

Response to Request for Proposal for  
THE REDEVELOPMENT OF KEYARENA AT SEATTLE CENTER

# Seattle Coliseum

## A World-Class Arena for All

DRAWINGS AND PLANS







**Recreation Destination in Uptown**  
Seattle Coliseum is a part of a vibrant Uptown neighborhood. AEG embraces this vibrancy by including public activities into the master plan. These include a basketball court, a art/culture/fitness walk, and a skatepark.

# Drawings and Plans

A civic asset with the historical legacy and iconic status of Seattle Center does not come to be by accident. Decades of concepting, input, design, and planning—by a diverse array of community members, experts and officials—come together to create a shared vision and a plan to achieve it. In developing our proposal, Seattle Partners paid close attention to the urban design and planning work of both the Seattle Center Century 21 Master Plan and the Uptown Urban Design Framework. This effort helped to underscore the historical and architectural importance of the Seattle Coliseum and how the arena is integrated into both the Seattle Center campus and the surrounding neighborhood.

Seattle Center, as Seattle’s “Living Room,” is an active and dynamic space used by both visitors and residents alike. Our responsibility, as the redeveloper for the revitalized Seattle Coliseum, is to enhance the Center campus through substantial improvements to the public realm. Our plan also seeks to integrate the Coliseum into the urban fabric of the Uptown neighborhoods and increase the pourousness and integration of the campus into the community.

In reponse to planning and design principles stated in the RFP, our development plan will build upon the history of Seattle Center while emphasizing flexibility, vibrancy, inclusion and artistic expression. We aim to make the Seattle Coliseum and its immediate surroundings a more vital and engaging environment for all of Seattle, 365 days a year. Our comprehensive plan for the Seattle Coliseum goes beyond what would be expected of an “arena in a park” by immersing visitors in and art-filled, activated experience, aligned closely with the emerging Arts & Culture District in the surrounding community.

**VISUALIZE PEDESTRIANS FIRST**

The Coliseum, already at the intersection of music, sport and entertainment, will emphasize its status as focal point with the addition of a unique Art/Culture/Fitness walk throughout Seattle Center. Creating an inviting and appropriately-scaled pedestrian environment to facilitate the safe movement of people throughout the area is one of our top priorities. We have illustrated this pedestrian first approach in a number of ways.

The Art/Culture/Fitness Walk will encourage a variety of mobility options and accomplish our goals of safe ingress, egress and flow. The Walk will originate at the Seattle Coliseum and weave visitors throughout the entire Seattle Center campus. Our initial concept for this feature is to offer a meandering path anchored by a variety of surface art installations. Created by local artists, these works of art will help unify the diverse components of Seattle Center and provide interesting and informative explorations for visitors of any age. The loop will connect current institutions, the Monorail and planned Mobility Hub with the new community outdoor basketball court and relocated skateboard park.

**CONNECT TO THE SEATTLE CENTER CAMPUS**

The existing loading dock, situated on Thomas Street and 1st Avenue North, serves as a substantial barrier to pedestrian access for residents of the Uptown neighborhood. AEG’s proposed design opens a pedestrian-friendly corridor into the campus via an inviting and multi-use gateway. By removing this barrier, we will support the free flow of people between the Seattle Center campus and Uptown. In addition, as is shown in our transportation strategy, AEG will invest in the Thomas Street Concept Plan to enhance the multi-modal transportation experience in this area. These improvements will help minimize the use of on-street parking for both special events and daily use.

**REIMAGINE THE ENTRY INTO THE SEATTLE COLISEUM**

The new design creates a sense of arrival on the southwest edge of Seattle Center by creating a half-acre plaza area at 1st Avenue and Thomas Street, opening this edge of the campus to the community. This expanded entry portal is made possible by lowering the Coliseum’s loading/marshalling area 40 feet below grade and expanding its size. This provides space for up to twenty large trucks and busses below grade, as well as a variety of smaller service vehicles, helping to greatly reduce the potential conflicts between pedestrians and service vehicles on Thomas Street.

These changes enhance accessibility both to and around the Seattle Coliseum. At-grade entrances to the Seattle Coliseum will mean that visitors no longer have to navigate cumbersome and uninviting stairs to enter the facility. This is an enormous improvement for those guests with mobility concerns. In addition, a third entrance on the South façade has been added.

“AEG’s efforts to enliven the center as a destination for sports, art, culture and entertainment is a critical public benefit, and one that we wholeheartedly support... In the time AEG has been in Seattle, they have done the hard work necessary to gather diverse opinions and insights from community stakeholders like the Urban League. We view AEG as the best fit for this critically important endeavor.”

–Pamela Banks  
President & CEO, Urban League of Metropolitan Seattle



# SEATTLE COLISEUM EXPERIENCE



MOBILITY HUB ZONE



COMMUNITY EVENT DAYS



SPORTS / ENTERTAINMENT EVENT DAY

WEST ENTRY PLAZA



OUTDOOR FOOD AND BEVERAGE



NEW SOUTH ENTRY ARRIVAL PLAZA



EAST ENTRY PLAZA + FITNESS LOOP



OUTDOOR COMMUNITY SPORTS



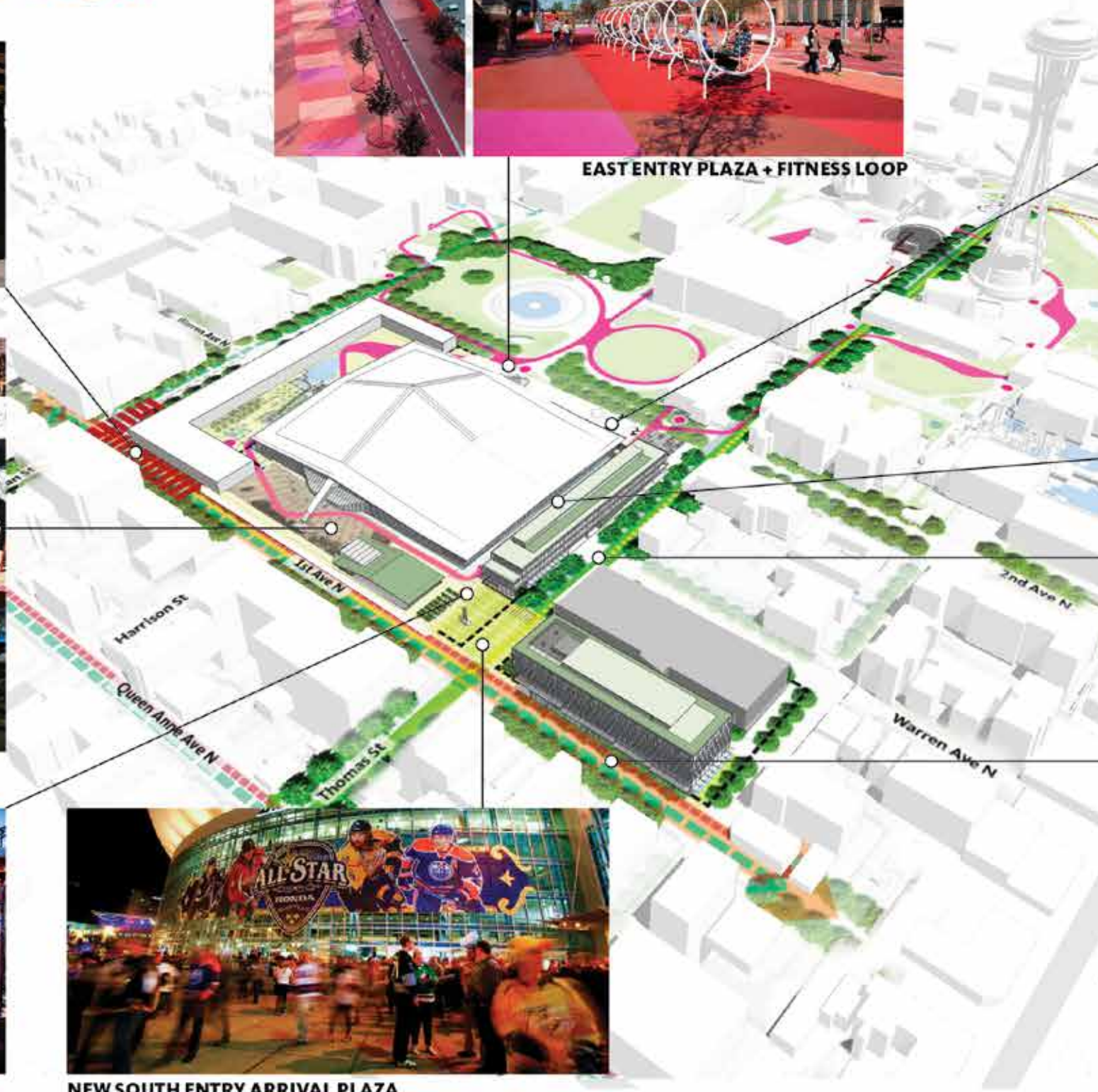
COLISEUM ALLEY



GREEN THOMAS STREET



1ST AVENUE AL FRESCO DINING





**FACILITATE THE GREENING OF THOMAS STREET**

By creating an efficient below-grade Seattle Coliseum loading area, Thomas Street vehicular activity will calm, pedestrian access and safety improves, and we can greatly expand visual access into the Seattle Coliseum and Center campus. This will enable Thomas Street to realize its potential outlined in the urban design framework and the Lake to Bay Initiative as a green, pedestrian/bicycle-first experience.

**ENVISION A NEW PLAZA EXPERIENCE**

Our proposed development plan reinforces pedestrian activity by providing ground-level transparencies and offering street-level retail and restaurant uses. The reimaged site adopts the design principle of “open, connected, and communal,” by opening the southwest corner of the site. This new view corridor, enhanced by an art sculpture, trees, and civic seating areas provide a spectacular view of the Coliseum’s iconic roof and enhanced southern façade from 1st Avenue. This has the added benefit of creating a third entryway to Seattle Coliseum, allowing a more orderly ingress/egress.

**SCULPT A JEWEL BOX**

Further framing this new entryway will be an 8,000-square foot “Jewel Box” building located just north of the plaza. Housing a team retail stores and casual food and beverage operations, it will retain the transparency of the Seattle Coliseum while helping to activate the pedestrian edge of 1st Avenue. Connectivity to the adjoining plazas allow for open-air dining and gathering spaces that become enduring assets for the community and activate the street scenes around the campus.

**ENCOURAGE CREATIVE TENANTS**

To the plaza’s east, a 69,000-square foot mixed-use building provides additional transparency through to the Seattle Coliseum, combining food and beverage and public restrooms on the ground level with creative office space above. These ground-level retail and food and beverage offerings will be located near the Seattle Coliseum entrances. This creative office space complements the imagination and innovative spirit of Seattle Center. Stepping the building back creates additional outdoor terraces while maintaining connectivity to the Seattle Coliseum. At ground level, unique, fun, and whimsical food and beverage options help welcome patrons year-round. At the same time, the building provides protection from the loading dock access on Thomas Street and creates a safe and inviting pedestrian passageway on the south side of the Seattle Coliseum. By envisioning the building as only three stories, we retain the prominence of the Seattle Coliseum exterior and roof line.

**BRING RESIDENTS TO THE DEVELOPMENT’S EDGE**

Similarly, the proposed residential building on the south parcel will be set back to provide light to the adjacent plaza and will incorporate retail and food and beverage options at street level with al fresco dining. Additional food and beverage options will activate the ground floor level, including the residential lobby and parking ramp. There will be an opportunity for 100,000 square feet of new housing on the levels above . All required parking for the residential building will be provided below grade, on-site, with an entry through the alley on the eastside of the building with access from John Street. The existing parking structure to the east of the planned residential building will be accessible by car from both Warren Street and John Street. By reclaiming the 1st Avenue street edge, we avoid mid-block curb cuts and preserve the active retail street character of 1st Avenue with transit and bicycle prioritization.

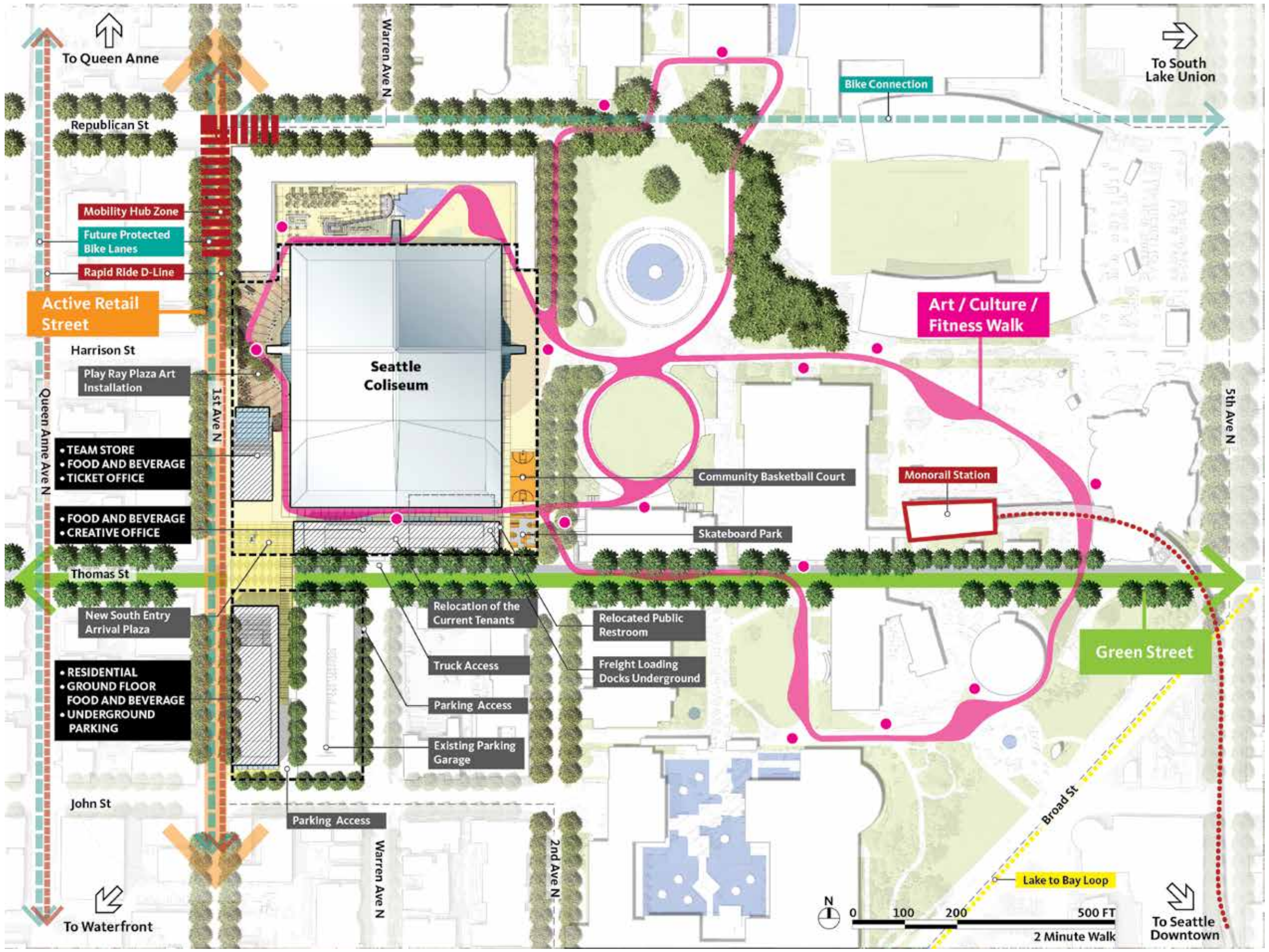
**ENLIVEN AND ENLARGE THE KEXP EXPERIENCE**

Entertainment at the Seattle Coliseum won’t just be limited to inside the venue itself. The KEXP studios are a new and exciting addition to this section of the Seattle Center campus. The programming mission of KEXP and its rich history in the Seattle music scene tie perfectly into the new Seattle Coliseum. To support KEXP’s efforts of bringing music to all, we will work with KEXP to create an outdoor stage area just north of the Coliseum. While the outdoor plaza on the northwest corner of the Coliseum is technically outside of the redevelopment boundary, AEG will work directly with KEXP – and their partners SIFF and the Vera Project – to develop an outdoor entertainment area that enhances the programming of this vital space.

AEG is well-positioned to partner collaboratively with KEXP to help maximize its impact on the local music scene and advance its mission. Whether it is a post-Coliseum show local music showcases on the KEXP stage, KEXP fundraisers within the Seattle Coliseum space, or joint programming during Bumbershoot, we are excited at the partnership opportunities with such a beloved Seattle institution.

Additionally, the proposed Art/Culture/Fitness trail will pass near this space which allows for a programmatic tie-in to KEXP.





Master Site Plan



ACTIVATE MOBILITY PLANNING

The northern portion of the redevelopment site is pivotal for our mobility plan. To fully utilize this space, we will seek to locate a mobility hub to with the purpose of enhancing the cycling experience. These elements, in conjunction with a combination of inventive wayfinding, lighting and open spaces will help integrate the Seattle Coliseum into the Seattle Center campus, the Uptown neighborhood, and dramatically improve a key part of Seattle’s history for the benefit of its future.

EXTERIOR SIGNAGE PLAN

With the redevelopment of the Seattle Coliseum, new amenities and activity areas will be added to Seattle Center. This creates more opportunities for visitors to interact with and travel through the Center. Our exterior signage plan will address these enhanced activity points and will provide visitors a system for understanding their environment and a means to create a mental map of their surroundings. The best wayfinding programs teach visitors how to find information, orient themselves, anticipate cues, and ultimately interpret their space.

Seattle Center has many access points and connections to the surrounding community. By identifying arrival points with welcoming portals, the campus can become more human-scaled. A hierarchal system will be developed that will identify primary campus entrances, such as the redeveloped corner of 1st Avenue North and Thomas Street, as well as secondary and tertiary access points from the neighborhoods. Coupled with other forms of freestanding signage and integrated wayfinding elements, the result will be a comprehensive wayfinding program that is intuitive, scalable, adaptable, and engaging. The system will also be accessible to all – using language inclusion, iconic imagery, and tactile sign forms.

The proposed Art/ Culture/ Fitness walk provides a unique opportunity for pedestrian engagement. Using innovative directional signs, and even landmarks in the form of art installations, wayfinding will be embedded in the fabric of Seattle Center.



Example: Embedded wayfinding – The design of San Francisco’s future citywide wayfinding program emphasizes collaboration, moving beyond the traditional info center and embedding wayfinding in the community.

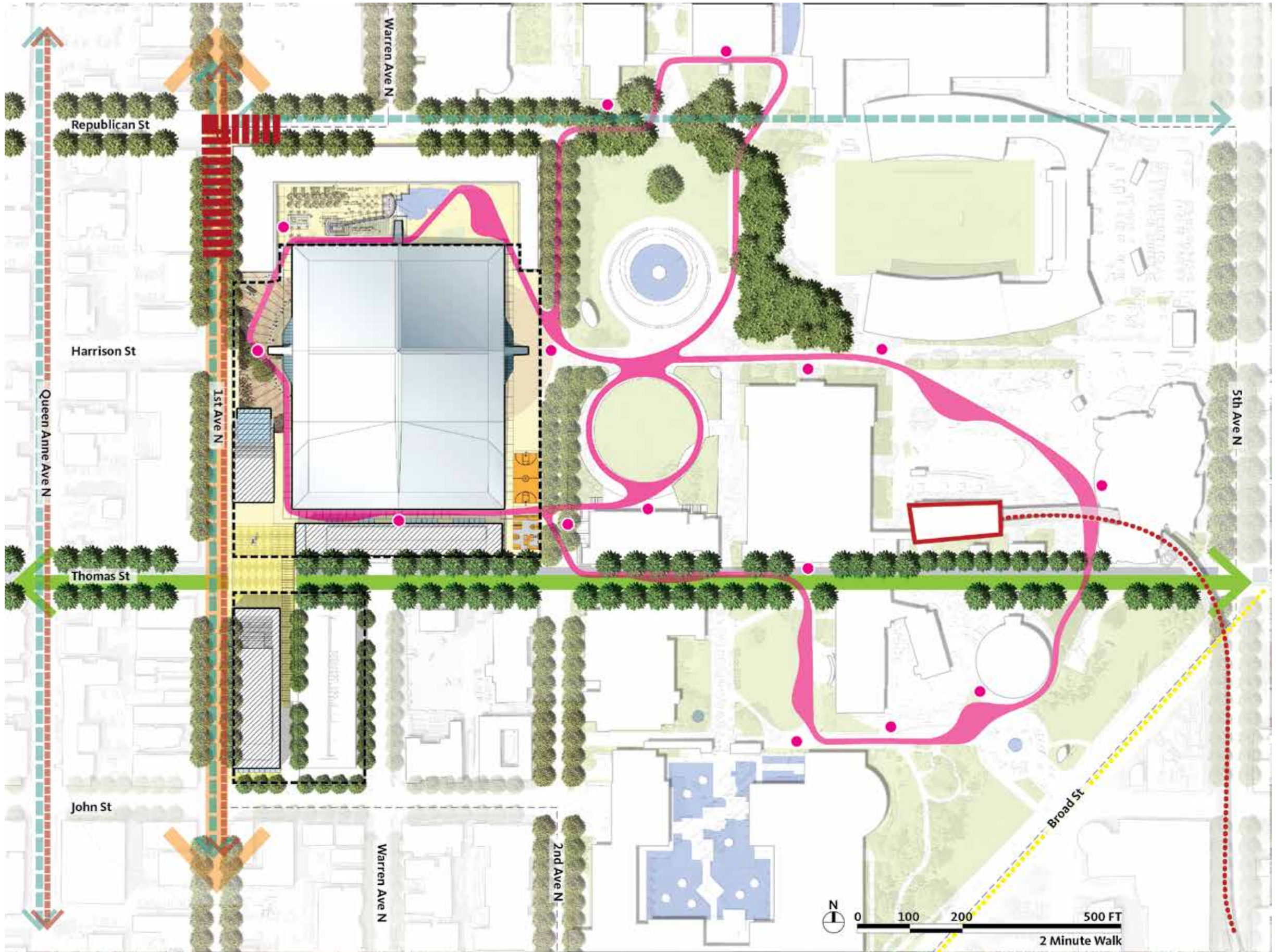


Example: Flexible signage program – On the Microsoft Redmond campus, highly legible, color-coded vehicular directional signage is combined with a pedestrian-focused path.



Example: Language inclusion – At the new Shanghai Tower, the wayfinding system is seamlessly integrated into the building and site, providing a highly intuitive and engaging user experience.





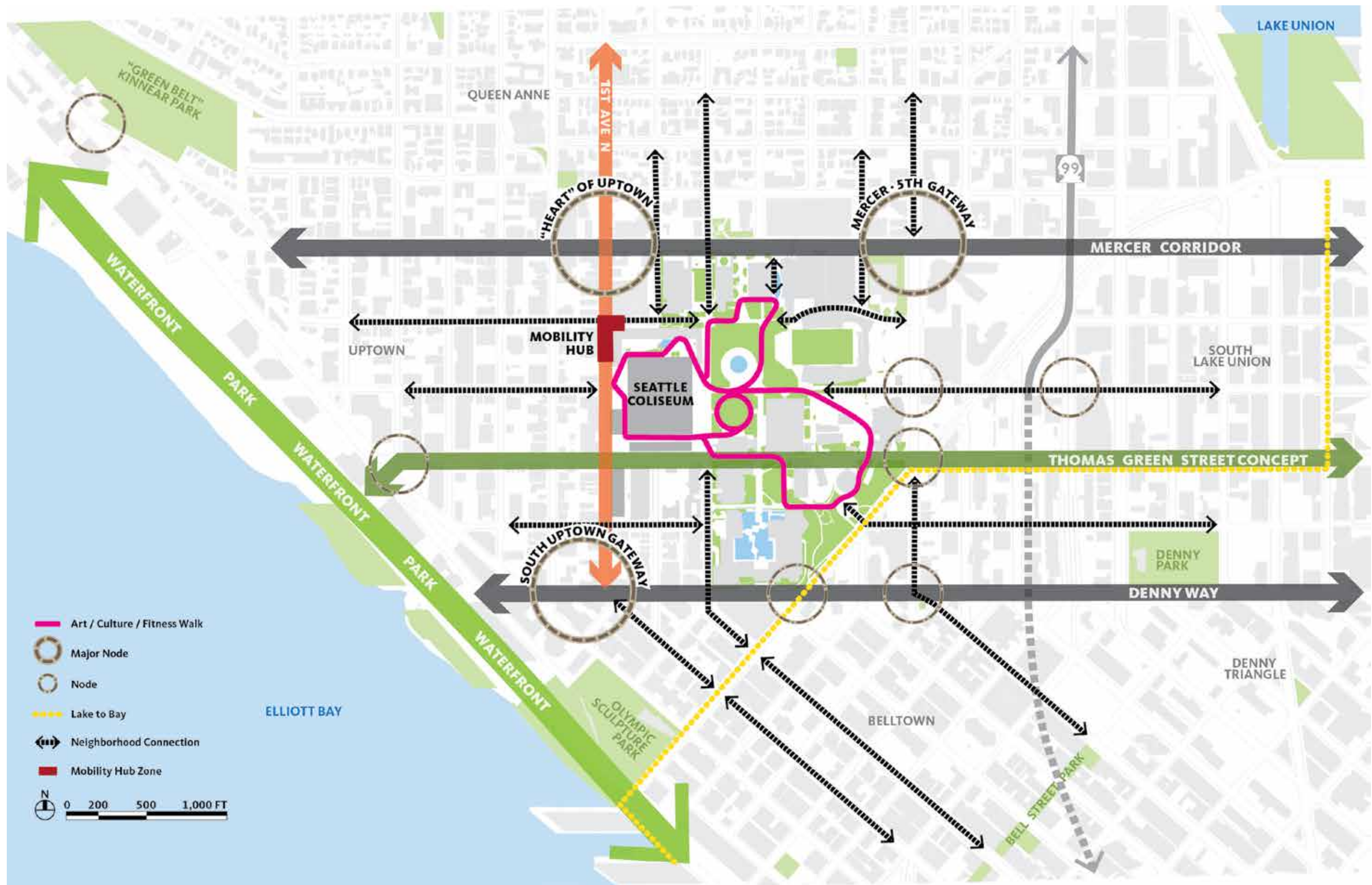
Master Site Plan





Regional Scale Diagram





Regional Scale Diagram





**West Plaza**  
The Seattle Coliseum's West Plaza becomes an activity and mobility center that activates the plaza, the KEXP outdoor stage, and the First Avenue corridor.





## Southwest Plaza and Coliseum Paseo

**Southwest Plaza and Coliseum Paseo**  
A new plaza on the southwest corner of the arena and the introduction of a Coliseum Paseo allows for a new connection to the Seattle Center campus from Uptown. The “Jewel Box” and creative office space activates the plaza with new retail and dining opportunities. A new Coliseum entrance is introduced on the south side of the Coliseum





The new Seattle Coliseum will continue to grace the skyline of Seattle. AEG's proposed design captures the essence of Uptown while opening up new corridors to Seattle Center, KEXP, and the Arts/Culture/Fitness Walk.





The connection to the Seattle Coliseum, the creative office space, and the residential building with the rest of Seattle Center creates a gathering space for the residents of the Uptown neighborhood.



**Entry to the Southwest Plaza  
at the corner of First Avenue  
and Thomas Street**

A new plaza space provides a welcoming entry to the Seattle Coliseum and the redevelopment area. The Coliseum Paseo provides a new pedestrian entry into Seattle Center. Open spaces encourage gathering at the ground level retail shops and eateries.







Entry Lobby

**Entry Lobby**  
A new and enlarged lobby allows for an active space with more freedom for guests to explore the Seattle Coliseum. Guests no longer have to descend stairs to enter the arena, as the secured entrance is relocated to the suite level.





**Storm Basketball**

New and improved seating options enhance the comfort for Storm Fans. The new HD videoboard brings the on-court action to life!





# Sonics Basketball

**Sonics Basketball**  
Seattle's home NBA team will once again "rock the house" with a state of the art sound system. New club spaces and expanded food and beverage options add to the experience. An open bowl allows the energy on the court to emanate to the concourses.



**NHL Hockey**  
The glory of the Seattle  
Metropolitans returns with the new  
larger seating bowl accommodating  
uncompromised sight lines and  
comfortable seats and leg room.  
Capacities exceed NHL minimum  
requirements.







## End Stage Concert

### End Stage Concert

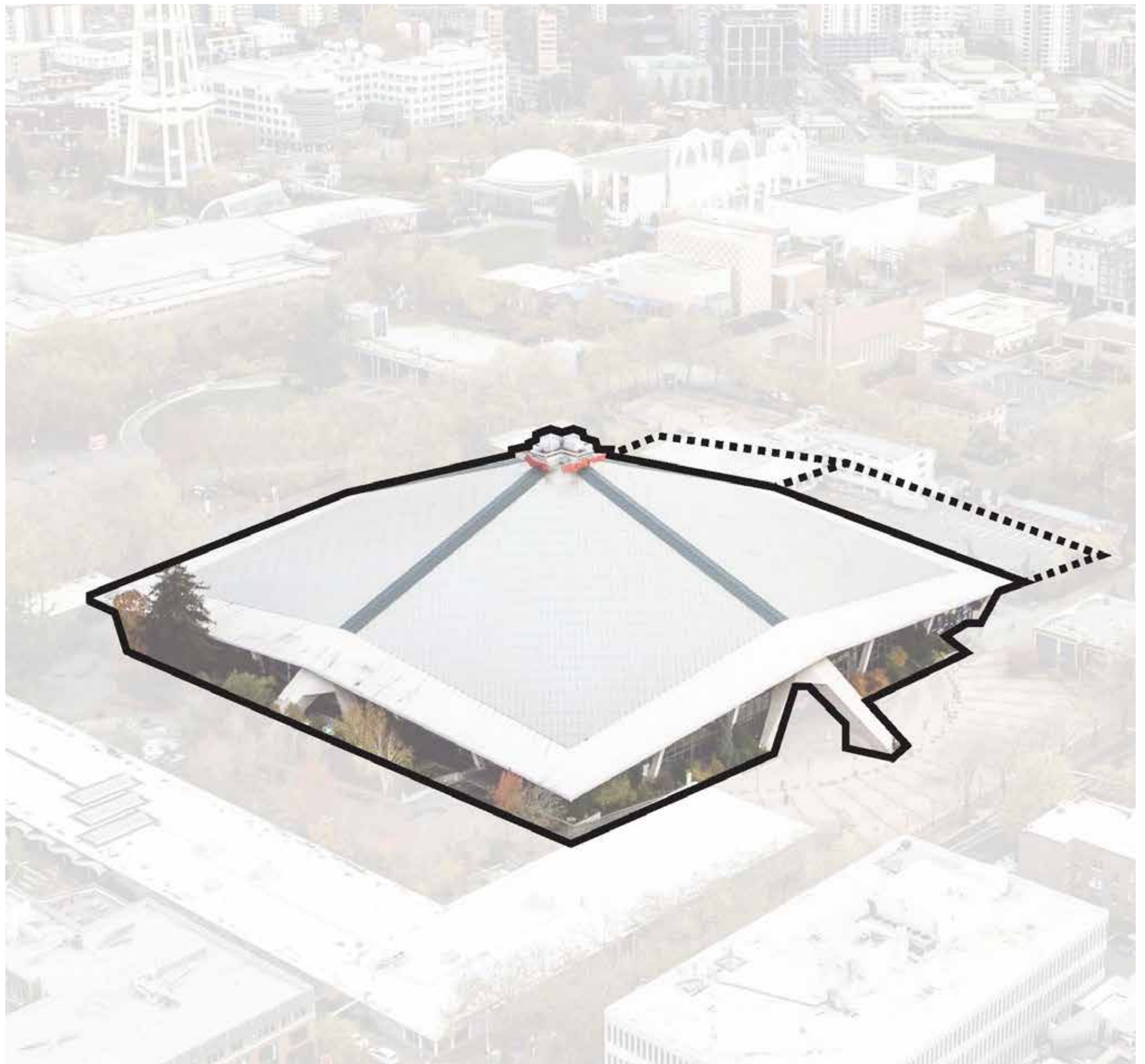
Enhancements to the acoustical treatments in the arena bowl bring concert hall quality to an arena setting. Oversized backstage areas and loading docks mean touring shows get in and out more efficiently. Specially finished dressing rooms enhance the “rock star experience” artists receive at the Seattle Coliseum.



The Seattle Coliseum has a long heritage and significance to the Seattle Center. It is the center piece of cultural events and experiences, and yet this arena still lives in a park. The arena is big and bold yet subdued, it pulls away from the street and allows people to come up to it and pass it on their daily commutes.

The Seattle Coliseum takes these ideas and revolutionizes them allowing this historic building to transcend time and expand, stretching the complex to become a modern Civic Arena for the 21st century. The Coliseum is transformed with a new seating bowl that can accommodate up to 18,600 fans for concerts and 18,100 for sporting events. It incorporates a variety of experiences, providing users with a dynamic contemporary environment.

This is achieved by expanding and renovating the south edge of the Coliseum. First through providing and hiding a new service entrance for trucks below grade, and secondly by reimagining the south elevation and moving it 75 feet south at the street level. The renovation removes the four buildings flanking the south façade with the aim to replace these spaces with mixed-use public buildings. In doing so, the southern grounds are opened up to provide a public path connecting the east and west sides of the arena. Expanding the Coliseum creates a kink in the roof and stretches the roof providing ample space for the new seating bowl and proper concourse amenities. These architectural moves respect and respond to the historic identity of the structure, leaving the historic roof line intact and creating a new public entrance at the corner of Thomas Street and First Avenue.





“We began our partnership with AEG in 2012 after determining them as the best candidate to support our vision for our 30 acre Sports & Entertainment Mix-Use District and its involvement with the surrounding community in Milwaukee. We could not be more pleased with our selection and the support AEG has provided our entire organization.”

—Peter Feigin  
President, Milwaukee Bucks

ARENA DESIGN

Striking a balance between the historical significance of the Seattle Coliseum and creating an arena with modern fan amenities, AEG’s plan reclaims the atmosphere of the Seattle Coliseum while delivering a state-of-the-art world class venue for Seattle. Our plan preserves the unique setting of an arena in a park, leverages significant investment in the restoration and modernization of an existing public asset and symbolizes the regeneration of Seattle Center and its surrounding neighborhoods.

Our proposal embraces the opportunity “to respect and celebrate” the legacy of the 1962 Seattle World’s Fair while responding to the deteriorating building conditions as noted by the Seattle Center 21st Century plan. Originally built as a temporary building with the exhibition floor at ground level (today’s suite level), a wide concrete edge beam with massive supporting abutments supported the structure. In 1995, a new all-steel roof with a top profile that matched the original cable-net roof was installed.

COLISEUM ROOF

Maintaining a significant portion of the historic Seattle Coliseum roof while enhancing the arena bowl and functional spaces into a world-class modern arena was our guiding design principle. Our proposal largely keeps the existing roof and foundation structure in its original 1962 configuration. Indeed, 83% of the existing 166,400 square feet of roof area is being maintained. The overall building footprint is being extended to the south by approximately 75 feet with a new roof that will replicate the appearance and materials of the original area and maintain the elevation of the existing roof. Since the existing south abutments bear on soils about 30 feet above the Event Level, we propose to remove these south abutments. To support the south leg of the cruciform truss, a new east-west transfer truss will be installed with the existing columns and foundations strengthened to carry the weight of this new truss.

BACKSTAGE - THE EVENT LEVEL

The next opportunity we are executing is to completely transform the loading/marshalling area in such a way as to remove truck parking and queuing on city streets which will minimize traffic impacts and protect adjacent neighborhoods. By sinking the loading dock 38 feet below grade, we will create an underground marshalling area large enough to accommodate seven semi-trailer trucks in the dock area and parking for as many as 20 trucks and busses. In addition to getting trucks off city streets, this reimagined dock area loading will facilitate event load in, reduce show expenses and make this facility more competitive in the market place.



FEATURES OF THE LOADING DOCK

- Up to seven loading dock spaces with dock levelers
- Additional subterranean parking for delivery vehicles, trucks and busses
- Power and data locations for television trucks and support vehicles
- Contained trash and recycling areas
- Ramp access off Thomas Street with ample subterranean space to turn around (pull in- pull out access)
- Over 10,000 square feet of marshalling and dock space

OTHER FEATURES OF THE EVENT LEVEL

- Dedicated home team locker rooms for the Storm prominently located adjacent to the Bunker Suite/Event Level Club Area where players will pass through as they enter the court
- Dedicated locker rooms for a future return of the Sonics (NBA)
- Dedicated locker room for a future NHL team
- Artist compound area with headliner dressing rooms, green rooms and hospitality areas. The high-end finishes in this space will be viewed positively by touring artists.
- Production, crew and tour facilities
- Multiple auxiliary locker rooms to facilitate tournaments such as the Pac-12 Women’s Basketball tournament
- Dedicated officials and first aid rooms
- Media and production facilities
- New ice floor and ice plant meeting the latest NHL specifications

REIMAGINED ENTRIES THAT ELIMINATE THE NEED FOR STAIRS

By elevating the arena’s entrances to grade, public access is greatly enhanced. No longer will guests descend stairs to enter. Rather, large atriums infused with light will greet guests as they enter at the suite level. These expansive atrium entrances will enhance ADA accessibility and enhance the entries and ease the entry sequence for festivals such as Bumbershoot which rely on easy access to/from the Coliseum to the surrounding grounds.

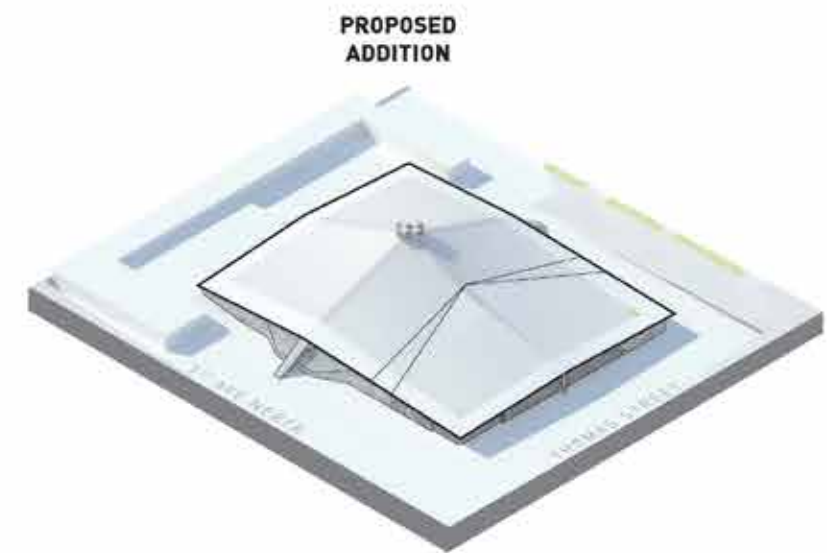
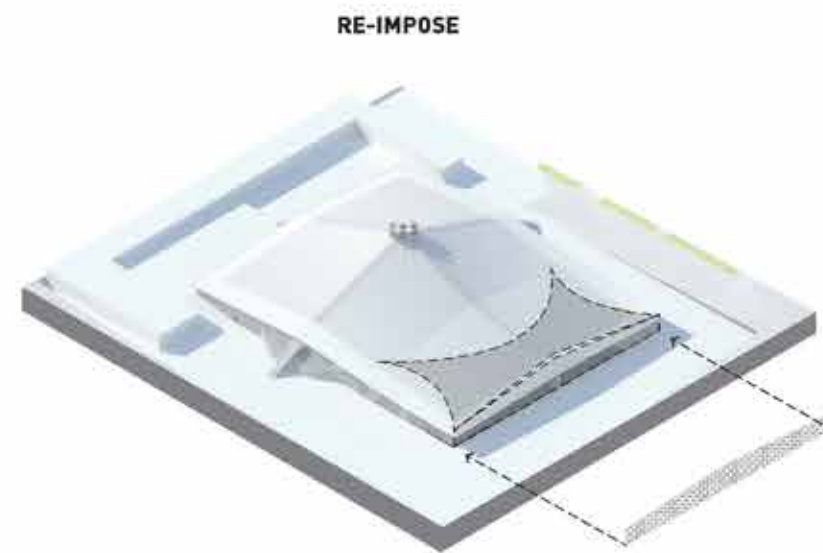
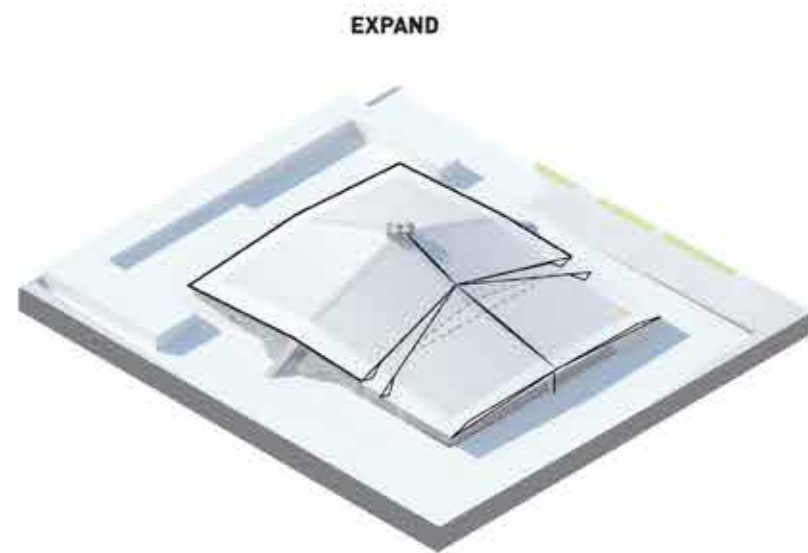
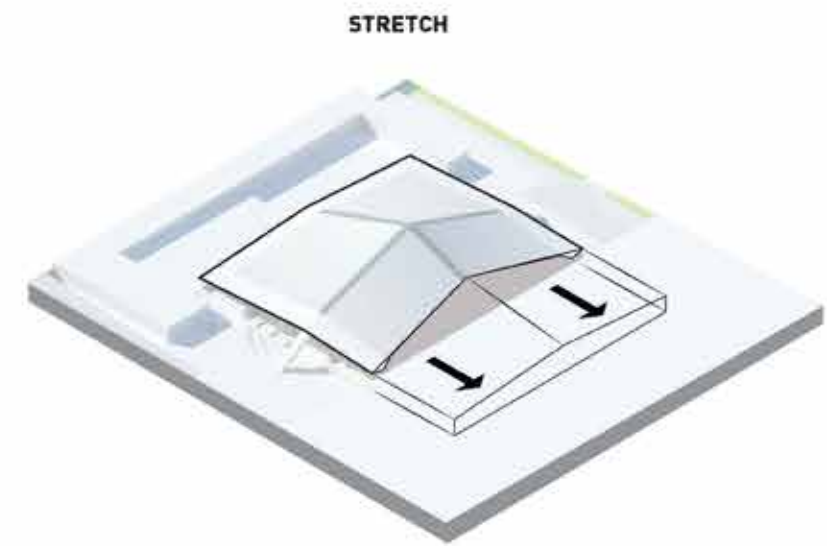
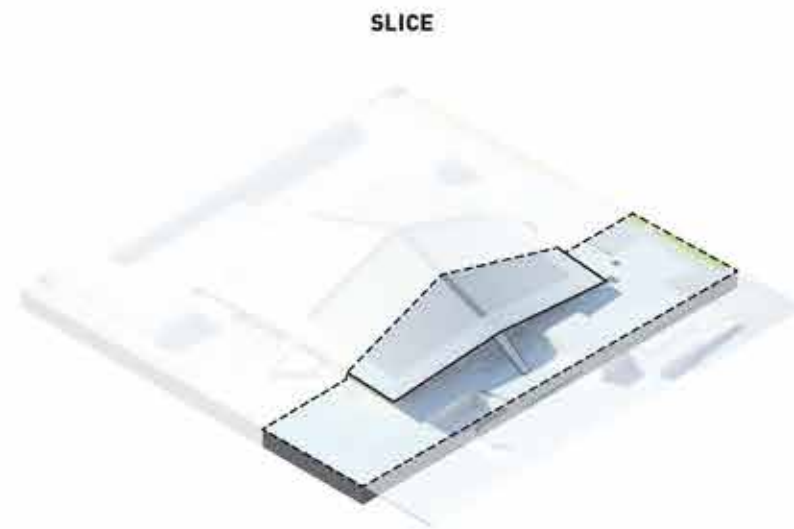
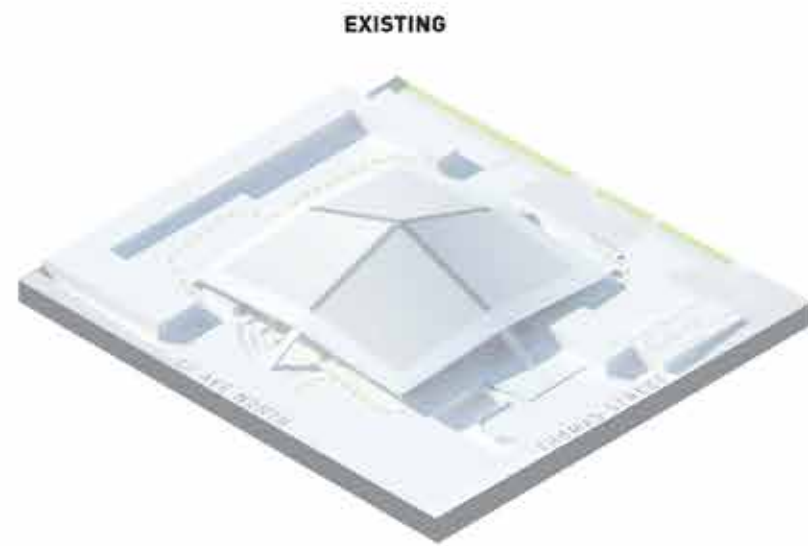
This renewed commitment to transparency will extend to public art from the entry plaza and draw into the facility itself with areas for new art forms to express the diversity of Seattle. Now, guests will be whisked away via escalators, elevators and stairs up or down depending on seat location. By extending the glass curtainwall by some 16 feet to the building’s edge, we will capture nearly 60,000 square feet of additional public concourse space throughout the venue.

INCREASED LOWER BOWL SEATING WITH IMPROVED SIGHTLINES

By rebuilding the entire lower bowl, we will create more seating closer to the action with unobstructed sightlines and better ADA accessibility. Additionally, these lower bowl seats will have more legroom as tread depth will be increased to 34 inches, a standard for today’s modern arena experience as well as wider seats. At the Main Concourse Level, there will be over 6,700 general seats and 130 ADA seats. In concert mode, a combination of retractable seating and cushioned folding chairs will provide over 2,100 floor seats depending on the concert stage configuration. Additionally, over 2,000 premium seats will be offered, providing a variety of spectator options, including:

- 1,710 club seats measuring 22 inches wide are located on both sidelines connecting to a private lounge on the mezzanine level below for their exclusive use
- 156 loge box seats (with 12 ADA loge seats) are in optimal locations. While providing an open-feel similar to an opera box at a theater, this seating would include 4-8 seats in a box, with a drink rail and food counter and a television display. Loge patrons will also have access to a VIP lounge
- 152 terrace table seats provide a seating area for four patrons around a crescent shape table. Amenities include access to a VIP lounge, in-seat service and a television display



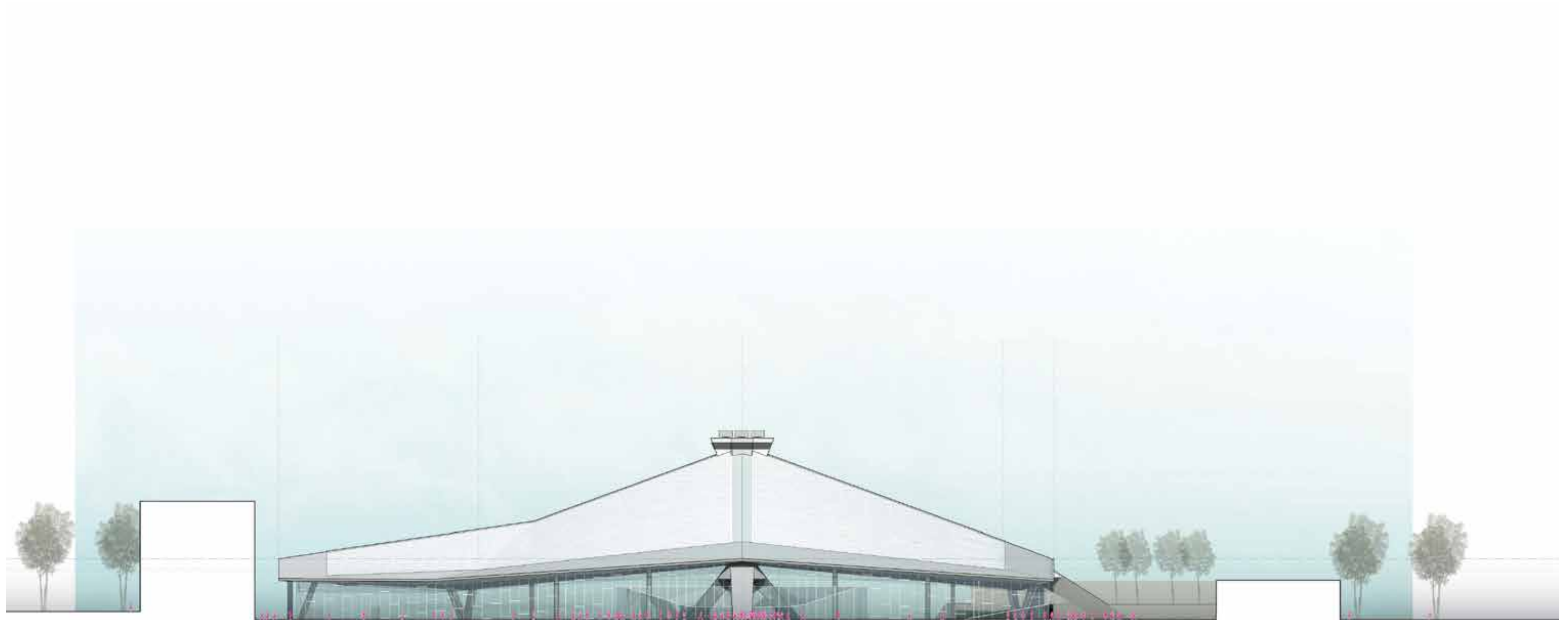






Elevation – North





Elevation – East



MEZZANINE LEVEL

As mentioned above, the Mezzanine Level is located between the Event Level and the Main Concourse and will house two large club areas of some 16,000 square feet each. With direct connectivity to the premium seating, these Club areas will provide premium food and beverage options while guests interact informally amidst comfortable furnishings and stimulating visual presentations.

SUITE LEVEL

66 suites on this level will seat over 1,000 guests. These suites will provide the ultimate premium experience, with carpet, plush seats, private serving areas, private refrigerator, buffet counter, multiple televisions, coat closets and personal food servers.

UPPER CONCOURSE

On the Upper Concourse, there will be over 7,000 general seats and nearly 100 ADA seats. Restroom and concession areas will be strategically dispersed and island bars will be created to minimize the built obstructions at the curtainwall. This will maximize transparency while improving functionality and the fan experience.

The wider concourses allow for the creation of unique food and beverage spaces will be created overlooking the Seattle Center to the east, immersive public art installations and ample restroom and guest service amenities at this level.

FOOD AND BEVERAGE OPERATIONS

A new commissary will be geared to providing the freshest, locally-sourced food available to all the arena’s concession areas. An oversized kitchen and commissary on the event level provides a receiving and distribution center for the arena. Easy access to the loading dock and subterranean parking, allows for the efficient movement of food and beverage. Multiple restaurant/club areas will be dispersed throughout the venue and specialty concession stands will offer a wide array of food options. Pantries and warming kitchens will support concessions at each level. Meanwhile, numerous portable concession carts will bring distinctive offerings throughout the public concourses. Total points of sale (POS) will be determined using a ratio of one POS for every 125 spectators on each level.

GUEST SERVICES

The Seattle Coliseum will provide an array of services for the wide diversity of guests. Guest Service facilities will be distributed throughout the facility to provide maximum access to guests. Here, guests can obtain Assistive Listening Devices, collect lost and found items, obtain mobility information and have general questions answered.

A first aid room provides for treatment of guests and will be readily identifiable to spectators and be provided on both the Main and Upper Concourse levels.

“AEG has close relationships with the NHL and NBA, which is important to our arena and organization. Barclays Center is home to the Brooklyn Nets and the New York Islanders. Having many arenas in their portfolio that have both NHL and NBA tenants, AEG brings a level of experience and expertise that ensures our facility is hockey and basketball ready.”

–Brett Yormark  
Chief Executive Officer, Brooklyn Sports & Entertainment



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“Not only a home for live entertainment, AEG/Sprint Center has provided in excess of \$8 million in revenue to the City of Kansas City...AEG is invested both financially and emotionally in the well-being of our city and region, and I do not hesitate to recommend them for the Seattle Coliseum.”

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–Sylvester “Sly” James, Jr.  
Mayor of Kansas City, Missouri

Restrooms will be well-distributed and fixture counts will be based on an assumed 60% female and 40% male spectator attendance distribution. Gender neutral toilet rooms for use by families with small children and disabled persons requiring assistance will be provided in locations convenient to guests and to the ADA seating areas. Women’s restrooms will include purse shelves while both men’s and women’s restrooms will include diaper changing counters.

**SCOREBOARD/RIGGING/TECH SYSTEMS**

Rigging capacity will be increased to ensure the Seattle Coliseum can host all modern touring shows. House reduction capabilities will also be provided to scale down the house to create a more intimate experience for smaller capacity shows. Rigging capacities include 100,000 pounds allocated for the scoreboard and 240,000 pounds distributed available for the show rigging.

A state-of-the-art center hung videoboard will be an all-electronic LED system will bring HD quality video boards with live action, instant replay, game scoring and messaging capabilities. A hoist system will raise the board during concerts to maintain optimal sightlines. Meanwhile, LED ribbon boards will be provided on the fascia of the interior seating bowl.

A fully distributed audio system will be tailored to provide maximum acoustic quality. Throughout the design, the acoustic quality of the venue will be considered to provide the best concert experiences. Thus, emphasis will be placed on providing short reverberation time and specialized low frequency absorption features while eliminating bounce back or echoes.

With technology changing at a rapid pace, Seattle Coliseum will be fully rewired under the specification required by the NBA and NHL at the time of construction. Cabling infrastructure will include in-house SMATV, network broadcast, internal communications, and POS. Fan connectivity is of prime importance. Wi-Fi distribution will be enhanced and additional DAS sectors will be introduced to accommodate the trend in more cellular use. This will include backstage areas. See our Arena of the Future section that illustrates the technology approach AEG will take with the Seattle Coliseum.

A distributed TV system (SMATV) will transmit digital HD TV programming along with satellite antenna feed to the hundreds of displays located throughout Seattle Coliseum. The latest NHL and NBA broadcast requirements will be incorporated, including camera positions, cabling and TV production truck parking. An upper level press box will provide broadcast booths while control booths will house sound, lighting, scoreboard and videoboard operators.

An integrated security system combining motion detection and video surveillance will provide access control, intrusion detection and video surveillance. While our proposal includes a complete replacement of the mechanical, electrical and plumbing systems throughout the facility, it also assumes the existing Seattle Center Central Plant and associated piping to the Seattle Coliseum is sufficient to support the new heating and cooling loads.





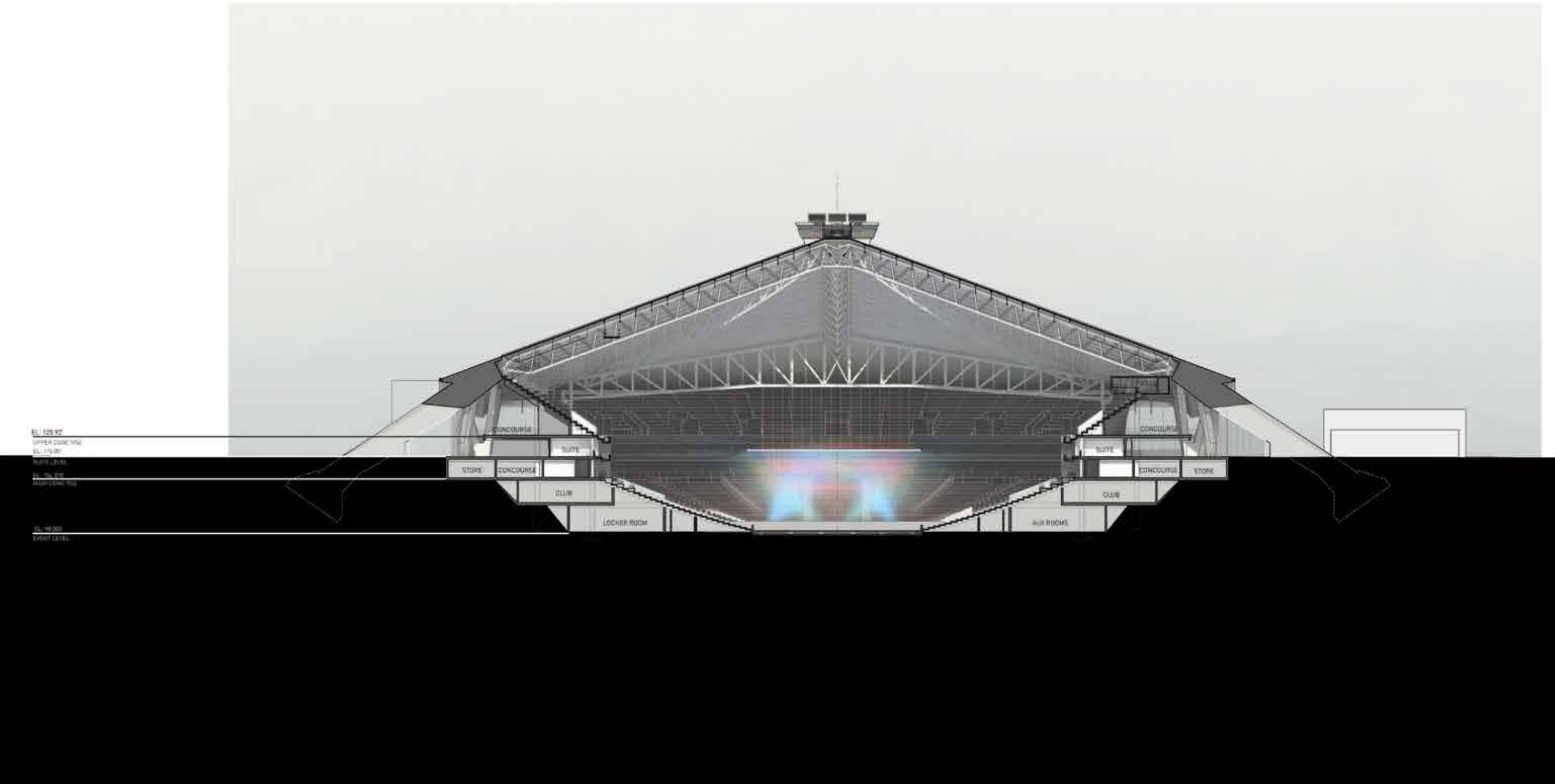
Elevation – South





Elevation – West





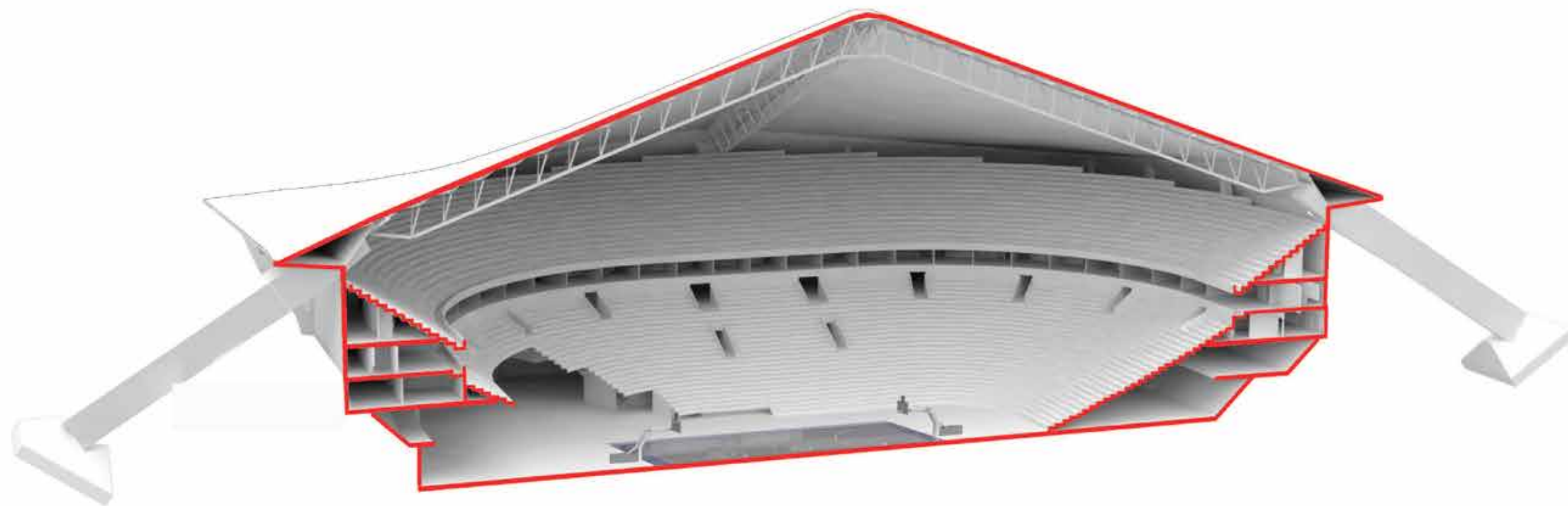
North/South Section





East/West Section

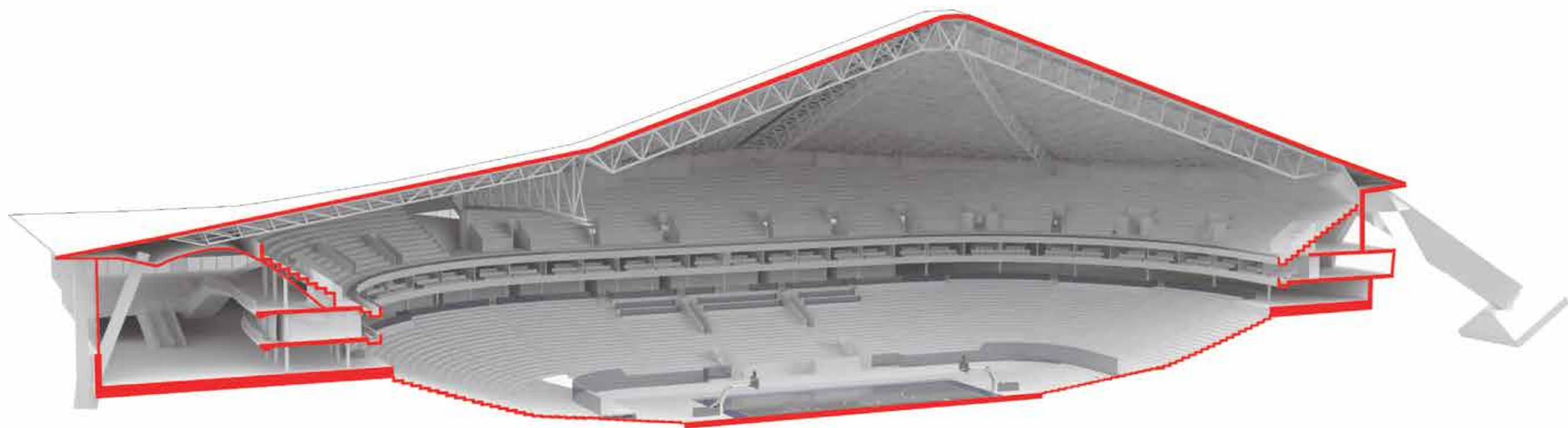




#### Existing Section

The existing arena bowl is constrained by the four buttresses. This limits capacity and inhibits fan comfort and sight lines. The existing roofline constrains the concourses on all levels.



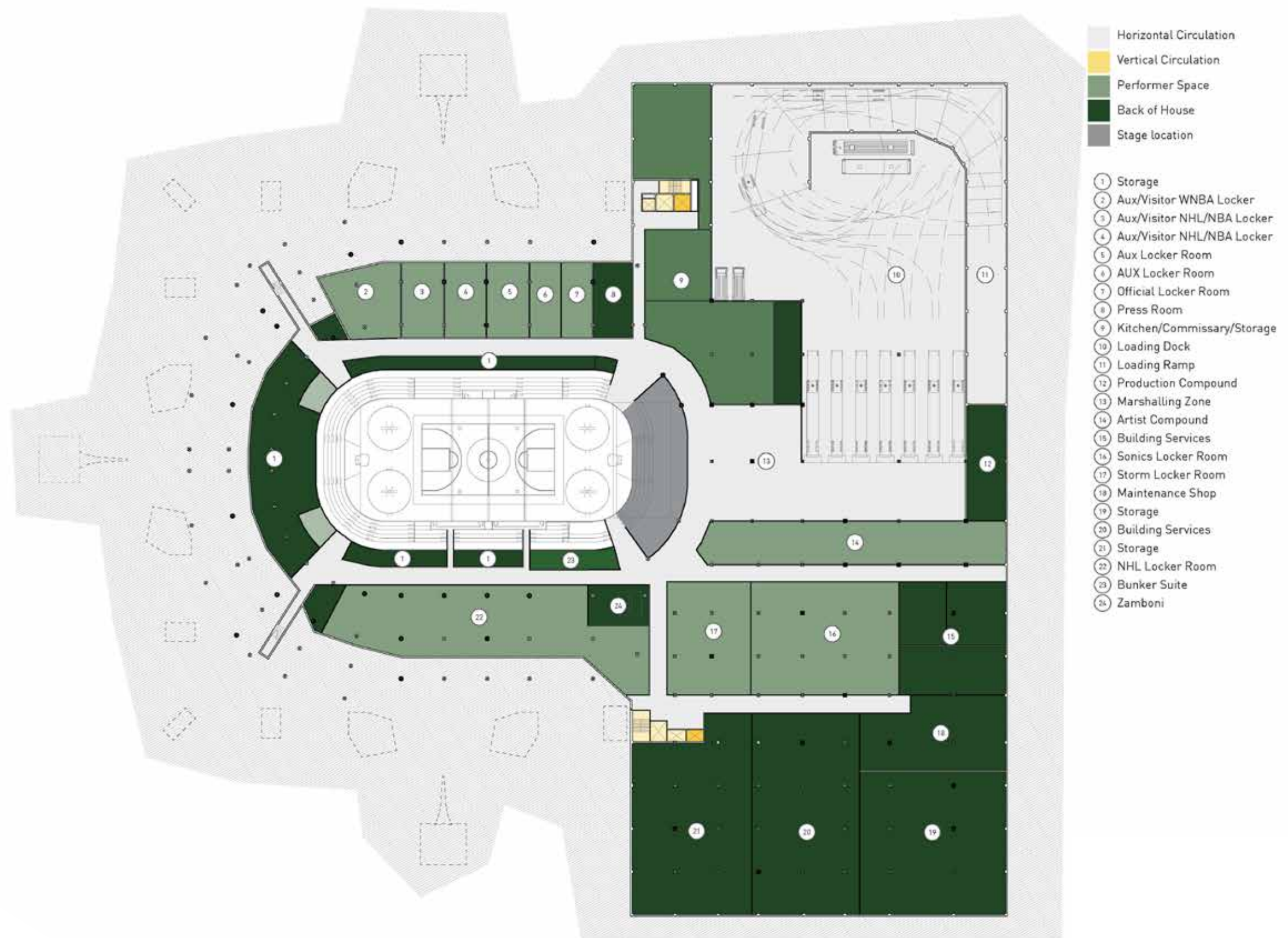


## Proposed Section

### Proposed Section

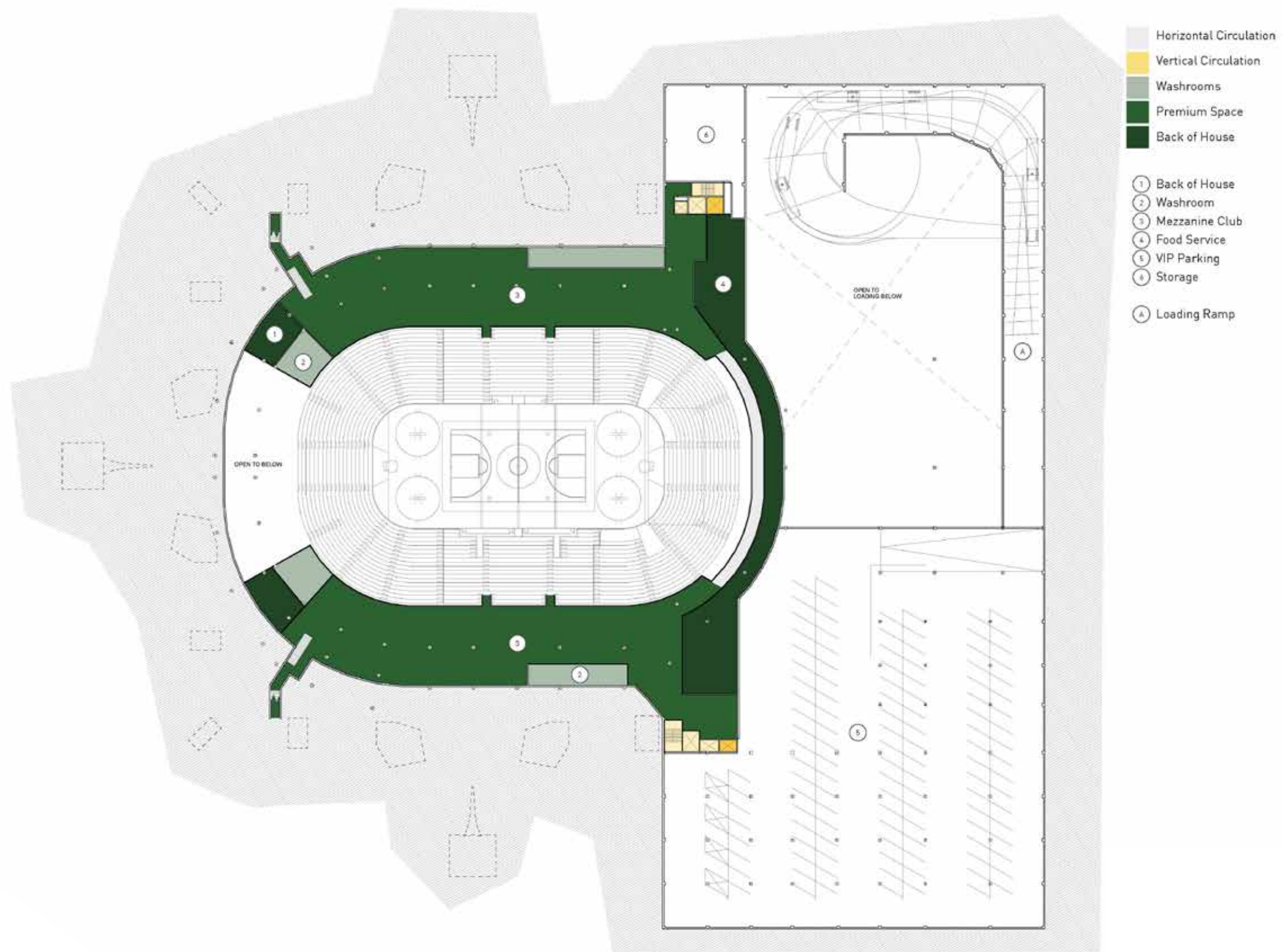
AEG proposes extending the roofline and the structure 75 feet to the south. This extension has positive repercussions throughout the new Coliseum. New lower and upper bowls allow for larger, more comfortable seats, more leg room, and better sight lines. No obstructed sight lines exist for hockey while achieving NHL capacity goals. The new structure allows for large entries and expanded concourses.





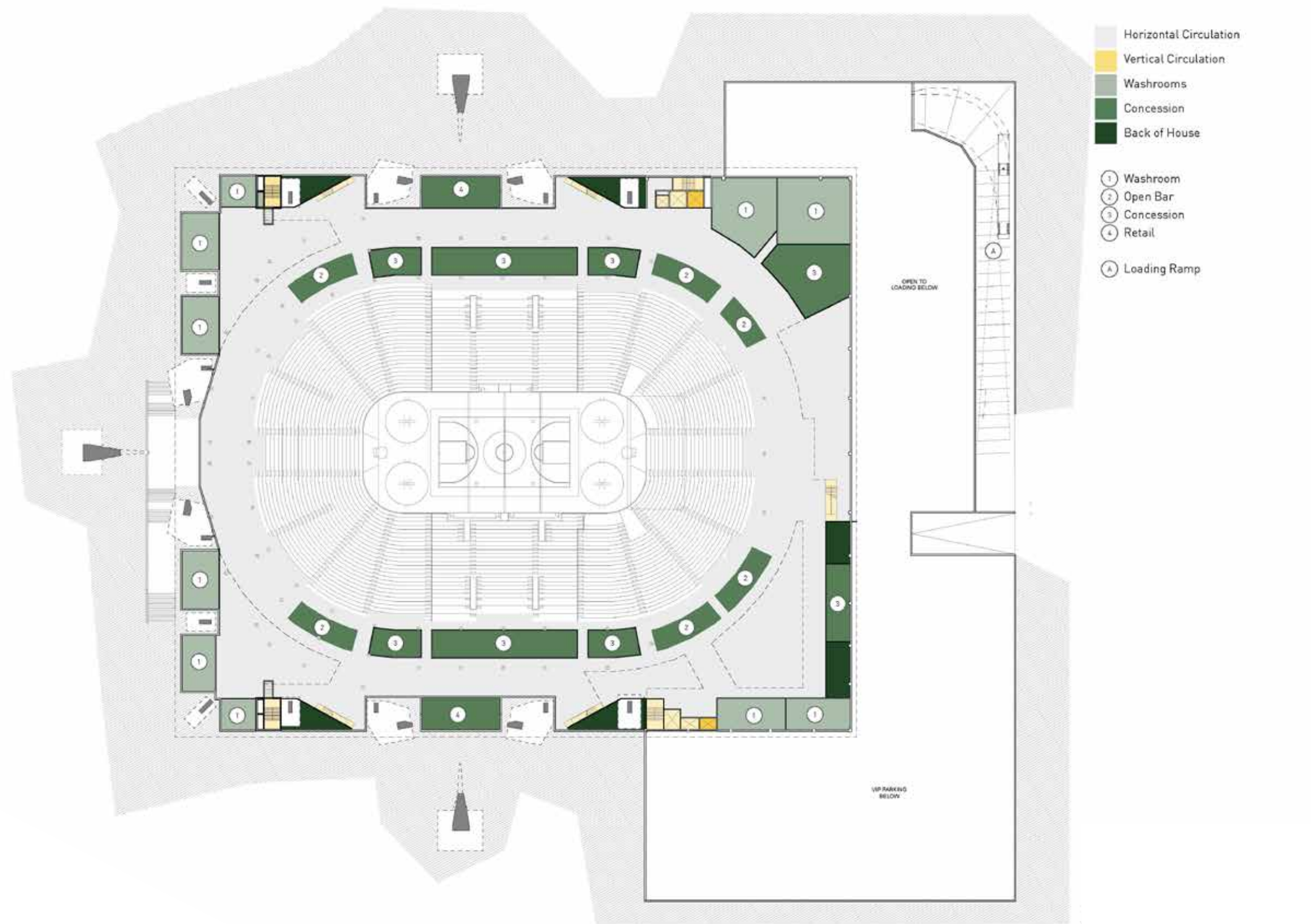
Level 1 - Event Floor





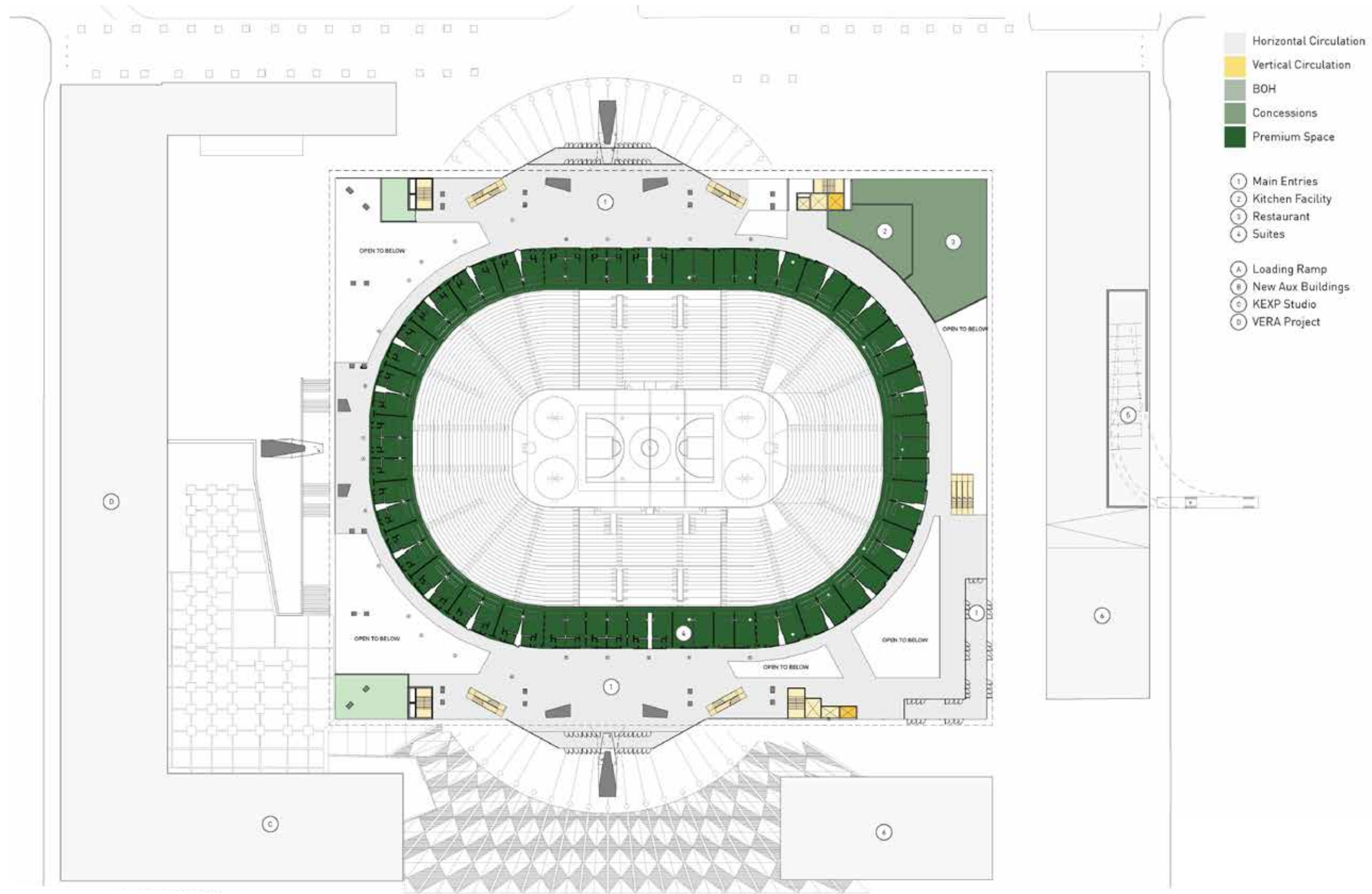
Level 2 - Mezzanine Level





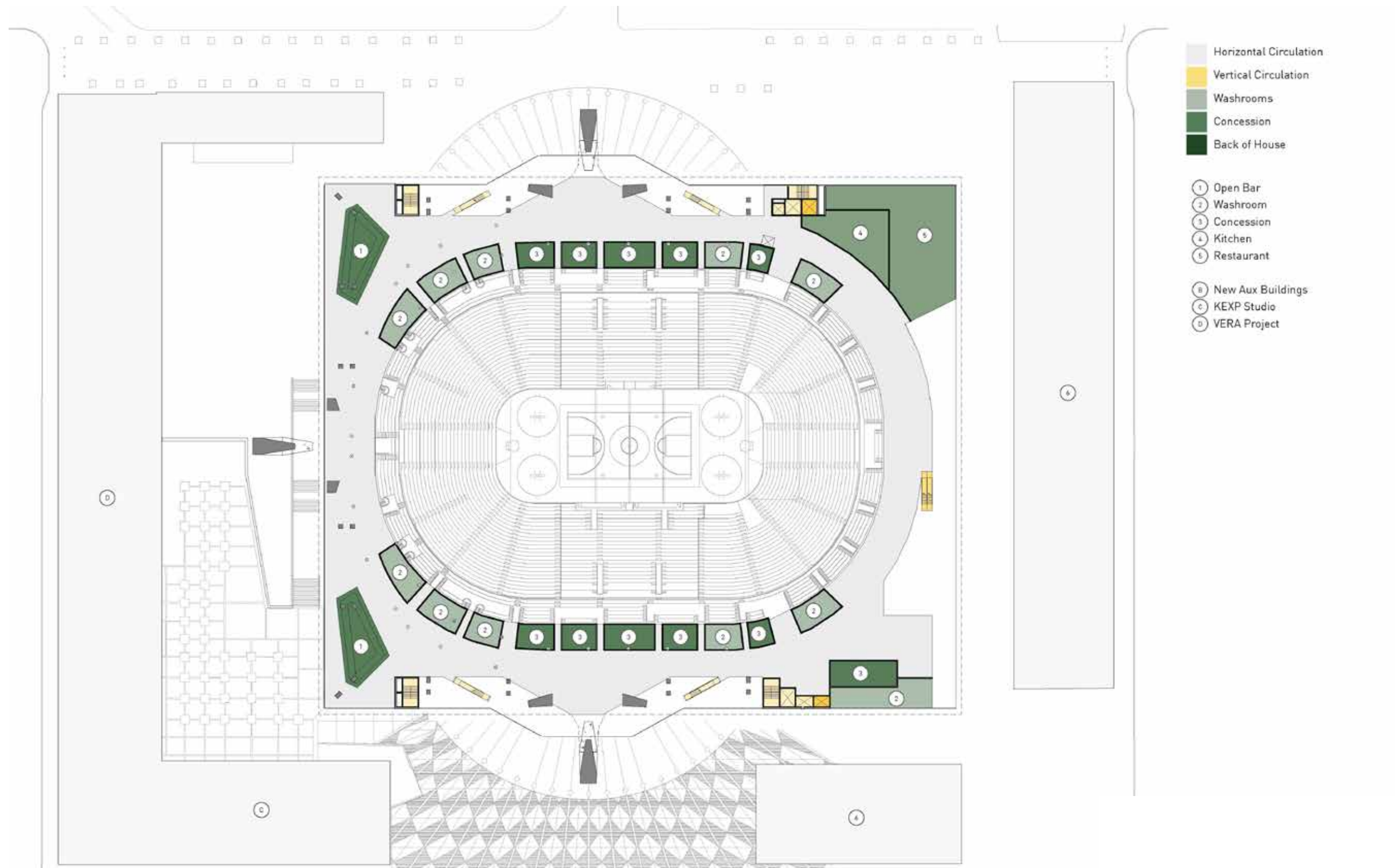
Level 3 - Lower Concourse





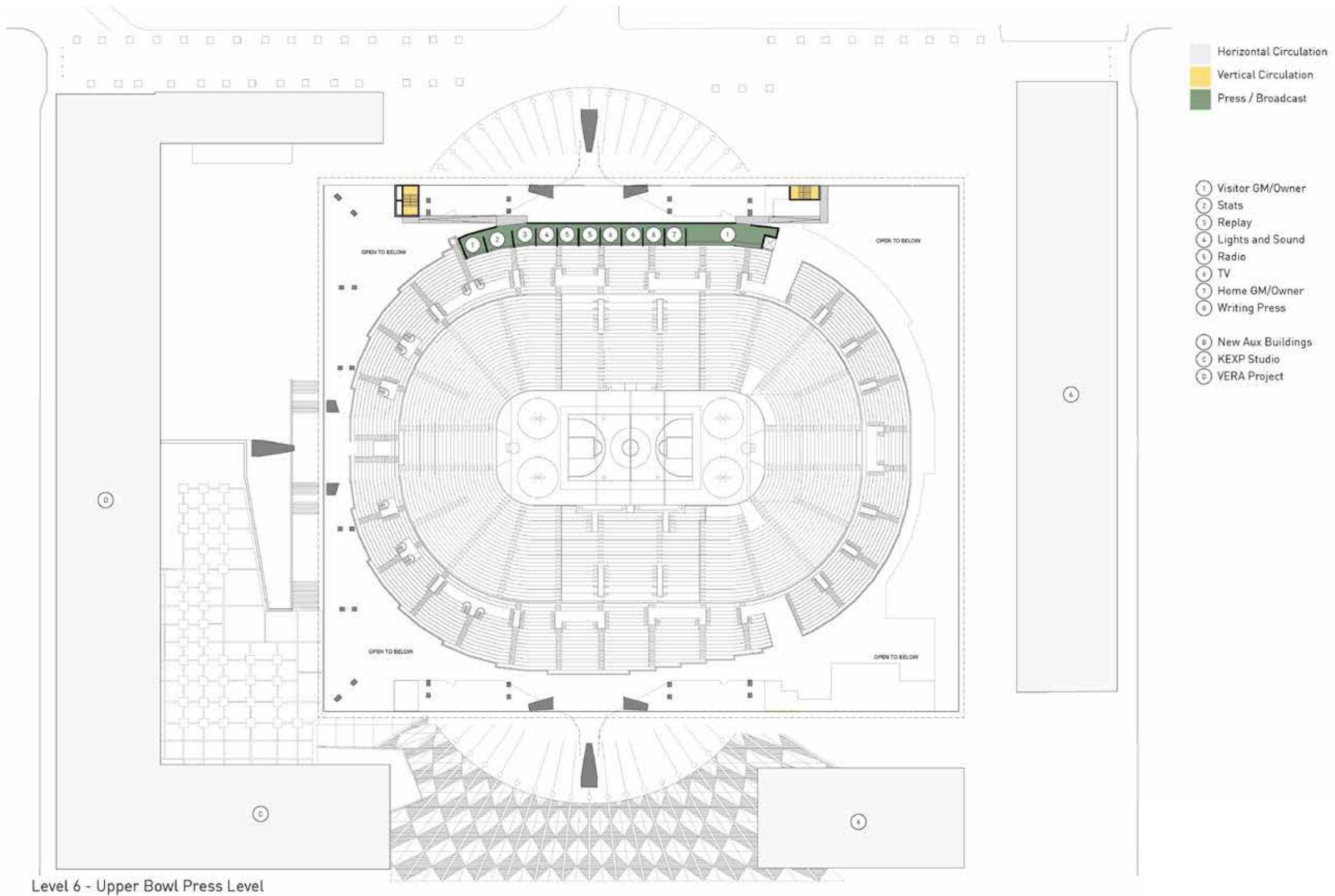
Level 4 - Suite Concourse





Level 5 - Upper Concourse





## Level 6 - Upper Bowl Press Level



SEATING CAPACITIES

240 Degree End Stage		
Design Scheme	Extended Roof	Current Condition
Manifested		
Main Floor	2,106	1,248
Lower Bowl	4,832	5,548
Club	1,884	0
Upper Bowl	5,552	5,488
ADA	228 -	
Total Manifested	14,602	12,284
Non-manifested		
Loge Boxes	156	72
Terrace Tables	152	0
Suites	816	640
Chairman's Suite	24	0
Total Premium	1,148	712
Total	15,750	12,996

End Stage	Extended Roof	Current Configuration
180 Degree	14,314	11,634
240 Degree	15,750	12,996
270 Degree	16,670	13,379
360 Degree	18,684	15,491

NBA/WNBA		
	Extended Roof	Current Condition
Manifested		
Main Floor	860	805
Lower Bowl	6,705	7,840
Club	1,884	0
Upper Bowl	7,032	7,312
ADA	244	incl
Premium		
Loge Boxes	156	0
Terrace Tables	152	0
Suites	1,056	1,160
Chairman's Suite	24	0
Total Premium	1,388	1,160
Total	18,113	17,117

NHL		
	Extended Roof	Current Condition*
Manifested		
Main Floor		
Lower Bowl	6,762	6,112
Club	1,710	0
Upper Bowl	7,032	6,933
ADA	228	incl
Premium		
Loge Boxes	156	148
Terrace Tables	152	0
Suites	1,056	752
Chairman's Suite	24	0
Total Premium	1,388	900
Total	17,120	13,945

\*Includes approx. 2,900 obstructed view



Lower Bowl  
Floor Seats (20") -  
860  
16 (ADA and Companion)

GA Seats (20") -  
6,705  
90 (ADA and Companion)

Fixed Club Seats (22") -  
1,884  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

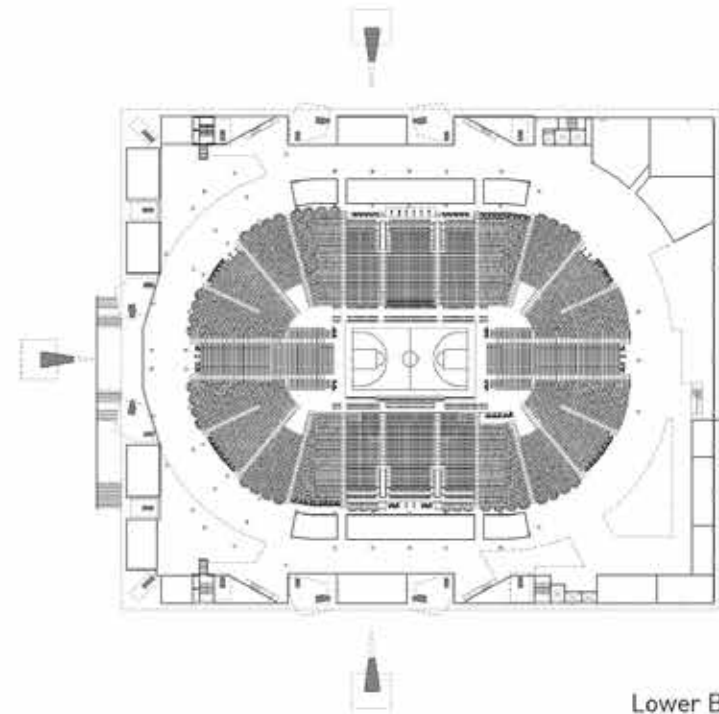
Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

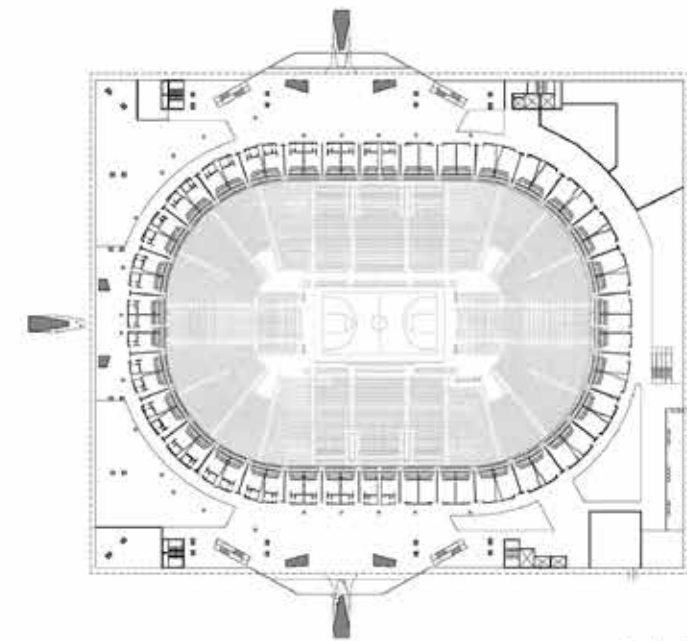
Suite Level  
Suite Seats (24") -  
66 Suites - 16 seats  
1,056

Upper Bowl  
GA Seats (19") -  
7,032  
96 (ADA and Companion)

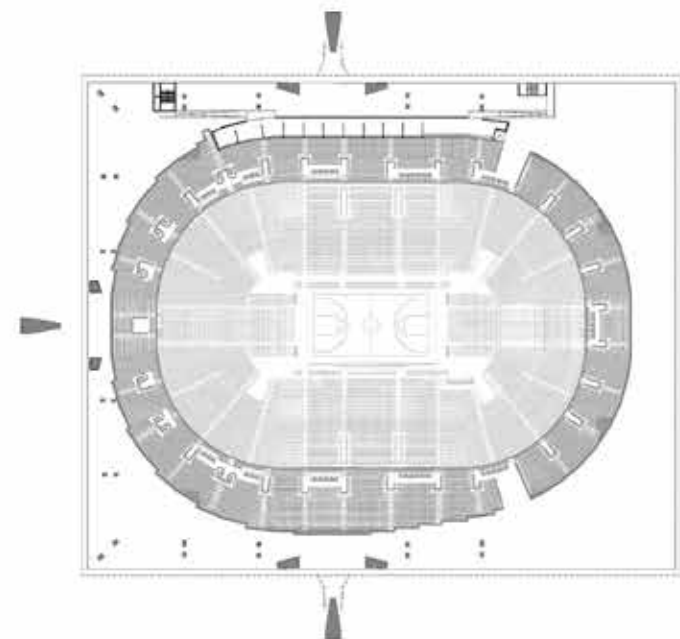
**TOTAL SEATS**  
**18,113**



Lower Bowl



Suite Bowl



Upper Bowl

## Basketball Seating Layout



Lower Bowl  
Floor Seats (20") -  
860  
16 (ADA and Companion)

GA Seats (20") -  
6,705  
90 (ADA and Companion)

Fixed Club Seats (22") -  
1,884  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

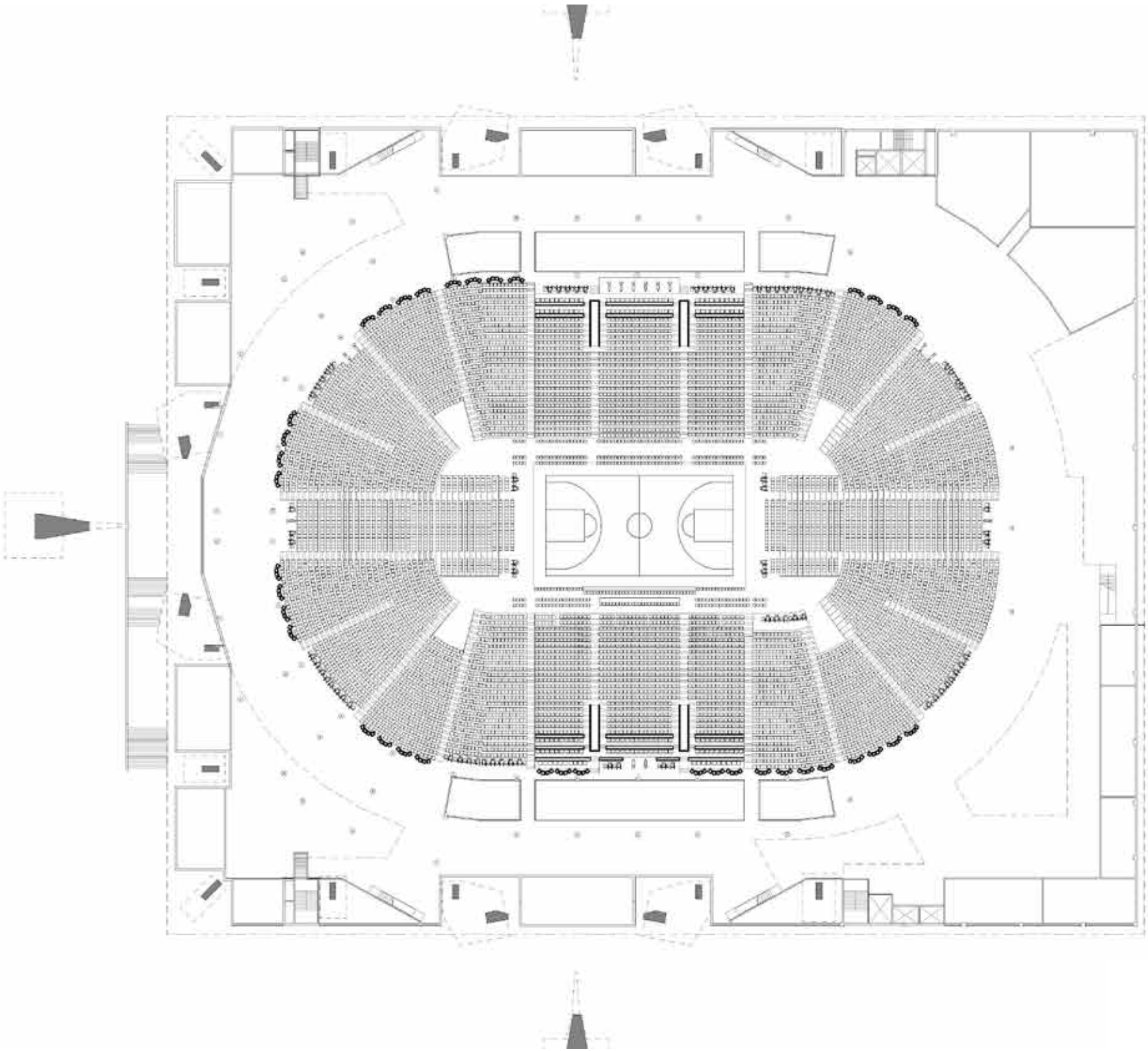
Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

Suite Level  
Suite Seats (24") -  
66 Suites - 16 seats  
1,056

Upper Bowl  
GA Seats (19") -  
7,032  
96 (ADA and Companion)

**TOTAL SEATS**  
**18,113**



Basketball Seating Layout - Lower Bowl



Lower Bowl  
Floor Seats (20") -  
860  
16 (ADA and Companion)

GA Seats (20") -  
6,705  
90 (ADA and Companion)

Fixed Club Seats (22") -  
1,884  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

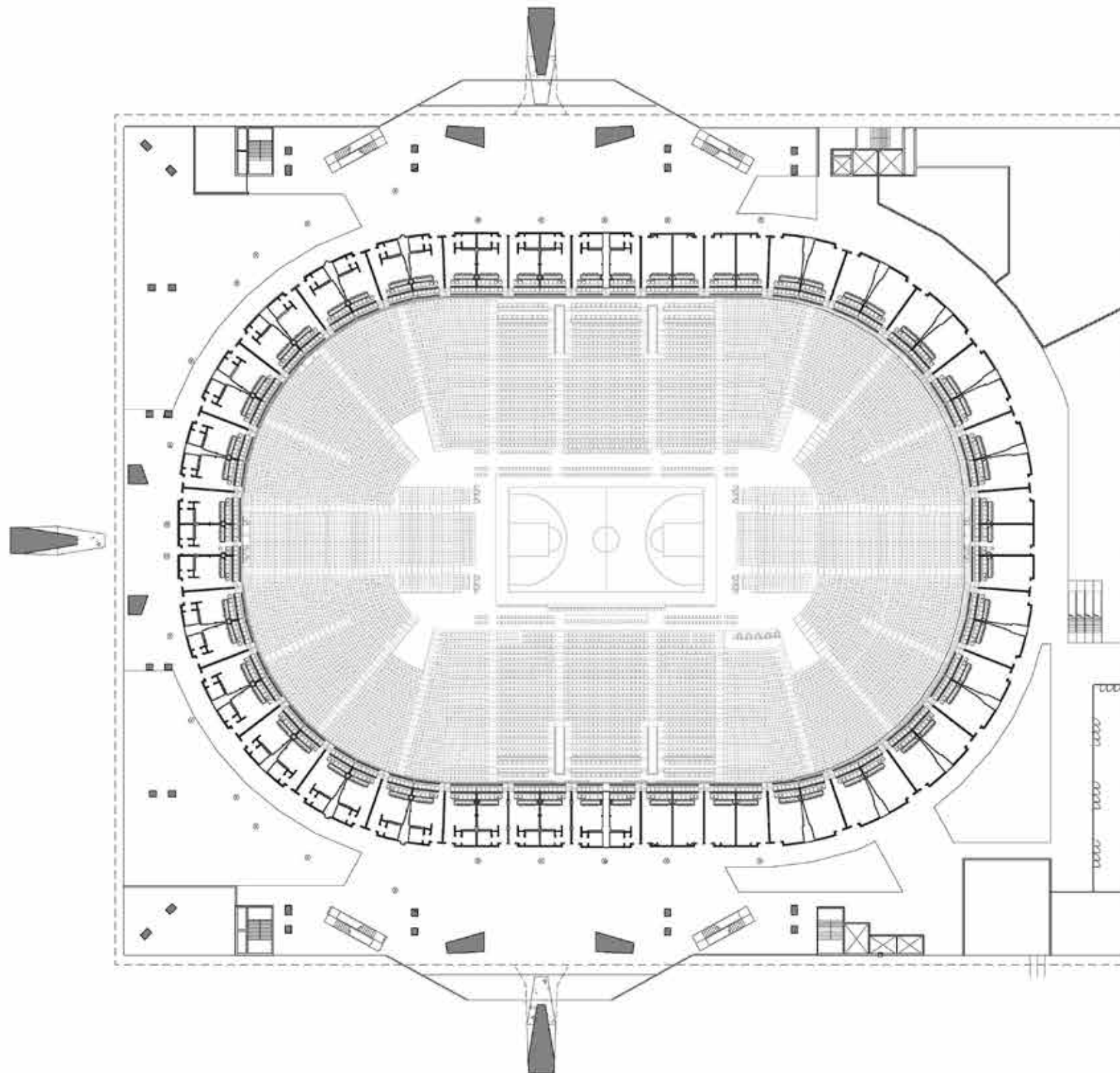
Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

Suite Level  
Suite Seats (24") -  
66 Suites - 16 seats  
1,056

Upper Bowl  
GA Seats (19") -  
7,032  
96 (ADA and Companion)

**TOTAL SEATS**  
**18,113**





Lower Bowl  
Floor Seats (20") -  
860  
16 (ADA and Companion)

GA Seats (20") -  
6,705  
90 (ADA and Companion)

Fixed Club Seats (22") -  
1,884  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

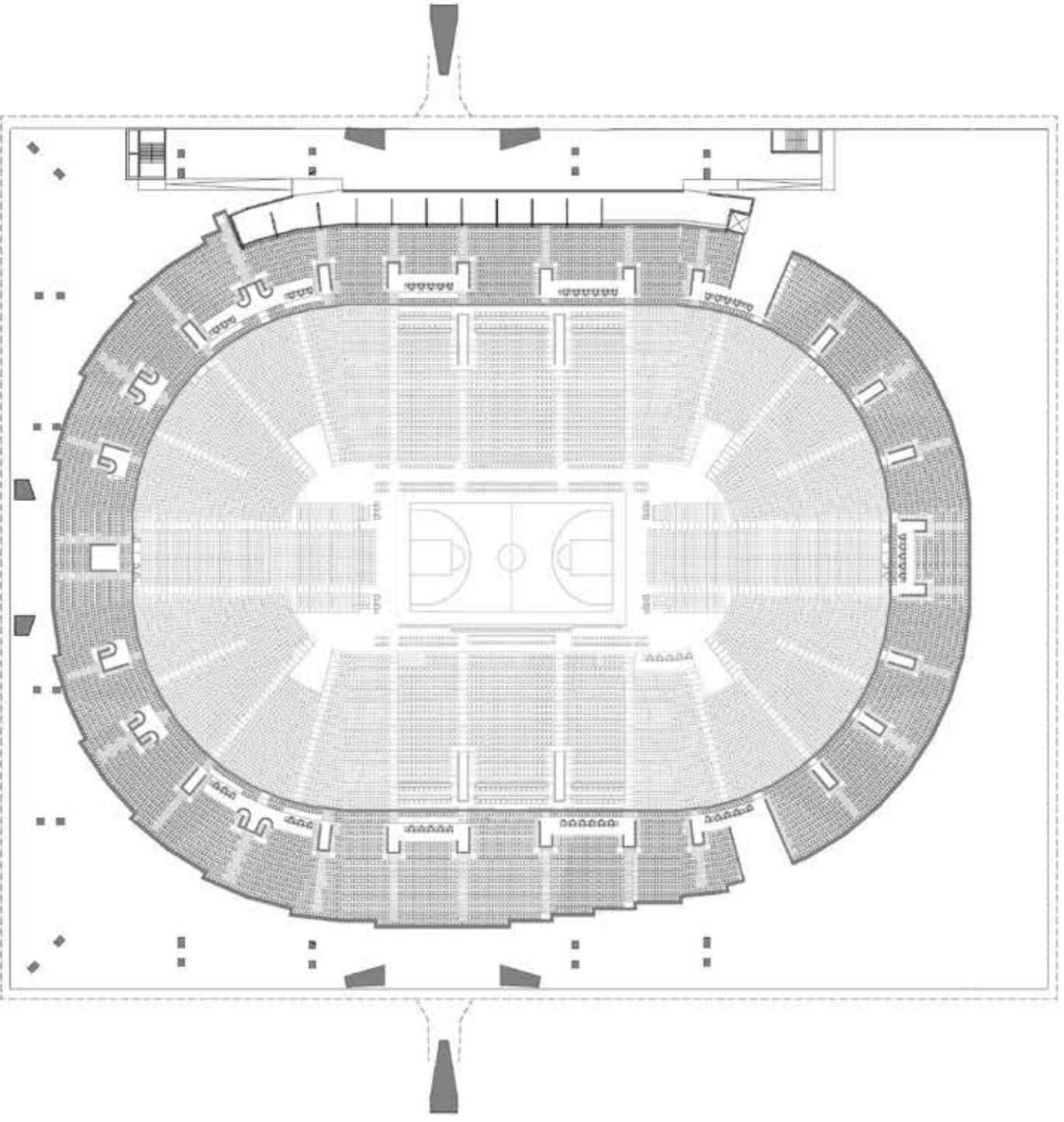
Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

Suite Level  
Suite Seats (24") -  
66 Suites - 16 seats  
1,056

Upper Bowl  
GA Seats (19") -  
7,032  
96 (ADA and Companion)

**TOTAL SEATS**  
**18,113**



Basketball Seating Layout - Upper Bowl



Lower Bowl  
GA Seats (20") -  
6,762  
90 (ADA and Companion)

Fixed Club Seats (22") -  
1,710  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

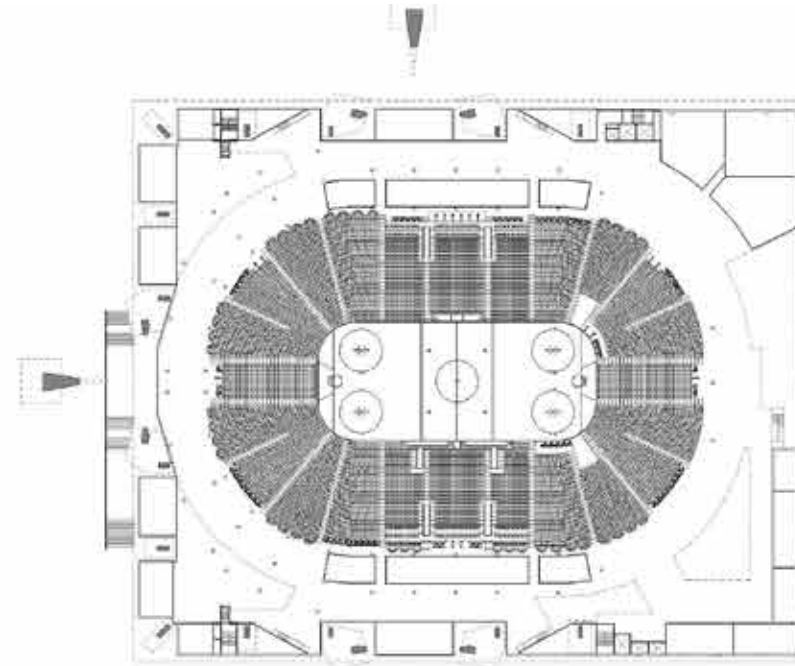
Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

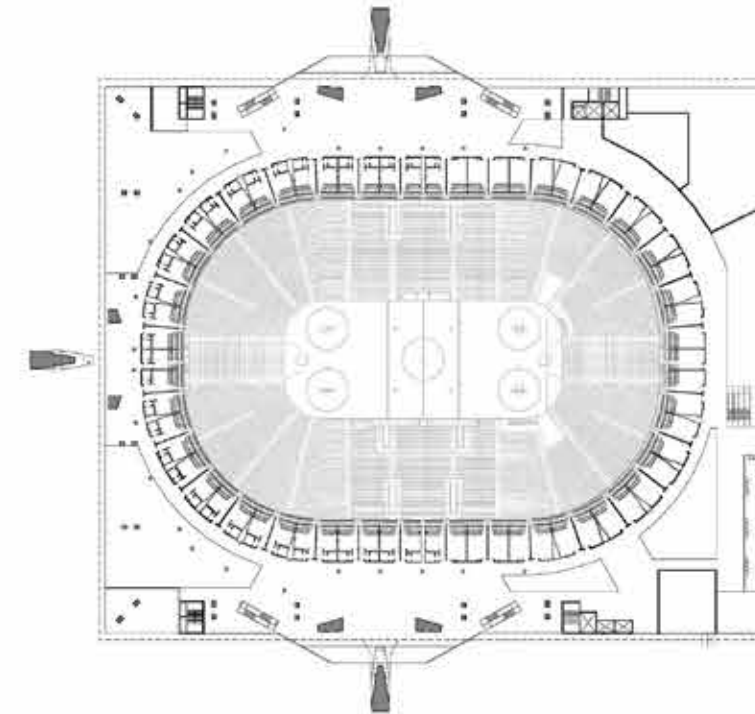
Suite Level  
Suite Seats (24") -  
66 Suites - 16 seats  
1,056

Upper Bowl  
GA Seats (19") -  
7,032  
96 (ADA and Companion)

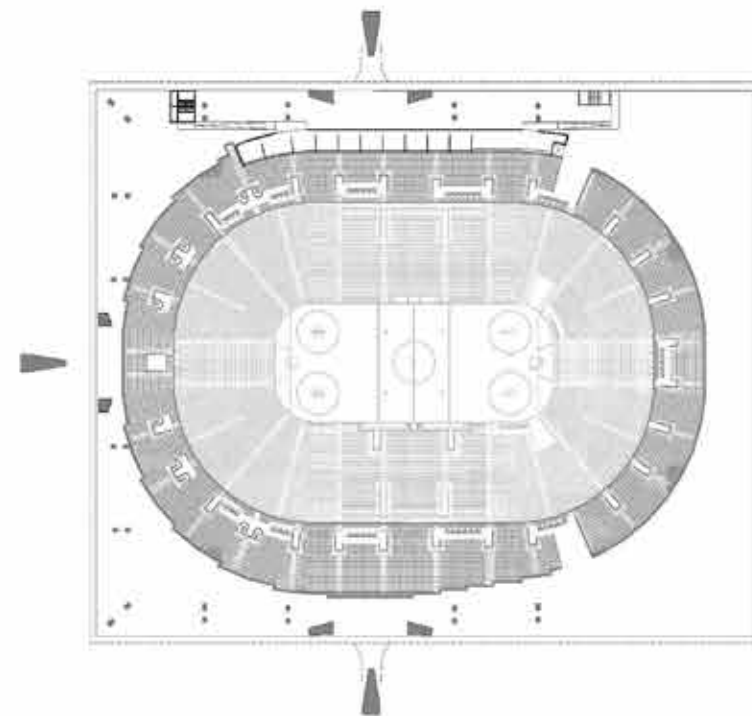
**TOTAL SEATS**  
**17,120**



Lower Bowl



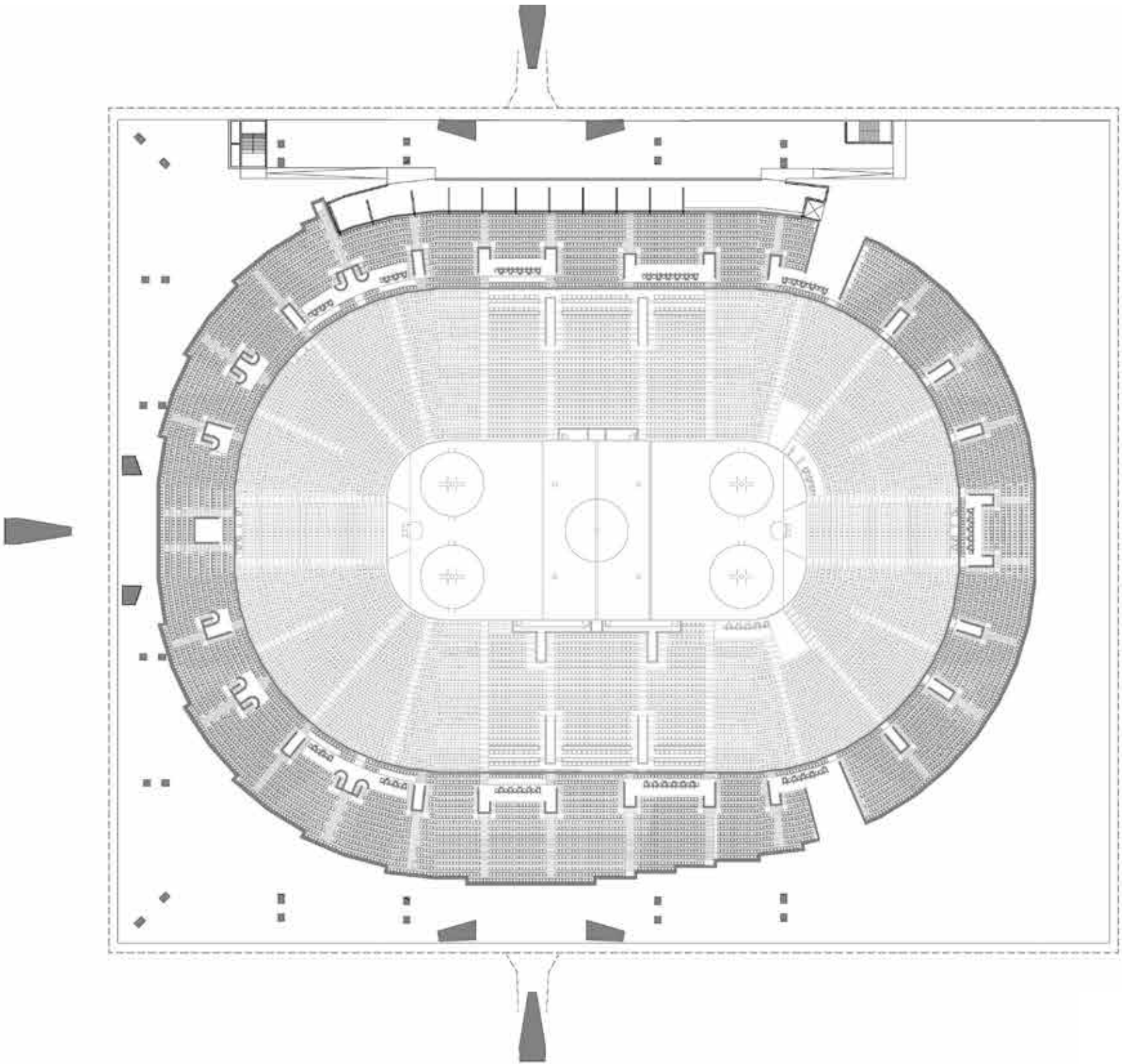
Suite Bowl



## Hockey Seating Layout



- Lower Bowl
  - GA Seats (20") - 6,762
  - 90 (ADA and Companion)
- Fixed Club Seats (22") - 1,710
- 28 (ADA and Companion)
- Loge Seats (24") - 156
- 12 (ADA and Companion)
- Terrace Table Seats (22") - 152
- Bunker/Chairmans Suite (24") - 24
- 2 (ADA and Companion)
- Suite Level
  - Suite Seats (24") - 66 Suites - 16 seats
  - 1,056
- Upper Bowl
  - GA Seats (19") - 7,032
  - 96 (ADA and Companion)
- TOTAL SEATS**  
**17,120**



Hockey Seating Layout - Lower Bowl



Lower Bowl  
GA Seats (20") -  
6,762  
90 (ADA and Companion)

Fixed Club Seats (22") -  
1,710  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

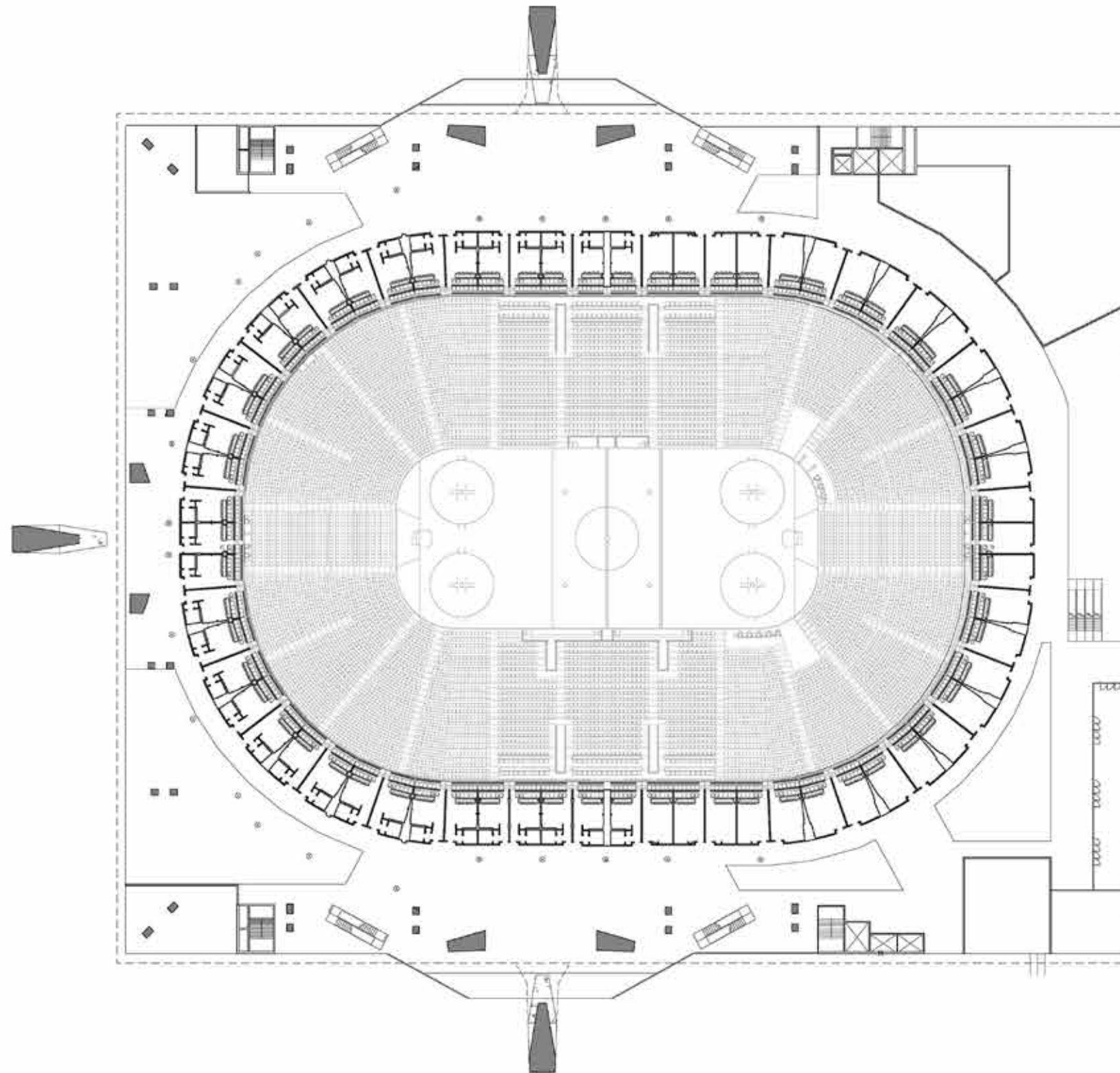
Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

Suite Level  
Suite Seats (24") -  
66 Suites - 16 seats  
1,056

Upper Bowl  
GA Seats (19") -  
7,032  
96 (ADA and Companion)

**TOTAL SEATS**  
**17,120**



Lower Bowl  
GA Seats (20") -  
6,762  
90 (ADA and Companion)

Fixed Club Seats (22") -  
1,710  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

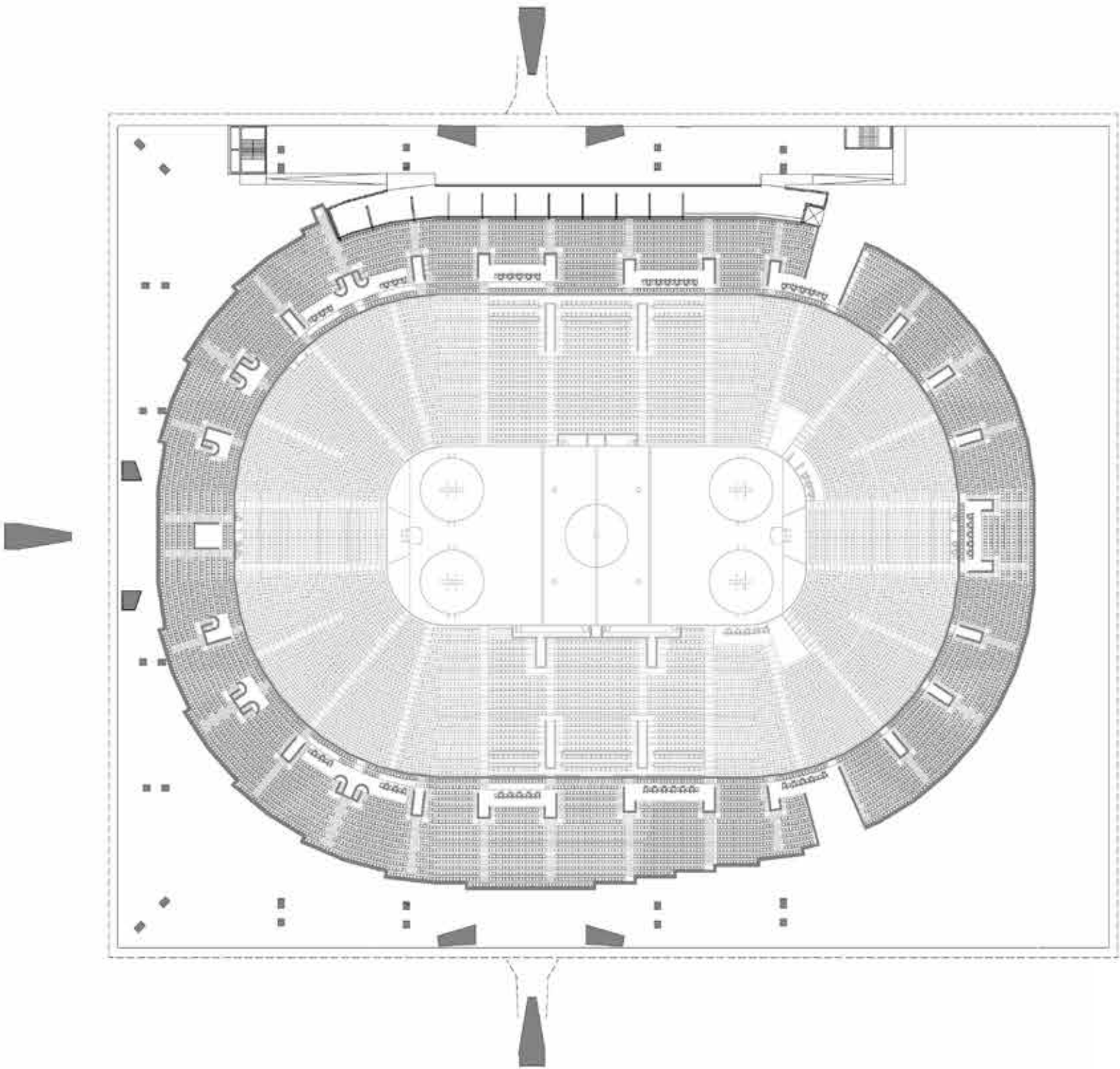
Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

Suite Level  
Suite Seats (24") -  
66 Suites - 16 seats  
1,056

Upper Bowl  
GA Seats (19") -  
7,032  
96 (ADA and Companion)

**TOTAL SEATS**  
**17,120**



Hockey Seating Layout - Upper Bowl



Lower Bowl  
 Floor Seats (18") -  
 2,106  
 34 (ADA and Companion)

GA Seats (20") -  
 4,832  
 70 (ADA and Companion)

Fixed Club Seats (22") -  
 1,884  
 28 (ADA and Companion)

Loge Seats (24") -  
 156  
 12 (ADA and Companion)

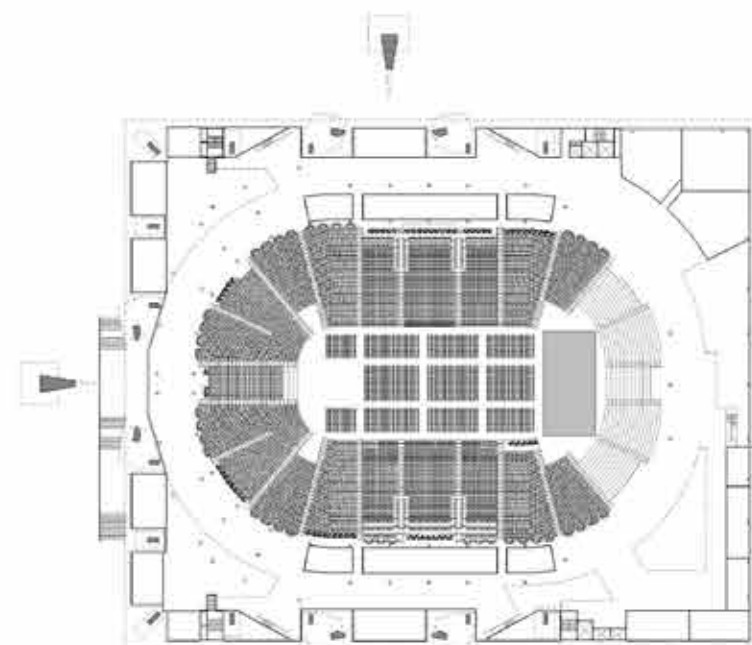
Terrace Table Seats (22") -  
 152

Bunker/Chairmans Suite (24") -  
 24  
 2 (ADA and Companion)

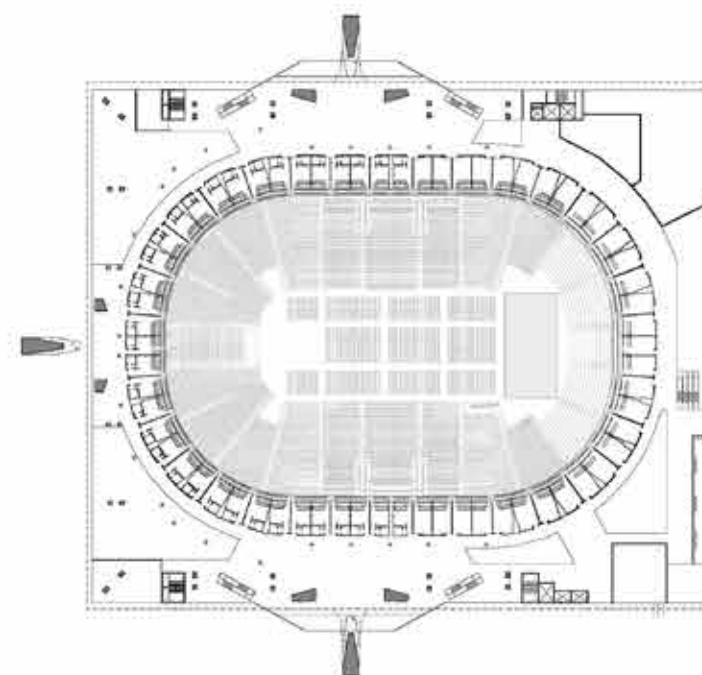
Suite Level  
 Suite Seats (24") -  
 51 Suites - 16 seats  
 816

Upper Bowl  
 GA Seats (19") -  
 5,552  
 82 (ADA and Companion)

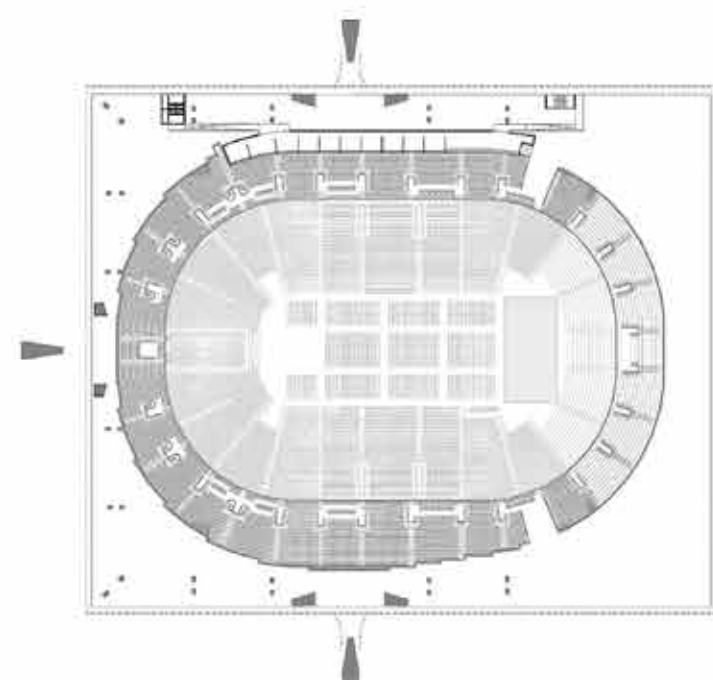
**TOTAL SEATS**  
**15,750**



Lower Bowl



Suite Bowl



Upper Bowl

Lower Bowl  
Floor Seats (18") -  
2,106  
34 (ADA and Companion)

GA Seats (20") -  
4,832  
70 (ADA and Companion)

Fixed Club Seats (22") -  
1,884  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

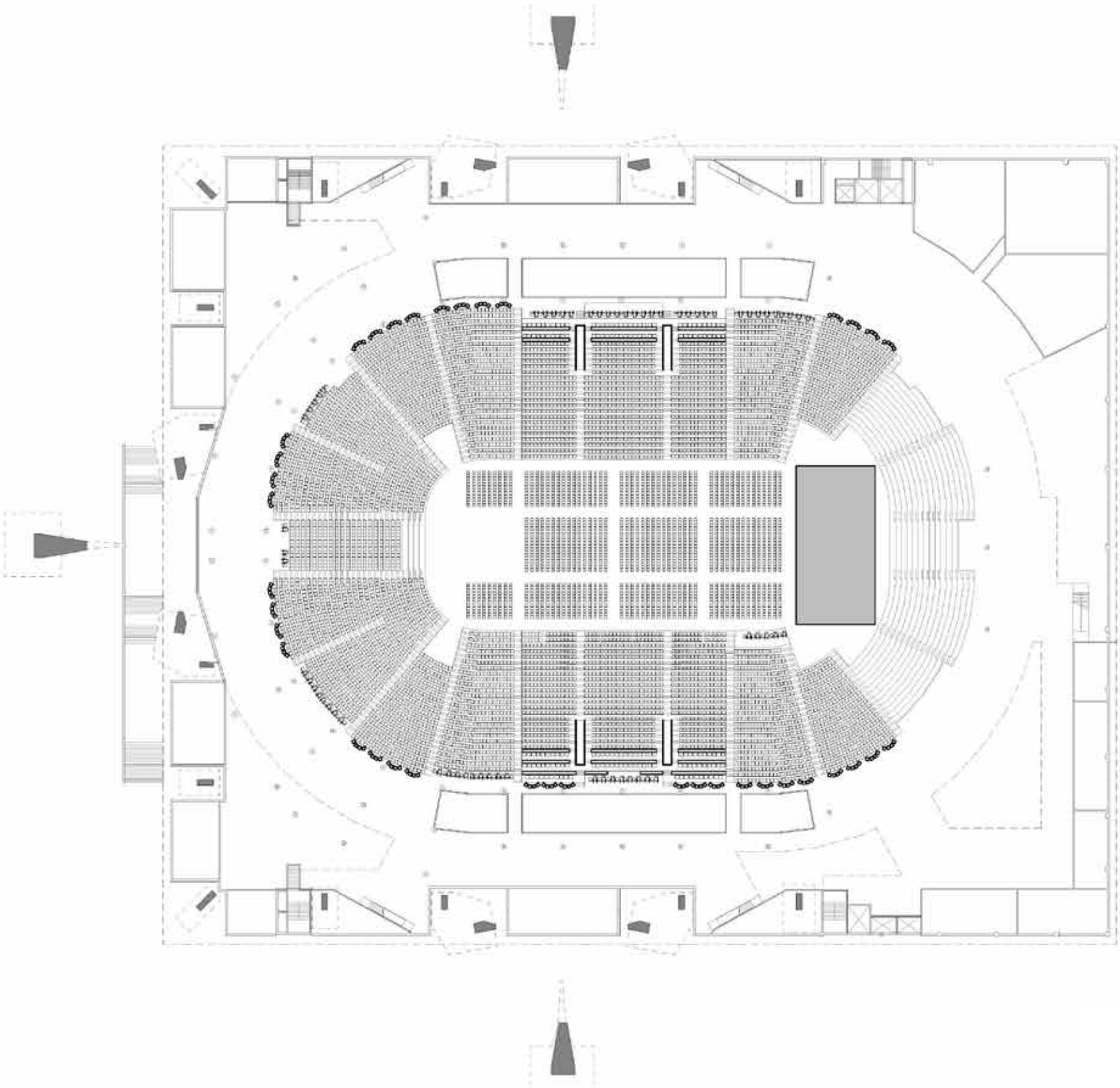
Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

Suite Level  
Suite Seats (24") -  
51 Suites - 16 seats  
816

Upper Bowl  
GA Seats (19") -  
5,552  
82 (ADA and Companion)

**TOTAL SEATS**  
**15,750**



240 Event Seating Layout - Lower Bowl



Lower Bowl  
Floor Seats (18") -  
2,106  
34 (ADA and Companion)

GA Seats (20") -  
4,832  
70 (ADA and Companion)

Fixed Club Seats (22") -  
1,884  
28 (ADA and Companion)

Loge Seats (24") -  
156  
12 (ADA and Companion)

Terrace Table Seats (22") -  
152

Bunker/Chairmans Suite (24") -  
24  
2 (ADA and Companion)

Suite Level  
Suite Seats (24") -  
51 Suites - 16 seats  
816

Upper Bowl  
GA Seats (19") -  
5,552  
82 (ADA and Companion)

**TOTAL SEATS**  
**15,750**

