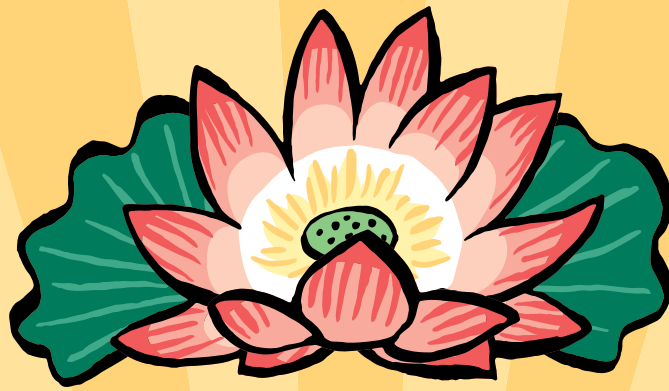


Lincoln

DISTRICT STREETScape PROJECT



BUSINESS RESOURCE GUIDE

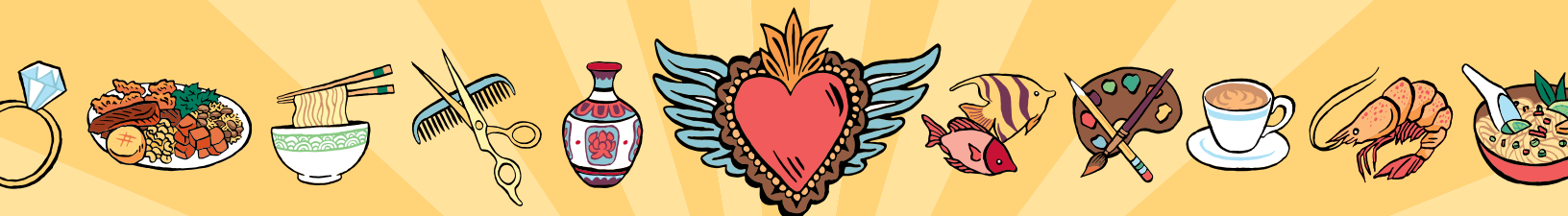




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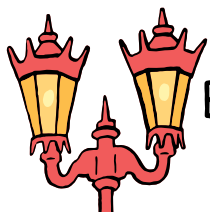




Photo courtesy of Tacoma Public Library, Richards Studio D28961-2

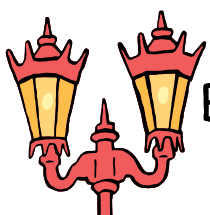
INTRODUCTION

The Lincoln neighborhood lies in Tacoma's south end, which developed in the late 1800s to early 1900s with the construction of the street car line from Commencement Bay to the Fern Hill neighborhood. Lincoln High School opened to students in 1914, and along with the adjacent Lincoln Park, continues to serve as the anchor of the Lincoln neighborhood. Many of the commercial structures in the Business District pre-date the 1940s.

In the first part of the 20th century, the Lincoln District was heavily inhabited by a European population. The community consisted of a variety of businesses owned by residents from Italy and Germany. The Lincoln Business District was comprised of retail and commercial businesses that were strongly supported by the surrounding neighborhood. Lincoln Pharmacy, Lincoln Hardware, and Carlson Brother Jewelry are some of the businesses that are still open today. As the years went by, European business owners were nearing retirement and had no interest in continuing the family business. Lincoln began to see a different wave of business owners in the 1980s, as the Asian community came together to open up businesses, which we see today in the Business District. There are groceries stores that sell imported goods, gift shops, and restaurants. Lincoln District continues to gain a diverse group of business owners from all around the world.

PRIMARY GOAL OF THE LINCOLN REVITALIZATION

In 2014, the City Council set a strategic objective to focus on development of the South Tacoma and Lincoln District neighborhoods, both of which are designated as mixed use centers. Funding for the streetscape project was approved by the City Council as part of the 2015-2016 biennial budget process. The primary goals of the Lincoln District Streetscape project are to attract and encourage visitors and economic development to the Lincoln District by renovating the neighborhood's primary arterial, increasing walkability, and creating a sense of place. Key project features will include neighborhood entryway, roadway, sidewalk and pedestrian infrastructure improvements. These upgrades will be implemented along the stretch of South 38th Street, from South J Street to South Fawcett Avenue, and along South G Street and South Yakima Avenue, between South 37th and South 38th streets, which serves as the primary corridor of the Lincoln International Business District and Mixed-Use Center. Project features include enhanced pedestrian access, traffic calming measures and landscaping elements. Public art projects, both permanent and temporary, will be integrated into the streetscape and amenities to honor the unique character of the neighborhood. These enhancements will also serve to make the corridor more attractive and increase foot traffic to the local businesses.





FOREWORD

The City of Tacoma is proud to present the Lincoln District Streetscape Project Business Resource Guide. It is our hope that this guide will assist your business through this exciting time in Lincoln District history.

Although this project may bring challenges to your business, this is also an opportunity to take an active role in the construction efforts. Staying positive and participating in the various activities around construction will help your business and your bottom line.

In this resource guide, you will find construction contacts, communication tools, construction talking points and tips from other businesses that have survived and thrived during construction.

Please take some time to look through this guide. **If you have any questions, please contact the Lincoln District Streetscape Project Manager, Mark D'Andrea at (253) 591-5518 or mdandrea@cityoftacoma.org.**

CONSTRUCTION CONTACTS

FOR CONSTRUCTION INFORMATION:

Mark D'Andrea, Project Manager

mdandrea@cityoftacoma.org
(253) 591-5518

Phil Ringrose, Construction Manager

pringrose@cityoftacoma.org
(253) 591-5502

Andy Sturdivant, Construction Inspector

asturdivant@cityoftacoma.org
(253) 307-3750

FOR BUSINESS CONCERNS:

Debbie Bingham,

Community & Economic Development

Debbie.Bingham@cityoftacoma.org
(253) 591-5117

FOR MEDIA QUESTIONS:

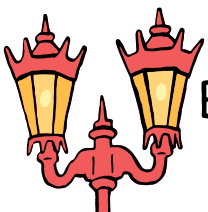
Stacy Ellifritt, Communications Specialist

stacy.ellifritt@cityoftacoma.org
(253) 591-2005

VISIT US ONLINE

cityoftacoma.org/LincolnStreetscape • cityoftacoma.org/LincolnProject

facebook.com/CityofTacoma • twitter.com/CityofTacoma





CONSTRUCTION TIMELINE

PHASE 1: JULY 2017- MAY 2018

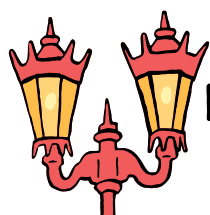
SOUTH 38TH STREET, FROM SOUTH J STREET TO SOUTH FAWCETT AVENUE
SOUTH G STREET AND SOUTH YAKIMA AVENUE
BETWEEN SOUTH 37TH AND SOUTH 38TH STREETS

- Roadway, sidewalk and pedestrian infrastructure improvements
- Enhanced pedestrian access
- Traffic calming measures
- Landscaping elements

PHASE 2: JUNE - OCTOBER 2018

SOUTH YAKIMA STREET FROM SOUTH 38TH TO SOUTH 39TH STREETS

- Creation of a pedestrian friendly street that can be closed to traffic and used for community events throughout the year.
- Preliminary concepts will be further developed by the City, in collaboration with Lincoln Business District and community members, in 2017.





TRANSPORTATION AND PARKING

TRANSPORTATION OPTIONS

There are four bus lines which service the Lincoln area: the 1, 45, 48 and 54. Visit piercetransit.org for details on routes and stop locations.

PARKING OPTIONS

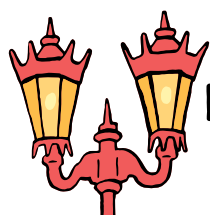
During construction, parking along South 38th Street in the construction zone will be impacted. There is plenty of parking in the district within just a few blocks.

In partnership with Lincoln High School, the parking lot on South 37th Street and South Park Avenue is available for customer use on evenings, weekends and during the summer school break.

PARKING PROGRAM

In September 2015, parking signage in the Lincoln District was upgraded throughout the area to have consistent 2-hour time limits. This change will make it easier for customers, clients and visitors to shop and dine. In addition, the change will encourage parking turnover, making more spaces readily available. With these changes, it is the City's desire to enhance the customer experience and to increase public safety.

For more information, contact Eric Huseby, City of Tacoma Parking Services at (253) 591-5437 or ehuseby@cityoftacoma.org.



LINCOLN HARDWARE



BUSINESS TIPS DURING CONSTRUCTION

COMMUNICATIONS TIPS FROM EXPERT KURT JACOBSON

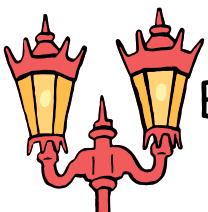
- Offer extended business hours if possible. Be flexible to accommodate customer demands and other perceived needs.
- Be a great salesperson and marketer for your own business.
- Remain positive and upbeat. People buy from people they like. They want you to be happy and will respect what you say.
- Over communicate: Call your best customers and double-up on your promotional emails and mailers.
- Be assertive. Over promote: offer more specials, new products and services.
- Be an ambassador for your business and the Lincoln District. Help others be ambassadors.
- Word-of-mouth is the most powerful advertising. Talk up all the great things you offer and that customers like.
- Control the message. Write down a few positive key messages that you can keep returning to. Key messages could include:
 - "This is a great time to come in for _____."
 - "We are excited about the revitalization happening around the Lincoln District. Come in and check it out."

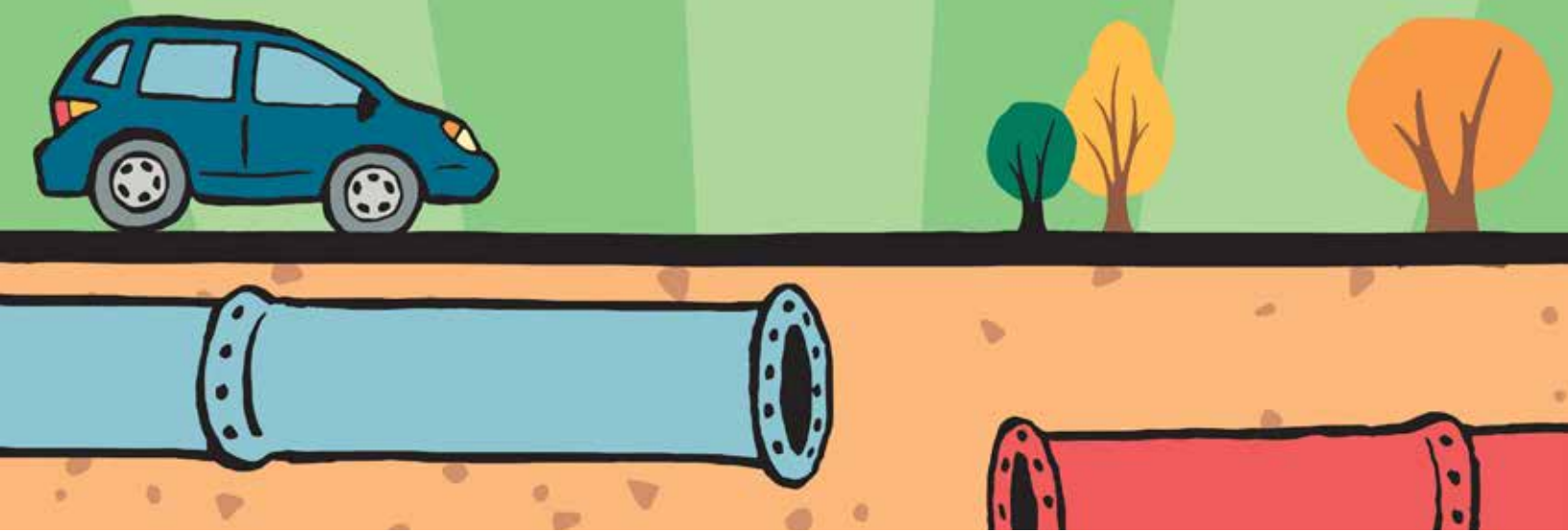
GENERAL BUSINESS TIPS TO THRIVE DURING CONSTRUCTION

- Stay informed. Attend public meetings relating to the construction project and read all Lincoln District Streetscape correspondence from the City of Tacoma.
- Keep the project manager's contact information handy.
- Create friendly rapport with construction workers. Provide signs to guide customers.
- Make sure signage is clear at construction detour(s) and how to get to your business.
- If you have a back entrance, make sure your customers know about it and know how to access it.
- Provide directions and access information to your employees.
- Communicate and network with other local businesses as you can better pool resources and/or answer each other's questions.
- Provide a link on your website to the CityofTacoma.org/LincolnStreetscape webpage with its latest traffic updates.

LINCOLN DISTRICT STREETScape TIPS TO EMPLOYEES

- Explain to your employees that you expect them to be positive ambassadors and share some of these tips to make it easier for them.
- When you talk to neighboring business owners, explain how important it is for all of the Lincoln District businesses to be positive ambassadors and share with them these tips and the resources offered by the City.





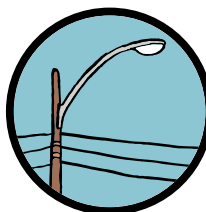
SNEAK PEEK

STREETSCAPE IMPROVEMENTS

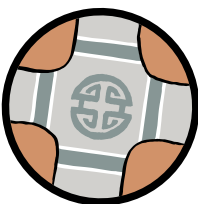
This project will span South 38th Street between South J Street to South Fawcett Avenue, and along South G Street and South Yakima Avenue, between South 37th and South 38th streets.



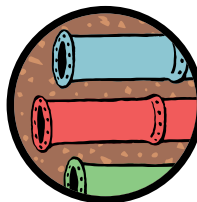
The goal of this project is beautification, place making, and increased pedestrian accessibility and safety. Sidewalk, curb and gutters will be replaced and the streets will be repaved increasing the overall beautification.



Tacoma Power has replaced their power poles within the project area with higher poles designed to allow future increased height development in the district.



There will be enhancements to the pedestrian amenities at the intersections including bulb-outs to shorten the crossing distance for pedestrians as well as new crosswalks and ADA compliant curb ramps.



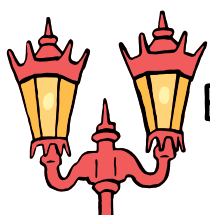
Tacoma Water and Environmental Services Stormwater Management will also replace some of their infrastructure within the project area.



There will be an amenity zone between the curb and the sidewalks that will include street furniture and landscaping. Landscaping will also be provided at the intersection bulb-outs.



Solid Waste has also been working with the businesses to target public health and blight issues which has led to solar-powered trash compactors being installed as well as decorative corrals to keep garbage bins behind closed doors.

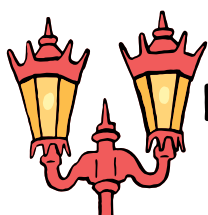
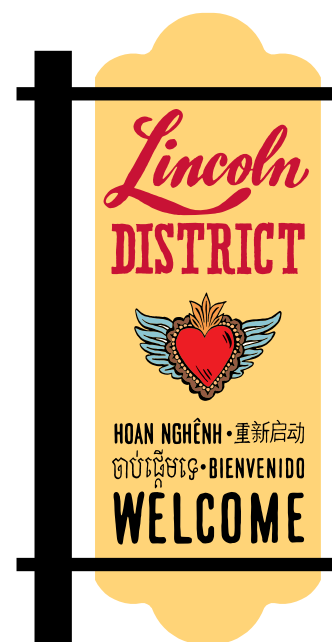




SNEAK PEEK

SNEAK PEEK | STREETSCAPE ARTWORK

Tacoma artist Chandler O'Leary was selected by a committee with local business owners to create district banners, posters, signage, and other graphically-designed pieces for the Lincoln District. The goal is to help communicate updates about the Lincoln District Revitalization Project to the public in an artful way. To do this, O'Leary created a series of icons that represent different activities in the district, and also illustrated the work that will be happening as part of the streetscape construction. O'Leary is also designing permanent welcome signs that will appear at entrances throughout the district. Look for her work during the project!





SNEAK PEEK

PERMANENT PUBLIC ARTWORK

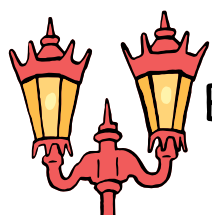
ABOUT THE PROJECT

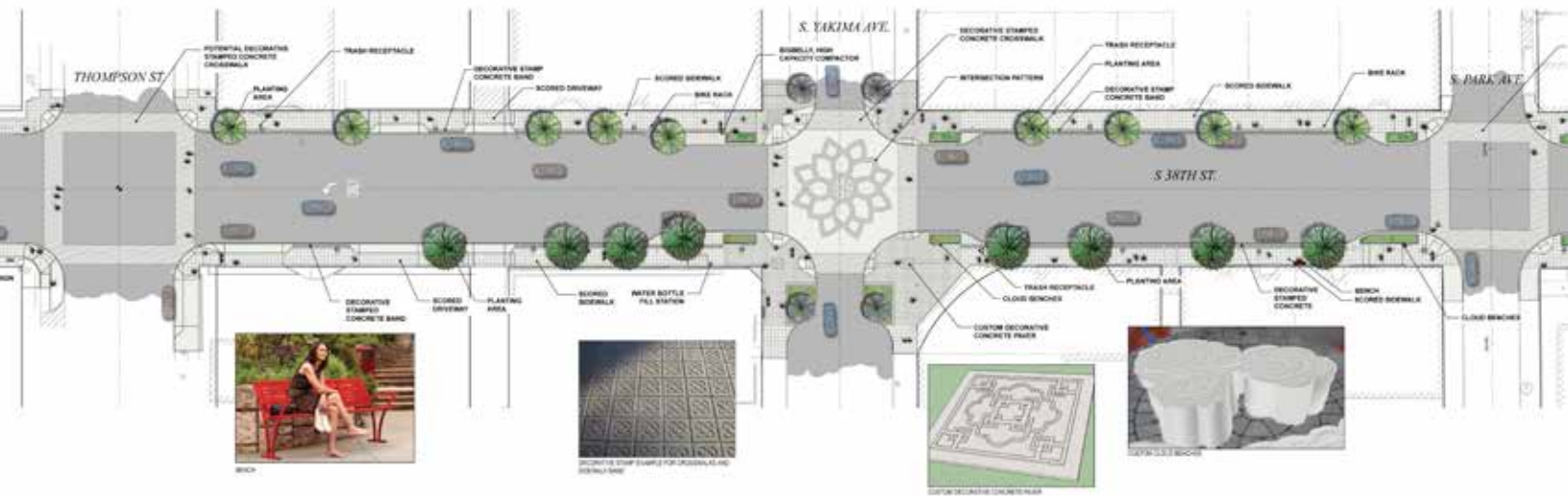
As part of the Lincoln District Revitalization, Artist Horatio Hung-Yan Law was selected to work with the design team and create permanent public art for the Lincoln District. The public art is informed by extensive community engagement, and will have 4 major components: gateway sculptures for 38th Street, entry sculptures for Yakima, cloud benches, and historic plaques. All of the elements use a cloud motif, and hint at the overarching theme: "Aspiration." In addition to Law's public art pieces, he is also working with the Art and Shop programs at Lincoln High School to design and fabricate a gate for one of the alleys on South 38th Street.

Law explains that the work was inspired by a conversation with Lincoln Principal Pat Erwin, who spoke of the aspiration that he sees in his students. Lincoln students are a microcosm of the area and represent the future of the district.

Law further explains: "The Lincoln District represents a very diverse business and residential community with a long and continuously evolving history. Instead of trying to represent all the different ethnic groups currently in the district, I decided to use the cloud motif as a vehicle that captures the hope and aspiration of this evolving and thriving community. The cloud form provides a playful opportunity to combine ancient motifs with more contemporary references: such as texting and thought bubbles. It references the constantly changing and shifting demography of the district, but also embodies the optimism, imagination and aspiration of the Lincoln communities."

The gateway artwork shown here will be the largest public artwork on the streetscape. It will extend over the road at South 38th Street and South Park Avenue, and will be made of hundreds of large stainless steel "sequins" that will shimmer and move in the wind. The artwork will be lit from within, welcoming visitors and residents to the business district.





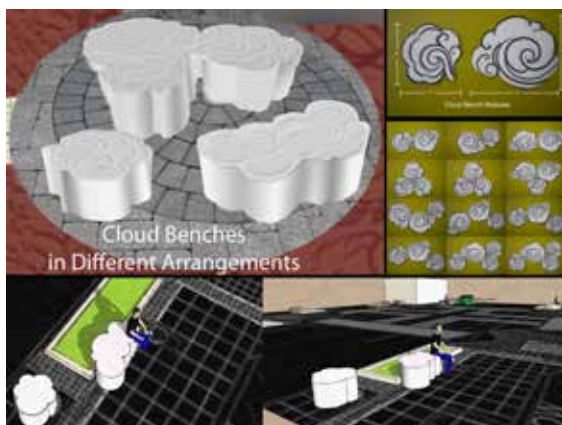
SNEAK PEEK

PERMANENT PUBLIC ARTWORK

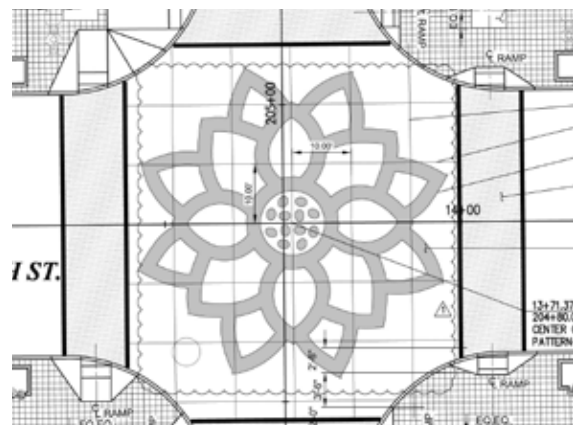
Twenty-seven cloud-shaped benches will be installed throughout the streetscape. The benches will be made of two different modules (small and large), arranged in different configurations to create a variety of seating areas. The benches complement the rest of the artwork in the district, and also create more places to visit and rest.

Artist Horatio Hung-Yan Law collaborated with the project architects to create options for the design of the intersection at South 38th Street and South Yakima Avenue. Members of the business district voted, and ultimately chose the design shown below, which references a lotus flower, and complements the curved forms of clouds that appear throughout the streetscape.

Inspired by the rich and varied history of the Lincoln District, Law is also installing 10 plaques in the sidewalk that tell historic stories of the area through text and photos.

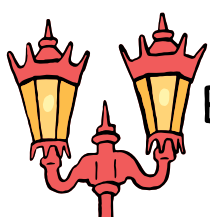


Proposal images of cloud benches



Drawings of intersection design

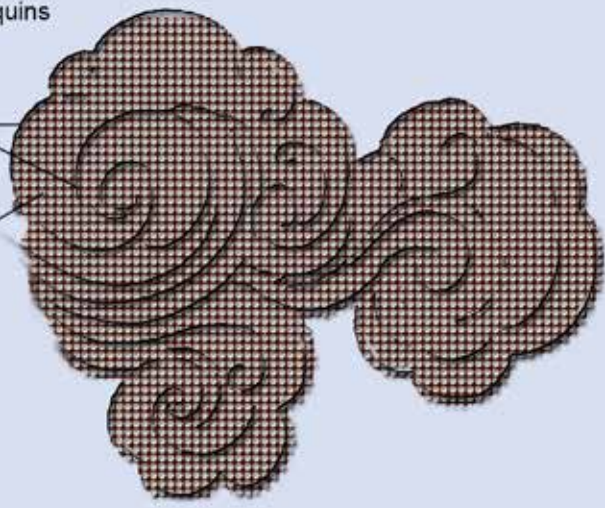
Historic photo of the area during a visit to Lincoln Hardware



Cloud Form
with Ribbons and Sequins
on 1/8" Perforated
Stainless

1.5" Wide Ribbons
in 1/32" Stainless

1.5" Sequins
Punched from 20 Gauge
(0.036") Stainless



SNEAK PEEK

PERMANENT PUBLIC ARTWORK

To create an entrance to South Yakima Avenue, artist Horatio Hung-Yan Law is continuing the cloud motif in a pair of cut-metal columns. This artwork will be lit from within, welcoming people to the district day and night.



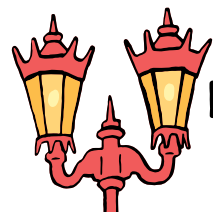
Cloud Column to Scale



Cloud Column model,
daylight example



Cloud Column model,
nighttime example



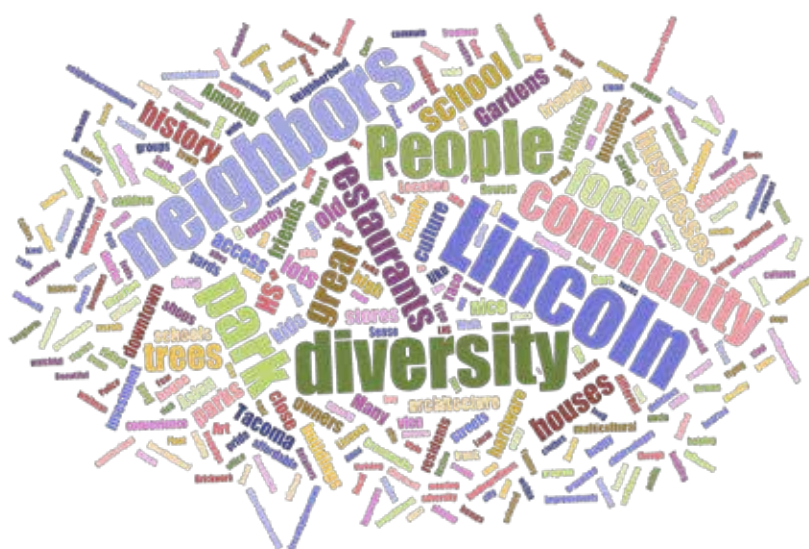


Good things about the neighborhood

Things that can be improved about the neighborhood

Aspirations/wishes for the neighborhood

In addition, Law is working with the Art and Shop programs at Lincoln High School to design and fabricate a gate, which will be installed in the alley off of South 38th Street between South Yakima and South Park Avenues.



Good things about Lincoln, compiled from workshops





COMPLETED UPGRADES

LED LIGHTING

In March of 2015 the iconic red decorative lights and the traditional streetlights in the Lincoln District were upgraded with new LED lighting. Thirty-one decorative streetlights were replaced with new versions that included LED bulbs, 20 standard cobra head streetlights were outfitted with the new LED bulbs, and four new standard cobra head LED streetlights were installed.

This work took place along South 38th Street from Tacoma Avenue South to South Thompson Avenue, and along South Yakima Avenue from South 38th to South 39th streets.

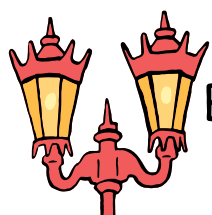
UTILITY POLE UPGRADES

From October 2016 through February 2017 Tacoma Public Utilities installed new overhead electrical distribution infrastructure in the Lincoln Business District. The design of the new, taller poles will improve reliability, increase efficiency and support future development in the neighborhood.

FAÇADE GUIDE

One of the project goals of the Lincoln Revitalization Project is to create a sense of place by celebrating the cultural diversity that is unique to the Lincoln International Business District. The façade design project, started in 2016, was an additional effort by the City of Tacoma, to provide architectural design assistance for some of the neighboring property owners who may wish to join the revitalization effort.

After reviewing other international districts and holding several community meetings, district wide recommendations were made. Specific ideas for five property owners were used to visualize possibilities of how storefronts and buildings in the Lincoln District could improve. These ideas are presented in the Lincoln District Façade Design Report.





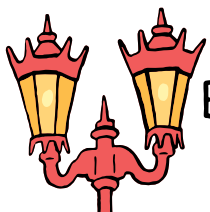
Pictured above: The Great Octopus, Dionne Bonner, 2008

WAYS TO ENGAGE

LINCOLN STREETScape PROJECT EVENTS

Check out these ways to engage with the Lincoln District Streetscape Project:

- Temporary artwork will bring creative activity and vibrancy to the Lincoln District, particularly during construction. Projects started in November 2016 and will last through spring 2018. Details about projects on pages 14-16.
- Unique posters and banners will be placed during construction featuring images that are indicative of the Lincoln District to tell the visual story of the area.
- The Lincoln Project Office located at 750 S. 38th St., Suite C, is open Monday through Friday from 8 a.m. to 5 p.m.
- Monthly public update meetings will be coordinated by the City to offer businesses impacted by construction an opportunity to voice concerns and ask questions. Representatives from the City and the contractor will be available to answer questions. These events will be held at the project office with extended hours available during these meetings.
- A series of celebrations, to be announced, to celebrate construction, and its completion!





COMMUNITY ENGAGEMENT GRANTS

In 2016, the Arts Commission awarded 11 Creative Community Engagement Grants ranging from \$1,000-\$5,000 to fund imaginative community engagement projects in the Lincoln District. The goal is to support creative activity and vibrancy in the Lincoln District, particularly during construction. Projects represent all kinds of creative collaborations, with an emphasis on innovative and fun approaches that facilitate economic development, neighborhood identity, and community cohesion. Applicants were encouraged to also consider topics that illuminate and engage the Lincoln District's diverse communities and address social justice, gentrification, and help create a sense of place. These temporary creative collaborations can last one day or for months, and are open and accessible to all. Here is the list of funded projects (dates may change):

FLOWERCLOUD • Lance Kagey and Brian Hutcheson (pictured above) **Summer 2017**

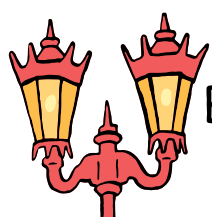
Flowercloud is a collaborative community project that seeks to build enthusiasm and collective creative expression in the neighborhood. Lance Kagey and Brian Hutcheson, of guerilla art group Beautiful Angle, will create lotuses from corrugated plastic sheeting that will be installed in cloud formations on chain link fences around the neighborhood. The artists will guide residents as they embellish the flowers with colors, patterns, and words about how their community is blossoming. Above is a proposal image – final installation will change.

Intersection Mural • Dionne Bonner **August 19 & 20, 2017**

Local artist Dionne Bonner will work with Lincoln residents to design and paint an intersection mural. Dionne hopes the murals will encourage community pride and togetherness, while also slowing down traffic and promoting a safer pedestrian environment. More information is available at facebook.com/letsaintthetstreet.

Neighborhood Totes • Terry and Kimberly Sparks-Wilmer **Summer 2017**

In response to the City of Tacoma's Bring Your Own Bag Ordinance, Kimberly and Terry Sparks-Wilmer will create reusable cloth bags to distribute for free to Lincoln residents. Each bag will be screen printed with images of the red lantern street lights that have become distinctive symbols of the district.





COMMUNITY ENGAGEMENT GRANTS

Visual Poetry • Michael Haeflinger/Write 253 (pictured above) **2017**

Michael Haeflinger will work with local youth to write and design visual poetry that investigates notions of place, home, community, and change. The visual poems will be displayed on and around bus shelters, translated into multiple languages to reflect the diversity of the district. Above is a proposal image – final installation will change.

Vertical Garden • Brittani Flowers (pictured above) **Summer 2017**

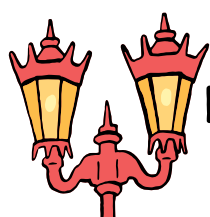
Working with local business owners and residents, Brittani Flowers will install upcycled bed frames as vertical hanging gardens in an under-utilized alleyway. The garden space will be tended by Elders, who can grow their own herbs and vegetables in the planters. Brittani hopes her project will provide a sense of equity, inclusion, and empowerment for residents of the district.

Hispanic Heritage Festival • Latinos Unidos **September 15, 2017**

Latinos Unidos is a community group made up of 20 Latino citizens of Tacoma of all ages and backgrounds. They will use their grant to host several youth workshops and organize an event at Lincoln High School featuring cultural music and dance. They aim to inspire local Latino youth to lift their voices, and become engaged citizens who are proud of their heritage.

Community Sing-along • Erin Guinup **November 4, 2017**

Erin Guinup, a long-time musician and voice coach, will host a free sing-along concert headlined by a professional performer. Her intent is to create new channels of dialogue in the Lincoln District by bringing people together to sing and unite through music.





COMMUNITY ENGAGEMENT GRANTS

Lincoln Film Festival • Grand Cinema (pictured above) **November 2016 - Completed**

Building on an existing partnership with Lincoln High School, the Grand Cinema Film Club partnered with the Lincoln drama program to produce a film festival at the high school in November 2016. The film festival featured short films created by students as part of a film intensive, and was an opportunity for students to build skills, explore their communities, and find ways to collaborate. (Pictured: panel discussion following a screening at the Lincoln Film Festival.)

SNAP:100 • Lisa Kinoshita and Kenji Stoll **2017**

Artists Lisa Kinoshita and Kenji Stoll will create SNAP:100, a series of 100 Polaroid portraits, with accompanying 100-word interviews, of individuals connected to the Lincoln District. They will photo-document a vivid collection of personalities of all ages, ethnicities, genders and professions, to create a time capsule of the diverse range of stories that make up the neighborhood's identity today. They hope this project will provide an opportunity for people to learn more, build connections and get engaged with one another.

Short Videos • Silong Chhun **2017**

Silong Chhun, a filmmaker based in Tacoma, will create a series of short videos focused on local business owners. The series will illuminate their daily routine, background stories, challenges and triumphs. Silong believes that by putting a human face to businesses in the diverse district, he will encourage others to see that we are all able to coexist and succeed together.

Video installation • Terese Cuff **January 2017 – Completed**

Terese Cuff created a digital media piece inspired by the businesses in Lincoln. She used video and animation to document small movements that collectively paint a portrait of the area. The artwork was projected in the window of a vacant building in the business district during the New Year Festival, bringing new energy to an otherwise empty space.

