



# Welcome

to:

## City Center/Airport Neighborhoods Community Planning Meeting #2

**Please continue down the  
hall to join the meeting.**

**Thank you for coming!**





# City Center/Airport Neighborhoods Community Planning Meeting #2

**Tonight's Goal:**  
**Confirm the Community Vision**

## **MEETING PROGRAM**

**6:30pm: Open house begins**

- Attendees provide input at stations
- Enjoy crafts & refreshments

**7:00-7:30pm: Presentation**

**7:30pm: Door prize drawing!**

**8:00pm: Open house ends**

**Thank you for coming!**



# STATION #1: About the Project

## City Center Plan Update Phase 1: Identifying a Vision for the Area

### What is the City Center Plan?

- The City Center Plan was adopted in 1999.
- It 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.



### Why Update the Plan?

Because much has changed in the area and the region (airport growth, construction of SeaTac/Airport Light Rail Station, etc. ) &

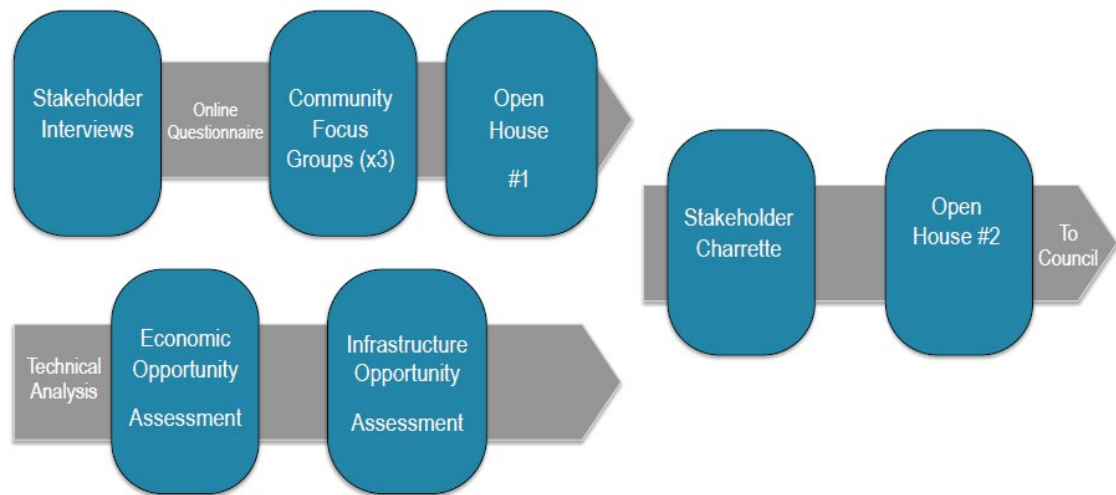
**the City wants to work with the community to re-set priorities for the district.**

# Project Goals & Activities

## Goals

- **Identify a vision for what the area should be like now & in the future** (business center, neighborhood center, both, other...)
- **Ensure the vision is supported** by the community and business stakeholders.
- **Identify an urban design & development concept** for what the area should look like.

## Process



## Next Steps

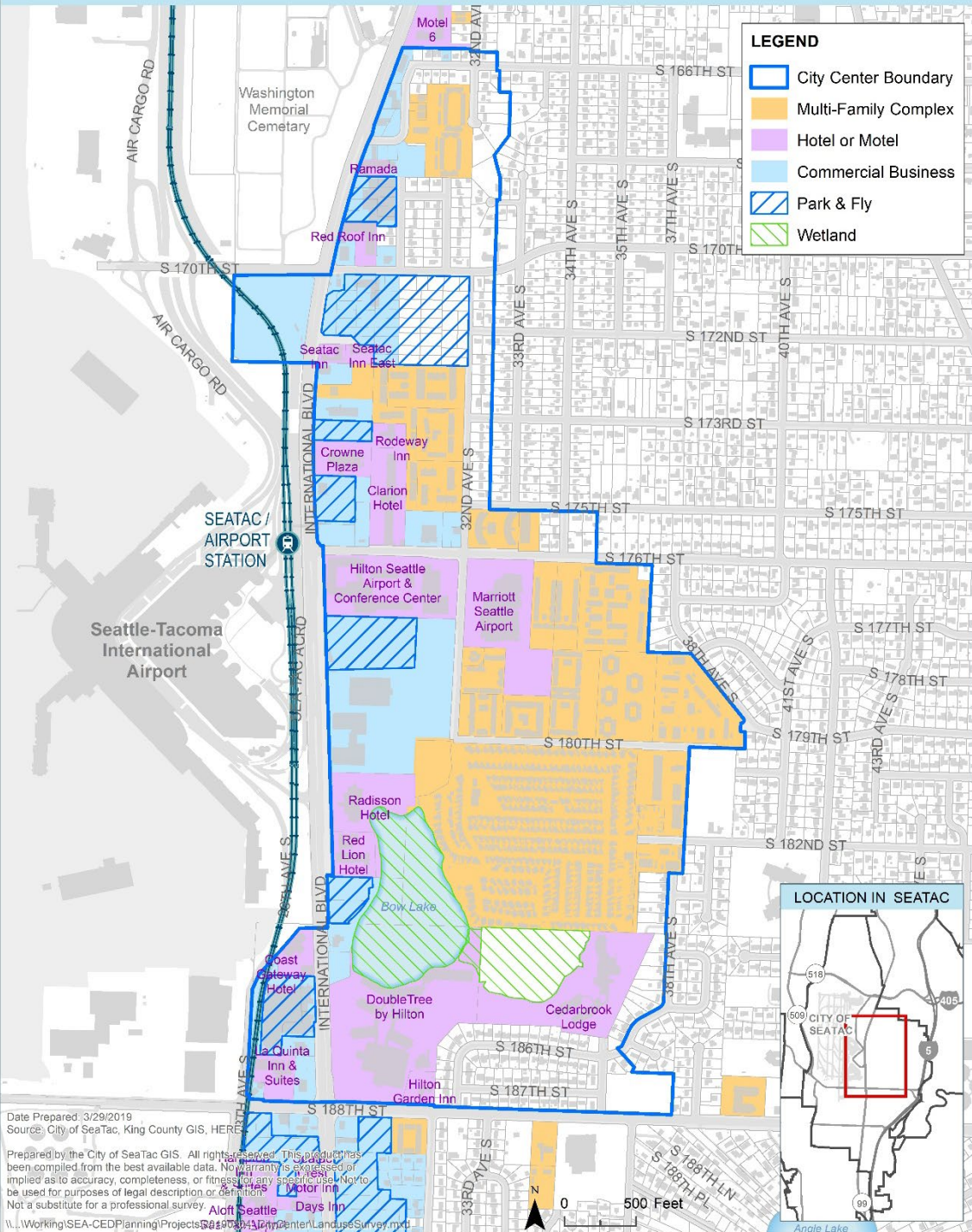
- Jan/Feb 2019: Complete **Vision Report** for City Council Review .
- 2020: Create Plan that implements the vision.

# STATION #2:

## What We Learned

### SeaTac City Center Land Use

City of SeaTac





# Economic/Market Study

## Key Findings:

**The SeaTac market is airport driven (including the City Center)**

& has “*untapped potential as a globally significant airport city.*”

## **The City Center Area**

(Does NOT include airport)

- **Population:** 5,600 residents (~20% City overall population).
- **Housing:** Two thirds of residents live in apartments.
- **Jobs:** 14% of jobs citywide located in City Center – mostly hospitality and management/administrative jobs.
- **Commuting:** **15% of residents walk to work** (compared to 5% citywide)
- **Retail/Restaurants/Services:** City Center captures small share of southside market (Example: 4% of dining market).

**New construction can be challenging** because rents are generally lower than rest of region, but construction costs are the same.

# Economic/Market Study

## Key Opportunities:

The airport is growing:

- **Increasing demand for airport support services** (lodging, extended stay residential, parking, dining, entertainment & convenience-oriented services), **especially co-located with other services** (like restaurants, coffee shops, stores...)

The region is growing:

- **Potential for future office development** (area could be alternative to downtown Seattle & East Side with direct access to airport & light rail).

The needs of residents, workers & visitors can be served at same time by same businesses:

- **Opportunity for retail/services focused on needs of visitors, residents & employees**, in attractive, easy to walk to environment close to other retail/service options.

Co-locate shopping, restaurants & services with airport support businesses (like hotels and park and fly)







# STATION #3:

## What We Heard

### Findings from Community & Stakeholders

#### Themes Across All Groups:

##### IDENTITY: District Lacks Cohesive

**Identity.** Name “City Center” has no meaning for people who live, work or own a business in the area.

##### ACCESS: Access to Area is Great,

**But...** Improvements to pedestrian experience & traffic issues are needed.

##### LIGHTING: Lighting Improvements

**Needed.** Better lighting at night needed to address public safety.

##### AFFORDABILITY: Keep the District

**Affordable.** Maintaining affordable housing options is a major issue for residents.

##### PRIDE: Improve the Look and Feel of the

**Place.** Enhancements to built environment will increase community pride for the district.

## What kind of places are missing in the District?

A word cloud featuring various types of places and businesses. The words are arranged in a dense, overlapping manner. The most prominent word is 'restaurants' in a large, bold, pink font. Other large words include 'center' in green, 'places' in purple, 'grocery' in green, and 'hotels' in purple. Smaller words include 'stores', 'city', 'store', 'parking', 'lots', 'park', 'venues', 'seatac', 'coffee', 'gathering', 'open', 'airport', 'kind', 'shops', 'bars', 'now', 'just', 'community', 'nothing', 'people', 'great', 'areas', 'arts', 'asset', 'serve', and 'spaces'. The colors of the words vary, including shades of green, purple, pink, blue, and brown.

Where would you like to be able to **shop** (retail/convenience)?



# What We Heard

## Stakeholder Themes:

### Property, Business 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 Shopping & Business Opportunities** for Workers & Residents
- **Support Housing Affordability** for Workers and Residents
- **Protect Adaptability to Future Opportunities & Change** (like autonomous vehicles)

### Initial Vision Concepts:

- South End Office & Employment Center
- Aerotropolis

## STATION #4:

## "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.



## Urban Design Concept:

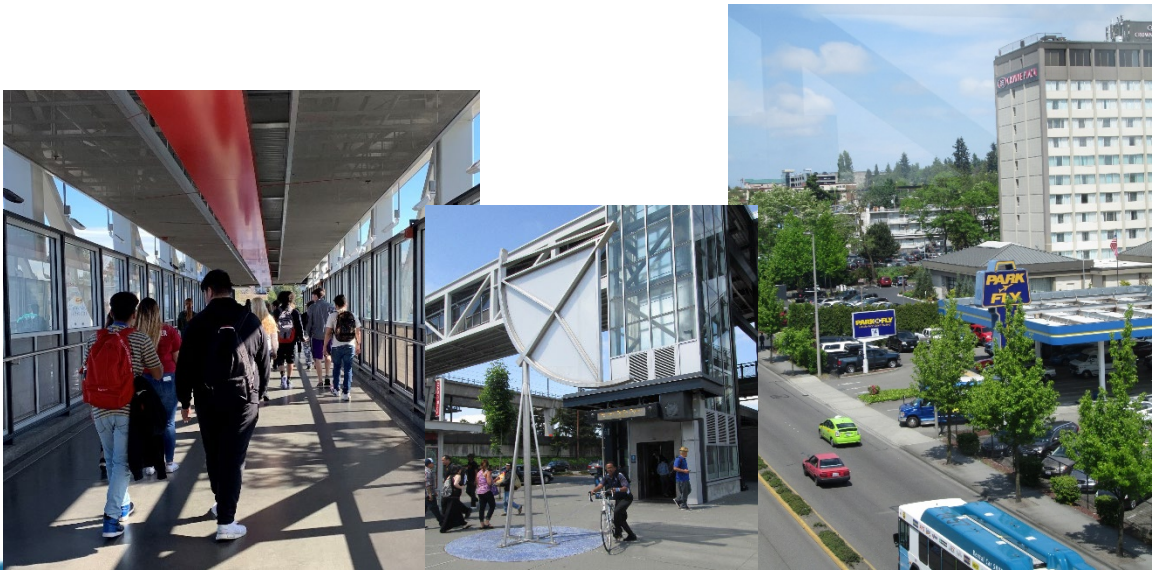
- **Business District to West** (orange area)
- **Neighborhood District to East** (yellow area)
- **Business & Service Hubs:** (red stars)
  - **Along S. 176<sup>th</sup> St.** near light rail station & pedestrian bridge
  - **Along Int'l Blvd. near S. 182<sup>nd</sup>** in front of office towers

**What do you think? What's missing?  
What about the name?**



# Draft 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.



**What do you think of the district principles?  
What's missing?**