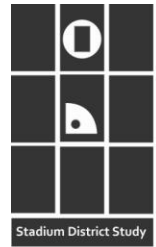


Stadium District Study
Stakeholder Advisory Group Meeting 4
May 21, 2013
4:00PM – 6:00PM Seattle Municipal Tower Room 4050



Attending Advisory Group Members or Representatives:

Fred Mendoza
Judd Marquardt
Alan Cornell
Tom McQuaid
Don Auresta (for Henry Liebman)
Laura Bachman
Leslie Smith
Tia Petrovitch
Ryan Smith
David Huchthausen
Jeffrey Long
Maiko Winkler Chin

Welcome and Introductions

Gary Johnson welcomed the advisory group members. All advisory group members and other meeting attendees introduced themselves. Gary provided a brief recap of the discussion during the third meeting, which focused on mobility topics. Gary provided an update on recent project activity including the Stadium District Walk and Talk which took place on May 8th, 2013. Roughly 80 people attended and toured the study area on a bright sunny evening. Gary reminded the group of the end goals for the project: to inform possible Comprehensive Plan amendments; potential zoning changes; and streetscape concept plans.

Draft Guiding Principles

Geoff Wentlandt provided an overview of a set of draft guiding principles and vision statement for the stadium district. The draft guiding principles were distributed to the group along with the agenda before the meeting, and provided in a handout for the group. Geoff explained that the draft guiding principles were meant to be drawn from stakeholder input to date, past planning efforts in the area, and new observations and data collection. Geoff touched on a few key elements of the guiding principles in each of the main topic areas: the vision statement; land use; sustainability; mobility; and public realm. The guiding principles could be used to help inform specific land use and urban design scenarios to be generated throughout the remainder of the study.

Stakeholder Group Discussion

The stakeholder advisory group began a discussion of the guiding principles. Comments and topics of discussion are summarized below.

- Several comments pertained to the lack of emphasis in the principles on the need to protect public investments made in major professional sports facilities.
- It was noted that the principles differed from the core value statements that were voted on by the public boards that oversee SafeCo Field and CentruyLink field in the 2012 privately prepared Stadium District Concept Plan.
- It was requested that language be added into the guiding principles to consider the need to protect the operational and functional needs of the stadium facilities.
- There was discussion of whether language in the principles - particularly language pertaining to “seven day a week” neighborhood connotes residential uses.
 - *DPD staff indicated that the language reflects the principle of seeking to create a neighborhood that is active more often than the ‘peaks and valleys’ of stadium related activities, which could be achieved by residential uses or other uses which would be studied in more detail. It was noted that residential use will be among the range of uses to be studied in detail, and that scenarios involving residential uses would likely limit the extent and amount of such uses to specific locations.*
- Concerns were expressed about the compatibility of potential residential uses with industrial activities nearby the stadium district, particularly noise impacts.
- It was noted that certain buildings in the area have existing residential uses (pursuant to prior land use allowances for live/work activities) and that residents of those buildings know that it is very loud in the area. This would be a significant challenge to citing new industrial uses in the area. Any new residents would need to understand that it is a loud environment.
- Some support for the value of residential use to create a more vibrant neighborhood and integrate with Pioneer Square and the International District was expressed. The ability for residential use to support a broader range of business activity was noted.
- It was noted that the ‘peninsula’ of Pioneer Square land that extends southward between Occidental Ave. and First Ave. as far as Royal Brougham already permits residential use.
- The proximity of potential residential use to Stadium activities was also noted as a factor to consider. There could be challenges related to stadiums having lights on during late hours. Due to cleaning needs stadiums sometimes must keep lights on late into the night after events.
 - *DPD staff reminded the group that the purpose of studying a range of potential uses in detail was to evaluate the pros and cons of various scenarios. The consultant team will be engaging in the analysis starting with today’s presentation.*
 - *DPD staff welcomed the group to provide specific comments and editing on the proposed draft guiding principles in e-mails or during individual meetings following the advisory group meeting.*

Introducing the Consultant Team

Gary Johnson summarized the hiring process for the selection of a consultant team. The team is providing services directly to the City of Seattle on execution of the study. Consultant team member firms took a moment to introduce themselves and explain their respective roles.

- Patrick Gordon, Principal, described the work of ZGF Architects the team lead. ZGF will conduct urban design and land use analysis. Other members of the ZGF team include David Grant and Jerome Unterriener. Patrick touched on ZGF's extensive past work in the area including architectural work on King Street Station preservation, Stadium Place, and consulting on the 2012 privately prepared Stadium District Concept Plan.
- Matt Anderson, Principal, described the work of Heartland. Matt summarized the type of economic and feasibility analysis Heartland will perform for the study. Heartland will evaluate the current and long term feasibility factors and residual land value considerations for focus catalyst sites in the district. Matt Hoffman is the other key team member from Heartland.
- Kendra Breiland, Transportation Planner, summarized the role Fehr & Peers will play on the team to evaluate district transportation constraints and opportunities associated with all potential scenarios. Kendra described the multi-modal focus of Fehr & Peers ranging from freight movement to vehicle movement to non-motorized modes.
- A team member not present was Terry McCann, Senior Planner at EA Engineering, which will conduct schematic level analysis of environmental and adjacency impacts related to land use scenarios.

Urban Design Analysis

Patrick Gordon proceeded to give a presentation on the consultant team's initial urban design analysis of the district. The presentation began with a discussion of the district's relationship with adjacent and nearby neighborhoods, including recent and emerging trends in those neighborhoods. Patrick provided an overview of major influencing land use patterns in the district beginning with the footprint and influence of the sports and entertainment facilities, including some observations about the activity patterns associated with the facilities. Patrick then pointed out the presence of a strong fabric of character sites and buildings with historic interest in the area. He noted that these sites contribute important qualities and sense of place and history to the area. The character sites are not expected to be the locations of significant change. Patrick then provided an overview of recent, planned or ongoing investment and new development. He noted that new development will occupy a significant portion of the study area and will have major influence. Projects highlighted included: stadium place, home plate development, SR99 Alaska Way portal, King Street Station preservation, new Waterfront including the

improvement of Railroad Way, the proposed basketball/hockey arena, the Silver Cloud Hotel, and the proposed Stadium Lofts development.

The presentation then turned to remaining catalyst sites. Patrick pointed out that after the sports facilities, character buildings and new development are considered, there are a limited number of opportunity areas for significant change or infill land uses in the district. Patrick discussed how the consultant team would consider the opportunities as Catalyst Sites: specifically the WOSCA site, the area overtracks, and the block between Occidental Ave. and First Ave. located between the proposed basketball/hockey arena and SafeCo field. Matt Anderson of Heartland then discussed each of the catalyst sites and the range of factors that will figure substantially in an economic review of the sites. Matt stressed that it is an exciting, but challenging time for economic analysis in the area with multiple major comparable projects just coming on line (stadium place & home plate development), as well as major infrastructure changes with SR99 and the future new waterfront.

Patrick concluded the presentation by focusing on the district scale public realm, or 'embracing the bigger picture'. This discussion pointed to streetscape and placemaking opportunities on key streets, the need for improved east-west connectivity, and the stated interest by some in a new open space within the district. Comments about the public realm were focused on the need to identify broader connections and urban design relationships to help guide the most appropriate land use mix on catalyst sites and other sites in the district. Patrick clarified that the team would be looking at detailed range of land use scenarios in the coming weeks, which will be presented and discussed with the group during future meetings.

- Comments by the group expressed interest in seeing the next steps for the project.

Wrap Up

Seeing no further comments or discussion, Gary Johnson concluded the meeting at 5:40PM, reminding the group to please e-mail specific comments on the Guiding Principles document.