



City Center Plan Update Phase 2

Project Update:  
SeaTac City Center/  
Airport District  
Subarea Plan & Code  
Update

Planning Commission  
March 7, 2023



# PRESENTATION OVERVIEW

## PURPOSE OF PRESENTATION

- Briefly recap project history.
- Provide update on project activities.
- Review community engagement process to date & next steps.
- Discuss how Commissioners might assist in outreach efforts.

## WHY IS THIS ISSUE IMPORTANT?

1. Project is second part of two-phase process to replace 24-year-old City Center Plan, and its related development code.
2. Briefing intended to be first of series of regular updates and work sessions through project's anticipated end date in Fall 2023.



# PLANNING COMMISSION ACTION REQUESTED

## NO ACTION REQUESTED

- This briefing is informational.

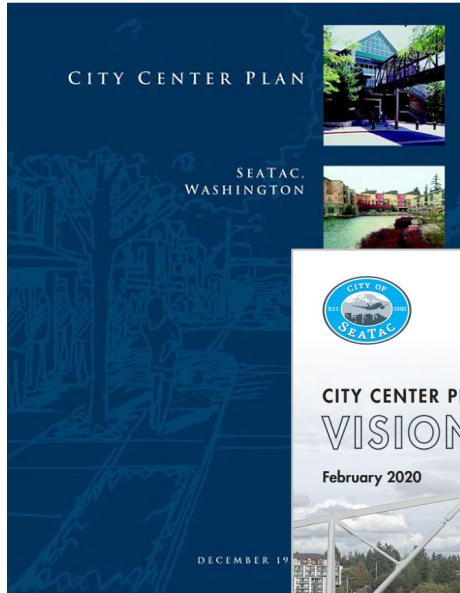
## REVIEWS TO DATE

- A&F: 5/12/2022, 9/8/2022
- Council Study Session: 3/8/2022
- Regular Council Meeting: 5/24/2022, 9/27/2022
- PC: 3/15/2022

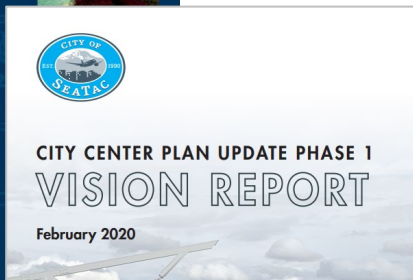


# RECAP: PROJECT HISTORY

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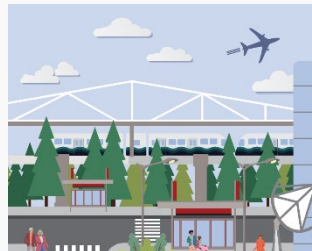


2020



**CURRENTLY  
UNDER WAY!**

**City Center/  
Airport District  
Subarea Plan Project**



# RECAP: PHASE 1 VISION REPORT KEY TAKEAWAYS

## DISTRICT'S UPDATED VISION STATEMENT

The global gateway to the Pacific Northwest, *the District\** is an active, hub providing residents, workers and visitors alike with a diverse set of experiences in an enticing, contemporary, and walkable urban district.

*(\* A name for the District will be confirmed as part of subarea plan project.)*

## DEVELOPMENT PRINCIPLES

- Economic Prosperity
- Attractive Public Realm
- Mix of Complementary Uses
- Efficient Circulation



# RECAP: PHASE 1 VISION REPORT

## DEVELOPMENT CONCEPT

**Airport Business District**  
(orange area)

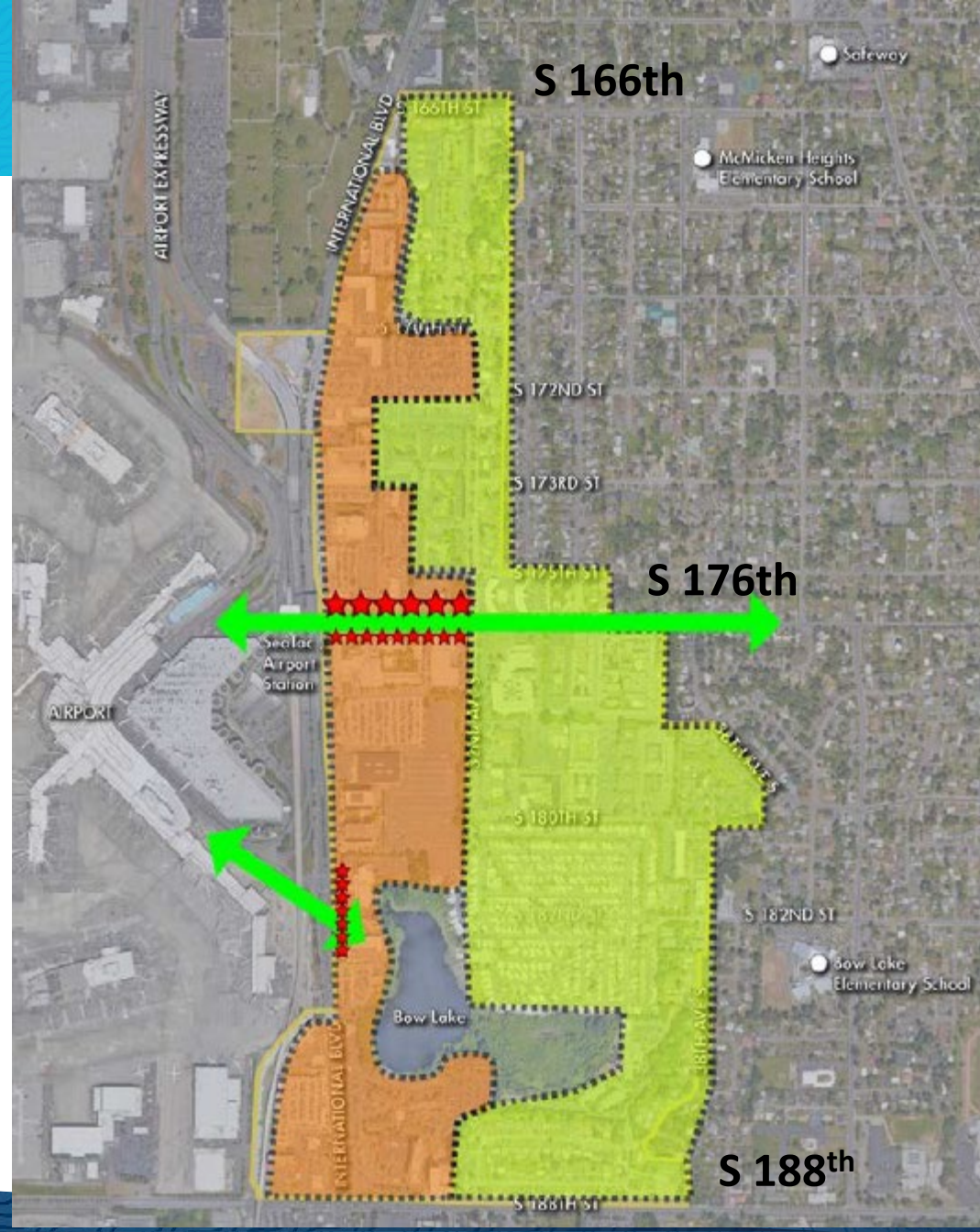
**Multi-family Neighborhood District**  
(yellow area)



Special focus for district access  
(based on pedestrian activity) &  
right-of-way improvements



Retail service hubs  
(i.e. Restaurants & shops)



# RECAP: SUBAREA PLAN PROJECT GOALS

## MAIN GOALS FOR CURRENT PROJECT

### Refine and Build on Phase 1 Vision & Development Concept

- **Conduct meaningful, inclusive outreach**
- **Analyze opportunities and barriers related to achieving the vision**
- **Identify effective and attainable actions the City can take to implement the vision over the next twenty years, including:**
  - Update development codes (zoning code updates funded in this project)
  - Provide action steps & recommendations for City:
    - Programs
    - Capital projects for future City budgets
    - Development incentives
    - Others



# PROJECT ACTIVITIES TO DATE & ANTICIPATED NEXT STEPS

## Planning Process



### SUMMER to FALL 2022 LAUNCH AND ENVISION

- Project kick-off
- Review Phase 1 Vision Report and Related Plans
- Develop Branding & Project Identity
- Begin Public Engagement

- Review Existing Conditions
- Prepare Market Potential & Development Feasibility Assessment
- Develop Infrastructure Needs Assessment
- Analyze Opportunities & Constraints
- Identify Preferred Land Use and Development Concepts

### FALL 2022 to SPRING 2023 ANALYZE AND COORDINATE

- Draft Full Subarea Plan
- Develop Recommended Code Updates
- Review Environmental Impacts

### SPRING to FALL 2023 and Beyond PLAN AND IMPLEMENT

2024  
COMP  
PLAN

2022

2023





# COMMUNITY ENGAGEMENT PROCESS

## KEY OBJECTIVES

### Expand on Phase 1 Engagement

- Re-engage with Phase 1 participants
- Better understand who lives in District
- Tailor engagement activities and methods to attract previous and new participants to ensure full representation of community members and stakeholders

### Who Should be Involved?

- Residents
- Workers
- Visitors
- Businesses
- Property Owners
- All interested community members



# COMMUNITY ENGAGEMENT PROCESS

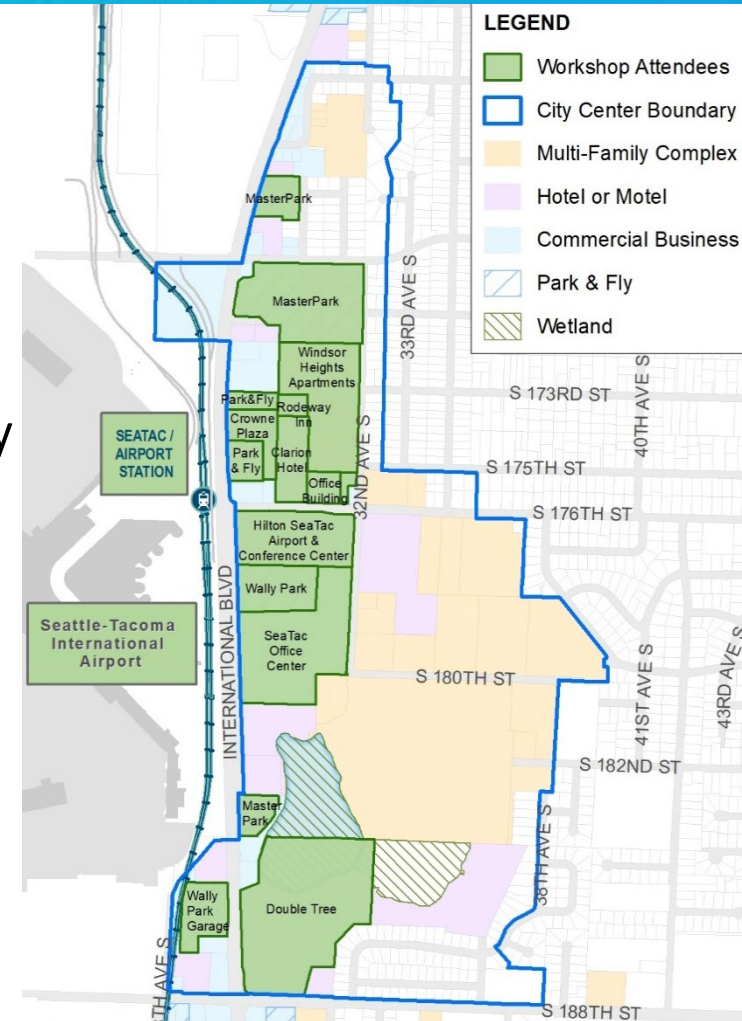
## BUSINESS & PROPERTY OWNER OUTREACH

### 1) Re-engage Phase 1 participants & utilize activities that worked (as appropriate)

- Businesses, property owners, agencies
- Interviews, workshop, Hotel/Motel Tax Advisory Committee briefings

### 2) Expand outreach activities

- Reach out to more small-scale businesses, especially those that are locally owned
- Reach out to more apartment owners
- Leverage Economic Development Division's tourism plan project to better understand hospitality, airport services and visitor/traveler perspectives



**Green** = Phase 1 business/property owner workshop participants

# COMMUNITY ENGAGEMENT

## RESIDENTIAL, WORKER, COMMUNITY STAKEHOLDER OUTREACH

### 1) Re-engage Phase 1 participants & utilize activities that worked (as appropriate)

- Residents of apartments, condos, mobile home park, single-family homes, and airport workers
- Large community meetings, focus groups (Bow Lake Mobile Home Park HOA, Windsor Heights Apartments, Airport workers), on-line questionnaire, condo newsletter announcements, mass mailings, Tyee High School student project

### 2) Expand outreach activities

- Start by gaining better understanding of who lives in and near the District
- Tailor engagement activities to facilitate inclusive and representative participation



Tyee HS Students' Walking Audi



Airport Workers Focus Group



Windsor Height Focus Group

# RESIDENTIAL OUTREACH

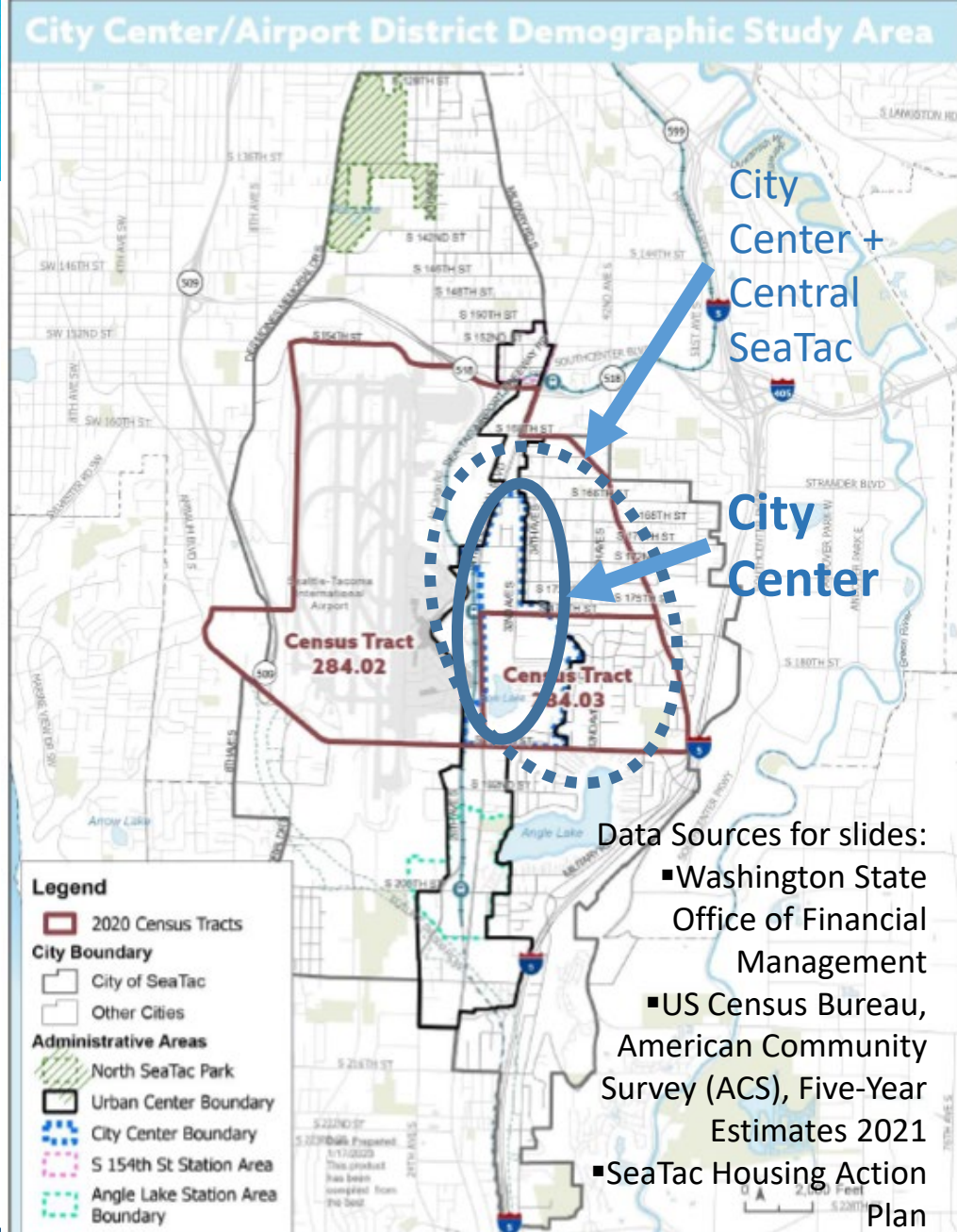
## BETTER UNDERSTAND WHO LIVES IN & NEAR CITY CENTER/AIRPORT DISTRICT?

**Mainly working age adults, families with children, seniors**

- Slightly more children and seniors than citywide

### Current Population

- City Center/Airport District: Approx. ~ 5,602
- City Center + Central SeaTac: Approx. ~ 12,000

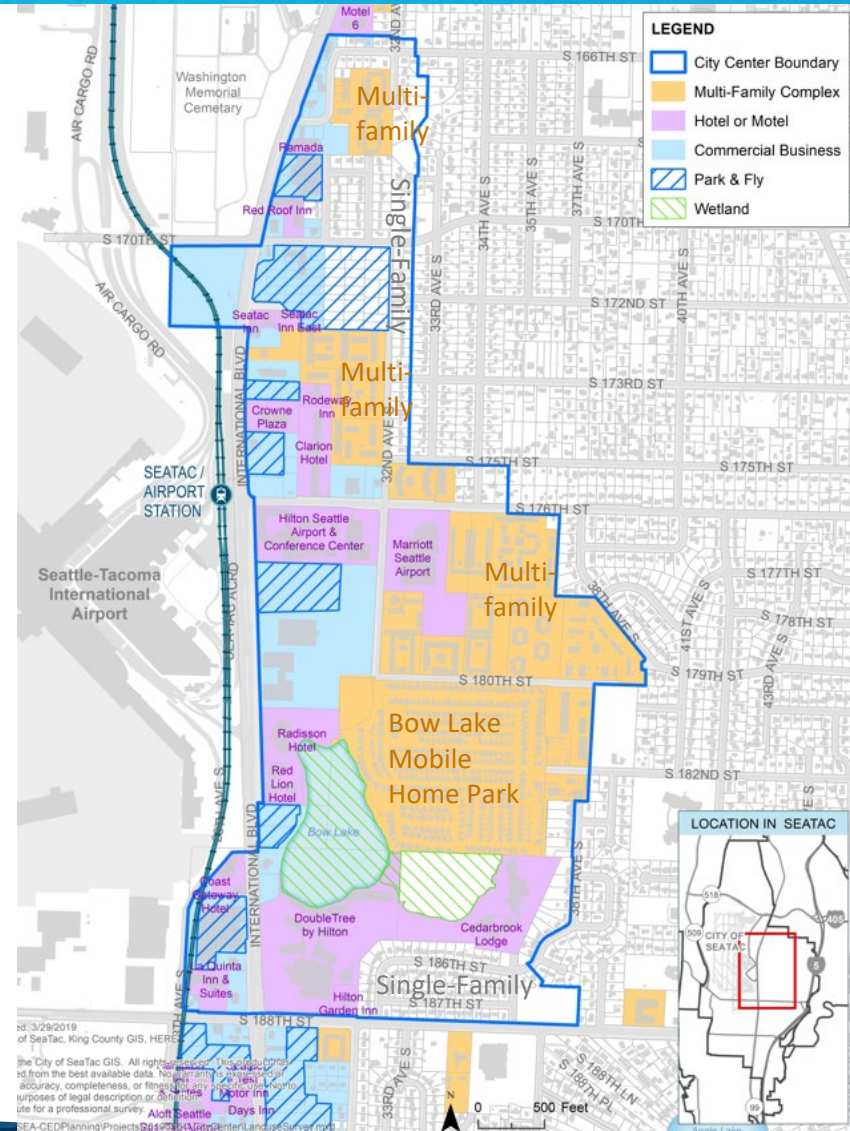


# COMMUNITY DEMOGRAPHICS/TYPE OF HOUSING

## WHO LIVES IN & NEAR CITY CENTER/ AIRPORT DISTRICT?

Mostly multi-family residents (~76%),  
mobile home park residents (18%), and  
single-family residents (~6%)

- **Multi-family units:** ~ 1,698 units
  - Apartments: ~1,488 units
  - Condo: ~210 units
- **Bow Lake Mobile Home Park:** 400+ pads
- **Single-family units:** ~148 parcels
  - Note: All single-family properties within City Center could be upzoned to townhouse or 4-story mixed use buildings.



# COMMUNITY DEMOGRAPHICS

## WHO LIVES IN & NEAR CITY CENTER/AIRPORT DISTRICT?

- **A lot of renters** with more renters in City Center/Airport District than in extended neighborhood.
- **Households with lower incomes and higher housing cost burden** live in District than extended community (City Center + Central SeaTac)

Preliminary Demographic Data	City Center + Central SeaTac	City Center/Airport District Only
<b>Renters</b>	<b>54%</b>	<b>64%</b>
<b>Median household income</b>	<b>\$77,000</b>	<b>\$47,944</b>
<b>Housing Cost Burden (pay more than 30% of income on housing)</b>	<b>42%</b>	*Likely higher % of renters in City Center cost burdened (Housing Action Plan found that SeaTac renters are more cost burdened than homeowners with <b>54% of renters cost burdened citywide.</b> )

# COMMUNITY DEMOGRAPHICS

## WHO LIVES IN & NEAR CITY CENTER/AIRPORT DISTRICT?

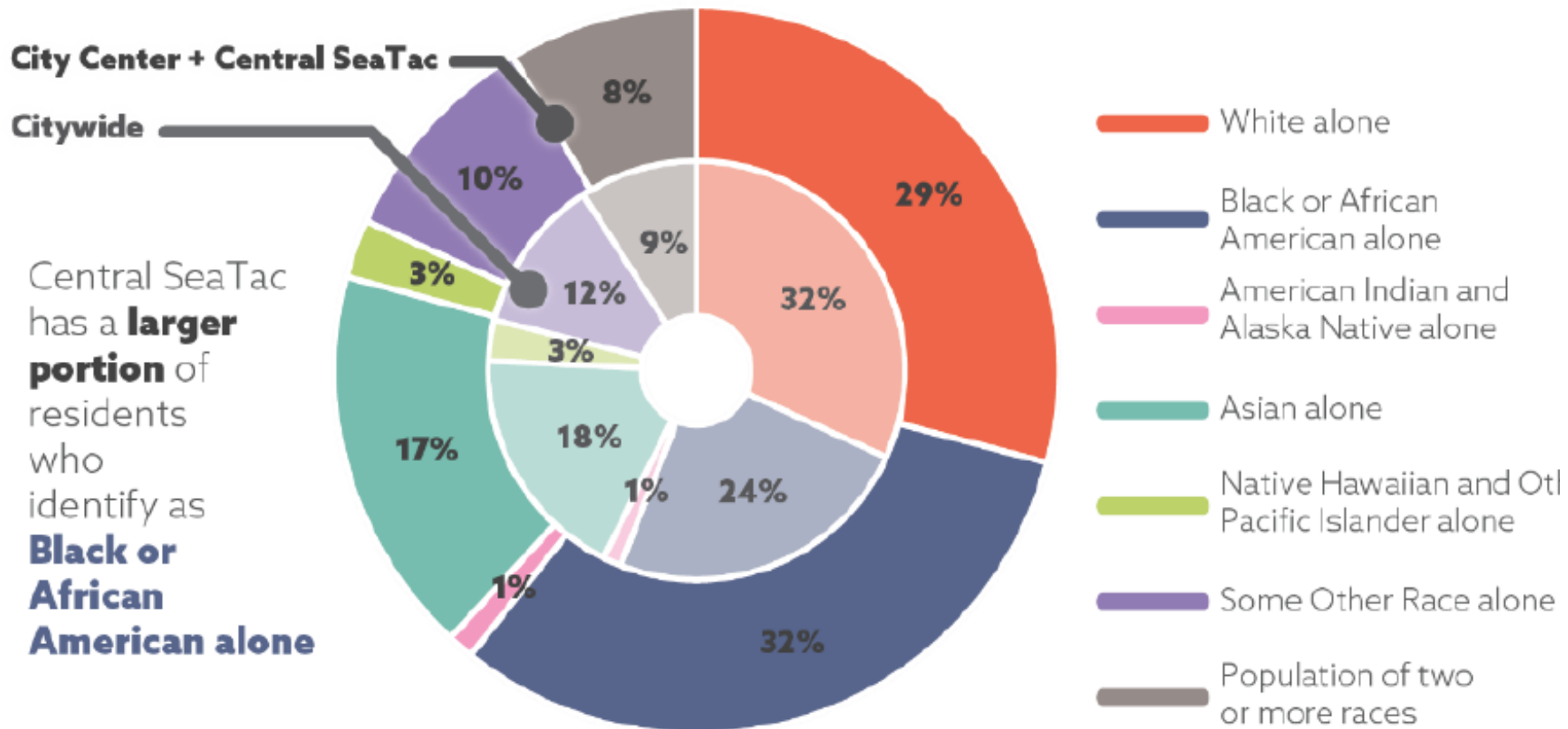


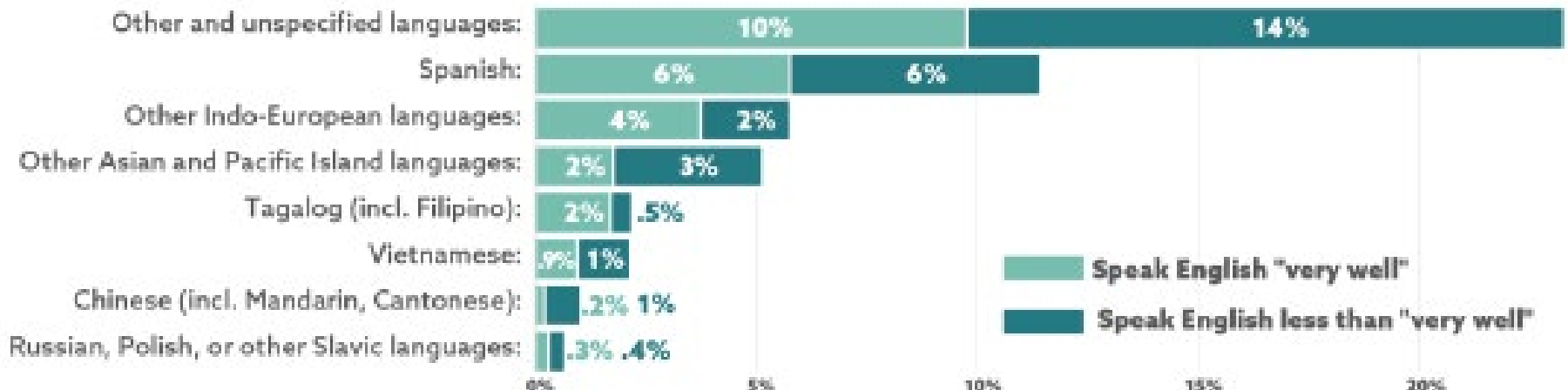
Figure 2: Race and Ethnicity of the Subarea population compared to Citywide population

# COMMUNITY DEMOGRAPHICS

## WHO LIVES IN & NEAR CITY CENTER/AIRPORT DISTRICT?

**Likely large populations from immigrant communities, significant number of non-English speakers**

- 48% speak only English at home (higher than citywide population)
- 28% say speak English “less than very well” (higher than citywide)
- Most common non-English languages in District likely East African (Somali, Amharic, others)



**English proficiency of households who speak a language other than English at home**



# COMMUNITY ENGAGEMENT PROCESS

## DEMOGRAPHIC ASSESSMENT INDICATES REPRESENTATIVE & INCLUSIVE ENGAGEMENT WILL REQUIRE OUTREACH TO:

- **Multi-family residents** (and also mobile home park & single-family residents)
- **Renters**
- **Families with children**
- **Seniors**
- **BIPOC communities**
- **Immigrant communities and those who speak other than English at home** (52% of City Center + Central SeaTac population)
- And – as always – engagement opportunities will be provided for all interested community members.



# COMMUNITY ENGAGEMENT PROCESS

## RESIDENTIAL OUTREACH TECHNIQUES

### Ensure Multiple Types of Activities to Facilitate Inclusive, Representative Outreach

#### ONLINE

- Project website ([www.seatacwa.gov/citycenterproject](http://www.seatacwa.gov/citycenterproject)), project email updates
- Online polls (Currently online: [“Big Ideas Poll”](#))
- Social media: [City blog articles](#), Instagram, Facebook, others

#### MATERIALS PROVIDED IN CITY’S 5 OFFICIAL LANGUAGES (to extent possible)

- Project website & current poll available in English, Amharic, Somali, Spanish, Vietnamese

#### VARIETY OF IN-PERSON ENGAGEMENT OPPORTUNITIES

- Small scale: Interviews, focus groups, project briefings
- Large scale: Larger community meetings, workshops, mass mailings
- Community Liaisons: Staff still working with consulting team on utilizing “community leaders” to help access difficult to reach communities

#### TRY INNOVATIVE TECHNIQUES

- “Travelling” pop-up displays, utilizing brief videos, signage, and other means to advertise project, meetings, surveys, etc.



# COMMUNITY ENGAGEMENT PROCESS

## CURRENT ONLINE POLL: WHAT ARE YOUR BIG IDEAS FOR THE CITY CENTER?

- 125 poll responses to date
- 70% completion rate
- No responses in non-English polls (Amharic, Somali, Spanish, Vietnamese)

### Help Confirm the Vision

The City would like to gather your ideas to support the early stages of planning and confirm the vision for the City Center/Airport Business District

1. What is your connection to the City Center/Airport District today? (See map and choose as many responses as apply to you below.)
  - a. Live in the district
  - b. Live in SeaTac (but not the district)
  - c. Work in the district
  - d. Work at the airport
  - e. Visit the district
  - f. Other, please specify: \_\_\_\_\_
2. When you think of a vibrant place and the positive experiences of a city center, central business district, or downtown, what activities and places come to mind?
3. What do you think the biggest challenge or concern is for the City Center/Airport District currently?
4. Name one thing you want to make sure is improved in the City Center/Airport District.
5. My "Big Idea" for SeaTac City Center/Airport District is: \_\_\_\_\_
6. In 20 years, I would like SeaTac City Center/Airport District to be known for: \_\_\_\_\_

# COMMUNITY ENGAGEMENT PROCESS

## HOW CAN COMMISSIONERS ASSIST IN OUTREACH?

### **Help distribute project information:**

- Big Ideas Poll (and future surveys)
- City blog articles
- Advertisements for future activities

### **Share ideas for engagement with local Community Based Organizations (CBOs):**

- Staff is working to engage with local non-profit/  
Community Based Organizations to inform them  
of the project and share project information with  
their SeaTac constituents as appropriate.

**Other?**



# SUBAREA PLAN & CODE PROJECT OVERVIEW

## ANTICIPATED NEXT STEPS

### 2023

- Monthly briefings with Planning Commission
- Small scale/targeted outreach continues:
  - Businesses & property owners
  - Residential communities
  - Community based organizations
  - Others
- Larger community event anticipated in early spring in one or more in-person workshop event(s) to:
  - Share information gained from previous engagement efforts
  - Get input on potential refinements to District's long-term vision and development concept

