

Scenario #1 – “a hyper-local BIA”

- If there were to be a “hyper-local” BIA, would the businesses in the BIA be taxed twice?
- OED likes BIA’s and could potentially provide funding/administration to initiate a new BIA in Capitol Hill
 - Do not really see the benefit of creating a new BIA in Capitol Hill
 - Could be hard to get a new BIA up and running – lots of time, money and effort
- Might be helpful to interject new life into the existing BIA if they had some responsibility to take on the programming/maintenance role
- Currently, about 80% of the funding goes to cleanscapes efforts (cleaning the sidewalks/ROW)
- Could use the existing Broadway BIA structure and model and have a new designated role within BIA to oversee programming/maintenance of plaza
 - Could breath whole new life into the BIA
 - Creation of a new position to oversee the plaza and everyday happenings
 - Would potential businesses/developers along east side of Nagle plaza (B sites) pay into the BIA to help cover costs (not currently assumed to be involved with Broadway BIA)
 - Would imply increased fees for businesses
 - Successful plaza would benefit all businesses involved in BIA, especially those with adjacent properties to the plaza
- Would need more information (a better understanding) about how the existing Broadway BIA is set-up, its functions and bylaws to determine if appropriate to have programming and maintenance of Nagle plaza become a part of their scope of work
 - Possible to modify bylaws? Would need more information on how it could work and if businesses in BIA would want to expand
 - Would need to modify the charter as well to reflect changes and role of the BIA
- Believes it would be more efficient to include more businesses in the BIA, if expanded to include those off Broadway (site B); could others off Broadway be included as well?
- We could consider the plaza as an extension of the potential cultural (LGBQ) space that would be within the developable areas

Scenario #2 – PDA

- Capitol Hill Housing (CHH) is an existing PDA in Capitol Hill
 - Could there be an umbrella under CHH to manage and program the plaza
 - If they would be open to programming and managing the plaza space, where would they receive the funding to hire such a person or expand their work plan?
- Would not to see a new PDA established
 - Use existing structures already in place – will save money, time, and effort
 - Also legal issues in creating new PDA – again, money spent and most likely not in the best way
 - PDA has a governing board
- Will Sound Transit pay for maintenance of the plaza?

- Will they provide any funding for anything other than accessing their station box/vent shaft for their own purposes?
- They will maintain ownership of the plaza, so why would they not help fund it as well?
- Potentially understand that they might not want to fund programming of the plaza, but maintenance funding seems necessary
- Cal Anderson Park Alliance does positive programming at the park; could they help support the programming efforts in the plaza as well?
 - Would need financial assistance to expand their programming, where would the funding come from?
 - Could potentially be an option if they received funding support

Scenario #3 – outside entity (ex. Fremont Sunday Market)

- Who decides who this entity is? Sound Transit or the developers/owners of the buildings?
- Use of the building could have direct interaction with the plaza, then they would need some say in happenings in the plaza
- Not sure if the Fremont Sunday Market is the best example – not too many residents surrounding the area and within a ROW – a bit of a different scenario at the plaza
- Occidental Park – Alliance of Pioneer Square and Parks Department both have a role in organizing programs (table and chair set-up, etc.)
- Will Sound Transit decide what model to use? Who gets to decide?
- **Whatever model is chosen needs criteria (agreement) between Sound Transit and property owners for space activation and livability of the residents – needs to be compatible uses**
 - **Will need to organize an advisory role (made of property owners, businesses and residents and oversight entity)**

Scenario #4 – Master Developer

- Unsure why Sound Transit would not provide more funding for plaza activation and cleanliness – they will maintain ownership; they should feel responsible for its activation and maintenance
- If one developer is to develop the entire site, they become the “quarterback” of the site
 - Could manage themselves or hire an entity to oversee the programming (would still need some sort of advisory committee for the residents to have a say in use?)
- Dead space (like at Mt. Baker LRT Station) is not how we want to see plaza and that is owned by Sound Transit too. They do nothing to activate that space.
 - Need ideas and funding for activation
 - Mobile vendors alone will not activate the space
 - There is actually no activation by any means at any of the ST LRT stations – cannot happen with Nagle plaza
 - Hopefully we are in the transition zone and with a better economy, spaces become more active
- This is the opportunity to make the plaza as the community wants to see it, obviously Sound Transit does not care as much as the community will (see other LRT stations as an example)

- Sound Transit still considering a 99 year lease on all developable footprints, regardless, developers would not have own the plaza, ST will
- Design of plaza needs to be better than a blank slate
- Would more be in favor of scenario #4 if the developer/everyone residing in the buildings is in favor of programming /managing ideas and have criteria for applicable uses of the plaza

General plaza programming discussion:

- Whatever entity programs and maintains the plaza area, they must have the best interests of the businesses/residents adjacent to the plaza. Need to represent all involved. Must have compatible uses (ex. late night concerts/music might not be the most compatibles use with the residential units above). Also depends on what type of active ground floor use might be happening within the sites.
- Should be a 24-hour or 18-hour hub of activity?
- Plaza needs to pay for itself over time and grow activities, users. Farmer's Market will be a good start and build from there, but activities need to be flowing by the time the plaza is built
- Does the farmer's market pay to use the space? Will they pay Sound Transit? Or will the entity running the plaza receive the funding to help with maintenance?
- Potential to have plaza area become a mini-version of Pike Place Market
- Would need criteria for uses is allowable or not
- Most likely will be a single person staffing (especially at the beginning of its life). Where would this person/entity reside? Depends on who will oversee the plaza
- Someone will need to be in charge of set-up/break down of different activities (similar to City Hall Plaza)
- Could the person in charge of programming come out of the city (office of arts and culture)? Would we want it to be city run? Probably not.
- What kind of infrastructure would need to be permanent? And how many permanent fixtures do we need? Will there still be farmer's market bays when no farmer's market is utilizing them? What other uses could use the bays? Need electricity and lighting hooked up. Look to Bellingham/Bainbridge island examples
- Also want spontaneous activities to happen, make it a more lively place, not sterile and always organized and scheduled
- One of the developers, might not want to oversee the programming, but could potentially provide the space for the overseer entity to work from in new development
- Would like uses along ground floor to use the plaza space as well – spillage on to the market
- Someone need to have the control to approve/disallow ideas and activities – someone need s the control and authority
- Design is so important to really connect the plaza and ground floor uses and connections to the uses
- Owner/developer of sites A and B would want to have control of what happens in the plaza, so that they could have some way to respond to residents' concerns
- As the plaza opens, needs to be active and have the ability to promote how the space should be used – get it right from the start and not have to use energy to turn around a bad situation (like has

happened at Occidental Square, now getting better, but has had a bad reputation for a number of years)

- Need dynamic and compatible uses – loud music hard to live next to, will not be able to maintain long-term residents
- What happens at the entrance of the alley at John St?
 - Design will be crucial
 - Activation is necessary
 - Arts alley? Affordable artist's spaces?
 - Woonerf design?
 - UDF needs to make recommendations about this "unknown" area
 - Look to Barcelona for an example
 - Look to Saigon street market for an example – push carts, amazing transformation and happens so quickly
 - Use big garage doors to open up inside of building to alley space
 - Look to City Repair (Portland) for an example
 - Pike Place Market – vendors with carts could be utilized
- Unique chance to transform the plaza area
- Could have a night market

Summary:

- No new organization should be created – entity to oversee should be an extension of an existing BIA/PDA
- Need compatibility of uses on plaza and resident life
- Whatever model is chosen needs criteria (agreement) between Sound Transit and property owners for space activation and livability of the residents
- Will need to organize an advisory role (made of property owners, businesses and residents and oversight entity) to ensure plaza is programmed and maintained as community expects
- There is concern with the "entity" that is chosen by Sound Transit – would like to have input provided by the adjacent property developers before any one model is chosen
- An owner/resident advisory board should be considered for whatever model is chosen
- Design of plaza and alley are hugely important – had to be a solid recommendation from the UDF