

CAMPUS REDEVELOPMENT PLAN

To meet the demands of a growing, world-class city, a vibrant, sustainable and cost-effective Master Plan has been created to ensure a future for Seattle Center that will serve the diverse demands and desires of visitors for generations to come.

The creation of the Seattle Center Century 21 Master Plan began with the appointment in November 2006 of a 17-person citizens committee, aptly named **Century 21 Committee** in homage to the 1962 World's Fair. The committee aspired to make the Center whole - to unify the physical space and the Center's purpose as an arts, recreational and civic center at the core of our community.

Seattle citizens, community organizations, Seattle Center employees and resident organizations, and elected officials provided input in over **60 meetings**. They called for more open space, more programs for young adults and children, more for the growing residential and employment populations neighboring Seattle Center, and more amenities that will make the Center a place to visit everyday in many ways.

As they assessed various design alternatives, the C21 Committee developed specific **planning and design principles** to guide the development of the Seattle Center Master Plan:

- The mission of Seattle Center is sound and the future is bright.
- The campus should be designed to draw people into the center of the grounds.
- Open spaces should be increased, preserved and accessible to all.
- The Center should be a leader in sustainable design and operations.
- Entrances and visual connections into and through the campus should be legible.
- A mix of activities and amenities should be inviting to the diversity of Seattle Center users.
- Pedestrian friendly planning should unify the campus, and transportation planning must be a central element.
- New design should emphasize flexibility, vibrancy, legibility and artistic expression.
- Future development should build on the tradition of being a good neighbor.

In March of 2008, the Century 21 Committee unveiled a **bold** Seattle Center Century 21 Master Plan, a fully **integrated** plan in terms of **opening** the campus from its center to its perimeters, architecturally **unifying** old and new spaces, and **uniting** the physical and programmatic elements that make Seattle Center one of the nation's best gathering places. The Seattle City Council adopted the Master Plan in August of 2008, clearing the pathway to private fundraising and further plan development.

Elements of the Master Plan include:

- Complete renovation of **Center House** with glass walls and roof, upgraded performance spaces, rooftop promenade and restaurant, and amenities that reach out to the open spaces surrounding the building.
- A reclaiming of the **open space** at the "Center of the Center" for a mix of programs and activities.
- Redevelopment of the **Fun Forest** into a year-round outdoor activity and play area with a summer splash pool and winter skating rink; new reflecting pond and public stage at **Mural Amphitheatre**.
- Restoration of the **Memorial Wall** so that it is truly a place of honor to our war veterans; replacement of Memorial Stadium with a grass lid, amphitheatre, high school sports field and underground transportation center.
- Better **pedestrian and transportation connections** through the Center and to nearby neighborhoods.

Weaving together all of the design elements is a bold and ongoing commitment to **sustainability**. The Master Plan looks at the whole campus from the ground up - placing ecological systems in all **landscape features**, increasing **green acreage**, and reducing the Center's carbon footprint through **energy conservation** measures. Completed first phase projects include the Broad Street Green and Seattle Center Skatepark. The Theater Commons project will break ground in September.

This \$570 million, 20-year plan calls for substantial, **long-term investment** in Seattle Center. It allows for an innovative mix of commercial and community spaces, as well as improved opportunities for retail and dining amenities. The plan will be supported, as redevelopment has in the past, by a mix of private and public funding. Of \$700 million in capital investment on the Seattle Center campus in the past 19 years, \$440 million was from private sources, \$62 million from Seattle Center levies and the rest from state, county and city sources.

As Seattle Center approaches its 50th anniversary in 2012, the tending and transformation of this welcoming, dynamic place will ensure that future generations both know and treasure the Center as a Seattle tradition - a destination where people gather for solace, contemplation, community and celebration.

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Learn more about the Century 21 Master Plan at:
www.seattlecenter.com/century21

PUBLIC PROGRAMMING PLAN

To many people Seattle Center is a home; a location where arts, cultural and recreational organizations reside and events are held. The Seattle Center Century 21 Master Plan unifies this unique campus to create an urban gathering place that is professional, functional and appealing for the organizations, events and people who enjoy thousands of extraordinary experiences here each year.

Seattle Center as an organization seeks to present experiences that touch the core of humanity. The Center also serves as a significant event producer by bringing commercial programs to campus venues such as KeyArena and McCaw Hall - and by developing its own programs to interest and entertain public audiences of all ages and walks of life.

Seattle Center Productions

Seattle Center Productions (SCP) presents free and low-cost programs, events and environments filled with art, entertainment, culture and enrichment for all people. In fulfillment of its vision to “delight and inspire the human spirit in each person and bring us together as a rich and varied community”; Seattle Center Productions is in the process of developing a programming plan that complements and completes the Seattle Center Century 21 Master Plan.

Public Programming Plan

Public programming creates opportunities that help people, in a complex and busy society, escape from stress and pressure to find renewal and authentic human connection in experiences that are safe and uniting. These programs strive to create joy, laughter, inspiration and enrichment in a way that mixes generations, cultures and ethnicities.

In preparation for the plan, Seattle Center Productions embarked on a variety of studies, audience surveys and focus groups to better understand the community’s needs and desires for programming. It heard that the mix of programs should seek to provide accessibility, quality, heart, relevancy, diversity and broad appeal. A program advisory committee is taking all of this to develop the program plan. The current and proposed (*) programming is divided into three categories that help address the guiding principles.

1. **Seasonal Programs** – A year-round selection of events that play to the region’s diverse demographics and interests.
 - **Cultural Programs** span the calendar with world cultural events celebrating heritages ranging from French to Korean, Turkish to Latin American, including:
Safeco Insurance Festál, Festál Leadership Institute, Martin Luther King Day Celebration, Miscellaneous Cultural Events, the July 4th Naturalization Ceremony, and Public Music Program (International Fountain and Center House).
 - **Arts and Enrichment Programs** make the most of specific times of the year, engage specific populations and enliven Center House. These include:
*Center House Urban Nightlife, *Farmer’s Market, *Fisher Roof Exhibits, *Fitness, *Lecture Series, Outdoor Movies and Music Series, Playroom, Student Showcases, *Sustainable Green City Events, Teen Tix, Walking Tours, Whirligig, Winterfest.
 - **Community Events** help the public showcase their own passions and interests in events such as Robothon, World Rhythm Festival or the event Seeds of Compassion featuring His Holiness, The Dalai Lama. Other examples include:
Art Gallery Exhibits, Community Co-sponsorships, Community Response, Community Service Events, Free Speech Events, *Poetry Garden Gallery
2. **Incidental Encounters*** – An unannounced program that create seemingly accidental, yet captivating moments around the Seattle Center campus. These incidents are less formal than event entertainment and play to visitors who are already on campus. Imagine encountering a musician sitting in a tree as you line up for an event at KeyArena - or a dance company in the International Fountain while taking a jog. Incidental Encounters enhance the campus environment to make the most of people’s time at Seattle Center.
3. **Large-Scale Entertainment** – Designed to be a gift to the community, these productions rival ticketed events in quality and appeal. National acts that are well known and will attract big audiences are presented throughout the year:
*Center House Special Events, *Constituent Showcases, *Dance Series, *Major Concerts, “Special events, *Theatre Series

SCP also brings **Community Heart** to Seattle Center campus by using its expertise and resources to respond to immediate topics and needs in the community, whether it’s to commemorate and grieve after a tragedy like 9-11 or to mark a momentous occasion.

As the Seattle Center Century 21 Master Plan renovates the grounds and facilities for future use, it is also recognizes that sustaining and building top-quality public programs is essential to the future of Seattle Center and the rich and varied communities it serves.



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