



**MEETING NOTES
CENTRAL WATERFRONT
EXECUTIVE COMMITTEE**

**MEETING #12 September 8, 2011
3:30 — 5:00 PM Room #1600, Seattle Municipal Tower**

Meeting Attendees

Committee Members & Advisors

- Charley Royer, Co-Chair
- Maggie Walker, Co-Chair
- Bob Davidson
- Patrick Gordon
- Carol Binder
- Gerry Johnsen
- John Nesholm
- Mark Reddington

Other Central Waterfront Committee Members

- Peter Hahn

City Staff & Consultants

- Marshall Foster
- Steve Pearce
- Nathan Torgelson
- Ken Johnsen
- Erin Presentin-Taylor

Subcommittee Reports & Project Update

- **City Staff:**
 - Project updates include:
 - The design team is working on the second iteration of the design, including the folds.
 - Work is starting on traffic analysis, using information from the viaduct project.
 - We're working with King County Metro on Transit Priority Corridor Improvements.
 - Discussions are actively continuing with Seattle Aquarium, WA State Ferries and Pike Place Market.
 - The project language has been painted on Pier 62-63, and is accompanied by yellow chairs.
 - We're continuing to attend summer events and festivals.
 - The next design iteration will be unveiled at a big public event on October 27th.
 - There have been some internal management and consultant staffing changes:
 - B. Powers (SDOT) is taking a year off and another deputy has been hired;
 - P. Hahn and B. Chandler (SDOT) will increase their involvement in the Waterfront project;

- S. Brown (SDOT) has left the seawall project and a new project manager has been hired;
 - E. Tam (EnviroIssues) is now leading public outreach for the Waterfront;
 - J. Stepherson (Stepherson & Associates) is now supporting Waterfront and seawall outreach.
- **Finance & Partnerships Subcommittee Co-Chairs:**
 - Financing is still preliminary and we will not have concrete Waterfront estimates for some time; we need to start developing detail, sequencing and sources.
- **Design Oversight Subcommittee Co-Chairs:**
 - We discussed programming and received an in-depth report on habitat from jcfo with the seawall team in our last meeting; we'll be meeting more frequently through next June.
- **Outreach Subcommittee Co-Chairs:**
 - Consultant staffing has been addressed and we are still looking to add new Subcommittee members; the question of funds for outreach is starting to arise.
- **Executive Committee Co-Chairs & Members:**
 - What's the timing estimate for a vote on funding? What about the north seawall—how can we only vote for half? Are we using the right resources for the Corps dialogue?
 - Is WSDOT using Pier 48 for staging? Are there any dots that should be connected to our planning, looking at any connection to the south portal?
- **City Staff:**
 - We are using a new cost estimate for the Waterfront project, which is higher than the out-of-date placeholder; we will have more accurate costs when the design has developed further.
 - We're furthering the process of adding new Committee members, which will resume after the vote; right now we're working on the appointment finalizing file.
 - A vote could happen in November of 2012 or very early the following year; we will need to have funding secured by the summer of 2013.
 - Our lobbyists know that this is the City's number one priority and are looking at infrastructure funds; we can provide additional Corps updates whenever Committee members would like.
 - Pier 48 will be used for construction staging through the tunnel's completion and the City and the State are negotiating for the City to take over design of Railroad Way
 - We're also conducting work groups around the South Portal, including Pioneer Square and Stadium Districts, and will complete that process in October.

Review Draft Program Summary & Approach from jcfo

*Committee reviewed and referenced documents including: *Notes Toward Defining a Program for the Seattle Central Waterfront.*

- **City Staff:**
 - jcfo created a document following the workshop discussion to further define Waterfront programming.
 - We agreed that it must be creative, dynamic and evolve over time; primary elements will be hardwired in along with more flexible spaces, which suggest by virtue of design the types of activity.

- **Executive Committee Members & Co-Chairs:**
 - We said that the concept would be developed so any piece could be taken into schematic design, which suggests we need a solid concept, a program and a budget.
 - It seems like Pier 48 and Colman Dock would need more specific programming suggestions to form a budget.
 - Private or not-for-profit development outside the project boundaries will be contributing to the activity within; vibrancy attracts people and that has residential, office and retail elements.
 - We have to consider how this reads to those we'll be asking to support the project.

- **City Staff:**
 - We'll have further conversations this year regarding the project definition and program—at that point we expect to come back to you with specific program for each element of the project, building on this initial overview. There is a lot more specific work to be done on program.
 - We don't have to design Pier 48 as a complex, single use amphitheater—the goal is to try and make a festival pier idea work, but jcfo envisions this as flexible, passive, open space at other times.
 - If it is a “Waterfront for All,” vibrancy starts with the people who live there, but it's not about one or the other—we must be careful in suggesting residential development in the right-of-way.
 - What is the attitude toward seasonality? What about children? Do we need something iconic?

- **Executive Committee Members & Co-Chairs:**
 - It seems important to have special elements that you wouldn't find anywhere else and it's ok to be provocative, but we need to choose our provocations.
 - What about the elements shown that create image associations? If we're serious about a town dock, for example, it needs some vetting and discussion.
 - jcfo is designing to allow people to experience the Waterfront and weather at different times of the year and lighting will be critical, as well; there is also a way to talk about a family-friendly, fun environment.
 - It seems a lot of this discussion should take place in a stewardship organization among people who understand big events, rather than the Executive Committee.
 - By the time we get to February 2012, the third iteration, we should be able to say what's a good idea—the design and program will evolve together.

Priorities for Strategic Plan / Next Phase of Committee Work

- **City Staff:**
 - We reviewed the charter in our last meeting and it is time to start laying out the ultimate product and how it fits into the process from a scheduling and timing perspective.
 - We need our initial thoughts on the strategic plan in time for the third iteration in February; the intent is that it's then finalized by June so the Committee rolls out the strategic plan concurrently with the final concept design.

- **Executive Committee Members & Co-Chairs:**
 - The strategic plan should include a series of goals, a timetable and clear direction in terms of where to take the project as we move toward it; it should be concise, crisp and a maximum of four pages.
 - Key considerations and questions include:
 - What needs to be in place to help with the key decisions;
 - Suggesting milestones City Council can use to measure performance of the City's partners over time;
 - Incorporating the need for fundraising and how that will evolve over time;
 - Creating a series of steps for the creation of the new “it” and what the triggers are;

- Articulating clear decision points for various issues; and,
- If we can't do everything, what do we want to do first?
- The Executive Committee Co-Chairs will take responsibility for developing the plan, with help from others. In order to create the plan, we'll:
 - Have more detailed discussion about the step-by-step process through which this will happen;
 - Bring the draft back at various iterative points to get Executive Committee member's feedback;
 - Task the Subcommittees to come up with their own thoughts to be included within, and engage their co-chairs in working through strategic plan issues;
 - Have clearly articulated decision points for various issues, such as the stewardship organization and routine operations and maintenance.
- The Waterfront concept has to be defensible at every level, so this will be an enormously big task—it will be hard to create a five-year plan just yet but right now we know enough for about one year.
- **Consultants:**
 - Another issue will be where we are with key partners; late February is a great target date, but we'll have to assess along the way.
- **City Staff:**
 - It will help to come back in October with a more fleshed out plan that gels how we think this will unfold through the idea of a working group.
 - It is a big task, but we need a robust plan by next June that lays out the vision and key strategies to fund it.