ORIGINAL

RESOLUTION NO. 345

A RESOLUTION OF THE CITY OF SHORELINE, WASHINGTON, ADOPTING THE COMMUNITY RENEWAL AREA PLAN FOR THE AURORA SQUARE COMMUNITY RENEWAL AREA

WHEREAS, on September 4. 2012, the City Council adopted Resolution No. 333 finding the Aurora Square area to be a blighted area, designating the Aurora Square area as a Community Renewal Area (CRA) pursuant to RCW Chapter 35.81and directing staff to develop a CRA Plan for City Council adoption; and

WHEREAS, on June 10, 2013, the City Council reviewed the draft CRA Plan for the Aurora Square area; and

WHEREAS, adoption of a CRA Plan is categorically exempt from SEPA review under WAC 197-11-800(19); and

WHEREAS, a public hearing on the CRA Plan for the Aurora Square area was held on July 8, 2013; now, therefore

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON AS FOLLOWS:

Section 1. Findings. The City Council finds as follows:

A. No residents will be displaced by the project;
B. The CRA conforms to the City's Comprehensive Plan;
C. The CRA Plan will afford maximum opportunity, consistent with the needs of the City, for the rehabilitation or redevelopment of the CRA by private enterprise; and
D. A sound and adequate financial program exists for the financing of the project.

Section 2. Community Renewal Area Plan Adoption. The City Council hereby adopts the Community Renewal Area Plan attached as Exhibit 1.

ADOPTED BY THE CITY COUNCIL ON JULY 8, 2013.

Keith A. McGlashan, Mayor

ATTEST:

Scott Passey
City Clerk

RENEWAL PLAN

The September 1967 Grand Opening of the City of Shoreline's Sears was heralded with great fanfare. After 45 years the Sears facility and its surroundings are in need of renewal, and the City of Shoreline is seeking renewal partners.

AURORA SQUARE CRA

The Shoreline City Council designated the 70+ acre Aurora Square area as a Community Renewal Area (CRA) where economic renewal would clearly deliver multifaceted public benefits. Now that the CRA and Renewal Plan is established, the City is empowered to partner with private enterprise to encourage 21st century renewal.

Aurora Square
Community Renewal Plan

Project Type
Public Private Partnership

Web Site
www. shorelinewa.gov/
aurorasquarerenewal

Aurora Square CRA
70+ acres
155th & Aurora Ave N

Current Anchors
Sears, Central Market,
Marshalls, Pier 1, Big Lots

"Aurora Square is a sleeping giant"

THE VISION

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 is the backdrop to the busy comings and goings of shoppers and lunching workers who relish the time of their day that allows them to visit the renewed Aurora Square shopping center. It is a "one-stop" convenient shopping solution that provides dining, nightlife, and healthy-lifestyle options. It is a community gathering place, where a leg stretching walking easily turns into a serendipitous rendezvous with friends.

It is an environmentally sensitive district within walking distance of Metro's RapidRide bus service and the Interurban Trail: the intersection of life, study, entertainment, sustainability and retail.

THE CHALLENGE

Aurora Square was developed as a Sears-anchored retail center in 1967, and Sears Holding Company owns almost 17 acres of the site and operates an enormous building. Unfortunately, given the current retail climate the building and site are underutilized. Ownership of the balance of the site over time was sold to nine other property owners creating a difficult environment for cohesive planning and renewal. While many excellent tenants operate in Aurora Square, they are not aided by synergy one would expect from a comparably-sized center.

The lack of economic productivity is illusterated by a mid-2012 comparison of sales tax revenues generated by Shoreline's nearby retail center, Aurora Village. Aurora Village generated over six times more sales tax per acre than did Aurora Square's retail area. If Aurora Square became even half as effective as Aurora Village, it would generate over $500,000 annually in sales tax revenues while adding many more jobs, goods, and services for the community.

On September 4, 2012, the Shoreline City Council designated Aurora Square as a Community Renewal Area after finding that it qualified as economically blighted according to most of the qualifying conditions defined in RCW 35.81: old, obsolete buildings, defective or inadequate street layout, faulty lot layout, excessive land coverage, diversity of ownership, and connectivity problems.

THE CRA TOOLKIT

The Council's action to designate Aurora Square as a CRA provides a toolkit of powers that the City intends to utilize to bring renewal to the CRA.

PROPERTY OWNERSHIP

- With a CRA, a city is allowed to buy, lease, condemn, acquire, and dispose of real property with the intent to be resold to private parties for economic development.
- Although allowed by State statute, the Shoreline City Council expressly prohibited the use of condemnation to cure economic blight in the Aurora Square CRA.
- With a CRA, a city can hold, clear, or improve real property not only for public facilities, but also for eventual private use and ownership.

PLANNING AND ZONING

- With a CRA, a city can use its resources to master plan private property or create a special district with unique rules.
- In a CRA, the city can create a Subarea Plan utilizing a planned action SEPA review to expedite the process and lower costs for future project permits.

PRIVATE PARTNERSHIPS

- In a CRA, a city can identify partners to develop all or part of a property prior to purchasing the property, and it can also dictate how the property will be used by the eventual owner.
- With a CRA a city can select a buyer that agrees to further the area's goals.
- The CRA expands the public purposes for contracts and other instruments needed to correct blight.

BUILDING INFRASTRUCTURE

- Without a CRA, a city can only close, vacate, and rearrange streets and sidewalks for city purposes, but with a CRA, these purposes can include promotion of economic development.
- Only with a CRA in place can a city borrow money and accept grants to carry out economic renewal.

INCENTIVES AND IMPACTS

- With a CRA, a city is given more flexibility to provide incentives to tenants who help fulfill the community renewal plan. With a CRA, a city can provide loans, grants, or other assistance to property owners or tenants affected by the CRA process or implementation. With a CRA, a city can provide financial or technical incentives for job creation or retention. Without a CRA, these incentives are either not allowed or extremely limited.

"The CRA toolkit can be used to make a worthy project pencil."

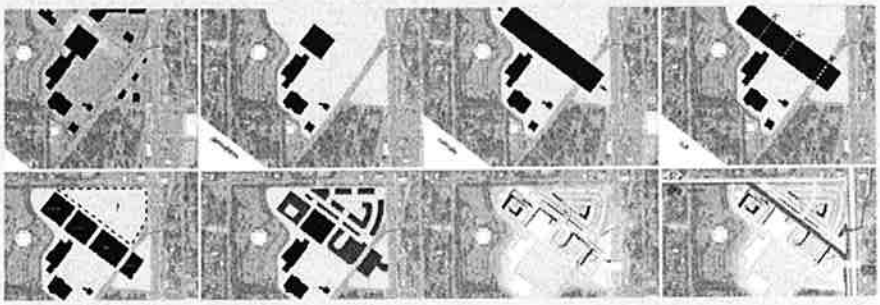
MASTER PLANNING

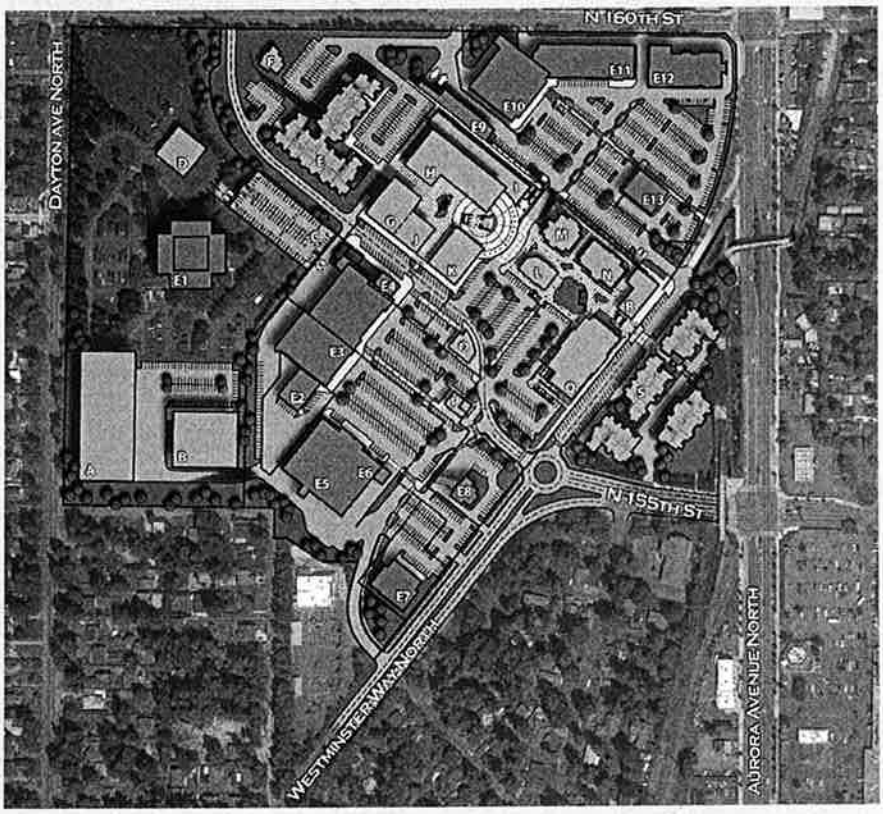
Aurora Square is home to many outstanding businesses, but due to the absence of cohesive planning to guide investment, the center provides little synergy. In order to create an effective Renewal Plan, the City of Shoreline conducted a master planning effort that identified ten projects for renewal, which are further explained in the pages to follow.

The ten renewal projects provide a dynamic and flexible framework for guiding public-private partnership projects by allowing individual property owners to understand and invest in the "big picture" without control of other properties. The projects aren't about specific buildings or uses as much as about infrastructure, connectivity, jobs, and attracting people. The renewal projects help the CRA become more economically healthy for the property owners, tenants, and community while providing significant public benefit.

The City of Shoreline seeks renewal at Aurora Square by mobilizing its resources to improve the existing infrastructure; we believe this to be both environmentally responsible and honoring of the investment already made. That is why the master planning suggests such projects as repurposing the Sears building, increasing land use efficiency, enhancing the "on-ground" experience, and providing solutions to stubborn design and connectivity problems.

The City's role will be complete when the obstacles for typical investment are overcome and significant investment is attracted. The City is attempting to be the catalyst that starts the boulder of private enterprise rolling down the hill toward a wonderful outcome.





INCREASE LAND EFFICIENCY

CITY-LED RENEWAL PROJECTS

Master planning identified a number of projects that the City of Shoreline can accomplish on its own. Following the adoption of this CRA Plan, the City will initiate action on these projects according to assigned priority and available resources. While this list is ambitious, as time passes and needs arise these city-led projects may be augmented further.

- Analyze and account for environmental impacts of major redevelopment through a Planned Action or similar legislation which would allow future investors to eliminate the need for project-specific environmental review.
- Conduct a traffic analysis to determine how best to improve circulation on site.
- Establish a special overlay district that allows for special rules to encourage the creation of an entertainment district.
- Explore how to encourage eco-district and low-impact development practices that can be cost-effectively implemented in the Aurora Square CRA.
- Re-brand Aurora Square and construct iconic signage for Aurora Square and Shoreline Community College.
- Create developer agreements for public-private partnership projects in order to establish and promote the City's available resources.
- Negotiate a contract for the construction of a world-class sound stage that brings jobs, offers employment opportunities, and generates positive activity.
- Place applicable Renewal Projects into the City's Capital Improvement Budget, Traffic Mitigation Plan, Budget, and Comprehensive Plan, and seek grants for infrastructure improvements in and around the CRA, especially for the improvement of N 160th Street.

"Get the message out: we are ready to partner with private investors."

Mayor Keith McGlashan

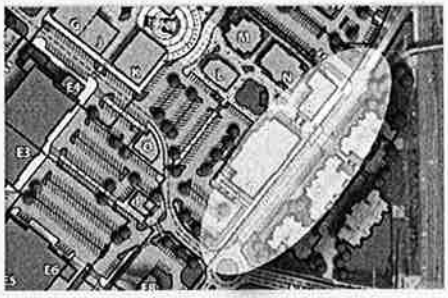
PUBLIC-PRIVATE RENEWAL PROJECTS

The economic realities of the 21st Century dictate that signficant economic renewal requires coordinated participation by government and private partners. Therefore, the City of Shoreline is committing itself to providing substantive incentives, investment, and side-by-side effort to private partners willing to join the City in renewing Aurora Square.

The City anticipates that it will form a number of partnership agreements to accomplish renewal projects that both help Aurora Square function better and provide significant public benefit. In the pages that follw, the CRA Renewal Plan identifies a number of these high value Public-Private Renewal Projects.

TRANSFORM WESTMINSTER

Westminster Way between 155th and 160th is transformed into a green and attractive pedestrian-friendly street that provides additional retail and residential frontage, on-street parking, and festival gatherings while at the same time providing the critical connection between the upper and lower parts of the center.



"Strolling makes happy shoppers"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Vacate portions of right-of-way

Improve driveway and site access

Private Investment
Dedicate property and make typical frontage improvements

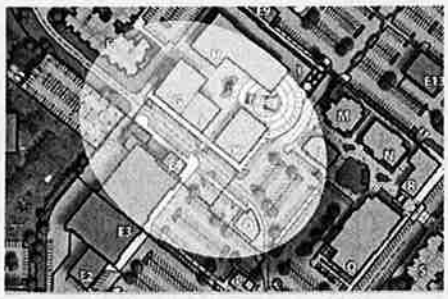
Public Benefit
Safety and predictability

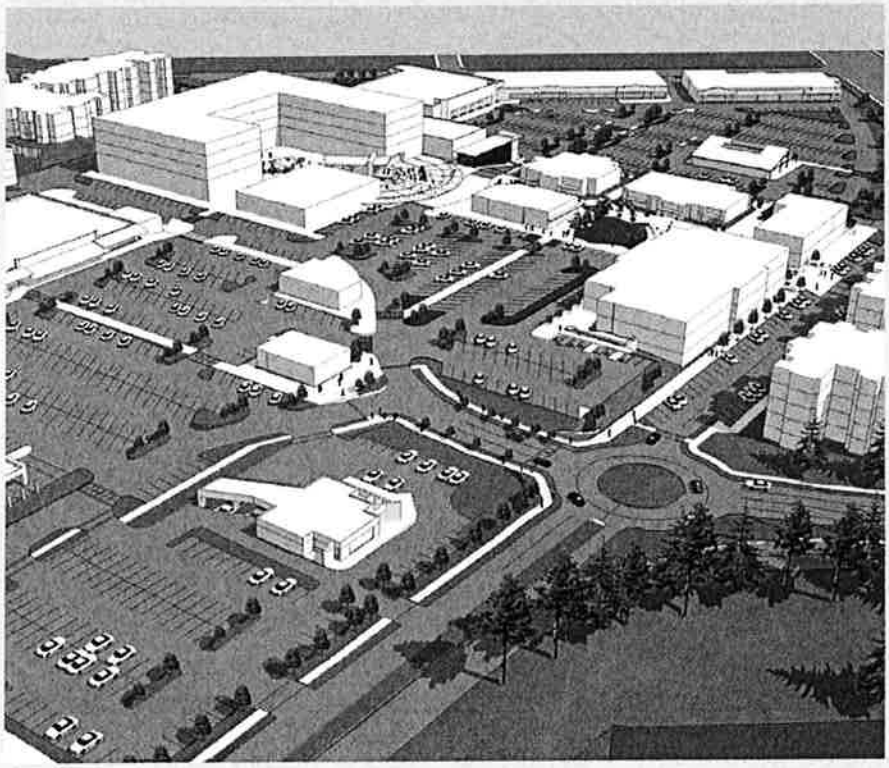
Better multi-modal connectivity

Unlock buildable land

OFFRAMP TO STROLL

CITY OF SHORELINE





GREY TO GREEN

CREATE AN ECO-DISTRICT

Exceptional environmental wins are achieved when clusters of buildings work together to achieve sustainability in a "eco-district." The Aurora Square CRA provides sufficient size to experience economies of scale with cost-effective facilities and infrastructure, whether they be treating storm or waste water, providing clean power, or achieving other environmental goals.

"21st Century design sense"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Finance or guarantee cost-effective systems

Build district infrastructure and awareness

Private Investment
Construct on-site or in-building infrastructure

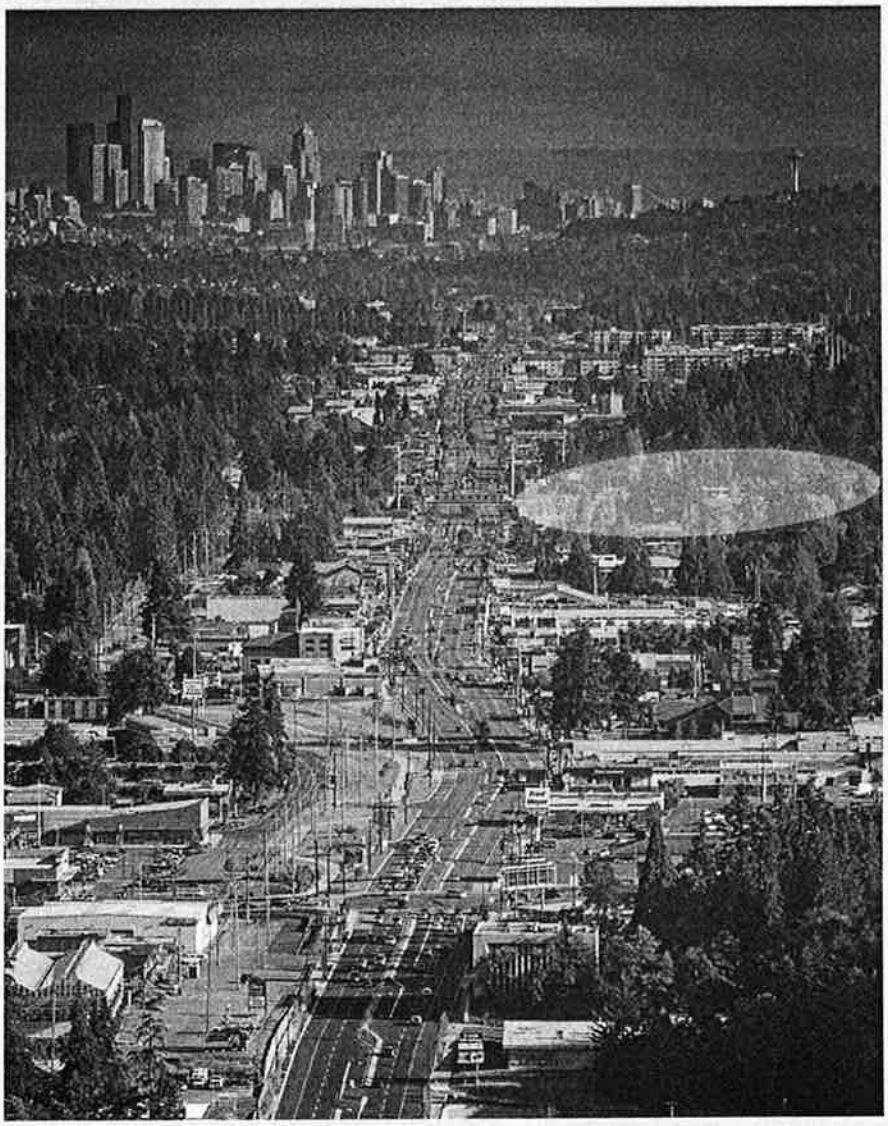
Public Benefit
Management of environment

Paradigm for future development

CITY OF SHORELINE

INTEGRATE INTO THE CONTEXT

Investment in sidewalks, entrances, and signage will allow Aurora Square to be better connected to its 300,000+ Shoreline and north Seattle neighbors (5-mile trade area). Westminster Way N and Aurora Ave N, Metro Transit's Rapid-Ride, and the Interurban Trail already provide traditional and non-traditional access to the center, but enhancements will make Aurora Square a preferred destination.



"A good neighbor in a good neighborhood"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Improvement of N 160th St

Construction of sidewalks, bike lanes, and sidewalks

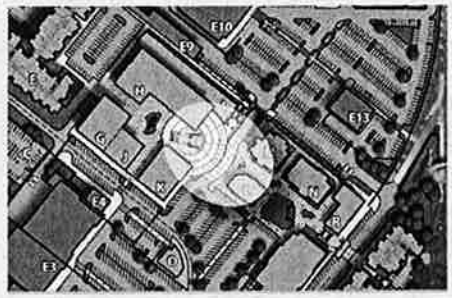
Private Investment
Internal extensions of neighborhood access points

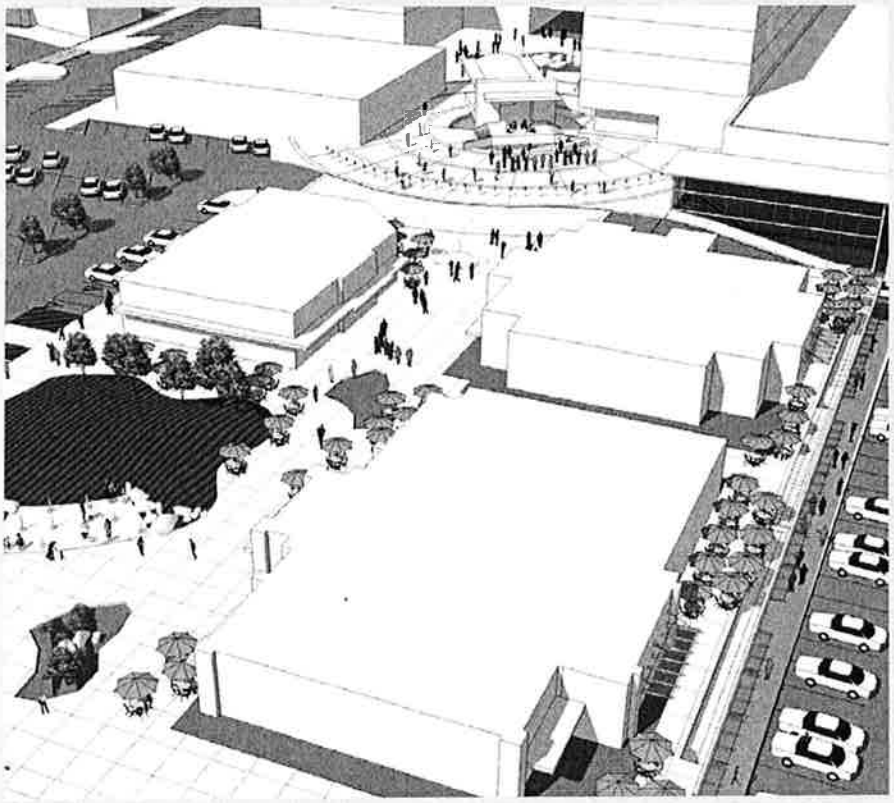
Public Benefit
Better site access

Encouragement of healthy forms of transportation

SPOKE TO HUB

CITY OF SHORELINE





PAVED TO PARK

ESTABLISH A VIBRANT CENTER

In place-making follows geometry in defining the center of a place as where the lines of travel intersect. Currently the center of Aurora Square is a large underutilized parking lot to the east of Sears. By focusing interest and activity on family play areas, restaurants, an outdoor stage, and public art, the center takes its rightful place in the minds of the shopper.

"The heart of Aurora Square"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Establish special district, LID, or business improvement district

Finance parking structure

Private Investment
Build such amenities play areas, fountain, and outdoor dining

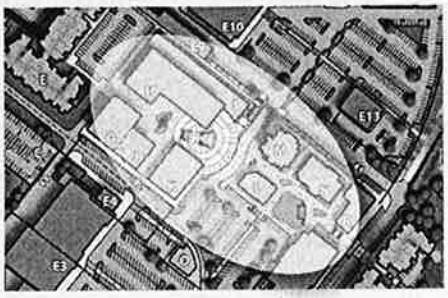
Public Benefit
Entertainment and dining options

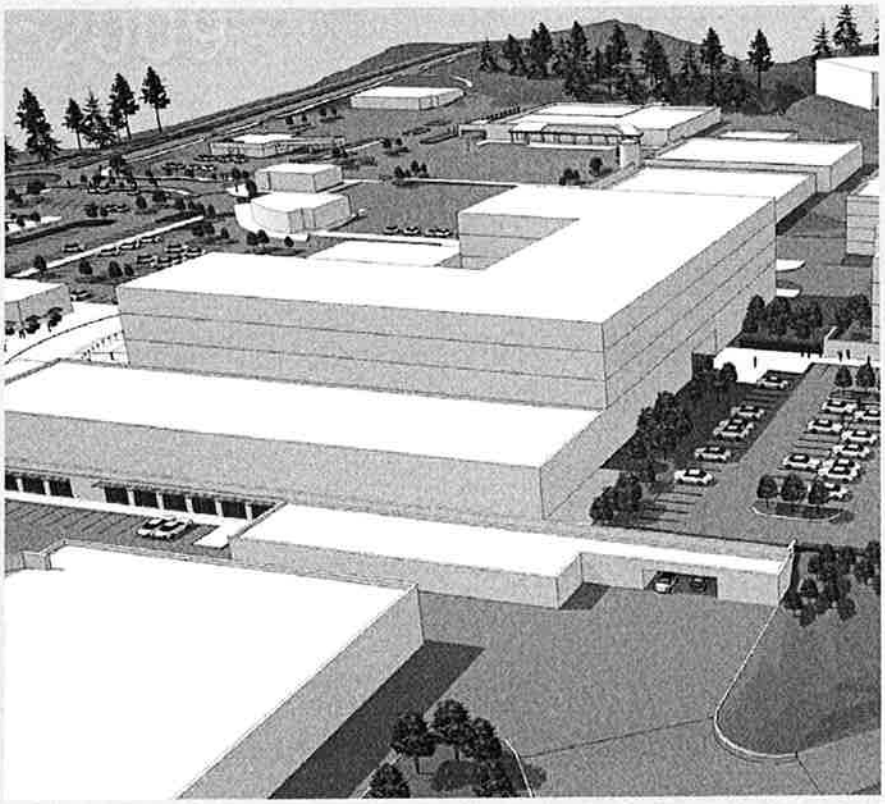
Family gathering place

CITY OF SHORELINE

REINVENT THE SEARS BUILDING

Sears built its flagship suburban store in Shoreline in 1967; nearly five decades later, the site combines its almost 17-acres with strong demographics, progressive zoning, and outstanding traffic counts on Aurora Ave N to make it one of the best adaptive reuse opportunities in the northwest.





"Adaptive resuse spans time"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Finance or build infrastructure

Guarantee lease

Purchase property to resell

Private Investment
Purchase and redevelop property

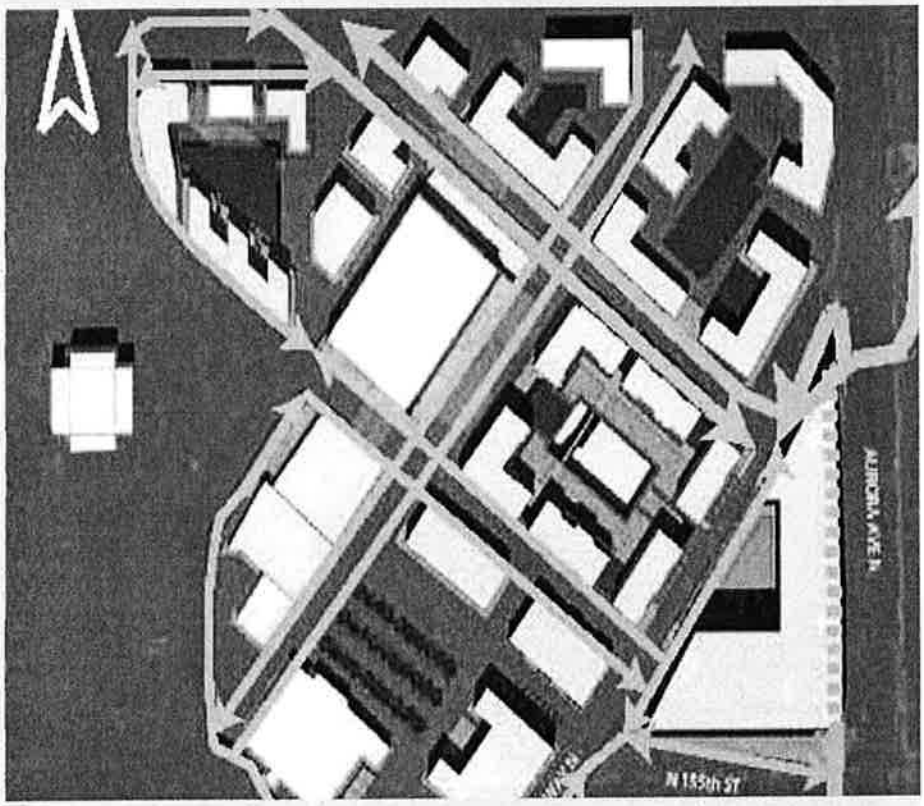
Public Benefit
Options for goods and services

Tax revenue

Community pride

TIRED TO FRESH

CITY OF SHORELINE



WALLS TO WAYS

CONSTRUCT INTERNAL CONNECTIONS

When Aurora Square was built in 1967, little thought was given to connectivity since Sears was everyone's destination. Now the most important retrofit to make Aurora Square function as a cohesive retail center is the construction of multiple internal ways for multi-modal interaction. If done well, shoppers will reward businesses by staying longer and buying more.

"It is so easy to get around!"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Conduct traffic analysis

Constuct and/or design
intersection improvement in ROW

Private Investment
Tie site together with vehicle
and pedestrian connections

Public Benefit
Enhanced connectivity and
traffic flow on and around site

CITY OF SHORELINE

INCORPORATE THE COLLEGE

Shoreline Community College (SCC) is a dynamic local asset that can serve as a cultural anchor by giving it a presence in the CRA. The City is already working with SCC to improve 160th from Aurora to SCC. The next steps are to provide educational, housing, and performance venues in the CRA that add collegial life and vitality to the center.

"Nine thousand SCC students"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Improve and rename N 160th St

Signage to highlight SCC events, programming and location

College Investment
Grant funding and lease payments

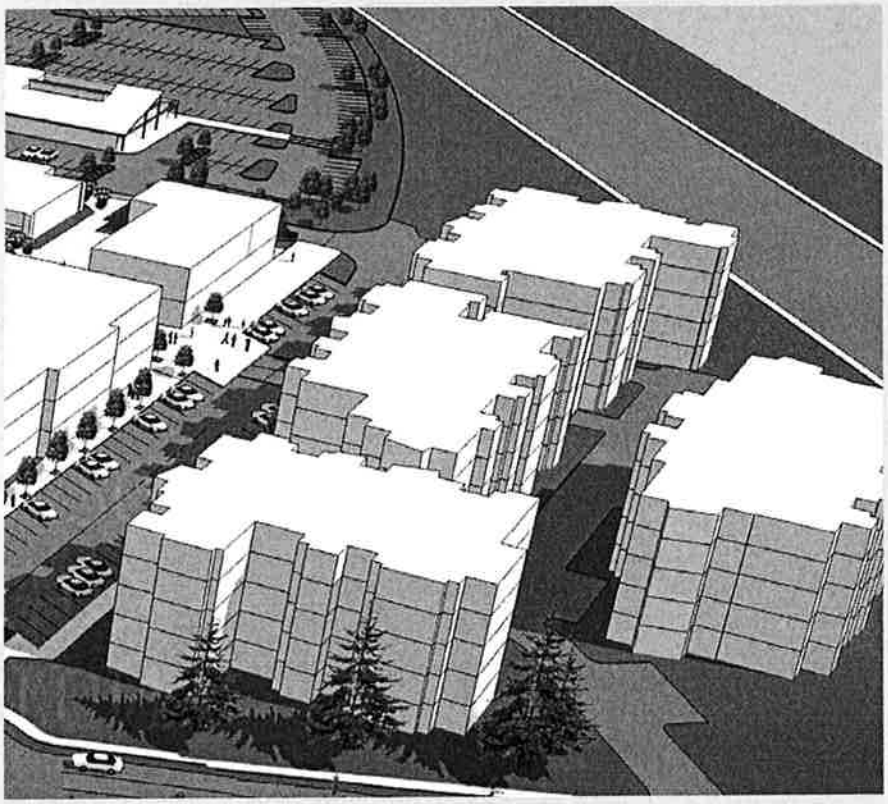
Programming to support community and economic growth

Public Benefit
Growth of film industry

Educational opportunities

SUBDUED TO LIVELY

CITY OF SHORELINE



ERRAND TO HOME

BUILD NEW HOMES

Zoning once divided homes from other uses, but we now appreciate the lifestyle advantages of living close to shopping, dining, work, transit, education, and leisure. Residential units built in Aurora Square will take advantage of these at-hand amenities while enjoying a period of property tax exemptions.

"People who live here are lucky"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Establish a 12-year Aurora Square CRA Property Tax Exemption

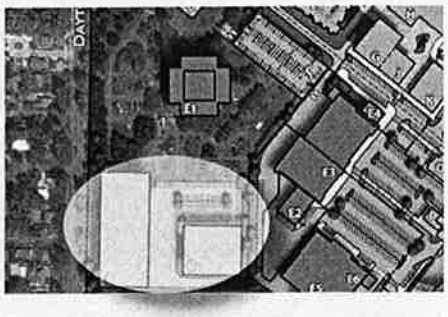
Private Investment
Multifamily housing in compliance with affordability requirements

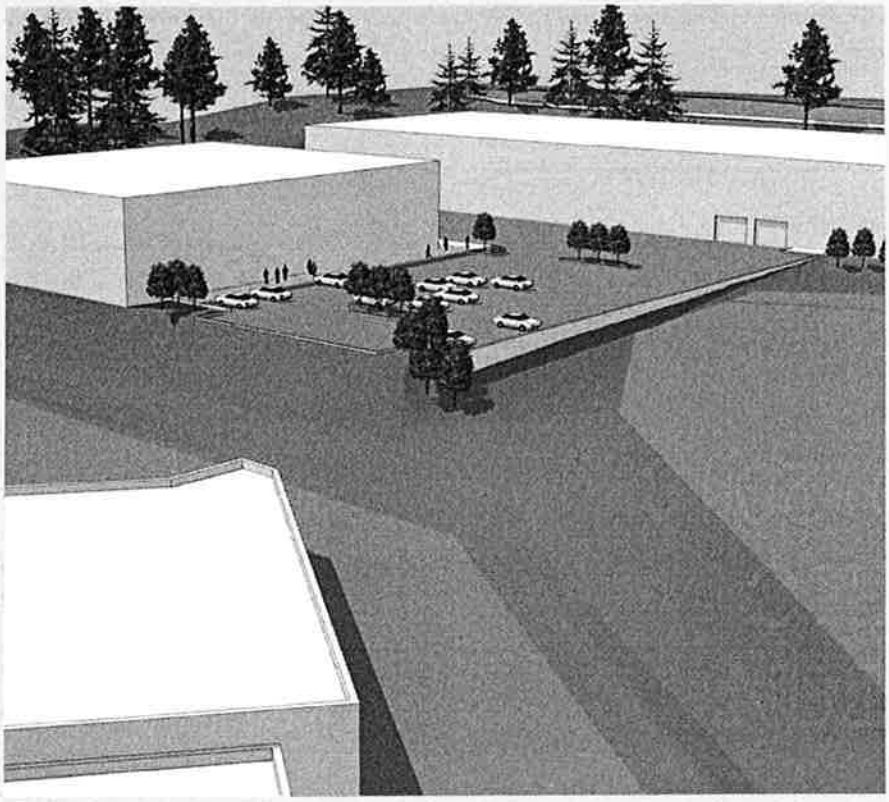
Public Benefit
Housing choices
Activation of center 24/7
Tax revenue

CITY OF SHORELINE

TRADE SURFACE PARKING FOR JOBS

Washington State Department of Transportation's 16-acre regional headquarters is dominated by surface parking. By providing WSDOT adequate parking in a structure a third of the site can be freed up to allow for film industry use that can bring jobs and prestige to Shoreline while helping the other CRA businesses.





"Parking wastes valuable land"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Financing of parking garage

Purchase WSDOT property for resale and garage site

Private Investment
Construction and lease of sound stage and parking garage

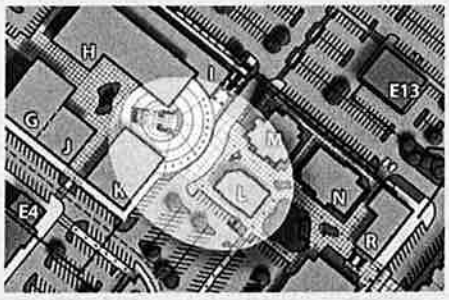
Public Benefit
Create film industry jobs

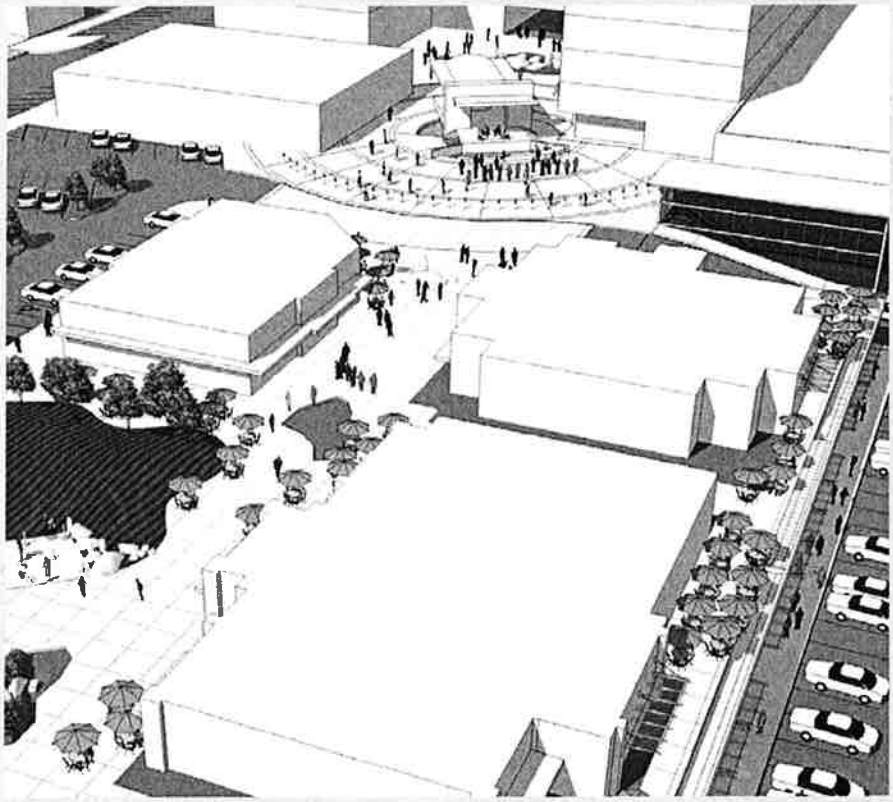
Educational opportunities

Community pride

ASPHALT TO JOBS

CITY OF SHORELINE





DARK TO LIGHTS

ADD ENTERTAINMENT TO THE MIX

Bi-annual resident surveys reveal a strong desire for more entertainment and dining options in Shoreline. Combine that desire with a supportive arts community, a college specializing in performance art and digital media, and a lack of options, and the conclusion is that an entertainment district could be wildly successful.

"OMW 2U 4drinks"

Aurora Square CRA
Public-Private Renewal Project

City Proposals
Establish special or business improvement district with appropriate signage

Finance or guarantee lease of venues and/or parking structure

Private Investment
Build such amenities as multi-plex cinema, theater, outdoor stage, restuarants, and parking structure

Public Benefits
Entertainment and dining options
Support arts community
Encourage film industry

CITY OF SHORELINE

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CRA Plan adopted July 8, 2013
Resolution No. 345