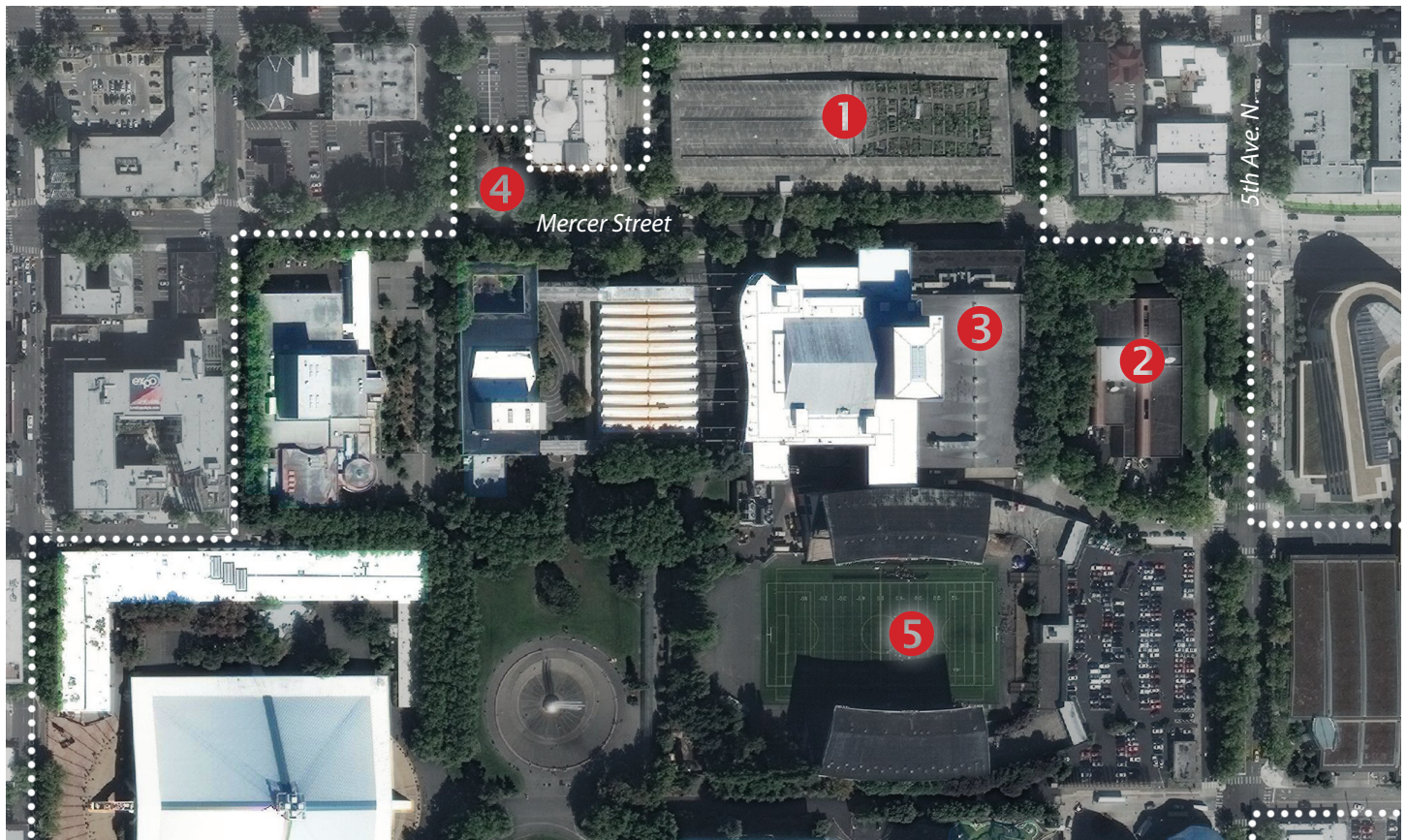


Feedback: Planning for Change



Immediate Opportunities

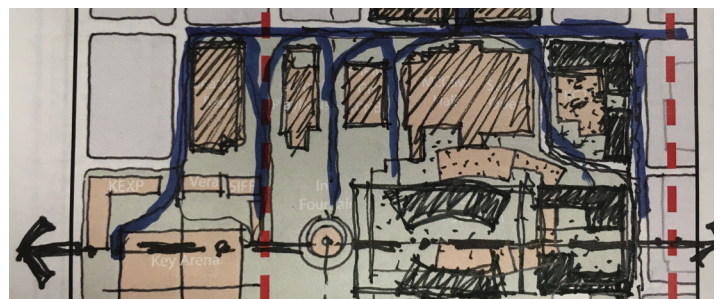
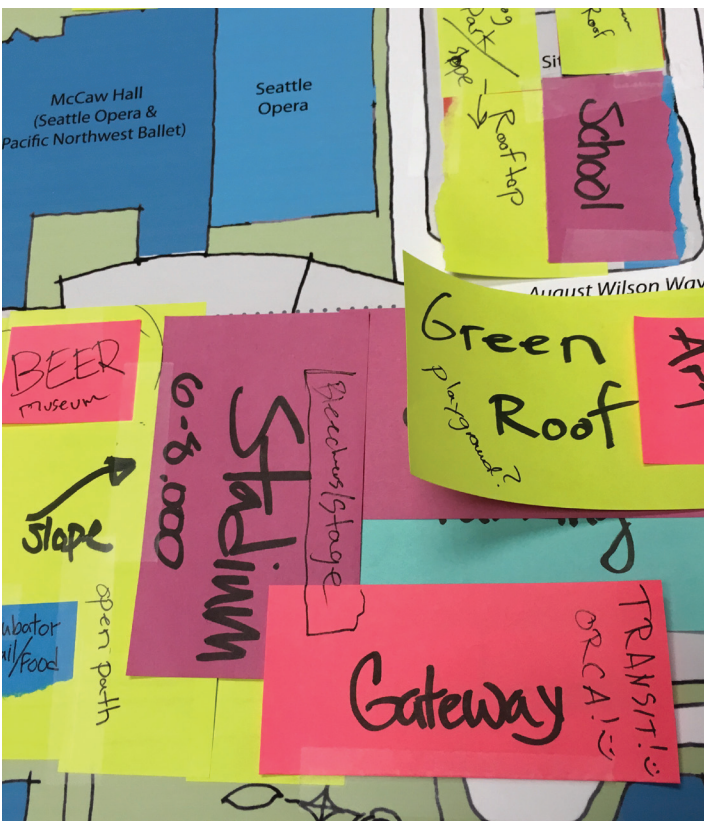
Sam Assefa, Director of the Seattle Office of Planning and Community Development, introduced the biggest opportunity for transformative change at Seattle Center: the northeast quadrant of the campus. As Uptown and South Lake Union grow, this will become a more and more important 'face' of the campus to the neighborhood and the city. For the first time in many years, we have an opportunity to consider this area holistically and plan for transformative change that will create social, cultural, and economic value.

Seattle Public Schools Planning

A significant portion of the northeast quadrant is occupied by Memorial Stadium and its adjacent parking lot — both property of Seattle Public Schools. School District leadership has identified the need for a new high school and athletic facility in their downtown service area. They are beginning a city-wide master planning process to address future growth. Meeting the needs for a new high school and athletic facility will be an important part of planning for this area.

Totalling more than 14 acres, the northeast quadrant includes:

- 1 **Mercer Garage:** Neighborhood growth and interest in an active streetscape make this site a great location for uses other than structured parking.
- 2 **KCTS:** Advances in media production have rendered the existing building largely obsolete for the KCTS television station. As their 40-year lease draws to a close, it is time to envision a different use for this block.
- 3 **Mercer Arena:** The Seattle Opera's plans for this property could jump start the renewal of the Mercer Corridor as part of Uptown's Arts and Culture district. This project is anticipated to break ground in 2017.
- 4 **Mercer Block:** The City and a private developer are coordinating two projects: a private mixed-use housing and commercial project is being planned for 3/4 of the site, and the City is exploring options for affordable housing on the remaining 1/4.
- 5 **Memorial Stadium,** built in 1947, and the adjacent parking lot on 5th Avenue North, are owned by Seattle Public Schools, and are being considered as part of this planning.



Feedback: Planning for Change

Immediate improvements at Seattle Center will come from investments in these northeast quadrant properties. Participants in the September 13th discussion were asked to propose a mix of changes that would:

- Transform this area of Seattle Center
- Build community dialogue, equal access, and cultural diversity
- Address the needs of Seattle Public Schools for a high school and stadium
- Help sustain Seattle Center's operations, balancing the need for revenue with public value

Attendees considered a range of possible property uses, from parking to commercial development to community and cultural facilities. "Wild card" ideas were encouraged, drawing on inspiration from great public gathering spaces around the world. The result was a wide range of inspiring ideas including a shared outdoor performance space, iconic public art, new community centers, and a market promenade, among many others.

These ideas, and the connections and synergies between them, formed an inspiring basis for developing group schemes. Eleven very different schemes emerged from this group work. Participants worked hard to balance civic and cultural uses with revenue-generating uses and development.

Even with such diversity of responses there were some themes shared by a majority of teams. The most prevalent are described at right, along with the number of teams that suggested each idea.



Affordable housing and/or artist housing (9)

In a rapidly growing city, affordable housing is understood as an urgent priority. Many teams recommended affordable housing along the Mercer corridor, with several suggesting that artist housing could enhance connections with Seattle Center's cultural activities.

Location of New High School (10)

The location of a new high school was studied carefully by all the teams. About half (5) teams located the new high school facility on the Memorial Stadium property; 5 other teams chose the KCTS site as the best location, given its adjacency to a new stadium. (One team located a new high school on the Mercer Garage site)

Underground parking in new projects (10)

Access to Seattle Center through convenient parking, and its associated earned income, was a major consideration for every team. Ten out of eleven teams recommended underground parking as part of any new development. Participants noted that the amount of future parking and associated revenue should be determined based on further analysis.

Open space east of International Fountain (11)

Every team recommended new open space to the east of International Fountain. This was regarded as a major opportunity for enhancing existing open space and drawing in visitors. Several teams also suggested that the area could be used for large-scale outdoor events and concerts. Each team recommended siting the adjacent School District athletic facility in a way that added open space to this area. All teams recommended removing the wall separating Memorial Stadium from the rest of campus.

New cultural facilities (8)

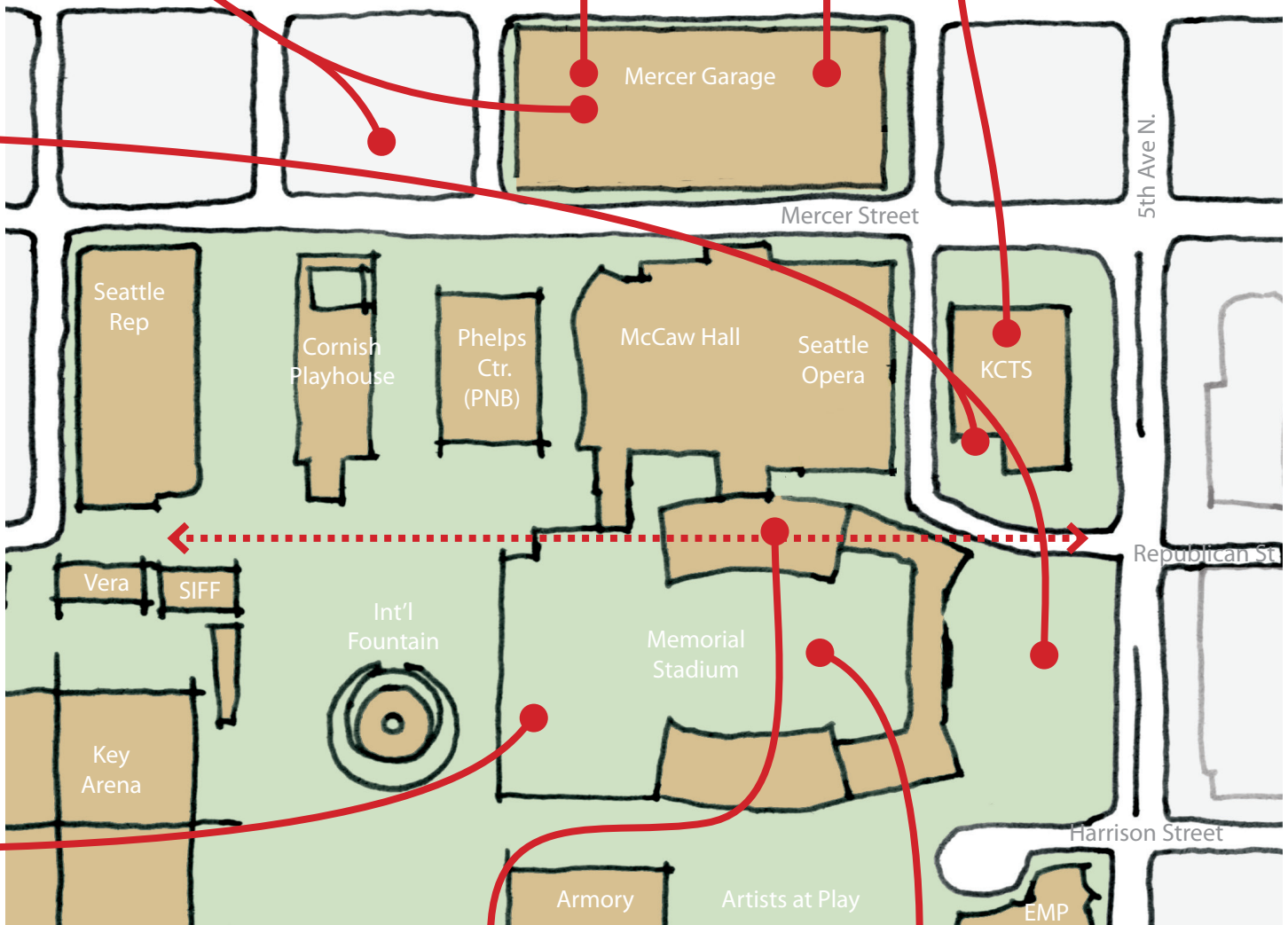
Aspirations for new community and cultural facilities were common to many teams seeking to build on the density of cultural facilities at Seattle Center. Ideas included a new small theatre, a Native American cultural center, and a community center to serve the Uptown neighborhood.

Retail and mixed use along Mercer Street (8)

For many teams, achieving round the clock activity included street-level retail and mixed-use development along Mercer Street. Restaurants and shops were recommended, facing the Theatre District.

Hotel or market rate housing at Mercer Street (8)

The commercial development possibilities of market-rate housing or a hotel were also considered by a number of teams for either the Mercer Garage site or the KCTS site. Teams identified that income from ground leases or other agreements resulting from this development would help sustain Seattle Center operations.



Complete August Wilson Way (8)

Connect Uptown from the east and west through the campus by completing August Wilson Way (the vacated portion of Republican St. named for Seattle's most famous playwright) between International Fountain and 5th Avenue North. Several teams suggested activating this pedestrian and bike corridor with arts activity, public sculpture, or an outdoor marketplace.

Public access to future stadium (8)

Seattle Public Schools' need for a large athletic facility was a major driver behind land use decisions in this exercise. Many teams expressed the desire to have a publicly accessible stadium that was better integrated, visually and programmatically, into the Seattle Center campus. Views into campus, and the possibility of concerts on the stadium site, were considered.

Feedback: Planning for Change

Investing in vibrancy and vitality

As teams considered property types and uses for different parcels, they also focused on the kinds of activity that new facilities or spaces would accommodate. There was widespread agreement that substantial investment in making both indoor and outdoor spaces exciting places to visit was key to Seattle Center's success. Teams suggested outdoor markets, concert programs, food trucks, and even a beer museum to draw visitors and activity.

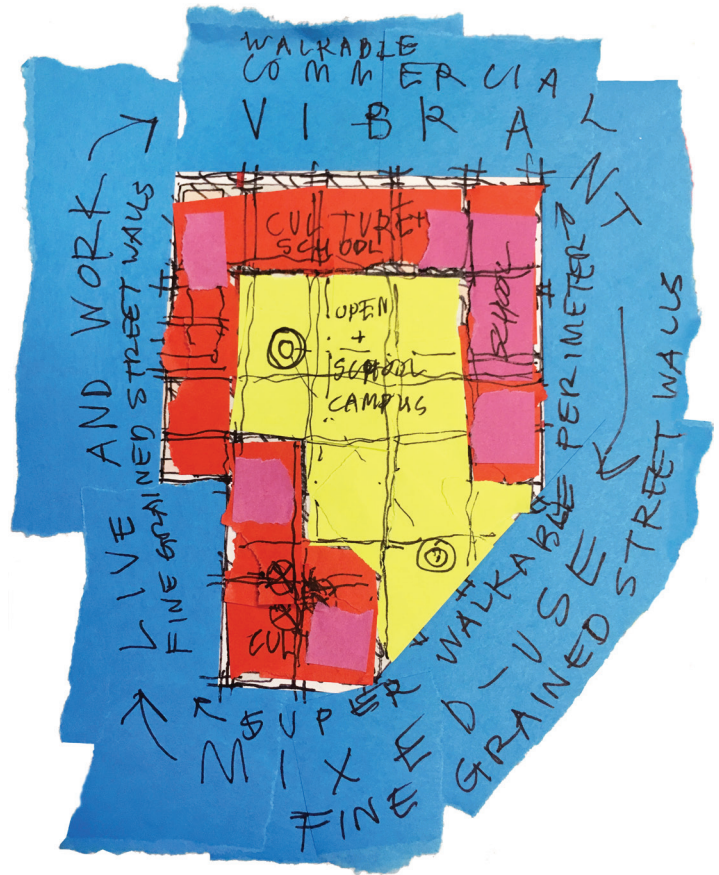
School partnerships with cultural organizations

The need for a high school was a key driver for a majority of teams. Tasked with integrating a new school and athletic facility on Seattle Public Schools or Seattle Center property, many groups discussed the possibilities of partnerships between the School District and campus cultural organizations and facilities. Some teams suggested the idea of space sharing, or even an arts magnet academy, or a Science Technology Engineering Arts and Math (STEAM) school.

Porous perimeter with active open space

The character of Seattle Center's edges and open space was a major topic of discussion. Participants expressed a general desire for improved connections including gateways on all sides, clear routes through the campus, and more open space throughout. Open space, pathways, and gateways were seen as the 'connective tissue' that supports dynamic Seattle Center experiences – both indoors and outdoors. The visual character of the campus is expressed through these spaces.

People enjoying public space within the campus and along its edges bring activity and vibrancy. Enhancement of campus gateways, outdoor spaces and active perimeter uses that connect to the surrounding neighborhood can make Seattle Center more 'legible' and inviting to visitors and residents alike.



Feedback: Priorities

Specific actions

At the session's conclusion, participants were asked to build on the day's findings by identifying and prioritizing specific actions that will help propel Seattle Center forward in the months ahead.

Analysis of hundreds of individual responses yielded three priorities that rose above the rest:

Priority 1

Establish common ground between the City and Seattle Public Schools

Participants felt that by far the most urgent priority is to cement an agreement between the City of Seattle and Seattle Public Schools regarding the Memorial Stadium property and accommodating a new school.

Attendees were energized by Superintendent Nyland's participation throughout the day, and the openness of School District leadership to explore new ideas. Many suggested creating a Memorandum of Understanding between the two parties for a joint site selection effort to find the best possible location for a new high school.

Priority 2

Engage a broader constituency for feedback

As we work towards broader and deeper social justice and equity in our community, many people saw engaging a greater number of stakeholders as an urgent priority, particularly soliciting input across social, geographic, and economic boundaries. Attendees recognized that they were part of a select group, and recommended engaging youth and students, communities of color, Native Americans, seniors, people with disabilities, as well as citizens from each neighborhood of Seattle.

Priority 3

Create a visionary plan for action

Participants were energized by new ideas and impressed with the political commitment and private leadership to spur transformative change at Seattle Center. A majority believed developing a detailed plan to guide progress would help build momentum, establish credibility, and lead to broader public support. Many people suggested that an update to the Century 21 Master Plan could guide both near- and long-term changes.



Looking Ahead

Now: Keep the conversation going

To those who participated in the Seattle Center: What's Next session, the event planners want to **thank you** for your time, energy, and ideas. We were impressed and inspired by your creativity, teamwork, and engagement. You were selected to attend the workshop because of your leadership and vision. We hope you will help bring the issues and questions raised back to your organizations, companies, communities, and neighbors to solicit feedback and keep the conversation going.

Next: Engaging broader input

Beginning in November 2016, the Seattle Center: What's Next? team took the discussion about Seattle Center's future on the road. Our team is interviewing people in every part of our City to gather feedback and more ideas. The results of these efforts will be documented as a supplement to this report.



Then: A plan to move ahead

Mayor Murray, in partnership with the Seattle Center Foundation and Seattle Public Schools, is developing a plan to transform Seattle Center that will be released in the coming months.

Staying Involved

Many of you indicated a willingness to remain involved as this project progresses. Please indicate your willingness to participate, send us additional feedback from the workshop, or connect others to the project, by visiting:

www.seattlecenter.com/whatsnext



Participants

Presenters

Edward Murray, Mayor, City of Seattle

Dr. Larry Nyland, Superintendent, Seattle Public Schools

Martha Choe

Patricia Lally, Director, Seattle Office for Civil Rights

Robert Nellams, Director, Seattle Center

Sam Assefa, Director, Seattle Office of Planning & Community Development

Thatcher Bailey, Executive Director, Seattle Parks Foundation

Lyle Bicknell, Principal Urban Designer, Seattle Office of Planning & Community Development

Jill Crary, Redevelopment Director

Marshall Foster, Design Manager, Seattle Office of the Waterfront

Flip Herndon, Associate Superintendent of Facilities and Operations, Seattle Public Schools

Jim Holmes, Senior Planner, Seattle Office of Planning & Community Development

Alana Knaster, Community Relations Project Manager, Bill & Melinda Gates Foundation

Julia Levitt, Redevelopment Strategic Advisor, Seattle Center

John Merner, Director, Seattle Center Productions

Eric Tweit, Senior Transportation Planner, Seattle Department of Transportation

Jane Zalutsky, Interim Director, Seattle Center Foundation

Attendees

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Noah An

Kyle Angelo, City Year

Sam Assefa, Seattle Office of Planning & Community Development

Sally Bagshaw, Seattle City Council

John Bahe, NBBJ

Thatcher Bailey, Seattle Parks Foundation

Pamela Banks, Urban League of Metropolitan Seattle

Kayti Barnett-O'Brien, Book-It Repertory Theatre

Maria Barrientos, Barrientos, Ilc., Seattle Center Advisory Commission

Sara Belz, Seattle Department of Neighborhoods

Richard Best, Seattle Public Schools

Marianne Bichsel, Bichsel Public Affairs

Lyle Bicknell, Seattle Office of Planning & Community Development

Alberta Bleck, City of Seattle

Adam Brenneman, Kinzer Partners

Michelle Bufano, Chihuly Garden & Glass

Amy Carter, Bill & Melinda Gates Foundation

Tim Ceis, Ceis Bayne East Strategic

Michael Chandler, Northwest Folklife

Katherine Cheng, Expedia

Lia Chiarelli, Pacific Northwest Ballet

Martha Choe

Evan Clifhorne, Project Belltown

Jill Crary, Seattle Center

Matthew Curry, UW Medicine

Josh Curtis

Will Daugherty, Pacific Science Center

Michael Davis, Bassetti Architects

Thomas Ditty, Seattle Monorail Services

Rob Dunlop, KCTS

Liz Dunn, Dunn & Hobbes

Mercedes Elizalde, City of Seattle

Randy Engstrom, Seattle Office of Arts and Culture

Marshall Foster, Seattle Office of the Waterfront

Debi Frausto, Uptown Alliance

Phil Fujii, Vulcan

Steve Galatro, Pratt Fine Arts Center

Ginny Gilder, Seattle Storm

Barbara Gray, Seattle Department of Transportation

Marcus Green, South Seattle Emerald

Genevieve Hale-Case, UW College of Built Environments

Emily Heim, UW College of Built Environments

Cheri Hendricks, BroadView Associates Ltd.

Flip Herndon, Seattle Public Schools

Jim Holmes, Seattle Office of Planning & Community Development

Rick Hooper, Uptown Alliance

Mari Horita, Arts Fund

Heidi Hughes, Friends of Waterfront Seattle

Katie Idziorek, Uptown Alliance

Patty Isacson Sabee, EMP Museum, Seattle Center Foundation

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Marc Jones, Seattle Center

Debora Juarez, Seattle City Council

Sandeep Kaushik, KCTS

Dakota Keene, Mithun

Craig Kinzer, Kinzer Partners

Jackie Kirn, Seattle Mayor's Office

Cheryl Klotz, UW College of Built Environments

Alana Knaster, Bill & Melinda Gates Foundation

Patty Lally, Seattle Office of Planning & Community Development

Courtney Landoll, Trust for Public Land

Aidan Lang, Seattle Opera

Kirk Laughlin, Seattle Children's Museum

Todd Leber, Seneca Group, Seattle Center Foundation

Tim Lennon, The Vera Project

Marty Loesch, Challenge Seattle

Laura Lohman, Seneca Group

Gladys Ly-Au Young, Sundberg Kennedy Ly-Au Young Architects

Andres Mantilla, Ceis Bayne East Strategic

Galaxy Marshall, Student

Tiernan Martin, Futurewise

Amalia Martino, Latina Creative Agency

Jody May, Festivals Inc.

Jack McCullough, Downtown Seattle Association

John Merner, Seattle Center

Shyla Miller, Boeing

Jamie Moses, Seattle University

Robert Nellams, Seattle Center

Shannon Nichol, Gustafson Guthrie Nichol

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Ben Noble, Seattle Budget Office

Katie Nolan

Kathy Nyland, Seattle Department of Neighborhoods

Larry Nyland, Seattle Public Schools

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Sue Peters, Seattle Public Schools

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Rico Quirindongo, DLR Group

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Rachel Robert, Seattle Repertory Theatre

Lara Rose, Walker Macy

Kristin Ryan, Jonathon Rose Companies

Karen Sharp, Seattle Children's Theatre

Kevin Shively, Seattle Mayor's Office

Tak Stewart, UW College of Built Environments

Andrew Storms, ACT Theatre

Diane Sugimura, Seattle Office of Planning & Community Development

Rob Thomas, AEG Live

Brad Tong, Shiels Oblatz Johnsen

Robert Townsend, NW Folklife

Eric Tweit, Seattle Department of Transportation

Debra Twersky, 4Culture

Cathryn Vandenbrink

Chris Weber, One Reel

Amy White, Bill & Melinda Gates Foundation

Mary Wideman-Williams, Seattle Center

M Xochitl Wilder, Youth Commission

Jeff Wright, Space Needle

Korrynne Wright

Sung Yang, King County

Jane Zalutsky, Seattle Center Foundation

Tamar Zere, Seattle Office for Civil Rights

Thank you.

