

From: [Megan Kogut](#)
To: [Shari Winstead](#)
Cc: [Carolyn Wurdeman](#); [Debbie Tarry](#)
Subject: RE: Ordinance 717
Date: Monday, March 14, 2016 10:47:19 AM

Hi Shari,

This potential amendment is still haunting me.

Again, it solves some of the problem, so a part of me wants to support it.

But it reinforces my growing fear that the City is bouncing from one project to the next, building “habitat” for businesses but then, inadvertently with the TIF program, blocking many great businesses from moving into that habitat. The improvements of the Aurora Corridor and North City and the light rail station rezones are all significant and expensive City projects that have not realized their potential yet.

And now there seems to be a heavy focus on Aurora Square, which in my opinion is currently faring better than North City or Ridgecrest. There is perhaps potential for it to be a utopia for the arts and so on, with a lot of changes.

But I think City Hall needs to slow down and create a holistic and consistent plan start to finish plan for building underutilized neighborhood centers and rezoned areas. It is easy to jump to the next thing, I know. But I visit North City weekly and Ridgecrest daily, and I look at my rezone maps on my office wall, and I worry. I worry about existing businesses hanging in there and waiting for critical mass to happen, and I worry about these areas losing any identity they already have if chain businesses move in.

I think an amendment focused only on restaurants and coffee shops does not reopen the door far enough.

This is especially true for the rezoned areas, where even retail and general service become expensive. The TIF on a house is roughly \$6000. The TIF for retail/general service/shopping center (ITE code 820) is roughly \$10/sf. A 2000 sf house used for a hair salon or a clothing shop or similar costs $\$20,000 - \$6000 = \$14,000$. That price tag could make a lot of great dreamer/doers locate elsewhere, leaving us with chain stores in east Shoreline. One of the

public comments will be from a couple, both Ridgecrest residents, who are thinking to buy a house in a rezoned area and use it for a second dance and music studio. These dreamer/doers are exactly what Shoreline needs. However, the couple sees the TIF as a significant hurdle that may force them to locate elsewhere.

And it seems especially unfair for neighborhood centers and transit oriented development to bear the cost of roads elsewhere. Both theoretically reduce traffic, but the ITE code doesn't take either into account because it's antiquated. The ITE code gives a full exemption to shopping centers (strictly defined as multiple uses in a single building with adequate off street parking), with the assumption that a single car trip is used for multiple visits. Downtown Ridgecrest is smaller than Aurora Square and could function as a shopping center, with a single car trip (or even better a trip on foot) for multiple visits. The same could be argued for transit oriented development.

The City has to give neighborhood centers and the rezones the chance to attract businesses. If surgical fixes were based on a specific vision for all areas of Shoreline, that'd be great. But in absence of that, I will continue to push for a 100% exemption for all businesses.

Thanks again for your time.

Megan

From: Shari Winstead [mailto:swinstead@shorelinewa.gov]
Sent: Sunday, March 13, 2016 5:21 PM
To: mbkogut@gmail.com
Cc: Carolyn Wurdeman; Debbie Tarry
Subject: Re: Ordinance 717

Hi Megan, I've requested that staff prepare an amendment that would limit the exemption to businesses that qualify under ITE codes ITE 932 and 937 (sit down restaurants and coffee shops). I am also interested in the Hotel and Movie theater ITE code, if it will make an impact in bringing those businesses to Shoreline, specifically with regard to redevelopment of Aurora Square.

IThanks for your email!

Shari Winstead

Deputy Mayor

City of Shoreline

Cell: 206-373-1639

On Mar 13, 2016, at 4:24 PM, "mbkogut@gmail.com" <mbkogut@gmail.com> wrote:

Hi Shari,

I heard that you were going to propose an amendment to Ordinance 717 tomorrow. If you would be interested in sharing it I can try to align my comments accordingly in the meeting tomorrow and share them with others.

You should get comments from six business owners looking to locate high-TIF businesses in Shoreline. They will bring their stories in order to add some reality to the issue and are not really providing technical comments.

I'll be at the pub tonight. We expect windstorm refugees to make Sunday busier than usual. I hope you have power or have fun without it! And thank you for everything you do.

Megan

Sent from my T-Mobile 4G LTE device