



Memorandum

DATE: December 5, 2006

TO: Shoreline Planning Commission

FROM: Paul Cohen, Senior Planner *PK*

RE: Town Center Planning

On December 14th I will present to you the status of the Town Center Planning project. I have attached the project charter and the basic information that we have at this time. We are currently in the inventory stage and do not have any recommended vision or plan for the Town Center at this time. However, I would like to talk with you about the Central Shoreline Subarea Study. I have been reviewing the minutes of the Commission and Council. I look forward to hearing your ideas about the major concepts in the Central Shoreline Study that should be brought forward into the Town Center Plan.

I have given a copy of the study to our consultants as a resource as well as a record of what the Planning Commission recommended to the City Council. I will also forward the ideas from tonight's meeting to the consultants so that they have the benefit of your thoughts as well as those from staff.

**Town Center - Project Charter
September 5, 2006**

Project Definition

Create a distinctive and cohesive center that consolidates public facilities and services, a mix of commercial services, and housing appropriate to the size and needs of the community.

The Town Center Plan is a strategy to:

- Define the vision for long-term design and improvements in the quadrants surrounding N 175th and Aurora Ave N in a wider study area.
- Coordinate approved CIP projects – City Hall, Aurora Ave., Interurban Trail, and Heritage Park and coordinate economic development actions with key property owners and developers.
- Plan near-future (6 to 10 years) CIP projects and continue to coordinate key property owners and developers to facilitate economic development actions.
- Buffer single family neighborhoods.
- Complement Housing Strategy and Sustainable Community goals.
- Amend the Comprehensive Plan and Development Code.

Problem / Opportunity

Over the past 10 years the City has been trying to improve economic development and provide a distinctive city center. Our opportunity is to gather these actual public projects as well as the changes in the market and coordinate and help shape them into a distinct district.

- The City Council's first city vision showed this part of the city as a civic center.
- Other public facilities exist nearby such as the fire station, Shoreline Historic Museum, and Ronald Waste Water offices.
- Since Top Foods was built PADS has received many inquiries about property redevelopments in the area near N 175th and Aurora Avenue.
- City efforts have been made to resolve the Ronald south wedge land ownership and traffic patterns.
- Recently inquiries have come in regarding properties along the east side of Midvale since the clearing of structures in the Interurban Trail.
- City has begun large projects such as the Interurban Trail and associated heritage park, Aurora Avenue improvements, and a new City Hall. These projects converge in the NE quadrant of the Intersection of N 175th and Aurora Ave N.
- Indications that the development market has changed from 5 years ago to mixed uses and structured parking.
- Banks are more willing to loan for mixed use developments.

Relationship to Council Goals

ITEM 8.a

- Goal 2 – Economic Development Strategy. The Town Center strategy is to use public development to jump start private development efforts as part of the town center strategy will include incentives for development here.
- Goal 3 – Affordable civic center / city hall project. A town center plan will help guide the design so that it contributes to a civic center theme and is coordinated with future adjacent projects that serves civic needs.
- Goal 4 – Complete the Aurora improvements. These are major improvements that will be central to the appearance and function of a town center such as gateway features.
- Goal 5 – Comprehensive Housing Strategy. The town center strategy will consider where housing can be integrated.
- Goal 6 – Environmentally Sustainable Community. The town center strategy will consider incentives than encourage low impact and environmentally friendly development.

Relationship to CIP

One focus of the strategy will be to coordinate the current CIP projects in this area. In addition, the strategy will provide information on town center development potential and design standards in a timely manner so as to not delay these projects. These projects will be the core of implementing the first phase of the town center. Secondary CIPs will likely be the vacation of Ronald Place South, widening of N 175th between Midvale and Aurora, and improvements on the east edge of Midvale.

Work Plan

1. Inventory problems, assets and opportunities - Fall 2006
2. Development Vision and Strategy – Winter 2006/07
3. Coordinate current CIPs (Aurora Ave, Interurban) and secondary CIPs (Heritage Park, Midvale, 175th widening, and Ronald Place South) – Fall 2006 – Spring 2007
4. Develop Phases and quadrants with CIP projects - Summer 2007
5. Town Center Preferred Alternative with variables - Summer 2007
6. Begin Public Process - community meetings, planning commission, and city council – Winter 2007
7. Town Center amendment to the Comprehensive Plan – Winter / Spring 2007
8. Amend Development code to implement design guidelines, form-based code, and development incentives – Spring / Summer 2008

Products

Inventory
Development Market Update
Plan Alternatives, Strategies, Incentives
Town Center Plan

ITEM 8.a

Comprehensive Plan Amendments
Development Code Amendments

Sponsor

Shoreline City Council

Project Manager

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Team Members

Joe Tovar
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Maureen C.

TOWN CENTER PLAN

Create a distinctive and cohesive center that consolidates public facilities and services, a mix of commercial services, and housing appropriate to the size and needs of the community.

- The Town Center Plan is a strategy to:
 - Provide analysis and a vision for architectural and street design in the area surrounding N 175th and Aurora Ave N.
 - Coordinate approved CIP projects – City Hall, Aurora Ave., Interurban Trail, and Heritage Park including 1% for public art and coordinate economic development actions with key property owners and developers.
 - Plan near-future (6 to 10 years) CIP projects and continue to coordinate key property owners and developers to facilitate economic development actions.
 - Buffer single family neighborhoods.
 - Complement Housing Strategy and Sustainable Community goals.
 - Amend the Comprehensive Plan and Development Code.

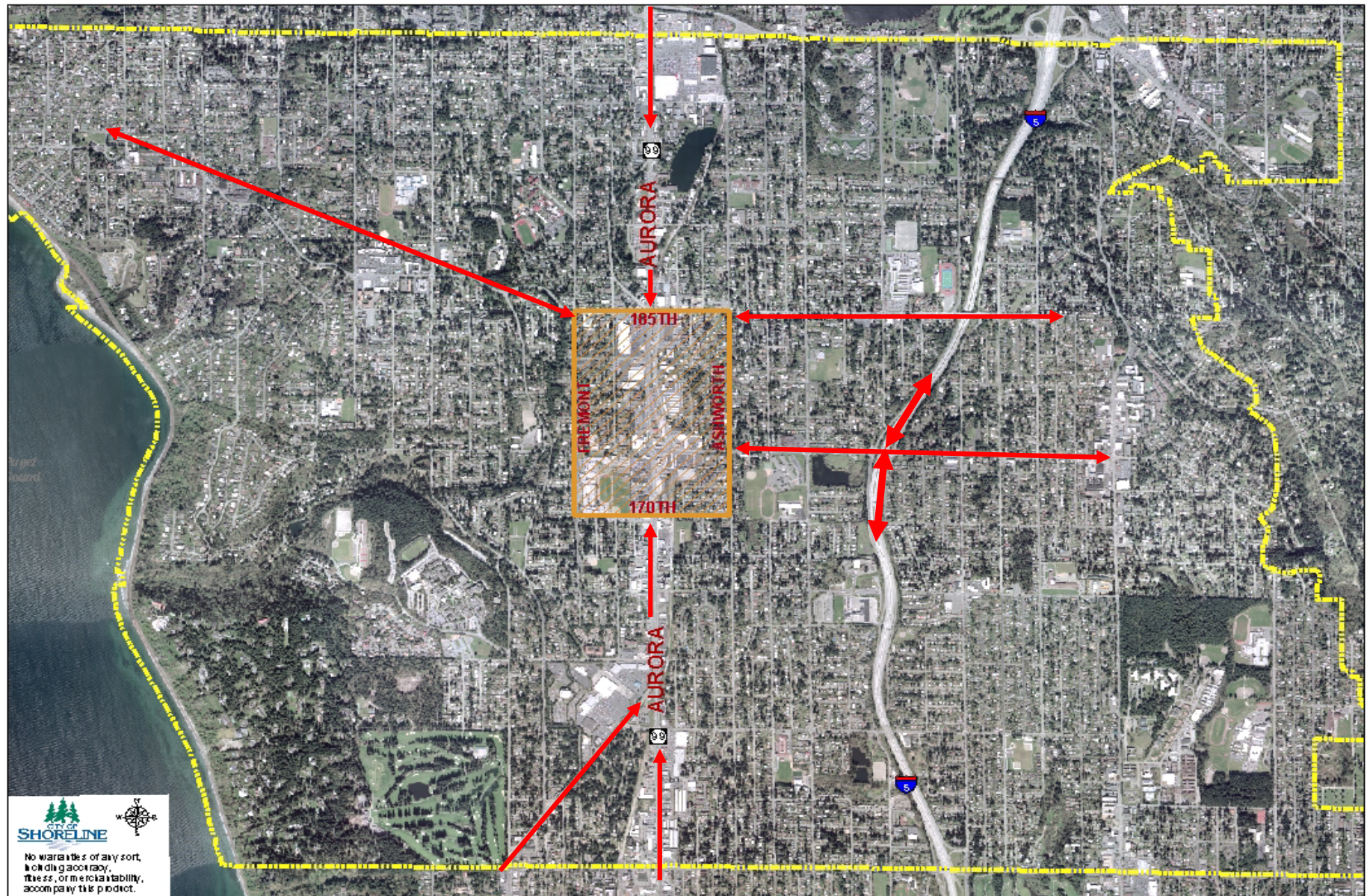
1998 & 2005 COUNCIL VISION



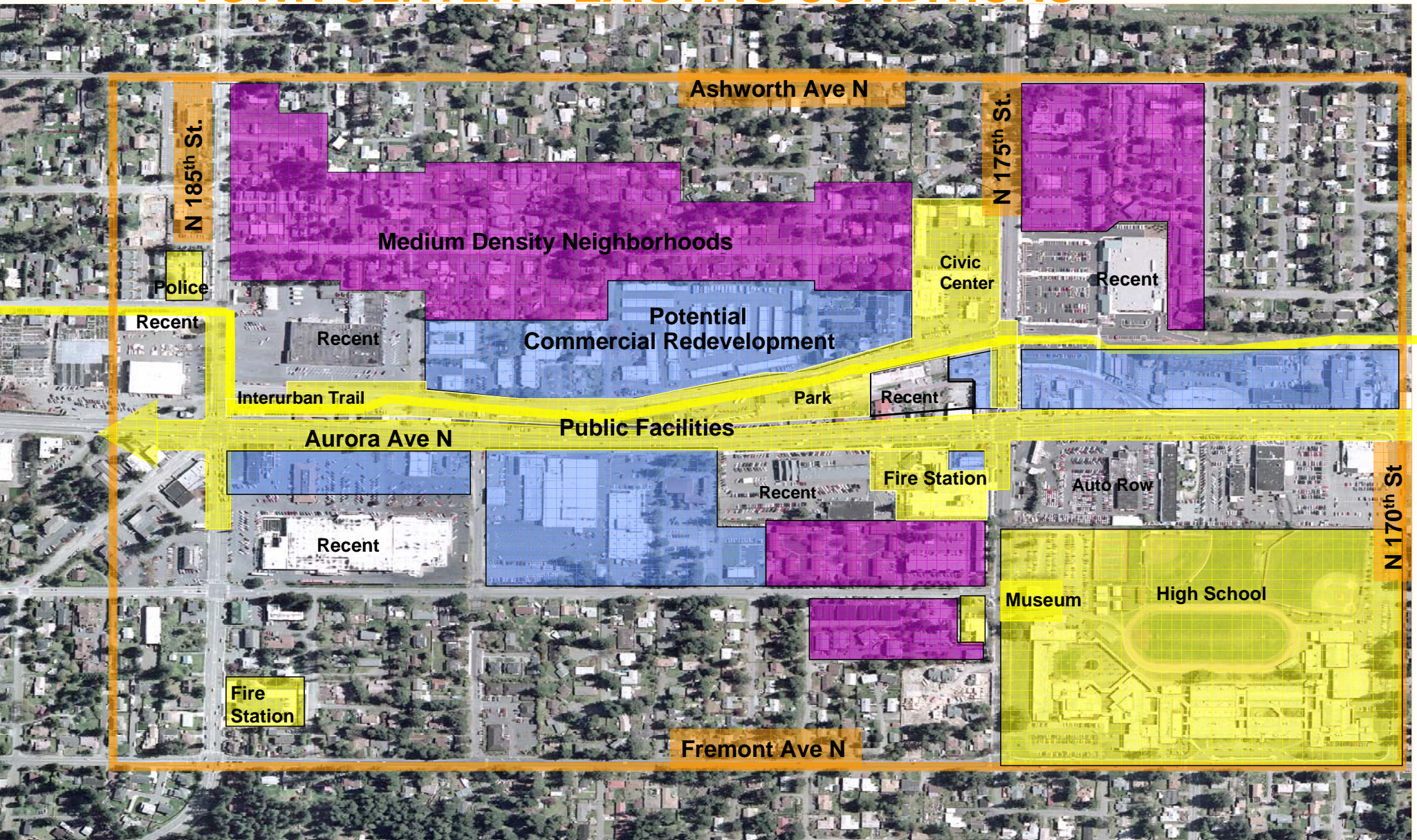
DIRECT POLICY SUPPORT

- LU21 Ensure vital and attractive commercial areas through a public/private investments including ped. amenities, plazas, parks, intersection treatments, gateway treatments and public art.**
- LU27 Ensure that street design and urban design is distinctive in the center part of the Aurora Corridor, from 175th through 185th.**
- LU29 Create opportunities to stimulate development of a “showcase” example and template for future development.**
- LU30 Encourage a mix of residential and commercial development in close proximity to create retail synergy and activity.**
- LU31 Protect adjacent single-family neighborhoods from traffic, noise, crime, and glare impacts of the Corridor through design standards and other development criteria.**
- LU36 Provide opportunities and amenities for higher density residential communities to form within or adjacent to the Aurora Corridor in harmony with the surrounding neighborhoods.**
- LU37 Assist with land assembly and redesign rights-of-way to improve intersections for redevelopment.**
- LU38 Use a phased approach to implementing the Plan.**
- LU39 Direct special projects toward sites with the greatest development potential.**
- LU40 Master Plan areas of the Aurora Corridor to include smaller city blocks, a park/plaza in the Seattle City Light Right-of-Way, a transit center, and large public areas for a mix of city activities.**
- LU41 Pursue methods to consolidate developable lands in order to facilitate economic revitalization.**

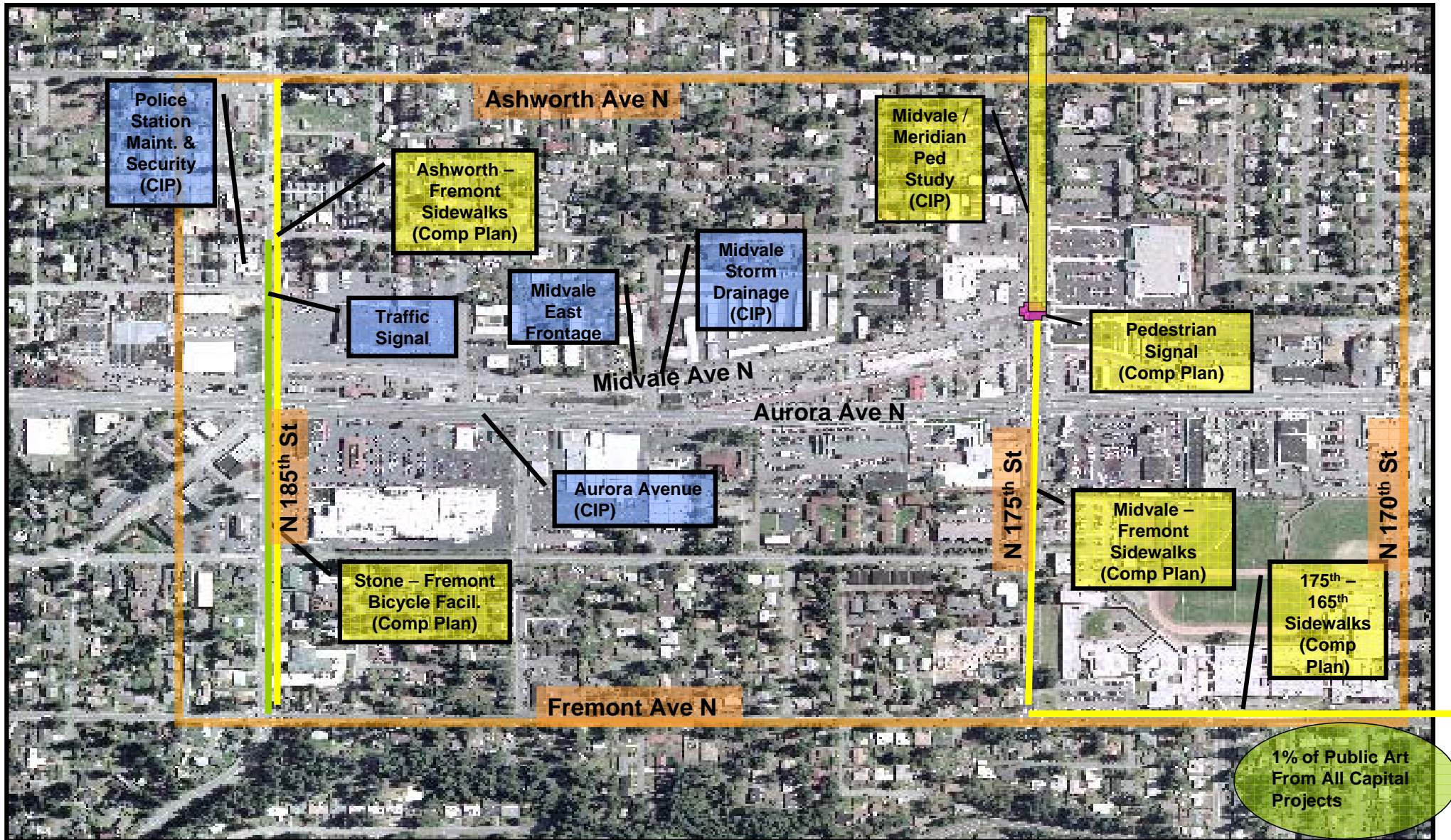
TOWN CENTER PLAN - STUDY AREA



TOWN CENTER – EXISTING CONDITIONS



TOWN CENTER – FUTURE CITY PROJECTS



TOWN CENTER – PROJECT COORDINATION

