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- Kelly Mann, Greg Johnson, ULI Northwest
Mission:
To encourage and support excellence in land use decision making.

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

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

Mission:
Helping city leaders build better communities
34,000 members worldwide:
- Developers
- Investors, Bankers and Financiers
- Architects, Designers and Consultants
- Public officials
- Academics

Mission:
Providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide
Rose Center Programming

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

- **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)
How can the city work with the Rainier Beach community to implement a shared vision for investment and economic opportunity?
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
Presentation Outline
1. Observations
2. **Community Values**
3. Civic Engagement
4. Immediate Actions for Consideration
5. Conclusion & Homework
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; Rainer Beach is one the last affordable and diverse communities in the City
- Be purposeful to ensure that the development of Rainer 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
Presentation Outline

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

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

- Make Responsible Stewards
- Understand Values and Culture
Working Together + Talking Together equals Moving into the Future Together
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
Roaming Table

WELCOME

to the Rosa Parks Transit Center!

Your hosts today are DAN PONSELLA THERESA BLAKE DALTON

We would like to talk to you about the Detroit Works Project Long Term Planning

Thank You!
Music Videos
Sound Planning + Respectful Action = Civic Engagement
Presentation Outline
1. Observations
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Arts and Culture

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

- 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
Presentation Outline
1. Observations
2. Clarity of Purpose
3. Civic Engagement
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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
Thank you to the following people; their assistance was essential to the panel’s work:

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