

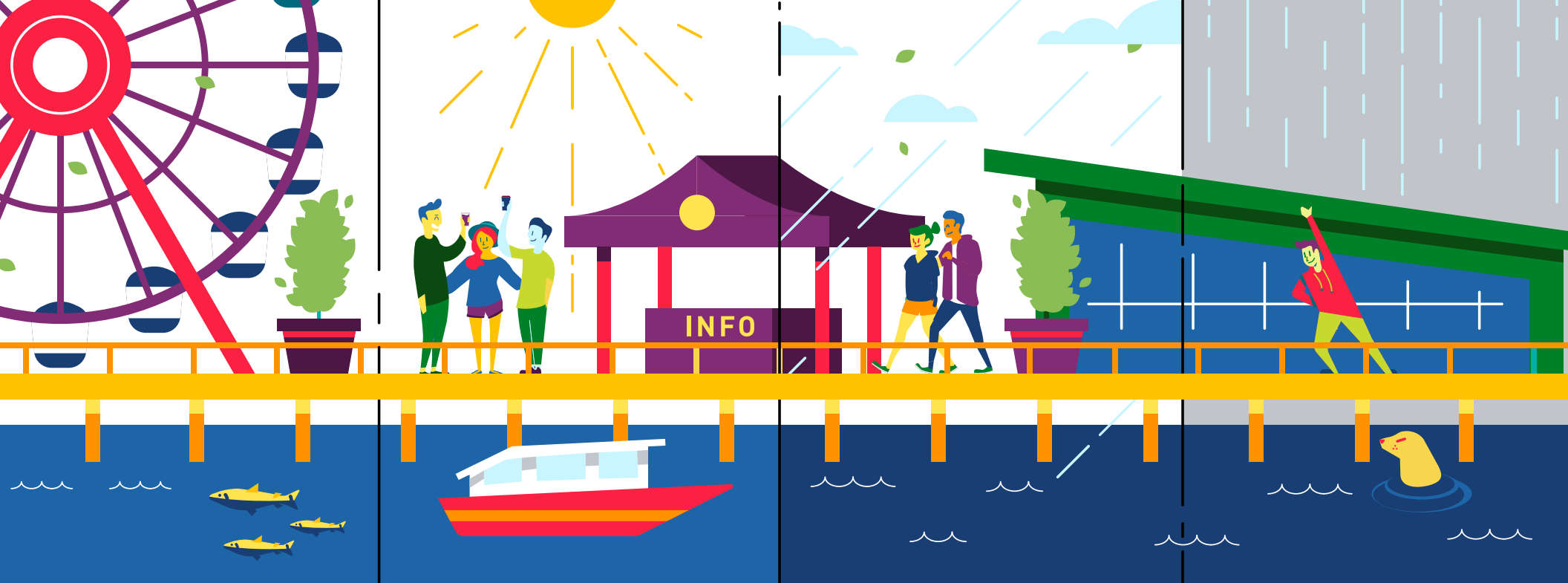


*Image by James Corner Field Operations courtesy of the City of Seattle.*

# WATERFRONT PARK

CREATING A SAFE, WELCOMING, ACTIVE PARK.  
AN UNPRECEDENTED PARTNERSHIP BETWEEN THE CITY AND FRIENDS  
TO FUND, SECURE, AND MAINTAIN OUR NEW WATERFRONT PARK.





## HOW DO WE KNOW WATERFRONT PARK WILL BE A VIBRANT, CLEAN, AND SAFE PLACE?

Great parks around the world are accessible, comfortable, active, and social. The City of Seattle and Friends are deploying a proven, three-pronged strategy to ensure the waterfront will be a well-managed and safe public space that is welcoming to all:

- 1 Diverse programming** brings people to the waterfront, ensuring spaces are dynamic, lively, and welcoming
- 2 A safe atmosphere** where rules of conduct are clear and followed by everyone, with dedicated staff on hand to enforce the rules
- 3 People's social needs are addressed proactively and with compassion** - meeting people where they are while also ensuring negative behavior isn't allowed

*This unprecedented approach benefits from dedicated public park operating funds augmented by Friends, community partnerships, and an oversight committee — all secured by ordinance.*



**THE CITY AND FRIENDS HAVE COMMITTED THE RESOURCES TO ENSURE THE WATERFRONT PARK HAS A HIGH STANDARD OF MAINTENANCE AND OPERATIONS, INCLUDING YEAR-ROUND DAILY STAFFING AND CLEANING, ENHANCED SECURITY, AND SOCIAL SERVICES.**

**THIS COMMITMENT IS A GAME CHANGER — ALONG WITH A CLEAR CODE OF CONDUCT — AND ENSURES THE NEW PARK IS SAFE AND ACTIVE ON OPENING DAY AND DECADES INTO THE FUTURE.**

# CITY COMMITMENTS: BY ORDINANCE & CONTRACT

## FUNDING, OPERATIONS, AND MAINTENANCE ORDINANCE NO. 125761

ADOPTED JANUARY 29, 2019

The City of Seattle has committed to a joint delivery model with Friends, with long-term commitments of funding and other resources to help ensure the park is successful. These commitments are for a minimum of 20 years and may not be changed without agreement of property owners in the area:

- \$4.8 million in funding for enhanced maintenance carried out by Seattle Parks & Recreation and public safety
- Formalized long-term partnership between Friends and Seattle Parks & Recreation to operate Waterfront Park and public spaces beginning with Pier 62, including year-round daily staffing in the park
- Directs City staff to submit Park Boulevard legislation, which ensures park rules apply and are enforced in the future Waterfront Park, including:
  - > overnight closures
  - > no camping
  - > no smoking
  - > regulated vending
  - > general rules of conduct
- Contractual commitment between City and property owners for City to provide maintenance, security, and funding *for 20 years*
- Establishes Central Waterfront Oversight Committee to measure performance standards *for 20 years*
- Philanthropic capital commitment for \$110 million, and \$160 million LID capital contribution

Through an operating partnership with the City, Friends will provide private funding of ~\$4 million annually starting in 2023 to carry out programming, augmented staffing, and security.

## OVERSIGHT COMMITTEE

To help ensure successful Waterfront Park operations, maintenance, safety, and cultural and recreational programming, an oversight committee has been established consisting of 14 Mayor / City Council-appointed members (majority will be property owners and tenants within the LID) as well as five dedicated nonprofits with public space management expertise. This group will establish a performance standard for the new park, based on other successful urban parks, and report annually to the Mayor and City Council on its success.



*Image by James Corner Field Operations courtesy of the City of Seattle.*

## **JOINT DELIVERY MODEL**

Following the public-benefit partnership model, Friends educates the public about the park and its benefits, raises philanthropic funds for the construction of the park, and will partner with the City to steward and program the park long-term. Working under a joint-delivery model with Seattle Parks and Recreation (SPR), SPR will provide basic maintenance with public funding, and Friends will provide a broad range of public programming with funding from private sources. The City and Friends share the goal to make the central waterfront a vibrant public space where all communities can share cultural, recreational, and civic experiences year-round in a beautiful environment.



*Image by James Corner Field Operations courtesy of the City of Seattle.*

## **PUBLIC SAFETY AND HELPING THOSE IN CRISIS: THE “LEAD” MODEL IN ACTION**

Law Enforcement Assisted Diversion (LEAD) is a law enforcement-led program that proactively connects the homeless and people in crises with the services they need. It is supported by a unique coalition of law enforcement agencies, public officials, and community groups. On the waterfront since 2015, Friends, Historic Waterfront Association, the Metropolitan Improvement District (MID), Seattle Police Department, and outreach workers have worked collaboratively to implement LEAD.

Through these programs, we have seen a 30% decrease in citations and arrests, and a 40% increase in event attendance during the last four summers. Waterfront LEAD referrals enable people to receive substance abuse treatment, counseling, and supported housing. We will expand these programs along with regular security and social service support as part of Waterfront Park operations starting 2023.

# AREA TO BE COVERED BY MANAGEMENT PARTNERSHIPS

Image by James Corner Field Operations courtesy of the City of Seattle.



## PILOT AGREEMENT (2019 - 2021)

- 1 Pier 62 and Floating Dock
- 2 Pier 58 / Waterfront Park

## MANAGEMENT AGREEMENT (2021)

- 1 Pier 62 and Floating Dock
- 2 Pier 58 / Waterfront Park
- 3 Alaskan Way East and Union Street
- 4 Park Promenade
- 5 Railroad Way

## OVERLOOK WALK AGREEMENT

- 6 Overlook Walk

- Park rules apply now
- Park rules will apply when park opens (2023)

# WATERFRONT PARK

WELCOMING, BEAUTIFUL, ACTIVE SPACES — ASSURED.



*Image by James Corner Field Operations courtesy of the City of Seattle*

To learn more about the future Waterfront Park,  
visit [www.friendsofwaterfrontseattle.org](http://www.friendsofwaterfrontseattle.org).

