

Advocating for the Working Waterfront

Greg Greenway

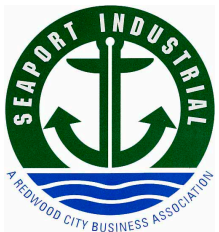
Seaport Industrial Association

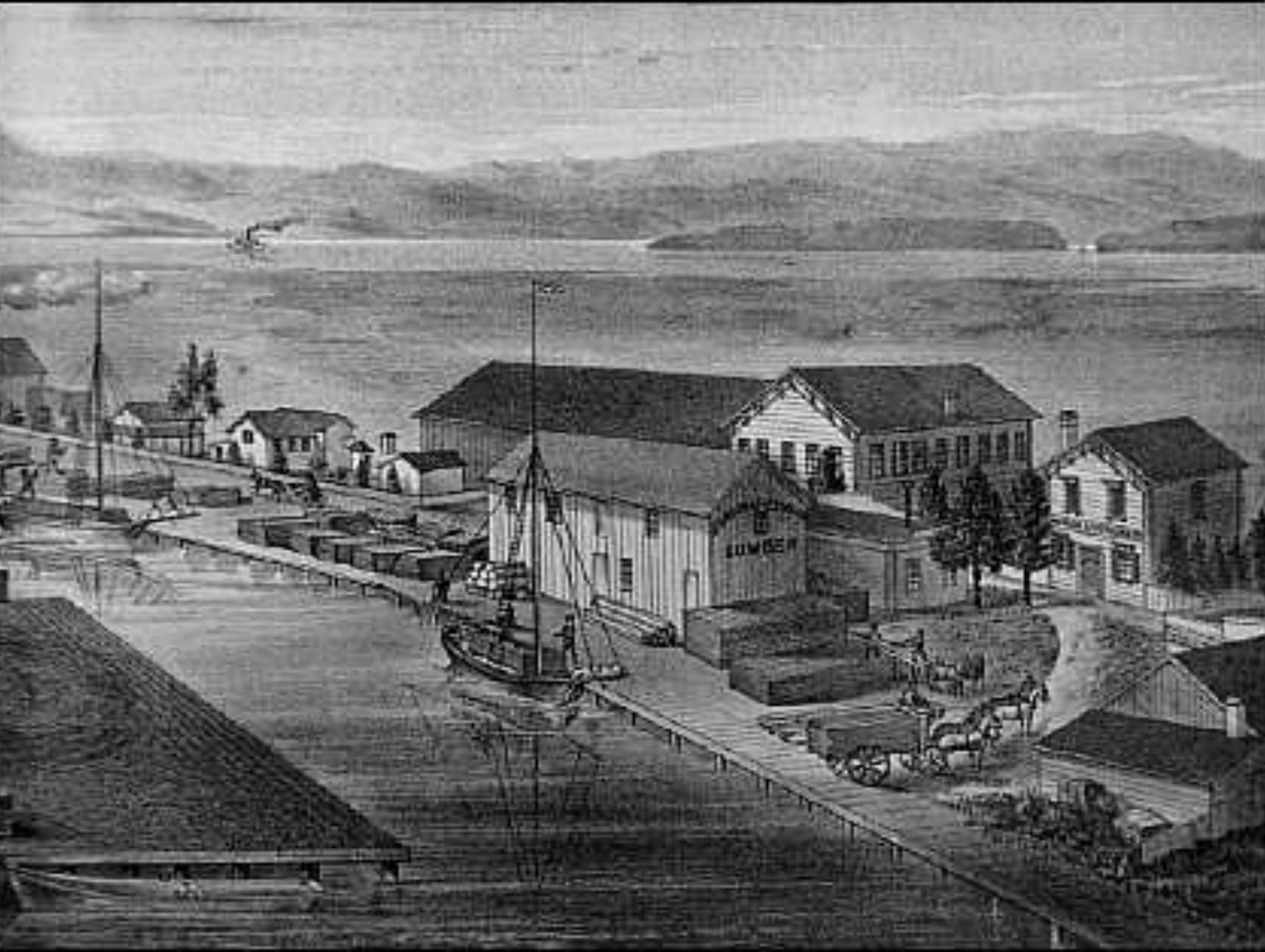
AAPA Communications & Economic Development Seminar

June 14, 2017

OVERVIEW

- ✦ Challenges to the Working Waterfront
- ✦ Role of Seaport Industrial Association (SIA)
- ✦ The Value of Community Partnerships





*
Google



facebook

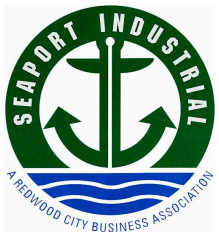


CHALLENGES

Compatibility

Congestion

Change



CHALLENGES

Back in 1999...

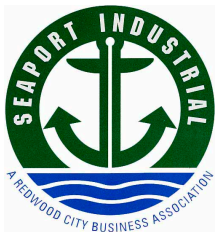
- ✧ New Economy
- ✧ Dot Com Boom
- ✧ Highest and Best Use



CHALLENGES

Pacific Shores Center

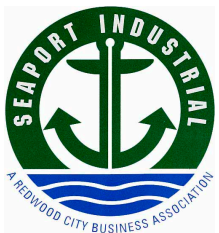
- ✧ Class A office – 1.5 million square feet
- ✧ 5,000 employees
- ✧ Housing proposed



CHALLENGES

Pacific Shores Center

- ✧ Industrial companies sued the developer
- ✧ Problem – traffic and compatibility issues
- ✧ Outcome – buffers, disclosures, no housing



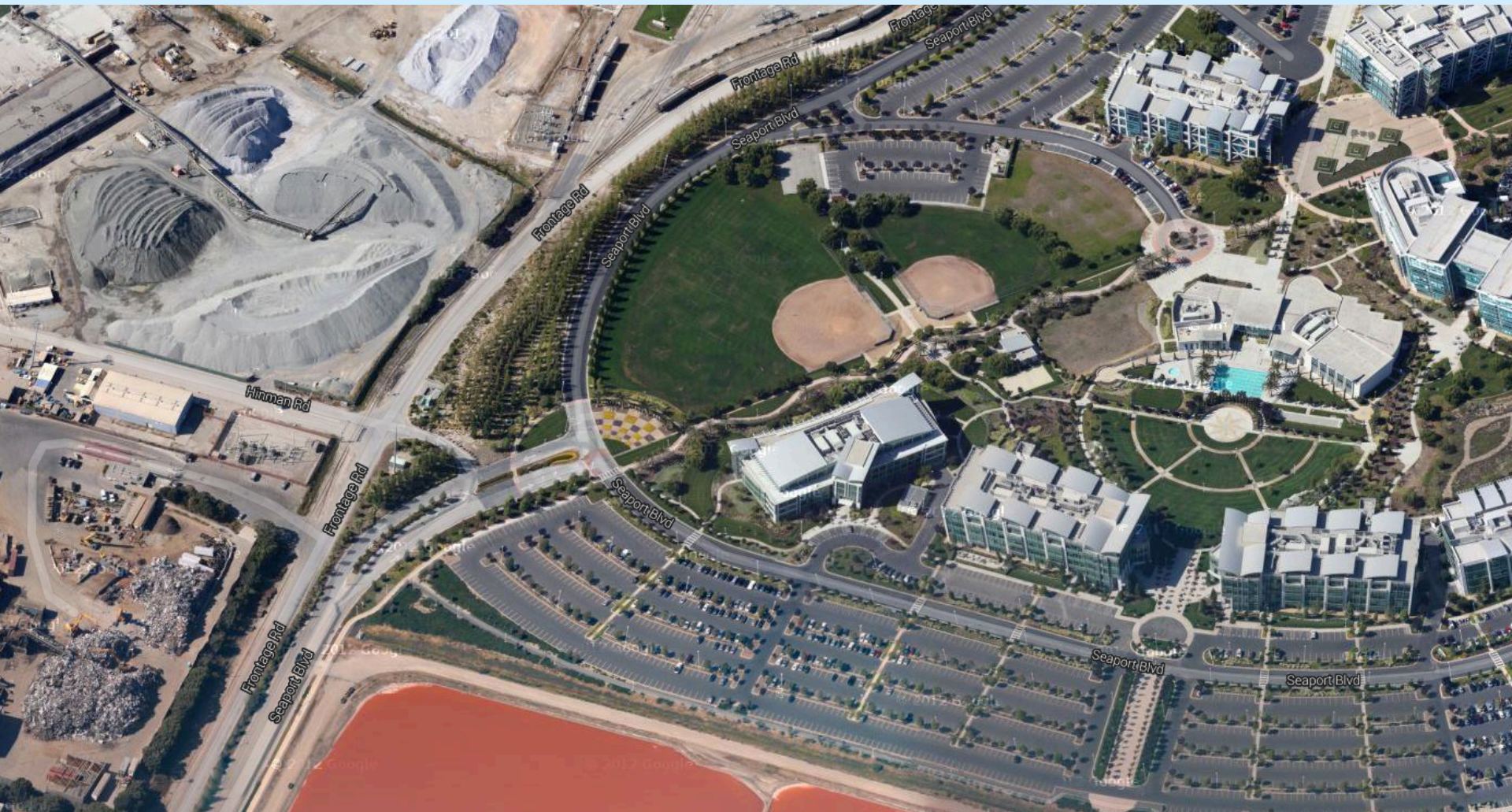


PDI DREAMWORKS

1800 VISITOR ENTRANCE

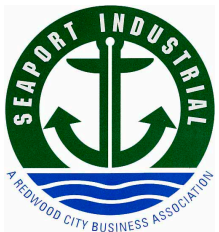
FIRE LANE - NO PARKING





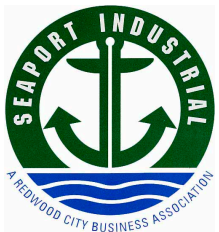
WHY ORGANIZE?

- ✧ Promote the benefits of Port and industry
- ✧ Address threats from incompatible adjacency
- ✧ Ongoing presence in the community
- ✧ More cost effective than legal action

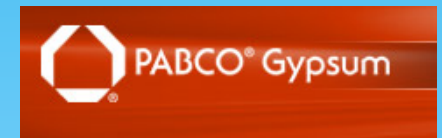


SEAPORT INDUSTRIAL ASSOCIATION

- ✧ 15 Industrial businesses (Port and port area)
- ✧ Large, medium and small companies
- ✧ Maritime and/or rail dependent
- ✧ Port of Redwood City



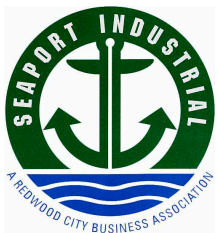
SEAPORT INDUSTRIAL ASSOCIATION



SEAPORT INDUSTRIAL ASSOCIATION

Mission

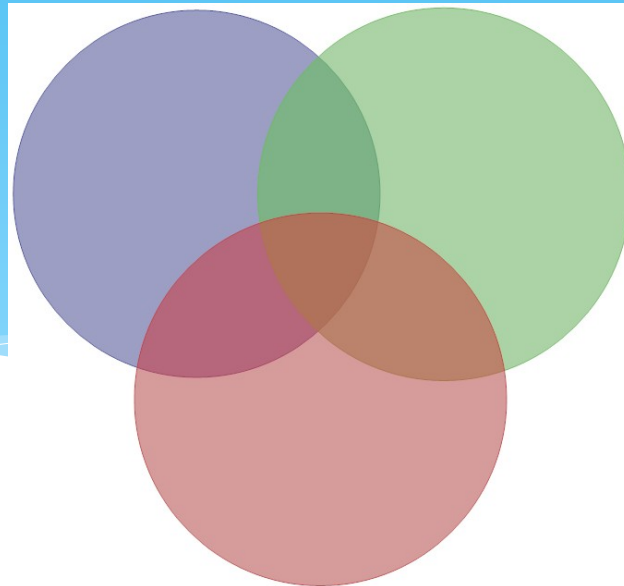
Promote balanced economic development, sustainable land use planning, and a high quality of life in Redwood City and the Peninsula



SEAPORT INDUSTRIAL ASSOCIATION

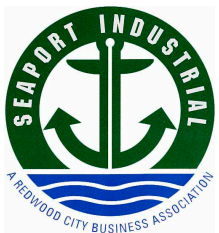
Approach

Work in the space that is good for the City,
good for the community, and good for business



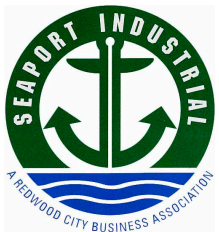
MESSAGES

- ✧ Economic balance – jobs, trade
- ✧ Less traffic – reduced truck trips
- ✧ Environmental benefits – recycling, GHG
- ✧ Tax revenue – city, county, state
- ✧ Bay Area Seaport Plan – port priority use



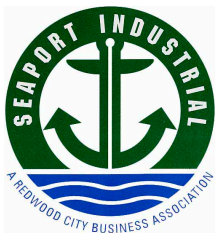
ISSUES

- ✧ Land use planning
- ✧ Development compatibility
- ✧ Transportation infrastructure



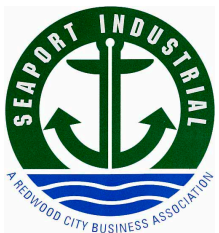
METHODS

- ✧ Public education about the value of industry
- ✧ Land use and transportation advocacy
- ✧ Negotiate with developers on project design
- ✧ Communicate with non-industrial neighbors
- ✧ Keep members informed (quarterly meetings)



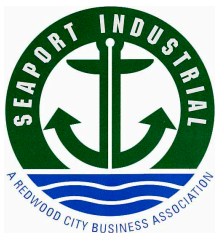
METHODS

- ✧ Public meetings, process, comments
- ✧ Chamber of commerce, business groups
- ✧ Community boards, advisory committees
- ✧ Newsletter, opinion pieces, presentations
- ✧ Relationship building, networking



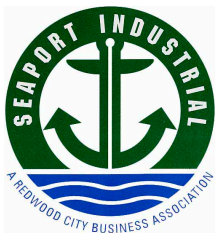
METHODS

PortFest – Working Waterfront Tours

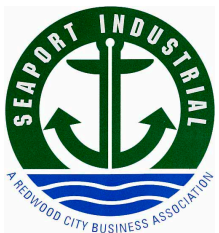


BENEFITS

- ✦ We are present and at the table
- ✦ Leaders understand our issues
- ✦ Partnerships with public agencies
- ✦ Community values the Port and industry
- ✦ Members are informed and connected

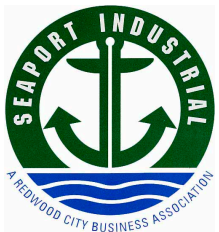


PFRUG



CONCLUSION

The Value of Community Partnerships



Thank you

