

Item Number: 7e Exhibit A

Date of Meeting: September 30, 2014

# *Airport Dining and Retail Program Drivers for Phasing Plan Decisions*

STAFF BRIEFING

September 30, 2014

Port   
of Seattle®

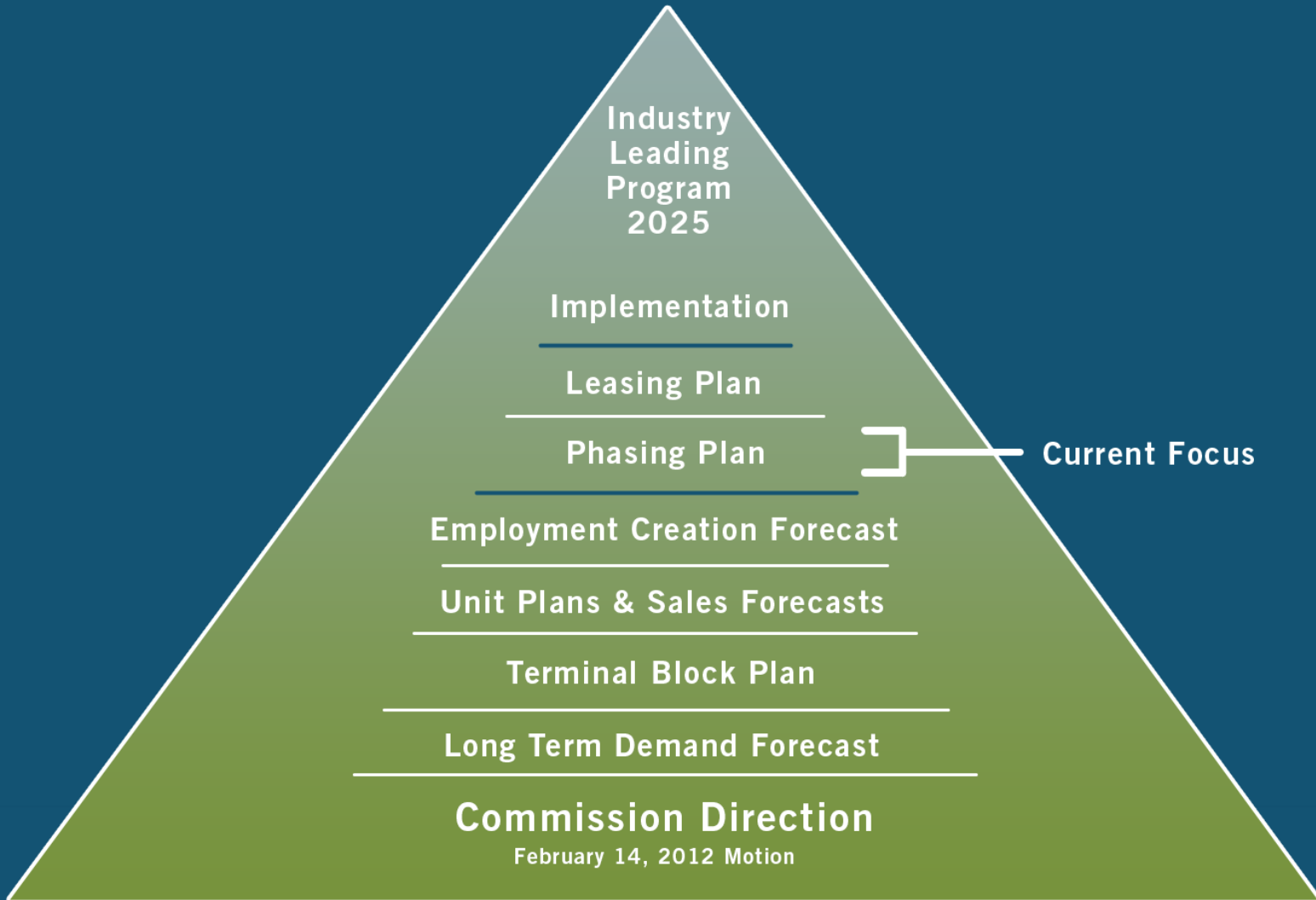
# Realizing a Vision for Airport Dining and Retail



Commission Motion 2012:

- NW Sense of Place
- Competition
- Flexible Leasing
- Employment Continuity
- Small Business
- Street Prices
- Affordable build-outs

# Airport Dining & Retail Master Plan



# Drivers of Phasing Decisions

*Phasing is part of a complex choreography – each step supports the overall program*

- Leases for 90% of units expire 2015-2017
- Meet passenger needs in every area of the airport
- Maintain service during infrastructure and tenant unit construction
- Execute future program with optimal mix of offerings in an effective use of space

# Drivers of Phasing Decisions

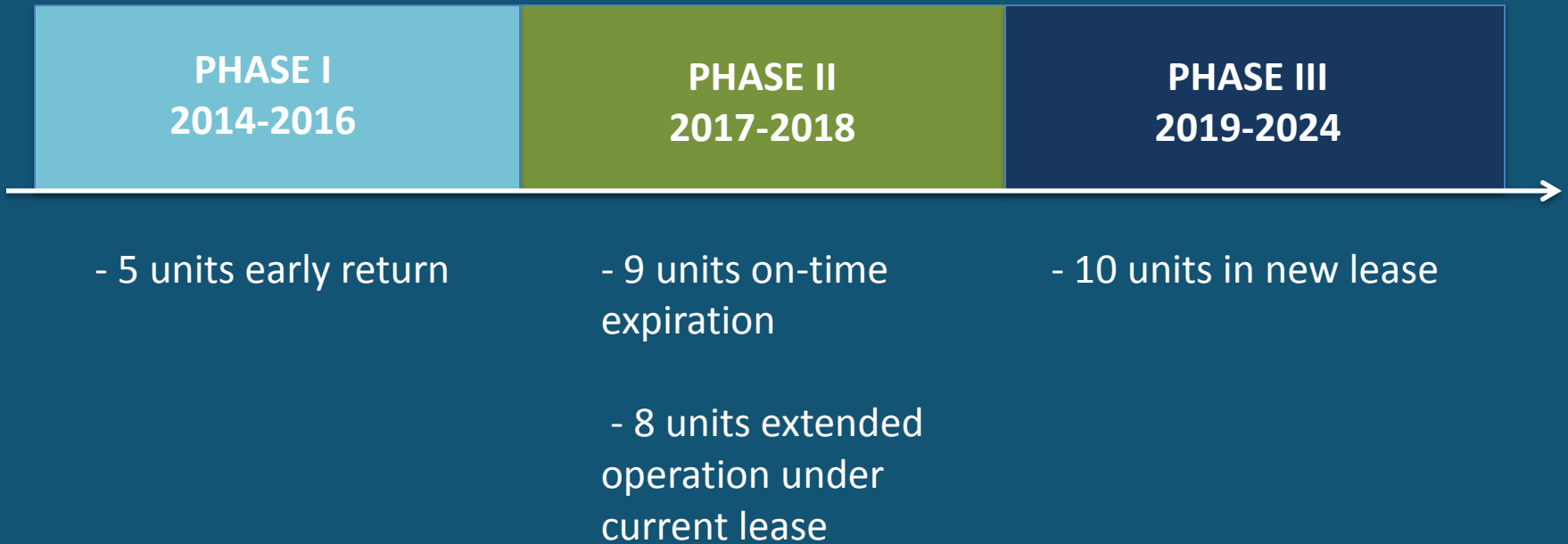
- Opportunity to get some units back early and redevelop to better serve passengers now
- Need to continue operation for some locations to maintain customer service
- Need to place some units in a new lease in consideration for early returns and new investment
- Central Terminal's importance for customer service and simultaneous expirations requires careful phasing
- Every aspect of this choreography interconnected

# Tools to Effectively Manage Transition

92 Current Units:

- Early Returns
- On-Time Expirations
- Extended Operation under Current Leases
- New Leases

# Example: Prime Phasing



# Example: Early Return



Sbarro – Concourse B



# Example: Early Return



- New casual dining
- New children's play area
- New specialty retail

# Example: On-Time Expiration



Alaska Lodge – Concourse C

# Example: On-Time Expiration



- New 'anchor retail location'
- Larger adjacent full-service restaurant
- TSA storage space becomes new kitchen

# Example: Extended Operation



- Same-day lease expiration May 31, 2015
- Three of five quick serve units:
  - Qdoba
  - Pallino
  - Ivar's

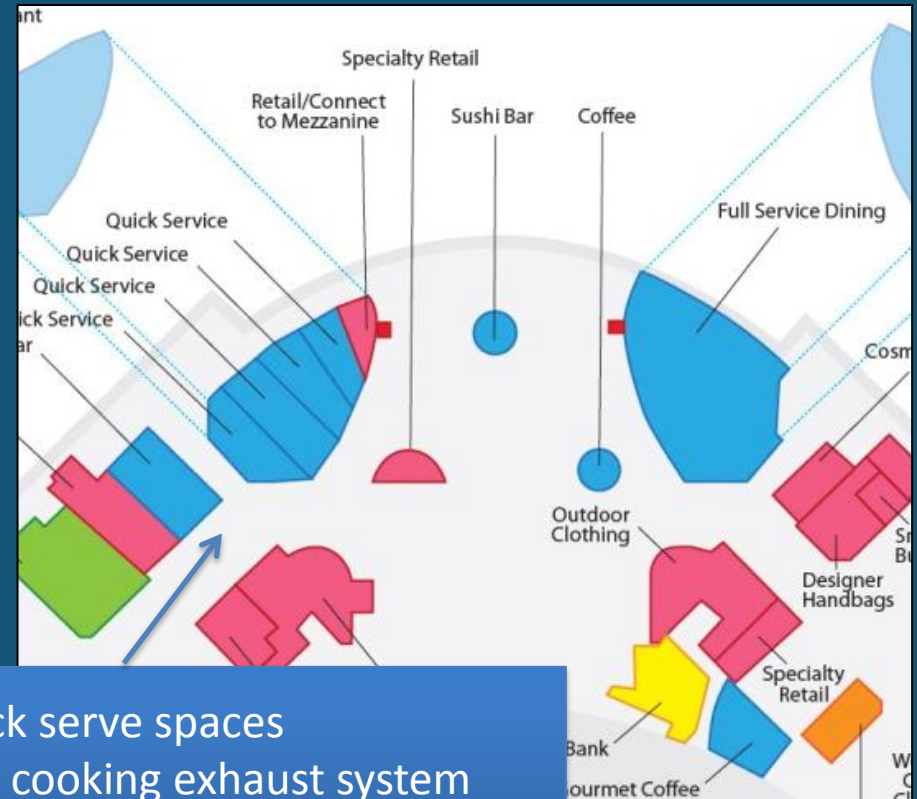
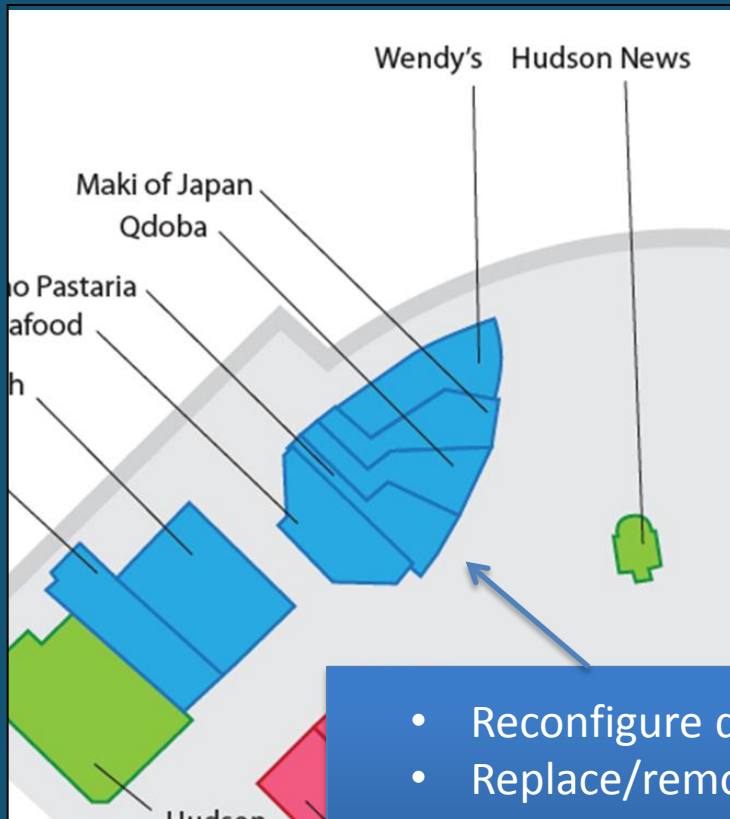
# Example: Extended Operation



- 10-year lease expires June 30, 2015

Anthony's Restaurant – Central Terminal

# Example: Extended Operation



- Reconfigure quick serve spaces
- Replace/remove cooking exhaust system
- Develop mezzanine level dining

# Example: Extended Operation



Massage Bar – Concourse C

# Example: Extended Operation



- Current space will be converted to new quick serve restaurant
- Remain in operation until conversion takes place
- Conversion requires early return of adjacent space/construction

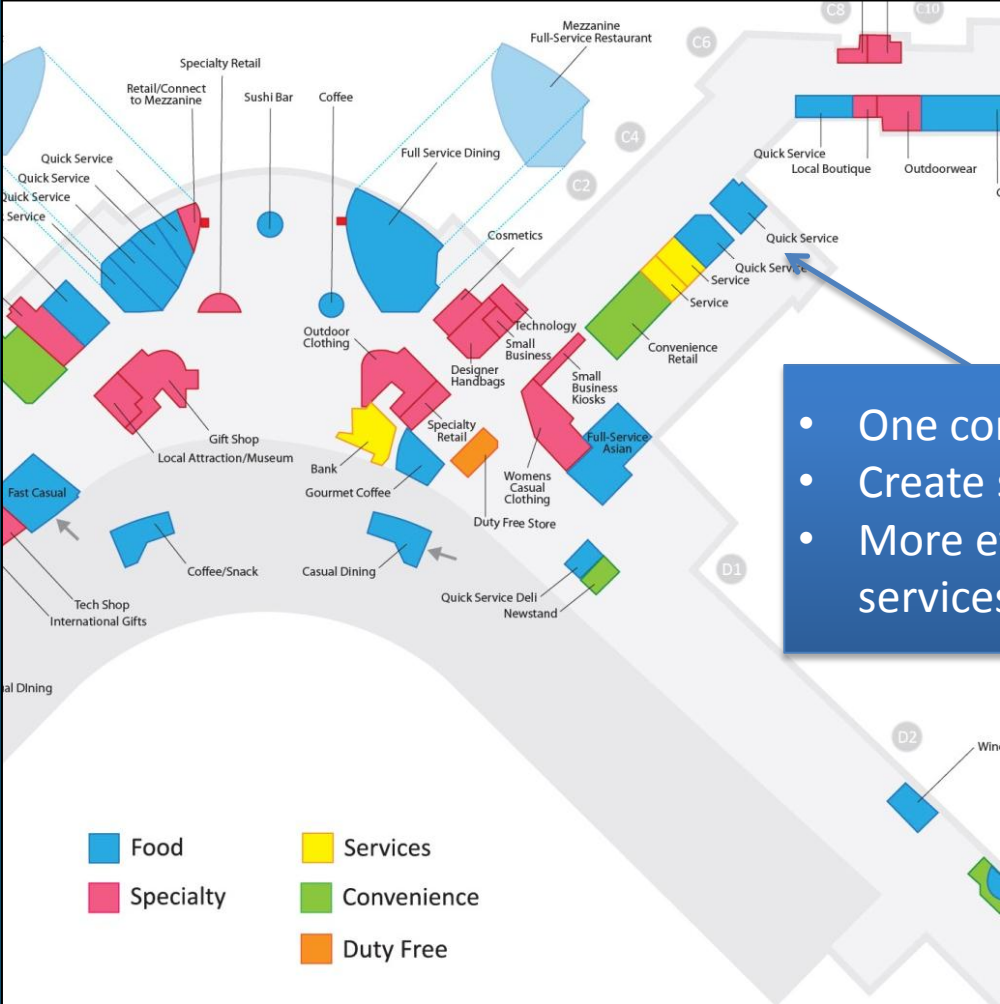


# Example: New Lease



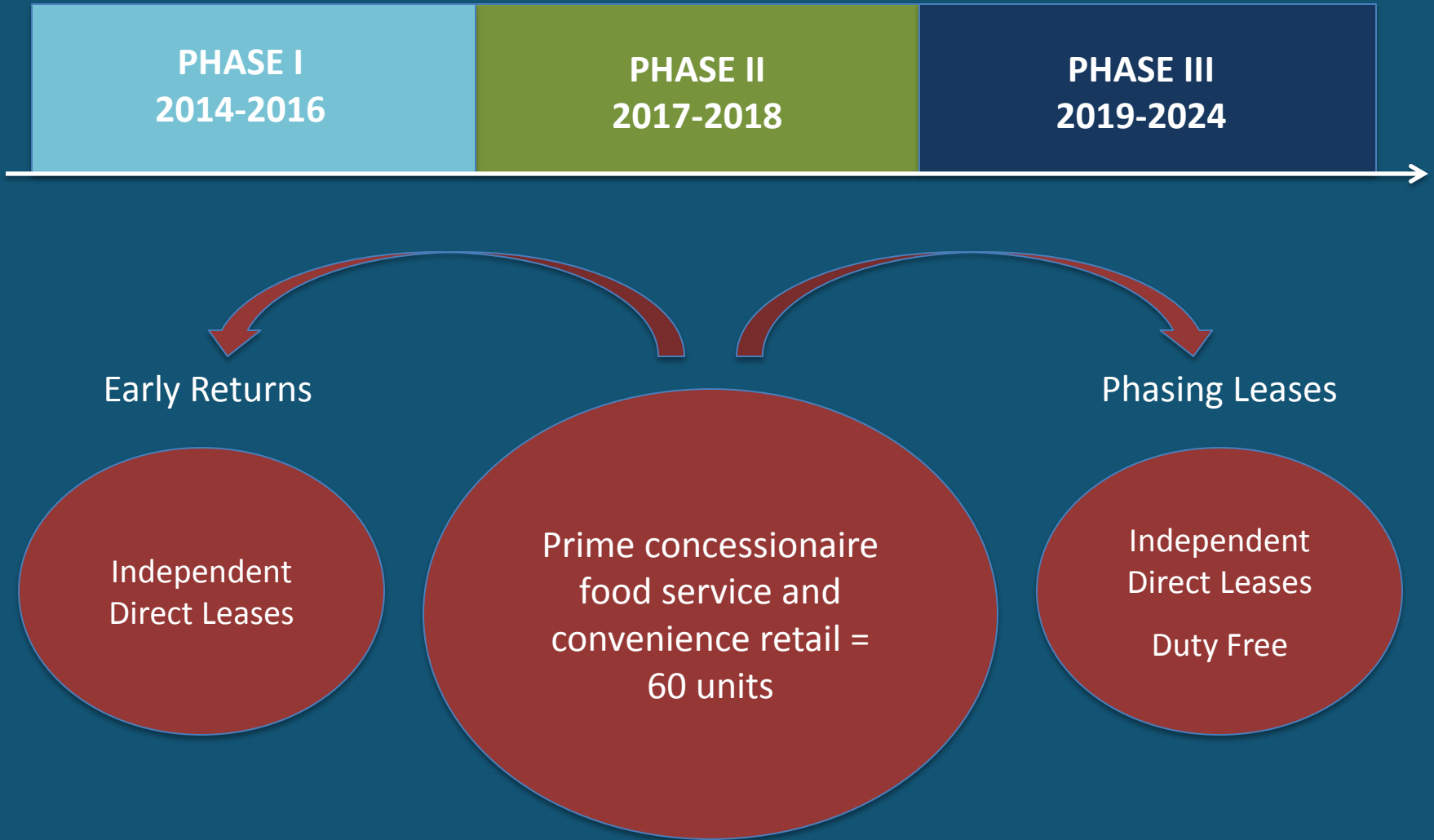
Hudson News – Concourse C

# Example: New Lease



- One contiguous convenience retail location
- Create space for new quick serve food
- More efficient space use for personal services

# Sustainable Phasing Overview



# Anticipated Commission Actions

2014

Authorization of Lease  
S. Satellite Restaurant  
3<sup>rd</sup> Quarter

Authorization of Design  
Phase I Infrastructure  
October 28

Authorization of Prime  
Lease Modifications  
November

Review Leasing Plan  
and New RFP  
December

COMPLETED

2015

Authorization of  
Construction Phase I  
Infrastructure  
1<sup>st</sup> Quarter

Authorization of Leases  
for Personal Services  
2<sup>nd</sup> Quarter

Authorization of Leases  
for Food & Beverage  
3<sup>rd</sup> Quarter

Authorization of Leases  
for Specialty Retail  
4<sup>th</sup> Quarter