

Version 2 of draft Stadium District Vision and Guiding Principles, incorporate comments during stakeholder advisory group meeting #4, as well as written comments provided to the project team.

STADIUM DISTRICT VISION

A destination sports and entertainment district for all that includes a range of complementary uses, is a seven day a week neighborhood, complements the character and uses in adjacent Pioneer Square, Chinatown/International District and the Duwamish manufacturing industrial center.

GUIDING PRINCIPLES

Land Use & Urban Form

- **Create a balanced mix of uses** that supports regional sports and entertainment, and includes complementary activities that encourage patrons to enjoy the district beyond the event itself and contribute to a 24/7 neighborhood during non-event times.
- **Recognize close proximity to significant port, rail and industrial activities** in the Duwamish Manufacturing Industrial Center, and encourage land uses that achieve the district's goals while complementing industrial activities to the south - providing a strong district edge at S. Holgate Street.
- **Provide inviting faces to the district** that engage and embrace the adjacent Pioneer Square and Chinatown/International District neighborhoods.
- **Cultivate a distinctive urban form** by considering iconic views to and from the district, the city's skyline, historic character, and infrastructure elements when determining scale, height, massing, placement and design of new buildings.

Stadiums

- **Preserve and enhance the public investment in stadium infrastructure and operations** by ensuring continued long term viability of stadium facilities within the district.
- **Support unique operational needs of stadiums and event centers**, such as: event staging, traffic management, nighttime operation, bus and freight access, signage and wayfinding.

Catalyst Sites

- **Recognize a limited number of key sites** available for infill development in, adjacent to, or near the district, and encourage new uses and configurations on these sites to optimize their contribution to the district vision.

- **Support incentives**, public/private partnerships and other proactive tools to achieve preferred outcomes and public benefits on catalyst sites.

Sustainability

- **Encourage a district that will serve as a national leader for sustainability** among neighborhoods with professional sports facilities.
- **Encourage innovative green infrastructure strategies**, including handling of stormwater, waste heat recovery, and transportation.

Mobility

- **Capitalize on, and support improvements to, the transportation network** in and near the District by enhancing connections to, and through the area, and optimizing the convenience and safety of all modes of moving people and freight.
- **Encourage collaborative and integrated transportation management** among major sports and entertainment uses and other uses in and near the district.
- **Support preservation and enhancement of freight mobility** through the district especially to port and rail facilities.
- **Address event and day-to-day parking needs** in the district.

Public Realm

- **Create a network of active and safe streets and public spaces** that support the life of the district and adjacent neighborhoods, are flexible to accommodate event day gathering and wayfinding, promote activity seven days a week, and do not adversely impact neighboring industrial activity or stadium operations.