



# DO FOR SELF URBANISM

WINTER 2014 | NICOLE HUBER | DEPARTMENT OF ARCHITECTURE | UNIVERSITY OF WASHINGTON



# DO-FOR-SELF urbanism

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Winter Quarter 2014  
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The “Do-For-Self Urbanism” architecture studio advocates for a counter-point to top-down urbanism. We are proposing radical methods of community-driven intervention to preserve marginalized neighborhood’s identity and create equitable growth and development. As transit-oriented development beings to put pressure on the Rainier Beach community, it is imperative to reduce the risk of displacement by preserving the diversity and affordability of the existing neighborhood.

We have developed SEVEN SYNERGISTIC STRATEGIES to jump-start the proposed Rainier Beach Food Innovation District.



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### ■ DO-FOR-SELF MAP

### ■ STRATEGIC SYNERGIES





Rainier Beach is the southernmost neighborhood in Seattle's Rainier Valley. The Rainier Valley occupies the low land between two ridges and runs for seven miles from downtown Seattle south to Lake Washington. The City of Seattle Department of Neighborhoods refers to the Rainier Valley as the Southeast Seattle District which lies southeast of downtown and the Central District. It is bound by I-90 to the north, Lake Washington to the east, Seattle city limits to the south, and I-5 to the west. The district area includes the neighborhoods of Beacon Hill, Mount Baker, Rainier Valley, Seward Park and Rainier Beach.

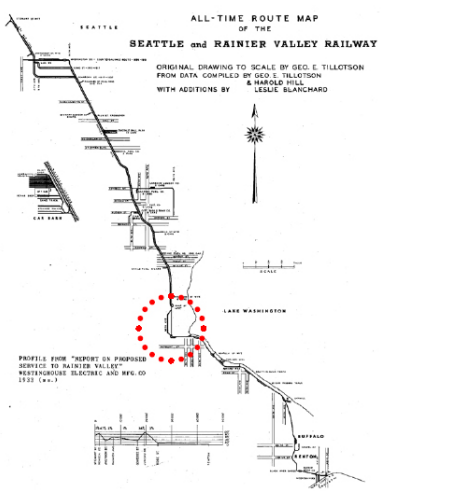


The Rainier Valley was originally the home of the Duwamish people. After white settlement, the area was centered around lumber, rail and automobile-oriented industries. The arrival of the Rainier Avenue Electric Railway in 1890 drew Italian, German and Italian immigrant communities. Retail and industrial development lined Rainier Avenue.

Japanese and African American populations arrived in the 1930s. The Electric Railway ceased operation in 1937, and growth in the valley slowed until World War II. During the war, the Japanese American camps, and the valley was filled with Boeing Company employees and shipyards.



After World War II, many wealthier residents moved to newer suburban developments and the discriminatory practice of red-lining, or refusal to invest within certain boundaries, began an era of serious civic disinvestment in the Rainier Valley. The completion of I-5 and the Boeing crash in the 1960s caused further deterioration. However, cultural groups and social groups began to form to meet the community's needs.





The effects of disinvestment in Rainier Beach continue today. In the past year, an estimated 30% of households had income below the poverty level, and only 20.8% of residents 25+ years have a high school diploma or equivalent. Additionally, between 2000 and 2008, Rainier Beach lost 14% of its jobs. The data clearly indicates a need for family wage jobs, education, technical training and business opportunities.

Most recently, Filipino, Latino, Vietnamese and East African communities have moved into the Rainier Valley. This area, zip code 98118, is now one of nation's most diverse neighborhoods, with 60 languages spoken and more immigrants and refugees than anywhere else in Seattle.

The vibrancy and diversity of Rainier Beach are valuable assets. Manufacturing, retail and services make up a majority of employment in Rainier Beach. There are a large number of immigrant entrepreneurs, and the majority of businesses are locally owned and highly invested in the community.

Sound Transit's Central Link Light Rail arrived in Rainier Beach in July 2009. It runs from SeaTac International Airport, through the Rainier Valley to downtown Seattle. It will eventually continue north to the University of Washington and Lynnwood and east to Bellevue.

Sound Transit and the City of Seattle are encouraging Transit-Oriented Development along the several LINK stops in the Rainier Valley.

Sound Transit defines Transit-Oriented Development (TOD) as “compact public and private development that supports transit use by emphasizing pedestrian and transit access, such as by clustering development and mixing land uses and activities at and around transit facilities.”

A key concern about TOD is the threat of gentrification and the influx of a new, wealthier population that would push the existing communities out of the area. Gentrification has already begun to happen at stations further north in the Rainier Valley and is certain to occur in Rainier Beach.

However, TOD has not yet occurred in Rainier Beach and so various stakeholders still have the opportunity to work to mitigate or even leverage, the impacts of TOD on the Rainier Beach community.

The idea of community cornerstones suggests that an existing community establish anchors in the TOD area. If Rainier Beach is able to build an economic and cultural foothold in the station area, rapid growth due to the Light Rail might actually serve to benefit the existing community.





The social and economic challenges of Rainier Beach have been addressed in extensive research and previous work. The most recent conversation, the “Food Innovation District”, was initiated by the City of Seattle Department of Planning and Development (DPD) in the Rainier Beach Neighborhood Plan Update. Consultants, students, non-profit and private agencies have tackled these challenges in myriad ways. While approaches vary, there are some key considerations identified for Rainier Beach, such as:

- Community-driven development
- Public-Private-Nonprofit partnerships
- Local education and development
- Living wages and job creation
- Food and healthy lifestyles
- Youth engagement

Some of the key resources that influenced our studio are referenced here.

**Rainier Beach Station - Community Recommendations**  
*(VIA, November 2012)*

VIA conducted an envisioning exercise for the station area. Goals included creating a strong local economy, supporting entrepreneurial ventures, creating a food and agricultural production hub, and densifying residential and retail around the light rail station.

Visualizations include initial urban design elements, zoning and land use adjustments and potential build-out in the station area.

**Rainier Beach Moving Forward - A Call to Action**  
*(Seattle DPD, March 2012)*

Part of the Rainier Beach Neighborhood Plan Update, this action plan describes several initiatives to “Make Rainier Beach Great”, including:

1. Life-Long Learning
2. A Place for Everyone
3. Growing Food to Develop Healthy Industry
4. Rainier Beach is a Beautiful, Safe Place

The Plan also identified existing assets, key partners and action examples to realize these initiatives.

**A Development Strategy Study for Rainier Beach Innovation District**  
*(Jonathan Rose Companies, October 2013)*

This study identified and analyzed potential partners who might help develop the Innovation District and act as catalysts to spur redevelopment. The goal is a new model of transit-oriented development focused on employment, education and entrepreneurial activity.

Community discussions pointed to the following four categories:

1. Businesses that require access to light manufacturing or warehouse space or proximity to the airport
2. Maker spaces geared toward sharing technical and intellectual resources
3. Educational/training institutions
4. Food-oriented businesses

**Rainier Valley South - Fulfilling the Promise**  
*(Seattle DPD, November 2013)*

This approach to community development was coordinated with the City's Race and Social Justice Initiative. The Promise Zone would be managed by DPD’s Community Development Program and would leverage private investment from public infrastructure to implement three community-identified strategies:

1. Place-based education and workforce development strategy
2. Living Wage Job Strategy
3. Violent Crime Hot Spot Strategy

**Previous Student Work**  
*(University of Washington, various departments)*

Several University of Washington students have conducted design, economic and public policy work in the Rainier Valley. Work ranges from development recommendations and economic analysis to designs for technical hubs and community spaces. Much of this work emphasizes the importance of community-driven development, small business cultivation and local partnership between public agencies, private interests and nonprofit groups.





## PROCESS

## DO-FOR-SELF urbanism

Building on Rainier Beach's rich cultural diversity, eclectic business entrepreneurship and under-utilized interstitial spaces, we began to examine ways to anchor the Rainier Beach community socially, cultural and economically through the following goals:

- STRENGTHEN NEIGHBORHOOD IDENTITY
- INITIATE COMMUNITY CONVERSATION
- CREATE GROWTH

What follows is a series of interventions, at multiple physical and temporal scales, which address these goals and catalyze a “DO FOR SELF Urbanism” strategy for Rainier Beach.





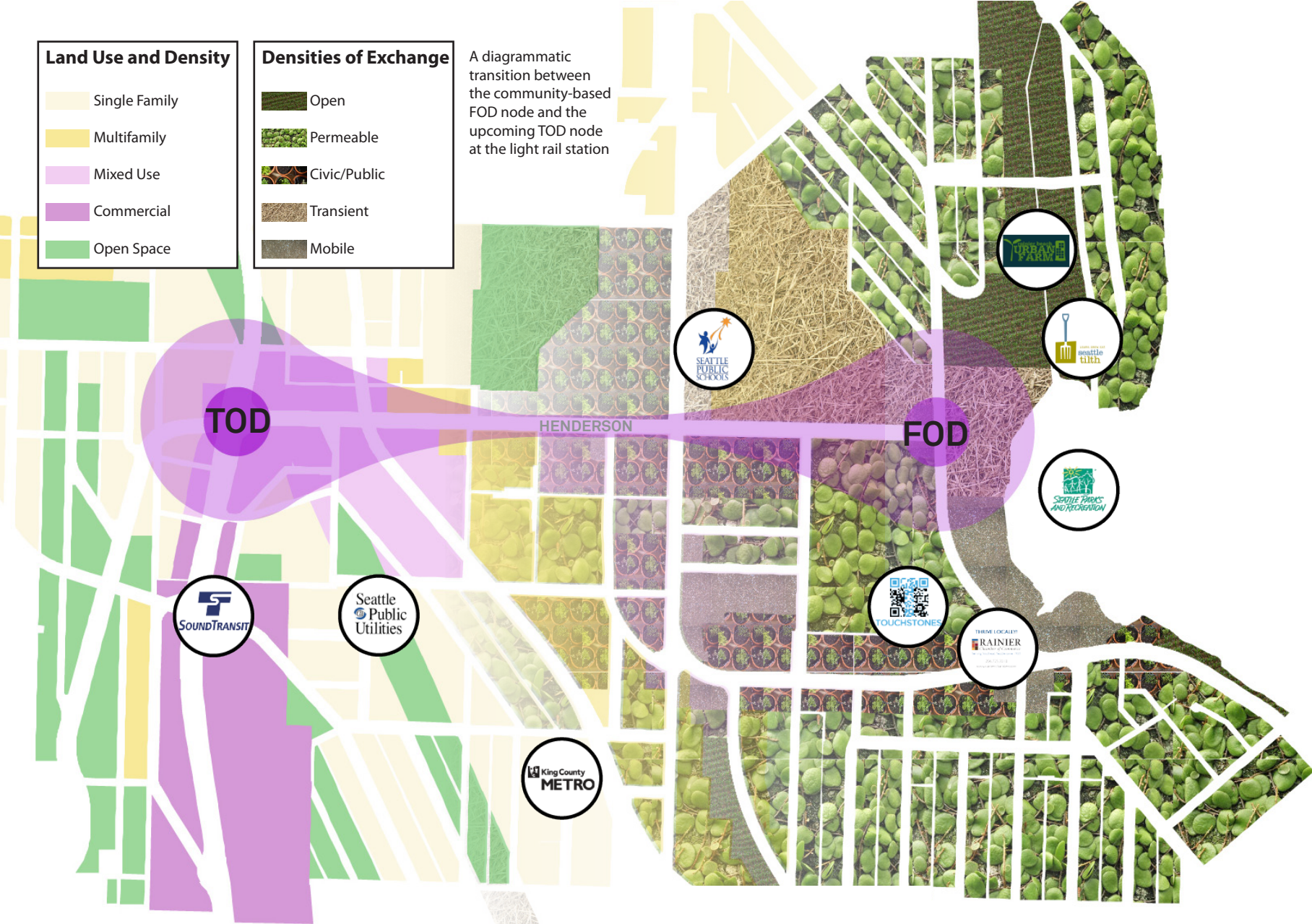
**Land Use and Density**

- Single Family
- Multifamily
- Mixed Use
- Commercial
- Open Space

**Densities of Exchange**

- Open
- Permeable
- Civic/Public
- Transient
- Mobile

A diagrammatic transition between the community-based FOD node and the upcoming TOD node at the light rail station



An individual's contribution to their community is critical for the social and economic well-being of the neighborhood. The AggreCulture approach seeks to emphasize the value of the individual in anchoring the existing Rainier Beach community for the upcoming Transit-Oriented Development (TOD) area adjacent to the Rainier Beach light rail station. Henderson Street is the spine, or the transitional space, between these two nodes.

An alternative to TOD, the idea of Food-Oriented Development (FOD) seeks to build from the previous work about a Rainier Beach Food Innovation District. The role of the individual in this process is represented by a milk crate, which demonstrates the structural integrity and flexibility of uses.

For this purpose, the crate specifically symbolizes an exchange - whether cultural, social or economic - between members of the community. From this knowledge, FOD can be built from the ground-level up, representing the community throughout the process.

**(1) AGGREGATE**

*exchanges between individuals*

A kick-off event for FOD and the Food Innovation District

**(2) FACILITATE**

*exchanges at various levels*

Create partnerships between "top-down" and "bottom-up"

**(3) CULTIVATE**

*exchanges locally and regionally*

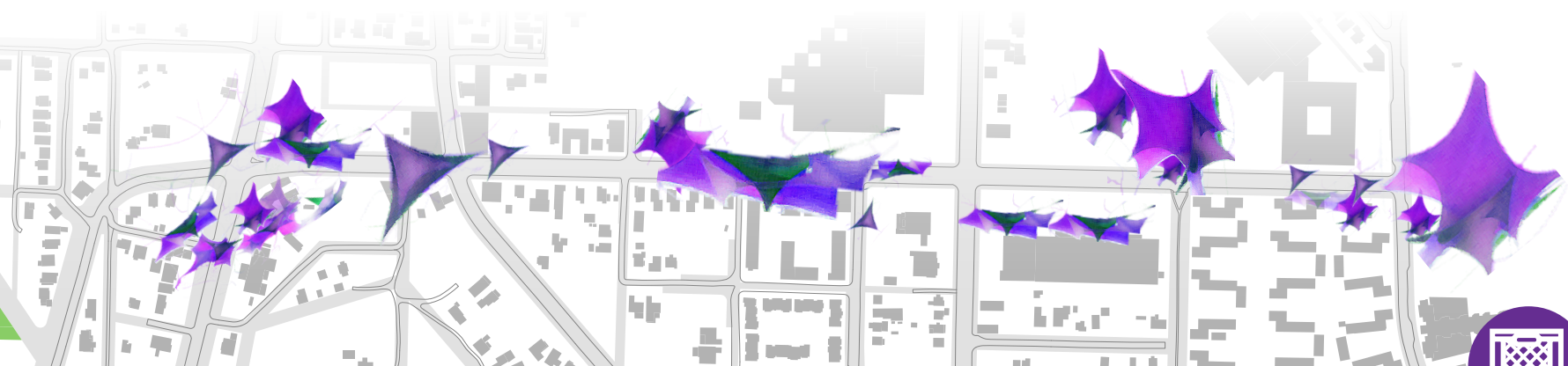
Anchor the station area with public space to accommodate exchanges

# AggreCulture

cultivating cultural exchanges

*Density is not just about units per acre but the number of social and economic exchanges.*

-Teddy Cruz





**Transit-Oriented Development (TOD)**

- Centered around transit station
- Agency-driven
- Shaped by regional market forces
- Develops with economic capital

**“Food-Oriented Development” (FOD)**

- Centered around community anchors
- Community-driven
- Shaped by local community members
- Develops with social capital



= unit of cultural exchange



The idea of the crate as a unit of cultural exchange extends beyond establishing a community that appreciates cultural diversity. The crate can also represent the exchange of knowledge and resources vital to Rainier Beach’s economic, social and cultural success. Players at this “table of exchange” range from “top-down” agencies to “bottom-up” groups, and from strength in economic capital to strength in social capital. Traditional Transit-Oriented Development (TOD) and the concept of “Food-Oriented Development” (FOD) may represent the polarities of power and resources in Rainier Beach. Establishing partnerships that extend beyond these boundaries will optimize the strength of both extremes and might accomplish much for the community, particularly in the station area.



# Aggregate

- produce food
- identify community assets
- exchange culture



**BRINGS INVITATION**



The crate could initially be used as the invitation to announce the event. Community members would be invited to come with their crate filled with something “of themselves” or of their cultural identity.

**REDEEMS PRIZES**



As incentive to attend the event, there could also be gifts or prizes in the form of a raffle or other interactive game. Partnerships between local groups and other agencies would be involved in providing these prizes.



**SHARES CULTURE**



The shared item would not be limited to food, but could include gifts or items of symbolism. The intent is to communicate knowledge of one’s self to another.

**IS REPURPOSED**



The crate could then become a tool of use in the development of these exchanges. It could be used to transport goods, or it could be used as a building block in a temporary structure.

The community “kick-off” event could be an open-ended and interpretive cultural exchange. As a community-based “potluck” and festival, it would demonstrate and celebrate local cultures. Henderson could be blocked off for non-motorized access only. Business and entrepreneur resource booths would provide an economic knowledge exchange opportunity.











the CALAMARI Coalition

Rainier Beach....



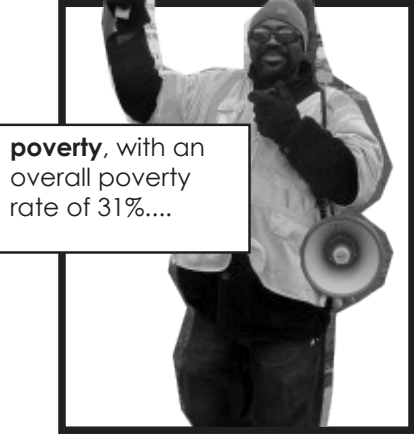
a place of **diversity**, with over 60 languages spoken and more immigrants and refugees here than in any other Seattle neighborhood....



and **hardworking** people. There are many home businesses and people working multiple jobs to make ends meet.



but also **crime**, scoring a 13% out of 100 on a crime index....



**poverty**, with an overall poverty rate of 31%....



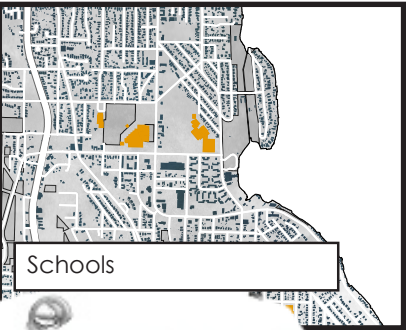
and a **lack of identity**.



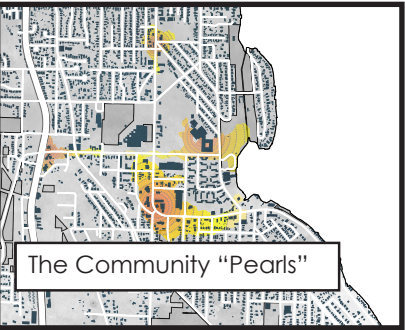
Community Places



Churches

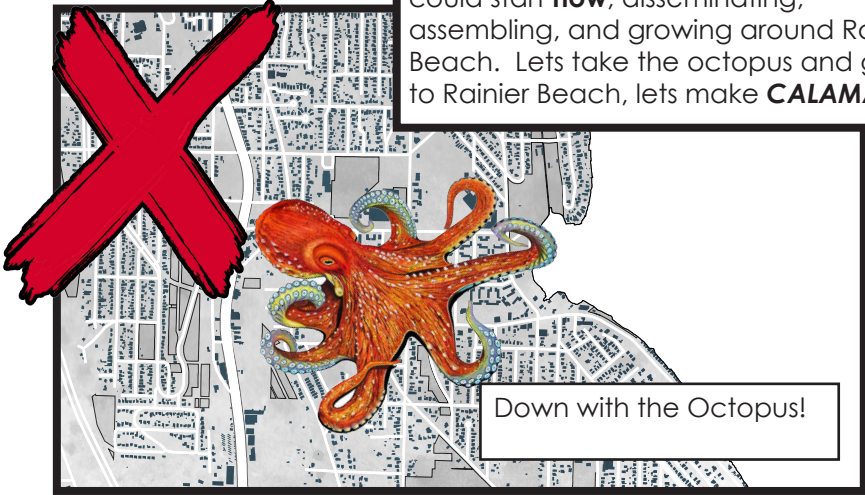


Schools



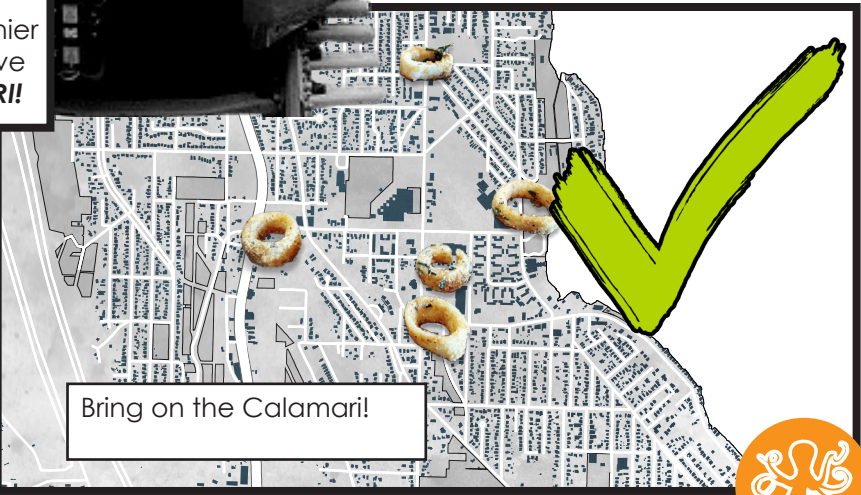
The Community "Pearls"

With the recent light rail running by Rainier Beach, new development around the light rail station is expected (transit oriented development - TOD). This large scale development has the potential to reach into Rainier Beach and squeeze out the life like the tentacles of an **OCTOPUS!!**



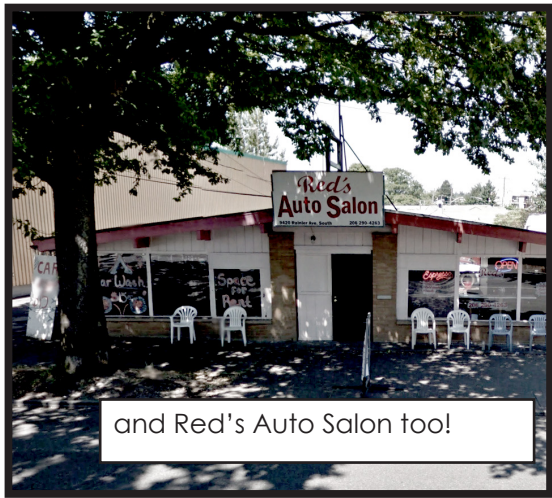
...or the activities and communities could start **now**, disseminating, assembling, and growing around Rainier Beach. Lets take the octopus and give to Rainier Beach, lets make **CALAMARI!!**

Down with the Octopus!



Bring on the Calamari!





These Calamari already exist sparingly throughout the Rainier Beach community, the most prominent being the King Donut Shop + Teriyaki + Laundromat.

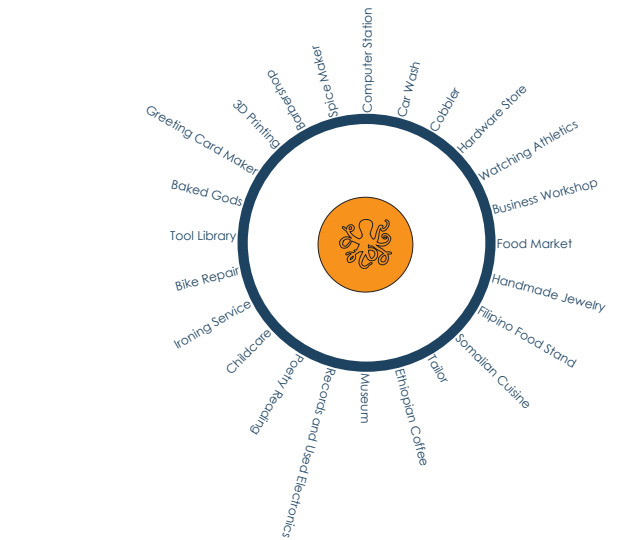
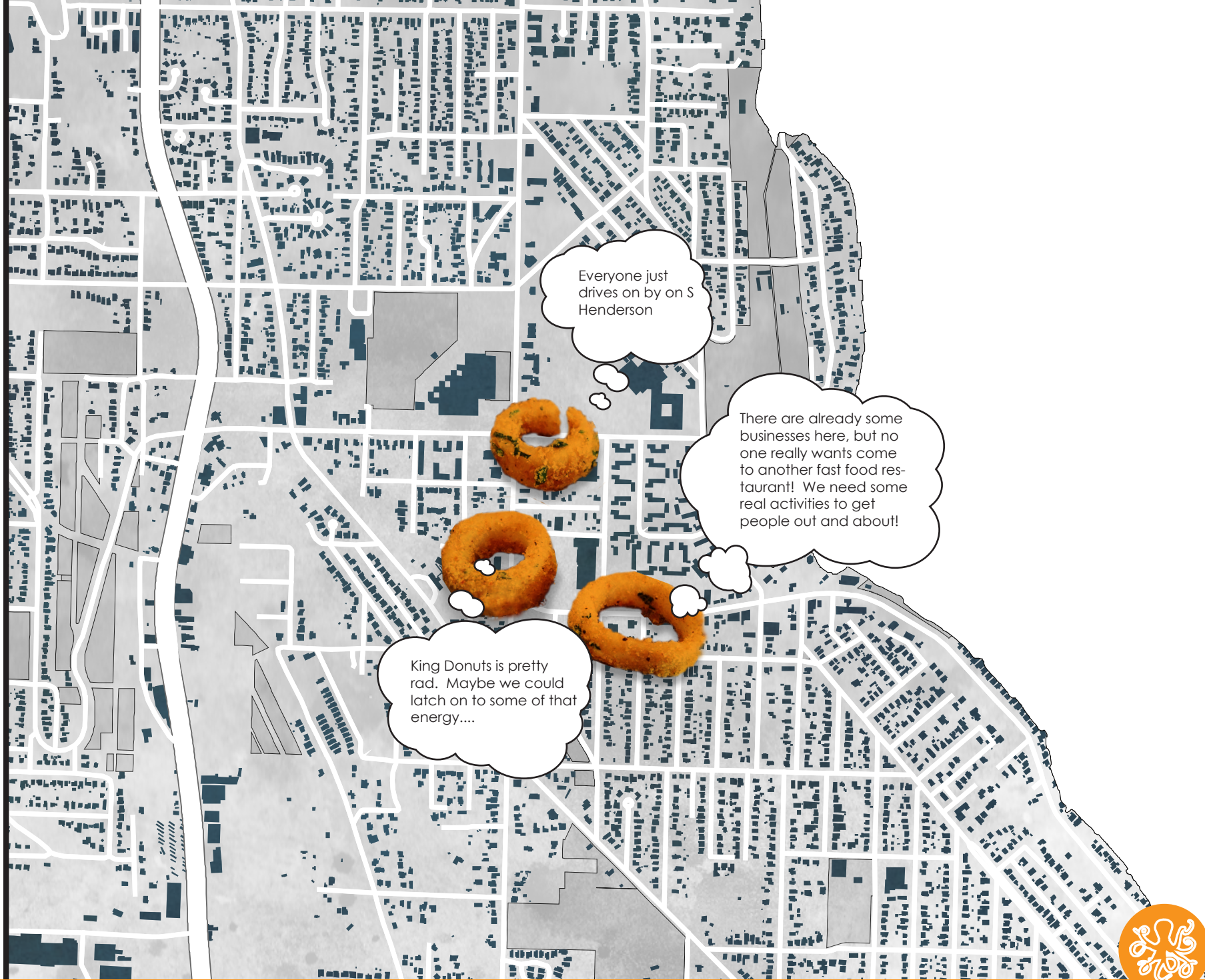
**The Calamari Coalition**, will begin to grow and develop more Calamari throughout Rainier Beach, concentrating at the pearls...

**RB**

Moving Forward

+

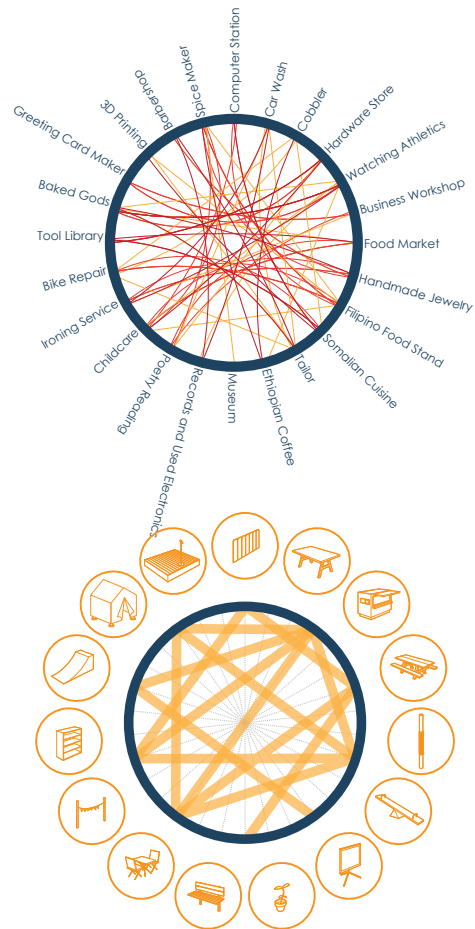
Calamari Coalition



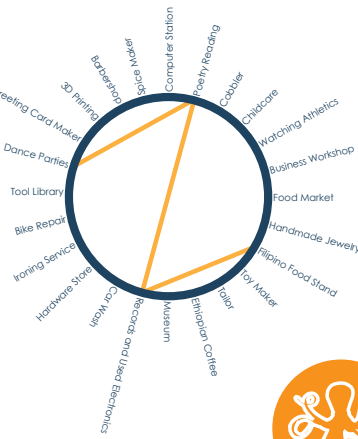
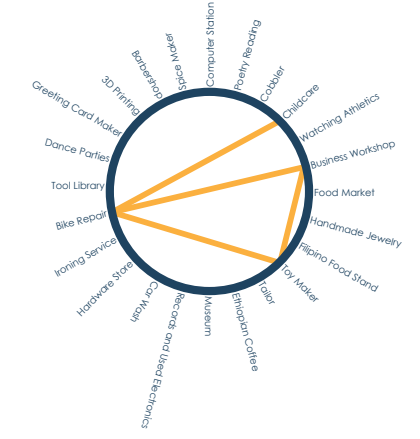
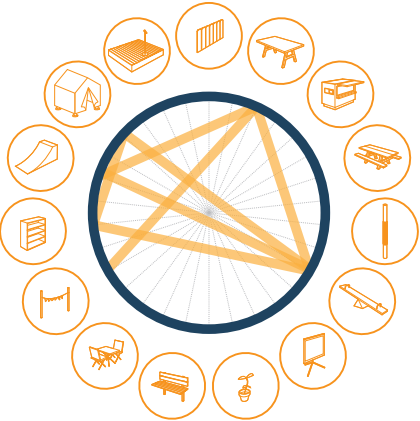
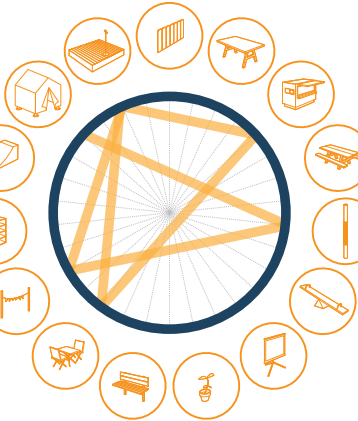
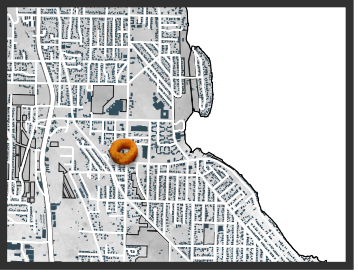
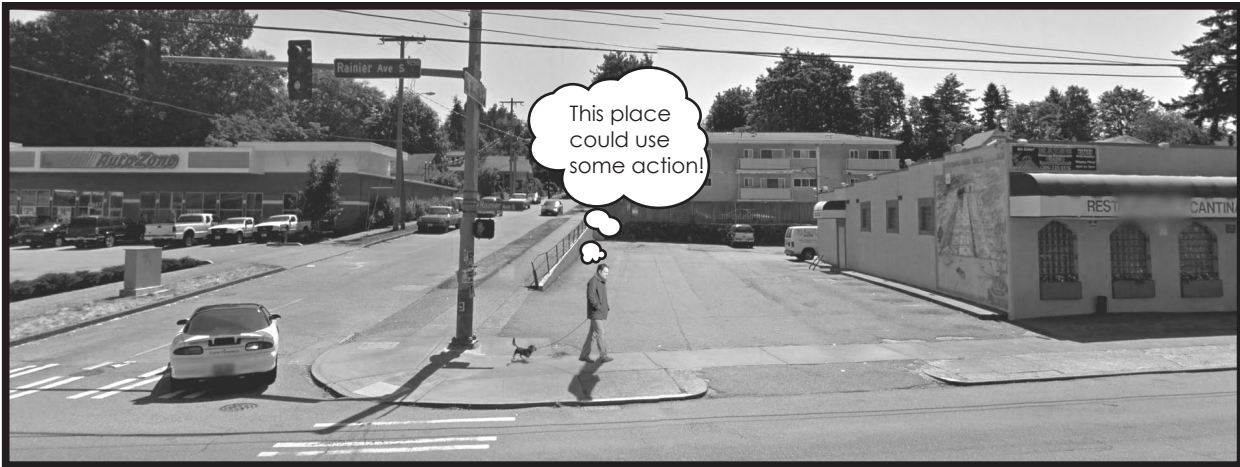
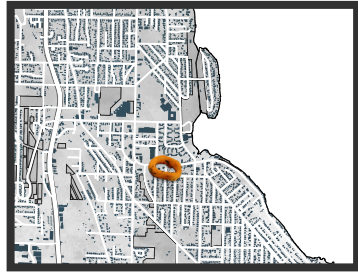
...By joining the great **people**, **businesses** and **activities** that happen in isolation around Rainier Beach



with small, but significant **interventions** in public or vacant space!









# CONTAGIOUS URBANISM

EXISTING VIEW FROM LIGHT RAIL CAR:



HOW CAN WE TURN THIS TRASH INTO TREASURE AND REVITALIZE RAINIER BEACH?

## CREATE A SERIES OF CONTAGIOUS INTERVENTIONS THAT:

TAKE THE SCRAP METAL FROM JUNKYARDS ALONG MLK WAY AND CREATE SOMETHING BEAUTIFUL AND POSITIVE.

EMBRACE THE ABSURD.

SPARK INTEREST.

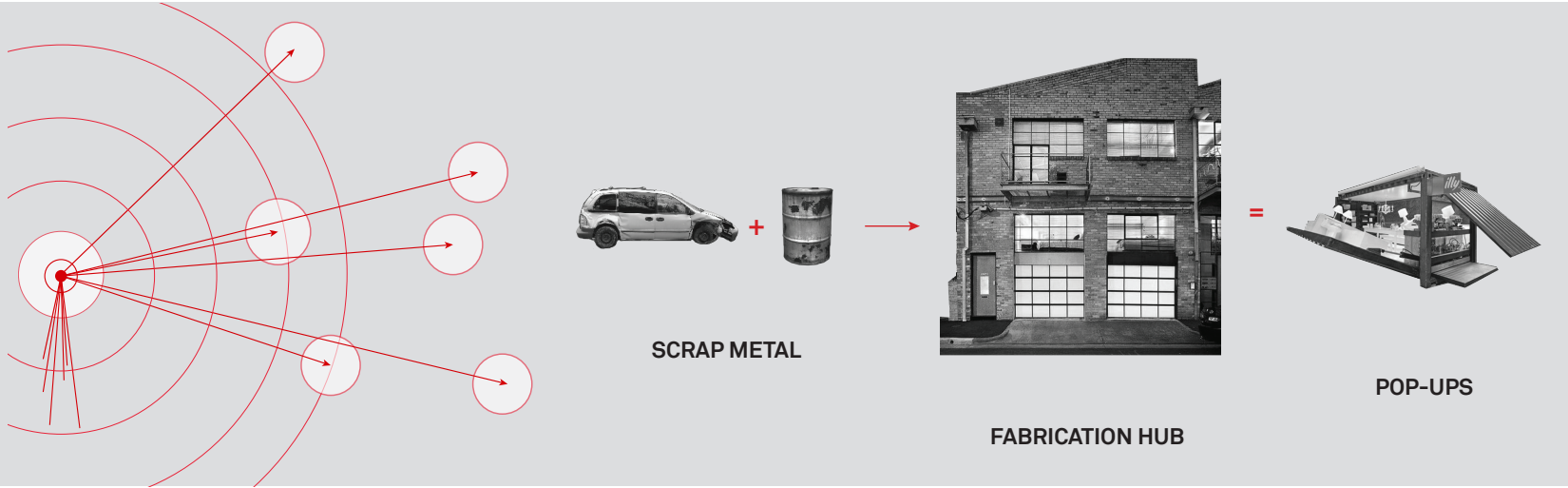
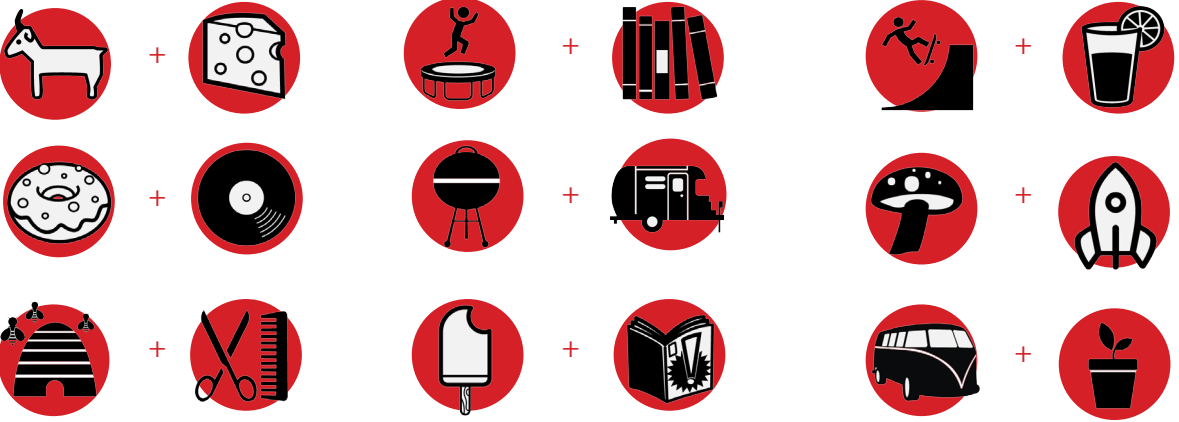
CREATE A COMMUNITY DIALOGUE.

CREATE A UNIQUE IDENTITY FOR RAINIER BEACH.

PROVIDE ENTREPRENEURIAL, LOW RISK OPPORTUNITIES FOR SMALL BUSINESS OWNERS.

## PROGRAM shuffle-play-repeat

- GOAT MOTEL
- MUSHROOM SPACESHIP
- BBQ FLEA MARKET
- LETTERPRESS HERB GARDEN
- TRAMPOLINE PRESCHOOL
- HONEY BEE BARBERSHOP
- SHAWARMA USED RECORDS
- LEMONADE SKATEPARK
- BOOKSTORE BAKERY
- ICE CREAM TRAILER PARK
- BUBBLE TEA THRIFT SHOP
- LAVENDER INFUSED COMIC BOOKS
- ROLLING CHICKEN COOPS
- LEAFY GREENS WINNEBAGO



## STEP 1: PLANT VIRUS fabrication hub

JUNKYARD SCRAP INFECTS PATIENT ZERO:

THE FABRICATION HUB IS BORN.

VIRUS SPREADS FROM THE HUB TO THE PEARLS.

THE COMMUNITY IS INFECTED.

THE COMMUNITY IS EMPOWERED: DO FOR SELF.

LOCATED WITHIN LIGHT INDUSTRIAL CORE

TRANSFORMS SCRAP FROM JUNKYARDS INTO INFRASTRUCTURE FOR CONTAGIOUS INTERVENTIONS

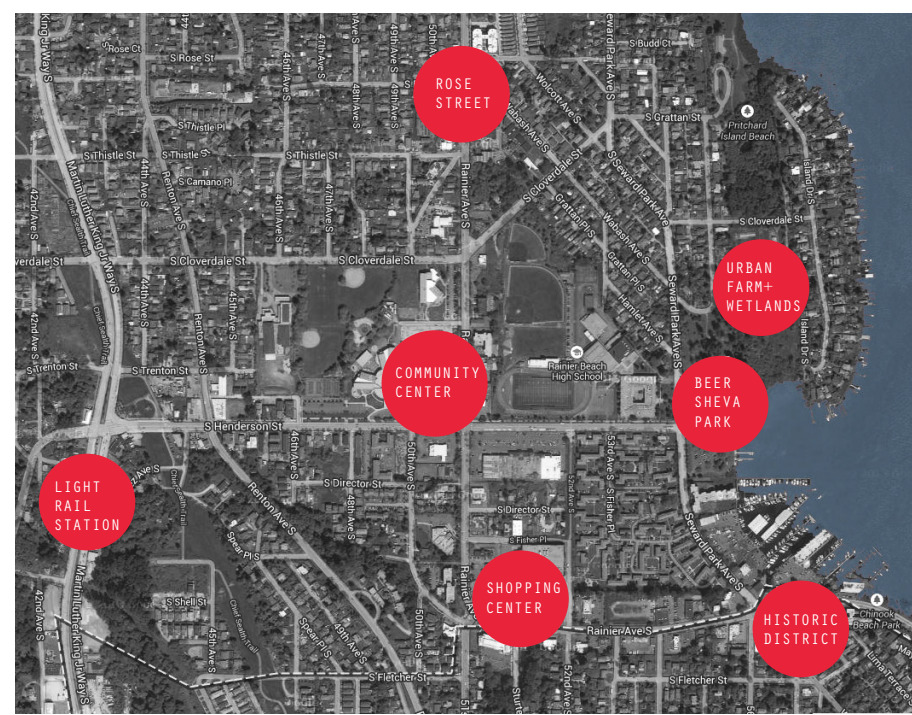
PROVIDES TECHNICAL TRAINING IN METALWORK: ALLOWS THOSE WITHIN THE COMMUNITY TO GAIN A MARKETABLE SKILL

ALLOWS THE COMMUNITY TO PARTICIPATE IN A HANDS-ON WAY IN IMPROVING THEIR SURROUNDINGS

CREATES A SPACE FOR LOCAL ARTISTS

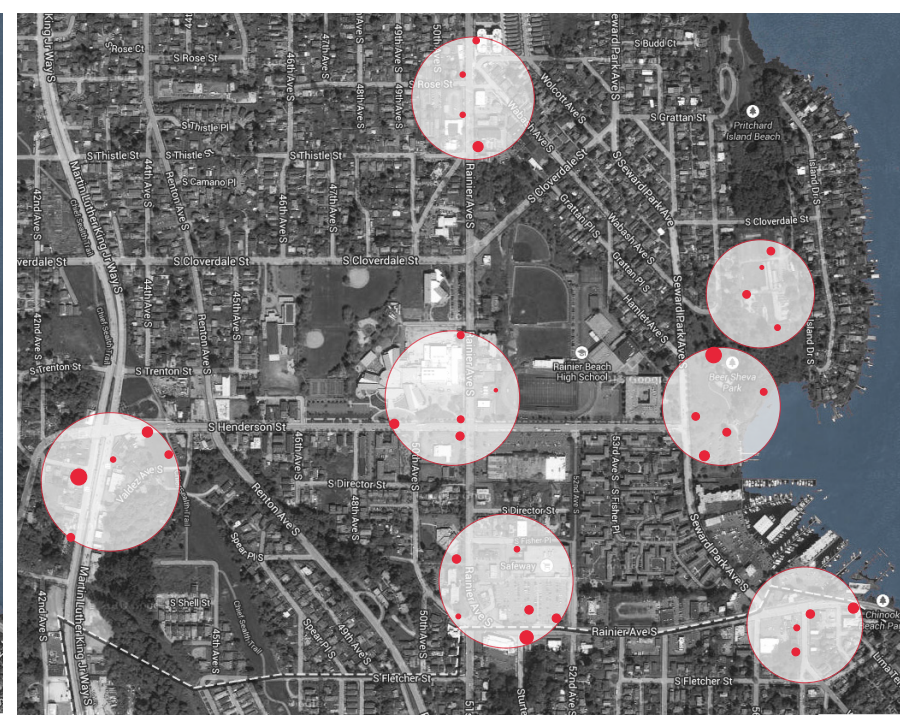
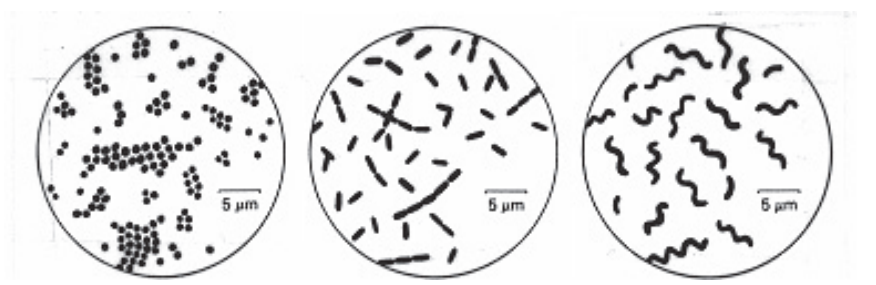






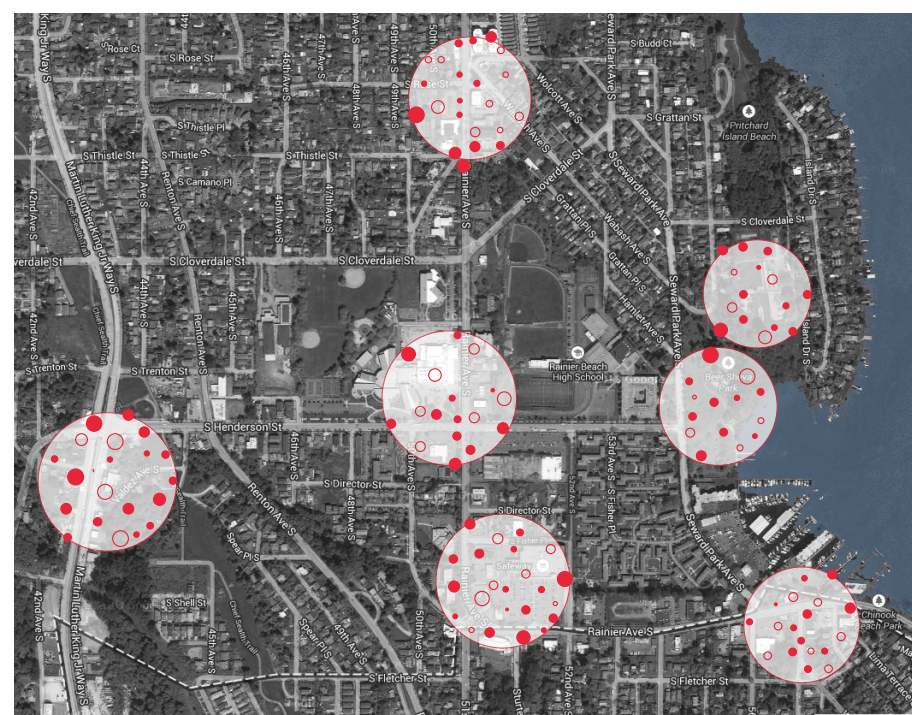
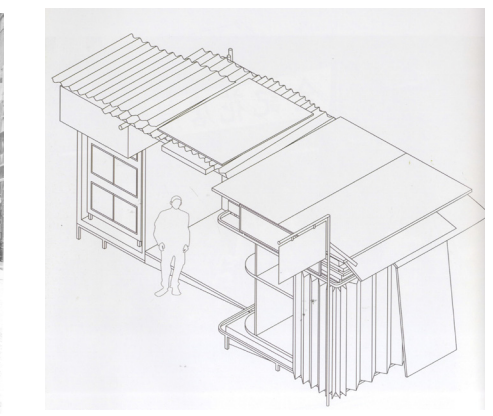
**STEP 2:  
INFILTRATE PEARLS:  
THE EXISTING CENTERS OF ACTIVITY**

VIRAL  
TYPOLOGIES



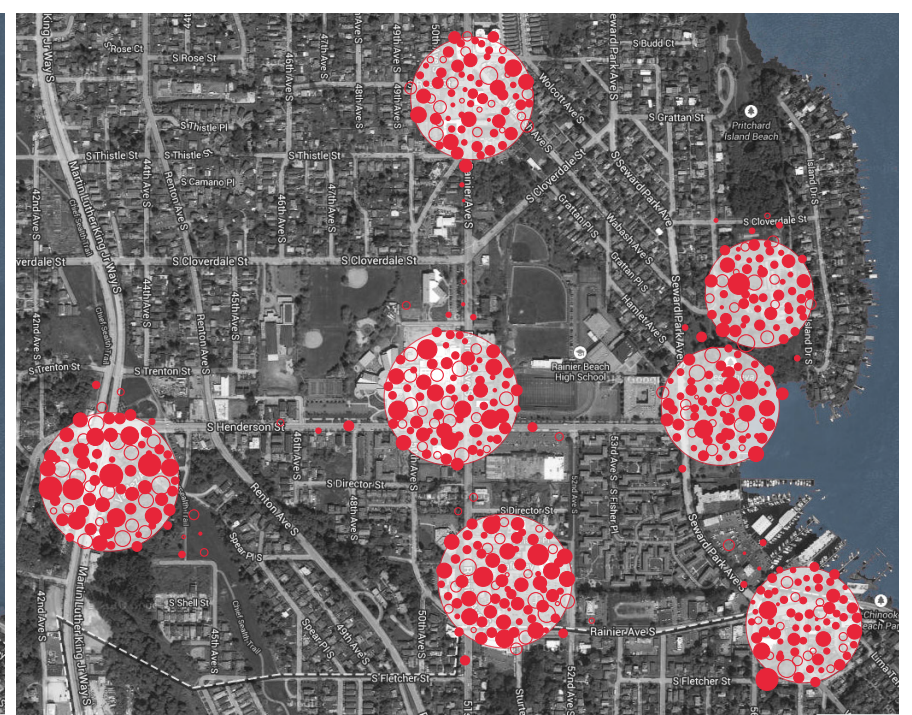
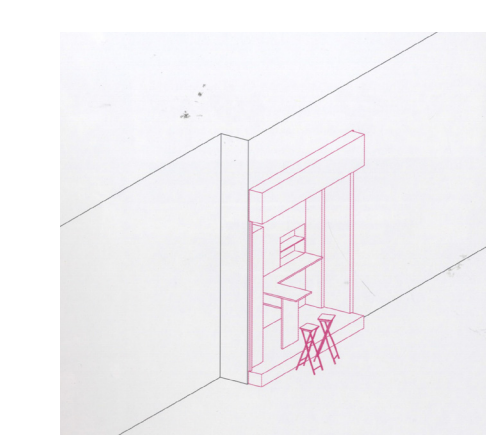
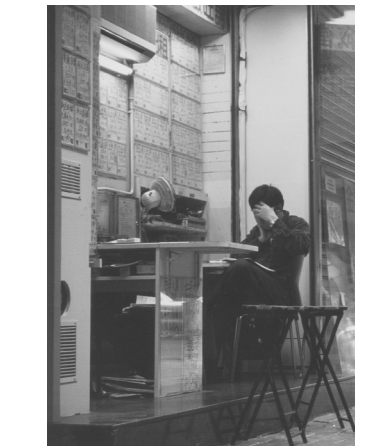
**SPREAD OF CONTAGION:  
STAGE 1**

**MOBILE BOOTH**



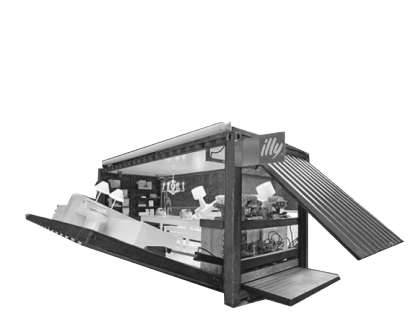
**SPREAD OF CONTAGION:  
STAGE 2**

**PARASITIC INSERTION**



**SPREAD OF CONTAGION:  
STAGE 3  
TOTAL INFESTATION**

**POP-UP SHOP**







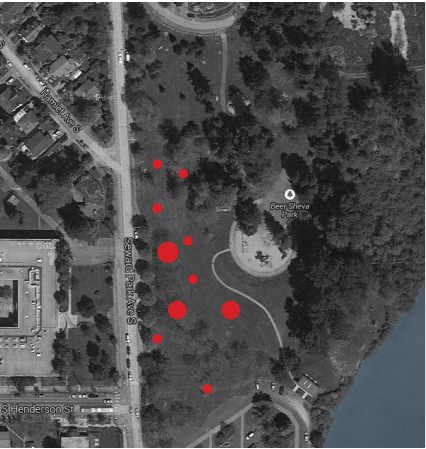
THE PEARLS ARE EXISTING NODES OF HIGH ACTIVITY IN RAINIER BEACH. BY TARGETING THE PEARLS AS POINTS OF INFECTION, THE CONTAGION CAN SPREAD AS EFFICIENTLY AS POSSIBLE.

THERE ARE THREE VIRAL TYPOLOGIES:

- THE MOBILE BOOTH
- THE POP-UP SHOP
- THE PARASITIC INSERTION

SPREAD. DIVIDE. MULTIPLY. INFECT THE COMMUNITY.

**MOBILE BOOTHS:**  
**GOAT MOTEL**



**POP-UP SHOPS:**  
**ICE CREAM TRAILER PARK**



**PARASITIC INSERTION:**  
**HONEY BEE BARBERSHOP**







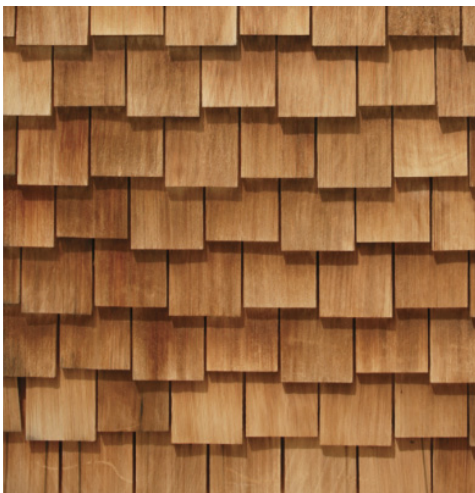
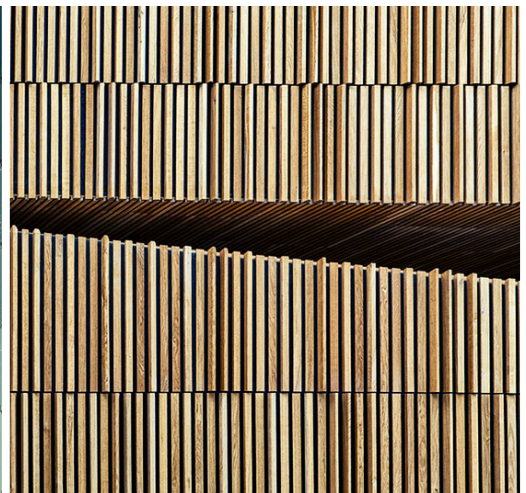
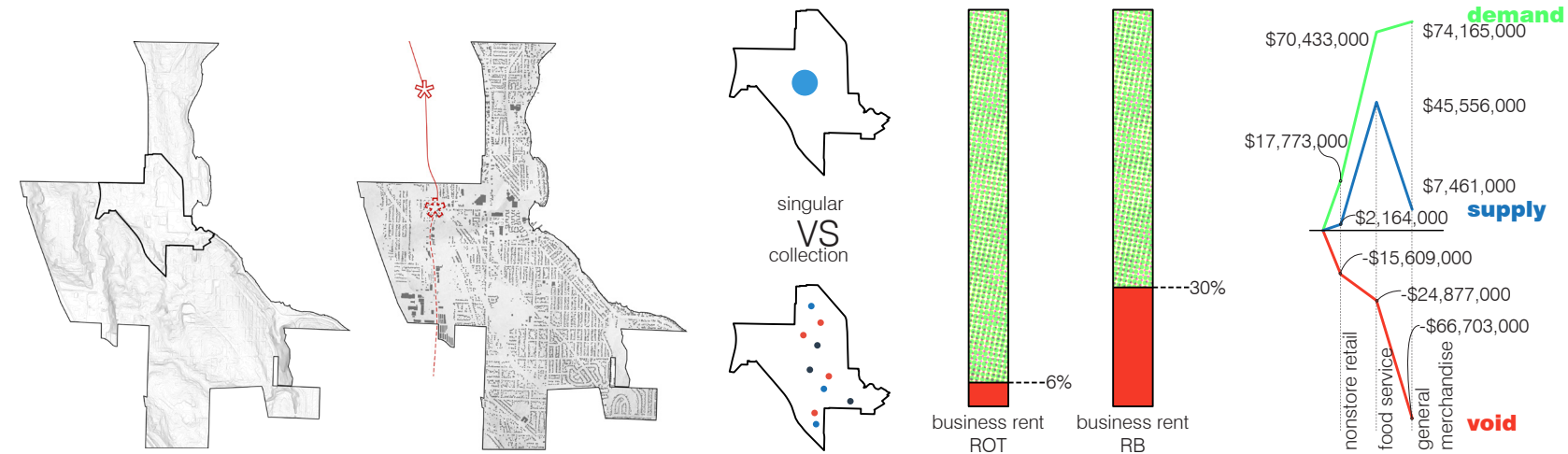
Do For Self: Rainier Beach Micro-Enterprise Parks (RBMEP) provide alternate paths to entrepreneurship for the Rainier Beach neighborhood. There are many large barriers to entrepreneurship, including high cost of initial investment, increasing rental costs for neighborhood commercial spaces, unequal access to education/information, lack of resources (marketing, facilities, equipment availability), and overall high risk. The RBMEP is an alternative business incubator for Rainier Beach residents, providing options for home and/or informal businesses to gain storefronts, as well as access to funding, marketing, education, and mentorship. On-site partnerships between tenants will encourage lower rental costs than market rent and they will equally benefit from the shared use of machines/equipment and facilities which reduce initial and operational costs. RBMEP will assist micro-enterprises in sourcing seed money from local, regional, and global partners leveraging small business grants.

According to the Retail Development Strategy for Rainier Valley, prepared for the City of Seattle's Office of Economic Development December 2009, the Rainier Beach neighborhood will benefit from a collection of spaces rather than a single place. "Rainier Valley needs to be marketed as a collection of places, rather than as a single 'place'". Although rainier valley is widely identified as a region of the city, the broad diversity of

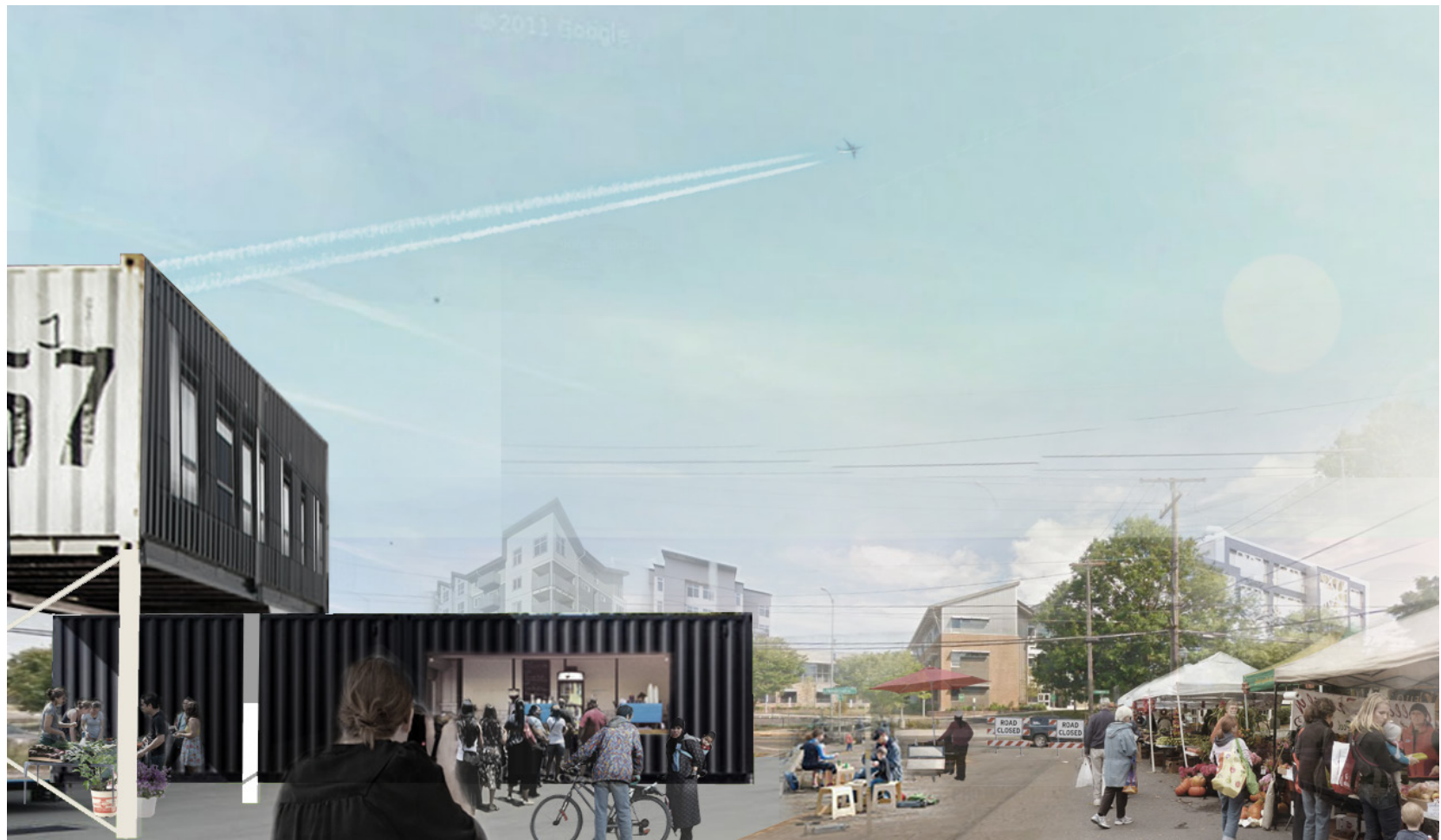
neighborhoods and commercial districts within rainier valley mean that it cannot be easily understood or marketed as a single 'place'."

In addition, the increase of commercial rents are making it very difficult for home and/or informal business to launch for the large percentage of revenue delegated towards rents. "As a general rule of thumb, retail businesses should spend between 6-12% of their gross annual sales for rent." "Some rainier valley businesses are paying rents in excess to 20-30% of their gross annual sales, a percentage that could put businesses at risk of failure."

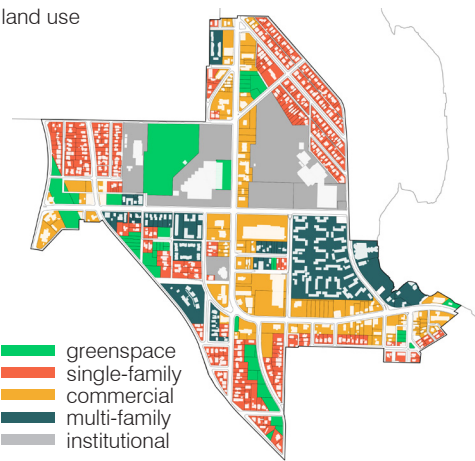
The RBMEP will help others start business to fill voids in the neighborhood. Rainier Beach neighborhood markets experience "leakage", which is defined as the estimated amount of sales lost to markets outside of the neighborhood. For example Non-Store retailers have a difference of -\$15,609,000 from supply and demand, this is true for many of the business within the region. The RBMEP will facilitate and foster the growing, small-business economy of Rainier Beach while strengthening existing connections of culture, education, and recreation.



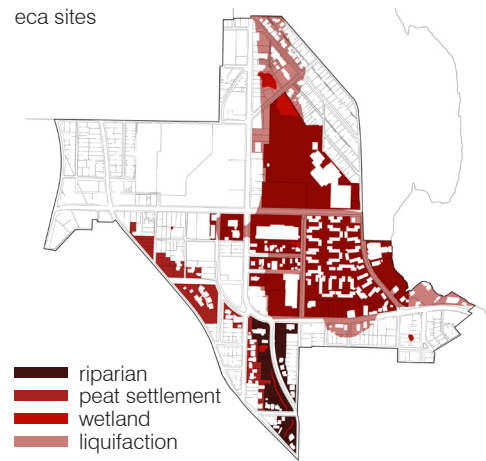




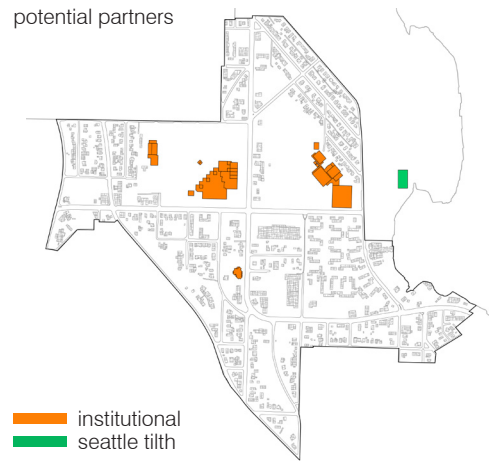
land use



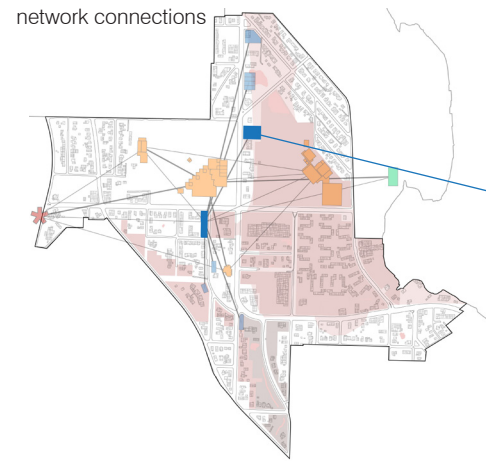
eca sites



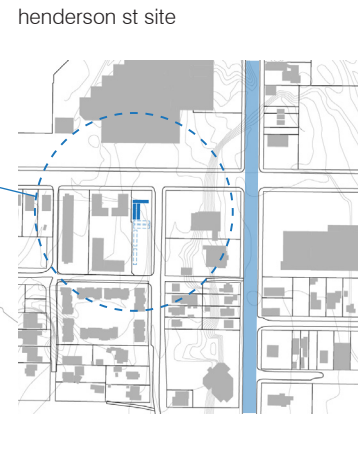
potential partners



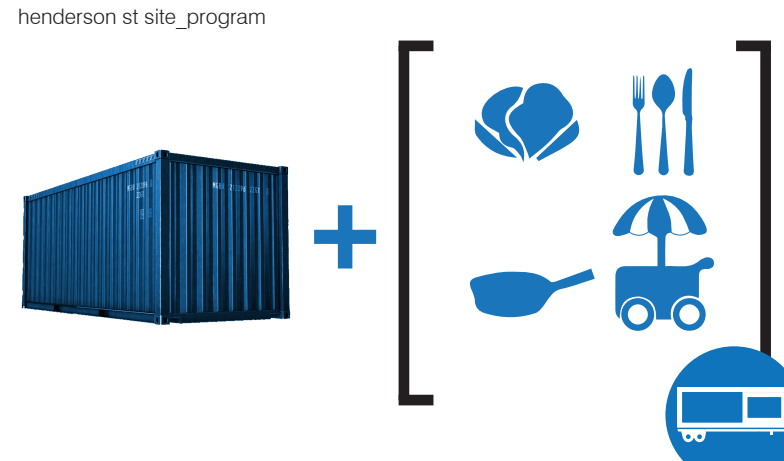
network connections



henderson st site



henderson st site\_program

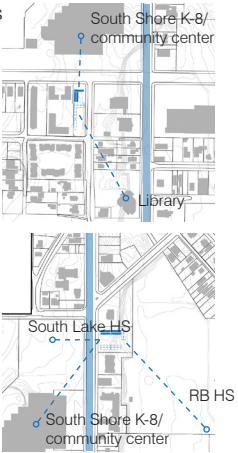




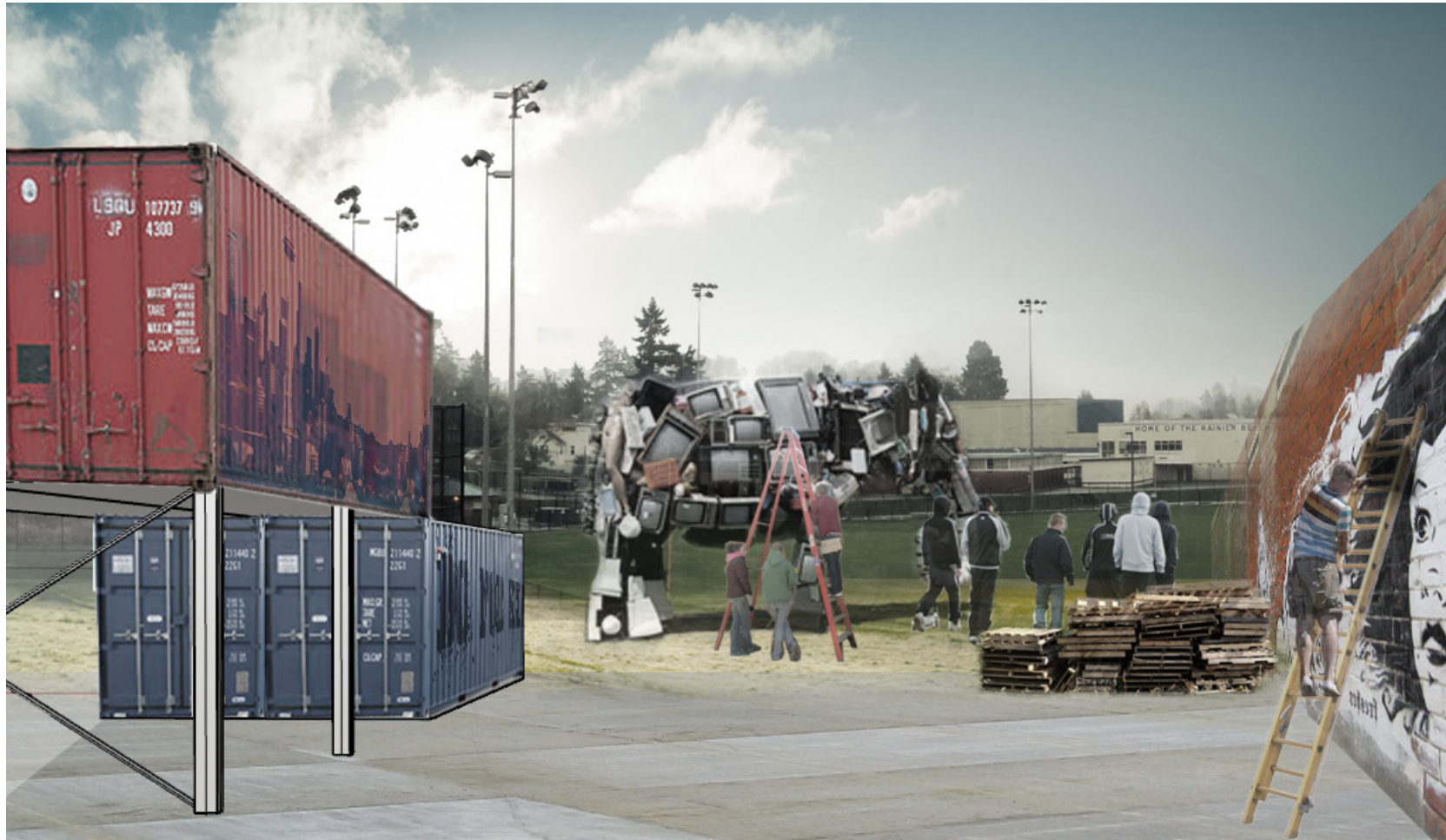
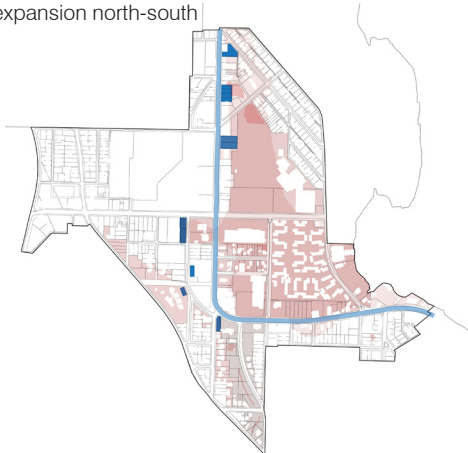


The vehicle of the RBMEP will be shipping containers, since they are readily available, inexpensive, structural, modular, and modifiable. With the limitless combinations of arrangements, sizes and modifiable skins, the shipping container provides a low-cost option for structure. The program for the RBMEP “pods” can be assorted. Each RBMEP site will have specific goals with respect to its immediate location with support start-up pods to create an on-site network with a variety of program. The infrastructural model for each site is derived from the RV/mobile home park. Tenants will adapt and/or modify their pod and basic infrastructure will be provided by the site. Smaller, highly-mobile services may intermittently use the RBMEP sites at select times or in the occasion of vacant pods. The RBMEP sites are located along Rainier Avenue South to reinforce the established neighborhood gathering spaces (“pearls”) and strengthen the urban commercial center of the Rainier Beach neighborhood.

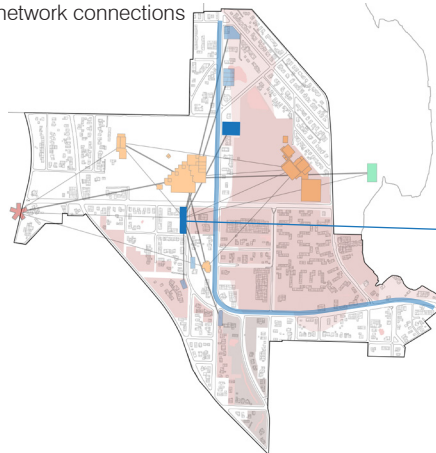
local connections



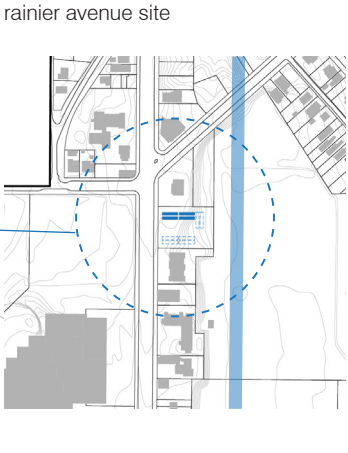
expansion north-south



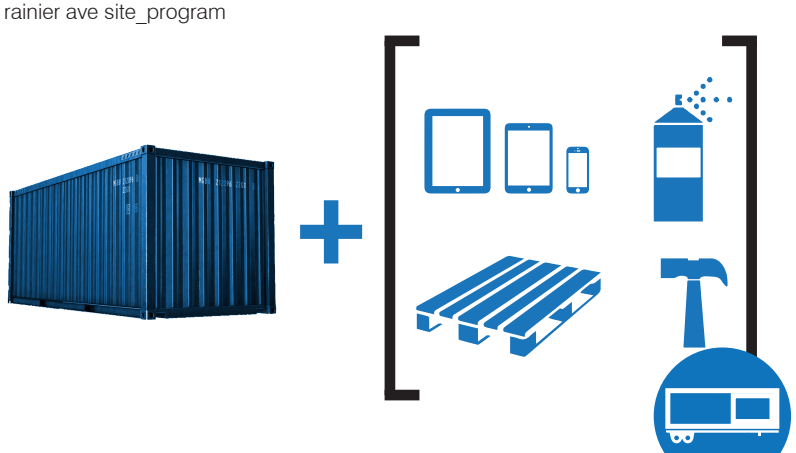
network connections



rainier avenue site



rainier ave site\_program

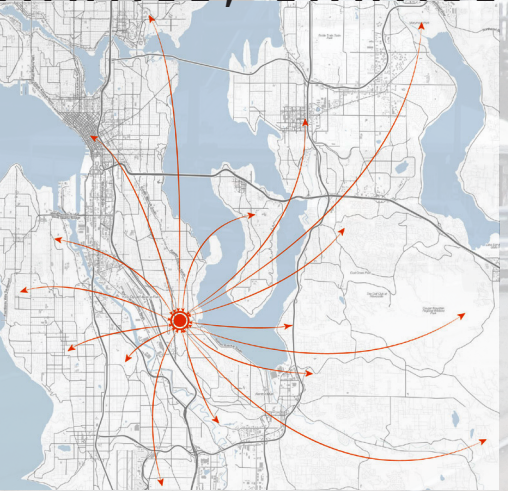




# RAINIER BEACH LIGHT RAIL STATION

As a commuter I spend about 2 hours a day on the bus. Within the 2 hours of my commute, I usually sleep, read or play with my phone. However, what if I could purchase produce or buy my dinner on the bus? The idea of this project is to bring fresh produce and hot foods to commuters on the Sound Transit light rail car and Rainier Beach light rail station.

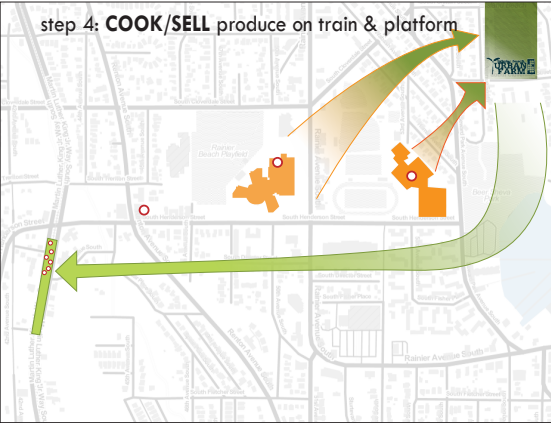
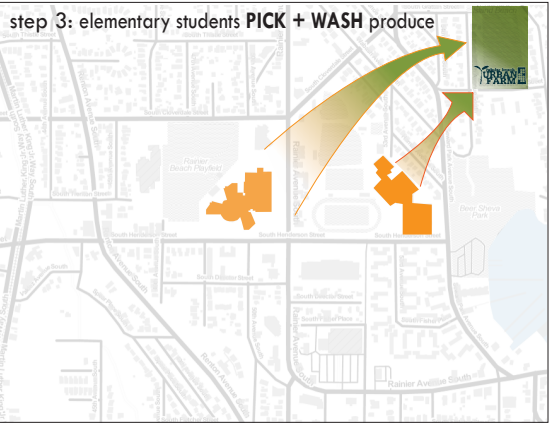
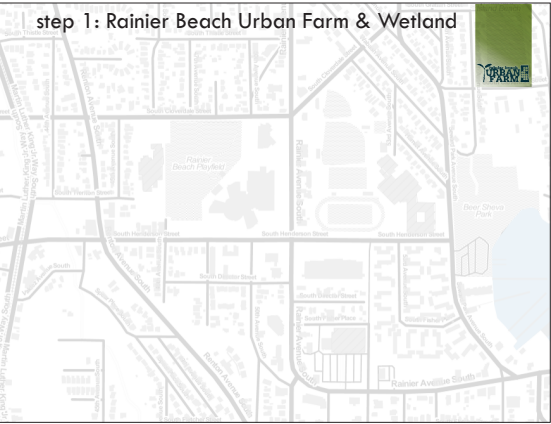
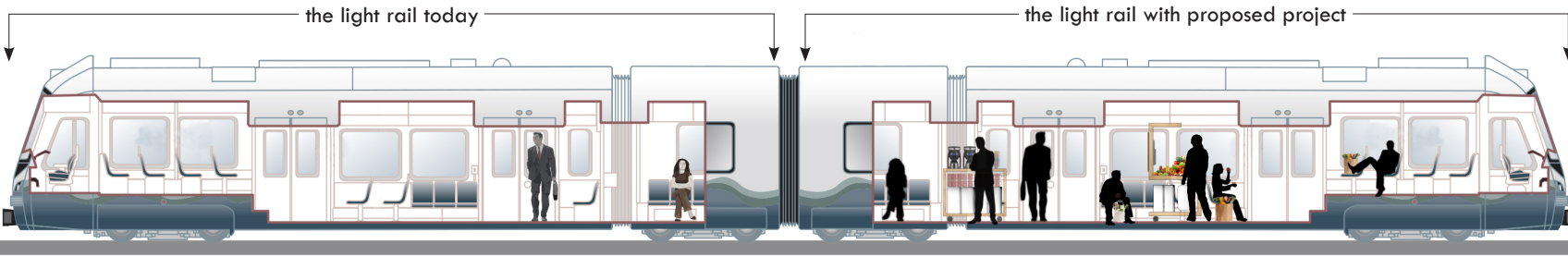
## INHALE, EXHALE



The concept behind the project is to “inhale” all the unique qualities that Rainier Beach has to offer; such as the Rainier Beach Urban Farm & Wetlands. Once all of the qualities are “inhaled”, then the infrastructure of the light rail can “exhale” the qualities to the greater Seattle area.



# INHALE





# LIGHT RAIL STATION

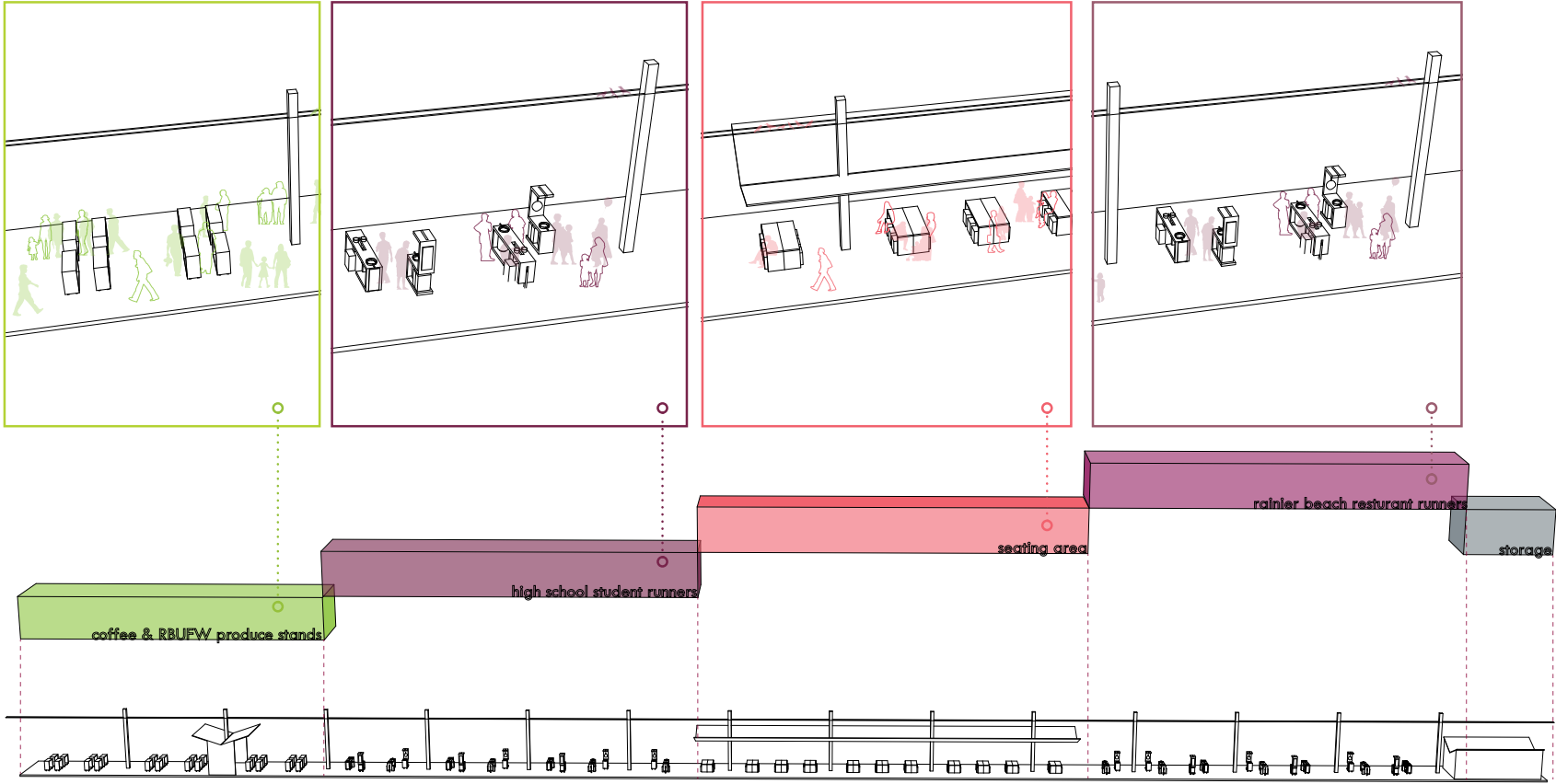
In Seattle's society today, more than 15% of people are overweight; the obesity rate is even higher among middle & high school students. The reasoning behind the increased obesity is because of the shortage of affordable & healthy food, a "food desert". The south portion of Rainier Valley is considered to being a "food desert". Rainier Beach Urban Farm & Wetlands, has allowed people within that area to purchase affordable fruits and vegetables. However, surrounding neighborhoods should benefit from this amazing urban farm as well. Therefore, the farm can provide fresh

fruits and vegetables to commuters that take the light rail by selling produce on the Rainier Beach light rail station, but also on the train.

The Rainier Beach light rail station is about 500 feet long and 25 feet wide. The idea behind the station is to transform it's current state into a farmers market/ restaurant feel. The different program elements on the station platform is; an area for coffee stands & RBUFW produce carts, Rainier Beach high school student & adult cart area, a seating area for people to eat food, Rainier

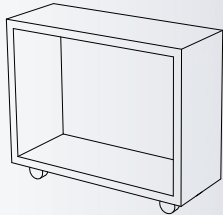
Beach restaurant cart area and storage.

The idea is to have carts (manufactured at Contagion Urbanism fabrication hub) on the station selling food especially during rush hours, but also through out the day and late night hours. The station platform is to become a place for the young to hang out. It is a place for families during the day to buy affordable produce and at night for adults to relax and unwind with some home brewed alcoholic beverages. It will be a safe place for all to relax and buy affordable fruits and vegetables.

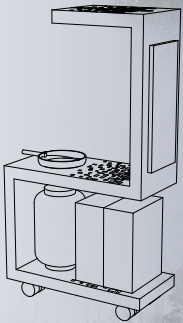


Rainier Beach Sound Transit light rail station : program diagram

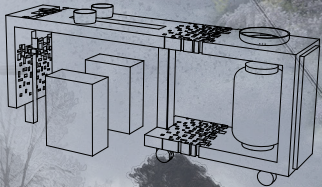
## RUNNER CART : TYPES



coffee & produce cart



cart folded-up



cart folded-down with seating

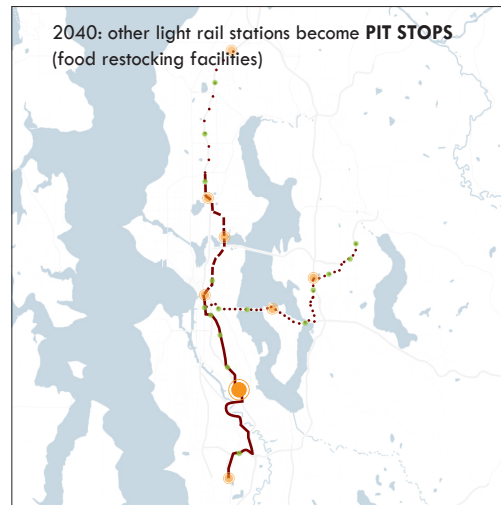
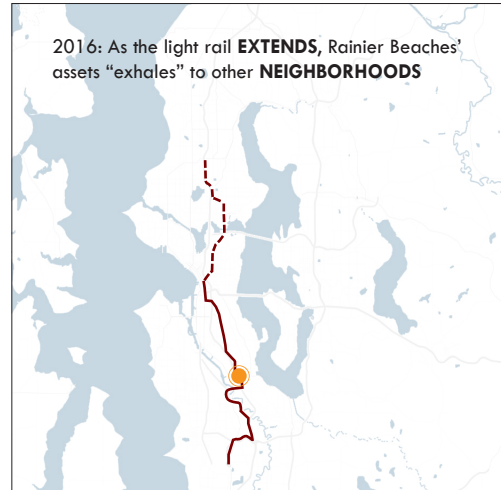
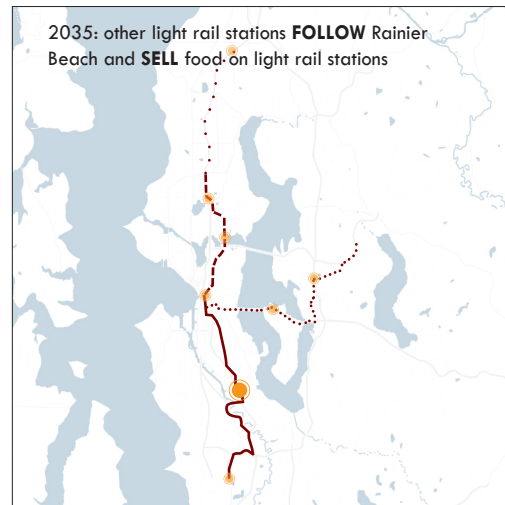




# EXHALE

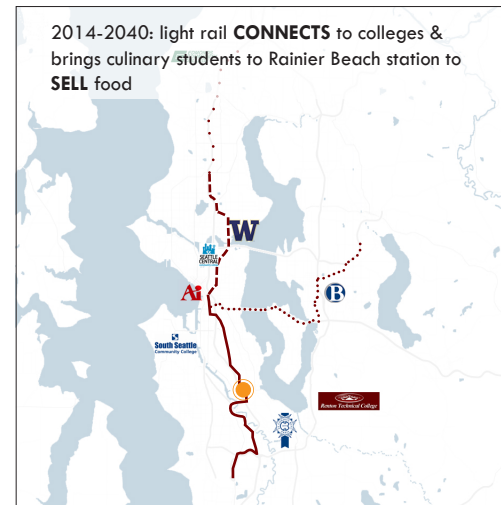
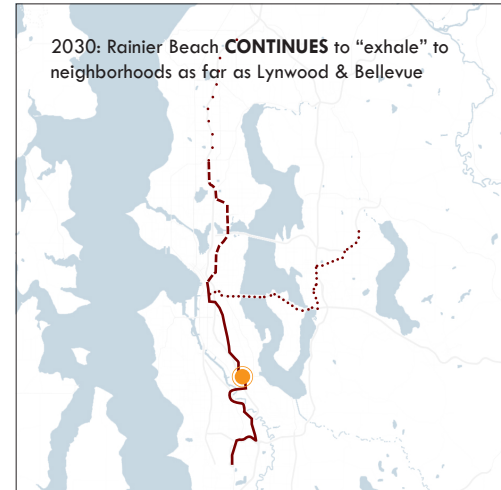
## WHAT ARE RUNNERS?

- people who can take a cart to different neighborhoods and sell RBUFW produce or food they have cooked.
- Rainier Beach restaurants can also have runners take carts to sell food on light rail station.
- overtime, restaurants from other neighborhoods will come to Rainier Beach light rail station and sell their own food
- culinary students from greater Seattle area will come to the light rail station to test their own food creations



## WHO ARE RUNNERS?

- high school students
- college students (Le Cordon Bleu, UW, Renton Technical college, etc...)
- rainier beach adults
- rainier beach restaurants



## BENEFITS OF RUNNERS?

### FOR COLLEGE STUDENTS:

- allows them to test out new recipes
- allows them to learn the possible hot spots to sell their food
- brings students to a diverse neighborhood that will teach students different techniques and recipes

### FOR RAINIER BEACH HS. STUDENTS & ADULTS:

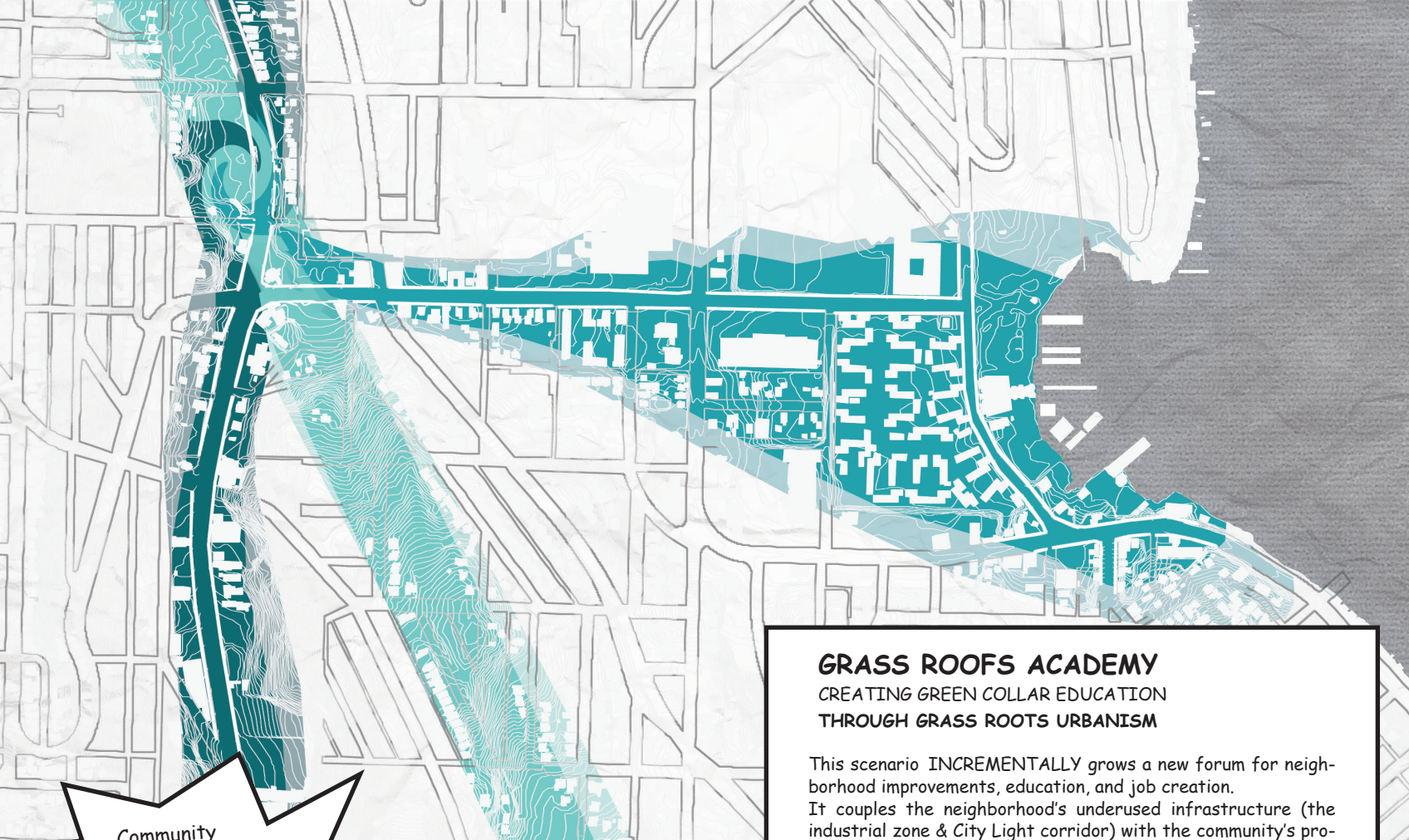
- runners learn the basics of running a business
- learn how to cook and test out their food
- learn the good places to possible open a small restaurant
- get the people out of their own neighborhood to explore other avenues of life
- make a little extra money
- learn responsibility and Leadership

### FOR SMALL RESTAURANTS:

- test out their food in other neighborhoods
- test out new recipes before having to spend much money in main restaurant
- learn the good places to possible open another small restaurant
- reach a greater network of clients
- advertisement of restaurant in greater Seattle area
- ability to make deliveries to office, home or schools







### GRASS ROOFS ACADEMY

CREATING GREEN COLLAR EDUCATION  
THROUGH GRASS ROOTS URBANISM

This scenario INCREMENTALLY grows a new forum for neighborhood improvements, education, and job creation. It couples the neighborhood's underused infrastructure (the industrial zone & City Light corridor) with the community's propensity for growing to create a new typology for education.

Green collar initiatives GET FUNDING! "Community Power Works," is a \$140 million green building program designed to achieve major energy savings, by retrofitting residential, commercial and municipal buildings in Southeast Seattle while creating thousands of living-wage green jobs.

Most green-collar jobs are middle-skill jobs requiring more education than high school, but less than a four-year degree — and are well within reach of low-income workers as long as they have access to effective training programs.

Community High-Road Agreement UNANIMOUSLY adopted promoting green job creation in SE Seattle!



WHAT IS A GREEN COLLAR JOB?



PARTNERING OPPORTUNITIES  
Workforce Investment Board,  
the Urban League, Green For All,  
Puget Sound SAGE, Got Green,  
South Seattle Community College

GREEN JOB TRAINING  
New Skills for Existing Careers,  
Adapting to Constantly  
Advancing Technology



Formal Training is  
Only Just Emerging

PIONEER A PROGRAM  
& CREATE AN INNOVATIVE  
EDUCATION FORUM TAILORED  
TO RAINIER BEACH COMMUNITY



HOW CAN WE TRANSFORM  
RAINIER BEACH'S  
UNDERUSED INDUSTRIAL  
ZONE....



... INTO A VIBRANT  
PRODUCER OF  
GREEN COLLAR JOBS?!



MEANWHILE BACK @  
THE URBAN FARM

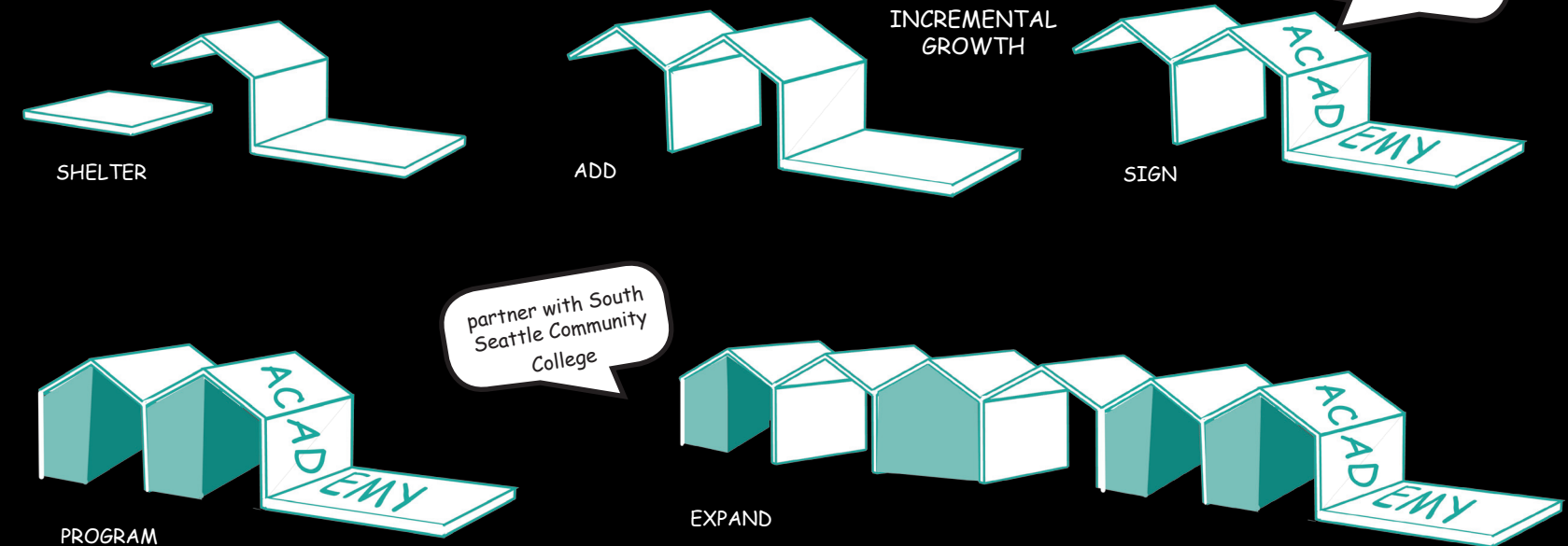
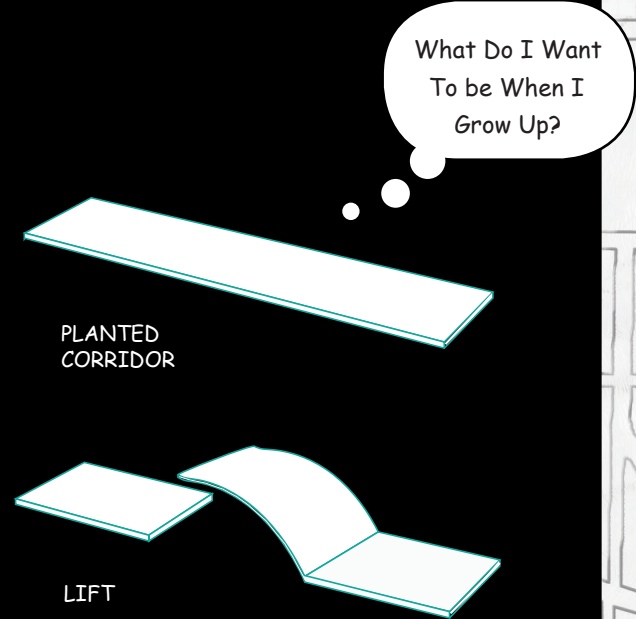
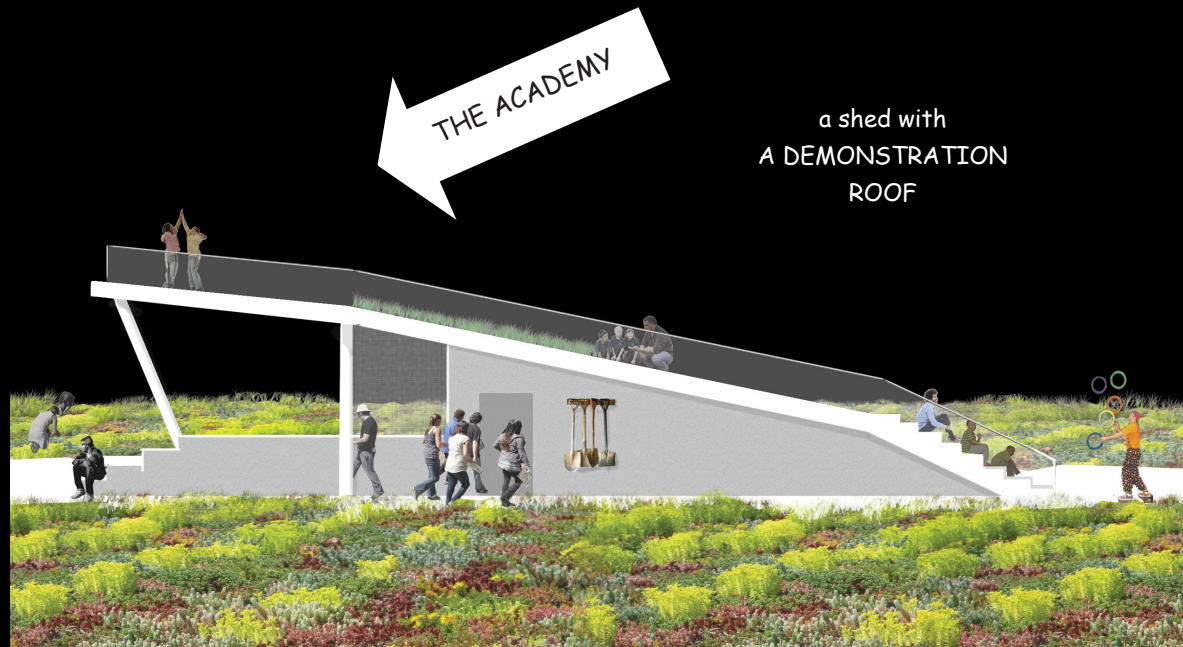
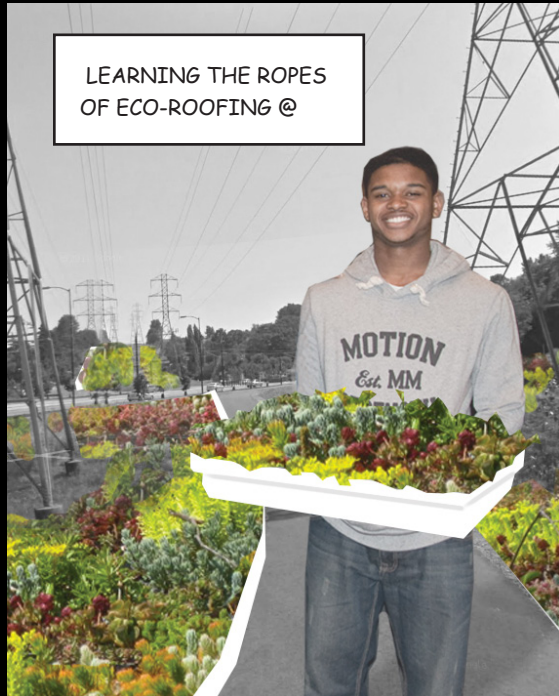


WHAT  
ELSE CAN  
WE GROW?

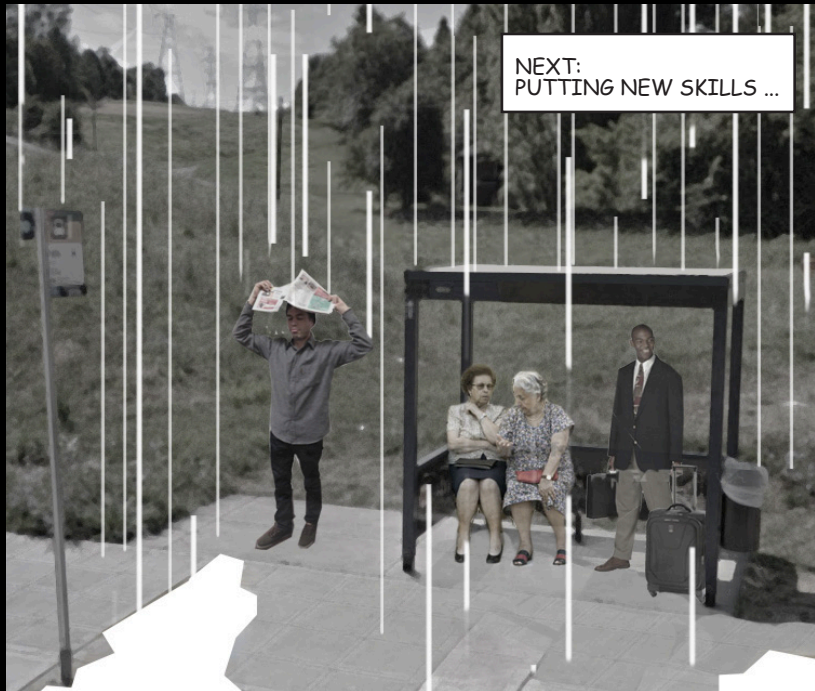
Amelia Simoncelli













# PRODUCE

CREATING AN *EXPERIMENTAL ECONOMIC ZONE* IN RAINIER BEACH, SEATTLE

(N FARM GROWN CROPS AND GOODS)

(V TO MAKE OR MANUFACTURE FROM COMPONENT OR RAW MATERIALS)

(V CAUSE A PARTICULAR RESULT OR SITUATION TO HAPPEN TO COME INTO EXISTENCE)

THE RAINIER BEACH COMMUNITY IS ONE OF THE **MOST DIVERSE IN THE NATION**, RESIDENTS SPEAK OVER 60 LANGUAGES. THERE IS A SIGNIFICANT IMMIGRANT AND REFUGEE POPULATIONS, WITH LARGE **FILIPINO, LATINO, VIETNAMESE** AND **EAST AFRICAN** COMMUNITIES AS WELL AS A LARGE **AFRICAN-AMERICAN COMMUNITY**. HOWEVER, THERE IS LITTLE ACCURATE DATA ABOUT THE DETAILED DEMOGRAPHICS OF RAINIER BEACH BUT ITS DIVERSITY GIVE RAINIER BEACH A UNIQUE **VIBRANCY** AND **ENTREPRENEURIAL SPIRIT**.

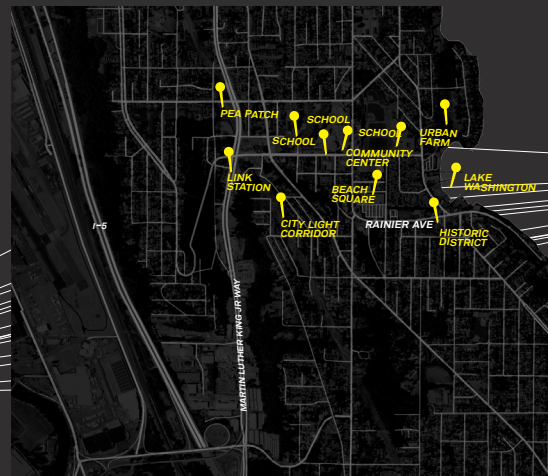
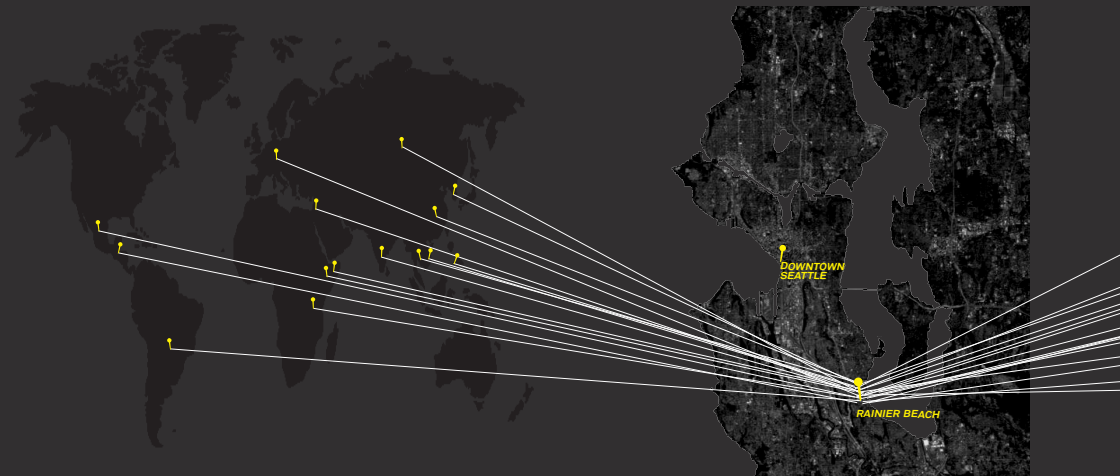
**RAINIER BEACH** IS THE SOUTHERNMOST NEIGHBORHOOD IN **SEATTLE**. IT SITS AT THE END OF THE RAINIER VALLEY WHICH EXTENDS 7 MILES FROM DOWNTOWN SEATTLE TO LAKE WASHINGTON. RAINIER BEACH IS BOUND BY I-5 TO THE WEST, I-90 TO THE NORTH AND LAKE WASHINGTON TO THE EAST. RAINIER BEACH IS ONE OF SEATTLE'S MOST MARGINALIZED COMMUNITIES: **30%** OF HOUSEHOLDS ARE BELOW THE POVERTY LEVEL, ONLY **21%** OF ADULT RESIDENTS HAVE A HIGH SCHOOL DIPLOMA AND RAINIER BEACH **LOST 14% OF ITS JOBS BETWEEN 2000 AND 2008**.

RAINIER BEACH IS PRIMARILY A **RESIDENTIAL NEIGHBORHOOD** WITH A FEW STORES AND RESTAURANTS ALONG **HENDERSON ST** AND **RAINIER AVENUE**. IT IS BISECTED BY THE SEATTLE CITY LIGHT CORRIDOR, A 20 YARD WIDE SWATH OF OPEN SPACE. THERE ARE SEVERAL CENTERS WITHIN THE NEIGHBORHOOD: THE **HISTORIC DOWNTOWN**, BEACH SQUARE WHICH HAS TWO LARGE GROCERY STORES, SEVERAL SCHOOLS AND COMMUNITY CENTER. RAINIER BEACH IS ALSO HOME TO AN **URBAN FARM** AND A COMMUNITY **PEA-PATCH**.

SOUND TRANSIT'S CENTRAL **LINK LIGHT RAIL** ARRIVED IN RAINIER BEACH IN JULY 2009. THE LIGHT RAIL RUNS ON-GRADE THROUGH THE RAINIER VALLEY, CONNECTING SEATAC AIRPORT TO DOWNTOWN SEATTLE. **TRANSIT-ORIENTED DEVELOPMENT (TOD)** IS ENCOURAGED ALONG THE LINE TO SUPPORT TRANSIT USE. MOST TOD IS VERY GENERIC AND **DOES NOT RESPOND TO THE NEEDS OF THE EXISTING COMMUNITIES**. NEW TOD PROJECT ELSEWHERE IN RAINIER VALLEY HAVE BROUGHT **GENTRIFICATION** WHICH IS FORCING THE ORIGINAL COMMUNITIES TO MOVE FURTHER SOUTH TO RAINIER BEACH...OR OUT OF THE SEATTLE ALTOGETHER.

IN AN EFFORT TO RETAIN THE UNIQUE DIVERSITY AND CHARACTER OF RAINIER BEACH, THE CITY OF SEATTLE PLANNING DEPARTMENT WORKED WITH DEVELOPERS AND THE RAINIER BEACH COMMUNITY TO DISCUSS **ALTERNATIVES TO TOD**. AFTER MANY STUDIES AND CONVERSATIONS, THE RB COMMUNITY IDENTIFIED **THREE** COMMUNITY VALUES: **EDUCATION, EMPLOYMENT** AND **ENTREPRENEURSHIP**. ALL OF THE GROUPS AGREES THAT ANY NEW DEVELOPMENT SHOULD INCORPORATE AND PROMOTE THESE VALUES TO GIVE THE RAINIER BEACH COMMUNITY AN ECONOMIC AND CULTURAL Foothold IN ANY NEW DEVELOPMENT.

**FOOD**-PRODUCTION WAS MARKED AS A **STRATEGY** TO KEEP ANY DEVELOPMENT ROOTED IN ITS RAINIER BEACH LOCATION. FOOD IS A CENTRAL PART OF THE ALL OF THE IMMIGRANT COMMUNITIES AND ALSO IS A WAY RAINIER BEACH COULD REACH OUT TO THE REST OF SEATTLE. **FOOD-ORIENTED DEVELOPMENT (FOD)** IS JUST AN IDEA, THERE IS CURRENTLY NO MODEL FOR HOW SUCH A DEVELOPMENT COULD BE ECONOMICALLY-FEASIBLE. BY ADDING A FOURTH VALUE - **EXPERIMENTATION** - THE RAINIER BEACH COMMUNITY CAN WORK WITH THE CITY AND DEVELOPERS TO MAKE **FOD** HAPPEN.

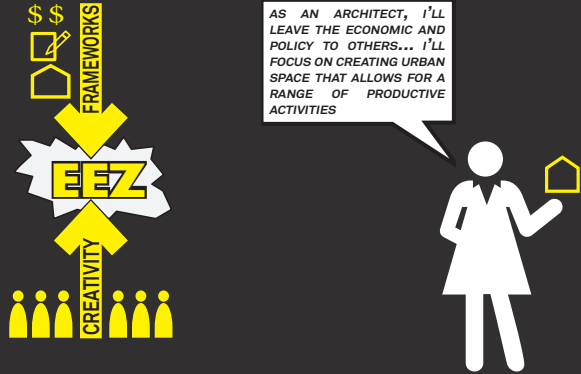




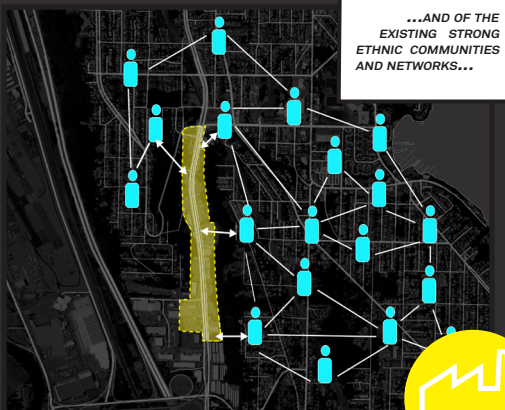
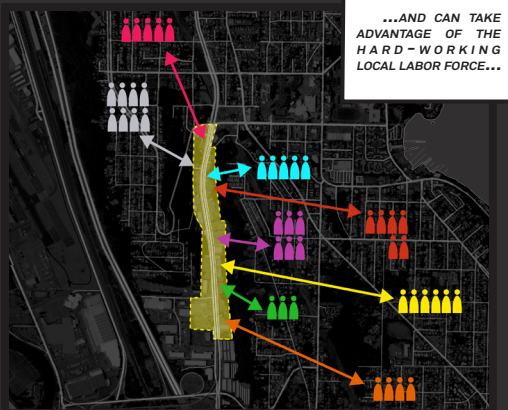
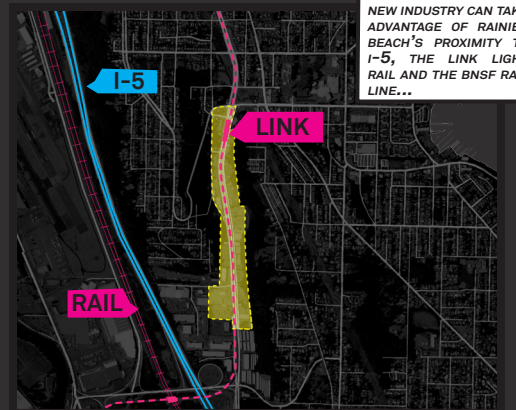
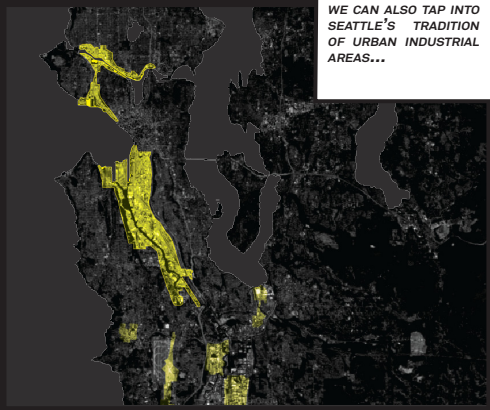
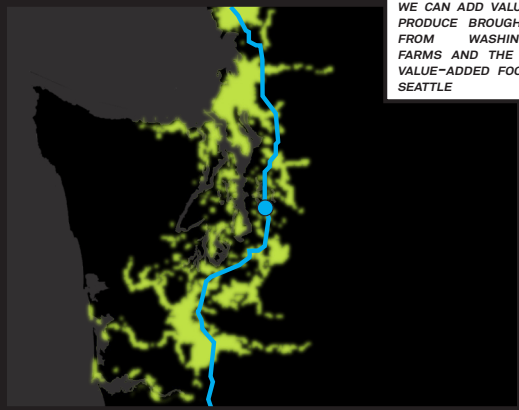
# EXPERIMENTAL ECONOMIC ZONE

THE RAINIER BEACH EXPERIMENTAL ECONOMIC ZONE - **THE EEZ** - SEEKS TO BUILD A NEW ECONOMY BASED ON EMPLOYMENT, EDUCATION AND ENTREPRENEURSHIP. THE EEZ TAKES ADVANTAGE OF RAINIER BEACH'S PHYSICAL LOCATION AS WELL AS ITS DIVERSE COMMUNITY. **THE EEZ WILL BE SUPPORTED BY A SERIES OF FRAMEWORKS WHICH WILL ALLOW FOR LOCAL EXPERIMENTATION AND INNOVATION BY AND FOR THE RAINIER BEACH COMMUNITY.**

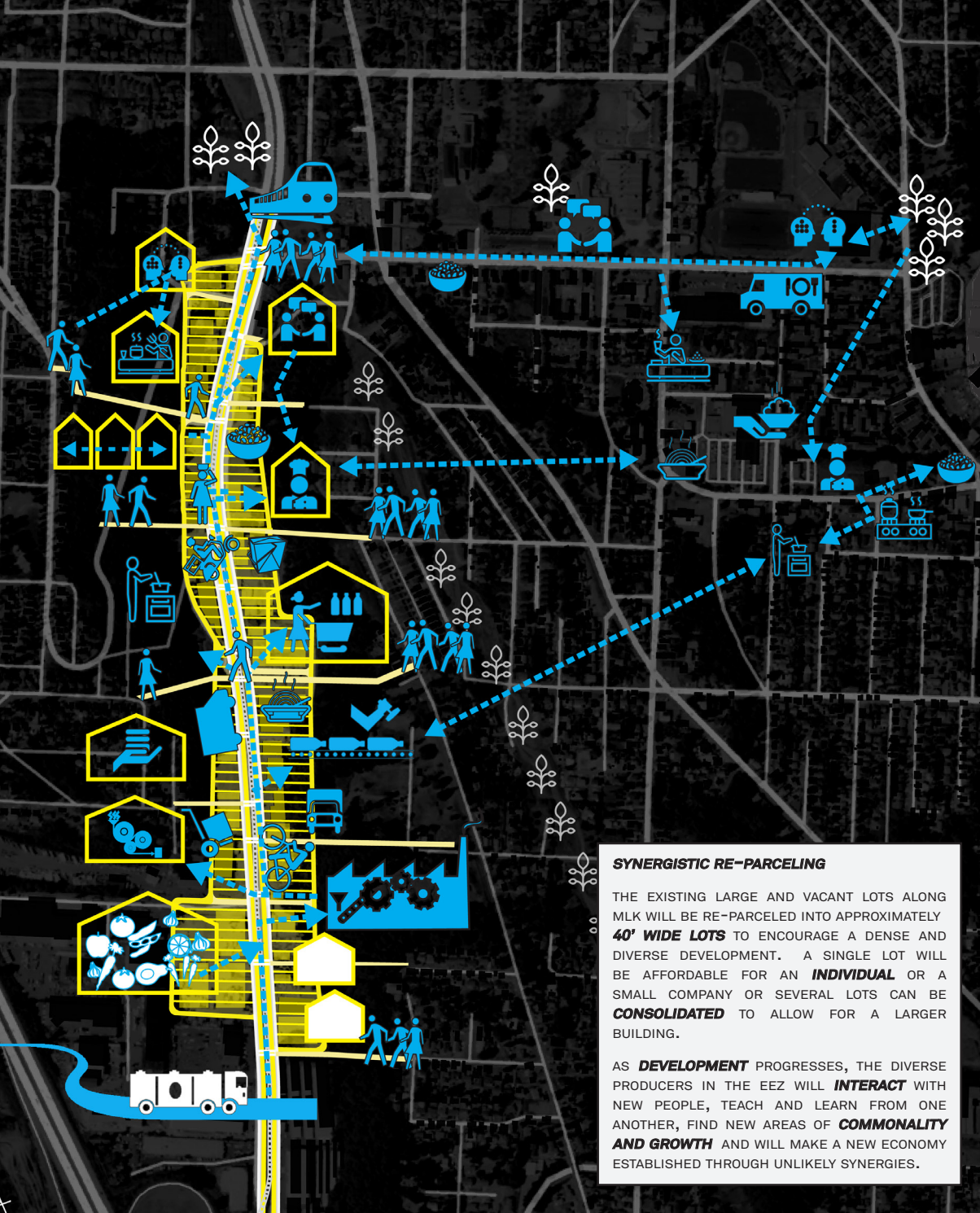
- \$\$ ECONOMIC
- 📄 POLICY
- 🏠 INFRASTRUCTURE
- 👥 RAINIER BEACH



RAINIER BEACH HAS VERY LITTLE REUSABLE BUILDING STOCK AND THERE IS NO MARKET YET FOR DEVELOPMENT. THE EEZ'S ECONOMIC AND POLICY FRAMEWORKS WOULD ENCOURAGE **THE CREATION OF THE "EXISTING BUILDING STOCK"** OF RAINIER BEACH. THESE BUILDINGS WILL MAKE SPACE FOR EMPLOYMENT, EDUCATION, ENTREPRENEURSHIP AND EXPERIMENTATION. RECOGNIZING THE **DIVERSE (AND UNKNOWN NEEDS)** OF THE COMMUNITY, THESE FRAMEWORK BUILDINGS WILL **ENCOURAGE USER MODIFICATION AND CUSTOMIZATION.**



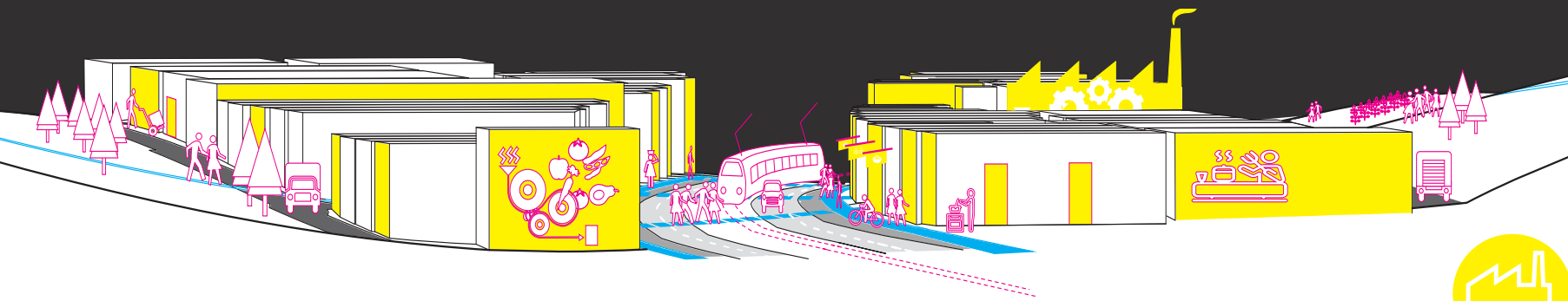
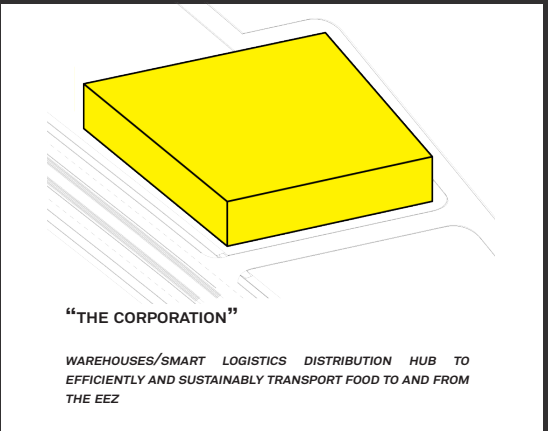
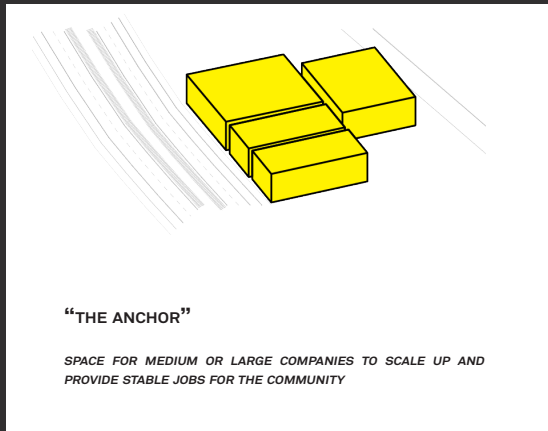
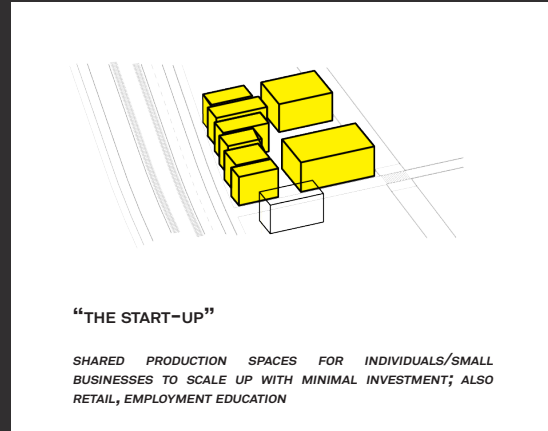
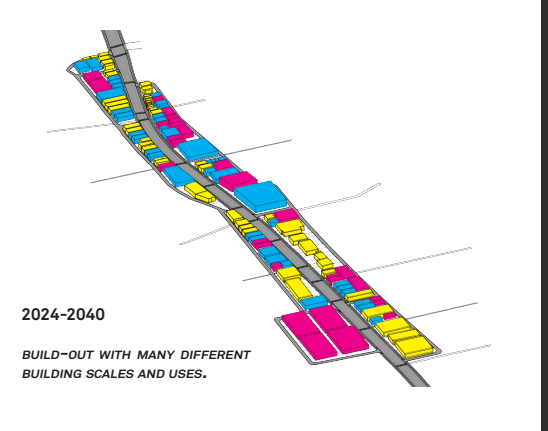
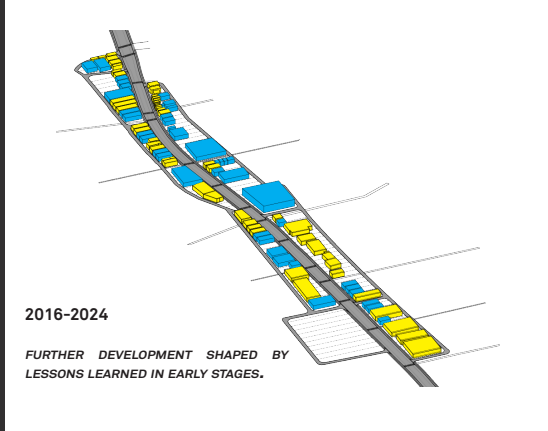
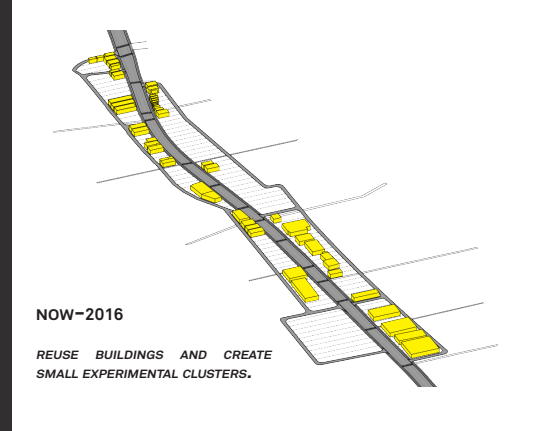
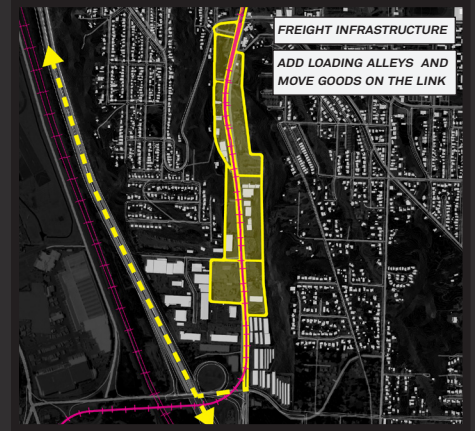




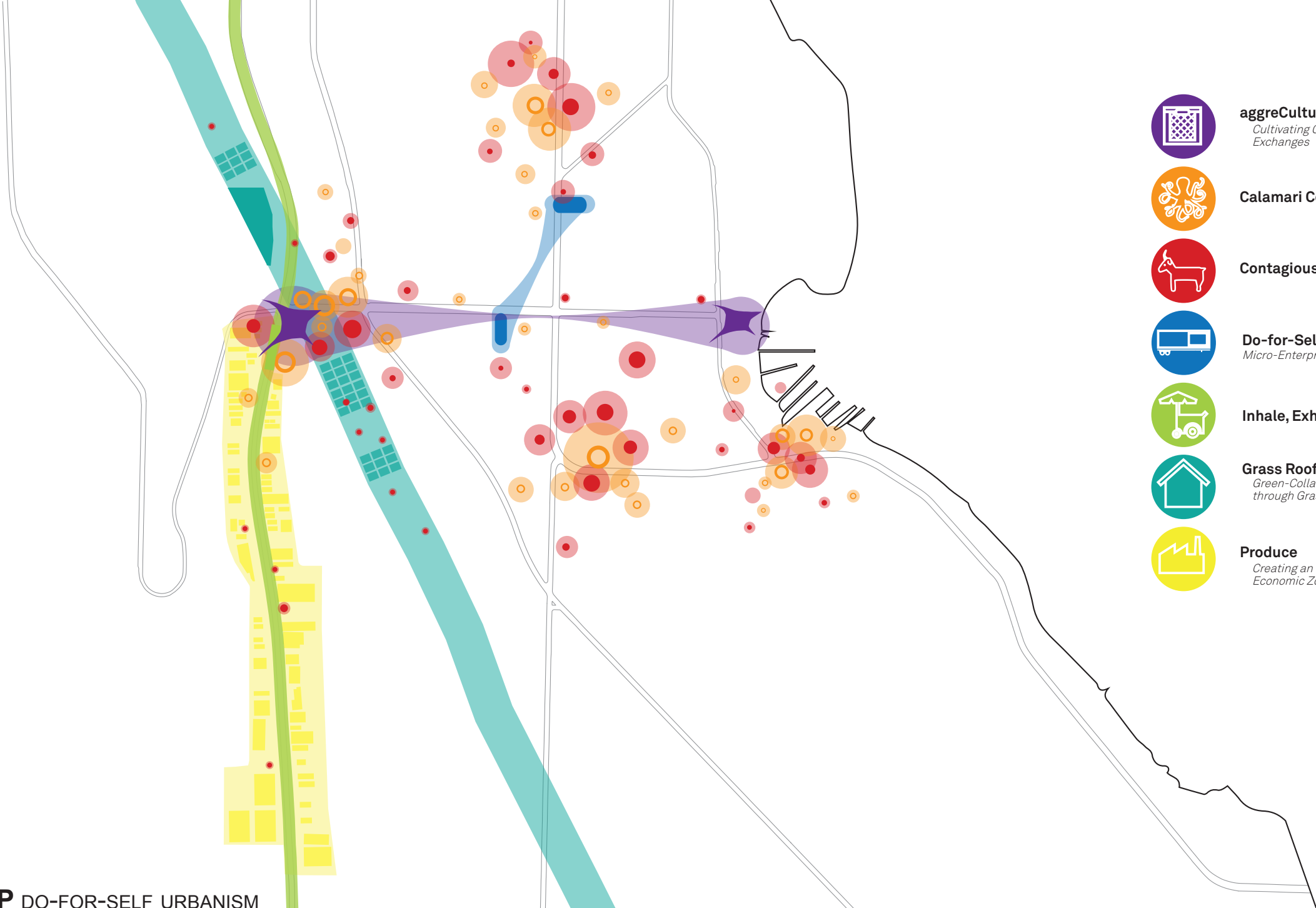
**SYNERGISTIC RE-PARCELING**








THE EXISTING LARGE AND VACANT LOTS ALONG MLK WILL BE RE-PARCELED INTO APPROXIMATELY **40' WIDE LOTS** TO ENCOURAGE A DENSE AND DIVERSE DEVELOPMENT. A SINGLE LOT WILL BE AFFORDABLE FOR AN **INDIVIDUAL** OR A SMALL COMPANY OR SEVERAL LOTS CAN BE **CONSOLIDATED** TO ALLOW FOR A LARGER BUILDING.

AS **DEVELOPMENT** PROGRESSES, THE DIVERSE PRODUCERS IN THE EEZ WILL **INTERACT** WITH NEW PEOPLE, TEACH AND LEARN FROM ONE ANOTHER, FIND NEW AREAS OF **COMMONALITY AND GROWTH** AND WILL MAKE A NEW ECONOMY ESTABLISHED THROUGH UNLIKELY SYNERGIES.







-  **aggreCulture**  
*Cultivating Cultural Exchanges*
-  **Calamari Coalition**
-  **Contagious Urbanism**
-  **Do-for-Self**  
*Micro-Enterprise Parks*
-  **Inhale, Exhale**
-  **Grass Roots Academy**  
*Green-Collar Education through Grass Roots Urbanism*
-  **Produce**  
*Creating an Experimental Economic Zone*









