

Item No. 3b_supp

Meeting Date: December 13, 2016

Corrected Copy: December 21, 2016

Update: Fishermen's Terminal Long Term Strategic Plan

Commission Briefing
December 13, 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



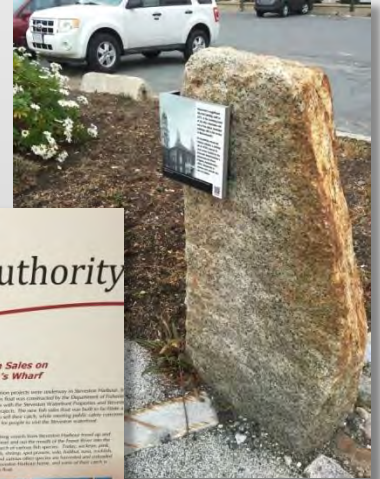
Portland: 45% of pier use may be non-Maritime. Commercial Moorage protected.

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



Existing Condition

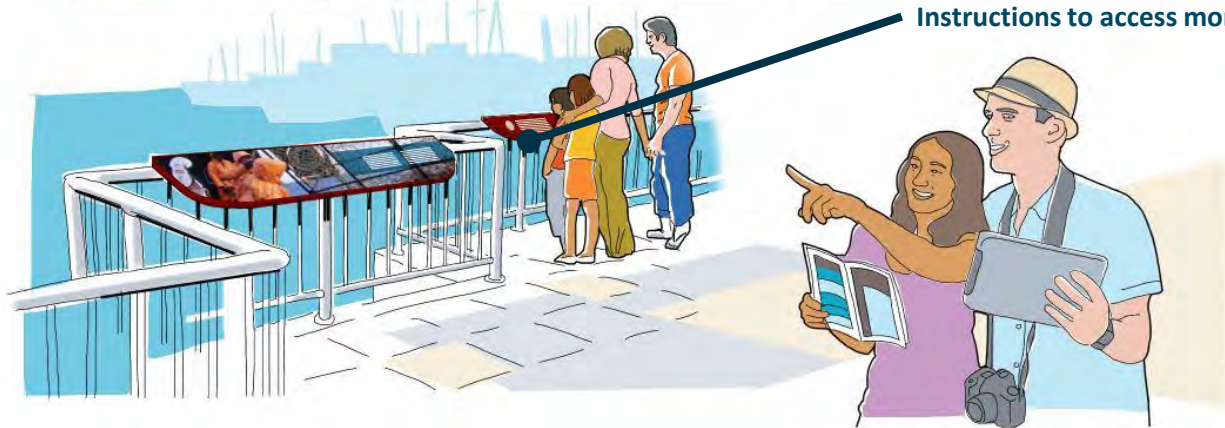
A living landmark: Expanded views and improved interpretive signage

Designed as a stop in a self-guided tour

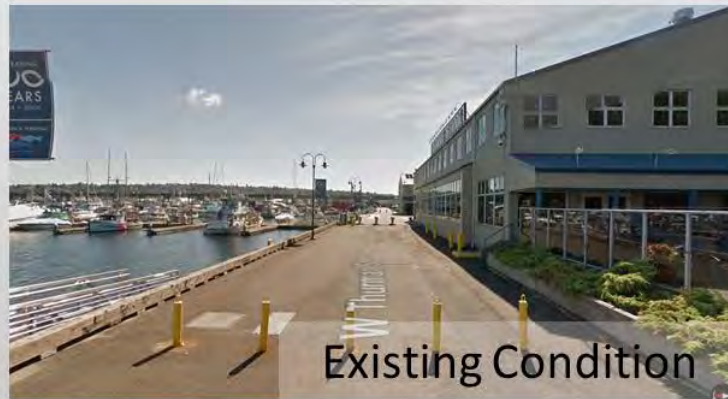
Resources for tour guides



Instructions to access more info. on a phone / tablet



A living landmark: Improved wayfinding



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



Existing Condition

A living landmark: Improved storytelling



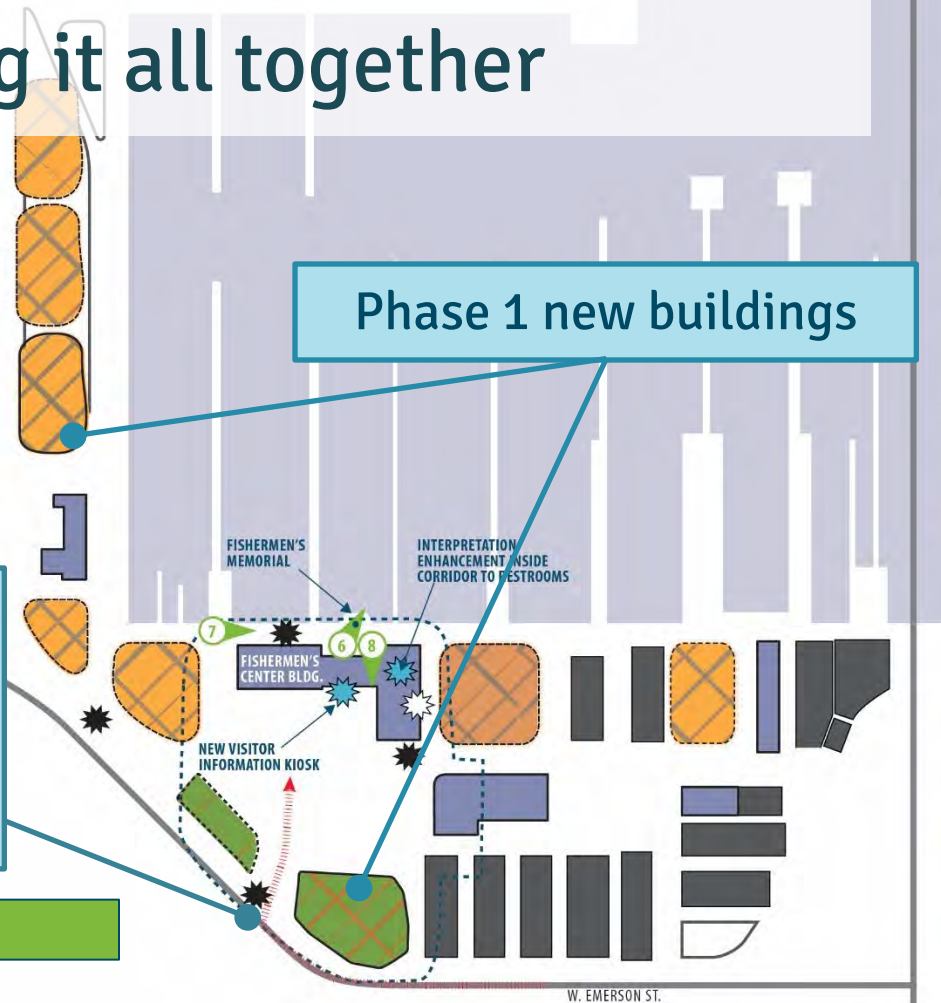
Putting it all together

Phase 1 new buildings

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)

W. EMERSON ST.

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

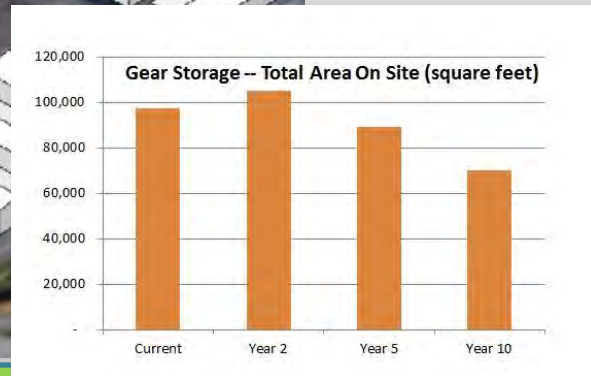


Port of Kalama Flex Industrial Building

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



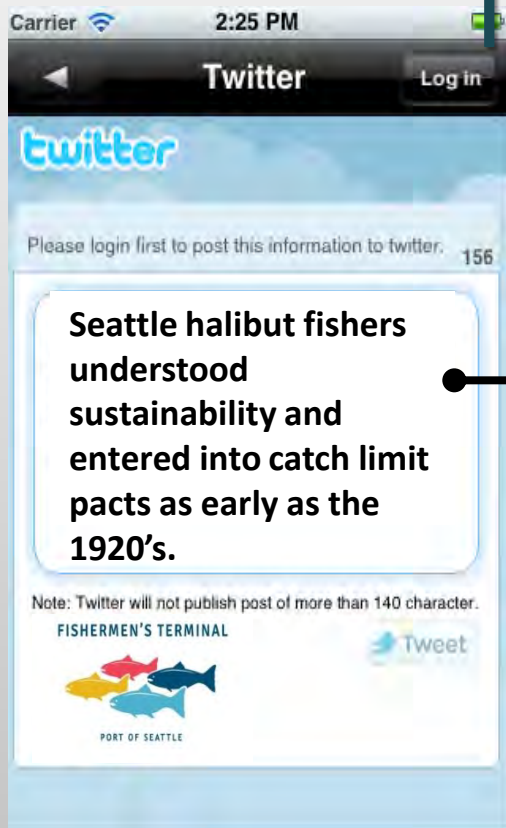
Clustering Maritime Industry Operations Increases Viability

- 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

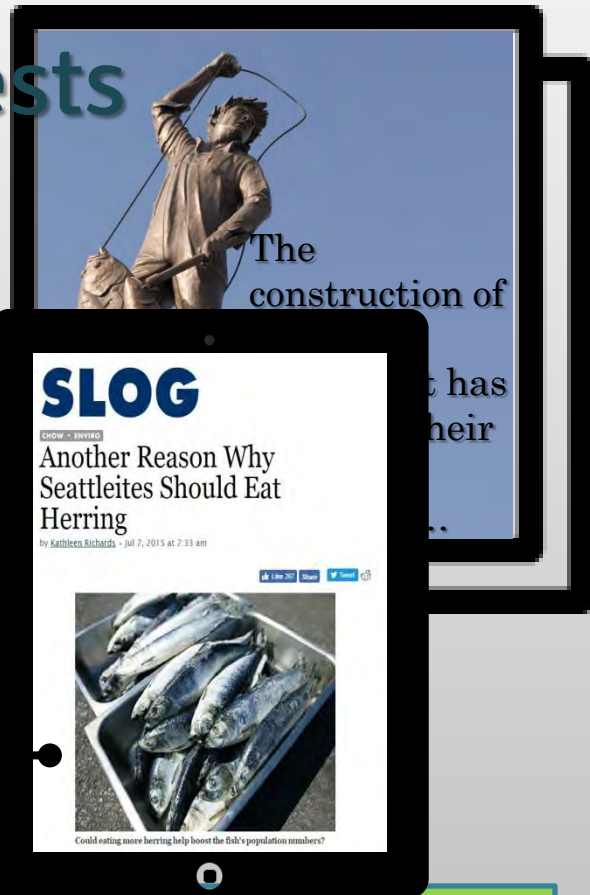


Sustainability

The industry

Food systems

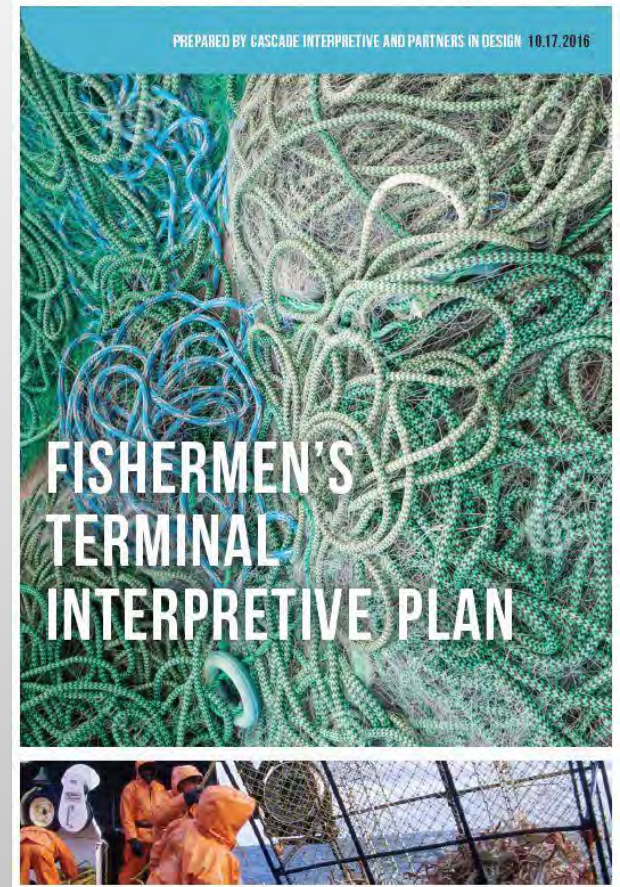
Heritage / culture



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



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

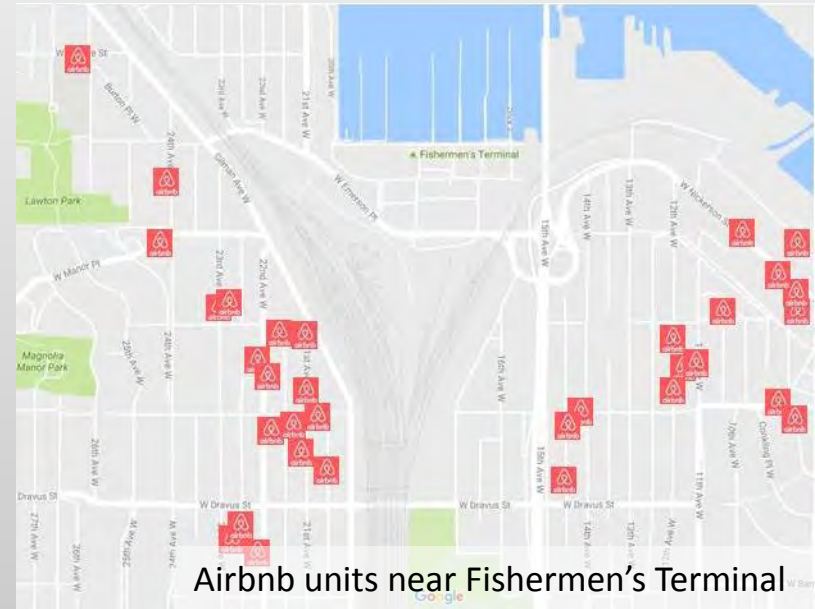
- Recommend playing to FT's assets including the ability to get up close to the vessels and the dock work.
- Exciting potential for outdoor interpretive installations.



Evaluating indoor versus outdoor

Hostel – Considering lodging options already available

- Options available near FT today
 - Live aboard is permitted at FT.
 - 34 Airbnb units within a half mile of FT.



Investigating a very unique operation.