

SEATTLE CENTER ARENA



Image courtesy of Populous



CAAICON

POPULOUS

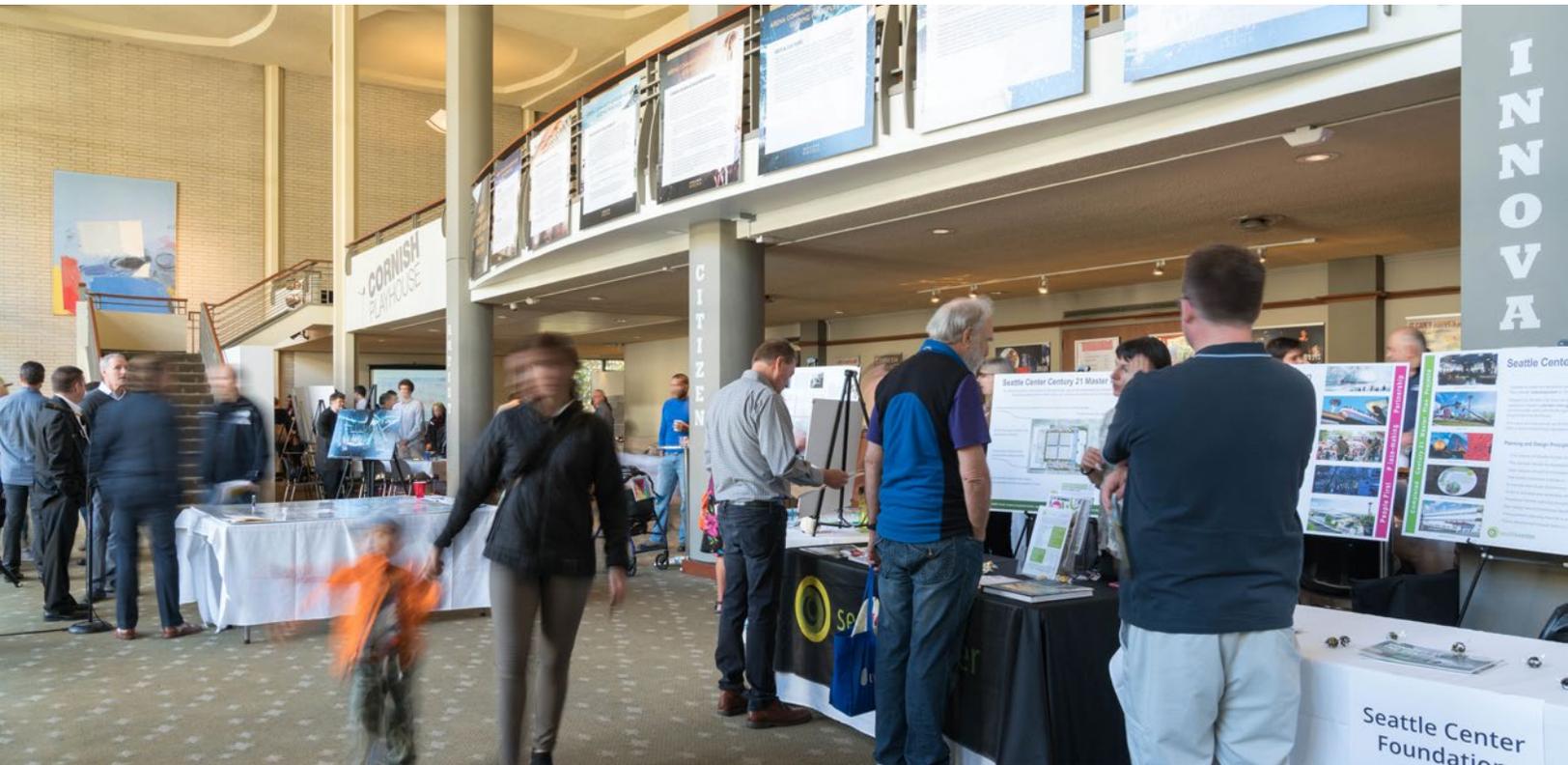


SWIFT COMPANY

Report from the Open House held

Saturday, October 28 2017

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OPEN HOUSE TEAM

Event Hosted and Presented by Oak View Group (OVG) - Seattle

Lance Lopes, Director

Project Management

Shaun Mason, Vice President, CAA ICON

In Collaboration with Seattle Center

Robert Nellams, Executive Director, Seattle Center
Jill Crary, Redevelopment Director, Seattle Center
Deborah Daoust, Director of Communications, Seattle Center
Julia Levitt, Strategic Advisor, Seattle Center Redevelopment
Jae Lee, Sr. Capital Projects Coordinator, Seattle Center Redevelopment
Jessica Smith, Procurement Coordinator, Seattle Center Redevelopment

Communications and Outreach:

Andres Mantilla, Sr. Vice President, Ceis Bayne East Strategic
Kate Nolan, Ceis Bayne East Strategic
Zack Peggins, Community Outreach Coordinator, OVG-Seattle

Project Design Team:

POPULOUS

Chris Carver, Senior Principal/Founder
Kurt Amundsen, Senior Architect/Principal
Tom Usher, Architect/Associate Principal
Geoff Cheong, Architect/Associate Principal
Todd Spangler, Senior Architect Technician/Associate Principal

DLR Group

Scott R. Kruse, Northwest Region Leader | Senior Principal
Bill Valdez, Justice+Civic Leader | Principal
Rico Qurindongo, Architect | Senior Associate
Christopher Bell, Design Leader | Senior Associate
Vicki Ha, Architect | Associate
Joseph Hershewey

Open House Presenters:

Jim Beckett, Sabrina Ames, Jill Maltby, Steven Schmitz,
Dillon Webster, Jordan Lee, Samuel Margolis

SWIFT Company

Barbara Swift, FASLA
Gareth Loveridge
Shawn Stankewich
Rhys van Bommel

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Project Websites

<http://newarenaatseattlecenter.com/>

<http://www.seattle.gov/economicdevelopment/about-us/our-work/seattle-center-arena>

Connect with us

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#SeattleCenterArena

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EXECUTIVE SUMMARY

THE PROJECT

In 1962, in conjunction with The World's Fair, the Seattle Center Coliseum reflected the ingenuity and entrepreneurial spirit of the community in both design and content. For over 50 years, the design of structure as sculpture stood proudly as the keystone of an ever-evolving and culturally enriched point of destination, even as its functionality waned.

The Seattle Center Coliseum has served as a key component of Seattle Center and its redevelopment will allow it to remain the center of Seattle. The new Seattle Center Arena will continue to illustrate the core values it was built upon by proudly serving its community and region through a world-class, state-of-the-art music, sports, and global entertainment venue that reflects Seattle in diversity, integrity, character, and our innovative spirit.

THE OPEN HOUSE

On Saturday, Oct 28, 2017, Oak View Group held its first project Open House in the prefunction area of the Cornish Playhouse at Seattle Center to introduce the project team to the Public and to listen to ideas and feedback, ensuring that the new Arena contributes to Seattle Center as a Seattle community gathering space and heart of Seattle. Design team members were on hand to discuss ideas and possibilities directly with attendees, which will in turn help to inform their design decisions moving forward.

154 members of the public attended the Open House and participated in the various activities and discussions facilitated by Community Supporters as well as the project design team. Additionally, an online survey was released and garnered additional comments for those who were unable to attend or whom missed the Open House event.



OPENING REMARKS

Lance Lopes, Director of OVG Seattle, kicked off the Open House by briefly introducing the key people on the project. In addition to CAA ICON, Populous, DLR Group and Swift Company, he thanked in particular the Seattle Center and City of Seattle who have been great partners, without whom the project would not exist. He also acknowledged the community groups and neighborhood associations - many of whom are volunteers - who were present to show their support for the project, and contribute tirelessly to ensure that the project meets its community goals as set out by the Guiding Principles.

Lance emphasized that from day one this project has been an open and transparent process. He explained that the purpose of the Open House was not to tell and impose, but to listen to the public and understand what they would like to see at the Arena and its surroundings.

Seattle Center is a special place in the city and for the community, and he said that OVG was proud to invest in this Arena and to ensure another 50 years of extensive growth and excitement here at Seattle Center.

Lance then explained the various interactive activities that were being presented at the Open House, and thanked everyone present for taking the time to share their thoughts and ideas with the design team.

"Seattle has a once-in-a-lifetime opportunity to embark on a transformational project that will revitalize a historic landmark for future generations, build a world-class sports and entertainment venue unlike any other in the world, and enhance the urban experience at Seattle Center and its surrounding neighborhoods - all at no risk to the City or to taxpayers."

- Tim Leiweke, Oak View Group CEO

EXECUTIVE SUMMARY

OPENING REMARKS



Sally Bagshaw, Seattle City Council Member, then addressed the crowd to acknowledge her view that this project was one of the most important things to happen to the City of Seattle, and to thank OVG for their partnership and collaboration.

She believes that this project will transform our City, and make Seattle Center again the center of Seattle.

She thanked the designers for their ability to transform thoughts and ideas into drawings and plans. She also thanked Uptown Alliance and Belltown Alliance which together with the Arts and Cultural Overlay District is bringing together communities and connecting disparate neighborhoods, and making this a place where businesses are going to be supported and have the opportunity to thrive.



INTERVIEWS

Deborah Frausto from Uptown Alliance was interviewed for a Facebook Live post during the event and was excited to be representing Uptown Alliance at the Open House.

She expressed that the Arena project was one of the biggest and most significant projects to come to Uptown in many years. She hoped that people would attend the Open House as well as the Mobility workshops to brainstorm the transportation challenges in the area.

<p>SEATTLE CENTER ARENA</p>	<p>You're invited, to take part in the ongoing design process of the New Seattle Center Arena, and to learn more about the different stakeholders and the project. Share your favorite Arena experiences and brainstorm with us what should happen here next.</p>
	<p>Learn & Discuss:</p> <ul style="list-style-type: none">• How will this project transform the Arena venue?• How will this project positively affect the Arena Site?• How will this project engage with the Arts and Culture?• How will the new Arena enhance Seattle Center?• How will the new Arena integrate into the neighborhood and the community?
<p>Design Open House Saturday, Oct 28, 2017 10:00am to 2:00pm Cornish Playhouse 201 Mercer St, Seattle, WA Free & Open to All! See back for RSVP</p> <p>#SeattleCenterArena facebook/twitter @OVGSSeattle www.NewArenaAtSeattleCenter.com</p> <p>RSVP on our Facebook event site "Seattle Center Arena: Design Open House" or directly on Eventbrite http://bit.ly/2geHKVW</p>	

Mike McQuaid from the South Lake Union (SLU) Community Council was similarly interviewed for a Facebook Live post.

He expressed that this Open House was important for SLU because it provided a view into the process of reinvigorating Uptown, the Seattle Center Campus and the new Seattle Center Arena. This was a vital opportunity to contribute.

He was especially excited because this project is a catalyst for what our neighborhoods can be, and will bring new people into existing communities, invigorating the existing communities with innovation.

He hopes to help the design team examine the impacts and opportunities not just of today, but also of 20 years from now, to ensure that the Seattle Center Campus shines as a jewel in the Seattle region.

OPEN HOUSE LAYOUT

Welcome!

- W1** Check-in Desk
- W2** OVG Meet & Greet
- G** Arena Community Advisory Group Guiding Principles

Do some Activities

- A1** Activity 1: Trace your path
- A2** Activity 2: What should go here?
- A3** Activity 3: Favorite Memory Postcards
- A4** Activity 4: Equity for All

Watch a Video

- V1** Video 1: Arena Design
- V2** Video 2: 1962 World's Fair

Engage with Designers

- Di** Arena interior
- Dn** North Courtyard Interface
- Ds** New South Plaza
- De** East Plaza, Seattle Center Interface
- Dw** West Plaza, Neighborhood Interface

Talk to our Community Champions

- C1** Seattle Center Redevelopment Office
- C2** Seattle Center Foundation
- C3** Office of Planning & Community Development and Seattle Department of Transportation
- C4** Project Belltown
- C5** Uptown Alliance
- C6** South Lake Union Community Council
- C7** Queen Anne Community Council
- C8** Office of Arts & Culture and Uptown Arts & Culture Coalition



COMMUNITY CHAMPIONS

Community support is integral to ensuring the success of this project, and OVG would like reiterate how thankful we are for their presence at the Open House.

Seattle Center Foundation

Jane Zalutsky

Office of Planning & Community Development (OPCD)

Jim Holmes
Lyle Bicknell

Seattle Department of Transportation (SDOT)

Ian Macek

Project Belltown

Evan Clifthorne

Uptown Alliance

Deborah Frausto
Robert Cardona

South Lake Union Community Council

Mike McQuaid

Queen Anne Community Council

Ellen Monrad

Office of Arts & Culture

Ruri Yampolsky, Director, Public Art Program



BACKGROUND INFORMATION

Upon entering the space, participants were given the opportunity to see an overview of the project site on a table and to chat directly with Lance Lopes, director of OVG Seattle as well as Shaun Mason, project manager from CAA ICON.



On the east and west walls of the Cornish Playhouse, a slide show was projected showcasing the work that has been done to date, and previously presented to the Seattle Design Commission. Video footage of the surroundings of the Seattle Arena captured by a camera outfitted drone was also projected here.



Additionally, at the back of the venue, we screened historical footage from the 1962 World's Fair, courtesy of Seattle Channel, produced as part of their History in Motion series.

A number of handouts were also available for participants to reference, namely:

- Arena Advisory Group Guiding Principles
- North Downtown and Seattle Center
- Transportation and Mobility
- History of Key Arena at Seattle Center
- Seattle Center History and Timeline

These handouts are included in this report in the Appendices.

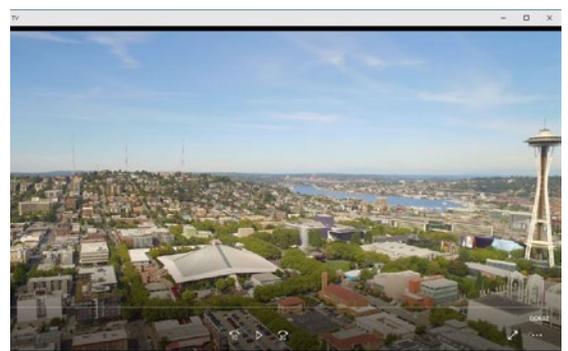


Image courtesy of DLR Group

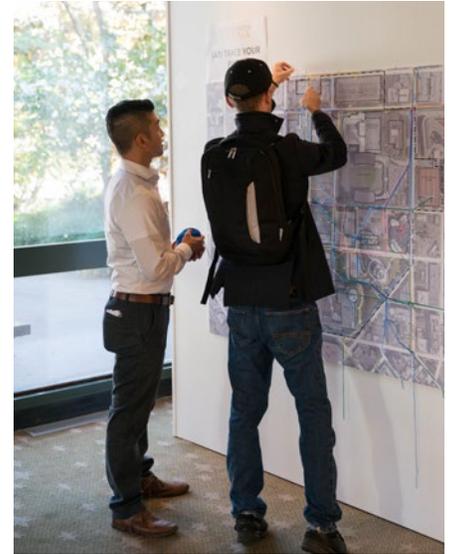
ACTIVITY - TRACE YOUR PATH

For this activity, participants were asked to trace their paths through the Seattle Center Campus and the surrounding neighborhoods. They were given the following brief, some pushpins and yarn, and a map of the Seattle Center Campus

SEATTLE CENTER ARENA
Design Open House

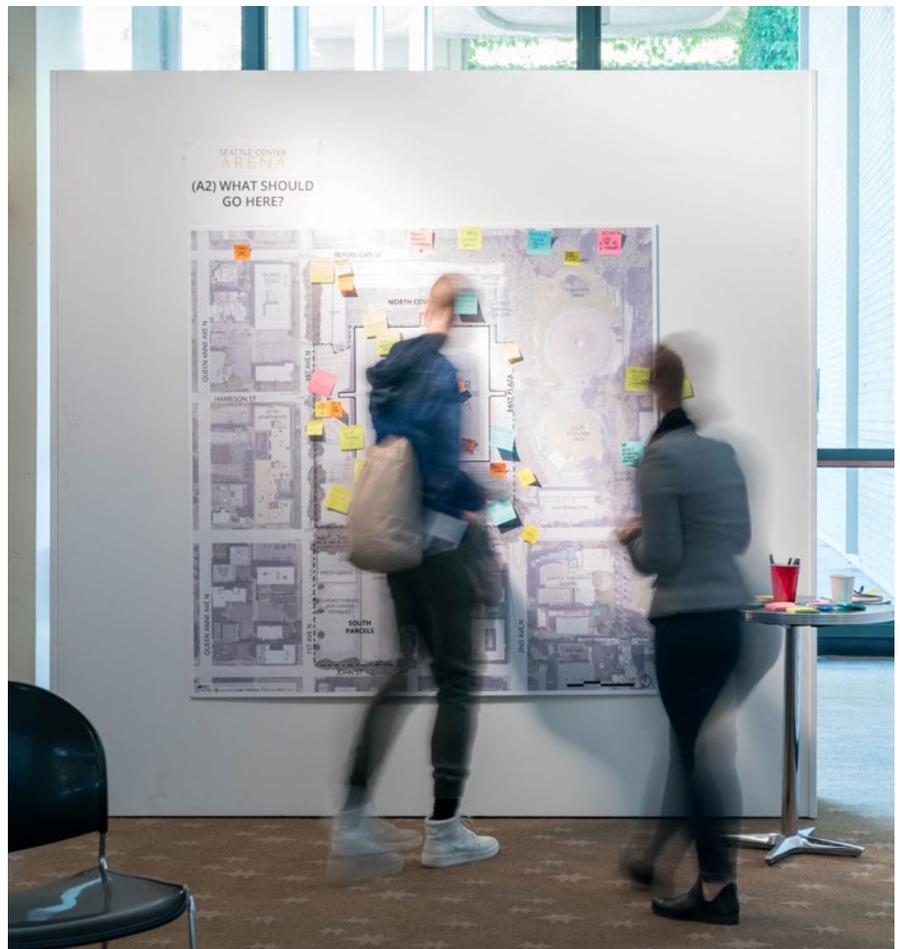
Show us how you walk through Seattle Center by tracing your path on the map with yarn. Use the color that best matches how you would describe yourself.

- Student
- Parent
- Neighborhood Resident
- Campus Resident
- Visitor
- Employee
- Event-goer



ACTIVITY - WHAT SHOULD GO HERE?

For this activity, participants were asked to identify the types of activities that they would like to see on the site and the diverse ways to engage with those opportunities, below are some of the main points that were shared.



- Be intentional, make Seattle Center distinct not like anywhere else
- Provide programming to engage and attract locals
- Site & plaza lighting
- Emphasize art opportunities
- Provide vendor activation spaces
- Ride sharing opportunities
- Improve site aesthetics
- Opportunities for youth/student engagement
- Queen Anne Residents need buffer for pedestrians
- Mitigate bad traffic
- Keep the identity of the area (i.e. Skate park)
- Create better access throughout the site
- Create bright inviting entrances
- Surface Activities (Basketball courts, outdoor stage, hockey, roller skating)
- Extend bike lanes

ACTIVITY - EQUITY FOR ALL

The purpose of this activity was to better understand how equity can be further developed throughout the project and how the community would like that to be developed. The public was asked several questions:

How can we engage neighboring communities with the Seattle Center Arena?

How can we encourage a greater diversity of users to the Seattle Center Arena?

How can we assist in providing opportunities for businesses to thrive at and around the Seattle Center Arena?

What amenities can you imagine at the Seattle Center Arena?

How can the Seattle Center Arena promote healthy living for all?

How should the Seattle Center Arena promote youth arts, sports and cultural activities?

How should the Seattle Center Arena provide a safe and inclusive space for all?

How can the Seattle Center Arena promote tolerance and equity for all?



IDEAS TO CONSIDER

- Use local businesses for concessions
- Give public access to various facilities on the campus
- Farmers markets, with fresh bucks
- Maintain a union workforce
- Provide funding for Cultural programming
- Hire Local workers for construction
- Offer reduced ticket programs for events
- Include public art
- Hire a dedicated staff member for working with neighborhoods
- Set aside a certain number of hours each month/year for community groups
- Offer free health and wellness events
- Provide local student volunteer opportunities
- Have public Bathrooms
- Make equity front and center
- Support housing opportunities in the area
- Allow arena to be used by public during non-event times
- Address parking for residents
- Expand the monorail
- Provide more Public Transit
- Develop an outdoor event space with a big screen TV
- Maintain public access outside of events

ACTIVITY - FAVORITE MEMORIES

Participants were asked to share their favorite memories of the Seattle Center and the Arena and all its previous incarnations in the form of postcards stuck on a wall. The postcards were so popular that many took them as souvenirs!
All images for the postcards courtesy of Seattle Center.



DESIGN CONVERSATIONS

INTRODUCTION

Participants were invited to share feedback and ideas with designers at the 5 design conversation tables with the purpose to hear their perspectives of how the site could be changed or improved. Each table was focused on a different aspect of the site and building.

*“Buildings should be good neighbors”
- Paul Thiry, 1962 Washington State Coliseum Architect*

Despite the symmetrical plan of the building, the nature of each face is anything but the same. Participants were encouraged to visit all tables to gain a more holistic understanding of the character of each side of the Arena site, and to suggest to the team how each side should be considered.



Image courtesy of DLR Group

The **North** courtyard faces the City of Seattle Historic Landmark designated Northwest Rooms which house KEXP, the VERA Project, SIFF and the Art/Not Terminal Gallery, which creates a very intimate introspective face to the Arena. This side of the Arena faces the arts and culture community and there is the opportunity for contribution to this community.



Image courtesy of Populous

Currently blocked by loading areas and mechanical equipment spaces, the project plans on creating a new porous approach to the Arena from the south by pushing much of the existing uses underground or to a different part of the Campus. This newly exposed **South** side will then face the city and downtown and become a new entry point into the Seattle Center campus.



Image courtesy of Swift Company

The **West** side faces Uptown and primarily addresses the neighborhood. Many residents in the area are familiar with this face of the Arena as an imposing structure out of scale with its surroundings. As the Uptown neighborhood grows and its demographics shift, this side of the Arena site needs to respond to the changes and welcome its residential neighbors into its fold.



Image courtesy of Swift Company

The **East** side faces the International Fountain, and embraces the Seattle Center campus. The International lawn and fountain, with the Space Needle framed in view, makes up a public space which is often described as the heart of the city. It is where Seattle comes to celebrate and mourn, where protests start, marathons end, and where Seattleites can feel at home.

DESIGN CONVERSATION - NORTH

CHALLENGES

- Entry into courtyard too dark and uninviting.
- Inadequate wayfinding
- Courtyard not usable in winter months and rainy weather
- Current arena interface does not address courtyard
- Change in elevation and built constraints because of level differences prevents better use of the courtyard
- Vehicular access to the courtyard is limited
- The “secret pool” fountain is a hit with younger kids in the summer as a wading splash zone. It is currently very hidden.

OPPORTUNITIES

- Work together with KEXP and the VERA Project to bring more uses to the courtyard
- Provide direct views into this side of the Arena, allowing passersby & non-ticket holders selective views of the environment within
- Create more connections between the upper and lower courtyard
- Create more uses with transitional site elements that promote engagement with the courtyard beyond just sitting and resting
- Expose the “secret pool”
- Open up the blank faces of the neighboring buildings to give more indication of activity within the courtyard from the street



DESIGN CONVERSATION - SOUTH

CHALLENGES

- Many locals feel this area is dark and unsafe
- Lack of food options on south side of Arena between Republican and Downtown
- Project proposes removing Seattle Pavilion which is 5000 sf of event space, home of the annual Cherry Blossom festival.
- Conflict at intersection of 2nd and Thomas with Fisher Pavilion loading space, a non-pedestrian space in a pedestrian oriented zone



OPPORTUNITIES

- Create a safe space that would be seen as an amenity to the neighborhood
- Provide an active façade on this face, activate the street and the neighborhood
- Encourage use during events and non-event times with more activation
- More green space, water features
- Replace buildings being torn down with new spaces for offices and events
- Create more public restrooms
- Provide housing of all kinds and mixed use programming
- Ensure adequate lighting at night for safety and security
- Create more connections between Seattle Center and neighborhoods on south side
- As neighborhood density increases, create more breathing room as neighborhood amenity.
- Draw in neighbors from Uptown and the west side into the Seattle Center campus by having more activated uses along the south side and towards the east side

DESIGN CONVERSATION - EAST

CHALLENGES

- Dark and scary after sunset
- Grade changes are challenging to some
- Loss of restroom pavilion was seen as a detriment to some
- Current condition includes a lot of hardscape, which does not fit well with the natural park spaces adjacent in the fountain area
- Existing trees block view of Arena from the rest of the campus
- Lack of wayfinding doesn't give any indication of what you will find on the other side of the Arena
- Pinch point to get to the North Courtyard was seen as making the North Courtyard less accessible

OPPORTUNITIES

- Most familiar view and for many and is seen as the "front door" of the arena
- Embrace the fact that this is the park facing side of the Arena
- Extend fountain park to create more park and landscaping features, active recreation spaces, and smaller outdoor gathering to contrast the fountain area.
- Adding more natural elements emphasizes the difference between this park-like edge and the more urban hardscape west side.
- All areas should be activated/programmed to create vibrant, used spaces
- Possibility to extend activities inside the Arena into outdoor "patio" like spaces on this side



DESIGN CONVERSATION - WEST



CHALLENGES

- Many people view this as failed urban public space because it is mostly a giant empty plaza with no activities during non-event times.
- It is not welcoming and does not contribute to the adjacent Uptown neighborhood.
- A local business owner cited how pedestrians usually skip this block and ground floor retail spaces across the street are having a hard time renting out their spaces.
- Because of the above, seen as a transit and vehicular pick-up/drop-off centric space
- Dark and scary after dark, viewed as derelict
- Lack of pedestrian oriented traffic control at 1st and Thomas makes this a hard space to access

OPPORTUNITIES

- Over and over again, we heard folks advocate for activation of the space through programming such as food trucks, retail, night markets, and farmers markets to increase usage of the space
- Draw in the neighborhood by enticing residents with food and beverage options, driving visitors further east with a string of activities
- More bike parking
- Covered open space for continued use in rainy weather and winter.

DESIGN CONVERSATION - INTERIOR

This design conversation focused on the interior layout of the Arena building itself. Participants learned about the work done so far, and were given the opportunity to talk to designers about the challenges of reconstructing the Arena under an existing roof.



CHALLENGES

- Improvements to circulation during events to reduce crowding
- Accommodations for team buses
- Locate practice facility in neighboring communities, allowing access to the communities
- Digital signage use in this climate

OPPORTUNITIES

- Places to buy team gear
- More concession/vendor spaces
- Access to locker space for people who set up and take down event and concerts
- Use of fuel cells or photovoltaic power for the building
- Consider diverse user groups for seating arrangements
- Digital Signage use
- Color changing LED lighting to strengthen branding and themes

SURVEY RESULTS

OVERVIEW

An online survey was created to further the public feedback process beyond the day of the Open House. The survey was released on October 28th, coinciding with the Open House and ran until November 21st. A total of 746 people responded to the online survey over this period of time, with 62.9% of respondents completing the survey, each taking an average of 6 minutes to complete.

The online survey consisted of 12 questions, with some questions asking respondents to rank items on 5-point scales, some with multiple choice answers, and some asking for free form responses.

The purpose of the survey was to better understand how and why people use the Seattle Center Arena and its surrounding areas. The hope was to understand what additional features were most desired and provide insight into possible new usage of the site.

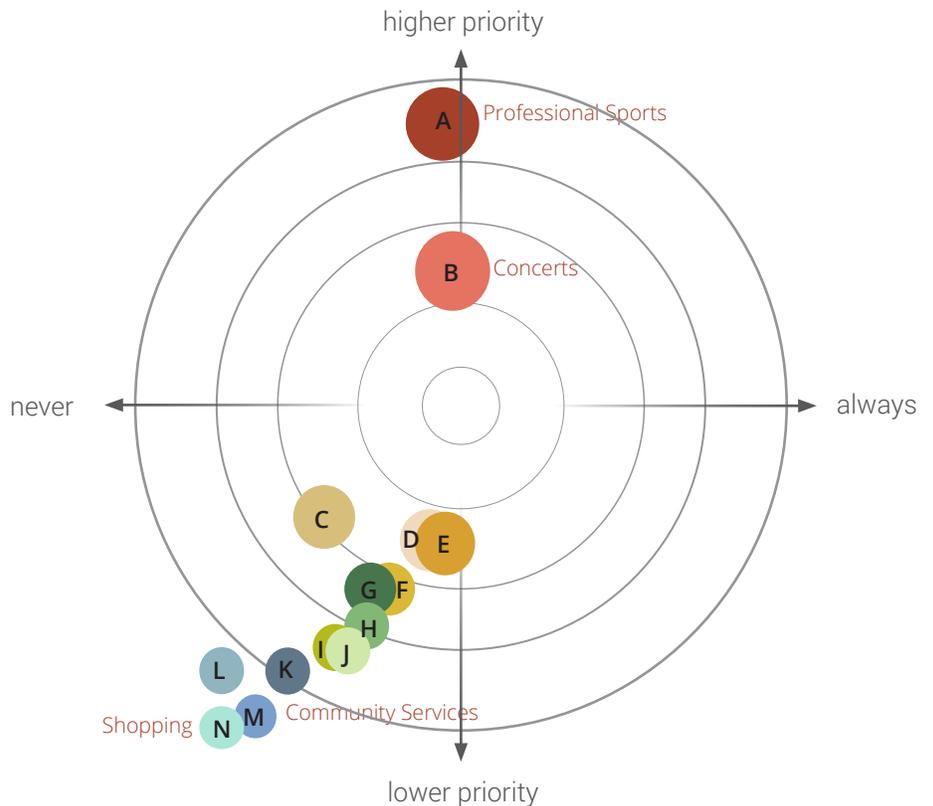


The diagram below shows two different scales, the "never" to "always" scale was what each individual responder categorized as level of importance. The "higher priority" and "lower priority" scale shows the rate at which people selected their response to identify where their true priorities might be.

Q1.

What brings you to the Seattle Center Arena?

- A Professional Sports
- B Concerts
- C College Sports
- D Shows
- E Performances
- F Museums
- G Food and Beverage
- H People Watching
- I Art Exhibits
- J Tourism
- K Child Focused Activities
- L E-Sports
- M Community Services
- N Shopping



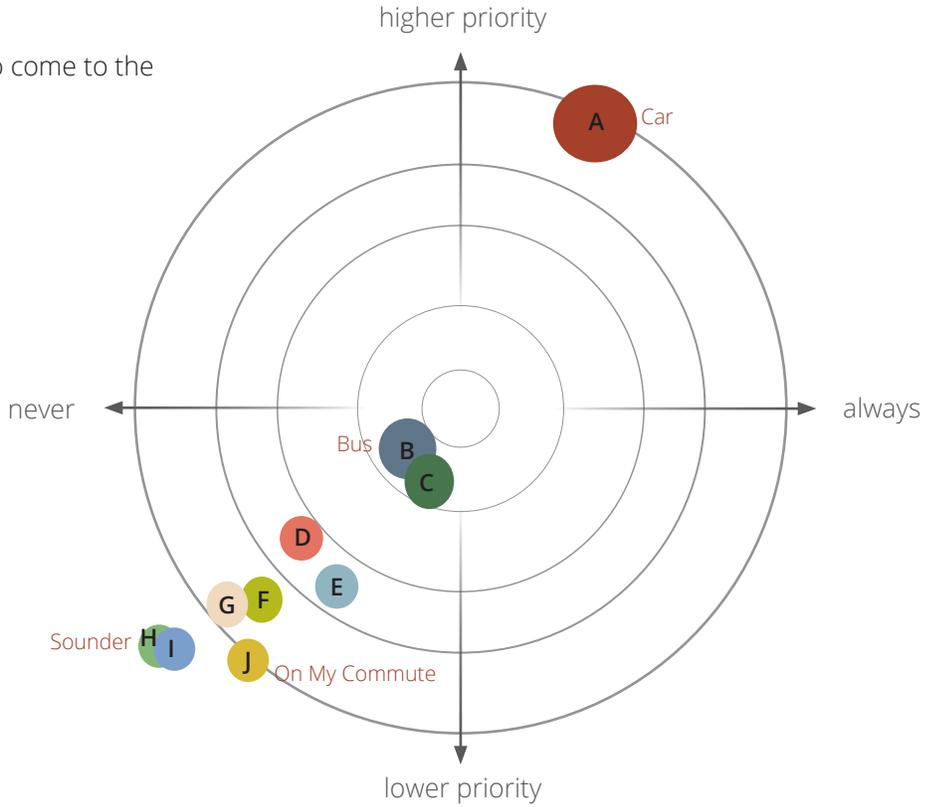
SURVEY RESULTS

These diagrams show two different scales, the "never" to "always" scale is what each individual responder categorized as level of importance. The "higher priority" and "lower priority" scale shows the rate at which people selected their response to identify where their true priorities might be.

Q2.

What mode of transportation do you use to come to the Seattle Center Arena?

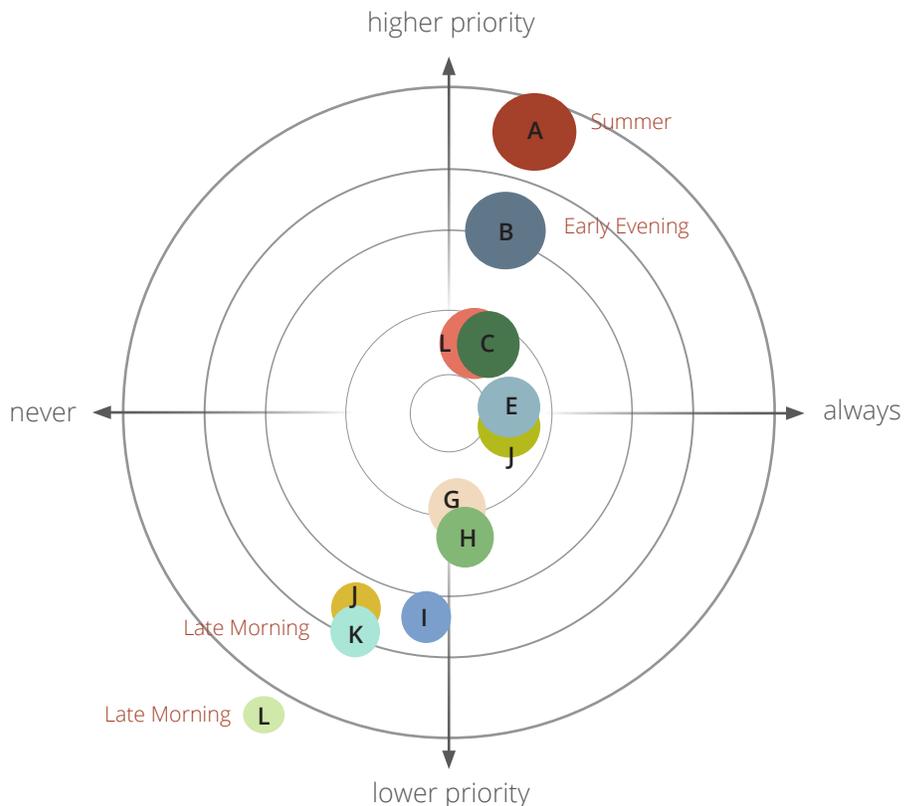
- A Car
- B Bus
- C Walk
- D Monorail
- E Ride Sharing
- F Light rail
- G Bike
- H Sounder
- I Street Car
- J On My Commute



Q3.

When do you typically visit the site?

- A Summer
- B Early Evening
- C Night
- D Winter
- E Fall
- F Spring
- G Late Evening
- H Late Afternoon
- I Early Afternoon
- J All Day
- K Late Morning
- L Early Morning



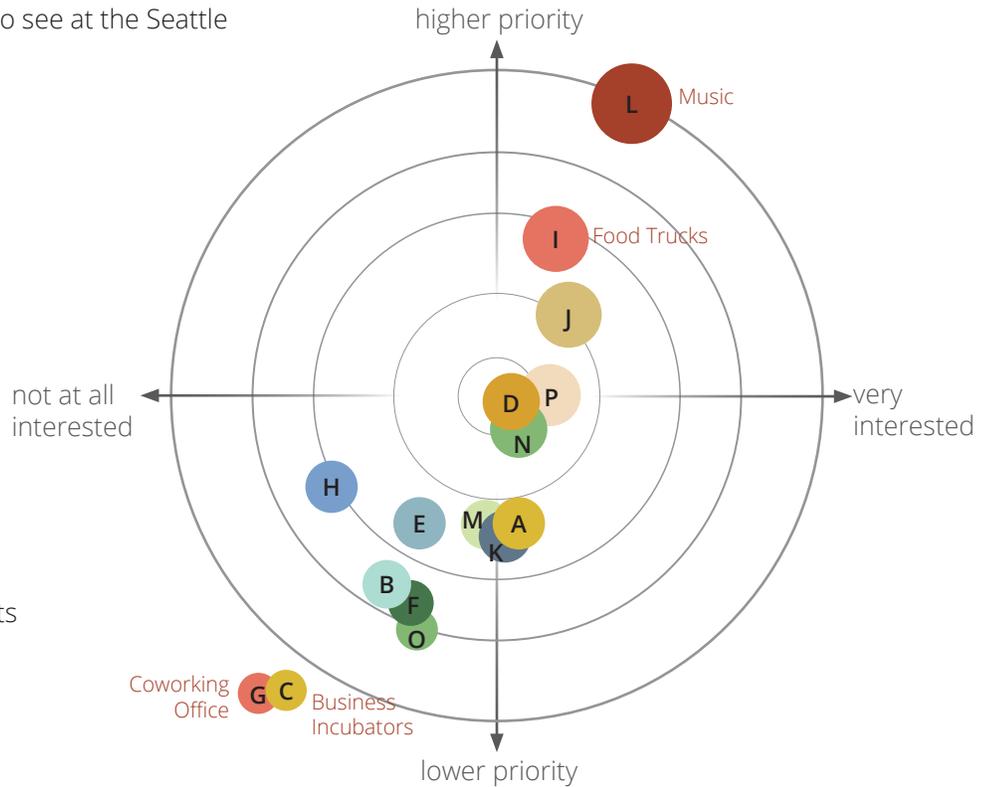
SURVEY RESULTS

These diagrams show two different scales, the "not at all interested" to "very interested" scale displays each individual responder categorized as level of importance. The "higher priority" and "lower priority" scale shows the rate at which people selected their response to identify where their true priorities might be.

Q4.

Which of the following would you like to see at the Seattle Center Arena?

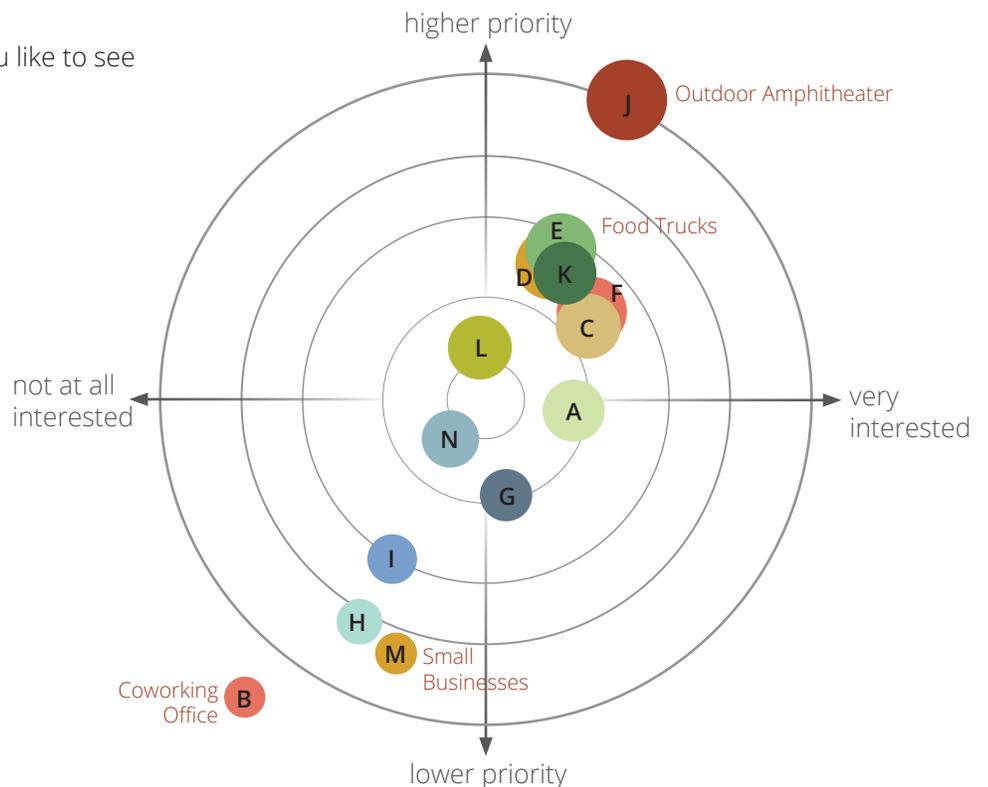
- A Art Focused Activities
- B Book Stores
- C Business Incubator
- D Cafes
- E Children Focused Events
- F Community Services
- G Coworking Office
- H E-sports
- I Food Trucks
- J Food and Beverage
- K Museums
- L Music
- M Open Galleries
- N Organized Community Events
- O Small Businesses
- P Theater



Q5.

What activities and amenities would you like to see around the Seattle Center Arena?

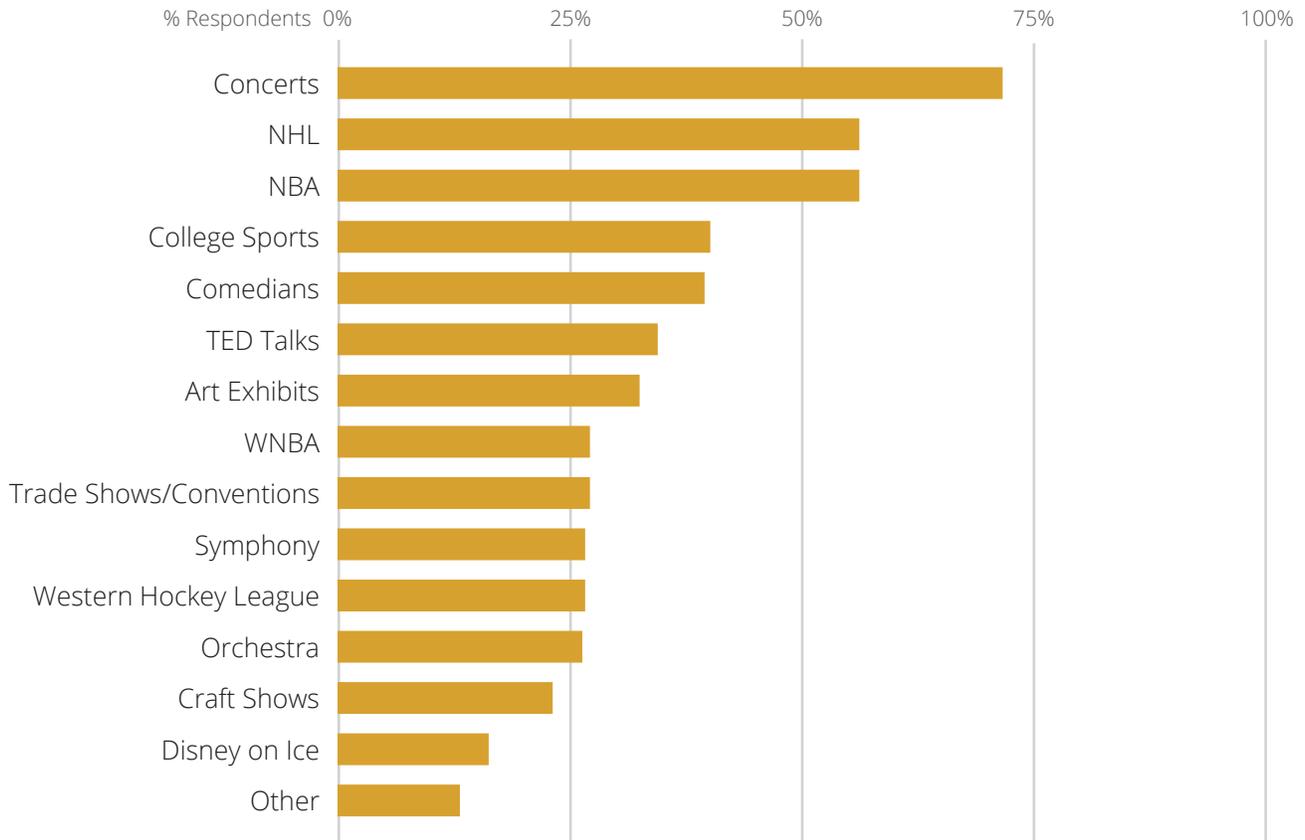
- A Accessible Open Spaces
- B Coworking Office
- C Cultural Festivals
- D Farmers Markets
- E Food Trucks
- F Food & Beverage
- G Indoor Public Space
- H Maker Space
- I Merchandise Booths
- J Outdoor Amphitheater
- K Place to Stop & Sit
- L Public Sports Courts
- M Small Businesses
- N Splash Park



SURVEY RESULTS

Q6.

Which of the following events would you attend at the Seattle Center Arena? (Check all that apply)



“Other” Responses include:

- | | |
|-----------------------------|---------------------------|
| King County Health Clinic | WNHL |
| Arena Football | Theater, Plays, Workshops |
| Lacrosse | Tasting events |
| Performances by art groups | Runs and Walks |
| Boxing | Community Not for Profit |
| MMA, UFC, WWE | Roller Derby |
| Outdoor Performances | Opera |
| E Sports | Science Events |
| Lego Convention | Bumbershoot |
| Smaller Concerts | Ballet |
| Cultural Festivals | Kids shows |
| Political Speakers & Events | Film Festivals |
| Community Speakers | |

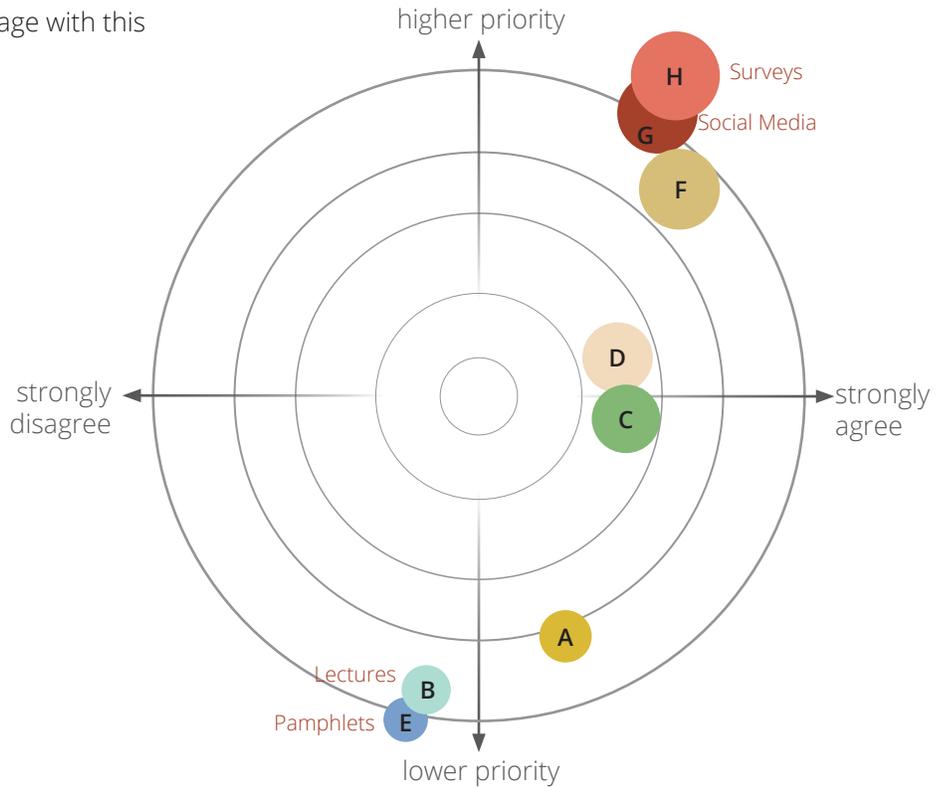
SURVEY RESULTS

This diagram shows two different scales, the “strongly disagree” to “strongly agree” scale was what each individual responder categorized as level of importance. The “higher priority” and “lower priority” scale shows the rate at which people selected their response to identify where their true priorities might be.

Q9.

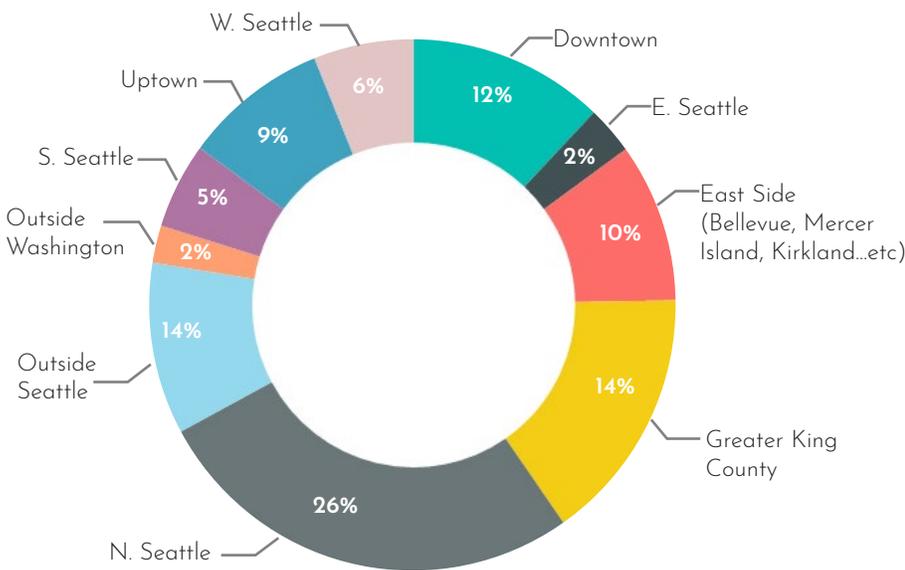
In the future, how would you like to engage with this project?

- A Exhibits
- B Lectures
- C Media Releases
- D Open Houses
- E Pamphlets
- F Project Website
- G Social Media
- H Surveys



Q10.

What area do you live in? (Including “Other” Responses)



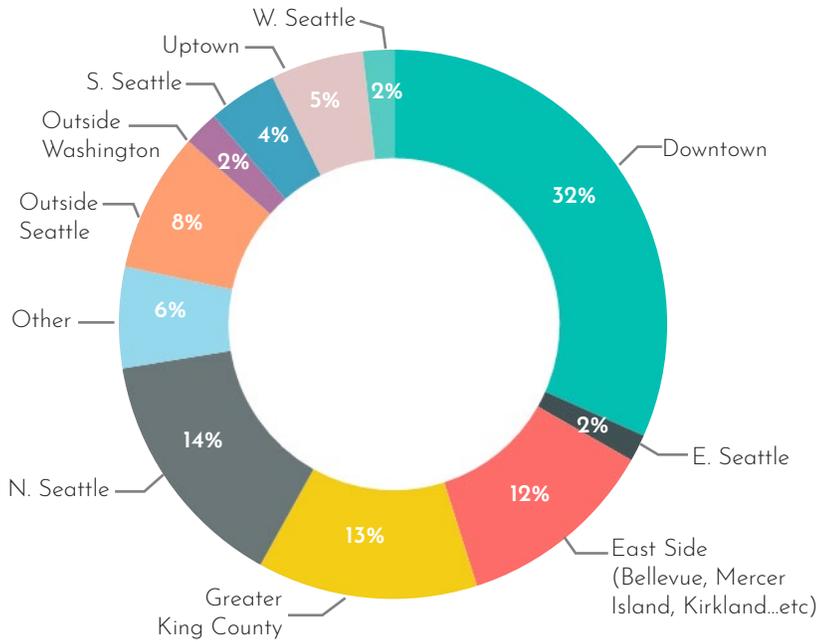
“Other” Responses include:

- Austin, TX
- Bainbridge
- Snohomish County
- Everett
- Grays Harbor
- UK
- Bellingham
- Issaquah
- Ferndale
- Lake Stevens
- Pierce County
- Bay Area
- British Columbia
- Oregon
- Wenatchee
- Silverdale
- Everett
- Kitsap County
- Edmonds
- Vashon Island

SURVEY RESULTS

Q11.

What area do you work in ?

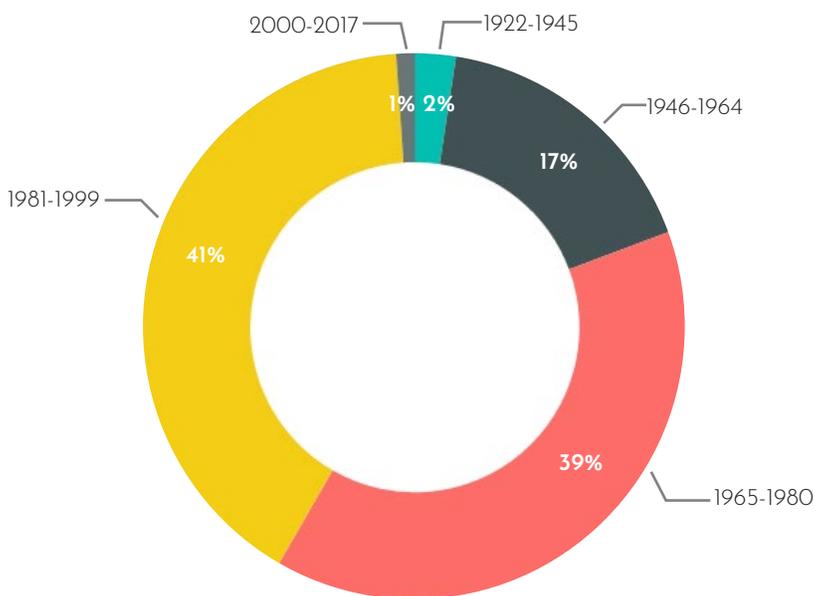


"Other" Responses include:

- Austin, TX
- Oregon
- Wenatchee
- Retired
- College Student
- Burlington
- London
- SODO
- Silverdale
- Everett
- British Columbia
- Eastern Washington
- Goldendale
- Snohomish County
- UK
- Pullman

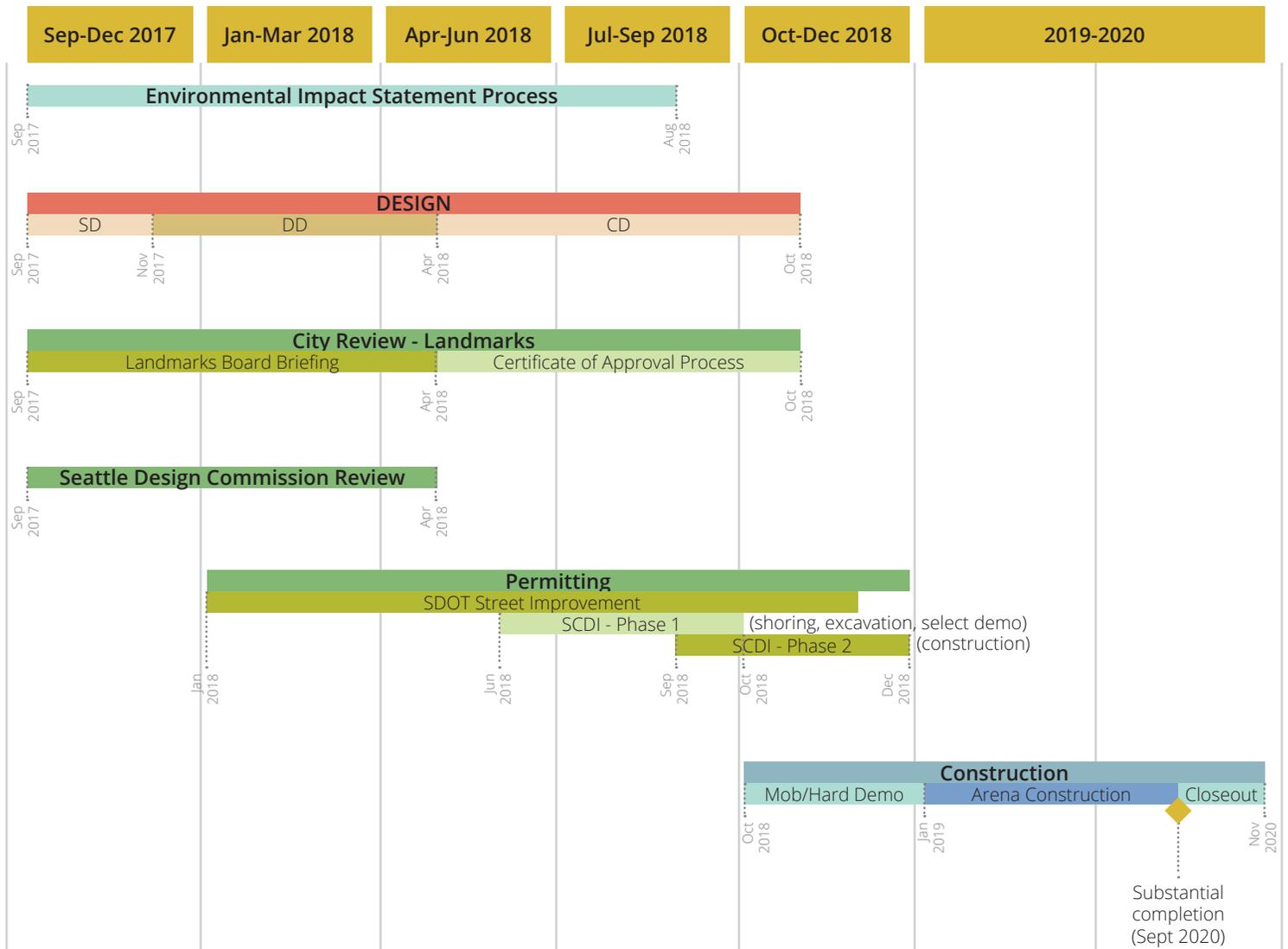
Q12.

When were you born?



LOOKING AHEAD

The project draft schedule currently is as follows:



OVG's design goals need to be informed by the community in which we will live and work. To that end, we have had one design session with the community that is captured in this report. It is our intention to do at least one more community event in the winter/spring of 2018 to further the process.

OVG is pleased with the level of input and engagement we are receiving from the neighborhoods and Seattle Center campus. We look forward to a continuing dialogue and this is a productive first step. Thank you to all that have participated in this exercise.

- Lance Lopes, Director, Oak View Group - Seattle



Image courtesy of Seattle Center

SEATTLE CENTER
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APPENDIX A

Arena Advisory Group Guiding Principles
(September 2017)

GUIDING PRINCIPLES

ARENA ADVISORY GROUP (SEPTEMBER 2017)

PREAMBLE

The partnership between the City of Seattle (the City) and Oak View Group (OVG) to redevelop the Arena at Seattle Center offers an unparalleled opportunity to champion Seattle Center’s purpose: to create exceptional events, experiences and environments that delight and inspire the human spirit to build stronger communities. The “Guiding Principles” outlined in this document support and guide the Arena’s redevelopment and will ground the City, OVG and community partners in their shared responsibilities by defining the aspirations and values for this innovative and transformative project.

PARTNERSHIPS

The newly renovated Arena will be a vital asset for the residents of our region and visitors from around the world. Through its prominence at Seattle Center—amongst its renowned resident organizations and in the heart of Uptown—the Arena redevelopment project will place paramount importance on connecting with and supporting the community as a good neighbor and strong regional partner during its redevelopment and into the future. Further, the City and OVG recognize that the success of the Arena and Seattle Center are inextricably linked and requires a partnership that sustains and expands the long-term economic health of Seattle Center.

The City and OVG’s partnership will catalyze new energy and excitement, and as a decades-long agreement, it must continuously evaluate and respond to the evolving needs of Seattle Center and the community over time.

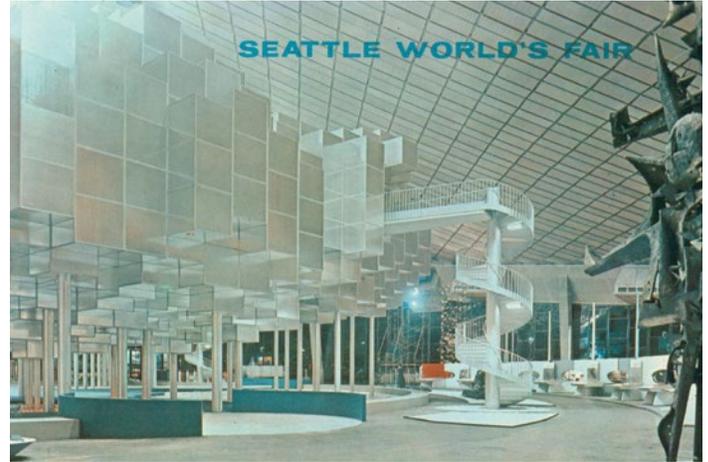
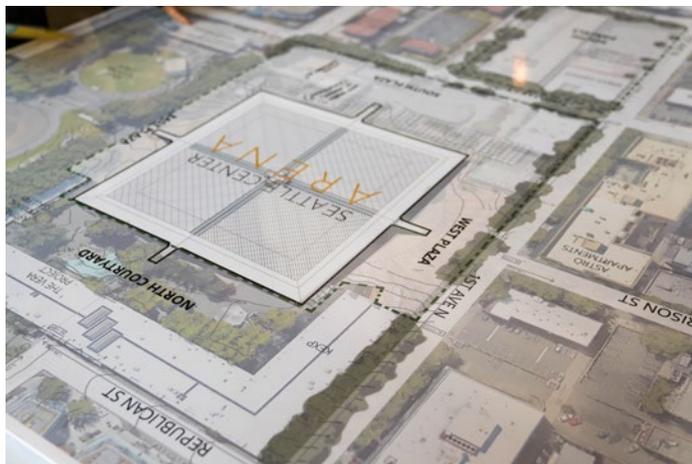


Image courtesy of Seattle Center

- The Arena project calls for the creation of new and lasting partnerships with communities that will be directly impacted and will benefit from the redevelopment, including the Uptown, Belltown and South Lake Union (SLU) neighborhoods (“North Downtown”), Seattle Center and its resident organizations, and our region’s sports and arts and music communities.
- The project will champion race and social justice principles, including equity, inclusion, and enhanced access to opportunities for workers and women and minority business owners.
- The new Arena and its economic success will breathe new life to the home of the Seattle Storm and Seattle University’s Men’s Basketball program and support our dynamic music community. It will be suitable, both in terms of physical design and business model, to attract a National Hockey League franchise and facilitate the return of the Seattle SuperSonics. The project will affirm the unique social role that professional and amateur sports, as well as music and the arts, play to inspire youth and bring together diverse communities across our region.
- A “Community Benefits Agreement” will be incorporated into the final development and lease agreements.

TRANSPORTATION & MOBILITY

Increased accessibility and convenience of sustainable transportation options are fundamental to the long-term success of the Arena project. To that end, the North Downtown Mobility Plan will study and support multimodal transportation (including pedestrian, freight and transit), access, and mobility through the Uptown, Belltown, and SLU neighborhoods. The multimodal plan will identify strategic and innovative mobility improvements by building on community plans and vision documents, aligning improvements with current planning efforts associated with the Arena and the City's One Center City long-range transportation plan and public realm plan, and prioritizing improvements for funding and implementation.

The goals of the mobility plan are to:

- align mobility improvement implementation with community priorities and vision;
- increase connectivity between North Downtown and adjacent neighborhoods; and
- increase accessibility and convenience of sustainable transportation options for people walking, biking, and taking transit to support growth and accommodate Seattle Center events, while reducing automobile trips.

URBAN DESIGN & NEIGHBORHOODS

The physical transformation of the Arena and the public open spaces surrounding the venue will accelerate the creation of an aspirational design for the entire Seattle Center campus. A primary goal of the project will be to integrate the Arena with the Seattle Center and the adjacent neighborhoods and encourage residents and visitors to move seamlessly to and through the campus. The space should be accessible and welcoming, with strong urban design elements that reflect the inclusiveness which will be key to the Arena's success.

- The redevelopment should fit within the existing neighborhood and recognize the priorities outlined by the Seattle Center Master Plan, Seattle Design Guidelines, Uptown Urban Design Framework, the SLU Urban Design Framework and current and future Belltown vision documents.
- It will work closely with the neighborhoods on external design elements with specific goals to activate streets that interface between Seattle Center and the neighborhoods and to improve the physical and visual connections between the neighborhood and Seattle Center so residents and visitors can easily enjoy the campus and support amenities and businesses within the neighborhood.
- The Arena will also support efforts to enhance the connections to the Seattle Center and nearby neighborhoods. Lake2Bay, which would link SLU, Seattle Center, Uptown, Belltown and the waterfront, is such an opportunity and can be a model project to dramatically improve access to cultural and retail amenities around Seattle Center.

ARTS & CULTURE

The long-term cultural and economic health of the redeveloped Arena and the North Downtown neighborhoods are tied together. As a major venue, the new Arena will strengthen the existing vibrancy of the Uptown, Belltown, and SLU neighborhoods by promoting a dynamic mix of new arts and culture investments and programming that welcomes broad and diverse audiences.

To increase our community's enrichment and contribute to the urban fabric and state-of-the-art programming at Seattle Center, OVG will seek out partnerships with Seattle's arts and entertainment community. These efforts should examine how existing and future arts, music, sports, theater, and other organizations, including Seattle Center's resident organizations, are strengthened and elevated to support the vibrant Uptown Arts and Culture District, and the thriving music and nightlife scenes in Belltown.

AFFORDABLE HOUSING

Access to a diverse range of housing types and affordability levels in the neighborhoods surrounding the Seattle Center is fundamental to the long-term success of the Arena project. By supporting increased access to housing in the North Downtown neighborhoods, in alignment with the significant increase in living-wage jobs from the project, the Arena will be a model for inclusive and sustainable urban development.

The Arena's location in the heart of North Downtown provides a unique opportunity to spur housing development for residents who wish to immerse themselves in the creative economies supported by the project. Given the signature arts and culture character of Uptown, and the thriving music and nightlife scenes of Belltown, investments in housing should enhance the synergies between the Arena and the surrounding neighborhoods. These synergies should support housing opportunities for creatives within proximity of the Seattle Center and housing types accessible to the Arena's workforce.

SOCIAL EQUITY & LABOR

In seeking the implementation of race and social justice principles, the Arena will support the creation of livable wage jobs, work for Women and Minority Business Enterprises (WMBEs) and apprenticeships, and rights for workers.

- The City's "Inclusion Plan" will serve as guidance for the inclusion of WMBEs to maximize participation from historically disenfranchised communities.
- The development and lease agreements will also include a requirement that OVG enter into community workforce and labor harmony agreements with organizations representing workers at the Arena.
- OVG will also outline an implementation process for the City's Priority Hire program.



image courtesy of Seattle Center



SEATTLE CENTER
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APPENDIX B

North Downtown and Seattle Center -
Transportation and mobility

Seattle Center History and Timeline

North Downtown and Seattle Center: Transportation and mobility

The City of Seattle is leading a number of efforts to study and improve transportation and mobility in and around the Seattle Center and the North Downtown neighborhoods.



One Center City

One Center City is a near-term plan and 20-year vision for how we move through, connect to, and experience Seattle’s Center City, a study area that includes Seattle Center and the surrounding neighborhoods of Uptown, South Lake Union, and Belltown. One Center City is a collaboration between the City of Seattle, Sound Transit, King County, and the Downtown Seattle Association to make the streets, sidewalks, and storefronts of Center City work.

One Center City will create a mobility and public realm vision and action plan for 10 central Seattle neighborhoods from Uptown to the International District.

City of Seattle, Sound Transit, King County, Downtown Seattle Association
onecentercity.org
info@onecentercity.org

Mobility Action Plan

As part of the One Center City work, and in response to community input thus far on the Seattle Center Arena, the City of Seattle is developing a North Downtown Mobility Action Plan. The plan will build on previous community and transportation planning work, and will identify new actions and prioritize transportation improvements in the neighborhoods of Uptown, Belltown, and South Lake Union. North Downtown Mobility Action Plan efforts are being planned around the timeline for the Seattle Center Arena EIS.

The Mobility Action Plan will recommend and prioritize projects to improve mobility throughout North Downtown.

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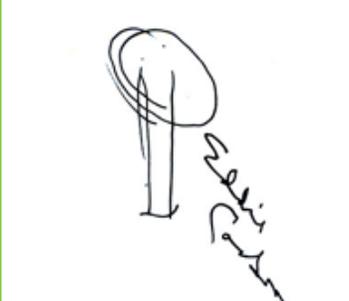
Environmental Impact Statement

An EIS, or Environmental Impact Statement, is prepared under the State Environmental Policy Act. The EIS will evaluate probable adverse environmental impacts resulting from the renovation of the Seattle Center Arena. In September and October 2017, the public was invited to provide input on topics the EIS should study. A draft EIS will be released in the spring of 2018.

The EIS will identify impacts and study and recommend mitigation related to construction and operation of the renovated Seattle Center Arena.

Seattle Department of Construction and Inspections
 John Shaw
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 206-684-5837

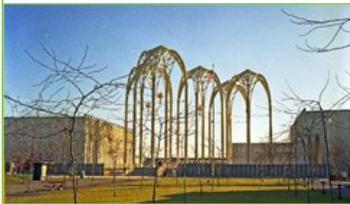
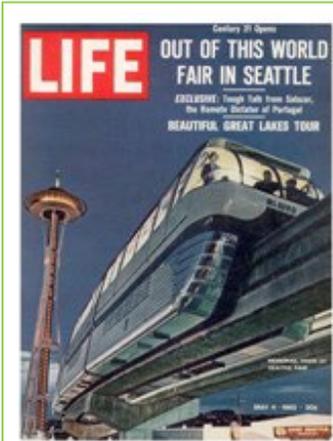
SEATTLE CENTER HISTORY / TIMELINE



- 1853 **David Denny** files a land claim for a tract that more than a century later will become the site of Century 21 Exposition.
- 1881 Saloonkeeper James Osborne bequeaths \$20,000 to build a civic hall for social and cultural gatherings. His gift is eventually augmented by public funding.
- 1886 David and Louse Boren Denny donate land for the civic hall.
- 1927 A public bond passes and construction begins on **Civic Auditorium**. **Civic Field** opens.
- 1928 Mayor Bertha K. Landis dedicates the **Civic Center Complex**.
- 1939 **Washington National Guard Armory** is dedicated.
- 1947 High School **Memorial Stadium** opens.
- 1948 **Un-American Activities** hearings on alleged communist acts take place in the Armory.
- 1951 **Memorial Wall** honoring Seattle high school students killed in WW II is dedicated.
- 1954 City Council member Al Rochester proposes the idea that Seattle host a world's fair to mark the 50th anniversary of the Alaska-Yukon-Pacific Exposition of 1909.
- 1956 **World's Fair Commission** votes unanimously to coordinate the World' Fair program with the city effort to develop a civic center at and around the Civic Auditorium. Seattle voters approve a \$7.5 million bond issue for building and land acquisition in the vicinity of Civic Auditorium.
- 1957 World's Fair Commission receives authorization from Washington Governor Albert Rosellini to hold a fair in Seattle in 1960, and Washington State Legislature approves \$7.5 million in funding for the World's Fair. World's Fair theme changes from a celebration of the 1909 A-Y-P to Century 21 following the USSR's Sputnik launch.
- 1958 The **Civic Auditorium** (which would become the Opera House) is chosen over such other sites as Fort Lawton (today's Discovery Park) as the location for the world's fair. President Eisenhower presses a button on the Century 21 chronometer upon his arrival at Boeing Field to start the countdown to the fair's opening. On-site demolition begins.
- 1959 Seattle City Council passes a resolution in support of **Century 21 Exposition**, agrees to purchase the state's planned **Coliseum** (KeyArena) from the state and convert it to a sports and trade show facility after the fair closes. A plan presented to the public for the Century 21 monorail receives mixed opinions. Ground-breaking ceremonies at the fair site are celebrated with a re-creation of the A-Y-P transcontinental auto race of 1909, with a 1959 Ford and a new, experimental magnetic levitation "Levicar." The race is sponsored by Ford Motor Company.

Seattle voters approve a proposal to remodel the Civic Auditorium into the **Opera House**. The Washington World's Fair Commission and Century 21 Exposition, Inc. agree to postpone the fair to the spring of 1962 to attract more exhibitors from industry and foreign nations. The federal government appropriates \$10 million to construct the **U.S. Science Pavilion** at Century 21.
- 1960 Construction of the **Coliseum** begins. A 550-foot **observation tower** (Space Needle) is proposed to be constructed for the fair, inspired by World's Fair Commission chair Eddie Carlson's quick sketch of a tower on a cocktail napkin.
- 1961 The Civic Center campus is **renamed the Seattle Center**. A design by Tokyo architects Hideki Shimizu and Kazuyuki Matsushita is chosen for the **International Fountain**, and a contract between Century 21 and Alweg Rapid Transit Systems for construction of the monorail is signed.

SEATTLE CENTER HISTORY / TIMELINE



1962 Seattle Center **Opera House** opens for the World's Fair. In February, the Fair's public relations director Jay Rockey achieves a major coup, a picture of the Space Needle under construction is featured on the cover of **Life magazine**, complemented by a seven-page, praise-filled article titled: "How to Pull Off a Fair." April 9: The **Seattle Center** is dedicated, and two time capsules are sealed in a cornerstone of the Opera House, to be opened in 2012. Both are inadvertently unearthed in 2002 prior to construction of Marion Oliver McCaw Hall.

President John Kennedy open the Century 21 World's Fair on April 21. Life Magazine is published in May with the cover featuring the Monorail and headlined "Century 21 Opens -- Out of This World Fair in Seattle," that same month, **John Glenn** visits Century 21 and the first Naturalization Ceremony is held at Seattle Center. **Elvis Presley** arrives in September to shoot the film *It Happened at the World's Fair*.

In October, the fair's principal architect, **Paul Thiry**, submits plans to Seattle Mayor Gordon Clinton regarding the layout of the "post-fair" Seattle Center. The Fair closes on October 21, and on October 22, the United States Science Pavilion reopens as **Pacific Science Center**.

1963 The City of Seattle resumes possession of the Seattle Center after Century 21 Exposition's lease ends. The fairgrounds reopen on June 1 as the **Century 21 Center**, a name that lasts for two years before the site reverts back to simply "**Seattle Center**" after much brainstorming of possible names such as Needleland, Pleasure Island and Pacifica. The **Bubbleator** is moved from the Coliseum to Center House. **Seattle Repertory Theatre** premieres in November at the Playhouse.

1964 **Seattle Opera** presents its first season.

1965 City of Seattle purchases the **Monorail** system from Century 21 Center, Inc. for \$600,000, and Seattle Center becomes a department of the City of Seattle.

1967 The NBA **Seattle Supersonics** plays its first game in the Coliseum on October 13.

1971 Festival '71 (renamed **Bumbershoot** in 1973) debuts in August.

1972 **Northwest Folklife Festival** is held for the first time, over Memorial Day weekend.

1975 Seattle Opera stages its first production of **Wagner's Ring cycle**.

1976 **Cherry trees** are planted at Kobe Bell as part of Cherry Blossom Festival, a key component of Seattle Center Festal cultural festivals at Seattle Center.

1977 Seattle voters pass a **\$19 million** bond measure for capital improvements at Seattle Center. **Seattle Center Foundation** is incorporated to administer and encourage charitable gifts, grants, bequests and memorials.

1980 The **Bubbleator** is removed from its relocated position in the Center House, donated to Children's Hospital and placed in storage.

1982 Space Needle **Skyline Level** is added, housing kitchen and banquet facilities.

1983 **Pacific Northwest Ballet** debuts its original, acclaimed *Nutcracker*. Seattle Repertory Theatre moves to a new home, the **Bagley Wright Theatre**.

1986 **KCTS 9** moves its operations from the University of Washington campus to Seattle Center. **Bite of Seattle** outgrows its Green Lake location and moves to Seattle Center. **Seattle International Children's Festival** debuts and runs until 2011.

1990 Seattle City Council adopts the **Seattle Center 2000 Master Plan**.

SEATTLE CENTER HISTORY / TIMELINE



- 1991 Voters approve a **\$25,800,000 levy** for implementation of the **Seattle Center 2000 Master Plan**, matched by \$8.5 million in state funds.
- 1992 The annual tradition of **New Year's Eve fireworks** at the Space Needle begins.
- 1993 **Seattle Children's Theatre** moves from Woodland Park to Charlotte Martin Theatre.
- 1995 The renovated Coliseum reopens as KeyArena. The new **International Fountain** with accessible design and choreographed water feature debuts.
- 1999 Seattle voters approve Proposition 1 providing **\$36 million** for **Marion Oliver McCaw Hall** and **Fisher Pavilion**.
- 2000 The **Experience Music Project** (EMP Museum) opens. Space Needle's ground-level retail pavilion addition opens. **Seattle Shakespeare Company** and **Book-It Repertory Theatre** move to Center House Theatre.
- 2001 **Seattle Public Schools** opens the **Center School** in Center House.
- 2002 **Fisher Pavilion** opens, replacing the old Flag Pavilion and becoming the City's first LEED building.
- 2003 **Marion Oliver McCaw Hall** opens on the site of the former Opera House.
- 2004 WNBA **Seattle Storm** wins first of two WNBA titles (second is in 2011).
- 2007 **The VERA Project** moves into its permanent home in the former Snoqualmie Room.
- 2008 **Seattle Center Century 21 Master Plan** is adopted by Seattle City Council. Seattle SuperSonics depart Seattle and KeyArena for Oklahoma City.
- 2009 The **Fun Forest** closes.
- 2010 **Seattle Center SkatePark** opens. **Theater Commons** and **Donnelly Gardens** are completed.
- 2011 **Bill and Melinda Gates Foundation** opens new campus on former parking lot site. Visitor Center follows in 2012. Seattle International Film Festival Film Center opens in the former Alki Room.
- 2012 The initial phase of the Center House Food Court's redevelopment to be completed. **Chihuly Garden and Glass** opens in May. **The Next Fifty**, celebrating the 50th anniversary the Seattle World's Fair, presents six months of events and activities.

Center House is renamed **Seattle Center Armory** as renovated atrium and food service debut.
- 2013 Seattle Center launches a new **Strategic Business Plan** focused on programs, place, performance and organizational capacity. **Seattle Opera** celebrates its 50th Anniversary and **Pacific Northwest Ballet** Celebrates its 40th. The theater program at Cornish College of the Arts moves into the **Cornish Playhouse**.
- 2014 Armory Conference Rooms are renovated and renamed **Armory Lofts**. **Seattle Repertory Theatre** celebrates its 50th year.
- 2015 **Artists at Play** opens in Next 50 Plaza. An innovative partnership with Microsoft provides super fast **Wi-Fi** on the grounds. **Bumbershoot** presents its 45th annual festival and **Seattle Children's Theatre** presents its 40th season of outstanding productions for children. **KEXP 90.3FM** moves into its new home in the Northwest Rooms.
- 2016/17 A new tenant enlivens International Fountain Pavilion. Seattle Opera breaks ground at the Merce Arena site to create its Opera at the Center. Oak View Group, through a competitive RFP process