

Briefing on Pier 66 Exterior and Interior Modernization

Maritime and Economic Development Divisions

August 23, 2016

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Port Headquarters at Pier 66 in 1915



Understanding the Past



Connection to the Working Waterfront



Waterfront in Decline – 1980s

Pier 66 Demolition Started in 1994



First Step to Modernization



Construction, 1994-95



Central Waterfront Project Completed 1999



2016

Pier 66 Program Efforts to Date

- Initial discussion April, 2016
- Façade Concepts – development May, 2016
- Façade options discussed with Port Commissioners and executive team – May, 2016
 - Early cost estimating at zero % design – range \$5-\$20 Million
- Best façade option approximately \$13 Million

- Conference Center local market review – May, 2016
- Interior concept design development – June, 2016
 - Interior improvements at zero % design – estimated \$7 Million

Preliminary Planning

Key Principles

- The project supports the Port's overall mission and continues our tradition and commitment to enhancing Seattle's waterfront
 - Enhancing the entire Alaskan Way waterfront experience for local citizens and tourism
 - Improving functionality of the facility for both cruise and conference/event customers
 - Enhancing the environmental footprint of the terminal
- The project may generate new revenue over time to reduce levy obligation
- The project needs to be sensitive to the community and surroundings through architecture, history, and access

Listening to feedback

Key Exterior Components

- **Environmental enhancements**
 - Solar
 - Landscaping
- **Efficiency enhancements**
 - Identities
 - Signage
- **Functional enhancements**
 - Canopies
 - Entrances
- **Public enhancements**
 - Plaza for Public Gatherings and Tourism

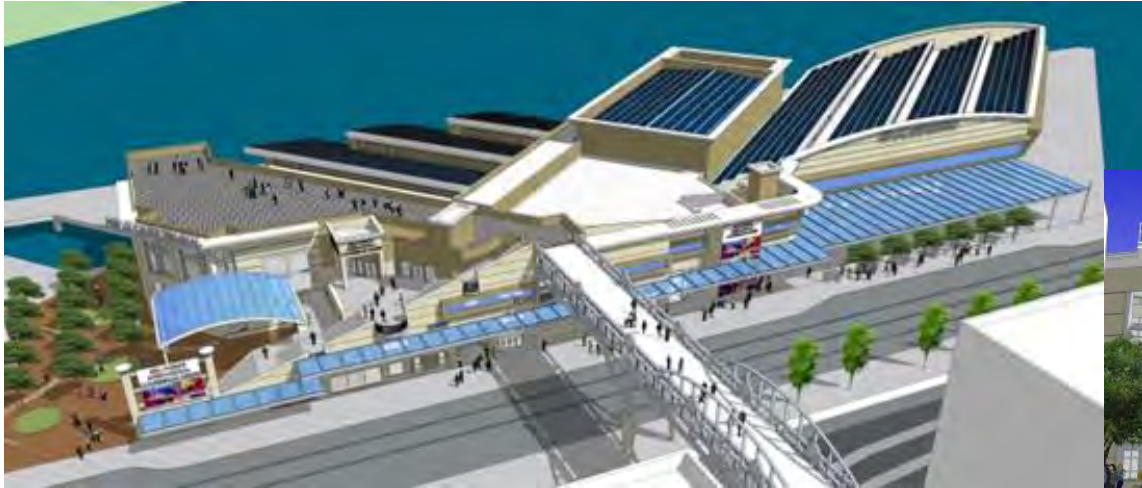
Exterior Elements to Explore

Façade options considered

- 8 Preliminary concept designs
- 3 Favored hybrid concepts
 1. Basic upgrades \$5 million
 2. Preferred hybrid \$13 million
 3. “Cadillac” version \$20 million

Range of options considered

Preferred Hybrid Concept



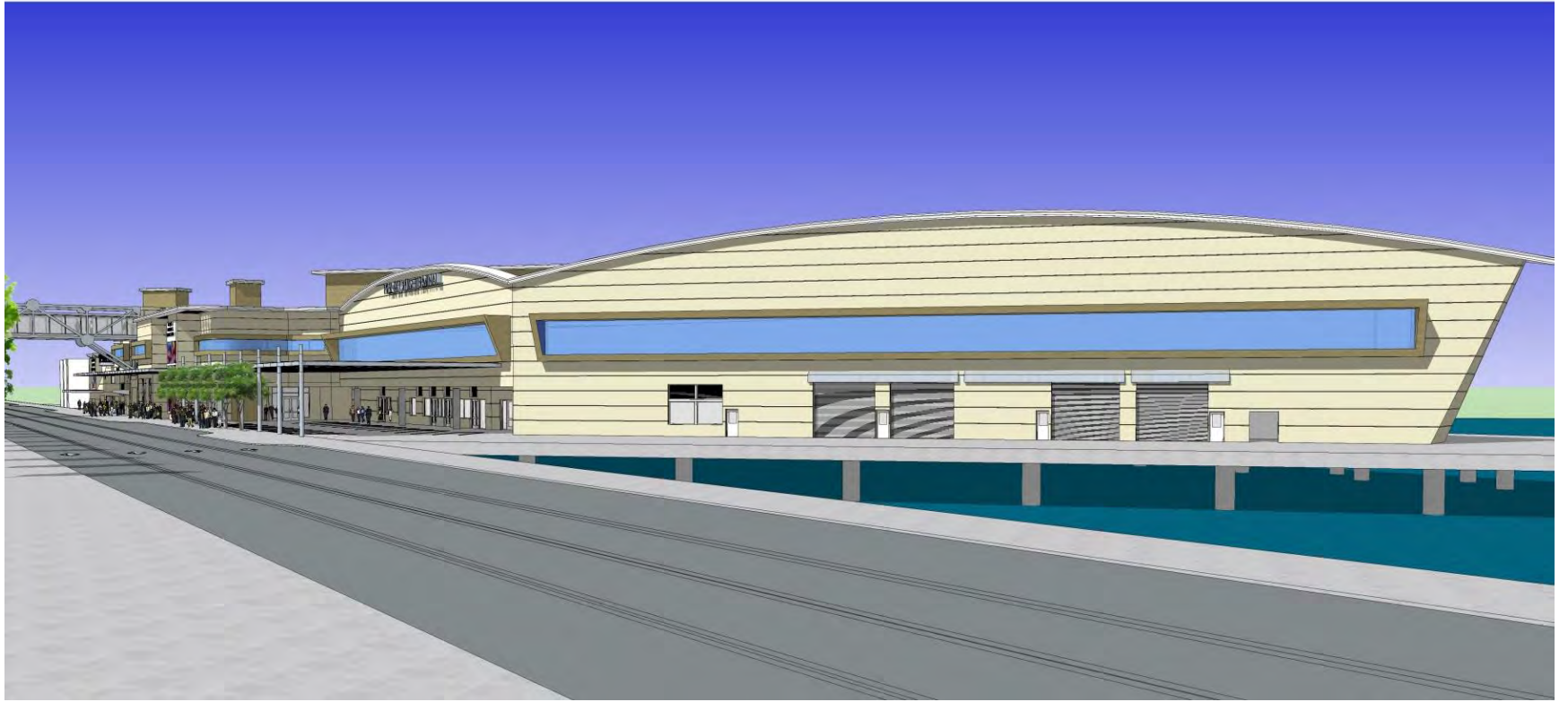
Preferred



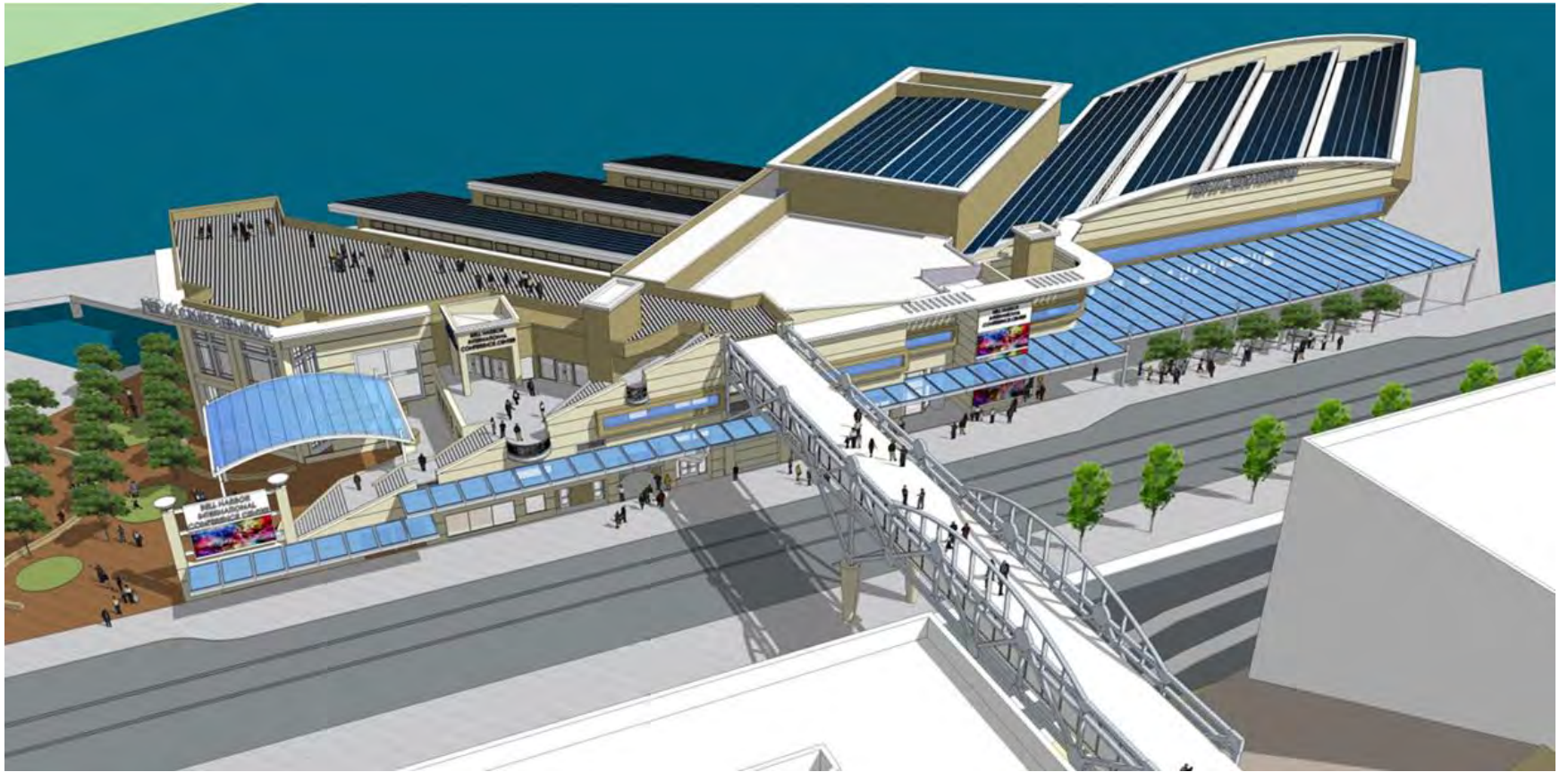
View 1



View 2



View 3



View 4



Modernizing Bell Harbor International Conference Center

Position Bell Harbor for the Future

- **Protect the Port's investment**
 - Enhance loyalty and grow repeat business
- **Remain competitive and respond to evolving market demands**
 - Upgrade technology and audio visual infrastructure
 - More flexibility = adaptability to more uses
- **Expand capacity to drive new business**
- **Improve the customer experience**
 - Unified design, improved wayfinding, improved flow and connection
 - Natural light and water views
 - Improved integration of expanded cruise and event spaces

Grow Revenue

Before



- Existing Entry - Main Entrance**
- Reception area not visible
 - No sense of waterfront setting

After



- View of Proposed Design**
- Increase natural light and views to water
 - Enhance arrival experience

First Steps into the Facility

Before



Existing Condition - Lobby

- Solid entry vestibule
- No water view

After



View from Proposed "Hub"

- Views to water
- More natural light
- Concierge visible

Improved Guest Experience

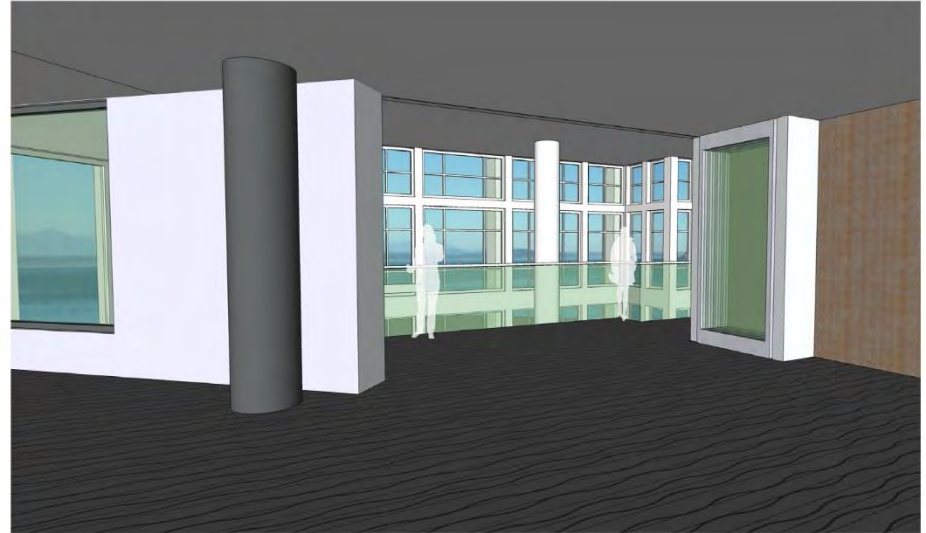
Before



Existing Condition - Lobby

- Limited views
- Limited natural light

After



Proposed Operable Glass Wall

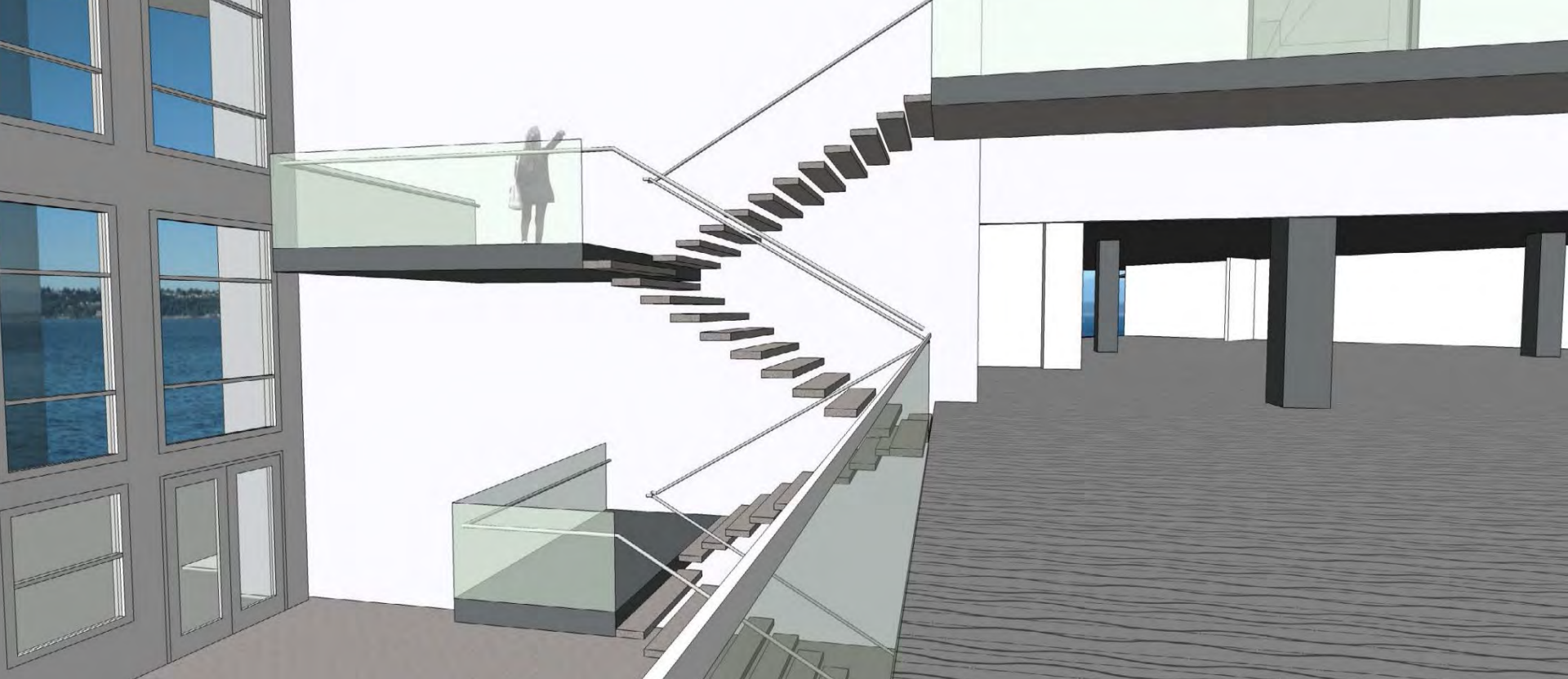
- Connect to expanded cruise spaces
- Provide access to atrium, light and water

Creating New Connections



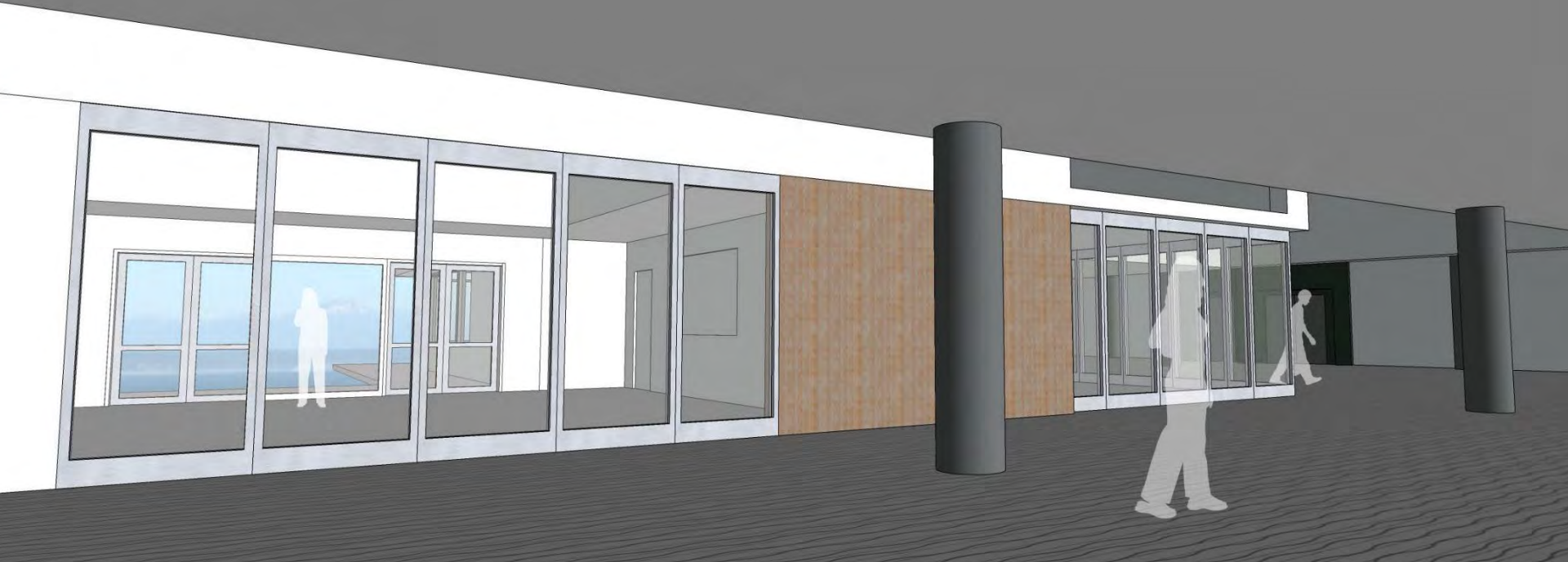
New Waterlink Atrium - Balcony and stair connection to all three levels

Creating New Connections



New Waterlink Atrium – Stair connection to all three levels

Creating New Connections



Proposed Cove Room - with operable glass walls closed to create private spaces

Flexibility to create new meeting spaces



Proposed Cove Room - with operable glass walls open to create event space

Flexibility to create new open space

Before



Existing Condition - Harbor Dining Room

- Hard wall separation
- Limited flexibility

After



Proposed Expanded Harbor Pre-function Area

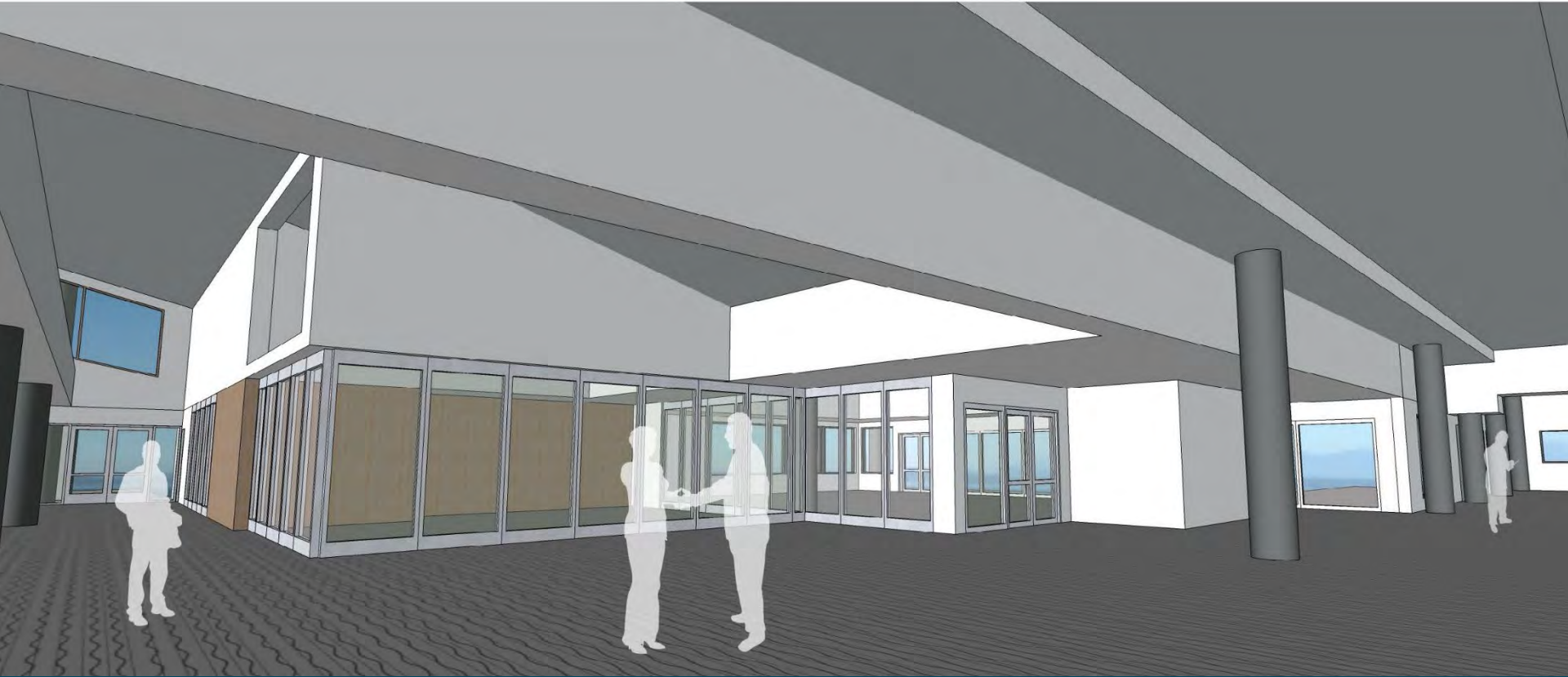
- Increase Capacity
- Enhance flexibility
- Increase natural light and views to water

Dated and Dark to Flexible and Open



Existing Bay Auditorium Pre-function - view towards existing Seaway Room

Dated furnishings & fixed walls



Proposed Bay Auditorium Pre-function - New Seaway Room with operable glass walls

Flexible Open Space With Water Views

**Brian Flaherty, Sr. Vice President
Columbia Hospitality, Inc**



Next Steps

- Return to Commission to request funding for design development and environmental review.
- Upcoming briefings on Seattle Waterfront on October 11 and November 8

