



Memorandum

DATE: February 12, 2010
TO: Shoreline Planning Commission
FROM: Paul Cohen, Senior Planner
RE: February 18, 2010 Town Center Subarea Plan Study Session – 6 PM

I. Recommendation

Staff and our consultant will review with the Commission a draft Visual Preference Survey that will be used later at the March 25th public workshop on Design. Staff would like feedback on the survey from the Commission so that we can integrate it into the final survey for the workshop.

This information will be reviewed at a dinner meeting beginning at 6 PM.

II. Background

In discussing a survey presented at the October 29, 2009 Town Center Open House, the Commission requested an opportunity to review a draft of the Visual Preference Survey before it is presented at the March 25th public workshop.

This type of survey, together with small group discussion, has been used by the consultant in other communities and shown to be a useful method to solicit opinions on ground-level, graphic examples to find what is critical, desirable or unacceptable. Ultimately, feedback collected at the March 25 meeting will be used by staff and the consultant to draft zoning and design standards.

III. Next Steps

Given the Commission's schedule, this may be the only time that the Commission can review the survey prior to the workshop. As an aside, staff would like the Commission to present their draft vision statement at the beginning of the March 25 workshop so that the public can respond to the survey understanding the context of the draft vision.





ATTACHMENTS

1. Draft Visual Preference Survey and map

City of Shoreline Town Center Plan

Town Center Visual Preference Survey (DRAFT)





For each image, circle the score that most reflects whether you feel particular images would be appropriate for the various areas of Shoreline Town Center.






Sub-area Map index	Neighborhood Transition A	Aurora E to Midvale B	Aurora West C	Comments
Connections				
 <i>Internal pathway through multifamily buildings</i>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <i>Woonerf street through residential area</i>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <i>Residential street with separated trail</i>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <i>Pedestrian-friendly street with storefronts</i>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	

Sub-area	Neighborhood Transition A	Aurora E to Midvale B	Aurora West C	Comments
Map index				



Public Amenities





NOTE TO STAFF/PC: Since it's possible participants may like all of these – perhaps we have them pick their top 2 or 3 features – maybe they circle them in this survey – OR –do a dot exercise – give them 2 dots - place next to favored feature on a wall.





 <p><i>Pedestrian-oriented spaces</i></p>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	
 <p><i>Covered open space</i></p>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	
 <p><i>Central "Green"</i></p>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	
 <p><i>Commons</i></p>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	





Sub-area Map index	Neighborhood Transition A	Aurora E to Midvale B	Aurora West C	Comments
 <i>Water feature</i>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	
 <i>Pea-patch</i>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	
 <i>Children's play area</i>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	
 <i>Landmark feature</i>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	
 <i>Public art</i>	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	4 Top priority 3 Desirable 2. Neutral 1. Not Important	





Sub-area Map index	Neighborhood Transition A	Aurora E to Midvale B	Aurora West C	Comments
Townhouses and Live-work Units				
 <p data-bbox="94 621 444 646"><i>2-story townhouses, garages in back</i></p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p data-bbox="94 940 461 968"><i>3-story townhouses – with corner retail</i></p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p data-bbox="94 1283 415 1312"><i>Townhouses with live-work option</i></p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p data-bbox="94 1627 415 1656"><i>Townhouses with live-work option</i></p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	

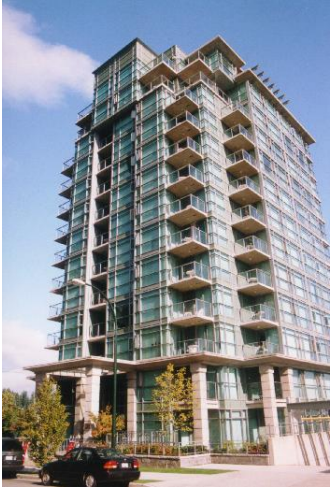
Sub-area	Neighborhood Transition	Aurora E to Midvale	Aurora West	Comments
Map index	A	B	C	
Retail/Commercial				
	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
<i>Mixed-retail</i>				
	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
<i>Freestanding coffee shop</i>				
	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
<i>Drive-thru bank along highway</i>				
	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
<i>Contemporary office building</i>				

Sub-area Map index	Neighborhood Transition A	Aurora E to Midvale B	Aurora West C	Comments
 <i>Storefront office building</i>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <i>Mid-scale general retail development</i>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <i>Grocery store with northwest elements</i>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <i>Large scale retail with landmark elements</i>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	

Sub-area	Neighborhood Transition A	Aurora E to Midvale B	Aurora West C	Comments
Map index				
Lowrise Buildings (2-4 stories)				
	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
<i>2-story multifamily building with courtyard</i>				
	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
<i>Storefront retail/office with 3rd floor setback</i>				
	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
<i>Similar to above, different architecture</i>				
	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
<i>3-story office building</i>				

Sub-area Map index	Neighborhood Transition A	Aurora E to Midvale B	Aurora West C	Comments
 <p>4-story multifamily building</p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p>4-story mixed-use</p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p>4-story mixed-use</p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p>4-story mixed-use</p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	

Sub-area	Neighborhood Transition	Aurora E to Midvale	Aurora West	Comments
Map index	A	B	C	
Midrise Buildings Plus (5-6 stories+)				
 <p>6-story mixed-use with stepbacks</p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p>5-story mixed-use</p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p>5-story mixed-use</p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	
 <p>5-story mixed-use with upper courtyard</p>	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	5 Great! 4 OK 3. Neutral 2. Not Great 1 No Way!	

Sub-area Map index	Neighborhood Transition A	Aurora E to Midvale B	Aurora West C	Comments
 <p><i>Skinny tower</i></p>	<p>5 Great!</p> <p>4 OK</p> <p>3. Neutral</p> <p>2. Not Great</p> <p>1 No Way!</p>	<p>5 Great!</p> <p>4 OK</p> <p>3. Neutral</p> <p>2. Not Great</p> <p>1 No Way!</p>	<p>5 Great!</p> <p>4 OK</p> <p>3. Neutral</p> <p>2. Not Great</p> <p>1 No Way!</p>	

VISUAL PREFERENCE SURVEY MAP

