MEETING NOTES
CENTRAL WATERFRONT COMMITTEE
FULL COMMITTEE
MEETING #12 January 27, 2011
3:30 — 4:45 PM, Bertha Knight Landes Room, Seattle City Hall

Meeting Attendees

Committee Members

- Maggie Walker, Co-Chair
- Charley Royer, Co-Chair
- Mahlon Clements
- Bob Davidson
- David Freiboth
- Gary Glant
- Patrick Gordon
- Peter Hahn
- Craig Hanway
- Gerry Johnson
- Donald King
- Donna Kostka
- Joe McWilliams
- Ed Medeiros
- Cary Moon
- Jan O'Connor
- Vlad Oustimovitch
- Mark Reddington
- Catherine Stanford
- Brian Steinburg
- Heather Trim
- Ron Turner
- Maiko Winkler-Chin

City Staff & Consultants

- Marshall Foster
- Steve Pearce
- Hannah McIntosh
- My Tam Nguyen
- Diane Sugimara
- Nathan Torgelson
- Ruri Yampolsky
- Ken Johnsen
- Natalie Price
- Natalie Quick
- Mark Williams

Other

- Thatcher Bailey
- Larry Costich
- Don Egan
- Nicole Faghin
- Wedell Hill
- Bob Messing
- Susan Mueller
- Don Spencer
- Marcia Wagonu
- Danny Westneat

Updates

Council Review of CWC Resolution

- **City Staff noted that**:
    - The Proposed Resolution on the Central Waterfront Committee (CWC) as well as the Charter and Guiding Principles have been presented to City Council; City Council will act by next Monday, January 31, 2011. *(NOTE: City Council unanimously approved the resolution on January 31, 2011, formally recognizing the committee Charter and the Guiding Principles).*
    - The briefing went very well on the whole; there is strong support from City Council for the direction the Committee has been moving.
    - Specifically, City Staff recommends that the Committee continue maintaining holistic project oversight, in addition to looking at detail and having specific review.
    - It's important to recall that the Committee is in an overlap period with Seawall work and design consultants; there's a period where the teams are working on separate schedules.
    - The opportunity is, how do we engage teams in a coordinated approach; the Committee is in an analytical period and the design team is working hard to learn about the work the seawall has done; it's very much a discovery period.
    - It's important to protect the process and make sure the outcomes are about big ideas; the City is asking Committee members to let the process play out the way it's been designed.

Committee / Subcommittee Reports

- **Charley Royer and Maggie Walker, Committee Co-Chairs noted that**:
    - Bob Davidson will co-chair the new Long Range Stewardship & Management Operations Committee, along with co-chair Carol Binder.
    - As a result the Executive Committee has a new member, Bob Davidson, CEO Seattle Aquarium.

- **The Design & Oversight Subcommittee Chairs noted that:**
    - The Design & Oversight Subcommittee is working with the design team, helping to advance the process and connect the broader community with that process.
    - The Subcommittee is bringing in input from various community groups and wants people thinking and dreaming about what this waterfront can be but, at the same time, it is very important to protect the creative process to let new ideas take shape.
    - The Subcommittee is excited about the way that the designer (jcfo) looks at questions; they will progress into a solution from perspectives about Seattle in the world to interesting observations to connection to shoreline ecology to role of street as an important piece of the composition—ultimately the approach is a holistic way of putting things together.
    - The Subcommittee has specifically asked jcfo not to allow preconceptions or preconceived limitations to eliminate opportunities.
    - The Subcommittee challenges everyone to be open-minded about how jcfo could discover terrific opportunities for the waterfront.

- **The Finance & Partnerships Subcommittee Chairs noted that:**
    - In their initial meeting, the Finance & Partnerships Subcommittee was given a comprehensive download of all elements of the project including the Seawall.
    - Subcommittee Chairs and City staff have since met to start outlining a work-plan; a schedule of meetings has also been established.

- The next meeting will be with the City's consultants on LID work underway to understand the parameters of how the city is approaching that element; an LID will be inevitable to the strategy.
- The Subcommittee will look at the principal sources of funding and application of those funds in a number of high-profile projects such as park waterfront projects around the country.
- They will try to understand the relative weight of potential sources and whether we may or may not be missing something we'd otherwise think about to create a chart/accessible work product.
- The Subcommittee will want review of that work product from the consulting team once they get in better shape.
- The Subcommittee has also identified additional advisory members to join them; the Executive Committee will work together to determine how they do that.

- **Outreach Subcommittee Chair noted that**:
  - The Outreach Subcommittee has been focusing on educating key audiences about the project and raising awareness through media education/outreach, social media, website development/launch and public events.
  - There is an event scheduled for February 17th; the invitation has a compelling logo and graphics
  - The team is also planning a summer event, based in part on past experience working with these projects, it's important to get innovative about bringing people in.
    - It will also be important to position this as the region's project, more than a downtown project, and we need to generate that kind of energy.
    - The Subcommittee will be focused on finding a way to help people come in, providing things for kids to do, and get folks who wouldn't normally think about being on the waterfront.
  - The Outreach Subcommittee has been coordinating with the Seawall project, and coordinating with the long-term planning of that project.

<u>Presentation by James Corner Field Operations Team: Design Approach and Early Work</u>

- **Consultants (jcfo) noted that**:
  - The jcfo team is excited to be on the project; there is a lot of very interesting intellectual thought surrounding this waterfront, which has been going on for the past ten years.
  - The jcfo team has been trying meet everyone involved and catch up by reviewing the reports and research that's already been done, which is absolutely fascinating.
  - The goal right now is analysis and situation of the site within its context; the jcfo team began by situating at a large scale: on the edge of the Pacific Rim out West; on the edge of North American continent on East.
  - There are openings out West (water-bound) and out East (land-bound); —since the beginning of Seattle, that's the focus and reason why people have come here and even today, companies chose Seattle as headquarters for this reason.
  - When the team zooms in closer to the site, they see there are two worlds meeting—the world of Puget Sound Islands and the world inland surrounding Lake Washington, with topography around it.
  - The Puget Sound brings weather (coming from the ocean, water, tides) and the mountains and forests bring a completely different kind of nature (storm-water, floods, rivers).
  - The site is also at the center—a destination for water bound transportation, cruise lines and ferries; from land, there are a lot of roads, pedestrian systems that converge at the site.
  - The team feels a circle around them—the site is at the heart of something, and it's exciting to think that Seattle has miles and miles of waterfront and people have been converging here for centuries.
  - Man has been trying to settle this land; create industrial work, build and live here; at the same time, nature is trying to survive (big and little, coming from afar and close).

- The team finds this conflict or association prominent in this site, and it is very interesting to them that, over time, the waterfront has been at the center of history in this city.
- The team is interested in the personality changing dramatically from south to north as they walk the site:
  - At the southern end, the team encounters industrial Seattle—the Port is the entrance gateway/arrival to the site.
  - The stadium in itself is a great destination, with big surges of people arriving; the jcfo team would like to create a connection to it.
  - Pioneer Square is one of the oldest parts of Seattle, and in many ways is flat compared to the rest of the site.
  - The ferry station, with people on bicycles and in cars, is already a destination but not fun to hang out at; maybe the team can change that.
  - At the Aquarium, visitors are surrounded by a lot of public pier and public over water square footage; it's also interesting because almost on the other side is Pike Place Market, another destination where millions of people come.
  - The site splits in two here—on side in West it goes along the waterfront and on the East it's climbing up hill toward Belltown.
  - There is a balcony effect standing in the Sculpture Park, where you are in the heart of a completely different culture and neighborhood.
  - The team is interested in the marina and cruise ships, which are fun to watch.
  - At the North end, it's very different, more residential and there is potential for green streets.
  - Looking at the site with the viaduct, and imagining it without; today the two sides are very far apart, but one day they'll be linked together by the park.
  - Suddenly buildings will have frontages and facades you can see from the waterfront ferry—the team is imagining what it will be like when the zipper is brought back together instead of having a divide between the two sides.
- The jcfo team is preparing for February 17th; to tell event-goers how they understand the site and to seek help in understanding it more.
- The team is also creating a working model so everyone can have a hand in it; they're excited and it's getting bigger every minute.
- The jcfo team is looking forward to working with everyone on the Committee.

- **Full Committee asked**:
  - Are the relationships between South Lake Union and the Sculpture Park related to the water park? **Consultants (jcfo) noted that: they're looking at open spaces, and other fabric of the city and how they could connect in the future and how they connect now.*
  - Will there be a public art element, perhaps big art along the lines of Millennium Park? **Consultants (jcfo) noted that: we have an artist team that was part of the RFP; they are integrated into our design process and design thinking so art is not added as a piece of furniture; instead they want to think as creatively as possible and engage artists in the community in thinking out of the box from the beginning—there is an artist embedded in the team and the ability to open opportunities for artists.*
  - Have you considered saving a portion of the viaduct? Could people walk up on the viaduct to get idea of what it's like up there? **Consultants (jcfo) noted that: It is something we've got experience with and there's been talk of people going up; we don't have an answer yet but it's part of everything we're looking at.*

- What is the strategy for emphasizing connections into the city? **Consultants (jcfo) noted that: We're finding out that the connections back into the City are multiple; we don't have an answer or framework plan yet; we are trying to create connections that are off the place in each portion of the site—we're excited that this site is rich and diverse and hopefully the connections will be rich and diverse. Also, the series of work they've been doing, which the team is still formulating and percolating, will be presented at the February 17th meeting—they have ideas about nodes, areas, relationships from the City to the waterfront.*
- How much does the industrial link plan into your conceptual work? **Consultants (jcfo) noted that: There is a tension between big nature and industry that is unique to Seattle and makes it not like any other generic waterfront—will be waterfront about city that's important to us.*

- **City Staff noted that**:
  - It's important to recognize that the jcfo team has only been under contract for a little over a month, and they are doing a tremendous amount of work.
  - The Committee should see a good bit more work on February 17th.
  - In terms of issues about the site; they're looking at use and what potential for the future holds.

<u>Final Recommendations Report</u>

*Committee referenced documents including: *Realizing the Opportunity: Recommendations on Scope, Partnerships, Public Oversight and Engagement for the Central Waterfront Project.*

- **City Staff noted that:**
  - Thanks to the team for all of the comments and feedback received on the Recommendations Report, which has now been finalized.
  - The team is setting the stage for success and getting ready to realize the opportunity—it's important as we move forward to recognize what's been done:
    - Establishing guiding principles—taking past work and distilling it into seven core ideas to guide of work going forward.
    - Broadening scope of work—talking about the future of Central Seattle, and creating a civic heart for the city and region; it's important to think about connections into the city as well as linear north / south corridor.
    - Coming up with an integrated approach—Huge curveball was thrown when the seawall work was accelerated; the team understood that, if we're going to do this well, it has to be coordinated with the design of the uplands and include a strong conversation between the two; we therefore hired a lead designer and selected a great project management and engineering team.
    - Good foundation for creating a civic partnership—talked a lot about how we create an entity in future (the partner entity that will come into existence further down the line in formal partnership with the city)—being a partner and making great civic space for years into the future.
  - This document is now final; City staff will be submitting it to the Mayor and to City Council.
  - The biggest next step is the Charter for future Waterfront Committees, which lays out how they take the work to the next level.

Project Updates

Seawall

- **Seawall Team noted that**:
    - A lot has been happening in recent months. In October, the team was focused on the process of working through designs for the seawall; these were presented to a variety of people.
    - In November, jcfo began working with the Seawall team; now that we're in mid-January, the team is hoping to meet a range of alternatives.
    - The Seawall team is also working on moving their partnership forward with the Army Corps of Engineers, who are engaged with the feasibility study.
    - There is lots of work being done on technical analysis; the hope is that by April they'll have alternatives and move into EIS, to be published at the end of 2011 if all goes well.

Central Waterfront

*Committee referenced documents including: *Invitation to February Event*

- **City Staff noted that**:
    - The City wants to have a presence on the waterfront and is looking at creating a location for the project; possibly leasing a space in Pier 56 as part of the Mithun offices.
    - This would be a home base for out of town consultants, a place to store the model, a conference space to meet with the community and stakeholders and perhaps to hold subcommittee meetings.
    - A lot of work is going on in terms of design and studying the site, as well as Seawall coordination and how they support various public space options.
    - There is not a lot of engineering work being done right now; it's more focused on design and public outreach.
    - In terms of utility coordination, it will be affected by the seawall alignments; the team has to think about utilities on the viaduct and their future locations.
    - The team will also think about street alignment; although the team has a good understanding of that including design challenges and traffic modeling (which has already been done).
    - Street design will pick up in the next phase.
    - The team is doing a lot of work for the February 17th event, which is taking place at the Seattle aquarium at 6:30 p.m.
    - Everyone is welcome; the agenda for the meeting is a presentation on the site, including the opportunities/challenges and the team will ask the question: what makes a great waterfront.
    - The team is looking for answers to that question and there will be interactive opportunities; the team is trying to generate momentum and excitement for the project.
    - There is also a new website for the project, www.waterfrontseattle.org.
    - It has been running for a day or two now; when you go to the page, you can answer a question and RSVP to the February 17th event.
    - The City Staff encourages Committee members to pass out invitations as they'd like; the aquarium has a capacity for 900.
    - The invitation includes a list of partner organizations on the back; this is an ever-evolving list and City Staff would like to encourage Committee members to think about other organizations that can be included so that we hit the principle that this is the waterfront for all.

- The team developed a new graphic idea that breaks from the past ten years; there's no traditional logo, rather a graphic language made of pieces which can be re-shuffled to make elements the team might want to use.
- It's a flexible approach that offers lots of ways of expressing the project in a graphic way through a new brand: Waterfront Seattle.
- One of the early objectives of the site is getting people connected through Facebook and Twitter, we've been successful in making social media active.
- There's a very dynamic survey tool built in the website as well and the team imagines that, over time, more people will give input.
- There was also talk about wanting to have a centralized location for committee materials; providing access with information about what's happening across Subcommittees.
- This centralized location will be built into the site and that will take place following the workshop in February.
- Ultimately this will be a place the Committee can come in to see what different Subcommittees are doing in a user-friendly format.

- **Consultants (jcfo) noted that**:
  - The team wanted to build something that had the capacity to grow and develop over time; this is also indicative of the design process.
  - The website grows as the design grows and more information becomes available; jcfo is doing preliminary polling for ideas for the site.

- **Committee members noted that**:
  - For the generations that passed by the Facebook era, they want to be sure a significant part of the population is not left behind. **Consultants (jcfo) noted that: There will be extensive public meetings and face-to-face opportunities for people to engage as well.*

<u>Adjourn</u>

- **City Staff noted that**:
  - The Full Committee is moving now to a quarterly schedule, and the next meeting is Thursday, April 21st, 2011 from 3:30—5 p.m. at Seattle City Hall.
  - At the first meeting, the Committee laid out a set of ground rules (how they work together, engage with media, etc.)—given new challenges being taken on and increased visibility, the Committee will need to take a fresh look at those to make sure everyone is solid on the rules of engagement.
  - Secondly, the team has been working with the Public Outreach Subcommittee on the overall Public Outreach Plan; the charter talks about being open and transparent which sets the bar high for being robust and innovative; City Staff expects they'll try to bring to closure to that between now and April.