

use. He suggested perhaps it would be better to approach the issue via screening and performance standards.

Commissioner Broili said he tracks innovative design throughout the world and some very creative things have been done using old shipping containers as actual structures, etc. He expressed concern that they not limit the opportunity for these types of creative design.

- Vice Chair Perkowski noted that **Table 20.92.0209(A)** makes reference to **Table 20.40.120**, which talks about conditional and special uses. He recalled previous discussion that language should be added to make it clear that they are only talking about the uses and not the processes identified in Table 20.40.120. Staff agreed to make this change.
- Mr. Cohen said **Section 20.92.040.E** was amended to make it clear when traffic studies are required and how impacts identified in the studies would be addressed. As currently proposed, developers would be required to complete a traffic impact study if the proposal exceeds the threshold. Additional traffic that is projected to use non-arterial streets would be required to implement traffic mitigation measures, which are approved by the City's Engineer in collaboration with the abutting neighborhoods.

Commissioner Kaje noted that the proposed language would be clearer if the words "and developed" were inserted after "traffic engineer." This would make it clear that the neighborhoods would help to define the types of mitigation measures that are most appropriate, but they would not be involved in the final approval.

Commissioner Moss noted that the language related to cut-through traffic and parking impacts was deleted from Section 20.92.040.E. She asked if the proposed language would require the City and the neighborhood to agree upon a reasonable way to mitigate the impacts or would the City Engineer be able to make the final decision if a compromise cannot be agreed upon. Mr. Cohen clarified that the City Engineer would make the final decision on how to mitigate the impacts. While the neighborhood would be invited to participate in the process, they would be choosing the ultimate solution.

Chair Wagner suggested the language be amended further to make the neighborhood collaboration process clearer. Mr. Tovar said the intent of the proposed language is to provide an opportunity for the public to understand the issue and try to persuade the outcome. He asked the Commission to provide feedback about whether or not the City Engineer's decision should be appealable to the Hearing Examiner. This would give more weight to the neighborhood's sentiment. He reminded them that the goal is to balance the Traffic Engineer's technical judgment with the need to fairly consider people's opinions. Chair Wagner suggested that before they make a decision regarding appeals, the language should be expanded to identify the threshold that would trigger the study requirement, as well as decision criteria. Mr. Tovar suggested that perhaps the decision should be administrative, appealable to the Hearing Examiner. Allowing the City Engineer to make the final decision with no appeal would be a more direct way to deal with the issue, but it would be less responsive to the neighborhood input.

Commissioner Behrens suggested they utilize the Neighborhood Safety Committee to consider the traffic impacts and work with the City Engineer to mitigate the issues. Mr. Cohen said the spirit of the proposed language was that the neighborhoods would be consulted, and he agreed that it would be

appropriate to invite the Neighborhood Safety Committee to organize the neighborhood meetings. Commissioner Behrens recalled a public meeting he attended in which 125 people voiced opposition to a particular proposal, yet it was approved by the City anyway. He cautioned that a neighborhood's role in the final decision should be clearly defined. Again, Mr. Tovar suggested there must be clear decision criteria. Commissioner Behrens suggested staff invite the Traffic Engineer to help create measurable criteria. Mr. Cohen agreed to contact the Traffic Engineer for additional information.

- Mr. Cohen pointed out that **Section 20.92.060.2** was amended to require transparent windows on 60% of the first floor façade on boulevard streets.

Mr. Cohen said that, as per the amendment, both storefront and boulevard streets would require that 60% of the ground floor façade be placed in windows at certain heights. Green streets are a separate category that requires 15% transparent windows.

- Commissioner Behrens referred to the map in **Section 20.92.030**, which identifies 178th, 180th, and 183rd Streets as storefront streets, which require 10-foot sidewalks. He reminded the Commission that the right-of-way on these streets is only 40 feet. A 10-foot sidewalk, along with a 6-foot parking strip on both sides of the street would result in only an 8-foot lane width.

Mr. Cohen clarified that while the existing road width might be less now, the actual right-of-way ownership is 60-feet wide. This would allow space for 10-foot sidewalks on each side of the street, as well as two travel lanes. Commissioner Behrens said he measured the streets from setback to setback and found the rights-of-way to be 40-feet wide. Commissioner Broili pointed out that it is not possible to measure the rights-of-way unless you have clear information about where the actual property lines are located. Mr. Cohen agreed to meet with Commissioner Behrens to review the right-of-way widths.

- Commissioner Esselman referenced **Section 20.92.060.C.2.a**, which calls for a 20-foot beveled building corner with entry and 80% of the first floor in transparent glass. She suggested that perhaps the 80% requirement is too much considering the structure of a building and 60% would be a better number. Also, if the intent is to require that 60% of the corner be transparent in addition to the 60% required for the building façade, then **Section 20.92.060.B.2.a** should also be amended.

Mr. Cohen said the intent is that transparency should be emphasized on the street corner. Commissioner Esselman noted that, depending on the size of a building, a developer could put all the transparency on the corner and have none on the rest of the building. Mr. Cohen said the language would require an average of 60% transparency over the entire first floor façade of a building. However, the corner facades could be no less than 60%. Commissioner Esselman suggested the language should require an additional amount at the corner. Mr. Cohen agreed to discuss the issue further with Commissioner Esselman and come up with language to address her concerns.

- Commissioner Esselman referenced **Section 20.92.060.C.3** and suggested that a simpler approach would be allow whichever street specification has the highest requirements to dictate what happens at the corner.

Mr. Cohen noted that sometimes there is a combination of street fronts that culminate at a corner. As per Commissioner Esselman's suggestion, the requirements would be based on the street specification that has the greatest requirements. The Commission agreed this change would be appropriate.

- Mr. Cohen referred to **Section 20.92.060.E.1**, which originally proposed different parking standards for residential, office and retail uses. The standards have been amended to use the City's current city-wide parking standards. Modifications would be allowed based on the criteria identified in the proposed language.

Mr. Cohen recalled that a Commissioner suggested that the criteria that any developer could meet merely by being located within the Town Center Subarea should be removed because they could not be considered incentives. Therefore, Items d (a transit stop within ¼-mile radius) and e (an off-street public parking lot within ¼-mile radius) were eliminated. Item h (neighborhood meeting to discuss impacts of traffic and parking) was also removed because it did not really have any teeth to it and traffic and parking impacts are already addressed in the transition area standards.

Commissioner Moss pointed out that staff is proposing to eliminate the two items that reference a ¼-mile radius because all properties within the subarea would meet these criteria. She reminded the Commission that she asked staff to apply the radius index concept to see if that would still be the case.

- Commissioner Kaje said the commute trip reduction program in **Section 20.92.060.E.1.e** sounds nebulous. While he is an advocate for commute trip reduction programs, he suggested they either need to define some standards for the program or eliminate it. He said he is in favor of incentives that result in benefits to the community.

Mr. Cohen said there is a staff person who coordinates commute trip programs for businesses over a certain size in the City, and there are applicable standards. Commissioner Kaje suggested that reference be made to the City's existing program. He asked staff to provide information about the City's existing standards. Commissioner Moss said the State also provides guidelines for commute trip reduction programs. However, she is not sure the businesses currently located in the Town Center Subarea would trip the threshold for these standards. Mr. Cohen agreed that only City Hall would meet the threshold.

- Commissioner Moss referenced **Section 20.92.060.E.1.c**, which appears to require one parking space per 4,300 net square feet of retail/office space.

Mr. Cohen said the strike out is not visible over the 4. The requirement would be one parking space for every 300 square feet of retail/office.

- Mr. Cohen advised that **Section 20.92.060.I.2** was amended to include improved design standards for screening roof and ground-mounted mechanical equipment. Rather than just allowing them to be painted gray, they would like to increase the requirement so there is a separate screen that matches the architecture of the building.

Commissioner Broili said the language is fairly specific that the screening must be constructed using the main building façade material, and he is not sure that actually accomplishes the intended goal. He

suggested a better approach would be to require screening that is complimentary to the overall design. He said he can see cases where using the same siding around the rooftop mechanical equipment would look odd. The goal is to mask and/or hide the equipment so it is not an eyesore. Mr. Tovar agreed that the proposed language is a good first attempt, but it needs to say more.

- Chair Wagner noted that **Section 20.92.070.B.1** makes reference to “two architectural features listed below.” There are actually three. She also noted that earlier in the same paragraph references is made to Items a and b only. There is no mention of Item c.

Commissioner Moss pointed out that the picture provided in this section breaks up the text, making it more difficult to read. She agreed that the language should be amended to be clearer.

- Mr. Cohen advised that **Section 20.92.070.B.4** was amended to clarify that a building would be required to have a minimum 30-foot wide section that is offset at least by 20 feet through all floors for each 150 feet in length along the street front.

Chair Wagner referred to a situation where an entryway extends over the sidewalk to the street edge, with space for people to walk through. She felt this approach would break up the façade of the building and would not be out of context with the spirit of still allowing sidewalk through passage. She suggested this should be allowed as an exemption. Commissioner Broili said perhaps they could allow a developer to push the modulation out instead of back. The developer could offer environmental opportunities as a trade off. Mr. Cohen noted that the proposed language does not say whether the offset has to go forward or backwards. Chair Wagner pointed out that if a development is required to be setback from the property line by a certain distance, any modulation would have to be pushed back rather than forward unless there is a specific exemption that allows them to push forward into the right-of-way.

Mr. Cohen suggested that the provision that requires developers to provide plaza space would allow the feature described by Chair Wagner to be built over top of the plaza space. Covered plaza space would be allowed as long as it is open air.

- Mr. Cohen advised that the language in **Section 20.92.070.B** was amended to eliminate the option of using color to provide the window trim contrast. T

Mr. Cohen explained that the rationale for the amendment is that colors can change over time, and the contrast could potentially be eliminated. There are other options for providing this contrast.

- Mr. Cohen referred to **Section 20.30.297** and recalled that the language presented to the Commission in May included four criteria. However, staff is recommending that Criteria 2 and 3 be deleted because they are difficult to define and difficult for the developers and the community to understand what they can expect.

Mr. Cohen explained that requiring a development to use materials and architectural elements that are compatible with the context of other development in the vicinity (Criteria 3) may not be desirable,

particular where there is older development that is inconsistent with the goals of the Town Center Subarea. He noted that this would likely be the case in the majority of situations.

Final Questions by Commission

Commissioner Moss referred to the written comments she sent to her fellow Commissioners a few hours earlier. Rather than debating the issues she raised, her intent was to bring them to the attention of the Commission and perhaps generate conversation at the continued public hearing. She particularly noted the following items:

- There is currently no mention about bicycling in the Vision Statement. However, some of the Town Center Subarea Plan policies mentioned the activity as something that is important. Was this omission intentional?
- Has the City actually adopted Engineering Development Design Criteria? Mr. Cohen answered affirmatively.
- What is the articulation for bench and wall seating and how is it addressed in the code?

Commissioner Moss said she did some research on the correct use of the term "foot-candle," which is defined as the amount of light that is put off from one candle at one foot away. She suggested that instead of "foot-candle" the proposed language should use terms that are current, straightforward and easy to measure. She reminded the Commission that the goal is to prevent light from becoming disruptive to neighboring buildings or residential houses across the street. Mr. Cohen agreed to research the latest standards for measuring illumination. Commissioner Moss pointed out that the American National Standards Institute states that "foot-candles" is an antiquated term that should be replaced.

Commissioner Moss expressed her belief that **Section 20.91.040** creates confusion because it talks about the Ridgcrest Planned Area. While she understands that the language was changed for consistency when the Ridgcrest Planned Area was adopted, she suggested staff provide preface language to explain the rationale for including the language as part of the Town Center zoning.

Commissioner Moss complimented Mr. Levitan for the draft EIS. However, as she reviewed the document, she was unsure how important it was that the information in the draft EIS match exactly with the language in the proposed Town Center zoning language. Mr. Levitan said the intent of the draft EIS was to evaluate the proposed Town Center Subarea Plan and code language. It was largely written in March and April. Since that time the proposal has been changed in some areas, such as the parking requirements. These changes would be addressed as part of the final EIS. If there had been no changes since the draft EIS was prepared, the fact sheet would be the only requirement. If there are minor changes, an addendum could be done to explain the changes. An addendum could also be done as a separate process to an existing environmental document. In the case of the parking requirement changes, the impacts would be less because the parking requirements have been increased and the impacts decreased. While the change would not be considered minor, it would be identified as a net benefit that could be captured by an addendum to the draft EIS rather than a re-write of the entire transportation chapter.

Commissioner Broili referred to **Section 20.92.050.1**. He said he understands that lighting is necessary for safety. However, they are learning more about the intrusiveness of lighting and keeping it task specific so it does not violate another person's space. He suggested there should be some reference in the propose code language that talks about this aspect of lighting standards. Mr. Cohen said the code has a general standard that requires shielding of outdoor lighting so that no direct light enters adjacent property. He suggested this general language could be added to the proposed Town Center zoning code, as well.

Vice Chair Perkowski pointed out that **Section 20.30.297.2** makes reference to **Table 20.92.030**, which does not exist. The correct reference is **Table 20.92.020**, which contains the dimensional standards.

Vice Chair Perkowski referenced **Section 20.92.040.G** and recalled the Commission's discussion about the rationale for not using the Green Factor. Tree preservation is specifically sited and he questioned if staff has done any analysis to identify the number of significant trees on proposed TC-4 parcels and Transition Overlays 1 and 2. While he supports tree preservation, he suggested this statement may not be meaningful. He suggested there be some sort of vegetation requirement if the 20% preservation requirement is not pertinent. Commissioner Broili agreed it would be appropriate to talk about vegetation preservation as opposed to tree preservation. Mr. Cohen noted that this provision is the current standard for single-family residential zones. It is a high number, and he agreed that there are only a few parcels in the Town Center Subarea that have sufficient trees for the provision to be applicable. He reminded the Commission that the landscaping standards in the general code would apply. The landscaping, street trees and buffer requirements would ensure that vegetation is planted. Vice Chair Perkowski agreed, but suggested that tree preservation should not be used as a meaningful rationale for why the City should not implement the Green Factor concept.

Commissioner Esselman referred to Town Center Policy TC-5, which talks about having retail, service, grocery and restaurants for people that live, work or can walk to the town Center. However, the Vision Statement also talks about providing these services for people who live elsewhere in Shoreline or who pass through Shoreline. This is not addressed in the proposed code language. Mr. Tovar agreed this would be a good point to address. It might also be appropriate to address what will happen when the bus rapid transit (BRT) program is fully implemented on Aurora Avenue in 2013. People within walking distance of Aurora Avenue North would be able to get to Town Center without using a car. In their recent research, the Urban Land Institute found that in Snohomish County, many of the trips on the Swift BRT are local trips within a two or three mile travel shed of Aurora Avenue North. It may be important to point out in the Subarea Plan that access to the goods, services and amenities in Town Center will be made available to people within the City. Some will be driving cars, but many will arrive on foot by using the BRT. Staff agreed to come up to language to address this issue, as well as a separate policy statement that addresses the desire for the Town Center Subarea to become a regional destination, as well.

Mr. Tovar asked if the Commission would like the staff to propose possible language for their recommendation to the City Council as a starting point for their continued discussion. The Commission agreed that would be appropriate. Chair Wagner encouraged the Commissioners to review the proposal again and submit their additional comments to staff by June 7th.

Continuation of Public Hearing

COMMISSIONER KAJE MOVED THAT THE PUBLIC HEARING ON THE DRAFT TOWN CENTER SUBAREA PLAN AND ZONING CODE BE CONTINUED TO JUNE 16, 2011. COMMISSIONER BROILI SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR'S REPORT

Mr. Tovar did not have any additional items to report to the Commission.

UNFINISHED BUSINESS

No unfinished business was scheduled on the agenda.

NEW BUSINESS

No new business was scheduled on the agenda.

REPORTS OF COMMITTEES AND COMMISSIONERS/ANNOUNCEMENTS

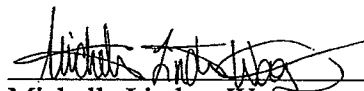
Commissioner Behrens said he recently had a conversation with two people from the Masonic Temple who indicated they would be doing a major remodel on the building. He asked if staff had been contacted by these individuals to obtain more information about their historical status and how this could help them obtain funding for the building redesign. Mr. Cohen answered that he has not been contacted yet.

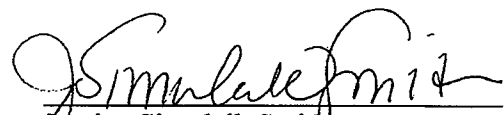
AGENDA FOR NEXT MEETING

Chair Wagner noted that the agenda for June 16th would be the continued hearing for the Town Center Subarea Plan and Zoning Code.

ADJOURNMENT

The meeting was adjourned at 10:00 P.M.


Michelle Linders Wagner
Chair, Planning Commission


Jessica Simulcik Smith
Clerk, Planning Commission



Memorandum

DATE: June 17, 2011
TO: Shoreline City Council
FROM: Shoreline Planning Commission
RE: Commission Recommendation for Town Center Subarea Plan

The Planning Commission held several study sessions and three nights of public hearings on the Town Center Subarea Plan and Town Center Development Code. After a multi-year, multi-faceted public outreach effort, taking input from the public and staff reports, including the Environmental Impact Statement, deliberating, and considering a series of amendments, the Commission voted to recommend the attached Subarea Plan. We understand that the City Council will begin its review of our recommended Town Center Subarea Plan at your study meeting of July 5th.

While the Commission concluded its hearing on the Town Center Subarea Plan and forwarded the attached recommendation, the public hearing on the Town Center Development Code has been continued to a Special Meeting date of June 30. The Commission anticipates developing a recommendation on the proposed Code by the conclusion of that meeting in time for the July 11th Council meeting.

The proposed Subarea Plan has been crafted to encourage appropriate redevelopment in the Shoreline Town Center while simultaneously identifying ways to connect adjacent residential neighborhoods to the emerging transit, civic activities, goods and services in Town Center. It has also been important to lay the policy groundwork in the Subarea Plan for detailed standards in the Town Center Code to protect those adjacent neighborhoods from potential negative impacts of new development.

The Commission placed a special focus in the Subarea Plan on language that encourages development that serves a region-wide market, in addition to the larger Shoreline community or nearby neighborhoods. Many of the goals and policies are supported by concepts of economic, social, and environmental sustainability. This is a concept that flows from the City's Vision 2029 to the Town Center Subarea Plan and will influence the Town Center Development Code.

Following is a brief summary of the chronology of public outreach for this effort, and a summary of how the Planning Commission believes the proposed Subarea Plan meets the applicable criteria set forth in the City's Code.

A. Public Outreach Chronology

- In 2007 the City launched the effort with:
 - Council adoption of five Town Center framework goals for the Comprehensive Plan.
 - Council adoption of thirteen interim Strategic Points to help provide context for the design work of two major public projects in Town Center: Mile 2 of the Aurora Project and the new City Hall.
 - A Shoreline Speaker Series featured regional and national experts on planning and design issues, still on the City's website as streaming video at <http://shorelinewa.gov/index.aspx?page=181>
 - February: Mark Hinshaw on "Housing and Demographic Trends and Innovative Responses."
 - March: Gene Duvernoy on "Cascade Agenda Cities."
 - April: Amalia Leighton on "Creating and Implementing Green Infrastructure."
 - May: Ron Sher on "A discussion of Community Gathering Places."
 - August: Dan Burden on "Walkable and Pedestrian friendly communities."
- January 2008 – Planning Commission hosted a design charrette with the public to inventory existing conditions and brainstorm possible future design themes.
- April 2009 – City Council adopted a Citywide Vision that identifies the lands along Aurora Avenue N between N 175th and 185th Streets as the core of an emerging Town Center.
- July 2009 – Town Center walkabout with the Planning Commission and interested citizens.
- August 2009 – Planning Commission reviewed synthesis of past relevant actions and projects, updates on the Aurora project, economic development potential and the public outreach program for the Town Center effort.
- October 2009 – Planning Commission hosted a Town Center Open House to review preliminary land use, circulation and design concepts with the public.
- October 2009 – City launches Town Center Subarea Facebook Page at <https://www.facebook.com/ShorelineTownCenter>
- January 2010 – Planning Commission held workshop to discuss project background, transportation issues and coordination with the transportation master plan.
- April 2010 – Town Center charrette with the public to explore form and design issues in Town Center and vote in a visual preference survey.
- June 2010 – Staff held workshop with Richmond Highlands and Meridian Park Neighborhood Associations to solicit input on ways to connect and protect residential neighborhoods adjacent to Town Center.
- July and August 2010 – Planning Commission held meetings to review results of public outreach and preliminary discussion of design standards for inclusion in Town Center Code.

- September 2010 – Planning Commission reviewed draft of Town Center Subarea Plan and Code.
- January 2011 – Draft Town Center Subarea Plan and Code posted to City website and released for public review.
- April 2011 – Planning Commission study session to hear staff update on preliminary public comment on draft Subarea Plan and Code.
- May 2011 – Issued Draft Supplemental Environmental Impact Statement for the Town Center Subarea Planned Action.
- May and June 2011 – Planning Commission held three public hearings and deliberations.

B. Comprehensive Plan Amendment Criteria – 20.30.340

The Commission arrived at its recommendation on the Subarea Plan based on the following criteria in the Development Code:

1. The amendment is consistent with the Growth Management Act and not inconsistent with the Countywide Planning Policies, and the other provisions of the Comprehensive Plan and City policies; or

The amendment is supported by state, county, and city goals and policies. The GMA supports urban growth, reducing sprawl, economic development, housing, transportation, and citizen participation. Countywide policy FW-11 supports concentration of development in urban growth areas and accommodation of the 20-year population projection and employment forecast including to promote a land use pattern than can be served by public transportation.

Several Shoreline Comprehensive Plan policies support the amendments, including

- *Goal LU VIII – Change the Aurora Corridor from a commercial strip to distinctive centers with variety, activity, and interest by:*

Balancing vehicle, transit, and pedestrian needs

Creating a “sense of place” and improving image for each center

Protecting neighborhoods

Encouraging thriving businesses

Using sound marketing principles

- *Policy LU25: Pursue opportunities to improve the City's image by creating a sense of place on the Aurora Corridor for doing business and attracting retail activity.*
 - *Policy LU27: Ensure street design and urban design is distinctive in the center part on the Aurora Corridor, from 175th through 185th.*
2. The amendment addresses changing circumstances, changing community values, incorporates a sub area plan consistent with the Comprehensive Plan vision or corrects information contained in the Comprehensive Plan; or

- *2009 Shoreline City-wide Vision Statement and Framework Goals:*

"You'll also find safe, well-maintained bicycle routes that connect all of the main streets to each other and to the Aurora core area, as well as convenient and reliable local bus service throughout the day and throughout the city. If you live nearby, sidewalks connect these hubs of activity to the surrounding neighborhood, bringing a car-free lifestyle within reach for many."

"Aurora Avenue is Shoreline's grand boulevard. It is a thriving corridor, with a variety of shops, businesses, eateries and entertainment, and includes clusters of some mid-rise buildings, well-designed and planned to transition to adjacent residential neighborhoods gracefully. Shoreline is recognized as a business-friendly city. Most services are available within the city, and there are many small businesses along Aurora, as well as larger employers that attract workers from throughout the region. Here and elsewhere, many Shoreline residents are able to find family-wage jobs within the City."

"As you walk down Aurora you experience a colorful mix of bustling hubs – with well-designed buildings, shops and offices – big and small – inviting restaurants, and people enjoying their balconies and patios. The boulevard is anchored by the vibrant Town Center, which is focused between 175th and 185th Street. This district is characterized by compact, mixed-use, pedestrian-friendly development highlighted by the Shoreline City Hall, the Shoreline Historical Museum, Shorewood High School, and other civic facilities. The interurban park provides open space, recreational opportunities, and serves as the city's living room for major festivals and celebrations."

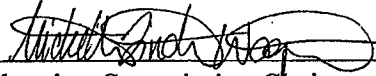
- *FG 2: Provide high quality public services, utilities, and infrastructure that accommodate anticipated levels of growth, protect public health and safety, and enhance the quality of life.*
- *FG 4: Provide a variety of gathering places, parks, and recreational opportunities for all ages and expand them to be consistent with population changes.*

- *FG 9: Promote quality building, functionality, and walkability through good design and development that is compatible with the surrounding area.*
 - *FG 10: Respect neighborhood character and engage the community in decisions that affect them.*
 - *FG 14: Designate specific areas for high density development, especially along major transportation corridors.*
3. The amendment will benefit the community as a whole, will not adversely affect community facilities, the public health, safety or general welfare.

The amendment will benefit the community by focusing much of future growth into a district that is best served by transit, pedestrian circulation, is central to Shoreline, and provides centralized, convenient pedestrian access to public events, amenities and services.

The Shoreline Planning Commission reviewed the proposal in light of the criteria and concluded that the proposal met the criteria for amendment of the Comprehensive Plan.

Date: 6/17/2011

By: 
Planning Commission Chair

PLANNING COMMISSION RECOMMENDATION 6/16/11



Shoreline Town Center Subarea Plan

Introduction

Located on the middle mile of the City's three mile long Aurora corridor (State Route 99), Town Center is the geographic center of the City of Shoreline. It is at the crossroads of three of the City's most heavily traveled roads, N. 175th St, N. 185th St., and Aurora/SR 99, and serves as the civic and symbolic center of the community. See Fig. 1. Early in the life of the new City of Shoreline, a citizen survey identified this area as the "Heart of Shoreline."

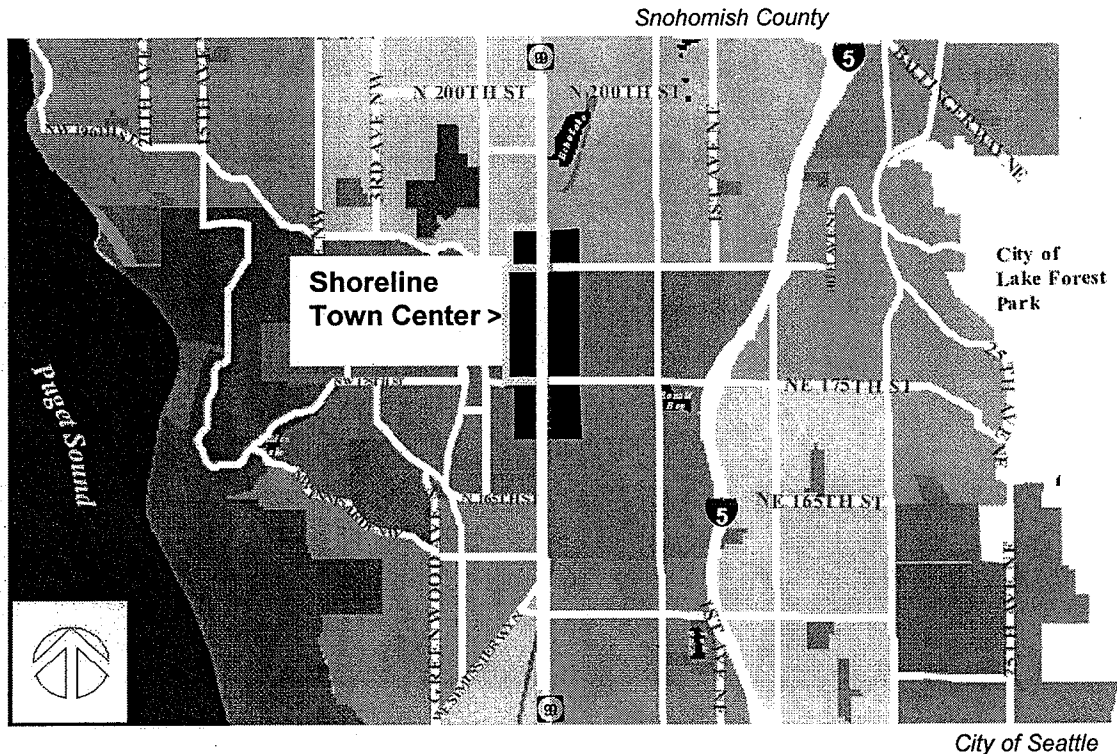


Fig.1 Town Center is the Heart of Shoreline

Shoreline's settlement began in the early 20th century in this area around Judge Ronald's original homestead and the Ronald schoolhouse. In the early 1900's, the North Trunk (red brick) Road and Interurban electric railway traversed this area, linking it to Seattle and Everett. The "Ronald Station" was located in the vicinity of the proposed Park at Town Center.

Growing dramatically after World War II, Shoreline became an auto-oriented suburb characterized by large areas of relatively low residential density, which lacked urban amenities and services such as parks and sidewalks. During the post-war decades, the Aurora/SR 99 corridor developed as a strip commercial highway, with a tremendous diversity of businesses. While these businesses largely met local and regional needs, the highway itself became congested, chaotic, unattractive, and unsafe.

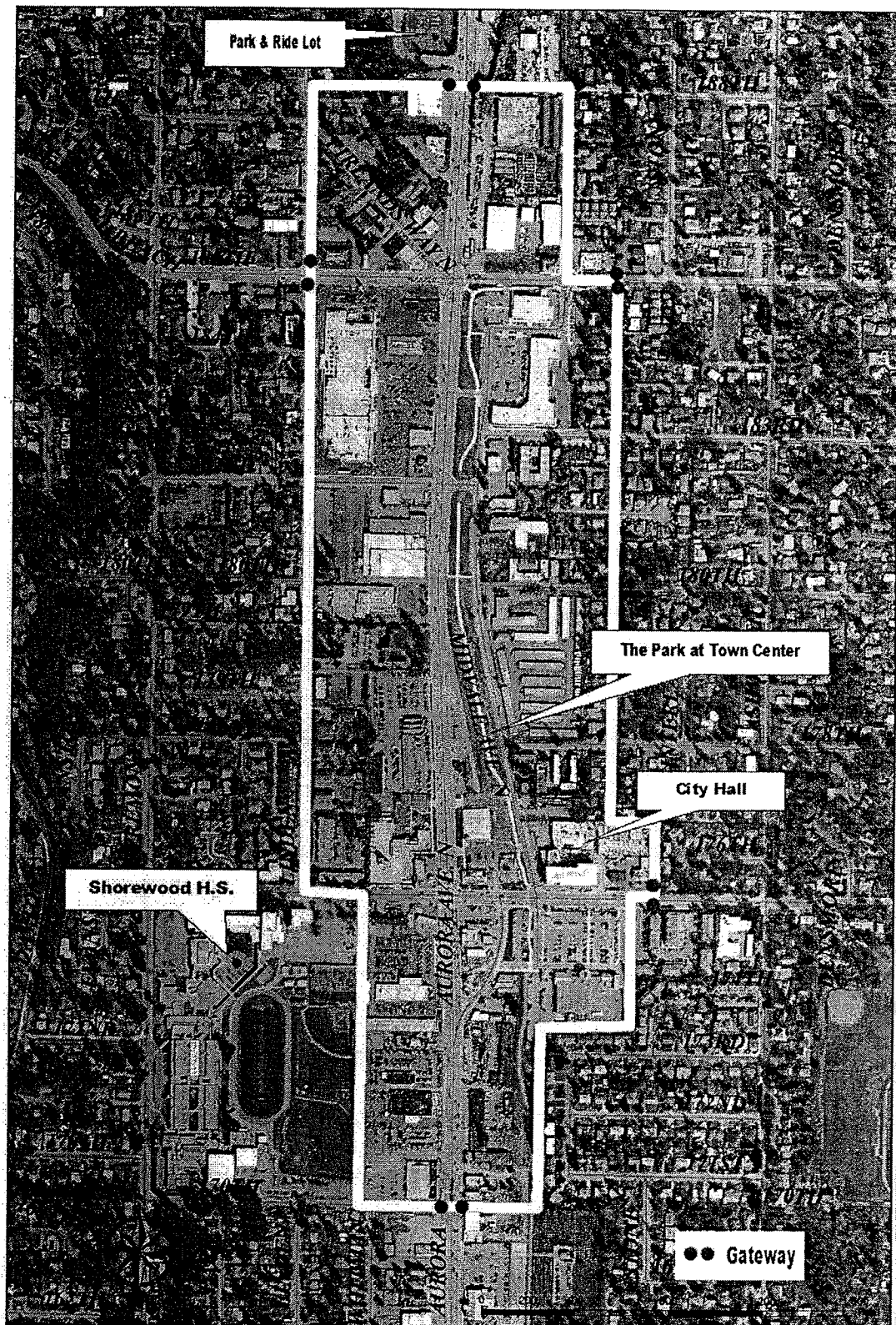


Fig. 2 Town Center boundaries and gateways

Several of the civic facilities typically found in traditional downtowns began to locate in and around the Town Center area in the 1960's. These include the Shorewood High School, the Shoreline Fire Department Headquarters, and the Ronald Sewer District Office and Yard. Commercial and apartment uses also began to locate in this area, including grocery, drug store and other retail stores and personal services. Some of these uses still co-exist with businesses serving a larger market area, such as auto dealerships.

The emergence of regional shopping malls at Alderwood and Northgate in the 1970's began to erode Shoreline's primary market for certain retail goods and services. With the City's incorporation in 1995, additional civic pieces of an emerging Town Center came into being. The Interurban Trail through Town Center was completed in 2005 and the new City Hall opened in 2009. In 2011, Aurora Avenue North through Town Center was rebuilt as a Boulevard, design work began on a new park at Town Center, and construction began on a new Shorewood High School with buildings located immediately adjacent to Town Center.

In 2009, the City adopted a city-wide Vision Statement which articulated the community's preferred future for the year 2030. The Vision integrated many of the policy objectives of the City's adopted strategies for Economic Development, Housing, and Environmental Sustainability. The Vision identifies Town Center as a focal point for much of the City's future growth accommodation, and many of the framework goals provide a broad outline for most of the content of the Town Center Subarea Plan.

Achieving the City's Vision and the objectives of the Town Center Subarea Plan will be influenced by regional market factors, individual investment decisions, and state and regional growth management policies. High capacity transit service will arrive in Shoreline on Aurora by 2013 in the form of bus rapid transit service, while regional light rail service is scheduled for 2023, linking the City to the broader region.

The growth management development strategy for the central Puget Sound region, Vision 2040, forecasts adding 1.7 million people and 1.4 million jobs with only a negligible increase in the size of the region's urban growth area. See Fig. 3. Combined with state climate change targets to reduce greenhouse gas emissions and vehicle miles traveled, there will be strong market and regional public policy pressures on close-in cities such as Shoreline to accommodate growth.

Shoreline's ability to accommodate these pressures while maintaining the community's reputation as one of America's best places to live, will be a major challenge. Implementation of a clearly articulated Town Center Subarea Plan will be one important strategy to help Shoreline meet that challenge.

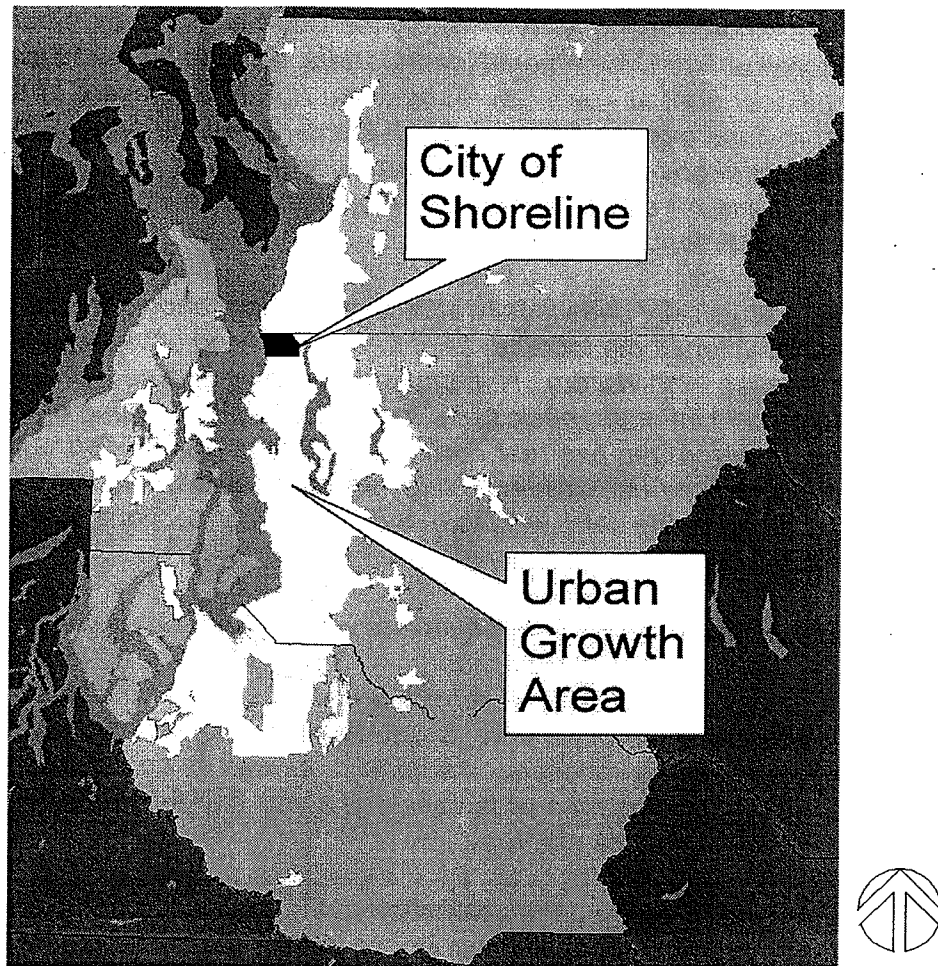


Fig. 3 Shoreline's place within the Vision 2040 Urban Growth Area

Town Center Vision Statement

Shoreline Town Center in 2030 is the vibrant cultural and civic heart of the City with a rich mix of housing and shopping options, thriving businesses, and public spaces for gatherings and events. People of diverse cultures, ages, and incomes enjoy living, working, and interacting in this safe, healthy, and walkable urban place.

Once a crossroads on the Interurban electric railway that connected Seattle and Everett, Shoreline's Town Center has evolved into a signature part of the City. The Center stands out as a unique and inviting regional destination while gracefully fitting in with its surrounding landscape and neighborhoods. Connections to neighborhoods and the region are convenient and accessible through a system of paths, roads, and public transit. Citizens, business owners, and city officials are 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.