West Coast Urban District Forum

LONG BEACH, 2017

IDA

CALIFORNIA DOWNTOWN ASSOCIATION

DOWNTOWN LONG BEACH ALLIANCE

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Residential Renaissance: The Impact of Residential on Downtowns, Neighborhood Districts, and BIDS

Wednesday, March 15 | 2:30pm – 4:00pm

Moderator:

Brian Douglas Scott, Ph.D., President
BDS Planning & Urban Design, Seattle, WA

Speakers:
Ryan Altoon, Chair-Elect, Downtown Long Beach Alliance President,
Greater Toluca Neighborhood Council, Los Angeles, CA

Mike Stewart, Executive Director, Ballard Alliance, Seattle, WA

please
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mobile
phones

Living Downtown:
2016 Top Issues Council Report

Brian Douglas Scott, Ph.D.
BDS Planning & Urban Design

Population Change around Job Nodes with Largest Residential Population

	Commercial Downtown		Population Within Half Mile		Population Within One Mile	
Employment Node	**2010 Population**	**2000-2010 % Change**	**2010 Population**	**2000-2010 % Change**	**2010 Population**	**2000-2010 % Change**
Midtown Manhattan, NY	78,579	12.5%	378,553	6.7%	586,652	8.9%
Downtown Manhattan, NY	65,714	64.8%	148,396	15.6%	173,179	13.1%
Center City - Philadelphia, PA	57,239	16.3%	107,853	16.2%	170,467	8.9%
Downtown Chicago, IL	53,832	95.6%	101,885	45.5%	144,051	46.0%
Downtown San Francisco, CA	52,008	15.7%	117,312	14.6%	134,312	13.9%
Downtown Seattle, WA	42,423	25.4%	86,427	15.5%	119,590	13.3%
Downtown Miami, FL	40,414	68.2%	90,142	33.5%	140,889	27.7%
Downtown Boston, MA*	33,828	16.8%	77,610	17.7%	170,934	10.4%
Downtown Jersey City, NJ	31,538	58.2%	77,015	20.3%	160,186	10.3%
Downtown Sacramento, CA	30,544	-1.7%	52,684	2.2%	73,225	19.4%

Source: Levy, Paul and Gilchrist, Lauren, International Downtown Association, Downtown Rebirth: Documenting the Live-work Dynamic in 21st Century in U.S. Cities.

NATIONAL TRENDS
DOWNTOWN GROWTH

Highest Live-work Percentages

Employment Node	% of Workers Living Within One Mile of Downtown Who Work Within One Mile of Downtown
Midtown Manhattan, NY	55.9%
Downtown Chicago, IL	51.8%
Downtown Washington, DC	50.5%
Strip - Las Vegas, NV*	50.5%
Downtown Rochester, MN	50.2%
Downtown Ann Arbor, MI	49.3%
Downtown Honolulu, HI**	44.5%
Downtown Portland, OR	43.5%
Downtown Seattle, WA	41.0%
Center City - Philadelphia, PA	40.7%

Source: Levy, Paul and Gilchrist, Lauren, International Downtown Association, Downtown Rebirth: Documenting the Live-work Dynamic in 21st Century in U.S. Cities.

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INSPIRED LEADERS
SHAPING CITIES

IDA Top Issues Council Report:

DOWNTOWN RESIDENTIAL

Importance of Downtown Residential

Attracting Downtown Residential

Accommodating Downtown Residents

CONTEXT AND BACKGROUND

CURRENT SITUATION

CHALLENGES AND OPPORTUNITIES

CASE STUDIES:

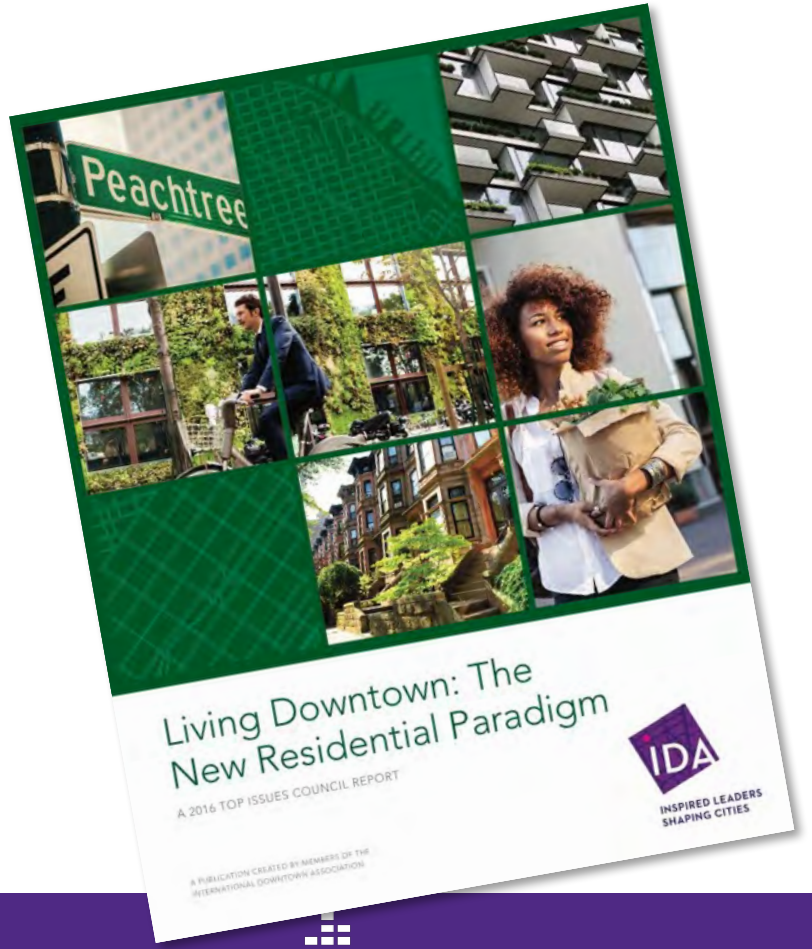
- Ithaca, New York
- Charlotte, North Carolina
- Memphis, Tennessee
- Seattle, Washington
- Denver, Colorado
- Fort Worth, Texas

International Examples:

- Glasgow, United Kingdom
- Edinburgh, United Kingdom

IDA Top Issues Council Report:

DOWNTOWN RESIDENTIAL

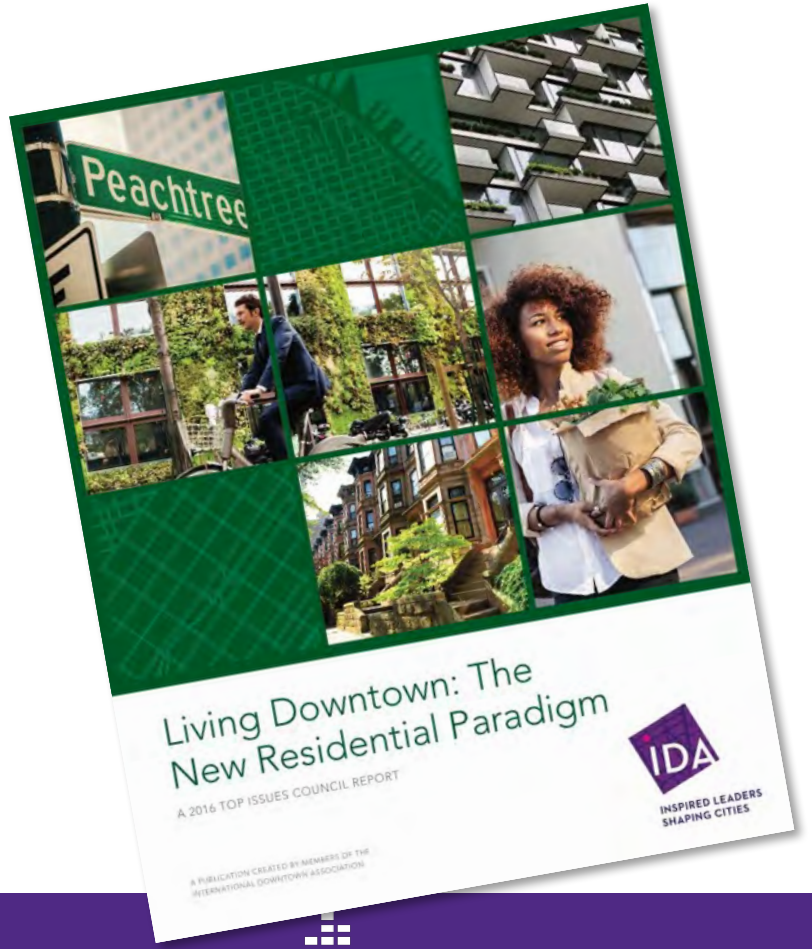


Primary residential issues for North America's downtowns:

- **Affordability**
- **Ownership**
- **Building complete and diverse communities for all**
- **Meaningful resident engagement**
- **Residential services**

IDA Top Issues Council Report:

DOWNTOWN RESIDENTIAL



Steps to approaching these challenges:

- ➤Create a vision
- ➤Take inventory
- ➤Offer and promote incentives
- ➤Provide services and amenities
- ➤Conduct periodic evaluations

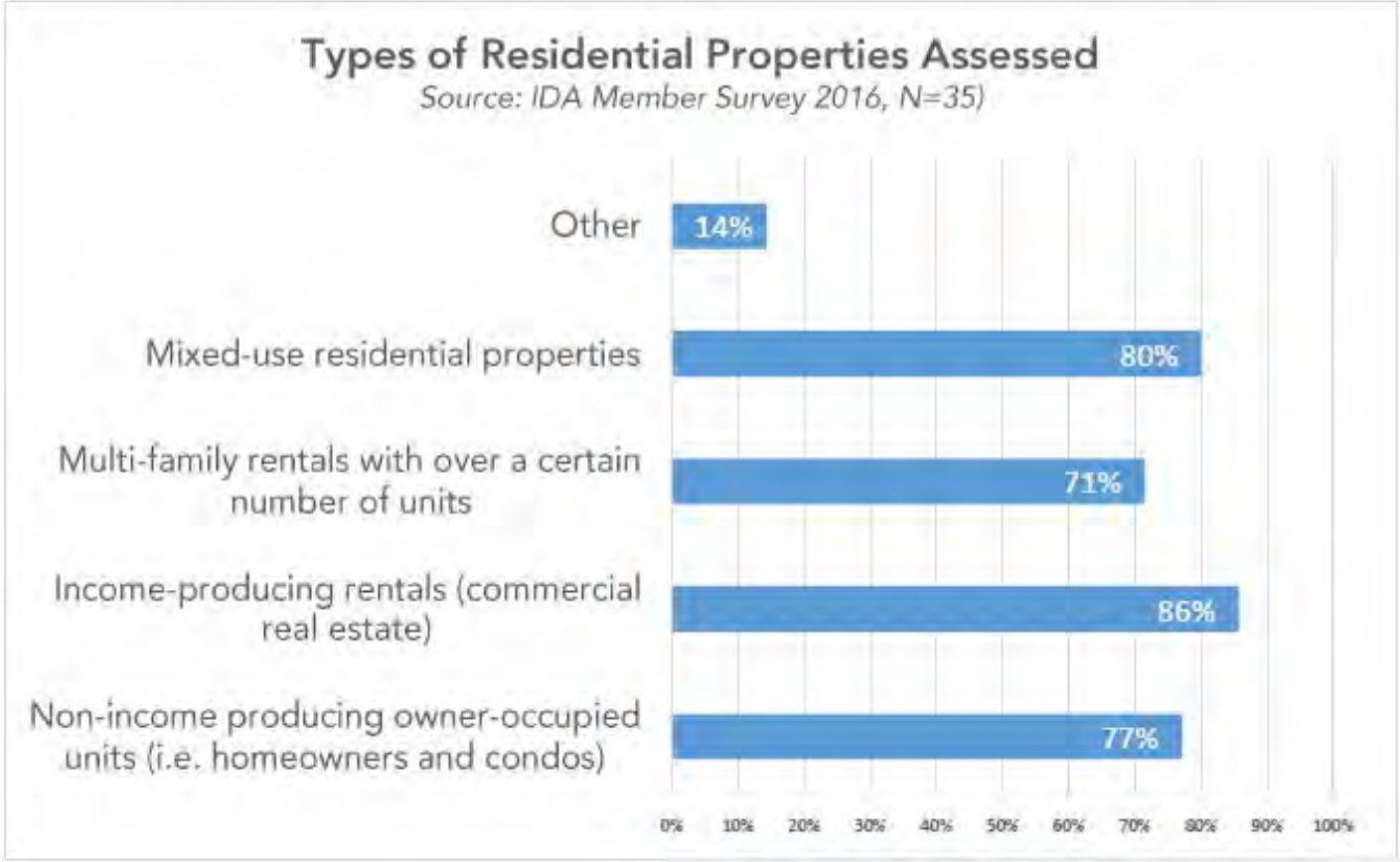
Georgia State University: Review of 11 states

Introduction & Outline

- Center for State and Local Finance (CSLF) at Georgia State University
  - ***Georgia's Community Improvement Districts (CID) Report*** (GSU CID Report)
  - Review of BID legislation in 11 southeastern states
- Key points
  - **Most BIDs collect assessments from some residential properties**, but Georgia's community improvement districts do not.
  - **Variation among state BID** legislation regarding residential properties in BIDs, residential exemptions and representation of residential owners within BIDs.

Residential Properties in BIDs – North America (IDA Survey)

- **IDA Residential Assessment as of 8/2016**
  - Size
    - 89 BIDs
  - Results
    - Half (53%) tax residential properties
    - 24% have legislation specifically excluding residential
    - 72% have residents on the board
  - Breakdown of property types



Source: International Downtown Association, 2016. "Residential Assessment within BIDs: IDA Member Action Survey Results, August 2016." *International Downtown Association.*

Residential Properties in BIDs – In Legislation

- Enabling state legislation (GSU CID Report)
  - **Excludes all residential properties**
    - Georgia CIDs
  - **Excludes single-family residential properties**
    - Alabama BIDs (Class 2 only)
    - Mississippi BIDs
    - South Carolina BIDs
  - **Local determination**
    - North Carolina MSDs
    - Virginia CIDs

Residential Properties in BIDs in the Southeast U.S. – Key Points

- **All but one state enabled BIDs to tax some residential property**
  - Georgia prohibited from taxing any residential in state constitution
  - Only 2 of 23 BIDs chose not to tax residential
- Most common residential exemption is single-family
- **Majority of BIDs had some form of residential representation**
- Comparisons across states can be difficult due to wide variation in purposes, powers, and other characteristics of different BID models

Case Studies

Toronto, Ontario

Toronto, Canada

Canada's largest city

4th largest city in North America

Population 2.8 million

Global hub for business, finance, arts, culture

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Downtown Yonge BIA

175,000 residents
43% increase in residents 2009-2024

Source: Environics Analytics, 2014

580,000 daytime population

Source: Environics Analytics, 2014

42 million pedestrians a year

Source: Springboard

52 million subway passengers a year

Source: TTC, 2012-13

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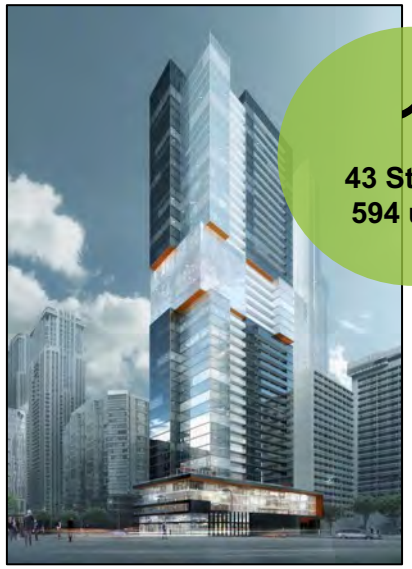
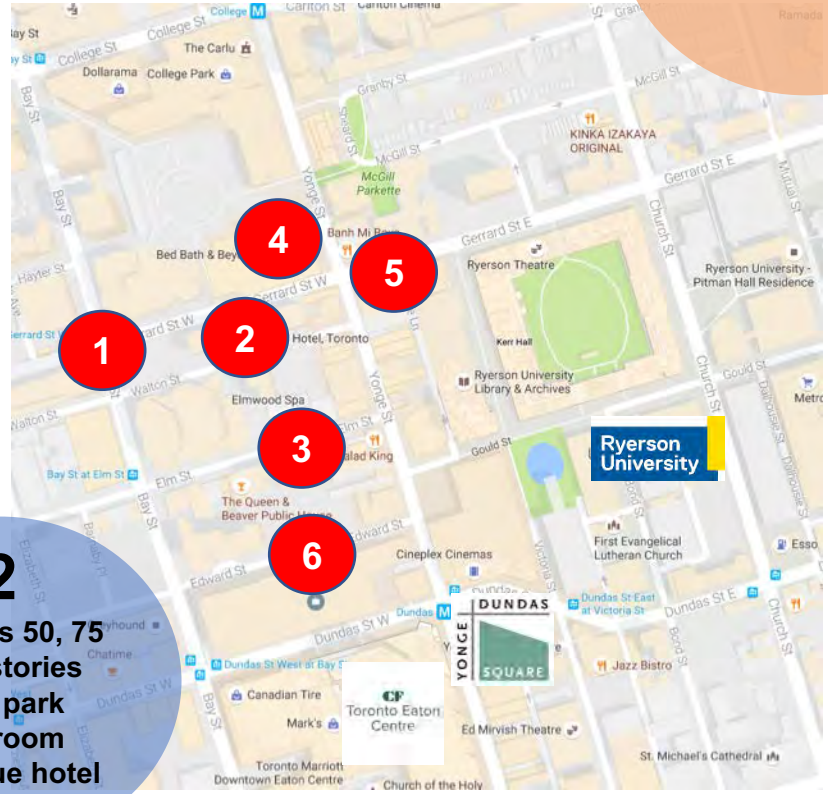
Neighbourhood Intensification



1
43 Stories
594 units

2
3 towers 50, 75 & 86 stories
New park
300 room boutique hotel
1,900 units

3
80 Stories
469 units
No parking



22,726
total DYBIA/ Neighbourhood units

5
73 and 62 Stories
1106 units

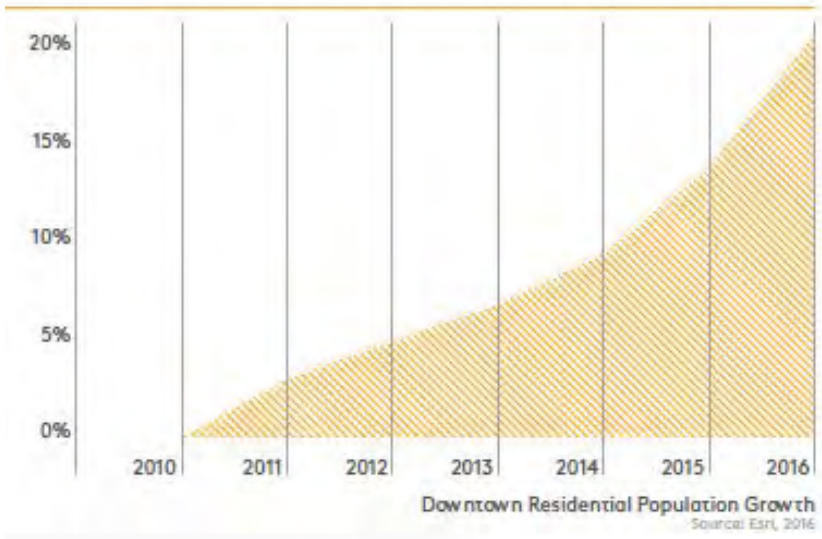
4
78 stories
985 units
Built 2014

6
35 stories
629 units

Seattle, Washington

Downtown Seattle | Residential Growth

- **70,000** residents
- **20%** growth in downtown residents since 2010
- **1 in 10** Seattlites live downtown



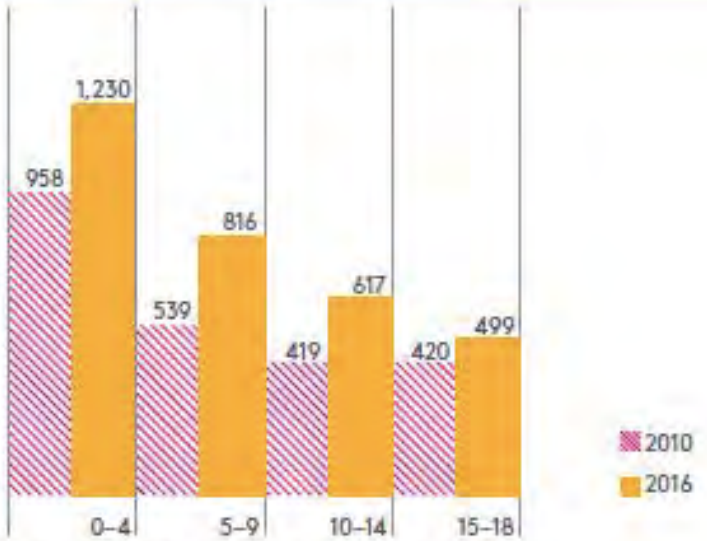
Downtown Seattle | Residential Growth

- **20** residential projects delivered in 2015 — almost $^{2}/_{3}$ of all development (32 projects)
- **65** residential projects underway
- **8,661** residential units to be delivered in 2016 & 2017 combined
- **40%** growth in school age kids downtown since 2010; **3,200** kids live downtown

Growing Up in Downtown Seattle

Children are one of the fastest-growing residential populations in downtown. In fact, the population of school-aged children living downtown has grown by 40 percent since 2010, outpacing growth in other parts of Seattle and the Puget Sound region. In all, nearly 3,200 kids call downtown home.

Source: Esri, 2016



Population of Downtown Children by Age Group

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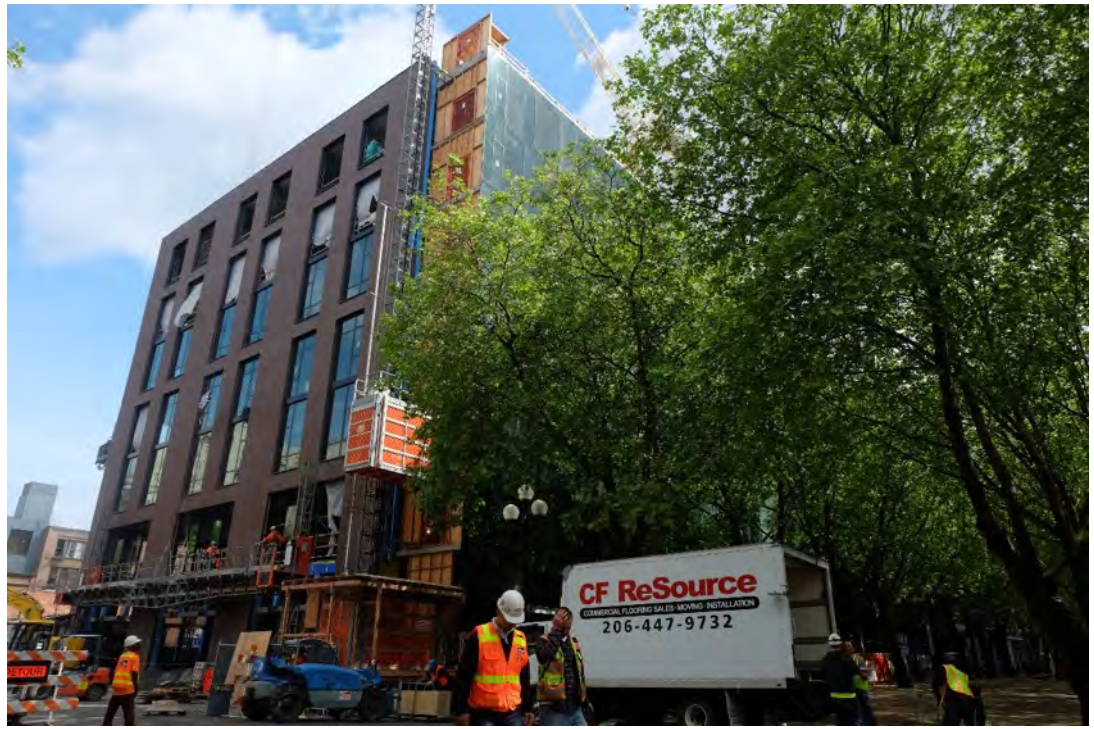
Downtown Seattle | Residential Growth

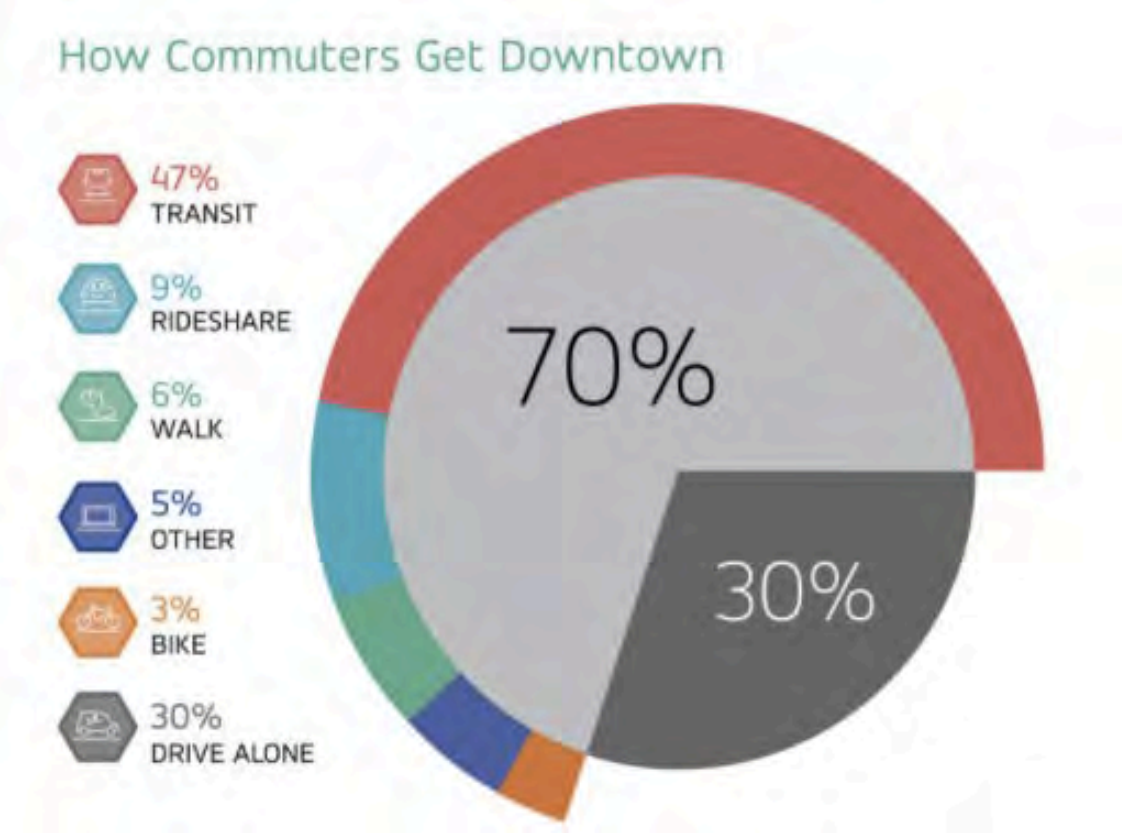
Downtown Seattle | Residential Growth

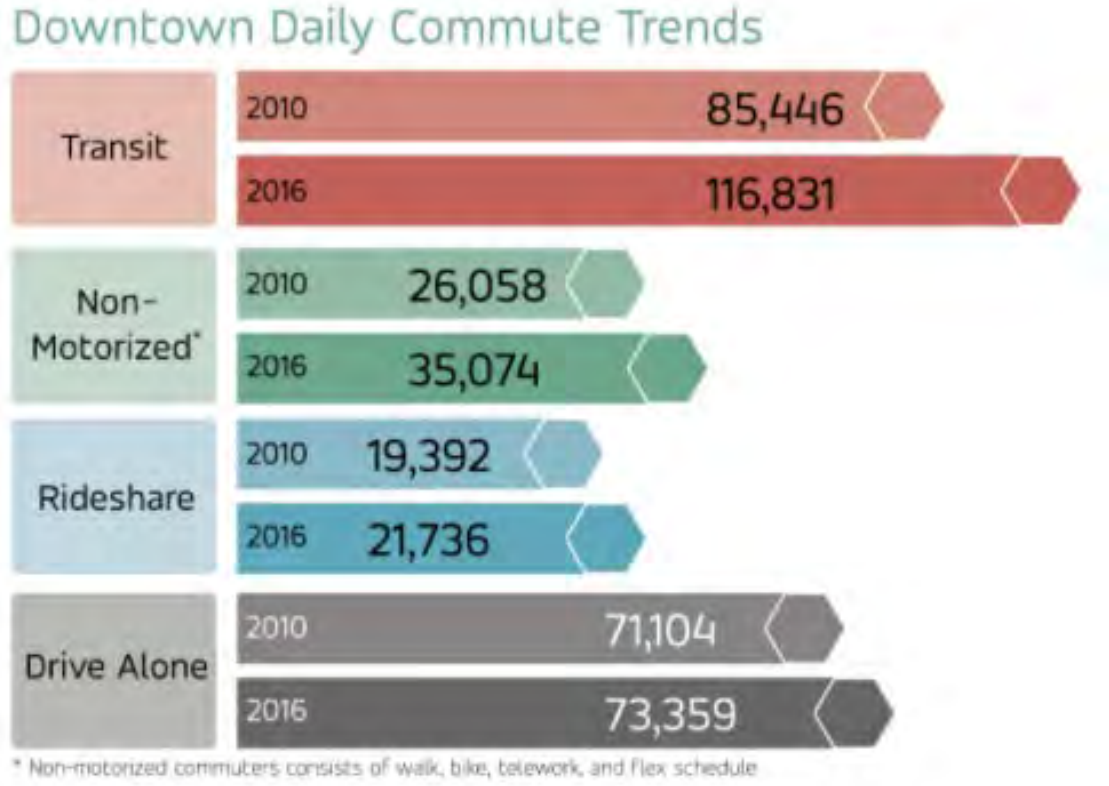


Downtown Seattle | Residential Growth

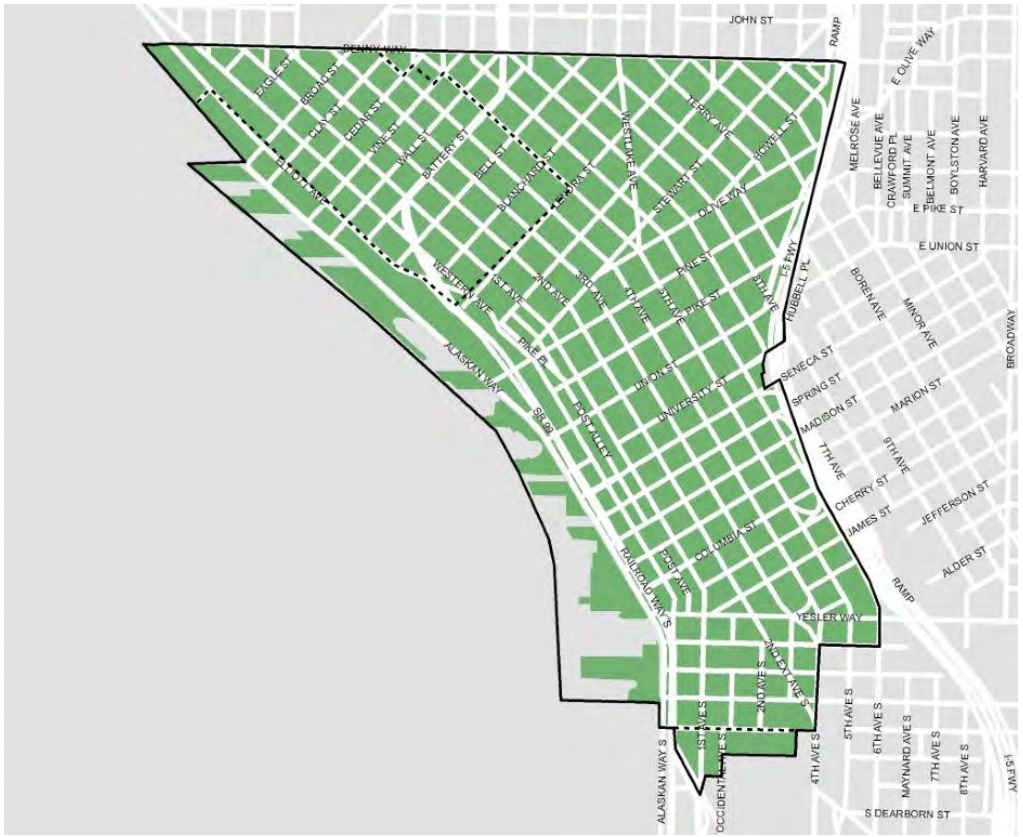
Downtown Seattle | Commute Trips

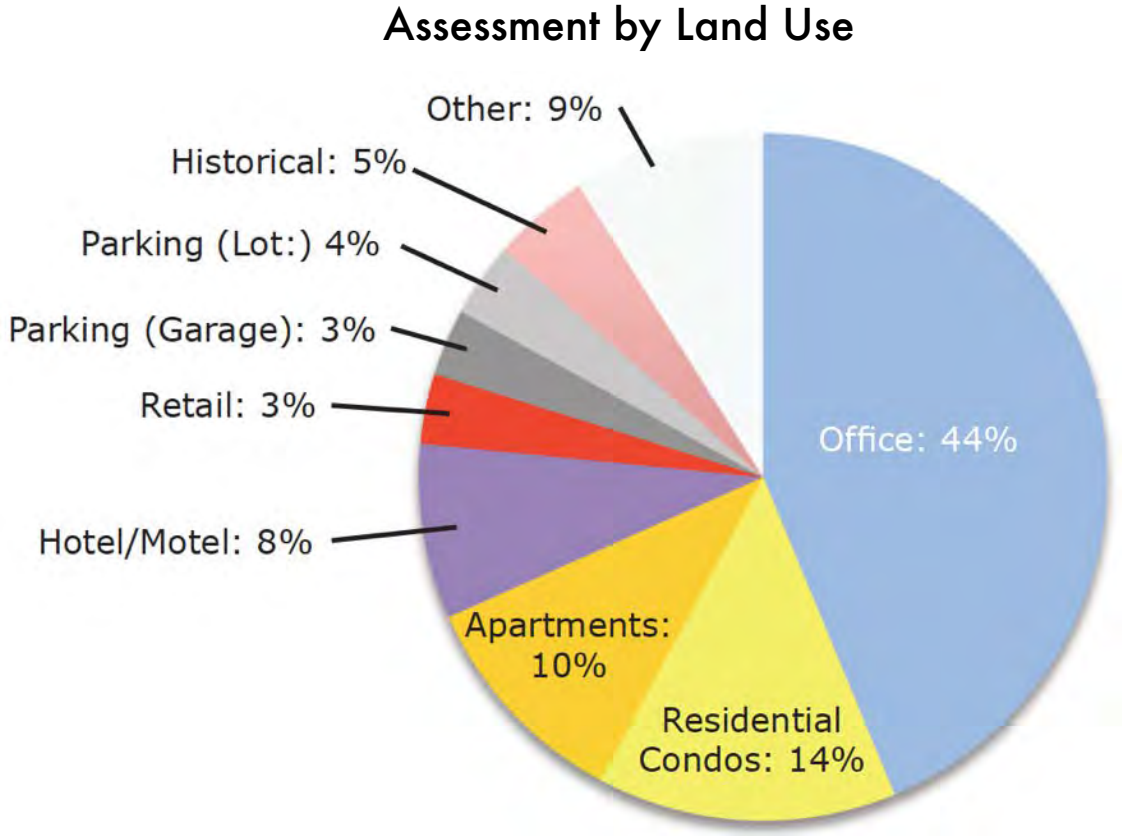
2010 – 2016:
50,000 new jobs





Downtown Seattle Association | Incorporating Residential





Metropolitan Improvement District – 2013

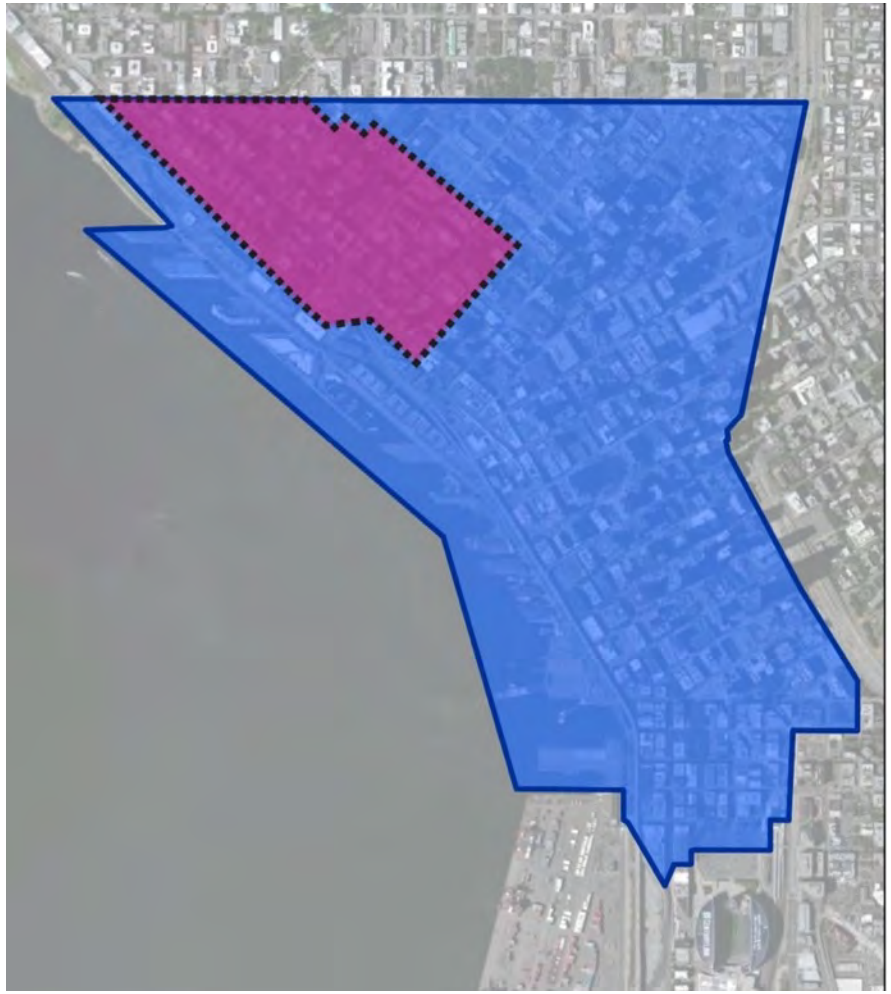
Downtown Seattle Association | Incorporating Residential

Metropolitan IMPROVEMENT DISTRICT

Founded by Downtown Seattle Association

2013 expansion into Belltown:

- 66% support overall
- Less in Belltown (significantly residential)

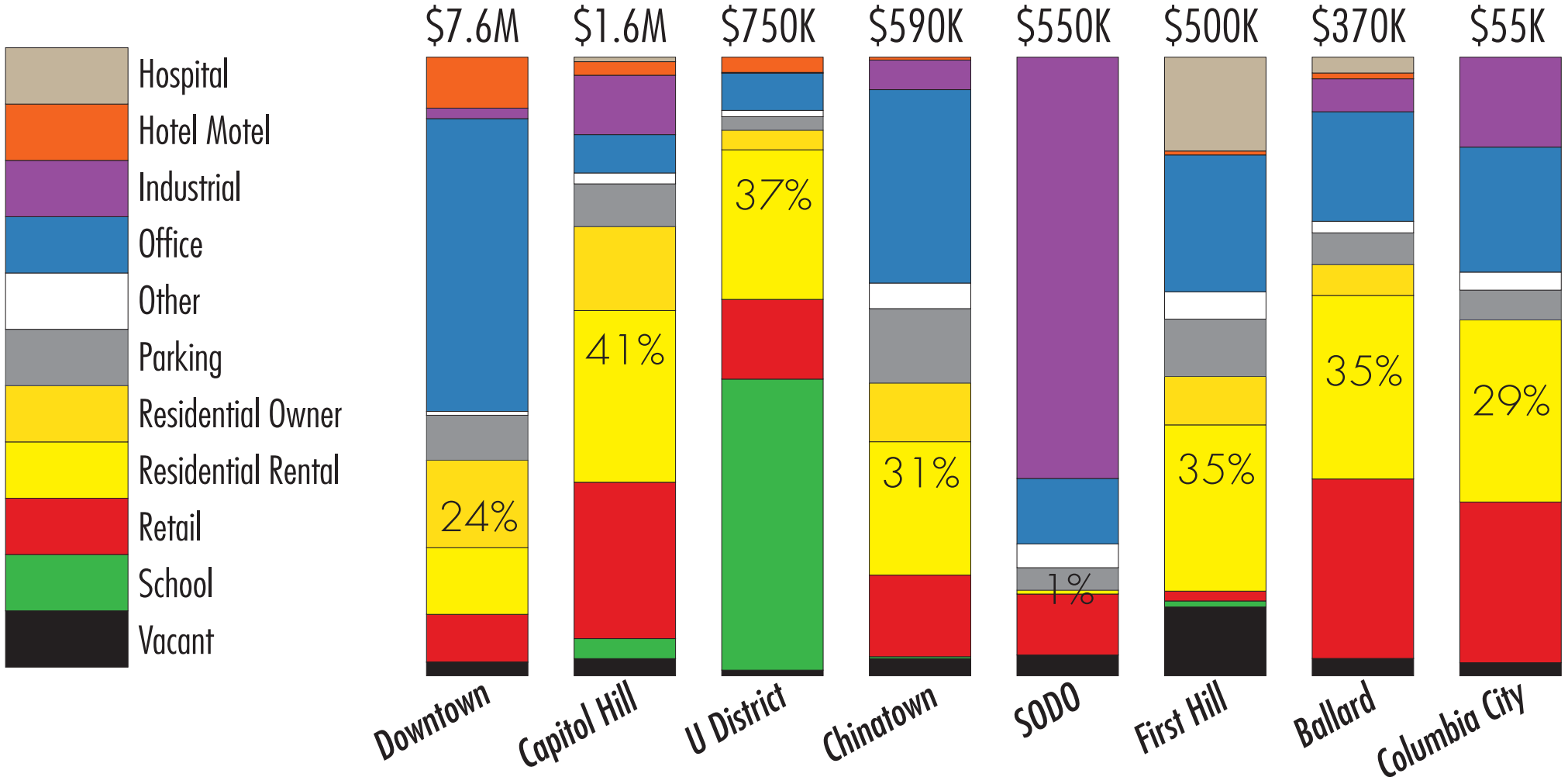


Ballard Alliance | Incorporating Residential

2016 Ballard Improvement District:

- 60% support overall
- Residential = 66% support

Seattle BIDs | Residential Assessments



Downtown Seattle Association | Services

Downtown Seattle Association

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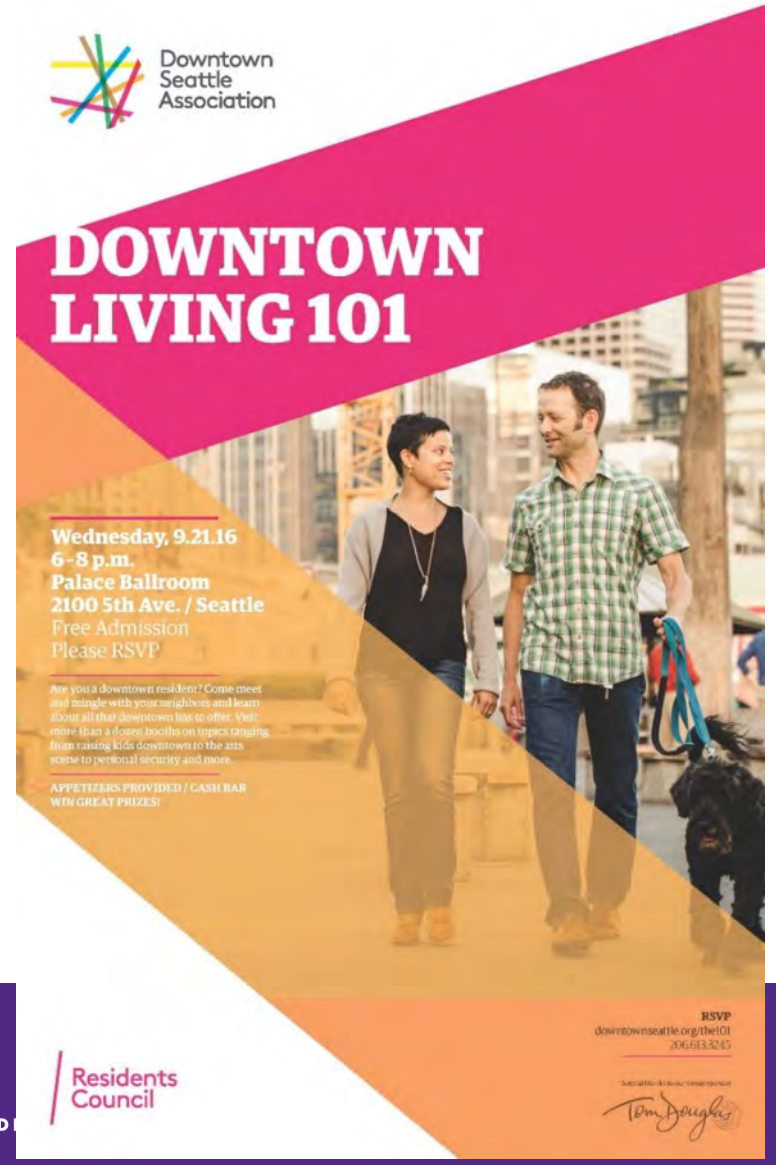
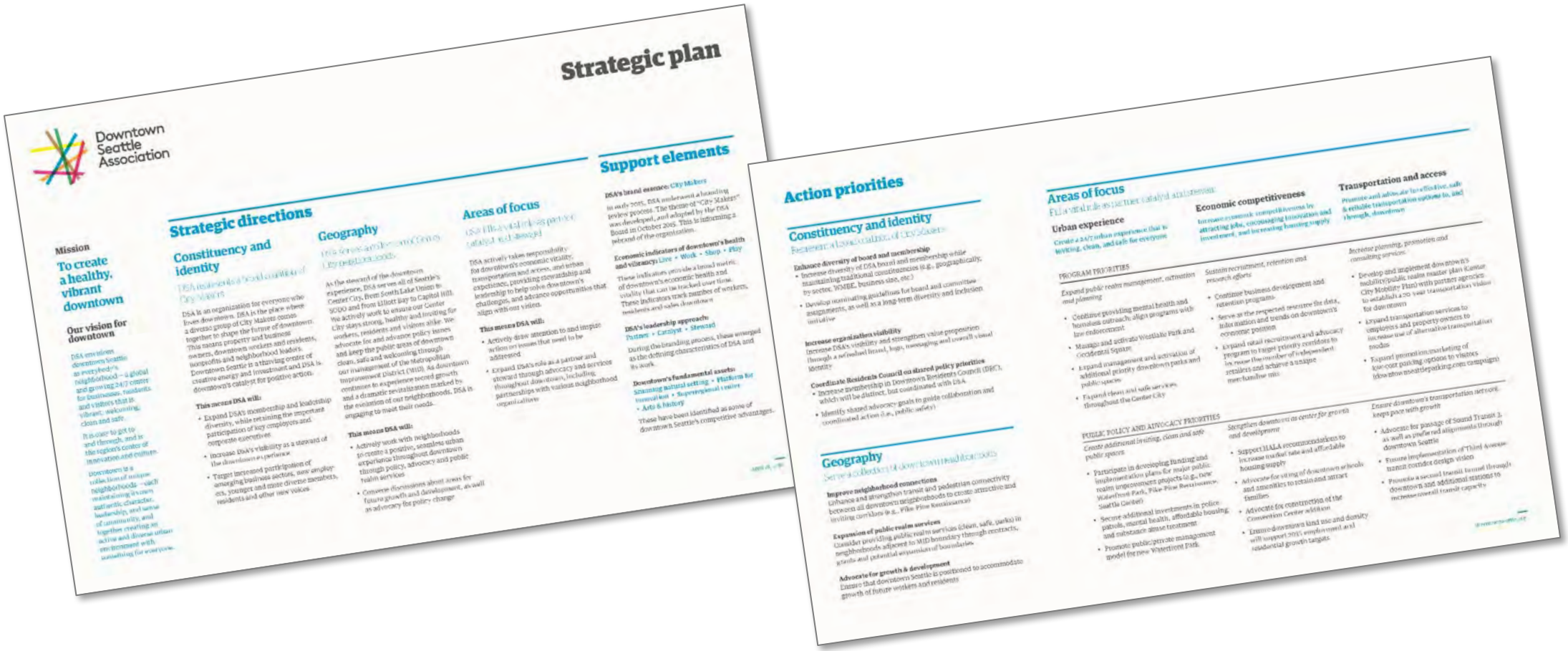
Downtown Seattle Association | Incorporating Residential



Downtown Seattle Association | Incorporating Residential



Downtown Seattle Association

Strategic plan

Mission

To create a healthy, vibrant downtown

Our vision for downtown

DSA envisions downtown Seattle as everybody's neighborhood—a global and growing 24/7 center for businesses, residents and visitors that is vibrant, welcoming, clean and safe.

It is easy to get to and through, and is the region's center of innovation and culture.

Downtown is a collection of unique neighborhoods—each maintaining its own authentic character, leadership, and sense of community, and together creating an active and diverse urban environment with something for everyone.

Strategic directions

Constituency and identity

DSA is dedicated to the collective success of City Makers

DSA is an organization for everyone who loves downtown. DSA is the place where a diverse group of City Makers comes together to shape the future of downtown. This means property and business owners, downtown workers and residents, nonprofits and neighborhood leaders. Downtown Seattle is a thriving center of creative energy and investment and DSA is downtown's catalyst for positive action.

This means DSA will:

- Expand DSA's membership and leadership diversity, while retaining the important participation of key employers and corporate executives.
- Increase DSA's visibility as a steward of the downtown experience.
- Target increased participation of emerging business sectors, new employers, younger and more diverse members, residents and other new voices.

Geography

DSA's work will reflect a commitment to City Makers and places

As the steward of the downtown experience, DSA serves all of Seattle's Center City, from South Lake Union to SODO and from Elliott Bay to Capitol Hill. We actively work to ensure our Center City stays strong, healthy and inviting for workers, residents and visitors alike. We advocate for and advance policy issues and keep the public areas of downtown clean, safe and welcoming through our management of the Metropolitan Improvement District (MID). As downtown continues to experience record growth and a dramatic revitalization marked by the evolution of our neighborhoods, DSA is engaging to meet their needs.

This means DSA will:

- Actively work with neighborhoods to create a positive, seamless urban experience throughout downtown through policy, advocacy and public realm services.
- Convene discussions about areas for future growth and development, as well as advocacy for policy change.

Areas of focus

DSA will be a visible and effective partner, catalyst and steward

DSA actively takes responsibility for downtown's economic vitality, transportation and access, and urban experience, providing stewardship and leadership to help solve downtown's challenges, and advance opportunities that align with our vision.

This means DSA will:

- Actively draw attention to and inspire action on issues that need to be addressed.
- Expand DSA's role as a partner and steward through advocacy and services throughout downtown, including partnerships with various neighborhood organizations.

Support elements

DSA's brand essence: City Makers

In early 2015, DSA underwent a branding review process. The theme of "City Makers" was developed, and adopted by the DSA Board in October 2015. This is informing a rebrand of the organization.

Economic indicators of downtown's health and vibrancy: Live • Work • Shop • Play

These indicators provide a broad metric of downtown's economic health and vitality that can be tracked over time. These indicators track number of workers, residents and sales downtown.

DSA's leadership approach: Partner • Catalyst • Steward

During the branding process, these emerged as the defining characteristics of DSA and its work.

Downtown's fundamental assets: Stunning natural setting • Platform for innovation • Supercolossal center • Arts & history

These have been identified as some of downtown Seattle's competitive advantages.

Action priorities

Constituency and identity

Represent diverse coalition of City Makers

Enhance diversity of board and membership

- Increase diversity of DSA board and membership while maintaining traditional constituencies (e.g., geographically, by sector, WMBE, business size, etc.)
- Develop nominating guidelines for board and committee assignments, as well as a long-term diversity and inclusion initiative.

Increase organizational visibility

Increase DSA's visibility and strengthen value proposition through a refreshed brand, logo, messaging and overall visual identity.

Coordinate Residents Council on shared policy priorities

- Increase membership in Downtown Residents Council (DRC), which will be distinct, but coordinated with DSA.
- Identify shared advocacy goals to guide collaboration and coordinated action (i.e., public safety).

Geography

Serve a collection of downtown neighborhoods

Improve neighborhood connections

Enhance and strengthen transit and pedestrian connectivity between all downtown neighborhoods to create attractive and inviting corridors (e.g., Pike-Pine Renaissance).

Expansion of public realm services

Consider providing public realm services (clean, safe, parks) in neighborhoods adjacent to MID boundary through contracts, grants and potential expansion of boundaries.

Advocate for growth & development

Ensure that downtown Seattle is positioned to accommodate growth of future workers and residents.

Areas of focus

Will be a visible and effective partner, catalyst and steward

Urban experience

Create a 24/7 urban experience that is inviting, clean, and safe for everyone.

Economic competitiveness

Increase economic competitiveness by attracting jobs, encouraging innovation and investment, and increasing housing supply.

Transportation and access

Promote and advocate for effective, safe & reliable transportation options to, and through, downtown.

PROGRAM PRIORITIES

Expand public realm management, outreach and planning

- Continue providing mental health and homeless outreach; align programs with law enforcement.
- Manage and activate Westlake Park and Occidental Square.
- Expand management and activation of additional priority downtown parks and public spaces.
- Expand clean and safe services throughout the Center City.

System recruitment, retention and research efforts

- Continue business development and retention programs.
- Serve as the respected resource for data, information and trends on downtown's economic position.
- Expand retail recruitment and advocacy program to target priority corridors to increase the number of independent retailers and achieve a unique merchandise mix.

Increase planning, promotion and consulting services

- Develop and implement downtown's mobility/public realm master plan (Center City Mobility Plan) with partner agencies to establish a 20 year transportation vision for downtown.
- Expand transportation services to employees and property owners to increase use of alternative transportation modes.
- Expand promotion/marketing of low-cost parking options to visitors (downtownseattleparking.com campaign).

PUBLIC POLICY AND ADVOCACY PRIORITIES

Create additional inviting, clean and safe public spaces

- Participate in developing funding and implementation plans for major public realm improvement projects (e.g., new Waterfront Park, Pike-Pine Renaissance, Seattle Center).
- Secure additional investments in police patrols, mental health, affordable housing and substance abuse treatment.
- Promote public/private management model for new Waterfront Park.

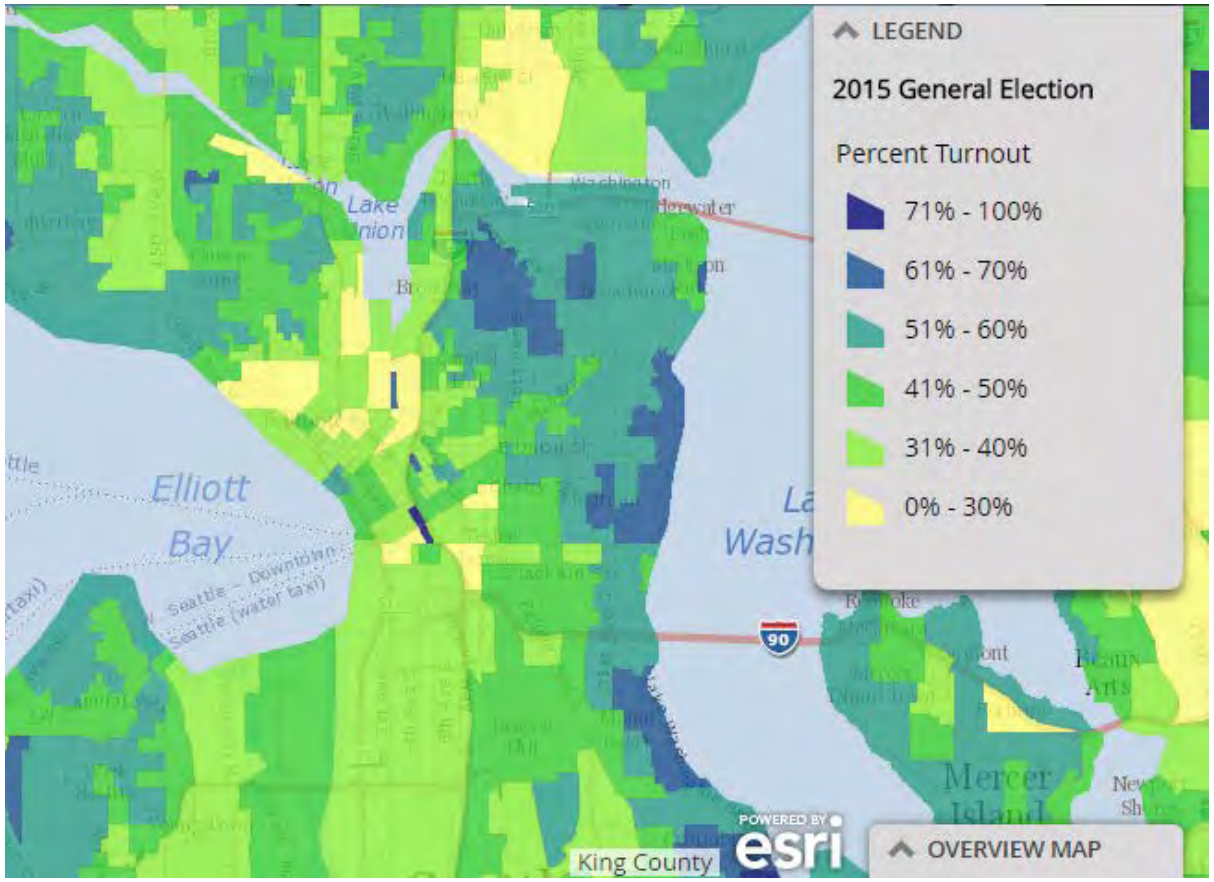
Strengthen downtown as center for growth and development

- Support HALA recommendations to increase market rate and affordable housing supply.
- Advocate for siting of downtown schools and amenities to retain and attract families.
- Advocate for construction of the Convention Center addition.
- Ensure downtown's land use and density will support 2035 employment and residential growth targets.

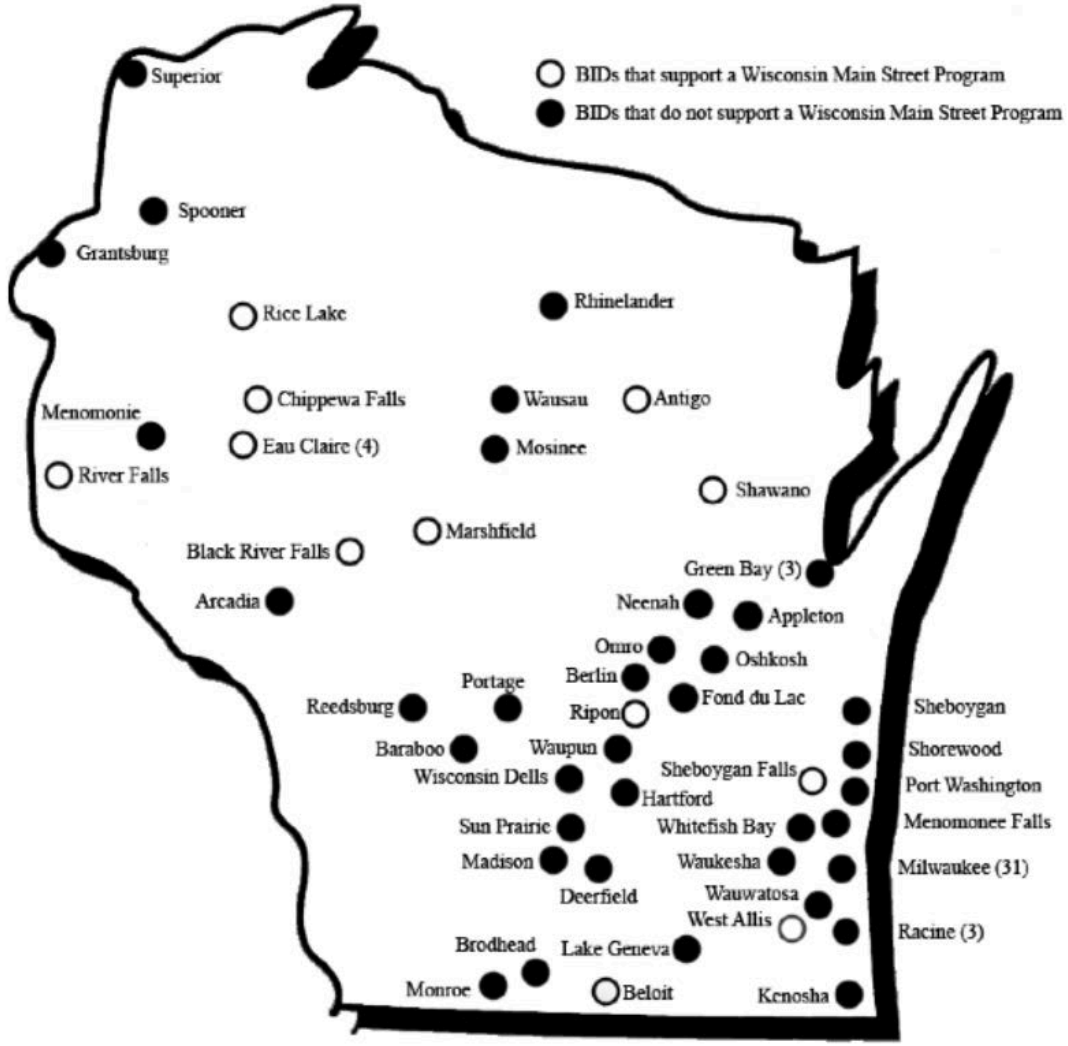
Ensure downtown's transportation network keeps pace with growth

- Advocate for passage of Sound Transit 3, as well as preferred alignments through downtown Seattle.
- Ensure implementation of Third Avenue transit corridor design vision.
- Promote a second transit tunnel through downtown and additional stations to increase overall transit capacity.

Downtown Seattle Association | Incorporating Residential



Milwaukie, Wisconsin



85+ BIDS in state
31 BIDs in Milwaukee

What is the Wisconsin BID legislation?

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities (i.e., cities, villages and towns) the power to establish one or more Business Improvement Districts within their community and an assessment methodology that allows properties within that geographic area to contribute to programs aimed at promotion, management, maintenance and development of that district.

Assessments are restricted to commercial and industrial properties within a municipality that are subject to real estate tax. Tax-exempt properties (i.e., religious, public utility or government properties) or those used exclusively as residences cannot be included in the assessment district. § 66.1109 of the Wisconsin Statutes regulate Business Improvement Districts.

Why the need to clarify?

- SB203 legislation proposed by Milwaukee developers is calling to exclude revenue-generating apartment developments
- Wisconsin Department of Revenue's Property Assessment Manual classifies apartment buildings of four or more units as commercial and not residential

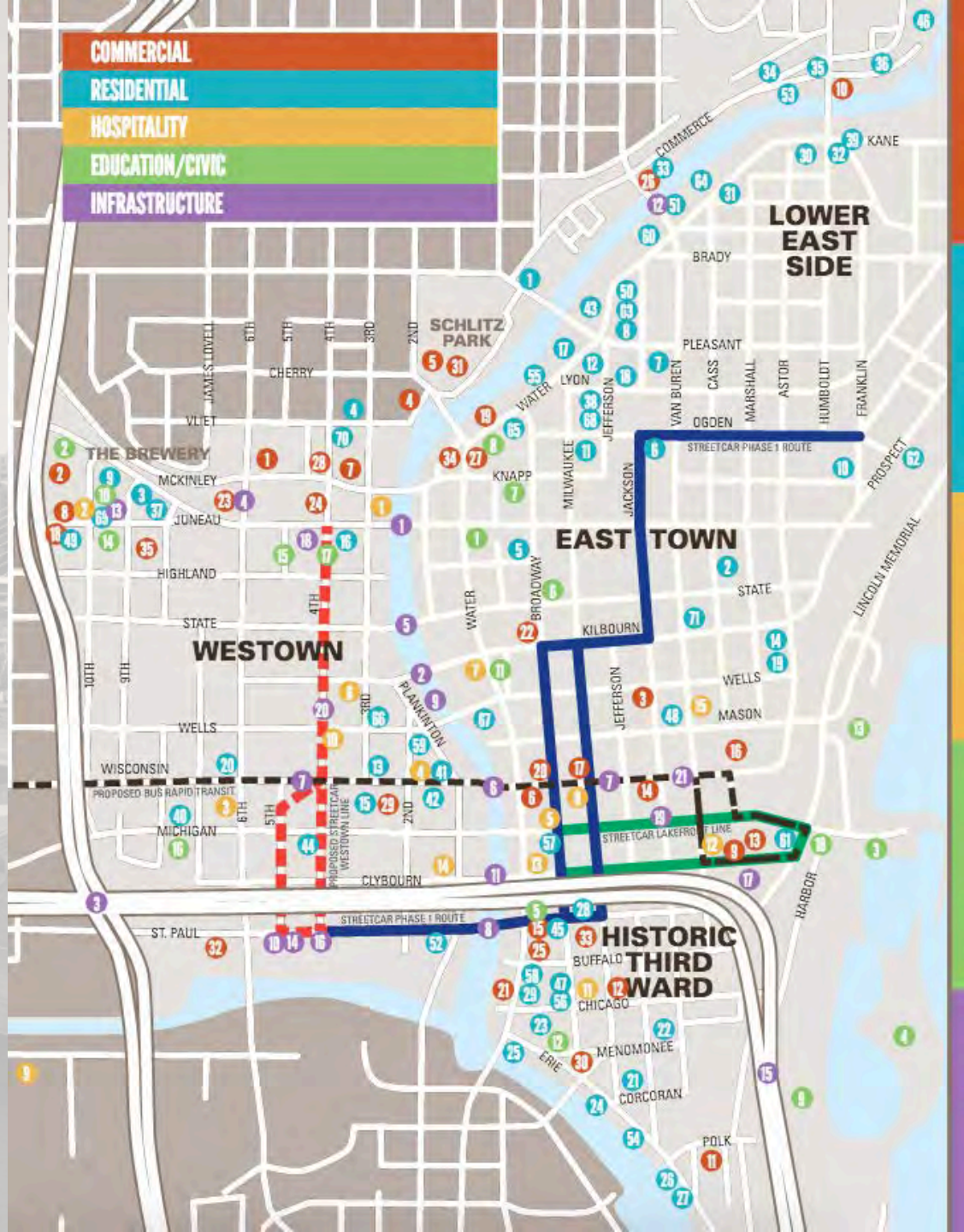
Department of Revenue's definition of assessable property

- City of Milwaukee ordered to refund $196,000 in BID assessments to one apartment owner
- Other lawsuits could be forthcoming
- Need to establish clarity and consistency

Superior
Ashland
Hayward
Minocqua
Rhinelander
Tomahawk
Rice Lake
WISCONSIN
Hudson
Wausau
Eau Claire
Sturgeon Bay
Marshfield
Stevens Point
Green Bay
Black River Falls
Appleton
La Crosse
Fond du Lac
Sheboygan
Wisconsin Dells
Madison
Milwaukee
Racine
Janesville
Kenosha

Market Highlights

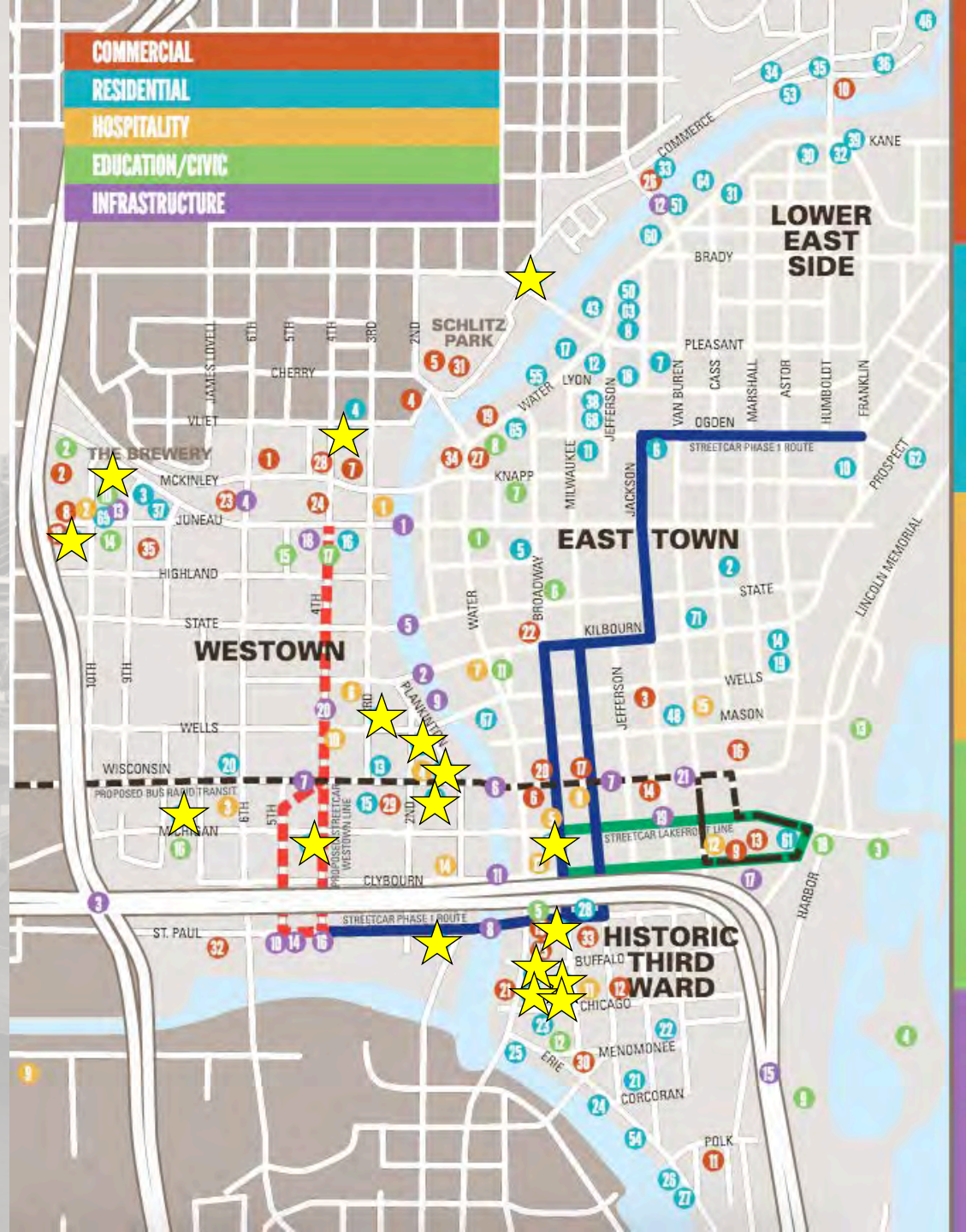
- 487 commercial properties
- Nearly 26,000 residents
- 13,000 housing units in 2010; projecting 20,000 by 2020
- “Extremely High Live-Work Quotient”
  - 31% of workers live in or within one mile of downtown
- 40% of the citywide volume sold, yet only 2.8% of City’s landmass
- 1,000+ residential units created since 2015



Downtown Milwaukee Investment Map

Class B & C Conversions to Apartments

700 Lofts
MKE Lofts
Plankinton Lofts
The Buckler
Mayer Building
Martin Building
Germania Building
Pritzlaff Building
Mitchell Leather Building
Mackie Building
Haymarket Lofts
Century Building
The Brewery Lofts
Chicago Street Lofts
The Pabst Blue Ribbon Lofts
Broadway Market Lofts
Milwaukee Fortress Building



Residential rate of conversion

- 17 buildings transformed from Class B & C office
- 1,247 apartment units added
- 1,815,372 SF renovated
- $260,900,000 invested

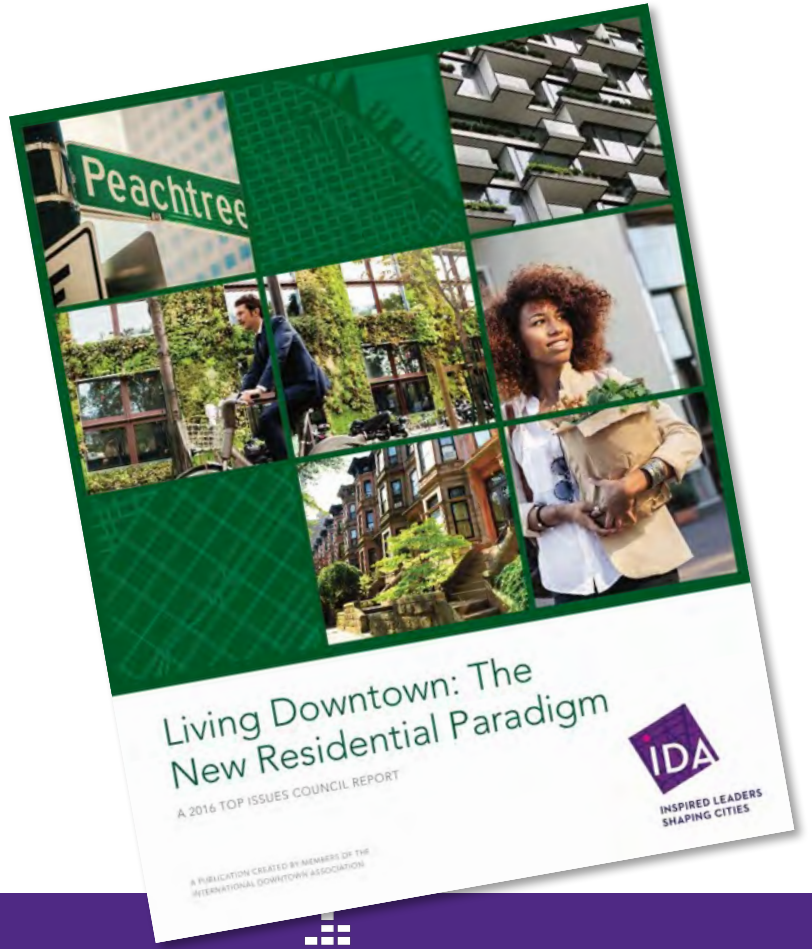
Amid development and controversy, who pays for what?

- Everyone benefits from BID services
- Commercial property owners should not have to pay higher BID assessments
- Apartment owners should pay their fair share

Lessons Learned

IDA Top Issues Council Report:

DOWNTOWN RESIDENTIAL



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- **Affordability**
- **Ownership**
- **Building complete and diverse communities for all**
- **Meaningful resident engagement**
- **Residential services**

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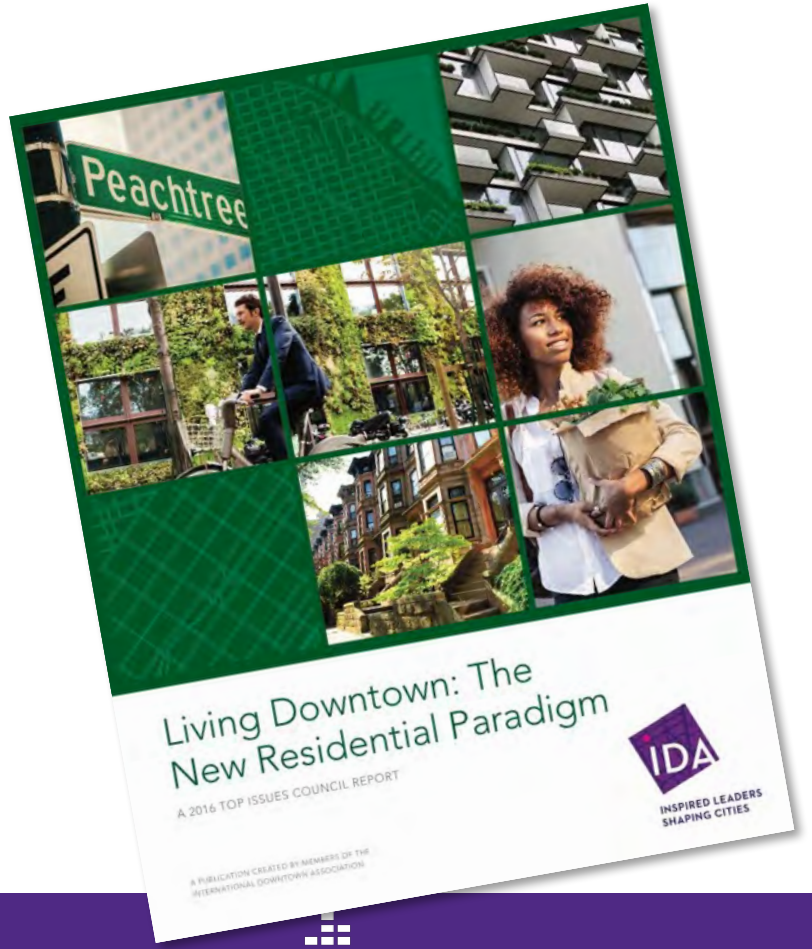


Steps to approaching these challenges:

- ➤Create a vision
- ➤Take inventory
- ➤Offer and promote incentives
- ➤Provide services and amenities
- ➤Conduct periodic evaluations

Long Beach:
Adding Residential to the Mix

Ryan Altoon
Downtown Long Beach Alliance
Greater Toluca Lake Neighborhood Council
AndersonPacific, LLC

DOWNTOWN LONG BEACH ALLIANCE

CURRENT ENTITLED RESIDENTIAL PROPERTIES

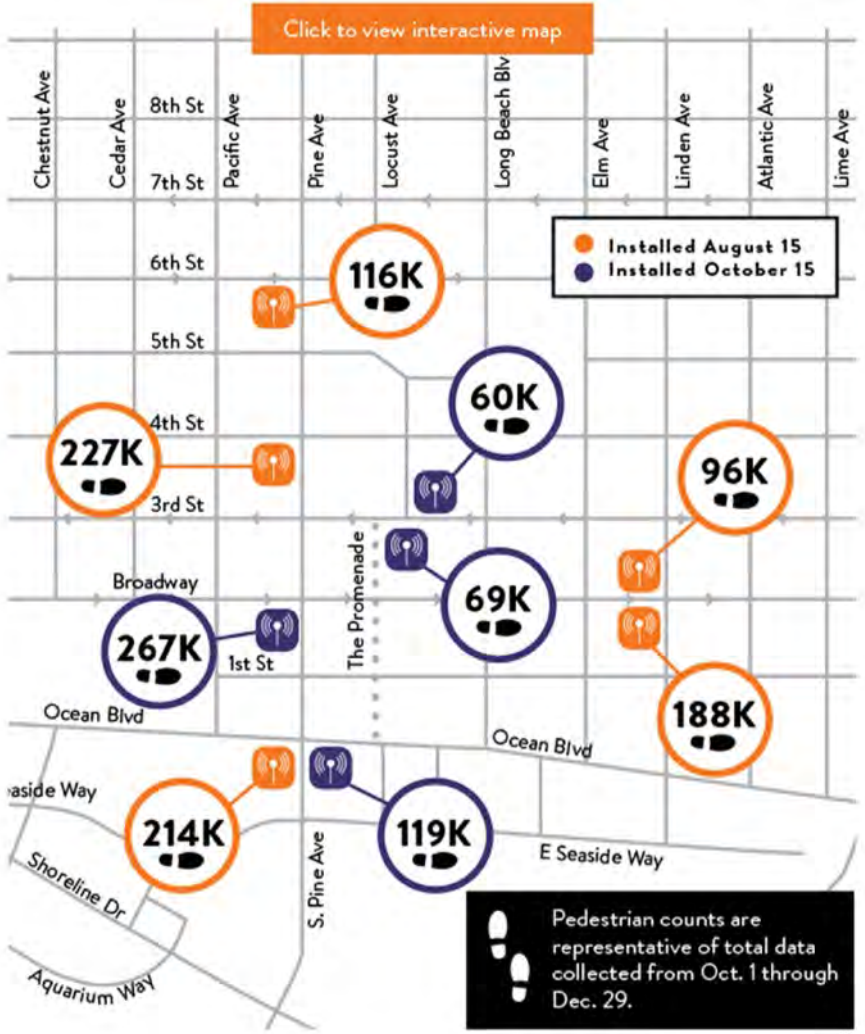
DOWNTOWN LONG BEACH ALLIANCE

AN AVERAGE OF **15,087 DAILY** PEDESTRIANS WALKED THROUGHOUT THE CORE OF DOWNTOWN IN Q4. PEAK TRAFFIC WAS GENERALLY EXPERIENCED ON SATURDAY WITH AN AVERAGE OF **19,354 PEDESTRIANS**.

by the numbers

NUMBER OF BUILDINGS	458
TOTAL INVENTORY	9,861 units
TOTAL OCCUPANCY	94%
AVG. RENTAL RATE / UNIT	$1,583
AVG. SF	737
AVG. RENTAL RATE / SF	$2.26
CONCESSIONS	0.8%
12 MONTH DELIVERIES	429

MULTI-FAMILY HOUSING	CURRENT MARKET MIX		EXPECTED MARKET MIX	
RENTABLE APARTMENTS	9,861	77%	12,151	79%
FOR SALE UNITS	2,896	23%	3,206	21%
TOTAL UNITS	12,757		15,357	



DOWNTOWN LONG BEACH ALLIANCE

DOWNTOWN RESIDENT DEMOGRAPHICS

43% HAVE A COLLEGE DEGREE OR HIGHER

85% REPORT RENTING OR LEASING THEIR HOME

41% OF RESIDENTS WORK IN LONG BEACH

DOWNTOWN RESIDENT ATTITUDES AND BELIEFS

"DTLB PROVIDES A VARIETY OF ENTERTAINMENT OPTIONS." **79%**

86% "FREQUENTLY WALK OR BIKE WHEN OUT IN THE DOWNTOWN AREA."

"I'M PROUD OF MY NEIGHBORHOOD." **75%**

85% "STRONG DESIRE FOR A HIGH QUALITY, FRESH-FOOD FORMAT GROCERY STORE." [TRADER JOE'S, SPROUTS, WHOLE FOODS]

DOWNTOWN LONG BEACH ALLIANCE

by the numbers

Source: US Census "On the Map"

42% of DTLB workforce holds a Bachelor's degree or higher

21% of DTLB workforce are in creative fields

63% of DTLB workforce is between 30 to 54 years of age

TOTAL INVENTORY	4,311,686
TOTAL VACANCY	15.0%
Q2 NET ABSORPTION	43,430
YTD NET ABSORPTION	-9,430
DIRECT AVG. ASKING RENT	$2.29
12-MONTH RENT DELTA	-.08%
TOTAL UNDER CONSTRUCTION	0
TOTAL PRE-LEASED	0

CSULB OFFICE OF ECONOMIC RESEARCH SURVEY DATA

63% Respondents agree the DLBA is an important advocate for DTLB business community

67% Respondents agree the availability of office space met their needs

64% Respondents agree the DLBA events are good for business

71% Respondents expect business to expand in the upcoming year

DOWNTOWN LONG BEACH ALLIANCE

DOWNTOWN LONG BEACH *Snapshot*

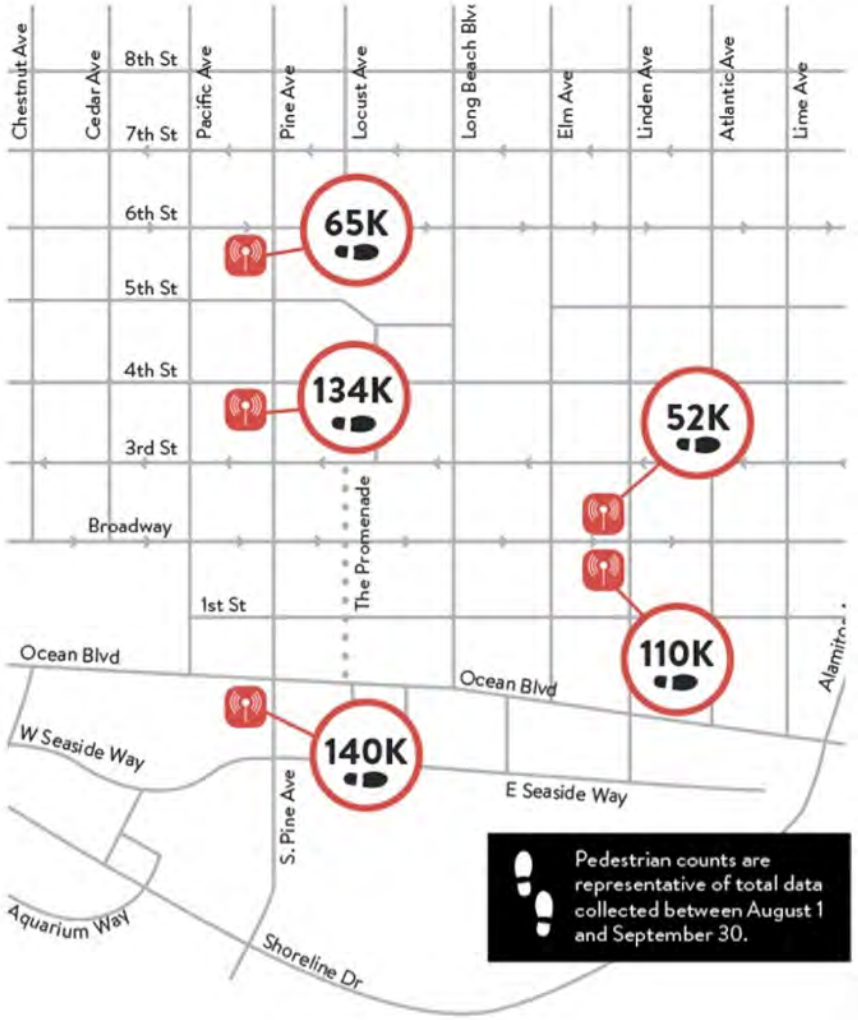
RETAIL MARKET REPORT - Q3 2016

DOWNTOWN LONG BEACH ALLIANCE

AN AVERAGE OF **10,916 DAILY** PEDESTRIANS WALKED ALONG PINE AVE AND BROADWAY CORRIDORS IN Q3. PEAK TRAFFIC WAS GENERALLY EXPERIENCED ON SATURDAYS WITH AN AVERAGE OF **13,780 PEDESTRIANS.**

by the numbers

NUMBER OF BUILDINGS	246
TOTAL INVENTORY	2,774,393
TOTAL OCCUPANCY	93%
Q2 NET ABSORPTION	48,940
YTD NET ABSORPTION	78,230
DIRECT AVG. ASKING RENT	$2.10
12-MONTH RENT DELTA	-1.9%
TOTAL UNDER CONSTRUCTION	-



DOWNTOWN LONG BEACH ALLIANCE

DEMOGRAPHICS

RESIDENTS	DOWNTOWN CORE (PBID)	GREATER DOWNTOWN (DPIA)
POPULATION	10,051	32,965
HOUSEHOLDS	9,828	13,155
AVERAGE HOUSEHOLD INCOME	$71,764	$57,709
% OF POPULATION MILLENIAL (AGE 20-34)	32%	31%
% OF POPULATION WITH BA OR HIGHER	46%	32%
AVERAGE HOME SALE PRICE	$546,104	$480,645

EMPLOYMENT		
TOTAL WAGE & SALARY JOBS	34,039	42,091
SQUARE FEET OF OFFICE	4,311,686 (Core & Greater)	
OFFICE OCCUPANCY	85% (Core & Greater)	

VISITORS	
HOTEL ROOMS	3,255
HOTELS	19
OCCUPANCY	75%

Source: US Census American Fact Finder

The Current

17-story
223 units
6,750 sf retail

LEED-NC Silver
LEED-ND Gold

- - - - - - - - -

- 223 Bike Lockers
- Bike Kitchen
- Dog Spa
- Fiber + Wireless
- Fitness Center
- Roof Deck Pool
- Fire Pit Lounge
- Demo Kitchen
- Res. Storage

- - - - - - - - -

Anderson Pacific
Ledcor Properties
QUALICO

Thecurrent
STARBUCKS COFFEE

SKYLINE
GATHER
the
DINE
ARTISAN
FORTLESS
WILD
Forest
SUSTAINABLE
CRAFTED
ICONIC
Artichoke
ELEVATED
SOIREE

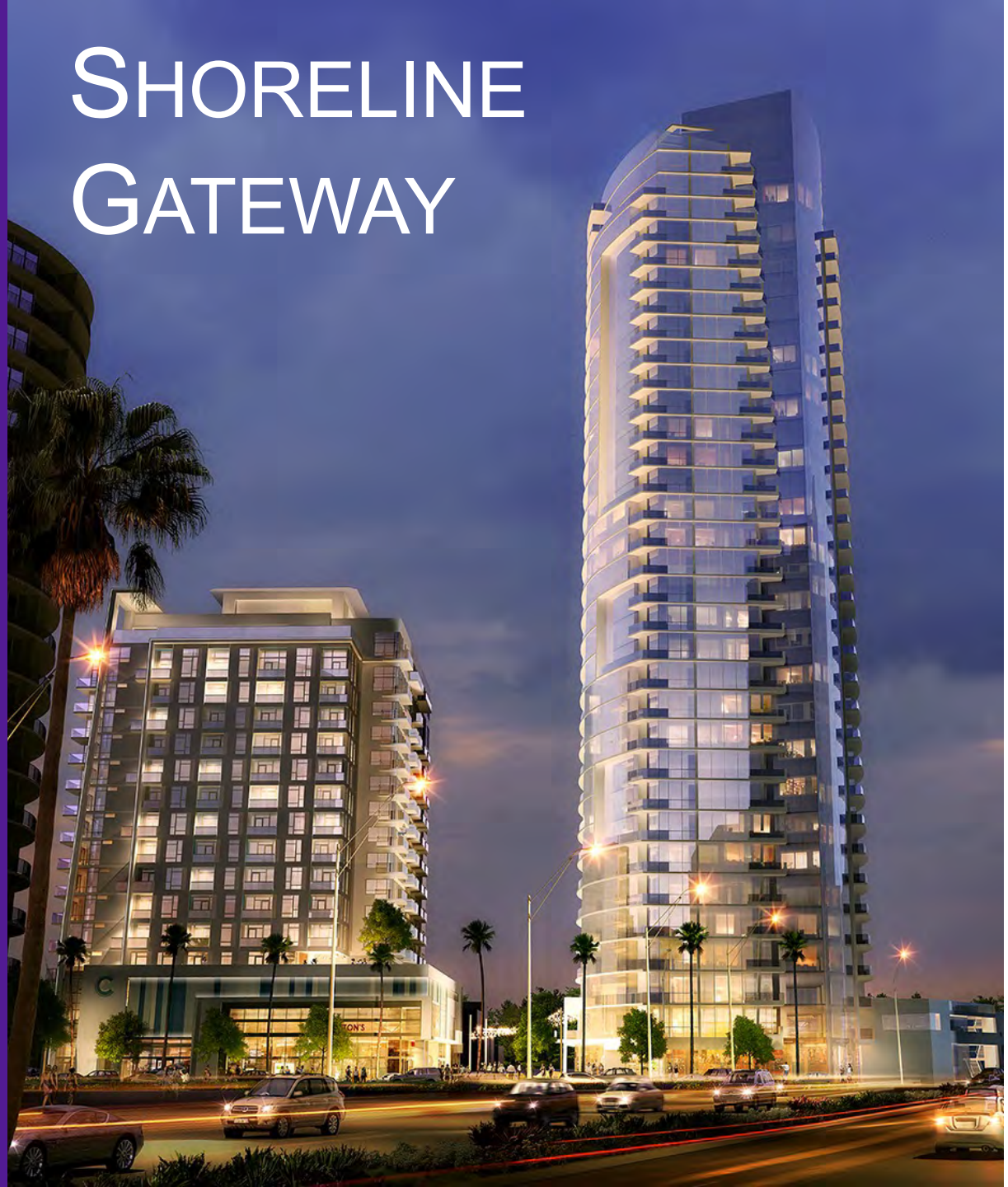
INSTINCT
SPINNER

EXIT
CLOSED

VELO-CITY

usbank

Shoreline Gateway



35-story
315 units
6,750 sf retail

LEED-ND Gold

- - - - - - - - -

- Fitness Center
- Roof Deck Pool
- Fire Pit Lounge
- Bike Lockers
- Bike Kitchen
- Dog Spa
- Fiber + Wireless
- Demo Kitchen
- Res. Storage

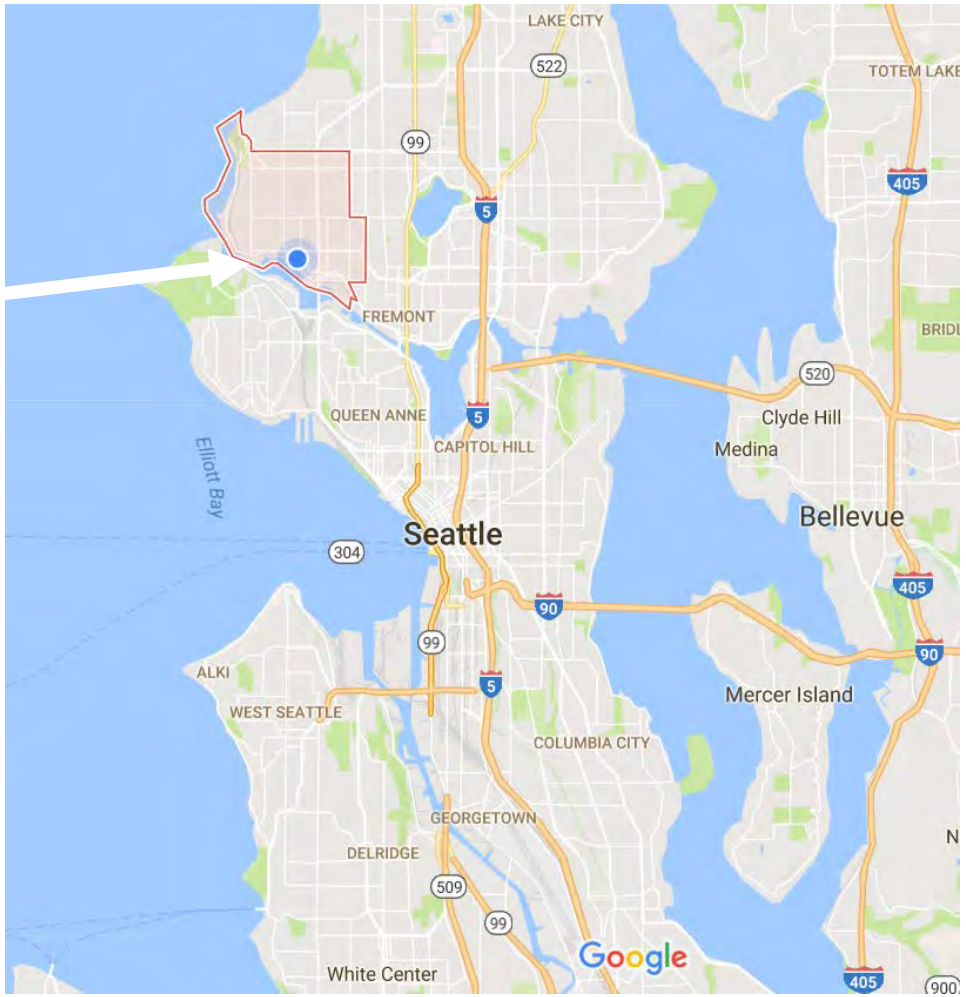
- - - - - - - - -

Anderson Pacific
Ledcor Properties
QUALICO

BALLARD:
Residential Role in a New BID

Mike Stewart, Executive Director
Ballard Alliance

Ballard | Seattle's NW Neighborhood



Ballard | Historic Roots

Independent city from 1889 – 1907

“Shingle Town” – highest producer of cedar shingles in country in 1905

Long history of maritime operations

Ballard | Significant Changes Throughout the 20th Century

From a vibrant downtown core in the 1930s and 1940s...

...to a loss of retail to auto-oriented shopping centers and malls in the 1960s

These factors led the City to make significant changes to its urban growth plans

Ballard | Rapid Rise of Residential

City designated Ballard a "Hub Urban Village"

Construction cranes fill the skyline

Residential population increased by more than 25% in last decade

Ballard | Why are Residents Interested in BIDs

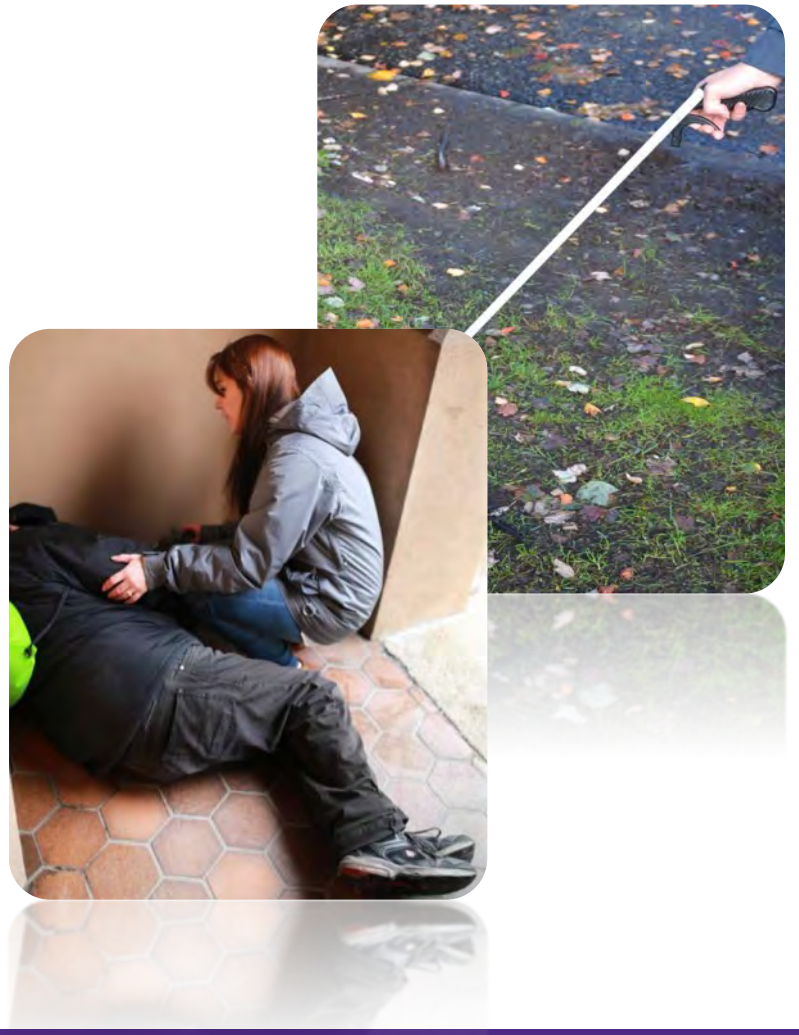
- City policies fail to keep up with the demands of growing communities
- Committed to preserving a thriving environment
- Need for a strong, unified voice at City Hall

Ballard | What are the Issues?

- Limited transit options and lack of parking
- Property and nuisance crime
- Trash and graffiti
- Illegal encampments and RV dwellings
- Erosion of public safety

Ballard | How will the Ballard BID benefit residents?

- Preserve and create a clean environment
- Employ a behavioral health specialist to engage with the homeless



Ballard | How will the Ballard BID benefit residents?

Activate our parks and public spaces to:

- Discourage nefarious activity and crime
- Bring the community together

Ballard | How will the Ballard BID benefit residents?

Create a marketing program to:

- Promote the neighborhood's amenities, attractions and events - creating vibrancy
- Ensure that Ballard remains an economically vital community in which residents want to live

Ballard | How will the Ballard BID benefit residents?

Engage in important public policy discussions (e.g. transit, growth and safety)

Ensure that residential voices are heard by decision-makers – both within the BID leadership and local government

Questions & Discussion

RESIDENTIAL RENAISSANCE

Contact us:

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- **Ryan Altoon**
  Downtown Long Beach Alliance — www.downtownlongbeach.org

- **Mike Stewart**
  Ballard Alliance — www.ballardchamber.com

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