

AGENDA

PLANNING COMMISSION

SPECIAL MEETING



Thursday, April 1, 2010
6:30 - 9:30 p.m.

Shoreline City Hall
Council Conference Room
& Council Chamber
17500 Midvale Ave N.

- | | <u>Council Conference Room</u> | <u>Estimated Time</u> |
|----|--------------------------------------------------------------------------------------------|-----------------------|
| 1. | CALL TO ORDER
a. Swearing In Ceremony for Newly Appointed Planning Commissioners | 6:30 p.m. |
| 2. | DIRECTOR'S COMMENTS | 6:45 p.m. |
| 3. | <u>Council Chamber</u>
DESIGN REVIEW & TOWN CENTER CHARRETTE/WORKSHOP | 7:00 p.m. |
| | Introduction/Background | 7:00 p.m. |
| | Visual Preference Exercise | 7:30 p.m. |
| | Plan Your Own Town Center: Small Group Exercise | 8:00 p.m. |
| | Summarize Results of Group Exercises | 9:10 p.m. |
| | Summarize Next Steps | 9:25 p.m. |
| 4. | ADJOURNMENT | 9:30 p.m. |

The Planning Commission meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 801-2230 in advance for more information. For TTY telephone service call 546-0457. For up-to-date information on future agendas call 801-2236.

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Memorandum

DATE: March 24, 2010

TO: Shoreline Planning Commission

FROM: Joseph W. Tovar, FACIP, Director
Paul Cohen, Senior Planner

RE: Design Review and Town Center Charrette/Workshop

The design charrette/workshop will begin at 7:00 PM. Staff and the consultant will facilitate the workshop using the attached agenda. The Commission's role will include presenting the draft vision statement at the beginning of the workshop. When the workshop begins (with the visual preference survey), staff suggests that the Commissioners mix with the public to both observe and participate in the planned exercises.

II. Background

Design review and standards will be an important element of the Town Center Subarea Plan. Review criteria and, potentially, incentives are likely tools that will be used in the development process to attain the vision, goals, and policies of the plan and make Town Center an attractive and a distinctive place to live, shop, and work.

III. Next Steps

Staff will analyze the charrette responses and propose an outline for the next steps in your discussion of design reviews and standards. The Commission is tentatively scheduled to discuss this topic on May 6th.

If you have questions about the Draft Town Center Vision or the Charrette, please contact Paul Cohen at 206-801-2551 or email Paul at pcohen@shorelinewa.gov.

ATTACHMENTS

1. April 1, 2010 Draft Charrette Agenda
2. Town Center Vision Statement by Planning Commission Subcommittee
3. Town Center Vision Statement by Economic Development Advisory Committee

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Draft

City of Shoreline Town Center Plan

Town Center Design Workshop

Agenda

April 1, 2010

7:00 p.m. Introduction/Background

- About the Shoreline Town Center Plan (including proposed Vision Statement)
- Purpose of meeting
- Context and conditions

7:30 p.m. Visual Preference Exercise (VPE)

We will conduct a slideshow of the visual preference images. This will be an exercise intended to get participants "gut reaction" as to their preference on how appropriate each development example might be for three areas within Shoreline's Town Center.

8:00 p.m. Plan Your Own Town Center: Small Group Exercise

Participants will divide into small groups of 4-10 people with designated Staff facilitating discussion at each table. The facilitator will document group preferences on special surveys and on the large base maps on the tables. There is a lot of material to go through – do the best you can. At the end, a volunteer from each group will quickly summarize their group's preferences for all groups to see.

9:10 p.m. Summarize Results of Group Exercises

Volunteers from each group will summarize the suggestions/findings from their group

9:25 p.m. Summarize next steps**9:30 p.m. Adjourn**

Examples of the exercises and a participant's summarizing the results of her group's findings at the end.

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Shoreline Town Center Draft Vision

Shoreline Town Center 2030 is the vibrant cultural and governmental heart of the City with a rich mix of housing and shopping options, thriving businesses, and public spaces for gatherings and events. People from all walks of life enjoy living, working and visiting in this safe, healthy, and walkable urban place.

Once a crossroads on the Interurban that connected Seattle and Everett, Shoreline's Town Center has evolved to become a signature part of the City that stands out as a unique and inviting regional destination while gracefully fitting in with its surrounding landscape and neighborhoods. Citizens, business owners and city officials are all justifiably proud of the many years of effort to create a special and livable place that exemplifies the best of Shoreline past, present and future.

Town Center is anchored on one end by the City Hall complex, Shorewood High School, the Shoreline Museum, and other public facilities. The linear park with the Interurban Trail provides a green thread through the center. City Hall not only is the center of government, but provides an active venue for many other civic functions. On the other end, the revitalized historic five-point interchange again attracts people from throughout the community.

(Note: Paragraph focusing on look, scale, texture of area to be developed here using information/feedback from design review workshop)

Town Center has achieved a strong balance between the three primary sustainability components – *environmental quality, economic vitality* and *social equity*. The City has long been committed to the realization of these three E's, and Town Center has integrated them successfully.

Environmental Quality

While respecting elements of its historic character, Town Center has become a model of environmentally sound building and development practices. The buildings themselves are state-of-the-art energy efficient and green structures, with zero carbon impacts. There is an extensive tree canopy and native vegetation, which is part of a strategic system for capturing and treating stormwater right on site. Major transit stops along the mature boulevard built earlier in the century provide quick and convenient connections to major centers elsewhere in the region. There are walkways and bicycle trails that link Town Center and neighborhoods throughout the City. Civic spaces and parks have been designed for daily use and special events.

Economic Vitality

Town Center attracts a robust mix of office, service and retail development. The boulevard boasts an inviting choice of shops, restaurants, entertainment, and nightlife. The Center is a model of green industry and economic sustainability that generates the

financial resources that support excellent city services, health and living standards. As a result, Shoreline is one of the most profitable cities on the West Coast with a very desirable tax rate.

Social Equity

The Town Center offers a broad range of housing choices that attract a diversity of household types, ages and incomes. Attention to design allows the public gathering places to be accessible to all. People feel safe here day and night. Festivals, exhibits and performances attract people of all ages and cultural backgrounds.

(Note: Final wrap-up paragraph(s) to be developed here summarizing vision, using information from design review workshop)



Memorandum

DATE: March 25, 2010

TO: Shoreline Planning Commission

FROM: Dick Nicholson, Chair, Shoreline Economic Development Advisory Committee
Jaime Eckhardt, Vice Chair, Shoreline Economic Development Advisory Committee

RE: Economic Development Advisory Committee (EDAC) Town Center Vision

CC: Shoreline City Council
Robert L. Olander, City Manager
Joseph W. Tovar, Planning and Development Services Director
Paul Cohen, Senior Planner
Julie Underwood, Assistant City Manager
John Norris, Management Analyst
Steve Cohn, Senior Planner

Please find attached EDAC's adopted Town Center vision for your review. The vision was adopted by a majority of the committee after much discussion and debate. It is the committee's hope that the Planning Commission will incorporate as much of this vision as possible into your Town Center vision statement. EDAC believes that our Town Center vision maximizes the economic development potential of this important sub-area of the city, while also taking the adjacent single family neighborhoods into consideration.

EDAC is also recommending that the Planning Commission review all information from prior planning processes focused on the Town Center area if the Commission has not already done so. EDAC believes the context and information in these prior planning processes would be a benefit to the Commission's understanding of the community's ideas for Town Center and help inform the Commission's current subarea planning process.

Thank you for your consideration.

Attachments: Town Center Vision
Economic Development Advisory Committee Member List

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Economic Development Advisory Committee (EDAC) Town Center Vision

Shoreline Town Center is the geographic and symbolic heart of the City. It provides shopping opportunities, government services, cultural arts events, family entertainment, head of household jobs, and quality residential units. Town Center has a strong “sense of place,” provides a focal point for community identity, and serves to unify the east and west side of Aurora and the greater Shoreline community. It is a place of social interaction and commerce, of education, discovery, and interaction, and a vehicle for connection. It is the intersection of a residential, business, and civic space. It is a community.

Town Center includes buildings up to six stories that are visually appealing and unique. The architectural look of the area is multi-thematic and quaint, reflecting the diversity of architectural styles of the Puget Sound and Shoreline. The greater building height and bulk of the buildings in Town Center sit toward Aurora Avenue N and away from the neighborhoods. This is accomplished through building setbacks and buffers from the adjacent single family neighborhoods, as well as through site integration into these lower density areas. The buildings in Town Center have plazas and open spaces between them and around them which serve as third places for the residents, employees, and consumers living, working and shopping in Town Center.

The majority of the spaces in these building are utilized as office space, and have been filled with professional services and technology firms that are doing business locally, regionally, nationally, and internationally. The office spaces are high quality, and serve to attract equally high quality firms to the City. These new buildings and office spaces are balanced with a mix of existing structures and businesses that have served and continue to serve the Shoreline community. There are also retail spaces along the ground floors of many of the buildings in Town Center, and shoppers have a choice of sidewalk café’s, a few specialty retail establishments, and other commercial and retail spaces. These retail spaces provide amenities for the area and offer service options for not only those people living and working in Town Center, but also to the residents of the entire Shoreline community.

Although the preponderance of building space is used for commercial purposes, there are also high density multi-family residential units and some lower-density town homes in Town Center. Located around the edges of the Town Center, these residential structures form a buffer between the inner commercial core and outlying residential neighborhood that surround the Town Center. These sustainable, quality condominiums and apartments house young professionals, new families, and empty nesters, and provide these residents easy access to the adjacent retail, dining and entertainment experiences that are offered there. Residential units, which are of high quality, reflect the tastes of an urban pallet.

In addition to the predominant commercial uses and residential uses, civic and cultural functions also draw citizens to Town Center. Residents walking or jogging along the Interurban Trail, which runs along the eastern portion of Town Center, pass by families utilizing the public open spaces and lawns that provide gathering places. Live entertainment flourishes at the performing and cultural arts theater that the Shoreline School District has developed at their rebuilt Shorewood High School. The Shoreline Museum continues to house their collection of local history and hosts multi-cultural events and exhibits reflecting the history and future of Shoreline. Across Aurora Avenue, the Shoreline Civic Center complex with its LEED City Hall facility serves as the civic heart of the community. Added to this mix are other community services, such as a day care center for working moms and dads living in Town Center, or social service agencies serving the diverse populations of Shoreline.

Town Center is a walk-able community served by rapid transit along the Aurora Corridor, connections to the light rail stations in Shoreline, potential circulator bus routes, and other non-motorized transportation options along the Interurban Trail. However, Town Center is also accessible by automobile. Parking in Town Center is managed through a mix of above and below ground parking investments and parking mitigation measures. Primary access to Town Center is obtained at Aurora Avenue N and N 175 Street and at Aurora and N 185 Street, while cut-through traffic from secondary access points are managed and mitigated.

Shoreline Town Center is just one commercially-focused area in the City of Shoreline. However, because of its central location, Town Center has the potential of becoming the heart and soul of the community. While the market will be a key driver in Town Center redevelopment, this long-term vision expands the possibilities – the possibilities of enriched civic, cultural, and commercial opportunities.



Economic Development Advisory Committee

Length of term is two-years. Term expiration date is noted. All are eligible for reappointment.

- Paula Anderson – 2010
- Jack Carney – 2011
- Wade Carter – 2010
- Cindy Dayley – 2011
- Craig Degginger – 2011
- Wendy DiPeso – 2011
- James Eckhardt – 2011
- Heather Fralick – 2011
- Susan Hoyne – 2010
- Warren Johnson – 2011
- William Montero – 2011
- Thomas Nasky – 2010
- Dick Nicholson – 2011
- Larry Owens – 2010
- Doug Palmer – 2011
- Adam Peddicord – 2011
- Thomas Phillips – 2011
- Greg Price – 2011
- Sheila Richardson – 2011
- Marty Rood – 2011
- Elaine Solberg – 2010
- Rick Stephens – 2011
- John Weber – 2011