



# Seattle Industrial & Maritime Strategy

## Citywide Advisory Group

Meeting #3  
February 5, 2020

# Today's Agenda



## Welcome & Introductions

- Process Update
- Engagement Summary
  - 1x1 Conversations
  - Neighborhood Vision Elements
- Regional Policies Primer
- Land Use & Real Estate Market Data
- Land Use Concepts
- Organize Policy Interests
- Summary & Next Steps



# Citywide Advisory Group

Sally Clark, co-chair  
*University of Washington*

Nicole Grant, co-chair  
*MLK Labor*

Brian Surratt, co-chair  
*Alexandria*

Alex Hudson  
*Transportation Choices Coalition*

Barbara Nabors-Glass  
*Seattle Goodwill*

Charley Royer  
*Public Facilities District*

Commission President  
Stephanie Bowman  
*Port of Seattle*

Abel Pacheco  
*Sound Transit*

Dave Gering  
*Manufacturing Industrial Council  
of Seattle*

Councilmember Dan Strauss  
*Seattle City Council*

Erin Adams  
*Seattle Made*

Erin Goodman  
*SODO Business Improvement Area*

Fred Mendoza  
*Public Stadium Authority*

Fred Rivera  
*Seattle Mariners*

Greg Smith  
*Urban Visions*

Johan Hellman  
*BNSF*

John Persak  
*International Longshore and  
Warehouse Union*

Jordan Royer  
*Pacific Merchant Shipping  
Association*

Marie Kurose  
*Workforce Development Council  
of Seattle-King County*

Mike Stewart  
*Ballard Alliance  
Business Improvement Area*

Peter Nitze  
*Nitze-Stagen*

Rick Kolpa  
*Prologis*

Robb Stack  
*Stack Industrial Properties*

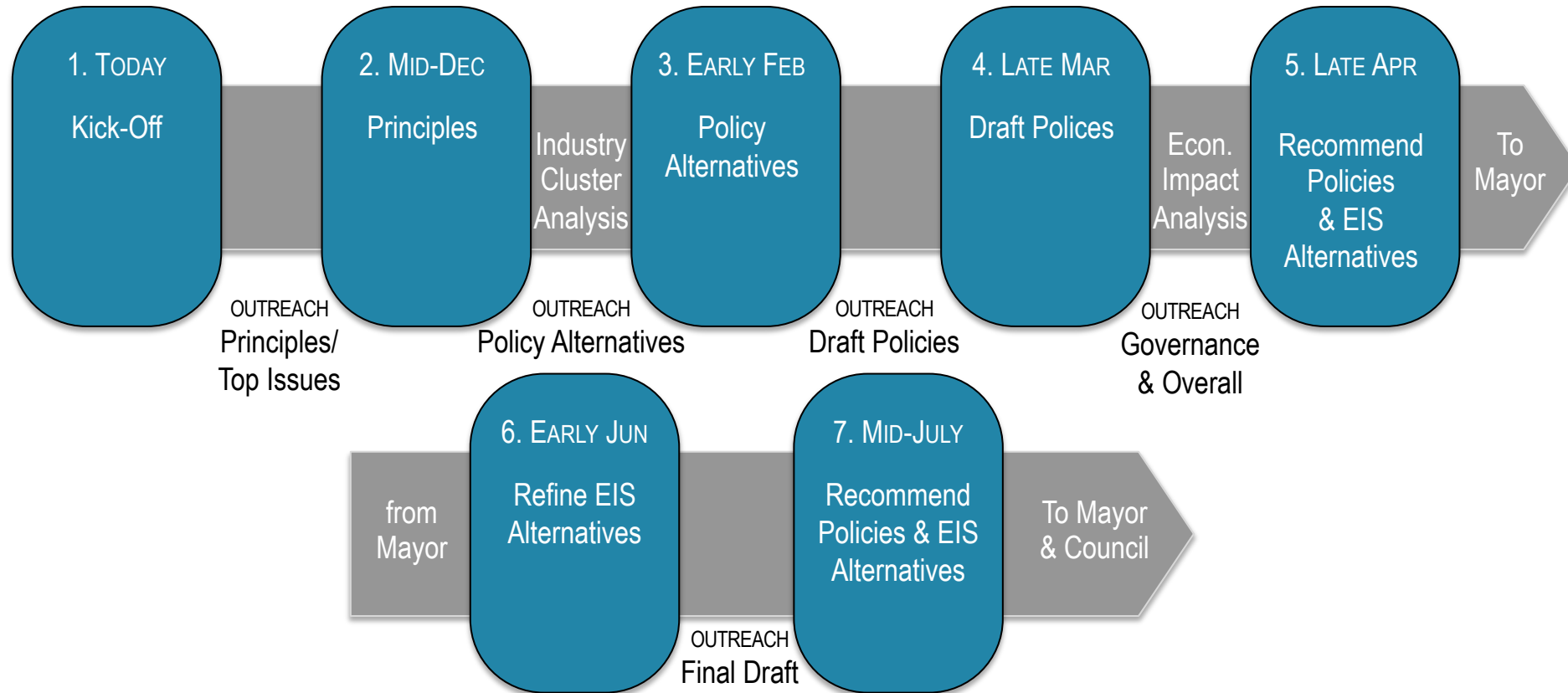
Sam Farrazaino  
*Georgetown Safety Task  
Force/Georgetown Strong*

Terri Mast  
*Inlandboatman's Union*



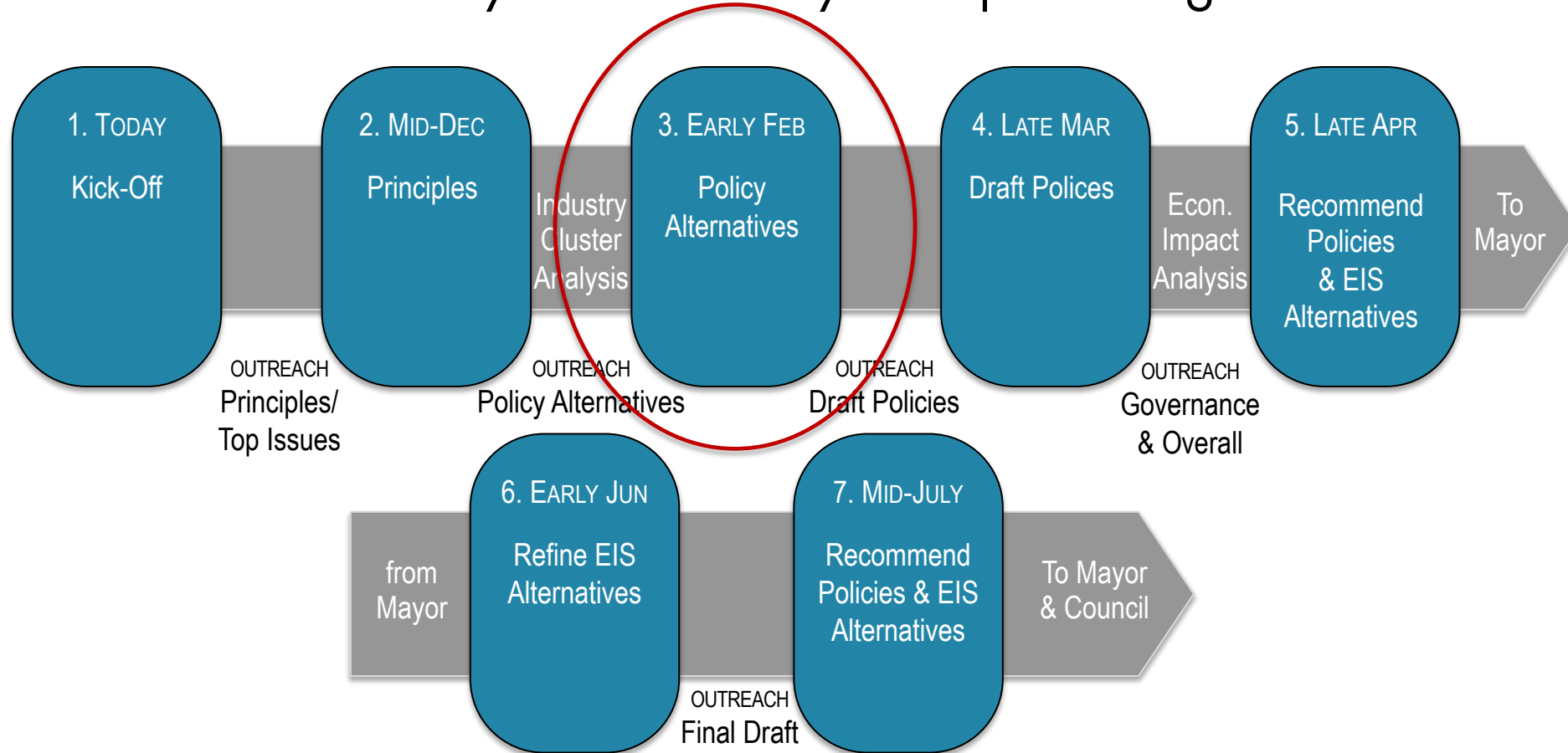
# Industrial & Maritime Strategy Planning Process

## 7 Citywide Advisory Group Meetings



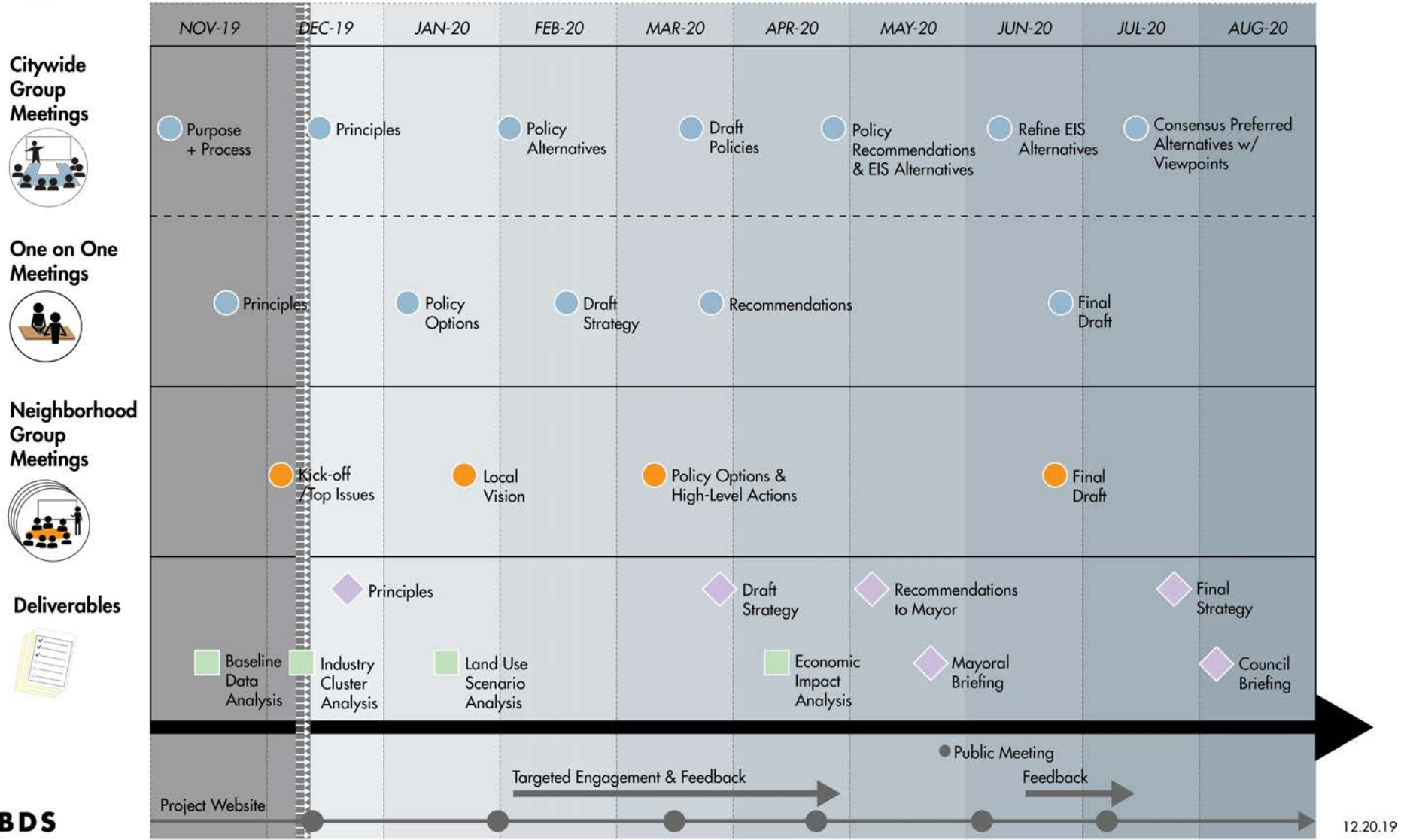
# Industrial & Maritime Strategy Planning Process

## 7 Citywide Advisory Group Meetings





# SEATTLE INDUSTRIAL LANDS STRATEGY - PROCESS TIMELINE



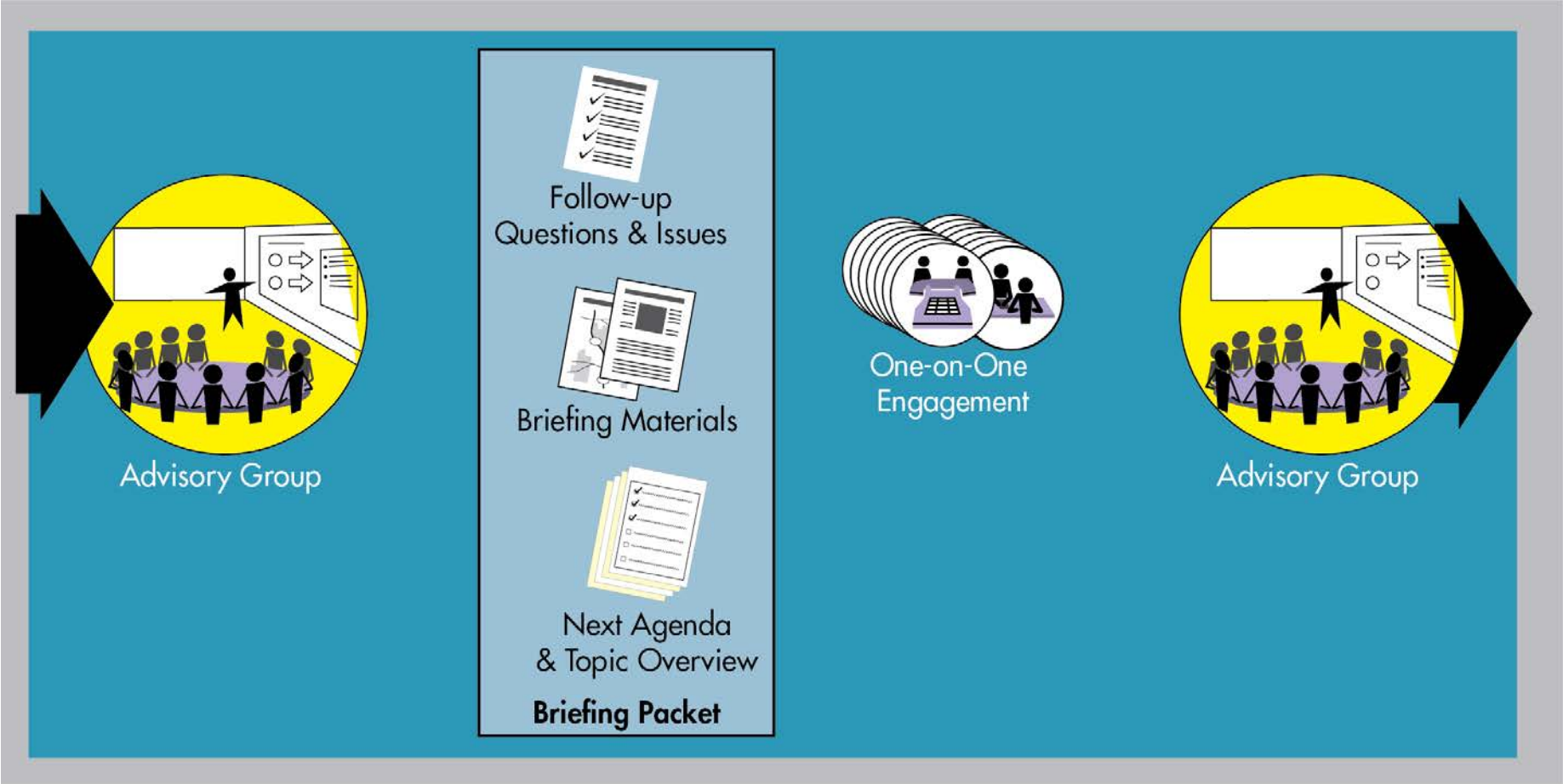
**BDS**

12.20.19





# Meeting Cycle



# Procedures

Ground Rules	Responsibilities		Working Consensus
<ul style="list-style-type: none"> <li>• <b>Everyone's voice</b> counts               <ul style="list-style-type: none"> <li>– Take turns</li> <li>– Each perspective is valid</li> <li>– Listen respectfully</li> <li>– Questions are okay</li> </ul> </li> <li>• <b>Forward movement</b></li> <li>• <b>Positive recommendations</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Participate</b> regularly &amp; on-time</li> <li>• <b>Positive</b> communication</li> <li>• Represent your <b>perspective</b></li> <li>• <b>Acknowledge any conflicts</b> of interest</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Leverage resources</b> &amp; information</li> <li>• <b>Advocate</b> for recommendations</li> <li>• Institutional <b>knowledge</b></li> <li>• <b>Conduit</b> of information</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Everyone</b> gets their say</li> <li>• Recommendations you can <b>"live with"</b></li> <li>• If we must vote: <b>80% = consensus</b> (in attendance)</li> </ul>





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  - Neighborhood Vision Elements
- Regional Policies Primer
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- Organize Policy Interests
- Summary & Next Steps

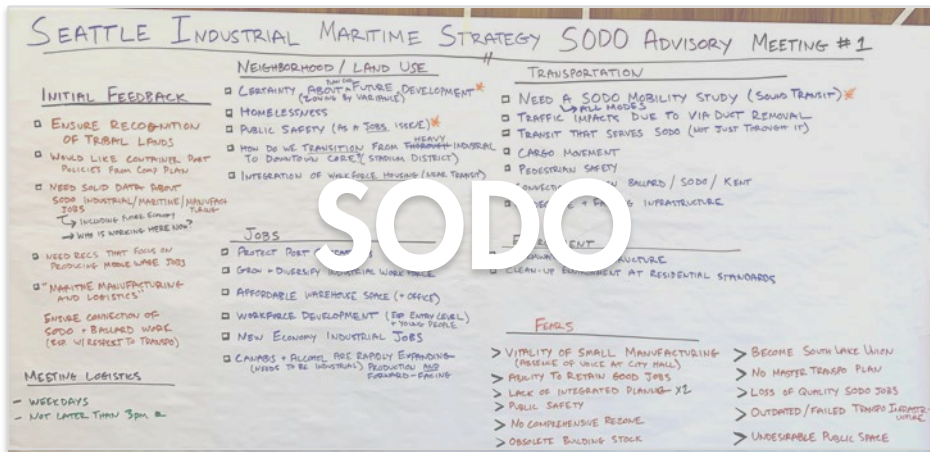
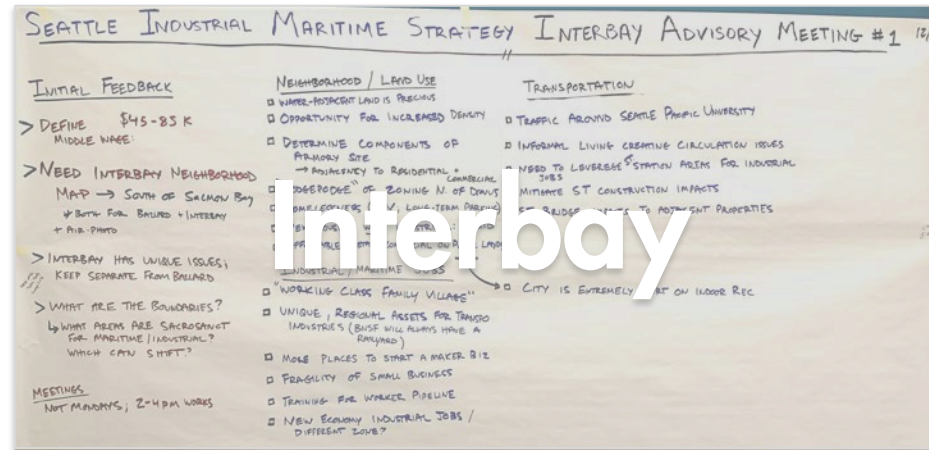


# Themes from 1x1 Conversations

- Continued willingness to suspend judgement ... for now
- Continued strong desire to define a vision that:
  - ✓ is forward thinking,
  - ✓ goes beyond traditional roles, and
  - ✓ addresses Seattle's future needs (spectrum of jobs; affordability)
- Appreciation of Mayor's approach and careful dialogue
- Reactivity to individual statements and perceptions of entrenchment
- Divergent interpretations of data and current realities
- Strong desire to be heard
- Questions about expected outcomes



# Neighborhood Top Issues





# Georgetown & South Park

- **Clint Berquist**,  
*Georgetown Community Council*
- **Roger Bialous**, *Georgetown Brewing*
- **Johnny Bianchi**, *Industrial Space Seattle*
- **Sam Farrazaino**, *Equinox Studios*
- **Jon Holden**, *Machinists Union 751*
- **Kevin Kelly**, *Recology*
- **Paulina Lopez**,  
*Duwamish River Cleanup Coalition*
- **Veronica Wade**, *South Seattle College*
- **Elena Lamont**, *Pioneer Human Services*
- **Maria Ramirez**,  
*Duwamish Valley Housing Coalition*

## Top Issues

- Affordable workforce housing
- Pathways for training into industrial jobs
- Environmental equity + pollution mitigation



# SODO

- **Henry Liebman**, American Life
- **Kristal Fiser**, UPS
- **Erin Goodman**, SODO BIA
- **Lisa Howard**, Pioneer Square BIA
- **Ron Judd**, WSDOT
- **Brian Mannelly**, SSA Marine
- **Fred Mendoza**, Public Stadium Authority
- **Mark Miller**, Macmillian-Piper
- **John Persak**, Int'l Longshore & Warehouse Union
- **Fred Rivera**, Seattle Mariners
- **Maiko Winkler Chin**, Chinatown ID PDA
- **Alex Cooley**, Solstice
- **Charles Royer**, Public Facilities District

## Top Issues

- Public safety as a jobs issue
- Transit access within SODO
- Improve cargo movement  
(Ballard ↔ SODO ↔ Kent)
- Pedestrian safety





# Interbay

- **Daniel Martin**, *Seattle Pacific University*
- **Ginny Gilder**, *Seattle Storm*
- **Nathan Hartman**, *Kerf Design*
- **Johan Hellman**, *BNSF Railway*
- **Brian Lloyd**, *Beacon Development Group*
- **Terri Mast**, *Inlandboatman's Union*
- **Mike Murphy**,  
*Holy Mountain Brewing Company*
- **Richard Lazaro**, *Expedia*
- **Chad See**, *Freezer Longline Coalition*
- **Charlie Costanzo**, *American Waterways*

## Top Issues

- Protection of land with water adjacency for industrial use
- Clarify intention for area north of Dravus St.
- Sound Transit alignment
- Incubate and support small maker businesses



# Ballard

- **Warren Aakervik**, *Ballard Oil*
- **Brad Benson**, *Stoup Brewing*
- **Suzie Burke**, *Fremont Dock Company*
- **Tom Friedman**,  
*Ballard District Council*
- **Haley Keller**, *Peddler Brewing*
- **Eugene Wasserman**,  
*North Seattle Industrial Association*
- **Eric Nelson**, *Nordic Heritage Museum*
- **Mike Stewart**, *Ballard Alliance*
- **Shaunie Wheeler**, *Teamsters Joint Council*
- **Daniel Blanchard**, *Seattle Colleges*

## Top Issues

- Industry friendly Sound Transit alignment
- Manage conflicts arising from growth pressure (RVs and tent camping)
- Protect zoning within MIC
- Apprenticeship programs for worker pipeline



# Neighborhood Vision Elements: In 20 years...

What are the  
priority elements of  
our desired future for the  
Industrial and Maritime  
sectors in ...

**Georgetown & South Park ...**

**Interbay ...**

**Ballard ...**

**SODO ...**



# Neighborhood Vision Elements: In 20 years...

## Georgetown & South Park ...

- **Dense**
- **Sustainable** industrial economy
- **Diverse** and **skilled** workforce
- Living **locally**
- **Healthy** environment

## SODO ...

- Thriving **manufacturing, maritime, logistics**
- Protected **working waterfront**
- Intentional **transition** between worker housing and production jobs
- Connected by **Transit**

## Interbay ...

- Maritime and industrial **innovation**
- **Modernized working waterfront**
- Dynamic **inland** areas:  
ecosystem of maritime and industrial jobs **coexist** with housing and services for workers

## Ballard ...

- **Celebration of the value** and **heritage** of industrial and maritime work
- Diversifying **mix** of maritime and production businesses **complement** and **sustain** each other



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## Regional Policies Primer

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# Growth Management Framework

## STATE LEVEL

### Growth Management Act (GMA)

- RCW Chapter 36.70A adopted in 1990.
- Cities are required to manage growth through **comprehensive plans**, and implementation with **investments and zoning**.

### GMA Container Port Element Requirement

- State Legislature adopted a **Container Port Element** requirement in 2009. ([RCW 36.70A.085](#)).
- Cities with container ports with revenues of **\$60M+** must include a container port element.
- Must be developed **collaboratively** with the port, with policies and programs to **support the port**.



# Growth Management Framework

## REGIONAL LEVEL

### Multi-county Planning Policies

- Multi-county Planning Policies for King, Pierce, Snohomish, and Kitsap are adopted by the Puget Sound Regional Council (**PSRC**) in the **Vision 2040** plan. (VISION 2050 update is due spring 2020.)

### Transportation Funding

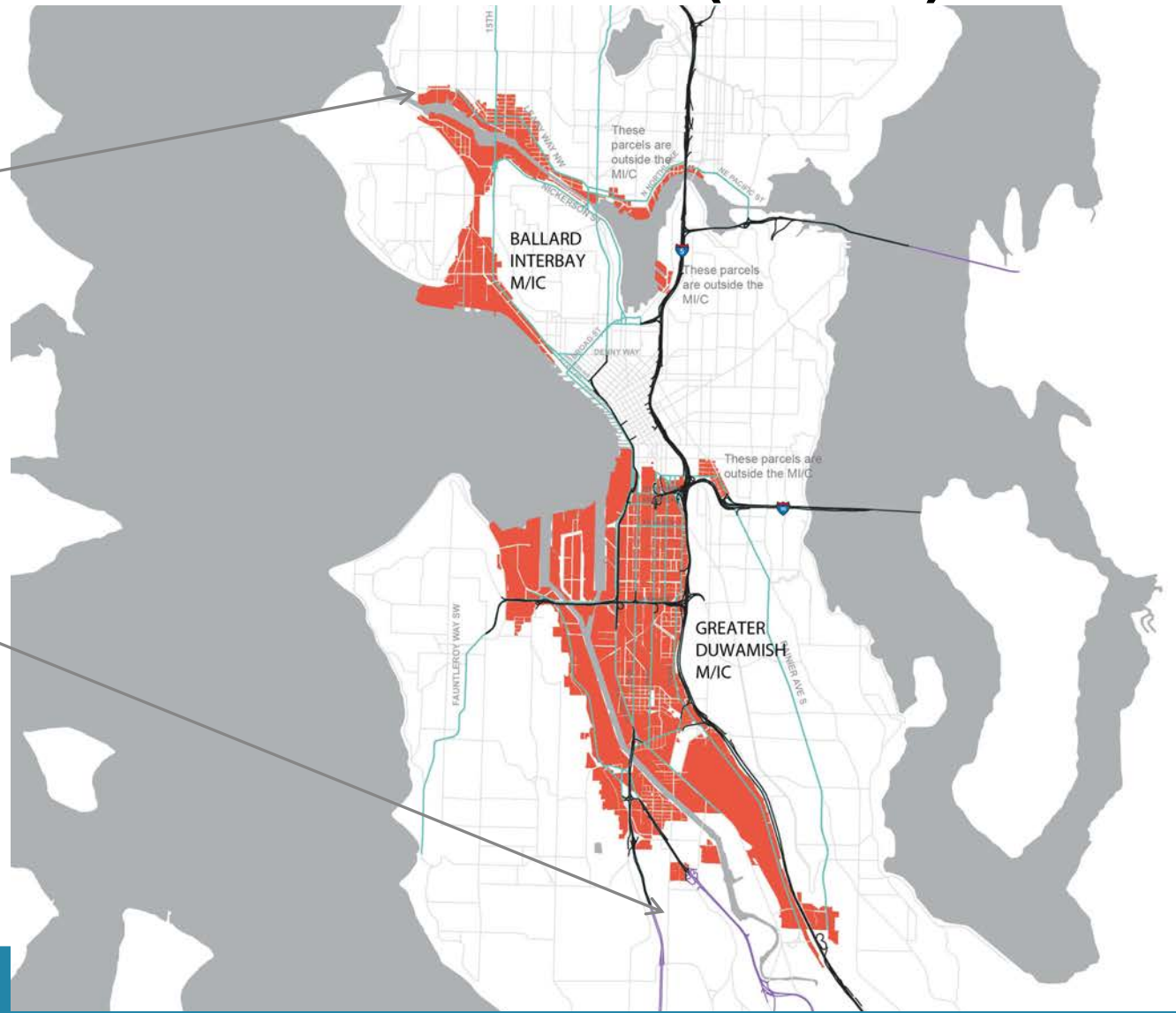
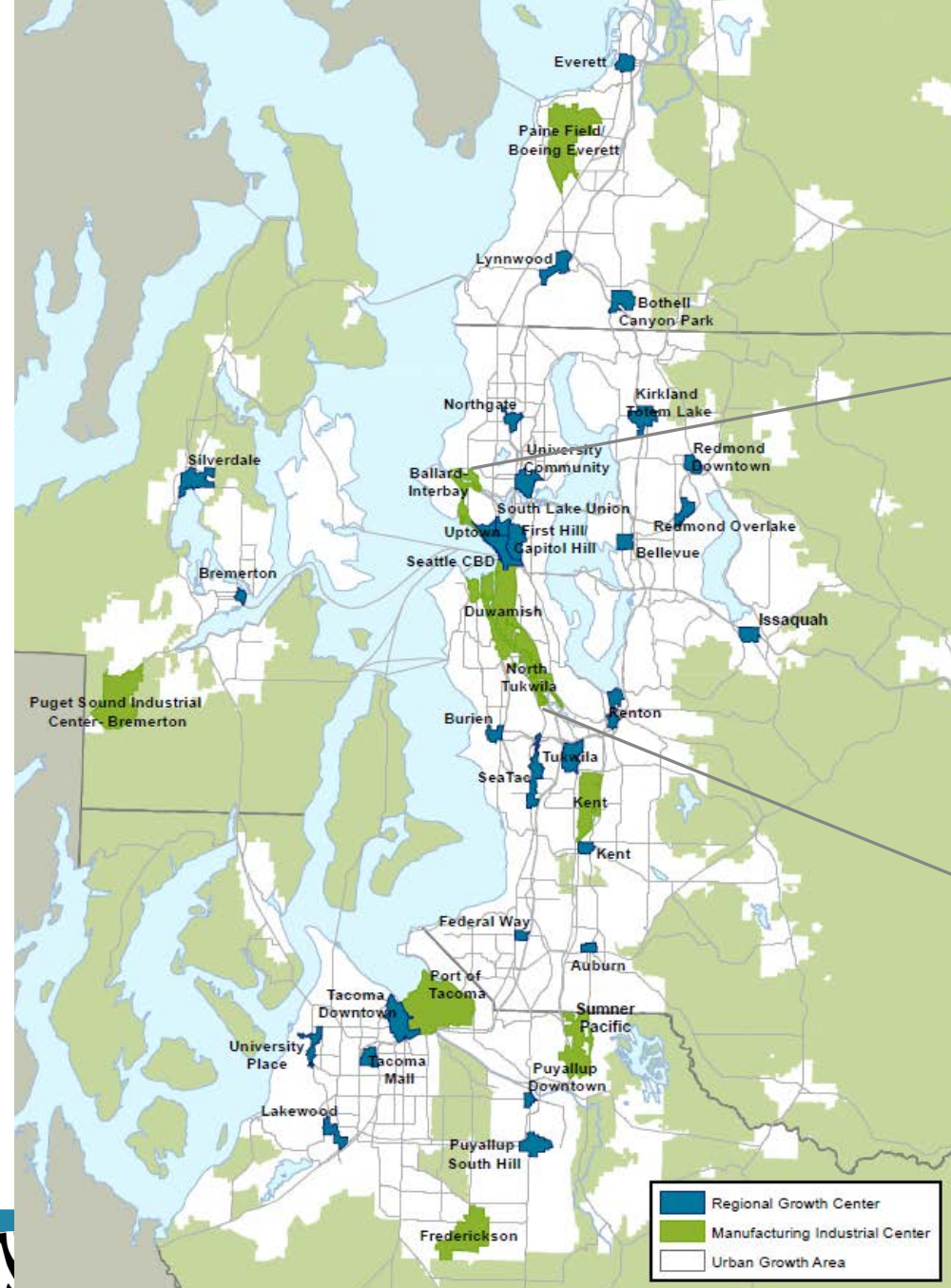
- **PSRC** allocates Federal transportation funds to projects in the 4-county area.
- Awards follow PSRC policy prioritizing **regionally designated centers** including **MICs**.

### Regional Manufacturing/Industrial Centers (MICs)

- VISION 2040 calls for **preservation of centers of intensive manufacturing and industrial** activity and for **infrastructure** and services necessary to support these areas.
- PSRC sets **criteria** for MICs that address size, current and future employment, and mix of uses.
- Cities are expected to plan for MICs through a **subarea planning** process or the equivalent.
- There are: 9 designated MICs in the four-county region and **2 MICs in Seattle**



# Designated Manufacturing / Industrial Centers (M/ICs)



# Growth Management Framework

## CITY OF SEATTLE - COMPREHENSIVE PLAN

- In addition to the **Container Port Element**, the Plan includes **Goals & Policies** to support the City's MICs in the **Growth Strategy element** and in the **Land Use element**.
- Growth Strategy element:
  - Identifies the extent of the MICs on the **Future Land Use Map**.
  - Lists policies that focus on **industrial lands protections**.
- Land Use element
  - Has one industrial land goal: "**Provide sufficient land** with the necessary characteristics to **allow industrial activity to thrive** in Seattle and protect the preferred industrial function of these areas from activities that could disrupt or displace them."; and
  - 28 policies of specific guidance on how the City will regulate and support industrial uses within the MICs.

## CITY OF SEATTLE – Freight Master Plan

- Adopted in 2016, with a focus on **urban truck freight movement**.
- Includes a data-driven **freight prioritization** roadway network.





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## Land Use & Real Estate Market Data

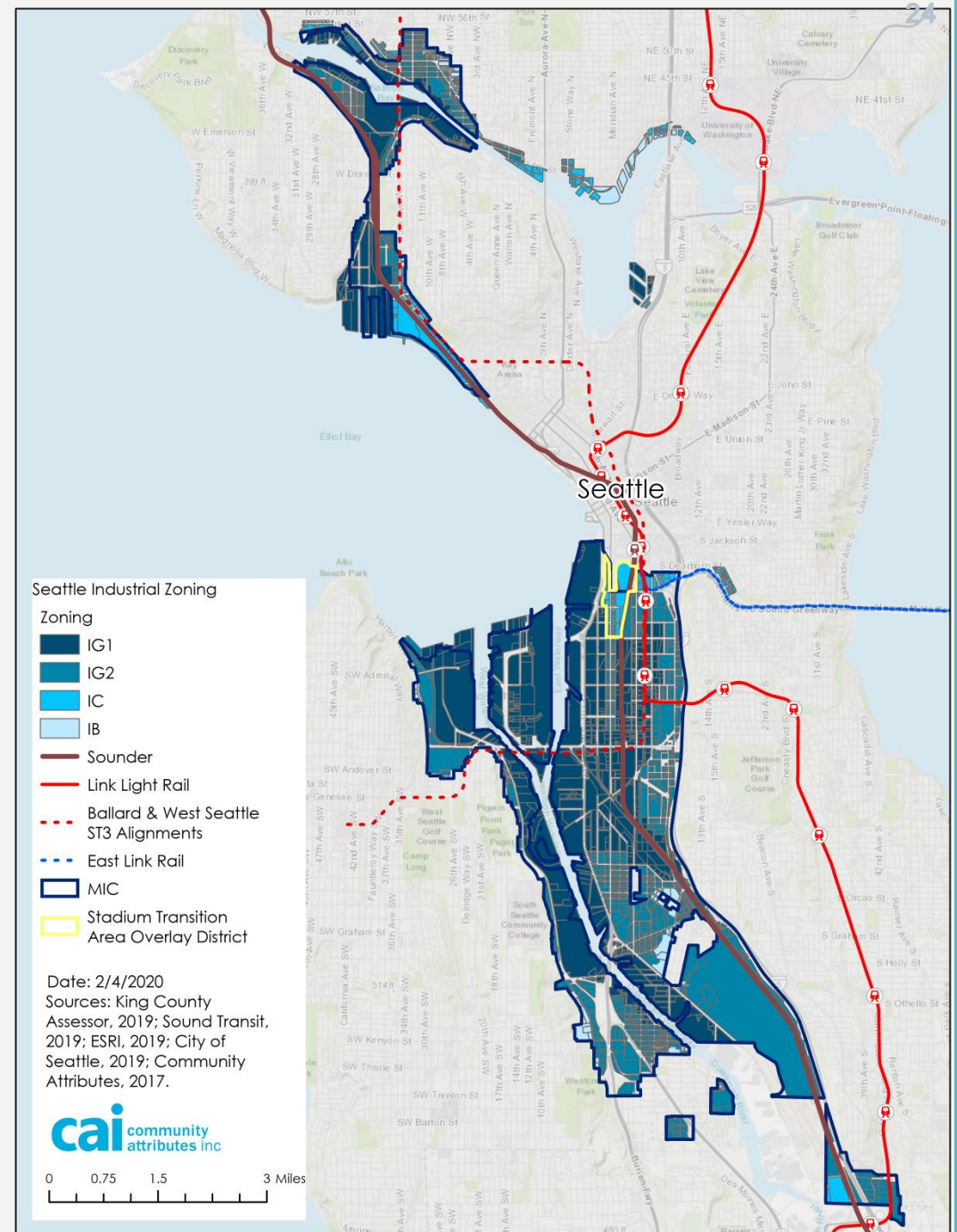
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# Industrial Areas

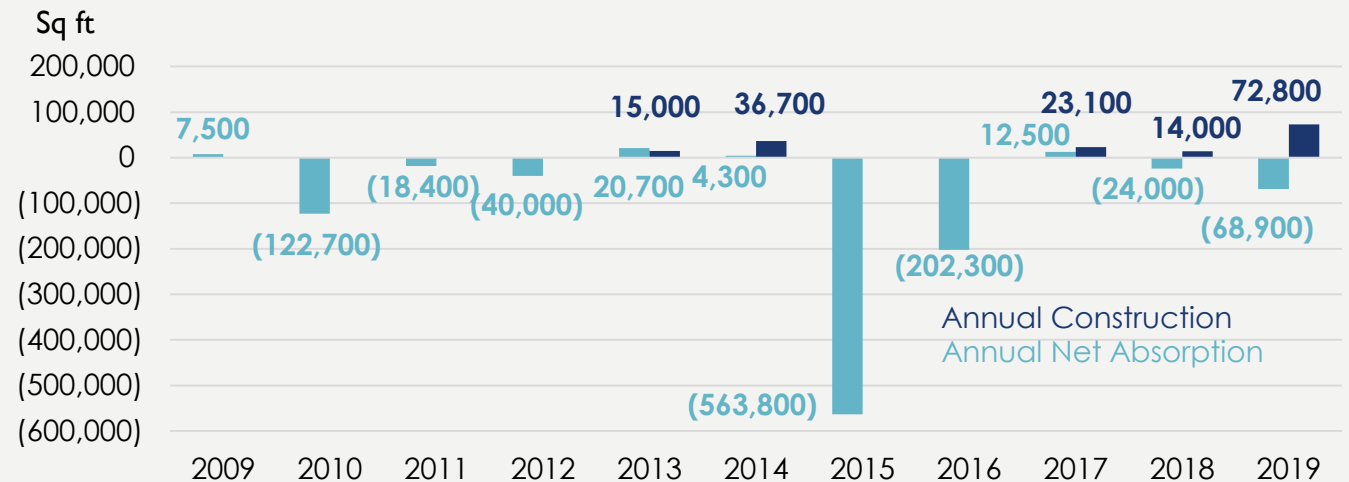
- General Industrial (IG) zones have strong protections for industry within the Manufacturing Industrial Centers (MICs).
- Industrial Commercial (IC) zones permit large scale office along with industrial.
- Industrial Buffer (IB) zones allow commercial uses to mix in between the core industrial area and surrounding neighborhoods.
- IB and IC zones are also common outside the MICs.
- The Stadium Transition Area Overlay District allows for more density in the area.
- Large land areas and parcels are owned and operated by the railroads, the Port, the stadiums.



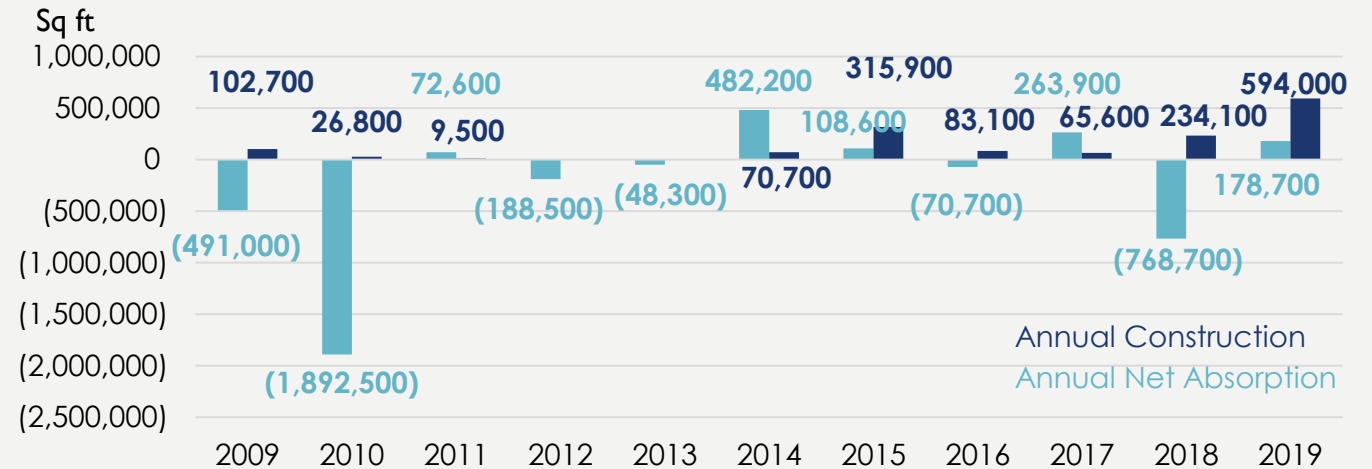
# Real Estate

- Both North and South areas have vacancy rates around 3%.
- New construction has occurred in the past two years after relatively little for several years.

## Industrial Absorption and Construction, 2009-2019 North Seattle



## South Seattle



Source: CBRE 2019.

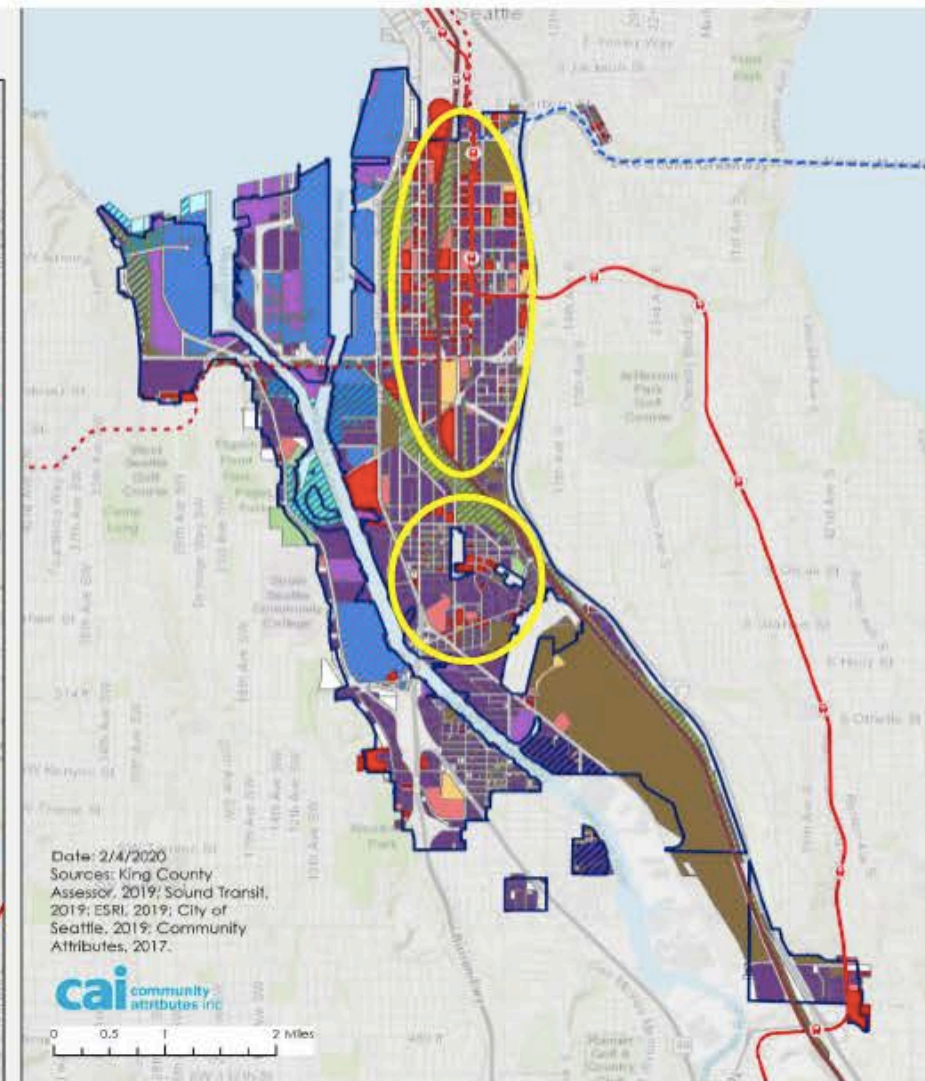
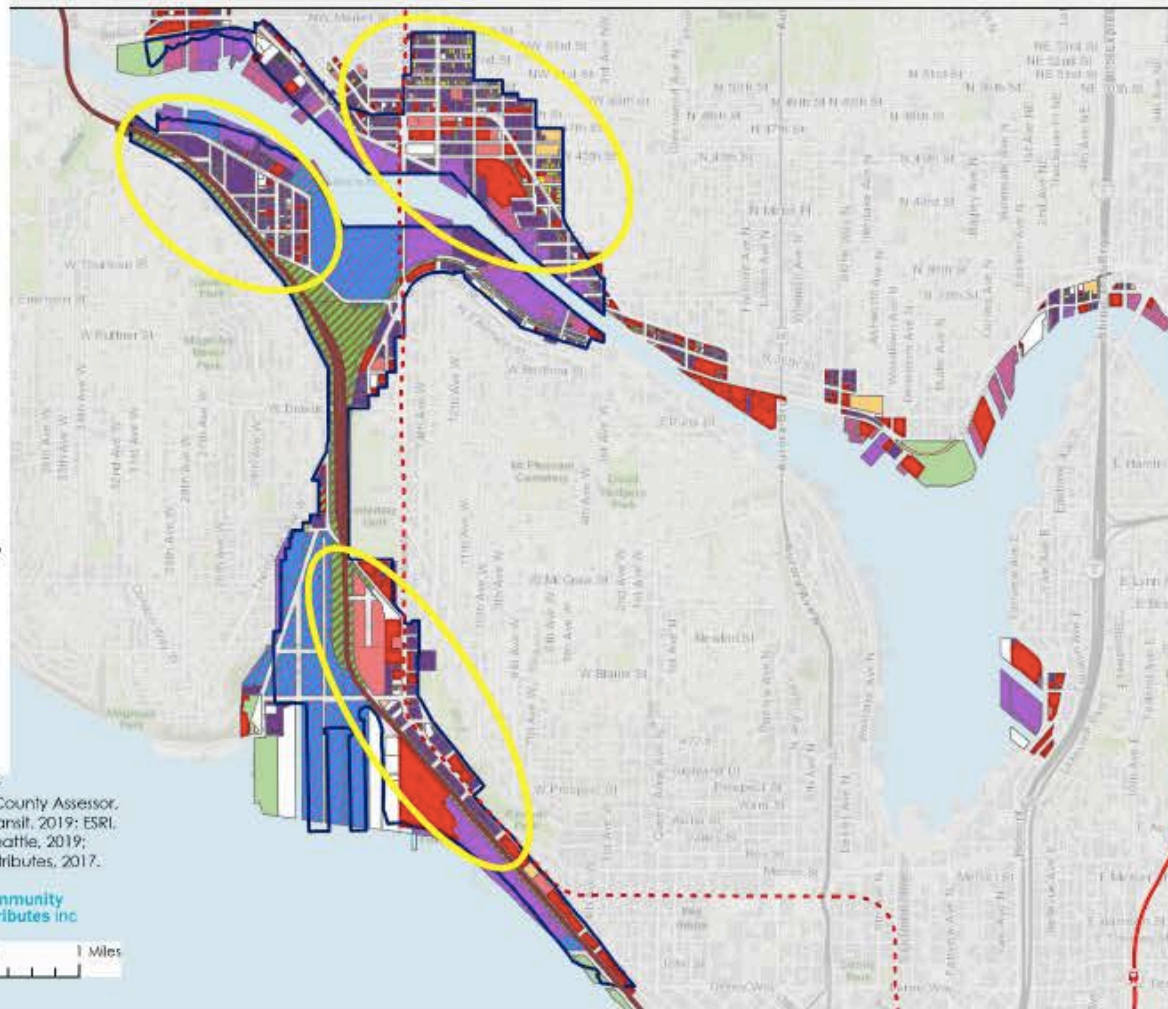


In certain distinctive industrially zoned areas, industrial uses – both newer and long-standing – are intermixed with non-industrial uses and pass-through traffic.

#### Seattle Industrial Land Use

##### Land Use

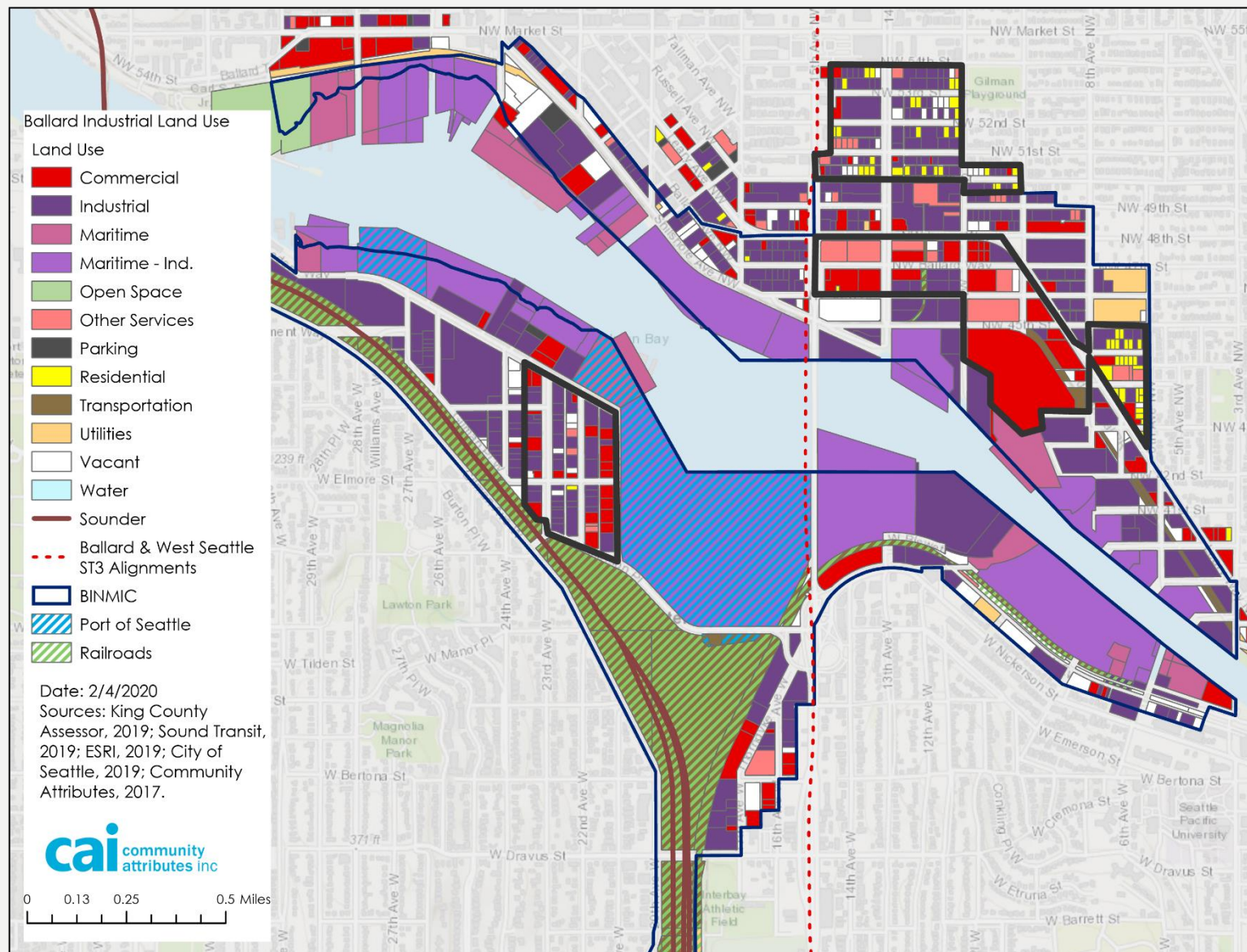
- Commercial
- Industrial
- Maritime
- Maritime - Ind.
- Open Space
- Other Services
- Parking
- Residential
- Transportation
- Utilities
- Vacant
- Water
- Sounder
- Link Light Rail
- Ballard & West Seattle ST3 Alignments
- East Link Rail
- MIC
- Boeing
- Port of Seattle
- Railroads





# Ballard Industrial Areas

- Approximately 125 parcels used for industrial purposes.
- Roughly half of all land used for industrial, half for non-industrial.
- Smaller lots to NE include residential and more commercial than other areas.



# Interbay Industrial Area

- The Port of Seattle and Burlington Northern own a majority of Interbay land.
- Expedia headquarters occupies a significant area near Smith Cove.
- Sound Transit light rail stations planned for corridor.

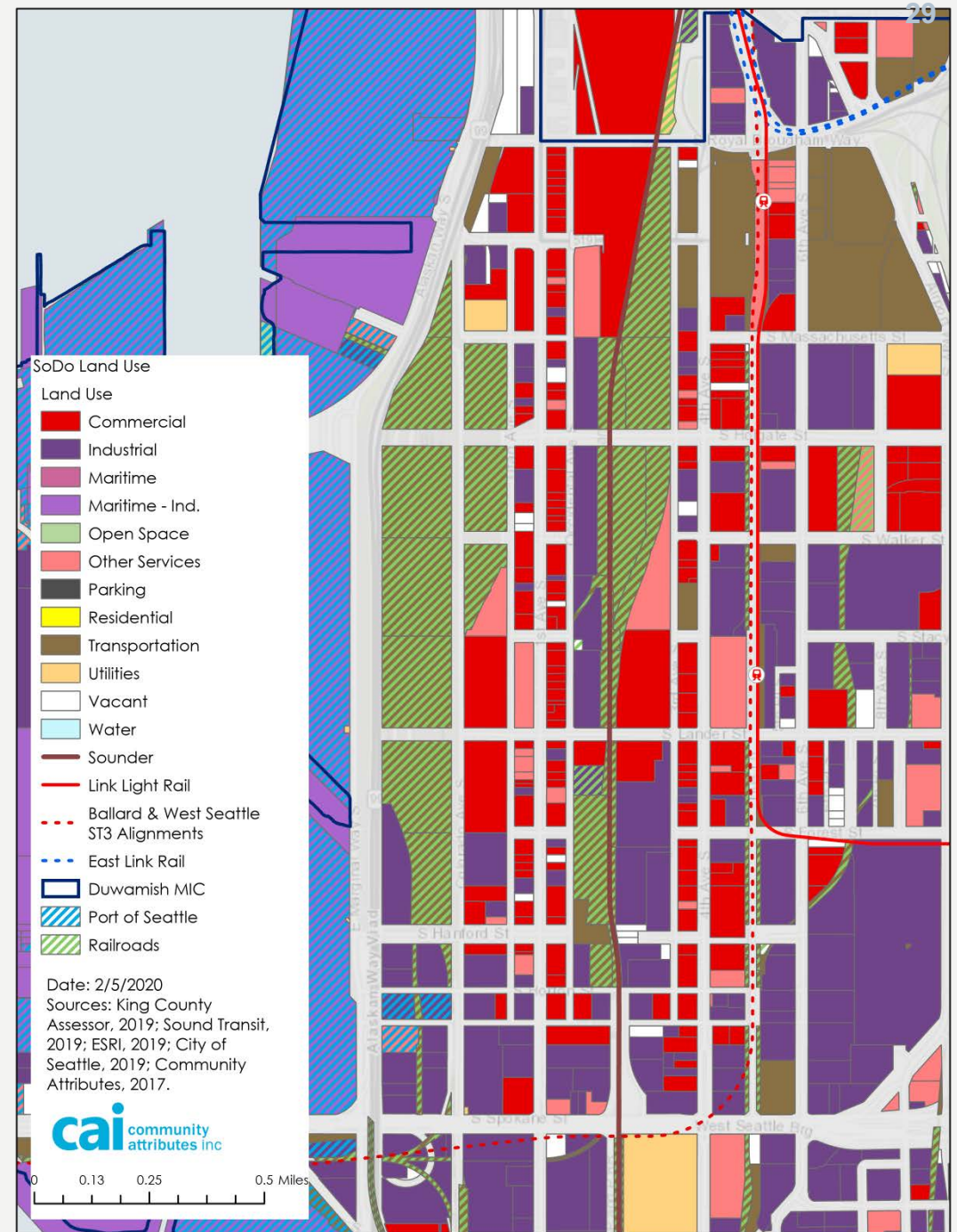




# SODO areas

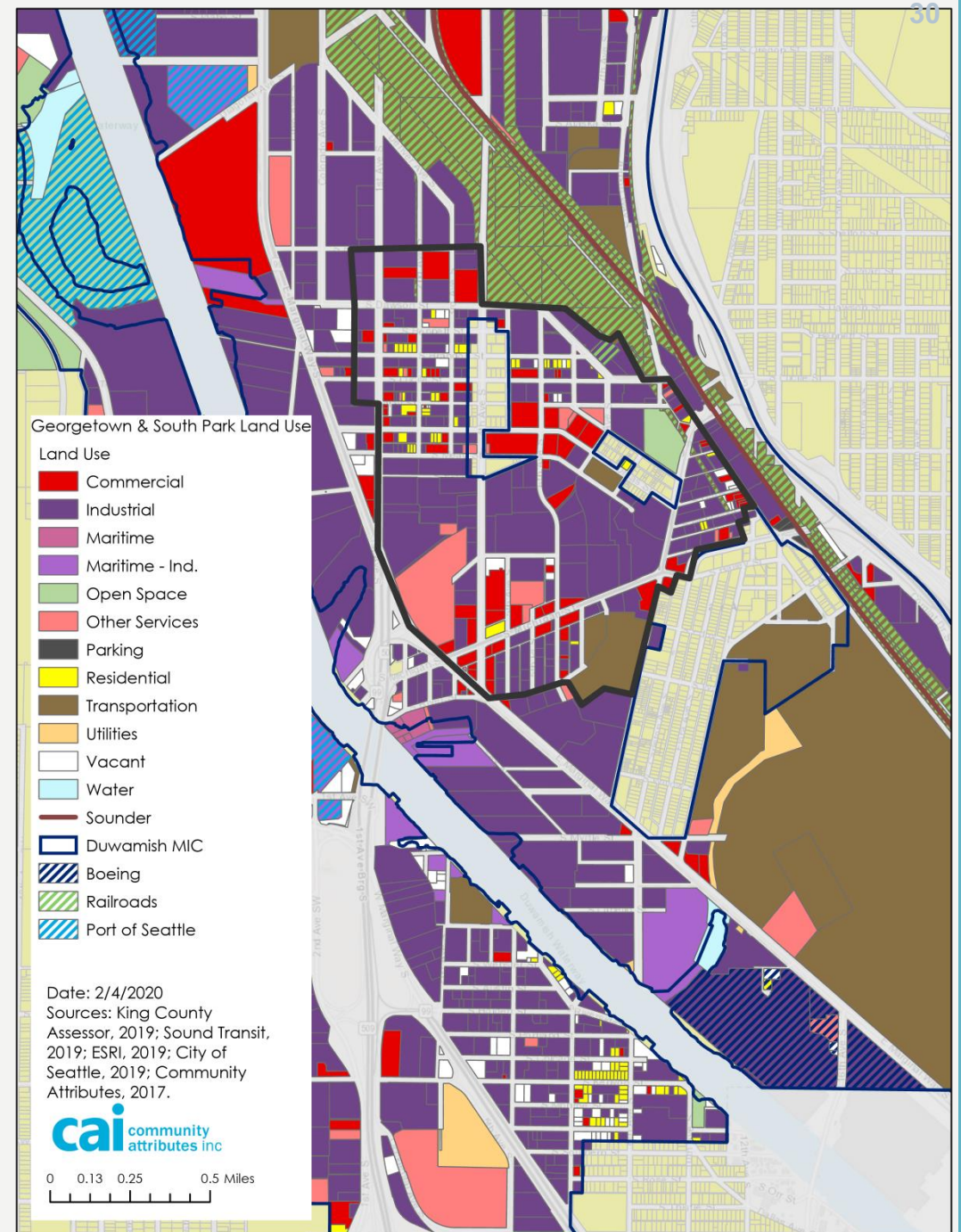
- **Industrial uses**, including rail activity, take up **more than half of the total land area**.
  - **The Port of Seattle** owns and manages large sites
  - **Rail uses** take up a lot of area as well
- **Retail and office** uses make up the majority of uses along **1<sup>st</sup> Ave and 4<sup>th</sup> Ave**, north of Spokane, and exist in scattered patterns elsewhere.
- **Miscellaneous** services, parking, and a few vacant lots make up the remaining uses.

*Reflects 2017 study plus new construction since 2017.*



# Georgetown and South Park

- Georgetown and South Park have a mix of industrial, commercial and residential uses.
- The Duwamish Waterway, I-5 and irregular street networks subdivide the area.
- Residential areas surrounded by industrial zones.





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- **Land Use Concepts**
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## MARITIME + MANUFACTURING + LOGISTICS

Strengthen established economic clusters  
and expand equitable access to jobs

## INDUSTRY + INNOVATION

Support economic innovation and  
capitalize on emerging opportunities

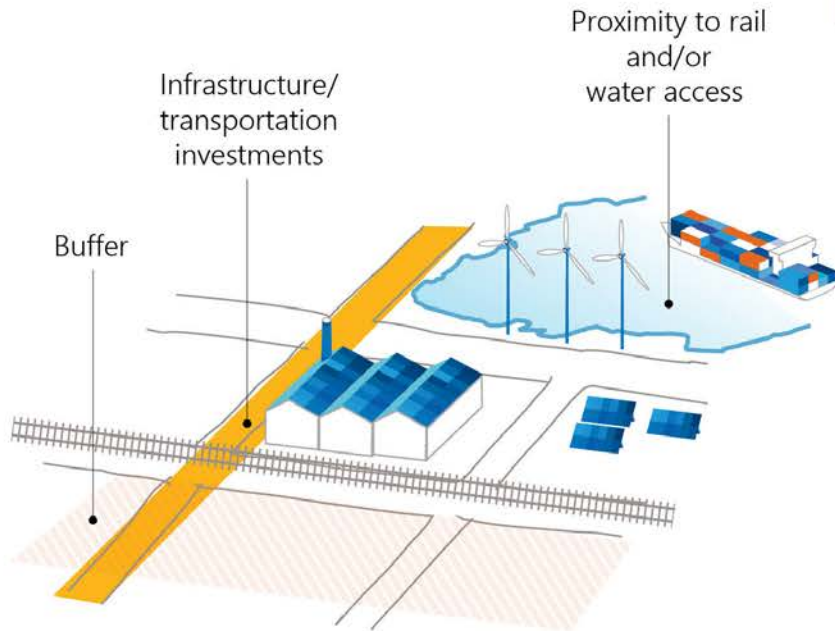
## MAKERSPACE

Foster vibrant districts that support a mix of local  
manufacturing, production, arts and a sense of place



# MARITIME + MANUFACTURING + LOGISTICS

Strengthen established economic clusters  
and expand equitable access to jobs



Valuable economic clusters including fishing, logistics, maritime, aerospace, brewing and distilling, and others are dependent on access to water, key infrastructure, and supporting businesses in proximity.

## Challenges

- Pressure for industrial land **conversion**
- Interdependence of key clusters
- “**One-off**” or “**Spot**” zoning decisions
- Zoning **loopholes** (i.e., big-box stores)
- **Congestion** affecting freight mobility
- **Homelessness** in industrial areas
- **Automation** threatening employment

## Opportunities

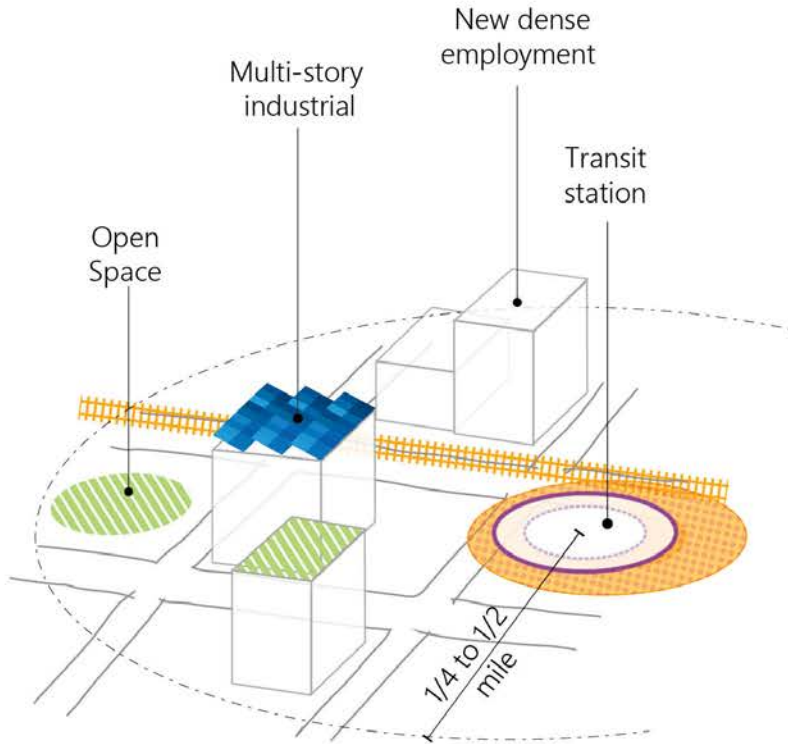
- **Strengthen policies** that prioritize maritime, manufacturing, & logistics clusters
- **Close zoning loopholes** that allow conversion
- Apply near **rail, waterways, infrastructure, or key areas**
- Increase **job training** and **access** programs
- Investments prioritizing **freight movement** and **transit access**





# INDUSTRY + INNOVATION

Support economic innovation and capitalize on emerging opportunities



Dense, modern manufacturing and industrial uses near light rail stations could support economic innovation while retaining industrial employment.

## Challenges

- Zoning needs to **reflect modern industrial uses**
- **Lack of new investment** (buildings & infrastructure)
- New high capacity **transit in industrial areas** (ST3)
- Demand for office and tech uses makes **affordable industrial space** difficult to find

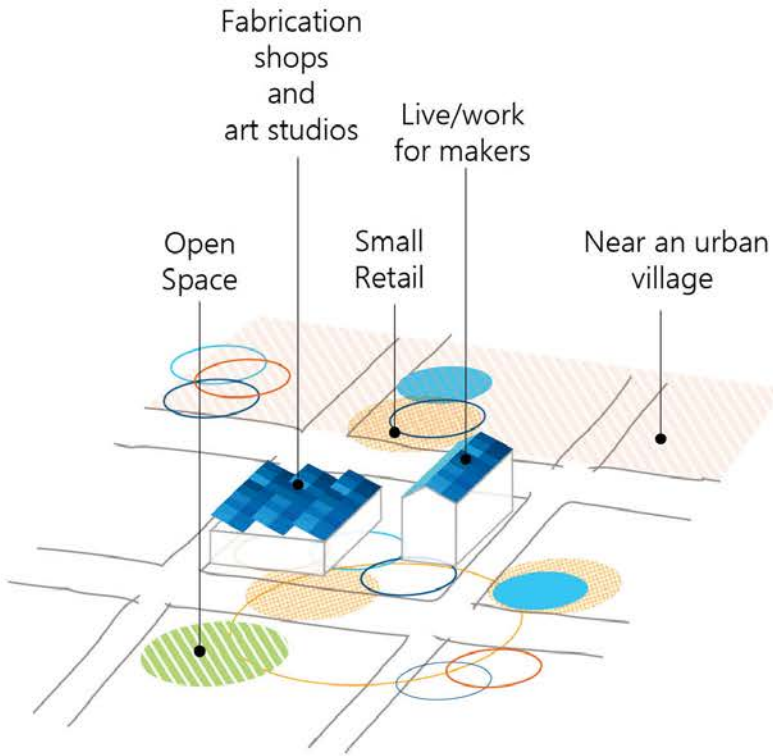
## Opportunities

- Support **innovation**
- **Dense industrial employment** in flexible, multi-story buildings
- Apply within walkshed of certain **high capacity transit**
- New **private investments** renews buildings and infrastructure
- Build to high **climate and environmental standards**
- **Minimize** passenger vehicle trips



## MAKERSPACE

Foster vibrant districts that support a mix of local manufacturing, production, arts and a sense of place



A mix of small-sized production, artisan, and retail spaces that encourage making uses and cooperation may be a good fit in industrial areas near urban villages.

### Challenges

- Industry adjacent to **urban villages** with large residential populations
- **Environmental impacts** on nearby residents
- Uncomfortable for **pedestrians, cyclists, or transit** riders
- Strong demand for **workforce housing** near jobs, but housing is not allowed

### Opportunities

- Mix of **small-sized production & artisan spaces**, and ancillary retail spaces
- **Retail spaces** for businesses with production on site
- Conducive & safe **non-motorized transportation** while retaining freight access
- Improve **environmental health**
- Allow a limited amount of **workforce or affordable housing** (subject to rigorous criteria)



# Land Use Concepts

- What are your **thoughts** on these land use concepts?
- How would you **change or improve** these land use concepts?



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# Policy Interests





# Policy Interests

- Continued willingness to suspend judgement ... for now
- Continued strong desire to **define a vision** that:
  - ✓ is forward thinking,
  - ✓ goes beyond traditional roles, and
  - ✓ addresses Seattle's future needs (**spectrum of jobs; affordability**)
- Appreciation of Mayor's approach and careful **dialogue**
- **Reactivity** to individual statements and perceptions of entrenchment
- **Divergent interpretations** of data and current realities
- Strong **desire to be heard**
- Questions about expected **outcomes**



# Policy Interests

So, how about a special

**“listening session”**

to give various policy interests  
a chance to make their case?



# Policy Interests

- Manufacturing + Maritime + Logistics
- Production Workforce
- Higher Density + Mix of Uses
- Stadium District
- Affordability
  - Worker Housing
  - Small Business
- Light Rail / Transit
- Others ...



# Policy Interests

- Manufacturing + Maritime + Logistics
  - Production Workforce
  - Higher Density + Mix of Uses
  - Stadium District
  - Affordability
    - Worker Housing
    - Small Business
  - Light Rail / Transit
  - Others ...
- Listening Session:  
what do you want?
    - 5 – 6 groups / presentations
    - 10 minutes each
    - 3 – 5 key elements (what you want)
    - How do these address  
the mayor's principles?
    - 3 slides: Intro / Elements / Principles



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**Summary & Next Steps**







Next Meeting  
**Citywide Advisory Group:**

March 25, 2020

3 - 5pm

**Listening Session + prep sessions: T B D**