

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF WORKSHOP DINNER MEETING

Monday, July 25, 2011
5:45 p.m.

Conference Room C-104 - Shoreline City Hall
17500 Midvale Avenue N.

PRESENT: Mayor Keith McGlashan, Deputy Mayor Will Hall, and Councilmembers Chris Eggen, Doris McConnell, Chris Roberts, Terry Scott, and Shari Winstead

ABSENT: none

STAFF: Julie Underwood, City Manager; Debbie Tarry, Assistant City Manager; Joe Tovar, Planning & Development Services Director; Dan Eernisse, Economic Development Manager; Scott Passey, City Clerk

Mayor McGlashan called the meeting to order at 5:55 p.m. All Councilmember were present with the exception of Councilmember Winstead, who arrived at 6:09 p.m.

Mayor McGlashan invited Dan Eernisse, Economic Development Manager, to provide his presentation on the Economic Development Strategic Plan Update.

Mr. Eernisse outlined the Plan Guidelines and the makeup of the Task Force. He explained that the major finding of the Strategic Plan is that Place-making – or developing quality places that attract investment – is key to economic development in Shoreline. He emphasized the fact that Shoreline needs more than a single tagline; it needs a variety of identities that together make up our understanding of the City. If population growth is projected to be in multi-family buildings, then these new identities must at least in part appeal to people who do not currently reside in Shoreline.

He outlined the activities that comprise Place-making, such as creating cache, physical environment; collaborating, serving businesses, and honing legislation. He identified Town Center, North City, Echo Lake, Richmond Beach, and Ridgecrest as areas of ongoing Place-making. He also identified Aurora Square, Fircrest Surplus Property, and future light-rail station areas as crucial opportunities to shape Shoreline. He also discussed how the Town Center Subarea Plan relates to economic development vis-à-vis code changes that will attract new investment and development.

Mr. Eernisse responded to Council questions about the assumptions that went into the Plan. He responded to Councilmember Roberts that the Plan assumes more multi-family housing needs but does not identify specific groups of people. Councilmember Eggen

asked if consideration was given to Place-making with respect to diverse groups of people living together. Mr. Eernissee used regional examples such as U-Village to illustrate the type of developments that attract diversity. Mr. Tovar added that the housing market generally determines who moves where, and the Development Code should not speak much to it.

Councilmember Eggen asked if the Southeast Subarea Plan presents an opportunity for Place-making, to which Mr. Eernissee responded that Place-making is more destination-oriented; he was not sure if people consider the Southeast Subarea a destination.

Mr. Eernissee discussed office/commercial property needs, available property, and various vacancy rates. Councilmember Eggen asked why Shoreline does not attract more office and retail investment if Shoreline's vacancy rates are good. Mr. Eernissee responded that all office properties are troubled currently, and that the suburban office market is the most troubled sector of all. New development is unlikely in this setting unless a business is building for itself (as was done with the City Hall building).

Ms. Underwood distributed an ICMA article entitled "State-of-the-Art Measures in Economic Development," noting that some of Shoreline's economic development statistics are included in the article.

The discussion then turned to commercial vacancy rates and Mr. Eernissee explained that Shoreline has a relatively low vacancy rate, and that many vacant properties are vacant because they are deficient in other ways.

He concluded by highlighting current and future opportunities for economic development in Shoreline, including: Fred Meyer & Stephens superblock; Aurora Square & Sears; Master planning effort; partnerships; Sears; Shoreline Community College; King County Metro; multi-family projects; old YMCA site; Discount World/Taboo Video; Aldercrest, Aurora Rents site, Solarfest, construction of two new high schools, Planned Actions (Town Center Subarea Plan), and the Farmers Market effort. He noted that the September issue of *Currents* will feature an article on the Farmers Market and a call for volunteers for that effort.

The meeting adjourned at 6:50 p.m.

Scott Passey, City Clerk