



Aurora Square Phase Zero Renewal

"Imagine an open, green plaza in the center of Shoreline, filled with sunbathing and studying students, young families watching their children run and play, an elderly couple enjoying a Central Market picnic, dogs wagging their tails, actors practicing their lines, and the sound of college-age buskers singing with an occasional clink as coins fall into a hat."

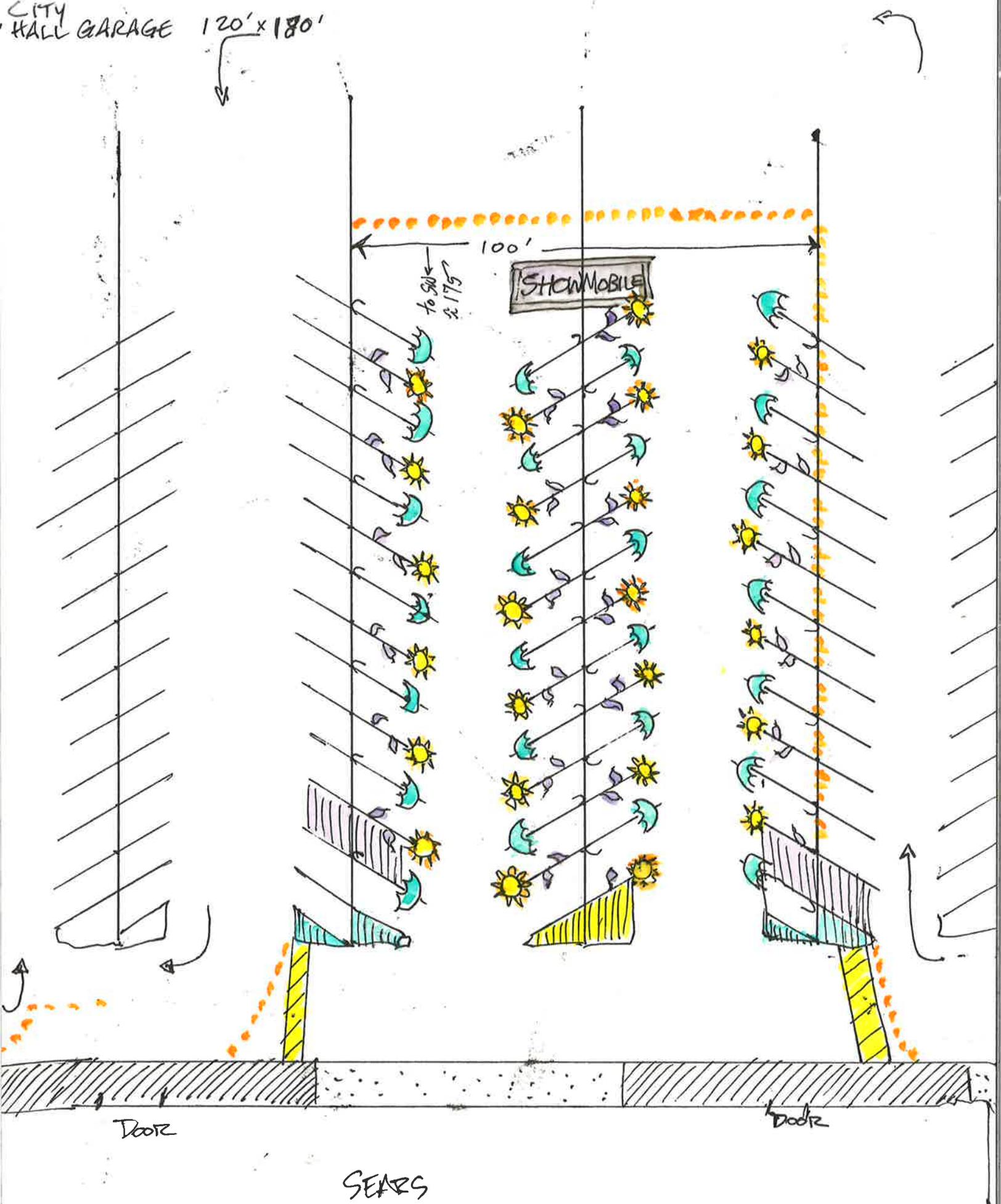
This opening sentence of the Aurora Square Renewal Plan, adopted by Council in 2013, launched the City's continuing efforts to renew this sleeping giant of a shopping center and to realize a wonderful vision for the center. While the work to date has largely been behind the scenes, renewal will start to be very tangible this summer.

Guided by the "Friends of Aurora Square" task force, the City is planning to utilize creativity, programming, and tactical urbanist strategies to launch "Phase Zero Renewal." This summer's goal is to create a pop-up venue full of events and people. Using paint, signs, storage containers, canopies, and barricades, Phase Zero will be able to quickly transform a generic parking lot into a safe place for events and families.

The venue is designed to revitalize interest in Aurora Square and gauge community interest in various ways of utilizing the space. The most frequent event will be the Shoreline Farmers Market, which will use the space each Saturday beginning June 20th.

SHOW MOBILE 34' x 13' x 8' Closed

CITY HALL GARAGE 120' x 180'





Aurora Square Revitalization

A Tactical Partnering Approach

PROPOSAL



Lindsey Pflugrath

Heidi Oien

Valerie Neng

Bill Leedom

Patrick Green

Dan Bertolet

Aurora Square Revitalization

A Tactical Partnering Approach

ULI Center for Sustainable Leadership - 5/29/14

PROPOSAL



Urban Land Institute Center for Sustainable Leadership

- 25 Individuals with expertise in built environment
- One year course
- Engage with industry experts, local executives, and national thought leaders on the Puget Sound region's pressing issues

PROPOSAL

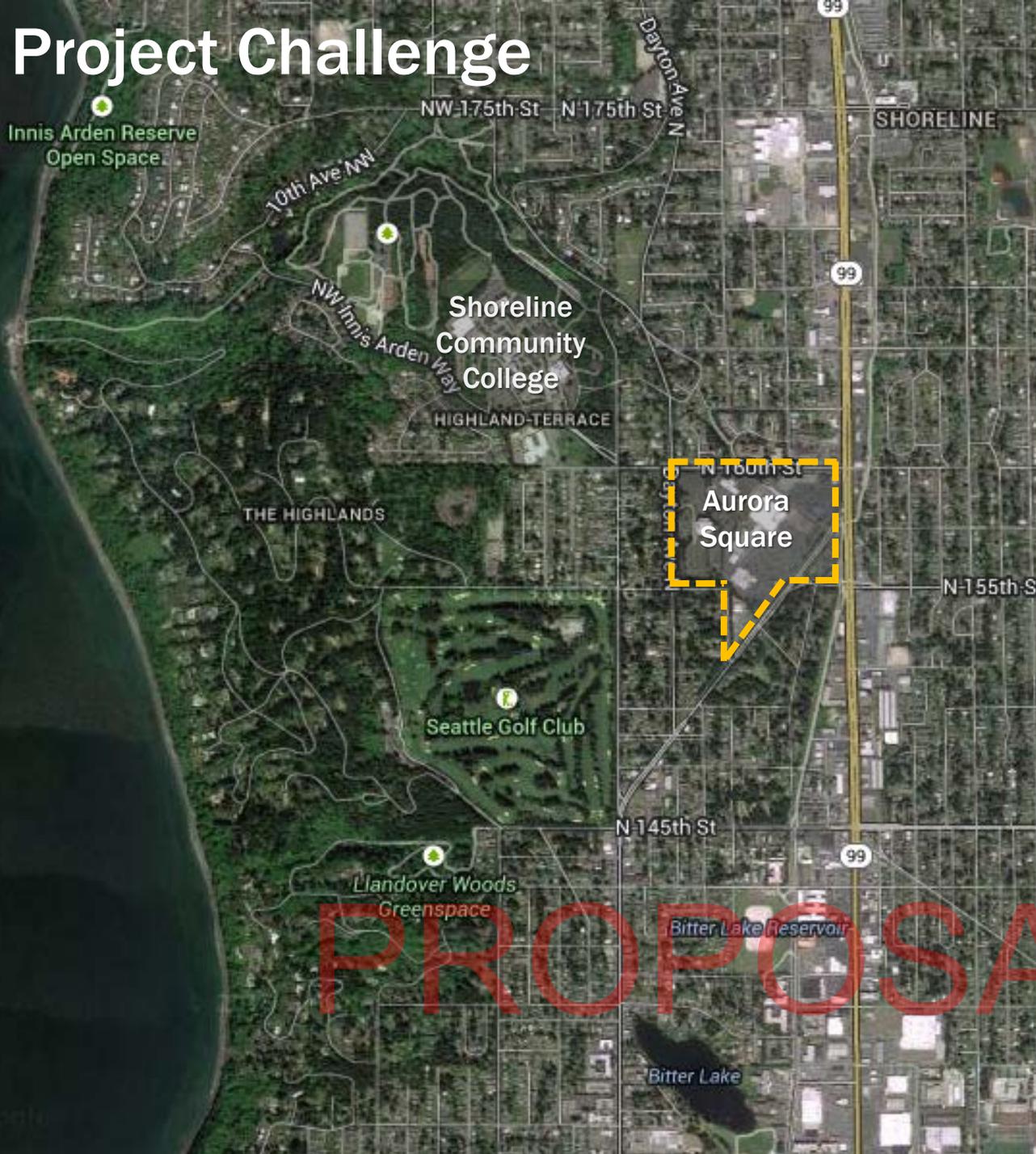


Curriculum:

- Natural Assets / Bio-Region
- Health and the Built Environment
- Suburban Community Development
- Capital Markets
- Tactical Urbanism
- Micro-Communities
- Transit Communities

PROPOSAL

Project Challenge



Our Group Assignment:

Shopping center in decline from absence of cohesive planning and investment, and City now acting as the master planning agent.

Aid the City of Shoreline's master planning to provide a dynamic and flexible framework for guiding public-private partnership projects.

Site has high potential for redevelopment due to demographics and location.

This team will advise the City of Shoreline on strategies to harness and capture potential and turn it into a thriving urban center.

PROPOSAL

Redevelopment Context



Challenges:

- Multiple private landowners
- Undemonstrated revenue potential
- Outdated suburban retail model
- Poor tenant mix
- Disconnection from Highway 99
- Topography

Opportunities:

- Large demographic catchment area
- Proximity to Shoreline Community College
- Bus rapid transit service to Seattle and Everett

1967 Context



Current Context



WSDOT

Central Market

Sears

Functioning Strip Mall

Vacant + Park

Interurban Trail

BRT

PROPOSAL

Current Context



PROPOSAL

Vacant strip buildings
and parking lots.
Park and overpass.

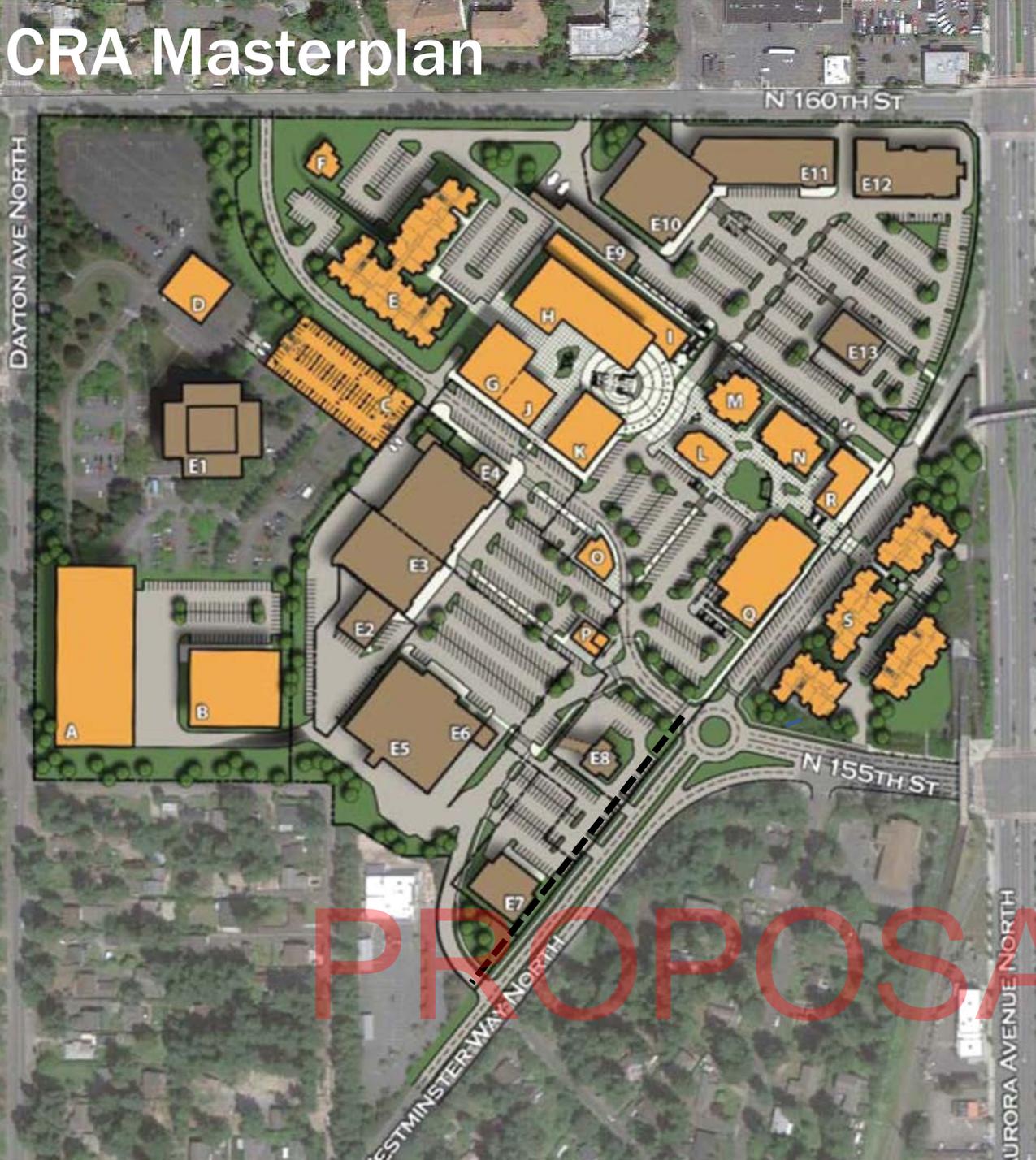
Current Context



PROPOSAL

Large independent grocer, active in community.

CRA Masterplan



City of Shoreline Masterplan Goals:

- Establish a center
- Transform Westminister Way
- Construct internal connections
- Mix uses, college, housing, jobs
- Add cinema or soundstage
- Ecodistrict

Team's Challenge

To develop recommendations that can be implemented in the near term to advance the City's long-term vision.

Our Process:

- Site visit
- Research demographics
- Talk with residents
- Review Master Plan
- Consult programming expert
- Identify community stakeholders
- Identify potential partners

PROPOSAL

Proposed Strategy

Utilize tactical urbanism strategies to program Aurora Square so as to revitalize interest in the space, and gauge community interest in various ways of utilizing the space.

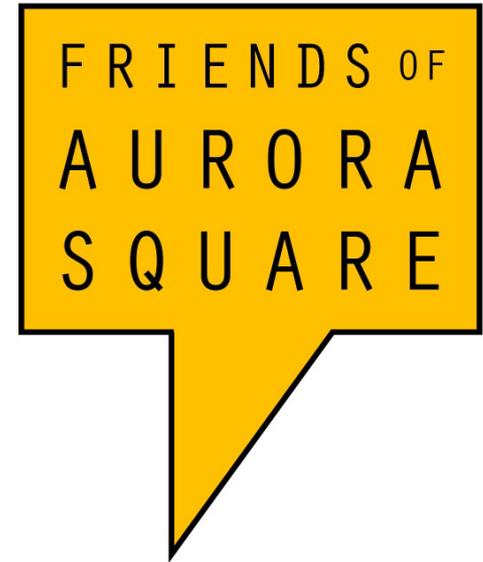
PROPOSAL



1. Marshal Community Stakeholders

**“Friends of Aurora Square”
nonprofit establishment**

- Invite key stakeholders to sit on the Board
- Provide tax-free donation structure
- Establish entity for procurement of insurance, establishment of bank account, etc.
- Offer community-at-large opportunity to be “Friends”
- Establish branding
- Could partner with sponsoring organization



Friends of the Zoo



2. Claim the Site

Claim lot above Sears:

- Inviting visibility from Central Market and Highway 99
- Restroom access in Sears
- Provides pedestrian safety if “attached” to Sear’s sidewalk
- Will not greatly disrupt traffic flow
- Plenty of unused parking

PROPOSAL

>Photovoltaic Array

Utilize a semi-permanent installation to ground the activities at the site and draw attention

- PV panels could provide shelter and electricity for activities
- Sustainable measure supported by Sears and the City
- Potential to produce revenue through energy rebates
- Solar power dashboard can be used as educational tool
- Approximate cost: \$30,000



> Banners + Branding

Utilize light pole banners and painted site furniture to:

- Establish Aurora Square branding
- Visually tie together far-flung parcels
- Brighten up dismal parking lots
- Mark the seasons



3. Shift the Energy

Move Farmer's Market from City Hall location

- Immediate community engagement
- June through October activity
- Boost shopping + programming in the Square
- Some City leaders already support this change
- Paint the pavement where market occurs, include banners



4. Gather the Community

Program Aurora Square throughout the year to:

- Increase visibility as a neighborhood gathering place
- Demonstrate retail viability
- Generate a buzz
- Inspire community for the future of Aurora Square
- Solicit development ideas from wide variety of community members
- Produce revenue



>Bike Rodeo

What:

A big bike party in the parking lot with...

- races
- repair workshops
- education
- bike swap
- bike vendors
- bike organizations
- art bikes
- bike polo

When:

Summer weekend,
10am – 8pm

Approximate Cost:
\$38,000



PROPOSAL

>Oktoberfest

What:

Beer Garden in the parking lot with...

- Local brews
- Food Trucks: sausages, pretzels, sauerkraut, charcuterie
- Kids' Activities: root beer garden, pumpkin carving, face painting, scare crow making contest
- DIY and How-To Booths: make your own beer + sauerkraut

When:

- Three weekends in September/October, 10am-10pm

Approximate Cost: \$110,00



>Holiday Village

What:

Outdoor holiday village with...

- Christmas tree sales
- Local vendors
- Holiday activities
- Santa + reindeer
- Hot chocolate

Why:

- Establish the Square as year-round community gathering place
- Test potential for retail

When:

- Month of December

Approximate Cost:

\$110,000



5. Give a Voice

HELP PLAN THE FUTURE OF AURORA SQUARE!

1. What's missing from Aurora Square now?

- Retail/Stores? Type _____
- Restaurants/Bars _____
- Other _____
- Housing _____
- Openspace/Parks _____

2. What brought you here today?

- Something to do with the whole family.
- Happened to see it and stopped by
- Other _____
- Yes
- No

3. Did you enjoy the event?

4. What other events would you like to see here?

- Food/drink
- Kids activities
- Movies
- Biking
- Crafts/DIY
- Other _____

5. What place would you like Aurora Square to look like in the future?

6. Other comments or suggestions?

Find out about future events and volunteer opportunities on our website:
FriendsofAuroraSquare.org

Sign up here for the latest updates on upcoming events:

Name: _____

Email: _____



PROPOSAL

6. Transform the Square

Short Term 2014 - 2016

- Execute well-attended events
- Establish base for planning activities

Medium Term 2017 - 2020

- Run community planning meetings/charettes
- Gain Control of private sites
 - Tsang property
 - WSDOT property
- Establish strategic partnerships

Long Term 2021 - 2024

- Create a thriving mixed-use urban center
 - walkability
 - affordable housing
 - green space
 - varied retail (local)
 - hospitality (restaurants)



Pitfalls on the Path to Transformation

- Lack of community input (top-down planning)
- Reliance on big box retail (opportunism)
- Car focus
- Over-reliance on single use
- Failure to incorporate ecosystem planning
- Unrealistic timeline/ expectations (development economics)
- Alienating land-owners



Contacts

Event Planning:

Jordan Adams
Principal
Events + Creative
jordan@jordantadams.com
206-651-4184

Community Charrette Planning:

The Pomegranate Center
<http://pomegranatecenter.org/>

The Center for Urban Pedagogy
<http://welcometocup.org/>

Photovoltaic Installation:

Dave Nicol
CapStone Solutions
dnicol@capstoneemail.com

Bike Events:

Washington Bikes
<http://wabikes.org/>
Louise McGrody - Outreach and
Communications Manager

Cascade Bicycle Club
<http://www.cascade.org/>
Serena Lehman
Director of Membership &
Outreach
<http://www.cascade.org/director-membership-outreach>

Bike Works
<http://bikeworks.org/>

Seattle Bike Polo
<http://www.seattlebikepolo.com>

PROPOSAL



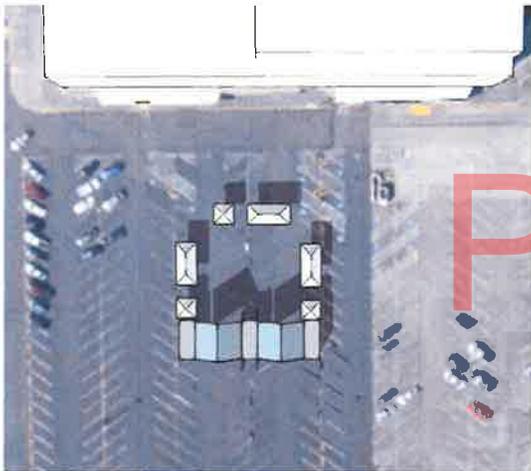
APPROACH 1

Using Containers as a structural storage system, coverings extend off of the tops of the containers to frame a central zone. Activities can be performed around containers under the cover of tents stored in the containers. When packed up, only 12 spots are impacted. (Farmers' Market shown)

PROPOSAL

Aurora Square CRA
Public-Private Renewal Project
Rendered by: Ian Crouch





APPROACH 2

Using Containers as a structural storage system, coverings are suspended with A-frames, collapsible for storage. Openings extend defined space into the rest of the parking lot to extend usable visually-defined space. When packed up, only 12 spots are impacted. (Car Show event shown)

Aurora Square CRA
Public-Private Renewal Project
Rendered by: Ian Crouch





APPROACH 3

Using Containers as a structural storage system, collapsible structural coverings extend off of the top of the containers creating a central square zone that acts as a visually and physically defined space. When packed up, only 8 spots are impacted. A potential stage located on the sidewalk is the focal point for the event space. (Concert event shown)

PROPOSAL

Aurora Square CRA
Public-Private Renewal Project
Rendered by: Ian Crouch



Parking lot concepts



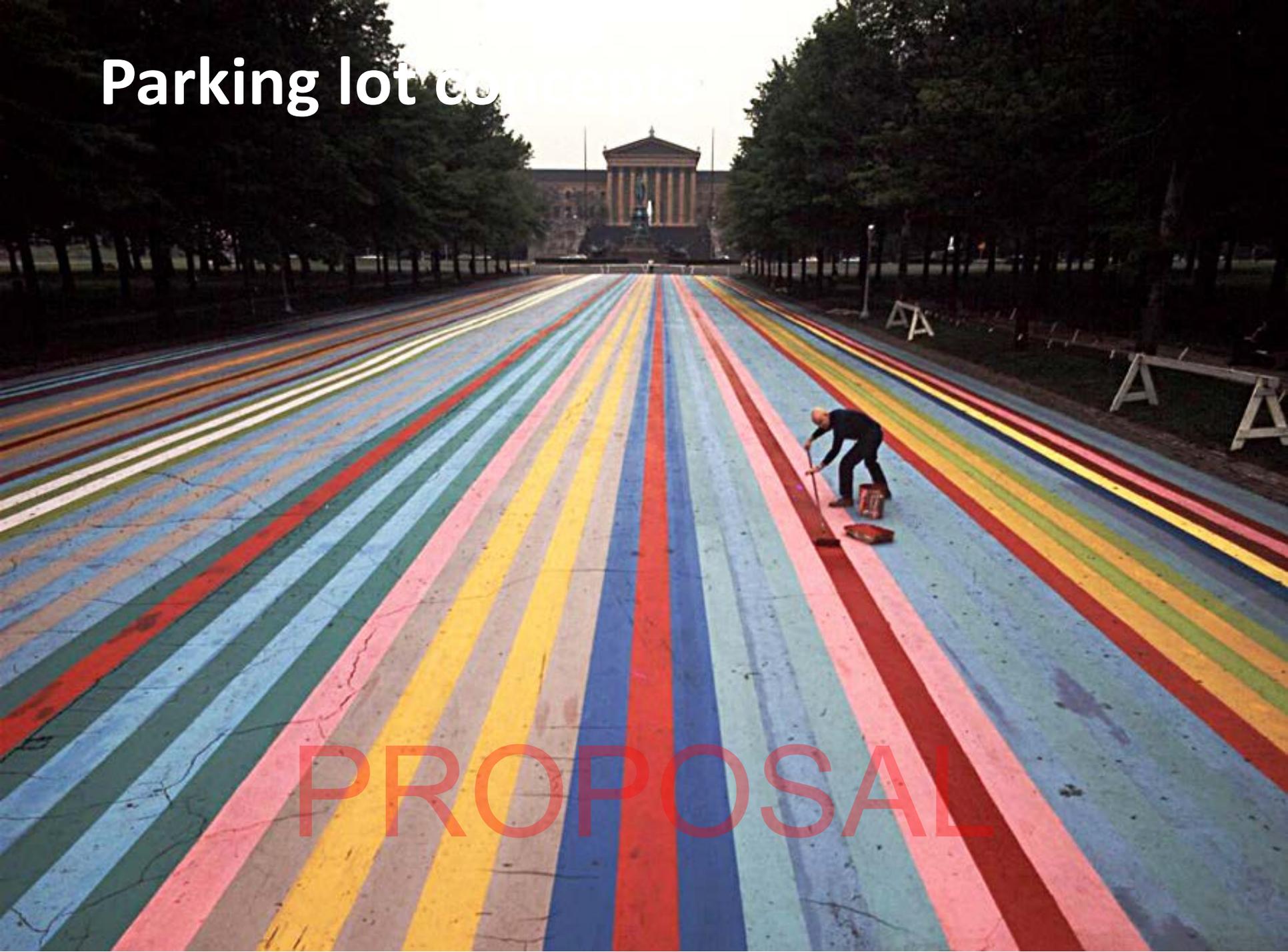
PROPOSAL

Parking lot concepts



PROPOSAL

Parking lot co



PROPOSAL

Parking lot concepts



PROPOSAL