

COMMUNITY DESIGN



Community Design Element Goals & Policies

INTRODUCTION

Community Design policies influence how Shoreline physically appears, and function to enhance aesthetic appeal and quality of life. Good community design can increase privacy or visibility, raise property values, encourage people to interact in commercial areas and public places, and create a cohesive community image. Even though the policies emphasize physical design, people using these spaces animate and enhance placemaking attributes.

The goals and policies in this element address site and building design; signs; vegetation and landscaping; open space; public spaces; public art; sidewalks, walkways, and trails; street corridors; freeways; neighborhood commercial and residential uses; and historic preservation.

There are other community design policies specific to the North City and Town Center subareas of the city (refer to Subarea Plan links in Appendix B).

GOALS

- Goal CD I:** Promote community development and redevelopment that is aesthetically pleasing, functional, and consistent with the City's vision.
- Goal CD II:** Design streets to create a cohesive image, including continuous pedestrian improvements that connect to the surrounding neighborhoods.
- Goal CD III:** Expand on the concept that people using places and facilities draw more people.
- Goal CD IV:** Encourage historic preservation to provide context for people to understand their community's past.



Modeling Potential
Development on Midvale Avenue N



Modeling Potential Development in
Town Center

POLICIES

Site and Building Design

- CD1. Encourage building design that creates distinctive places in the community.
- CD2. Refine design standards so new projects enhance the livability and the aesthetic appeal of the community.
- CD3. Encourage commercial, mixed-use, and multi-family development to incorporate public amenities, such as public and pedestrian access, pedestrian-oriented building design, mid-block connections, public spaces, activities, and solar access.
- CD4. Buffer the visual impact on residential areas of commercial, office, industrial, and institutional development.
- CD5. Encourage architectural elements that provide protection from the weather.

Signs

- CD6. Encourage signage to be complementary in scale to the building architecture and site design.
- CD7. Discourage multiple or large signs that clutter, distract, or dominate the streetscape of commercial areas.
- CD8. Be attentive to loss of non-conforming status as an opportunity to remove billboards.
- CD9. Encourage the consolidation of signs on a single structure where a commercial development includes multiple businesses.
- CD10. Encourage signs on multi-tenant buildings to be complementary in size and style for all commercial and mixed-use zones.
- CD11. Discourage signage that is distracting to drivers.
- CD12. Improve permit process for temporary signs or banners.

Vegetation and Landscaping

- CD13. Encourage the use of native plantings throughout the city.
- CD14. Encourage development to consolidate onsite landscape areas to be large enough to balance the scale of the development.

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CD15. Encourage concentrated seasonal planting in highly visible, public and semi-public areas.

CD16. Where feasible, preserve significant trees and mature vegetation.

CD17. Prohibit use of invasive species in required landscaping, and encourage use of native plant species whenever possible.

Open Space

CD18. Preserve, encourage, and enhance open space as a key element of the community's character through parks, trails, water features, and other significant properties that provide public benefit.

Public Spaces

CD19. Preserve and enhance views from public places of water, mountains, or other unique landmarks as valuable civic assets.

CD20. Provide public spaces of various sizes and types throughout the community.

CD21. Design public spaces to provide amenities and facilities such as seating, lighting, landscaping, kiosks, and connections to surrounding uses and activities that contribute to a sense of security.

CD22. Consider *Crime Prevention through Environmental Design (CPTED)* principles when developing mixed use, commercial and high-density residential uses.

CD23. Utilize landscaping buffers between different uses to provide for natural transition, noise reduction, and delineation of space while maintaining visual connection to the public amenity.

CD24. Encourage building and site design to provide solar access, as well as protection from weather.

Public Art

CD25. Encourage a variety of artwork and arts activities in public places, such as parks, public buildings, rights-of-way, and plazas.

CD26. Encourage private donations of art for public display and/or money dedicated to the City's Municipal Art Fund.

Sidewalks, Walkways and Trails

CD27. Where appropriate and feasible, provide lighting, seating, landscaping, and other amenities for sidewalks, walkways, and trails.

Crime Prevention through Environmental Design (CPTED) is a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts, and focus on the built environment.



Pedestrian Bridge Overpass

Low Impact Development (LID) describes a design approach to managing stormwater runoff. LID emphasizes conservation and use of on-site natural features to protect water quality. This approach attempts to closely replicate pre-development hydrology of watersheds through infiltrating, filtering, storing, evaporating, and detaining runoff close to its source.



Banners on Aurora Avenue N

Shoreline’s 4 **landmark** structures include Richmond Highlands Masonic Hall, Ronald School, Crawford Store, and the Boeing House.

Street Corridors

- CD28.** Use the Green Street standards in the Master Street Plan to provide an enhanced streetscape, including street trees, landscaping, natural surface water management techniques, lighting, pathways, crosswalks, pedestrian and bicycle facilities, decorative paving, signs, seasonal displays, and public art.
- CD29.** Provide identity and continuity to street corridors by using a comprehensive street tree plan and other landscaping standards to enhance corridor appearance and create distinctive districts.
- CD30.** Provide pedestrian gathering spaces to unify corners of key intersections involving principal arterials.
- CD31.** Establish and maintain attractive gateways at entry points into the city.
- CD32.** Use *Low Impact Development* techniques or green street elements, except when determined to be unfeasible. Explore opportunities to expand the use of natural surface water treatment in the right-of-way through partnerships with public and private property owners.

Freeway

- CD33.** Encourage the use of visual barriers and sound absorption methods to reduce impacts from the freeway to residential neighborhoods.

Neighborhood Commercial

- CD34.** Develop walkable commercial areas that provide adjacent neighborhoods with goods and services.
- CD35.** Encourage buildings to be sited at or near the public sidewalk.

Residential

- CD36.** Support neighborhood improvement projects with City grants. Possible projects include signs, crosswalks, traffic calming, fencing, special lighting, street furniture, trails, and landscaping.
- CD37.** Minimize the removal of existing vegetation, especially mature trees, when improving streets or developing property.

Historic Preservation

- CD38.** Preserve, enhance, and interpret Shoreline’s history.
- CD39.** Recognize the heritage of the community by naming or renaming

parks, streets, and other public places with their original historic names or after major figures and events.

- CD40.** Educate the public about Shoreline’s history through commemoration and interpretation.
- CD41.** In conjunction with the Shoreline Landmarks Commission interlocal agreement, develop a process for review of proposed changes to historic *landmark* sites and structures to ensure that these resources continue to be a part of the community.
- CD42.** Develop incentives, such as fee waivers and code flexibility to encourage preservation of historic resources, including those that are currently landmarked, and sites that are not yet officially designated.
- CD43.** Encourage both public and private stewardship of historic sites and structures.
- CD44.** Work cooperatively with other jurisdictions, agencies, organizations, and property owners to identify and preserve historic resources.
- CD45.** Facilitate designation of historic landmark sites and structures to ensure that these resources will be recognized and preserved.
- CD46.** Continue to inventory the city’s historic resources.




Historic Signage



Bessie B Waffle Shoppe



St. John's Log Cabin Grocery ca. 1908



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CITY OF
SHORELINE

