

udistrictseattle.org
THE U DISTRICT PARTNERSHIP

Welcome to the U DISTRICT

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THE U DISTRICT PARTNERSHIP

ASSOCIATION

xfinity rewards
Our thanks.
Your rewards.

Don Blakeney
*Executive Director,
U District Partnership*

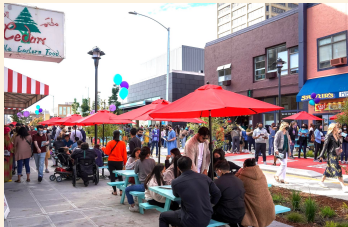
U DISTRICT

POWERED BY
THE U DISTRICT
PARTNERSHIP



U District Partnership

- **Place Management Organization**
- **Business Improvement Area**
- **501(c)3 Nonprofit**
- **Established 2015**
(Greater U District Chamber of Commerce 1914 - 2014)



UDP Programs

- Advocacy & Economic Development
- Placemaking & Public Realm
- Marketing & Events
- Cleaning & Safety
- Homeless Outreach



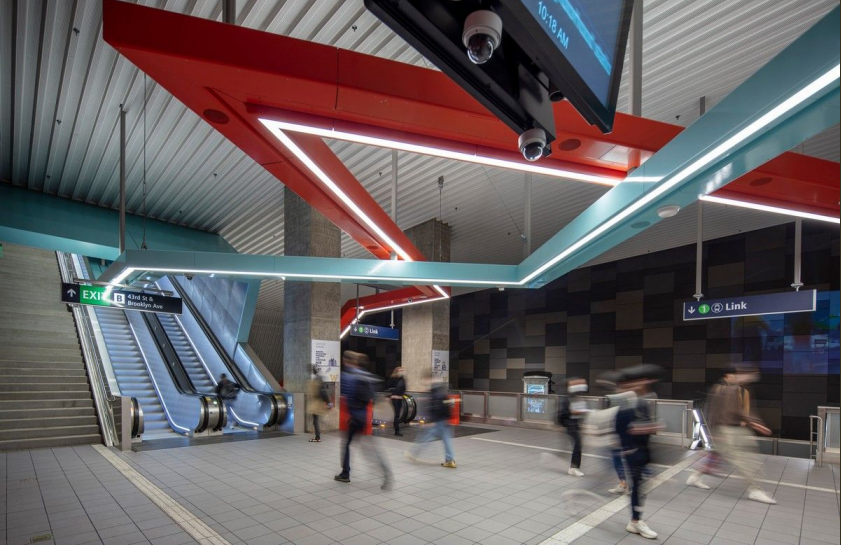
Context: U District Today

- **Fastest Growing Neighborhood in Seattle**
- **One of Seattle's Three "Downtowns"**
- **Cultural, Commercial and Residential Hub for North Seattle**



Context: U District Today

- **48,000 Students**
 - 10,000 UW Housing
 - 3,000 UW Greek Housing
 - 35,000 Off Campus
- **17,600 UW Staff**
- **8,500 UW Faculty**
- **36,000 Total U District Residents**
- **700 Total Hotel Rooms**

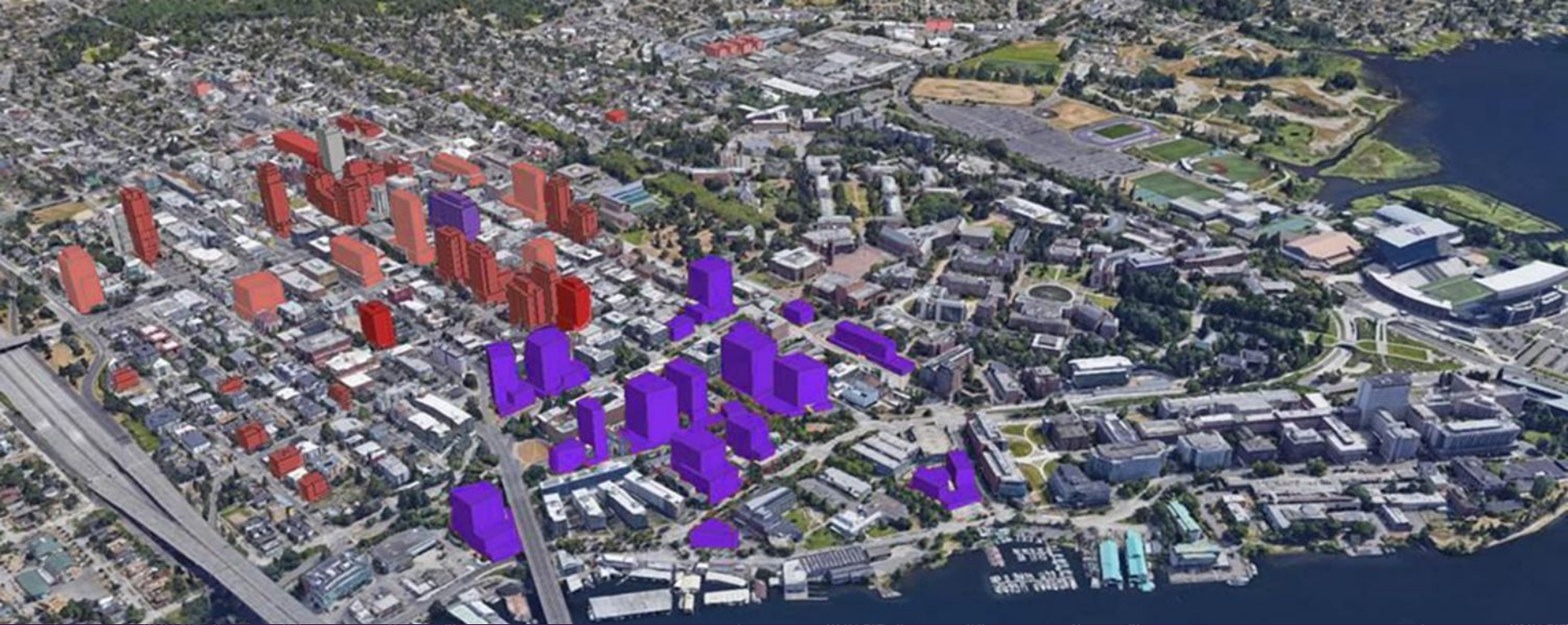


Momentum in the U District

- 2015 Expanded BIA Program
- 2017 U District Up-Zone
- 2019 UW Master Plan
- 2020 BIA Renewal
- 2020 New Waterfront Park
- 2021 UW Returns to Campus
- 2021 U District Station Open

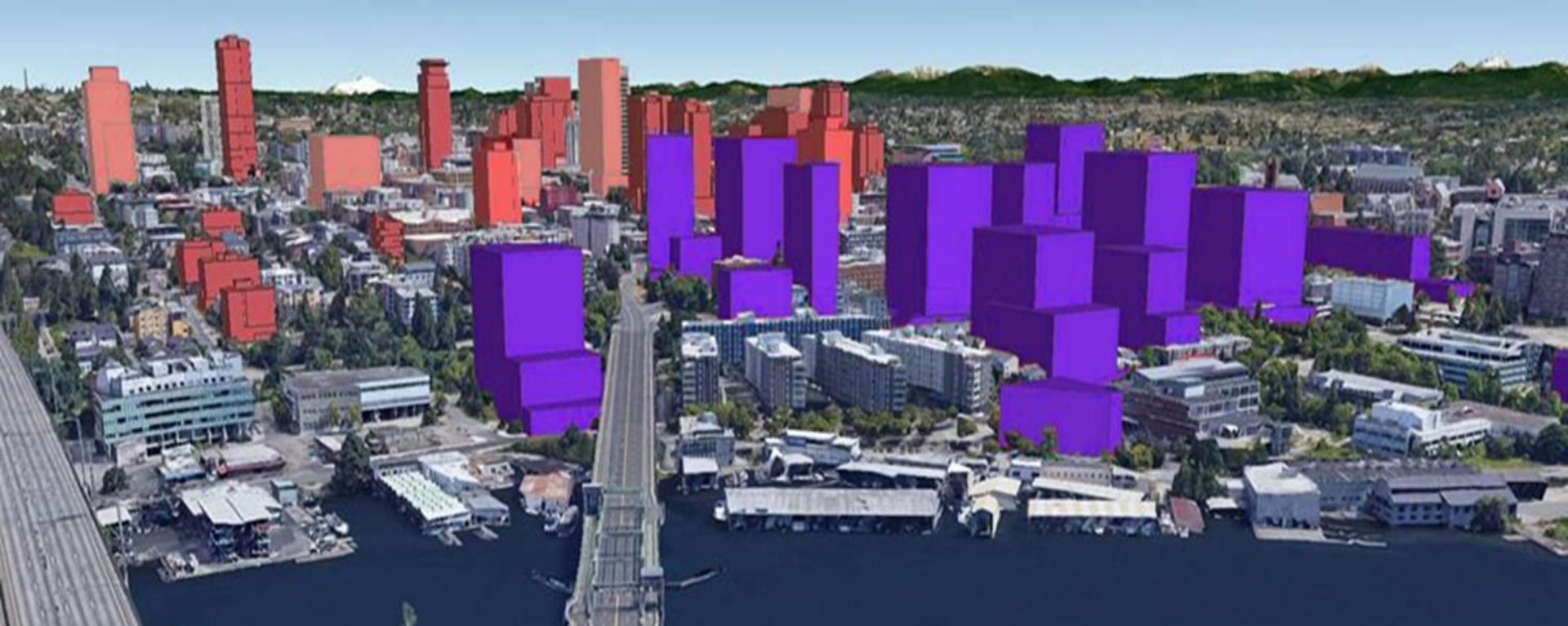


Unprecedented Investment



Red: Private Development - Mostly Housing

Purple: Future UW West Campus Redevelopment



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Purple: Future UW West Campus Redevelopment

Housing Developments Completed/Underway





Unprecedented Investment

- **20+ New Towers Proposed**
- **4.8M+ SF of Residential**
 - 4,200+ Total Units
 - 3,700+ Units Under Development
 - 7,000+ New Residents



Unprecedented Investment

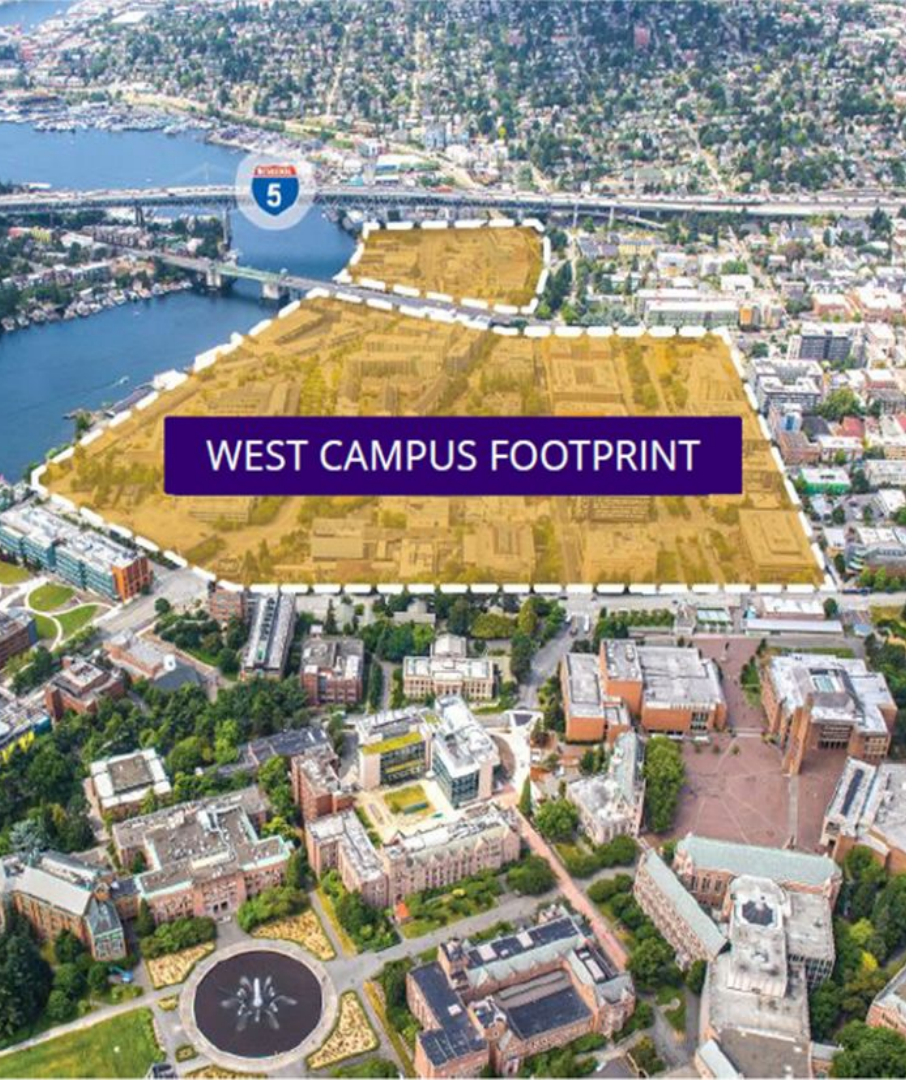
Commercial Development

- 1M+ SF of Office Space
- 100,000+SF of New Ground-Floor Retail

U District Light Rail Station

- 12,000 Daily Riders

UW Campus Expansion



WEST CAMPUS FOOTPRINT

UW West Campus Redevelopment

- **69 Acres of Potential Redevelopment**
- **19 Potential Sites**
- **3M New Gross SF**



UW Campus & U District: Growing Together

- **New Waterfront Park & Campus Open Space**
- **New Academic & Research Facilities**
- **New Public-Facing Ground-Floor Activation**
- **New Campus Green, Trailways and Green Streets Network**

Context of the U District in 2023

- U District Station open & UW back on campus
- Unprecedented public and private investment
- Chronic public safety issues
- Major demand on cleaning services
- Individuals suffering from behavioral health issues
- Uncertainty with COVID-19 & outlook of the economy
- Growing partnerships with UW programs/initiatives
- Strong partnerships with City Hall
- Renewed Capacity from BIA funding

Advocacy / External Resources

Recent Program Grants - \$382,000

\$200,000 - Office of Economic Development - Economic recovery

\$50,000 - Human Services Department - Outreach

\$50,000 - King County - Events

\$39,000 - Washington State Dept. of Commerce

\$27,000 - Seattle Public Utilities - Cleaning

\$17,000 - Rotary - Outdoor lighting, Pressure Washer



Recent Sponsorships/Partnerships - \$220,000

\$70,000+ - UW - Station ambassador & late night security

\$50,000+ - U District Partners including UHeights, KUOW, and Target

\$100,000 - Sponsors - Food Walk, Cherry Blossom Fest, Boba Fest, U District Street Fair

Advocacy / External Resources

Recent Recovery Grants - \$5,101,500

\$4,976,000 - Tenant Improvement Grants (Washington State Department of Commerce)

- *130+ small business grants in storefronts, facades, signage and infrastructure*

\$85,500 - Arts & Culture Programming Grants (City of Seattle Office of Arts and Culture)

- *13 arts organization grants to support activations and programming*

\$40,000 - Broken Windows Grant (City of Seattle Office of Economic Development)

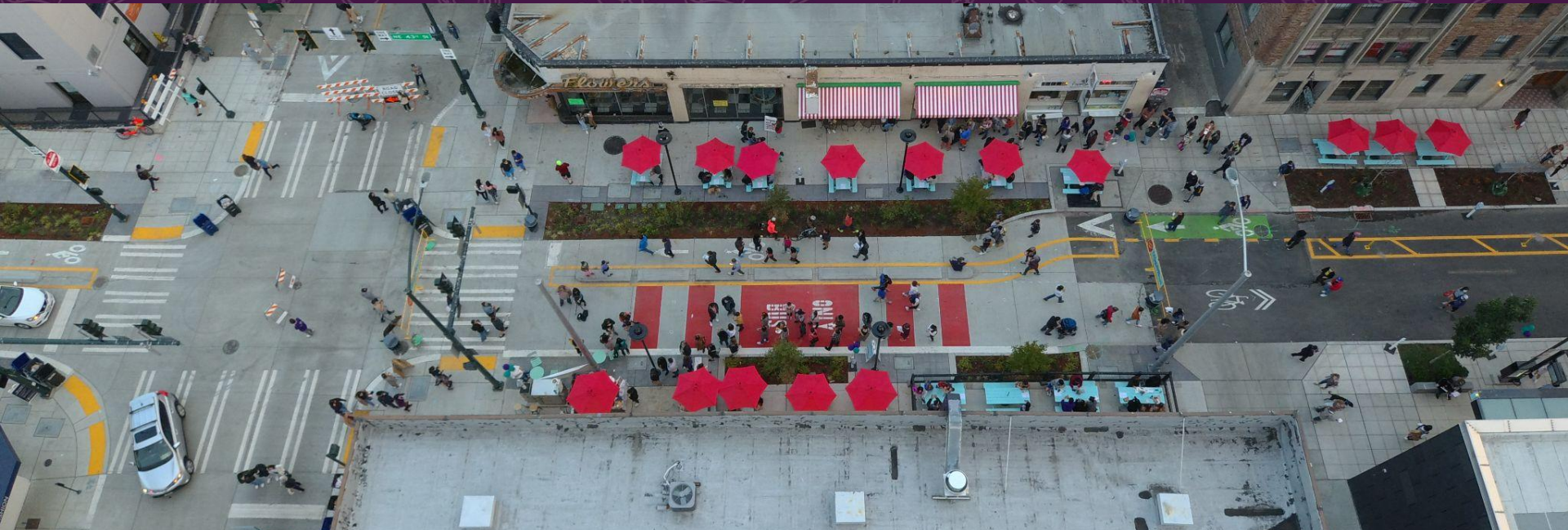
- *44 small businesses grants for storefront and window repair*



UDP Direct Support for Small Businesses

- **Coordinated PPE Distribution**
- **Offered Loan, Grant, and Tax Technical Assistance**
- **Convened Business Network Meetings**
- **Organized Marketing/Events including Gameday Deals, Gift Guides, 43rd St Junction, and Up Your Ave**
- **Launched UDistrictSeattle.com**
- **Facade Design Toolkit**
- ***Focused on Outdoor Dining***

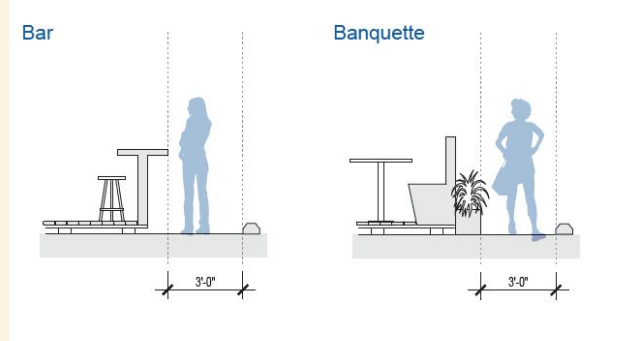
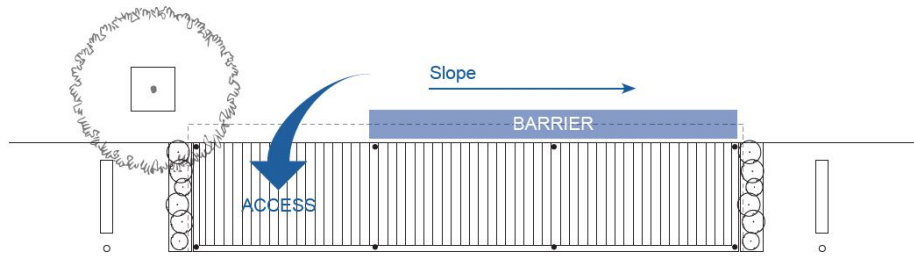
Launched NE 43rd Street Plaza



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Technical Assistance: Outdoor Dining



Ramping



Planters



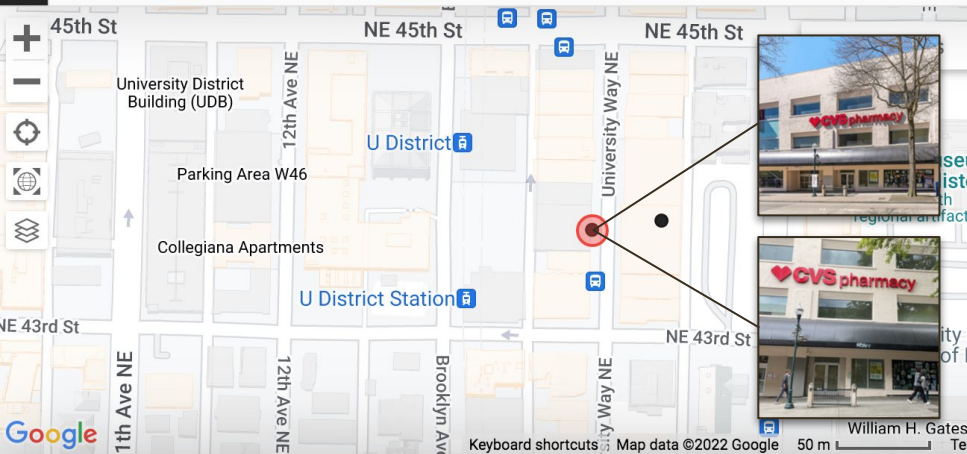
Detectable Step + Rail



Covered Structures



4313-4315 University Way NE

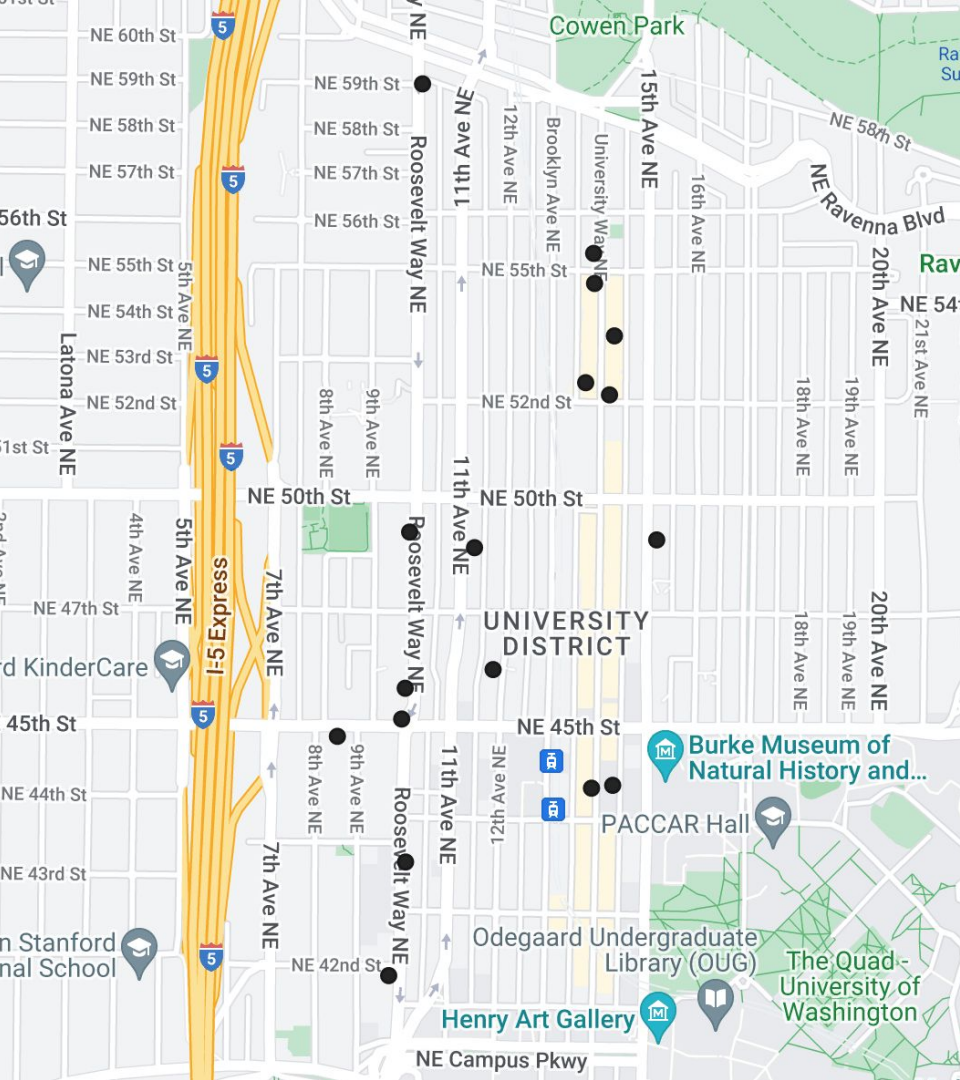


Address	4313-4315 University Way NE
Type	Ground Floor Retail
Size	7140
Rate	23
Pending Redevelopment	
Broker	Ananda Gellock
Broker Phone	2067073259
Broker Email	Ananda@metropolistgroup.com
Property Owner Name	Sade Eleanor

Tracking Ground-Floor Commercial Spaces

- Insights Including size, rate, broker and property owner information

- Strategic Approach To filling ground-floor spaces by building relationships with brokers and property owners



Tracking Ground-Floor Commercial Spaces

- 214 ground-floor spaces on the Ave
- 360 ground-floor spaces in BIA
- 20 available for lease
- 11 spaces off-line
- 11 appear vacant, but are occupied
- Average size is 1700 sqft
- Average rent is \$26 sqft/yr



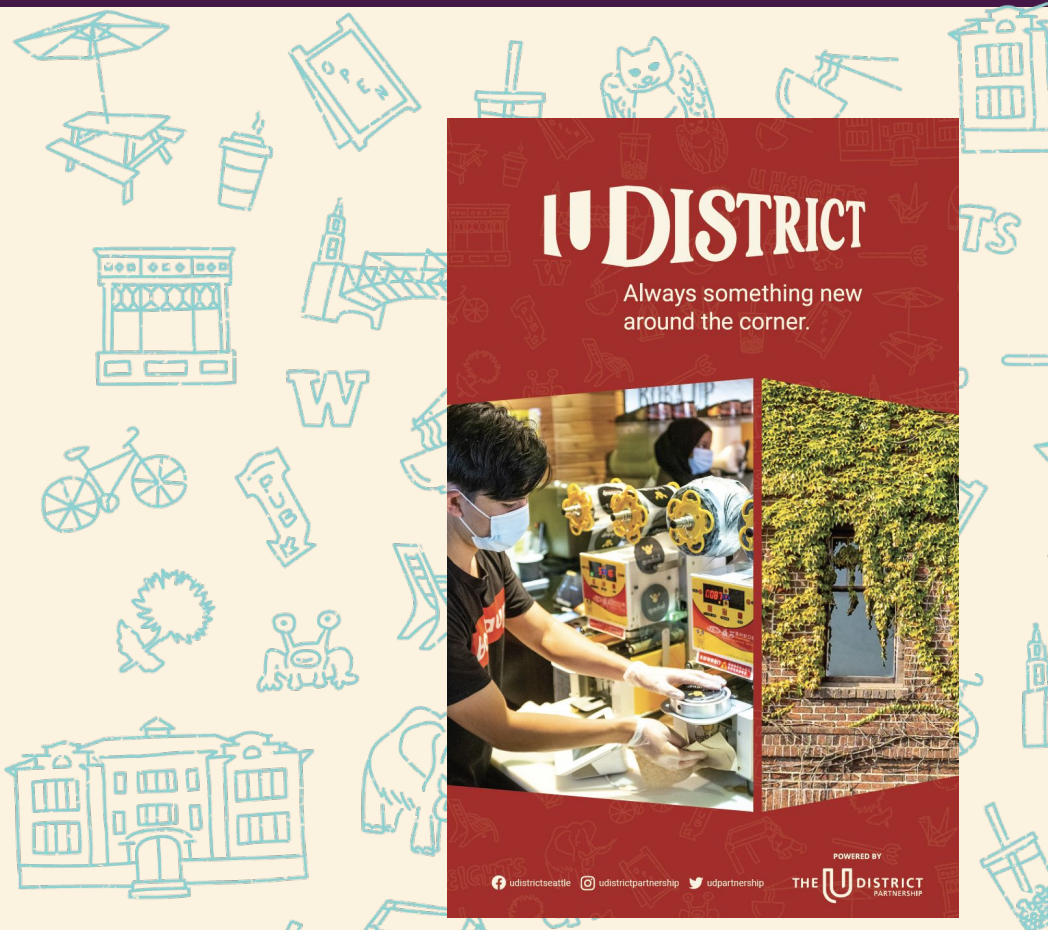
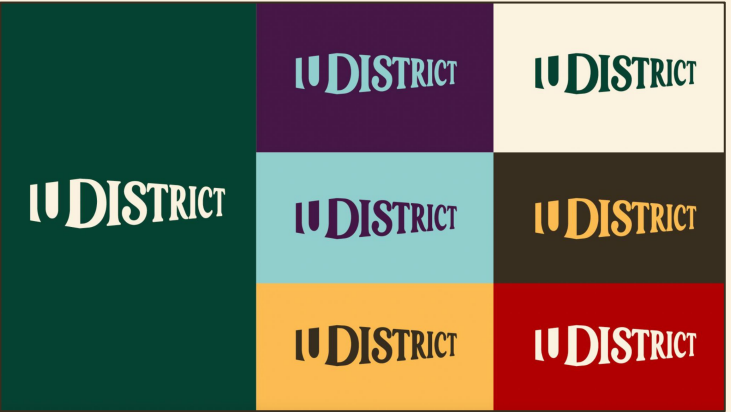
Year-Round Series of U District Events

- **Cherry Blossom Festival**
- **Boba Fest**
- **U District Street Fair**
- **Outdoor Summer Movies**
- **U District Food Walk**



U DISTRICT

Always something new
around the corner.





New Investments in Placemaking & Art

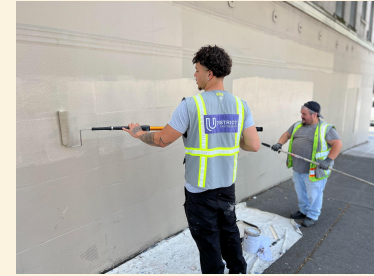
- 10 New Murals
- Tree Lights from NE 41st to NE 50th
- New U District Banners
- Tulips and Flower Baskets



2023 Cherry Blossom Mural

New Cleaning Program

- New contract with Seattle Surface Cleaners
- Expanded in-house clean team
- Monthly second-story graffiti removal
- Public realm maintenance
- Issue ticketing and tracking software
- Enhanced ongoing City support for cleaning
- Seasonal cleaning: leaf and snow removal
- Annual volunteer clean-up / improvement events
- Advocacy for sanitation system improvements



Expanded Ambassador Hours

Original Schedule

Monday	NA
Tuesday	NA
Wednesday	NA
Thursday	11am-7pm
Friday	11am-7pm
Saturday	9am-5pm
Sunday	11am-7pm

Expanded Schedule

Monday	7:30am-11pm
Tuesday	7:30am-11pm
Wednesday	7:30am-11pm
Thursday	7:30am-11pm
Friday	7:30am-11pm
Saturday	3pm-11pm
Sunday	3pm-11pm

- Program was originally 64-hours a week, now 152-hours
- New Schedule allows for coverage around the light rail station
- The longer hours allow outreach to do more case management
- The data collection under the new hours is substantially more than before

Additional Safety Measures

New Nighttime Security Patrols

- Partnership with University of Washington
- Unarmed security patrols on weekends
- Friday and Saturday nights, 10 p.m. to 3 a.m.
- Same firm as U District Ambassadors

Nightlife Business Security

- New door security and cameras in businesses
- Development of a shared, real-time safety communication method
- Exploration of business-funded off-duty police presence

Physical & Lighting Improvements

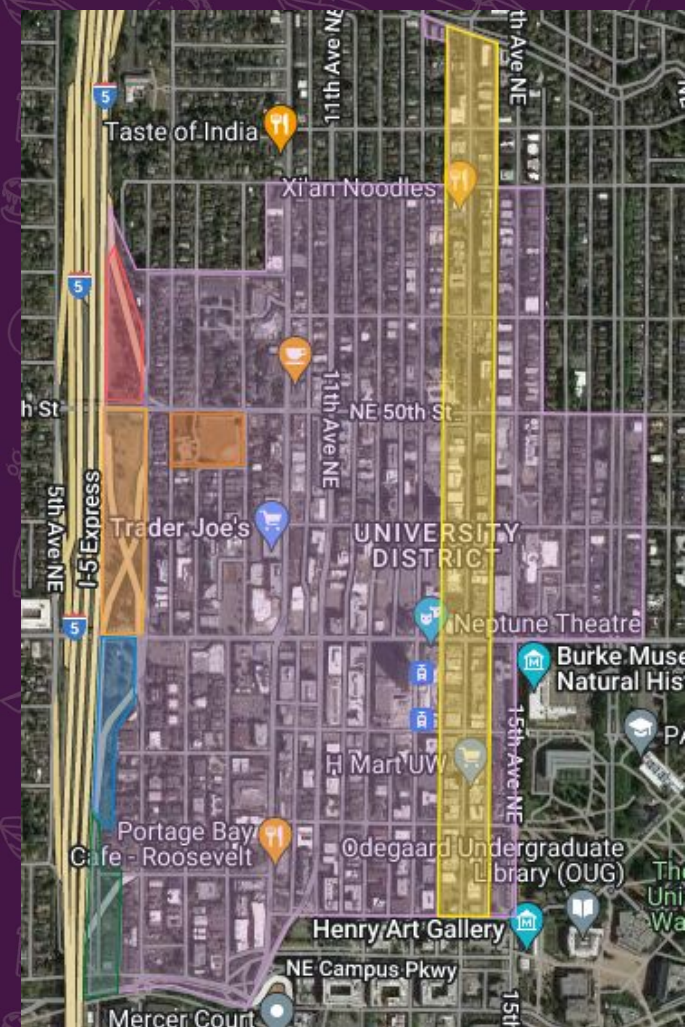
- Enhanced lighting in dark areas near University Way (parking lots)
- Expanded tree lighting from 41st to 50th
- Longer-term work to achieve uniform commercial lighting levels on University Way

Homeless Outreach & Planning

- Partnership with REACH program to conduct daily homeless outreach in U District
- Case conference the most impactful people demonstrating the most serious behavioral health issues
- Intervene up-stream before people are in crisis and connect people with appropriate housing

Homeless Outreach

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



What's next?

Continued Commercial & Residential Growth

Updates to the Comprehensive and Transportation Plans

More Commercial Activity on the Waterfront

Renewed Focus on Arts & Culture in the U District

New Partnerships in the Public Realm

Exploration of Freeway Lid Connection Between U District & Wallingford



Thank you!

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