



AURORA CORRIDOR

July 2006 Volume 11

"Shop Aurora" new message for Shoreline

"Shop Aurora" is the message the City of Shoreline will be encouraging residents to remember in the coming months.

The City Council recently gave the go-ahead for staff to work on promotion efforts with businesses affected by construction of the Aurora Corridor Project. Many of the ideas in the plan come from the businesses themselves.

The goal is to encourage the community to support local businesses during construction and to let people know about the wide variety of services, products and restaurants available in Shoreline. The City has also encouraged employees to support local businesses impacted by construction and many staff members make a point to shop locally.

City Councilmembers and staff have been visiting Aurora businesses during weekly "walkabouts" to listen to owners about issues surrounding construction. Some of the ways business concerns have been addressed include placing blue "business open" signs in different locations for better visibility and ease of ac-

cess, making adjustments to how construction is staged, providing more project information or adding email addresses to the list that receives weekly construction updates (which can also be done at www.cityofshoreline.com).

"It's been very helpful to hear from the business owners first-hand about what their concerns are and how construction is impacting business," said Shoreline Mayor Bob Ransom. "We know the construction is impacting their businesses and

we want to help make it easier on them. One of the best ways we can do this is by encouraging residents to continue to shop, eat and use the services available right here on Aurora."

During the walkabouts, businesses have been asked about what type of marketing they would like to see and those suggestions are reflected in the plan.

"Like many restaurants along the construction zone, we have been hurting for business,"
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Crews set the two girders for the Aurora Interurban Trail Bridge the evening of May 19. Shoreline residents and business owners gathered to watch the historic event in the parking lot of Aurora Square Shopping Center. The girders for the N. 155th Street bridge will be set sometime this summer.

Aurora Corridor passes half way mark

The Aurora Corridor and Interurban Trail Bridges Projects have passed the half way mark. With only six months to go before construction is complete, major changes will begin to be visible this summer.

Below is a summary of what has been completed and an outline of the timing of upcoming work. For more detailed weekly updates, visit www.shorelineaurora.com. On the Web site, you can also sign up to have the weekly updates emailed to you.

Completed work



Storm water quality treatment system including filtering chambers



Curb/gutter on west side of Aurora between N. 145th to 165th Streets and shifting traffic to the west side of Aurora



Utility vaults and conduits installed on west side of Aurora



Storm water system on west side of Aurora



Aurora bridge girders set

First layer of paving on west side of Aurora from N. 155th to 165th Streets



Want to learn more?

City staff is available for presentations about the Aurora Corridor and/or the Interurban Trail Bridge Projects. For more information about the projects or to schedule a presentation, contact Shoreline Aurora Corridor and Interurban Trail Project Manager Kirk McKinley at (206) 546-3901.



Upcoming construction:

With most of the underground work complete, next steps in construction promise major visual changes

Summer

- Construct a retaining wall on the corner of Aurora and N. 152nd Street to raise the grade of the adjacent property by four feet to accommodate utility vaults. This will require the closure of N. 152nd Street during construction hours, 7:00 a.m. to 4:00 p.m., in July and August. N. 152nd Street will be closed 24 hours a day, seven days a week for a two week period sometime during the summer.
- Pour concrete for curb/gutter on east side of Aurora
- Construct retaining walls at various locations
- Continue Aurora bridge work
- Pour concrete for sidewalks on the east side of Aurora
- Install girders for the Interurban Trail N. 155th Street bridge
- Pour the concrete for the N. 155th Street bridge deck
- Place first layer of paving on the east side of Aurora from N. 145th to 155th Streets
- Pour concrete for driveway approaches on the east side of Aurora
- Install bus shelters
- Pour concrete for the stairs for both bridges
- Construct superstructure (frame/glass) for both bridges
- Install irrigation
- Install ramps, glass panels and lighting on both bridges
- Remove utility poles
- Begin building medians
- Install final layer of paving
- Paint pavement markings

Fall

- Install street lights and traffic signals
- Shift traffic to final location
- Finalize traffic signal work
- Complete utility connections to businesses

Winter

- Landscape (continues into February)
- Final project inspection and follow-up work
- Roadway and bridges complete

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especially during the lunch hours," said Rick Lewis, manager of the Pepperhill Plaza Quizno's at 14725 Aurora. "I'd like everyone to remember we are here and urge them to visit the other vital Shoreline businesses in the Plaza."

Pamela Suryan, manager of AA Computer Repairs and Networks at 16053 Aurora said, "We have a great group of Shoreline businesses that relocated to our shopping center from the Interurban Trail project and want everyone to know they are here so they will come visit them in their new location."

Some of the promotions the City will be doing immediately include newspaper ads, ads in a direct mail shopper and an ad in the Little League program. The Shoreline Chamber of Commerce and Forward Shoreline are also participating in the promotional efforts. For example, the Chamber is buying an adjoining ad in the direct mail shopper and Forward Shoreline is organizing editorial letters.

The promotions will begin soon and are planned to run past the end of construction to encourage shoppers to visit the area and support our local businesses.



AURORA CORRIDOR

Give us a call

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Visit Our Web Site

www.shorelineaurora.com

Receive Email Updates

Visit the Web site above to sign up to
receive project updates via email.

Alternate Formats

If you need this newsletter in an
accessible format, please call
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Susan Will at (206) 546-8323.

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