



MEMORANDUM COMMUNITY & ECONOMIC DEVELOPMENT

Date: 5/10/2023
To: Planning & Economic Development Committee
From: Kate Kaehny
Subject: SeaTac 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 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 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 May 18 project briefing.

Project Status Update

Below is an overview of project milestones, including those completed or underway. (Tasks identified with a check mark are completed or underway, and tasks not yet started are marked with a circle).

- **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 focuses on how the City can better leverage 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), and other infrastructure opportunities and constraints that can help achieve vision.
 - ✓ Assessing district's potential as a "complete community," based on City's current "Healthy, Equitable, and Connected" policies ([Land Use Element](#) Goal 2.2 and Policies 2.2A-2.2J), and other potential criteria.
- **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)

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, and information on the project's first engagement activity, the "Big Ideas Poll." A summary of recent and future engagement activities is also provided below.

- **Recent Engagement Activities**
 - ✓ **Rollout of Project Website** (January): Project website launch was announced in [City blog article](#). It will be updated throughout the project: www.seatacwa.gov/citycenterproject.
 - ✓ **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.
 - ✓ **Engagement Activity #1: Online Big Ideas Poll** (January-April): Goal of "Big Ideas Poll" (available in City's official languages including English, Spanish, Vietnamese, Amharic, and Somali) was to raise awareness of the project and gather input from the district's multiple communities on current priorities and ideas for the area to help inform any updates to Phase 1 vision and development concept.
 - ✓ **Use of Social Media to Advertise Poll:** With the assistance of the City's social media coordinator, the project advertised the "Big Ideas Poll" on Facebook and Instagram. This resulted in a significant increase in respondents, raising the total from 139 participants before the ads were released to 457 total participants when the poll closed on April 30, an increase of 318 responses.
 - ✓ **Other Advertisement Methods for Poll:** In addition to the use of social media, the Big Ideas Poll was also advertised through emails to Community Based Organizations, the project e-newsletter and through flyers that were posted at venues throughout the city.
- **Future Engagement Activities**
 - **Business & Property Owner Outreach:** In May, the project will kick off outreach efforts to the business and property owner communities and establish multiple methods of input such as interviews, focus groups, and larger virtual or in-person meetings.
 - **Engagement Activity #2: Community Input on Refined Vision & How to Achieve it.** The second set of engagement activities will focus on getting public input on potential refinements to the district's vision and options for how the City can help achieve that vision.
 - **Community Liaisons:** Staff is still working with the consulting team on utilizing "community liaisons/leaders" to help access difficult to reach communities (such as families with children, non-English-speaking communities and others) but anticipate that multiple CLs will be assisting with Engagement Activity #2.
 - Others: TBD.

Packet Materials

Packet materials include the following:

- This memo
- Presentation slides to be reviewed at meeting