



City Center Plan Update Project – Phase 1 Preparation for Vision Report Review

Planning Commission
February 4, 2020



PRESENTATION OVERVIEW

PURPOSE OF PRESENTATION

- To provide a preview of Vision Report content
- To highlight key takeaways from economic & infrastructure assessments
- Answer any PC questions

WHY IS THIS ISSUE IMPORTANT?

1. This phase of the project will end in Feb/March with production of “Vision Report.”
2. At Feb. 18th meeting, PC will be asked to make recommendation on “Vision Report.”
3. In March, City Council is anticipated to act on “Vision Report” via Resolution.



PREVIEW OF VISION REPORT CONTENT

REPORT OUTLINE

- **Executive Summary**
 - Vision, Principles, Key Objectives
- **Process**
- **Vision Statement & Principles**
- **Objectives & Actions**
 - Urban Design Objectives and Actions
 - Transportation Objectives and Actions
 - Economic Development Objectives and Actions
 - Implementation Objectives and Actions
- **List of Appendices**



PREVIEW OF VISION REPORT CONTENT

PROCESS

Project split into two phases (only Phase 1 budgeted):

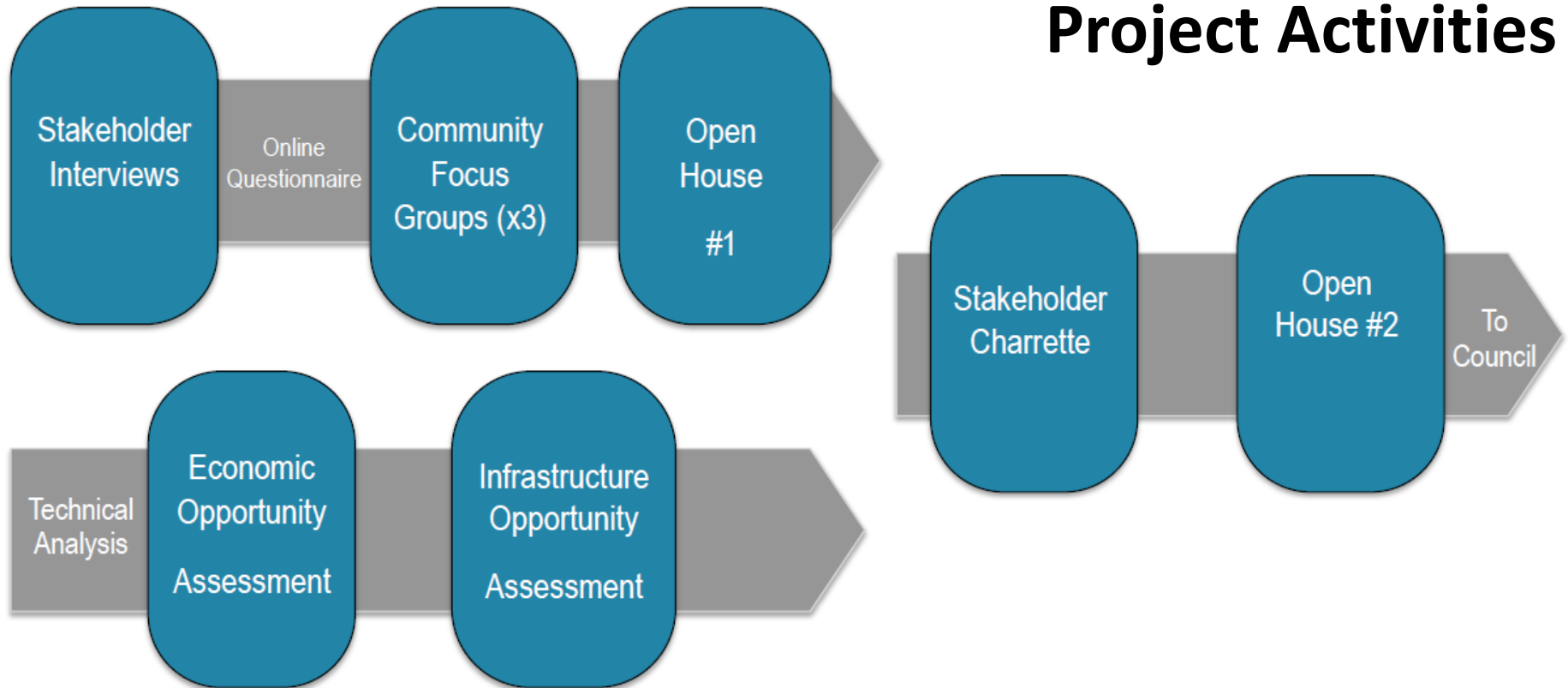
- **Phase 1:** Undertake a significant outreach process to identify a community & stakeholder supported vision & development concept
- **Phase 2:** Complete sub-area plan that implements vision

PHASE 1 GOALS - Complete “Vision Report” that:

- **Identifies a community & stakeholder supported vision for what the area should be like now & in the future (i.e., a business district, neighborhood district, both, other)**
- **Identifies an urban design & development concept for what the area should look like (i.e., uses, infrastructure)**



PREVIEW OF VISION REPORT CONTENT



Final Work Product: “Vision Report” including:

- 1) community-stakeholder supported vision statement,
- 2) development principles & 3) urban design/development concept

PREVIEW OF VISION REPORT CONTENT

BUSINESS/PROPERTY STAKEHOLDER ACTIVITIES

- **Business/Property Owner Interviews: 12**
- **Business & Stakeholder Workshop/Charrette Attendees: 22**
- **Hotel/Motel Tax Advisory Committee Briefings: 2**

RESIDENTIAL & COMMUNITY STAKEHOLDER ACTIVITIES

Over 100 people attended meetings or provided input into the project

- Two Community Planning Meetings
- On-line Project Questionnaire
- Focus Groups (Airport Workers, Windsor Heights Apartments, Bow Lake Mobile Home Park HOA)

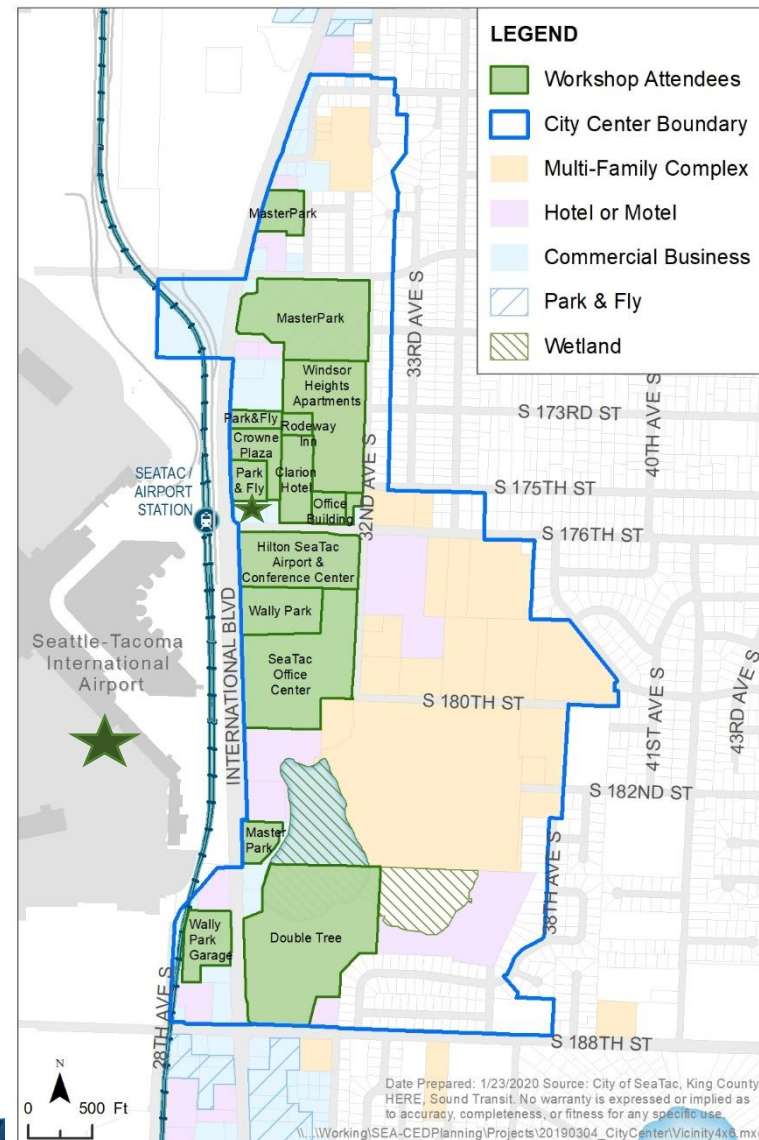


PREVIEW OF VISION REPORT CONTENT

Properties represented at Stakeholder Workshop/Charrette (Workshop Date: November 26, 2019)

LEGEND:

- ★ Airport & Sound Transit facilities
- Other parcels



PREVIEW OF VISION REPORT CONTENT

COMMUNITY/STAKEHOLDER SUPPORTED VISION

- **The global gateway to the Pacific Northwest; the 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.**

**While the consultant team suggested the name “SeaTac Landing,” it did not have strong support from business stakeholders or community members. A final name for the district will be determined as part of the Phase 2 sub-area planning process.*



PREVIEW OF VISION REPORT CONTENT

COMMUNITY/STAKEHOLDER SUPPORTED DRAFT

PRINCIPLES: The principles identify priority issues to address that will implement the vision.

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.

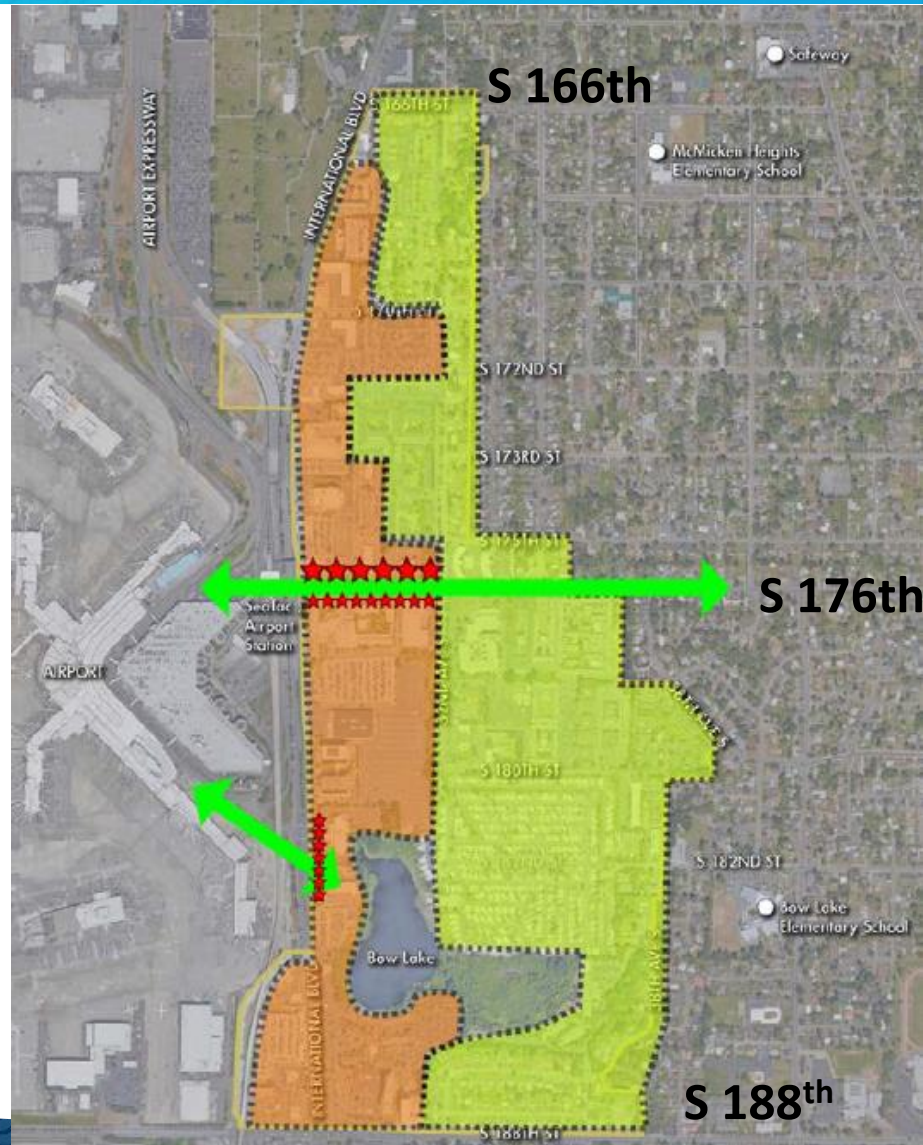
Mix of Complementary Uses. Development supports a mix of complementary and connected office, lodging, and airport service uses that are mutually supportive of one another.

Efficient Circulation. Access to and between major activity centers limits congestion and maximizes mobility for all modes, including air.

PREVIEW OF VISION REPORT CONTENT

COMMUNITY/STAKEHOLDER SUPPORTED DEVELOPMENT CONCEPT

- **Business District to West**
(orange area)
- **Neighborhood District to East**
(yellow area)
- **Business & Service Hubs:**
(red stars)
 - i.e.) Restaurants & shops



ECONOMIC OPPORTUNITY ASSESSMENT

KEY FINDINGS: The market is airport driven

Economic Opportunities:

- **Airport Services** – especially co-located with complementary businesses (lodging, parking, dining, entertainment & convenience-oriented services)
- **Office Development** (could be alternative to downtown Seattle & East Side with direct access to airport & light rail)
- **Retail/Service Businesses** - focused on needs of visitors, residents & employees at same time (in attractive, easy to walk to environment close to other retail/service options)
- **More Intensive Residential & Neighborhood Commercial Uses** (away from International Blvd)



Prepare for Reduction in Future Parking Demand

(with changes in vehicle technology and consumer preferences, explore implications for future development opportunities)

TRANSPORTATION INFRASTRUCTURE ASSESSMENT

KEY FINDINGS: Current transportation system disconnected and restricted and limits existing and future redevelopment opportunities

Specific Barriers to Mobility:

Vehicle Connections are Congested and Irregular:

- Frequent turn restrictions along International Blvd, regular congestion at intersections
- Limited driveway entrance options into larger scale parcels
- Lack of internal circulation within larger parcels & connections between developments

Pedestrian Connections are Restricted and Uncomfortable:

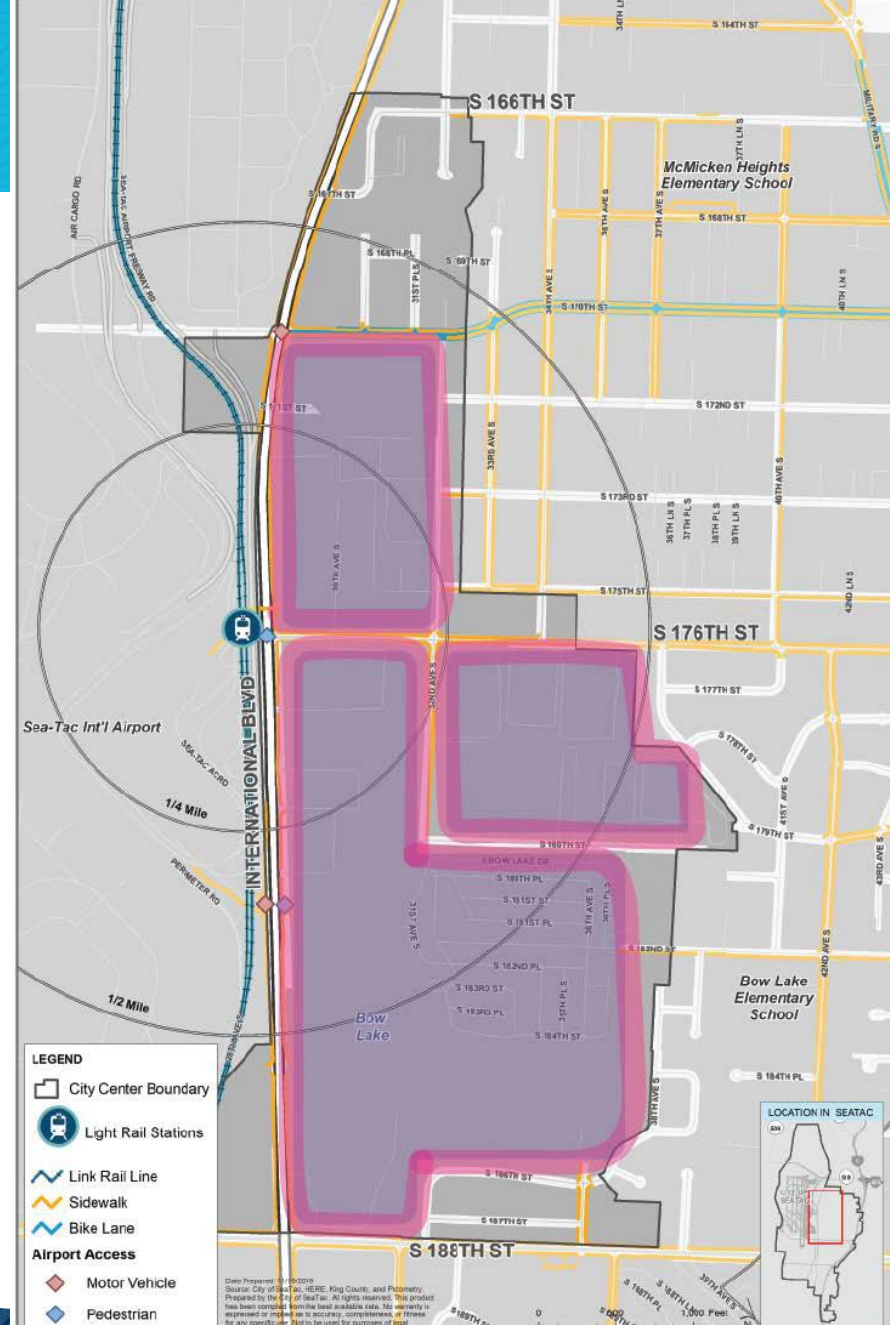
- Wide, auto-oriented intersections
- Limited crosswalks between bus stops
- Lack of sidewalks & connections between and within parcels

TRANSPORTATION INFRASTRUCTURE ASSESSMENT

Area-Wide Issues:

Megablocks & Lack of Street Network

- Impede current vehicle and pedestrian traffic connectivity
- Limit options for accessing area destinations
- Add pressure to existing transportation network by limiting options into & out of sites



TRANSPORTATION INFRASTRUCTURE ASSESSMENT

Transportation & Mobility Opportunities

Redevelopment should consider access to and from parcels

- Better circulation within developments
- Improvements to vehicle and pedestrian connections



NEXT STEPS

ANTICIPATED REVIEW & APPROVAL PROCESS

Planning Commission:

- 2/18: Recommendation on Vision Report

PED:

- 2/27: Recommendation on Vision Report

City Council:

- 3/10 and/or 3/24: Review and approval of Vision Report via Resolution

PHASE 2

Staff will be requesting funding for Phase 2 of the project, creating a sub-area plan to implement the vision