

First Hill, Seattle

University Street Activation

Summer 2016

First Hill Improvement Association
City of Seattle Office of Economic Development

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ACTIVATING PUBLIC SPACE

Active public spaces help foster a sense of community. As First Hill develops and grows, it is important to continue to cultivate an identity, meaning and stability of place for those who live and work in the neighborhood. As dense and urban neighborhood, First Hill has unique challenges when it comes to public space, namely obtaining space for new parks. High land values, combined with high development pressure makes traditional parks difficult to obtain and secure. Due to the lack of public space and the abundance of public right-of-ways, First Hill became the first neighborhood in Seattle to experiment with two pavement parks. These two pavement parks are located at 9th and University on the western edge of First Hill and the second is located at University, Union and Boylston on the eastern edge of the neighborhood. Notably, First Hill Park is also located along the University Street corridor between the two pavement parks.

The overall goals for our summer series of events along University Street were to: help activate the University Street greenway and the public spaces along the greenway, create place attachment for these spaces and foster a community sense of ownership, develop an identity for the neighborhood, and contribute to building relationships among neighbors.

Of course, activation, place attachment and identity, and neighborhood relationships are an ongoing process. It will take time for our goals along University Street to come to full fruition. There will be more work required to accomplish these outcomes, but we're off to a great start and gaining momentum with the support of our neighbors!

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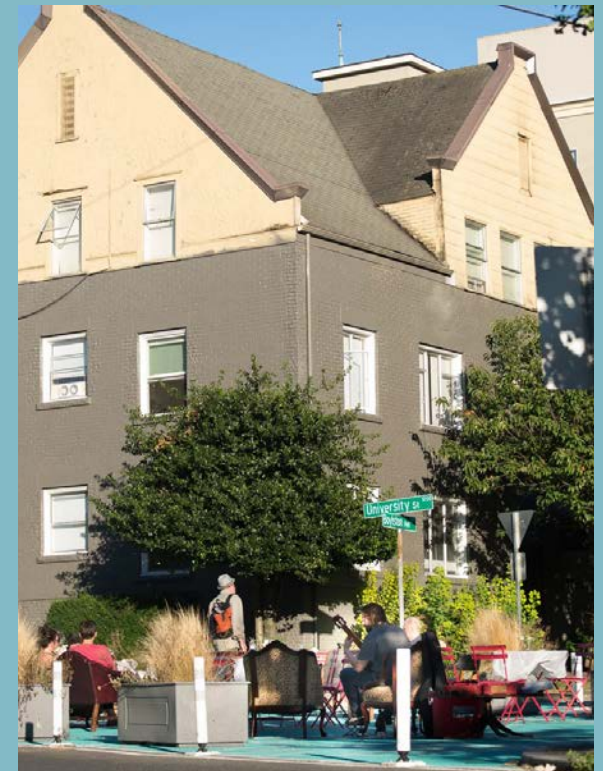
ACTIVATION LOCATIONS



9th and University



First Hill Park



University, Union and
Boylston (UUB)

FIRST HILL FIDOS

Back by popular demand, the second annual First Hill Fidos kicked off the 2016 University Street summer event series. The event attracted dozens of pups and people to the quarter-acre First Hill Park.

The pups competed to be top dog in the categories of: Best in Show, Best Dressed, Best Trick and Cutest Fido. The winners were decided by a audience vote. The winners received custom dog tags and prizes from local businesses. The event featured handcrafted dog treats from the local Seattle Barkery.

WHEN July 14th 6-8pm
WHERE First Hill Park
WHO 23 Proud Pups, 100+ Humans



STREET READING PARTY

Seattleites are known book lovers, and First Hill is no exception. We leveraged the sunny UUB Pavement park to host a street reading party. Loaded up with comfy vintage furniture, the event featured ambient classical guitar music, chilled beverages, Top Pot Doughnuts and plenty of sunshine. The neighborhood bookworms helped compile a First Hill Reading List.

WHEN July 25th 6-8pm
WHERE UUB pavement park
WHO 20 Bookworms

First Hill Reading List

God of Small Things, Lolita, House of Leaves,
Mists of Avalon, Harry Potter, A Hundred Years of
Solitude, Eyes on the Street, Neuromancer



UNIVERSITY STREET TREE WALK

First Hill's remarkable urban forest is a beloved and iconic feature of our neighborhood. What better way to celebrate our tree canopy and neighborhood greenway than a guided tour to learn about University Street's most iconic trees. The City of Seattle's reLeaf Tree Ambassadors guided the tour, and provided a pamphlet so that neighbors can take a self-guided tour anytime.

WHEN August 11th 6-m
WHERE 9th & University pavement park to
UUB and back
WHO 32 Urban Explorers



POP-UP PETTING ZOO

There's nothing like a pop-up petting zoo to bring neighbors together! For one afternoon we transformed the pavement to a barnyard, complete with piglets, goats, wallabies, sheep and chickens. Over 500 people waited in a line wrapping around the park for their chance to enter the enclosure and get a hands-on experience with the animals. A wide spectrum of people attended, including many of First Hill's children.

WHEN August 25th 6-8pm
WHERE UUB pavement park
WHO 500+ Animal Lovers



OUTDOOR MOVIE NIGHT

A classic thriller about a snoopy man and the goings-on of his neighbors? Perfect for First Hill's premier outdoor movie night. At dusk roughly 50 Movie-goers brought blankets and chairs and cozied up on the lawn, to enjoy free candy, popcorn, and Alfred Hitchcock's classic Rear Window.

WHEN September 8th 8-10pm
WHERE First Hill Park
WHO 50 Film Buffs



BINGO NIGHT

The final 2016 First Hill Summer Event took place on the first day of autumn. The community played 8 rounds of bingo with prizes generously donated from: Top Pot Doughnuts, the Coffee Tree, the Rhododendron Cafe, Hotel Sorrento and Sugar Bakery. We had snacks and beverages for all. Bingo attracted people from all backgrounds, and many people requested that the First Hill Bingo Night become an annual event for the neighborhood.

WHEN September 22nd 6-7:30pm
WHERE 9th and University pavement park
WHO 30 daubers



OUTREACH

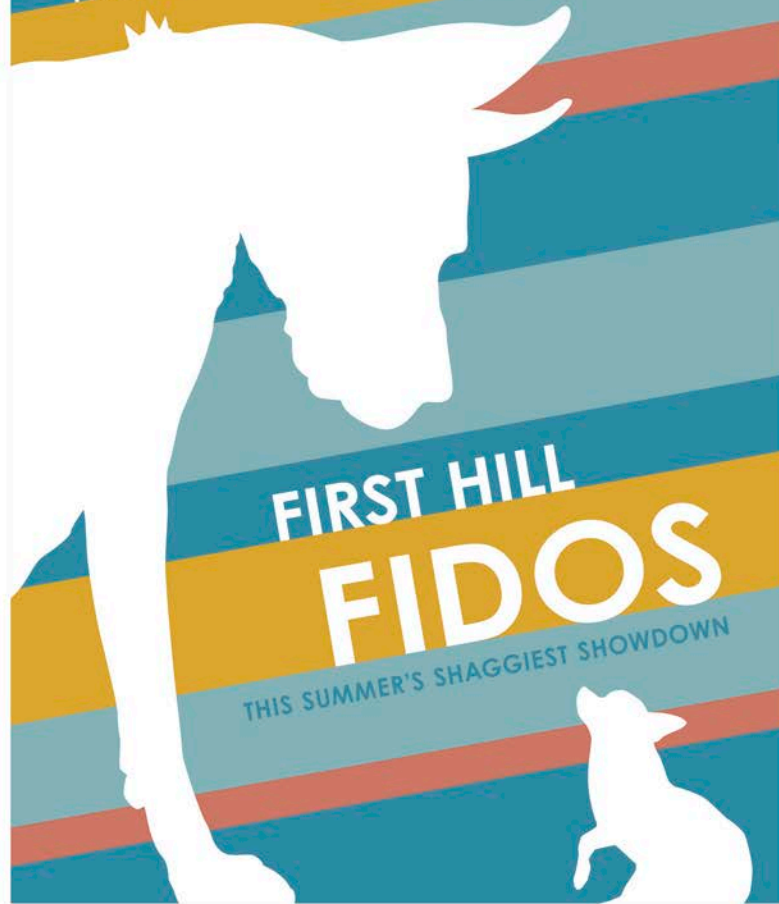
To get the word out about our 2016 summer event series we developed two distinct fliers, one for First Hill Fidos and one for all the other events, and posted them throughout the neighborhood. The First Hill Improvement Association distributed the fliers to local businesses and residential buildings. We also circulated the fliers online using Facebook, Instagram, newsletters, email and the FHIA website.



**UNIVERSITY
STREET
SUMMER
EVENTS**



6-8 PM
THURSDAY JULY 14
FIRST HILL PARK



FIRST HILL FIDOS

THIS SUMMER'S SHAGGIEST SHOWDOWN

FIRST HILL'S SECOND ANNUAL DOG CONTEST • FEATURING PRIZES FOR:
BEST IN SHOW BEST DRESSED BEST TRICK CUTEST FIDO
COMPETITION BEGINS AT 6:15 PM • BRING YOUR FRIENDS AND FAMILY
FIRST HILL PARK IS LOCATED AT UNIVERSITY ST AND MINOR AVE

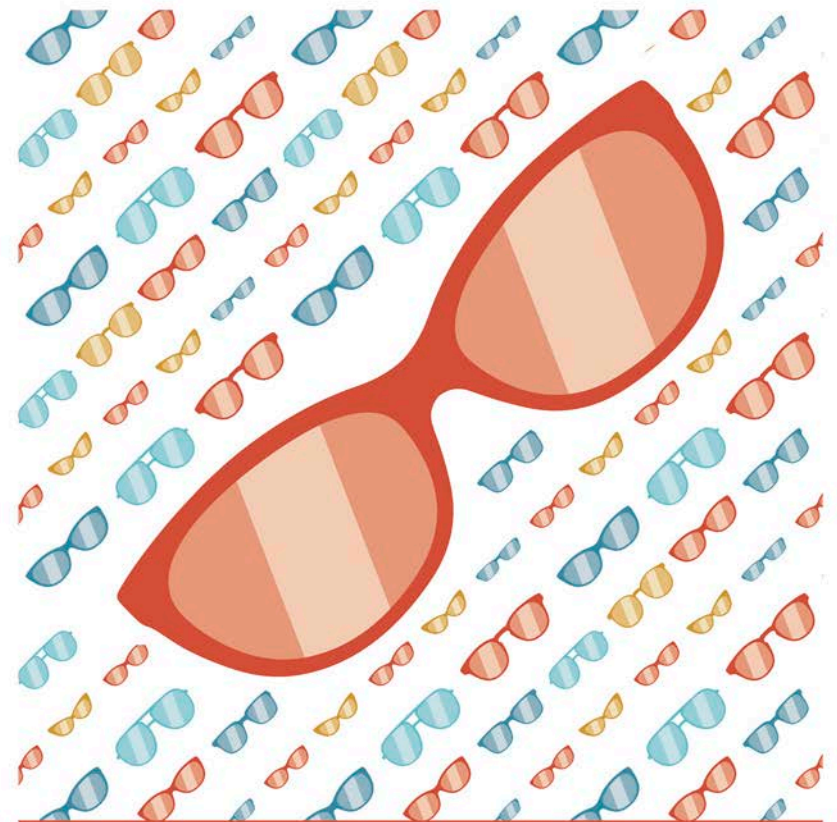
#FIRSTHILLFIDOS
WWW.FIRSTHILL.ORG



only in seattle
INVESTING IN BUSINESS DISTRICTS



SDOT
Seattle Department of Transportation



FIRST HILL SUMMER 2016

JULY 14
FIRST HILL FIDOS
6:00-8:00 pm
First Hill Park

JULY 28
SILENT READING PARTY
6:00-8:00 pm
University, Union, and
Boylston Pavement Park
Bring a book!

AUG 11
UNIVERSITY STREET TREE WALK
6:00-8:00 pm
Meet at 9th and University
Pavement Park

AUG 25
FIRST HILL PETTING ZOO
6:00-8:00 pm
University, Union, and
Boylston Pavement Park

SEPT 8
FIRST HILL OUTDOOR MOVIE NIGHT
8:00 pm
First Hill Park

SEPT 22
FIRST HILL BINGO NIGHT
6:00-8:00 pm
9th and University
Pavement Park

WWW.FIRSTHILL.ORG



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INVESTING IN BUSINESS DISTRICTS



SDOT
Seattle Department of Transportation



Printed fliers were distributed throughout the neighborhood in residential buildings, retail spaces and public sign posts.

We created an online presence through social media, namely Facebook and Instagram, to advertise and bring awareness to the six summer events.

The First Hill Improvement Association's website and online newsletter was used to get the word out about these events.

We partnered with local media to support these events with coverage.

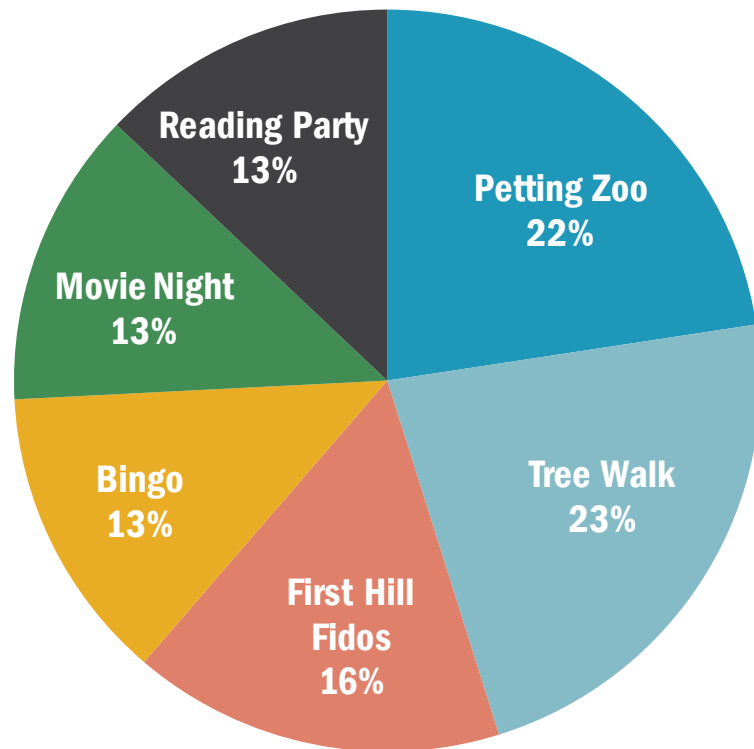
Word of mouth and direct personalized invitations were an important method to bring awareness of these events.

PUBLIC SURVEY

“What was your favorite event?”

At the conclusion of series an online survey was created for the purposes of understanding the community’s response to the events. The six-question survey was distributed through social media and the First Hill newsletter.

Respondents represented residents and visitors to First Hill, across a wide array of ages. 62 responses were collected. Results help to inform future planning as well as provide an understanding of our various audiences.



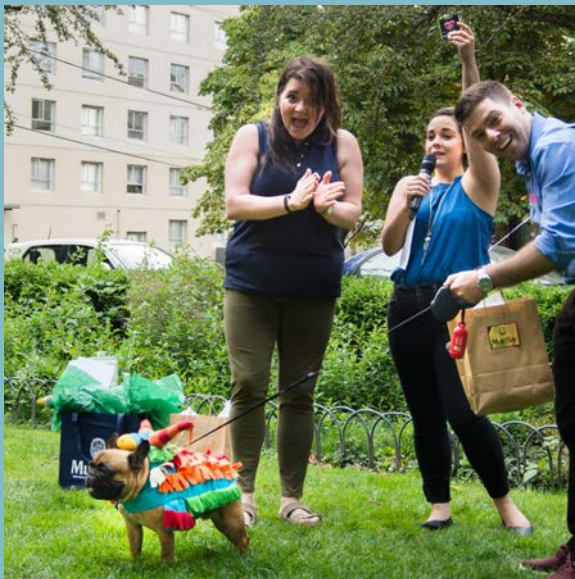
FUTURE EVENT IDEAS

Respondents were asked “What types of events would you like to see next year?” Ideas included:

Tree Walk (12)
Movie Night (11)
Music events (9)
History Tours (8)
Architectural Tours (7)
Bingo (6)
First Hill Fidos (6)
Petting Zoo (6)
Community Clean Ups (5)
Community Picnic (4)
Street Reading Party (4)
Scavenger Hunt (3)
Game Nights (2)
Trivia (2)

Anything with animals!
Community Garage Sale
Easter Egg Hunt
Fitness Classes
Food Truck Corral
Frisbee
Hospital Art Walks
Ice cream social
Kite Painting
Park(ing) Day
Pub Crawl
Sidewalk Chalk Party
Street Games
Talent Show
Urban Pitch & Putt
Winter Events

FIRST HILL FIDOS



STREET READING PARTY



UNIVERSITY STREET TREE WALK



POP UP PETTING ZOO



OUTDOOR MOVIE NIGHT



BINGO NIGHT



THANK YOU FOR HELPING US
BUILD COMMUNITY