

2+U Programming and Management Plan:

September 1, 2016

I. Background:

Lifting a traditional office building provides an opportunity to create a neighborhood village at 2+U. The proposed 2+U development includes a number of public open spaces, including a large Overlook and a large Central Plaza that was created through elevating the building tower approximately 65-85 feet above the ground plane. The elevated tower frees the ground plane to be pedestrian focused, allowing for the creation of a series of different sized plazas between the ground and the building. Though not part of its public benefit, Skanska will be developing a programming and management plan that provides the framework for the activation of the public benefit spaces, both interior and exterior.

Summary:

The programming of the open space and the arts and cultural spaces will be governed by this Management Plan. The areas to be programmed under this proposal are: (1) A 6,560 square foot Central Plaza; (2) A 5,930 square foot public Overlook, which includes play space, and; (3) Two separate Arts and Culture Spaces, totaling an estimated 1,125 square feet. Attachment A shows the location and configuration of these spaces. The management of said areas will be the responsibility of the Owner or Owners agents. The Owner may choose to utilize a partner, such as an outside consultant or organization as its representative to assist or oversee the planning, programming and management of the open space and arts and culture spaces.

Partnerships with a wide spectrum of local arts and cultural organizations, including organizations representing underrepresented communities are important components of the 2+U Management Plan. These partnerships will help create programming diversity in the use of the spaces. The Plan's emphasis is on local community-based programming that is complimentary to the Downtown neighborhood and project, while also providing access to users and arts and cultural users new to downtown. Programming that is consistent with the vision will continue throughout the year.

II. Management:

- A. Annual Plan:** The Owner will develop an Annual Plan (Plan) governing the programming and related events that activate the Plaza Area and Arts and Cultural spaces in alignment with the project vision. In developing the Plan, the Owner will consult with the City and other, external organizations or interested parties when possible.

The Owner or its Representative, will collaborate with a variety of diverse groups so that the Plan reflects the interests and desires of the broadest feasible number of groups and individuals aligned with the Project vision. The project envisions using 4Culture or similar group to identify evaluate and secure participation from underrepresented groups and emerging artists. The Plan will include an annual goal for the type and number of events included during the year; and establishes

a set number of events each year. The expected timeline for implementation is outlined in the event implementation table below.

- 1. Programming:** Programming will be provided for the Central Plaza open space area and the fixed cultural/arts spaces. Programming will be designed with a wide variety of options, including diverse representation in music and arts and culture. The Owner will consult with City agencies and non-profits to secure and inform the programming decisions. Particular interest will be given to solicit input and include agents from underrepresented groups and communities, with an emphasis on emerging artists.

Examples of programming that will be considered and pursued at 2+U include:

- **Music / Live performance**
 - Small Performances / Music Ensembles
 - Concerts (various genres)
 - Dances
 - Broadcast and Recordings
 - Workshops
- **Arts**
 - Art Shows and Exhibits
 - Pop Up Art Installations
 - Permanent Installations
- **Cultural**
 - Maker or Craft Events (Fairs)
 - Educational Offerings
 - Physical + Kinetic Installations
 - "Walk-in" Movies
 - Lectures or Readings
- **Theatre**
 - Community Theatre
 - Family / Kids Theatre
 - Improv
 - Acting Classes / Workshops
- **Food Related**
 - Popup Food Offerings and Food Trucks
 - Street Food Fairs
 - Tastings of Wine / Beer / Coffee / Kombucha
 - Annual Taste of the West Edge
- **Sports Related**
 - Live Broadcasts
 - Race / Event Staging (pre and post)
 - Group Activities + Games
- **Health and Wellness**
 - Yoga
 - Playful Games
 - Fitness Classes

Events: In accordance with its Annual Plan, the Owner will be responsible for holding specific events in the Plaza and Arts and / or Cultural Spaces. The following table identifies the anticipated event implementation schedule covering the first three years. Following the third year, a new schedule for specific events will be developed by the Owner and provided to the City of Seattle.

Event size is defined as follows:

- **Large Events:** One large event intended to be attractive to a large audience with 250 attendees, such as a Fall Festival or Summer Music event.
- **Small Events:** Four small events will be held at 2+U with a targeted audience of 50 people or less.

Event Implementation Table:

Year 1	Year 2	Year 3
4 Small	6 Small	8 Small
1 Large	1 Large	2 Large

When the Plaza is unscheduled, the Owner or its representative, which may include partner organizations, will use best efforts to ensure the Plaza and other public spaces support community events at cost or no charge, depending on scale, programming, insurance, required infrastructure as noted previously. The Owner, or its representative, will determine which groups may utilize the public spaces and at what times at its sole discretion.

Programming and Event Evaluation: At least once each year the Owner and its partner organizations will review the Plan, and completed programming and events and look for areas of improvement to increase participation and community engagement.

- 2. Staffing:** The Owner, its property manager or selected partner organization will provide staff for annual programming planning, management and implementation on 2+U programming and events at its expense. The partner organization will also help the Owner with event proposal evaluation and selection, partner organization review and selection to ensure engagement of underrepresented arts and cultural groups. The Owner may also choose to provide internal staffing to support on-going programming if required to ensure the project vision.

B. Operating Agreement: If the Owner decides to select a partner to manage the programming of the Plaza and Arts and Cultural Spaces, it will execute an operating agreement (or similar) with the managing organization to provide long-term programming and management of the Plaza and Arts and Cultural Spaces. Though early in the selection process, 4Culture has been targeted by the Owner as a possible partner organization and discussions have commenced. An initial proposal from 4Culture is expected in the fall of 2016.

C. Partnerships: The Owner will partner with local arts and culture organizations, non-profits, and groups representing people of underrepresented communities. Partners will serve as advisors to the Owner. The Owner will seek partners from new and established arts organizations, underrepresented communities, emerging artists, arts or cultural service organizations or a public agency, such as the Department of Arts and Culture. Partnership is a key ingredient to the vision and a resilient City.

D. Audience: Programming and related events at 2+U will target the following audiences:

- Neighbors
- Artists
- Arts and cultural organizations
- Building occupants
- City residents
- Underrepresented groups
- Visitors/tourists
- Local businesses

E. Annual Report: The Owner or its representative will create an annual report summarizing the arts and cultural activities and programming at 2+U and associated community outreach. The report will be provided to the City 60 days after the end of the year for the first three years following project completion and at least every decade thereafter.

IV. Individual Public Benefit Elements.

A. Central Plaza

1. Central Plaza Area Strategy: The Central Plaza offers unique opportunities to achieve the goals for arts and cultural programming. In addition to programming in this area, the Owner will be responsible for installing and maintaining physical improvements that include:

- Furniture that encourages pedestrians to use the space which may include tables, chairs and benches, and other similar features
- Wayfinding and signage for people to gain access to the plaza as well as to direct people through the plaza to rights of way and landmarks in the area
- Lighting designed to create a softening of the Plaza Areas that is safe, intuitive, warm and inviting
- Utility and service infrastructure that support community events (i.e. lighting, water, electrical, access ways)

2. Cost: Events that are sponsored by the Owner in public benefit areas are the responsibility of the Owner, its representative or organizations that the Owner has engaged to manage the programming. Events sponsored by the Owner requiring substantial set up, organizational or clean up costs may require a fee if sponsorship is not secured. Private events may be provided at a ticketed price. All entities utilizing the Plaza Area and Arts and Cultural Spaces will work

with the Owner to provide customary and typical liability insurance requirements (i.e. similarly, Seattle Parks requires users to provide insurance for use of its facilities).

3. **Hours of Operation:** 6AM-10PM (or as adjusted by Owner as necessary to manage public safety and/or liability). Depending on programming and retail tenancy, hours of operation may be adjusted later into the evening or shortened as required. Days and hours of operation will be consistent with practice at Seattle City parks.
4. **Days of Operation:** Monday-Sunday (or as adjusted by Owner as necessary to manage public safety and/or liability). Holiday or seasonal operations may vary. Days and hours of operation will be consistent with practice at Seattle City parks.
5. **Programming:** Programming will be pursued in accordance with the overarching Management Plan and Annual Plan finalized by the Owner or its representative each year.
6. **Rules and Regulations:** 2+U Plaza Area and other public spaces within the village will be managed similar to how the City manages a public park. Owner will include similar rules and regulations as well as the creation and enforcement of a 2+U Code of Conduct. As with Seattle City Parks, the 2+U Code of Conduct will prohibit specified conduct to ensure that all users have the opportunity to enjoy the amenities and programming 2+U offers. Security will be enforced by the Owner, and monitored as part of the building security system. Signage will provide appropriate direction to the public.
7. **Signage:** The plaza will include signage (required by SDCI) that identifies the Plaza Area as a public benefit open space where 1st amendment rights allowed as well as directional way finding for ADA Hill assist / accessible routes.

B. Overlook:

1. **Overlook with Play Space:** Creation of an elevated outdoor Overlook and deck area at the sunny southwest corner of the project provides an inviting space for neighbors, building occupants, a variety of visitors and families that offers both open and weather protected options. The Overlook will also include play-scape. The Overlook will be well lit, safe and monitored, to allow multi-generational play, given the lack of play space within the downtown neighborhoods. Landscape will be used to enhance user experiences and select furnishings will be strategically use to allow all generations to sit, play, gather and connect in one space.
2. **Programming:** The Overlook will be programmed to support the overall project vision and where applicable, goals established within this Plan. The space is designed to work in concert with, and support the Arts and Cultural space (Performance Triangle) within the Creative Commons. Activities and events will consider how the two spaces can work together, given indoor-outdoor design of the creative commons, opens space and pedestrian seating infrastructure.

3. **Infrastructure:** The Overlook's design is focused on creating interaction and interconnection between people of all ages. The space will include landscaping elements and pedestrian infrastructure, such as custom seating that create opportunities to play, gather and relax in space with great views to the southwest. Along with furniture, seating elements will allow events in the Performance Triangle to spill out into the Multi Generational space. Materials, such as wood decking, will be high quality and in line with the project vision and selected to versatile for multiple uses, while comfortable for family activities. Signage and way finding will be provide to guide pedestrians. Various forms of lighting will be provided consistent with the project lighting strategy and overall project vision.
4. **Management:** The space will be managed by Owner's property manager and security staff on site.
5. **Cost:** Free of charge except during select special or private events.

Rules / Regulations: The space will have the same hours as the Village Plaza. The 2+U Code of Conduct will guide the management or conduct and activities in the space. Security will be provided and enforced by the Owner, and monitored as part of the building security system. The Overlook area will be managed similar to how the City manages a public park.

6. **Signage:** Signage will provide appropriate direction. Focus will be placed on ensuring families and generations of all ages are able to enjoy themselves.

C. Arts/Culture Space:

1. **Arts and Culture Space Strategy:** Two arts and cultural spaces are intended to be available for a variety of artists and performers rent free. These spaces are: 1) an enclosed Studio Space (Studio) at the corner of 2nd and University and; 2) The Performance Triangle located adjacent to the Overlook in an enclosed structure adjacent to the Building's Creative Commons. The location and configuration of these spaces are identified on Attachment A.
2. **Programming:** Programming within these two spaces will focus on utilizing direct and indirect partnerships with local arts and cultural organizations approved by the Owner. Outreach and programming is focused on supporting emerging artists and generative art, supporting citywide arts and cultural events and offering synergy with established neighborhood arts institutions. A diversity of arts mediums will be pursued with an emphasis on the continued activation of these spaces to have programming year round irrespective of weather. Programming will be pursued in accordance with this Management Plan and the Annual Plan.
3. **Management:** Both Arts and Cultural Spaces will be managed by the Owner's property management and security teams, which will oversee day-to day activities, operations, maintenance and security. The Owner will provide staffing either directly, or its representative through programming partnerships, to ensure the Arts and Cultural Spaces are programmed consistent with the project vision detailed in the Annual Plan.

4. **Cost:** Both of these spaces will be provided rent free, for those individuals or groups that are approved by the Owner or its representative or partner. Qualifying uses requiring substantial set up, space configuration, additional infrastructure, organizational support or clean up costs may require a fee if sponsorship is not secured. The Owner shall be allowed to hold private events in these spaces at a ticketed price when not in conflict with public arts and cultural events or activities. All entities utilizing Arts and Cultural Spaces will work with the Owner to provide customary and typical liability insurance requirements, and may be required by the Owner to provide a security deposit, or reimbursement for operating expenses depending on the use.
5. **Rules:** The 2+U Code of Conduct will guide the management or conduct and activities in the space. Security will be enforced by the Owner, and monitored as part of the building security system. Signage will provide appropriate direction.

Programming and Event Tools:

The Studio (290 SF): This space is located at the corner of 2nd and University. The space will be designed and fully finished to activate the 2nd and University corner through the creation of a publically visible arts and performance space. The intended use of the space is for artists and performers to practice, rehearse or artists to create and display art of various mediums. The Owner may also provide infrastructure to allow for recording and broadcasts in the space. The Studio will include:

- Full tenant improvement build out
- Flexibility to be used by different type of performance artists
- Infrastructure for vocal / instrumental practice space
- Art creation and display space
- Infrastructure to support recording equipment (if feasible)
- Acoustic upgrades as needed
- Flexible design with transparency for public to view performers from the street
- Flexible space for art creation and display

Performance Triangle (835 SF): Located in the western portion of the Creative Commons, adjacent to the Overlook and multi-generational play space, the Performance Triangle is dedicated for arts and cultural activities and to support adjacent uses within the Creative Commons area. This space is intended to accommodate activities such as dance, pop-up artist/galleries, studio space, display, fabrication, small-scale theatre, events, and music performance. The opening wall system supports programming onto the adjacent outdoor deck. The Performance Triangle will include:

- Full tenant improvement build out
- Flexibility for multiple arts and cultural uses
- Infrastructure for events
- Back of house and support space
- Opportunity for indoor/outdoor programming
- Connection to Creative Commons retail corridor
- Space for art creation and display

Attachment A:

