

friends

of WATERFRONT SEATTLE

ANNUAL REPORT 2016

2017: A LOOK FORWARD TO THE FUTURE WATERFRONT



A concert on the future Pier 62, the first piece of the waterfront park to be delivered in 2019
Image courtesy City of Seattle and James Corner Field Operations

Dear Friend:

We are helping to build a waterfront park that is a beautiful, accessible, versatile public space where people from throughout the city and region, of different ages and backgrounds, can play and recreate on common ground. Visitors to the future waterfront park will be able to enjoy gardens while strolling along the promenade, launch a kayak from Pier 62, play soccer and other sports, experience concerts and public art, witness migrating salmon and other nearshore ecology, visit the expanded Pike Place MarketFront and Seattle Aquarium, all while taking in views of Elliott Bay and the Olympic Mountains. Creating such a public space will deepen our connection to our urban shoreline and Puget Sound, and broaden our sense of community.

Great urban parks are measured by their use. Ensuring the waterfront park is widely used by people with diverse interests is directly related to the types of partners involved in the park's activation. The goal to create a "Waterfront for All" is central to the guiding principles of the City of Seattle's Waterfront Project, developed by the public through over six years of outreach and engagement and more than 10,000 public comments. In forming partnerships for activation, Friends follows the guiding principles adopted by the Seattle City Council and included in the Waterfront Strategic Plan.

A "Waterfront for All" is one that will:

- Engage the entire city.
- Be focused on public use and activities that attract people from all walks of life.
- Be a place where locals and tourists can interact effortlessly.
- Draw on the talents and dreams of the entire city.
- Engage locals through a range of activities throughout the day and year.

Today on the existing waterfront, Friends is conducting research and development (R&D) to learn what types of programming, amenities, and other practices are essential for creating a magnetic mixing chamber for all to enjoy. Through this R&D, we are demonstrating the model while developing a tested park activation plan which is important to the park's success from day one. Partnerships are central to Friends' work toward a strong future for our waterfront which requires sustainable leadership, expression of a plurality of voices and a collective vision of place.

Hot Spot, Friends' pilot project that presents free cultural and community programs in existing Waterfront Park, is the cornerstone of this R&D. In 2016, Friends built on Hot Spot's successes from its 2015 inaugural season to present an expanded summer season of events that drew thousands to experience our urban shoreline as a destination for music, dance, soccer, and more, all in ways that were authentic to our local, diverse communities. The success of this programming was made possible by an amazing roster of partners who brought their unique palette to explore what is possible on our waterfront, both today and tomorrow.

Also in 2016, momentum for our waterfront's transformation continued to build significantly:

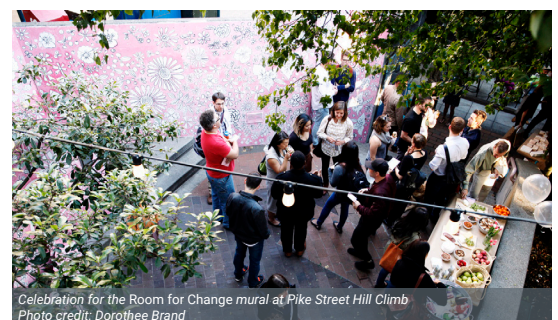
- In August, 83% of voters defeated Initiative 123, mirroring the percentage of people who "support the waterfront park" in a citywide 2015 poll commissioned by Friends—a clear sign that the public remains committed to executing the City's waterfront park plan.
- The Elliott Bay seawall replacement advanced towards completion, and salmon are traveling along the habitat-friendly wall on their migration out to sea.
- Construction of the Pike Place MarketFront expansion continued, and will open next summer.
- The campus master plan approved by City Council for the Aquarium's exciting expansion is making headway with a bold vision.
- The rebuild of Pier 62—the first piece of the waterfront park—was advanced by the mayor and approved by City Council, allowing Friends and the City to deliver an "early win" in summer 2019.

Realizing the waterfront vision is truly a collective effort, we are deeply grateful to the many people and organizations that have worked hard to advance this vision over the years. Friends looks forward to continuing to grow partnerships within the community to create a truly special place that—no matter what neighborhood you call home—is everyone's front porch.

All the best,



Heidi Hughes
Executive Director, Friends of Waterfront Seattle



Front cover: Future Pier 62 at sunset
Image courtesy of City of Seattle and James Corner Field Operations

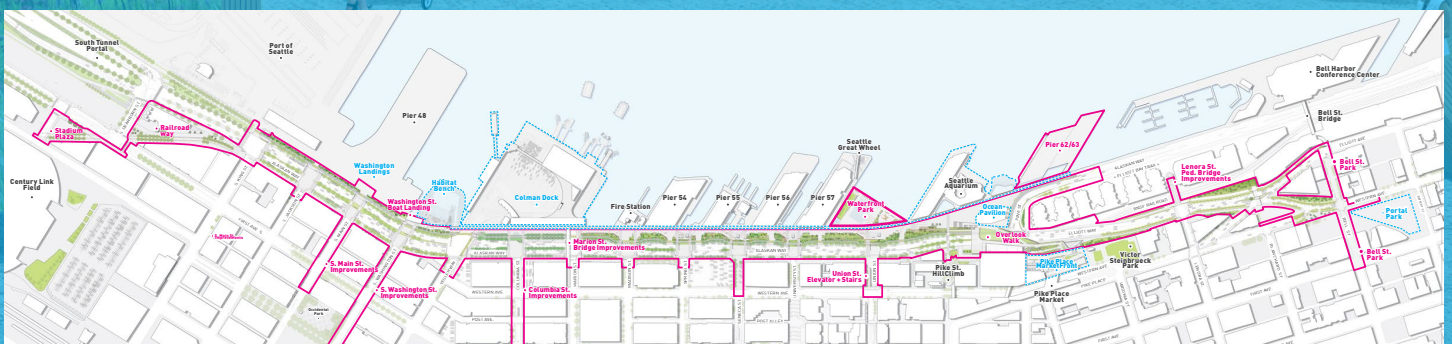
FRIENDS OF WATERFRONT SEATTLE

As the non-profit partner to the City of Seattle, **Friends of Waterfront Seattle** is responsible for:

- **Engaging the public** and building awareness for the waterfront project
- **Raising capital funding** for park construction, and
- **Partnering with the city** on the park's long term stewardship.

SEATTLE'S CENTRAL SHORELINE IS BEING TRANSFORMED

into a 26-block park and central flexible gathering space designed by James Corner Field Operations, informed by a decade of public input. Already underway with the replacement of the Elliott Bay seawall and the rebuilt Pier 62, the future park features a 9-acre central public space connected to the new Pike Place MarketFront via the Overlook Walk. The "Waterfront for All" includes the Seattle Aquarium's expansion, pedestrian promenade, dedicated bike path, new urban streets and parking, neighborhood parks in Belltown, and gardens providing beauty and bio-filtration.



Waterfront Seattle 26-block park



WATERFRONT SPACE

Friends operates Waterfront Space which serves as Friends headquarters, a public showroom for the waterfront project and a community event space. Open 12pm-5pm Wednesday through Sunday, 600-700 visitors a month visit the Space to learn about the waterfront project and participate in a variety of events hosted by Friends and our community partners.



ACTIVATING URBAN PARKS

Friends is a partner in the Urban Parks Partnership (UPP) with the Downtown Seattle Association (DSA), Metropolitan Improvement District (MID), Alliance for Pioneer Square, Seattle Parks Foundation, and the Seattle Parks and Recreation Department. DSA and the Parks Department just entered a five-year agreement to further this program in Occidental and Westlake Parks. In 2015, Friends launched a three-year park pilot project - Hot Spot - to activate existing Waterfront Park as research and development (R&D) for the future.



PIKE STREET HILL CLIMB

The Pike Street Hill Climb is a critical connection between Western Avenue and the waterfront. In 2016, Friends took on enhancing the Hill Climb as a pedestrian access route and unique urban public space. In partnership with MID, Friends cleaned up graffiti and other hard surfaces, installed cafe lighting with help from DSA, and began working with the landscape architecture firm Land Morphology on reimagining the Hill Climb's planted areas which will preview the future waterfront park plantings. As part of the Seattle Design Festival, local artist Carolina Silva enlivened the Western Avenue entrance with *Room for Change*, a warm, playful mural created in partnership with Space.City, DSA, Urban Artworks, and over 40 volunteers.



A 26-BLOCK WATERFRONT PARK

Through over six years of community input, bold vision, committed leadership and thoughtful planning, the City of Seattle is taking advantage of a once-in-a-century moment to capitalize on infrastructure projects—the replacement of the seawall and removal of the Viaduct—to create a park that will physically and psychically reconnect us to our urban shoreline and Elliott Bay. The rebuilt Pier 62 is the first piece of our waterfront park, arriving in early 2019.

WATERFRONT ACTIVATION PARTNERSHIPS



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SEATTLE



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PIKE STREET HILL CLIMB



LIVE MUSIC



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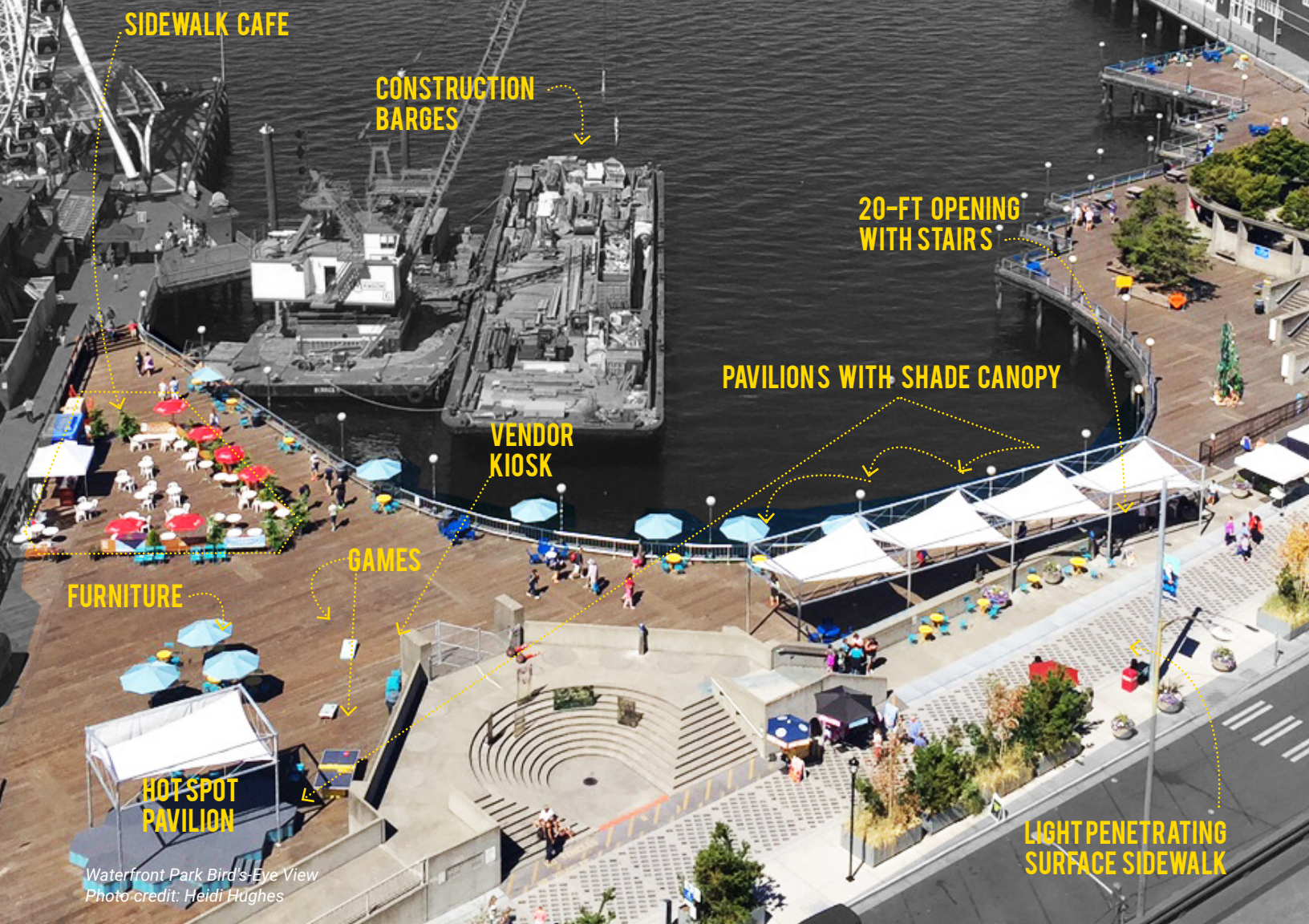
EVENT PARTNERS

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WATERFRONT PARK **ACTIVATION**

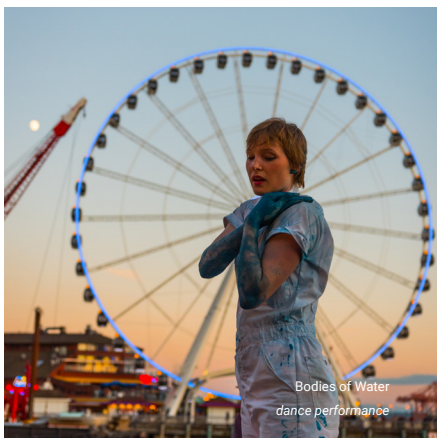
Friends' Hot Spot pilot project in existing Waterfront Park has brought profound change to this public space. Since Hot Spot's launch in 2015, the existing park has been transformed from a little-used piece of our waterfront with no amenities to an inviting place where visitors and locals can enjoy free music, sports, and other activities—the types of fun, inviting activities that will be an important part of our future waterfront's DNA.

In 2016, Friends built upon Hot Spot's 2015 success by expanding program partnerships, installing the Hot Spot pavilion canopy, and focusing on events designed for locals, which included a spectrum of events such as: music performances curated by KEXP, a site-specific dance performance by local choreographer Alice Gosti produced by Velocity Dance Center, an all-ages hip hop dance competition with 206 Zulu, a Korean pop culture talent contest, pop-up soccer with the Sounders FC RAVE Foundation, and more. Through Hot Spot, Friends invites diverse groups and individuals from throughout the community to reimagine our urban shoreline as a vibrant hub for art, culture, sports, and celebration, while developing the practices and partnerships that will ensure the future waterfront park is active, inclusive, and vibrant on day one.

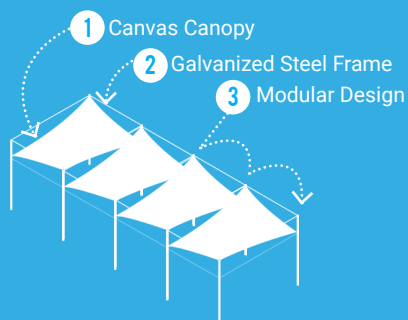


HOT SPOT PROGRAMMING

Hot Spot activates existing Waterfront Park with free community programming including live music of diverse genres, DJ sets, dance performances, sports activities, and more. By sponsoring local community organizations and artists to perform in the space, we are creating engagement and ownership in the waterfront project while building excitement about the future.



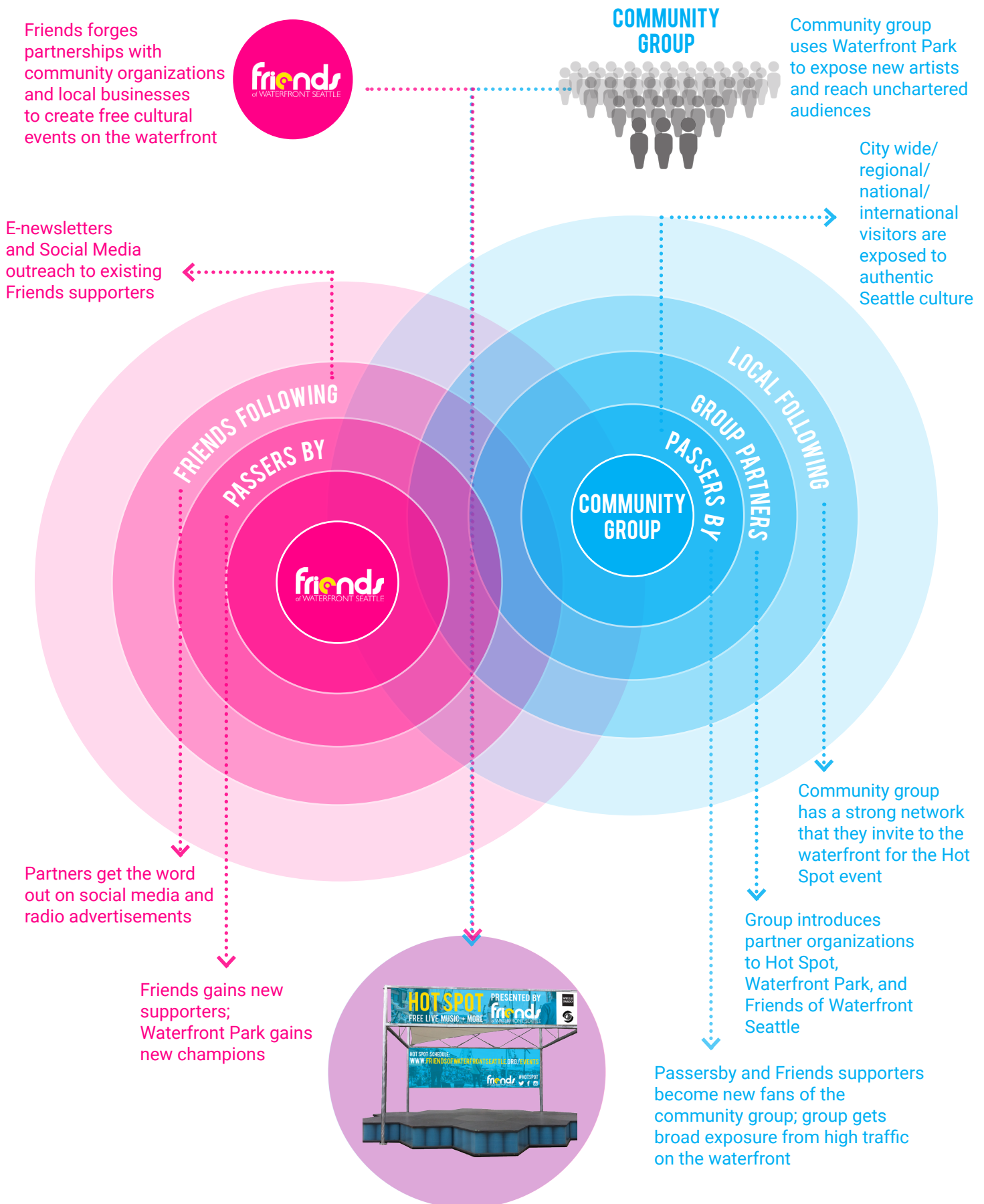
HOT SPOT PAVILION



During June and July of 2016, the new **HOT SPOT PAVILION CANOPY** was installed. Designed by University of Washington students in the Master of Architecture program, the pavilion features a covered area for performances on the student designed-and-built Hot Spot stage, and a series of canopies straddling the sidewalk and pier, providing shade along the edge of the park.

The Hot Spot pavilion and stage hosts performances and events at existing Waterfront Park, and will have a continued life on the rebuilt Pier 62. Rebuilt Pier 62, slated for completion in 2019, will have customized fittings to accommodate the pavilion canopy for years to come. The canopy creates a sense of place and defining architecture at the existing Waterfront Park, drawing people from near and far to the park. It has also provided important insight into the shoreline permitting process and shed light on how temporary infrastructure can better serve the needs of the future park's programming and visitors.

WATERFRONT PARK ACTIVATION STRATEGY



K-POP NOW!

Korean Chamber of Commerce organizes K POP Now! event with support from Friends



Korean American community participates in competition and traditional performances



K-Pop fans from around the world watch and join the fun: These Italian tourists won third place!



206 ZULU FISH-N-CHIPS



206 Zulu teaches Friends supporters about hip hop dance styles and history at a community happy hour event at Waterfront Space



Hip hop dancers from around the region participate in the competition at Hot Spot



Passers-by stop and watch hip hop dance, attracting more 206 Zulu followers and Friends followers

HOW & COMMUNITY GROUPS BRING PEOPLE TO THE WATERFRONT

KEXP crowd turns out in high numbers and reimagines Waterfront Park



KEXP draws loyal following and people who support KEXP to the waterfront



Friends supports KEXP through underwriting, bringing KEXP listeners in tune with the waterfront



KEXP ROCKS THE DOCK

Passersby watch the dance performance, attracting new Friends and Velocity supporters



Velocity brings partner orgs and community members to participate in the performance



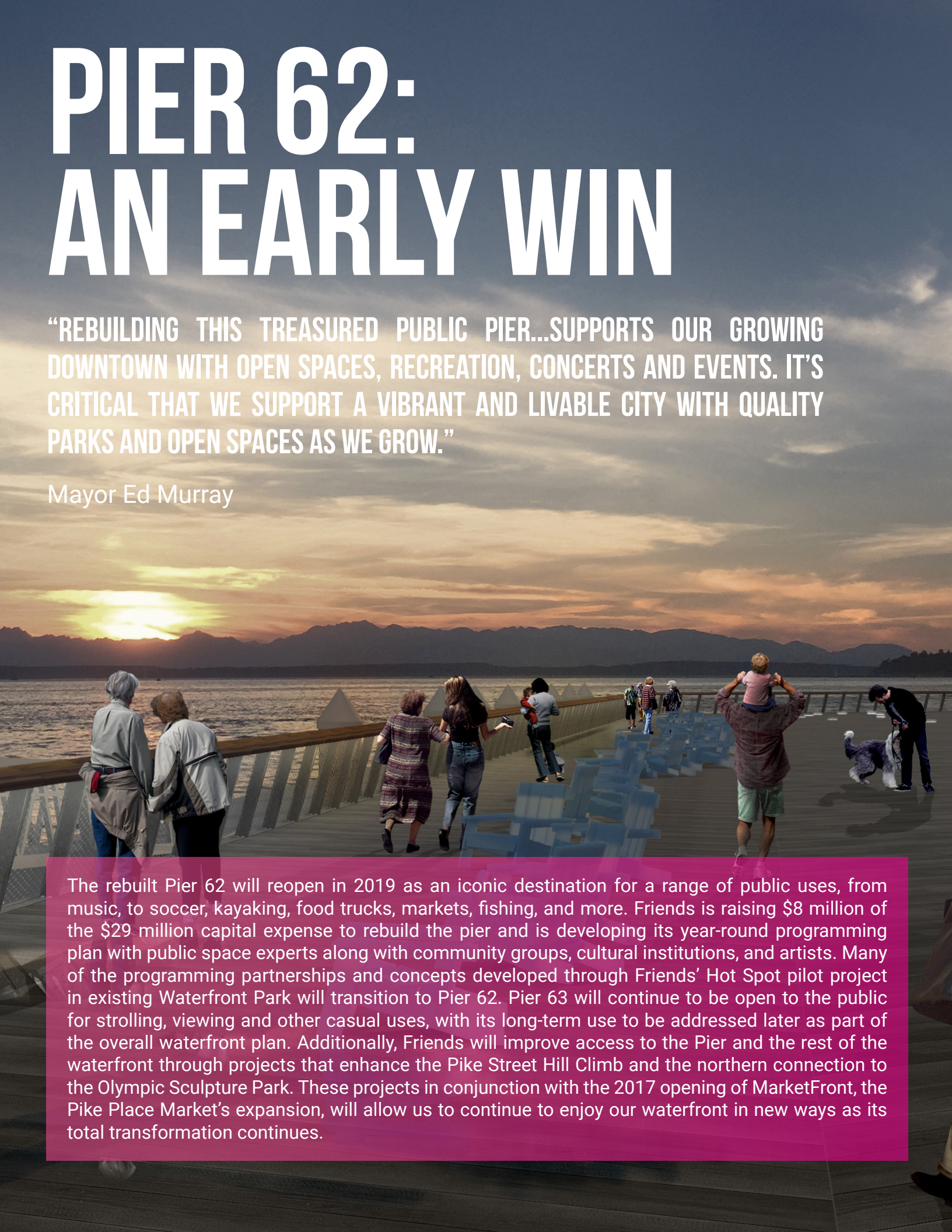
Velocity Dance Bodies of Water event attracts Seattle artists and Capitol Hill community to the Waterfront

BODIES OF WATER WITH VELOCITY

PIER 62: AN EARLY WIN

“REBUILDING THIS TREASURED PUBLIC PIER...SUPPORTS OUR GROWING DOWNTOWN WITH OPEN SPACES, RECREATION, CONCERTS AND EVENTS. IT’S CRITICAL THAT WE SUPPORT A VIBRANT AND LIVABLE CITY WITH QUALITY PARKS AND OPEN SPACES AS WE GROW.”

Mayor Ed Murray

A photograph of Pier 62 at sunset. The sky is a mix of orange, yellow, and blue. The sun is low on the horizon, casting a warm glow. In the foreground, several people are walking along the pier. On the left, two older women are walking away from the camera. In the center, a group of people are walking towards the camera. On the right, a man is walking a dog. The pier has a wooden railing and a wooden deck. The water is calm, and the mountains in the background are silhouetted against the sunset sky.

The rebuilt Pier 62 will reopen in 2019 as an iconic destination for a range of public uses, from music, to soccer, kayaking, food trucks, markets, fishing, and more. Friends is raising \$8 million of the \$29 million capital expense to rebuild the pier and is developing its year-round programming plan with public space experts along with community groups, cultural institutions, and artists. Many of the programming partnerships and concepts developed through Friends’ Hot Spot pilot project in existing Waterfront Park will transition to Pier 62. Pier 63 will continue to be open to the public for strolling, viewing and other casual uses, with its long-term use to be addressed later as part of the overall waterfront plan. Additionally, Friends will improve access to the Pier and the rest of the waterfront through projects that enhance the Pike Street Hill Climb and the northern connection to the Olympic Sculpture Park. These projects in conjunction with the 2017 opening of MarketFront, the Pike Place Market’s expansion, will allow us to continue to enjoy our waterfront in new ways as its total transformation continues.

CONNECTION TO WATER/NATURE/PLACE

Pier 62 will be a place to fish, study the tide against the new artist-designed seawall facade, observe migrating salmon and nearshore species, experience canoe journeys and other ceremonies, climb aboard the Aquarium's research vessel, or simply appreciate panoramic views of Elliott Bay, the Port, Olympic Mountains, and our skyline - a reconnection to our water's edge and its significance.



ARTS & CULTURE: A CANVAS FOR EVERYONE

Pier 62 will support a wide variety of arts and cultural programming that connect people to our urban shoreline. As a setting for the whole community to apply its creative lens, the waterfront provides a backdrop for outdoor music, movies, dance classes, art installations and performances. A flexible and accessible open space for festivals and other celebrations, Pier 62 will be a canvas for everyone's palette.



PLAY ON THE BAY

Rain or shine, Seattleites love to play. Soccer, volleyball, kayaking, and other athletic activities will be a part of Pier 62's year-round offerings, making it a centrally located place for adults and children from throughout Seattle and neighboring islands to play on the water. The Sounders FC RAVE Foundation and our many local outdoor recreation partners will be part of the recreation plan for the pier.



THANK YOU, SUPPORTERS. YOU MAKE IT HAPPEN.

Friends of Waterfront Seattle's work to advance the vision for our central waterfront's transformation into a vibrant, welcoming 26-block park simply would not be possible without the generous support of our donors. We are honored to have their partnership in realizing the vision for our waterfront.

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UNDER \$50

Geoffry Anderson, Jessica Brown, Tara Cashman, Wanna Choy, Emily Gassert, Marga Rose Hancock, Ryan Hester, Robin Lee, Joel Wilbur, Kejia Zhang

At Friends, we rely on philanthropy to realize the vision for our future waterfront park. We are deeply grateful to the many donors whose generosity has helped advance the project.

Thank you for your support!

FRIENDS' BOARD OF DIRECTORS

* Denotes those board members who served on the Central Waterfront Committee, the body of 34 community volunteers and civic leaders chartered to advise the Mayor and City Council on the waterfront's future.

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"CITIES HAVE THE CAPABILITY OF PROVIDING
SOMETHING FOR EVERYONE ONLY BECAUSE, AND
ONLY WHEN, THEY ARE CREATED BY EVERYONE."

— JANE JACOBS

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Americana Festival at Hot Spot
Photo credit: Robert Wade