



**City of Seattle**  
Seattle Planning Commission

Grace Kim, Chair  
Valerie Kinast, Interim Executive Director

**SEATTLE PLANNING COMMISSION**

Thursday, September 22, 2016

Approved Meeting Minutes

---

Commissioners Present: Michael Austin, Keiko Budech, Grace Kim, Tim Parham, Marj Press, Lauren Squires, Jamie Stroble, Patti Wilma

Commissioners Absent: Eileen Canola, Lauren Craig, Sandra Fried, Kara Martin, Jake McKinstry, Julio Sanchez, David Shelton

Commission Staff: Katy Haima, Policy Analyst; John Hoey, Senior Policy Analyst; Valerie Kinast, Interim Executive Director; Robin Magonegil, Administrative Assistant

In Attendance: Cindi Barker

*Seattle Planning Commission meeting minutes are not an exact transcript, and represent key points and the basis of discussion.*

---

Referenced Documents discussed at the meeting can be viewed here:

<http://www.seattle.gov/planningcommission/when-we-meet/minutes-and-agendas>

**Chair's Report**

Chair Grace Kim called the meeting to order at 7:38 am. She reminded the Commissioners of several upcoming meetings.

**Announcements**

SPC Executive Director Valerie Kinast made several announcements. She encouraged the Commissioners to attend the HALA Focus Group meeting on September 27<sup>th</sup>. City staff are expected to release several draft urban village boundary expansion and rezoning maps. She reminded the Commissioners of the Boards and Commissions recognition event on October 27<sup>th</sup>. She provided an update on the status of the University District Urban Design Plan and the Comprehensive Plan, both of which have been reviewed by the City Council's Planning, Land Use, and Zoning Committee. The Comprehensive Plan was recently passed by the committee and will be reviewed by the full City Council after the conclusion of the budget setting process this fall. A few Commissioners recently met with Robert Feldstein in the Mayor's Office to discuss several subjects of interest to the Planning Commission, including Commercial Affordability, HALA/Mandatory Housing Affordability (MHA), and Industrial Lands. It was also announced that Commissioner Spencer Williams has accepted a staff position with City Councilmember Rob Johnson's office and will therefore need to resign his position on the Commission. Applications will be accepted over the next several weeks to fill the vacancy.

SPC Policy Analyst Katy Haima announced that Geoff Wentlandt and Nick Welch from the Office of Planning and Community Development will be attending the October 13<sup>th</sup> Commission meeting to provide a briefing on the proposed HALA urban village boundary expansions and rezones.

#### **Discussion: Mandatory Housing Affordability Editorial**

SPC Senior Policy Analyst John Hoey and Commissioner Keiko Budech provided an overview of some potential topics for an editorial to be written by the Planning Commission. A proposed theme for one or more editorials is “A Proactive, Thoughtful Strategy Will Manage Seattle’s Growth.” Mr. Hoey stated that the topic and tone of the editorial content should be very general to reach the broadest possible audience. The content should make it clear who the Planning Commission is and explain why we are voicing our opinions on this subject. He provided a few examples of potential topics, including: smart growth and livability, displacement, and strategies to address the housing affordability crisis. Ms. Budech provided a few key points for a media strategy, including making the topic understandable and meaningful to non-technical readers, make an effort to address misperceptions and stop the spread of misinformation, and build support for policy solutions.

The Commissioners discussed some potential media outlets for the editorial, including print and online media, as well as public radio. The Commissioners discussed the pros and cons of each media outlet, as well as some suggestions for positioning the content for mass distribution across social media and other blogs. Commissioners agreed that the targeted audience should be the general public that might be hearing about HALA and potential changes to neighborhoods second-hand. The Commissioners stated the editorial should be translated into other languages. It was agreed that the Commission should be aiming for two or more articles, but first to just publish one and then gauge the need for additional ones. The Commissioners expressed the need to refer to the Comprehensive Plan and our previous position papers. They suggested the content should focus on why managing Seattle’s growth is needed, rather than attempt to address misperceptions or calm fears commonly expressed by the public. The Commissioners also recommended making the message meaningful to individuals who are not familiar with the issues and expressing the urgency of the message, as the issues associated with growth are very relevant now and will continue to be in the future.

#### **Minutes Approval**

Commissioner Tim Parham moved to adopt the September 8, 2016 minutes. Commissioner Marj Press seconded the motion. The motion to approve the minutes passed.

#### **Discussion: Draft Department of Neighborhoods Letter**

SPC Policy Analyst Katy Haima reviewed a draft letter of support for the Department of Neighborhoods’ new approach to community outreach and engagement. The Commissioners provided several comments and asked questions, including: How does this intent of this letter fit with the new Community Involvement element in the Seattle 2035 Comprehensive Plan? How is the Department planning to implement this new element? The Commissioners suggested some revisions to the letter, such as explaining why the Planning Commission is writing this letter now and referencing the Department’s use of the Race and Social Justice Toolkit in their outreach and engagement efforts.

#### **Public Comment**

Cindi Barker suggested the Planning Commission specifically identify the need for video recording capabilities in the Boards and Commissions Room. She suggested the Commission review the social

media toolkit for outreach to cultural communities. Finally, she commented that Seattle residents and stakeholder organizations are waiting for the Mandatory Housing Affordability (MHA) performance and payment rates to be announced before deciding if the MHA regulations are a good policy approach to generating additional affordable housing.

**The meeting was adjourned at 8:57 am.**