



Seattle Memorial Stadium

VISION & FEASIBILITY STUDY

FINAL PRESENTATION - 06.27.22

POPULOUS[®]

An architectural rendering of the Seattle Memorial Stadium, showing a large, modern building with a prominent canopy and a wide plaza. The scene is overlaid with a semi-transparent blue filter. Large, bold, white text is centered over the image, reading: "CREATE AN ICONIC EXPERIENCE FOR STUDENTS AND THE COMMUNITY IN THE HEART OF SEATTLE." The background shows silhouettes of people walking and gathering in the plaza, and a "WELCOME" sign is visible on the building's facade.

CREATE AN ICONIC EXPERIENCE FOR STUDENTS AND THE COMMUNITY IN THE HEART OF SEATTLE.



IMPACTFULLY INTEGRATE MEMORIAL STADIUM INTO THE SEATTLE CENTER CAMPUS.

ASK YOURSELF...

**DO YOU BELIEVE IN THE
VISION?**

ASK YOURSELF...

**IS THIS RIGHT FOR THE
PEOPLE OF SEATTLE?**

ASK YOURSELF...

**WOULD YOU BE PROUD
TO DELIVER THIS AND
FOR THIS TO BE PART OF
YOUR LEGACY?**



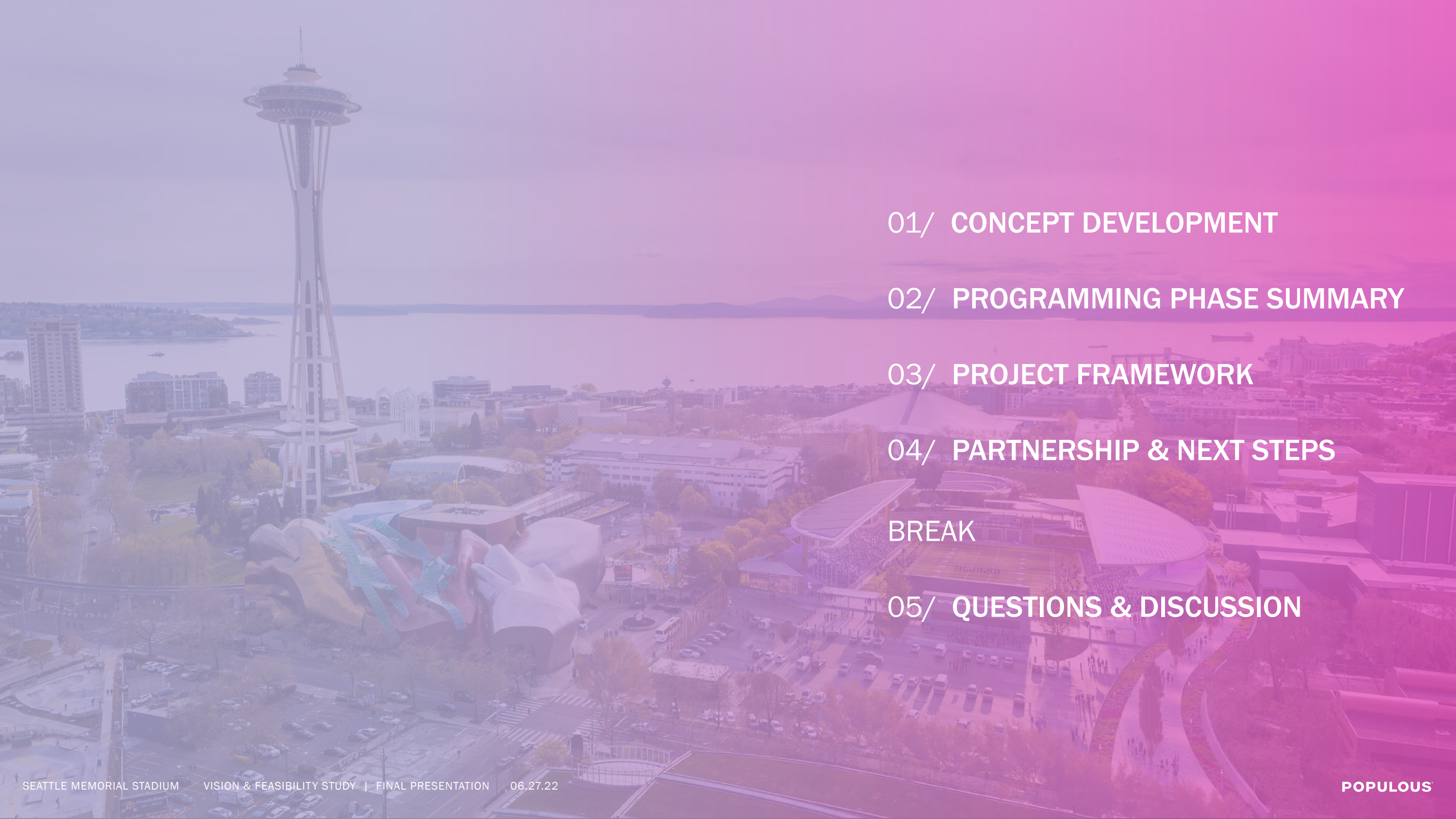












01/ CONCEPT DEVELOPMENT

02/ PROGRAMMING PHASE SUMMARY

03/ PROJECT FRAMEWORK

04/ PARTNERSHIP & NEXT STEPS

BREAK

05/ QUESTIONS & DISCUSSION

An aerial photograph of Seattle, Washington, featuring the Space Needle on the left and the Seattle Memorial Stadium under development in the center. The stadium is a large, modern structure with a curved, metallic-looking facade and a green field. The surrounding area includes parking lots, walkways, and other buildings. The entire image is overlaid with a semi-transparent pink gradient.

01 | CONCEPT DEVELOPMENT

The Ask?

you asked us to...

Listen Imagine Draw Evaluate

PROGRAMMING

Listen, collect information, and define a program concept representing the expanded potential for a new Memorial Stadium.

CONCEPTING

develop a building concept reflective of the programmatic desires of Seattle Public Schools, the City, and stakeholders as a whole.

ESTIMATING

develop a rough order of magnitude conceptual cost estimate for budgeting purposes.

VISUALIZING

develop engaging visuals that communicate the vision and support fundraising for this transformative project.

01. CONCEPT DEVELOPMENT MEMORIAL WALL INSPIRATION



01. CONCEPT DEVELOPMENT PUBLIC REALM INSPIRATION



FREDERIK MEIJER GARDENS - GRAND RAPIDS, MI



THE HIGH LINE - NYC, NY



LET'S ALL PLAY PLACE - SALEM, OR



BP PEDESTRIAN BRIDGE - CHICAGO, IL



ESTADIO BORREGOS - AQUASCALIENTES, MEXICO

01. CONCEPT DEVELOPMENT STADIUM EXPRESSION INSPIRATION



PARNU STADIUM - PARNU, ESTONIA



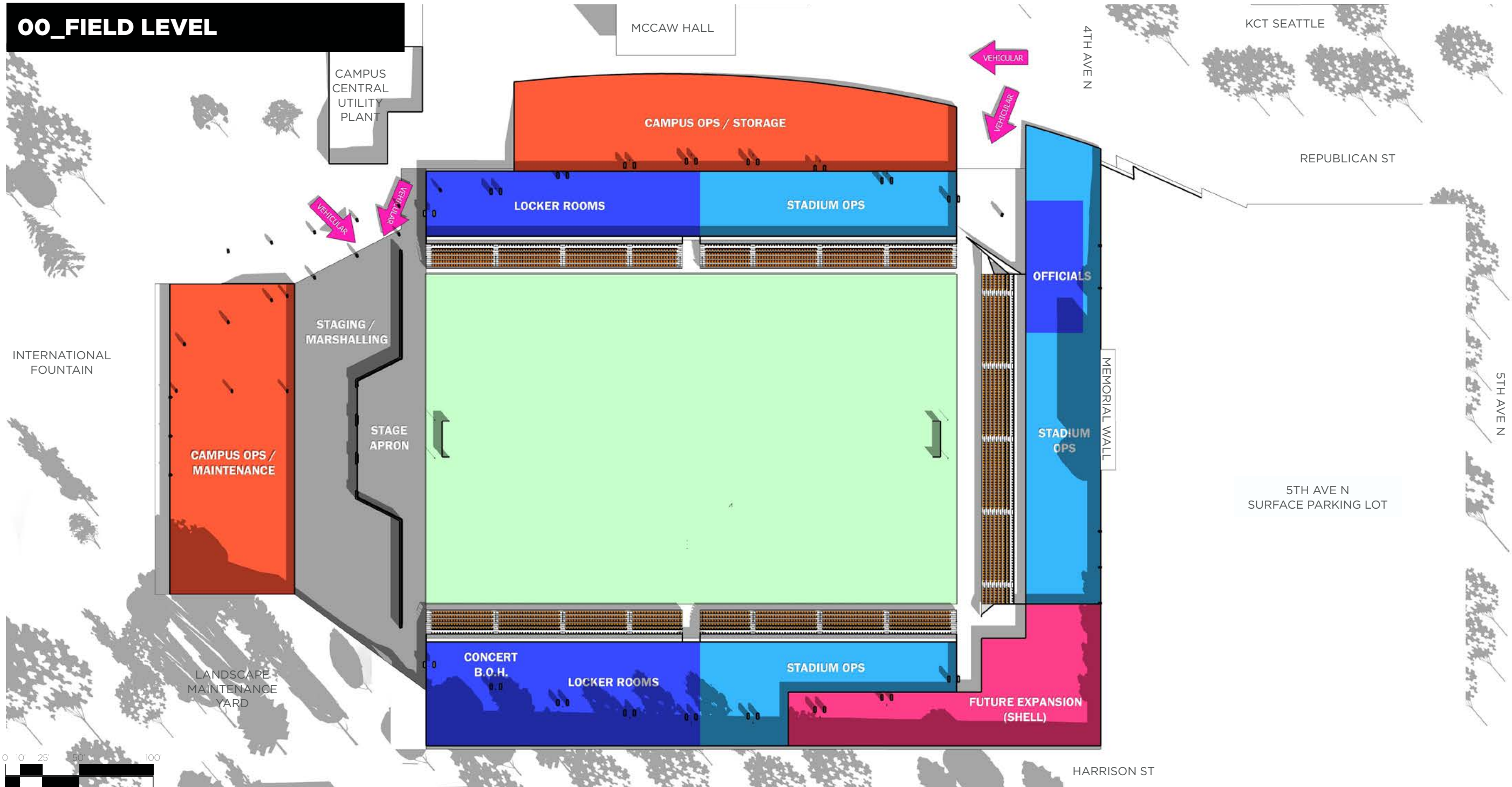
MUSEUM OF THE HOLOCAUST - LOS ANGELES, CA



STADIUM - GER, FRANCE

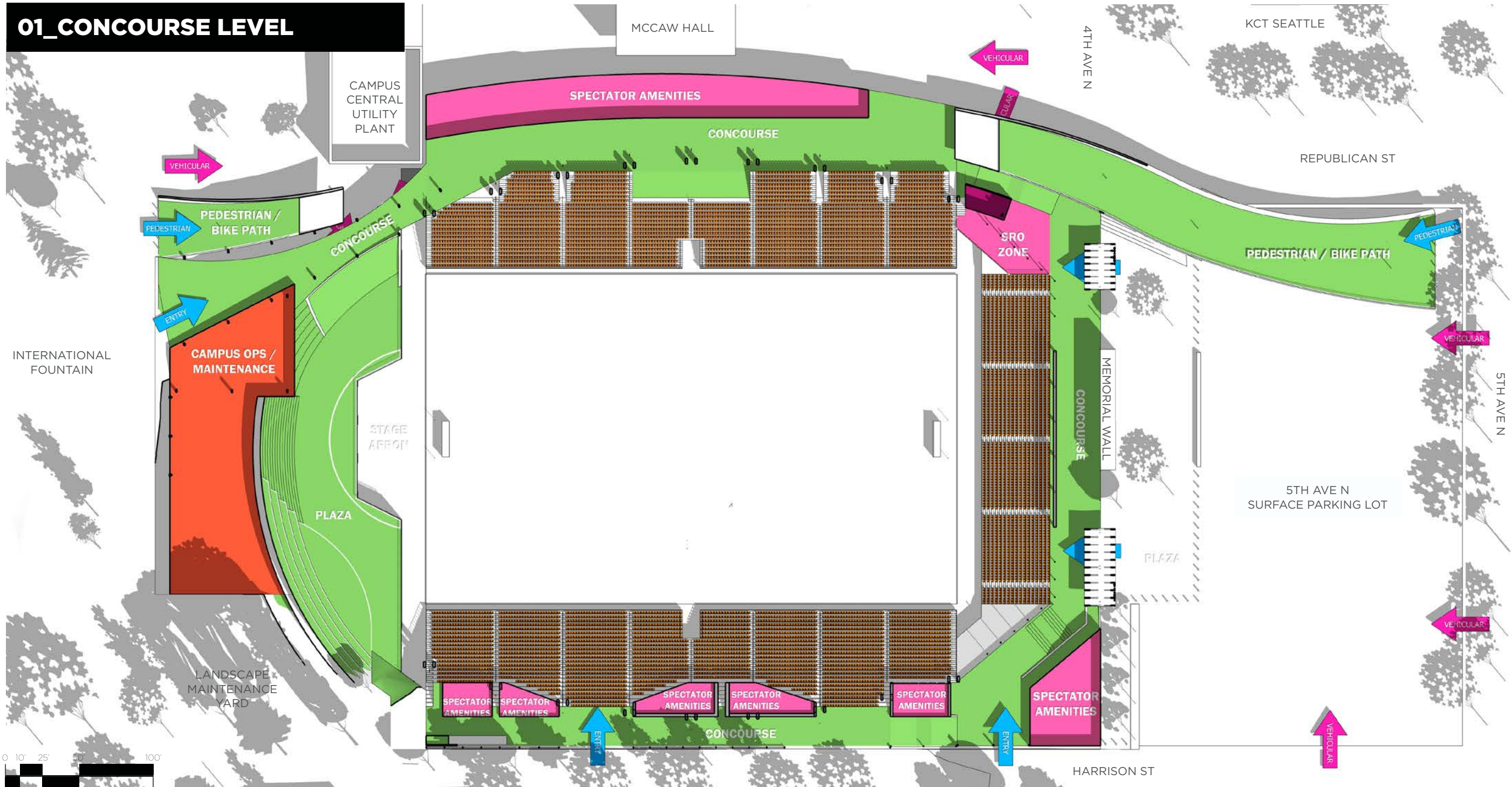
VIRTUAL TOUR

01. CONCEPT DEVELOPMENT FLOOR PLANS



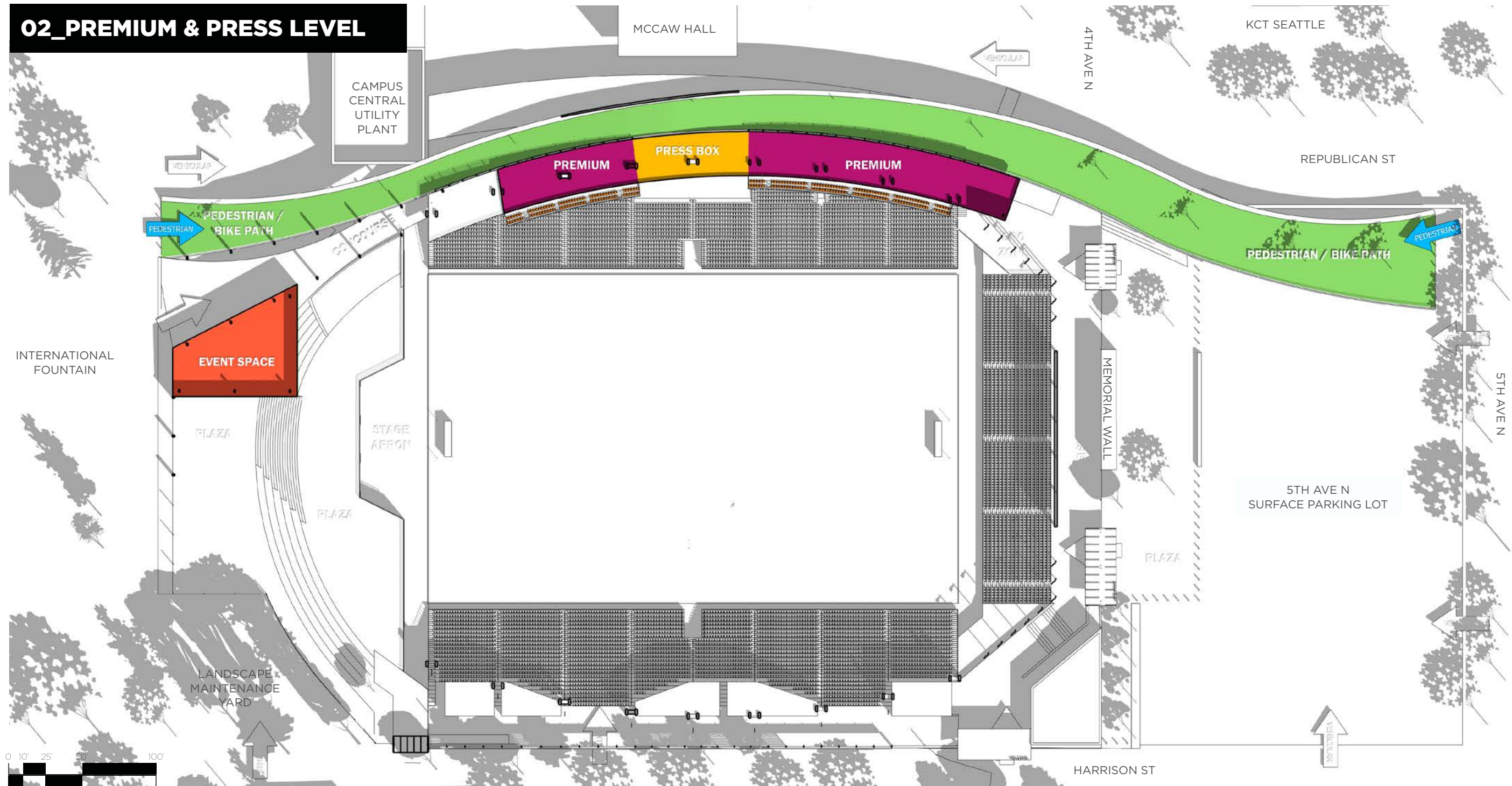
01. CONCEPT DEVELOPMENT FLOOR PLANS

01_CONCOURSE LEVEL



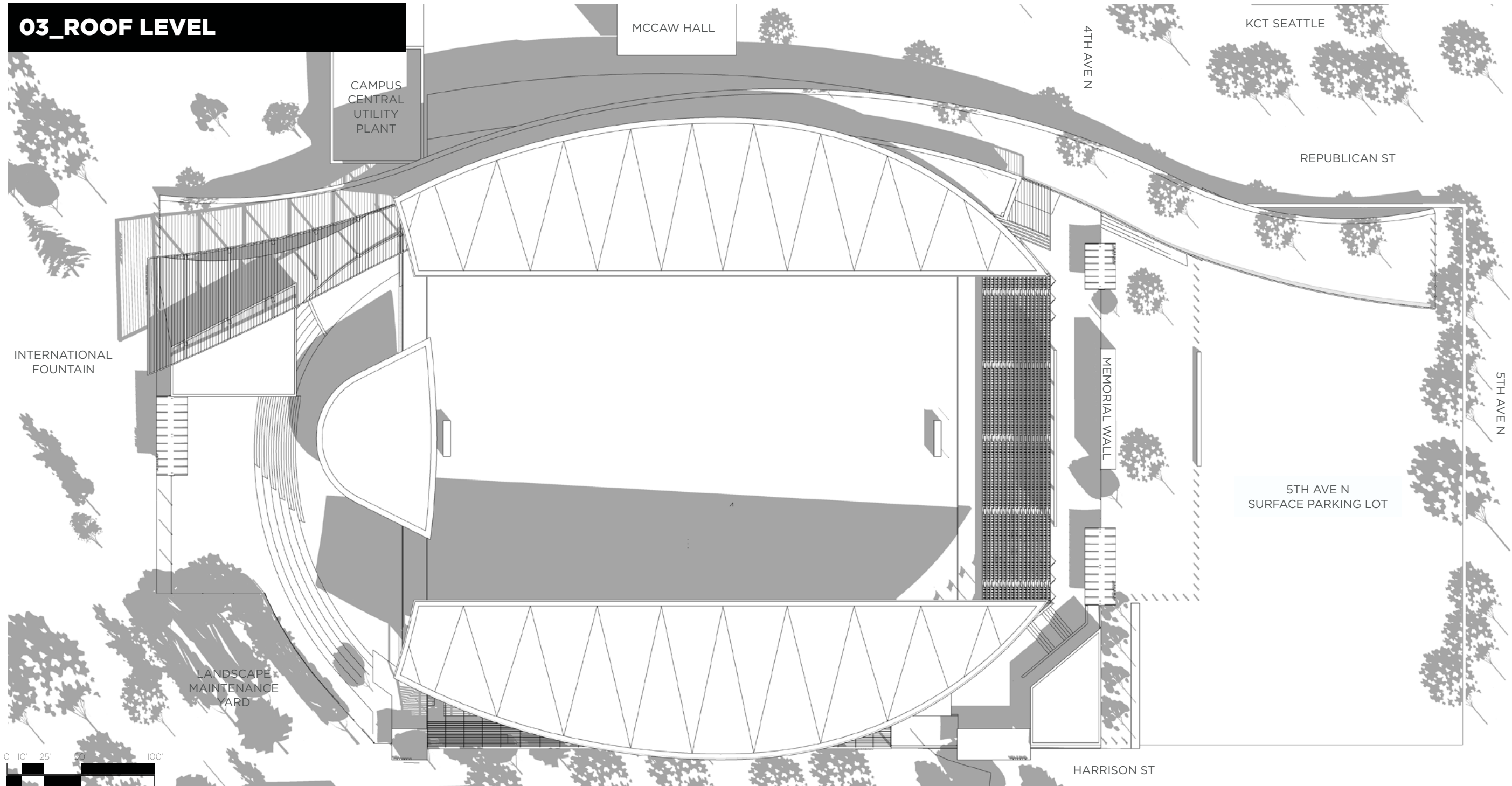
01. CONCEPT DEVELOPMENT FLOOR PLANS

02_PREMIUM & PRESS LEVEL

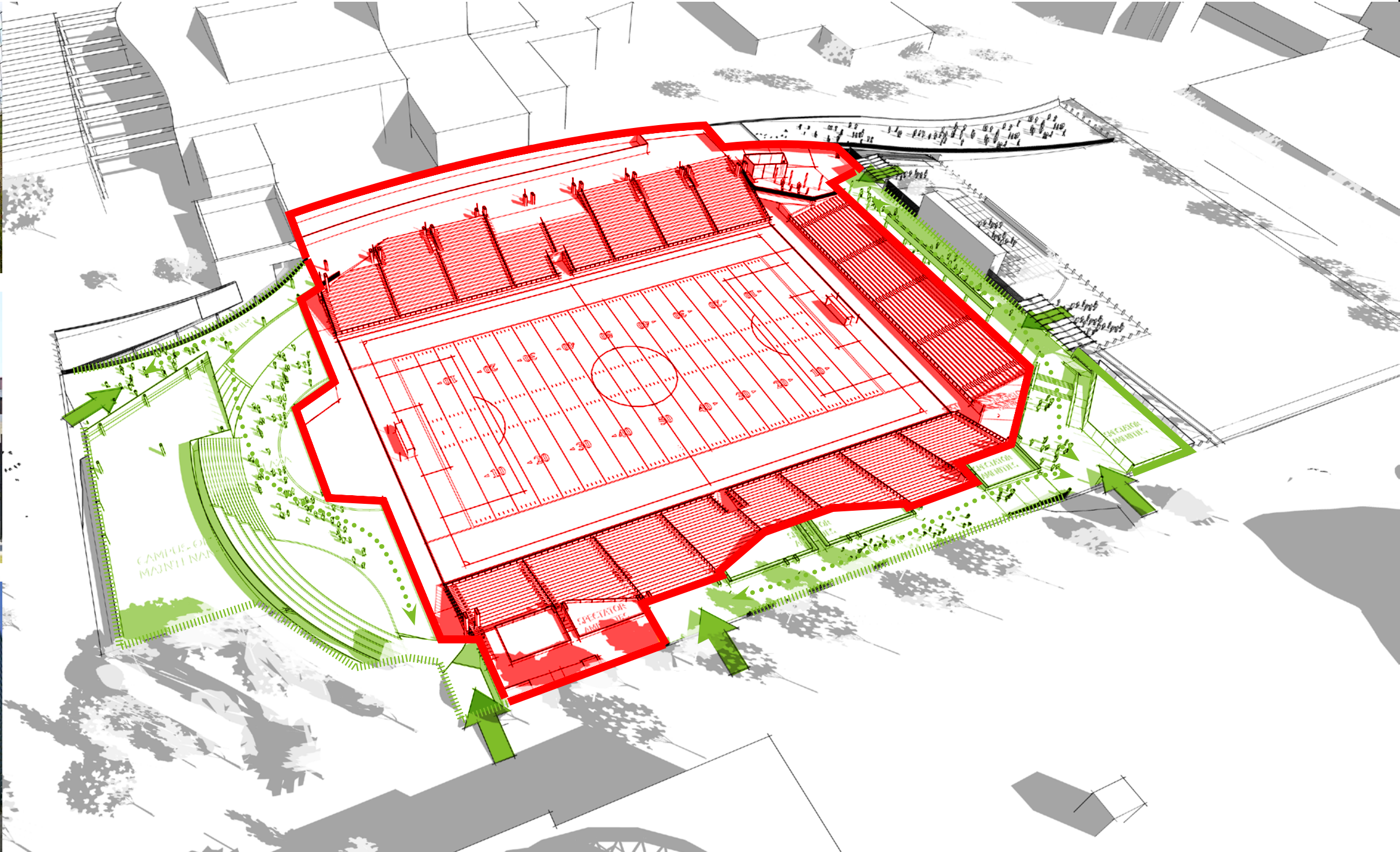


01. CONCEPT DEVELOPMENT FLOOR PLANS

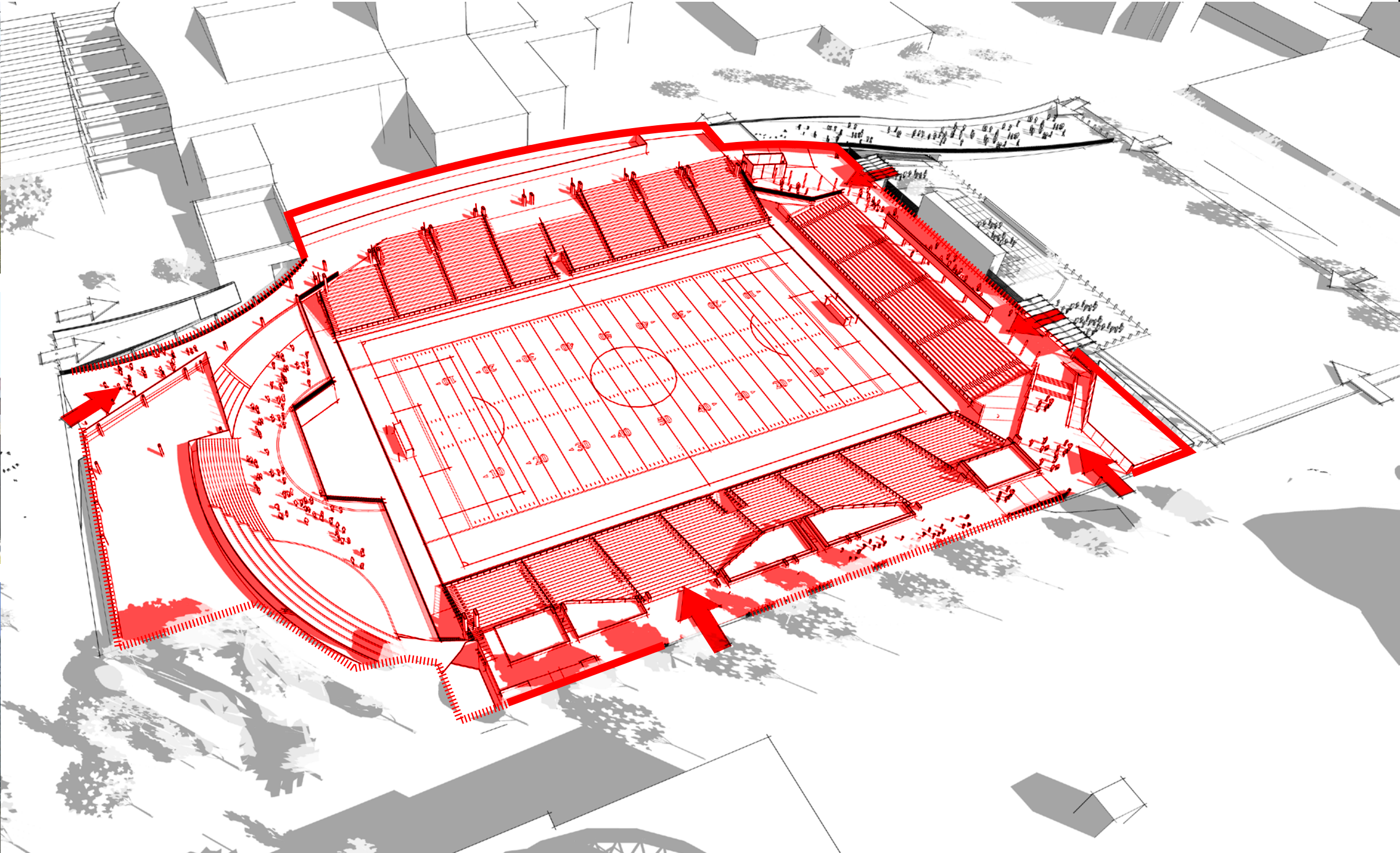
03_ROOF LEVEL



01. CONCEPT DEVELOPMENT SECURITY - EVERYDAY / SPS HIGH SCHOOL PRACTICE CONFIGURATION

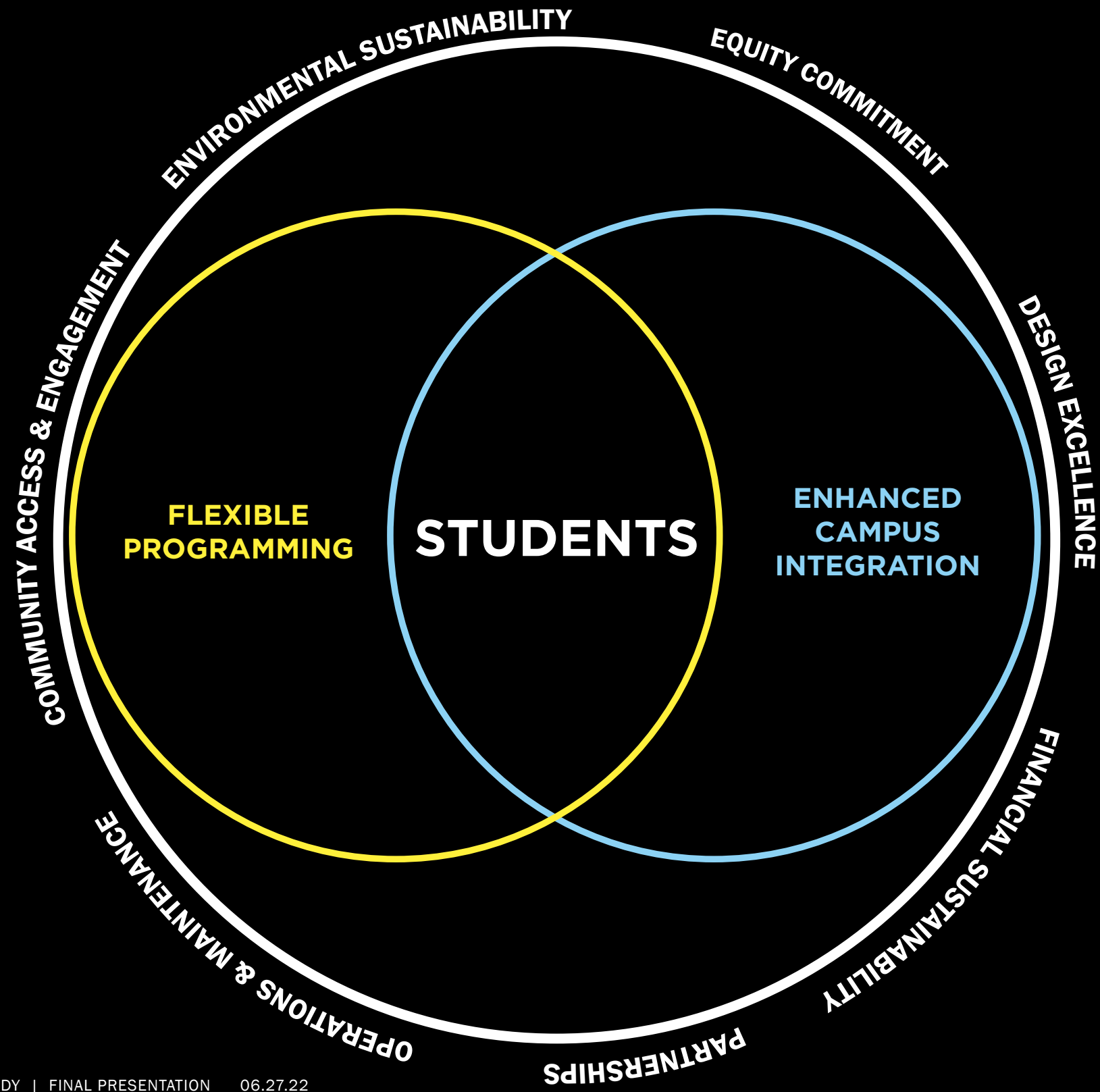


01. CONCEPT DEVELOPMENT SECURITY - LARGE EVENT CONFIGURATION



An aerial photograph of Seattle, Washington, featuring the Space Needle on the left and the Seattle Memorial Stadium in the center. The stadium has a distinctive, undulating roof structure. The city and waterfront are visible in the background. A semi-transparent pink overlay covers the entire image. The text '02 | PROGRAMMING PHASE SUMMARY' is centered in white, bold, sans-serif font.

02 | PROGRAMMING PHASE SUMMARY



02. PROGRAMMING PHASE SUMMARY DESIGN FRAMEWORK

IMAGINE **A STADIUM IN AN URBAN PARK** THAT CREATES **BETTER OPPORTUNITIES AND EXPERIENCES FOR STUDENTS** FOR GENERATIONS

A NEW STUDENT ASSET THAT INCLUDES **BEST-IN-CLASS** GAME DAY AND PRACTICE FACILITIES, UNPRECEDENTED EXPERIENCE FOR GRADUATIONS AND OTHER CEREMONIES, AND PROFESSIONAL QUALITY ARTS AND PERFORMANCE DESIGN

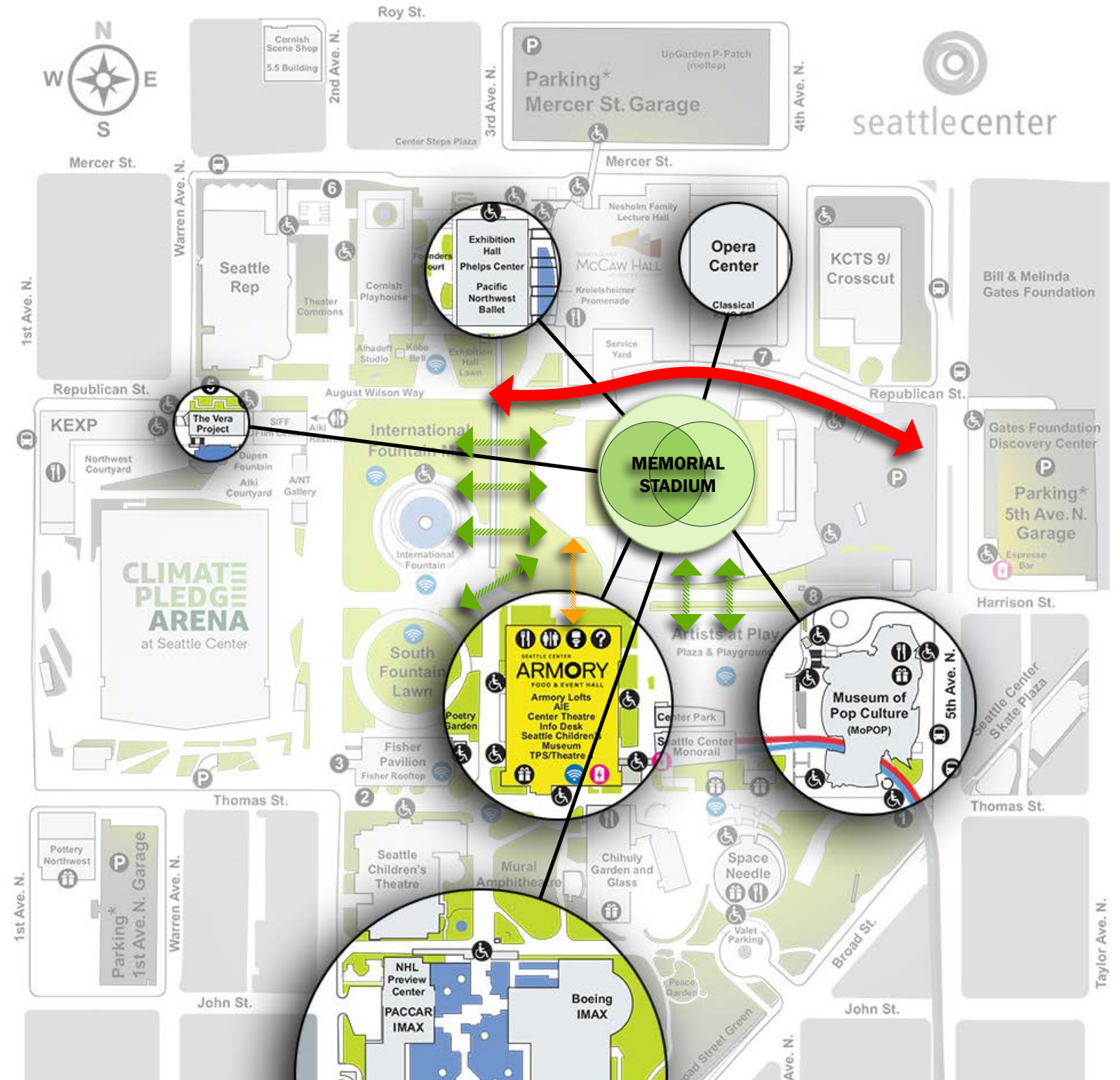
AN **ICONIC FACILITY** THAT CONNECTS STUDENTS AND FAMILIES TO MANY EXISTING ARTS AND CULTURAL ASSETS INCLUDING:

1. CENTER SCHOOL
2. PACIFIC SCIENCE CENTER
3. VERA PROJECT
4. OPERA
5. PNW BALLETT
6. MOPOP MUSEUM

INTEGRATE THE NEW STADIUM INTO ITS SURROUNDINGS THROUGH **OPEN AND GREEN CONNECTIONS** AND **ENHANCE OPEN SPACE** BY THE HEART OF SEATTLE CENTER FOR ALL USERS

RECONNECT AUGUST WILSON WAY FOR **IMPROVED AND FULLY ACCESSIBLE ACCESS** FOR STUDENTS, FAMILIES, AND VISITORS

PRIORITIZE **PEDESTRIAN EXPERIENCE & SAFETY** BY CONCEALING CAMPUS OPERATIONS & VEHICULAR ACTIVITY



02. PROGRAMMING PHASE SUMMARY PROGRAM ANALYSIS

STADIUM	SPS INITIAL LEVY PROGRAM (SF)	EXPANDED PROGRAM CONSIDERATIONS (SF)	POTENTIAL PROGRAM (SF)
CLASSIFICATION 1: SPECTATOR FACILITIES			
SEATING BOWL	<u>23,640</u> (4,500 SEATS)	25,610 (4,900 SEATS)	49,251 (9,400 SEATS)
PREMIUM SEATING		7,475 (1,000 SRO)	7,475 (1,000 SRO)
RESTROOMS / FIRST AID / GUEST SERVICES	2,044	12,431	14,475
CLASSIFICATION 2: FOOD AND RETAIL FACILITIES			
CONCESSIONS	600	4,400	5,000
CLASSIFICATION 3: TEAM FACILITIES			
TEAM LOCKER ROOMS	11,750	16,618	28,368
OFFICIALS	450	463	913
CONCERT BOH FACILITIES		1,563	1,563
PLAYING FIELD	82,000		82,000
CLASSIFICATION 4: PRESS BOX FACILITIES			
PRESS BOX	500	100	600
EXPANDED PRESS AND MEDIA FACILITIES		1,563	1,563
CLASSIFICATION 5: OPERATIONS & SUPPORT			
STADIUM OPERATIONS / SUPPORT	2,000	6,475	8,475
CAMPUS MAINTENANCE / OPS		58,625	58,625
ADMIN / SECURITY	725	150	875
M / E / P / T	2,100	5,400	7,500
DOCK / STAGING	<u>25,000</u>		25,000
CLASSIFICATION 6: CIRCULATION			
PUBLIC CONCOURSE	<u>22,500</u>	54,500	77,000
CLASSIFICATION 7: MISCELLANEOUS			
SUSTAINABILITY PROGRAM		375	375
GRAND TOTAL STADIUM	91,309 SF \$66.5M	195,746 SF	287,056 SF \$200M - \$250M

02. PROGRAMMING PHASE SUMMARY ROUGH ORDER OF MAGNITUDE COST

\$200M - \$250M*

(TOTAL PROJECT COST - INCLUDING SOFT COSTS)

*CONCEPTUAL LEVEL ESTIMATE. FINAL COSTS TO BE DEVELOPED DURING FORMAL DESIGN PROCESS.

02. PROGRAMMING PHASE SUMMARY COST BENCHMARKS



**CRUSADER
STADIUM**
UNIV OF MH BAYLOR
(NCAA)

\$549/SF



**GEODIS
PARK**
NASHVILLE SC
(MLS)

\$652/SF



**MEMORIAL
STADIUM**
SEATTLE
(HS/NWSL/MLR)

\$526-\$701/SF*
(includes demo)

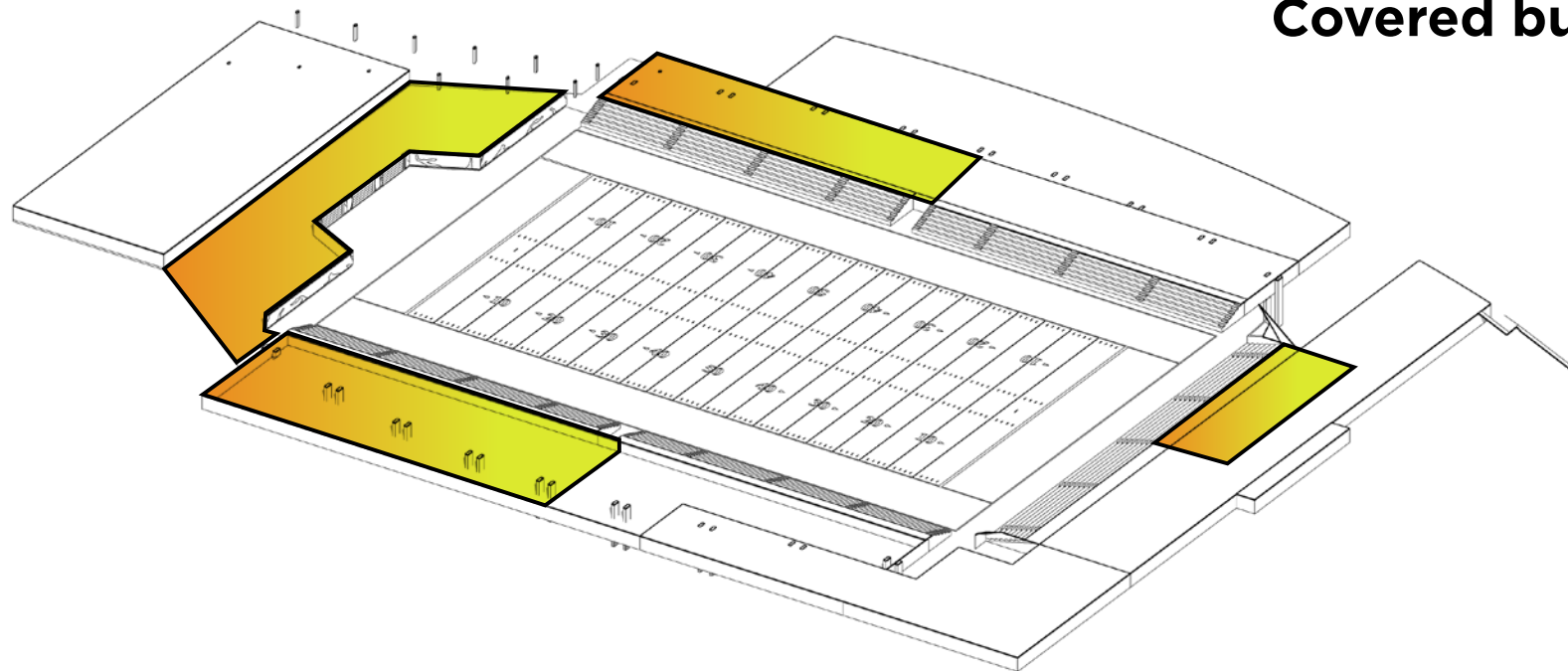


**ALLIANZ
FIELD**
MINNESOTA UNITED
(MLS)

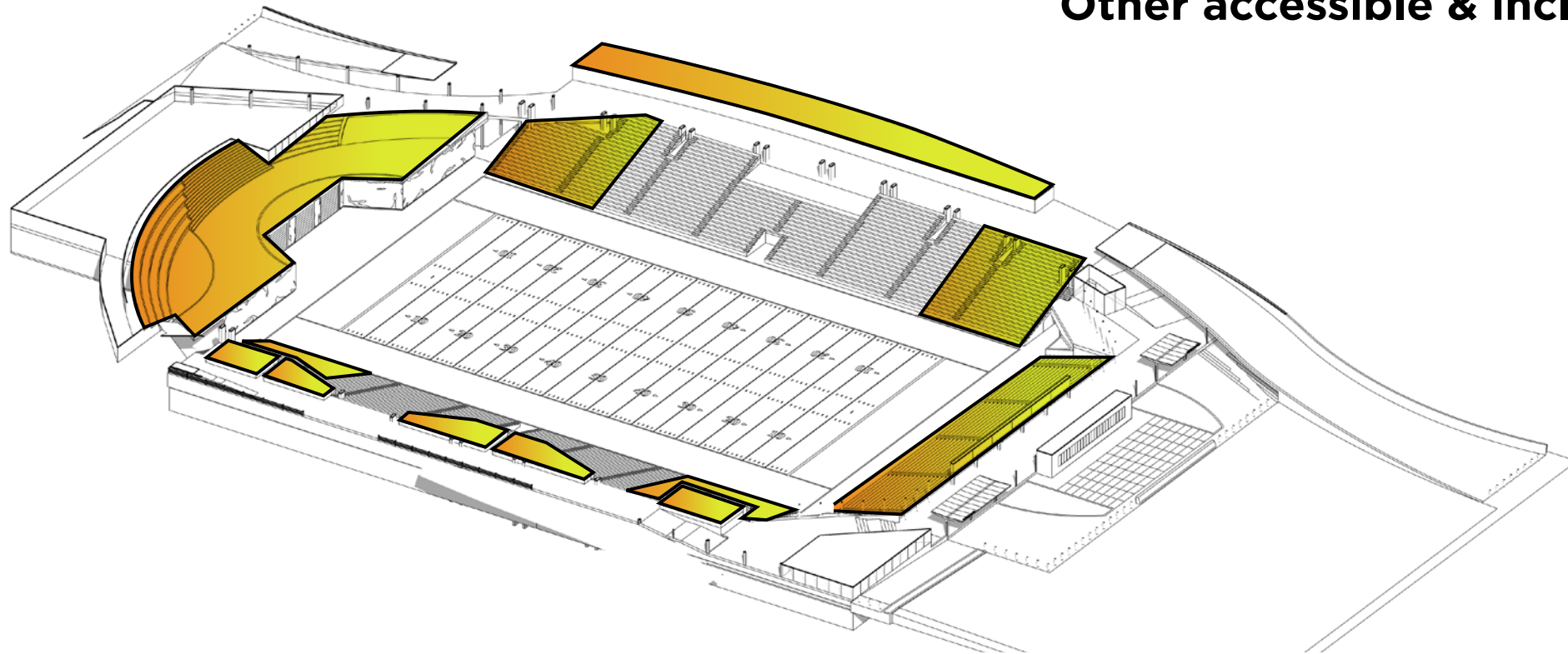
\$783/SF

ANALYSIS OF AVERAGE COST/SF OF HARD CONSTRUCTION - ESCALATED TO 2025
*CONCEPTUAL LEVEL ESTIMATE. FINAL COSTS TO BE DEVELOPED DURING FORMAL DESIGN PROCESS.

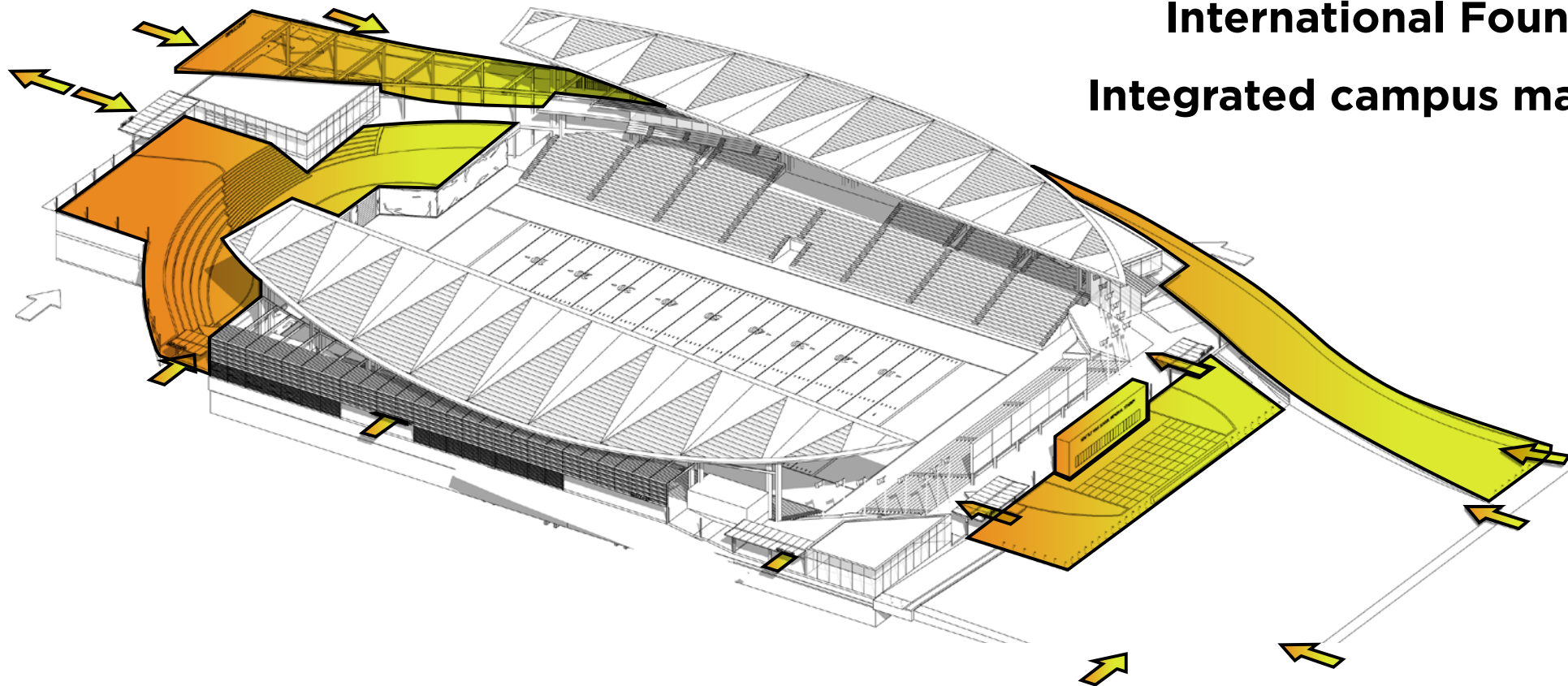
- ATHLETICS:**
- Additional locker room inventory**
 - Back-of-house concert spaces for flexible use
(mascot/band/alumni/etc)**
 - New SPS athletics management office**
 - Expanded team treatment and warm-up areas (2)**
 - Expanded officials area**
 - Expanded press box**
 - Covered bus staging / loading dock area**



- SPECTATOR AMENITIES:**
- Expanded seating capacity & standing-room areas**
 - Suites & associated hospitality space**
 - Sensory rooms/space**
 - Nursing & Mothers space**
 - ADA Adult changing space**
 - Expanded gender neutral restrooms**
 - Other accessible & inclusive amenities**



- SITE & ACCESS:**
- Memorial Wall Plaza**
 - August Wilson Way bike & pedestrian connector**
 - Multiple stadium entry points**
 - Robust Signage and Wayfinding**
 - Ease of loading & access for events**
 - Open space lid & enhanced connection to International Fountain**
 - Integrated campus maintenance & ops facility**



TECHNOLOGY & EXPERIENCE:

Solar Panels on roof canopy

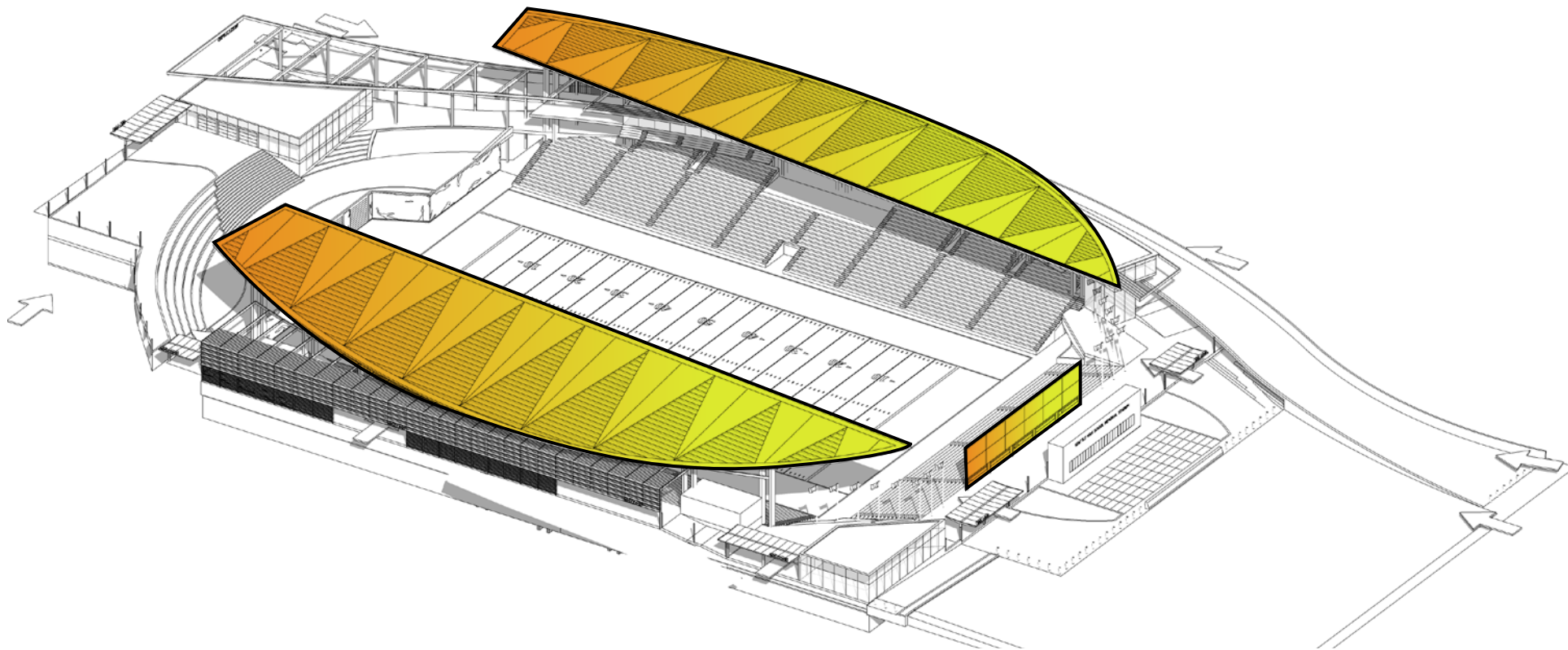
Rainwater harvesting

Flagpoles (16)

A/V including scoreboards

Field protection boards

Technology (WiFi / DAS / Security)



An aerial photograph of the Seattle Memorial Stadium project site. The Space Needle is prominent on the left. The stadium is a large, modern structure with a curved roof and a central field. The site is surrounded by urban buildings and greenery. The background shows the city of Seattle and the waterfront with mountains in the distance. The image has a pinkish-purple color overlay.

03 | PROJECT FRAMEWORK



seattlecenter

STRENGTHEN THE PARTNERSHIP

CONTINUE THE TRADITION OF TRANSFORMATIONAL COLLABORATION

03. PROJECT FRAMEWORK TIMELINE

- 2017:** SPS & CITY MEMORIAL STADIUM PARTNERSHIP AGREEMENT
- 2018:** JOINT PLANNING & DESIGN FOR MEMORIAL STADIUM & SCHOOL FACILITIES (BASSETTI)
- 2019-2020:** PAST STUDIES FROM NBBJ (2019) AND POPULOUS (2020) HAD LOOKED AT OPTIONS FOR REPLACEMENT OF MEMORIAL STADIUM (OPENED IN 1947)
- FEB 2022:** SPS LEVY WAS APPROVED BY VOTERS, UNLOCKING \$66.5M FOR MEMORIAL STADIUM
- MAR 2022:** THE CITY ENGAGED POPULOUS TO PROVIDE A VISION AND FEASIBILITY STUDY FOR THE EXPANDED POTENTIAL OF A NEW MEMORIAL STADIUM, WITH A GOAL OF ESTABLISHING SPS AND CITY PARTNERSHIP
 - SPS SHARED THEIR PROGRAM ASSUMPTIONS USED TO GENERATE THE \$66.5M LEVY, ESTABLISHED A LAUNCHING POINT FOR THIS EXERCISE
 - INITIAL COMMUNITY CONVERSATIONS LED BY THE SEATTLE CENTER FOUNDATION
- JUNE 2022:** POPULOUS STUDY CONCLUDES - FINAL DELIVERABLES AND TODAY'S PRESENTATION TO SPS, CITY, AND STAKEHOLDERS









An aerial photograph of Seattle, Washington, featuring the Space Needle on the left and the Seattle Memorial Stadium in the center. The stadium is a large, modern structure with a curved roof and a green field. The surrounding city includes various buildings, parking lots, and streets. The background shows the city extending to the waterfront and across the water to other parts of the city. The entire image is overlaid with a semi-transparent pink color.

04 | PARTNERSHIP & NEXT STEPS



WHAT WE'VE DONE...

WHERE WE ARE...

WHERE WE'RE GOING...

ACCOMPLISHMENTS:

- **BTA Levy Funding (February)**
- **Populous Design Concept and Cost Estimate**
- **Monthly Foundational Conversations (December - current)**
- **Community Conversations**

IN PROGRESS:

- **Community engagement and equity commitment**
- **Business plan / pro forma & initial operating plan (August)**
- **Programming analysis including SPS use (August)**
- **City funding (Mayor proposal September, Council decision November)**
- **Potential project partners / investors - OL Reign & Seawolves conversations**
- **Private funding - fundraising feasibility study (winter - spring)**

PROPOSED NEXT STEPS:

(Discussion and Decisions)

- **Project principles**
- **Partnership formation**
- **Project design**
- **Construction**
- **Timeline**
- **Memorandum of Understanding**

DISCUSSION QUESTIONS:

1. What excites you about the concept design for a new stadium?
2. How would a stadium like this serve unmet needs in the community?
3. How can the project ensure equitable community access and inclusion?
4. What is missing?



BREAK

An aerial photograph of Seattle, Washington, featuring the Space Needle on the left and the Seattle Memorial Stadium under construction in the center. The stadium has a distinctive, undulating roof structure. The city is surrounded by water, and mountains are visible in the distance. The entire image is overlaid with a semi-transparent pink gradient.

05 | QUESTIONS & DISCUSSION



POPULOUS[®]

We design the places where people love to be together.