



SeaTac City Center Vision & Urban Design Framework (Phase 1)

Open House #2
December 11, 2019

Presentation Topics



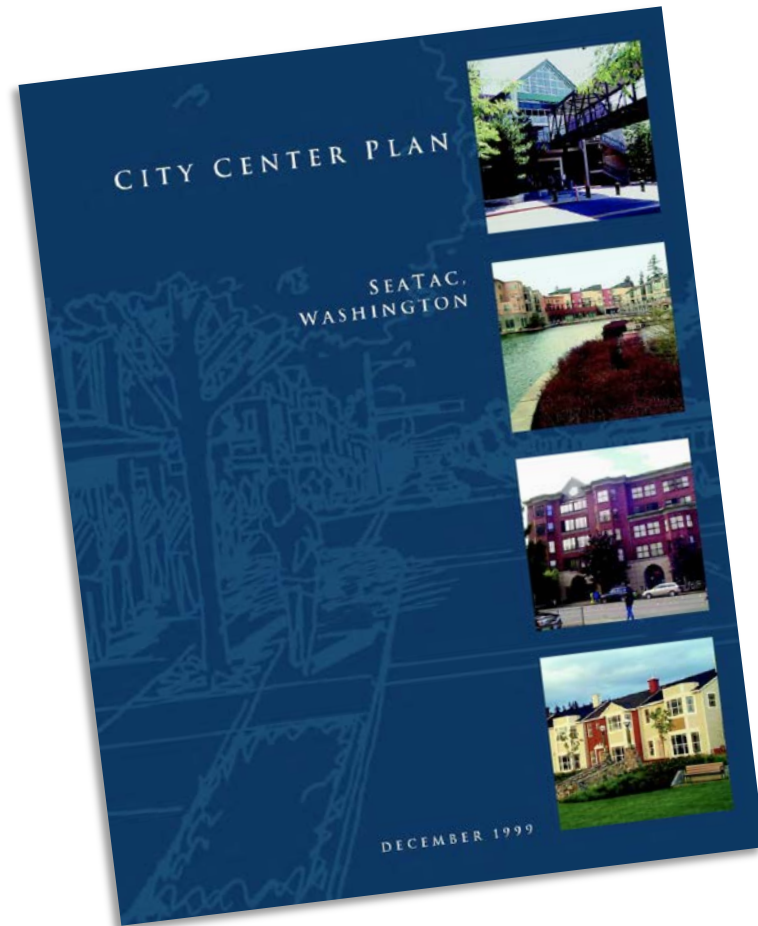
- Planning Context
- Phase 1 Purpose & Final Product
- Process to Date
- Findings
- Draft Vision + Principles
- Summary & Next Steps

The Context



The Context

- The City Center Plan was adopted in 1999.
- It's part of the Comprehensive Plan and identifies a vision and boundary for the City Center.
- It also identifies City priorities for things like street and park improvements.
- It has largely not been implemented since its adoption.



Purpose of Project (Phase 1)

- ❑ Develop current **stakeholder consensus around big picture** possibilities for the district
- ❑ Build **excitement and buy-in** amongst City Center residents, workers, public partners, and property owners, around a **high-level vision, brand, and strategic positioning** for City Center.

COMPONENTS OF THE URBAN DESIGN FRAMEWORK

Vision

District Principles

Economy

Mobility

Urban Design

Implementation

Objective → Action

Objective → Action

Objective → Action

Objective → Action

Objective → Action

Objective → Action

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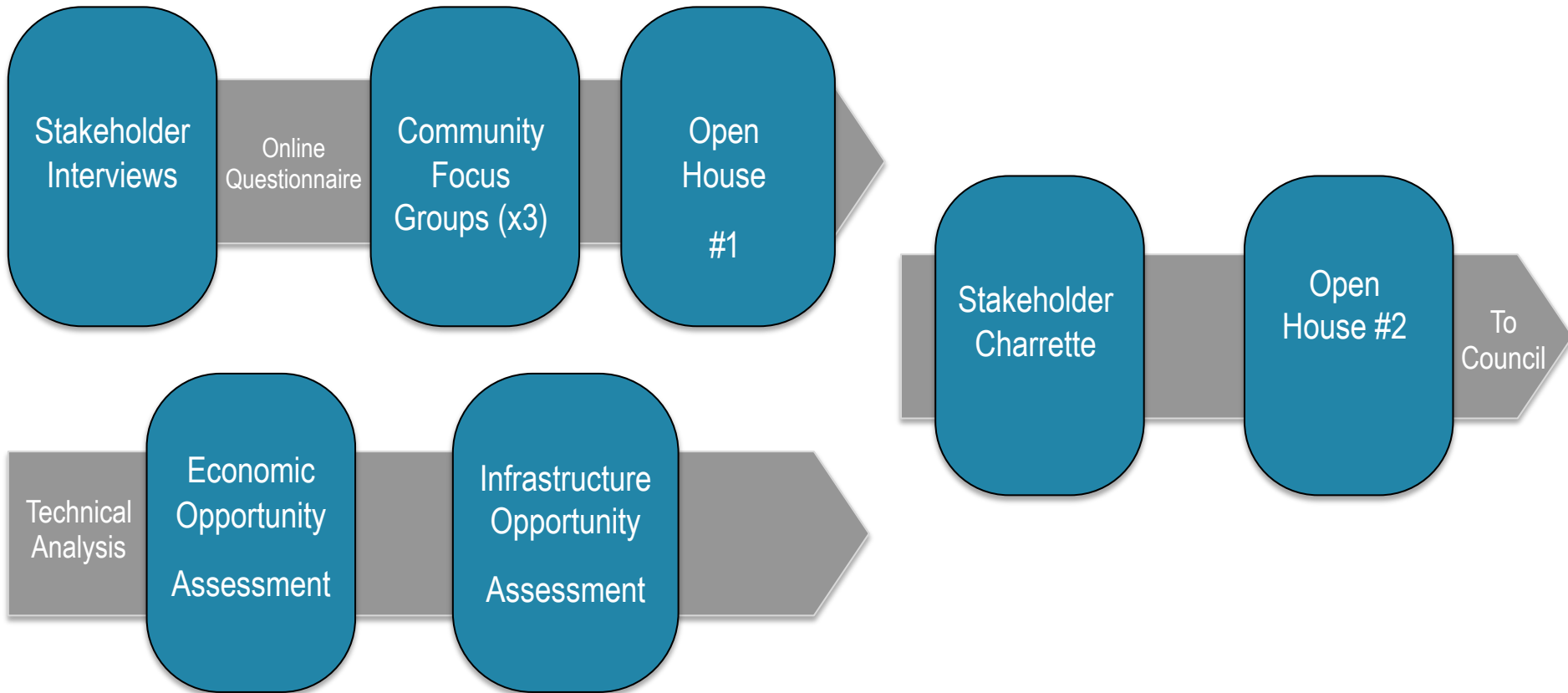
Objective → Action

Presentation Topics

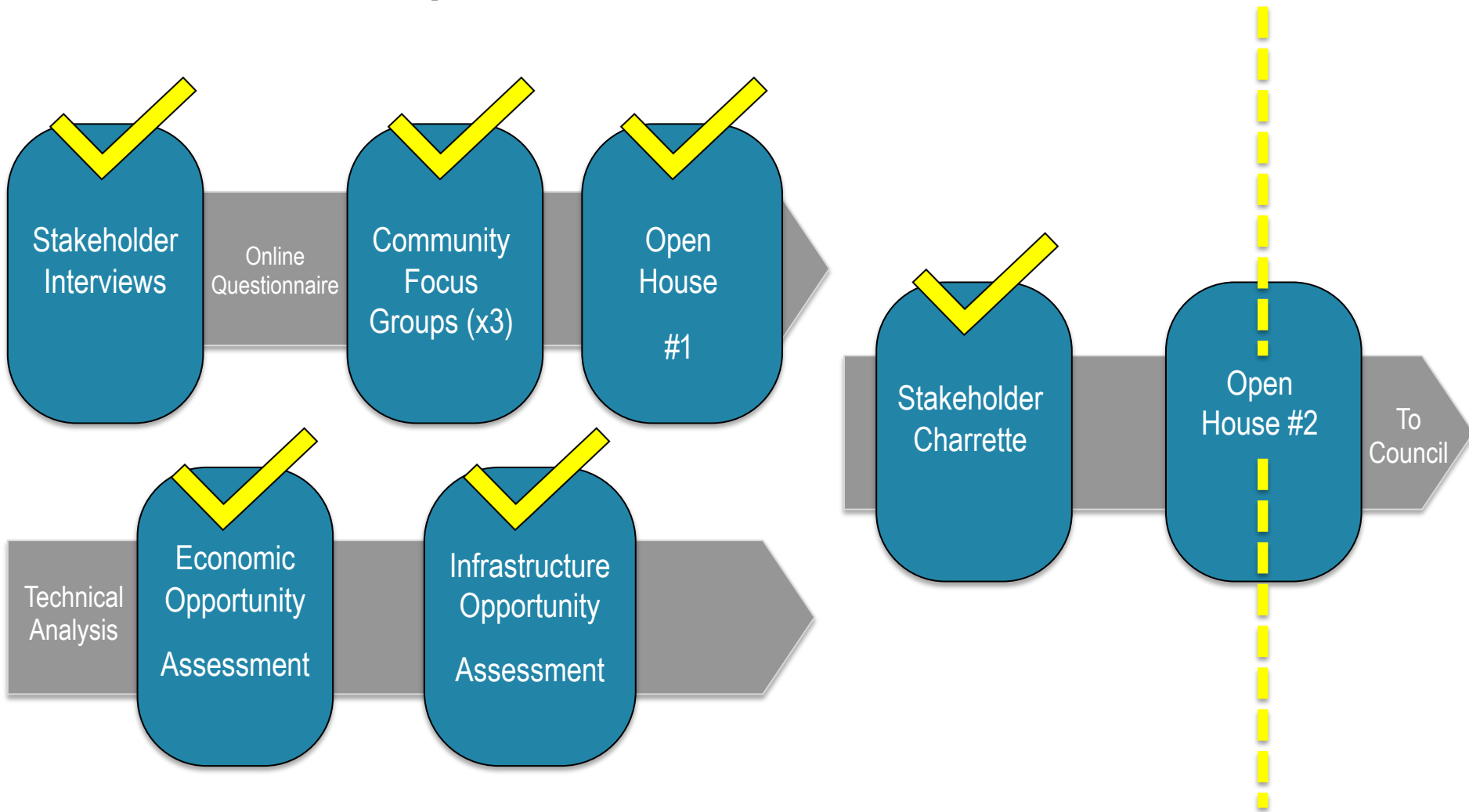


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City Center Process to Date



City Center Process to Date



Presentation Topics



- Planning Context
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Stakeholder & Community Findings

THEMES:

PROPERTY & BUSINESSES OWNERS + PUBLIC AGENCIES

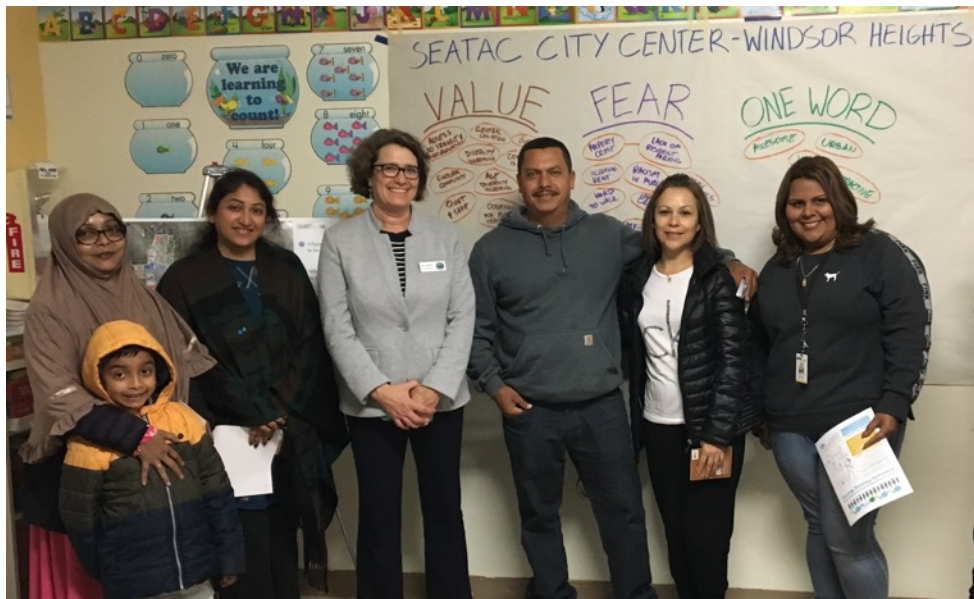
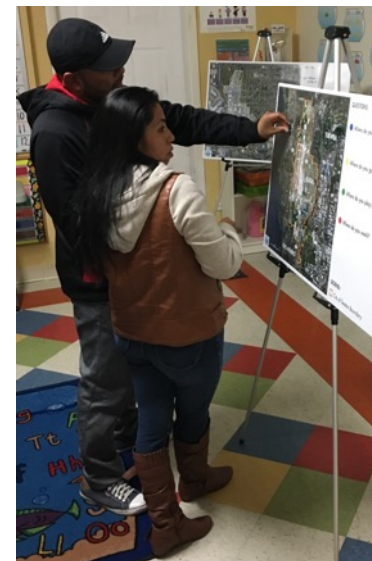
- Generate **Tax Revenue** (Sales & Land Value)
- Limit **Congestion & Maximize Mobility** (all modes, including air)
- Reflect **Airport to the West & Neighborhood to the East**
- Support local **food** opportunities both in **shopping & enterprise** for Workers & Residents
- Support **Housing Affordability** for Workers and Residents
- Protect **Adaptability** to Future Opportunities and Change (e.g. Technological Innovation - Autonomous Vehicles)

Stakeholder & Community Findings

VISION CONCEPTS:

- **South End Office & Employment Center:**
Emphasizing an emerging Class A office cluster
- **Aerotropolis:** a district whose future development intentionally leverages proximity to the airport as an organizing principle.
 - Linkages *across* airport support services to encourage visitors to linger.

Stakeholder & Community Findings



Stakeholder & Community Findings

Themes across all groups:

- **Identity**
- **Access**
- **Lighting**
- **Affordability**
- **Pride**

Stakeholder & Community Findings

Themes across all groups:

- **Identity**. The term “City Center” does not resonate with the vast majority of people who live or work in the district; in fact, there is very little sense of a cohesive neighborhood across individual property developments.
- **Access**
- **Lighting**
- **Affordability**
- **Pride**

Stakeholder & Community Findings

Themes across all groups:

- **Identity**
- **Access**. People overwhelmingly value the proximity to transportation resources (bus, light rail, and airport); but desire improvements to pedestrian experience to access them (i.e. more sidewalks, crosswalks & pedestrian enhancements; especially along the Int'l Blvd and 32nd Ave S).
- **Lighting**
- **Affordability**
- **Pride**

Stakeholder & Community Findings

Themes across all groups:

- **Identity**
- **Access**
- **Lighting**. The darkness of much of the district after sunset is contributing to a public safety concern and preventing many community members from choosing to spend time outside without a vehicle.
- **Affordability**
- **Pride**

Stakeholder & Community Findings

Themes across all groups:

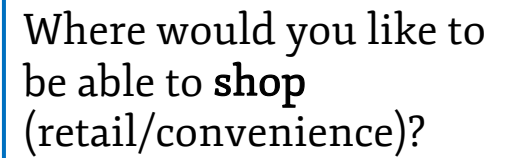
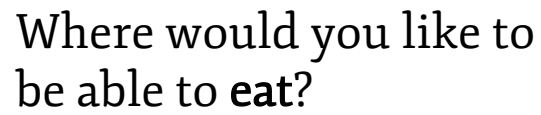
- **Identity**
- **Access**
- **Lighting**
- **Affordability**. The naturally occurring affordability of the area is a matter of critical concern to residents; displacement is one of the top concerns.
- **Pride**

Stakeholder & Community Findings

Themes across all groups:

- **Identity**
- **Access**
- **Lighting**
- **Affordability**
- **Pride.** Enhancements to the look and feel of highly public areas where residents and travelers overlap (especially along major thoroughfares like S 188th St., S 176th St., and the Int'l Blvd) would be welcomed source of pride for the district.





Stakeholder & Community Findings

Themes across all groups:

- **Identity**
- **Access**
- **Lighting**
- **Affordability**
- **Pride**

Economic Findings

**E. D. Hovee
& Company, LLC**

Economic and Development Services



Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail**
- **Real Estate**



Economic Findings

- **Population.** City Center population tends to be growing more slowly but is younger, more diverse, less educated and with lower incomes than the city and greater market area.
- **Households**
- **Employment**
- **Retail**
- **Real Estate**



Economic Findings

- **Population**
- **Households.** Evenly split between family and non-family living, with high proportions of 1-person households, with two-thirds as renters and multi-family residents. Residential construction has lagged behind the rest of the city in recent years.
- **Employment**
- **Retail**
- **Real Estate**



Economic Findings

- **Population**
- **Households**
- **Employment.** (1/3) City of SeaTac has seen 14% growth in jobs since 2015. Primary source has been with wholesale and transportation related activities – focused around Airport.
- **Retail**
- **Real Estate**



Economic Findings

- **Population**
- **Households**
- **Employment.** (2/3) City Center has 14% of jobs city-wide – primarily focused in hospitality and management/ administrative jobs, albeit with relatively lower wages and with somewhat younger workforce than is the case city-wide.
- **Retail**
- **Real Estate**



Economic Findings

- **Population**
- **Households**
- **Employment.** (3/3) Almost 1 in 3 residents of City Center don't use a car to get to work. 16% commute by Transit; 15% walk to work.
- **Retail**
- **Real Estate**



Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail.** Retail market is well served—retail sales exceed resident-generated demand alone. City Center is capturing a relatively small share of southside market – peaking at a 4% share of the market for dining. Best opportunities are for businesses catering to both destination hospitality & local resident/employee needs – in a pedestrian-scale, TOD mixed-use setting.



Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail**
- **Real Estate.** (1/3) SeaTac's current rents (including lodging rates), consistently underperforms the metro market across apartment, retail, office, and hotel product types – making new construction challenging.



Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail**
- **Real Estate.** (2/3) Market feasibility may increasingly require a more diverse set of urban mixed-use development concepts (i.e. mixes of retail, office, conferencing, hotel, and extended stay concepts with structured parking).



Economic Findings

- **Population**
- **Households**
- **Employment**
- **Retail**
- **Real Estate.** (3/3) These new development concepts leverage *network effects* of cross-shopping/linkages across airport support services to encourage visitors to linger.



Economic Opportunities

- ❑ Improved **linkages with the airport** – specifically airport services including lodging, extended stay, convenience retail/dining and park & fly.
- ❑ Expanded **office employment** for businesses with global footprint and as an emerging southside Class A office cluster.
- ❑ Preparation for **reduction in future parking demand** with changes in vehicle technology and consumer preferences – eventually freeing up City Center land for other airport and community-driven **transit-oriented and mixed-use development**.
- ❑ Short-term opportunity for **more intensive residential** and neighborhood commercial uses within the City Center area away from International Boulevard.



Transportation/Infrastructure Findings



Transportation/Infrastructure Findings

Gap between Policies & Implementation

- Lack of **well-connected motor vehicle and pedestrian networks** in the City Center Area, and few **residential areas** served by **public transit** with complete **pedestrian access** to transit stops.
- Limited number of **comfortable, regular crossings** along arterials, and **access points at convenient intervals** to parcels for motor vehicles and pedestrian traffic.

Transportation/Infrastructure Findings

Existing Barriers

- **Congested and irregular motor vehicle connections** due to:
 - Frequent turn restrictions along International Blvd.
 - Limited driveway entrance options into larger scale parcels
 - Regular congestion at intersections
 - Lack of internal circulation on larger parcels, and connections between developments.
- **Restricted and uncomfortable pedestrian connections** due to:
 - Wide, auto-oriented intersections
 - Limited crosswalks between bus stops
 - Lack of internal circulation on larger parcels, and sidewalk / pathway connections between developments.

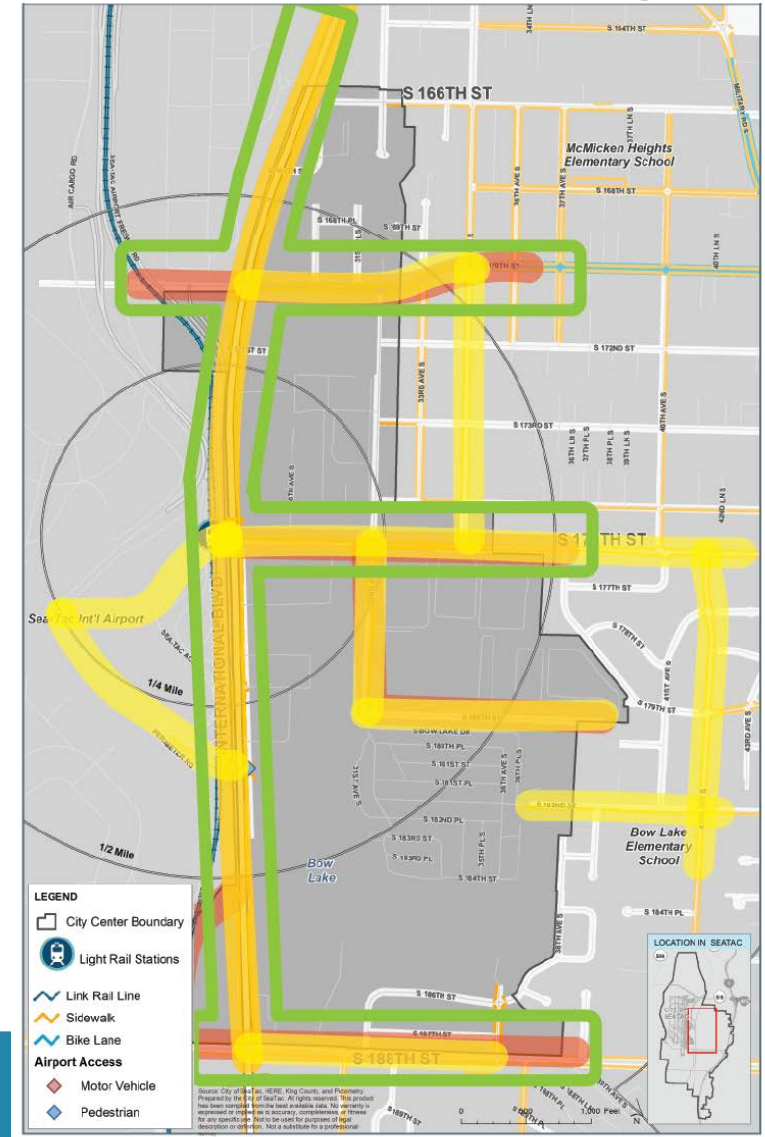
- **Megablocks** impede current motor vehicle and pedestrian traffic connectivity, add pressure to the existing transportation network, and limit motor vehicle and pedestrians access to existing and future redevelopment opportunities.



Transportation/Infrastructure Findings

Future Opportunities

- **Site access and internal circulation limitations** restrict access to and through the sites for all modes (e.g. loading, visitors, and neighborhood connections), and encourage growing traffic congestion on the few East-West routes in the City Center Area



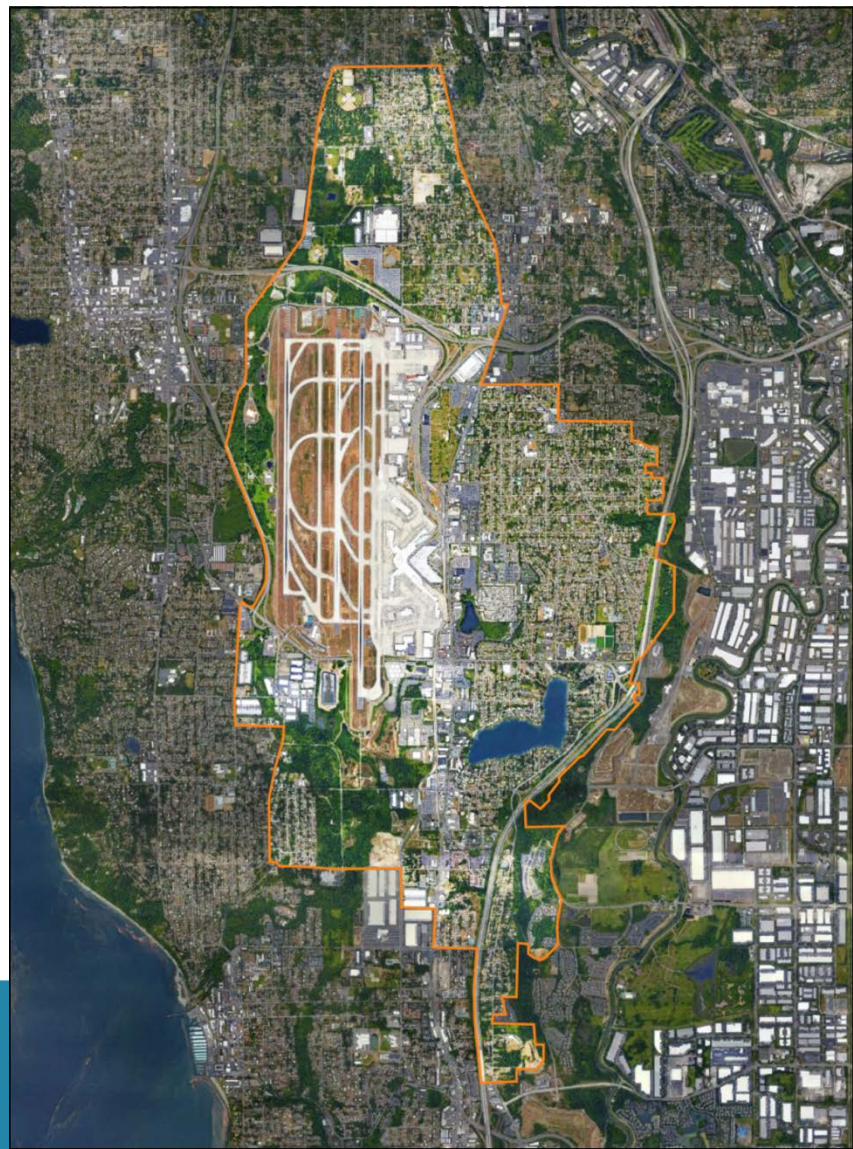
Urban Design Findings

BDS

PLANNING & URBAN DESIGN

Urban Design Findings

Regional Context



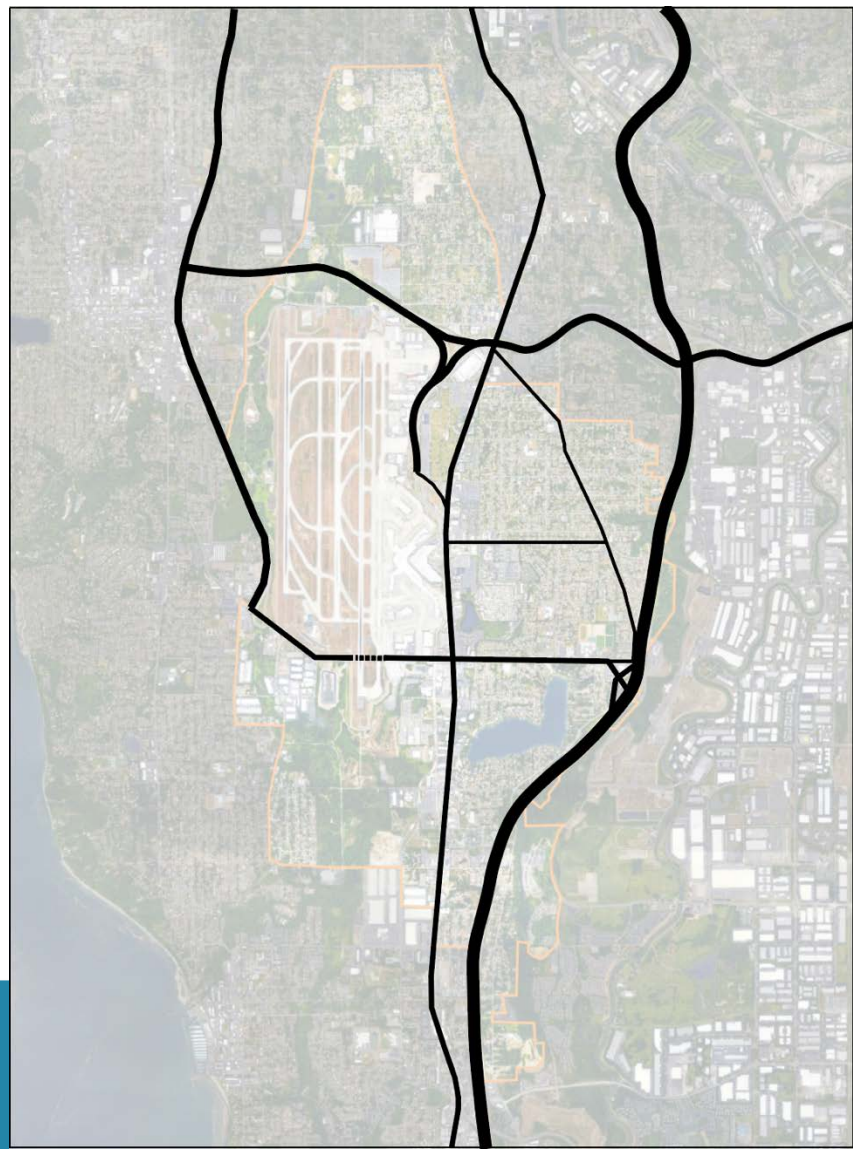
Urban Design Findings

Regional Context



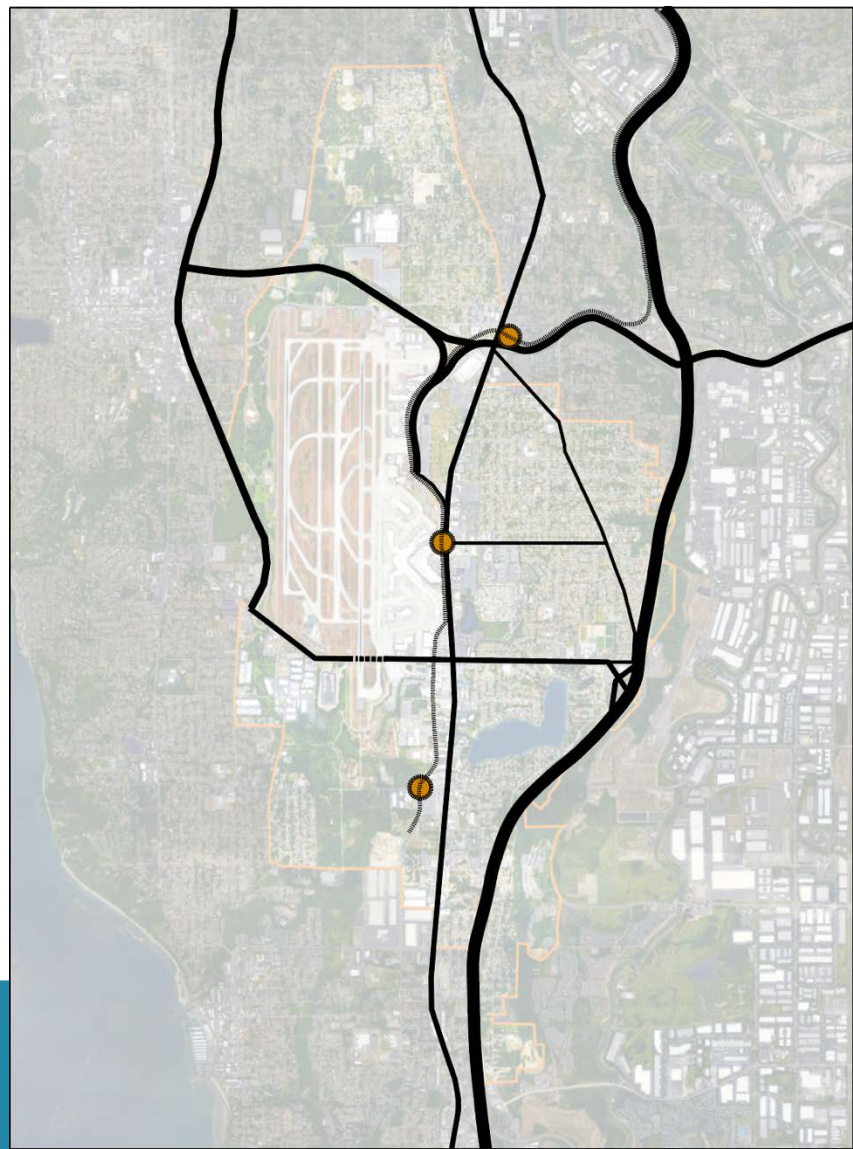
Urban Design Findings

Regional Context



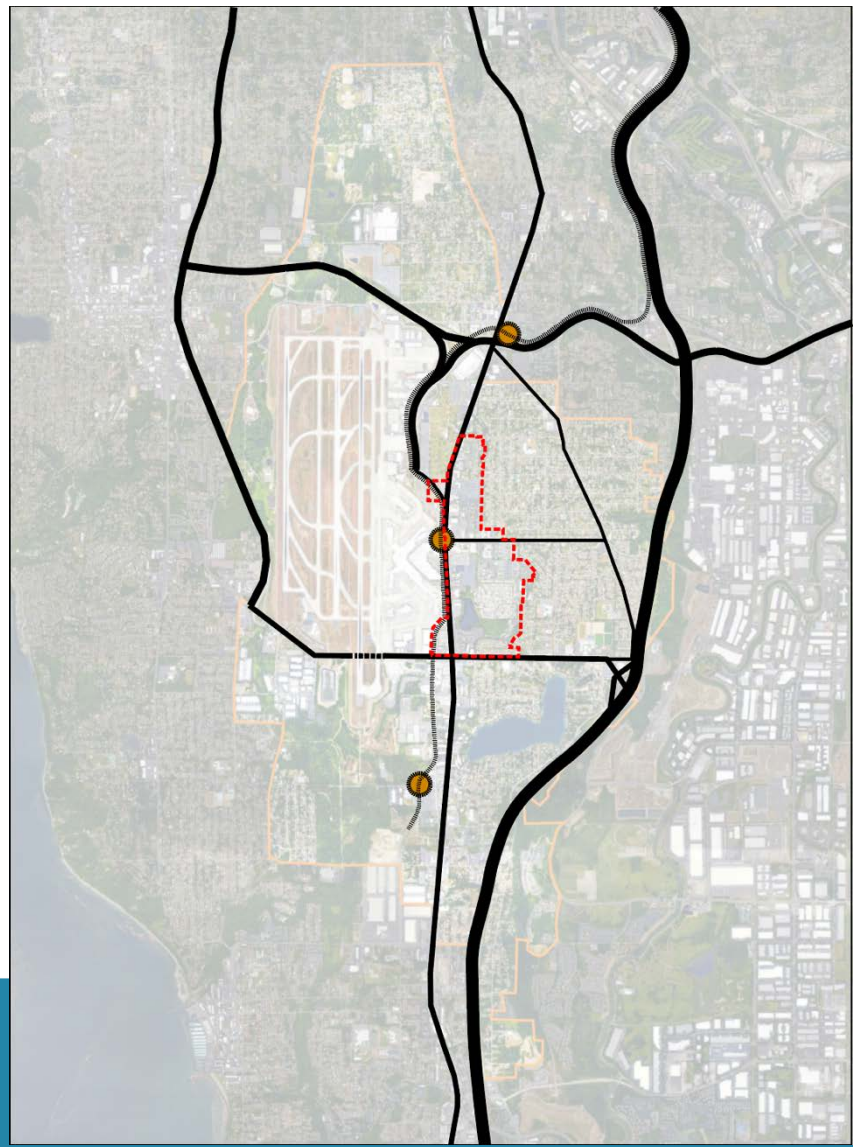
Urban Design Findings

Regional Context



Urban Design Findings

Regional Context



Urban Design Findings

**Gateways,
Hearts,
& Edges**



Urban Design Findings

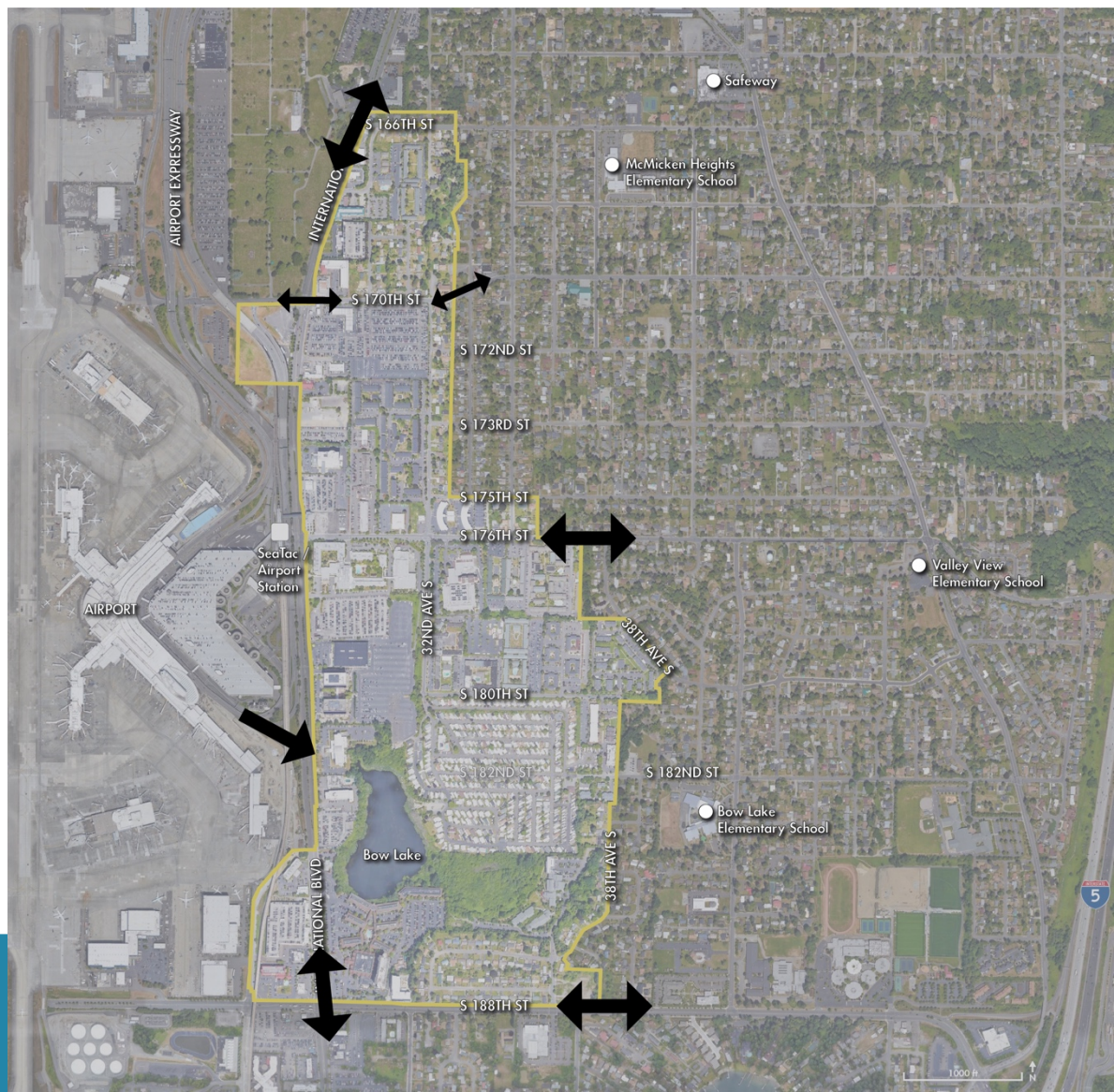
**Gateways,
Hearts,
& Edges**



Urban Design Findings

Vehicle Gateways

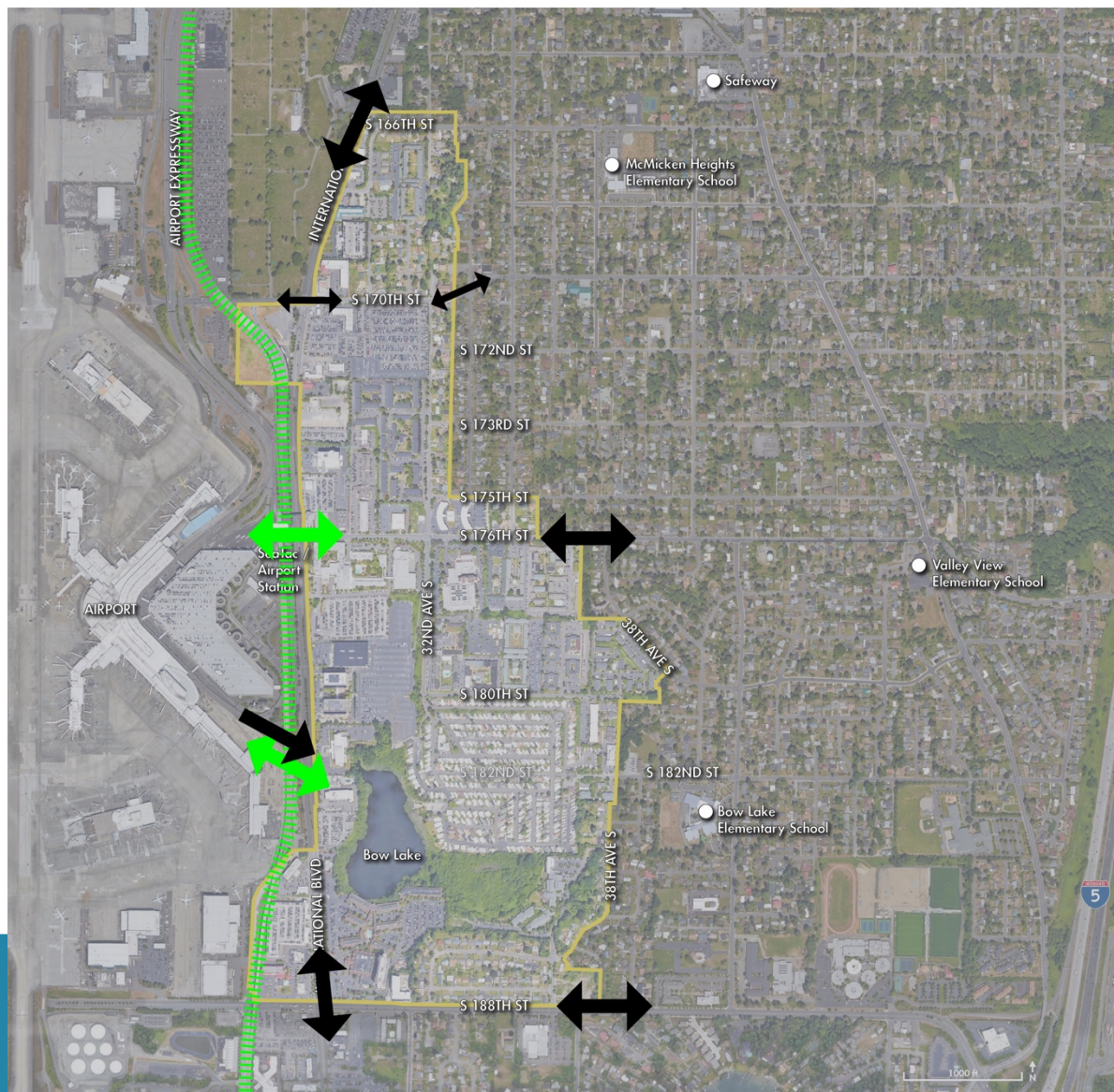
**Gateways,
Hearts,
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Urban Design Findings

**Transit / Ped
Gateways**

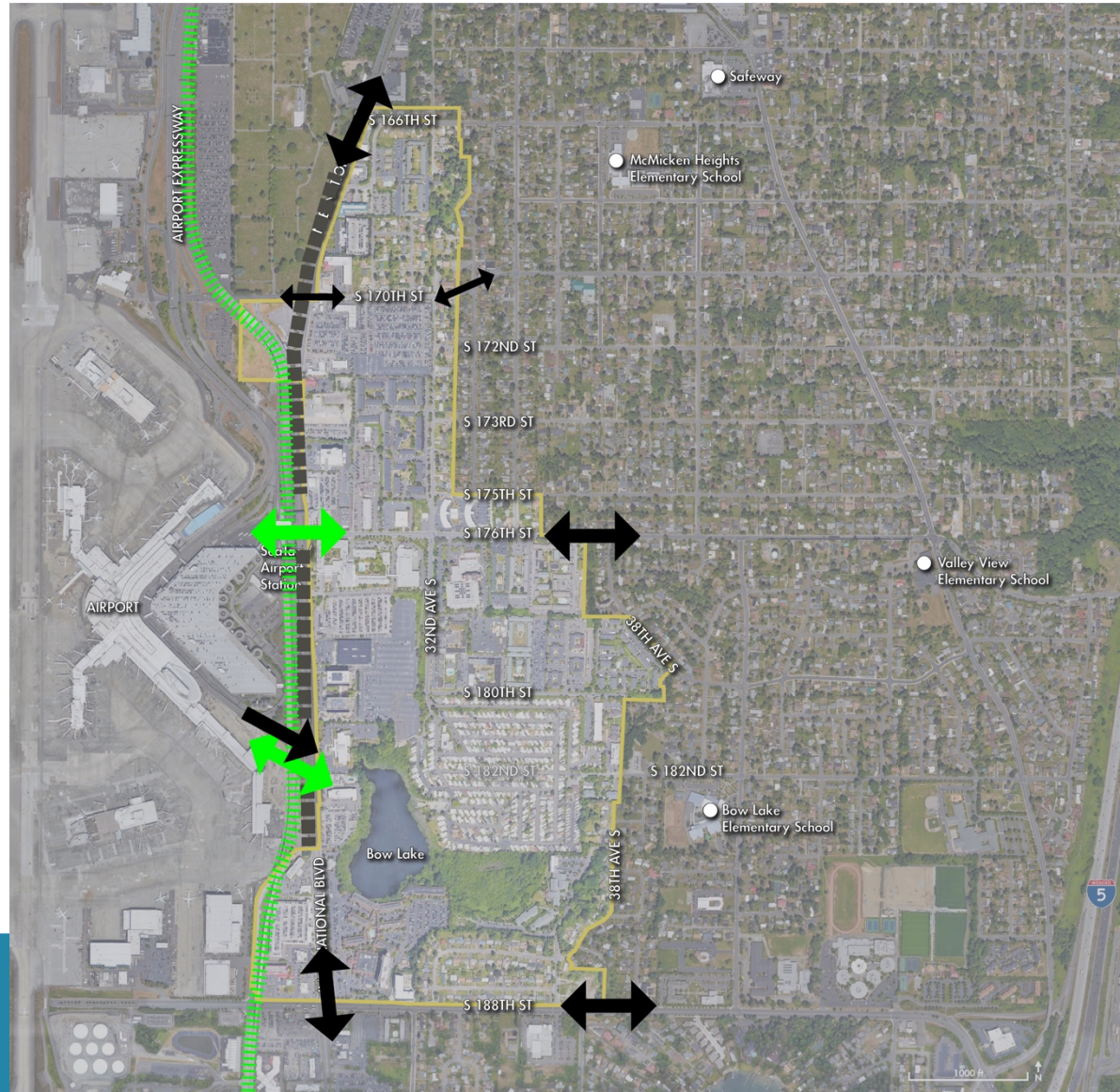
**Gateways,
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Urban Design Findings

Edges

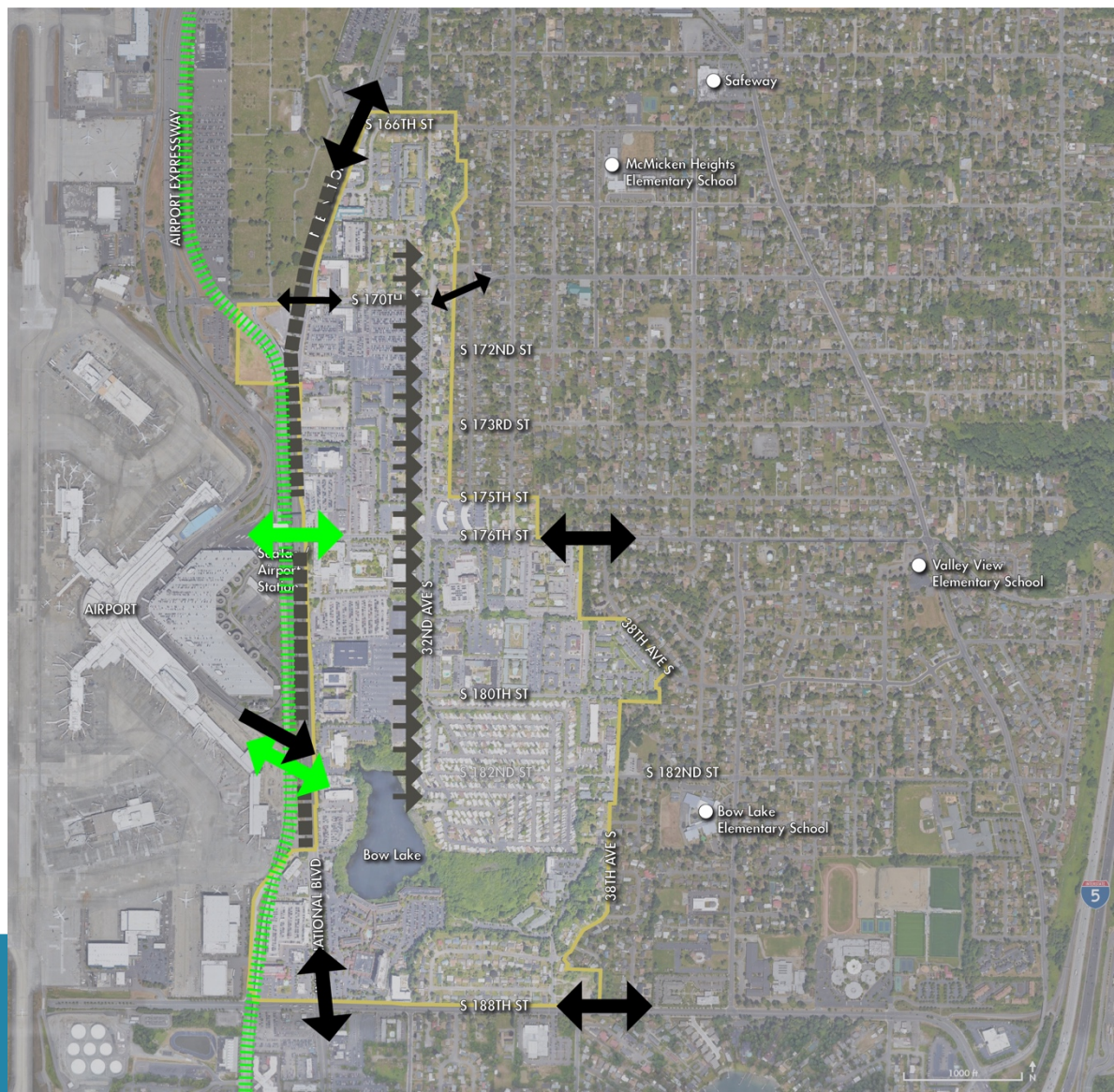
Gateways, Hearts, & Edges



Urban Design Findings

Edges

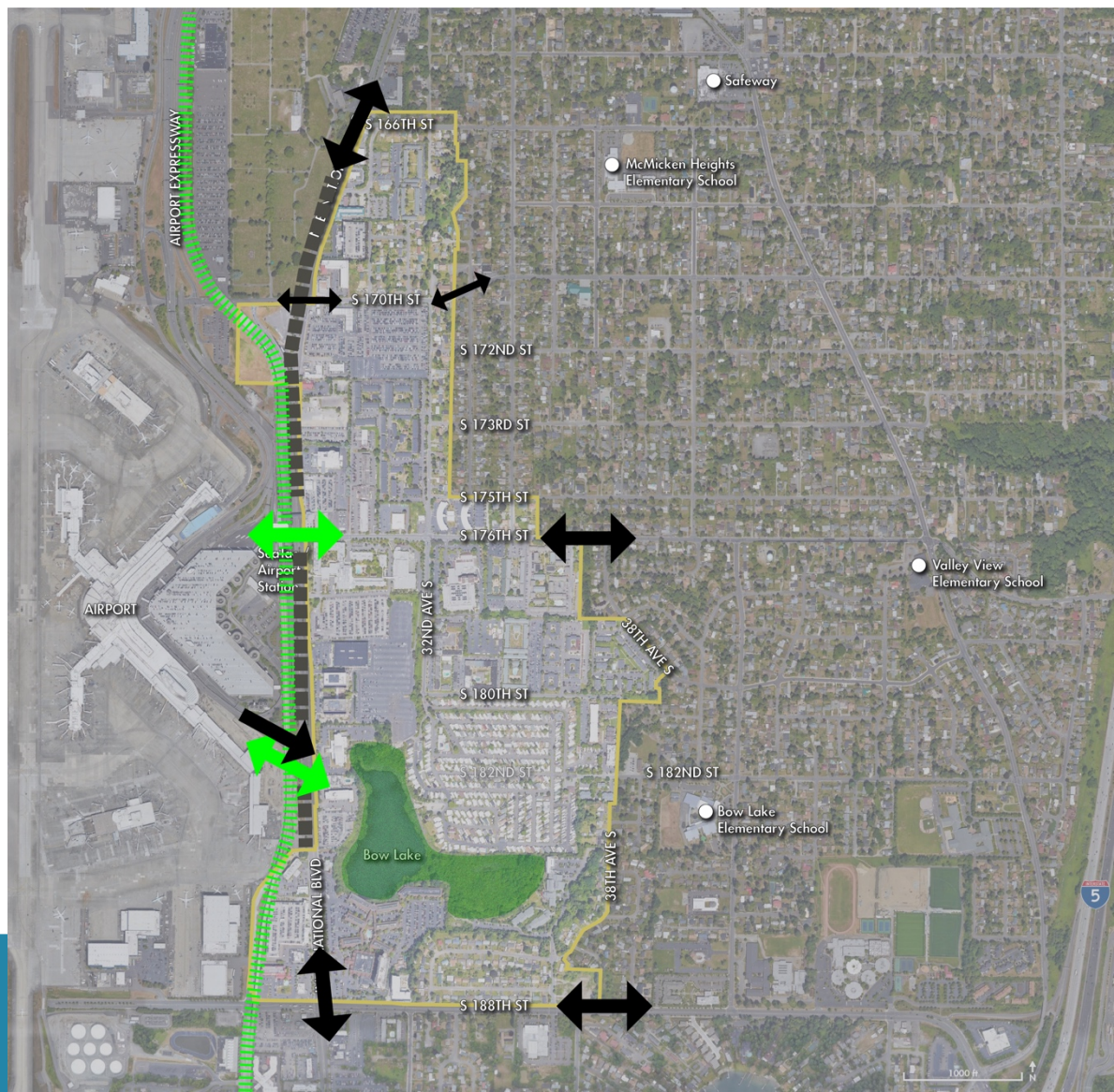
Gateways, Hearts, & Edges



Urban Design Findings

**Hearts:
Green**

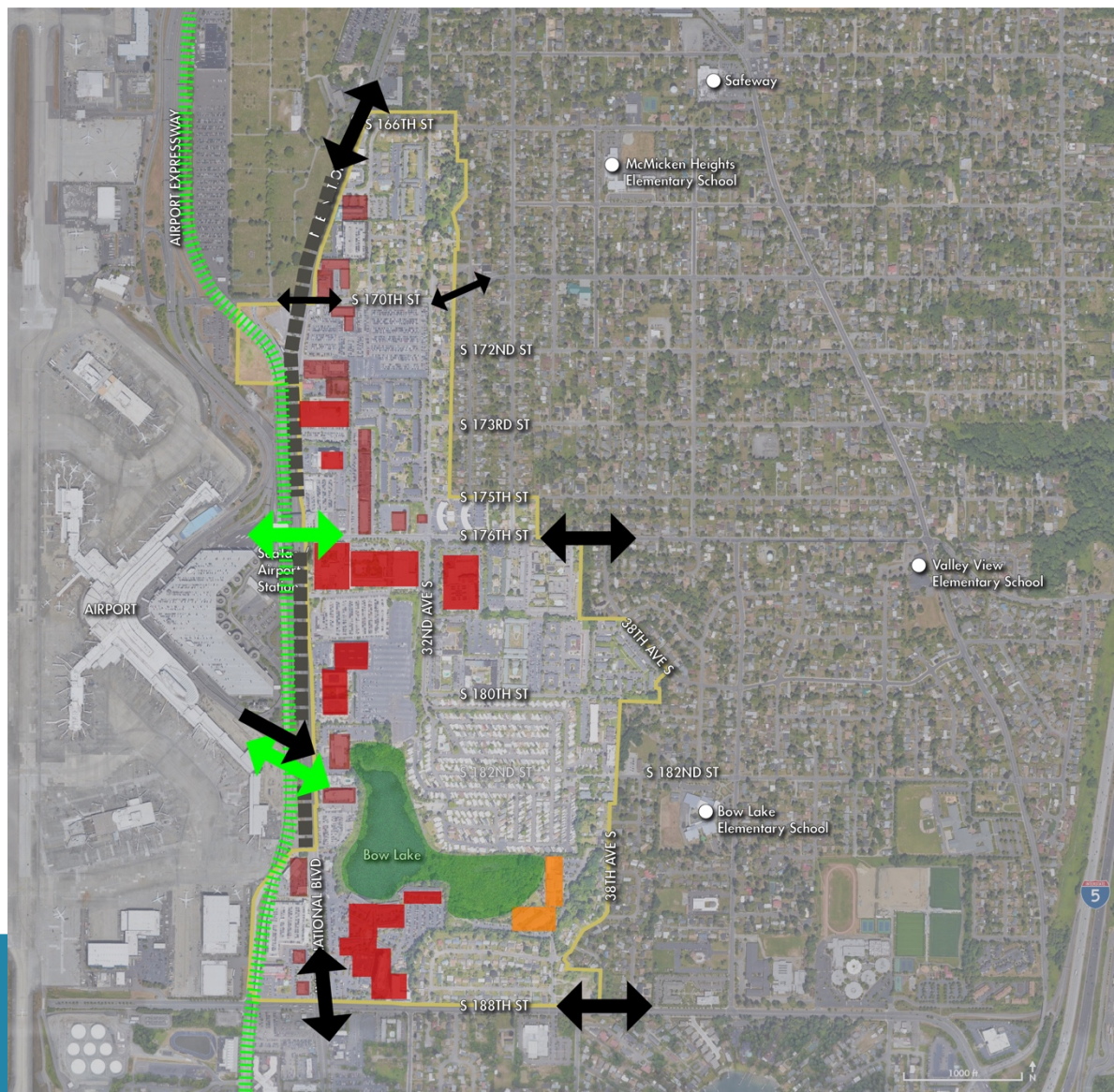
**Gateways,
Hearts,
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Urban Design Findings

**Hearts:
Commercial**

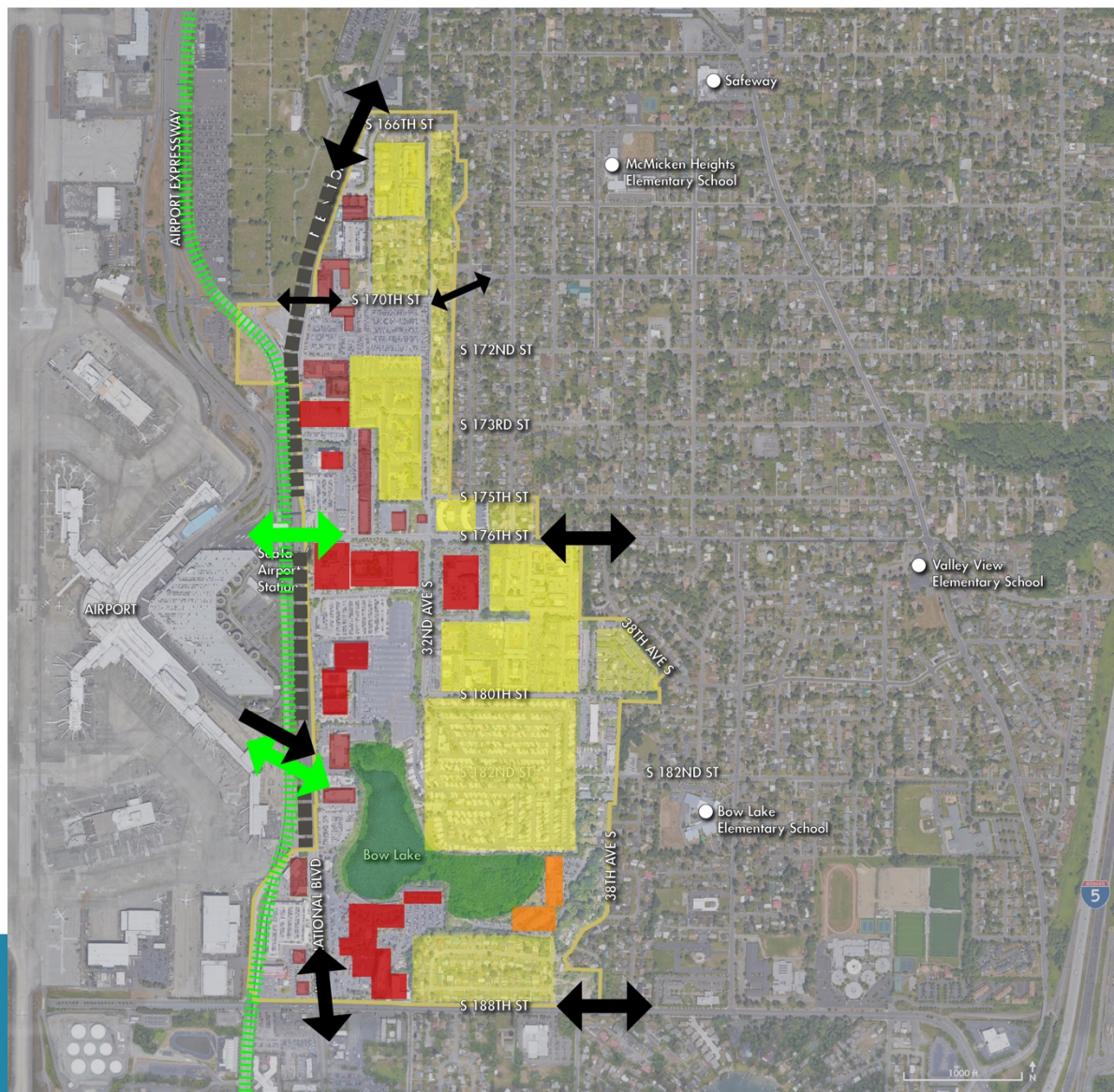
**Gateways,
Hearts,
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Urban Design Findings

**Hearts:
Housing**

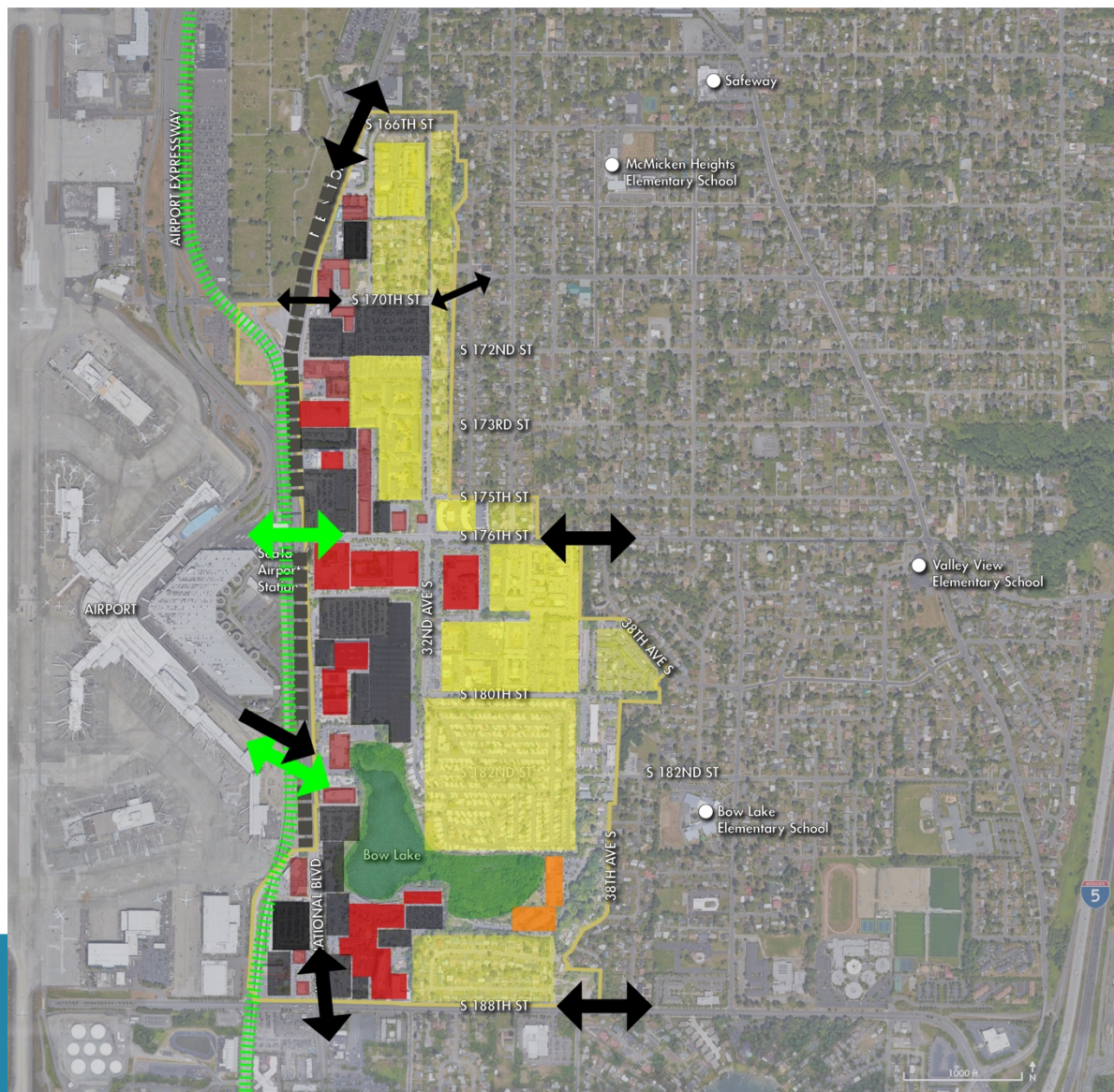
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Urban Design Findings

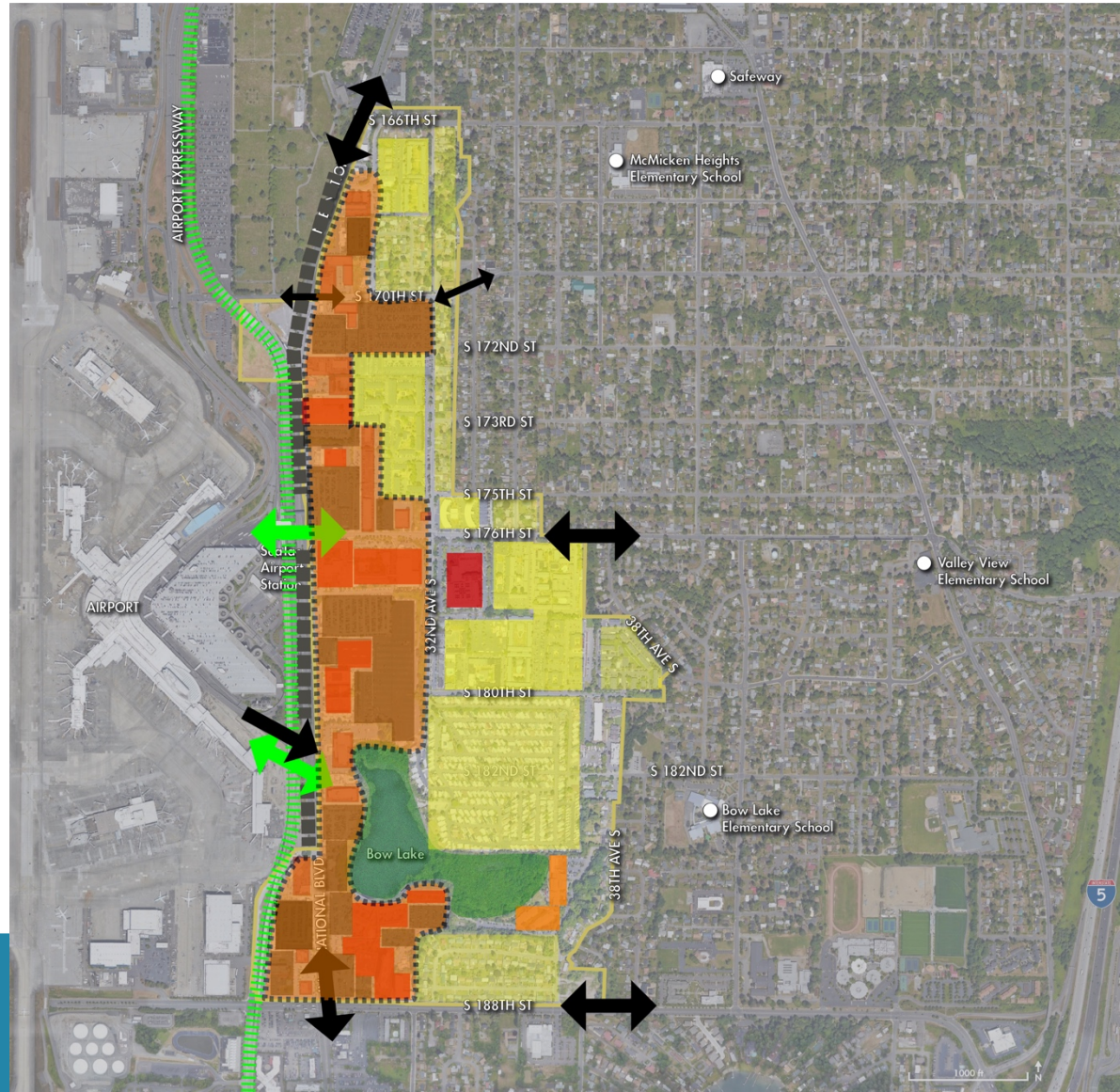
**Hearts:
Parking**

**Gateways,
Hearts,
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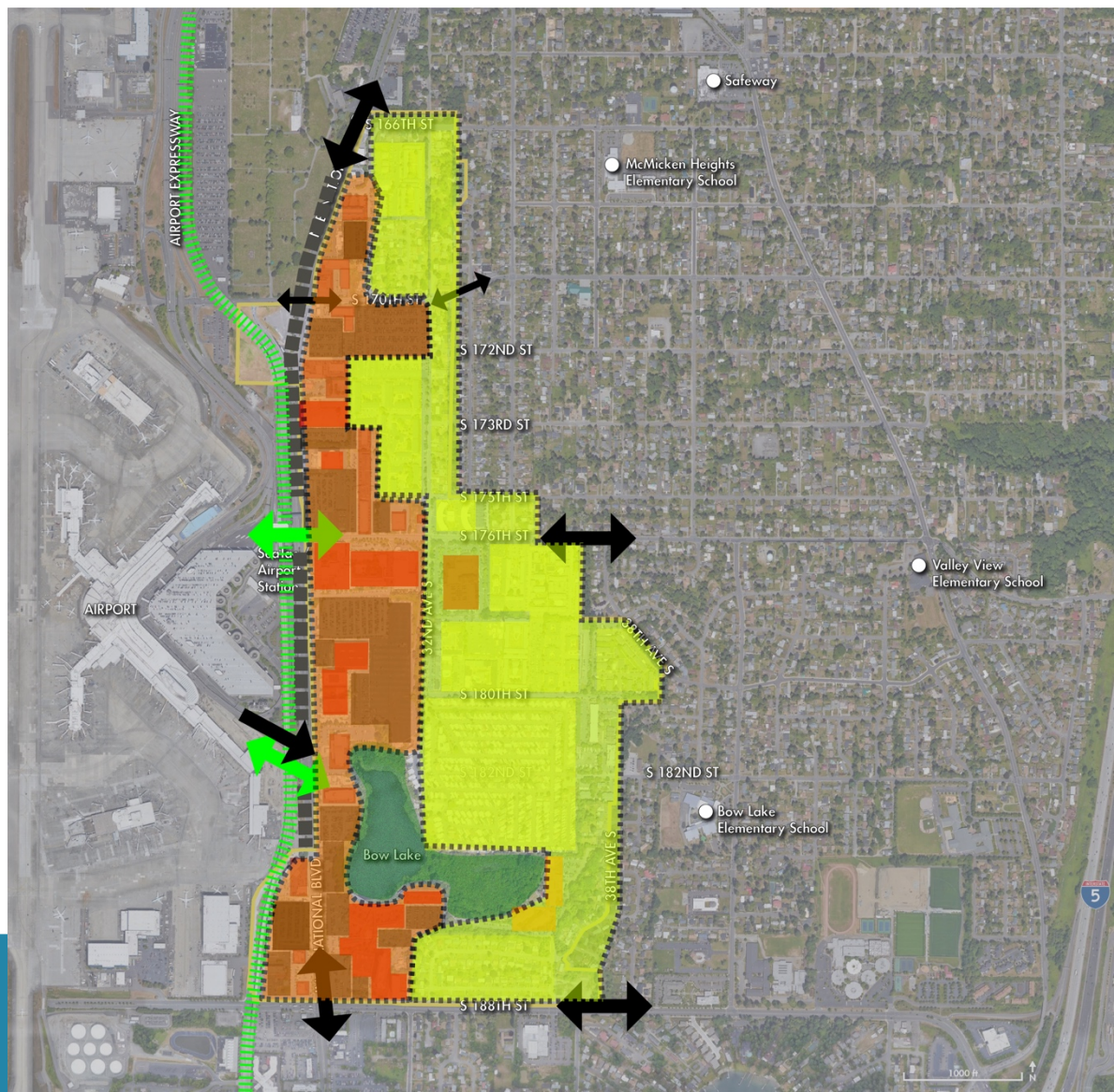
Urban Design Findings

Districts



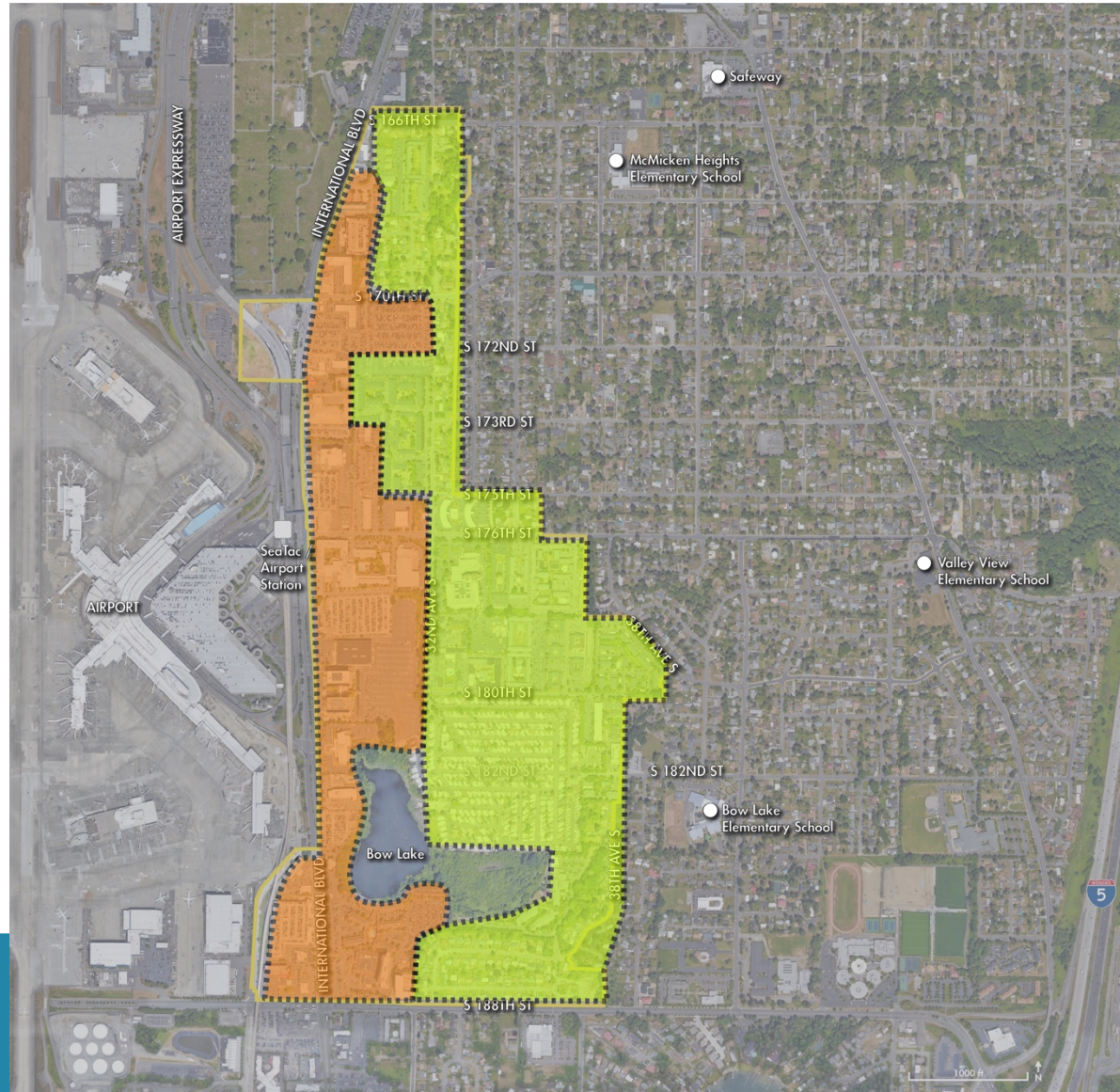
Urban Design Findings

Districts



Urban Design Findings

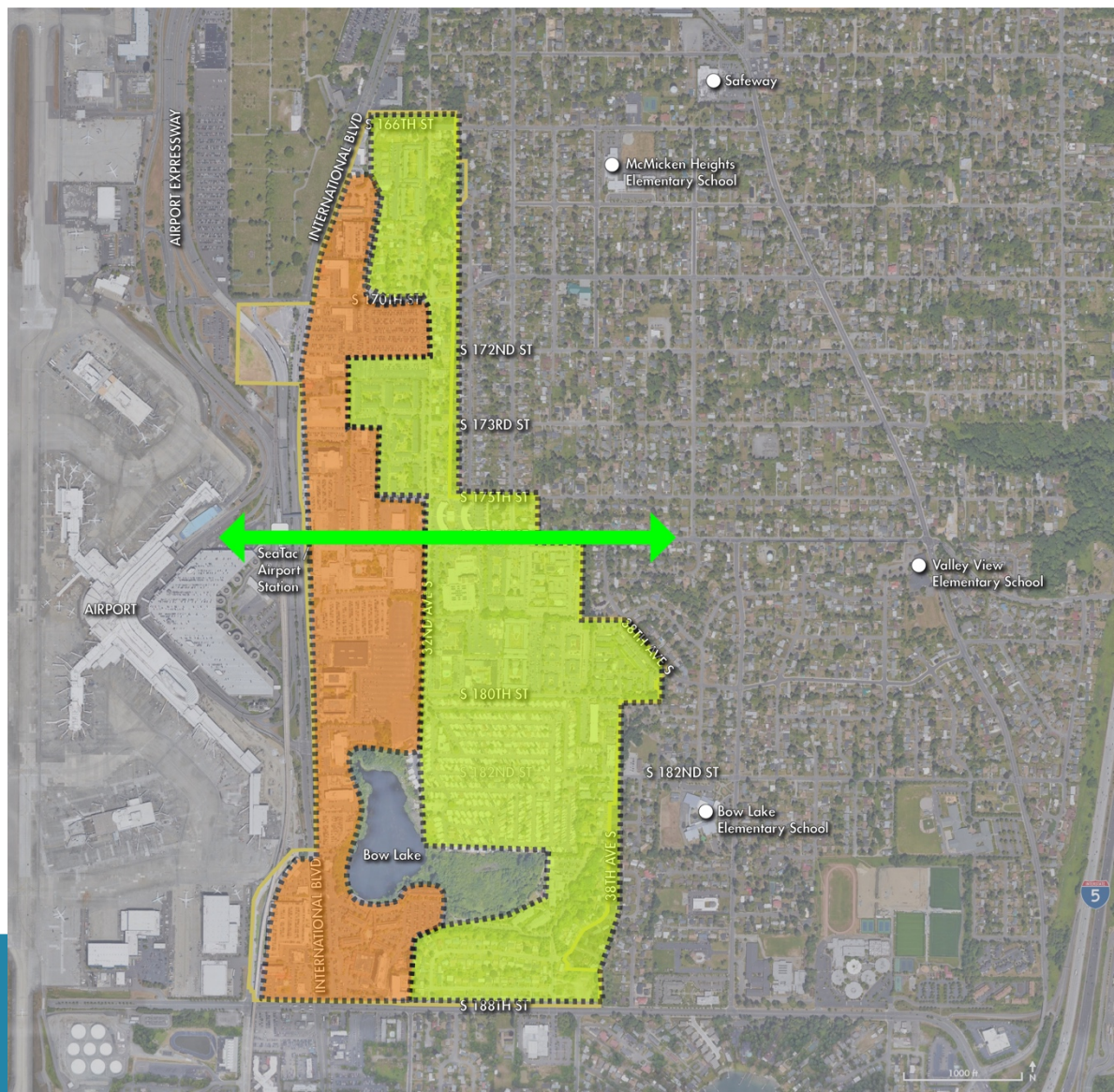
Districts



Urban Design Findings

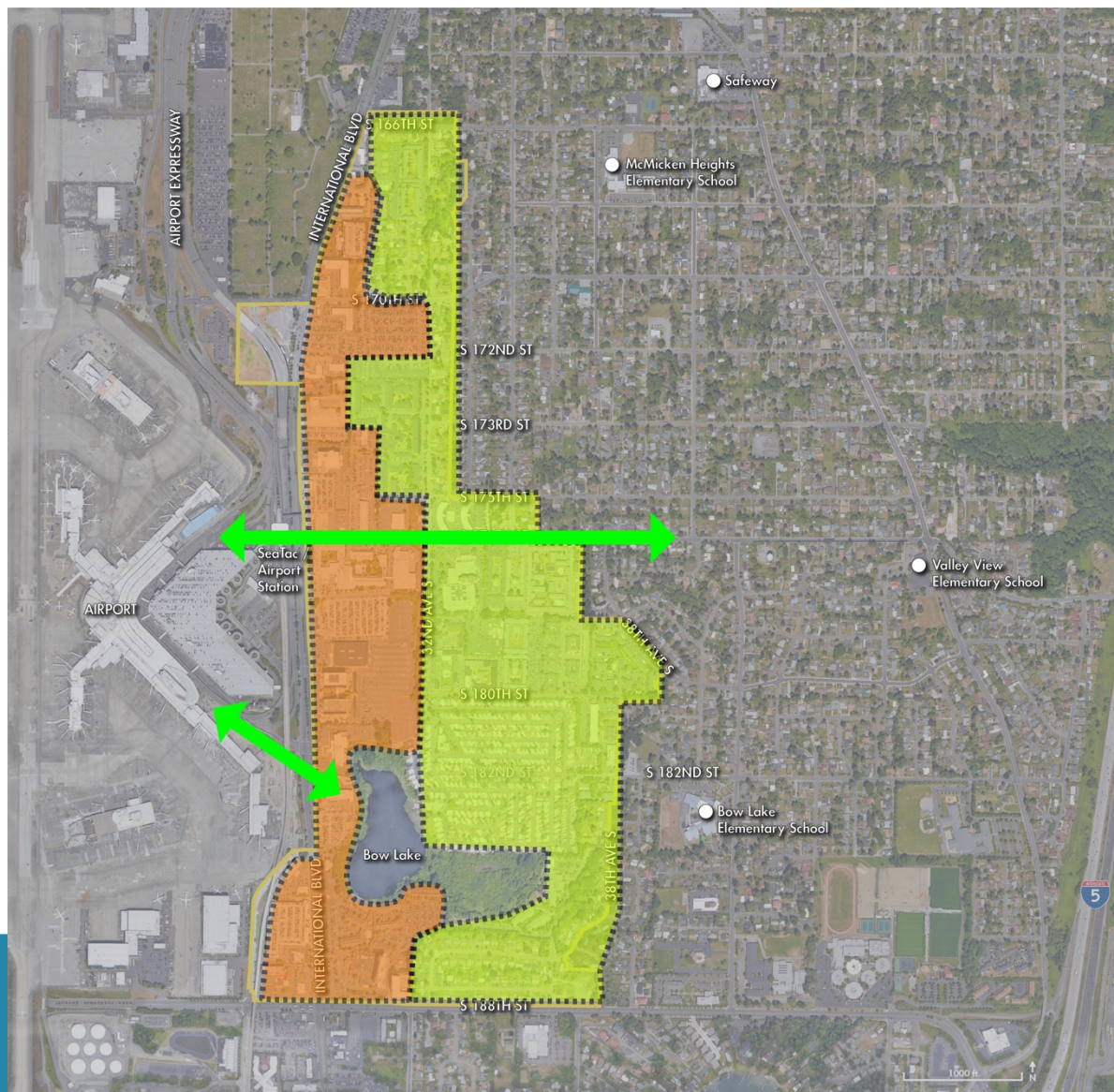
Opportunities

BDS



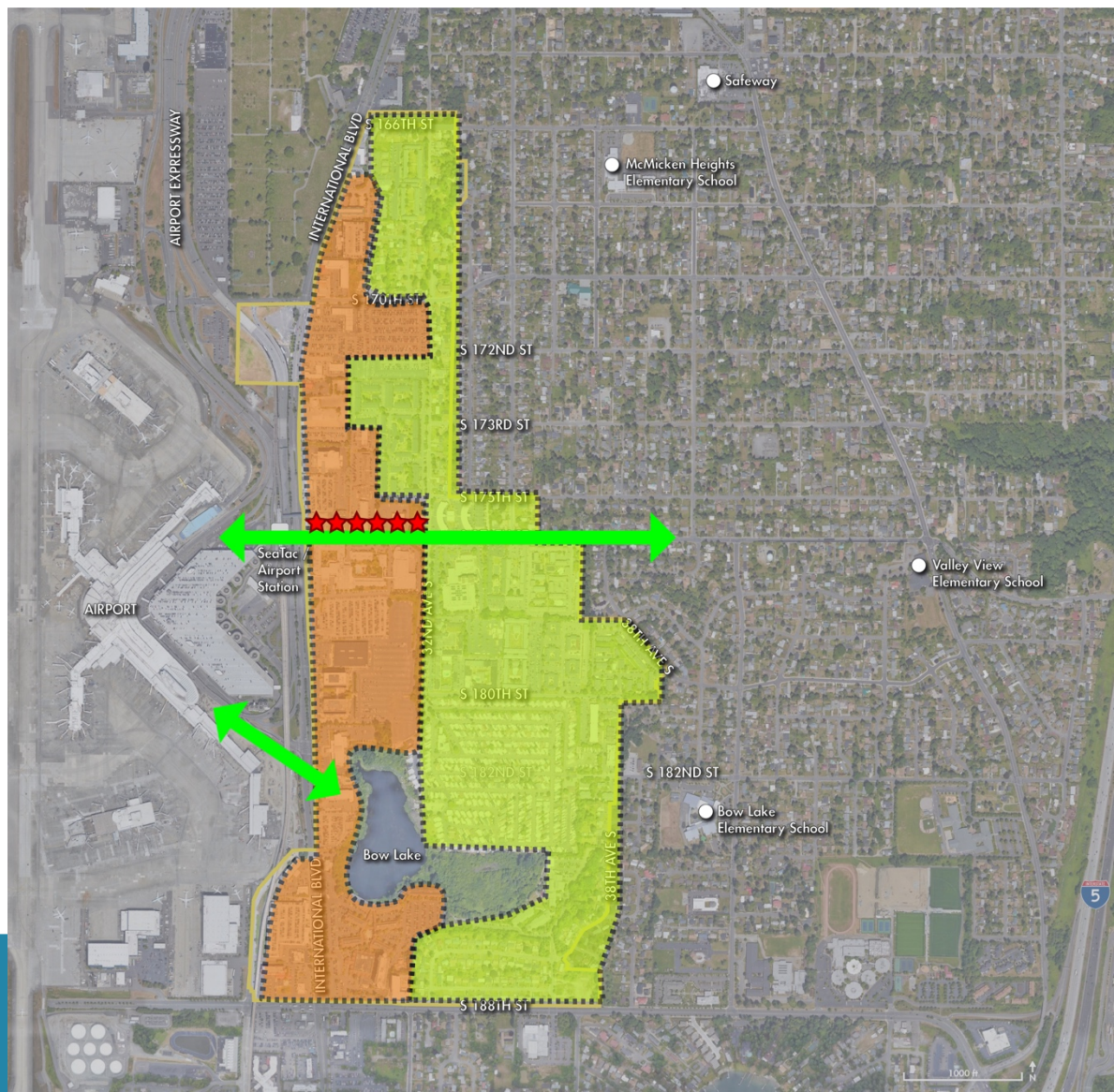
Urban Design Findings

Opportunities



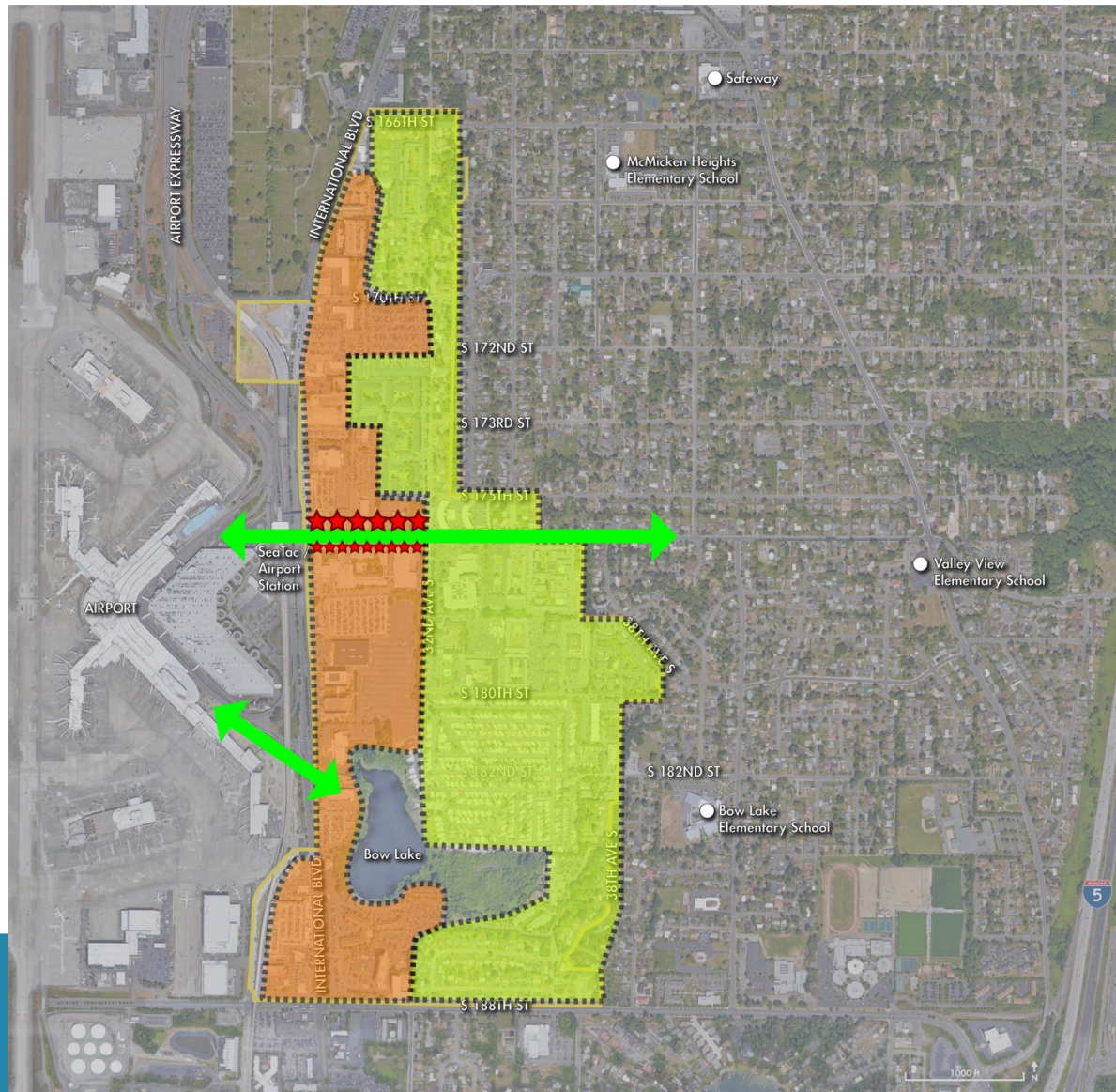
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Opportunities



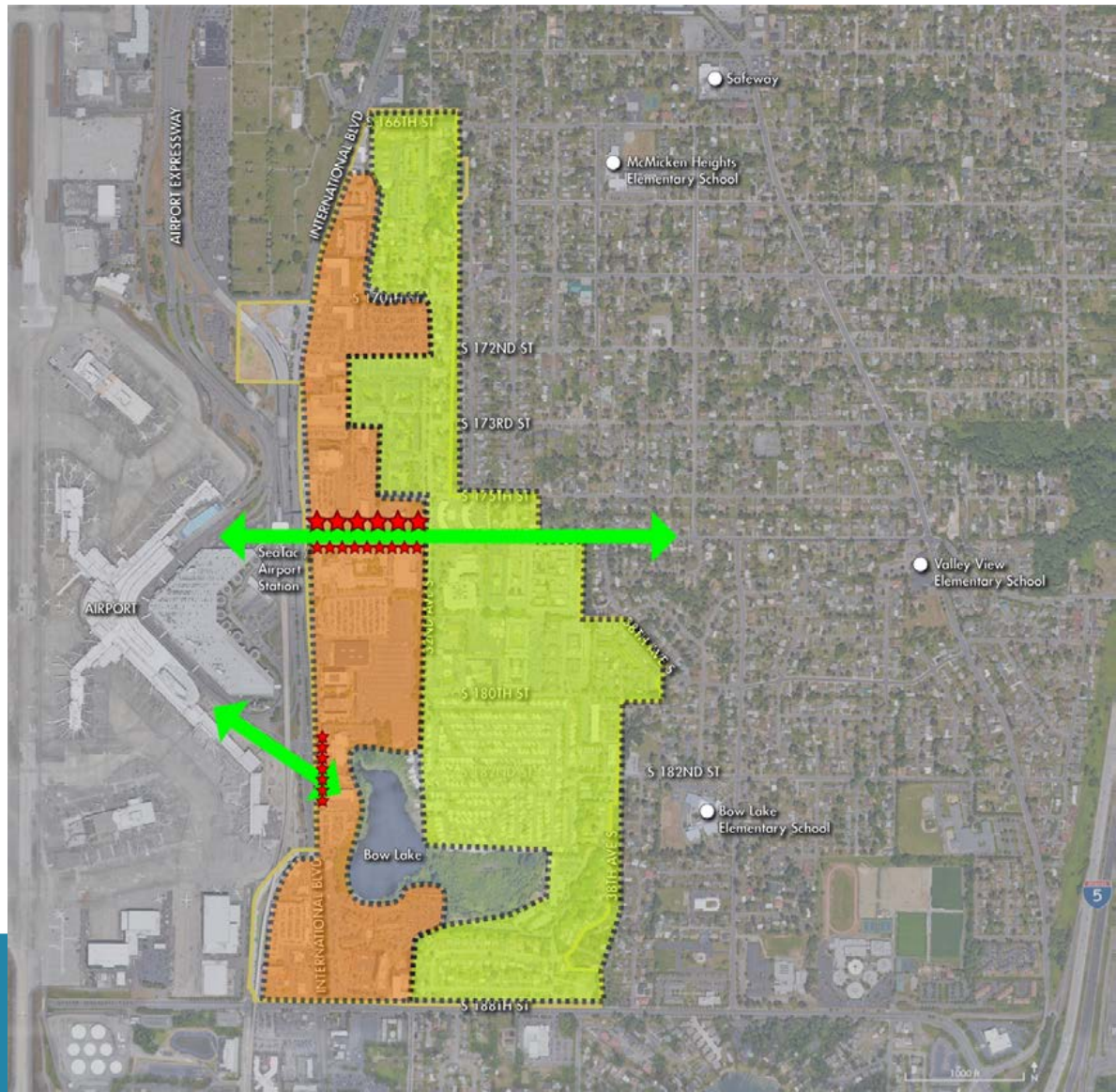
Urban Design Findings

Opportunities



Urban Design Findings

Opportunities





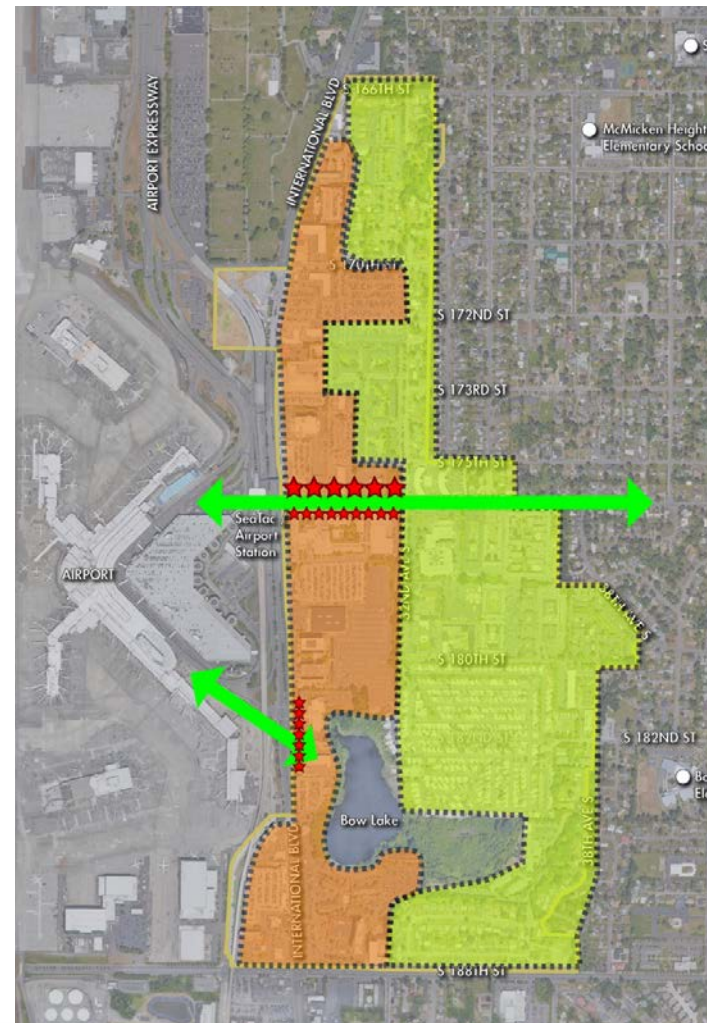
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“SeaTac Landing” – *Draft Vision*

The global gateway to the Pacific Northwest; SeaTac Landing is an active, international hub providing workers, visitors, and residents with a diverse set of experiences in an enticing, contemporary, and walkable urban district.



District Principles

- **Economic Prosperity.** Prosperity for all is achieved through improved land value, more diverse employment opportunities, and increased tax revenue.
- **Attractive Public Realm.** The comfort, quality, and programming of streets and public spaces entices people to come out and linger in the district.
- **Mix of Complementary Uses.** Development supports a mix of complementary and connected office, lodging, and airport service uses that are mutually supportive of one another.
- **Efficient Circulation.** Access to and between major activity centers limits congestion and maximizes mobility for all modes, including air.

Your Feedback

Questions

- Do the vision and principles for the airport business district resonate with you?
 - Why or why not?
- Did we miss something important to you?



Next Steps

- ❑ Consultants synthesize input (Dec/Jan)
- ❑ Circulate and vet Draft Plan with stakeholders (Jan)
- ❑ Transmit to Council for Approval (Feb)