

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	2008-09 Proposed Council Goals
DEPARTMENT:	City Manager's Office
PRESENTED BY:	Robert L. Olander, City Manager Julie Underwood, Assistant City Manager

PROBLEM/ISSUE STATEMENT:

At the City Council's April 25-26, 2008 goal setting retreat the Council spent two days with staff reviewing the 2007-08 goals update, emerging issues, and various policy issues. In addition, the Council discussed potential goals for 2008-09. The Council agreed to continue the majority of goals on the current list, with some editing of the language, and added two new goals. Likewise, the Council directed staff to conduct a public process seeking feedback on the proposed goals prior to formal adoption, which is scheduled for July 14.

The Council drafted the following goals for the community to consider (see attachment A for the list of proposed goals and implementation strategies which were distributed at the workshops):

- A Develop a shared community vision that integrates the Environmental Sustainability, Housing and Economic Development Strategies into the Comprehensive Plan and community development initiatives
- B Implement the Economic Development Strategic Plan
- C Create an "environmentally sustainable community"
- D Complete the projects approved with the 2006 Parks Bond
- E Construct the Civic Center/City Hall Project
- F Construct the Aurora Improvements from 165th to 205th Streets
- G Develop a Fircrest Master Plan in partnership with the State
- H Develop a "healthy city" strategy to ensure the community's access to needed human services
- I Provide enhanced opportunities for effective citizen communication and engagement
- J Provide safe and efficient transportation and infrastructure systems to support land use plans including walking, bicycling, transit and vehicular options

On June 11 and June 24 staff conducted community workshops to solicit public input (see attachment B for citizen comments and attachment C for participant list). In addition, citizen input has been solicited from the City's website (see attachment D). Comments will be collected through July 7.

It is vital that the Council finalize the list of goals by the July 14 meeting in order to allow staff time to prepare for the Proposed 2009 Budget so that it aligns with the Council's Goals.

RECOMMENDATION

It is recommended that the City Council review the attached public comments, incorporate any desired changes in the draft goals, and adopt the goals by July 14.

Approved By: City Manager  City Attorney ____

Attachments

- A. Proposed 2008-09 City Council Goals Handout
- B. Citizens Comments from the June 11 and June 24 Community Workshops
- C. Participant Lists for the June 11 and June 24 Community Workshops
- D. Citizens Comments from the City's Website



PROPOSED
2008-09 City Council GOALS

A: **Develop a shared community vision that integrates the Environmental Sustainability, Housing and Economic Development Strategies into the Comprehensive Plan and community development initiatives**

- Conduct vision and values workshops for issues including future growth and development policies
- Adopt new Framework "Values" (over-arching goals for the Comp Plan)
- Complete Southeast Neighborhoods Subarea Plan
- Complete Town Center Plan
- Adopt new residential density and incentive regulations for RB zones

B: **Implement the Economic Development Strategic Plan**

- Develop a comprehensive small business assistance program
- Work in partnership to develop a "Transit-oriented Development" plan for the Aurora Park and Ride Lot at N. 192nd Street
- Develop a Green Business Certification process, including partnering with the Shoreline Chamber of Commerce
- Work with the Economic Development Advisory Committee to identify recommended priorities

C: **Create an "environmentally sustainable community"**

- Complete the Forest Management Plan, including updating the City's tree retention policies and regulations
- Update Stormwater Manual and Low Impact Development Standards
- Develop a comprehensive environmental purchasing policy
- Adopt indicators and baselines to measure progress
- Create a "Green Team" staff structure
- Explore energy and climate change initiatives

D: **Complete the projects approved with the 2006 Parks Bond**

- Complete Hamlin Park Improvements
- Complete Cromwell Park Improvements
- Complete Richmond Beach Saltwater Park Improvements
- Design and initiate trail corridor improvements
- Complete off-leash dog park study and site selection

E: Construct the Civic Center/City Hall Project

- Complete project design and financing
- Complete city hall, parking structure and site improvements
- Strive for LEED Certification

F: Construct the Aurora Improvements from 165th to 205th Streets

- Complete project design for 165th to 185th
- Award bid for 165th to 185th
- Complete 30% design for 185th to 205th
- Seek funding for final mile

G: Develop a Fircrest Master Plan in partnership with the State

- Develop agreement with State
- Develop draft master plan with community and stakeholder participation
- Review and adopt final plan
- Consider Public Health Lab impacts

H: Develop a “healthy city” strategy to ensure the community’s access to needed human services

- Update the Human Services Plan and Desired Outcomes
- Update the Youth Policy Plan
- Work to increase and retain affordable housing units
- Sponsor a cultural diversity event

I: Provide enhanced opportunities for effective citizen communication and engagement

- Conduct City Council sponsored Town Hall Meetings
- Upgrade and redesign the City’s website
- Expand volunteer opportunities such as Adopt-A-Road/Park/Trail and “Ivy-Out” programs
- Create a database of City volunteers
- Work in partnership with nonprofits to create an online community bulletin board

J: Provide safe and efficient transportation and infrastructure systems to support land use plans including walking, bicycling, transit and vehicular options

- Develop citywide trail and bicycle connection plan
- Expand local transit service
- Update the Transportation Master Plan
- Implement a Green Street Demonstration Project
- Provide regional advocacy that supports the City’s land use plans



PROPOSED
2008-09 City Council GOALS

June 11, 2008
Community Workshop Citizen Input

A: Develop a shared community vision that integrates the Environmental Sustainability, Housing and Economic Development Strategies into the Comprehensive Plan and community development initiatives

- Vision – F.A.R. to put houses in good relation to each other
- Restrict “cottage” housing and short plat permits. Density issues that can/do negatively impact neighborhoods.
- Do we have a mechanism for allowing people to have their property value reduced if it is land they will never build on – “resource land”?
- Keep Comp Plan as the foundation of this sort of thinking.
- Track and advise neighborhoods of adult family type homes in – or being planned for – neighborhoods. Regulations around these types of homes?
- Create more public spaces – socialization, recreation, and civic activity.
- Adopt new framework values – this could overturn initial values that were result of extensive public process, the same extensive process required to change the values.
- Conduct Vision and Value workshops. If only changes contemplated necessary to be totally transparent so everyone is aware of what is going on.
- New residential identity. Rely on and respect expertise of knowledgeable staff when changing regulations for RB zone.
- Re: “RB” zoning – what standards, input, values, criteria will drive “upping” a zone to “RB”?
- So glad this is on the list – really need to do this so we can move forward together.
- Suggest “RB” land use designation not also be language to describe “RB” zone, will be too confusing.
- I would like to have Shoreline have a vote by the people of Shoreline regarding what kind of density and building heights they want. At this time it seems to be investors verses the public. A referendum or something of that effect.
- Include in Town Center Plan a community inside/outdoors area where citizens of all ages can meet, perhaps have coffee and sandwich from nearby venues and feel safe – a public meeting place, rain or shine. No admission charges or reservations.
- What is the status of the SAT (South Aurora Triangle) rezone?
- Bring forward from 2008-08 workplan – research potential redevelopment of Westminster/Aurora Square.
- Important goal – keep as listed.
- Sounds okay dependent on money to develop.

- Too broad, not a subject(s) for Comp Plan which is land use. Council (elected citizens) should listen to experts!
- NO MEGA HOMES PLEASE
- Maintain existing RB zone which is our economic base.
- Consider including Crista as part of town center.
- Growth will happen. Be fair. Be real. Look to the future and other successful cities.
- Comprehensive means all aspects of life. Key missing word social capital gain or loss.
- Create a structure of belonging. Citizens and neighbors sense that they belong in the city and the City belongs to them.

B: Implement the Economic Development Strategic Plan

- Helping small business get started. Excellent idea. They need accessible, noticeable, and cheap spaces to start up.
- More advertising of SBA plan through CCD. Have only seen one ad in Shoreline Enterprise.
- Definitely develop a comprehensive small business plan!
- Small business over emphasized. Big business important as well.
- Streamline processes for businesses locating in Shoreline. Ombudsman position (?) to help ID/remove roadblocks (i.e. small business moving into vet office by ice rink).
- Is there a reason why 192nd on list and not Aurora Square? Is Park and Ride owned by State or County?
- Conduct functional reviews of City departments.
- On City comprehensive plan – goal 1, bullet 1 is “strengthening residential neighborhoods i.e. less tax burden...” This section needs something to address this.
- Don’t make it so hard for small business to get started or to stay where they are. Welcome small business.
- Sell property at Westminster and Dayton. It’s developed assessed value, would probably be \$750M generating revenue instead of cost.
- Work in partnership to develop a “transit oriented” development plan along 145th Street in the Southeast Area Neighborhood Plan.
- Include shopping/service businesses at park and ride; multi-level structure; possible office space.
- Affordable/low income housing above 192 or 200th Park and Ride.
- Increase the notification area for all businesses and multi-family housing developments. Traffic impacts, loss of habitat and noise affect neighbors well beyond 500 feet.
- Green certification should be through planning department of City.
- How many economists sit on EDAC?
- There was a community meeting on this years ago – talk to Kirk McKinley. Add more parking – replace asphalt with permeable surface. This is headwaters of Echo Lake – consider training/meeting rooms, a post office and controlling traffic.
- More local grocery stores so people can walk to a store in their neighborhood.
- We need places that the “drive-thru” traffic will stop for. Bakeries, restaurants, spas, bookstores – more tax dollars in Shoreline!
- Protect – facilitate - don’t limit and destroy small business opportunity.

- Okay with “A” if budget allows.
- Keep. In the works. Important to our City.

C: Create an “environmentally sustainable community”

- More publicity about sustainable community – what does this mean to development/businesses coming to Shoreline?
- Great to see this on the list
- Incorporate solar and green building practices in new Civic Center/City Hall.
- Don’t overemphasize. Have plans that are cost effective and not overshadow other City functions and plans.
- All of the items. Each is a priority of mine.
- Address the problem of invasive species and an active program to combat problem.
- Storm water manual needs to be updated ASAP – should have priority before any more major development is approved.
- Finish new storm water plan ASAP
- Delete – we have too many goals. Covered under Comp Plan framework goals that states protecting the natural environment and preserve environmental crucial areas.
- Sustainable people value their relationship to neighbor’s sense of worth vs. consumer/materialism as sense of worth.
- Increase bridging social capital. People who are different work to create a community they want.
- Support and educate the public about cultivating healthy soil. We lose good top soil by not nurturing it with leaves, natural compost.
- Make a law that citizens must get permits to cut trees – and then for good cause. Fine citizens for cutting trees??
- Get local nurseries to stop selling invasives!
- Include voluntary inventory of trees on private property – oxygen producers, air cleansers.
- Fix the tree preservation code – no one should be cutting without a permit!
- Provide some City sponsored training and hands on learning about native flora and fauna.
- Be sure that all streams show on the stormwater maps and provide a way to locate them – address/GPS coordinates/etc.
- Research/protect our local water assets – don’t let them be sold!
- Ban the use of pesticides in the City of Shoreline – Ontario, Canada did it!!
- Create an allowable decibel level for noise to regulate sound pollution.
- Provide incentive for people to remove garbage disposal’s from homes and compost instead. How about City provide compost stations?
- Cumulative impact of all development. Must be reported on all development.
- Balance land use to assure mixture of business and residential development.
- Stop paving everything! And stop mega homes!
- Find a way to include the cost avoidance and savings of the assets.
- Good direction for all communities but takes work to produce.

D: Complete the projects approved with the 2006 Parks Bond

- More native plants
- Removal of the fence around South Woods.
- South Woods Park holly problem is severe.
- Question: Will Hamlin Park be kept woodsy (I hope so) but with increased safety on trails? How?
- What are Richmond Beach Saltwater Park improvements?
- Agree.
- Dog park
 - Remove from parks bond projects
 - Fund through pet license
 - Do not select Hamlin Park
- Very important. Keep. High priority.
- Parks Board got started/now must complete.
- Strongly support as top community value.
- Support advisory group and Parks Board recommendations.
- Identify “next round” of improvements.
- Provide more educational signage in parks – example: demonstrate/explain the damage done by dogs to salmon beds.
- Richmond Beach Park hillside needs attention.
- Parks bond – make Hamlin usable for all, less emphasis on baseball at the expense of others.

E: Construct the Civic Center/City Hall Project

- Make as beautiful as possible.
- Have exceptional art work.
- Strive for LEED certifications but with proven designs and within budget.
- No palace, please! Shoreline center seems adequate.
- Construct Civic Center. Don’t strive for LEED – achieve it.
- Not tomorrow!
- Strongly support culmination of 13 years past Councils have saved to leave a legacy for future.
- Must be a goal. Keep on list. High priority.
- Civic center – how will construction impact rush hour traffic?
- Reduce capital expenses – i.e. do part of phone VOIP system later, 500 headsets too much right now.
- Explore partnership with Shoreline Arts Council for art work on site.
- Calls for lease-build agreement. What happened to the reported \$25 million set aside for project?
- Respond to David Crow’s objections (during June 2 Council meeting).
- Install a green roof with plants – like Ballard Library.
- The Civic Center must include solar panels and possibly demonstrations of water catchment and electricity savings.
- Partner with Shoreline Solar. Allow public to own a solar panel (fund raiser) equals a decrease in dollars spent and a decrease in capital expense.

- Consider including a wing as a demonstration “earth ship” (google this) designed with recycled materials totally of the grid – would be an excellent teaching model.
- Make rooms available for non-profits to meet for free.

F: Construct the Aurora Improvements from 165th to 205th Streets

- Hire a mediator now. It’s going to be another opportunity for trench warfare.
- Consider pedestrian overpass/underpass rather than more stop lights.
- Agree. Expedite.
- Keep expenditures equitable. (i.e. in keeping with other priorities for the common good)
- Please just “git ‘er done”. Enough strategies were discovered in the first round of development. Remind us all what we agreed on.
- Construct Aurora Improvements 165-205. Enough delaying/stalling. Time to get this done. Make sure plans/designs are the same as first mile.
- Use pervious materials for sidewalks – in darker colors than on first mile – sidewalks on first mile are glaringly bright – hurt my eyes. Also, position sidewalks as far away from Aurora as possible – consider air quality of pedestrians when constructing sidewalks. Plant large conifers along Aurora to offset CO2.
- Aurora 165-205th – highest #1 goal if you prioritize. Keep on list.
- Complete the vision of the original founders of Shoreline to clean up Aurora.
- First project to finish.
- Less capital expense in tough economic times.
- Limit concrete when constructing stairs, etc. on first mile – the stairs crossing 155th are way to massive for their use – it looks like it was built for a grand parade.
- Assure bio-retention swales and native plants. Also, do a better job of assuring maintenance contract is met.
- Construct paths from a walker’s perspective – make it efficient from point A to point B – walkers take the shortest, most efficient route.
- Don’t develop buildings along Aurora without occupants to keep them vital! We don’t need empty apartments for businesses.
- Work harder to support potential new businesses – if this requires a mediation or changes in ordinances are needed – do it!
- What steps will be taken re: traffic congestion?

G: Develop a Fircrest Master Plan in partnership with the State

- Appoint a citizen group now to serve as an intermediary. Gather all strongly held views through representatives of each faction. Keep all Shoreline informed, not just the activist groups.
- Until the State grants us more authority, I think we should not waste time or money on Fircrest.
- This has disappeared into the DSHS consultants hands. Require monthly updates to the community and City which are posted to the web.
- Forget Fircrest Master Plan until we know what the State is going to do!
- Expansion of health lab could cause imposing north boundary into Fircrest property. Not good.
- Open debate and discussion about the appropriateness of WA State Health Lab in its current location given prospects for expansion.

- Impacts of health lab on the Fircrest Master Plan and daylighting of Thornton Creek tributaries.
- A must. Really give this priority. (If more citizens looked into this they would agree.)
- Concerned about process re: Fircrest master plan.
- Incorporate environmentally sound, housing and human services programs into Fircrest.
- Maintain support for developmentally disabled population, Public Health Lab, for benefit of public. Work with state for potential use of pool plus cultural center and potential housing units.
- Fircrest public land in public trust in perpetuity. Lease to public benefit uses – senior housing.
- Daylight Hamlin Creek.
- Work with S.U.N. to coordinate a best selection plant pallet for any and all landscaping, daylight Hamlin Creek.

H: Develop a “healthy city” strategy to ensure the community’s access to needed human services

- How to be sure kids who normally get food stamps during school year get fed during the summer months.
- Those who “need” human services. Create access to those in need. Like feeding them at Wednesday night’s Papy’s Café at the Prince of Peace Church.
- Open up Briarcrest Elementary Gym for summer evening use for the neighborhood.
- Develop a youth master plan.
- More involvement with community groups (seniors, PTSA, Rotary) to make sure all have input into human services delivery.
- Evaluate our services and our resources. What are the needs? How do we compare to other cities in our level of service?
- Celebrate Shoreline could become “Celebrate our Heritage” invite all ethnic groups to participate – food, music, recipes, language, info, literature, culture, history.
- Include (encourage) diversity element in Celebrate Shoreline parade.
- Current Council is adopting policies which are counter productive to affordable housing. Animosity towards developers is like biting the hand that feeds you.
- Retention of housing that is economically obsolete does a disservice to the poor who have to maintain it or heat it.
- Possibility based community based solutions. Asset based. Community development
- Always a priority of any city.
- Delete. Too many goals – covered under Comp Plan Framework Goals. Promote improvements to Human Services. We are already doing this.
- Provide more places for public scale arts performances. We need a theatre/hall!
- Create a structure of belonging. Neighbors/citizens feel they belong and feel community belongs to them.
- Early intervention instead of criminal detention.
- Youth policy plan with YMCA and schools.
- Focus more resources on youth programs and prevention of poverty/crime. Help non-profits to find other sources of funding besides government.

- How will the Council organize and design cultural diversity event?
- Cultural diversity event is a must.

I: Provide enhanced opportunities for effective citizen communication and engagement

- Could we adopt a strategy for problem solving like my kids classes do? Could we get facilitators to contentious meetings? We argue without moving forward. Find the professionals and hire them to help us calmly hear all sides.
- Expand “Ivy Out” programs for residents – yards are full of invasives.
- Do cost benefit analysis for website upgrade. Is there a need?
- More talk does not equal more communication.
- Town Hall Meetings for Council to come as a group to the neighborhoods to be acquainted with their needs and people.
- Ensure all communications are straight forward and are calculated to be easily understood by “average” citizen.
- Study more effective communication techniques with people. (See dog park survey – about 60% heard about project through “word of mouth” and email).
- Don’t let squeaky wheels (a minority) overwhelm process. How do you measure views of 90% that don’t participate?
- Since the same residents always seem to attend town hall meetings and speak, how about a written survey when determining the importance of projects and setting priorities.
- Strive for “empowerment” in the chart “public participation.”
- Yes, on expanding volunteer opportunities. (A friend volunteers at city hall in Bellevue. I’d like to do something like that if I knew what was available.)
- The City data base could be shared with non-profits and vice versa – “volunteer match?”
- Provide a better way for neighborhood to list their event and links on City web site.
- This should be mandatory of government and done automatically, not as a goal.
- It is difficult to advertise events in Shoreline without bulletin boards. A well informed community is more vibrant – events will be better attended.
- Provide kiosks for citizens to post events, sales, activities, etc. I think it is critical to have brick and mortar type communication structures – not just website – in case of power failure in disasters.
- I support use of banners across new bridge structures on Aurora – would give life to inert concrete structures – effective advertising.
- Provide a public event listing open for all events with a screener to out junk!
- Only way to improve is create neighborhood groups.
- Public meetings involving communities should happen in those neighborhoods.
- Please, please delete. Too many goals – should only have seven or eight max. Also under current framework goals – active community involvement in City planning.
- Wiki community ownership of content, ideas, issues.
- Recognize free speech includes NIMBYS “not in my back yard” and “fear-mongers.” The proper weight should be given to evidence and facts, not fear.
- Less reliance on consultants. More trust in fully representative CAC all segments of community present.
- Provide salaried position for volunteer coordinator.

- Town Hall Meetings. The City does a great job on holding workshops and meetings on issues, and public comment is heard at City Council. Don't have "Town Halls" just for the sake of having another meeting.
- It is presumptuous that because a person is retired they want to "work as a volunteer." The functions of the City should be administered by the City.

J: Provide safe and efficient transportation and infrastructure systems to support land use plans including walking, bicycling, transit and vehicular options

- Seven out of 10 goals require we have an effective transit system – local and regional, current plans do not provide for that – add – "effective measurable outcomes"
 - Increase significantly ridership
 - Decrease significantly vehicle miles traveled
 - Decrease delay
- Work with the other cities to make sure regional transit plans delivering most cost effective transit.
- Expand existing boundaries of the bus stops to encourage bus riders and their comfort and communication.
- Make transportation plan more specific.
- Shore effective ridership numbers for transit.
- Shouldn't sidewalks come before more bike trails?
- Omit "vehicular option" too vague.
- Somehow, get a Sound Transit stop in Shoreline.
- Push Metro and Sound Transit to provide services City has been promised. "Circular" routes using smaller buses within City limits.
- Get a service started to circle around areas to shuttle people.
- This is important. Should it be a specific goal – I am not sure. Covered under City's Comp Plan Framework Goals. "Improve the different transportation systems which provide for Shoreline's present and future population." We need to consider this on every project.
- More Sound Transit dollars for Shoreline.
- Consider making Firlands Way one lane with bio-swales on both sides – it's at the crest with water draining both east and west.
- Stop paying for light rail. It's a waste!
- Use a city-wide bicycle loan system modeled on a viable working example!
- We need bike racks all over Shoreline in order to shop via bike. Make it a requirement that buildings accommodate bike riders with racks.
- Already have excellent bus service need sidewalks.
- Effective not efficient.
- Provide bus routes and more frequent service.
- Create a cross town (east/west) shuttle – small vans or buses.
- Local bus shuttles to transit centers – Microsoft model.
- Obtain circulator buses.
- Consider a City 'circular' bus that runs all day to take people to Shoreline locations to shop and eat.
- Include a plan for circulator bus that connects east to west and to major transit.

- East/west transportation. Perhaps a partnership with the private sector to use mini-buses and vans for regular schedules. The City pays drivers, insurance, gas.

PARKING LOT:

- Workshops should be town hall format for part of it so everyone can hear each other's questions and comments.
- Over-arching
 - provide estimated costs for proposed goals
 - avoid technical terms and jargon (such as over arching)
- Costs and benefits for every goal and funding sources
- Some way to rank goals/projects by urgency
 - What's falling apart structurally?
 - Where are we 'bleeding' cash?
 - Where are we losing people (adults and kids)?
 - What are other cities doing that we should emulate?
- Tell us what you think is important and why. Make us tell you facts along with the emotions and stories.
- Research/initiate farmer's market; possibly at Shoreline Stadium, Shorewood High School track.
- Integrate the City goals with the PTSA goals.
- Bring the compassionate teaching of the Dalai Lama into the City as an important value.
- Develop an ethics legislation such that citizen volunteers and Councilmembers do not have a conflict of interest.
- Make faster/better progress on all goals.
- Oppose excessive public street lights to preserve night sky!
- Limit the "mega home" infestation.
- Pass an ordinance that legislates size of building to lot size ratio (avoid McMansions).
- Consider limiting mega houses in all of Shoreline.
- F.A.R. to limit mega homes.
- Delete H, instead add: Need to develop a youth/family master plan for our City – leaders of our City, school, businesses, and youth need to develop a long range plan to help improve programs and human services specifically for youth and families.



PROPOSED
2008-09 City Council GOALS

June 24, 2008

Community Workshop Citizen Input

A: Develop a shared community vision that integrates the Environmental Sustainability, Housing and Economic Development Strategies into the Comprehensive Plan and community development initiatives

- Affordable housing including size to fit the feel of the community. Adopt F.A.R. – a floor area ratio of 45%. Mega homes are changing the climate of the neighborhoods.
- There are several neighborhoods who are concerned with the density and mega homes. Density is a major concern. Lots are being broken up and all the trees taken down. Is there a percent that needs to be left? Runoff then becomes a problem.
- Do more to inform the public about how Shoreline plans to solve the density problem and where it plans to put it.
- Develop Aurora Corridor Business/Growth/Density Plan.
- Talking with a couple of architects – a quality home can be built with a top height of 25-29 feet. As well – the larger homes take peoples “daylight” which should not be allowed.
- A number of neighborhood groups advocate for housing density to be controlled by the implementation of “Floor Area Ratio” rather than “Footprint” to limit environmental impact and the size of new homes. We would like to see the Shoreline Code limit residential single family homes to 25 feet in height and for floor area ratios (buildings total lot coverage) to 45% of lot square footage. This could help control runoff and other environmental impacts, while also helping to preserve current neighborhoods.
- Complete Town Center Plan – consider Shorewood site as a “town center” with housing, retail – livable, walkable development
- Yes! Involve the community and bring our values forward. It will help keep us a livable city.
- Do more to present to the public, in lay terms, what the growth and development policies of the City are.
- Growth should not mean that the City looks down on one or two person families living in a house with a garden.
- Use comparisons between goals to enhance completion/adherence to all goals.
- Consider an Architect Review Board to work with Council to come up with a workable plan for Shoreline.
- Southeast Neighborhoods Subarea Plan – Please change bullet to correct name.

- Protect neighborhoods by encouraging development along business districts of Aurora and Ballinger Way. Mixed use development – economic growth in CB and RB zones.
- Encourage mixed use buildings.
- Great goal.
- Enlarge Aurora Business Zone to encourage business growth.
- Housing that remains affordable, supported by City, County, State cooperation
- How about an open mike session meeting on 2 or 3 or 4 categories at a time? (1/2 hour to 45 min. per topic, 5 min. per speaker, no dittos)
- Council need to support and abide by Planning Commission as respects to zoning decisions.
- The City of Shoreline now has a reputation as anti business and anti development. Yet the City is short of funds. Council won't listen to the Planning Commission recommendation on zoning. We need more vision.
- What procedure will be used to develop overarching values and goals (e.g. random sample of Shoreline residents)?
- Quantify, protect, "character of neighborhood" purpose clauses for R 4/6 zones w/ floor area ratio of 45%. Max height 28'.

B: Implement the Economic Development Strategic Plan

- Work closely with the Chamber. The Chamber has a lot to offer and the City should tap into that.
- Work with the School District on Economic Strategy Goals. Money for public schools and money for the City comes out of the same pockets. Citizens can only afford so much.
- Continue working on T.O.D. at 192nd (i.e. Redmond with retail, offices, and housing). Perfect spot to tie these elements together.
- Not only define Economic Strategy but actually enact! Moratoriums on business and mixed used development do not raise taxes.
- I think this one sounds like a great idea.
- Develop business and retail centers for easy bus service.
- A city of 53,000 should have 26,000 jobs instead of 14,000 we have today. We need to expand office buildings to bring jobs.
- Increase the atmosphere for bringing in more healthy business.
- Strong economic development to take tax burden off of citizens for necessary expenses.
- We need to allow 12 story buildings on Aurora to encourage development.
- Development of the Westminster Triangle needs to be a high priority. Include it as a bullet under B.
- Maintain a healthy reserve fund for future emergencies and economic downturns.
- Community business #478 Code Amendments – please approve this. The city is lacking #478 money, increased businesses and up zoning add needed revenue.
- Must improve intra and inter municipal fast, flexible, fuel efficient public transit system – perhaps develop a van-pool system available on City's website.
- Integrate small business assistance with Green Business certification program.
- Strongly support a Green Business certification program akin to Kirkland's program.
- Council needs to seek way to support more biz at Sears/Market complex.

- Council needs to support growth in biz, development ex. Why was Fred Meyer's growth/expansion store plans at 185th turned down?

C: Create an “environmentally sustainable community”

- Really need the low impact development standards, need to reduce runoff to reduce flooding.
- Develop and expand street tree retention and replacement program.
- As a part of building and maintaining an environmentally sustainable community, please consider limiting the sizes of new homes to smaller footprints and of keeping a higher percentage of existing large trees – these will help reduce runoff and control drainage to Puget Sound.
- Would the massive tree removal that builders do when they split lots fall under the tree retention program? This removal is changing the neighborhoods and runoff.
- Save our trees
- Encourage sustainability by including solar energy at City Hall and trail lighting and in places of interest.
- Develop solar powered water falls at key places along the trail and Aurora.
- Being an environmentally sustainable community should be an overarching concept that is always included in all decisions being made – not a single goal.
- Adopt a strict tree retention ordinance.
- Change definition of significant trees so that Madronas are no longer treated the same as alders.
- Keep and plant more trees between Aurora and neighborhoods
- Need to save tall trees as they are the ones that attract song birds.
- A special category must be designated to save our native Madrona trees.
- Consider incentive structure to encourage maximum tree retention, e.g. express permitting service.
- Retain and enhance environmental stability in Fircrest Master Plan through trees saved, trails built, creek daylighted.
- Allow 80% impervious surface w/ designated retention. Release stormwater system in R 4/6 zones. Stormwater design per drainage system not just property being developed. “What will happen downstream?”
- How much permeable surfaces on public roads will be implemented (as a means of stormwater control and environmental enhancement)?
- Green Team structure is fundamental. Without that, the City's environmental initiatives will fall by the wayside.

D: Complete the projects approved with the 2006 Parks Bond

- Add a Mountain Bike Park and a “graffiti” wall (like Woodinville) so they stop hitting local buildings and fences.
- Develop report of completed Bond Projects for community. List improvements, expenditures, grants – need for accountability for future bonds.
- If possible have a second bridge at Saltwater Park.
- Develop the beach more at Saltwater Park.
- Should be a high priority!
- The projects in the 2006 Parks Bond need to keep pace with the citizens.

- Include solar lighting at parks (batter charged).
- We need more playgrounds in the parks.
- Parks – kudos for support for off-leash parks. Propose we have at least 3, 1 at Richmond Beach Park.
- More than 1 dog park – maybe 1 per 2/3 continuous neighborhoods. (Ex: At Hamlin for North City, Ridgecrest and Briarcrest.)
- Signage for all parks. Ex: small (non-monumental) signage for entrance to Seaview and other parks. (Not something like Ronald Bog's monument.)

E: Construct the Civic Center/City Hall Project

- Do not just “strive” for LEED certification, if City Council wants environmental sustainability LEED certification is a must!
- Find way to reduce expense. Isn't there any way to add retail/office (so the City can help pay for building)?
- Include tiered landscape that could be an outdoor theater in the back.
- Emphasize City Hall as a solar energy and water silo – pool/fountain system; a citizen gathering place.
- Completion of the City Hall will be a real asset to the City with an attractive city center.
- Please provide free meeting rooms for the community.
- Green building design that encourages and fosters energy efficiency and water recycling programs.

F: Construct the Aurora Improvements from 165th to 205th Streets

- Find way to use “Red Brick Road” as road and vital piece of history as Aurora is improved.
- Try to complete 165th – 205th as one project (maybe Westside first, then eastside to keep better traffic flow).
- Assure consistency in look from 145th to 205th.
- Most important goal to complete.
- Get the rest of Aurora underway.
- The Aurora improvements need to continue for the second and third miles in the same design as the final mile.
- Finish Aurora. Should be the highest priority.
- Should be listed as our #1 priority!
- Aurora - make project look consistent with phase 1. What is being done to KEEP the businesses instead of displacing?
- Complete the project similar to the 1st part.
- Construct Aurora improvements from 165-205th. Make sure it is as beautiful and functional as the part from 145 – 165th.
- No massive monumental overpasses between 165th and 205th. Sufficient number of crosswalks E/W & N/S.

G: Develop a Fircrest Master Plan in partnership with the State

- Consider impacts of increased density on local streets and utilities infrastructure.

- City needs an agreement with the state on any redevelopment. Need input from the community (ideal: mixed use, livable and walkable).
- If we are low on business income, perhaps Fircrest should be a mini business area – with good business service.
- This should be a comprehensive plan - parks, condos/housing, and small merchants and utilize the pool.
- I don't think it is a good idea. The City should be in partnership with Fircrest.
- The City should continue to develop opportunities to work with the state on the Fircrest property to be able to provide input in any potential decisions.
- Until the state decides what they are going to do, don't waste money with work on Fircrest.
- I don't think it's a good idea for the City to partner with Fircrest.
- Opportunity for a medical business park – economic development – jobs for community.
- Encourage the public health lab to stay and grow – it is good employment.
- Encourage the development of the lab.
- Encourage the development of medical facilities there.
- Public health lab is an asset to the City and can provide additional jobs.
- Place all public health services and community services at Fircrest.
- Six significant trees can be cut in a three year period. Then after three years another six can be cut and so on until they are gone.
- Fircrest hybrid plan needs community input to delete plan for non excess acreage in hybrid.
- Master plan revisions need to be finalized.
- Listen to citizens who are directly impacted by Fircrest.
- Public Health Lab plans bear watching. City should closely scrutinize DOH and ask hard questions re: bioterror response.
- Save the natural part of Fircrest.

H: Develop a “healthy city” strategy to ensure the community’s access to needed human services

- Affordable housing priority.
- Affordable housing – not substandard housing.
- Sponsor an age diversity event. Celebrate all people of any age regardless of cultural diversity.
- Report to citizens on youth policy plan. What is it?
- Affordable housing units. Continue to manage affordable housing to corridors with transit systems in place – there are great environmental advantages to promoting both economically viable homes and environmentally sound transport that is affordable!
- Support and maybe improve the Senior Center for our growing numbers of seniors.
- Develop a youth master plan.
- It will be important to continue working closely with local human services organizations to continue to have quality human services provided in Shoreline.
- I think we need more police.

- Shoreline gave \$88,000 to the new YMCA while other cities gave a million dollars in service commitment. The city needs to financially support the Y which will enhance human services and support for families. 50% of families need aid at the Y.
- The new YMCA is the finest project our city has seen – why isn't the City giving more support?
- Use a portion of Fircrest property for Public Health Facility.
- Work towards affordable housing – critical need in view of foreclosure crisis.
- Like the idea of a cultural event. Possibly a cultural center at Fircrest.

I: Provide enhanced opportunities for effective citizen communication and engagement

- Focus on town halls.
- Don't rely on internet exclusively, but continue to expand website capacity.
- Effective town hall meetings create a stronger community. It's great to have a voice in our city.
- Have a section of the City's website that is kid-friendly with info and games to start the children early in participation.
- Develop "Adopt a Park" program.
- Town hall meetings – alternate between east and west sides of town.
- More town hall meetings.
- Develop volunteer programs in a more formal manner – i.e. "Adopt a Road." Do we actually have this? Volunteer opportunities needs to include education component.
- Hold more meetings in schools – places that most residents are familiar with.
- Expand programs – also need to include: Police and Parks volunteers.
- If the City is doing something or proposing something for just one neighborhood, please post an outside sign in a strategic spot in that neighborhood.
- Not everyone has a computer – please continue communication in the local newspapers.
- Encourage public forum communication between staff and public and City Council. Don't rely on internet.
- Work with the Chamber on a community bulletin board – how it would look, function.
- I don't know that communication needs to be a goal. Communication should be a standard operating procedure.
- To include: (added bullet) Ongoing support for citizen emergency readiness, "mapping your neighborhood" a program for citizen emergency readiness.

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- Love green street idea! However, do not make roads to “meandering” due to need for emergency vehicles to have easy access.
- Transportation will remain as a high priority for many years. The City needs to stay aware of options to improve and enhance transportation.
- A multi-level parking garage (or surface parking) – transit center in cooperation with TOP Foods Corporation possible use of transit center parking to accommodate overflow for City Hall event parking.
- Begin plan for a public transit center located in the area of the 155th and Aurora Avenue N intersection at the north end of the 155th Street walking bridge. Possible future multi-level parking garage south of Sears store.
- Find ways to connect all the trails for bikers and walkers.
- A coordinated van system for seniors and others to get to colleges and across town.
- Ride herd on Sound Transit to provide city with an equitable share of transit services.
- We can have more transit if we have more density along Aurora.
- Public transit enhancements needed badly.
- How can Shoreline get a stop, ex. at Richmond Beach, for the train?
- Remove bike lane between Aurora and 1st Ave on 185th. We need free right turn at 1st to keep traffic flow and reduce traffic by school at 175th.
- Just say no to speed bumps – explain why 25 or 30 mph street should have 15 mph speed bumps – very bad for emergency services.

PARKING LOT:

- Goals – to what extent are reasonable economic considerations going to grade achievement – pursuit of each goal and subgoal, in light of current and expected severe economic downturn?
- Goal? Retain a strong reserve fund.
- King County should give some of our money back so we can support human services.
- Who/how – establish priorities for each subgoal. What/how will criteria of each subgoal be established and determined?
- Demand more from Sound Transit for our yearly \$3-4 million (over \$36million so far?).
- PC in neighborhoods. PC televised. CC meetings at schools. More retail to increase sales tax.
- Keep goals B, D, E, F, G, and J. These are measurable goals! All the other goals are, for the most part, included in the Comprehensive Plan Framework goals. Also maybe keep A. The other goals C, H, and I are always part of the process in the discussion of any of our goals. Could and should be deleted. We have too many goals. We should limit the number of goals to seven or 8.



Attachment C

PROPOSED **2008-09 City Council GOALS**

Community Workshop Participant Lists

June 11, 2008	June 24, 2008
1. Virginia Miller 2. Ed Reed 3. Paula Anderson 4. Les Nelson 5. Adeline Nelson 6. Donna Olsen 7. Bob Phelps 8. Dale Wright 9. Kathie Keil Crozier 10. William J. 11. Bettelinn K. Brown 12. L. Stein 13. Shari Tracey 14. Joe Krans 15. LaNita Wacker 16. John Behrens 17. Maggie Fimia 18. Ann Schulz 19. Gretchen Atkinson 20. Bill Bear 21. Rich Gustafson 22. Boni Biery 23. Wendy DiPeso 24. Krista Tenney 25. Brad Tenney 26. Erin Tenney	1. Bob Barta 2. Rick Stephens 3. Diana Stephens 4. Laethan Wene 5. Judy Parsons 6. Tom Poitras 7. Liz Poitras 8. Charlotte Haines 9. Jeff Johnson 10. Gretchen Atkinson 11. Patricia Hale 12. Frank Brown 13. Yvonne Benedict 14. Robert L. Ransom 15. Gini Paulsen 16. Ginger Franey 17. Anita Smith 18. Pearl Noreen 19. Brenda Marler 20. Dot Brenchley

**Please note, not all participants may have signed in.*



Attachment D

PROPOSED **2008-09 City Council GOALS** **Citizen Comments from the City's Website**

Email Comments

-----Original Message-----

From: joanie6@juno.com [mailto:joanie6@juno.com]

Sent: Tuesday, June 10, 2008 7:18 PM

To: Keith McGlashan; Robert Olander; Janet Way; Doris McConnell; Ronald Hansen; Chris Eggen; Terry Scott; Cindy Ryu

Subject: city goals

Hi,

What I would like to see, that before you make anymore goals you step back and see how the changes you have made have affected the city and the taxpayers of this city. Before you go changing all the zoning laws, lets look at what you have already done and see how and if that works. Docs take a vow to do no harm.

Maybe the council should do the same. Just because you are elected to office, doesn't mean that you have to change anything, just make sure the city runs smoothly.

All of the plants along Aurora and Dayton and around Shorewood now have to be pruned watered and weeded. In the fall the leaves have to be raked and gathered. If we can't pay for pothole repair, how are we going to pay street gardeners...or should we make the red lights longer and thus the citizens can pull weeds while they are waiting for the green light.

Please stay out of bed with the developers. They make a buck and leave. You want to leave a legacy....but what will it look like.

I cannot make it to the meeting and shouldn't have to. This should suffice as my participation. Thanks for your service, please don't do too much.

Joanie

-----Original Message-----

From: Barbara Guthrie [mailto:Barbara.Guthrie@nwhsea.org]

Sent: Tuesday, June 24, 2008 12:52 PM

To: Chris Eggen; Ronald Hansen; Keith McGlashan; Doris McConnell; Cindy Ryu; Terry Scott; Janet Way

Cc: Steve Cohn; Rachael Markle; Steve Szafran; Joe Tovar
Subject: proposed City Council Goal F and tree canopy retention

Dear City Council Member:

I was happy to note that updating Shoreline's tree retention policies and regulations is part of proposed City Council Goal F, Creating an "environmentally sustainable community".

It is important that we not only maintain but also *increase* our tree canopy, not only to honor the esthetic that our residents know and love, but in order to carry out our responsibility to prevent global warming and to maintain a healthy environment. Stands of mature trees are the lungs of our ecosystem; they provide important benefits to our drainage systems and creeks.

- We need to develop stronger ordinances regarding trees, especially in areas undergoing development. We need to find a way to develop affordable, denser housing units while protecting and enhancing our tree canopy. In commercial zones, we need to develop green ordinances that would mandate a percentage of landscaping including area covered by tree canopy.
- We need to develop a Shoreline Tree Canopy Goal, including the steps that need to be implemented to achieve this goal. It is critical that we know where we stand today in terms of our tree canopy coverage. We need to strive to achieve no net-loss of our tree canopy. It makes much more sense to make every reasonable effort to prevent the loss of existing trees than to wait the decades it will take for replanted trees to reach maturity.
- A stronger tree ordinance should include the importance of not only individual significant trees, but also the ecological value of groves or groups of trees.

Thank you for your hard work in developing the City Council 2008-2009 goals. I look forward to seeing them bear fruit.

Regards,

Barbara Guthrie
18531 Ashworth Ave N.
Shoreline. WA 98133

-----Original Message-----

From: Gini Paulsen [mailto:gini_paulsen@yahoo.com]

Sent: Thursday, June 26, 2008 9:14 AM

To: City Council

Cc: Robert Olander

Subject: City of Shoreline's Goals

To: Mayor Ryu, and Council Members Scott (Deputy Mayor), Eggen, Hansen, McConnell
McGlashan and Way. And City Manager Olander

Re: Goals for the City of Shoreline

The first goal of the City of Shoreline is to balance its budget, so that expenditures equal revenues. This is especially necessary given the disastrous state of this nation's economy, in which the huge Federal Debt, approaching \$10 TRILLION, coupled with a severe housing crisis, and unemployment and cost of living expenses much higher than officially reported.

Thus, not only are revenues down, but due to this Federal Debt and the weakening of the American dollar against all of the other major currencies of developed nations, inflation is occurring as the US dollar buys less and less. It is this inflation that is contributing to high prices of oil per barrel and gas at the pump, an effect which ripples through the economy. Today's (6/26/08) PI Business report estimates that the economic situation of this nation will be much worse by the end of this year. Further the effects of the stimulus give-away will long since have had any positive impact, given that the last of these checks will be arriving in mid July (2008).

Thus, this city, like all other municipalities, as well as businesses, and individuals, will find revenues decreasing and expenditures increasing. Balancing the budget will require major cuts in expenditures. This may mean laying off personnel, or reducing hours, limiting increases in income.

The aim is not to impose any additional burdens on businesses and residents who are already struggling to balance their own personal budgets.

This severe economic problem - declining revenues and increased costs of expenditures - means that the city's goals will not be easily met. Some will not be met at all, and many will have to be postponed. It will be a demonstration of a lack of courage and intelligence to think, pretend, or act otherwise.

As you make decisions on how to balance the City's budget for the remainder of this year, and on into the coming years, realism must prevail. The American Dream of having, getting, doing it all, without regard for costs or consequences cannot be sustained. One must not only get the best value for ever limited tax payer dollars, but also forgo visions that may have appealed at an earlier time when revenues were increasing. From now on out, they will decrease.

Please refer to the graph which I gave you from the MIT/Club of Rome projections *Beyond the Limits* (1994) since what happens in the world at large is happening to the City of Shoreline.

Virginia M. Paulsen, Ph.D.
16238 12th Ave NE
Shoreline, WA 98155

Online Website Survey Comments:

Q: Please provide your comments and/or thoughts on the Proposed 2008-09 Council Goals:

- All the goals are important, will offer challenges, and if completed, will make Shoreline a healthier, safer, and better place to live. Good work!
- I like A and H the best.
- Under item H, include emergency readiness item, "Mapping Your Neighborhood" for emergency readiness. When citizens note that the City Council includes this item in their

goals I believe it will add compelling importance for citizens to be ready to be their own "First Responders" in the event of a disaster. A disaster is when the public agency first responders will not be there to help you. I estimate that there would be only about 50 City employees ready to respond in a disaster. With 50,000 citizens there would only be one first responder available for 1,000 citizens. I believe it would be prudent to have citizens to also be prepared in basic first response to take the burden off the professional first responder crews. When the citizens of Shoreline see that their City Council deems it important to be ready for disasters, there will be more motivation to become involved/engaged in being ready with knowledge, skills, and preparation for response, relief, and recovery.

Q: Should the Council consider a different, new goal? What should it be?

- Smaller government. The city should encourage citizens to volunteer and to connect with one another to solve problems rather than relying on the city.
- Under item "H" include bullet point: *Ongoing support for engaging citizens of Shoreline in the Emergency Readiness program entitled "Mapping Your Neighborhood."

Q: Which best describes your goal(s)?

- Capital Projects/Infrastructure, Neighborhoods, Other
- Environmental & Planning, Neighborhoods, Traffic
- Public safety.

Q: Your neighborhood

- Echo Lake
- Meridian Park
- Highland Terrace