

An aerial photograph of Seattle, Washington, showing the city, water, and mountains. The city is densely packed with buildings, and the water is a deep blue. In the background, there are mountains with some snow. The text "Seattle's Comprehensive Plan" is overlaid on the image in a large, bold, yellow font with a black outline. Below it, the text "A Plan for Managing Growth" is overlaid in a smaller, yellow font with a black outline.

Seattle's Comprehensive Plan

A Plan for Managing Growth

Growth Management Act

- Direct growth to areas where facilities exist
- Reduce sprawl
- Multimodal transportation system
- Housing affordable to all
- Economic development



GMA Requirements

- Prepare a comprehensive plan
- Consistent with multi-county and county plans
- Include specific elements (topics)
- Transportation concurrency
- All City actions must conform to Plan
- Regular monitoring and updates

Seattle's Comprehensive Plan

- City's response to GMA
- A 20-year Growth Management Plan.
- A set of policies guiding city decision makers
- Last updated in 2004



Urban Village Strategy



Directs large portion of growth to specific locations in city.

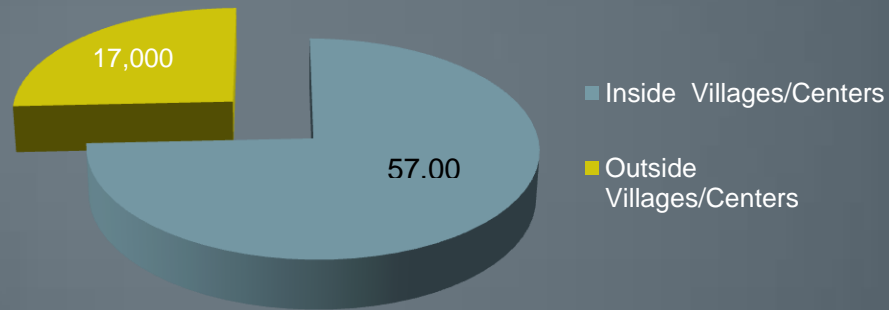


Urban Village Goals

- Help accommodate the City's share of expected regional growth
- Invigorate existing neighborhood business districts with a mix of uses
- Make efficient use of existing and future City infrastructure investments
- Promote higher levels of pedestrian and transit travel
- Minimize impacts on single-family neighborhoods

Growth since first adopting the Comprehensive Plan

Housing Unit Growth in Seattle, 1995-2015



Seattle 2035

What we've done so far:

- Background report
- Development Capacity Report
- Draft Environmental Impact Statement
- Draft Equity Analysis
- Draft Plan
- Extensive Public Outreach



Seattle 2035

Major Goals of Plan Update

- Extend Plan's horizon year to 2035
- Plan for 70,000 new housing units & 115,000 new jobs
- Build on transit
- Increase housing choices
- Plan for race and social equity

Seattle 2035

2016 Products

- Mayor's Recommended Comp Plan
- Final Environmental Impact Statement
- Equity Report
- Community Engagement Report

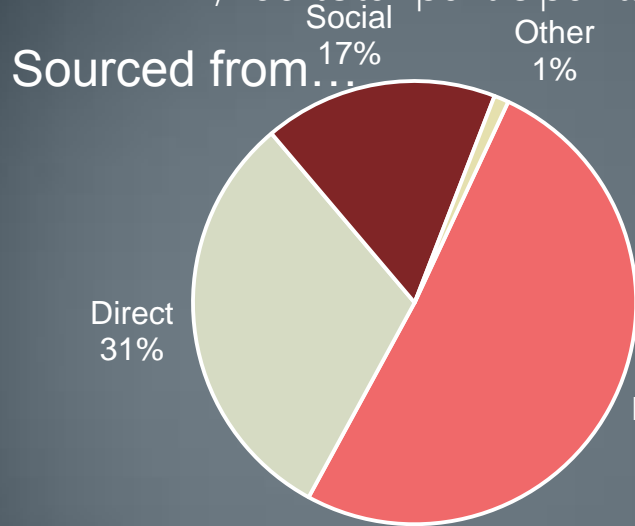
Public Outreach and Engagement

- Events hosted by Seattle 2035
- Sharing info at other events
- Social Media
- Surveys
- Multiple channels to submit comments

Draft EIS Public Meetings

AUDIENCE

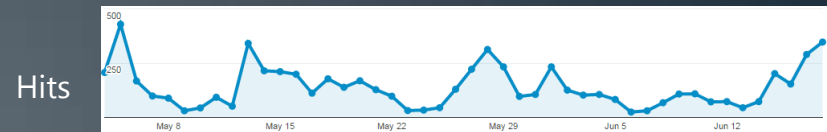
4,766 total participants (6,462 visits)



■ Referral ■ Direct

■ Mobile ■ Desktop

BEHAVIOR



Timeline

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

1,048 online surveys completed
369 DEIS comments submitted

Average OOH (%)

40

60

Your OOH (%)

30

70

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

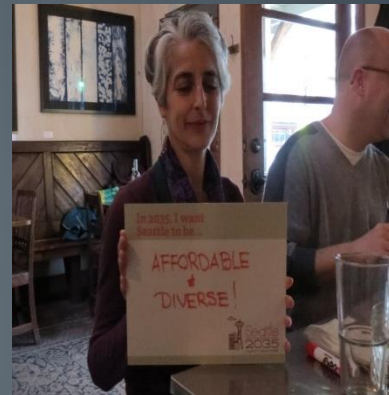
Other – attendee connected to OOH through a different source

Bounce Rate – percentage of attendees who left the OOH from the first page

Target – based on project website and other OOH averages

Equity Analysis

- Social equity has been a core value of the Comprehensive Plan since 1994
- The Equity Analysis identifies how growth may benefit or burden marginalized populations



Displacement Risk Index

Vulnerability

- Nonwhite population
- Low English-speaking ability
- Low educational attainment
- Rental tenancy
- Housing cost burden
- Income below 200% of poverty

Amenities

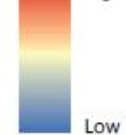
- Proximity to frequent bus service
- Proximity to current or future Link light rail and streetcar
- Proximity to regional job center
- Proximity to already-gentrified or affluent neighborhood
- Proximity to core businesses (grocery, pharmacy, restaurant/cafe)
- Proximity to civic infrastructure (school, community center, park, library)

Development capacity and rent

- Residential parcels with high development potential
- Below-average median rent

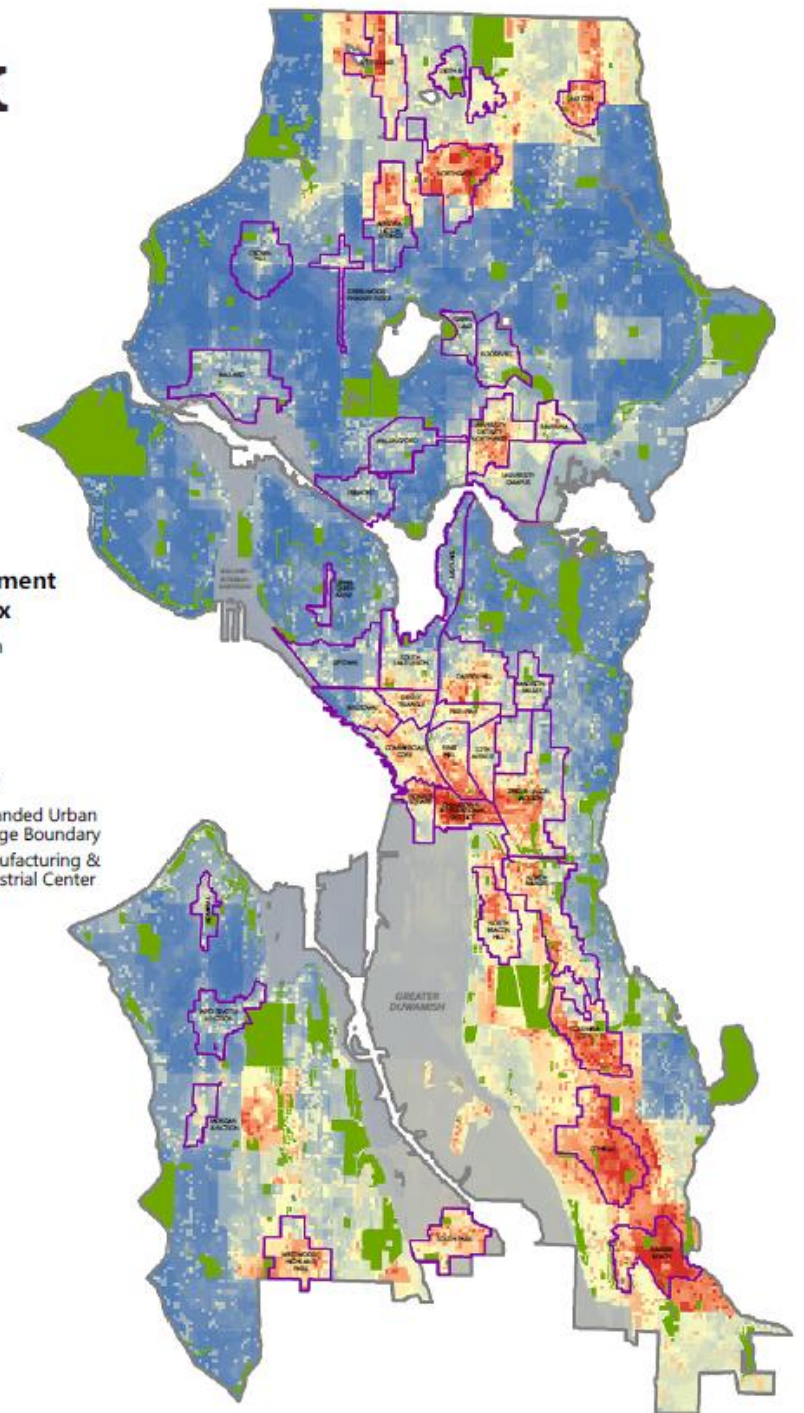
Displacement risk index

High



Low

- Expanded Urban Village Boundary
- Manufacturing & Industrial Center



Access to Opportunity Index

Education

High-performing elementary / middle school
(reading and math)

Above-average high school graduation rate

Transit time to university / college

Proximity to library

Economic opportunity

Number of jobs within two-mile radius

Change in median home value 2000-2013

Transit access

Proximity to frequent bus service

Proximity to current/future light rail/streetcar

Civic infrastructure

Proximity to community center

Proximity to park

Health

Proximity to public health facility

Proximity to store with fresh produce

