



DESIGNING A FRAMEWORK FOR UPTOWN'S FUTURE

Connectivity



connectivity

uptown is... an urban center
a transit hub
a freight corridor
a tourist destination
a multifaceted neighborhood



we get around on foot
by bike, bus and car
sometimes by monorail!

our streets serve people, goods & services
local residents, visitors &
commerce

Significant transportation improvements are underway in Uptown. What will the neighborhood look like when they are complete? Will there be gaps, and how can these be addressed?

2014

Rapid Ride E Line begins service
Urban Design Framework process w/DPD

2015

Mercer West construction complete
SR99 tunnel opens

2016

Construction of surface street
connections across Aurora

2017

Surface street connections complete:
Harrison, Thomas, & John

What could Uptown's transit system and street network look like in 10 years? 20 years?



**Ballard to Downtown High-Capacity Transit Study •
Lake2Bay Loop • Seattle Center Century 21 Master
Plan • Center City Connector/1st Ave N Streetcar •
Bicycle Master Plan Improvements**



**Uptown: A
neighborhood for
all modes, ages
& abilities**



Connecting to our neighbors

belltown/downtown

south lake union



elliott bay

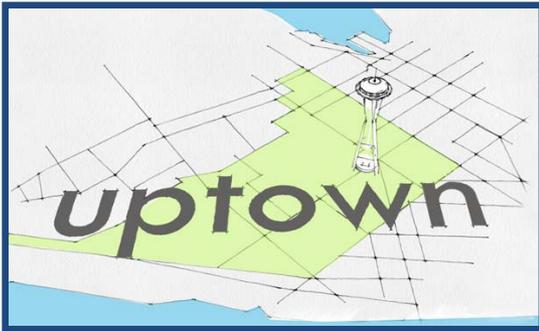
queen anne hill



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Economic Vitality





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Living in Uptown



City of Seattle
Department of Planning and Development

November 7 2013 Uptown Community Open House

living in uptown



views - the reason we live here!!

living in uptown



**established neighborhood:
older apartments, newer condos**

living in uptown



tree canopy and urban forest

living in uptown



seattle center

living in uptown

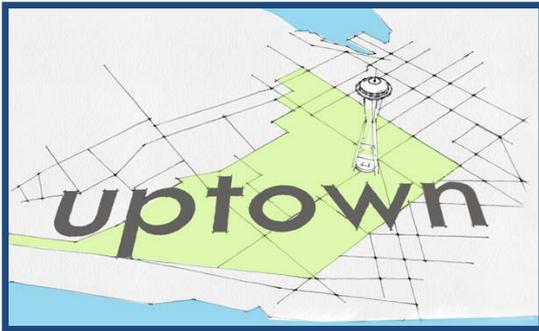


businesses - retail, service, theater

living in uptown



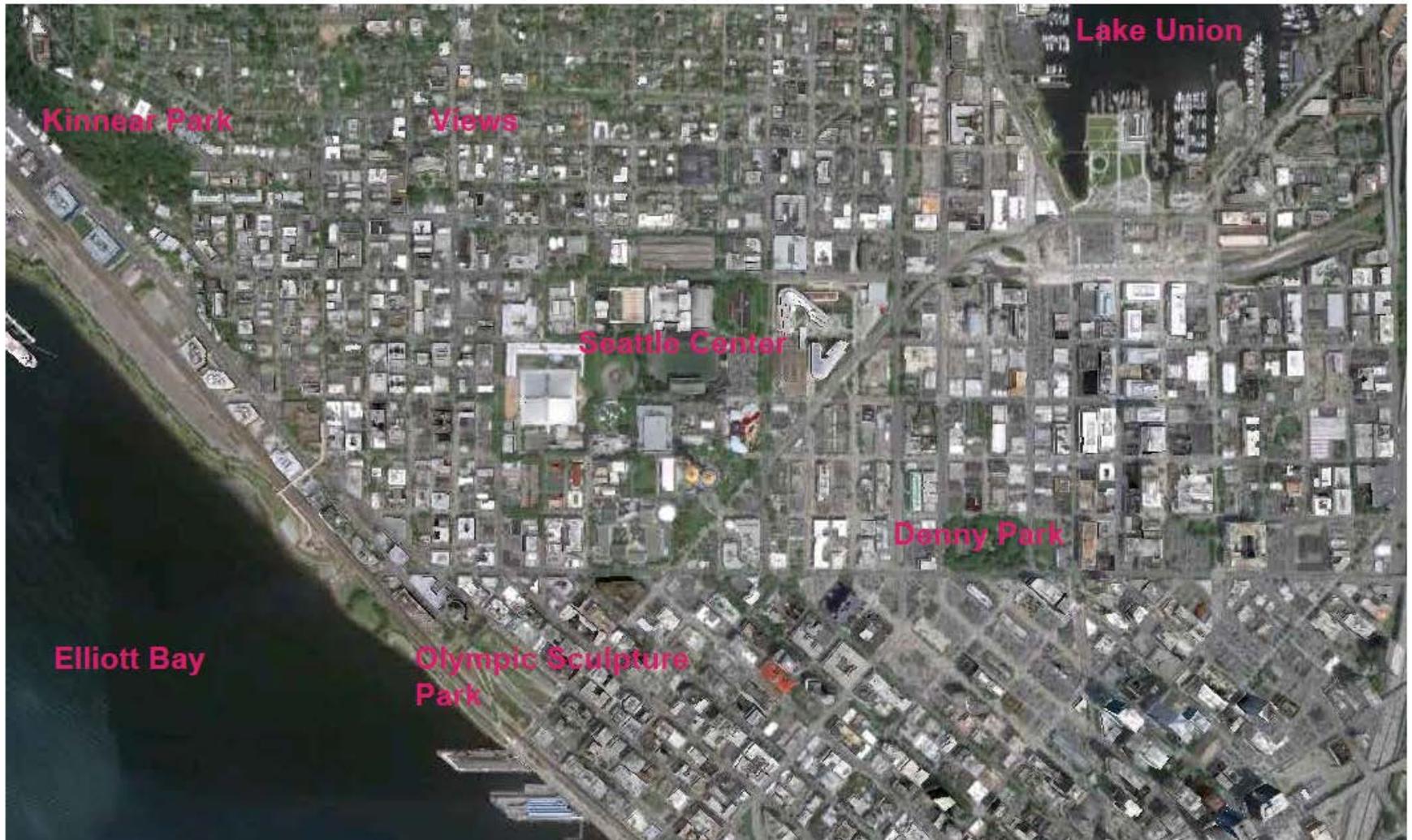
transit service



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Public Realm





UPTOWN PUBLIC REALM

UPTOWN URBAN DESIGN FRAMEWORK OPEN HOUSE

november 7, 2013



UPTOWN PUBLIC REALM

UPTOWN URBAN DESIGN FRAMEWORK OPEN HOUSE

november 7, 2013

MAJOR SPACES



UPTOWN PUBLIC REALM

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UPTOWN PUBLIC REALM

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MAJOR SPACES as neighborhood places and connections



UPTOWN PUBLIC REALM

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“MAIN STREETS”

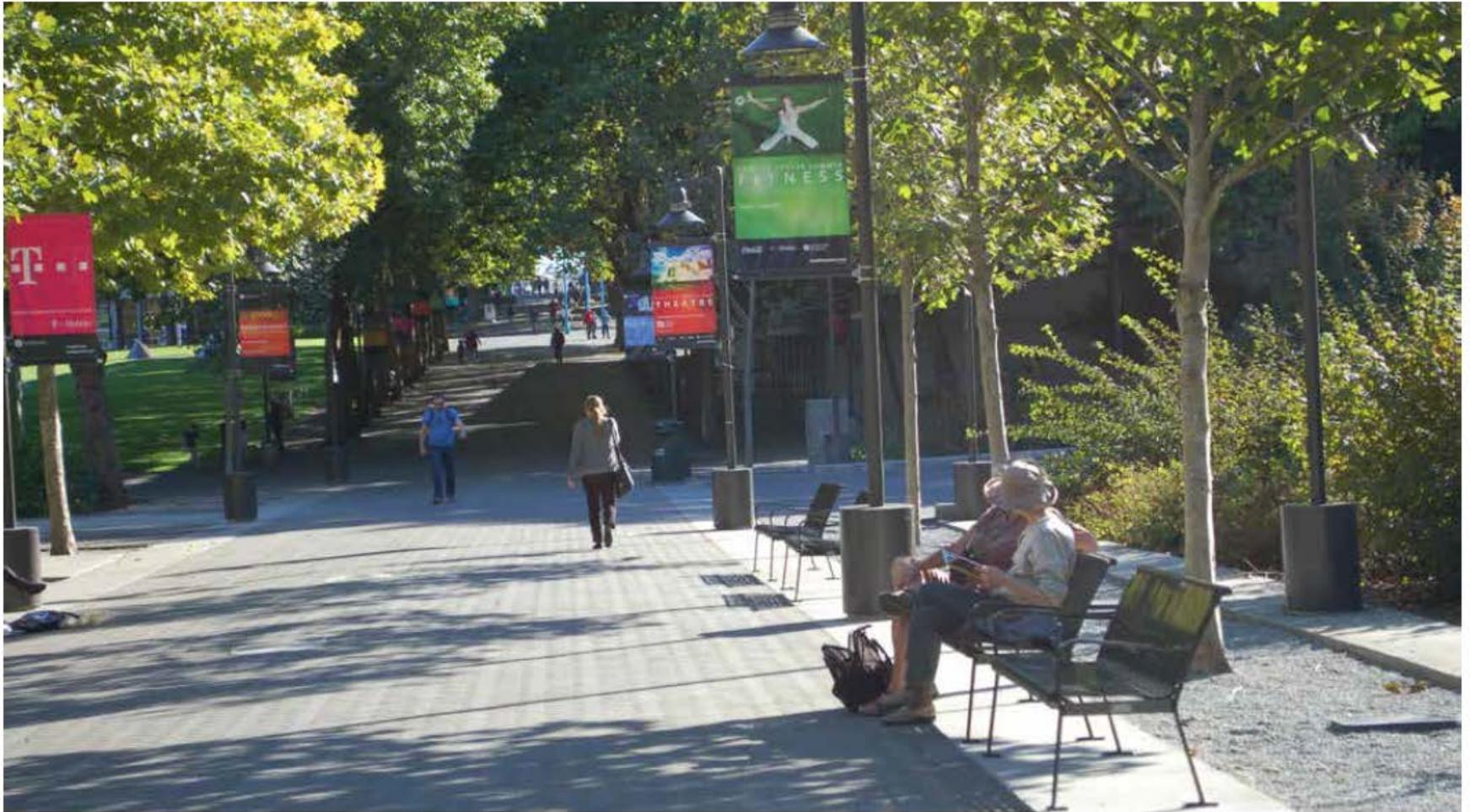


UPTOWN PUBLIC REALM

UPTOWN URBAN DESIGN FRAMEWORK OPEN HOUSE

november 7, 2013

GREEN WALKING ROUTES



UPTOWN PUBLIC REALM

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GREEN WALKING ROUTES



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NEIGHBORHOOD OPEN SPACE SPOTS



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A PLACE WITH A VIEW



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OPPORTUNITIES



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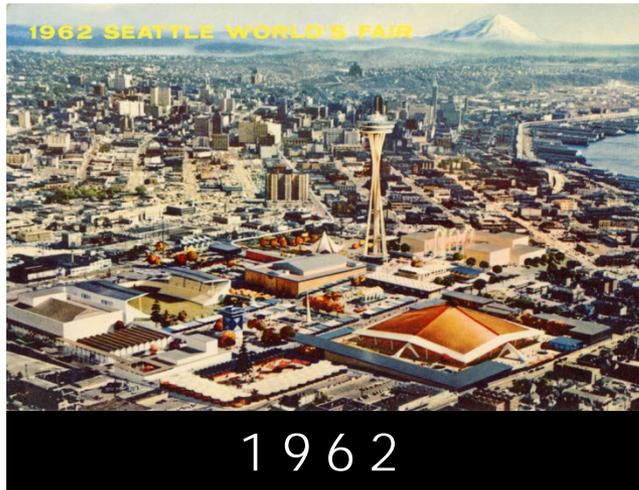
Seattle Center



Seattle Center

Looking to the Future

Seattle Center creates exceptional events, experiences and environments that delight and inspire the human spirit to build stronger communities.





Seattle Center by the Numbers

500 free and affordable **PUBLIC** programs produced annually by Seattle Center

5,000 events created on the **74-acre** campus each year

30 vibrant **resident organizations** in the arts, culture, education, sports and entertainment

4 community-wide outdoor **summer festivals** – Northwest Folklife, PrideFest, Bite of Seattle, Bumbershoot

22 **cultural festivals** (Seattle Center Festál) on weekends

13 **food merchants** in Seattle Center Armory

Hundreds of **community partnerships**

12 million visitors each year





Center Milestones, 2012 and 2013

Seattle Center ➔ 50th Anniversary in 2013

Space Needle and Monorail ➔ 50th Anniversary in 2012

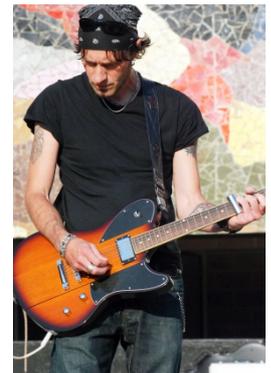
Seattle Repertory Theatre ➔ 50th Anniversary Season

Pacific Science Center ➔ 50th Anniversary starting in Nov. 2012

Seattle Opera ➔ 50th Anniversary in 2013

Pacific Northwest Ballet ➔ 40th Anniversary Season, 2012-2013

Marion Oliver McCaw Hall ➔ 10th Anniversary in 2013



The Center's Evolution Continues

Cornish College of the Arts @ the Playhouse, 2013

KEXP & Upper Northwest Rooms, 2014

Armory Loft (meeting and events spaces), 2014

New Guest Services Center, 2014

Artists-at-Play (children's area) in former Fun Forest, 2014

Seattle Opera and Mercer Arena, 2016-2018

KeyArena, in the future

Memorial Stadium, in the future





Public-Private Investment Since 1990

\$760 million invested on campus 1990 – 2012, with over \$460 million raised from private sources.

- Seattle Children’s Theatre built – 1993 & 1995
- KeyArena and International Fountain rebuilt – 1995
- EMP Museum building opened – 2000
- Fisher Pavilion built to replace Flag Pavilion – 2002
- Civic Auditorium / Opera House redeveloped as Marion Oliver McCaw Hall – 2003
- 5th Ave N Garage, LEED certified and topped with a 1.2-acre living roof, built – 2008
- Seattle Skatepark, 2009
- Theater Commons, 2010
- Chihuly Garden and Glass, built 2012
- Seattle Center Armory Food Atrium Renovations, 2012

Seattle Center Century 21 Master Plan

Guiding Design & Development

Adopted by Seattle City Council in **2008**, the **\$570 million**, 20-year plan to be supported by private and public funding:

- Creates the **premier civic gathering place** in the core of our city to serve the region and beyond far into the future
- Calls for a mix of community and commercial spaces, **open space** (adds 10 acres), restaurants and retail
- Reduces SC's carbon footprint and makes it a model for ecology and emerging **green technology**

Completed projects:

- Broad Street Green (2009)
- Seattle Center Skatepark (2009)
- Theater Commons (2010)
- Campus signage improvements (2011)
- SIFF Film Center (spring 2011)
- Seattle Center Armory (2012)
- Chihuly Garden and Glass (2012)



KeyArena Today

109 Events in 2012 with attendance of over **550,000**

Operating profit of **\$650,000** in 2012

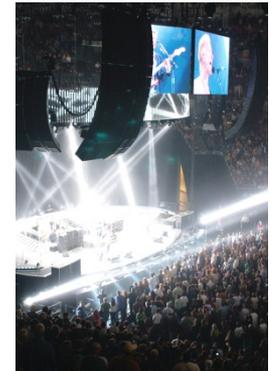
Ranked **65th globally** among arenas (Polestar)

Three resident **tenants**: WNBA Seattle Storm, Seattle University Men's Basketball, Rat City Rollergirls

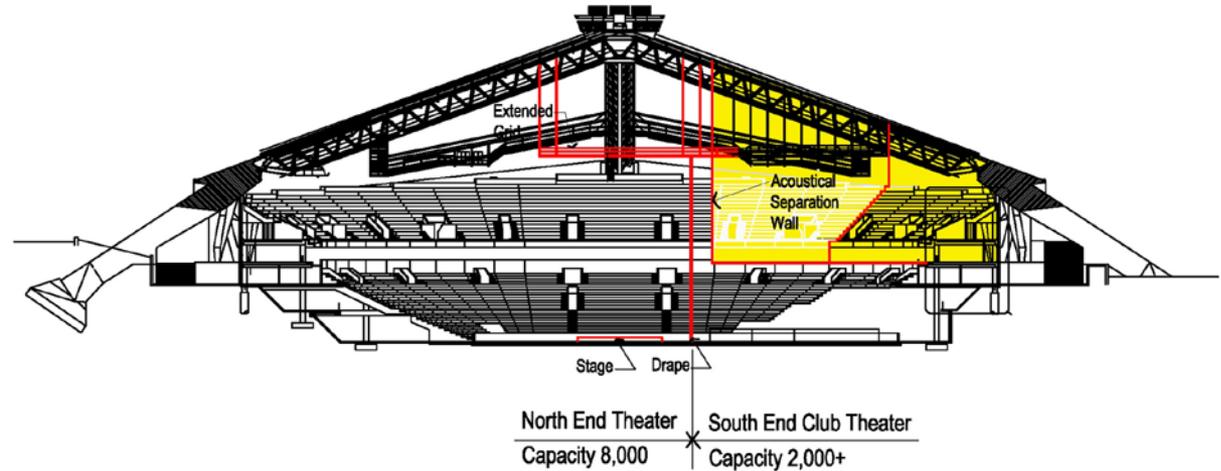
Upcoming **concerts** in 2013: Selena Gomez, Michael Buble, Nine Inch Nails, Trans-Siberian Orchestra, 107.7 Deck the Hall Ball, Pearl Jam, Macklemore (3 concerts)

Hosting live televised **WWE Monday Night Raw**, Dec. 9

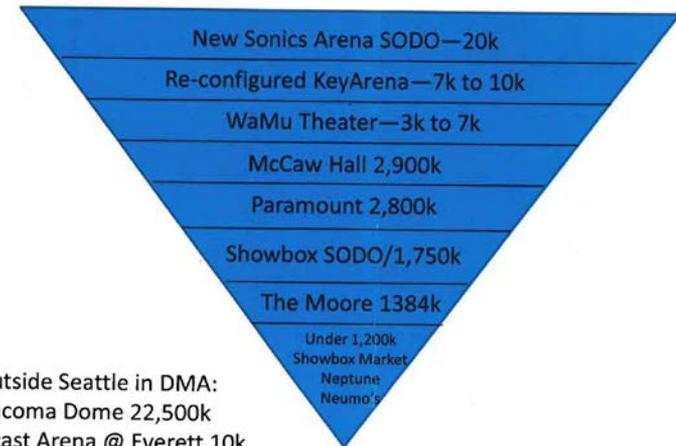
Hosting **NCAA Volleyball Championship** finals, Dec. 19-20



Future of KeyArena



Seattle Concert Booking Pyramid



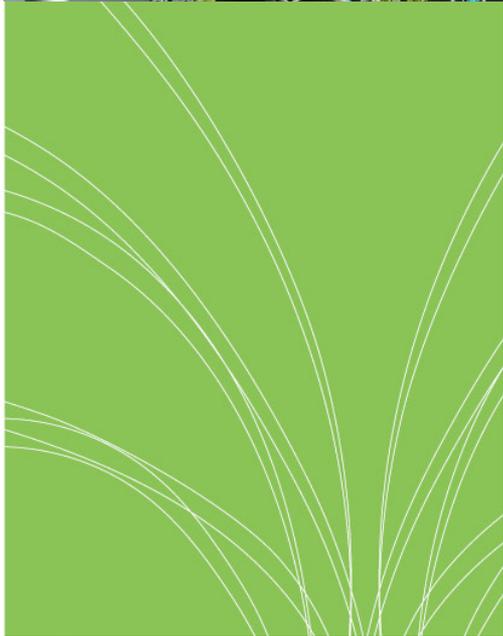
Outside Seattle in DMA:
Tacoma Dome 22,500k
Comcast Arena @ Everett 10k
Showare Center 7,800k

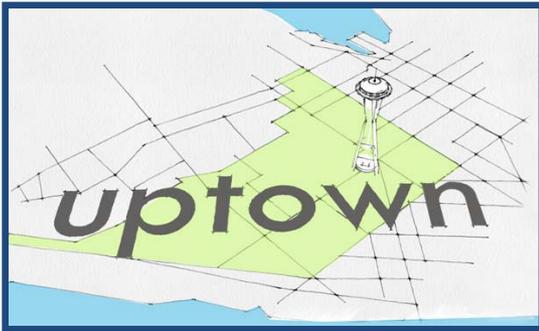
**Reported 2012 Pollstar Concert Capacity*

Future of Memorial Stadium



Centerpiece of Lake-to-Bay





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**Thank you and
good evening**

