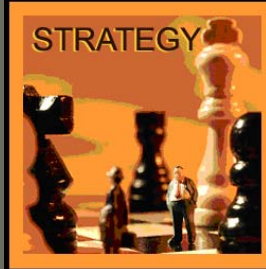
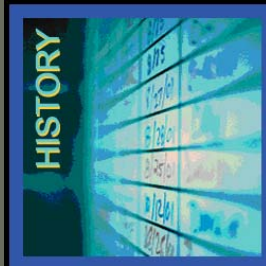


2007 National
Main Streets
Conference
Seattle

Revitalizing the Ave:

Working Together to
Revitalize the
University District



Introductions



Patty Whisler
The Ave Group

John Owen
Makers Architects



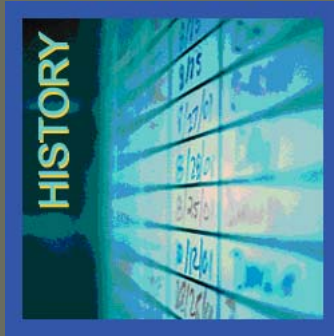
Nancy Yamamoto
City of Seattle



Theresa Doherty
University of Washington

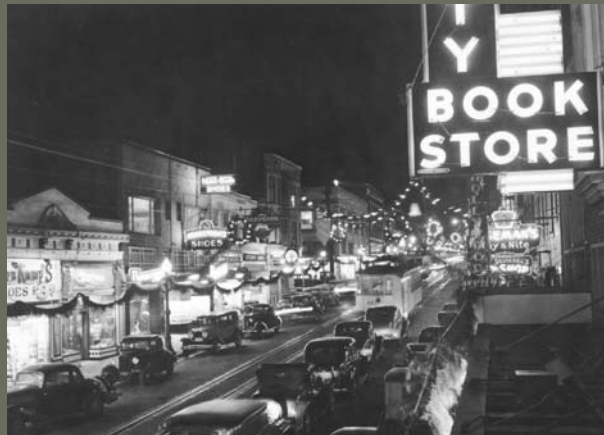


Teresa Lord Hugel
Greater University Chamber
of Commerce



A little history...

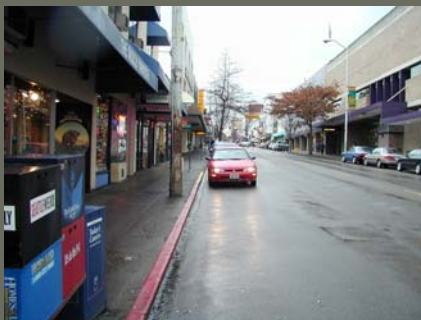
- Colorful past
- UW sets its character
- Gracious residential neighborhoods, many churches
- University Way biggest commercial area outside of downtown
- Historical tensions
- Impacts of the 60's





The Ugly 80's

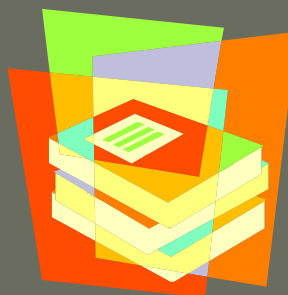
- Family shops replaced by franchises
- Franchises move out leaving high rents
- Buildings deteriorate
- Customers gone, population changes



Finally...a plan forms

- University of Washington steps in
- Ave Planning Group formed
- The Ave Report
- The Ave Plan developed with stakeholders

The Ave Plan

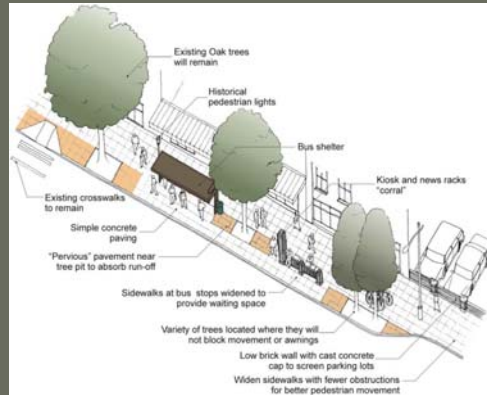




The Plan

Design elements

- "In-line" bus stations
- Design wins Vision 2020 award



The Plan...continued

Other design elements:

- Wider sidewalks
- Unique public street art
- Increased lighting



Required Infrastructure

- Upgrade aging electrical grid
- New water and sewer grid required
- Repaving street required excavating buried trolley tracks
- Increased pedestrian lighting



The Plan...continued

Other design elements



HISTORY

The Toll...9 Years to Implement

- Area continues to decline
- Groups of street-involved youth and homeless further deter customers
- Signs of urban blight increase
- Established Business Improvement Area in 1997



HISTORY

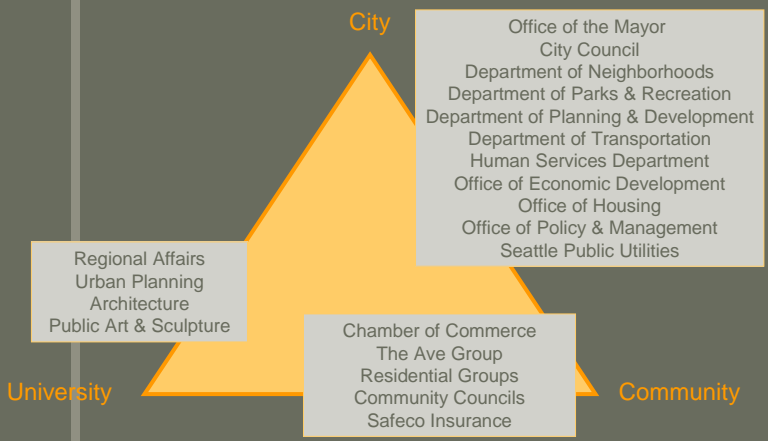
Victory

AVE PLAN
ACQUIRES
FUNDING





Assembling the Partners



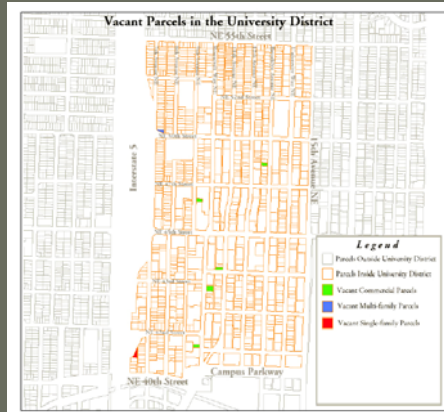


Creating Shared Understanding

Small Parcels, Legacy Owners, Few Vacant Parcels

→ Gathering data

- Identifying additional challenges



Create Shared Understanding

• Gathering data

→ Identifying additional challenges

- 17.7% Decline in Retail Sales from 1997 – 2002 (adjusted for inflation)
- 18.1% Decline in Services Sales from 1997 – 2002 (adjusted for inflation)
- 2002 Commercial Vacancy Rates 16.9%
- Over 50% of Residential Housing Serves Transient Population

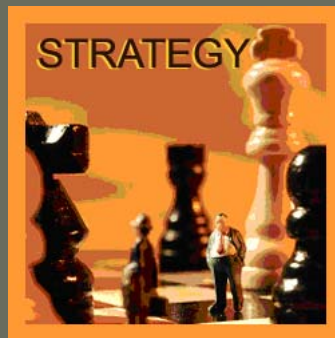


Create Shared Understanding

What Works...What Doesn't

- Gathering data
- Identifying additional challenges

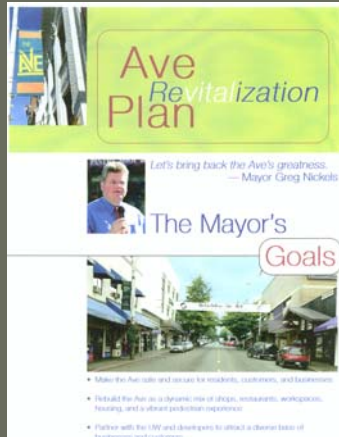
- Strengths
 - Urban center
 - Home to Seattle's largest employer – University of Washington
 - Major transit hub
- Weaknesses
 - Crime statistics high
 - Changes in competitive landscape
 - Need for stronger anchor tenant base





Action Plan...

- Support local retailers
- Increase housing choices
- Encourage private investment



Action Plan... the Ave Project

- Support local retailers
- Increase housing choices
- Encourage private investment





Action Plan... the Ave Project

- Support local retailers
 - Increase housing choices
 - Encourage private investment



Additional Investment

Giving Meters...Parking Meters

- Support local retailers
 - Increase housing choices
 - Encourage private investment





Additional Investment

Wi-Fi Project

- Support local retailers
- Increase housing choices
- Encourage private investment



Regulatory Action

- Support local retailers
- Increase housing choices
- Encourage private investment

Residential Parking Requirements

Multi-Family Tax Exemption





Action Plan... Leveraging Public Investment

Façade Improvement Program

- Support local retailers
- Increase housing choices
- Encourage private investment



before



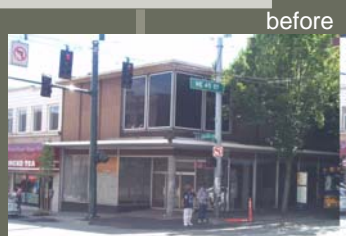
after



Action Plan... Leveraging Public Investment

Façade Improvement Program

- Support local retailers
- Increase housing choices
- Encourage private investment



before



after



intermediate



University Commitment

Removal of the UW Lease Lid Requirement

- Flexibility for Future UW Space Needs
- Partnerships for Public Safety
- Marketing Strategy
- Academic Collaborations



Additional Investment

Supplemental Police Project

- Flexibility for Future UW Space Needs
- Partnerships for Public Safety
- Marketing Strategy
- Academic Collaborations





Additional Investment

Re-Branding Project

- Flexibility for Future UW Space Needs
- Partnerships for Public Safety
- Marketing Strategy
- Academic Collaborations

Discover the Real



Additional Investment

University Heights Courtyard

- Flexibility for Future UW Space Needs
- Partnerships for Public Safety
- Marketing Strategy
- Academic Collaborations





Additional Investment

Campus Parkway Median

- Flexibility for Future UW Space Needs
 - Partnerships for Public Safety
 - Marketing Strategy
- Academic Collaborations



before



after



Additional Investment

Banner Project/Aerial Sculptures

- Flexibility for Future UW Space Needs
 - Partnerships for Public Safety
 - Marketing Strategy
- Academic Collaborations





Additional Investment

UW Purchases Safeco Properties





1% for the Arts

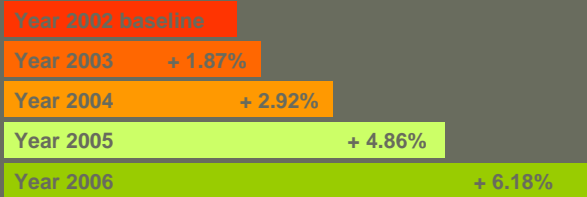
NE 50th Gateway Project



Where We Are Now

Statistics

- Retail Sales
- Retail Vacancy Rates
- New Development
- Business Shift





Where We Are Now

Statistics

- Retail Sales
- Retail Vacancy Rates
- New Development
- Business Shift

Year 2002 baseline	18%
Year 2003	16%
Year 2004	12%
Year 2005	8%
Year 2006	10%



Where We Are Now

Statistics – 40+ new development projects

- Retail Sales
- Retail Vacancy Rates
- New Development
- Business Shift

Residential
Infill Projects





Where We Are Now

Statistics – 40+ new development projects

Commercial Projects

- Retail Sales
- Retail Vacancy Rates
- New Development
- Business Shift



Where We Are Now

Statistics – 40+ new development projects

Multi-Use Projects

- Retail Sales
- Retail Vacancy Rates
- New Development
- Business Shift





Where We Are Now

Statistics

- Retail Sales
- Retail Vacancy Rates
- New Development
- Business Shift



Restaurant/nightlife businesses
Boutique/independent retail clothing
Healthier foods franchise restaurants



Where We Are Now

New Collaborations Formed

- Ecumenical Parish
- North of 45th Group
- U District Service Providers Alliance
- Historic Preservation Projects
- Friends of University Heights Community Center



Revitalizing the Ave:

Working Together to
Revitalize the
University District

Panel Discussion

Creating collaboration in a diverse environment

Rebuilding trusts and partnerships

The price of change