

INTRODUCTION

Welcome to the City of Shoreline's Comprehensive Plan. This 20-year plan articulates the community's vision and reflects community values. The goals and policies included in this Plan provide a basis for the City's regulations and guide future decision-making. It also addresses anticipated population and employment growth, and how facilities and services will be maintained or improved to accommodate expected growth.

The City adopted its first Comprehensive Plan in 1998 in response to the requirements of the Growth Management Act (GMA) (RCW 36.70A). This update builds off of the 2005 Comprehensive Plan update, and responds to the GMA requirement for periodic review. It also conforms to Countywide Planning Policies, and is based on Framework Goals created through a 2009 community visioning exercise, called Vision 2029.

Structure of the Comprehensive Plan

The Shoreline Comprehensive Plan is composed of the following sections: Introduction, Goals and Policies, Supporting Analysis, Appendices, and Glossary.

Section I - Introduction. This section includes a description of the comprehensive planning process; the City's Vision 2029 and framework goals; and a community profile, including a brief history of Shoreline.

Section II - Comprehensive Plan Elements - Goals & Policies. This section includes goals and policies organized by the following elements: Land Use; Community Design; Housing; Transportation; Economic Development; Natural Environment; Parks, Recreation & Open Space; Capital Facilities; and Utilities. The goals and policies of the Land Use Element together with the Comprehensive Plan Map (see Figure LU-1) represent the basis for assumptions in all other elements of the Plan.

Section III – Comprehensive Plan Elements- Supporting Analysis. This section provides the foundation for the goals and policies, and includes inventories of background data, needs assessments or analyses, and identification of issues.

Section IV – Appendices- Shoreline Master Program Element and Subarea Plans. Appendix A includes a description and link to the Shoreline Master Program, which contains goals, policies, regulations, analysis, and maps for the city's Puget Sound coastline. Appendix B includes the subarea plans for Aldercrest, North City, Point Wells, Southeast Neighborhoods, and Town Center.

What is a Comprehensive Plan?

A comprehensive plan indicates how a community envisions its future, and sets forth strategies for achieving the desired vision. A plan has three characteristics. First, it is comprehensive: the plan encompasses all the geographic and functional elements that have a bearing on the community's physical development. Second, it is general: the plan summarizes the major policies and proposals of the City, but does not usually indicate specific locations or establish detailed regulations. Third, it is long range: the plan looks beyond the current pressing issues confronting the community to identify long-term goals and policy direction for achieving them.

Relationship to the Growth Management Act

The State of Washington adopted the Growth Management Act (GMA) in 1990. This legislation requires comprehensive plans to include specific elements; obligates cities to adopt implementing regulations, and counties to develop

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Countywide Planning Policies (CPPs) to address issues of a regional nature; and establishes protocols and deadlines for these tasks.

The GMA sets out fourteen statutory goals that guide the development of comprehensive plans. For a plan to be valid, it must be consistent with these goals and the specific requirements of the Act. Consistency, in this context, means that a plan must not conflict with the state statutory goals, CPPs, or plans of adjacent jurisdictions.

The fourteen statutory goals identified in the state legislation are summarized as follows:

- Guide urban growth to areas where urban services can be adequately provided;
- Reduce urban sprawl;
- Encourage efficient multi-modal transportation systems;
- Encourage the availability of affordable housing to all economic segments of the population;
- Encourage economic development throughout the state;
- Assure private property is not taken for public use without just compensation;
- Encourage predictable and timely permit processing;
- Maintain and enhance natural resource-based industries;
- Encourage retention of open space and development of recreational opportunities;
- Protect the environment and enhance the state's quality of life;
- Encourage the participation of citizens in the planning process;
- Ensure adequate public facilities and services necessary to support development;
- Identify and preserve lands and sites of historic and archaeological significance; and
- Manage shorelines of statewide significance.

Relationship to the Countywide Planning Policies and Vision 2040

As part of the comprehensive planning process, King County and its cities have developed Countywide Planning Policies. These policies were designed to help the 39 cities and the County address growth management in a coordinated manner. The policies were adopted by the King County Council, and subsequently ratified by cities, including the City of Shoreline.

Taken together, the CPPs try to balance issues related to growth, economics, land use, and the environment; specific objectives include:

- Implementation of Urban Growth Areas;
- Promotion of contiguous and orderly development;
- Siting of public capital facilities;
- Establishing transportation facilities and strategies;
- Creating affordable housing plans and criteria; and
- Ensuring favorable employment and economic conditions in the county.

In addition, Shoreline's Plan is guided by the multi-county policies of Vision 2040, the regional plan developed by the Puget Sound Regional Council. Vision 2040 is an integrated, long-range vision for maintaining a healthy region – promoting the well-being of people and communities, economic vitality, and a healthy environment. It contains an environmental framework, a numeric regional growth strategy, policy sections guided by overarching goals, implementation actions, and measures to monitor progress.

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Vision 2029

In fall 2008, the City began working with the community to create a vision for the next 20 years to help maintain Shoreline's quality of life. More than 200 people took part in these discussions through a series of "Community Conversations" hosted by various neighborhood associations and community groups, and Town Hall meetings hosted by the City Council, which together generated over 2,500 individual comments. The Planning Commission listened to the comments and created a draft Vision Statement and 18 Framework Goals, which were adopted by Council in May 2009, and are included below.

Imagine for a moment that it is the year 2029 and you are in the City of Shoreline. This vision statement describes what you will see.

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; the value placed on arts, culture, and history; 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: 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 making sure its children can enjoy the wonder of nature in their own neighborhoods.

Vegetated roof consists of lightweight soil and plants adapted to Washington's wet winters and dry summers. They reduce or eliminate runoff from roofs, filter pollutants, and provide habitat and food for insects and birds. Benefits to the building include increased insulation on the roof, regulation of building and roof temperatures, and potentially longer lifespan than traditional roofs.

Rain gardens and bioswales are landscaped depressions that are designed to capture and filter stormwater from sidewalks, driveways, and other hard surfaces. By collecting water and allowing it to slowly soak into the ground, they reduce the potential for erosion and minimize the amount of pollutants flowing into storm drains, and eventually into lakes, rivers, streams, and the Puget Sound.

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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 the neighborhood or the 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.

Neighborhood Centers

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 neighborhoods, bringing a car-free lifestyle within reach for many.

The Signature Boulevard

Aurora Avenue N is Shoreline's grand boulevard. It is a thriving corridor, with a variety of shops, businesses, eateries and entertainment, and includes clusters of some mid-rise buildings, well-designed and planned to transition to adjacent residential neighborhoods gracefully. Shoreline is recognized as a business-friendly city. Most services are available within the city, and there are many small businesses along Aurora, as well as larger employers that attract workers from throughout the region. Many Shoreline residents are able to find living-wage jobs within the city.

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 complement the character of adjacent residential neighborhoods.

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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 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 N 170th and N 188th Streets. 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.

A Healthy Community

Shoreline residents and City government 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.

Shoreline is a safe and progressive place to live. It is known region-wide for the effectiveness of its police force, and for programs that encourage troubled people to pursue positive activities and provide alternative treatment for non-violent and non-habitual offenders.

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 staff strive for efficiency, transparency, and consistency to ensure effective and responsive governance.

Shoreline continues to be known for its outstanding schools, parks, and youth services. While children are the bridge to the future, seniors are a bridge to its shared history, and redevelopment has been designed to preserve our historic sites and character. As the population ages and changes over time, the City continues to expand and improve senior services, housing choices, community gardens, and other amenities that make Shoreline such a desirable place to live.

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.

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Framework Goals

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, Framework Goals must be viewed as a whole, without one being pursued to the exclusion of others.

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

- FG1:** Continue to support exceptional schools and opportunities for lifelong learning.
- FG2:** 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.
- FG3:** Support the provision of human services to meet community needs.
- FG4:** Provide a variety of gathering places, parks, and recreational opportunities for all ages and expand them to be consistent with population changes.
- FG5:** Encourage an emphasis on arts, culture, and history throughout the community.
- FG6:** Make decisions that value Shoreline's social, economic, and cultural diversity.
- FG7:** Conserve and protect our environment and natural resources, and encourage restoration, environmental education, and stewardship.
- FG8:** Apply innovative and environmentally sensitive development practices.
- FG9:** Promote quality building, functionality, and walkability through good design and development that is compatible with the surrounding area.
- FG10:** Respect neighborhood character and engage the community in decisions that affect them.
- FG11:** Make timely and transparent decisions that respect community input.
- FG12:** Support diverse and affordable housing choices that provide for Shoreline's population growth, including options accessible for older adults and people with disabilities.
- FG13:** Encourage a variety of transportation options that provide better connectivity within Shoreline and throughout the region.
- FG14:** Designate specific areas for high-density development, especially along major transportation corridors.
- FG15:** Create a business-friendly environment that supports small and local businesses, attracts large businesses to serve the community, expands our jobs and tax base, and encourages innovation and creative partnerships.
- FG16:** Encourage local neighborhood retail and services distributed throughout the city.
- FG17:** Strengthen partnerships with schools, non-governmental organizations, volunteers, public agencies, and the business community.
- FG18:** Encourage Master Planning at Fircrest School that protects residents and encourages energy and design innovation for sustainable future development.

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Citizen Participation

This portion added by Ordinance No. 730, Adopted by Council on December 14, 2015.

RCW 36.70A.140 of the Washington Growth Management Act requires that each city “establish and broadly disseminate to the public a public participation program...for early and continuous public participation in the development” of the city’s Comprehensive Plan. Consistent with the recommendations of the GMA which emphasize the involvement of the broadest cross-section of the community, including the involvement of groups not previously involved, the City of Shoreline adopts the following program for citizen participation for future Comprehensive Plan Major Updates and other City initiated projects:

1. Visioning Process – This process provides Shoreline citizens an opportunity to establish a framework and context upon which the Comprehensive Plan major update will be based. Planning Commission meetings will provide the forum for the initial community visioning process. A draft “Vision” will be tested for consistency during the development of the Plan as the community identifies priorities and implementation strategies and updated accordingly. The ultimate “Vision” will be established at the conclusion of the planning process by the City Council as a result of community participation.
2. Planning Commission. The Planning Commission will play a key role in establishing the City’s dialogue with community members, hosting meetings and workshops during the development of the Comprehensive plan and other city-initiated projects such as subarea plans, master plans, and development agreements. The Planning Commission will evaluate information provided by the community and develop recommendations for submission to the City Council.
3. Citizen Survey – The City will use the Citizen Satisfaction survey, if available, to inform future Comprehensive Plan amendments.
4. Public Meetings. Public meetings will be hosted by the Planning Commission on draft Comprehensive Plan amendments and other city-initiated projects. This ensures that the City will meet the requirement for “early and continuous” public participation in the comprehensive planning process.
5. Public Hearing. At least one public hearing will be held before the Planning Commission to discuss proposed plan amendments.
6. Public Notice. The City will provide notice of all meetings and hearings pursuant to the requirements of RCW 36.70A.020 and .035.
7. Written Comment. The public will be invited to submit written comments. Comments will be specifically solicited from residents, special interest organizations and business interests. Comments may be in the form of letters, emails and other correspondence to the City regarding the Plan or comments received electronically on the City’s website. All comments will be logged-in according to specific area of the Plan.
8. Communications Programs & Informational Services – As staff and budgetary resources allow, the activities will be undertaken to ensure broad-based citizen participation:

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- a. Comprehensive Plan and city-initiated projects news in Citywide Newsletter (Currents) – updating the community on planned meetings, workshops or other significant events. Articles on topics related to the plan and a request for feedback from the community on topics related to the Plan or projects. The newsletter article will be disseminated via the City’s website, emailed to a mailing list and/or provided in paper copy as appropriate.
- b. Interest Groups – Contact local interest groups (i.e. Chamber of Commerce, home builders, environmental, neighborhoods, etc.) and arrange to meet and discuss relevant Comprehensive Plan, Development Code amendments and other city project issues.
- c. Community Workshops – Conduct community workshops hosted by the Planning Commission to encourage neighborhood participation in the development of the Comprehensive Plan or subarea related plans. These meetings may be held at city hall, neighborhood schools, churches or other community facilities.
- d. Press Release & Public Service Announcements – Work with the local newspapers, blogs, and social media to advertise and promote significant events related to city issues including the Comprehensive Plan, Development Code amendments and other city issues.
- e. Develop a database of interested citizens and provide regular correspondence concerning the status of amendments.
- f. Identify key resource personnel representing agencies and groups whose plans will be integrated into the Comprehensive Plan, including but not limited to fire districts, utilities, libraries and school district.
- g. Maintain a log of all public participation meetings, events and actions that the City engages in to provide documentation on the City’s effort to meet the requirements of the GMA.

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GOALS

Goal CP I: To maintain and improve the quality of life in the community by offering a variety of opportunities for public involvement in community planning decisions.

POLICIES

- CP1:** Encourage and facilitate public participation in appropriate planning processes, and make those processes user-friendly.
- CP2:** Consider the interests of the entire community, and the goals and policies of this Plan before making planning decisions. Proponents of change in planning guidelines should demonstrate that the proposed change responds to the interests and changing needs of the entire city, balanced with the interests of the neighborhoods most directly impacted by the project.
- CP3:** Ensure that the process that identifies new, or expands existing, planning goals and policies considers the effects of potential changes on the community, and results in decisions that are consistent with other policies in the Comprehensive Plan.
- CP4:** Consider community interests and needs when developing modifications to zoning or development regulations.
- CP5:** Encourage and emphasize open communication between developers and neighbors about compatibility issues.
- CP6:** Utilize a variety of approaches, encouraging a broad spectrum of public viewpoints, wherever reasonable, to oversee major revisions to the general elements and subareas of the Comprehensive Plan.
- CP7:** Educate residents about various planning and development processes, how they interrelate, and when community input will be most influential and effective.
- CP8:** Consider the interests of present and future residents over the length of the planning period when developing new goals, policies, and implementing regulations.

Community Profile

The City of Shoreline is located in the northwestern corner of King County along the shores of Puget Sound. Shoreline is generally bounded by the City of Lake Forest Park to the east, the City of Seattle to the south, Puget Sound to the west, and Snohomish County to the north (specifically, the Cities of Mountlake Terrace and Edmonds, the Town of Woodway, and the unincorporated area of Point Wells).

Shoreline Yesterday

Initially, Native American peoples populated the Shoreline area. In the 1880s, railroad fever gripped the Northwest, spurring growth of the Euro-American population. Small sawmill operations located at many of the lakes and small farms dotted the logged-off land.

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During the early twentieth century, Shoreline attracted development because of its rural, yet accessible location. While large tracts of land in Shoreline were divided into smaller lots in the 1910s in anticipation of future development, houses tended to be scattered, rather than concentrated in specific subdivisions.

By the late 1930s, commercial development began to concentrate along Aurora Avenue N. Commercial uses, in conjunction with the road's function as part of the growing region's primary north-south travel route (US Highway 99), led to greatly increased traffic.

With the end of World War II came a tremendous demand for family housing. The late 1940s saw large housing developments such as Ridgcrest (NE 165th Street to NE 155th Street, 5th Avenue NE to 10th Avenue NE) spring up seemingly overnight. Schools ran on double shifts as families with young children moved into new homes. Business leaders and residents began to see Shoreline as a unified region.

The Shoreline area grew rapidly through the 1950s and 1960s. Population stabilized in the 1970s, and actually slightly decreased between 1970 and 1980. Since 1980, the Shoreline area grew at a rate of about 120 households per year. Currently, the city has an estimated population of 53,270 (2012, Washington State Office of Financial Management [OFM]).

In January 1992, a citizen effort called "Vision Shoreline" organized to promote incorporation of Shoreline as a City. In September 1994, the incorporation of Shoreline was approved by an overwhelming majority of voters. Following the election, a "Transition Team" was formed to organize the incorporation effort. This effort was successful and Shoreline officially incorporated on August 31, 1995.

Shoreline Today

Over the years, Shoreline has become a community distinguished by strong neighborhoods with excellent schools and parks. The city encompasses approximately 12 square miles, and is organized into 14 neighborhoods. It has been substantially developed, with only a little over 1% of its total area remaining vacant, although many of the commercial areas could be redeveloped with more intense uses.



Figure I-1 Vicinity Map

Shoreline is primarily residential in character, and over 55% of the land use is single-family homes. Commercial development stretches along Aurora Avenue N, with other neighborhood centers located at intersections of primary arterials, such as N 175th Street at 15th Avenue NE and N 185th Street at 8th Avenue NW. There is limited industrial development, but a substantial number of institutional, public or tax exempt uses, including cemeteries, schools, public services, and churches. Significant lands are devoted to open space.

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Population

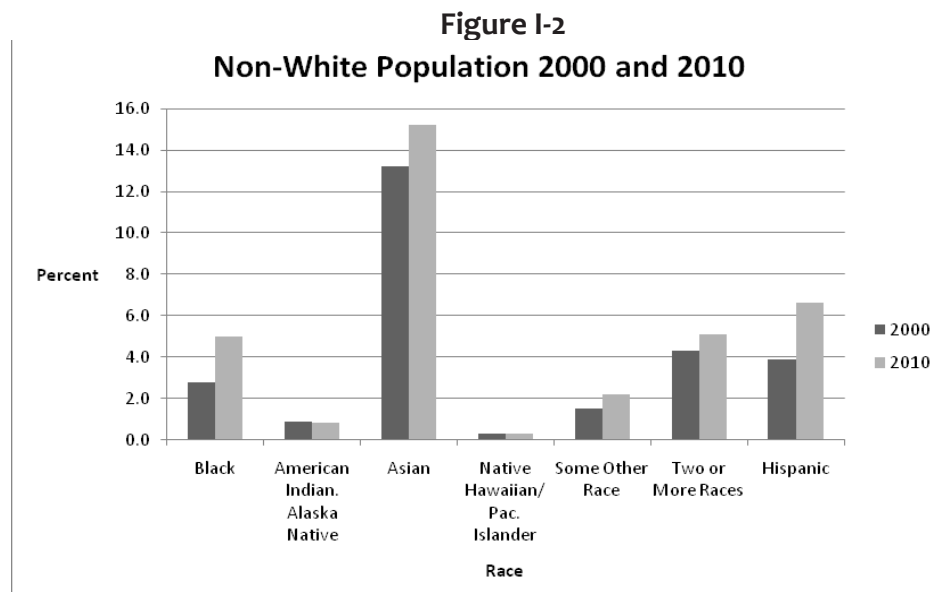
The total population of Shoreline did not increase substantially over the last decade. The city's 2012 population is estimated by the Washington State OFM at 53,270, an increase of only 245 from 2010 Census.

While the population of Shoreline did not change in the last census, the demographics have. The two trends driving change are the greater diversity and aging of Shoreline's population. The white population of Shoreline declined by 8% to 37,849. The largest minority population is Asian-American, composed of several subgroups, which collectively make up 15% of the population. The African-American population, comprising 2,652 people, had the largest percentage increase, at 45%, followed by people of two or more races, at 15%. Hispanics may be of any race, and this demographic increased 41% to 3,493.

Additionally, foreign born residents of Shoreline increased from 17% of the population measured by Census 2000 to an estimated 19% by 2010, as measured by the American Community Survey.

The median age of community residents increased from 39 in 2000 to 42 in 2010. "Baby Boomers", those born between 1946 and 1964, comprise approximately 30% of the population. Shoreline has the second largest percent of people 65 and older among King County cities, at 15%. Among older adults, the fastest growing segment is people 85 and older, up 1/3 from 2000.

Families (two or more people related by birth, marriage, or adoption) declined from 65% to 61% of all households in Shoreline. Non-family households increased from 35% to 39% of households (2000, 2010 Census). The number of people living in group quarters, such as nursing homes, adult family homes, and Fircrest increased by 9% between 2000 and 2010 (2010 Census).



Source: 2000 Census, 2010 Census

Housing

An estimated 73% of the dwelling units in Shoreline are single-family homes; 27% are multi-family units (2008-2010 American Community Survey, 3 Year Estimates).

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The total number of housing units is 22,787, an increase of 7% between 2000 and 2010. Between 2000 and 2010, the percent of owner-occupied housing decreased from 66% to 62% of all units, and the percent of renter occupied housing increased to 34% of all units. Due to the effects of the Great Recession, the percent of vacant units almost doubled from 2.9% in 2000 to 5.4% in 2010 (2010 Census).

The median value of owner-occupied housing in Shoreline was \$205,300 in 1999, when the economic data was collected for Census 2000. At the time of this update, the most current estimate of the median value of owner-occupied housing was estimated at \$372,200 (2008-2010 American Community Survey). The estimated median monthly rent for this same period was \$982.

Employment

In 2012, approximately 16,409 jobs existed in the City of Shoreline. Of these jobs, approximately 46% were service related; 17% were government; 16% were retail; 13% were education; 3% were construction; 3% were finance, insurance, and real estate; 1% was wholesale trade, transportation, and utilities; and 1% was manufacturing (PSRC Covered Employment Database).

Most of these jobs were located along Aurora Avenue N; however, other employment clusters include the Shoreline Community College, and neighborhood business centers in North City, Richmond Beach Shopping Center, 5th Avenue NE and NE 165th Street, and 15th Avenue NE and NE 145th Street. Less obvious places of employment include home occupations (people working out of their homes).

According to regional growth forecasts, the number of jobs in the city is expected to grow at a rate approximately parallel with the projected population growth rate. The City, in coordination with King County, adopted an employment growth target of 5,000 additional jobs by 2031.

Several factors constrain substantial commercial development (and resultant job growth) in Shoreline, including the limited number of large tracts of developable land available for commercial or industrial uses.

Major employers within the community include:

• CRISTA Ministries	• Costco	• Fred Meyers
• Goldie's Casino	• Home Depot	• Northwest Security
• City of Shoreline	• Shoreline School District	• Shoreline Community College
• State Department of Transportation	• Fircrest Residential Habilitation Center	

Neighborhoods

Upon incorporation, the City supported the concept of neighborhood organizations. Fourteen neighborhood organizations have been organized and recognized. The following is a short description of each neighborhood; a map that displays boundaries is included as Figure I-4.

Ballinger. The Ballinger neighborhood, in the Northeast portion of the city, is bordered by Mountlake Terrace, Lake Forest Park, and the North City neighborhood. It is an area of single-family homes, apartments, and condominiums. It is

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served by the commercial area bordering both sides of Ballinger Way NE, and home to a variety of retail stores, banks, and other service and commercial uses.

Briarcrest. The area commonly referred to as Briarcrest was annexed into the city in February 1997. This area is east of the Ridgecrest neighborhood, and extends to the eastern city limits, adjacent to Lake Forest Park.

Echo Lake. Echo Lake is the central natural landmark of this neighborhood, located on the northern edge of the city and bounded by Aurora Avenue N, NE 185th Street, and I-5.

Highland Terrace. This neighborhood is located generally northeast of the Highlands neighborhood, includes a narrow land area extending west to Innis Arden, and features Shoreline Community College along the northwestern boundary. It is also bounded by the Seattle Golf Club, Westminster Way N, Aurora Avenue N, and NE 165th Street.

Hillwood. The Hillwood community is located along the northern edge of the city at NW 205th Street, and bounded by Aurora Avenue N to the east, 8th Avenue NW to the west, and N 185th Street to the south.

Innis Arden. This neighborhood was developed in the 1940s, and the neighborhood organization has been in existence since that time. Bordered in part by Shoreview Park, it is located on the western edge of the city, along Puget Sound.

Meridian Park. Meridian Park contains portions of the historic Ronald community dating back to the early 1900s. It is located at the core of Shoreline and is bordered by NE 185th Street, I-5, N 160th Street and Aurora Avenue N. The Town Center subarea is located primarily within this neighborhood.

North City. Founded around the late 1930s and early 1940s, this neighborhood is south of the Ballinger neighborhood, and bounded by I-5, NE 175th Street, and the eastern edge of the city.

Parkwood. Parkwood is located along the southern edge of the city, between Aurora Avenue N and I-5. This neighborhood dates back to the early part of the century.

Richmond Beach. This area was settled in the late 1800s, and is located in the northwest corner of the city, along Puget Sound.

Richmond Highlands. The Richmond Highlands neighborhood was first settled around the turn of the century, and is bordered by N 185th Street, Aurora Avenue N, N 165th Street, and the Innis Arden neighborhood.

Ridgecrest. Ridgecrest started developing around the end of World War II, and is located in the southeastern corner of the city. It is roughly bordered by I-5, NE 15th Street, NE 175th Street, and NE 145th Street.

The Highlands. Designed by the Olmstead Brothers, this neighborhood dates back to 1910. It is located overlooking Puget Sound on the western edge of the city.

Westminster Triangle. This area is located at the southern gateway to the city along N 145th Street, between Westminster Way N and Aurora Avenue N.

Mixed Use and Commercial Areas

The Aurora corridor is a major north-south state route (Highway 99) that runs through Shoreline. It is one of three

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north-south state routes in the region, and is also the primary non-freeway transportation corridor in the city.

The Aurora corridor has been primarily a commercial strip for 30 years, containing a wide variety of retail and service uses serving local and regional markets. Office and limited residential uses, such as apartments, condos, manufactured homes, and small pockets of single-family homes are scattered along the corridor.

A number of institutional, public, and government uses are located adjacent to the Aurora corridor. These uses include Shorewood High School, Shoreline Community College, CRISTA Schools, Shoreline Fire Station and City Hall, Shoreline Historical Museum, Washington State Department of Transportation, and King County Metro's Aurora Village Transit Center and Shoreline park and ride lot. Many of these institutions have undergone master planning efforts or reconstructed buildings since the 2005 Comprehensive Plan update. Notably, Shorewood High School's new building was built to the *Washington Sustainable Schools Protocol* standard, and City Hall achieved the *Leadership in Energy and Environmental Design (LEED)* Gold standard.

Leadership in Energy and Environmental Design (LEED) consists of a suite of rating systems developed by the United States Green Building Council (USGBC) for the design, construction and operation of high-performance green buildings, homes and neighborhoods.

Washington Sustainable Schools Protocol (WSSP) is a tool that allows designers to plan a high-performance school, while considering the regional, district, and site-specific possibilities and constraints for each project. All K-12 schools that receive funding from the Office of the Superintendent of Public Instruction must be built either to the WSSP or LEED Silver standard.

Since Shoreline incorporated in 1995, improving the Aurora corridor has been a community goal. Following an initial study by the City, the project was divided into phases, all of which had the goal to improve:

- safety and access for vehicles (including non-motorized forms of transportation) and pedestrians (including those with disabilities);
- vehicular capacity;
- traffic flow;
- transit speed and reliability;
- nighttime visibility and safety;
- stormwater quality and management;
- economic investment potential; and
- streetscape amenities.

These goals were realized through the creation of wider sidewalks that were separated from the roadway by landscaping, free right-turn lanes at major intersections, landscaped center medians with left- and U-turn pockets, traffic- and pedestrian-level lighting, natural stormwater treatments, Business Access and Transit (BAT) lanes, and underground utilities.

With each mile of the project, additional environmentally friendly innovations were added, including *permeable pavers*, *Silva cells*, *bio-retention boxes*, *green walls*, *a demonstration garden*, and educational signage.

INTRODUCTION

Permeable pavers allow stormwater to filter through the medium around each paver and down to a system of modular blocks.

Silva cells are modular blocks that hold lightly compacted soils which promote healthy root and tree growth while bearing loads for above-ground streetscapes.

Bio-retention boxes are landscaped concrete containers that allow stormwater to flow through special filter media, which captures and immobilizes pollutants. Green walls are designed to incorporate living elements, such as climbing plants, into necessary retaining walls to improve the appearance of the structures.

Demonstration gardens incorporate rain gardens, planting beds, and benches.

Other mixed-use and commercial areas of the city include portions of North City, Ridgecrest, Briarcrest, Richmond Beach, and Ballinger. The City's Economic Development Strategy promotes reinvigorating these districts to increase availability of employment opportunities, goods and services, gathering spaces, and tax revenues.

Community Institutions

Located on an 86-acre site on 15th Avenue NE and NE 155th Street, the Fircrest Campus is Shoreline's largest public institution. While the entire parcel is under State ownership, it is managed by different departments, with 36-acres under the auspices of the Department of Social and Health Services, and 50 acres stewarded by the Department of Natural Resources.

Presently, Fircrest School, located on the campus, is home to citizens with developmental disabilities, and is run by the Department of Social and Health Services (DSHS). Other separate campus uses include the Washington State Department of Health laboratories, Food Lifeline (a food bank), and several other social service agencies.

The city also has a significant number of private institutions, including the Northwest School for Hearing Impaired Children, Shoreline Center, CRISTA Ministries, several private elementary and secondary schools, churches and other religious facilities, group homes, and cemeteries.

Potential Future Service Annexation Area – Point Wells

Point Wells is an unincorporated portion of Snohomish County, bound on the west by Puget Sound, on the north and east by the Town of Woodway, and on the south by the City of Shoreline. Approximately 61 acres of this unincorporated area is owned by BSRE Point Wells, LP and has been an industrial use for over fifty years. The BSRE property currently serves as an asphalt plant. The only vehicular access to Point Wells area is through the Richmond Beach neighborhood in Shoreline.

In mid-2007, the owner of the property announced an intention to redevelop the site. The proposal required a change to the Snohomish County Comprehensive Plan designation for the 61 acres from Urban Industrial to "Urban Center" and a zoning change from Heavy Industrial to Planned Community Business, and then to "Point Wells Urban Center." The Snohomish County Council approved the requested changes to its Comprehensive Plan and zoning to accommodate BSRE's development aspirations. These actions resulted in appeals to the State Growth Management Hearings Board by the City of Shoreline, the Town of Woodway, and the citizens group Save Richmond Beach.

INTRODUCTION

A hearing before the Board was held on March 2, 2011. On March 4, 2011, BSRE submitted a project application to Snohomish County for a mixed-use community in accordance with the Snohomish County Urban Center Code. The application was accepted by Snohomish County planning officials as being a “complete” application. It is expected that an EIS will be required and further analysis completed in order to define the impacts and mitigation requirements. For more information on Point Wells, visit the City’s web page at <http://shorelinewa.gov/pointwells>.

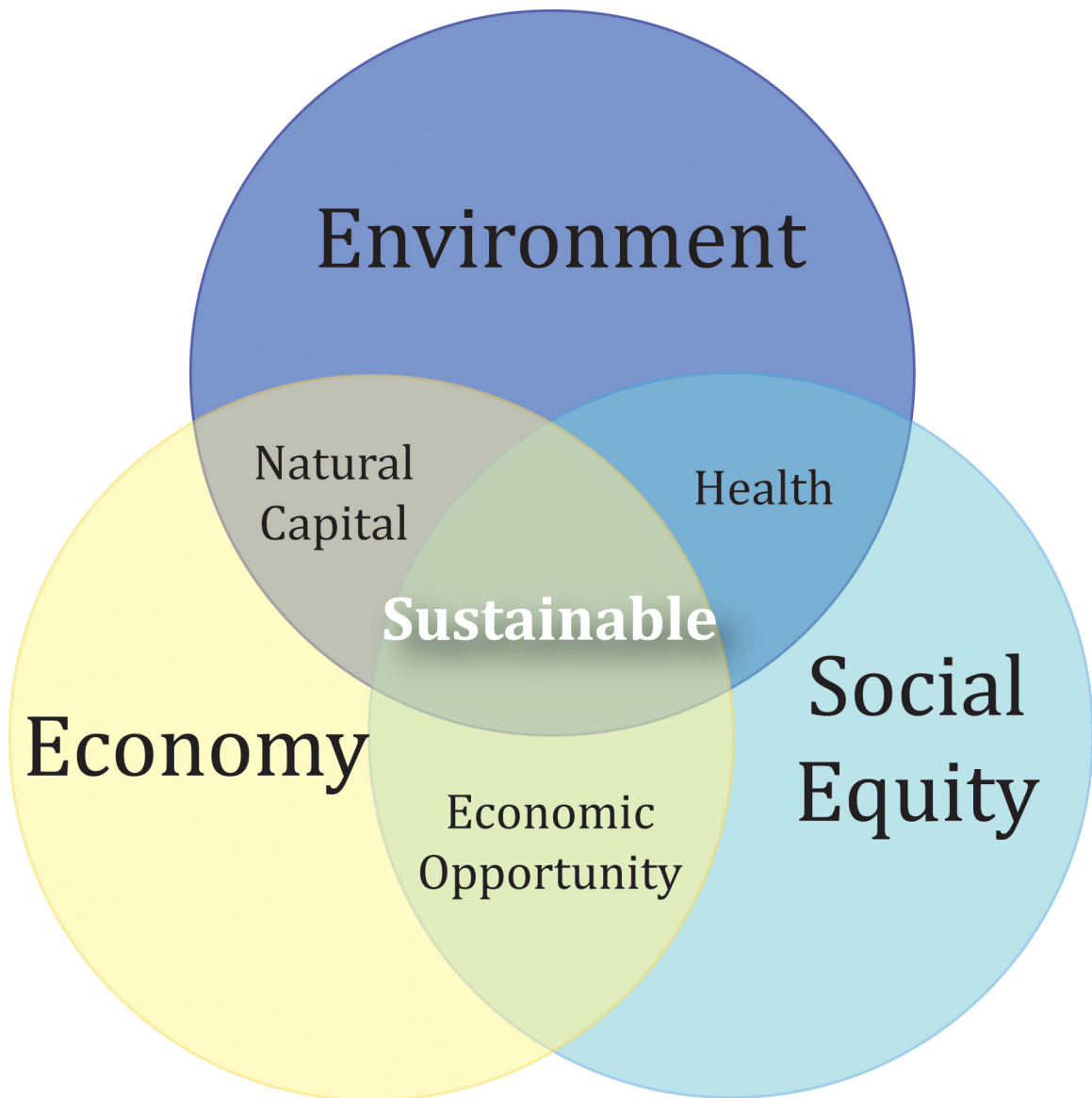
Summary

A comprehensive plan update has many functions. It is an opportunity to correct issues that have created administrative hurdles, provide direction for regulatory changes that will be necessary in the foreseeable future, portray a snapshot of circumstances relevant to a specific place and time, and work with the community to refine the vision and articulate how to get there.

The City of Shoreline is at an interesting point in its evolution. At 17 years old, it is still developing its own identity, but seems to be shifting from its history as a first-tier suburban fringe to a more urban and self-sustaining environment.

It is also shifting from a focus on environmental sustainability to a “Triple-Bottom-Line” approach that integrates economic development and social equity. This interconnectedness is also reflected in the Environmental Sustainability, Comprehensive Housing, Economic Development, and Healthy City Strategies, as well as Council Goals for 2012-2014.

Figure I-3



The 2012 Comprehensive Plan update marks a crossroads for the city where leaders and community members may choose to embrace transit, walkability, connectivity, mixed uses, housing affordability, reduced carbon emissions, local and regional environmental health, revenues that support services, and a myriad of other innovative possibilities.