



A VISION FOR
CAPITOL HILL'S
ECONOMIC DIRECTION



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APPENDICES

2015 Work Plan
Strategy Summary

CAPITOL HILL 2020

Capitol Hill 2020 is an economic direction for Capitol Hill as the neighborhood experiences tremendous growth and opportunity. The plan on the following pages seeks to preserve the neighborhood's progressive nature as it makes bold moves toward the future.

4 CORE VALUES

Embrace changes without losing the vibe:

Convene

Advocate on behalf of Capitol Hill for a healthy and robust neighborhood.

Equity

Retain and support a strong and diverse community with opportunity for all.

Community

Leverage and support the assets of Capitol Hill's unique culture to encourage and inspire the exchange of ideas and progress.

Prosperity

Sustain and grow Capitol Hill's social and economic vibrancy as a unique Seattle urban neighborhood.

4 BOLD MOVES

Take immediate steps toward neighborhood sustainability:

Evolve the Chamber

Grow the chamber into a larger representative neighborhood business leadership organization to guide progress.

Clean & Safe District

Increase and expand cleaning and safety services throughout the Hill.

Prepare for Growth

Support the Hill through imminent and necessary changes to the neighborhood while protecting and preserving our unique cultural assets.

Vital & Active Retail

Balance nighttime and daytime neighborhood vitality.

Nightlife – Ensure that Capitol Hill's vibrant nightlife scene is safe and healthy for patrons and workers alike.

Retail/Office – Recruit and retain retail and offices to make daytime on the Hill as active as the nighttime.

Events – Work with major event producers to manage neighborhood impacts for everyone's benefit.

Arts – Preserve and promote the arts culture for patrons and artists.

5 STRATEGIC INITIATIVES

Organization

Neighborhood stakeholders collaborate toward a common vision.

Clean & Safe

Clean, safe, and welcoming neighborhood for all.

Physical Environment

Attractive, inviting, and easily accessible environment.

Economic Development

Prosperity through collaboration, assistance, and community support.

Promotion

Positive, consistent district image enhances neighborhood identity.

“Capitol Hill is growing and changing at a rapid rate. It is critical we have a plan designed by the people who live and work here to help manage, respond, and adapt to this growth.”

– Jill Cronauer, Hunters Capital & Co-Chair, Capitol Hill Chamber of Commerce



"The goal is to preserve the progressive, gritty, weird, and unique buildings and culture of the neighborhood"

– David Meinert, owner, Lost Lake, Big Mario's, Comet Tavern, and Onto Entertainment

CORE VALUES

EMBRACE CHANGES WITHOUT LOSING THE VIBE

Convene

Advocate on behalf of Capitol Hill for a healthy and robust neighborhood. Capitol Hill embodies many citywide issues regarding mixed land uses, crime prevention density, affordability, and neighborhood character. Community conversations are lively when our community comes together. Capitol Hill needs a neighborhood voice engaged in the current issues that is action-oriented and establishes a collaborative environment to work with the City, and other partners on issues.

Equity

Support a strong and diverse community with access to opportunity for all. Leverage our collective resources and engage partners to preserve and expand housing options for all family sizes and incomes, and to discourage displacement of viable small businesses that serve community needs. Our diverse community shares their culture, views, and experience with each other without threat and shapes policies and investments that impact their neighborhood.

Community

Leverage and support the assets of Capitol Hill's unique culture to encourage exchange of ideas and stabilize communities. Many have strong feelings about Capitol Hill's neighborhood character, and in the face of so much change, preserving this character is challenging. Ensure neighborhood harmony by coordinating events, investments, and opportunities with neighborhood interests. Debate is welcome, but all voices are heard.

Prosperity

Sustain and grow Capitol Hill's social and economic vibrancy as a unique Seattle urban neighborhood with shared prosperity. Capitol Hill has a lively and positive reputation, but opportunities exist to tell this story more effectively. Maintain a positive culture within the neighborhood and a positive perception on challenging issues such as accessibility, parking, nightlife activity, family friendliness, LGBTQ friendliness, and affordability.

“Capitol Hill is one of the most exciting neighborhoods in Seattle and the place I call home. There are great challenges and great opportunities in such a dynamic neighborhood and the key to addressing both is to engage the community itself. The Capitol Hill 2020 plan does just that by bringing together a diverse group of community members and stakeholders to establish a vision for the neighborhood’s future.”

– Ed Murray, Mayor of Seattle



BOLD MOVES

TAKE IMMEDIATE STEPS TOWARD NEIGHBORHOOD SUSTAINABILITY

Evolve the Chamber

Grow the Chamber into a larger representative neighborhood business leadership organization to guide progress. The organization will take a leadership role in citywide issues that are exemplified on Capitol Hill, such as office space, cultural displacement because of loss of affordability, changing demographics and gentrification, creating appropriately sized spaces for small businesses, and incentives to support desirable uses and tenants. The Chamber of Commerce will lead this move and gain broad community endorsement of an effective neighborhood leadership organization by keeping diverse interests engaged.

Clean and Safe District

Increase and expand cleaning and safety services throughout the Hill. The current Broadway BIA's clean and safe program only serves Broadway. Pike-Pine and other areas have significant waste management and safety issues as well. Clean and safe services are sporadic and uncoordinated outside of the current BIA. Broad neighborhood challenges include waste management, graffiti, litter, safety issues for workers and patrons bullying, and so forth. Consistency in cleaning, policing, human services, and policy is necessary. Public spaces must be cleaner and safer to function effectively in this dynamic and dense neighborhood.

Prepare for Growth

Support the Hill through imminent and necessary changes to the neighborhood while protecting and preserving our unique cultural assets. Capitol Hill is the densest neighborhood north of San Francisco, with many "downtown" issues yet without many of downtown's resources or near its level of coordination. Capitol Hill currently lacks adequate neighborhood capacity to coordinate and communicate the multitude of happenings occurring in the neighborhood's physical environment. A community-wide understanding of current needs for goods, services, and housing will support appropriate economic expansion within the neighborhood.

Vital & Active Retail

Balance nighttime and daytime neighborhood vitality as well as major regional events in Capitol Hill that draw thousands of people, but often appear quite separate from the neighborhood and its identity. Coordinate and develop programs that serve new and existing businesses in Capitol Hill targeted at increasing access to the neighborhood for all.

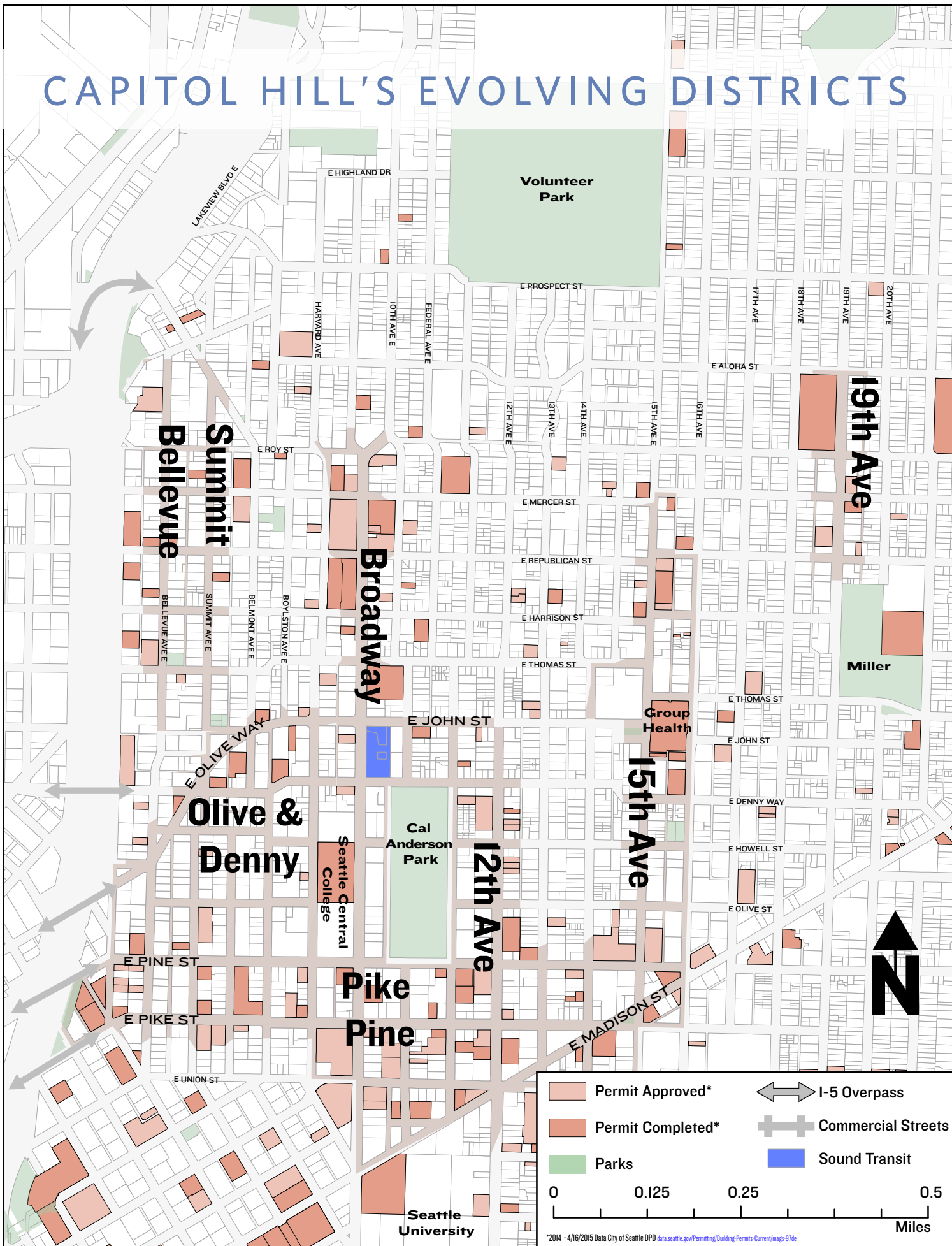
Nightlife - Ensure that Capitol Hill's vibrant nightlife scene is safe and healthy for patrons and workers alike. Despite its lively nightlife scene, Capitol Hill currently lacks adequate capacity to coordinate strategic efforts to promote economic development and protect affordability.

Retail/Office - Recruit and retain retail and offices to make daytime on the Hill as active as the nighttime. Advocate for business expansion through increased office uses and an array of retailers to help balance Capitol Hill as an active 24-hour neighborhood.

Events - Work with major event producers to manage neighborhood impacts for everyone's benefit. Showcase positive activities in Capitol Hill's public spaces, including both small gatherings and signature events (like Capitol Hill Block Party and Pride Festival). Capitol Hill's range of events, of local and regional scope, have a myriad positive and negative impacts on neighborhood businesses and residents, both during and after the events themselves. These challenges distract from other economic development activities and create challenges for the City and neighborhood.

Arts - Preserve and protect the arts culture for patrons and artists. Capitol Hill is home to the densest arts neighborhood in Washington. As the neighborhood experiences rapid change, existing arts organizations are under real threat of being displaced by rising rents and redevelopment. Capitol Hill is increasingly perceived as being in danger of losing its soul.

CAPITOL HILL'S EVOLVING DISTRICTS



*2014 - 4/16/2015 Data City of Seattle DPD data.seattle.gov/Permitting/Building-Permits-Current/wags-976

STRATEGIC INITIATIVES

ORGANIZATION

STRATEGY

Neighborhood stakeholders collaborate toward a common vision.

PRIORITIES

1. Sustainable leadership organization
2. Engage the diverse interests of Capitol Hill

COMMUNITY-LED ACTIONS

Build the capacity of the Chamber to lead the execution of these recommendations on behalf of the neighborhood commercial district.

- Increased and ongoing communication with diverse Capitol Hill organizations.
- Expand the Business Improvement Area to increase service for a greater Capitol Hill and provide sustainable funding.
- Advocate on behalf of neighborhood commercial districts for public safety and land use.

CITY-LED ACTION

Empower the Chamber to convene the community for pressing issues facing the neighborhood.

- Partner on expansion of the Business Improvement Area to increase service and provide sustainable funding.
- Identify a funding solution for the Broadway streetcar extension.

STRATEGIC INITIATIVES

CLEAN & SAFE

STRATEGY

Clean, safe, and welcoming neighborhood for all.

PRIORITIES

1. Waste management
2. Safe and active public spaces
3. Crime and street civility
4. Bring attention to the scale of Capitol Hill's clean and safe issues

COMMUNITY-LED ACTIONS

Coordinate services & initiatives available to neighborhoods.

- Implement optimal cleaning zones through expanded Business Improvement Area.
- Explore an Ambassador Program (cleaning, concierge, social service support).
- Program activities in Cal Anderson Park.
- Ensure safe passages throughout the neighborhood, especially in night-time hours.
- Coordinate with major landholders on public safety efforts.
- Activate vacant storefronts.

CITY-LED ACTION

Recognize that Capitol Hill's density & nightlife culture brings clean and safe issues that are larger than a typical neighborhood.

- Use CPTED principles to improve public spaces (tree trimming, lighting, etc).
- Implement waste management best practices (dumpsters, clear alley program, etc).
- Explore staggered bar hours.
- Continue SPD engagement and increased patrols during peak hours.

PHYSICAL ENVIRONMENT

STRATEGY

Physical environment is attractive, inviting, and easily accessible.

PRIORITIES

1. Improve multi-modal connections
2. Retain the vibe as Capitol Hill evolves
3. Influence development

COMMUNITY-LED ACTIONS

Be first on the scene and the ultimate collection point of all issues related to the physical environment.

- Develop a proposal for a street closure pilot in Pike-Pine to address waste management, safety and weekend traffic.
- Establish an influential review committee for future physical changes.
- Continue to stay involved with Sound Transit site through the Capitol Hill Champion.

CITY-LED ACTION

Address growth and density with effective department coordination & Density.

- Coordinate vast numbers of construction projects.
- Improve Pike and Pine and Denny Way Street overpasses to create better connections to Downtown and South Lake Union.
- Keep local parking revenue in the neighborhood.
- Establish a “development guide” that reflects desired character.
- Improve or maintain public right-of-way infrastructure (sidewalks, tree pits).

BUSINESS DEVELOPMENT

STRATEGY

Prosperity through collaboration and community support.

PRIORITIES

1. Support neighborhood retail and new retail models
2. Balance day and night economy
3. Mitigate construction impacts

COMMUNITY-LED ACTIONS

Continue to respond to and advocate for business needs.

- Increase engagement of Community Council in support of neighborhood economic development priorities.
- Develop and deploy resources to attract new businesses and help retain and grow businesses.
- Promote Capitol Hill as a transportation hub that brings customers.
- Capitalize on major events to support businesses.

CITY-LED ACTION

Minimize disruption to the business potential in Capitol Hill during growth.

- Mitigate construction disruption to businesses.
- Identify tools to incentivize the following activities:
 - » Ground floor spaces that attract homegrown and early stage retail businesses.
 - » Development that attracts an increased variety of commercial tenants; e.g. office, hotel, retail.

MARKETING & PROMOTION

STRATEGY

Positive, consistent district image enhances neighborhood identity.

PRIORITIES

1. Maintain neighborhood character
2. Event coordination and connection to district

COMMUNITY-LED ACTIONS

Clear messaging and strong avenues of information.

- Establish event coordination program.
- Convene nightlife operators to address behavior of weekend patrons.
- Establish clear communication channels with regard to culture, messaging, promotions, and coordinated marketing.
- Use events of all sizes to activate public space and promote Capitol Hill as a year-round destination.

CITY-LED ACTION

Ensure events of varying scale are executed with a benefit to the community.

- Ensure events are safe.
- Reinforce importance of unique, large-scale events to the well-being of the commercial district.
- Balance large-scale events with other programs that support smaller, neighborhood-scale events.

CAPITOL HILL 2020: ACTION SUMMARY

STRATEGY	ORGANIZATION <i>NEIGHBORHOOD STAKEHOLDERS COLLABORATE TOWARD A COMMON VISION.</i>	CLEAN & SAFE <i>CLEAN, SAFE, AND WELCOMING NEIGHBORHOOD FOR ALL.</i>	PHYSICAL ENVIRONMENT <i>PHYSICAL ENVIRONMENT IS ATTRACTIVE, INVITING, AND EASILY ACCESSIBLE.</i>	BUSINESS DEVELOPMENT <i>PROSPERITY THROUGH COLLABORATION AND COMMUNITY SUPPORT.</i>	MARKETING & PROMOTION <i>POSITIVE, CONSISTENT DISTRICT IMAGE ENHANCES NEIGHBORHOOD IDENTITY.</i>
PRIORITIES	<ul style="list-style-type: none"> ✓ Sustainable leadership organization ✓ Engage the diverse interests of Capitol Hill 	<ul style="list-style-type: none"> ✓ Waste management ✓ Safe and active public spaces ✓ Crime and street civility ✓ Bring attention to the scale of Capitol Hill's clean and safe issues 	<ul style="list-style-type: none"> ✓ Improve multi-modal connections ✓ Retain the vibe as Capitol Hill evolves ✓ Influence development 	<ul style="list-style-type: none"> ✓ Support neighborhood retail and new retail models ✓ Balance day & night economy ✓ Mitigate construction impacts 	<ul style="list-style-type: none"> ✓ Maintain neighborhood character ✓ Event coordination and connection to district
COMMUNITY-LED ACTIONS	<p>Build the capacity of the chamber to lead the execution of these recommendations on behalf of the whole neighborhood commercial district</p> <p>Increased and ongoing communication with diverse Capitol Hill organizations. Expand the Business Improvement Area to increase service for a greater Capitol Hill and provide sustainable funding. Advocate on behalf of neighborhood commercial districts for public safety and land use.</p>	<p>Coordinate services & initiatives available to neighborhoods.</p> <p>Implement optimal cleaning zones through expanded BIA. Explore an Ambassador Program (cleaning, concierge, social service support). Program activities in Cal Anderson Park. Ensure safe passages throughout the neighborhood, especially in nighttime hours. Coordinate with major landholders on public safety efforts. Activate vacant storefronts.</p>	<p>Be first on the scene and the ultimate collection point of all issues related to the physical environment.</p> <p>Develop a proposal for a street closure pilot in Pike-Pine to address waste management, safety & weekend traffic. Establish influential review committee for future physical changes. Continue to stay involved with the Sound Transit site through Capitol Hill Champion.</p>	<p>Continue to respond to and advocate for business needs.</p> <p>Increase engagement of the Community Council in support of neighborhood economic development priorities. Develop and deploy resources to attract new businesses and help retain and grow businesses. Promote Capitol Hill as a transportation hub that brings customers. Capitalize on major events to support businesses.</p>	<p>Clear messaging and strong avenues of information.</p> <p>Establish event coordination program. Convene nightlife operators to address behavior of weekend patrons. Establish clear communication channels with regard to culture, messaging, promotions and coordinated marketing. Use events of all sizes to activate public space and promote Capitol Hill as a year-round destination.</p>
CITY-LED ACTIONS	<p>Empower the Chamber to convene the community for pressing issues facing the neighborhood.</p> <p>Partner on expansion of the BIA to increase service and provide sustainable funding. Identify a funding solution for the Broadway streetcar extension.</p>	<p>Recognize that Capitol Hill's density and nightlife culture brings clean and safe issues that are larger than a typical neighborhood.</p> <p>Use CPTED principles to improve public spaces (tree trimming, lighting, etc.). Implement waste management best practices (dumpsters, clear alley program, etc.). Explore staggered bar hours. Continue SPD engagement and increased patrols during peak hours.</p>	<p>Address growth and density with effective department coordination and density.</p> <p>Coordinate vast number of construction projects. Improve Pike and Pine street overpasses to create better connections to Downtown and South Lake Union. Keep local parking revenue in the neighborhood. Establish "development guide" that reflects desired character. Improve or maintain public right-of-way infrastructure (sidewalks, tree pits).</p>	<p>Minimize disruption to the business potential in Capitol Hill during growth.</p> <p>Mitigate construction disruption to businesses. Identify tools to incentivize the following activities:</p> <ul style="list-style-type: none"> • Ground floor spaces that attract home grown and early stage retail businesses. • Development that attracts an increased variety of commercial tenants; e.g., office, hotel, retail. 	<p>Ensure events of varying scale are executed with a benefit to the community.</p> <p>Ensure events are safe. Reinforce importance of unique large-scale events to the well-being of the commercial district. Balance large-scale events with other programs that support smaller, neighborhood-scale events.</p>

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