



## **The Arena at Seattle Center Redevelopment**

### **ARENA COMMUNITY ADVISORY GROUP GUIDING PRINCIPLES**

#### **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.*

- 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 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 OVG signs with the City and will help define further many of these new partnerships.

#### **Transportation and 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 and 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 and 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 and 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 project labor 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.