



Ballard Advisory Group Meeting #2 Summary Tuesday January 21, 2020

Attendance

Name	Organization	Attending
Eugene Wasserman	North Seattle Industrial Association	Yes
Warren Aakervik	Ballard Oil	Yes
Haley Keller	Peddler Brewing	Yes
Mike Stewart	Ballard Alliance	Yes
Suzie Burke	Fremont Dock Company	Yes
Tom Friedman	Ballard District Council President	Yes
Eric Nelson	Nordic Heritage Museum	Yes
Brad Benson	Stoup Brewing	Yes
Shaunie Wheeler	Teamsters Joint Council	No

Advisory Group Members' Feedback on Process and Data

- Some advisory group members would like CM Strauss's staff to be invited to participate in the advisory group
- Advisory members encouraged City staff and consultants to look at other cities for best practices (lessons learned from other places).
- There were a few questions about how much more granularly we can focus the data on Ballard specifically.
- One advisory group member pointed out that employment in commercial fishing operations are under counted by the data presented.
- Requested Ballard data specifically on employment trends
- Raised questions about what fits into "other manufacturing" and where the hospitality and tourism data is represented.

Implications of Mayor's Principles for Ballard

After receiving a briefing on existing City goals and policies for the industrial and maritime sectors in Ballard, Advisory Group members were asked to consider the implications of the Mayor's principles for their neighborhood.

These ideas are presented by principle below:

A. Using the power of local workers and companies to chart a blueprint for the future.

- Need policies supportive of industrial uses at different times of day (e.g. breweries)
- We need more specific definition about what we mean by "local" employers



C. Promoting equitable access to living-wage jobs through an inclusive economy and ladders of economic opportunity.

- City's homeless policies should not negatively impact industrial users

D. Improving the movement of people and goods to and within industrial zones and increase safety for all travel modes.

- This means better upkeep and safety of streets
- A greater focus on transportation and parking improvements for workers
- Improved transportation corridor to/through industrial areas
- Avoid high capacity transit through industrial
- Avoid elevated ST Light Rail options
- Need more robust parking enforcement (time limits)
- A better understanding of major truck route hierarchies within SDOT and the City
- Foster a better relationship between SDOT and industrial users

E. Aligning Seattle's industrial and maritime strategy with key climate and environmental protection goals.

- City should focus on the impacts to the local environment of companies (rather than companies being held responsible for regional impacts of their supply chain).
- Some recognition/celebration of progress on water clean-up by individual users

F. Developing a proactive land use policy agenda that harnesses growth and economic opportunities to ensure innovation and industrial jobs are a robust part of our future economy.

- We should collectively recognize that legacy residential properties in industrial zones do not imply the need for changing permitted uses.
- Ensure the long-term predictability of land use regulations to support decision making by small tenants
- Stop contract rezones which encourage the encroachment of non-industrial uses in industrial areas.
- Consider how changes in commercial zoning that limit the size of commercial grocery stores in neighborhood commercial districts make larger industrial sites more attractive to grocers than in the past.



Local Vision

After considering the local implications of the principles, Advisory Group members weighed in on the question: What are the priority elements of our desired future for the Industrial and Maritime sectors in Ballard?

- An increasingly diverse industrial/maritime sector in terms of both the workers and the kinds of jobs.
- Existing businesses are growing here.
- Sustaining the existing mix of diverse companies: breweries & distilleries; maritime & fishing; warehouse & distribution.
- People feel safe in the industrial areas at all times of day.
- Industrial and Maritime uses are celebrated; they are visible and better understood by the general public; and they are respected for their economic contribution and heritage.
- Light rail has been successfully integrated without hurting industrial users.
- Good access to labor that can afford to be here.
- A critical mass of maritime operators are sustained for the "sharing economies" they offer.
- Private ownership along the water is respected and maintained. This will sustain industrial areas ability to generate taxes for City.
- A good mix of jobs and housing together.
- Reduce the impacts of speculation on small businesses and companies that lease their properties by building market security through "predictable zoning".
- A new or rehabilitated Ballard Bridge.
- Reinvestment in the Ballard Locks to sustain this infrastructure.

SEATTLE INDUSTRIAL & MARITIME STRATEGY **BALLARD ADVISORY** MEETING #2

PRINCIPLES: IMPLICATIONS for BALLARD

(A) LOCAL JOBS

- POLICIES SUPPORTIVE OF INDUSTRIAL USES AT DIFFERENT TIMES OF DAY (BREWERIES)
- "LOCAL WORKERS AND/OR COMPANIES"
- DEFINE "LOCAL" EMPLOYERS

(C) EQUITABLE ACCESS

- CITY'S HOMELESS POLICIES SHOULD NOT NEGATIVELY IMPACT INDUSTRIAL USERS

(E) CLIMATE

- CONSIDER LOCAL IMPACTS
- RECOGNITION OF PROGRESS ON WATER CLEAN UP BY IND. USERS

(B) BETTER UNDERSTANDING OF MAJOR TRUCK ROUTE HIERARCHIES

(D) MOVEMENT OF PEOPLE

- UPKEEP AND SAFETY OF STREETS
- TRANSPORTATION + PARKING IMPROVEMENTS FOR WORKERS
- TRANSPORTATION CORRIDOR TO/THROUGH INDUSTRIAL AREAS
- AVOID HIGH CAPACITY TRAVEL THROUGH INDUSTRIAL
- AVOID ELEVATED ST LIGHT RAIL OPTIONS
- "IMPROVING AND MAINTAINING"
- PARKING ENGAGEMENT (TIME LIMITS)

(F) PROTECTIVE LAND USE

- LEGACY RESIDENTIAL PROPERTIES DOES NOT ALWAYS IMPLY NEED FOR COMPATIBLE USE
- PREDICTABILITY OF LAND USE CHANGES HELPS SMALL TENANTS
- CHALLENGE OF NON-INDUSTRIAL USES IN INDUSTRIAL AREAS (NO SPOT ZONING)
- PRECLUDING CERTAIN COMMERCIAL USES (LONG TERM - ORIGIN) FROM OTHER AREAS BECAUSE THESE USES INTO INDUSTRIAL AREAS

VISION

ADVANTAGE OF A DIVERSE IND/MAR SECTOR

→ GROWTH OF BUSINESSES THAT ARE HERE

- EXISTING MIX: BREWERY/DISTILLERIES; MARITIME WAREHOUSE/DISTRIBUTION
- PEOPLE FEEL SAFE 24/7
- INDUSTRIAL USES CELEBRATED + UNDERSTOOD + RESPECTED
- SUCCESSFUL INTEGRATION OF LIGHT RAIL + MARITIME INDUSTRY
- ACCESS TO LABOR THAT CAN AFFORD TO BE HERE
- SUSTAIN CRITICAL MASS OF MARITIME OPERATORS FOR "SHARING ECONOMIES"
- MAINTAIN PRIVATE OWNERSHIP ALONG THE WATER
- JOBS AND HOUSING TOGETHER!
- SUSTAIN AREAS ABILITY TO GENERATE TAXES FOR CITY
- PREDICTABILITY OF ZONING
- NEW OR REHABILITATED BALLARD BRIDGE
- SUSTAIN THE BALLARD LOCKS

PROCESS

- > CM STRAUSS STAFF PARTICIPATION
- > LOOKING TO OTHER CITIES FOR BEST PRACTICES (LESSONS FROM OTHER PLACES)
- > VISIBILITY

DATA

- > How, Further can we breakout the data for Ballard?
- > COMMERCIAL FISHING OPERATIONS ARE UNDER COUNTED