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## Building Innovative Neighborhood Commercial Revitalization Programs



## Building Innovative Neighborhood Commercial Revitalization Programs

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### What is a BIA?

- ▶ Enacted by City Council
- ▶ Equitable assessment on all properties and/or businesses
- ▶ Assessment is a local preference:
  - » Square footage
  - » Value
  - » Sales
  - » Etc.
- ▶ Managed in the neighborhood
- ▶ Uses are also local preferences:
  - » Maintenance
  - » Security
  - » Improvements
  - » Events
  - » Management
  - » Etc.

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### Washington State BIAs

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### BIAs in Seattle

- EXISTING**
  - ▶ Downtown (MID)
  - ▶ Capitol Hill
  - ▶ Chinatown / International District
  - ▶ Columbia City
  - ▶ Pioneer Square
  - ▶ University District
  - ▶ West Seattle Junction
  - ▶ Seattle Tourism Improvement Area
  - ▶ Seattle Tourism Improvement Area
  - ▶ South of Downtown (SoDo)
- IN PROGRESS:**
  - ▶ University District (expansion)
  - ▶ Ballard (new)
  - ▶ Capitol Hill (expansion)
  - ▶ Chinatown / International District (expansion)

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### Motivations for Creating a BIA

- ▶ Reduce crime
- ▶ Increase:
  - ▶ Perception of safety
  - ▶ Cleanliness
  - ▶ Sales
  - ▶ Rents
- ▶ Improve district image
- ▶ Ensure that everyone pays their fair share!



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### Downtown Metropolitan Improvement District (MID)

- ▶ Created: 1999; Expanded: 2013
- ▶ Budget: \$7.6 million
- ▶ Property: land area + value
- ▶ Activities:
  - » Cleaning & Safety
  - » Mental health outreach
  - » Marketing & special events
  - » Research & market analysis
  - » Transportation management
  - » Professional staffing



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### West Seattle Junction

- ▶ Created: 1987; Updated: 2014
- ▶ Budget: \$263,000
- ▶ Businesses: gross sales
- ▶ Activities
  - » Parking management
  - » Common area maintenance
  - » Special events
  - » Beautification
  - » Professional staffing



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### Chinatown / International District

- ▶ Created: 1987; Updated: 2014
- ▶ Budget: \$263,000
- ▶ Businesses: gross sales
- ▶ Activities
  - » Common area maintenance
  - » Marketing and special events
  - » Professional staffing

Proposing \$600,000/year for 2015 and beyond →




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### BIA Examples from Seattle:

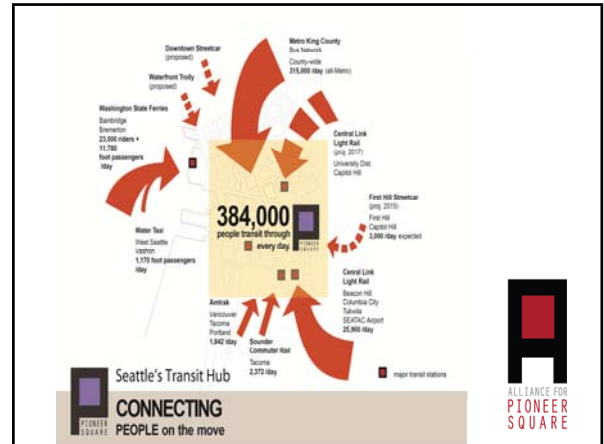
- Pioneer Square
- University District
- Ballard

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- Neighborhood & business advocacy
- Economic development & retail recruitment
- Marketing & promotion
- Improving the built environment & pedestrian realm
- Improving street civility & public safety
- Building neighborhood & organizational capacity





### U District Partnership

- ✓ Property Owners
- ✓ University of Washington
- ✓ U District
  - ✓ Residents
  - ✓ Businesses
  - ✓ Social Services
  - ✓ Faith Communities
- ✓ City of Seattle
  - ✓ Economic Development
  - ✓ Planning & Development
  - ✓ Police
  - ✓ Neighborhoods
  - ✓ Housing
  - ✓ Transportation

THE U DISTRICT

### Vibrant • Innovative • Diverse

*A vibrant and innovative district of entrepreneurs, talented workers, major employers, and diverse residents.*

<b>Organization</b> Convene strategic partnerships of effective leaders & diverse voices	<b>Economics</b> Attract entrepreneurs, employers, employees, and a variety of residents	<b>Marketing</b> Brand the U District as creative, eclectic, & ideal for investment	<b>Clean &amp; Safe</b> Cultivate friendly, inviting, clean, and safe streets and public areas for all	<b>Urban Design</b> Create a great physical environment for a diversity of people and activities
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5 Transformative Projects

- Leadership:** A sustainable leadership organization
- Alleyways:** A "European-style" network of pleasant and bustling alleyways
- Urban Design:** A clear vision to guide legislation, development, and public space
- Light Rail Station:** A coming station at 43<sup>rd</sup> & Brooklyn as a catalyst for change
- Community Services Network:** Coordinate and strengthen community services

THE U DISTRICT

## 2013 Accomplishments



- ORGANIZATION**
  - ✓ Complete Leadership Organization
- ECONOMICS**
  - ✓ Complete Retail + Incubator Studies
- MARKETING**
  - ✓ Complete Branding Strategy + Implementation
- CLEAN & SAFE**
  - ✓ Complete Youth Employment + Hot Spots
- URBAN DESIGN**
  - ✓ Complete Framework + Housing Study
- TRANSFORMATIVE PROJECT MILESTONES**
  - ✓ Organization: Funding / Staffing In Place
  - ✓ Alleyways: Planning + Design Completed
  - ✓ Design: Environmental Analysis Launched
  - ✓ U District Station: Task Force Activities
  - ✓ Community Services: Network Established


**STATUS:**  
 ✓ Complete  
 ✓ Near Complete  
 ➔ In Progress

**THE U DISTRICT**



**THE U DISTRICT**  
ALL AROUND U

## U District Fund - BUDGET



**REVENUE**


- Private
- Donations, Grants, & Memberships
- Events & Sponsorships
- UW

**EXPENSES**

- Management
- Business Development
- Urban Design
- Clean & Safe
- Events & Marketing
- Community Engagement

**U District Fund (BIA)**  
62% of total

**THE U DISTRICT**



**Ballard Partnership for Smart Growth:**  
Creating the Ballard Improvement Area

16 October 2014

American Planning Association Washington Chapter

## Ballard at a glance

### History

- ❖ "Sleepy" northwest Seattle neighborhood
- ❖ Affordable housing
- ❖ Scandinavian heritage
- ❖ Deep ties to the fishing industry
  - Fishing industry is a major economic engine
  - Ballard is home to North Pacific fishing fleet



### Today

- ❖ Ballard is a **HUB Urban Village** with more than 10,000 residents and 5,100 jobs
- ❖ Historic downtown with Historic Landmark District
- ❖ Retail shopping district
- ❖ Home to major medical center


## The impact of rapid growth

Rapid growth and change has impacted **every facet of life** in Ballard.

**Basic city services lag behind:**

- aging roadways and infrastructure
- inadequate police presence
- parking challenges
- extremely limited access to transit

**Result:**  
**Fractionalized leadership without a unified voice.**



**24%** Between 2000 and 2010, population in the Ballard Hub Urban Village (HUV) increased by 24 percent.

**40%** The number of housing units in the Ballard HUV increased by 40 percent between 2000 and 2010.

**100%** On-street parking occupancy in the Ballard core and periphery is at or above 100 percent on most evenings.

**317%** In 2013, Ballard reached 317% of the residential housing growth target set by the City's Comprehensive Plan, based on permitted units.

### The Ballard Partnership for *Smart Growth*

In 2013, the Ballard Chamber initiates the Ballard Partnership for Smart Growth.

**Objective:**  
to ensure that Ballard is a vital place to live, work, shop, eat and play.

**ORGANIZATION  
+ LEADERSHIP**  
Long-term sustainable leadership

**ECONOMIC  
SUSTAINABILITY**  
Business retention & economic development

**MARKETING  
+ PROMOTIONS**  
Vibrant activity throughout the day

**URBAN DESIGN +  
TRANSPORTATION**  
Attractive, convenient, quality of life

**CLEAN, SAFE  
+ HEALTHY**  
Quality environment for residents, employees and visitors

**SUSTAINABLE FUNDING**  
FOR LONG-TERM LEADERSHIP & INITIATIVES


**URBAN DESIGN FRAMEWORK**  
TO SHAPE BALLARD'S PHYSICAL GROWTH & DEVELOPMENT

**KEY OUTCOME**  
DEVELOPING STRONG WORKING RELATIONSHIPS WITH KEY CITY DEPARTMENTS



### Ballard Improvement Area (BIA) initiative launched in 2013

- ❖ 2013 feasibility study indicated that a BIA – the Ballard Improvement Area – is best approach for creating a long-term, sustainably-funded leadership organization to implement the BPSG Strategic Plan
- ❖ Diverse district with more than 240 property owners
- ❖ Residential interests represent 1/3 of the district



BIA's Vision: Ensure that Ballard is a vital place to eat, shop, live, work and play.

### Broader Benefits Going Forward

- ❖ A more sophisticated and engaged community that will work proactively with city leaders to address change and community challenges
- ❖ A team of highly-skilled staff adept at managing public-private partnerships and can balance the interests of private ratepayers with the needs of public agencies to help plan and manage growing communities



A strong, unified voice that can articulate what it wants – and what it *doesn't* want.



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