



**City of Seattle**  
Office of Economic Development

**Memorandum**

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**Date:** January 15, 2013  
**To:** Councilmember Sally Clark  
Councilmember Tom Rasmussen  
Councilmember Richard Conlin  
Councilmember Jean Godden  
**CC:** David Yeaworth, Legislative Assistant to Councilmember Sally Clark  
**From:** Steve Johnson, Office of Economic Development  
Andres Mantilla, Office of Economic Development  
**Subject:** University District Livability Partnership

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The University District Livability Partnership is a 4-year strategic initiative to encourage investment for a vibrant, walkable University District Community. Key partners include:

- Greater University Chamber of Commerce
- University of Washington
- U District Residents / Businesses / Social Services / Congregations

Over the last year, under the scope of OED's *Only in Seattle* Initiative, City departments engaged a 30-member steering committee in forming a *Commercial Revitalization Plan* to guide investments, advocacy and policy in the University District over the next 5 to 10 years. It is also a plan that can best position the University District to face significant changes as the Brooklyn Station is built and as DPD looks to change land use and zoning allowances in this urban area.

The structure of the *Commercial Revitalization Plan* has been informed by the *Only in Seattle* neighborhood business district revitalization framework, which funds business district work that focuses on comprehensive commercial revitalization. These categories are:

- 1) Organizational Leadership
- 2) Clean and Safe
- 3) Marketing and Promotion
- 4) Future Development and Urban Design
- 5) Business and Retail Development

This briefing is intended to give you a brief preview of some the recommendations that have been put forward as well as to inspire some discussion about the future growth of the University District and the important role the University of Washington can have in its development

**Organizational Leadership**

- Collaboration
- Advocacy & Policy
- Leadership Development

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- Organizational Sustainability

### **Clean and Safe**

- Hotspots/Crime Analysis
- Youth Adults
- Public Rights-of-Ways
- UW/UWPD/SPD Coordination

### **Marketing and Promotion**

- Night Life
- Marketing Business Development
- Business Attraction/Branding
- Transportation Hub
- Banners and Appearance Improvement

### **Future Development and Urban Design**

- Zoning & Design Standards
- Urban Form
- Housing
- Public Space
- Transit
- Human Services

### **Business and Retail Development**

- Business Attraction
- Retail
- Business Assistance
- Business Organization

### **Next Steps**

The *Commercial Revitalization Plan* will be released to the community on **January 31, 2013**. Over the next year the *Only in Seattle* Initiative will continue to support the UDLP in its organizational efforts. This includes working towards a new business and advocacy organizational model.