

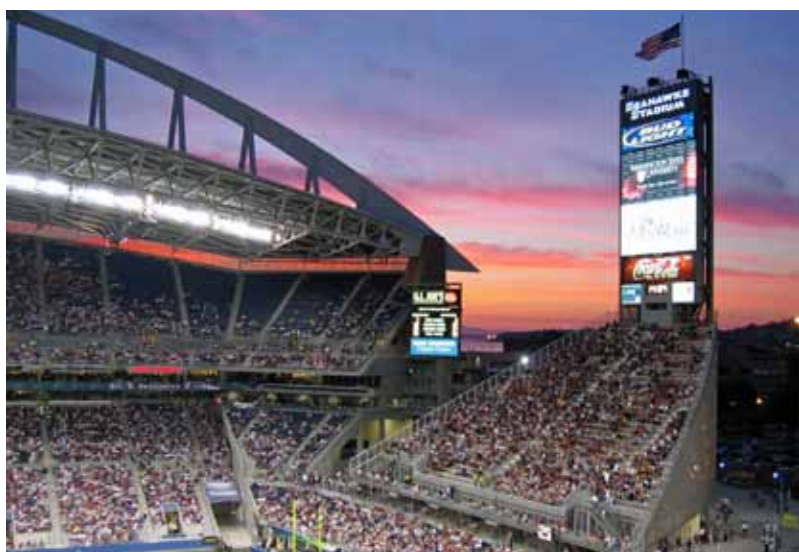
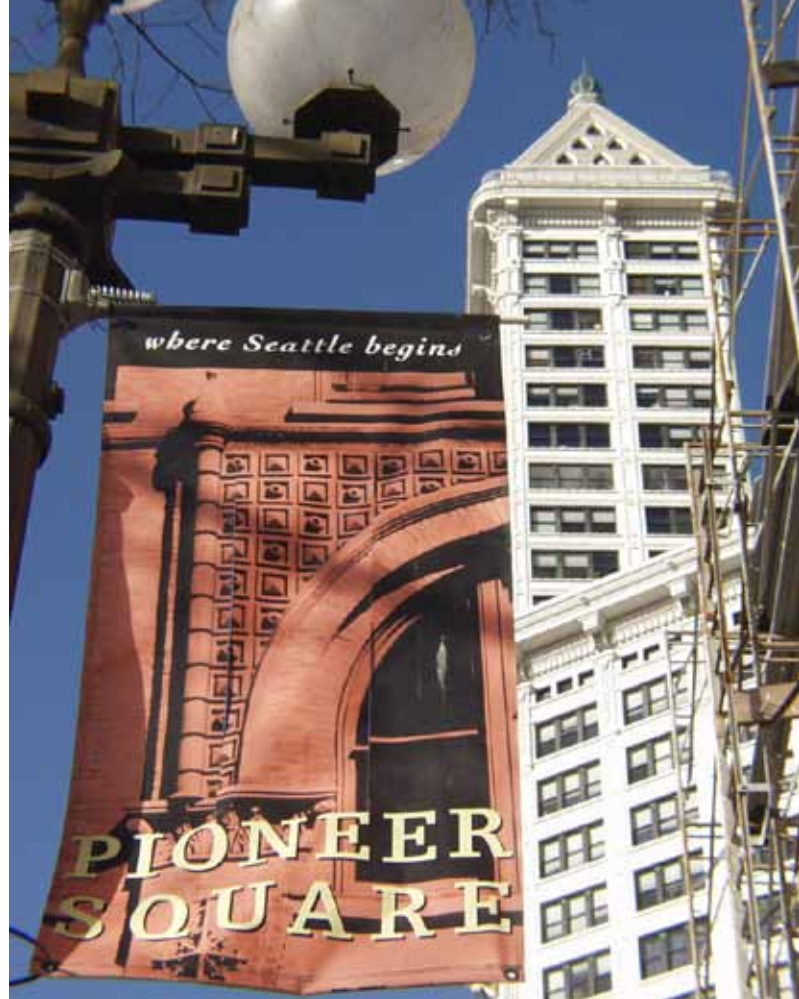
**CREATE  
COMMUNITY  
THROUGH  
COMMON  
GOALS.**

*STADIUM DISTRICT CONCEPT PLAN*

*DECEMBER 2012*









## Dear Friends and Neighbors:

As members of the two volunteer public boards created to manage and protect the public's investment in Safeco Field and CenturyLink Field and Event Center, we are pleased to offer for your consideration this Stadium District Concept Plan. The plan represents our vision for what a Stadium District might become, over a ten-year period and beyond, to dramatically and positively impact its neighborhood. The plan was prepared in the context of breathtaking changes now underway for the central downtown waterfront, major new development in the North Lot at CenturyLink Field, and other opportunities in the historic neighborhoods of Pioneer Square, Chinatown/International District, and SODO. The introduction of a possible new arena in the District adds to the significance of our effort.

What we offer is not a finished plan or a fixed blueprint for the future. It is an initial concept that the Public Stadium Authority and Public Facilities District, along with the Seattle Mariners, Seahawks, and Sounders FC believe to be the essential elements of a successful stadium district—one that is economically successful, safe, desirable, innovative, inviting and irresistibly fun to live in and visit.

This Stadium District Concept Plan states our core values and the guiding principles adopted by both boards after completing several workshops attended by members of the two boards and representatives of the three teams. Our work was facilitated, and the plan was drafted, by ZGF Architects LLP and AECOM. AECOM drew on its national experience in stadium development and operations to develop economic analysis based on case studies of comparable stadium districts.

You will be pleased to know that our stadiums do well by most measurements when compared to other stadiums, such as Camden Yards in Baltimore (Stadium District and Inner Harbor), Coors Field (LoDo District) and near by Sports Authority Field at Mile High in Denver, and Petco Park in San Diego (Gaslamp District). Our stadiums are seen as effectively managed and maintained and are becoming recognized leaders of environmental sustainability. Our analysis shows that Seattle generates more stadium district foot traffic than the other cities studied. On the other hand, our stadiums have not had the same economic or positive neighborhood impact in stimulating new housing, activating old buildings, driving retail activity, or achieving new public amenities like open space, pedestrian and bike friendly streets, sidewalks, and transit that other cities have experienced. Denver, for example, has a stadium district population of 25 households per acre while the Seattle stadium district averages only two households per acre. For food and beverage revenue outside the stadiums, Seattle ranks last.

Clearly, the Stadium District plan must be uniquely Seattle. It must have a strong sense of place and it must have sustainable retail, residential, entertainment, and other complementary uses and attributes, like open space, and beautiful, walkable streets. Its environment must be desirable to all who call this region home, not just the people who visit the stadiums for a game or match and then leave. We envision a District that will attract people who come early and stay late to enjoy the District for what it can become.

Whatever development plans emerge, they must incorporate the needs of our nearby neighbors as well as our own. Demolishing the Alaskan Way Viaduct will open vistas and opportunities, but it will also eliminate lots of parking used by stadium and waterfront visitors. The North Lot mixed use housing development adjacent to CenturyLink Field, while producing over 700 badly needed dwelling units, will also tighten parking options.

Our economic analysis shows the need for more parking in the Stadium District. What if we could build a parking structure in the District with enough parking to serve Pioneer Square, the Waterfront, the stadiums and Chinatown/International District? What if the parking structure incorporates open space or a park over the parking stalls?

Our first step—after drafting the initial concept plan--was to listen to our neighbors' and stakeholders' comments on what we have identified as an "area of common interest," the area surrounding the existing Stadium Transition Area Overlay District created by the Seattle City Council in 2000. We will continue talking with community organizations, business people, residents, property owners, local government, and other interested parties in the months ahead.

There is much planning going on in our city, not just on the waterfront. The North Lot at CenturyLink Field, planned for a major mixed use project with 717 units of housing, is under construction. In Chinatown/International District the newly enacted Livable South Downtown zoning is opening up new housing, office, and retail opportunities. In Pioneer Square, historic buildings are filling up and taking on new life as office workers in the new economy move in to live closer to where they work. Public transportation improvements are on the drawing board and underway, with a new streetcar line in development as well as the renovation of the historic King Street Station. The City and County are currently evaluating a proposal for a new NBA/NHL arena in the Stadium District south of Safeco Field.

With all that is happening in South Downtown, the need for collaboration is as great as the many opportunities we see all around us. We hope the Concept Plan will bring stakeholders and neighborhoods together around what we believe is a compelling and powerful vision for the future of the stadium district.

Our boards and the teams are ready and eager to work with you, our friends and neighbors, to further shape and refine our vision as well as to help you accomplish yours.

We welcome your comments and ideas (contact information on the back page of this plan).

Sincerely,



Charles Royer  
Chair, PFD



Fred Mendoza  
Vice-Chair, PSA

# CREATE COMMUNITY THROUGH COMMON GOALS.

## *STADIUM DISTRICT CONCEPT PLAN*

ZGF Architects LLP with  
AECOM

Published by  
Washington State Major League Baseball Stadium Public Facilities District and  
Washington State Public Stadium Authority

*DECEMBER 2012*

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**WHO**  
**ARE WE?**



**The stadiums are owned by the public and governed by public boards established by the state and county governments to, among other things, protect the significant public investments in the stadiums, in part, by maximizing the economic impact and community benefits outside the stadiums.**

### **5.7 million visitors per year from the region and beyond**

Over 55% of sports fans come from outside of King County

### **1 billion dollar investment including more than 700M of public money**

### **Important part of community's image and identity**

Iconic structures that have come to define Seattle and the region to viewing audiences across the country

### **Large area of economic influence**

Retail visits are comparable to other stadium districts

Gross annual revenue over 250 million dollars from retail and food/beverage sales both inside and outside the stadiums

### **Long term commitment and public service to community**

Twenty percent of Event Center profits contributed to the State Common School Fund

Three sports teams generously support community programs

### **Socially and environmentally responsible**

Largest solar installation in the State of Washington on top of CenturyLink Field Event Center

Teams are founding members of the Green Sports Alliance

**WHERE  
DO WE  
STAND  
TODAY?**

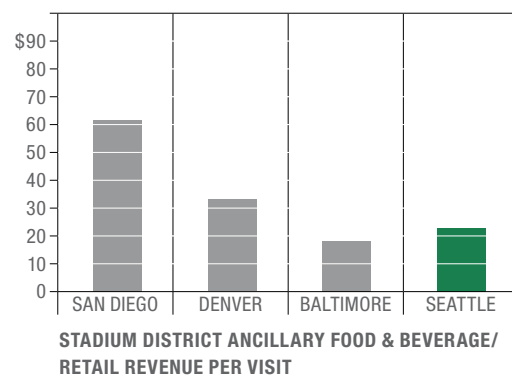
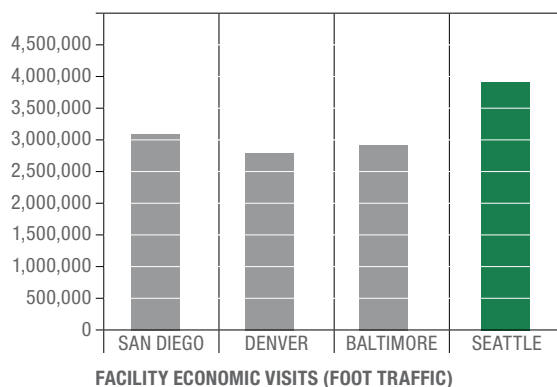
## There is an opportunity to capitalize on what the Stadium District brings to the table including:

**With three teams**, Seattle generates more foot traffic than the other stadium districts evaluated, but has less investment in housing, retail and the public realm that would create a vibrant district and extend the fan experience

**Parking** in the area has been diminished by the redevelopment of the Alaskan Way Viaduct and other public and private projects and must be replaced and expanded

**Sporting event revenue** exceeds that of other comparable stadium districts but food and beverage visits are 1/3 to 1/2 less with respect to establishments, visits, and sales

**Households** in the area are 2 per acre compared to 15-25 per acre in other comparable stadium districts







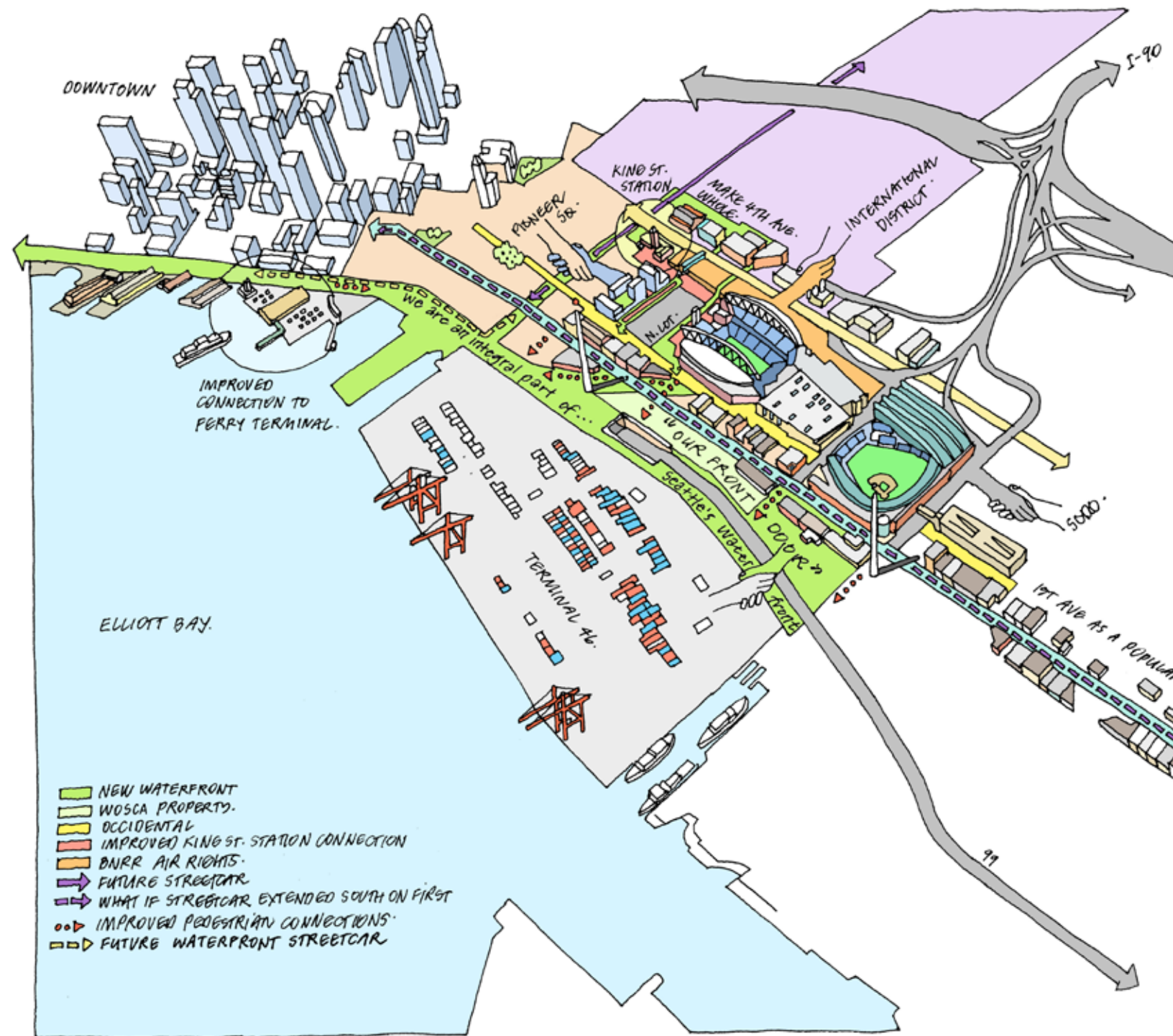
We Have a Vision for Tomorrow



**CREATE A UNIQUE AND LIVELY DESTINATION  
STADIUM DISTRICT FOR ALL WITH RETAIL,  
RESIDENTIAL, ENTERTAINMENT AND OTHER  
COMPLEMENTARY USES.**



# CORE VALUES Realizing the Vision



The drawing above is a visual representation of the vision and its guiding principles.



Proactively develop, nurture and sustain integral relationships with neighboring communities and governmental agencies and a place at the table to develop and advance projects and programs of mutual benefit, including development and land use decisions

Provide social, environmental and community stewardship

Encourage economic development that capitalizes on the public investment in the stadiums

Develop a 10-year vision for the Stadium District

## Preserve core public investments in the stadiums and event facilities

Extend and enhance experience of fans and visitors (take fan experience outside)

Preserve and enhance program requirements, such as staging for exhibition events

Improve accessibility, transportation options, and parking

Guide development and land use decisions to avoid adverse impacts to the facilities and program elements

Preserve view corridors to and from the facilities, including views west and northwest of Elliott Bay, mountains and downtown skyline

## Create a safe and vibrant public realm

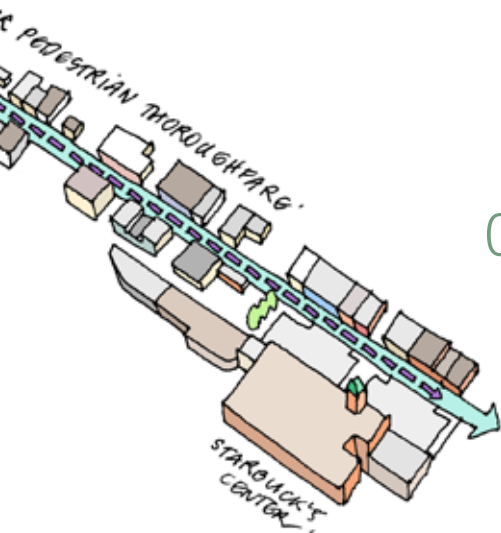
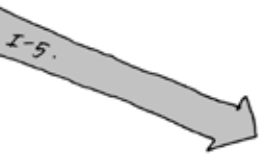
Enjoy and benefit from the unique character of adjacent neighborhoods

Create places to sit and interact (e.g., outdoor café seating, glass-covered spaces, etc.)

Provide public art, events and attractions

Expand opportunities in the District to live, work and play

Provide a destination open space for use by residents and visitors



# GUIDING PRINCIPLES

Develop public and private strategic partnerships consistent with Core Values to achieve the following targets under a 10-year plan for development within a 15-minute walk of the stadiums:

Threshold increase of 2000 new market rate housing units

Minimum 2000 new parking spaces

Enhanced pedestrian, bicycle and transit facilities and connections

A major new destination open space

Encourage residential and hotel development with street level retail (especially food and beverage), entertainment and cultural uses.

Provide inviting west face (the District's front door, front porch and front yard).

Encourage and support extension of waterfront planning south to Holgate.

Create a public open space as the terminus for the central waterfront and Mountains to Sound Greenway and complementary to neighboring industrial activity.

Adopt a balanced approach to transportation that optimizes the convenience and safety of all transportation modes including: pedestrian, bicycle, transit, car, and service.

Support development incentives including: land entitlements, zoning changes, new market and historic tax credits, local improvement districts.



**WHAT  
COULD THE  
STADIUM  
DISTRICT  
LOOK LIKE?**

Seattle is beginning a decade of rapid change. The boards wish to be proactive in helping to guide development in the stadium area to ensure it is complementary to the public interests and a catalyst for economic development. Several exciting public and private initiatives motivated the boards to act now to develop the draft concept plan. In summary, these initiatives include:

The Seattle City Council has recently approved a major rezone of the South Downtown area--the Livable South Downtown Plan--encouraging greater density and mixed use development and enhancements of the public realm

City and County governments have approved a major mixed use, transit oriented development in the North Lot adjacent to CenturyLink Field and Event Center, including housing, retail, restaurants, office and parking

WSDOT is currently replacing the Alaskan Way Viaduct from South Holgate to South King streets and moving forward with a deep bore tunnel project with the South Portal located west of CenturyLink Field

WSDOT has acquired properties for construction staging in the South Portal area, which will be available for development when no longer needed for construction

The City of Seattle and its consultant team is currently developing a plan for the central waterfront with open space, a new Alaskan Way and connections to the Stadium District

The City of Seattle will complete a major renovation of King Street Station and enhancements to its public spaces improving access to public transportation

The City of Seattle will begin construction of a streetcar line from First Hill to Pioneer Square improving connectivity with the King Street Station transit hub

Stadium District use of public transportation, including light rail and commuter rail, is increasing


Retail and office development is occurring in SoDo along the 1st Avenue South corridor and east of 4th Avenue South


Significant improvements are planned to the public realm in the stadium area to ensure safe and convenient access and public transportation connections

The City and County are currently evaluating a proposal for a new NBA/NHL arena in the Stadium District south of Safeco Field

# Neighborhoods

## A Vibrant Community

 Stadium District boundary  
(Stadium Transition Area  
Overlay District boundary)

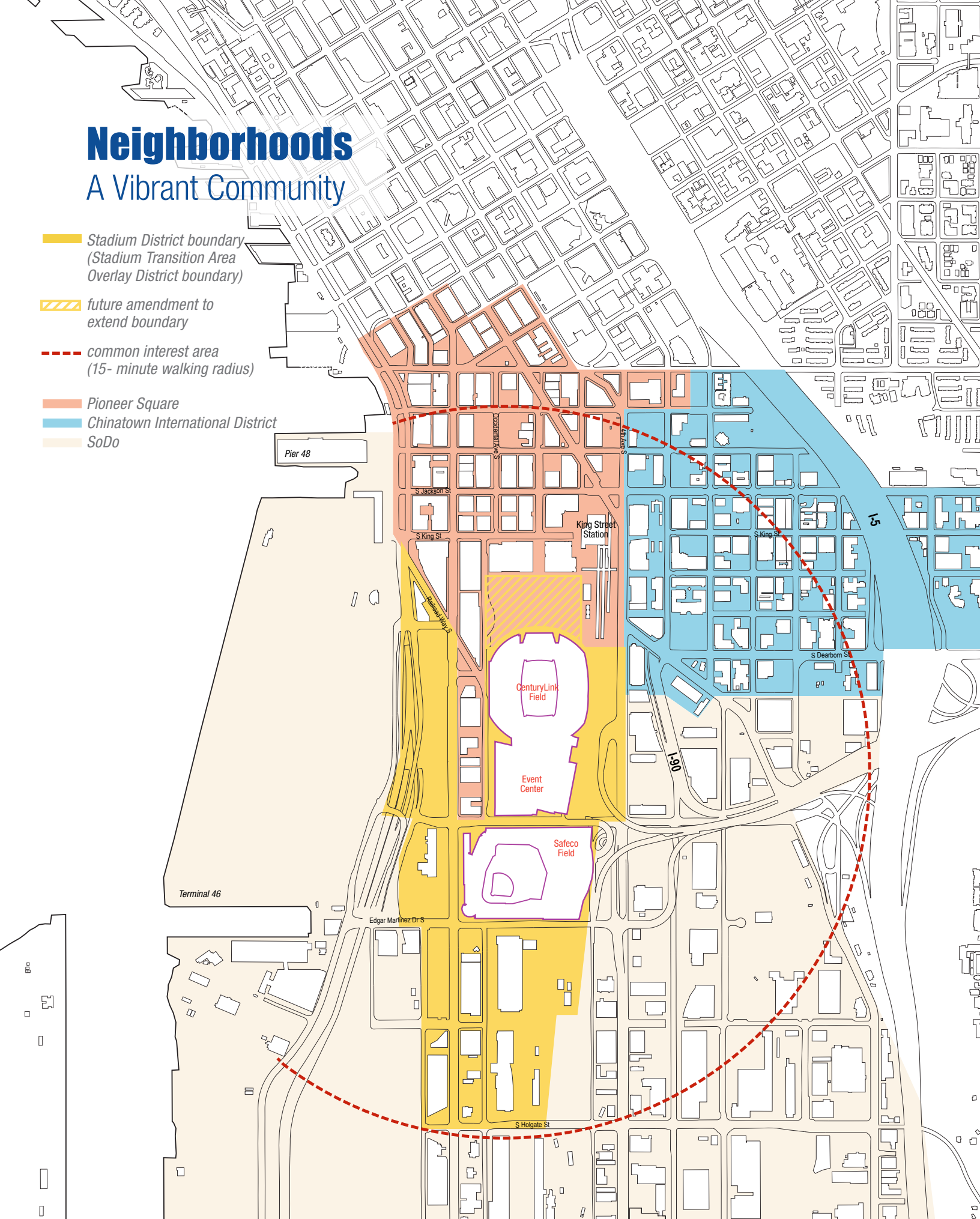
 future amendment to  
extend boundary

 common interest area  
(15- minute walking radius)

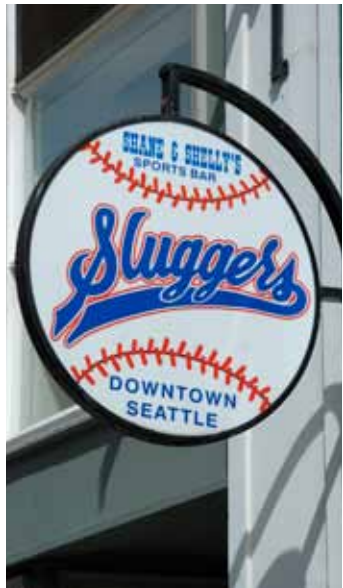
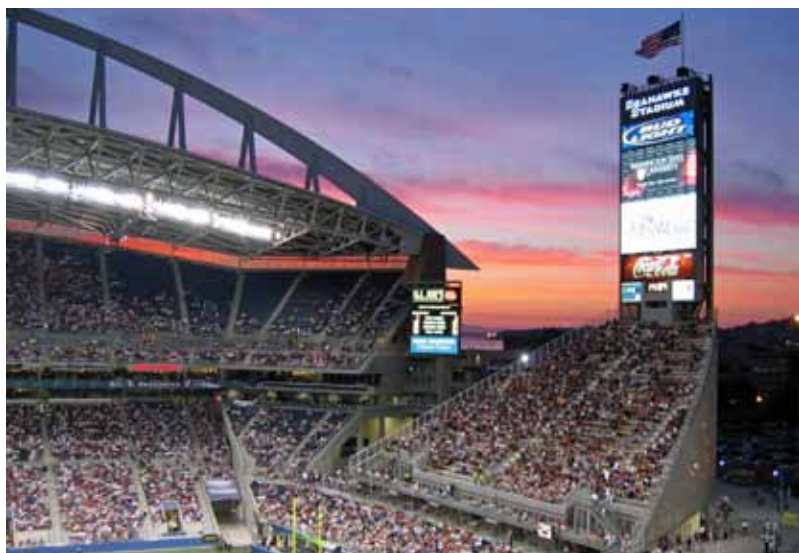
 Pioneer Square

 Chinatown International District

 SoDo












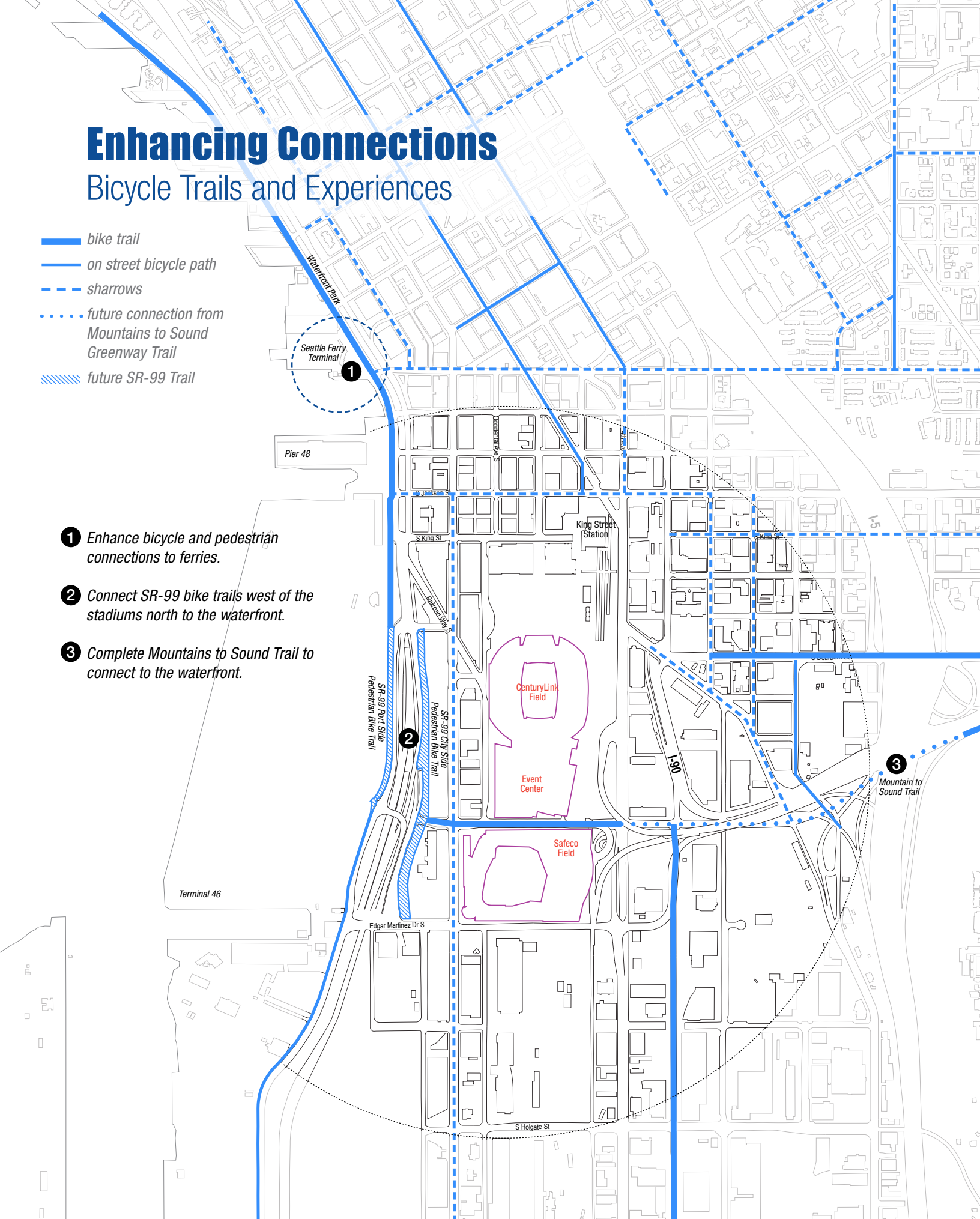


# Enhancing Connections

## Bicycle Trails and Experiences

-  bike trail
-  on street bicycle path
-  sharrows
-  future connection from Mountains to Sound Greenway Trail
-  future SR-99 Trail

- 1** Enhance bicycle and pedestrian connections to ferries.
- 2** Connect SR-99 bike trails west of the stadiums north to the waterfront.
- 3** Complete Mountains to Sound Trail to connect to the waterfront.







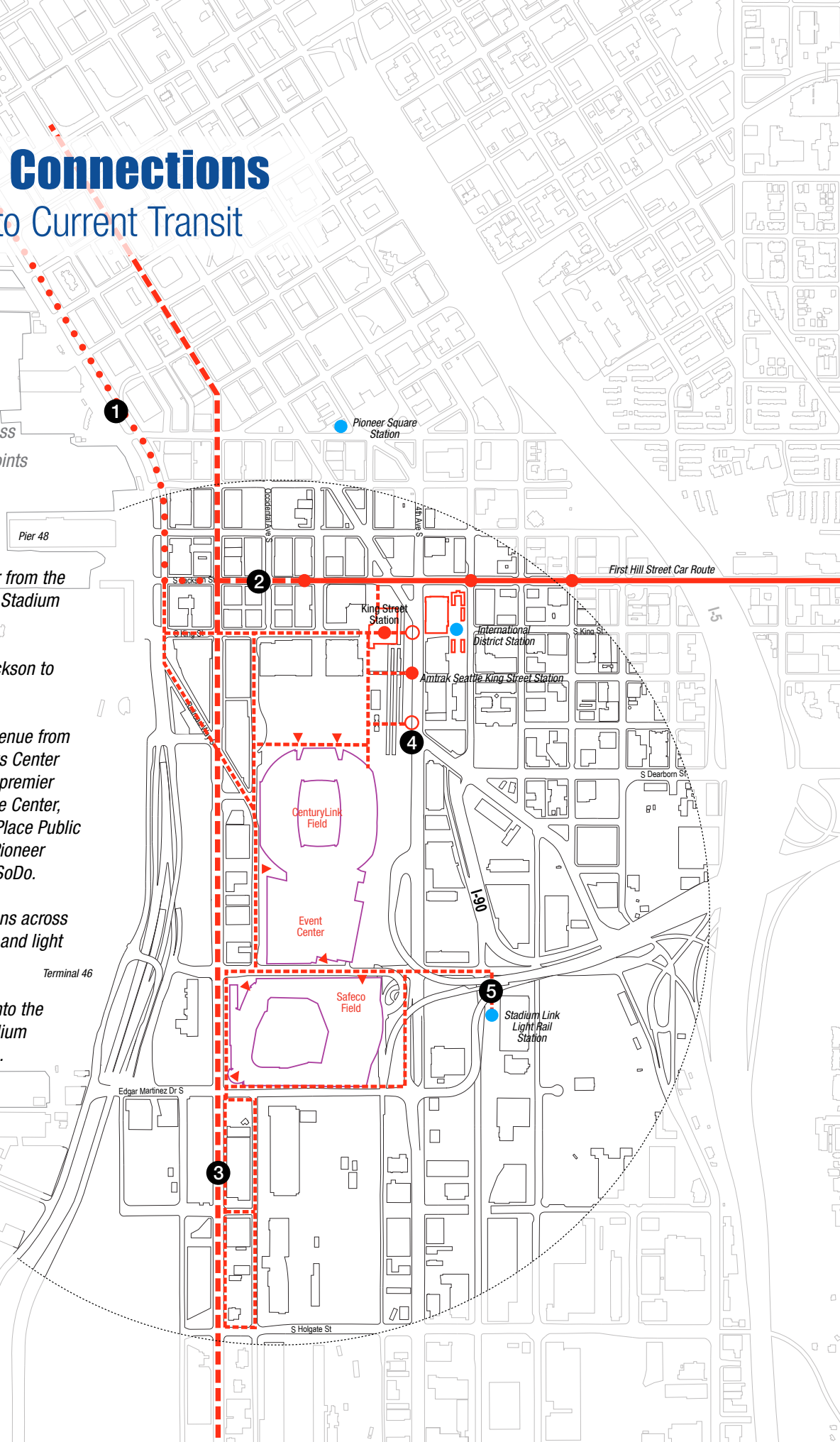


# Enhancing Connections

## Complements to Current Transit

- streetcar to be built
- - - future streetcar connection
- ..... future waterfront connector
- ..... pedestrian circulation
- ▶ gateway
- stadium game day trains access
- additional proposed access points
- light rail access point

- 1 Create a Waterfront Connector from the Olympic Sculpture Park to the Stadium District along the waterfront.
- 2 Extend the streetcar along Jackson to 1st Avenue.
- 3 Extend the streetcar on 1st Avenue from the Seattle Center to Starbucks Center connecting many of the city's premier attractions, such as the Seattle Center, Olympic Sculpture Park, Pike Place Public Market, SAM, ferry terminal, Pioneer Square, Stadium District and SoDo.
- 4 Enhance pedestrian connections across 4th and the rail lines to heavy and light rail station entrances.
- 5 Create a prominent gateway into the Stadium District from the Stadium Station along Royal Brougham.







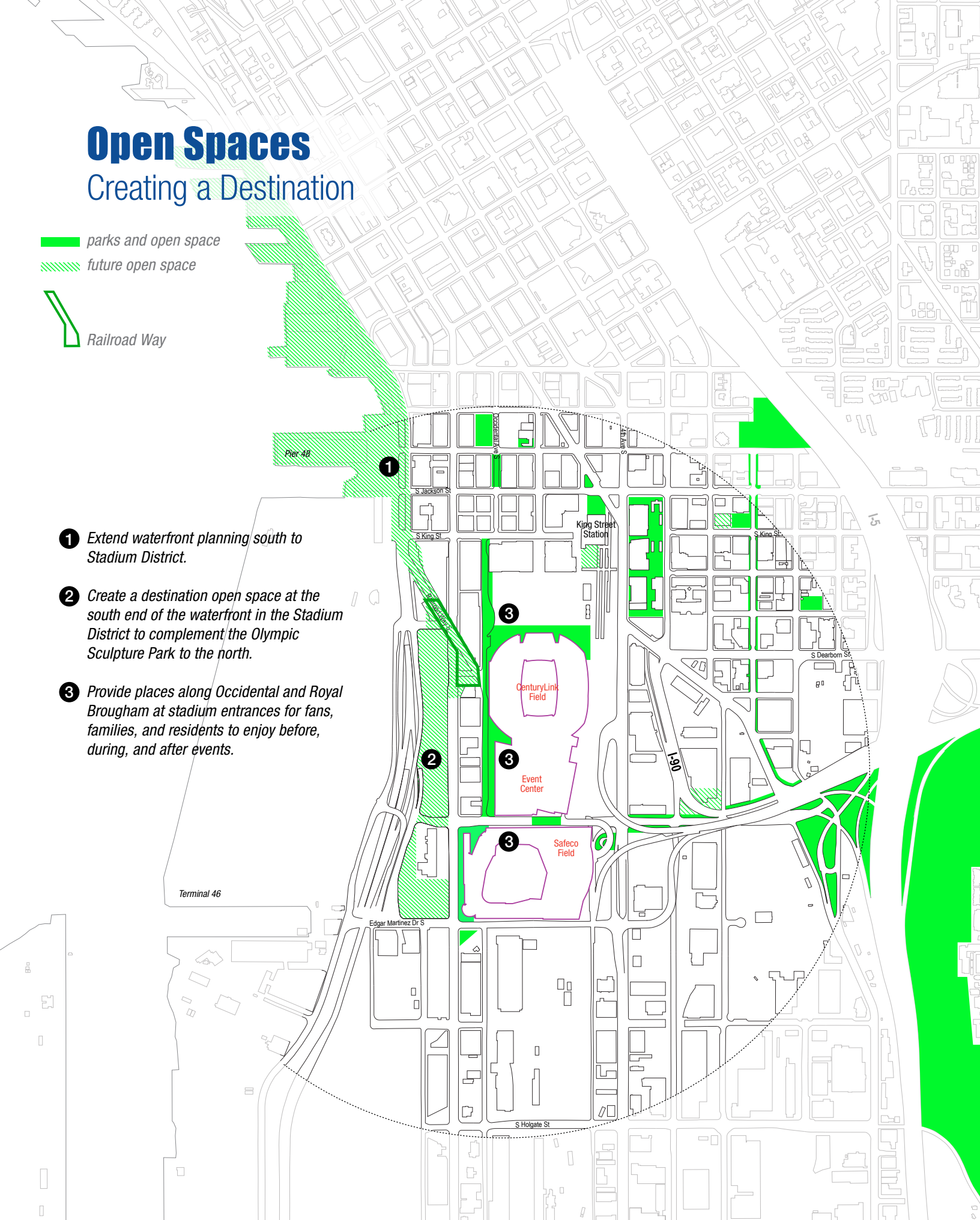


# Open Spaces

## Creating a Destination

-  parks and open space
-  future open space
-  Railroad Way

- 1** Extend waterfront planning south to Stadium District.
- 2** Create a destination open space at the south end of the waterfront in the Stadium District to complement the Olympic Sculpture Park to the north.
- 3** Provide places along Occidental and Royal Brougham at stadium entrances for fans, families, and residents to enjoy before, during, and after events.













*Waterfront Seattle Project*



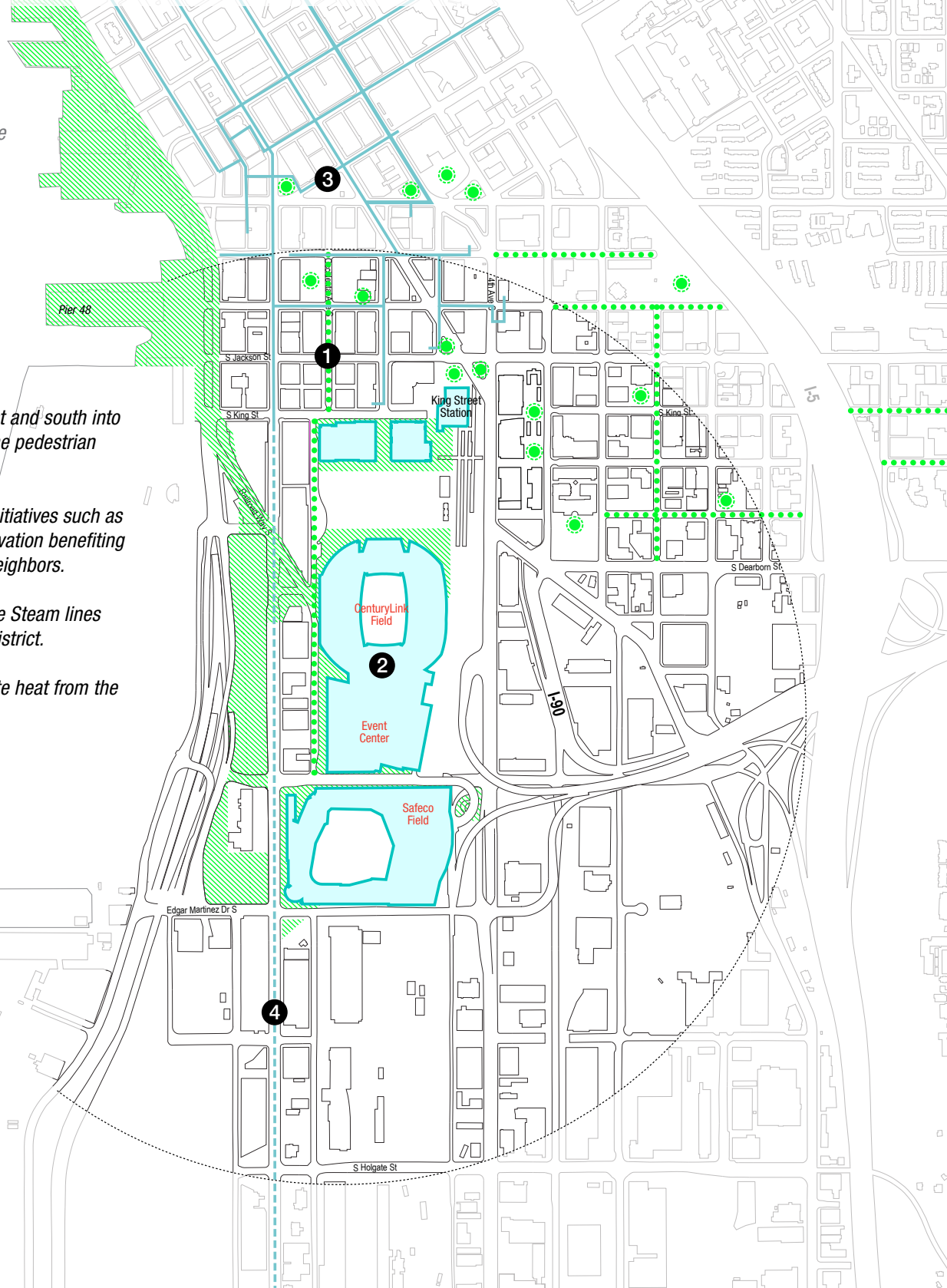


# Sustainable Design

## Current Abilities Elevated by Future Options

-  parks and open space
-  future open space
-  green streets
-  buildings with sustainable design elements
-  Seattle Steam lines
-  proposed steam line to Ash Grove concrete plant

- 1** Extend green streets west and south into the District to enhance the pedestrian environment.
- 2** Implement eco-district initiatives such as energy and water conservation benefiting the stadiums and their neighbors.
- 3** Support extending Seattle Steam lines south into the Stadium District.
- 4** Support recapturing waste heat from the Ashgrove Cement plant.







*CenturyLink Field - Solar Arrays*



*King Street Station - Geothermal*



*Safeco Field - Composting*



# Market Rate Housing

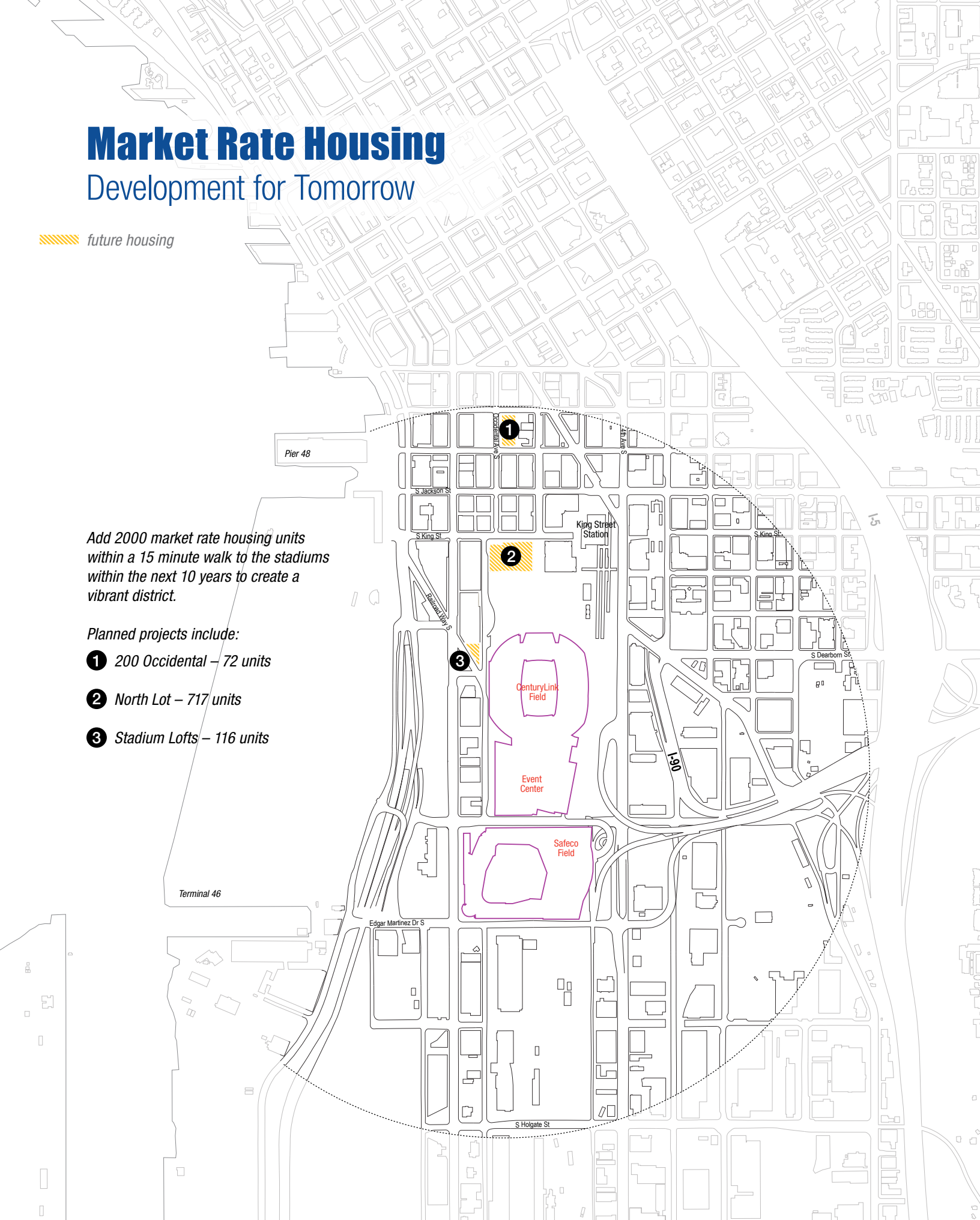
## Development for Tomorrow

 future housing

*Add 2000 market rate housing units within a 15 minute walk to the stadiums within the next 10 years to create a vibrant district.*

*Planned projects include:*

- 1** 200 Occidental – 72 units
- 2** North Lot – 717 units
- 3** Stadium Lofts – 116 units







North Lot

Stadium Lofts



200 Occidental





# REALIZING AN INVITING FACE

## **OCCIDENTAL** Sports Promenade

## **1ST AVENUE** Cultural, Retail and Entertainment Corridor

## **PARK[ING]** Capitalize on Green Space Above Parking

## **NEXUS** Railroad Way Waterfront Connector





## OCCIDENTAL

### Occidental Sports Promenade

*Create a sports promenade along Occidental between King Street and Royal Brougham.*

International District Station

## NEXUS

### Railroad Way Waterfront Connector

*Capitalize on the value the Railroad Way waterfront connector brings to the WOSCA site, 1st Avenue and Occidental and enhance the relationship between all three in a manner that prioritizes the pedestrian connections.*

CENTURYLINK FIELD

## 1ST AVENUE

### Cultural, Retail and Entertainment Corridor

*Focus on development that supports 1st Avenue as a cultural and entertainment corridor. Consider extending streetcar south of Jackson along 1st Avenue to the Starbucks Center.*

EVENT CENTER

SAFECO FIELD

SoDo Station

Edgar Martinez Dr.

## PARKING

*Create a destination park with approximately nine acres in size that includes the WOSCA site and extends south of Royal Brougham to Edgar Martinez becoming the front yard that encompasses an area from CenturyLink Field to Safeco Field.*



# INVITING FACE

The Central Waterfront Project has become a catalyst to improve what the stadiums have always regarded as their “front face”. With the future removal of the viaduct, Railroad Way is an opportunity to provide connections to the waterfront. For the stadiums, this is made up of three parts:

“front door” — Sports promenade (Occidental)

“front porch” — 1st Avenue

“front yard” — Destination park(ing)

Together with Railroad Way these improvements create a vibrant thread that enhances wayfinding, stimulates activity, and defines a District.



Terminal 46

Front Yard—Destination Park(ing)

BEER GARDEN

Front Porch—1st Ave



Nexus

King Street

*Opportunity site with high visibility and connectivity to the waterfront, 1st Avenue and Occidental.*

*A defining point and termination to Seattle's central waterfront via Railroad Way.*

## CENTURYLINK FIELD

*Opportunity site for connecting Stadium/Event Center gateway/plaza to 1st Avenue and destination park*

*Existing plaza and Stadium/Event Center entrance*

*Opportunity site with high visibility and the promise to complete the vital intersection of 1st Avenue and Royal Brougham*

## EVENT CENTER

Royal Brougham

Front Door—Occidental

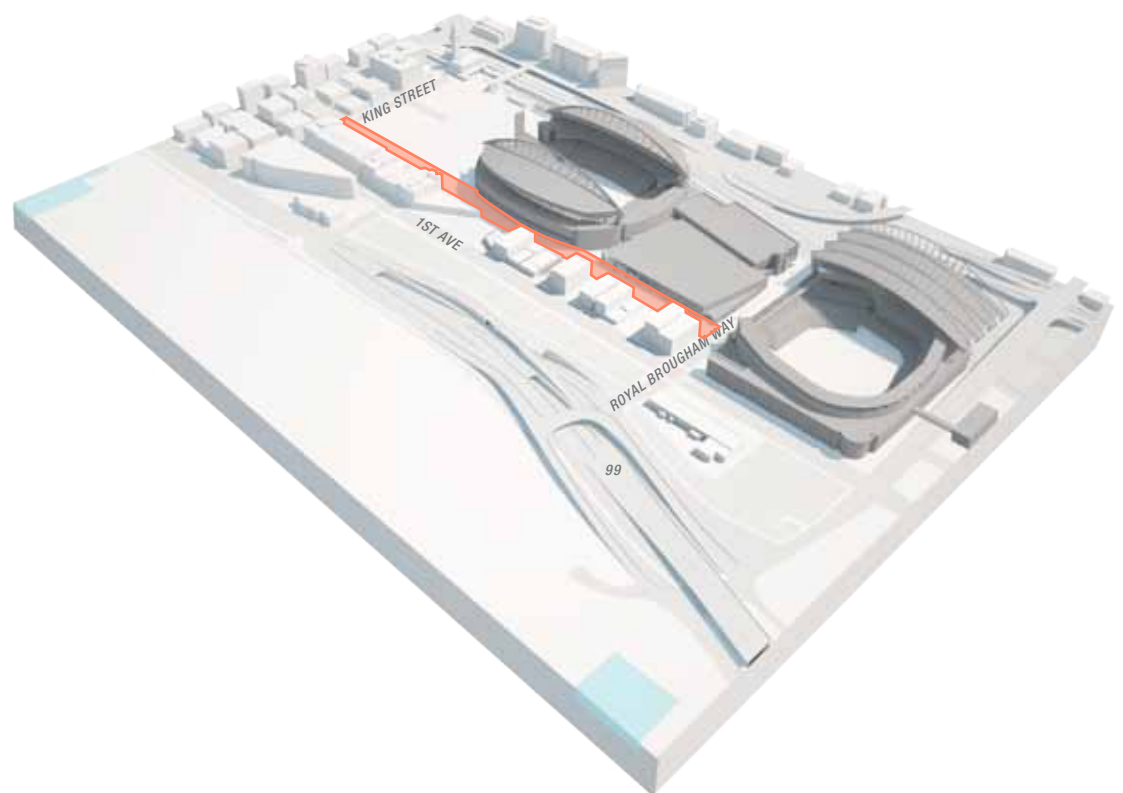
## SAFECO FIELD

# OCCIDEN

**SPORTS PROMENADE**



# ITAL



# Today

Create a sports promenade along the length of Occidental from King Street to Royal Brougham.



## Imagine: a new vitality in a warehouse/ industrial environment

Imagine a colorful curbless pedestrian environment for sports fans and people working, living and visiting the District.

Imagine a place with pubs, restaurants, housing, outdoor celebrations and events, and all the current pre-game activity and traditions that will make this the place to be.



# Tomorrow's Possibilities

A vibrant pedestrian environment accommodating events, staging, resident parking access, service and emergency vehicles.





# Today

Capitalize on connections between the stadiums, 1st Avenue and waterfront



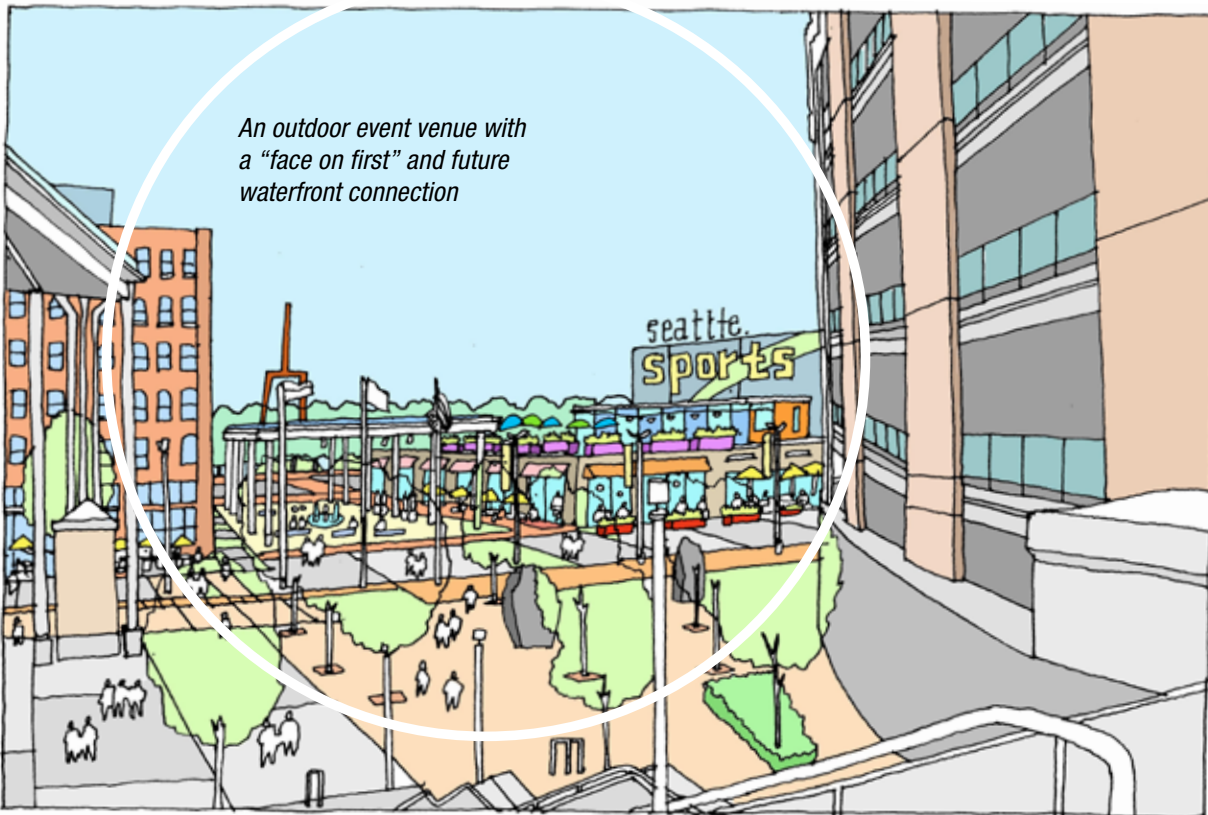
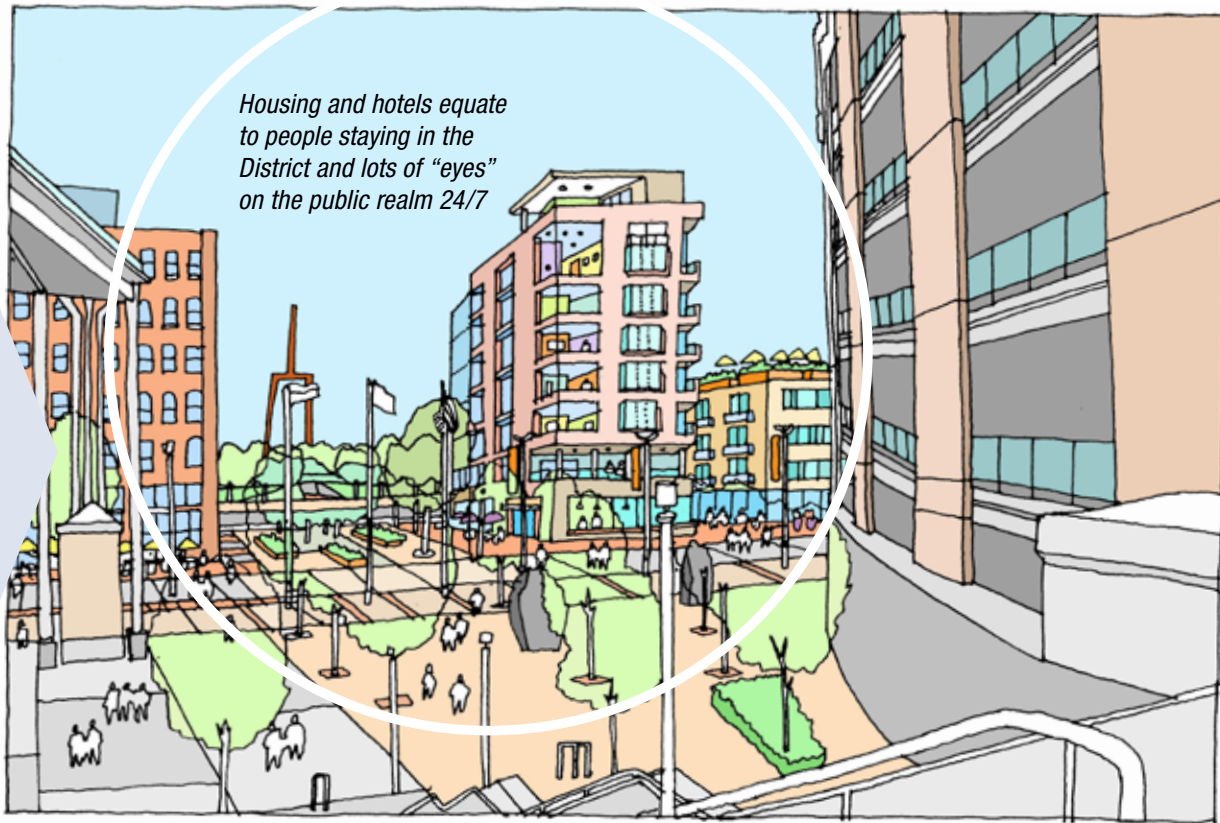
**Imagine:** housing and hotels bringing people, balconies, active edges, transparency, roof decks and a robust street presence

The success of the Occidental sports promenade is dependant on the quality of connections and development that occur along it. The properties between Occidental and 1st Avenue present opportunities for buildings and open space that can reach out and connect to 1st Avenue, the waterfront, and beyond.

Wayfinding can be improved by making connections at stadium entrances, plazas, and other significant locations that extend their invitation far beyond their immediate doorstep.

# Tomorrow's Possibilities

New development at existing stadium gates and plazas can bring renewed vitality and connect beyond





# What if Occidental had these qualities...

## Outdoor Venues

Consider outdoor covered open space as part of redevelopment of existing buildings or new development to extend activity and provide outdoor venues for performance and events in the District.









# What if Occidental had these qualities...

## Stay Awhile

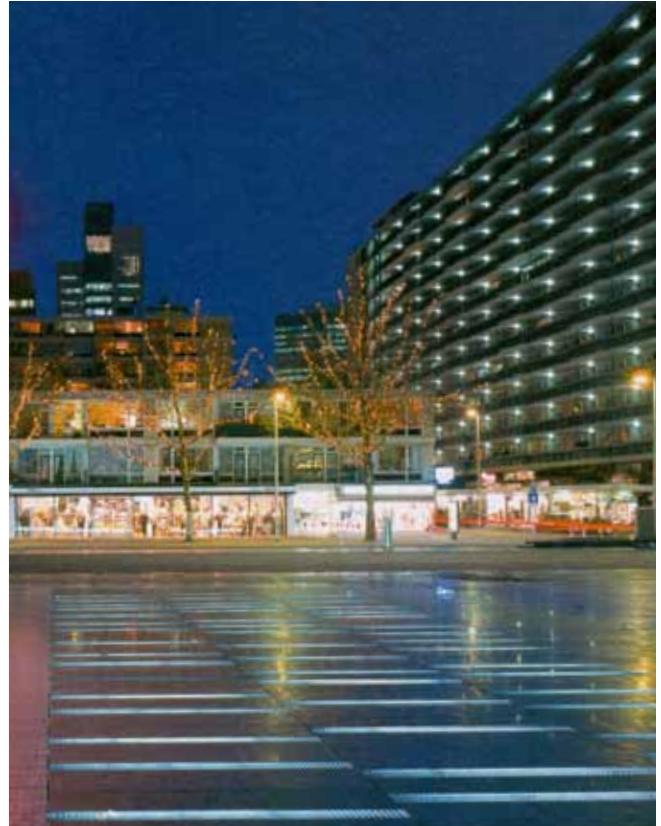
Develop pedestrian ways and active spaces between buildings within the District. Locate these as part of a comprehensive pedestrian network connecting significant gateways, thresholds, and open spaces around the stadiums to the waterfront, destination parks, public transportation and housing.





## Let There Be Light

A great deal of activity occurs at night in the Stadium District. The stadium lights provide a beacon to the action and the game. What are the opportunities to integrate light into public spaces, streets, and open spaces to enhance wayfinding and bring a sense of energy and vitality to the District after dark?



## A Variety of Venues

Expand opportunities for venues around the Stadium District of different sizes and scales. Find opportunities as part of outdoor public spaces in the form of terraces, plazas, squares, parks and promenades ranging from outdoor amphitheaters to more intimate areas for outdoor staged events.



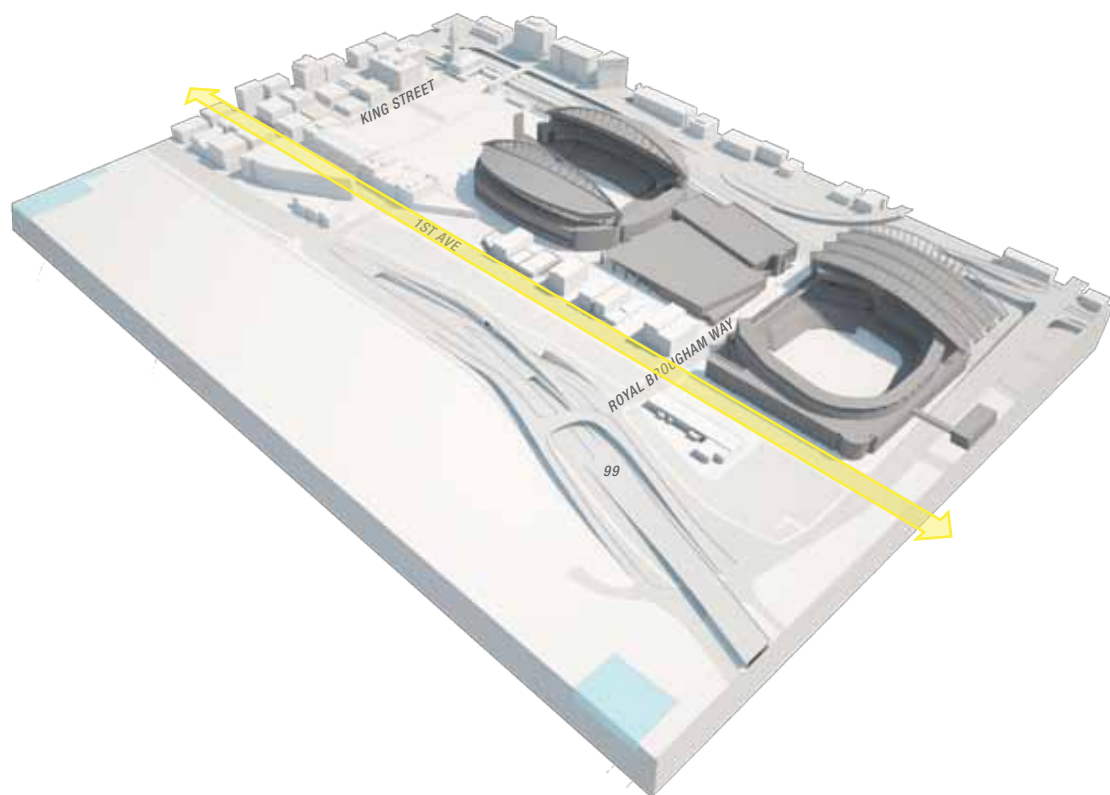
# 1ST AVENUE

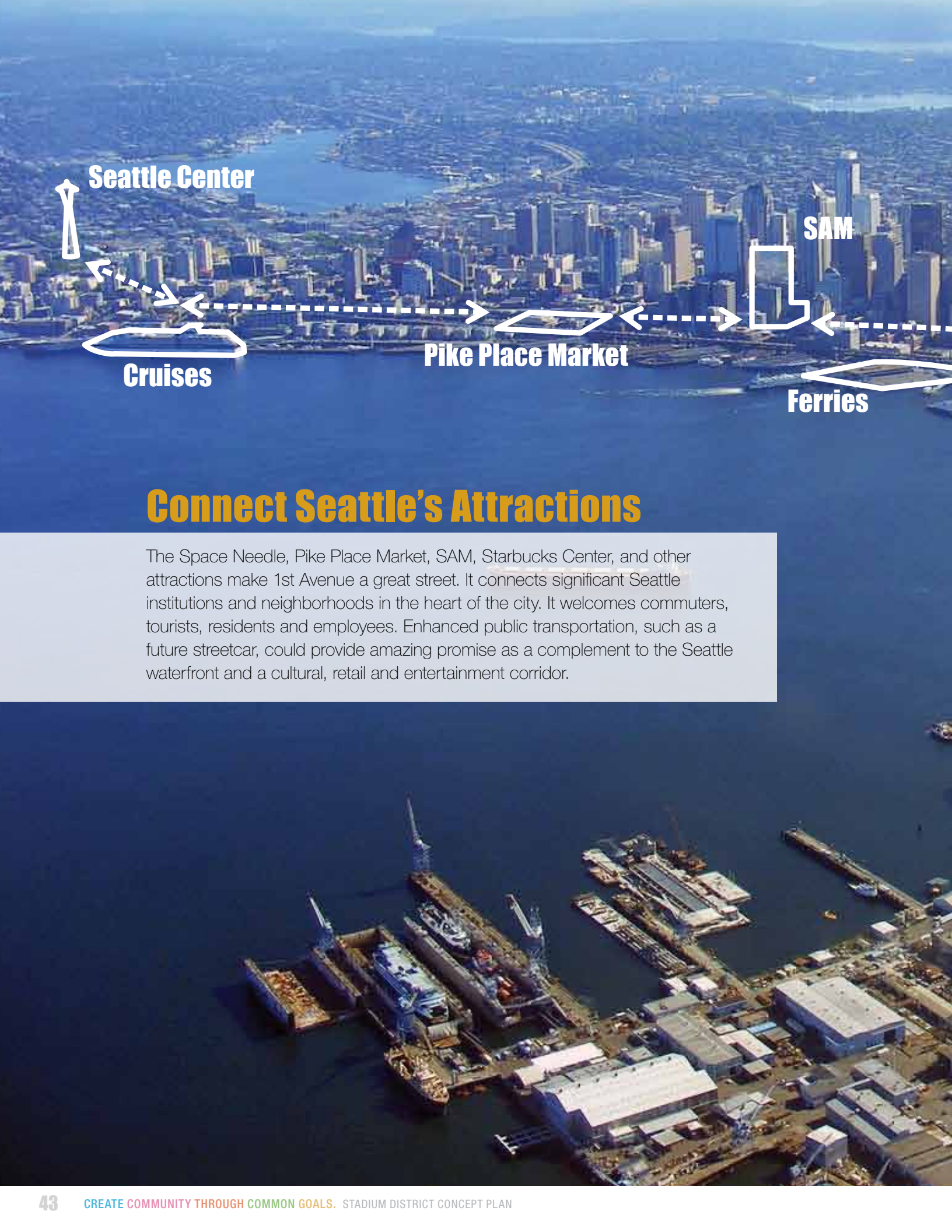
CULTURAL, RETAIL AND ENTERTAINMENT COR



# WUVE

## RIDOR





## Connect Seattle's Attractions

The Space Needle, Pike Place Market, SAM, Starbucks Center, and other attractions make 1st Avenue a great street. It connects significant Seattle institutions and neighborhoods in the heart of the city. It welcomes commuters, tourists, residents and employees. Enhanced public transportation, such as a future streetcar, could provide amazing promise as a complement to the Seattle waterfront and a cultural, retail and entertainment corridor.





**Pioneer Square**

**Stadiums**

**Starbucks  
Center to  
the south**







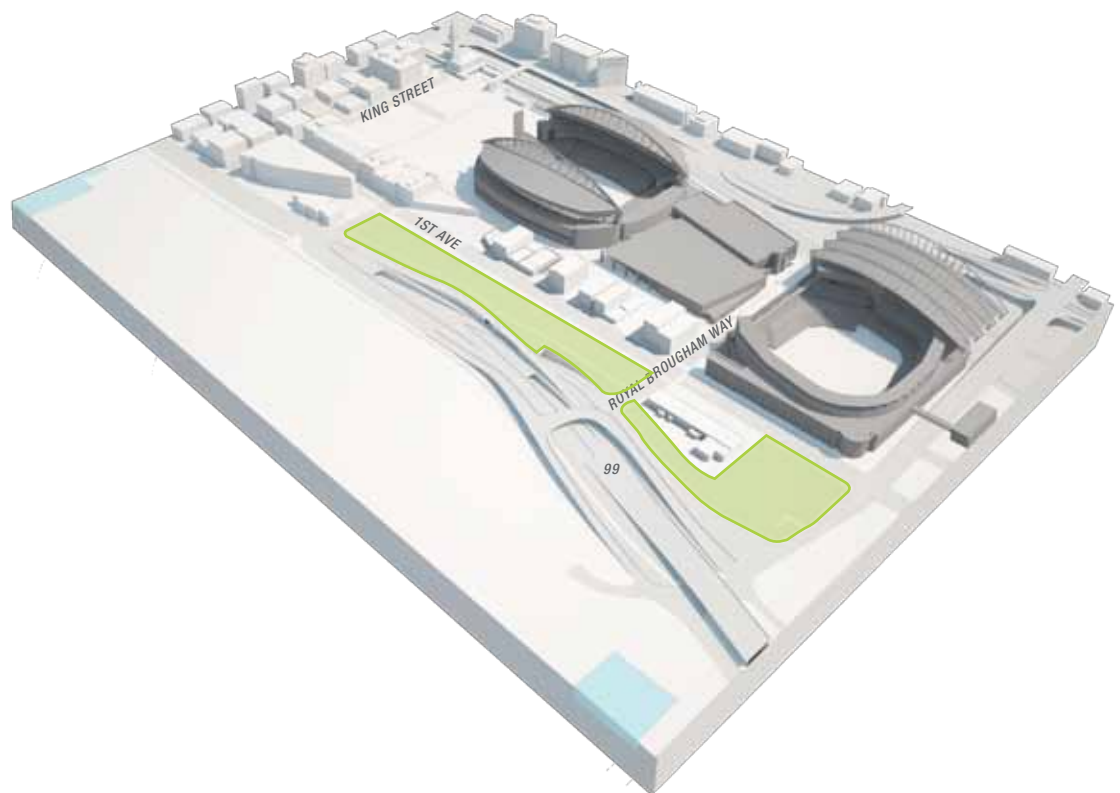


# PARKING

**CAPITALIZE ON GREEN SPACE ABOVE PARKING**



GI



# What if the Park(ing)...

## Created a Destination Open Space

Consider a parking garage and destination open space at the southern terminus of the waterfront to serve the Stadium District. It can be an active gateway to both Seattle's waterfront and the Stadium District. Soccer fields, play areas and other recreational activities could reinforce the image of the District as a regional sports venue. Stewardship and programming of the park(ing) could be provided by the public stadium authorities and teams.



## Integrated Parking

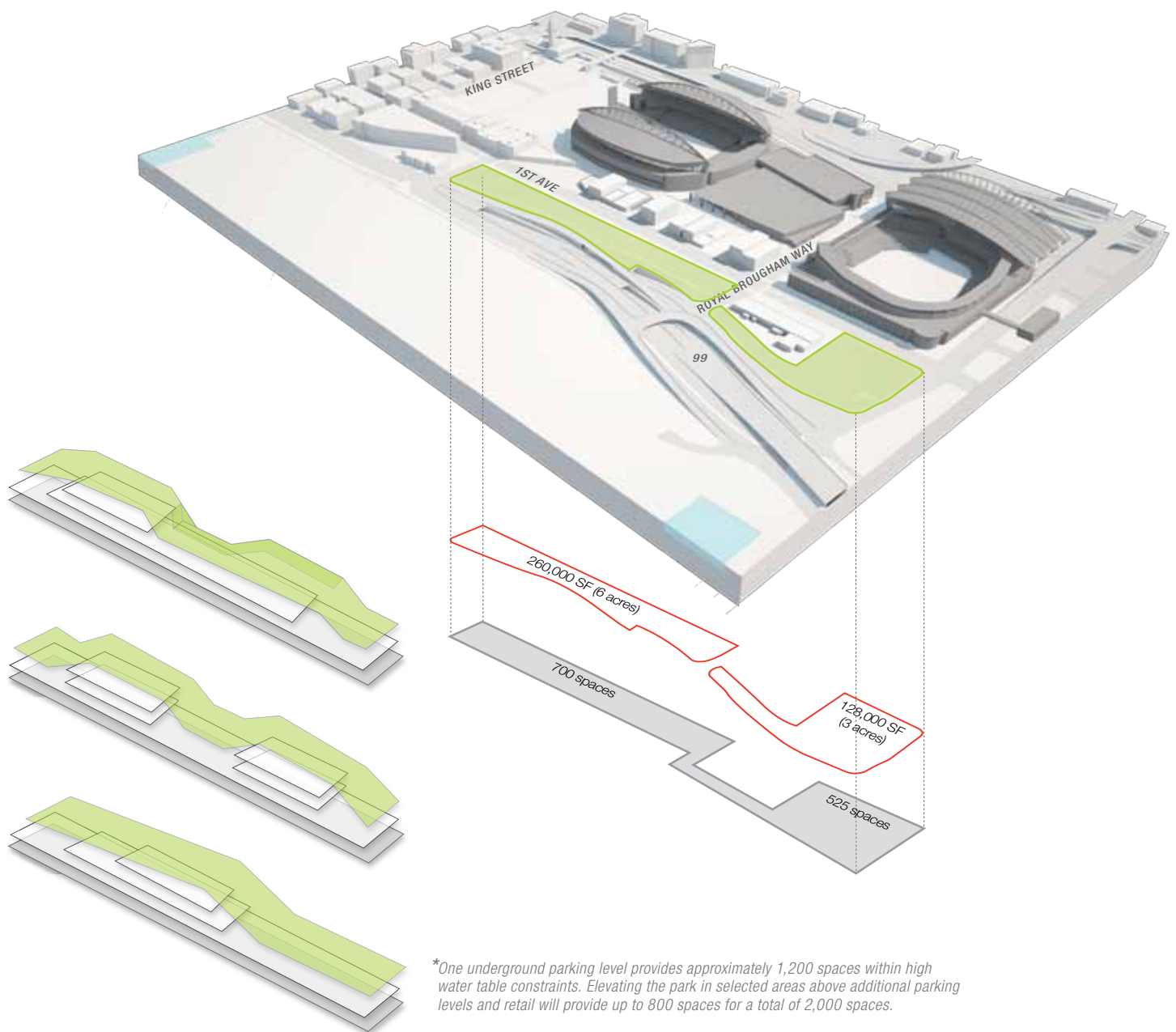
Wherever possible, integrate parking into adjacent development. Integrated parking has less disruption to retail, commercial and housing uses, creating pedestrian vitality.





## Capitalize on Green Space

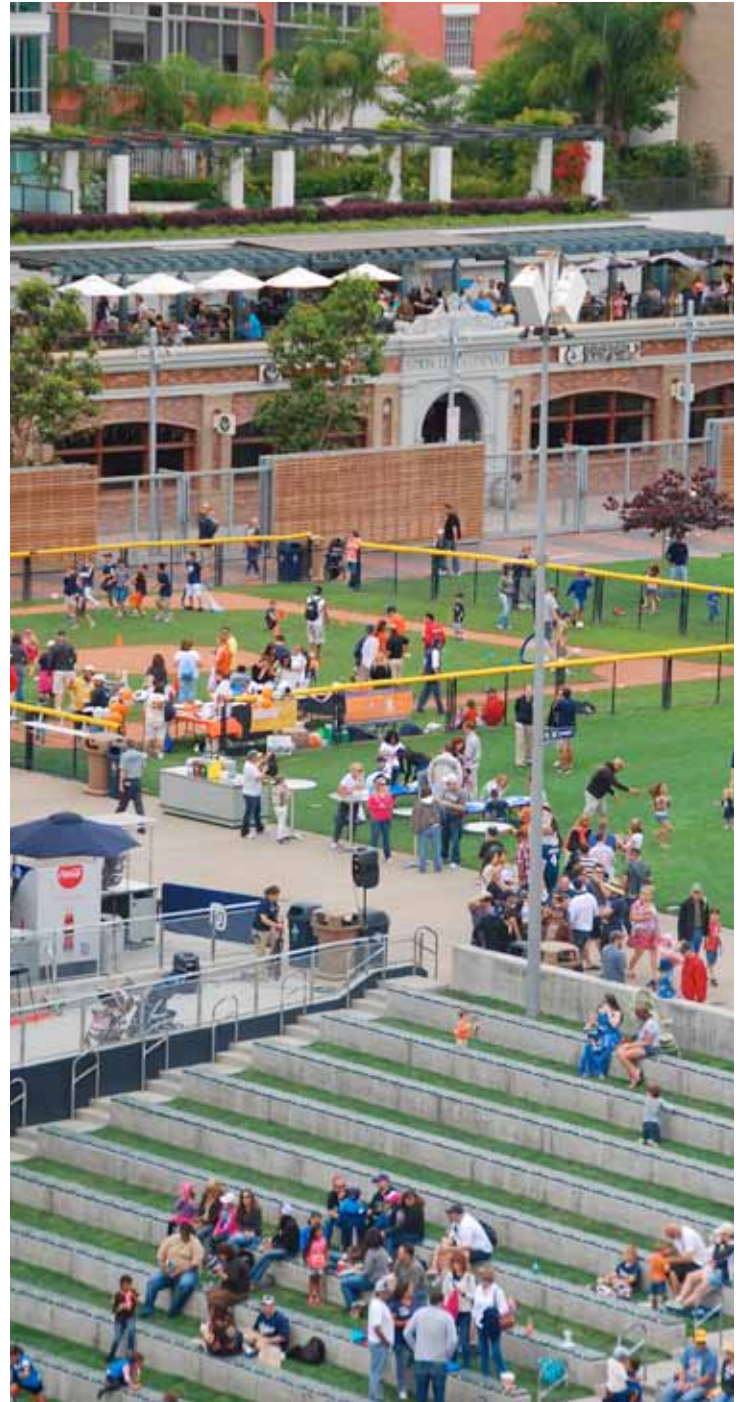
Capturing green space along the length of CenturyLink and Safeco fields west of 1st Avenue can provide a destination park with parking below. Retail is envisioned in the park to attract people to complement the park and activate 1st Avenue and Railroad Way. The Pyramid Alehouse might become a “Tavern on the Green”. Facilities for active recreation, such as swimming, soccer clinics, and bicycling might also be provided.



# Imagine these Park(ing) activities...

## Grass and Splash... Let's Play

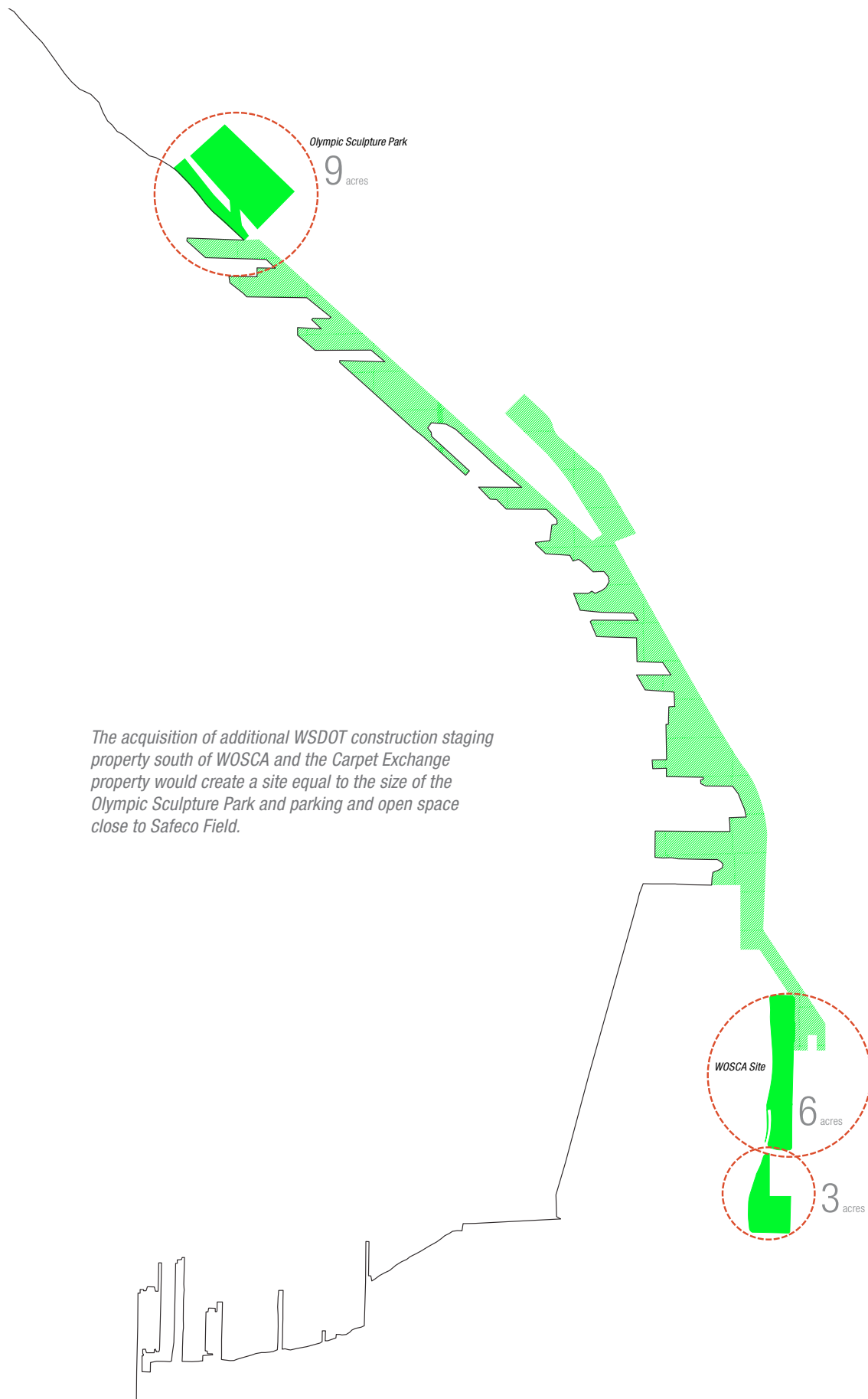
A soft surface or a wet one is a magnet for kids. Incorporate places to get wet, play ball, swing, slide, climb, skateboard or otherwise engage in active play within the District. Whether it is pre-game, post-game or no game activity, provide a place for kids and families to get together and play.







# A Bookend on the Waterfront...







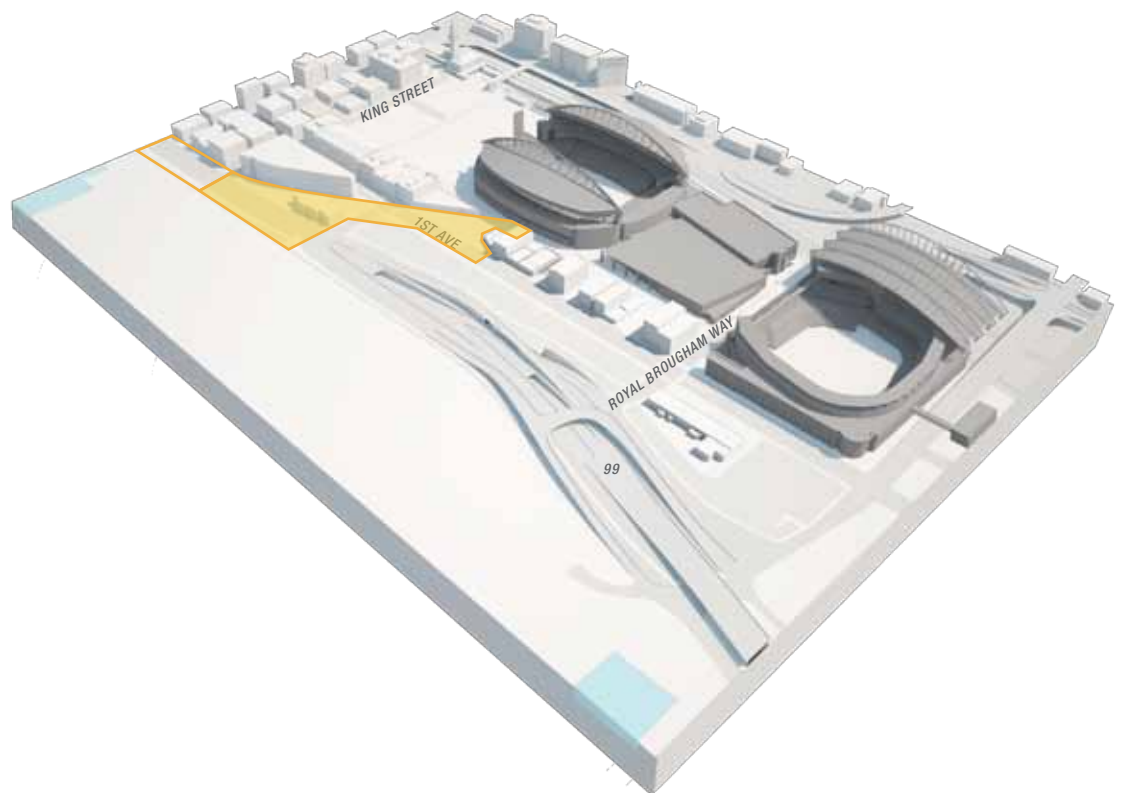
San Diego Lightrail with Team Logo



# NEXUS

RAILROAD WAY WATERFRONT CONNECTOR





# Valuable Waterfront Connector Once the Viaduct is Down.

This defined area of the Seattle waterfront along Railroad Way is the direct connection to the Stadium District, the stadiums and the Occidental sports promenade. It will be catalytic in defining the character and quality of the adjacent development and will define and reflect the emerging character and potential of the Stadium District.

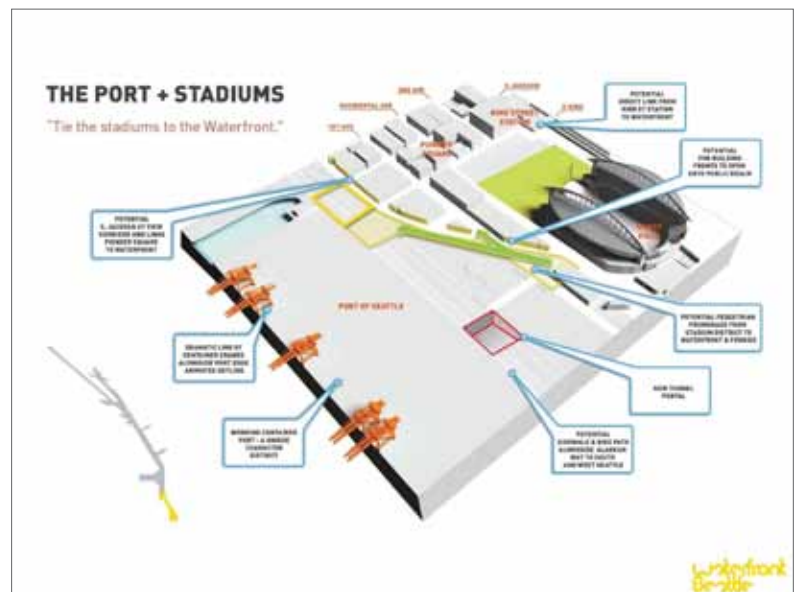




What if the public realm of the Railroad Way waterfront connector were expanded to include destination open space, retail and parking on the WOSCA site?



*Portal Area Design Guidelines. June 18, 2010*

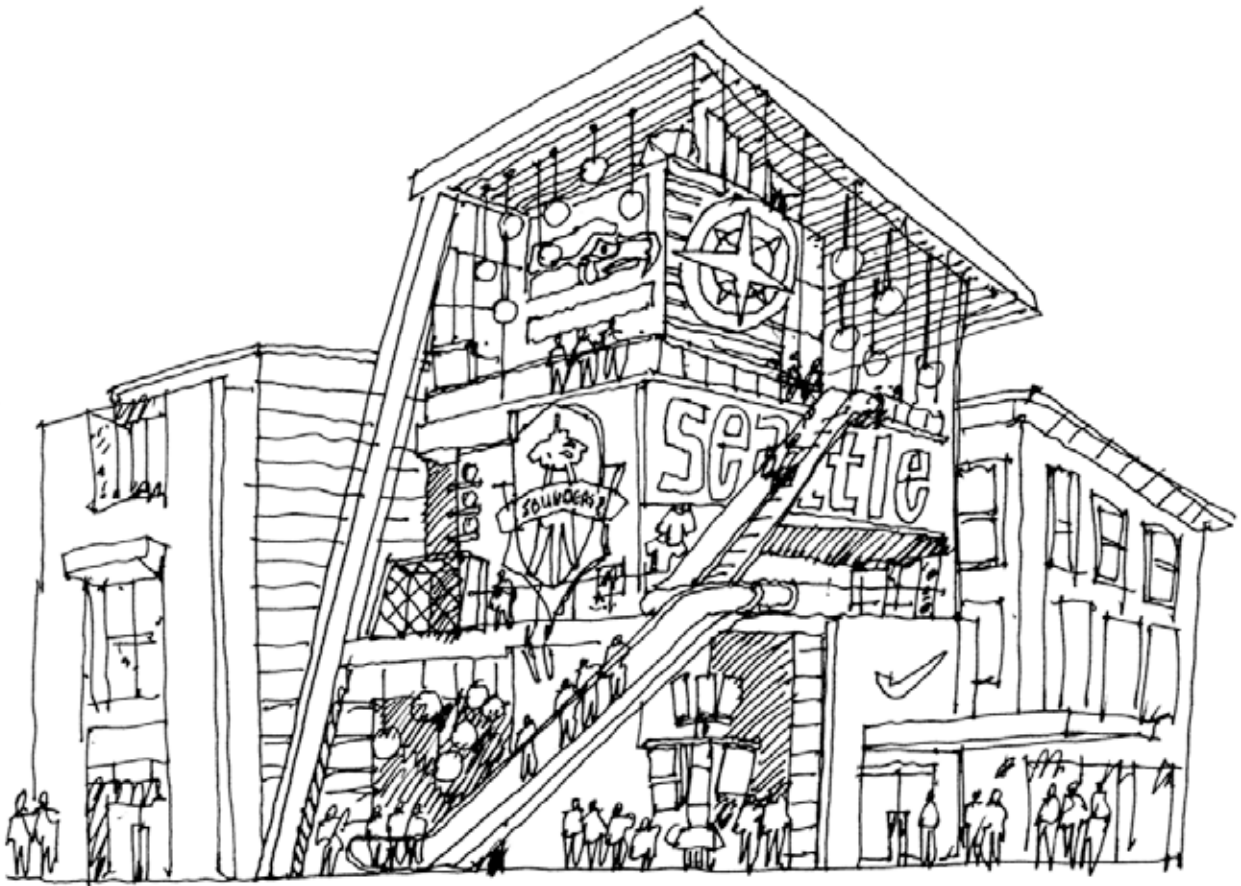


### Waterfront Seattle Project

# What if Nexus had these qualities...

## A Sports “Punctuation” to the Waterfront

Imagine staying at a destination hotel near the stadiums or visiting a sports center that brings all the Seattle teams together under one roof and provides the latest scores and other sports news. The Nexus could enhance the District's identity.





## Active Edges

As the waterfront connects into the District via Railroad Way intersecting both 1st Avenue and Occidental, there are opportunities to expand the public realm to create terraces, plazas, and extended zones for furniture, dining, and pedestrian activity. This vitality can enhance development opportunities and provide larger outdoor gathering spaces.





**CONTINUE THE CONVERSATION...**







**GO!**  
**LETS**

# WE WELCOME YOUR COMMENTS AND IDEAS.

Please email:  
**[comments@stadiumdistrict.org](mailto:comments@stadiumdistrict.org)**

## Boards

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