



Stadium District Study
Stakeholder Advisory Group Meeting 1
February 19, 2013
4:00PM – 6:00PM Seattle Municipal Tower Room 4050

Project Website: <http://www.seattle.gov/dpd/Planning/stadiumstudy/Overview/>

Attending Advisory Group Members or Representatives:

Ryan Smith
Fred Mendoza
Judd Marquardt
Charley Royer
Lance Lopes
Susan Ranf
Henry Liebman
David Huchthausen
Rollin Fatland
Jack McCullough
Alan Cornell
Tom McQuaid
Tija Petrovich
Lisa Dixon
Don Blakeney

Welcome and Introductions

Diane Sugimura welcomed and thanked the Advisory Group members for participating. All advisory group members introduced themselves and summarized their interest in the stadium district.

Project Scope / Purpose

Gary Johnson provided an overview of the project purpose scope and schedule. Gary summarized the direction provided by the city council to DPD for the project. Gary explained that a separate review of industrial lands policies is taking place concurrently. Gary outlined the sequence of project meetings that is expected, and touched on possible project outcomes including: comprehensive plan changes, zoning changes, and streetscape planning for the public realm. Gary explained that the committee has an advisory role.

Context Presentations

Three context presentations were provided for the advisory group. Geoff Wentlandt presented a summary of existing city Comprehensive Planning policies for the area and recent studies or projects with a major influence on the study area. These included the Livable South Downtown planning study; Waterfront Seattle planning; and planning for the South Portal of the Alaskan Way viaduct.

Jerome Unterreimer and Charley Royer presented an overview of the Stadium District Concept plan, which was created by the owners of CenturyLink Field and Safeco field during 2012. Charley summarized the stadium owners' intent to put forward a positive vision for the stadium district, and build partnerships within the district and with adjacent neighborhoods. He also described the review of other cities' stadium districts and comparisons with Seattle. Jerome walked through the content of the Stadium District Concept plan with an emphasis on the plan's goals and vision. A copy of the document can be viewed at www.stadiumdistrict.org.

Jack McCullough and Barbara Swift presented an update of the ArenaCo proposal for a new basketball / hockey arena in the district. Jack summarized where ArenaCo is in the process of design review and evaluation by the city. Barbara Swift provided an overview of the design proposal for the Arena. Copies of the design review materials on the project can be found on this project's website at <http://www.seattle.gov/dpd/Planning/stadiumstudy/Overview/>.

Stakeholder Group Discussion

Three following is a summary of points and comments made by stakeholder group members:

- The CenturyLink and Safeco Field owners were already working on the concept plan when the idea for a new basketball arena in the district came forward. So we're ahead of the game in terms of having a strong stadium district concept as the arena project moves forward.
- Clarification that the 2,000+ new market rate housing units proposed in the stadium district concept plan are within a 15 minute walk from the heart of the district, not necessarily in the district itself.
- Seattle's stadium district is different from Sand Diego and Denver because Seattle's district has one of the biggest freight transportation hubs on the west coast running through it.
- Stadium district land uses have to be considered in terms of their impacts on transportation infrastructure.
- It seems like the stadium district keeps pushing further and further south over the years.
- There's not that much land that could be used for residential in this area because most of it is already in uses that aren't going to change any time soon. Also, to build here you have to build on pilings which is expensive. The city should also be looking east of 4th Ave. S. and south of Holgate for possible locations to site residential uses.

- Both stadiums pull from large markets throughout the Pacific Northwest and beyond. One thing missing in the district is before/after event activities for families.
- There needs to be more focus on how to attract families and other demographics beyond the beer drinking and partying crowd. We also need to change the mentality of crowds so they respect the neighborhood more. There's too much transience on game days that impact neighbors.
- In review of the environmental impacts for the Arena (EIS) there should be a good review of impacts on neighborhoods that is transparent for the public to see.
- One important thing the study should look at is improving access across 4th Ave. S. from the Chinatown/ International District. Better access across 4th Ave. S. would help neighborhoods capitalize on event crowds. S. Jackson St. is one of the most important connecting streets that should be looked at.
- The study can review earlier efforts regarding potential over rail tracks development, which would greatly improve the connection between the Chinatown / International District and the stadiums.
- Parking is a key issue. The Arena EIS will have to address parking demands. The crucial issue is potential overlapping event times. There will be a complete inventory of parking.
- The Arena proposal does not currently propose building any new parking. Parking could be a real problem. There are also some concerns with the proposal to make Occidental adjacent to the Mariners' garage a pedestrian friendly street with limited access for vehicles.
- First and Goal now controls over 500 parking stalls at the 6th Ave. S. and Royal Brougham (KC Metro) garage. This is an example of parking in the area that can be better leveraged with education and outreach to eventgoers.
- There are 700+ parking stalls in the new Home Plate development structure across the street from SafeCo field, which sometimes do not fill up during events. This is one of the best parked areas of the city.
- This stadium district study will be looking at sustainability. The existing stadiums and teams have already done a lot and are national leaders on sustainable sports operations. There are major opportunities for shared sustainability strategies that can be looked at.
- There is a major opportunity for a joint effort on mobility in the stadium district, for a shared strategy among the different stadiums and teams.
- One thing the study should take into account is market demand for different land uses, parking and other items.
- 'Connecting the Dots' should be a major theme of the work. There are a lot of ways that coordination among stakeholders can really improve the stadium district.

Wrap-Up and Next Steps

Gary Johnson concluded the discussion and asked the group about preferences for meeting times for future meetings. Some group members expressed interest in an earlier meeting time. The project team will get back to the advisory group members via e-mail about scheduling the next meeting in March. The next meeting focus topic is land use.