Seattle: A Case Study in Cruise Terminal Development

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The Seattle Model

A proactive partnership with a shared goal

- Cruise Lines
- Regulatory Agencies
- Port of Seattle
- Airport
- Business/Tourism Community
Case Study: Seattle’s Cruise Terminals

• Bell Street Pier
  Open May, 2000
  One berth; part of 11-acre multi-use, downtown waterfront development

• Terminal 30
  Open May, 2003
  Two berths; dedicated for cruise
  Located near cargo terminals and sports stadiums, south of downtown
Bell Street Pier
Development Model

• Original cruise terminal “shell” was designed in the early 90’s when ships were smaller and when Seattle had limited cruise port experience

• The build-out involved NCL, but many details were predetermined by the multi-use, master planned development
  – Aesthetically “upscale”; high end finishes and furnishings
  – VIP lounge
  – Concierge
  – Parking garage

• Cost: $16.5 million
Vision and Commitment
Transform Seattle’s Waterfront
A Multi-Use Facility
Bell Street Pier
“Making It Work”

- Open May 2000.
- 68,146 square feet on two levels
- Maximum length/draught: 1600 feet/35 feet
- Accommodates 2,600 passenger vessels
- Mechanized gangway system provides access from 2nd floor
- Hospitality corridor features retail kiosks, café, and concierge
- 1,700 space parking garage across the street
Bell Street Pier Cruise Terminal
Terminal 30
Responding to Market Growth
Terminal 30
Development Model

- Dedicated, “interim” terminal
- Schedule and permit issues resulted in compromises
- Approach was to focus on the “basics”
  - Balance flexibility with functionality
- Schedule resulted in cost premiums
- Industrial neighborhood determined building aesthetics
- Minimal “multi-use”
- Cost: $18 million
Terminal 30
A Dedicated Cruise Facility
Terminal 30
“Focusing on the Basics”
Terminal 30
Flexible and Functional
Lessons Learned

• Stay informed on cruise industry trends
• Dedicated vs. multi-use -- each approach poses challenges and compromises
• Location determines constraints and aesthetics
• Considerations for future planning