Seattle Industrial & Maritime Strategy

Listening Session

November 6, 2020
Welcome

Bobby Lee
Director of the Office of Economic Development

Andrés Mantilla
Director of the Department of Neighborhoods

Chase Kitchen
Mayor’s Office
Today’s Agenda

- Welcome

- **Engagement Update**
  - Mayor’s Principles
  - Process Reminder + Recent Input
  - Virtual Participation Guidelines

- Stakeholder Presentations
  - Manufacturing, Maritime, & Logistics (Dave G.)
  - Production Workforce (Erin A.)
  - Affordability (Sam F.)
  - Stadium District (Charley R. & Fred M.)
  - Higher Density/Mixed-Use (Peter N. & Ted L.)
  - Light Rail/Transit (Alex H.)

- Moderated Q&A

- Summary & Wrap-up
Mayor Durkan’s Principles
A. Use the power of local workers and companies to chart a blueprint for the future using the principles of restorative economics to support the cultural, economic, and political power of communities most impacted by economic and racial inequities.
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B. Strengthen and grow Seattle’s industrial and maritime sectors so communities that have been excluded from the prosperity of our region can benefit from our future growth
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C. Promote equitable access to high quality, family-wage jobs and entrepreneurship for Black, Indigenous, and People of Color through an inclusive industrial economy and ladders of economic opportunity
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C. Promote **equitable access** to **high quality, family-wage jobs** and **entrepreneurship for Black, Indigenous, and People of Color** through an **inclusive** industrial economy and **ladders** of economic opportunity

D. Improve the **movement of people and goods** to and within industrial zones and increases **safety** for all travel modes
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E. Align Seattle's industrial and maritime strategy with key climate and environmental protection goals
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D. Improve the movement of people and goods to and within industrial zones and increases safety for all travel modes.

E. Align Seattle's industrial and maritime strategy with key climate and environmental protection goals.

F. Develop a proactive land use policy agenda that harnesses growth and economic opportunities to ensure innovation and industrial jobs are a robust part of our future economy that is inclusive of emerging industries and supportive of diverse entrepreneurship.
# 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*

Chad See  
*Freezer Longline Coalition*

Charley Royer  
*Public Facilities District*

Commissioner  
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*

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*
# Neighborhood Groups

<table>
<thead>
<tr>
<th>Georgetown &amp; South Park</th>
<th>SODO</th>
<th>Interbay</th>
<th>Ballard</th>
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</thead>
<tbody>
<tr>
<td>Clint Berquist, Georgetown Community Council</td>
<td>Henry Liebman, American Life</td>
<td>Daniel Martin, Seattle Pacific University</td>
<td>Warren Aakervik, Ballard Oil</td>
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<tr>
<td>Roger Bialous, Georgetown Brewing</td>
<td>Kristal Fiser, UPS</td>
<td>Ginny Gilder, Seattle Storm</td>
<td>Brad Benson, Stoup Brewing</td>
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<tr>
<td>Johnny Bianchi, Industrial Space Seattle</td>
<td>Erin Goodman, SODO BIA</td>
<td>Nathan Hartman, Kerf Design</td>
<td>Suzie Burke, Fremont Dock Company</td>
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<td>Sam Farrazaino, Equinox Studios</td>
<td>Lisa Howard, Pioneer Square BIA</td>
<td>Johan Hellman, BNSF Railway</td>
<td>Tom Friedman, Ballard District Council</td>
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<td>Jon Holden, Machinists Union 751</td>
<td>Ron Judd, WSDOT</td>
<td>Brian Lloyd, Beacon Development Group</td>
<td>Haley Keller, Peddler Brewing</td>
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<td>Kevin Kelly, Recology</td>
<td>Brian Mannelly, SSA Marine</td>
<td>Terri Mast, Inland Boatman’s Union</td>
<td>Eugene Wasserman, North Seattle Industrial Association</td>
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<td>Paulina Lopez, Duwamish River Cleanup Coalition</td>
<td>Fred Mendoza, Public Stadium Authority</td>
<td>Mike Murphy, Holy Mountain Brewing Company</td>
<td>Eric Nelson, Nordic Heritage Museum</td>
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<td>Veronica Wade, South Seattle College</td>
<td>Mark Miller, Macmillian-Piper</td>
<td>Richard Lazaro, Expedia</td>
<td>Mike Stewart, Ballard Alliance</td>
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<td>Elena Lamont, Pioneer Human Services</td>
<td>John Persak, International Longshore &amp; Warehouse Union</td>
<td>Chad See, Freezer Longline Coalition</td>
<td>Shaunie Wheeler, Teamsters Joint Council</td>
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<tr>
<td>Maria Ramirez, Duwamish Valley Housing Coalition</td>
<td>Fred Rivera, Seattle Mariners</td>
<td>Charlie Costanzo, American Waterways Operators</td>
<td>Daniel Blanchard, Seattle Colleges</td>
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<td>Maiko Winkler Chin, Seattle Chinatown Int’l District PDA</td>
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<td>Alex Cooley, Solstice</td>
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<td>Charles Royer, Public Facilities District</td>
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Industrial & Maritime Strategy Planning Process

7 Citywide Advisory Group Meetings

1. Nov
   Kick-Off

2. Mid-Dec
   Principles
   OUTREACH
   Principles/Top Issues

3. Early Feb
   Policy Alternatives
   OUTREACH
   Policy Alternatives

4. Late Mar
   Draft Policies
   OUTREACH
   Draft Policies

5. Late Apr
   Recommend Policies & EIS Alternatives
   OUTREACH
   Governance & Overall

6. Early Jun
   Refine EIS Alternatives
   FROM MAJOR
   OUTREACH
   Final Draft

7. Mid-July
   Recommend Policies & EIS Alternatives
   TO MAJOR & COUNCIL

To Mayor
Industrial & Maritime Strategy Planning Process

6 Citywide Advisory Group Meetings

1. NOVEMBER 2019
   Kick-Off

2. MID-DEC
   Principles

3. EARLY FEB
   Policy Alternatives

4. JUNE
   Recovery Citywide Meeting

5. TODAY
   Restorative Economics
   Listening Session
   • Staff Office Hours
   • Written Comment
   • Neighborhood Mtgs

6. FEB
   Final Recommendations
   To Mayor & Council

OUTREACH
Principles/Top Issues
OUTREACH
Policy Alternatives
OUTREACH
Draft Policies
OUTREACH
Final Draft 1x1s
OUTREACH
Citywide Advisory Group Meetings
Staff Work on Draft Strategies & Actions
Industrial & Maritime Strategy Planning Process

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1. NOVEMBER 2019
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2. MID-DEC
Principles

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Policy Alternatives

4. JUNE
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5. TODAY
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Listening Session

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Principles/Top Issues

OUTREACH
Policy Alternatives

OUTREACH
Draft Policies

OUTREACH
Final Draft 1x1s

Staff Work on Draft Strategies & Actions

To Mayor & Council

6. FEB
Final Recommendations

Staff Office Hours
Written Comment
Neighborhood Mtgs
## Ground Rules

- **Everyone’s voice counts**
  - Take turns
  - Each perspective is valid
  - Listen respectfully
  - Questions are okay

- **Forward movement**

- **Positive recommendations**

## Responsibilities

- **Participate** regularly & on-time

- **Positive communication**

- **Represent your perspective**

- **Acknowledge any conflicts of interest**

## Working Consensus

- **Leverage resources & information**

- **Advocate for recommendations**

- **Institutional knowledge**

- **Conduit of information**

- **Everyone gets their say**

- **Recommendations you can “live with”**

- **If we must vote:**
  - **80% = consensus** (in attendance)
## Virtual Meetings in the Age of COVID-19

<table>
<thead>
<tr>
<th>Expectations</th>
<th>Norms &amp; Guidelines</th>
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<tbody>
<tr>
<td>• Participate with <strong>grace &amp; humor</strong>. People are juggling different demands. Children; pets; partners.</td>
<td>• <strong>Mute</strong> your audio when you are not speaking.</td>
</tr>
<tr>
<td>• <strong>Ask for (and accept) help</strong> from BDS team members. We want this to work for everyone.</td>
<td>• Be <strong>explicit</strong> and <strong>animated</strong> about non-verbal communication. Nodding; thumbs up; hand-raising.</td>
</tr>
<tr>
<td>• <strong>Keep your camera turned on!</strong> This makes a huge difference in nonverbal communication &amp; facilitation.</td>
<td>• Minimize <strong>distractions</strong> and be <strong>present</strong> by putting away phones, closing unrelated work, closing the door, etc.</td>
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<tr>
<td></td>
<td>• Speak <strong>deliberately</strong>, use <strong>good lighting</strong>, test <strong>audio equipment</strong>.</td>
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Today’s Meeting Structure

• 6 Stakeholder presentation have been prepared
• BDS will enforce 12-min max for each presentation
• You may submit comments via the chat
• Moderated Live Discussion after all presentations have been delivered (preference given to Citywide members who are not presenting)
Process Next Steps

- City Staff Leads Office Hours
- Stakeholder Written Comments
- Neighborhood Group Meetings
- 1x1 Calls
- Final Citywide Meeting
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Will cover all opportunities for input in more detail by the end of the Listening Session.
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• Moderated Q&A

• Summary & Wrap-up
Manufacturing, Maritime, & Logistics

Original Group Members (self-nominated):
• Greg Smith
• Dave Gering
• Johan Hellman
• Stephanie Bowman
• Jordan Royer
• Dan Strauss
• Nicole Grant
• Chad See

Presentation Lead(s): Dave Gering
Growth Management Act, RCW, 1990:

Local benefits from regional collaboration

Save Farmland

Keep industry in place

Pave Way for Sound Transit

Local Needs / Regional Support
Lots of Local Benefits … And Controversy


“Whether one talks to the development community or the environmental community, an honest appraisal of GMA after 25 years would admit to both success and failure …”

“An early assessment by Professor Settle remains true: The state’s role is limited to support and enforcement, while local governments must endure incessant, acrimonious debate, make extremely difficult political choices, and formulate complex plans and regulations.”
Controversy sources

• Public policy vs. property rights

• Privilege & private land ownership: 64M acres for $1.2M

• Capacity of industrial scale manufacturing in the “981” Zip Code
Stakeholder GMA successes

- Input that broke the government impasse over replacing the Alaskan Way Viaduct
- Input that broke impasse over the Lander Street Overpass
- Seattle Freight Master Plan and Freight Mobility Advisory Committee
- Collaborative approach to Duwamish Superfund compliance (and clean-up)
- Collaboration to guide an NBA/NHL arena to Seattle Center
- Stormwater partnership with the Environmental Coalition of South Seattle
- Creation and expansion of the Core Plus high school career learning program
Forward Look at WOSCA

- Public cost of successful (and legal) real estate investing
- Cruise at T-46 would be an “industrial” use that preserves a regional asset
- Zoning limits on retail do not apply at WOSCA
- Tourists contribute to wealth creation (outside money spent here)
- Gateway” redevelopment & entrepreneur options for PNW Tribal maritime communities
- Ideal location for maritime career learning
Enduring Values
Seattle Kids and Teachers Succeed

**MANUFACTURING GROWTH**

These two words don’t usually appear next to each other. But that’s what’s happening at Industry Works in South Seattle, where start-up manufacturing companies are following in the footsteps of large and small companies that are part of one of the strongest industrial business sectors in the United States.

**SHOP CLASS 2.0**

Career learning programs flourish in high schools across the state. Including the renowned machine shop at Rainier Beach High School in South Seattle. Learn how young people use this program to launch themselves into highly skilled industrial careers by attending advanced learning programs and finding jobs in their field of choice.

**Tours • Workshops • Networking**

June 27, 8:00AM - 3 PM
Georgetown Campus
South Seattle College

June 28, 10:00AM - 1:30 PM
Fishermen’s Terminal, Lake Washington Ship Canal

Learn how to participate: [www.seattleindustry.org/seattleworks](http://www.seattleindustry.org/seattleworks) Join us for an hour or the day

**TOGETHER, SEATTLE WORKS!** And it will keep working if elected leaders, labor and employers keep working together.

Learn more at [www.seattleindustry.org/seattleworks](http://www.seattleindustry.org/seattleworks)
Production Workforce

Original Group Members (self-nominated):
• Erin Adams
• Dave Gering
• Abel Pacheco
• Dan Strauss
• Barbara Nabors-Glass
• Marie Kurose

Presentation Lead(s):
• Erin Adams
Urban Manufacturing as a Pathway to Equitable Local Economies
Seattle Made is an initiative to grow and support a diverse ecosystem of urban manufacturers and producers that expand opportunities for local ownership and meaningful employment, build our region’s long-term resiliency, and celebrate Seattle’s unique cultural identity.
Seattle Made by the Numbers

- 600+ MEMBERS
- 69% BIPOC AND WOMAN-OWNED
- 5000+ JOBS
- APPROX 1,359,200 SQ FT PRODUCTION SPACE
- APPROX $505,500,000 ANNUAL REVENUE

- 40% FOOD AND BEVERAGE
- 25% APPAREL AND ACCESSORIES
- 10% HOME AND FURNITURE
- 10% HEALTH AND FITNESS
- 10% ART AND DESIGN
- 5% FABRICATION + OTHER
WHY SEATTLE MADE?

EXPAND JOBS ✦ INCREASE RESILIENCE ✦ BUILD COMMITMENT

- Diversify and grow job base
- Create inclusive opportunities
- Support producers to become job creators
- Spur entrepreneurship

- Build environmental resilience
- Develop local supply chains
- Expand and deepen local networks
- Foster collaboration

- Encourage investment and stewardship
- Elevate local innovation
- Support local brands
• 60% of Seattle Made members need more production space
• 40% need capital to grow within a year
• 50% need to hire additional workforce within a year
• 57% are looking for education and technical assistance
• 82% join for help with increasing sales
• 73% join to connect with other manufacturers and producers
COLLABORATION AND THE NETWORK EFFECT

MEMBERS SHARE IDEAS AND RESOURCES, PRODUCTION SPACE AND INFRASTRUCTURE

MEMBERS COME TOGETHER TO FIND SOLUTIONS TO CHALLENGES, FROM PACKAGING TO SUSTAINABILITY TO WORKFORCE

MEMBERS HOST LOCAL YOUTH FOR PRODUCTION SPACE TOURS AND INTERNSHIPS

SEATTLE MADE CONNECTS MEMBERS TO EACH OTHER, TO RESOURCES & MARKET OPPORTUNITIES TO KEEP AND GROW MORE JOBS, INCOME, AND WEALTH LOCALLY
SEATTLE MADE IDENTIFIES CHALLENGES AND OPPORTUNITIES FOR EQUITABLE BUSINESS DEVELOPMENT AND JOB CREATION

REVITALIZING LOCAL SEWN TRADES THROUGH CAPACITY BUILDING AND TRAINING TO CREATE MEANINGFUL CAREER PATHWAYS IN SMALL-BATCH MANUFACTURING, INDUSTRIAL SEWING, AND ENTREPRENEURSHIP

REBUILDING SKILLED WORKFORCE LOCALLY FOR INCLUSIVENESS AND RESILIENCE

ESTABLISHED WASHINGTON STATE’S FIRST REGISTERED APPRENTICESHIP IN INDUSTRIAL SEWING MACHINE OPERATION
BUILD TOGETHER
Affordability

Original Group Members (self-nominated):
• Sam Farrazaino
• Erin Adams
• Charley Royer

Presentation Lead(s):
• Erin Adams
• Sam Farrazaino
COMPREHENSIVE AFFORDABILITY
INDUSTRY MARITIME PROSPERITY Strengthen and grow Seattle's industrial and maritime sectors so communities that have been excluded from the prosperity of our region can benefit from our future growth.

JOBS & ENTREPRENEURSHIP Promote equitable access to high quality, family-wage jobs and entrepreneurship for Black, Indigenous, and People of Color through an inclusive industrial economy and ladders of economic opportunity.

TRANSPORTATION Improve the movement of people and goods to and within industrial zones and increases safety for all travel modes.

ENVIRONMENT Align Seattle's industrial and maritime strategy with key climate and environmental protection goals.

LAND USE Develop a proactive land use policy agenda that harnesses growth and economic opportunities to ensure innovation and industrial jobs are a robust part of our future economy that is inclusive of emerging industries and supportive of diverse entrepreneurship.

PRINCIPLES

PEOPLE Use the power of local workers and companies to chart a blueprint for the future using the principles of restorative economics to support the cultural, economic, and political power of communities most impacted by economic and racial inequities.

JOBS & ENTREPRENEURSHIP Promote equitable access to high quality, family-wage jobs and entrepreneurship for Black, Indigenous, and People of Color through an inclusive industrial economy and ladders of economic opportunity.

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ENVIRONMENT Align Seattle's industrial and maritime strategy with key climate and environmental protection goals.
AFFORDABILITY FOR EVERY PART OF THE INDUSTRIAL & MARITIME ECOSYSTEM

WHOLE ECOSYSTEM INTERCONNECTED

- IF INDUSTRY CANNOT AFFORD TO BE HERE, JOBS GO AWAY

- IF MARITIME AND TRANSPORTATION NETWORKS ARE NOT EFFICIENT AND AFFORDABLE, INDUSTRY GOES AWAY

- IF WE CANNOT AFFORD TO OWN, MAINTAIN AND PRESERVE SPACE, MANUFACTURING AND MARITIME GO AWAY

- IF WE CANNOT AFFORD TO BUILD NEW SPACE, INNOVATION AND NEW MANUFACTURING OPPORTUNITIES GO AWAY

- IF PEOPLE CANNOT AFFORD TO LIVE NEAR WHERE THEY WORK, EMPLOYEES GO AWAY

- IF PEOPLE ARE NOT INSPIRED TO LEARN TRADES AND WORK FOR INDUSTRIAL & MARITIME, BUSINESSES GO AWAY

- IF WE CANNOT AFFORD TO FIX CURRENT ENVIRONMENTAL ISSUES AND CREATE CLIMATE SOLUTIONS, WE ALL GO AWAY

WE NEED A COMPREHENSIVE APPROACH FOR RESTORATIVE, SUSTAINABLE SOLUTIONS
PIKE PLACE MARKET
AS CASE STUDY / MODEL

- MARKET INDUSTRY WAS EVOLVING
- DISTRICT DEVELOPMENT PRESSURES
- COLLECTIVE SUPPORT FOR PRESERVATION
- COMPREHENSIVE APPROACH

- HISTORIC DISTRICT, COMMISSION, PDA
- PRESERVE - REHABILITATE - EXPAND
- PHYSICAL STRUCTURES
- SOCIAL AND ECONOMIC STRUCTURES
- NETWORKS
- AFFORDABILITY
INDUSTRIAL & MARITIME SPECIAL REVIEW DISTRICT

- Preserve and protect M/ICs and port
- Guide and approve development
- Ensure policy enforcement
- Close zoning loopholes
- Preferred uses for cluster support
MANUFACTURING INDUSTRIAL & MARITIME COMMISSION

SETS AND LEADS RESTORATIVE ECONOMIC POLICY / PRACTICES

CENTERS PEOPLE AND EQUITY

LONG-TERM PLANNING

STEWARDS OF POLICY AND CHANGES

CAN EVOLVE POLICY FOR PRESERVATION

CONTINUITY OF EFFORTS, INPUT, DECISIONS

KEEPS ZONING LOOPHOLES CLOSED

CROSS SECTOR TASK FORCE TO BUILD PARAMETERS FOR DENSITY AND MIXED-USE DEVELOPMENT
MANUFACTURING & INDUSTRIAL PUBLIC DEVELOPMENT AUTHORITY

• MISSION DRIVEN REAL ESTATE DEVELOPMENT AUTHORITY
• CENTERING RACIAL EQUITY
• FIGHTING DISPLACEMENT OF:
  • MANUFACTURING
  • INDUSTRIAL
  • MARITIME
  • AFFORDABLE HOUSING
  • SMALL BUSINESS
  • ARTISAN / MAKER

• DEDICATED SUPPORT TO M/ICs FOR ECOSYSTEM AFFORDABILITY
• FACILITATE LONG-TERM COMMUNITY OWNERSHIP
• BUILD COMMUNITY WEALTH
• SUPPORT WORKFORCE DEVELOPMENT, ENTREPRENEURSHIP
LAND USE CHANGES FOR COMPREHENSIVE AFFORDABILITY

• USE RESTORATIVE ECONOMIC APPROACHES FOR PRESERVATION AND DEVELOPMENT
• CREATE INCENTIVES TO PRESERVE, REHABILITATE, AND EXPAND MANUFACTURING AND INDUSTRIAL SPACE
• DO NOT ALLOW NET LOSS OF MANUFACTURING / INDUSTRIAL SPACE
• REQUIRE > 1.0 F.A.R. FOR MANUFACTURING / INDUSTRIAL SPACE IN MIXED USE DEVELOPMENT

100 and 150 Hooper, San Francisco, California
400,000sf Light Industrial Mixed-Use Development

photography credits: pfaulong.com / PFAU LONG ARCHITECTURE
LAND USE CHANGES FOR COMPREHENSIVE AFFORDABILITY

- Leverage new mixed-use development to enable:
  - Affordable manufacturing, maker, small business, commercial space
  - Affordable work force housing, supportive housing
  - Work force development and training facilities
  - Support for nonprofit manufacturing / industrial development

- Improve transportation network for everyone and environment
  - Use impact fees to improve infrastructure
  - Create 24-hour communities to mitigate crime and houseless issues
  - Bring people, jobs, training, housing, transit, manufacturing and maritime together for ecosystem success
COMPREHENSIVE APPROACHES COMBINE
COMMUNITY RESOURCES FOR RESTORATIVE SOLUTIONS

WE ALL DO BETTER
WHEN WE ALL DO BETTER
Stadium District

Original Group Members (self-nominated):
• Greg Smith
• Fred Mendoza
• Fred Rivera
• Charley Royer
• John Persak
• Nicole Grant
• Stephanie Bowman

Presentation Lead(s):
• Charley Royer
• Fred Mendoza
Seattle Maker’s Zone

November 2020
PFD and PSA Board Members

**Public Facilities District**
(T-Mobile)
Stacy Graven, Chair  
Carol Kobuke Nelson, Vice Chair  
Tim Burgess  
Paul Mar  
Chris Marr  
R. Omar Riojas  
Charles Royer  

Joshua Curtis, Exec. Dir.  
Email: curtisj@ballpark.org

**Public Stadium Authority**
(CenturyLink)
Fred Mendoza, Chair  
Jacob Jundt, Vice Chair  
Joel Ing  
Randy Loomans  
Jud Marquardt  
Jay Roberts  
Cindy Zehnder  

John Marchione, Deputy Exec. Dir.  
Email: JohnM@stadium.org
Opportunities

• A mix of small-sized production spaces, artisan spaces, and ancillary retail spaces
• Improve environmental health
• Improve enforcement of environmental protections
• Leverage the industrial aesthetic, including adaptive reuse
• Conducive and safe for non-motorized transportation
• Allow a limited amount of workforce or affordable housing (subject to rigorous criteria)

How would we support the concept?

• Explore a new Maker Space zone
• Example areas could include the stadium district and north portion of SODO, Georgetown and South Park adjacent areas, and northeast Ballard.
• Combine resources and supports from Office of Economic Development, and Office of Arts and Culture to support small business and art spaces.
Maker’s Zone concept:

As Seattle recovers from the pandemic downturn, we have a unique opportunity to preserve and refine the transitional buffer zone in north SoDo between heavily populated urban neighborhoods to the north and east and the industrial areas to the south and the west.

- Create light industrial uses
- Incorporate workforce and skills development
- Support a working waterfront
- Preserve and enhance transportation corridors
- Add sustainable practices
- Mixed use and protective zoning
- Target adaptive reuse to keep community character
- Include targeted workforce housing
Portland, Oregon

Pearl District

- Primary zoning – Industrial/Commercial Residential
- Mixed-Use at main street corridors and bridgeheads
- District prioritizes job growth, protects existing industrial users, and allows more residential

- 299 acres
- Over 5300 residential units
- Originally warehouses/industrial and railyards
- Includes North Park blocks and three new parks
Denver, Colorado  River North Art District (RiNo)

- 640 acres
- Transitioning from heavy industrial uses to mixed-use, creative and cultural district
- Affordable housing provision tied to height incentives

Washington D.C.  Noma & Union Market District
Birmingham, Alabama
Sloss Industrial Arts District
Why Create a Maker’s Zone?

- Development pressures in North SoDo are real. Maker’s Zone lessens negative impacts on industrial areas
- Spark post-COVID economic recovery
- Ensure no net loss of industrial lands
- Allows for TOD development around light rail
- Creates hundreds of skilled blue collar jobs
- Blends with the diversity of uses in industrial and maritime areas
- Helps workers to afford to live near where they work.
Advancing Equity

• Would incentivize small and start up business development based on principles of restorative economics.

• Promote artisanal business entrepreneurship by women and members of minority communities

• Skills training and workforce development directed at a diverse populations
Embracing Sustainability

• Include a robust electric charging infrastructure
• Emphasis on prioritizing the smooth flow of freight
• Opportunity for meaningful carbon reduction via a new clean energy source.
• An opportunity for adaptive reuse that builds a sense of community.
Creating Jobs & Opportunity while Helping Workers to Thrive

• Creates sustained emphasis on creating well-paid, blue-collar jobs
• Provide a training center, job placement for low income, formerly homeless or incarcerated people.
• Incubate and grow new businesses within networks of cooperation and cross-pollination
How to make it happen here

• Conduct a SoDo transportation analysis as part of an EIS process.

• Strengthen City codes and amend land use decision making practices to protect a working waterfront

• Create and define a new Maker’s Zone land use classification
Comment from Fred Rivera (Seattle Mariners)
Higher Density/Mixed-Use

Original Group Members (self-nominated):
• Sam Farrazaino
• Ted Lehmann (Robb Stack designee)
• Charley Royer
• Peter Nitze

Presentation Lead(s):
• Peter Nitze
• Ted Lehmann
LIVE, LEARN, WORK, PLAY

MIXED-USE ZONING VISION
FOR SEATTLE’S INDUSTRIAL LANDS
INTRO

• SEATTLE’S CURRENT INDUSTRIAL LANDS ZONING DOES NOT MEET THE NEEDS OF EXISTING MANUFACTURING AND NEW MAKERS;

• TO STAY ECONOMICALLY COMPETITIVE, ATTRACT THE JOBS OF TOMORROW, AND ACHIEVE EQUITY SEATTLE’S NEIGHBORHOODS NEED TO EMBODY A LIVE, LEARN, WORK, PLAY APPROACH TO GROWTH;

• INDUSTRIAL LANDS ARE PERFECTLY-ALIGNED TO BRING NEW UNION JOBS TO THE AREA DUE TO ONGOING INFRASTRUCTURE AND TRANSPORTATION INVESTMENT;

• INDUSTRIAL LANDS CANNOT MEANINGFULLY HELP TO ACHIEVE SEATTLE’S ENVIRONMENTAL AND EQUITY GOALS OF REDUCING SINGLE-OCCUPANCY CARS, PROMOTING THE PROXIMITY OF HOME AND WORK, MAKING HOUSING AFFORDABLE, AND PROVIDING YOUTH JOB TRAINING UNLESS MIXED-USE ZONING IS ADOPTED.
CHALLENGES

• Land, labor, energy and environmental clean-up costs make Seattle less competitive for attracting traditional manufacturing. Without mixed-use zoning - the economics do not pencil;

• Existing building stock is too old and / or expensive to attract R&D and vocational schools;

• Underuse of existing light rail stations fails to address climate change and equity goals, which require transit-oriented development (TOD);

• Work-only industrial districts are not desirable to job seekers since many jobs do not support the cost of long-distance commuting.
PROPOSALS

• IDENTIFY AREAS FOR MIXED-USE ZONING THAT COMPLEMENT MARITIME AND INDUSTRIALS USES;

• IMPLEMENT TOD ZONING AROUND EXISTING AND PROPOSED LIGHT RAIL STATIONS AS A MEANS FOR SPURRING LIVE, LEARN, WORK, PLAY MIXED-USE DEVELOPMENT;

• STUDY ECONOMIC IMPACTS OF DEVELOPMENT WITHIN A 15-MINUTE WALKSHED;

• IDENTIFY DEVELOPMENT INCENTIVES FOR PROJECTS THAT ADDRESS RACIAL AND ECONOMIC EQUITY;

• IDENTIFY AND STRENGTHEN FREIGHT TRANSIT CORRIDORS THROUGH INDUSTRIAL LANDS.
INDUSTRIAL LANDS TODAY

- Not all industrial lands are facing the same challenges;
- Infill and spot zoning are not a solution;
- With the overall costs, traditional manufacturing does not work;
- Mixed-use zoning addresses these shortfalls.
BELLEVUE SPRING DISTRICT

- FORMER INDUSTRIAL LAND, NOW MIXED-USE TOD
- 36 ACRE SITE
- 5.3 MILLION SQ/FT OF DEVELOPMENT
- OFFICE, RETAIL, RESIDENTIAL, HOTEL USES FOR APPROX. 13,000 WORKERS
- SERVICED BY SPRING DISTRICT / 120TH STATION
PDX
PEARL
DISTRICT

- RAILROAD AND LIGHT INDUSTRY RE-DEVELOPMENT
- 299 ACRE NEIGHBORHOOD
- 5,315 HOUSEHOLDS, APPROX. 7,000 PEOPLE
Light Rail/Transit

Original Group Members (self-nominated):
• Mike Stewart
• Alex Hudson
• Abel Pacheco
• Ted Lehmann (Robb Stack designee)
• Fred Rivera
• John Persak

Presentation Lead(s):
• Alex Hudson
Transit’s purpose is to serve people, especially low-income and BIPOC people, and connect them to opportunity.

Transit creates access to jobs, reduces barriers to prosperity, and supports a fair economy.

Maximizing the usability and benefit of transit infrastructure is the best use of public dollars.

Freight mobility is critical, corridor improvements can support predictability.

Plan for the future, not the present.

Manufacturing is changing, especially heavy industry.

Infrastructure improvements lay the conditions for success of businesses, neighborhoods, and the economy.
Today’s Agenda

• Welcome

• Engagement Update
  – Mayor’s Principles
  – Process Reminder + Recent Input
  – Virtual Participation Guidelines

• Stakeholder Presentations
  – Manufacturing, Maritime, & Logistics (Dave G.)
  – Production Workforce (Erin A.)
  – Affordability (Sam F.)
  – Stadium District (Charley R. & Fred M.)
  – Higher Density/Mixed-Use (Peter N. & Ted L.)
  – Light Rail/Transit (Alex H.)

• Moderated Q&A

• Summary & Wrap-up
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

Chad See
Freezer Longline Coalition

Charley Royer
Public Facilities District

Commissioner
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

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
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Process Next Steps

- City Staff Leads Office Hours
- Stakeholder Written Comments
- Neighborhood Group Meetings
- 1x1 Calls
- Final Citywide Meeting
Process Next Steps

- City Staff Leads Office Hours
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Next Week!
- Tuesday 11/10
  9am – 10:30am
- Thursday 11/12
  11am – 12:30pm
- Tuesday 11/17
  9am – 10:30am
Process Next Steps

- City Staff Leads Office Hours
- Stakeholder Written Comments
- Neighborhood Group Meetings
- 1x1 Calls
- Final Citywide Meeting

Submit comments by Friday Nov. 20th.

- E-mail all comments to Sarah Scherer at Sarah.Scherer@Seattle.gov and CC Jane.Klein@Seattle.gov
Process Next Steps

- City Staff Leads Office Hours
- Stakeholder Written Comments
- **Neighborhood Group Meetings**
- 1x1 Calls
- Final Citywide Meeting

• Sub-group meetings in early December to discuss actions / strategies topics in neighborhood areas.
<table>
<thead>
<tr>
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<th>Workforce &amp; Transportation</th>
<th>Land Use &amp; Environment</th>
<th>Public Safety</th>
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• Mid-January
Process Next Steps

- City Staff Leads Office Hours
- Stakeholder Written Comments
- Neighborhood Group Meetings
- 1x1 Calls
- Final Citywide Meeting

• February 2021
Next Meeting

Citywide Advisory Group

February 2021