



**only in seattle.**<sup>TM</sup>  
INITIATIVE

**Seattle City Council**  
**Committee on Economic Resiliency and Regional Relations**  
February 22, 2013

Empowering business owners to organize around a common vision and attract investment to their district.



- Business and Retail Development
- Clean and Safe
- Streetscape and Appearance
- Marketing and Promotion
- Organizational Development

2013: \$1.6 million invested in 16 neighborhoods



## Program Impacts 2012 (from 8 reporting districts)

Business and Retail Development	570 new jobs 18 businesses recruited 88 net new businesses 220 business connected to TA
Clean and Safe	70 clean & safe efforts
Streetscape	50 projects from facades to banners
Marketing and Promotion	Over 100 marketing efforts 87,000 attendees at events
Organizational Development	Over 500 business and property owners involved
<b>Impact:</b>	<b>\$2 million in funds leveraged</b>

A marketing campaign featuring Seattle's neighborhood business districts

## 2012 Highlights

-Added 3 districts

-Only in Seattle Sundays

-Chinook Book mobile app

ONLY IN SEATTLE 2012 PRESENTS



**FREMONT**  
JULY 2012

Fremont is quirky, and that's meant as a compliment. It is home to a stone troll (living under a bridge)...  
[Explore More](#)



**PIONEER SQ**  
AUG 2012

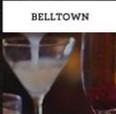
Pioneer Square is where Seattle got started. The city's founders settled in the area in 1852...  
[Explore More](#)



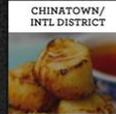
**WALLINGFORD**  
SEPT 2012

Wallingford is a friendly, tight-knit community—the sort of place where neighbors water each other's plants...  
[Explore More](#)

**BALLARD**  


**BELLTOWN**  


**CAPITOL HILL**  


**CHINATOWN/INTL DISTRICT**  


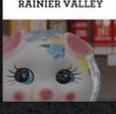
**COLUMBIA CITY**  


**GEORGETOWN**  

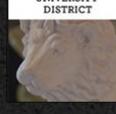

**MADISON VALLEY**  


**PHINNEY-GREENWOOD**  


**QUEEN ANNE**  


**RAINIER VALLEY**  


**SOUTH LAKE UNION**  


**UNIVERSITY DISTRICT**  


**WEST SEATTLE**  


only in seattle: presents...


















— only in seattle: —

# SUNDAYS

**WALLINGFORD**

SUNDAY SEPT 30, 2012

Join *Only in Seattle* the last Sunday of every month to discover what makes our city unique—and get some great deals while you're at it. To view this month's neighborhood discounts and offers visit [www.onlyinseattle.org](http://www.onlyinseattle.org)

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only in seattle.org  
now presented by **Chinook Book**



**Try it out for free!**

# only in seattle.org

## 2013 Highlights



Video running on Seattle flights from November 2012 to March 2013



Only in Seattle #4 REV 12-4-12.mp3



Radio ads featuring each neighborhood running through May

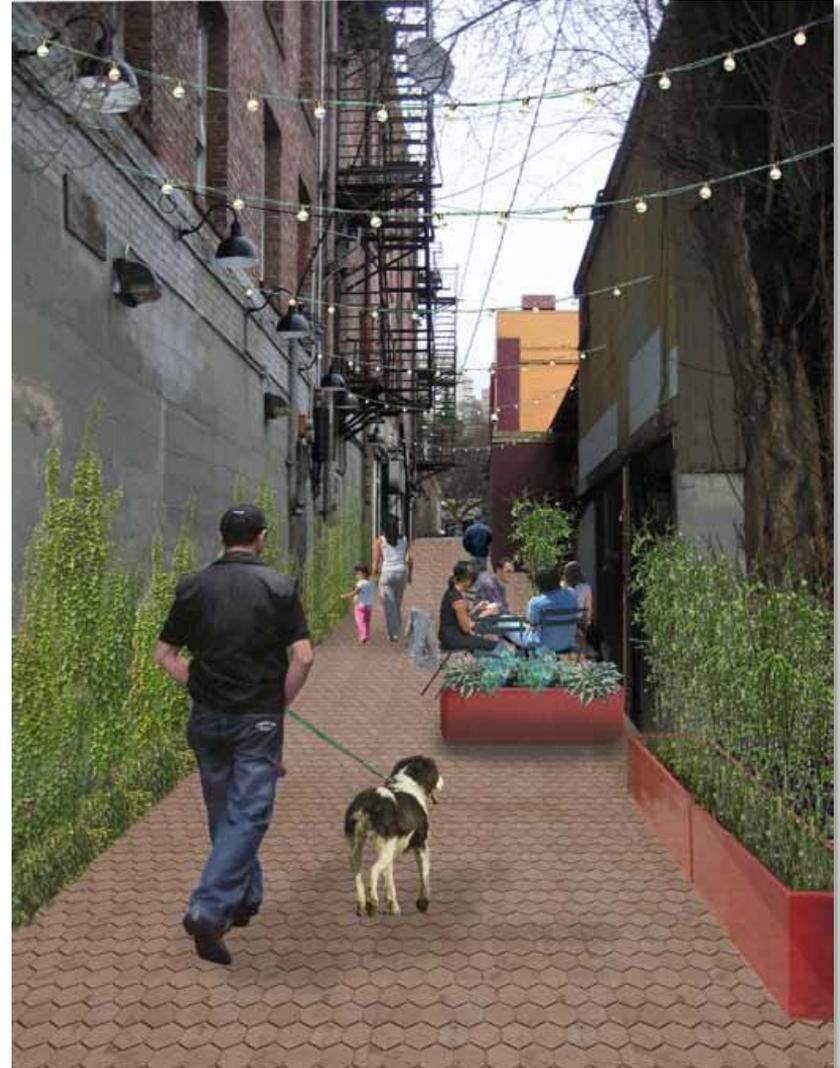
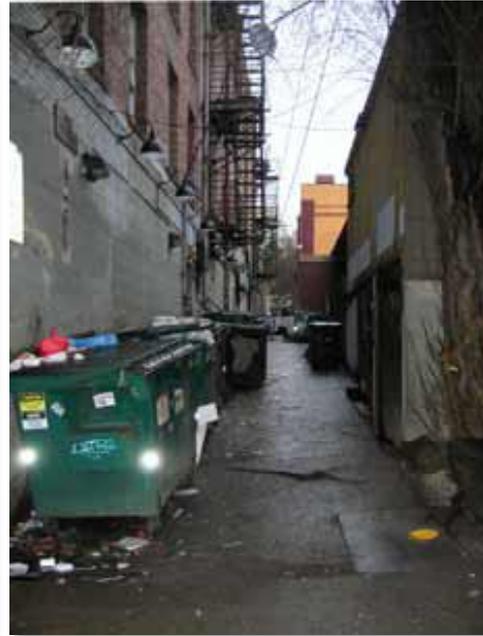
## “City Infrastructure” Awards

- \$500,000 for districts with paid on-street parking
- “City Infrastructure” = improvements to right of way: sidewalks, alleys, trees, plantings, benches, etc.
- Funding 7 requests in 6 districts



## Chinatown-ID: Canton Alley

Existing



- Future
- New festoon lighting
  - New pavement
  - New plantings

## Chinatown-ID: Maynard Alley

Existing



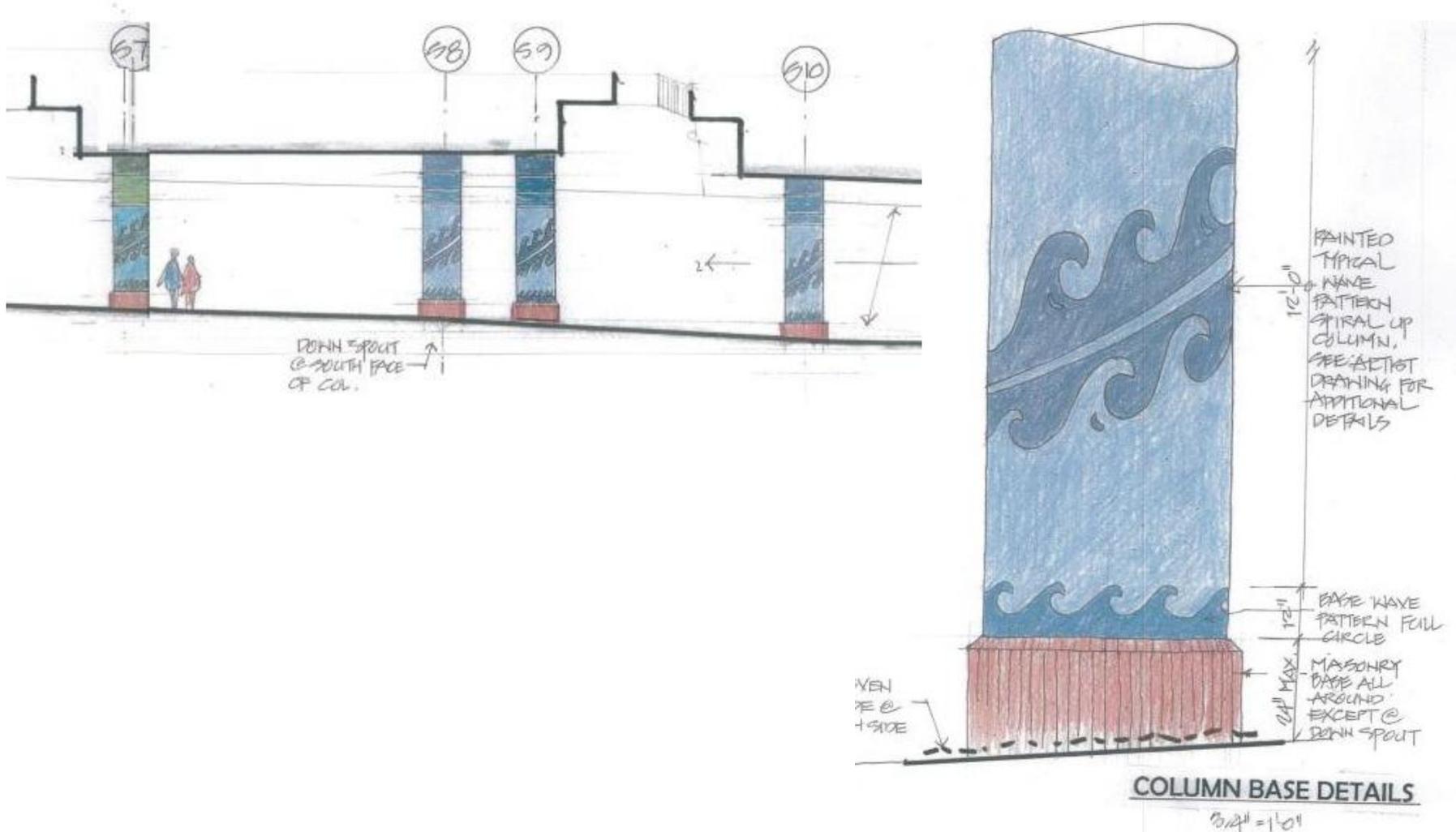
Future

-New festoon lighting with lanterns

-Planters

-New businesses

# Chinatown-ID : I-5 Columns on King St



## Pioneer Square

### Recommendations



#### Restripe Crosswalks

Restripe faded crosswalks at streets and mid-block crossings.



#### Add Bike Racks

Install *signature Pioneer Square* bike racks located near crowded bike parking areas to support people who ride to and from work, visit and shop.



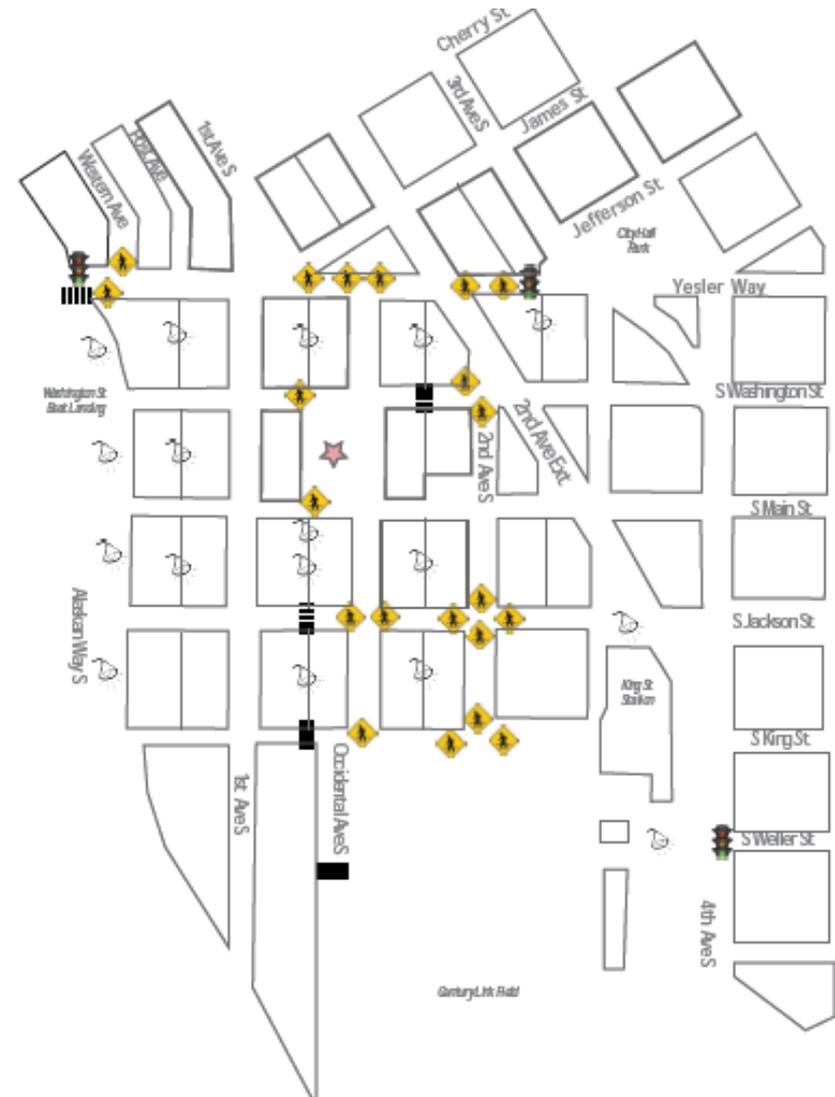
#### Plant New Shrubs & Trees

Plant more vegetation in medians, parks and alleys. Plant street trees on 2nd Ave Ext S. Replace tree on Occidental Ave median.

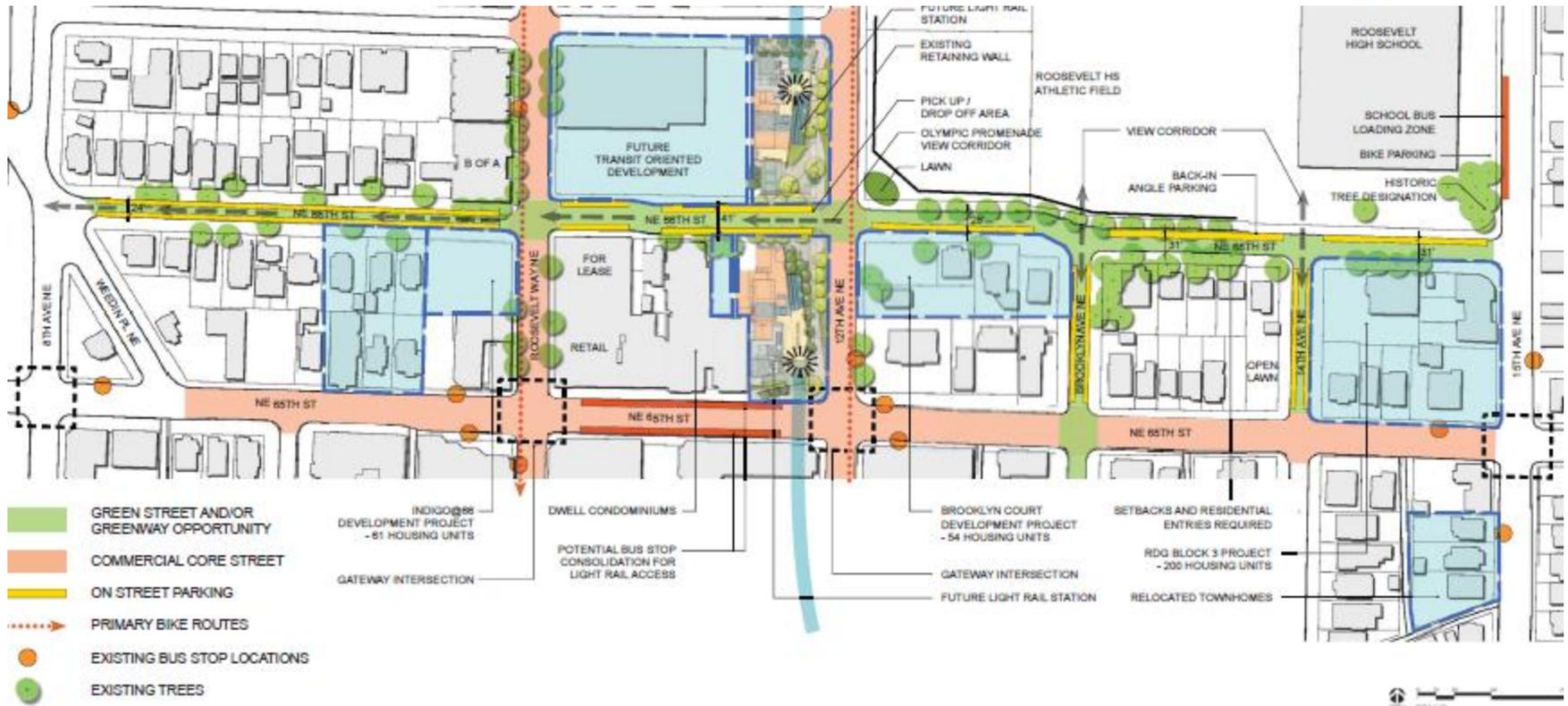


#### Maintain Medians and Tree Wells

Maintain medians and tree wells throughout Pioneer Square.



# Roosevelt



Gateway and streetscape design plan for 65<sup>th</sup> with priorities and cost estimates

## University District

Existing



Design plan for “European Style” alley  
between University Ave and 15<sup>th</sup>



Example:  
Alley in  
London

## Pike/Pine Downtown

Existing



Streetscape design plan & funding for one element

## Pike/Pine Downtown

Examples of other cities



*The Pike-Pine corridor should be the best urban experience in the country connecting our waterfront to the Pike Place Market, Retail Core, Convention Center and cultural attractions...*





# City of Seattle's Office of Economic Development

[www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)

[www.growseattle.com](http://www.growseattle.com)

[www.onlyinseattle.org](http://www.onlyinseattle.org)

[www.seattleinvestmentfund.com](http://www.seattleinvestmentfund.com)

**START**  
your business

**GROW**  
your business

**GREEN**  
your business