



City of Burien

NOVEMBER 18, 2015

Discussion Items – WHAT'S NEW IN BURIEN

- ❖ *5 Priority Council Actions – Economic Development*
- ❖ *Projects in Development*

5 Priority Council Actions



Economic Development

1. Develop a Burien Brand
2. Parking and Mobility Study
3. Hotel Attraction
4. Assess Business Impediments
5. Business Retention and Recruitment

Develop a Burien Brand

JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications

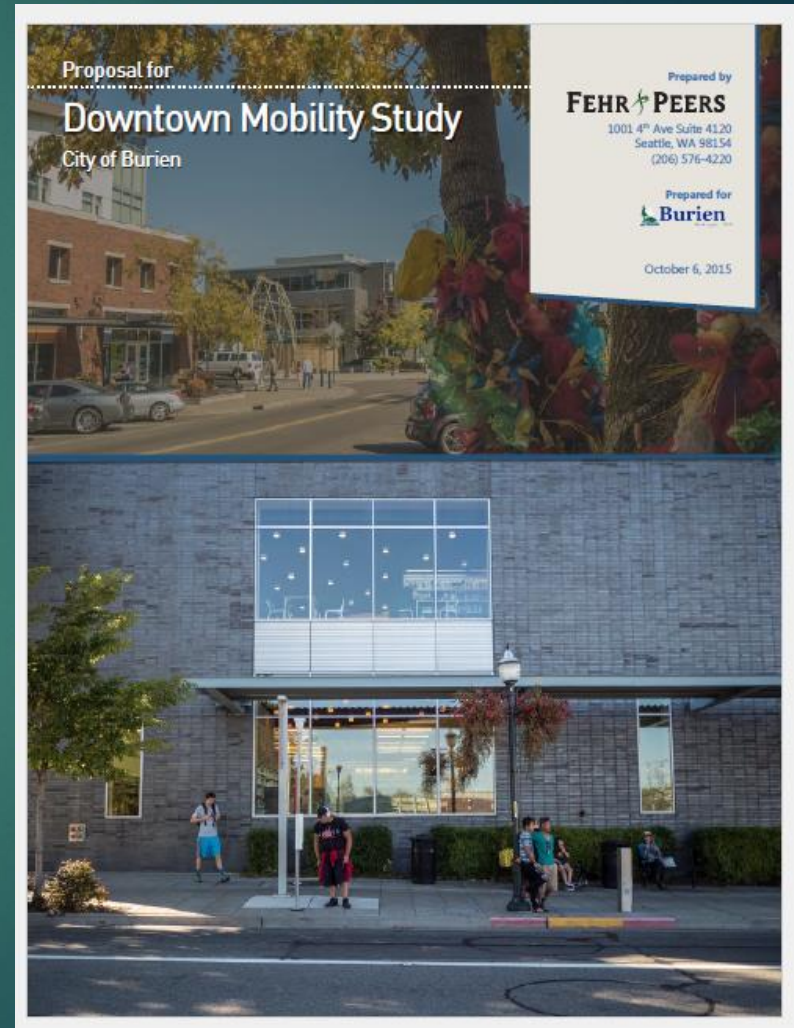
Scope of Work:

- I. Research and Community Feedback
- II. Creation of Brand Identity and Messaging
- III. Graphic Design and Collateral Development
- IV. Strategic Implementation Plan

Parking and Mobility Study

Scope of Work:

- I. Foundational Research
 - a. Parking Survey and Inventory
 - b. Current Conditions Report: Transit, Bicycle & Pedestrian
 - c. Community Feedback
- II. Analysis & Recommendations
 - a. Alternatives for Analysis
 - b. Economic Analysis
 - c. Selection & Implementation
- III. Evaluation
 - a. Success Criteria



Hotel & Conference Center



- ❖ Sea-Tac Airport Growth
- ❖ Potential for Lodging Market in Burien
- ❖ Arts & Entertainment

Business Impediments



- ❖ Assess impediments to development and remove or modify as needed
- ❖ Business & Economic Development Partnership (BEDP) recommendations

Business Retention & Recruitment

- ❖ BRE Visits
- ❖ Counter Engagement Program
- ❖ Discover Burien: Business & Customer Surveys
- ❖ Branding and Marketing



Projects in Development

Burien Town Square

- ❖ Over \$100 million in private investment
- ❖ Legacy/Pillar Properties 229 market-rate apartments
- ❖ Legacy/Merrill Gardens 125 high-end senior living apartments



NERA Development

Northeast Redevelopment Area

- ❖ **Regional Stormwater Project Complete**
 - \$3.5 million – Commerce
 - \$1 million – Ecology
- ❖ **SR 518 Ramp – East Bound Off-Ramp**
 - \$2.1 million – Transportation
- ❖ **Land Acquisition – 12 acres purchased**
 - Over \$3 million in land acquisitions
 - Under Contract with a Developer



CHI Franciscan Medical Pavilion

- ❖ 48,000 square foot medical office building
- ❖ Urgent care, primary care and women's health services
- ❖ \$27 million facility opening in 2016



Thank you!