



**MEETING NOTES  
CENTRAL WATERFRONT COMMITTEE  
EXECUTIVE COMMITTEE**

**MEETING #30 October 24, 2013  
3:30 — 5:00 PM Room #4096, Seattle Municipal Tower**

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**Meeting Attendees**

*Committee Members & Advisors*

- Maggie Walker, Co-Chair
- Charley Royer, Co-Chair
- Ed Perratore
- Bob Davidson
- Carol Binder
- Peter Hahn
- Gerry Johnson
- David Freiboth

*City Staff & Consultants*

- Marshall Foster
- Angela Brady
- Steve Pearce
- Norm Schwab
- Bob Chandler
- Ken Johnsen
- Lauren Stensland

*Other Central Waterfront Committee Members & Advisors*

- Cary Moon

*Additional Attendees*

- Heidi Hughes
  - Geri Poor
  - Charles Bagley
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**Subcommittee Reports**

- **Long Term Stewardship Subcommittee Co-Chairs:**
  - The Long Term Stewardship Subcommittee has had several good meetings recently including a joint meeting with the Finance & Partnerships Subcommittee and working sessions with staff.
  - C. Damon shared a draft presentation with the Subcommittee on Oct. 22 with clearly identified service levels related to operations and maintenance (O&M) and security, and components that can finance those.
  - We're getting to a point where we have a clear overall package that's substantially advanced and the objective is to get a report to the Executive Committee in approximately the next month.

- The Parks Legacy Committee (PLC) is also evaluating Waterfront funding of \$3.5 million per year; it's important for the Executive Committee to move that forward through public meetings or a support letter.
- **Finance & Partnerships Subcommittee Co-Chairs:**
  - The Finance & Partnerships Subcommittee is geared up to move forward with the vetting of the substance of the LID proposal when that continues in early 2014.
  - The recommendations of the PLC will be important to the City Council and Mayor, and there should be a formal communication from us to them.
- **Outreach Subcommittee Co-Chairs:**
  - The Outreach Subcommittee is meeting tomorrow to determine our role in the near future—in the meantime, outreach has continued with property owner meetings, meetings in Pioneer Square and Belltown, outreach to various groups such as the University Rotary, and presence at events such as Mariner's games and Dia de Los Muertos at Seattle Center.
- **City Staff:**
  - The Design Oversight Subcommittee (DOS) reviewed the status of the promenade and roadway design in the last meeting and overall feedback was constructive and positive; the Subcommittee has a Brown Bag meeting tomorrow, as well, to discuss more detailed responses.
  - The design team also presented Union Street to the Design Commission last week, which was constructive, and we're now initiating the more traditional Design Commission review.
  - The next phase of DOS reviews will look at north of Union and central public spaces, including the Overlook Walk.
- **Executive Committee Co-Chairs & Members:**
  - If you could update this group on the designs at our next meeting, that would be helpful; CWC and Friends of Waterfront Seattle (Friends) should also plan to attend the Parks Legacy Committee public hearing Nov. 7<sup>th</sup>.

## **City Updates**

- **City Staff:**
  - We have several updates to share, including:
    - Design—we're receiving a 30 percent deliverable on Alaskan Way, Elliott Way and the promenade on Oct. 31st; the in-water work, work on the piers and pool barge will be coming early next year. Many of the Waterfront projects will be at, or close to, 30 percent design level by late January/early February, with a few east-west connection projects coming in at the 30 percent design level in the summer of 2014.
    - Public Event—we're thinking about having a big public event in February to share our progress, and doing that event in partnership with the Friends.
    - Environmental Review—we've started the environmental review process for the street, promenade and overlook walk; we're currently working on the draft Environmental Impact Statement (EIS) and planning to publish that for public comment in the spring; we hope to start the environmental scoping process for the piers in November-December and publish a draft EIS on that next summer.
    - Seawall—we anticipate issuing a notice to proceed on the Seawall Project by mid November; we're starting at the Aquarium and have reduced the scope of the first season due to the delay in receiving our permits, but we're hoping for some schedule recovery; we are working on a reset to the Seawall budget as well, based on the most up-to-date project cost estimates.

- Washington State Department of Transportation (WSDOT)—we’re working on an agreement right now that would extend their reimbursement rate through the 60 percent design.
  - Waterfront Real Estate Lead—we’re proposing a new City staff position that could be a 50-50 split between the Waterfront and Department of Planning & Development; the new person would help with executing work now in front of City Council and transit-oriented development.
  - Access Seattle—we’re trying to put a comprehensive public information coordination system in place and are working closely with Downtown Seattle Association on an approach.
  - Website & Branding—we’re also rolling out a new website and new branding in November
- **Executive Committee Co-Chairs & Members:**
    - If you need to call on members of the Committee to testify before City Council, we can do so.

#### **Discussion: Priorities for 2014**

- **Executive Committee Co-Chairs & Members:**
  - Now is an appropriate moment for us to start thinking about next year’s work and be clear about what we need to accomplish in order to keep the project moving forward with public and elected official support.
  - It would be helpful for members to identify priorities in your areas and where you see barriers; we should spend time this month and next so that in our December meeting what we need to accomplish is clearer.
  - It’s also useful for us to re-read the City Council resolution approving the plan and design, since we are obligated to provide a work plan in January 2014.

#### **Finance & Partnerships**

- **Finance & Partnerships Co-Chairs:**
  - Our Subcommittee’s primary priority will be to get the LID communications going—both in working with City staff and coordinating outreach to property owners in conjunction with Friends.
  - As pieces of the pie chart fall into place they’ll be affected by other results, so we need to keep updating that and making sure we’re realistic about the entire project—voters and donors will need to know the project is being delivered in order for us to succeed.
  - We also have a little more than we anticipated for the general fund, so there may be some cost growth we need to understand.

#### **Long Term Stewardship**

- **Long Term Stewardship Subcommittee Co-Chairs:**
  - A big part of our Subcommittee’s work is going to be addressing the O&M, programming issues and how this is going to operate; we need to develop a formal report and pie chart.
  - We also need to start thinking and talking more openly about who the operator is going to be—having the most efficient and effective manner will have to drive that.
  - Public perception of how the seawall construction moves forward will also affect the attitudes toward our collective capacity to succeed, and willingness to entrust us with more funds.
  - The perception that Seattle can provide safe public environments will also dramatically affect the plausibility of open spaces on the Waterfront—we need to be aware of and contribute to that public dialogue.
- **Executive Committee Co-Chairs:**
  - There are serious talks going on between Seattle Parks & Recreation, Friends, Alliance for Pioneer Square, Friends of Westlake and DSA, which may change how the City looks at managing difficult urban parks.

- There are multiple models that could work in terms of the operator, but we don't know enough about them yet—having an agreement in place between a nonprofit and the City, and having conversations about the principles under which it will be managed, could be an early win.
- **City Staff:**
  - We've always emphasized the early win as a capital project or priority and we could be just as strong about the maintenance, management and programming—by identifying a particular downtown public space in which to 'pilot' the conservancy model.

#### Outreach Priorities

- **Outreach Subcommittee Co-Chairs:**
  - The relationship between Friends and the Central Waterfront Committee (CWC) is a big area that needs addressing, especially because outreach efforts need to be coordinated well.
- **City Staff:**
  - In Phase I we had the Waterfront Partnerships Committee; in Phase II came the CWC; and in 2014 we probably need Phase III in which there is an LID in place, an established design, and a major shift towards advocacy, philanthropy and fundraising—it would be great to make that part of the work plan.
  - It's also exciting to be working with H. Hughes on how to keep youthful energy up and push into that space.
- **Executive Committee Co-Chairs:**
  - There's good City support, which we want to make sure we don't lose or delude, however, this is an opportunity to rethink: the project has changed and we have other actors ready to step up, and while we probably want to have a Committee, it would likely be more of an Oversight Committee.

#### Potential Barriers

- **Executive Committee Co-Chairs & Members:**
  - In big projects, now is the time where costs increase and energy decreases, and there's uncertainty around city government and the economy, which can get things off track.
  - The next ultimate success will depend on how energy is built more broadly and making sure we don't get lost with the election—people are blown away by this vision and we don't want to disappoint them.
  - One way to address that is by not depending upon processes for our success, and Friends can do things that are positive and proactive—they are currently raising funds, building an operating budget and partnering with folks, and the stronger they get, the more they can support the project.
  - Our biggest barrier now is the inability to work with property owners on the LID in a formal way, and affordable housing is another issue that will likely come up. We can emphasize the following points:
    - It is clear the project is going to be a significant engine of economic activity, which will reinforce what's happening in the city right now and put more pressure on the issue.
    - However, very few cities in the country do what Seattle does in terms of annual commitment of local funds through housing levies out of property values.
    - The Waterfront represents a regional asset and we need to be clear in how we articulate that—only so much can be done to make housing affordable through the mechanisms that currently exist.
    - The isn't proposing any additional zoning for the area.
    - Housing is a citywide policy issue right now, and we can emphasize that when it comes up.

Next Steps

- **Executive Committee Co-Chairs & Members:**
  - We should start thinking about the work plan in November and December—it’s a good opportunity to note that we’ve come a long way, that a lot of the 24 points in the strategic plan have happened, and share our plan for 2014, 2015 and 2016.

**ACTION: City Staff and co-chairs to organize comments received in a draft “Priorities for 2014” document for review at the Nov. 7<sup>th</sup> meeting.**