Advocating for the Working Waterfront

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OVERVIEW

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

Compatibility

Congestion

Change
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
Pacific Shores Center

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

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

Peninsula Freight Rail Users Group
CONCLUSION

The Value of Community Partnerships
Thank you