



Katy Ricchiuto
U District Partnership

U DISTRICT

POWERED BY
THE U DISTRICT
PARTNERSHIP

About the 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



U District Geography

- East of I-5
- West of 25th Ave NE
- South of Ravenna Blvd
- North of Ship Canal



Context of the U District Today

- Fastest growing neighborhood in Seattle
- One of Seattle's three "Downtowns"
- Cultural, commercial and residential hub for North Seattle



Context of the U District

- **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**

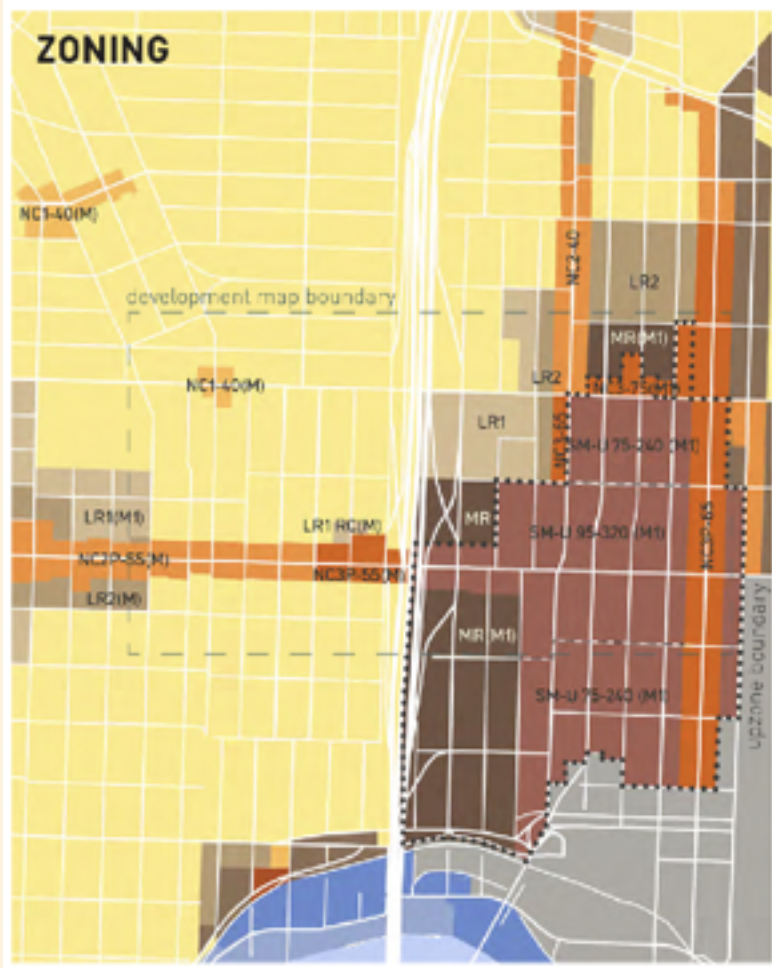


Momentum in the U District

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



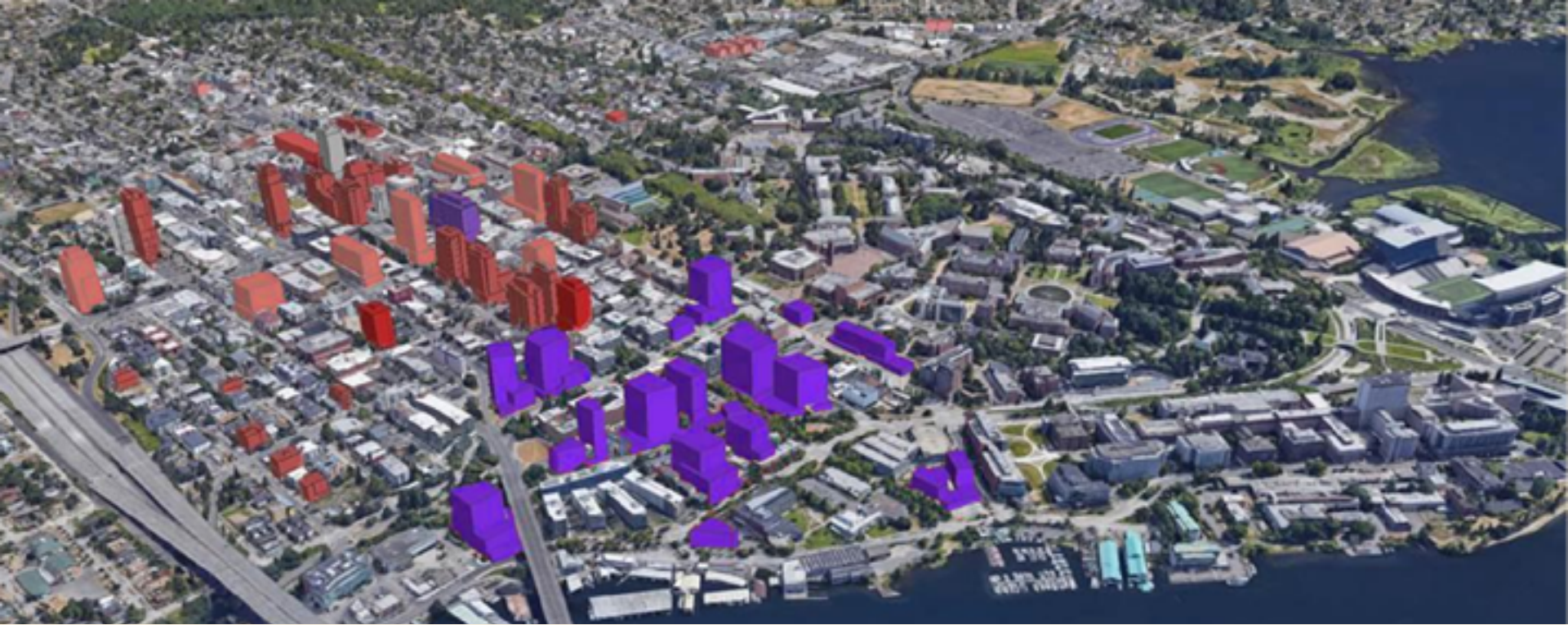
Zoning Changes



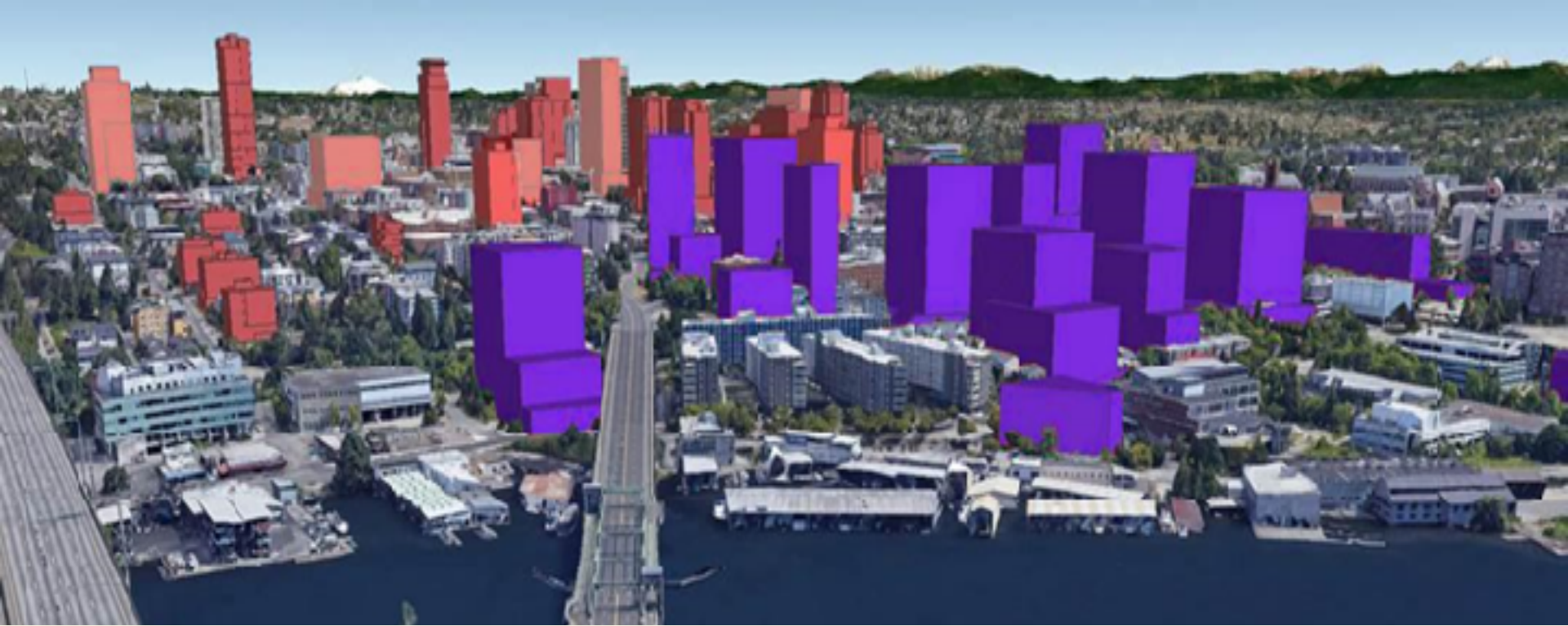
- ZONING DESIGNATIONS**
- NR3: Neighborhood Residential 3 (single-family homes, or middle housing per HB1110)
 - LR1: Lowrise 1 (multifamily residential, 1.0 FAR, 1.0 FAR for MHA)
 - LR2: Lowrise 2 (multifamily residential, 1.1 FAR, 1.4 FAR for MHA)
 - LR3: Lowrise 3 (multifamily residential, 1.2-1.5 FAR, 1.8-2.3 FAR for MHA)
 - MR: Midrise (multifamily residential, 3.2 FAR, 4.5 FAR for MHA)
 - SM-U: Seattle Mixed (FAR dependant on use & building type: .5 - 10)
 - NC1: Neighborhood Commercial 1 (mixed-use, FAR dependant on height: 2.5 - 8.25)
 - NC2: Neighborhood Commercial 2 (mixed-use, FAR dependant on height: 2.5 - 8.25)
 - NC3: Neighborhood Commercial 3 (mixed-use, FAR dependant on height: 2.5 - 8.25)
 - C2: Commercial 2 (mixed-use, FAR dependant on height: 2.5 - 8.25)
 - IB: Industrial Buffer (2.5 FAR)
 - IC: Industrial Commercial (2.75 FAR)
 - Major Institution Overlay
 - M/ M1/ M2: mandatory affordable housing
 - 40/ 75-240 : height limit, in feet
 - P : pedestrian friendly



Unprecedented Investment



Unprecedented Investment



Unprecedented Investment



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 ground-floor retail

U District Light Rail Station

- 10,000 daily riders

UW Campus Redevelopment





TOD Placemaking In the U District

NE 43rd Street Plaza



NE 43rd Street Plaza



Lessons Learned

- Daily maintenance and safety ambassadors
- Easier and free City permitting process
- Buy-in from adjacent businesses
- Continued support from City
- Surrounding placemaking important



U District Station Park



U District Station TOD

- **U District Station Building (UDSB)**
- **Light Rail Station**
 - 12,000 daily riders
- **Nearby development**
 - 5,000+ new residents
- **UDSB Park**



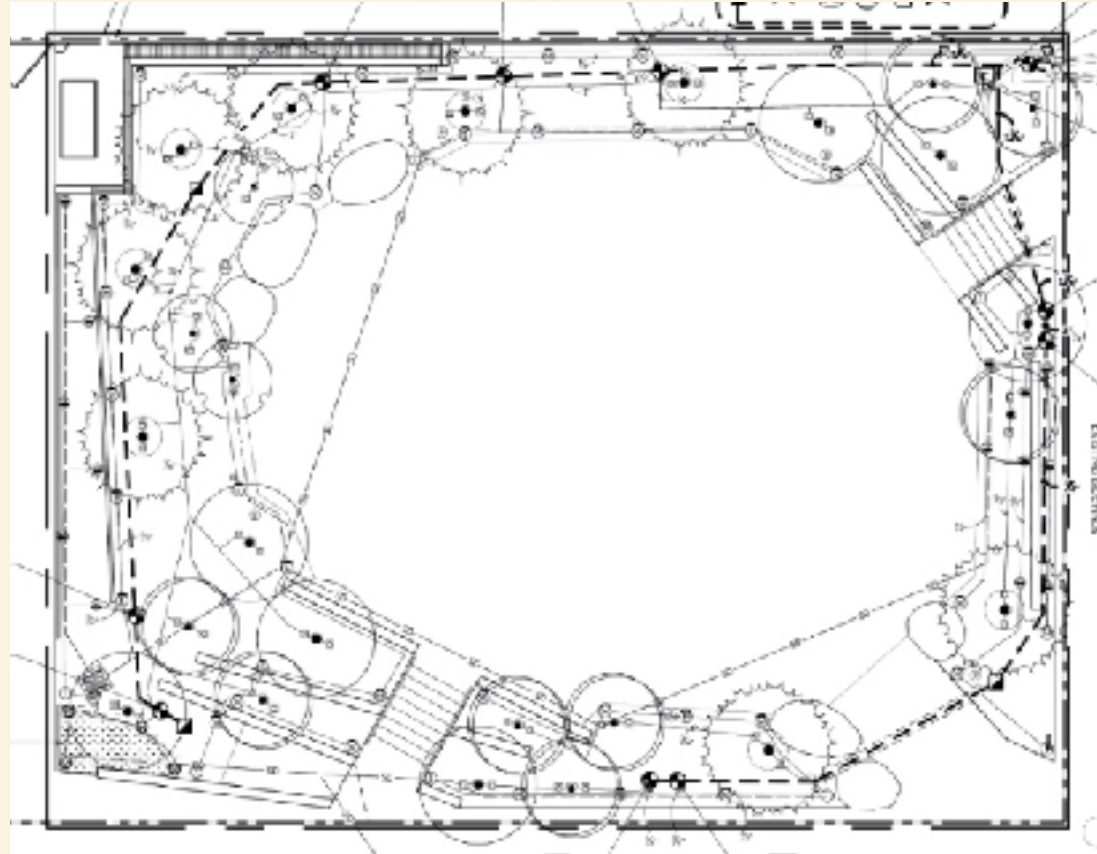
U District Station TOD

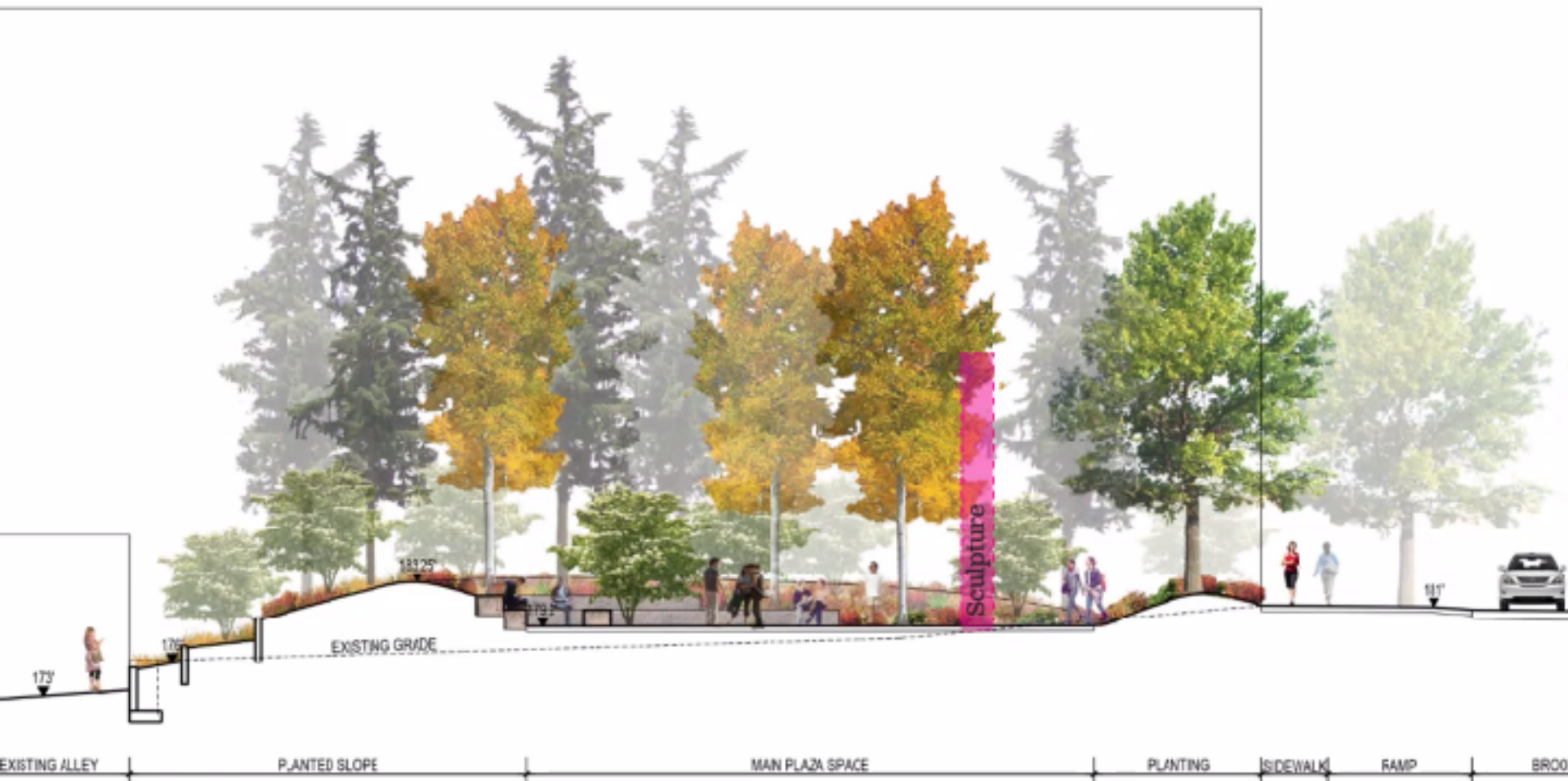
- **U District Station Building (UDSB)**
- **Light Rail Station**
 - 12,000 daily riders
- **Nearby development**
 - 5,000+ new residents
- **UDSB Park**



Park Design

- Usable open space
 - Hardscape
 - Moveable seating
 - Tables/umbrellas
 - Activities
 - Markets
- Durable plantings
- Good sightlines
- Public art
- Operational support
 - Water & power access
- Lighting









Lessons Learned

- Engage with developers early
- Speak up for community needs
- Design to bring people in, not keep people out
- Have a plan for year-round activation



Year-Round Series of Events

- **Cherry Blossom Festival**
- **Boba Fest**
- **U District Street Fair**
- **U District Chow Down**



Year-Round Series of Events

- Seasonal
- All ages, but focus on biggest audience
- Drive customers to local businesses
- Activation centered around station
- Colorful placemaking

