



friends
of WATERFRONT SEATTLE
ANNUAL REPORT 2017





Rendering of future garden boardwalk. Image courtesy of James Corner Field Operations and the City of Seattle



Rendering of future designated bike path and Habitat Beach area. Image courtesy of James Corner Field Operations and the City of Seattle.



Rendering of the rebuilt Pier 62: The People's Pier. Image courtesy of James Corner Field Operations and the City of Seattle.

Dear Friends:

Waterfront Seattle is more than new infrastructure and a park. It will infuse the central waterfront with colorful landscaping that is both beautiful year round and provides biofiltration. It is a metamorphosis that will make our working waterfront more accessible by foot, bike, bus, ferry, and automobile. It is a transformation that enables the expansions of Pike Place Market and the Seattle Aquarium. It is a revolution that will bring locals to the waterfront and offer food and beverage options to generate economic opportunities for people with limited resources. The park will be a platform that will support dynamic programs that celebrate all communities and cultures. Overall, Waterfront Seattle is a once-in-a-generation opportunity when the community's values, vision, and investments align to achieve lasting economic, social and environmental impact — now, and for the benefit of future generations.

The Washington State Department of Transportation's tunnel boring machine, "Bertha," completed digging on April 4, 2017, marking the end of her 9,270 foot journey under Seattle and cementing the schedule for demolition of the Alaskan Way Viaduct in early 2019. The Viaduct's removal allows for the beginning of the City of Seattle's construction of our amazing waterfront park. The foundation of the park, the rebuilt salmon-friendly Elliott Bay Seawall, is now complete. The first piece of the park, Pier 62 Rebuild, broke ground late this year.

MarketFront, Pike Place Market's expansion and the upland connection to the future park, opened in June. MarketFront was made possible by the waterfront park project, and includes 12,000 square feet of new local shops and restaurants, 47 new craft/farm tables, and 40 low-income senior housing units. This new extension will seamlessly connect to the new waterfront via the future park's Overlook Walk, a pedestrian pathway with gardens, play areas, food and beverage offerings, and sweeping elevated views of Elliott Bay.

Central to our work — like the waterfront park itself — is partnership. Whether it is working with the City of Seattle on park design and operations, collaborating with a local cultural group to program the waterfront today and into the future, building awareness of the park and its benefits, raising money to support the project, teaming up with organizations to leverage the park amenities to elevate low-income entrepreneurs, or coordinating with local businesses to ensure the waterfront is safe and welcoming, the future of Seattle's central waterfront relies on partnerships with numerous individuals and entities.

Seattle's new 26-block waterfront park is emerging when our city needs it most. Throughout history, the central waterfront has been shaped by the prevailing forces of modernization of the times: trade, ship building, fishing, industry, transportation, and tourism. For the first time, the City and Seattleites from all walks of life are making intentional choices about how to improve our working waterfront to serve all current uses, our entire community, and the natural environment. As the Puget Sound region grows at one of the fastest rates in the country, Waterfront Seattle is more important than ever — providing a gathering place where we can experience physical nearness with our neighbors to create social inclusion. We are honored to work with the many people, groups, and communities whose involvement ensures that we realize a beautiful working waterfront that all Seattleites will enjoy.

All the best,

Heidi Hughes, Executive Director

WATERFRONT SEATTLE

THE POWER OF PARTNERSHIPS

Seattle’s central shoreline is being transformed. The replacement of the Elliott Bay Seawall with new salmon friendly infrastructure (completed in 2017) as well as the removal of the Alaskan Way Viaduct (early 2019) allows streets to be reimagined, making way for a 26-block park designed by James Corner Field Operations (opening 2022 - 23). This project is called Waterfront Seattle.

The vision for the park has been developed during the last 10 years through unprecedented collaboration between government, community leaders, tribes, the business sector, numerous stakeholders, and the public at large. The principles guiding this vision are:

- Create a waterfront for all
- Put the shoreline and innovative, sustainable design at the forefront
- Reconnect the city to its waterfront
- Embrace and celebrate Seattle’s past, present, and future
- Improve access and mobility for people and goods
- Create a bold new vision that is adaptable over time
- Develop consistent leadership — from concept to ongoing maintenance and operations

Friends of Waterfront Seattle is the nonprofit partner to the City of Seattle, helping to execute, steward, and program the waterfront park. Our mission is to build awareness, fundraise, and lead strategies that support the long-term health of the park, all with the goal to realize the park’s social, environmental, economic, and cultural potential.



WHAT WE DO

EDUCATION & OUTREACH

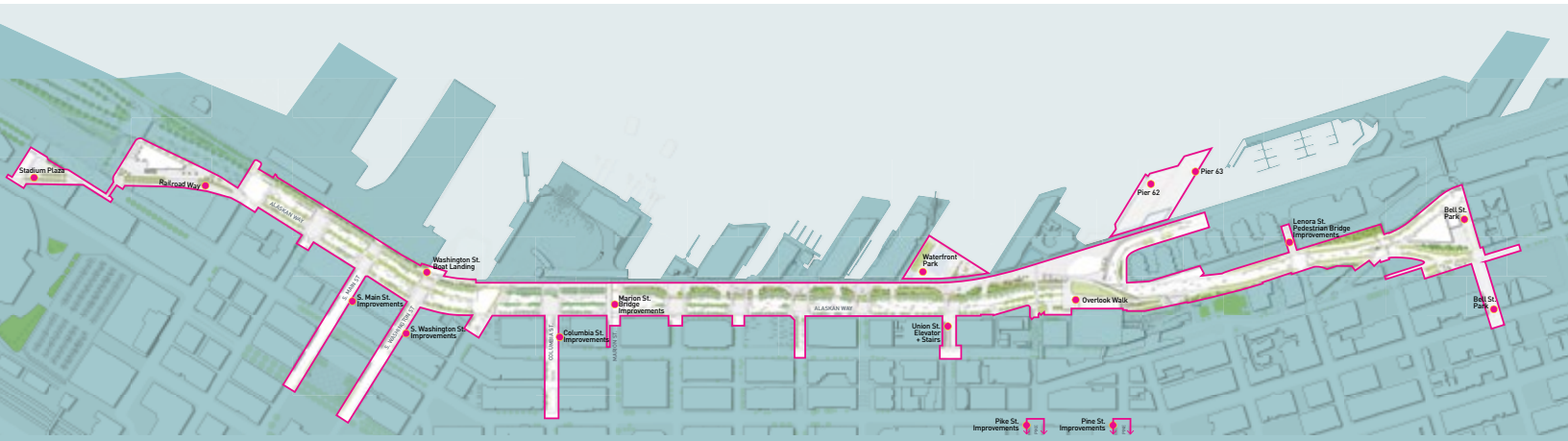
Friends raises awareness about the project to ensure its long-term success, and advocates for the park and its sustainable stewardship in alignment with the public’s vision. Friends opened and operates Waterfront Space, the project showroom, community event venue, and Friends’ headquarters. Open to the public Wednesday through Sunday from noon to 5 p.m., the Space engages people on the project through exhibits, events, and activities, and receives an average of 600 visitors per month.

FUNDRAISING

Though philanthropy makes up a small portion of the overall waterfront project funding, it is influential in leveraging public investments in the critical infrastructure projects that are the impetus for the park, yielding maximum public benefit. Friends will raise \$100M from philanthropy to grant to the City and leverage public investment in the project. Friends will also raise additional funds to augment the annual cost of programming and operating the park, increasing the public operating funding for enhanced community benefit.

PROGRAMMING

Friends is developing and implementing community-driven park programming. By activating existing public spaces today, we are already working with a range of diverse partners to prepare and ensure the future waterfront serves all communities and cultures. This work will scale to Pier 62, the first piece of the waterfront park — opening in 2019, and later to the entire park. Friends’ Hot Spot program is our main initiative to activate the waterfront today with the types of free cultural and recreational programs that will make the future park a place that belongs to everyone. Key to this is inviting organizations and individuals throughout the community to bring their palette to the waterfront.



2017 PROJECT MILESTONES

PIKE PLACE MARKET EXPANDS

Pike Place Market expanded with the opening of its new “MarketFront” in June 2017. This beautiful new addition designed by Miller Hull includes mixed-use facilities for events, workshops, and other activities as well as 12,000 SF of local shops and restaurants, 47 craft/farm tables, 40 low-income housing units for seniors, and 300 new parking stalls. MarketFront will seamlessly connect to the new waterfront via the park’s Overlook Walk, a pedestrian pathway with gardens, play areas, food and beverage offerings, and sweeping elevated views of Elliott Bay.



The new MarketFront, Pike Place Market’s expansion

ELLIOTT BAY SEAWALL: FOR SAFETY & SALMON

The replacement of the Elliott Bay Seawall, the foundation of Seattle’s future waterfront park, was completed in May 2017. Not only does the new seawall meet seismic standards, it is designed to improve the salmon migration corridor and aquatic habitat, working in conjunction with waterfront park features to promote the health of our nearshore ecology. The seawall project has received multiple awards for design leadership, environmental sustainability, emergency construction, engineering and management.



Cross section of new waterfront promenade showing new seawall in pink



“I’m a big fan.”
— Sal the Salmon

MORE AQUARIUM, MORE OCEAN HEALTH

The Seattle Aquarium has long played a vital role in engaging the community on marine biology and inspiring the protection and stewardship of Puget Sound and the Salish Sea. As Seattle grows and changes, and as the need to heighten awareness and action around protecting our oceans intensifies, the Aquarium is capitalizing on the waterfront park to build a dramatic expansion of its facilities and programs. The centerpiece of this expansion, the Ocean Pavilion, will be integrated into the base of the park’s Overlook Walk. In late April 2017, the Aquarium unveiled concept designs for the Ocean Pavilion, and continues its exciting journey to design a new addition that is interactive, iconic, and multiplies the Aquarium’s capacity to inspire a love of our precious oceans.

“We’re taking advantage of this once-in-a-century opportunity to build something that truly inspires people. The future Aquarium will be internationally renowned for its design while remaining intensely focused on local impact.”

— Stuart Rolfe
Board Member of Seattle Aquarium and Friends of Waterfront Seattle

“Putting our expansion at the centerpiece of the future waterfront park will be emblematic of our city’s commitment to protecting our marine habitat.”

— Bob Davidson
President & CEO, Seattle Aquarium

PIER 62 GROUNDBREAKING

On December 14th, the City of Seattle and Friends break ground on the first piece of the future waterfront park, Pier 62: The People’s Pier. Opening in 2019, Pier 62 marks the beginning of our central waterfront’s next chapter as a place that generates profound public benefits. A new floating dock, lighting, and other design features will open up this one-acre site on our central waterfront as a canvas for a range of year-round public uses. From music, soccer, and guided educational kayak tours to dance, markets, fishing, and more — Friends is developing and curating activities, informed by its present waterfront activation work. Friends is raising funds to support capital costs for this project and to fund diverse cultural, recreational, and educational programming for future activation.



Pier 62’s floating dock

• **DECEMBER 2009**
Central Waterfront Partnership Committee formed by City ordinance to advise on public spaces and framework for design.

• **2011**
Broad public outreach with wide-ranging community participation to design of waterfront park begins.

• **AUGUST 2012**
City Council adopts JCFO concept design and CWC strategic plan.

• **NOVEMBER 2013**
Seawall construction begins (completion in 2018).

• **SEPTEMBER 2014**
Friends of Waterfront Seattle and City open Waterfront Space, a public project showroom, event space, and Friends’ headquarters.

• **JUNE 2015**
Pike Place Market’s MarketFront groundbreaking.

• **AUGUST 2015**
Aquarium Master Plan expansion approved by Mayor and City Council.

• **JULY 2016**
City Council approves Pier 62 Rebuild project, allowing Friends and City to deliver a piece of the waterfront park early.

• **FALL 2017**
Groundbreaking for Pier 62 rebuild project.
Elliott Bay Seawall replacement project is complete.

• **LATE 2019**
Rebuilt Pier 62 opens to public.

• **SEPTEMBER 2010**
James Corner Field Operations (JCFO) wins an international competition to work with the City to design Seattle’s waterfront park.

• **JULY 2012**
Waterfront park concept design, by JCFO and informed by community input, and CWC strategic plan rolled out.
Friends of Waterfront Seattle is incorporated.

• **NOVEMBER 2012**
77% Seattle voters approve \$290M seawall bond to replace the Elliott Bay Seawall.

• **AUGUST 2014**
Metropolitan Parks District (MPD) approved by Seattle voters; designates \$3.5M in annual support for waterfront park operations and maintenance.

• **MARCH 2015**
Council action authorizes Pike Place Market expansion — called MarketFront — with \$34M in city funding; MarketFront will connect to the future waterfront, an expansion enabled by the park project.

• **2016**
Aquarium expansion concept design begins.

• **SPRING 2017**
Pike Place Market’s expansion MarketFront opens.

• **2017-18**
Local Improvement District (LID) outreach to property owners; the LID is an important funding piece for the waterfront park.

• **2018**
City Council votes on LID.

• **2019**
Alaskan Way Viaduct is removed; waterfront park construction begins.

• **2023**
Entire 26-block waterfront park opens to public.

PUBLIC OUTREACH & PLANNING

IMPLEMENTING THE PLAN

PARK CONSTRUCTION

FROM THE PARK DESIGNER

In *Gray* magazine's "Hot New Next" issue, the waterfront project was featured in an interview with James Corner, Founder of James Corner Field Operations (JCFO), the firm that is designing the waterfront park. Based in New York, JCFO was responsible for the High Line Park, an elevated linear park located atop an abandoned railway viaduct.

“There is a lot of talk in Seattle right now about growth, livability, and the city's future. What role will the waterfront play in creating a more resilient and sustainable Seattle? It's recently been documented that investments in new public spaces — especially those that reshape an entire district or city, over and over again prove themselves to be well spent ... not only will the redesign have myriad social, ecological, and experiential benefits, but it will create significant economic gains — which can in turn be used to fix the city.”



SEATTLE'S GAME-CHANGING WATERFRONT PLAN

Reported by COURTNEY FERRIS • Photos by TIM AUBREY



HOT NEW NEXT
urban design

Time and time again, grand infrastructure projects have proven their ability to capture people's imaginations and help them collectively envision the future of their cities. Consider San Francisco's Golden Gate Bridge, Chicago's Millennium Park, and New York City's beloved High Line. Seattle's ranks of high-caliber projects is the latest to join the through iconic and inspiring design.

Designed by James Corner Field Operations, the New York City-based firm responsible for the High Line (the elevated Seattle waterfront project over an abandoned railway viaduct), the Bay from Pioneer Square to Belltown, forging a stronger connection between downtown and the water's edge. The long-awaited renovation of the Alaskan Way Viaduct—currently scheduled for 2018—and the rebuilding of the Elliott Bay Seawall, both seismically unstable, will open up more than 20 acres of people-friendly public space that will, upon completion around 2022, include a pedestrian promenade, sweeping elevated pathways, and a new habitat beach. Large works commissioned from renowned artists such as Ann Hamilton and Buster Simpson will act as constellations along the waterfront, drawing people in and through the new spaces.

In a city facing immense growth and development pressures, this commitment to preserving the waterfront—one of Seattle's most valuable assets—as a civic park, one meant to be shared by the entire community, demonstrates that thoughtful design can positively influence and shape the life of a city.

Six years after the project officially launched, much of the conceptual design work is now complete, and various sites along the corridor are either under construction or slated for further refinement. Like many long-haul, large-scale projects, the vision for the waterfront is grand and meant to be implemented over time.

In the meantime, Corner's team and Friends of Waterfront Seattle (the nonprofit partner to the City of Seattle) have enacted a series of interventions to develop the corridor into a lively and dynamic public realm during construction. In 2012,



Just south of the aquarium, Union Street Pier will replace the current Waterfront Park Pier, offering a larger public open space with an expressive water feature that, when empty, can double as an amphitheater for events and performances.

OPPOSITE FROM LEFT: The rebuilt Pier 62/63 will provide flexible-use green space and make room for activities such as impromptu sports and live concerts. A floating dock will provide moorage for visitors arriving by boat.

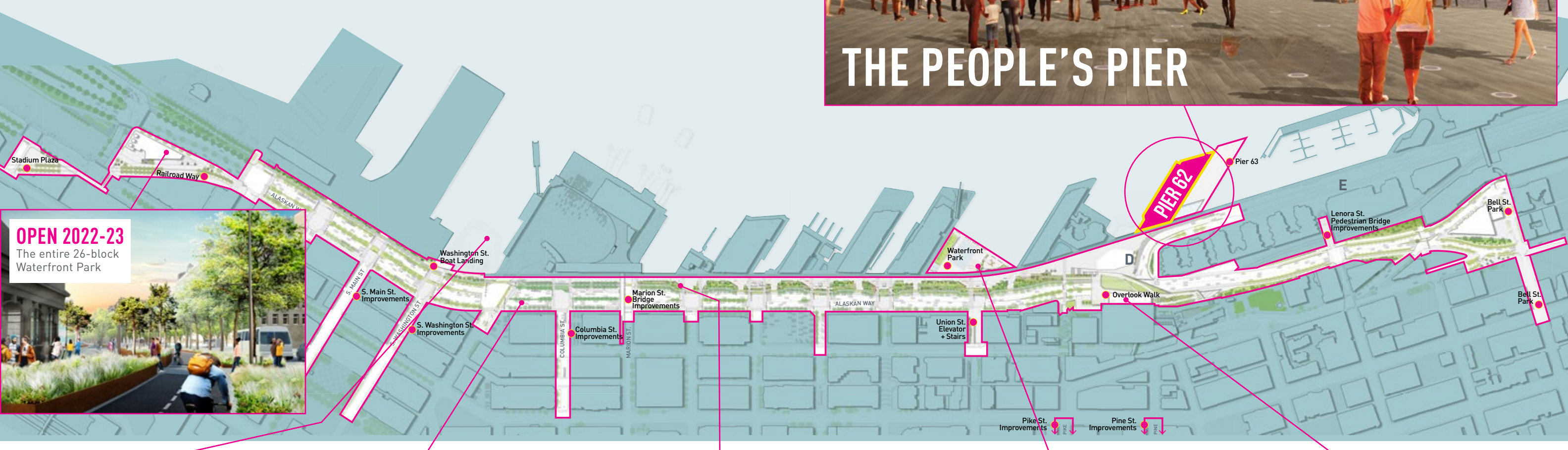
“WE’RE TRYING TO DESIGN, FURNISH, AND EQUIP THESE SPACES IN WAYS THAT ENCOURAGE SOCIALIZATION. THEY ARE NOT INTENDED TO BE JUST NICE SPACES; THEY’RE DESIGNED TO BE STAGES WHERE LIFE CAN TAKE PLACE ON THE WATERFRONT.”

—JAMES CORNER, LANDSCAPE ARCHITECT



SEATTLE'S NEW 26-BLOCK WATERFRONT PARK STARTS HERE: PIER 62

THE FIRST PIECE TO BE DELIVERED EARLY 2019



HABITAT BEACH



BIKE PATH



PROMENADE GARDENS



FLEXIBLE SPACES



ELEVATED VIEWS

THE REBUILT PIER 62

Opening Pier 62: The People's Pier in 2019 allows the City and Friends to transform a piece of our central waterfront for the community to enjoy while the rest of the waterfront park is constructed. A new floating dock, artful lighting, flexible furniture, ADA-compliant materials, public art, and a range of year-round cultural, recreational, and educational programming will make the Pier a place where our city can experience our central waterfront anew.

Friends worked with the City throughout 2016 to identify Pier 62 as an "early win" opportunity, and is raising \$8M to match the City's \$21M to reconstruct the Pier. Friends is also raising funds for programming the Pier. Many of the programs and partnerships developed through Friends' Hot Spot program in existing Waterfront Park will scale to the Pier, and later to the entire park.

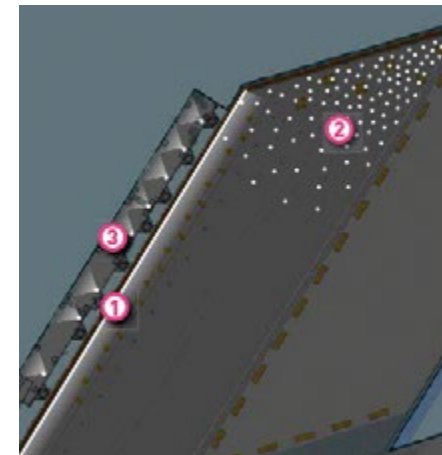


BEFORE



AFTER

BUILT FOR ACTIVITIES YEAR ROUND



LIGHTING, SEATING, & OTHER UPGRADES

New lighting along the Pier's edge and embedded in its surface will provide function and ambiance. New railings built with recycled material are inspired by fishnets. Movable chairs will invite you to sit, relax, and enjoy the views.



NEW FLOATING DOCK

The Pier's new floating dock will offer direct access to the water's edge, providing opportunities for guided educational kayak tours for exploring Elliott Bay.



FOOD + BEVERAGE

Food trucks and food festivals will be part of Pier 62 programming. People will have a variety of local food and beverage options while enjoying a concert, soccer game, or ice skating.



ENVIRONMENT + EDUCATION

Fishing, observing nearshore species, tribal canoe journeys, climbing aboard the Aquarium's research vessel, or simply taking in views of Elliott Bay, the Port, the Olympic Mountains, and downtown, the rebuilt Pier 62 opens up our water's edge for these experiences.



MUSIC + DANCE

Free, dynamic arts and cultural activities will enliven Pier 62 year round, fostering stronger people-to-bay and people-to-people connections. There is no better backdrop for outdoor music, movies, dance, or festivals than spectacular views of water, ships, mountains, and sky.



SPORTS + RECREATION

Pier 62 will be a centrally located place for people from throughout Seattle and the islands across the way to converge and get physical. The Seattle Sounders FC and Rave Foundation, and REI are among Friends' early partners to build a flexible recreation plan for Pier 62 that includes soccer, kayaking, and more.

WATERFRONT PARK ACTIVATION STRATEGY

Friends forges partnerships with community groups to create free cultural events on the waterfront by providing budget, staffing, marketing, venue, and more.



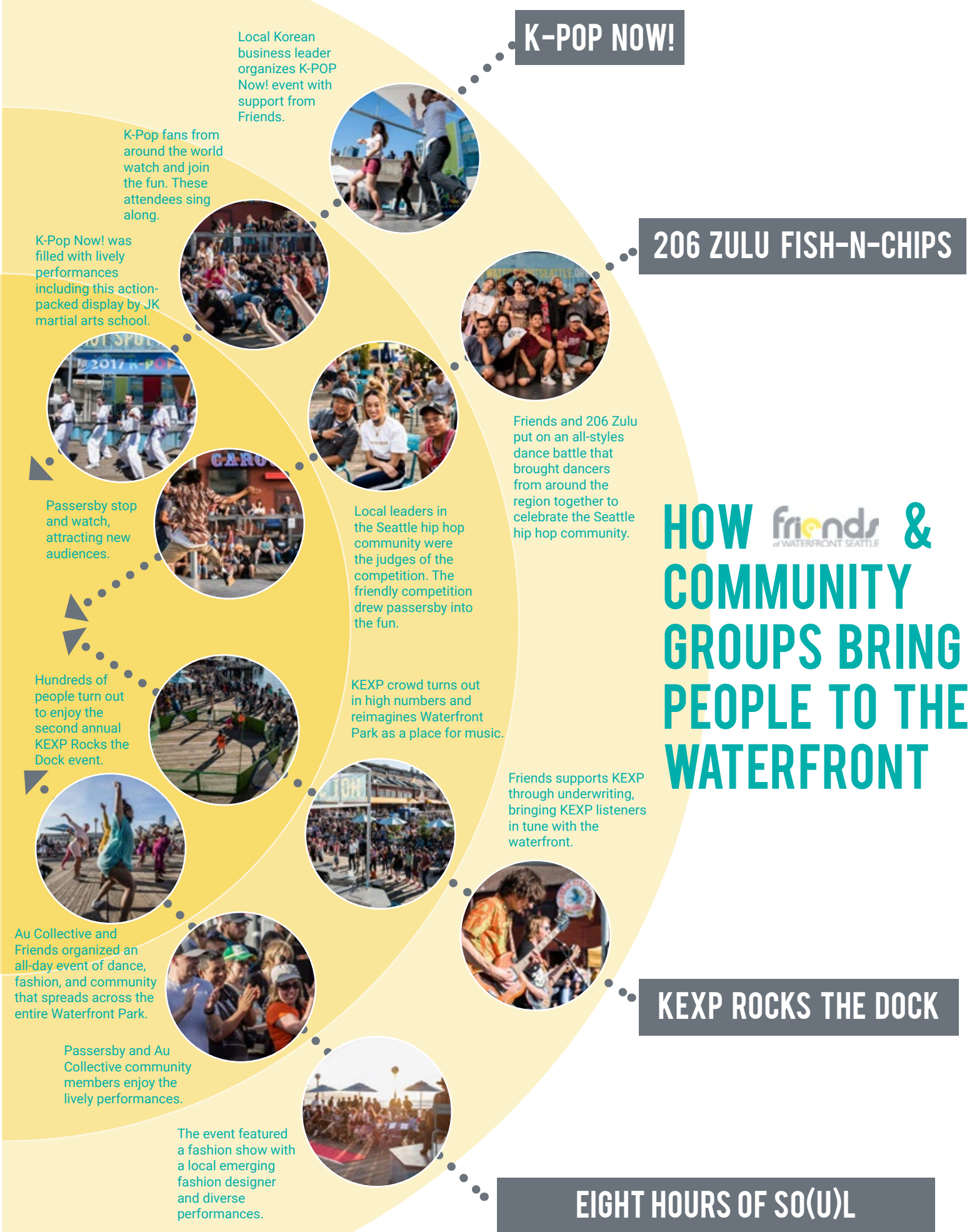
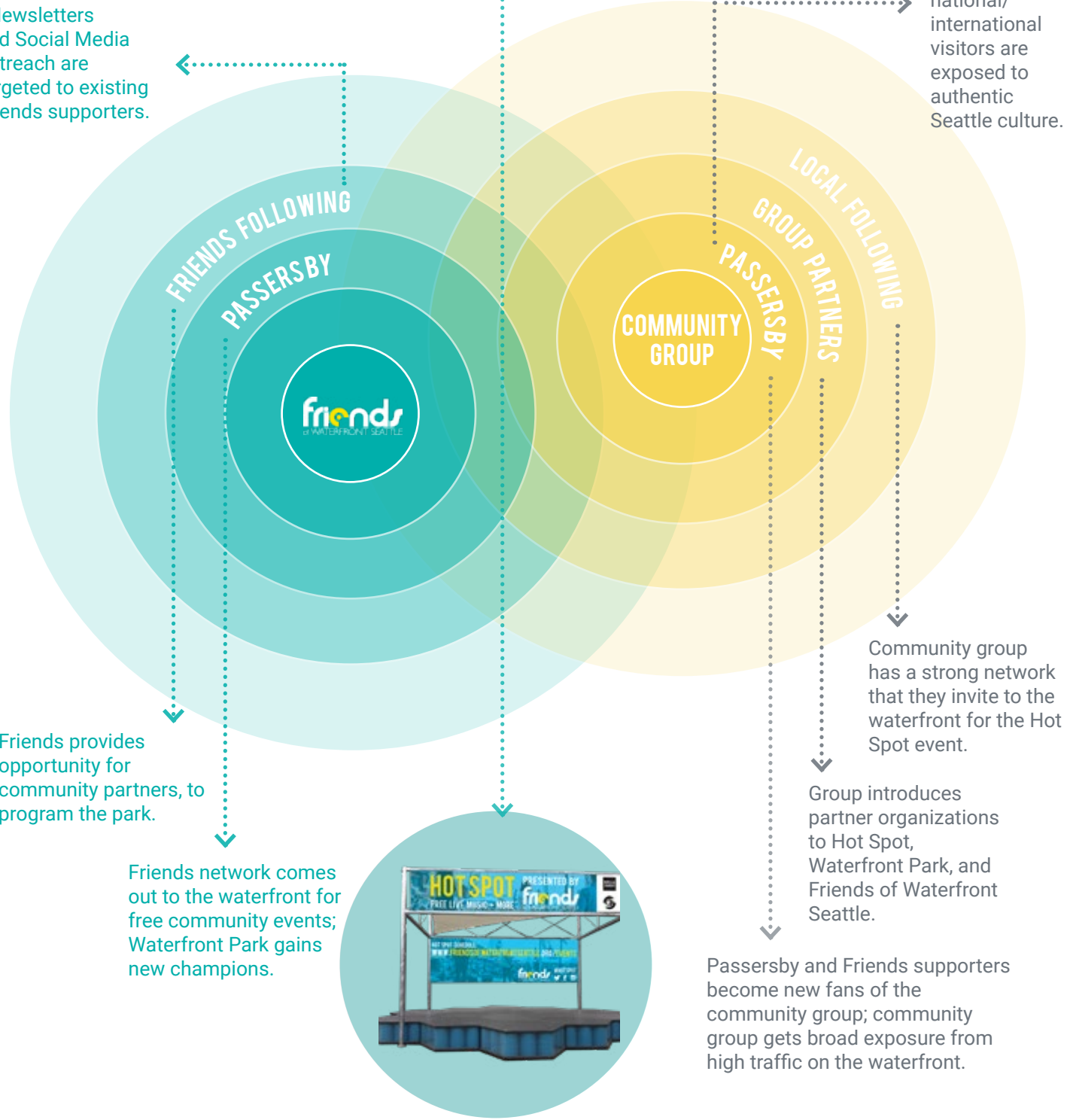
eNewsletters and Social Media outreach are targeted to existing Friends supporters.



COMMUNITY GROUP

Community group uses Waterfront Park to expose new artists and reach uncharted audiences.

City wide/ regional/ national/ international visitors are exposed to authentic Seattle culture.





HOT SPOT

Since 2015, Friends has been activating the existing waterfront to prepare for programming the future waterfront park. The results have been valuable to how we manage and program the future park to achieve a “waterfront for all.”

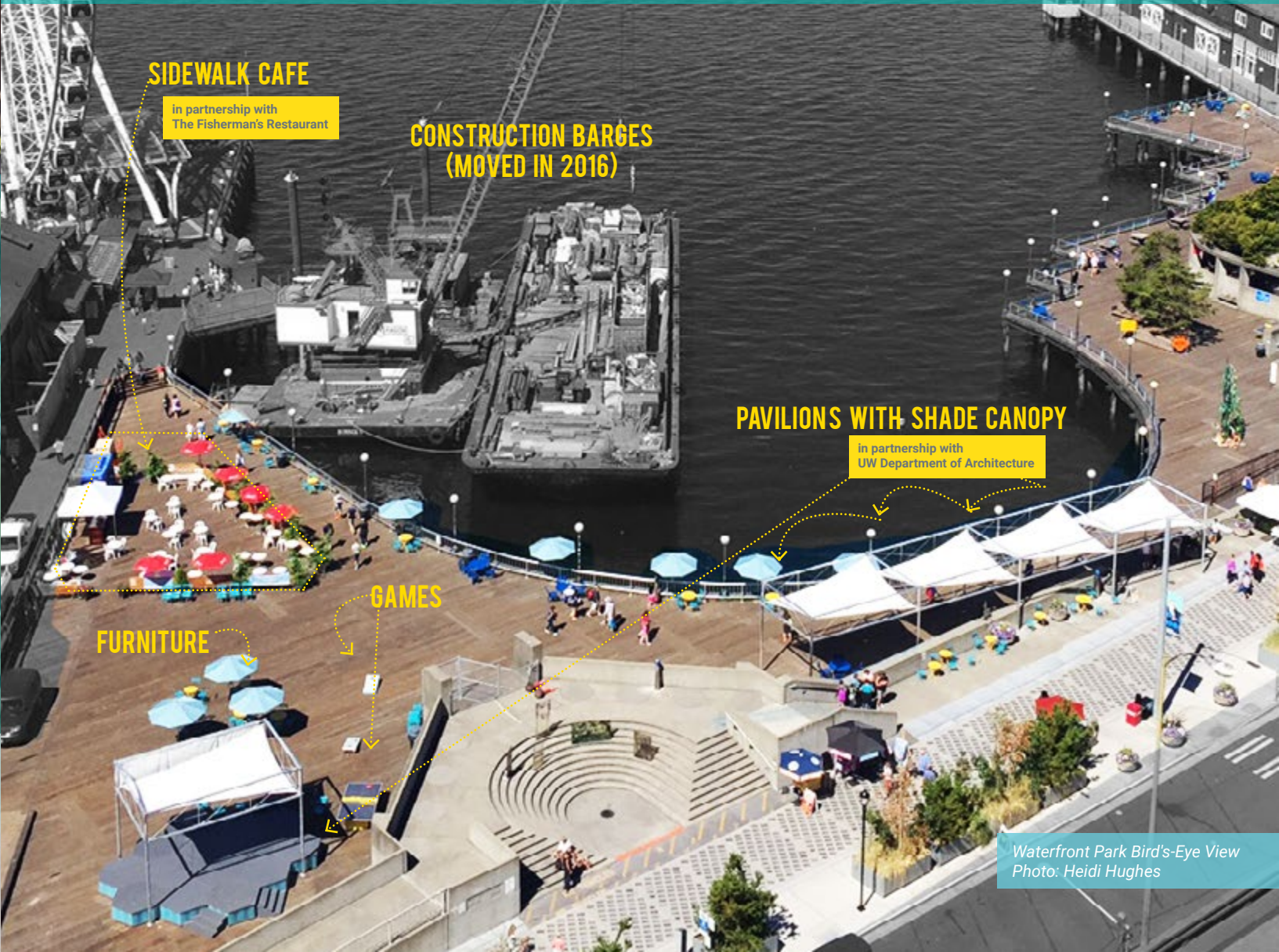
Caption: Eight Hours of So(u)l with AU Collective, Aug 19, 2017

CREATING A WATERFRONT FOR ALL

The overarching mission of the Waterfront Seattle project is to create a “Waterfront for All.” Cultural, recreational, and education programs in the future waterfront park will play a large role in realizing this mission.

In the last three years, Friends’ Hot Spot program has enlivened existing Waterfront Park with new amenities and free summer programming — all to experiment with how music, cultural performances, and recreation can make our future waterfront park welcoming, vibrant, and a place where all communities and cultures are celebrated.

Each summer, Friends has partnered with numerous organizations and individuals on developing a roster of programs geared toward diverse, local interests including music, dance, soccer, and more. Community partners include KEXP, youth hip-hop collective 206 Zulu, Velocity Dance Center, South Korean K-Pop festival, the Vera Project, and the Sounders RAVE Foundation, the charitable arm of the Seattle Sounders FC, among many others. Hot Spot has drawn thousands to our waterfront to experience it in new ways, and has enabled Friends to explore partnerships and practices that attract diverse audiences. Many of the programs developed through Hot Spot will scale to Pier 62 and later to the entire waterfront park.



SIDEWALK CAFE

in partnership with
The Fisherman's Restaurant

CONSTRUCTION BARGES (MOVED IN 2016)

PAVILIONS WITH SHADE CANOPY

in partnership with
UW Department of Architecture

GAMES

FURNITURE

Waterfront Park Bird's-Eye View
Photo: Heidi Hughes

HOT SPOT: 2017 SEASON

A WATERFRONT FOR ALL

In 2017, Friends presented 16 hours of events every weekend throughout the summer season (July 1 through mid-September), including a variety of music, cultural events, and recreation.

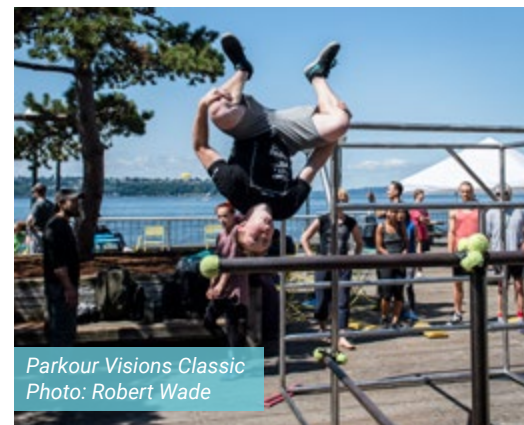
Friends worked with community partners to produce and execute programs involving hundreds of performers. This year, we increased programming and created opportunities for more artists. Peak event attendance for our most popular event, season kickoff *KEXP Rocks the Dock*, reached well more than 500 attendees. On average, Hot Spot events saw around 150 people enjoying programming together, with many events reaching 200+ people. We observed that when performers are diverse, so are the audiences.

IN 2017

- Friends increased programming by 30% (from 115 to 170 hours)
- We worked with community partners to produce and execute programs involving hundreds of performers
- Hot Spot welcomed 75 to 150 people to events on average, with many events reaching more than 200 people
- Hot Spot's peak attendance for our most popular event, KEXP Rocks the Dock, was more than 500 people



Americana Festival
Photo: Robert Wade



Parkour Visions Classic
Photo: Robert Wade



School's Out! Kid's Festival
Photo: Robert Wade



Au Collective performing at Eight Hours of So(u)
Photo: Old Army Jacket Photo



Trick-or-Treat on the Waterfront
Photo: Robert Wade



Jay Gilday at the Indigenous Artist Showcase
Photo: Robert Wade



Cris Derksen (left) performing at the Indigenous Artist Showcase
Photo: Robert Wade



K-Pop Now!
Photo: Old Army Jacket Photo



206 Zulu's Fish-N-Chips All-Styles Dance Competition
Photo: Robert Wade



The Thermals headlining KEXP Rocks the Dock
Photo: Robert Wade

MORE WAYS TO ENJOY OUR WATERFRONT, THROUGHOUT MORE SEASONS



Seattle central waterfront's new chapter opens it up for expanded cultural, educational, and recreational uses, throughout all seasons. In 2017, Friends continued to explore ways in which our waterfront can provide more to the community via new activities at different times in the year.

A WATERFRONT FROM THE WATER: KAYAK TOURS WITH REI

In September, Friends partnered with the Port of Seattle and REI to pilot guided educational kayak tours of the new salmon-friendly Elliott Bay Seawall out of Bell Harbor Marina. These tours allowed us to understand the effect of tides, develop routes, and refine the educational program in preparation for making tours a regular part of programming on the waterfront.

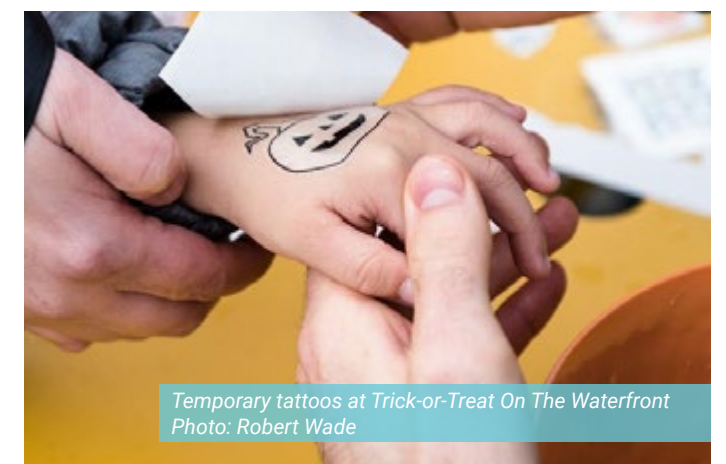
Seattle's new, award-winning Elliott Bay Seawall is a sight to behold. Its unique features support migrating salmon and the nearshore aquatic habitat. Tour participants viewed these features up close and in action, as Jeff Cordell, Principal Research Scientist at the School of Aquatic and Fishery Sciences, University of Washington, shared informative context — an experience we look forward to making available to the broader public next year.

We are grateful to our partners for their help in making the guided kayak tours fun and informative, and are building our network of recreational and educational partners to create more opportunities like kayak tours that take advantage of our unique waterfront.

A WATERFRONT FOR ALL SEASONS: FALL / WINTER FAMILY PROGRAMMING

The future 26-block waterfront park is designed to support activities in all seasons, with lighting, shelter, bathrooms, and other amenities. In 2016, Friends began experimenting with programs made for the cooler seasons by partnering with KEXP and the Port Seattle to present KEXP Deck the Dock, a kid-friendly holiday dance party in Waterfront Park in December. More than 300 children and adults showed up to enjoy live performances by Casper Babypants and Mark Pickerel, plus KEXP's DJ Darek Mazzone. KEXP Deck the Dock returned December 10 at Pier 66, Bell Harbor, with live sets from The Not-Its and Recess Monkey, and a dance party with KEXP DJ Darek Mazzone.

Partnering with the Seattle Aquarium and more than 20 waterfront businesses, Friends added another family-friendly shoulder season event to its roster in 2017: Trick-or-Treat On The Waterfront on October 29. For the first time since 2014, the Trick-or-Treat comeback was a hit. Friends hired actors in costume to interact with trick-or-treaters along the way, and had a very popular temporary tattoo station in Waterfront Park.





PREVIEW
OF PLANTS
PLANNED
FOR FUTURE
WATERFRONT

IMPROVING ACCESS TO OUR WATERFRONT

IMPROVED CONNECTIONS

A well-used waterfront needs to be accessible. Beginning in 2016, Friends of Waterfront Seattle began addressing waterfront access by focusing on improving the Pike Street Hill Climb, a prime pedestrian route from Western Avenue and Pike Place Market to the Seattle Aquarium and waterfront. In 2017, Friends turned its attention to another important pedestrian access route to the waterfront, the Union Street stairway between Western Avenue and Alaskan Way. In November 2017, Friends improved the look and feel of this neglected corridor with a temporary mural honoring the story of labor on Seattle's waterfront while this site awaits permanent art installation as part of the waterfront park project. Partnership with community groups and businesses have been key to our success with these project.



Hill Climb visitors pose to take photos in front of Carolina Silva's fun, floral mural at the Hill Climb's upper entrance, completed in 2016 as part of the Hill Climb's revitalization

PIKE STREET HILL CLIMB

Starting in 2016, Friends worked with partners the Downtown Seattle Association, UrbanArtworks, and Space.City to install new café lighting and art murals, and increased sanitation and staffing — all to make this unique access route and public space shine as it should. In 2017, Friends replanted 3,406 square feet of space along the Hill Climb's southern side with a total of 1,306 new plants. Designed by Richard Hartlage of Land Morphology, this new garden uses plant species that are planned as part of the future waterfront park gardens. Their installation and upkeep is made possible with support from the Seattle Garden Club and through partnerships with Land Morphology and Nussbaum Group, local experts in organic maintenance. Transforming the Hill Climb capitalizes on a unique and timely opportunity to enhance the overall waterfront experience by making this once dreary public space beautiful and inviting. When Pier 62 opens in 2019, the Hill Climb's importance as a pathway to our waterfront will only increase.

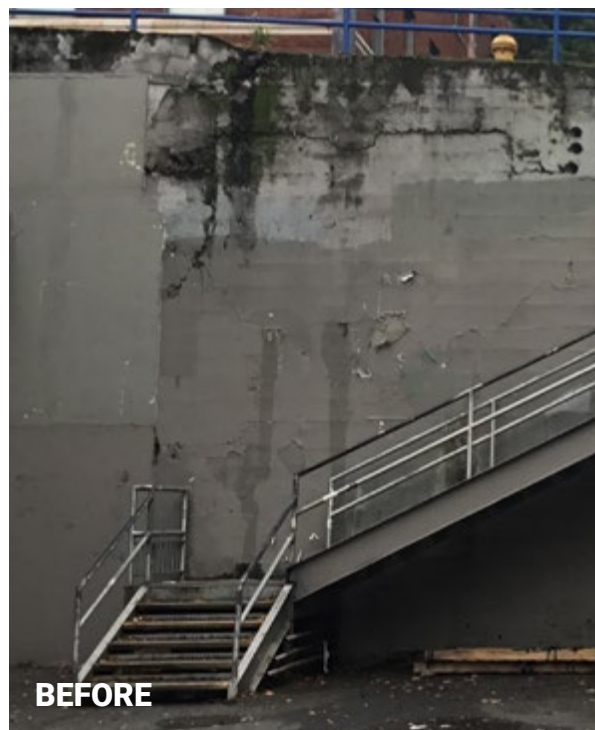


Thank you to these supporters and other general supporters.

HONORING OUR WORKING WATERFRONT



Temporary mural installation at Union Street & Western Avenue.
Image courtesy of artist Katherine Chilcote with Building
Bridges Arts Collaborative. www.clevelandmurals.org



BEFORE



AFTER

UNION STREET MURAL

Seattle's central waterfront has many past and present uses, with labor intertwined throughout its history. To both enliven the Union Street entry to the waterfront and highlight our working waterfront's legacy, Friends engaged artist Katherine Chilcote with Building Bridges Arts Collaborative, who had recently completed a mural at the Washington State Labor Council's new location in Seattle's Central District. Building Bridges Arts Collaborative is a public arts nonprofit organization dedicated to supporting artists in community-based public art. Working toward creating large-scale murals in its Summer Mural Institute each year, Building Bridges Arts Collaborative employs artists, teen apprentices, and designers in the processes of beautifying their neighborhoods. With support from the Office of the Waterfront, Friends commissioned Building Bridges Arts Collaborative to create a mural concept for Union Street. The result is a richly colored temporary mural of a panoramic view of the Duwamish River, with circular vignettes of fishermen, cannery workers, longshoremen, and loggers shown in magnification-like viewpoints. Installed in November 2017, the mural titled *Trades Of The Duwamish* is designed to be easily reinstalled elsewhere once Norie Sato's permanent commission is placed at the same site as part of the future waterfront park.



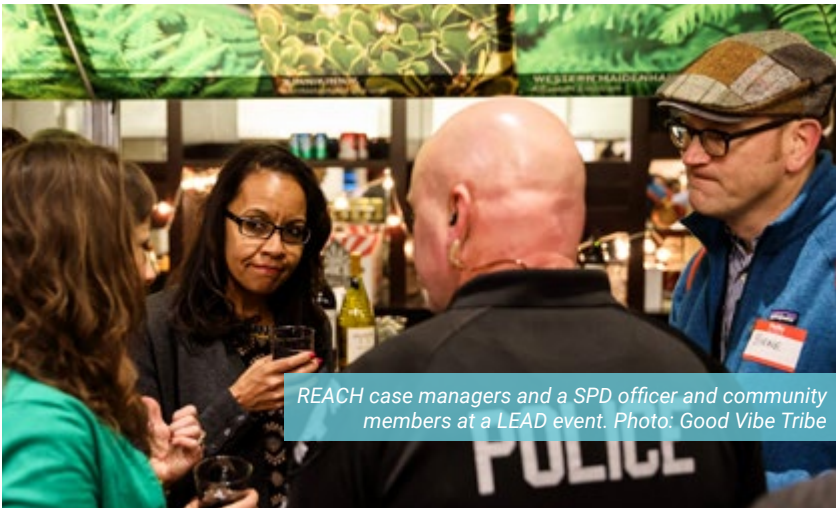
WATERFRONT SPACE

ON AVERAGE,
WE WELCOME
500 - 700 PEOPLE
PER MONTH IN THE
WATERFRONT SPACE

Waterfront Space has been Friends’ headquarters and the Waterfront Seattle project showroom for more than three years. Designed to be a place where the public can engage and learn about the waterfront project through displays and interactive exhibits, it also serves to host a range of public events.

Hosting gatherings for diverse groups provides an opportunity to expose the waterfront project to people from Seattle and beyond. In addition to Friends' popular spring speaker series, The Source, Waterfront Space hosts community groups including regular neighborhood association meetings, arts events like the annual Cephalopod Appreciation Society meeting, networking events like Sustainable Seattle's Greendrinks, and lectures with local organizations like Space.City. In 2017 The Source events, hosted by Friends, featured speakers and panels from local organizations including Historylink, Long Live the Kings, and Velocity.

Working with community partners for Waterfront Space programming gets the project in front of potential advocates such as young local conservation leaders, the art and design communities, and downtown residents. As Friends’ presence in the community strengthens over time, the large event turnouts have become increasingly important in Friends’ goal to engage as many people as possible with the Waterfront Seattle project.



REACH case managers and a SPD officer and community members at a LEAD event. Photo: Good Vibe Tribe



Panel discussion during Design Festival at Waterfront Space Photo: Jordan Monez



UW landscape architecture student presenting ideas for activating the waterfront in winter to Marshall Foster Photo: Jordan Monez



A big turnout for the annual Cephalopod Appreciation Society (CAS) event Photo: Old Army Jacket Photo

VIEW THE FUTURE



FRIENDS' NEW AUGMENTED REALITY APP

The field of virtual and augmented reality (VR & AR) is quickly advancing and the technology is now found everywhere from classrooms to arcades. In 2017, Friends unveiled our own augmented reality app, the *Waterfront Park Virtual Experience*, to use this technology to help the public visualize the future waterfront in a new way.

DOWNLOAD TODAY



Check out the Waterfront Virtual Experience on your smartphone or tablet by downloading the *Friends of Waterfront Seattle AR* app at the iTunes or Google Play stores, and pointing the camera toward the map below.



Download the app and hover device over this map.

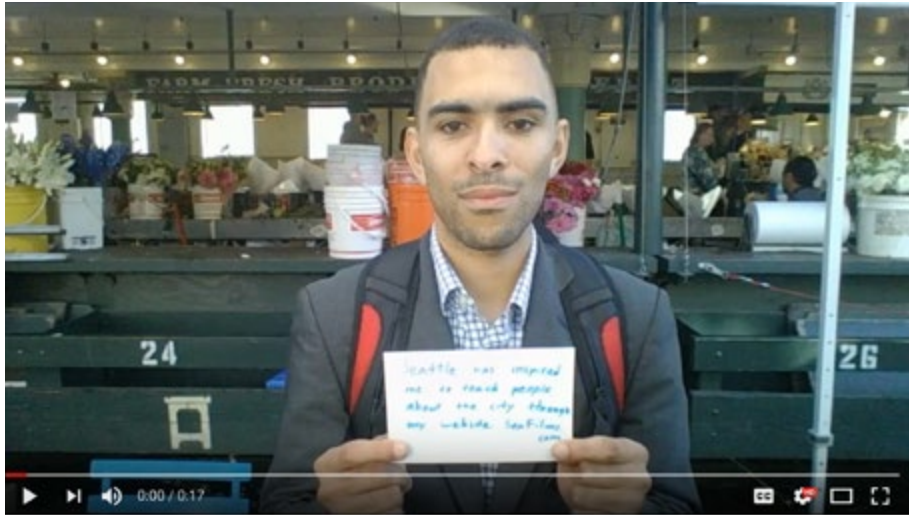
STORY KIOSK

WATERFRONT STORIES

Anyone who has spent time on the waterfront has their own “waterfront story.” In 2017, StoryKiosk, a tangible platform for recording stories in a public space, was implemented by Friends to begin collecting those stories from the public. The *Waterfront Stories* project allows us to capture human moments, perceptions of history, and the important connections that individuals have with place. The stories were told by individuals and recorded on video, which will be part of an expanded Waterfront Stories initiative that Friends will develop in 2018.

The questions inspired visitors to tell their story, and created an opportunity to ask people what they will do in the future park and what the waterfront means to them. Stories can be part of future wayfinding, with the aim to record a wide range of experiences and historical moments.

Friends looks forward to many more opportunities in bringing StoryKiosk to the public in the future. We are planning events for 2018 that will connect with a variety of people who have Waterfront Stories of their own. In addition to planning events to bring StoryKiosk to the public, Friends has connected with community partners like the Museum of History and Industry (MOHAI) and the Klondike Gold Rush National Historic Park, with the goal to place a waterfront StoryKiosk at museums that focus on local histories.



WE ASKED PARTICIPANTS TO PUT A MESSAGE IN A BOTTLE, AND ASKED:

- What do you love about the waterfront?
- What is your first memory of the waterfront?
- What song would you put on a waterfront playlist?

“Greeted every morning by nature ... ”

A Pike Place Market resident speaks about the daily waterfront walk that connects her to nature.



“I love the waterfront, Native Pride, just the experience in general for being part of culture ... ”

A Tlingit man from Juneau recalls his family history of carving on the Seattle Waterfront during the Salmon Homecoming Celebration.

“Good ol’ public process that would create a waterfront for all ... ”

The 48th Mayor of Seattle, Charles Royer (1978 to 1990), speaks about his involvement with the Waterfront Seattle project.



“I made my very first doll out of kelp ... ”

The smell of seaweed at Pier 91 helps to recall a childhood memory of creating a kelp doll on the West Seattle waterfront during the Salmon Homecoming Celebration.

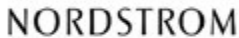
PARTNERSHIPS

The vision for the future waterfront park was conceived through a community-wide effort. Building and programming the park is fueled by the combined efforts of community partners — now and in the future. Friends of Waterfront Seattle deeply values our partnerships with local nonprofits, foundations, government entities, and corporations that make the waterfront project possible.

PARTNERS ON THE WATERFRONT



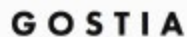
SUPPORTERS



“ We'd swim upstream
for our partners.” ”
— Sal the Salmon



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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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