CF 312728 #12

City of Seattle
Notice of Appointment

Name: **Marcia Wagoner**		___**Executive Appointment** (X) **Reappointment** ☐ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: Belltown	**Zip Code:** 98121	**Contact Phone No.:** (206) 834-3899
Appointed to: Historic Seattle Preservation & Development Authority		**Date of Appointment:** December 11, 2012
Authority (Ord., Res.): SMC 3.110		**Term of Office:** **From:** Confirmation **To:** December 31, 2016

Comments:

Marcia Wagoner is a graduate in Urban Planning from the University of Washington with over 35 years of experience in planning, public policy and public involvement in the Northwest. Having worked in both the public and private sector, she is now a partner in ReadWagoner, LLP, a communications and public outreach firm. Past roles with the City of Seattle included preservation work in Pioneer Square and the Office of Urban Conservation, developing the Art & Architecture program as lead for Seattle's Art in Public Places program, and as Executive Director for the Seattle Design Commission. She was past Director of Community Building at PRR, working with Sound Transit on Regional Express and Light Rail projects, Seattle Housing Authority on their Hope VI communities, public policy projects for Puget Sound Regional Council and leading major planning efforts for Bellingham's waterfront and historic Fort Worden State Park. Marcia is a Seattle native who lives and works in downtown Seattle. Marcia is currently Vice Chair of Historic Seattle.

This would be Marcia's third term.

Authorizing Signature:	**Name and Title of Officer Making Appointment:** Michael McGinn Mayor of Seattle

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Revised 5/12

Marcia Wagoner

Public Outreach • Facilitation • Strategic Planning

Marcia is an expert at effective integration of the public into planning and design processes and in formulating strategies that bring divided bodies of constituents to agreement on pivotal issues. With experience in planning, public policy and public involvement, Marcia is respected for her leadership abilities and the design of public processes that engage community members in shaping decisions. Skills include design and facilitation of development and visioning meetings, leading stakeholder groups, guiding innovative community involvement strategies, conducting charettes and integrating culturally and linguistically diverse constituencies into the process.The following are a sample of project experience.

Administrative Design Review for Townhouses, City of Seattle
Created a recommended option for expanding the city's Administrative Design Review process to include townhome projects that currently fall below Design Review thresholds. Conducted stakeholder and staff interviews, created three options for internal and community consideration, conducted working sessions and public meetings, evaluated and analyzed options for staffing and financial implications, created reports, refined to a preferred recommendation. Mike Podowski, Department of Planning & Development, City of Seattle, project lead.

Neighborhood Plan Updates 2009, City of Seattle
Participated in planning and led facilitation for two sets of workshops focused on updates to neighborhood plans for Othello, North Beacon Hill and North Rainier Valley. The events were designed to ensure that these communities on the new light rail had an opportunity to guide neighborhood specific planning while addressing core values and elements of the Comprehensive Plan. Extensive outreach efforts by the city brought traditionally underrepresented community members into the discussion.

Fort Worden State Park Long Range Plan, Washington State Parks and Recreation Commission
Managed creation of the long-range redevelopment plan for the "crown-jewel" of Washington State Parks. To ensure an achievable outcome, an extensive public outreach strategy engaged all key stakeholder groups — state legislators and parks administrators, local residents ,businesses and civic leaders, and Fort Worden non-profit partners, concessionaires and employees. Master planning included consideration of the mix of resident organizations, preservation of and improvements to historic structures and the long-term financial viability of conference and event-based tourism at the park. At each step of the way strategic working sessions, stakeholder workshops, public open houses and briefing sessions provided venues for developing a recommended approach for redeveloping the park. The plan was approved by the State Parks Board along with funding for the next phase of work. Peter Herzog, project manager for State Parks, Peter.Herzog@PARKS.WA.GOV, (360) 902-8652.

Bell Street Park Boulevard, Seattle Parks & Recreation
Worked with the design team to create and facilitate three intense, very well attended public meetings that shaped the design of this new type of park. Worked closely with Park's staff to develop public information materials for the web and meetings. Also collaborated closely with the Belltown Community Council and Belltown Business Association. Public process November 2009 through May 2010. Project now in permitting. Patrick Donohue, Project Manager • (206) 684-9286 • Patrick.Donohue@seattle.gov; Karen O'Connor • public outreach • Karen.O'Connor@seattle.gov

PC-1 North Site Redevelopment, Pike Place Market Preservation and Development Authority
Planned, designed and facilitated a multiphased process to create a redeveopment strategy for the PC I site in Pike Place Market - the last undeveloped parcel in the Historic District. Implemented a thorough and methodical public outreach effort that lead a challenging set of diverse stakeholders through a deliberate, interactive and transparent decision-making process. Stakeholder interviews, intercept surveys and speakers bureau events from constituent groups inside and outside the Market kicked off the effort. Many realistic ideas about how the site could be developed and funded were gathered, based on the Market and community's needs. Facilitated workshops with the PDA Council to help direct the project's next steps and policy direction. Organized a design charette for stakeholders with architects, landscape architects, urban designers, engineers and developers creating a breadth of viable development concepts which were further refined in collaboration with Hewitt Architects for detailed consideration by the PDA Council and Seattle's City Council. Catherine Stanford, project manager for PPMPDA, now at Stanford Consulting, (206) 852-8228, catherine@castanford.com.

South Transfer Station, City of Seattle
Provided public outreach support for the Mortenson/URS design build team on a new transfer station in Seattle's South Park Neighborhood. The process included facilitation of an active stakeholder group, public open houses, community events, targeted outreach to underserved populations, job fairs and multilingual communications with neighborhood residents and organizations. The project gained community support and is now complete. Henry Friedman, Seattle Public Utility project manager, (206) 733-9147; Terrill Chang, URS project manager, (206) 438-2596.

Regional Express Projects in Bellevue, Federal Way, Kirkland, Lynnwood, Mercer Island, South Everett, Sound Transit
In collaboration with client and consultant team, organized design charettes of 40 to 140 stakeholders featuring custom tailored exercises. Synthesized and summarized workshop results into a series of working documents to provide Sound Transit decision makers with ideas of residents and stakeholders who were informed about the complex issues surrounding the development of transportation infrastructure and who could apply a long term vision to their present choices. Prepared presentations on transit centers around the region for advisory committees and produced briefing packets for local elected officials. Designed project identities, meeting announcements, displays and newsletters to inform and engage local interests.

Central Link Light Rail Business Assistance, Sound Transit
Sound Transit construction of the Central Link light rail route through South Seattle caused hardships for the business districts along the alignment due to traffic disruptions and loss of visibility and access during this major construction. Developed marketing and technical strategies to support a diverse range of affected businesses and help them thrive during a difficult construction period. Interviewed business owners to gain insight into specific issues, created an areawide marketing strategy and provided individual business training.

High Point HOPE VI Community, Seattle Housing Authority
Developed and implemented a strategic communications plan to guide all parties involved in the redevelopment. While the design team worked closely with residents, focused efforts on the broader community through creation and facilitation of a large partnership group representing West Seattle and citywide interests. Participation included focus on larger planning policies and design guidelines for the new community, which has developed as a model for sustainable development. Completed September 2007. Tom Phillips, Project Manager for Seattle Housing Authority, tomjphillips@msn.com.

Yesler Terrace Redevelopment, Seattle Housing Authority
Facilitated the 18 member, broadly representative Yesler Terrace Citizen Review Committee, in development of definitions and guiding principles to serve as the foundation for redevelopment of subsidized housing into a mixed-income community. The year long process, chaired by former Mayor Norm Rice, also included active participation by very diverse community members in identifying community values, needed amenities, and methods for achieving social equity, economic opportunity, environmental stewardship and sustainability, and replacement housing. Employed a variety of tools and techniques to give all members an opportunity to actively participate. Resulting "Community Vision" document was translated into nine languages to provide all community members equal access at each step of the way.

King County Courthouse South Entry, King County
Facilitated a series of briefings with key stakeholders impacted by the proposed reopening of the south entry of the historic King County Courthouse. Developed a tightly scripted presentation and directed development of presentation boards to facilitate rapid comprehension of complex issues by attendees. The boards and script outlined the building's history, current condition, changes to the neighborhood context, and revealed how prior comments and concerns were incorporated into the current design. Wrote summary report documenting comments from agency staff representing facilities management, adult and juvenile detention, security, administration, civil rights, judges and juries, the landmarks commission, Pioneer Square Preservation Board, the law library and city parks. Overall support for restoring the south entry as the building's primary public entrance was achieved and additional needs were identified. Completed March 2009. David Millar, Project Manager • (206) 296-0239 • david.millar@kingcounty.gov

Education

University of Washington, 1970, Seattle, WA, BA, Urban Planning
L'Ecole des Beaux Arts, 1968, Avignon, France

Experience

2007-present	**Partner**, ReadWagoner, LLP Consulting in strategic planning, stakeholder facilitation, communications and public outreach planning and implementation.
1998-2007	**Director of Community Building**, PRR, Inc. Led a team that managed public involvement activities for planning, environmental, public policy and capital improvement projects. Facilitated internal and external public and agency visioning and strategic development processes.
1985-1998	**Executive Director**, Seattle Design Commission Managed the work of the Commission in its review role of publicly funded work in the City of Seattle. Also developed and led collaborative multi-agency and community urban design charettes, created awards programs and an exhibition program.
1984-1985	**Public Arts Space**, Seattle Arts Commission Developed new exhibition space, program, and staffing for Seattle Center Public Art Space.
1978-1980	**Program Director for Art in Public Places**, Seattle Arts Commission Managed 1% for Art Program including development of the Art & Architecture Program.
1975-1978	**Program Coordinator**, Office of Urban Conservation
1972-1975	**Program Coordinator**, Pioneer Square District Preservation

Historic Seattle Preservation Development Authority Council

December 2012

12 members: Per RCW 35.21.730, SMC 3.110.010 and Comptroller FN 295894, all confirmed by City Council; **4-year** staggered terms

- 4 (one each year) appointed by Mayor
- 4 (one each year) appointed by PDA Council
- 4 (one each year) elected by constituency

D	G	Name	Appointed	Title	Term #	Expires	Appointed by
6	M	Rick Sever	Nov-07	Member	3rd	11/30/15	Constituency
6	M	Michael Herschensohn	Nov-08	Treasurer	7th	11/30/12	Constituency
6	F	Sharon Coleman	Nov-09	Member	3rd	11/30/13	Constituency
6	F	Katheryn H. Krafft	Sept-11	Secretary	1st	11/30/14	Constituency
6	F	Karen Breckenridge	Jun-09	Member	1st	11/30/14	Council
4	F	Fauna Doyle	Jun-10	Member	2nd	11/30/15	Council
2	M	James Fearn	Nov-08	Member	5th	11/30/12	Council
6	M	Peter Mills	Nov-05	Member	3rd	11/30/13	Council
5	F	**Helaine Honig**	**Nov 12**	**Member**	**1st**	**12/31/16**	**Mayor**
2	M	Rico Quirindongo	Aug-08	Member	2nd	11/30/15	Mayor
6	F	**Marcia Wagoner**	**Nov-08**	**Vice Chair**	**3rd**	**12/31/16**	**Mayor**
6	F	Mary McCumber	Dec-10	Chair	3rd	11/30/14	Mayor

Diversity:

Appt. Authority	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic	(4) Native-American	(5) Caucasian	(6) Other
Mayor	1	3	1	1		1			3	
Council	2	2		2		1		1	2	
Constituency	2	2							4	
Total	***5***	***7***	***1***	***3***	***0***	***2***	***0***	***1***	***9***	***0***