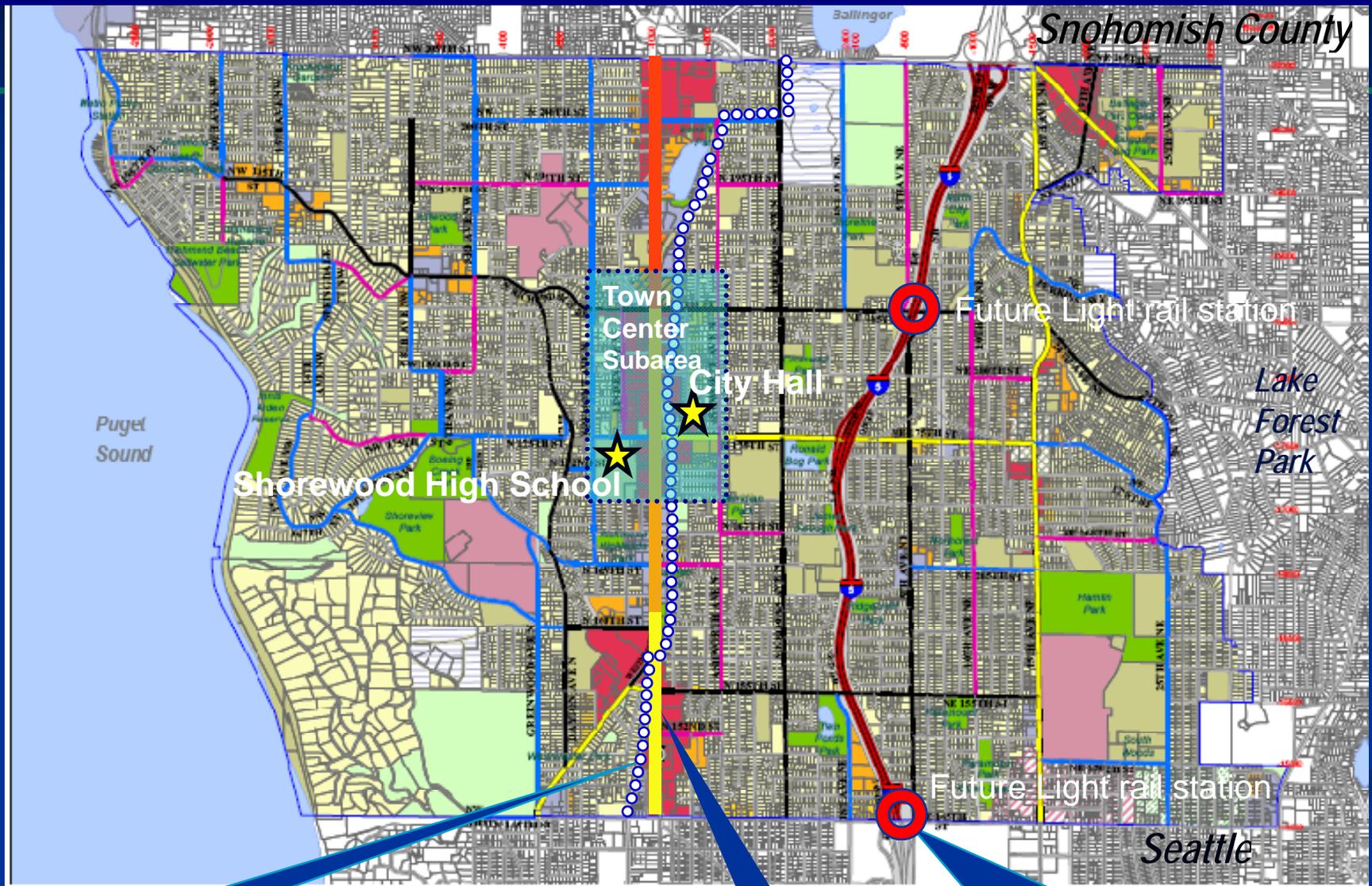

The City of Shoreline's Town Center Subarea Plan and Code



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City of Shoreline - focusing new growth in Transportation Corridors



Interurban Trail

SR 99/Aurora Boulevard and BRT

I-5 route for Light Rail

To a new reality of multi-modal, mixed use “centers” and nodes



AFTER: Mile 2 of the Aurora project through Town Center: undergrounded utilities, new sidewalks, new light standards, landscaped medians, BRT lanes



The Business Access/Transit lanes in Aurora will accommodate Bus Rapid Transit service with 10 minute headways at peak hour

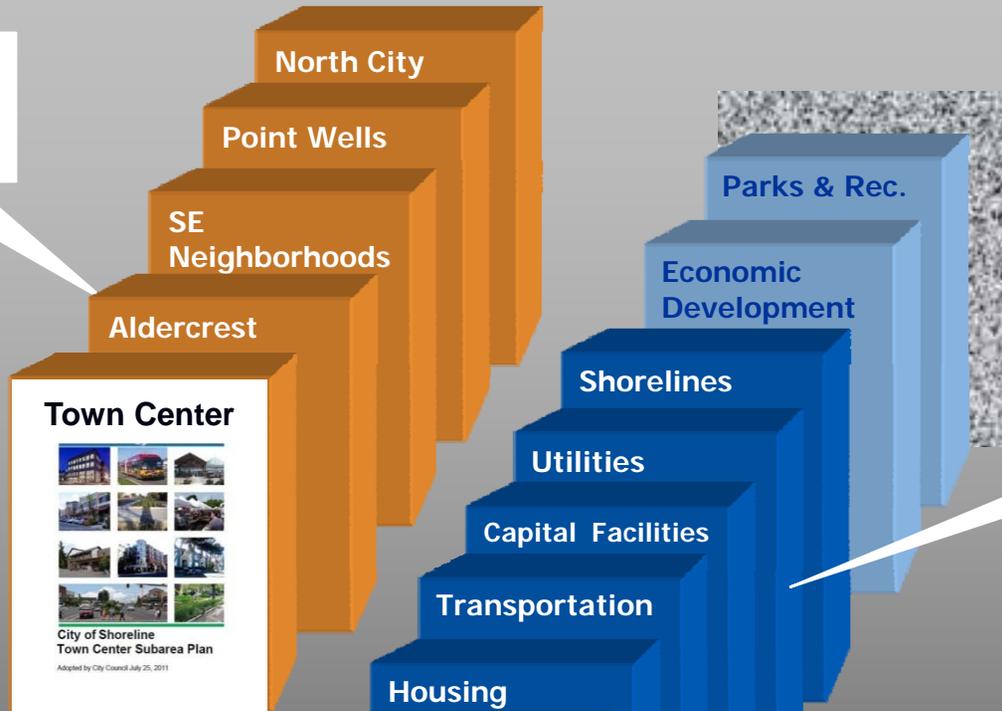


Factors that led Shoreline to a Hybrid Form and Character-Based Code

Factor	Traditional 'Euclidean' Zoning (RB)	100% Form Based Code (FBC)	Town Center Hybrid Form & Character (TC)
Fit framework of City-wide Vision and Subarea Plan policies/codes	Preceded 2009 City Vision and Plan	Difficult to make public comfortable with prescriptive "Regulating Plan"	Community familiar with approach of discrete subarea plans and implementing codes
User-friendly format	Not very. 95% text; 5% graphics	Very heavy graphic orientation a plus	50% text, 50% graphics is user friendly
Balance of certainty and flexibility	Inflexible and confusing use categories and density caps; cost, delay and uncertainty due to SEPA and appeals	Flexibility of very broad use/density categories, high certainty from prescriptive details	Flexibility of broad use/density categories, certainty of standards, but less prescriptive than FBC. No SEPA, no appeal to Council
Improve walkability and public realm in public right of ways	Generic street frontage, rather than "complete streets" improvements	Creates public realm by orienting building form to role of serving street	Same as FBC. Also, capital projects identified
Cost to prepare code	N/A. Inherited from King County	Estimated six figures for consultant	\$20K consultant budget and in house staff work
Ability of staff to administer code	Ease of familiarity	Would depend on details and staff training	Eased by reliance on graphic standards and some traditional code

City of Shoreline Comprehensive Plan

Optional
Subarea Plans
RCW 36.70A.080



Town Center

City of Shoreline
Town Center Subarea Plan
Adopted by City Council July 25, 2011

Required Elements
RCW 36.70A.070



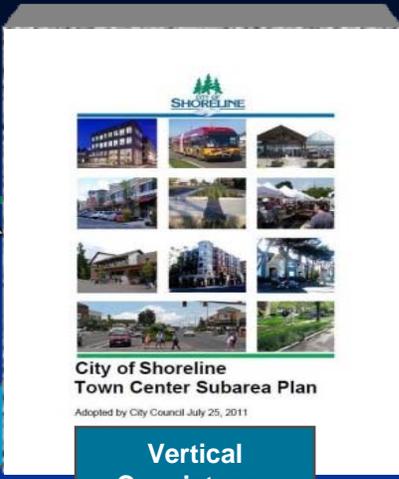
**Comprehensive Plan
Land Use Designations**

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mixed Use
- Community Business
- Regional Business
- Public Facilities
- Campus
- Special Study Area
- Ballinger Special Study Area
- North City Business District
- Private Open Space
- Public Open Space

Future Land Use Map

GMA GOALS & REQUIREMENTS
Ch. 36.70A RCW

VISION



Vertical Consistency

CAPITAL BUDGET
RCW 36.70A.120

Vertical Consistency

CAPITAL PROJECTS

- Aurora Project
- Interurban Trail
- Heritage Park
- Midvale Avenue

DEVELOPMENT REGULATIONS

- Town Center Zoning Code
- Subdivision Code
- Building Code

Vertical Consistency

DEVELOPMENT PERMITS

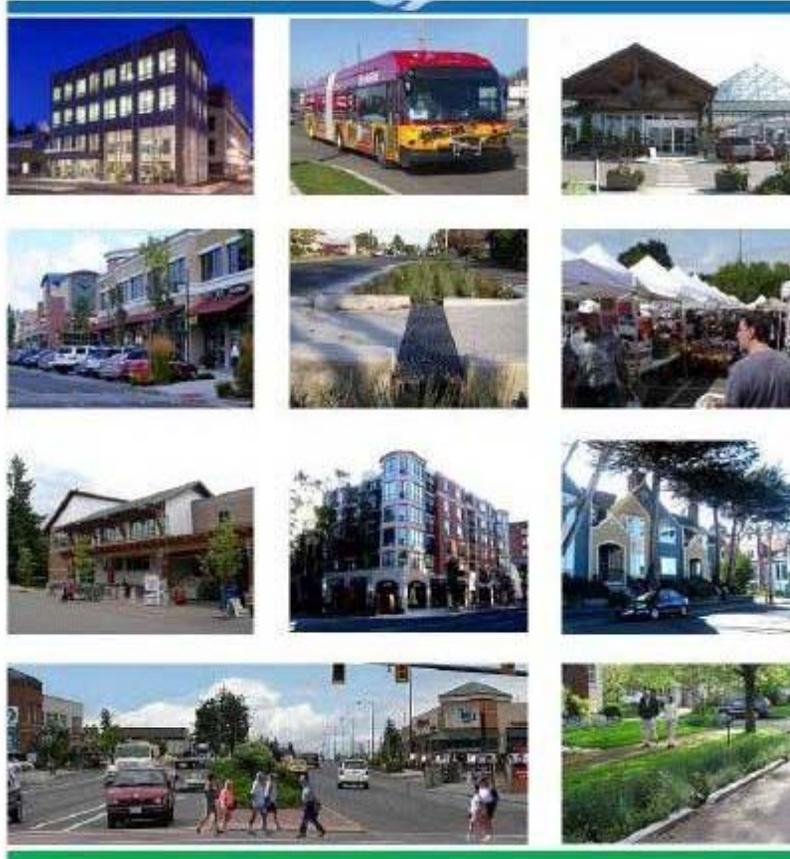
- Administrative Design Review permits
- Short/Long Plats

OTHER PLANNING ACTIVITIES
RCW 36.70A.120

PROGRAMS & POLICIES

- Property Tax Exemptions
- Shoreline Farmer's Market

Winner of 2012 Governor's
Smart Community Award



City of Shoreline Town Center Subarea Plan

Adopted by City Council July 25, 2011



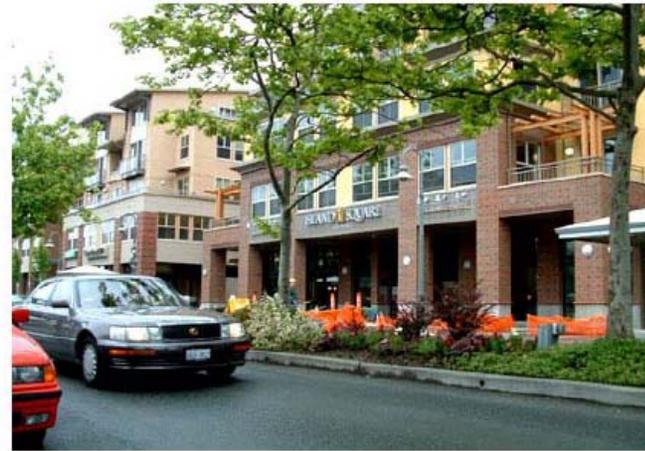
Increased density served by transit, serves sustainability by reducing vehicle miles travelled and GHG emissions



A study by the University of British Columbia quantified the relationship between decreases in CO2 emissions and increases in residential density

Subarea Plan policies provide direction re: desired form and use

Policy TC-2 Create a safe, attractive, and walkable Town Center that links mixed use, mid-rise buildings, a broad range of housing choices, major civic amenities, public gathering places, and bus rapid transit service.



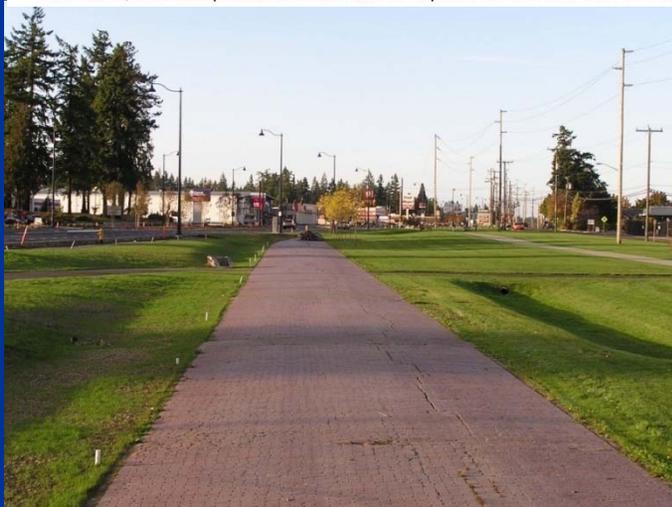
Subarea Plan policies provide direction re: programs and investments

Policy TC-19 Develop the park at Town Center as a memorable, green, open space and link it to the City Hall Civic Center. Program both of these spaces for celebrations, public gatherings, and informal “third places.”



Fig. 14 *Farmers' markets and community events are several possible park uses*

Policy TC-20 Celebrate the heritage of the community through preservation, education, and interpretation of artifacts and places in or near Town Center.



Town Center form and character Hybrid Code

Town Center District

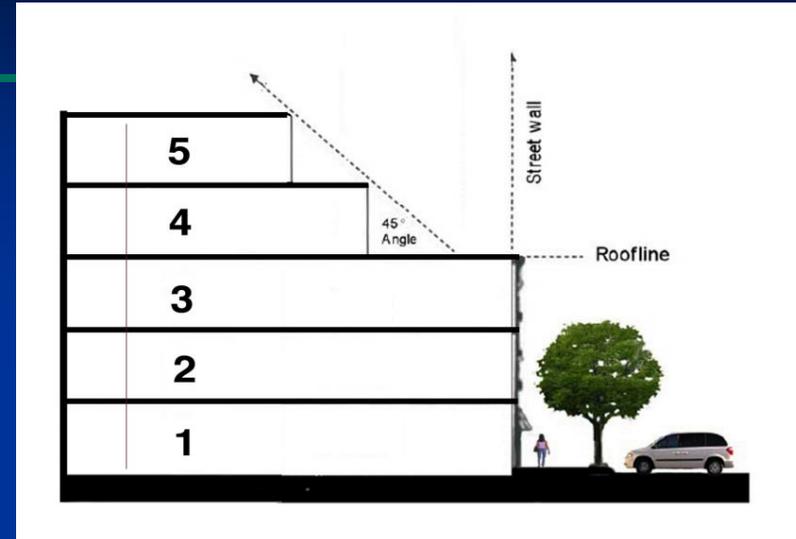
- 20.92.010 Purpose.
- 20.92.012 Planned Action.
- 20.92.014 Administrative Design Review.
- 20.92.015 Threshold – Required for site improvements.
- 20.92.020 Zoning, Land Use, and Form.
- 20.92.030 Street Types and Pedestrian Circulation Map.
- 20.92.040 Neighborhood Protection Standards.
- 20.92.050 Street Frontage Design Standards.
- 20.92.060 Site Design Standards.
- 20.92.070 Building Design Standards.
- 20.92.080 Sign Design Standards.

Table 20.92.020(A) Land Use Chart

General Land Use Category	Specific uses listed in Table	TC-1 Aurora SW	TC-2 Aurora	TC-3 Midvale /Firlands	TC-4 Stone Ave Res
Detached Single Family	20.40.120				
Duplex, Apt, Single Family Attached	20.40.120				
Group Residences	20.40.120				
Lodging	20.40.120	PERMITTED USES			
Health Facility	20.40.140				
Government Facility	20.40.140				
Automotive fueling and service Stations	20.40.130				
Retail, Eating, and Drinking	20.40.130				
Personal and Business Services	20.40.130				
Vehicle Sales, Leasing, and Service(2)	20.40.130				
Gambling Uses		PROHIBITED USES			
Wrecking Yards					
Industrial Uses					
Adult Use Facility					

Hybrid Form and Character-Based Code

- Regulate what matters most to the community and let the market decide details of use, density, and timing
- Provide balance of certainty and flexibility that attracts developers and investors
- Provide clear and graphic illustration of key building and site requirements
- Create “place” by coordinating design on private lots with design of the public realm



Marketing Shoreline
Town Center as an
investment opportunity
for new development
and businesses



The City of Shoreline's TOWN CENTER

Shoreline's Town Center offers investors a uniquely predictable and cost-effective development opportunity by combining strong traffic and demographics with proactive government support.

- The City completed an E.I.S. that allows projects within the Town Center's broad-minded scope to go directly from pre-app to building permit without SEPA.
- Design review and parking reductions are administratively reviewed, and form-based code allows for unlimited densities, 70' heights, a broad range of uses and no requirement to mix uses within a project.
- Town Center enjoys a rebuilt Aurora Avenue (without debt), a LEED-Gold City Hall, the new Shorewood High School, the Interurban Trail and a half-mile city park. Fred Meyer, Sky Nursery, Dunn Lumber, Top Foods, Bartells, Walgreens, and Starbucks are already located in Town Center.
- Shoreline is strategically located 15 minutes from downtown Seattle and within 30 minutes of most major employers in the Puget Sound region. King County's RapidRide is coming to Town Center in 2013 followed by two light rail stations a decade later.

Shoreline's Mayor Keith McGlashan offers the invitation, "On behalf of the Council, we're looking forward to working with property owners and investors to create an attractive, compact, and walkable Town Center with robust economic vitality, environmental sustainability, and housing choices."

For information regarding development regulations, contact Paul Cohen at pcohen@shorelinewa.gov or (206) 801-2551. For economic development opportunities, contact Dan Eernisse at deernisse@shorelinewa.gov or (206) 801-2218.



Thank you!



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Article at: <http://www.mrsc.org/focus/pladvisor/pla0212.aspx>