



Overview

What is Seattle 2035?

Seattle 2035 is a citywide conversation about how Seattle should grow over the next 20 years. Seattle will add 120,000 people and 115,000 jobs between now and 2035 – an increase of 20% population and a 23% in jobs over today. In response, the City is updating Seattle’s Comprehensive Plan to shape that growth in a way that builds on our strengths and character as a city. Seattle 2035 will shape the update of the Comprehensive Plan through meetings, discussions and other events to share information and get your best ideas for planning the future of Seattle.

What is Seattle’s Comprehensive Plan?

Our [comprehensive plan](#) is a 20-year vision and roadmap for Seattle’s future. It guides important City decisions on where growth (jobs and housing) occurs, how to improve our transportation system, and where investment in utilities, sidewalks, and libraries will be needed. Our comprehensive plan is the framework for most of Seattle’s big-picture decisions on how to grow while preserving and improving our neighborhoods.

Enacted by the state legislature in 1990, the state Growth Management Act (GMA) seeks to redirect more of the expected future growth into already developed areas, and to encourage cities and counties to plan proactively to effectively manage this growth. GMA requires the City to have a comprehensive plan and to review that plan on a regular schedule. We adopted our first plan—Toward a Sustainable Seattle—in 1994, and completed a review of the plan in 2004. During the creation of the Seattle’s first plan in 1994, citizens helped identify the four core values that continue to underlie the plan: community, economic opportunity, social equity and environmental stewardship. The Seattle 2035 effort builds on that previous work.

GMA defines overall goals for managing growth and requires each plan to include chapters (or elements) on land use, transportation, housing, economic development, capital facilities and utilities. We quickly discovered that having a plan was a great idea. It helps us to think more strategically about how to handle the population growth, and to make wise investment decisions.

What is the urban village strategy?

Seattle’s Comprehensive Plan promotes a development pattern called the urban village strategy—directing most new housing and jobs to designated places. The strategy aims to:

- accommodate growth
- revitalize existing neighborhood business districts
- make efficient use of past and future infrastructure investments
- minimize impacts on single family neighborhoods
- reduce dependence on automobiles

Urban Centers The Plan designates six urban centers: Downtown, First Hill/Capitol Hill, South Lake Union, Uptown, University District and Northgate. These are places that meet the King County’s planning criteria for urban centers, including the potential for high levels of job and housing growth.

Urban Villages The Plan also designates two types of urban villages. Hub urban villages are places that are expected to experience both job and housing growth, but at lower densities than expected in the urban centers. There are six hub urban villages, and they include some of the larger neighborhood business districts, such as Ballard, Fremont and West Seattle Junction. Residential urban villages are centered on smaller business districts that are expected to experience primarily residential growth, although they all have capacity for some commercial growth. There are 18 residential urban villages, including places like Rainier Beach, Columbia City, Admiral, Upper Queen Anne and Wallingford.

Manufacturing and Industrial Districts The Plan also designates two manufacturing/industrial centers in the Duwamish and Interbay areas. These are places where residential uses are not permitted and where the City encourages the growth of employment.

How effective has the Comprehensive Plan and the Urban Village Strategy been?

The plan has been successful in the following ways:

- A key goal of the 1994 Comprehensive Plan was to direct 75% of Seattle’s future housing and job growth to urban centers and villages. Between 1995 and 2013, 75% of new housing has been built in urban centers and villages, helping to focus growth close to transit and services, and preserving single-family areas.
- The creation of urban centers with proactive planning in places like downtown and South Lake Union has encouraged significant economic development and job growth for the city.
- The Comprehensive Plan has set the stage for significant capital investment to urban centers and villages to maintain the quality of life in growing urban centers and villages—affordable housing, new or renovated libraries, community centers and parks.
- The urban village strategy guided key transportation policies such as the Transit Master Plan, Pedestrian Master Plan and Bicycle Master Plan to ensure urban villages are well connected and have multiple options for getting around

Why do we need to update the plan, what’s changed?

Many policies in our current plan date from 1994. Since then, the city has changed— more populous, diverse and prosperous. We have high capacity transit service, and more is being built and planned. We emerged from the Great Recession more quickly than other places, attracting people, jobs and investment at a fast pace. Technology is rapidly changing the way we live, work, learn, socialize, and much more. But, we face tough challenges – how to keep housing affordable, prepare for climate change, and improve transportation. Our plan must anticipate and address these challenges so Seattle continues to offer opportunity and prosperity to all the people and businesses that choose Seattle as home.

What topics will the Seattle 2035 conversation include?

A full range of topics will be studied and discussed over the next year—land use, housing, economic development, environment, services and infrastructure. Your input and participation will help us fine-tune our policies to achieve our vision for Seattle. In the past we’ve focused on how to *accommodate*

growth. This plan will consider how to *leverage* growth to build better neighborhoods, create jobs, connect people to new transit investments and improve the safety and vitality of our city.

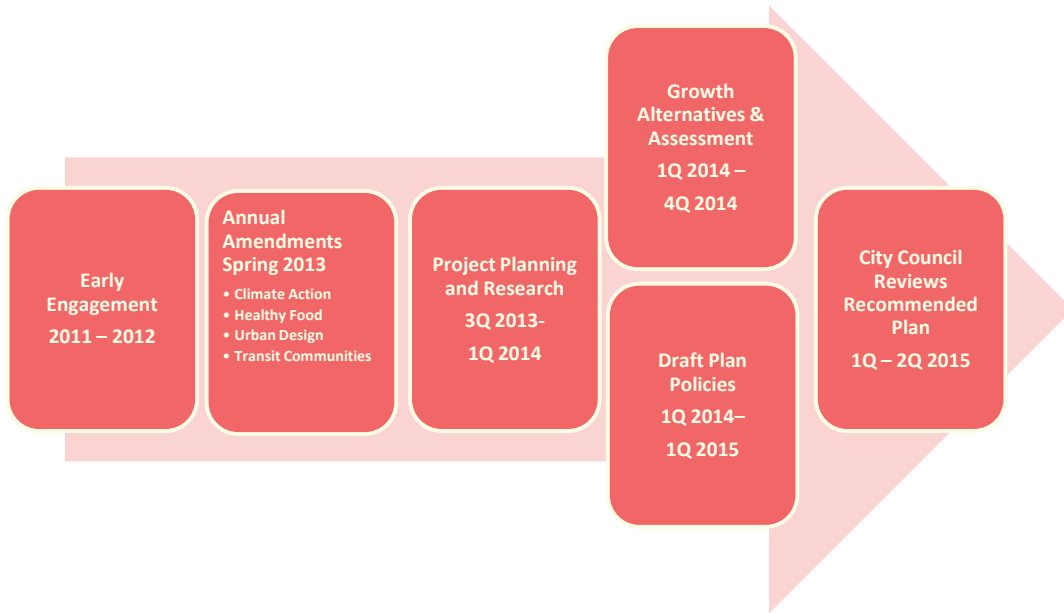
The plan will reflect the following Guiding Principles (from [City Council's resolution](#)):

- **Promote economic opportunity.** Foster a business environment where employers are encouraged to stay in or to move to Seattle because of the available labor pool, the amenities and services provided, and the regulatory environment.
- **Leverage growth.** Encourage shops and services to locate where existing or planned residential and employment densities are sufficient to make delivery of services efficient; and where the City and the private sector can collaborate on further enhancements to the urban environment.
- **Become a climate-friendly city.** Guide the form and location of growth and transportation infrastructure to reduce greenhouse gases produced in the city, even as the city grows, and identify strategies for coping with the likely effects of a changing climate.
- **Build healthy, complete communities.** Develop policies that further the Comprehensive Plan's current Urban Village strategy by improving the availability of services within convenient walking and bicycling distance of where people live.
- **Create housing choices.** Continue to encourage a sufficient land base that is appropriately zoned and with regulations in place that allow a wide variety of attractive and affordable housing types in sufficient quantity to serve current and future Seattle residents and workers.
- **Balance transportation investments.** Continue to maintain existing transportation facilities, while encouraging expansion of pedestrian and bicycle facilities and increasing transit service to densely developed neighborhoods.
- **Build on transit.** Encourage appropriate levels of development near existing and planned high-capacity transit stations in order to make it possible for more people to easily take advantage of the access that transit service can provide to jobs, services and entertainment.
- **Invest strategically in neighborhoods.** Direct public improvements in neighborhoods where growth is occurring, so that those neighborhoods can continue to serve current residents and attract additional ones.
- **Encourage great design and innovation.** Identify ways that new development can respect the natural beauty and unique neighborhood identities that make Seattle an attractive city. At the same time, look for ways to attract new industries that can thrive in the city.

The updated plan will build on the success of the urban village strategy to shape growth, but with a stronger link between land use and transit. We envision a 21st century plan— speaks with simple language, fewer redundancies, explains with text, graphics and photos, and communicates via computer, tablet or smart phone.

How long will the Seattle 2035 process take?

The updated plan must be adopted by **June 2015**. The process includes multiple steps with public engagement opportunities throughout the process. It includes an environmental assessment of growth alternatives to help us draft revised policies



Join the Conversation

Choose how you would like to stay connected, get information and updates about Seattle 2035:

Email- join the Seattle 2035 listserve

Twitter – <https://twitter.com/Seattle2035>

Facebook – friend us at <https://www.facebook.com/SEA2035>

Web - Visit us at <http://2035.seattle.gov> for all the latest info on info and events!

Be a Seattle 2035 Connector

We need your help to ensure Seattle 2035 is a broad and deep citywide conversation. A partnership with Seattle 2035 will ensure your members and constituents have all the information they need to be part of this important conversation. We are asking Connectors to commit to the following:

- Share information electronically with your members (social media, newsletters, email)
- Invite Seattle 2035 to have information at your membership events
- Promote Seattle 2035 public engagement events– lectures, panel discussions, community meetings
- Suggest other ways to raise awareness and generate excitement about this planning opportunity

In turn, Seattle 2035 will recognize Connectors on our website and at our public events. We will also use our website and social media to highlight your work that relates to Seattle 2035 and informs our citywide conversation about the future of the city.