

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA
STAFF BRIEFING

Item No. 7c

Date of Meeting October 27, 2015

DATE: October 19, 2015
TO: Ted Fick, Chief Executive Officer
FROM: Stephanie Jones Stebbins, Director, Maritime Division Environmental and Planning Programs
Joseph Gellings, Senior Planner
SUBJECT: Fishermen's Terminal Long Term Strategic Planning Process Scope and Goals

SYNOPSIS

The Fishermen's Terminal Long Term Strategic Planning Process will establish a vision for the future of the terminal. The process is aligned with the Port of Seattle Century Agenda goal of doubling the value of the fishing / maritime cluster. In recent years the Port has made major capital investments to modernize the moorage structures at Fishermen's Terminal. The uplands of the property include some aging structures. The timing is right to now set a strategy for the upland assets on the property.

On August 11, 2015, staff briefed the Commission on the work plan for the Long Term Strategic Plan. The purpose of this briefing is to report back on the initial stakeholder outreach activities and the scope and goal statement.

Based on feedback received through the initial activities, staff will proceed with the following scope and goals statement. (Revisions to the statement from the August 11 version are shown with underline (new text) and strikethrough (deleted text.))

- Scope:
 - Develop a vision and long term strategic plan for Fishermen's Terminal that leverages maritime and fishing activities and industries.
- Goals:
 - ~~Double~~ Continue to grow the economic value of the fishing and maritime cluster ~~to 32,000 local jobs and \$2 billion in business revenue~~ including the number of local jobs and business revenue.
 - Improve overall financial returns to 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 a living community landmark.

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In the weeks since we last briefed Commission at the August 11 Commission Meeting, staff has performed the following stakeholder outreach activities.

- Conducted the kickoff meeting of the Strategic Objectives Steering Committee including several fishers as well as prominent business leaders in the ship canal fishing business cluster,
- Held one-on-one meetings with committee members who were unable to attend the kickoff meeting,
- Engaged stakeholders during Fishermen's Fall Festival at the Port of Seattle information booth,
- Ran an article about the planning process with instructions to get involved in the Fishermen's Terminal Newsletter,
- Received media coverage of the process in the Queen Anne and Magnolia Newspaper on October 13, 2015, and
- Created a project webpage including a link for stakeholders to provide their email address to receive project updates.

The following are the dominant themes in the stakeholder input received since August:

- Planning for Fishermen's Terminal must be primarily concerned with support of the fishing fleets.
- In setting goals for the overall fishing business cluster the Port should be mindful of the fact that the level of prosperity has been cyclical in the past. Having said that, we are presently in a fairly stable period and the fleets have, on the whole, felt well-supported by Fishermen's Terminal.
- The Port should not expect to make money through building and moorage leases at Fishermen's Terminal. More important is protecting its role as an economic engine for the region.
- The Port should be mindful of the different segments of the fishing industry represented by the vessels currently mooring here. Each segment will have its own growth model.
- To the extent that the fishers want to offload their catch at Fishermen's Terminal, it would contribute to the authenticity of the terminal.

BACKGROUND

Over the last few years, staff has conducted extensive stakeholder outreach concerning uplands planning for Fishermen's Terminal. The groups engaged include the fishing fleets, upland tenants and industry / community groups. The key pieces of feedback included:

- Maintain the industrial character of the property
- Avoid operational conflicts with existing uses
- Continue the function of covered gear storage (net sheds)
- Retrofit the net sheds for fire code compliance

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Concurrent with the past stakeholder outreach, staff performed the Asset Condition Assessment to evaluate the physical condition of the upland structures and to make projections on future costs to maintain each structure. At the conclusion of this work, two areas of the terminal emerged as opportunity areas based on the poor prospects of leasing and maintaining two existing buildings. The buildings are C-12 (“the Bank Building”), and C-9 (“Seattle Ship Supply”).

With both the stakeholder feedback, to this point, and the Asset Condition Assessment in mind, we are embarking on a process to develop a vision and long term strategic plan for Fishermen’s Terminal. We have assembled the Strategic Objectives Steering Committee. The committee is comprised of internal and external members including all members of the pre-existing Fishermen’s Terminal Advisory Committee. We have also created a committee working across divisions of the Port to engage parts of the Port, such as tourism, real estate, maintenance and construction management.

Guided by the stakeholder outreach program and consultant support, staff expects to develop design concepts that can be presented to the Commission in the first quarter of 2016. A project schedule graphic is included in the Power Point accompanying this memo.

ATTACHMENTS TO THIS BRIEFING

- PowerPoint: Fishermen’s Terminal Long Range Strategic Planning Process

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

- August 11, 2015, Fishermen’s Terminal Long Term Strategic Planning Process Briefing
- December 6, 2011, Fishermen’s Terminal 25 Year Plan Briefing