

AURORA LICTON URBAN VILLAGE

Building community together

BUSINESS DISTRICT VISIONING PROJECT



ACKNOWLEDGEMENTS

The Aurora Licton Urban Village (ALUV) economic development outreach project was completed during the summer and fall of 2017. Convened by members of ALUV, it was shaped by the ideas, insights, and passions of the ALUV business and residential community. ALUV is grateful to everyone who participated, whether through interviews, focus groups, surveys, or casual conversations.

This visioning project was funded in part by a grant from the City of Seattle Office of Economic Development and facilitated by *BDS Planning & Urban Design*.

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EXECUTIVE SUMMARY

From July through October 2017, members of the Aurora Licton Urban Village (ALUV), a neighborhood alliance, launched an effort to reach out to local businesses within the urban village and create a common vision for a more vibrant and safe neighborhood business district for residents, businesses and visitors alike. Through this process, these Project Principals wanted to identify ways residents and businesses could collaborate to support the business district while also meeting resident needs. With the help of a grant received from the City of Seattle's Office of Economic Development, they interviewed 37 businesses, surveyed 200 community members, and hosted three focus groups with business owners and managers.

Through this process, the Principals found that business and residents alike voiced many common values, challenges, and aspirations for ALUV. The community agreed upon the following near- and long-term recommendations for improving the business district.

NEAR-TERM

1. Capacity Building & Staffing
2. Information Sharing and Networking
3. Clean-up & Safety

LONG-TERM

1. Advocacy to City
2. Curating Business Mix
3. Activating Space
4. Urban Design Framework

The following report details the process of convening the Project Principals, outreach to the community and businesses, and the findings from that outreach. These findings informed the near and long-term recommendations for the business district, which will lay the groundwork for future planning.

Table of Contents

Executive Summary	2
Background	3
Visioning Process	4
Findings & Recommendations	6



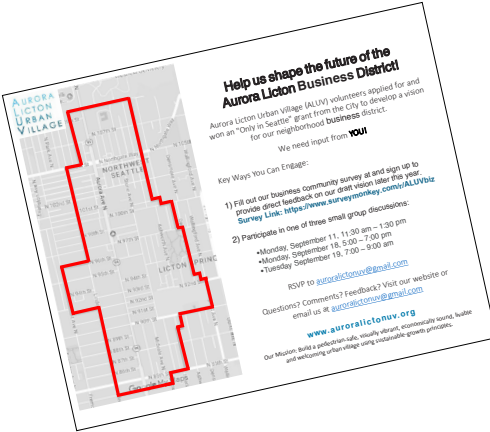
BACKGROUND

Aurora-Licton Springs is a Residential Urban Village designated as such by the City of Seattle. Boundaries are:

- North 84th Street (southern);
- North 110th Street (northern);
- Fremont and Linden Avenues (western); and
- Wallingford Avenue (eastern).

The Aurora Licton Urban Village (ALUV) is an alliance of residents, businesses, and organizations advocating for a more vibrant and livable urban village. Since the 1994 Residential Urban Village designation, the urban village has experienced significant increases in residential density. Despite this increase in residential density, Aurora-Licton Springs is still missing key characteristics of sustainable urban villages, including pedestrian infrastructure, local-serving businesses, community meeting places and facilities and well-designed streetscapes. ALUV seeks collaboration to make the urban village unified and complete.

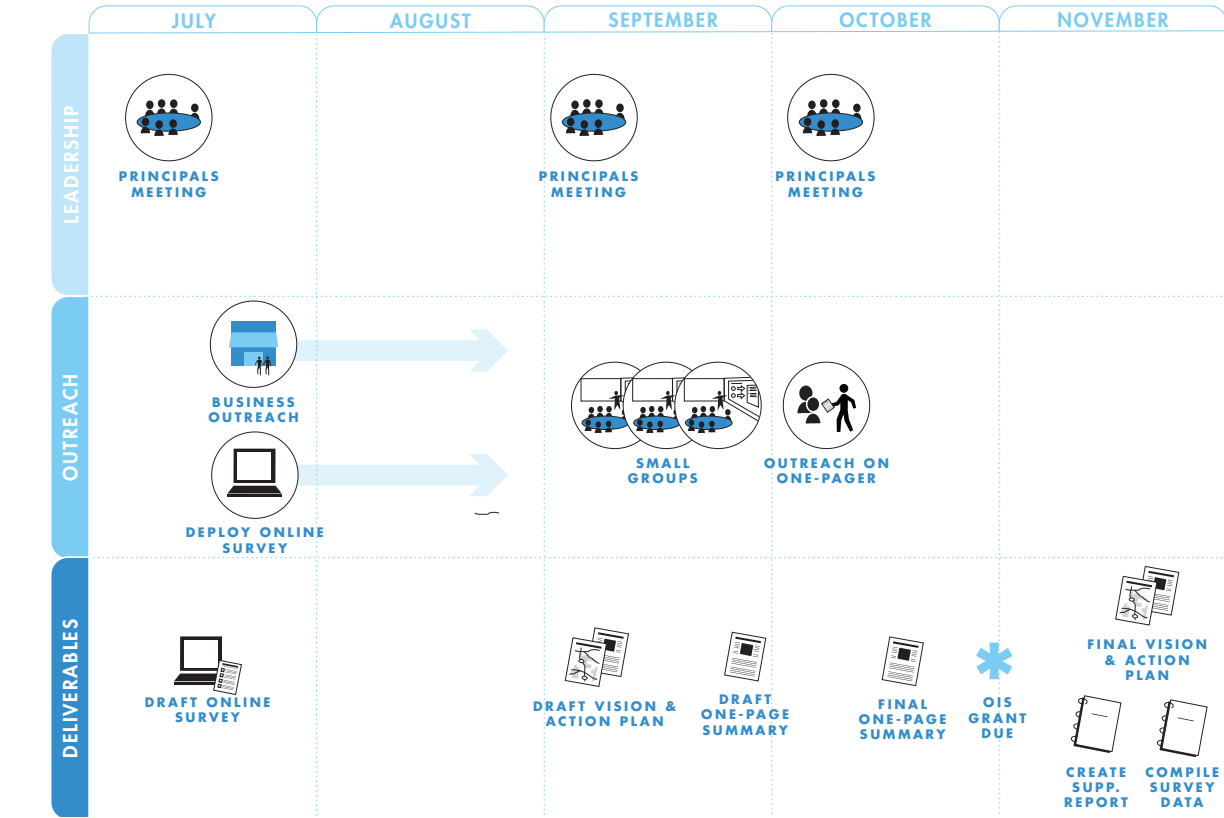
VISIONING PROCESS



From July through October 2017, the Principals convened and worked to develop their leadership, conduct outreach with the help of consultants, and develop a vision and survey report for community and stakeholders. Starting in July, the Principals conducted outreach in-person and online with the purpose of engaging the business and residential community in developing a near- and long-term vision for the business district.

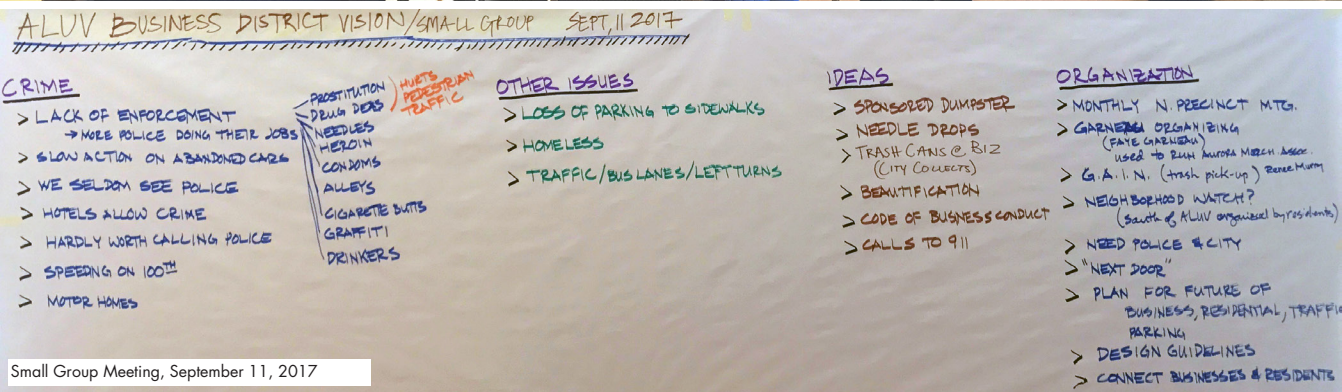
The outreach included online surveys and in-person interviews. Thirty-seven business were interviewed and an additional 200 community members responded to an online community survey. Lastly, three focus groups were conducted with business owners and managers, as well as a few key residents and partners within the urban village.

The findings from the survey, interviews, and focus groups were reviewed and analyzed by the Principals, providing the rationale and background for the near- and long-term action plan.

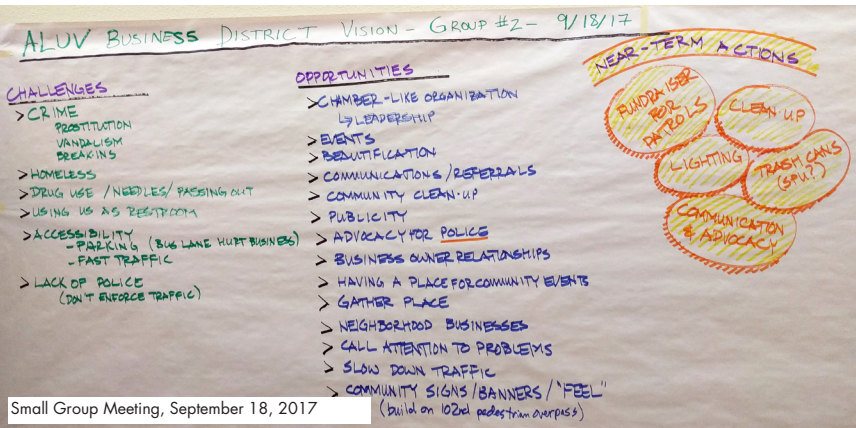


October 2017

ALUV Business District Visioning Project



Small Group Meeting, September 11, 2017

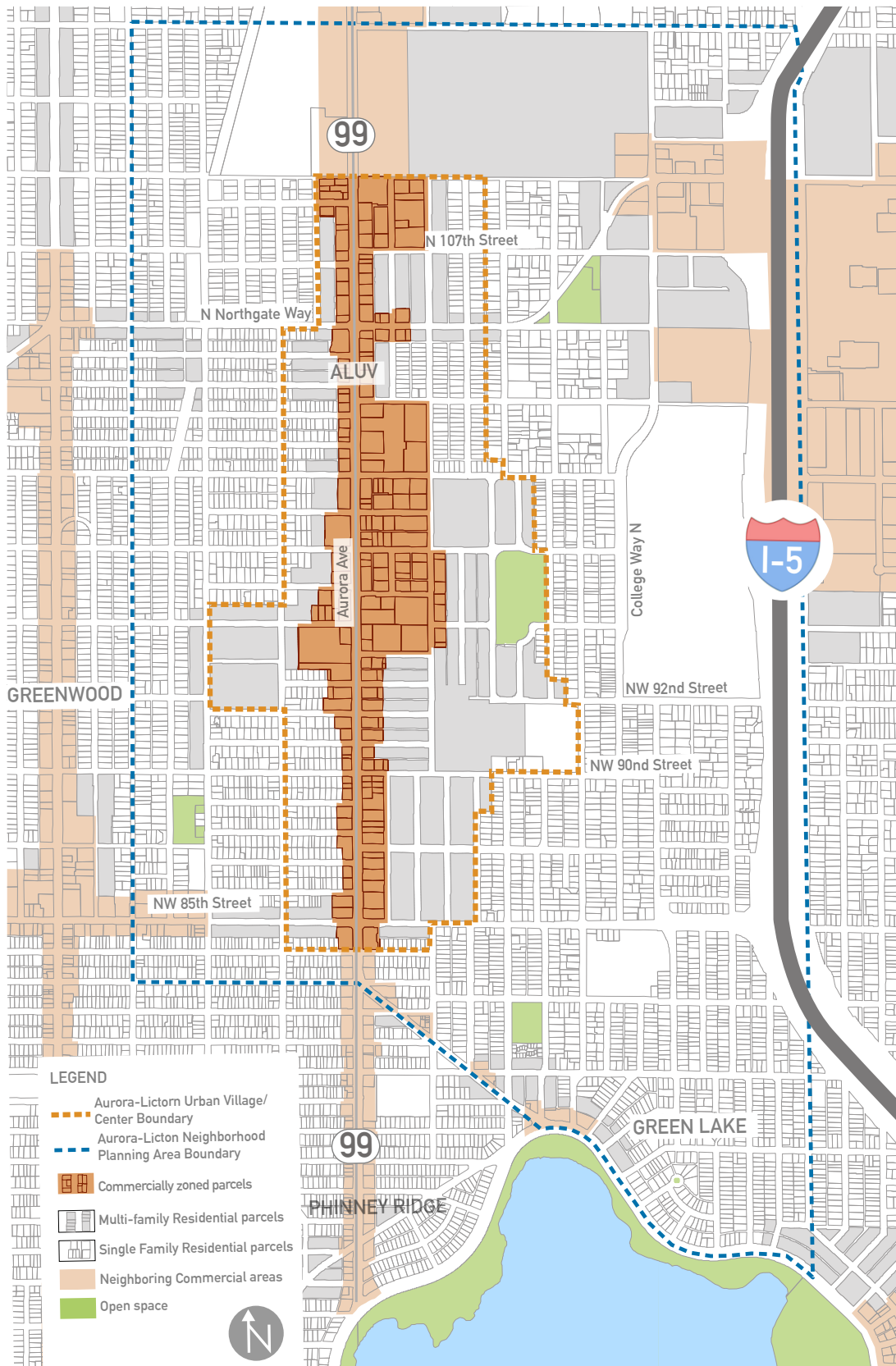


Small Group Meeting, September 18, 2017

ALUV Business District Visioning Project



October 2017



ALUV BUSINESS DISTRICT AREA