

CITY OF SHORELINE

CURRENTS

November 2001 Vol. 3 No. 6

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The City's successful design
charrette comes up with
exciting possibilities for
Shoreline's central
commercial area. Page

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2002 budget process underway

"The City of Shoreline's 2002 budget is conservative with both limited revenue growth and limited service changes," says Shoreline City Manager Steve Burkett. "In fact, the 2002 budget is 24 percent less than the 2001 budget primarily because of decreases in capital expenditures."

Many of the current capital improvement projects are nearing completion, which accounts for this decrease. However, the City's 2002 General Fund budget — which pays for most of the City's day-to-day operations — essentially remains the same. It has grown by only .7 percent compared to the 2001 budget.

With the transmittal of the budget to the City Council on Oct. 22, the City of Shoreline's 2002 budget process is officially underway. Budget workshops are scheduled Monday, Nov. 5 at 6:30 p.m., Tuesday, Nov. 13 at 6:00 p.m. and Monday, Nov. 19 at 6:30 p.m. (if needed). Budget hearings are expected to be held Nov. 13 and 26 at 7:30 p.m. Budget workshops and hearings will be held in the Mt. Rainier Room of the Shoreline Conference Center, 18560 1st Ave. NE.

Because of the recent economic slowdown and the uncertainty of the state and regional economic future, the City reviewed its sales tax projections while pre-

paring the 2002 budget. The majority of the City's sales tax revenue comes from sales of basic consumer goods. Approximately 15 percent of the City's sales tax comes from auto sales, which may be subject to less than average growth with a slowing economy.

"Sales tax is the second largest operating revenue source for the City," explains Shoreline Finance Director Debbie Tarry. "The 2002

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Holiday donations

If you would like to help others this holiday season, you may donate both food and toys at Shoreline businesses.

The Shoreline Water District, 1519 NE 177th Street, is collecting nonperishable food items during the month of December which will be distributed to Food Lifeline by the North City Business Association.

Northeast Carpet Sales is collecting unwrapped toys for children of all ages from Dec. 1 through Dec. 20 for distribution by the Shoreline Fire Department. Please bring toy donations to 17534 15th Avenue NE where the gifts will be placed under the holiday tree in the showroom window.

If you would like information about additional holiday giving programs, please call Rob Beem, Shoreline Human Services, at (206) 546-1933.

Thank you for making the season bright for those less fortunate!

Central Shoreline Subarea Plan — Next steps



A design for the heart of our City

Based on resident and business owner's comments during the charrette, architects illustrated how Central Shoreline — the commercial area along Aurora between 175th and 192nd — could look in the future. At left is Ronald Place, directly below is Midvale Ave. N. and at the bottom is Aurora Ave. N. at N. 185th St.

Shoreline residents shared ideas and watched the Central Shoreline Subarea Plan come to life last month at a design charrette at Ronald United Methodist Church. At the design workshop, citizens dropped in as architects and designers put ideas on paper and brought the vision to life. Daily presentations were also offered to the public to show progress on the project and to gather suggestions.

The subarea plan — renamed the *Central Shoreline* Subarea Plan after the name Ronald was changed in response to citizen input at a Sept. 4 Council workshop — is an ambitious project for the central commercial area. It encompasses the stretch of Aurora Avenue between 175th and 192nd — the heart of Shoreline. The goal is to create an atmosphere to support



and revitalize existing businesses, but also to attract new business to the commercial area.

"This is a very visible project, and because it is in the center of our city, it's important that Shoreline residents take an active role in helping to create the plan," said Shoreline Mayor Scott Jepsen.

"We're excited about the possibilities that came out of the charrette, and we're looking forward to working with businesses and the community to make the plan a reality."

The Design Team is now finaliz-

ing the plan based on suggestions and feedback gathered at the charrette. The team will then make recommendations on land uses and incorporating the Interurban Trail into the area. These recommendations will be presented to the Planning Commission for consideration in February and will then go on to the City Council for review.

Project Manager Jan K. Briggs encourages citizens to stay involved through Council adoption of the subarea plan, which is expected next year. For more information about the plan, please call Briggs at (206) 546-0959.



Council adopts economic development program

Adopting and implementing a formal economic development program is at the top of the priority list for the Shoreline City Council. After incorporating suggestions received this spring and summer from Shoreline citizens and business owners, the Chamber Board and City Council, a proposed program was drafted this fall and adopted by the City Council Oct. 8.

The Economic Development Plan is designed to ensure the long-term viability of the City's economic base by improving Shoreline's business environment and by bringing together public and private resources to redevelop underutilized or deteriorating commercial districts. The ultimate goal: To create a vibrant, mixed-use commercial area that will contribute to the community.

"We presented the draft program to community groups and to local businesses at special meet-

ings. We also held public hearings," said City Manager Steve Burkett. "The final product is truly a collaborative effort the community can feel a part of."

For instance, public input reinforced the idea of enhancing the business environment for smaller, local businesses rather than large commercial retail. Some major national anchors may be necessary to make a redevelopment financially viable, but the community indicated a desire to keep the scale of shopping in Shoreline small.

The Economic Development Plan will provide guidance to the City as it works toward the following measures of success: reinvestment in the City's commercial areas; a more attractive built environment; greater opportunities and diversity for living, working, shopping and entertainment in Shoreline; increased property value; and additional sales tax revenue.

Economic Development Goals

- Enhance the existing business environment in Shoreline.
- Improve the aesthetics of commercial areas to encourage higher-quality investments.
- Provide citizens greater choices to live, work, shop and play in Shoreline.
- Foster a healthier economic base generating increased property value and additional sales revenues.

Economic Development Strategies

- Improve Shoreline's image and identity.
- Improve Shoreline's competitive position in the market area.
- Invest in marketing.
- Coordinate capital improvements and services to serve the public and attract new private investment.
- Create plans and programs that encourage private investment.
- Support private investments with realistic public investments.

Mark your calendar for Shoreline holiday events

North City Tree Lighting Festival

Saturday, Dec. 1

Festival begins at 5:30 p.m.

Tree Lighting at 6 p.m.

Join the holiday fun at the annual North City Tree Lighting Festival. Santa will be there for visits and pictures, along with Shoreline Mayor Scott Jepsen who will light the City's holiday tree. The Shoreline Community Band will perform, and Shorecrest High School's cho-

ral group will lead a sing-a-long. Dress warmly, and meet at Autocraft Collision Center, 17550 15th Ave. NE, for the lighting ceremony.

Christmas Ships at Richmond Beach

Wednesday, Dec. 12

Choral program begins at 7:30 p.m.

Ships arrive at 8:20 p.m.

The twinkling outline of a stately ship, children's voices united in song, the warm blaze of

a bonfire and the company of neighborhood friends... It's time once again for the Christmas Ship and bonfires event at Richmond Beach. First-timers and regulars won't want to miss this annual family holiday celebration. Choirs from Syre Elementary and Einstein Middle School will perform on the beach followed by a visit from the brilliantly lit Christmas Ship. You'll also see Argosy vessels, private yachts, sailboats and small boats decked out festively. Three massive bonfires will keep you warm as you enjoy the sights and sounds. Don't miss it!

North City improvements take shape

Improvements to the North City Business District are beginning to take shape.

The City, along with residents, property owners and merchants, has been working on a plan to create a new and improved business district with a bustling "Main Street" feel. The plan is not only designed to attract new developers and businesses to the area, but to improve the retail climate and the streetscape for existing businesses.

Streetscape plans include:

- Coordinated street and sidewalk amenities.
- Specially designed crosswalks and coordinated bus stops to

enhance the streetscape.

- New lighting, signage and street furniture such as benches and planters.

The changes to 15th Ave. NE include narrowing the roadway from two lanes in each direction to one lane in each direction with a center turn lane. This will improve safety for pedestrians and help reduce accidents involving left-turn vehicles. This design will also help promote the "Main Street" concept which supports the City's economic development goals.

"We want the street improvements to encourage existing businesses to invest in their buildings

and community as well as to attract new business investment," said Shoreline Economic Development Coordinator Jan. K. Briggs.

"The left turn lane on 15th Ave. NE will be a huge asset to businesses along that street," explained Gretchen Atkinson, North City Business Association president. The association was active in the planning and design of the project. "It will help move traffic along and allow greater customer access to those businesses," Atkinson added.

To discourage pass-through motorists from using local streets to bypass the Business District, the roadway design will extend north and south on 15th Ave. NE, incorporating transition designs at appropriate locations to direct this traffic onto other arterial streets.

The City will also construct traffic calming devices (such as traffic circles or chicanes) at key locations to slow traffic and to prevent drivers from cutting through the neighborhoods.

The City of Shoreline developed the North City Subarea Plan last year to help shape how the neighborhood business district would be redeveloped. The Planned Action Final Supplemental Environmental Impact Statement (SEIS) for the plan was well received earlier this year, and public hearings on the project took place in July.

Shoreline's Capital Improvement Program (CIP) includes \$5.45 million for North City improvement design and construction over the next four years.

Please contact Jan. K. Briggs at (206) 546-0959 with any questions about the roadway or neighborhood improvements.

City Council 2001-2002 Work Plan

Each year, the City Council sets formal goals for the coming year which become the work plan for the City. This work plan outlines the City's priorities — projects and programs that will be emphasized in addition to the daily work of providing City services and programs.

This year, the Shoreline City Council also adopted the following guiding principle: "To continually improve the quality and value of services and facilities provided by the City to all of our citizens and customers."

The City Council adopted the following specific goals for 2001-2002:

1. Work towards completion of the Aurora Corridor and Interurban Trail projects.
2. Improve parks, streets, sidewalks and drainage systems by completing the adopted Capital Improvement Program.
3. Implement the economic development program.
4. Develop a water quality and environmental program to comply with state and federal regulations (ESA).
5. Adopt a gateway master plan to enhance community identity.
6. Adopt a plan for City Hall
7. Emphasize and enhance two-way communication with our residents, businesses and customers.
8. Support and pursue King County's proposed improvements to the solid waste transfer station to mitigate its impact on the community and improve operations.

Community preparedness takes center stage

The tragedy that unfolded on Sept. 11 has created a lasting impression on the entire nation. As the national agenda turns to preparedness for potential terrorism threats, the City of Shoreline and other public agencies in our community are rising the challenge of protecting the community.

The City has conducted an analysis of potential threats that could affect Shoreline. The City is also re-doubling efforts to enhance the City's ability to prepare for, respond to and recover from any natural or human-caused emergency. Despite these efforts, nothing can substitute for personal preparedness and watchfulness by residents. The City encourages residents to immediately report suspicious activities to the Police Department.

Because Shoreline is not the core of a major urban area, it is not considered to be a high-profile target for terrorism, but like any community, could be affected by incidents occurring anywhere in the country.

"The Shoreline Police Department is actively working with a number of regional, national and international law enforcement efforts to share information about planning techniques, training and equipment to prepare, respond and recover from any incident," says Shoreline Police Chief Denise Pentony. "We are also working with a recently established regional anti-terrorism response team to

share information about specific threats and to coordinate response efforts."

The City's emergency response program is also undergoing some changes to increase its effectiveness and both response and recovery efforts. The City of Shoreline and the Shoreline Fire Department recently completed a joint training exercise to test the setup and operation of the City's Emergency Operations Center. The lessons learned from this exercise are being used to refine and improve the City's emergency response program. The City also continues to work with the Shoreline School District and local utility providers to improve community preparedness.

One of the most important pieces of emergency planning, whether natural or human-caused, is that each household be capable of surviving 72 hours with limited or no outside assistance. Seasoned residents don't have to think too far back to when snow, ice or wind have disrupted power in the region, so this is not something new. The City suggests following the guidance of the American Red Cross (www.redcross.org) in developing a family disaster plan, which should include a communications strategy, adequate supplies of food and water, a source of shelter, safe heating and adequate lighting. You can visit the City's Web site (www.cityofshoreline.com) or either Neighborhood Police Center (521 NE 165th St. and 624 Richmond Beach Rd.) for more information and preparedness suggestions.

As always, watchfulness is an important part of every community's response efforts.

Residents should not be afraid to contact the Police Department immediately to report any suspicious activities in the community. Of particular interest is reporting suspicious vehicles, deliberate photography of community infrastructure or contact with people behaving in an "out of the ordinary" fashion. Calling 911 is the best way to contact the police to report such activity.

Project Impact: KC emergency preparedness show now on Channel 21

The City of Shoreline will be airing Project Impact emergency preparedness videos on the City's government access channel, Channel 21. Project Impact videos are produced by King and Pierce Counties.

This monthly show features information about how individuals, governments, businesses, schools and the whole community can prevent damages from or become better prepared for emergencies and disasters. The show will play on Channel 21 in Shoreline on Mondays noon and 8:00 p.m. and Tuesdays 6:00 a.m., noon and 8:00 p.m.

For more information about Project Impact videos, call Communications Specialist Susan Will at (206) 546-8323.

2002 proposed Shoreline budget *from page 1*

projection is for sales tax to grow by two percent which is the slowest growth in sales tax since City incorporation. Even with this lowered projection included in the 2002 budget, the City will need to monitor its sales tax collections over the next few months."

The City's proposed budget assumes the limitations in property tax levy increases as would be imposed if Initiative 747 (I-747) passes in the November general election. I-747 would limit property tax levy increases to one percent, as opposed to the current limitation of six percent. The City's projected 2002 tax rate with the I-747 limitation will fall from the current rate of \$1.52 per \$1,000 valuation to \$1.44 per \$1,000 valuation. If I-747 does pass, the City estimates it will have an accumulative loss in revenue between \$1.7 and \$8.9 million from 2002 through 2007 depending on the annual property tax levy adopted by the City Council.

The guiding principles for the 2002 proposed budget are:

- Maintaining a strong financial position for the long-term;
- Providing services within the City's revenue constraints: Shoreline had the second lowest per capita revenue combination of property, sales and utility taxes among the ten largest King County cities (based on 1999 information for other cities and 2001 information for Shoreline);
- Maintaining and improving the City's parks, roads and drainage systems.

Costs to maintain a status-quo service level have increased by approximately \$1.2 million. The largest areas of increase are in the

City's police contract with King County (\$455,000 increase) and personnel costs related to salary and benefit costs (\$420,000 increase). In addition to maintaining status-quo service levels, the 2002 proposed budget provides for limited new services. These new services include:

- Increased park and facility maintenance as the result of completed capital improvement projects such as Shoreview and Paramount parks, Shoreline Pool and improvements to the "gateway" at I-5 and N. 175th St.
- Operation of the Spartan Gym.
- Creation of a Right-of-Way Management Division by hiring a Right-of-Way Supervisor and moving the existing Right-of-Way Inspector positions to this division.
- Adding a part-time Finance Assistant to the Finance Department.
- Improvements to the City's tree and street maintenance program. By taking over the City's tree and street maintenance from private and county contractors, the City will reduce ongoing costs and improve service (including a 130 percent increase in the number of trees the City will be able to trim annually).
- Funding to respond to the requirements of the Clean Water Act (CWA) and the Endangered Species Act (ESA) by providing for the development of road maintenance standards, required revisions to the City's development and municipal codes, and development of a regulatory and operation program for a selected water-

shed basin.

The City's 2002 budget includes its proposed 2002-2007 Capital Improvement Program (CIP). This program totals \$14.2 million for 2002, and \$110.8 million for 2002 through 2007. Significant projects planned for 2002 include:

- Completion of renovations to Spartan Gym.
- Completion of improvements to Paramount Park and the City pool.
- Initial master plans for Richmond Beach Saltwater Park and Cromwell Park.
- Continuation of the Aurora Corridor, Interurban Trail and North City Business District improvements.
- Initial phase of the Ronald Bog and 3rd Ave. NW Drainage Improvement Projects.

"The City is currently in an excellent financial position with reserves that exceed policy requirements and allow the City to respond to a slowing economy. The City's long-term projections show that reserve requirements are met through 2007," says Burkett. "However, the General Fund reserves are declining over time as a result of expenditure growth outpacing revenue growth. The City will continue to monitor future revenues and expenditures and evaluate services to maintain a healthy long-term financial position."

The City of Shoreline 2002 Proposed Budget is available for review at the Shoreline and Richmond Beach Libraries, City Hall and at both Neighborhood Police Centers. For more information about the budget adoption meeting schedule, call the Agenda Line at (206) 546-2190.

Who, what, where in the City of Shoreline

City of Shoreline

Shoreline City Hall
17544 Midvale Avenue N.
Shoreline, WA 98133-4921
(206) 546-1700
Fax (206) 546-7868

City Hall Annex
Home of: • Planning and
Development Services Department
• Public Works Department
Highland Plaza
1110 N. 175th St., Suite 105
Shoreline, WA 98133


CURRENTS

November 2001 Vol. 3 No. 6

Currents is produced by the
City of Shoreline Community
and Government Relations
Department, (206) 546-0779.

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City Council

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Mayor Scott Jepsen
Deputy Mayor Ron Hansen
Kevin Grossman
Rich Gustafson
Cheryl Lee
Linda Montgomery
Bob Ransom

Meeting Location
Shoreline Conference Center
18560 First Ave. NE
Mt. Rainier Room

Workshop Meetings
First and third Mondays
beginning at 6:30 p.m.

Regular Meetings
Second and fourth Mondays
beginning at 7:30 p.m.

Agenda Line
(206) 546-2190

Televised City Council Meetings
Channel 21
Wednesday through Sunday
6 a.m., noon and 8 p.m.

Shoreline Police

Emergency: 911

Shoreline Police Station
Chief Denise Pentony
1206 N. 185th St.
Shoreline, WA 98133
(206) 546-6730

Westside Neighborhood Police Ctr.
Officer Leona Obstler
624 NW Richmond Beach Road
Shoreline, WA 98177
(206) 546-3636

Eastside Neighborhood Police Ctr.
Officer Charlie Akers
521 NE 165th St.
Shoreline, WA 98155
(206) 363-8424

City of Shoreline Web site

Information on agendas,
minutes and how to partici-
pate is now available online.
www.cityofshoreline.com



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