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**THE
SHORELINE CITY COUNCIL and
PLANNING COMMISSION
JOINT VISION SETTING WORKSHOP**

January 29th, 2009

Summary Report

Introduction

Beginning in 2008 the Shoreline City Council sponsored an extended community based process to establish a new vision for the future of the City of Shoreline. This community-based process was designed to obtain the views and desires of Shoreline citizens for the City of Shoreline into the future. The process included twenty “Community Conversations” and two Town Hall Meetings, which were attended by over 500 members of the community.

Once the community-based meetings were completed the information obtained from Shoreline citizens was consolidated into fifteen major themes representing a desired vision of the City of Shoreline in the future. The next step in the process was a joint vision workshop between the City Council and the Planning Commission. The purpose of this workshop was to review the information and themes obtained during the community process and begin the process of drafting a vision statement for the City of Shoreline.

The joint vision-drafting workshop was held on January 29th, 2009 at the Shoreline fire station meeting room. This report is a summary of the activities and outcomes of this joint workshop.

Community Outreach Themes

The first session of the workshop focused upon a presentation, review and discussion of the community outreach themes and information obtained during the community based process (see appendix two). Shoreline city staff briefly reviewed each theme and indicated the data that supported each theme. The workshop participants were then asked to review the themes and to comment on three questions:

1. Do these themes reflect what you heard from the community?
2. Are there any missing themes?
3. Are there themes included that you did not hear from the community?

The participants reviewed the major themes and agreed that these were in fact the ideas and comments they heard expressed in the community based process. The participants did, however note several themes and thoughts that they believed were missing from and/or should be added to the existing themes. These missing themes were:

Missing Themes

- Sustainability
- Health and Public Safety
- Taxing Capacity and Financial Sustainability
- Diversity
- Fairness
- Balance
- Community-driven planning and community-based process
- Looking for ability to come to consensus as a community
- Concern for preserving single family neighborhoods while accepting density
- Identify appropriate areas for growth
- Partnering with other agencies and jurisdictions (school district, transit, etc)
- Infrastructure needs are noted throughout themes- we don't provide water/sewer right now, maybe in future
- Sustainability- local
- Human Services (non-profits, Senior Center, neighborhood policing)
- City Leadership (City Council) getting consensus and getting things done

- Community-driven and efficient government are not mutually exclusive- work toward having both
- Need to draw out the “middle” as opposed to the polar extremes
- Protect, respect, and tolerate housing choice
- Infrastructure, while invisible, should be a theme. It is currently spread across many different categories/themes (transportation, natural/environmental, etc)
- Actively seek, grow, and restore natural resources
- Ability to grow and age in place
- Housing choices need to be quality choices, not just a matter of quantity
- Volunteers- need ways to organize human capital

What Themes Mean

- Protect natural resources- consider every tree as a resource
- Housing choice- needs of people may shift as people age in place.
- Accessible housing- make sure it is affordable to teachers, firefighters, etc
- Abiding concern for natural environment
- Neighborhoods- Have concern for and respect existing housing stock. across the country, older and newer homes coexist. The mid-century look is now sought after. There are magazines specifically marketing mid-century homes.
- Be a place where ideas are respected- this theme should be better defined. Want to be a place where input is respected.
- Themes are topically OK, but there needs to be work on the language. Words such as quality, preserving, protecting, housing need to be elaborated on.
- Language should be inspirational, and inspire all residents to improve.
- The language will also serve as a pact with, or promise to, the community.

General Comments

- Council Goal 1 says the vision should link to the three strategies- these need to be incorporated, don't need to reinvent the wheel in terms of strategies for housing, economic development, sustainability as work has been done and adopted.
- Corvallis does a good job of organizing their vision from big picture ideas, and then listing how to achieve them.
- Much of our current Vision Statement is still valid, especially those that are values-based.
- 21st Century transit system: how does it work? It can serve as organizing theme. It is a major part of infrastructure.
- Try to be ahead of the curve on issues that may come up, as end product will be better and less likely to be undesirable.

- Collaborative decision-making- there are some issues that require more immediate decisions, so this needs to be considered on certain topics. Need to weight collaboration and efficiency and leadership.
- Identify and focus on important sites- Aurora Square, etc. These have potential to provide better shopping/service/eating choices, and encourage residents to shop/eat/play in Shoreline.
- Boards/commissions often discuss issues numerous times, or are required to spend too much time on certain items; could be better served by subcommittees, groups, other input
- Many people open to pockets of development in neighborhoods, see it as an opportunity to provide more local services and retail (Ridgecrest, etc), but need to be sensitive to fit with community.
- Shoreline is missing entertainment choices, which can serve as community gathering place, i.e. Crest Theater.
- Prepare strategy for how to deal with future development when it occurs (infrastructure, transportation, land use policies, etc)
- Places- single family housing, business centers, transition areas: map values by places as a way to sort
- Think of a final desirable product and work backwards.
- Themes are not currently unique to Shoreline- weave in a sense of place
- Several people like the Corvallis vision statement, which has illustrations and descriptive text. Made it seem like a nice place, creates a vivid image.
- Like Boni Biery's chart and vision, well organized.
- Transportation: we should say we support transit and actively advocate for and seek services- "2 way street"
- Corvallis, page 9: it is worth it for the process to be a bit longer and more costly to ensure comprehensive input and participation. However, the flipside is potential missed opportunities or being ahead of the curve with tools and plans.
- Progress requires community input.
- Assets of Shoreline- proximity to Seattle, natural resources, neighborhoods
- Mechanisms are in place to get issues on the table- economic development committee, etc
- City Council has been proactive- Ridgecrest, etc. Would like to tackle other issues such as Aurora Square, but staff seems to have full workloads already.
- Bullets 5 and 8 (active and passive recreation): add to gathering areas bullet.
- Add pizzazz to language.
- Should we group themes or use themes to develop vision.
- There is tension/conflict between being nimble and making sure there is enough community process and involvement.
- Full service community versus infrastructure that takes you out of the community.

City Council Draft Vision Elements

The next session in the workshop focused upon the drafting of individual City Councilmembers vision elements. This session began with the viewing of a DVD titled, "What's your vision of shoreline?" This DVD was created especially for the City of Shoreline and was utilized as part of the community-based vision process. This DVD presented the basic concepts and potential elements of a city vision for the future.

After reviewing the DVD the Councilmembers were asked to silently write the key elements of their respective vision of the City of Shoreline for the future. The Councilmembers were advised that they need not craft a fully developed vision statement but could simply list key features of their vision. With the assistance of city staff each Councilmember then transposed their vision elements to flipcharts. Once completed each member then gave a brief overview of their respective vision. Below are the vision elements for each of the City Councilmembers:

Mayor Cindy Ryu

We envision in 2028 that Shoreline will be:

- A city that's big enough to make a difference with a small town feel
- Shoreline will offer choices and options and diverse housing, jobs, recreation, goods and services
- While recognizing differences of opinions, needs and abilities we are tolerant, respectful of one another and fiercely protect our natural and economic resources and human capital
- The City will provide the infrastructure, services and governance in a sustainable, efficient and fair/equitable manner to ensure a safe and affordable community for people of all ages, abilities and economic means.
- We are cognizant of increasingly precious resources and will seek innovative solutions through community driven decision-making processes
- We will tap our resourceful citizens to encourage local/in place aging, enterprises, economic growth and thriving children (help citizens help

themselves). e.g. match up resources with needs; coordinate; clearing house of information and training opportunities.

- We will address problems and challenges head on by admitting/identifying them, requesting public input and ownership by everyone in resolving them together

Deputy Mayor Terry Scott

- Shoreline values its history while embracing its future
- Shoreline values good governance that is inclusive and efficient
- Shoreline values its natural beauty and seeks to preserve and protect it
- We envision:
 - A vibrant business community with a Town Center and smaller neighborhood centers
 - Effective multi-modal transportation
- We value:
 - Preserving our historic structures while allowing responsible development
- Sustainable living realizing the importance of transmitting this city to the next generation greater and more beautiful in every way
- We commit to educational excellence and strive to enhance our educational institutions to promote this
- Our patchwork heritage is a strength that binds us
- We envision a city that offers its citizens a variety of recreational activities throughout the community

Keith McGlashan

- An active community of diverse people and businesses
- A community that leads in regional issues
- A community that supports the health and mental well-being of its citizenry
- A community that supports each neighborhood as that neighborhood sees fit
- Be inclusive of all opinions
- A safe place with adequate police protection, neighborhood lighting, etc

Janet Way

- Preserve existing housing stock and neighborhoods as much as feasible to keep character of our community through Quality Design.
- Meet the challenges of the 21st century with appropriate technology, transportation, infrastructure, and education ASSETS.

- Enable broad prosperity by promoting vibrant economic centers, surrounded by Walkable Neighborhoods, accessible Parks and Recreational Facilities.
- Provide transportation and environmentally sustainable infrastructure to enable commerce and innovation which will connect all parts of the city and region.
- Ensure that natural character is preserved and enhanced by protecting wildlife habitat, urban forest canopy, green infrastructure and open space, so that Shoreline will be identified with natural beauty and Quality Neighborhoods.
- Enhance economic vitality by insuring community design values which integrate new development with historic character
- Provide human services to meet the needs of all citizens and help them achieve their potential.

Chris Eggen

Politics:

- Citizens and neighborhoods participate effectively in political process
- Natural areas:
- Protect and enhance N.A.
- Open space available/accessible in all neighborhoods

Built environment:

- Quality infrastructure (roads, parks, buildings)
- Housing that people want to live in
- Housing opportunities for all income levels

Youth:

- High quality schools
- Youth are valued participants in Community
- All students have opportunity for success in local schools from K through College

Neighborhood character:

- Preserve distinct character
- Contain community gathering spots and neighborhood business

Transportation:

- Walking and bike paths
- Effective transit
- Short trips to jobs and shopping

Human services:

- Improve the lives of the least fortunate
- Provide opportunities for the poor to improve their prospects

Safety:

- All citizens feel safe in homes and public areas

Recreation:

- Varied recreation opportunities for all citizens
- Thriving art opportunities for citizens
- Performing arts center

Sustainability:

- Encourage solar and wind power
- Community gardens/pea patches

Doris McConnell

- Shoreline is a special and distinct community
- Shoreline citizens value it as a “City of Neighborhoods” and values the uniqueness of each of these neighborhoods
- Community gathering places have an importance in establishing this sense of neighborhood identity
- Citizens value Shoreline’s natural and developed amenities and work to preserve, protect and improve upon them (Saltwater Park, Hamlin Park, South Woods, bike trails)
- Sustainability
- Responsive Government
- Corvallis vision: a highly livable city with benchmarks to measure progress in:
 - Housing
 - Economic development
 - Environmental quality
 - Overall quality of life

Ron Hansen

Shoreline in 2028 should have:

- An identifiable city center
- A safe, efficient and effective system of roads, trails and walkways
- Serving safe neighborhoods of diverse cultures
- Vibrant, high quality retail and office complexes
- A city embracing new technologies and tending towards energy self reliance
- A strong system of parks connected by relatively “green” trails – serving all types of passive (natural) and active (youth, sports, etc) activities
- Its highest residential densities concentrated around and within its commercial areas (nodes)
- A sense of identity so it will be obvious when you are in Shoreline.

Reactions and Clarification of City Council Draft Vision Elements

After each City Councilmember posted and presented their respective vision elements all participants then discussed the vision elements for clarification and understanding. This session was particularly important for the members of the Planning Commission as the next step in the process will be for the Planning Commission to draft a vision statement reflecting the elements developed by the City Council. This draft vision statement will then be utilized in the next steps of the process, which will include a review by the City Council and reaction and comment by the citizens of Shoreline. The following points were made and discussed as part of the clarification process:

- Support local, small businesses (nurture them)
- Live close to work ... may include office
- Any businesses; large ok, whoever wants to come
- Small, entrepreneurial, office ok
- Some lite industrial ok, nothing toxic ... it depends; need to be thoughtful
- No to heavy industrial, ok to lite industrial, not sure where to put it
- No superfund sites
- Attract businesses that fit our values
- How can SCC be used as a resource to grow our community?
- Foster individuals with their talents
- Mixed-used isn't appropriate everywhere
- Have to create, produce things (commerce, goods)
- Our land is limited - decision-making balanced with economic reality
- Local business keeps \$ in community-multiplier effect
- Do we have diversity now? Can we take the core value of diversity and apply it to our Vision?
- Anyone should be welcome in any neighborhood in Shoreline
- Economic diversity - housing available for people of all backgrounds
- Would like to provide more cultural opportunities - like to learn about other people's culture
- Community gathering places help create community
- Do we have the services and support for our diverse community?
- Future generations ... a place that our kids, their kids want to live - aligns with our sustainability strategy what makes us:
 - Unique identity?
 - Special?
 - Distinct?

- We're "Shoreline" - on the shore
- First Tier City - neighborhoods with distinct character (e.g. Ridgecrest, Highlands)
- Aurora Ave - unique historical heritage (e.g. Echo Lake tavern, museum, transportation route)
- Trees - as soon as you cross 145th you see a more natural character
- Ridgecrest - "greatest" generation came home; Crest Theatre - walk there and regional draw
- Proximity to Seattle, Sound
- SCC, Crista
- Fircrest, group homes - provide care to fragile

How do you support schools?

- SCC - position it to be a leader in growing new national and regional scale
- Draw kids back to Shoreline once they've made it
- School enrollment down - is there something we can do to make city attractive to families with kids?
- Flipside: retirees - add to themes pay attention - connect youth with elderly/retirees
- Parks and schools important connection, special needs too natural areas - "no child left inside"; safe places to explore - non-programmed time
- Economics drive where people move to - right now "Marysville" affordable housing diversity, local jobs can make Shoreline more affordable
- Parks dept. program draws families to city

Sustainability within Shoreline or Region

- Bigger Picture - housing choice for families
- Regional - "work cooperatively"
- Low level of park acreage - Do we want to have a vision of higher level of park service (Acres per 1,000 residents) - Yes, take advantage of opportunities to preserve/create parks
- Regional - transportation issue make sure Shoreline gets share of funding and services
- Open space really important to preserve existing school district but we need \$\$
- State as a goal to preserve/acquire open space/parks; look at schools; communities want this, but funding is issue - solution - bonds?
- Technology integration between transit providers - plan ahead ex. of thinking regional
- Shorewood HS 3-4 stories rebuild availing open space/acreage in City Center - partnership

- Create open space as part of new development; preserve open space and develop (ex. park and senior housing)
- Additional parks bond for surplus school property – consider using sites for housing and parks and other goals (ex. daylight creek)
- Ridgecrest: transitional regulations, preserve trees, plazas = good
- Neighborhood character page 2-4 Redmond – should we add something like this (small homes, cottages-compact homes in neighborhoods a change)? Yes
- Choices, yes – but needs to be thoughtful – blend with existing homes and environment with public involvement
- Quality change
- The way cottage housing was done was the issue

Parking Lot Ideas

In addition to those elements identified above, other ideas that came forward were also captured and recorded for future consideration:

- Governance- Structure
- Aurora Square Development Opportunities
- Define a process of decision-making

Next Steps

As indicated above the next steps in the vision setting process will be the drafting of a vision statement for the city by the Planning Commission. This draft will be reviewed and revised in a multi-step process to include participation by Shoreline citizens to achieve a final city vision statement that will be adopted by the City Council.

**Appendix One
Workshop Participants**

Mayor
Cindy Ryu

Deputy Mayor
Terry Scott

Councilmember
Chris Eggen

Councilmember
Ron Hansen

Councilmember
Doris McConnell

Councilmember
Keith McGlashan

Councilmember
Janet Way

Chair of the Planning Commission
Sid Kuboi

Vice Chair of the Planning Commission
Will Hall

Planning Commission Member
John Behrens

Planning Commission Member
Michael Broli

Planning Commission Member
Janne Kaje

Planning Commission Member
Michelle Linders Wagner

Planning Commission Member
Ben Perkowski

Planning Commission Member
Rocky Piro

Planning Commission Member
David Pyle

Assistant City Manager
Julie Underwood

Planning and Development Services Director
Joe Tovar

Assistant Director
Planning and Development Services
Rachael Markle

Senior Planner
Planning and Development Services
Steve Cohn

Associate Planner
Planning and Development Services
David Levitan

Economic Development Manager
Mark Mayuga

Facilitator
Michael Pendleton

Appendix Two Community Outreach Themes Drawn from the Community Conversations

Based on the visioning meetings, staff and the Planning Commission identified several preliminary themes that stood out. We heard from the community that in our vision, the City of Shoreline should:

- Protect our natural areas and conserves our resources;
- Be an attractive, vibrant, and inviting place to live and work;
- Offer a range of house types and prices to ensure a choice of attractive living accommodations;
- Encourage a strong and diverse economy, with commercial areas located and sized to serve all residents throughout the city;
- Provide a diversity of active and passive recreation opportunities for all ages to gather and play;
- Provide high quality services and exceptional schools;
- Be a place where ideas are respected and action is taken based on collaborative decisions;
- Support a variety of community gathering places;
- Promote walking and bicycling with sidewalks and bicycle trails that connect the entire city;
- Encourage a variety of transportation options including frequent bus service that provides both north/south and east/west connections; and
- Provide the opportunity for the location of more retail stores and personal services in areas close to residential communities and designate specific commercial areas for more intense and efficient development and jobs and housing growth.

A Few Additional Themes Heard at the November 19 Town Hall Meeting

At the November 19 Town Hall Meeting, attendees commented on the list of themes listed above, and identified additional themes that they felt were

missing. We encourage you, both tonight and as we move forward in the process, to suggest themes that should be added, revised, or deleted. Based on a first review of the meeting comments, Shoreline should also:

- Encourage and foster neighborhood identity (a “City of Neighborhoods”);
- Develop partnerships with Shoreline Community College, Shoreline School District, and other local agencies;
- Create a business environment that supports small and local businesses; and
- Support transit-oriented development (TOD), most notably in the areas surrounding the future light rail stations.