



Memorandum

DATE: May 13, 2010

TO: Planning Commission

FROM: Joseph W. Tovar, FAICP, Director
Paul Cohen, Senior Planner, Town Center Project Manager

RE: May 20, 2010 meeting on Town Center and Design Review

At the upcoming Planning Commission meeting, city staff and our consultant, Bob Bengford of Makers, inc., will present for your consideration some draft concepts regarding Town Center and design review and outline possible next steps for both.

First up will be a summary of the Key Findings from the April charrette. As you recall, there were about ten tables of citizens and planning commissioners who identified preferred and less preferred images of building form, site and building design, and then worked in their small groups to locate on maps where in Town Center these choices might be most appropriate. A number of notations were also included on the maps, which together with the visual preference "voting," suggested some patterns about land use, building form and character.

Next will be a slideshow illustrating how several prominent "town centers" in our region (Mill Creek, Burien, and Juanita Village) would "fit" into the context of our Town Center area by superimposing their site plans, to scale, on our setting. Each of these three is an example not only of mixed-use, mid-rise development, but demonstrates ways in public and private spaces can be integrated and circulation needs accommodated for both pedestrian and vehicular movement. These three examples we think will help stimulate your discussion not only of how the various components might look or work independently, but how a plan and development regulations can be crafted to help them work together.

Finally, we then would like to share with you some preliminary maps and graphic illustrations of organizing concepts for the Town Center Subarea Plan and implementing zoning. These maps and illustrations are the staff's first cut at putting onto paper the

cumulative direction and preferences articulated so far, by: (1) the Planning Commission's draft Town Center Vision Statement; (2) the past studies and adopted City Strategies reviewed at last October's Open House; (3) the Town Center on-line survey results (over 400 inputs), and (4) the opinions and ideas expressed at the April 2010 charrette. We would like to have a discussion with you about these preliminary maps and graphics, answer questions you have about them and try to reach as much agreement with you as possible about which aspects of these concepts we carry forward into the next iteration of "working draft" subarea plan and zoning.

Last, but not least, we do show as "Unfinished Business" the draft Planning Commission Town Center Vision. We have utilized the draft we have (attached) in formulating some of the concepts described above. However, it would be appropriate for the Commission as a whole to either affirm or amend then affirm this draft before we return with refinements to the concepts for Town Center. It very well may be that after reviewing the materials during the first part of your meeting you may be inspired to add to or in some other way revise the text of the Town Center Vision Statement.

Attachment

Attachment 1 – Draft Town Center Vision Statement prepared by Subcommittee of the Planning Commission



DRAFT

SHORELINE TOWN CENTER VISION

By Planning Commission | April 1, 2010

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)