



## **Memorandum**

**DATE:** March 11, 2010

**TO:** Shoreline Planning Commission

**FROM:** Joseph W. Tovar, FACIP, Director  
Paul Cohen, Senior Planner

**RE:** March 18, 2010 Town Center Subarea Plan – Draft Vision Statement

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### **I. Recommendation**

Staff recommends that the Commission discuss the subcommittee’s draft Town Center Vision Statement (attached) and make final comments so that it can be presented at the April 1 Design Charrette. This can occur during the March 18<sup>th</sup> meeting if time allows or by e-mail to the subcommittee members. The subcommittee draft should be sent to staff by March 30 so that it can be readied for the charrette.

### **II. Background**

Public input at the October 29<sup>th</sup> Open House took the form of written and oral comment provided to City staff as well as a “Pulse Pad” electronic voting survey. Subsequent to the Open House, the City launched a Facebook Page and by this means, as well as the City’s website, solicited additional people to take the survey. As of January, 156 people took part in the survey. Staff presented a summary of the adopted City policies and strategies relevant to Town Center which were presented at the Open House, as well as a summary of the public inputs provided at the Open Houses of May 10, 2008 and October 29, 2009. A summary of the results of the online survey was presented at the January 7 study session. At that meeting the Commission appointed a three-member committee to work with staff on the development of a draft “Vision Statement” for Town Center.

### **III. Next Steps**

At the April 1 workshop staff would like the Commission to present their draft vision statement at the beginning of the workshop to help the public with their survey choices in the context of the vision.

### **ATTACHMENTS**

1 - March 10, 2010 Draft Town Center Vision Statement

## **Town Center Vision Statement – Draft 3/10/10**

Shoreline Town Center 2030 is the vibrant cultural and governmental heart of the City with a rich mix of housing and shopping options, thriving businesses, and public spaces for gatherings and events. People from all walks of life enjoy living, working and visiting in this safe, healthy, and walkable urban place.

Once a crossroads on the Interurban that connected Seattle and Everett, Shoreline's Town Center has evolved to become a signature part of the City that stands out as a unique and inviting regional destination while gracefully fitting in with its surrounding landscape and neighborhoods. Citizens, business owners and city officials are all justifiably proud of the many years of effort to create a special and livable place that exemplifies the best of Shoreline past, present and future.

Town Center is anchored on one end by the City Hall complex, Shorewood High School, the Shoreline Museum, and other public facilities. The linear park with the Interurban Trail provides a green thread through the center. City Hall not only is the center of government, but provides an active venue for many other civic functions. On the other end, the revitalized historic five-point interchange again attracts people from throughout the community.

*(Note: Paragraph focusing on look, scale, texture of area to be developed here using information/feedback from design review workshop)*

Town Center has achieved a strong balance between the three primary sustainability components – *environmental quality, economic vitality* and *social equity*. The City has long been committed to the realization of these three E's, and Town Center has integrated them successfully.

### Environmental Quality

While respecting elements of its historic character, Town Center has become a model of environmentally sound building and development practices. The buildings themselves are state-of-the-art energy efficient and green structures, with zero carbon impacts. There is an extensive tree canopy and native vegetation, which is part of a strategic system for capturing and treating stormwater right on site. Major transit stops along the mature boulevard built earlier in the century provide quick and convenient connections to major centers elsewhere in the region. There are walkways and bicycle trails that link Town Center and neighborhoods throughout the City. Civic spaces and parks have been designed for daily use and special events.

### Economic Vitality

Town Center attracts a robust mix of office, service and retail development. The boulevard boasts an inviting choice of shops, restaurants, entertainment, and nightlife. The Center is a model of green industry and economic sustainability that generates the financial resources that support excellent city services, health and living standards. As a result, Shoreline is one of the most profitable cities on the West Coast with a very desirable tax rate.

### Social Equity:

The Town Center offers a broad range of housing choices that attract a diversity of household types, ages and incomes. Attention to design allows the public gathering places to be accessible to all. People feel safe here day and night. Festivals, exhibits and performances attract people of all ages and cultural backgrounds.

*(Note: Final wrap-up paragraph(s) to be developed here summarizing vision, using information from design review workshop)*