

CITY OF SHORELINE

SHORELINE CITY COUNCIL SUMMARY MINUTES OF WORKSHOP MEETING

Monday, March 6, 2006
6:30 p.m.

Shoreline Conference Center
Mt. Rainier Room

PRESENT: Mayor Ransom, Deputy Mayor Fimia, and Councilmembers Gustafson, Hansen, McGlashan, Ryu, and Way

ABSENT: none

1. CALL TO ORDER

The meeting was called to order at 6:35 p.m. by Mayor Ransom, who presided.

2. FLAG SALUTE/ROLL CALL

Mayor Ransom led the flag salute. Upon roll call by the City Clerk, all Councilmembers were present. Councilmember McGlashan and Councilmember Gustafson requested to be excused to attend a School District function in the same building. Councilmember McGlashan left the meeting at 6:37 p.m.

3. CITY MANAGER'S REPORT

Bob Olander, Interim City Manager, provided the following City updates:

- The City's grant-writing workshop was attended by 45 individuals from 28 different organizations and received high marks by all attendees.
- The Shoreline Police Department recently conducted training with 28 citizens in crossing guard awareness and safety.
- The North City Project is at 80% completion for undergrounding, sidewalks and signals. The next phase will focus on landscaping and pavement improvements.
- The Aurora Avenue and N 180th Street Pedestrian crossing is now complete.
- No Council meeting next week due to National League of Cities Conference
- A community forum on "How the Teen Brain Works" will be held on March 11 at Meridian Park Elementary.

4. COUNCIL REPORTS

Councilmember Ryu commended Seattle City Light on its excellent response to Aurora Avenue merchants, who recently had their electricity shut off during business hours.

Deputy Mayor Fimia commented on the success of the grant-writing workshop and suggested that Council may want to consider sponsoring more in the future.

Councilmember Gustafson expressed interest in applying for the Suburban Cities Association's Emergency Management Action Committee. He said he could give up a position on another committee if he is selected. He said he would postpone his report on the First Tier Suburbs Committee until the end of the meeting.

Councilmember Gustafson left the meeting at 6:50 p.m.

Mayor Ransom commented on the process for selecting candidates and conducting interviews for appointments to the Planning Commission and Library Board.

Councilmember Way suggested that Planning Commission applicants be provided with the interview questions in advance so they can all be prepared equally and so the process is fair for everyone.

Mayor Ransom responded that it is not the City's normal practice to provide questions in advance.

Deputy Mayor Fimia suggested that giving the questions in advance provides for a "more level playing field."

Councilmember Ryu noted that Library Board applicants are being allowed to receive interview questions in advance.

Responding to Councilmember Way, Mayor Ransom explained his rationale, noting that if job applicants were provided questions in advance, there is the potential to provide other people's opinions rather than their own, and employers may not necessarily "get their views."

Councilmember Way said it seems the Council would want them all to be aware of the issues and give them an equal chance to qualify their answers.

Deputy Mayor Fimia said appointments to the Planning Commission differ from job interviews, and there is nothing wrong with asking other people's opinions. She noted that political candidates are often given questions in advance.

Mr. Olander noted that several of the draft questions relate to an applicant's past experience, which could be distributed in advance. Others, such as hypothetical scenarios or policy questions, could be reserved for the interview.

After further debate, there was Council consensus to defer discussion on this item until later in the meeting.

5. PUBLIC COMMENT

(a) Rick Stephens, representing Shoreline Chamber of Commerce, urged the Council to adopt the Economic Development Task Force Strategic Plan. He said the Chamber voted unanimously to endorse the Plan with the proposed changes. He commented favorably on the Task Force, noting that it was a diverse group with many opinions but they were always able to achieve consensus and find common ground. He thanked all those involved in crafting the Plan.

(b) Bob Barta, Shoreline, commented that the “City’s scope of work is a mile wide and an inch deep; and citizens’ scope of work is an inch wide and a mile deep.” He emphasized that the Council’s duty is to promote the health, safety, and general welfare of the public, which is a statement of intent. This intent also needs a vision, which includes people with a constant commitment to reviewing codes and ensuring the City complies with the intent.

(c) Dennis Lee, Shoreline, commended the Council for working together to produce a revised Critical Areas Ordinance. He suggested that Councilmember Hansen allow the Mayor to “struggle” with the parliamentary process without interference. On another topic, he said average citizens are able to understand land use issues, so the Council should not just appoint experts to the Planning Commission but average citizens as well.

(d) Art Kruckeberg, Shoreline, thanked the City Council for including Kruckeberg Gardens in the proposed bond issue for Parks and Open Space acquisition. He said the bond issue represents a great step forward for the City and the City’s first opportunity to dealing with open space acquisition. He commented on the uniqueness of Kruckeberg Gardens in the region, noting that it provides excellent opportunities for education and outreach.

(e) Tanya DeMarsh-Dodson, unincorporated King County, thanked the City for sponsoring the grant-writing workshop. She said this is “economically wise” and can make a big difference if non-profit organizations partner with the City on capital projects.

Mr. Olander thanked Mr. Kruckeberg for his comments and noted that Kruckeberg Gardens is an excellent opportunity for further preservation and partnership.

Mayor Ransom said he is pleased the City can assist in preserving Kruckeberg Gardens for the long term. He was also pleased that the Chamber of Commerce supports the Economic Development Strategic Plan.

6. WORKSHOP ITEMS

- (a) Economic Development Task Force – Report and Recommendations

Tom Boydell, Economic Development Manager, provided a presentation on the recommendations of the Economic Development Task Force and described the effort to revise the 2004-2005 Economic Development plan, including goals, action elements, priorities, and performance measures. He noted that the Task Force met from July to November 2005 in a total of 13 meetings and conducted over 30 hours of discussion. The Task Force was comprised of 14 members who worked to achieve strong consensus and outreach to receive public input on the recommendations, with an emphasis on implementation. He outlined the values asserted by the Task Force, which include: technical insight, knowledge of the local real estate market, local businesses, the regional economy, and developer profiles; practical implementation as a guide to good strategy; promotion of the benefits of establishing, expanding or relocating businesses in Shoreline; community-building values; and wisdom.

Continuing, he outlined the vision concepts, strategy recommendations, and major goals of the Plan, which include: Infrastructure and Transportation; Retention and Growth; Commercial Centers; Recruitment; Outreach and Partnership; Community Development; Sense of Place; Education and Job Training; Environmental Stewardship. The 7 Strategies of the Task Force include: Strategy, Outreach & Communications; Major Projects – e.g., Aurora Sq.; Small Business Assistance – Planning, Resources & Programs; Partnerships and Collaboration-Building – Local and Regional; Media, Marketing & Promotion; Intellectual Capital; Sustainable Neighborhoods. He noted that 31 action items were identified as part of the 7 Strategies.

Mr. Boydell concluded by emphasizing that the Task Force endorses a holistic approach and a balanced view of implementation, noting that expectations must be combined with resources, tools, and other practical considerations. Furthermore, the Task Force believes there are two primary categories that contribute to business success: (A) Major projects that are higher effort and cost but have great impact; and (B) the everyday things that you need to do to run a business well and take care of the existing customers. The Task Force concluded that the latter creates a context and culture for economic development in Shoreline.

Don Sands, Economic Development Task Force Chair, provided his observations of the Task Force, noting that it was comprised of a broad spectrum of people, opinions, and interests. He said the task Force wanted to help facilitate a plan to create a “sense of place” focusing on excellent neighborhoods and schools. The Task Force also recognized the need to increase tax revenues in the City. He pointed out that the plan was endorsed by a large number of community organizations, including the Rotary, Chamber of Commerce, Planning Commission, Forward Shoreline, Shoreline Community College, the Korean business community, and others. He urged the Council to adopt the plan and begin implementation, noting that economic development takes an extended period of time to achieve. He stressed the need to influence and encourage developers to create community-friendly businesses, and providing the necessary resources to implement the Plan. He feared that without a solid plan, economic development would “skip over” Shoreline, noting that Korean entrepreneurs have looked to communities in the north for potential business opportunities. He urged the City to keep pace with other business-

friendly communities such as Edmonds, Lynnwood, and Mill Creek, noting that the plan is a great first step in achieving the goals. He concluded by reading statements from business leaders in the community who support the Plan.

Mr. Olander said following Council consideration, staff intends to return with a resolution requesting adoption of the Plan.

Mayor Ransom called for public comment.

(a) Bob Barta, Shoreline, expressed support for the Strategic Plan and said “lots of money is waiting to be spent in Shoreline.” He urged the Council to develop the City in a way that attracts people to come here, noting that Central Market is one cultural experience that attracts people to Shoreline. He felt the City should promote a theme such as “solar energy,” “education,” or “international district.” He envisioned a development at Westminster Triangle called “Westminster Village,” and a similar development near the Interurban Trail called “Interurban Commons.”

(b) Dennis Lee, Shoreline, provided a brief background on the development of his neighborhood and noted that the Comprehensive Plan considers the preservation of history. He suggested that the City consider restricting certain zones as neighborhood business (NB) to prevent areas from being rezoned and having single-family homes built on them. He felt this would preserve the few existing neighborhood commercial zones throughout the City.

Mr. Boydell commented that the Economic Development Task Force concurred with all the proposed amendments to the Strategic Plan.

Deputy Mayor Fimia said she developed her amendments in collaboration with Councilmember Ryu and she looks forward to getting the plan implemented. She suggested that Councilmembers be provided with copies of Northwest Environmental Watch, which provides trends and targets for economic growth. She expressed interest in exploring the idea of “Westminster Village,” commenting that “actions follow words.”

Councilmember Ryu commented on the origins of her family’s business on Aurora Avenue and said the Strategic Plan presents a great opportunity. She felt the City should concentrate on deliverables.

Councilmember Way congratulated the Task Force for building consensus and finding common ground. She asked for clarification of the vision plan and rebate programs as mentioned in the staff report, and about the concerns of the Korean business community.

Mr. Boydell clarified that the vision plan refers to the Central Subarea Vision Plan. He explained that utility rebate programs are offered through the Sustainable Business Program, which provides solutions to help businesses problem-solve and cut costs.

Mr. Sands added that some members of the Korean business community have considered moving to cities further north due to rising costs and rents.

Mr. Boydell said their discussion mainly focused on market factors. He emphasized the need to understand the market potential for land in Shoreline, but also how it changes throughout the day. He urged the City to reach out to the international community and encourage strategic thinking.

Councilmember Ryu noted that Korean businesses were really hurt when they heard a rumor that Aurora Corridor businesses would be eliminated due to the Aurora Corridor Project.

Mr. Boydell commented on the ongoing marketing effort to help improve Shoreline's perceived image.

Noting that Paramount Park is a Special Study Area, Councilmember Way asked how much of Paramount Park would involve a change in zoning if action were taken there.

Mr. Boydell said the Task Force operated on the assumption that economic development would proceed based on the existing zoning. However, the Task Force also recognized that the current zoning is not optimal for the best economic growth.

Mr. Sands added that no one ever envisioned expanding commercial areas because there is already much to be done within existing business areas.

Mr. Olander commented on the opportunity to look at some of the smaller neighborhood business areas such as 15th Avenue & NE 145th Street as well as the Ballinger neighborhood. He felt the City could enhance business opportunities in such areas while also increasing the predictability of development standards.

Councilmember Gustafson expressed support for the Plan and the proposed amendments. He suggested retaining the term "City Gateway projects" under "Goals: Sense of Place." He also suggested adding the word "businesses" under "Goals: Education and Job Training." He felt businesses should be included because they would likely be doing internship and mentoring programs.

There was a brief discussion on the proposed business licensing program and how the fee structure would be developed. This item is on the Council agenda planner for a future meeting. Mr. Olander noted there was Council consensus not to adopt a revenue-generating license program.

Councilmember Gustafson asked about the status of a proposal to relocate Shorewood High School and redevelop the property.

Mr. Sands commented that two members of the School Board, Dan Mann and Jim Leigh, were part of the Task Force. He discussed the redevelopment potential of the high

school property, but said the primary challenge is finding a suitable site in Shoreline to relocate Shorewood High School. He noted that Shoreline Community College has assured the City that it would produce a completed master plan this summer. He said the Task Force did not intend to make recommendations on the Shorewood issue because the responsibility for vision and goals really lies with the City Council.

Councilmember Gustafson noted the importance of involving the school district in any discussion of the property. Mr. Boydell said that a subgroup of the Task Force met with Superintendent Welsh on the issue.

Councilmember Gustafson expressed a preference for the original language the Task Force recommended for Section 5, Intellectual Capital. He asked about the rationale for changing the format.

Deputy Mayor Fimia said she tried to capture the essence of this item in two categories: 1) building on the City's strengths through international exchanges and cultural activities and 2) building on partnerships in promoting entrepreneurship and trade.

Councilmember McGlashan expressed support for the Plan. He wondered if the Task Force considered zoning issues, for example, the rezoning of N 185th Street from Fremont Avenue to Linden Avenue as commercial. He also wondered if the Task Force contemplated types of businesses in Shoreline. Councilmember McGlashan concurred with Councilmember Gustafson's suggestion about wording for Section 5. He felt Shoreline's history and the Historical Museum should be an integral part of the Plan.

Mr. Boydell said the Task Force realized that zoning decisions require the attention of the Planning Commission and City Council. He said the Task Force did not make distinctions between the types of either existing or potential future businesses.

Mr. Sands noted that the Task Force talked about attracting "clean businesses." Mr. Boydell added that three categories of businesses were discussed: 1) restaurants; 2) "clean" businesses; and 3) home improvement/construction support businesses.

Councilmember Hansen said he spoke with several members of the Task Force and he is in favor of the Plan with the proposed changes. He preferred the original wording of Section 5 and congratulated Mr. Boydell for pulling together such a diverse group and achieving a consensus.

Mayor Ransom requested clarification of the Task Force's stated desire to continue as an advisory body. He said the Task Force was created as an ad hoc committee, so he wondered what the group envisioned as a continuing role.

Mr. Boydell said he would have to discuss this in more detail with the Task Force, but in general, Task Force members have inquired how they can help implement the Plan as business leaders.

Councilmember Ryu suggested adding “improve access” to bullet #1 of “1. General Government, Outreach & Communications.” Mr. Boydell said the Task Force discussed this issue and decided it did not want to put the City in a position that might pit one business against another. He noted that the phrase “access issues” is included at the end of the paragraph.

Councilmember Ryu expressed her preference for dividing the third bullet of Section 5 into categories A and B. She also wondered if health care should be considered in the Plan since it is such a growing industry and significant issue for many Shoreline residents.

Mr. Boydell said the assumption was that the City would get into specific recommendations on type of business in the implementation phase of the Plan.

Mr. Olander summarized Council consensus and said staff would return with a revised Strategic Plan for Council adoption at a future meeting.

Deputy Mayor Fimia suggested removing “exchange” from Section 5 in order to make international programs more inclusive. While she did not agree with including “City Gateway projects,” she concurred with the wording “City identity projects.” There was also consensus to revise the language in Section 5 to read “creative and performing arts.”

Councilmember Way suggested including the concept of business incubators somewhere in the plan.

Deputy Mayor Fimia requested that staff return with a resolution to approve the Plan and possibly a separate resolution to establish an ongoing Economic Development Task Force.

Councilmember Gustafson left the meeting at 9:09 p.m. He returned at 9: p.m.

(b) Leash Law Amendment

Flannary Collins, Assistant City Attorney, provided the staff report and explained that the King County Animal Code does not apply to Shoreline because there are no zoning districts or dog control zones identified in Shoreline. She offered Ordinance No. 413 as a remedy to this problem, which requires dogs to be on a leash, with certain exceptions. The measure also provides for penalties for violating the leash law as well as offenses relating to sanitation.

Councilmember Way inquired about the rationale for including unaltered cats in the leash law. She did not feel cats should be included.

Ms. Collins responded that the existing Shoreline Development Code, which this leash law would replace, states that all unaltered animals kept outdoors must be kept on a leash

or in a confined area. Therefore, the proposed leash law is consistent with the current code.

Mr. Olander added that the leash law would also provide an incentive to pet owners to have their cats altered.

Responding to Councilmember Ryu, Bernard Seeger, Management Analyst, noted that 62 animal attacks or bites were reported in 2004. There were also 75 reports of stray dogs, and 58 reported stray cats.

Councilmember McGlashan expressed support for the leash law. He wondered if there would be any exemption for owners who keep their dogs under voice control. He noted that some owners are in process of training their dogs, which require them to be off leash.

Ms. Collins said the proposed ordinance does not provide such exemption, but some jurisdictions do provide for that situation.

Mr. Olander felt such an exemption can become an enforcement problem because resolving the issue involves differences of opinion.

Councilmember Gustafson pointed out that dog training is offered as a class through the City's recreation program.

Deputy Mayor Fimia concurred that it does not make sense to include cats in the leash law because it would be too difficult to enforce. She emphasized that animal control enforcement is a complaint-driven process. She said the leash law is mainly protection for dogs whose owners let them run free, so it is not a problem for well-trained dogs or conscientious owners.

Mr. Seeger added that of the 45 animal control officers in King County, only 16 are patrol officers in the field. The officer responding to Shoreline also covers the cities of Kirkland, Bothell, Woodinville, Kenmore, and Lake Forest Park.

Mayor Ransom also felt that cats should not be included in the leash law, and felt the penalty fees were excessive. He noted that a single first violation would cost an offender over \$100. He said he does not hear about animal control complaints, so he does not think it is a significant issue in the community. He said he would oppose the measure.

Ms. Collins noted that lowering the violation to a Class 4 civil infraction reduces the fee to \$25. She said regardless of the fee amount, the judge has discretion to lower or waive the fee under the proposed ordinance.

Deputy Mayor Fimia felt the City should adopt a leash law but it should not include cats. She asked staff to return with more information about infractions relating to cats, and possibly explore the idea of a sliding scale of penalties.

Councilmember Gustafson supported the proposed ordinance, noting that the court would have discretion to decide infractions and fees.

Councilmember McGlashan concurred, noting that the issue of unaltered cats is a problem.

Councilmember Way suggested the City explore creative ideas to help people comply with the sanitation requirements.

Councilmember Ryu supported a graduated scale for penalties, noting that monetary penalties would not constitute a revenue-generating program. She commented on the possibility of underreporting of violations in the City. She felt that exempting cats from the leash law might foster better relations with the public.

Mr. Olander said the most people voluntarily comply with the law, so enforcement would large take care of itself through self-monitoring.

Deputy Mayor Fimia summarized that the two issues relating to cats involve overpopulation and sanitation.

Mayor Ransom reiterated his opposition to the leash law, noting that it is not needed because the complaints are minimal for a city of 53,000 people.

Mr. Olander summarized Council consensus to be that a majority feel a leash law is needed. He said staff would return with an ordinance that lowers the infraction to Class 4 and Council can further debate the issue of cats during passage of the final ordinance.

Turning to the topic previously addressed, Mayor Ransom outlined the proposal offered by Councilmember Way to provide the Planning Commission candidates with interview questions in advance. He asked Councilmember McGlashan and Councilmember Gustafson to respond since they were both absent during the discussion earlier in the evening.

Councilmember McGlashan supported the proposal, since it would reduce the level of stress for all the candidates.

Mayor Ransom and Deputy Mayor Fimia reiterated their prior comments on the issue.

Councilmember Gustafson felt some questions could be provided in advance, but it is good to reserve questions for the interview so the Council can see how candidates "think on their feet." He said he preferred that questions are not provided in advance.

Councilmember Ryu agreed with prior comments that providing the questions in advance will save time and allow candidates to "be at their best." It also levels the playing field because the current Planning Commissioners already have the answers. She said she

believes in giving new people a chance, and it's better to have more community people rather than "experts."

Councilmember Way reiterated her prior comments and said the questions should not be a "secret."

Mayor Ransom said the nature of the application process is made secret by law. He asked for the City Attorney to provide an opinion.

Ian Sievers, City Attorney, said state law stipulates that interview questions can be kept confidential.

Councilmember McGlashan felt the decision should be left to the subcommittee assigned to the Planning Commission applications.

Deputy Mayor Fimia suggested that six basic questions relating to background and experience could be provided in advance, then the subcommittee could devise 2-3 additional questions for the interview.

Councilmember McGlashan maintained that the decision should be left to the subcommittee.

MEETING EXTENSION

At 10:00 p.m., Councilmember Gustafson moved to extend the meeting until 10:10 p.m. Councilmember Ryu seconded the motion, which carried 7-0.

Councilmember Hansen agreed that the decision should be left to the committee, but once the decision is made, it should follow the Mayor's approach.

After further discussion, Mayor Ransom summarized Council consensus to interview all nine Planning Commission finalists on March 21 at 5:30 p.m. He noted that the subcommittee consisting of himself, Councilmember Gustafson and Councilmember Way will determine which questions are included and which are left out.

At 10:06 p.m., Mayor Ransom declared the meeting adjourned, but shortly thereafter was Council consensus to continue to allow Councilmember Gustafson to provide his report on the First Tier Suburbs Committee. The meeting reopened at 10:07 p.m.

MEETING EXTENSION

At 10:07 p.m. Councilmember Hansen moved to extend the meeting until 10:15 p.m. Councilmember Ryu seconded the motion, which carried 7-0.

Councilmember Gustafson reported that two major issues of the First Tier Suburbs Committee include aging housing stock and transportation. He asked the Council for any feedback on these issues to take back to the committee.

Councilmember Way noted that non-profit organizations have stressed the need for aging housing stock as a part of the affordability factor in housing. She said aging housing stock is needed to maintain diversity in housing, and it sometimes prevents some from “slipping through the safety net.”

Councilmember Gustafson also asked Councilmembers to comment on how the City is impacted by Seattle and what issues should be brought forward on a national level.

Councilmember Ryu felt that the changing demographics and its effect on public transportation and other issues should be made a focal point.

Deputy Mayor Fimia commented on the aging infrastructure in the City and on the need to lobby Congress for more discretionary funds for smaller-scale renovation projects.

Councilmember Gustafson reported that Don Davidson of Water Resource Inventory Area 8 (WRIA-8) was elected to the Shared Strategy Puget Sound Salmon Recovery Council. He said the biggest issue for WRIA-8 is the interlocal agreement and who should be the service provider. He reported there was consensus to continue with King County and a non-profit organization as the service provider, and to continue exploring ways to implement the plan.

7. ADJOURNMENT

At 10:16 p.m., Mayor Ransom declared the meeting adjourned.

Scott Passey, City Clerk