



MEMORANDUM COMMUNITY & ECONOMIC DEVELOPMENT

Date: 3/1/2023
To: Planning Commission
From: Kate Kaehny
Subject: City Center/Airport District Subarea Plan Project Briefing

Summary

City staff has been working with a consultant team since the summer of 2022 on the City Center/Airport District Subarea Plan and Code Project, the second phase of a two phase project to update the existing [City Center Plan](#) (adopted 1999). The main goals of the subarea plan and code project are to:

- 1) Add detail to the community vision and development concept adopted in the [City Center Plan Update Phase 1 Vision Report](#) in 2020 through technical analysis and community input, and
- 2) Identify programs and projects SeaTac can undertake to implement the vision over a twenty-year time frame through the City budget, development incentives, regulatory changes, and other departmental activities. (The identification of zoning code updates is funded in this project.)

This memo provides a status update of the project and highlights issues that will be further discussed at the March 7th project briefing.

Project Status Update

Below is an overview of anticipated project milestones, including those completed or underway (tasks identified with check mark).

- **Step 1: Launch & Envision**
 - ✓ Reviewed and compiled background information on pertinent plans, studies and City Center Plan Update Phase 1 Vision Report.
 - ✓ Ongoing work to build demographic profile of district.
 - ✓ Ongoing coordination underway with related City projects including Public Works Department's [Airport Pedestrian Improvement Project](#) (sidewalk improvements to be made within district's center adjacent to SeaTac/Airport light rail station) and Economic Development Division's Tourism Destination Development Plan (which will focus on how the City can better leverage on the local visitor and traveler economy).
 - ✓ Completed Community Engagement Plan, which will be regularly updated and refined to ensure robust and inclusive engagement with residents, workers, visitors, community organizations, businesses, and property owners.
- **Step 2: Analyze & Coordinate** (tasks underway)
 - ✓ Developing market analysis to assess economic opportunities that support district vision.
 - ✓ Analyzing existing transportation network for all modes (pedestrians, bicycles, vehicles, transit)
- **Step 3: Complete Plan & Implementation Strategies** (tasks not yet started)
 - Anticipated project completion: Fall 2023.
- **On-Going: Community Engagement Activities** (On-going through end of project)
 - ✓ January: Rollout of project website & "Big Ideas Poll" in City's official languages including English, Spanish, Vietnamese, Amharic, and Somali.

Community Engagement Approach

One of the main goals of the upcoming briefing is to provide an overview of the project's approach to engaging with the district's multiple communities. The briefing will include demographic data compiled on community members who live within and near the City Center/Airport District. A summary of recent engagement activities is also provided below.

- **Recent Engagement Activities**

- ✓ **Project Online Kick-Off:** In January, project launched online kick-off including:
 - Project website: www.setacwa.gov/citycenterproject
 - [City blog article](#) and other social media (Facebook, Instagram, others),
 - ["Big Ideas" online poll](#) (link is to English version).
- ✓ **Language Access & Inclusion:** To ensure an inclusive and representative engagement process, and as budget allows, the project will provide resources in the City's five official languages including English, Amharic, Somali, Spanish, and Vietnamese.

Packet Materials

- This memo
- Presentation slides to be reviewed at meeting