



City Center Plan Update Phase 2

Project Briefing:
**SeaTac City Center/
Airport District
Subarea Plan Project**

Planning Commission
May 2, 2023



PRESENTATION OVERVIEW

PURPOSE OF PRESENTATION

- Update on Community Engagement Activity #1: “Big Ideas Poll”
 - Overview and Summary of Results So Far
 - How “Big Ideas” Will Shape Project Vision and Development Concepts
- Next Steps/Upcoming Engagement Activities

WHY IS THIS PROJECT IMPORTANT?

1. To keep Planning Commission up to date on project activities and get Commissioners’ input on key issues.



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, 3/7/2023

ADDENDUM:

This slide was not available in the packet materials but will be posted to the City's Online Calendar along with along with other materials for today's 5/23 Planning Commission meeting.



“BIG IDEAS” ONLINE POLL - INSTRUCTIONS & QUESTIONS: WHAT ARE YOUR BIG IDEAS FOR THE CITY CENTER?

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:



“BIG IDEAS” POLL OVERVIEW

PURPOSE OF THE POLL

- To gather input on big picture topics in order to inform any updates to the Vision for the City Center/Airport District subarea.

AVAILABILITY AND ADVERTISING

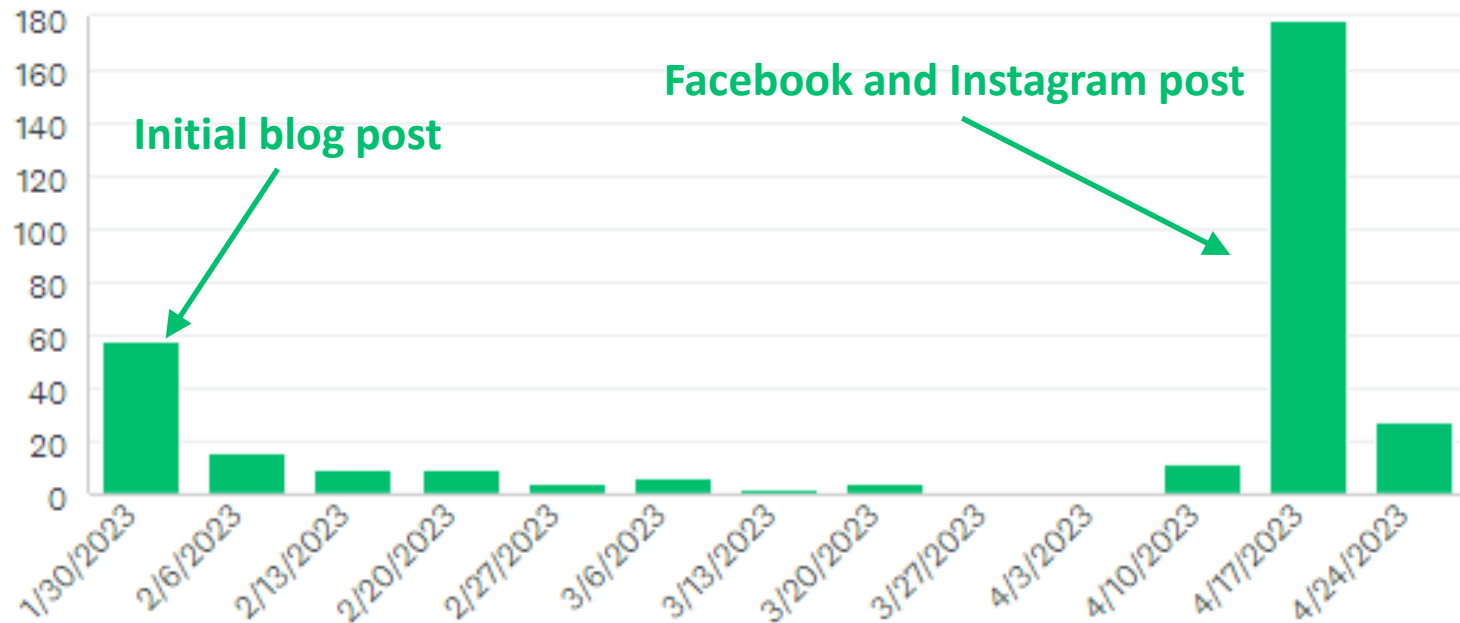
- Project webpage (City’s website)
- Multiple articles on City’s blog
- Facebook and Instagram postings (reaching over 7,500 people with 277 people clicking the survey as of April 25)
- Email blasts to 39 CBOs and “Interested Parties” project email list
- Poll flyers are posted at the
 - SeaTac City Hall (for visitors and employees),
 - SeaTac Community Center,
 - SeaTac Senior Center,
 - Matt Griffin YMCA, and
 - Around the airport offices (for airport workers).



“BIG IDEAS” POLL OVERVIEW

RESPONSE STATISTICS AS OF 4/25 (poll end date: 4/30)

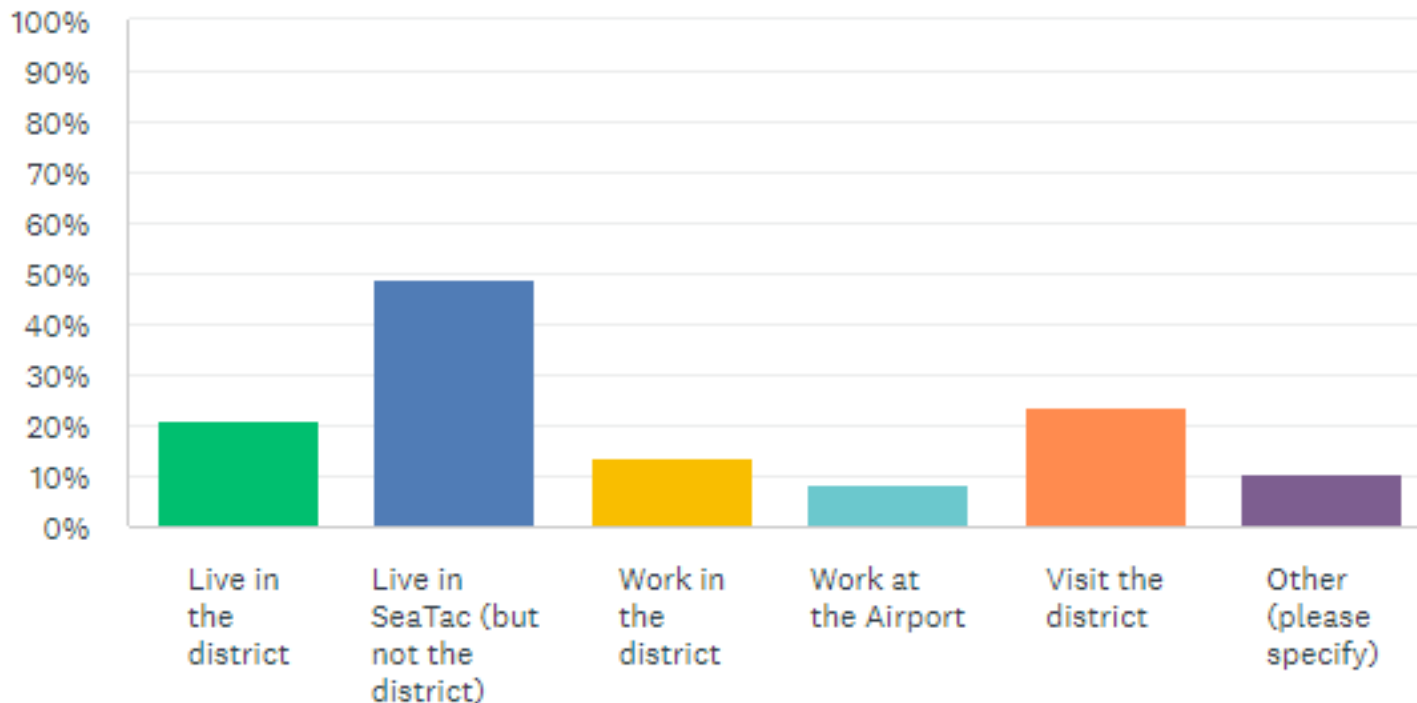
- 335 surveys responses to date
- 72% completion rate
- One non-English response (*available in Spanish, Amharic, Vietnamese, Somali*)



Responses by week

“BIG IDEAS” POLL SUMMARY OF RESULTS SO FAR

Respondents were asked to identify their connection to the District. Over half of respondents either lived within SeaTac or within the District



“BIG IDEAS” POLL SUMMARY OF RESULTS SO FAR

Challenges

- Safety, no sense of place
- Cleanliness, lack of retail shops, restaurants and curb appeal, problems with walkability
- Transit access is more difficult than it should be, long waiting times for buses especially at night.
- Lack of playgrounds and other centers for our kids
- Heavy traffic, parking concerns

Opportunities

- Parks, walkable areas with small businesses and shops, family run restaurants.
- Town center with small stores with shopping, cafes, pubs and public amenities...
- It should be a safe, clean, well-lit place where travelers want to hang out either before or after their flights. Even a destination, where you can walk to various restaurants, cafés and shop.



INFORMING UPDATES TO THE VISION STATEMENT

INPUT RECEIVED FROM THE BIG IDEAS POLL WILL HELP INFORM UPDATES TO THE VISION FOR THE CITY CENTER/AIRPORT DISTRICT

District's Current Vision & Development Principles (adopted 2020):

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.

DEVELOPMENT PRINCIPLES

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

REFINEMENTS FROM POLL TO CONSIDER INCORPORATING


- Neighborhood safety and cleanliness
- More emphasis on attractive environment with strong “sense of place”
- Specify types of desired destinations such as restaurants, shops, small/locally owned/family run businesses, and parks with playgrounds


INFORMING DEVELOPMENT CONCEPTS & SCENARIOS

Input received also will help shape development concepts and scenarios to be further studied:

Airport Business District (orange area)

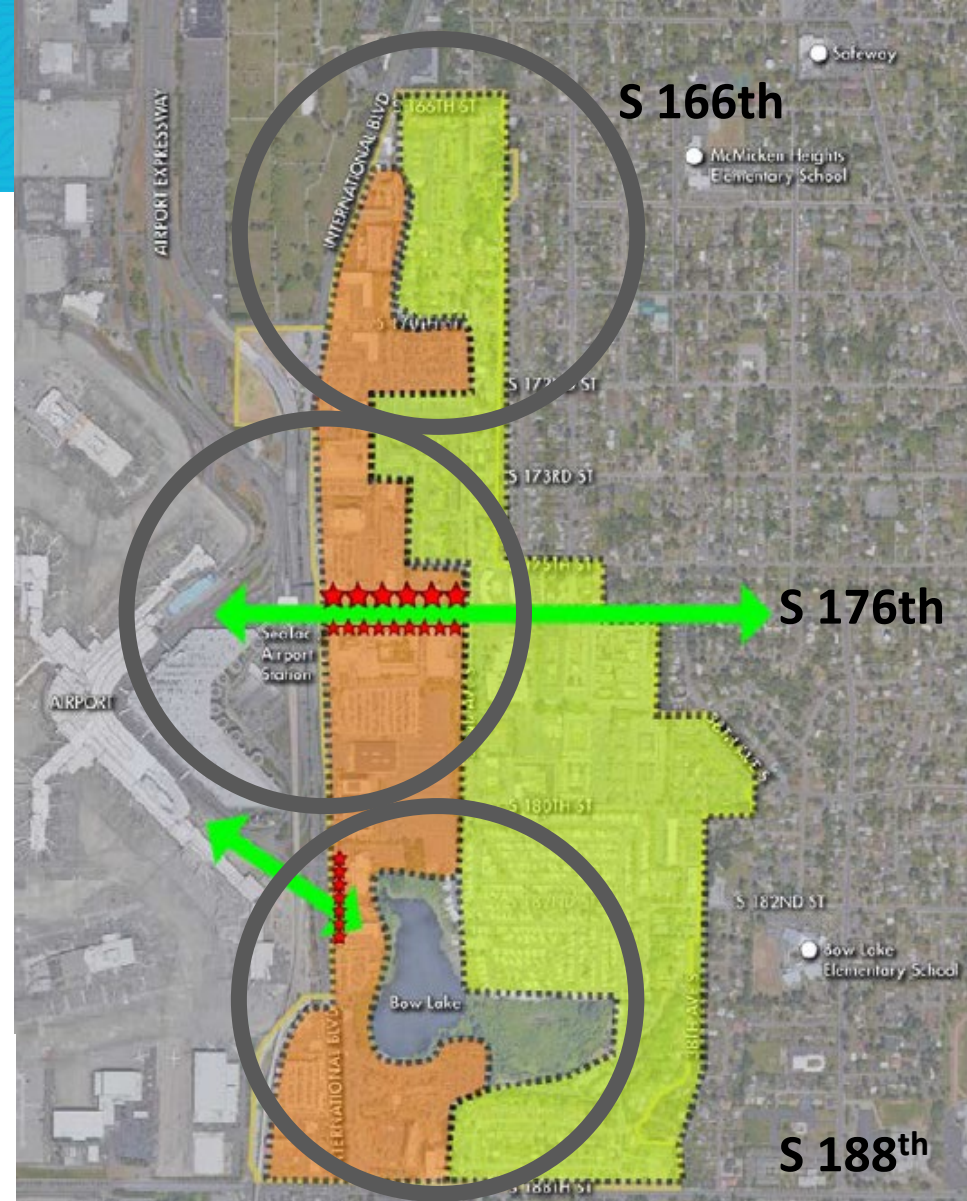
Multi-family Neighborhood District (yellow area)

Special focus for district access (*based on pedestrian activity*) 

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

REFINEMENTS TO CONSIDER

- Focus on walkable development pattern that supports pedestrian-oriented services (i.e., restaurants, shops) and better access to transit and parks.




Is walkable approx. ¼ mile (~around 5" walk)? What destinations should be within walking distance?


INFORMING DEVELOPMENT CONCEPTS & SCENARIOS

Input received also will help shape development concepts and scenarios to be further studied:

Airport Business District (orange area)

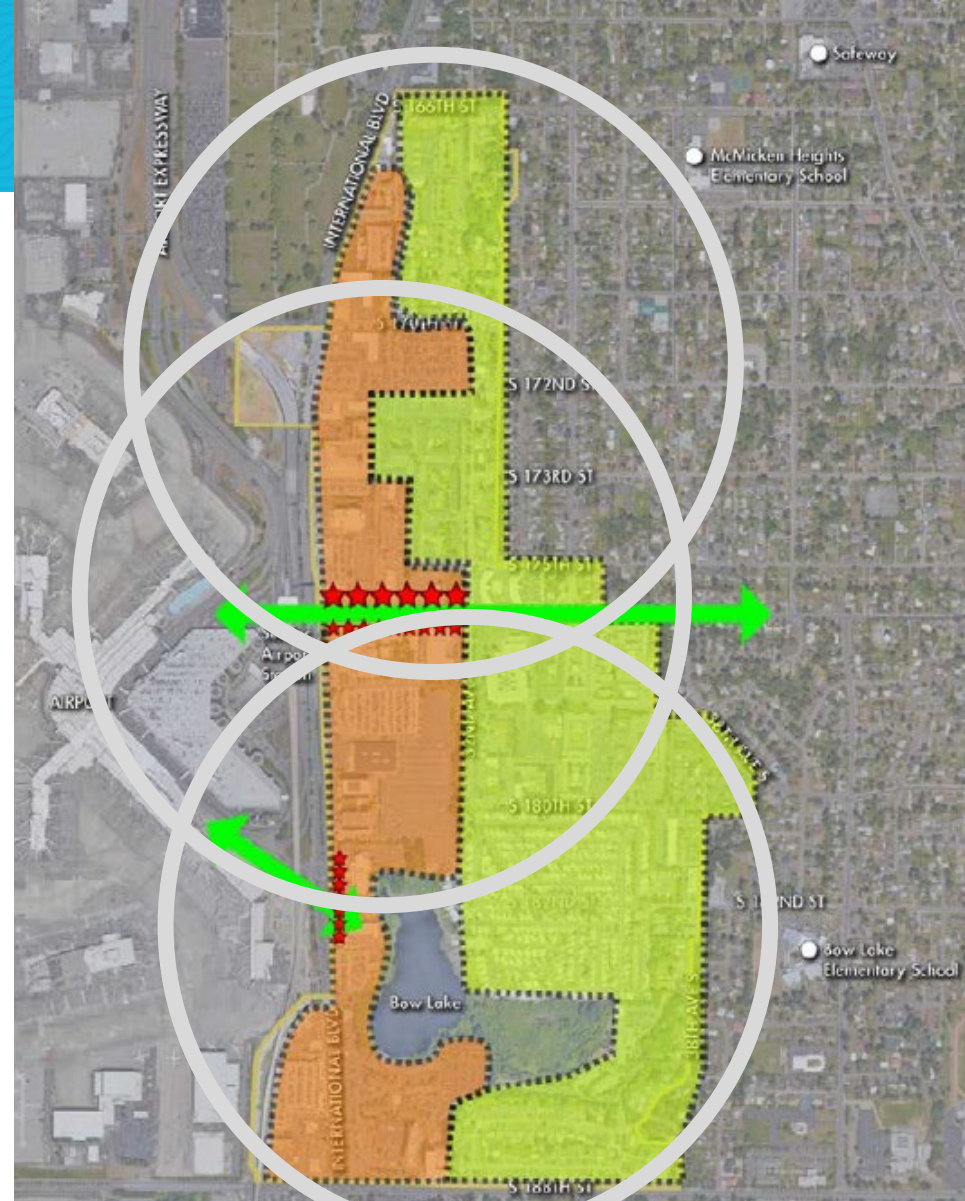
Multi-family Neighborhood District (yellow area)

Special focus for district access (*based on pedestrian activity*) 

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

REFINEMENTS TO CONSIDER

- Focus on walkable development pattern that supports pedestrian-oriented services (i.e., restaurants, shops) and better access to transit and parks.



Is walkable approx. 1/2 mile (~around 10' walk)?
What destinations should be within walking distance?

NEXT STEPS AND UPCOMING COMMUNITY ENGAGEMENT ACTIVITIES

WRAP UP ENGAGEMENT ACTIVITY #1: BIG IDEAS POLL

- Set to close at end of April and report on full results
- May continue to convey these or similar questions through Community Liaisons

GET STARTED ON ENGAGEMENT ACTIVITY #2: INPUT ON HOW TO ACHIEVE REFINED VISION

Activity #2 will seek public input on:

- Proposed refinements to vision and development concept from Big Ideas Poll
- Options for how the district become a more:
 - “Walkable urban district” (quote from current vision statement)
 - “Complete community” (from original project goals)

What is a “complete community?”

“Complete community” policies generally promote multi-modal, connected neighborhoods, with a mix of housing options and access to parks, neighborhood-oriented commercial and other services.

(See [SeaTac Housing Action Plan](#), pp.31-32 & 45-46)



GOALS OF UPCOMING ENGAGEMENT ACTIVITIES

COMMUNITY “DESIGN DIALOGUE” WORKSHOP SERIES

BRINGING DIVERSE INTERESTS TOGETHER IN SHORT TIME FRAME

Discuss, conceptual, and sketch potential scenarios with the planning team

- Individual group sessions – facilitated to gather meaningful input and shape concepts and scenarios

Immediate realization of needs and possibilities

- Everyone is invited to “roll up their sleeves” and “design” their vision for the future
- Ideas immediately move forward in the planning process



COMMUNITY ENGAGEMENT PROCESS

HOW CAN COMMISSIONERS ASSIST IN OUTREACH?

Continue to provide input and guidance at regular briefings

Continue to help distribute project information

- City blog articles
- Advertisements for future activities

Help facilitate the Community Design Dialogue workshop sessions (more info to come soon)

Question:

- **Do you know groups or individuals within or near the district who might be interested in participating in large or small group workshop session?**
- For Example: Bow Lake or McMicken Heights elementary parents/PTA contacts, HOA members (we're checking with local condos and Bow Lake Mobile Home Park HOA).



PROJECT ACTIVITIES TO DATE & ANTICIPATED NEXT STEPS

Planning Process

-  = Launch Online Engagement
-  = Workshop Events



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

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

FALL 2022 to SPRING 2023 ANALYZE AND COORDINATE

SPRING to FALL 2023 and Beyond PLAN AND IMPLEMENT

2024
COMP
PLAN

2022

2023

