Welcome to Key Directions!

What is Seattle 2035?
Seattle 2035 is a citywide conversation about how Seattle grows over the next 20 years. The City is updating Seattle’s Comprehensive Plan to shape growth in a way that builds on our strength and character as a city.

What’s happening tonight?
Over the past months, we’ve heard about issues important to you and ideas you want us to consider. Tonight builds on and continues this important collaboration. Staff has begun to draft changes to our current Comprehensive Plan, and we have a few questions for you.

At each station, we have background information about the elements within the Plan and a few questions for you to think about, and react to. Don’t be shy about asking us questions—we love to talk about planning. Your input will help us figure out the key directions and solutions we need to incorporate into the plan.

Let’s get started...
1. Sign in, tell us where you live, and get a comment card
2. Check to see if you’ve won a prize for just showing up!
3. Visit some stations
4. Take a break — food trucks are here!
5. Visit more stations
6. Fill out and return your comment card to get your free EMP ticket!
What is Seattle’s Comprehensive Plan?

Our Comprehensive Plan is a 20-year vision and handbook for Seattle’s future. It guides decisions that influence how Seattle grows and welcomes 120,000 more people and 115,000 jobs.

- First adopted in 1994 and last updated in 2004
- Part of a regional planning strategy guided by the 1990 Washington State Growth Management Act (GMA)
- Developed after years of analysis and community participation
- Provides guidance on:
  - Improvements to our transportation system: infrastructure to improve safety and make it easier for pedestrians, bicycles, transit, cars, and trucks to move around the city
  - Investments in utilities, parks, libraries, and other services and urban amenities
  - Where changes or more planning may be needed to improve our zoning and other development policies

While Seattle has grown a lot, the rest of our region has grown even more

1940-2013 population

<table>
<thead>
<tr>
<th>Year</th>
<th>Seattle</th>
<th>Central Puget Sound Region (except Seattle)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>368,302</td>
<td>2,000,000</td>
<td>2,368,302</td>
</tr>
<tr>
<td>2013</td>
<td>626,600</td>
<td>3,154,600</td>
<td>3,781,200</td>
</tr>
</tbody>
</table>

Central Puget Sound Region urban growth areas

Seattle 2035
Your City, Your Future

June 24, 2014
5:30 - 8:00 PM
Seattle Center
Next 50 Pavilion
What’s next?

Eight Ways to Help Shape the Future of Seattle

1. **SIGN UP**
   Sign up for our listserv, follow us on Facebook or Twitter.

2. **GET EDUCATED**
   Visit 2035.seattle.gov to learn more about the update to our Comprehensive Plan, trends, EIS process and alternatives under study.

3. **CONNECT**
   Contact us to see how you can be a Seattle 2035 Connector and help spread the word about Seattle 2035 to your organization.

4. **MEET UP**
   Host your own meeting for friends and colleagues about the Comprehensive Plan. Planning Alternatives are the hot topic right now.

5. **INVITE US**
   If you have an eager audience, we have speakers ready to present.

6. **BE SOCIAL**
   Share, post, re-tweet news related to the Comprehensive Plan to your social circle and network.

7. **SHOW UP**
   Come on down to a citywide meeting. Hear from us and from neighbors across Seattle. Better yet, bring a group of people. Key Directions coming up in June.

8. **TALK ABOUT IT**
   If you can’t make it to a meeting, let’s talk online. Presentations, materials, and questions from every meeting will be posted online waiting for your comments. No time to comment? Simply like the comments you agree with.
We have grown by more than 59,000 households and 56,000 jobs since the Plan was adopted in 1994. These charts show how growth has been distributed over the past twenty years.

Explains the City’s strategy for organizing growth, which is to direct most new jobs and households into regionally designated urban centers, manufacturing/industrial centers, and locally designated urban villages. Topics include:

- Urban Village Strategy: policies address categories of centers/villages and areas outside of centers/villages
- Open Space Network: policies focus on provision of open space in/near urban villages
- Annexation

Seattle’s urban centers/villages

I agree with the principle of keeping our farmlands intact, and building up the core as we grow. How we do this is the difference between delightful, merely livable, and ugly.
The update will reflect our assessment and your input. Some questions being considered for the Urban Village Strategy:

- Should we move goals and policies related to urban design — how to enhance Seattle’s character and sense of place — to this element?
- Should we eliminate growth targets for individual urban villages?
- How can we minimize displacement of residents and small businesses?
- How can we support and strengthen existing cultural networks?

75% of housing built since the Plan was first adopted has been within our centers/villages

More than 80% of jobs are within centers/villages

Building height should be no higher than 6 stories in urban villages.

The City should encourage growth throughout city, not just in a few neighborhoods.

The urban village strategy was a compromise between growth and no-growth advocates.

We should all be able to walk to the grocery store no matter where you live.

It’s not necessary to concentrate all growth in urban villages.

57% in urban centers
15% in manufacturing / industrial centers
5% in hub urban villages
7% in residential urban villages
16% remainder of the city

57% in urban centers
15% in manufacturing / industrial centers
5% in hub urban villages
7% in residential urban villages
16% remainder of the city

2012 covered employment
- 1
- 2-5
- 6-10
- 11-20
- 21-50
- 51-100
- 100+
- <1,000
- 1,000-4,999
- 5,000-9,999
- 10,000-24,999
- 25,000-49,999
- 50,000+

Housing units built 1995-2012
- 1
- 2-5
- 6-10
- 11-20
- 21-50
- 51-100
- 100+
Land Use

Provides policy guidance for how the City regulates the use of land. Policies help achieve a development pattern consistent with the Urban Village Strategy, while maintaining environmental qualities and accommodating other city objectives. Topics include:

- Citywide Land Use Direction: location of zones, uses, public facilities & small institutions; telecommunications facilities; general development standards; parking; design review; planned development.

- Land Use Categories: single-family areas; multifamily residential areas; mixed-use commercial areas; industrial areas; downtown areas.

- Location-Specific Land Use Controls: Major Institutions; Historic Districts & Landmarks; Environmentally Critical Areas; Shorelines; Cultural Overlay Districts.

photo by Benjamin Benschneider
courtesy of Weber Thompson
The update will reflect our assessment and your input. Some questions being considered for the Land Use element:

- How do policies for single-family zones affect equity and affordability?
- How can we encourage the development of more housing for families with children?
- Should we simplify the Future Land Use Map (FLUM)?
- Should we add urban design rationale for development standards?
- Should we consolidate polices about development standards in one section and remove related policies from individual land use types?
- Should we add Incentive zoning policy?
- Should we add a new goal for multifamily areas?
Describes how the City will meet the mobility and access needs of the people and businesses who live, work, and operate here. Identifies goals and policies for the city’s transportation system. Articulates how transportation will serve urban centers and villages, manufacturing/industrial centers, and the remainder of Seattle. Topics include:

- Land Use and Transportation Integration
- Travel Options and Demand Management
- Supporting Economic Development
- Connecting to the Region
- Safety
- Right-of-Way Allocation
- Funding

**Pedestrian Master Plan**

**Bicycle Master Plan**

**Transit Master Plan**

Provide transit connections to growing places in Seattle: Ballard and West Seattle.

Make more neighborhoods that are walkable. Walkability is really important.

Bike lanes may be good for bikers but they’re catastrophic for the rest of us who don’t and never will bike for transportation.

Keeping cyclists separated from traffic will increase the flow of traffic and decrease cyclist on motorist accidents per year.
The update will reflect our assessment and your input. Some questions being considered for the Transportation element:

- How can we reach our goals for reducing the percentage of trips by people who drive alone?
- How should light rail, regional buses, local buses, and the streetcar network work in concert to connect people to major destinations and neighborhoods?
- Seattle’s major streets are increasingly asked to meet multiple demands: transit, general purpose traffic, freight movement, bicycle facilities, sidewalks, and on-street parking. What factors should SDOT consider when trying to make streets work for multiple users?
- Given the vision future growth urban centers and villages, how do we balance the need for transportation infrastructure in growing areas as well as outside urban villages?
- How do we ensure our transportation investments result in a connected, multimodal transportation system?

Continue the instant poll we started online! The one thing that would make me take public transit more would be...

- Free wifi
- Cheaper fares
- Cleaner buses
- More routes
- Faster travel times
- More light rail
Establishes goals and policies for preservation, improvement and development of housing. Promotes equal housing opportunities for all households. Addresses the need for safe, affordable housing for low-income households. Topics include:

- Net Housing Growth
- Equal Housing Opportunities
- Providing Housing Affordable to Low-Income Households
- Publicly Subsidized Low-Income Housing

Many single family areas are good candidates to become lowrise zones.

More flexibility for housing types in SF zones.

Provide more family-size multifamily housing especially in growing areas.

Hello Neighbor
Childcare Worker & Home Care Aide, one child
Household Income $48,360
Affordable Rent $1,209
Average Rent, 2 Bedroom/1 Bath $1,457

Hello Neighbor
Custodian
Household Income $30,118
Affordable Rent $753
Average Rent, Studio $1,167

Hello Neighbor
Nurse Assistant & Cook, two children
Household Income $58,822
Affordable Rent $1,471
Average Rent, 2 Bedroom/2 Bath $2,058

Hello Neighbor
Custodian
Household Income $30,118
Affordable Rent $753
Average Rent, Studio $1,167

More flexibility for housing types in SF zones.
The update will reflect our assessment and your input. Some questions being considered for the Housing element:

- How can we promote equitable development and support fair housing throughout Seattle?
- As historically disinvested communities see new development and investment, what strategies and policies can prevent the involuntary displacement of existing residents while welcoming new ones?
- How do we provide housing opportunities near high-capacity transit for all households and income levels?
- What tools are most effective for ensuring enough housing is available to very low-, low- and moderate-income households?

Every time we restrict multifamily housing from a specific area, we miss out on more potential customers for our beloved neighborhood retail stores that are now under more pressure than ever.

Allow duplex/triplex in single-family neighborhoods.
Promotes the idea of directing most new jobs into centers/villages and recognizes the importance of high-wage jobs. Establishes local goals, policies, objectives, and provisions for economic growth and vitality and a high quality of life. Topics include:

- Economic Development and the Urban Village Strategy
- Clusters
- Workforce Education, Development & Training
- Downtown & Neighborhood Business Districts
The update will reflect our assessment and your input. Some questions being considered for the Economic Development element:

- What economic development policies could help transform low-opportunity areas into community anchors?
- Should the key industry clusters that are Seattle’s strength be recognized?
- Should a clearer definition and stronger emphasis for living wage jobs be included?
- Should small businesses, startups, and entrepreneurial activity be emphasized?
- Should growing more a local talent for fast growing sectors be a higher priority?

More jobs in Rainier Valley.

Intensive commercial development near transit maximizes employment growth without maximizing traffic growth.

Rainier Beach Food Innovation District
1. Bus Transit Center
2. Light Rail Station

Community Institutions
A. Oromo Cultural Center
B. Paradise Baptist Church
C. Cornerstone Baptist Church
D. Elks Cascade Lodge
E. Catholic Community Services

Interim parking could be provided on Sound Transit sites to the south.

ABE’S BARBER SHOP
Provides general guidance to other elements regarding how the City can be a steward of the natural environment, while accommodating more households and jobs. Topics include:

- **Overarching Goals & Policies**
- **Land**: urban forestry, landscaping, green stormwater infrastructure, pervious surfaces
- **Water** (Restore our Waters strategy)
- **Air & Climate** (Climate Action Plan goals & policies)

### Environmentally Critical Areas

**What are ECAs?**

Environmentally critical areas (ECAs) include wetlands, flood-prone areas, abandoned landfills, fish and wildlife habitat conservation areas, and steep slopes and other geologic hazard areas.

**Where do the Environmentally Critical Areas regulations apply?**

Throughout the city, in all areas that meet the definition of a “critical area” in Seattle Municipal Code Section 25.09.020, Environmentally critical areas definitions.

In the Shoreline District, environmentally critical areas regulations are applied through the Shoreline Master Program.

**Why is Seattle revising its ECA regulations?**

The Washington State Legislature requires local jurisdictions to review and revise ECA regulations pursuant WAC 365-196-610 by June 30, 2015.

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**SEATTLE’S 2012 CORE GREENHOUSE GAS EMISSIONS***

- **Passenger Vehicles**: 19%
- **Vehicles**: 45%
- **Commercial Buildings**: 14%
- **Residential Buildings**: 9%
- **Waste**: 19%

* Seattle’s core emissions are those the City can most directly affect - Transportation, Building Energy, and Waste.
The update will reflect our assessment and your input. Some questions being considered for the Environment element:

- Should we address climate change adaptation more thoroughly?
- What direction should the Plan give for reducing carbon production in the city?
- How can the City manage storm runoff to prevent flooding and improve water quality?
- What should be the City’s goals for the urban forestry?
Because most of the city is already developed, a lot of facilities and infrastructure (libraries, parks, police and fire stations, roads, utilities, etc.) are already in place. Beyond these basics are other needs to sustain and enrich lives. The goals and policies related to various kinds of Community Infrastructure are designed to:

- Maintain or add services and facilities where needed to support growth, or help attract growth to places that may lag behind.
- Encourage more efficient use of water and electricity to satisfy growing demand.
- Provide services for those most in need.
- Promote lifelong learning.
- Ensure a healthy population.
- Promote an appreciation of our diversity.
- Ensure arts and culture is a part of every community.
- Protect buildings and places important to Seattle’s history and heritage.
The update will reflect our assessment and your input. Some questions being considered for these elements:

**Capital Facilities & Utilities**

- How can recently adopted citywide plans (Climate Action Plan, Parks Legacy Plan, Sustainable Buildings and Sites Policy, Property Reuse and Disposal Policy) be integrated?
- Should the Plan encourage emerging opportunities for the smaller scale systems to provide energy, water and other utility services?

**Cultural Resource**

- Should we expand policies about cultural spaces, cultural districts, and introduce policies about creative placemaking?
- Are new policies needed for special buildings and unique places that don’t meet the rigorous standard for historic landmarks and districts?

**Human Development**

- Should we call it Human Services to align more closely with policies about the delivery of those services to our most vulnerable populations?
Neighborhood Planning
Planificación de barrio • Qorsheynta Xaafadaha • 지역 계획 • 鄰里
• Karoora Gandoota

Defines the role of neighborhood planning in the City’s growth management schemes. Also contains all of the City’s adopted neighborhood plans. Topics include:

- introduction to Neighborhood Planning: includes policies related to implementation of neighborhood plans
- the adopted goals and policies for 38 neighborhood plans

![Image of Neighborhood Planning Map]

Community members discuss the Lake City neighborhood plan.

Community members update the Othello neighborhood plan.
Neighborhood plans are embodied in the goals and policies presented in the Neighborhood Planning element of the Comprehensive Plan. Many different kinds of planning processes may result in changes to these goals and policies over time. We are considering the following questions:

• How do we make sure all neighbors have a voice in neighborhood plan goals and policies as they are revised over time? This may include everyone who lives in, works in, runs a business in, or visits a neighborhood.

• How can the Comprehensive Plan present neighborhood plan goals and policies so they are easily understood by all?

• Today’s planning looks at short-term implementation in addition to longer-term visioning for neighborhoods. Is this important? How should implementation be reflected in the Comprehensive Plan?
What do you like or dislike about how the neighborhood changes?

1. More public transportation choices makes it easier and faster to get around.
2. Dedicated bicycle lanes improve safety.
3. Marked pedestrian crossing makes it safer to cross the street.
4. Wider curbs narrow the street and makes it shorter to cross.
5. Central gathering place that incorporates art and a farmers’ market replaces surface parking and gas station.
6. New offices buildings and shops bring more local jobs to the neighborhood.
7. Mixed use buildings (housing and retail) overlooking the central gathering space replace single story retail buildings and provide more shopping and community services.
8. Trees and plants at sidewalks absorb rainwater so it doesn’t flood streets or pollute water while making a more attractive place.
9. New awnings over sidewalks protect people from rain and wider sidewalks improve the pedestrian experience.
10. Additional people living and working here help a local cafe renovate and expand.
What do you like or dislike about how the neighborhood changes?

1. Planted area separates bicycle lanes from cars lanes and make it very safe.
2. Dedicated bicycle track connects riders to public transportation station at town center fast.
3. Elementary school becomes a resource for the whole community – programs for different age groups and interests.
4. Some dwelling places have the option to become businesses from home.
5. Changes to the building save energy.
6. Redesigned front yards make the street more attractive and safer.
7. New housing development preserves an older house as a community gathering place.
8. Mixed use buildings (housing and retail) replace single story retail buildings and surface parking lots.
9. Trees and plants at sidewalks absorb rainwater so it doesn’t flood streets or pollute water while making a more attractive place.
10. Sidewalk improvements increase safe routes to school.
11. Additional people living and working create enough demand to support a local grocery store.

These graphics were prepared by GGLO & Studio 316 to illustrate the types of changes we’d need to see in our neighborhoods in order to meet our goal of becoming a net carbon neutral city by 2050.

Please place a sticker show...

😊 I like the change
诽 I do not like the change
What do you like or dislike about how the neighborhood changes?

1. Narrowed street slows traffic and is safer for pedestrians and bicyclists.
2. Fewer cars parked on the street; people can walk or bike to the town center and catch the fast public transportation.
3. Trees and plants at the sidewalks absorb rainwater so it doesn’t flood streets or pollute water ways while making a more attractive place.
4. A vacant lot becomes a community food garden.
5. More plants in the alley make cars drive slowly; it can now be used as a nice path for kids and others in the neighborhood.
6. Solar panels provide clean electricity from the sun’s energy.
7. A large house is divided into two homes for two different families. These homes will be more affordable than the single large house.
8. A backyard garage becomes a home.
9. A new apartment is built in back of a large house with independent access off the alley.
10. Accessibility improvements allow an elderly couple to remain in their home by dividing it into a single level home with a new rentable apartment above.

These graphics were prepared by GGLO & Studio 316 to illustrate the types of changes we’d need to see in our neighborhoods in order to meet our goal of becoming a net carbon neutral city by 2050.

Please place a sticker show...

😄 I like the change
/npm/I do not like the change
The City is required to provide essential services (police, fire, and utilities) to all residents. But other features and services may vary by location, and all vary in cost.

Tell us your priorities: What are most important services, facilities, and amenities needed to support existing and new residents in growing urban villages?
The following sectors have been identified as Key Industry Clusters for Seattle. Which three do you think are the most important to our city’s future?

<table>
<thead>
<tr>
<th>Cluster</th>
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</thead>
<tbody>
<tr>
<td>Manufacturing</td>
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<tr>
<td>Maritime</td>
</tr>
<tr>
<td>Life Sciences</td>
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<tr>
<td>Information and Communications Technology</td>
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<tr>
<td>Global Health/Healthcare</td>
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<tr>
<td>Clean Technology</td>
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<tr>
<td>Film and Music</td>
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<tr>
<td>Tourism</td>
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</tbody>
</table>
How should the City prepare for and respond to global climate change?

Which of the four Climate Action Plan recommendations are you most likely to do?

<table>
<thead>
<tr>
<th>IN YOUR HOME</th>
<th>GETTING AROUND</th>
<th>EATING</th>
<th>BUYING STUFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is your home an energy hog costing you money? Simple changes can save money, increase comfort, and reduce your home’s GHG impact.</td>
<td>Mix use of bike, walking, and transit to save money on gas, reduce your GHG footprint, and live a healthier life.</td>
<td>Eating a healthy diet rich in fruits and vegetables will improve your and your family’s health and reduce your impact on the planet.</td>
<td>When buying new things, consider how long they will last. The things we buy and throw away carry a big GHG footprint.</td>
</tr>
</tbody>
</table>
In 2035, where will our children live in Seattle?
The transit-oriented development map below shows different types of land uses. Place a dot where you think each housing type belongs.

<table>
<thead>
<tr>
<th>Low Density Residential</th>
<th>Medium Density Residential</th>
<th>High Density Residential</th>
<th>Mixed Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>accessory dwelling unit or backyard cottage</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>cottage housing</td>
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<td></td>
<td></td>
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<tr>
<td>duplex/triplex</td>
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<tr>
<td>3-4 story apartment</td>
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<td></td>
<td></td>
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<tr>
<td>midrise apartment</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>mixed-use building</td>
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</tbody>
</table>

[Diagram of Non-Transit Oriented Development: land uses not organized around transit]

[Diagram of Transit Oriented Development: land uses organized around transit]
**Right-of-Way Allocation**

As the city grows, competing demands for space in the street right-of-way are increasing. Arterial streets often need to accommodate general purpose traffic, transit, pedestrian and bicycle facilities, on-street parking, and other needs.

Our Comprehensive Plan could include a **decision framework** to help resolve difficult transportation priority conflicts within streets.

**Do you believe this would be helpful?**

**What organizing principles are important to include?**

- Needs of adjoining land uses (urban centers or urban villages could be treated differently than other parts of the city)
- Sustainability (non-polluting transportation modes could have priority)
- Safety
- Total people-moving capacity
- Curb space needs for access to properties and activation
- Other?

**Streetmix**

*Use the laptop station to design a street section!* Share with us how you would prioritize different modes on a Seattle arterial.

**Instructions**

- Add or delete street elements like a cycle track, bus lane, or street furniture.
- Make sure you have enough space! 46 feet curb-to-curb is the average for principal arterials in Seattle
- Save your design
Where should new housing and jobs go over the next 20 years?
How should we measure a growing city?
We can measure growth in several ways, each with different results. These five maps illustrate a few of them. Which do you think best reflects what’s going on in your neighborhood?