

Marketing Bellingham Bay Waterfront Design Charette October 18, 2001

Our goal is to create a written program of goals, and plans for a cohesive promotion of the Bellingham Waterfront, from Fairhaven and Marine Park to Little Squalicum Creek. A partial list of the goals include:

1. *Changing the perception of the waterfront from Industrial to it's current mix of uses.*
2. *Taking stock of the assets of the Waterfront; Commercial, Industrial, Recreational, etc.*
3. *Create a common enthusiasm from the stake holders in the waterfront.*
4. *Innovate better connections to nearby areas, such as the San Juan Islands.*
5. *How to best market the Waterfront to Customers, Investors, Locals and Visitors.*
6. *Build Consensus from participants and create a Plan of Action.*
7. *Encourage ideas for Public/ Private partnerships.*
8. *Brainstorm ideas for future development concepts that enhance existing uses.*
9. *Create a framework that allows businesses to succeed along the Waterfront.*

This plan will naturally reflect philosophical private, public and community programming along with site and economic constraints. This Plan and Program will be a very useful document to help everyone see the vision in written and graphic form. We can see all of the waterfront as a single entity to create synergy for all stake holders in the future. It's will be an excellent communication tool and it can also generate a lot of enthusiasm for development and marketing options.

One of the best ways to facilitate the initial planning is through a "Design Charette" process. A Charette is an intense design effort during a short period of time. The largest benefit is to get everyone's input in a brainstorming atmosphere, while spontaneously putting the ideas in graphic form. Another reason this process is helpful, is time. We will create a lot of definitive decisions with concentrated thought, in a short period of time. You can imagine how long this might take with a normal, drawn out, sub-committee process. To be sure, there will be differences of opinion, but we can quickly air them out and end up with an innovative compromise.

The idea of the Charette is to evaluate ALL ideas. No concept is too crazy. Our time together will be most effective if can come with some ideas in mind for the future of the area. Many of these ideas have been well documented, already. In general, we hope to start the session with lots of ideas and end up with some narrowed down, realistic directions. At the end of our time together, we should have a pretty good idea of the final direction to take. Follow up graphics and written program summary of these ideas will follow, with minor refinements and final presentation program.

Sometimes this process helps clarify what we don't want. It may even give us something that we didn't know we wanted! Look forward to seeing everyone. The program will move quickly. Following is the proposed charette schedule :

AGENDA:

Bellingham Waterfront Charette

Thursday October 18, 2001

8:00 AM - 12:00 PM

- 8:00 1. Introductions of Participants
- 8:15 2. Sponsor comments; Jim Darling and Carolyn Casey, Port of Bellingham
- 8:30 3. Partial Review of Goals from Previous Planning Studies (*Summary attached*)
a. Harbor Development Scheme for Fairhaven Terminal 2/91
b. Squalicum Harbor Land Use Plan 6/83 (Port)
c. Central waterfront Redevelopment Plan 11/99 (Port)
d. Squalicum peninsula Master Plan 1/98 (Port)
e. Bellingham Shipping Terminal Master Plan 6/99 (Port)
f. Whatcom Creek Waterfront Action Program 6/99 (City)
- 8:45 4. Slide presentation of waterfront developments from around the nation
- 9:00- 5. Taking stock of the assets of the Waterfront; Commercial, Industrial, Recreational, Environmental, Cultural, etc.
What is important to preserve or enhance?
Why is our waterfront UNIQUE and different from all others?
What are customer and visitor perceptions of the Waterfront?
6. Is the perception of the waterfront changing from Heavy Industrial to it's current mix of uses?
What improvements are needed to enhance and promote the changing perceptions?
7. Brainstorm key physical improvements that need to be enhanced, added, changed, preserved, created.
8. Synergy: How can waterfront stake holders work with one another to add value for enhanced services?
9. How to best market to Customers, Investors, Locals and Visitors.
Who are the target audiences and customers?
How to connect with regional areas such as San Juan Islands, Canada, etc.
10. What is overriding theme, or perception of The waterfront that needs to be conveyed to the world?
- 11:00 11. Summary of Ideas and Marketing Program goals
- 11:30 11. Action Plan:
What is needed to implement ideas?
Short and long term development issues. Plans and goals.
Joint marketing effort and Collateral materials
Physical improvements?
Public/Private partnerships
What are obstacles to implementation?
How can Public agencies help?
- 12:00 Adjourn

Goal B: Ensure sustainable development and uses of natural resources

Strategies

1. Protect natural resources and ecosystems, and encourage development that enhances air quality, water quality and soil fertility in natural areas and resource lands.
2. Clearly define sustainable economic development, and integrate sustainable economic development policies with land use and transportation goals and other growth management strategies and regulations.
3. Manage Whatcom County's natural resources for recreation.
4. Complete and implement farmland preservation programs to sustain a productive agricultural economy.
5. Evaluate and account for the ecological and economic functions of environmental resources in the development process.
6. Complete plans for development or redevelopment of waterfront areas to support economic growth, while preserving the ecological function of shorelines.
7. Encourage conservation and recycling in the use of our natural resources.
8. Identify, process and market value-added products to extract more economic value by using fewer resources and reusing materials into products.

Goal C: Promote a diverse economy by sector and location

Strategies

1. Urge local, state, and federal agencies to improve coordination of government regulations and foster a fair, timely and predictable permit process.
2. Provide a supply of sites and buildings serviced by sewer, water, telecommunications and all-weather road access according to cities and county growth management plans in order to meet current and future demand for diverse business and industry.
3. Support and finance marketing of Whatcom County's attributes for growth and attraction of targeted businesses and industries. Identify and promote the unique needs and attributes of each area of the county and share information with economic development prospects to leverage community strengths.
4. Support the promotion of Whatcom County locally grown and manufactured products.
5. Review the local taxation and fee structure for competitiveness and determine fiscal imbalances across the county that may hinder economic development, and promote policies that advance economic sustainability.
6. Enhance current retention and expansion efforts by improving availability of business development services and financing.
7. Build on Whatcom County's recreation base to support tourism industries, and market cultural/heritage sites and events.

importance for each of the six goals and the priority of strategies within each goal. A total of 115 community residents attended the meetings.

These meetings were a significant attempt to help the advisory committee finalize the content in the strategy listing, but represent one piece of the process. Perhaps more importantly, these meetings were an important first step in outreach and education with the public about economic development – the first real effort in the county in recent history.

Workshop findings include the following:

- Participants brought rounded perspectives to the plan.
- Community needs and issues vary across the county.
- There is no clear consensus about strategies.
- Demonstrated the benefit of an ongoing education process.

After the final community meeting on June 12 the individual results were summarized and provided to the advisory committee for a final decision on the strategy list. The following is the product:

D. The Basic Economic Development Blueprint

Goal A: Finance and maintain appropriate infrastructure for community and economic development

Strategies

1. Extend necessary infrastructure to existing industrial-zoned properties, creating shovel-ready sites that encourage business location, retention, and expansion.
2. Secure necessary water rights and their availability for the continued viability of sustainable economic activity.
3. Maintain and improve the vitality of downtown cores and neighborhood business districts through enhanced pedestrian access, transit and parking.
4. Encourage public agencies that have countywide taxing ability to use that authority to support private sector investments in appropriate ways.
5. Encourage efforts of agencies to achieve multi-modal transportation solutions, including road, non-motorized, air, rail and water, to provide mobility for people and goods throughout the region.
6. Build on the public/private efforts in telecommunications development to create a fiber optics "backbone" in the county, including private-sector efforts to extend services to the end customer.
7. Finance priority infrastructure projects through short and long-term financing plans that maximize opportunities for grants and low interest loans.
8. Seek efficiencies in the use of infrastructure through reuse and redevelopment of underdeveloped existing lands and buildings, and through infill of adjacent vacant lands.
9. Complete an overall assessment of natural resources and public/private infrastructure conditions and needs throughout Whatcom County.

Name of Project	Location (area served)	Description/Benefits	Project Type*	Estimated Cost	Potential Funding Sources
APC	Purchase of Development Rights	Rural Whatcom County Augment the Purchase of Development Rights (PDR) program	Tech Assist	Undetermined	Federal, State, Local
	Drainage Based Water Management Program	Rural Whatcom County Develop a drainage based water management program organized along the lines of the County's Flood Control District or Drainage Districts	Tech Assist	Undetermined	Federal, State, Local
Port of Bellingham					
APC	Airport Terminal Reconstruction	Bellingham Int'l Airport Renovation and expansion of Bellingham International Airport (BLI) main passenger terminal, an essential facility for attracting inbound investment capital and expansion of existing facilities.	Public Works	\$8,200,000	Passenger facility fees, 10% local match
	Blaine Seafood Processing Discharge Line	Blaine Marina & Drayton Harbor Replace an existing fish processing wastewater line serving several Blaine seafood processors. Drayton Harbor is degraded with several sources identified as problem areas. Installation of a new purification system and discharge pipe would correct one deficiency and allow current fobs to continue.	Public Works	\$175,000	Processors 90% Local Match
	Bellingham International Airport East Side Infrastructure (#501-WA-CERT)	Wickett Way/Bellingham Int'l Airport Provision of full infrastructure to 21 acres of property to allow for a growth of airport dependent and airport related activities as well as light industrial uses. The project would provide full serviced parcels for the immediate expansion of air cargo facilities and general aviation. Remaining parcels would provide a much-needed inventory of available light industrial land.	Public Works	\$2,800,000	\$600,000 local from private business, EDA
	Central Waterfront Redevelopment	Bellingham (Roeder Avenue between I & J and Whatcom waterways Planning for the redevelopment of brownfield area of central waterfront area of Bellingham. Heavy industrial and environmentally degraded area of Bellingham requires careful planning and redevelopment strategies consistent with overall waterfront planning activities. Subject land is contaminated and underutilized. Strategically its central location and redevelopment is key to Bellingham revitalization and general and its downtown/old-town areas.	Planning	\$250,000	EDA Brownfield program, 50% local match NOAA
Port of Bellingham					

Name of Project	Location (area served)	Description/Benefits	Project Type*	Estimated Cost	Potential Funding Sources
	Bellingham Int'l Airport	Construction of infrastructure for a corporate jet park with runway access, including demolition, regarding and installation of utilities on surplus Air National Guard site. Corporate aircraft hangars are integral to attracting corporate clients (jobs) to the community. [REDACTED] mill [REDACTED] town. Transition from tourist	Public Works	\$1,800,000	Federal/state and 20% local match through debt.
Bulkhead and infrastructure for Boatyard	Bellingham (Squalicum Harbor)	Repair marine infrastructure to accommodate private investment in boatyard. Stimulate private investment of \$1.0 to \$1.5 million marine related activity and addresses environmental deficiencies of former operation.	Public Works	\$1,600,000	EDA/Gen Port funds, local can pay 50%
Waterfront Planning	Bellingham	Comprehensive waterfront development scheme as economy transitions. Reassessment of Bellingham's transitioning waterfront. Integration of state, local bay cleanup plans with future land use needs and shoreline development. Mitigates impact of job loss from GP mill closure.	Planning	\$300,000	EDA 50% local match
Airport West Side Development	Bellingham Int'l Airport	Development of full array of infrastructure necessary to service 150+ acres of vacant property at airport. This project provides land necessary for future airport grown over the next 25 years. Industrial tracts will be sized to meeting community need.	Public Works	\$8,000,000	EDA/City of Bellingham -- sewer installation to general area; \$1 million from Port.
Comprehensive County Marketing/Name-branding	Whatcom County	Create a "brand" for Whatcom County to promote economic stability in attracting capital, essential for job creation. Coordinate with EDC and Chamber. See CVB project list for details on tourism branding	Bus Dev/Fin and Planning	\$300,000 marketing campaign. \$125,000 name branding	20% local match
Sawtooth Dock Repair	Bellingham (Squalicum Harbor)	Repair commercial fishing work dock. Dilapidated pier can structurally no longer serve the commercial fishing fleet, which is not financially capable to pay for infrastructure improvements.	Public Works	\$250,000	No local match available
Marine Heritage Museum	Bellingham waterfront	Construction of an interactive maritime industry museum on waterfront with in-water boat display as tourism attraction.	Public Works	\$3,500,000	20% match through property contribution

Port of Bellingham