



RATEPAYER ADVISORY BOARD

MEETING AGENDA

Time: 4 p.m. – 5:30 p.m.

Date: November 17, 2022

[**ZOOM Virtual Meeting**](#)

- | | | |
|---|------------|------|
| 1. Welcome and Introductions | Maureen | |
| 2. Public Comment | Public | |
| 3. Approval of June 2022 Meeting Minutes | Maureen | Vote |
| 4. Public Safety Update | Don/Marcus | |
| a. New Security Patrols | | |
| b. Expanded Ambassador Hours | | |
| 5. Food Walk and Movie Series Event Summary | Polly | |
| 6. Acceptance of Financial Report | Maureen | Vote |
| 7. Upcoming Grant Opportunities | Don | |
| 8. Façade Improvement Strategies | Daniel | |
| 9. Public Realm Projects | Katy | |
| 10. Fall Cleaning and Sanitation Update | Marcus | |
| 11. New Business | | |
| 12. Adjourn | | |



Ratepayer Advisory Board & Annual Ratepayer Meeting Minutes

June 30, 2022

RAB Members Present

Kate Barr (Scarecrow Video), Maria Barrientos (Barrientos/Ryan)*, Max Blume (The Blume Company)*, David Cohan (David Cohan Enterprises)*, Maureen Ewing (UHeights), Lora Gastineau (Nobel Condominiums)*, Chris Giles (Resident)*, Joe Gruber (U District Food Bank)*, Mary Kay Gugerty (UW Evans School), Aaron Hoard (UW External Affairs)*, Lincoln Johnson (UW Student Affairs), Michael Polzin (American Campus Communities)*, Sandy Sun (5501 University Way & Corbet Building)*, Hui Tian (Studio 19 Architects)*, and Polly Yorioka (University Presbyterian Church)*. *Note: Voting ratepayers indicated above with "*".*

UDP Staff

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

Guests & Ratepayers Present

Sally Clark (UW External Affairs), Shelly Fayette (Christ Episcopal Church)*, John Hix (Seattle Vineyard Church)*, Jim Fletcher (Property Owner)*, Anson Lin (Astora Construction)*, Trevor Peterson (University Book Store)*, Miles Richardson (Audi Seattle/University VW)*, Don Schulze (University District Parking Associates)*, Susan Schulze (Shultz's Building)*, and Josh Stabenfeldt (University Y)*. *Note: Voting ratepayers indicated above with "*".*

RAB Members Not Present

Jeanette Henderson (UW Real Estate), Stephanie King (Greystar/M), Michael Saunders (UW/ASUW), Chris Peterson (Café Allegro), Nikole O'Bryan (Nikole O'Bryan Dentistry),

Welcome/Introductions

Maureen welcomed everyone and led a round of introductions of RAB members, ratepayers and other guests.

Calling to Order of RAB & Ratepayer Annual Meeting

Maureen called to order both the June 2023 RAB meeting and the 2022 UDBIA Ratepayer Annual Meeting.

RAB Business

The RAB Board continued on with their course of business and review of the annual budget, proposed by the U District Partnership Board of Directors.

Public Comment

Maureen called for any public comment, but no one requested to speak.

Approval of March 2022 RAB Meeting Minutes

Action: A motion was made by Kate to approve the March 2022 minutes. Motion was seconded by Lincoln. The motion was approved unanimously with the exception of two abstentions, one by Joe and another by Lora.

Acceptance of September Finance Report

UDP is on track with the projected spending of BIA dollars for FY 2022. Staff have done an incredible job of pulling in hundreds of thousands of dollars in new grants to expand the impact and reach UDP has been able to have with its programs. Some of this grant spending will continue into FY 2023. The new grant money has also required staff to hold on to some projects, which means some of the BIA dollars will not be spent by the end of FY 2022. The proposed FY 2023 budget accounts for this, by pulling forward some of this BIA spending into the next fiscal year.

Action: A motion was made by Joe to accept the May 2022 Financials as proposed/amended at the June 2022 Annual Meeting. The motion was seconded by Kate. The motion was approved unanimously.

UDP Year in Review

Don reviewed the timeline to develop the FY 2023 budget, as proposed by the U District Partnership Board. The UDP team gave a brief overview of the work that was accomplished over the previous year. Marcus presented an update about Clean, Safe and Outreach. Daniel offered an update about the economic development programming he leads. Katy offered an update on all of the public realm and planning work UDP has done this year. Polly updated the group on the successful rollout of the new brand and communications initiatives from this past year. Additionally, she offered an overview of UDP's successful events from the previous year including the Station Opening, Boba Fest, Cherry Blossom Fest and the return of the U District Street Fair. Don also presented on the \$327,000 in grants in addition to the \$140 in partnership dollars to support all of this great work. Don offered context of where the neighborhood sits today, along with some of the ongoing needs to be addressed and how the priorities were identified for FY 2023.

2022-2023 Work Plan & Budget Presentation & Recommendation

The FY 2023 assessment is anticipated to reach roughly \$1.3 million due to new buildings and the allotted increase that's tied to the consumer price index.

Cleaning - \$425,750

During the pandemic, the UDP cleaning program was pushed harder than ever before, with rampant graffiti and increases in biohazards due to the uptick in people experiencing homelessness in the district and more people who have unaddressed behavioral health issues. In one month alone last year UDP removed over 1,600 graffiti tags and stickers. In the year ahead, UDP will be contracting with a new outside firm to address the district's graffiti issues and provide regular pressure washing. UDP will also continue to use in-house issue tracking software to manage work tickets and track response times.

Work Plan Highlights:

- *New cleaning contract with Seattle Surface Cleaners*
 - *7 x week cleaning of south Ave area*
 - *2 x week cleaning of north Ave area*
 - *1 x month cleaning of general cleaning area*
- *Public realm maintenance, supplies and equipment*
- *Issue ticketing and tracking software*
- *Enhanced ongoing City support for cleaning*
- *Seasonal cleaning: leaf and snow removal*

Safety & Outreach - \$472,552

With the generous support of the University of Washington, UDP was able to expand ambassador coverage this year to have an emphasis patrol near the new light rail station, and additional hours. This service has been well received and is on track to continue into next year, along with expanded hours. In addition, UDP welcomed a new outreach worker to the neighborhood who now leads the district's work with people experiencing homelessness. This is a program supported by King County Regional Homeless Authority and the City of Seattle. Last year alone, this program was able to assist over 60 homeless in U District with finding temporary or permanent housing.

Work Plan Highlights:

- *Expanded daily ambassador program*
 - *7 x week on-call ambassador services*
 - *7:30 a.m. - 11 p.m. Monday - Friday*
 - *3 p.m. - 11 p.m. Saturday & Sunday*
- *Broken windows grant for small businesses*
- *Homeless outreach and monthly census*
- *Multi-agency case conferencing for high-impact individuals*
- *Clean & Safe Committee*

Placemaking, Public Realm & Built Environment – \$255,625

Also referred to as Urban Vitality, UDP will continue to invest in beautification and activation strategies for the U District in fiscal year 2023. This will include new murals and lighting, some of which will require additional outside funding through grants and private donations. UDP will continue track development and transportation issues in the district providing transparency and advocacy when needed to address any related impacts. UDP will also expand new partnerships with the University of Washington to inform district policy and planning priorities.

Work Plan Highlights:

- *Placemaking and beautification*
 - *Summer flower baskets*
 - *U District banners featuring new neighborhood branding*
 - *Rotating signage for gothic Ave kiosk panels*
 - *U District holiday decorations*
- *Public/private development infrastructure tracking and advocacy*
- *U District access and mobility tracking and advocacy*

- *Fundraising and coordination of additional beautification projects:*
 - *Murals and utility box wraps*
 - *Expanded tree lights in the district*
 - *Public art and placemaking*
- *Urban Vitality Committee*

Economic Development - \$207,896

In the year ahead, UDP plans to continue supporting small businesses through one-on-one consulting and targeted promotions. UDP also plans to bring on additional staffing to support the continued tracking of commercial vacancies and the updating of the small business landscape database. UDP will also assist new businesses in locating within the district as well as those who are here already and may be interested in relocating or expanding.

Work Plan Highlights:

- *Small business stabilization, technical assistance, one-on-one consultation*
- *Concentrated expansion of outdoor eating/drinking*
- *Business attraction, retention, and expansion*
 - *Updated small business landscape database*
 - *Commercial vacancy tracking and tenant matchmaking*
- *Business promotion campaigns, event support*
- *Economic Development Committee*

Marketing - \$215,609

With a new neighborhood brand, updated photography and updated U District website (UDistrictSeattle.com), UDP will now focus on raising the profile of the district while clearly communicating with stakeholders about the important program work and how to plug into the variety of initiatives proposed for the year ahead.

Workplan Highlights:

- *Neighborhood promotion and earned media*
- *Updated email communications strategy and branding*
- *UDistrictSeattle.com updates and expanded functionality*
- *Updated UDP website to reflect new branding*
- *Expanded sponsorship for events and programs*
- *Event and program staff support*
- *Marketing Roundtable*

U District Events - \$370,874

After successfully convening events in person again, some of which were the largest non-sporting events in Seattle during the pandemic, UDP is thrilled to look forward and begin planning for a new slate of events that focus on the U District. These events will focus on ways to promote the businesses and institutions in the district while leveraging the marketing opportunity to tell the story of the neighborhood to the greater region.

Workplan Highlights

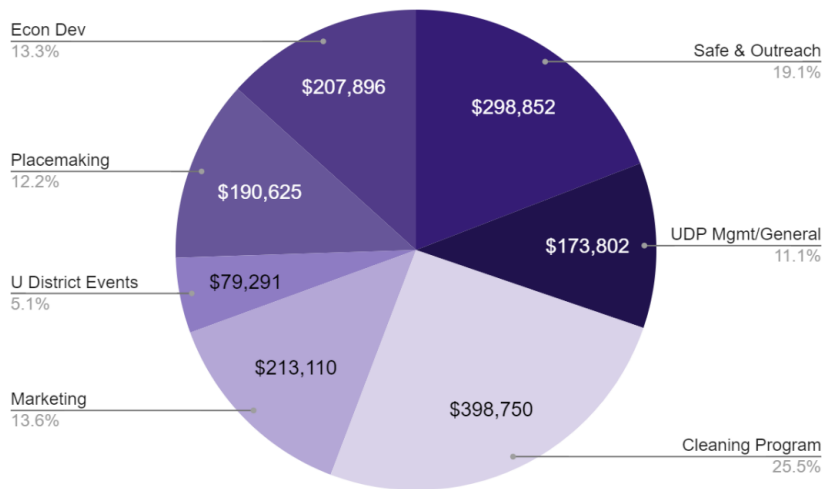
- *U District Summer Movies By the Bay –August Fridays, 2022*
- *U District \$4 Food Walk – October 1, 2022*

- *U District Cherry Blossom Festival – Spring 2022*
- *U District Street Fair – May 20 & 21, 2022*

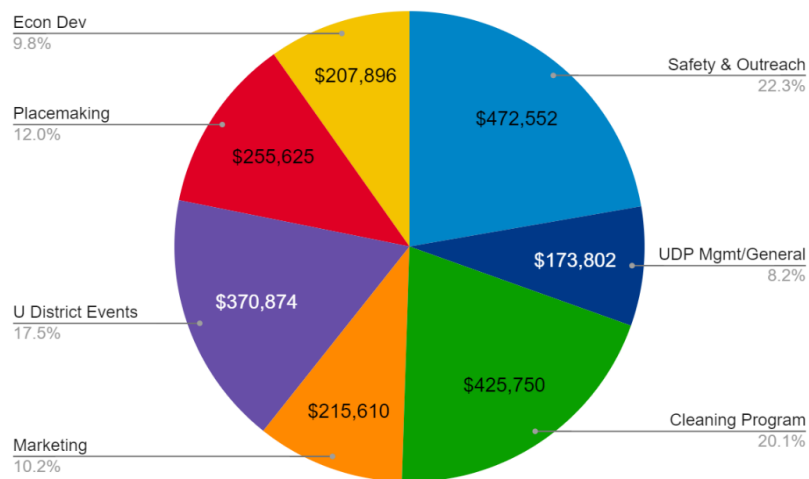
Program Management – \$173,802

As program manager, the U District Partnership oversees the investment made through the business improvement area dollars on behalf of ratepayers in the district. The UDP holds monthly open meetings to share updates and solicit feedback on the work of the organization. Information about these meetings can be found at UDistrictPartnership.org.

BIA Spending: \$1.29 Million (+ \$268,250 in Surplus Spending)



Total 2022-2023 Budget: \$2.12 Million



Maureen complimented the staff on putting together a solid work plan for the year. Lora asked about the inclusion of event spending in the BIA budget, which was a change from previous years. Don explained that the BIA money was a relatively small portion of the total budget and intended to be seed funding to help grow the events. In exchange, the events needed to be seen as adding value for stakeholders and ratepayers. Ultimately, UDP hopes to continue to bring in greater sponsorship support to grow their events and the potential income.

Action: A motion was made by Kate to recommend to the UDBIA Ratepayers, the approval of the 2022-23 Fiscal Year Work Plan and Budget, as presented at the June 2022 Annual Meeting. The motion was seconded by Lincoln. The motion was approved unanimously.

Program Manager Recommendation

Each year the UDBIA recommends to the Ratepayer Advisory Board the continuance of the U District Partnership as the UDBIA program manager for the next fiscal year.

Action: A motion was made by Mary Kay to recommend the continuance of the U District Partnership as the UDBIA program manager for the 2022-23 fiscal year. The motion was seconded by Kate. The motion was approved unanimously.

New Business

Polly spoke briefly about the launch of the U District Summer Movies by the Bay, a co-production by UDP and Scarecrow Video. Four family friendly movies will play each Friday in August in Fritz Hedges Waterway Park. Also, the U District Food Walk is scheduled to return on October 1, as a part of Dawg Daze to welcome students back to the U District this fall.

Don mentioned an upcoming joint-board social event in August, and that more details would be forthcoming.

RAB Meeting Adjourns

Maureen adjourned the UDBIA Board meeting.

Ratepayers Business

With the UDBIA meeting adjourned, Maureen addressed the participating ratepayers to hear their comments on the presentation and any other issues of interest.

Ratepayers Discussion

Lora Gastineau asked how UDP informed condominium buildings of the annual meeting, as she only heard about it from the UDBIA Board emails. She asked that UDP do a better job of reaching out to condominiums, as the mailings sometimes get lost on the desk of property managers who sometimes turn-over. Don offered to do a better scrub and deliberate outreach in the year ahead to ensure that condominium buildings are receiving the mailers and meeting invites to the Annual Ratepayer Meeting.

Jim Fletcher, a local apartment building owner, said that he got the notification via the UDP newsletter, and that he had no idea all of this work was going on, but that he is glad it is.

Shelly Fayette asked about the UDP's relationship with the Seattle Police Department. Specifically, she asked about UDP's expectation of police as it pertains to their in dealing with unhoused people. Shelly leads and partners with other programs designed to support

that population and raised concerns about the potential for harm of that community. Don spoke about the shrinking police department and how that has resulted in a drastic reduction in police capacity to serve the U District with proactive policing like the foot patrols from 2-3 years ago. Today, the UDP is investing in unarmed ambassador patrols that aim to do some of the public safety work, in partnership with the UDP outreach team, who specifically work with unhoused people to connect them with services and resources.

Ratepayers Vote on Work Plan & Budget, and Program Manager

Action: A motion was made by Don Schulze to accept the 2022-23 Fiscal Year Work Plan and Budget, as presented at the June 2022 Annual Meeting; and to accept the continuance of the U District Partnership as the program manager of the UDBIA fund. The motion was seconded by Josh Stabenfeldt. The motion was approved unanimously.

Ratepayer Annual Meeting Adjourns

The meeting was adjourned at 5:12 p.m.

The U District BIA
Statement of Activities
July through October 2022

	Program Management	Cleaning	Public Safety	Urban Vitality	Econonmic Development	Marketing	Food Walk	Cherry Blossom	Other BIA Events	2023 Street Fair	TOTAL
Ordinary Income/Expense											
Income											
44430 · BIA Contract	66,925.67	126,394.84	45,906.17	61,579.20	75,659.91	61,506.26	27,091.77	1,745.76	6,732.06	6,783.54	480,325.18
44530 · Grants Income	0.00	6,750.00	0.00	0.00	1,843.99	0.00	0.00	0.00	0.00	0.00	8,593.99
47000 · Program Fees Income	0.00	1,430.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40.00	1,470.00
47215 · Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	22,500.00	0.00	2,000.00	0.00	24,500.00
43400 · Donations/Partnerships	0.00	5,682.72	87,800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93,482.72
Total Income	66,925.67	140,257.56	133,706.17	61,579.20	77,503.90	61,506.26	49,591.77	1,745.76	8,732.06	6,823.54	608,371.89
Expense											
60000 · Staffing	15,842.14	64,962.78	25,860.34	53,141.65	52,836.55	39,990.45	224.49	1,745.76	1,751.24	6,690.65	263,046.05
61000 · Professional & Contract Expense	16,650.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16,650.00
62000 · Office and Overhead	33,983.53	7,552.82	321.86	1,522.10	7,070.37	6,530.43	214.89	0.00	1,066.02	65.64	58,327.66
70000 · Direct Program Expenses											
70300 · Advertising and Marketing	0.00	0.00	0.00	0.00	0.00	3,838.75	5,758.39	0.00	982.84	0.00	10,579.98
70320 · Contracted Services	450.00	67,551.76	107,523.97	2,400.00	450.00	8,000.00	14,438.08	0.00	100.00	0.00	200,913.81
70330 · Design of Website/Posters	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	1,000.00
70340 · Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	7,622.92	0.00	1,263.93	0.00	8,886.85
70350 · Event Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	6,550.00	0.00	1,735.00	0.00	8,285.00
70360 · Other Program Expenses	0.00	190.20	0.00	4,515.45	17,146.98	0.00	13,242.81	0.00	610.18	48.00	35,753.62
70370 · Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	3,146.63	1,540.19	0.00	222.85	19.25	4,928.92
Total 70000 · Direct Program Expenses	450.00	67,741.96	107,523.97	6,915.45	17,596.98	14,985.38	49,152.39	0.00	5,914.80	67.25	270,348.18
Total Expense	66,925.67	140,257.56	133,706.17	61,579.20	77,503.90	61,506.26	49,591.77	1,745.76	8,732.06	6,823.54	608,371.89

2022-23 University District BIA

Budget Tracker -October 2022

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	173,802	66,925.67	106,876	38.5%	\$ 12,278.51	\$ 14,399.04	\$ 28,272.17	\$ 11,975.95
Clean Environment	398,750	126,394.84	272,355	31.7%	\$ 33,998.55	\$ 33,879.61	\$ 25,148.19	\$ 33,368.49
Public Safety	298,852	45,906.17	252,946	15.4%	\$ 31,290.24	\$ (52,950.91)	\$ 31,569.27	\$ 35,997.57
Urban Vitality	207,896	61,579.20	146,317	29.6%	\$ 13,559.54	\$ 13,578.95	\$ 17,899.04	\$ 16,541.67
Economic Development	190,625	75,659.91	114,965	39.7%	\$ 23,901.28	\$ 14,092.16	\$ 19,908.17	\$ 17,758.30
Marketing	213,110	61,506.26	151,603	28.9%	\$ 9,392.49	\$ 9,676.80	\$ 22,951.77	\$ 19,485.20
Food Wallk	18,464	27,091.77	-8,628	146.7%	\$ (9,789.97)	\$ 4.82	\$ 8,937.63	\$ 27,939.29
Cherry Blossom	12,164	1,745.76	10,418	14.4%	\$ 436.84	\$ 436.84	\$ 436.63	\$ 435.45
Other Events	23,664	6,732.06	16,932	28.4%	\$ 602.16	\$ 956.15	\$ 4,136.93	\$ 1,036.82
Street Fair	25,000	6,783.54	18,216	27.1%	\$ 1,667.48	\$ 1,706.12	\$ 1,722.05	\$ 1,687.89
Total Requested	1,562,326	480,325.18	1,082,001	30.7%	\$ 117,337.12	\$ 35,779.58	\$ 160,981.85	\$ 166,226.63

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management								
Clean Environment								
Public Safety								
Urban Vitality								
Economic Development								
Marketing								
Food Wallk								
Cherry Blossom								
Other Events								
Street Fair	\$ -							
	\$ -	\$ -	-	-	-	-	-	-

UDP PROGRAM REPORTS

JULY - OCT 2022

URBAN VITALITY

Grant Received to Expand Tree Lighting

This fall, the UDP was awarded \$39,000 from the State's Department of Commerce Working Washington Round 5 grants. The grant will be used to kickstart the process of finishing tree lights on the Ave. The final set of lights will be installed between NE 47th and 50th Streets in early 2023.

U District Arts and Culture Initiative Launch

Earlier this summer, UDP launched a new Arts and Culture initiative to engage a group of about 40 arts and culture stakeholders in the U District to create a vision and strategic short and long term directions for a collaborative effort to support the arts in our neighborhood. The larger stakeholder group has met twice and two smaller working group meetings took place to refine the work. A final report will be drafted in December and shared early next year.

U District in the Seattle Redistricting Process

This past year, a group of appointed commissioners have been stewarding a process to redraw Seattle City Council district boundaries to align populations with the most recent census. UDP and other District 4 stakeholders spoke up early to share input throughout the process—specifically calling on the commissioners not to divide the University District into two different council districts. Unfortunately, in a last-minute attempt to appease Magnolia residents, two new maps were submitted for discussion that would have split the U District into two different districts. Thanks to quick and robust community advocacy – including a joint letter sent by UDP, UW, UDCC, University Park Community Club, and Roosevelt Neighborhood Association, and testimony from Redistricting for Justice and other local stakeholders – the draft maps were not advanced for final consideration. The U District has been kept wholly in District 4 in the map recommended to City Council. The UDP thanks everyone who took the time to share information, write or speak a public comment, and sign the petition.

A New Green Street Concept for N.E. 42nd Street

The UDP is collaborating with neighborhood stakeholders on a revisioning process for NE 42nd St between 15th Ave NE and Brooklyn Ave NE. This fall, the U District Advocates group received a Neighborhood Matching Fund grant to fund a consultant-led design process through mid-2023. The goal of the project is to create a draft right-of-way concept design that SDOT could implement, though no immediate funding has been secured. The design will focus on improving pedestrian and gateway connections between UW campus and the neighborhood on N.E. 42nd Street. Guiding principles include: creating places for people to experience and stay;

embracing sustainable urban design best practices; enhancing the connection between campus and community; and supporting the existing stakeholders and small businesses in the U District. UDP aims to ensure robust stakeholder engagement with businesses, property owners, UW, and other neighborhood stakeholders throughout the process.

ECONOMIC DEVELOPMENT

Facade Improvement Pilot Program Launches to Support Storefront Revitalization

The U District is experiencing unprecedented private development investment which will drastically transform the neighborhood. As the community prepares for 100,000+ sqft of new incoming ground-floor retail, the UDP is expanding its efforts to support existing small businesses through a variety of strategies aimed at improving dated and damaged facades.

Strategies include:

- **Memorandum highlighting best practices** within Business Improvement District/Community-based Organization Facade Improvement Programs.
- **Qualitative assessment** (with specific and replicable methodology) of storefront facades along University Way NE between 41st - 50th.
- **Facade Improvement Toolkit** designed to spur investment within the U District by providing guidance, best practices, and resources for businesses and property owners.
- Production of **business/property specific recommendations** to improve facades with low/medium/high costs and short/medium/long timelines.
- Buy-in and financial **commitment of 3-5 targeted businesses/property owners** to implement facade improvement recommendations.
- **Implementation of facade improvements** by 3-5 targeted businesses by June 30, 2022

UDP & UW Co-Launch Small Business Facade & Marketing Consultation Studio to Compliment Facade Improvement Pilot Program

In a collaborative effort with the UW Foster School of Business, UDP is now working with 60+ students to provide direct consultation for three small, BIPOC-owned businesses including *My Favorite Deli*, *Kai's Thai Street Food & Bar*, and *Cafe on the Ave*. Based on the unique character and needs of each business, students will provide recommendations surrounding: (1) branding; (2) social media strategy; (3) interior design; (4) and exterior facade. Student groups will present their final recommendations to the UDP and business owners/operators in December.

Successful U District Broken Glass Replacement Fund Closes - Supports 35+ Businesses

Utilizing the funds allocated by the RAB and leveraged from the Office of Economic Development, UDP has awarded 36 businesses with grant funding to repair broken windows and doors. With the closure of this fund and \$40,000 now infused into the neighborhood's small business community, many of the businesses that experienced vandalism this past year

received critical grant funding to revitalize their storefronts. Out of the 36 businesses awarded, 25 (69%) were BIPOC and/or Woman-owned.

Leveraging Potential Public Grant Dollars

Continuing our multi-faceted approach to neighborhood and small business physical improvements, the UDP has identified and applied for multiple funding opportunities to leverage public grant dollars to support the above facade improvements.

Seattle Tenant Improvement Fund - (Applications out, \$200,000 per awarded business)

Supporting the fixed asset improvements needed by multiple businesses, the UDP provided letters of support for 17 businesses in an effort to direct Office of Economic Development (OED) funds into the U District. The UDP also met with OED and delivered a memo to highlight the need of awarding U District businesses. Those supported include:

- My Favorite Deli
- Boba Up
- Bulldog News
- Cafe on the Ave
- Cedar's Restaurant
- Earl's on the Ave
- Frank's Oyster House
- Kai's Thai Street Food & Bar
- Laughs Comedy Club
- Little Thai
- Mr. Lu Seafood & Burger
- My Favorite Deli
- Nikole O' Bryan Dentistry
- Oasis Tea Zone
- Pho Shizzle
- Rainier Copy & Print
- The Bob
- Yugakusha

Washington Small Business Innovation Grant - (Application out, up to \$5 million per award)

In an effort to leverage a unique funding opportunity, the UDP recently submitted a \$5M grant application which would make-available dollars directly for small business improvements. Both of the proposed projects have clear and measurable benefits to 170+ small businesses with the goal of enhancing the resiliency/competitiveness of existing businesses, and incubating/ accelerating new businesses in the U District.

Commercial Space Data Offers Insights into Ground-Floor Vacancies

The following information was collected through an on-the-ground assessment of commercial spaces in November 2022. The U District Business Improvement Area boundary has approximately 360 ground-floor spaces (41st to Ravenna Blvd; I-5 to 15th), out of which 214 are on University Way NE. The vacancy rate for the entire U District BIA boundary is 8.8%, and 8.4% for University Way.

In the coming year, the UDP will focus on building relationships with the owners of these properties to understand their plans while describing the importance of activating these spaces with new dynamic tenants that will complement the mix of businesses in the district today. To

tackle the challenge of spaces for lease/sale, the UDP continues to build relationships with brokers, property owners, and entrepreneurs to help match vacant spaces with potential tenants.

U District Business Improvement Area

- 360 total ground-floor spaces
- 32 total vacancies (8.8%)
- 20 of these vacant spaces are on the market for sale or lease (5.5%)
- 11 of these spaces are sitting empty with no identifiable leasing information (3.0%)
- An additional 11 spaces appear vacant, but are actually occupied (3.1%)

University Way NE

- 214 total ground-floor spaces
- 18 total vacancies (8.4%)
- 10 of these vacant spaces are on the market for sale or lease (4.6%)
- 8 of these spaces are sitting empty with no identifiable leasing information (3.7%)
- An additional 6 spaces appear vacant, but are actually occupied (2.8%)

Economic Development Committee Focuses in on Prominent Vacant Commercial Spaces

The committee met on September 14th to learn more about (1) Neighborhood & Small Business Physical Improvement Strategy; (2) Upcoming Development; (3) New Businesses; and (4) Commercial Space Data. Committee members also participated in a breakout session to discuss the challenges and opportunities for three key commercial spaces, as shown below. To join the next committee meeting, contact Daniel Lokic: daniel.lokic@udistrictpartnership.org



New Businesses Opened and Coming to the U District

In the past year, the U District welcomed 10+ new ground-floor businesses within the food, beverage, service, and retail sectors. Some of these businesses are new concepts from current U District operators, while others have expanded from neighborhoods like Capitol Hill and Downtown.

Food & Beverage:

- *Leon Coffee House (1309 NE 45th St)*
Owner and operator of Moore Coffee (located in downtown), Lupe Chavez brings a contemporary and Mexican-inspired aesthetic into this new coffee house next to the Neptune Theater. Serving light fare, tasty espresso, and soon-to-come alcoholic beverages.

- *Westman's Coffee & Bagels (5201 University Way NE)*
Expanding from their Capitol Hill location, owner Monica Dimas brings freshly baked bagels to the northern portion of the Ave, across from University Heights. Specializing in unique schmear and bagel sandwiches, this modern shop is a must try for breakfast and lunch.
- *Aladdin CharBurger (4135 University Way NE)*
A new concept by the owners of Aladdin Gyro-Cery, this serves as another quick lunch spot sure to be a student favorite.
- *Call A Chicken (4237 University Way NE)*
Replacing the old China First restaurant, and operated by the owners of Sizzle & Crunch, this restaurant serves fried chicken and asian-inspired specials.
- *Cafe Can U C (4730 University Way NE)*
A unique farm-house style cafe located on the northern portion of the Ave serving instagrammable desserts and lattes.
- *Boba Lust (4553 University Way NE)*
With locations throughout the Puget Sound, and recently replacing WOW Bubble Tea, Boba Lust continues to feed the U District's taste for boba.
- *Mama's Viet Kitchen / Boba Gem (4213 University Way NE)*
Operated by the owners of Pho Shizzle, this mom and daughter duo serve authentic Vietnamese cuisine, and boba with a Mexican-twist in the "Dollhouse" or "Painted Lady" building.

Service/Retail:

- *Luminati Labs (4546 University Way NE)*
Expanding their High Maintenance SkinCare Studio from Capitol Hill, owner Naomi Lewis partners with her daughter to bring express facials and skincare services to the Ave.
- *Lulumiere (5200 Roosevelt Way NE)*
Providing signature candles, shower steamers, and candle making workshops, Lulumiere brings an aesthetically pleasing space to Roosevelt Way.
- *Lines Up (4721 University Way NE)*
Bringing Asian-inspired and eclectic fashion to the Ave, Lines Up provides another shop to buy youthful and creative clothing
- *Cloudz Vape (4540 University Way NE)*
Supporting a higher-end experience for nicotine/marijuana related products, Cloudz Vape brings a modern style of selling tobacco-free products.

The UDP has also confirmed multiple exciting new businesses that will open in the coming months.

Food & Beverage:

- Sumo Sushi (5000 University Way NE)
Expanding from their Maple Valley location, Sumo provides delicious sushi, sashimi, and desserts.
- Sunright Tea Studio (4545 University Way NE)
Expanding from California, Sunright Tea continues to confirm that the U District is the home to Seattle's most diverse Boba scene.
- Seattle Best Tea (4505 University Way NE)
Expanding from the Chinatown ID, Seattle Best provides a unique experience to try and buy authentic tea from Taiwan and China.
- Ice Monster (1112 NE 45th St)
Expanding from Hawaii, Ice Monster specializes in Taiwanese-inspired shaved ice and desserts.

Service:

- Seattle Bouldering Project (4500 University Way NE)
Taking over the historic bank building on University/45th, Seattle Bouldering will occupy over 25,000 sqft with a bouldering gym, yoga studio, fitness studio, weight room, and more.

CLEAN, SAFE & OUTREACH

Responding to Nightlife Business Safety Challenges

The first weekend of October was marked with a string of violent events that shook the community. A series of shootings and a gruesome vehicular homicide book-ended the Food Walk weekend, followed by a break-in/sexual assault at a local sorority house. The community was understandably upset, and the stories were regularly covered by the local media. As a first step, the U District Partnership pulled together a conversation with the City, the UW, the Seattle Police Department and local night-time business operators to better understand some of the dynamics that led to the night-life related violence. The businesses provided valuable information about some of the issues that they have witnessed as well as insight into the root causes. The UDP worked with this group to develop a near-term action plan that included the following components:

- The City of Seattle committed to deploying **SPD emphasis police patrols** at night until 2 a.m. on Fridays and Saturdays for the weeks following the shootings and break-in to discourage illegal behavior, violence, dangerous driving, and to monitor Greek Row. (The Seattle Police Department has limited resources but the City of Seattle has committed to

move some SPD resources that were used to help fight crime in the North Aurora community to the U District over the next few weeks).

- The UDP continues to invest in **safety ambassadors** from 7 a.m. to 11 p.m. on weekdays and 3 p.m. to 11 p.m. on weekends.
- UW committed to supporting the ambassador program in addition to funding an **expanded security patrol** (not armed) on University Way and Brooklyn Ave from 10 p.m. to 3 a.m. on Friday and Saturday nights to have an additional crowd control safety presence. This patrol will continue through the month of November, into the end of the quarter.
- Nightlife businesses in the U District (which include bars, restaurants, and bubble tea cafes) committed to working with UDP to make **security investments** and to develop **safety protocols and strategies** to keep patrons and employees safe while proactively de-escalating incidents when necessary. This group will continue to convene and monitor the situation this fall.
- City leaders and the UDP are also working together to explore **improvements to the physical environment** to enhance safety including improved lighting and streetscape configurations. Don and Marcus went out after dark and took light measurements so that a comprehensive analysis can be done on improving lighting to safer levels.
- UDP is working with the City and the REACH program to expand **homeless outreach** in the U District and help navigate services and resources for people experiencing unaddressed behavioral health issues.

The UDP continues to convene the nightlife safety conversation to chart longer-term strategies, and will also work with the Mayor's Case Conferencing program to monitor and address the individuals in the U District who continue to have a major impact on stakeholders because of their unaddressed behavioral health disorders.

Cleaning

Earlier this fall, the Clean Team focused on getting the neighborhood ready for the \$4 Food Walk and the return of students to the U District. The South Cleaning Area was pressure washed and free of graffiti. In September, the Clean Team removed approximately 450 graffiti tags! ASAP Graffiti came and covered up much of the graffiti on the second story and higher on several buildings on the Ave. ASAP Graffiti also offered awning and facade cleaning services to several small U District businesses.

Pasadena Encampment

There has been a consistent encampment along Pasadena Place under the I-5 Ship Canal Bridge since the outbreak of COVID. That encampment has continued to grow to become the major encampment it is today. In the last month, there has been a series of violent events that have taken place there as well as a major fire. The U District Partnership has been working with REACH to be intentional about outreach and eventual relocation of the inhabitants. When the encampment at University Playground was removed in late 2021, it was done so after a month-long outreach effort that resulted in 35/36 inhabitants getting temporary or permanent housing—making it the most successful encampment unwinding the U District has seen. When

encampments are given 72-hours to clear, as was the case with Olga Park last year, the inhabitants scatter to other parts of the neighborhood. The goal with the Pasadena Encampment is to replicate the success found at University Playground.

Additional Part-Time Outreach Position

For years, there has been a major systems gap in providing outreach on the weekends. Unfortunately, most social service providers (and their back-end support networks) only work Monday through Friday. The UDP Outreach Worker, JJ, captures it best when he says “people don’t decide to only have a crisis on a 9-to-5, Monday-through-Friday schedule”. The UDP is working with REACH to secure a part time position for the weekends so we can provide support to our homeless community 7-days a week to help people stabilize. The goal is to have a position filled by the end of the year.

Census

The tent numbers are down from last month due to several fires in the encampments.

LOCATION	Pasadena	I-5 @ 45 th	I-5 @ 50 th	University Playground	The Ave	Other	TOTAL Tents
January	26	11	17	1	0	0	55
February	25	16	13	5	0	0	59
March	25	11	19	0	0	0	55
April	20	4	13	0	0	0	41
May	20	4	14	0	0	0	38
June	25	2	15	1	0	0	43
July	30	13	7	0	0	0	50
August	25	9	5	0	0	0	39
September	22	13	6	0	0	0	41

October	13	14	9	0	0	0	36
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UDP goes out with REACH once a month to count people experiencing homelessness in the U District. When counting tents, it's not always easy to see inside. As with other homeless counting efforts, UDP used a projected formula to calculate the average number of people associated with a given tent: 1.5 people per tent. If UDP receives information directly from an encampment about the number of people residing there, the numbers are adjusted.

MARKETING & COMMUNICATIONS

U District Marketing Roundtable

The U District Marketing Roundtable relaunched this fall with meetings in September and November. The group will continue to meet every two months with both virtual and in-person gatherings. UDP shared updates on U District event attendance over the past year and a round robin from attendees highlighted upcoming events in the neighborhood this Fall/Winter. This network of marketing and neighborhood stakeholders aims to build a stronger relationship across organizations and among community members who are frequently sharing news and hosting events in the U District.

Welcome Johana Canales

The U District Partnership was pleased to welcome Johana Canales to the team in September as the new Marketing & Events Specialist. This role reports to Polly Yokokawa, Marketing & Communications Manager, and will support capacity building for event production and general marketing alike. Johana has already made a great start diving into social media and content creation that supports promoting U District highlights and hidden gems, in addition to supporting event coordination in her first week at the U District \$4 Food Walk.

EVENTS

Spring 2023 Event Planning

Spring event coordination is underway with the UDP team holding planning sessions for the U District Cherry Blossom Festival, Seattle Boba Fest, and the 52nd U District Street Fair.

Registration for all three events will open this winter. **The deadline for local businesses to apply to participate will be Friday, February 3, 2023.**

- **U District Cherry Blossom Festival:** Dates TBD, dependent on bloom
Participating businesses will sign up to be included in promotional materials and will offer cherry or blossom-themed food, beverages, or retail specials.
- **Seattle Boba Fest:** Saturday, April 29, 2023

The U District is the heart of Seattle's bubble tea scene, with over 20 (and counting) bubble tea shops in the neighborhood. In celebration of National Bubble Tea Day (technically April 30), participating businesses will feature special flavor combinations for boba-lovers and the boba-curious.

- **U District Street Fair:** Saturday, May 20 - Sunday, May 21, 2022

The 52nd U District Street Fair will return next year with artists and craft makers, while featuring what makes the U District neighborhood so unique; our enduring community.

U District Food Walk returned on Saturday, October 1

The U District \$4 Food Walk and Street Party returned on Saturday, October 1 with great fanfare and attendance! This event launched in 2021 combined with the Station Opening Festival and brought an astounding one-day attendance of 50,000 people. While UDP is still calculating the turnout, it's likely the event saw a slightly smaller turnout in 2022. Highlights include:

- Nearly 60 participating restaurants and businesses, with \$4 bites across the U District between 11 a.m. - 6 p.m.
- The new street party component featured a breakdancing finals competition and an after hours menu of \$4 drink specials between 6 p.m. - 10 p.m.
- Enhanced site layout with closed blocks on the Ave between NE 42nd and NE 45th
- Xfinity Main Stage featured exciting performances from Battlestar Kalakala, Shpilakis, Neon Brass Party, DJ Harmony Soleil of C89.5, Seattle Breaking League Finals, and DJ Ace Chico. Additionally, the Outdoors on the Ave group hosted performances by Waxer and Reposado outside of Bulldog News.

Sponsors: Thank you to the event sponsors and partners: Xfinity, University of Washington, PEMCO Insurance American Campus Communities, KUOW, The Stranger, C89.5, and City of Seattle Office of Economic Development.

Advertising: As expected, advertising included poster distribution around Seattle, at local U District businesses, and on the University of Washington campus. Additionally, radio spots, digital and print ads were placed on C89.5, The Stranger, KUOW, The Daily UW, and Seattle Times. Social media ads promoted posts on Facebook and Instagram. The event was also advertised in the Campus Map produced by The Daily UW for the start of the school year. Businesses also helped spread the word using assets from the Food Walk Social Media Toolkit.

Publicity: Local media outlets and partners helped build excitement by including the event in their top picks for the weekend!

- Seattle Times: [What to do in Seattle this week: Great Pumpkin Beer Festival, fall cooking](#)
- Secret Seattle: [The U-District Food Walk And Street Party Returns This Weekend](#)
- Secret Seattle: [50 Fantastic And Frightful Things To Do In Seattle This October](#)
- Yakima Herald: [15 things to do in the Seattle area this weekend](#)
- The Stranger: [SLOG PM](#)
- The Ticket: [Top Pick of the Week](#)
- Seattle Met: [Things to do in Seattle this Week](#)
- Dawg Daze: [Homepage](#)

University District Summer Movies by the Bay

Presented in partnership with Scarecrow Video, with additional support from Agua Verde Cafe and BECU, the U District Summer Movies by the Bay series attracted over 1000 attendees over three weekends. Local musicians greeted attendees starting at 7pm, playing until dusk when the movies began.

(udistrictseattle.com/summermovies)

Movie Lineup

- 08/05 - Surf's Up
- 08/12 - Whale Rider
- 08/19 - Moana
- 08/26 - *Dolphin Tale* - the final movie in the series was canceled due to rain. Scarecrow Video hosted a separate screening of the movie at a later date.



The Summer Movies by the Bay poster design was created by [Sarah Robbins](#), with an illustration of the view from the Fritz Hedges Waterway Park, along with an outdoor movie screen, paddleboards, kayaks, and the iconic yellow chairs from the park itself.