

TODAY'S PROGRAM

- I. OPEN HOUSE (11:15am -11:30am)
- II. INTRODUCTIONS (11:30am -11:35am)
- III. STUDENT PRESENTATIONS (11:35am - 12:15pm)





City Center Rebranding & Placemaking Project

April 5, 2019

Tyee High School, Advanced Marketing
SeaTac City Hall

INTRODUCTIONS

City of SeaTac

Kate Kaehny, Senior Planner

Tyee High School

Alana Vinther, Teacher

Student self-introductions:

- Name, Year at Tyee (*senior, junior, etc.*)
- Years living in SeaTac
- Plans after high school

STUDENT PRESENTATIONS

1. Introduction to Advanced Marketing Class

Elizabeth, Emely, Jesse

2. Rebranding the City

Jenny & Madelyn

3. City Center Infographics

Monty, Prabhmeet & Malina

4. Walking Audit/Wayfinding Project

Maria & Carmen

5. Questionnaire Findings

Angel, Hugo & Jesse

6. Charrette/Workshop Findings

- Team City Center: Kyndal, Emely, Elizabeth
- Team Something Else: Bobby & Nathan

1) INTRODUCTION TO ADVANCED MARKETING CLASS



ADVANCED MARKETING CLASS



2) REBRANDING THE CITY OF SEATAC

Learned in Class:

“A strong place brand helps a place compete in the global marketplace...and attracts people and investment to your place.”

(Planningtank.com)



REBRANDING THE CITY OF SEATAC

Assignment:

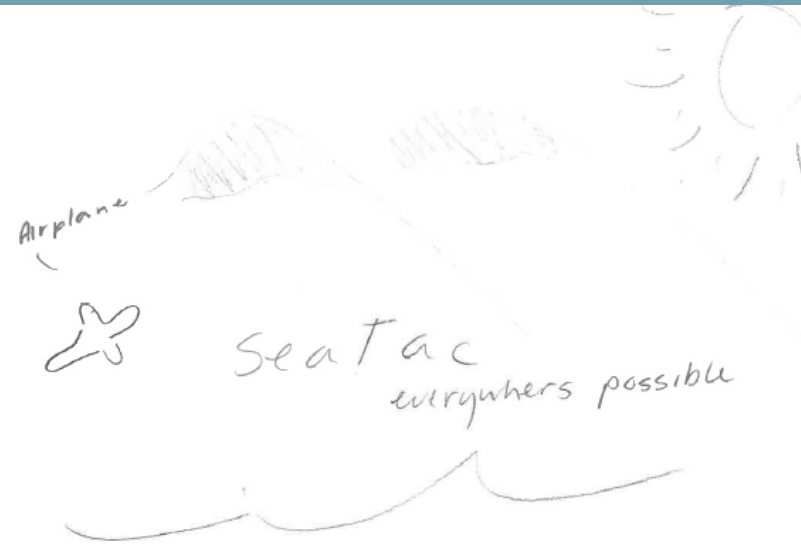
Suggest a new brand for the City of SeaTac.



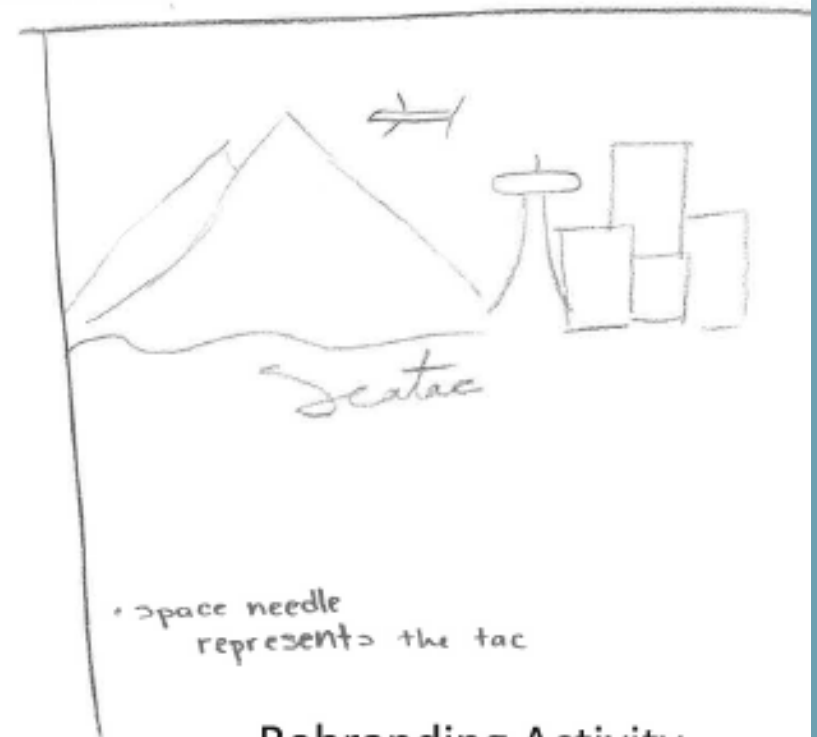
REBRANDING

Results:

HOTELS



City of Seatac



• space needle
represents the tac

NAME: Malina Collier

Rebranding Activity
City Center Plan Update Project
Tyee High School



Rebranding Activity
City Center Plan Update Project
Tyee High School



3) CITY CENTER INFOGRAPHICS

Learned
in
Class:



You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

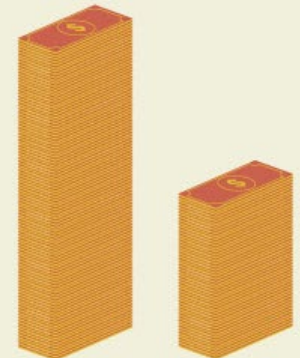
AN INFOGRAPHIC IS:



A data-rich visualization of a story or thesis



A tool to educate and inform



A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

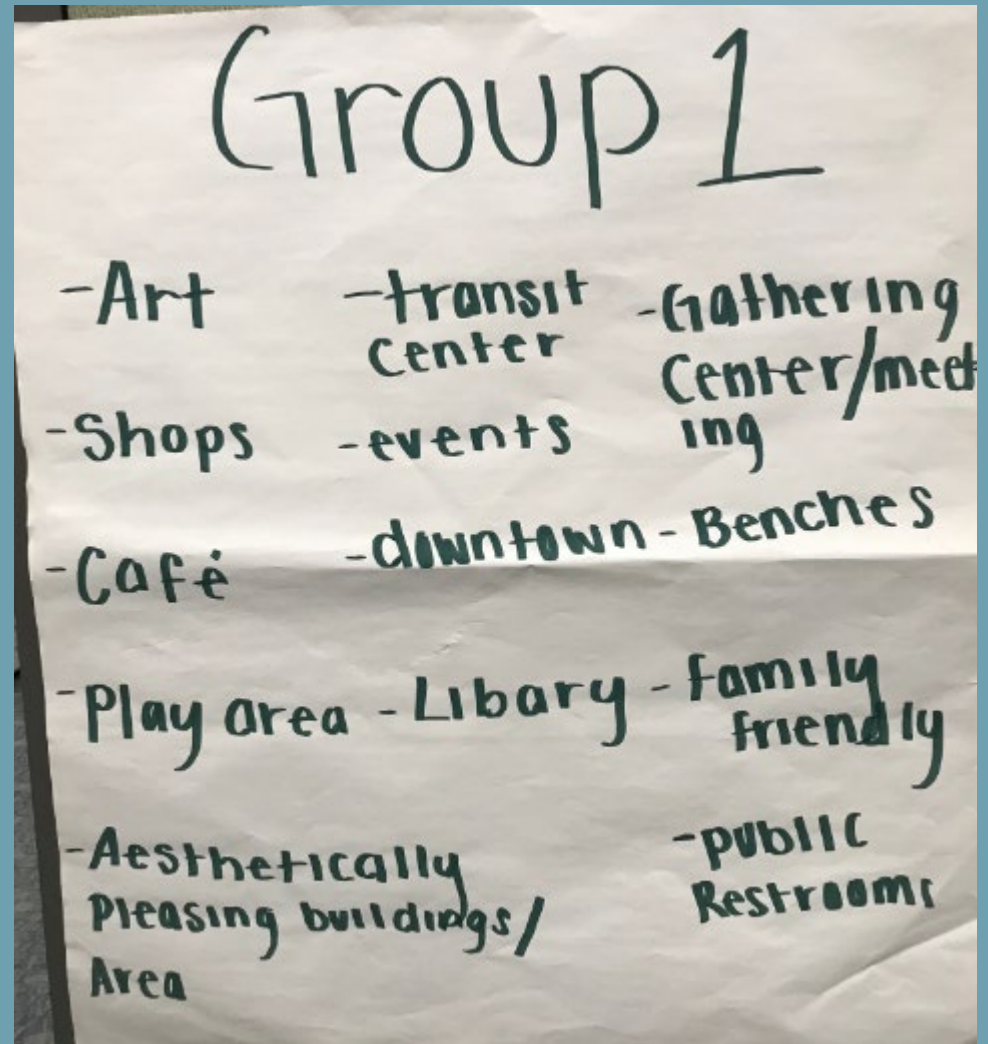
INFOGRAPHICS

Assignment:

“Team City Center”

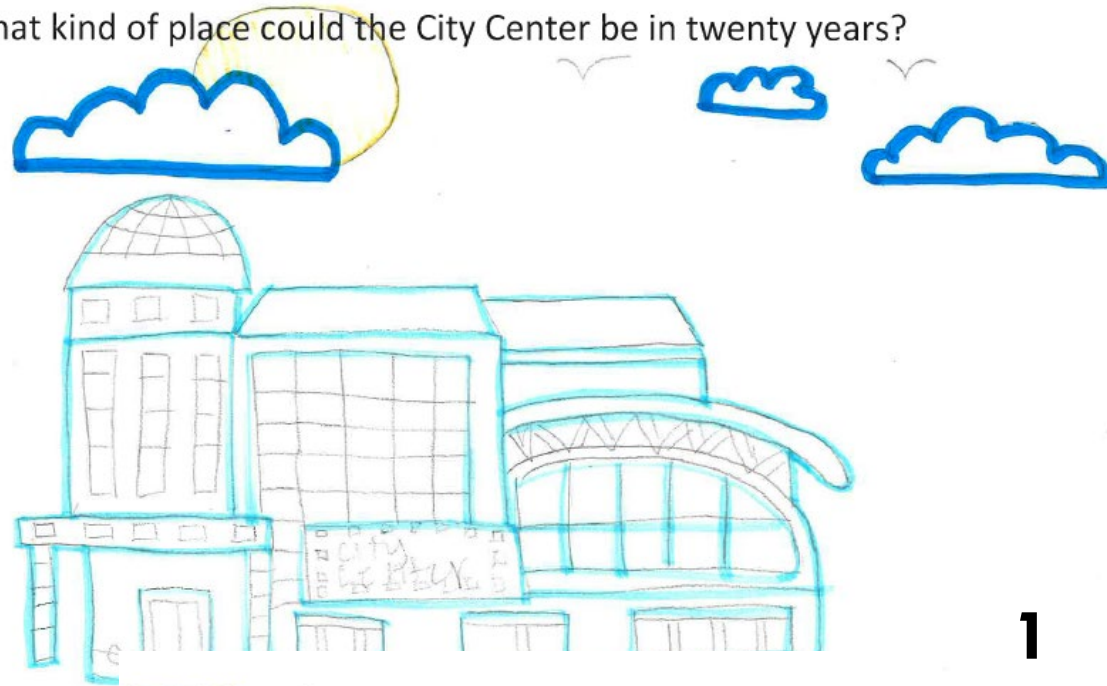
Brainstorm & Infographics:

What types of destinations would make the existing City Center more like a City Center?

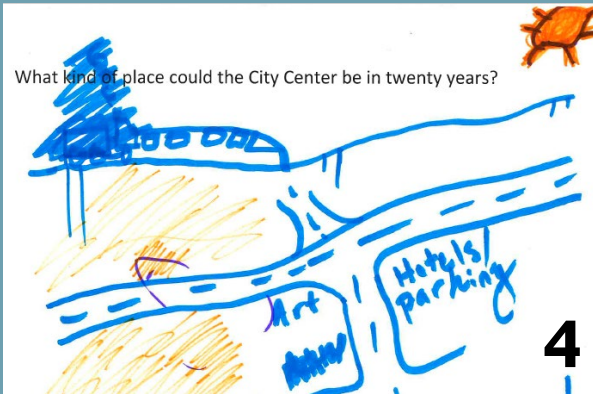


Results:

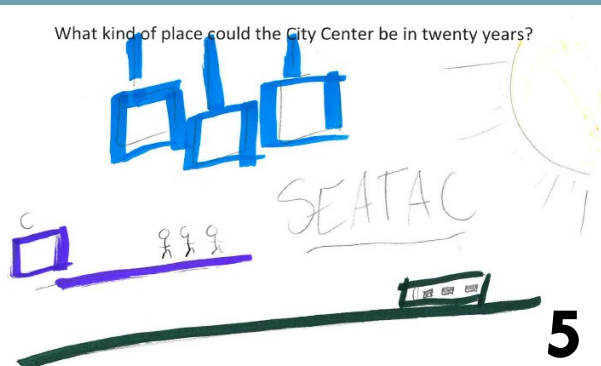
What kind of place could the City Center be in twenty years?



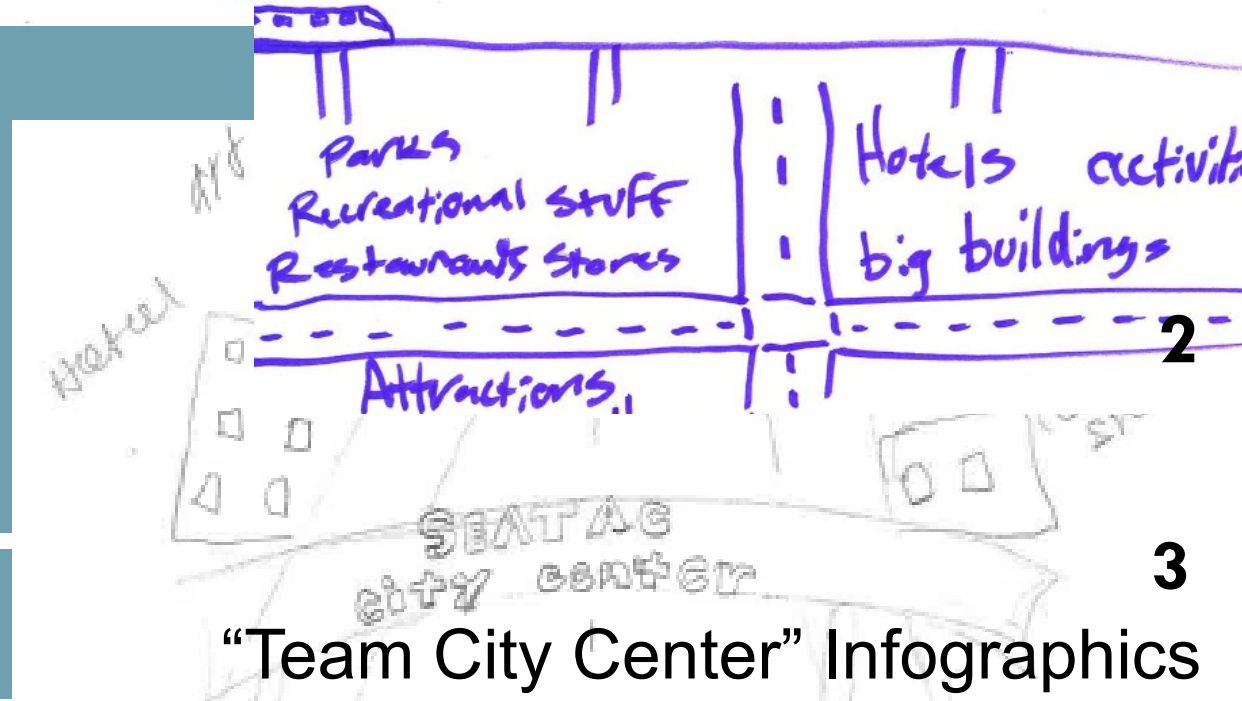
1



4

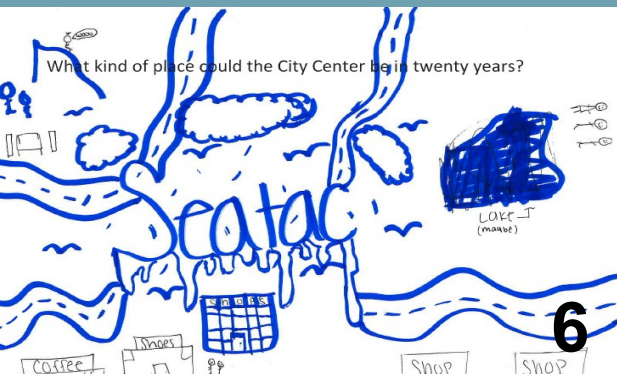


5



2

3



6

“Team City Center” Infographics

INFOGRAPHICS

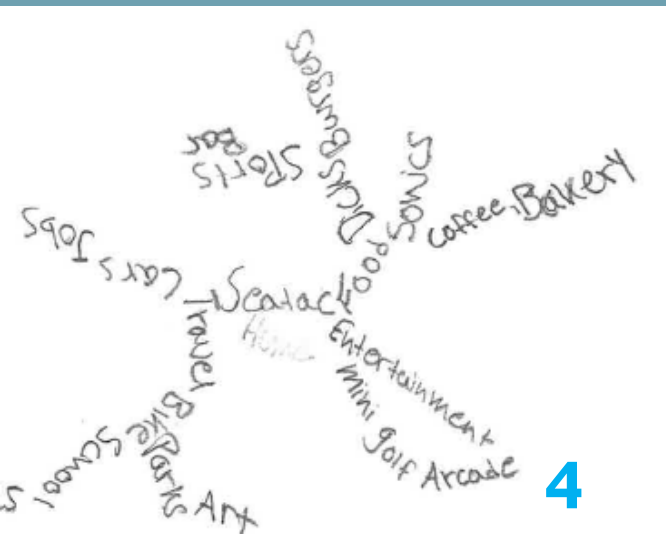
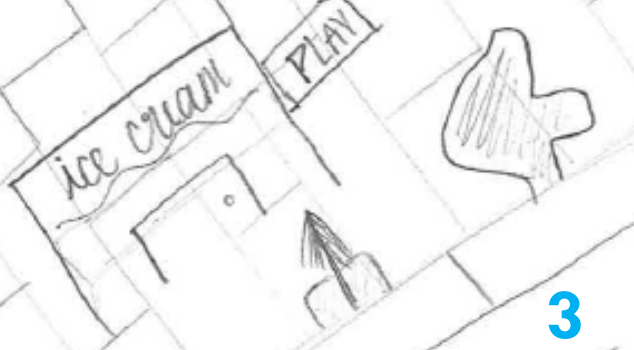
Assignment:

“Team Something Else”

Brainstorm &
Infographics:

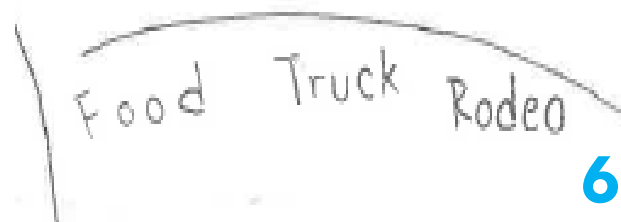
What types of destinations would make more young people want to visit the area?

- Coffee Shop
- Park
- McDonald's
- Café
- Arcade
- Movie theater
- Drive in Movies
- Cold Stone (Ice cream)
- Shops
- ~~Ice~~ Taco Truck
- Food Truck Rodeo
- Bathroom
- Art



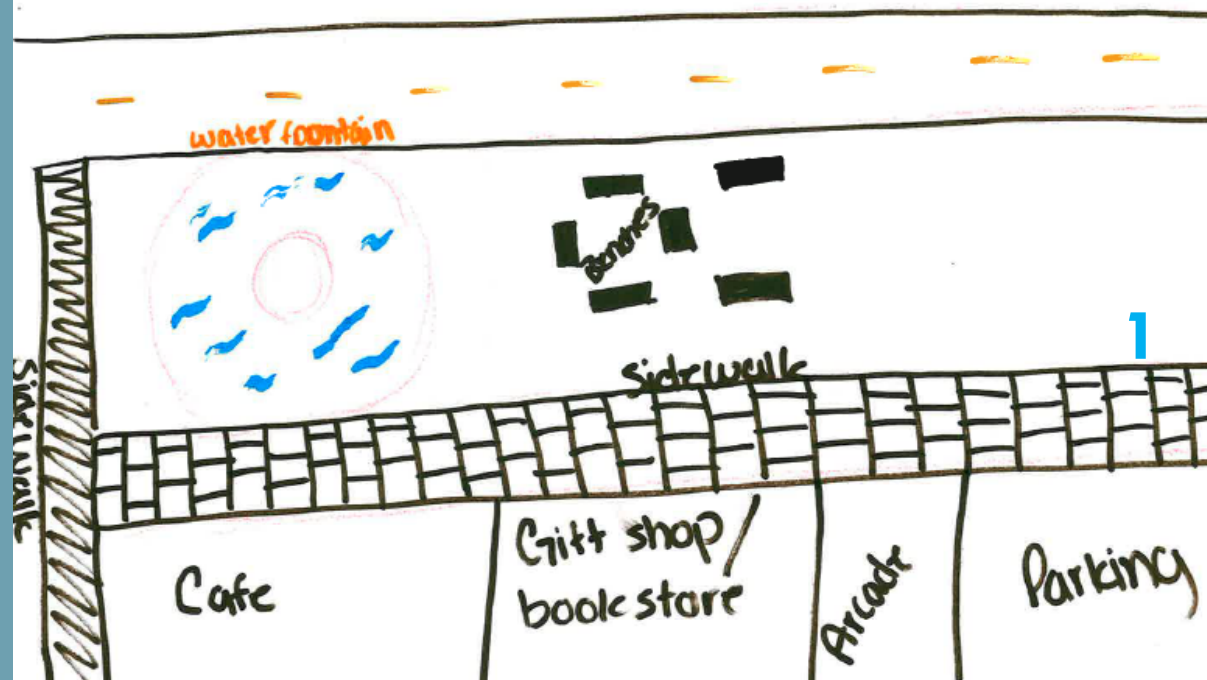
- Restaurants
- side walk ★
- Arcade
- Every month there's a party bc why not ★★
- Aquarium

5



6

What kind of place could the City Center be in twenty years?



1

Results:

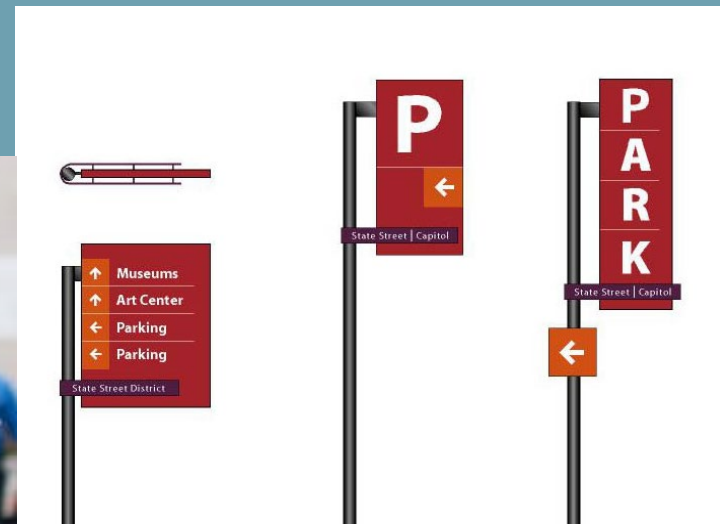


2

"Team Something Else" Infographics

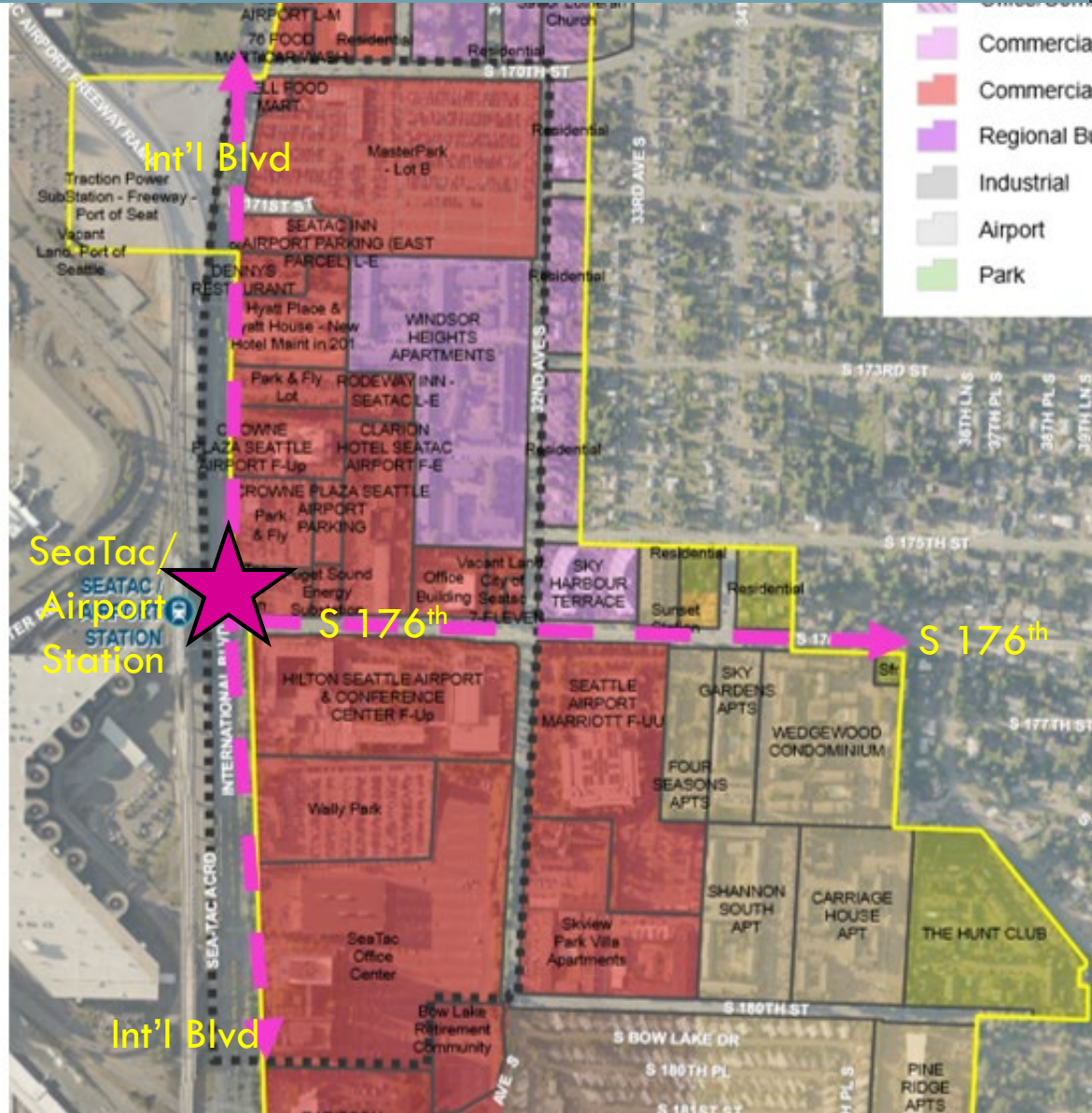
4) WALKING AUDIT/WAYFINDING

- **Learned in Class:**
 - What is a walking audit? A way to learn about a place by walking there and recording the experience.
 - What is wayfinding? “Wayfinding” means how we find our way around – with signs or other things.



City Center Walking Audit

Routes:



Assignment:

Walking Audit: Walk along four different routes in the City Center & record the experience at the 5", 10", and 15" distances from the light rail station.

- Is it a safe place to walk?
- Is it a nice place to walk?
- What kind of place is it? (types of destinations, etc.)

Wayfinding Project: Take pictures to help record & promote the area.



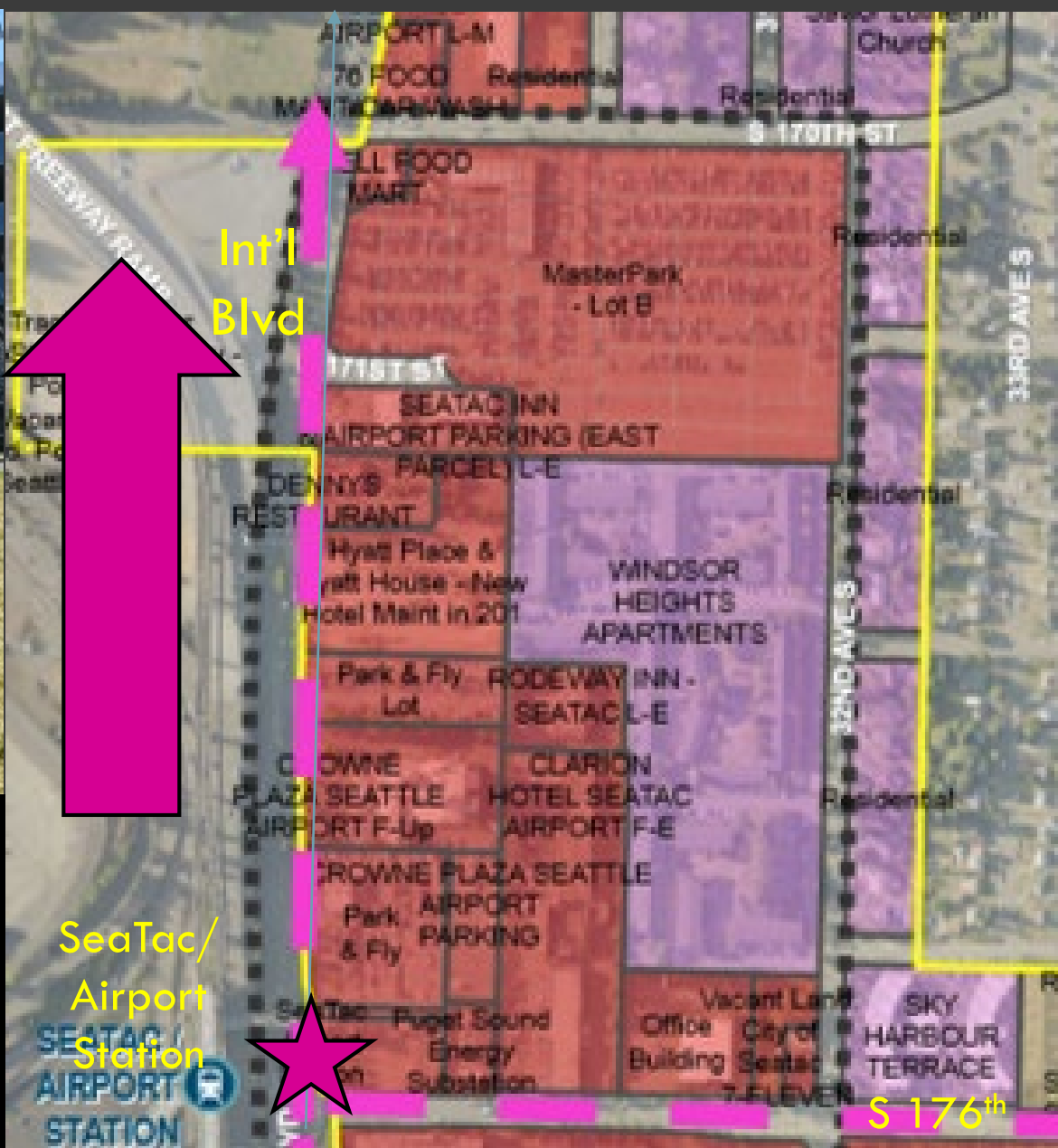
WALK SEATAC

It's a
5-minute walk
to
SeaTac/Airport Station



Notes:

- Restaurants, gas stations, garage, hotels
- No crosswalk sign
- Trees take up 1/3 of sidewalks



Results: Alena's Group

Results:

Jenn's Group

Notes:

- Safe-feel good, calm
- Airport, feeling busy, flags, workers

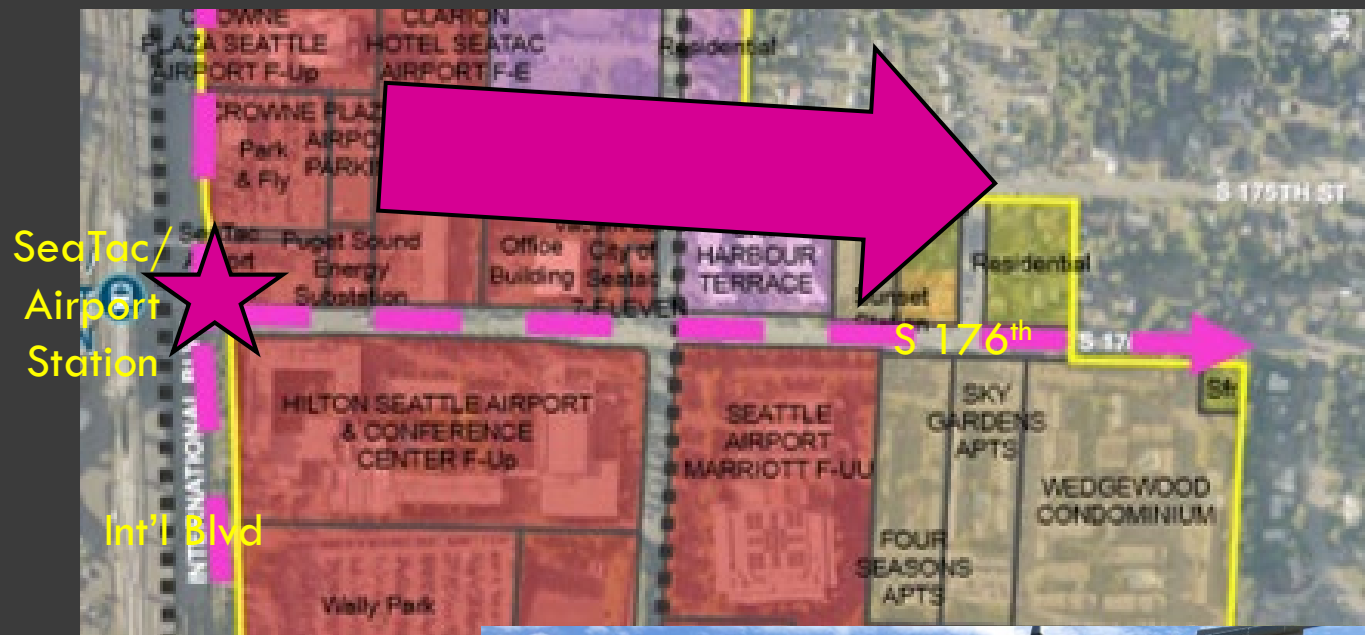


Results:

Steve's Group

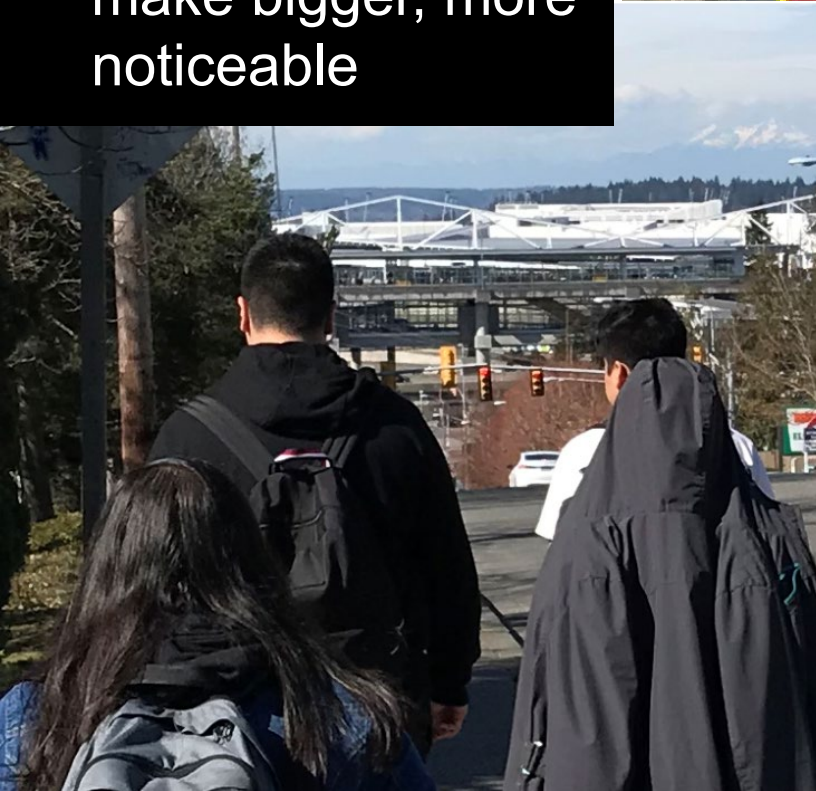
Notes:

- Sidewalk not for more than 2-3 people
- Plaza doesn't feel like plaza
- Feels safe
- Residential



Notes:

- Good view
- Maybe some stores other than 7-Eleven
- Ok signs, kinda hidden, maybe make bigger, more noticeable



Results: Kate's Group

5) QUESTIONNAIRE

Learned in Class:

- Questionnaires are one of many techniques to get input from the community.

Assignment:

- To help the City better understand how people use the City Center, collect at least ten questionnaires.
 - Eight from students
 - Two from adults

Results:

Total Collected: 137

- Students: 84
- Adults: 51
- Unknown: 2

SeaTac Residents: 85

- Students: 56
- Adults: 29

Students who Live in City Center: 13

Adults who Live & Work in City Center: 2

Do you live, work, or visit the area the City of SeaTac calls the City Center? *(See map)*

ABOUT YOU

Question 1

Please check all the boxes below that apply to you:

- ☐ Go to school in SeaTac
- ☐ Live in SeaTac
- ☐ Live within the City Center boundary *(see map)*
- ☐ Work in SeaTac
- ☐ Work within the City Center boundary *(see map)*
- ☐ None of the above. I live in or near _____

Sample Responses:

Question 10: List the places you go in the City Center.

- My house, friend's houses, relative's houses, restaurants, work, airport, hotels

Question 11: What kind of places do you think are missing in the City Center that aren't there now?

- Bakery, coffee shop, park area, more sidewalks, clinics, shopping center, Starbucks, attractions, amusement park, aquarium, grocery store, Target, Walmart

6) CITY CENTER CHARRETTE

Learned in Class:

- A “charrette” is a like workshop where groups work collaboratively to solve a problem.

Charrette



A charrette, often Anglicized to charette or charet and sometimes called a design charrette, is an intense period of design or planning activity. The word charrette may refer to any collaborative session in which a group of designers drafts a solution to a design problem.

Assignment: Address the problem -
What kind of place should the City Center be? A City Center? or, Something else?

Steps:

- 1) Group Brainstorm**
- 2) Separate into Two Teams:**
 - Team City Center
 - Team Something Else
- 3) Power of 10 - Each Team identifies:**
 - 10 reasons/places that define it now
 - 10 reasons/places that would help with placemaking in the future
- 4) Identify your Branding Suggestion**

Team City Center Results:

Brainstorm

Characteristics of
a city center

Burien Town Center

People gathering (inc family)
Businesses
Walkable
Art
Design
Compact
Transit
oriented
development

Library / City F.M.
Open Space / Plaza Fountain
Residential (Apt)
Trans. Center

Seattle Center

Clustered Businesses
Walkable
Bike lanes
Ship lights for safety
People Gathered

Open space
Fountain
Attractions - Science center
Space needle
Pike Place Mkt
Lions & Bikes
Water - Piers - Views

Taroma

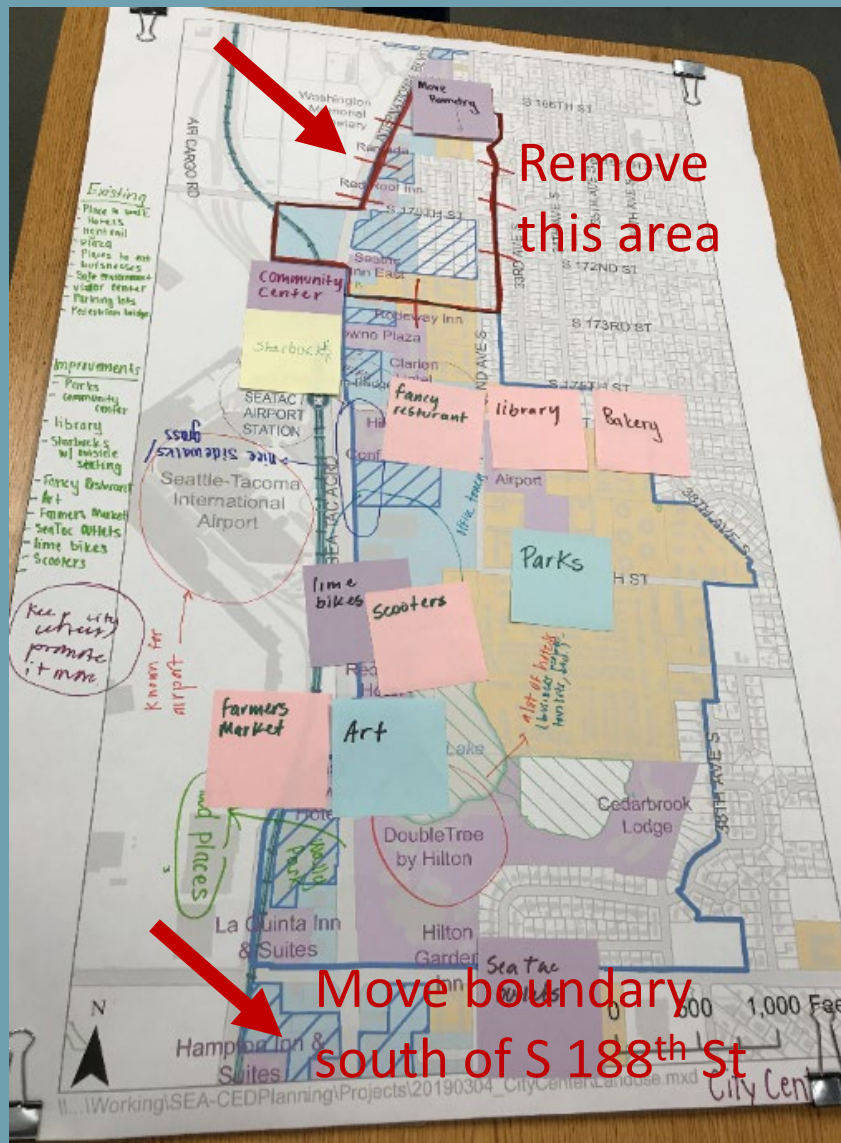
- Dome
- car Museum
- Glass Museum
- walkable
- people gather

Kent Station
Renton Landing

10 Existing Reasons Why it's a City Center Now:

- Places to walk
- Hotels
- Light rail
- Plaza
- Places to eat
- Businesses
- Safe environment
- Visitor Center
- Parking Lots
- Pedestrian Bridge





10 New Reasons/ Improvements that would Make it More of a City Center:

- Parks
- Community Center
- Library
- Starbucks with outside seating
- Fancy restaurant
- Art
- Farmers market
- SeaTac Outlets
- Lime bikes, scooters

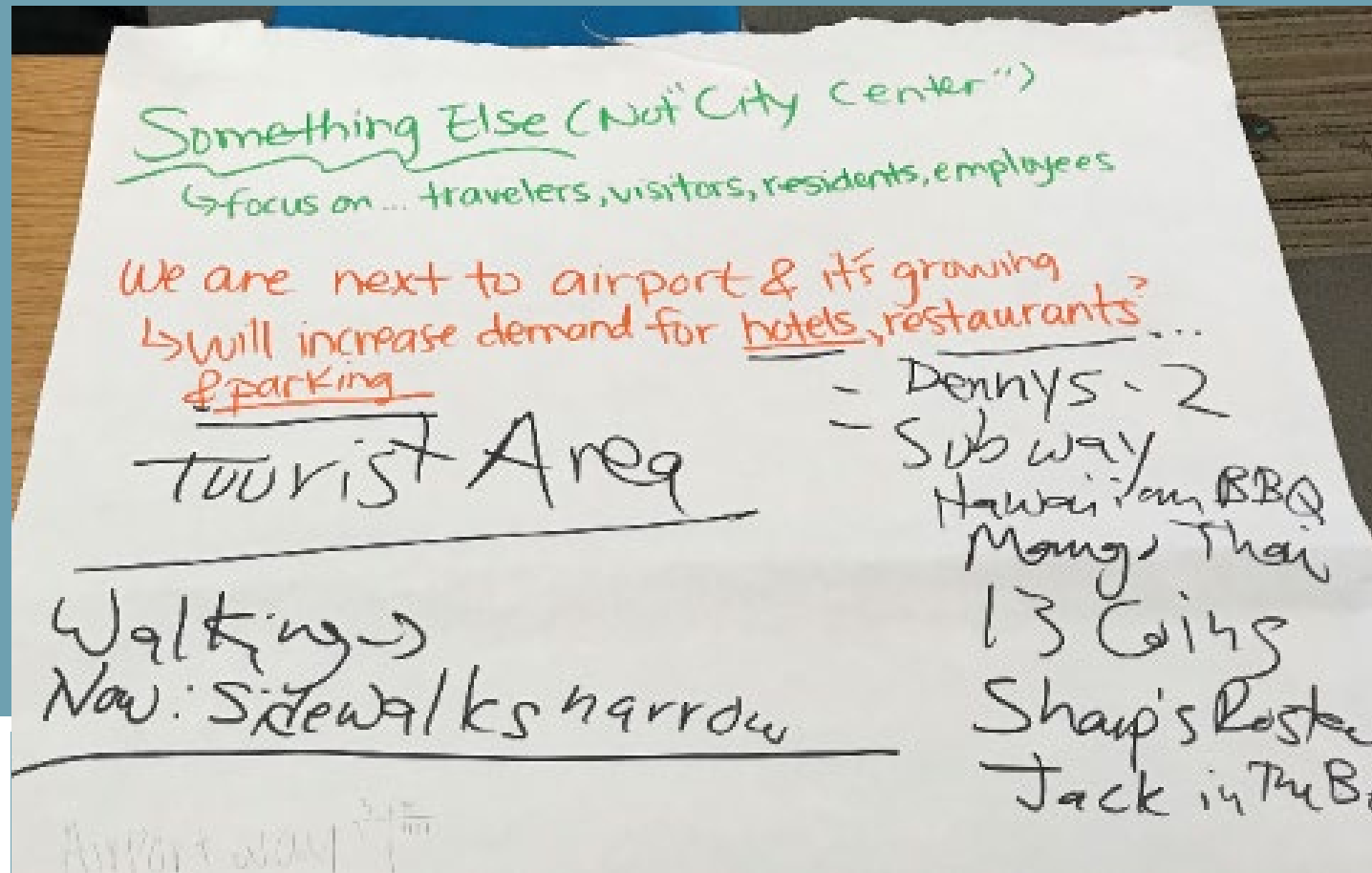
- **Team City Center Branding**
Suggestion:
 - Keep the name/brand:
“City Center”



Team Something Else Results:

Brainstorm

Characteristics of “something else/not city center”



10 Existing Reasons Why it's Something Else Now:

- Airport
- 17 Hotels
- 2 Denny's
- Jack in the Box
- Subway
- Mango Thai
- Hawaiian Barbecue
- Sharp's Roasthouse
- 13 Coins
- Park and fly



10 New Reasons/Improvements that would Make it More of a Place for “Travelers, Visitors, Residents, Emplo

- Art (including crazy art...)
- Coffee shop
- More grocery stores
- Other shops, Sonic
- Park
- Public bathrooms
- Benches
- Water fountain
- Food trucks at “kiss & ride”/light rail drop off area
- Indoor garden/butterfly center



Team Something Else

Branding Suggestion: Change the name/brand – some ideas:

Airport Way

Blvd Way

Airport Place

Nation Blvd

International Way

International

East Sea

Seaway





& don't forget,
SeaTac's #1!

