August 2003

The Ave is Back.

CELEBRATING ONGOING REVITALIZATION OF THE AVE

The Ave has a whole new look, but this transformation is just the beginning. More improvements for the U-District are in store for business, residents, students and visitors.

"By bringing back the Ave, we are ensuring that this community will once again be a major Seattle destination."
– Seattle Mayor Greg Nickels

"This project is dazzling proof of the power of neighborhood planning and what can be done when a united community and the City work together. This is a dramatic step into the Ave's exciting future."
– Patty Whisler, Coordinator of the Ave Group

City of Seattle
Gregory J. Nickels, Mayor

We Heard You and Here's What We've Done:

We completed The Ave Project — a neighborhood plan priority — $8 million in street and sidewalk improvements, completed on-time and under budget.

- Added new amenities including benches, trees and kiosks.
- Improved the pedestrian environment with wider sidewalks that encourage more on-street activities.
- Increased public safety with new lighting.
- Constructed new below-ground infrastructure to ensure better electrical, water and drainage service.
- Developed more efficient, easier-to-use transit service.

We encouraged new development.

- Passed legislation to bring more UW faculty, staff and students into offices above shops on the Ave.

We made the U-District neighborhood a quieter place.

- Acted on neighborhood input by passing a noise ordinance to help police enforce noise violations.

We increased public safety.

- Added 5,000 more police hours for the Ave, made possible by financial contributions from Safeco, University Bookstore, University Tower Hotel, University of Washington and Wells Fargo.

We found new ways to help homeless youth.

- Installed Giving Meters to generate funds for homeless youth in the community.

We reduced parking hassles.

- Ave Merchants launched a customer parking token program with validation available from participating merchants at seven parking lots with "Shoppers Park" signs.

"I am amazed at the Ave's transformation. We've been in business for 50 years and I've never seen it look so welcoming."
— Toshimo Shiga, Shiga's One World Shop

"I am already seeing the benefits of the improved Ave. Businesses have a sense of anticipation about all of the good things to come and more people want to shop here."
— Teresa Lord Hugel, U-District Chamber Executive Director

What You'll See Soon:

More streetscape improvements—new storefront facades designed by UW architectural students.

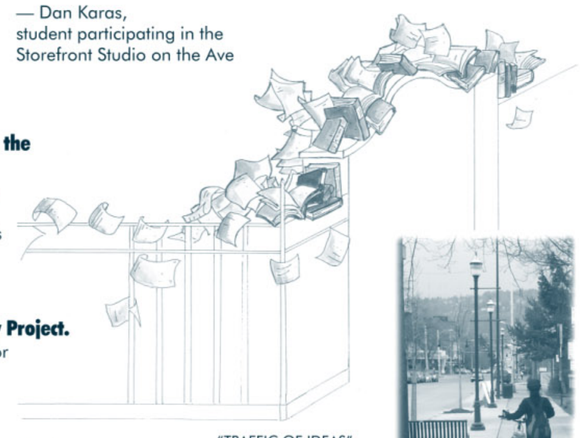
"I've enjoyed working with businesses on the Ave. It's exciting to know I'm helping to make the Ave an attractive destination for students, visitors and other Seattle residents."

— Dan Karas, student participating in the Storefront Studio on the Ave

New art banners highlighting the unique character of the Ave.
Through an Office of Economic Development Neighborhood Business District grant, residents can soon demonstrate their neighborhood pride.

NE Campus Parkway Gateway Project.
New community public space for neighborhood gatherings.

Public art installation.
"Traffic of Ideas," a row of bronze books, will cover the new Gateway at the University Heights Community Center.



"TRAFFIC OF IDEAS"
Brian Goggin, Artist

Still More:

Business assistance.

- Targeted technical assistance and loans for small business development to help local businesses.

More green space.

- $1 million Pro-Parks Levy for new park space in the University District.

Better housing.

- More housing incentives to encourage mixed-income, mixed-use housing developments.

Easier parking.

- New technology to increase parking options.

Want to find out more about the revitalization of the Ave and the University District?
Visit the Mayor's website at http://www.cityofseattle.net/mayor/issues/ave/