

North Bay Project



**February 24,
2005**

**City of Seattle
Planning
Commission**

Presentation Overview

- **Project Area**
- **Project Objectives**
- **Market & Financial Analysis**
- **EIS Process & Alternatives**
- **Fiscal & Economic Impact Analysis**
- **Framework Development Plan**

Project Area

Project Area

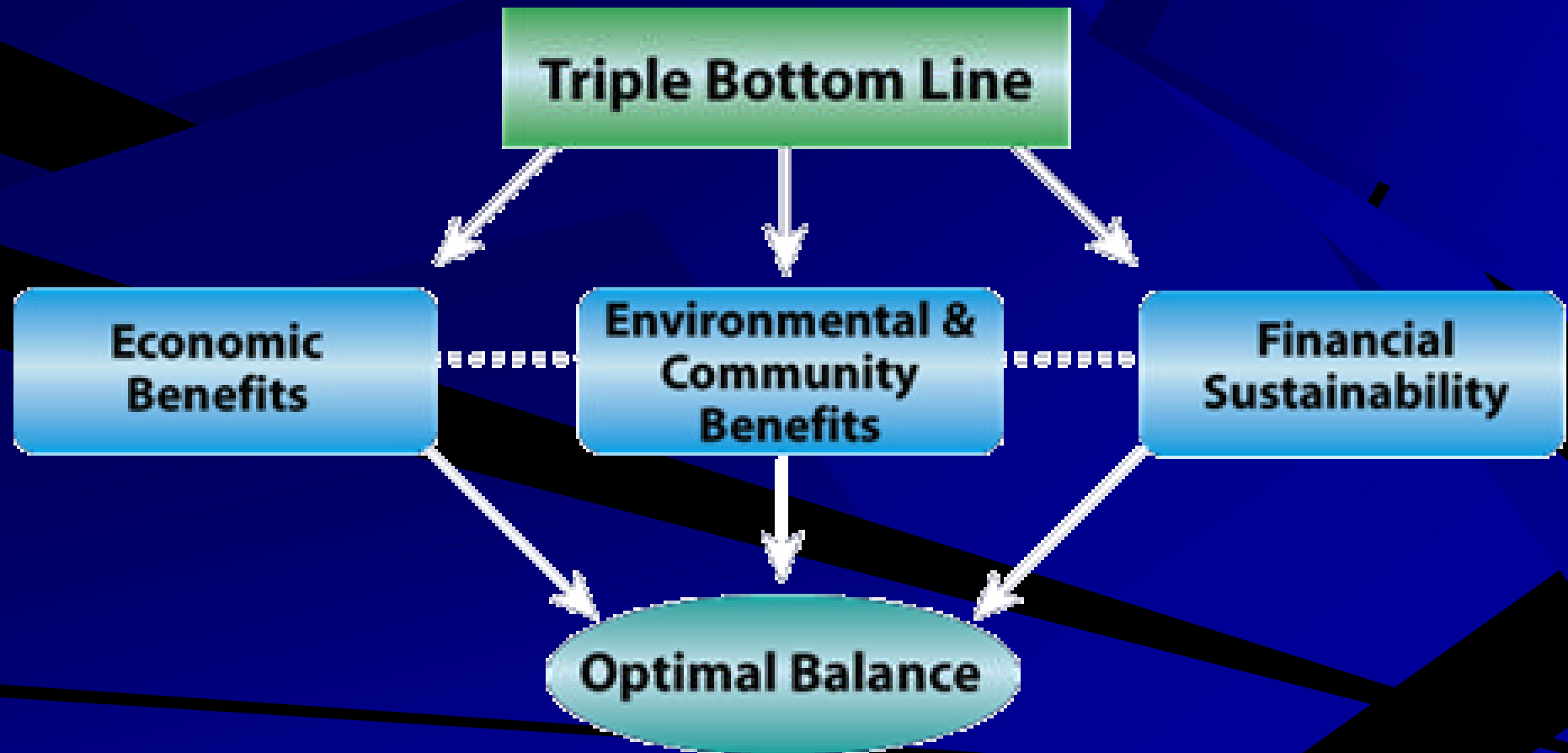


Project Objectives

Why is the Port Undertaking this Project?

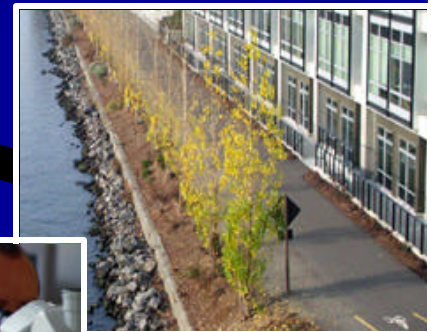
- **HDS-21 Strategic Planning effort**
 - *Adopted in June 2001*
 - *Community-wide advisory committee*
 - *One focus area was Terminal 91*
 - *Recommendations made:*
 - Master plan uplands acreage
 - Keep Piers 90 and 91 in water-dependent uses
 - *Off loading cars ended in 2001*

Port's Triple Bottom Line



Mission Statement

To transform North Bay into a dynamic and thriving center that advances the region's vitality and generates new net revenue for the Port and the region through building on the present maritime industrial job activity and adding employment in emerging industrial sectors that will shape the region's future.



Market & Financial Analysis

Preliminary Findings

- Triple Bottom Line best achieved with dense mix of uses
- Flexibility is paramount
 - *Projected 10-20 year build-out*
 - *Uses must be mission appropriate*
 - *Uses need to be market driven*
 - *New uses sensitively integrated with existing uses*



Market Research

- **Industrial Market Study**
 - *Scoped jointly with the City*
 - *Traditional industry (e.g., manufacturing, maritime, warehousing, distribution, basic industries)*
 - *Emerging industry (e.g., high tech, R&D, biotech, life sciences, advanced technologies)*
- **Commercial Analysis**
 - *Office*
 - *Retail*
- **Residential Analysis**

EIS Process

EIS Process

- Analysis includes a range of options and mix of uses
 - *Industrial, research & development, office, retail, residential*
- No preferred alternative identified at the outset
- Full EIS analysis will inform Port's decision-making process

Range of EIS Alternatives

	Alternative 1 Max Dev. w/out Res.	Alternative 2 Max Dev. with Res.	Alternative 3 Med Dev. w/out Res.	Alternative 4 Med Dev. with Res.	Alternative 5 Industrial Current Regs.	Alternative 6 No Action As Is
North Bay s.f.	4.3 M	4.3 M	3.2 M	3.2 M	1 M	0
Industrial Manufacturing	✓	✓	✓	✓	✓	
R&D Lab	✓	✓	✓	✓	✓	
Office	✓	✓	✓	✓	✓	
Retail Goods & Services	✓	✓	✓	✓	✓	
Residential		✓		✓		
New Open Space / Public Amenities	✓	✓	✓	✓		
Total Study Area s.f.	6.9 M	6.9 M	5.0 M	5.0 M	1 M	0

Fiscal & Economic Impact Analysis

Fiscal & Economic Impact Analysis

	Alternative 1 Max Dev. w/out Res.	Alternative 2 Max Dev. with Res.	Alternative 3 Med Dev. w/out Res.	Alternative 4 Med Dev. with Res.	Alternative 5 Industrial Current Regs.	Alternative 6 No Action As Is
Direct Jobs¹	12,500	8,000	9,000	6,500	2,500	0
Tax Revenue²	\$ 266 M	\$ 222 M	\$202 M	\$ 152 M	\$ 72 M	\$ 2.5 M

1. North Bay site only
2. 25-year NPV of total revenues (one-time plus recurring) for city, county & state

Framework Development Plan

History + Evolution – 1969

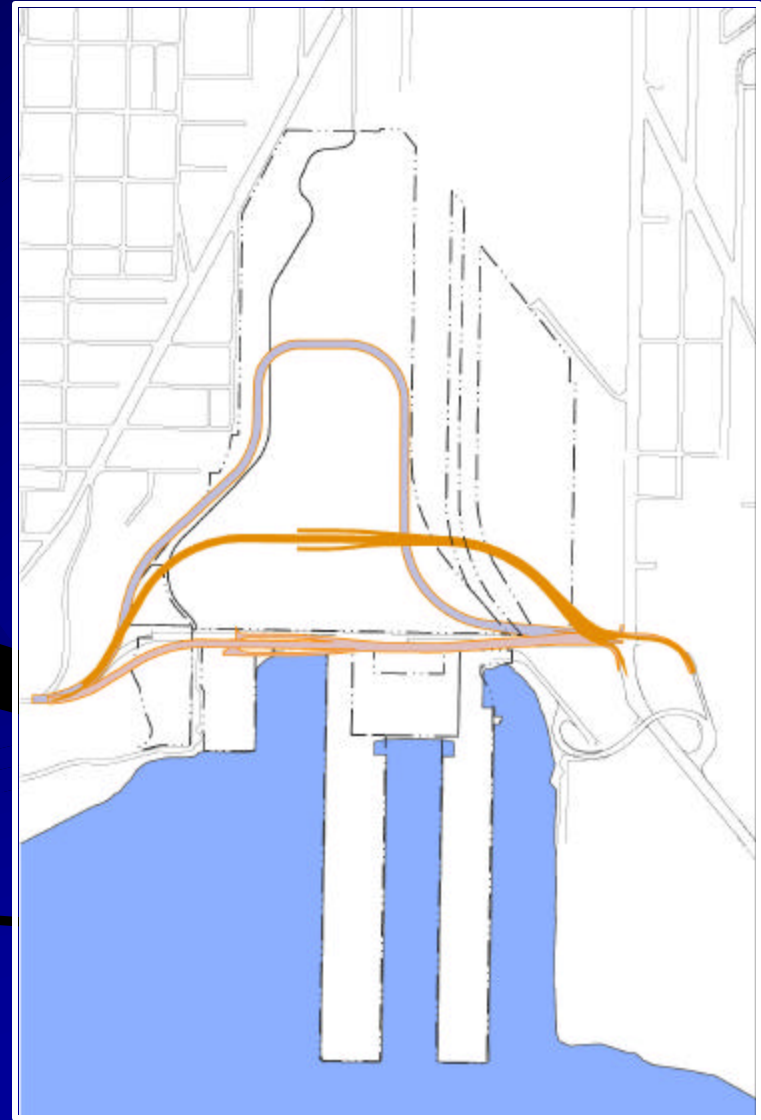


History + Evolution – 2000



Key Theme: Flexibility

- Work with certainty and accommodate uncertainty – i.e. Magnolia Bridge options



Key Theme: Unique Opportunity

- Recognize North Bay as the confluence of Urban, Water and Natural Systems – a unique place representing a unique opportunity



Key Theme: Evolving Identity

- **Preserves and enables the existing North Bay industrial core**
- **Maximizes development flexibility by limiting specific parcelization**
- **Defines a new identity for North Bay**

Existing Tenants – Activity Zones



Project Area – Greenbelt



Project Area – Uses to Remain



Developable Area



Key Infrastructure – Expanded Greenbelt



Key Infrastructure – Pedestrian Spine



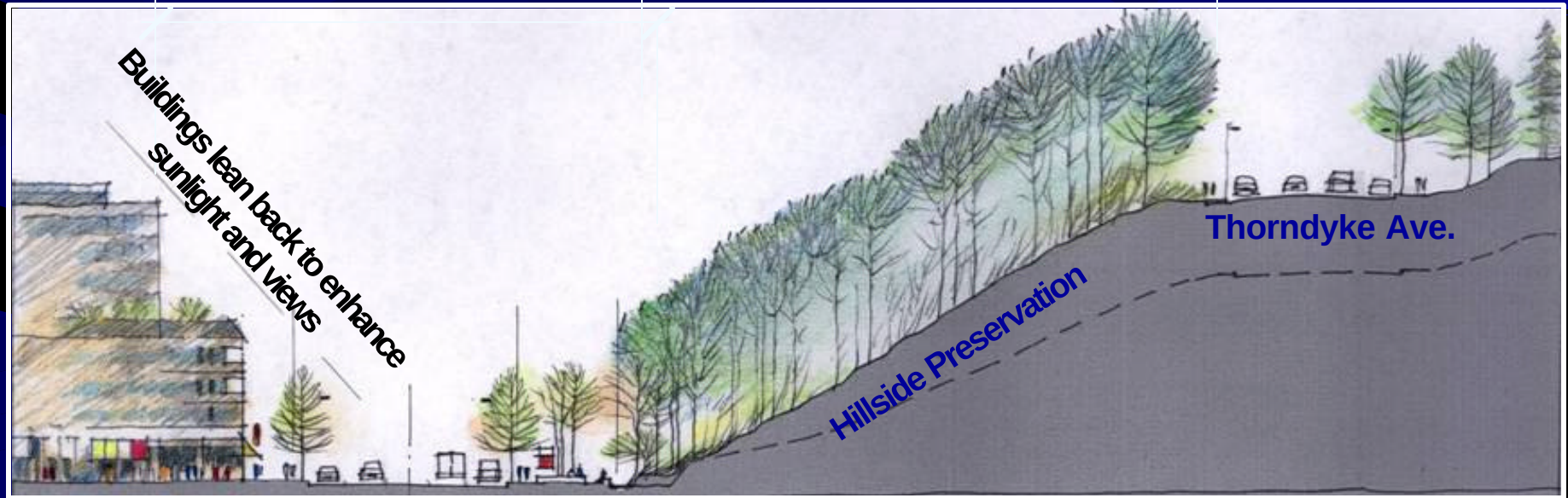
Key Infrastructure – Green Parkway



Key Infrastructure – Green Corridor

The Green Corridor

Primary Access Corridor “Parkway”



A multi-functional corridor from which most of the transportation flows:

- **Automobile Access Role** – access to mixed use activity linking waterfront to north parcels
- **Identity Role** – gateway to future North Bay development zones
- **Green Role** – a long linear open space including environmental interface

The Green Parkway



Primary Access Corridor

- Integrated vehicular, pedestrian and open space systems extending along the western edge of North Bay at the base of the Magnolia hillside

Service Utility Spine



Service Utility Spine

Primary Service Corridor

- Clear and easy truck ingress / egress including a centralized utility distribution system



Road Network & Amenities



Linkages and Connections



**Pedestrian connections through North Bay
linking North Bay to the Armory site**

Waterfront Orientation



The Green Parkway terminating at *waterfront* featuring views toward a working waterfront

Community Connections



A neighborhood view and pedestrian connection to North Bay from Magnolia – opportunities for passive recreation, retail / commercial activities and waterfront connections

Transit Hub

Future Waterfront Trolley

Commuter Rail

Future Monorail



Framework Development Plan



Project Timeline and Schedule



What's Next

- **Continue Master Planning**
- **Complete Market Research**
- **Comp Plan Milestones**
 - *UDP Committee (March/April '05)*
 - *Full Council (Sept. '05)*
- **EIS Process**
 - *Draft EIS (April '05)*
 - *Final EIS (July '05)*

Questions

