

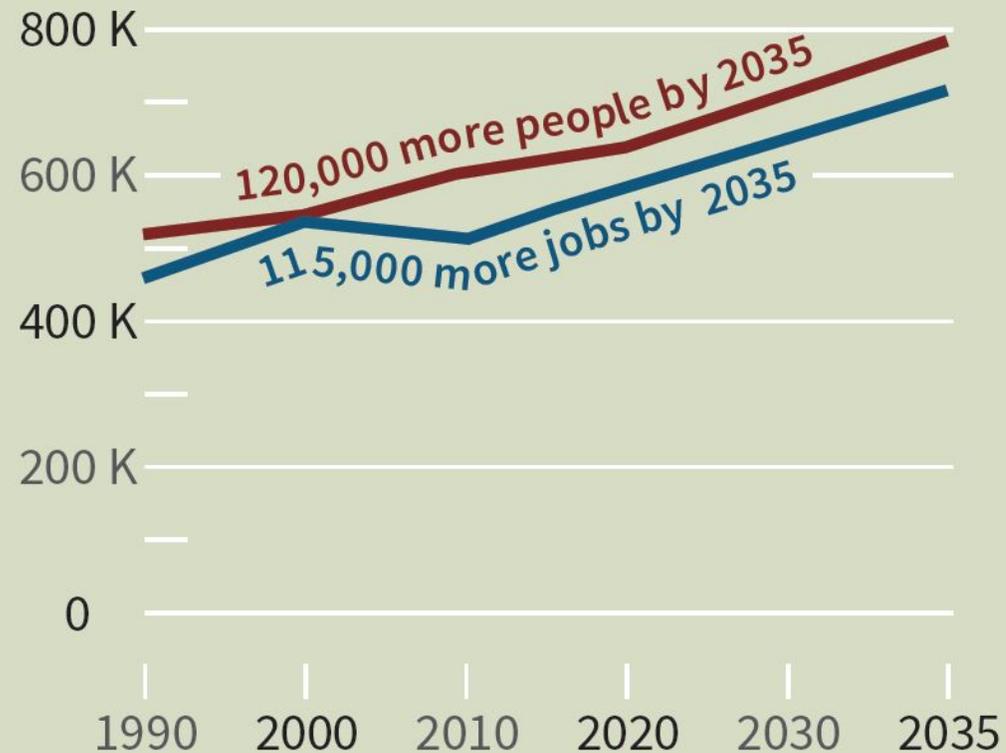


# Comprehensive Plan Update

# Seattle is growing



- Seattle Population and Employment Growth (1990-2035)



# Seattle is changing



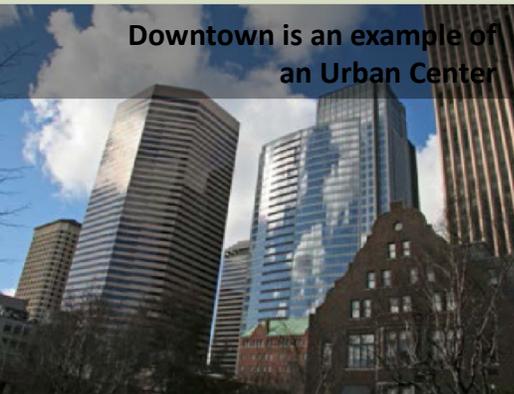
- We're getting out of our cars and taking transit.
- We have more neighborhoods that are walkable, vibrant.
- We're becoming more diverse.

# What is Seattle 2035?



- Comprehensive Plan update
- Original Plan & Urban Village Strategy adopted in 1994
- 20-year vision
- Guides growth in Seattle
- Help protect regional resources

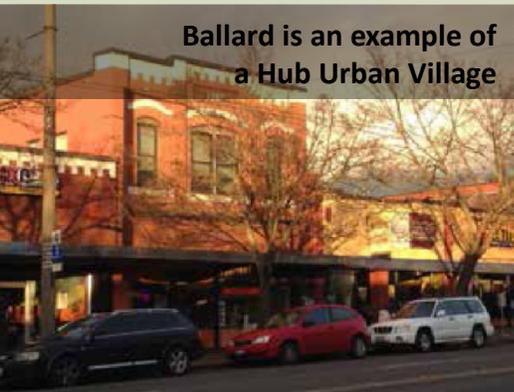
# How does the Plan guide growth?



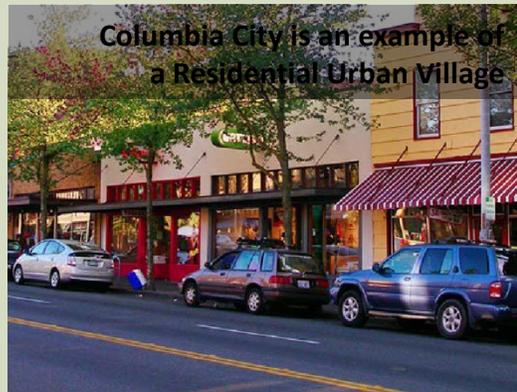
Downtown is an example of an Urban Center



Greater Duwamish is an example of a Manufacturing/Industrial Center



Ballard is an example of a Hub Urban Village



Columbia City is an example of a Residential Urban Village

- The urban village strategy directs new jobs and housing to designated urban centers and villages
  - **6** Urban Centers
  - **6** Hub Urban Villages
  - **18** Residential Urban Villages
  - **2** Manufacturing/Industrial Centers

# How does the Urban Village Strategy work?



- Guides growth, transit and other city investment to mixed-use, walkable areas
- Since 1994, 75% of new housing and jobs have located in Urban Villages
- The urban village strategy works but there's room for improvement

# What Core Values is the Plan based on?



- Race and Social Equity
- Community
- Environmental Stewardship
- Economic Opportunity & Security

# Project Schedule

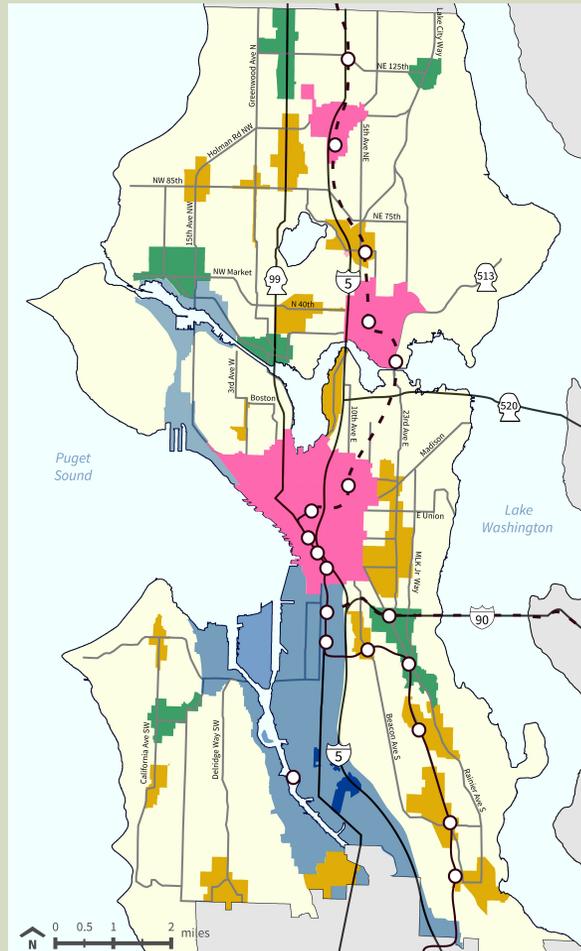


# Draft EIS



- 4 growth alternatives
- 20-year plan for growth
- Continuation of urban village strategy
- 70,000 more households
- 115,000 more jobs
- Completion of Sound Transit 2

# Alternatives



- Alternative 1 – Continue current trends
- Alternative 2 – Guide growth to urban centers
- Alternative 3 – Guide growth to urban villages near light rail
- Alternative 4 – Guide growth to urban villages near transit

## KEY

- |                     |  |                    |                            |
|---------------------|--|--------------------|----------------------------|
| Existing Light Rail | Existing & Planned Light Rail Stations | Urban Centers      | Residential Urban Villages |
| Planned Light Rail  | Priority Bus Corridor                  | Hub Urban Villages | Mfg/Industrial Centers     |

# What does the DEIS study?

- Earth and Water Quality
- Air Quality and GHG Emissions
- Noise
- Land Use: Compatibility, Height, Bulk and Scale
- Relationship to Plans, Policies and Regulations
- Population, Housing, Employment
- Transportation
- Public Services
- Utilities

# Equity Analysis

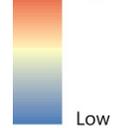
- Social Equity as original Core Value
- Mayor's executive order to address equitable development
- City resolution defining “race and social equity” and calling for Comp Plan to specifically address equity
- Analyze effects of growth on marginalized populations

# DISPLACEMENT RISK INDEX

Communities of color  
Low English-speaking ability  
Low educational attainment  
Renter households  
Housing cost-burdened households  
Low household income  
Proximity to frequent bus service  
Proximity to light rail or streetcar  
Proximity to core businesses  
Proximity to school, park, community center, or library  
Proximity to affluent or already-gentrified neighborhood  
Proximity to regional job center  
Development capacity  
Median rent

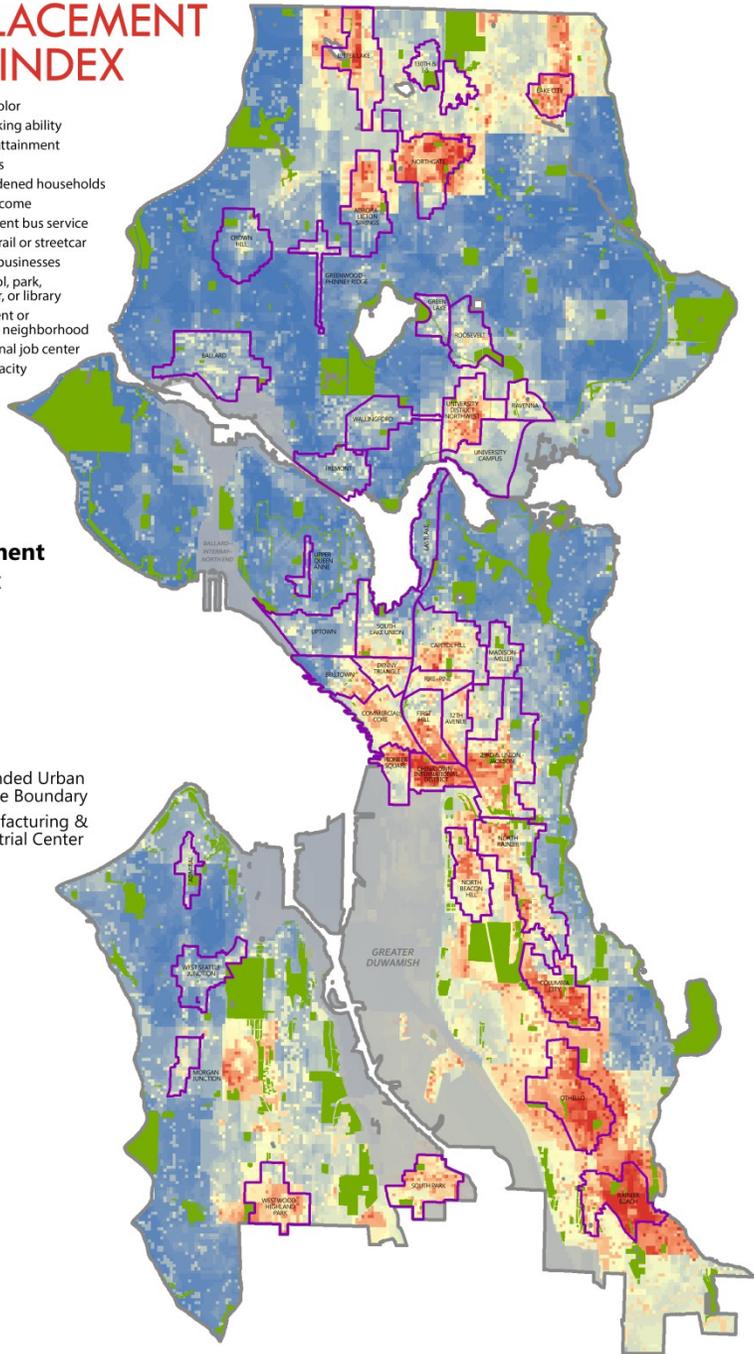
## Displacement risk index

High



Low

Expanded Urban Village Boundary  
Manufacturing & Industrial Center



# Displacement Risk Index

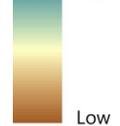
- Displacement risk is greatest in neighborhoods that have been historically home to communities of color

# ACCESS TO OPPORTUNITY INDEX

- High performing elementary and middle schools
- High school with above-average graduation rate
- Number of jobs within 2 mile radius
- Increase in median home value
- Proximity to frequent bus service
- Proximity to light rail or streetcar
- Proximity to a library
- Proximity to a community center
- Proximity to a park
- Proximity to a public health facility
- Access to fresh produce

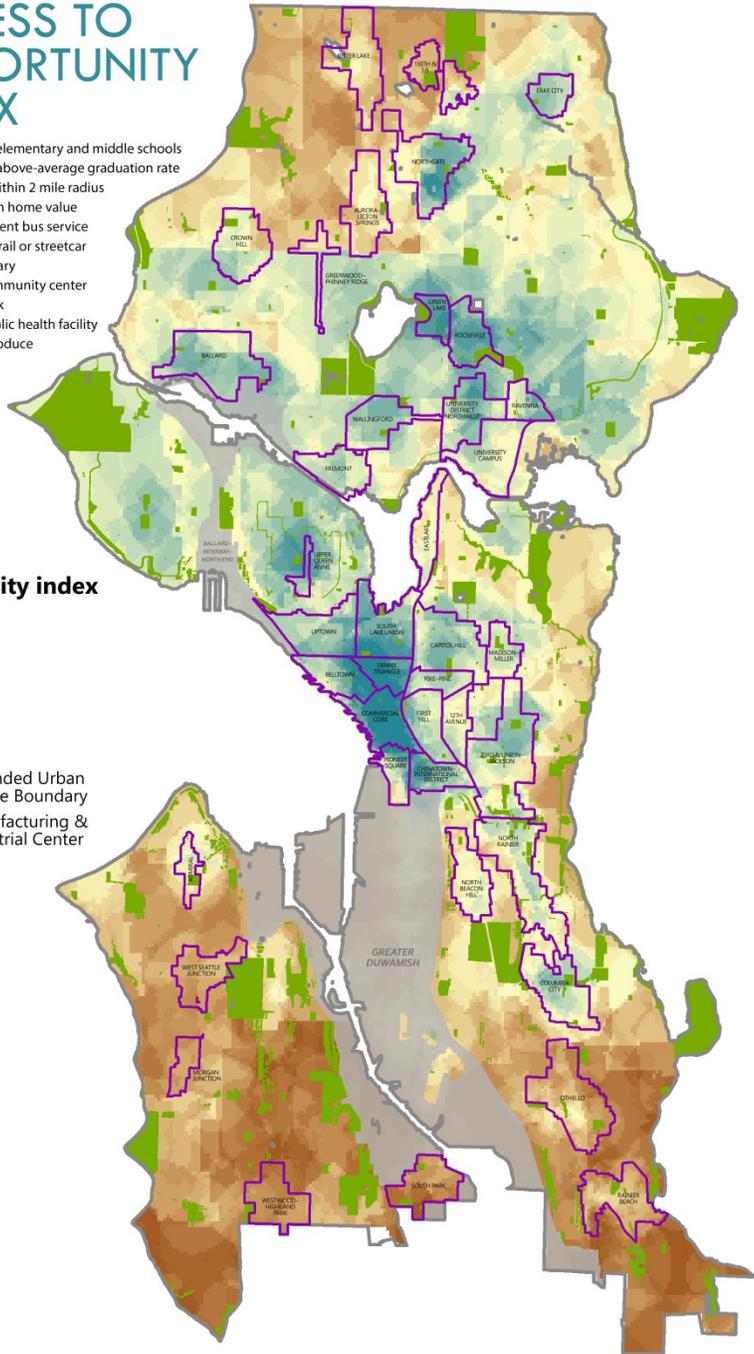
## Access to opportunity index

High



Low

- Expanded Urban Village Boundary
- Manufacturing & Industrial Center



# Access to Opportunity Index

- Items that contribute to social, physical, and economic well-being are not equitably distributed

# Equity Analysis of growth alternatives

- Access to opportunity for marginalized populations will continue to be limited under any alternative
- Displacement risk is high now and will remain an issue
- The alternatives differ in the level of growth projected in areas where displacement risk is high
- Alternatives 3 and 4 would require the greatest level of public investment to mitigate displacement



# OPEN HOUSE

May 4, 2015 - June 18, 2015

## AUDIENCE

4,766 total participants (6,462 visits)

Sourced from...

## BEHAVIOR



Your OOH		Target
49.72%	Bounce rate	<50%
3.61	Pages per visit	>3
3:32	Time on site	>2:30

**1,048** online surveys completed  
**369** DEIS comments submitted

## PLATFORM

### Key Terms

- OOH – Online Open House
- Direct – attendee used exact OOH URL
- Social – attendee referred from social media
- Referral – attendee referred from link on external site
- Other – attendee connected to OOH through a different source
- Bounce Rate – percentage of attendees who left the OOH from the first page
- Target – based on project website and other OOH averages

# Dig Deeper at [2035.seattle.gov](https://2035.seattle.gov)



- Join the listserv
- Read complete documents and summaries
- View videos of past events
- Follow Seattle 2035 on social media



Thank you!

