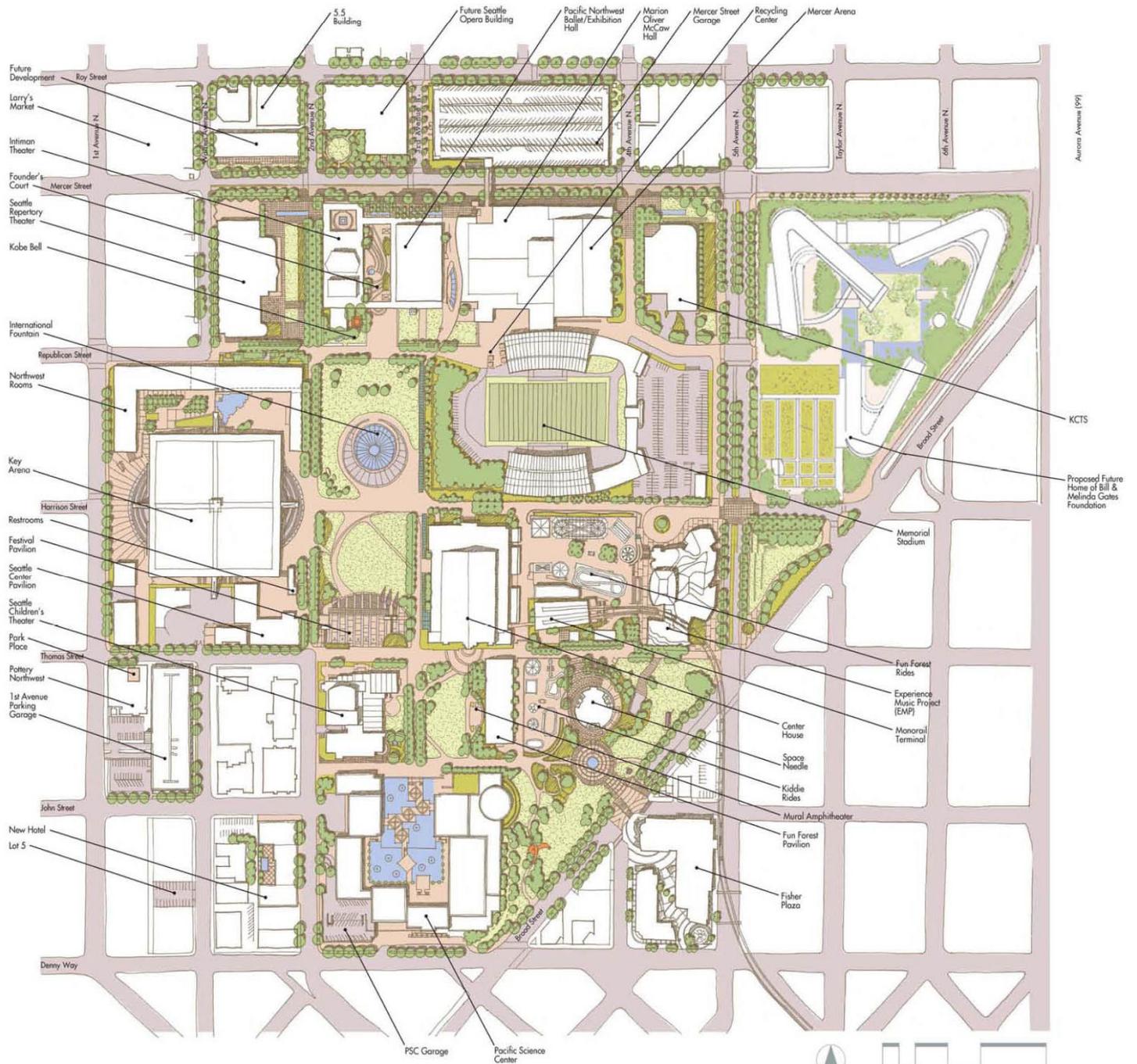


November 2006

Seattle Center Master Plan Urban Design Principles 1990 Master Plan and Amendments through 2005

- *Seattle Center is the nation's premier urban gathering place, offering programs and opportunities for people of all ages and all economic and ethnic backgrounds; a place whose strength is in its diversity of environments and experiences.*
- *Seattle Center will maintain free with ungated access to its grounds, except for occasional special events.*
- *Views into and from the site should be increased and the perimeter of the campus should open to the surrounding community with inviting entries that have a unique Seattle Center identity.*
- *Certain primary streets of the original "street grid" at Seattle Center should serve as an organizing principle for Seattle Center open space and pedestrian passageways. Secondary streets and pedestrian pathways play a subsidiary role as an organizing tool to differentiate spaces. Standards for lighting and signage shall reinforce the primary pedestrian corridors.*
- *The campus will be organized as a series of indoor and outdoor "rooms" that complement each other and are clearly part of the whole.*
- *Seattle Center should feature a diversity of open spaces and gardens (both size and character) that build on existing program uses, respect historical values of the site, preserve green space and trees, and provide flexibility for future program needs.*
- *Open spaces give Seattle Center its unique identity. The International Fountain and the space around it should be preserved as the "heart" of Seattle Center.*
- *Open space should provide for the needs of major festivals as well as opportunities for quiet enjoyment of green space.*
- *Open space design should reinforce the functional relationship of buildings and outdoor spaces.*
- *All development should respect the pedestrian nature of Seattle Center, and emphasize the creation of a fully accessible, pleasant pedestrian experience throughout the year.*
- *The physical design of the site should create an environment that enhances a sense of personal safety and sensitivity to human scale design elements and to environmental sustainability.*
- *The edges of the campus will be softened and will open out to the community. Seattle Center should better integrate itself into the surrounding neighborhoods through extension of design elements.*
- *Campus entries should be inviting, festive and create a sense of arrival.*
- *Vehicular access should not segment the site or undermine the pedestrian nature of the site.*

- *Pedestrian drop-off points should be located strategically around the perimeter of the site.*
- *The Seattle Center grounds shall reflect a balance of hard and soft surfaces, and a commitment is made to increasing the amount of green space on campus.*
- *Street furniture, light fixtures and paving should reinforce a sense of place, support the programmed activities at Seattle Center and facilitate pedestrian access.*
- *A coordinated system of direction and information graphics that is easy to understand, accessible by all, and reflects the character of Seattle Center should be developed throughout the grounds.*
- *Seattle Center will nurture the growth of performing and visual arts through: encouraging the support and growth of existing and new art forms on campus, integrating art expression in the design and construction of new campus facilities, and providing for the appropriate display of public art on campus grounds.*
- *Seattle Center is committed to dispersing peak period event impacts through mechanisms such as dispersing parking supply to all edges of the campus, promoting increased public mass transit service to the campus' and encouraging new uses, programs and events that spread visitor activity throughout the day and year.*
- *Seattle Center should maintain existing parking capacity into the future. Parking capacity should be sized to accommodate the majority of visitors for a high average event day.*
- *Alternate modes of transportation (bus, bicycle, monorail, streetcar and pedestrian paths) should be planned for and encouraged, connecting Seattle Center to Lake Union, the Waterfront, downtown and to the surrounding neighborhoods.*
- *A shuttle service to and from outlying parking facilities near Seattle Center should be considered for large impact events such as festivals.*
- *Seattle Center should mitigate to the greatest possible extent any additional traffic demands on the Mercer corridor.*



Seattle Center Master Plan Update February 2005