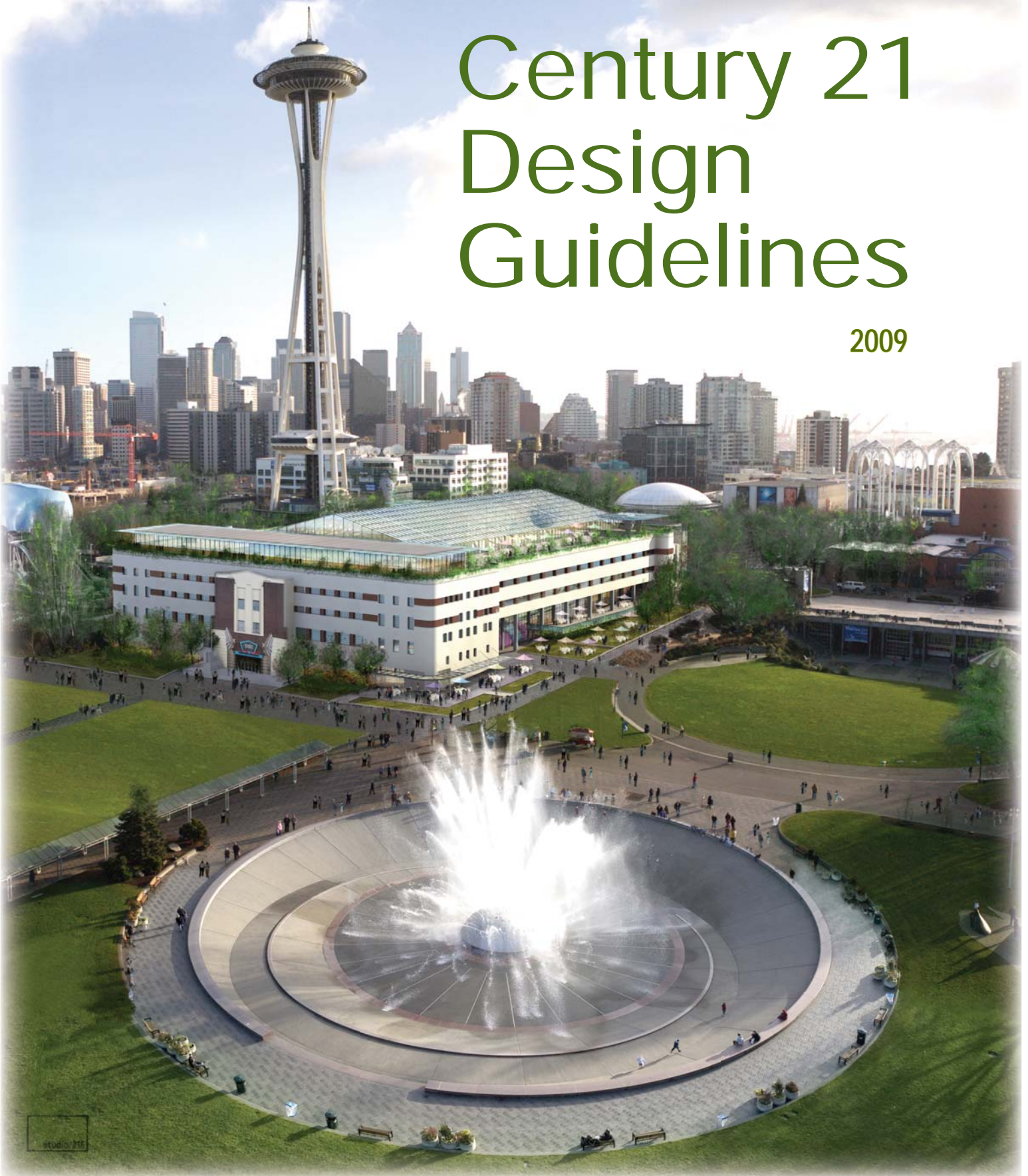




Century 21 Design Guidelines

2009



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Century 21 Design Guidelines

Introduction

After an extensive two year public process, the Seattle Center Century 21 Master Plan was adopted by City Council in August, 2008. The Plan outlines a twenty year vision for redevelopment at Seattle Center and charts a course for reimagining the campus in an increasingly urban context through four major moves:

Center of the Center

Transformation of Center House and adjacent open spaces into a more lively, open, transparent hub

Open Space

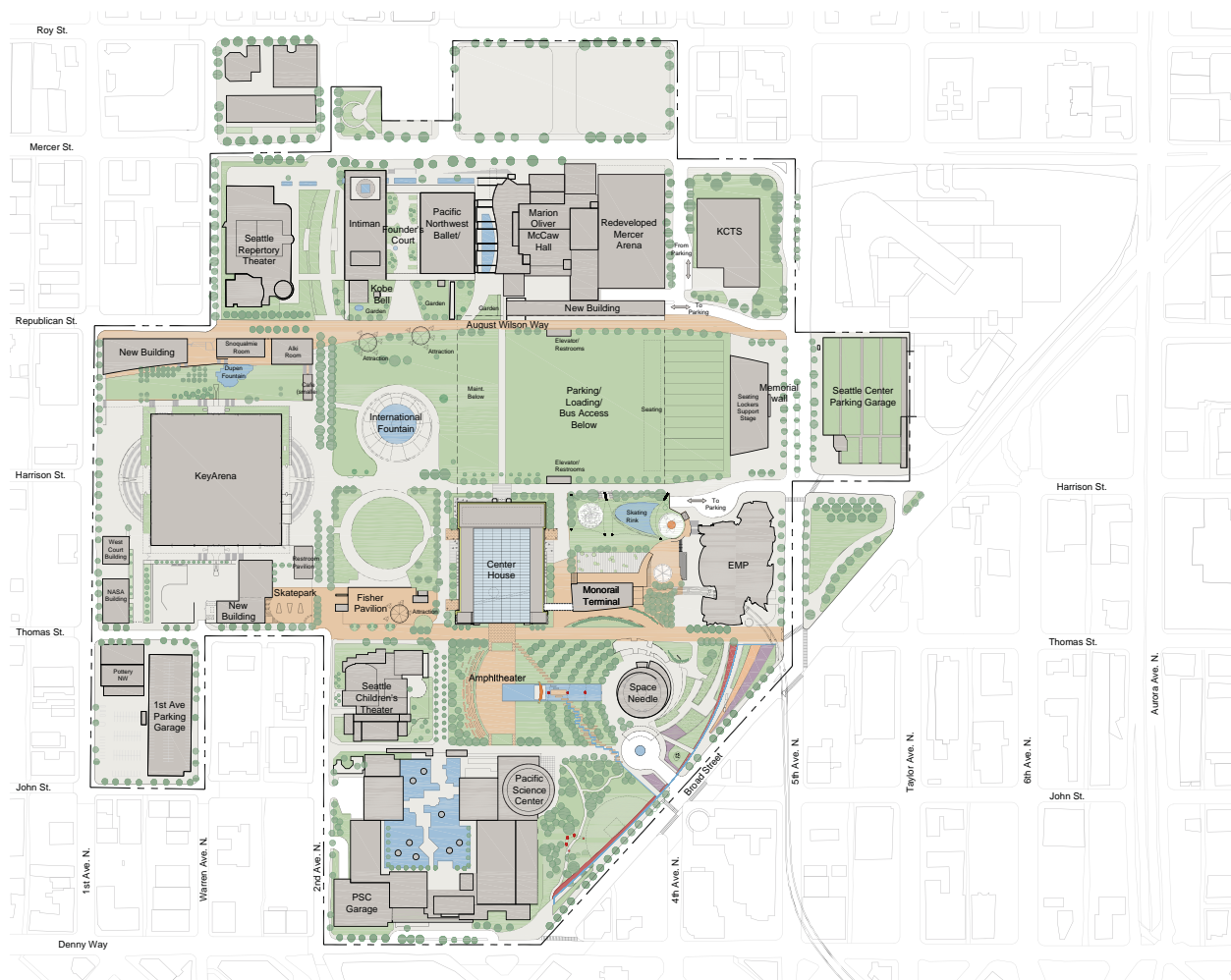
10 Acres reclaimed for passive and active use by all ages

Sustainability

A visible demonstration site for green building, energy conservation and innovative technology

Memorial Stadium

A new expansive green lid with a shared sports stadium and amphitheater



Century 21 Master Plan



Seattle Center Redevelopment
July 2008

SRG PARTNERSHIP INC

PURPOSE

To guide implementation of the Century 21 Master Plan, a set of more detailed design guidelines has been assembled for use by Seattle Center leadership, project managers and design professionals. The Guidelines are divided into five chapters. Some provide an overview and reference source documents that already exist while other chapters have been newly or recently developed. The five chapters include:

- Chapter 1: Architectural
- Chapter 2: Landscape
- Chapter 3: Public Art
- Chapter 4: Signage and Wayfinding
- Chapter 5: Lighting

These Guidelines will help staff and consultants address project-specific design and operational issues with the evolving campus. Consolidating them into one single reference document eases their application and ensure a comprehensive design scope for projects that will be undertaken in the near and distant future at Seattle Center. The new Century 21 Master Plan is a bold, aspirational document that embraces the current and future physical form of the campus over time. The Design Guidelines serve as a companion document, and provide more detailed recommendations on interrelated design and management issues.

The Century 21 Master Plan included a set of Planning and Design Principles that provide foundational value statements and goals to guide decision making about the future of Seattle Center. They may be summed up, as follows:

- The mission of Seattle Center is sound and the future is bright.
- The campus should be designed to draw people into the center of the grounds.
- Open spaces should be increased, preserved and accessible to all.
- The Center should be a leader in sustainable design and operations.
- Entrances and visual connections into and through the campus should be clearly defined.
- A mix of activities and amenities should be inviting to the diversity of Seattle Center users.
- Pedestrian-friendly planning should unify the campus.
- New design should emphasize flexibility, vibrancy, clarity and artistic expression.
- Transportation planning must be a central element.
- Future development should build on the tradition of being a good neighbor.

SUSTAINABILITY AND INTEGRATED DESIGN

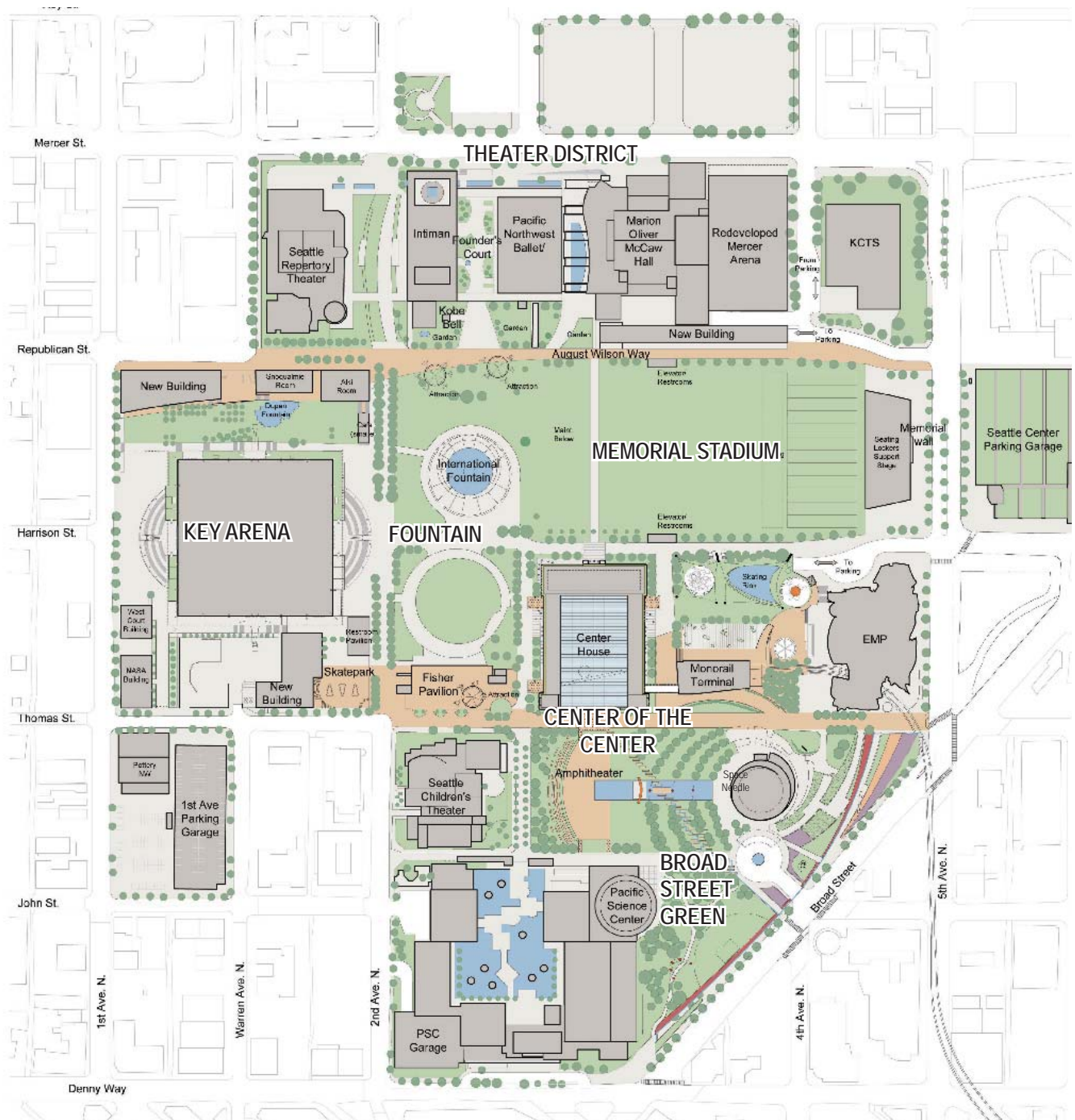
In this set of guidelines there is added emphasis on Sustainable Design that can be found in every chapter. This is a reflection of the dramatic priority shifts both in the City of Seattle and the larger design profession. Like Seattle Center, great urban parks all around the world are rethinking how they develop and grow to the lasting benefit of future generations, minimizing their carbon footprint, and becoming greener. Building design, infrastructure retrofit, landscape projects and ongoing maintenance initiatives at Seattle Center all demonstrate an ethic of environmental sustainability.

Similarly, integrated design is broadly pursued at Seattle Center. Design is thought of and approached holistically whenever possible, bringing the creative talents of all disciplines to bear on any project.

PHASED IMPLEMENTATION

With the Century 21 Master Plan, future programming and facility development opportunities are focused within six distinct zones: Theater District, Memorial Stadium, Center of the Center, Broad Street Green, International Fountain and KeyArena.

The initial phase of Century 21 Master Plan implementation has already begun and has focused on open space projects at the edges, including Broad Street Green (Phase 1) completed in 2008, the new Skatepark completed in mid-2009 and Theater Commons, which is scheduled to be completed in 2010. The next phase of projects to be completed by the 50th anniversary of the World's Fair in 2012 will move to the interior of the campus and focus on the Center of the Center zone. Projects will likely include those that make improvements and connections between Center House, the Fun Forest, the Mural Amphitheater and the Fountain at the heart of the campus. Future phases of redevelopment centered around Memorial Stadium, Center House and KeyArena await the confluence of public support, political will and private partners.



These Design Guidelines have been developed with flexibility to be useful and applicable through the phases. Unanticipated projects and new funding opportunities will continue to present themselves, as they have throughout Seattle Center's history. In each case, Seattle Center and City leadership are best equipped to apply the design guidelines in constructive ways. These Design Guidelines will serve as an important foundational document as project goals are formulated. Design goals are developed on a project-specific basis to achieve consensus about intent and aspirations among varied stakeholders early on in a project.

