

# City Center Plan Update Project - Phase 1

## Project Overview

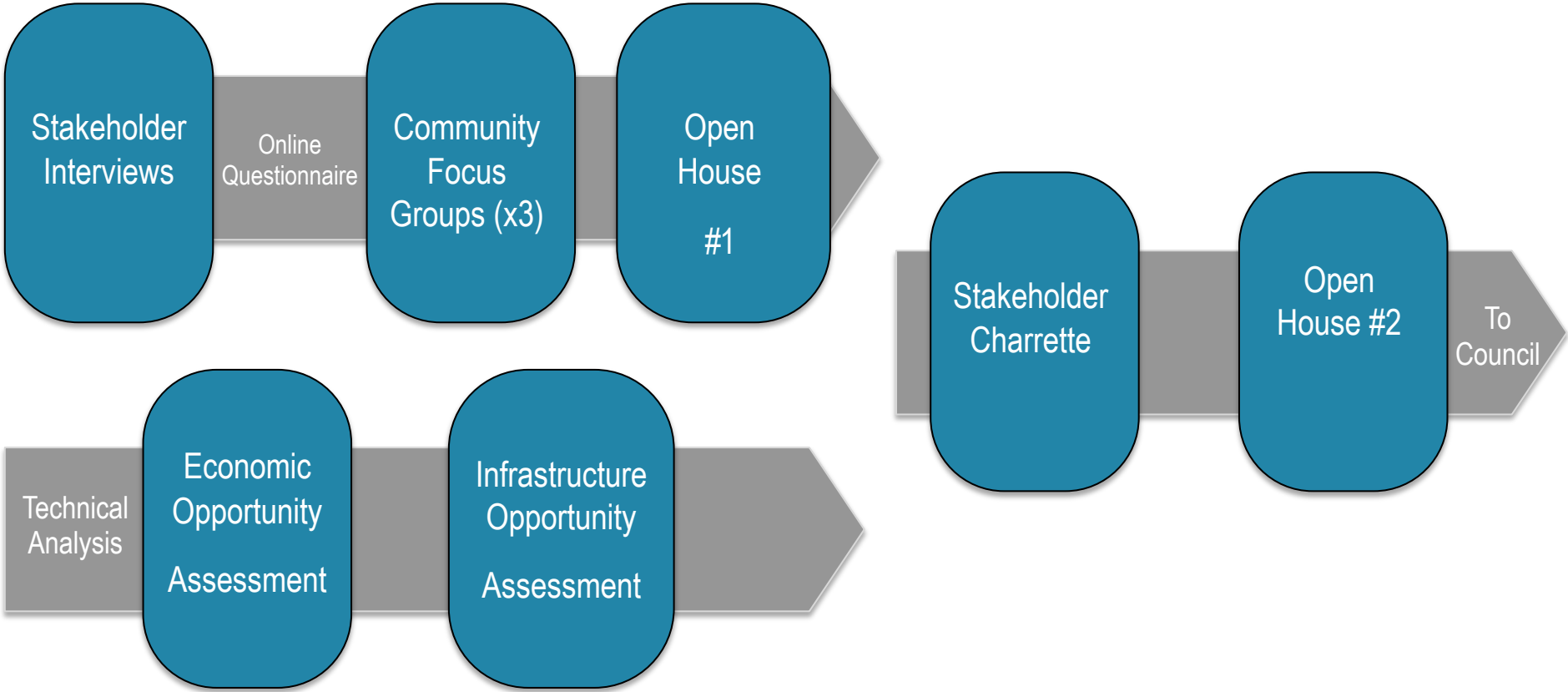
Planning Commission  
December 17, 2019



# Purpose of Project (Phase 1)

- ❑ Develop current **stakeholder consensus around big picture** possibilities for the district
- ❑ Build **excitement and buy-in** amongst City Center residents, workers, public partners, and property owners, around a **high-level vision, brand, and strategic positioning** for City Center.

# City Center Process to Date



# Stakeholder & Community Findings

## THEMES:

### PROPERTY & BUSINESSES OWNERS + PUBLIC AGENCIES

- Generate **Tax Revenue** (Sales & Land Value)
- Limit **Congestion & Maximize Mobility** (all modes, including air)
- Reflect **Airport to the West & Neighborhood to the East**
- Support local **food** opportunities both in **shopping & enterprise** for Workers & Residents
- Support **Housing Affordability** for Workers and Residents
- Protect **Adaptability** to Future Opportunities and Change (e.g. Technological Innovation - Autonomous Vehicles)

# Stakeholder & Community Findings

## VISION CONCEPTS:

- **South End Office & Employment Center:**  
Emphasizing an emerging Class A office cluster
- **Aerotropolis:** a district whose future development intentionally leverages proximity to the airport as an organizing principle.
  - Linkages *across* airport support services to encourage visitors to linger.

# Stakeholder & Community Findings

Themes across all groups:

- **Identity**
- **Access**
- **Lighting**
- **Affordability**
- **Pride**

# Summary of Web Questionnaire Responses

What kind of places are missing in the District?









# Economic Findings

- **Population.** City Center population tends to be growing more slowly but is younger, more diverse, less educated and with lower incomes than the city and greater market area.
- **Households**
- **Employment**
- **Retail**
- **Real Estate**



# Economic Findings

- **Population**
- **Households**. Evenly split between family and non-family living, with high proportions of 1-person households, with two-thirds as renters and multi-family residents. Residential construction has lagged behind the rest of the city in recent years.
- **Employment**
- **Retail**
- **Real Estate**



# Economic Findings

- **Population**
- **Households**
- **Employment.** (1/3) City of SeaTac has seen 14% growth in jobs since 2015. Primary source has been with wholesale and transportation related activities – focused around Airport.
- **Retail**
- **Real Estate**



# Economic Findings

- **Population**
- **Households**
- **Employment.** (2/3) City Center has 14% of jobs city-wide – primarily focused in hospitality and management/ administrative jobs, albeit with relatively lower wages and with somewhat younger workforce than is the case city-wide.
- **Retail**
- **Real Estate**



# Economic Findings

- **Population**
- **Households**
- **Employment.** (3/3) Almost 1 in 3 residents of City Center don't use a car to get to work. 16% commute by Transit; 15% walk to work.
- **Retail**
- **Real Estate**





# Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail.** Retail market is well served—retail sales exceed resident-generated demand alone. City Center is capturing a relatively small share of southside market – peaking at a 4% share of the market for dining. Best opportunities are for businesses catering to both destination hospitality & local resident/employee needs – in a pedestrian-scale, TOD mixed-use setting.



# Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail**
- **Real Estate.** (1/3) SeaTac's current rents (including lodging rates), consistently underperforms the metro market across apartment, retail, office, and hotel product types – making new construction challenging.



# Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail**
- **Real Estate.** (2/3) Market feasibility may increasingly require a more diverse set of urban mixed-use development concepts (i.e. mixes of retail, office, conferencing, hotel, and extended stay concepts with structured parking).



# Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail**
- **Real Estate.** (3/3) These new development concepts leverage *network effects* of cross-shopping/linkages across airport support services to encourage visitors to linger.



# Economic Opportunities

- ❑ Improved **linkages with the airport** – specifically airport services including lodging, extended stay, convenience retail/dining and park & fly.
- ❑ Expanded **office employment** for businesses with global footprint and as an emerging southside Class A office cluster.
- ❑ Preparation for **reduction in future parking demand** with changes in vehicle technology and consumer preferences – eventually freeing up City Center land for other airport and community-driven **transit-oriented and mixed-use development**.
- ❑ Short-term opportunity for **more intensive residential** and neighborhood commercial uses within the City Center area away from International Boulevard.





# Transportation/Infrastructure Findings

## Gap between Policies & Implementation

- Lack of **well-connected motor vehicle and pedestrian networks** in the City Center Area, and few **residential areas** served by **public transit** with complete **pedestrian access** to transit stops.
- Limited number of **comfortable, regular crossings** along arterials, and **access points at convenient intervals** to parcels for motor vehicles and pedestrian traffic.

# Transportation/Infrastructure Findings





## Existing Barriers

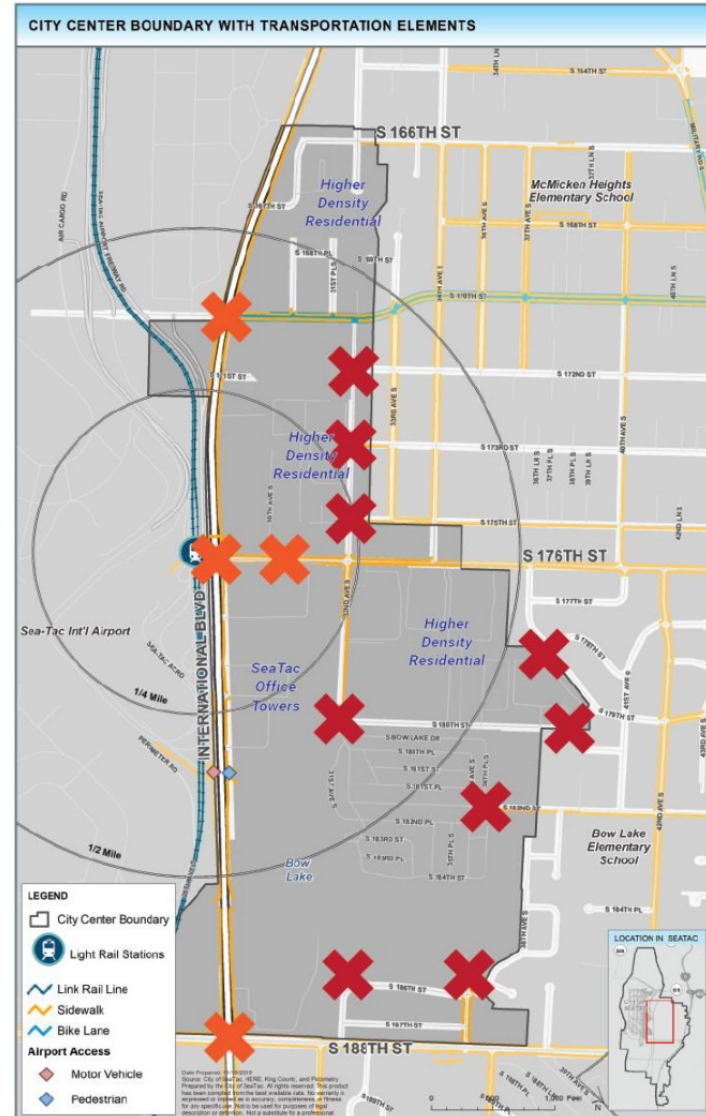
- **Congested and irregular motor vehicle connections** due to:
  - Frequent turn restrictions along International Blvd.
  - Limited driveway entrance options into larger scale parcels
  - Regular congestion at intersections
  - Lack of internal circulation on larger parcels, and connections between developments.
- **Restricted and uncomfortable pedestrian connections** due to:
  - Wide, auto-oriented intersections
  - Limited crosswalks between bus stops
  - Lack of internal circulation on larger parcels, and sidewalk / pathway connections between developments.

# Transportation/Infrastructure Findings

## Existing Barriers: Motor Vehicle Traffic

**Barriers** for motor vehicle traffic in the City Center Area push traffic onto connecting routes, increase congestion at intersections, and generate longer travel times and distances:





-  **Turn restrictions** along International Blvd. and **limited driveway entrance options** into larger scale parcel.
-  **Congestion at intersections:** International Blvd. and S. 170<sup>th</sup> St., bollards added in middle of S. 176<sup>th</sup> St. to prevent left turns into Kiss & Ride lot and related queuing problems on International Blvd.
-  **Lack of internal circulation on larger parcels**, and connections between developments: SeaTac Office Center, and the Bow Lake Retirement Community.
-  **Infrequent connecting streets** caused by dead-ends and fences / gates, and large scale developments.

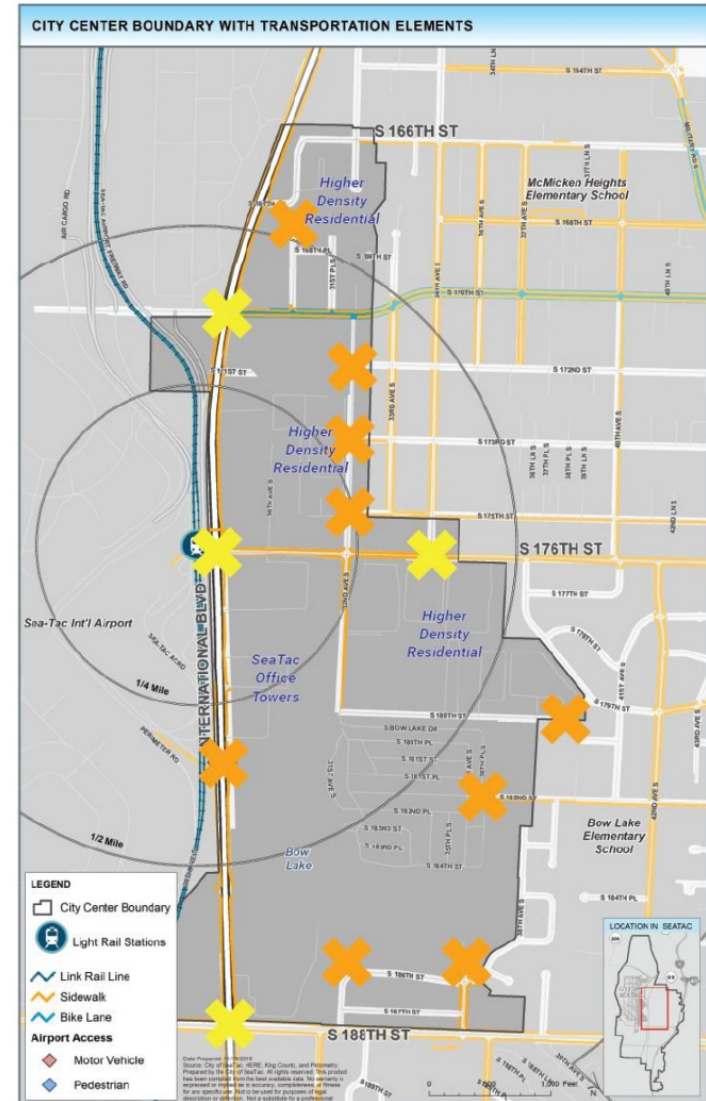


# Transportation/Infrastructure Findings

## Existing Barriers: Pedestrian Traffic

Barriers for pedestrian traffic in the City Center Area restrict opportunities for walking trips, encourage short-distance trips by motor vehicles, and limit opportunities for community members without regular access to a motor vehicle:

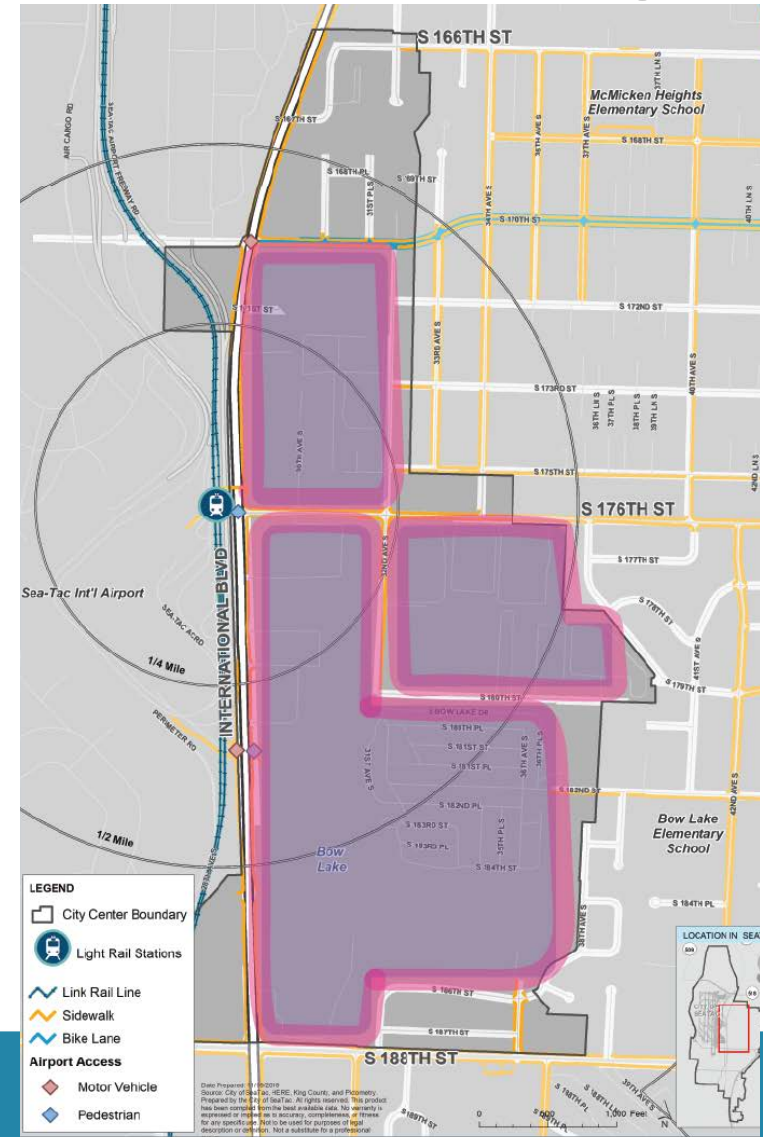
-  **Wide, auto-oriented intersections** (e.g. International Blvd. and S. 176<sup>th</sup> St.), and **lack of crosswalks between bus stops** (e.g. 34<sup>th</sup> Ave. S. and S. 176<sup>th</sup> St.)
-  **Short pedestrian crossing cycles** at intersections: International Blvd at S. 182<sup>nd</sup> St.
-  **Few pedestrian access options between the City Center Area and the Sea-Tac Int'l Airport**
-  **Lack of internal circulation on larger parcels, and sidewalk / pathway connections between developments** – especially for east/west connections: e.g. the Higher Density Residential Communities between S. 170<sup>th</sup> St. and S. 184<sup>th</sup> St.



# Transportation/Infrastructure Findings

## Future Opportunities

- Megablocks** impede current motor vehicle and pedestrian traffic connectivity, add pressure to the existing transportation network, and limit motor vehicle and pedestrians access to existing and future redevelopment opportunities.





# Transportation/Infrastructure Findings

## Future Opportunities: Ways to Improve the Existing Transportation Network

Expand access to and within potential future demand generators (e.g. airport expansion, new office / hotel / multi-family developments):

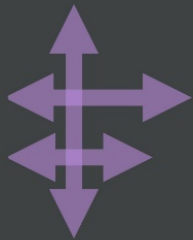
- Entrance options, driveway and curbspace management (loading and drop-off zones), and internal circulation patterns.

Look for opportunities to **increase connectivity to the local transportation network** to ease traffic demands on major routes, and facilitate multi-modal movements to and from demand generators:

- Service drives, connected pedestrian network, strategic on-site parking locations.

**Strengthen the existing access grid** through streetscape improvements:

- Congestion management, intersection improvements, transit services, and connections to the local pedestrian network.





# Urban Design Findings

**Gateways,  
Hearts,  
& Edges**

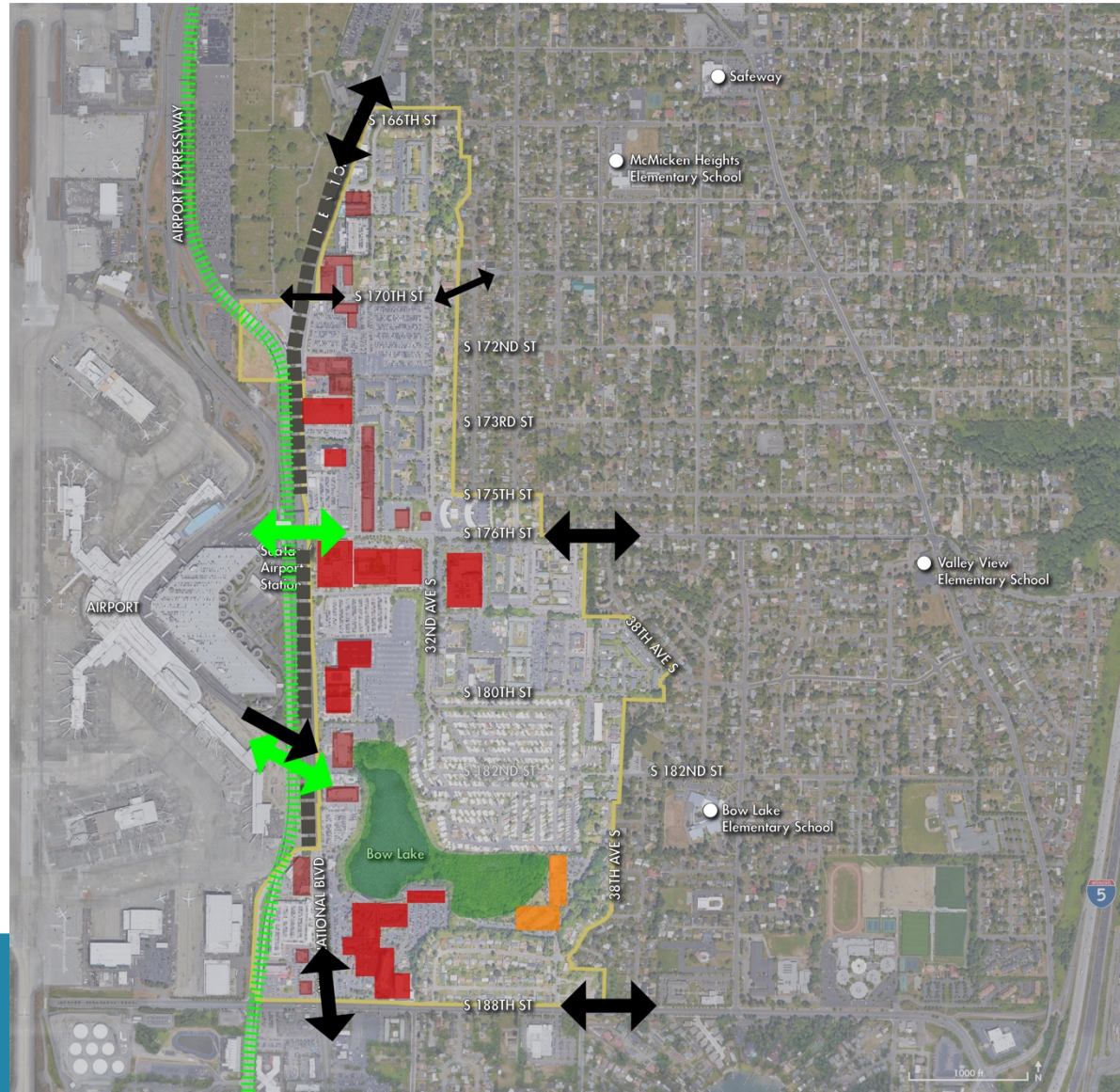




# Urban Design Findings

**Hearts:  
Commercial**

**Gateways,  
Hearts,  
& Edges**

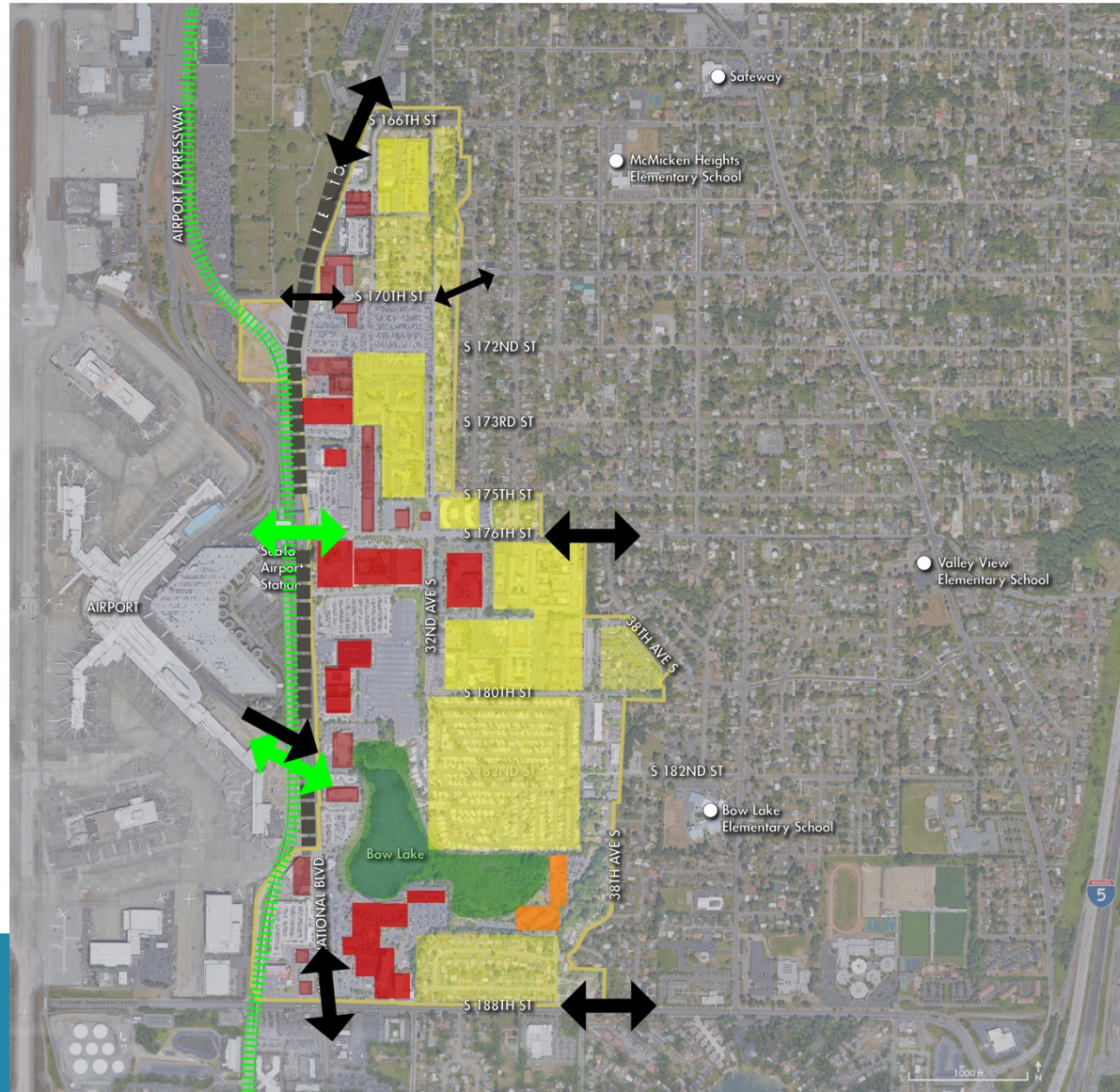




# Urban Design Findings

**Hearts:  
Housing**

**Gateways,  
Hearts,  
& Edges**

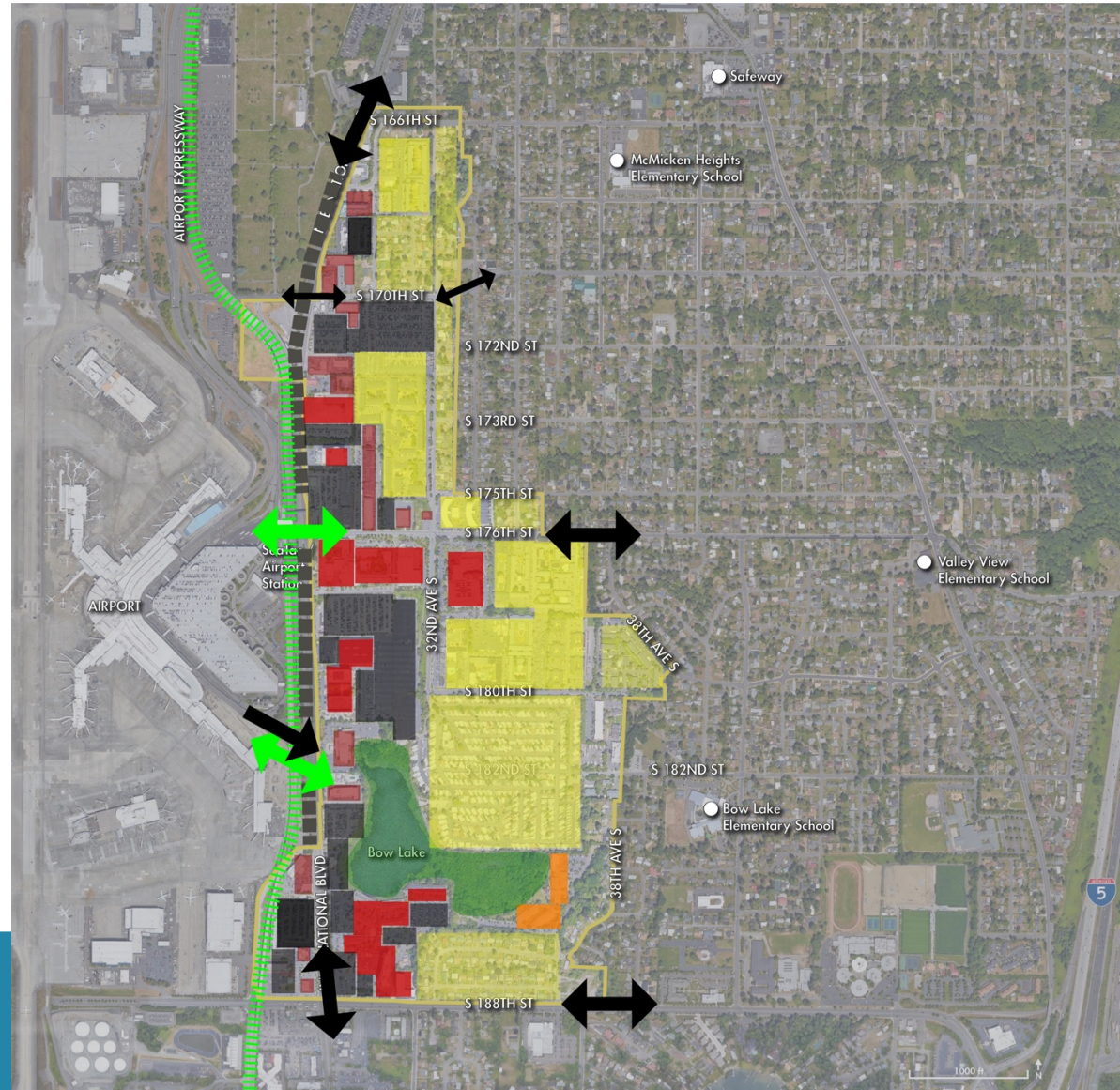




# Urban Design Findings

**Hearts:  
Parking**

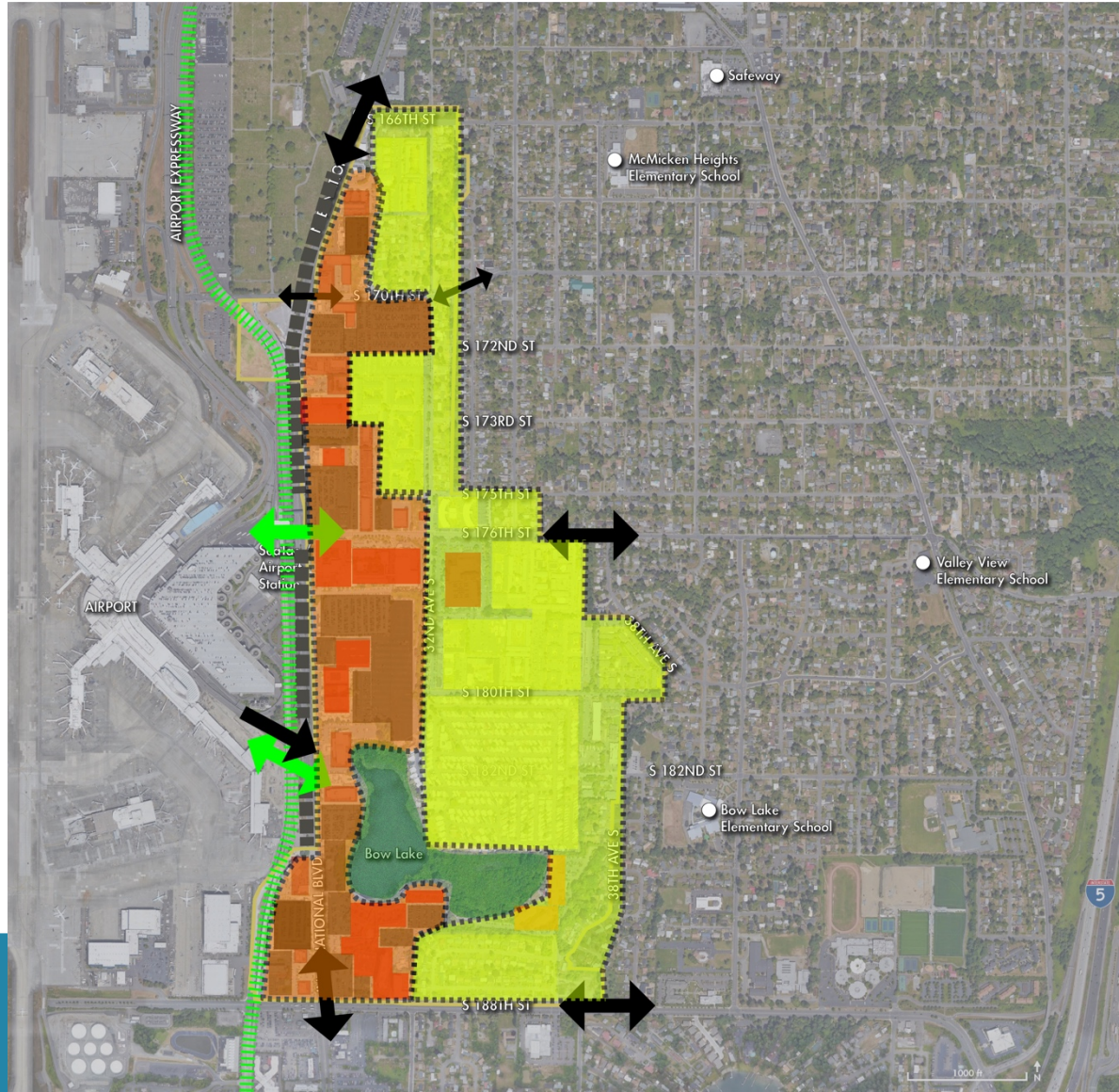
**Gateways,  
Hearts,  
& Edges**





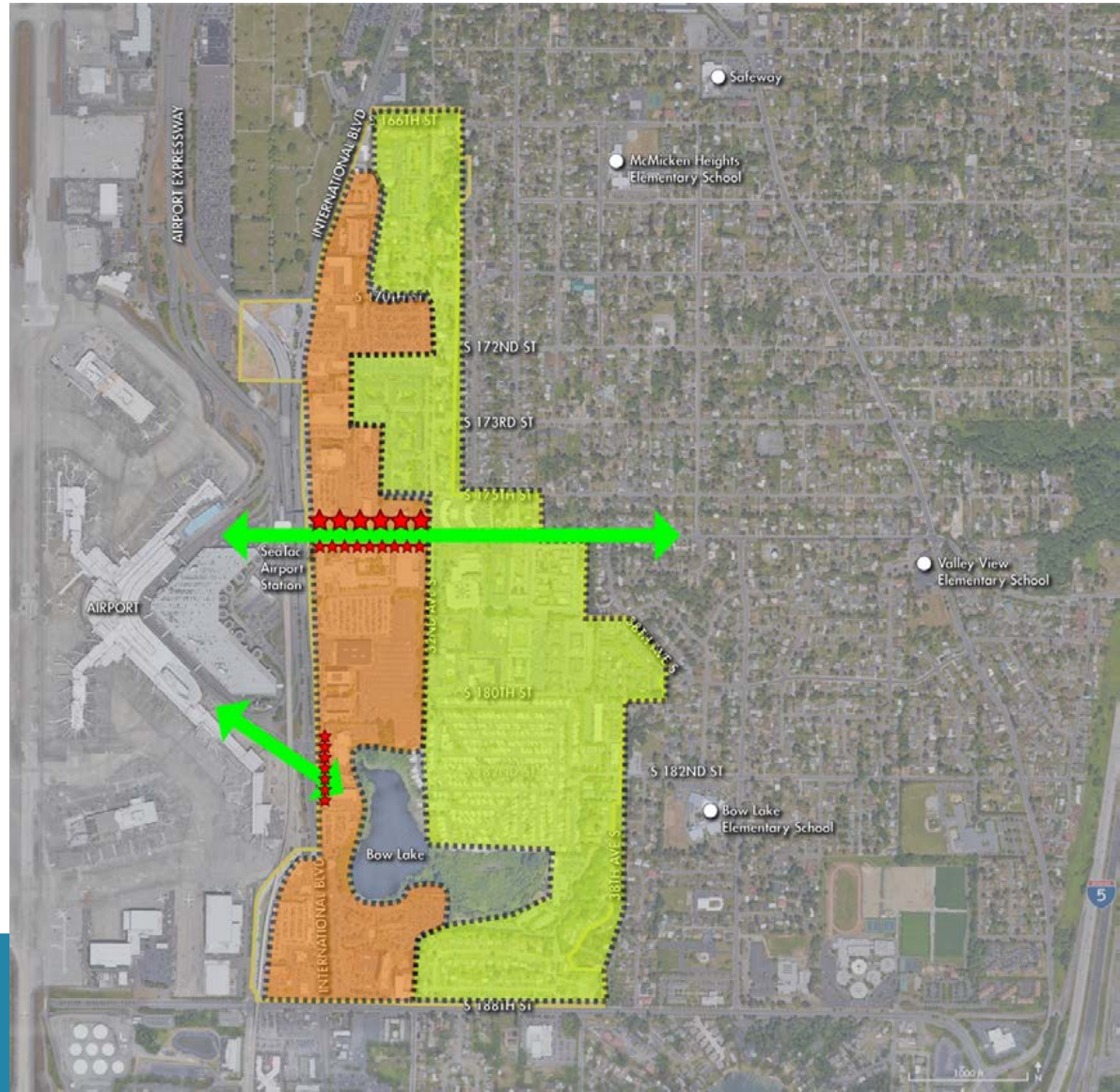
# Urban Design Findings

## Districts





# Urban Design Findings

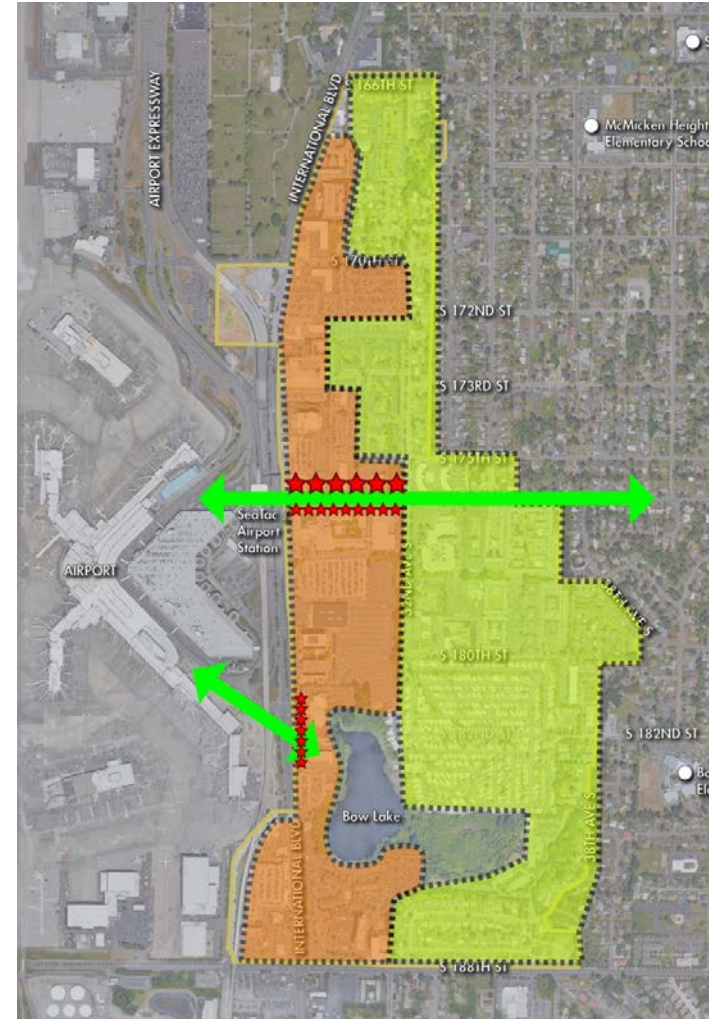


Opportunities



# “SeaTac Landing” – *Draft Vision*

The global gateway to the Pacific Northwest; SeaTac Landing is an active, international hub providing workers, visitors, and residents with a diverse set of experiences in an enticing, contemporary, and walkable urban district.



# District Principles

- **Economic Prosperity.** Prosperity for all is achieved through improved land value, more diverse employment opportunities, and increased tax revenue.
- **Attractive Public Realm.** The comfort, quality, and programming of streets and public spaces entices people to come out and linger in the district.
- **Mix of Complementary Uses.** Development supports a mix of complementary and connected office, lodging, and airport service uses that are mutually supportive of one another.
- **Efficient Circulation.** Access to and between major activity centers limits congestion and maximizes mobility for all modes, including air.



# Next Steps

- ❑ Consultants synthesize input (Dec/Jan)
- ❑ Circulate and vet Draft Plan with stakeholders (Jan)
- ❑ Transmit to Council for Approval (Feb)