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.