

Discovering New Maritime Markets For Gloucester's Waterfront



2013 Urban Waterfronts Conference
Davenport, Iowa

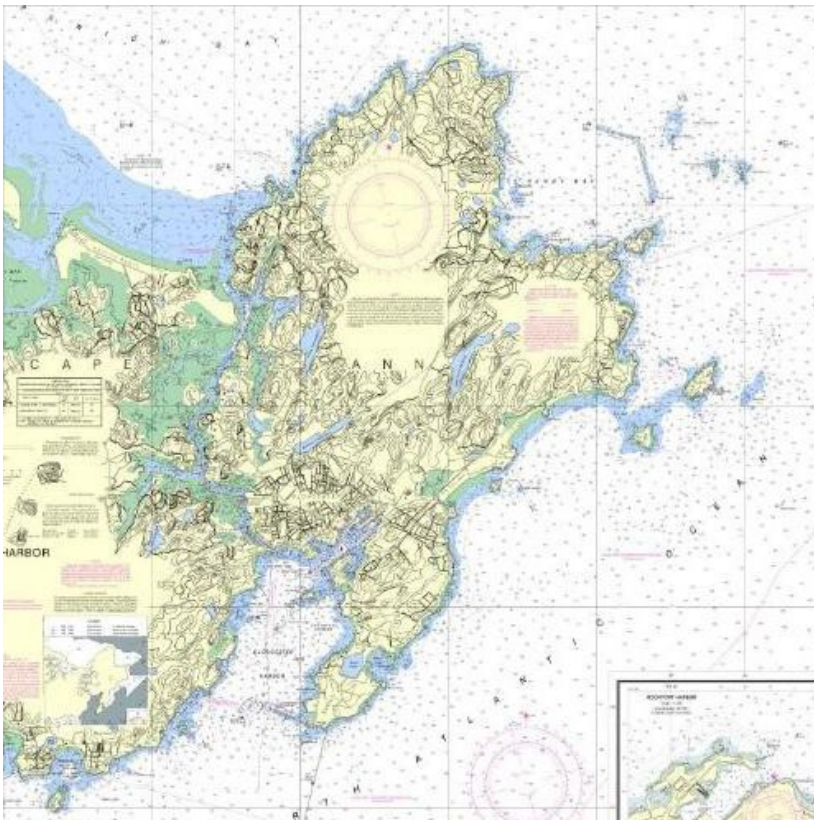
Gloucester and the Atlantic



A port that has
made its living
extracting resource
from the sea for 400
years



Le Beau Port

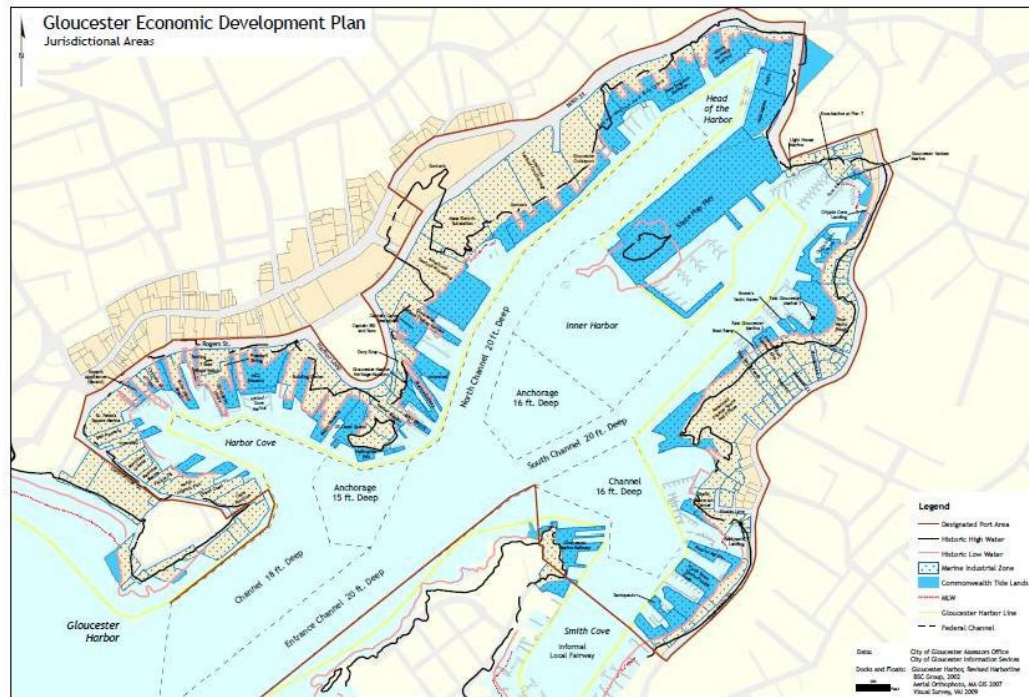


Deterioration on Waterfront



The harbor contributes $< 1.5\%$
tax revenue to the city of Gloucester

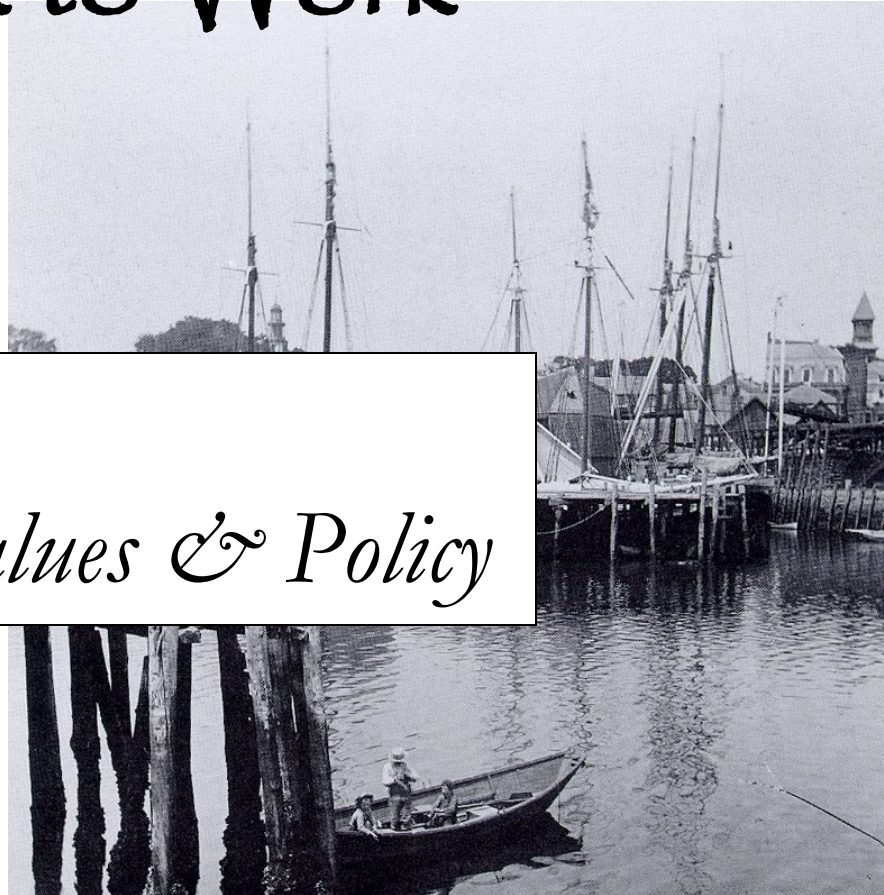
The Gloucester DPA (& The Magnusen Stevenson Act)



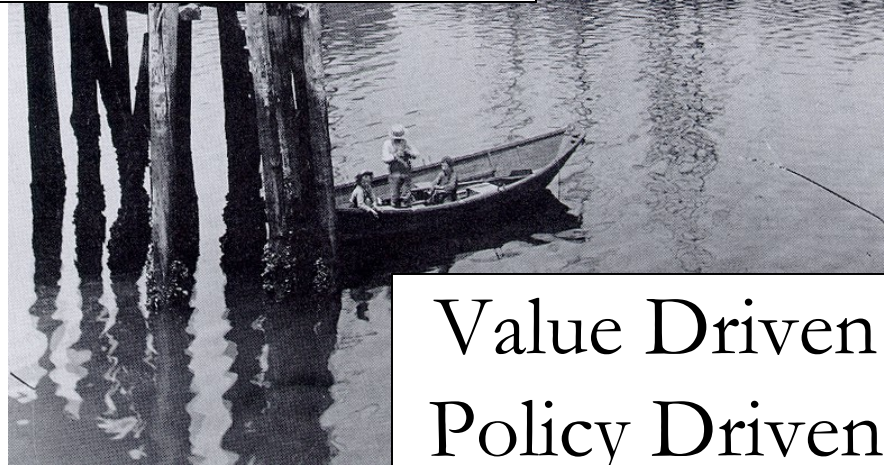
DPA requires
primary
Marine
Industrial
property use

Federal regulations shrink Marine Industry
by 80% from 1981-2003

Putting the Working Port Back to Work



*in context of
Community Values & Policy*



Value Driven
Policy Driven

Community Process

- Five “Listening Posts”
- Authentic “Listening Panel”
- Clear and Relevant Outcome

Community Engagement

- 600 people came to the meetings
- 150 people spoke about the harbor
- Community Values to Guide Development

The Process to New Markets

- Steps to move forward – the art of the achievable
- Stepping out of old arguments
 - Tourism versus Fishing Industry recovery
- Support for Fishery, for Tourism, and for the Maritime Economy, recognizing that it was balance that was essential, not exclusion.

2009: Art of the Achievable Step

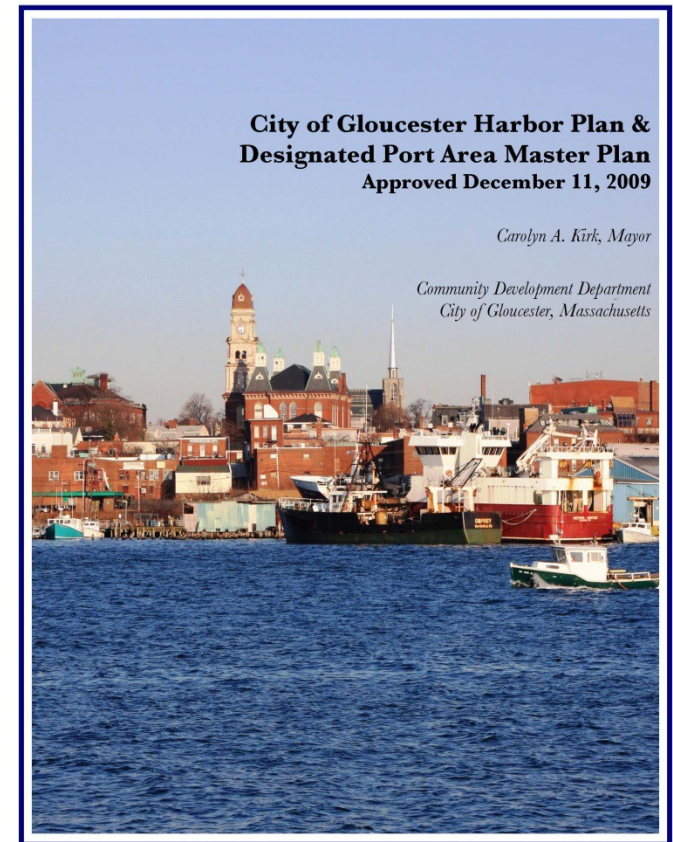
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Reviewed and endorsed:

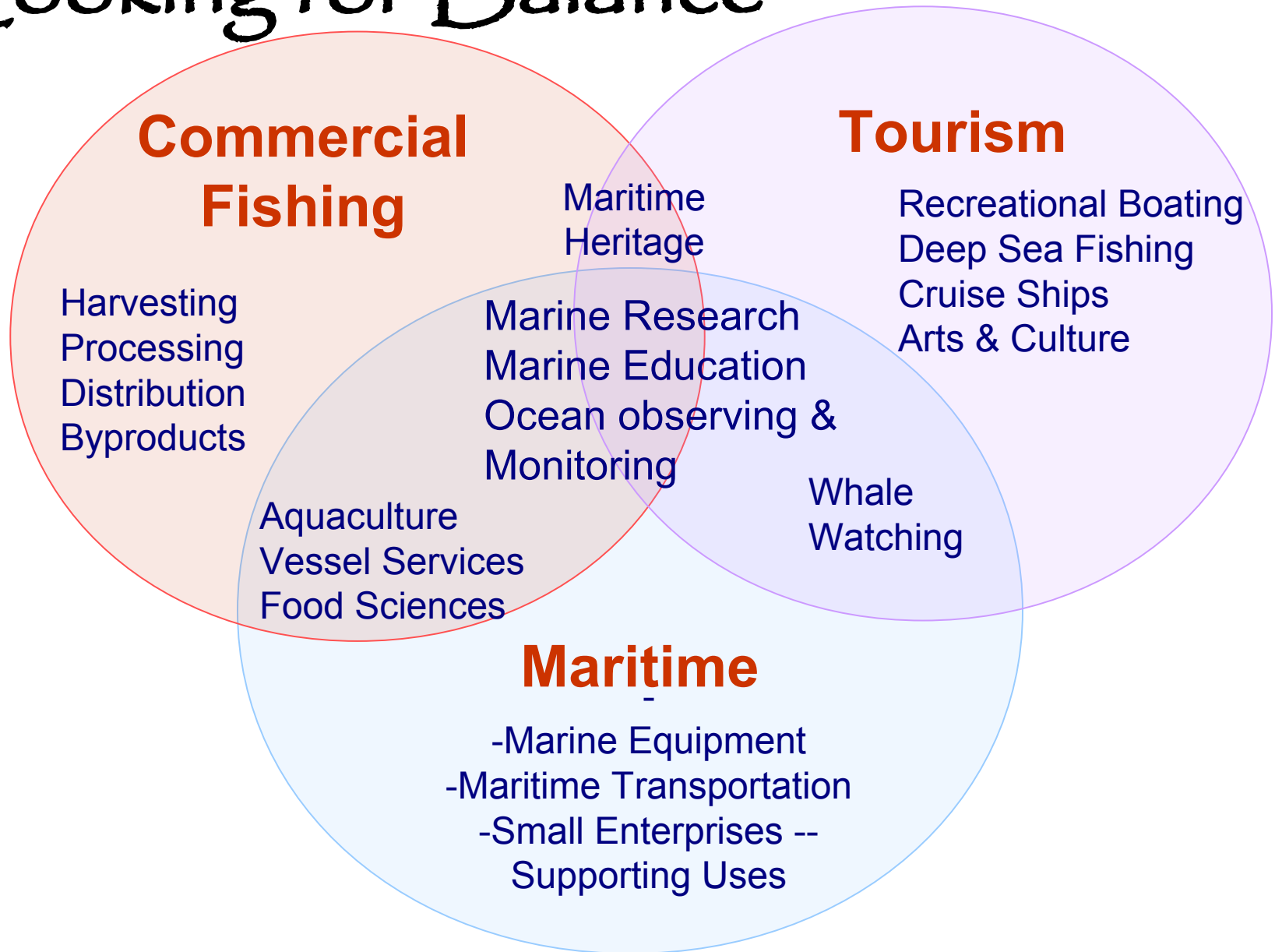
- *Waterfront Property Owners Task Force*
- *The Waterways Board*
- *Gloucester Fishermen's Wives Assoc.*
- *The Listening Post Community Panel*
- *Citizens for Gloucester Harbor*
- *The 2004 HP Implementation Comm.*

City Council endorsement

State Decision: December 11, 2009



Looking for Balance



The Maritime Summits

- **Support from the EDA and a partnership with MAPC for Summit 1**
 - **Emerging Roles for Oceans and Maritime Resources**
 - Dynamic Areas of Ocean Sciences
 - Diversification Opportunities in the Fishing Industry
 - Ocean Technologies and Product Development
 - **Building Capacity to Meet 21st Century Needs**

Discovering the markets

The Marine Science and Technology Industry in New England:

481 companies

Employing 38,906 people

\$4.8 billion in goods & services

Ocean Markets
are undergoing
“disruptive,” not
evolutionary
change



New Concerns and Interest



Ocean Observing, Prediction
and Management

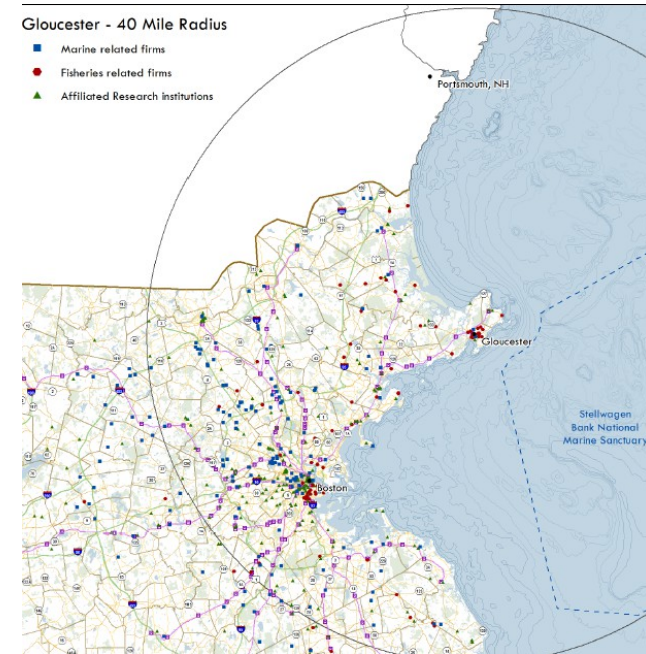
Off-shore resource extraction
– wind -biological

Marine
BioScience
Biomimicry



Gloucester in Context

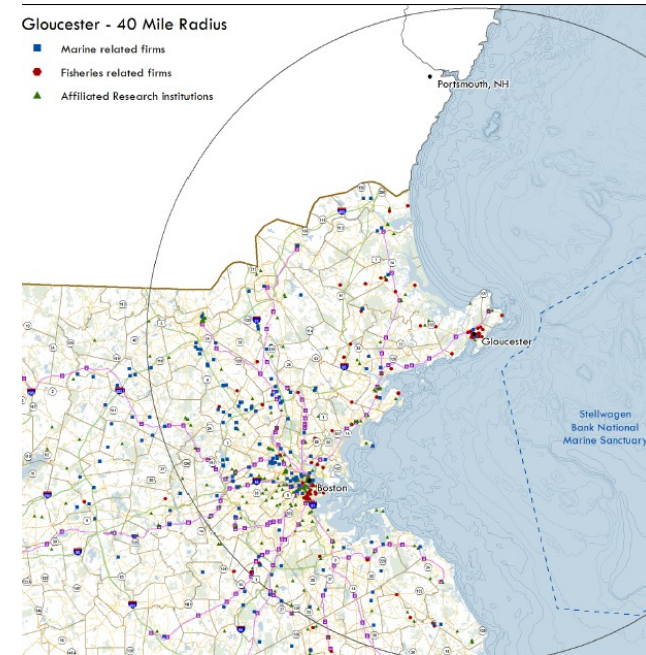
- **Regional:** Second only to Greater Boston for the amount of venture capital invested and patents issues to businesses in the region
- **And Beyond:**



- The ocean represents one of the largest systems in the world with influence in ways we may only be beginning to understand.
- Gloucester is one of top ten fishing ports in the nation.

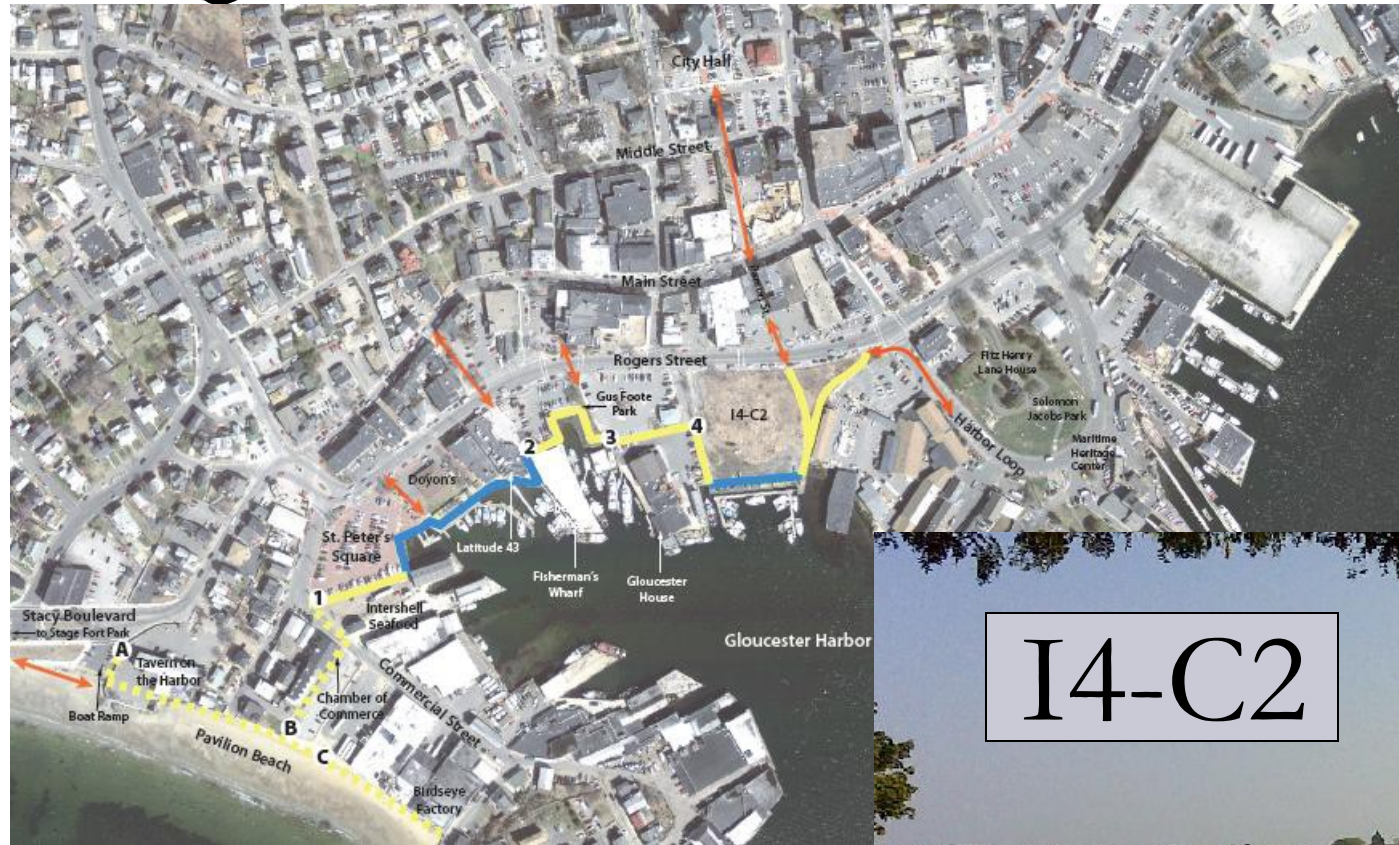
Gloucester in Context

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Key Public Investment



I4-C2

Under Idea Development



OH & SW Gloucester HarborWalk



MAP KEY

- 1 story moment
- 2 off-map
- A walking cinema
- B map/postcard
- HarborWalk

STORY MOMENTS

- | | | | |
|---|--|--|--|
| 1 St. Peter's | 8 Granite | 15 Nautical Facts | 22 Beauport |
| 2 T.S. Elliot | 9 Packing Fish | 16 Rocky Neck | 23 Dogtown |
| 3 Olson | 10 Magnolia | 17 Captain Heberle | 24 The Dory |
| 4 Lobstering | 11 City Hall | 18 Fitz Henry Lane | 25 Marine Railways |
| 5 Fishing Today | 12 UU Church | 19 The Sea Serpent | 26 Norman's Woe |
| 6 Salting Fish | 13 Bird Area | 20 Our Lady | 27 Gorton's |
| 7 Blackburn | 14 Paint Factory | 21 Adventure | 28 Edward Hopper |

MAPS, CINEMA & POSTCARDS

- | | |
|---|---|
| A Fiestal | H Maritime |
| B St. Peter's | I Art Scene |
| C Boat Racing | J CAM |
| D Schooners | K City Hall |
| E Rocky Neck | L Main Street |
| F Whale Watch | M Local Food |
| G Blackburn | N Memorial |



Coastal plants and ornamental vegetation is an important part of the waterfront. It provides a great variety of wildlife during the months of their migration in May and September. The area has a special attraction for birdwatchers in winter, when many species travel here from as far away as the high Arctic. The walking trails in Common Eider is here to get you closer to nature along the harbor's shoreline. It needs to be an offshore island, but its waters need to winter with the arrival of birds from farther north.



Respect the Working Waterfront



Make it Local: materials



Make it Local: people





Use what exists: materials



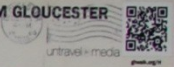
Use what exists: institutions



Available on the
App Store
and
Google play



POSTS FROM GLOUCESTER



Dear Explorer
A weathered map, found
mosses and mysterious
old postcards have been
set aside for you and
your smartphone in the
App Store and Google
Play. Just search for
WALKING CINEMA
Posts From Gloucester™



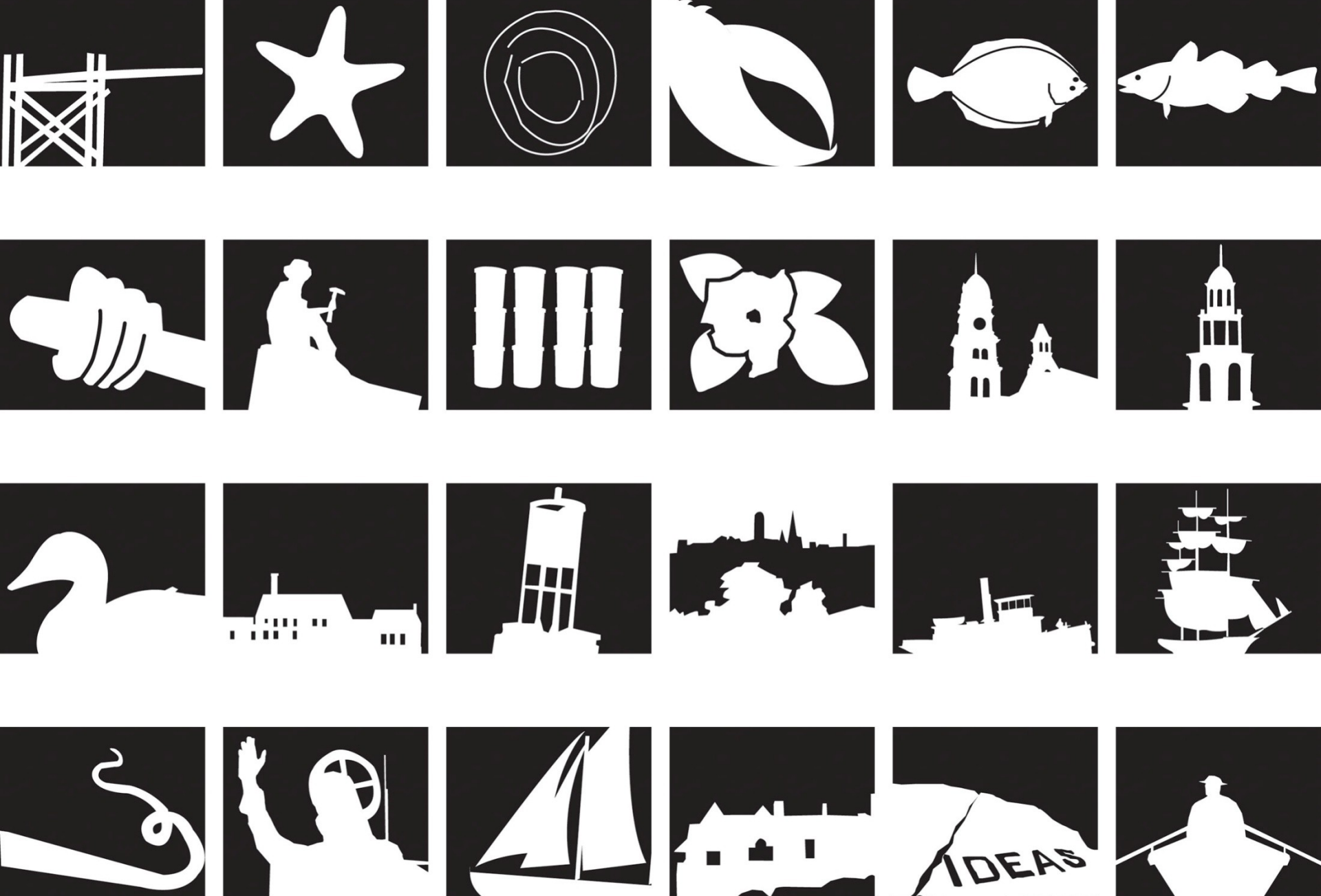
Yours Truly



Born on Middle Street, business theorist and investor Roger Babson hired unemployed stone cutters to inscribe more than two-dozen boulders during the Depression. He hoped that words such as "industry," "initiative," and "integrity" would inspire people as they walked through Dogtown Common in the center of Cape Ann. He founded three colleges as well as Gloucester's Isabel Memorial Library.



Tell the Stories



Tell the Stories



Tell the Stories



5
FISHING TODAY





Don't screw it up





New Investment in Old Bones



The Journey Continues

- 2013 Saltonstall-Kennedy Project Applications
 - Processing lines for alternative species
 - Community Based Aquaculture Development
 - Cape Ann Fresh Catch
 - Gear innovation from Nazio Sanfilippo
 - Green Harbors – nontoxic dock and floating island
 - Live Fish - new market!
- Starring Mortillaro Lobster at Farm Aid
- Tuesday charette on I4C2 – can we bring it home?

The Port of Gloucester
Sustainability and Innovation at
the Ocean's Edge

Thank you

Sarah García
Harbor Planning Director

