

### **Design and Constructability Team Questions/Requests**

**1. Do you have WA State sales tax in your project budget?**

Please see the financial section for a response to this question.

**2. Please show the turning radius you have for access to the truck ramps in your design, and we need to see how the trucks are using the adjacent city streets. Are stage trucks entering the subterranean loading dock via Thomas, or via Warren?**

We designed the loading dock area to not only minimize trucks and busses utilizing the surrounding streets, we also used our experience to speed up the load-in and load-out process for touring shows, thus making the Seattle Coliseum more attractive. The subterranean loading dock has ample room for full sized show trucks and NBA/NHL/WNBA broadcast trucks to maneuver. There no need to tunnel under Thomas Street to maintain proper truck and bus access. To maintain flexibility, the entrance to the loading dock is positioned to allow access from both Warren and Thomas, although a majority of trucks and busses will access the dock area mainly from Thomas St. Please see the attached plan showing the turning radius study for the trucks in the loading dock area.

With seven loading docks, a dedicated food service dock and trash & recycling space, Seattle Coliseum is prepared for the largest touring shows and NBA/NHL playoff games. Our design of the loading dock exceeds most recent modern arenas, such as T-Mobile Arena, Golden One Center and the new Milwaukee Bucks Arena, and older successful arenas, such as Sprint Center, Moda Center and Prudential Center.

**3. Please provide a MEP narrative, with the following details:**

Our plan assumes a complete replacement of the MEP Systems in the venue itself. We also assume the existing Seattle Center Central Plant and associated piping from the central plant to the Seattle Coliseum would be sufficient to support the new heating and cooling loads.

**a. Mechanical: Are you planning to connect to the Seattle Center utility plant? What is your plan to relocate equipment in the Northwest Room courtyard?**

Yes. The project is planning on using the Seattle Center Utility Plant for steam and chilled water services. After conversations with plant operators at Seattle Center, they have advised us that they have the extra load capacity that would be needed for the expansion of the KeyArena. Our proposal has carried an allowance to increase the service size of the steam and chilled water to the KeyArena, along with the provisions for new larger heat exchangers and a new pressure reducing station. There will be no need to reuse the existing equipment in the Northwest Room courtyard.

**b. For Electrical: What is your plan to relocate main electrical in south yard since you have repurposed that location?**

The existing service currently goes through double transformation with Seattle City Light transformers dropping the power from 26KV to 13KV at the exterior pad mount transformers. These 13KV feeders go into the arena service and are again transformed in the building substations to 277/480. While the equipment visually appears to be in good conditions, it is approximately 25 years old. As a result of

this and the extensive revisions at the area of service, our budget proposal assumes that we will coordinate with the Seattle City Light for the service reconfiguration as follows: 1. Relocated City Light Transformers (SCL Fees included) 2. New 27V Feeders to building substation locations. 3. New 27KV to 277/480V substations to serve the electrical loads in the building.

**c. For Plumbing: Please provide a general overview of domestic water, sewage, and any storm water/GSI details you may have studied.**

The team studied the existing site utilities plan when the project was renovated in 1995. We anticipate making use of most of the existing services (sanitary, storm, and domestic water) to the building. The services at the south end of Key Arena will have to be relocated to accommodate the renovations. It is also assumed that during this process – we will encounter additional abandoned services that can be cleaned up as a part of this effort. The team has included the costs for providing additional storm, sanitary, and domestic water to the building that will be required.

**4. Please explain what, if any, programmatic and/or financial nexus exists between your development on the south site (1<sup>st</sup> Ave N block) and the arena.**

One of our guiding design principles was to capture the light and action in the arena on event nights and share it with the community outside of the Coliseum proper. We also emphasized the “physical transparency” to all four sides of Seattle Coliseum. Our proposed development plan reinforces pedestrian activity by providing ground level transparencies and offering street-level retail and restaurant uses. Our plan creates a new gateway from the uptown neighborhood into Seattle Center. We successfully opened up the south edge of Seattle Coliseum between First Avenue and Second Avenue by placing the loading dock underground and then activating a new corridor with retail, food and beverage opportunities and other community space. The proposed residential building will be set back to provide light to the adjacent plaza and will incorporate retail and food and beverage options at street level with al fresco dining. By reclaiming the 1<sup>st</sup> Ave Street edge we will eliminate the current mid-block curb cut and preserve the active street character of 1<sup>st</sup> Ave with transit and bicycle prioritization.

**a. Are any arena functions housed in your residential building?**

No. All arena functions take place on the arena site.

**b. Is revenue from the residential building included as part of your financials?**

Revenues from the residential building are not included in our financial model.

**5. Your site plan says that your south building is for “Relocation of Current Tenants”. We do not find any details on that in your narrative. Are you assuming market rent for these tenants? Please explain your proposed rent structure and identify all revenues associated with this building.**

As the ancillary development is still being refined, we look forward to incorporating the necessary requirements by the city to relocate existing tenants.

**6. Please explain box office, will call, search, locations, etc. for your entry locations.**

The box office will be located in the ancillary building located on the Southwest Corner of the development property and will include both sales and Will Call functions. An additional box office location on the east side of the arena provides the opportunity to

service guests arriving from the Seattle Center campus. To take full advantage of the transparency created by moving the glass curtain wall to the roof drip line, Seattle Partners design opens up all four sides of the Seattle Coliseum with new entry space. The current step wells leading to the east and west entries will be capped so guests enter on grade. Primary entrances will continue to be on the west and east sides, plus a new entry on the south side will service both regular and VIP guests. We plan on retaining the current north entrance as well to be used on an as-needed basis and to active in conjunction with the kept space. Security screening will be conducted at each of the entrances.

**7. Please outline the details of the new seating bowl, including:**

**a.** The entire lower bowl will be replaced with a much more comfortable 34” tread depth for more guest leg room. New 20” and 22” expanded seats will fill this new bowl. The sharp sight lines will remain for all events.

**b. Riser treads for upper bowl:**

The existing riser tread depth of 33” will remain, however all new seats will be included in the new arena.

**c. Sightline under or through new roof beam at south end:**

Consistent with modern hockey and basketball arenas, there are no obstructed sight lines from any part of the lower or upper bowl. Both NBA, NHL and WNBA fans will experience totally unobstructed sight lines. The attached plan shows the sight lines from the back of the south end of the upper bowl.

**8. Schedule – you have quite a bit of detail to your construction process in your schedule, but your entitlement period, from June 2017 to November 2018 is not defined. Do you have any more detail you can share on this portion of your schedule?**

The current construction timeline anticipates a 16.5-month period from project notice to proceed until the construction notice to proceed is issued. During this time, we anticipate preparing the necessary environmental documents (E.I.S., etc.) as well as preparation of design documents, including verification of existing condition concept/schematic design of 4 months, design development of 5 months, and construction documents of 6 months, plus bidding and preparation of final GMP. Recognizing the thorough approval process for a project of this magnitude, the times within the construction schedule can vary. Our schedule has the ability to flex within the parameters from the City of Seattle.

**9. Your construction schedule shows Substantial Completion in January 2021, but your operations schedule shows Certificate of Occupancy in Feb 2021, with “opening” in March 2021. Is this correct?**

AECOM Hunt/Sellen plans on 26 months for construction, beginning November 2018 with substantial completion 26 months later in the beginning of January 2021. The pre-opening schedule contemplates a certificate of occupancy in February 2021 and opening in March. This two-month window between substantial completion, certificate of occupancy and opening takes into account time needed to fully train the building staff and properly set up building operations. Substantial completion marks the end of the contractor’s schedule. Assuming from that point a temporary certificate of occupancy is granted, then FF&E receipt and deployment, sponsor area development, staff training and other building preparation is planned through the certificate of occupancy and the physical opening to the public. Recognizing the thorough approval process for a project of this magnitude, the times within the construction schedule can vary. Our schedule has the ability to flex to meet any event commitments from the City of Seattle.

**10. Have the NBA and NHL confirmed that your design meets the criteria to host a league a league to their league standard?**

No company owns or manages more NBA and NHL venues than AEG. Seattle Partners was focused on a design to meet current or exceed NBA and NHL League standards. We utilized those guidelines in our design direction. Given our experience in owning and operating NBA and NHL facilities, most recently T-Mobile Arena in Las Vegas, Seattle Partners is keenly aware of the current standards. As it typical at this stage of the design process, there is not enough design detail in our concept plans to obtain formal league approvals at this stage. Future design development documents will be shared with each league office.

**11. How much of the current building are you planning on using without making any modifications?**

Refer to the breakdown previously provided by AECOM Hunt/Sellen and the BIM animation provided in the first round of responses. This graphically explains what portions of the arena are changed and what portions are upgraded. Below is a chart showing the changes to the structure and arena interior.

	SF	%	Comments
<u>Floor Area</u>			
Existing Structured Space	421,106		
Replaced Structure:	174,824	42%	58% of existing space remains / is being re-purposed
Proposed Arena:	629,997		
<i>delta</i>	208,891	150%	New coliseum SF is 150% of existing SF
<u>Enclosure</u>			
Existing Curtainwall:	42,943		
Replaced Curtainwall:	42,943	100%	None of the curtainwall remains in its current location
Proposed Arena:	51,599		Includes glass roof at east and west entrances
<i>delta</i>	8,656	120%	New curtainwall SF is 120% of existing SF
<u>Roof</u>			
Existing:	169,230		
Replaced:	28,052	17%	83% of existing roof remains
Proposed SF:	246,538		
<i>delta</i>	77,308	146%	Total proposed roof SF is 146% of existing SF

**12. When is the anticipated building permit application submittal date?**

We anticipated pulling the building permit in November 2018. So we will work with the permitting authorities as to when the documents must be submitted as well as considering splitting up the permitting process such as demolition permit, foundations, and then building.

**13. Does the proposal assume that this is a substantial alteration, requiring a seismic Evaluation?**

We have assumed some seismic retrofit will need to be made to that portion of the structure we proposed.

**14. Depending on the results of the evaluation, does the proposal anticipate a seismic**

**retrofitting?**

See #13 above.

**Operations Team Questions/Requests**

**1. Please explain how your building design can be flexible to accommodate changes to demand in fan services and evolving event needs over the next 5, 10, 15 years.** The open nature of the new arena bowl and backstage areas give the Seattle Coliseum maximum flexibility to adapt to changing trends in arena design. We intentionally did not sink the arena bowl deeper into a hole to allow for future flexibility. By removing the south buttress, our design is not as constrained by the remaining buttresses or having to excavate further to add future elements. A particular benefit of the design is the increased rigging capacity of the truss system. The trend in touring shows is to bring heavier rigs into the arenas. The bigger shows require more and more rigging capacity. By beefing up the existing trusses and adding the new transverse truss, the Seattle Coliseum can accommodate the biggest touring shows sufficient excess capacity to grow with future tours. By nature of our experience in building new arenas and renovating existing arenas, we know how to allow the current program to evolve and adapt to changing trends. For example, the suite level can be reconfigured to convert suites into different premium offerings in the future. The openness of the concourses allows flexibility to interact with the arena bowl or the outer curtainwall. The mix of concession and clubs in the public areas can be adapted to new types of food and beverage offerings with minimal disruption. The backstage areas can be reconfigured to deal with the changing needs of team space. The technology infrastructure allows for future changes in technology (see “Arena of the Future” narrative). we have allowed room in the design to add new elements and change existing elements to adapt to new guest expectations.

**2. Will the remodeled arena provide a better platform for AEG Presents to bring programming to?**

We purposefully factored in features to attract artists and help them be successful. Our design will allow for all touring shows to have a better experience and achieve better results than the current KeyArena. Increasing the size of the loading dock, increasing the rigging capacity and enhancing the backstage experience will all allow touring shows to have a better, more efficient experience. The increased seating capacity with a bigger lower bowl allows for a higher gross potential for artist. All of these elements allows all promoters, including Live Nation and AEG Presents, to attract the best in entertainment to Seattle.

**3. Please explain your sponsorship strategy in greater detail. If you are giving control of sponsorships for the entire campus, how do you**

**balance the aesthetics of increased commercialization in the public spaces of Seattle Center? How does this strategy not cannibalize the opportunities for event/festivals and non-profits on the campus?**

AEG employs a strategic *less is more* philosophy when it comes to sponsorships. For projects of this magnitude, we would find one naming rights partner and approximately 10 category exclusive founding partners, a mix of local and global companies. Similar to our entertainment districts in London and Los Angeles the campus wide partners would integrate into the public spaces through activations that directly connect with consumers while at the same time are integrated into daily activities. In all cases, these partners seek to enhance their campus wide sponsorships by sponsoring specific events/festivals on site and bringing more content to the complex. AEG has sold more naming rights and Founding Partnerships than any company in the world and would be in position to tap into our breadth of relationships to achieve a good blend of partners to augment the entertainment value of this project.

**4. Please explain in greater detail the premium seating business model and how flexible it is to accommodate different event types.**

We offer a variety of premium seating options for every type of clientele based on an extensive analysis of the marketplace. We strategically go out to the market and sell our premium options in phases. The first phase is to offer the most premium piece of inventory which is our Luxury Suites. After we sell through the suites we open new inventory which could be Loge Boxes and Terrace Tables based on final designs. The final phase is Club Memberships, which includes the access to purchase tickets on a priority basis. We include concerts, sporting events, UFC/Boxing, and Award Shows depending on the location of our venue. If/when there's an anchor tenant an additional fee is applicable and the client has the first right of refusal to purchase their inventory.

**5. Will AEG be directly handling the food and beverage service or contracting with an outside company?**

AEG's model is to bring the best in the business into the operation for the benefit of Seattle Coliseum. As such, we typically engage with a national leader in the food and beverage industry to partner with local vendors to create a uniquely Seattle experience. However, it is important to note while having national expertise in the sports and entertainment industry is important, the food and beverage operation must also reflect the local community. Seattle Partners will build the food and beverage operation around regional food offerings and will feature local purveyors on the menu. Much like AEG does now at KeyArena with Ceres Nut Roasters, Hood River Distillers, Columbia Distributing and Mercer Estate wines, we will continue to give the Seattle Coliseum a local Pacific Northwest flavor.

**6. A security/command center is not shown on any of the diagrams. Please describe its location and features.**

The security command center is located on the event level adjacent to the loading dock and marshalling areas. All security control and life safety systems will be located in the command center. This includes, security cameras, access control monitors, radio communications equipment, fire control panels and other life safety control equipment.

**7. What is the ratio for restroom stalls, urinals, and sinks per guest by seating-level?**

Seattle Partners indicates a 60% women and 40% men breakdown of restroom facilities in the Seattle Coliseum. Additionally, family restrooms and all-gender restrooms will be incorporated. Exact ratios of stalls, sinks and urinals have not been determined in this concept phase of the design. These ratios are maintained at each of the levels.

**8. Please describe the VIP parking shown on the diagrams. How is it accessed? How many spaces are there? How do guests enter the building?**

VIP parking is accessed through the loading dock entrance off Thomas Street. There are 120 spaces shown on the plans. In addition to this space, the current 1<sup>st</sup> Avenue Garage will be available for VIP parking, as it is now. Exact access still has to be determined, however it will either be via a dedicated entrance on this level, or via the VIP entrance one level above with covered access from the garage. Regardless, we will create a special VIP experience for our guests.

**9. How do you plan to coordinate scheduling with Seattle Center and other resident orgs? Do you expect to create some sort of scheduling agreement? How do you expect to coordinate booking/scheduling as arena events can have ingress/egress impacts on campus events? Of the staff you have identified, who would work with Seattle Center and resident orgs on this specific coordination?**

Scheduling around other campus events will be handled much in the same manner it is now. There will be regular communication between Seattle Center executive staff and Seattle Coliseum programming staff. Several people will be involved in the scheduling of events at Seattle coliseum. This includes the General Manager and the Content Development Director for Seattle Partners, designated Seattle Center staff, and representatives from the Storm and Seattle University.



**10. What is the breakdown of the 200-plus events you are bringing to the venue? Type?**

Ticketed	Typical Year
<u>Event Assumptions</u>	#
Seattle NBA	43
Seattle NHL	43
Seattle Storm	20
Sporting - Regular	15
Sporting - Major	Varies
Concerts - Tier 1	28
Concerts - Tier 2	18
Family	20
Other Ticketed	8
E-Sports (DOTA)	6

**11. The Seattle Center campus hosts several large summer festival events. How will Arena events be managed when scheduled in the same timeframe to minimize the impacts? There is no analysis included of competitors in the greater Seattle marketplace. Please provide this information.**

Our involvement as the promoter of Bumbershoot gives AEG a unique perspective into the interaction between a campus-wide event and the arena. Effective scheduling is a priority to make sure all groups are accommodated. As is the current practice at KeyArena, we will work with event producers, Seattle Center and resident teams to minimize the impacts of overlapping events.

For a complete competitive analysis of the Seattle market, please refer to the 2015 AECOM study completed for the City of Seattle. This analyses the full scope of venue competition in the Seattle market and comparable markets beginning on Page 34.

**12. Please describe how your arena reduction system will create a lowered capacity configuration for WNBA games**

First and foremost, Seattle Partners will collaborate with the Storm in the design of a curtaining system that best meets team needs. Seattle Coliseum will be fitted out with both an Upper bowl reduction curtain and a “half-house” curtain that can cut the bowl down transversely. Seattle Partners will supplement these elements with additional automated curtaining scenarios to meet the needs of multiple different events.

**13. Will the proposed food courts and/or restaurants located inside the arena be open and available to the public during non-event hours?**

Seattle Partners philosophy is to utilize the assets of the Seattle Coliseum as much as possible. This includes creating opportunity to activate internal areas of the arena.

The ground level retail space in the ancillary development is expected to have daily food and beverage offerings open on all days and times.

**14. What level of contribution do you see to support transportation ideas you have outlined in your agreement? Don't they offer \$5M?**

This question is not clear to Seattle Partners and may be intended for another party. We look forward to discussing our transportation strategy in greater detail in our upcoming breakout meetings.

**15. Event genre information is not available in the proposals. This information is critical in planning for transportation. Vehicle occupancy rates, timing and travel routes vary dramatically per event. How will information be gathered and used in planning? increased number of residential units, including the one you propose at south end? This is an OVG question,**

We look forward to discussing our transportation strategy in greater detail in our upcoming breakout meetings. It appears the latter part of this question is not intended for Seattle Partners.

**16. Seattle Police intersection control is currently in use for Key Arena events at high traffic locations. This mitigation tool is not mentioned in proposals. Will this tool be part of the transportation plans?**

Yes, it is our intent to utilize SPD in our traffic implementation plans. Please see the Transportation Section for additional information.

**17. Summer festivals use Thomas Street, 2nd Ave, Republican Street and Warren Ave adjacent to the Seattle Center campus for vender, artist, food and beverage, band gear, ice and other trucks and vehicles. Several of these locations would not be available under the proposed plans. How would you propose this be mitigated? The RFP did not request a festival support infrastructure mitigation plan.**

AEG has first-hand experience with the need to balance the demands of festival staging and arena operations due to our involvement in Bumbershoot. Seattle Partners will work with the campus festivals to minimize the impact of the new design on their operations. Further, by opening up the South end of the Seattle Coliseum, a new entry portal is created to give better access to Seattle Center from Uptown. The Seattle Partners design allows for the closure of these streets for large events while still allowing for a pedestrian route from Uptown on to the Seattle Center campus.

In fact, we propose a redesign of Thomas street to provide more flexible uses as a pedestrian only street during large events and festivals. Street closures would impact truck access and loading at the south end of the Seattle Coliseum. SP will work with vendors and others to ensure deliveries happen in advance of large events.

**18. Is your plan to have AEG Live be the exclusive provider of musical programming should you win the bid?**

No. As is the case with the entire network of AEG Facilities venues, Seattle Coliseum will be open to all promoters, including Live Nation. Throughout all AEG Facilities, we have proven relationships with national and local promoters alike. We will encourage and actively pursue relationships with all promoters to attract the maximum number of events to the Seattle Coliseum. As you can see from the results in the graph below, Seattle Partners can only achieve success by embracing all promoters:

**AEG FACILITIES: POLLSTAR 2016**

AEG Facilities-affiliated venues consistently dominate Pollstar year-end ticket sales

- The O2, London ranked #1 venue in the world for the 10<sup>th</sup> consecutive year
- Out of the top 5 arenas, AEG Facilities accounted for 47% of ticket sales
- AEG Facilities accounted for 4 out of the top 10 arenas worldwide and 9 out of the top 20 arenas, more than any other venue operator

### **Transportation Team Questions/Requests**

**1. Seattle Police intersection control is currently in use for Key Arena events at high traffic locations. This mitigation tool is not mentioned in proposal. Will this tool be part of the transportation plans?**

Yes, the use of SPD is an important part of event management. Seattle Partners will contract with SPD to manage traffic at high volume intersections during large events. The locations and hours of enforcement may be adjusted to reflect anticipated traffic patterns.

**2. Event genre information is not available in the proposal. This information is critical in planning for transportation. Vehicle occupancy rates, timing and travel routes vary dramatically per event. How will information be gathered and used in planning?**

In regards to planning for different event genres, current information about travel trends, target markets and traffic flow will be used as a foundation for our analysis, coupled with industry best practices for special event planning. Through its network of venues, Seattle Partners has access to a vast amount of data and experience to assist in the determination of guest tendencies around a genre or specific artist tour. This information coupled with knowledge of the specific Seattle traffic patterns will inform our event specific traffic plans.

**3. Daytime corporate arena events do not fall within the evening timeframe analysis in the proposal. How will these events and their unique impacts be mitigated?**

The impacts from events in the evening peak period are the most significant, given existing travel demands on the transportation network. The opportunities and challenges for daytime events are somewhat different. For daytime events, there may be less parking available in surrounding areas, including South Lake Union and downtown. However, Seattle Center parking may be available to support these events. Bus transit service to Seattle Center is somewhat less robust in off-peak hours; however, service does operate at high frequency throughout the day. Monorail service can be used to support connections between regional transit services and Seattle Center for either daytime or evening events.

In addition to making use of the transportation strategies—which work day or night, such as the shared mobility hub at 1<sup>st</sup> and Republican—articulated in the Seattle Partners’ proposal, the Transportation Director can form partnerships with corporate clients to offer shuttle service to/from the offices of daytime event clients or satellite parking facilities. Many employers in the area have shuttle services that run all day between light rail stations such as Westlake. Seattle Partners has had preliminary conversations with employers who have expressed interest in partnering to provide shuttle services.

**4. The Seattle Center campus hosts several large summer festival events. How will Arena events be managed when scheduled in the same timeframe to minimize the impacts?**

We know the impact a large festival can have on traffic and parking as the promoter of Bumbershoot. Our experience will be brought to bear to create a meaningful traffic plan for the times events overlap. As is the current practice at KeyArena, we will work with event producers, Seattle Center, the Storm and other resident teams to minimize the impacts of overlapping events. Typically, the peak traffic times do not conflict with the daytime festival use. There is a long-standing practice at Seattle Center for all parties to work collectively for a common solution when it comes to overlapping events. Seattle Partners will continue this successful practice.

**5. Summer festivals use Thomas Street, 2nd Ave, Republican and Warren adjacent to the Seattle Center campus for vender, artist, food and beverage, band gear, ice and other trucks and vehicles. Several of these locations would not be available under the proposed plans. How will this be mitigated?**

AEG has first-hand experience with the need to balance the demands of festival staging and arena operations due to our involvement in Bumbershoot. Seattle Partners will work with the festivals to minimize the impact of the new design on their operations. Further, by opening up the South end of the Seattle Coliseum, a new entry portal is created to give better access to Seattle Center from Uptown. The Seattle Partners design allows for the closure of these streets for large events while still allowing for a pedestrian route from Uptown on to the Seattle Center campus.

In fact, we propose a redesign of Thomas street to provide more flexible uses as a pedestrian only street during large events and festivals. Street closures would impact truck access and loading at the south end of the Seattle Coliseum. SP will work with vendors and others to ensure deliveries happen in advance of large events.

Truck staging will be provided at leased, off-site lots.

**6. We currently encourage traffic egress headed South via 2nd Ave N towards downtown where additional points of freeway access do not impact the Mercer and Denny corridors. Will this route be added to the route mix?**

Yes, different pathways will be prioritized for vehicles looking to access I-5N, I-5S and SR-99 from an event at Seattle Coliseum. For the nearly 55% of event trips originating from points south of Downtown Seattle, 2<sup>nd</sup> Ave N provides an alternative route for accessing I-5 southbound freeway ramps at Spring, James, and south of downtown. In addition to providing travel information at the time of ticket purchase, real time traffic information and dynamic messaging will also be available to direct vehicles to the least congested path.

**7. The Proposal includes curbside changes which take away bus parking that is currently in heavy use in support of school children’s programming at several resident organization venues. How will the project replace this asset?**

Seattle Partners is committed to continuing to work closely with our Seattle Center neighbor, ensuring that the Seattle Coliseum project has no impact on access to other Seattle Center activities. Seattle Center has many important regional institutions that contribute to education and cultural opportunities for youth. School buses that transport children use curb space on several streets, including 1st Ave N, 2nd Ave N, Thomas, and Harrison. Our proposed curb space changes are largely for event times, most of which happen in the evening, avoiding conflicts with school hour events. There may be certain times where event and youth access needs overlap. The most significant impacts to bus parking resulting from our curb use strategy would be on 1st Ave N. Based on an assessment of curb availability, we believe it is feasible to identify additional curb space for bus storage, possibly on 2<sup>nd</sup> Ave and Harrison. The Seattle Coliseum Transportation Director can work with other Seattle Center institutions to ensure space is available and coordinate Coliseum events and curb space needs with those activities. Seattle Partners will coordinate its truck staging and storage facilities

(including off-site lots) if needed to accommodate buses during times when other venues have heavy children's programming.

**8. You are proposing transit-only lane on Eastbound Mercer. This will heavily impact McCaw Hall event egress and valet operations by removing a lane for cars exiting the Mercer Garage. How will this be mitigated?**

The temporary transit lane is suggested for event egress falling outside the peak period. The proposed transit and shuttle route to I-5 from the site would use Harrison, to Westlake, to Mercer to I-5; this route would use a segment of Mercer that would not conflict with the Mercer Street garage or McCaw Hall.

**9. Seattle Center's 5th Ave N. Garage is underutilized by Key Arena patrons but offers the quickest access to SR 99. How will the project improve use of this garage?**

Seattle Center's 5th Ave N garage is an important component of the overall parking strategy for the Seattle Coliseum, and Seattle Partners intend to include the facility in its E-Park expansion and Access + Mobility Platform. To further incentivize use of the garage, Seattle Partners will presell parking and provide travel information at the time of ticket purchase.

**10. Your Proposal highlights partnerships and investments to improve multi-modal access to the new Arena that depend on significant improvements to pedestrian, cycling and transit infrastructure -- you specifically highlight a \$5M investment in improvements to infrastructure including a mobility hub at the planned ST3 light rail station, and realization of the Thomas St. Green Street plan. How do you plan to leverage other funding sources to make sure these projects are fully realized?**

A key to our proposal is funding a full time position managing our transportation program. In addition to running Seattle Partners' programs and coordinating with City and Commute Seattle staff, the Seattle Coliseum Transportation Director will be responsible for developing funding for programs and services. We recognize that local and regional transportation funds for active transportation and transit are highly competitive and the City has many other priorities for those funds in the Center City. Seattle Partners hopes to seek private partnerships with local and national companies seeking to make investments in Smart Cities technology. Funding from new

development adjacent to the site and along streets such as Thomas will provide opportunities for critical investments in pedestrian, cycling, and curbside transit facilities. Seattle Partners has a history of working with developers on projects that compliment areas surrounding our arenas.

**11. Seattle Center’s Master Plan and the Uptown UDF encourage redevelopment of the 1300-stall Mercer St. parking garage. How does your proposal take this into account?**

The parking strategy for Seattle Coliseum focuses on parking opportunities in proximity to the site, the Uptown neighborhood, the Center City, and regional park-and-rides. Seattle Partners is committed to reducing drive-alone demand and recognizes that proximate parking – including the Mercer Street garage – may be redeveloped in the future. Seattle Center breaks the historic grid, forcing traffic onto a limited number of streets. This creates significant congestion on Denny and Mercer and other freeway access pathways. Seattle Partners believes that adding housing and commercial/retail uses are better for the neighborhood than single use parking decks. Instead of investing millions in additional parking in a sensitive neighborhood area, Seattle Partners will use progressive management strategies, incentives, education, technology, and collaborative shared parking arrangements to manage demand.

The answer is not to bring more vehicles to Seattle Center. Encouraging vehicles in route to Seattle Coliseum to park and take transit or shuttle services for the last leg of their trip will optimize existing parking resources and minimize neighborhood impacts. Seattle Coliseum will develop wayfinding, navigation, and travel choice technology to provide real-time information to event goers, thereby managing the system in a dynamic manner coordinated with other system demand influences.

**12. Use of the Monorail features prominently in your proposal. Can you describe in more detail how you plan to increase the service and capacity of the Monorail, and whether you have allowed budget for this?**

Seattle Partners met with Seattle Monorail to discuss strategies for optimizing use of the Monorail to connect people from LINK light rail service at the Westlake Station and to transport people that arrive by bus, foot or car to the Westlake retail shopping district. Westlake also has a high concentration of hotel rooms, so out of town patrons will need transport from this area. Monorail capacity is limited by the single platform



at Westlake Center. The Monorail can provide 10-minute service and accommodate approximately 225 people per trip. The Seattle Partners proposal to optimize use of the Monorail includes:

- Including a Monorail fare with event tickets (through a financial agreement with the Seattle Center Monorail company).
- Paying to extend Monorail service hours to 1.5 hours after the end of late evening events or events that occur outside regular service hours.
- Working with Seattle Center to keep the Mall open later, improving the comfort and safety of passenger transferring to/from light rail in the Downtown Seattle Transit Tunnel and the Monorail.
- Providing supplemental rubber-tired shuttle service between the Westlake Hub and Seattle Center/Seattle Coliseum to handle peak event loads. This will be important since the 10-minute headways on the Monorail will not be able to fully handle peak egress at large events. We would propose to structure shuttle service such that patrons could make an informed choice between shuttle and Monorail service. Real time signage could be used to direct people to the curbside or Monorail platform.

The Seattle Partners' proposal does not rely on the development of a 2<sup>nd</sup> platform for the Monorail at Westlake Center. While this would substantially increase Monorail capacity, we recognize this would be a controversial improvement given the street shading and public realm impacts that may be associated with an expanded platform over 5<sup>th</sup> Avenue.

**13. For Figure 3 (Estimated Travel Mod to New Arena) on page 92, does that represent a forecast, or a target (meaning the desirable mode share)?**

The mode share reflected in Figure 3 represents a forecast for what will be achieved within the first year of operation of the Seattle Coliseum. Seattle Partners is committed to adjusting transportation strategies as needed to deliver an overall 6% reduction in drive-alone trips to Seattle Coliseum events. As planning progresses, more ambitious targets may be identified for the various alternative modes. The Transportation Director would track mode share for events and employee commuting and keep regular communication with the City on these metrics.

**14. How was the “excess capacity” data on Figure 4 (also on page 92) calculated for parking, and more specifically, transit?**

We look forward to addressing this question in greater detail in the upcoming breakout meetings. More clarification is needed for us to answer this question.

**15. Your proposal commits \$5 million for capital improvements to support the arena. There are also several statements in the proposal about specific actions (such as “AEG plans to partner with the Seattle Monorail to implement the following...” or “AEG will incorporate a world-class bike center at the Seattle Coliseum...”). Are these investments over and above the \$5 million proposed for capital improvements?**

The proposal indicates the targets for capital investments included in the \$5 million transportation commitment. There are a number of other commitments that will require Seattle Partners funding, many as part of an annual operating budget. An example of this additional funding is the inclusion of a Director of Transportation. We believe many of these ongoing operating investments are critical to managing Seattle Coliseum access and egress and provide the City assurance that Seattle Partners can respond effectively to changing conditions. Facilities such as the Bike Center, which would be integrated into existing or proposed buildings, could also be above and beyond the \$5 M commitment. Additional operational funding support will need to be developed in conjunction with stakeholders, such as the Seattle Monorail.