Daniel and Phil Lloyd hosted the UDP's first business network webinar to educate local businesses and nonprofits on the new eligibility for employee retention tax credits. The webinar supported multiple businesses and now serves as another model for communicating critical information, with a Q/A format, to our business community.

## **Welcome Jennifer Cao, Economic Development Specialist!**

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- The UDP recently hired Jennifer Cao, an urban planning professional who will work collaboratively with Daniel to collect critical small business data including: business contact information, commercial vacancy rates, temporary/permanent business closures, and new business openings. She speaks Vietnamese and will also target English as a second language business owners to further expand the business network and increase the registration rate on [UDistrictSeattle.com](http://UDistrictSeattle.com)



## CLEAN & SAFE

### Clean & Safe Committee

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- The Clean and Safe Committee met on 03/11/2021. The committee talked about the recent reports from SPD indicating a record number of officers leaving, hiring freezes, and budget cuts that are having a dramatic impact on SPD's capacity to respond to calls. The North Precinct already has some of the longest hold times for 911 response so this will only make those times longer.
- SPD Officer David Gordon is now working in the district with Officer Michael Cruzan. They are taking on some of the roles and responsibilities of the former Community Police Team.
- Don Blakeney presented a little more about his career and background prior to joining the UDP. Don's experience with Clean and Safe issues will hopefully be a resource for the work of the Clean and Safe Committee.
- The Committee got an update from Marcus regarding the first month of cleaning under Clean Cities Initiative funded expansion and the other cleaning in the neighborhood.

### Cleaning Update

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- February was our first month doing the expanded cleaning under the Clean Cities Initiative. During this time, we were able to fund 160 hours of extra cleaning in our neighborhood. This program will take us through the end of April, at which time we are hoping additional funds will be available to keep these services up.
- As a part of the City's Clean Cities Initiative, Seattle Public Utilities is installing a sharps drop box on the 4500 Block of Brooklyn.
- Don and Marcus are working to produce information about the solid waste issues that we deal with in this neighborhood. From there, UDP hopes to be able to work with the City to make some changes to help mitigate the issues the District struggles with, such as insufficient collection, missed collections, grease management, extreme scatter, policies, etc.

### North & South Cleaning Areas

	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.*	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.
REPORT TYPE	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2021	2021
Hours of Cleaning	232	284	276	280	276	284	390	272	284	276	284	280	256
Bags of Trash Removed	775	900	725	950	925	800	1,150	750	775	724	750	750	625
Dumpster Overflow Cleanup	80	135	100	90	76	180	220	150	165	122	141	120	85
Graffiti Tags Removed	220	300	1025	1096	1040	875	950	840	639	584	620	368	325
Biohazards Removed	185	250	1104	898	770	735	860	695	605	489	625	365	310
Pressure Washing Hours	4	4	16	78	55	4	4	4	4	4	4	4	4

\*Included the General Cleaning Area for the month of August

**General Cleaning Areas**

	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.
REPORT TYPE	2020	2020	2020	2020	2021	2021
Hours of Cleaning	160	156	156	156	156	156
Bags of Trash Removed	550	595	567	526	610	725
Dumpster Overflow Cleanup	125	115	93	84	135	87
Graffiti Tags Removed	616	375	357	291	310	243
Biohazards Removed	785	730	672	609	565	437

**Clean Cities Initiative**

	Feb.
REPORT TYPE	2021
Hours of Cleaning	160
Bags of Trash Removed	256
Dumpster Overflow Cleanup	5
Graffiti Tags Removed	568
Biohazards Removed	155

**Safety Update**

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- Following meetings and conversations with Captain Stampfl of the North Precinct, the Captain connected us with two former Community Police Team officers to help us with some of the tasks that the Community Police Team formally provided us. This is not a return of the Community Police Team and they do not have the bandwidth that members of the Community Police Team formally had but the help they are providing us is invaluable.

**Ambassador Data**

	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.
REPORT TYPE	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2021	2021
911 Calls	1	5	4	5	2	9	6	2	5	0	2	1	2
Homeless Interactions	106	80	70	181	106	100	82	55	89	70	71	111	103
Wayfinding/ Pedestrian Interactions	32	32	18	79	54	28	32	33	36	56	38	86	52
Conditions of Entry/ Sit-Lie	7	5	0	0	7	5	7	2	0	0	3	8	0
Drug and Alcohol Activity	3	3	1	43	3	3	12	11	15	2	4	8	3
Business Visits	382	233	207	205	176	279	232	196	184	142	185	304	230
Suspicious Persons	84	70	24	147	45	64	60	41	63	40	50	83	84
Emphasis Patrols	61	53	21	63	43	52	54	47	37	81	56	35	25
Shoplift	24	28	42	32	20	37	48	40	42	34	28	62	61
Calls and Text for Service During Hours	4	58	52	70	55	41	59	52	92	46	70	83	81

**Outreach Update**

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- David was on medical leave for nearly two weeks in February. During that time, the U District was being serviced by a couple of other REACH workers from North Seattle, though they were less of a consistent presence.

- While David was working this month, he helped UW Police with outreach and support for an encampment along the Burke-Gilman Trail that was being removed.
- David also worked with the Seattle Fire Department to help educate people living in encampments along the freeway to prevent fires after a string of fires during these colder months of the year.
- David helped direct three severely mentally ill homeless individuals into emergency services where they could receive more ongoing supportive services. These individuals have also had housing assessments done and are now on a waitlist to get into housing.
- Access to shelter is still extremely low. Due to the low number of available beds, it has been challenging to get people who want temporary shelter inside.

## MARKETING & COMMUNICATIONS

### District Brand Development & Marketing Strategy Project

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- UDP sent an RFQ to local and recommended creative firms that specialize in marketing, branding, advertising, public relations, etc. Interested firms presented last week to the Task Force, which will debrief about the meetings this week and make plans to move forward with finalist(s). UDP is on track with the projected timeline to develop a contract and begin work by early April.

### UDistrictSeattle.com

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- [UDistrictSeattle.com](http://UDistrictSeattle.com) continues to serve as a new platform for the business community. To date, UDP marketing efforts have reached over 150,000 consumers, attributing to 5,000+ site visits. The focus in the coming months will shift to enhancing search engine optimization, increasing business registrations, and adding a blog function. This site will continue to serve as an information clearinghouse in anticipation of more residents and UW students returning to the U District.

### Email Marketing

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Next Newsletter will go out 03/17

- |              |  |
|--------------|--|
| <b>02/18</b> | <b>Newsletter</b> – Mural Community Survey, UW Consultant Services, Business Resources, U District News<br>Open Rate: 29.4% / Click Rate: 6.4% |
| <b>02/26</b> | <b>Call for Artists</b> – U District Mural Project<br>Open Rate: 27.7% / Click Rate: 2.7%  |
| <b>03/04</b> | <b>Newsletter</b> – Mural Info Sessions, Business Resources, U District News<br>Open Rate: 28.1% / Click Rate: 6.0%                            |

### Content Development

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- Polly is working with the team to outline a content calendar for the next two quarters. UDP will develop a blog section of both the [UDistrictSeattle.com](http://UDistrictSeattle.com) and [UDistrictPartnership.org](http://UDistrictPartnership.org) websites to deliver regular news and announcements.

### UDP Website Remap

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- Over the next several months, the UDP website will undergo content remapping to help with user experience and ease of finding information. The team has reviewed a remap proposal and we are now in the phase of strategizing a timeline to develop and deliver new content pages.

# OUTDOOR SEATING IN THE U DISTRICT



Ratepayer Advisory Board Report  
February 25, 2021

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DRAFT



## Executive Summary

This report provides qualitative research and findings of the potential for outdoor seating for food services businesses in the University District (U District). In the winter of 2020, the U District was hit by the sweeping regulations of the Governor's stay-at-home order that significantly restricted the ability of local businesses to serve customers in restaurants and stores. In the wake of this order and the ensuing shutdown of the economy, neighborhood commercial districts like the U District have been deeply impacted, with temporary and permanent business closures.

Since March of 2020, The University District Partnership (UDP) has engaged in a variety of strategies to support businesses through this pandemic. In anticipation of warmer weather this spring and summer, and with a growing interest in outdoor dining in the district, UDP has engaged 70+ food service businesses across the district to understand their interest in outdoor seating. UDP also conducted outreach to city and county public agencies to understand the context in which outdoor seating permits can be issued and which geographic areas in the U District would be most suitable from a demand and permitting perspective.

Based on the findings from the permitting agencies, UDP divided businesses into 12 geographic areas and provided them with information on a variety of different outdoor seating concepts that could be deployed: sidewalk activation with tables and chairs, parking space activation with a parklet or streetery, a partial street activation with partial closure to vehicular traffic, and a full street activation with no vehicular traffic.

In talking with businesses across the neighborhood, it is clear that there is ample interest in exploring more outdoor dining in the U District. As of early February, 18 businesses had some form of outdoor dining already. Nearly 30 additional businesses expressed interest in having some form of outdoor dining in 2021. There did not appear to be a consensus to support a street closure in any area of the district, although the highest concentration of support for some sort of street closure was on the southern portion of University Way NE (The Ave).

In addition to the other economic development initiatives underway, UDP will work in the weeks and months ahead to assist interested businesses in implementing a variety of outdoor dining solutions throughout the U District that include but are not limited to:

- Providing continued technical assistance to businesses in submitting permits to SDOT for outdoor sidewalk, parklet and streetery dining;
- Working with interested businesses on the Ave and N.E. 43rd to implement a temporary public seating plaza, closed to vehicular traffic from April until August 2021;
- Actively promoting outdoor dining opportunities in the U District and developing an online outdoor seating map to inform consumers where to dine safely outdoors in the district;

- Explore ways to slow down vehicular traffic, especially on University Way, to provide a safe and welcoming environment for businesses interested in outdoor seating for their customers; and
- Working with businesses and community members to continue to examine opportunities for additional outdoor dining or even traffic reconfiguration and temporary/partial street closures to facilitate outdoor dining in the year ahead. Any major changes to street access would need to be supported by those impacted with appropriate accommodations to ensure access and continued operation for stakeholders.

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## Issue Context

The last year has been devastating for small businesses in Seattle. Hit particularly hard have been businesses that depend on in-person experiences like bars, restaurants, cafes and entertainment venues. These issues have been compounded in the University District, where students, who make up a significant portion of the consumer population in the neighborhood, are now participating in classes remotely during the pandemic - many from outside of Seattle. Dorms are reported to be at 60% capacity this winter quarter (January - March 2021), an increase from last quarter, but still a significant drop from pre-pandemic levels in 2019.

This change in neighborhood population has had a major impact on the health of the U District business community. In response, the U District Partnership (UDP) launched a variety of initiatives to support and provide technical assistance to affected businesses and organizations starting last spring. Additionally, UDP worked with community leaders to renew the U District BIA to provide and sustain critical support services for the district through 2032.

As other neighborhoods in Seattle have embraced outdoor dining opportunities, neighborhood stakeholders have started to look at opportunities to expand outdoor dining in the U District. In order to better understand the demand for outdoor seating and need for technical assistance, UDP engaged over 70 food and beverage businesses across the district to explore a variety of outdoor seating options that could economically benefit businesses in response to the COVID-19 pandemic. In the pages that follow, this research will further unpack and explain, along with the findings opportunities, what UDP has identified to advance outdoor dining in the U District this upcoming spring and summer.

Below are a series of guiding questions that attempt to offer additional context to this research and report:

### **How has the pandemic affected the University District?**

Since February of 2020, the U District has seen dozens of temporary and permanent business closures. With classes going online, the neighborhood lost a critical customer base of students and teachers--many of whom were able to move their coursework online and work remotely from outside of the district or even Seattle. Additionally, the transition to remote work left many offices empty. This drop in daily influx into the neighborhood was devastating for U District businesses that depend on in-person customers.

### **What has the U District Partnership been doing to support businesses during the pandemic?**

Over the past year, UDP has engaged in a variety of activities to support small businesses and those in the district impacted by the pandemic. Below are some examples of these programs and initiatives:

- *PPE Distribution* - UDP supported an effort to reassure potential shoppers and diners that U District businesses are dedicated to the health and safety of their workers and

customers. Staff hand-delivered supplies and equipment to ensure businesses, their workers, and customers could stay safe - including facemasks, gloves, hand sanitizer, thermometers, and more.

- *Federal, State, Local, and Philanthropic Loan & Grant Assistance* - UDP communicated and raised awareness of a variety of loan and grant programs, in addition to providing technical assistance to businesses so they could benefit from economic recovery funds. UDP conveyed funding opportunities consistently, provided one-on-one support, and developed a tutorial for businesses to take advantage of the EIDL advance provided by the 2020 Cares Act.
- *U District Business Network* - UDP facilitated relationships between businesses and provided a platform to share ideas and economic recovery strategies. UDP continued its roundtable discussions based on Governor Inslee's safety precautions to gather input and inform future strategies.
- *Marketing & Virtual Events* - UDP promoted businesses through a variety of online marketing and hybrid in-person events. UDP developed campaigns to entice consumer spending by leveraging the return of UW students, Husky/Seahawk football, and holiday shopping.
- *UDistrictSeattle.com* - UDP developed a virtual platform to drive consumer traffic and build brand awareness for U District businesses. The website will continue to serve as a powerful tool to attract consumer spending by providing a cohesive online presence for the U District.
- *Tax Planning Technical Assistance* - With recent changes to the tax code, there are major tax deductions available for employers who have seen a decline in revenue due to the pandemic. UDP is hosting webinars and one-on-one coaching sessions to assist business owners in taking advantage of this deduction.
- *UDBIA Renewal* - With the renewal of the U District Business Improvement Area, the neighborhood has sustained an important investment in community-led economic development services that include marketing, urban vitality, small business support, cleaning, and public health and safety advocacy. The BIA provides sustainable funding for these programs for the next twelve years.

### **Who is the audience for this report and why is the U District Partnership researching opportunities and demand for outdoor seating?**

Over the past decade there has been a renaissance of outdoor dining in Seattle. With the onset of the pandemic, many small businesses are now looking at new ways to serve customers without relying primarily on take-out or indoor dining. Several neighborhoods with a heavy concentration of food and beverage businesses like Ballard have seen clusters of outdoor streateries and parklets pop up in 2020.

Last year, the University District Partnership's work plan was largely focused on support for the small businesses in the district, strengthening the organization through a renewed business improvement area, and the successful hiring of a new executive director. With those goals achieved, there is now an opportunity to look more broadly at the support for small businesses to identify and support the implementation of more outdoor seating. In response to the growing interest, UDP has engaged business owners across the district to determine interest and feasibility of more outdoor seating in the U District. This report illustrates the approach for this research and the findings.

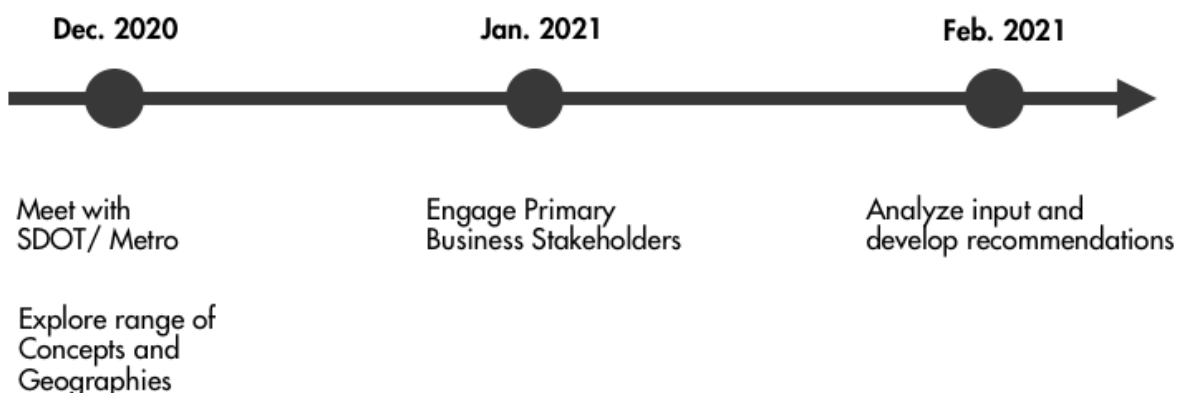
**What role might UDP play in the implementation of the findings of this report?**

After engaging with stakeholders across the district, UDP has heard a general interest in outdoor dining from many businesses. A number of businesses have already implemented outdoor dining--some on private property, some with permits in the right of way. More businesses have expressed interest in implementing outdoor dining this year and UDP plans to work aggressively to provide assistance. The type of support will range from technical assistance with permitting and sourcing of materials, to promotion of outdoor dining opportunities in the district. UDP is also exploring opportunities for clustered outdoor dining, specifically at NE 43rd Street, where a planned temporary street closure this spring and summer presents the unique opportunity for a jointly-managed outdoor dining plaza. UDP will continue to work with neighborhood businesses and stakeholders to identify other opportunities to cluster outdoor seating and pedestrian environments, including options that may request adjusting traffic patterns. Any major changes to street access would need to be supported by those impacted with appropriate accommodations to ensure access and continued operation for stakeholders.

## Research Methodology

Over the past three months, UDP embarked on a research initiative to explore a variety of outdoor seating options that can economically benefit businesses throughout the U District. Through this process, UDP explored existing policy and permitting constraints, geographic areas best suited for outdoor dining, and met with local businesses to better understand their interests in outdoor dining and need for any subsequent technical assistance.

### Research Timeline



### Policy Framework & Permitting Constraints

Prior to beginning our stakeholder engagement process, UDP facilitated conversations with the Seattle Department of Transportation (SDOT) and King County Metro (Metro) to understand the temporary street use permit options available through SDOT and the feasibility of these permit options for different areas of the U District. Through these conversations, SDOT flagged the following policy and implementation considerations:

- *Loading Zones, Curb Space, and Buffers* - In the event of a full or partial street closure, SDOT would support the inclusion of loading zones and curb space parking for businesses who want them. If it is not possible to maintain loading zones, SDOT will look for support from all businesses affected by their removal.
- *Public Engagement* - SDOT looks for majority support for a permit proposal during the application process. However, they also indicated the desire to see engagement with all businesses and property owners, and upper level business owners and managers in the full affected footprint of a street closure or change. Street closure configurations may be designed to fit the needs of multiple stakeholders if desired.
- *Alcohol, Table Service, and Sanitation* - Any restaurant that wants its own table service must apply for that SDOT permit separately. There is an additional fee and permit that

restaurants must apply for through the State Liquor and Cannabis Board if they are interested in alcohol service. Restaurants applying for individual permits are responsible for meeting health and sanitation measures. If a street closure permit is issued, SDOT will require a sanitation plan that includes sanitation stations, laminates with instructions on tables, public health information posted around the site, etc.

- *Permit Cost* - Permits in the public right-of-way currently have no cost. However, this grace period ends on October 31, 2021, at which point the cost for permits could create a financial disincentive for businesses to participate. There may be an extension of the grace period, but that is unknown at this time.
- *Permit Status* - SDOT has an inspection team to determine the compliance of permits. Additionally, all permits are revocable at any time (in the case of, for example, significant legitimate public complaints). Since there is no cost for individual permits, applicants may apply for a permit and make a later determination on whether and how long to use it.

In the event of a partial or full street closure, King County Metro outlined the following considerations in regards to potentially rerouting buses that use University Way, NE 43rd Street, or Roosevelt Way NE.

- *Public Engagement & Stakeholder Support* - For all potential street use activities or the movement of routes, Metro stressed the importance of strong community engagement and impacted stakeholder support for a decision to remove any buses from a street.
- *Trolley Poles* - Metro cannot remove some of the existing buses that serve the University Way north of NE 50th Street, without incurring major costs, because they are reliant on trolley poles.
- *Constraints on Bus Turns* - In order to relocate buses from the southern and/or middle portion of University Way, Metro would likely have to reroute buses to NE 15th Street ten blocks between Campus Parkway and NE 50th Street, which could significantly alter access to The Ave and would require additional outreach. Pinch points include turns near 15th Ave NE and NE 45th Street.
- *Reduced Service & Route Reconfiguration* - Currently, service is reduced due to the COVID-19 pandemic. In coordination with the opening of the Sound Transit light rail station, a number of Metro bus routes will be restructured to run down NE 43rd Street beginning September 18, 2021. Prior to that date, Metro would not be running buses between 15th Ave NE and the new light rail station, leaving an opportunity for potential street activation.

- *Maintaining Core Bus Corridors* - Corridors like NE 45th Street, 15th Ave NE and Roosevelt Way NE are important arteries connecting the district with other neighborhoods therefore, Metro would not be able to remove buses from these streets.

These policy considerations and constraints continue to guide where and how UDP will focus resources and technical assistance to businesses interested in outdoor dining.

## Permit Options for Outdoor Dining

In response to the COVID-19 pandemic, the Seattle Department of Transportation created free temporary street use permits for curb space and sidewalks. These permits extend through October 31, 2021 (unless Seattle enters Phase 4 of the Governor's Safe Start Stay Healthy Order before then). The temporary permits include outdoor cafes, retail merchandise displays, food trucks and vending carts, and street closures to support local businesses, including retailers, bars, and restaurants.

Relevant permit options for areas of the U District are outlined below. These options are divided into permits that can be applied for by individual businesses (sidewalk or curb space cafe, outdoor merchandise display) and street closure permits that would affect one or multiple blocks in the U District.

### Existing Options for Individual Business Owners

[Sidewalk Tables and Chairs](#) - Small, removable tables and chairs outside of a business, along building facade, for takeout dining only (no table service). Must be 6 feet apart or up to current public health requirements for COVID-19. Cannot be combined with other restaurants. Needs permit approval by SDOT. This permit is ideal for restaurants that do not provide table service.

#### *Key features:*

- Open to public for seating, no alcohol consumption, no table service
- No review, issuance, or annual renewal fees
- Up to 3 weeks for approval
- Extension into public way along frontage of business

[Temporary Outdoor Cafes](#) - Tables and chairs that may extend into sidewalk/parking spaces/public right of way. This permit is ideal for food-service businesses that provide table service. Currently, tables must be 6 feet apart with 5 seats or less per table, or up to current public health requirements. Alcohol service may be allowed through an "Extending Outside Liquor Service" permit through Washington State Liquor Control Board (WSLCB). Cannot be combined with other restaurants. Needs permit application and review by SDOT.

[Temporary Merchandise Display](#) - Retail businesses can temporarily expand their operations outside into the sidewalk or in a parking curb space. This permit allows retailers to have their point of sale outside.

*Key features:*

- Must be located on the sidewalk or curb space parking adjacent to the restaurant
- Restaurants and retailers will need to provide their own fencing and/or diverters to meet temporary fencing requirements
- Permittees are responsible for all equipment; the City is not responsible for vandalism, theft, or misuse of equipment
- Outdoor cafes and merchandise displays may not be located in loading zones (exceptions considered)
- Outdoor cafes and merchandise displays may not be located in travel lanes (bike and bus lanes)
- Businesses applying to use a curb space will also need to apply for a Temporary No Parking Permit and rent or purchase a No Parking barricade from a barricade company

### **Options for BIA or groups of businesses**

[Temporary Street Closure Permit](#) - Existing businesses or organizations can join together to apply for a temporary street closure permit to provide more space for business activity and pedestrian movement. Per SDOT, some streets will be easier and quicker to review and approve, including non-arterial streets, streets without bus routes, and a single block with no intersection closure. However, the City is willing to work with organizations or groups of businesses to examine exceptions.

*Key features:*

- Sidewalks must remain open for people to move through the block; only the street can be closed.
- A 20-foot fire lane must be maintained at all times. This fire lane can have easily movable objects, but any large objects, like tents, that cannot be easily moved are not allowed.
- Street closures are intended for existing brick and mortar businesses and existing permitted vendors within the street closure area. Closures are meant to provide more space for people moving through the area and to add more business activity space. They are not intended to be an event or a public draw.

## **Outdoor Dining Concepts and Geographies Explored**

Based on concentration of businesses as well as some of the above agency considerations shared by Metro and SDOT, UDP developed a variety of concepts and identified a range of geographic areas where outdoor seating would be most feasible.

### **Outdoor Seating Locations**

UDP explored the entire district to discover areas which possessed high concentrations of food/beverage businesses. These areas were chosen by analyzing business density in relation to the surrounding neighborhood, resulting in 12 geographic areas to be analyzed in order to discover the feasibility of each concept in relation to each area.



### University Way NE or “The Ave”

1. **South Ave** - University Way between NE 40th and NE 45th Streets
2. **Mid Ave** - University Way between NE 45th and NE 50th Streets
3. **North Ave** - University Way between NE 50th and NE Ravenna Blvd

### Other or “Non Ave”

4. **NE 42nd Street between University Way NE and Brooklyn Ave NE**
5. **NE 43rd Street between University Way NE and the U District Light Rail Station**
6. **Brooklyn Ave NE between NE 43rd and 45th Streets, adjacent to the Light Rail Station**
7. **Brooklyn Ave NE between NE 47th and NE 50th Streets, in front of Cedars Restaurant**
8. **8th Ave NE north of NE 45th Street, in front of Floating Bridge Brewery**
9. **11th Ave NE north of NE 47th Street**
10. **Roosevelt Ave at the intersection of NE 42nd Street**
11. **Roosevelt Ave at the intersection of NE 52nd Street**
12. **Roosevelt Ave at the intersection of NE 53rd Street**



### Outdoor Seating Concepts for the U District

Based on the sidewalk and street-use permits available by SDOT, there are a variety of options for the U District to pursue. Below are concepts that seem to capture the near-term interest of stakeholders, but are not exhaustive of all potential opportunities:

- *Concept 1: Sidewalk Activation* - Individual businesses applying for cafe and merchandise display permits for the sidewalk.
- *Concept 2: Parking Space Activation* - No street closure, with individual businesses applying for streetery (curbspace seating) permits.
- *Concept 3: Partial Street Activation* - A partial street closure with individual and/or grouped permits in the vehicular right of way. Some parking or loading and one or two-way vehicular traffic allowed. In certain areas, this would require removal of all buses from the street.
- *Concept 4: Street Activation* - A full street closure (one or multiple blocks), with no parking or vehicular access. Seating could be public (if provided by the BIA, or table-service only (if provided by individual businesses). In certain areas, this would require removal of all buses from the street.



Note: In addition to the above concepts in the public right-of-way, there are several restaurants in the U District that have space on private property on which they can implement outdoor dining without a sidewalk or street use permit.

### Where do these concepts work in the U District?

This matrix identifies the feasibility of all four concepts (permit options) in relation to each geographic area. The following only identifies areas in which each permit concept is technically feasible, and does not take into account business support for each concept.

	<b>Concept 1: Sidewalk Activation</b>	<b>Concept 2: Parking Space Activation</b>	<b>Concept 3: Partial Street Activation</b>	<b>Concept 4: Full Street Activation</b>
<b>Scope of Permit</b>	Individual Business Permit	Individual Business Permit	Group Permit With Partial Closure	Group Permit With Full Closure
<b>Abbreviated Description</b>	Sidewalk cafes /merchandise displays for individual businesses would be feasible; (must meet city & accessibility requirements)	Business streetery permits would be feasible- individual businesses choose to utilize parking in front of storefront; full through traffic allowed	Partial street closure would be feasible; no buses, some parking allowed; one or two-way traffic; groups of individual businesses extending seating into street	A full closure would be feasible; no vehicular access, buses or parking
<b>North Ave</b>	x	x		
<b>Mid Ave</b>	x	x	x	x
<b>South Ave</b>	x	x	x	x
<b>42nd near the Ave</b>	x	x	x	x
<b>43rd near the Ave</b>	x		x	x
<b>45th &amp; 8th</b>	x	x		
<b>47th &amp; 11th</b>	x	x		
<b>Brooklyn &amp; 43rd-45th</b>	x	x	x	x
<b>Brooklyn &amp; 50th</b>	x	x		
<b>Roosevelt &amp; 42nd</b>	x	x		
<b>Roosevelt &amp; 52nd</b>	x	x		
<b>Roosevelt &amp; 53rd</b>	x	x		

Considerations regarding the feasibility for each area:

*North Ave, Roosevelt Way NE, NE 45th St, and NE 47th St* - Concepts 3 and 4, which require full or partial closure of the street, were deemed challenging for areas in which the ability to remove or reroute Metro buses and/or traffic was unlikely. For example, the North Ave above NE 50th St, NE 47th St, and all of Roosevelt Way NE and NE 45th St have trolley lines and/or important bus routes and vehicular traffic access connecting to the I-5 freeway. Metro indicated they would be willing to look at other streets with lower traffic/bus volumes and at streets and avenues that don't carry busses reliant on overhead wires.

*NE 42nd St at University Way NE* - Concept 3, which requires a full street closure, was deemed infeasible by SDOT for NE 42nd St, which provides an important bike and vehicular access point to Roosevelt Way NE southbound and the University Bridge. Additionally, NE 43rd St will be one-way westbound. NE 42nd St is therefore an important east-west street to remain open to some vehicular and bike traffic.

*NE 43rd St* - Concept 3 was deemed infeasible for this geographic area because it requires adequate curbside parking spaces in which businesses can create streateries. Parking does not exist in this geographic area.

## Engagement Methodology

To ensure a thoughtful and effective engagement strategy, UDP's methodology consisted of multiple touch points and methods to allow businesses ample opportunity to provide input.

- *Handout Distribution & Initial Engagement* - the UDP team designed and distributed a concise, but informative, handout (*found in addendum 3*) to provide a clear understanding of the various outdoor activation concepts available to businesses. The team (including Daniel Lokic, Economic Development Manager; Katy Ricchuito, Urban Vitality Manager; and Pollyanna Yokokawa, Marketing & Communications Manager) conducted an initial round of in-person engagement by distributing handouts and collecting input if business owners/operators were available. If they were not available, the UDP team communicated they would return at a later date (listed on each handout) and expressed other engagement opportunities including virtual zoom calls.
- *Followup Engagement* - If business input was not collected during initial engagement, UDP returned in-person to each business after a 7-10 day window to allow ample time for businesses to review the handout. If business owners were present, but did not review the handout, UDP staff spent additional time to explain each concept and collect input. If the owners/operators were not present, UDP communicated the opportunity to engage virtually over zoom.

- *Morning & Evening Zoom Calls* - Businesses in each major geographic area (North Ave, Mid Ave, South Ave, and Non Ave) had two opportunities to engage virtually. Daniel and Katy hosted a morning and evening zoom call for businesses in each geographic area to provide an additional opportunity for participation.
- *Additional Engagement* - If the UDP team was unable to engage a business in the previous three attempts, additional time was allocated to retrieve input from hard-to-reach business owners/operators. UDP staff also committed additional time with non-native english speaking business owners to ensure BIPOC businesses were appropriately engaged.

In total, UDP successfully engaged with seventy (71) businesses during this engagement cycle and had input from four (4) additional businesses from previous engagement. Thus, UDP was able to collect data from seventy-five (75) of one-hundred and five (105) food/beverage sector businesses in the identified geographic areas which amounts to seventy-one percent (71%).

## Findings & Next Steps

After significant outreach to food and beverage businesses across the neighborhood, it is clear that there is a good amount of interest in exploring more outdoor dining in the U District. As of early February, 18 businesses had some form of outdoor dining already. Nearly 30 additional businesses expressed interest in having some form of outdoor dining in 2021. There did not appear to be a consensus to support a street closure in any area of the district, although the highest concentration of support for some sort of street closure was on the southern portion of University Way NE (The Ave).

### Businesses With Outdoor Dining Today

While conducting engagement surrounding the variety of outdoor seating concepts, UDP also started collecting information about existing private and public seating options. Throughout the process, staff discovered 18 businesses that had some type of outdoor seating. This seating was both on private property and also in the public right-of-way, including sidewalks and parking spaces adjacent to businesses.

#### Existing Outdoor Seating on Private Property

UDP identified nine businesses that currently have outdoor seating located within the businesses property lines that does not require a SDOT permit including areas that are privately fenced or adjacent to indoor space.

- South Ave - 5 businesses
- Mid/North Ave - 2 businesses
- Off Ave - 2 businesses
- **Total - 9 businesses**

#### Existing Outdoor Seating in the Public Right-Of-Way

UDP identified nine businesses that currently have outdoor seating in the public right-of-way that requires a SDOT permit including but not limited to sidewalk space, curbspace, or parking areas.

- South Ave - 6 businesses
- Mid/North Ave - 3 businesses
- Off-Ave - 0 businesses
- **Total - 9 businesses**

### Businesses Interested in New Outdoor Seating in 2021

Although only a few businesses in the district have implemented outdoor seating, some did express an interest in exploring sidewalk and street use permits in 2021, with some actively moving forward this winter.

#### Businesses Planning New Outdoor Seating This Winter

There were four businesses UDP engaged that had active plans to implement outdoor seating this winter. These businesses said they saw outdoor seating as an opportunity to attract more customers and increase revenue.

- South Ave - 1 business
- Mid/North Ave - 3 businesses
- Off-Ave - 0 businesses
- **Total - 4 businesses**

### **Businesses Interested in New Outdoor Seating This Summer**

There were many businesses who were not moving forward yet, but were planning to explore outdoor seating when the weather warms up this spring or summer.

- South Ave - 16 businesses
- Mid/North Ave - 4 businesses
- Off-Ave - 5 businesses
- **Total - 25 businesses**

### **Businesses That Are Not Interested in Implementing Outdoor Seating**

Not surprisingly, there were many businesses who were not interested in any kind of outdoor seating this year. This number may change in the future, but these businesses talked about relying on pickup and take-out options and the value of parking, loading, and food-pickup zones over outdoor seating.

- South Ave - 13 businesses
- Mid/North Ave - 12 businesses
- Off-Ave - 5 businesses
- **Total - 30 businesses**

### **Businesses Interested in a Partial or Full Street Closure**

Of the businesses UDP engaged on the Ave, 10 businesses supported a full or partial street closure on the Ave with a majority of that support on the South Ave. Interestingly, some businesses that supported a street closure communicated that they would not personally implement outdoor seating, but nonetheless supported a larger closure if business neighbors were also in support. Most businesses who did not support the full or partial closure communicated that they relied heavily on pickup and take-out options and value the economic benefit of parking, loading, and food-pickup zones over outdoor seating.

- South Ave - 9 businesses
- Mid/North Ave - 1 business
- **Total - 10 businesses**

## **Summary & Considerations**

After engaging with stakeholders across the district, UDP has heard a general interest in outdoor dining from many businesses. A number of businesses have already implemented outdoor dining--some on private property, some with permits in the right of way. More businesses have expressed interest in implementing outdoor dining this year and UDP plans to

work aggressively to provide assistance. The type of support will range from technical assistance with permitting and sourcing of materials, to promotion of outdoor dining opportunities in the district. UDP is also exploring opportunities for clustered outdoor dining, specifically at NE 43rd Street, where a planned temporary street closure this spring and summer presents the unique opportunity for a jointly-managed outdoor dining plaza. UDP will continue to work with neighborhood businesses and stakeholders to identify other opportunities to cluster outdoor seating and pedestrian environments, including options that may request adjusting traffic patterns.

Any major changes to street access would need to be supported by those impacted with appropriate accommodations to ensure access and continued operation for stakeholders. Issues we would need to solve for are parking, loading zones, food pick-up, outdoor seating management and public safety.

## Next Steps

UDP will advance a series of strategies to support small businesses seeking sidewalk and street use permits to provide outdoor seating. This will include, but is not limited to the following strategies:

### Continue Technical Assistance

Throughout the pandemic, UDP has consistently provided technical assistance for businesses interested in applying for outdoor seating permits. With renewed information about which businesses are interested in seating options during Q1 and Q2-Q4, staff will now employ an efficient strategy to provide one-on-one assistance to those interested now, and reconnect with businesses that showed interest during Q2-Q4.

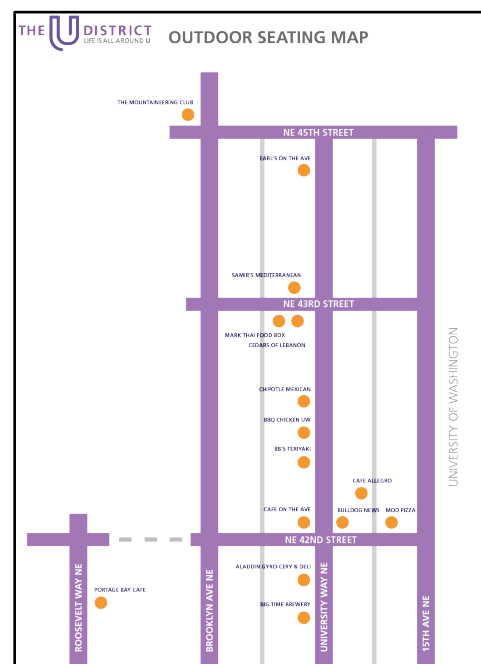
### Launch Promotions & U District Outdoor Seating Map

With the discovery of multiple public and private outdoor seating options already implemented in the U District, staff will work on creating a living outdoor seating map that visually represents the variety of options available in the U District.

Staff will also work collaboratively to implement a marketing strategy around outdoor seating, and explore options to leverage UDistrictSeattle.com to promote that seating throughout the community.

### Explore 43rd Street Plaza Pilot

With the NE 43rd Street construction project nearing completion, UDP will implement a plaza pilot project to leverage the 4-month window of no vehicular traffic. After



engaging each business on NE 43rd Street (West of University Way NE), UDP staff discovered overwhelming consensus around an outdoor seating concept that utilizes this section of the street during the summer months. UDP will support these businesses by implementing a marketing campaign and applying for a group outdoor seating permit on their behalf.

### **Slow Down Vehicular Traffic**

Explore ways to slow down vehicular traffic, especially on University Way, to provide a safe and welcoming environment for businesses interested in outdoor seating for their customers; and

### **Explore Additional Opportunities for Street Activation**

Working with businesses and community members to continue to examine opportunities for additional outdoor dining or even traffic reconfiguration and temporary/partial street closures to facilitate outdoor dining in the year ahead. Any major changes to street access would need to be supported by those impacted with appropriate accommodations to ensure access and continued operation for stakeholders.

## Addendum 1: Business Engagement

NORTH AVE
Herkimer Coffee
Persepolis Grill
Fat Ducks Deli
Xi'an Noodles
The Kraken Bar & Lounge
Shawarma King
Tig Kitchen & Bar
Araya's Place
Yifang Taiwan Fruit Tea

MID AVE
Panda Happy Food Noodle Bar
Just Burgers
Sugar & Spoon
Citra Bubble Tea
ShareTea
Costas
Ding Tea
Memos
Jewel of India
Cafe o' Dessert
Wow Bubble Tea
Thai Tom
Zen Noodle Cafe
Time Bistro
Taste of Xi'an



U:Don

### **SOUTH AVE**

Mee Sum Pastry

Just Poke

Shawarma King

Beetle Cafe

Earl's on the Ave

Nasai Teriyaki

Bugis

China First

Pho Shizzle

A Burger Place

Noodle Nation

Chipotle

Thaiger Room

Thanh Vi

BB.Q Chicken

Chilli's

Jai Thai

Pho Tan Brothers

Cafe on the Ave

Starbucks

BobaUp

Aladdin's Gyro-cery

Chicglet

Big Time Brewery

The Bob

Samurai Noodle

Sizzle & Crunch

Ugly Mug
Cedar's of Lebanon
Samir's
Flower's
Sweet Alchemy
Kai's Bistro
Wann Yen
Meesum

NON AVE
Floating Bridge
Blue Moon
Oh! Bear Cafe & Teahouse
Hiroshi's Poke
My Favorite Deli
Cedar's Restaurant
Portage Bay Cafe
Pi Vegan Pizzeria
Yan Tea Shop
Amazing Thai Cuisine
Sip House

## Addendum 2: Business Engagement Results

### Definitions

#### Supports Street Closure

A business that supports a partial/full street closure for outdoor seating. These businesses believe a street closure can promote consumer traffic and increase revenue.

#### Q1 Interest

A business that is currently interested in implementing outdoor seating. These businesses believe that implementing outdoor seating can attract more customers and increase revenue.

#### Q2-Q4 Interest

A business that is not interested in outdoor seating but may be interested in Spring/Summer months. These businesses are currently utilizing a delivery/take-out model and don't believe implementing outdoor seating will increase revenue at this time.

#### No Interest

A business that is not interested in any kind of outdoor seating. These businesses rely on pickup and take-out options and value parking, loading, and food-pickup zones over outdoor seating.

#### Private Seating

A business that has implemented outdoor seating (located within property lines) that does not require a SDOT permit including areas that are privately fenced or adjacent to indoor space.

#### Public Seating

A business that has implemented outdoor seating (in the public right-of-way) that requires a SDOT permit including but not limited to sidewalk space, curbspace, or parking areas.

	Supports Street Closure	Q1 Interest	Q2-Q4 Interest	No Interest	Private Seating	Public Seating
<b>NORTH AVE</b>						
Herkimer Coffee						x
Persepolis Grill						x
Fat Ducks Deli						x
Xi'an Noodles				x		
The Kraken Bar & Lounge					x	
Shawarma King					x	

Tig Kitchen & Bar				x		
Araya's Place		x				
Yifang Taiwan Fruit Tea				x		

	Supports Street Closure	Q1 Interest	Q2-Q4 Interest	No Interest	Private Seating	Public Seating
<b>MID AVE</b>						
Panda Happy Food Noodle Bar		x				
Just Burgers				x		
Sugar & Spoon			x			
Citra Bubble Tea				x		
ShareTea			x			
Costas			x			
Ding Tea				x		
Memos				x		
Jewel of India				x		
Cafe o' Dessert				x		
Wow Bubble Tea	x					
Thai Tom		x				
Zen Noodle Cafe				x		
Time Bistro			x			
Taste of Xi'an				x		
U:Don				x		

	Supports Street Closure	Q1 Interest	Q2-Q4 Interest	No Interest	Private Seating	Public Seating
<b>SOUTH AVE</b>						
Mee Sum Pastry				x		
Just Poke	x					
Shawarma King				x		

Beetle Cafe	x		x			
Earl's on the Ave						x
Nasai Teriyaki			x			
Bugis			x			
China First				x		
Pho Shizzle				x		
A Burger Place	x			x		
Noodle Nation			x			
Chipotle					x	
Thaiger Room	x			x		
Thanh Vi			x			
BB.Q Chicken			x		x	
*BB's Teriyaki					x	
**Chilli's	x			x		
Jai Thai	x					
*Bulldog News	x					x
Pho Tan Brothers						
Cafe on the Ave	x			x	x	
Starbucks			x			
BobaUp			x			
Aladdin's Gyro-cery						x
Chicglet			x			
Big Time Brewery		x				
The Bob				x		
**Samuri Noodle	x			x		
*Cafe Solstice					x	
*Shultz's Bar & Grill				x		
Sizzle & Crunch				x		
Ugly Mug			x			
Cedar's of Lebanon			x			x
Samir's			x			x

Flower's			x			
Sweet Alchemy			x			
Kai's Bistro			x			
Wann Yen			x			x
Meesum				x		

*\*Based on prior engagement*

*\*\*Supports street closure but would not personally expand seating options outdoors*

	Supports Street Closure	Q1 Interest	Q2-Q4 Interest	No Interest	Private Seating	Public Seating
<b>NON AVE</b>						
Floating Bridge	n/a		x			
Blue Moon	n/a			x		
Oh! Bear Cafe & Teahouse	n/a			x		
Hiroshi's Poke	n/a			x		
My Favorite Deli	n/a		x			
Cedar's Restaurant	n/a		x		x	
Portage Bay Cafe	n/a				x	
Pi Vegan Pizzeria	n/a			x		
Yan Tea Shop	n/a		x			
Amazing Thai Cuisine	n/a			x		
Sip House	n/a		x			

## Addendum 3: Engagement Flyer

### OUTDOOR ACTIVATION CONCEPTS (SPRING-FALL 2021)

Please use the checkboxes to select the concept(s) most beneficial to your business (if any).

CONCEPT #1



A full street closure (one or multiple blocks), with no parking or vehicular access. Seating is table-service only (and provided by individual businesses). In certain areas, this would require removal of all buses from the street.

CONCEPT #2



A partial street closure with some parking or loading zones and one-way vehicular traffic allowed. In certain areas, this would require removal of all buses from the street.

CONCEPT #3



A partial street closure with some parking or loading zones and/or two-way vehicular traffic allowed.

CONCEPT #4



Tables and chairs that may extend into sidewalk/parking spaces/public right of way. This is ideal for food-service businesses that provide table service. Alcohol service may be allowed with additional permits. Cannot be combined with other restaurants.

CONCEPT #5



Small, removable tables and chairs outside of a business, along building facade, for takeout dining only (no table service). This permit is ideal for restaurants that do not provide table service.

CONCEPT #6



Retail businesses can temporarily expand their operations outside into the sidewalk and/or parking curb space with point of sale allowed outside.

Business Name:

Comments:

# OUTDOOR ACTIVATION CONCEPTS (SPRING-FALL 2021)

## Introduction

The U District Partnership is engaging YOU (business owners/operators) to learn whether a variety of outdoor activation concepts could benefit your business. We need your input to understand whether there's community consensus around implementing any of these concepts in the Spring of 2021.

## Who designed these concepts?

These concepts are based on the Seattle Department of Transportation's free temporary street use permits. These temporary permits allow businesses to use the curb space/sidewalks and include outdoor cafes, retail merchandise displays, and street closures to support local businesses - including retailers, bars, and restaurants. These free permits extend through October 31, 2021.

## How do these concepts support my business?

You may have seen restaurants, bars, and retail shops setting up tables, chairs, and displays on the sidewalks or in parking spots across the city. Outdoor seating and shopping is a safe way to welcome more customers to your business and reduce the spread of COVID-19.

## We need to hear your voice!

The U District Partnership represents the voice of small businesses in this community. It is critical for us to hear your voice (the voice of business owners/operators) to learn whether these concepts would truly support your business.

### Engage with us in three ways:

1

Keep an eye out for our staff! We'll be visiting your business on:  
**January 20-21, between 12-5pm**

2

Attend an informational zoom meeting to ask questions and share feedback.  
**Email us for zoom info: [daniel@udistrictpartnership.org](mailto:daniel@udistrictpartnership.org)**

3

Turn the page and fill out our quick survey. We'll be picking up your flyer on:  
**January 20-21, between 12-5pm**





## Addendum 4: Engagement Dates

### By Date:

**Jan 8:** Non-Ave businesses - Handout Distribution & Initial Engagement  
**Jan 12:** South-Ave businesses - Handout Distribution & Initial Engagement  
**Jan 14:** Non-Ave businesses - Follow Up Engagement  
**Jan 14:** Non-Ave businesses - Evening Zoom call  
**Jan 15:** Non-Ave businesses - Morning Zoom call  
**Jan 19:** Mid-Ave businesses - Handout Distribution & Initial Engagement  
**Jan 21:** South-Ave businesses - Follow Up Engagement  
**Jan 22:** South-Ave businesses - Evening Zoom call  
**Jan 23:** South-Ave businesses - Morning Zoom call  
**Jan 27:** South-Ave businesses - Additional Engagement  
**Jan 28:** South-Ave businesses - Additional Engagement  
**Jan 29:** Mid-Ave businesses - Follow Up Engagement  
**Jan 29:** Mid-Ave businesses - Evening Zoom call  
**Feb 1:** Mid-Ave businesses - Morning Zoom call  
**Feb 3:** North-Ave businesses - Handout Distribution & Initial Engagement  
**Feb 10:** North-Ave businesses - Follow Up Engagement  
**Feb 10:** North-Ave businesses - Evening Zoom call  
**Feb 11:** North-Ave businesses - Morning Zoom call

### By Area:

#### Non Ave:

**Jan 8:** Handout Distribution & Initial Engagement  
**Jan 14:** Follow Up Engagement  
**Jan 14:** Evening Zoom call  
**Jan 15:** Morning Zoom call

#### South Ave:

**Jan 12:** Handout Distribution & Initial Engagement  
**Jan 21:** Follow Up Engagement  
**Jan 22:** Evening Zoom call  
**Jan 23:** Morning Zoom call  
**Jan 27:** Additional Engagement  
**Jan 28:** Additional Engagement

**Mid Ave:**

**Jan 19:** Handout Distribution & Initial Engagement

**Jan 29:** Follow Up Engagement

**Jan 29:** Evening Zoom call

**Feb 1:** Morning Zoom call

**North Ave:**

**Feb 3:** Handout Distribution & Initial Engagement

**Feb 10:** Follow Up Engagement

**Feb 10:** Evening Zoom call

**Feb 11:** Morning Zoom call

DRAFT