



**MEETING NOTES  
CENTRAL WATERFRONT  
FULL COMMITTEE**

**MEETING #16 April 19<sup>th</sup>, 2012  
3:30 — 5:00 PM Room #4050, Seattle Municipal Tower**

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**Meeting Attendees**

*Committee Members*

- Charley Royer, Co-Chair
- Maggie Walker, Co-Chair
- Mark Reddington
- Cary Moon
- Craig Hanway
- Catherine Stanford
- Patrick Gordon
- Carol Binder
- Peter Hahn
- Bob Donegan
- Bob Davidson
- Gary Glant
- Gerry Johnsen
- Ron Turner
- Vlad Oustimovitch
- Julie Bassuk
- Leslie Miller
- David Frieboth
- David Moseley

*City Staff & Consultants*

- Marshall Foster
- Steve Pearce
- Bob Chandler
- Goran Sparman
- Diane Sugimara
- Erin Tam
- Erin Taylor
- Ken Johnsen
- Ethan Bernau

*Additional Attendees*

- Susan Mueller
  - Geri Poor
  - Kenneth Ng
  - Louis Alloin
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**Subcommittee Reports**

\*Committee reviewed and referenced documents including: *Waterfront Seattle Community Forums Report*.

- **Design Oversight Subcommittee Co-Chairs:**
  - The Design Oversight Subcommittee has been working our way through various elements of the framework plan and earlier today we discussed the connector, or Overlook Fold, in detail.

- We've been talking about crafting a vision statement surrounding urban land use issues, as well as some short-term steps and a long-term plan that may involve incentives or regulation.
  - We've also been discussing the street design and the public art plan; additionally, a new seawall team has been selected and they will now start work into the next phase.
- **Long Term Stewardship Subcommittee Co-Chairs:**
    - Our Subcommittee has been reviewing operations and maintenance (O&M) costs, culminating in the development of *Draft Preliminary Operating Funding Strategy* created by City staff and HR&A Advisors.
    - Based on identified funding sources, O&M costs seem to be something we can get our arms around; in the most successful cases, this is done by a separate, non-profit entity with fundraising capacity.
- **Finance & Partnerships Subcommittee Co-Chairs:**
    - Our Subcommittee has adjourned into a working group format in order to develop a funding plan for the entire project, which we hope to finish on-schedule by the end of this month.
    - We've also added a number of advisors who have been very complimentary of the level of information developed and provided by the City staff.
- **Outreach Subcommittee Co-Chairs:**
    - Since our last Committee meeting, five community outreach forums have been held on topics including Climate & Context; Mobility & Access, Environment & Ecology; Setting the Stage; and Uniquely Seattle.
    - Committee reviewed *Waterfront Seattle Community Forums Report* summarizing Advertisements & Notification; Attendance Statistics; Feedback Results; and Suggestions for Future Meetings.
- **Consultants:**
    - Overall, the forums were a great success in terms of broadening community support, helping the public understand the project and helping them understand who the Central Waterfront Committee is.
    - We've also held thirty Waterfront briefings in the last two months with organizations including district councils, businesses and community organizations.
- **City Staff:**
    - Additionally, we issued an RFP earlier this spring and now have a promoter, One Reel, who is working on developing a Waterfront concert and event series from mid-July through August.
    - We're also in the planning stages for the big design event that will bring the concept design together, which will likely take place in middle to late-June.
    - Finally, since the beginning of the year, the City has rolled together all Waterfront-related efforts into one program of projects with the Seattle Department of Transportation, Seattle Department of Planning & Development and Seattle Parks & Recreation working together collaboratively.
    - We've resolved to integrate the work on the seawall, Waterfront, tunnel and portal, not only in concept design, but also in what's going to happen next.
- **Full Committee Co-Chairs & Members:**
    - It was great to witness positive responses from the community at the forums and to see their willingness to help make this happen; I was very impressed by how excited the attendees were.
    - Perhaps we could set up a speaker's bureau to further leverage this groups' knowledge and experience? We could have a place on the website where people could ask for speakers.

**Review Draft Waterfront Strategic Plan**

\*Committee reviewed and referenced documents including: *DRAFT Central Waterfront Committee Recommended Action Plan*; *A Plan for Realizing the Waterfront Vision PowerPoint*.

- **Full Committee Co-Chairs:**
  - In the Central Waterfront Charter we were tasked with creating a strategic plan and, as Full Committee co-chairs, we've been charged with overseeing that; we've approached with vigor and have created two products for review today.

#### Central Waterfront Committee Recommended Action Plan Draft

- **Full Committee Co-Chairs:**
  - The first product is a draft recommended action plan, which is essentially a calendar showing what needs to happen in order for the project to succeed.
  - This plan will be presented to the Mayor and City Council with a cover letter referencing our charge, guiding principles, outreach to-date and key recommendations including a non-profit organization.
  - We'd like to present this in June, which will be around the same time that the framework plan is finalized and presented; each Subcommittee will also be submitting a report.
- **Consultants (K. Johnsen, Shiels | Obletz | Johnsen):**
  - The Committee, City staff and consultant team have conducted an immense amount of work in the last year and a half and we've reached a natural place to communicate that and transition to the next phase.
  - Committee reviewed *DRAFT Central Waterfront Committee Recommended Action Plan* including 24 action items from June 2012 through 2018 and ongoing.

#### A Plan for Realizing the Waterfront Seattle Vision

- **Full Committee Co-Chairs:**
  - In addition to the action plan, we have developed a report to the community which is intended to provide our research in an accessible, easily understandable, exciting and compelling way.
  - This would be deployed on the website, making the case about why the Waterfront matters today and acting as a platform or base from which we can extract products in the future.
- **Consultants (E. Tam, EnviroIssues):**
  - This report is intended to be a framework that will grow and change over time, serving multiple purposes and allowing audiences to drill down into the pieces they're most interested in.
  - The graphics are also intended to reflect the tone and identity that we've always had; while we haven't yet developed all of the content, we're considering a potential workshop in Mid-May to do so.
  - Specifically, we want to make sure that this product educates people about the history of the Waterfront, the work this Committee has done to-date, and how the community has been involved.
  - Committee reviewed *A Plan for Realizing the Waterfront Seattle Vision*, including Experience, Mobility, Public Spaces, Seawall, Learning More, Potential Funding, Friends of the Waterfront & Recommended Action Plan.

#### Feedback & Discussion

- **Full Committee Members:**
  - How will a plan for banking overwater coverage be developed, and is someone looking at the legalities? How will the commitments to businesses be respected if the seawall construction start date is delayed?
  - Should we include a footnote that says this action plan is subject to review and adjustment? Would a resolution from City Council include the formation of a "Friends of the Waterfront" group?
  - Who are these products to, from and why do audiences want to know? Is community distribution the right concept? Do we need to build approval and momentum in the public for City Council and the Mayor?

- **City Staff:**
  - The new seawall team will review the schedule and we're still very targeted toward completion by early 2016; a delay may provide more flexibility so we can do our work in two winters, instead of three.
- **Consultants:**
  - We've just started looking into banking overwater coverage and it is more of a transfer; we'll change the terminology to reflect that and the cover letter will note the plan is subject to periodic review.
- **Full Committee Co-Chairs:**
  - The action plan and community report are two separate products, to be deployed at separate times:
    - The first product will go to the City Council and Mayor to reach an agreement;
    - Then, at the appropriate moment, we would deploy the community report, which we've created because we get many questions, for which need to be prepared.
  - The "Friends of the Waterfront" group would be a non-profit entity and, while it could complement the City's efforts, it would not be formed by a governmental organization.
- **Full Committee Members:**
  - Since this Committee received the official charge from the Mayor and City Council, and we're delivering our product to them, we have to be very clear that this is the Committee's report.
  - We should also be sure to acknowledge that we've been given this opportunity by the Mayor and City Council, and recognize the level of support we've received by City staff and consultants.
  - In terms of graphics, seeing the existing quality versus a transformed environment is very inspirational and, the more that can be brought in, the better.
  - This is a complex and multi-dimensional project, and the way that the action plan is laid out so crisply and clearly in order to add up to success is very remarkable.
  - The community report is also gorgeous and includes a really clear level of communication; I think we should move ahead.

#### Next Steps

- **Full Committee Co-Chairs:**
  - We've had a lot of conversations about these products, but they are still drafts; it's important that members are comfortable as this is the Committee's product.
- **Consultants:**
  - If Committee members have any additional comments, please send them our way; we'd also like to receive a two-page letter from each Subcommittee in the next month or so detailing what you've done.

**ACTION: Committee members to share any additional comments regarding strategic plan; Subcommittees to begin drafting letters detailing their respective work.**