

Briefing on Development of the Fishermen's Terminal Long Term Strategic Plan

Commission Briefing

May 17, 2016



Homeport to the Alaska fishing fleet & a vibrant commercial destination

6,419 Local jobs and \$449 million in business revenue

Fishermen's Terminal Landside Facilities



26 acres of dry land • 20 buildings • 690 parking spots • 21,000 feet of lineal dock
net operating income before depreciation: $-\$4,277,169$

Scope and Goals Statement



Scope:

- Develop vision and long term strategic plan for Fishermen’s Terminal (FT) 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 living community landmark that supports the Maritime industry

Overview of Presentation

- Stakeholder outreach summary
- Fishing-related business cluster study
- Design workshops
- Planning concepts
- Draft site plans



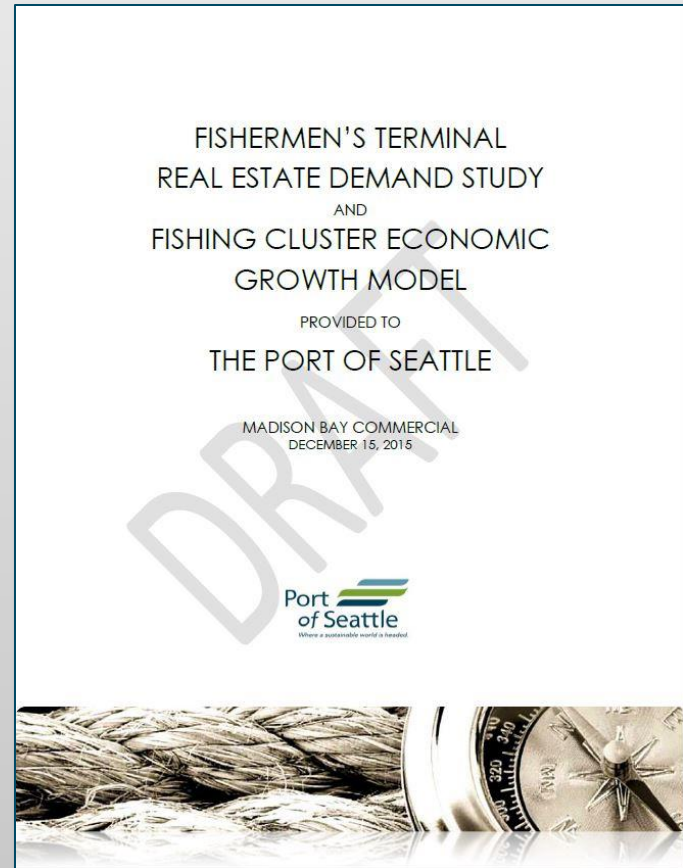
Stakeholder Outreach



Engaging with different groups, on their terms

Cluster Study by Madison Bay Commercial

- Confirms FT's role as the anchor of a deep network of fishing suppliers
- Surveys completed by 73 fishers and 90 suppliers



Understanding the fishing business cluster in Ballard and Interbay

Recommendations – Madison Bay

1. Develop new light industrial buildings
2. Optimize outdoor gear storage
3. Optimize net sheds
4. Improve net repair yard function

How can Fishermen's Terminal catalyze the growth of the entire cluster?

Design Workshops

- Two 3-hour workshops held at Fishermen's Terminal
- A mix of active discussions and presentations
- Consultant team experienced in translating ideas to design concepts



A significant element of the stakeholder outreach

Concepts Emerging From Design Workshops

1. Maintain industrial character
2. Improve the experience for the public in visiting FT
3. Workforce development – increase FT's role
4. Exploit the gateway aspect of the old bank site
5. The ground plane is precious
6. Parking needs new approaches
7. Meeting space desired

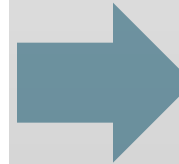
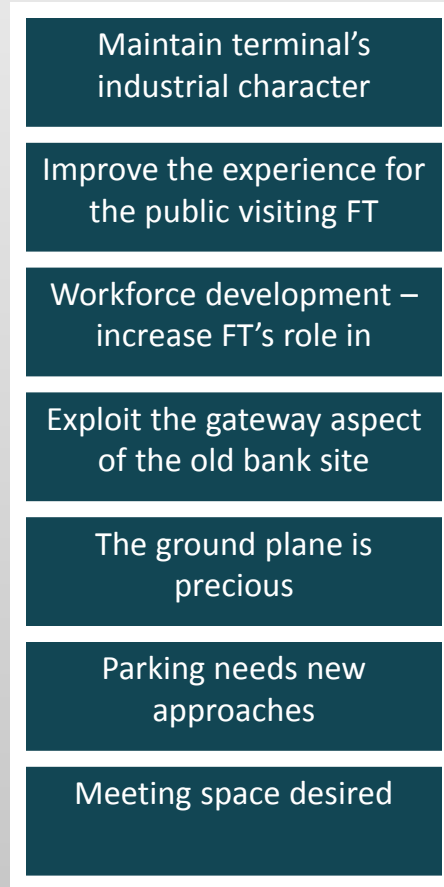
The view from the terminal's everyday users

Synthesis of Ideas

Madison Bay Recommendations



Design Workshops



Planning Concepts



Drawing on the expertise of many

The Proposed Plan



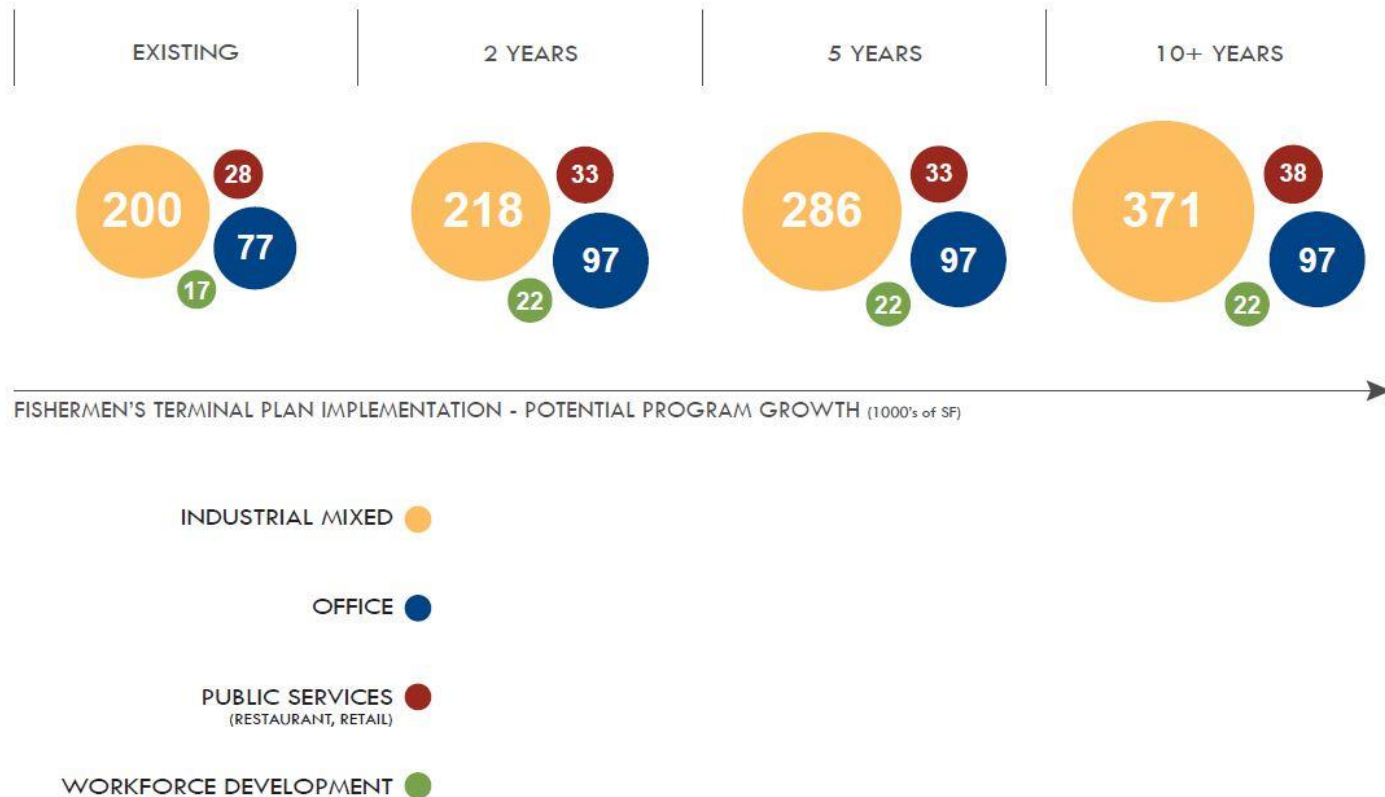
Program Areas

-  Open Storage
-  Industrial/ Employment area
-  Mixed office
-  Public Services
Retail, service, amenity
-  Existing Workforce
Development Space
-  New Workforce
Development Space

Future Program Implementation

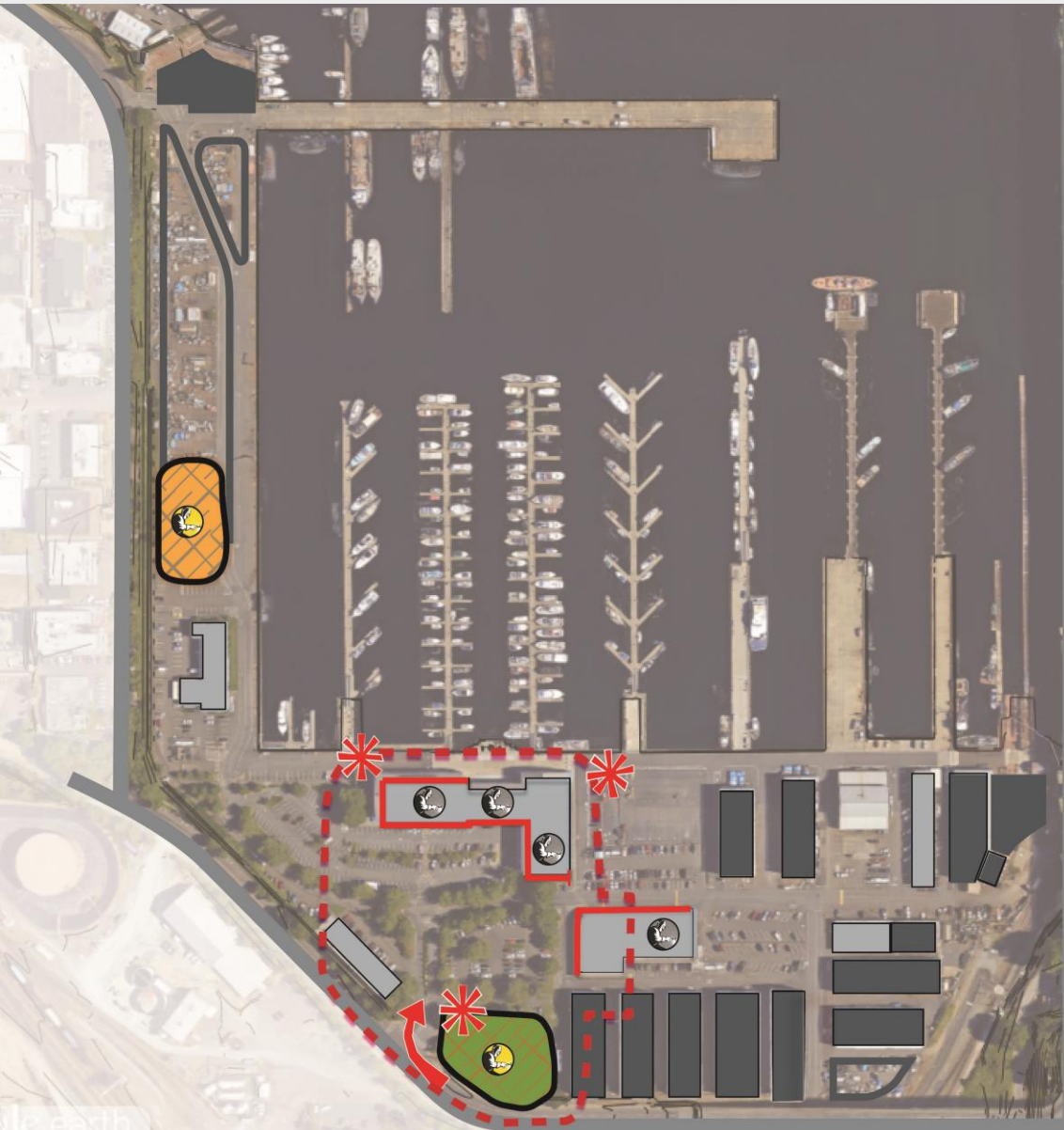
- 2-YEAR**
 -  Mixed work space including industrial, public orientation
 -  Primary industrial/employment use (other uses secondary)
 -  Primary zone for public users
- 5-YEAR**
 -  Targeted public interpretation
(locations for illustration only)
 -  Primary industrial/employment (other uses secondary)
- 10-YEAR**
 -  Optional Parking Garage - mixed employment and public
 -  Mixed work space including industrial, public orientation
 -  Future work area improvement (net repair)

Growth Phases, By Use



Significant expansion of industrial uses, modest expansion of other uses

Phasing – Year 2



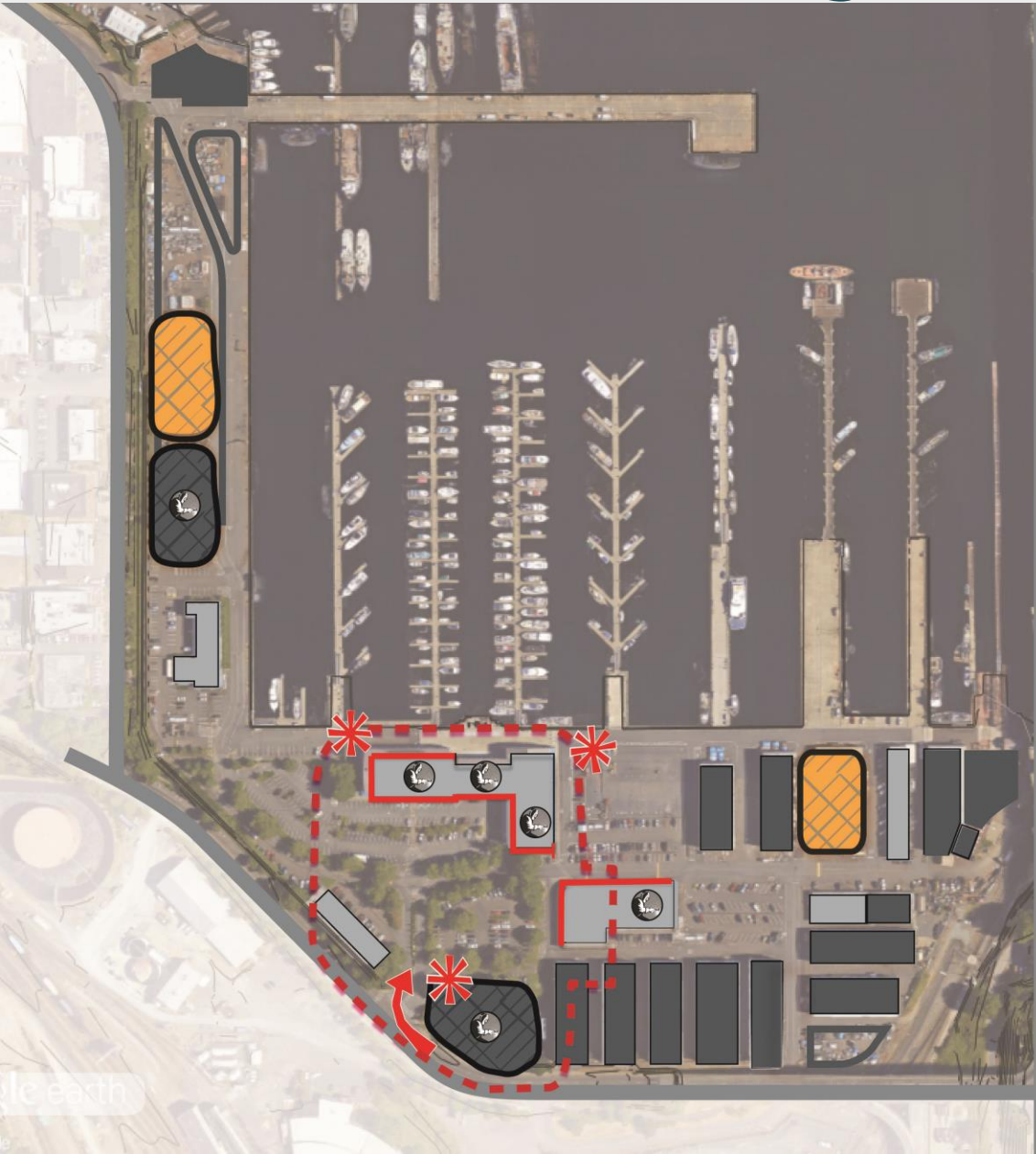
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Phasing – Year 5

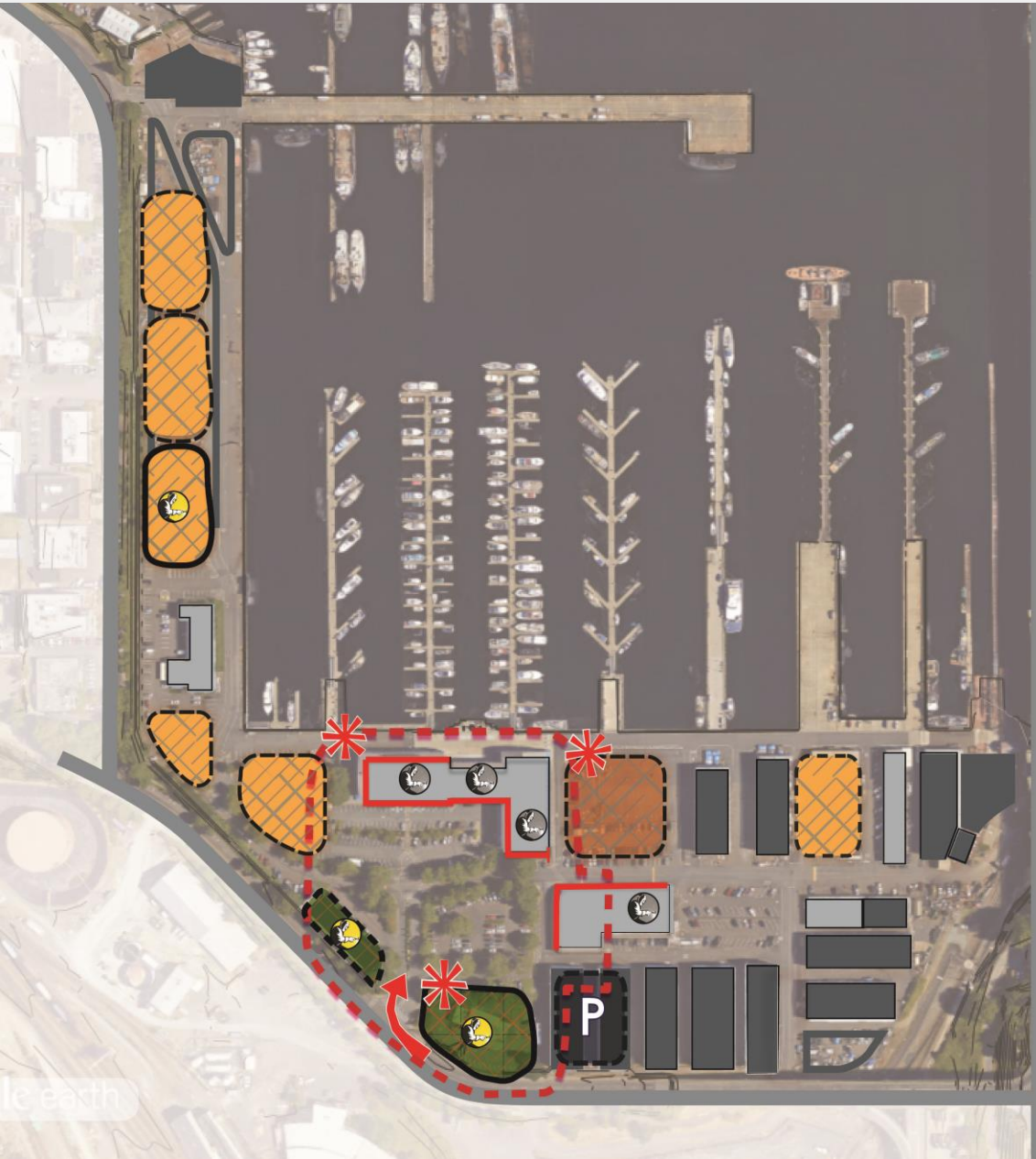


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Public Experience

- Integrated across a large area of the site
- Coordinated signage and wayfinding



Freedom Trail – brick pavers lead the public to historic sites

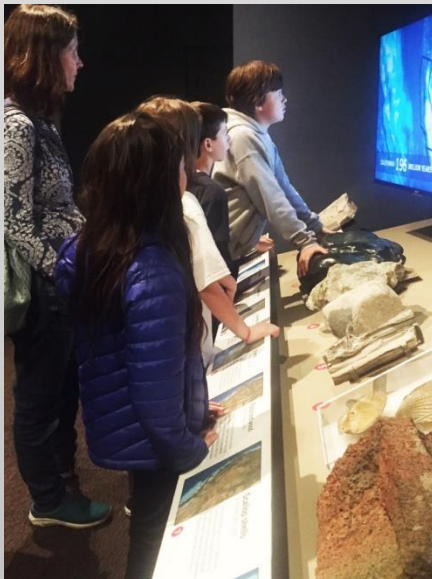


Painted path, low cost option

Telling the story of Fishermen's Terminal

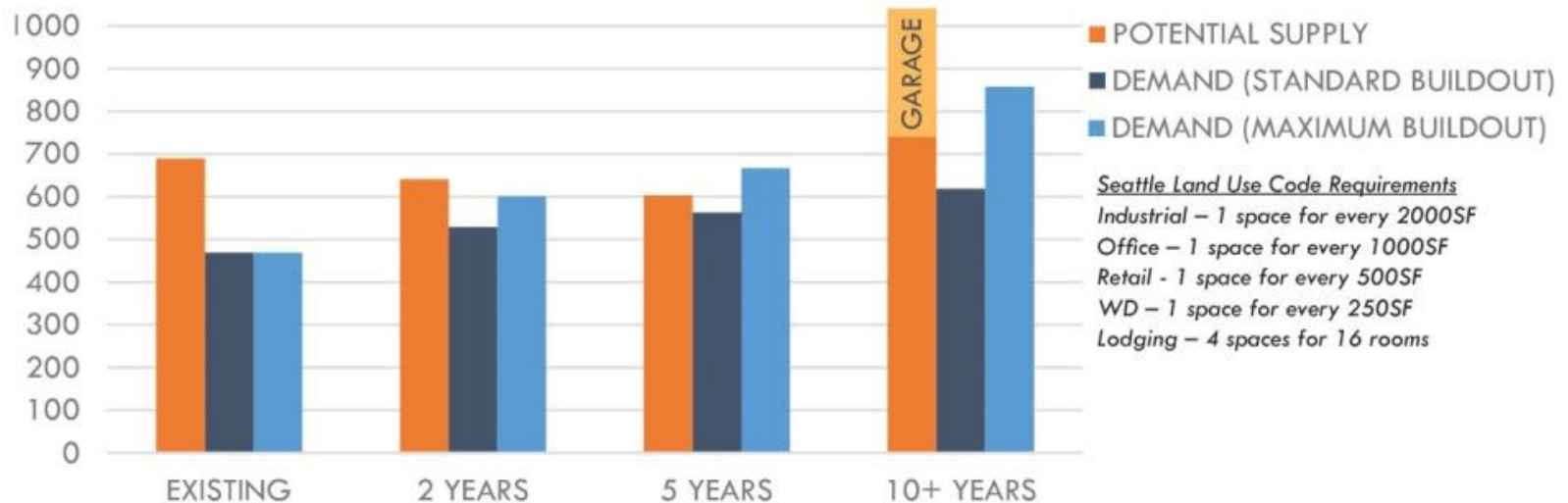
Public Experience – Strategies

- Key themes
 - History, impacts, and future of fishing industry
 - Stewardship of watershed resources
- Stakeholders shared many ideas
- Many partnership opportunities



Parking Demand

PARKING SUPPLY AND DEMAND COMPARISON



- Standard buildout assumes simple, low, entirely industrial west wall buildings
- Maximum buildout assumes 55' west wall buildings with additional mixed use capacity
- Assume 4 story parking garage with 300 spaces

Effects of development scenarios on parking demand

Next Steps

- Develop a public experience plan
- Refinement of Phase 1 development concepts

Additional Ideas to Evaluate

- Parking solution
- Hostel
- Interpretive center



Questions?