

# Thanks to the following people for their support in making this panel possible:

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- Kathy Nyland, Office of Policy and Innovation
- Steven Shain, Department of Planning and Development
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- Robert Feldstein, Office of Policy and Innovation
- Kelly Mann, Greg Johnson, ULI Northwest

# Seattle, Washington

Next steps for Rainier Beach



**The Rose Center**  
FOR PUBLIC LEADERSHIP

NATIONAL  
LEAGUE  
of CITIES



Urban Land  
Institute

## Mission:

To encourage and support excellence in land use decision making.

“We should all be open-minded and constantly learning.”

--Daniel Rose



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Urban Land  
Institute

**Mission:**

Helping city leaders build better communities

Elected officials and staff from more than 19,000 US cities, towns and villages are members of NLC or its 49 state municipal leagues





# Urban Land Institute

## Mission:

Providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

## 34,000 members worldwide:

- Developers
- Investors, Bankers and Financiers
- Architects, Designers and Consultants
- Public officials
- Academics



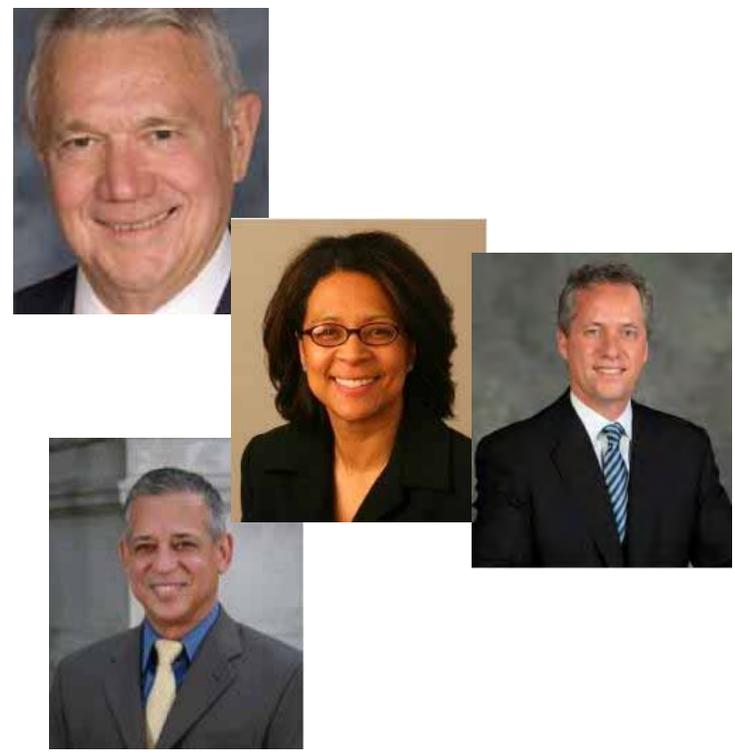
# Rose Center Programming



- Policy & Practice Forums
- Education for Public Officials: webinars, workshops, and scholarships to attend ULI conferences



- Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge
- Mayor selects 3 fellows and team coordinator
- Participating cities to date: Austin, Charlotte, Detroit, Hartford, Honolulu, Houston, Indianapolis, Kansas City, Louisville, Memphis, Minneapolis, Nashville, Oakland, Philadelphia, Phoenix, Portland, Providence, Sacramento, Tacoma and Tampa



# Daniel Rose Fellowship



★  
**Seattle**



★  
**Omaha**



**Boston**

★  
**Pittsburgh**



# 2014-2015 Rose Fellowship Class

# City Study Visits

- Assemble experts to study land use challenge
- Provides city's fellowship team with framework and ideas to start addressing their challenge
- Part of yearlong engagement with each city



# The Panel



# The Panel

- **Co-Chair:** Antonio Fiol-Silva, WRT, Philadelphia, PA (Rose Center Advisory Board)
- **Co-Chair:** Nadine Fogarty, Strategic Economics, Berkeley, CA
- Karen Abrams, Urban Redevelopment Authority of Pittsburgh, PA (Daniel Rose Fellow)
- Sheila Dillon, Department of Housing and Neighborhood Development, City of Boston, MA (Daniel Rose Fellow)
- John FitzGerald, Boston Redevelopment Authority, MA (Daniel Rose Fellow)
- Hon. Glenda Hood, triSect and former mayor of Orlando, FL (Rose Center Advisory Board)
- Dan Pitera, Detroit Collaborative Design Center, University of Detroit Mercy, MI
- Bob Stubbe, Public Works Department, City of Omaha, NE (Daniel Rose Fellow)
- Roger Williams, RW & Associates, Washington, DC (Rose Center Advisory Board)

# The Challenge

How can the city work with the Rainier Beach community to implement a shared vision for investment and economic opportunity?



A photograph of a school building with a tan facade and a blue roof. The building features several windows with green-tinted glass. On the left side, the word 'VIKINGS' is written in large, blue, serif capital letters. To the right of this, the words 'STATE CHAMPIONS' are written in smaller, purple, serif capital letters. Below 'STATE CHAMPIONS', the words 'BASKETBALL' and 'TRACK' are written in purple, serif capital letters. Further to the right, the name 'JAMAL CRAWFORD COURT' is written in purple, serif capital letters. In the foreground, there is a black metal fence and a yellow signpost. The sky is overcast and grey.

VIKINGS

STATE CHAMPIONS

BASKETBALL TRACK

88' 98' 02' 03' 82' 84' 85' 86'  
08' 12' 13' 14' 87' 88' 01' 04'  
09'

JAMAL CRAWFORD COURT

## Presentation Outline

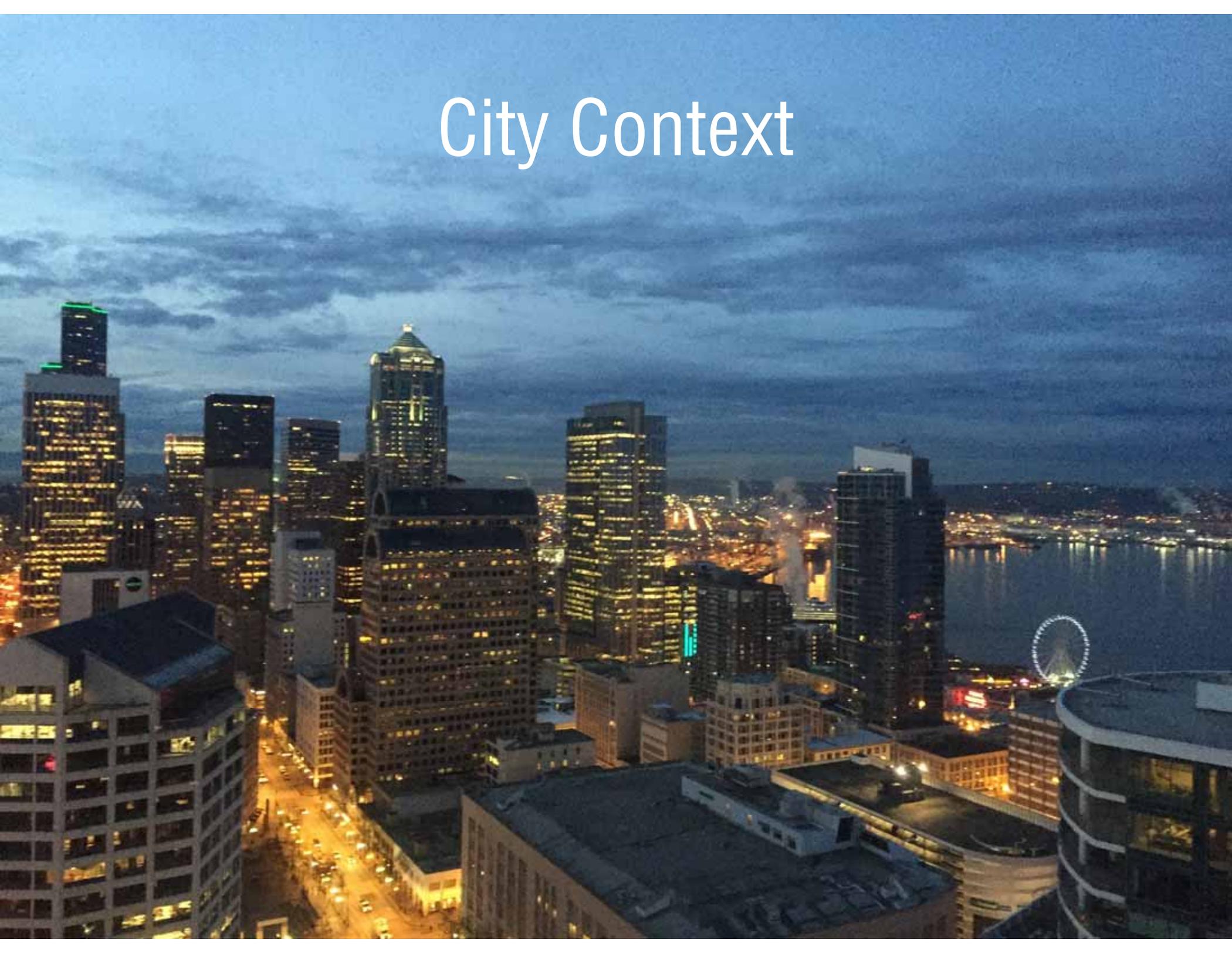
### 1. Observations

2. Community Values
3. Civic Engagement
4. Immediate Actions for Consideration
5. Conclusion & Homework

# Observations



# City Context



# City Context

- Among fastest growing cities in U.S.
- Jobs in high growth industries
- Soaring housing prices and development pressure
- Expanding regional rail transit system
- Mayor Murray's equity vision, including recent minimum wage increase and pre-k program

# Assets



# Assets

- Good neighborhood plan
- Diverse population, rich cultural history
- Destination parks, garden, lakefront
- Public schools, IB program
- Diverse food retail options, urban farm
- Excellent transit access
- Community center and library
- Entrepreneurial community
- Several recent small-scale private investments at emerging commercial node on 57<sup>th</sup> Avenue
- Reinvestment from Neighborcare

# Challenges



# Challenges

- Safety concerns
- Poor maintenance of the public realm
- High traffic volumes
- Difficult to access code enforcement and city services
- Lack of a coherent sense of place
- Uninviting corridor between train station and neighborhood
- Limited access to train station (e.g., no drop-off, park-n-ride)
- Concerns about future displacement
- Desire for additional retail, services and jobs
- Desire for more programming at gathering places, especially for youth

# “The Plan is Stuck”

- Lots of planning, but hasn't resulted in implementation
- Some in community critical of recent public investments
- We heard a focus on TOD by city, but needs in rest of neighborhood may be higher priority
- Lack of clarity (from city and neighborhood)
- Need for a value-driven approach



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## Presentation Outline

1. Observations
2. **Community Values**
3. Civic Engagement
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# Clarity of Purpose

Support and build community capacity and voice that can direct its future and be part of a greater whole



# *“Prospering in Place”*



# “*Prospering* in Place

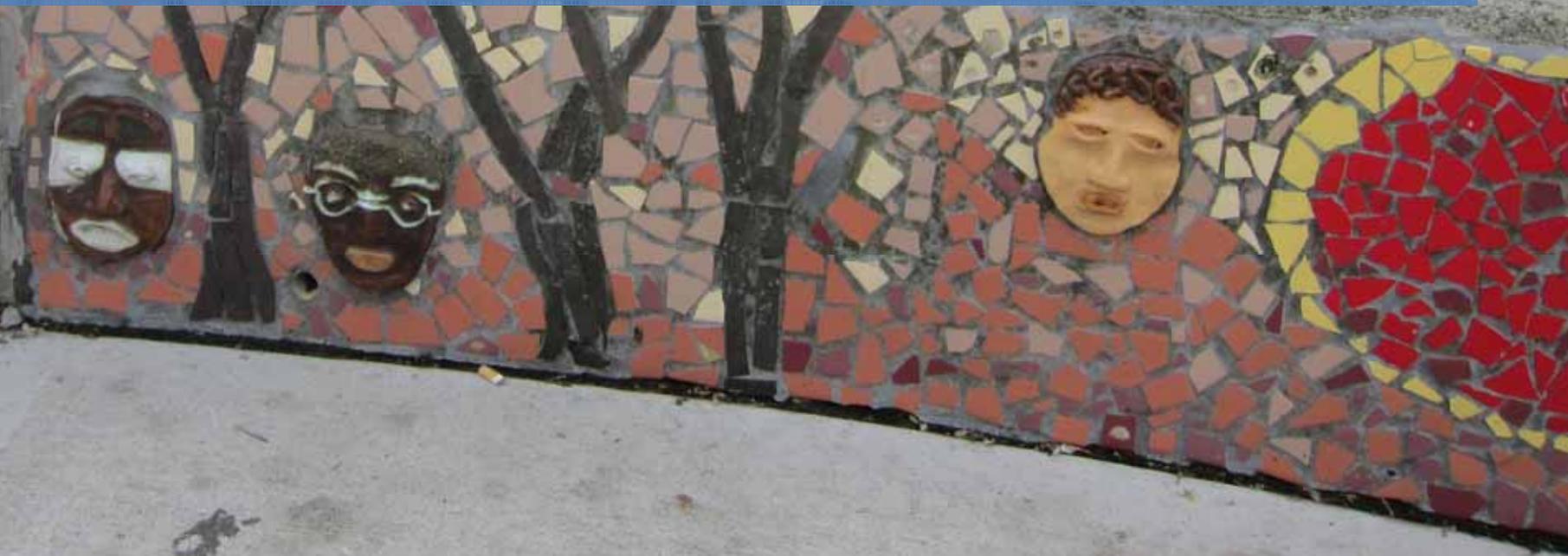
- Be purposeful to avoid displacement; Rainer Beach is one the last affordable and diverse communities in the City
- Be purposeful to ensure that the development of Rainer Beach taps into the equity of the City
- Economic development should benefit Rainier Beach’s residents

“Build a *Cohesive* but  
*Varied* Community”



# “Build a *Cohesive* but *Varied* Community”

- Build a common ground/identity to create a shared vision
- Tap the energy that is generated by a diverse community (socio-economic, ethnic, age)



“Our Youth Unite Us”



# “Our Youth Unite Us”

- Schools are the heart of the community

“A Great *Place* for All to Live”



# “A Great *Place* for All to Live”



- Maintain Rainier Beach’s cultural and ethnic diversity
- Respect its natural beauty
- Rainier Beach should be physically cohesive, not disjointed (lots of open space but no common ground)
- Rainier Beach should have an identity that reflects its people, be identifiable as a unique place
- Rainier Beach’s physical space should promote a sense of community and safety
- Integrated but unique part of Seattle mosaic, not an isolated enclave

A photograph of a school building with a tan facade and blue roof. The building features several windows with blue-tinted glass. On the wall, there are signs in purple and red. The word 'VIKINGS' is written in large, bold, purple letters. To its right, 'STATE CHAMPIONS' is written in purple, with 'BASKETBALL' and 'TRACK' in red below it. Further right, 'JAMAL CRAWFORD COURT' is written in purple. In the foreground, there is a black metal fence and a yellow signpost. The sky is overcast.

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# Civic Engagement



# Civic Engagement

- 
- A photograph of a classroom or library setting. A male teacher stands at a whiteboard, facing a group of students seated at long wooden tables. The room is filled with bookshelves. Labels on the shelves include 'AUTHORS PURPOSE', 'OPINIONS', 'CONTEXT CLUES', 'VOCABULARY', and 'DETAILS'. An 'EXIT' sign is visible above a doorway on the right. The students are mostly young women wearing headscarves, some are looking towards the teacher, others are looking down at their books or papers.
- Think differently about civic engagement
  - Rebuild confidence and trust

# Engage Talents



# Engage Talents

- Make Responsible Stewards
- Understand Values and Culture

3 Neighborhoods



ed by its neighborhoods. They have  
built solidarity and a profound  
solidarity has given way to one that  
of compressed quality of life than  
of the Neighborhoods planning  
directors. To achieve this, we must  
hood's challenges, while building  
must realize its potential to  
and desirable neighborhoods.

Quality of Life Elements

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Neighborhoods Must  
be Regionally  
Competitive

the Plan into  
Action

10  
6

NEIGHBORHOODS

Working Together

+

Talking Together  
equals

Moving into the Future Together



# Mosaics & Tapestries





## Start Small...

- Attending Existing Meetings
- Stakeholder Based Meetings
- One-on-one Meetings
- Community Conversations
- Storefront Community Space
- Street Team
- Computer Gaming
- Social Media
- Toolkits
- Feedback and Follow Through

# Storefront Community Space



# Roaming Table

**WELCOME**

to the Rosa Parks  
Transit Center!

Your Hosts today

are: DAN  
PONSELLA  
THERESA  
BLAKE  
DALTON

We would like to talk to  
you about the  
Detroit Works Project  
Long Term Planning

Thank You!



# Roaming Table

Vernor W

CAFE CONLECHE

4200

OPEN

BUSINESS HOURS  
Monday - Friday  
7:30am - 7:30pm  
Saturday & Sunday  
10:00am - 6:00pm



# Music Videos

Sound Planning + Respectful Action = Civic Engagement

A photograph of a school building with a tan facade and a blue roof. The building features several windows with green-tinted glass blocks. On the left side, the word 'VIKINGS' is written in large, blue, serif capital letters. To the right of this, the words 'STATE CHAMPIONS' are written in smaller, purple, serif capital letters. Below 'STATE CHAMPIONS', the words 'BASKETBALL' and 'TRACK' are written in purple, serif capital letters. Further to the right, the name 'JAMAL CRAWFORD COURT' is written in purple, serif capital letters. In the foreground, there is a black metal fence and a yellow post. The sky is overcast and grey.

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# Arts and Culture

- Public art
- Street festivals (e.g, Art Walk, School Bash, Light up the Beach)



**Art Walk Rainier Beach**  
Rainier Avenue South + South Henderson Street



Not Just Art & You Don't Just Have to Walk

**B-BOYZ** FREE PEDICAB RIDES  
**COPS IN KILTS** BELLY PAN RANGING  
ULTIMATE FRISBEE  
**FOR KIDS** MARIAMBA  
TAP DANCING & SHOW & SHINE  
ART BOOTHS  
**FRISBEE** ART CONTEST  
**ART CARS** FOOD TRUCKS  
BOLLYWOOD TOUCHSTONES  
ERITREAN MUSIC SCREEN PRINT  
YOUR OWN TEE  
**ZUMBA** LOW RIDERS  
**HOT RODS** MORE BELLY DANCING

**Saturday September 7**  
11am to 3pm SEEDArts

[www.artwalkrainierbeach.com](http://www.artwalkrainierbeach.com) 

# Arts and Culture: Food



**Taqqueria Costa Alegre**  
**MEXICAN FOOD**  
206-948-9068

206-948-9068 TO GO

Alambres  
Pollo Verde  
Pollo Asado

Tortas de Alambre  
Super Quesadilla  
La Torta Loca

Super Burrito  
Tilapia Fillet  
Carne Asada

Sopa de Verduras  
Pollo Verde

*Thank you*

**Taqqueria Costa Alegre**  
Tacos  
Tortas  
Quesadillas  
Alambres  
Burritos  
Superburrito  
Carne Asada  
Lata - Asado  
Honey - Salsas  
Tam - Pan

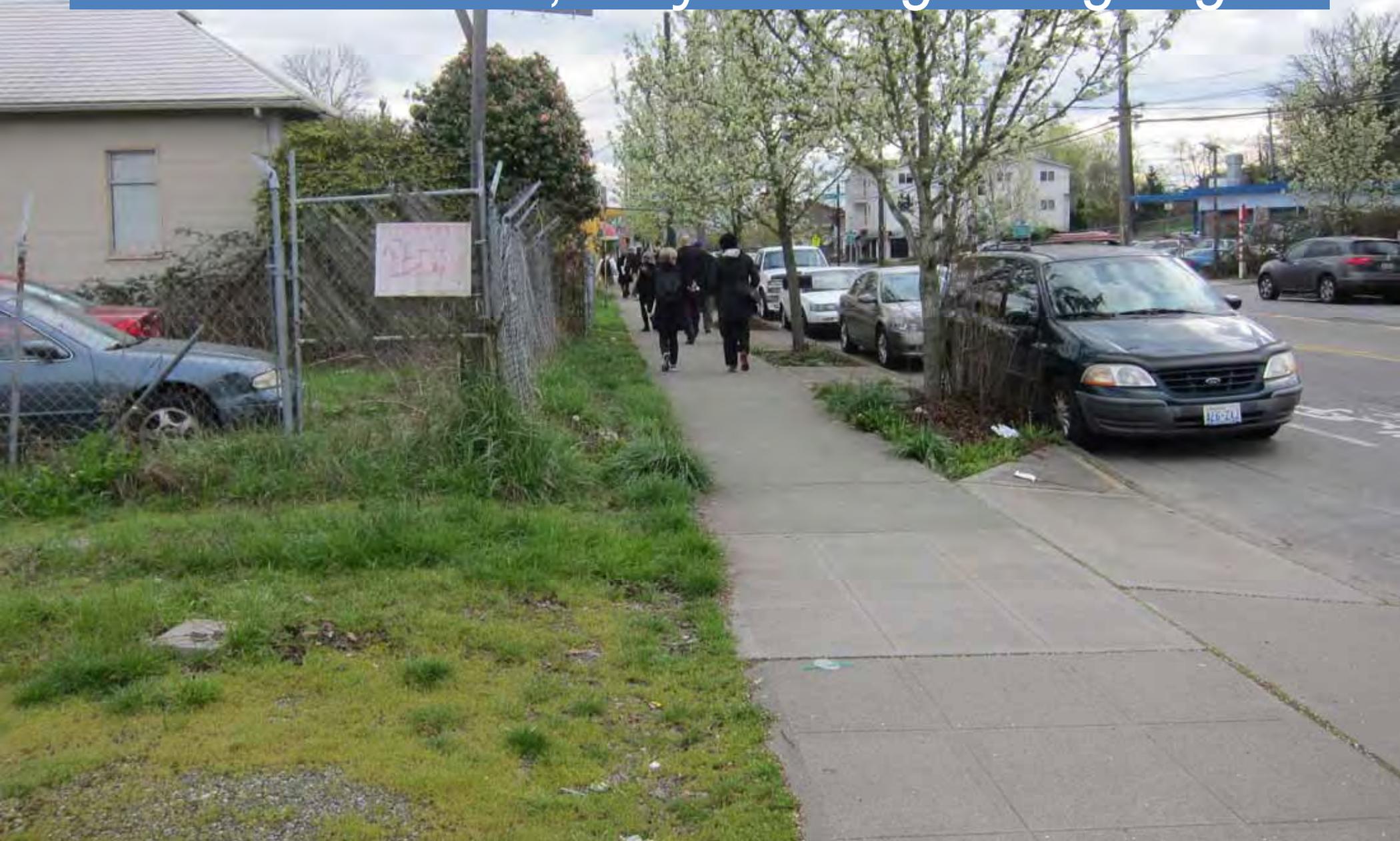
# Open space activation

**COMMUNITY COOK**  
**-AHT-**

**SAT. AUG 18. 11-3** **Right**  
**HERE**

**FAMILY FUN!**

# Infrastructure repair & maintenance, beautification, way finding & signage



# Road improvements/ streetscape/ road diet

E.g., Vision for Rainier Avenue



# Change perception of safety



E.g., Seattle Neighborhood Group environmental design assessment

# City Leadership



# City Leadership



- Leadership by Mayor to manage change in Rainier Beach

# Establish Mayoral Neighborhood Office in Rainier Beach



# Establish Mayoral Neighborhood Office in Rainier Beach

- Reports to Mayor, staffed by residents
- Champion and expedite development projects and programs for Rainier Beach and with local residents
- Assess development capacity of neighborhood organizations to take on leadership role for implementation

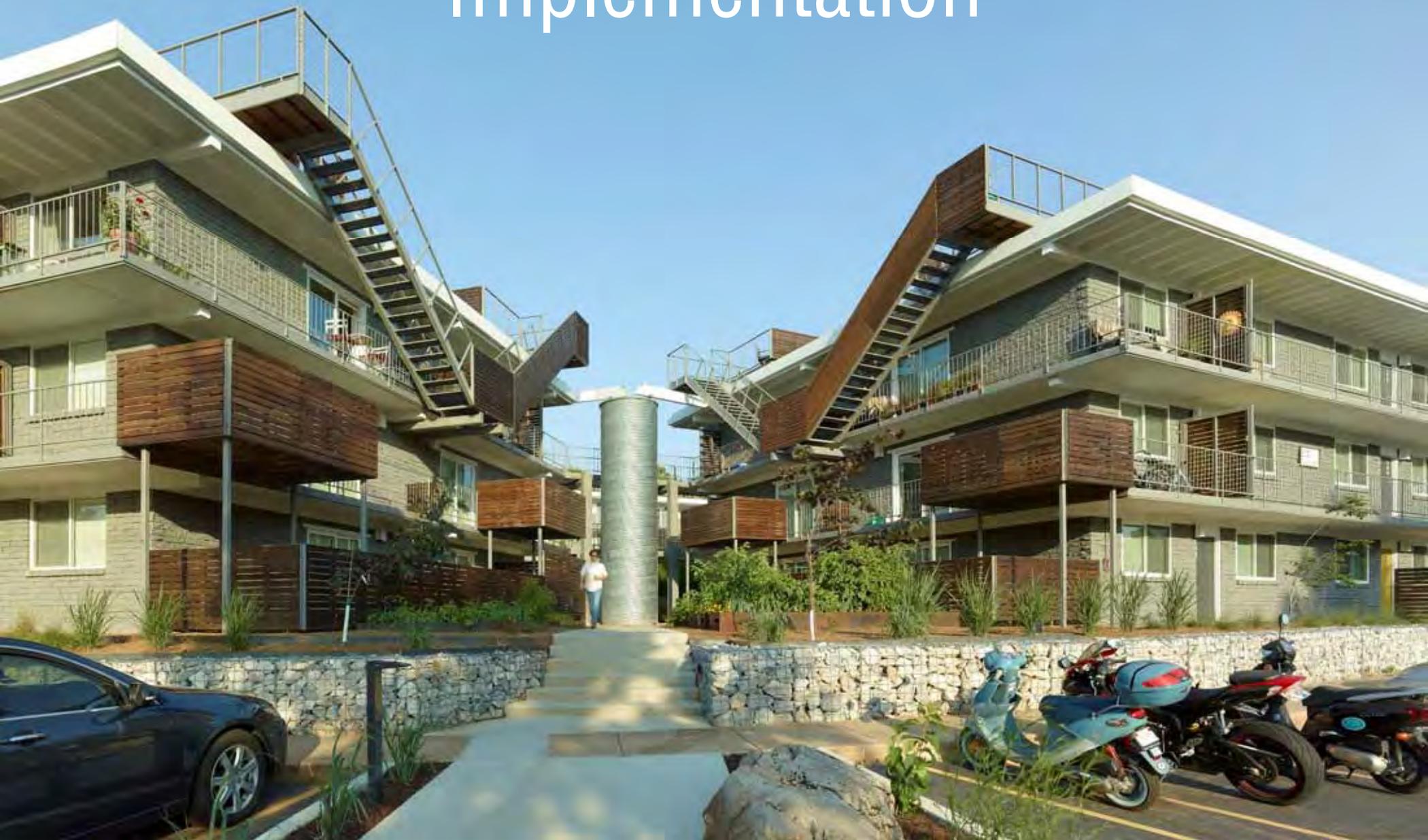
# Roles for Neighborhood Office

- Coordinate work of all city agencies
- Refer residents to city services and support (e.g., small business support)
- Serve as liaison to other governmental entities
- Operate summer jobs/youth programs
- Source of information about Rainier Beach
- Attract investments (i.e., foundation support)

# Recommit to the Neighborhood Plan

- Develop design improvements for Henderson
- Conduct land use plan for Rainier Avenue integrated with new roadway design
- Assess health and growth potential of neighborhood commercial nodes and support continued development of small business
- Analyze vulnerability of existing residents and housing stock to market changes
- Route #7 bus and move bus layover to rail station

# Implementation



# Implementation

- Develop implementation plan with timeframe, responsible entities and budget
  - Explore broader policies and tools to manage change and leverage future investment to benefit the neighborhood:
    - Inclusionary housing or other community benefits strategies
    - TIF or other district-based tool
    - Additional gap financing for homeownership
    - “Hardwiring” affordability for renters and homeowners (circuit breakers)

# Implementation (continued)



# Implementation (continued)

- 
- Continue due diligence on feasibility of innovation incubator/ maker space
  - Address TOD zoning after more in-depth investigation of market and financial feasibility of development

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# Conclusions

- If the City and neighborhood don't manage change, the market eventually will
- Back up your good planning with action
- Civic engagement is ongoing through planning and action
- The success of Rainier Beach is integral to the success of the Mayor's equity agenda

# Homework

1. Re-engage with community leaders to validate the neighborhood plan recommendations
2. Develop an implementation matrix with timeframes and responsible parties
3. Create job description for neighborhood office staff to coordinate City activity
4. Link Rainier Beach to the Mayor's equity vision

**Next check-in:**

Rose Fellowship Retreat  
Houston, May 12

# Thank you to the following people; their assistance was essential to the panel's work:

Evelyn Allen, Washington Housing Equity Alliance | Maureen Barnes, Seattle City Light | Theresa Barreras, Office of Economic Development | Barb Biondo, Seattle Neighborhood Group | Michelle Connor, Forterra | Gregory Davis, Rainier Beach Moving Forward | Susan Davis, Rainier Valley Chamber of Commerce | Andrea Dwyer, Seattle Tilth | Debra Entenman, Office of Representative Adam Smith | David Essig, Rainier Valley Community Development Fund | Jenny Frankl, Department of Neighborhoods | Shelley Gill, Kinzer Real Estate Services | Chris Gregorich, Mayor's Office | Su Harambe, Redwing Café | David Harmon, Olio Development Design Strategies | Channa Hay, King Donuts and Teriyaki Food/Laundry | John Hemplemann, Cairncross & Hemplemann | Cindy Jones, Washington Federal Savings | Wayne Lau, Rainier Valley Community Development Fund | Jeff Lee, Neighborcare Health at Rainier Beach | Al Levine, Runstad Center for Real Estate Studies, University of Washington | Sarah Lovell, Sound Transit | Frank Martinez, Microsoft Research/ Rainier Beach High School | Yalonda Gill Masundire, Rainier Beach Neighborhood Association | Lance Matteson, SouthEast Effective Development | David Merrill, Merrill & Merrill Insurance | Kerry Nicholson, Legacy Partners | Paulo Nunes-Ueno, Department of Transportation | Stephen O'Connor, Runstad Center for Real Estate Studies, University of Washington | Jason Oliver, Southeast District Council | Jessica Petkovic, Neighborcare Health at Rainier Beach | Mike Rooney, Mt. Baker Housing Association | Mirium Roskin, Office of Housing | Kristin Ryan, Jonathan Rose Companies | Rebecca Saldana, Puget Sound Sage | David Sauvion, Rainier Beach Moving Forward | Maia Segura, Rainier Beach Merchants Association | Lilly Simmering, King County, Food Economy Program | Exequiel Soltero, Maya's Restaurant | Mike Stampalia, Safeway | Jonas Sylvester, Unico Properties | Patrice Thomas, SouthEast Effective Development | Tony To, HomeSight | Cathryn Vandenbrink, ArtSpace | Jean VelDyke, Jean VelDyke Properties | Keri Williams, Enterprise Community Partners | Don Wise, Metzler North America | Christopher Yake, Department of Transportation