

A photograph of the Seattle skyline at sunset, with the city lights reflecting on the water and the sky transitioning from orange to blue. The Space Needle is visible on the left side of the skyline.

Managing Growth to Become an Equitable City 2015-2035

A circular logo with a dark red background. The word "Seattle" is written in a white, cursive font above a horizontal line, and the year "2035" is written in a white, sans-serif font below the line.

Seattle
2035

Mayor's Recommended Plan
Arts & Culture
Economic Development

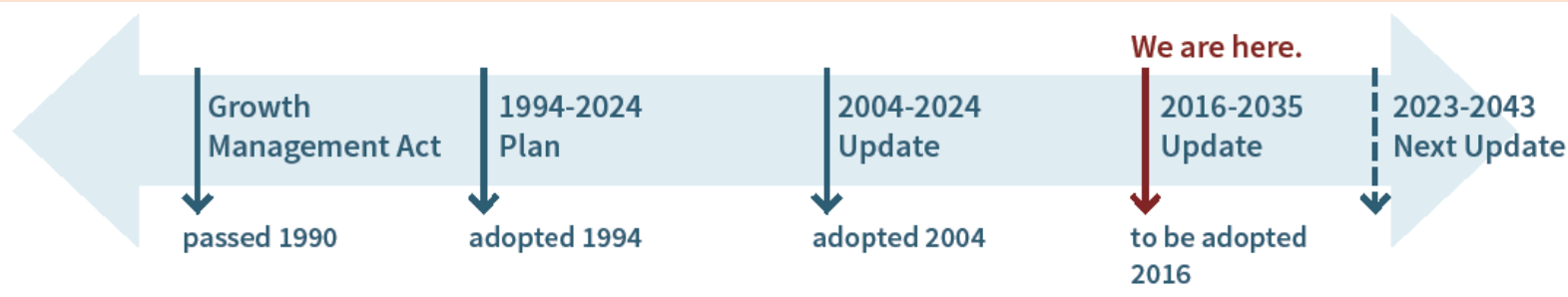
Council Review of Plan

Comp Plan Topic	Council Committee	Date
Community Outreach	PLUZ	April 17
Equity & Equitable Development	PLUZ	May 3
Overview	PLUZ	May 17
Growth Strategy and Land Use	PLUZ	June 7
Transportation	Sustainability and Transportation	June 21
Public Hearing	PLUZ	June 27
Housing Neighborhood Planning	Affordable Housing, Neighborhoods and Finance	July 6
Growth Strategy	PLUZ	July 8
Economic Development Arts & Culture	Civil Rights, Utilities, Economic Development & Arts	July 12
Community Well-Being	Human Services and Public Health	July 13
Schools and Growth	Education, Equity and Governance	July 20
Parks, Open Space and Recreation	Parks	July 21
Environmental implications and Utilities	Energy and Environment	July 26



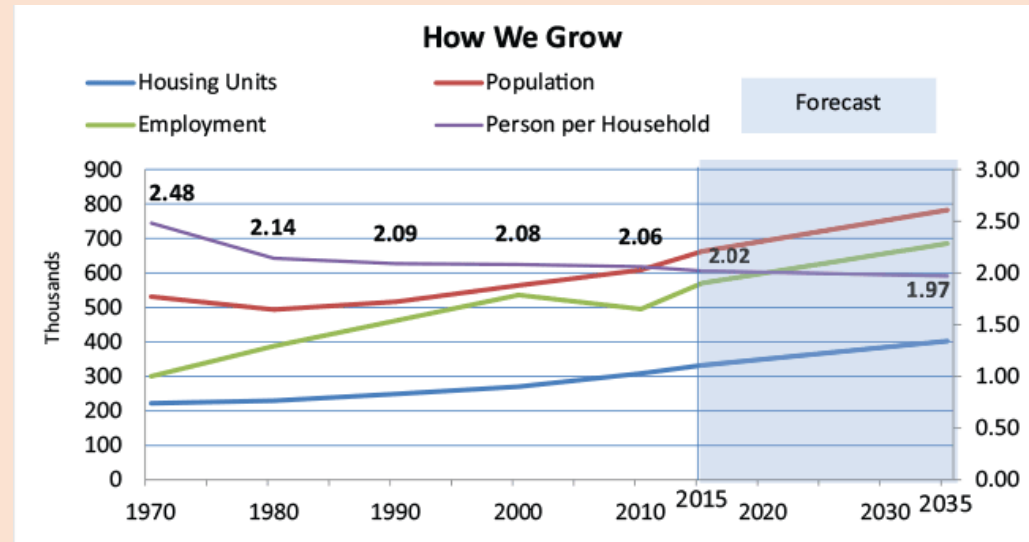
Planning Context

- Comp Plan is policy document
- Vision for how we will manage growth over the next 20 years
- Growth Projections
- Urban Village Strategy



Changes in Seattle since the last major update

- Added 51,000 housing units and 58,000 jobs since 2004
- Expanded transit (light rail and more bus hours)
- Ride sharing
- City's commitment to be carbon neutral
- Updated Vision 2040 and Countywide Planning Policies
- New growth assumptions
- Affordable housing crisis
- City's increased emphasis on race and social equity



What's in the Plan

Growth Strategy

(previously Urban Village)

Land Use

Transportation

Housing

Capital Facilities

Utilities

Economic Development

Environment

Parks and Open Space

Arts and Culture

(previously Cultural Resources)

Community Well-Being

(previously Human Development)

Neighborhood Planning

(previously Neighborhood Planning A)

Container Port

(no changes)

Shoreline Areas

(no changes)

Neighborhood Plans

(previously Neighborhood Planning B, no changes)

What we heard

Economic Development

- Displacement of small businesses
- More information about the kinds of jobs
- Mixed response about more restrictions for industrial land.
- Equity: living wage, first hire, workforce diversity, eliminate barriers

Arts and Culture

- Cultural anchors
- Neighborhood character
- Soul of the city, diversity
- Historic preservation

Assessment of Current Element:

Cultural Resources

- Optional element – no GMA guidelines
- Policy statements not useful
 - Often state values not direction
 - Examples too specific
- Goals and policies not clearly linked
- Not aligned with current Office of Arts and Culture priorities
- Historic preservation policies overlap with Land Use policies

Outline

Arts and Culture

Current Plan

Cultural Resources

Community
Civic Identity
Learning
Creative
Expression

Mayor's Recommended Plan

Arts and Culture

Public Art
Creative
Economy
Youth
Development
Cultural
Space and
Placemaking

Key Direction #1:

Public Art

- Art is part of capital improvements
- Reflect the diversity of the city: artists, panelists, sites, media, participation

Key Direction #2:

Creative Economy

- Arts and culture are part of the creative economy
- Affordable space: artists, arts, organizations
- Assistance: equitable, targeted, different sizes and stages of growth

Key Direction #3:

Youth Development

- Access to art education
- Connection between art education and 21st century skills
- Support for teachers
- Partnerships

Key Direction #4:

Cultural Space and Placemaking

- Affordable cultural space
- Inventory
- Partnerships
- Cultural Districts
- Toolkit
- Placemaking
- Priorities: dense areas, marginalized populations and communities

Equity: Arts and Culture

Students who took fewer than six arts classes were more likely to be from low-income HH, non-native English speakers, African American, American Indian, Alaska Native and Hispanic.

- AC1.4 Enhance the diversity of panelists and community representatives that are included in the public-art selection process.
- AC2.5 Enhance equitable access to technical and financial assistance for all artists and organizations.
- AC 3.4 Help make arts education available in areas of high violence and poverty, or where school performance is poor.
- AC4.11 Enhance access to a variety of arts and cultural institutions and programs for the at-risk youth, non-English-speaking residents, seniors, the visually and hearing impaired, and people with other disabilities.

Outline

Economic Development

Current Plan

Economic Development

- Economic Development & the Urban Village Strategy
- Sectorial Strategies
- Labor Force Education, Development and Training
- Business Climate
- Infrastructure and Capital Facilities
- Business Startup and Growth

Mayor's Recommended Plan

Economic Development

- Commercial Districts
- Industry Clusters
- Business Climate
- Workforce
- Entrepreneurial and Small Business Development

Key Direction #1:

Vibrant Commercial Districts

- Enhance downtown core as the economic center of the city and region
- Comprehensive approach to strengthening neighborhood business districts
- Prioritize assistance to districts of lower economic opportunity

Key Direction #2:

Industry Clusters

- Improve linkages with research, education, hospitals, technology-based businesses
- Collaboration among businesses within and across industry clusters- marketing, research, talent, training, expansion
- Improve ability to transfer technology
- Workforces representative of Seattle's racial and socioeconomic groups

Key Direction #3:

Business Climate

- Expansion of international trade
- Competitive business climate through predictable regulations, etc.
- Address needs of culturally relevant businesses most vulnerable to displacement
- Foster partnerships between public and private sectors

Key Direction #4:

Workforce

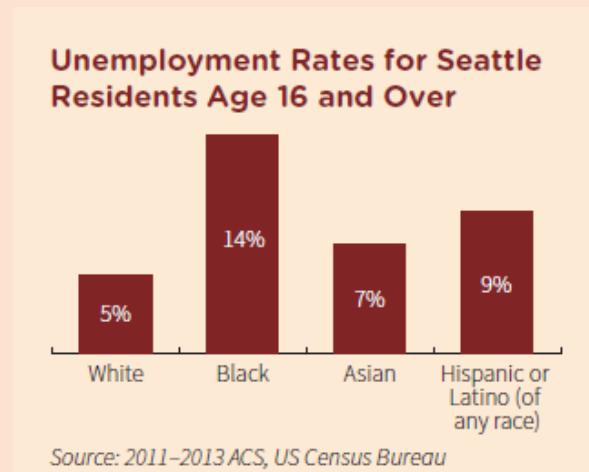
- Coalition to expand education and training programs targeted to business needs
- Increase job training, internships, job placement to overcome employment barriers
- Connect youth to internships and other education and career opportunities
- Encourage businesses to hire local residents, pay living wage, provide employment benefits

Key Direction #5:

Entrepreneurial and Small Business Development

- Commercialization of research innovations to fuel start-ups
- Expand network for technology and innovation entrepreneurs
- Incentives for affordable spaces for start-ups and small businesses
- Reduce barriers to business start-up and entrepreneurship, especially for people of color, immigrants, and refugees

Equity: Economic Development



ED 4.2 Increase job training, internships, and job placement to overcome barriers to employment and to achieve greater racial and social inclusion in the workforce.

ED 4.5 Promote programs aimed at reducing unemployment among people of color.

ED 4.4 Explore opportunities to coordinate community-development activities with place-based workforce-development opportunities in communities with high unemployment.

Questions?

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