



# CITY CENTER PLAN UPDATE PHASE 1 VISION REPORT

February 2020



# ACKNOWLEDGEMENTS

**The City of SeaTac wishes to thank and acknowledge all of the individuals and groups who dedicated their time and energy to the creation of this shared vision.**

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# PLAN ON A PAGE

## PURPOSE

The City Center Plan Update Phase 1 Project Vision Report is written to document consensus about a path forward for the district. This document charts a shared vision for the City Center area that brings together diverse perspectives of people who care deeply about the future of the area. The Vision, Principles, and Objectives in this Report have support from SeaTac's elected representatives, major private and public stakeholders, the broader community, and City staff. Agreement on these shared elements creates a strong critical foundation for the next phase of planning work that will occur in Phase 2.

## VISION

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

## PRINCIPLES

- Economic Prosperity
- Attractive Public Realm
- Mix of Complementary uses
- Efficient Circulation

## NEXT STEPS

- Completion of Phase 2 sub-area Plan

## NEAR TERM PROJECTS

- International Boulevard Corridor Safety Study
- Station area pedestrian access improvements
- Continued communication and coordination with stakeholders to complete phase 2 and explore the potential formation of a business improvement association or some other such group.



*SeaTac City Center Boundary*

This 350 acre district is located in central SeaTac, immediately adjacent to the airport and SeaTac/Airport light rail station, with boundaries extending along the International Boulevard corridor from S 188th Street to approximately S 166th Street.

\* "SeaTac Landing" is the Phase 1 name of the district. The final name will be confirmed as part of the Phase 2 planning process.

# PROCESS

**This focused six-month planning process was designed to engage a breadth of important local voices.**

Before the process formally began, City Planning Staff worked with students from Tye High School's Advanced Marketing Class on various activities including creating infographics, collecting questionnaires and doing a "walking audit" to learn about the area.

Once the BDS Planning team was brought on board, the consulting team conducted confidential interviews with many private and public stakeholders to learn about their candid assessments of the district. While the consulting team developed current economic and transportation assessments of the district, **three targeted focus groups were convened to hear from district voices that are often harder to hear:** 1) airport workers, 2) residents of Windsor Heights Apartments and 3) The Bow Lake Mobile Home Park Home Owners Association. Core overlapping themes that emerged from all of the focus groups were:

- The need to strengthen district identity and brand
- Pedestrian access to key regional transportation assets
- Lighting in public spaces as a personal safety issue
- Importance of naturally occurring affordability
- A desire for aesthetic enhancements that would foster community pride



*Tye HS Students' Walking Audit*



*Airport Workers Focus Group*



*Windsor Height Focus Group*



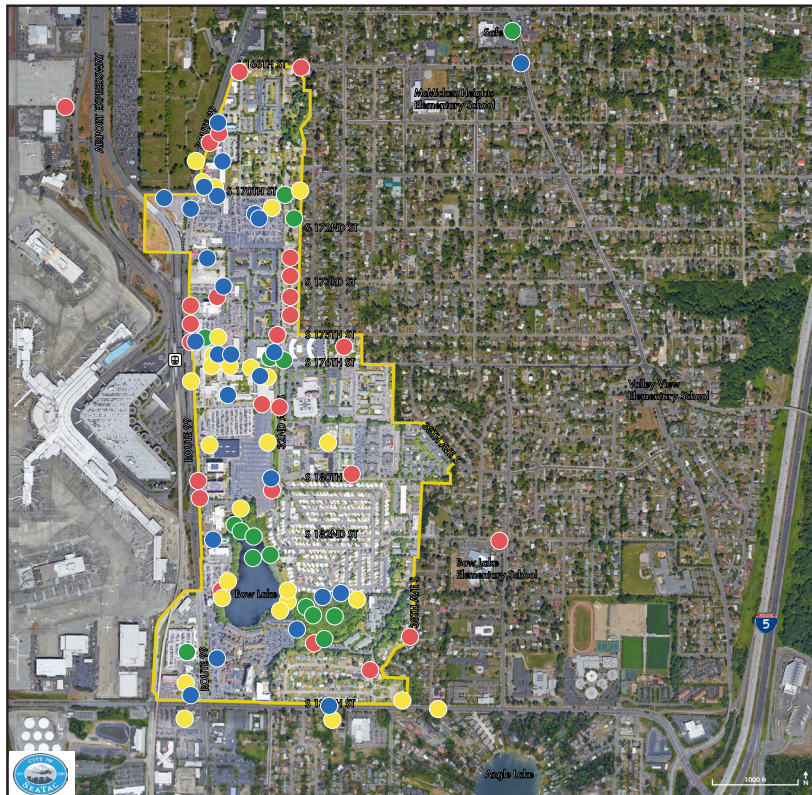


A community Open House was held at McMicken Heights Elementary School on October 23, 2019. Participants were asked to provide their values, fears, priorities, and a one-word description of the City Center. They were also able to provide feedback through the interactive mapping exercise, and mapping stations focused on vehicular and pedestrian constraints and opportunities.

Participants' most valued aspects regarding the district converged among four themes 1) Access to transit/light rail; 2) An inviting environment for residents and visitors; 3) A variety of shopping opportunities; and 4) a focus on community and local residents.



October 3 Open House



#### QUESTIONS:

- Where would you like to be able to shop?
- Where would you like to be able to eat?
- Where would you like to be able to play/recreate?
- Where could sidewalks be added or improved to make walking easier?

#### LEGEND:

- Seatac City Center Boundary

Consolidated responses from all community engagement activities



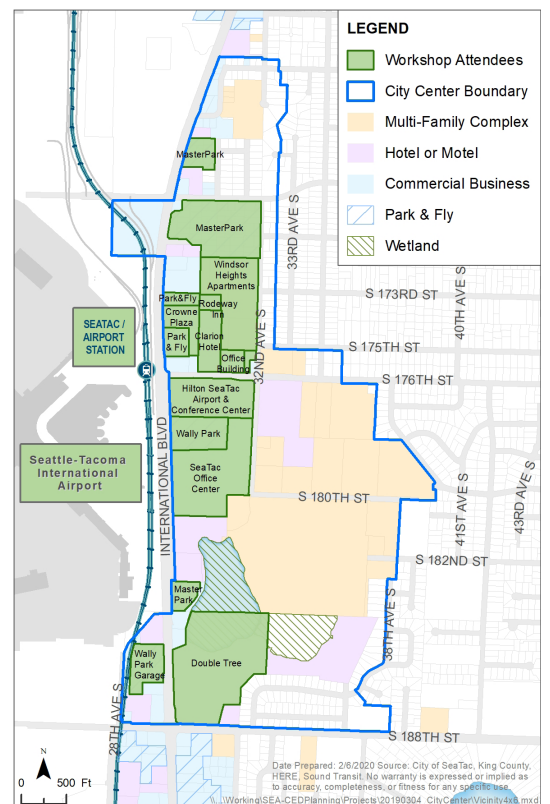
Armed with this detailed input from the focus groups and community open house, the consulting team convened a stakeholder workshop comprised of property owners and public partners who have a vested interest in the vitality of the district. During the workshop on November 26th, 2019, attendees received a presentation from the consultant team describing the outcomes of stakeholder and community engagement, as well as the technical assessments of BDS (Urban Design), E.D. Hovee (Economics), and Toole Design (Transportation Infrastructure).



*November 26 Stakeholder Workshop*

The consultant team identified two distinct sub areas within the City Center area of study—one focused on residential and another on more intensive commercial uses. The map on page 9 depicts the general boundaries of these sub-areas. The consultant team then presented a draft vision and principles for the district which was referred to as **“SeaTac Landing”** by the consulting team.

Having achieved consensus around the high level vision and principles for the district, workshop attendees broke into small groups to offer their specific ideas about necessary priority outcomes (in Urban Design, Transportation, Economic Development, and Implementation) that would be necessary in the next five years in order to make collective progress on achieving the Vision. The consulting team synthesized these priority outcomes into the objectives that appear in the following section and worked with the City of SeaTac to identify actions that should be taken in the near term to tackle them.



*Map of Workshop Attendees*



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

## PRINCIPLES

1

### **Economic Prosperity**

Prosperity for all is achieved through improved land value, more diverse employment opportunities, and increased tax revenue.

2

### **Attractive Public Realm**

The comfort, quality, and programming of streets and public spaces entices people to come out and linger in the district.

3

### **Mix of Complementary Uses**

Development supports a mix of office, lodging, retail, and airport service uses that are mutually supportive of one another.

4

### **Efficient Circulation**

Access to and between major activity centers limits congestion and maximizes mobility for all modes, including air.



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# DISTRICT URBAN DESIGN CONCEPT

In accordance with the district Vision and Principles, this section describes a consensus urban design concept for the district. In short, the concept is for a district that sustains two sub areas with distinct characters: an urban, airport-serving, and mixed-use district along International Boulevard (mapped orange) and a residential area stepping down in intensity to meet the single family neighborhoods at the eastern-most boundary (mapped yellow).

## Airport Business District

The western portion of the district fronting International Boulevard should develop as a mixed-use “aerotropolis” (or airport city) where each new development provides added incentive not just to pass through – but linger. Class A office space, conferencing, traditional and flexible lodging, and dining/entertainment/small retail will establish SeaTac as the complete one-stop package deal. Specific market-driven opportunities for this concept are:

- Improved linkages with the airport to better connect airport visitors and workers with the district’s airport services – specifically 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 potential reduction in future parking demand with changes in vehicle technology and consumer preferences – eventually freeing up land for other airport and community driven transit-oriented and mixed-use development concepts.

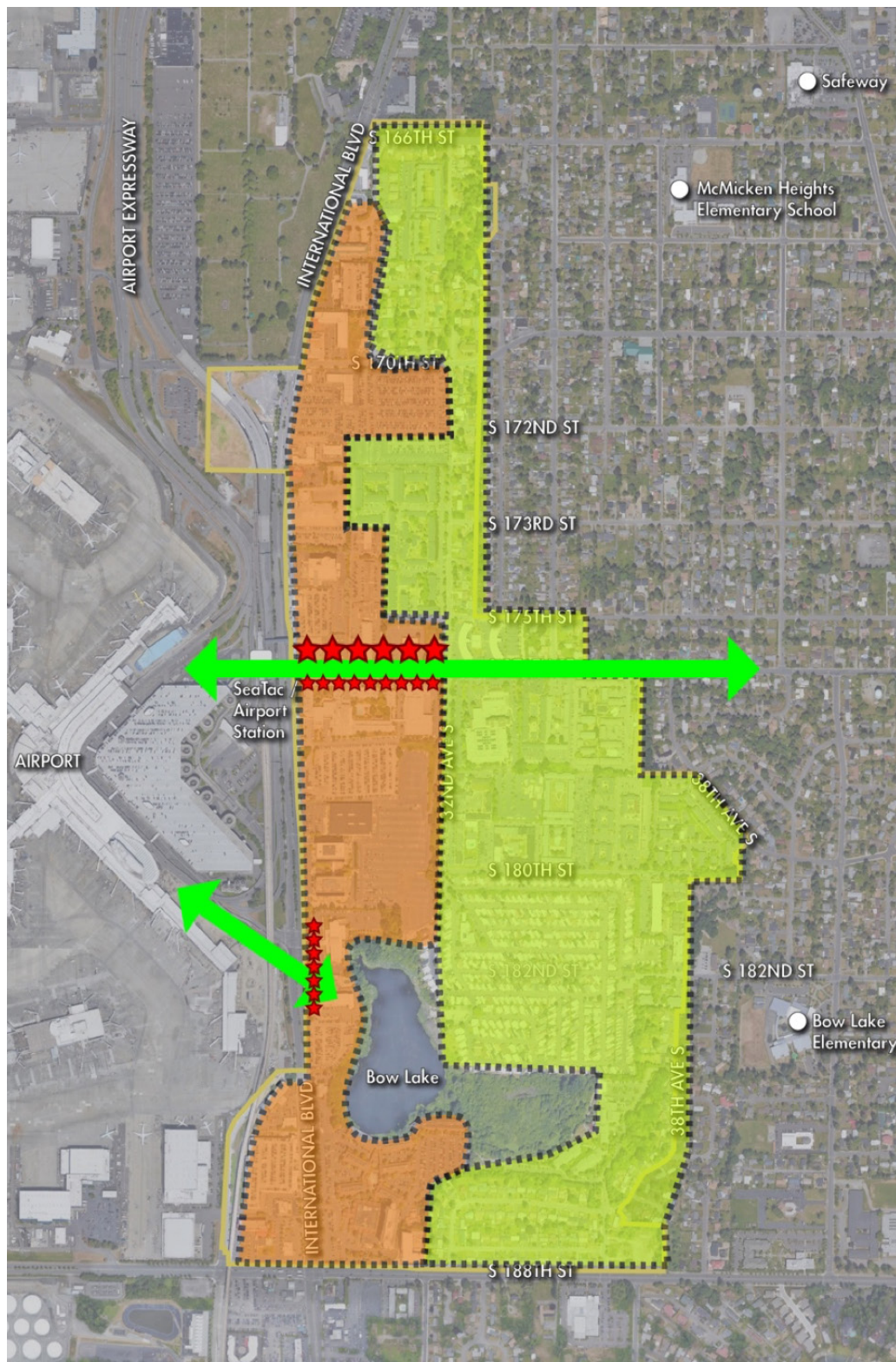
In the urban design concept map on page 9, red stars indicate the location of near-term priority actions. These areas indicate locations where retail service hubs, pedestrian improvements and redevelopment consistent with the Vision and Principles will be essential to building broader momentum for the district. The larger red stars indicate greater near term potential for pedestrian-oriented services. Similarly, the green arrows indicate special focus for right of way improvements and district access based on current and future pedestrian activity.

## Residential Multi-family

The multi-family residential area away from the International Boulevard corridor (mapped yellow) currently provides housing that is affordable and allows many airport and service workers easy access to their jobs and transit. The urban design concept for future development in this area is to remain consistent with the existing multi-family, better served by improved and added sidewalks, street infrastructure, and lighting. Wherever possible, residential developments should become more connected by public right of way or privately owned and maintained areas.







**Legend**

- Airport Business District
- Residential District
- Retail service hub locations

SeaTac Landing Sub-Districts

# OBJECTIVES & ACTIONS

The following section describes objectives for the district that are consistent with the vision. Objectives are concise outcome-oriented statements organized within four categories: Urban Design, Transportation, Economic Development and Implementation. Each objective is accompanied by one or more specific actions that should be taken to help realize this priority for the district.

## Urban Design

### 1. Enhance image and aesthetics of district

- Confirm name and brand for district to establish a consistent image and urban design for public spaces and new development
- Improve wayfinding and visual continuity throughout district, including between district and airport
- Explore role of public art in enhancing district
- Identify public realm improvements through the creation of streetscape design guidelines, and install design treatments (i.e. pedestrian lights, street furniture, wayfinding/signage, and public art)

### 2. Identify potential gaps in open space, including locations for recreation and gathering

- Ensure coordination between Phase 2 sub-area planning process and Parks, Recreation and Open Space (PROS) Plan Update project

### 3. Activate public and private spaces with programming

- Identify potential short-term uses (i.e. food trucks and cultural events) to activate and draw interest in district

### 4. Refine urban design framework to ensure consistent urban form throughout district

- Add more detail to urban design concept in Phase 2 to ensure appropriate urban form in all district locations, including retail-service hubs (activity centers) on S 176<sup>th</sup> Street and along International Blvd near S 182<sup>nd</sup> Street
- Update current design standards to match adopted vision





# Transportation

## **1. Improve traffic flow and maximize mobility for all modes of transportation**

- Explore strategies to ease congestion, enhance vehicle and pedestrian connections throughout the district and increase access to and from parcels

## **2. Enhance comfort and experience of walking**

- Identify appropriate sidewalk improvements that address pedestrian safety including the type and design of pedestrian facilities
- Develop and implement a pedestrian lighting plan
- Study locations of pedestrian facilities on west side of International Blvd
- Address the cleanliness and maintenance of public and private spaces

## **3. Improve crossings of International Blvd between the airport and the district (especially at S 176<sup>th</sup> and S 182<sup>nd</sup>)**

- Explore options to enhance safety and mobility for all modes including such things as grade separation of pedestrians

## **4. Ease flow of traffic by encouraging access through and between private property wherever possible**

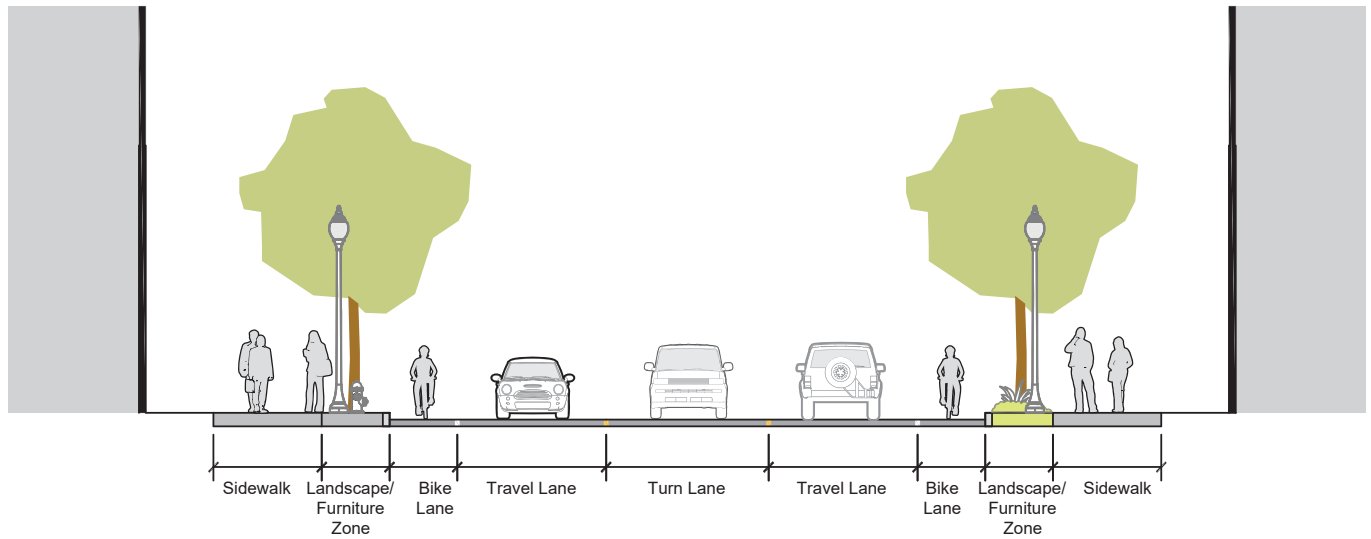
- Identify strategies to incentivize improvements to access through and between parcels as properties are redeveloped

## **5. Explore alternative strategies for mobility within and throughout the district**

- Identify how new or alternative transportation methods could improve mobility such as shuttle programs or the potential of autonomous vehicles or other methods or technologies

## **6. Ensure Public Works funded projects within district help implement the community-stakeholder supported vision for district**

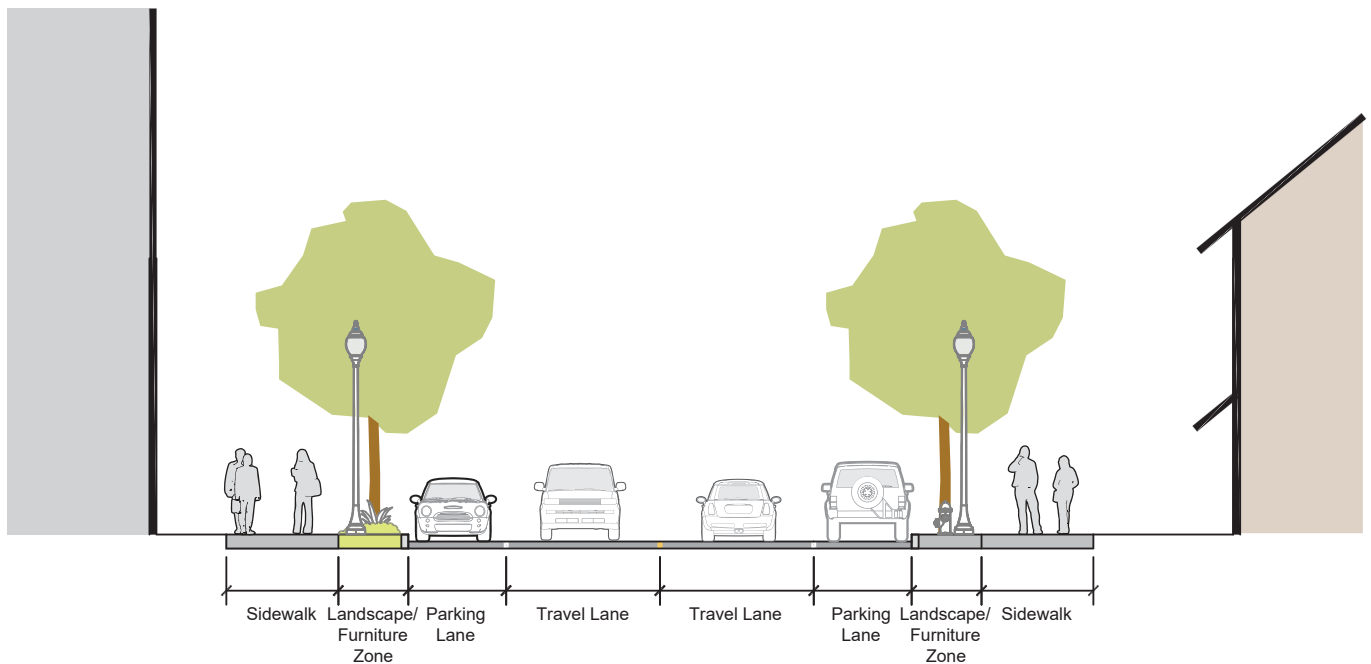
- Continue inter-departmental coordination of projects to ensure alignment of transportation infrastructure projects with vision for the district
- Ensure funding for pedestrian light standards allocated as part of currently funded projects



### Elements on Arterial Street

\* All facilities shown in the street concept may not fit within existing right-of-way

Toole Design, 2020



### Elements on Local Street

\* All facilities shown in the street concept may not fit within existing right-of-way

Toole Design, 2020

*These street images are illustrative concepts that identify the types of facilities that would implement the vision*





# Economic Development

## 1. Pursue economic development activities that strengthen the airport business district on the west and neighborhood district to the east

- Identify programmatic, regulatory, infrastructure and other City actions that promote existing and potential uses that enhance the airport business district and adjacent neighborhood district
- Explore opportunities to expand office development and the branding of the district as a south end regional office center
- Pursue options to incentivize mixed use hotel/commercial/office or other mixed use development, e.g. through pilot programs that explore things like the streamlining of regulatory and environmental review
- Analyze the need for workforce housing and other affordable and market rate options and identify a strategy that provides a variety of residential opportunities for diverse income levels
  - Study items should include residential opportunities, displacement risks/mitigation, housing/amenity strategies (and how they are connected)

## 2. Promote retail/service hubs (activity centers) along S 176th near International Blvd and along International Blvd near S 182nd St

- Identify strategies to encourage the development of restaurants, shops and other pedestrian-oriented services along S 176th and near the intersection of S 182nd & International Blvd

## 3. Encourage businesses and services that address and leverage the needs of visitors, workers and residents

- Examine strategies that promote co-location of airport-related uses with shopping, restaurant and other retail services
- Explore a food hall concept with multi-cultural foods for siting small, local business incubation (food and culture)

## 4. Identify redevelopment opportunity sites

- Conduct opportunity site analysis to understand potential redevelopment options of district properties
- Identify goals for long term use of Sound Transit Kiss & Ride site

## 5. Explore how to allow pilot projects that can catalyze other development and the implementation of community-stakeholder vision

- Study the creation of a pilot programs that promote development such as the utilization of development agreements or other mechanisms, including those that promote innovative development/design

## 6. Explore branding/marketing options for district

- Identify funding needs and benefits of branding/marketing plan and undertake creation of plan as appropriate



# Planning/ Implementation

## 1. Fund Phase 2 to complete a sub-area plan to ensure that:

**The community-stakeholder supported vision for the district is implemented**

**The existing City Center Plan and associated zoning code overlay district and repealed and replaced**

- Identify scope of work and funding needs and obtain City Council approval for Phase 2 sub-area plan and zoning update project
- Phase 2 should include sufficient funding for zoning code/overlay district update to address:
  - Potential changes to parking requirements, especially in regards to hotels
  - Urban landscape standards that are more appropriate for area
  - Missing uses in use charts, such as doggie day care
  - Other code changes that better implement the community-stakeholder supported vision for district
- Explore viability of SEPA Planned action for sub-area plan

## 2. Organize business interests for an intentional and coordinated focus on implementing community-stakeholder supported vision of district

- Identify approach for on-going stakeholder engagement and potential formation of business improvement association or other such group



*Pedestrians along International Boulevard in front of Airport Hilton*



# APPENDICES

## List of appendices for Phase 1:

### Appendix A:

#### Market Opportunities Assessment

- SeaTac City Center Economic Opportunities Review (E.D. Hovee & Company, LLC)

### Appendix B:

#### Infrastructure Opportunities Assessment

- SeaTac City Center Area Transportation and Utility Infrastructure Analysis  
Needs Assessment and Opportunities (Toole Design)

### Appendix C:

#### Community Engagement

- Community/Stakeholder Engagement Record of Activities
- Tyee High School Student Project Presentation
- Comments from Attendees of Community Planning Meetings #1 & #2
- Responses to On-line Project Questionnaire
- Community Engagement Summary
- Stakeholder Workshop Summary



*Signage at transit plaza on International Boulevard and S 176th Street*



