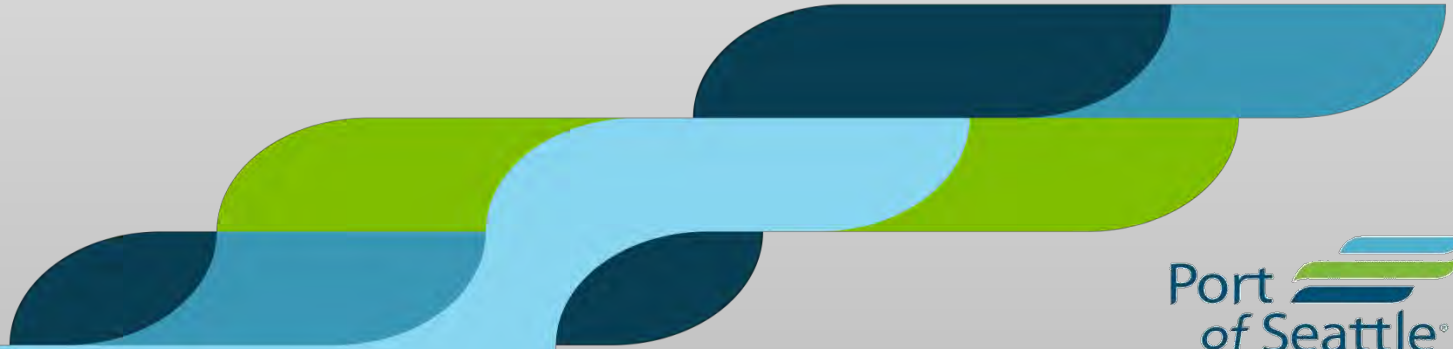


Update: Fishermen's Terminal Long Term Strategic Plan

Commission Briefing
November 22, 2016



Scope and Goals Statement



Scope:

- Develop vision and long term strategic plan for Fishermen’s Terminal that leverages maritime and fishing activities and industries.



Goals

- Continue to grow the economic value of the fishing and maritime cluster including the number of local jobs and business revenue.
- Improve overall financial returns that allow us to fulfill our commitment to the industry and taxpayers.
- Prioritize uses that support the commercial fishing industry, with a focus on anchoring the North Pacific Fishing fleet.
- Prioritize development that maximizes utilization of facility assets.
- Recognize and enhance Fishermen’s Terminal as an living community landmark.

Vision: develop a community landmark that supports the maritime industry

Balancing Uses – Requires Well-Thought-Out Approaches



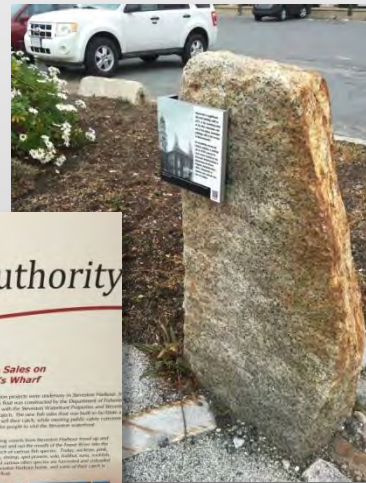
Portland: 45% of pier use may be non-Maritime. Commercial Moorage protected.

Gloucester: Luxury Hotel and Lobster Processing



Benchmarking other ports: Fishing can be supported with non-maritime commercial uses

Engaging the Public and Building Understanding of Fishing is Important



Benchmarking other ports: Fishing Ports looking for ways to engage the public

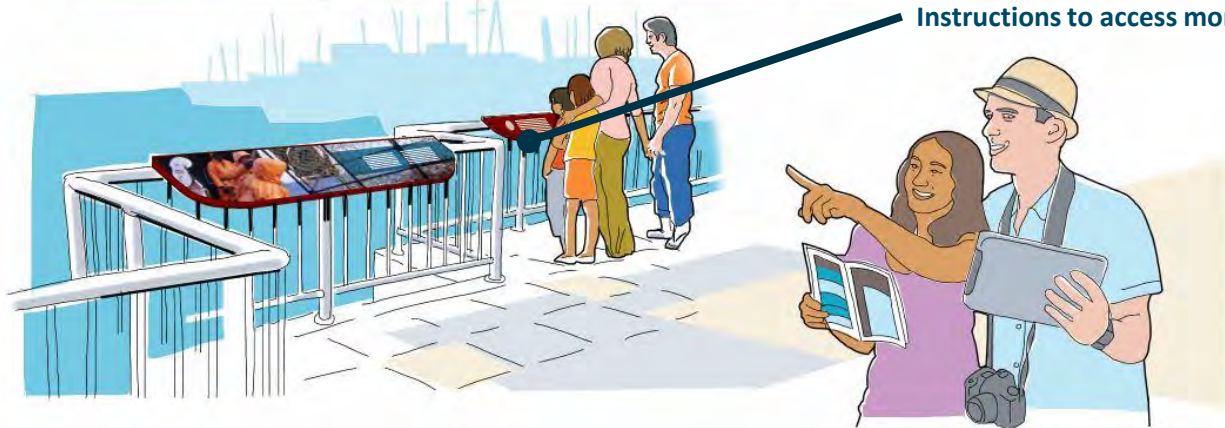
A living landmark: Expanded views and improved interpretive signage

Designed as a stop in a self-guided tour

Resources for tour guides



Instructions to access more info. on a phone / tablet



A living landmark: Improved wayfinding



Leveraging existing retail

Activities for children

Pavement markings for self-guided tour

Instructions to get more info on a phone / tablet

Fishermen's Trail markers. Each unique.

Reflective mirror tile mosaics

Schematic concept for trail marker

A living landmark: Improved storytelling

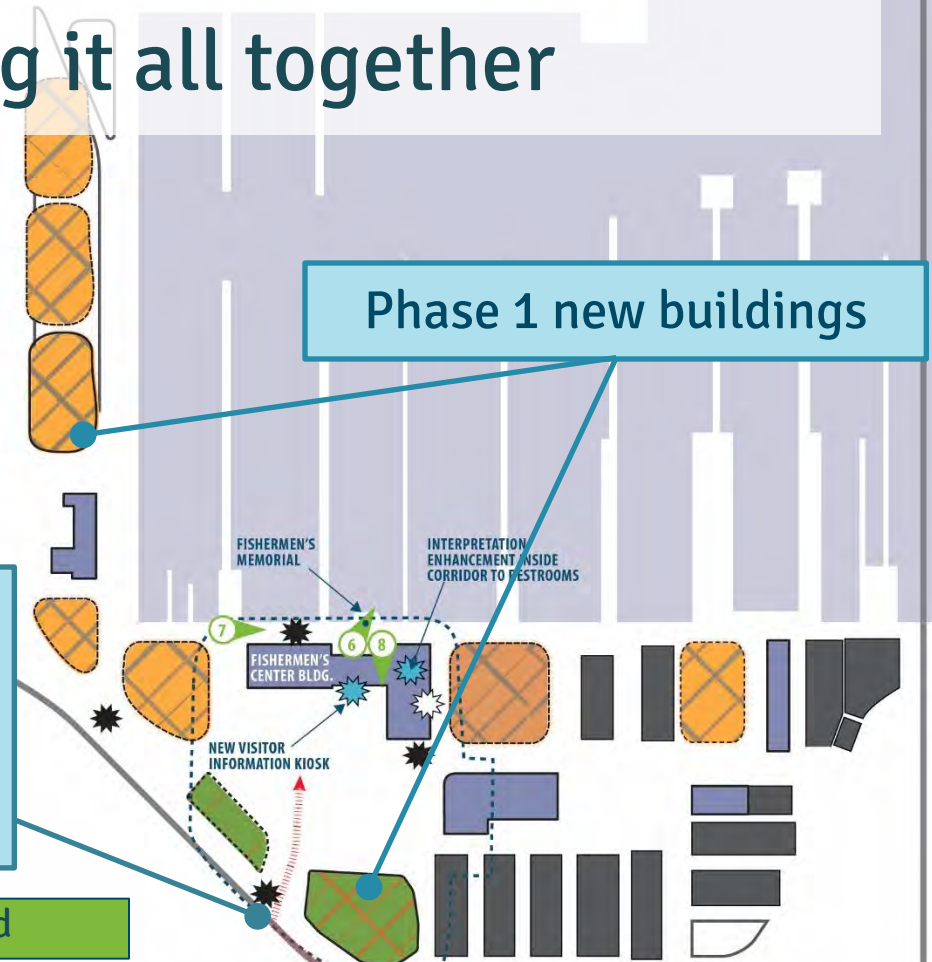


Putting it all together

Opportunities to make a gateway statement through the redevelopment of the bank building:

- Flexible displays
- Retail/services
- Artifacts
- Maps
- Interpretation

Next steps, illustrated



- Schematic drawing view, page number
- Existing wayfinding signage (updates required)
- New identity sign On roofline
- New visitor engagement sites
- Visitor vehicular entry
- Targeted visitor area

- CURRENT USES**
- Industrial/ Employment area
 - Mixed office
 - Open Storage

- POSSIBLE FUTURE USES**
- Future primary industrial/employment (other uses secondary)
 - Future mixed work space including industrial, public orientation
 - Future work area improvement (net repair)

Maritime Manufacturing Center & Incubator

- **Supports growth of commercial fishing and Maritime Cluster**
 - Industrial property in Ballard/Interbay area in short supply
 - Rising rent costs and building sales prices
 - Lack of access to facilities limits business and employment opportunities
- **Provides a maritime innovation opportunity:**
 - Incubator facility would occupy portion of larger facility dedicated to maritime and manufacturing businesses (5,000-10,000 square feet)
 - Successful tenants could graduate to other Port facilities
 - Would provide on-site mentorship and technical assistance
 - Space can support employee/workforce training

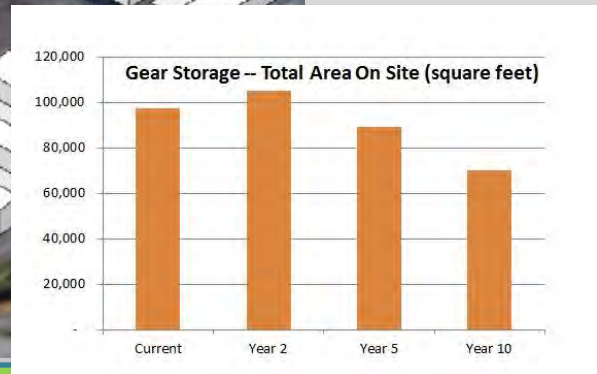


Port of Kalama Flex Industrial Building

A strategic location for a maritime business incubator

Site plan refinement

Reduction in 2-hour parking zone with Year 10 development



Parking and open gear storage are critical functions

Hostel for individuals working in maritime

- Identified and studied three working models
 - Boston, New York, and Newport RI
 - Guests must be able to prove employment in maritime sector
 - Fishing sector is not significant amongst their clientele
- Options available near FT today
 - Crew staying on-board is permitted at FT.
- Staff does not recommend pursuing further



Investigating a very unique operation.

Next Steps

- Install early action items of Public Interpretation Plan
- Request design funding for Phase 1 buildings

Moving from planning to implementation

Appendix Slides

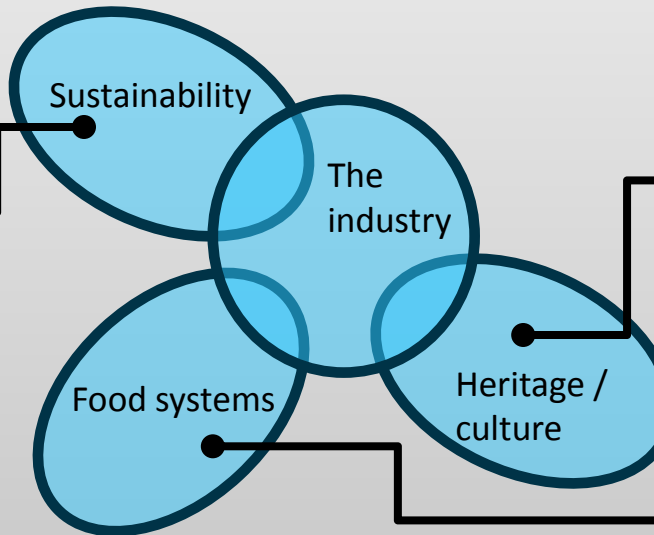
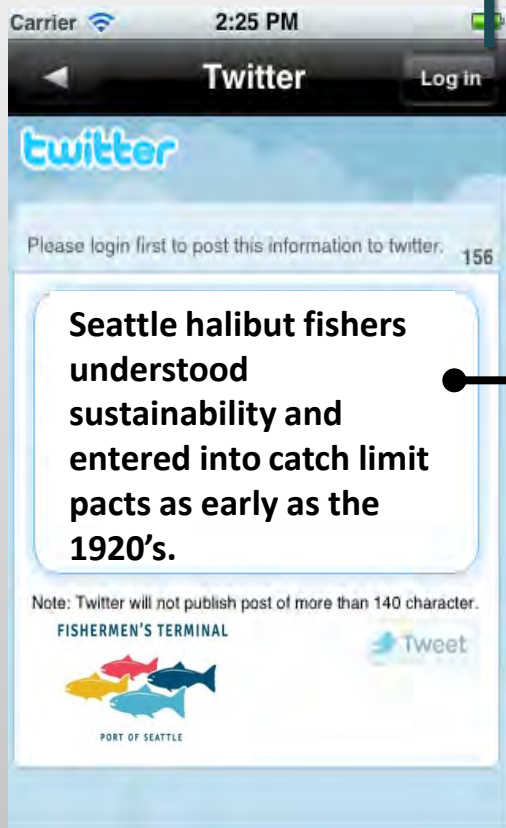
Clustering Maritime Industry Operations Increases Viability

- Infrastructure is key: government funding can help
- Support for vessel needs keeps the industry vital



Benchmarking other ports: Looking at the entire cluster

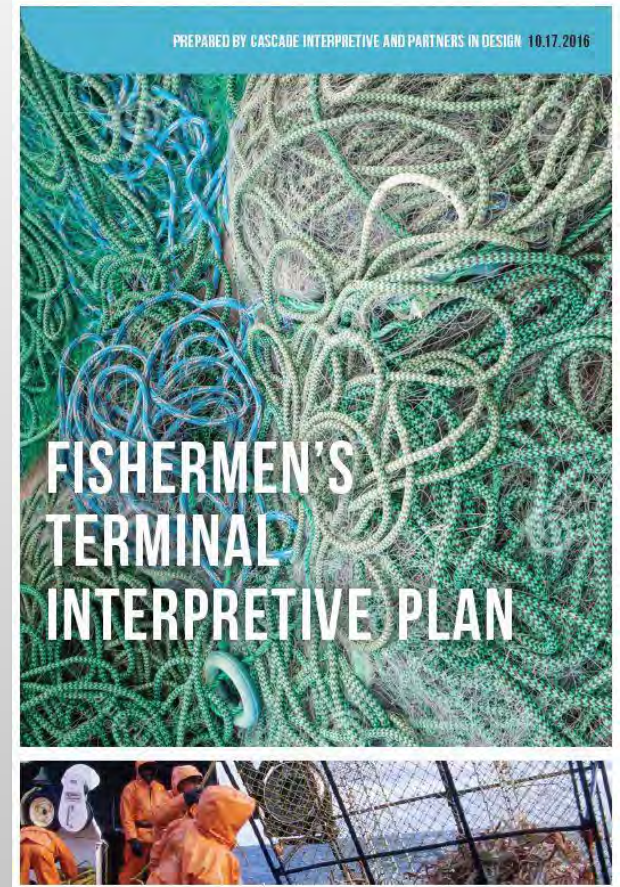
Themes and Interests



Great opportunities to relate the terminal to pop culture.

Interpretation Activities

- Develop a audio tour or texting service for interpretive content
- Pursue partnerships for giving tours to visitors
- Replace the interpretive panels near Fishermen's Memorial



Telling the Story of Fishermen's Terminal

Fishermen's Terminal Strategic Plan
Briefing, November 22, 2016

Identity and Wayfinding



- Adhere to uniform graphics standards in all wayfinding signs
- Maintaining the dominant architectural vocabulary on the site today
- Pavement markings to lead visitors on a self-guided tour
- Visitor's natural curiosity /magnet effect of the Fishermen's Center tower

Building on past success in branding the terminal

Terminal Entrance / Gateway

- Build on past success in marking the terminal entrance in a way that is welcoming to both industrial users and visitors
- Major opportunity: design of the building to replace the bank building



The outward face of the terminal

Tourism



- Much overlap with attracting Seattle area visitors
- Right-sizing tourist presence
- Partners include Visit Seattle, tour guide companies and travel guide writers

Showcasing an original Seattle industry

Interpretive center

- Recommend playing to FT's assets including the ability to get up close to the vessels and the dock work.
- Exciting potential for outdoor interpretive installations.



Evaluating indoor versus outdoor