

# ASUW SHELL HOUSE

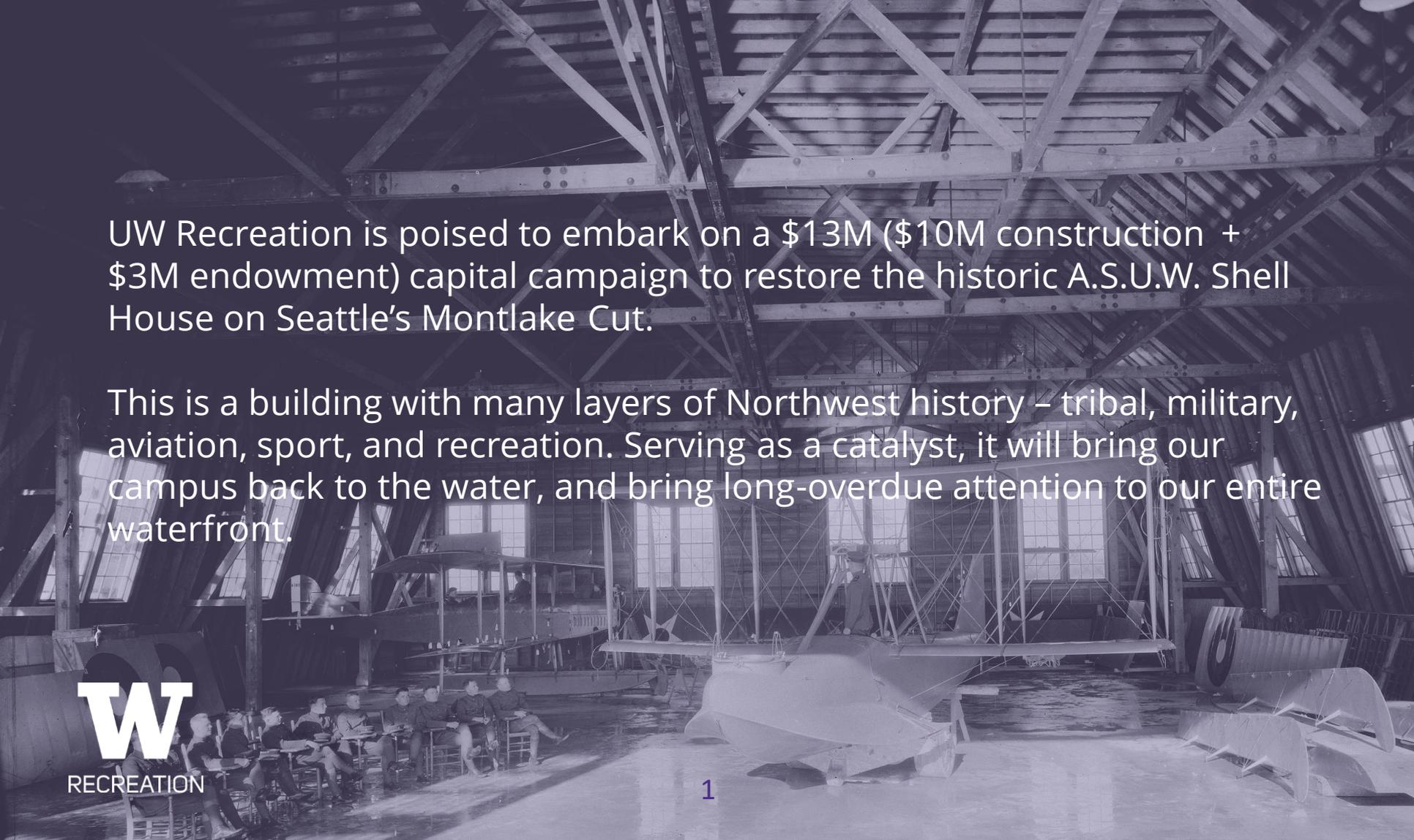
THE NEXT 100 YEARS



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UW Recreation is poised to embark on a \$13M (\$10M construction + \$3M endowment) capital campaign to restore the historic A.S.U.W. Shell House on Seattle's Montlake Cut.

This is a building with many layers of Northwest history – tribal, military, aviation, sport, and recreation. Serving as a catalyst, it will bring our campus back to the water, and bring long-overdue attention to our entire waterfront.

# WHAT WILL IT BECOME?

*The restored ASUW Shell House will be a dynamic and flexible space for our students and the public.*

## **STUDENT SPACE**

A landmark that invites students to gather and build community – take a class or attend memorable events...

## **HERITAGE CENTER**

Where the public will be invited in to connect and be inspired by the collective stories of the past by experiencing interactive exhibits and timelines with the help of technology...

## **EVENT VENUE**

Made available to campus and the public for special events, conferences, and celebrations.

# THE ASUW SHELL HOUSE IS A LIVING SYMBOL OF UW AND NORTHWEST VALUES

Connection – with our environment and the community...

Innovation – in aviation, sport, and engineering...

Determination – of spirit, and the importance of history...

***“This project is about legacy and destiny. A physical reminder of many historical milestones on our path to success as an institution.”***

-Jodi Green, Past UW Foundation Board Chair

# WHY NOW?

## 100th Anniversary of its construction

- One of only two wood hangars left in the USA from WWI, and the only to house sea-planes
- The unrelenting interest in the 'The Boys in the Boat' book by Daniel James Brown
- The future major motion picture production by Spyglass Media Group of 'The Boys in the Boat' being brought to the big screen in 2021
- A catalyst for the rethinking of the entire UW campus waterfront
- 10,000+ rowers who call Seattle home and "Row Town USA"
- A Seattle Landmark (2018) and National Landmark (1975)

# TIMELINE

Feasibility Study,  
SHKS Architects  
Seattle Landmark application

Seattle Landmark Designation  
Hoffman Construction pre-design  
estimate

Pre-design/permitting  
Design/Build Team chosen

Stakeholder Survey  
Case for Support

Fundraising begins  
Advisory Board forms

\$10M construction goal  
secured/pledged

2017

2018

2019

Construction begins

Doors open

\$3M Community Phase of fundraising/events

2020

2021

# UW STUDENT APPEAL – A WATERFRONT GATHERING SPACE

Has our campus forgotten that we sit on the water? This building will invite ALL students during their time at the UW to have a deeper appreciation and understanding of our unique sense of place in the Pacific Northwest and Seattle.

Space is always at a premium on this campus. This building will be a destination for students who simply want to take in the calming effects of water as they study with a friend over coffee at the café on site, take notes at a lecture within its classroom, or celebrating at a tailgate before a home football game. It will become a special location that will be woven into every Husky's Experience while they are here – and then after, as alumni...



# HISTORIC APPEAL – A LOCAL AND NATIONAL TREASURE

**Tribal land** – known as “Carry a Canoe” in, stəx̣ʷugʷit (stukh-ug-weelth) for 8,000 years by the Duwamish, a natural portage that was used by families and tribes – the past and present will merge and overlap as the original waterlines are marked in landscape design and the resurging canoe journey culture will be taught and celebrated within.

**Military** – built by Navy Captain Luther E. Gregory one year after the completion of the Montlake Cut in 1918 – to house seaplanes and to train aviators during the final months of WWI when UW campus was the site of a massive Naval Training Camp headed by Commander Miller Freeman.

**Aviation** – one of only two surviving wood hangars from WWI, and the only to house seaplanes.

**Rowing** – home to the legendary 1936 and 1948 US Olympic crews, and shell builder and innovator, George Pocock; original home of the Lake Washington Rowing Club, and the resurgence of UW Women’s Rowing in 1969.

**Sailing** – home to UW-based Gold medal sailing teams during the ‘Canoe House’ era.

**Water Recreation** – the hub for all student and community water recreation as the Canoe House from 1950-1975, community renters until 2018, and UW Club rowing UBRC team.

**Historic Preservation** - First UW building to be placed on the National Register of Historic Places (1975 as Old Canoe House), and first UW building to become a Seattle Landmark (2018).

*“Our campus is unique in the world for many reasons, but one important aspect often overlooked is our expansive waterfront. By restoring this historic landmark, we are celebrating our relationship to the waters that surround us, and the history that has shaped our region from Indigenous communities to the present. A national and local treasure, the ASUW Shell House is an artifact layered with our collective histories which celebrate our deep and lasting ties to the natural world.”*

-Sally Jewell, Distinguished Fellow UW College of the Environment,  
former US Secretary of the Interior, UW Regent,  
UW Alumna '78 and Canoe House employee

# ROWING APPEAL – THE HOME OF WASHINGTON ROWING 1919–1949

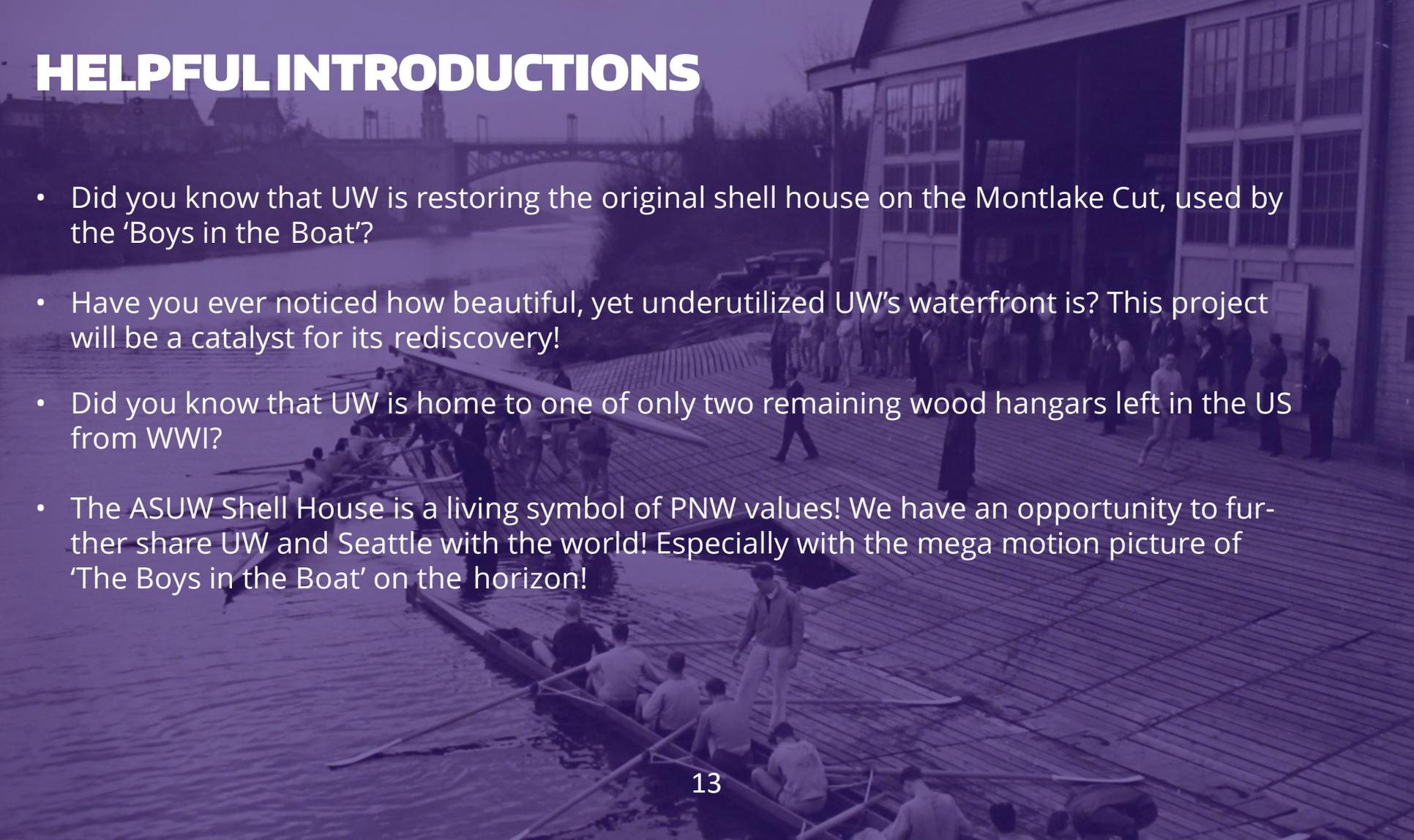
- Walk in the footsteps of UW and international legends in the sport. Timelines and interactive kiosks will invite guests to reflect with pride on our rich history of rowing in the Northwest
- George Pocock's workshop upstairs will once again be activated with boat builders carrying on his tradition, and honoring his family and company's legacy
- The potential home to a West Coast National Rowing Hall of Fame display on upper mezzanine
- An inspiring and meaning-filled space for Washington Rowing's team to utilize for recruiting and events
- A portion of admissions revenue will always go back to support the Washington Rowing program
- A building that invites the community to once again honor and support the sport of rowing
- A catalyst for the entire waterfront – for improved viewing and access for regattas and water recreation



"No longer is the Husky crew just the University of Washington varsity. Today it belongs to the nation."

-Seattle Times, July 5, 1936

# HELPFUL INTRODUCTIONS



- Did you know that UW is restoring the original shell house on the Montlake Cut, used by the 'Boys in the Boat'?
- Have you ever noticed how beautiful, yet underutilized UW's waterfront is? This project will be a catalyst for its rediscovery!
- Did you know that UW is home to one of only two remaining wood hangars left in the US from WWI?
- The ASUW Shell House is a living symbol of PNW values! We have an opportunity to further share UW and Seattle with the world! Especially with the mega motion picture of 'The Boys in the Boat' on the horizon!

## ...AND OFFERS TO ENGAGE

- Have you ever been inside the ASUW Shell House? You should join me on a tour or open house. Who else would you like to invite?
- There has been some great press about the project, and a really compelling campaign video. Can I send you a link to the project's website?
- Could I introduce you to Nicole Klein or Matt Newman to talk more about the impact this project will have on our students and the community?
- Who else should I be talking to that might like hearing about this exciting project?
- This is a chance to be a part of revitalizing a forgotten Seattle and National Landmark – how can you help us?

# THE PROGRAM – MIXED USE

Student Space + Exhibit Space + Event Space

Event Occupancy: 400

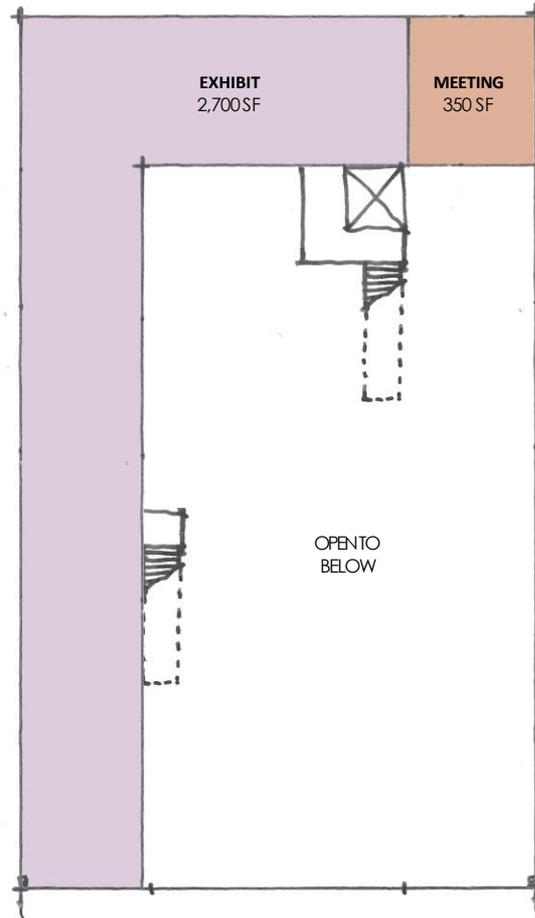
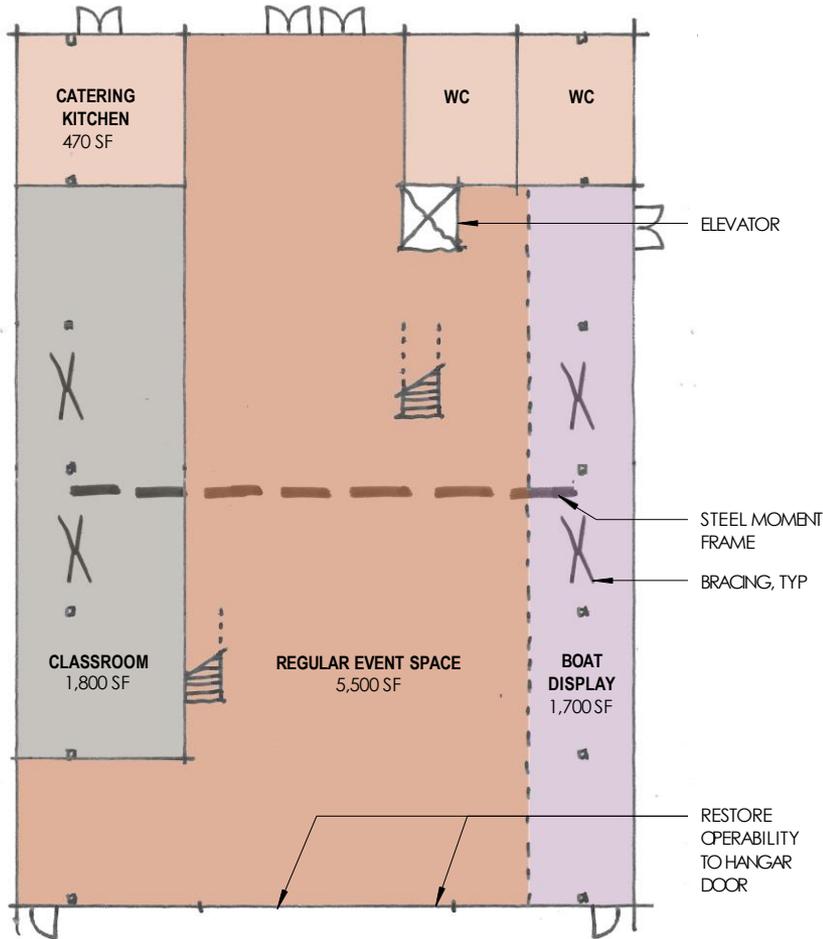
1,800 SF Seminar Room

470 SF Catering/Warming Kitchen

Restrooms

Elevator

3,000 SF Exhibit & Pocock Workshop space



# BREAKING DOWN THE \$10M CONSTRUCTION COST ESTIMATE

\$8.5M Base Model – Heat, Elevator, ADA Compliant, Glass Curtain, Hangar Doors, Restrooms, Seismic Upgrades to Structure

- \$8.5M** Base Model
- \$1M** Pocock Shop & Exhibit Space
- \$450K** Innovation Lab/Seminar Lab
- \$250K** Catering/Warming Kitchen
- \$450K** A/V & Lighting



- \$1M** Over-Water Dock/In-Water Apron



# \$8.5M BASE MODEL –

ADA Compliant, Heated, Glass Curtain Hangar Doors, Seismic, Restrooms



- Event space for 400 people
- Universal access, ADA compliant – elevator, transitions
- Insulated concrete topping slab allowing for year-round use
- Wood braced frames for seismic stability
- Provide wall sheathing, waterproofing, insulating and siding

# **\$1M POCOCK WORKSHOP & EXHIBIT SPACE**

- 2nd and 3rd floor access via elevator and egress staircase
- Extension of Mezzanine for display above Seminar Rooms
- Provides Exhibit Space, up to code for an active workshop



# \$450K INNOVATION LAB/SEMINAR ROOM

- Dedicated student space
- Flexible design for use during events
- Allows for multi-tenant/group activities concurrently
- Inspires innovation and discovery/utilization of technology



## **\$450K A/V & LIGHTING**

## **\$250K CATERING/WARMING KITCHEN**

- A/V systems for appealing to a wide variety of events
- Fully integrated lighting systems
- Flexibility for on-site catering or hosted events
- Sound and technology upgrades for conferences and lectures



# RESOURCES TO SHARE

**Website –**  
[asuwshellhouse.uw.edu](http://asuwshellhouse.uw.edu)

**Follow us...**

**Facebook –** 'ASUW Shell House'  
**Instagram –** @asuwshellhouse  
**Twitter –** @asuwshellhouse

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# JOIN US IN MAKING HISTORY COME ALIVE!

## CAMPAIGN HONORARY CHAIRS

Daniel James Brown

Author, 'The Boys in the Boat'

Judy Rantz Willman

Alumna '65, and daughter of Joe Rantz, 1936 Olympian

*"All the essential parts of Seattle's identity come together in this building... I think it's one of Seattle's icons."*

-Daniel James Brown

# THE CATALYST FOR RE-ENVISIONING OUR WATERFRONT

## ASUW SHELL HOUSE

3655 Walla Walla Rd  
Seattle WA 98195

