Briefing on Development of the Fishermen’s Terminal
Long Term Strategic 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

- Develop new light industrial buildings
- Optimize outdoor gear storage
- Optimize net sheds
- Improve net repair function

Design Workshops

- Maintain terminal’s industrial character
- Improve the experience for the public visiting FT
- Workforce development – increase FT’s role in
- Exploit the gateway aspect of the old bank site
- The ground plane is precious
- Parking needs new approaches
- Meeting space desired

Planning Concepts

1. Develop new light industrial space
2. Enhance the public experience without interference with industrial
3. Expand on FT’s current role in workforce development
4. The ground plane is precious for industrial
5. Parking needs new management tools

Drawing on the expertise of many
Growth Phases, By Use

Significant expansion of industrial uses, modest expansion of other uses
Phasing – Year 2

Program Areas

- Open Storage
- Industrial/Employment area
- Mixed office

Future Program Implementation

- Mixed work space including industrial, public orientation
- Primary industrial/employment use (other uses secondary)
- Primary zone for public users
- Targeted public interpretation (locations for illustration only)
Presently FT is hosting four workforce development firms.

- Develop partnerships
- Create a network of users and build interest for locating at FT
- New space catered to needs
  - Industrial, classroom, meeting space

**Phasing – Year 5**

**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**
- Primary industrial/employment use (other uses secondary)
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- Open Storage
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Future Program Implementation

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

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

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

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?