

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Update and Discussion of Projects for the Aurora Square Community Renewal Area
DEPARTMENT:	City Manager's Office
PRESENTED BY:	Dan Eernisse, Economic Development Manager
ACTION:	<input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing <input checked="" type="checkbox"/> Discussion

PROBLEM/ISSUE STATEMENT:

In 2012, the City Council designated a 70-acre area around the Sears, Central Market, and the WSDOT offices as the Aurora Square Community Renewal Area (CRA). By establishing "economic blight" and designating the CRA, Council established that economic renewal is in the public interest and that City resources are appropriately utilized to encourage economic renewal.

Council took the mandated subsequent step in the CRA process when it adopted a CRA Renewal Plan to guide the City's renewal efforts. The Aurora Square CRA Renewal Plan is a conceptual master planning document that identifies a number of City-initiated projects or public-private projects that are both designed to make all of the current businesses function better and to prepare for redevelopment of CRA properties.

Tonight's update of the CRA Renewal Plan projects is especially timely given recent property ownership changes in the CRA as well as the imminent closure of the Sears store.

RESOURCE/FINANCIAL IMPACT:

Tonight's discussion involves no resource or financial impact.

RECOMMENDATION

Tonight's discussion is informative only. Staff recommends that Council ask questions of staff regarding the CRA Renewal Plan update.

Approved By: City Manager **DT**

City Attorney **MK**

BACKGROUND

Aurora Square was developed as a Sears-anchored retail center in 1967. For the past three decades, Sears' status as a major retail draw has consistently declined, causing the health of the Aurora Square shopping center to suffer in its wake.

Sears Holding Company owned nearly 17 acres of the site. Ownership of the balance of the site was sold to other property owners creating a difficult environment for cohesive planning and renewal. While many excellent tenants operate in Aurora Square, they are not aided by synergy one would expect from a comparably-sized center. The lack of economic productivity is illustrated by a mid-2012 comparison of sales tax revenues generated by Shoreline's nearby retail center, Aurora Village. Aurora Village generated over six times more sales tax per acre than did Aurora Square's retail area. [Staff demonstrated](#) that if Aurora Square became even half as effective as Aurora Village, it would generate over \$500,000 annually in sales tax revenues while adding many more jobs, goods, and services for the community.

[On September 4, 2012](#), the Shoreline City Council designated Aurora Square as a Community Renewal Area after finding that it qualified as economically blighted according to most of the qualifying conditions defined in [RCW 35.81](#): old, obsolete buildings, defective or inadequate street layout, faulty lot layout, excessive land coverage, diversity of ownership, and connectivity problems. By designating the area as a CRA, the City appropriates [additional powers to encourage economic renewal](#).

[On July 8, 2013](#), the Council adopted the [Aurora Square CRA Renewal Plan](#), establishing a project-based strategy for the City to encourage economic renewal at Aurora Square. Basic information about the Aurora Square CRA is provided by a FAQ document that is attached to this staff report as Attachment A.

DISCUSSION

The CRA Renewal Plan identified 10 specific projects that would help renew the Aurora Square CRA. As will be shown in tonight's staff presentation of this item, the City of Shoreline has been working diligently for five years preparing the way for the CRA to reinvigorate the Shoreline economy.

Ultimately, renewal of the CRA is contingent on engaged property owners who invest in their properties. Changes in property ownership since 2012 can be seen in Attachment B to this staff report, which include:

- Ownership of the triangle property between Westminster Way N and Aurora Avenue N has been tumultuous. Long owned by the Joshua Green Trust, the property is poised to undergo a fourth ownership change since the CRA was established. Most recently, the triangle property was seized from Dargey Development by federal authorities, put into receivership, and eventually was placed under contract with Trammell Crow Residential (TCR). TCR plans to redevelop the property as a multifamily project, which is completely consistent with the CRA Plan master planning vision;

- Retail Opportunity Investments Corp. (ROIC) consolidated three absentee-ownership properties under its professional, responsive ownership; and
- The 17-acre Sears property was purchased by Merlone Geier Partners (MGP).

Excitement is building that the long-anticipated redevelopment of the CRA is imminent. Enthusiasm especially surrounds the entrance of MGP as the owner of the Sears property.

- MGP already has invested significantly in the Shoreline area, owning and repositioning both Shoreline Marketplace on N 175th Street, home to Trader Joe's, The Everett Clinic, and Mud Bay, as well as the Lake Forest Park Town Center.
- Shortly after Sears announced its closing, MGP launched its ShorelinePlace.com survey initiative along with a [Facebook page](#) and [Instagram account](#) to connect the public with its redevelopment efforts.
- MGP recently met with staff and provided the following proposed timeline for redevelopment of their property:
 - January – March 2018: Community engagement
 - March – May 2018: Design, development, and pre-application meeting
 - By September 2018: Plan submittal
 - By mid-2019: SEPA determination; building permit approval
 - By September 2019: Construction documents finalized
- A member of MGP's leadership team plans to participate on the Panel Discussion planned for Council's Strategic Planning Workshop in March 2018.

While the City is not presuming to take sole credit for progress in the CRA, tonight's presentation will document and celebrate the many accomplishments that the city has made under Council leadership. Each of these 10 CRA Renewal Projects was undertaken to attract and promote the type of significant private investment that appears to be taking place. To memorialize this pivotal moment in the City's economic history, staff created a January 2018 Update document of the CRA Renewal Plan that can be found as Attachment C to this staff report, as well as [on the City's website](#).

CRA RENEWAL PROJECTS

Transform Westminster

- Transportation Analysis - [2015 Planned Action EIS](#) analyzed growth impacts and explored opportunities for multi-modal enhancements.
- Westminster Way Vacation - [Adoption of Ord. No. 703](#) allows for a 20' roadway narrowing in progress to improve walkability and provide new vehicle access to Aurora Avenue.
- Westminster Way N and N 155th Street Intersection Improvements - \$3.1 million project underway to rework a key intersection and rebuild roadway by the end of 2019. The improvements are listed as Project #10 in the [2018-23 Transportation Improvement Plan](#) (p 22), and the project was featured at a public open house on February 28, 2018 (Attachment D).

Create an Eco-District

- Feasibility Study - City Climate Action Analysis provides action steps to reduce greenhouse gas emissions and to implement neighborhood-scale district energy.
- Stormwater Management - The Boeing Creek Regional Stormwater Facility feasibility study will be completed in the spring of 2018. On April 9, 2018, the Council is scheduled to discuss the study's options for locating and financing a regional facility that lowers redevelopment costs in the CRA.

Integrate Into the Context

- [Planned Action EIS](#) - Study of relevant environmental impacts led to the adoption of Ordinance No. 705. Future redevelopment now enjoys predictable, streamlined permitting.
- N 160th Street Improvements - With King County Metro funding, the City plans to re-channelize N 160th Street to improve vehicle safety, create bicycle lanes, and create mid-block pedestrian crossing. The improvements are an incremental step in Project #14 of the [2018-23 Transportation Improvement Plan](#) (p 29).
- Aurora Connections – The 2019 Westminster Way/N 155th Street project will improve non-vehicle access from Aurora Avenue to two key CRA entrances.

Establish a Vibrant Center

- [Phase Zero](#) - Created foreshadowing community center in under-utilized parking lot by commissioning Octopus's Garden mural, providing storage containers for signage, and sponsoring food truck events.
- [Shoreline Farmers Market](#) - 2015 Shoreline Farmer's Market move from a location at Shoreline City Hall to Phase Zero location tripled attendance and doubled sales.

Reinvent the Sears Building

- [Initial Site Studies](#) - Engaged architects and brokers to study redevelopment options.
- *Development Update* – As noted above, Sears sold its 17-acre property to Merlone Geier Partners in mid-2017 and will close retail operations in Shoreline in April 2018.

Construct Internal Connections

- Many of the internal connections within the site are on private property. Therefore, improved internal connections will only be realized through redevelopment. However, the improvements noted above in the *Transform Westminster* section do serve to create better internal connections, especially between Aurora Ave N, the triangle property, and the heart of the site:
 - Transportation Analysis - [2015 Planned Action EIS](#) analyzed growth impacts and explored opportunities for multi-modal enhancements.
 - Westminster Way Vacation - [Adoption of Ord. No. 703](#) allows for a 20' roadway narrowing in progress to improve walkability and provide new vehicle access to Aurora Avenue.
 - Westminster Way N and N 155th Street Intersection Improvements - \$3.1 million project underway to rework a key intersection and rebuild roadway by the end of 2019. The improvements are listed as Project #10 in the

[2018-23 Transportation Improvement Plan](#) (p 22), and the project was featured at a public open house on February 28, 2018 (Attachment D).

Incorporate the College

- College Banners - Agreement with Shoreline Community College to advertise with banners on Aurora street lights.
- College Way - Designation of N 160th Street as “College Way” and installation of new signage.
- Electronic Signage - Consideration continues of a shared City/College electronic message sign on Aurora.

Build New Homes

- Offer Incentives for Multifamily - [12-year Property Tax Exemption](#) is available to projects offering sufficient affordable units. A 500-unit cap for the CRA’s PTE program was implemented to ensure that redevelopment in the CRA wasn’t dominated by residential construction. At the time the PTE cap was implemented, Council was informed that the cap would likely need to be raised to accommodate a desirable redevelopment of Sears. When completing the CRA Planned Action, the City used 1,000 units as an appropriate count. Therefore, it is not surprising that Merlone Geier Partners recently indicated that they will soon propose an increase to the 500-unit PTE cap to accommodate a significant number of multifamily units in its mixed-use redevelopment.
- Reduced Step Backs - Code change (Amendment #26 of [2016 Code Batch](#) affecting SMC 20.50.021) adopted that lowers construction costs and increases densities without negative impacts.
- *Development update* - The 329-unit *Alexan at Shoreline Place* (former Dargey Development site) that will border Aurora and the Interurban Trail bridges has applications in plan review and hopes to break ground as soon as mid-2018.

Trade Surface Parking for Jobs

- SeaSound Media Campus - Prospectus for SeaSound Media Campus created. Originally conceived to be located on the CRA; the CRA is no longer the preferred location.
- *Development update* - WSDOT’s \$14.4 million [Transportation Management Center](#) completed on former parking lot in 2015.

Add Entertainment to the Mix

- Rebranding - [Shoreline Place identity package](#) created by Bullseye Creative, who subsequently relocated offices to Shoreline.
- Signage - Lifestyle center-friendly sign district adopted through [Ordinance No. 712](#) with requirement to install cohesive sign package by late-2018.

RESOURCE/FINANCIAL IMPACT:

Tonight’s discussion involves no resource or financial impact.

RECOMMENDATION

Tonight's discussion is informative only. Staff recommends that Council ask questions of staff regarding the CRA Renewal Plan update.

ATTACHMENTS

Attachment A: Aurora Square CRA FAQs

Attachment B: Comparison of 2012 and 2018 Property Ownership

Attachment C: 2018 Update of the CRA Renewal Plan

Attachment D: Westminster & N 155th St Intersection Design Project

Community Renewal Area FAQs

Shoreline’s City Council adopted Resolution 333 on September 4, 2012, thereby creating the Aurora Square Community Renewal Area (CRA). The CRA establishes that economic renewal of the 70+ acre Aurora Square commercial area is clearly in the public interest. On July 7, 2013, the Council adopted the Aurora Square CRA Renewal Plan to outline how the City proposed to bring renewal. With the CRA and Renewal Plan in place, the Shoreline Office of Economic Development is freed to work in cooperation with the Aurora Square property owners to bring renewal to the CRA.

Q: What is a Community Renewal Area (CRA)?

Washington law (RCW 35.81) allows cities to establish a *Community Renewal Area* along with a Community Renewal Plan (collectively a CRA) to help areas that need renewal. In the case of Aurora Square, economic renewal is needed. Once a CRA is established, the city gains a toolkit designed to help it facilitate renewal. For example, while Washington law typically limits cities from working with private enterprise, cities are encouraged to partner with private enterprise to rejuvenate a Community Renewal Area, a tool that can be particularly effective at helping Aurora Square reach its potential.

Q: Why a CRA at Aurora Square?

RCW 35.81 describes what an area that needs economic renewal looks like, and Council affirmed that four of the five reasons aptly describe Aurora Square:

1. “Old, obsolete buildings” such as the vacant Sears Catalogue Sales building and the three vacant buildings on the Joshua Green triangle. The Sears retail building, while occupied, reflects a Sears of decades ago rather than a structure it would build today.
2. “Defective or inadequate street layout” and “faulty lot layout” is readily apparent at Aurora Square. Shoppers cannot walk or drive easily between buildings, and traffic on Aurora and N 160th Street has difficulty accessing the site. In addition, the lot layout and topography of the site work against the retail function of the businesses.
3. “Excessive land coverage” at Aurora Square is evident in acres of parking in inaccessible or unnecessary locations, a lack of landscaping, and inadequate storm water management that poses costly hurdles for additional development.
4. “Diversity of ownership” at Aurora Square—which has ten different ownership groups—results in the inability to make changes at the speed necessary to respond to opportunities.

Aurora Square faces daunting challenges which developed over decades, leaving a center that is difficult to navigate with disconnected islands of buildings. What's more, current building and storm water laws add more challenges to those demanded by today's lifestyles and customers. Together, these challenges stymied redevelopment, limited reinvestment and produced poor sales, values and rents.

Q: What is Aurora Square's potential?

Aurora Square is a sleeping giant. Given its size, location, demographics, transportation access, and the projections for growth in the Puget Sound economy, Aurora Square could be special. The City regularly surveys its citizens about ways to improve Shoreline, and better shopping, entertainment, and destination restaurants are constantly mentioned. Aurora Square is a key to accomplishing all of these opportunities. Of course, outstanding businesses already operate on site, and we trust that these ventures can grow even more successful with the synergy created. All this activity means sustainable sources of revenue for city services, too. Aurora Square can become a model of "lifestyle Shoreline," with smart-built infrastructure, residences, offices and generous open spaces tied to transit, neighborhoods, and the Interurban Trail.

Q: What role might the City play?

As outlined in the [CRA Renewal Plan](#), the City can initiate tailored assistance based on the needs of the site and its interaction with the property owners. Examples include:

- Designing area-wide storm water management or energy systems that allow individual lots to take advantage of economies of scale;
- Commissioning traffic and parking studies to justify more development through right-sizing parking and providing improved access;
- Creating a special signage district to offset the fact that the Interurban Trail pedestrian bridges tend to block site visibility from passing motorists on Aurora;
- Reworking N 160th Street with hopes of giving Aurora Square another "front door" and of better engaging Shoreline Community College's 9,000+ students;
- Tailoring zoning in special districts that will generate new investment from tenants or users that aren't currently on site;
- Designating central, consolidated plazas and parks that serve the entire center and become focal points for community gatherings;
- Financing major infrastructure improvements that allow for more predictable and intensive development.

Q: Does the CRA change zoning or heights of buildings?

No, the CRA itself doesn't change anything, but is merely a toolkit for a city to use for the very limited purpose of bringing about renewal.

Q: Will the City master plan Aurora Square?

In a limited way; the City will partner with Aurora Square property owners to provide connections and the infrastructure necessary to serve the site. However, the City will not be dictating to the owners how they use or develop their sites.

Q: Will my property taxes or values increase or decrease?

The King County Assessor's Office confirmed that creating a CRA or a community renewal plan will not affect property assessments positively or negatively, as it does not guarantee improvement, increase potential, or devalue property. Property taxes and property values will only be affected when and if the area experiences significant improvement through investment or increased tenant activity.

Q: Are there property rights objections to CRAs?

Two common property rights objections often surface when cities create CRAs: the dislocation of residents and the use of condemnation or eminent domain for economic development. Since no residents live in the Aurora Square area, the first objection doesn't apply. As for condemnation, Council adopted Resolution 333 which explicitly states that condemnation and eminent domain not be used for economic renewal at Aurora Square, even though RCW 35.81 provides cities with that tool. This action follows our legal counsel's recommendation that condemnation and eminent domain only be used as a last resort to renew areas with severe health and safety challenges, but that it not be used for economic renewal. With eminent domain removed, the creation of a CRA poses no threat to property rights.

Q: Does the City intend to acquire property?

The City already owns a great deal of right-of-way that it can use to help renew Aurora Square. Should the City find it necessary to acquire additional property, the City would act in the public interest as a typical buyer, using a negotiated purchase agreement. In addition, RCW 35.81 prescribes that cities that acquire property for economic renewal in CRAs need to do so with the intention of returning the property to the private sector as soon as is reasonable.

Q: Where can I learn more about Community Renewal Areas?

The Municipal Research and Services Center of Washington maintains a webpage with examples of CRA ordinances from Anacortes, Bremerton, and Vancouver. It also includes a link to the text of RCW 35.81. <http://www.mrsc.org/subjects/econ/ed-comrenewal.aspx>. Questions can also be directed to Dan Eernisse, Economic Development Manager, at either 206-801-2218 or deernisse@shorelinewa.gov.

Q: Can I follow the progress of the Aurora Square Community Renewal Area?

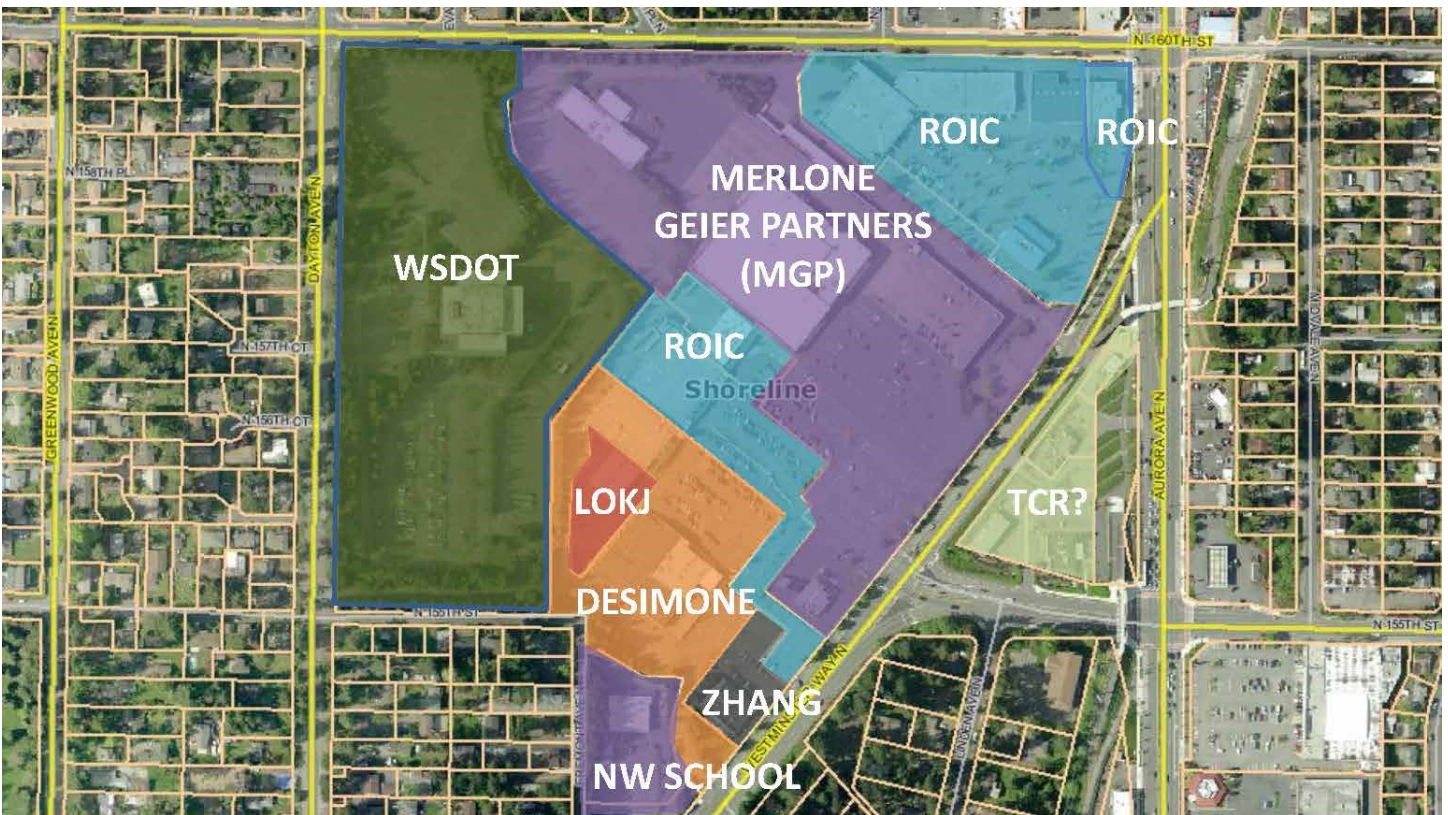
Shoreline City Council packet information, staff presentations, and a video recording of all meetings are available on the City of Shoreline's website at the [Aurora Square CRA Project Page](#). You can also contact the Office of Economic Development at 206-801-2218.



CRA PROPERTY OWNERSHIP JANUARY 2012



CRA PROPERTY OWNERSHIP JANUARY 2018





RENEWAL PLAN

The September 1967 Grand Opening of the City of Shoreline's Sears was heralded with great fanfare. After 45 years the Sears facility and its surroundings are in need of renewal, and the City of Shoreline is seeking renewal partners.

AURORA SQUARE CRA

The Shoreline City Council designated the 70+ acre Aurora Square area as a Community Renewal Area (CRA) where economic renewal would clearly deliver multifaceted public benefits. Now that the CRA and Renewal Plan is established, the City is empowered to partner with private enterprise to encourage 21st century renewal.

JANUARY 2018 UPDATE



Aurora Square
Community Renewal Plan

Project Type
Public Private Partnership

Web Site
[www.shorelinewa.gov/
aurorasquarer renewal](http://www.shorelinewa.gov/aurorasquarer renewal)

Aurora Square CRA
70+ acres
155th & Aurora Ave N

Current Anchors
Sears, Central Market,
Marshalls, Pier 1, Big Lots

“Aurora Square
is a sleeping
giant”

THE VISION

Imagine an open, green plaza in the center of Shoreline, filled with sunbathing and studying students, young families watching their children run and play, an elderly couple enjoying a Central Market picnic, dogs wagging their tails, actors practicing their lines, and the sound of college-age buskers singing with an occasional clink as coins fall into a hat.

This is the backdrop to the busy comings and goings of shoppers and lunching workers who relish the time of their day that allows them to visit the renewed Aurora Square shopping center. It is a “one-stop” convenient shopping solution that provides dining, nightlife, and healthy-lifestyle options. It is a community gathering place, where a leg stretching walking easily turns into a serendipitous rendezvous with friends.

It is an environmentally sensitive district within walking distance of Metro’s Rapid-Ride bus service and the Interurban Trail: the intersection of life, study, entertainment, sustainability and retail.

THE CHALLENGE

Aurora Square was developed as a Sears-anchored retail center in 1967, and Sears Holding Company owns almost 17 acres of the site and operates an enormous building. Unfortunately, given the current retail climate the building and site are underutilized. Ownership of the balance of the site over time was sold to nine other property owners creating a difficult environment for cohesive planning and renewal. While many excellent tenants operate in Aurora Square, they are not aided by synergy one would expect from a comparably-sized center.

The lack of economic productivity is illustrated by a mid-2012 comparison of sales tax revenues generated by Shoreline’s nearby retail center, Aurora Village. Aurora Village generated over six times more sales tax per acre than did Aurora Square’s retail area. If Aurora Square became even half as effective as Aurora Village, it would generate over \$500,000 annually in sales tax revenues while adding many more jobs, goods, and services for the community.

On September 4, 2012, the Shoreline City Council designated Aurora Square as a Community Renewal Area after finding that it qualified as economically blighted according to most of the qualifying conditions defined in RCW 35.81: old, obsolete buildings, defective or inadequate street layout, faulty lot layout, excessive land coverage, diversity of ownership, and connectivity problems.

THE CRA TOOLKIT

The Council's action to designate Aurora Square as a CRA provides a toolkit of powers that the City intends to utilize to bring renewal to the CRA.

PROPERTY OWNERSHIP

- With a CRA, a city is allowed to buy, lease, condemn, acquire, and dispose of real property with the intent to be resold to private parties for economic development.
- Although allowed by State statute, the Shoreline City Council expressly prohibited the use of condemnation to cure economic blight in the Aurora Square CRA.
- With a CRA, a city can hold, clear, or improve real property not only for public facilities, but also for eventual private use and ownership.

PLANNING AND ZONING

- With a CRA, a city can use its resources to master plan private property or create a special district with unique rules.
- In a CRA, the city can create a Subarea Plan utilizing a planned action SEPA review to expedite the process and lower costs for future project permits.

PRIVATE PARTNERSHIPS

- In a CRA, a city can identify partners to develop all or part of a property prior to purchasing the property, and it can also dictate how the property will be used by the eventual owner.
- With a CRA a city can select a buyer that agrees to further the area's goals.
- The CRA expands the public purposes for contracts and other instruments needed to correct blight.

BUILDING INFRASTRUCTURE

- Without a CRA, a city can only close, vacate, and rearrange streets and sidewalks for city purposes, but with a CRA, these purposes can include promotion of economic development.
- Only with a CRA in place can a city borrow money and accept grants to carry out economic renewal.

INCENTIVES AND IMPACTS

- With a CRA, a city is given more flexibility to provide incentives to tenants who help fulfill the community renewal plan. With a CRA, a city can provide loans, grants, or other assistance to property owners or tenants affected by the CRA process or implementation. With a CRA, a city can provide financial or technical incentives for job creation or retention. Without a CRA, these incentives are either not allowed or extremely limited.

“The CRA toolkit can be used to make a worthy project pencil.”

MASTER PLANNING

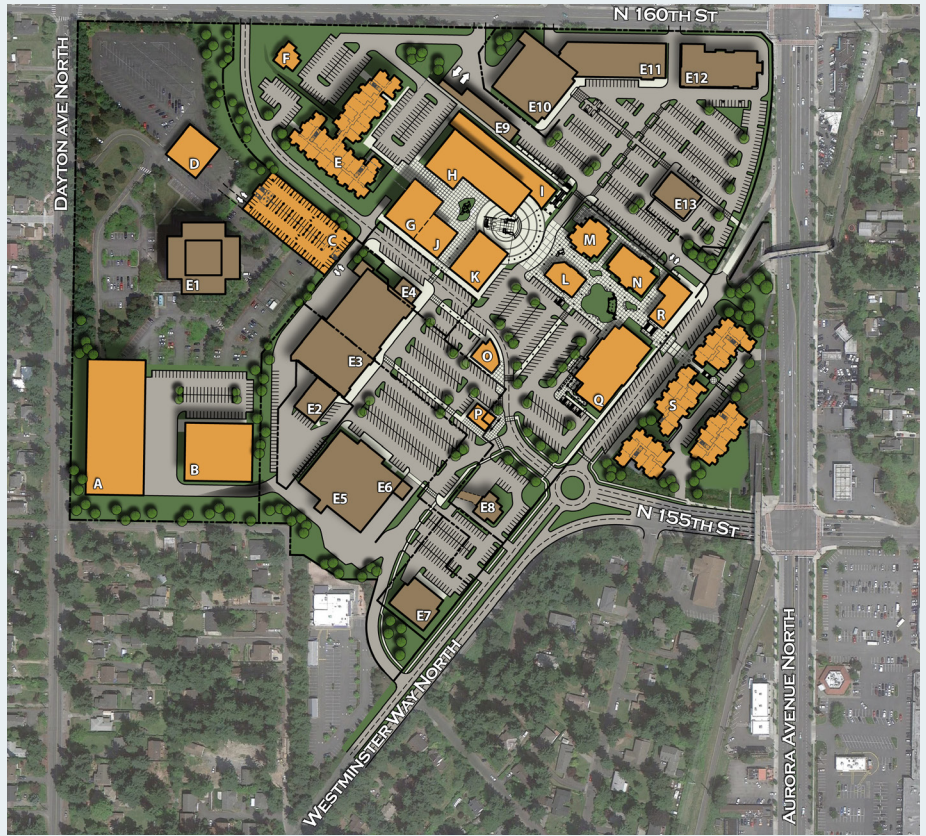
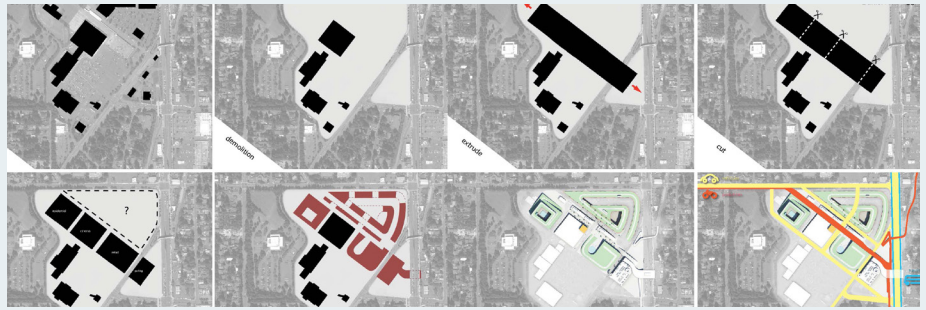
Aurora Square is home to many outstanding businesses, but due to the absence of cohesive planning to guide investment, the center provides little synergy. In order to create an effective Renewal Plan, the City of Shoreline conducted a master planning effort that identified ten projects for renewal, which are further explained in the pages to follow.

The ten renewal projects provide a dynamic and flexible framework for guiding public-private partnership projects by allowing individual property owners to understand and invest in the “big picture” without control of other properties. The projects aren’t about specific buildings or uses as much as about infrastructure, connectivity, jobs, and attracting people. The renewal projects help the CRA become more economically healthy for the property owners, tenants, and community while providing significant public benefit.

The City of Shoreline seeks renewal at Aurora Square by mobilizing its resources to improve the existing infrastructure; we believe this to be both environmentally responsible and honoring of the investment already made. That is why the master planning suggests such projects as repurposing the Sears building, increasing land use efficiency, enhancing the “on-ground” experience, and providing solutions to stubborn design and connectivity problems.

The City’s role will be complete when the obstacles for typical investment are overcome and significant investment is attracted. The City is attempting to be the catalyst that starts the boulder of private enterprise rolling down the hill toward a wonderful outcome.

Attachment C



INCREASE LAND EFFICIENCY

CITY-LED RENEWAL PROJECTS

Master planning identified a number of projects that the City of Shoreline can accomplish on its own. Following the adoption of this CRA Plan, the City will initiate action on these projects according to assigned priority and available resources. While this list is ambitious, as time passes and needs arise these city-led projects may be augmented further.

- Analyze and account for environmental impacts of major redevelopment through a **Planned Action** or similar legislation which would allow future investors to eliminate the need for project-specific environmental review.
- Conduct a **traffic analysis** to determine how best to improve circulation on site.
- Establish a special **overlay district** that allows for special rules to encourage the creation of an entertainment district.
- Explore how to encourage **eco-district** and **low-impact** development practices that can be cost-effectively implemented in the Aurora Square CRA.
- Re-brand Aurora Square and **construct iconic signage** for Aurora Square and Shoreline Community College.
- **Create developer agreements** for public-private partnership projects in order to establish and promote the City's available resources.
- Negotiate a contract for the construction of a **world-class sound stage** that brings jobs, offers employment opportunities, and generates positive activity.
- Place applicable Renewal Projects into the City's Capital Improvement Budget, Traffic Mitigation Plan, Budget, and Comprehensive Plan, and seek grants for infrastructure improvements in and around the CRA, especially for the improvement of N 160th Street.

“Get the message out: we are ready to partner with private investors.”

Mayor Keith McGlashan

PUBLIC-PRIVATE RENEWAL PROJECTS

The economic realities of the 21st Century dictate that significant economic renewal requires coordinated participation by government and private partners. Therefore, the City of Shoreline is committing itself to providing **substantive incentives, investment, and side-by-side effort** to private partners willing to join the City in renewing Aurora Square.

The City anticipates that it will form a number of partnership agreements to accomplish renewal projects that both help Aurora Square function better and provide significant public benefit. In the pages that follow, the CRA Renewal Plan identifies a number of these high value Public-Private Renewal Projects.

TRANSFORM WESTMINSTER

Westminster Way between 155th and 160th is transformed into a green and attractive pedestrian-friendly street that provides additional retail and residential frontage, on-street parking, and festival gatherings while at the same time providing the critical connection between the upper and lower parts of the center.

“Strolling makes happy shoppers”

City Proposals

Vacate portions of right-of-way
Improve driveway and site access

January 2018 Update

Transportation Analysis

2015 Planned Action EIS analyzed growth impacts and explored opportunities for multi-modal enhancements.

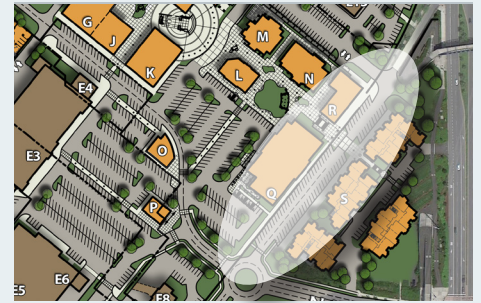
Westminster Way Vacation

20' roadway narrowing in progress to improve walkability and provide new vehicle access to Aurora.

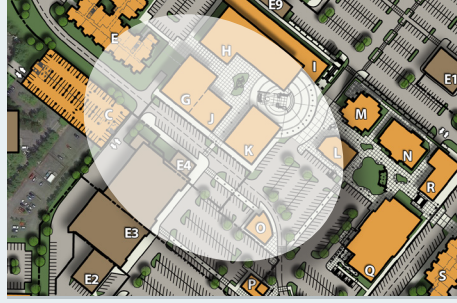
Westminster Way N and N 155th Street Intersection Improvements

\$3.1 million project underway to rework key intersection and rebuild roadway by end of 2019.

Attachment C

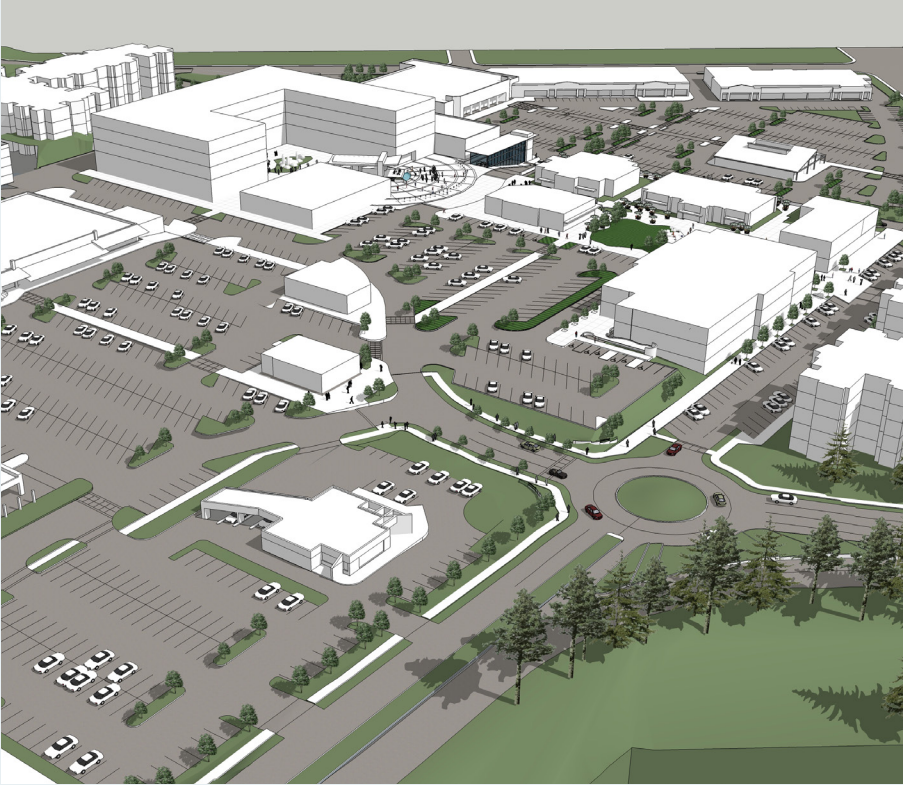


OFFRAMP
TO STROLL



CREATE AN ECO-DISTRICT

Exceptional environmental wins are achieved when clusters of buildings work together to achieve sustainability in a “eco-district.” The Aurora Square CRA provides sufficient size to experience economies of scale with cost-effective facilities and infrastructure, whether they be treating storm or waste water, providing clean power, or achieving other environmental goals.



“21st Century
design sense”

City Proposals

- Finance or guarantee cost-effective systems
- Build district infrastructure and awareness

January 2018 Update

District Energy

City-funded feasibility study will provide action steps to reduce greenhouse gas emissions and to implement neighborhood-scale district energy.

Stormwater Management

City-funded feasibility study will provide options for locating and financing a regional facility to serve CRA, thereby reducing costs and making environmental improvements to Boeing Creek drainage basin more likely.

GREY TO
GREEN

INTEGRATE INTO THE CONTEXT

Investment in sidewalks, entrances, and signage will allow Aurora Square to be better connected to its 300,000+ Shoreline and north Seattle neighbors (5-mile trade area). Westminster Way N and Aurora Ave N, Metro Transit's Rapid-Ride, and the Interurban Trail already provide traditional and non-traditional access to the center, but enhancements will make Aurora Square a preferred destination.

“A good neighbor
in a good
neighborhood”

City Proposals

Improvement of N 160th St
Construction of sidewalks, bike
lanes, and sidewalks

January 2018 Update

Planned Action EIS

Study of relevant environmental impacts led to Ord. No. 705. Future redevelopment now enjoys predictable, streamlined permitting.

N 160th St Improvements

With KC Metro funding City plans to re-channelize N 160th to improve vehicle safety, provide bicycle lanes, and create mid-block pedestrian crossing.

Aurora Connections

2019 Westminster project will improve non-vehicle access from Aurora to two key CRA entrances.



SPOKE
TO HUB

ESTABLISH A VIBRANT CENTER

Currently the geometric center of Aurora Square's shopping area is a large under-utilized parking lot to the east of Sears with virtually no activity. By focusing interest and investment on this geometric center with such things as family play areas, restaurants, an outdoor stage, and public art, the center takes its rightful place in the minds of the community as the heart of the entire center.

“The heart of Aurora Square”

City Proposals

- Establish special district, LID, or business improvement district
- Finance parking structure

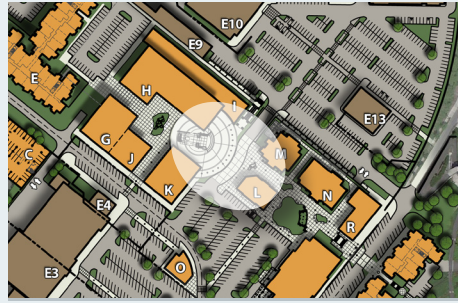
January 2018 Update

Phase Zero

Created proof-of-concept community center in under-utilized parking lot by commissioning Octopus's Garden mural, providing containers for signage and storage, and sponsoring food truck events.

Shoreline Famers Market

City-sponsored 2015 move from City Hall to Phase Zero tripled attendance, doubled sales, and established community center concept.



PAVED
TO PARK

REINVENT THE SEARS BUILDING

Sears built its flagship suburban store in Shoreline in 1967; nearly five decades later, the site combines its almost 17-acres with strong demographics, progressive zoning, and outstanding traffic counts on Aurora Ave N to make it one of the best adaptive reuse opportunities in the northwest.

“Adaptive reuse spans time”

City Proposals

Finance or build infrastructure

Guarantee lease

Purchase property to resell

January 2018 Update

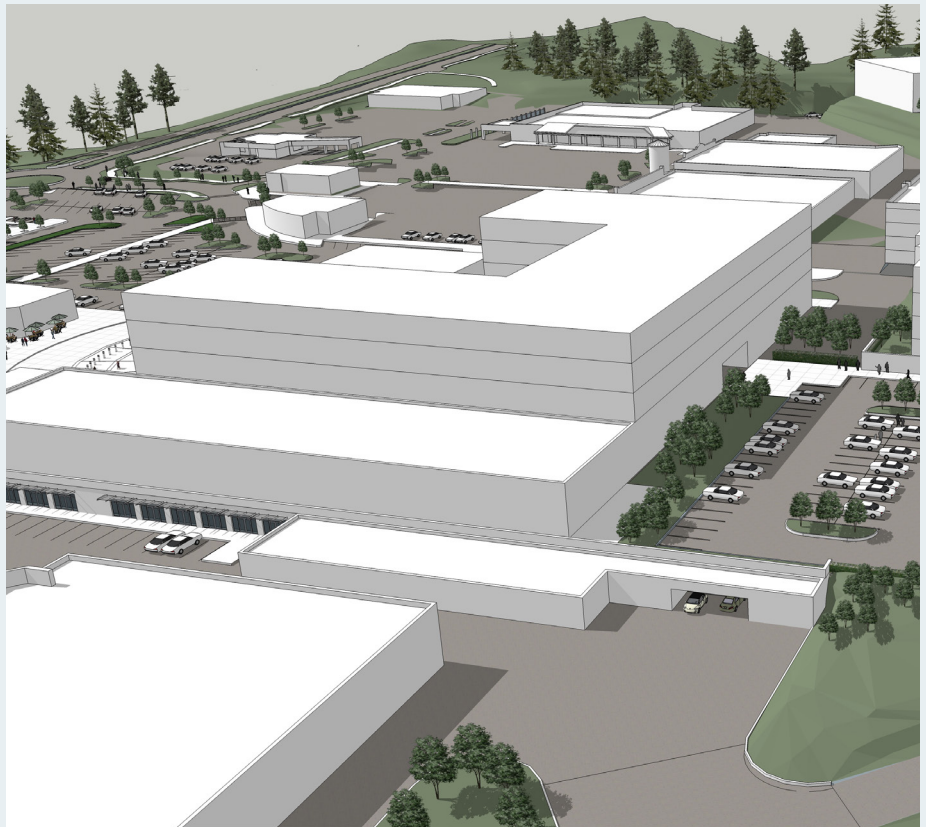
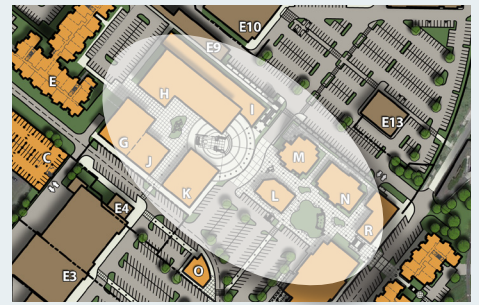
Initial Site Studies

Engaged architects and brokers to study redevelopment option.

Development Update

Sears sold its 17-acre property to Merlone Geier Partners in mid-2017 and will close retail operations in April 2018. MGP launched www.ShorelinePlace.com to connect public with redevelopment efforts.

Attachment C



TIRED
TO FRESH

CONSTRUCT INTERNAL CONNECTIONS

When Aurora Square was built in 1967, little thought was given to connectivity since Sears was everyone's destination. Now the most important retrofit to make Aurora Square function as a cohesive retail center is the construction of multiple internal ways for multi-modal interaction. If done well, shoppers will reward businesses by staying longer and buying more.

“It is so easy to get around!”

City Proposals

Conduct traffic analysis

Construct and/or design intersection improvement in ROW

January 2018 Update

Transportation Analysis

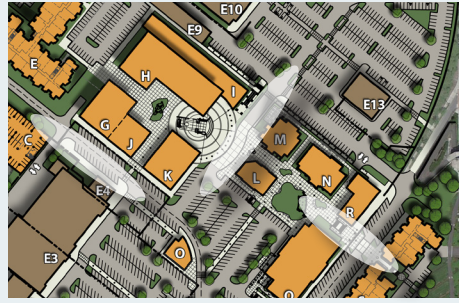
2015 Planned Action EIS analyzed growth impacts and explored opportunities for multi-modal enhancements.

Westminster Way Vacation

20' roadway narrowing in progress to improve walkability and provide new vehicle access to Aurora.

Westminster Way N and N 155th Street Intersection Improvements

\$3.1 million project underway to rework key intersection and rebuild roadway by end of 2019.



WALLS
TO WAYS

INCORPORATE THE COLLEGE

Shoreline Community College (SCC) is a dynamic local asset that can serve as a cultural anchor by giving it a presence in the CRA. The City is already working with SCC to improve 160th from Aurora to SCC. The next steps are to provide educational, housing, and performance venues in the CRA that add collegial life and vitality to the center.

“Nine thousand
SCC students”

City Proposals

Improve and rename N 160th St
Signage to highlight SCC events,
programming and location

January 2018 Update

College Banners

Agreement with Shoreline Community College allows it to advertise with banners on Aurora street lights.

College Way

Designation of N 160th St as “College Way” and installation of new signage.

Electronic Signage

Discussions continue between the City and College to build a shared electronic message sign on Aurora.

Attachment C



SUBDUED
TO LIVELY

BUILD NEW HOMES

Zoning once divided homes from other uses, but we now appreciate the lifestyle advantages of living close to shopping, dining, work, transit, education, and leisure. Residential units built in Aurora Square will take advantage of these at-hand amenities while enjoying a period of property tax exemptions.

“People who live here are lucky”

City Proposals

Establish a 12-year Aurora Square CRA Property Tax Exemption

January 2018 Update

Offer Incentives for Multifamily

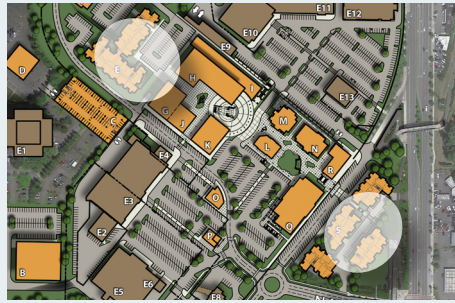
12-year Property Tax Exemption is available to projects offering sufficient affordable units

Reduced Step Backs

Attractive code change adopted that lowers multi-family construction costs and increases densities.

Development update

The Alexan at Shoreline Place breaks ground in mid-2018. The 324-unit apartment project will be built on the triangle property that borders Aurora between the Interurban Trail bridges.



ERRAND
TO HOME

TRADE SURFACE PARKING FOR JOBS

Washington State Department of Transportation's 16-acre regional headquarters is dominated by surface parking. By providing WSDOT adequate parking in a structure a third of the site can be freed up to allow for film industry use that can bring jobs and prestige to Shoreline while helping the other CRA businesses.

“Parking wastes valuable land”

City Proposals

- Financing of parking garage
- Purchase WSDOT property for resale and garage site

January 2018 Update

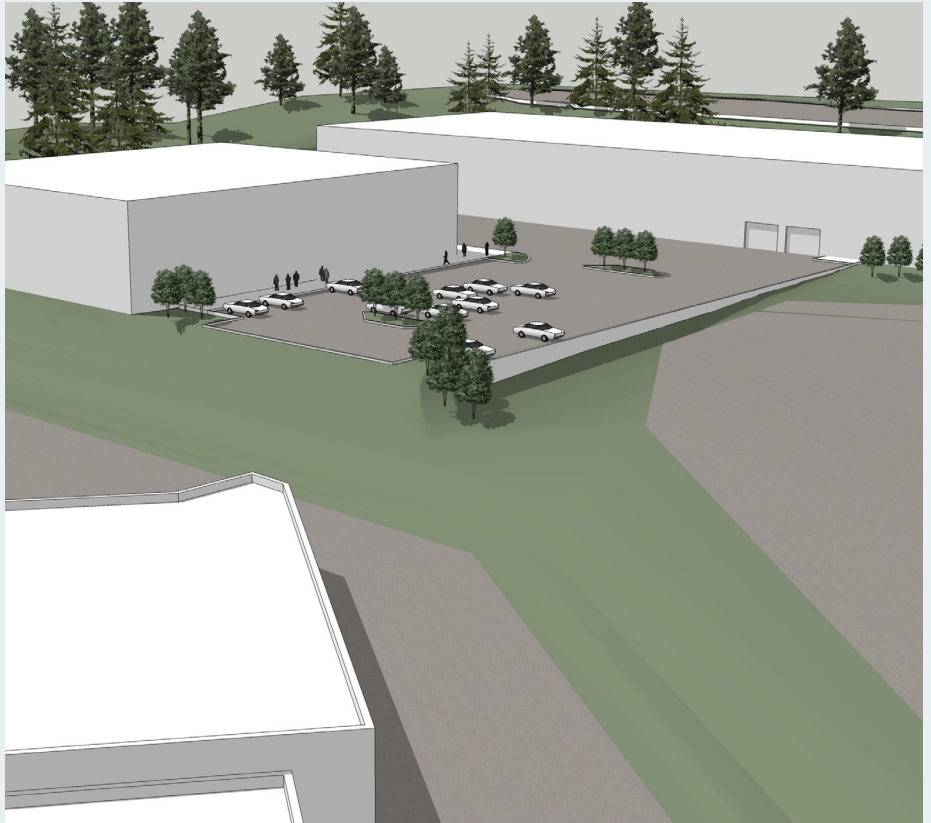
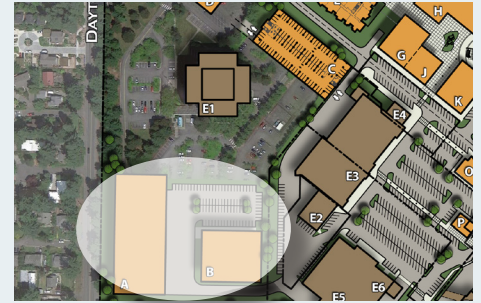
SeaSound Media Campus

Prospectus for SeaSound Media Campus created in which CRA is possible —but not preferred— location.

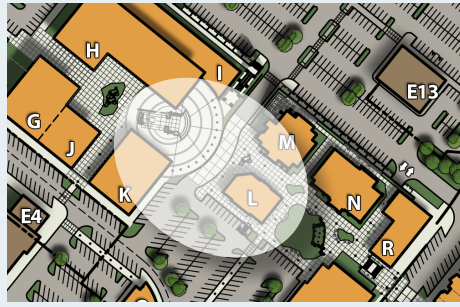
Development update

WSDOT's \$14.4 million Transportation Management Center completed on former parking lot in 2015.

Attachment C

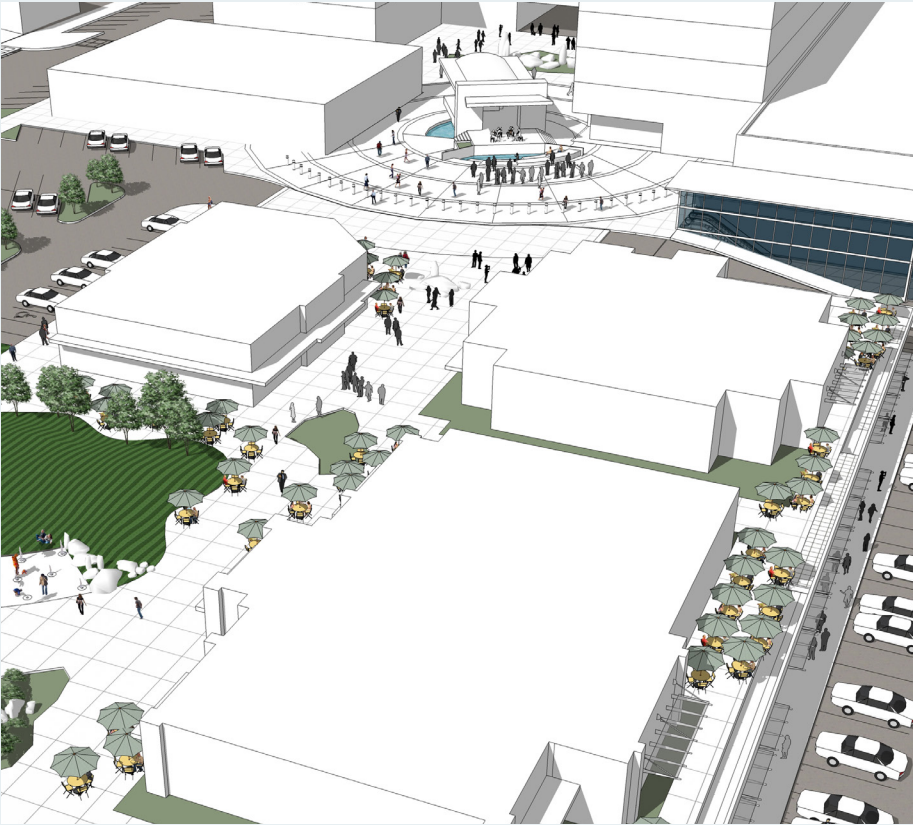


ASPHALT
TO JOBS



ADD ENTERTAINMENT TO THE MIX

Bi-annual resident surveys reveal a strong desire for more entertainment and dining options in Shoreline. Combine that desire with a supportive arts community, a college specializing in performance art and digital media, and a lack of options, and the conclusion is that an entertainment district could be wildly successful.



“OMW 2U 4drinks”

City Proposals

Establish special or business improvement district with appropriate signage

Finance or guarantee lease of venues and/or parking structure

January 2018 Update

Rebranding

“Shoreline Place” identity and signage package created by Bullseye Creative.

Signage

Lifestyle center-friendly sign district adopted through Ord. No. 712 with requirement to install cohesive sign package by late-2018.

DARK
TO LIGHTS



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Economic Development Manager
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CRA Plan adopted July 8, 2013
Resolution No. 345

WHAT IS THE WESTMINSTER WAY N AND N 155TH ST INTERSECTION DESIGN PROJECT?

This project will:

- Realign the Westminster Way N and N 155th Street Intersection
- Reimagine Westminster Way N between N 155th Street and Aurora Avenue N
- Create a new access road at N 157th St from Westminster Way N to Aurora Avenue N

These three components will work together to create a safer environment for all roadway users, create more comfortable connections for people walking and biking to Shoreline Place or to the Interurban Trail, and will maintain traffic flow throughout the area.

This project was originally envisioned as part of the Aurora Square Community Renewal Area (CRA). To learn more about the CRA please visit: <http://www.shorelinewa.gov/business/aurora-square-community-renewal-area>

NEXT STEPS

- Public Open House
Wednesday, February 28
6:00-7:30 pm
Shoreline City Hall
Council Chambers

Come learn about the project, comment on the design, and help us realize the vision of a more pedestrian friendly Westminster Way N.

- Design Complete: Summer 2018
- Contracting: Fall 2018
- Construction: Spring 2019

For updated project information please visit our website at: shorelinewa.gov/Projects



Attachment D

City of Shoreline

WESTMINSTER & N 155TH ST INTERSECTION DESIGN PROJECT

Transforming Westminster Way from an offramp to a place you'd like to stroll



Winter 2018 – Preliminary Design



FROM OFFRAMP
TO **STROLL**

WESTMINSTER & 155TH



Realign intersection to shorten pedestrian crossings and reduce speeding.

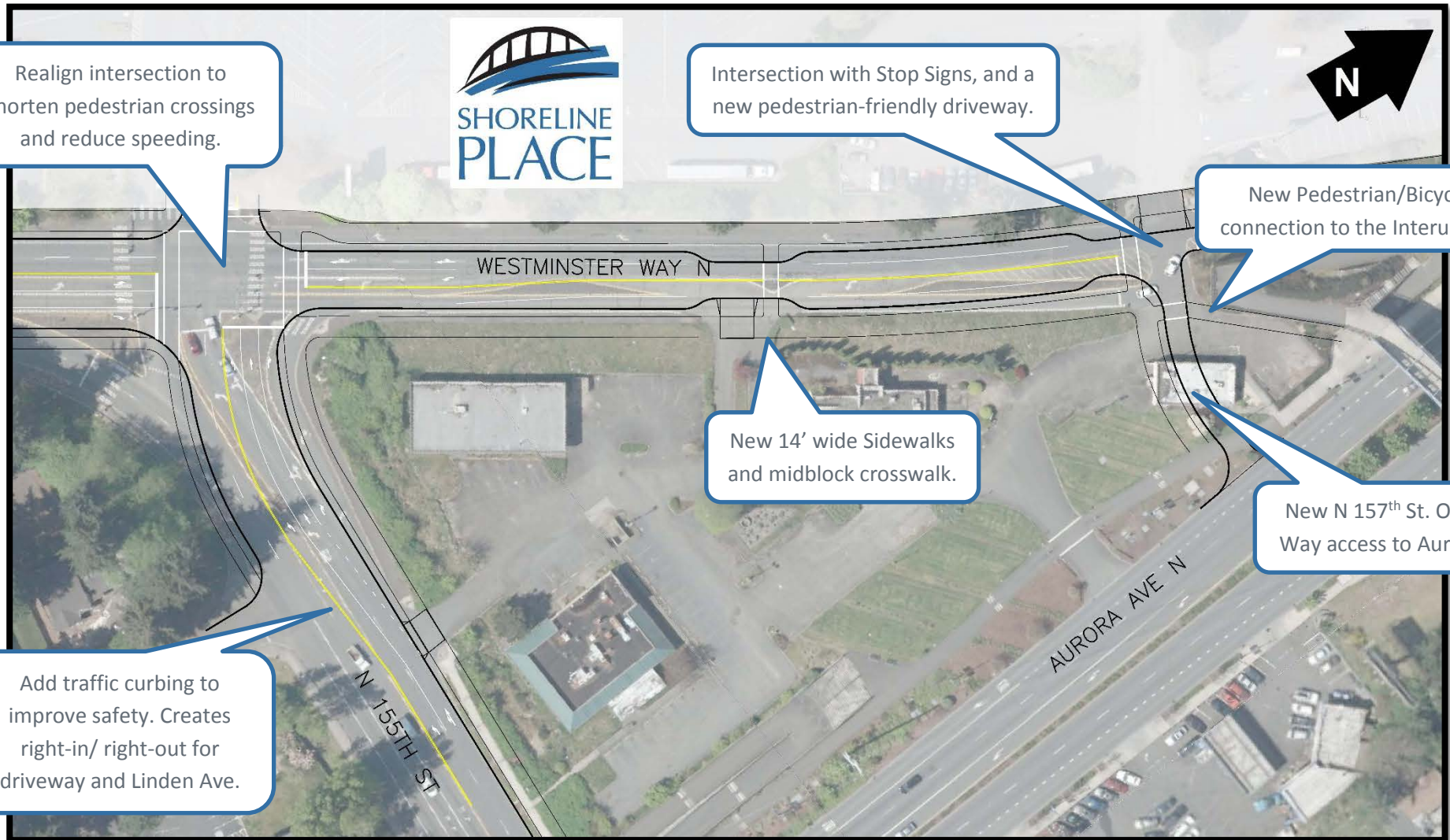
Intersection with Stop Signs, and a new pedestrian-friendly driveway.

New Pedestrian/Bicycle connection to the Interurban.

New 14' wide Sidewalks and midblock crosswalk.

New N 157th St. One-Way access to Aurora.

Add traffic curbing to improve safety. Creates right-in/ right-out for driveway and Linden Ave.



Conceptual Design – elements may change as design progresses