



Pioneer Square Business Improvement Area Business Plan

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Overview

Introduction

Enacted by City Council and Mayor in 1983, and updated in 2005, the Pioneer Square BIA is currently funded by a small proportion of the more than 1200 Pioneer Square business owners. The mission of the Pioneer Square BIA was originally to promote retail businesses within Seattle's Historic District. Over the past three years, working in partnership with the Alliance for Pioneer Square, the BIA mission has expanded to include a comprehensive approach to economic development and neighborhood revitalization by focusing on five primary needs: neighborhood and business advocacy, economic development and retail recruitment, marketing and promotion, improving the built environment and public realm, improving street civility and public safety, and building neighborhood and organizational capacity. The Pioneer Square BIA is dedicated to improving Seattle's Historic District, making it a welcoming neighborhood for business, creating an atmosphere that will attract visitors and residents alike. Alliance for Pioneer Square and the Pioneer Square BIA services and activities are intended to extend, enhance and fill gaps in existing municipal services.

The Alliance for Pioneer Square was launched in June 2010 to lead implementation of the *Pioneer Square 2015* plan focused on the economic revitalization of the neighborhood. The Alliance also administers the Pioneer Square BIA. A major goal of the neighborhood work plan is to align the neighborhood boundaries and revise the BIA assessment methodology to ensure stable, long-term economic development for the neighborhood. The proposed changes include: expanding the BIA boundary so as to be contiguous with the Historic District and to include the tunnel construction site; simplifying the BIA assessment formula to be based on business square footage or number of parking spaces; including all businesses in the BIA to promote equality of voice in the neighborhood

The Alliance and BIA have worked hard in recent years to bring about many positive changes to our neighborhood, including new restaurants and stores, new housing, and helping Pioneer Square businesses weather the impacts of construction. The Alliance Board and BIA Board know that continuing Pioneer Square's revival will require on-going and essential services that must be funded in an equitable and sustainable manner. These volunteer boards have spent the last year evaluating services, assessment methodologies, and future needs, to develop this plan for a new Pioneer Square Business Improvement Area.

Business Improvement Areas (BIA) Legislation

The Pioneer Square BIA is governed pursuant to the Revised Code of the State of Washington, Chapter on "Parking and Business Improvement Areas", 35.87A." The law includes provisions that:

- Allows BIAs to finance services ranging from security to cleaning, marketing to parking management, planning to special events.
- Allows revenue for improvements and services to be raised from a special assessment based upon benefits received from improvements and services.
- Requires petition support from property owners and/or businesses representing more than 60% of the assessments to be paid.

A BIA is a private sector initiated mechanism to manage a commercial district or neighborhood environment. It is financed by an assessment on properties and/or businesses that is imposed by the City Council at the request of the ratepayers. A BIA assessment is similar to the “Common Area Maintenance” fees found in suburban shopping malls and office parks. These funds are used to improve specific areas through increased maintenance, additional safety initiatives, local promotion, special events, research and development, transportation and parking, and other activities selected and managed by the local BIA Board to benefit the district.

The goal of the BIA is to make the area an attractive, safe and exciting place to live, work, shop and play. These services are designed to maintain and improve the overall viability of downtown resulting in higher property values and sales. The International Downtown Association estimates that more than 1,200 Business Improvement Areas (BIAs) currently operate in business districts throughout the United States and Canada.

BIA Approval Process & Timeline

- Petitions to Renew & Expand the BIA sent to ratepayers April
- Collected Petitions delivered to City of Seattle June
- Petition verification by City Department of Finance & Administrative Services July
- City Council process, including at one or more Public Hearings Sept
- Final Council Approval & Mayor’s Signature Sept
- Renewed & Expanded BIA Operations begin January 1, 2014

Alliance for Pioneer Square Strategic Plan Goals

The Alliance for Pioneer Square was launched in June 2010 to lead the implementation of *Pioneer Square 2015*, and to achieve its mission of working for the betterment of Pioneer Square through advocacy, programming, marketing, and community action. We work to help preserve what makes Pioneer Square the most authentic, engaging and dynamic neighborhood in Seattle. The original plan included the work of more than 70 neighborhood stakeholders; a number that has increased significantly through outreach, business engagement, volunteer committees and activities, and the annual update to stakeholders.

Neighborhood and Business Advocacy and Capacity

Build the Neighborhood's Organizational Development and Advocacy Capacity

- Build Organizational Membership & Neighborhood Participation
- Build Board(s), Committee, and Neighborhood Capacity
- Insure Pioneer Square is represented in planning and legislative activities which impact the neighborhood.
- Address Mismatched Boundaries; aligning BIA and Historic Boundaries

Economic Development and Retail Recruitment

Actively engage businesses in supporting economic growth

- Support existing and emerging economic clusters.
- Identify desirable new businesses; develop marketing and recruitment strategies

Marketing and Promotion

Effectively Brand, Market and Promote Pioneer Square

- Brand and promote Pioneer Square as a cool, artsy neighborhood
- Continue to build positive image in the press.

Improving the Built Environment and Pedestrian Realm

Improve pedestrian experience by increasing outdoor spaces/activities in the district.

- Create a network of alleys for art, events, and improved pedestrian experience
- Advocate for a walkable neighborhood environment
- Implement Trail to Treasure; Interpretive Historic Trail

Improving Street Civility and Public Safety

Improve Public Safety and Civility

- Engage key stakeholders to improve issues of street civility and safety
- By increasing outdoor spaces/activities within the district
- By activating neighborhood space through the use of art
- By improving neighborhood lighting
- Ensure effective clean and safe services through a close partnership with the MID.

BIA Renewal Goals

The Pioneer Square Ratepayer Board adopted the neighborhood strategic goals with a focus on this restructuring:

- Keep the strong partnership between the Alliance for Pioneer Square and the Pioneer Square BIA
- Expand BIA boundaries to include the boundary of the Pioneer Square Historic District with the inclusion of the tunnel boring machine site; called the WOSCA site
- Include all business types as ratepayers
- Simplify and adjust the assessment formula for equity
- Limit budget increases to 3% or the Consumer Price Index, whichever is less

Pioneer Square Accomplishments

The Alliance and Pioneer Square BIA partnership has leveraged more than \$1.8 million in additional resources to implement our strategies over the past three years. This includes grants from foundations, the City of Seattle, and donations from local businesses, property owners, and residents.

- Viewed as a credible voice for the neighborhood
- Pioneer Square consulted regarding projects which impact it; broad neighborhood representation on Streetcar, Central Waterfront, and Seawall design and impacts
- Obtained more than \$10 million in mitigation funds used to promote the neighborhood and subsidize parking during construction
- Key role in Center City Initiative to address issues of chronic urban poverty and homelessness
- Successfully re-branded neighborhood, changed the story in the Seattle press
- Launched robust retail recruitment program

Pioneer Square BIA Governance

The Pioneer Square BIA has a Ratepayer Advisory Board that oversees operations and is actively engaged in day-to-day neighborhood efforts. The Rate Payer Advisory Board is representative of the diverse range of Ratepayers

The Board representation categories include: retail, restaurants, and upper floor businesses representing the creative class presence in Pioneer Square. Bars and nightlife are also represented. Currently two BIA Ratepayer also hold seats on the Alliance Board.

2013 Ratepayer Advisory Board members:

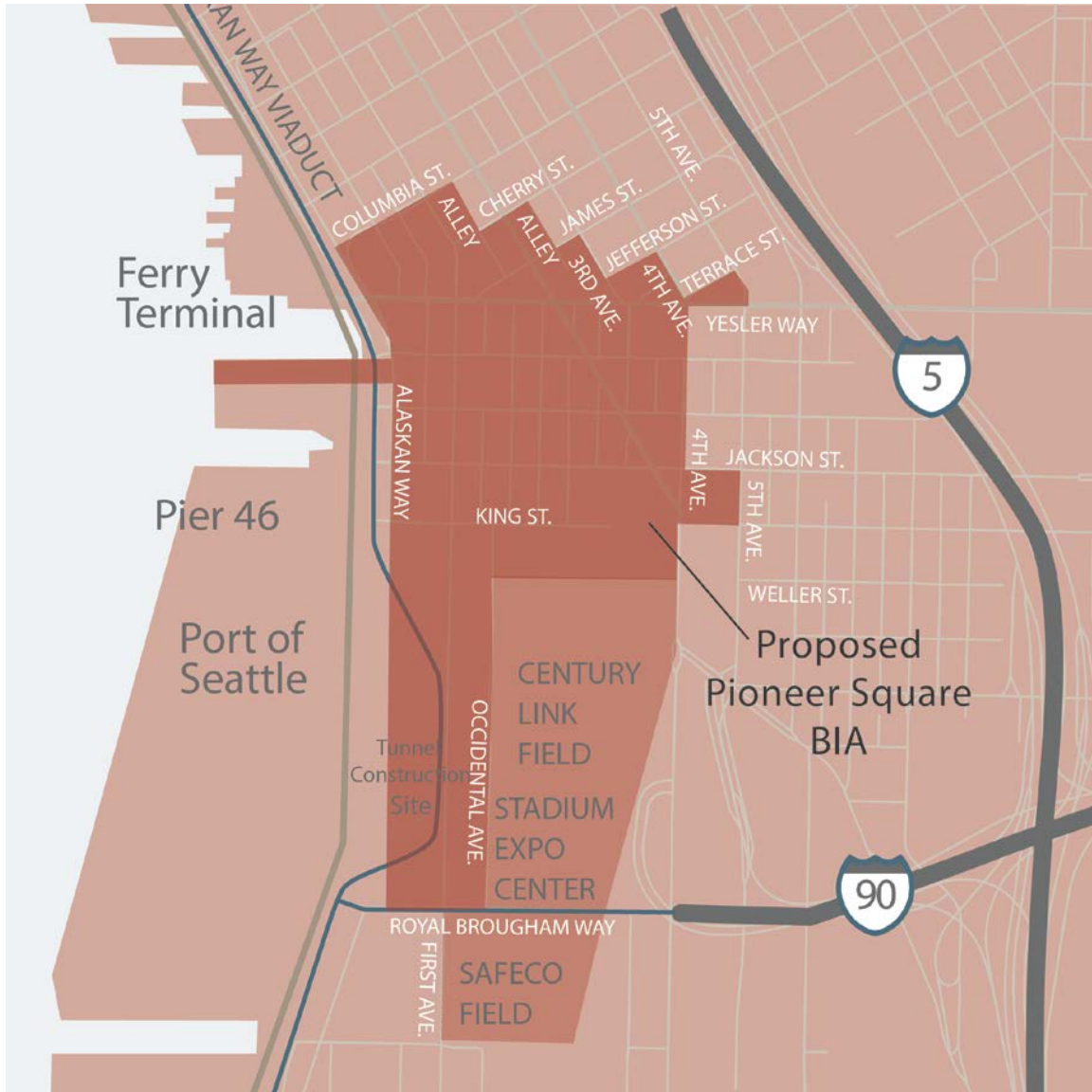
- Stanley Hainsworth Tether Inc.
- Roger Ottenbach Cutty Sark Nautical Antiques
- Angela Williams IL Bocalino & Café Begodi
- Hugh Holman Formerly of Marcus's Martini Heaven/Now Savers
- Mike Klotz Delicatus & The Kitchen
- Guy Godefroy Trinity Night Club
- Mike Jaglois Upper Cut Advertising
- Barry Blanton Blanton Turner

Alliance for Pioneer Square Board

- Kevin Daniels Nitze-Stagen, Daniels Real Estate, Co-President
- Charley Royer Resident, Co-President
- Adam Hasson SAMIS Land Company, Secretary
- Paul Swegle Kinsel Law Firm, Treasurer
- Barry Blanton Blanton Turner
- Jan Drago Drago & Associates & Resident
- Hugh Holman Formerly Marcus's Martini Heaven/Now Savers
- Ryan Smith Martin Smith Inc.
- Azar Kouilbaly Attorney at Cairncross & Hempelmann & Resident
- Shelby Brammer Resident
- Jen Hulet-Kelly Resident
- Caroline Peani ING, Capital One
- Jacqueline Ashwell Superintendent Klondike National Historical Park

Boundaries

Proposed Pioneer Square BIA



Assessment Formula & Methodology

Initial Assessments:

The City of Seattle would levy the special assessment by applying an assessment rate to each Ratepayer as described below. Records for the assessment calculation are reported by the ratepayer at the time of collection and are subject to verification by the City of Seattle.

- Except as provided below, all uses will initially be assessed at \$0.20 x Occupied Square Footage.
- Warehouse/Industrial uses will be assessed at \$0.02 x Occupied Square Footage.
- Parking uses will be assessed at \$30.00 per stall.
- Group homes/day shelters will be assessed at \$0.01 X Occupied Square Footage.
- Residential uses (other than group homes) will not be assessed.
- Governmental uses and public utilities will not be assessed.
- Currently vacant square footage will be included when it becomes occupied
- Newly developed square footage will be included when it becomes occupied

Annual Updates:

Beginning in January 2015, and each January thereafter, the assessment rate will increase by the lesser of 3% or the Consumer Price Index for All Urban Consumers in Seattle-Tacoma-Bremerton area.

Pioneer Square BIA Services and Budget

Services Summary

1. Neighborhood and Business Advocacy and Capacity

Build the Neighborhood's Organizational Development and Advocacy Capacity

- Monthly electronic communication with neighborhood businesses and residents.
- Outreach to businesses to identify key issues and concerns, build relationships, and solicit participation.
- Quarterly Meetings with various neighborhood constituencies; retail, bars, clubs, human services, sports teams, galleries.
- Build capacity to increase effective neighborhood representation on committees, planning groups, and other policy discussions that impact Pioneer Square.
- BIA Ratepayer Board increases in number, visibility, and integration with Alliance Board.

2. Economic Development and Retail Recruitment

Actively engage businesses in supporting economic growth

- Support each industry sector as requested including technical assistance
- Assistance to ratepayers with navigation of the Pioneer Square Preservation Board.
- Support growing sectors through promotions and advertising
- Partner with Alley Network to develop unique business offerings that face the alleys

- Continue robust retail recruitment

3. Marketing and Promotion

Effectively Brand, Market and Promote Pioneer Square

- Build upon previous successes, continuing to expand message and reach.
- Continue to develop relationships that support co-promotion.
- Ensure websites stay current, fresh, and reflective of neighborhood.
- Increase advertising of Pioneer Square and 1st Thursday as well as new restaurants, businesses, and events.

4. Improving the Built Environment and Pedestrian Realm

Improve pedestrian experience by increasing outdoor spaces/activities in the district.

- Work with ISI, the Alley Network and other partners to expand and improve the Alley Network. Work to increase business offerings in alleys.
- In collaboration with ISI, complete alley re-surfacing prototype and project.
- Using neighborhood pedestrian framework, advance Pioneer Square position on pedestrian, transit, and transportation at all opportunities.
- Install first round of Trail to Treasure kiosks. Develop more in-depth stories for use with walking tours, smart phone apps and audio tour.

5. Improving Street Civility and Public Safety

Improve Public Safety and Civility

- Insure civility steering committee meets at least quarterly. Ensure various neighborhood constituencies are represented.
- Continue partnership with City of Seattle on pilot project for public restrooms.
- Continue collaboration with MID to ensure satisfaction. Work with businesses and residents on reporting & troubleshooting issues.
- Continue participation in Center City Initiative developing strategies to address urban poverty and homelessness.
- Ensure effective clean and safe services through a close partnership with the MID.

6. Management

Provide Excellent Program Management and Administration

- Provide high-quality program administration and excellent customer service
- Effectively develop and implement service programs
- Provide financial and contract management services

City Baseline Services

Note: This plan is supplemented by the *Statement of Principles* in the City ordinance, which specifies ongoing City service levels.

Estimated BIA Budget Summary

Program	Proposed 2014 Budget	% Budget
Business & Neighborhood Advocacy & Capacity; includes civility advocacy	\$110,850	15%
Business Development & Retail Recruitment	\$184,750	25%
Marketing & Promotion	\$236,480	32%
Pedestrian Environment	\$133,020	18%
Management	\$73,900	10%
TOTAL	\$739,000.00	100%

Pioneer Square Program Expansion Implementation

The Alliance for Pioneer Square and the Pioneer Square BIA Boards looks forward to working with the community to extend services to improve the economic viability and quality of life in all of Pioneer Square. A fundamental principal is to deliver services in an equitable fashion throughout the district.

Governance

The Alliance for Pioneer Square Board is currently comprised of business owners, property owners, and residents. The Pioneer Square BIA Ratepayer Board is currently comprised of ratepayers reflective of the old boundary. After passage the two boards will work jointly to establish their relationship to one another, membership, and representation of the entire Historic District.