

# **Pro Shoreline Meeting City of Shoreline Update**

October 6, 2015

Presented by Debbie Tarry, City Manager

# Shoreline Today

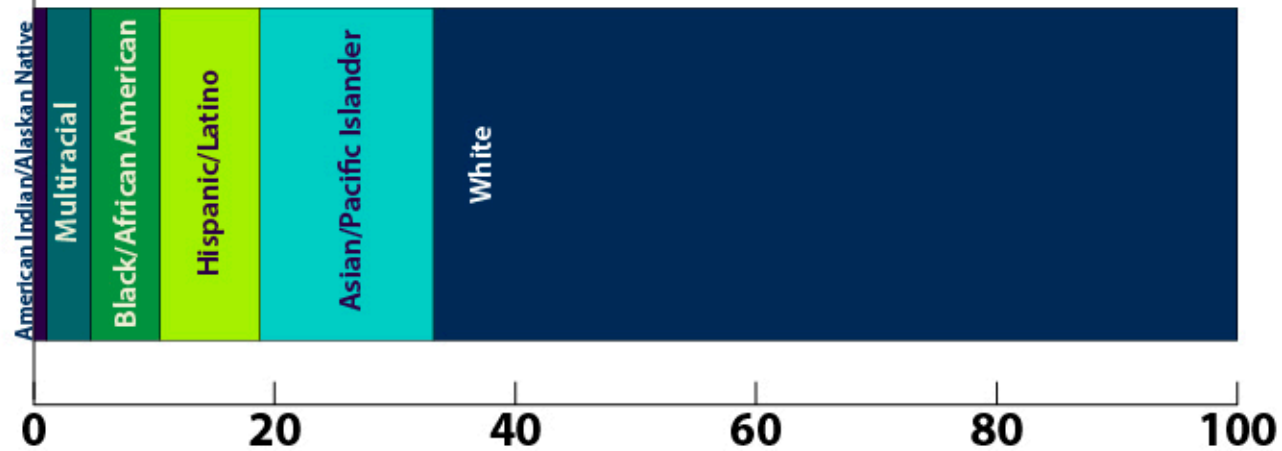


# SHORELINE DEMOGRAPHICS

**2000**



**2013**



# DEMOGRAPHICS 2013

**SEATTLE**



**SHORELINE**



0 20 40 60 80 100

# DEMOGRAPHICS 2013

**SHORELINE  
SCHOOL  
DISTRICT**

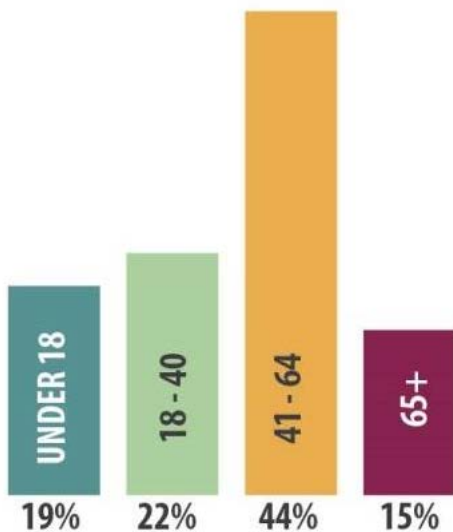


**SHORELINE  
FULL  
POPULATION**

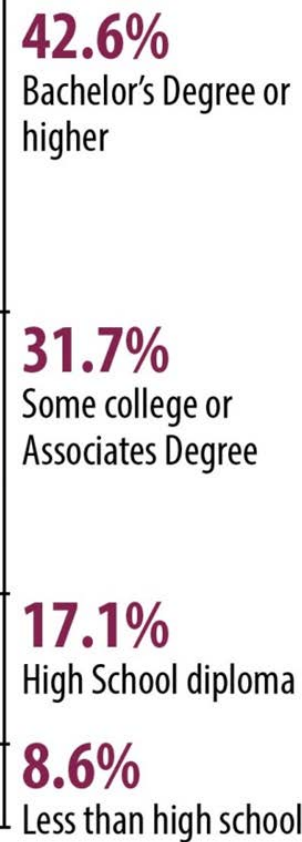
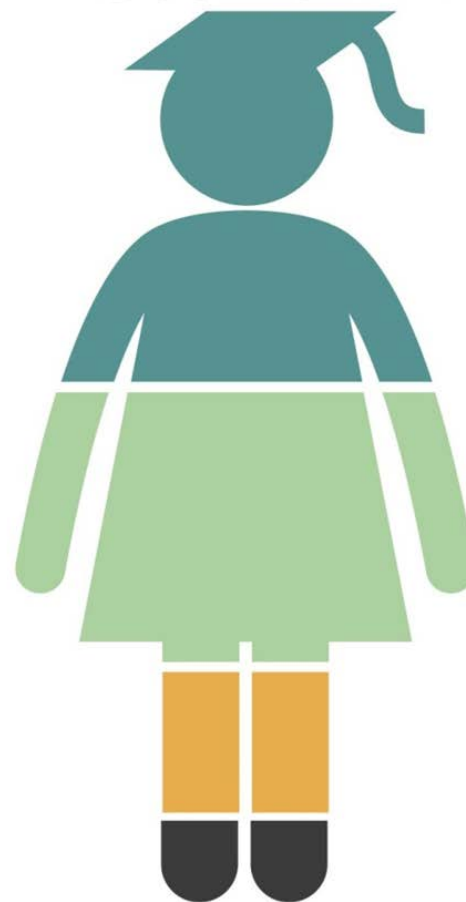


0 20 40 60 80 100

## AGE



## EDUCATIONAL ATTAINMENT

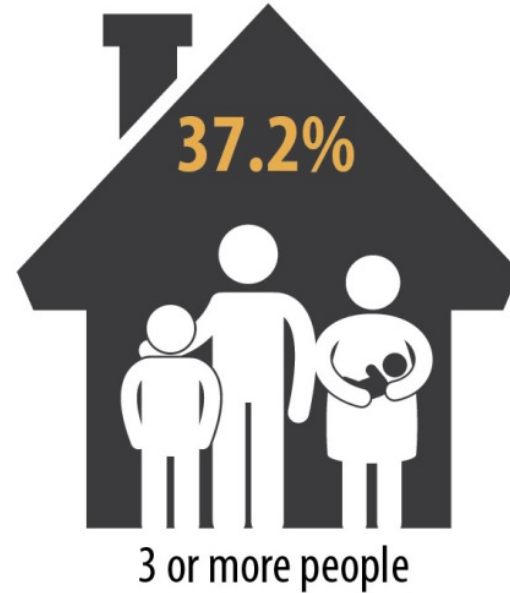
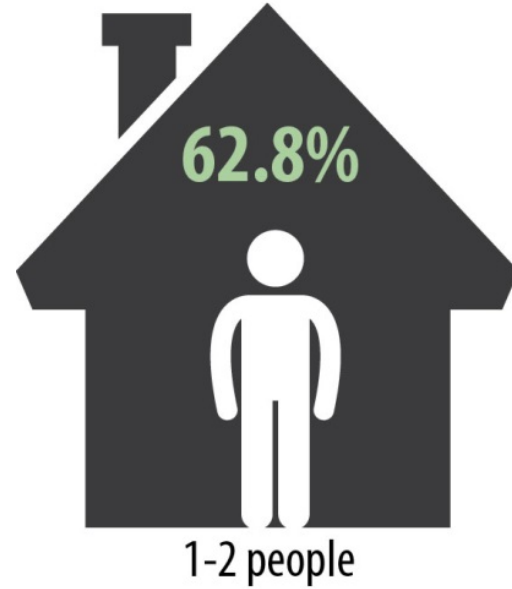


## HOUSEHOLD MAKEUP



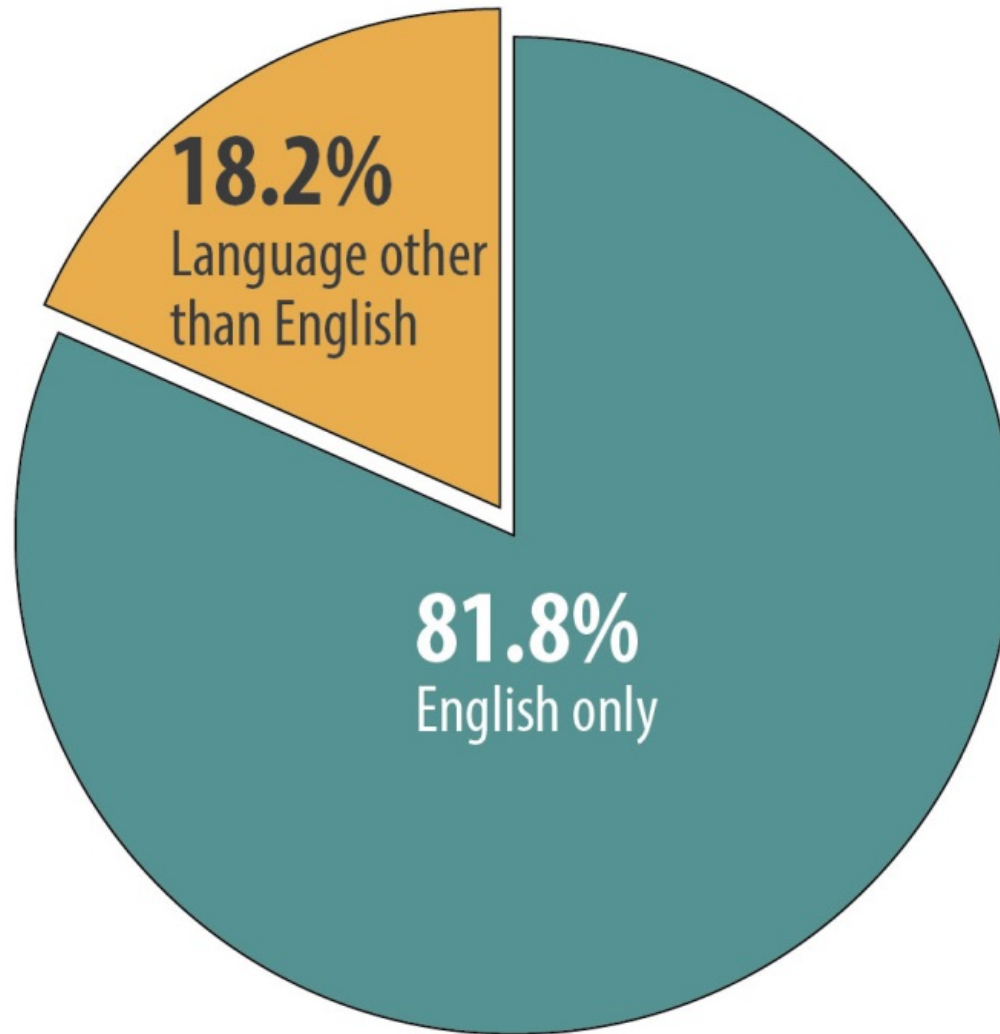
Renters occupy 35% of all housing units in the City.

## HOUSEHOLD SIZE



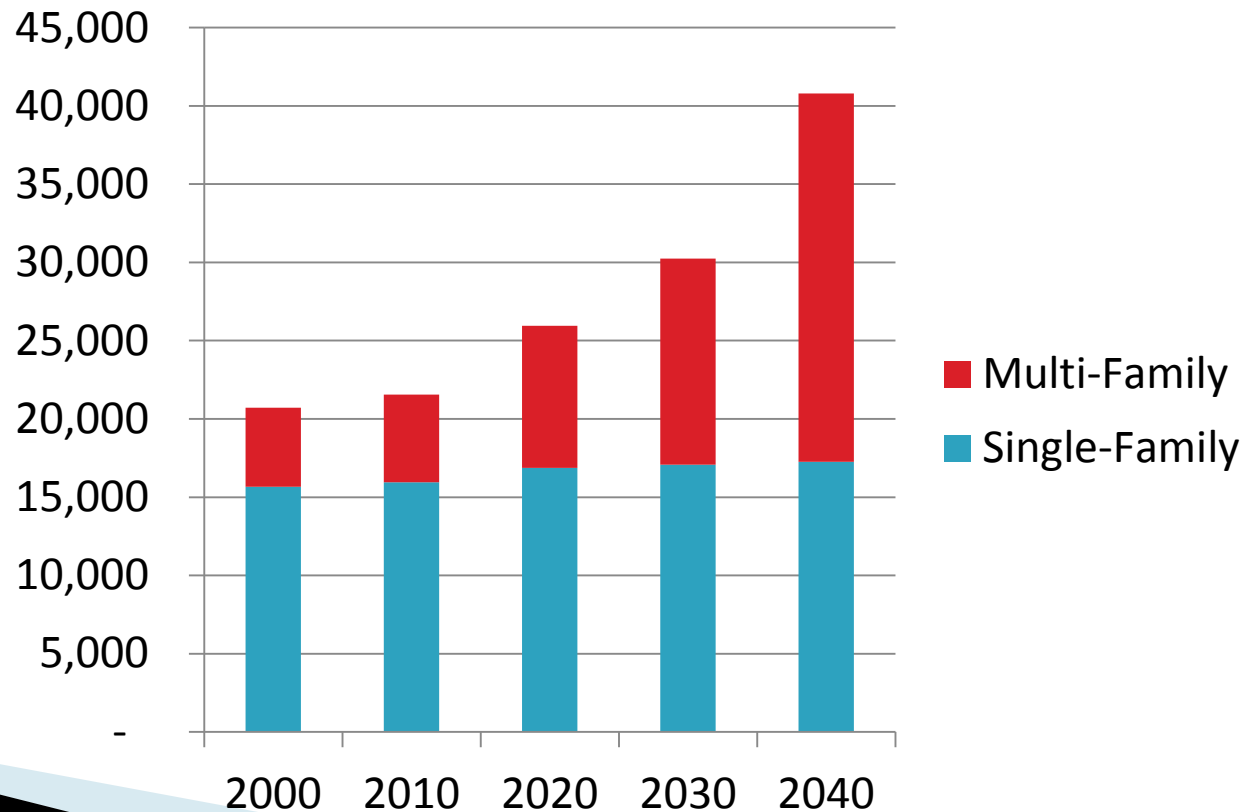


# LANGUAGE SPOKEN AT HOME



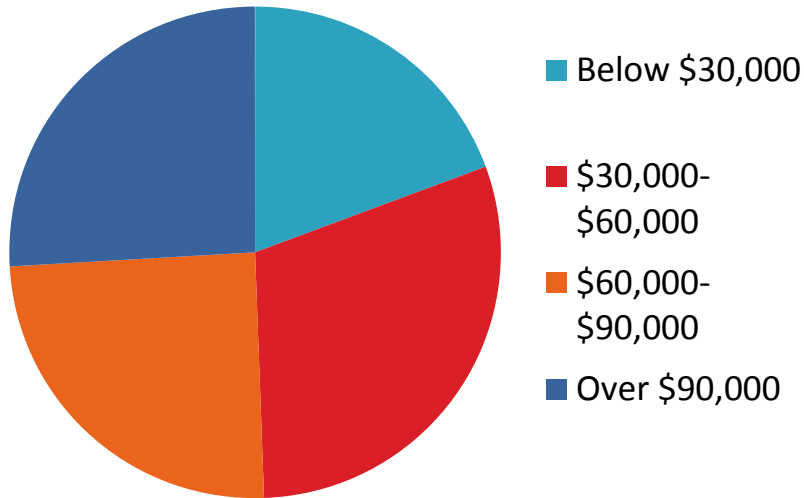
# Projected Household Growth

- ▶ Puget Sound Regional Council –
  - 2005: 20 Year Growth
    - 5,000 new households, 5,000 new jobs
  - 2014: Higher Growth Projections for 2020 - 2040

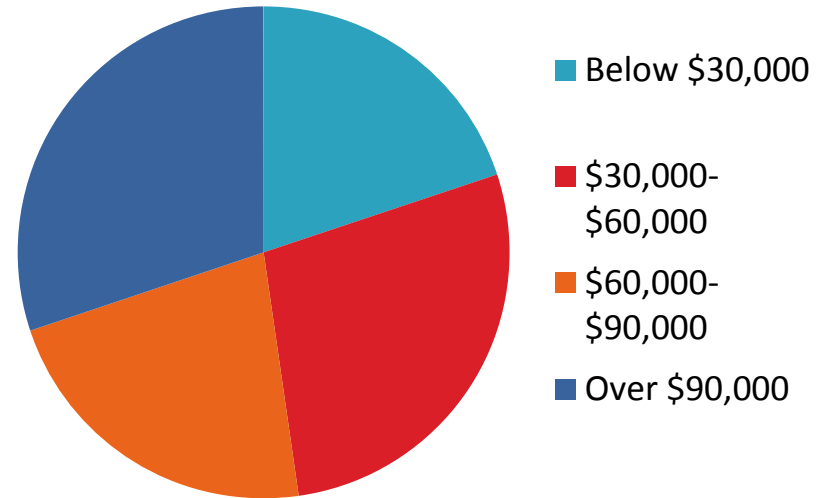


# Household Income

## 2000 HH Income



## 2040 HH Income



Income in constant 2006 dollars

# Light Rail and Station Areas

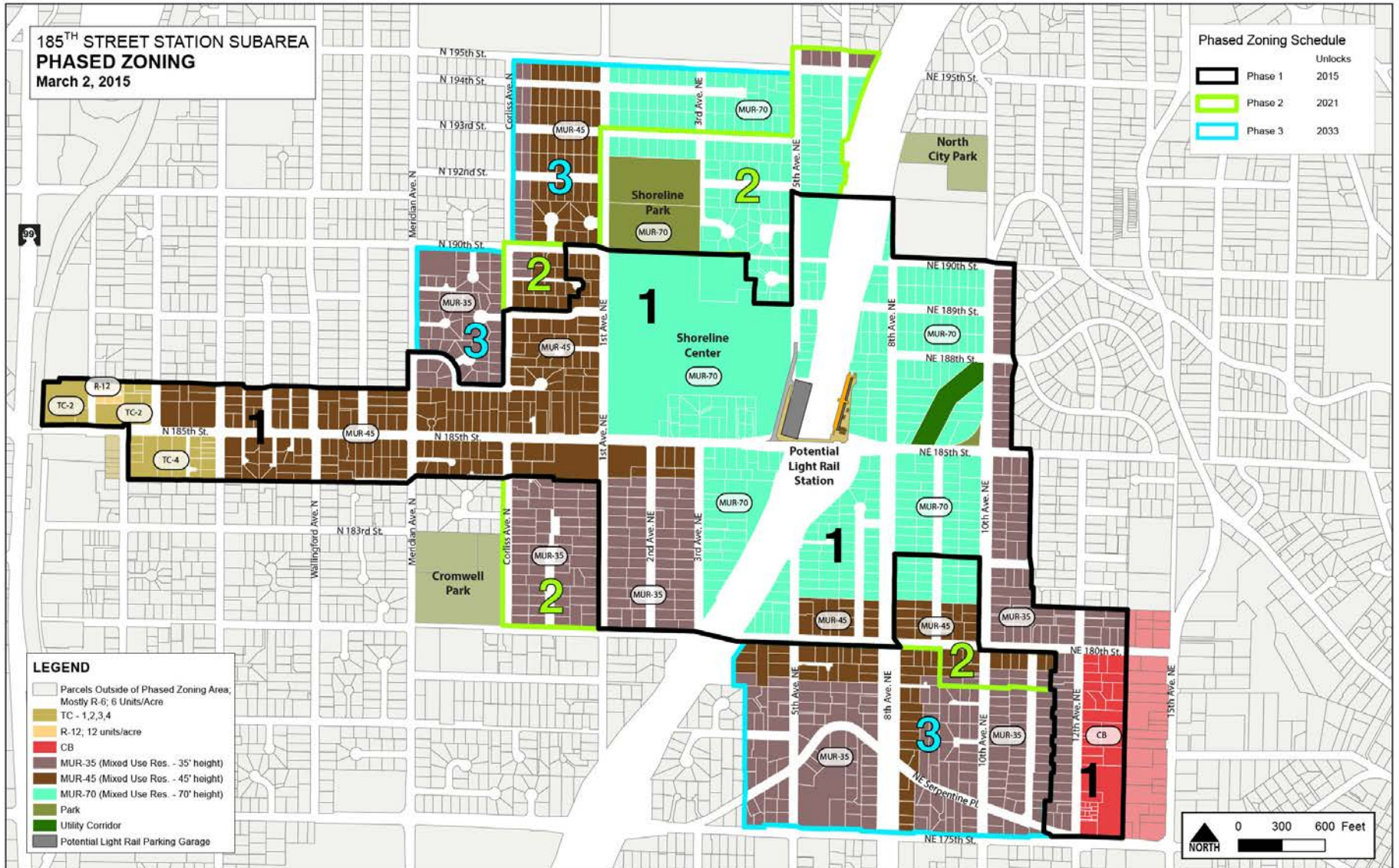
## ▶ Two Stations – Open in 2023

- Extends light rail from Northgate to Lynnwood
- 145<sup>th</sup> & 185<sup>th</sup> @ I-5
- 500 stall parking garage at each station
- Construction starts 2018
- Average weekday boardings by 2035
  - 185<sup>th</sup> – 6,600
  - 145<sup>th</sup> – 6,000

## ▶ Transit-Oriented Development in Station Areas

- Will increase housing options (town homes, row houses, condos, and apartments), create higher density, and, in core areas, have taller buildings
- Allows for more restaurants, retail spaces, neighborhood serving businesses, and offices

# 185<sup>th</sup> Street Station Subarea



# Zoning 2015

Zoning Shows amendments through March 16, 2015.

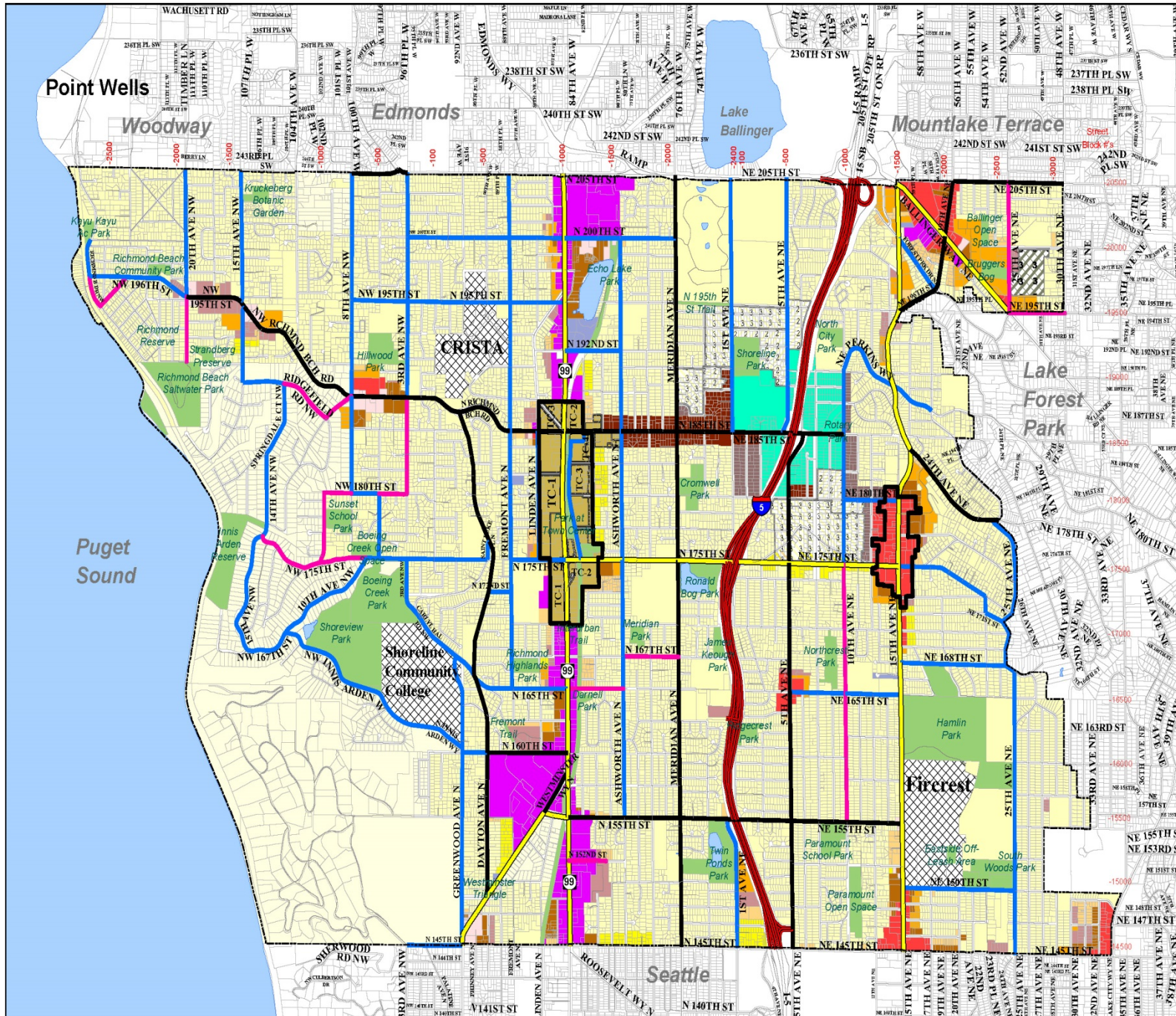
- Planned Action District
- TC-1 to TC-4; Town Center
- MUR-70; Mixed Use Residential (70' height)
- MUR-45; Mixed Use Residential (45' height)
- MRU-35; Mixed Use Residential (35' height)
- MB; Mixed Business
- CB; Community Business
- NB; Neighborhood Business
- PA 3; Planned Area 3
- C; Campus
- CZ; Contract Zone
- R-48; Residential, 48 units/acre
- R-24; Residential, 24 units/acre
- R-18; Residential, 18 units/acre
- R-12; Residential, 12 units/acre
- R-8; Residential, 8 units/acre
- R-6; Residential, 6 units/acre
- R-4; Residential, 4 units/acre

- ### Zoning Phase
- 2, Unlock 2021
  - 3, Unlock 2033

- ### Other Map Features
- Outside Shoreline
  - Interstate
  - Principal Arterial
  - Minor Arterial
  - Collector Arterial
  - Neighborhood Collector
  - Local Street
  - Open Water
  - Unincorporated Right of Way
  - Park
  - City Boundary

0 495 990 1,980 2,970 3,960 Feet

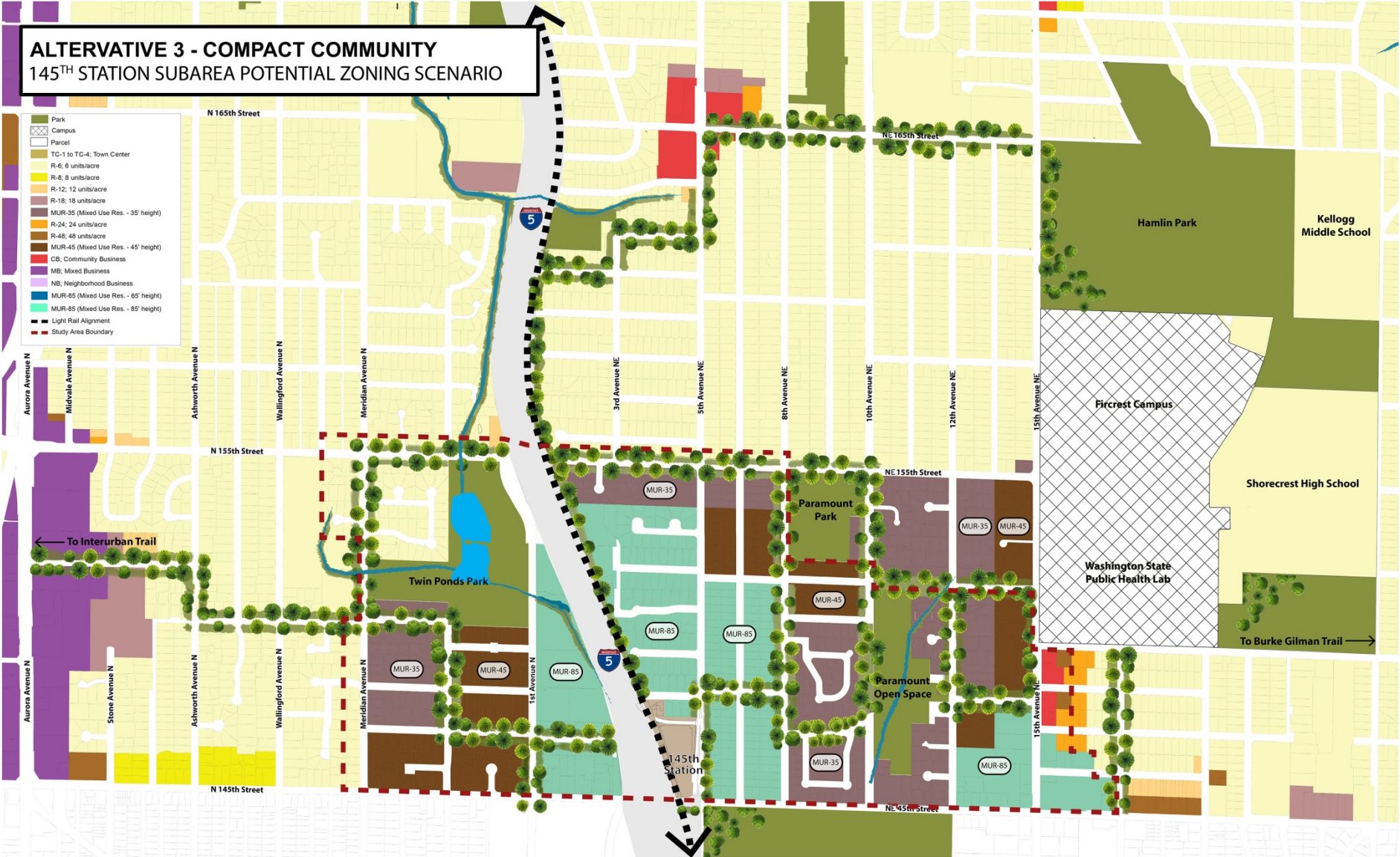
No warranties of any sort, including accuracy, fitness, or merchantability, accompany this product.



# 145<sup>th</sup> Street: Compact Community

## ALTERNATIVE 3 - COMPACT COMMUNITY 145<sup>TH</sup> STATION SUBAREA POTENTIAL ZONING SCENARIO

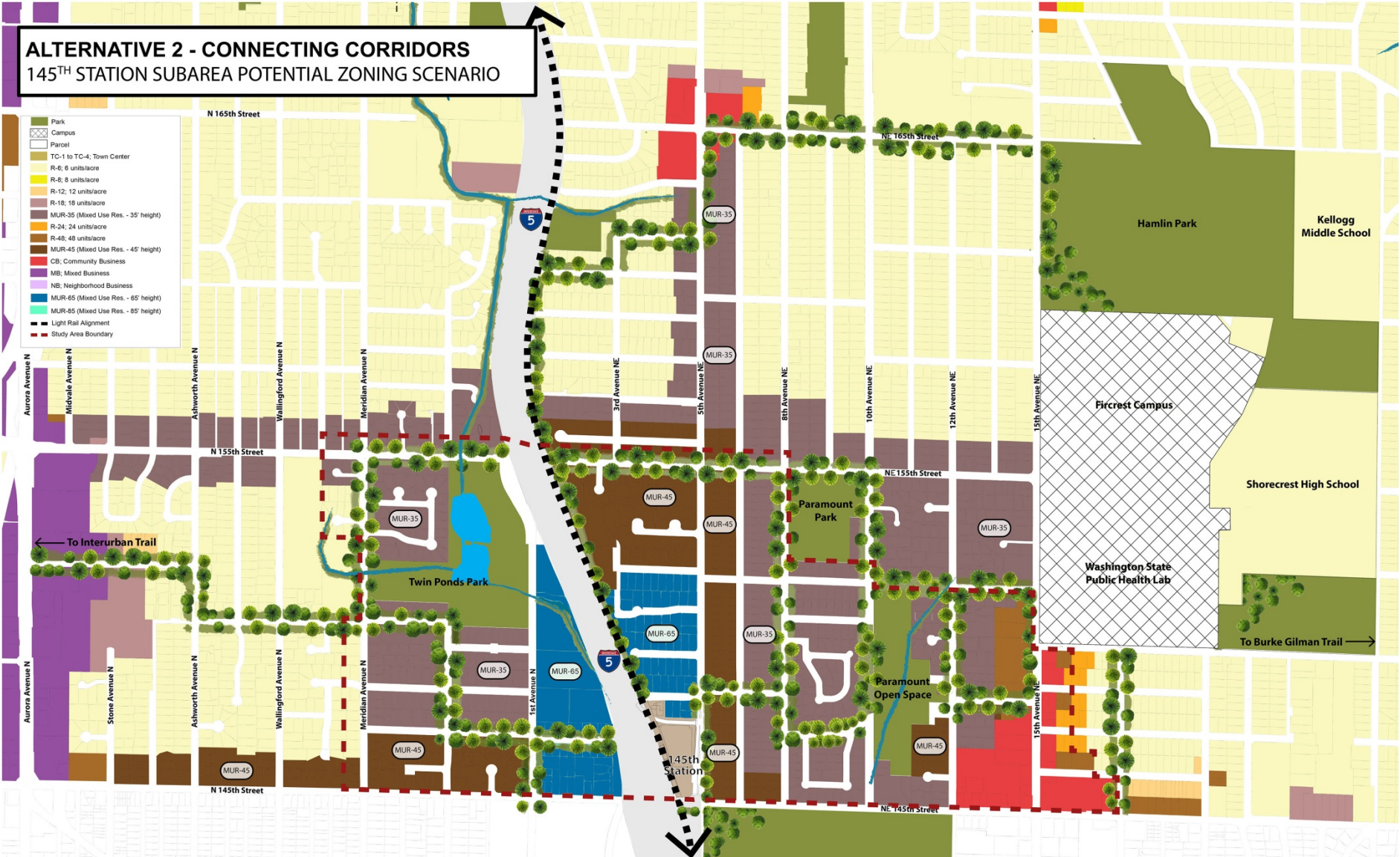
- Park
- Campus
- Parcel
- TC-1 to TC-4; Town Center
- R-6; 6 units/acre
- R-8; 8 units/acre
- R-12; 12 units/acre
- R-18; 18 units/acre
- R-24; 24 units/acre
- R-48; 48 units/acre
- MUR-45 (Mixed Use Res. - 45' height)
- CB; Community Business
- MB; Mixed Business
- NB; Neighborhood Business
- MUR-65 (Mixed Use Res. - 65' height)
- MUR-85 (Mixed Use Res. - 85' height)
- Light Rail Alignment
- Study Area Boundary



# 145<sup>th</sup> Street: Connecting Corridors

## ALTERNATIVE 2 - CONNECTING CORRIDORS 145<sup>TH</sup> STATION SUBAREA POTENTIAL ZONING SCENARIO

- Park
- Campus
- Parcel
- TC-1 to TC-4; Town Center
- R-6; 6 units/acre
- R-8; 8 units/acre
- R-12; 12 units/acre
- R-18; 18 units/acre
- R-24; 24 units/acre
- R-48; 48 units/acre
- MUR-35 (Mixed Use Res. - 35' height)
- R-24; 24 units/acre
- R-48; 48 units/acre
- MUR-45 (Mixed Use Res. - 45' height)
- CB; Community Business
- MB; Mixed Business
- NB; Neighborhood Business
- MUR-65 (Mixed Use Res. - 65' height)
- MUR-85 (Mixed Use Res. - 85' height)
- Light Rail Alignment
- Study Area Boundary





# Promote Shoreline Project

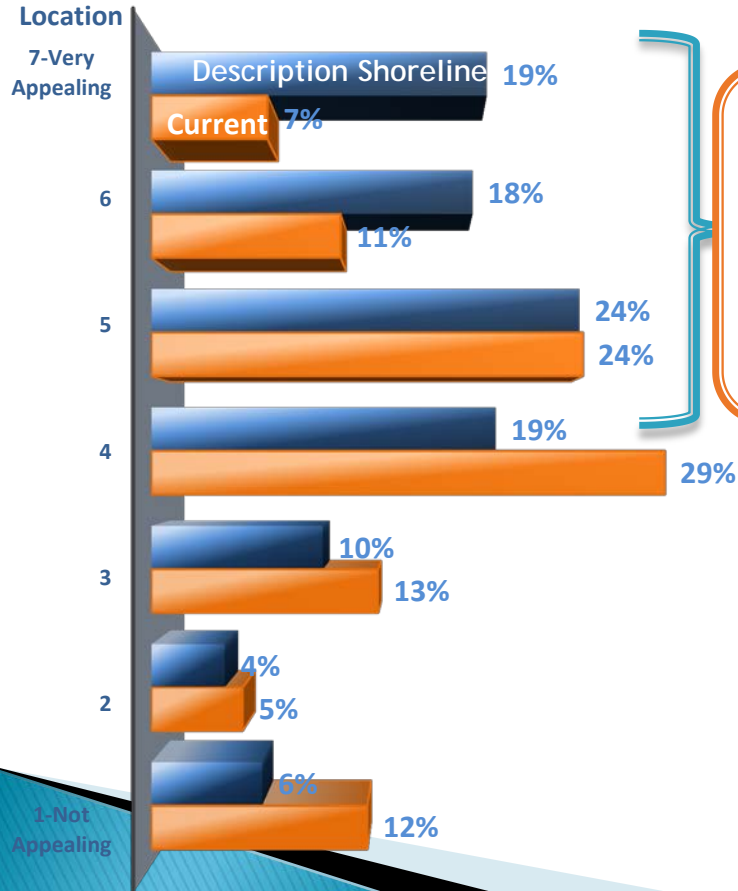
# Key Findings

1. They like what Shoreline has to offer
2. Shoreline has perception obstacles



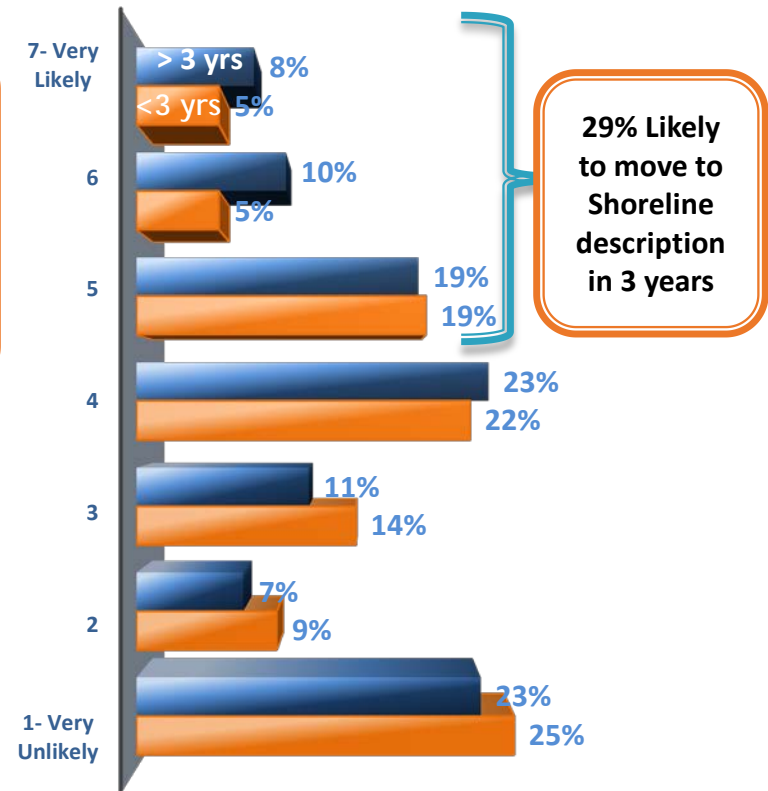
# Favorable response to Shoreline description

Appeal of Description of Shoreline (Unknown to Respondent) vs. Appeal Compared to Current Location



61% find Shoreline description appealing & 42% find more appealing than their current location

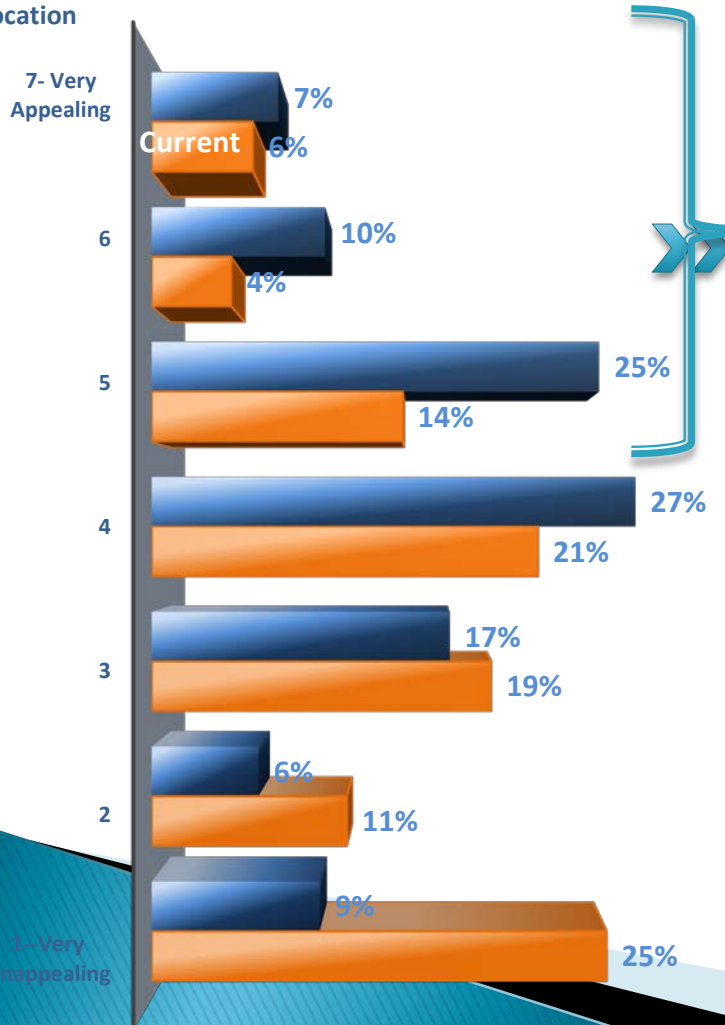
Likelihood to Move within/after 3 years to Shoreline Description



29% Likely to move to Shoreline description in 3 years

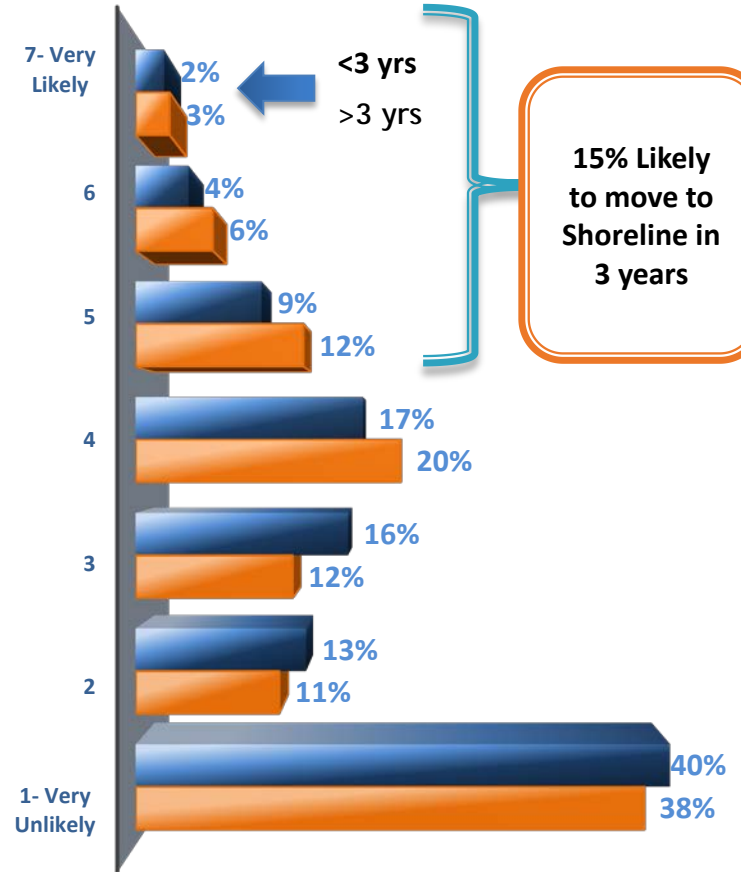
# Less Favorable when “Shoreline” is revealed

Appeal of Description of Shoreline (Known to Respondent) vs. Appeal Compared to Current Location



42% find Shoreline appealing & 24% find more appealing than their current location

Likelihood to move to Shoreline

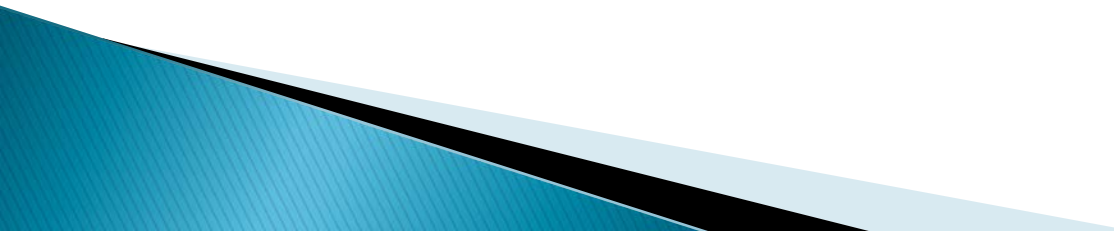


15% Likely to move to Shoreline in 3 years

# 15%

would be willing to move to Shoreline in the next 3 years; represents potentially 200K in King and Snohomish Counties.

# Breaking down the *Most Interested*

- ▶ 25-44 years old
  - ▶ >10 years in Puget Sound region
  - ▶ Live north of downtown Seattle
  - ▶ Have children or plan to have children
  - ▶ Care about:
    - Schools
    - Parks
    - Safety
  - ▶ Want to buy a single family home or a townhome
  - ▶ Hispanic and/or non-white
- 

# Breaking down the *Receptive*

- ▶ Live in Snohomish County
- ▶ Paying expensive rent (\$1,500+ per month)
- ▶ Want to buy a condo or apartment in next 3 years
- ▶ Want a big town or urban feel, not small town or rural
- ▶ Care about culture (food, shopping, entertainment, farmers market, events)
- ▶ Care about the ease of getting around (access to transit, bike trails, walkability)

# Major Projects



# Aurora Corridor Project

- ▶ Phase 1 Construction Started - 2005
- ▶ Phase III Substantially complete 2015
- ▶ Project budget = \$148 million
  - 90% coming from grants & utilities



# 145<sup>th</sup> Street (SR 523) Corridor Study

- ▶ Year-long study of corridor to develop master plan
- ▶ Goals:
  - Make transit connections
  - Improve region's I-5 connection
  - Improve ADA accessibility
  - Support freight mobility
  - Enhance safety
- ▶ Next steps:
  - Environmental review 1 to 2 years
  - Design phase and property acquisition 2 to 3 years
  - Construction of improvements 2+ years

# Aurora Square CRA

## ▶ Planned Action EIS

- Examines environmental holistically and upfront
- Encourages renewal because shortens time and cost of permitting
  - Development has to be within the environmental review already completed.
- Provides predictability for investors

## ▶ Sign Code

- Creates cohesiveness
- Allows area-wide advertising
- Better entrance signage on frontages



SHORELINE  
PLACE













# Shoreline Community College

- ▶ Strategic community partner
- ▶ Education and programming
- ▶ Problem: poor visibility from Aurora
  - Banners along Aurora
  - Ceremonial designation of N 160<sup>th</sup> Street

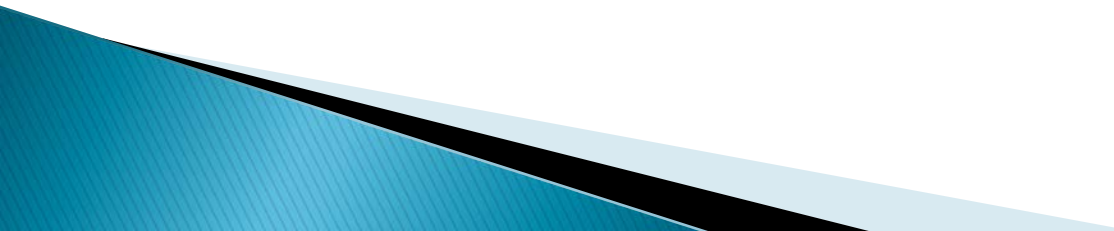
# Aurora Banners



# Street signs



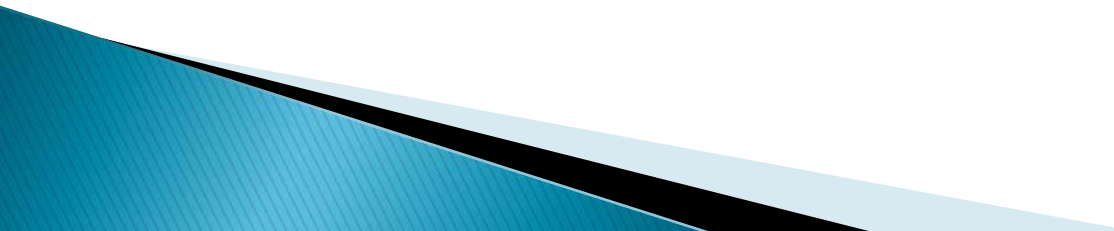
# Potala Shoreline

- ▶ Old Denny's Triangle property (155<sup>th</sup>, Aurora, and Westminster Way)
  - ▶ Owned by Potala Shoreline, which is owned by Lobsang Dargey
  - ▶ Dargey being investigated by SEC for investor fraud
  - ▶ All assets frozen including Potala Shoreline
  - ▶ SEC has asked that a receiver be appointed to protect investors and assets
  - ▶ City looking at how it can ensure property is maintained and buildings are removed
- 

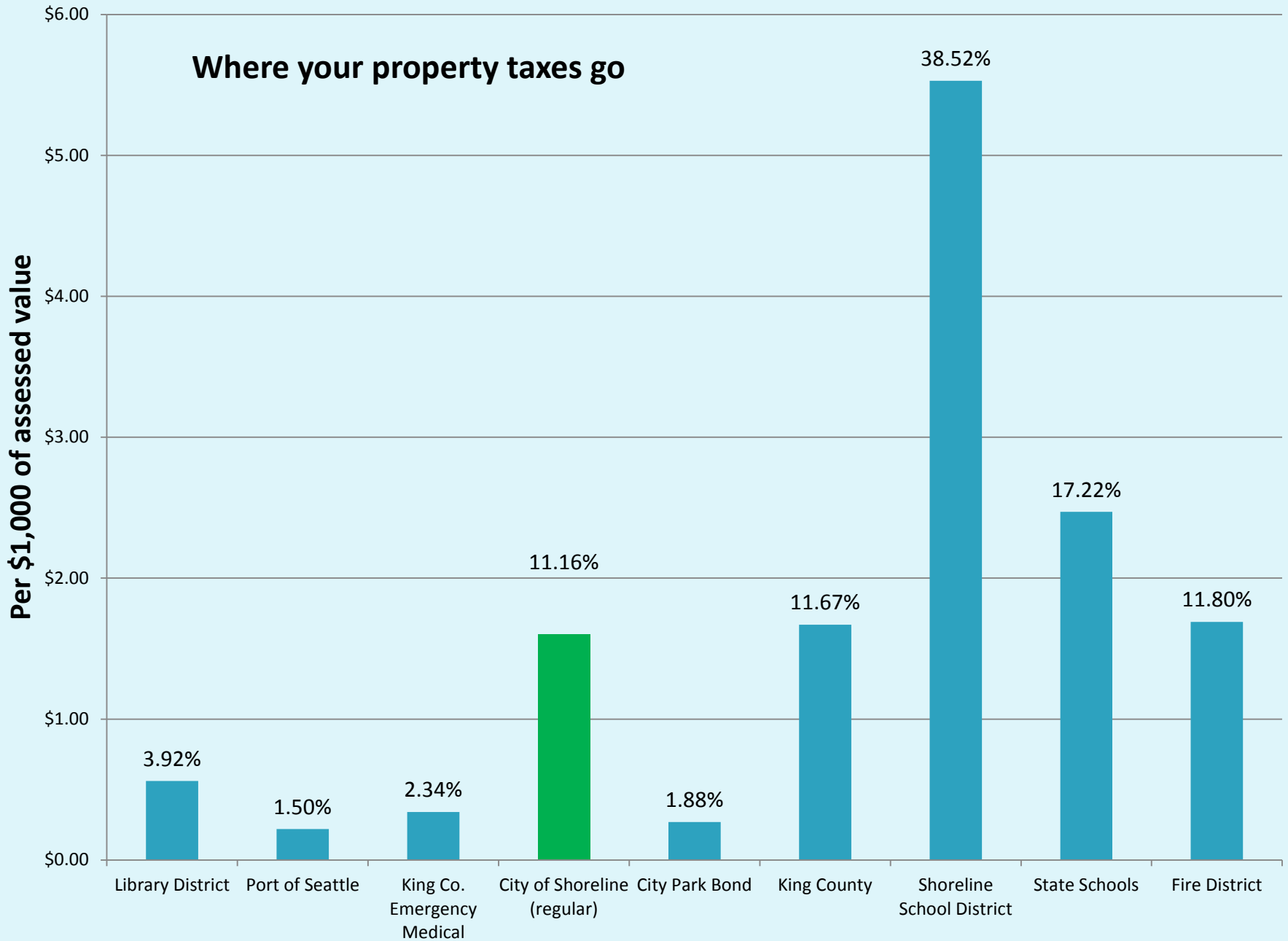
# Point Wells

- ▶ Transportation Corridor Study (TCS) been in a holding pattern
- ▶ Snohomish County (permitting agency) is proceeding with Environmental Impact Statement (EIS)
  - Reviewing traffic assumptions (reason for TCS hold)
  - Anticipate release of DEIS in 2016
- ▶ 2016 – Complete TCS with mitigation plan and submit to Council for consideration
- ▶ If approved – submit TCS to County for inclusion in EIS

# 2016 Budget Process

- ▶ June 22 marked budget kick-off for staff
  - ▶ City Manager submits proposed budget to Council on October 12
  - ▶ Public hearings:
    - November 2: 2016 Proposed Budget and 2016-2021 Capital Improvement Plan
    - November 9: 2016 Property Tax and Revenue Sources
  - ▶ Council adoption of budget on November 23
- 

## Where your property taxes go

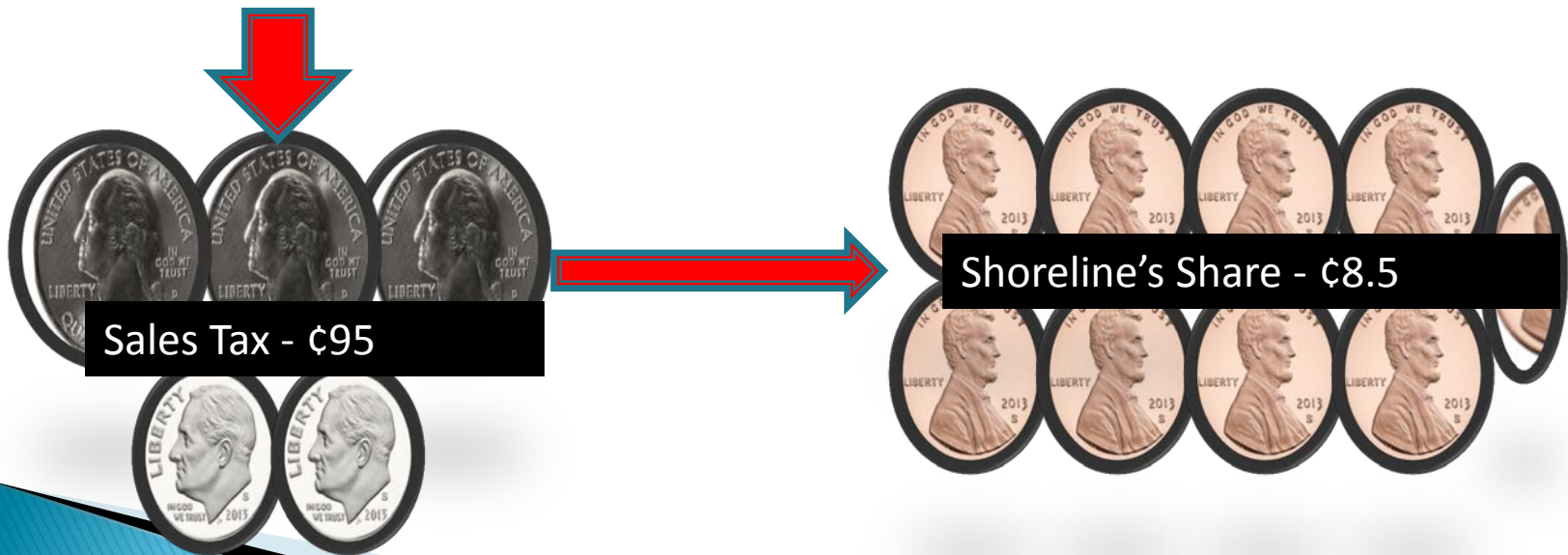




# Sales Tax



1. For every \$10 spent in Shoreline
2. 95¢ is collected in sales tax
3. Of that, 8.5¢ goes to the City of Shoreline



# Levy Lid Lift

- ▶ Renewal of 2010 Basic Public Safety, Parks and Recreation, and Community Services, Maintenance and Operation Levy
  - ▶ 6-year levy, expires in 2016
  - ▶ Residents support renewal of levy over other revenue options -*2014 Citizen Satisfaction Survey*
  - ▶ Property tax capped at 1% increase every year while inflation increases at a greater rate
  - ▶ Structural imbalance
- 