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- Kathy Nyland, Office of Policy and Innovation
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- Kelly Mann, Greg Johnson, ULI Northwest

Seattle, Washington

Next steps for Rainier Beach



The Rose Center
FOR PUBLIC LEADERSHIP

NATIONAL
LEAGUE
of CITIES



Urban Land
Institute

Mission:

To encourage and support excellence in land use decision making.

“We should all be open-minded and constantly learning.”

--Daniel Rose



The Rose Center
FOR PUBLIC LEADERSHIP

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of CITIES



Urban Land
Institute



Mission:

Helping city leaders build better communities

Elected officials and staff from more than 19,000 US cities, towns and villages are members of NLC or its 49 state municipal leagues





Urban Land Institute

Mission:

Providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

34,000 members worldwide:

- Developers
- Investors, Bankers and Financiers
- Architects, Designers and Consultants
- Public officials
- Academics



Rose Center Programming



- Policy & Practice Forums
- Education for Public Officials: webinars, workshops, and scholarships to attend ULI conferences



Daniel Rose Fellowship



- Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge
- Mayor selects 3 fellows and team coordinator
- Participating cities to date: Austin, Charlotte, Detroit, Hartford, Honolulu, Houston, Indianapolis, Kansas City, Louisville, Memphis, Minneapolis, Nashville, Oakland, Philadelphia, Phoenix, Portland, Providence, Sacramento, Tacoma and Tampa



NATIONAL
LEAGUE
of CITIES



ULI Urban Land
Institute

**Daniel
Rose
Fellowship**



★
Seattle



★
Omaha



Boston

★
Pittsburgh



2014-2015 Rose Fellowship Class

City Study Visits

- Assemble experts to study land use challenge
- Provides city's fellowship team with framework and ideas to start addressing their challenge
- Part of yearlong engagement with each city



The Panel



The Panel

- **Co-Chair:** Antonio Fiol-Silva, WRT, Philadelphia, PA (Rose Center Advisory Board)
- **Co-Chair:** Nadine Fogarty, Strategic Economics, Berkeley, CA
- Karen Abrams, Urban Redevelopment Authority of Pittsburgh, PA (Daniel Rose Fellow)
- Sheila Dillon, Department of Housing and Neighborhood Development, City of Boston, MA (Daniel Rose Fellow)
- John FitzGerald, Boston Redevelopment Authority, MA (Daniel Rose Fellow)
- Hon. Glenda Hood, triSect and former mayor of Orlando, FL (Rose Center Advisory Board)
- Dan Pitera, Detroit Collaborative Design Center, University of Detroit Mercy, MI
- Bob Stubbe, Public Works Department, City of Omaha, NE (Daniel Rose Fellow)
- Roger Williams, RW & Associates, Washington, DC (Rose Center Advisory Board)

The Challenge

How can the city work with the Rainier Beach community to implement a shared vision for investment and economic opportunity?



The image shows the exterior of a school building with a tan-colored wall. On the left, the word 'VIKINGS' is painted in large, blue, serif capital letters. To its right, the words 'STATE CHAMPIONS' are painted in smaller, red, serif capital letters. Below 'STATE CHAMPIONS', the words 'BASKETBALL' and 'TRACK' are painted in red, serif capital letters. Further right, the name 'JAMAL CRAWFORD COURT' is painted in red, serif capital letters. The building has a series of small, square, blue-tinted windows along its top edge. In the foreground, there is a black metal fence and a yellow signpost. The sky is overcast and grey.

VIKINGS

STATE CHAMPIONS
BASKETBALL TRACK

88' 98' 02' 03' 82' 84' 85' 86'
08' 12' 13' 14' 87' 88' 01' 02'
09'

JAMAL CRAWFORD COURT

Presentation Outline

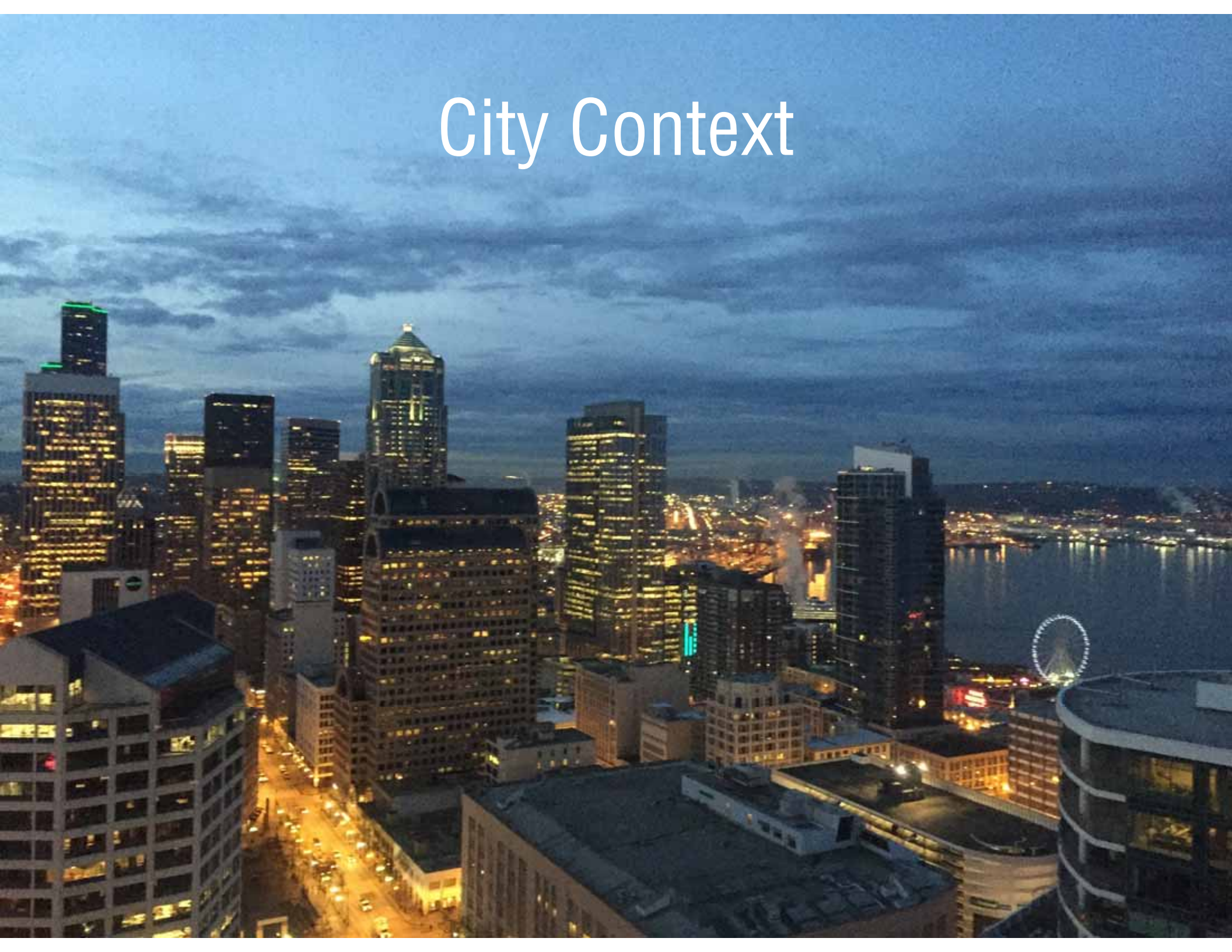
1. Observations

2. Community Values
3. Civic Engagement
4. Immediate Actions for Consideration
5. Conclusion & Homework

Observations



City Context



City Context

- Among fastest growing cities in U.S.
- Jobs in high growth industries
- Soaring housing prices and development pressure
- Expanding regional rail transit system
- Mayor Murray's equity vision, including recent minimum wage increase and pre-k program

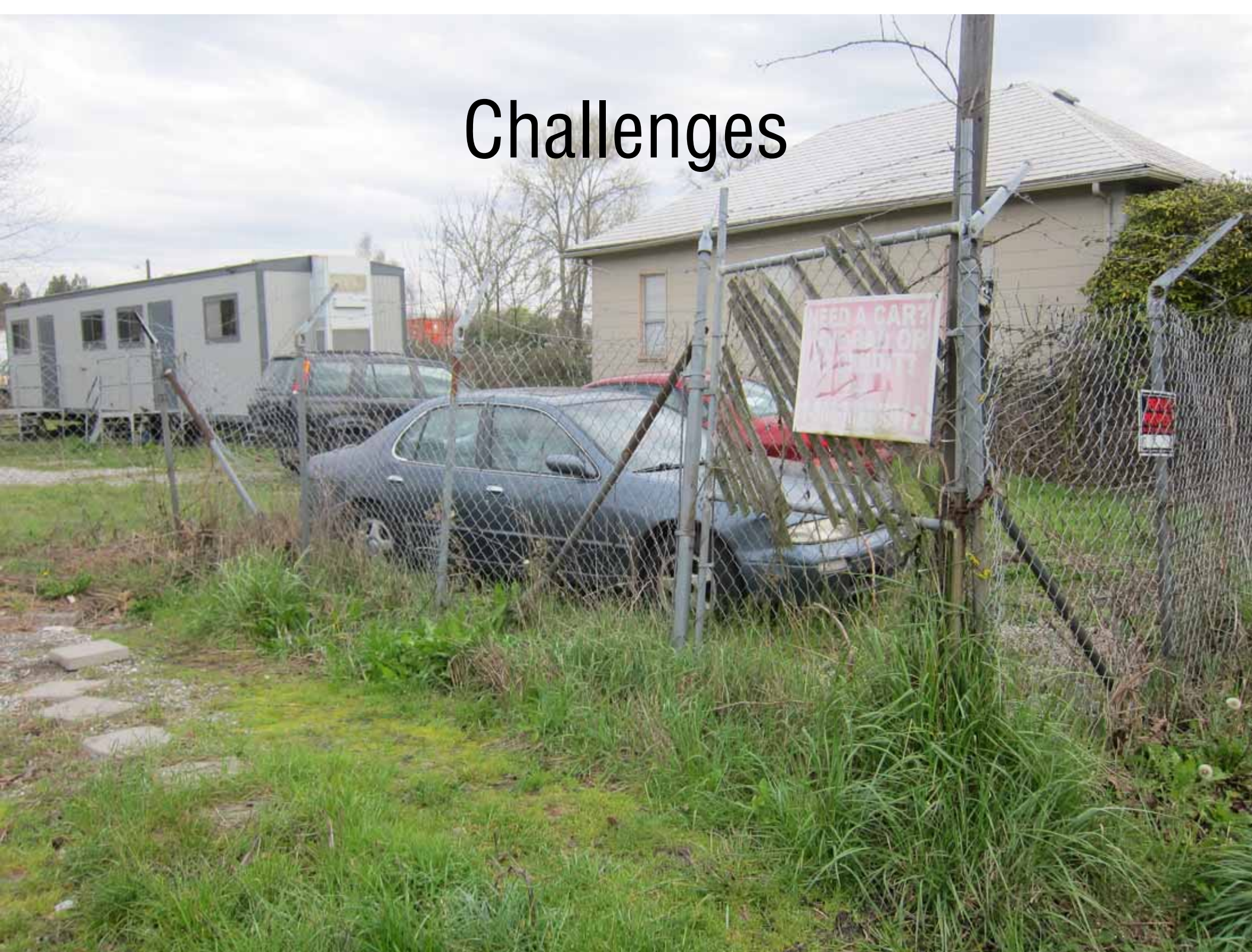
Assets



Assets

- Good neighborhood plan
- Diverse population, rich cultural history
- Destination parks, garden, lakefront
- Public schools, IB program
- Diverse food retail options, urban farm
- Excellent transit access
- Community center and library
- Entrepreneurial community
- Several recent small-scale private investments at emerging commercial node on 57th Avenue
- Reinvestment from Neighborcare

Challenges



Challenges

- Safety concerns
- Poor maintenance of the public realm
- High traffic volumes
- Difficult to access code enforcement and city services
- Lack of a coherent sense of place
- Uninviting corridor between train station and neighborhood
- Limited access to train station (e.g., no drop-off, park-n-ride)
- Concerns about future displacement
- Desire for additional retail, services and jobs
- Desire for more programming at gathering places, especially for youth

“The Plan is Stuck”

- Lots of planning, but hasn't resulted in implementation
- Some in community critical of recent public investments
- We heard a focus on TOD by city, but needs in rest of neighborhood may be higher priority
- Lack of clarity (from city and neighborhood)
- Need for a value-driven approach



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Presentation Outline

1. Observations
2. **Community Values**
3. Civic Engagement
4. Immediate Actions for Consideration
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Clarity of Purpose

Support and build community capacity and voice that can direct its future and be part of a greater whole



“Prospering in Place”



“Prospering in Place

- Be purposeful to avoid displacement; Rainier Beach is one the last affordable and diverse communities in the City
- Be purposeful to ensure that the development of Rainier Beach taps into the equity of the City
- Economic development should benefit Rainier Beach’s residents

“Build a *Cohesive* but
Varied Community”



“Build a *Cohesive* but *Varied* Community”

- Build a common ground/identity to create a shared vision
- Tap the energy that is generated by a diverse community (socio-economic, ethnic, age)



“Our *Youth* Unite Us”



“Our *Youth* Unite Us”



- Schools are the heart of the community

“A Great *Place* for All to Live”





“A Great *Place* for All to Live”

- Maintain Rainier Beach’s cultural and ethnic diversity
- Respect its natural beauty
- Rainier Beach should be physically cohesive, not disjointed (lots of open space but no common ground)
- Rainier Beach should have an identity that reflects its people, be identifiable as a unique place
- Rainier Beach’s physical space should promote a sense of community and safety
- Integrated but unique part of Seattle mosaic, not an isolated enclave



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Civic Engagement



Civic Engagement

- 
- Think differently about civic engagement
 - Rebuild confidence and trust

Engage Talents



Engage Talents

- Make Responsible Stewards
- Understand Values and Culture

3 Neighborhoods



ed by its neighborhoods. They have
has built solidarity and a profound
solidarity has given way to one that
of compromised quality of life than
of the Neighborhoods planning
drivers. To achieve this, we must
hood's challenges, while building
must realize its potential to
and desirable neighborhoods.

County of Los Angeles

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Neighborhoods Must
be Regionally
Competitive

the Plan into
Action

Working Together

+

Talking Together
equals

Moving into the Future Together

Mosaics & Tapestries





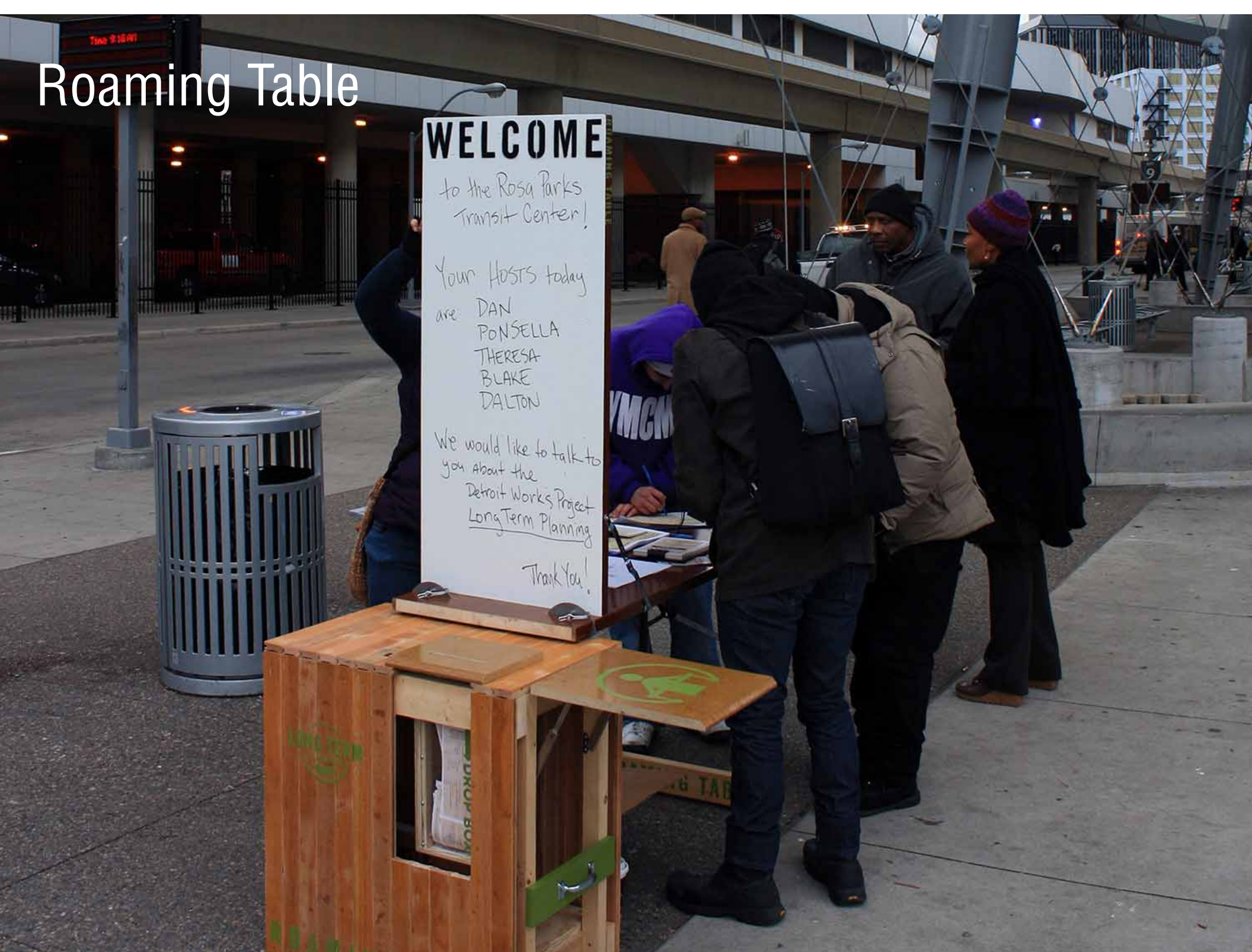
Start Small...

- Attending Existing Meetings
- Stakeholder Based Meetings
- One-on-one Meetings
- Community Conversations
- Storefront Community Space
- Street Team
- Computer Gaming
- Social Media
- Toolkits
- Feedback and Follow Through

Storefront Community Space



Roaming Table



Roaming Table



Music Videos

Sound Planning + Respectful Action = Civic Engagement

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Arts and Culture

- Public art
- Street festivals (e.g, Art Walk, School Bash, Light up the Beach)



Art Walk Rainier Beach
Rainier Avenue South + South Henderson Street



Not Just Art & You Don't Just Have to Walk

B-BOYZ **FREE PEDICAB RIDES** **COPS IN KILTS** **BELLY DANCING** **STEEL PAN BAND** **ULTIMATE FRISBEE** **FOR KIDS** **MARIMBA** **TAP DANCING** **SHOW & SHINE** **ART BOOTHS** **FRISBEE** **ART CONTEST** **ART CARS** **FOOD TRUCKS** **BOLLYWOOD** **TOUCHSTONES** **ERITREAN MUSIC** **SCREEN PRINT** **YOUR OWN TEE** **ZUMBA** **LOW RIDERS** **HOT RODS** **HOBBY BELLY DANCING**

Saturday September 7

 **11am to 3pm** **SEEDArts**

    **the Stranger**    

www.artwalkrainierbeach.com 

Arts and Culture: Food



Open space activation

COMMUNITY COOK
-AHT-
SAT. AUG 18. 11-3 **Right**
HERE
FAMILY FUN!

Infrastructure repair & maintenance, beautification, way finding & signage



Road improvements/ streetscape/ road diet

E.g., Vision for Rainier Avenue



Change perception of safety



E.g., Seattle Neighborhood Group environmental design assessment

City Leadership



City Leadership



- Leadership by Mayor to manage change in Rainier Beach

Establish Mayoral Neighborhood Office in Rainier Beach



Establish Mayoral Neighborhood Office in Rainier Beach

- Reports to Mayor, staffed by residents
- Champion and expedite development projects and programs for Rainier Beach and with local residents
- Assess development capacity of neighborhood organizations to take on leadership role for implementation

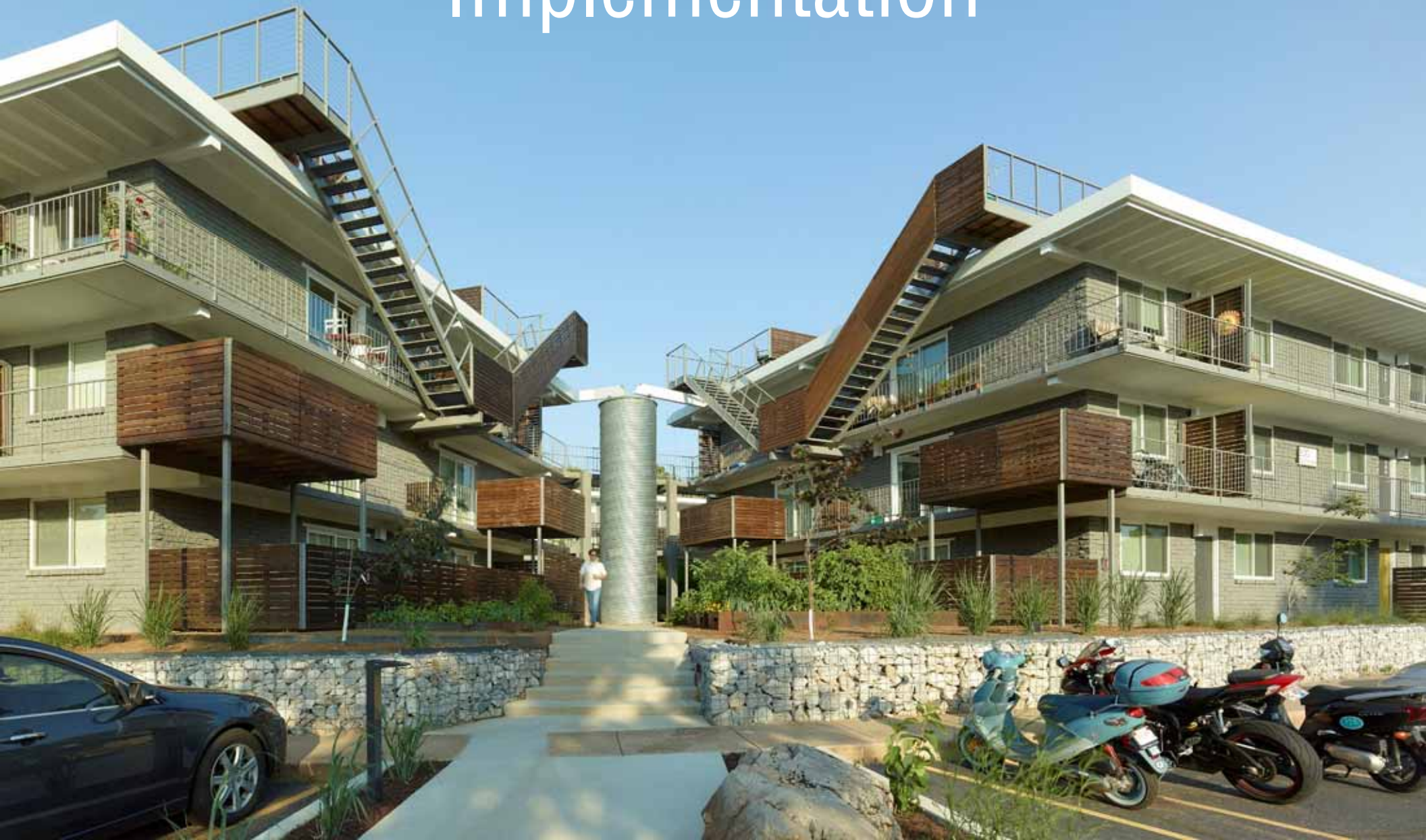
Roles for Neighborhood Office

- Coordinate work of all city agencies
- Refer residents to city services and support (e.g., small business support)
- Serve as liaison to other governmental entities
- Operate summer jobs/youth programs
- Source of information about Rainier Beach
- Attract investments (i.e., foundation support)

Recommit to the Neighborhood Plan

- Develop design improvements for Henderson
- Conduct land use plan for Rainier Avenue integrated with new roadway design
- Assess health and growth potential of neighborhood commercial nodes and support continued development of small business
- Analyze vulnerability of existing residents and housing stock to market changes
- Route #7 bus and move bus layover to rail station

Implementation



Implementation

- Develop implementation plan with timeframe, responsible entities and budget
 - Explore broader policies and tools to manage change and leverage future investment to benefit the neighborhood:
 - Inclusionary housing or other community benefits strategies
 - TIF or other district-based tool
 - Additional gap financing for homeownership
 - “Hardwiring” affordability for renters and homeowners (circuit breakers)

Implementation (continued)



Implementation (continued)

- 
- Continue due diligence on feasibility of innovation incubator/ maker space
 - Address TOD zoning after more in-depth investigation of market and financial feasibility of development

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2. Clarity of Purpose
3. Civic Engagement
4. Immediate Actions for Consideration
5. **Conclusion & Homework**

Conclusions

- If the City and neighborhood don't manage change, the market eventually will
- Back up your good planning with action
- Civic engagement is ongoing through planning and action
- The success of Rainier Beach is integral to the success of the Mayor's equity agenda

Homework

1. Re-engage with community leaders to validate the neighborhood plan recommendations
2. Develop an implementation matrix with timeframes and responsible parties
3. Create job description for neighborhood office staff to coordinate City activity
4. Link Rainier Beach to the Mayor's equity vision

Next check-in:

Rose Fellowship Retreat
Houston, May 12

Thank you to the following people; their assistance was essential to the panel's work:

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