Successful Commercial Districts Require:

- Sustained Marketing & Promotions
- Economic Fundamentals
- Strong Leadership & Consistent Management
- Design & Development Principles

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
- Managed in the neighborhood
- Uses are also local preferences:
  - Maintenance
  - Security
  - Improvements
  - Events
  - Management
  - Etc.

BIAs in Seattle

**EXISTING**
- Downtown (MID)
- Capitol Hill
- Chinatown / International District
- Columbia City
- Pioneer Square
- University District
- West Seattle Junction
- Seattle Tourism Improvement Area
- South of Downtown (SoDo)

**IN PROGRESS:**
- University District (expansion)
- Ballard (new)
- Capitol Hill (expansion)
- Chinatown / International District (expansion)
Motivations for Creating a BIA

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

Downtown Metropolitan Improvement District (MID)

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

West Seattle Junction

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

Chinatown / International District

► Created: 1994
► Budget: $191,000
► Property & tenants:
  » land area & building area
► Activities:
  » Common area maintenance
  » Marketing and special events
  » Professional staffing

BIA Examples from Seattle:

Pioneer Square
University District
Ballard

Proposaling $600,000/year for 2015 and beyond →

• 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

Vibrant • Innovative • Diverse

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

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

Transformative Projects

1. Leadership: A sustainable leadership organization
2. Alleyways: A “European-style” network of pleasant and bustling alleyways
3. Urban Design: A clear vision to guide legislation, development, and public space
4. Light Rail Station: A coming station at 43rd & Brooklyn as a catalyst for change
5. Community Services Network: Coordinate and strengthen community services
2013 Accomplishments

- Complete: Leadership Organization
- Complete: Retail + Incubator Studies
- Complete: Branding Strategy + Implementation
- Complete: Youth Employment + Hot Spots
- Complete: Framework + Housing Study
- Complete: Community Services: Network Established

Next: Funding / Staffing In Place

In Progress: Alleyways: Planning + Design Completed
Design: Environmental Analysis Launched
U District Station: Task Force Activities

U District Strategic Plan
Chamber Transition
University District Chamber of Commerce
Partnership

U District Fund – BUDGET

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

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

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.
The Ballard Partnership for Smart Growth

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

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

**Key Outcomes:**
- Developing strong working relationships with key city departments
- Sustaining funding for long-term leadership & initiatives
- Implementation of the BPSG Strategic Plan
- 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

**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.

Building Innovative Neighborhood Commercial Revitalization Programs

- Leslie Smith
  - Alliance for Pioneer Square
  - www.allianceforpioneersquare.org
- Mike Stewart
  - Ballard Chamber of Commerce
  - www.ballardchamber.com
- Brian Scott
  - BDS Planning & Urban Design
  - www.bdsplanning.com
- Beth Dufek
  - BDS Planning & Urban Design
  - www.bdsplanning.com

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