



## **Memorandum**

**DATE:** March 12, 2009

**TO:** Chair Kuboi and Shoreline Planning Commission

**FROM:** Joseph W. Tovar, FAICP, Director, PDS Department  
Steven M. Cohn, Senior Planner, 801-2511  
David Levitan, Associate Planner, 801-2554

**RE:** Next and Final Steps in Visioning Process

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The March 19 meeting is the final opportunity for the Commission to work on the vision statement and framework goals before the City Council holds its public hearing on April 13, which could also include adoption. Public comment on the drafts presented at the March 2 Town Hall Meeting #3 is being accepted until March 18. The Commission received all comments submitted prior to its last meeting (March 5), including those received at the Town Hall Meeting. No additional public comment has been received since that time. Any additional public comment received by March 18 will be emailed prior to, or delivered at, the March 19 meeting. The final draft of the vision statement and framework goals will be posted on the City website by Friday, March 27.

At its March 5 meeting, the Commission discussed the March 2 Town Hall Meeting, as well as several other items related to the vision. Vice Chair Hall recommended several edits be made to the framework goals to capture ideas heard at the Town Hall meeting. The Commission also discussed several other potential changes, most notably to Goals 5 and 6, and the addition of a goal related to arts, culture, and history. A revised set of framework goals (as of March 12) are attached to this memorandum, as is the vision statement narrative.

The Commission also requested that staff prepare several items prior to its next meeting. The first was an introduction to the framework goals, similar to that in the existing Comprehensive Plan, which states that the framework goals are balanced and equal in value, and the order does not indicate any prioritization. This is included at the beginning of the revised framework goals.

The second item prepared by staff is a flowchart (Attachment 3) explaining how the vision fits in with other City documents and processes, including the various

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Comprehensive Plan goals and policies, Development Code, and Capital Projects. This will be included as part of its presentation at the April 13 City Council public hearing.

The third item prepared by staff is three updated options for the “vision map” (Attachment 4) presented at the March 5 meeting. The maps vary slightly in how they illustrate the commercial corridor and more intense commercial nodes along Aurora Avenue. They have also slightly moved a few of the neighborhood commercial centers to be more geographically accurate, and added a new neighborhood center at the QFC shopping center in Hillwood.

At the conclusion of the March 5 meeting, Commissioners were also asked to complete two tasks prior to the March 19 meeting. The first was to review and consider the tense of the vision statement, in hopes of addressing some of the City Council’s confusion. The second was to create a new framework goal that addresses the issue of arts and heritage. As of this memorandum, staff has received and included a new framework goal on arts and heritage from Vice Chair Hall, but has not received any comments on the tense of the vision. There will be time to discuss these issues at the March 19 meeting, but it would be helpful to have any comments beforehand so they can be distributed to the whole commission. By the end of your March 19 meeting you should strive to have a final draft version of the vision statement and framework goals to forward to City Council.

As always, if you have questions or comments, please call one of us before your next meeting.

### **Attachments**

1. DRAFT Vision Statement
2. DRAFT Framework Goals
3. Flowchart - “How does the Vision Statement fit in?”
4. DRAFT Vision Maps

## **2029 Vision Statement Narrative Produced by the Planning Commission February 19, 2009**

Shoreline in 2029 is a thriving, friendly city where people of all ages, cultures, and economic backgrounds love to live, work, play and, most of all, call home. Whether you are a first-time visitor or long-term resident, you enjoy spending time here.

There always seems to be plenty to do in Shoreline -- going to a concert in a park, exploring a Puget Sound beach or dense forest, walking or biking miles of trails and sidewalks throughout the city, shopping at local businesses or the farmer's market, meeting friends for a movie and meal, attending a street festival, or simply enjoying time with your family in one of the city's many unique neighborhoods.

People are first drawn here by the city's beautiful natural setting and abundant trees; affordable, diverse and attractive housing; award-winning schools; safe, walkable neighborhoods; plentiful parks and recreation opportunities; convenient shopping, as well as proximity to Seattle and all that the Puget Sound region has to offer.

The city's real strengths lie in the diversity, talents and character of its people. Shoreline is culturally and economically diverse, and draws on that variety as a source of social and economic strength. The city works hard to ensure that there are opportunities to live, work and play in Shoreline for people from all backgrounds.

Shoreline is a regional and national leader for living sustainably. Everywhere you look there are examples of sustainable, low impact, climate-friendly practices come to life – cutting edge energy-efficient homes and businesses, vegetated roofs, rain gardens, bioswales along neighborhood streets, green buildings, solar-powered utilities, rainwater harvesting systems, and local food production to name only a few. Shoreline is also deeply committed to caring for its seashore, protecting and restoring its streams to bring back the salmon, and to making sure its children can enjoy the wonder of nature in their own neighborhoods.

### **A City of Neighborhoods**

Shoreline is a city of neighborhoods, each with its own character and sense of place. Residents take pride in their neighborhoods, working together to retain and improve their distinct identities while embracing connections to the city as a whole. Shoreline's neighborhoods are attractive, friendly, safe places to live where residents of all ages, cultural backgrounds and incomes can enjoy a high quality of life and sense of community. The city offers a wide diversity of housing types and choices, meeting the needs of everyone from newcomers to long-term residents.

Newer development has accommodated changing times and both blends well with established neighborhood character and sets new standards for sustainable building, energy efficiency and environmental sensitivity. Residents can leave their car at home and walk or ride a bicycle safely and easily around their neighborhood or around the whole city on an extensive network of sidewalks and trails.

No matter where you live in Shoreline there's no shortage of convenient destinations and cultural activities. Schools, parks, libraries, restaurants, local shops and services, transit stops, and indoor and outdoor community gathering places are all easily accessible, attractive and well maintained. Getting around Shoreline and living in one of the city's many unique, thriving neighborhoods is easy, interesting and satisfying on all levels.

The city has several vibrant neighborhood “main streets” that feature a diverse array of shops, restaurants and services. Many of the neighborhood businesses have their roots in Shoreline, established with the help of a local business incubator, a long-term collaboration between the Shoreline Community College, the Shoreline Chamber of Commerce and the city.

Many different housing choices are seamlessly integrated within and around these commercial districts, providing a strong local customer base. Gathering places - like parks, plazas, cafes and wine bars - provide opportunities for neighbors to meet, mingle and swap the latest news of the day.

Neighborhood main streets also serve as transportation hubs, whether you are a cyclist, pedestrian or bus rider. Since many residents still work outside Shoreline, public transportation provides a quick connection to downtown, the University of Washington, light rail and other regional destinations. You’ll also find safe, well-maintained bicycle routes that connect all of the main streets to each other and to the Aurora core area, as well as convenient and reliable local bus service throughout the day and throughout the city. If you live nearby, sidewalks connect these hubs of activity to the surrounding neighborhood, bringing a car-free lifestyle within reach for many.

### **The Signature Boulevard**

Aurora Avenue is Shoreline’s grand boulevard. It is a thriving corridor of mid-rise buildings, with a variety of shops, businesses, eateries and entertainment. There are many small businesses along Aurora, as well as larger employers that attract workers from throughout the region. Housing in many of the mixed-use buildings along the boulevard is occupied by singles, couples, families, and seniors. Structures have been designed in ways that transition both visually and physically to reinforce the character of adjacent residential neighborhoods.

The improvements put in place in the early decades of the 21st century have made Aurora an attractive and energetic district that serves both local residents and people from nearby Seattle, as well as other communities in King and Snohomish counties. As a major transportation corridor, there is frequent regional bus rapid transit throughout the day and evening. Sidewalks provide easy access for walking to transit stops, businesses, and connections to adjacent neighborhoods.

Aurora has become a green boulevard, with mature trees and landscaping, public plazas, and green spaces. These spaces serve as gathering places for neighborhood and citywide events throughout the year. It has state-of-the-art stormwater treatment and other sustainable features along its entire length.

As you walk down Aurora you experience a colorful mix of bustling hubs – with well-designed buildings, shops and offices – big and small – inviting restaurants, and people enjoying their balconies and patios. The boulevard is anchored by the vibrant Town Center, which is focused between 175th and 185th Street. This district is characterized by compact, mixed-use, pedestrian-friendly development highlighted by the Shoreline City Hall, the Shoreline Historical Museum, Shorewood High School, and other civic facilities. The interurban park provides open space, recreational opportunities, and serves as the city’s living room for major festivals and celebrations.

Shoreline residents, city government and leaders care deeply about a healthy community. The city's commitment to community health and welfare is reflected in the rich network of programs and organizations that provide human services throughout the city to address the needs of all its residents.

In Shoreline it is believed that the best decisions are informed by the perspectives and talents of its residents. Community involvement in planning and opportunities for input are vital to shaping the future, particularly at the neighborhood scale, and its decision making processes reflect that belief. At the same time, elected leaders and city staff strive for efficiency, transparency and consistency to ensure an effective and responsive city government.

Shoreline continues to be known for its outstanding schools, parks and youth services. While children are the bridge to the future, the city also values the many seniors who are a bridge to its shared history. As the population has gotten older over time, senior services, housing choices and other amenities are all available in Shoreline.

Whether for a 5-year-old learning from volunteer naturalists about tides and sea stars at Richmond Beach or a 75-year-old learning yoga at the popular Senior Center, Shoreline is a place where people of all ages feel the city is somehow made for them. And, maybe most importantly, the people of Shoreline are committed to making the city even better for the next generation.

**DRAFT**

**Framework Goals Produced by the Planning Commission February 19, 2009**  
*with Commissioner Will Hall's suggested edits based on feedback at March 2  
Town Hall meeting*

The original framework goals for the city were developed through a series of more than 300 activities held in 1996-1998. They were updated through another series of community visioning meetings and open houses in 2008-2009. These Framework Goals provide the overall policy foundation for the Comprehensive Plan and support the City Council's vision. When implemented, the Framework Goals are intended to preserve the best qualities of Shoreline's neighborhoods today and protect the City's future. To achieve balance in the City's development the Framework Goals must be viewed as a whole and not one pursued to the exclusion of others.

Shoreline is committed to being a sustainable city in all respects.

- FG 1: Continue to support exceptional schools and opportunities for lifelong learning.
- FG 2: Provide high quality public services, utilities, and infrastructure that accommodate anticipated levels of growth, protect public health and safety, and enhance the quality of life.
- FG 3: Provide a variety of gathering places and recreational opportunities for all ages and expand them consistent with population growth.
- FG: Encourage a variety of arts, culture, and history programs throughout the community.
- FG 4: Make decisions that value Shoreline's social, economic, and cultural diversity.
- FG 5: Conserve and protect our environment and natural resources, and encourage restoration through innovative development, public outreach, and projects.
- FG 6: ~~Apply innovative and environmentally sensitive development practices.~~
- FG 7: Promote quality building and development that is compatible with the surrounding area.
- FG 8: Respect neighborhood character and engage the community in decisions that affect them.
- FG 9: Make timely and transparent decisions that respect community input.
- FG 10: Support diverse and affordable housing choices that provide for Shoreline's population growth.
- FG 11: Encourage a variety of transportation options that provide better connectivity within Shoreline and throughout the region.

**Comment:** Combine FG3 & 15

**Comment:** New, proposed by Will.

**Comment:** Subset of FG 5; however, language not entirely captured.

## Item 9.A - Attachment 2

FG 12: Designate specific areas for high density development, especially along major transit corridors.

FG 13: Create a business friendly environment that supports small and local businesses and attracts large businesses to serve the community and expand our economic base.

FG 14: Encourage local neighborhood retail and services distributed throughout the city.

FG 15: ~~Support a variety of gathering places where the community can interact.~~

**Comment:** Combined with FG 3

FG 16: Strengthen partnerships with schools, nonprofit organizations, volunteers, public agencies and the business community. *(to do what \_\_\_\_ ?)*

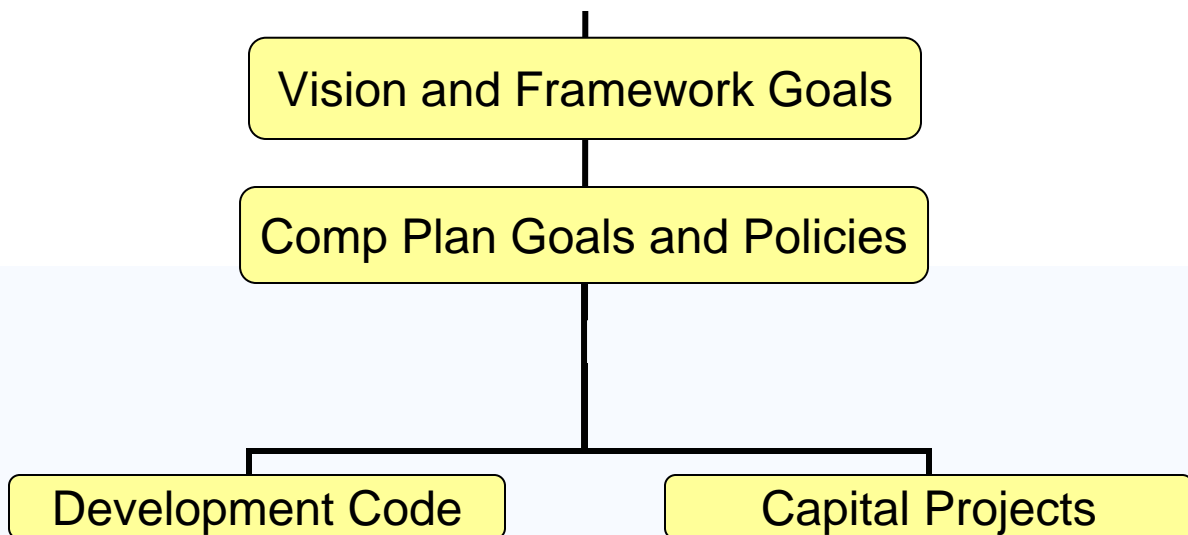
FG 17: Support the provision of human services to all in the community.

FG 18: ~~Support and provide facilities and services that protect public health and safety~~

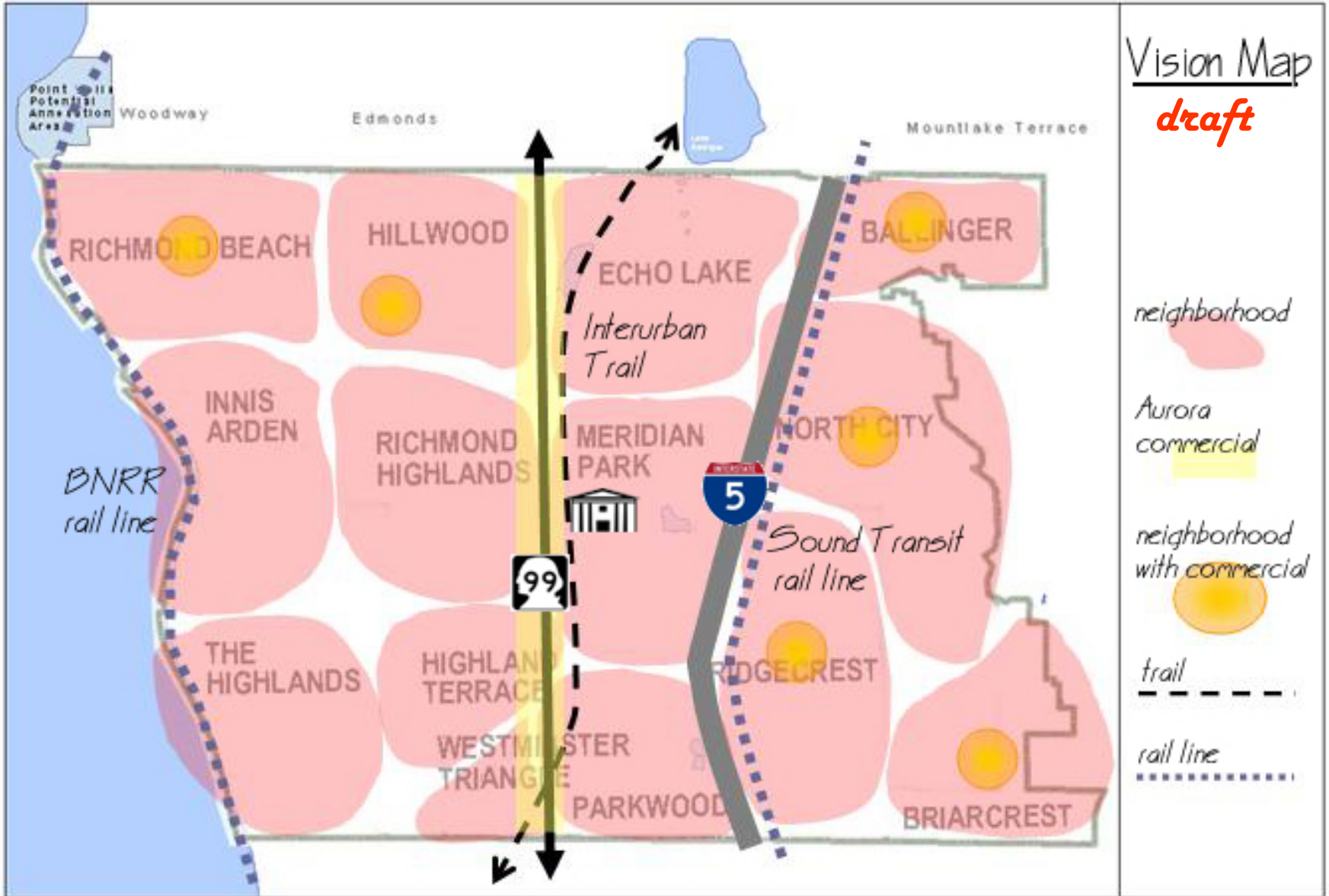
**Comment:** Combined with FG 2

# How does the Vision Statement fit in?

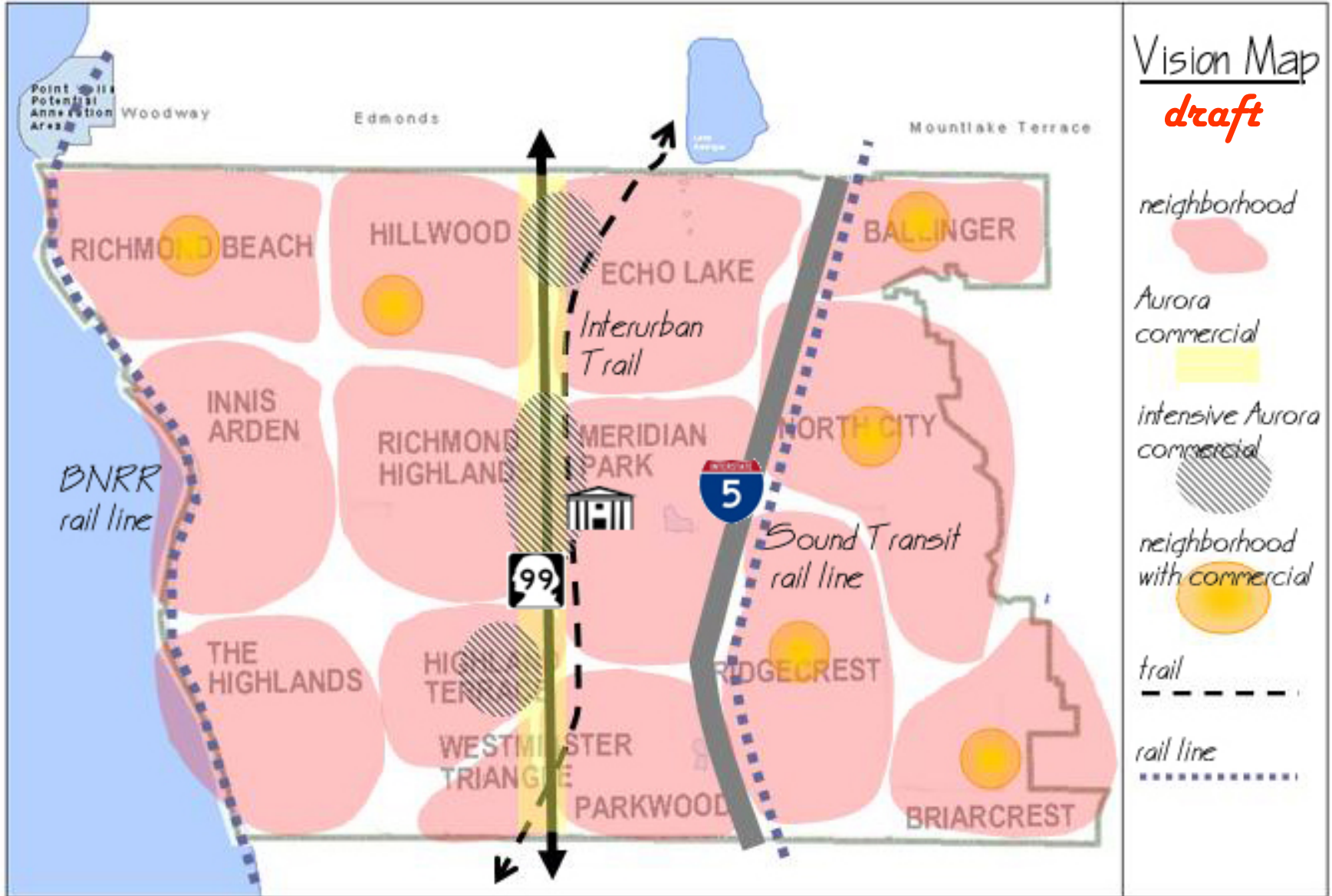
The purpose of Shoreline's vision statement is to articulate a preferred future in the year 2029. Framework goals serve as the guiding principles to reach that vision. As the City moves forward with its Comprehensive Plan update (scheduled for adoption in 2011), it will consider the vision statement and framework goals when adding, deleting, or revising individual Comprehensive Plan elements, including Land Use, Housing, Transportation, and Economic Development. Such direction will filter into the Development Code, Capital Improvement Projects, and operational policies, which will facilitate the realization of the vision.







Item 9.A - Attachment 4



Item 9.A - Attachment 4

