

Item No.	6a
Date of Meeting	October 11, 2016

# Pier 66 Exterior and Interior Modernization

Maritime and Economic Development Divisions  
October 11, 2016



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- Background
- Pier 66 Modernization Program Objectives
  - Exterior Façade Improvements
  - Bell Harbor International Conference Center Improvements
- Next Steps





Pier 66 - 2016

# Pier 66 Program Efforts to Date

- Initial discussion April, 2016
- Façade Concepts –options discussed with Port Commissioners and executive team – May, 2016
  - Early cost estimating at zero % design – range \$5-\$20 Million
  - Preferred 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
- Commission briefing– August 23, 2016
- Financial analysis – September, 2016

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 will protect existing revenues and can 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**
  - Increase Natural Light
  - Research Solar potential
  - Landscaping
- **Efficiency enhancements**
  - Identities
  - Signage
- **Functional enhancements**
  - Canopies
  - Entrances
  - Improved facility operations
- **Public enhancements**
  - Plaza for Public Gatherings and Tourism

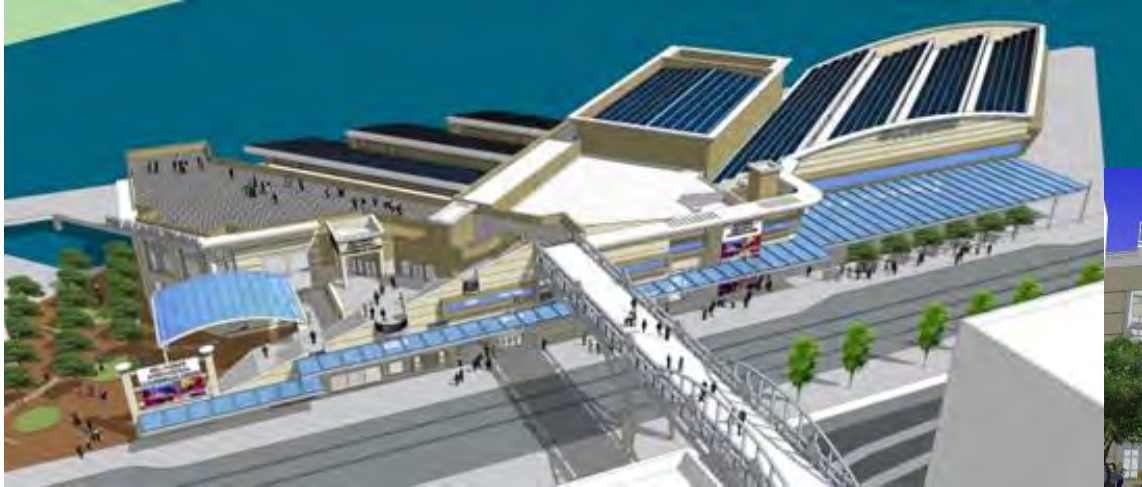
Exterior Elements to Explore – Protect Port Revenues

# 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 Exterior Hybrid Concept



Additional Views in Appendix



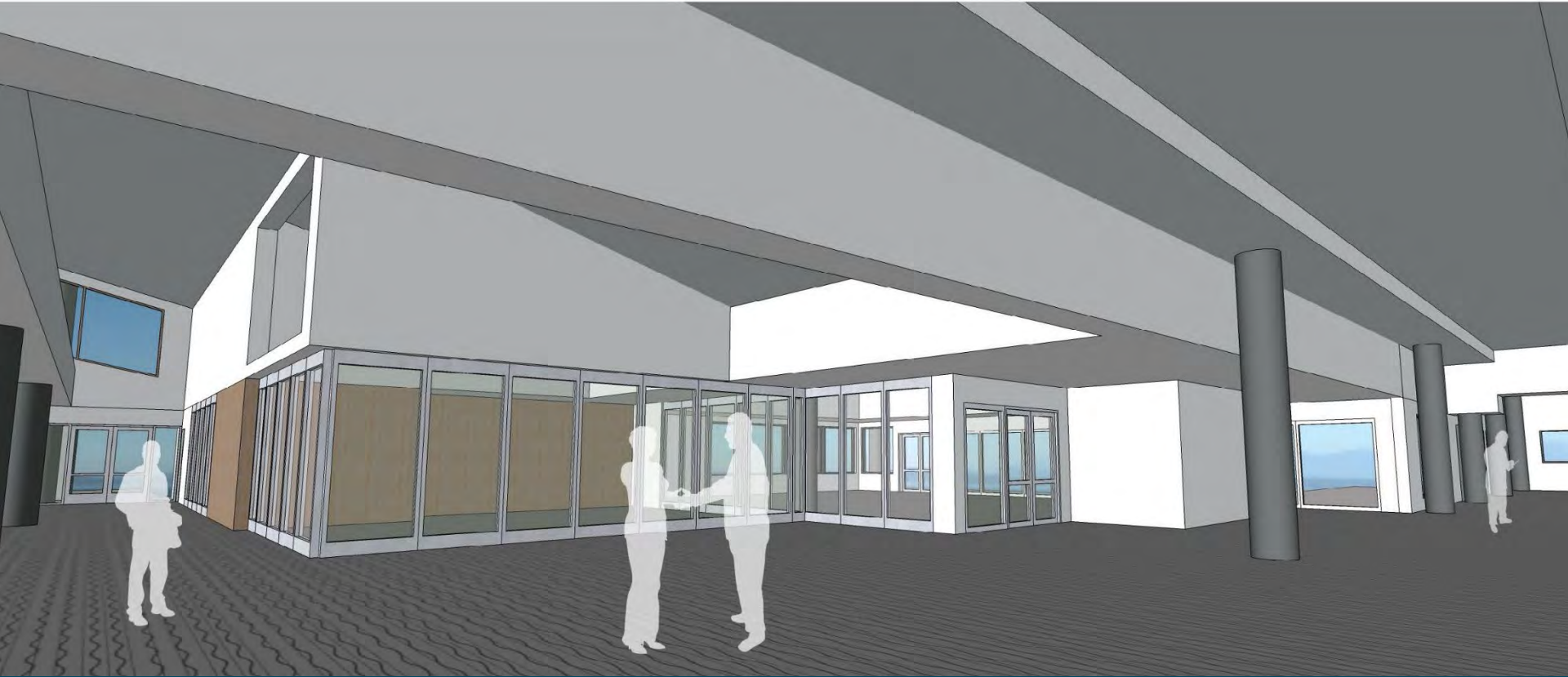


Bell Harbor International Conference Center

# Key Interior Components

- **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

Let's Grow Revenue



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

**Flexible Open Space With Water Views**

# Financial Impacts

## Interior Upgrade: \$7M

**With investment** Columbia Hospitality estimates revenue will **increase by 5% annually**

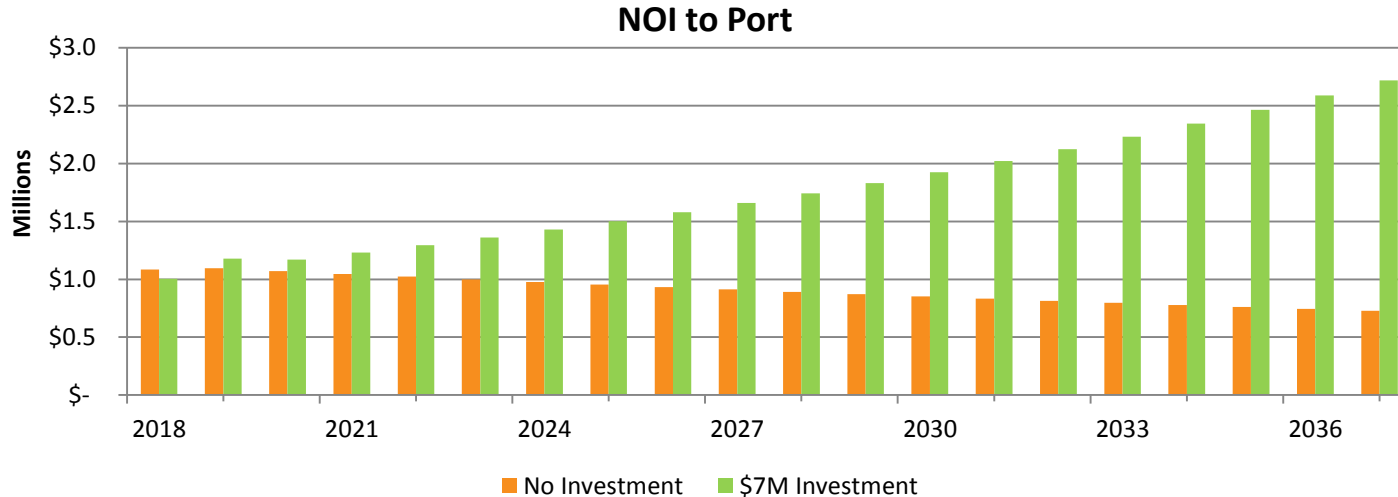
**Without investment**, CHI estimates revenue will **decline by over 2% annually.**

## Exterior Façade Upgrade: \$13M

Assume no impact to revenue

Provides **Revenue Protection**

Stay in step - changing waterfront



Remain Competitive, Preserve/Protect and Grow Revenue

# Project Considerations

- **Exterior Façade Upgrade: \$13M**
  - Maintains Ports reputation of leading positive change on Seattle's Waterfront
  - Modernization of a **World Class Facility** to provide **Best-in-Class service**
  - Potentially attract new cruise business and large scale conference and events
- **Interior Upgrades: \$7M**
  - More flexibility = More uses/customers
  - Upgrade layout, technology, AV infrastructure
  - Remain competitive and respond to evolving market demands
    - With investment Columbia Hospitality estimates revenue will increase by 5% annually
    - Without investment, CHI projects revenue to decline by over 2% annually.
  - NPV of est. 20-year incremental NOI: \$300K

Making Ready for the Future

# Next Steps

- Procure design services
- Perform design / permitting / environmental review
- Engage stakeholders and community throughout design process
- Return to Commission for construction funding authorization



# Appendix

- Exterior Façade – Design Concepts
- Interior Space – Design Concepts





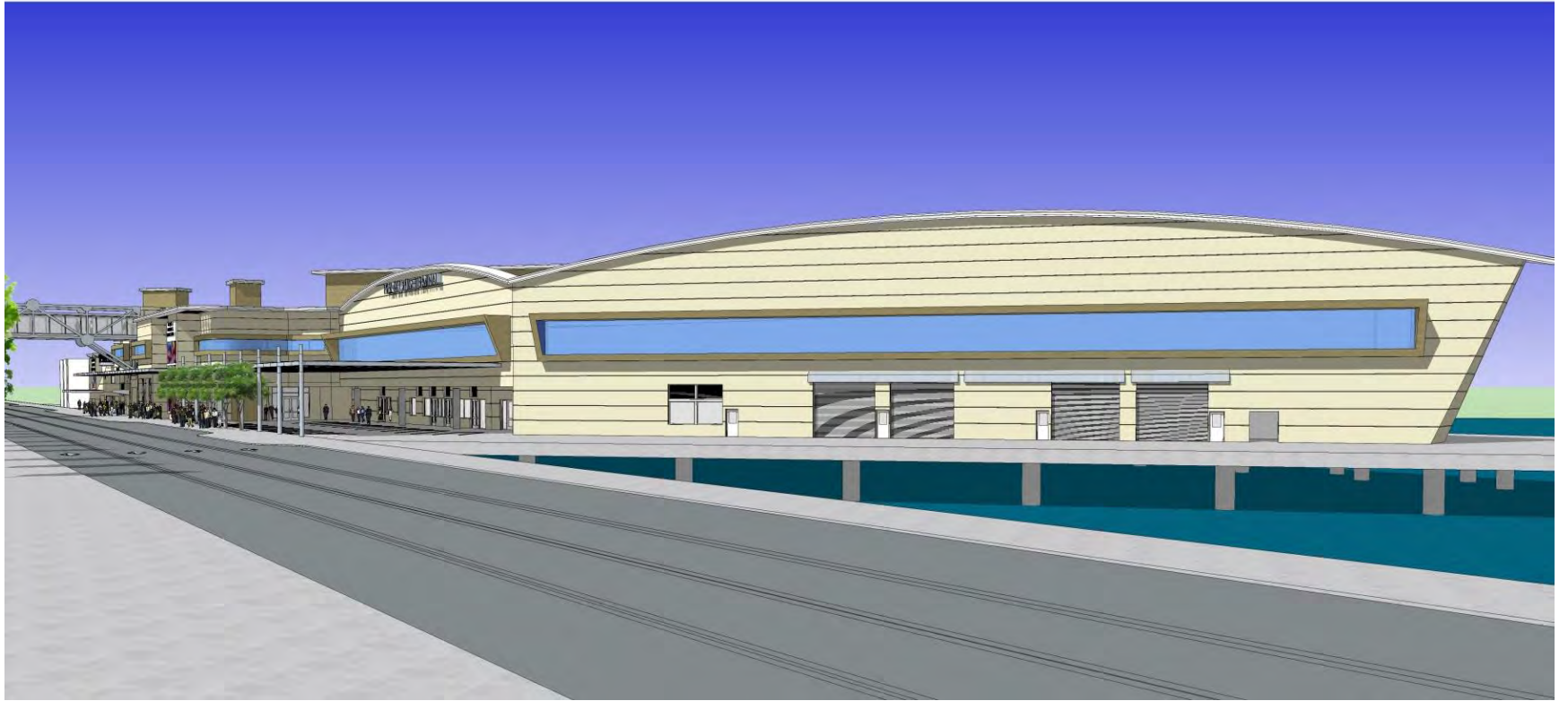


View 1

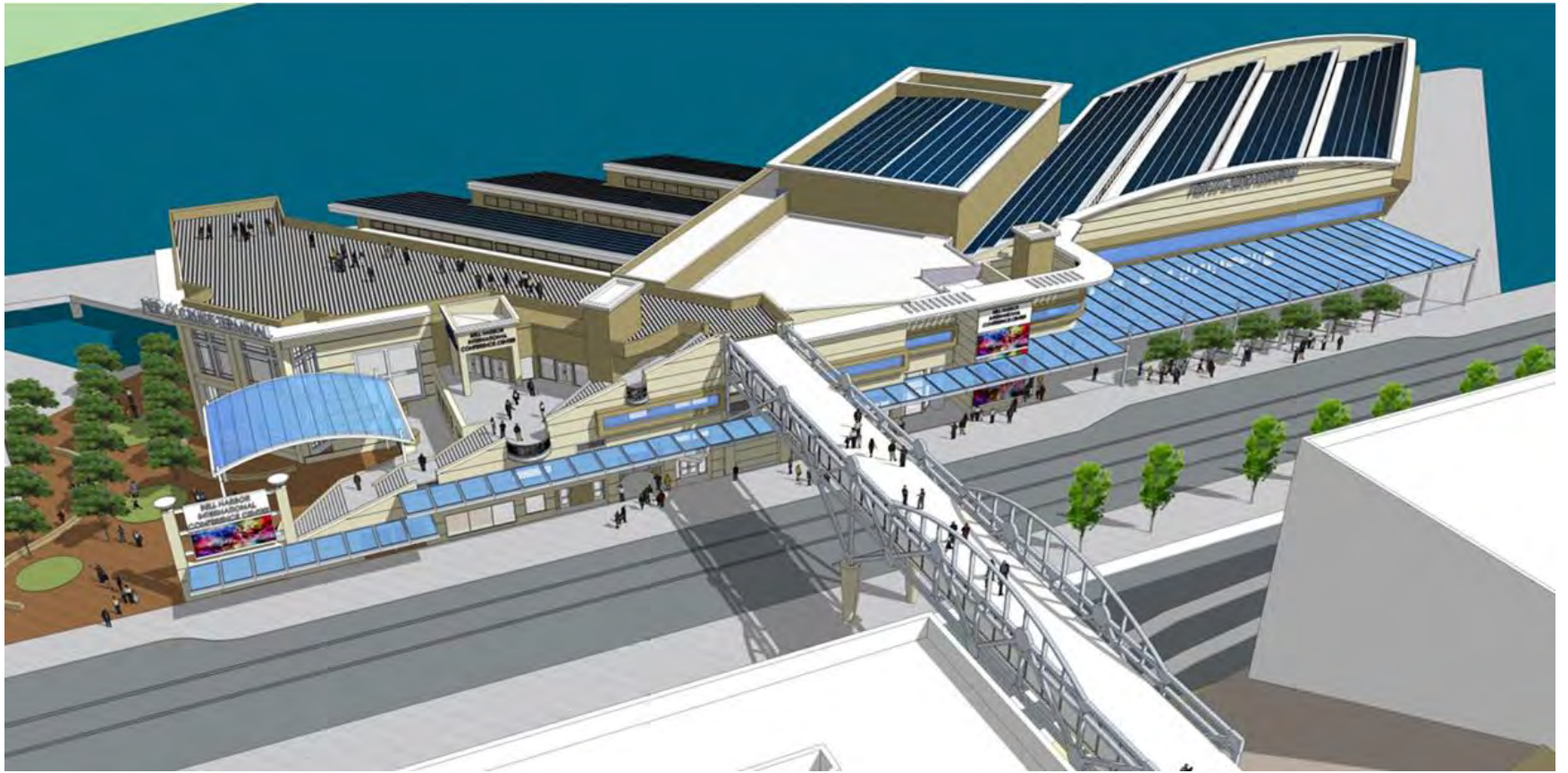




View 2



View 3



View 4

# Bell Harbor Conference Center Interior Space Design Concepts

Updated for Current Demand



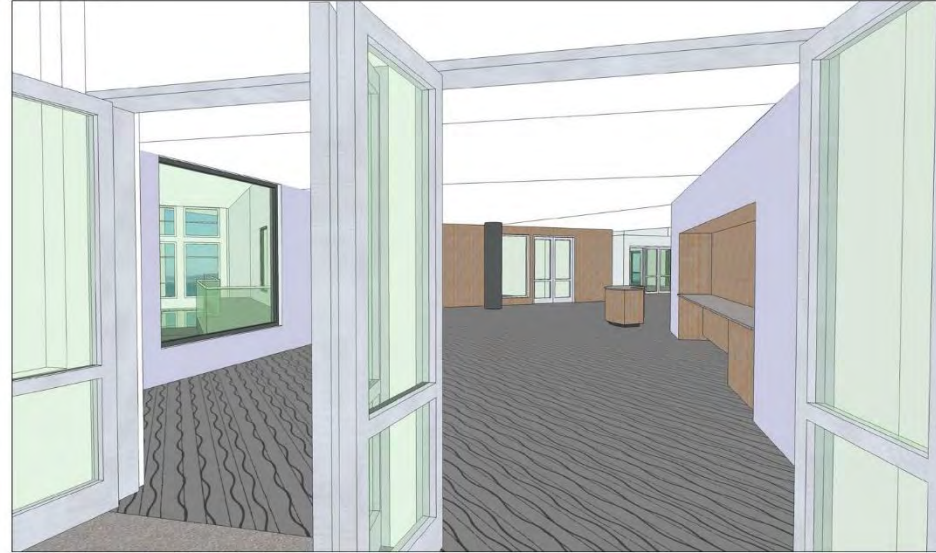
## Before



### 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

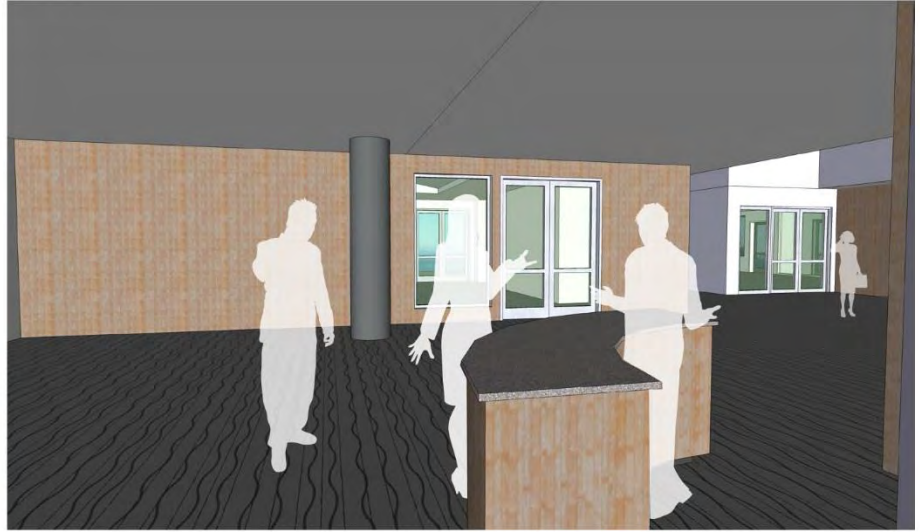
## Before



### 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

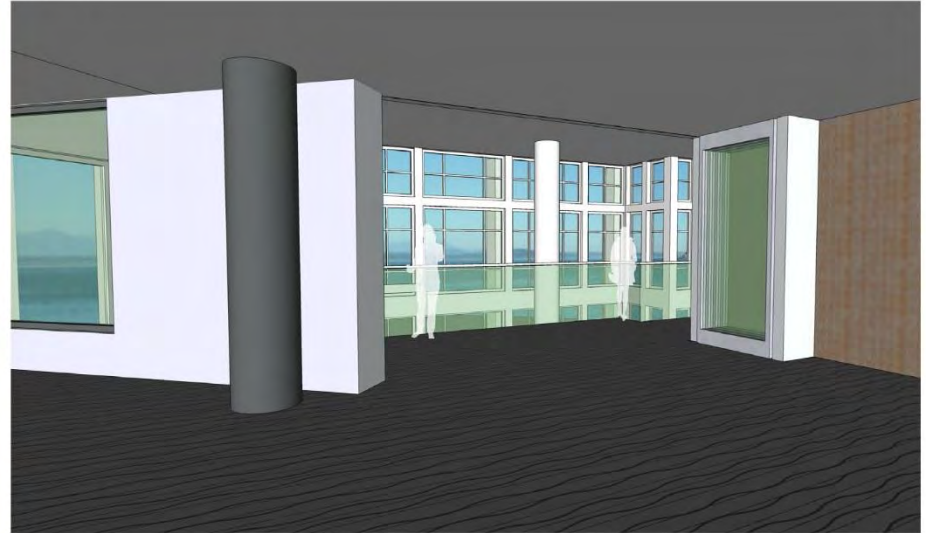
## Before



### 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

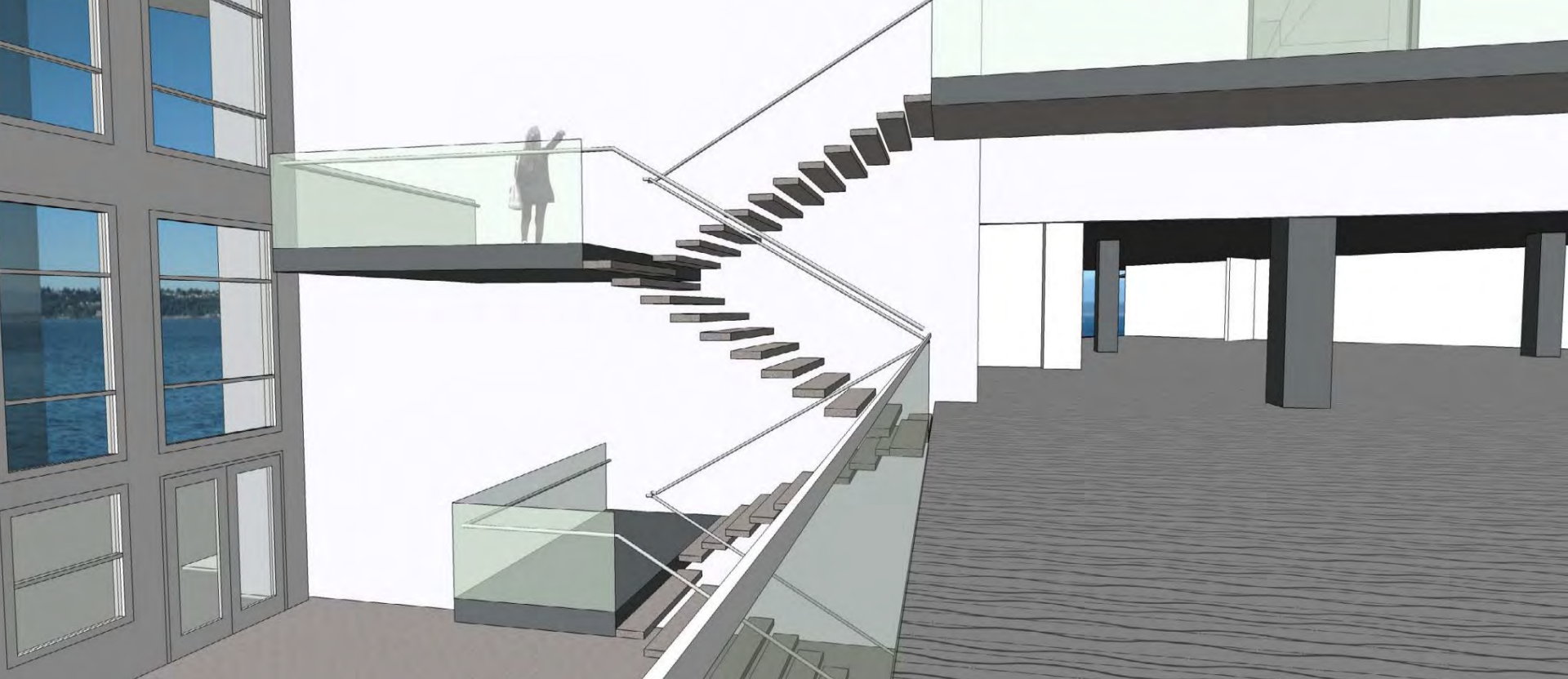
Creating New Connections



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

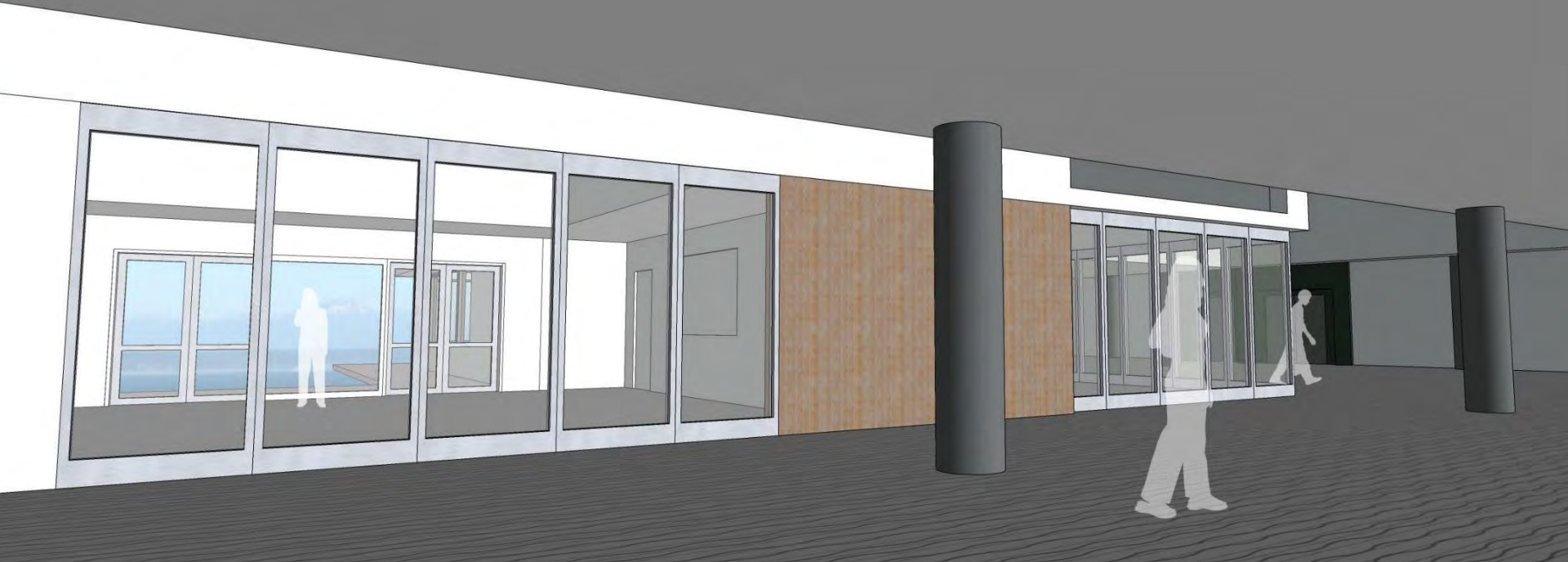
**Creating New Connections**





**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

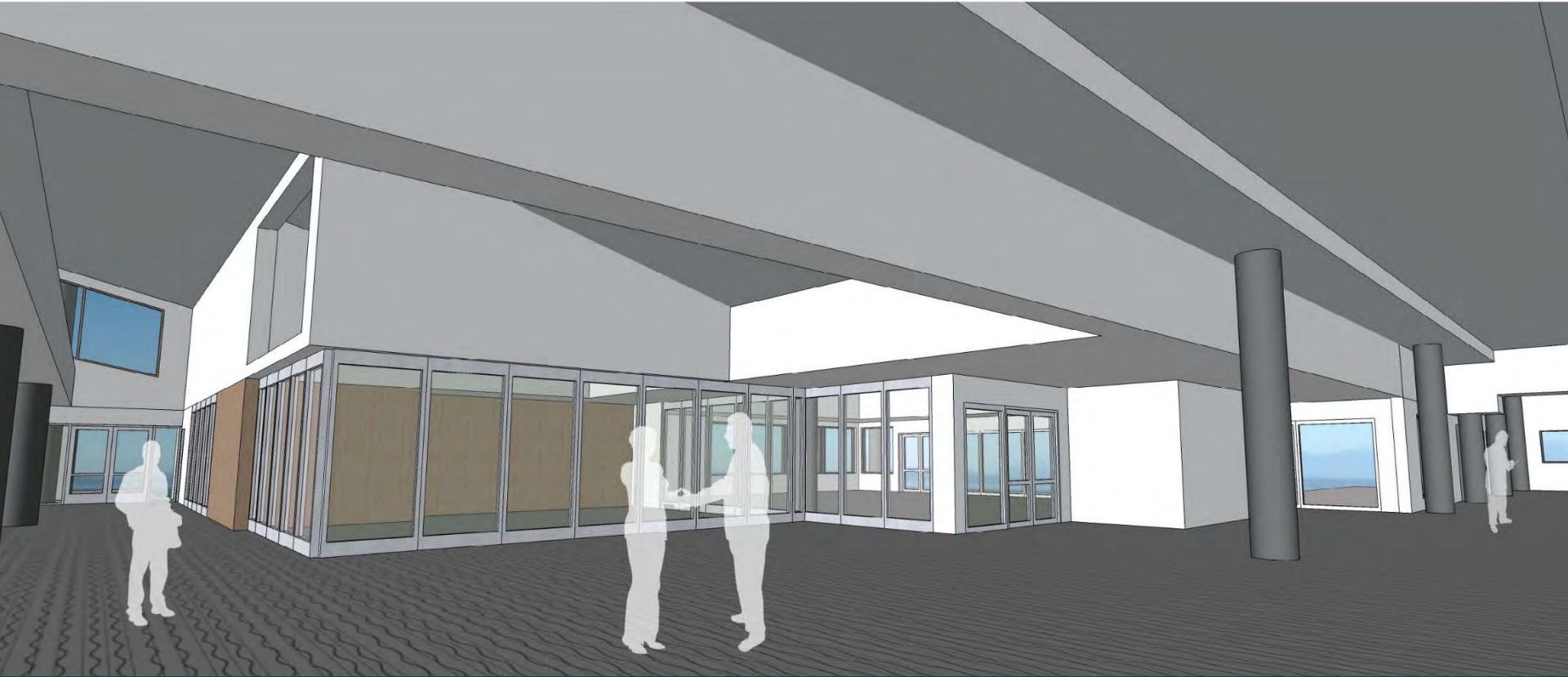
Dated and Dark to Flexible and Open





**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**