

Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study



DEPARTMENT OF ARCHAEOLOGY & HISTORIC PRESERVATION

Protect the Past, Shape the Future

Overview, December 2009

A National Heritage Area

Celebrating and Supporting Washington State's Maritime Culture

- ✦ *Enhancing* Heritage Tourism
- ✦ *Benefiting* Community Heritage Groups
- ✦ *Celebrating* Working Waterfronts
- ✦ *Supporting* Healthy Marine Waters



What is a National Heritage Area?

- ✦ Recognizes the best examples of our nation's cultural and historic heritage
- ✦ **LOCALLY INITIATED AND MANAGED**
- ✦ Designated by Congress
- ✦ Technical support from National Park Service



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Why Should Washington Pursue National Heritage Area Designation?

- ✦ **Unique resources of national significance**
- ✦ **Local maritime heritage organizations would benefit** from wider recognition and support
- ✦ **Enhanced tourism revenue for communities**
- ✦ **Limited and manageable negative impacts**



Benefits of a National Heritage Area

ECONOMIC DEVELOPMENT –HERITAGE TOURISM

- National recognition
- Coordinate marketing
- Improve product

SUPPORT COMMUNITY HERITAGE GROUPS

- Improve attendance
- Enhance competitiveness for grants
- Improve in-network marketing

SUPPORT WORKING WATERFRONTS

- Improve community awareness of maritime industries
- Partnerships between heritage groups, ports, industry, labor

RECOGNIZE VALUE OF MARINE ECOSYSTEMS

- Interpret links between ecosystem health and maritime history
- Partnerships with natural resource programs and groups



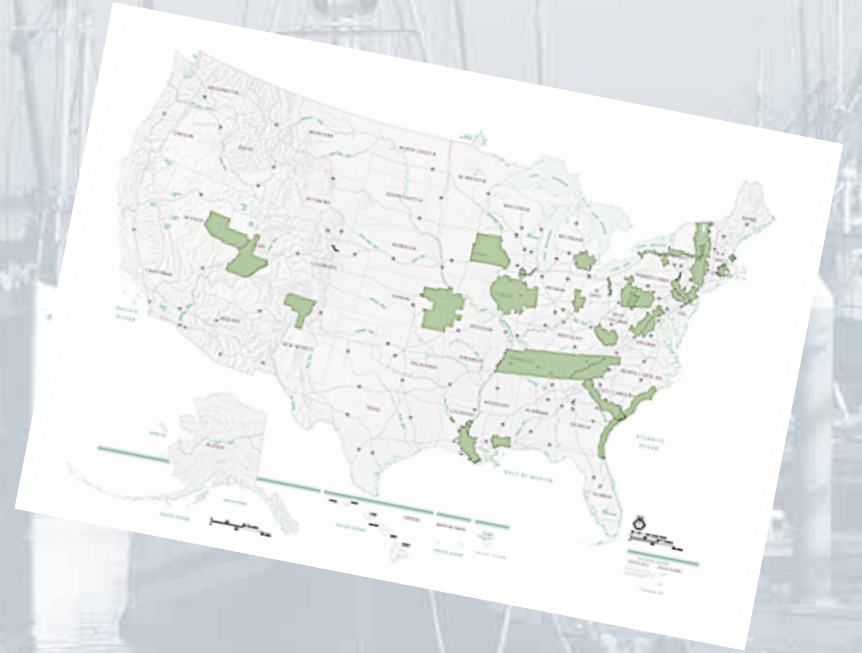
Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

The National Heritage Area Program

- ✦ First areas designated in the 1980's
- ✦ Currently 49 Heritage Areas, mostly in the eastern US
- ✦ 9 of 49 Heritage Areas designated in 2009
- ✦ **Federal pass-through grants available**



The Designation Process



FEASIBILITY STUDY MANAGED BY DAHP

Steering Committee—

Dick Thompson, Chair

Senator Karen Fraser, 22nd District

Leonard Forsman, Chair, Suquamish Tribe

Rep. Pat Lantz (ret.), 26th District

Lita Dawn Stanton, City of Gig Harbor

Pete Mills, office of Rep. Jay Inslee

Chris Endresen, office of Sen. Maria Cantwell

Chuck Fowler, PNW Maritime Heritage Council

Gretchen Luxenberg, National Park Service

Jennifer Meisner, Washington State Trust for Historic Preservation

Flo Lentz, 4Culture



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

The Feasibility Study



- ✦ Demonstrate the quality of Washington's resources
- ✦ Demonstrate widespread support for the idea
- ✦ Could a Heritage Area here be managed effectively AND with sustainable financial support?



The Study Area and Boundaries

- ✦ Washington's saltwater coast north of Pacific County, including the Pacific, Strait, and Puget Sound coasts
- ✦ Seattle's Ship Canal, Salmon Bay, and Lake Union
- ✦ Proposed boundaries extend 1/4 mile inland of shoreline, plus locally nominated sites
- ✦ Any state or national park partially located within the 1/4 mile boundary included in its entirety.



Maritime Heritage Resources

- ✦ Museums and Interpretive Centers
- ✦ Historic Vessels (with public access)
- ✦ Maritime Education & Activity Centers
- ✦ Maritime Events
- ✦ Lighthouses & Locks
- ✦ Ferries and Public Passenger Vessels
- ✦ Waterfront Communities
- ✦ Public Places with Great Maritime Stories



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Managing the Heritage Area

- ✦ **Not a government program** –managed by an existing or new non-profit organization
- ✦ Typically funded by mix of **donations, state funding, and federal funding**
- ✦ Draw on **leadership from heritage groups**
- ✦ Develop **partnerships with tourism organizations, ports, scenic byways, and other groups** with shared goals



Potential Management Activities

- ✦ Host regional coordinating meetings
- ✦ Compile and share resources (best practices, reports, studies, etc.)
- ✦ Develop a regionally consistent brand
- ✦ Partner for regional and statewide tourism promotions
- ✦ Create new region-wide brochures and website (trip planning, etc.)
- ✦ Design and potentially fund signage
- ✦ Develop interpretive areas
- ✦ Support education and academic research
- ✦ Provide grants for local heritage projects
- ✦ More...



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Concerns About NHA Designation

- ✦ **REGULATORY or PROPERTY IMPACTS**
- ✦ **REGIONAL REPRESENTATION**
- ✦ **SUSTAINABLE MANAGEMENT & FUNDING**



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Concerns About NHA Designation



REGULATORY or PROPERTY IMPACTS



Program has no regulatory OR eminent domain impacts



Management group NOT ALLOWED to acquire property with federal funding from the NHA program



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

✦ Draft Recommended Legislative Language

1. The overarching goal of designation is to encourage and strengthen partnerships and collaboration among maritime interests for the purpose of economic development and heritage tourism.
2. This designation recognizes that waterfronts are both a foundational part of Washington's heritage and dynamic places that are constantly adapting to new opportunities and technologies.
3. Designation is not intended to directly or indirectly regulate land use, public land policy, or private activity.
4. Federal law prohibits a designated national heritage area from the following:
 - a. Authorizing the management organization to regulate the right of any person with respect to private property or local zoning ordinance or land use plan.
 - b. Modifying, by enlarging or diminishing, the regulatory authority of any state, tribal or local government to regulate land use.



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Concerns About NHA Designation

✦ REGIONAL REPRESENTATION

- ✦ Expected to be managed by a 501(c)(3)
- ✦ Steering Committee will be primarily maritime stakeholders
- ✦ Steering Committees will include representation across the region
- ✦ Tribes, local governments, ports and agencies will have role on Steering Committee



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Concerns About NHA Designation

✦ SUSTAINABLE MANAGEMENT & FUNDING

- ✦ Management organization will be an existing 501(c)(3) with proven stability and governance
- ✦ Limited role of management organization— coordination, region-wide branding and marketing, and possible funding distribution— is achievable without unrealistic expectations for funding
- ✦ Community heritage organizations would have the ability to build on the platform created by the management organization



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Selected supporting organizations

San Juan County

Clallam County

Island County

Snohomish County

Thurston County

City of Anacortes

City of Gig Harbor

City of Port Townsend

Port of Everett

Port of Port Angeles

Port of Tacoma

4Culture

Grays Harbor 2020

Historic Everett

Island County

Historical Society

Sound Experience

Whidbey Island

Chamber of Commerce

**Drayton Harbor
Maritime**

**Center for Wooden
Boats**

**Grays Harbor Historical
Seaport**

**Northwest Maritime
Center**

And more...



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Schedule

- 1** Submit **DRAFT** Feasibility Study to National Park Service
 - Early January, 2010
- 2** Submit **FINAL** Feasibility Study to Congress
 - March 2010
- 3** Designation as National Maritime Heritage Area
 - 2010



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study

Thank You!

A National Heritage Area
Celebrating and Supporting
Washington State's Maritime Culture

Have a comment or need more information?

Fauna Doyle, (206) 324-8760, fauna@berkandassociates.com

Curt Warber, (425) 458-6326, cwarber@parametrix.com



Washington State

NATIONAL MARITIME HERITAGE AREA

Feasibility Study