



City Center Plan Update Phase 2

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

Planning & Economic Development (PED)  
Committee  
May 18, 2023



# PRESENTATION OVERVIEW

## PURPOSE OF PRESENTATION

- Recap project history.
- Provide update on project milestones.
- Review community engagement process to date, including preliminary results from recent “Big Ideas Poll.”
- Discuss next steps and upcoming engagement activities.

## 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. Updated subarea plan will:
  - Provide a roadmap for what the district will look like,
  - Guide City investments, and
  - Be a resource for the community, businesses, property owners, potential investors, and public agencies.



# PED COMMITTEE ACTION REQUESTED

## NO ACTION REQUESTED

- This briefing is informational.

## REVIEWS TO DATE

### 2022

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

### 2023

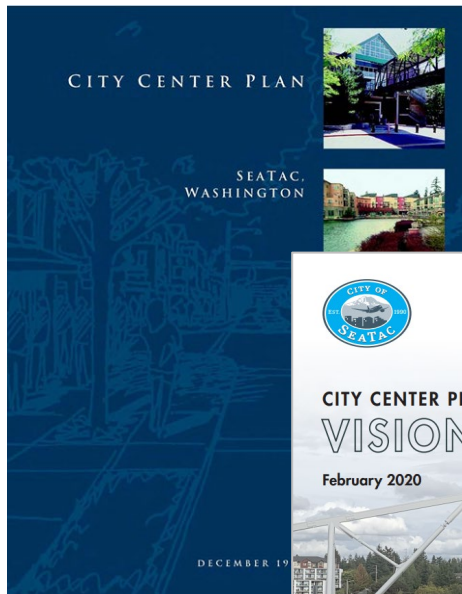
- PC: 3/7/2023, 5/2/2023
- PED: Today (5/18/2023)



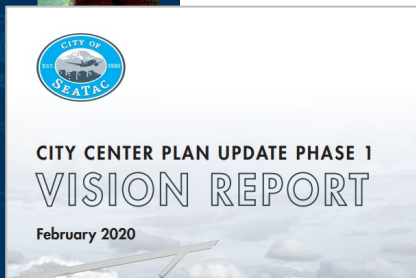


# RECAP: PROJECT HISTORY

1999

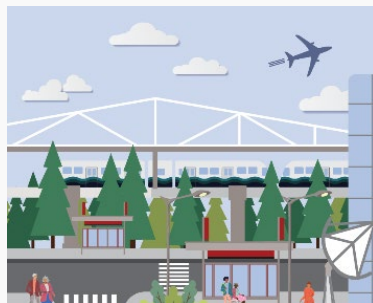


2020



**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)

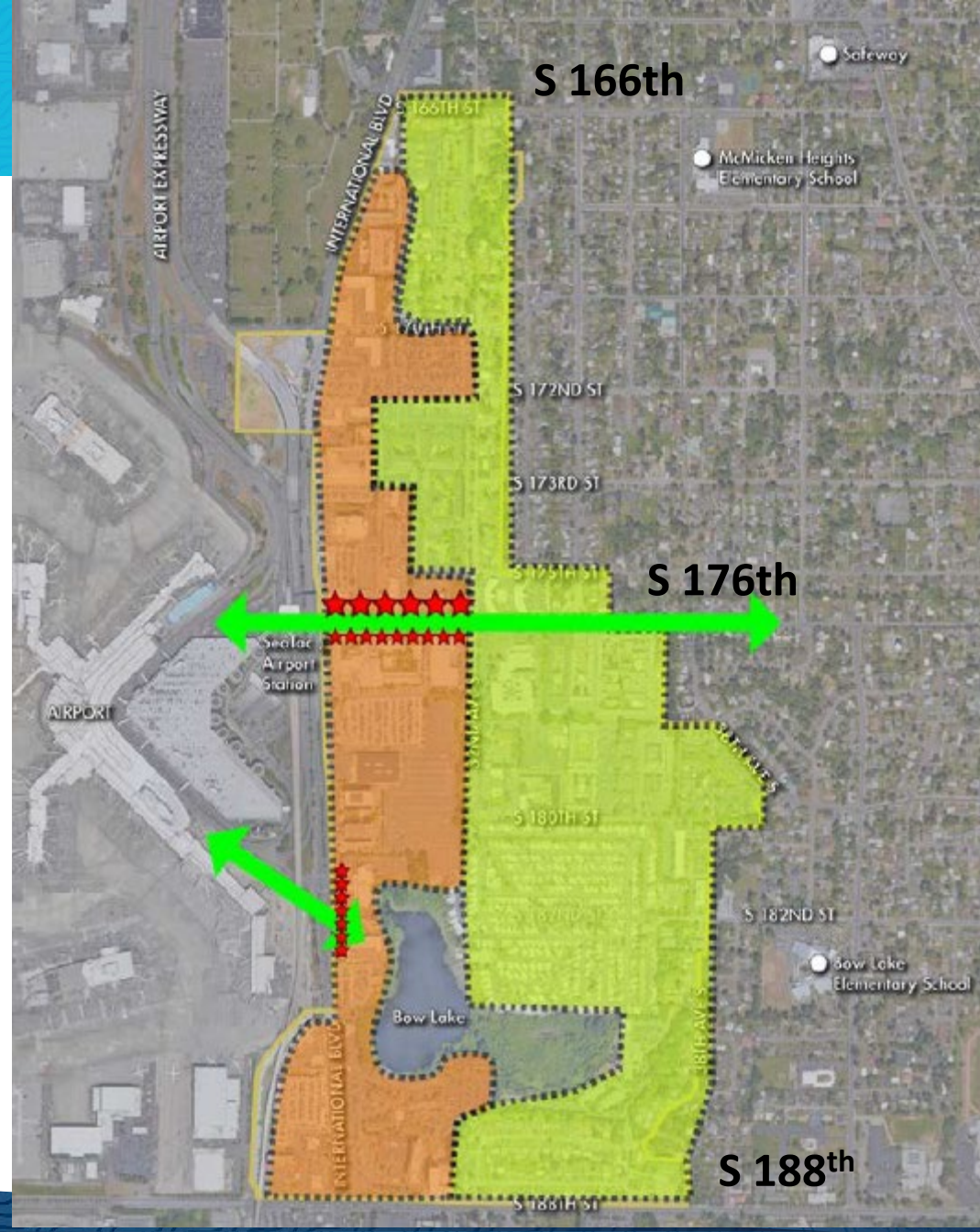
**Multi-family Neighborhood District**  
(yellow area)



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 MILESTONES

## 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





# COMMUNITY ENGAGEMENT GOALS

## 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 GOALS

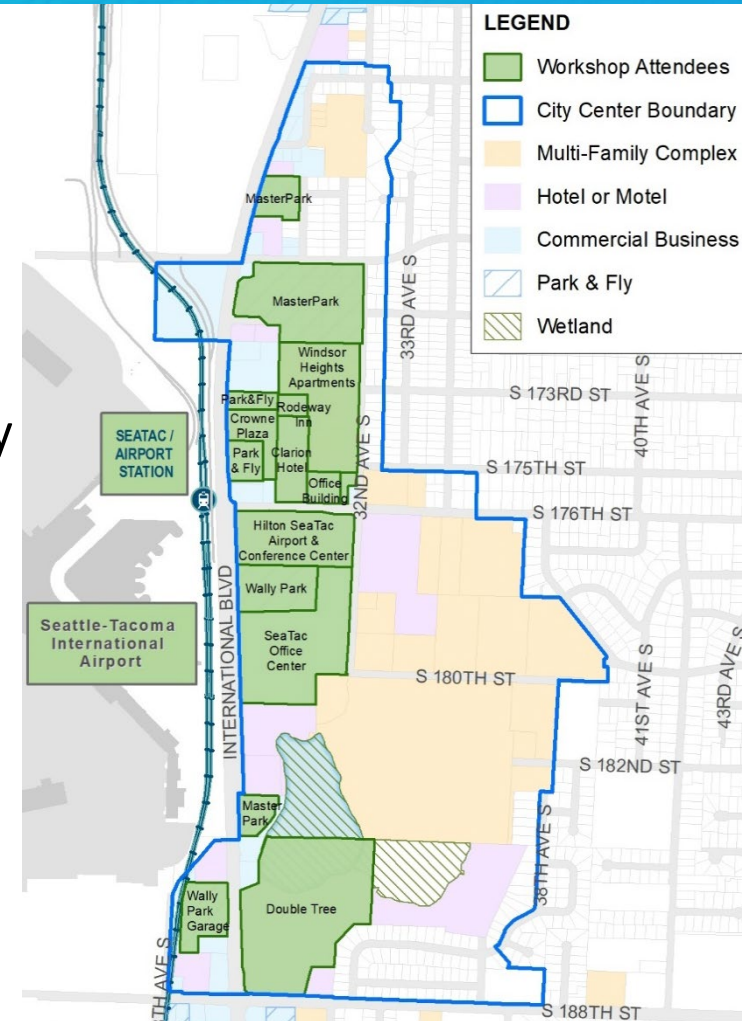
## BUSINESS & PROPERTY OWNER OUTREACH

### 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 GOALS

## 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 questionnaires, 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



# COMMUNITY ENGAGEMENT GOALS

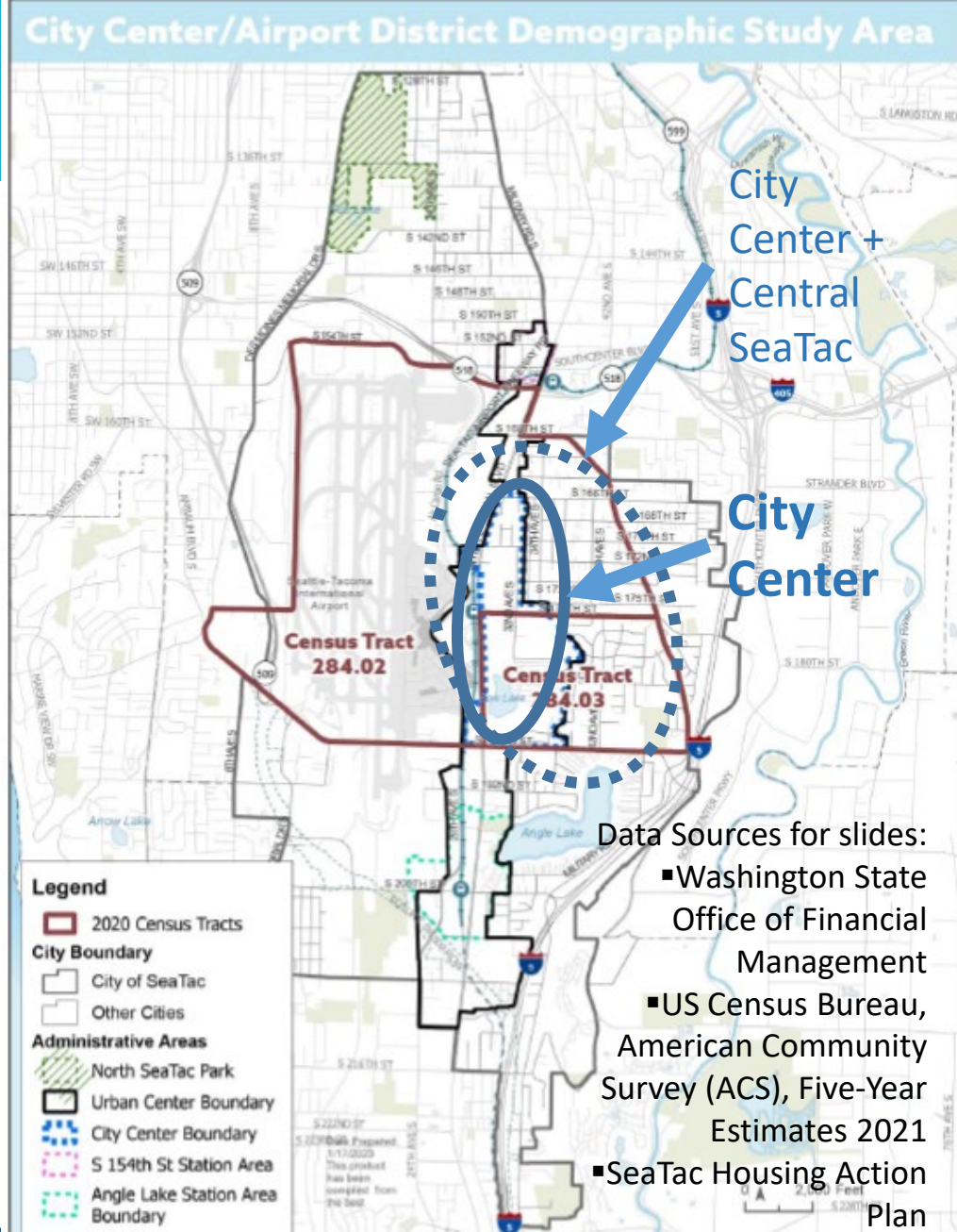
## BETTER UNDERSTAND WHO LIVES IN & NEAR CITY CENTER/AIRPORT DISTRICT

**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: BY HOUSING TENURE & COST BURDEN

## WHO LIVES IN CITY CENTER/AIRPORT DISTRICT?

- **A lot of renters** with more renters in District than in extended neighborhood (likely due to more apartments in district than outside it)
- **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 than in extended community (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 CITY CENTER/AIRPORT DISTRICT & CENTRAL SEATAC?

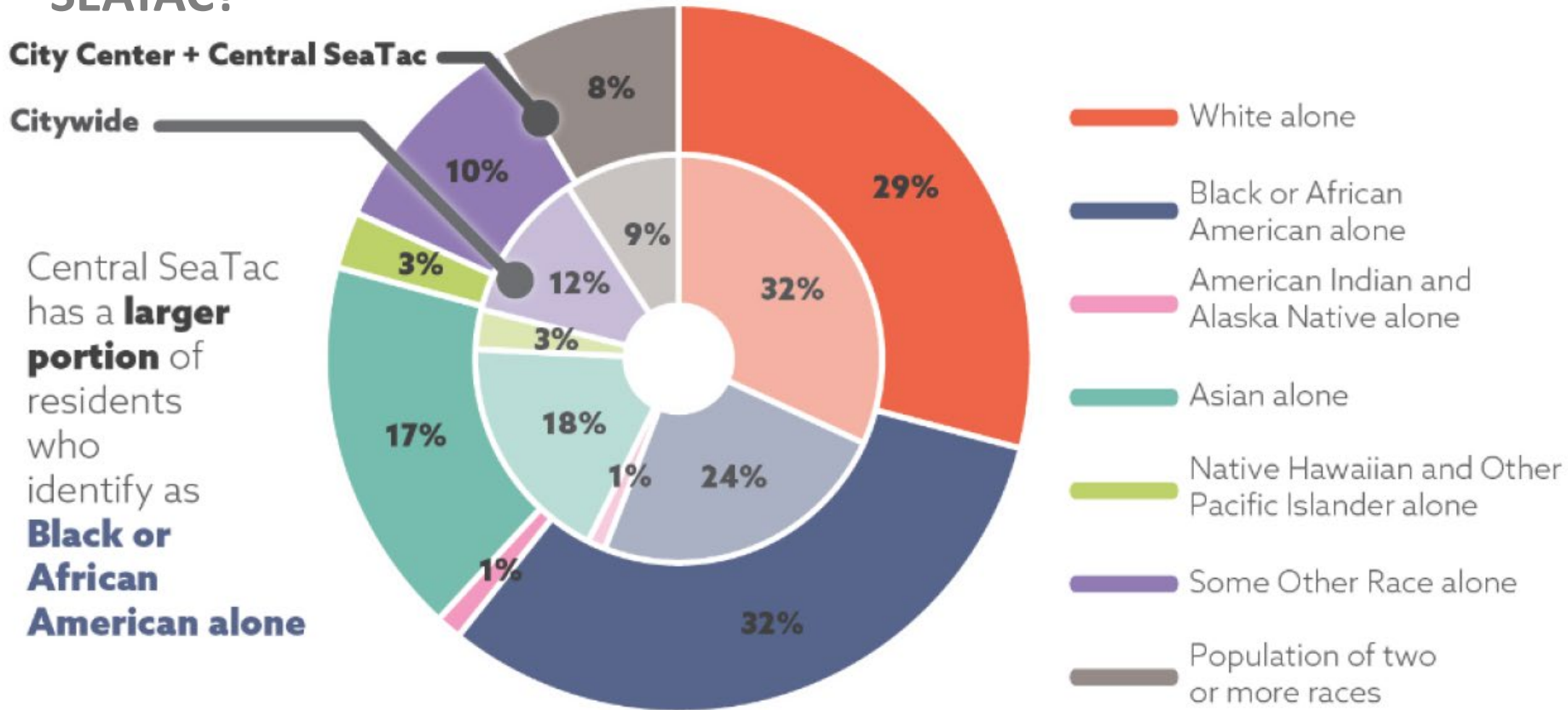


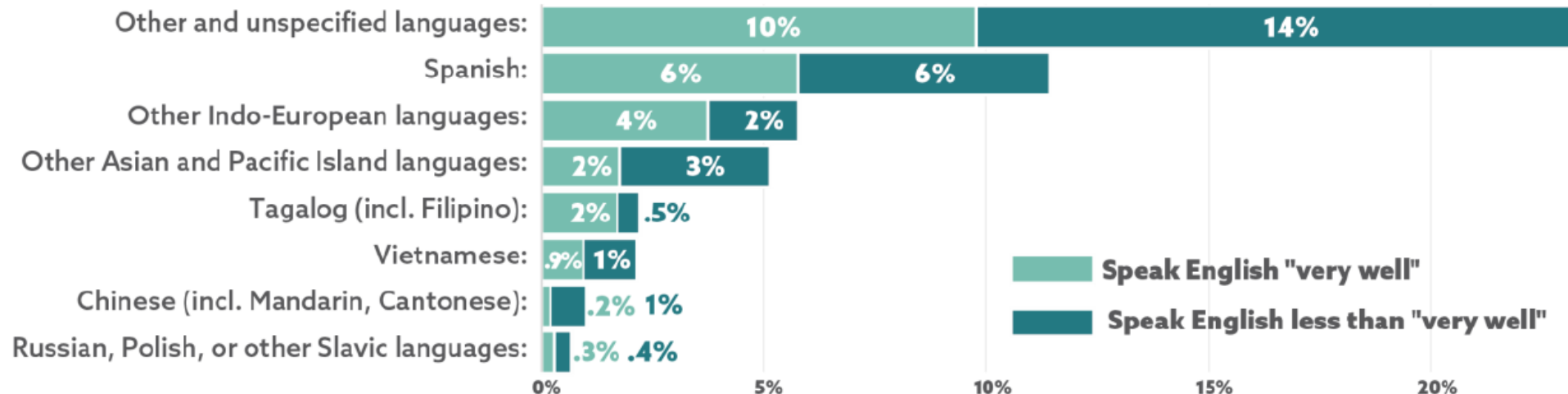
Figure 2: Race and Ethnicity of the Subarea population compared to Citywide population

# COMMUNITY DEMOGRAPHICS

## WHO LIVES IN CITY CENTER/AIRPORT DISTRICT?

**Fewer people speaking English at home indicating significant population from immigrant communities**

- 48% speak only English at home (62% citywide)
- 28% say speak English “less than very well” (18% citywide)
- Most common non-English languages in District likely East African (Somali, Amharic, others)



**Figure 3: English proficiency of households who speak a language other than English at home**

# DEMOGRAPHIC INFORMATION & COMMUNITY ENGAGEMENT PROCESS

## 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 and those who mainly speak languages other than English at home** (52% of City Center population)
- And – as always – engagement opportunities will be provided for all interested community members.





# “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

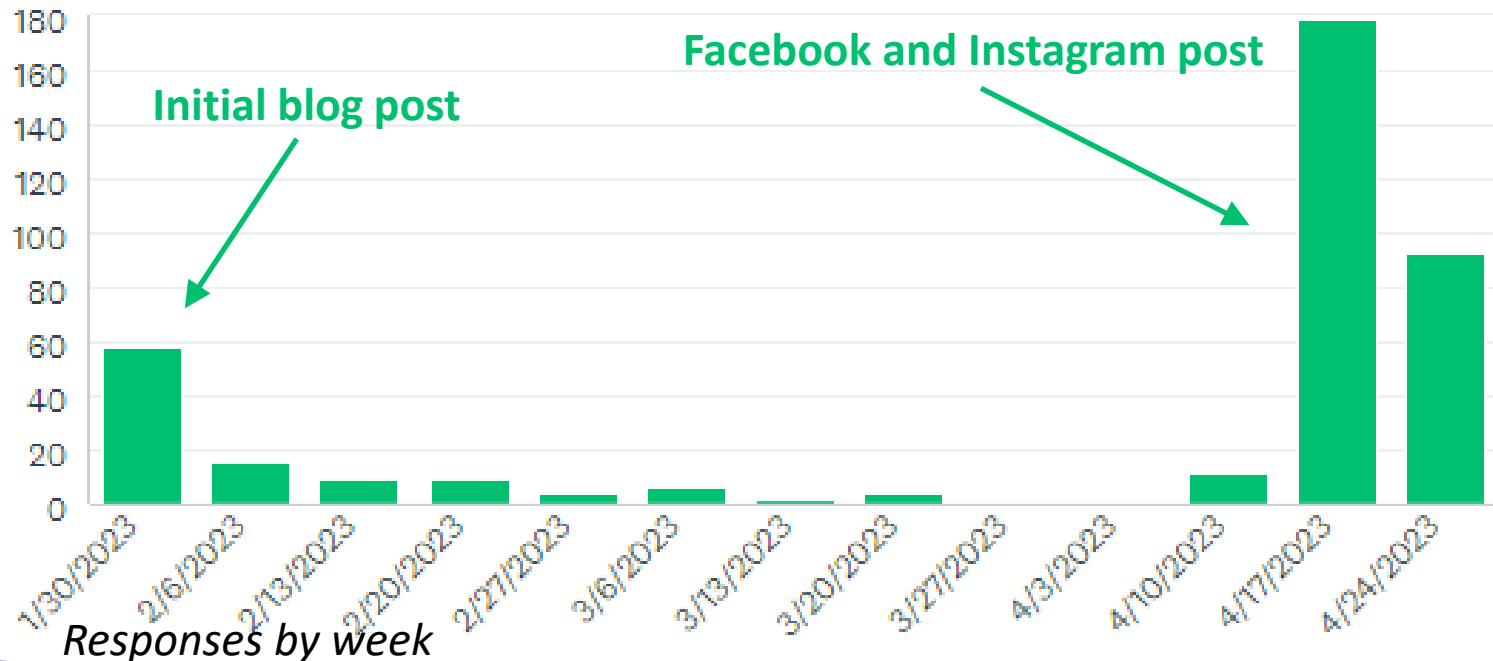
- Project webpage (City’s website)
- Multiple articles on City’s blog
- Facebook and Instagram postings (reaching over 12,376 people with 457 people clicking the survey as of April 30)
- Email blasts to 39 CBOs and “Interested Parties” project email list
- Poll flyers are posted at the
  - SeaTac City 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 POLL END DATE: 4/30

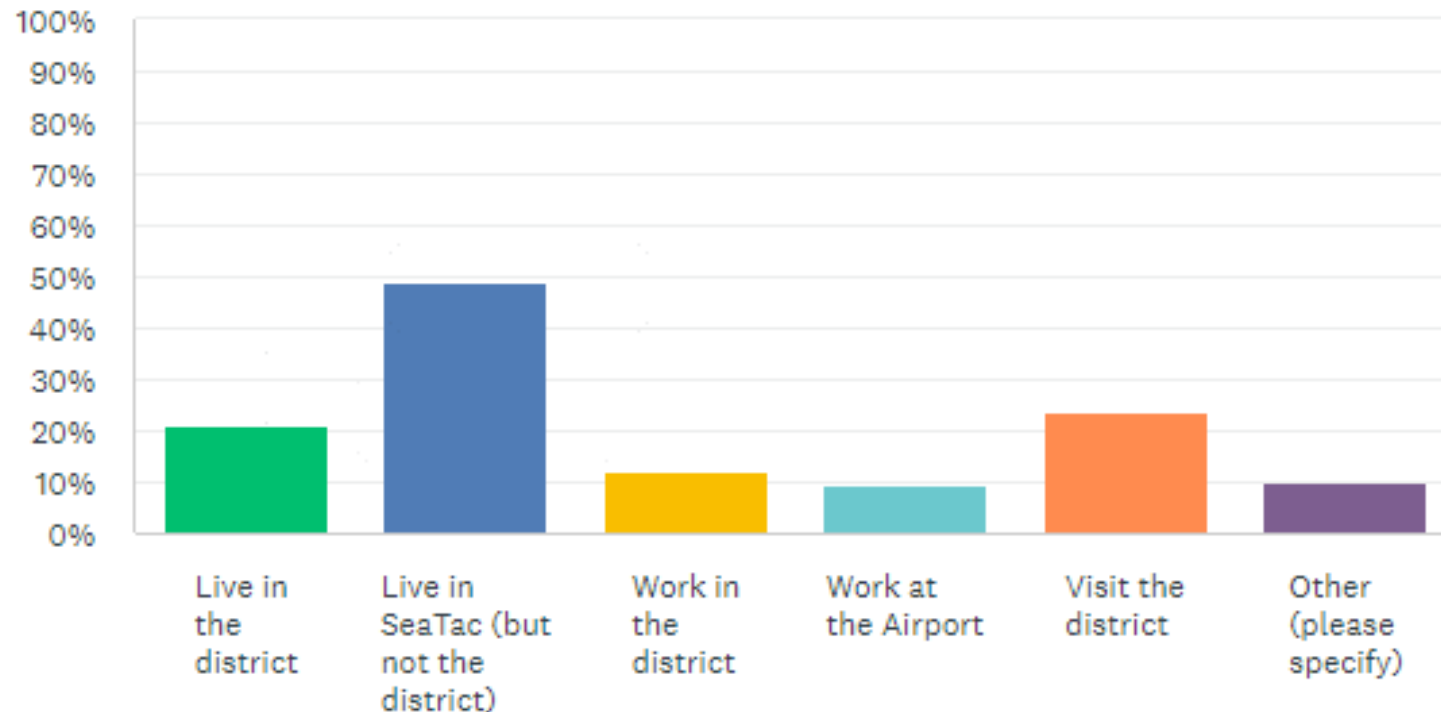
- 422 surveys responses
- 72% completion rate
- Two non-English responses (*available in Spanish, Amharic, Vietnamese, Somali*)





# “BIG IDEAS” POLL SUMMARY OF RESULTS

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)**

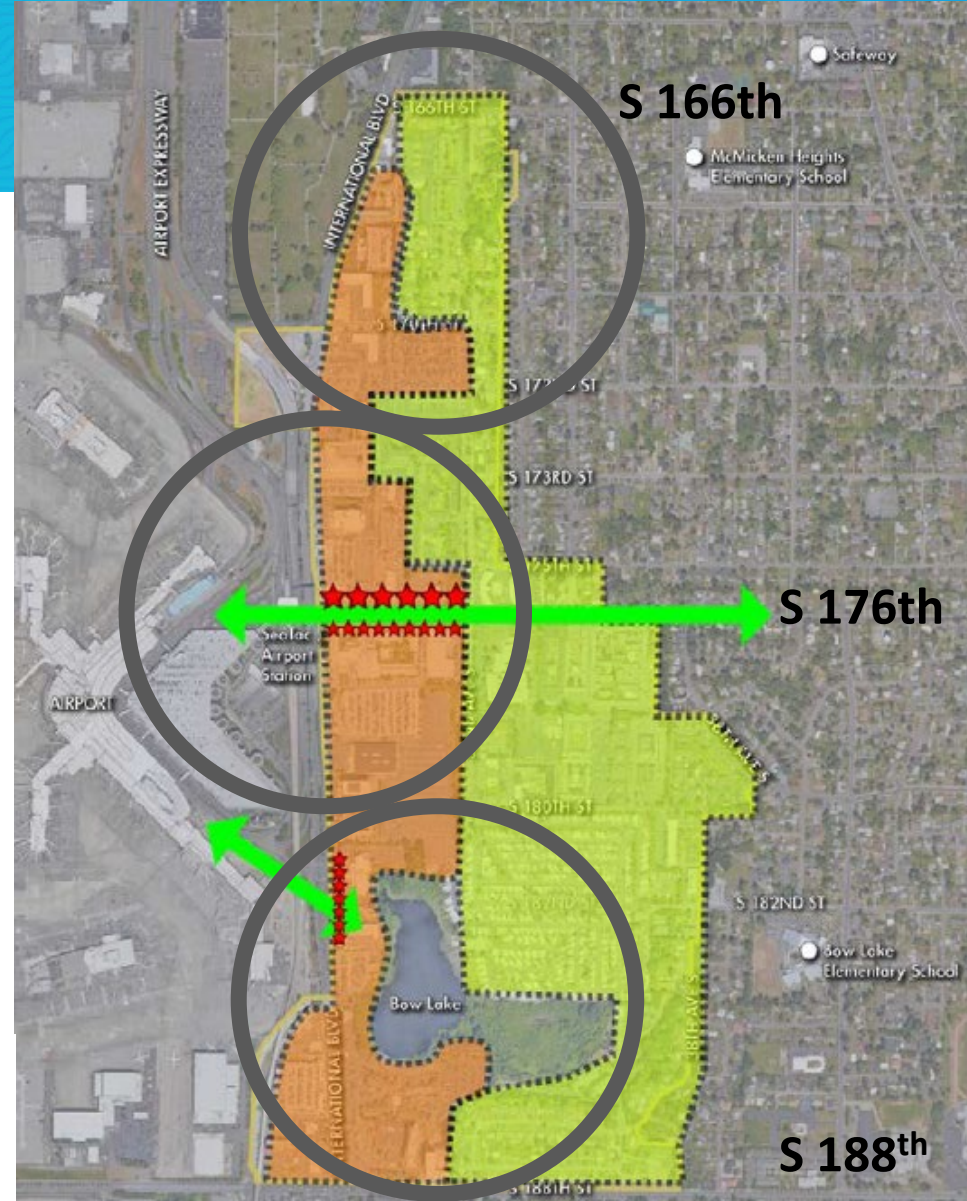
**Multi-family Neighborhood District (yellow area)**

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)**

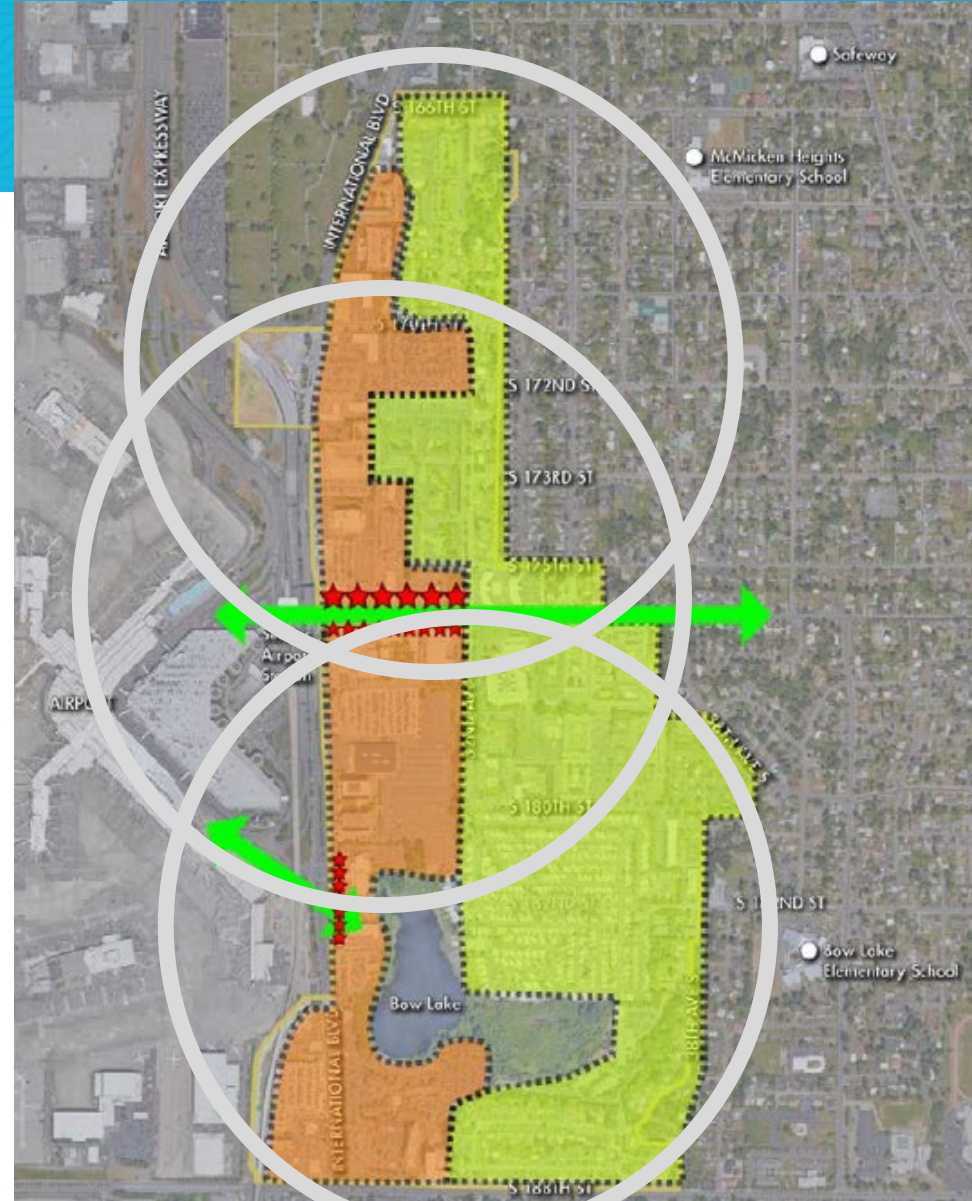
**Multi-family Neighborhood District (yellow area)**

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. ½ 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)

