

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Commercial Zones Code Amendments Proposed Work Plan		
DEPARTMENT:	Planning and Community Development		
PRESENTED BY:	Rachael Markle, Director Paul Cohen, Senior Planner		
ACTION:	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Motion
	<input checked="" type="checkbox"/> Discussion	<input type="checkbox"/> Public Hearing	

PROBLEM/ISSUE STATEMENT:

In July 2010 the Council unanimously adopted the Town Center development code. The three year review and adoption process for the subarea plan involved substantial citywide participation and support which resulted in improved and coordinated design standards to make commercial areas within the Town Center subarea more pedestrian-friendly and viable as places to shop and live. Over the last decade the City has had many iterations of commercial design standards and of which staff has had to administer. On November 28, 2011 the Council, with the adoption of the Southeast Neighborhood Legislative Rezone, stated the need for improved and consolidated commercial design standards for applicable zoning designations throughout the City.

The Town Center development code includes the most recent commercial design and development standards for the City. In 2000 the City adopted general commercial/multifamily design standards. Since that time, the North City Business District, Transition Area Standards, Ridgecrest Planned Area, and Mixed Use Zone were adopted with less complete design standards. Rather than having each area with slightly different or redundant standards Council has indicated an interest in consolidating and streamlining the code for all commercial zones using the core design standards of Town Center. In addition, the City has redundant commercial zoning designations with identical land use and dimensional standards. These zones can be consolidated without changing the existing development potential or regulations.

Tonight staff would like to review the proposed work plan to standardize the City's commercial zone designations and commercial design and development standards.

RESOURCE/FINANCIAL IMPACT:

No financial impacts are anticipated. Completing the analysis, stakeholder process, and required work with the Planning Commission will be done with existing staff resources.

RECOMMENDATION

Staff is looking for direction on whether to proceed with the proposed work plan.

Approved By: City Manager - *JU* City Attorney ____

BACKGROUND

In July 2010 the Council unanimously adopted the Town Center development code. The three year review and adoption process for the subarea plan involved substantial citywide participation and support which resulted in improved and coordinated design standards to make commercial areas within the Town Center subarea more pedestrian-friendly and viable as places to shop and live. Over the last decade the City has had many iterations of commercial design standards and of which staff has had to administer. On November 28, 2011 the Council, with the adoption of the Southeast Neighborhood Legislative Rezone, stated the need for improved and consolidated commercial design standards for applicable zoning designations throughout the City.

DISCUSSION

Attachment A is the proposed work plan to consolidate and streamline the City's commercial zone designations and commercial design and development standards. Staff proposes to use the core Town Center design standards in all commercial zones (Mixed Use Zone (MUZ), Industrial (I), Neighborhood Business (NB), Community Business (CB), Office (O), North City Business District (NCBD), Ridgecrest (PA2) as they pertain to neighborhood transition, frontage, site, building, and sign design. However, the proposal is to leave unchanged the current dimensional, land use, and parking standards of each commercial zone. Staff's concern is that a change to these requirements could impact residential neighbors such as building height, setbacks, lot coverage, land uses, and parking ratios.

Staff will also analyze the further consolidation of Office (O) into Neighborhood Business (NB) zones, Industrial (I) into Mixed Use Zone (MUZ) zones, and North City Business District (NCBD) and Ridgecrest (PA2) into Community Business (CB) zones. Staff's initial analysis indicates that with improved design standards the NCBD, PA2, and CB zones will be very similar. The end result would be consolidation of the City's seven commercial zones (outside of Town Center) into NB, MUZ, and CB without changing their current development potential and standards.

The Comprehensive Plan supports this proposal most directly through the Community Design policies in Attachment B. The Town Center development code implements these policies more completely than all other parts of the Development Code. In addition to the individual Community Design policies this proposal will combine and coordinate these policies into cohesive, functioning, and attractive community centers of different scales.

Staff proposes to begin the public process in spring 2012 and expects the amendments to be ready for adoption by the City Council in fall 2012.

STAKEHOLDER OUTREACH

Given that these proposed changes would be of citywide significance, staff would publicize the proposed code amendments in the newspaper, Currents and on the City website. Beyond the basic notification requirements staff recommends that notification

be extended to local business associations and affected commercial property owners and residential property owners within a ¼ mile radius of these commercial zones. A public open house meeting would be held to explain the proposal and receive feedback prior to recommendations by the Planning Commission and adoption by the City Council. These efforts are included in the proposed work plan.

COUNCIL GOAL ADDRESSED

Goal 1: Implement the adopted Community Vision by updating the Comprehensive Plan and key development regulations in partnership with residents, neighborhoods, and businesses

- Objective: Adopt amendments to the City's development regulations to make the permit process more timely, clear and predictable, e.g., administrative design review, planned actions, subarea plans, and other appropriate planning tools.

This goal and its objective support implementation of code amendments that update the City's outdated commercial design standards and zoning designations, some of which were adopted from King County. As a result, these amendments will make development regulations more clear, predictable and timely.

RESOURCE/FINANCIAL IMPACT

No financial impacts are anticipated. Completing the analysis, stakeholder process, and required work with the Planning Commission will be done with existing staff resources.

RECOMMENDATION

Staff is looking for direction on whether to proceed with the proposed work plan.

ATTACHMENTS

Attachment A - Proposed Work Plan

Attachment B - Comprehensive Plan Policy Support

Attachment A

Work Plan for Improving Design, Neighborhood Transition, and Public Amenity Standards And Some Consolidation for all Commercial Zones (NB, O, NCBD, CB, MUZ, Ridgecrest (PA2) & I)

Task	Date	Description
Council Direction	January 2012	
Staff research & prepare draft amendments to update NB, O, NCBD, CB, MUZ, Ridgecrest (PA2)& I zones	January-March 2012	<ul style="list-style-type: none"> • Identify potentially effected zones on a map. • Adapt and adjust Town Center standards to be used in all commercial zones throughout the City. • Determine appropriate form & transition for development in these zones based on geographic context.
City Webpage and Currents Article	March 2012	<ul style="list-style-type: none"> • Announce Project: Amendment Purpose and Highlights
Notice Department of Commerce	March 2102	
Present at Council of Neighborhoods Meeting	March 2012	<ul style="list-style-type: none"> • Draft Amendments
Present to Local Business Associations	April 2012	<ul style="list-style-type: none"> • Draft Amendments
Target mailer to residential areas within a 5 minute walk of commercial zoned parcels, businesses, commercial property owners, & SE Shoreline Subarea Plan interested parties.	April 2012	<ul style="list-style-type: none"> • Include summary of draft amendments. • Describe purpose of the proposed amendments. • Describe why they are receiving this information. • Announce Open House. • Include schedule of outreach/PC/CC meetings, hearings, etc.
Public Open House	May 2012	<ul style="list-style-type: none"> • Present rationale and proposed amendments. • Receive written and online feedback. • Ask Planning Commission to attend. • Describe next steps.
SEPA and Public Hearing Notice	May 2012	
SEPA Determination	May 2012	
Planning Commission Study Sessions (2)	June 2012	
Planning Commission Public Hearing (1)	July 2012	
City Council Study Meetings (2)	August – September 2012	
City Council Adoption (1)	October 2012	

Attachment B

Community Design Policies

CD1: Encourage design of major private and public buildings to create distinctive reference points in the community.

CD2: Ensure that development proposals are consistent with adopted design standards so that new projects contribute to the community and complement adjacent development.

CD3: Provide incentives to encourage development that is visually stimulating and thoughtful, and that convey quality architecture, workmanship and durability in building materials.

CD4: Ensure that development relates, connects, and continues design quality and site functions from site to site in multifamily, public facilities and commercial areas.

CD5: Encourage new development that surrounds or is located adjacent to public spaces that will enrich the public space and encourage people to use them, by enhanced architectural elements and building materials (e.g., full length windows with displays or activity inside to provide interest, street furniture, etc.).

CD6: Encourage development to provide public amenities, such as public and pedestrian access, pedestrian-oriented building design, mid-block connections, public spaces, activities, openness, sunlight, and view preservation.

CD9: Buffer the visual impact of commercial, office, industrial and institutional development on residential areas by requiring appropriate building and site design, landscaping, and shielded lighting to be used.

CD10: Encourage architectural elements that provide rain cover and solar access to pedestrian areas.

CD11: Ensure clear and ample walkways for pedestrians to connect public sidewalks and parking areas to building entrances, and to connect within and between developments.

CD12: When making improvements to the public right-of-way ensure that site access and adequate parking remains on affected properties.

CD13: Encourage signage to be unique and complimentary in scale to the building architecture.

CD14: Ensure that signs provide information and make a positive visual contribution to the character of the community in which the sign is located.

CD27: Provide public spaces of various sizes and types throughout the community.

CD28: Ensure that public spaces are designed to provide public amenities and facilities such as seating, landscaping, kiosks, connections to surrounding uses and activities, lighting, appropriate noise levels and a sense of security.

CD31: Provide appropriate protection from inclement weather in major public.

CD36: Where appropriate, provide sidewalks, walkways, and trails with lighting, seating, landscaping, street trees, public art, bike racks, railings, newspaper boxes, trash receptacles, etc. These improvements should be compatible with safe pedestrian circulation.

CD38: Develop a program to implement “Green Street” improvements that prioritizes connections to schools, parks, neighborhood centers and other key destinations.